



Background & Summary

The PhillyRising Collaborative has been instrumental in the improvement of safety and quality of life in several communities throughout Philadelphia. Due to the success PhillyRising has achieved by working with residents and city agencies, the model is being used in more neighborhoods. The next neighborhood that was chosen for PhillyRising is Point Breeze in the South Police Division. "Point Breeze" is the name given to the area in south Philadelphia bounded by 25th street to Broad Street from Washington Avenue down to Snyder Avenue. Within those boundaries PhillyRising will be focusing on the area of 19th Street to 21st Street, Reed Street to Snyder Avenue.

Point Breeze was once a thriving community of diverse immigrants and generations of stable residents but has become an area plagued by home abandonment and crime. The residents that live in this community are a part of an underserved population. Currently, gun violence, dangerous trash lined alley ways, illegal drug trafficking and burglaries are rampant and have driven this once great community to a point where it has become one of the most troubled in the city. There are several groups working in the redevelopment of the area, but stronger city-wide collaborations are needed in order for this community to reclaim its once great past. As PhillyRising begins to coordinate efforts to retake the community with the residents and stakeholders a certain amount of hope is being created in anticipation of a brighter future.

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

Description of the Targeted Area

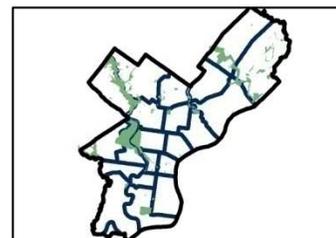
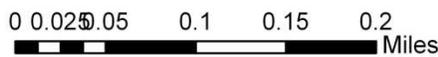
- 1st & 17th Police Districts, South Police Division, the area is called the Point Breeze neighborhood.
- Demographics
 - Total population is 4139. 29.2% children, 61.1% adults and 9.7% seniors (2010 Census).
 - 46% of those living in the focus area have a yearly household income below \$19,000. The median income for all of Philadelphia is \$36,251 (2010 Census).
 - The proportion of the population with income below the poverty line is consistently over 31% (2010 Census).
- Of the 4139 persons living in the PhillyRising portion of the 19145 & 19146 zip codes, 3% are Latino, 79% are African American, 9% Asian and 8% are Caucasian. (2010 Census).

PhillyRising Collaborative Point Breeze Neighborhood, 17th/1st Police Districts



Legend

- Parks
- PHA Developments
- Police Districts





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Local Groups Involved in the Targeted Area

Point Breeze Business Association
Diversified Community Services
South Philly Homes
17 th & 1 st
District Police Department Advisory Councils
Christian Street YMCA

Universal Companies
Point Breeze PAL
South Philly Sharks Football team
Town Watch Integrated Services
West Passyunk Neighbors Association

Issues

Over the course of an 8 week period PhillyRising has hosted 3 very well attended community meetings to engage residents in discussions about the problems and visions for the Point Breeze area. The first meeting was a kick off meeting where PhillyRising invited residents, city officials and other stakeholders to come together and present the issues in the community, the vision for the community and the obstacles that hinder the community in achieving the vision. The second meeting was held to narrow down the information gathered from the first meeting into 3 specific work groups and by using the S.W.O.T model of assessment we were able to engage participants in a focused discussion about these issues while formulating a set of actions items to be delivered. The items that were identified by resident are: Neighborhood safety, Alley ways/blighted areas and youth activities/engagement. A final meeting was held to discuss gun violence, the drafting of an action plan as well as to coordinate initial activities which include alley way clean ups and the creation of youth oriented programs within the community. Through the efforts of concerned citizens, the 17th and 1st police district, local churches, Town Watch and several city agencies we were able to successfully develop a comprehensive strategy to improve conditions in Point Breeze.

Physical/Infrastructure – The Point Breeze area has a serious problem with the alley ways that run behind the streets throughout the entire neighborhood. The alley ways are very narrow and most have lights that either inoperable or do not have bulbs in place to provide security in these areas. As a result of the current condition of these alleys there is a serious problem with illegal dumping and home invasions. Each month there is a very high number of burglaries that occur through the rear entrance of the homes in the area. The current conditions of the alley ways is so overwhelming that residents alone cannot revitalize them. It also has become extremely dangerous and difficult for law enforcement to work in these situations.

- There are a high number of crimes committed by way of the alley and this is a direct contributor to the high crime rate in the focus area. In addition there are several



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properties that are vacant and need sealing or repair, but they are disbursed throughout the focus area. Many of the streets have sink holes that need to be addressed.

- PhillyRising is working with Stephen Lorenz from the Streets Department to address these issues.

Youth engagement & Ex-offenders – The second obstacle identified by the Point Breeze community revolves around the young people in the community. There were three main points mentioned throughout the community meetings: youth related crime, youth violence and youth programming or lack of programming. There are many factors that contribute to these issues which include the lack of recreational space within the area, youth employment, education and the absence of positive interaction with young people through mentorship.

- This issue has been identified by residents as a high priority due to the gun violence, high crime and lack of youth programming in the area. It is related to the need for ex-offender programs because many of the youth that are involved in the legal system are unable to find adequate programs to assist them in staying out of the legal system.

Neighborhood safety – The third obstacle presented by the community is overall crime, which mainly consists of 3 types: burglaries, illegal drugs sales/use and perception of safety in the community. Although this goal is listed in a separate category it is weaved in with every action that PhillyRising performs in the community. Through our engagement with city departments, the police department and residents we will be able to reduce/eliminate this obstacle and improve quality of life.

Vision

- To have cleaner, safer areas by sealing vacant properties and alley way cleaning ;
- A comprehensive alley way cleaning and maintenance program will be administered throughout the target area. We will create a better block competition to empower neighbors to maintain these cleanup efforts by providing incentives like tool donations, lighting and alley way security;
- The youth specialized task force which includes state, local, city and resident stakeholders will work together to address the issue of youth engagement;
- Town Watch Integrated Services will increase its presence in the area;
- PAL will continue to provide youth programming in the community;
- Several more programs will be available for youth living in the targeted area including a large art project funded by PECO and the RDA which is being led by the Commotion



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program via the University of the Arts. This program is a 6 month program that will begin in January 2012 and work with people of all ages in six separate locations throughout the community;

- Local organizations, as well as groups of local volunteers, will staff these programs within existing facilities;

Cumulatively, these items will deter the presence of chronic crime and disorder issues in the neighborhood. They will help revitalize the community to become a thriving neighborhood where residents can engage in a high quality of Philadelphia City life.

Action Items

Physical/Infrastructure

- The residents would like to coordinate area-wide clean ups with the City's support using volunteers, residents and city resources to clear the alleys and improve lighting. It is understood that once this is accomplished that residents could organize to create sustainable clean ups so that the conditions remain safe. By doing this PhillyRising assists departments like Streets, L&I and the local police in performing their duties. This will result in these city departments having a safer environment where code enforcement and policing can take place. To do this PhillyRising formed a subcommittee consisting of residents, city officials and local political officials to carry out the communities recommendations. On October 25th PhillyRising coordinated a resident led walk thru of our focus area. The walk thru was followed up with a series of alley way clean ups on November 5th & 19th. The clean up partners included The Mayor's Office of Civic Engagement, The City of Philadelphia's Community Partnership Program, The Department of Corrections and community residents. The both of these clean ups occurred in areas that have experienced recent violence. Moving forward we have divided the neighborhood into sections that along with all the collaborative partners, residents and volunteers we will address the need of all the alleys in the target area. The following issues have been addressed as a result of the walk thru:
- The Department of Licenses and Inspections (L&I) will demolish the properties identified as imminently dangerous and seal other sites as needed.
 - Status- Completed (Dan Quinn L&I)
 - 2051 Sigel street has been demolished
 - 1714 S. 21st Street had a missing Bilco (Hatchway) door that has been replaced
 -



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- 1331 S. Lambert street has been sealed
- 2058 Morris Street has been demolished as of 2/6/12
- 1617-21 South 20th street resealed as of 2/6/12
- Stephen Lorenz of the Streets Department addressed 2 sink holes on the 2000 block of Sigel Street. Status- Completed
- The neighborhood services division will issue violations and service request on items identified as problematic within the target area.
 - Status- Completed (Rochelle Smith Neighborhood Services Division)
 - 19 parcel violations have been written
- PhillyRising will also be identifying grants as well as donations to replace or create lighting in all the areas where PhillyRising is working. Status: PhillyRising has located some funding to support the purchasing of equipment for community improvements.
- Alley way reclamation: PhillyRising is working with the police department and community groups like the West Passyunk Neighborhood Association to identify alley ways and blocks with persistent problems of crime and blight. We have engaged the West Passyunk Neighborhood Association, the Office of Councilman Kenyatta Johnson and local volunteers to conduct strategic clean up initiatives in these areas. After completing an alley way the residents are to sustain them so that they do not fall back into an unmanageable state.
 - Status- Completed/Ongoing (Manny Ramos of the Community Partnership Program, the Department of Corrections, the 17th & 1st Police Departments, Ade Fequa of PhillyRising and local volunteers)
 - On November 5th 2011 the area in and around 21st and Dickinson streets was cleaned. At this location is a large lot that has significance to residents. We cleaned out 2 dump trucks full of debris. This cleanup was performed with the participation of residents from “Unity in the Community”, the Community Partnership Program through the Neighborhood services Division. There were a total of 60 volunteers for this event.



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- On November 19th a second alley way clean up occurred in two separate locations simultaneously in both the 1st and 17th police districts. The two sites were the 1200 block of Bucknell Street and Mercy, Emily, McKean and Snyder avenue alley ways & streets. During this clean up we were able to clear several dump trucks full of debris and clear these areas. The partners for this clean up were West Passyunk Neighbors Association, the Police department, The Mayor's Office of Civic Engagement, the Neighborhood Services Division/Community Partnership Program and the Department of Corrections. Below is a before and after picture of one of the alley ways cleared during this event. There were a total of 75 volunteers for this event.

Youth engagement and ex-offenders programs

- The community asked if PhillyRising could help coordinate programs for youth based activities in Point Breeze. Status in progress (17th and 1st police districts, Diversified Community Services, PHA, Free Library of Philadelphia, Rising Sons, Christian Street YMCA, PECO Commotion Arts project, Point Breeze PAL, Samuel Monroe Department of Human Services, Paul Dignam Parks and Rec. and community volunteers)

On January 21st a kick-off concert with Mayor Nutter at Wilson park community recreation center was held to announce the Philadelphia Youth Music Program as well as a calendar of youth related activities to be held monthly in Point Breeze. The music program is led by several music industry professionals including individuals from the Philadelphia Youth Music Partnership and members of the Philadelphia Chapter of the Grammy association. There were a total of 50 volunteers for this event.

Status- Completed

- On February 15th the Philadelphia Youth Music Program began the free 6 week training programs for young people in Point Breeze. Thirty young people attended the orientation on February 15th and on February 22nd the first class of young music professionals in training began the program. Status- Completed and Ongoing
- Creation and distribution of monthly activity schedule. Status- Completed
- Promote calendar using 311, Philadelphia, School District and local organizations. Status- Completed



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- The PECO “Commotion” art project held a kickoff event on January 21, 2012 which begins a 6 month youth art project in Point Breeze. There were a total of 20 volunteers for this event. There were a total of 28 volunteers for this event. Status-Completed/Ongoing
- On November 17th a group of stakeholders participated in an action oriented meeting to match resources in an effort to create a monthly calendar of events that youth can participate in throughout the community. The reason this approach was needed is because many organizations and churches have the facilities to have activities but not capacity to staff or create programs. On the other hand there are just as many programs managers that have the capacity to run programs but no locations in which to host them. By bringing these stakeholders together we are able to address the complex needs of the young people in the community through a series of activities tailored around the youth. A sample of the activities calendar that has been created as a result of that this collaboration can be found in the attached appendix. Status- Completed
- On January 16th 2012 PhillyRising partnered with the Christian Street YMCA to do a day of service and youth anti-violence rally in Point Breeze. Over 130 young people participated in the event and did outreach, performances and a youth led summit to celebrate Martin Luther King Day. There were a total of 130 volunteers at this event. Status- Completed
- Another aspect of PhillyRising’s Point Breeze action plan to address the needs of the youth is the partnership with Universal Companies and the “Promise Neighborhoods” initiative. Universal Companies, who is creating Promise academies in Point Breeze, will be able to follow the Promise Neighborhoods model which states “A Promise Neighborhood is a community of opportunity, centered on strong schools, that allow children to learn, grow, and succeed. Inspired by the model of the Harlem Children’s Zone, Promise Neighborhoods wrap children in high-quality, coordinated health, social, community, and educational support from the cradle to college to career.” Universal Companies has been awarded a planning grant and are currently awaiting a response on the implementation grant. Status- Completed

Neighborhood safety

- Residents stated that they would like to see crime decrease and feel safer in their community. Status- In progress (17th and 1st Police departments, Anthony Murphy of Town Watch Integrated Services, Ade Fequa of PhillyRising South Division and local stakeholders)



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- PSA and block representative meeting are occurring monthly in each division to allow neighbors the opportunity to interact with police officers and have their concerns addressed by the district captains.
- 311 liaison program promotion and training is beginning provided to give residents an opportunity to interact more directly with the city to address quality of life crime issues throughout the community.
- Increase the presence of Town Watch through recruitment and engagement
 - Status monthly town watch meetings are occurring and at least one new town watch member has been recruited in a high gun violence area.

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 after-school programs available to children, number of residents involved in job training programs, 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.



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Appendix A: Youth Activities Calendar

December		~ January 2012 ~					February ▶
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
1	<p>2</p> <p>1. Afterschool Program 2:45 PM-6:00PM DiSilvestro Rec. 15th & Morris streets</p> <p>2. "Hot Spot" Free computer access @ Auden Reid High School 2p-6p</p> <p>3. Point Breeze PAL center is open Monday-Friday from 3p-9p at the Barrett Middle School located at 16th & Wharton streets</p>	<p>3</p> <p>1. Afterschool Program 2:45 PM-6:00PM DiSilvestro Rec. 15th & Morris streets</p> <p>2. "Hot Spot" Free computer access @ Auden Reid High School 2p-6p</p> <p>3. Point Breeze PAL center is open Monday-Friday from 3p-9p at the Barrett Middle School located at 16th & Wharton streets</p>	<p>4</p> <p>1. Afterschool Program 2:45 PM-6:00PM DiSilvestro Rec. 15th & Morris streets</p> <p>2. YMCA Young Achievers 6p-8p @ 18th & Christian Streets</p> <p>3. "Hot Spot" Free computer access @ Auden Reid High School 2p-6p</p> <p>4. Point Breeze PAL center is open Monday-Friday from 3p-9p at the Barrett Middle School located at 16th & Wharton streets</p>	<p>5</p> <p>1. Afterschool Program 2:45 PM-6:00PM DiSilvestro Rec. 15th & Morris streets</p> <p>2. "Hot Spot" Free computer access @ Auden Reid High School 2p-6p</p> <p>4. Point Breeze PAL center is open Monday-Friday from 3p-9p at the Barrett Middle School located at 16th & Wharton streets</p>	<p>6</p> <p>1. Afterschool Program 2:45 PM-6:00PM DiSilvestro Rec. 15th & Morris streets</p> <p>2. Movie Night at the Dixon House 6:30p-9pm (every 1st Friday)</p> <p>3. "Hot Spot" Free computer access @ Auden Reid High School 2p-6p</p> <p>4. Point Breeze PAL center is open Monday-Friday from 3p-9p at the Barrett Middle School located at 16th & Wharton streets</p>	<p>7</p> <p>1. Fun Club 10a-1p Christian St YMCA</p>	
8	<p>9</p> <p>1. Afterschool Program 2:45 PM-6:00PM DiSilvestro Rec. 15th & Morris streets</p> <p>2. "Hot Spot" Free computer access @ Auden Reid High School 2p-6p</p> <p>3. Point Breeze PAL center is open Monday-Friday from 3p-9p at the Barrett Middle School located at 16th & Wharton streets</p> <p>4. Rising Sons Essay writing 7p-9p @ DiSilvestro Rec. 15th & Morris streets</p>	<p>10</p> <p>1. Afterschool Program 2:45 PM-6:00PM DiSilvestro Rec. 15th & Morris streets</p> <p>2. "Hot Spot" Free computer access @ Auden Reid High School 2p-6p</p> <p>3. Point Breeze PAL center is open Monday-Friday from 3p-9p at the Barrett Middle School located at 16th & Wharton streets</p>	<p>11</p> <p>1. Afterschool Program 2:45 PM-6:00PM DiSilvestro Rec. 15th & Morris streets</p> <p>2. YMCA Young Achievers 6p-8p @ 18th & Christian Streets</p> <p>3. "Hot Spot" Free computer access @ Auden Reid High School 2p-6p</p> <p>4. Point Breeze PAL center is open Monday-Friday from 3p-9p at the Barrett Middle School located at 16th & Wharton streets</p>	<p>12</p> <p>1. Afterschool Program 2:45 PM-6:00PM DiSilvestro Rec. 15th & Morris streets</p> <p>2. Rising Sons Resume Bldg. 7p-9p @ DiSilvestro Rec. 15th & Morris streets</p> <p>3. "Hot Spot" Free computer access @ Auden Reid High School 2p-6p</p> <p>4. Point Breeze PAL center is open Monday-Friday from 3p-9p at the Barrett Middle School located at 16th & Wharton streets</p>	<p>13</p> <p>1. Afterschool Program 2:45 PM-6:00PM DiSilvestro Rec. 15th & Morris streets</p> <p>2. Dominic McFadden Music Industry training 4p-8p & every other Saturday @ Wilson Park Rec. Center</p> <p>3. "Hot Spot" Free computer access @ Auden Reid High School 2p-6p</p> <p>4. Point Breeze PAL center is open Monday-Friday from 3p-9p at the Barrett Middle School located at 16th & Wharton streets</p>	<p>14</p> <p>1. Fun Club 10a-1p Christian St YMCA</p> <p>2. "Hot Spot" Free computer access @ Auden Reid High School 2p-6p</p>	

Appendix B: Pictures of PhillyRising activities in Point Breeze

Below: Focus Group Meetings



Below: Alley way Clean up before and after shots





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Team Commitment

The signatures below represent a commitment from each department to contribute to the improvement of this neighborhood by fulfilling this plan’s vision through the action items listed above.

West Passyunk Neighbors Association	Free Library of Philadelphia
Diversified Community Services	Police Athletic League
Universal Companies	Rising Sons
McFadden Music Productions	Office of Councilman Johnson
Parks & Recreation	School District of Philadelphia
Managing Director’s Office	District Attorney’s Office
Police Department	Dept. of Licenses & Inspections
Parks & Recreations	Philadelphia Housing Authority
Town Watch Integrated Services	Neighborhood Services Division
311 Customer Contact Center	Department of Human Services
Christian Street YMCA	