



**Community Benefits Provided to Boston by MASCO Area Planning  
Fiscal Year 2020 (July 1, 2019 - June 30, 2020)**

Program	Expenditure	Area Served	Program Category
<p><b>1. CommuteWorks:</b></p> <ol style="list-style-type: none"> <li>1. <b>Direct Services:</b> Year to date, served LMA commuters through New Employee Orientations 43, benefit fairs/information tables 17, general inquiry calls/emails (&gt;450), and CommuteWorks programs (CommuteFit: 425, Emergency Ride Home: 510, CommuteSwap: 1).</li> <li>2. <b>RideAmigos:</b> Software launch February 2020; 430+ new signups; CommuteFit, ERH and Carpool programs transitioned to this platform with ETA option to manage.</li> <li>3. <b>Bluebikes:</b> Provided ~100 free Bluebikes monthly passes to essential hospital workers.</li> <li>4. <b>Carpooling/Vanpooling Incentive Programs:</b> 15 people registered in FY20 Carpool Incentive Program.</li> <li>5. <b>Bi-Annual ETA Breakfast:</b> Introduced RideAmigos platform.</li> <li>6. <b>Lyft Programs:</b> Re-evaluated program structure in order to increase participation rates.</li> <li>7. <b>RideShare Reports:</b> Completed area-wide program participation and offerings, for 9 institutions' filings to Mass DEP to help show their compliance with this Ridesharing Regulation.</li> </ol>	\$21,600	City Wide Fenway/ Longwood	Built Environment



<p><b>2. Transportation Planning/Capital:</b></p> <ul style="list-style-type: none"> <li>▪ <b>LMA Regional Access:</b> Involved as stakeholder in City/State planning in the following roadway, transit, and access projects: I-90 Allston Interchange Study Task Force; MassDOT's Green Line Study; MBTA's Commuter Rail Vision; and MBTA's Better Bus Project. Evaluated Draft Environmental Scoping Report and submitted comment letter on Allston I-90 project, advocating for additional evaluation of the use of Grand Junction Bridge for high-speed bus or rapid transit options for improved LMA service in addition to rail and bike improvements.</li> <li>▪ <b>Francis/Binney Street Pedestrian Improvement:</b> For Brigham and Women's designed LED embedded stop signs for the intersection Francis and Binney Streets and received Boston Transportation Department approval for installation.</li> <li>▪ <b>Sears Rotary Multimodal Plan:</b> Participated on the planning team with BTS, DCR and MassDOT; funded signal equipment assessment and new signal timing plan to add protection for pedestrians; evaluated multimodal impacts on autos, buses, bikes and pedestrians of cycle tracks and proposed revisions to plan for state funding application. Successfully advocated for retention of two left turn lanes that are critical for transit and efficient patient and visitor access to the LMA.</li> <li>▪ <b>Fenway and Brookline Ave. Bike Lanes:</b> Submitted concept plan to BTS for a possible future Bus/Bike Lane on Brookline Avenue between Park Drive and Kenmore Square; DPW completed paving and striping our plan for Brookline Ave. between Fenway and Longwood Ave., Riverway to Brookline Town Line.</li> </ul>	<p>\$225,487</p>	<p>City Wide Fenway/ Longwood</p>	<p>Built Environment</p>
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<ul style="list-style-type: none"> <li>▪ <b>MBTA Advocacy:</b> Completed Commuter Rail survey of 679 riders of south side lines through Ruggles Station; requested additional train stops upon completion of third platform construction in fall 2020. Met with developers, city and state officials to build a coalition and testified at a Transportation Bond Bill hearing advocating for acceleration of three phases of funding for Green Line cars, signal and track improvements to increase capacity and improve service. During COVID curtailments, analyzed MBTA proposals for service changes to advocate for improved LMA outcomes. Developed priority plan for service for critical staff, if needed, based on medical members zip and T-pass data.</li> <li>▪ <b>Ave. Louis Pasteur:</b> Completed two additional bus lane and layover, bike lane, parking and pedestrian safety improvement concepts for Ave. Louis Pasteur, reviewed with City, members and Boston Latin School; requested city implementation of Ph. 1 pedestrian plan in spring 2020.</li> <li>▪ <b>Longwood/Riverway Bridge:</b> Working with MassDOT and DCR, completed final design of bike lane on Longwood Ave. Bridge over Muddy River and new signal head plan for Riverway intersection; Coordinating between MassDOT and DCR.</li> <li>▪ <b>Construction Traffic Management:</b> 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, City of Boston PWD street paving projects and the BWSC water main replacements on St. Alphonsus Street.</li> <li>▪ <b>Green Line Study (short term):</b> Shared with city and Fenway developers the results of our completed evaluation of LMA’s Green D and E Line service, which showed that service is significantly below the MBTA’s performance standards.</li> <li>▪ <b>E-Line Shutdown:</b> Evaluated impacts of proposed shutdown and dedicated bike/bus lane plans; discussed alternatives with City and MBTA resulting in improved traffic and access outcomes for LMA during construction.</li> <li>▪ <b>LMA Transit Infrastructure Study:</b> Completed evaluation of infrastructure needed to protect for bus lanes between Longwood and Kendall area.</li> </ul>			
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<ul style="list-style-type: none"> <li>▪ <b>Commuter Rail Vision Study:</b> Evaluated and submitted comments on preliminary Commuter Rail vision concepts; submitted comments on the draft plan, advocating for no diminution of service to Ruggles and Lansdowne Stations.</li> <li>▪ <b>Mattapan Bus Study:</b> State and City have committed to a new bus route from Mattapan to the LMA. Advanced our concept for routing in the LMA.</li> <li>▪ <b>Southwest Corridor:</b> Worked to complete 25% design for new bicycle connections to the Southwest Corridor based on Wentworth Development schedule.</li> <li>▪ <b>Intersection and Signal Improvements:</b> Completed field studies required to advance intersection improvements at Ruggles/Parker.</li> </ul>			
<p><b>3. Transportation Vision</b></p> <ul style="list-style-type: none"> <li>▪ Completed evaluation of Blue Line Extension to Green D Line.</li> <li>▪ Evaluated results of I-90/West Station EIR Scoping and capacity of BU/Grand Junction Bridges to serve high-capacity transit needs of LMA.</li> </ul>			
<p><b>4. Government and Community Relations</b></p> <ul style="list-style-type: none"> <li>▪ <b>Community Relationship Building:</b> 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 Neighborhood Services, and Roxbury Tenants of Harvard.</li> </ul>	\$7,604	City Wide  Mission Hill  Fenway/ Longwood	Social Environment  Direct Monetary Support  Good Neighbor Activity



<p><b>5. Long Range Planning/Development Coordination, Planning Operations, City Services and Construction Coordination:</b></p> <ul style="list-style-type: none"> <li>▪ <b>Master Plan/Project Review/Technical Assistance:</b> Provided Technical Assistance to three members regarding the LMA Forum process and scheduling (SU, BCH, WIT)</li> <li>▪ <b>BIDMC Community Health Needs Assessment (CHNA) Advisory group:</b> Served through the year concluding with a recommendation to the State for \$18 million in funding to four priority areas based on social determinants of health in their service territory.</li> <li>▪ <b>Questionnaire:</b> Retooled questionnaire process and questionnaire, disseminating Phase I for data submittal by June 15<sup>th</sup> and redesign of Phase 2 by June 30<sup>th</sup>.</li> <li>▪ <b>Physical and Social Placemaking:</b> Phase 1: Successfully completed plans, permits, approvals, and implementation with site owners, including rotating art pieces, signs and site furnishing orders, and logistics planning for delivery, assembly, inventory, shutdown, storage and repair. Completed year 1 programs and marketing/communications schedule at 7 sites in the LMA with programs ranging from music, petting animals and yoga to simulchess, food trucks, art, storytellers, and speakers. Program included 90 music events; 32 free yoga classes; 45 hours of petting animals; on average, 20 food trucks per week (16 vendors); 27 storytellers and speakers; 580 books, 140 games, 26 magazines; 450 amenities, including tables and chairs, 4 ping pong tables, and 8 carts; and 8 simulchess events. VPNE site ambassadors trained, introduced to members and deployed and monitored.</li> </ul>	<p>\$23,875</p>	<p>Fenway/ Longwood</p>	<p>Built Environment  Good Neighbor Activity</p>
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<p>Phase 2: Completed plans for 6 new sites with approval of designs and programming for 5 sites, including new furniture orders, organization and scheduling of expanded program partners, and logistics planning for each site. Produced additional design for Stoneman Centennial Park and relocated furniture to this location based off needs from BW. Developed and contracted with program partners for yoga, tai chi, petting and therapy animals, musicians, chess players, food vendors, chalk artists and VPNE ambassadors. Completed License agreements, contracts, waivers, and other financial and legal documents. Implemented alternative scenarios for placemaking in response to updated risks from Covid-19. This included social distancing and sanitization guidelines for the management of assets; modifications to the music and other programs that were a high risk for spreading Covid-19 as well as a modified food truck program, chalk art program for the Children’s Hospital Blackfan site, and modified signage for all sites.</p> <ul style="list-style-type: none"> <li>▪ <b>GIS:</b> Produced GIS maps for street trees in LMA. Produced map data for all bus stops in the LMA. Provided technical mapping support for emergency transportation contingency study.</li> <li>▪ <b>Technical Assistance:</b> Updated Bike Parking map for the MASCO.org website, worked with corporate Communications on updated masco.org website for Area Planning content.</li> <li>▪ <b>Banners:</b> Managed the installation, removal and repairs of the area-wide banners for BIDMC, BCH, DFCI, TI, SU, EC, MCA and HSPH. Provided technical Assistance to HSPH, WIT and DFCI relative to their new logos and banner locations, approvals and installation.</li> <li>▪ <b>Planning Operations:</b> Managed the maintenance, repair and installation of the MASCO assets located throughout the LMA including 37 Big Bellies, 73 metal benches, 33 metal waste/recycling receptacles, and 175 wayfinding signs.</li> </ul>			
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<ul style="list-style-type: none"> <li>▪ <b>Construction Coordination:</b> Posted 123 construction and traffic advisories (as of 6/30/20), coordinated 17 building, utility and infrastructure projects, held 12 (projected) construction coordination meetings. The projects included the replacement of water mains on Francis Street and Tremont Street, repaving of Brookline Avenue, major facility improvement at HMS, BWH, BCH, BIDMC, MATEP and MCA and new buildings at BIDMC and BCH. Completed annual Construction Coordination report.</li> <li>▪ <b>City Services:</b> Reported and tracked the completion of 37 city service issues including street light outages, traffic light outages, street and sidewalk repairs, and sign replacement. Surveyed the streets and sidewalks in and around the LMA for snow removal needs after each significant storm. Coordinated with the city, state and private institutions on areas in need of attention.</li> </ul>			
<p><b>6. Energy/Environmental Utility Infrastructure</b></p> <ul style="list-style-type: none"> <li>▪ <b>Legislative and Policy Initiatives:</b> Monitored quarterly and assessed 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 RGGI for transportation. Served on BWSC new storm water Fee task force (phosphorus reduction). Participated in the Boston Climate Action Plan Update Working Group. Provided briefings to LMA institutions and others on BERDO, Zero Net Energy legislation, Decarbonization Road Map and new New York Climate Action regulations.</li> </ul>	\$1,851	City Wide	Built Environment



<ul style="list-style-type: none"> <li>▪ <b>Sustainability Leaders &amp; Green Labs:</b> Held a Leadership Forum with internationally known speaker Leith Sharp in September for 30 members. Best practices sharing included: creation of a working group for ACT 'nutrition' labels for lab products, Children's research on a waste-to-energy Digester, and BIDMC's sustainable Vendor Resource List. Researching experts to present at a spring Tech Forum.</li> <li>▪ <b>LMA Principles of Agreement for Sustainability:</b> With Strategic Planning Committee, drafted and reviewed Sustainability Principles of Agreement beginning with metric and visionary goals.</li> </ul>			
<p><b>7. Open Space</b></p> <ul style="list-style-type: none"> <li>▪ <b>Beautification Programs:</b> Implemented the LMA Beautification program including 50 seasonal planters, 168 gateway hanging baskets, and 6 perennial beds including trees, shrubs, bulbs and perennials during the 2019 growing season. Worked with cell tower companies to get (32) basket brackets replaced. Installed 4 replacement trees on Blackfan and Huntington.</li> <li>▪ Furniture for physical and social placemaking.</li> <li>▪ <b>Replace Blackfan Troughs:</b> Created landscape renderings to replace 16 older rectangular planting troughs with 59 round planters. Presented renderings to Blackfan abutters. Developed cost estimates and funding alternative, presented to abutters and participating SPC members.</li> <li>▪ <b>Evans Way:</b> Installed rose bush replacements (18), maintenance, fertilization, and watering of the pedestrian island. Added 170 more daffodil bulbs.</li> <li>▪ <b>Huntington Avenue:</b> Continue to care for 225 trees, including fertilization, pruning, and irrigation maintenance. Installed 3 replacement trees this spring.</li> </ul>	\$ 48,153	Fenway/ Longwood	Built Environment





<ul style="list-style-type: none"> <li>▪ <b>Ave Louis Pasteur:</b> Developed new open space and resiliency concept for Ave. Louis Pasteur. Green Infrastructure pilot project reviewed by abutters, BWSC, PIC, and Parks based on 100% design, construction and maintenance cost estimates. Requested funding from (3) foundations.</li> <li>▪ <b>Technical Assistance:</b> Created new perennial planting design for Merck including two large planters. Installed plantings in the summer and fall. Conducted tree evaluation on Huntington Ave. with GIS analysis. Worked with Boston Parks Department to replace trees at BWH and DFCI.</li> <li>▪ <b>Open Space Advocacy:</b> Reconnected with ACE related to construction communications. 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.</li> </ul>			
<p><b>8. Capital Improvements</b></p> <ul style="list-style-type: none"> <li>▪ <b>Street Name Sign Implementation:</b> Installed 43 new blue street name signs that replaced missing street signs in the LMA.</li> <li>▪ Relocated a vehicular directional sign along the Fenway to a location with better visibility.</li> <li>▪ Purchased and installed a Big Belly Solar trash compactor and recycling station to replace a damaged receptacle on Longwood Ave.</li> <li>▪ Began phase one on the MASCO trash receptacle design project.</li> <li>▪ <b>Blackfan Maintenance Management:</b> Managed snow removal, maintenance, and repair services for Blackfan Circle abutters.</li> </ul>	\$99,432	City Wide Fenway/ Longwood	Built Environment



<p><b>9. Snow Removal</b></p> <ul style="list-style-type: none"><li>• 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).</li><li>• Surveyed and reported to city and private plowers the need for snow removal around the LMA after each snow event.</li></ul>	\$8,033	Fenway/ Longwood	Built Environment
<b>Total</b>	\$ 436,035		