

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.

The East side of Market Street, known locally as Market East, is one such neighborhood that meets the PhillyRising criteria. Located between City Hall and one of America's most illustrious historic districts, many are surprised to see that Market East is host to issues surrounding crime and quality of life. Stakeholders have focused on a few of these issues as particularly prominent: the bleak physical appearance (including vacant store fronts), aggressive panhandling, the presence of a large number of shelter-resistant homeless people, and communications surrounding both the initiatives and threats along the corridor.

Market East is fortunate to have a very active base of organizations that are actively working to improve their neighborhood. Several stakeholders have taken initiatives to improve conditions on their own. For the past several years, the Center City District (CCD) has held their quarterly Public Spaces Collaborative, an effort to improve coordination and communication among those responsible for physical aspects of Market Street East. Temporary initiatives around specific problems, such as flash mobs, have also seen success when coordinated along the strip. Several other individual efforts such as increased security by individual hotels have also yielded some success.

The role of PhillyRising in Market East is to coordinate these existing efforts with the City's resources, and to develop new, creative, sustainable solutions to these issues. To promote a positive feeling for pedestrians along the strip, CCD and the Philadelphia Convention & Visitors Bureau (PCVB) have teamed to bring coordinated entertainment through Market East Live!

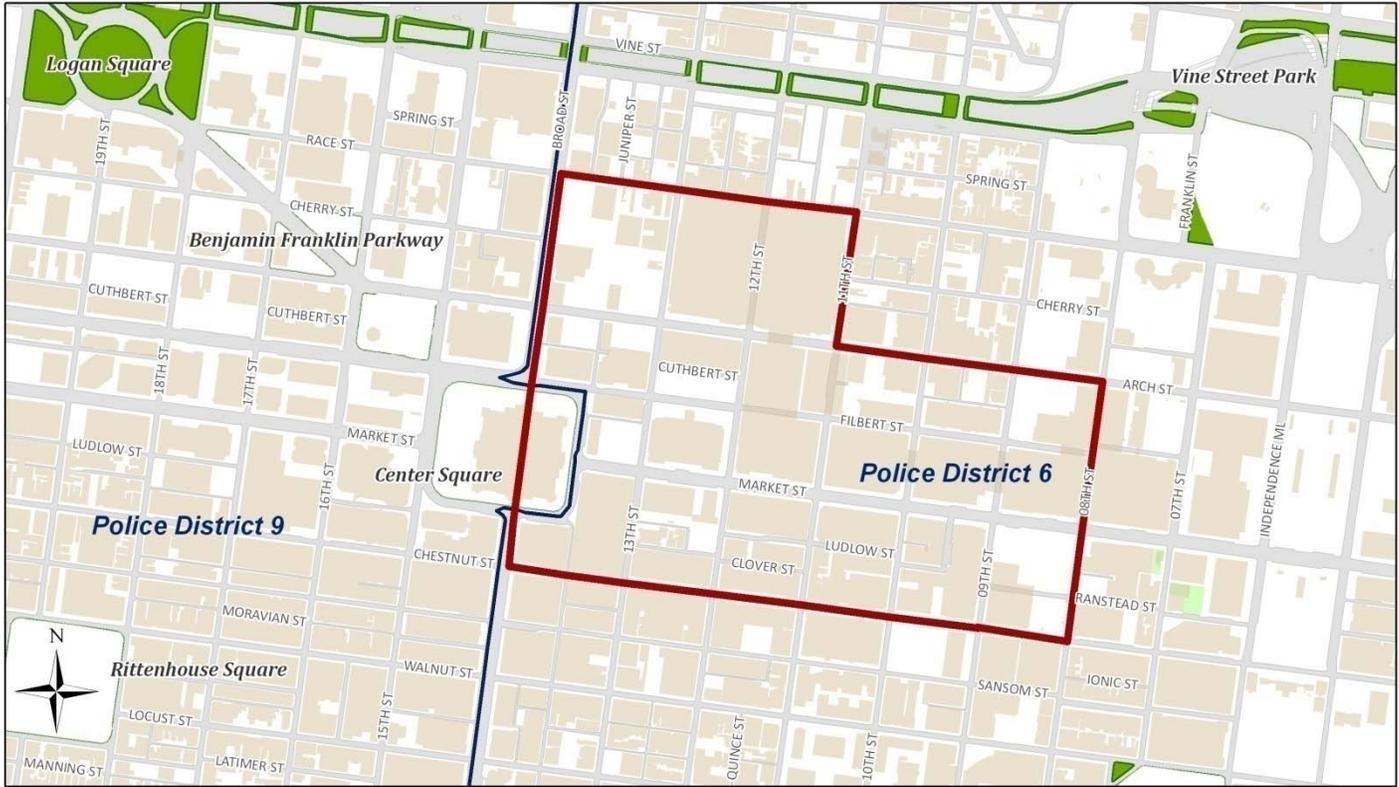
PhillyRising is exploring a three-pronged approach to addressing some of the area's more complex issues. First, the group will aim to "dry up" the funding given to panhandlers, in an effort to eliminate their supply. Giving will instead be directed toward legitimate programming designed to help those living on the street. Second, the police will work with the Department of Behavioral Health, as well as homeless advocate groups, to keep the homeless population along Market East moving, specifically toward service providers. Third, the Police will increase their enforcement of the Sidewalk Behavior Ordinance, and evaluate possibilities for further legislation to assist their activities. Police and Behavioral Health presence along Market East will be coordinated with data from the CCD and other sources that measure "hot spots" for Sidewalk Behavior Ordinance violations.

The remainder of this action plan outlines in greater detail how PhillyRising will function in Market East. The plan begins with an analysis of the targeted area, outlines issues identified by residents (and verified by data), describes a vision for the community, lists action items to achieve this vision, and the criteria that the project's success will be measured against.

Description of the Targeted Area

- 6th Police District, Central Police Division, the area immediately east of City Hall. The neighborhood's borders are generally Broad Street to 8th Street, Chestnut Street to Arch Street. In addition, the convention center is included, extending the north border to Race Street between Broad Street and 11th Street.
- Demographics (Source: 2000 US Census)
 - Although Market East is primarily a commercial corridor, there are also residences. Of those living in Market East, the vast majority (97.9%) rent their properties.
 - Children
 - Median household income
 - Below poverty line
 - Ethnic divisions

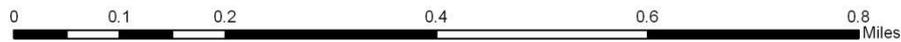
PhillyRising: 6th District Target Area



- PhillyRising Target Area Boundaries
- Police Districts
- PHA Developments
- Other Parks



Map created by: Sarah de Wolf
Date: 2 March 2011



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Local Groups Involved in the Targeted Area

Brickstone Companies
Center City District
Four Points by Sheraton Philadelphia City Center
Greater Philadelphia Hotel Association
Hampton Inn
Hilton Garden Inn
Le Meridien Philadelphia
Loews Philadelphia Hotel
Macy's
Marriott Courtyard Philadelphia Downtown
Pennsylvania Convention Center

Pennsylvania Real Estate Investment Trust (PREIT)
Philadelphia Convention & Visitors Bureau (PCVB)
Philadelphia Marriott Downtown
Philadelphia Trolley Works & 76 Carriage Company
Project HOME
Public House Investments / Field House Bar
Reading Terminal Market
Residence Inn Philadelphia Center City
SSH Real Estate
Westin Philadelphia

Philadelphia Mural Arts

Issues

- Physical/Infrastructure – The Market East corridor has been described by locals and visitors alike as “seedy” – not necessarily feeling unsafe, but certainly uncomfortable, especially at night. There are several vacant storefronts, blank walls, various street performers, and a mix of legal and illegal vending. Many who walk along this section of Philadelphia do not have a positive experience.
- Aggressive Panhandling – Compounding the issue, Market East has become an attractive area for panhandlers. While people are free to ask for donations, several in this section of the City become aggressive, occasionally disrupting the flow of pedestrian movement, and frequently frightening visitors.
- Shelter-Resistant Homeless – Market East contains a large portion of the City’s shelter-resistant homeless, those who have an option but choose to remain on the street.
- Communications – Several organizations, both private and public, have undertaken various efforts to address some of these issues. However, communication about these initiatives continues to be a barrier to achieving full potential.

Vision

Ultimately, stakeholders in Market East want their neighborhood to become a thriving commercial corridor. This will begin with pedestrians having a more positive experience along Market East, by increasing the standard for public behavior. The corridor’s streets will be “animated” with entertainment, and those who need help will receive targeted assistance from service agencies. As 02/08/2012

stakeholders and City agencies work together, Market East will become a desirable place for businesses to invest, and generate the type of economic environment that stakeholders know it is capable of. As this vision begins to take shape, issues of chronic crime and disorder will reduce drastically along the corridor.

Action Items

Physical/Infrastructure

- Market East Live! – On March 19, 2011, Market East Live! began as a partnership between the Mayor’s Office of Arts, Culture, the Creative Economy (OACE), and several stakeholders from the Market East area, most notably the Center City District (CCD) and the Philadelphia Convention & Visitors Bureau (PCVB). Market East Live! is a series of coordinated live entertainment in the targeted area. Acts range from music, to artistic demonstrations, to jugglers. The program is in a pilot stage through June 2011, with entertainment happening Saturday afternoons and on select weekdays, in conjunction with large conventions.
 - Status – Market East Live! was launched successfully and received very positive feedback. This program will be reinstated in 2012 with funding from Hard Rock Café and the Field House. We will be supplementing these paid performances with the “busking” model to increase the vibrant atmosphere. We are partnering with local charter schools to provide some of the talent to try out this “busking” model along the Market East corridor.
- The City’s Mural Arts Program is evaluating options for murals and other public artwork along Market East. The first such mural will be a temporary projection work near the intersection of 1^{3th} Street and Arch Street.
 - Status – Stakeholders participated in a discussion about the mural with the artist on April 8, 2011. The mural is scheduled to be projected
 - Philadelphia Mural Arts has opened an office at the 2nd floor of The Gallery. We are partnering with them to expand arts and culture projects along the corridor including a possible ticket kiosk as well as permitting for artistic crosswalk designs.
- The School Safety Meetings, led by Captain Clark have evolved into collaboration between the Charter Schools along the Market Street Corridor and The Philadelphia Cultural Alliance, PhillyRising and ArtsRising to align cultural organizations with a specific school. This partnership is also evolving into a means of reaching out to all schools in the Center City District and connect them with a schedule of organizations and activities available and open to them.
- Commerce – basic standards for streetscape improvements, lighting, uniform storefronts. Businesses encouraged to help with lighting.
 - Status - To prevent neglect and be proactive on vandalism, a PhillyRising representative makes regular inspections of bus shelters along Market East to monitor and report any possible blight or disrepair.

- The Philadelphia Police Department has agreed to use data from the CCD, as well as City agencies, to aid in determining their deployment along Market East. The CCD information will help guide them towards “hot spots” where sidewalk behavior violations occur regularly.
 - Status – CCD heat maps focusing on homelessness and panhandling are now shared monthly with the PPD and used to assist in deployment. CCD has been vigilant in reaching out to L&I and PhillyRising to report and shut down illegal vending sights as they pop up.
- The City’s Department of Licenses & Inspections (L&I) has expanded their business inspections along Market East, and to do so in a randomized manner, so that illegal vendors are not prepared for their arrival. Enforcement will also be increased during Market East Live! performance times.
 - Status – A representative from the CCD and PhillyRising will begin accompanying an L&I inspector on bi-weekly sweeps to help identify trends and improve coordination currently coordinating schedules but should begin by November 2011.
- L&I has also agreed to provide a map of authorized vendors, which will be distributed to stakeholders so that they may more easily identify illegal vendors that should be reported.
 - Status - Maps have been circulated to community stakeholders.
 - One abandoned newsstand was removed from 13th and Filbert and a second stand at Broad and Arch has been petitioned for removal after failing to reopen-trial to resume 3/3/12.
- Deputy Mayor for Public Safety Everett Gillison has undertaken an effort to improve the communications between the City’s public safety departments, the District Attorney’s Office, Community Court, Market East stakeholders, and advocates of the homeless to ensure a balanced, effective approach to dealing with sidewalk behavior issues.
 - Status – Outreach to groups who feed the disadvantaged along the Parkway has been initiated to better coordinate efforts and create a more organized plan has been initiated by the Department of Health.

Aggressive Panhandling

- In 2008, CCD introduced a program to deter residents and visitors from giving money to panhandlers. The message directed people to ways of donating to local charities and services that provide assistance to those truly in need. By “drying up” the source of funding, it is thought that level of panhandling will significantly decrease. The CCD, in partnership with the City, has agreed to reinvigorate this campaign.
 - Status – The Mayor will participate in a public service announcement, ask media outlets to aid in the program’s promotion. Hotels along Market East have agreed to run public service announcement on visitor channel.
- The City and several stakeholders have investigated legislation to create a “hospitality zone” along Market East. This legislation, as well as similar ordinance enacted in Atlantic City, Cleveland, and Orlando, is being evaluated by the City and relevant interest groups to determine their feasibility.

- Status – Councilman DiCicco has begun the conversation of evaluating the legislation, and Deputy Mayor Gillison is in the process of researching the practices of the other cities.

Shelter-Resistant Homeless

- The City's Department of Behavioral Health (DBH) has agreed to incorporate data from the CCD about homeless populations in their deployment of outreach teams. This will be done in conjunction with the Police deployment as well.
 - Status – This is underway and ongoing.

Communications

- As part of the PhillyRising project, a website will be created to specifically disseminate information about work happening in Market East. It will be connected to the larger PhillyRising website. The page will describe both public and private efforts to improve quality of life on the corridor, and serve as a central repository for information.
 - Status – PhillyRising website is being created, in the meantime all Market East specific event information is being updated to the PhillyRising Facebook page.
- Philly311, the City's non-emergency contact center, has conducted Neighborhood Liaison training specifically for Market East stakeholders. The Neighborhood Liaison program instructs local residents/employees on methods for entering service requests to the 311 system. A VIP account was created for Market East, and each trained Liaison has access to this data. The first training included two participants from Market East, bringing the total number of Liaisons for the area to 17. More training will be set up as needed.
 - Status – Philly311 has conducted Neighborhood Liaison training specifically for Market East stakeholders. The Neighborhood Liaison program instructs local residents/employees on methods for entering service requests to the 311 system. A VIP account was created for Market East, and each trained Liaison has access to this data.
- Various stakeholders along Market East are working with Deputy Mayor Gillison to ensure that the City's public safety agencies have access to existing camera systems along the corridor. In return, the City agencies will use the cameras, as possible, to help enforce provisions of the City's crime codes.
 - Status – PPD is working with the Center City District to recruit local businesses for the departments Safe Streets initiative. They have also been involved in discussions to get more cameras but technical difficulties regarding manufacturing and ordering cameras have impeded progress.



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 in Market East will also be measured by the experiences of visitors as reported by the various stakeholders, feedback and sustainability of Market East Live!, differences in numbers of panhandlers (especially aggressive), number of homeless living on the street, the number of citations issued by L&I, physical changes to the streetscape, use of the Philly311 system, and use of the PhillyRising Market East webpage. These measures will be monitored and given quarterly progress reports at PhillyStat sessions after the majority of the action items have been completed.