

Working to restore and enhance Boston's historic Esplanade.



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www.esplanadeassociation.org

**THE ESPLANADE ASSOCIATION STAFF**

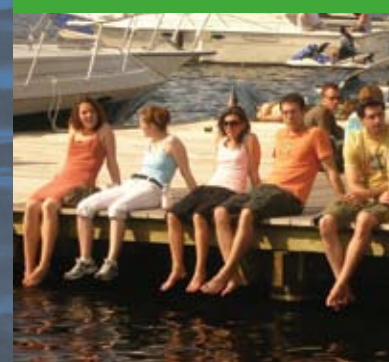
Patrice Todisco, *Executive Director*  
Jen Roy, *Volunteer and Community Enrichment Program Coordinator*  
Emily Stein, *Accounting*  
Guénaëlle Rubin, *Administrative Assistant and External Affairs Coordinator*

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MEMBERS UPDATE



WORKING TO RESTORE AND ENHANCE BOSTON'S HISTORIC ESPLANADE.  
www.esplanadeassociation.org



**Boat Haven Docks & Commissioners Landing**

With generous support from The Esplanade Association, The Union Boat Club, Community Boating, Inc. and The Lawrence and Lillian Solomon Fund, three new docks have been completed in the Boat Haven Basin. This is the first step in an ambitious plan to restore the basin to its former beauty with enhanced opportunities for public access and community boating.

Planning for the restoration of Commissioners Landing has been ongoing and the construction documents are 90% complete. The landing, a key feature of the original Shurcliff plan for the Esplanade, has been falling into the river for many years. The cost is an estimated \$2,867,000. If included in DCR's spending cap, construction for Commissioners Landing could begin immediately after the fourth of July.

If also included in the spending cap, the construction of the docks at Community Boating would begin once the sailing season concludes in November. This project, estimated to cost \$3,366,000, is highly time sensitive, requiring a long lead to secure materials as

**First Esplanade User Survey Completed**



Thanks to the help of 155 dedicated volunteers, The Esplanade Association is pleased to have completed the first ever user survey of the park with the support of Elizabeth Vizza Consultants and People Places & Design Research. The project was funded with a grant from The Boston Foundation.

The initial analysis was completed during the spring and summer of 2007 and included two levels of investigation: a stakeholder analysis and a perspective on actual park users that included interviews with 346 randomly selected visitors as they exited the Esplanade, counts and categorizations of over 10,000 people entering the park, and behavioral map-

ping, a method of determining patterns of use by specific areas. In our entrance counts 2,237 different zip codes were recorded, indicating that the Esplanade is far more than a neighborhood park!

The survey also revealed that the Esplanade is perceived as a highly valuable asset to the city by residents and visitors that is used all day and in every season. A whopping 66% of the visitors from the suburbs and from elsewhere in the world said the Esplanade is a major factor in their enjoyment and appreciation of Boston. The park is even more important to Boston residents with 85% deeming it a major factor in their enjoyment and appreciation of the city.

Surprisingly, the Esplanade is used primarily by people who do not live adjacent to it and those users represent a broad socioeconomic spectrum. The park is used equally by women and men who engage in passive activity slightly more than active pursuits. While there are some families that use the Esplanade, much of the park usage is by small groups of one or two people.

The project also assessed both satisfaction with the Esplanade as well as activity conflicts, negative impacts on user experience, and perceived additional needs which included the addition of canoe and kayak rentals, the re-opening of the Lee Pool and a desire for healthier trees and grass.

2,237 different zip codes were found indicating that the Esplanade is more than just a neighborhood park.

**TEA ANNUAL MEETING**

Thursday, April 3rd 2008. 5:30-8:30pm

The Hampshire House, 84 Beacon Street, Boston MA 02108

Meet the members of our Boston Marathon® Team and learn the results of the first ever User Survey of the Esplanade!

Please RSVP by March 29th to Guénaëlle Rubin

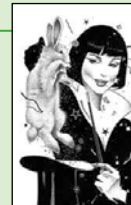
617-227-0365 or grubin@esplanadeassociation.org

**MOONDANCE GALA**

SAVE THE DATE! Friday, September 26th 2008

Join us for a magical evening in the park

to benefit Boston's historic Charles River Esplanade.



**9th ANNUAL EARTH DAY CHARLES RIVER CLEANUP**

Saturday, April 26, 2008 9:00am-12:00pm

(extreme weather date: May 3)

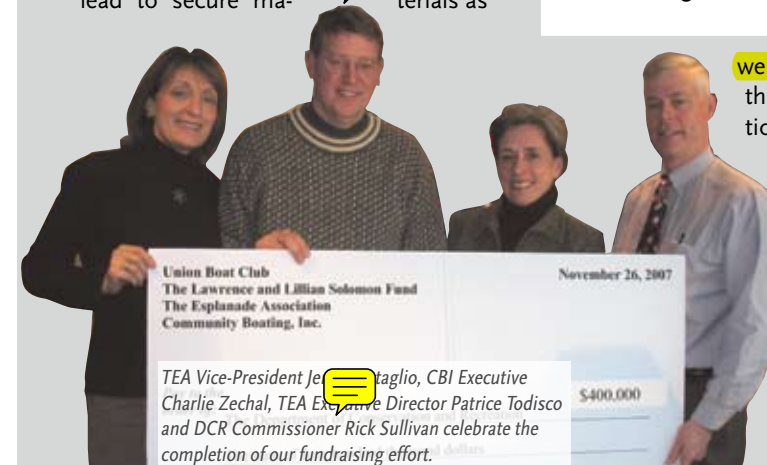
Help celebrate Earth Day by helping to clean up the banks of the Charles River . . .

If you would like to organize a group of volunteers, volunteer yourself, or get more information, please visit: [www.crwa.org](http://www.crwa.org) or contact Jen Roy at [jroy@esplanadeassociation.org](mailto:jroy@esplanadeassociation.org)



APRIL 26

Join us for EARTH DAY CLEANUP

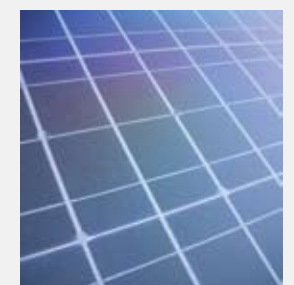


Union Boat Club  
The Lawrence and Lillian Solomon Fund  
The Esplanade Association  
Community Boating, Inc.  
November 26, 2007  
TEA Vice-President Jeryl Oristaglio, CBI Executive Charlie Zechal, TEA Executive Director Patrice Todisco and DCR Commissioner Rick Sullivan celebrate the completion of our fundraising effort.

well as completion date that accommodates the spring sailing schedule. The realization of these very important projects will complete the vision of a fully restored Boat Haven Basin.

To make certain the granite landings and Community Boating Docks remain a priority for DCR and are included in the project planning for the next year, please send letters of support to DCR Commissioner Richard Sullivan as well as local legislators.

**MYSTERY PHOTO**



Where on the Esplanade? See inside...

# VOLUNTEERS' CORNER

The volunteer program continues to be incredibly successful. In 2007, TEA hosted over 2,700 volunteers representing 100 diverse groups, organizations, schools, and businesses. Over 120 different volunteer projects and park programs were completed including:

- 6 tree pruning projects
- 7 planting projects
- 9 ushering evenings for the Boston Landmarks Orchestra at the Hatch Shell
- 10 office work volunteers/student interns helping throughout the year
- 11 park user survey counting days
- 13 trash/debris pick-up & raking projects
- 14 weeding projects along the granite borders, memorials, and plant beds
- 18 fence scraping & painting projects
- 18 Boston Model Sailing Club free sailing days
- 23 invasive plant species cutting projects along the river banks

Thank you to all who participated for their involvement and support of our volunteer program. We are looking forward to working with you in 2008 and hope to continue the incredible volunteer work on the Esplanade.

## The Advent School Partnership

One of our new 2007 volunteer program initiatives was the first "adoption" of a section of the Esplanade by The Advent School. The section is located between the lagoon footbridge closest to the Hatch Shell and the Arthur Fiedler Footbridge. The Advent School will care for and use this section regularly as an outdoor classroom.

We look forward to this partnership serving as a model for other "adopt-a-park" programs and as an example of effective community stewardship for public spaces.



For Advent School students the Esplanade serves as an outdoor classroom.

## BDC Dream Home

### Boston Design Center Launches Gala Benefit for TEA

The Boston Design Center (BDC) is hosting Dream Home 2008, an unprecedented design installation event showcasing the extraordinary talents of 9 design firms in the luxurious BDC. Dream Home 2008 will launch with a gala benefit for The Esplanade Association on Thursday, May 1 and opens to the public on **Friday, May 2.**

For more information visit [www.bostondesign.com](http://www.bostondesign.com) or contact **Lauren Rosenberg at [lrosenberg@bostondesign.com](mailto:lrosenberg@bostondesign.com)**.

## DID YOU KNOW?

The Esplanade Association has launched our first blog, [savetheesplanade.blogspot.com](http://savetheesplanade.blogspot.com) to provide news and updates concerning the controversial Storrow Drive Tunnel reconstruction project. The blog contains a live "Save the Esplanade" petition already signed by hundreds of people from around the state and country who oppose the use of the Esplanade as a temporary by-pass road.



Although DCR plans to begin work in April on intermediate tunnel repairs, the option to use a portion of the park for a temporary by-pass road remains active.

## Strategic Planning

In consultation with the Executive Service Corps of New England, TEA has finalized a strategic plan that will be used to guide the organization in project & program planning, fund-raising strategies, and staff and board development for the next 5 years of operation. The planning process involved a series of interviews with a wide range of Esplanade stakeholders, as well as meetings to identify TEA's goals and objectives in support of its mission to restore and enhance the Esplanade as a world class park.

## Park Partners Gathering

In January, The Esplanade Association hosted its first "Park Partners" gathering as a forum for organizations working in or on the Esplanade and Charles River Basin to meet and share information, discuss issues, and develop partnership opportunities. The forum included a preliminary presentation of TEA's User Survey as well as a lively discussion of park issues. Please let us know if you are interested in participating in our next "Esplanade Park Partners" gathering which will be held during the summer.

## 2008 Boston Marathon

Of the 24 non-profits selected to participate in the 2008 Boston Marathon® charity program, The Esplanade Association is the only "green" environmental organization. This is TEA's first year of a 3-year partnership with the Boston Athletic Association.



In support of our mission to restore and enhance the Esplanade, 15 charity runners, who are very passionate about the park, chose to run on our behalf. Each has a goal of raising at least \$3,000 for TEA. Our 2008 Boston Marathon charity team, TEAM ESPLANADE, consists of seven women and eight men between the ages of 22-49 years. Five are from Boston (three from Beacon Hill), two from Brookline, seven from Boston area suburbs, and one from Petersham. Eight are running in their first marathon and thirteen are first time Boston Marathon runners! All have connections to the park.

**"I think it's important to raise funds for a cause that I have a personal connection with and truly believe in. For me, the Esplanade is a cause I feel deeply about and feel great about supporting; it would be an opportunity to give back to a place that's given so much to me... I met friends on the Esplanade and found peace, solace, and beauty there"** states TEAM ESPLANADE runner Ellen Duranceau.

The team has been hard at work training and fundraising since December. More

than half the team has already reached their \$3,000 fundraising minimum and are well on their way to fulfilling their individual goals in support of the team goal of \$60,000. The runners are now concentrating intensely on their training, including 18-21 mile runs in preparation for the marathon held on Monday, April 21.

**"As a resident of Beacon Hill, I spend a lot of time on the Esplanade, running, going for walks, and exercising my dog. In addition, as an active rower at the Union Boat Club, I take advantage of the Boat Haven docks multiple mornings a week. By running for The Esplanade Association, I am doing my part in ensuring that the park, the docks, and other facilities maintained by the Association will continue to be available to residents in the future,"** Team runner Patrick Hamm shares.

Kathleen Weber, another team runner remarks, **"For the past three and a half years I have used the Esplanade almost every morning to exercise. I love being outdoors and I love having the Esplanade as a part of my city! Helping to raise money for TEA will be a great way to finally give back."**

### To support TEAM ESPLANADE's efforts:

- Visit: [www.esplanadeassociation.org](http://www.esplanadeassociation.org) to make an on-line donation to a specific runner or to the entire team.
- Cheer on TEAM ESPLANADE at the 2008 Boston Marathon held on April 21.
- Contact Jen Roy, Volunteer and Community Enrichment Program Coordinator at: 617-227-0365 or [jroy@esplanadeassociation.org](mailto:jroy@esplanadeassociation.org) for race weekend volunteer opportunities and other fun ways to support TEAM ESPLANADE.

## "Membership Matters" ...

TEA's membership committee is working to double membership before the end of the year! The more members TEA represents the stronger its voice can be as TEA works to protect and care for the Esplanade. Please take the time to become a member or renew your membership during our "100 Friends Campaign". We are looking for 100 people who will help us increase our membership by inviting family, friends, and colleagues to become TEA members. You can also give TEA Membership as a gift.

> Let us know if you will help by emailing [grubin@esplanadeassociation.org](mailto:grubin@esplanadeassociation.org).

Your membership makes a difference and we thank you for your support!

## BOSTON MODEL SAILING CLUB



THE 2008 SEASON BEGINS IN MAY! PLEASE VISIT OUR WEBSITE FOR SAILING DATES AT STORROW LAGOON. FREE TO THE PUBLIC!



The Mystery Photo from page one shows the solar panel from one of the 13 new solar-powered trash compactors recently installed on the Esplanade.