

# VISION 2035



# FOR GREATER NEW ORLEANS

A regional vision and action plan to make Greater New Orleans a greater place to live, learn, work, and visit

## Why Vision 2035 & why now?

In 2023, New Orleans & Company assessed the supporting and limiting factors of our region as a destination and concluded that the same systems that affect visitation also impact daily life for residents. Transportation, neighborhoods, economic opportunity, culture, and weather shape the experience for all residents, businesses, and visitors.

To move the region forward, New Orleans & Company leadership partnered with a broad group of stakeholders to create a shared vision for the next decade. A steering committee of 5 leading regional organizations was formed in 2024 to guide a collaborative, community-informed planning process focused on long-term progress. The core idea is simple: places that are great to live, learn, and work are also great to visit. It is time to make New Orleans a greater place to live.

## What Is Vision 2035?

Vision 2035 is a long-term roadmap for Greater New Orleans. It defines the outcomes that will achieve the core idea and focuses on shifting the systems that shape daily life in the community. The plan examines how people move about, how neighborhoods grow, how industries develop, how culture and green space support belonging, and how the region prepares for and weathers storms.

By improving these systems for residents, the region strengthens its appeal to all: those who live here, those who visit, and those who can invest in our community in meaningful ways. Vision 2035 aligns quality of life with economic vitality of life with economic opportunity in an effort to get us all moving in the same direction.

## How the plan was built

Vision 2035 was created through a comprehensive two-year process guided by a regional steering committee, led by New Orleans & Co., and facilitated by Trepwise.

This process combined data, local expertise, and lived experience to create a plan grounded in the realities and diverse perspectives of the region.

Engagement and research included:



70+

Interviews with leaders, nonprofits, employers, and city departments



120+

Community members engaged through community sessions and pop-ups



20+

Vision and master plans researched and consulted



5

Roundtable sessions with nonprofit leaders and employers

This extensive collaboration ensured that the plan reflects both current needs and long-term aspirations across parishes, sectors, and communities.

## LEVERAGE POINTS

Small Shifts That Benefit the Entire System



### VISION 2035

New Orleans is a Great Place to Live, Learn, Work and Visit



### VISION PATHWAYS

Broad Lanes of Action to Achieve Our Vision



### OUTCOMES

Results That Define What Success Looks Like (Expanded on Next Page)



## Framework: vision, outcomes, leverage points

### Vision

Greater New Orleans as a great place to live, learn, work, and visit.

### Outcomes

The improvements that define success for the region. These include: enhanced mobility, stronger neighborhoods, expanded economic opportunity, deeper cultural experience, increased access to green space, and better readiness for extreme weather events.

### Leverage points

The plan identifies ten key areas where focused, coordinated interventions can create region-wide impact. These are the pressure points where a small shift can strengthen entire systems.

## THE TEN LEVERAGE POINTS FOR REGIONAL PROGRESS

1. Connect voices across the region
2. Connect people and places with reliable transportation
3. Shape and support dynamic neighborhoods
4. Increase prosperity for small businesses and entrepreneurs
5. Boost the economy through strong industries, innovation, and quality jobs
6. Make the region more youth and family friendly
7. Increase high quality green space
8. Maintain a world class regional asset portfolio
9. Celebrate and sustain the cultural community
10. Lead in extreme weather innovation and adaptation

## From vision to action: Proposed Phase 1 interventions

Vision 2035 was built to be implemented. Phase 1 focuses on early, visible interventions in transportation connectivity, neighborhood and corridor investment, green space, opportunities for youth and families, and support for cultural assets and culture bearers. Implementation will be supported by:

- A plan oversight committee to coordinate strategy and track progress
- Transition and issue specific committees to guide interventions
- Cross sector partners who align programs, policy, and investment

## How to engage

Vision 2035 is a shared roadmap. The steering committee will serve as convener and storyteller, with support and input from government, business, industry, nonprofit, cultural leaders, and community partners. As Phase 1 interventions move forward, partners will be invited to lead and support efforts that match their strengths, helping build a Greater New Orleans as a place where everyone who lives, works, learns and visits here experiences the best of what we have to offer.

