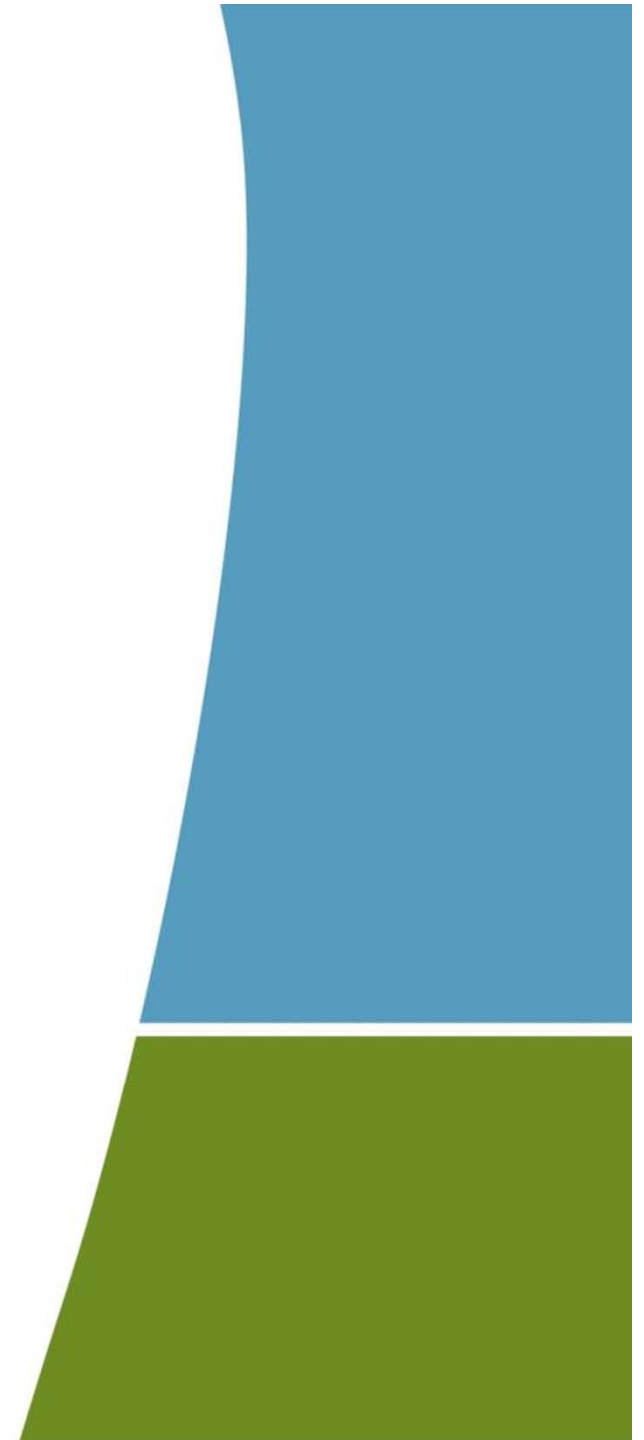


# FY11 Year-in-review & FY12 Outlook

Greenway Annual Meeting

October 4, 2011



# Agenda

## Overview

Looking back, July 2010 to September 2011

- Beauty
- Community
- Fun, yum, creativity and innovation
- Comfort

Looking forward to FY2012

- Programs Survey
- Goals and key budget expenditures

“I walked the Greenway yesterday with some out of town visitors – it was green and gorgeous and full of people.”

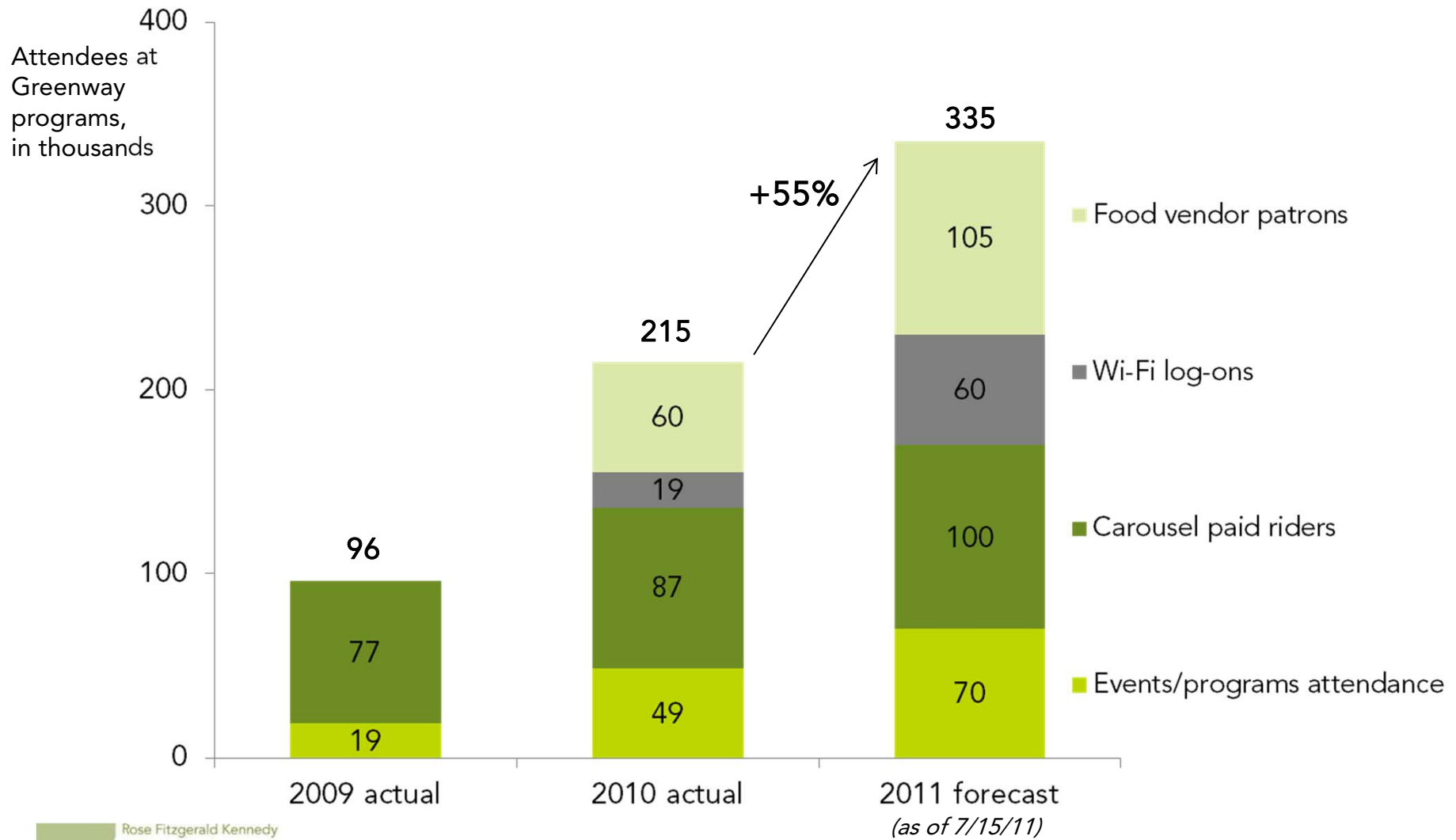




“...the parks are now meeting places, common ground between neighborhoods, destinations in and of themselves.”



“Established as a downtown destination in its own right, the park system is attracting hordes of visitors”



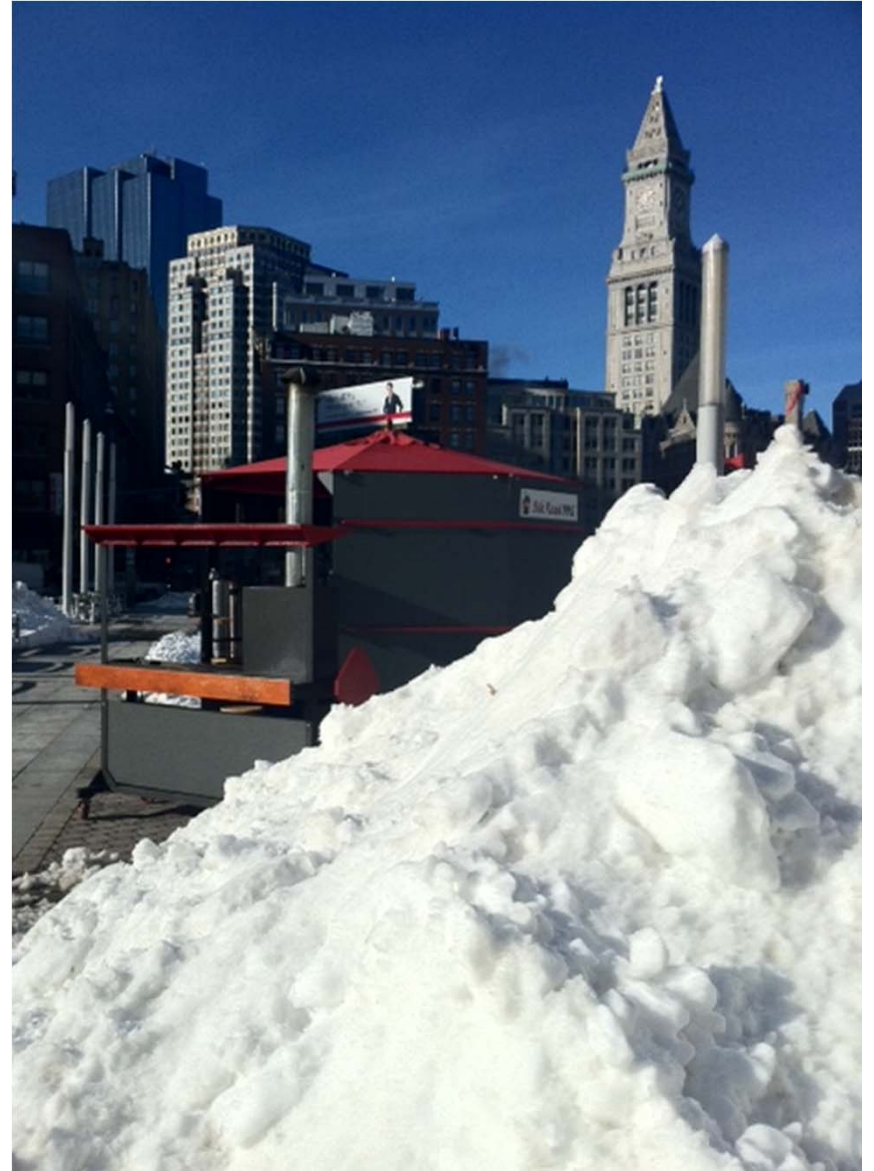
*Quote from Kathleen Pierce, The Boston Globe "Greenway Gets Cookin'"*

# Looking back

July 2010 to September 2011



## Beauty: Snow removal





Beauty:  
“the most unconditionally happy spot in all of Boston”



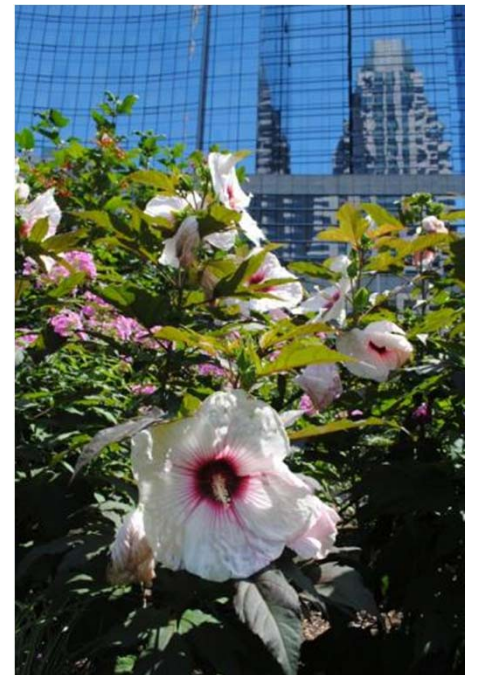
*Quote from Peter Schworm, The Boston Globe, "Refreshing Change"*



# Beauty: "Greenway is getting more beautiful"

- Organic landscape care,  
nearly unique among parks,  
continues

*Quote from Robert Campbell, The Boston Globe*



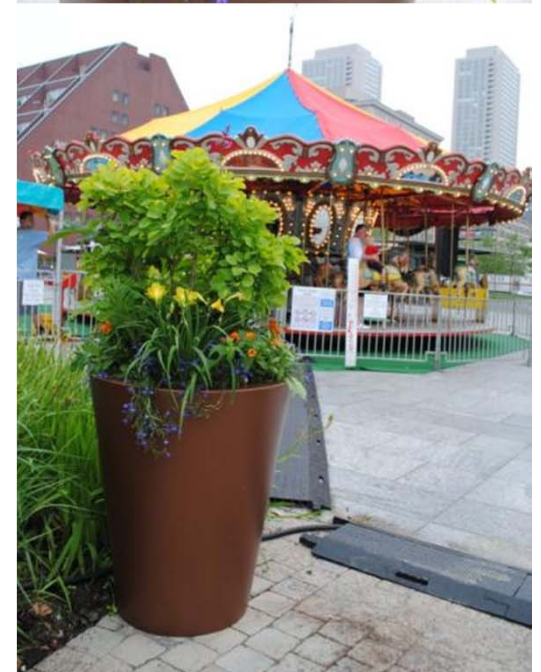


Beauty: "I had a great time with the planters. Your staff was very interesting and kind. I met some very nice people who also volunteered and I look forward to further helping out."

- 47 planters added with plants changed seasonally



*Quote from Intercontinental Residences volunteer*





# Beauty: Chinatown community supports plaza improvements





# Community: Green and Grow

- 100% of this year's graduating class went on to finish high school, attend college, or secure employment in the environmental sector





Community: "The Tufts Service Day team wants to give you a HUGE THANK YOU ... I know all of you worked so hard to make the experience for volunteers a good one, and we have heard only positive feedback"



*Quote from Tufts volunteer coordinator*





# Fun: Bright Lights for Winter Nights





Fun: “a remarkable sense of energy and fun. I’d tell you it’s worth a visit, but judging from the crowds already there, I think you’ve figured that out.”

Race Amity Day



*Quote from Tom Keane, The Boston Globe "Seeing good in the Greenway"*

Activity Carts



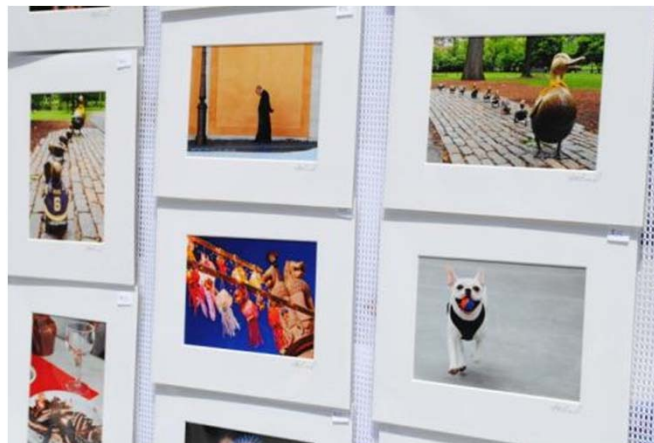
## Fun: Greenway Open Market pilot a success



10 Saturdays  
from July to  
September,  
each with

- 25 – 40  
artisan  
vendors
- 5K – 7K  
attendees







Fun: "The Greenway has completely changed the area. It created a snowball effect where everything started to improve – you could go to the hotels, and they were making improvements; the restaurants were cleaning up. Once the Greenway was done, nobody wanted to look ... decades old in comparison"

*Quote from Kerrie  
Beck, Greenway  
Market Vendor*





Fun: "We are so delighted that the Greenway is finally getting the recognition that it deserves. It couldn't have been a more successful summer."

*Quote from Harbor Towers residents*



JP Pilates in the Park



FIGMENT Festival





# More fun!



92.5 The River Earth Day Concert

Art Festival





Everyday fun: “now filled with fountains, lawn chairs, free Wi-Fi service, and sculptures have helped draw and keep crowds”



*Quote from Kathleen Pierce, The Boston Globe "Greenway Gets Cookin'"*



Yum: "the Greenway is a place to eat – and eat well"

- Expansion to 12 food vendors
- 75% more patrons forecast

Quote from Kathleen Pierce, *The Boston Globe*  
"Greenway Gets Cookin'"





# More yum!

- Silk Road named by GrubStreet as one of the U.S.'s 101 best big-city places for BBQ
- Momogoose (donating a meal to needy children for every meal sold) one of Maxim's 10 "Most Mouth-Watering Food Trucks" in U.S.
- A new company is offering food tours of the Greenway district





# Creativity and Innovation: Urban Garden

- Curated by the deCordova
- Supported by Boston Properties





Creativity and innovation: "...the Greenway has wonderfully revitalized areas of downtown Boston that were once forbidding, and it's the perfect platform for offering intriguing public art to make people stop, think, and feel."

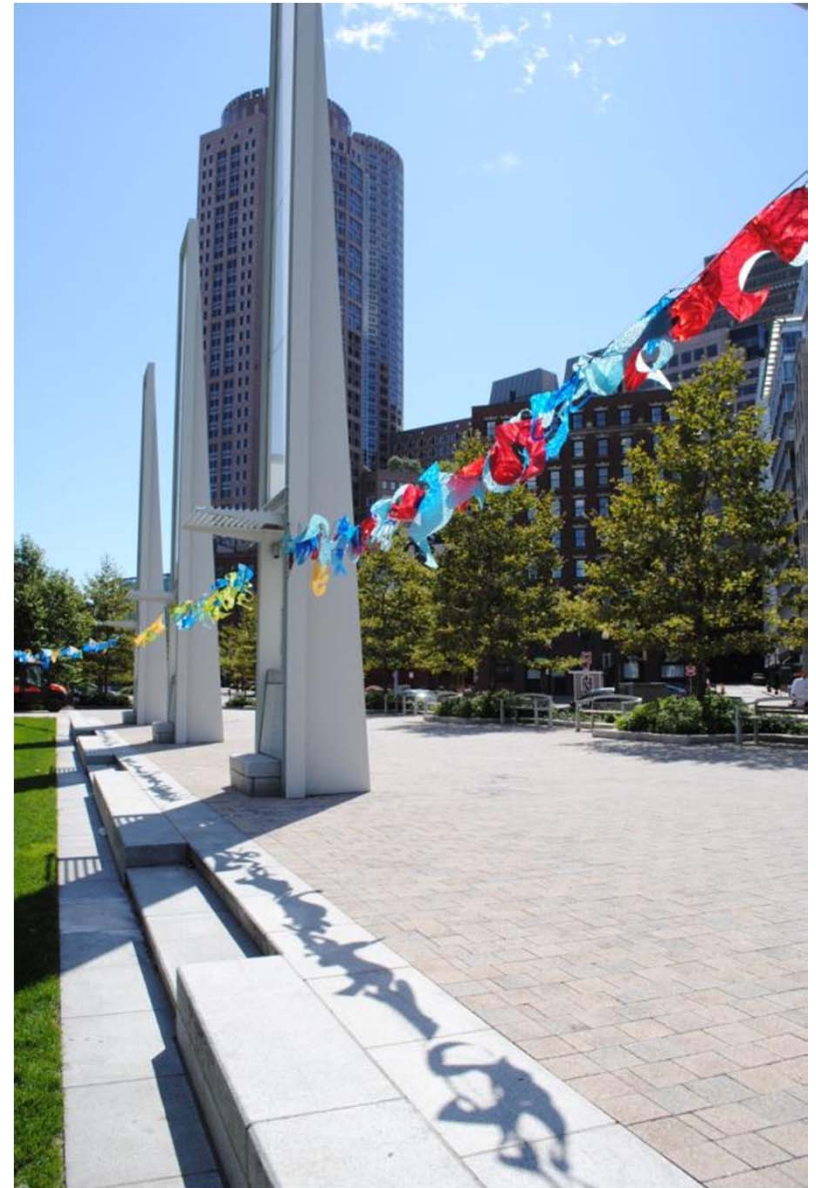
Jacob Kulin,  
*Modern  
Dance*





# Creativity and innovation: participatory art

*The Wave*, Susan Hoffman Fishman & Elena Kalman





# Creativity and innovation: participatory art

Dan Sternof Beyer

*Snow-decahedrons*



*Wet Quintet*



# Creativity: Designing a custom carousel for Boston's children



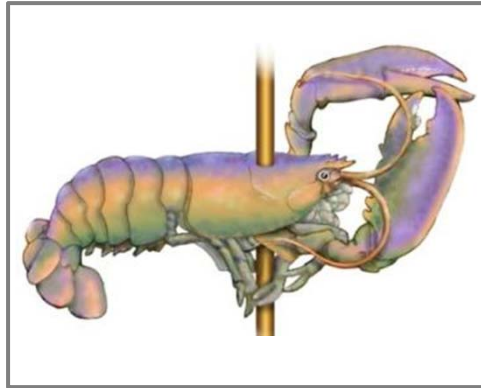


Creativity: "We worked very hard to get the carousel started ... We want to ride the greatest carousel in the U.S."





# Creativity (and fun!): Translating children's drawings into the carousel characters





Creativity: Harbor Island Pavilion's "soaring open-air beauty... [knits] together the disparate parcels that once straddled the elevated Central Artery"





# Looking forward to FY2012

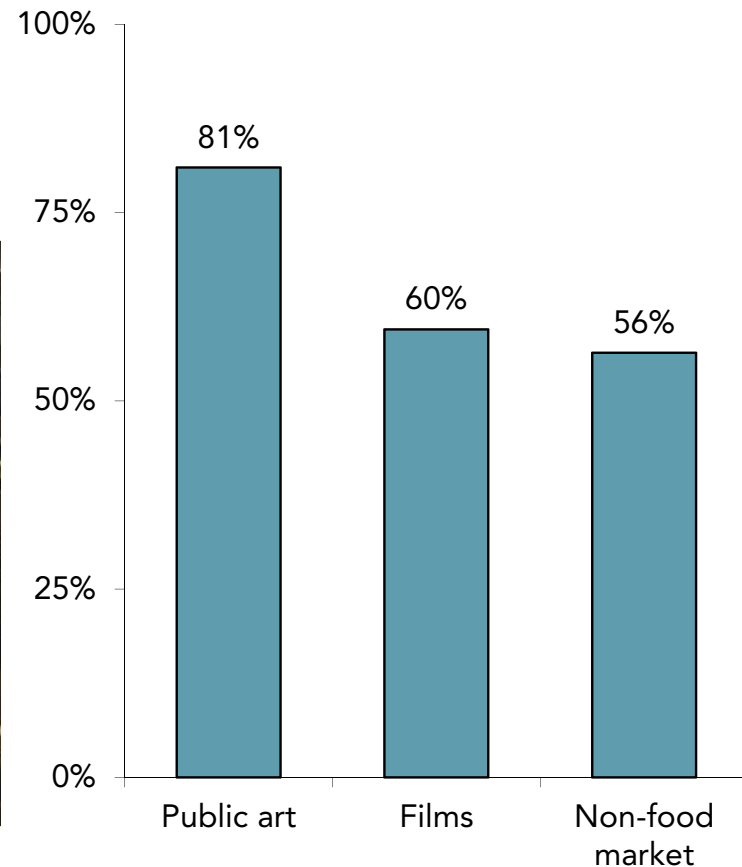


# First public survey conducted November 2010: 170 responses informed 2011 Program Season

- GLC forum and survey highlighted desire for
  - Public art
  - Films
  - Non-food market
  - Signature multi-day events
  - Tours



*What would you like to see added?*  
Top 3 responses



# New public survey now available online!

## Please take it and spread the word!

## On our homepage and at

[www.rosekennedygreenway.org/survey](http://www.rosekennedygreenway.org/survey)

1. Please indicate your level of satisfaction with the following Greenway activities.
  2. Which of the following activities would you like to see added to existing Greenway programming? (Rank top 3 choices.)
  3. What outdoor programs/festivals (from the Boston area or elsewhere) do you think could be a good fit for Greenway?
  4. Please rate each Greenway food vendor.
  5. Is there a food vendor/truck you would like to see on the Greenway?
  6. What sources do you use to find out about events in Boston? (Select all that apply.)
  7. How connected are you with the Greenway? (Select all that apply.)
  8. If you would like to join our mailing list, please include your email address.
  9. Other suggestions or comments?
- + 5 demographic/behavioral questions





# FY12 Annual Statement of Activities and Goals:

## Third full year of Greenway operations

*The Rose Kennedy Greenway will be a first-class public space – Articles of Organization, 1994*

### Beauty

- Even more plant material that is urban hardy/4 seasons of color
- New program of seasonal plant rotation in new containers
- More bulb planting in the fall for spring enjoyment
- Further progress on organic maintenance practices

### Vibrancy

- Expanded Greenway Open Market incorporating lessons from 2011 pilot
- Fabrication of Greenway custom carousel
- New and returning 3<sup>rd</sup> party events (art, music, more)
- Continued experimentation with food vending
- (And, welcoming the opening of Mary Soo Hoo Park and the Armenian Heritage Park!)

### And more!

- Another public survey in the fall
- Art planning process
- Additional areas of comfort (furniture and shade solutions), pending funding
- Strengthened park experience and financial stability through proposed Greenway Business Improvement District for Park Operations



# Level funding from FY11 to FY12

## Maintenance & Hort, Planning & Design

- WORK Inc. maintenance contract at same cost at FY11
- 2 new junior maintenance staff ("assistant" positions) – delayed from FY11
- Additional funds for horticulture (trees, plants, mulch, soil amendments)
- Snow: FY11 budgeted \$200K, actual \$65K; FY12 budgeted \$80K

## Programs, Education, & Green+Grow

- More money for art to begin planning process
- Similar scope of Education programs; could expand depending on fundraising
- Similar plan for events: mostly partnered events (e.g., BPM's farmer's market, 92.5 The River's Earth Day concert) plus some Conservancy-run (e.g., activity carts)
- No planned expansion of staff
- Current candidate searches for existing Director of Programs vacancy

## Admin & Development

- \$125K (allocated) for in-kind rent + utilities
- No planned expansion of staff



We're looking forward to  
a terrific FY12 on the Greenway!

"The Greenway is thrilling, brilliantly designed and wonderfully maintained. It is a huge asset to our entire northeast region. ... We came home more relaxed than if we'd spent a day in the country.

Now that is a feat of magic  
that you all have orchestrated."

*– Email received from a visitor*