



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 PhillyRising Strawberry Mansion site is settled in North Central Philadelphia with a western border along Fairmount Park. The area sits on the Northwest corner of the 22nd Police District and was chosen because of a high level of violent crime, drug activity, vacant lots and abandoned houses. PhillyRising held the Strawberry Mansion kickoff meeting on October 20, 2011. Since then, PhillyRising has held multiple community cleanups, cleared problem lots identified by the residents, provided free flu shots to the community and donated community cleanup tools to community members to assist with beautification and upkeep. The PhillyRising team and residents are also planning a career Boot Camp for the area in conjunction with another PhillyRising neighborhood.

The remainder of this action plan outlines in greater detail how PhillyRising is functioning in Strawberry Mansion. The plan begins with an analysis of the focus area, outlines issues identified by residents, 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

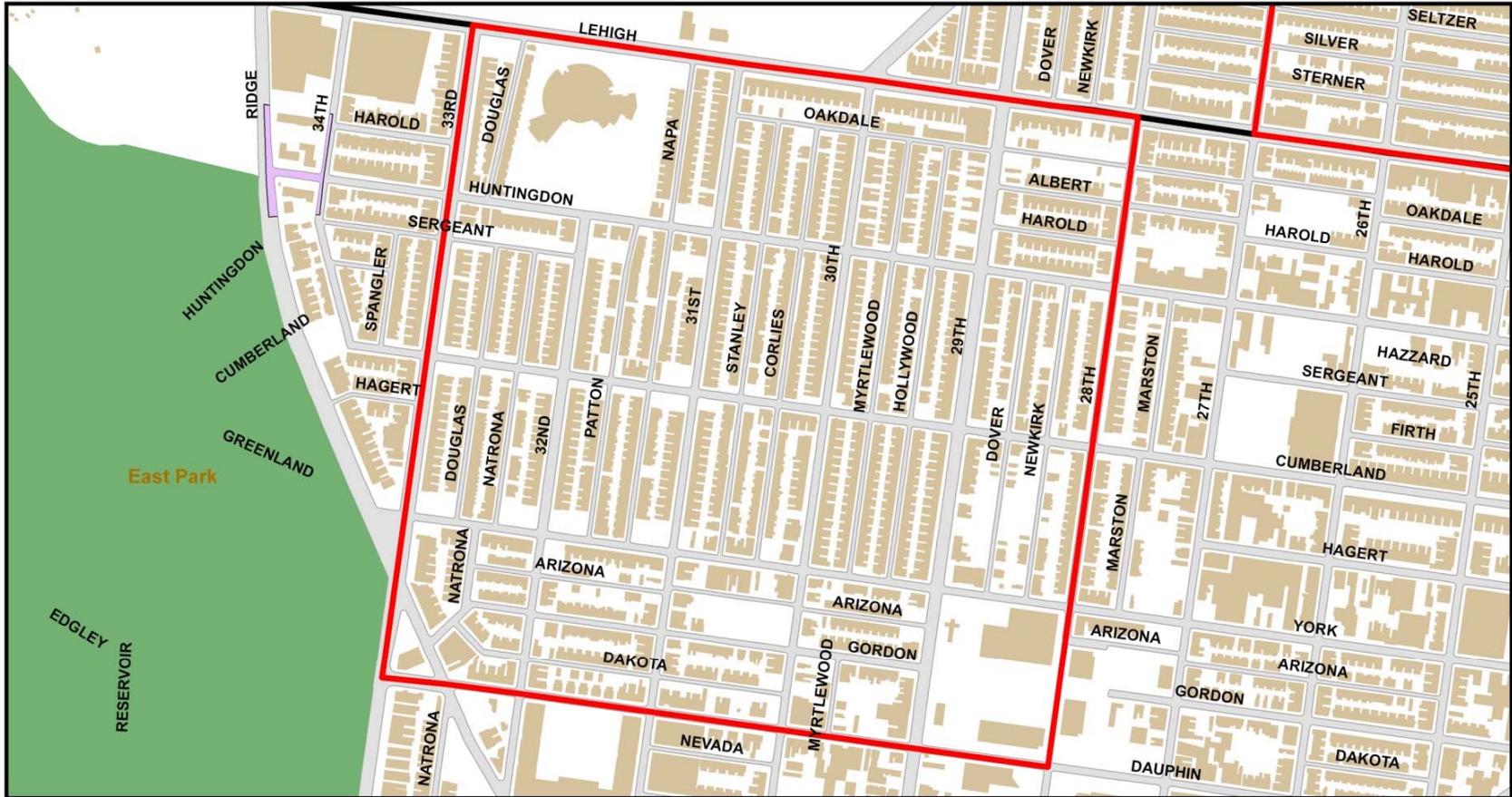
- 22nd Police District, Central Police Division, the area west of Temple with an eastern border along Fairmount Park. The neighborhood's borders for PhillyRising are 28th street to 33rd and Dauphin to Lehigh.
 - Demographics:¹
 - A total of 5108 residents live within the PhillyRising Strawberry Mansion site boundaries
 - 26% of the population are children under the age of 18
 - 12.6 % are seniors over the age of 65
 - Racial and ethnic makeup of the community is roughly:
 - 96.7% African American
 - .6% Caucasian
 - .6% Other

¹ Demographic analysis is based on 2010 US Census block-level data queried on 10/19/2011
11/26/2012



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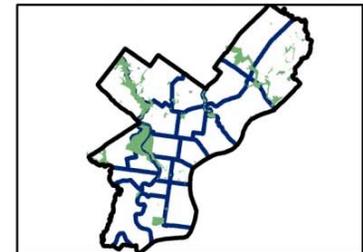
PhillyRising Collaborative Strawberry Mansion Neighborhood, 22nd Police District



Legend

-  PhillyRising_Boundaries
-  Parks
-  PHA Developments
-  Police Districts

11/26/2012





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Local Groups Involved in the Targeted Area

Strawberry Mansion Learning Center
Strawberry Mansion NAC
Strawberry Mansion CDC
Strawberry Mansion Smart Business Association
Redeem Baptist Church
First Church Worship Center
Faith Temple Church
Ceasefire Philadelphia
Temple University
Fletcher Street Horse Club
Cavalry United Church of Christ
Strawberry Mansion High School

Town Watch Integrated Services
Central North EPIC Stakeholders
5 th Council District
Project HOME
East Park Revitalization Alliance
Central North EPIC stakeholders
Rising Sons
Pennsylvania Horticultural Society
Widener Library
L.P. Hill School
North Penn PAL Center
Boy Scouts of America

Issues

- **Safety and Security:** The 22nd District, specifically Strawberry Mansion’s PSA 2, has one of the highest rates of gun violence in the city. Residents have stated that gun violence has gotten worse and is one of their number one concerns.
- **Youth Activities:** A lack of consistent and productive after school and weekend activities for youth and young adults has plagued the Strawberry Mansion neighborhood. Coupled with that, is that spaces to hold these activities are not readily available to the public.
- **Physical Infrastructure:** The community expressed a desire to improve the quality of life in the neighborhood by focusing on cleaning vacant lots and illegal dumping sites.
- **Communication:** Nearly all 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.



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Vision

- Town Watch Integrated Services will have a unifying presence in the area; this would promote safety through community policing, and will leave the community better able to identify and prioritize their action plan to address challenges.
- Physical infrastructure improvements including the removal of abandoned houses and the cleaning and maintenance of empty lots will provide an immediate aesthetic benefit to the neighborhood.
- Launch Citizens' Engagement Academy into the community, enabling residents to gain a better understanding of City services.
- Launch Philly 311 Neighborhood Liaison Program into the community, empowering residents with the opportunity to actively improve their quality of life and have access to city services.
- Enhance communication methods throughout the neighborhood strengthening bonds among local residents and organizations.

Action Items

Safety and Security

- PhillyRising has formed a strong partnership with Ceasefire Philadelphia. This is a group who began working exclusively in PSA 2 of the 22nd and 25th Police Districts to combat gun violence. PhillyRising is an active member in their monthly strategy meetings and have promoted screenings of the movie "The Interrupters." PhillyRising has partnered with Ceasefire Philadelphia and received a grant to increase the presence of Ceasefire across the 22nd District.

Status- ONGOING

- PhillyRising, in collaboration with the 5th Council District, provided free flu shots and blood pressure checkups for dozens of community members on 12/15/11 out of First Church Worship Center.

Status-COMPLETED

- PhillyRising is working with the administrators of Strawberry Mansion High School and attending their Safety Meetings in an effort to minimize any negative impact that the merger of three schools into one in fall of 2012 may have had. PhillyRising has introduced the US Attorney's Office (USAO) to the new Principal of Strawberry Mansion High School and they have agreed to bring in their Anti-Violence Initiative for the 2012-13 school year.

Status- ONGOING

- PhillyRising helped to organize and facilitate a Peace Rally at Strawberry Mansion High School on March 21st, 2012 that was led by the youth of the community. More than 200 residents marched throughout the neighborhood promoting peace in the area.

Status- COMPLETED

- After a rash of shootings in the spring of 2012, Captain Bard of the 22nd Police District, met with Ceasefire Philadelphia, community leaders and PhillyRising and increased foot patrols and a



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police mobile unit on Napa and Huntington were added as a deterrent. Local shootings ceased immediately.

Status-COMPLETED

- As a reaction to violence along the northern PhillyRising boundary of Strawberry Mansion, Captain Bard identified the alleyways along the 2500 block and 2600 block of Myrtlewood and Hollywood Streets as becoming havens for criminal activity. PhillyRising organized the City's Community Life Improvement Partnership (CLIP), a local recovery house and residents to clean out two sets of alleyways on June 7th as a response to the latest violence with more than 40 participants.

Status- COMPLETED

Youth Activities

- LP Hill School identified a lack of yard materials for their students to use during recess. PhillyRising secured a small grant of \$476.73 through the office of the Chief Integrity Officer, and donated basketballs, footballs, soccer balls, kick-balls and jump ropes to every grade. Additionally, PhillyRising, through Americorps, secured a mural for the LP Hill library that was delivered on 4/09/2012.

Status-COMPLETED

- A sustainable partnership between Widener Library and LP Hill Elementary School has been set up after LP Hill identified a lack of books in their library as a critical need. Regular deliveries from Widener Library of surplus books are now being made to the school.

Status-ONGOING

- Widener Library has become a community focal point as PhillyRising has continued to promote and raise the profile of the location among residents. A partnership was formed by PhillyRising between the library and local residents to assist in the maintenance of the lots behind the library to create a sustainable solution to overgrown lots.

Status-ONGOING

- Strawberry Mansion High School has a new Principal as of June 2012. PhillyRising has introduced PhillyGoes2College and the USAO meeting with the Principal and staff on July 2nd. After meeting with PhillyRising and the new Principal, the USAO has secured funding to manage the youth court program which will begin in December of 2012. USAO also collaborated with the Eagles Youth Partnership to concentrate on anti bullying and anti violence initiatives in the school. This kicked off on 11/19/12 and will continue throughout the school year.

Status-ONGOING

- USAO and PhillyRising are working with the Philadelphia School District and Strawberry Mansion High School to bring back the football team. We are currently in discussion with the City's Parks and Recreation Department regarding securing a practice space.

Status-ONGOING

- On 7/20/12 PhillyRising arranged for the North Penn PAL Center to visit City Hall for a tour.

Status-COMplete



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- In August 2012 PhillyRising secured a grant through SERVEPhiladelphia via the new Spiderman movie to supply jump ropes, hula hoops, footballs, basketballs and 4 bikes to the students who participated in the Mander Recreation Center Summer Program at 33rd and Diamond.
Status- COMPLETED
- On 9/20/12 PhillyRising partnered with Office Depot and PhillyGoes2College to distribute 100 book bags to LP Hill Elementary School and the Strawberry Mansion Learning Center.
Status-COMplete
- PhillyRising met with representatives from Northern Home for Children who run after school programming at LP Hill Elementary School. We are looking to bring volunteers from Temple University to help expand the activities available to the students between 3 and 5:30 on weekdays. Meeting with Northern Home, and Temple student groups to solidify connections
Status-ONGOING
- After discussions with the Strawberry Mansion Learning Center, PhillyRising, with the help of the SERVEPhiladelphia website, secured a volunteer student from Temple who assists with after school tutoring and program management at the Strawberry Mansion Learning Center.
Status-COMplete
- At the suggestion of residents and the Principal of Strawberry Mansion High School, PhillyRising has created a coalition of gardening groups and city offices to create a community and school learning space/garden across from Strawberry Mansion High School and LP Hill Elementary School. The Horticultural Society is currently working out an agreement with the Philadelphia Redevelopment Authority over land use and we expect to break ground early in 2013.
Status-ONGOING
- PhillyRising has introduced the Boy Scouts of America Program to LP Hill Elementary School for their new Scoutreach initiative. BSA will be conducting after school programming for male youth every Friday and leading some weekend and summer outings at no cost to the youth. BSA met with PhillyRising and the school Administrators on 11/15/2012 and introduced themselves to the students on 11/20/2012. Programming should begin by the end of 2012.
Status-ONGOING

Physical/Infrastructure

- The CLIP team has cleaned more than 15 parcels across Strawberry Mansion that were identified by the community as problem areas. PhillyRising is also having regular community cleanups to increase involvement by residents.
Status-ONGOING
- PhillyRising held a Community Cleanup at Redeem Church where a donation of \$191.34 from the Inspector General's Office for tools was made from the City and residents participated in clearing the alley and lot behind the church on 11/12/2011. 10 residents participated in this cleanup.
Status- COMPLETED



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- Community Cleanup at First Church Worship Center on 12/03/2011 with 12 members of the community.
Status-COMPLETED
- Cleanup on 12/10/2011 at Faith Temple where 4 abandoned vehicles were reported to the 22nd District and removed and 15 community members participated in a cleanup at 30th and Sergeant.
Status- COMPLETED
- On 1/16/2012 the community came together with Redeem Baptist Church, First Church Worship Center and Faith Temple Church, Town Watch Integrated Services (TWIS) and Temple University to clean a number of blocks across the 32nd and Cumberland corridor. In addition to street and lot cleanups, the residents participated in painting after PhillyRising secured a supplies grant for \$286 from the Inspector General's Office. 90 residents and students participated in the cleanup.
Status- COMPLETED
- The Philadelphia Spring Cleanup on 03/16/2012 brought together churches, residents and a local recovery house to clean all streets between 32nd and 29th from Huntingdon to Cumberland bringing together 50 volunteers.
Status- COMPLETED
- Dozens of abandoned houses reported as nuisance properties by residents, have been, either cleaned and sealed or demolished, as determined by L&I.
Status- ONGOING
- Residents, Captain Bard and the CLIP team identified and cleared problem alleyways filled with debris and used for crime. Along with 20 volunteers, PhillyRising and the CLIP Team cleared the alleyways along Hollywood and Myrtlewood Ave. Discussions are being held with Neighborhood Services about having a camera posted in this area.
Status- ONGOING
- On 6/16/2012 PhillyRising held a neighborhood cleanup that united more than 8 blocks in the PhillyRising neighborhood. With a grant of more than \$1000 from the Inspector General's Office for painting supplies and tools from the Community Partnership Program, a large scale community cleanup was held with more than 100 local residents taking part and long with volunteers from the local recovery house.
 - Status - COMPLETED
- PhillyRising is building a coalition between urban gardening groups and Strawberry Mansion High School to create a community/school garden and build programming around it. PhillyRising has secured a commitment from the Pennsylvania Horticultural Society, East Park Revitalization Alliance and the Urban Nutrition Initiative to manage the building of the garden and work on a curriculum for students. Principals from LP Hill and Strawberry Mansion High School are excited to have a teaching spot and community garden and have pledged student volunteers to assist with creating the garden. The 5th Council District and Strawberry Mansion NAC/CDC are active partners who are assisting with community involvement and awareness.



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Status- Waiting on approval from the Philadelphia Redevelopment Authority (PRA) with an expected opening for spring 2013

- The Walter school, at 28th and Huntingdon, was closed a number of years ago and sits abandoned. The school had been a haven for graffiti, causing an eyesore and becoming a territory marking for gangs. PhillyRising worked with a block captain, Ian Smart, and contacted the Neighborhood Services Division in late June 2012 to report and remove graffiti that wrapped the building. An estimated 75 individual graffiti markings and 200 tires were removed just days later. The residents and block captain have monitored the building since to ensure sustainability.

Status-ONGOING

- Residents from the 2500 block of North 28th street, while monitoring the Walter school for illegal dumping and graffiti, also participated in a block cleanup on 8/23/2012 clearing 5 overgrown and abandoned lots with the help of the Mayor's Office of Neighborhood Services and 15 residents.
 - Status - COMPLETED
- In May of 2012 members of the National Civilian Community Corps (NCCC) painted the 4th floor of LP Hill Elementary School with the help of the school staff. This project was repeated on 10/19/2012 as the new NCCC team painted the second floor main hallway.

Status-COMPLETED

- On 10/24/12 NCCC painted two inspirational murals at Strawberry Mansion High School (SMHS) with quotes and pictures chosen by the Principal.
- Status-ONGOING
- As part of the SMHS Back to School Day, PhillyRising secured a grant to supply the school with gardening tools and flowers for a neighborhood beautification program. Approximately 50 students and staff participated in the planting in front of the school.

Status-COMPLETED

- First Church Worship Center hosted a block party and community cleanup to provide various services to the residents of the neighborhood. PhillyRising connected 12 residents with neighborhood services to clean the surrounding blocks and clear 1 lot prior to the event. PhillyRising also assisted the residents with obtaining a stage and the appropriate permits for the entertainment.

Status-COMPLETED

- PhillyRising, with the help of local residents, identified more than 40 vacant and overgrown/trash strewn lots within the boundaries of the PhillyRising neighborhood. In the fall of 2012, the city cleared and fenced these lots.

Status-COMPLETED

Communication

- PhillyRising is partnering with the Strawberry Mansion Community Development Corporation (CDC) and Strawberry Mansion Smart Business Association to create a newsletter where announcements and programs valuable to the community will be passed around to all. In



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addition, we have received commitments from a number of community leaders to enhance distribution of the quarterly community paper, The Leader.

Status-ONGOING

- The Citizens' Engagement Academy kicked off on February 9th at Widener Library in Strawberry Mansion, hosting 15 residents from Strawberry Mansion along with 15 residents from Swampoodle to speak with different members of city government. Presenters included Beth Grossman from the DA's Office, Robert Reed from the USAO, Tom Conway from CLIP and former L&I Commissioner Fran Burns. These classes lasted 8 weeks culminating with a graduation attended by Mayor Nutter and representatives of the 5th Council District.

Status- COMPLETED

- 5 Neighborhood liaisons were trained in May, 3 2012, more on July 7th 2012, and promotion for the Neighborhood Liaison program, along with a heavy emphasis on utilizing the new Philly311 app, is ongoing.

Status- ONGOING

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 involved in community 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.