Survey Results & Listening Session

The Urban Conservancy
Average FYI Projects

- **Paving Removed**: 633 square feet
- **Project Length**: varies
- **Keeps 962 gallons of stormwater out of our city's drainage system during a two-inch, one-hour rain event**
- **Project Cost**: $5,653
- **Rebate**: $973.26
Neighborhoods
Typical FYI Participant

**Age**
- 30-40: 40%
- 41-50: 21%
- 51-60: 9%
- 61+: 10%
- Prefer not to say: 1%

**Race & Ethnicity**
- White/Caucasian: 77.6%
- Black or African American: 6.0%
- Prefer not to say: 10.4%
- Asian: 0.0%
- Hispanic or Latino: 0.0%
- Native American: 0.0%
Green Infrastructure & Plantings
Green infrastructure measures installed at homeowners’ properties

- Native plants & shrubs: 87%
- Native trees: 59%
- Permeable paving: 51%
- Rain barrel: 46%
- Rain garden: 46%
- Infiltration trench: 18%
- Parking strips: 16%
- French drain: 15%
- Bioswale: 15%
- Planter box: 7%
State of native (or naturalized) plants since being planted

- **Thriving**: 64.0%
- **Slow to establish but happy**: 30.0%
- **Unhappy**: 6.0%
Have you had to replace any original native plantings?

- Yes, all: 1.0%
- Yes, several: 9.0%
- Yes, a few: 30.0%
- No: 60.0%
If yes, did you replace original plants with more native plants?

- Yes: 55.5%
- Unsure: 26.0%
- No: 18.5%
Property Maintenance
Maintenance

<table>
<thead>
<tr>
<th></th>
<th>Time</th>
<th>Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>More</td>
<td>48.5%</td>
<td>29.4%</td>
</tr>
<tr>
<td>Less</td>
<td>17.7%</td>
<td>16.2%</td>
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<tr>
<td>About the same</td>
<td>33.8%</td>
<td>54.4%</td>
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% of respondents
Have you hired a contractor for regular maintenance?

- Yes: 15.0%
- No, but I'd like to: 18.0%
- No, and I'm not interested: 67.0%
Project Impact
FYI Project Satisfaction

- **Functionality**: 77% Very satisfied, 16% Aesthetic, 15% Overall
- **Aesthetic**: 72% Very satisfied, 22% Aesthetic, 15% Overall
- **Overall**: 79% Very satisfied, 22% Aesthetic, 15% Overall
Severity of flooding and drainage issues on homeowners’ properties
Benefits seen as a result of FYI projects

- More time spent outside: 79%
- Increased pollinators: 75%
- Less localized flooding: 70%
- Increased birds and wildlife: 61%
- No localized flooding: 19%
- Fewer mosquitos: 15%
- Lower utility bills: 15%
Water Education
The importance of the green sector

- FYI increased my awareness about the green sector’s importance for New Orleans’ sustainability: 64% agreed, 21% disagreed, 15% neutral.
- The green sector is important for New Orleans’ sustainability: 93% agreed, 7% disagreed, 0% neutral.
The importance of the "living with water" principles

- Adhering to the "living with water" principles is important for New Orleans' sustainability: 93% strongly agree.
- FYI increased my awareness about the importance of the "living with water" principles: 66% strongly agree, 21% agree, 6% neither agree nor disagree, 6% strongly disagree.
The financing of incentive programs like FYI is important for New Orleans' sustainability.
Community
Involvement in related groups or initiatives

- Native Plant Initiative
- Local gardening group
- Master Naturalists
- Master Gardeners
- Catch basin clean-out events
- Adopted a catch basin

Legend:
- Before FYI
- After FYI
Have you recommended the contractor/business who completed your FYI project? How so?

- Yes: 65.2%
- No: 21.2%
- I DIYed: 13.6%

- Shared contact information: 79%
- Put up yard sign: 23%
- Other: 19%
- Posted on social media: 16%
- Wrote online review: 7%
Advocacy
How have you spread the word about FYI since participating?

- Word of mouth: 97%
- Social media: 44%
- Yard sign: 39%
- Presentation: 6%
- Other: 9%
Survey Comment Takeaways

- Participants saw a drastic reduction in localized flooding, but have not yet seen a reduction in area flooding.
- Participants asked for ongoing assistance to better understand things like soil conditioning.
- Participants asked about plant sales or native plant buying resources.
- Some participants took the opportunity to explain that while their costs have gone up, so has their flood security and enjoyment of their yard.
Recommendations

- Incorporate GSI into street and other public infrastructure redesigns to address area flooding.

- Identify financial products/subsidies needed to put GSI within reach of all New Orleanians, including ways to build GSI into affordable developments from the outset (in addition to retrofitting existing properties).

- Identify and address gaps in supply chains for products and services.

- Invest in robust, specialized green sector training that creates pathways into the sector for minority- and women-owned businesses.

- Collect comprehensive data and develop data-driven community benchmarks with shared specific, measurable, achievable, realistic and timely sector-wide goals identified (e.g. amount of residential water storage created, number or percentage of residential properties with GSI, ensuring equitable access to residential GSI and contracting opportunities).
Next Steps for FYI

- Connect homeowners to workshops (our own or those conducted by others) on topics like soil conditioning, native plants, project cost estimating, water storage estimating.

- Work with partners to develop standards/goal-setting w/r/t residential water storage capacity, determining realistic and replicable dollar per gallon of storage.

- Work with partners to identify ways to expand access to high functioning, affordable residential GSI with manageable maintenance requirements
Thank You!

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Before & Afters

Kyle Digby
DIY
112 square feet paving removed
Before & Afters

Carlos Valladares & Patrice Fisher

DIY
441 square feet removed
Before & Afters
Before & Afters

Mastodonte
Permeable paving +
TrueGrid driveway
1,238 square feet paving removed
Before & Afters

3300 gallons of storage
600 square feet paving removed

11,000 gallons of storage
343 square feet paving removed