

Community Benefits Provided to Boston by MASCO Area Planning
Fiscal Year 2019 (July 1, 2018- June 30, 2019)

| Program | Expenditure | Area Served | Program Category |
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| <p>1. CommuteWorks:</p> <p>MASCO's Transportation Management Association supports the Mayor's development policies of attaining .75 parking spaces per 1,000 sf of developed space, keeping commuter parking out of the neighborhoods, building a bike-friendly city, and incentivizing commuters out of cars which congest city roadways. Program funding for CommuteWorks goes to market and implement programs including emergency ride home for carpoolers and MBTA riders, Bike Week promotions that support bicycling as a travel mode to the LMA, and CommuteFit and CommuteSwap, among others.</p> <ul style="list-style-type: none"> • Direct Services: Year to date, served LMA commuters through New Employee Orientations (43), benefit fairs/information tables (17), general inquiry calls/emails (>400), and CommuteWorks programs (CommuteFit: 562, Emergency Ride Home: 655, CommuteSwap: 8). • BikeWeek: Organized LMA's participation in city-wide Bike Week including hosting annual bike breakfast and 4 energizer stations. • Carpooling/Vanpooling Incentive Programs: 15 people registered in FY19 Carpool Incentive Program. • Meet Your Match: Launched new marketing campaign to bring drivers together to meet and form new commuting habits. We had 30+ registrants and 50+ attendees. • Bi-Annual ETA Breakfast: Introduced Meet Your Match and Neighborhood Marketing Campaigns. • Lyft Programs: Reevaluating program structure in order to increase participation rates. • Contractor Data: Collected data on and reviewed results with members on transportation benefits allotted to contractors by employer. • RideShare RePorts: Completed reports on area-wide program participation and advocacy and physical plans completed, for 9 institutions' filings to Mass DEP to help show their compliance with this Ridesharing Regulation. <p>Grant and MASCO funding which support staff and in-kind contributions are not included in the expenditure column.</p> | <p>\$18,669</p> | <p>City Wide</p> <p>Fenway/ Longwood</p> | <p>Built Environment</p> |

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| <p>2. Transportation Planning/Capital Funding</p> <p>This program supports the Mayor's policies for improving city access conditions, without burdening the City Transportation Division for resources; promoting Boston as a bike-friendly city; implementation of transit services in Boston, Cambridge, and others.</p> <ul style="list-style-type: none"> • LMA Transportation Visions - High Capacity Transit and Bus Service Studies: Evaluated street car and other high capacity service opportunities between Ruggles and Lansdowne; completed studies of MBTA bus services to LMA and submitted comments via State's Better Bus Plan bus service update. • Completed New Karma V Poster Campaign: The purpose of which is to change commuter behavior and promote safety for all modes. Received 2,013 pledges for safe commuting. • LMA Regional Access: Involved as stakeholder in City/State planning in the following roadway, transit, and access projects: 1-90 Allston Interchange Study Task Force; MassDOT's Green Line Study; MBTA's Focus 40 Investment Plan; MBTA's Commuter Rail Vision; MBTA's Better Bus Project; MBTA Fare Increase. • Francis/Brookline Improvements: Completed circulation, pedestrian and bicycle study from Francis St. to Riverway. • MBTA Advocacy: Through successful advocacy for service planning, LMA designated as priority area in MassDOT's Focus 40 Long Range Plan. • Longwood Ave. Bicycle Accommodations: City implemented our Longwood Ave. plan last summer. Successful "Change is Coming" to Longwood publicity campaign completed to educate stakeholders in LMA on new lanes and markings over the summer. • Bicycle Facilities: Completed final engineering drawings for new bicycle accommodations on Brookline Avenue between the Brookline Town Line and Park Drive, including the Sears Rotary partially installed by city in summer. • Ave. Louis Pasteur: Multimodal plan developed based on evaluation of security video of Ave Louis Pasteur (Longwood Ave. to Boston Latin School), including multimodal concept for bus/bike lanes, pedestrian and automobile drop off/pick up needs. Reviewed with City, abutters and Boston Latin School; completed phased installation plan. Working with City and school to commit to installation. | <p>\$248,700</p> | <p>City Wide Fenway/ Longwood</p> | <p>Built Environment</p> |
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Transportation Planning/Capital Funding (continued):

- **Construction Traffic Management:** Distributed information via email and website to members on methods for avoiding travel delays due to the major construction projects such as the Boston Children's Hospital pedestrian bridge erection, the BPWD street paving projects and the BWSC water main replacements on St. Alphonsus Street.
- **Pavement Markings:** Installed approximately 2,500 linear feet of pavement lane markings and 2,250 square feet of crosswalks in various locations throughout the LMA.
- **Green Line Study (short term) and Blue Line Extension:** Completed evaluation of LMA's Green D and E Line service, which showed that service is significantly below the MBTA's performance standards.
- **Conducted Advocacy Campaign for LMA Transit Improvements:** Met with State Representatives, Senators, and City Councilors to advocate for securing \$5 billion in funding commitments for four phases of Green Line improvements; implementation of a Key Bus route between LMA and Cambridge; and, advance planning by the City to move forward with Mattapan Bus service planning.
- **Commuter Rail Vision Study:** Analyzed State's study concepts for urban rail, commuter rail, express, skip stop, zone express and interline train service proposed for evaluation as part of a yearlong rail vision plan which will result in recommendations for longer term infrastructure investments later in 2019. Successfully advocated that all concepts include Lansdowne and Ruggles Stations as key station stops with no degradation to existing or soon to be improved service.
- **Mattapan Bus Study:** Identified by Go Boston 2030 as a priority, completed study of route possibilities into the LMA for bus service from Mattapan.

Transportation Planning/Capital Funding (continued):

- Longwood Ave Bridge Safety Improvement: Completed structural engineering concepts for new lighting foundations and reviewed with MassDOT who conducted core sampling on bridge and determined that lighting project not feasible to pursue. They committed to funding and reconstructing sidewalks, repaving and installation of new pavement marking plan including bike lane. Coordinated planning between MassDOT and DCR for reconstruction.
- **Southwest Corridor:** Completed Southwest Corridor bicycle link concept approved by City and abutters.
- **Intersection and Signal Improvements:** Completed field studies required to advance intersection improvement plan at Ruggles/Parker.
- **Watertown and MBTA Better Bus Routes:** Completed studies which identified new Watertown bus route options to LMA and presented to Watertown Transportation and Boston Task Forces. Analyzed the MBTAs first phase Better Bus Project proposals affecting the LMA and advocated successfully for alternative service proposals.
- **Served on MassDOT -Allston 190 Task Force:** Identified opportunities for improved multimodal access to LMA in project planning.

(MASCO funding which support staff and in-kind contributions are not included in the expenditure column.)

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| <p>3. Government and Community Relations</p> <p><i>Support the Mayor's policies to encourage development, strengthen neighborhoods and enhance Boston resident youth and adult employment.</i></p> <ul style="list-style-type: none"> • Community Relationship Building: Worked with or financially contributed to community groups such as: ABCD/Parker Hill Summer Youth Program, Friends of the Muddy River, Friends of Ramler Park, Emerald Necklace Conservancy, Mission Hill Youth Collaborative, Mission Hill Main Streets Program, Fenway Civic Association, Fenway Community Development Corporation, Mission Hill NeighborhoodServices, and Roxbury Tenants of Harvard. <p><i>(Costs of serving on task forces, organizing, co-hosting, and writing/distributing minutes of the LMA Forum meetings with Boston Planning and Development Agency, for community review ofLMA Article 80 Projects are not included in the expenditure column).</i></p> | <p>\$9,420</p> | <p>City wide</p> <p>Mission Hill</p> <p>Fenway/ Longwood</p> | <p>Social Environment</p> <p>Direct Monetary Support</p> <p>Good Neighbor Activity</p> |
| <p>4. Long Range/Planning Operations:</p> <p><i>Supports City policies to lessen the burdens on the City of Boston Planning and Development Agency, Transportation and Public Works departments, reduce traffic congestion in the city, and improve the urban environment.</i></p> <ul style="list-style-type: none"> • Master Plan/Project Review/Technical Assistance: Served on BIDMC's New Inpatient Building (NIB) Advisory Committee to meet the requirements of Massachusetts Department of Public Health (DPH) Determination of Need (DON) process and BIDMC's Community Health Needs Assessment (CHNA). Supported BIDMC at Boston Planning and Development Board and Parks Commission hearings. Supported Emmanuel's application to refurbish Oscar Clemente Field. • Biannual Data Questionnaire: Developed a one-pager for Colleges of the Fenway. • Economic Development Study: Consultant developed scope options and cost estimates for a future study. | <p>\$369,767</p> | <p>Fenway/ Longwood</p> | <p>Built Environment</p> <p>Good Neighbor Activity</p> |

Long Range/Planning Operations (continued):

- **Physical and Social Placemaking:** Last summer we held 3 Bands on Blackfan events with up to 5 food trucks, over 2,400 people, and added chairs. Completed plans, permits, approvals, and implementation with site owners, including rotating art pieces, signs and site furnishing orders, logistics planning, assembly and installation for p^t year of 3 year expanded placemaking program. Developed and contracted with program partners for yoga, storytelling, author talks, musicians and VPNE ambassadors. VPNE site ambassadors trained, introduced to members and deployed successfully. Completed License agreements, contracts, waivers, and other financial and legal documents. Developed and implemented communications strategy for programs launched in late May/early June.
- **Innovation Center:** Identified existing area science-based speaker's series. Project deferred.
- **GIS:** Updated maps of employees by zip code and political jurisdiction to reflect 2016 data.
- **Technical Assistance:** Updated Bike Parking map for the MASCO.org website; worked with corporate Communications on updated masco.org webpage.
- **Banners:** Managed the installation, removal and repairs of the area-wide banners for BIDMC, BCH, TI, SU, EC, MCA and HSPH. Provided technical Assistance to BCH on their 150th Anniversary banner program design, approvals and installation.
- **Planning Operations:** Managed the maintenance, repair and installation of the MASCO assets located throughout the LMA including 38 Big Bellies, 73 metal benches, 33 metal waste/recycling receptacles and 135 wayfinding signs.
- **Construction Coordination:** Posted 123 construction and traffic advisories, coordinated 21 building, utility and infrastructure projects, held 11 construction coordination meetings. The projects included the replacement of water mains on Brookline, Francis Street and Tremont Street, repaving of Longwood Avenue, Avenue Louis Pasteur, Francis Street, and Brookline Avenue, major facility improvement at HMS, BWH, BCH and MCA and new buildings at BIDMC, WIT, BCH and EC. Technical assistance to HSPH with multiple utilities (NGrid, BWSC, Eversource, Streetlighting). Completed annual Construction Coordination report.
- **City Services:** Reported and tracked the completion of 40 city service issues including street light outages, traffic light outages, street and sidewalk repairs, bus shelter repairs and snow removal. Surveyed the streets and sidewalks in and around the LMA for snow removal needs after each significant storm. Coordinated with the city with the city, state and private institutions on areas in need of attention.

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| <p>Long Range/Planning Operations (continued):</p> <ul style="list-style-type: none"> • City Services: Reported and tracked the completion of 40 city service issues including street light outages, traffic light outages, street and sidewalk repairs, bus shelter repairs and snow removal. Surveyed the streets and sidewalks in and around the LMA for snow removal needs after each significant storm. Coordinated with the city with the city, state and private institutions on areas in need of attention. • Street Name Sign Implementation: Begin fabrication of 38 new blue street name signs that will replace missing street signs in the LMA, and reinforce the Longwood brand. <p>(Costs of staff or in-kind are not included in the expenditure column).</p> | | | |
| <p>5. Energy/Environmental Utility Infrastructure</p> <p>Supports the Mayor’s Initiative for Climate Action Change and Adaptation Planning.</p> <ul style="list-style-type: none"> • Legislative and Policy Initiatives: Monitored quarterly and assessed impacts on members of legislative and policy initiatives in sustainability, energy, and other areas including storm water permits, the state building code, energy rates, state climate change regulations, carbon tax and TCI for transportation. Served on BWSC new Storm Water Fee Task Force (phosphorus); held member seminar. Participated in the Boston Climate Action Plan Update Working Group. • Green@LMA: Completed 1 issue featuring members' sustainability accomplishments directed towards public policy makers. • Green Labs: Best practices sharing included: ACT 'nutrition' labels for lab products, which resulted in a spin-off working group, MIT's approach to green lab certification, and animal bedding composting. Members worked jointly with Seeding Labs on collection of donated used lab equipment. • Sustainability: Held Food Forum IV “Contracting for Local Food Wellness” in November. Held best practices session on: Rooftop Gardens and Rooftop Farming, Recycling free technical assistance, changing food policies and waste reduction. <p>(Staff and in-kind costs for these initiatives are not included in the expenditure column.)</p> | <p>\$1,614</p> | <p>City Wide</p> | <p>Built Environment</p> |

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| <p>6. Open Space</p> <ul style="list-style-type: none"> • Beautification Programs: Implemented new 3 year contract and funding commitments from 17 entities to support 50 seasonal planters, 168 gateway hanging baskets, 6 perennial beds including trees, shrubs, bulbs and perennials during 2018 growing season. Worked with cell tower companies to get (32) basket brackets replaced. Implemented program in 2019 growing season in coordination with area banners plan. Installed 2 replacement trees on Blackfan. • Evans Way: Provided rose bush replacements (10), maintenance, fertilization, and watering of the pedestrian island. Added 300 more daffodil bulbs. • Huntington Avenue: Continue to care for 225 trees, including fertilization, pruning, and irrigation maintenance. Installed 2 replacement trees this spring. Inventoried trees in MBTA median. • Ave Louis Pasteur: Developed new open space and resiliency concept for Ave. Louis Pasteur. Two Green Infrastructure pilot projects are being reviewed by abutters, BWSC, PIC, and Parks. Completed 100% design, construction and maintenance cost estimates, and identified funding alternatives. • Tree Grates: As part of \$12,500 BPDA grant, removed and reset (10) tree grates, trimmed and reset (16) additional tree grates to reduce tripping hazards on Huntington Ave. • Technical Assistance: BIDMC: Coordination with Parks in removal and replacement of 2 dead trees in Joslin Park. DFCI: Coordination with Parks in removal one dead tree and spring replacement. Merck: completed soil testing and re-evaluation of planting options. Researched and designed new planter alternatives for median in Brookline Avenue. • Open Space Advocacy: Reviewed 100% designs and submitted comments on ACE Phase II Muddy River dredging plans. Continued to advocate for LMA flood control. Served on Emerald Necklace Conservancy (ENC) Park Overseer's Committee, the Project Review Committee, the Advocacy Committee, and the Muddy River Maintenance and Management Oversight Committee (MMOC) for the Muddy River Restoration Project. | <p>\$71,223</p> | <p>Fenway/ Longwood</p> | <p>Built Environment</p> |
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| <p>7. Capital Improvements – supports city policies for transportation and urban design neighborhood improvements</p> <ul style="list-style-type: none"> • Blackfan Maintenance Management: Managed snow removal, maintenance, and repair services for Blackfan Circle abutters. • LMA/DCR sign program • Furniture/signage for physical and social placemaking | <p>\$546,409</p> | <p>City Wide Fenway/ Longwood</p> | <p>Built Environment</p> |
| <p>8. Snow Removal</p> <ul style="list-style-type: none"> • Performed a critical public service by paying for the clearing of snow from the Longwood T-stop on Chapel Street to Longwood Avenue, as well as along Longwood Avenue from Chapel Street to Brookline Avenue. This is one of the most heavily used pedestrian corridors in the Longwood Medical and Academic Area (LMA). • Surveyed and reported to city and private plowers the need for snow removal around the LMA after each snow event. | <p>\$28,798</p> | <p>Fenway/ Longwood</p> | <p>Built Environment</p> |
| <p>Total</p> | <p>\$1,294,600</p> | | |