



Background & Summary

City government exists to improve the quality of life of Philadelphians. Safety and the sense of safety are core to a resident's quality of life and their desire to live and work in the City. All of Philadelphia's neighborhoods should be desirable and thriving places to live and work. The PhillyRising Collaborative does this by significantly altering the way the City delivers services to its residents, specifically in areas of chronic crime and disorder problems that require a coordinated multi-agency response.

Kensington is a neighborhood that is full of individuals from diverse backgrounds, a unique business corridor, and a number of churches and schools that keep this community youthful. Although this neighborhood has many positive characteristics, it is also home to several concerns; public safety, a lack of youth engagement opportunities, a large number of vacant homes, vacant lots, trash - filled alleyways, and health issues. PhillyRising has begun working alongside the 24th and 25th Police Districts, residents and other stakeholders to bring resources that can benefit the community while alleviating the issues that affect this neighborhood.

The remainder of this action plan outlines in greater detail how PhillyRising is functioning in Kensington. The plan begins with an analysis of the focus area, outlines issues identified by residents, describes a vision for the community, and lists action items to achieve this vision and the criteria that the project's success will be measured against.

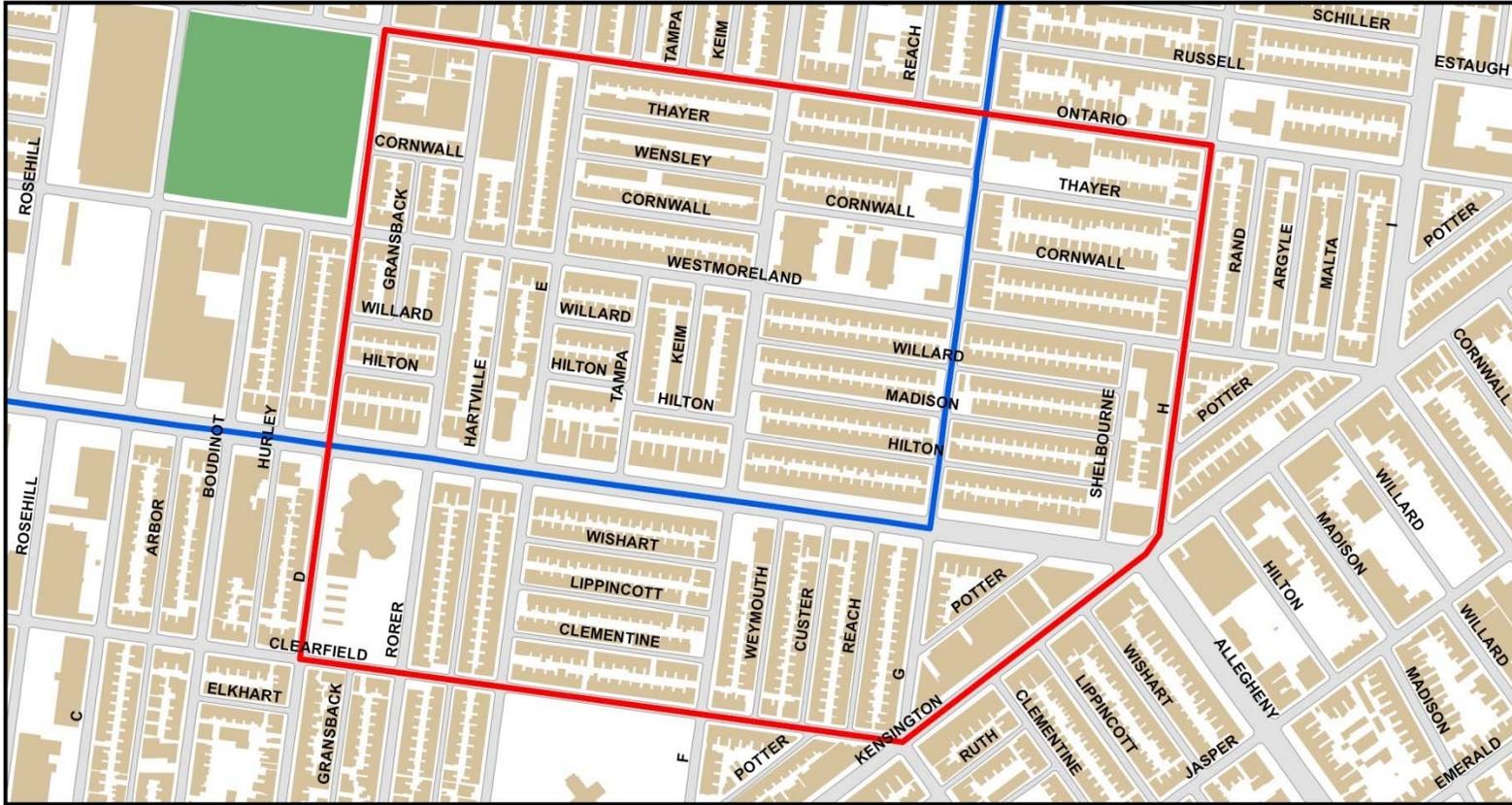
Description of the Focus Area

- 24th/25th Police Districts, East Police Division, The area covers portions of both the Kensington and Harrowgate communities.
- Street Boundaries: Ontario to Kensington/ Clearfield and D Street to H Street. Total size .133 square miles.
- Demographics:¹
 - A total of 6350 residents live within the PhillyRising Kensington site boundaries
 - 38.7% of the population are children under the age of 18
 - 3.2 % are seniors over the age of 65
 - The racial makeup of the community is roughly:
 - 30.9% African American
 - 25.5% Caucasian
 - 2.4% Asian
 - 28.4% Identify as "other" or "2 or more" races
 - Additionally, 63% Identify as Hispanic or Latino ethnicity

¹ Demographic analysis is based on 2010 US Census data queried on 05/10/2012

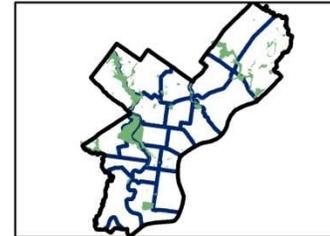
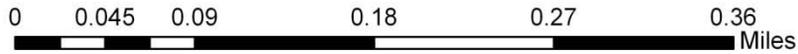


PhillyRising Collaborative - Kensington Neighborhood, 24th/25th Police Districts



Legend

-  PhillyRising_Boundaries
-  Parks
-  PHA Developments
-  Police Districts





Local Groups Involved in the Targeted Area

The Friends of McPherson Square Library
Kensington Somerset Neighborhood Association
Impact Services
McPherson Square Revitalization Coalition
Town Watch Integrated Services
New Kensington Community Development Corporation
Esperanza Health Center
United Way
Stetson Elementary School

Councilwoman María Quiñones Sánchez
ArtsRising Council
Kensington EPIC Stakeholders
MIMIC
Iglesia Del Barrio
Timoteo Football League
Friends of Hissey Park Playground
Parks and Recreation
Bethel Church

Issues

1. Safety and Security: The 24th and 25th Districts have some of the highest rates for gun violence in the city. Residents are concerned about the various drug related shootings that have happened within their community.
2. Neighborhood Communication: Nearly all residents involved in the meetings stated that communication needs to be improved among community members. Activities that are currently available are not effectively announced throughout the community and residents are concerned that any new activities will face the same challenge.
3. Job Skills/Economic Development: Residents would like to identify more job opportunities within and outside the community. Residents would like to increase their education skills to make them marketable for future job opportunities.
4. Physical/Infrastructure: Residents expressed concerns about the number of lots and homes that have been identified as nuisance properties within the Kensington community.
5. Youth Activities: There are a number of youth gangs within this community and residents believe that the youth are engaged in negative activities because of their environment and because of the lack of youth activities within the community.
6. Health: Due to the large number of individuals that use drugs within the community, health is a key concern particularly because of the huge amount of needles that are found in the neighborhood parks and playgrounds.



Vision

- Enhance communication methods throughout the neighborhood and strengthening bonds among local residents and organizations.
- Improvement of residents' job skills and to prepare them with the necessary skills to become marketable for future job opportunities.
- Physical Infrastructure improvements such as abandoned houses being sealed or demolished along with vacant lot cleanups will provide immediate aesthetic benefit to the neighborhood.
- Improving the significant need for youth programming within this community by creating a better method for informing residents about youth activities in the neighborhood.

Action Items

Safety and Security

- PhillyRising is working diligently with the 24th and 25th Police Districts to enhance safety and security in the Kensington Community. Captain Vogt has implemented several new initiatives in the Kensington community that with the support of PhillyRising and local community leaders has helped to not only begin building relationships with local residents, but also establish a sense of safety within the neighborhood.
 - Status- In Progress:
 - Captain Vogt and his officers have done an incredible job at patrolling the neighborhood on a 24hour basis making residents feel less fearful of having their children play outside freely.
- On June 15th, 2012, PhillyRising partnered with Captain Vogt of the 24th PD on his new “Block by Block” initiative on the 3000 block of Hartville Street. This initiative was designed to be sustainable in its approach by using officers on regular time and by maintaining bridges with the community by supporting the needs of residents.
 - Status- Complete:
 - A block cleanup took place on July 28th, 2012 with approximately 8 Hartville Street residents, 24th police district officers and PhillyRising.
- On October 4th, 2012, Captain Vogt arranged for a Police Mobile Station to be stationed at McPherson Square Park to address the residents concern regarding the safety of the neighborhood children that frequently play at the park and visit the library. The 24th Police District officers patrol McPherson Square Park every morning before neighborhood children visit the library to make sure that there aren't any folks sleeping on park benches or engaging in negative activities.
 - Status- In progress:
 - The Police Mobile station has been equipped with literature and information on all City and local resources that residents will have



24th/25th Police Districts – Kensington – Action Plan

- In the spring of 2013, Capital Improvements are planned through the office of Councilwoman Maria Quinones- Sanchez including new lighting at McPherson Square Park.
 - Status- Pending:
 - On November 19th, 2012, a meeting took place with the office of Councilwoman Maria Quinones -Sanchez, Philadelphia Parks and Recreation, and Impact Services to discuss forming a Friends Group at McPherson Square Park as well as building a link between McPherson Square and Hissey Playground.
 - In the Spring of 2013, there will be an installation of the new lighting within the park as well as surveillance camera(s). Plans on how to best support a Summer program at McPherson was discussed as well.
- On November 8th, 2012, PhillyRising partnered with officers of the Police Department's Advanced Training Unit to conduct a Domestic Violence workshop at Iglesia del Barrio. There were at least 8 residents who attended this session which included a scenario aspect to provide a visual on how to handle certain situations.
 - Status- Complete:
 - There is another Domestic Violence Workshop scheduled to take place in the month of December, 2012.

Neighborhood Communication

- PhillyRising attended the Block Captains' Rally on March 17th and identified several Kensington area Block Captains that were interested in learning about the PhillyRising Collaborative and ways to work together to improve communication amongst the residents in the community.
 - Status- In Progress:
 - Relationships with block captains are being established and future partnerships on projects within the community are being coordinated.
- On August 11th, 2012, PhillyRising, Councilwoman Maria Quinones- Sanchez and Iglesia del Barrio organized a Kensington Community Resource Fair in an effort to provide concerned residents an opportunity to learn about the many resources and information available to them. There were representatives from the City departments of Street, Licenses and Inspections, Health, Parks and Recreation, Water and Revenue, as well as community resources such as Congresso and ASPIRA.
 - Status – Complete:
 - Approximately 100 residents attended the event and learned how to keep their block clean, organize a block party, recreation and summer camp opportunities, senior and resident's tax discounts and utility and Liheap funding.
 - PhillyRising is working closely with Pastor Eunice Sanchez of Iglesia del Barrio and other community leaders to maintain on-going communication with residents throughout the area.
- On September 8th, 2012, PhillyRising partnered with MIMC (Men In motion In the City), Friends of McPherson Square library and Iglesia del barrio on the "Building Bridges" event at McPherson Sq. Park. The purpose of this event was to kick-off the back-to-school year by bringing together school administrators, teachers, community residents, local businesses and community organizations to create excitement about the back to school season. This event gave parents the



24th/25th Police Districts – Kensington – Action Plan

opportunity to engage with school personnel and various- community based organizations to find allies that will help their child succeed.

- Status- Complete:
 - ASPIRA Association donated over 300 book bags to this event, and there were approximately 375 residents in attendance. The importance of education was reinforced and created community excitement for the new school year.
- On November 15th, 2012, PhillyRising and community leaders such as, Eddie Desamour, Jonathan Centeno and Pastor Eunice Sanchez hosted a community meeting at Iglesia del Barrio to discuss "Fear in the Community". This allowed the opportunity to acknowledge, learn and discuss ways to dismantle the fear and begin building trust amongst residents within the neighborhood.
 - Status – Complete:
 - There were 6 residents who participated at the meeting. Community leaders and residents have discussed the possibility of continuing to have these meetings on a monthly basis.

Job Skills/ Economic Development

- A meeting with Impact Services and Councilwoman Maria Quinones- Sanchez office has been scheduled to take place to discuss a 3-week Career Boot camp - a series of job training and coaching sessions for local residents. Each session will include information about employment opportunities and training sessions for critical job skills.
 1. Status – Pending

Physical/Infrastructure

- On March 3rd, 2012, PhillyRising helped to plan the Mayor's Spring Clean-Up press conference at McPherson Square Park. Mayor Nutter was joined by Streets Department Commissioner, Deputy Mayor for Environmental and Community Resources Michael DiBerardinis, Councilwoman Maria Quinones-Sanchez, Deputy Streets Commissioner Carlton Williams, community groups such as the Kensington EPIC Stakeholder's, Friends of McPherson Library, Ray Gant of "Ray of Hope", Kensington residents and Philly Spring Cleanup sponsors and partner organizations.
 - Status- Complete:
 - On April 14th 2012, McPherson Square Park was one of the selected sites for the Mayors Spring Cleanup. Approximately 200 community residents and local organizations such as Impact Services and Ray Gant of "Ray of Hope" and volunteers came together to participate in this great event which highlighted the great work that is happening with a number of community groups in the Kensington neighborhood.
- On April 14th 2012, McPherson Square Park was one of the selected sites for the Mayors Spring Cleanup. Approximately 200 community residents and local organizations such as Impact Services and Ray Gant of "Ray of Hope" and volunteers came together to participate in this great event.
 - Status – Complete



24th/25th Police Districts – Kensington – Action Plan

- On April 21st, 2012 Comcast Cares Day was held at the McPherson Square Park where community leaders and local organizations participated in several projects. The work was coordinated by the Kensington EPIC Stakeholders, The Friends of McPherson Library, MIMIC and Ray Gant. Approximately 300 volunteers including local residents and their children participated in this event. St. Joseph's University also participated with their School Mascot, staff and volunteers. The following projects were completed that day:
 - Cleaning of McPherson Park
 - Park benches were painted to cover graffiti.
 - Neighborhood children created a garden and planted flowers.
 - Playground equipment was repaired and painted.
 - Status- Complete:
 - PhillyRising will be partnering with local community leaders to organize more cleanups at the McPherson Park on a regular basis.
- On April 24th, 2012 PhillyRising participated in the Kensington's Neighbors In Action cleanup at Hissey Park Playground which was also coordinated by Ray Gant, McPherson Library and EPIC Stakeholders. Over 60 local residents and volunteers participated in cleaning the playground, painting equipment and repairing the baseball field.
 - Status- Complete:
 - Cleanups for Hissey Park will be scheduled to take place on regular basis.
- On October 9th through the 13th, PhillyRising teamed up with Americorps NCCC (National Civilian Community Corps) to perform community service projects throughout the Kensington neighborhood. The team worked on projects at Iglesia del Barrio, McPherson Square Park, 3000 block of Hartville Street and 3000 block of Rand Street. Projects were selected and put together by community members through their input and suggestions. The following projects were completed:
 - Church office and kitchen ceiling were painted at Iglesia del Barrio
 - Cleaned two alleyways and one vacant lot at the 3000 block of Hartville Street
 - Planted bulbs at McPherson Square Park which will bloom in the Spring
 - Cleaned a short dumping site and trash filled sidewalks on Ontario Street.
 - Cleaned Vacant lot on the 3000 block of Rand Street
 - Status - Complete
- On October 23rd, 2012, PhillyRising organized a Walk Thru of the Kensington Community where local residents lead a team of city agencies on a tour of the area surrounding McPherson Square Park to identify quality of life issues and or challenges. The Department of Licenses and Inspections and 311 submitted a number of service requests for mitigation as soon as possible.
 - Status- Complete:
 - There were 13 service requests identified by residents and submitted by City Agencies. PhillyRising will be following up with City Departments for statuses on all requests.
 - There are at least 4 properties in the area that are scheduled for demolition; 723 E. Clearfield Street, 449 E. Indiana Ave, 704 E. Willard Street and 3447 Hartville Street. Work is scheduled to commence in the month of November, 2012.



24th/25th Police Districts – Kensington – Action Plan

- On October 27th, 2012, National Make a Difference Day, PhillyRising joined United Way and Partners at Hissey Playground on their annual Community Cares Day volunteer event. This family friendly day included:
 - Cleanup projects,
 - painting,
 - gardening
 - Community fair with an arts and crafts market for children at Hissey Park.
- Status- Complete

Youth Activities

- A Summer Youth Expo was held in collaboration with ArtsRising Kensington Arts Council, Kensington EPIC Stakeholders and NKCDC (New Kensington Community Development Corporation) in an effort to provide access to summer opportunities for youth that produce positive outcomes. This event took place on Saturday, May 12th 2012 at John B. Stetson Charter School where over 15 vendors, local and citywide that participated and promoted all of their free programs. There were over 200 Parents and children that attended this event and received information for summer programming.
 - Status- Complete:
 - ArtsRising is currently reaching out to all of the vendors/organizations that participated in the Youth Expo Event to learn the number of children that have actually enrolled in the summer programs.
 - PhillyRising is currently working together with ArtsRising to create a resource guide that will outline all of the youth activities that are available within the Kensington community.
- On August 20th, 2012 through the 31st, PhillyRising partnered with the 24th Police District, the office of Councilwoman Maria Quinones -Sanchez and Iglesia del Barrio on a 2 week Soccer Camp at Hissey Park in the Kensington Community in an attempt to improve the quality of life of the neighborhoods youth and provide an activity to keep them off the street.
 - Status- Complete:
 - Approximately 30 neighborhood children signed up to participate in this 2 week Soccer Camp and enjoyed daily exercises and obstacle courses created and lead by Coach Kajowski, an Officer at the 24th PD.
 - Soccer Camp ended with a closing ceremony which included a huge cook-out by Richie de Jesus of (Richard and Friends) for all parents and soccer players. Soccer players received Certificate of Achievement awards along with brand new book bags and soccer balls.
- On August 2012, McPherson Square Library received \$15,000 from a private funder which will be used for the purpose of creating a Teen Room at the Library. “Readers are Leaders” team and Teen Programming Specialists from the Free Library will be inviting teens to become members of the first neighborhood, exclusive Youth Design Council at McPherson Square Library to create an ideal space just for them. With a budget of \$10,000 neighborhood youth will give their voice to the sort of environment that McPherson Square Library should offer teens in their neighborhood library. They will get an opportunity to conduct action research, and create a



24th/25th Police Districts – Kensington – Action Plan

tumblr blog that documents their decisions concerning the physical space, programming, staffing, and more.

- Status- In Progress:
 - On November 7th, 14th, 28th and December 5th teens will have an exciting opportunity to create a virtual 3D model of their ideal space.
 - Teens will present their plan at a final celebration in December where they will get to invite their friends and family members to the reception to learn about their design. Their plan will be used to design the space, which will be completed in January and unveiled in a ribbon cutting ceremony in February.
- In September 2012, PhillyRising partnered with Temple’s Recycling Center to install a computer lab at Iglesia del Barrio. Community members will have access to the use of these computers once all software has been installed and or updated.
 - Status- Complete:
 - Computers are now up and running and are available for use.
 - On October 4th, 2012, Iglesia del Barrio began their after school programming providing homework help/assistance and tutoring which runs from Monday through Friday, from 3pm to 6:30 pm.
 - In addition, PhillyRising reached out to Parks and Recreation Food Program to discuss the possibility of providing hot meals for the students enrolled at IDB’s After School program. Applications have been submitted by Pastor Cookie and meals will be provided.
- September 26th through 28th, 2012, over 250 volunteers from the neighborhood descended on McPherson Square Park to plant a swing set, a jungle gym, and other playground equipment as part of an initiative spearheaded by Philadelphia Flyers Charities, an arm of Comcast-Spectator charities, in a partnership with Wells Fargo, the Fairmount Park Conservancy and the Impact Service Corporation, the team worked with KaBOOM (an organization that builds playgrounds) to help build a new playground for the kids in the Kensington neighborhood at McPherson Square Park.
 - Status - Complete:
 - Under the direction of KaBOOM with the help of communities, employees of Wells Fargo and the Philadelphia Flyers dug postholes, mixed concrete and bolted picnic tables together. The new playground will provide hundreds of children in the Kensington Community with a safe place to play.
 - On October 27th – A Halloween themed Thank You/Grand Opening Celebration was organized by Impact Services and community residents in appreciation to the 250 volunteers who came out to help and participate in the build day for the KaBOOM Playground. The fence surrounding the KaBOOM Playground was removed allowing access to over 200 children in the community to finally enjoy their new safe place to play. Children dressed up in their Halloween costumes and enjoyed arts and crafts projects and face painting.



Health Concerns

- PhillyRising has organized a meeting with Esperanza Health Center and Health Partners to respond to the health needs within the community. We will be discussing the possibility of Health Partners donating computers and lifestyle classes to Esperanza that can be offered to the residents within the Kensington community and also the possibility of having a health fair that will provide information, onsite health screenings and blood testing to residents in the neighborhood.
 - Status- Pending

Measures of Success

The basic goal of PhillyRising is to lower crime, in both a real and perceived sense, and to increase residents' self-sufficiency and involvement in their community. Aside from a reduction in crime, success will also be measured by the differences in numbers of dangerous vacant properties, number of residents involvement in job-training programs, number of programs available to children, and the increase in the capacity of community organizations to sustain positive change. These measures will be monitored and given quarterly progress reports at PhillyStat sessions after the majority of the action items have been completed.

