



March 31, 2025

Mr. Hinlan Wong
Board of Review
City of Boston Assessing Department
City Hall, Room 301
Boston, MA 02201

Dear Mr. Wong,

Enclosed is the PILOT community benefits report for Longwood Collective (formerly MASCO) which details the programs and services carried out in service to the Longwood Medical and Academic Area (LMA) during the Fiscal Year 2024 period of July 1, 2023 through June 30, 2024.

These programs and services support the area's world-renowned organizations and the people who live, work, study, or receive care in the LMA. Institutions in the LMA are drivers of the local economy, employing 73,000 people, educating 24,000 students, and receiving 3.8 million patient visits each year.

Altogether, these services and activities total \$511,175 and all dollar amounts detailed in the report are for actual expenses. The report includes supplemental information on the work Longwood Collective staff performed as an in-kind service to the district.

Longwood Collective's Federal Tax Identification Number is 04-2507445.

Please feel free to contact me directly if you have any questions on any of this material. I can be reached at scahill@longwoodcollective.org or (617) 632-2748.

Regards,

A handwritten signature in black ink, appearing to read 'Samantha Cahill', is written over a white background.

Samantha Cahill
Vice President of Communications and Public Affairs

COMMUNITY BENEFITS RECAP

Please note that the deadline for Community Benefits is April 1, 2025. There are also two additional data points we would like to collect this year (see footnotes for more info).

Once completed, please rename the document to reflect the name of your organization. Email an excel and PDF version to PILOTprogram@boston.gov.

INSTITUTION NAME:		Longwood Collective		FINANCIAL YEAR:		2023				
Program Name	Brief Program Description	Amount (\$)	Cash, In-Kind, or Both ¹	1-time or Ongoing ²	Who is Served ³	Program Initiator ⁴	City-wide or Neighborhoods Served ⁵	Community Benefit Category ⁶	Partners	
Transportation Management Association (Longwood Collective TMA)	<p>Purpose: Reducing Congestion, Greenhouse Gases, Supporting the MBTA, walking, biking, and carpooling</p> <p>As employees come back to the workplace, participation in Longwood Collective TDM programs has seen a steady increase. These programs support the City's goals of reducing Vehicle Miles Traveled (VMT) and Greenhouse Gas Emissions and include:</p> <ul style="list-style-type: none"> • GoMassCommute: 2,427 employees registered in our GoMassCommute online commuting network which has resulted in 29,000 non-Single Occupancy Vehicle (SOV) trips, or 101,903 miles traveled, and 35 tons reduction in CO2 emissions. • Emergency Ride Home: 654 Longwood employees registered in our Emergency Ride Home program. We provided 59 rides from Longwood to home in the event of illness/ emergency for program participants. • Free Bicycle Tune Ups: Sponsored 21 bicycle tune up events serving 637 commuters from across the district. • DEP Reporting: Assisted in completing 9-member institution DEP rideshare reports; summarizing area-wide commuter program participation and transportation projects. • CommuterFit: Registered 714 participants in the alternative commute program, CommuterFit. 	\$63,069	Both (A)	Ongoing	LMA/Boston commuters	Longwood Collective	City-wide, Fenway/Longwood	Built Environment		
Transportation Planning/Capital	<p>Purpose: Developing long-term improvements to multi-modal regional access, improving neighborhood safety and access</p> <p>Involved as stakeholder in Town/City/MBTA/State planning in the following regional roadway, transit, and access projects:</p> <ol style="list-style-type: none"> MBTA/MassDOT Better Bus Project/Bus Network Re-Design Green Line D Branch Accessibility Improvements Route 9/Gateway East bus lane pilot Phase 2 TIP, Boylston Street/Sears Rotary Re-Design City of Boston Route 39 Transit Priority Corridor MBTA/City of Boston Columbus Avenue Bus Lanes City of Boston Link Bus Study Edway Transportation Action Plan Reconstruction of Bowker Overpass <p>Improving Transportation Infrastructure</p> <ul style="list-style-type: none"> • Oscar Tugo Circle Safety Improvements: The Area Planning Department evaluated power source alternatives for the rectangular rapid flashing beacons (RRFBs) located at the intersection of Avenue Louis Pasteur and Longwood Avenue. This equipment helps improve pedestrian safety and visibility at these busy crosswalks. • Binney St and Jimmy Fund Way Safety Improvements: The Area Planning Department is working with the City Transportation Department to improve the stop sign controls at this intersection. Work has begun on the design of an upgrade to a 4-way flashing stop sign at this location to improve visibility and safety. • Brookline Ave Bike Improvements: Working with the Boston Transportation Department, and the City's Public Works Department, the maintenance Brookline Avenue bike lanes and flex posts was maintained. With 28 posts installed, including replacement of bent, broken or missing flex posts. 	\$103,038	Both (A)	Ongoing	LMA/Boston commuters	Longwood Collective	City-wide, Fenway/Longwood	Built Environment		
Transportation Framework 2.0	<p>Goals: To support a data -based, values-driven approach to the district's transportation needs. And to establish a baseline against which to measure future progress.</p> <ul style="list-style-type: none"> • Longwood Parking Study Phase 2: Updated Phase 1 comprehensive inventory with a spot-check of utilization at on-site parking facilities. 		In Kind	Ongoing	Transportation-oriented residents, policy leaders, institutions	Longwood Collective	City-wide, Fenway/Longwood	Built Environment		
Government and Community Relations	<p>Goals: Donations to local organizations that align with Longwood Collective's vision, mission, and goals.</p> <ul style="list-style-type: none"> • Community Relationship Building: Worked with or financially contributed to community groups such as: Mass Bicycle Coalition, Emerald Necklace Conservancy, Friends of Ramler Park, Friends of the Muddy River, WalkBoston, and the Fenway CDC. 	\$30,225	Both (A)	Ongoing	Beneficiaries of Boston-based community groups	Longwood Collective	City-wide, Mission Hill, Fenway/Longwood	Social Environment, Direct Monetary Support, Good Neighbor Activity		

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Energy/Environment/Sustainability	<p>Goals: Serve as a venue for members and regulatory agencies, experts, and practitioners to come together on a variety of critical topics.</p> <ul style="list-style-type: none"> • Legislative and Policy Initiatives: On behalf of members, and collaborating closely with the City, monitored, assessed, and provided public comment on legislative and policy initiatives in sustainability, energy, state, and City climate regulations including BERDO, Article 80 Modernization, Article 37 Zero Net Carbon, and Shadow Policies. • Technical Meetings/Forums: Hosted Tech Talks for medical and educational institutions on a variety of sustainability topics. • Sustainability Leaders/Green Labs: Held meetings on Zero Waste, San-i-Paks, Net Zero Logistics, ZNC Lab buildings. 		In Kind	Ongoing	Constituencies and organizations impacted by outcomes of City's climate, transportation and development policies	Longwood Collective	City-wide	Built Environment, Social Environment	
Long Range Planning/Development Coordination	<p>Goals: Support members, the city, employees, patients, and visitors, by providing technical review of local area development projects. Providing planning services for Longwood including GIS mapping and data gathering.</p> <ul style="list-style-type: none"> • Project Review/Technical Assistance: Provided technical assistance to members regarding projects undergoing public approvals. This included hosting special abutters meetings, providing technical assessments regarding land use, urban design, traffic, transportation, and open space. • Technical Support to City in Public Meetings: As a member of Impact Advisory Groups participated in and contributed to numerous public meetings regarding development projects including: 1 Joslin Place, 1400 Boylston St., 500 Huntington Ave., and Longwood Place. Provided technical comment letters addressing a wide range of topics affecting the Fenway and LMA including land use and transportation. • GIS Mapping: Surveyed and mapped additional tree coverage in the LMA, helping to plan for long-term health and cooling of the neighborhood. 		In-kind Staff Support	Ongoing	Longwood employees, students, patients, visitors, and institutions	Longwood Collective	Fenway/Longwood	Built Environment	
Planning Operations City Services and Construction Coordination	<p>Goals: Purchase and manage area-wide assets and public amenities including trash barrels/recycling benches, and wayfinding signage. Serve as a clearinghouse for district construction projects and provide advance notification to mitigate construction impacts. Conduct snow removal on key corridors and coordinate with members and City on snow removal on public streets.</p> <ul style="list-style-type: none"> • Banners: Managed the installation, removal, and repairs of the area-wide banners for SU, EC, TI, MCA and DFCL. • Added New Banners: Including 42 sets of newly designed streetlight banners and 3 sets of gateway banners, helping direct and welcome visitors to the Longwood area. • Planning Operations: Managed the maintenance, repair and installation of the Longwood Collective assets located throughout the LMA including: 39 Big Belly trash compactors, 76 metal and wood benches, 28 metal waste/recycling receptacles, 177 wayfinding signs, New benches and additional street furniture at the new Outside sites and one of the district's busiest bus stops • Installed a Soofa digital sign in front of 375 Longwood Ave; • And two Big Belly trash compactors at Blackfan Circle and Avenue Louis Pasteur. • Construction Impact Mitigation: Developed and distributed construction project information related to projects such as the Beth Israel Deaconess Medical Klarman Building and Simmons University Living and Learning Center construction. Information helped member institutions and employees to plan and mitigate potential emergency vehicle access, patient access and traffic impacts to public (and private) streets. • Construction Coordination: Posted 44 construction and traffic notices, coordinated 14 building, utility, and infrastructure projects, held the annual construction coordination kickoff meeting. The projects included the replacement of water mains on Binney Street and Blackfan Circle, major facility improvements at BWH, BIDMC, DFCL, BCH, MATEP, MCA and HMS and the Living and Learning Center at SU. • Blackfan Circle (Private Street) Maintenance Management: Managed snow removal, maintenance, and repair services for Blackfan Circle abutters. • Emergency City Services: Patched dozens of potholes on several occasions throughout the LMA. • Snow Removal: Cleared 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). Also surveyed and reported to city and private plowers the need for snow removal around the LMA after each snow event. 	\$124,004	Both (A)	Ongoing	Longwood employees, students, patients, visitors, and institutions	Longwood Collective	Fenway/Longwood	Built Environment, Social Environment, Good Neighbor Activity	

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Open Space/Beautification Programs	<p>"Outside" Placemaking Program Outside// is an annual six-month seasonal placemaking partnership between the Longwood Collective and four major hospitals (BCH, BWH, BIDMC, DFCI and CLSB). The program opens privately owned plazas to patients, visitors, employees, and the public to use for a variety of programs. Longwood Collective provides outdoor furniture and other assets and manages a hospitality contract with vendor Block by Block. The Longwood Collective also plans, implements, and organizes programs including live music, games, public art, therapy dogs, fitness classes, and a monthly music festival to foster community, improve quality of life for essential workers, students, and visitors; and create a unique neighborhood identity for the Longwood area.</p> <p>July – October 2023</p> <ul style="list-style-type: none"> • Successfully completed the sixth year of the program. • Includes 11 sites across the medical campuses. • Organized and expanded the program schedule that includes 352 assets (including tables, chairs, umbrellas, signs, game carts, ping pong tables, lawn games, and reading carts), weekly musical performances at 5 locations, 6 art blade displays, hosted yoga and tai chi fitness classes, 17 weeks of dog petting and adoption drive in partnership with Shultz's Guest House, and food trucks once per week (with 2 vendors total). • Worked with Block By Block, who were contracted as site managers, to monitor the spaces, frequently clean tables, and interact with visitors. • Completed inventory, shutdown, storage, and repair of assets. <p>May - June 2024</p> <ul style="list-style-type: none"> • Successfully launched a 6th year of a placemaking program. • Completed plans and programming for 13 sites (including temporary sites Joslin Park and 4 Blackfan Circle), which involved developing site plans, license agreements, contracts, waivers, and other financial and legal documents with vendors and institutional partners. • Organized and expanded the program to include 388 assets (including tables, chairs, umbrellas, signs, game carts, ping pong tables, lawn games, and reading carts), weekly musical performances at 6 different sites, 7 art blade displays, 17 weeks of dog petting and adoption drive in partnership with Shultz's Guest House, and food truck two times per week (with 5 vendors total). Partnered with More Than Words to provide 400+ titles in our mobile library system. • In partnership with C&W Services, we organized 2 outdoor music festivals, with live music, 4-5 food trucks, lawn games, and community tabling. • Worked with Block By Block, who were contracted as site managers, to monitor the spaces, frequently clean tables, and interact with visitors. <p>Beautification and Open Space</p> <ul style="list-style-type: none"> • Beautification Programs: Implemented the LMA Beautification program including 69 seasonal planters, 64 gateway hanging baskets, and 5 perennial beds including trees, shrubs, bulbs, and perennials during the 2023-24 growing season. • Evans Way: Installed rose bush replacements (10), maintenance, fertilization, and watering of the pedestrian island. 150 more daffodil bulbs added. • Huntington Avenue: Cared for 225 trees, including fertilization, pruning, and irrigation. Replanted a tree along Huntington Ave. • Technical Assistance: Surveyed and inventoried the LMA's urban forest, including more than 800 trees on public and private property, identifying areas of potential for future planting as well as areas and individuals at risk. Utilized data in developing plans to combat the urban heat island effect and increase permeability in the LMA. • Open Space Planning: Drafted initial Open Space Framework with KZLA consultants, including existing climate, storm, flood and urban heat island information for Longwood. • Open Space Advocacy: 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. 	\$190,839	Both (A)	Ongoing	Longwood employees, students, patients, visitors, and institutions	Longwood Collective	Fenway/Longwood	Built Environment, Cultural, Social Environment, Good Neighbor Activity	
		\$511,175							