



Rebuild PHILADELPHIA

Building Stronger Communities,
One Park, Rec Center, or Library at a Time.



2020

Annual Report

January 2021

#REBUILDPHL

REBUILD.PHILA.GOV

ABOUT REBUILD

Philadelphia's parks, recreation centers, and libraries are vital community assets where residents get together to learn, play, and grow.

In 2020, the pandemic made clear that safe, well maintained public spaces are essential to healthy communities. Our rec centers and libraries became safe virtual learning spaces for students. Our parks offered residents vital outlets to maintain their mental and physical health, and our recreation buildings became community meal sites, distributing over 1 million meals to residents in need.

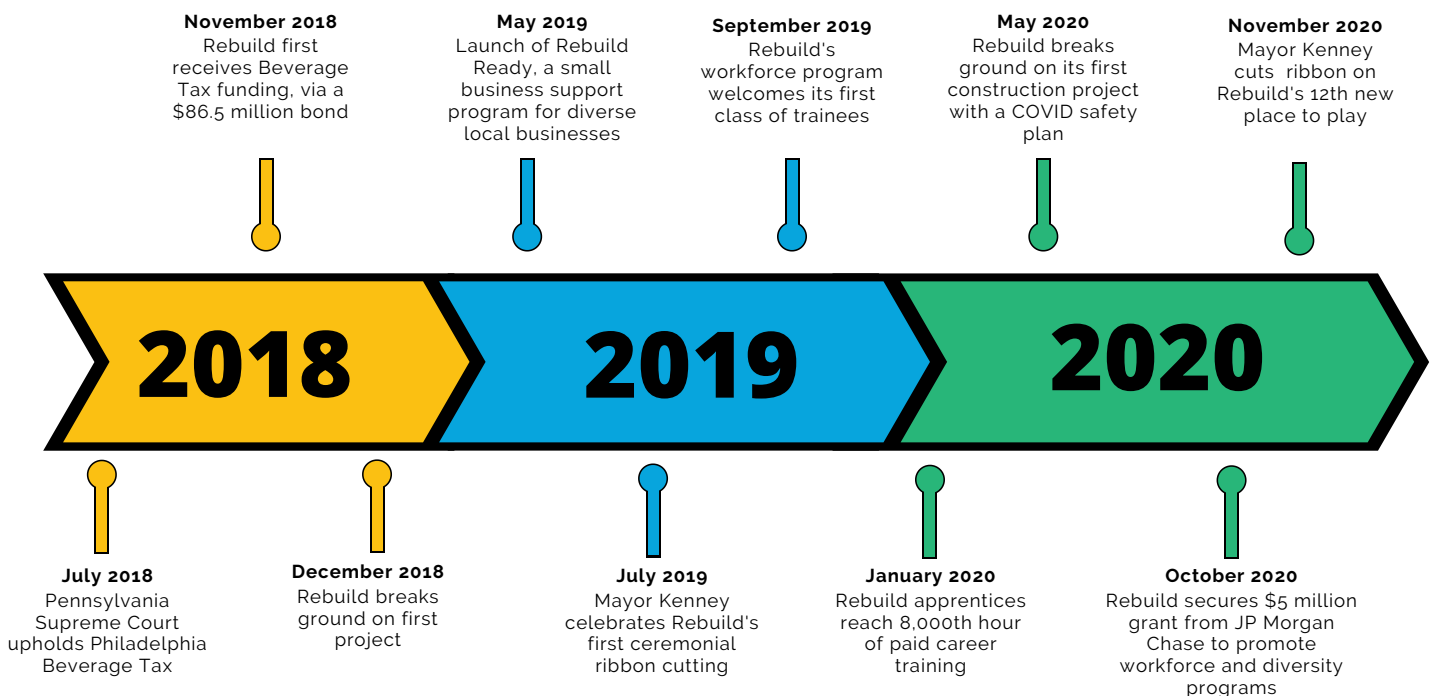
Rebuild is Philadelphia's once-in-a-generation chance to invest hundreds of millions of dollars in modernizing these spaces and investing in our neighborhoods.

Through its capital projects, Rebuild is:

- Improving facilities at parks, recreation centers, and libraries.
- Promoting diversity and economic inclusion in the design and construction industries.
- Creating career pathways for diverse Philadelphians to enter the building trades.
- Engaging residents to shape the improvements made to their neighborhood spaces.

Rebuild investments are guided by Mayor Kenney's vision for inclusive growth. The program is meeting ambitious goals for contracting with minority and women-owned businesses and offering diverse Philadelphians new pathways to membership in a building trades union.

PROGRAM MILESTONES



REBUILD BY THE NUMBERS*

ENGAGEMENT, DESIGN, & CONSTRUCTION

- **65** facilities with work underway
- **42** completed improvement projects
- **\$179.9** million in committed or expended funds**

WORKFORCE DEVELOPMENT

- **35** Philadelphians accepted into the workforce development training program
- Participant demographics: **26% women; 100% people of color**
- **88%** of program graduates offered union apprenticeships
- **100%** of participants OSHA certified
- **17,630** total paid workforce training hours and apprenticeship hours completed

DIVERSE BUSINESS SUPPORTS

- **39** businesses approved for the Rebuild Emerging Vendors Program
- **76** businesses enrolled in Rebuild Ready Small Business Support Program
- **34.4%** of contract dollars committed to MBEs ***
- **25.5%** of contract dollars committed to WBEs ***
- **42.6%** of total hours worked to date by women and people of color

65
FACILITIES
WITH WORK UNDERWAY

35
PHILADELPHIANS
ACCEPTED INTO THE
WORKFORCE
DEVELOPMENT PROGRAM

105
BUSINESSES
ENROLLED IN BUSINESS
SUPPORTS

*Accurate as of December 31, 2020, with the exception of financial data, which reflects the program budget on November 30, 2020.

** Includes all Rebuild costs, including operating costs and diversity efforts

***On Rebuild initiated professional services and construction contracts.



Rebuild PHILADELPHIA

2020 PROGRESS



WORKFORCE DEVELOPMENT

35 diverse Philadelphians
prepared for union
apprenticeships



MINORITY-OWNED BUSINESSES

34% of contract dollars
committed to minority-
owned businesses*



LIGHTING & SECURITY

Brighter, safer, more energy
efficient LED lighting and
security at 8 sites



SAFE SIDEWALKS

25,752 sq ft of new,
accessible sidewalks



FUNDRAISING

\$14.3 million raised to
supplement tax
payers' investment



SPRAYGROUNDS

3 new places to splash
around



FITNESS AREAS

4 new state of the art
outdoor adult fitness
areas



NEW PLACES TO PLAY

12 new fields, courts,
and playgrounds



COMPLETED PROJECTS

42 individual
improvement projects
completed



COMMUNITY ENGAGEMENT AND DESIGN UPDATES

Seeking resident input into the design process is a foundation of Rebuild's commitment to building stronger communities. Due to the pandemic, this year's community engagement looked different.

Thanks to a quick pivot to digital settings and ongoing engagement with Friends Groups, Advisory Councils, and community leaders, Rebuild and its partners held **more than 20** safe, publicly advertised community engagement events in 2020.

Through a combination of virtual community meetings and outdoor, socially distanced engagement events, Rebuild stayed in touch with committed residents and recruited new neighbors to be part of the improvement process. From offering residents regular project updates to engaging park superusers in candid conversations about what is possible in their neighborhood playground, community engagement is helping shape innovative and hyper-local designs for improvement.

Looking ahead, **27 sites** will begin the year in the community engagement and design phase. Expect a third of these sites to enter construction in 2021.

CONSTRUCTION UPDATES

With **42 completed projects** in the books, Rebuild's construction schedule picked up pace in 2020.

Despite 12 week delays caused by the halt to non-essential construction and the additional requirements for COVID site-specific safety plans, Rebuild broke ground on a number of multimillion-dollar improvement projects in 2020, including:

- A renovation of the recreation building, playground, and outside amenities at the **Miles Mack Playground** in Mantua.
- New play equipment, fencing, and outdoor exercise equipment at the **Hancock Playground** in Olde Kensington.
- A redesign and replacement of the **Fishtown Recreation Center's Lederer Pool**.
- A building expansion and playground replacement project at the **8th & Diamond Playground**, delivered in partnership with the City's Department of Housing and Community Development.



WORKFORCE DEVELOPMENT

Rebuild's workforce development program has offered paid training to three cohorts of entry-level and experienced candidates interested in establishing careers in a skilled trades union.

To date, **35** diverse Philadelphians have enrolled in the workforce development training program. **88%** of individuals who have completed training have been accepted into a union apprenticeship program.

Trainees are preparing for careers in carpentry, cement masonry, roofing, painting, and bricklaying. Rebuild apprentices are getting to work on improvement projects at a number of Rebuild sites, including Belfield Recreation Center, Chew Playground, Kingsessing Library and Recreation Center, and Moss Playground.

All Rebuild trainees are people of color, and 26% are women.

WHAT REBUILD MEANS TO ME

Long before the sun rises, Perrice Goodlett, a first-year painting apprentice with the IUPAT District Council (DC) 21, is up, getting ready for the day's work. On-site at 5:00 a.m., Perrice spends her day learning, working, and getting to know the nuances of a new career.

"My days are just getting better," Perrice says with a smile. "I come home and I'm already set to go back to work. I know I'm not going to be running late. I'm ready, I'm prepared, I'm relaxed, and ready to go back tomorrow. It's a good pattern."

Perrice is a graduate of Rebuild's first cohort of the PHL Pipeline, a workforce development program that connects participants with the resources and opportunities to start union apprenticeships and build long-term careers in the trades.

Perrice took the opportunities offered to her in Rebuild and ran with them.

With study supports, professional development resources, and individualized coaching provided

through Rebuild, Perrice passed the union's apprenticeship test and interview process with flying colors.

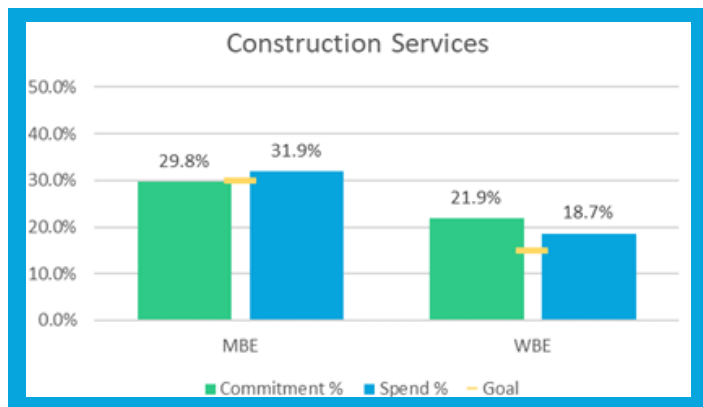
"Rebuild has been a game-changer for me," Perrice says about the initiative. As a graduate of the Mural Arts program, she knew she had an interest in painting, but didn't know how to transition that interest into a long-term career. Through Rebuild's programming and Perrice's strong will to succeed, she was able to take the first steps on the path to a career as a union painter.



Perrice Goodlett is a first-year painting apprentice with the IUPAT District Council (DC) 21.

DIVERSE CONTRACT PARTICIPATION

Rebuild continues to aggressively tackle and exceed its ambitious goals for contracting with minority and women-owned firms.



Small Business Supports

105 diverse local businesses have enrolled in programs to prepare them to bid for and win Rebuild contracts.

Rebuild Ready helps diverse Philadelphia firms build their administrative functions and submit winning bids. The **Emerging Vendors Program** allows non-certified minority and women-owned businesses to count toward Rebuild's diverse contract participation goals while working toward City certification.

JP Morgan Chase Advancing Cities Award

In November 2020, Rebuild joined PIDC and Philadelphia Works to accept a **\$5 million philanthropic investment** to connect diverse workers and businesses to jobs and contracts in Philadelphia's construction industry. The grant will power Rebuild's paid training program and expand bonding options available to small diverse contractors interested in working on City capital projects.

WE'RE REBUILD READY

"The Rebuild Ready classes have been very beneficial to our business. Within a year, we have gone from attending trainings to successfully winning our first contract with Rebuild. It's so important that the City is offering this program to diverse small businesses, especially at this time,"

- Rahsaan Hall, Co-Founder Brewerytown Construction



Rahsaan and Nate Hall
Brewerytown Construction

COMPLETED PROJECTS



SPRAYGROUNDS, PLAYGROUNDS & FITNESS

- Capitolo Playground
- Disston Recreation Center
- Fishtown Recreation Center
- Gifford Playground
- MLK Recreation Center
- Moss Playground



SYSTEMS UPGRADES

- Blanche A. Nixon Library
- Capitolo Playground
- Carroll Park
- Chew Playground
- Fishtown Library
- Fishtown Recreation Center
- Fotteral Square
- Frank Glavin Playground
- Gifford Playground
- Happy Hollow Recreation Center
- Lawncrest Recreation Center
- Miles Mack Recreation Center
- Murphy Recreation Center
- Nelson Playground
- Pelbano Recreation Center



SIDEWALKS & SITE LANDSCAPING

- Belfield Recreation Center
- Capitolo Playground
- Disston Recreation Center
- Kingsessing Recreation Center
- MLK Recreation Center
- Moss Playground
- Parkside Fields
- Vernon Park
- West Mill Creek Playground



SPORTS FIELDS & COURTS

- Capitolo Playground
- East Poplar Playground
- Fishtown Recreation Center
- Hancock Playground
- Moss Playground
- Parkside Fields



DESIGN SPOTLIGHT

Hancock Playground



Moss Playground



Disston Playground



Miles Mack Playground



LOOKING AHEAD

IN 2021, REBUILD WILL:

- **Break ground on construction** at more sites across the city, such as:
 - Rivera Recreation Center / Mann Older Adult Center
 - East Poplar Playground
 - Nelson Playground
 - MLK Recreation Center
 - Nicetown Tioga Library
 - Heitzman Recreation Center
- **Recruit 30+** additional diverse Philadelphians to join Rebuild's paid workforce development program
- **Enroll 40+** diverse local businesses in business support programs
- **Engage** thousands of residents safely in the improvement of their park, rec center, or library

