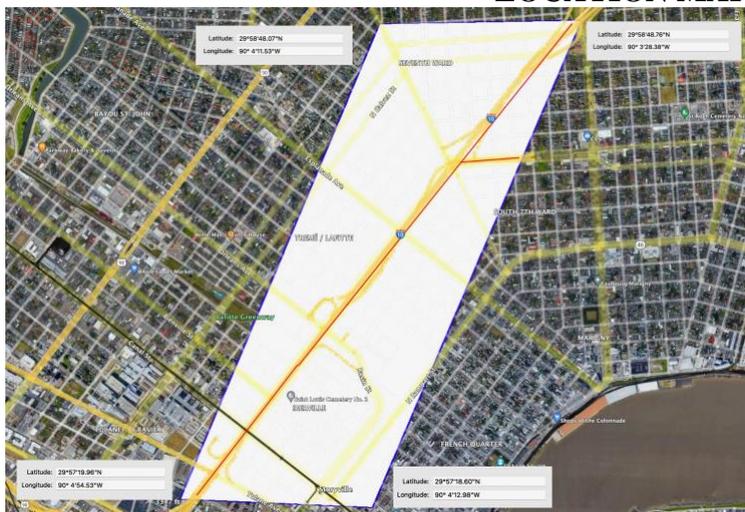
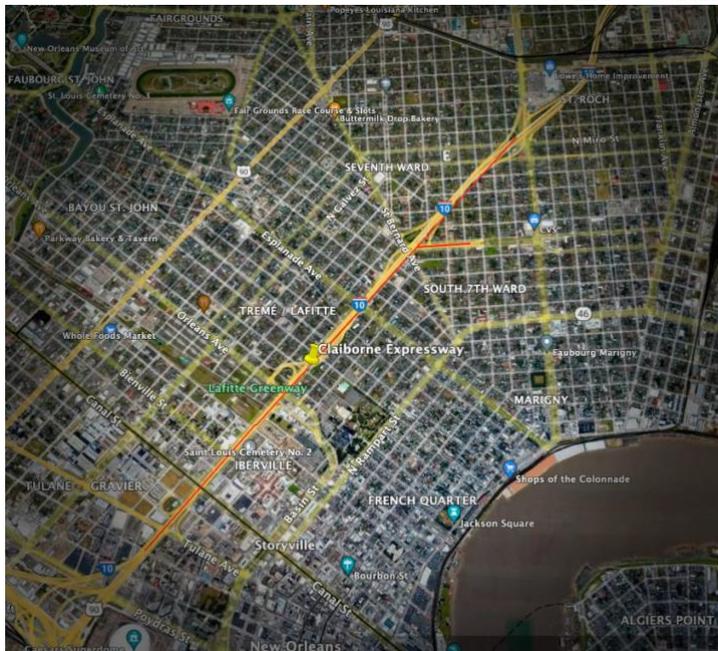


LOCATION MAP



NETWORK



APPLICANT:

Claiborne Avenue Alliance Design Studio

REQUEST:

This is a request for \$2million matched by \$400,000 consisting of cash and in-kind donations to produce a community driven conceptual design for the redevelopment of the Claiborne Expressway / I-10 Corridor between Cleveland and Elysian Fields Avenues in New Orleans.

The Claiborne Avenue Alliance is seeking funds for the following planning activities in neighborhoods affected by the I-10 / Claiborne Expressway:

- (1) Public engagement activities, including community visioning for public input into project plans and consensus building.
- (2) Planning studies to assess the feasibility of removing I-10 in the Tremé and 7th Ward neighborhoods.
- (3) Conceptual and preliminary engineering and design.
- (4) Needs assessment for land-use and zoning reform, housing supply, managing gentrification, impact mitigation, and open space.
- (5) Placemaking that respects local history and culture while providing access to jobs and services.
- (6) Documentation of project processes and the evaluate project outcomes related to equity, environmental justice, community engagement and success.

Contributors:

Jay Arzu, Daniel Brooks, Maxine Eng, Sahil Inaganti, Adrienne Katner, Quanita Kendricks, Norm Marshall, Dorothy Naire, Ryan Neil, Kelita Pete, Paula Pete, Cate Ryba, Amy Stelly, Camille Stelly, Margaret Thomas, Gaylan Williams, Tamah Yisrael

I. NARRATIVE



“It was really the prettiest street in the city,” Louis Charbonnet, 83, reminisces at his family’s century-old funeral home at the corner of Claiborne Avenue and St. Philip Street in the Tremé. “It had the most oak trees—after City Park—in the whole city.”

Mr. Charbonnet conjures the avenue of his youth from memory when it was New Orleans’s premiere African American shopping district. “There was a grocery store, a linen shop, a hardware store, and a restaurant on the [block]. And that’s just on

this side of the street.” Not far was a movie theater, three pharmacies, and a coffee grinder.

This world abruptly collapsed on Ash Wednesday, 1966, when bulldozers uprooted the oak trees and began replacing them with concrete columns. Soon a six-lane elevated expressway would bisect the neighborhood and cast it into eternal shadow. Over a hundred small businesses along Claiborne Avenue would be destroyed.

Property-owners whose homes and businesses lay in the path of the expressway behemoth and its tentacles—the entrance and exit ramps—got whatever the government deemed fair-market value for their properties. White-owned properties in the Central Business District were taken for six- and even seven-figure sums. But on and around Claiborne Avenue, five figures was the norm. Absentee owners of residential properties were eager to cash out and buy real estate in neighborhoods unhaunted by the specter of urban renewal. But business owners on Claiborne had fewer options. Fair-market value typically accounts for the cost of the land and the structure on it, but in a successful small business the bulk of the value comes from the business itself. Moving it from the block where it had thrived to a similarly priced alternate location far from its customer base is risky. Facing low-ball offers, many Claiborne Avenue business owners balked. But the authorities had an ace up their sleeves: the federal constitution allows the government to impose fair-market value on reluctant sellers and expropriate their property. In the Tremé neighborhood, more than a quarter of the properties taken were seized through expropriation, the highest rate of expropriation for any highway construction project in the city.



This all happened in Tremé because it could. Construction began only six months after the passage of the Voting Rights Act, squeaking by just before the newly empowered community could stop it. “We didn’t have any Black political representation yet,” Charbonnet said. He worked to change that, winning a seat representing the district in the state house in Baton Rouge. But it was too late to undo the damage. In a painful contrast, the White-majority French Quarter neighborhood successfully scuttled a similar expressway project slated for their section of the city.

Despite all he’s seen, Louis Charbonnet has faith that someday the expressway will come down. He just worries he won’t be around to see it. The overpass “doesn’t serve this community



at all. It never served this neighborhood,” he says. “All it did was give us traffic. And that traffic is not even coming to this area. They’re going to the French Quarter.”

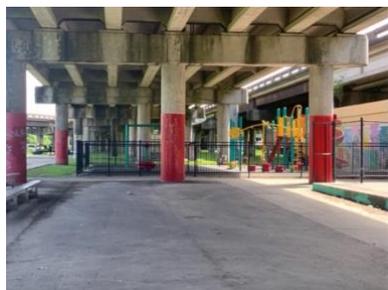
The Claiborne Expressway, a north-south spur of Interstate 10, is well-known for wreaking havoc in Tremé, the oldest African American neighborhood in America, and the 7th Ward, a neighboring African American community which is equally as important to history. Many still remember that fateful day in 1966, when century-old oak trees were destroyed, and homes and businesses were razed to make way for an urban highway. Much to the chagrin of the neighborhood, the concrete viaduct was plopped down on what had been a beautiful,

tree-lined median that defined Claiborne and served as a community gathering space.

The massive highway, built to serve suburbanites, gutted the Black community and triggered more than 50 years of disinvestment. In its heyday, North Claiborne Avenue was the heart, soul and economic engine of Black New Orleans. It was home to a myriad of businesses. Claiborne was New Orleans’s Black Wall Street. Goods and services were plentiful and fulfilled the community’s needs, especially during Jim Crow – a time when Canal Street, the main retail corridor in the city’s downtown, was reserved for Whites only.



The destruction of the city’s Black economy, compounded by the presence of a menacing, polluting piece of infrastructure, led to the degeneration of the surrounding residential neighborhoods and a spike in the poverty rate. Those neighborhoods are still plagued with woeful rates of poverty today. In addition to being a physical barrier that has divided the community, the Claiborne Expressway has damaged the economic health of the neighborhoods and been a barrier to the creation of intergenerational wealth in communities that had been home to a growing Black middle class.



The physical barriers created by the highway have reduced parts of the 7th Ward to a maze of dead-end streets that terminate at a misbegotten playground, Hunter’s Field. The poorly sited highway caps the abandoned playground with two spans of the highway and frames it with two of its ramps.

In Tremé, the highway’s ramps block the street grid and sit atop historic places like the homesite of Homer Plessy, a Creole shoemaker who famously staged an act of civil disobedience to challenge Louisiana’s racial segregation laws – a case that went all the way to the Supreme Court. Worse yet, the placement of the ramps have created unsafe crossings for school children, cyclists and pedestrians. Sadly, at one time, Mr. Charbonnet’s corner was host to a stark, white ghost bike that was placed there in honor of a cyclist who lost his life to a speeding car headed for the highway.



The heartbreak of life with the highway is also reflected in the disappointment of struggling entrepreneurs who participated in the City’s failed attempt to develop a marketplace under “the bridge,” as the viaduct is known in New Orleans. The City planned the project without addressing the physical behemoth that is the source of its problems. Kofi Hinds avoided the site of his shuttered business for nearly two years since it closed, two days before Thanksgiving in 2019. He’d run *VeggieNola* for over a year— “every day, every holiday,” he recalled with pride—and was despondent to see the space that had housed his “lean green vegetarian cuisine” shop now littered with used hypodermic needles. No one would have treated the area like this when he was there minding the store.

Hinds opened *VeggieNola* in October 2018 as part of a publicly backed effort to revitalize the blighted area under the I-10 expressway with the polluting eyesore intact. The Claiborne Avenue Cultural Innovation District was a grand plan for revitalizing the commercial strip with small businesses operating out of shipping containers in the darkened warren beneath the overpass. In the City’s vision, entrepreneurs like Hinds, a Black New Orleanian originally from British Guyana, would be given retail space in a shipping container rent-free and, in time, bring back what had been, before the construction of the elevated expressway, the city’s leading African American business district.

At the time, Hinds had already been vegan for well over a decade and found that people were curious about his healthy eating habits. “I can sell anything,” Hinds said, “but this was the first time I decided to market my lifestyle.” He knew the joggers and cyclists passing by on the Greenway would be interested in his smoothies and vegetarian concoctions, but he hoped to reach the residents of the neighboring Faubourg Lafitte public housing development as well. “These are the people who really need it, the people who live here in the middle of this food desert,” he said, pointing to the Lafitte as he spoke over the din of the pounding traffic above.

In the beginning, Hinds had high hopes. The revitalization effort was launched with great fanfare, a press conference held by the Claiborne Avenue Cultural Innovation District staff under the overpass. The leaders of the effort assured Hinds that the City would help him and his fellow entrepreneurs get proper permitting for their unconventional shipping-container businesses and would soon be providing the spaces with electricity and running water. The district’s leaders even brought around people they referred to as “investors”—Hinds remembers them looking well-off and white—to scope out the businesses under the overpass.

But none of the promises came through. No investment materialized. And he got countless tickets for operating a business without a license. Eventually, Hinds gave up on the promised utilities and instead powered his business with a gasoline-fired generator. The jury-rigged set-up only added to the infernal noise and air pollution, making an already unpleasant place to stop for a drink or bite to eat even more off-putting to potential customers.



Even patrons who liked his concept couldn’t stand the location. One customer from California told him to pick up sticks and bring his shop to the Golden State where he’d get the governmental and institutional support he needed to make it thrive. In the end, with all of the empty local promises, it became clear the business wouldn’t make it even operating rent-free. “Some days, I made zero dollars,” Hinds recalled. The most frustrating part was that operating small businesses out of shipping containers underneath the overpass “was not my idea, it was the city’s idea,” an exasperated Hinds said. “I was set up for

failure. It’s heart-breaking.” In hindsight, Hinds concluded, as long as the expressway is there spewing noise and pollution, Claiborne Avenue will never be a desirable destination for shoppers and restaurant-goers.

Pointing at the overpass overhead, he put it bluntly:
 “For any business to work here, this has to go.”

I. OVERVIEW

Kofi Hinds’ experience shows that the City’s proof of concept for building under the highway is a failure, and the community is stuck with the resulting blight. The Claiborne Avenue Alliance, formerly known as Claiborne Reborn, [predicted this five years ago](#). Yet, the State of Louisiana is thinking of [resurrecting this idea](#), disregarding the facts in its efforts to dress up an unsafe, aged out facility under the banner of Reconnecting Communities. Moreover, the LaDOTD’s idea is based on outdated studies that don’t account for, among other things, the depopulation of New Orleans, the housing crisis and short-term rentals, disinvestment in New Orleans East, or potential changes at the Port of New Orleans. **We need fresh data.**

Most importantly, [the community](#) wants a different strategy (timestamp 47:15). They want to undertake a participatory process that provides an opportunity to rebuild trust and create a successful plan that caters to the true intent of Reconnecting Communities - undoing the harm; and the Claiborne Avenue Alliance Design Studio is committed to undoing the harm inflicted by the highway.

[The Claiborne Avenue Alliance Design Studio](#) is a nonprofit firm that’s committed to making land use and development discussions accessible to all people, particularly those who have never been given a seat at the table. Our core team has years of experience executing federal grants and managing large projects, including highway removal. We are confident that our collaborative approach will bring about substantive change through transparency and involving the community in a meaningful way.

II. PROPOSED PROJECT

The Claiborne Avenue Alliance Design Studio is seeking \$2 million under the USDOT’s Reconnecting Communities Program to conduct planning activities related to the redevelopment of the I-10 Corridor that divided Treme and the 7th Ward. Even though *the Alliance has consistently called for the removal of the highway*, it is important to measure the value of that strategy against the others that have been proposed for redevelopment. The plan for selecting a design for the community-driven development process will be guided by an informed approach that *vets all proposed designs with a rubric. We are confident that removal will prevail.* Here’s our approach. We will:

1. Conduct an analysis of all plans that have been proposed for the redevelopment of the Claiborne Corridor in the last 10 years using a rubric. Each strategy will be evaluated against a list of performance criteria that describe the outcomes needed to improve the quality of life for all who live and work in the corridor. Community members will also be able to add criteria that reflect their shared values. The concept that scores the highest will undergo design development for construction.
2. Conduct a series of workshops that educate the community about highway-related issues so that they can make informed decisions about the fate of the expressway and the future of Claiborne and the 7th Ward.

3. Conduct a public selection process that identifies a design strategy that eliminates the adverse public health impacts born by the highway; removes mobility barriers; provides easy access to jobs via transit; encourages infill development and economic growth; provides the greatest number of opportunities to develop affordable housing; creates a clean, safe environment for placemaking; and increases open space. The strategy must also return land to the community for redevelopment as affordable housing and commercial spaces that facilitate entrepreneurship.
4. Conduct a community-driven design development process which results in an engineering feasibility study for the redevelopment of the I-10 corridor in the CBD, Treme and the 7th Ward neighborhoods. Citizen designers and experts will work side-by-side to create and model solutions-based data that inform decisions which will make the corridor and the adjacent neighborhoods better.
5. Conduct a needs assessment for land-use and zoning reform.
6. Evaluate the housing supply and develop a solution that stays displacement and helps manage gentrification and homelessness.
7. Conduct placemaking activities based on local history and culture that encourage vibrancy and beautify the area.
8. Launch Re-Imagine Claiborne, a community engagement portal that will be publicly available via a URL. The website will be capable of displaying 3D models, which will allow the team to share conceptual designs for key corridors and intersections with the public.
9. Post an accountability dashboard designed to serve as a transparency tool. The dashboard will be used to share community engagement activities, program metrics, and responses to questions from the public.
10. Document project processes and successes and evaluate project outcomes related to equity, environmental justice, community engagement and economic development particularly for the Claiborne Corridor and New Orleans East.

In summary, the Claiborne Avenue Alliance Design Studio will produce a community vision for the corridor, supported through consensus and underpinned by data, that the City of New Orleans and LaDOTD can implement.

III. THE PROJECT'S RESPONSE TO MERIT CRITERIA

1. Equity, Environmental Justice, and Community Engagement

The Claiborne Avenue Alliance's analyses are informed by history, community engagement and research. Fortunately, our team has been given the opportunity to educate the worldwide community about the policies that have harmed Treme, one of the oldest Black neighborhoods in the United States.

Treme, named for Claude 'Treme', a hat maker and real estate developer who acquired the Morand Plantation 1783, became a melting pot, a cultural hot spot and a thriving place for Black owned businesses with Claiborne Avenue as its spine. But all that changed in the early 20th century. The Municipal Auditorium and Armstrong Park, which decimated the residential fabric of Treme, were constructed under the power of eminent domain. And the ultimate expression of urban renewal, a strategy used to clear "slums," was the construction of I-10 right through the heart of Claiborne Avenue and its surrounding neighborhoods. The elevated expressway wiped out acres of oak trees and caused widespread displacement of homes and businesses, and Treme became a divided community.

It is evident that the urban fabric of New Orleans, like other U.S. cities, is shaped by America's history of racist policies and practices, including the redlining of neighborhoods and urban renewal. This exclusion from capital has had significant and long-lasting consequences for the people and properties affected.

In addition to poor socioeconomic outcomes, the racist policies and practices that supported the building of urban highways have also had adverse impacts on public health. The Alliance, in accordance with its mission, has engaged a wide range of students to measure the environmental burdens and risks imposed by the highway. The data gathered has been used to assess the needs of the surrounding community. Students from Louisiana State University School of Public Health (LSU), Phillis Wheatley Community School, Harvard Graduate School of Design, Homer Plessy Elementary School, The Net and Tulane University have worked with the Alliance to characterize the community's disparities.

Students from LSU monitored and prioritized environmental risks; identified significantly higher rates of disease; and evaluated the impacts of the proposed solutions from [Livable Claiborne Communities](#) on the environment and health. They collected air quality and noise data that prove that exposures to high levels of toxins and noise are greatest within 600 feet of the highway. Their findings, more than any others, indicated that total removal of the expressway is the only way to eliminate the exposures and threats brought on by the presence of the highway. Furthermore, the Alliance posits that the best way to mitigate the harms identified by widely used geospatial screening tools that assess quality of life and equity is total removal.



The Alliance has hosted numerous community discussions and forums, including an April 2 session with Congressman Troy Carter and State Representative Royce Duplessis and City Councilman Freddie King. The Alliance has also appeared before the [New Orleans City Council](#) (timestamp 13:22) to share its findings.

From its inception, the Alliance has been guided by a practice of collaboration and community-led visioning. As a result, our community participation plan is designed to facilitate meaningful engagement. The team's engagement process will be guided by an informed approach to problem-solving that engages the public in all phases of design and development. Citizen designers will learn to apply newly acquired bodies of knowledge as they work side-by-side with experts to develop solutions. Consequently, their decision-making will be objective rather than emotional and based on models that provide a thorough analysis of the issues.

Most importantly, our plan is designed to reach hard-to-access community members through culturally appropriate and innovative practices. The Alliance will launch an Ambassadors and Citizen Designers program to ensure broad public engagement. Ambassadors will be recruited from all sections of the city to help stimulate interest in the project and capture community input. Our area-focused plan will center on hard-to-reach residents, including renters, the elderly, handicapped, working parents, and other community members who are typically underserved and disengaged. Community meetings will also be designed to include non-English speaking residents, and those with mobility or transportation barriers. Grant funds will be used to reimburse local organizations that provide transportation and childcare at public meetings.

To extend its reach, the project team will launch the Re-Imagine Claiborne community engagement portal. It will be publicly available on the web via a URL. The application will include an interactive map with overlays that display information and relevant data for the

project. Additionally, the website will be capable of displaying 3D models, which will allow the team to share conceptual designs of key corridors and intersections with the public. Our portal will also be used to support multi-language translation and additional outreach.

2. Mobility and Community Connectivity

The Claiborne Expressway presents a significant barrier to access, mobility, and economic development. It was rammed through the community, disrupting the street network, making it difficult and even dangerous in some places, to navigate without a car and travel across the corridor. That disruption has led to severe disinvestment and limited economic opportunities for residents of Treme and the 7th Ward. Removing the highway eliminates the barrier to connectivity and opens up avenues for job creation and investment within a culturally rich but disenfranchised community.

Now, conditions are even more favorable for removal and developing the Claiborne Corridor as a daily destination for jobs, healthcare, grocery stores, schools, places of worship, recreation, and parks. But certain elements of the study need to be updated to account for the changes that have occurred in New Orleans. The Alliance is confident that it can achieve the goal of removal while improving transportation options that reduce greenhouse gas emissions and promote active travel. Our team's transportation modeling will properly forecast travel demand and prepare us for the changing traffic patterns that will come with removal including long distance travel and freight. It will also help us model the effects of restoring local connections that strengthen the residential and business communities that are adjacent to I-10.

Moreover, informed transportation modeling will provide the foundation for design strategies that will reduce our over-reliance on passenger vehicles and the corridor's unhealthy and dangerous prioritization of automobiles. Safe mobility and connectivity for all, including for people with disabilities, will increase without the highway. The presence of the highway's speed ramps along Claiborne Avenue encourages aggressive driving that has already resulted in fatalities. A white ghost bike chained to a post on Claiborne is an eerie reminder of the treachery that goes with navigating an urban highway corridor. Highway removal will facilitate the reduction greenhouse gas emissions and promote lower-carbon travel like walking and cycling. The compact Treme and 7th Ward neighborhoods are prime for walking and biking, but the highway is a physical and psychological barrier to these modes. Detailed plans for I-10's removal will seamlessly integrate Claiborne Avenue and fractured residential blocks with the surrounding historic character of the neighborhood while simultaneously having benefits for climate resilience, stormwater and flood risk management, public health, and the economy.



Without question, the Claiborne Expressway will need demolition within the next 20 years. The facility is 54 years old and not in a state of good repair. The steel is showing, bolts are working their way loose, and the highway's geometry no longer meets safety standards. There's no left shoulder, endangering stranded motorists. The right-of-way is constrained by the homes and businesses along Claiborne Avenue. So, expanding the footprint of the facility to correct the geometry would require property acquisition that would nearly eradicate Treme and further gut the 7th Ward while doing nothing to address community connectivity or public health issues. Analysis will show that removal is the best choice.



3. Community-based Stewardship, Management, and Partnerships

For more than 10 years, the City of New Orleans has known that removal of the Claiborne Expressway is feasible. That was revealed in the Livable Claiborne Communities study. But the City chose not to move forward. That choice did not lead to the development of Claiborne as a destination and the Claiborne Corridor continued to decline.

The Alliance's belief in community-based stewardship will be reflected in the diversity of the project's advisory board. Throughout the years, the Alliance has formed partnerships with several community-based organizations, philanthropic organizations and private sector entities, giving us a broad reach into the New Orleans community. But the Alliance's mission is to give voice to people from economically disadvantaged communities during the planning and development processes to ensure that they benefit from community investment and improvements. The Alliance has also begun forging relationships within state and local government. We are currently formalizing those relationships through an ask for letters of support. Once received, those letters will be posted on the [Claiborne Avenue Alliance](#) website.

4. Equitable Development and Shared Prosperity

Today, more 33% of [Tremé's population](#) lives in poverty; and 39% of [7th Ward residents](#) live in poverty as well. Therefore, the Alliance is committed to granting scholarships to community members to learn and participate in the development process. As a minority business, the Claiborne Avenue Alliance Design Studio is committed to hiring fellow minority professionals to participate in the development of its plan and has a large pool of local talent to draw upon. Fortunately, New Orleans is blessed with minority artisans and skilled craftsmen who can provide services to support the restoration of the corridor.

In the decades following the construction of I-10, Treme has experienced severe disinvestment, evidenced by its large number of abandoned properties. But there is also opportunity there. Treme alone has a residential vacancy rate of 40% offers the basis for future affordable housing. Decisions about infrastructure and development in the community should follow a path of restoration. To understand restoration, we have to take some measure of what has been lost by using available historical redlining maps and analyzing the long-term economic impact on property values and neighborhood fiscal health.

In addition to quantifying and visualizing the lost value from the demolition of real estate along Claiborne Avenue and the construction of the elevated highway, we will look toward its future. Developing a cooperative land trust will ensure equitable development. During its April

2, 2022, community meeting, the Alliance also received input regarding the redevelopment of Claiborne as a Black Wall Street.

One visionary's idea speaks to uplifting youth to develop entrepreneurship. She imagines dozens of workshops lining Claiborne Avenue that employ hundreds of youth crafting newspapers into paper mâché masks, churning glass into beads, sewing scraps of old clothes into plushies, or chiseling discarded lumber into wooden spoons. Youth could sort, sew, assemble, and string to manufacture Mardi Gras throws that could be featured throws for parades, balls, brunches and parties unlike the tons of single-use, iconic plastic beads that are manufactured in a Chinese mega factory. What if the \$500 million spent on these Chinese-made trinkets and baubles stayed in New Orleans? What if those treasures were manufactured in workshops in the Claiborne Corridor? Mardi Gras is an economic force that generates more than \$1 billion each year, but the participation of youth is mostly limited to marching in parades. Small shops that employ youth could become catalysts for incremental development that supports indigenous artists and art forms.



Another visionary dreams of adding a new vibe to Claiborne. Fashion! Check out her mood board. New Orleans's Black women entrepreneurs are ready!

Claiborne is sacred space. But that's difficult to see now. So placemaking + tactical urbanism are fundamental to changing the public perception of Claiborne. They are first steps toward the incremental transformation of Claiborne into a Black Wall Street.

Business owners along the avenue have been longing for a façade program to help save their historic buildings. But the City's redevelopment agency has not responded. Hopeful business owners have submitted a wish list for façade treatments that speak to the re-imagining of Claiborne as a safe, beautiful and thriving place. Implementing a façade treatment program, like launching the Mardi Gras business and fashion ideas, are shovel-ready projects that can immediately bring transformation to Treme and the 7th Ward while working in tandem with the redesign of Claiborne Avenue following the expressway's removal.

Ideas for activating Claiborne include building a drum park and a market stall. Claiborne has maintained its standing as a favorite place for pop-up markets. But inclement weather in New Orleans can be a constant threat that pushes entrepreneurs to conduct business under the contaminated highway. The area is inhospitable and doesn't provide an environment that stimulates interest and encourages economic growth. There is publicly owned land in the corridor that could host a large market stall, an historic building type in New Orleans, that would be architecturally appropriate for the corridor and speak to the needs of the community.

The drum park, which could also be manifested as a series of small parklets along Claiborne, honors the tradition of residents randomly playing music in the streets of Treme and the 7th Ward. The play spaces would keep music traditions alive and speak to healing, a need in communities that have been harmed by disinvestment and inequity. Transformative placemaking will change Treme and the 7th into places of [inclusive prosperity](#).

Claiborne Avenue Alliance Design Studio Budget Narrative

The costs for the FY 2022 RCP project is \$2million. The project will be phased as follows:

- **Task 1 Grant Management + Consultant Acquisition**
JAN23 – SEPT24: 24 months (on-going) - 10% of Project Costs **\$200,000**
 - Task 1.1 Project Start-up
 - Task 1.2 Strategic Kick-off
 - Task 1.3 Coordination Meetings
 - Task 1.4 Recording Progress
- **Task 1 Deliverables**
 - Project Management Plan
 - Communication Plan (Internal)
 - Risk Management Plan
 - Meeting Agendas & Notes
 - Progress Reports
- **Task 2 Research - Establishing a Foundation of Understanding**
MAR23 – JULY 23: 4 months – 20% of Project Costs **\$400,000**
 - Task 2.1 Site Context and History
 - Task 2.1.1 Inventory & Data Collection
 - Task 2.1.2 Demographic & Public Health Analysis
 - Task 2.1.3 Map Building (circulation, zoning/land use, architecture, infrastructure, housing, open space)
 - Task 2.2 Study Review & Assessment
 - Task 2.2.1 Review of Prior Study
 - Task 2.2.2 Review of Case Studies/Precedent Project
 - Task 2.2.3 Evaluation of Current Claiborne Corridor Mitigation Efforts
 - Task 2.3 Opportunity & Constraints Analysis
 - Task 2.3.1 Land Use, Zoning, & Code Assessment
 - Task 2.3.2 Real Estate & Economic Development Assessment
 - Task 2.3.3 Transportation & Mobility Assessment
- **Task 2 Deliverables**
 - Geographically Referenced Existing Site – CAD & GIS Maps
 - Summary of Data - Technical Memo
 - Summary of Site History
 - Associated Historic Imagery
 - Summary of Prior Studies
 - Copies of Prior Studies
 - Summary of Case Studies
 - Summary & Evaluation of Current Efforts

- Evaluation Rubric

- **Task 3 Engagement - Creating a Shared Vision**
JULY23 – SEPT24: 14 months (on-going) – 30% of Project Costs **\$600,000**
 - Task 3.1 Public & Community Engagement
 - Task 3.2 Focus Group and Stakeholder Interview
 - Task 3.3 Citywide (Statistically Valid) Survey
 - Task 3.4 Community Workshops
 - Task 3.4.1 Community Workshop #1 – Visioning
 - Task 3.4.2 Community Workshop #2 – Alternative Plans
 - Task 3.4.3 Community Workshop #3 – Preferred Plan
 - Task 3.4.4 Community Workshop #4 – Implementation & Phasing
 - Task 3.5 Project Website & Social Media
- Task 3 Deliverables
 - Public Engagement Plan
 - Community Impact Assessment
 - Stakeholder Communication Plan
 - Stakeholder Analysis Matrix
 - Focus Group Meeting and Interview Agendas Materials & Notes
 - Survey Distribution Plan
 - Survey Draft (copy) & Results (electronic data set)
 - Workshop Agendas, Materials & Notes
 - Project Webpage & Summary of Posts/Updates

- **Task 4 Recommendation – Evaluating the Concepts**
JULY23 – MAY24: 10 months – 10% of Project Costs **\$200,000**
 - Task 4.1 Conceptual Development
 - Task 4.1.1 Land Use/Zoning Strategies (land use, parcel sizes, orientation, massing)
 - Task 4.1.2 Policy and Standards (code updates)
 - Task 4.1.3 Circulation (reconnect the community, mobility, access, parking, connectivity)
 - Task 4.1.4 Architecture (urban design, placemaking, historic preservation)
 - Task 4.1.5 Resources (parks, open space, amenities, community spaces)
 - Task 4.1.6 Infrastructure (utilities, drainage, stormwater, urban forestry)
 - Task 4.1.7 Economic Development
 - Task 4.2 Design Alternatives - Claiborne Corridor & Cross Streets
 - Task 4.2.1 Claiborne Avenue
 - Task 4.2.2 Elysian Fields Avenue
 - Task 4.2.3 St Bernard Avenue – Historic Circle Site
 - Task 4.2.4 Esplanade Avenue
 - Task 4.2.5 Basin Street - Lafitte Greenway, Armstrong Park
 - Task 4.2.6 Canal Street – Bio-Innovation District

- Task 4.2.7 Tulane Avenue – St Joseph, Medical Center
 - Task 4.2.8 Poydras Street- Superdome, CBD
 - Task 4.2.9 Adjacencies - South Claiborne, New Orleans East, Neighboring Parishes, Port NOLA
- Task 4 Deliverables
 - (2) Conceptual Design Frameworks
 - (2) Design Alternatives – Plans & Narratives
- **Task 5 Implementation – Developing the Plan + Wrap-up**
- **MAY24 – DEC24: 8 months – 30% of Project Costs** **\$600,000**
 - Task 5.1 Preferred Alternative - Claiborne Corridor & Cross Streets
 - Task 5.1.1 Final Design
 - 1. Task 5.1.2 Implementation Strategies – Phasing, Timeline, Costs, Funding Opportunity, Identifying Catalyst Projects
 - Task 5.1.3 Economics - Anticipated Impacts, New Business - Black Wall Street, Wealth Generation
 - Task 5.1.4 Quality of Life - Public Health, Food Security, Recreation, Mental Health, Education
 - Task 5.1.5 Policy - Descendant Reparations, Housing Stock, Gentrification, Maintenance and Management
 - Task 5 Deliverables
 - Final Feasibility Study Report
 - Site History
 - Case Study Analysis
 - Evaluation of Current Efforts
 - Inventory & Analysis of Existing Site
 - Conceptual Framework
 - Design Alternatives
 - Preferred Alternative
 - Implementation Strategy
 - Opinion of Probable Construction Cost (Budgetary)
 - Appendices

The source, amount, and usage for all funds to be used for eligible project costs. No restrictions apply.

- Reconnecting Communities \$1,600,000
- Other Federal funds
- 20 percent non-Federal match: \$400,000
 - Philanthropic [\$10,000]
 - private, and/or “in-kind” funds [\$390,000]

For Federal funds to be used for eligible project costs, the amount, nature, and source of any required non-Federal match for those funds. If applicable, the budget should identify Federal funds that have been previously authorized by a Federal agency. N/A

For non-Federal funds to be used for eligible project costs, documentation of funding commitments.

The project consultants have verbally agreed to the following. We have agreed to negotiate written commitments if the application moves to the next phase.

The consultants have agreed to donate 100% of their travel costs and expenses estimated at \$72,000. In addition, 10% of their professional fees, valued at \$128,000 will be pro bono. \$80,000 in salaries and \$20,000 in office rent and utilities will be donated by the Alliance. \$100,000 will be covered by donations for meeting spaces, plots, prints, copies, models, and presentation materials (markers, pens, trace, etc.)

If the applicant is not a State DOT and contributions from a State DOT are included either as Federal funds or as non-Federal match, a supporting letter from the State DOT should be provided that indicates the amount and source of the funds. N/A