



March 22, 2024

Mr. Hinlan Wong
Board of Review
City of Boston Assessing Department
City Hall, Room 301
Boston, MA 02201

Dear Mr. Wong:

Enclosed is the PILOT community benefits report for Longwood Collective (formerly MASCO) which details the programs and services carried out in service to the Longwood Medical and Academic Area (LMA) during the Fiscal Year 2023 period of July 1, 2022 through June 30, 2023.

These programs and services support the area's world-renowned organizations and the people who live, work, study, or receive care in the LMA. Institutions in the LMA are drivers of the local economy, employing 68,000 people, educating 27,000 students, and treating 2.8 million patients each year. In fact, one out of every 10 people who work in the City of Boston works in the LMA.

Altogether, these services and activities total \$546,097 and all dollar amounts detailed in the report are for actual expenses. The report includes supplemental information on the work Longwood Collective staff performed as an in-kind service to the district.

In addition, Longwood Collective has historically made contributions to community organizations for which we receive credit against our PILOT payment. In FY23 Longwood Collective donated \$25,000 to the Fenway CDC.

Longwood Collective's Federal Tax Identification Number is 04-2507445.

Please feel free to contact me directly if you have any questions on any of this material. I can be reached at sormsby@longwoodcollective.org or (617) 632-2748.

Regards,

A handwritten signature in black ink, appearing to read 'Samantha Ormsby', with a stylized flourish at the end.

Samantha Ormsby
Vice President of Communications and Public Affairs

COMMUNITY BENEFITS RECAP									
Please note that the deadline for Community Benefits is April 1, 2024. There are also two additional data points we would like to collect this year (see footnotes for more info).									
Once completed, please <u>rename</u> the document to reflect the name of your organization. Email <u>an excel and PDF version</u> to PILOTprogram@boston.gov.									
INSTITUTION NAME: Longwood Collective				FINANCIAL YEAR: 2023					
Program Name	Brief Program Description	Amount (\$)	Cash, In-Kind, or Both ¹	1-time or Ongoing ²	Who is Served ³	Program Initiator ⁴	City-wide or Neighborhoods Served ⁵	Community Benefit Category ⁶	Partners
Transportation Management Association (Longwood Collective TMA)	<p><u>Purpose:</u> Reducing Congestion, Greenhouse Gases, Supporting the MBTA, walking, biking, and carpooling</p> <p>FY23 saw continued lower than usual commuting levels due to the pandemic. As employees are increasingly moving back to the workplace, participation in these programs has seen a steady increase. These programs support the City's goals of reducing Vehicle Miles Traveled (VMT) and Greenhouse Gas Emissions and include:</p> <ul style="list-style-type: none">• GoMassCommute: Registered 968 employees in our GoMassCommute online commuting network. Employees have recorded 24,000 alternative trips and resulted in 95,000 miles taken in an alternative to a drive-alone car commute.• Emergency Ride Home: Registered 350 new people in our Emergency Ride Home program and provided 39 rides from work to home in the event of illness/ emergency for program participants.• Free Bicycle Tune Ups: Sponsored 15 bicycle tune up events serving 500 commuters from across the district. Hosted two Electric Bike Demo events and engaged 60 commuters• DEP Reporting: Assisted in completing 9-member institution DEP rideshare reports; summarizing area-wide commuter program participation and transportation projects.• CommuteFit: Registered 385 new participants in the alternative commute program, CommuteFit.• Walk/Bike Challenge: Ran a special National Bike Month challenge in May that resulted in 2,800 walking and biking miles as part of trips to work.	\$49,322	Both (A)	Ongoing	LMA/Boston commuters	Longwood Collective	City-wide, Fenway/Longwood	Built Environment	
Transportation Planning/Capital	<p><u>Purpose:</u> Developing long-term improvements to multi-modal regional access, improving neighborhood safety and access</p> <p>Involved as stakeholder in Town/City/MBTA/State planning in the following regional roadway, transit, and access projects:</p> <ul style="list-style-type: none">a. I-90 Allston Interchange Study Task Forceb. MBTA/MassDOT Better Bus Projectc. Green Line Transformation (GLT)d. Route 9/Gateway East bus lane pilote. Boylston Street/Sears Rotary Re-Designf. City of Boston Route 39 Transit Priority Corridorg. MBTA Columbus Avenue Bus Lanesf. City of Boston Link Bus Studyg. Fenway Transportation Action Plan <p>Improving Transportation Infrastructure</p> <ul style="list-style-type: none">• Longwood Avenue Bridge Biking Improvements: Longwood Collective developed a concept plan to restripe the Longwood Avenue bridge to add bicycle infrastructure and close a critical gap in the regional bicycle network serving the Longwood district and surrounding neighborhoods. The proposal maintains the existing number of vehicular travel lanes on both sides of Longwood Avenue, while adding a continuous bicycle lane along the eastbound curb (i.e., the direction heading towards Longwood) and a bicycle lane/sharrow combination in the westbound direction (i.e., the direction heading towards Town of Brookline). The bridge is a critical pinch point in the busiest bike corridor in Longwood carrying +1,000 cyclists daily, but still lacks any bicycle infrastructure. Area Planning and Development staff are currently working closely with the Town of Brookline, MassDOT, Department of Conservation, and City of Boston to finalize the plan and bring it to fruition.• Oscar Tugo Circle Pedestrian Improvements: Evaluating power source alternatives for the rectangular rapid flashing beacons (RRFBs) located at the intersection of Avenue Louis Pasteur and Longwood Avenue. To improve the safety and visibility for pedestrians and road users at this location, the APD Team will identify the best alternative to power the RRFBs with assistance from traffic consultants.• Brookline Ave Restriping and Bike Improvements: Working with traffic consultants, VHB, the Boston Transportation Department, and the City's Public Works Department, the section of Brookline Avenue between Longwood Avenue and Riverway was restriped and repaved based on designed development by the Area Planning and Development Team. The restriping effort brought bike amenities such as a mix of shared lane markings, conventional bike lanes, and protected bike lanes with flex posts. MBTA bus and member shuttle stops and transition zones were also restriped.• Symphony Station Accessibility Improvements Advance Coordination: Worked with MBTA to assess and mitigate impacts of the Symphony Station Accessibility Improvements project during construction. <p><u>Goals:</u> To support a data -based, values-driven approach to the district's transportation needs. And to establish a baseline against which to measure future progress.</p>	\$192,952	Both (A)	Ongoing	LMA/Boston commuters	Longwood Collective	City-wide, Fenway/Longwood	Built Environment	
Transportation Framework 2.0	<p>Longwood Parking Study Phase 1: : Completed a comprehensive inventory as well as a thorough baseline analysis of parking utilization of all on- and off-site parking facilities. Through this project, we were able to understand how the system works and where there were hot spots of parking demand and underutilized parking areas.</p>		Both (A)	Ongoing	Transportation-oriented residents, policy leaders, institutions	Longwood Collective	City-wide, Fenway/Longwood	Built Environment	
Government and Community Relations	<p><u>Goals:</u> Donations to local organizations that align with Longwood Collective's vision, mission, and goals.</p> <ul style="list-style-type: none">• Community Relationship Building: Worked with or financially contributed to community groups such as: Mission Hill Neighborhood Services, Emerald Necklace Conservancy, Friends of the Muddy River, Friends of Ramler Park, WalkBoston, MassBike Coalition.	\$5,725	Both (A)	Ongoing	Beneficiaries of Boston-based community groups	Longwood Collective	City-wide, Mission Hill, Fenway/Longwood	Social Environment, Direct Monetary Support Good Neighbor Activity	

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Energy/Environment/Sustainability	<p><u>Goals:</u> Serve as a venue for members and regulatory agencies, experts, and practitioners to come together on a variety of critical topics.</p> <ul style="list-style-type: none"> • Legislative and Policy Initiatives: On behalf of members, monitored, assessed, and provided public comment on legislative and policy initiatives in sustainability, energy, state, and City climate regulations including BERDO 2.0, Article 80 Modernization, Food Rescue Program, Tree Mitigation, Shadow policies, parking and TDM guidelines. • Technical Meetings/Forums: Hosted five (5) Tech Talks for medical and educational institutions including: Texas Medical Ctr. Flooding & Lessons Learned, Energy Reduction Funding and BERDO 2.0 Compliance using the GRITs software (Pt. 1 &2), BWSC Resiliency and Stormwater fees, Green Infrastructure with Kate England. The recordings of these sessions are posted on the Longwood Collective website. 		Both (A)	Ongoing	Constituencies and organizations impacted by outcomes of City's climate, transportation and development policies	Longwood Collective	City-wide	Built Environment, Social Environment	
Long Range Planning/Development Coordination	<p><u>Goals:</u> Support members, the city, employees, patients, and visitors, by providing technical review of local area development projects. Providing planning services for Longwood including GIS mapping and data gathering.</p> <ul style="list-style-type: none"> • Project Review/Technical Assistance: Provided technical assistance to members regarding projects undergoing public approvals (SU, WIT). This included hosting special abutters meetings, providing technical assessment regarding land use, urban design, traffic, transportation, and open space. • Technical Support to City in Public Meetings: As member of the Brookline Ave CAC and other Impact Advisory Groups participated in and contributed to numerous public meetings regarding development projects including Fenway Corners, 1400 Boylston St., 500 Huntington Ave., 409 Huntington, 165 Park Drive. Provided technical comment letters addressing a wide range of topics affecting the Fenway and LMA including land use and transportation. • Planning Projections: Using LC past data, estimated projections identified near-site growth trends. • GIS Mapping: Surveyed and mapped street tree coverage in the LMA, helping to plan for long-term health and cooling of the neighborhood. Surveyed and mapped bicycle parking infrastructure in neighborhood to help develop increased multimodal capacity and to ease burdens on nearby city streets. Surveyed and mapped tripping hazards and other obstructions in the public right-of-way to share with relevant city agencies. Surveyed and mapped areas of worn or faded striping on Longwood's streets in order to increase pedestrian safety. 		In-kind Staff Support	Ongoing	Longwood employees, students, patients, visitors, and institutions	Longwood Collective	Fenway/Longwood	Built Environment	
Planning Operations City Services and Construction Coordination	<p><u>Goals:</u> Purchase and manage area-wide assets and public amenities including trash barrels/recycling, benches, and wayfinding signage. Serve as a clearinghouse for district construction projects and provide advance notification to mitigate construction impacts. Conduct snow removal on key corridors and coordinate with members and City on snow removal on public streets.</p> <ul style="list-style-type: none"> • Bike Infrastructure Implementation: Coordinated with City to pilot a bike counting program on the major thoroughways in the LMA. • Banners: Managed the installation, removal, and repairs of the area-wide banners for SU, EC, TI, MCA and DFCL. Provided technical assistance to DFCL and MCA relative to their new banner designs, locations, approvals, and installation. • Planning Operations: Managed the maintenance, repair and installation of the Longwood Collective assets located throughout the LMA including: <ul style="list-style-type: none"> o 37 Big Belly trash compactors o 70 metal benches o 33 metal waste/recycling receptacles, and o 176 wayfinding signs. • Construction Impact Mitigation: Developed and distributed construction project information such as the Boston Public Works Department's Brookline Ave. and Pilgrim Rd. Street Reconstruction, Beth Israel Deaconess Medical Center New Inpatient Building (NIB) and Simmons University Living and Learning Center construction. Information helped member institutions and employees to plan and mitigate potential emergency vehicle access, patient access, and traffic impacts to public (and private) streets. • Construction Coordination: Posted 63 construction and traffic notices, coordinated 18 building, utility, and infrastructure projects, held the annual construction coordination kickoff meeting. The projects included the replacement of water mains on Binney Street and Blackfan Circle, repaving Pilgrim Rd. and Brookline Ave., major facility improvements at BWH, BIDMC, DFCL, BCH, MATEP, MCA, MCPHS, and HMS and a new building at SU. Completed the annual Construction Coordination report. • Blackfan Circle (Private Street) Maintenance Management: Managed snow removal, maintenance, and repair services for Blackfan Circle abutters. • Emergency City Services: Installed 812 linear feet of lane lines, 128 SF of crosswalks in the LMA. Patched dozens of potholes on several occasions throughout the LMA. • Snow Removal: Cleared snow from the Longwood T-stop on Chapel Street to Longwood Avenue, as well as along Longwood Avenue from Chapel Street to Brookline Avenue. This is one of the most heavily used pedestrian corridors in the Longwood Medical and Academic Area (LMA). Also surveyed and reported to city 	\$46,633	Both (A)	Ongoing	Longwood employees, students, patients, visitors, and institutions	Longwood Collective	Fenway/Longwood	Built Environment, Social Environment, Good Neighbor Activity	

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Open Space/Beautification Programs	<p>"Outside" Placemaking Program</p> <p>Outside// is an annual six-month summer placemaking partnership between the Longwood Collective and four major hospitals (BCH, BWH, BIDMC, DFCI), who permit their plazas to be used as public spaces with programs accessible to patients, visitors, employees, and the public. Longwood Collective provides outdoor furniture and other assets and manages a hospitality contract with vendor Block by Block. The Longwood Collective also plans, implements, and organizes programs including live music, games, public art, dog adoption, fitness classes, and a monthly music festival to foster community, improve quality of life for essential workers, students, and visitors; and create a unique neighborhood identity for the Longwood area. The programming activities made available through the Outside// program are free to all and publicly accessible.</p> <p>July – October 2022</p> <ul style="list-style-type: none">• Successfully completed the fourth year of the program.• 9 sites across the medical campuses (one of which includes running special programming in Joslin Park).• Organized and scheduled an expanded program schedule including 352 assets (including tables, chairs, umbrellas, signs, game carts, ping pong tables, lawn games, and reading carts), 129 musical performances by 11 musical groups, 6 art blade displays, 17 weeks of fitness classes, 17 weeks of dog petting and adoption drive in partnership with Shultz’s Guest House, and food truck once per week (with 2 vendors total).• Worked with Block By Block, who were contracted as site managers, to monitor the spaces, frequently clean tables, and interact with visitors.• Completed inventory, shutdown, storage, and repair of assets. <p>May - June 2023</p> <ul style="list-style-type: none">• Successfully launched a 5th year of a placemaking program.• Completed plans and programming for 10 sites (one of which running special programming in Joslin Park), which involved drafting and finalizing site plans, license agreements, contracts, waivers, and other financial and legal documents with vendors and institutional partners.• Organized and scheduled an expanded program schedule including 388 assets (including tables, chairs, umbrellas, signs, game carts, ping pong tables, lawn games, and reading carts), 129 musical performances by 11 musical groups, 6 art blade displays, 17 weeks of fitness classes including both tai chi and yoga, 17 weeks of dog petting and adoption drive in partnership with Shultz’s Guest House, and food truck three times per week (with 5 vendors total). Partnered with More Than Words to provide 400+ titles in our mobile library system.• In partnership with Emmanuel College and Merck, orchestrated 4 outdoor music festivals, with live music, 4-5 food trucks, lawn games, and community tabling.• Worked with Block By Block, who were contracted as site managers, to monitor the spaces, frequently clean tables, and interact with visitors. <p>Beautification and Open Space</p> <p>Beautification and Open Space</p> <ul style="list-style-type: none">• Beautification Programs: Implemented the LMA Beautification program including 58 seasonal planters, 164 gateway hanging baskets, and 5 perennial beds including trees, shrubs, bulbs, and perennials during the 2022-23 growing season. Spring 2023 included the replacement of the old HMS New Research Building concrete planters with new round planters.• Evans Way: Installed rose bush replacements (10), maintenance, fertilization, and watering of the pedestrian island. Added 150 more daffodil bulbs.• Huntington Avenue: Cared for 225 trees, including fertilization, pruning, and irrigation. Replanted 12 of these trees along Huntington Ave. on the MBTA E-branch median. Installed new Bluetooth solenoids and valves on the Huntington Ave. Irrigation system between Ruggles St. And Longwood Ave.• Longwood Ave: Installed two new street trees along Longwood Ave.• Ave. Louis Pasteur/Green Infrastructure Pilot: Submitted seven grant applications to construct this ‘shovel ready’ open space/resiliency pilot project.• Technical Assistance: Surveyed and inventoried the LMA’s urban forest, composed of almost 800 street trees, identifying areas of potential for future planting as well as areas and individuals at risk. Utilized data in developing plans to combat the urban heat island effect and increase permeability in the LMA. Surveyed trees on Institutional campuses to capture a holistic view of neighborhood canopy and to be able to better track changes.• Open Space Planning: Collected information on climate concerns for the Longwood Area and potential landscape responses that could be implemented to mitigate these negative impacts (e.g., heat island effect, storm water flooding, etc.).• Open Space Advocacy: Served on Emerald Necklace Conservancy (ENC) Park Overseer’s Committee, the	\$251,465	Both (A)	Ongoing	Longwood employees, students, patients, visitors, and institutions	Longwood Collective	Fenway/Longwood	Built Environment, Cutlural, Social Environment, Good Neighbor Activity	
		\$546,097							