



# 2012 Annual Accomplishments

## TRANSPORTATION FINANCE AND POLICY

- Co-managed \$200,000 grant from the Barr Foundation to study transportation finance. ABC managed portion of grant examining potential revenue options for transportation, including review of existing literature, projection of potential revenue from broad-based taxes, and consultant-led study of economic, environmental and other impacts. ABC helped organize and participated in learning clusters bringing leaders of transportation campaigns in other cities and states to Boston to share best practices. ABC also helped organize and was part of a delegation of transportation advocates, public officials and business leaders from Massachusetts that visited St. Louis to learn about that city's successful transit finance campaign.
- With consultants from AECOM and input from MassDOT, prepared a scope of work and managed a study of transportation economic impact, with a first phase funded by \$150,000 from The Boston Foundation and the Massachusetts Competitive Partnership. The state-wide study determined the benefits of investing in transportation enhancements that can support economic development efforts and the cost of not investing in enhancements, as demonstrated by modeling of impacts and illustrated by three case studies for Western, Central, and Eastern Massachusetts.
- Helped organize, with the statewide coalition Transportation for Massachusetts, meetings with elected officials and editorial boards of local newspapers to discuss the importance of investing in transportation.
- Testified in favor of transportation investments and specific projects supported by ABC members at MassDOT "Your Vision, Our Future" hearings in Quincy, Lowell, and Boston.
- ABC President and CEO Rick Dimino served as a panelist at the US News and World Report Summit "Sustainability That Moves Us" on sustainable urban development and innovation, at the Seaport Hotel.
- ABC Policy Director Richard Parr represented Boston at quarterly meeting of the Business Alliance for Northeast Mobility, a coalition in favor of investment in high-speed and intercity rail in the Northeast Corridor, in New Haven, and at a Federal Railroad Administration scope session regarding their planning for the corridor, in Boston.
- The ABC Transportation Finance and Policy Committee met jointly with the ABC Transportation Management Association board to hear a presentation on MassDOT's Mode Shift initiative to triple the share of transit, walking and biking trips in the Commonwealth by 2030.
- ABC filed comments on MassDOT implementation plan for its GreenDOT sustainability initiative, which is designed to help the transportation sector meet the goals of Global Warming Solutions Act.
- Commissioned briefing papers by consultant Astrid Glynn on the state's 5-year capital plan, the federal TIFIA transportation loan program, and the application of sale tax to online sales as it relates to MBTA and general transportation funding.

- The Transportation Finance and Policy committee hosted Somerville Mayor Joseph Curtatone for a discussion of how business and municipal leaders can coordinate on the issue of transportation finance.

## TRANSPORTATION PROJECTS AND LAND DEVELOPMENT

- Managed completion of a **Metropolitan Infrastructure Survey** prepared by consultants from AECOM funded by a grant of \$50,000 from The Boston Foundation. The survey reviewed 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 within the MAPC jurisdiction.
- Managed completion of the first phase a **Surface Transportation Optimization Pilot Study** prepared by consultants from VHB funded by a \$134,000 grant from the Barr Foundation. The first phase reviewed MBTA initiatives, analyzed best practices in the U.S. and abroad, and included a fact-finding trip to London to evaluate methods for improving bus operations and travel times, and to review alternative fuel technologies to reduce greenhouse gas emissions. The second phase, to be completed in 2013, will apply relevant best practices to prepare and evaluate a conceptual design for improvements along a pilot bus route in Boston.
- Initiated a detailed review of **Longfellow Bridge Reconstruction** construction phasing and traffic management, meeting with MassDOT managers and their traffic consultant and arranging meetings with the three design/build entities competing for the contract. Supported active review and evaluation of this information by the ABC Transportation and Construction Committee.
- The **Greenway Abutters Committee** reviewed the status of Greenway funding, state support, possible Business Improvement District models, and the Conservancy's five year finance plan.
- Advocated for **continued state involvement in the funding the Greenway** as a prerequisite for a structured contribution from Greenway abutters.
- 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 Anderson Memorial, Western Avenue, and River Street Bridges and related connections.
- The Transportation and Construction Committee reviewed reports on the **Capital Maintenance Program** of the Metropolitan Highway System including planning for the replacement of the Commonwealth Avenue deck over the Turnpike Extension at the BU Bridge.
- ABC Planning Director Tom Nally served on the Boston Redevelopment Authority's **Fairmount Corridor Planning Initiative Corridor-wide Advisory Group** addressing transportation and economic development concerns of neighborhoods along the Fairmount Line in Roxbury, Dorchester, Mattapan, and Hyde Park.
- The Urban Ring Institutional and Business Committee continued to review plans and advocate for **transportation improvements in the Urban Ring corridor**, including construction being completed 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.
- 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**. Met with potential consultants and **prepared draft scopes** of for development of a new strategy for

consideration by leadership of the Urban Ring Institutional and Business Committee.

- Chaired a meeting of the **Urban Ring Citizens Advisory Committee** that heard status reports on transportation improvements in the corridor including the recent opening of the Martin A. Coughlin Bypass Road in East Boston and the initiation of a second study for extending Silver Line service into Chelsea, long advocated by the committee.
- Successfully advocated with Boston Transportation Department for **installation of bicycle racks** as part of the reconstruction of Broad Street, the first street redesign in the City's Crossroads Initiative.
- Facilitated meetings of Broad Street Abutters to establish a **method for financially supporting adequate maintenance** of improvements in Broad Street.
- **Testified on proposed improvements to Causeway Street** being advanced as part of the City of Boston's Crossroads Initiative.
- **Testified in support of keeping the full design of the Red Line/Blue Line Connector** project on the State Implementation Plan (SIP) list of required air quality mitigations associated with the Central Artery/Tunnel project.
- Authored letter of support for **zoning approval of the One Canal project** to build a residential housing and retail, including a supermarket, on a MassDOT-owned parcel in the Bullfinch Triangle section of Boston.
- The **Project Development Committee** received briefings on the Green Line Extension to Somerville and Medford, the South Station Expansion, the Fairmount Corridor Planning Initiative and the MBTA Commuter Rail procurement process.
- The **South Boston Stakeholders** received briefings on State Street Corporation's new offices in Channel Center, the City and Massport's plans for water transportation, the South Station expansion and plans for improvements to Summer and Congress Streets.

## SUSTAINABILITY AND CLIMATE CHANGE INITIATIVE

### Challenge for Sustainability:

- **Recruited 23 new facilities for the 2013 Challenge**, representing an additional 7 million square feet and including the Hancock Tower, Dana Farber Campus, Boston Common Garage, Save That Stuff, Forest City Management, World Trade Center Campus, 255 State Street, Synergy Investments, and Zoo New England.
- Produced, with a \$15,000 grant from the Barr Foundation, **four micro-documentaries about the Challenge for Sustainability**: "Build It, They Will Fill It", "Small Business, Big Rewards", "Scorecard" and "Walking the Walk".
- **Facilitated utility audits at 18 participants in the City of Boston Main Streets program**, saving participants \$20,000 and 110,378 kWh in energy per year.
- **Launched a Metering Equipment Pilot** that will enable ABC to purchase and install metering equipment in Challenge participants' facilities. Developed marketing materials for recruitment. Conducting research on metering equipment and vendors.

- **Provided waste audits** to five Main Streets participants through Save That Stuff.
- **Added four new web pages** to communicate success stories of the Challenge: Year End Report, Media Kit, Case Studies and Project Database.
- Hosted a **portfolio manager training workshop** for Challenge participants.
- Led seven Main Street facilities through **audits of their walk-in coolers**, with all moving forward with updates.
- Conducted **mid-year action plan meetings** in person at all 72 participants.
- Hosted **2013 Challenge for Sustainability Kick Off party** at TD Garden.
- Hosted a public workshop on **“Changing Energy Behavior in the Workplace.”**
- Hosted a public workshop entitled **“Implementing Sustainable Waste Management Practices in the Workplace”** in partnership with MassRecycle.
- Hosted five **monthly networking and best practices meetings** on the topics of “Green Leases”, “Water Efficiency”, “Top Places to Work”, “I.T. is Powerful”, and “Partnerships”.
- Held four **informational/recruitment sessions** for businesses in Four Corners, East Boston, and St. Marks neighborhoods.
- **Revamped the Toolkit for Sustainable Business** through the work of our summer intern, Salmaan Khan, from Harvard’s Graduate School of Design program.

## **Commercial Real Estate Working Group/Green Ribbon Commission:**

- Entered into \$46,500 contract to support **Boston Green Tourism’s engagement of hoteliers** in sustainability efforts.
- Conducted **four focus groups to provide feedback** on the City of Boston’s proposed Building Energy Reporting & Disclosure ordinance, which resulted in changes to the draft.
- Continued engagement on behalf of commercial real estate sector in **development of utility three-year plans**, including providing testimony to the Department of Public Utilities.
- Conducted research on **Class B building engagement with energy efficiency programs**.
- Developed a **proposal to conduct a remote assessment/auditing pilot** with 20-25 buildings.

## **Transportation Management Association:**

- Conducted a **commuter transportation survey** to gather data on mode split and commuter preference from 3,375 employees and tenants.

- Realized the **prevention of more than 55,000 vehicle miles traveled** and facilitated more than 6,000 care free days.
- Launched **redesign of TMA website** that will include the automation of all program registration and management and enable participants and members to access data on their participation.
- **Finalized negotiations with MassDOT for FY 2013 funding**, which will provide up to \$50,000 in support funds to the TMA.
- Held an **Employee Tenant Transportation Coordinator (ETTC) Training** at Putnam Investments.
- Redesigned **TMA program logos and brochures**.
- **Recruited one new member**: Meister Consulting Group.
- **Held Transportation Fairs** at Independence Wharf, 131 Dartmouth, Citizens Bank (28 State), WilmerHale and Rowes Wharf, reaching a total of 127 commuters.
- **Attended benefits fairs** at Citizens Bank (28 State), Shriner's Hospital, Putnam Investments, Liberty Hotel, WilmerHale, and Massachusetts General Hospital's Main and Charlestown campuses, reaching more than 350 commuters.
- Partnered with the Environmental Insurance Agency to **launch a new benefit for participants registered in ABC TMA's Guaranteed Ride Home program**, which will provide access to discounted auto insurance rates for individuals who drive less throughout the year.
- Conducted **lunch-time walking series** from August through October that includes 6 guided walks throughout the city.
- **Registered 325 new participants into the Guaranteed Ride Home program** and provided 41 rides home.
- Led MassCommute's efforts to work with MassDEP to coordinate a stakeholder process to **review the Rideshare Regulation**.

## **TMA Expansion & SMART Facility Grant:**

- **Installed three electric vehicle charging stations** at Rowes Wharf, two in the valet area and one in the residential parking area. The estimated \$27,000 cost of the equipment was covered by a grant from the U.S. Department of Energy.
- **Secured signed Memorandums of Understanding to join the TMA** from the Boston Red Sox, the Museum of Fine Arts and the Doubletree Hotel, and secured verbal commitment to join from Boston University.
- **Developed design recommendations** for improved, secure bicycle parking.
- Reviewed the feasibility of **implementing a parking guidance system (PGS)** at Rowes Wharf, to reduce GHG emissions from circulating and idling vehicles and from ventilation systems.

## **MARKETING, COMMUNICATIONS, AND MEMBERSHIP DEVELOPMENT**

- ABC saw an increase in both scope and number of media hits this year. In addition to press mentions by the Boston Globe, CommonWealth Magazine, and Boston.com, ABC staff was featured in radio, TV segments, and blog coverage.
- ABC recognized outstanding achievement in the built environment with the 2012 Norman B. Leventhal Awards for Excellence in City Building, keynoted by U.S. Secretary of Transportation Ray LaHood. Our 2012 recipients:
  - Transportation: Jane Garvey
  - Land Development: The Boston Red Sox
  - Environment: Amos Hostetter
- ABC expanded membership of ABC's Young Leaders group by 35%. This expansion comes hand in hand with a revitalized portfolio of Young Leaders events designed to promote collaboration across the industries represented by ABC.
- Launched "See and Be Seen" campaign to promote road awareness, safety and visibility among cyclists, drivers and pedestrians, including an educational poster designed by local bike artist Bikeyface and an online resource guide for cyclists. This campaign engaged transportation and cycling groups, local bloggers, and ABC's social media community and generated unprecedented success for ABC's online marketing efforts.
- Launched ABC's own policy blog devoted to discussion of our advocacy issues in the areas of transportation, land development, and environment. The blog has generated media attention, engaged our public audience, and been a primary driver of traffic to the ABC website.
- ABC President Rick Dimino published an op-ed on transportation finance for the Boston Business Journal. Rick and ABC policy director Rich Parr also submitted letters to the editors of the Boston Globe and the Boston Herald.
- ABC witnessed record levels of audience engagement as measured by website traffic, via electronic communications and through social media channels.
- Thanks to an outstanding roster of speakers and an updated outreach process, ABC witnessed record levels of attendance at ABC Board meetings this year.
- ABC exceeded its original membership goal and with the help of the Membership Committee raised over \$70,000 in new and enhanced dues.