



# GREENWAY BID A BETTER CITY

## The Essential Role of The Greenway BID in Providing for Park Excellency: A Midterm Review

### About The Greenway

A vibrant public space and economic driver, the Rose Kennedy Greenway is a vital asset to Boston residents, businesses, tourists, and the public sector. The Greenway is made up of 17 acres of public space in downtown Boston created when the elevated central highway artery was relocated underground. It is a linear series of greenspaces that connects Boston's neighborhoods, brings community members together, and remains one of America's foremost urban park system. However, despite efforts over the years, the Greenway Conservancy had never been supported by a long-term funding plan. The Greenway Conservancy is the non-profit responsible for the management and care of The Greenway.

### The Creation of the Greenway BID

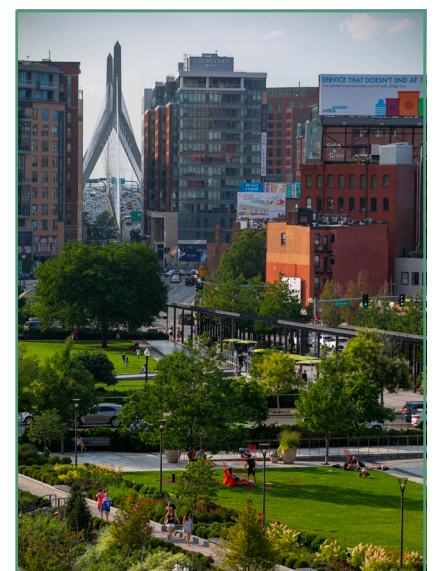
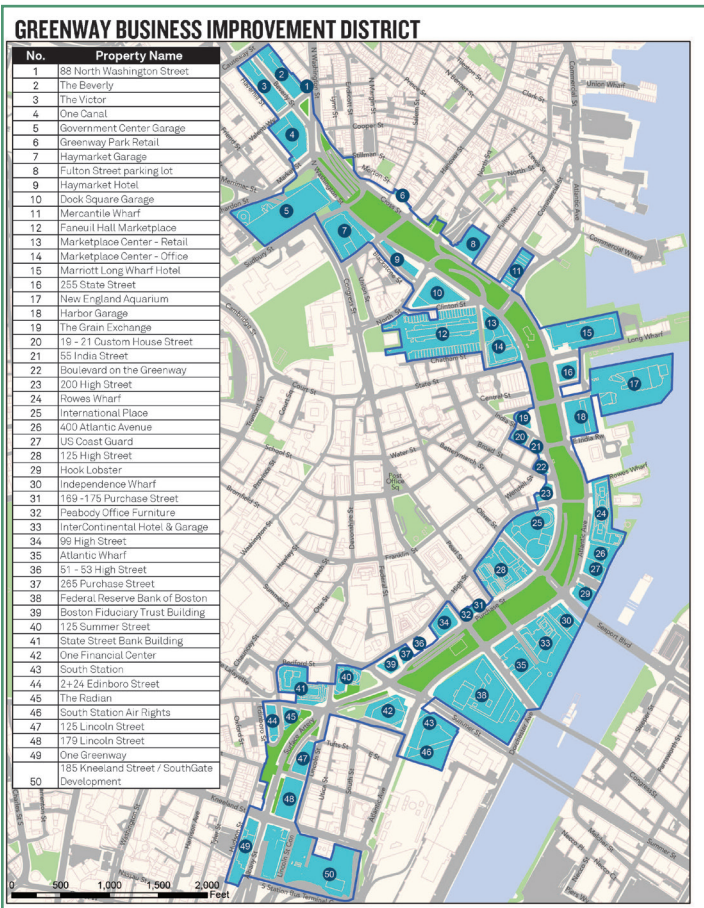
A sustainable, fair, and long-term funding solution was made possible through a collaboration between the Commonwealth of Massachusetts, City of Boston, Greenway Conservancy, and abutter properties to fund the costs of The Greenway. The foundation of this arrangement came together through a memorandum of understanding facilitated by civic leaders in June 2017. After nearly a yearlong effort by property owners along The Greenway coordinated by A Better City, the Boston City Council approved the Greenway Business Improvement District (BID) for a five-year term in April 2018. A BID creates a stable local management structure in support of either the revitalization or long-term maintenance of the BID area. Before the five years expire (in 2023), property owners in the BID district can vote to renew the BID for an additional five years.

### How it Works

The Greenway BID is designed to contribute \$1.5 million each year to support the maintenance, horticulture costs, and future enhancements of The Greenway. Properties that meet certain criteria within the BID boundaries pay a special assessment as part of their property taxes to support improvements that benefit property owners and the public alike. BID members also have opportunities to vote on enhancements, supplemental support within the various regions of The Greenway to create a more engaging and activated public realm.

### Mission of the Greenway BID

- Ensure The Greenway remains a first-class park system by supporting the Greenway Conservancy in partnership with the City of Boston and MassDOT
- Support an attractive and vibrant experience in the BID district for workers, residents, and visitors alike
- Enhance and make improvements along the entire length of The Greenway



## Stewardship and a seat at the table

Everything that happens on The Greenway and the future of this special piece of the public realm benefits from the support of Greenway BID members. By contributing to The Greenway through a stable, streamlined process, abutters help ensure these 17 acres of greenspace in the heart of downtown remains vibrant, providing the opportunity for forward-looking vision. Under the BID, abutters have a strong voice in the governance of The Greenway to ensure the BID funds are efficiently, impactfully, and properly applied. BID members also hold seats on the Greenway Conservancy's Board.

A Better City has a long history of influence on shaping The Greenway, helping to craft its master plan and design as well as developing a detailed plan for the potential BID, including boundary lines, a management plan, and a formula for individual contributions. The very founding of ABC was rooted in the need to engage fellow civic leaders in preserving, protecting, and enhancing this important asset.

### Board of Directors

- **Steve Faber**, Board Chair, representing The Beverly/ Courtyard Marriott/177 Milk Street
- **Jenny Morse**, representing Faneuil Hall Marketplace
- **David Wilkinson**, representing 125 High Street
- **Don Chiofaro Jr.**, representing the Harbor Garage & International Place
- **Steven Wright**, nominated to represent the Federal Reserve Bank of Boston
- **Trina Childs**, representing One Financial Center
- **Jack Clark**, representing 225 State Street
- **Jim Tierney**, representing Rowes Wharf
- **Ron Druker**, representing 2+24 Edinboro Street

### Working Groups

- Enhancements Committee
- Finance and Audit Committee
- Nominating Committee

## Park excellency and district-wide placemaking

The establishment of a BID remains an essential chapter in the history of The Greenway, an area transformed from an elevated highway into treasured greenspace that benefits the entire region. There is no doubt that the downtown public realm is improved by thoughtful, accessible placemaking that enhances abutting communities and makes our city more vibrant.



**Reliable funding:** Provide budget support that acts as a buffer between funding challenges and subsequent problems that might present themselves.



**Regional equity:** Ensure that the entire park system enjoys equal support and distribution of enhancement funds.



**Reasoned recommendations:** Guidance that helps to guarantee efficient and impactful operations and enhancements.



**Reciprocal benefits:** Support for the BID provides district-wide returns on investment for property owners and park users alike.





## Enhancements update

To date, the BID has approved \$592,000 in enhancements projects:



### State of Good Repair (\$60,000)

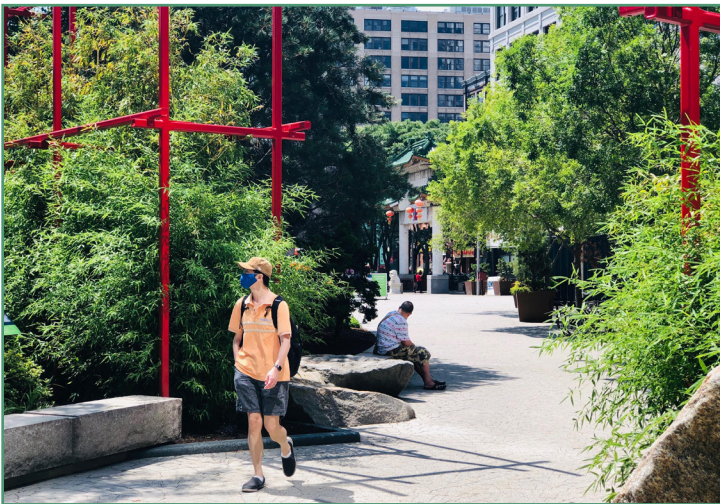
The Greenway Conservancy [recently completed](#) a State of Good Repair (SGR) Study to assess the condition of the park infrastructure. Commissioned with funds from the Greenway Business Improvement District (BID), SGR consultant VHB provided the Conservancy with a geospatial database detailing 1,028 assets on The Greenway, ranging from paving to fountain components to benches. The SGR report and associated analyses are reassuring about the current conditions in the park and funding levels. Read the full report [here](#).

### Parcel 2 Spruce Up (\$30, 000)

Thanks to a modest amount of BID Enhancement Funds, the northern terminus of The Greenway, Parcel 2, was spruced up with a new fence, scrim, and gravel. This effort has made the space less unattractive while inviting the public to assist the Boston Planning & Development Agency (BPDA) and the Conservancy conduct the process of community engagement and design for the actual park. The contract to begin this project in earnest is out to bid.



### Chinatown Lighting and Placemaking Improvements (\$302,000)



The Greenway BID's impact will shine brightly on The Greenway in Chinatown thanks to its authorization of Enhancement funding for lighting and placemaking improvements that will enhance the aesthetics and address safety issues in this important area. Thanks to the leveraging of substantial funding from the BID, the Conservancy was able to secure a Massachusetts Cultural Council (MCC) grant of nearly \$200,000 that will be used in support of first steps in addressing the highest priority lighting projects. The Conservancy has incorporated input from the community and worked closely with the BID Enhancements Committee. Once completed, this section of The Greenway will be transformed through lighting and placemaking improvements made along the Serpentine Path, in the plaza, and within Mary Soo Hoo Park.

In 2020 and amidst the COVID-19 pandemic, the Greenway BID approved an extraordinary enhancement of \$200,000 to the Conservancy's 2021 budget in support of additional maintenance and horticulture costs.

2018

**The Boston Globe**

**Could the state pull the plug on Greenway funding?**

By Laura Krantz and Josh Miller GLOBE STAFF March 3, 2017

**Key Quote:** The state is poised to pull the plug on millions of dollars in funding for the nonprofit that runs the Rose Fitzgerald Kennedy Greenway, setting off tense behind-the-scenes negotiations between state, city, and business officials over the park's future.

BID Improvement Plan

**BOSTON BUSINESS JOURNAL**

**Editorial: A Greenway BID would be worth the business investment**

June 20, 2017

**Key quote:** Creating a BID would provide a predictable economic future that also enables local businesses more management of the decisions that would affect the prime real estate on their doorsteps — not to mention a return on their investment over the long term.

City Council Vote

**CITY OF BOSTON – GREENWAY FUNDING AGREEMENT**

This Funding Agreement (this “Agreement”) dated as of January 30, 2019 (the “Effective Date”), implements the commitment of the CITY OF BOSTON, a municipal corporation with offices located at One City Hall Square, Boston, MA 02210 (the “City”) to make payments to the ROSE FITZGERALD KENNEDY GREENWAY CONSERVANCY, INC., a private, charitable, non-profit corporation with a principle place of business located at 185 Kneeland Street, Boston, MA 02111 (the “Conservancy”) under the terms of that certain Greenway BID MOU (defined below). The City and the Conservancy are collectively referred to herein as the “Parties”.

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**Greenway Business Improvement District (BID) Approved By City Council**

Wed, Apr 25, 2019 Charlotte Gross Comments(2)

Mayor Walsh, MassDOT, A Better City representing Greenway abutters, and the Rose Kennedy Greenway Conservancy announced the establishment of a Greenway Business Improvement District (BID) following approval of the petition by Boston City Council today.

First Board meeting

**We Received...**

156 Individual Responses

Responses from 19 Properties (9 residential)

Over 80 Enhancement Ideas

BID Stakeholder Survey Results

**We found that...**

90% of Respondents Rated Cleanliness

80% of Respondents Rated Horticulture

70% of Respondents Rated Programming

80% of Respondents Rated Safety

...Of The Greenway As Excellent or Above Average

Where we are now

Enhancement projects authorized to date

- State of Good Repair
- Parcel 2
- Chinatown lighting



Reauthorization Vote



End of First Term

2023