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

Patronage, in thousands

- Food vendor patrons
- Wi-Fi log-ons
- Carousel riders
- Events attendance

2009: 96
- Food vendor: 19
- Wi-Fi: 77
- Carousel: 49
- Events: 19

2010: 215
- Food vendor: 60
- Wi-Fi: 87
- Carousel: 49
- Events: 19

2011: 372
- Food vendor: 137
- Wi-Fi: 99
- Carousel: 83
- Events: 37

2012: 622
- Food vendor: 239
- Wi-Fi: 71
- Carousel: 85
- Events: 223

2013: 801
- Food vendor: 353
- Wi-Fi: 105
- Carousel: 51
- Events: 292
74 Market Days in 2013
22 Food Vendors in 2013, 30 in 2014
53K Tickets sold in 2013, 6 b-day parties
27 Kids/Family Activity Days
103 Free Fitness Events, 2,638 participants
Several large food events, 45K attendees
Many Art & Performance Events like Figment
A number of very temporary art displays
Participating in region-wide programs like Play Me, I’m Yours
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
Questions?
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

Year 2010 2011 2012 2013
Volunteers 84 377 663 817
2013 Accomplishments

Volunteer Hours

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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

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### Notes:
- Individual Horticulture Project (Rain Date): 21
- Group Horticulture Project (Rain Date): 20
- Large Group Projects: 2
- Brush Hour Days: 1
- 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