I. Presentation by Professor Frank Levy

Economic Redevelopment of New Orleans:

Regional Thinking
Key considerations:
- Is this region self-sufficient?
- What factors create a region, what does the region import and export?
- What are the benefits of density?

Exports of New Orleans
- Tourism
- Port City
- Natural Resources:
  - Petroleum
- Knowledge:
  - Universities
  - Research Institutions
- Fishing
- Ship building
- A “marketplace” of related service sectors

Understanding Density – Why are rents higher in cities?
- Proximity Benefits – more population utilizing other services creates business
- Able to make more money
- Core industries require augmentation
- Concentrations create value – growth begets growth
- Density value, however, is highly unstable

Hurricane Katrina destroys not just physical structures of New Orleans, but economy
- Tourism and gambling collapse
- Ship building exports were weakened, few other industrial industries
- Exacerbated the historically sharp shift in labor market:
  - Exodus of manufacturing
  - Residents which do not match up with needed labor force

Rebuilding New Orleans’s exports:
- Co-Priming – force spending within economy (eg: New Deal)
- Create conditions to attract density

II. Institutions - The Plan for New Orleans
Traditional planning bodies
- Narrow scope
- Limited capacity
- Limited credibility

New Orleans Rebuilding Audiences
- Local
- State
- National
- International

Mayor Nagin dismisses existing city Planning Commission
- Creates Bring New Orleans Back (‘BNOB’)
- Calls in Urban Land Institute (‘ULI’)
  - “non-partisan”
  - not-for-profit

BNOB must create plan quickly
- Respond to pressing local needs
- Fit FEMA’s timeframe
- Respond to national demands (President called for a plan)
- Pending local elections

BNOB exists with
- Informal authority
- Some politically legitimacy
- Has the opportunity to set agenda, set limited terms of rebuilding
- Power to define problems and create strategies

YET, BNOB
- Has no formal authority
- Has no funding stream

Like RLA, BNOB could define problems narrowly, and devise strategies based on sources of influence.

ULI Recommendations to BNOB:
1. Stage Redevelopments
   - Created Zones (including the “green dots”)
   - Rebuilding moratorium (in non-priority zones)
2. Resettle and Relocate
3. Provision of Basic Services
   - Improve government efficacy
   - Service delivery
   - Rebuild economy
4. Create a Recovery Authority as a neural administrator
   - Control Flow of $
ULI Plan was a communication disaster

Summary Lessons:
- Mapping – clarify visual expressions
- Communication – define message
- Create confidence
- Prioritize trust