



Broad to Bayou

Lafitte Greenway Master Plan Update

Project Scope of Work and Request for Proposals

Release Date: April 3, 2023

Final Date for Questions Submittal: April 10, 2023

Response Due Date: April 28, 2023

Introduction

In collaboration with the City of New Orleans, **Friends of Lafitte Greenway** (Friends) is launching a public process to update the Lafitte Greenway Master Plan for the segment of the park from North Broad Street to Bayou St. John and adjacent neighborhoods. This document summarizes the project background, outlines a scope of work, and proposes a process for soliciting a planning and design consultant to aid in the update of the plan.

This planning process is made possible by generous support from **RosaMary Foundation** and **Keller Family Foundation**.



Introduction

The **City of New Orleans** will repurpose 4.7-acres of its facilities from the Lafitte Greenway between Norman C. Francis Parkway and N. Broad Street, including the vacant Sign & Signal Shop, NOPD's barricade storage facility, and the Hagan Lafitte Drainage Project construction staging zone.



Introduction



The 2013 **Lafitte Greenway Master Plan** broadly envisions numerous potential community recreational uses on these sites, including community gardens, dog parks, sports fields, skate parks, public markets, and green infrastructure. However, this plan was developed before the Greenway opened. This project will bring together the larger community to establish an updated plan for this critical section of the Greenway and vision for adjacent development.

Source:

https://www.dropbox.com/s/au4ekqczaoo6dq/Greenway-Park-Plan_part2_final.pdf?dl=0

Background

As the Greenway's non-profit steward, **Friends of Lafitte Greenway** has worked with the community and City government to transform the once-abandoned rail corridor into a thriving public space. The Greenway is a linear park, and bike and walking trail that connects six neighborhoods in the heart of New Orleans to the environment, opportunities to be healthy, and to each other. Stretching 2.6-miles, the Greenway today is the backbone of New Orleans' growing bike network and a center of community gathering, arts, environmental sustainability, health, and economic development. Friends holds a cooperative endeavor agreement with the City of New Orleans and the New Orleans Recreation Development Commission (NORD), cementing a partnership to work together to plan, build, program, operate and maintain the Greenway.



Background

Friends works in three sectors: People, Nature, and Transportation. Over the past years, life moved outdoors due to the COVID-19 pandemic. Our parks and public spaces have never been more important. Key program and project accomplishments from the last two years include:

- *Greenway Plaza & Station Opening* - In 2020, Friends led a \$100,000 rapid-build project, transforming a former driveway and parking lot on the Greenway into a community plaza. Located where the Greenway meets Bayou St. John, the Plaza is an active new public space for the weekly Crescent City Farmers Markets. This project complements and expands the 2020 opening of the \$1.6 million redeveloped Brake Tag Station open-air pavilion. This is the first phase of the Broad to the Bayou redevelopment, paired with the 2022 opening of the Lopez Bridge.



Background

- *Trail Completion* - In partnership with the City, we have advanced completion of the final ½ mile of the Greenway to Canal Boulevard. \$4.7 million is dedicated in the 2021 City's Bond Sale budget, and design is underway.
- *Arts, Culture, & Community Programming* - Friends produces the annual Supernova festival and opened the Iris of Memory sculpture. Friends worked with BMike on a mural project on the Greenway basketball courts. The Get Fit the Greenway free fitness classes grow in popularity each year.



Plan Goals

The updated plan should be consistent with the Greenway's broad goals established in the 2013 Master Plan:

- Play a positive role in the regional water management for the area.
- Increase habitat for urban wildlife, reduce heat-island effect, and provide human comfort.
- Support community efforts for community gardens in the Lafitte Greenway.
- Reduce soil contamination in the Greenway.
- Buffer noise and light pollution along the Greenway.
- Use design methods and techniques that support LEED® and Sustainable Sites Initiative standards.
- Involve the community in the planning, design and implementation of the plan.
- Encourage multi-modal opportunities in the Greenway.
- Capitalize upon the rich history of the area and support the preservation and advancement of the cultural heritage of the Greenway's adjoining neighborhoods.
- Implement Crime Prevention Through Environmental Design (CPTED) principles when designing the Greenway.
- Connect the Greenway to open spaces and the downtown of the City.

Specific objectives and performance measures to meet these goals are contained in the Master Plan pp. 7-8.

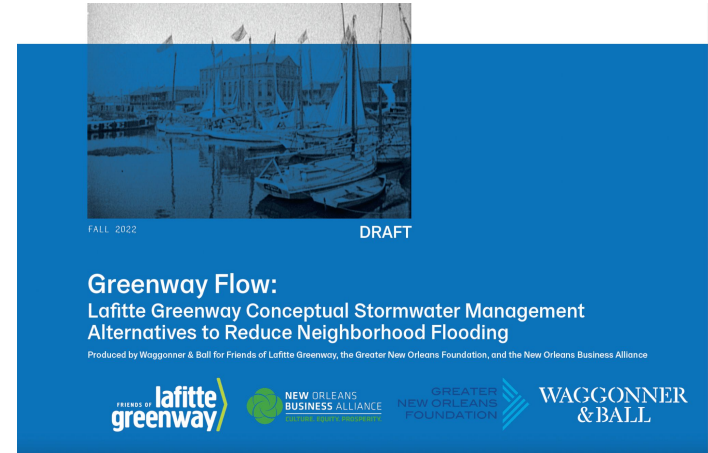
The updated Plan may contain recommended additions or modifications to both goals and measures.

Greenway Flow

The Lafitte Greenway holds its own stormwater runoff, but additional stormwater measures can significantly reduce flooding in adjacent neighborhoods. The Broad to Bayou process is occurring concurrently with a Friends initiative to identify and fund green stormwater management projects on the entire length of the Greenway, known as “Greenway Flow.”

In 2022, the Friends Board, the Greater New Orleans Foundation, and the New Orleans Business Alliance commissioned a feasibility study of stormwater storage concepts for the Greenway that respect existing uses. The Feasibility Study will serve as the basis of future community engagement.

The Consultant shall synthesize the broader guiding principles of “living with water” and plan suggestions outlined in the [Greater New Orleans Urban Water Plan](#) with the Greenway Master Plan’s established planning and design objectives.



Consultant Scope of Work

Task 1: Project Management and Communications

- Prepare project management plan, containing schedule of deliverables
- Lead and summarize recurring project management meetings
- Lead and summarize Project Advisory Team meetings
- Develop and execute a public involvement plan through coordination with the Friends Executive Director (refer to slide 14)

Task 2: Assess Context and Priorities

- Prepare materials, including narrative and graphics, such as maps, diagrams, infographics, and photographs, to present the project background, site history, existing facility conditions and capacities (including the drainage canal), neighborhood demographic and housing trends, and recent and anticipated changes and nearby projects that impact the site.
- Develop materials and programming to solicit and gauge community member priorities. Specific engagement objectives include understanding the community's priorities and preferences for, at a minimum:
 - Use and design for the Sign and Signal Shop and NOPD sites
 - Enhancements to Greenway Station and Plaza
 - Landscape improvements on the greenway itself (tree plantings, rain gardens, etc.)
 - Circulation improvements (such as bridges)
 - Use and design of the Orleans Relief canal
- Additional subjects for gauging community priorities may include:
 - Transportation and public space infrastructure improvements on neighboring streets (such as street and sidewalk repairs, street furniture, lighting, drainage, and landscaping)
 - Preferences for new housing in adjacent neighborhoods
 - Preferences for for new businesses, public institutions, and other services in adjacent neighborhoods

Consultant Scope of Work

Task 3: Conceptual Alternatives

Based on community priorities, physical constraints, and feasibility learned in Task 2, the Consultant will prepare conceptual design alternatives for proposed uses and programming in the study area, including:

- Use and design concepts, including conceptual site plans or renderings and cost estimates, for improving City-owned facilities/properties, including the Sign and Signal Shop
- Prioritized concepts for locating new active uses on the Greenway (such as splash pads, dog parks, volleyball courts, gardens, skateboard park, football field and track, etc.) including cost estimates
- Recommended improvements to the Greenway landscape, including areas of passive recreation and water management and green infrastructure features
- Recommended changes to Future Land Use Map designations in the corridor
- Recommended transportation and public space infrastructure improvements neighboring streets

The consultant will prepare materials and programming to vet these concepts with the public and select and refine preferred alternatives.

Consultant Scope of Work

Task 4: Final Report and Presentation

The Consultant shall prepare a final report and presentation summarizing the planning process, existing conditions, community priorities and vision, preferred alternatives, and detailed recommendations for implementation.

Public Involvement

Participation from a broad cross-section of people who live, work, worship and play in adjacent neighborhoods and use the Greenway is critical to the Plan update. Friends is committed to an equitable public involvement and overall plan development process. Friends' Strategic Plan explains further:

To uphold our value of equity, Friends' engagement strategies must be inclusive of and tailored to the diversity of all Lafitte Greenway Communities, with regard to:

- Age
- Race/ethnicity
- Gender, sexuality, and gender expression
- Socio-economic status
- Internet use
- Culture
- Language

To achieve equitable engagement, Friends intentionally directs staff time and volunteer personnel resources to engage Lafitte Greenway Community members who have been left out or oppressed, and vulnerable populations, especially:

- People of color
- People with low socioeconomic status
- People with disabilities
- People with limited English language proficiency
- People who are LGBTQ+
- Youth



Public Involvement

Friends has established an engagement goal of **400 individuals** participating in this process.

Friends will work with the City to establish a **Project Advisory Team** that will meet during the planning process to provide guidance to the project team. Recommended Advisory Team members include representatives of:

- Department of Economic Development, City of New Orleans
- New Orleans Recreation Department
- City Planning Commission
- Department of Public Works
- Regional Planning Commission
- Friends of Lafitte Greenway Executive Director
- Friends of Lafitte Greenway appointed board member(s)
- Broad Community Connections
- MidCity Neighborhood Association
- Council District A
- Council District B
- Council District C
- Council District D

Additional outreach methods shall include:

- Hosting in-person public meetings/design charettes
- Surveys (in person and online)
- On-trail pop-ups
- Presentations to standing meetings of partner organizations
- Installation of explanatory signage/kiosks on the Greenway and nearby businesses/public spaces
- Hosting virtual events (Zoom meetings)
- Stakeholder interviews
- Walking tours
- Training and deployment of Greenway Ambassadors
- Direct engagement of Councilmember offices

Project Timeline and Budget

April 3, 2023:	Issue request for proposals
April 10, 2023:	Final Date to Submit Questions
April 28, 2023:	Deadline for proposal responses
May 2023:	Consultant interviews and selection
June 2023:	Anticipated Notice to Proceed
December 31, 2023:	Deadline for submission of all deliverables

A maximum budget of \$40,000 is established for the planning and design consultant scope of work.

RFP Submittal Requirements

Responses must contain the following:

1. Cover letter demonstrating project understanding and identifying all firms proposed for the team, including contact information, such as mailing address, email address and phone number;
2. Team organization, including professional resumes and identification of the lead consultant and project manager, key personnel including billing rates, and the roles and responsibilities of all sub-consultants, if applicable.
3. Relevant work/experience with referral contact information and links to published product(s);
4. Proposed project approach, including approach to public involvement, and work plan, itemized by task/deliverable, schedule and cost.

DBE/MBE/WBE certified firms are encouraged to submit qualifications.

RFP Submittal Requirements

Evaluation Criteria

Designated Friends staff and Board members will evaluate proposals according to the following criteria

- Demonstrated Capacity (Past performance of firm on similar projects, extent of other completed projects of similar scope and magnitude).
- Experience, qualifications and availability of project manager and personnel assigned to perform the services
- Communications (Organization/completeness of response; writing skills, as shown through referenced work examples).
- Proposed Scope of Work and Deliverables (Understanding of the assignment; quality of response to proposed work program deliverables, and public/stakeholder engagement).
- Demonstrated cultural competency and proven track record of engaging diverse communities in meaningful public engagement

RFP Submittal Requirements

Questions

The deadline to submit written questions for information and/or clarification is **April 10, 2023**. Questions should be made in writing to info@lafittgreenway.org and include “RFP Question” in the subject line.

All written questions received by this deadline will be answered in writing, posted as an accompanying document on the Friends website beside the publication of this RFP. Answers will be posted by close of business, **April 17, 2023**.

Submittal

Final proposals must be received by Friends no later than 10:00 a.m. (Central Time) on **April 28, 2023**. One (1) PDF version must be delivered digitally to the following: info@lafittgreenway.org. Late proposals will not be accepted.