

# The Clarity Project: Lafitte Greenway

Final Feedback August 15, 2020

The Clarity Parks Project  
Lafitte Greenway Plaza

JOIN • VOTE • WIN

 Your Park, Your Vision!

 PROJECT FOR PUBLIC SPACES

 Claritin

 NORD COMMISSION

 FRIENDS OF lafitte greenway

TAP/SCAN WITH YOUR PHONE

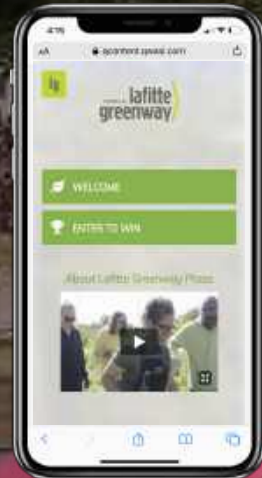
 

FOR ENGLISH Y PARA ESPAÑOL



# Contents

- 1 Campaign Background
- 2 Feedback Breakdown
- 3 Recommendations



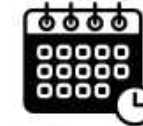
## SUMMARY:

Over a week long period the Lafitte Greenway Clarity Project saw 202 community members engage with QWASI's Contactless Park Activation Program and provide feedback around who they were, usage of the park and design ideas for the future of the Greenway.

Feedback: Voters wanted more bathrooms, water fountains, bike racks, and areas for congregating. Many voters requested the addition of a small skate park/plaza. Overall voters seem to be happy with the redesign of the Greenway



# Campaign Background



August 8<sup>th</sup> – 15<sup>th</sup> 2020



12 Access Points



155 Taps and Scans

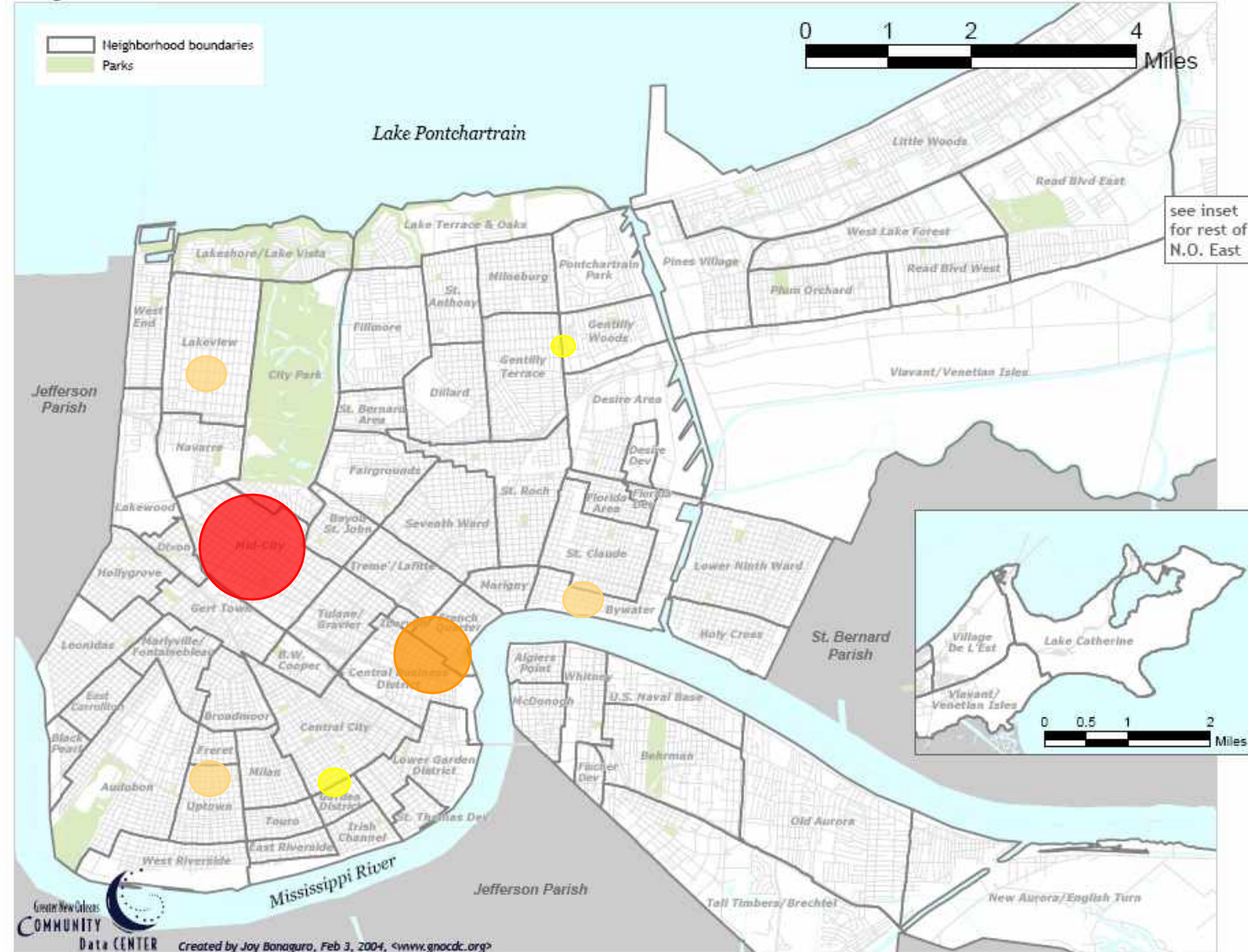


202 Voters



# Where do voters live?

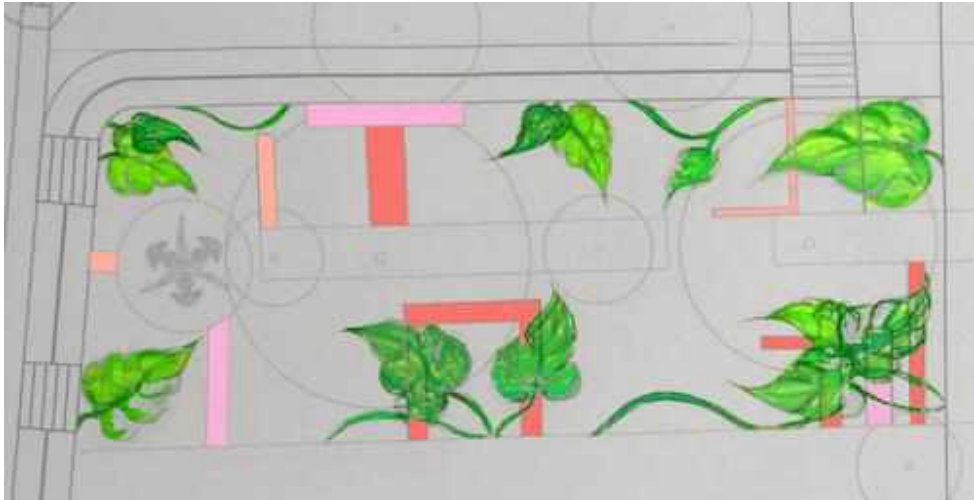
## Neighborhoods in Orleans Parish



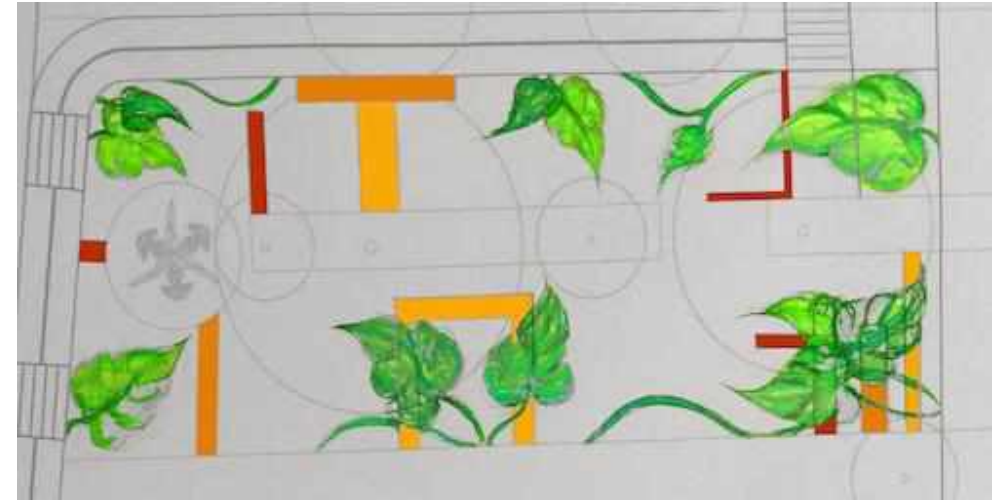
1	Mid-City Area (District 4)	107
2	French Quarter / CBD (District 1a & 1b)	27
3	Other Locations	21
4	Uptown / Carrollton Area (District 3)	15
5	Bywater Area (District 7)	11
6	Lakeview Area (District 5)	7
7	Central City / Garden District Area (District 2)	7
8	Gentilly Area (District 6)	6



# Color Scheme



Color Scheme A - 103



Color Scheme B - 65

Neither Color Scheme - 16

# What do voters use the Greenway for?



Recreation -  
walking, running,  
or biking

**177**



Biking or Walking  
for Transportation

**145**



Relaxing

**100**



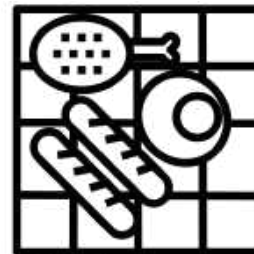
Play Sports

**23**



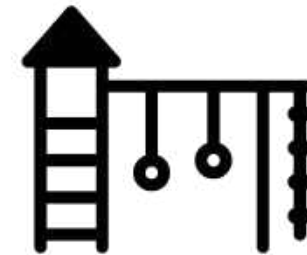
Fitness  
Park/Outdoor  
Gym

**29**



Picnics

**62**



Playing on the  
Playground

**29**



# What areas of the Greenway do voters use most?



- |   |   |    |
|---|---|----|
| 1 | Between Jefferson Davis Parkway and N Broad St in Mid-City/Faubourg St. John    | 89 |
| 2 | Between N Broad St and N Galvez in Lower Mid City/Tulane Gravier/Treme          | 76 |
| 3 | Between N Carrollton and Jefferson Davis Parkway in Mid-City                    | 61 |
| 4 | I use the whole Greenway equally  | 59 |
| 5 | Between N Galvez and N Claiborne in Lower Mid City/Tulane Gravier/Treme-Lafitte | 57 |
| 6 | Between N Claiborne and Basin Street in Treme/Iberville                         | 30 |
| 7 | Between N Alexander and N Carrollton in Mid-City                                | 24 |

# Who do voters go to the Greenway with?



1	By Myself	134
2	Friends	120
3	Spouse/Partner	102
4	Family	59
5	Coworkers	20



# What time of days are users visiting the Greenway?



1	Afternoon	128
2	Evening	125
3	Early Morning	79
4	Late Morning	69
5	Night	32

# How will voters use the new Greenway?



1	Sit	152
2	Farmers Market	147
3	Community Events	112
4	Read	77
5	Lunch	71
6	Work Out	56
7	Meditate	33
8	Other	28
9	Play	28
10	Meetings	24



# What sidewalk games do voters want?



1	Labyrinth / Maze	89
2	Four Square	79
3	Bean Bag Toss / Cornhole	78
4	Checkers	77
5	Hopscotch	59
6	Racetrack	33
7	Colors Shapes	30
8	ABC Track	25
9	Distance Jump	15

# Top Feedback From Voters

## What do you like or dislike about the new design for the Greenway?

I love the layout!

I love the colors and leaves!

I'm glad it won't be just a parking lot anymore.

Like: spaced out places to sit!  
Colorful ground art, unobstructed views of the greenway.

More benches would be good, and trash cans. More shade. Otherwise it's nice.

Like the sitting areas but would like to see a larger "statement piece" kind of bench.

I like all the colors and dislike how it doesn't look shady enough.

## What do you like about layout?

I like it! Looks great!

I want to be able to teach my grandchildren about caring for the natural world and native plantings.

Inclusion of water access for people/pets.

I would add a mini "dog park" or fenced area to unleash my dog?

Will there be any opportunities for storefronts, wellness eateries and facilities that match the community need?

Add a small skate plaza

I would add a water feature and some water fountains. Table seating as well for eating lunch.

A small area dedicated for birthday parties/small events would be neat!

## Additional Feedback

Lots of plant focus. How will you engage young kids in learning about these local plants? This is on the border of wealthier whiter mid city towards Carrollton and lower income blacker 7th ward. I hope there's intentional outreach to ask the latter about their perspectives! Could you also build an eye level directory of local social service agencies? For people who use the benches to sleep on...this posted knowledge might be helpful.

Partner with Fund 1 and Launch NOLA to host an open air market!

I would like shade, native plants, water. Bathrooms?

PLEASE ban cigarette smoking from the Greenway :)





# Next Steps

1. Community members who signed up can receive updates on the final data collected.

Does the Greenway want to do any follow up communication?

2. The contactless signage is sustainability built, which means it can be repurposed to share future engagement with community and collect additional feedback.

Does the Greenway want the signage digitally updated?

What are the objectives for the future of Lafitte Community Engagement and metrics that would be useful to understand and better service the local community?





[info@qwasi.com](mailto:info@qwasi.com)