Programs & Planning

Presentation to Greenway Board
March 29, 2016
300 free events hosted annually on The Greenway – plus food trucks, Carousel, and more
Greenway welcomed 1,194,000 patrons in 2015, plus millions more who casually enjoy the park.
Looking Back: 2015
### 50 Individual Events

**January 2015**  
29 – Dan Beyer’s Snowdecahedron

**February**  
13 – Chinatown Flower Market

**March 2015**  
29 – AHP Sculpture Reconfiguration

**April 2015**  
11 – AHP Sculpture Viewing  
18 – Food Truck Festival  
24 – Commemoration of Armenian Genocide  
25 – World Tai Chi Day

**May 2015**  
2 – World Labyrinth Day  
3 – Flash Forward Party  
9 – Ginger Ale Dancers  
11 – Echelman Opening  
16 – AVON Walk for Breast Cancer

**June 2015**  
9 – 2015 Greenway Gala  
14 – Race Amity Day  
19 – Free Fun Fridays kickoff  
19 – Green Fashion Show  
20 – Glow in the Park  
21 – MakeMusicBoston  
25 – Chamber YPN night @ Block Party  
27 – Overnight Suicide Prevention Walk

**July 2015**  
9 – City Sports Triathlon Clinic One-Off  
14 – Coolidge Corner Film Screening  
25 & 26 – FIGMENT  
29 – Member + Volunteer Picnic

**August 2015**  
4 – Truck & Tractor Day  
5 – Coolidge Corner Film Screening  
7 – Free Fun Friday  
9 – August Moon Festival  
15 – NAAAP Business Festival  
23 – Shojo Block Party  
28 – Strandbeest

**September 2015**  
9 – Clover Movie Night  
11 – 9/11 Service Project  
13 – Boston Public Market picnic  
14 – JP Morgan/Republic Yoga Class  
16 – Spartan Workout class  
17 – InterContinental lunch  
18 – Brazilian Consulate welcome  
20 – AHP Family + Friends Day  
20 – Boston Local Food Fest  
24 – Mural Opening  
26 – CityAwake  
26 – Chinatown Lantern Festival

**October 2015**  
1 – New Citizens Welcome  
5 – North End celebration  
7 – Boston Ballet  
9 – HUBweek

**November 2015**  
7 – For the Love of Beer  
30 – Winter Lights

**December 2015**  
20 – World Peace Candlelit Labyrinth Walk

### 21 Recurring Events
- Berklee Concert Series  
- Boston Calling Block Parties  
- Cornhole League  
- Greenway Open Market  
- Boston Public Market  
- Hermione / Tall Ships  
- Films at the Gate (Chinatown)  
- Let’s Dance Boston  
- Leading Age  
- Boys & Girls Club Tours  
- AHP Labyrinth Walk  
- Core Power  
- City Sports Beantown Bootcamp  
- AMP Agency One-Off  
- Healthworks + City Sports  
- Training for Warriors  
- Stroller Class  
- MSL Pilates  
- City Sports/Reebok  
- Inner City Weightlifting  
- Republic Fitness

### 82 Fitness Classes

**21 Samplings & Promotions**
Events in Every Park
Greenway events brought thousands to enjoy *As If It Were Already Here*
New Partnerships

Let’s Dance Boston, Celebrity Series

Movie Nights, Coolidge Theater

Strandbeests @ Dewey, PEM

Boston Ballet
82 Fitness Classes through 10 Partners

Partner Breakdown

- Businesses: 80%
- Nonprofits: 20%
Promotions & Sampling: Generated Over $95K
Community Days with Boys & Girls Clubs of Boston
Looking Forward: 2016
Greenway Playmaking

Play is:
• Apparently purposeless
• Voluntary
• Inherent attraction
• Freedom from time
• Diminished consciousness of self
• Improvisational potential
• Continuation desire

From *Play* by Stuart Brown (2009)
# 2016 Play Focus

<table>
<thead>
<tr>
<th>Activity</th>
<th>Description</th>
<th>Park Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youth Adventure Days</td>
<td>Tuesdays &amp; Thursdays, focused on low-income communities</td>
<td>Dewey to Carousel</td>
</tr>
<tr>
<td>Play Sessions</td>
<td>Staff with play equipment (Uni, Imagination Playground, etc.)</td>
<td>Chinatown &amp; Rings Fountain</td>
</tr>
<tr>
<td>Event Coordination</td>
<td>Truck and Tractor Day, Free Fun Friday, A-VOYCE Fun Days, Story Strolls, etc.</td>
<td>Chinatown &amp; Rings Fountain</td>
</tr>
<tr>
<td>Event Support</td>
<td>FIGMENT, BLFF, Chinatown festivals, Coolidge Corner movie nights, etc.</td>
<td>Varying</td>
</tr>
</tbody>
</table>
Chinatown Activation: Site Improvements

- Tree work
  - Remove unhealthy Honey Locust
  - Replace with 2 ornamental trees
- PlayCubes
  - Install: Week of May 9th
  - Media days: May 15th and 16th
  - Opening celebration: May 19th
Chinatown Activation: Programming

• A-Voyce “SaturPlay Series”
  – 1st Saturdays of every month
  – April through October
  – Youth-led interventions to activate Tiananmen Memorial Park

• Other events
  – Lantern Festival
  – Chicken and Rice Eating Contest
  – Figment
  – Films at the Gate
The 2016 season will host the most vendors ever on the Greenway with 35 food trucks and trikes!

Bacon Truck
Baja Taco Truck
Bon Me
Chicken & Rice Guys
ChikChak
Chubby Chickpea
Clover
Cookie Monstah
Cupcake City
Frozen Hoagies
Gogi on the Block
Jamaica Me Hungry
Mei Mei
Momogoose
Moyzilla
Munch Mobile
North East of the Border Truck
Pennypackers
Posto
Quebrada
Roving Lunch Box
Roxy’s
Sabroso
Sheherazad
Stoked
Taco Party
Tea Station
Tenoch
The Dining Car
Third Cliff Bakery
Walden Meat Co.
Walloons’s Fried Chicken
Zinneken Truck
Zo on the Go
Building the 2016 Calendar
Major Upcoming Events

- **April**
  - New Food Truck Season (4/1)
  - Food Truck Festival (4/23)

- **May**
  - Block Party Start (5/12)
  - Farmer’s Market Start (5/17)
  - Greenway Wide Public Art Opening (5/19)

- **June**
  - Race Amity Day (6/12)
  - Greenway Gala (6/16)
  - Glow in the Park (6/17)

- **July**
  - FIGMENT (7/30 & 7/31)

*Photo Credit: Pierce Harmon*
Major Upcoming Events

- **August**
  - Truck & Tractor Day + Free Fun Friday (8/5)
  - Films at the Gate (FATG) (8/26 -8/28)

- **September**
  - For the Love of Beer (9/9 & 9/10)
  - Boston Local Food Festival (9/18)
  - HUBweek Event (9/24 – 10/1)

- **October**
  - Street Pianos (9/25 – 10/10)

- **Winter**
  - Caroling at the Carousel (December Fridays)
  - More to Follow
Department Evolution
Conservancy Programs Evolution

2009

- Conservancy runs and staffs programming in-house

Programs switches to model of hosting 3rd parties

2016

- Push to attract & solicit partners to increase activation

- Ability to build calendar with returning partners and curate programming

- Influx of interest/event proposals due to Greenway’s growing success
July 2015: Combined Two Departments

Planning & Design

Programs & Planning

Public Programs
WHAT is Programs & Planning?

P&P

Major events
New event proposals
Recurring events
Promotions & sampling
Winter activation
Carousel
Project management
Play
WHO is Programs & Planning?

Director of Programs & Planning [Laura]

- Superintendent of Horticulture [Stu]
  - Education & Volunteer Manager [Keelin]
    - Play Coordinator [Kait]
  - Programs Manager [Samantha]
    - Programs Summer Seasonal [TBD]
  - Programs Coordinator [Sam]
  - Project Coordinator [Lev]
Greenway Park Use Guidelines

2016 Updates
Proposed 2016 Updates

• Original Guidelines: adopted 2010, but largely written before park opened

• Process for proposed updates:
  – Requested by MassDOT in 2015 lease
  – Conducted with significant legal (in-kind!) assistance from Goulston & Storrs
  – Reviewed with Mark Boyle

• Changes in proposed updates:
  – Significant language and layout clean-up
  – Strengthened language around free speech & time/place/manner permitting, drawing on Occupy Boston court ruling
  – Explicit permissions for in-park fundraisers, ticketed events, commerce, and limited private uses
    – Fee schedule (to be presented annually to Board)
  – Clear language about protecting the park from overuse
    – E.g., deposits for damage & cleaning
    – E.g., turf management policy
2016 Fee Schedule

• Application fee
  – $25 for non-profit organizations
  – $100 for for-profit organizations
  – Additional fee for late applications: $50

• Sampling & promotional activities space rental (approx. 10’x10’ space)
  – Beginning at $325/hr for Dewey Square Park
  – Beginning at $250/hr for all other parks

• Market rev-share
  – 5-15% for-profit organizations
  – 20-25% for-profit organizations

• Furniture moving: $300 - $800

• Programs support staff beyond regular business hours: $40/hr

• Damage and cleaning
  – $4/SF for lawn replacement
  – $300/hr for cleaning
Protecting The Greenway from over-use
Turf Management: Rest, Rotate, Recover

- **REST**: Lawns closed as needed in short-term (primarily weather related)

- **ROTATE**: Regular alternating of events
  - Block Party
  - Fitness Classes
    - Designated days/locations for returning & new partners
    - Rotation within park district location
  - Berklee Summer Concert Series: P8 Elm/P10 Plaza

- **RECOVER**: Scheduled rest in advance
  - Lawn aeration
  - Major work
  - Monthly closures, alternating heavy program areas