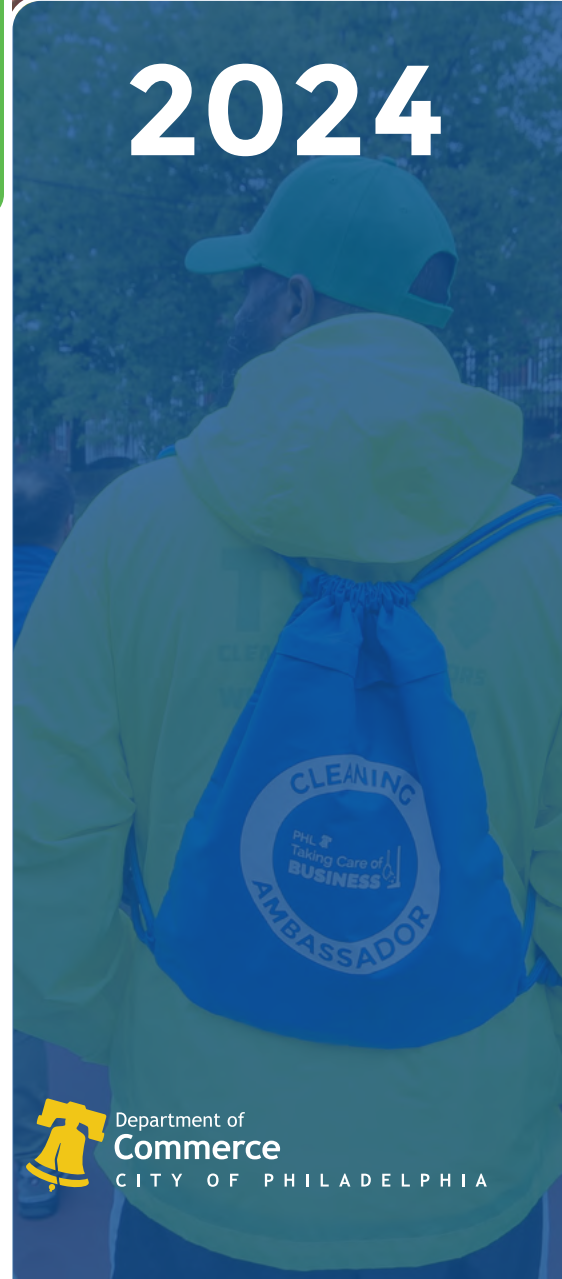


# ANNUAL REPORT



# 2024



Department of  
**Commerce**  
CITY OF PHILADELPHIA

# Table of Contents

- 1** Program Overview
- 2** Program Goals
- 3** Goal 1: Clean Commercial Districts
- 5** Goal 2: Employment Opportunities
- 7** Goal 3: Economic Vitality of Neighborhoods
- 9** Goal 4: Capacity for TCB Organizations
- 11** 2024 TCB Contract Holders



*The Department of Commerce's Taking Care of Business Program is a cornerstone of the Parker administration's commitment to make Philadelphia the cleanest, greenest big city in the nation, with access to economic opportunity for all.*

*Learn more at [www.officeofcleanandgreen.org](http://www.officeofcleanandgreen.org)*





# Program Overview

## About TCB

The Taking Care of Business program (TCB) funds community-based maintenance and beautification within neighborhood commercial corridors. TCB invests in neighborhoods through local nonprofit partnerships, empowering community stewardship and investment. Local workers are at the core of TCB and are able to pursue additional certifications, training, and career opportunities through the program.

## How TCB Works

The Department of Commerce contracts with community-based nonprofits to clean commercial corridors in their neighborhoods. These organizations either directly hire staff or subcontract with a cleaning company to perform the work of TCB. The staff who manage litter cleanup on these corridors are TCB Cleaning Ambassadors.

All TCB Cleaning Ambassadors are paid at least \$16.35 per hour, with many ambassadors in leadership or specialized roles earning more than the program minimum. Cleaning Ambassadors service neighborhood commercial corridors during their busiest hours, typically 7am - 3pm, five days a week. In 2024, many organizations added weekend and evening hours.





# Program Goals

- 1** Maintain clean commercial districts in Philadelphia neighborhoods
- 2** Create employment opportunities for Philadelphians
- 3** Promote the economic vitality of businesses and neighborhoods
- 4** Build the capacity of TCB's community organizations and subcontracted cleaning companies



# 2024 Impacts

## 1 Clean commercial districts



177,302  
Bags of trash  
collected

That's  
14,775  
dumpsters worth  
of trash!

TCB teams collect and dispose of thousands of trash bags of litter each year. They also report illegal dumping locations and graffiti to City agencies for cleanup and removal.

### Tackling Neighborhood Hot Spots

Ridge Avenue in North Philadelphia struggled with frequent, illegal short dumping that negatively impacted the neighborhood's appearance and posed a threat to public health.



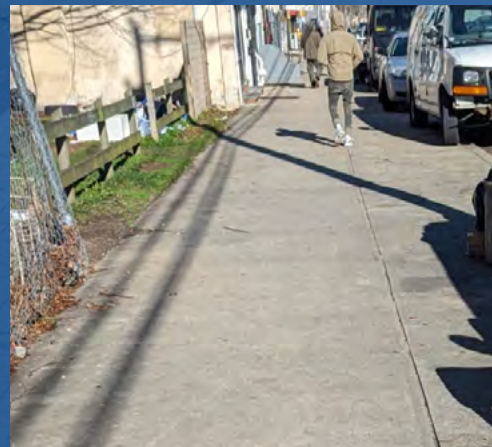
The **Lower North Philadelphia Community Development Corporation (LNPCDC)** cleans Ridge Avenue, from College Avenue to 33rd Street. Since 2020, their team has tackled hotspots along Ridge five days a week, and removed hundreds of bags of trash from the corridor. The LNPCDC team improves the perceptions and conditions of this corridor with their committed service.



**Before**

Photo: LNPCDC

Litter and short-dumped garbage made the 2900 block of Ridge unwelcoming for shoppers, residents, and businesses.



**After**

Photo: LNPCDC

Under LNPCDC's careful supervision, Ridge Avenue remains clear of litter. Their crew also reports issues like graffiti and large short dumping through 311.



### Litter Index

Every year, Commerce performs the Litter Index study, measuring the amount of litter on TCB corridors.

Trained indexers visited every TCB block four times in the summer and again in the fall of 2024, and scored each block on a scale of 1-4. A score of 1 means little to no litter, and a score of 4 means a large amount of litter. This map shows these block scores averaged for each TCB corridor. The Department of Commerce recognizes the hard work that all partner organizations and their Cleaning Ambassadors put into tackling litter, especially in challenging areas. **All TCB corridors have seen a significant reduction in litter since 2021.**

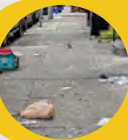
#### Litter Index Score Key

1



Little to no litter

2



Litter that can be cleaned up by one person

3



Litter requiring a team to clean up

4



Litter requiring a large effort or machinery to clean up



**82%** of TCB corridors have a Litter Index score between 1 and 2

That's up from 75% in 2023, including scores for the 70 corridors added to the program in 2024.

**1.61** Average Litter Index score on TCB corridors across the city

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



### Cleaning Ambassadors' Role

Ambassadors do more than sidewalk sweeping. They provide a consistent, uniformed, positive presence along neighborhood commercial corridors. They are a well-known familiar face to business owners, neighbors, and the Philadelphians that travel through and experience these busy areas every day. In their daily work on commercial corridors, TCB Ambassadors represent the commitment and missions of their organizations, and the City's investment in the success of the corridors they serve.

### 324 Cleaning Ambassadors employed through TCB.

Most of the neighborhood nonprofits 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.



### \$16.35 Minimum wage program-wide in 2024

Many crew supervisors and Cleaning Ambassadors with specialized skills make more than the minimum. The average wage program-wide is more than \$17.50.

### 200+ Cleaning Ambassadors OSHA-10 Certified

TCB offers all Cleaning Ambassadors and crew supervisors the opportunity to enroll in the OSHA-10 course. This professional safety credential is recognized nationwide.



### 429 Trees planted & maintained by TCB

TCB helps manage trees on commercial corridors in coordination with Philadelphia Parks & Recreation and the Philly Tree Plan. Trees play a big role in creating shade that cools the block and lowers utility costs.





### Building Expertise: Cleaning Ambassadors learn skills they can use on the job and beyond.

TCB organizations participate in free training programs coordinated by the Department of Commerce. These trainings help Cleaning Ambassadors learn new skills for their work, like powerwashing, tree care, graffiti removal, safe needle disposal, and leadership. TCB also offers opportunities to earn credentials they can use for career advancement in a supervisory role with TCB, as entrepreneurs, or in the workforce.



### 2024 Training Spotlight

The Pennsylvania Horticultural Society (PHS) offers trainings that are focused on job readiness and greening skills. Trainings include certified OSHA-30 training, the Tree Tenders course, conflict resolution, and crew management.



### Our partners include:



**PHILADELPHIA  
PARKS &  
RECREATION**





### Neighborhood Corridors & TCB

The TCB program serves the commercial corridors where Philadelphians shop and work

TCB serves Philadelphia's neighborhood commercial corridors. These walkable neighborhood corridors provide the needed goods and services for communities to thrive, and help drive economic opportunity across Philadelphia. Neighborhoods that have struggled with decades of disinvestment don't have the resources to tackle persistent litter without dedicated support. TCB is a significant public investment in the health and success of these commercial corridors, as part of the City's larger efforts to make Philadelphia the cleanest, greenest big city in the country, with economic opportunity for all.



#### 155 Commercial corridors cleaned through TCB.

The vast majority of commercial corridors in the City were served by TCB and its partner organizations in 2024.

#### 75% Residents live within a quarter-mile walk of a corridor cleaned through TCB.

Three quarters of Philadelphia's residents benefit from cleaner and more inviting neighborhood commercial corridors within a short stroll of their front door.

#### 1,251 Blocks served by TCB

TCB teams work in neighborhoods that are high-need, high-visibility, and historically underserved.



# 2024 Impacts

## 3 Economic vitality of neighborhoods

### TCB is a key part of the Philly Tree Plan

The Philly Tree Plan is a ten-year roadmap to equitably grow the city's tree canopy. In 2024, TCB supported the goals of the plan with its Commercial Corridor Tree Care Pilot, in partnership with Philadelphia Parks and Recreation.

#### 5 Neighborhood-based organization partnerships

ACANA CDC, ACHIEVEability, Centennial Parkside CDC, HACE, and Nueva Esperanza are part of the tree care pilot, caring for trees in their TCB service areas.

#### 10 Commercial corridors with new and maintained trees

Planting and maintaining trees on commercial corridors is a major investment in their long-term economic health: studies show shoppers prefer to spend time and money on streets with trees.



#### 25 Cleaning Ambassadors trained in Tree Care

TCB invests in arboriculture skills and training for the Cleaning Ambassadors who are at the core of this long-term greening work. Ambassadors trained in tree care provide the essential care that these trees need to establish and grow.

#### 429 Trees planted and maintained by TCB

Cleaning Ambassadors water and mulch the trees, keep the tree pits clean, clean up fallen leaves, educate neighborhoods, and communicate with business owners and residents about their tree-related concerns.

**WilliamPenn  
Foundation**

*Lead support for the Commercial Corridor Tree Pilot is provided by the William Penn Foundation.*





### Who are TCB's partner organizations?

TCB's partnership with neighborhood-based nonprofits lets communities take ownership of the program and its success. Partnering with TCB gives these organizations the capital and connections to build their own capacity. Program resources support their organizational stability, so they can successfully administer their TCB contracts and care for their neighborhoods. Working with TCB prepares them to take on other city contracts and private programming, and connects them with other neighborhood nonprofits across the city.

### Who are TCB's subcontractors?

Many of TCB's nonprofit partners utilize for-profit, locally owned and operated cleaning companies to manage their cleaning crews. TCB subcontracts help these businesses hire new staff and expand their services. This organizational stability helps prepare them to bid on larger government and private contracts.

TCB's subcontractors are also dedicated to TCB's workforce development goals: their employees participate in trainings, peer mentorship, and program-wide education events. TCB is committed to supporting a thriving community of local businesses that help keep Philadelphia clean.







### 30 of the 39 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 neighborhood commercial corridors. In 2024, a significant number of TCB partners collaborated with the Department of Commerce on other initiatives, building their capacity to both support cleaning services in their neighborhoods and fund improvements to the physical spaces that TCB maintains. These initiatives include:

- **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.



### Pennsylvania Horticultural Society LandCare Program



TCB collaborates with PHS for vacant lot maintenance near commercial corridors

The most challenging trash conditions on neighborhood commercial corridors are often exacerbated by overgrown, unmaintained vacant lots. Those lots become magnets for illegal dumping, and can undermine the great work that TCB crews do to keep their areas clean.

As part of the expansion of TCB, the Department of Commerce partnered with the Pennsylvania Horticultural Society (PHS) to clean up the vacant lots near commercial corridors. In fall 2024, this partnership led to 192 newly cleaned and fenced vacant lots, and in spring 2025, they'll add another 192 vacant lots. These cleaned lots then become a part of PHS's LandCare Program, where they're maintained by community-based organizations.

In November 2024, Commerce and PHS also expanded the vacant lot program to a year-round schedule, preventing the accumulation of trash and dumping during the cold weather months. With this expansion, 1,155 vacant lots near commercial corridors citywide will receive year-round maintenance.





# 2024 TCB Contract Holders

## Central Neighborhoods

### **Philadelphia Chinatown Development Corporation**

Chinatown, Callowhill

### **Spring Garden CDC**

Broad, Fairmount & Ridge Triangle; Fairmount Avenue;  
Spring Garden St; Pennsylvania Ave

## Lower Northeast Neighborhoods

### **Fishtown Kensington Area BID**

Frankford Ave, Front St

### **Frankford CDC**

Frankford Ave, Kensington Ave, Adams Ave, Oxford Ave,  
Margaret St, Pratt St, Granite St

### **Impact CDC**

Castor Ave, Kensington & Allegheny,  
Port Richmond Industrial District

### **New Kensington CDC**

Allegheny Ave, Frankford Ave, Front St, Kensington Ave,  
Richmond St, Somerset St

## North Neighborhoods

### **Allegheny West Foundation**

Allegheny Ave, Hunting Park Ave, Lehigh Ave, N 22nd St

### **Beech Community Services**

Cecil B. Moore Ave

### **Called to Serve CDC**

Broad, Germantown & Erie

### **Enon Coulter CDC**

Broad Street, Hunting Park Ave, Old York Rd, Roosevelt Blvd

### **Fairmount CDC**

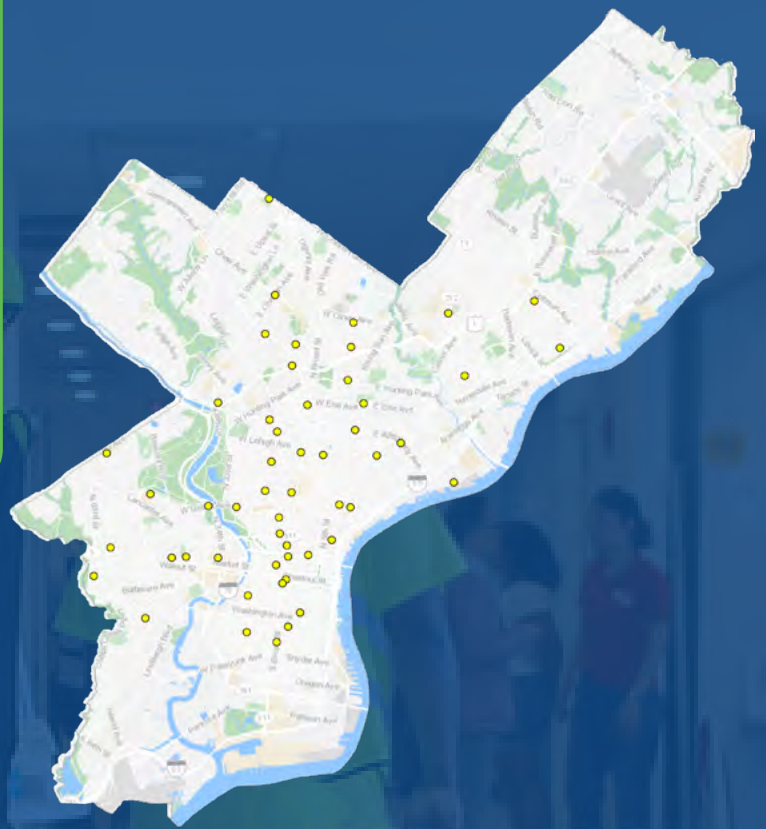
Girard Ave, Brewerytown

### **Francisville Neighborhood Development Corporation**

Ridge Ave in Francisville

### **HACE**

Allegheny Ave, American St, Front St, Gurney St, Lehigh Ave



### **Hartranft Playground Alliance**

Germantown Ave, Lehigh Ave

### **Lower North Philadelphia CDC**

Ridge & Cecil B. Moore

### **North Broad Renaissance**

North Broad St

### **Nueva Esperanza Housing and Economic Development**

Hunting Park Ave, N 5th St, Rising Sun Ave, Wyoming Ave

### **One Day at a Time, Inc.**

Susquehanna Ave

### **South Kensington Community Partners**

South Kensington, Girard Ave

## Northeast Neighborhoods

### **Oxford Circle Christian Community Development Association**

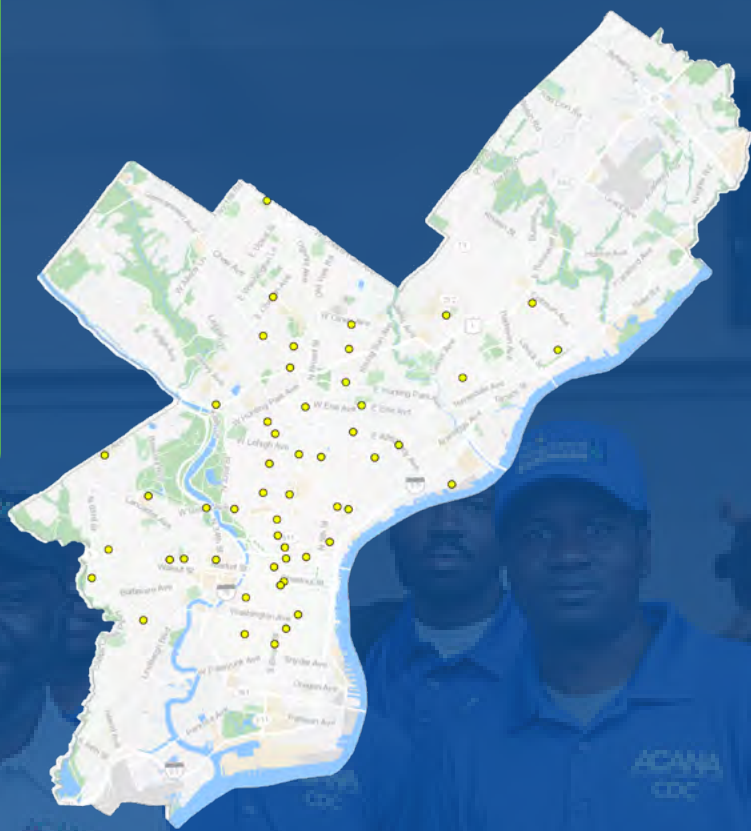
Bustleton Ave, Cottman Ave, Castor Ave, Five Points, Rising Sun Ave

### **Tacony CDC**

Tacony, Wissinoming



# 2024 TCB Contract Holders



## Upper North & Northwest Neighborhoods

### **Chew and Cheltenham CDC**

Chew & Cheltenham, Chew & Phil Ellena, Chew & Washington

### **East Falls CDC**

Ridge & Midvale, River Rd

### **Enon Coulter CDC**

Cheltenham Ave, Lower Ogontz Ave, Ogontz Ave, Old York Rd & Oak Ln, Stenton Ave, Vernon Rd, Wadsworth Ave, Washington Ln

### **Germantown United CDC**

Germantown & Cheltenham, Greene St, Maplewood Mall, Wayne Ave

### **Nicetown CDC**

Germantown Ave

### **Olney Community Collaborative**

North 5th St

### **Urban Affairs Coalition/Ready, Willing, and Able**

Germantown Ave, Berkley St, Wayne Ave

## South Neighborhoods

### **Greater Philadelphia Community Alliance**

Point Breeze Ave, West Passyunk Ave, West Snyder Ave

### **Passyunk Avenue Revitalization Corporation**

Broad & Passyunk, Snyder Ave, S Broad St, Washington Ave

### **SEAMAAC, Inc.**

South 7th St

### **United Merchants of South 9th Street**

Italian Market

## West & Southwest Neighborhoods

### **African Cultural Alliance of North America**

52nd & Baltimore, Chester Ave, Elmwood Ave, Woodland Ave

### **ACHIEVEability**

60th St, 63rd St, Market St

### **Business Association of West Parkside**

North 52nd St, Lancaster Ave, Lansdowne Ave, Parkside Ave

### **Centennial Parkside CDC**

40th & Girard

### **Lancaster Avenue 21st Century Business Association CDC**

Lancaster Ave

### **The Enterprise Center CDC**

52nd St, Market St

### **Wynnefield Overbrook Revitalization Organization**

54th St, 63rd St, Haverford Ave, Lancaster Ave, Lansdowne Ave





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