

PHL 
Taking Care of
BUSINESS 

IMPACT REPORT



2022



Department of
Commerce
CITY OF PHILADELPHIA



Program Overview

Cleaning corridors

Commercial corridors are the wellspring of Philadelphia's diverse neighborhoods. These economic hubs enhance community pride, provide meaningful employment opportunities, and offer critical goods and services to residents. The PHL Taking Care of Business (TCB) Clean Corridors Program funds community-based nonprofits to sweep sidewalks and remove litter within many of these vital areas citywide.

Changing lives

Most organizations hire neighborhood residents as Cleaning Ambassadors to sweep sidewalks, while others subcontract with local, minority-owned cleaning companies. Cleaning Ambassadors earn competitive wages and participate in free workforce training, which can help them attain higher employment within their organization or in the job market. TCB sets a foundation of cleanliness for neighborhood business districts and elevates local workers in the process.

Since 2020

TCB launched in Fall 2020 (FY21), an expansion of the Department of Commerce's existing commercial corridor cleaning efforts from 49 commercial corridors to 85 throughout the city. The increased funding for commercial corridor cleaning was championed by Councilwoman Cherelle Parker and secured by City Council in November 2019 which made PHL TCB possible. 208 TCB Cleaning Ambassadors are champions of litter reduction and environmental care in commercial corridors citywide. The program is part of a larger effort by the Department of Commerce to enhance and promote vibrant commercial corridors.



Program Goals

- 1 Clean commercial corridors**
for residents and visitors seeking welcoming, walkable, and litter-free places to shop.
- 2 Work opportunities**
for residents seeking competitive wages and an economic foundation to launch from.
- 3 Small business growth**
for local, minority-owned cleaning companies.
- 4 Economic success**
for neighborhood businesses benefiting from cleaner streets.

85 Commercial corridors cleaned through TCB.

TCB targets cleaning services in low-moderate-income neighborhoods with a demonstrated need for litter removal. These commercial areas are pedestrian-oriented and have a high density of commercial spaces with essential goods and services.

617,500 Residents live within a quarter-mile walk of a corridor cleaned through TCB.

Over one-third of Philadelphians benefit from cleaner and more inviting neighborhood commercial corridors within a short stroll of their front door.



38 Partnerships with neighborhood nonprofits.

TCB contracts with neighborhood nonprofits that know the litter challenges of their communities best. Most organizations hire cleaning staff, while others subcontract with a minority-owned, for-profit cleaning company.

- Office Location of TCB Partner Organization

2022 Impacts

1 Clean commercial corridors



17,498 Fewer bags of trash were collected than in 2021.

This reduction in trash collected indicates that keeping commercial corridors clean prevents litter from accumulating in the first place.

Tackling Neighborhood Hot Spots

The railroad overpass on N 52nd Street near Lancaster Avenue was once a neighborhood eyesore sitting between two important shopping destinations.

In 2020, the Business Association of West Parkside (BAWP) began cleaning this area through TCB and its initial cleanup removed several dumpsters-worth of trash. By tackling hot spots like this, TCB crews can shift community perceptions of crucial areas and deter future dumping.



Photo: BAWP

Before

Litter and dumped garbage made the railroad underpass on N 52nd Street an eyesore for residents and visitors traveling through this busy area.



Photo: BAWP

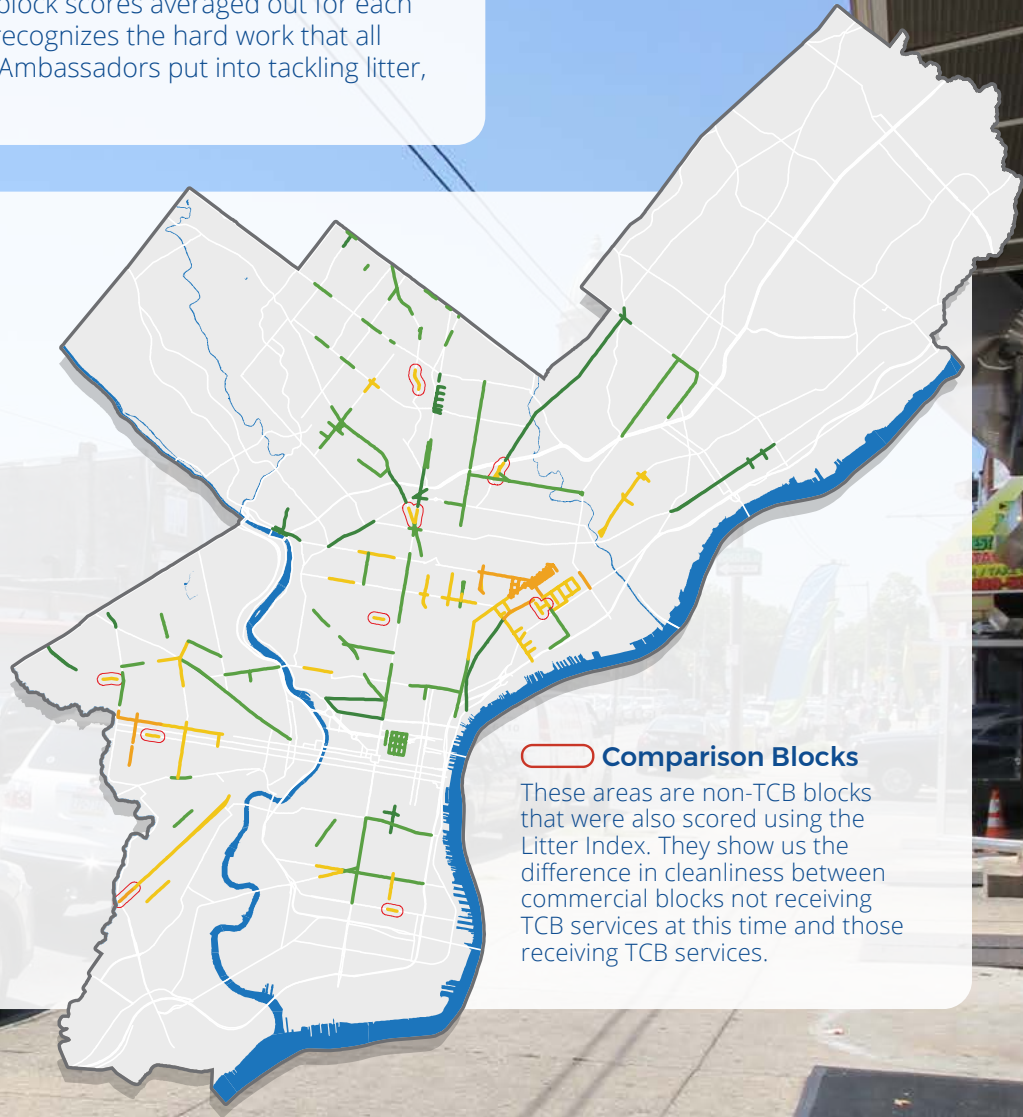
After

Under BAWP's careful supervision, the underpass is clean of litter. BAWP's crew also reports graffiti to 311 for removal, making the area feel much safer.

Litter Index Commerce performs a Litter Index study every year to measure litter on TCB corridors.

Every TCB block was visited four times over the Summer of 2022 and scored on a scale of 1-4. A score of 1 meant little to no litter, and a score of 4 meant very high litter. The map shows all of the block scores averaged out for each corridor. The Department of Commerce recognizes the hard work that all partner organizations and their Cleaning Ambassadors put into tackling litter, especially in highly challenged areas.

Litter Index Score Key



66% of TCB corridors have a Litter Index score between 1 and 2.

This is up from 62% in 2021, meaning more corridors are cleaner.

2.0 Average TCB corridor Litter Index score.

TCB corridors, on average, have little to moderate litter despite many being the busiest streets in their areas.

2.3 Average comparison area Litter Index score.

TCB blocks are cleaner, on average, by .3 Litter Index points than non-TCB blocks included in the 2022 study.

208 Cleaning Ambassadors employed through TCB.

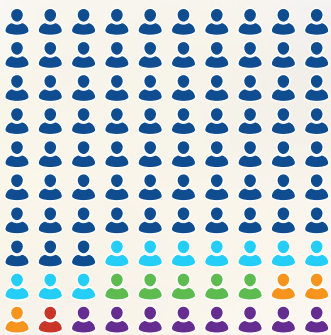
Most of the neighborhood non-profits and cleaning companies receiving TCB contracts hire Cleaning Ambassadors from within their local communities. Neighbors who see neighbors maintaining clean streets helps build community pride and inspires small businesses to get involved.



43% of Cleaning Ambassadors were previously incarcerated.

TCB offers a pivotal and a promising career path to returning citizens. Difficulty finding employment after incarceration is a major contributing factor to recidivism. TCB helps eliminate barriers to finding employment by not requiring previous work experience or a high school diploma. Once hired, Cleaning Ambassadors can receive workplace safety and readiness training to further their earnings, employment opportunities and overall life stability.

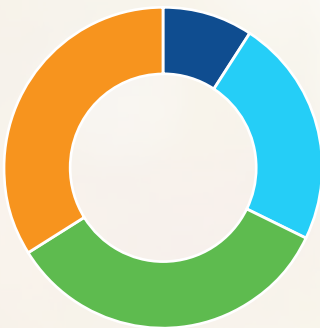
43% Formerly incarcerated 57% Not formerly incarcerated



88% of Cleaning Ambassadors are BIPOC.

TCB prioritizes cleaning services for low-moderate income, POC, and immigrant communities, and it strongly encourages its partner organizations to hire locally. Cleaning Ambassadors are by and large representative of the communities they serve.

73% Black 10% Hispanic/Latino 5% Mixed Race 3% Asian/Pacific Islander
1% American Indian/Alaskan Native 8% White



68% of Cleaning Ambassadors are 36 or older.

This indicates that TCB is creating employment opportunities for Philadelphians ages 36-50 (34%) and ages 51 and above (34%) seeking a job in their community. The majority of Cleaning Ambassadors are 36 and older because many are entering the workforce after being incarcerated throughout their younger years. For many, TCB is their first formal job.

9% 25 and under 23% 26-35 34% 36-50 34% 51 and older

Demographic information is based on best estimates from cleaning team managers collected from February - April 2023.

2022 Impacts

2 Work opportunities

\$15 Minimum hourly wage for all Cleaning Ambassadors.

with many supervisors and senior cleaning staff earning more.



Trainings to help further the careers of TCB staff.

Most partner organizations participate in free training programs for their TCB staff. These trainings help Cleaning Ambassadors gain necessary credentials and help management staff hone their professional skills.



160 Cleaning Ambassadors to date have completed an Online CareerSafe OSHA 10 certification, with 34 earning their certificate in 2022.

This workplace safety credential is recognized across various industries and can help individuals advance in their careers.

67 Cleaning Ambassadors completed a Mental Health First Aid training.

This training helps Cleaning Ambassadors respond to the difficult scenarios they can encounter on the streets and build supportive team environments. This training is offered in partnership with the Department of Behavioral Health and Intellectual disAbility Services.

59 Total attendees across two TCB Best Practices Sessions.

These sessions bring TCB program managers from over 30 organizations together to offer practical advice and support. The 2022 sessions focused on HR, team-building, and trauma-informed management practices.

Meet Jerome

Cleaning Ambassador for African Cultural Alliance of North America (ACANA)

Jerome is a proud member of the ACANA team who has made substantial changes in his life during his time with TCB. As a local of Southwest Philadelphia, Jerome would often see the Cleaning Ambassadors from ACANA taking care of the commercial corridors. He was curious about their work and wanted to be a part of it.

Since his time at ACANA, he has been able to purchase a car, get an apartment, and become a valued ACANA TCB team member. Jerome brings positive energy to all his work and is genuinely proud of his impact on the neighborhood. ACANA regularly receives emails and letters from local businesses thanking them for their cleaning crew's hard work.



Meet Anthony

Commercial Corridor Manager for Greater Philadelphia Community Alliance (GPCA)

Anthony is 24 years old, from Philadelphia through-and-through, and a proud father of a baby boy. He worked with GPCA for over a year as a Cleaning Ambassador in South Philadelphia's Point Breeze neighborhood. His demonstrated care for the community and interest in taking on a leadership role earned him a promotion to become GPCA's Commercial Corridor Manager for Point Breeze Avenue.

In his role, he works directly with businesses and community members to revitalize the shopping district. His goal is to make a positive impact in his community and to utilize his Bachelor's in Graphic & Web design to help businesses and the district prosper.

Meet Edwin

Former Cleaning Ambassador for Nueva Esperanza

Edwin is a former Crew Supervisor and Cleaning Ambassador for Nueva Esperanza in Hunting Park. He is currently working at Clemens Food Group, making about \$22 per hour with benefits. He is highly regarded in his current and former workplaces, for his dedicated work ethic and friendly personality.

As a Cleaning Ambassador, Edwin was very intentional about building relationships with those around him. He began work at 4:30am, helping his neighbors feel safe by being a predictable presence on the street. He is continuously reaching new heights and lifting others—a journey he began while incarcerated. For instance, as a Spanish and English speaker, Edwin would help his Spanish-speaking team members through TCB's training curriculum. This is part of what made him such an exceptional supervisor.



\$1,554,160 in subcontracts to minority-owned businesses

TCB contracts with neighborhood nonprofits who know the litter challenges of their communities best. Some of these organizations subcontract with for-profit, locally-owned, and operated cleaning companies. All of these cleaning companies are minority-owned, and TCB subcontracts help build their business capacity to compete for larger government and private contracts in the future.



Meet Trina

Owner of TWB Cleaning Contractors

Before Trina started TWB Cleaning Contractors in 2014, she was working at a local prison and discouraged to see people return after being denied employment in the outside world. Part of her vision was to create a business that could provide second chances to returning citizens.

TWB currently employs a cleaning staff of 38 and provides commercial, construction, and public space cleaning services, as well as landscaping and debris removal. Trina says that the "TCB Program increased my revenue and facilitated my capacity to grow exponentially by helping me purchase equipment and trucks."

Trina says, "My long-term goal is for TWB to contract nationally as a management company. This is difficult for small businesses like mine due to the track record needed. Everyday, I am preparing myself for opportunities so that our team continues to thrive."



31 of the 38 TCB partner organizations also benefit from revitalization efforts funded through the Department of Commerce.

The Department of Commerce understands that cleaning is just one part of what it takes to bring businesses, jobs, and vibrancy to a neighborhood commercial corridors. In 2022, over three-quarters of TCB partner organizations, most of them Community Development Corporations (CDCs), also participated in one or more of the following programs:

- **Targeted Corridor Management Program** for hiring staff to lead revitalization efforts.
- **Corridor Safety Enhancement Grant** to fund security cameras, lighting, and other projects that increase public safety.
- **CDC Support Grant** and **CDC Tax Credit Program** for general expenses like staffing and keeping the office lights on.



Sparking Change

in Southwest Philadelphia's Africatown.

The African Cultural Alliance of North America (ACANA) is one of the 22 organizations funded by the Department of Commerce in 2022 to manage a TCB cleaning crew and corridor revitalization services.

ACANA's Corridor Manager, Mariame Tadjidine, noticed that the utility poles and some short cement barrier walls along the heart of Woodland Avenue's "Africatown" attracted constant trash dumping. She used her knowledge of the community, passion for neighborhood care, and her drive to support her TCB crew, to develop a neighborhood-based solution.

She engaged a local artist named Don Scott to paint African-inspired murals on the cement barriers and wrap patterns around the utility poles to inspire a sense of place that would discourage dumping. She also installed colorful flower pots and encouraged business owners to add ones of their own. The trash dumping stopped, with these improvements demonstrating vigilant care towards the area. "They respect art," says Mariame about the positive change she and her TCB crew inspired.



Photo: ACANA

“We would like to salute TCB for initiating and following through everyday on keeping our corridors clean as well as being the eyes and ears for the community which helps with being safe and secure.”

- Phil Parks

Business Owner

Thinking Out Of The Box Learning Center
1462 N 52nd Street



“People see, feel, follow and act when positive things intersect with their daily lives. A shining example we routinely see is the North Broad Renaissance cleaning team.”

- Robert Del Femine

Managing Partner

underground concepts.
699 N Broad Street

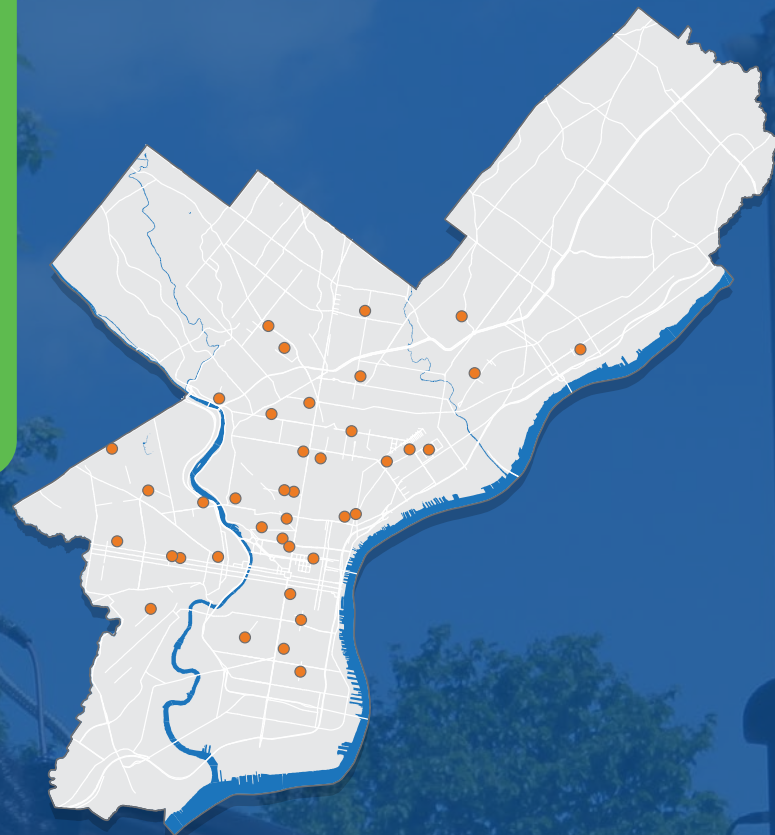


Happening in 2023

Looking beyond 2022, TCB will continue to deliver results on its 4 program goals while setting the bar even higher than before. At the time of this report's release during early fall 2023, most of these continuing efforts and new benchmarks have already been met.

- ✓ **Launch a bi-monthly newsletter** called "Trash Talk" that highlights TCB crew successes, lists employment opportunities, and announces upcoming workforce development trainings.
- ✓ **Host a second annual TCB Pep Rally** to celebrate Cleaning Ambassadors ahead of the busy summer season when litter is at its heaviest.
- ✓ **Host a Years of Service Ceremony** to honor Cleaning Ambassadors who have served their communities for 5 or more years.
- ✓ **Continue OSHA-10 trainings** for new workers and **Mental Health First Aid trainings** for staff at each TCB organization.
- ✓ **Promote career pathways** for individuals seeking advancement into full-time employment by promoting job and paid training opportunities
- ✓ **Continue to create new partnerships** and sustain existing ones between TCB organizations and the Streets Department, Philadelphia Parks and Recreation, CLIP, SWEEP, and more.
- ✓ **Continue to convene Best Practices Sessions** for TCB crew managers to network, exchange tips for improving corridor cleanliness, cleaning crew management strategies, and provide peer-to-peer support.
- ✓ **Present at the Main Street Now Conference** about the TCB program and impact of neighborhood-based solutions.
- ✓ **Expand trainings for Cleaning Ambassadors** to broaden their roles by including landscaping, and street tree care on selected commercial corridors.
- **Conduct a third annual Litter Index** to measure TCB's success and identify areas that may need extra attention.

2022 TCB Contract Holders



Central Philadelphia

Philadelphia Chinatown Development Corporation
Chinatown

Lower Northeast Philadelphia

Fishtown Kensington Area BID
Frankford Avenue in Fishtown • Front & Girard
Front - Poplar to Montgomery

Frankford CDC
Frankford Avenue in Frankford

Impact CDC
Castor Avenue (Aramingo to Amber) • Kensington & Allegheny

New Kensington CDC
East Lehigh Avenue & Underpasses • East Somerset Street
Frankford Avenue - Port Richmond • Front & Kensington
Richmond & Allegheny

Port Richmond Industrial Development Enterprise
Port Richmond Industrial District

North Philadelphia

Allegheny West Foundation
Allegheny Avenue (17th to Fox) • Hunting Park Avenue
(Allegheny to 22nd) • Lehigh Ave (17th to 26th) • North
22nd Street (Lehigh to Allegheny)

Beech Community Services
Cecil B. Moore Avenue (Broad to 24th)

Called to Serve CDC
Broad, Germantown & Erie

Enon Coulter CDC
Broad & Hunting Park • Broad & Olney • Broad & Wyoming

Fairmount CDC
Girard Avenue in Brewerytown

Francisville Neighborhood Development Corporation
Ridge Avenue in Francisville

HACE

5th & Lehigh • American Street (Indiana to Susquehanna)
Front & Allegheny

Lower North Philadelphia CDC
Ridge & Cecil B. Moore

North 5th Street Revitalization Project
North 5th Street in Olney

North Broad Renaissance
North Broad Street (Spring Garden to Erie)

Nueva Esperanza Housing and Economic Development
Hunting Park Avenue (5th to 9th) • North 5th Street -
Hunting Park • Wyoming Avenue in Hunting Park

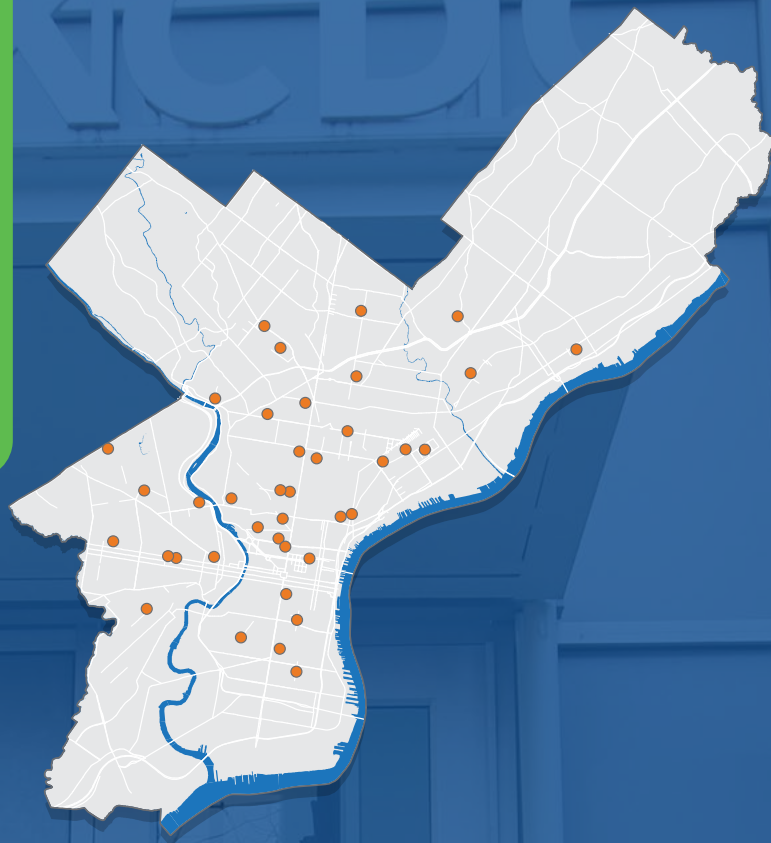
One Day at a Time, Inc.
Ridge & Diamond • Susquehanna Ave (Broad to 20th)

South Kensington Community Partners
Girard Avenue (Front to 10th)

Spring Garden CDC
Broad, Fairmount & Ridge Triangle • Fairmount Avenue
(Broad to Pennsylvania) • Spring Garden Street (Broad
to Pennsylvania) • Pennsylvania Ave (Spring Garden to
Fairmount)

Village of the Arts & Humanities
Germantown & Lehigh • Lehigh Avenue (11th to Hutchinson
& 24th to 29th)

2022 TCB Contract Holders



Northeast Philadelphia

Oxford Circle Christian Community Development Association

Bustleton Avenue (Magee to Cottman) • Cottman Avenue (Horrocks to Bustleton) • Castor Avenue (Roosevelt to Cottman) • Five Points • Rising Sun Avenue (Roosevelt to Cottman)

Tacony CDC

Torresdale Avenue in Wissinoming & Tacony Neighborhood

Northwest Philadelphia

East Falls CDC

Ridge & Midvale • River Road (North Ferry to Calumet)

Enon Coulter CDC

Cheltenham Avenue • Lower Ogontz Avenue • Ogontz Avenue Old York Road & Oak Lane • Stenton Avenue Vernon Road Wadsworth Avenue • Washington Lane

Germantown United CDC

Germantown & Cheltenham • Greene Street (Schoolhouse Lane to Rittenhouse) • Maplewood Mall • Wayne Avenue (Cheltenham to Rittenhouse)

Ready, Willing, and Able

Germantown Avenue (Berkley to Coulter) • Berkley Street • Wayne Avenue

Watts Facility Solutions

Chew & Cheltenham • Chew & Phil Ellena • Chew & Washington

South Philadelphia

Greater Philadelphia Community Alliance

Point Breeze Avenue • West Passyunk Avenue • West Snyder Avenue

Passyunk Avenue Revitalization Corporation

Broad & Passyunk • Snyder Avenue (Front to 17th) • South Broad Street (Washington to Oregon) • Washington Avenue (Front to Broad)

SEAMAAC, Inc.

South 7th Street (McKean to Porter)

United Merchants of South 9th Street

9th Street in the Italian Market

Southwest Philadelphia

African Cultural Alliance of North America

Chester Avenue (54th to 58th) • Elmwood Avenue (65th to 70th) • Woodland Avenue (47th to 70th)

West Philadelphia

ACHIEVEability

60th Street (Arch to Catharine) 63rd Street (Market to Arch & Race to Media) • Market Street (56th to 63rd)

African Cultural Alliance of North America

52nd & Baltimore

Business Association of West Parkside

North 52nd Street (Poplar to Parkside) • Lancaster Avenue (52nd to 59th) • Lansdowne Avenue (52nd to 56th) • Parkside Avenue (Belmont to 52nd)

Centennial Parkside CDC

West Girard Avenue in Parkside

Lancaster Avenue 21st Century Business Association CDC

Lancaster Avenue (34th to 52nd)

The Enterprise Center CDC

52nd Street (Arch to Baltimore) • Market Street (45th to 56th)

Wynnefield Overbrook Revitalization Organization

54th Street (Upland to Lebanon) • 63rd Street (Overbrook to Lancaster) • Haverford Avenue (Brockton to City Ave) • Lancaster Avenue (59th to 63rd) • Lansdowne Avenue (59th to 63rd)



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