



12 - 28 Lansdowne Street
Boston, Massachusetts

IAG Meeting
July 31, 2019

175 Ipswich Street LLC

Agenda



- BPDA Introduction/Process Update
- Follow up on IAG Questions/Comments from July 8th Meeting
- Review of On-Going Red Sox Community Activities
- Review of Proposed Fenway Theater Benefits and Mitigation

Outstanding Questions/Comments from July 8, 2019 IAG Meeting

- Why are pedestrians not allowed to travel westbound on Van Ness Street post-game?
- What can be done about limos and buses parked in #55 bus stops?
- Note the corner of Peterborough and Park Drive has become a hot spot for Uber/Lyft pick-ups.
- Can you do net metering with solar panels at Fenway?
- How many people come to Fenway Park each year, and how will the volume of visitors to the Fenway Theater compare to that volume of visitors?
- Disappointed in range of community benefits...support of BAA vs. others
- Would like to see more mitigation of transportation impacts

On-Going Red Sox Community Efforts: Transportation



Coordinate with the Boston Police Department regarding funding and placement of detail officers before and after Red Sox games and other major events

Coordinate with the Boston Traffic Department on parking rules, enforcement, and various pedestrian and street closure issues

Coordinate with MBTA on event schedules, marketing, and shared data on ridership

Solicited neighborhood feedback on specific issues (i.e., bus routes) and communicated with the MBTA about those issues

Continued ticketholder outreach and promotional events to encourage use of public transportation, bikes and walking

Direct engagement with Uber and Lyft to explore ways in which ride-sharing services to reduce traffic impacts

Enhanced and expanded our communication to the public about Fenway Park events to facilitate planning

Established a bike valet service

On-Going Red Sox Community Efforts: Outreach and Communications



Established a Community Advisory Committee to provide ongoing specific dialogue on all issues

Established a department and points of contacts to serve as liaisons to the community

Host two annual neighborhood public meetings

Distribute weekly emails informing neighbors of news and events at Fenway Park

Provide notice of game schedule changes and other advisories

Participate in various neighborhood and organizations' meetings

On-Going Red Sox Community Efforts: Community Engagement



Direct financial support to numerous neighborhood organizations and programs

Regular donations to Boston Parks and Recreation Department

In-kind support through ticket and memorabilia donations, and Wally appearances, etc.

Provide complimentary concert tickets to local organizations and pre-sale opportunities to neighbors

Host 2 to 3 community events per year at Fenway Park open to neighborhood

Provide discounted (\$9) Red Sox tickets to local residents

Host numerous community fundraising activities

Employ Project Place to remove litter throughout the West Fenway neighborhood, Audubon Circle and Bowker Overpass area within hours after games and major events at the ballpark

Fenway Park Demonstration Project
Community Benefits Fund
(\$1 Million Red Sox Commitment)

\$600,000 Awarded to Date



Art Resource Collaborative for Kids	\$ 10,000
Artists for Humanity	\$ 52,000
Bay State Road Neighborhood Association	\$ 6,000
Community Work Services	\$ 24,000
Community Workshops, Inc.	\$ 17,160
Emerald Necklace Conservancy	\$ 52,500
Esplanade Association	\$ 5,000
FensFund	\$ 5,500
Fenway CDC	\$ 40,000
Fenway Civic Association	\$ 142,985
Fenway Garden Society	\$ 25,712
Friends of Ramler Park	\$ 12,128
Friends of the Public Garden	\$ 15,000
Kenmore Association	\$ 12,000
Mass College of Art and Design Foundation	\$ 24,000
Medicine Wheel Productions	\$ 24,000
Project Place	\$ 44,015
The Charlesgate Alliance	\$ 15,000
The Fenway Alliance	\$ 24,000
The Friends of Ramler Park	\$ 24,000
The Trustees of Reservation	\$ 25,000

Fenway Theater Transportation Mitigation

- Pedestrian Access and Safety Improvements
- Promotion of Public Transportation
- Traffic Management
 - Ipswich Street
 - Remote Parking
 - Shared Ride Management
 - Local Intersections
- Loading Dock Location and Operations
- Transportation Demand Management



Impact/Mitigation Topic	Transportation Commitments/ Amendments
Pedestrian Access and Safety Improvements	<p>The Proponent will design, fund and construct over 1000 linear feet of pedestrian and streetscape improvements on Ipswich and Lansdowne Streets to include:</p> <ul style="list-style-type: none">› Continuation of the streetscape improvements planned by the BAA along the north side of Ipswich Street to Lansdowne Street, and along the southeast side of Ipswich street from the BAA to the intersection of Lansdowne Street;› Intersection improvements at Lansdowne and Ipswich Streets to provide wider sidewalks and safer pedestrian crossing locations; and,› Use of pavement treatments, wayfinding signage, and bollards to demarcate as a gateway and emphasize the presence of pedestrians. <p>(Est. \$1 to 1.3 M)</p> <p>The Proponent will fund and execute a study of operational and physical options to improve connectivity and access along Ipswich Street between Boylston Street connections for all modes of travel. This study may define low cost, quickly implementable actions that could be funded and implemented prior to the opening of the Fenway Theater or longer-term, more capital-intensive actions that would need to be programmed through the required regulatory processes. (Est. \$ 40,000 to \$50,000)</p>

Impact/Mitigation Topic	Transportation Commitments
Pedestrian Access and Safety Improvements	<p>The Proponent will work with the BTB and BPD to develop a plan for queue management in the area surrounding Fenway Theater.</p> <p>The Proponent will continue to request and fund BPD details during events at Fenway Park and HOB. The Proponent will add police details for events at the new Fenway Theater and continue to work with BPD on the deployment of police details to manage pedestrian flows and traffic in the neighborhood.</p> <p>The Boston Red Sox has long used its ballpark media platform to promote the use of public transportation to the ballpark and encourage fans to be respectful of the neighborhood. The Proponent will explore with the Mayor's Office and the BTB if there are opportunities to use ballpark media time to promote the City's Vision Zero program. (Similar to City's "Boston Safest Driver" contest.)</p>

Impact/Mitigation Topic	Transportation Commitments
Promotion of Public Transportation	<p>The Proponent will design, fund, and construct two new bus shelters along Ipswich with improved sidewalks and pedestrian amenities to support MBTA 55 bus route. (Est. \$75,000 to \$100,000)</p> <p>As part of the Ipswich Street study defined above, strategies to improve game day traffic management on Ipswich Street (see next slide) to minimize disruptions to the MBTA 55 bus route during events at Fenway Park and/or the Fenway Theater will be explored.</p> <p>The Proponent will work with the BTD and MBTA to improve MBTA 55 bus route stop/layover on Queensbury Street (requires improved signage and removal of one parking space).</p> <p>The Proponent will fund a study of options to enhance the MBTA 55 bus route service and, if deemed feasible, apply for an MBTA Transit Pilot project, consistent with the MBTA Transit Pilot Policy (March 2017). (Est. \$40,000 to \$50,000)</p>

Impact/Mitigation Topic	Transportation Commitments/ Amendments
Traffic Management: Ipswich Street	<p>The Proponent will work with the BTM, BPD, and the neighborhood to study potential future improvements along Ipswich Street including:</p> <ul style="list-style-type: none">➤ Pedestrian or bicycle enhancements;➤ Tactical traffic management strategies➤ Access restrictions before and after Red Sox games;➤ Increased enforcement; and,➤ Additional parking restrictions. <p>The Proponent will commit to loading dock management at the Fenway Theater to minimize disruptions on Ipswich Street during school drop-off/pick-up times and other peak periods (see below).</p> <p>In collaboration with BTM and BAA, the Proponent will explore the opportunity for flexible/shared curb management to accommodate drop-off/pick-up on the south (BAA) side of Ipswich Street during times when the school is not open and along loading dock frontage.</p> <p>The Proponent will work with Pedi-cab operators, BTM, and BPD to develop a plan for management of Pedi-cabs in the area surrounding Fenway Park and the Fenway Theater.</p>

Impact/Mitigation Topic	Transportation Commitments/ Amendments
Traffic Management: Remote Parking	<p>The Boston Red Sox and the Proponent will continue to promote remote parking for patrons coming to Fenway Park, including:</p> <ul style="list-style-type: none">▪ Parking at MBTA lots and taking public transit to Fenway; and▪ Use of discounted parking locations outside of the immediate neighborhood (e.g. Prudential Center Garage and 100 Clarendon Street Garage) using the Fenway Park <i>ParkWhiz</i> app. <p>The Boston Red Sox will update their website to ensure that remote parking options are current. The future Fenway Theater website will feature similar transportation access advice.</p>

Impact/Mitigation Topic	Transportation Commitments
Traffic Management: Shared Ride Services	<p>The Proponent will continue to work with BTD and BPD to best manage shared ride drop-off/pick-up locations, informed by the findings of the BTD’s pilot study on Boylston Street at Kilmarnock Street location and Fenway Park’s 2019 pilot locations along Beacon Street at Maitland and on Boylston Street near Ipswich Street.</p> <p>The Proponent will continue to work with Lyft and Uber (and others) as their apps are further developed to embrace geo-fencing strategies.</p> <p>In collaboration with BTD and BPD, the Proponent will continue to explore the opportunity for flexible/shared curb management locations to accommodate drop-off/pick-up activities prior to the Fenway Theater’s opening.</p>

Impact/Mitigation Topic	Transportation Commitments
Traffic Management: Local Intersections	<p>The Proponent will work with the BTD to explore the opportunity to make Van Ness Street one-way westbound from Ipswich Street to Jersey Street.</p> <p>The Proponent will continue to fund BPD details during events at the HOB and add police details for events at the new Fenway Theater and continue to work with BPD on the deployment of police details to manage pedestrian flows and traffic in the neighborhood.</p>
Loading Dock Location and Operations	<p>The Proponent will develop and commit to Loading Dock Management Plan that addresses:</p> <ul style="list-style-type: none">▪ Active management▪ Hours of operation▪ Dock operations▪ Enforcement

Impact/Mitigation Topic	Transportation Commitments
Transportation Demand Management	<p data-bbox="965 182 2295 272">The Proponent will commit to maintain an on-site transportation coordinator when Fenway Theater opens.</p> <p data-bbox="965 334 2244 424">The Proponent will promote hiring from within neighborhood to maximize the opportunity for employees to walk or bike to work.</p> <p data-bbox="965 485 2295 625">In addition to providing on-site employee bike parking and on-street bike racks, the Proponent will explore the potential for patron valet bike parking in the Ipswich Garage.</p> <p data-bbox="965 686 2117 725">The Proponent will subsidize transit passes for full-time employees.</p>

Community Benefits: Partnerships

- Boston Arts Academy Partnership
 - An unrestricted donation of \$500,000 over a five-year period and assistance with BAA's capital campaign;
 - Internships and paid jobs specifically tailored to BAA students;
 - Access to the Theater for students and classes for teaching purposes;
 - Mentorships, guest speaking, and teaching appearances with Red Sox and Fenway Music Company business professionals; and,
 - Opportunity to hold BAA events at the Fenway Theater, including Honors Gala and Graduation.
- Collaborate with other local arts institutions to explore use of the Theater for performances and events, internships, and access to performances
 - The Fenway Music Company will support up to 2 internships per year, assuming qualified candidates, for Fenway Alliance members.

Community Benefits: Community Access

- Discounted, in some cases complimentary, tickets to local residents and local non-profit organizations, subject to availability
 - This program would be similar to the Neighborhood 9's Program that the Red Sox offer. This special offer will allow neighbors to purchase four affordable, discounted tickets (plus processing fees) per event, for up to 5 events during the year, subject to availability and to the artist's permission. Registrants must have local (Fenway, Kenmore, Audubon) zip code to qualify and register for the program. These tickets are an exclusive benefit for members of the Fenway Neighborhood and may not be used for any promotional purposes.
 - Fenway Music Company will regularly update performances available for the discount ticket program on the future Fenway Theater website.
- Provide local non-profit organizations with the opportunity to use the venue on a discounted basis for special events, performances and fundraisers, subject to availability.
 - Additionally, Fenway Music Company will make the full venue available to local non-profit organizations up to 2 times per year for larger venue-wide functions on a rent-free basis (waiving the rental fee, but not other costs such as food & beverage, cleaning, security, etc.)

Community Benefits: Public Art

- Establish and support a visual arts event on an annual basis
- Explore providing limited opportunities to display works by local artists within the Theater

Community Benefits: Supporting Workers

Supporting Workers

- 80 full-time and about 450 part-time positions, with appropriate compensation and benefits
- Job opportunities for local residents through annual job fair and hiring preference for qualified applicants who live in the local area
- Proponent will host an annual job fair and promote the event through its weekly email to the community and outreach to local institutions

Community Contributions

- Continuation and enhancement of long-established record of providing financial, in-kind support to a wide range of local non-profit organizations in the Fenway/Kenmore neighborhoods

Community Benefits: Supporting Community

Parks and Recreation

- Red Sox and the Red Sox Foundation support a wide range of programs annually through the Boston Parks and Recreation Department
- In April of 2019, the Red Sox donated \$25,000 to Boston Parks and Recreation Department for maintenance and improvements of parks in the neighborhood

Neighborhood Cleaning

- In the DPIR, Proponent committed to the continuation of engaging Project Place to clean the neighborhood post Fenway Park events and expand their coverage to include the gateway to the Fens. (In 2018, the Red Sox spent \$75,000 to \$85,000 on this program).



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