

Community Benefits Provided to Boston by MASCO Area Planning

Fiscal Year 2012 (July 1, 2011- June 30, 2012)

Program	Expenditure
<p><i>CommuteWorks:</i></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. Mode shift changes resulting from this program include a reduction in drive alone of 13% and a shift to transit of 5%.</p> <ul style="list-style-type: none"> • Provided direct services to LMA commuters through New Employee Orientations (88 orientations), benefit fairs/information tables (14), general inquiry phone calls/emails (>1,000), and CommuteWorks' programs. • Assisted 11 institutions in preparation of 2010 DEP Rideshare Reports (BIDMC, BWH, BCH, DFCI, SC, MCPHS, MassArt, WIT, Harvard Schools). • Promoted bicycle commuting by providing winter bike clinic for member institutions and leading spring Bike Week registration and events for LMA. • Assisted 12 members in gaining recognition at the Massachusetts Excellence in Commuter Options (ECO) Awards. • Initiated new <i>CommuteSwap</i> incentive program; initiated new incentive program for Mass Mental Health Center facility relocating back to the LMA. • Promoted Massachusetts Car Free to members' employees. <p>Grant and MASCO funding which support staff and in-kind contributions are not included in the expenditure column.</p>	<p align="center">\$23,063</p>

Transportation Planning/Capital Funding:

\$ 330,749

This program supports Mayor's policies for improving city access conditions, without burdening the City Transportation Division for resources; implementing electric vehicle charging stations; promoting Boston as a bike-friendly city; implementation of Urban Ring/cross-town transit services in Boston and the Compact Communities, and others.

- **Completed an LMA member MBTA ridership survey of over 4,000 users and advocated for a balanced approach to increased fares and statewide funding solutions; resulted in retention of all LMA services.**
- **Completed transportation studies as follows to identify measures to improve city roadway operations, multi-modal access and/or reduce congestion: Riverway/Brookline Ave. one-way pair; Fenway circulation and pedestrian improvements; intersection improvements at Brookline/Francis, Brookline/Riverway, and Longwood/Riverway/Chapel/Kent; Don't Block the Box Program design and approvals; gateway studies; "Complete Streets" studies; Longwood and Francis Bus Lane studies.**
- **Completed LMA/Urban Ring bus route study; Boston, Cambridge and Somerville reviewed and will support MASCO funding proposal for ridership modeling by State.**
- **Implemented meter removal and No Parking Zone on Palace Road to improve pedestrian safety, reduce congestion and accommodate loading and operations at the Massachusetts College of Pharmacy and Health Sciences and Massachusetts College of Art and Design.**
- **Successfully advocated for improvements to MBTA service including increased Commuter Rail Service to Yawkey Station and improved ADA accessibility at Longwood stop on D Branch. Conducted Framingham/Worcester Commuter Rail survey for action on new service.**
- **Involved as stakeholder in City/State planning to advocate for LMA access in following projects: Circulation changes on B.U. Bridge and Mountfort St./Saint Mary's St. Turnpike Bridge; Melnea Cass Boulevard design and reconstruction to accommodate center median bus way; Urban Ring Citizen's Advisory Committee and ABC Institutional Urban Ring Group; review of State's Regional Transportation Plan; conducted technical review of roadway and transit design plans at New Yawkey Station area and worked with City and State to ensure current private and future public bus access/Right of Way needs protected; Bowker Overpass Study Advisory group.**
- **Completed Longwood Avenue Urban Ring below grade station design concept.**
- **Completed discussions with Boston, Cambridge, and Somerville, Urban Ring Citizen's Advisory Committee, MassDOT and the MBTA on an LMA/Urban Ring Public Bus Consolidation Study and plan for State ridership modeling study.**

<ul style="list-style-type: none"> • Assisted LMA emergency response coordination by sponsoring meetings with Massport, Suffolk Downs, and the MBTA to discuss use of underutilized parking facilities for LMA emergency responders during declared emergencies. • Completed curbside signage, bus layover, and valet parking plan for Joslin Place and Deaconess Rd., for Beth Israel Deaconess Medical Center, Joslin Diabetes Center, and MASCO bus operations; under review by City. • Assisting City in implementing bike lane plan for Brookline Ave. by completing preliminary design, reviewed with City (BRA and BTD). • Worked with City on early action project implementation for the concurrent pedestrian operations at Jimmy Fund Way/Brookline Ave. Collaborated with the City on Don't Block the Box Signage and Enforcement program at signalized intersections in the LMA to curb gridlock and increase vehicle and pedestrian safety. • Paid Traffic Engineers to adjust signal timing at Longwood/Chapel and Longwood/Kent intersections in the Town of Brookline. Adjustments help ease traffic congestion on Longwood Ave. 	
<p><i>Development, Community Development and Workforce Development/Jobs Programs:</i></p> <p>Support the Mayor's policies to encourage development, strengthen neighborhoods and enhance Boston resident youth and adult employment.</p> <ul style="list-style-type: none"> • Provided funding support for summer youth jobs at ABCD Parker Hill and Mission Hill Health Youth Collaborative Programs. • Provided support to community groups such as Friends of Muddy River, Emerald Necklace Conservancy, Fenway Community Development Corporation and Mission Hill Main Streets. • Development Planning: Served on City development review Task Forces for three members; co-hosted Article 80 Public Meetings, organized and produced "public record" for LMA Forums for Winsor School, Emmanuel College, Merck, Wheelock College and Brigham and Women's Hospital; assisted City/BRA by facilitating institutional problem-solving meetings related to large scale development plans at Winsor School. • Coordinated Boston Shines activities by Longwood institutions. BIDMC, BCH, SC, DFCI, and MASCO contributed materials or in-kind services to the mayor's city-wide clean-up day. • Convened group of land use attorneys and BRA to discuss institutional zoning issues. <p>(Costs of serving on task forces, organizing, co-hosting, and writing/distributing minutes of the LMA Forum bi-monthly meetings with Boston Redevelopment Authority, for community review of LMA Article 80</p>	<p>\$9,630</p>

<p>Projects not included in the expenditure column; Staff time and in-kind contributions for Boston Shines Program are not included in the expenditure).</p>	
<p><i>Planning Operations, Construction Coordination and City Services:</i></p> <p>Supports City policies to lessen the burdens on the City of Boston Transportation and Public Works departments, reduce traffic congestion in the city, and improve the urban environment.</p> <ul style="list-style-type: none"> • Coordinated 17 LMA construction project activities; issued 192 advisories to over 200 LMA, government and community organizations on construction and other issues that would affect access conditions; coordinated 17 building, road paving, infrastructure and regional bridge reconstruction projects; held 22 construction coordination/problem-solving meetings. • Assisted Muddy River Project sponsors (city, state, Army Corps) by convening information meetings in advance of construction. • Coordinated abutters and Boston Water and Sewer Commission regarding construction schedule and protocol for replacement of 100 year old water main on Shattuck Street. • Coordinated neighborhood discussions on Binney One-Way operation during Children’s construction project and implemented signal timing changes on Brookline Ave. to accommodate and expedite construction. • City Services: Coordinated inventories of street, sidewalk and streetlight issues; reported and followed up on 54 incidences with city and state agencies regarding: street light outages, potholes, sink holes, damaged sign poles, traffic light issues, damaged tree grates, and sidewalk snow removal complaints. The cost for staff and in-kind value of this work is not included in the expenditure column. • Completed sidewalk replacement inventory and submitted to public sector agencies for repair. • Worked with City to coordinate repaving Longwood Avenue between Blackfan St. and Brookline Ave., reconstruction of pedestrian ramps, and patch and repair trenches on Brookline Ave. between the Fenway and Longwood Ave. Project improved pedestrian, bicyclist and vehicular safety and access on the busiest sections of roadway in the LMA (coordinated during FY’11, implemented FY’12). • Worked with City to reconstruct pedestrian ramps and sidewalks at locations on Brookline Ave., Longwood Ave., Shattuck St., Binney St., Francis St., Blackfan Circle and the Riverway to improve ADA accessibility and safety. • Updated MASCO online GIS system with BWSC data and new member buildings. • Updated LMA Guide Map, interactive map and aerial photographs and orthophoto. 	<p>N/A</p>

<p><i>City Parks and Open Space:</i></p> <p>Supports City policies to lessen the burdens on the Boston Parks Department through private partnerships.</p> <ul style="list-style-type: none"> • Financial support to community organizations who partner with the Boston Parks and Recreation Department on the protection and improvement of city streetscapes and parks (Friends of Muddy River, Friends of Raimler Park, Emerald Necklace Conservancy, Fund for Parks Agassiz Project). • Privately funded maintenance of 227 trees on Huntington Avenue Boulevard, from Ruggles Street to Brigham Circle, including inventory, pruning of 25 trees, removal and replacement of 5 dead trees in City sidewalk and MBTA median, maintenance of irrigation system in sidewalk and median, inventory and coordination with City of removal and replacement of tree grates, and paving over 12 pits slated for closure. • Evans Way Park Phase IV project: completed 90% of the design which includes the city-owned sidewalks on Evans Way, and created bid and specifications packages that were reviewed by Boston Parks and Street Lighting Depts. Began looking for funding partners. Privately funded care for roses in Pedestrian Island project at Evans Way/Fenway. • Completed seasonal (4 times per year) planting, water and maintenance at City-owned Riverway/Brookline gateway median planters. • Assisted abutters and City by developing new master plan for Avenue Louis Pasteur/Oscar Tugo Circle including 14 tree pits, trees, irrigation, and under plantings. Approved administratively by PIC. Three raised tree pits and Elm trees installed. Installation costs contributed by abutters. Completed deep root fertilization and soil treatments for aphids/borers on historic trees on the avenue. • Developed bid package and specifications and replaced four trees and closed one tree pit on Blackfan Circle. • Designed and implemented new hanging flower basket program on light poles on Brookline Ave. south of Longwood Ave. 	<p style="text-align: right;">\$ 1,940</p> <p style="text-align: right;">\$ 19,607</p> <p style="text-align: right;">\$24,906</p> <p style="text-align: right;">\$5,000</p> <p style="text-align: right;">\$29,084</p> <p style="text-align: right;">-</p> <p style="text-align: right;">\$23,556</p>
<p><i>Infrastructure/Sustainability:</i></p> <p>Supports the Mayor's Initiative for Climate Action Change and Adaptation Planning.</p> <ul style="list-style-type: none"> • Provided assistance to Boston Water and Sewer Commission by continuing to track BWSC Storm Drain System/Flood Control infrastructure planning to ensure that improvements are on schedule. • Hosted area-wide engineers meeting with NSTAR to review utility infrastructure planning and emergency communication improvements. 	

<ul style="list-style-type: none"> • Sustainability: Retained environmental consultant to verify health and environmental messages for members' behavioral change campaigns for waste reduction. Conducted studies on effective recycling signage and logistics protocols. Developed and taught members how to create a Community-Based Social Marketing recycling campaign, and provided monthly blinded comparison of institutions' recycling rates. Leaders adopted LMA Recycling Bin Standards. Completed Biomatrica Pilot Project with five labs to test room-temperature storage to reduce the need for ultra-low temperature freezers and associated energy and space costs. Provided technical assistance for reduction of packaging and junk mail, streamlining of medical supplies, environmentally preferred purchasing policies, Kaiser Permanente scorecarding, how to cultivate Green Champions, behavior change campaign communication products, energy consumption reduction in labs, environmental services, and Merck's Chem store, and best practices in water conservation. Provided overviews on state and Boston Climate Action Plans and Adaptation. • Sited and ordered 10 custom-designed outdoor recycling containers on public and private sidewalks. <p>(Staff and in-kind costs for these initiatives are not included in the expenditure column)</p>	<p>\$25,967</p>
<p><i>Snow Removal:</i></p> <ul style="list-style-type: none"> • MASCO performs a critical public service by paying for the clearing of snow from the public sidewalks that run 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 a one of the most heavily used pedestrian corridors in the Longwood Medical and Academic Area (LMA). 	<p>\$2,260</p>
<p><i>Banners, Benches, and Waste Containers:</i></p> <ul style="list-style-type: none"> • As part of our role in helping to enhance the public realm, MASCO maintains 92 banners, 70 benches, and 42 waste containers throughout the area for the more than 105,000 people who travel to the LMA every day. 	<p>\$31,441</p>
<p><i>LMA Pedestrian Sign Program:</i></p> <ul style="list-style-type: none"> • The Pedestrian Sign Program that MASCO designed and installed throughout the LMA was created to ease congestion within the LMA by providing clear directions to all of our hospitals, clinics, colleges, 	<p>\$345,157</p>

schools, cultural and religious institutions for the more than 105,000 people coming to this area on a daily basis. This is accomplished through the strategic placement of map kiosks, directional markers, and wall-mounted maps throughout the area. The program itself consists of 11 double-sided map kiosks, 8 double-sided directional blades, and 5 wall maps (installed in garages).	
<i>Total:</i>	\$872,360