

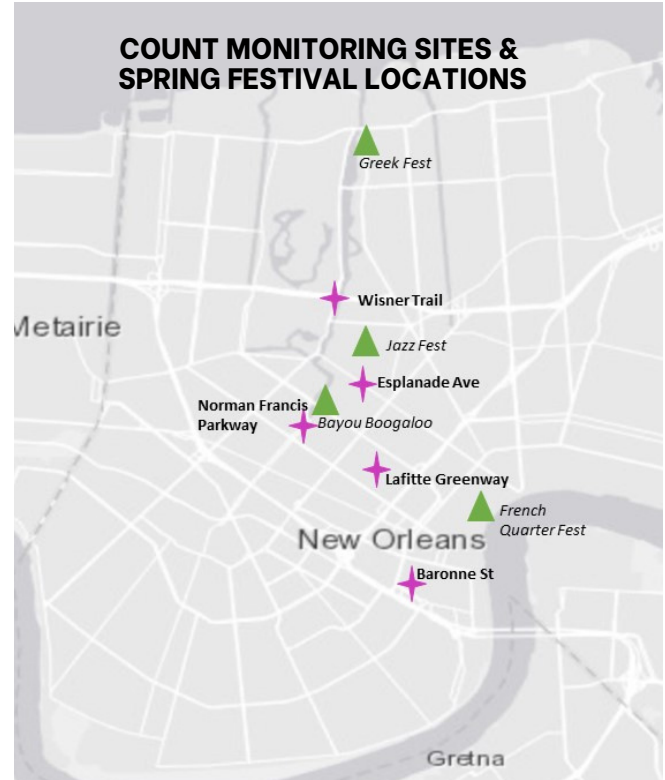
# Festival Season

## Data Highlight

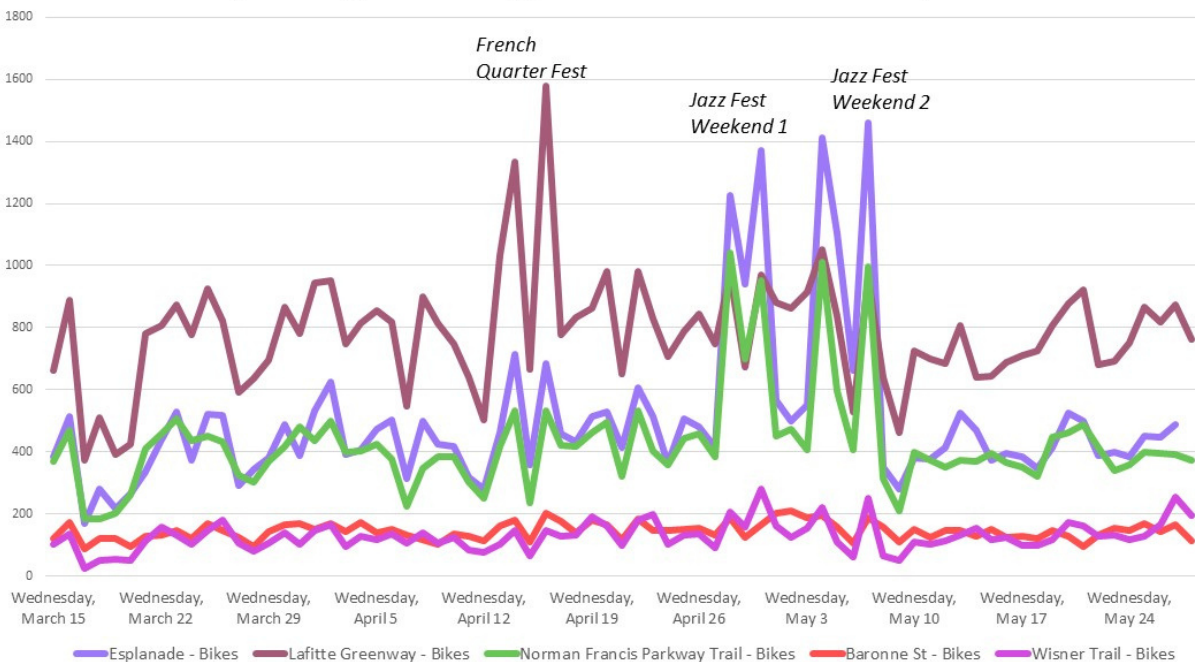
As thousands of New Orleanians and visitors demonstrate annually, there's often no better way to get to the season's many festivals than by walking or bicycling.

Several of New Orleans' permanent people counters are located near major festival locations, highlighting how cultural events impact travel patterns.

On average across 5 permanent monitoring sites, **pedestrian and bicycle volumes were 22% higher during the 2023 festival season** (mid-March through May) than the 2022 annual daily average.



### Bicycling during Festival Season, 2023



# Festival Impacts on Trail Traffic

In general, the impacts of spring festivals on pedestrian and/or bicycle traffic volumes are most visible at locations that are less than 1 mile from fest locations, and tend to impact bicycling activity most notably: people who may not typically bike are more likely to do so for special events, to avoid traffic snarls, parking headaches, and transit delays.

One exception is the **Wisner Trail**, which saw **81% more bicyclists than typical during Greek Fest**, even though the monitoring station is over 2 miles away. This suggests that people will take longer trips by bicycle to reach their destination, where facilities are safe and comfortable.

## TOTAL BICYCLISTS AND PEDESTRIANS COUNTED AT 5 LOCATIONS:

FRENCH QUARTER FEST (4 DAYS)

13,928



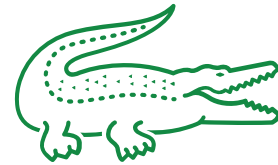
JAZZ FEST (7 DAYS)

31,358



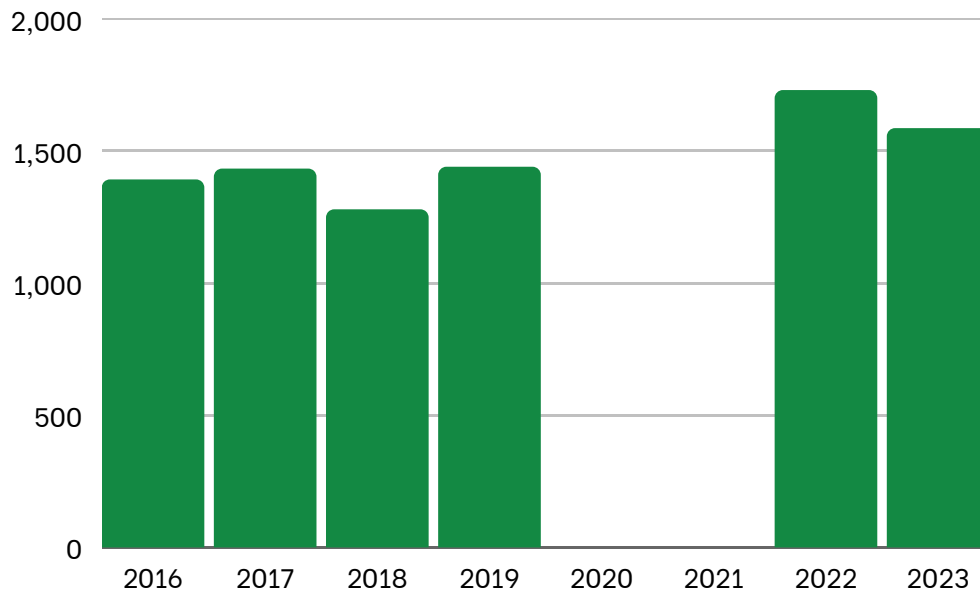
BAYOU BOOGALOO (3 DAYS)

9,921



## French Quarter Fest

Lafitte Greenway Average Users during French Quarter Fest



Nearly all monitoring locations saw higher-than-average pedestrian and bicycle counts during the four days of French Quarter Fest.

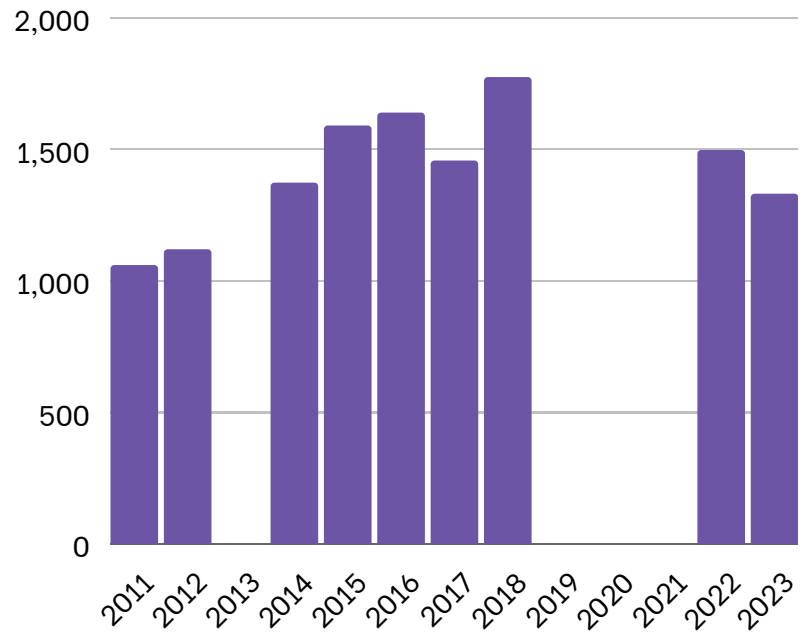
Most notably, this year there were **107% more bicyclists on the Lafitte Greenway**, and **58% more bicyclists on Esplanade Avenue** than the 2022 daily average.

# Jazz Fest

Jazz Fest boosts walking and (especially) bicycling demand in multiple locations. Although counts weren't as high in 2023 as some previous years, this spring Jazz Fest brought:

- **232% increase in average daily bicyclists on Esplanade Avenue**
- **130% increase in bicycling on Norman Francis Parkway Trail**
- **64% increase in bicyclists on Wisner Trail**

**Norman C. Francis Parkway Trail - Jazz Fest Daily Average Users**

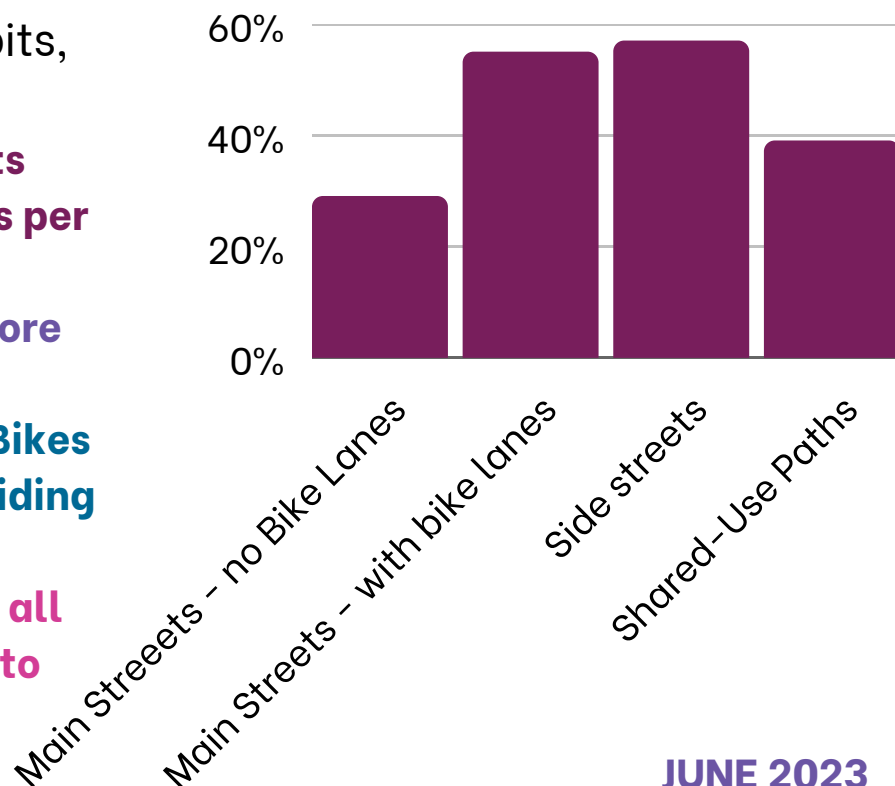


## Bike Easy “Jazz Fest by Bicycle” Survey

In May, 2023, Bike Easy gathered data from 130 respondents about their fest-season bicycling habits, finding that:

- **Over 1/3 of survey respondents are casual riders - a few times per month or less**
- **53% of respondents bicycle more during Jazz Fest**
- **33% of responded is use Blue Bikes some or all of the time when riding to or from the fest**
- **Riders currently need a mix of all types of streets and facilities to get to the fest**

**When riding to - and from - Jazz Fest, what streets do you take?**

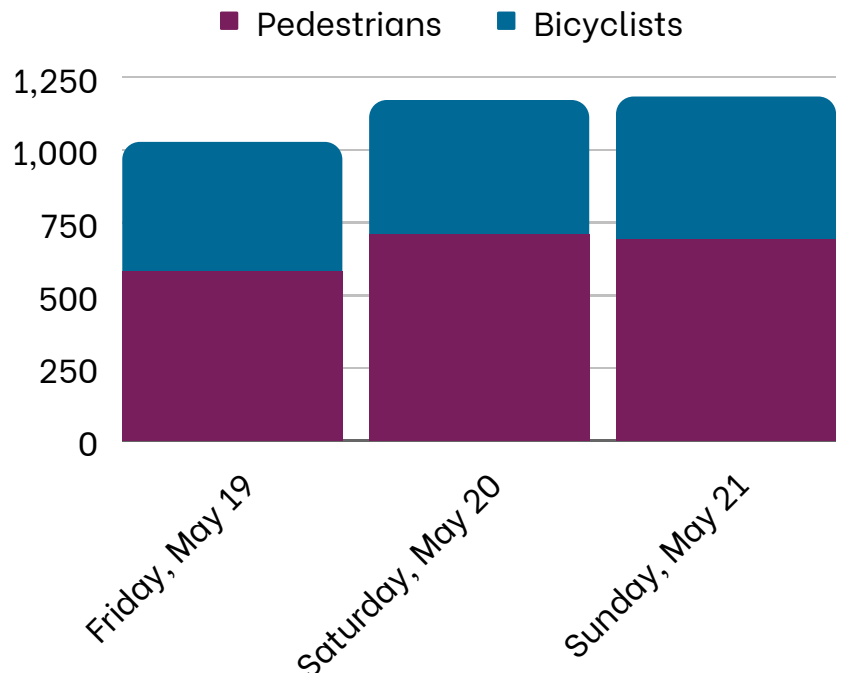


# Bayou Boogaloo

Last but not least, Bayou Boogaloo has long brought the crowds to Mid-City, including this year a **102% boost in the number of pedestrians** counted on the Norman C. Francis Parkway Trail compared to typical volumes.

Bicycle volumes were also up on the **Lafitte Greenway (39%)**, **Wisner Trail (34%)**, and **Esplanade Avenue (31%)** during the Boogaloo.

*Note: Kayak, paddleboard, and raft traffic not currently included!*



Norman Francis Parkway Trail during Bayou Boogaloo, 2023

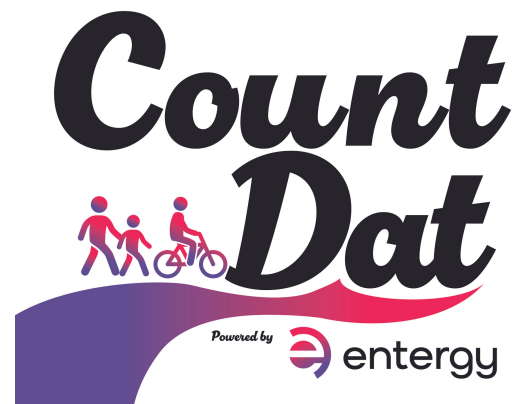
## ABOUT

**Count Dat** is a project of the UNO Transportation Institute, in collaboration with the City of New Orleans and Bike Easy, sponsored by the Entergy Charitable Foundation. Our mission is to support rigorous data collection, analysis, and dissemination to measure the impact of infrastructure investments, document uses, and identify opportunities to support safe, livable streets for all.

Find more information about active transportation in New Orleans at <https://bikeeasy.org/tips-guides/count-dat/>

For information about pedestrian and bicycle counts or the Count Dat initiative, Contact:

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JUNE 2023