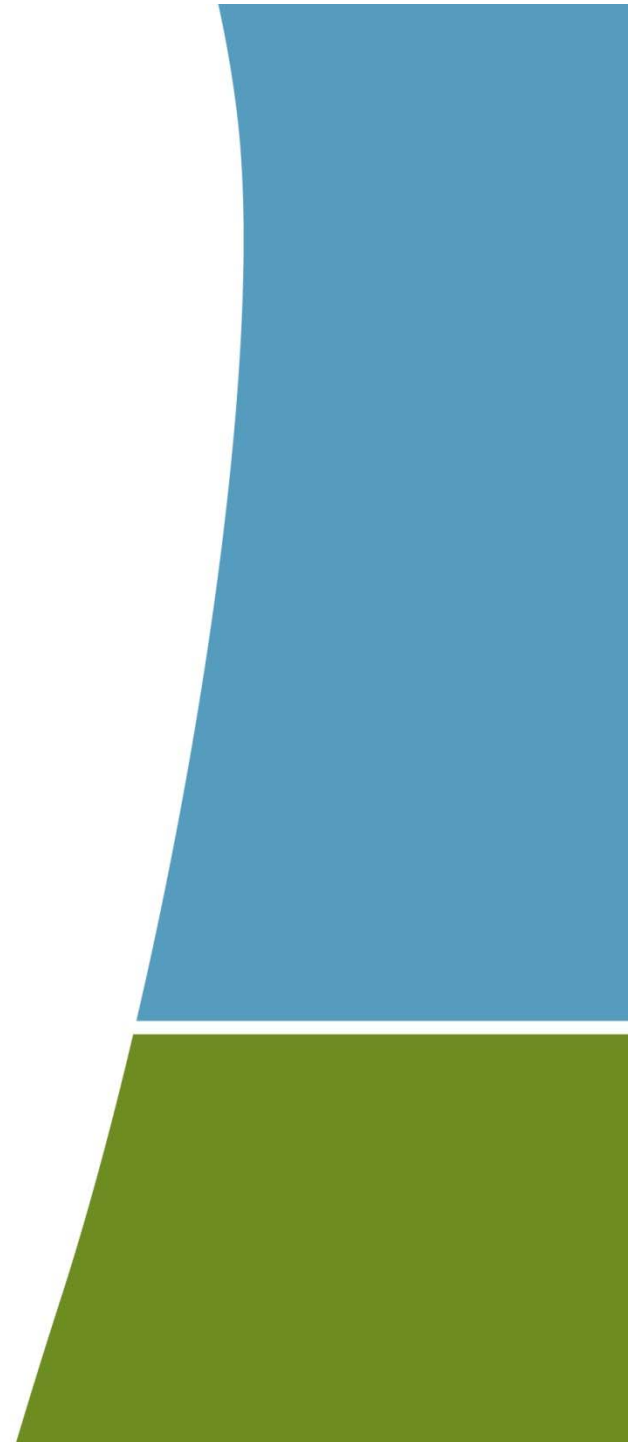


Greenway updates (consolidated)

Board presentation

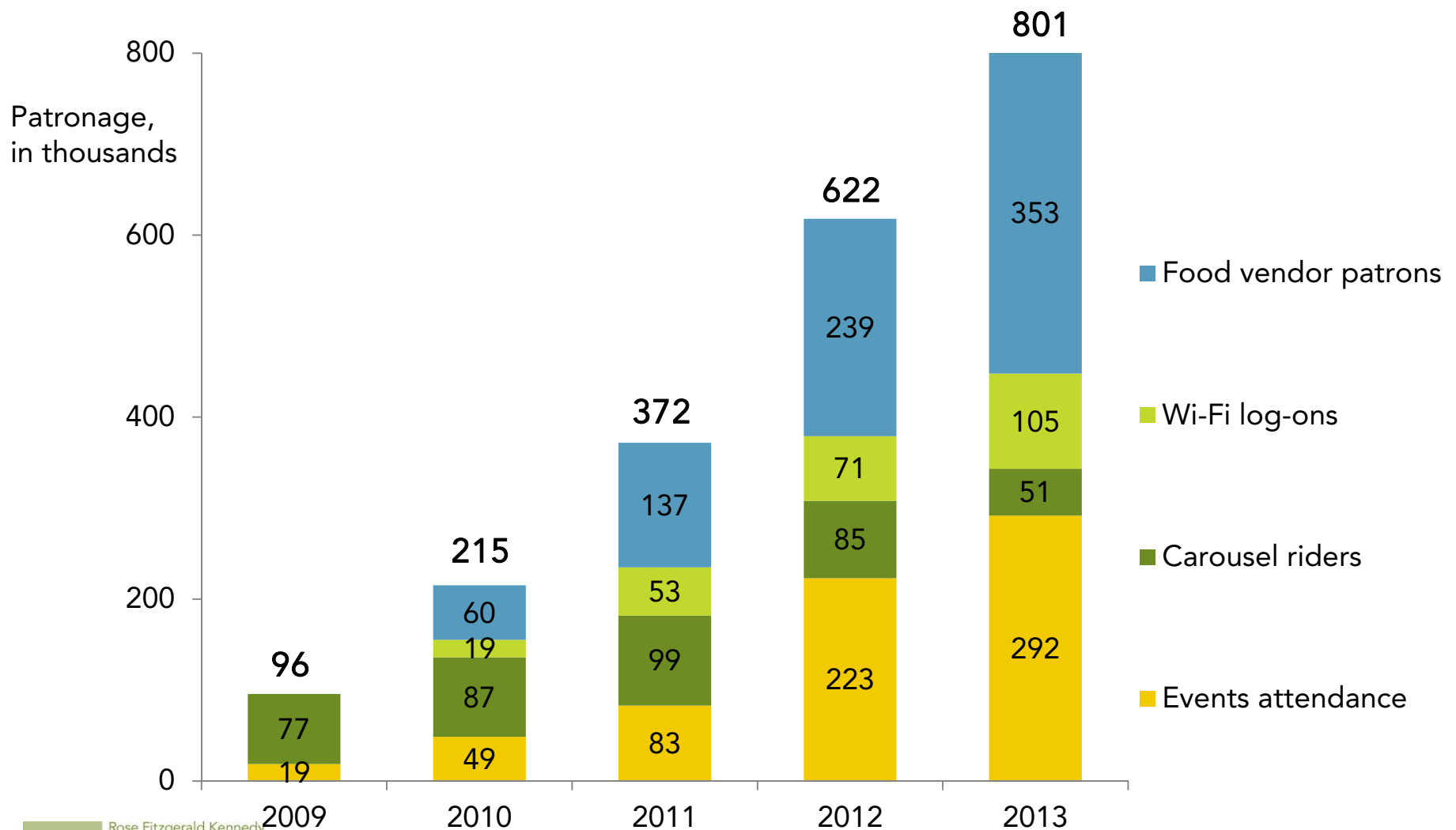
April 8, 2014



Programs Update

Charlie McCabe

Conservancy offerings bring 801,000 patrons for programs, Wi-Fi, food trucks, and more





















Annual Survey

- 140 responses....will follow-up with more in-park surveying...
- Varied knowledge of key facts
 - >75% know that:
 - Greenway runs from Chinatown to the North End
 - Greenway is a roof garden
 - Conservancy is a non-profit
 - Conservancy is responsible for all maintenance, operations, programming, and improvements
 - ~55% know Greenway is maintained organically
 - ~45% know Greenway has 300 events/years
- Greenway District spending in 2013
 - 83% of respondents spent money on the Greenway. *Avg: \$70*
 - 92% of respondents spent money on surrounding businesses. *Avg: \$166*
 - 74% of respondents spent money on surrounding attractions. *Avg: \$47*

2014 – Anticipated Programming & Events

- Continue to offer a mix of ~300 free events and programs
 - Markets: farmers, Greenway Open Market
 - Fitness classes: dozens across the Greenway
 - Festivals: FIGMENT, Boston Local Food Fest, etc.
 - Tours: garden tours
- Planned addition of
 - Thursday evening block party co-branded at Dewey Square Park with Downtown BID (pending permitting)
 - Farmer's market M, W opposite North End Parks on p7 plaza
- Continuation of event fees, sampling/promotional, Carousel parties



Spring Horticulture 2014

Stuart Shillaber

Existing Conditions



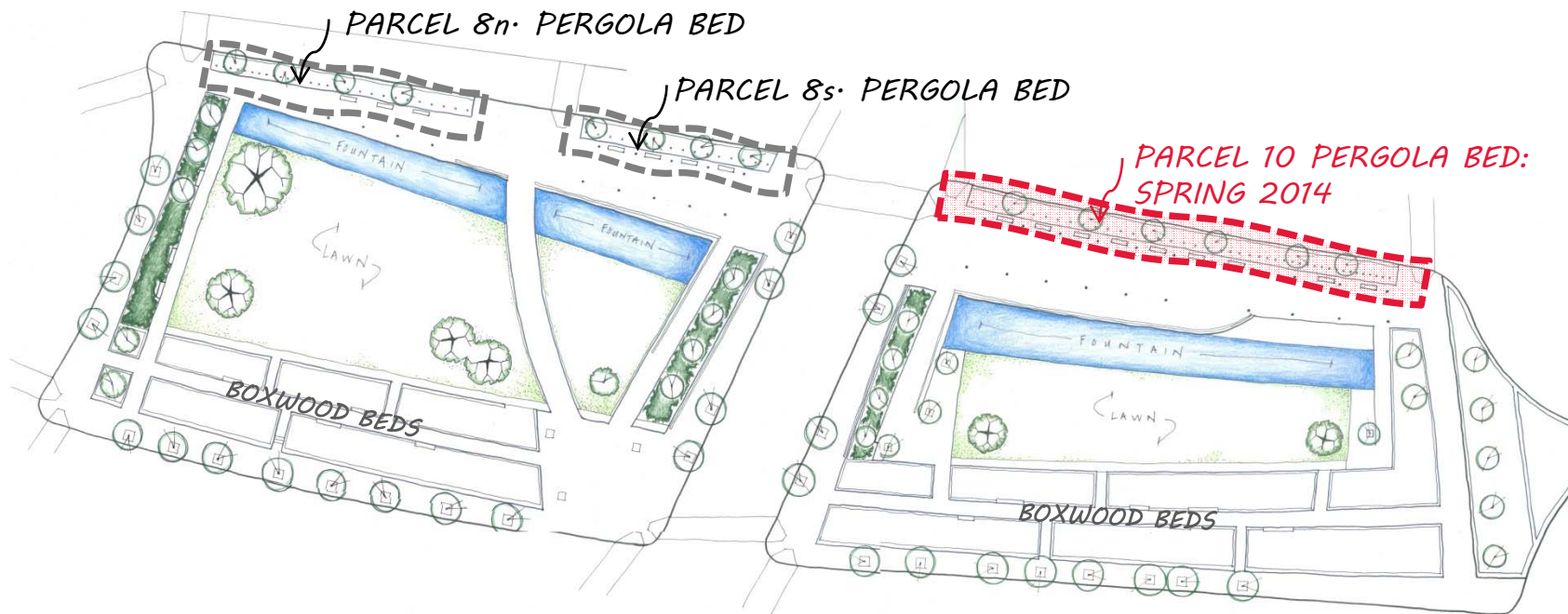
A busy environment of light posts, utility boxes, benches and trash receptacles

Parcel 10 Pergola Planting Plan:

Objective: A robust 4-season landscape that buffers park users from the busy street

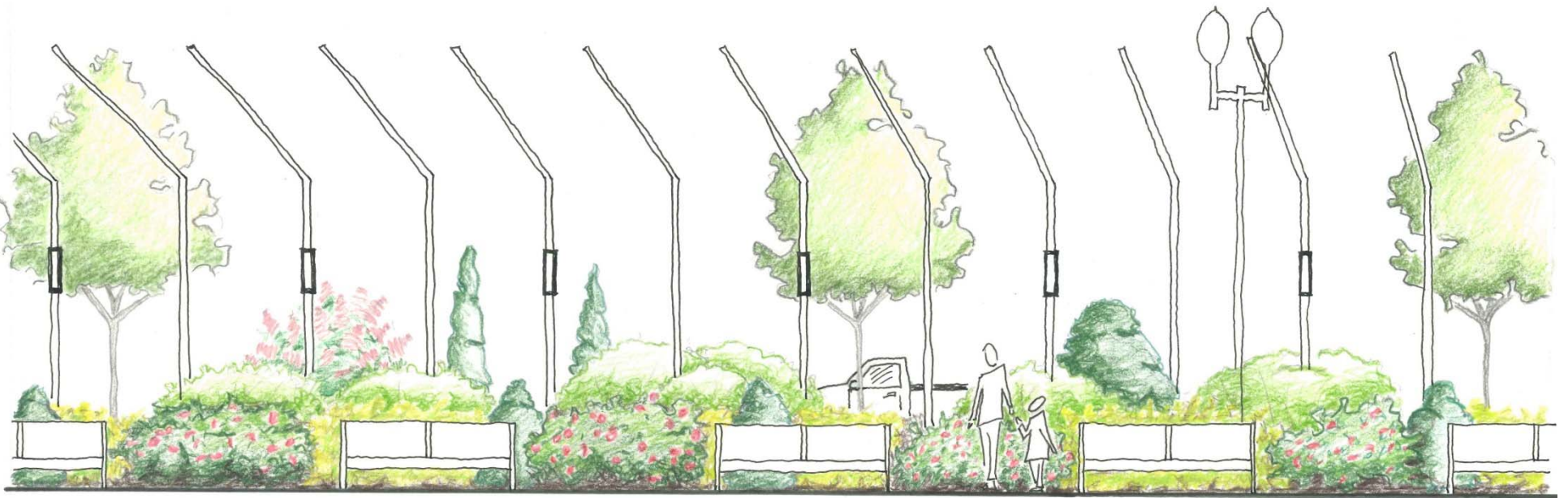
Tasks:

- Engage contractor and order plants
- Prepare beds (remove existing underperforming shrubs/salvage good materials)
- Amend soil as needed
- Install plants
- Rework irrigation
- Top dress with composted mulch

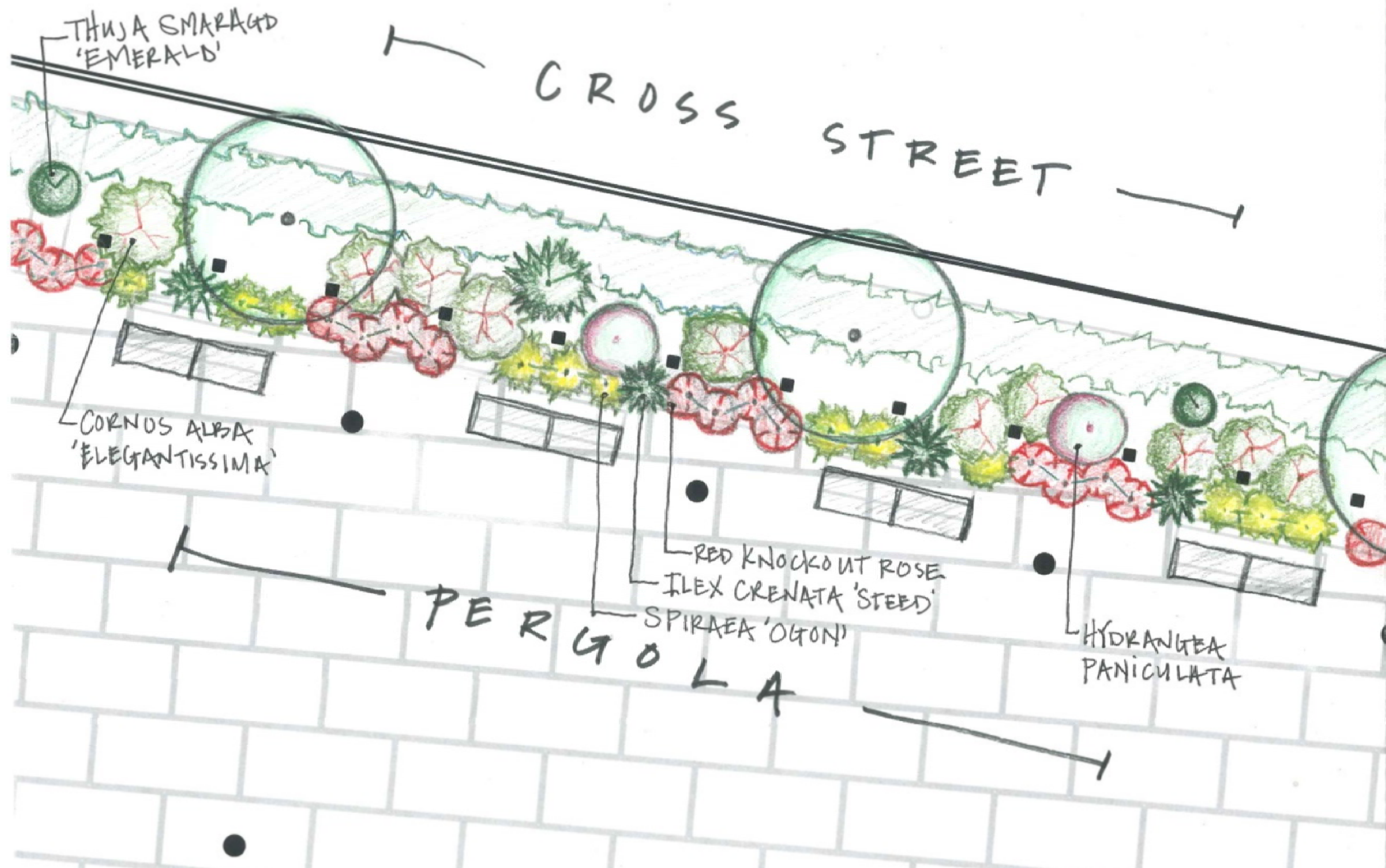


Recommended Planting Design Approach

- A. Retain street trees and evergreen junipers along street edge because they work
- B. Add more mid-height shrubs for diversity
- C. Insert punches of high color roses

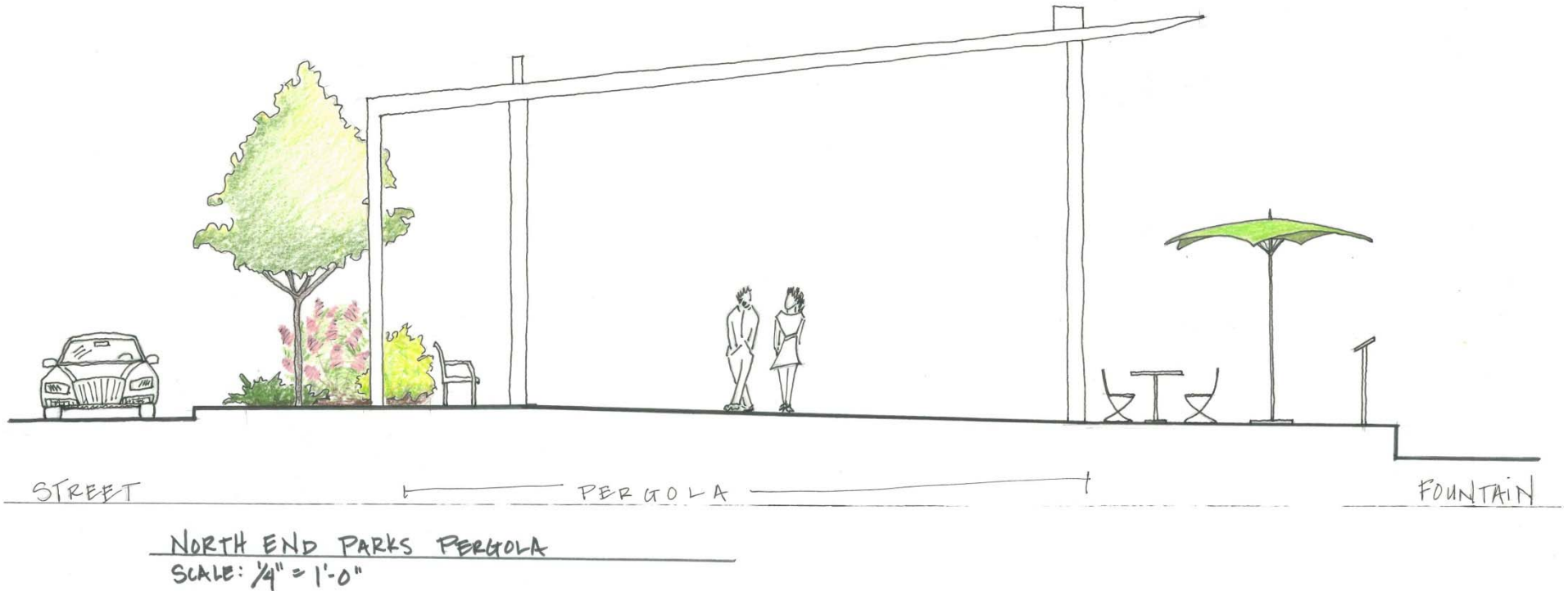


Pergola planting plan



Pergola section looking southeast:

Good scale relationship to street, walking area, furniture and remainder of park



Spring Plant Palette

texture, form, color



Summer Plant Palette

texture, form, color



Fall Plant Palette

texture, form, color

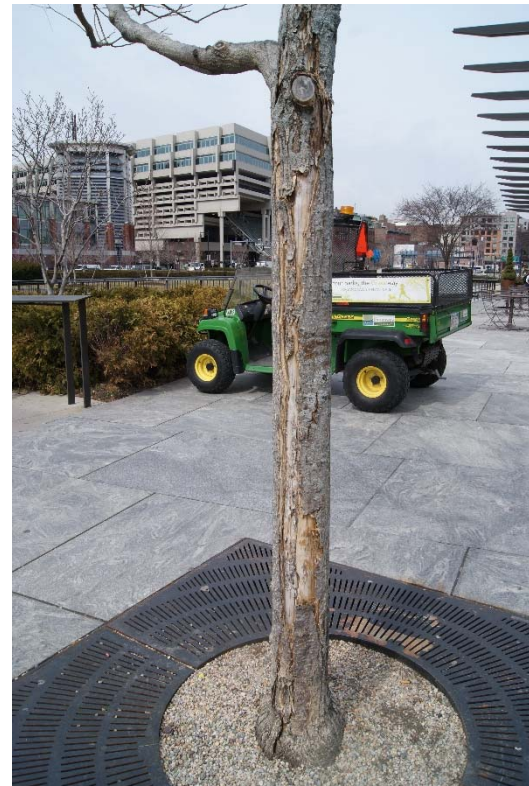


Winter Plant Palette

Structural Plants to anchor the bed year round









Volunteer Program

Keelin Purcell

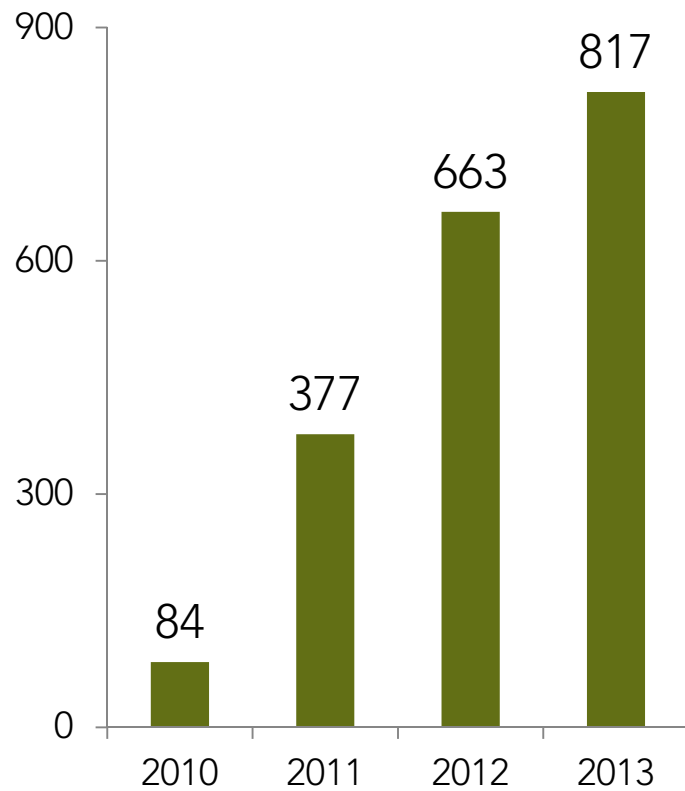
Volunteer Program Goals



- Continue great experience
 - *"Great to be outdoors and to help keep a public space clean and usable for the community"*
 - *"Everyone we worked with was great! "*
 - *"Explaining what we had to do was helpful too; I've never planted bulbs before!"*
- Continue educational components and grow partnerships
- Diversify opportunities and participation

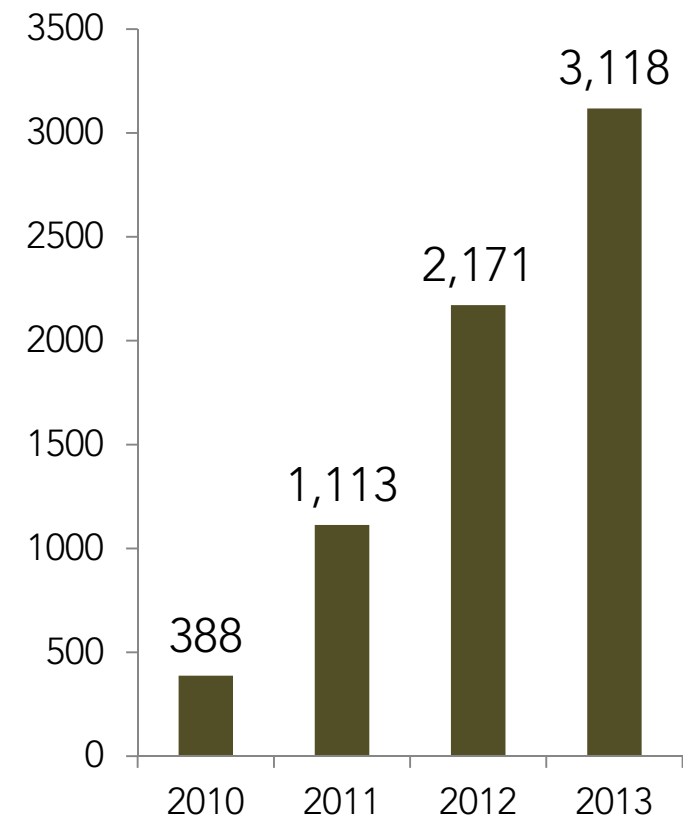
2013 Accomplishments

Volunteers



2013 Accomplishments

Volunteer Hours



2013 Accomplishments

- Worked with 25 corporate groups, 8 non-profits and 2 colleges
- >95% of surveyed
 - found experience meaningful
 - were satisfied
 - would recommend it
- Added a Family Volunteer Day
- Engaged volunteers across departments



2014 Calendar: Horticulture Projects

January S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	February S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	March S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	April S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
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Individual Horticulture Project (Rain Date): 21 Brush Hour Days: 1

Group Horticulture Project (Rain Date): 20 Large Group Projects: 2

Family Volunteer Days: 3 Programs: 16

2014 Initiatives

- Increased responsibility for existing regular Horticulture volunteers
- More assistance across Departments and in the office, including virtual volunteers, citizen science and Ambassador program
- Serve and Learn Partnerships with Boston Public Schools, along with other partnerships



Thank You

