



April 9, 2024

Roxbury - WHITE STADIUM NEIGHBORHOOD TRANSPORTATION WORKSHOP

CITY of BOSTON

Zoom Interpretation Services

Spanish: Para traducción en Español,

1. Vaya a la parte baja de la pantalla, en la barra horizontal, y presione la tecla "Interpretation".
2. Luego seleccione el idioma que desea escuchar.
3. Después de seleccionar, usted entrará a la reunión en el idioma "Español".



Haitian Creole: Pou entèpretasyon Kreyòl ayisyen,

1. Ale nan kontwòl ba nan pati anba ekran an epi Klike sou "Interpretation."
2. Apre sa, klike sou lang ke ou ta renmen tande a.
3. Kounye a ou gen aksè a reyinyon an Kreyòl ayisyen.



Cabo Verdean Creole: Gossim bu ta entra na reuniao na kriolu,

1. Bai na barra de controlo horizontal na parte inferior di computador bu kalka na "Interpretation".
2. Depos kalka na idioma qui bu kre ovi.
3. Agora djabu sta ta entra na reuniaun em creole.



COMMUNITY GUIDELINES

- For all participants:
 - **Maintain respect for others in this space.**
 - **Use “I” statements and share if you are representing a neighborhood association or group.**
 - **Prioritize Roxbury residents’ comments about transportation.**
 - **Limit your comments to two minutes**
 - **Give and take air time.**
- For the project team:
 - We will collect and review your feedback from questions during discussion and the polls.
 - We will answer as many questions in the chat as we can.
 - If your comments are not addressed during the discussion, please reach us at whitestadium@boston.gov



WORKSHOP AGENDA

1. Project Overview
2. Transportation Planning Approach
3. Proposed Multi-modal Plan for NWSL games at White Stadium
4. Applying the plan
5. Discussion

Presenters: City of Boston

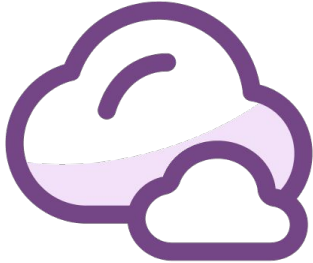
- Brianna Millor, Chief of Community Engagement
- Anshi Moreno, Policy Advisor, Mayor's Office
- Nick Gove, Transportation Commissioner
- Brian Beisel, Howard Stein Hudson, Boston Unity Soccer

Available for Q&A:

- Morgan McDaniel, Deputy Chief of Operations, City of Boston



slido



What transportation topics do you want to see covered today about transportation at White Stadium?

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.



PROJECT OVERVIEW

Why Pursue This Opportunity?

PROJECT OVERVIEW

Renovating White Stadium Has Been Discussed For Decades, Without Any Outcomes.

1970

White Stadium Cost: \$5 Million

The Boston Redevelopment Authority yesterday proposed conversion of White Stadium as a site for the Patriots after Harvard again rejected the pro football club's request to use Harvard Stadium. Details of the B.R.A. plan are:

PRICE — Knowledgeable people who have inspected the facility say it can be enlarged to 50,000 seats for less than \$5 mil-

lion. They point out that in the past two years, Tampa, Fla., and Memphis, Tenn., have constructed football stadiums seating in the vicinity of 50,000 for less than \$4 million. The \$5 million repair job at White Stadium would be the first stadium proposal in this area for less than \$25 million.

FINANCING — The money necessary for the

enlargement could come either through public or private financing. The Boston Redevelopment Authority could float a bond issue covering the cost of rebuilding White Stadium. The B.R.A. would back up the bonds with a long term lease from the Patriots, guaranteeing a certain rental figure per year.

For example, if a bond of \$4 million were floated over 30 years, the Patriots would sign a lease guaranteeing \$150,000 per year. Over 30 years this would run to \$4.5 million. Further revenues could be derived from concessions and other rentals.

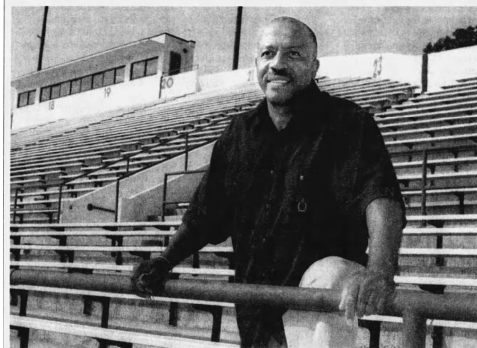
USAGE — Since it was opened in 1967, the 10,515-seat White Stadium has been used for the

schoolboys for football track.

Exponents of a larger White Stadium for a plan which would retain the track facility Astro-Turf the field, turf, or some other artificial surface, would the schoolboys, and pros to use it without any fear playing surface ruined.

PROPOSAL, Page

2000



GLOBE STAFF PHOTO/GEORGE RUTER

Kenneth Still, the new athletic director for Boston's public schools, at White Stadium. "I can remember this whole side of the stadium ... cheering on a track team," he says.

JAMAICA PLAIN

Man with a dream: filling those empty seats at White Stadium

1990

Many benches in the stands are broken.

A closeup of one of the broken benches.

FRANKLIN PARK

Young athletes still await stadium's rehab

City's promised \$2m renovation of Hub students' sports facility delayed since 1984

2013

LOCAL NEWS

July 2nd, 2013

Proposal to renovate Franklin Park's White Stadium draws favorable reaction

Martin Desmarais

2015

A plan to restore Franklin Park's jewel

► WALKER

Continued from Page B1

Fish said he will kick off the fund-raising campaign with \$5 million out of his pocket, as he did when he began Boston Scholar Athletes. Mayor Thomas M. Menino has endorsed the plan and the city's financial commitment to it. Fish said he believes the business community will be eager to invest in the project as well, that they simply haven't been approached.

The stadium and community center is a small but important investment, Fish said, in Boston's youth.

"It's about our future," he said. "We are the first genera-

Its current condition was summed up by a rusted padlock.

tion to leave the world worse off than we found it. This is a little step in doing something about that. White Stadium will stay the way it is for the next 20 years if we don't do something about it."

Adrian Walker is a Globe columnist. He can be reached at walker@globe.com. Follow him on Twitter @Adrian_Walker.



LAURIE SWOPE FOR THE BOSTON GLOBE/FILE 2003

Fundraising for a \$45 million project to return White Stadium to its former glory is set to kick off on Wednesday.

Past plans have never succeeded at finding the right combination of funding, partnership, and public benefits that prioritizes city residents.



Public Facilities



BOSTON
Public Schools

CITY of BOSTON

Mayor Michelle Wu

PROJECT OVERVIEW

Benefits of a Public-Private Community Partnership for Franklin Park as a whole.

- Deliver **higher quality amenities and programs** than the City could on its own
 - Sustainable maintenance partner to preserve investments
 - Outdoor and indoor amenities: high quality field, 400M track, athletic hub with public amenities
- Create new **pathways to prosperity**
 - New jobs at all construction stages
 - MWBEs and local business opportunities
 - Community Benefits Fund
- Accelerate implementation of the **Franklin Park Action plan**
- Provide **support for other large events** at the park



PROJECT OVERVIEW

Sample Future Schedule

*Boston Unity Soccer would use <10% of all available field hours.

- Community Events
- BPS Athletics
- Boston Unity
- BPRD Summer Camp

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	31	1	2	3
Puerto Rican Festival	BPRD Summer Camp	BPRD Summer Camp	BPRD Summer Camp	BPRD Summer Camp	BPRD Summer Camp	Special Olympics
	Summer Conditioning	Summer Conditioning	Summer Conditioning	Summer Conditioning	Summer Conditioning	Boston Unity Game
	Track & Field	Track & Field	Track & Field	Track & Field	Boston Unity Practice	
4	5	6	7	8	9	10
	BPRD Summer Camp	BPRD Summer Camp	BPRD Summer Camp	BPRD Summer Camp	BPRD Summer Camp	
	Summer Conditioning	Summer Conditioning	Summer Conditioning	Summer Conditioning	Summer Conditioning	
	Track & Field	Track & Field	Track & Field	Track & Field	Track & Field	
11	12	13	14	15	16	17
	BPRD Summer Camp	BPRD Summer Camp	BPRD Summer Camp	BPRD Summer Camp	BPRD Summer Camp	NCAA X Country meet
	Summer Conditioning	Summer Conditioning	Summer Conditioning	Summer Conditioning	Summer Conditioning	Boston Unity Game
	Track & Field	Track & Field	Track & Field	Track & Field	Boston Unity Practice	
18	19	20	21	22	23	24
Caribbean Kiddie Festival	BPRD Summer Camp	BPRD Summer Camp	BPRD Summer Camp	BPRD Summer Camp	BPRD Summer Camp	
	Summer Conditioning	Summer Conditioning	Summer Conditioning	Summer Conditioning	Summer Conditioning	
	Track & Field	Track & Field	Track & Field	Track & Field	Track & Field	
25	26	27	28	29	30	31
	Cheerleading Practice	Cheerleading Practice	Cheerleading Practice	Cheerleading Practice	Cross Country Practice	Track & Field practice
	Cross Country Practice	Cross Country Practice	Cross Country Practice	Cross Country Practice	Soccer Practice	Boston Unity Game
	Soccer Game	Soccer Practice	Soccer Practice	Soccer Practice	Boston Unity Practice	



Transportation Planning Approach

KEY QUESTION

- How do we best manage traffic for NWSL soccer game days to serve both residents and visitors AND improve transportation challenges for existing large events at White Stadium?

OUR APPROACH

- The RFP asked for “a preliminary transportation plan”. Boston Unity Soccer Partners (BUSP) included a multimodal plan in their submission. The City has since collaborated with Boston Unity Soccer to refine this plan using:

**Public
Feedback
(Sept & Oct
Transportation
Meetings)**

**Franklin Park
Action Plan
guidelines**

**City
transportation
initiatives in
nearby areas**

**In-depth
traffic
management
analysis**

**Review of
City
enforcement
tools to apply**

**Review of City &
BUSP new staff
commitments
(new Parks staff,
Community
Engagement
Director, etc.)**



OUR APPROACH

We then developed transportation goals for game days at White Stadium:



Improve pedestrian safety, accessibility, and wayfinding at park entrances.



Make it easy for neighborhood residents and park visitors to get around.



Encourage use of sustainable transportation choices.



Ensure efficient traffic management during large events.



Use new and existing tools to protect parking and mobility in the surrounding neighborhoods, especially during big events.

OTHER EVENTS AT WHITE STADIUM AND THE PLAYSTEAD

White Stadium has continued to be the home to many large events **without transportation plans.**

Game Day transportation plans will serve as a **blueprint for other large events.**



15,000 Spectators



1,000 Spectators



1,000 Spectators



2,200 Spectators

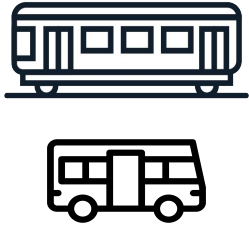




A multi-modal plan for Roxbury

HOW WE EXPECT FOLKS WILL GET TO FRANKLIN PARK ON GAME DAY

Public Transportation



Off Site Parking & Shuttle



Rideshare



Bike



Walk



1. ENCOURAGE PUBLIC TRANSPORTATION



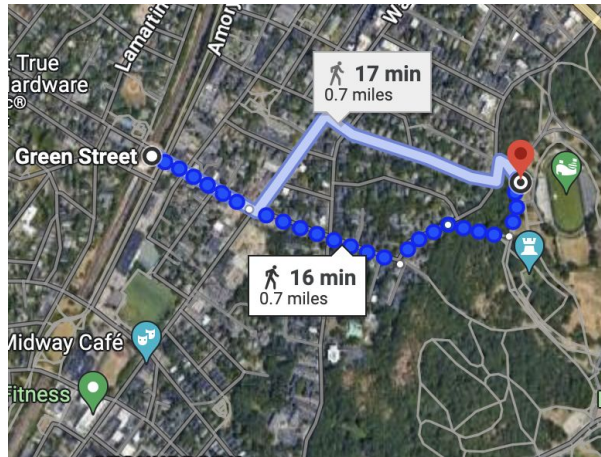
- Our first priority is encouraging people to take transit instead of driving
- Franklin Park is well served by public transit
- Boston Unity Soccer will run shuttles from **Red Line** and **Orange Line** stops
- We intend to implement sustainable transportation practices and raise awareness about green options



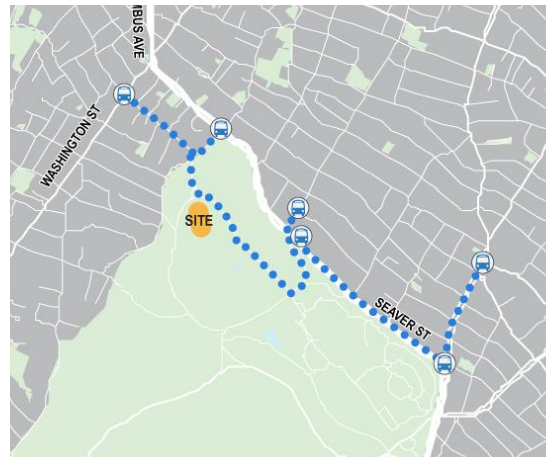
1. ENCOURAGE PUBLIC TRANSPORTATION



Public transit is within a walkable distance on both sides of Franklin Park.



Green Street Station to White Stadium
- 16 minutes



Bus stops to White Stadium - 6-15
minutes



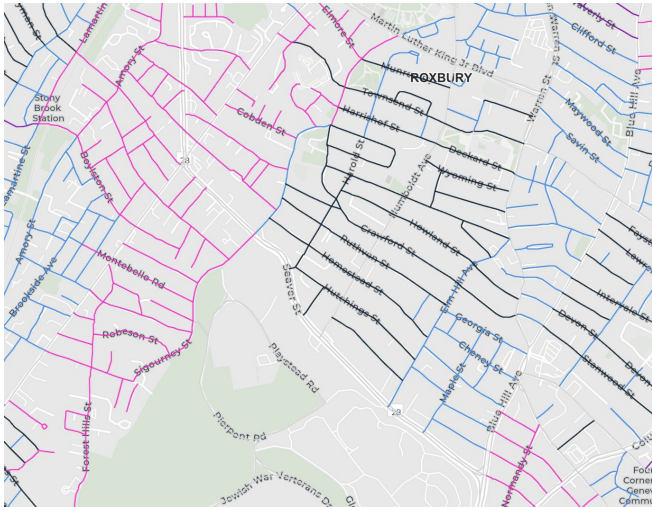
Gillette Stadium Outer Parking Lots
to Entrance - 16 minutes



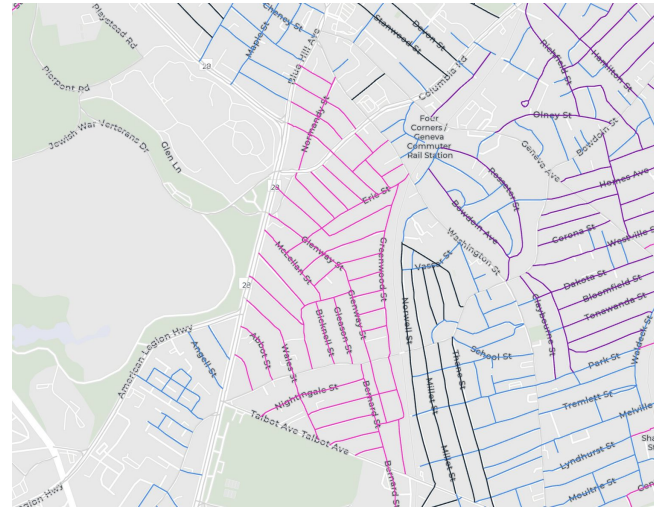
2. SUPPORT PEDESTRIANS AND CYCLISTS



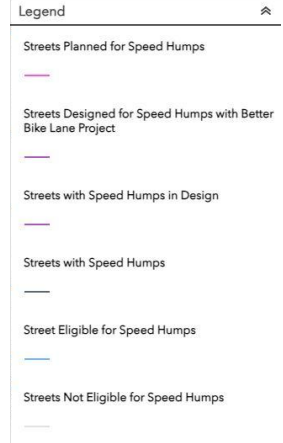
We're moving faster than ever before to make our City streets safer by using speed humps, signal changes, street design tools and other interventions needed to curb speeding, reduce crashes, and make neighborhoods more comfortable for walking, biking, and rolling.



North of White Stadium



East of White Stadium



BOSTON.GOV/SAFETY-SURGE



2. SUPPORT PEDESTRIANS AND CYCLISTS

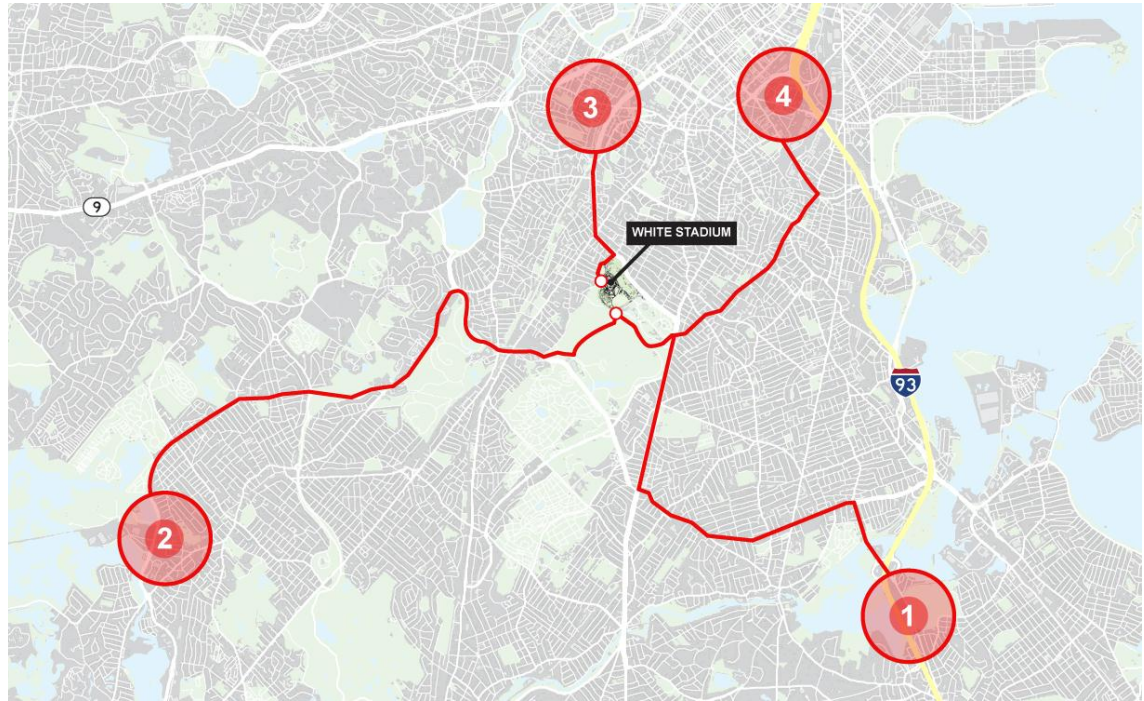


Bike parking for approx 1,000 bikes, including private bike and blue bike valet

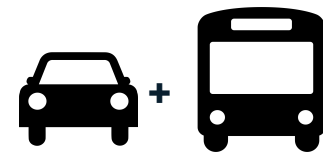
3. PROVIDE SATELLITE PARKING



- For those who intend to drive, our strategy is to prevent them from driving close to the stadium.
- There will be no parking for soccer fans on site, and no parking in nearby neighborhoods
- Boston Unity Soccer will provide satellite parking and shuttles to the stadium



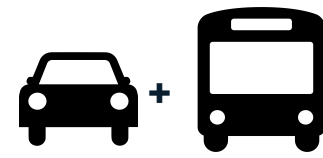
3. PROVIDE SHUTTLES FROM PUBLIC TRANSIT AND SATELLITE PARKING



- BUSP originally suggested reopening the Seaver St exit but decided against it due to community feedback
- Southern Shuttle Loops will serve:
 - Southwest satellite parking
 - East satellite Parking
 - Forest Hills MBTA stations
 - Red Line MBTA stations
- Shuttles on Circuit Drive will turn around in the Valley Gates lot



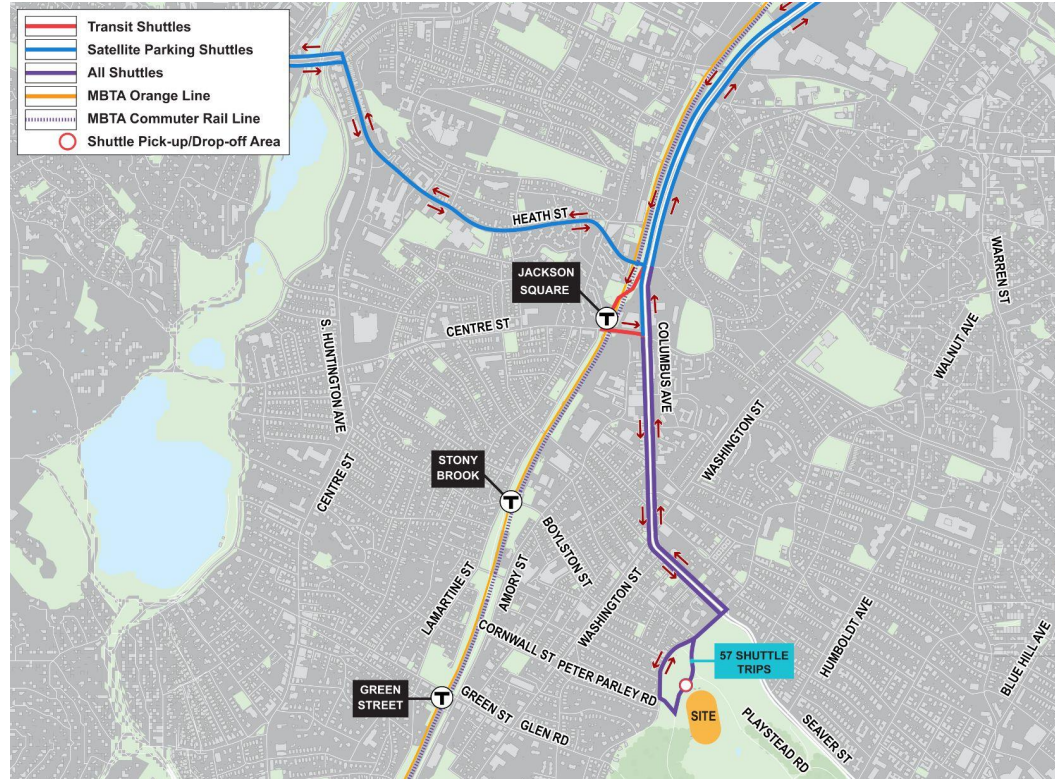
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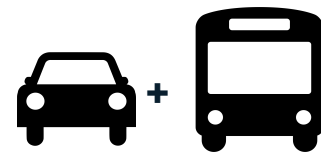
Northern Shuttle Loops will serve:

- Northwest satellite parking
- Northeast satellite Parking
- Jackson Square MBTA stations

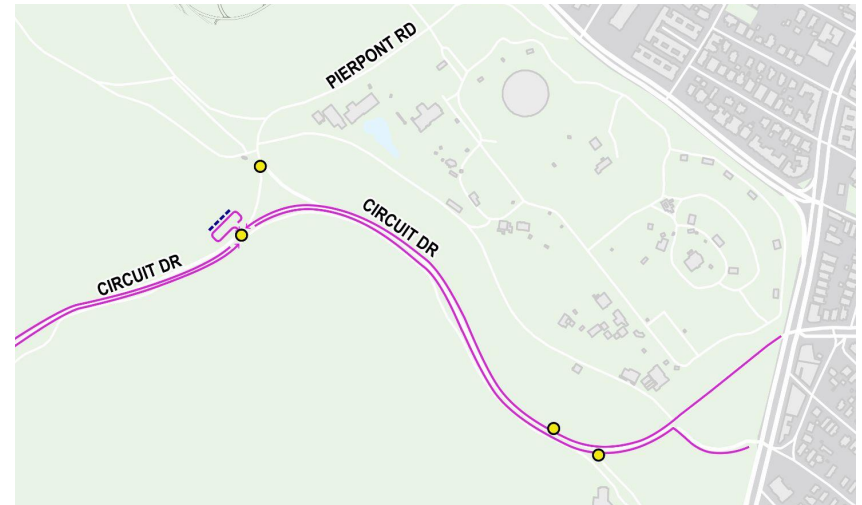
Shuttles will turn around in the Walnut Street entrance



4. TRAFFIC OPERATIONS MANAGEMENT



Traffic Operations Managers and Traffic Ambassadors will be provided for traffic flow and pedestrian safety

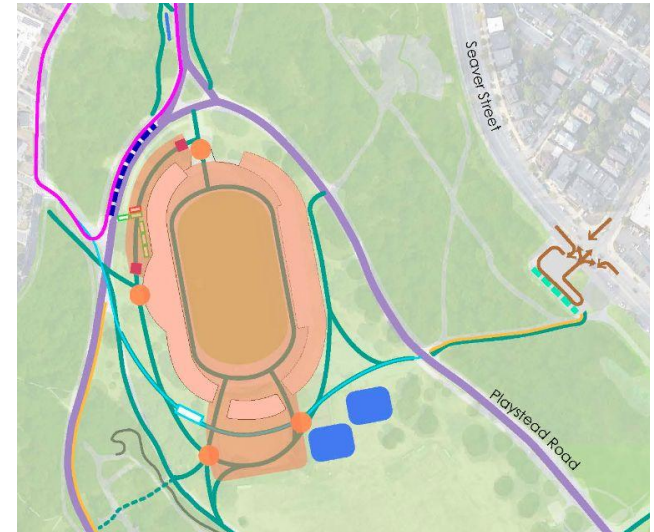


5. RIDESHARE AND CARPOOL



We know that a certain portion of fans will use rideshare.

We will use GPS and Variable Message Board to direct pick up and drop off to Humboldt/Seaver Street and station traffic management staff here.



6. PRESERVE NEIGHBORHOOD PARKING AND MOBILITY



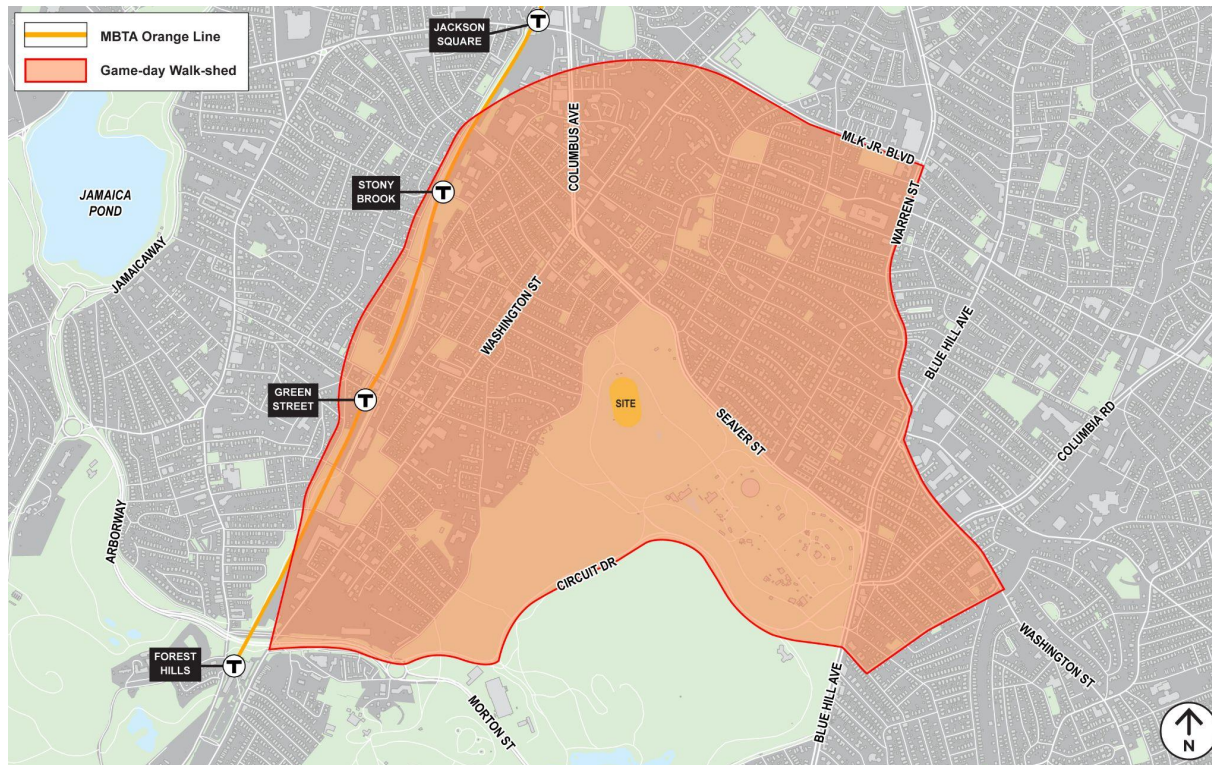
- BTD will create a neighborhood-specific game day parking program **for residents and their visitors** on streets within the identified White Stadium walk area.
- Plans will be tailored to the needs of each neighborhood.
- The program will allow residents with a Roxbury Resident Permit Parking (RPP) sticker on their vehicle to park on the streets where parking is prohibited on game days.
- A visitor parking placard, or hang tag, will be available to residents regardless of vehicle ownership, so long as they live on a street in the White Stadium walk area.
 - 1 visitor permit per house
 - Issued annually



6. PRESERVE NEIGHBORHOOD PARKING AND MOBILITY



- The Walk Area is the shaded orange area where we will protect parking for residents and their visitors.
- This is based on the radius we expect visitors would be willing to park and then walk.
- We want feedback!

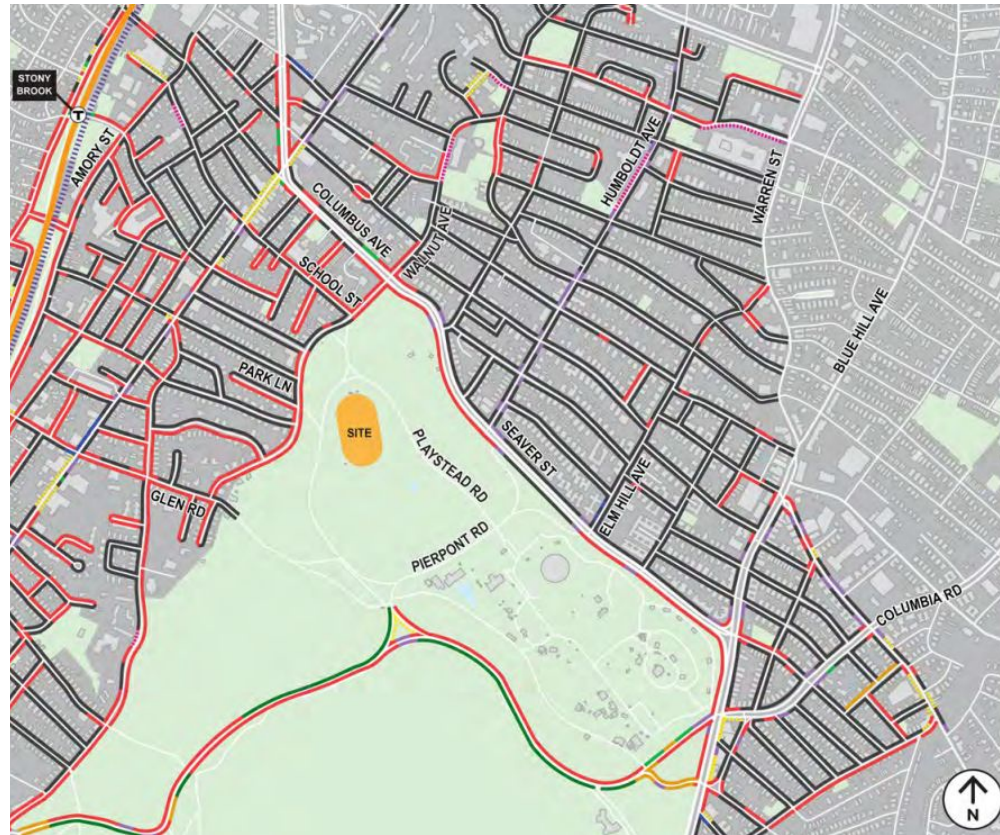


6. PRESERVE NEIGHBORHOOD PARKING AND MOBILITY



Proposed Regulations	
	Residential Permit Parking on Gameday

Existing Regulations	
	No Parking
	MBTA Bus Stop
	Pick-up/Drop-off
	Emergency Vehicles Only
	Various School Day Restrictions
	Various Time of Day Restrictions
	Unrestricted Parking
	Unrestricted Not Intended for Parking



slido



Are these the right streets? Are there streets we should add or remove?

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.

6. PRESERVE NEIGHBORHOOD PARKING AND MOBILITY



Key enforcement measures

- **New Event Fee Violation:** Introduce a \$100 fine for parking violations on game days in designated areas around White Stadium.
- **Installation of Tow Zone Signs:** Add "Tow Zone No Stopping Game Days" signs, exempting residents with Roxbury Resident Permit (RPP) stickers.
 - Effective 4 hours before and 1 hour after games
- **Dedicated LTD parking enforcement:** Assign a shift on game days
 - Towing would be activated to support enforcement





7. PRESERVE MOBILITY FOR PARK VISITORS

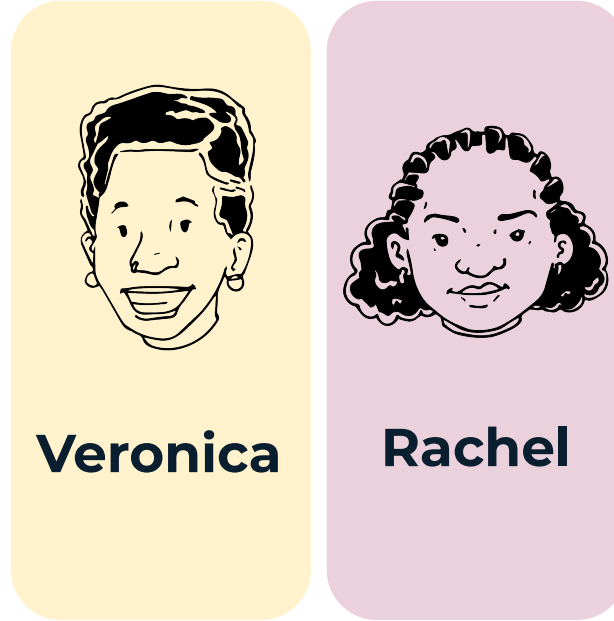
Coordinating with Zoo, Golf, Playstead and Franklin Park permit holders

- **Soccer game attendees will not be allowed to park in Franklin Park lots.**
- We are committed to retaining parking for key park destinations such as the Zoo, Golf Course, and Shattuck picnic area and tennis courts.
- Park rangers and BPD officers will enforce parking restrictions with support from game day traffic ambassadors.
- All park visitors can access free Boston Unity Soccer shuttles from MBTA stations on game days.
- We will work closely with Franklin Park stakeholders such as the Zoo and Golf Course to craft an operational plan.



LET'S TEST THESE PLANS!

Two different transportation experiences with a game at 6 PM on a Sunday.



GETTING AROUND ON GAME DAY



Veronica

75 yrs



Franklin Park Apartments, Seaver Street

10 AM



Displays gameday parking pass on car parked on Seaver Street

No noticeable event-related impacts

6 PM



Drives to Stop & Shop @ Grove Hall

Traffic detail at Humbolt Ave. Some traffic on Seaver Street and Blue Hill Ave.

7 PM



Drives home to Seaver Street

Some traffic on Seaver Street and Blue Hill Ave. Keeps gameday parking pass.



GETTING AROUND ON GAME DAY



Rachel
16 yrs



Walnut Park, Roxbury

2 PM



Walks with her brother to El Parquesito Playground

No noticeable event-related impacts

8 PM



Walks her dog in Franklin Park

Safety ambassador at School Street and Walnut Ave, fans are beginning to leave the stadium



B

Discussion

NEXT STEPS

- We will incorporate your feedback to refine the plan
- The updated plan will be presented at the May 15 IAG meeting
- Boston Unity Soccer will present our final plan to the BPDA board for approval
- The Boston Transportation Department (BTD) will then codify the TMP in the [Transportation Access Plan Agreement](#) with Boston Unity.
- This is a operations plan that will continue to evolve and be refined
- This work also gives us a blueprint to implement for other large events at the stadium.
- BPS Transportation team is working on a plan for BPS students.



WHITE STADIUM VIRTUAL COMMUNITY ENGAGEMENT SCHEDULE

NEIGHBORHOOD TRANSPORTATION WORKSHOP

Roxbury | Tues, Apr 9 | 6-7:30 p.m.
Dorchester | Wed, Apr 10 | 6-7:30 p.m.
Jamaica Plain | Wed, Apr 10 | 7:30-9:00 p.m.

DESIGN WORKSHOPS

Workshop #1: Design Principles | Thurs, Apr 25 | 6-7 :30 p.m.
Workshop #2: Revised Principles, Program & Usage Needs |
Wed, May 8 | 6-7:30 p.m.
Workshop #3: Final Design: Bringing Principles, Program & Usage
Needs Together | Wed, May 22 | 6-7:30 p.m.

IAG MEETINGS

Meeting #2: Design Process & Transportation | Wed, May 15 | 6-7:30 p.m.
Meeting #3: Community Benefits | Wed, Jun 5 | 6-7:30 p.m.

Learn more and register
boston.gov/white-stadium

DISCUSSION

Guiding questions (15 minutes)

- **15 minutes Game Day Parking Regulations:**
 - Are we proposing the right streets to restrict to residents only?
 - Does the proposed structure meet your needs?
- **15 minutes Shuttle Routes:**
 - Are we proposing routes on appropriate streets?
- **15 minutes Pedestrian and Bike Safety:**
 - Are there other improvements we should consider?
- **15 minutes Rideshare:**
 - Should we consider other measures to direct rideshare?
- **Put in the chat:** How would **you** get to White Stadium for an event?



B

Appendix

LONG TERM TRANSPORTATION INITIATIVES: IN PLANNING

BLUE HILL AVENUE TRANSPORTATION ACTION PLAN

- What: full-scale redesign of Blue Hill Avenue from Warren St to River St
- Who: MBTA & FTA, City of Boston
 - Will include: center-running bus lanes and boarding platforms, expanded tree canopy, safer crosswalks, and other roadway features
- Timeline:
 - 2024 - State-of-good-repair work along the corridor, including crosswalk re-striping, streetlight upgrades, patch paving, and sidewalk repairs
 - 2024/25 - Block-by-block community engagement to inform design; short-term improvements
 - 2026 - Major construction begins



OTHER PROJECTS IN PLANNING STAGE

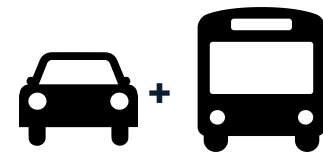
- BOWDOIN-GENEVA TRANSPORTATION ACTION PLAN
 - Developing design solutions with the community to address pedestrian safety, traffic safety, and speeding on local streets.
 - Speed humps installed this winter. Planning discussions continue in 2024
- COLUMBIA ROAD TRANSPORTATION ACTION PLAN
 - Improve safety on the Columbia Road with a climate resilient, neighborhood-friendly corridor.
 - Community conversations launch this Spring.

GAME DAY SCHEDULE

SATURDAY	
7:00 - 8:00 AM	Neighborhood running group runs the stairs in the stadium
10:00 - 1:00 PM	Farmers' market in the Grove
3:00 PM - 7:00 PM	Event parking restrictions take place (begin 4 hr before game)
7:00 - 9:00 PM	NWSL match
10:00 PM	Event parking restrictions lifted (1 hr after event ends)



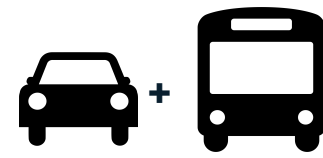
CAR & SHUTTLE OPTIONS



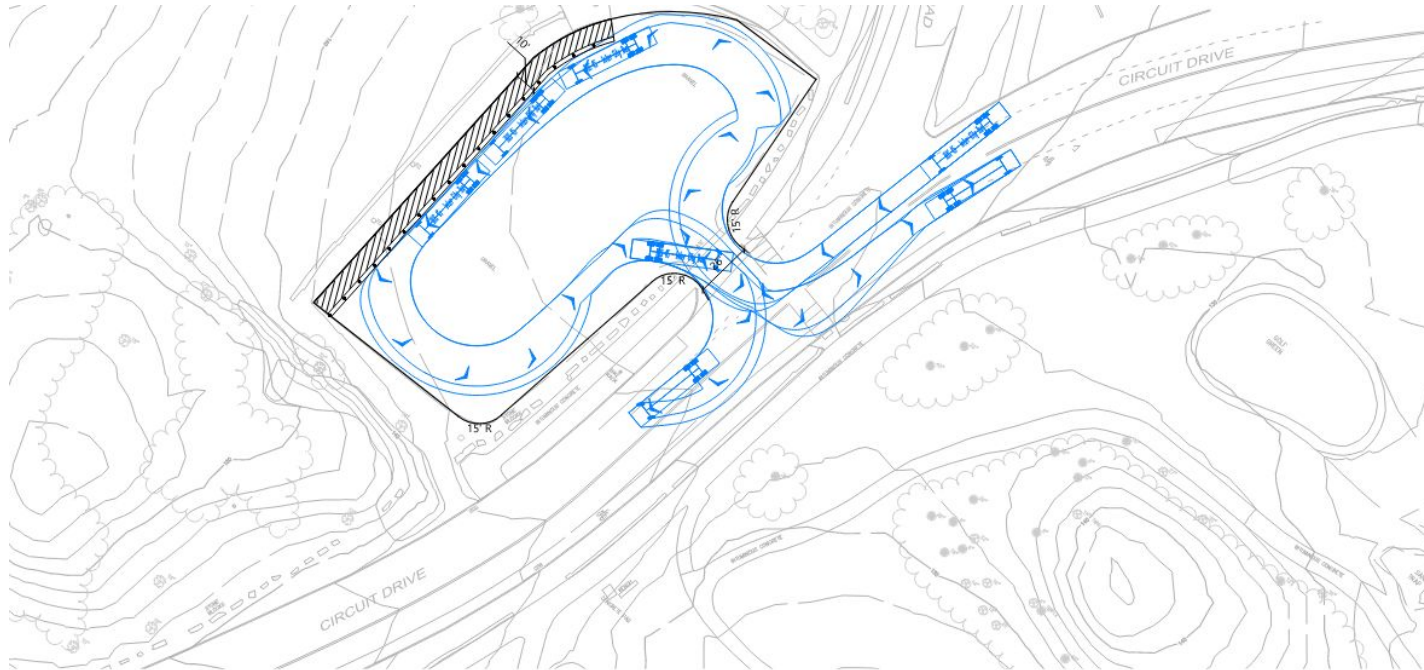
Shuttle Routes (north loop pick-up/drop-off)



3. PROVIDE SHUTTLES FROM PUBLIC TRANSIT AND SATELLITE PARKING



Detail: Valley Gates Lot turnaround



GETTING AROUND ON GAME DAY



Rob

55 yrs



Hyde Park

11 AM



Drives to Dorchester Berea Seventh-day Adventist Church

Parks in Humbolt Ave parking lot off Seaver Street

2 PM



Drives to family BBQ on Crawford Street, Roxbury

Needs gameday parking pass to park on Crawford Street

8 PM



Drives home to Hyde Park

Moderate traffic on Seaver Street and Blue Hill Ave



GETTING AROUND ON GAME DAY



Liz
35 yrs



Cambridge

2 PM



Visits Franklin Park Zoo with her 4 year-old, taking the Red Line, Orange Line, and Route 22 bus

No noticeable event-related impacts

5 PM



Walks from Zoo to the Grove for dinner

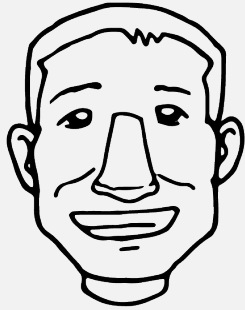
Fans are beginning to arrive to the stadium

6 PM



Takes a shuttle from White Stadium to Jackson Square for their trip home

GETTING AROUND ON GAME DAY



Jeff
45 yrs



Watertown

4 PM



Drives 3 youth soccer players to offsite parking lot somewhere else in Boston

Parking attendees ensure smooth and efficient parking

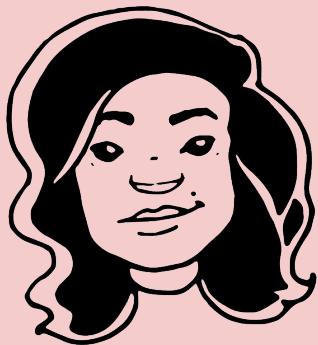
5 PM



Shuttle from off-site parking lot to stadium

Bus uses center-running bus lane on Columbus Ave which reduces the trip duration and does not add traffic to the regular travel lane

GETTING AROUND ON GAME DAY



Kem
22 yrs



Roslindale

5 PM



Rides on the Southwest Corridor
to White Stadium

Leaves their bike at the Bike Valet

Poll: [Transportation Plan Options - Mentimeter](#)

What parts of the transportation plan are most important to you?

Live Results



THIS IS FOR INTERNAL USE

USEFUL DOCUMENTS

- FPC recommendations - [here](#)
- Last public transportation meeting - [here](#)
- BUSP latest draft diagrams/maps - [here](#)
- Katharine Lusk review of FPAP and near-term transportation priorities - [here](#)

APPROVAL (all 3 decks due

- MAYOR (paper flow)
- TIFFANY
- Policy (Anshi, Mike)
- OPERATIONS (@morgan)
- PARKS
- STREETS
- HOWARD STEIN HUDSON



New Transportation workshops outline

[INTERNAL]

1. Introduction
 - interpretation
 - Meeting Guidelines
 - Agenda
 - Upcoming meetings
 - Poll: who is in the room
2. Project Overview: Why pursue this opportunity
 - Past attempts failed for decades
 - Benefits for all franklin park visitors and franklin park as a whole
3. Transportation Planning Approach
 - What we've heard so far
 - Key question
 - Our approach: steps to planning
 - Step 1: review franklin park action plan
 - Step 2: review plans for similarly sized events
 - Step 3: review current transportation initiatives in surrounding neighborhoods
 - Step 4: develop transportation goals for white stadium NWSL games specifically
4. Step 5: present draft Multi-modal plan for NWSL game days
 - Poll - ways people get to franklin park
 - Public transportation
 - Car & shuttle
 - Bike
 - Walking
5. Step 6: present Neighborhood specific options (unique maps)
 - Options to preserve nbhd parking and mobility
 - Note: move anything that's already decided to the section above
6. Applying the plan
 - 6 different characters on game days
7. Discussion by multi-modal topic
 - Car & shuttle (20 minutes)
 - Public transportation (20 minutes)
 - Bike (10 minutes)
 - Walking (10 minutes)

Preserve Neighborhood Parking and Mobility

- The City's proposed commitment:
 - BTD will develop and implement a game day on street parking program for residents who live on streets in the White Stadium walk shed. The program will not create Resident Permit Parking (RPP) in the respective neighborhoods, but will allow residents and their visitors to park on the street on game days.
 - Before White Stadium opens for Boston Unity games, BTD will develop neighborhood specific parking plans in the White Stadium walk shed where residents will be co-creators of parking and curbside regulations, which may or may not include RPP, depending on the neighborhood's desire.
- Specifically, residents in the White Stadium walk shed would be eligible to complete an online application similar to the current [RPP application](#). Residents would then receive a sticker to place on their vehicle. This application could also be completed in person at the Office of the Parking Clerk at City Hall.
- As part of this application process, Residents could also apply for a visitor parking placard which would allow a guest to park on the street on game days. **Visitor parking placards would also be available to residents that do not own a vehicle so long as they live in the White Stadium walk shed.**

OUR APPROACH

Steps to craft a transportation plan for NWSL games at White Stadium that mitigates traffic congestion, serves both resident & visitors, and improves existing transportation challenges for existing large events:

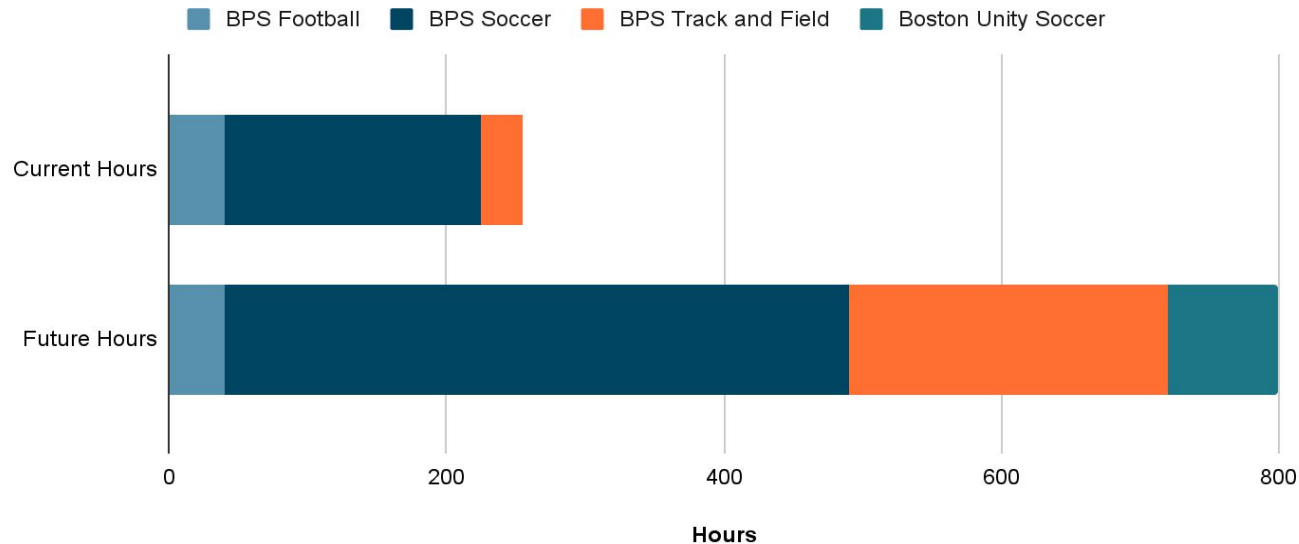
1. Review existing Franklin Park community-led improvement plans and identifying implementation opportunities
2. Review other transportation plans for similarly sized events
3. Review current transportation initiatives in surrounding neighborhoods and past community feedback (Reword)
4. Develop transportation goals for NWSL game days
5. **Draft a multi-modal plan for NWSL game days**
6. **Present neighborhood specific options utilizing city tools**



COMMUNITY BENEFITS

The City get 3x more hours from an upgraded, professionally-maintained field.

White Stadium Programmable Hours: Current and Future



*The renovated field will enable an increase in yearly programming hours from **250** → **800 hours***

*New eight-lane track will add **100s hours** for expanded BPS, community track and running programs.*

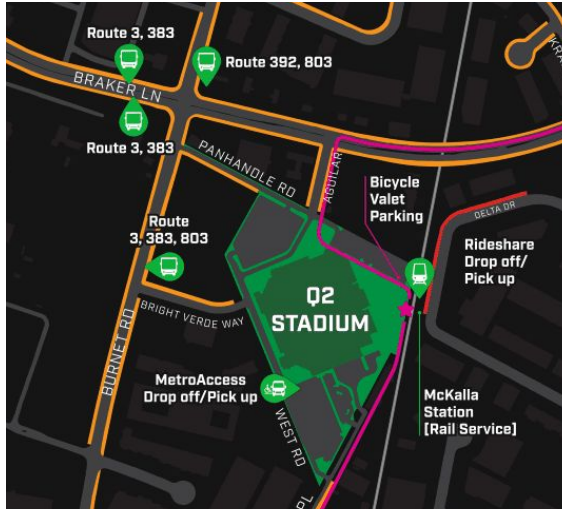
*The City/BPS will upgrade Clemente Field and English High as additional sites to serve BLS and BLA football

Event-Specific (Game Day) Traffic Management Plan

- Show entire walk shed area with game day on street parking restrictions, then zoom in to Dorchester
- Show overlay of which streets are already covered by RPP to give the full picture
- Enforcement mechanisms:
 - As part of the upcoming revision to the City of Boston Traffic Rules and Regulation, create a new \$100 event fee violation for White Stadium walk shed
 - Installation of No Stopping on Boston Unity (or White Stadium Event?) Game Days within the White Stadium walk shed (show sample sign from Allston Brighton/Boston College)
 - Signs to read no parking 4 hours before and 1 hour after game/event
 - A supplemental BTM parking enforcement shift will be assigned to the White Stadium walk shed on game days
 - Either the BTM Tow and Hold unit or a private towing vendor would support towing operations
- To accommodate shuttle bus, pedestrian and bike access and egress, parking will be restricted and no stopping will be enforced on Walnut Ave from Montebello Road to Park Lane (show visual on slide)
- Parking will be restricted on the west, southbound side of Seaver Street from Humboldt Ave to Elm Hill Ave to provide a drop off/pickup location for ride share and other users. (show visual on slide)
- Insert other drop off/pickup location? (show visual)
- BTM will enforce the 2-Hour parking restrictions at the two municipal lots in Egleston Square, #24 (Washington & Atherton) and #33 (Washington across from Dental Dreams).

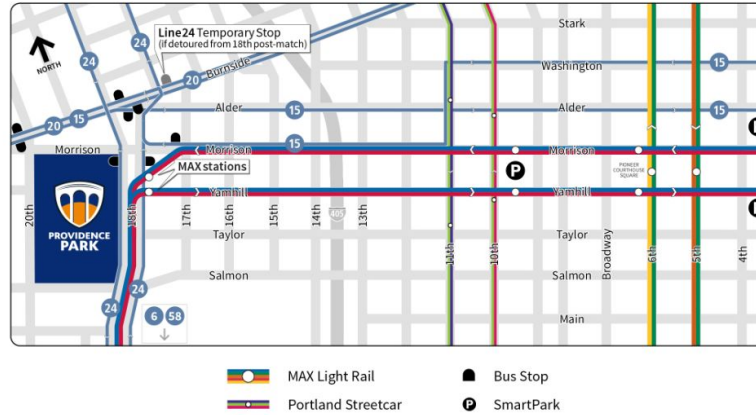
This is done successfully in several other cities

Austin, TX



Portland, OR

TRI MET Providence Park Service



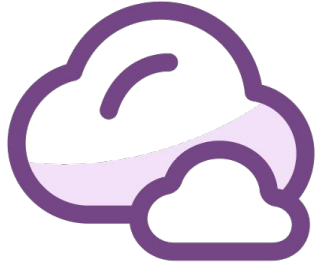
Kansas City, KS

PARKING AND TRANSPORTATION

The KC Current has developed a multi-modal transportation plan to assist with fan arrival to CPKC Stadium for KC Current Matchdays. Explore the menu of options below to find the best method for you.



slido



What types of activities do you typically engage in at White Stadium?

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.

A BIT OF HISTORY

White Stadium has a long history of hosting large rallies, concerts, and events

In 1949, the first game at White Stadium between Roxbury Memorial and Boston Latin School attracted **10,000 fans**.

In **1974**, “Uptown in the Park” featured Sly and the Family Stone, the Tower of Power, the Hues Corporation, Richard Pryor, and others.



Photo Credit: Kenny Budd



REVIEW EXISTING PLANS

Franklin Park Action Plan

- Acknowledges the lack of implementation mechanisms for these suggestions
- The stadium

WHAT WE HEARD:

- **Improve and clarify entrances** with new paths and signage and managed vegetation
- **Enhance activities at the edge** of the park, close to the neighborhoods



MAKE CONNECTIONS & ACTIVATE THE EDGES

- Provide a continuous bike & pedestrian **Circuit Loop**
- **Improve paths** or trails and directional **signage**



CLARIFY MOVEMENT

- **Address basic needs** like restrooms, lighting, water fountains, and directional and informational signs
- Renewal of **The Overlook** and the **Elma Lewis Playhouse**
- Renewal of the park's main entrance at **Peabody Circle**
- Future use for **The Bear Dens**



AMPLIFY MAGNET DESTINATIONS

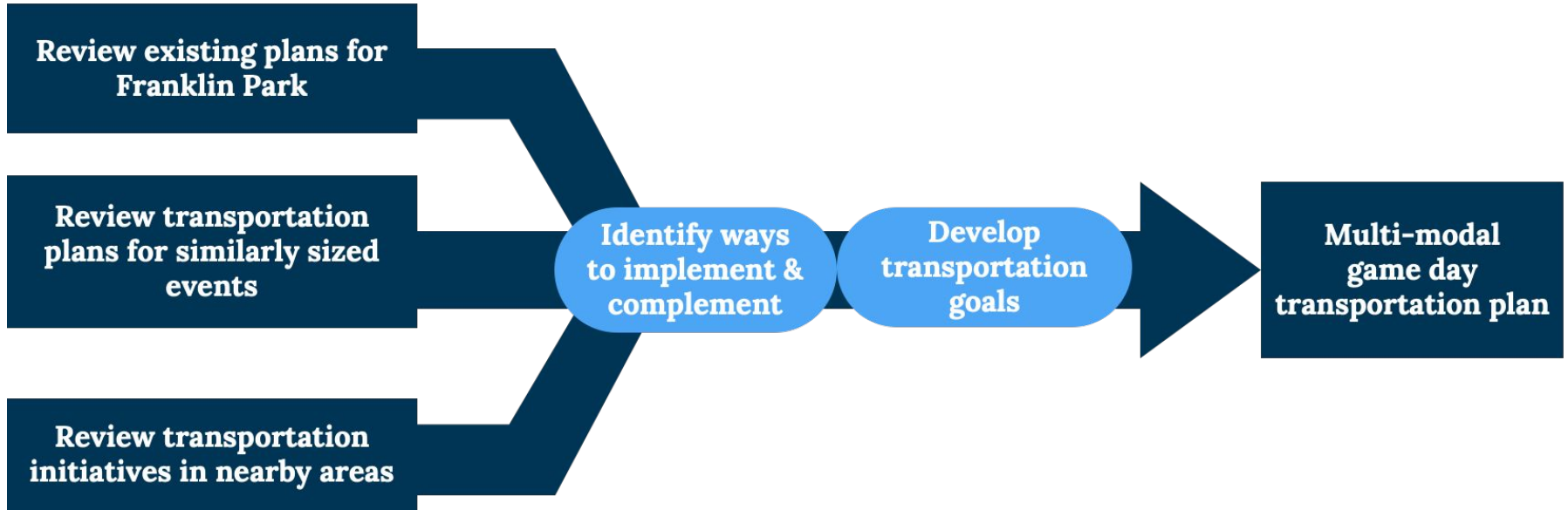
- Apply a **consistent standard of care** across the park that maintains the park's varied landscapes at a high level for safe and sustained use and **ecological health**
- Better incorporate adjacent facilities, like White Stadium, by **rethinking fences, barriers, removing dense vegetation** or seeking collaborative programs
- Increase **habitat and diversity** throughout the park



UNIFY THE PARK

OUR APPROACH

Steps to craft a transportation plan for NWSL games at White Stadium that mitigates traffic congestion, serves both resident & visitors, and improves existing transportation challenges for existing large events:



WHAT WE'VE HEARD SO FAR

Previous Feedback and Questions Include -

- *What are the other ways people can get to the stadium other than shuttles?*
 - *This deck will cover multimodal approaches to reaching the stadium.*
- *What will the walk-shed radius of game day parking restrictions be and can it be expanded?*
- *Is there a set place for ADA parking to go to the games? Are they expected to take shuttles?*
 - *Golf Carts will be provided for those with ADA needs from all shuttle and rideshare drop off points*
- *How will the City ensure the safety of pedestrians on game days?*
- *How will the transportation plan mitigate congestion and traffic? What are the mechanics if a neighborhood doesn't otherwise have residential parking restrictions? How will game-day parking restrictions be enforced? → next slide*

CAR & SHUTTLE OPTIONS

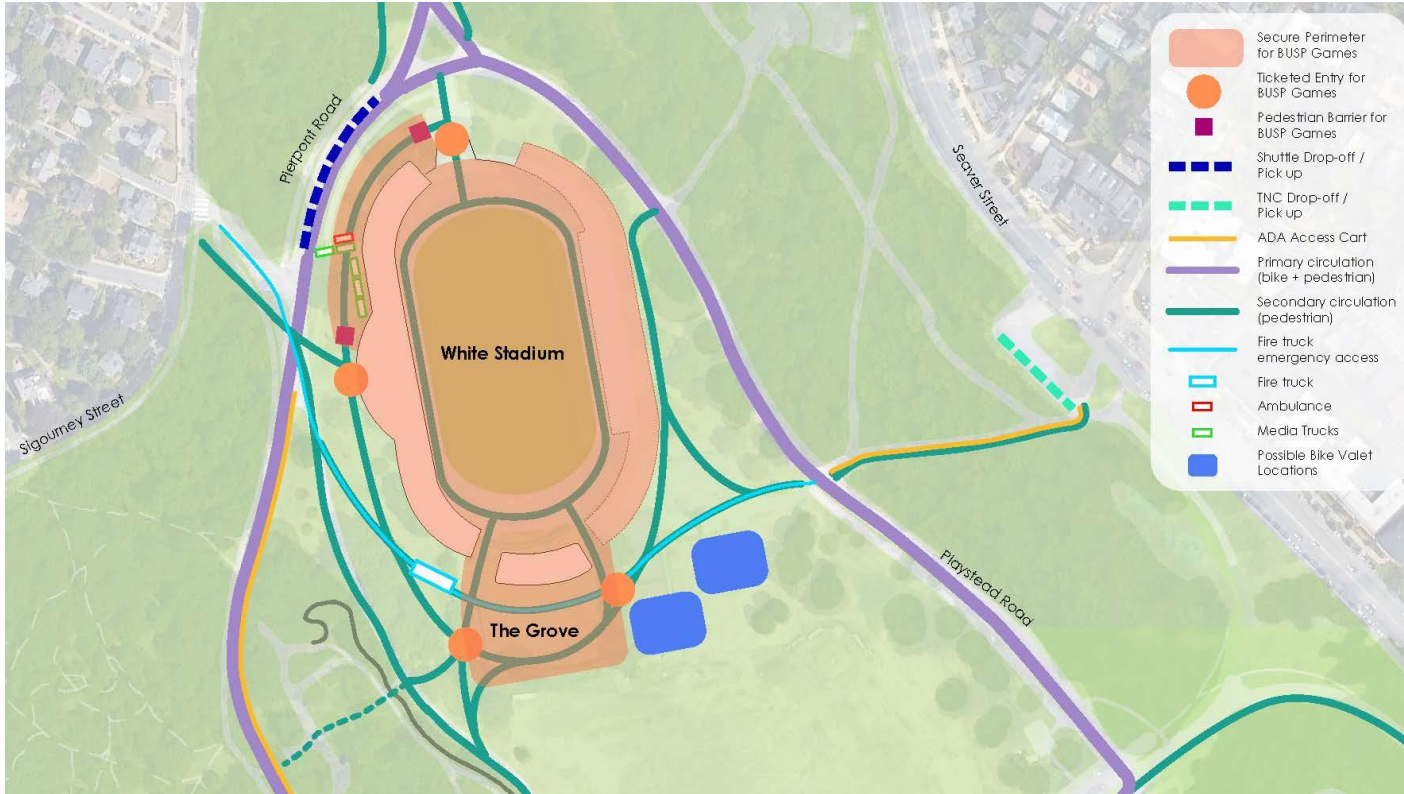
Franklin Park Internal Traffic and Parking Plan

- Show proposed internal park circulation plan
- Discuss proposed plan to manage traffic and parking within the park for existing recreational uses, identify key stakeholders, Zoo, Golf Courses, recreational use user permittees (show visuals identifying proposed restrictions, etc)
 - Detail on impact within Franklin Park - Circuit Drive, Park Entrances, then showing interaction with neighborhood fabric
- Identify parking restrictions/areas identified for exclusive use (if any)
- Discuss management/enforcement mechanisms:
 - Park rangers?
 - Is Boston Unity hiring an event/parking management vendor (e.g., Boston College?)

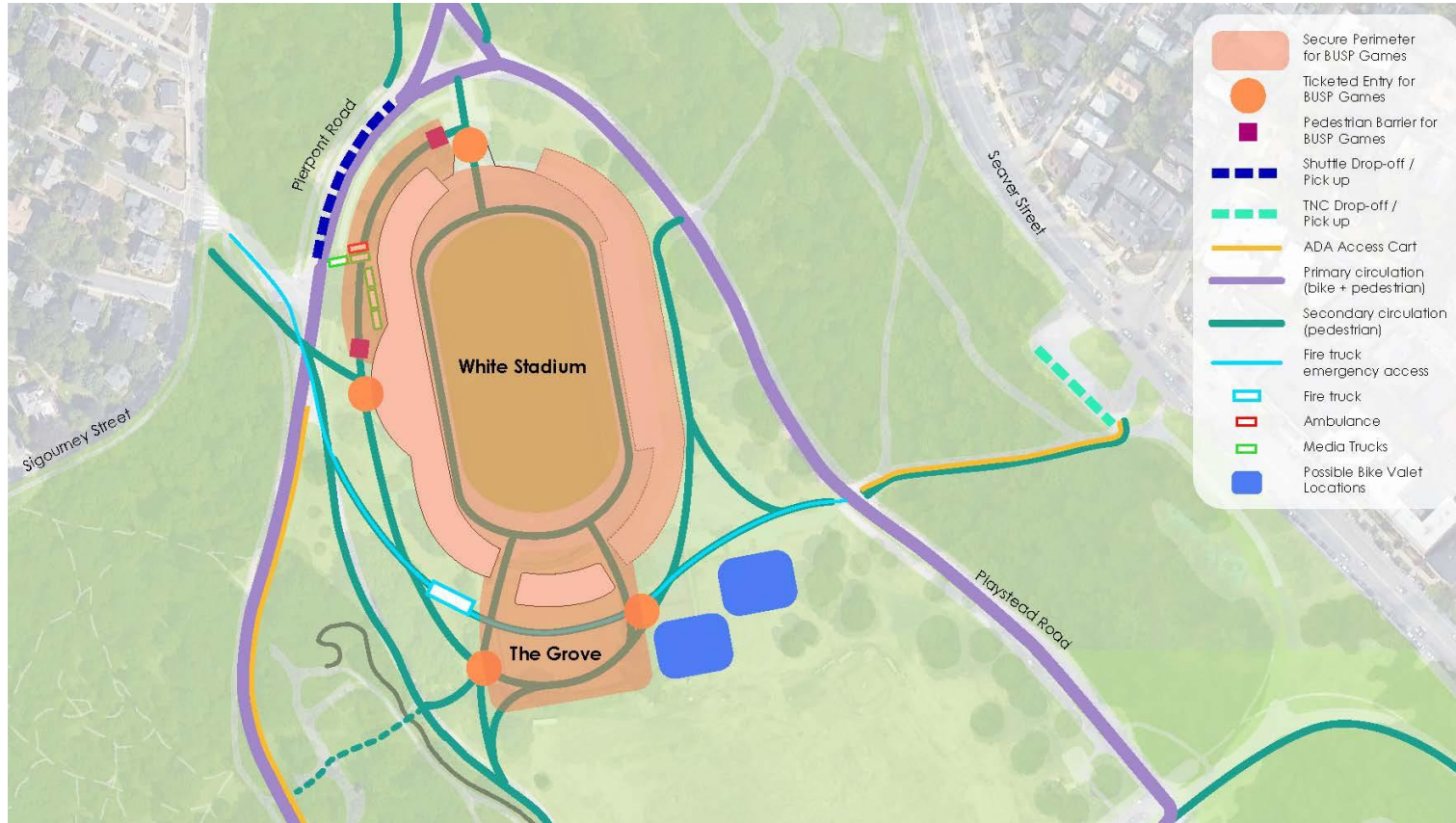


BIKE OPTIONS

Bike valet service (including Blue Bikes)



WALKING OPTIONS



Rideshare Pick-Up and Drop Off

RIDESHARE PICK UP/ DROP OFF

- Seaver Street from Humboldt Ave to Elm Hill Ave
 - Parking restriction on west, southbound side (show visual on slide)
- Insert other drop off/pickup location? (show visual)



Poll: [Question 2 - Relationship to Persona - Mentimeter](#)

Which of these activities do you most identify with?

Live Results

Drop in the chat - Which experience do you think we've missed?



Public Facilities



CITY of BOSTON

Mayor Michelle Wu



B

Applying the multi-modal plan

DISCUSSION

Car + Shuttle



20
MIN

Public Transportation



20
MIN

Bike



10
MIN

Walk



10
MIN