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- Jonathan Gilula  
Boston Red Sox

## Case Study: Boston Red Sox

Boston’s historic Fenway Park – the oldest ballpark in the league – hasn’t changed much over the years. The Green Monster still looms over left field, surpassed slightly in height by the neon Citgo sign that has illuminated Boston’s skyline since 1940. But Fenway Park has changed in some very noticeable ways. Its rafters now teem with members of Red Sox Nation, hoping to catch a glimpse of World Series greatness; the park pulsates with an energy it’s never seen before.

But those sold-out crowds generate a significant amount of trash, which has been making its way into the substantial residential neighborhood surrounding Fenway Park.



### Good Neighbor

Neighborhood residents were justifiably concerned. Despite the City of Boston’s valiant efforts to keep pace with the trash, receptacles overflowed with unsightly and unhealthy garbage. Residents, public works officials and Red Sox management met and agreed that simply putting out more trash barrels would increase labor, truck and fuel costs associated with added collections trips. The City offered a solution: a public-private partnership to deploy more of Mayor Menino’s weapon of choice in the battle to keep public spaces throughout the Boston clean and litter-free – *BigBelly*® Solar Compactors.

### New Fans

The same size as traditional waste barrels, *BigBelly* holds five or six times the amount of trash by compacting it on-site. Self-powered by solar energy and requiring no wiring, the super-efficient *BigBelly* can be deployed virtually anywhere – even in locations with no direct sunlight. The City of Boston has been steadily deploying *BigBelly* compactors for the last two years with the ultimate goal of utilizing them throughout the city. Fans at opening day at Fenway this year were greeted by their World Champion Red Sox and by a team of *BigBelly* Solar Compactors ready to make sure the neighborhood around Fenway Park remain clean and litter-free. *BigBelly* was a home run, celebrated by both the Red Sox and the neighborhood residents.

### Team Effort

“We have become big fans of *BigBelly* and are supportive of the continued deployment of *BigBelly* compactors into the neighborhoods surrounding Fenway Park,” said Jonathan Gilula, Senior Vice President of Business Affairs for the Red Sox. “In addition to the dramatic increase in capacity provided by the units, the enclosed design keeps litter in the receptacles - not overflowing onto the streets. This is a great example of business, area residents, and the City working in concert and in everyone’s best interests.”