

































Greenway BID Stakeholder Survey Results

A Better City | Denterlein | September 19, 2019



Survey Goals

Gain a better understanding of how often and for what purposes Greenway BID stakeholders engage with The Greenway

#2 Establish a benchmark of #3 Inform use of future how Greenway BID stakeholders view the parks outside their properties as well as the park system overall

enhancement decisions.





Greenway BID Survey Stakeholders



Property Managers

Tenants



BID Members

Survey Outreach Strategy



Engage each stakeholder group with tailored messaging



Use online survey collection tool to share, collect, and analyze response data



Encourage participation of stakeholders via email, phone, and other individual follow ups





Survey Questions

- 1 Please enter your name
- 2 Please select your property from the options below
- 3 Please check off your role and if you live within walking distance to The Greenway
- 4 How often do you generally visit The Greenway?
- 5 When do you generally visit The Greenway?
- 6 Why do you generally visit The Greenway? Check all that apply.
- Why do you generally visit The Greenway? Check all that apply.
- How interested are you in The Greenway overall? (e.g., programming, activities, and general park preservation and upkeep)
- What type of enhancement(s) do you feel would improve The Greenway as an important
- 9 and valued public space for Bostonians and visitors? (Feel free to add any additional details, such as a potential location/space for the enhancement.)





Responses Received

4 Over 80 enhancement ideas

••• 156 individual responses

9 19 Greenway BID properties



North, Central, and South regions represented



BID Members, Property Managers, and Tenants represented





Great Marks for The Greenway

 Respondents were asked to rate cleanliness, horticulture, programming, and safety of The Greenway both immediately adjacent to their property and of The Greenway as a whole

- We found that respondents rated the following as excellent or above average.
 - 93% for Cleanliness
 - 83% for Horticulture
 - 70% for Programming
 - 80% for Safety





Insights

10%

of respondents live within walking distance to The Greenway

80%

of respondents engage with The Greenway while eating lunch, taking breaks from the office, and during their commutes 72%

of respondents are either extremely or very interested in The Greenway overall Most respondents gave higher marks to The Greenway overall than the parks closest to their properties





Next Steps

 Complete the Greenway asset inventory and condition assessment to provide the quantitative side to our baseline survey

 Develop, with the Conservancy, an action item list from the surveys to inform Enhancement Funds decisions







THANK YOU

Katherine Adam, Vice President, Denterlein

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BID BOARD NOMINEES

Name	BID Property	Region
Jenny Morse	Faneuil Hall	North Region
Marques Benton	Federal Reserve Bank of Boston	South Region
Trina Childs	One Financial Center	South Region
Jim Tierney	Rowes Wharf	At-Large

BID BOARD

Name	BID Property	Region
Jenny Morse	Faneuil Hall	North Region
Marques Benton	Federal Reserve Bank of Boston	South Region
Trina Childs	One Financial Center	South Region
Jim Tierney	Rowes Wharf	At-Large
Steve Faber	The Beverly / Courtyard Marriott	North Region
David Wilkinson	125 High Street	Central Region
Don Chiofaro Jr	Harbor Garage & International Place	Central Region
Jack Clark	225 State Street	At-Large
Ron Druker	2+24 Edinboro Street	At-Large



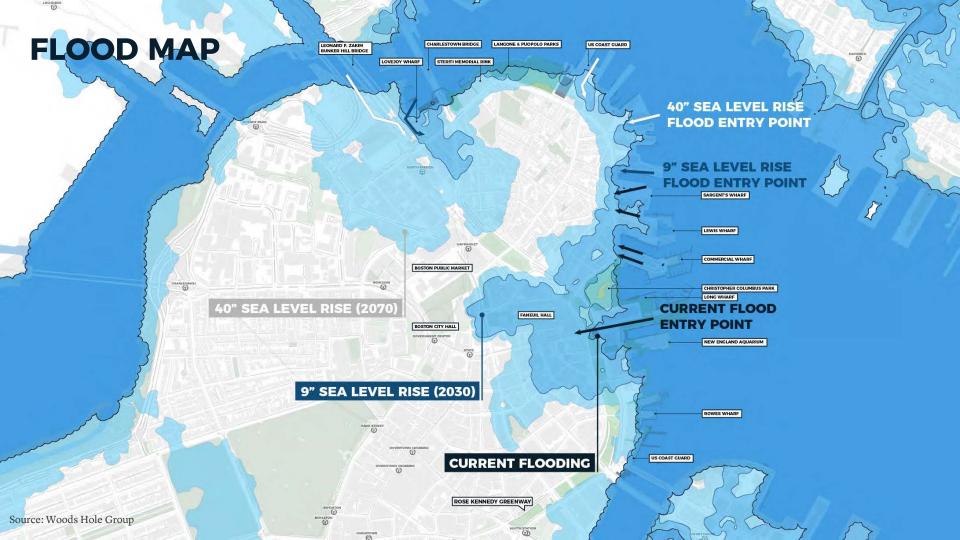
CLIMATE READY DOWNTOWN AND NORTH END

STOSS

one architecture

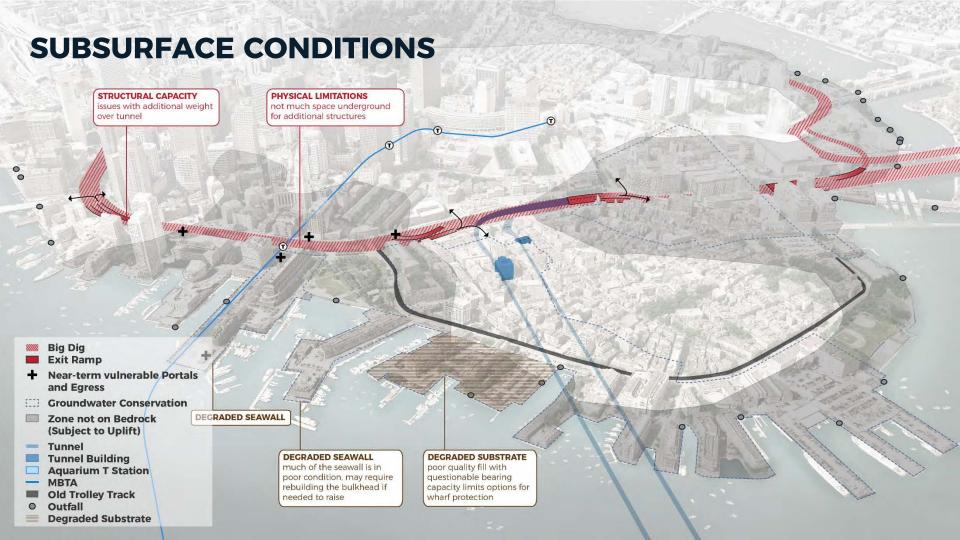
KLEINFELDER

ARCADIS









BULKHEAD CONDITIONS







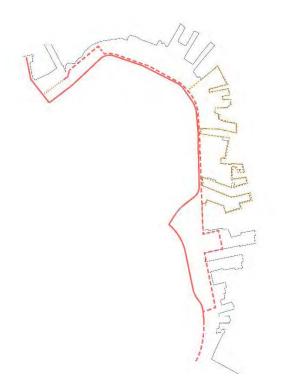


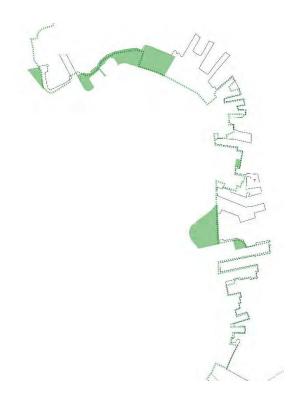


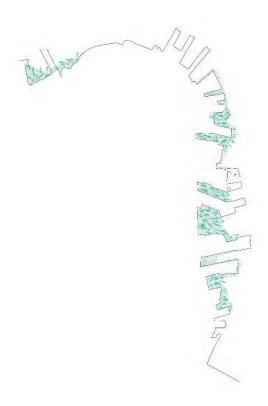


FLOOD PROTECTION SCENARIOS

FLOOD PROTECTION TOOLKIT







SPINE

Raised roads, Harborwalk, bulkheads

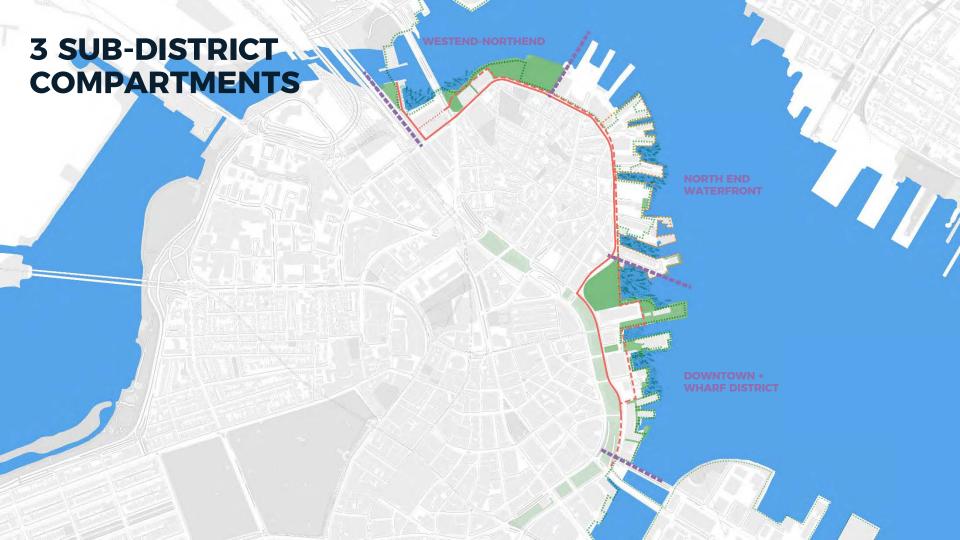
OPEN SPACES

Parks, Harborwalk

OUTBOARD ELEMENTS

Fill, living breakwaters, coastal marshes, floating wetlands





DOWNTOWN + WHARF DISTRICT





Christopher Columbus Waterfront Park



Long Wharf

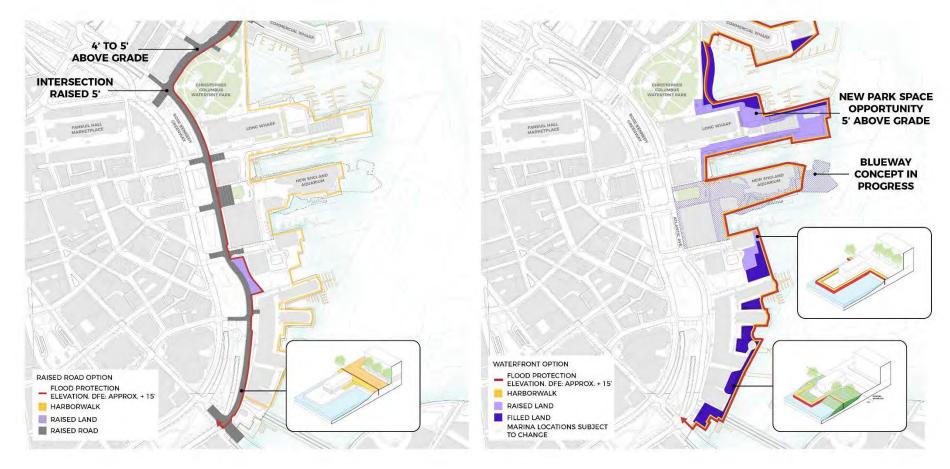


New England Aquarium

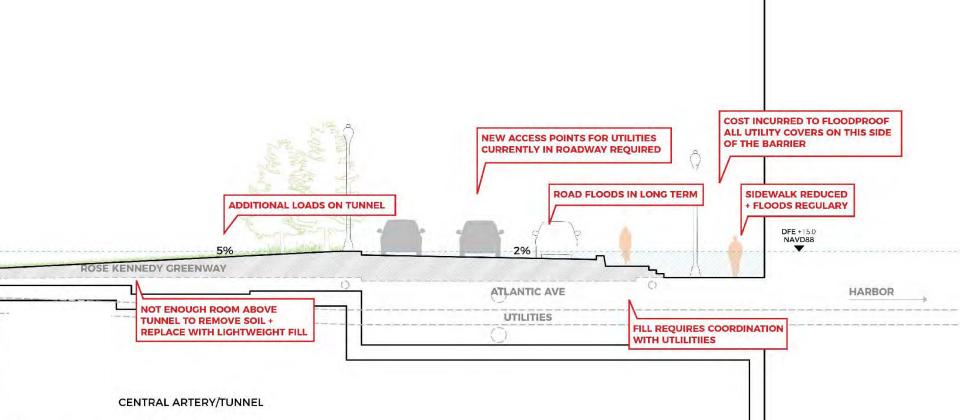


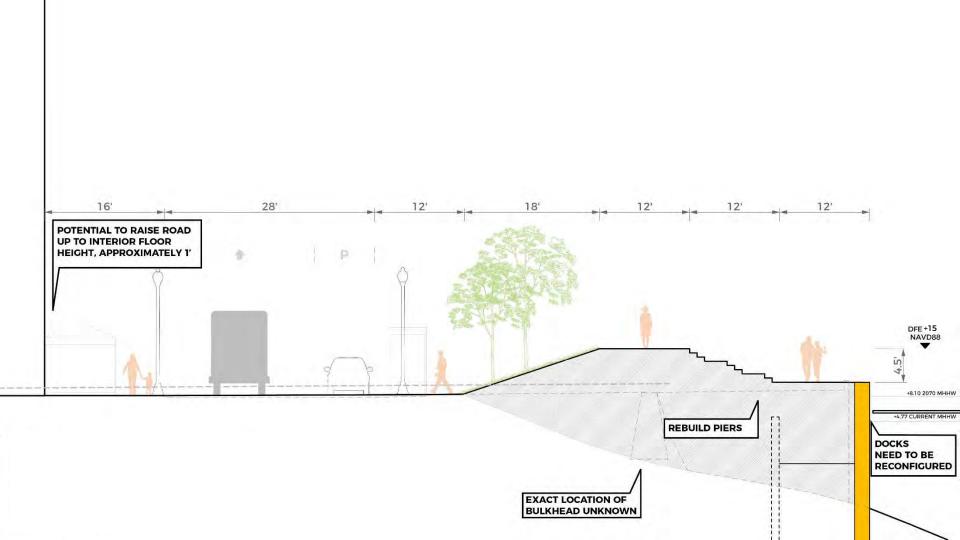
Harborwalk

DOWNTOWN + WHARF DISTRICT

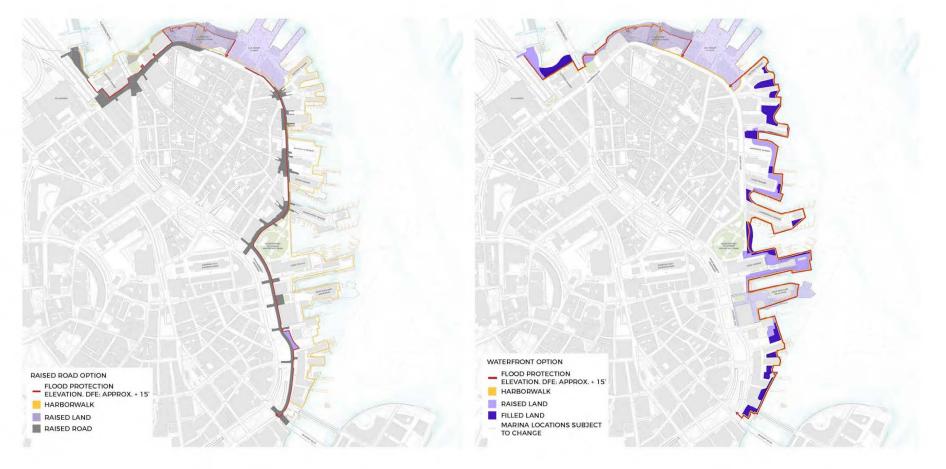


RAISED ROW + GREENWAY





1 IF BY LAND, 2 IF BY SEA





* FOCUS GROUP MEETINGS

CLIMATE READY DOWNTOWN AND NORTH END

