

Accomplishments in the First Six Months of 2012

January to June 2012

Transportation Finance and Policy

- **Working with the MBTA to shape “Scenario 3”** that closely matches the ABC position, indicating our success in influencing the debate on fare increases and service reductions and staking out a viable middle ground.
- Lobbied behind the scenes and publicly for increased contribution to MBTA from Massport, which was proposed by the Joint Committee on Transportation and **incorporated into final legislation** as an issue to be studied.
- Working with Northeastern University and the Conservation Law Foundation, **secured \$200,000 in funding to study potential transportation finance revenue options.**
- Organized **joint meeting of ABC and ABC/TMA members** regarding MBTA Fare Hikes and Service Cuts.
- Held industry-based **focus groups to elicit responses** to T’s proposals.
- **Testified at MBTA public hearings** and before the Joint Committee on Transportation against the T’s initial proposals.
- **Met with key elected officials and members of the Patrick administration** to express ABC’s position on the issue.
- **Published position paper** calling for no greater than 25% fare hikes, minimal service cuts, and continued reforms. The T’s ultimate proposal closely mirrored ABC’s position.
- **Organized public event** to mark release of the position paper and raise awareness of issue with business community and elected leaders.
- **Conducted outreach** to Massachusetts Municipal Association, other business associations, and local chambers of commerce to build coalition for additional investment in transportation.
- **Co-sponsored Urban Land Institute report** and event linking transit capacity and future real estate development.
- Co-sponsored Metropolitan Area Planning Council event with Massachusetts mayors and local officials **calling for increased investment in transportation.**

Transportation Projects and Land Development

- Successfully supporting issuance of a Finding of No Significant Impact for the **Longfellow Bridge Environmental Assessment**, allowing the project to progress into the design/build process.
- Advocated successfully for incorporation of the Urban Ring center median alignment in the redesign of **Melnea Cass Boulevard**.
- Received a grant of \$50,000 from The Boston Foundation, and worked with consultants from AECOM to develop a work scope and began work on a **Metropolitan Infrastructure Survey** to review the condition and capacity of transportation, water, energy, and telecommunications infrastructure systems and the ability of these systems to support economic development as illustrated in several case studies.
- Received a \$134,000 grant from the Barr Foundation, and worked with consultants from VHB to develop a work scope and begin work on a **Surface Transportation Optimization Pilot Study** that will evaluate methods for improving bus operations and travel times, review alternative fuel technologies to reduce greenhouse gas emissions, and prepare and evaluate a conceptual design for improvements along a pilot bus route in Boston.
- Prepared a draft scope of work for a proposed study of **transportation economics** and the value of investing in transportation enhancements that can support economic development efforts.
- Prepared a presentation on “**Transportation, City Building, and Civic Engagement**” to support Richard Dimino’s participation at a conference of the Hong Kong Institute of Urban Design in March.
- The **Greenway Abutters Committee** met and received status reports on the activities of the Greenway Conservancy, and discussed issues related to continued funding for the Conservancy by MassDOT.
- The Transportation and Construction Committee continued to review, critique, and analyze traffic management plans and reconstruction planning for **work in the Charles River Basin** on the Longfellow, Boston University, Anderson Memorial, Western Avenue, and River Street Bridges and related connections.
- Began detailed **review of traffic management and construction staging plans** for the Longfellow Bridge design/build project.
- The Transportation and Construction Committee reviewed reports on the **Capital Maintenance Program** of the Metropolitan Highway System, and submitted comments on the report about the program issued in April.
- The Transportation and Construction Committee held a special meeting to **review transportation management plans** for the events in and around Boston Harbor planned for the week of July 4.
- The **Urban Ring Institutional and Business Committee** continued to review plans and advocate for **transportation improvements in the Urban Ring corridor**, including construction currently underway on the East Boston / Chelsea Bypass Road, design of a reconstructed Melnea Cass

Boulevard, and implementation of roadway and commuter rail platform improvements at Yawkey and Ruggles Station.

- The ABC Urban Ring Committee reviewed planning for up to **three million square feet of new development in Kendall Square** by the City of Cambridge. The impact of this development on planning for transportation improvements in the Urban Ring corridor may provide sufficient demand to proceed with early actions. Discussion of the importance of this anticipated growth led to preparation of a corridor-wide map showing development generators and their relationship to proposed early actions in the Urban Ring corridor in collaboration with the CAC and the BRA.
- Members of the ABC Urban Ring Committee met to prepare a **strategy for more active advocacy** for transportation improvements in the Urban Ring corridor and to begin to develop a new **messaging strategy**.
- Chaired a meeting of the **Urban Ring Citizens Advisory Committee** that heard status reports on transportation improvements in the corridor and discussed the need to make positive activities more widely known to the public.
- Prepared an **Urban Ring Status Report**, April 2012 presentation to illustrate the range of activity currently underway in the Urban Ring Corridor.
- Prepared and submitted comments to the Boston Region **Metropolitan Planning Organization** on the FFY 2013 Unified Transportation Work Plan and the FFY 2013 – 2016 Transportation Improvement Plan.
- Convened meetings of a reactivated **Design Review Committee** to consider how to devise design improvements to screen or cover Central Artery ramps in Downtown Boston.
- Represented ABC members' interests in **small-group meetings with Greenway Conservancy** regarding a Greenway-corridor Business Improvement District.
- Advocated for **continued state involvement in the funding the Greenway** as a prerequisite for a structured contribution from Greenway abutters.
- Advocated for **temporary and permanent bicycle parking accommodations on Broad Street** as part of the Crossroads Initiative streetscape improvement project.
- Monitored progress on **Summer and Congress Street Crossroads Initiative** projects.

Sustainability and Climate Change Initiative

Challenge for Sustainability

- Received approval of a **three-year grant totaling \$510,000 from the Barr Foundation** for continued support of the Challenge for Sustainability.
- **Challenge for Sustainability achieved great results** for 2011:
 - 8.5 million kWh (electricity) reduction which is equal to 730 homes electricity for one year
 - 11 million gallons of water which is equal to 2100 Olympic size swimming pools for one year
 - 370 sustainable practices adopted
- Recruited 21 non-members (Main Streets businesses)

- Lead 19 Main Streets participants through the utility direct install energy efficiency program. Three facilities (**Tropical Foods, Pho Hoa, and MAHA**) have signed contracts to complete work totaling \$26,148.62, which after utility incentives will cost only \$3,932.29. The improvements will result in the reduction of 33,670 kWh.
- 2011 Challenge for Sustainability award recipients included **Nixon Peabody** for Highest Score, **Peabody Office Furniture** for Most Improved, Jim Green of **Hines** for Peer Award, and **TRO JIB** for Greatest Energy Reduction of 23% over the prior year!
- Retained all participants from 2011 and **recruited 14 additional ABC members** and 21 non-members (Main Streets businesses and organizations) for a total of 72 facilities to participate in the 2012 Challenge, representing 22 million square feet and 63,000 employees.
- Held five **monthly informational and best practice meetings** on the topics of Marketing Sustainability, Making Sense of Utility Bills, Build Your Own Employee Green Fair, Increasing Recycling Rates, and Supporting Clean Air Commuters resulting in members better informed on these topics.
- Held meeting of **Main Streets participants** on the direct install energy efficiency and assessment process.
- Received five pieces of press in **local papers about the Challenge** and participation amongst Main Street businesses.
- ABC members, **Nutter, McClennen & Fish, Tsoi/Kobus Associates, P&G Gillette, Foley Hoag, Equity Office, Boston Properties, Mass General Hospital, John Hancock and Beth Israel Deaconess Medical Center**, received the Bicycle Friendly Business Award from the City of Boston.
- **P&G Gillette**, received a Green Business Award from the City of Boston.

Green Ribbon Commission – Commercial Real Estate Working Group

- Received a **\$140,000 contract from the Barr Foundation** to support our continued staffing of the Commercial Real Estate Working Group.
- Developed a **white paper on the implementation on building energy benchmarking** and disclosure to inform the discussion related to the development of an ordinance in the City of Boston.
- **Expanded the CRE Working Group** from its 5 core members to include an additional 20 members representing major building owners, property managers, and tenants.
- Submitted **testimony to the Energy Efficiency Advisory Council** regarding recommendations for the next set of three-year utility energy efficiency plans.
- Coordinating with City of Boston's **RenewBoston program** to promote Pacesetter Initiative.

SMART Building Pilot

- Launched SMART Building Pilot with **Rowes Wharf**.
- Selected **VHB as consultant for SMART Building Pilot**, which aims to assist and guide an ABC member facility in improving access and mobility and reduce mobile source emissions.
- Selected **Rowes Wharf**, owned and managed by Equity Office as the pilot facility.
- Conducted **initial walkthrough** of the facility and its parking garage.

ABC Sustainability

- **ABC reduced electricity consumption by 14%** in 2011 compared to 2010. This was accomplished through behavior change, technology installation and in spite of adding three new employees.
- ABC implemented a **behavior change program** around energy reduction that consisted of turning off computers, monitors and copy machines every day and worked with our IT provider to adopt power management functions on all computers in the office where they are put into standby after 15 minutes.
- ABC communicates **electricity usage in a line graph** that shows month by month kWh compared to last year on a chalk board in our small conference room.
- ABC coordinated with our building owner and ABC member, Jim Shane, and property managers, Lincoln Property to **install a low flow toilet in the ladies' room** that was being replaced and efficient water faucets in both restrooms.
- ABC implemented **remote conferencing for Challenge for Sustainability meetings** to accommodate participants and reduce the need for travel.
- ABC received the **2012 Silver Bike Friendly Business Award** from the City of Boston.

A Better City Transportation Management Association

ABC Transportation Management Association

- Registered two new members: **CH2M Hill** and **Equity Office Properties (Rowes Wharf)**. To date, have collected \$154,550 in dues.
- Through ABC TMA's commuter incentive program, realized the **prevention of 11,986 single occupancy vehicle miles and supported participants in collectively logging 721 car free days**.
- ABC TMA has registered 114 new participants into the award winning, **Guaranteed Ride Home** program. In addition, the TMA has provided 41 rides from work to home in the event of emergency, unscheduled overtime and illness. To date, there are 2,535 participants in the program.
- Registered five new participants into the **transit incentive programs** that provide cash subsidies to try out car/ vanpooling and some public transportation modes.
- Co-Organized Massachusetts Excellence in Commuting Options (ECO) Awards with MassRides and MassCommute at the Federal Reserve Bank of Boston. Recognized over 125 companies, had 140 attendees and ABC TMA members recognized included: **State Street, Fidelity**

Investments, HNTB, John Hancock, Shriner's Hospital, MGH, ERG, Liberty Hotel, and Putnam Investments.

- Held April **promotion to increase registration in ABC TMA programs**, any new registrations in the month of April were entered into a raffle for a \$100 REI gift card. 37 new participants registered in either our Guaranteed Ride Home program or Workout to Work.
- Held 10 Transportation Fairs (**Atlantic Wharf, 100 Summer, 125 Summer, John Hancock, MGH, One Post Office Square, Independence Wharf, Shriner's Hospital, Prudential Center, and 28 State**) providing outreach to 186 commuters
- Held 8 Bike Tune-ups and Breakfasts (**Clarendon Back Bay, MGH (Charlestown and Main Campus, EPA, Charles River Plaza, 10 St. James, Prudential Center, John Hancock)**) providing tune-ups for 89 bikes.
- Co-Organized the MassCommute Bicycle Challenge, ABC TMA winners included: **Mass General Hospital**, 4th overall with 5166 miles pledged and 2nd place in the 5000+ employees category, **John Hancock**, came in 3rd place with 2266 miles pledged in the 3000-5000 employee category, just beating out 4th place winner and TMA member, **Fidelity Investments** at 1720 miles pledged. **US EPA RI**, came in 2nd place in the 500-1499 employee category with a pledge of 2243 miles. **Toole Design Group**, a tenant of TMA member, 33 Broad Street won 2nd place in the 1-24 employee category with 356 miles pledged.
- Co-Organized the MassCommute Kick-Off event at Harpoon Brewery, with around 90 people in attendance and on the leadership ride TMA member tenants/employees included: **ERG, Clarendon/Back Bay, and 33 Broad Street.**
- Conducted Winter Bike Commuting Workshop at Independence Wharf, had 17 attendees and three panelists from: **HNTB, ABC, and Putnam Investments**
- **Organized joint Hotel Roundtable** with Seaport TMA, Seaport Hotel, Renaissance Hotel, and the Liberty Hotel were in attendance, shared best practices and employee challenges in commuting during weekend and off-peak hours
- Developed a proposal for a **partnership with Hubway** and the 5 TMA's in the Boston/Cambridge area
- Held **March Board meeting with Jonathan Davis of the MBTA** speaking about the proposed service cuts and fare increases
- **Created Transportation Resource guides** for: HNTB, Atlantic Wharf, Brightcove, Communispace, and John Hancock
- Co-Organized with ABC, a **Business Community Briefing** around the impacts for businesses and the economy around the proposed MBTA service cuts and fare increases

TMA Expansion to Allston, Brighton, Fenway, & Kenmore

- Held expansion Kick-off Breakfast at Fenway Park. In attendance were reps from: **Boston Red Sox, Harvard University, Boston University, Boston College, and New Balance.**
- Held introductory meetings with **Boston Red Sox, Harvard University, Boston University, Boston College, New Balance, WGBH, St. Elizabeth's Hospital, Northeastern University, Whole Foods, Allston Main Streets, and the Fenway Alliance.**

- Received signed MOU for participation in the expansion from **Whole Foods**.
- Made **presentations about the TMA** at the monthly Board Meeting of the Fenway Alliance.

Marketing, Communications, and Membership Development

Marketing and Communications

- **Launched the ABC blog** to emphasize ABC's expertise in transportation, land development, the environment, and the context of Boston's urban design. The blog has proven a successful forum to highlight our staff, to encourage visits to the ABC website, and to generate interaction with constituents committed to these issues.
- Achieved **unprecedented presence in the media** through quotes in local media, television and radio appearances, op-eds and letters to the editor. ABC President Rick Dimino was featured in several prestigious outlets including the *Boston Globe*, the *Boston Herald*, *Boston Globe Magazine*, *WGBH*, *WBUR*, *Fox 25 News*, and *CBS Boston*.
- Successfully **communicated ABC's message on MBTA Fare Hikes and Service Cuts** through quotes in local media, television and radio appearances, op-eds and letters to the editor.
- Developed **media strategy and contact list to publicize Challenge for Sustainability** to secure placements in local and community media in connection with sustainability initiatives.
- **Streamlined and consolidated member communications** and outreach via Constant Contact, generating valuable data about members response rates.
- Achieved **highest ever response rates** for ABC Board meeting invitations, and hosted record-breaking numbers of attendees at ABC Board meetings to date.
- **Extended our successful model of electronic Board meeting invitations** to ABC committee meetings, laying the groundwork for intensive committee outreach and development of the committee program.

Web Site and Social Media Accomplishments

- Since June 2011, **overall visits to ABC's website have increased by almost 50%**, and new visitor traffic has increased by an average of 15%. We are also seeing record levels of website visits prompted by our ABC blog and email communications.
- Since June 2011, our **social media presence has witnessed tremendous growth in both followers** (nearly 200% for Facebook, over 300% for Twitter) **and influence**, laying the foundation to position ABC as a thought leader in urban planning issues.

ABC Young Leaders

- Increased **Young Leaders membership** by 30% through active recruitment campaign.
- Achieved **record levels of participant engagement through monthly events** highlighting ABC's focus areas. Events included participation in our

MBTA Fare Hikes and Service Cuts business community briefing, an exclusive update on the new Boston Public Market, and a customized sustainability tour of Atlantic Wharf.

ABC MEMBERSHIP REVENUE REPORT
(January – June 2012)

• **New ABC Members:**

Cambridge Innovation Center	\$ 5,000
Hinckley, Allen & Snyder	5,000
Sherin and Lodgen	\$ 5,000
Synergy Investment & Development	\$10,000
UGL Services	\$ 5,000
Sub-Total:	<u>\$30,000</u>

• **Member Upgrades:**

Beal Companies	\$ 2,500
Boston Garden Development Corporation	\$ 2,500
Boston Private Bank	\$ 5,000
Drew Company	\$ 5,000
Sub-Total:	\$15,000

Total: \$45,000