



TEAM C

Bridging the Gap from Design to Reality

Jefferson Parish wholeheartedly embodies the lively spirit of the community it nourishes. The substance of this design competition illustrates a deep commitment to enriching the lifestyle of Parish residents, and in doing so affirms that the greatest resources of this Region are its own people. Thus, our integrated solution strives to unite the strengths of the project site with the vivacity of the local community and inspire a renewed sense of pride in the West Esplanade Canal ~ Vive L'Esplanade!

At the beginning of the design process, we asked a series of big-picture questions:

What if a Parish beautification movement was fueled by the community it serves? Can a redefined common space breathe new life into a forgotten, yet valuable amenity? Will local business owners partner with groups of individuals to enrich their common ground? Can the transformation of Jefferson Parish's canal system inspire a nation of communities to invest in themselves like never before? The resounding answer to all of these questions is YES.

Each community holds a wealth of spirited individuals with a unique connection to each other and to the land they share. Incorporating each segment of the population to transform shared space will foster ownership surrounding the transformation of the canal.

All too often communities across our nation pursue lofty design solutions which never reach full implementation. Budgets run dry, communication falters and leadership wanes. By contrast, a solution that relies on full social collaboration cannot help but gain speed and retain the momentum of time and talent given by those who would benefit from the results.

At the core of our solution are six guiding principles that serve as the foundation for our holistic vision. We sought to **beautify, repurpose, implement, define, grow,** and **engage** with this design.

Our comprehensive solution provides programmed space for community events, a playground and several educational components including a pilot bioswale program that filters stormwater runoff, minimizing the contaminants drained into the canal. Improved access and circulation are addressed through a hierarchy of access points, increased cross canal circulation and unified signage. Our solution is a combination of entry-level steps to facilitate immediate progress and long-term partnerships between businesses, residents, community organizations, and churches to accomplish more complex improvements.

The social, motivated and caring community members of Jefferson Parish are uniquely qualified to nurture a valuable new amenity. Our recommended solutions embody the sincere belief that the people of Jefferson Parish can bridge the gap between design and reality to enrich opportunities of the place we call home.

1 Project Overview

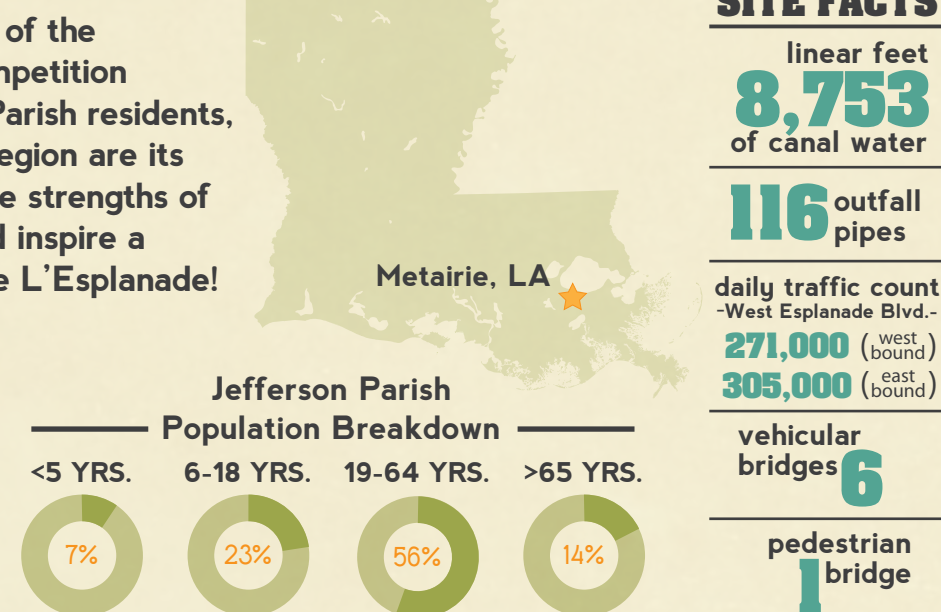
The Challenge

- Improve physical appearance of the canal
- Require minimal maintenance
- Provide economically feasible solution
- Retain canal water flow and functionality
- Preserve bank stability
- Create transferable design improvements

Project Overview

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OUR MISSION

To **BRIDGE** the gap between design and implementation by strengthening the relationship of our **COMMUNITY** and our **CANAL**.

2 The Solution

6 Guiding Principles

- BEAUTIFY** Physically transform drainage canals
- REPURPOSE** Utilize reclaimed materials while improving accessibility and use of the canal corridor
- IMPLEMENT** Make improvements by calling equally upon local businesses, residents and government support
- DEFINE** Optimize unused public spaces to unite and serve the community
- GROW** Develop and share strategies that will propel a "Quality of Life" campaign Parish-wide
- ENGAGE** Educate the community to value water and the canals it feeds as a shared amenity

OUR APPROACH

Analysis, research and utilization of our guiding principles brought forth a solution that meets the functional and aesthetic needs of the Parish. Our solution is an holistic approach that elevates Jefferson Parish's future and reinforces its motto Opportunity Lives Here.

3 The Design

The design of this 1.65 mile long public open space focuses beautification improvements in four main areas - two Parks, vehicular bridge improvements and cross street anchor landscapes. These areas are highly visible to vehicular traffic maximizing the project's beautification impact. These areas also make up the spaces where the physical transformation of under utilized open space are most evident. The functionality, safety

and quality of water that lies between the canal banks was addressed through the design of nutria-proof gabions that stabilize the banks and allow for vegetation growth. Community awareness programs of stormwater reduction were designed to engage the community in understanding how each development within the Parish, when acting as a whole, effects the beauty and functionality of the West Esplanade Canal.

Botanical Garden Walk

Capitalizing on the mature trees along this stretch of the canal, the botanical garden walk is an educational piece for the community and surrounding schools. In addition the Lakeshore Library may also use this space for outdoor programs teaching students about plant biology and specie identification.

Gabion Bank Stabilization

Gabions are one of the oldest civil engineering methods for bank stabilization. Italian for "big cage" this material of galvanized wire net filled with rubble rocks are functional, cost efficient and eco friendly. Small crevices between the rubble allow for silt and vegetation build up to further fortify and beautify the boxes over time.



Tolmas Point Bioswale

This pocket park is an attractive outdoor lunch space for nearby offices, but also works hard for the community. This functional landscape digests contaminants from adjacent surface parking lot stormwater runoff before releasing it back into the canal. This pilot bioretention site can be duplicated throughout the Parish.

Reclamation Park

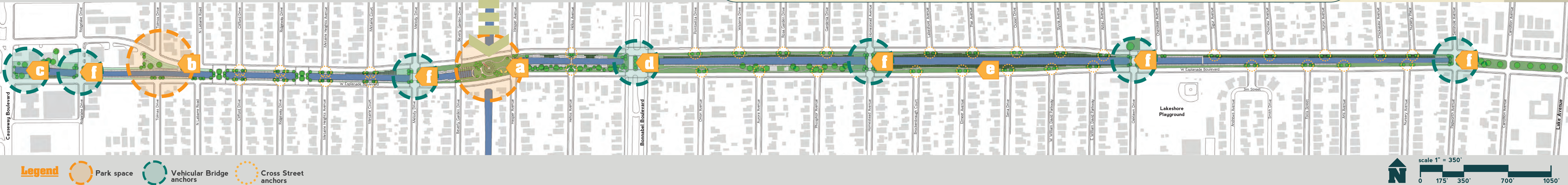
The park serves as a versatile space for community events. It provides educational opportunities and common green space for residence to enjoy year round. The material elements within the park are a tribute to the importance of Reclamation: gabion columns and a living sculpture of collected Mardi Gras beads.

Pedestrian Bridge

This connection provides the surrounding community with an ease of access for the abundance of residences within walking distance of Reclamation Park. The bridge unites both sides of the neighborhood and serves as an ideal spot to view wildlife in the canal.

Canal Perspective Rendering a

Canal Site Plan



b Tolmas Point Bioswale

A convenient pocket park for outdoor lunch breaks, this working landscape also filters and reduces stormwater runoff from adjacent surface parking lots.

- PHASE 1 - bioswale construction, boardwalk, park pavilion

c North Causeway Boulevard Overlook

Serves as the western gateway and transit stop to the corridor.

- PHASE 2 - canal bank stabilization
- PHASE 3 - outlook deck, landscape, signage

d Bonabel Boulevard Bridge

The primary intersection and a highly traveled route.

- PHASE 2 - canal bank stabilization
- PHASE 3 - landscape, sidewalk, trellis, signage

e Canal Scapes

Transformation throughout the length of the canal site.

- PHASE 1 - trash removal, miter outfall pipes, paint aerial sewer lines
- PHASE 2 - canal bank stabilization, canal walk, landscape

f Vehicular Bridge Anchors

Vehicular bridges connect the community and serve as visual gateways between the north and south axis of the canal.

- PHASE 2 - canal bank stabilization
- PHASE 3 - landscape, boardwalk, trellis, signage

4 How it Works

PHASING OF IMPROVEMENTS

One entity cannot go at this challenge alone. Collaboration is the key. Use under realized assets, set a good example, communicate the improvements and accomplish small projects to show progress. People want to support success, the sooner the project is implemented in a quality manner the quicker more resources will appear - lending hands to complete the overall vision. The space belongs to the community, they are the linchpin to its success.

component in mind. Everyone can play a meaningful role. The organized plan of improvements and programs can be installed in phases. Each phase brings the community a more functional and beautiful space to enjoy. The programs and mechanism of including volunteerism and communication with the community is as imperative to the success of this project as the design solutions proposed. Each unit of this solution constructs a sturdy bridge that connects ideas to successful reality where a beautiful and functional open drainage canal exists.

Our design solution was developed with this

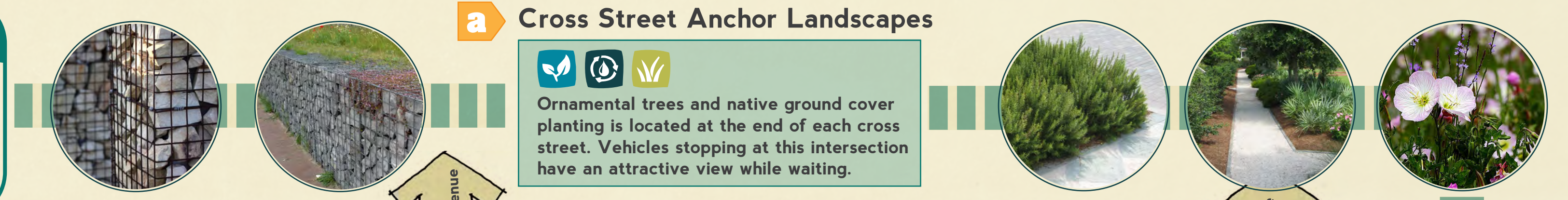
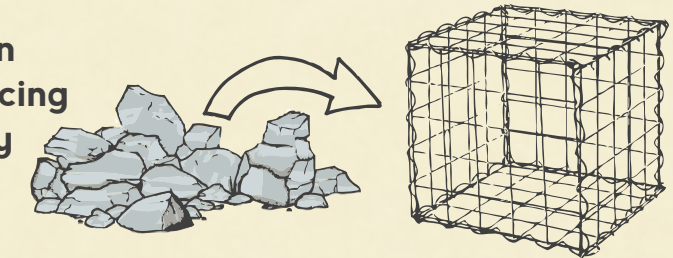
5 Simple Rules

- 1. Use Your Assets** Every city has unrealized assets - use them to your advantage
The Canal + Under Used Green Space + Excess Construction Rubble + Community Members
- 2. Get Your House in Order** Accomplishment begets support
Imperative Quick Fix Programs: Canal Clean-Up Day + Paint Aerial Sewer Line Pipes + Rubble Removal
- 3. Get in the Win Column** Small Projects Today - Big Projects Tomorrow
Small N. Causeway Transit Stop Cross + Anchor Street Landscape
Large Reclamation Park + Gabion Stabilization + Bioswale
- 4. Focus the Work** Fragmented work makes little progress
Beautify the Block - Focus work Block by Block starting at each end and work to the center
- 5. Document It** Online videos and manuals make improvement strategies transferable
Block Party Volunteer Checklist + Material Reuse Resource Link + "Catch Dat" Instructional Web Video



GABIONS

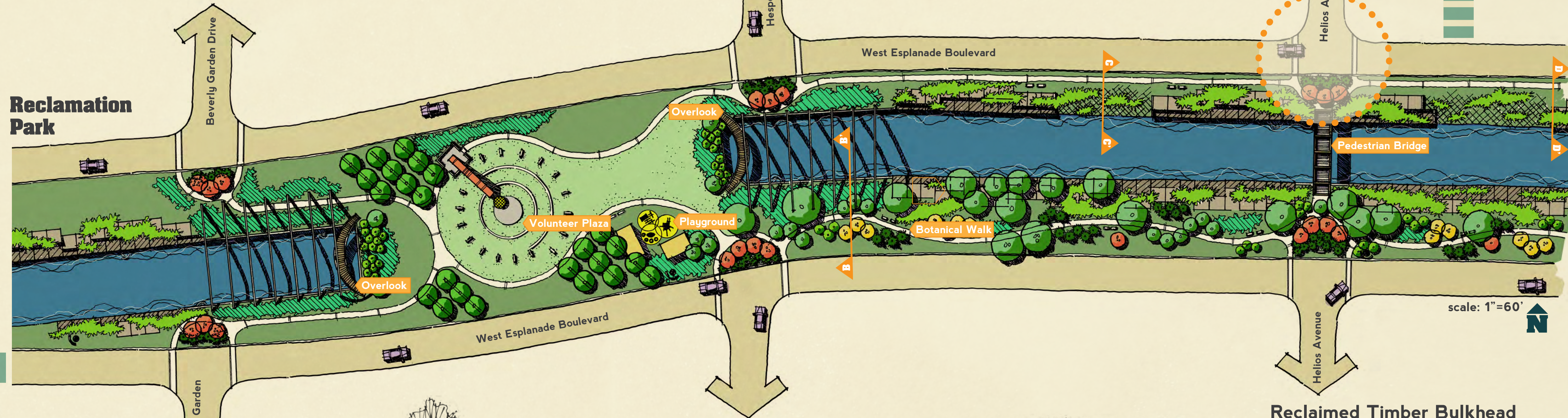
Reused rubble stone is bound in galvanized steel netting producing a cost efficient and eco friendly slope stabilization method.



a Cross Street Anchor Landscapes

Ornamental trees and native ground cover planting is located at the end of each cross street. Vehicles stopping at this intersection have an attractive view while waiting.

Reclamation Park

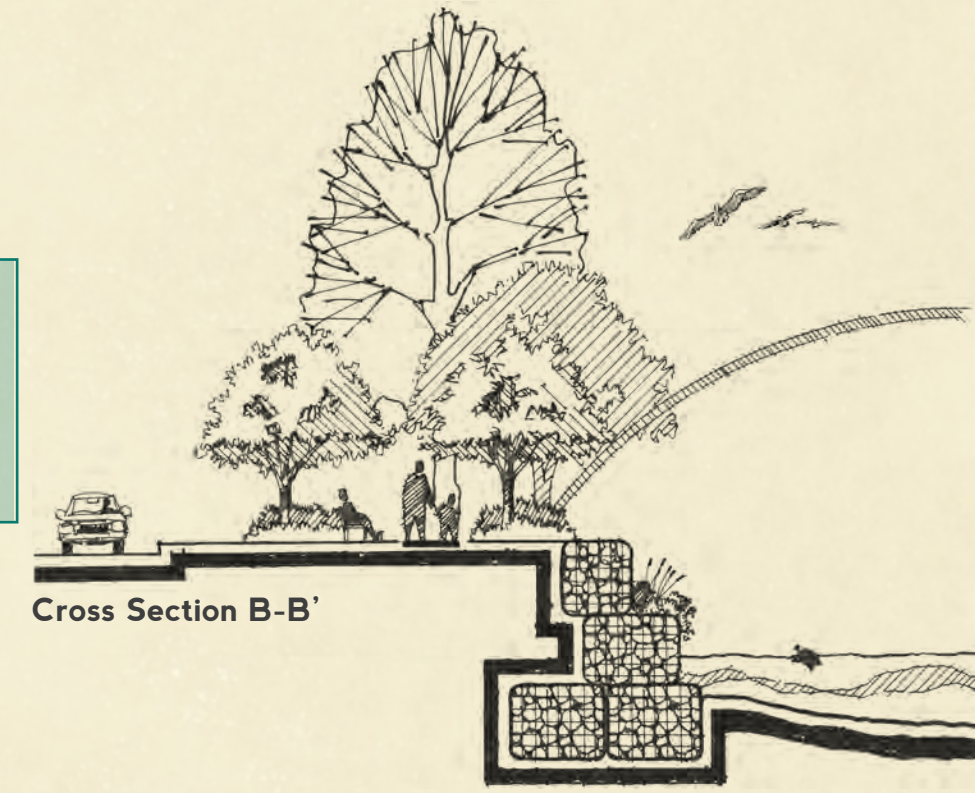


scale: 1"=60'

b Gabion Box Canal Edge



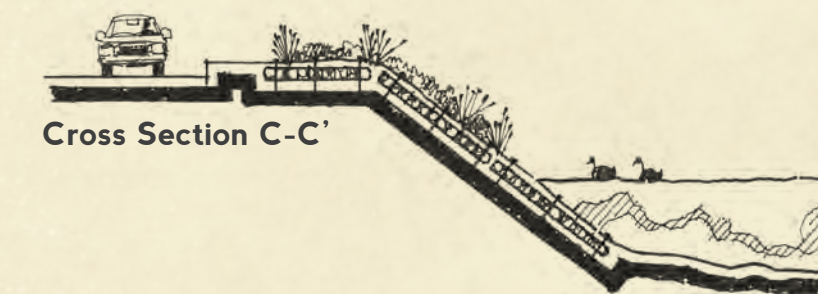
Proposed stabilizations will be in zones where steep slopes and failing banks from erosion and nutria damage prevail.



c Gabion Mattress Canal Edge



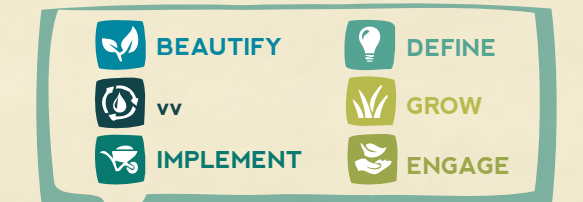
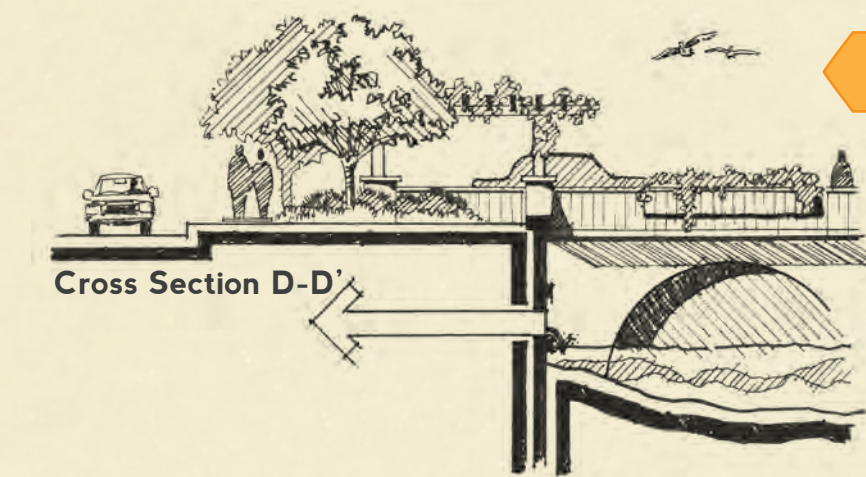
This stabilization method will be in areas where slope gradients are not extreme. This type of gabion is also nutria proof. Native wildflowers will be seed planted in small crevices to provide vegetative cover.



d Reclaimed Timber Bulkhead Canal Edge



Immediately adjacent to all existing culverts underneath the vehicular bridges, timber bulkheads are proposed. This highly visible stabilization method will stretch 100' out from the bridges along each side of the canal.



5 Implementation Strategies

JUST ADD VOLUNTEERS

BUILDING BRIDGES

Bridging the gap between ideas on paper and reality on the ground.

Information > Contacts
People > Supplies
Organizations > Support
Efforts > Communication Guidelines

Who Benefits?

Citizens | Local Businesses | Children | Wildlife
The Environment | The Local Economy

LEADERSHIP

Building upon great existing partnerships continued leadership and coordination is imperative

Jefferson Parish Government
Department of Drainage
Department of Parkway
Department of Parks and Recreation
Jefferson Parish Sheriff's Office
Jefferson Parish Public School System
JEDCO/Jefferson EDGE

PARTNERS

Team with great organizations already in place

Residences
Local Businesses
Artists
Friends of Jefferson the Beautiful
Jefferson Beautification, Inc
Bonnabel Civic Association
Bucktown Civic Association
Master Gardener's Clubs
Surrounding Schools
Surrounding Churches/Temples

Why Volunteer?

- + Excellent source of exercise
- + Improves mental health
- + Community Ownership
- + Social Benefits
- + Support Local
- + Greater % of success when Volunteers take part



6 Spread the Word

SETTING THE COMMUNITY STANDARD

The impact of this solution will be exponentially greater if it is well documented and openly shared with neighboring communities. By publicly championing our canal revitalization movement both online and in-person we can raise awareness for this important cause and illustrate the difference an empowered community can make.

Recommended Marketing Materials:

- + Community manual detailing various tasks and programs
- + Comprehensive website with interactive calendar of events
- + Lively and informative social media page (Facebook, Twitter)
- + Custom-branded t-shirts, bumper stickers, hats, etc.

WHAT GOES AROUND...

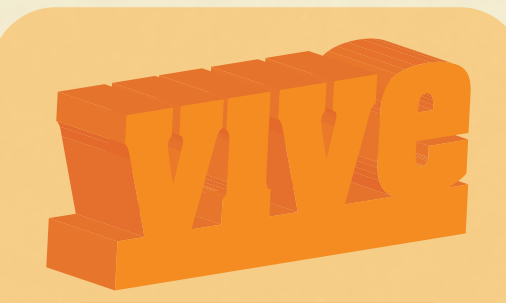
Perhaps the most substantial advantage of this solution is not only its ability to effectively transition into similar communities, but also its power to remain as a living force within Jefferson Parish. Once the communication channels for Vive L'Esplanade are established they will become assets of their own. More so, our community itself will shine as a collective of talented, motivated citizens whose ability to transform a vast public space into a valuable amenity will entice others to build a life in Jefferson Parish as well. Ultimately Jefferson Parish's motto is a perfect reflection of the assumption upon which this solution is built: opportunity, indeed, lives here.



GET WITH THE PROGRAM



CATCH DAT!
Rain barrel and rain garden program to incentivize individual participation in this Parish-wide program to reduce stormwater runoff



LIVING SCULPTURE
Morph leftover Mardi Gras beads into a colorful public art sculpture that the whole community can contribute to and enjoy.



TREE-PLANTING DAY
Families can make a difference in a hands-on way by planting a tree together and watching its growth as part of the new canal scape.

"MAKE IT COUNT" INCENTIVES

1 for FUN
+ EXERCISE
+ STRESS RELIEF
+ SCHOOL SERVICE HOURS

2 for YOU
"1 FOR FUN"
+ TAX INCENTIVE HOURS
+ RAIN BARREL CREDITS

3 for FREE
"1 FOR FUN"
+ "2 FOR YOU"
+ DISCOUNTS FROM LOCAL BUSINESS SPONSORS
+ PUBLIC RECOGNITION



Ongoing Maintenance and Best Practices

I. Purpose

This document of ongoing maintenance requirements and best practices is intended to supplement any existing maintenance manuals for Jefferson Parish. These practices can be applied to any future beautification improvement projects throughout the Parish. The items set forth discuss standards, quality, scheduling and communication practices that will ensure the ongoing success of the West Esplanade Canal Corridor, as well as subsequent canal corridor improvements throughout Jefferson Parish. This document assumes that Jefferson Parish's Department of Public Works and Department of Parks and Recreation will undertake the role of maintaining the canal corridor. It is paramount that the West Esplanade Canal Corridor be considered a valuable public park space and not merely a drainage ditch. Should the Parish determine that another arm of public services is responsible for the maintenance of this space, the document is transferable to any group.

The establishment of safe, clean and aesthetically pleasing public open spaces is the foremost goal. Utilizing a list of maintenance elements created by the National Recreation and Parks Association (NRPA) the following information outlines the maintenance requirements for the new, improved West Esplanade Canal. It is important to remember that unlike other public projects, this project will also rely on Volunteer Organizations and Business Partnerships to share in the ongoing upkeep of the Canal. Ultimately, however, the Parish should lead by example in turn promoting a vibe of accomplishment and success to its partners in the community.

II. Maintenance Elements

Litter Control - Includes: pick up and disposal of trash, distribution of recycling, receptacle service and cleaning. Minimum of once per day in high foot traffic areas such as the Tolmas Point Bioswale and the Botanical Garden walk. Regular litter control at street and park level will reduce the amount of litter that reaches the canal water. Litter in the canal water should be removed on a weekly basis.

Turf Care - Includes: mowing, aeration, reseeding or sodding, and weed control. Low water consumption sod should be used in all canal areas not within the parks. Ornamental peanut, an excellent ground cover alternative to turf, may be used and requires less water and mowing maintenance than traditional turf. Turf grass along the canal should be maintained on a bi-monthly basis. Turf that is within park areas should be maintained once per week during its peak growing season.

Pruning - Includes: growth control of trees, shrubs and floral plantings. With the guidance of a certified arborist, trees at all focal components should be pruned according to each tree type based on species requirements. Crape Myrtles and any other flower tree shall be allowed to grow in their full natural habitat form to increase shade and visual interest to the community.

Organic Fertilizer - Includes: organic fertilization of turf, trees, shrubs and floral plantings

Irrigation - Includes: automated watering of turf, trees, shrubs and floral plantings. This area will be sprinkler irrigated and electrically automated. When possible, drip irrigation shall be utilized and pulled from rain collection devices used throughout the design. Frequency of use will follow rainfall, temperature, seasonal length and demands of the plant material. Native vegetation and pilot rain collection methods will be utilized to lower the demand of potable water use for irrigation.

Natural Disease and Insect control - Includes: organic prevention, correction and management of disease and insects in turf, trees, shrubs and floral plantings. Preventative, corrective or integrated pest management control may also be utilized. The controlling objective for this maintenance is to discreetly address any related problems without public notice. Problems should be prevented or observed at a very early stage and corrected immediately.

Lighting - Includes: cleaning, lamp replacement and maintenance of security, field, accent, or walkway lights. Maintenance should preserve the effects of the original lighting design. Damaged systems should be repaired as quickly as they are reported. Bulb replacement should be done during the first working day after the outage is reported.

Surfaces - Includes: sweeping, cleaning, washing and maintenance of walkways, floors or play surfaces. Cleaning of surfaces needs to be addressed promptly and subtly so that the accumulation of dirt, leaves, or mildew does not distract from the appearance or safety of the area. Repainting or re-staining of structures should occur when weather or wear begin to deteriorate the appearance of the covering. Stains and marks to surfaces should be taken off within 5 working days of discovery. Graffiti should be washed off or painted over the next working day after it is reported.

Repairs - Includes: maintenance required by inspection or schedule to facilities or equipment. Repairs to all elements should be done immediately upon discovery. When disruption of the public's use or their convenience might be major and the repair not critical, repairs may be postponed to a time period which is least disruptive.

Inspection - Includes: visual and physical examination of a park, bridge, facility, equipment or canal to insure compliance, safety, and proper operation. This should be done daily by a member of staff.

Floral Planting - Includes: watering, fertilizing, disease control, pruning, weeding, planting or removal of ornamental or flowering plants. Floral plantings will be focused within the Botanical Garden Walk, the Bonnabel Bridge and at Cross Street Anchor plantings. It is important for their health and two bloom cycles to be maintained. Regular watering of these areas will be through automated irrigation. Weeding of flowers and shrubs should be a minimum of once per week. All vegetation in the above-mentioned areas shall be free of weeds at all times.

Restrooms - Includes: cleaning, sweeping, washing and stocking of restrooms. One restroom at Reclamation Park it should be swept and cleaned daily. The restroom should be restocked weekly. Restocking should occur immediately following any special events held at the park.

Special Features - Includes: maintenance of equipment or facilities such as sculptures, speaker systems, flag poles, screens, drinking fountains, tables, benches, or pavilions.

These requirements may vary drastically depending on the feature, but its important that overall upkeep be maintained without fail.

Special Events Strategies

A. Storms - Prior to large predicted storm events (tropical storms/hurricanes), catch basins should be inspected for litter obstructing drains and should be removed. Litter/ debris removal within the canal after storm events should be completed within 36hrs of the storm's completion, or as soon as possible thereafter.

B. Festivals - Extra trash and recycling receptacles should be installed at festival events and along parade routes to assist in capturing the excess litter from the canal and its park spaces. Following all events and parades, volunteer and parish clean-up crews should be on the ground collecting remaining litter within 24hrs of the close of the event.

III. Quality of Work

To ensure the ongoing success of the effort put forth in beautifying the West Esplanade Canal, we suggest the Parish designate a "Keeper of the Park" for each focal component of the canal corridor - North Causeway Overlook, Reclamation Park and Tolmas Point Bioswale. These keepers are in charge of daily inspection. The City of Chicago has implemented this program and has found that creating ownership among the Parks and Recreation staff created great pride for the "keeper" who's name is posted in the space and allowed for users of the park to know someone is caring for the space. A hotline number is provided under the Keeper of the Park's name. Citizens and Keeper's of the Park work in tandem to make sure the space is kept up properly.

IV Components to Maintain

A. Tolmas Point Bioswale

The below information is summarized from www.stormwatercenter.net, an online resource for stormwater management methods.

Purpose

Bioretention areas are landscaping features adapted to treat stormwater runoff on a development site. These areas are working landscapes and provide functional and aesthetic benefits to our community. They are commonly located in parking lots or within small pockets in residential areas. Surface runoff is directed into shallow, landscaped depressions. These depressions are designed to incorporate many of the pollutant removal mechanisms that operate in forested ecosystems. During storms events, the first flush of stormwater runoff is collected and retained within the bioretention area. Runoff from larger storms is generally diverted past the facility to the storm drain system through an overflow structure. The remaining runoff filters through the mulch and prepared soil mix. For bioretention systems that are located in an area where the soils do not drain well, such as within Jefferson Parish, the filtered runoff is collected in perforated underdrains and returned to the storm drain system.

Tolmas Point Bioswale is a pilot bioretention area that will educate the community on the benefits of stormwater treatment and serves the community as an attractive outdoor space for them to enjoy. It was chosen as the pilot space due to its adjacency to two large surface parking lots where stormwater runoff currently collects all the vehicular contaminants each parking lot produces. This type of application and location is called a stormwater hotspot because it treats adjacent land uses that generate highly contaminated runoff. This pilot stormwater hotspot space assists with surface drainage, water quality into the canal, includes improved stabilized banks and provides the residential and business community within walking distance access to park space. An informative plaque and graphic will provide an explanation on how the bioretention area works and the benefits of utilizing this method to assist with quantity and quality of water entering Canal No. 2. This program can then be transferable to other areas within the Parish that fit the size and suitability for bioretention assisting with present Parish-wide water run-off quantity, velocity and quality problems. Bioretention sites can be placed throughout the Parish as one of the components to assist with stormwater runoff related problems the Parish experiences such as canal over capacity, canal bank erosion, canal litter, and water quality. In addition, bioretention areas could be designed to be located above the canal, once the canal is piped in the distant future.

Maintenance

Bioretention requires seasonal landscape maintenance. In many cases, bioretention areas require intense maintenance initially to establish the plants, but less maintenance is required in the long term. The benefits this working landscape provides for the Parish outweighs the initial start-up maintenance it will require.

Typical Maintenance Activities Specific to Bioretention Areas:

- Re-mulch void areas as needed
- Treat diseased trees and shrubs as needed
- Water plants daily for two weeks at project completion
- Inspect soil & repair eroded areas monthly
- Remove litter and debris monthly
- Remove & replace dead & diseased vegetation monthly
- Add additional mulch twice per year
- Replace tree stakes and wire once per year

B. Reclamation Park

Summary

This park serves as the community's centerpiece. Easily accessible to residents and within walking distance from the business district along North Causeway Blvd., the park can serve the community for special events as well as provide a great setting for year round outdoor activity. The botanical garden walk, established among the canal's only area of existing mature trees, is an educational piece serving surrounding schools and

the Lakeshore Library as a an outdoor classroom space. The multipurpose event lawn and plaza can be used for festival events, concerts, movies in the park and a seating lawn. A playground and multi-use pavilion serves the community's children and families. Signature features such as the canal arches, gabion columns, viewing decks, and a living sculpture all share a common theme of reclamation: the reuse of common materials in innovative ways to engage the community.

Maintenance

The maintenance for Reclamation Park, which includes the botanical garden walk, will require a diverse regimen. The space must be maintained year-round in order to properly thrive. Some elements, including the playground, viewing decks and multi-use pavilions, may receive more wear and tear than the park's central plaza and event lawn, however the multi-purpose lawn space will require different support due to its purpose as a large community gathering area. Building upon our Parish's culture of festivals and social gatherings it is our hope this space can serve existing events as well as promote the creation of new community gatherings. Following any community gathering reaching a crowd of 200 people or more the park shall be combed for litter and cleaned within 36 hours of the event's closing. This highly visible public space requires constant care and inspection to remain a gleaming element within the community.

C. Volunteer Programs

Summary

The linchpin to the ongoing success of beautifying West Esplanade Canal are the community members of Jefferson Parish. Volunteer programs can come in all different forms and sizes. This should be a fluid component to the ongoing maintenance of the canal corridor. Our Parish can grow its own Parish-sponsored volunteer programs, support other volunteer organizations to lead continuous efforts, and also tap into the tourist market to utilize travelers to New Orleans. Many tourists, both international and domestic, are looking for rewarding community service projects to participate in while visiting the New Orleans area. The Parish should consider a key staff member to serve the as the Volunteer Programs Director and ensure that all efforts are organized and clearly communicated. This key staff member could also serve as the Parish's social media campaign manager, if desired.

Maintenance

The day to day maintenance of the Canal and its parks can be alleviated in part by volunteer programs. Not only do the volunteer hours reduce expenditure of funds for maintenance purposes, they also build the community socially.

Here are a few suggestions for organizing such relief:

Weekend Canal Clean-up - trash, mowing, weeding, annual bed plantings (bi-monthly).

Family/Business sponsor Volunteer Day - small scale tree, shrub and material implementation projects, small scale painting/repair preparation for coming events - (quarterly).

Professional Craftsman and Vo-Tech Student Trainees - schedule maintenance as needed for large scale improvements and detailed repairs. May include improvements to outfall pipes, paving, pathways and regular maintenance on new bridges, pavilions, signs and sculptural features. These members of the community can volunteer their time to work with other craftsman independently or they may serve as skilled leaders during citizen-driven volunteer days.

D. Social Media Campaign

The success of continued implementation will stem from the growth of project-specific social media channels. Through omnipresent networks such as Facebook and Twitter, along with a fully-integrated project website, both the general public and the local community can stay informed of all project-related activities including volunteer opportunities, fundraising initiatives, and overall progress toward project completion. Social media communities will not only be a vessel for distributing information, they will be a forum for conversation among participants, thus reinforcing interpersonal relationships within community. Additional marketing for the "Vive L'Esplanade" project may include signage, promotional items (bumper stickers, t-shirts, etc.), and website badges to allow both individuals and businesses to publicly show their support for this groundbreaking community project.

Suggested Maintenance - Digital Assets:

A critical extension of this project is the continual documentation and sharing of all project-related events through an established website and corresponding social networks. In order to ensure reliable and consistent upkeep, we recommend designating an Online Community Manager to condense and filter submitted information through to a professional website and social media consultant who will then refine and schedule weekly posts as well as monitor online conversations and responses. Alternately, a skilled community member may be responsible for online content filtration, copyrighting and publication, along with subsequent monitoring and response authorship.

Social Media Management (via Online Community Manager):

Time Allocation: 1-2 hours/week = 4-8 hours/month

Average cost to outsource: \$600/month (\$100/hour)

Website Design & Development (via Professional Design Firm):

Time Allocation: 2-3 months from concept to completion

Approximate Cost: \$6,500

Website Maintenance & Content Updating (via Online Community Manager):

Time Allocation: 2-4 hours/month

Average cost to outsource: \$450/month (\$150/hour)

V. Resources:

Below are resources we have compiled for your use. They are separated into specific categories for ease of pinpointing needed information. The following website links, documents, and literature serves as resources and realistic examples for us as we built our solution for the Jefferson Parish Drainage Canal Design Competition.

1. Rain Collection and Stormwater Runoff Reduction

http://www.montgomeryconservation.org/barrel_program.htm

<http://www.ci.eagan.mn.us/upload/images/Recreation/Eagan%20Art%20House/Rain%20Barrel%20Art%20Contest.pdf>

<http://www.nyc.gov/html/dep/html/stormwater/rainbarrel.shtml>

<http://vimeo.com/13956228>

<http://vimeo.com/15312609>

2. Parks and Recreation Best Practices

<http://www.chicagoparkdistrict.com/index.cfm/fuseaction/custom.nrd.cfm>

3. Bioretention and Storm Water Reduction

http://www.stormwatercenter.net/Assorted%20Fact%20Sheets/Tool6_Stormwater_Practices/Filtering%20Practice/Bioretention.htm

http://ashlandtsp.com/system/datas/95/original/AshlandTSP_Greenstreet_WP_020211.pdf

4. Education Programs

<http://www.education.com/reference/article/get-wild-your-child-nature-scavenger-hunt/>

5. Local Reclaimed Material Resources

<http://www.maccaferri-northamerica.com/products-p.aspx>

<http://jtdservicesinc.com/>

<http://www.thegreenproject.org/>

<http://neworleansarchitecturalsalvage.wordpress.com/>

<http://thereusedistrict.org/2010/03/10/welcome-wilson-bourg-lumber-building-to-the-reuse-district/>

6. Social Media Campaigns

<http://www.dragonflyeffect.com/blog>

ITEM	PHASE	QUANTITY	UNIT	UNIT COST	SUBTOTAL	PHASE 1 TOTAL	PHASE 2 TOTAL	PHASE 3 TOTAL
General Improvements								
mass and fine grading	2	1,877	CY	\$15.00	\$28,155.00	\$0.00	\$28,155.00	\$0.00
gabion boxes (vertical)	2	4,962	SY	\$58.00	\$287,796.00	\$0.00	\$287,796.00	\$0.00
gabion mat	2	15,742	SY	\$90.00	\$1,416,780.00	\$0.00	\$1,416,780.00	\$0.00
aerial crossing sewer pipe paint	1	10	Gallon	\$30.00	\$300.00	\$300.00	\$0.00	\$0.00
aerial crossing fencing paint	1	8	Gallon	\$30.00	\$240.00	\$240.00	\$0.00	\$0.00
urban bird houses	2	12	EA	\$300.00	\$3,600.00	\$0.00	\$3,600.00	\$0.00
mitered end sections/erosion control	1	116	EA	\$1,680.50	\$194,938.00	\$194,938.00	\$0.00	\$0.00
wildflower mix	2	25,200	SF	\$2.00	\$50,400.00	\$0.00	\$50,400.00	\$0.00
ground cover	2	31,800	SF	\$3.00	\$95,400.00	\$0.00	\$95,400.00	\$0.00
top soil prep. 8"	2	785	CY	\$22.00	\$17,270.00	\$0.00	\$17,270.00	\$0.00
aggregate/gravel path	2	30,675	SF	\$4.50	\$138,037.50	\$0.00	\$138,037.50	\$0.00
power pole base enhancements	3	15	EA	\$2,000.00	\$30,000.00	\$0.00	\$0.00	\$30,000.00
crosswalk inlay tape or thermoplastic paint	1	42	EA	\$200.00	\$8,400.00	\$8,400.00	\$0.00	\$0.00
trash receptacles	2	35	EA	\$500.00	\$17,500.00	\$0.00	\$17,500.00	\$0.00
GENERAL IMPROVEMENTS TOTAL					\$2,288,816.50	\$203,878.00	\$2,054,938.50	\$30,000.00
(4) Vehicular Bridge Improvements								
concrete demo	3	150	SY	\$4.00	\$600.00	\$0.00	\$0.00	\$600.00
wood/timber embankment	3	4,800	SF	\$15.00	\$72,000.00	\$0.00	\$0.00	\$72,000.00
sidewalks	3	1,400	SF	\$4.50	\$6,300.00	\$0.00	\$0.00	\$6,300.00
curbs	3	400	LF	\$14.00	\$5,600.00	\$0.00	\$0.00	\$5,600.00
signage	3	4	EA	\$1,000.00	\$4,000.00	\$0.00	\$0.00	\$4,000.00
trees	3	12	EA	\$300.00	\$3,600.00	\$0.00	\$0.00	\$3,600.00
medium shrubs	3	560	SF	\$5.00	\$2,800.00	\$0.00	\$0.00	\$2,800.00
ground cover	3	2,040	SF	\$3.00	\$6,120.00	\$0.00	\$0.00	\$6,120.00
top soil prep 8"	3	64	CY	\$22.00	\$1,408.00	\$0.00	\$0.00	\$1,408.00
TREX boardwalk	3	2,300	SF	\$21.00	\$48,300.00	\$0.00	\$0.00	\$48,300.00
reclaimed wood trellis (300 SF EA)	3	4	EA	\$4,500.00	\$18,000.00	\$0.00	\$0.00	\$18,000.00
raised planter	3	4	EA	\$1,200.00	\$4,800.00	\$0.00	\$0.00	\$4,800.00
railing	3	90	LF	\$12.00	\$1,080.00	\$0.00	\$0.00	\$1,080.00
lighting	3	4	EA	\$2,500.00	\$10,000.00	\$0.00	\$0.00	\$10,000.00
irrigation	3	2,600	SF	\$1.25	\$3,250.00	\$0.00	\$0.00	\$3,250.00
VEHICULAR BRIDGE IMPROVEMENTS SUBTOTAL					\$187,858.00	\$0.00	\$0.00	\$187,858.00
VEHICULAR BRIDGE IMPROVEMENTS TOTAL					\$751,432.00	\$0.00	\$0.00	\$751,432.00

ITEM	PHASE	QUANTITY	UNIT	UNIT COST	SUBTOTAL	PHASE 1 TOTAL	PHASE 2 TOTAL	PHASE 3 TOTAL
Bonnabel Boulevard Bridge Improvements								
concrete demo	2	208	SY	\$4.00	\$832.00	\$0.00	\$832.00	\$0.00
top soil prep. 8"	2	262	CY	\$22.00	\$5,764.00	\$0.00	\$5,764.00	\$0.00
wood/timber embankment	2	4,800	SF	\$15.00	\$72,000.00	\$0.00	\$72,000.00	\$0.00
structural platform	2	1	EA	\$20,000.00	\$20,000.00	\$0.00	\$20,000.00	\$0.00
sidewalks	2	5,360	SF	\$4.50	\$24,120.00	\$0.00	\$24,120.00	\$0.00
curbs	2	400	LF	\$14.00	\$5,600.00	\$0.00	\$5,600.00	\$0.00
pedestrian lighting	2	4	EA	\$2,500.00	\$10,000.00	\$0.00	\$10,000.00	\$0.00
trees	2	20	EA	\$300.00	\$6,000.00	\$0.00	\$6,000.00	\$0.00
medium shrubs	2	640	SF	\$5.00	\$3,200.00	\$0.00	\$3,200.00	\$0.00
ground cover	2	8,356	SF	\$3.00	\$25,068.00	\$0.00	\$25,068.00	\$0.00
wildflower	2	1,600	SF	\$2.00	\$3,200.00	\$0.00	\$3,200.00	\$0.00
reclaimed wood trellis (225 SF EA)	2	4	EA	\$4,500.00	\$18,000.00	\$0.00	\$18,000.00	\$0.00
raised planter w/seat wall	2	4	EA	\$2,000.00	\$8,000.00	\$0.00	\$8,000.00	\$0.00
irrigation	2	10,596	SF	\$1.25	\$13,245.00	\$0.00	\$13,245.00	\$0.00
signage	2	2	EA	\$1,000.00	\$2,000.00	\$0.00	\$2,000.00	\$0.00
BONNABEL BRIDGE ANCHOR TOTAL					\$217,029.00	\$0.00	\$217,029.00	\$0.00
(32) Cross Street Anchor Landscapes								
soil prep	2	133	CY	\$22.00	\$2,926.00	\$0.00	\$2,926.00	\$0.00
trees	2	64	EA	\$300.00	\$19,200.00	\$0.00	\$19,200.00	\$0.00
ground cover	2	5,400	SF	\$4.50	\$24,300.00	\$0.00	\$24,300.00	\$0.00
irrigation	2	5,400	SF	\$1.25	\$6,750.00	\$0.00	\$6,750.00	\$0.00
signage	2	14	EA	\$1,000.00	\$14,000.00	\$0.00	\$14,000.00	\$0.00
CROSS STREET ANCHOR SUBTOTAL					\$67,176.00	\$0.00	\$67,176.00	\$0.00
CROSS STREET ANCHOR TOTAL					\$2,149,632.00	\$0.00	\$2,149,632.00	\$0.00

ITEM	PHASE	QUANTITY	UNIT	UNIT COST	SUBTOTAL	PHASE 1 TOTAL	PHASE 2 TOTAL	PHASE 3 TOTAL
North Causeway Blvd. Transit Stop & Overlook								
concrete demo	1	123	SY	\$4.00	\$492.00	\$492.00	\$0.00	\$0.00
top soil prep 8"	1	40	CY	\$22.00	\$880.00	\$880.00	\$0.00	\$0.00
wood/timber embankment	1	3,120	SF	\$15.00	\$46,800.00	\$46,800.00	\$0.00	\$0.00
gabion mat	1	489	SY	\$90.00	\$44,010.00	\$44,010.00	\$0.00	\$0.00
gabion boxes (vertical)	1	267	SY	\$58.00	\$15,486.00	\$15,486.00	\$0.00	\$0.00
sidewalk and transit stop paving	1	1,531	SF	\$4.50	\$6,889.50	\$6,889.50	\$0.00	\$0.00
overlook structure	1	1	EA	\$12,000.00	\$12,000.00	\$12,000.00	\$0.00	\$0.00
overhead structure	1	1	SF	\$6,000.00	\$6,000.00	\$6,000.00	\$0.00	\$0.00
curbs	1	180	LF	\$14.00	\$2,520.00	\$2,520.00	\$0.00	\$0.00
railing	1	35	LF	\$12.00	\$420.00	\$420.00	\$0.00	\$0.00
lighting	1	2	EA	\$2,500.00	\$5,000.00	\$5,000.00	\$0.00	\$0.00
trees	1	12	EA	\$300.00	\$3,600.00	\$3,600.00	\$0.00	\$0.00
shrubs	1	120	SF	\$6.00	\$720.00	\$720.00	\$0.00	\$0.00
ground cover	1	1,475	SF	\$3.00	\$4,425.00	\$4,425.00	\$0.00	\$0.00
irrigation	1	1,595	SF	\$1.25	\$1,993.75	\$1,993.75	\$0.00	\$0.00
signage	1	1	EA	\$1,000.00	\$1,000.00	\$1,000.00	\$0.00	\$0.00
trash receptacle	1	1	EA	\$450.00	\$450.00	\$450.00	\$0.00	\$0.00
TRANSIT STOP IMPROVEMENTS TOTAL					\$152,686.25	\$152,686.25	\$0.00	\$0.00
Tolmas Point Bioswale								
parking lot demo	2	856	SY	\$4.00	\$3,424.00	\$0.00	\$3,424.00	\$0.00
mass and fine grading	2	347	CY	\$15.00	\$5,205.00	\$0.00	\$5,205.00	\$0.00
swale	2	480	LF	\$2.50	\$1,200.00	\$0.00	\$1,200.00	\$0.00
soil prep/excavation for bioretention materials	2	1	EA	\$150,000.00	\$150,000.00	\$0.00	\$150,000.00	\$0.00
gabion boxes (vertical)	2	1,867	SY	\$58.00	\$108,286.00	\$0.00	\$108,286.00	\$0.00
wood/timber embankment	2	5,760	SF	\$15.00	\$86,400.00	\$0.00	\$86,400.00	\$0.00
TREX deck	2	600	SF	\$21.00	\$12,600.00	\$0.00	\$12,600.00	\$0.00
TREX boardwalks	2	2,100	SF	\$21.00	\$44,100.00	\$0.00	\$44,100.00	\$0.00
pavilion	2	1	EA	\$15,000.00	\$15,000.00	\$0.00	\$15,000.00	\$0.00
seating area w/covered structure	2	1	EA	\$2,000.00	\$2,000.00	\$0.00	\$2,000.00	\$0.00
trees	2	25	EA	\$400.00	\$10,000.00	\$0.00	\$10,000.00	\$0.00
medium shrubs	2	2,500	SF	\$8.00	\$20,000.00	\$0.00	\$20,000.00	\$0.00
ground cover	2	3,200	SF	\$4.00	\$12,800.00	\$0.00	\$12,800.00	\$0.00
benches	2	5	EA	\$450.00	\$2,250.00	\$0.00	\$2,250.00	\$0.00
TOLMAS POINT BIOSWALE PARK TOTAL					\$473,265.00	\$0.00	\$473,265.00	\$0.00

ITEM	PHASE	QUANTITY	UNIT	UNIT COST	SUBTOTAL	PHASE 1 TOTAL	PHASE 2 TOTAL	PHASE 3 TOTAL
Reclamation Park								
mass and fine grading	2	2,000	CY	\$15.00	\$30,000.00	\$0.00	\$30,000.00	\$0.00
top soil prep. 8"	3	1,150	CY	\$22.00	\$25,300.00	\$0.00	\$0.00	\$25,300.00
gabion boxes (vertical)	2	4,507	SY	\$58.00	\$261,406.00	\$0.00	\$261,406.00	\$0.00
wood/timber embankment	2	13,056	SF	\$15.00	\$195,840.00	\$0.00	\$195,840.00	\$0.00
gabion mat	2	342	SY	\$90.00	\$30,780.00	\$0.00	\$30,780.00	\$0.00
sidewalks	2	9,930	SF	\$4.00	\$39,720.00	\$0.00	\$39,720.00	\$0.00
special paving	2	550	SF	\$12.00	\$6,600.00	\$0.00	\$6,600.00	\$0.00
curbs	2	2,852	LF	\$14.00	\$39,928.00	\$0.00	\$39,928.00	\$0.00
gravel path	2	4,215	SF	\$4.50	\$18,967.50	\$0.00	\$18,967.50	\$0.00
living sculpture	3	1	EA	\$8,000.00	\$8,000.00	\$0.00	\$0.00	\$8,000.00
volunteer recognition monument	3	1	lump sum	\$10,000.00	\$10,000.00	\$0.00	\$0.00	\$10,000.00
seat wall	3	40	LF	\$75.00	\$3,000.00	\$0.00	\$0.00	\$3,000.00
gabion columns	3	28	EA	\$400.00	\$11,200.00	\$0.00	\$0.00	\$11,200.00
viewing decks	3	2	EA	\$15,000.00	\$30,000.00	\$0.00	\$0.00	\$30,000.00
canal arches	3	14	EA	\$2,500.00	\$35,000.00	\$0.00	\$0.00	\$35,000.00
rain harvesting sculpture & cistern	3	1	EA	\$5,500.00	\$5,500.00	\$0.00	\$0.00	\$5,500.00
multipurpose pavilion	3	1	EA	\$25,000.00	\$25,000.00	\$0.00	\$0.00	\$25,000.00
pedestrian bridge	2	1	EA	\$150,000.00	\$150,000.00	\$0.00	\$150,000.00	\$0.00
educational/resource pavilion/restroom	3	1	EA	\$35,000.00	\$35,000.00	\$0.00	\$0.00	\$35,000.00
playground	2	1	EA	\$35,000.00	\$35,000.00	\$0.00	\$35,000.00	\$0.00
feature lighting	3	15	EA	\$1,200.00	\$18,000.00	\$0.00	\$0.00	\$18,000.00
pedestrian lighting	3	35	EA	\$3,500.00	\$122,500.00	\$0.00	\$0.00	\$122,500.00
trees	3	78	EA	\$500.00	\$39,000.00	\$0.00	\$0.00	\$39,000.00
medium shrubs	3	8,550	SF	\$8.00	\$68,400.00	\$0.00	\$0.00	\$68,400.00
ground cover	3	21,200	SF	\$4.00	\$84,800.00	\$0.00	\$0.00	\$84,800.00
wildflower	3	16,800	SF	\$2.50	\$42,000.00	\$0.00	\$0.00	\$42,000.00
irrigation	3	58,634	SF	\$1.25	\$73,292.50	\$0.00	\$0.00	\$73,292.50
signage	3	5	EA	\$750.00	\$3,750.00	\$0.00	\$0.00	\$3,750.00
benches	2	14	EA	\$600.00	\$8,400.00	\$0.00	\$8,400.00	\$0.00
trash receptacle	2	10	EA	\$450.00	\$4,500.00	\$0.00	\$4,500.00	\$0.00
RECLAMATION PARK TOTAL					\$1,460,884.00	\$0.00	\$821,141.50	\$639,742.50
Subtotal								
					\$7,493,745	\$356,564	\$5,716,006	\$1,421,175
15% Contingency								
					\$1,124,062	\$53,485	\$857,401	\$213,176
Total Hard Costs								
					\$8,617,806	\$410,049	\$6,573,407	\$1,634,351
Total Soft Costs (Design and Construction Fees)								
					\$1,723,561	\$82,010	\$1,314,681	\$326,870
GRAND TOTAL								
					\$10,341,368	\$492,059	\$7,888,088	\$1,961,221



Suggested Workable Financing Sources

Summary:

Due to the size and multi-faceted array of improvements that Vive L'Esplanade encompasses, it is important to consider various sources from which funds can be compiled to achieve the overall finances necessary to complete the project.. The beautification of the canal falls under several categories that can be granted funds as well as department budget designations - drainage improvements, stormwater runoff reduction methods, canal bank repairs parks and green space improvements, public art displays, community outreach and renewal activities, public performance/event space,, and finally education, health and fitness programs. Spreading the financial responsibility across several different platforms promotes accountability and teamwork for each effort to reach the ultimate end goal.

Suggested Financing Sources:

Government Grants

Private Foundation Grants

Parish Beautification Grants

Fundraising - Private Donations (On-going)

Fundraiser events for Vive L'Esplanade Capitol Improvements Fund (Bi-Annual)

USDA Watershed Programs

Jefferson Parish Overlay Zone Annual Fund Designation

Designation of Capital Improvements from the Department of Drainage's annual budget

Designation of Capital Improvements from the Department of Parkways annual budget

Designation of Capital Improvements from SELA annual budget

Specific Grants Available:

Government Grants: <http://grants.gov>

Public Land Grant: <http://www.publiclandsday.org/grants/index.htm>

Target Field Trip Education Grant:

<http://sites.target.com/site/en/company/page.jsp?contentId=WCMP04-031880>

Brees Dream Foundation: Children Programs and Park Renovations

<http://www.drewbrees.com/programs/danneellparkrenovation>

Emeril Lagasse Foundation: Cultural enrichment, Life Skills Development and Educational Programs <http://emeril.org/about/>

Bill and Melinda Gates Foundation: Education Grants. Existing partnership with Lakeshore Library, This relationship could be built upon with an environmental education partnership between Library and Reclamation Park.

<http://www.gatesfoundation.org/grantseeker/Pages/information-for-grant-seekers.aspx>

Pepsi Refresh Community Project Grants: <http://www.refresheverything.com/>

Creative Capital: Visual and Performing Artist Grants

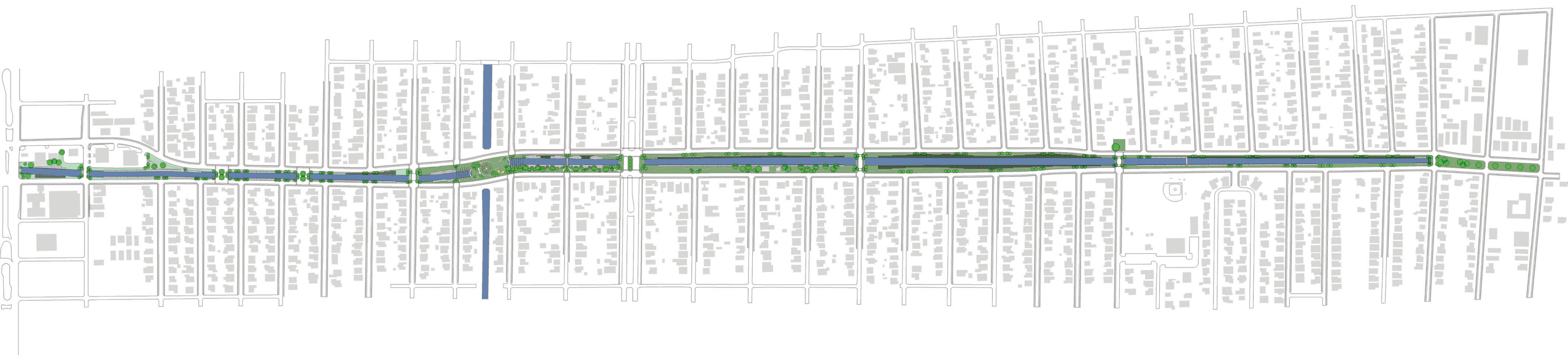
<http://creative-capital.org/apply>

Private Fundraising

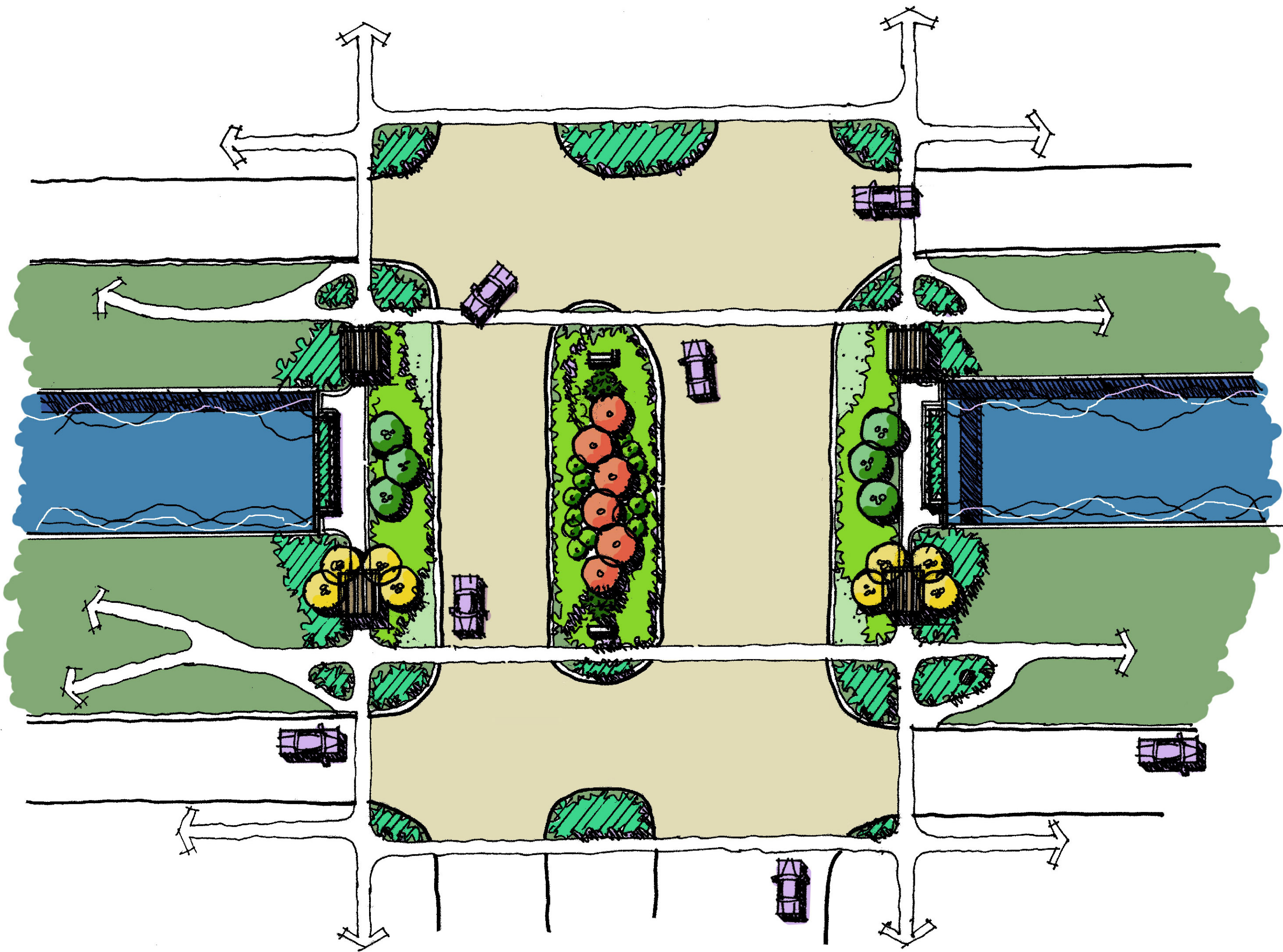
To jumpstart the fundraising process we recommend offering sponsorship opportunities to local businesses and organizations who may be able to donate monetary funds, manpower, or commit to matching donations from individuals within the community. Additionally, naming rights for key project elements may be offered in exchange for a donation. Funding sources outside of the community can also make a tremendous difference in the timeline of the project. Community members who are unable to contribute by working outdoors may be of great assistance by researching and applying for public and private grants to assist with the canal revitalization effort.

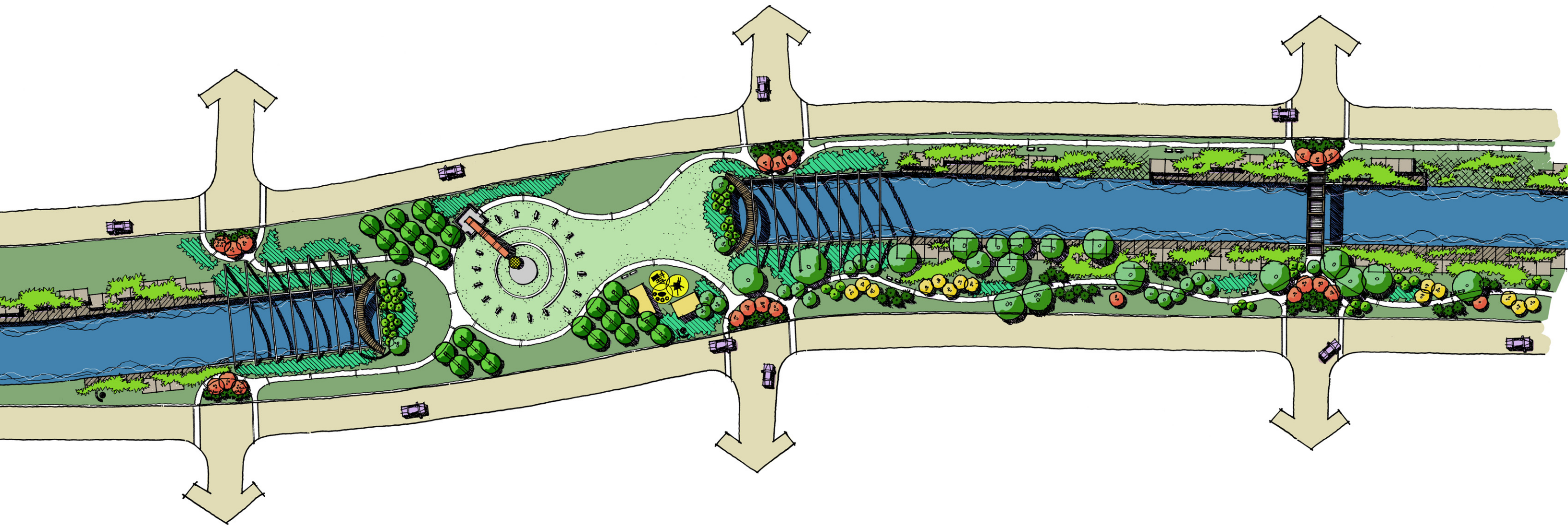
Business to Community Partnerships:

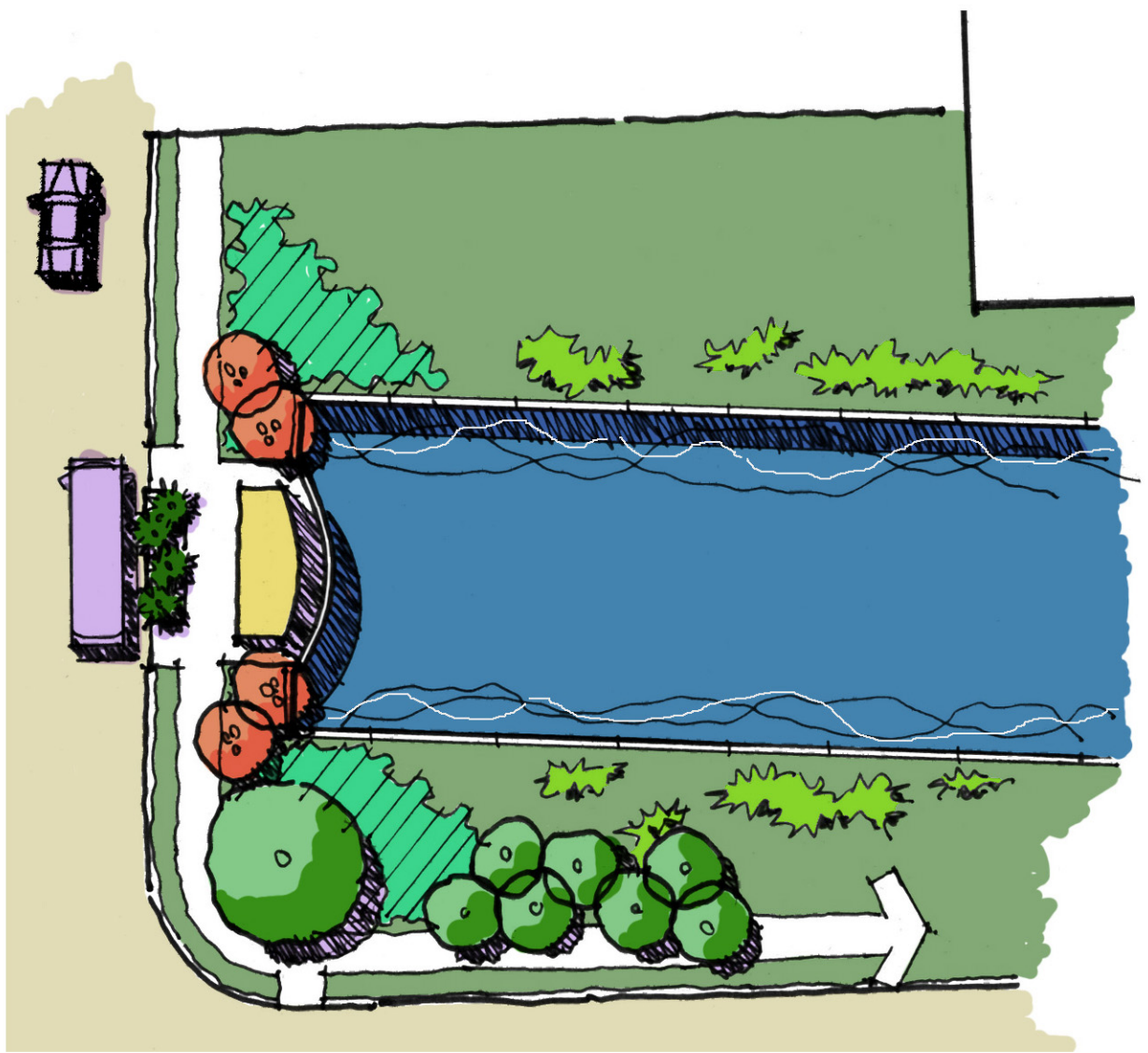
In order to encourage ongoing relationships between local businesses and community volunteers we have created a 3-tiered program for incentivizing participation that's as easy as 1-2-3. Our "1 for Fun, 2 for You, 3 for Free" program illustrates the undeniable rewards of participation - first as an individual accomplishment, then as a project investment, and finally as a community partnership. The community partnership is essential both as a show of support from local businesses and as an incentive for regular participants. By assigning a tangible value to the work of community members in the form of an exclusive discount, sale, or other business-specific incentive, the community will reinvest in itself cyclically. Other options for partnership may include designated employee-volunteer days, donations of materials, or direct financial sponsorship of a key design element. In exchange for project-specific incentives, business will be promoted to the entire volunteer community through social media channels and with prominent recognition on the central website. Teamwork and leadership are the two most powerful assets in the implementation of this project. By harnessing the time, talent and enthusiasm of community members, together with the commitment of local businesses, our recommended partnerships will yield tremendous results with astounding speed.

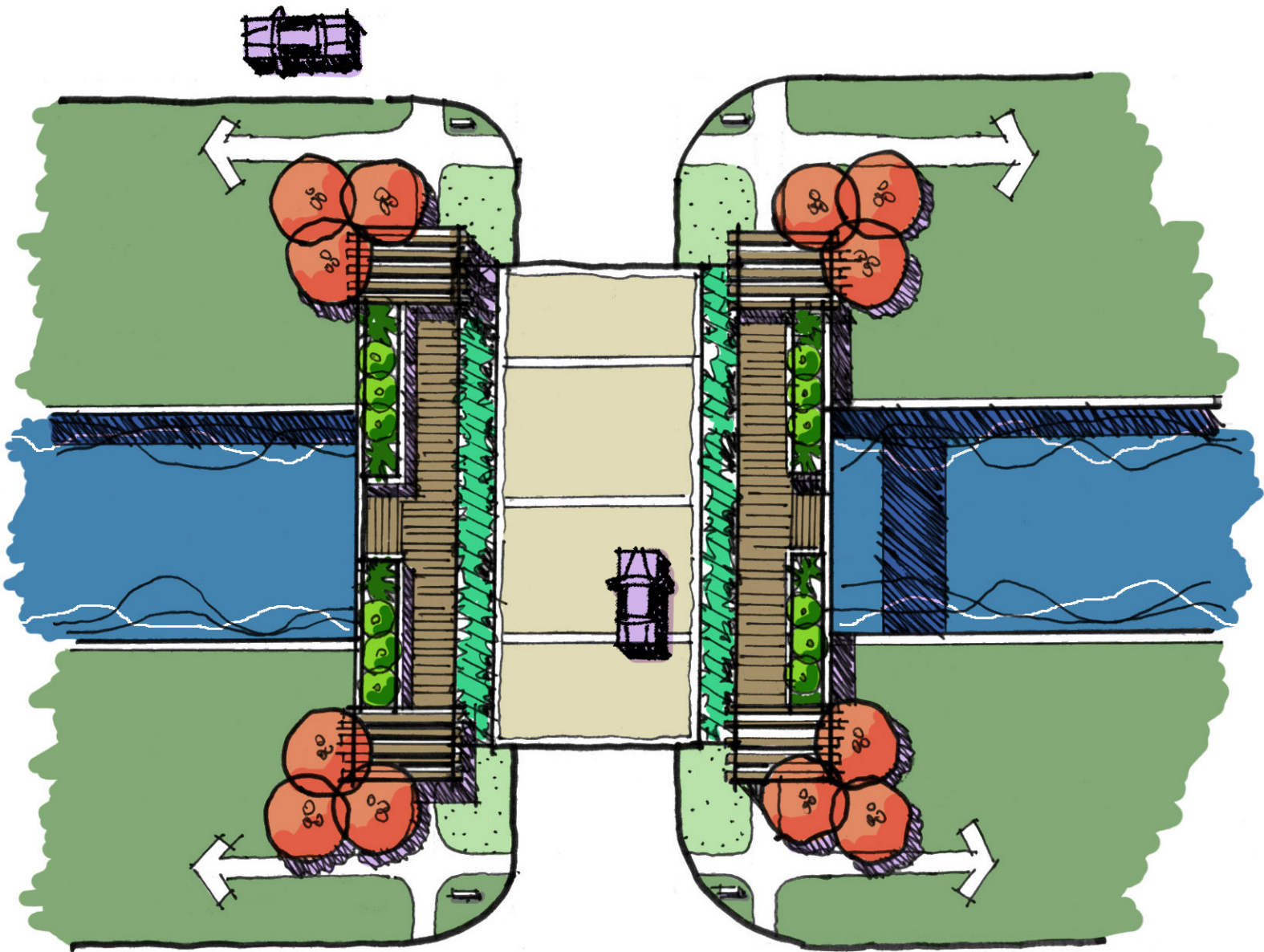


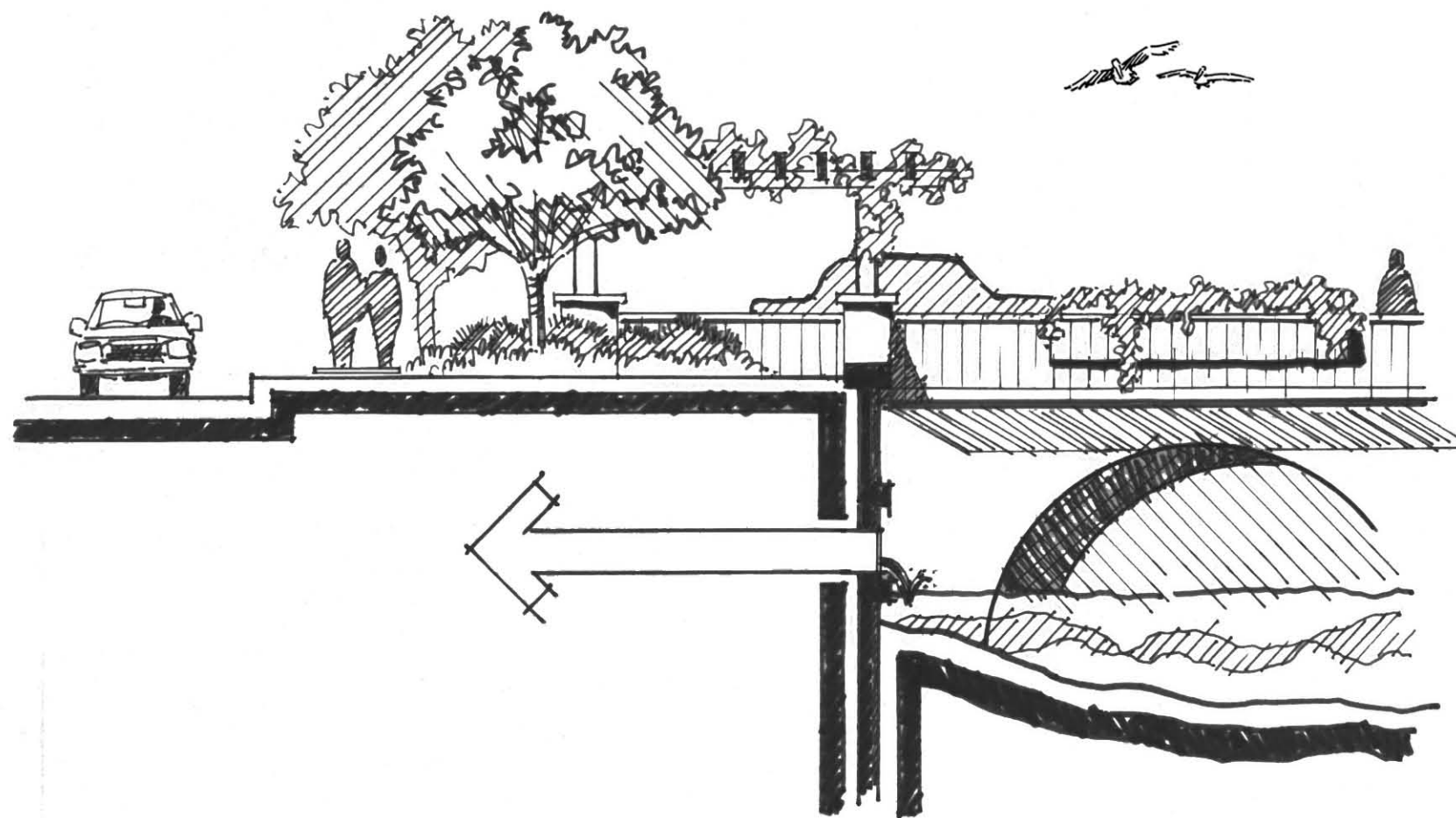


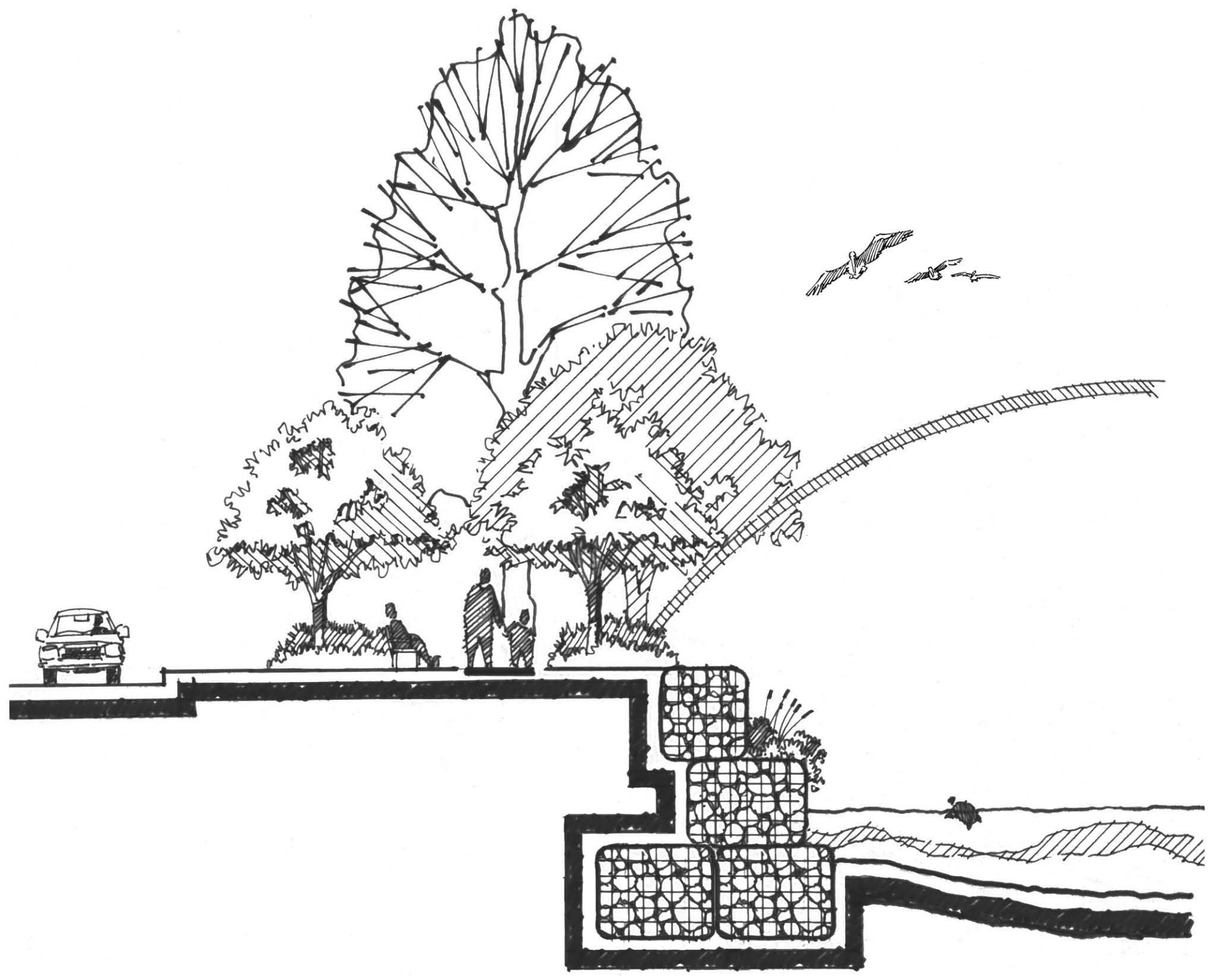


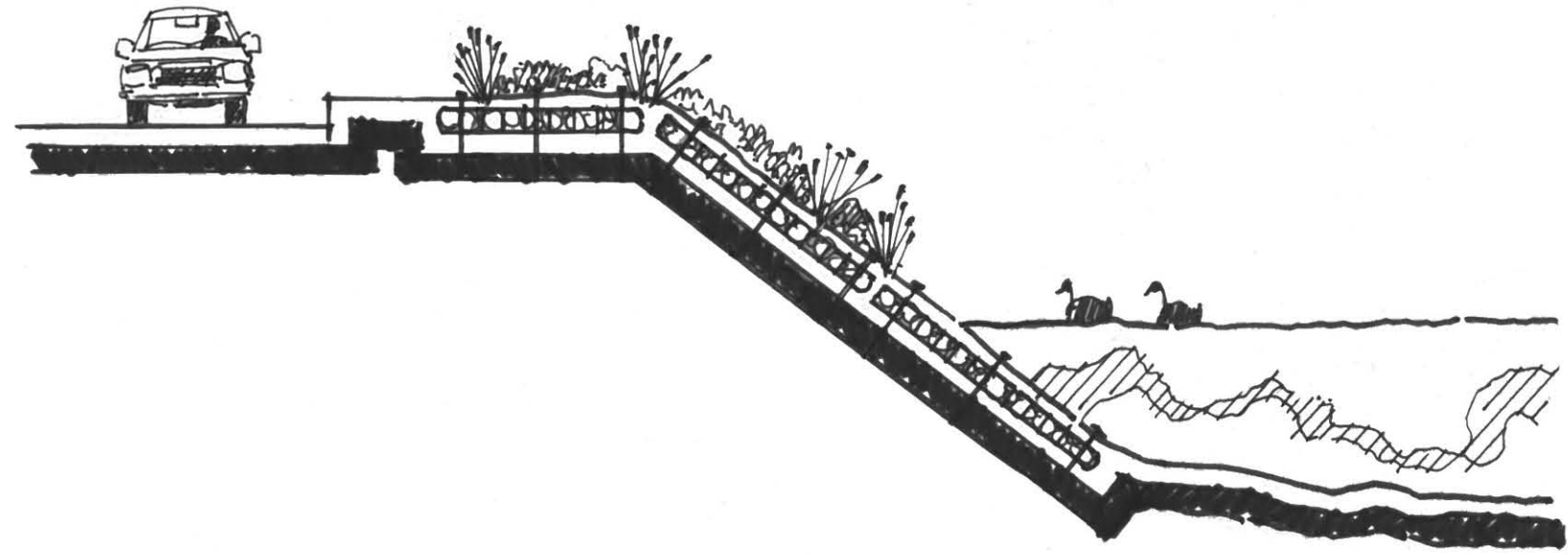




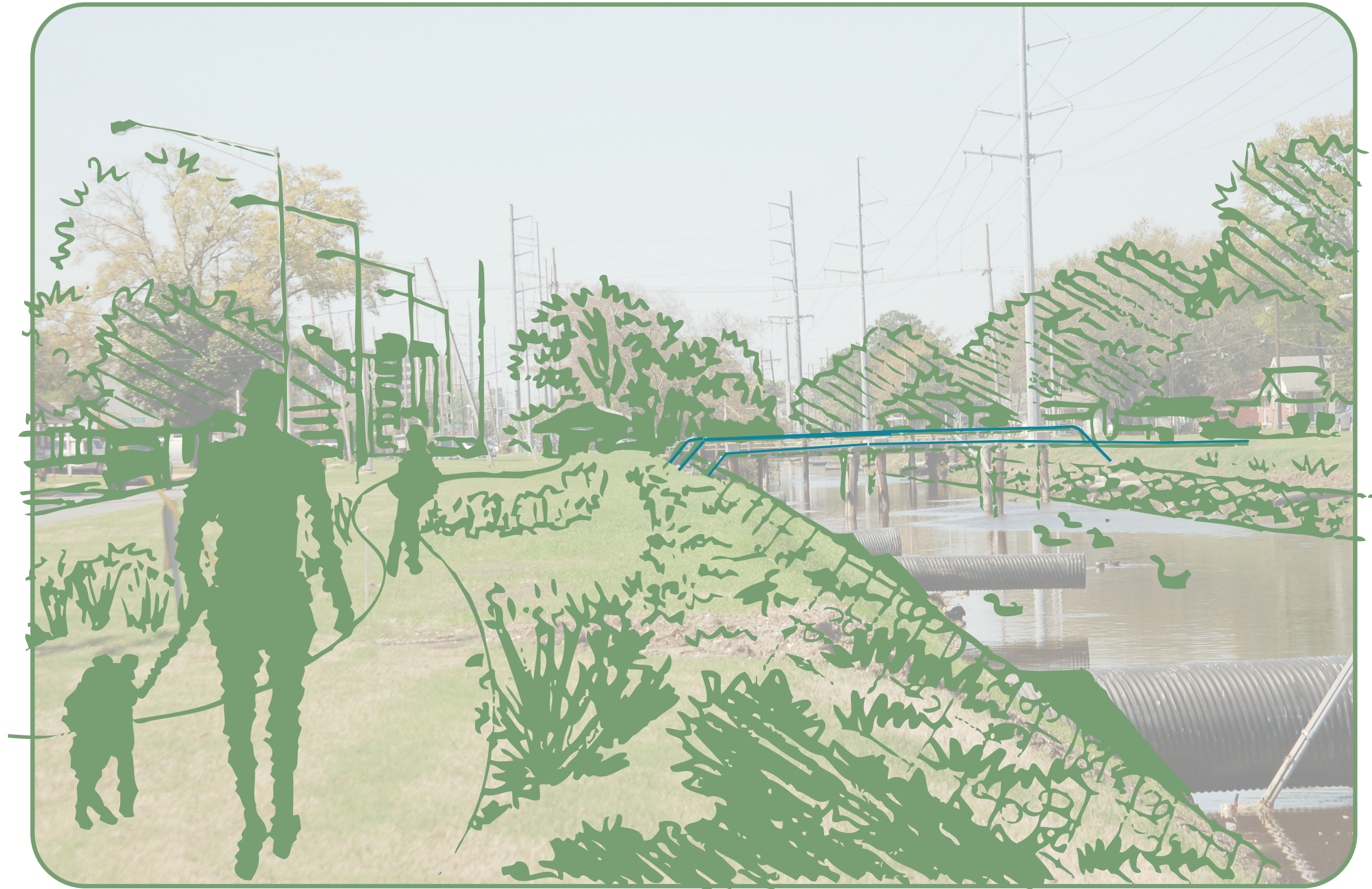














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Write something...

Vive L'Esplanade
Calling all students - need community service hours? Join us this Saturday for a special Student Clean-Up Day at Canal Park. We'll give 4 community service hours to all who attend so bring your friends and roll up your sleeves!
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Vive L'Esplanade
Visit our all-in-one website to sign up for an upcoming community work day and share your experiences with others. We can't wait to see you!
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Vive L'Esplanade added 6 new photos to the album What's your rain barrel style?

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