

NEW ORLEANS GOES GREEN

BACK FROM THE BRINK
Amid devastation and
tragedy, New Orleans is
working to rebuild itself
to be better than ever.

ON THE TENTH ANNIVERSARY OF
HURRICANE KATRINA, *MY FORD*
TAKES A 2015 FOCUS ELECTRIC TO
EXPLORE THE SMART, SUSTAINABLE
REBUILD OF THE BIG EASY.

Rolling past the mansions of
St. Charles Avenue at dusk,
I can't help but smile as our
Ruby Red 2015 Focus Elec-
tric overtakes a vintage
streetcar rumbling down
New Orleans' tree-lined boulevard. For the next
few blocks, the old-meets-new vibe continues as
the city's newly installed LED-powered street-
lights flicker to life around us, and we share the
well-lit thoroughfare with our electric-powered
predecessor toward downtown.

It's been ten years since Hurricane Katrina
and the failure of the levee system flooded 80 per-
cent of this town, and New Orleans is still being
rebuilt. After the storm, outsiders wondered aloud
whether a place built partially below sea level was
worth saving. But resilient locals answered with
a resounding yes—and used Katrina as a reboot,
turning to innovative and eco-friendly solutions
in the wake of an epic environmental disaster.

Today, the Crescent City is also one of Ameri-
ca's fastest-growing cities. To get a look at the post-
Katrina progress, we took the new Focus Electric
on a tour to meet the forward-thinkers reshaping
the city as a more sustainable place. Being the

Big Easy, the path to the
future features plenty of
nods to the colorful pag-
eantry that New Orleans
is known for.

AUGUST 2005
After Katrina ripped
through the Gulf
Coast in 2004, the
city's residents faced
an enormous
rebuilding task.



NEIGHBORHOOD REBUILDING

1 Our first stop is a few miles outside the French Quarter, in Broadmoor, which lies on some of the city's lowest ground. For this tight-knit community, a galvanizing moment occurred when the city's rebuilding commission suggested that many of its 2,400 storm-damaged homes be razed to make room for drainage.

Almost immediately, "Broadmoor Lives" signs sprouted from torn-up lawns and a protest rally was organized. "We said, there's no way they're going to make us a retention pond," recalls Kelli Wright, the president of the Broadmoor Improvement Association. "We were going to come back and be better than before." A decade later, with help from grants, the community is working to create a world-class education corridor in the heart of the community.

A few blocks away, we meet Lex Kelso, a principle with local developer Green Coast Enterprises, at Propeller, a social entrepreneurship incubator. The concrete-floored loft space is one of four dilapidated buildings nearby that Kelso's firm is transforming into energy-efficient symbols of hope. "Our goal is to turn this into a vital commercial node," he says. "There's a real excitement here."



KELLI WRIGHT: PRESIDENT, BROADMOOR IMPROVEMENT ASSOCIATION



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NEW DAWN
Developers like Lex Kelso, left, are turning run-down buildings into energy-efficient communal spaces.

NEW ORLEANS

MUSICIANS' VILLAGE
BIOINNOVATION CENTER

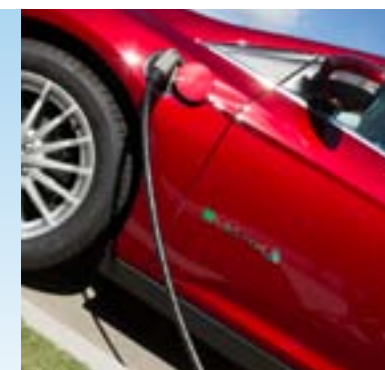
BROADMOOR DISTRICT



FORWARD THINKERS
"It (Katrina) has allowed us to become the city we've always wanted to be," says Cedric Grant, the city's deputy for recovery efforts.



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INNOVATIVE THINKING

2 After rebuilding its basic civic infrastructure—from police stations to the failed underground pumping systems—post-Katrina New Orleans has embarked on a mission to make it a greener and more livable city.

On Canal Street, we visit the strikingly modern BioInnovation Center, a life sciences business incubator which has already helped foster more than 60 companies and created more than 200 jobs since its 2011 opening. But the award winning, LEED Gold building, dominated by a modulated, energy-efficient glass façade that mimics the shutters on traditional New Orleans homes, also serves as a poster project for how cutting-edge architecture can coexist within the city's signature old-world charm.

"This building is a great research lab; it had to be that," says Z Smith, director of sustainability for the building's architecture firm, Eskew+Dumez+Ripple. "But it sits alongside the great character that is New Orleans. This is the only research lab in the country where you can look out your window and see the passing Mardi Gras parade."



Z SMITH: DIRECTOR OF SUSTAINABILITY, ESKEW + DUMEZ + RIPPLE

PRESERVING THE CULTURE

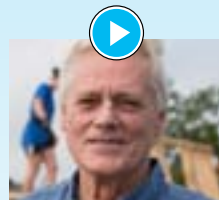
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In the weeks after Katrina, perhaps no organization moved faster to help struggling New Orleans than Habitat for Humanity. "I was able to get back on the eleventh day," recalls Jim Pate, the rugged executive director of the group's local branch. "It was a wasteland."

In the decade since the storm, Pate says that Habitat has acquired hundreds of blighted lots and constructed more than TK homes. But it's the Musicians' Village, an 8.8-acre community in the Upper Ninth Ward, which stands as its signature achievement.

The project is the brainchild of home-grown superstars Branford Marsalis and Harry Connick, Jr., who saw the displacement of the city's musicians as a threat to New Orleans' celebrated heritage. Partnering with Habitat, they helped dozens of musicians qualify for mortgages—and sustain a part of NOLA's heritage.

Today, this unique artists' colony boasts more than 70 residences. Among the proud homeowners is bass player Michael Harris, 60, a lifelong musician who invites us into his gray-shingled Creole Cottage. "I'm the recipient of a lot of good will," he says, strumming at his acoustic guitar. "Now, regardless of anywhere I go on tour, after it's over, I can actually say, 'I'm coming home.'"



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APP FOR IPAD



MICHAEL HARRIS: NEW ORLEANS-BASED MUSICIAN



BACK IN BUSINESS
The 2015 Focus Electric
takes a tour through
New Orleans' iconic
French Quarter.

TOURING CAR

Artists from the Upper Ninth Ward's Musicians' Village test out the Focus Electric's cargo management system with trunk space.



FAST FACTS

2015 FOCUS ELECTRIC

►GREEN INSIDE AND OUT

A 5-passenger interior made of 100% recycled REPVE® fiber from plant seed oils makes for eco-conscious comfort.

►EFFICIENT TO THE CORE

A 23kWh, high-voltage, lithium-ion battery system with advanced liquid heating/cooling regulates the battery temperature.

►SMARTER STOPPING

Regenerative braking captures over 90% of the energy lost through brake friction to recharge the battery, optimizing energy efficiency.