

## DCR Summer to Fall - 2014



## Overview

- Operationally we had our best season in the past 9 years – set records for overall visitation, # of people participating in programs, #'s of people camping.
- DCR BHI team is outstanding – led by Tim Getchell, Deni Sarno-Bucca, Jessica Renehan, Brad Sands, Sean McLaughlin, Alex Hall.



Ferry Line Extending into North Picnic Area on Georges



## Snapshot of a DCR BHI Summer

- Staffing:
  - Hired **three (3)** new FTE Forest & Park Supervisors to serve as permanent Caretakers on Georges, Spectacle and Peddocks Islands.
  - Hired **three (3)** new FTE Master Marine Fisheries Research Vessel (Boat Operators)
  - Employed **51 seasonal staff** out on Georges, Spectacle, Peddocks, Lovells, Grape and Bumpkin Islands – positions included: Forest & Park Supervisors, Laborers, Boat Operators, Rangers, Park Interpreters, Lifeguards and a Recreation Facilities Supervisor.
  - Managed a 7am-8:30 pm operation 7 days/week.
  - Provided overnight coverage on all 6 islands/7 days a week.



## Snapshot of a DCR BHI Summer (cont.)

- Marine Operations:
  - Maintained a fleet of 8 Motor Vessels including a 47 ft USCG certified passenger vessel, a 41ft crew boat, a 76ft Landing craft, 2 27 ft Landing Crafts and 2 20 ft recreational boats.
  - Ran four (4) staff boats daily to six (6) islands, in addition to special boat trip for a total of more than **550 boat trips** throughout the season.
- Maintenance Operations:
  - Maintained 3 Visitor Centers with 8 restroom facilities, 21 Clivus units on 6 different islands and 6 yurts, Piers/Floats/Gangways, picnic areas and event/concession sites.
  - Landscaped over **400 acres** of trails, campsites, groups sites, fields/parade grounds on 6 different islands.
  - Completed over **330 maintenance requests**.



### Snapshot of a DCR BHI Summer (cont.)

- Programming:
  - Provided the opportunity for over **24,000 visitors** to participate in public programs – the majority facilitated by DCR staff.
  - Issued **352 Recreational Use Permits** for groups of 25 or more, and facilitated the delivery of 4,197 free ferry passes. The # of Rec Use permits is more than 2x amount issued in 2013.
  - Processed, along with BHIA, more than 40 Special Use Permits for private events on Georges and Spectacle Island – DCR provided operation staff for these events.
  - Staffed the kiosk in Hingham, working closely with BHC to more than double visitation out of the Hingham Gateway.



### Snapshot of a DCR BHI Summer (cont.)



### Snapshot of a DCR BHI Summer (cont.)

- Camping:
  - Yurts sold out 7 days/week through entire season.
  - All island campsite sold out every weekend during season.
  - Maintained strong partnerships with Thompson Island Outward Bound, New England Aquarium, Hull Lifesaving Program to provide facilities for their overnight camping.
  - Installed connex boxes on Grape and Bumpkin to facilitate more regular landscaping – open up new scenic vistas.



### Highlights

- Governor Patrick's Ribbon Cutting on Peddocks Island – opportunity to highlight tremendous amount of work over past 4-5 years.
- Forging stronger partnerships with new leadership at NPS and BHIA.
- Working with new ferry company – Boston Harbor Cruises.
- Working with DCR SCA crew and piloting a new national SCA high school program.
- Forging a partnership with City of Boston to assume maintenance responsibilities for all of Spectacle Island.
- Providing internships for 3 Perkins Institute for the Blind students in pilot program we hope to build upon next year.



New Fence built by the MA DCR SCA Crew



### Looking Ahead....

- Working towards completing the Georges Island fencing project.
- Facilitating 72 off season camping permits that have already been issued for the fall - finishing strong after a long, busy season!
- Preparing islands for winter storm season.
- Re-powering the MV Lady in Black - main crew boat. Soda blasting MV Abigail - repainting.
- Completing upgrades to Georges Island power plant/solar array system.
- Work with DCR Waterways to complete the survey/study to expand the mooring fields around the island to more than 150 moorings.
- Working with the NPS to complete a full conditions assessment for Fort Warren. Working on DCR BHI RMP and DCR BHI Fire Plan.
- Working with MBTA to complete the new Intermodal Transportation Building on DCR property at Hingham Gateway.
- Working with BHIA to plan for programming/private events on Peddocks.
- Working with NPS/BHIA to facilitate off season public programming - starting with Veteran's Day Cruise.



## Boston Harbor Island Alliance Board Meeting

September 16, 2014

### Ridership Highlights for 2014

- Total visitors to Georges Island thru 9/7/14 88,324
- Total visitors to Spectacle Island thru 9/7/14 45,781
- Total passengers carried aboard Fort Independence 40,829
- Total passengers carried aboard Ruth Hughes 26,659
- Total passengers carried aboard Claire 20,118
- Total passengers carried aboard Mike Meli 18,001
- Total passengers carried out of Long Wharf/North 105,607
- Total passengers carried out of Hingham 9,134
- Total passengers carried out of Hull 1,001
- Total ridership from mainland outlets to Islands thru 9/7/14 115,742
- Largest attendance day was Friday 8/8 (Free Ferry Day) 4,225  
2,230 to Georges Island 1,995 to Spectacle Island
- Largest attendance other than Free Ferry Day was Saturday 8/9 3,751  
2,746 to Georges Island 1,005 to Spectacle Island

Boston Harbor Islands Partnership  
 September 16, 2014

DRAFT Total public ferry visitors departing from mainland 2010-2014

	2010	2011	2012	2013	2014 - through Labor Day
	103,170	104,136	111,667	106,854	112,981

DRAFT Total public ferry arrivals on Georges and Spectacle, 2010 - 2014

	2010	2011	2012	2013	2014 - through Labor Day
Georges	68,689	74,679	81,713	73,384	86,300
Spectacle	44,088	46,151	49,858	42,573	44,796
<b>TOTAL</b>	<b>112,777</b>	<b>120,830</b>	<b>131,571</b>	<b>115,957</b>	<b>131,096</b>



# Web Social Media Update

9.16.2014

**Becca Lille**

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## Partnership Website:

- Web traffic through [bostonharborislands.org](http://bostonharborislands.org) (5/15 - 9/15)
  - 332,933 Sessions
  - 232,635 Uniques
  - 1,466,927 Pageviews
  - Traffic peaked on Saturday July 12 - with 4,882 Sessions
- Website Visitors and Key Drivers:
  - 65% via organic search :: [boston harbor islands, georges, spectacle, ferry schedule]
  - 17% via referral :: [ bostonharborcruises.com, nps.gov, boston.com, bostinno]
  - 15% via directly :: [/home, /ferry-schedule, /things-do, /georges]
  - 2% via social :: [facebook, TripAdvisor, Yelp, Twitter, Meetup] [Free Ferry Days]
  - 1% via email :: [/home, /park-calendar]
- Top 5 Pages and Content
  - /home :: 158,937 Sessions
  - /ferry-schedule-summer :: 120,126 Sessions
  - /passenger-ferry :: 96,986 Sessions
  - /georges :: 84,807 Sessions
  - /spectacle :: 81,204 Sessions
- Executive Summary
  - Traffic to partnership site up 12% from Summer 2013, over 30,000 new uniques and over 100,000 more pageviews.
  - Site users gravitate towards just a handful of pages seeking ferry schedule, how to and where to information most frequently.
  - Traffic via social doubled from 2013, however considering reach of collective partnership social media enterprises could be a much more significant tool for visitors and traffic builder.

## Partnership Social Media:

- Facebook :: [/bostonharborislands]
  - Page likes jumped to 4,300 - up by 36% since May 15 and more than double 2013!
  - Average weekly reach doubled from May 15th to 26,885
  - Total daily reach tripled to 611,720 from 205,046
- Twitter
  - Nearly all partnership members have a twitter handle
    - @NatlParkService = 130,000
    - @BostonRedevelop = 10,300
    - @MassDCR = 7,388
    - @USCGNortheast = 6,074
    - @thetrustees = 3,885
    - @BostonParks = 3,321
    - @YourIslandPark = 1,483
    - @34IslandsBoston = 1,309
    - @ThompsonIsland = 353
    - @MWRA\_update = 311
  - Combined reach is over 34,424 followers (not including NPS)
  - Aside from "official" feeds - most organizations have key staff that have ability to expand message to different audiences.
  - 85 different people posted a reference to "Boston Harbor Islands" since 5/15/14
  - #BostonHarborIslands average reach of 15,534 followers
- BostInno
  - Launched "channel" in May
  - Utilized to promote events/programs with direct appeal to young professionals and millenials. (example: Yoga on Spectacle Island and Berklee Concert Series)
  - Posted 6 articles that received an average of 65k impressions
  - Garnered 6 additional stories from BostInno staff writers
- Executive Summary
  - Significant gains were made this season, expanding our social media audience
  - Tangible results were witnessed in park, including new demographics and larger audiences at programs that received special marketing attention.
  - Witnessed unplanned collaboration, as social media moderators from throughout the partnership cross-promoted events.
  - Partnership has a large combined voice, with planning this can be utilized to further expand our results in 2015. Some simple steps to consider: consistent use of #bostonharborislands, improved links on partner websites to promote social media channels, inclusion of social media handles on all marketing materials.

# Successful Post Examples

Free yoga on Spectacle Island - Over 4k reached, 58 Likes.

**Post Details**

**Boston Harbor Islands National Park**

Yoga is included for FREE on Spectacle Island every Saturday starting July 20th



**Boston Begins Its Annual Free Fitness Bonanza**

The City of Boston is proud to be a part of the fitness bonanza that is Boston's Free Fitness Bonanza. This year, the City of Boston is proud to be a part of the fitness bonanza that is Boston's Free Fitness Bonanza. This year, the City of Boston is proud to be a part of the fitness bonanza that is Boston's Free Fitness Bonanza.

4,070 people reached

**Boost Post**

4,070	87	58	42	18
5	1	4		
24	22	2		
138				
0	30	106		
<b>NET POSITIVE FEEDBACK</b>				
0		0		
0		0		

Cross promotion of Charles W. Morgan. Over 7,300 reached, 276 Likes

**Post Details**

**Boston Harbor Islands National Park**

Head to Spectacle Island TODAY to see one of the oldest American sailing ships in a world that still has a place for people to belong. The Charles W. Morgan is a historic schooner that's been sailing since 1841. Like the Boston Harbor Cruises, 100 feet from Long Street and the up to the south shore for the best view of the subject ship.



**38th Voyage Chart | Mystic Seaport**

7,312 people reached

**Boost Post**

7,312	349	276	88	221
11	0	13		
62	51	11		
164				
0	21	143		
<b>NET POSITIVE FEEDBACK</b>				
10		0		
0		0		

Goats on Peddocks Island. Over 3300 reached, 68 Likes.

**Post Details**

**Boston Harbor Islands National Park**

How cute are these goats? Thanks to Lulu O'Flaherty for these beautiful photos of Peddocks Island's newest inhabitants. For more info on these amazing creatures and how they're helping Massachusetts DCR eliminate poison ivy, the company, check out our article on Boston's new "goats" on Peddocks Island. <http://www.mass.gov/dcr/2016/07/20/peddocks-islands-newest-inhabitants>



3,368 people reached

**Boost Post**

3,368	119	68	29	29
25	6	10		
26	24	2		
144				
0	24	120		
<b>NET POSITIVE FEEDBACK</b>				
0		0		
0		0		



## Final Report of 2014 Conservation Crew The Student Conservation Association in Partnership with Boston Harbor Islands National Recreation Area, MA Department of Conservation and Recreation and the Boston Harbor Island Alliance

**Crew Leaders – Catherine Carr and Jordan Stein**

### **Introduction:**

The Boston Harbor Islands National Recreation Area hosted its first Student Conservation Association (SCA) National Conservation Crew during the 2014 summer season. This crew of eight high school student volunteers and two trained leaders worked on Georges, Grape, Lovells, Thompsons, and Peddocks Islands from June 16 until July 3, 2014.

### **The Crew:**

The 2014 BOHA crew members included:

1. Ruby Eisenbud – Jamaica Plain, MA
2. Stephen Sappo – Woodbridge, CT
3. Daniel Chao – Atlanta, GA
4. Savannah Cothren – Wilmington, NC
5. Seryem Baek – Atlanta, GA
6. Benjamin Miller-Gootnick – Washington D.C.
7. Briel Gibson – Shelburne Falls, MA
8. Kelly Finn – Stamford, CT

These students were led and supervised by SCA Crew Leaders Catherine Carr of Meriden, CT and Jordan Stein of Westchester, NY. As a NOLS alumna and a recent achiever of a BSc in Geology, Catherine led this program with a strong naturalist background and flexibility. Jordan came to this crew as SCA alumnus and a first time Crew Leader with enthusiasm. They both carried Wilderness First Aid and CPR medical certifications.



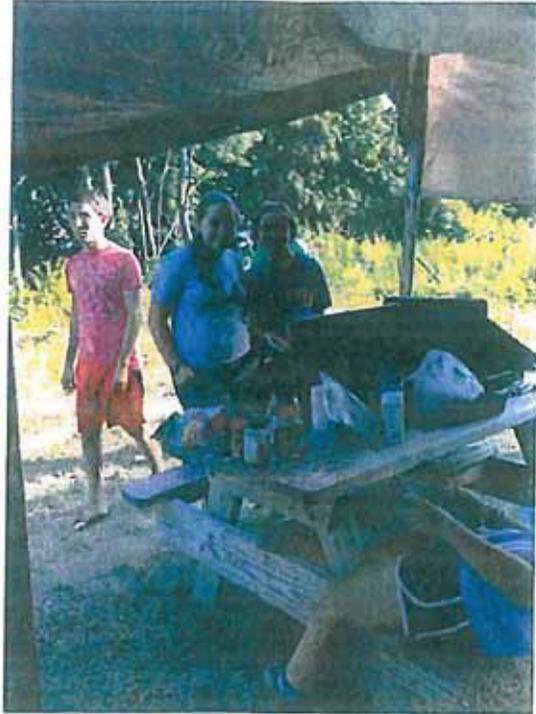
### **Accomplishments**

This crew's main project focused on clearing invasive species overgrowth of a World War I mortar. The species that were removed from the mortar were mainly privet, multiflora rose, and honeysuckle. Other projects included clearing the tombolo lowlands of the islands from the invasive *rosa rugosa* (which was stifling the growth of certain cedars) and clearing the gangway dock from an encroaching four-year-old sand dune. The crew learned the importance

of the sand cycle to the Boston Harbor Islands' ecosystem.

**Youth Development:**

This crew came from all over the east coast of the United States to work and live together for 21 days. For some of these students it was their first introduction to sleeping outside under the stars, cooking dinner, Leave-No-Trace ethics, and the rewards of working hard physically in the outdoors. The leaders set up an optional space that allowed the members to lead a lesson on whatever they were passionate about. The topics ranged from bicycle share-systems in major cities to the construction of origami elephants. For environmental education, this crew was very fortunate, as visitors from the NPS Stewardship program taught the members about marine biology, mycology, botany and horticulture. Catherine was also able to discuss the geological formation and significance of the Boston Harbor Islands in conjunction with some NPS volunteers.



**Crew Highlights:**

The crew was excited to see projects from start to finish, like the sand dune project on Lovells Island. It gave everyone a great feeling of accomplishment to see projects through. The crew also enjoyed learning about the assembly of a yurt; including its structural benefits and how to strengthen it. The crew enjoyed working alongside the NPS Stewardship program, which allowed overlap between the work and the education.

**Thank you:**

Much appreciation goes to Massachusetts's Department of Conservation and Recreation, the Boston Harbor Islands Alliance well as the National Park Service for having a SCA crew join you this year on the Boston Harbor Islands! Special acknowledgement goes to Giles Parker and Marc Albert for all the work and planning done to get SCA to work alongside the NPS Stewardship program, as well as to Brad Sands and Denise Sarno-Bucca, who organized the pre-program and were a great resource throughout the program.

