



# QUARTERLY NEWSLETTER

TRANSPORTATION • LAND DEVELOPMENT • ENVIRONMENT



## ABC launches "Bridging the Basin" campaign



Construction on the [Craigie Drawbridge](#), a portion of the McGrath O'Brien Highway (route 28) connecting Land Blvd. in Cambridge to Leverett Circle in Boston, has begun and will last through mid April, 2011.

A Better City (ABC) wants to make sure you know what your transportation back up plans are. During construction, we encourage you to use the [Bridging the Basin](#) website as a transportation resource and, if you are a member of our Transportation Management Association (TMA), to take advantage of the many commuter options programs that ABC TMA has to offer. Remember, ABC is here to help. [Contact](#) TMA Commuter Programs Coordinator, Dorothy Fennell, with any questions you may have about traveling in this area during construction, or how to best commute into work.

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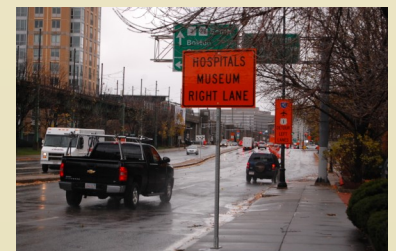
[ABC Board of Directors](#)  
[ABC Staff Directory](#)

For information about ABC news, email [dfennell@abettercity.org](mailto:dfennell@abettercity.org)

## Craigie Draw bridge closure schedule

- **November to early December:** restricted to two outbound, (Boston to Cambridge), travel lanes
- **Mid-December to February:** four travel lanes open for traffic into & out of Boston
- **February to April:** restricted to two outbound (Boston to Cambridge), travel lanes

ABC continues to encourage MassDOT to push an aggressive outreach program informing the public about construction, providing transportation alternatives and explaining detour options. Signage has been placed on major arterials leading up to the Leverett circle area that provide suitable detour routes. While access will be maintained to the Museum of Science and North Point, those traveling by car are encouraged to approach the area from the Boston side of the Charles River.



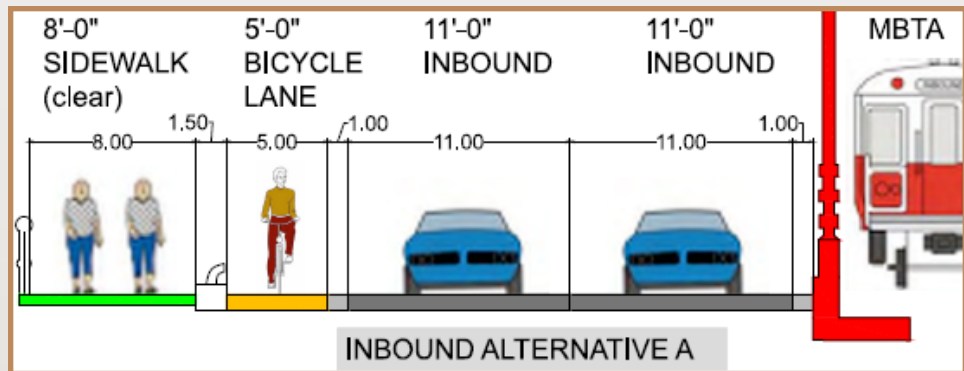
## Longfellow Bridge Task Force Update



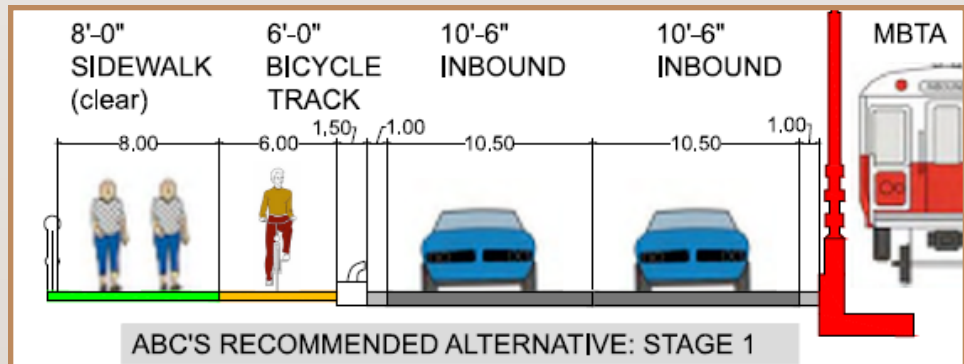
The Longfellow Bridge Task Force, established by the Massachusetts Department of Transportation (MassDOT), continues to meet and discuss how much space will be designated to the multiple types of transportation modes (*public transit users, pedestrians, bicyclists and automobile drivers*) that use this iconic bridge. One of the major topics of conversation concerns the intersections at either end of the bridge and how they can be modified, specifically at Charles Circle to make travel safe and efficient for all users.

ABC encourages the Task Force to address the needs of today while also building for future conditions and opportunities. We recognize that a two lane roadway from Cambridge heading toward Boston is critical to accommodating current traffic volumes, but also know that in the future those volumes may decline so that more space can be devoted for the exclusive use of pedestrians and bicyclists. Listed below are the streetscape layouts proposed by MassDOT and the alternatives suggested by ABC. For questions or further information contact ABC Planning Director, Thomas Nally Nally by [email](#).

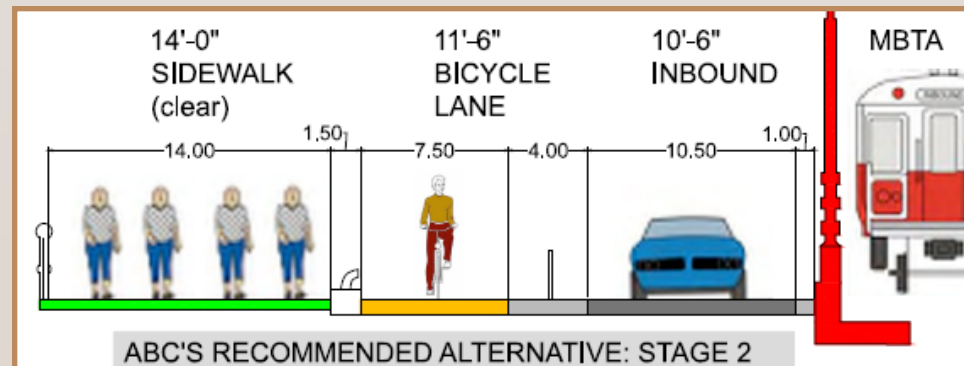
*design suggestion by MassDOT*



*design suggestion by ABC for Stage 1*



*design suggestion by ABC for Stage 2*



## ABC Young Leaders Tour George's Island

Members of ABC's Young Leaders committee concluded their summer meeting schedule with a cruise and private tour of the Boston Harbor Island's, Georges Island. Susan Kane, islands district manager for the Department of Recreation and Conservation, (DCR), led a personalized tour that covered the island's long history as a military fort, as well as the recent improvements to tourist facilities on the island.



Those improvements include a new Visitor's Center and conference room, solar panels and a full-menu outpost of Jasper White's Summer Shack restaurant. The group also enjoyed a spectacular sunset on the ride back and then ate dinner at the Daily Catch next to the DCR dock. To see photos from the trip visit ABC's new [Facebook page](#). Thanks to Susan Kane and her team for the tour and to ABC alumna Jessica Conaway --now with the *Boston Harbor Island Alliance* -- for her help organizing this great event. For more information about the Young Leaders committee and how you can get involved, contact ABC Director of Policy and Development, Rich Parr by [email](#).



## ABC Transportation Management Association

This past August, ABC Director of TDM and Sustainability projects, David Straus and TMA Program Coordinator, Dorothy Fennell traveled to Indian Wells California for the 2010 Association of Commuter Transportation (ACT) International Conference. The meeting is the annual gathering of professionals in the Transportation Demand Management (TDM) industry. Both David and Dorothy spoke at the conference. David's talk focused on the role that TMAs can take in advising businesses on steps that can be taken in the workplace to address Climate Change challenges. While Dorothy's talk focused on creating creative programming that encourages employee participation in bicycling events during National Bike Month. We are pleased to report that both talks were well attended and rated highly amongst conference attendees.

In addition to their presentations, Dorothy and David were awarded ACT's national award, the 2010 Innovative Marketing and Outreach prize, for the TMA's Guaranteed Ride Home (GRH) program. GRH provides commuters with a free ride from work to home in the event of an illness, emergency or unscheduled over time. Lastly, the New England Chapter within ACT that Dorothy and David are affiliated with, won Chapter of the Year for their commendable programs serving commuters across New England.



## *MAPC Receives \$4 Million Federal*

Congratulations to the Metropolitan Area Planning Council for their successful application to the federal Sustainable Communities Regional Planning Grant program.



The \$4 million prize will be used to implement [MetroFuture](#), MAPC's innovative and comprehensive plan for growth in the Greater Boston Region. ABC shares in MAPC's excitement over this grant as ABC President & CEO, Rick Dimino, served as the MAPC chair while MetroFuture was being drafted and was actively involved in its development. The grant will fund activities in six key categories (*sustainable growth patterns, housing choices, community vitality, regional prosperity, transportation choices and healthy environment*), from filling in key gaps in the MetroFuture plan to developing better tools and models for implementing the plan in communities across the region. For more information on the grant, please see MAPC's [press release](#).

## *Staff Trio Marks 40; ABC Celebrates 3 Big Anniversaries*

***Betty Sullivan, Director of Administration - 15 years***

***Rick Dimino, President & CEO - 15 years***

***David Straus, Director of TDM & Sustainability - 10 years***

Three of ABC's staff members are marking momentous anniversaries this year; passing employment milestones with the organization. Betty Sullivan, Rick Dimino, and David Straus started with A Better City when it was known by its former name, the Artery Business Committee, and located at our previous address, One Beacon Street.

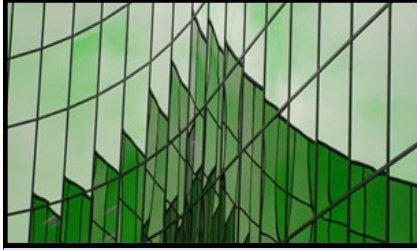


Betty Sullivan began with ABC working with just Tom Nally & Rick Dimino. Through the years her responsibilities grew with the organization; as the Director of Administration, Betty now manages the finance, human resources and administrative functions of ABC.

Rick Dimino managed ABC during one of the city's most challenging phases; the construction of the Central Artery/Tunnel Project. Under Rick's leadership, ABC has developed into a dynamic, membership based organization comprised of more than 100 Boston area businesses.

David Straus has helped grow ABC TMA into a vibrant association that has been recognized though the years as a TDM leader. Just recently the TMA was awarded the ACT National Marketing and Communication award for their Guaranteed Ride Home Program. David also leads the ABC's Sustainability Challenge, working with businesses to meet a broad range of sustainability standards and practices.

***We wish David, Rick and Betty many more successful years with ABC!***



## ***BREAKFAST FORUM: Making the Business Case for Sustainability***

*Tuesday, November 9th*

“Making the Business Case for Sustainability”, a breakfast forum hosted by ABC on November 9th was a success with seventy professionals from the sustainability industry in attendance. The forum highlighted several local organizations that have strived to incorporate sustainability through their operations and facilities management. We are proud to say the forum was a “no waste event” using durable china, glasses, silver and pitched beverages versus single-use disposables. ABC President & CEO, Rick Dimino, kicked off the forum with an introduction to how sustainability can be linked with better business practices, touted the to-date achievements of the ABC’s pilot year of the Challenge for Sustainability and encouraged participation for the 2011 Challenge program.

Following Rick’s introductory remarks, the City of Boston’s Commissioner of the Department of the Environment, Bryan Glascock, spoke about Mayor Menino’s Climate Action Plan, and his intentions to “be bold” in reducing greenhouse gases 20% by 2020. Bryan also added a couple of unique facts about Boston’s standing relative to other U.S. cities. First, according to Sustain Lane, Boston is currently ranked #6 in most sustainable U.S. cities, beat out by New York, Seattle, San Francisco, Chicago and Portland. Secondly, the very telling Trick-or-Treat rating by Zillow that equally weighs “[Zillow Home Value Index](#), population density, [Walk Score](#) and local crime data from [Relocation Essentials](#), ranked Boston #8 amongst cities nation wide that provide the most candy with the least walking and safety risk.

***Following below is a synopsis of six forum panelist:***

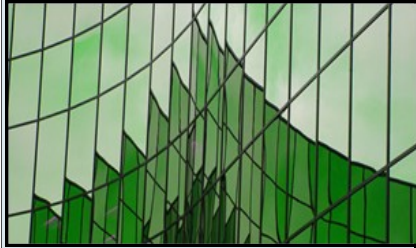
**Rachael Hinchliffe** of Environmental Defense Fund (EDF) provided a brief background on EDF’s environmental agenda and how it works to achieve its mission through engaging corporations to address environmental impacts in the board room rather than the court room. One such example was working with the McDonalds Corporation to replace their Styrofoam containers.

Rachel continued by giving an overview of EDF’s [Climate Corp](#) internship program, which places MBA interns at companies to investigate energy saving opportunities, which have totaled more than \$350 Million in 2010. Those interested in hosting an EDF summer intern can contact Rachel at [rhinchliffe@edf.org](mailto:rhinchliffe@edf.org).

**Shruthi Rao** of Akamai Technologies spoke about her experience as a 2010 Climate Corps Fellow and her responsibility in analyzing different contract structures from data center co-location providers.



Bryan Glascock of Boston’s Department of the Environment



## ***BREAKFAST FORUM: Making the Business Case for Sustainability***

*Tuesday, November 9th*

**Laury Hammel** of Sustainable Business Network of Greater Boston summarized the Sustainable Leaders program where they work with locally owned businesses to assess their current sustainability standing and then offer action items to complete over two years.

**Nils Klinkenberg**, a Sustainability Consultant, talked about the Natural Step framework and how it explains sustainability issues in terms of system inefficiencies. Nils expressed that much like it is not a person's goal to breath, digest and sleep (as these are necessary to survival); sustainability is equally not an organizational goal, instead, efficient operations are a necessity of accomplishments.

**Heather Henricksen** of the Office for Sustainability at Harvard University spoke about her department's accomplishments such as retrofitting Canaday Hall with solar panels, successfully encouraging student volunteers to make energy efficiency improvements within their dorm, and creating a building improvement loan program. This is no small achievement when it comes to the challenges of running a sustainability program for Harvard, a campus equivalent in footprint to a mid-size city!

**Carolyn Kaplan** of Nixon Peabody, brought the panel discussion to a close expressing the business case for sustainability in terms of employee recruitment and retention, consumer and supply chain demands, future regulatory environment, and avoiding tort lawsuits for environmental degradation. Carolyn further expressed Nixon Peabody's internal pledge to integrate sustainability throughout the firms operations and management.

We encourage you to view PowerPoint presentations and supporting materials from the panelists on ABC's [website](#).

A Better City hopes to host a "Making the Business Case for Sustainability" forum on a quarterly basis to bring in different panelists from local Boston organizations to share their thoughts and experiences. If you know of a potential panelist, please contact ABC Sustainability Coordinator, Megan Ramey by [email](#).





## Get Your Green On; Participate in A Better City's 2011 Challenge

What is your company doing to reduce greenhouse gas emissions? According to the [McKinsey Report](#) released in 2007, the number one greenhouse gas abatement option is improving the energy efficiency of buildings and appliances. The number two option is encouraging higher energy efficiency in vehicles and reducing the carbon intensity of vehicles.

Does your company have a sustainability strategy that addresses the energy efficiency of your buildings and vehicles or available transportation alternatives for your employees? If not, ABC would like to invite you to participate in our Challenge for Sustainability for 2011. Through our challenge scorecard and toolkit, you will be able to track and improve:

- energy efficiency
- water and waste consumption
- transportation
- program and employee education
- renewable energy options
- cleaning and toxins

And, even if your company does have a sustainability strategy, another pair of eyes cannot hurt and you may learn from sharing best practices with other Challenge participants through our meetings and workshops. ABC is excited to announce for 2011, a facilitated energy management workshop, where participants and their facilities manager will meet on a quarterly basis to share technical knowledge and assist participants with the development of a comprehensive energy management plan. Stay tuned for upcoming information on how to register. Additionally, there will be monthly meetings and / or forums where we discuss a facet of environmental business strategies. All of this at **no cost to ABC members!**

### The Challenge for Sustainability has a few requirements for participation:

- Allow ABC staff to collect data utility consumption (electric, gas, water, waste) to provide performance metrics.
- Pledge to work with ABC staff in reducing greenhouse gas emissions by 2% in 2011.
- Pledge to work with ABC staff to set and meet an overall Challenge goal.
- Participate in one meeting, workshop or forum every quarter.

If all of this floats your boat, please register for the 2011 Challenge for Sustainability [here](#).





# COMMITTEE UPDATES



## *Project Development Committee Discuss Massachusetts Rail Projects*

The ABC Project Development Committee, chaired by Jim Keefe of Trinity Financial, met Sept. 22 to hear two briefings from MassDOT on rail projects currently in the works. First, Kristina Egan presented on the South Coast Rail, a project that goes beyond simply expanding commuter rail service to Fall River and New Bedford to include smart growth around proposed stations and conservation projects as well. Next, MassDOT counsel Jamey Tesler discussed the Commonwealth's recent acquisition of rail assets from the freight rail company CSX, the state's federal grant application for track expansions at South Station, and the new Statewide Rail Plan - the first such document in 20 years.

As a result of the briefing, A Better City drafted a letter in support of the South Station project and convinced the Business Alliance for Northeast Mobility, of which ABC is a member, to do the same. We wish MassDOT luck with the grant application and with all of the rail projects coming down the tracks.

## *South Boston Stakeholders Discuss Convention Expansion*

The South Boston Stakeholders Committee - a group comprised of ABC members, other businesses and city and state officials - met at the Boston Convention and Exposition Center on Oct. 6 for an update on Boston's most promising new neighborhood, the Seaport District. First, Richard McDonough of the Boston Redevelopment Authority (BRA) gave an update about new projects in various phases of development in the neighborhood. Then his BRA colleague Peter Gori discussed the new wayfinding signs for the neighborhood, which will be going into the ground over the next year. Finally, Massachusetts Convention Center Authority CEO Jim Rooney presented on the T5 Initiative, the Convention Center's study of a possible expansion and construction of additional hotel rooms nearby. For further information on South Boston Stakeholder news, contact ABC Director of Policy and Development, Rich Parr by [email](#).

## Upcoming Meetings

*The following meetings are open to A Better City and A Better City TMA members. For information about membership please contact ABC Director of Policy and Development Richard Parr by phone (617-502-6244) or email ([rparr@abettercity.org](mailto:rparr@abettercity.org)).*

- **ABC Board Meeting: November 17th, 2010**
- **ABC Transportation and Construction Committee Meeting: January 12th, 2011**