ENHANCEMENT COMMITTEE UPDATE

New park coming!

@BostonPlans #GreenwayP2
CONSERVANCY BOARD SEATS

ANDREA TERIO
Greenway BID Stakeholder Survey Results
A Better City | Denterlein | September 19, 2019
Survey Goals

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

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

#3 Inform use of future 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.
7. Why do you generally visit The Greenway? Check all that apply.
8. How interested are you in The Greenway overall? (e.g., programming, activities, and general park preservation and upkeep)
9. What type of enhancement(s) do you feel would improve The Greenway as an important 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

- Over 80 enhancement ideas
- 156 individual responses
- 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
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
kadam@denterlein.com | 3 Post Office Square #701
CONSERVANCY BOARD SEATS

FY19 FINANCIALS
DIRECTORS VOTE
<table>
<thead>
<tr>
<th>Name</th>
<th>BID Property</th>
<th>Region</th>
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<tbody>
<tr>
<td>Jenny Morse</td>
<td>Faneuil Hall</td>
<td>North Region</td>
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<td>Federal Reserve Bank of Boston</td>
<td>South Region</td>
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<tr>
<td>Steve Faber</td>
<td>The Beverly / Courtyard Marriott Marriott</td>
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<td>David Wilkinson</td>
<td>125 High Street</td>
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<td>Don Chiofaro Jr</td>
<td>Harbor Garage &amp; International Place</td>
<td>Central Region</td>
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<td>Jack Clark</td>
<td>225 State Street</td>
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<tr>
<td>Ron Druker</td>
<td>2+24 Edinboro Street</td>
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CLIMATE READY BOSTON
CLIMATE READY DOWNTOWN AND NORTH END
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

- 4' TO 5' ABOVE GRADE
- INTERSECTION RAISED 5'

NEW PARK SPACE OPPORTUNITY 5' ABOVE GRADE
BLUEWAY CONCEPT IN PROGRESS

RAISED ROAD OPTION
- FLOOD PROTECTION
- ELEVATION DFE APPROX. +15
- HARBORWALK
- RAISED LAND
- RAISED ROAD

WATERFRONT OPTION
- FLOOD PROTECTION
- ELEVATION DFE APPROX. +15
- HARBORWALK
- RAISED LAND
- FILLED LAND
- MADINA LOCATIONS SUBJECT TO CHANGE
1 IF BY LAND, 2 IF BY SEA
IMMEDIATE RISK REQUIRES EARLY ACTION
CLIMATE READY DOWNTOWN AND NORTH END

JAN
CLIMATE READY BOSTON DOWNTOWN KICKOFF

MAR 12
ENGAGEMENT TOUCH POINT:
OPEN HOUSE #1
Learn about the project and provide feedback on how you experience flooding and waterfront open spaces

MAY 20
WHARVES + PIERS

MAY 16
UTILITIES + TRANSPORTATION

JULY 16
ENGAGEMENT TOUCH POINT:
OPEN HOUSE #2
Provide feedback on draft design schemes that improve your waterfront open spaces and create a more resilient downtown

JULY 16
LONG WHARF MARINE TRANSPORTATION WORKSHOP

SEP
CLIMATE READY DOWNTOWN FINAL REPORT

AUG
LOVEJOY WHARF

FOCUS GROUP MEETINGS
NEAR-TERM & LONG-TERM
THANK YOU