

## White Stadium RFP

### Questions for Boston Unity Soccer Partners from 7.13 Community Meeting

#### *Transportation*

- Please speak to your approach to transportation demand management; i.e. encouraging biking, public transit, etc instead of driving.

If designated, the team will conduct a thorough transportation impact study that will detail the approach to prioritize the use of transportation modes other than personal vehicles. This will be based on the concepts of the Transportation Management Plan (TMP) that were included in the RFP response (eg, shuttle service connections to transit, valet Blue Bikes service, prepaid parking, FIFO TNC operations, etc). Once the impacts have been quantified, the team will work with the City and public in an ongoing collaborative process to finalize the Transportation Management Plan.

- Does your proposal include new vehicular access in Franklin Park?

The only new vehicular ways potentially envisioned are along existing paths within Franklin Park that currently prohibit vehicular traffic via gates. This vehicular access would not be for use by personal vehicles and only for the use of shuttle buses and potential TNC pick-up and drop-off.

- How will traffic be managed during construction?

As with all large construction projects within the City of Boston, this construction process will include a detailed Construction Management Plan that is approved by the Boston Transportation Department. The CMP will include details on truck routes, activity hours, and impacts to pedestrian travel routes near the site (if any).

- How are transportation plans considering the needs of Nubian Square, Roxbury Crossing, Egleston, Mattapan Square and the closest neighboring communities?

The concepts of the TMP have been envisioned to specifically limit the transportation impact on the surrounding communities, both residential and commercial. These concepts will limit the increase in vehicles traveling through the communities, while increasing the people activity within the squares and commercial nodes of the surrounding communities. The collaborative public process will determine the final TMP. The plan will then be revised as necessary through outreach and interactions between the public and the Transportation Management Coordinator.

- How is this proposal going to impact street parking surrounding the stadium?

In order for the concepts of the Transportation Management Plan to be successful, detailed parking enforcement in the vicinity of the stadium would be needed during events. This would require the installation of parking restrictions on local roadways and could likely include the implementation of Resident Permit Parking (RPP) in the surrounding area. This RPP restriction can be limited to only event times or can be implemented for more continual restrictions, whichever is requested by neighboring residents through the public outreach process.

## *Noise*

- What is the expected decibel level of the proposed uses? How will you comply with Boston's municipal noise ordinance at chapter XVI, section 16-26 of the City of Boston Municipal Code and its implementing regulations in the Air Pollution Control Commission's Regulations for the Control of Noise in the City of Boston?

If designated, Boston Unity Soccer Partners will complete a noise assessment study and will implement a plan for mitigating any disruptive noise from our use of White Stadium. We have taken noise into account however in our design by changing the materials throughout the stadium to more sound absorbing materials, by increasing the wall height slightly at the grandstands, and by enclosing the end lines with temporary seating and canvas banners which will all have a positive effect on noise emanation. There is the added benefit that White Stadium is embedded in a park setting allowing for natural noise containment from the tree canopies and natural landscape.

- How will you protect public health from proven health risks of noise?

We recognize that noise can have a negative impact on the health of people or a community. We will complete a noise assessment study to predict and understand the increase in noise as a result of the added uses and the mitigation that can be achieved to ameliorate this.

## *Public Access*

- White Stadium is currently heavily used by the public for events like the annual Caribbean festival. What access would the public have to the West Grandstand and the Grove on non-game days?

Currently the Boston Public Schools and the City of Boston collaborate with the community to schedule community events at the stadium and we envision this process continuing with our participation. We will work together to create a schedule that provides for the community events that currently are held and would like to be held at the stadium. All such events can have access to the West Grandstand as needed. The Grove will be run by the team or its designee and will be available for private events, community events and open to the public for dining and other activities. We believe that the Grove can support these community events by catering food and beverage for them and in other capacities.

- How will you handle overlap of community events on game days?

We anticipate developing a schedule of all events at the stadium collectively with the City of Boston, the BPS and the community to ensure that all use needs are met.

- What provisions are being made that the Grove area will not prohibit the use of the Playstead area, which is where the cross-country races start and finish?

The Grove will be contained by design elements (still to be designed) so that it does not encroach on the Playstead. We also envision a landscaping element that would separate the Grove from the Playstead in such a way that it would also provide natural seating for events occurring on the Playstead like the cross country events.

### *Soccer Uses*

- What access will local community members have to games? What percentage of seats will be reserved for community purchase? Approximately what is the ticket price?

We will be a stadium with reserved sections and below market ticket costs for both supporter groups and local community members. The exact composition and location of those sections needs to be determined as part of the stadium design process. Ticket pricing has not yet been set but we expect our tickets will be on average the cheapest professional sports tickets in the Boston area.

- How can Boston Unity justify this proposal of 11k seats when the California expansion teams are regularly selling out stadiums of 20k+? Does the NWSL support this proposal?

We aspire to grow women's soccer in Boston to the level we are seeing in the CA expansion teams in San Diego and Los Angeles. White Stadium will be the second stadium in the NWSL which is not shared with an MLS team. The other city, Kansas City, is currently building a purpose-built soccer stadium for the Current. The Current will be the only professional team in that stadium with a capacity of approximately 11k. We have been to the building site for the Current's new stadium. We think the 11k capacity is a great mix of big enough to be exciting, but small enough to feel like fans are very much a part of the action with great views from every seat. We think White Stadium is the perfect size for our team. The NWSL agrees and has approved our seating capacity plan.

- Please outline your approach to ensuring Black and Latinos as well as local workers will be included as construction contractors, architects and employees on this job site. Will there be opportunities for Madison Park students to be involved?

We are committing to a 50% hiring and contracting of women, black and brown people and businesses. We plan to work with local main streets and business organizations (example BECMA) and local community organizations and leaders to ensure that the local community is very aware of the hiring and contracting needs of the team through all phases of the project. We will prioritize people from the community in hiring and contracting and we will engage HR experts experienced in racial and gender equity to assist in this effort. Additionally we will organize our contracting along the Massport Model to achieve these thresholds.

The team intends to also develop internship, mentorship and scholarship programs with the Boston Public Schools. We certainly expect that these will benefit the children going to Madison Park as well.

- Will the soccer team practice at White Stadium as well?

The team will be creating a training facility elsewhere - not part of White Stadium and not within Franklin Park. That is where most of the training will occur for the team. We envision occasionally holding one practice prior to select games at the stadium to prepare the athletes for play there, as the combined schedule permits.

- Will the team be intentional about employing black and brown athletes?

We believe creating a team culture, player experience, talent scouting and development process that attracts diverse talent will be a competitive advantage. This summer's World Cup in Australia and New Zealand features the most diverse US squad ever. Seven Black players (including 18-year-old phenom

Alyssa Thompson who is also Filipino and Peruvian) and two Mexican Americans make up the 23 woman squad.

One of our key initiatives will be to actively grow the pipeline of diverse talent. We will do this by providing scholarships for black and brown students to attend our youth and pro development programs.

### *Community Engagement*

- How will you include community feedback as part of the design and planning process?

We began our commitment to community feedback by garnering input to inform our RFP proposal submission by speaking with over 40 elected, community and organizational leaders. That work transformed the community benefits part of our proposal and helped us to direct the Boston Unity fund to recommended focus areas. Boston Unity Soccer Partners anticipates that the overall White Stadium rehabilitation project will benefit further from development impact reviews and public process (e.g. tracking Design Development Review considerations), and certainly transportation assessments, allowing for public comment and input.

As we begin the actual design process, we will broaden and grow our engagement with neighborhood stakeholders. We are reaching out to abutters and actively seeking to join neighborhood association meetings. We will be forming a neighborhood advisory council as well to guide us through to 2026 and beyond.

We presented three different design concepts for the Grove, the new convening space just south of the stadium itself. As we develop those designs, we will create mechanisms to get input to ensure that the design resonates with the community and is maximally useful for potential community usage.

- How will the Boston Unity fund be distributed?

Boston Unity itself will establish a substantial and meaningful Annual Fund solely funded by the company. Annual grants will be directed and disbursed working with the community and the City. We anticipate an advisory committee composed of a community of leaders, City of Boston stakeholders and members of the Boston Unity soccer organization. The Boston Unity Annual Fund will focus on 4 key pillars: Local Business Development, Health & Wellness for black and brown communities, Youth Development with a special emphasis on girls and Activation of Franklin Park.