

GREENWAY ANNUAL REPORT 2023



2023: OUR MOST SUCCESSFUL YEAR TO DATE

In partnership with community groups, elected officials, city departments, and local businesses, in 2023 we hit major milestones for environmental stewardship, grew our public fitness/health programming, brought new cultural events to the Greenway, and strengthened our engagement with the communities we serve.

One of our team's first actions when I became Executive Director in January 2023 was to identify aspirational projects elsewhere in the country that we could visit and learn from. Our goal was to learn from the best to be the best. With staff and selected board members, we visited Atlanta (Atlanta Beltline) and Houston (Buffalo Bayou and Bayou Greenways) to sharpen our understanding of best practices in landscape management, sustainability, community engagement, fund development, and organizational excellence.

To expand our organization's impact in 2023, we designed and implemented a new fund development strategy that resulted in a 20% increase in revenues over 2022, including the largest grant we've ever received, our first grant for operations, and new earned revenue streams.

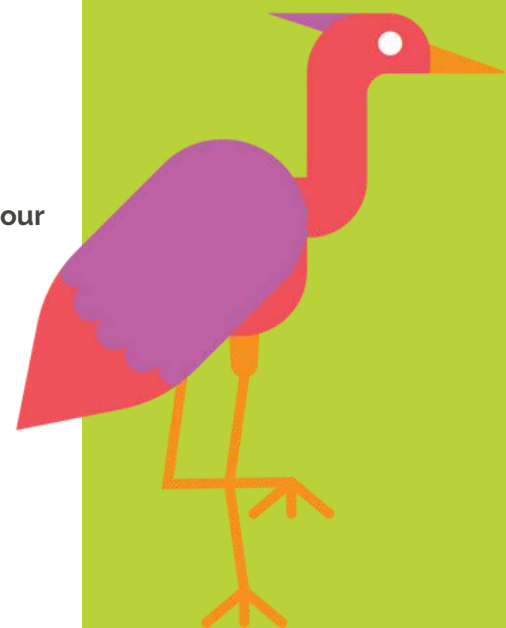
We invested in our staff– trainings, retreats, conferences, coaching– to ensure ongoing professional development and excellence in all that we do.

The Lafitte Greenway has become more than a linear park, and more than just the most-used bike trail in New Orleans. It's the City's ultimate connector– bringing together people from across the city to connect with nature, their destinations, and each other. We come to work inspired every day knowing that when we make the Greenway better, we make the whole city better.

In the pages that follow, you'll find more details on our 2023 successes– and a sneak preview of our 2024 goals.

Everything we do here on the Lafitte Greenway is a result of partnerships. We thank you for being one of our partners in success and look forward to making our biggest impact yet in 2024.

JASON NEVILLE
Executive Director



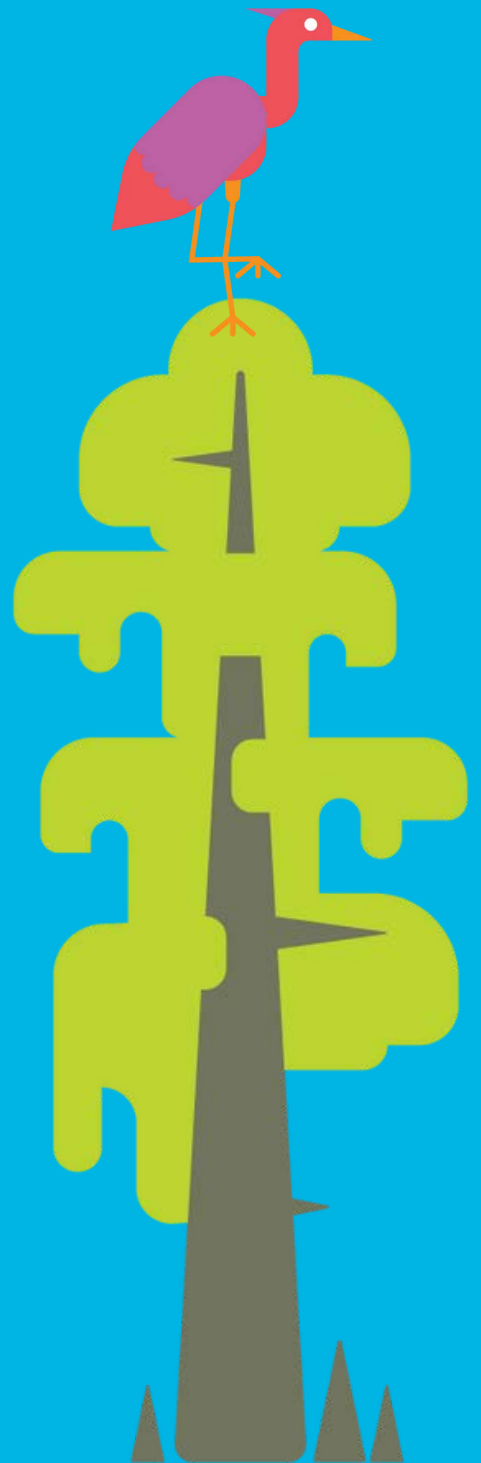
PEOPLE & CULTURE

- Expanded our GetFit programs to include a new fitness class called “Market March” that partners with the Crescent City Farmers Market for a market incentive
- Hosted the first live theater on the Greenway at the Greenway Station in partnership with The NOLA Project and NORD
- Welcomed Little Amal to the Greenway in partnership with the LPO and Preservation Hall
- Launched our Greenlight house membership parties
- Our best Greenway Supernova yet- supporting 10 emerging artists, 10 local musical acts, and 10 food vendors
- Promoted Tyronnisha ‘Nene’ Johnson from GetFit Coordinator to Programs Coordinator
- Re-booted our nationally-recognized Ambassador Program to deepen our connection with the community
- Established partnerships with Broad Community Connections, Greater Treme Consortium, and Ujamaa EDC to pursue stormwater management projects in and around the Greenway



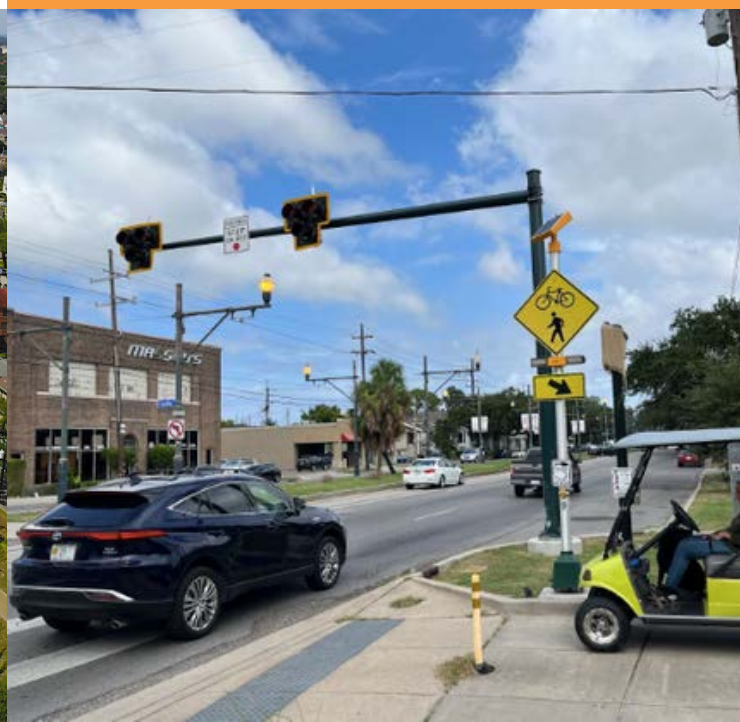
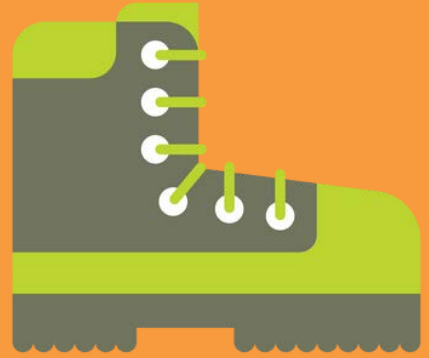
NATURE & RESILIENCE

- Planted our 500th native cypress tree—halfway to our goal of 1,000 trees on Greenway, with our tree planting partner SOUL
- Cleared 3.35 acres of overgrown bioswales in partnership with NORD and Parks and Parkways
- Updated the Greenway Master Plan from Broad to Bayou
 - Partners: Dana Brown Associates, Rosamary Foundation and Keller Foundation



TRANSPORTATION

- Welcomed the new pedestrian crossing signal at Carrollton-- a big upgrade and the first one in New Orleans
- Made progress towards trail completion with DPW
- Finalized design on a new bridge over canal at Gayoso Street
- Updated Greenway user data with UNO/Bike Easy-- 1,000 user daily on average, with up to 4,000 daily during special events. That's 15% of the daily traffic on the Causeway!



BLASTING OFF IN NUMBERS



12,000 +

Community members
Reached through events



1,600

Residents joined our
Get Fit classes



500 +

Volunteers helped us
maintain our green spaces



1,000

Users a day - that number
goes up to

4,000

During Carnival & Festival Season



2,032,838

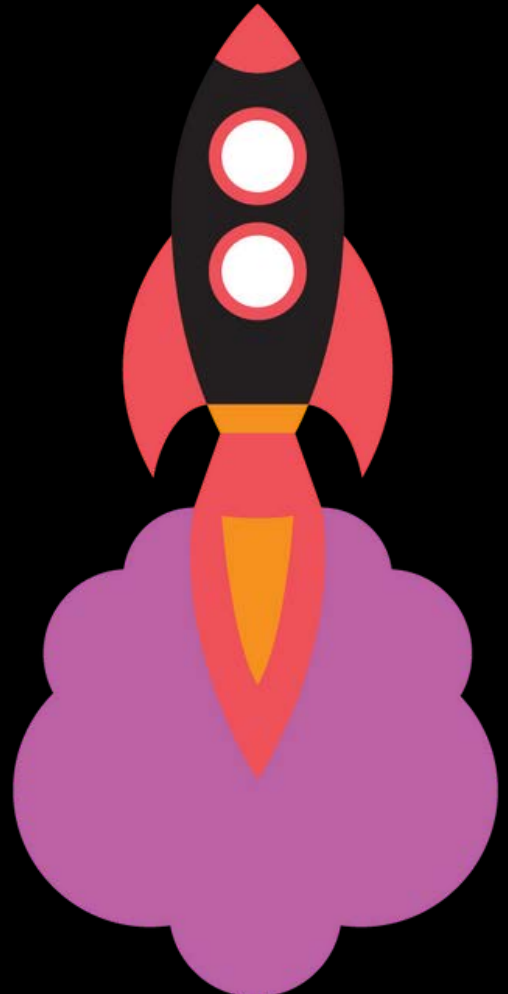
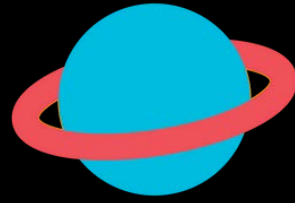
Greenway users
walking/biking the Greenway
since 2016

1,754

Mitigated tons of carbon

320,558,074

Calories burned



OUR COMMITMENT TO EQUITY

The Lafitte Greenway, a 2.6 mile linear park connecting six neighborhoods from City Park to the French Quarter, features a premier walking and biking trail and is the outcome of a democratic, volunteer-led effort to create a community asset anchored in equity. Equity acknowledges the imbalance of resources and accessibility to opportunities and seeks to balance this disparity.

The Board of Directors of Friends of Lafitte Greenway (Board of Friends), which manages the Greenway in partnership with the New Orleans Recreation Development (NORD) Commission, recognizes that New Orleans' history of racism and segregation is embedded in public and private institutions, the effects of which play out in many areas of society, including our public spaces.

The Board of Friends is committed to reversing disparities in access to green spaces by prioritizing equity within the organization and by ensuring we develop a public space open and welcoming to ALL. The Board of Friends will measure the success of its equitable development strategy against the following key elements:

Representation: Citizens of New Orleans are all stakeholders, as such, the board and staff of Friends shall welcome and reflect the communities surrounding the Lafitte Greenway trail, to ensure that the Greenway trail remains a shared public space.

Transparency: The board and staff of Friends will provide leadership, transparency, and accountability to stakeholders regarding the development and programming of the Lafitte Greenway.

Community Engagement: The board and staff of Friends will maintain open lines of communication with the neighboring communities to ensure that the community's collective voice is heard, considered, and is factored into final board and executive decisions that directly impact the neighboring Greenway communities, or that impact the sustainability of a healthy public park system.

Impact: The board and staff of Friends will track its fulfillment of equity goals via our strategic plan and yearly organization reviews. The board and staff of Friends recognize that regular analysis and realignment of our vision and goals is an integral part of our growth and development.

An equitable Greenway is a gathering place accessible to everyone, and importantly, enjoyed by the surrounding diverse communities.

LOOKING AHEAD...

- More cultural programming at the Plaza/Station
- Begin planting next 500 trees
- Begin design on trail completion to Canal Boulevard
- Begin construction on Broad-Greenway safety improvements
- Begin implementing Broad to Bayou Plan
- Approve a new 2024-2026 strategic plan
- Renew our CEA with city
- Purple Way - A pedestrian / bike safety campaign with partners Bike Easy & Blue Bikes



JOIN US!

- Become a member!
- Become an ambassador!
- Volunteer with us!
- Subscribe to our newsletter at our website:

lafittegreenway.org

- Follow us on social media:

[@lafittegreenway](https://www.instagram.com/lafittegreenway)





THANK
YOU!

