

# Accomplishments in the Second Six Months of 2011

*June to December 2011*

## Transportation Finance and Policy

- Published a white paper titled ***On the Right Track? The Future of the Massachusetts Commuter Rail System*** and organized a panel event to discuss the next commuter rail contract, featuring comments from industry experts and MBTA Acting General Manager Jonathan Davis. The event was attended by over 100 participants and resulted in more widespread understanding of the advantages and disadvantages of several contract alternatives among a substantial cross section of opinion leaders. ABC's advocacy encouraged the MBTA's announcement of a commuter rail winter readiness plan as well as interest in exploring an extended public/private partnership contract.
- Co-edited MassDOT **Transportation Advisory Committee's Finance Subcommittee report** on the size of the state's transportation funding gap which highlighted the ongoing gap and debt service problems related to transportation finance. This and other ABC advocacy led the Governor and Lieutenant Governor to announce "It's time for an adult conversation regarding transportation revenue."
- The **Transportation Finance and Policy Committee** briefed its members on the impending MBTA fare hikes and service cuts, the status of federal transportation appropriations and reauthorization, and hosted a staffer from Sen. Kerry's office to discuss the BUILD Act, which would establish a national infrastructure bank to fund transportation, water and energy projects.
- Led efforts to organize a **statewide campaign for increased investment in transportation**, bringing together representation from environmental, social justice, business, municipal and academic groups. Prepared a draft campaign prospectus and strategy.
- Hosted **Lt. Gov. Tim Murray** and new **Secretary of Transportation Richard Davey** at consecutive ABC board meetings providing an opportunity for discussion of transportation projects and policies with high level state officials, including discussion of the expected MBTA fare increases and service reductions.
- Hosted new **BRA Director Peter Meade** at the quarterly meeting of the South Boston Stakeholders committee leading to discussion of the City's Innovation District planning and progress.
- ABC President and CEO Rick Dimino appeared on **Lt. Gov. Murray's television program** to discuss the economic and job creation benefits of investing in transportation.
- Represented ABC's university members in opposition to proposed "**University Pass**" programs which would have required colleges and universities to purchase transit passes for all students without consideration for existing discount programs.
- Testified in opposition to legislation which would have **restricted waste removal services** in Boston to business hours, placing a significant strain on already congested streets.
- Co-authored, with the Urban Land Institute, a successful **grant application to study the capacity constraints** facing transit stations in the urban core.

- Testified in opposition to the so-called "**shadow bill**" which would have placed significant restrictions on development near park space in Boston and Cambridge.
- Testified in favor of the City of Boston's proposal to **ban trucks carrying hazardous materials** from making through-trips on City streets.
- Hosted a **delegation from Hamburg, Germany** to present on the HafenCity development that has transformed that city's waterfront and elicited comparisons to Boston's seaport district.

## **Transportation Projects and Land Development**

- The Conservancy will continue to pursue its plans for establishing a **Business Improvement District (BID)** to help support the management of the Greenway. ABC analyzed the possible operations and structure of a voluntary contribution method for support of Greenway maintenance that provided information used to evaluate this option with the Conservancy. The **Greenway Abutters Committee** met on November 7 to review the status of the **identification** of financing methods for the Greenway, including a new BID proposal by the Conservancy. The committee also reviewed the recently proposed planning to cover or screen Artery ramps, the public art program proposed by the Conservancy, and the implementation of bike lanes in the Greenway Corridor by the City of Boston. The meeting resulted in a list of questions developed by the staff and reviewed by committee members on the proposed BID's structure and implementation to be discussed with Conservancy representatives.
- The **Greenway Abutters Committee** met and received for status reports on the activities of the Greenway Conservancy, the opening of the Harbor Islands Pavilion, and plans for the public market on Parcel 7 and bike lanes along the Greenway resulting in abutters better informed on current Greenway activities and accomplishments.
- The **Transportation and Construction Committee** reviewed, critiqued, and analyzed traffic management plans, construction sequencing, and implementation of the "**Fast 14**" **replacement of bridges on I-90 in Medford**. ABC advocated for and supported enhanced communications and outreach regarding the Fast 14 I-93 bridge replacement project, adding links on the ABC [web page](#) and [Twitter feed](#) to inform commuters about the latest developments and distributing the latest advisories prepared by MassDOT.
- In September, the committee also reviewed the performance and lessons learned during the **Fast 14** project execution generating information reported to the Board at the September meeting.
- 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 leading to participation by ABC in a critical meeting at the Boston Transportation department in which ABC advocated for testing two options for interim lane use on the BU Bridge.
- The Transportation and Construction Committee began discussion of the Metropolitan Highway System's **Capital Maintenance Program**, which would include implementing the remaining recommendations of the Stem to Stern review.
- The **Transportation and Construction Committee** reviewed MassDOT planning for an at-grade and a pedestrian bridge crossing at Leverett Circle, and discussed the City of Boston's proposal for haz mat truck routing, which ABC supported in written comments and public hearing testimony.
- 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, leading to preparation of statements in support of the center median busway in the Cass Boulevard design..

- 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 work preparing a map showing development generators and their relationship to proposed early actions in the urban Ring corridor in collaboration with the CAC and the BRA.
- Chaired a meeting of the **Urban Ring Citizens Advisory Committee** that heard status reports on transportation improvements in the corridor. Prepared and sent a letter on behalf of the CAC to the Secretary of Transportation to help protect the Urban Ring Locally Preferred Alignment right-of-way from encroachment by bridge construction in Chelsea.
- Commented on the findings of the **Grand Junction Transportation Study** and the role of the Urban Ring in the redesign of **Melnea Cass Boulevard** at public meetings in December, and reported results to the ABC Urban Ring committee.
- Prepared and submitted detailed written comments to the Metropolitan Planning Organization planning committee on behalf of ABC and the Urban Ring Citizens Advisory Committee in support of projects to be incorporated in the **MPO's Long Range Transportation Plan**, including the Urban Ring, Silver Line Phase III, the T Under D project, and Red Line/Blue Line Connector, making projects in the plan eligible to receive federal transportation funding.
- ABC also commented on proposed changes that would increase and **restructure membership in the MPO**, stating that too large a group would not facilitate detailed discussion and deliberation on complex issues.
- The **South Boston Stakeholders** group hosted new BRA Director Peter Meade at its fall meeting and helped spread the word about a new website being developed for the district and new internet service for business being offered by Comcast.
- The **Project Development Committee** oversaw ABC's work on its commuter rail white paper and on high-speed rail in the Northeast Corridor and received briefings from MassDOT on the South Station expansion, the Green Line Extension and the Fairmount Line, leading to preparation of comments submitted to MassDOT on recommended mitigation for Green Line Extension SIP commitments offsetting delays in implementation of that project.
- The Project Development Committee is also overseeing ABC's work on MassDOT's **Transportation Advisory Committee Best Practices Subcommittee**, which has begun work on two new projects at the direction of Secretary Davey, including how to expedite implementation of funded transit, road, and bridge projects.

## **Sustainability and Climate Change Initiative**

- Received a **\$90,000 grant from the Barr Foundation** to conduct a SMART Building program to increase access and sustainability of a buildings parking and transportation infrastructure.
- Received a **\$60,000 contract from the Barr Foundation** to provide staffing for the Commercial Real Estate Working Group of the Green Ribbon Commission, chaired by Mike Mooney.
- Hired **additional Sustainability Programs Coordinator**, Mihir Parikh.

- Coordinated with MA DOER regarding the proposed **Building Asset Labeling Pilot Program**, met with DOER staff to discuss ways of engaging ABC members in the development of and participation in the pilot.
- In July, ABC hosted a **Green Team Forum** attended by 80 professionals. Three different Green Team approaches were presented by Blue Cross Blue Shield, Beth Israel Deaconess Medical Center and Harvard University. Participants were given the following tools to begin or enhance their green teams: Successful Teams, Barriers and Incentives, Checklist for Forming, Stakeholder Mapping and Identifying Projects.
- In October, ABC hosted a **Tenant/Landlord Forum** on aligning sustainability and energy goals for 50 of Boston's commercial tenants and property managers. Panel discussions included: Tenant & Landlord Perspective with Hines, Boston Properties and Wellington; and Stakeholder Perspective with NSTAR, Tsoi Kobus Architects and Nixon Peabody. The Green Office Kit (non-legal Green Lease) was a key takeaway from the forum and added the Challenge Toolkit.
- ABC hosted two **Energy Management Roundtable workshops** in August and November to benchmark current practices, provide resources and incentives on audits and facilitate sharing between property managers, operations managers and sustainability professionals. A major outcome of the year's event was the development of an Energy Management Plan template on the Challenge Toolkit that participants can use to provide the business case and obtain the commitment from the CEO.
- Held five monthly **informational and practice meetings** on the topics of Onsite Solar Generation; EDF Climate Corp presentations; Water Conservation and Health; Waste Reduction and E-Waste; and lastly, Complete Streets and Employee Mobility resulting in members better informed on these topics.
- **Updated Sustainability Toolkit.** Brendan Pratt, ABC's summer intern, did significant research and updates to the Challenge for Sustainability toolkit, which is now open to the public. Key highlights include updates to all Energy, Transportation and Waste pages with importance page updates including Energy Audit, Energy Management Plan, Green Teams and Tenant/Landlord Sustainability Coordination.
- Formally launched the **expansion of the Challenge for Sustainability** into the City of Boston's **19 Main Streets districts**.
- Collaborated with the City of Boston's **Department of Neighborhood Development (DND)** and Main Streets Executive Directors to compile a list of **50-60** target businesses.
- Conducting meetings with Boston **Main Streets Executive Directors** and program managers from the Department of Neighborhood Development resulting in their understanding of how the Challenge for Sustainability will work with the Main Streets Program.
- Conducted 15-20 **field visits** for targeted one-on-one recruitment meetings with business. Will conduct about 15 additional field visits through the end of the year. The meetings resulted in successfully registering 13 businesses (to date) for the **expansion of the Challenge**.
- Selected 10 businesses to be **"leaders" for the expansion program**.
- Established a unique **incentive program** to give businesses further encouragement to take on suggested measures (i.e. energy efficiency, water use, etc.), giving businesses a 50% rebate on their registration fee.
- To date, 160 **Challenge for Sustainability Scorecard Actions** were accomplished by 37 participants, including 34 in the People and Culture category, 40 energy actions, 22 transportation

actions, 23 waste management actions, two water actions, eight cleaning and toxins actions, five purchasing actions, four renewable actions.

- Participants received several awards: ERG won an **Excellence in Commuting Options Award**, and five **Boston Bicycle Friendly Business awards** went to Nixon Peabody, Foley Hoag, ERG, and John Hancock for 197 Clarendon Street and 200 Berkeley Street.
- The business case was made by internal management, Challenge for Sustainability participation and lastly through the work of EDF Climate Corp intern, Hayley Jean Farr for Blue Cross Blue Shield to hire their first **dedicated sustainability professional**, Kyle Cahill, an Environmental Impact Manager.
- ABC partnered with PracticallyGreen.com to pilot an **employee engagement program** with **10** participants for six months in 2011 - Hines, Au Bon Pain, ERG, TKA Architects, TRO JJB, Sheraton, Meister, Boston Properties, 33 Broad Street and Peabody Office Furniture.
- ABC invested in **training staff** by sending Megan Ramey to a workshop on Fostering Sustainable Behavior and to the Net Impact Conference in Portland, OR where professionals and students share what's working in the world of sustainability in business.

### **ABC Sustainability**

- ABC conducted a free **energy assessment** at the beginning of the year and had motion sensors and a programmable thermostat installed for 30% of the total cost through NSTAR's small business assessment program.
- ABC began **composting** in August where Megan Ramey bikes home food and coffee waste twice a month to use in her garden.
- ABC switched to **100% post-consumer waste** for copier paper and has a green printing policy for all external jobs with Recycled Paper Printer, Inc.
- As a tenant of 33 Broad, A Better City **coordinated our sustainability goals and desired practices** with property manager, Lincoln Property and owner, Shane & Associates.
- ABC facilitated the first ever **building wide Green Team meeting** for 33 Broad Street resulting in more widespread participation in the sustainability program.
- ABC received the **Bicycle Friendly Business Award** from both Boston and League of American Cyclists and was recognized as an EPA Green Power Partner for 100% electric offsetting.
- ABC purchased a **bike pump, tools and a pannier** for employees to use for their commute and travel to meetings.

### **A Better City Transportation Management Association**

- Through ABC TMA's commuter incentive program, realized the **prevention of 39,000 single occupancy vehicle miles** and supported participants in collectively logging **3,099 car free days**.
- Hired **new TMA Manager**, Aileen O'Rourke.
- Registered two new members: **33 Broad Street** and **Peabody Office Furniture**.
- ABC TMA has registered 130 new participants into the award winning, Guaranteed Ride Home program. In addition, the TMA has provided 42 rides from work to home in the event of emergency, unscheduled overtime and illness. To date, there are 2,643 participants in the program.

- **Held meetings** with the following members: Atlantic Wharf, Independence Wharf, HNTB, WilmerHale, Prudential Center, Pearson, Liberty Hotel, ERG, Fidelity, 75 Arlington/10 St. James, 225 Franklin Street, John Hancock, MGH, John Hancock Tower, Putnam Investments, State Street, Clarendon/Back Bay, 175/185 Cambridge Street, US EPA, and W Hotel Boston to expand participation in the TMA programs.
- Created and sent out a **Worksite Analysis Survey** to TMA members to gather data about tenants, facilities and transit benefits offered, received 13 back. All respondents were entered into a drawing to receive either a \$100 Amazon gift certificate or two iTunes \$10 gift card. Winners were: \$100 Amazon gift card (Amy DiBattista-Prudential Center), \$100 Amazon Gift Card (Andrea Terio-Independence Wharf) iTunes gift card (Essek Petrie-HNTB) and iTunes gift card (Kristen Felton-Prudential Center).
- Launched **Fall Facebook Promotion** to increase likes to the ABC TMA Facebook page, more than doubled likes to over 240. The promotion ends in mid-December with two winners receiving either a Prudential Gift Basket or a \$100 Amazon gift card.
- Hosted **10 free lunchtime walks as part of Summer Strolls and Fall Ramble series**: a total of 160 people participated in the walks.
- Organized a **Workout to Work Appreciation Event** to be held at Scholar's pub in Boston for all participants and to honor the Fall of Fame recipients. Received donations to give as door prizes including: Back Bay cycles gift certificate, UrbanAdventours T-shirt and bike tour, Mint Car membership with driving credit, WalkBoston membership, and Boston By Foot walking tour for 10 people.
- Made **ABC TMA presentations** to HNTB and 33 Broad Street tenants; 28 people attended these presentations.
- Hosted **Congressman Capuano's District Director, Jon Lenicheck**, at September Board Meeting to update members on national transportation issues.
- Co-Organizing Massachusetts **Excellence in Commuting Options (ECO) Awards** with MassRides and MassCommute.
- Conducted advocacy around the issue of the **transportation fringe benefit** reverting back to pre-ARRA levels.
- Registered five new participants into the **transit incentive programs** that provide cash subsidies to try out car/ vanpooling and some public transportation modes.
- Hosted or attended 16 **transportation, health and wellness, and benefits fairs/events** for a total of 29 for the year. To date, the TMA has reached out to more than 1,500 member employees through our events and fairs.
- Met with MassDOT and NuRide officials to implement the state's **new ridematching program**.
- Attended the **ACT National Conference** in Chicago, Illinois.

## **Marketing, Communications, and Membership Development**

- ABC saw a **500% increase in media hits** this year, including press mentions by: The Boston Globe, Boston Magazine, BostInnovation.com, and Sustainabizblog.com.
- ABC President Rick Dimino published an **op-ed on transportation finance** in the Boston.com's Podium blog, reaching an audience of nearly one quarter of a million daily readers.

- ABC recognized outstanding achievement in the built environment with the inaugural **Norman B. Leventhal Awards for Excellence in City Building**. Our 2011 recipients:
  - *Transportation*: MassDOT's Accelerated Bridge Program & the I-93 Fast 14 Project
  - *Land Development*: Mayor Thomas M. Menino
  - *Environment*: Boston Properties, Inc.
- ABC **celebrated our Fifth Anniversary as A Better City** with an awards ceremony attracting more than 200 influential business and civic leaders from across Greater Boston.
- ABC witnessed **record levels of audience engagement** for website traffic, electronic communications, and social media channels.
- ABC exceeded its original membership goal, and with the help of the Membership Committee raised over \$70,000 in new dues (see the following list).

**ABC MEMBERSHIP REVENUE REPORT**  
(January – December 2011)

- **New ABC Members:**

Boston Architectural College	\$ 5,000
Boston Children’s Museum	\$ 1,500
CB Richard Ellis	\$ 5,000
Conventures	\$ 5,000
EnterNOC	\$10,000
Friends of Post Office Square	\$ 5,000
Gensler	\$ 5,000
Hunneman	\$10,000
Mass Eye & Ear Infirmary	\$10,000
Meister Consulting Group	\$ 5,000
Perkins+Will	\$ 5,000
Save that Stuff	\$10,000

**Total:           \$76,500**