LAFITTE GREENWAY SELECTS QWASI'S CONTACTLESS PARK ACTIVATION PROGRAM FOR COMMUNITY FEEDBACK AND ENGAGEMENT

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QWASI activated the Lafitte Greenway Clarity Project to allow New Orleans community members to provide feedback around their usage of the park and opinion on redesign ideas.

CHALLENGE

Generating community buy-in and feedback in the remodeling process of the Lafitte Greenway amidst socially distant times

Due to COVID-19, facilitating communications between Lafitte Greenway officials and community members was not possible through typical in-person outreach programs. The Greenway was looking for a better way to engage the community in updating the park, so they turned to QWASI for IoT mobile solutions.

"With this technology, we were able to bridge the divide and gather people's ideas about what they wanted to do in this space, how they wanted to interact with it, and what they wanted it to look like to make it really feel like home."

NELLIE CATZEN
PROGRAM DIRECTOR

SOLUTION

Giving visitors the ability to use their mobile devices to learn more about the park, provide feedback, and engage with touchpoints throughout the Greenway

QWASI SMART SPACES activated the Lafitte Greenway for two days with contactless touchpoints throughout the park that encouraged community members to engage with virtual content with just a tap or scan with their mobile device. These contactless access points allowed Lafitte officials to collect data about the park and the community. Community members could also sign up to receive updates on the final design plans. The contactless signage is sustainably built so that they can be repurposed to share future engagements with community and collect additional feedback.

FRIENDS OF lafitte greenway

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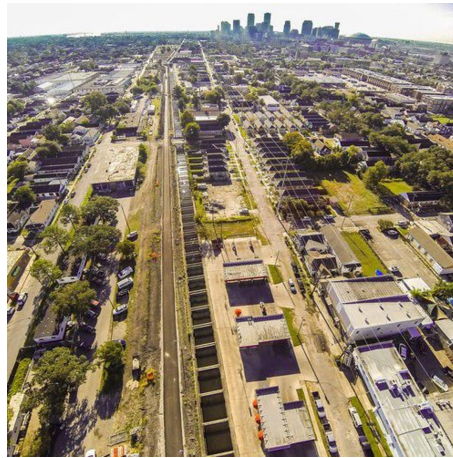
118

of the parks and recreation agencies in the 100 most populous cities in the US, 118 reported tracking park quality or the condition of parks assets, while 32 collected demographic data on who uses the parks and/or who the parks serve.

TPL

94%

of urban civilians recognize the importance of governments investing in infrastructure that promotes economic activity, including parks and trails.

NRPA

28%

of mayors in the US want improvements to their parks, with desired changes ranging from capital improvements, the construction of new parks, or improved programming to existing spaces.

BOSTON UNIVERSITY

RESULTS

+224 taps and scans across 12 location touchpoints
+2000 insights from community feedback
+6000 minutes of brand engagement for corporate sponsors

Due to the Greenway's use of QWASI's digital interface and contactless touchpoints, Lafitte officials were able to collect data about the areas of the park used the most, the main activities of visitors to the Greenway, the active members of the community, and how the Greenway could improve. This activation collected 200 unique voters with over 30 minutes of average time engaged per person. With no town forums and limited community engagement due to COVID, this digital activation generated efficient and effective feedback for the city of New Orleans and increased involvement in the Greenway's redesign.

ABOUT

QWASI is the software leader in Mobile Innovation, creating Smart Spaces and building COVID safe touch free experiences for leading brands across Hospitality, Travel, Sports, Entertainment, Retail, CPG, Healthcare, Pharma, Education, and the Government Sector.

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