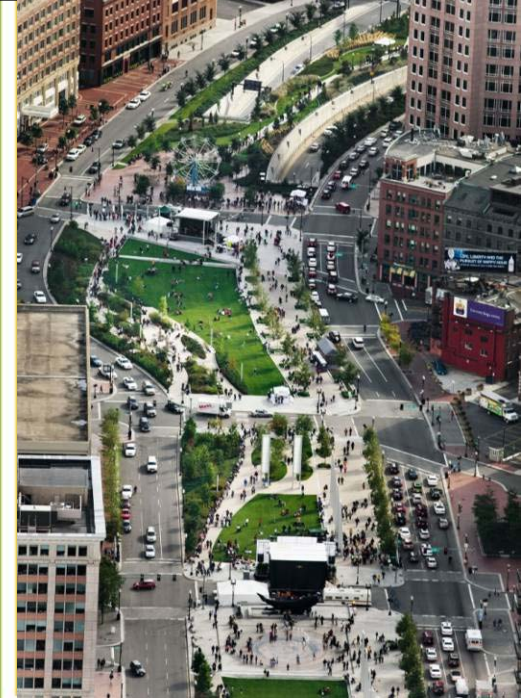


# Upcoming 2010 Park Season

Neighborhood/Community Meeting  
The Greenway Leadership Council

February 24, 2010



# What we'll talk about

- Food vending
- Tables, chairs, and shade
- Programs
- "Connection" initiatives
  - Possible introduction of WiFi
  - Expansion of volunteer program
- Interactive forum for input

# Food Vending



# Status update

## WHAT HAS OCCURRED ALREADY

- Boston College consulting project
  - Focus on best Boston examples
- Best practice research (e.g., NYC, Toronto)
- Discussions with BRA, MassDOT
- Meetings with cart vendors

## FOOD VENDING THE FOCUS FOR TODAY

- Presentation of key principles
- Overview of timeline
- Review of key elements of approach
- Initial thinking on locations
- Discussion

## NON-FOOD VENDING DEFERRED

- Harder to identify right “public amenity” merchandise

# Key principles for food vending

## Create a great public amenity

- Primary focus is public amenity, rather than revenue generation

## Go slow to get it right

- Two-year roll-out
- Pilot in 2010
- Learn and improve

## Set and enforce high standards

- In operations (e.g., trash removal)
- In the offering (e.g., high quality product offerings, service, appearances)

# Timeline

- (Stretch) goal for launch: June 1
- Tight implied schedule

Task	1/25	2/1	2/8	2/15	2/22	3/1	3/8	3/15	3/22	3/29	4/5	4/12	4/19	4/26	5/3	5/10	5/17	5/24	5/31	6/7	
Research and outreach	█																				
RFP finalization					█																
Accept RFP submissions							█														
Review submissions and select vendors									█												
Vendor permits and cart manufacturing											█										

- Significant outreach effort, despite short timetable
  - GLC Neighborhood/Community Meeting February 24<sup>th</sup> at Aquarium
  - GLC Neighborhood/Community Meeting March 9<sup>th</sup> at 185 Kneeland St
  - A Better City outreach meeting February 19<sup>th</sup>
  - Additional outreach meetings and conversations
    - E.g., Sustainable Business Network's Local Food Project, abutting restaurants

# Food vending pilot program launched deliberately through objective RFP process

## Product aspirations

- High-quality and distinctive food, ideally locally sourced
- Healthy options
- Range of price points, with affordable options required
- Sustainable operations

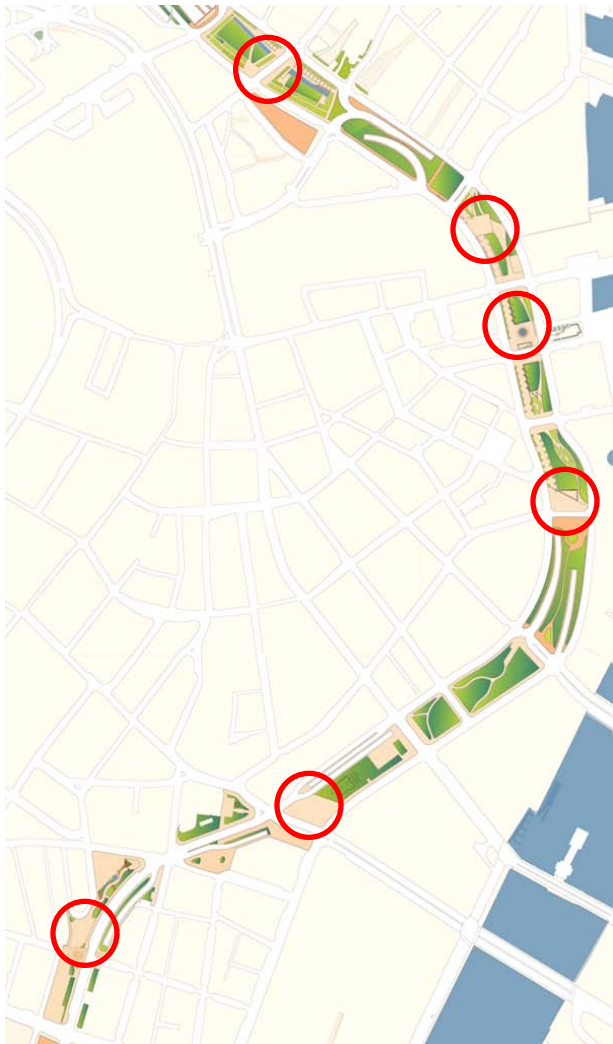
## Program roll-out

- Two-year roll-out
- Small pilot in 2010 with one-year contracts – mobile carts only
- Expanded effort in 2011 with longer contracts (3-5 years?)

## Procurement by RFP

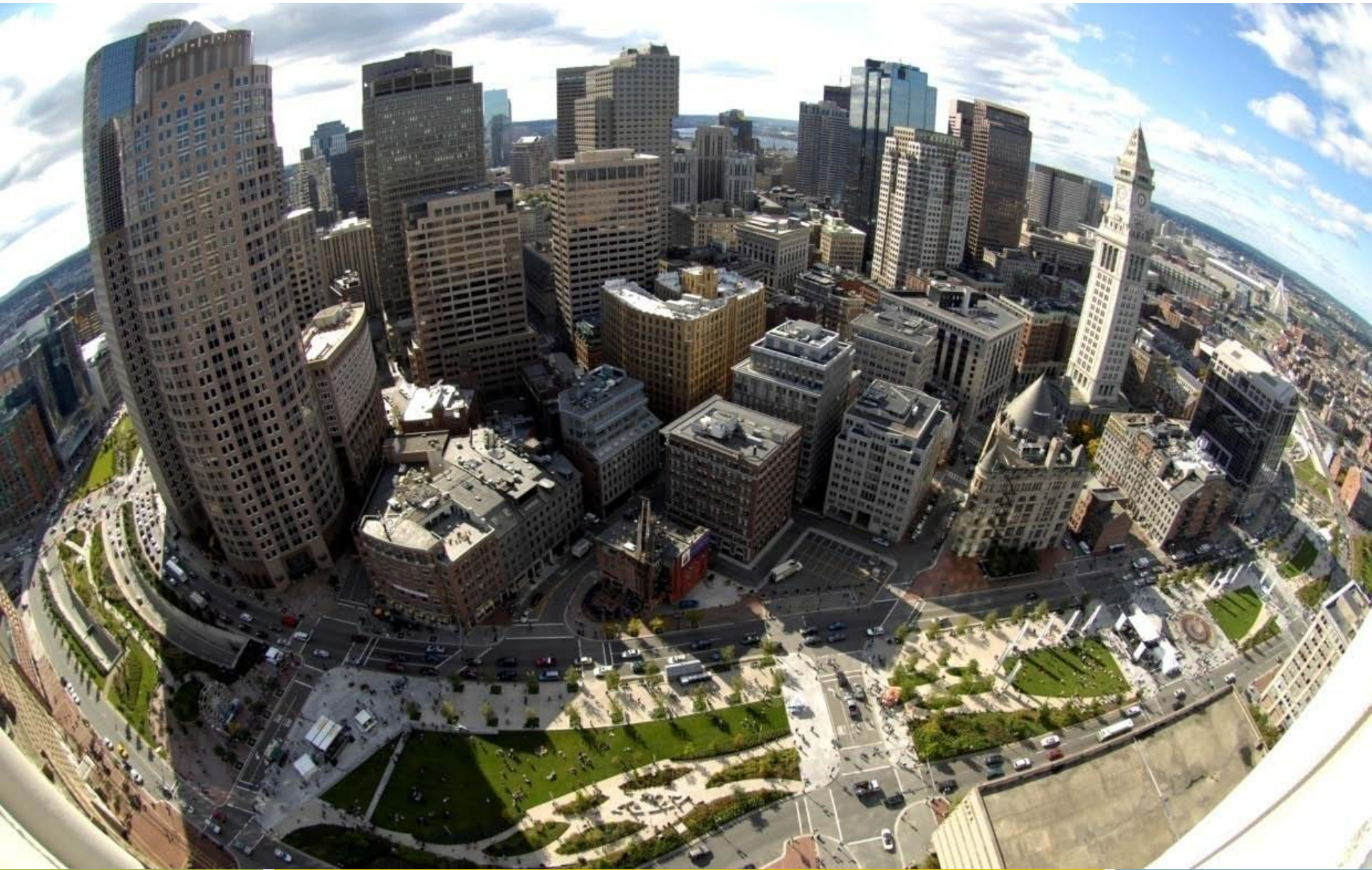
- Specify locations
- Solicit fixed monthly fee proposals
- Provide guidance on, rather than proscribe:
  - Product mix (e.g., healthy, site-relevant food vs. ice cream at the Rings Fountain)
  - Cart appearance

# Initial thinking suggests 1 vendor in 3-4 locations in 2010, with more in 2011



<i>Location</i>	<i>2010</i>	<i>2011</i>
North End	Pending input	✓
Near carousel	Pending input	✓
Rings Fountain	✓	✓
Wharf plaza	Pending input	✓
Dewey Square	Unlikely	✓
Chinatown	Unlikely	✓

# Tables, chairs, and shade



# Rose Kennedy Greenway Furniture Proposals

2010 Focus?

## The North End Parks:

Proposal to add additional tables & chairs and umbrellas

## Wharf District Parks:

Proposal to add tables, chairs and umbrellas to the Rows Wharf Plaza on parcel 17

## Fort Point Channel Parks:

Proposal to add chairs and benches

## Dewey Square Park:

Proposal to add additional tables, chairs and umbrellas

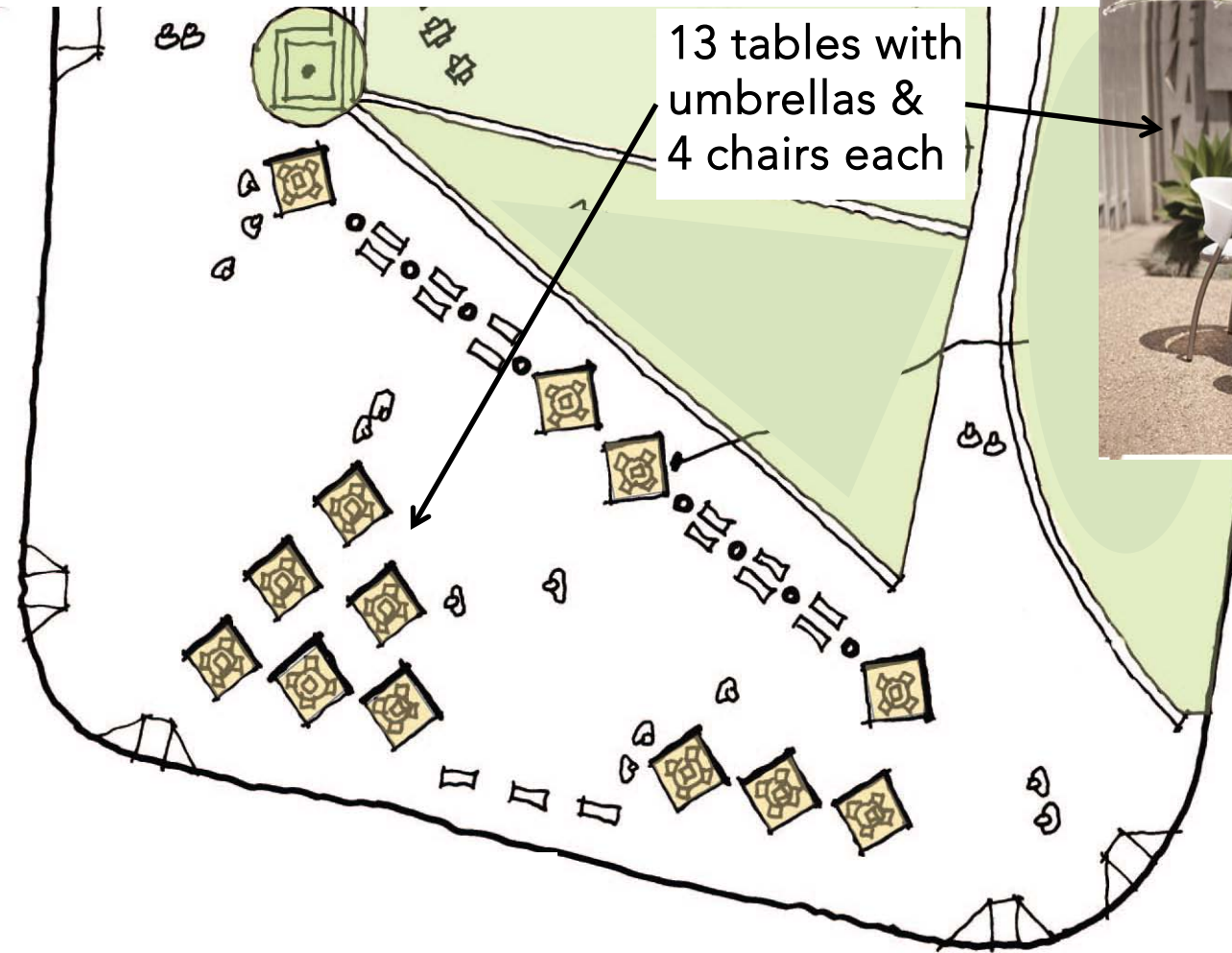
## Chinatown Park:

Proposal to add tables, chairs and umbrellas



# Conceptual Furniture Layout:

Rowes Wharf Plaza, Wharf District Parks



# Conceptual Furniture Layout: Fort Point Channel Parks



# Conceptual Furniture Layout: Chinatown Park



# Programs



# Programming helps youth, families, commuters, and seniors enjoy the Greenway

## Why Programming?

- **Legislative requirement:** “Lessee shall operate, manage, maintain, improve and program the Leased Premises in accordance with the Act”
- Encourages year-round outdoor activity and enjoyment of the natural environment
- Active, interesting programs “Bring Boston Together”
- Provides another reason to choose a nearby restaurant or hotel
- Contributes to a vibrant, healthy and active mixed-use urban core

## Who is served?

- **Local residents and employees**
  - Exercise instruction
  - Yo-Chi instruction
  - Farmer’s Market
- **Local and citywide families**
  - Literacy and fitness programs
  - Story Hour
  - Family games
- **Citywide, general public, tourists**
  - Arts and culture entertainment
  - Concert series (lunch time, evenings)
  - Ballet performance (Mothers’ Day)

# Conservancy Mission and Purpose

## Greenway Conservancy Mission

To secure the Greenway's future as one of America's foremost urban parks, the Conservancy will advocate for standards of consistency and excellence in design; manage its operations, working collaboratively to create, finance, promote and coordinate public programs and events; and raise adequate and stable funding to support the long-term sustainability of its public uses.

## Greenway Conservancy Purpose Statement, 2008

The Greenway will be a first class urban park where people discover beautiful public spaces, human connections and engaging experiences.

## Park Use Guidelines

The long-standing vision for the Greenway is to offer beautiful well-cared-for spaces where people can relax, refresh, and at times, enjoy fitness activities, concerts, performances, exhibits, and celebrations of all sorts.

# Selection criteria ensure high-quality programs are developed and are accepted

<i>Selection criteria</i>	<i>For Conservancy-developed programs</i>	<i>For third-party programs</i>
Aligned with mission	✓	
Cost effectiveness	✓	
Free or low-cost	✓	✓
Serving public well being	✓	✓
Strong local partners	✓	✓
Does not impede informal park enjoyment	✓	✓
FUN	✓	✓

# Selection criteria specifics illustrate RFKGC approach to Programming

Program selection criteria for ...

## ... Conservancy-developed programs

- Aligned with mission and purpose
- Cost effectiveness
  - Affordable and fundable
- Free or low-cost
- Serving public well-being, especially educational
  - Free events benefit Bostonians & visitors during economic downturn and make the Greenway a beloved destination
- Strong local partners, including citywide and neighborhood groups
- Does not impede informal park enjoyment
- FUN

## ... third-party programs

- Free or low-cost
- Serving public well-being, especially educational
  - Free events benefit Bostonians & visitors during economic downturn and make the Greenway a beloved destination
- Strong local partners, including citywide and neighborhood groups
- Does not impede informal park enjoyment
- FUN

*RFKGC has turned down event ideas such as weddings,  
commercial photo shoot for credit card ad, software promotional event*

# Current menu of activities for 2010 season offers programs across the park

*Italicized items are 3<sup>rd</sup> party events*

	<i>Spring</i>	<i>Summer</i>	<i>Fall/Winter</i>
North End	<ul style="list-style-type: none"> <li>• <i>Fresh Paint – artists painting for Copley Society Art Auction</i></li> <li>• Family games</li> <li>• Rose's Life Tour</li> </ul>	<ul style="list-style-type: none"> <li>• Activity carts with games, art</li> <li>• Family games</li> <li>• Rose Kennedy's Birthday</li> <li>• Garden Talks</li> <li>• Rose's Life Tour</li> </ul>	<ul style="list-style-type: none"> <li>• Bright Lights for Winter Nights</li> <li>• Rose's Life Tour</li> </ul>
Wharf District	<ul style="list-style-type: none"> <li>• <i>Fresh Paint – artists painting for Copley Society Art Auction</i></li> <li>• Garden Talks</li> <li>• Carousel</li> </ul>	<ul style="list-style-type: none"> <li>• Activity carts with games, art</li> <li>• <i>Avon Breast Cancer Walk</i></li> <li>• Outdoor concert series</li> <li>• Yo-Chi</li> <li>• Playland in the Parks</li> <li>• Carousel</li> </ul>	<ul style="list-style-type: none"> <li>• Bright Lights for Winter Nights</li> <li>• <i>Community Service Day</i></li> <li>• Garden Talks</li> <li>• Carousel</li> </ul>
Dewey Sq. / Ft. Point Channel	<ul style="list-style-type: none"> <li>• <i>Fresh Paint – artists painting for Copley Society Art Auction</i></li> <li>• Farmer's Market</li> </ul>	<ul style="list-style-type: none"> <li>• Fitness Walking</li> <li>• Garden Talks</li> <li>• Farmer's Market</li> </ul>	<ul style="list-style-type: none"> <li>• Bright Lights for Winter Nights</li> <li>• <i>Teen Film Festival</i></li> <li>• Halloween Public Party</li> <li>• Farmer's Market</li> </ul>
Chinatown	<ul style="list-style-type: none"> <li>• <i>Fresh Paint – artists painting for Copley Society Art Auction</i></li> <li>• <i>Park and Island tour – hosted by National Park Service</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Chinatown Main Streets Summer Festival</i></li> <li>• <i>August Moon Festival</i></li> <li>• <i>Films at the Gate hosted by Asian CDC</i></li> <li>• Family games</li> </ul>	<ul style="list-style-type: none"> <li>• Bright Lights for Winter Nights</li> </ul>

# Current activities for 2010 season, by type

	<i>Spring</i>	<i>Summer</i>	<i>Fall/Winter</i>
<b>Regular</b>	<ul style="list-style-type: none"> <li>• Activity carts with games, art</li> <li>• Family games</li> <li>• Rose's Life Tour</li> </ul>	<ul style="list-style-type: none"> <li>• Activity carts with games, art</li> <li>• Family games</li> <li>• Yo-Chi</li> <li>• Fitness Walking</li> <li>• Garden Talks</li> <li>• Outdoor concert series</li> <li>• Farmer's Market</li> <li>• Playland in the Parks</li> <li>• Rose's Life Tour</li> </ul>	<ul style="list-style-type: none"> <li>• Halloween Public Party</li> <li>• Rose's Life Tour</li> </ul>
<b>Signature</b>	<ul style="list-style-type: none"> <li>• Mothers Day Out</li> </ul>	<ul style="list-style-type: none"> <li>• Rose Kennedy's Birthday (smaller budget than Mothers Day Out)</li> </ul>	<ul style="list-style-type: none"> <li>• Bright Lights for Winter Nights</li> </ul>
<b>3<sup>rd</sup> party</b> (ideas submitted to date)	<ul style="list-style-type: none"> <li>• Fresh Paint – artists painting for Copley Society Art Auction</li> <li>• Park and Island tour – hosted by National Park Service</li> </ul>	<ul style="list-style-type: none"> <li>• Avon Breast Cancer Walk</li> <li>• Chinatown Main Streets Summer Festival</li> <li>• August Moon Festival</li> <li>• Films at the Gate hosted by Asian CDC</li> </ul>	<ul style="list-style-type: none"> <li>• Community Service Day</li> <li>• Teen Film Festival</li> </ul>



# "Connections"



# Conservancy working with City of Boston to bring free WiFi to the Greenway



# Expanded volunteer effort for 2010

- Many types of opportunities: horticulture, maintenance, programs, office
- Full slate of opportunities, with kick-off event in mid-April
  - Scheduled volunteer events (e.g., weeding), special volunteer events (e.g., for Patriot Day), and corporate/group volunteer events (e.g., bench rehab)
  - Publicized by Conservancy and shown on website calendar
- Program to include training and social connections for volunteers
  - Skills development (e.g., “docent” training)
  - Community-building (e.g., special Greenway tours and thank-you social event)
- Interested individuals and groups should email [volunteer@rosekennedygreenway.org](mailto:volunteer@rosekennedygreenway.org)
  - Specify areas of interest (e.g., horticulture)



Interactive forum for input ...

