

# CENTER CITY DISTRICT PERFORMANCE

Each year, the CCD measures its performance to assess the effectiveness of programs and determine priorities for the coming year. In 2008, a total of 4,525 customer satisfaction surveys were completed by commercial property owners, retailers, apartment building and office tenants, and residents, including 1,061 on-street intercepts at eight locations downtown. Overall, 68% of respondents indicate that they see CCD's teal-uniformed personnel "every time" or "nearly every time" they are in Center City.

## CLEAN

The CCD deploys 89 uniformed sidewalk sweepers, pressure washers and supervisors to ensure that downtown opens clean each morning and remains that way throughout the day. Each walkway within the 120-block district is cleaned at least three times daily by 40 manual sweepers Monday to Friday (24 on weekends), along with 12 mechanical sweepers, scrubbers and pressure washers, power-washing sidewalks monthly from March to November. In 2008, crews bagged three million gallons of trash dropped on Center City sidewalks and removed an additional 180 gallons of trash weekly from three solar powered compacting receptacles that were purchased in partnership with the City of Philadelphia in a successful test of new technology. In 2008, CCD's crews removed over 400 graffiti tags and thousands of stickers from the ground level of building facades, bus shelters, pedestrian light poles and other street furniture. The result of these efforts is highly visible, with 66% of survey respondents rating Center City sidewalks as "much cleaner" than in other areas of Philadelphia.

In 2008, the CCD's 73-person Concourse Division continued to provide seven-day-a-week custodial services in the 3.5-mile underground concourse and two regional rail stations through contracts with SEPTA and the City of Philadelphia. Cleaning services also benefitted nearby neighborhoods through seven fee-for-service contracts.

## SAFE

Perceptions of safety remain high, with 77% of survey respondents indicating that they feel safe in Center City always or most of the time, up from 73% last year. Major crime in Center City has dropped by 36% since 1997, while theft from auto fell by almost 73% during this same period.

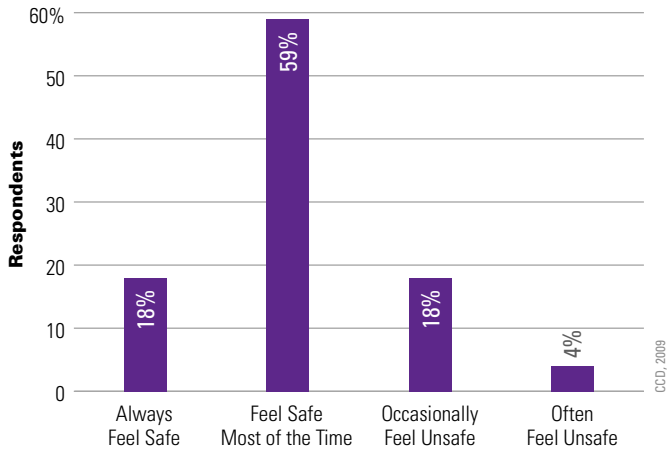
The CCD's 42 unarmed Community Service Representatives (CSRs), who provide an additional set of eyes and ears for the Philadelphia police, patrol the district on foot seven days a week. Equipped with two-way radios, CSRs recorded 166,156 contacts with visitors, business owners and residents in 2008.

Forty-nine percent of respondents to CCD's annual survey rated as their top priority reducing the number of people sleeping or lying in public places. To address immediate problems, the CCD deploys a specially trained group of CSRs — its Homeless Action Team — to encourage and assist

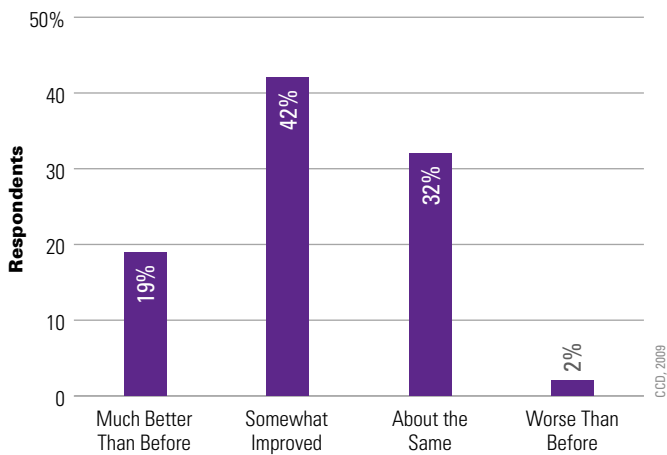


Community Service Representative

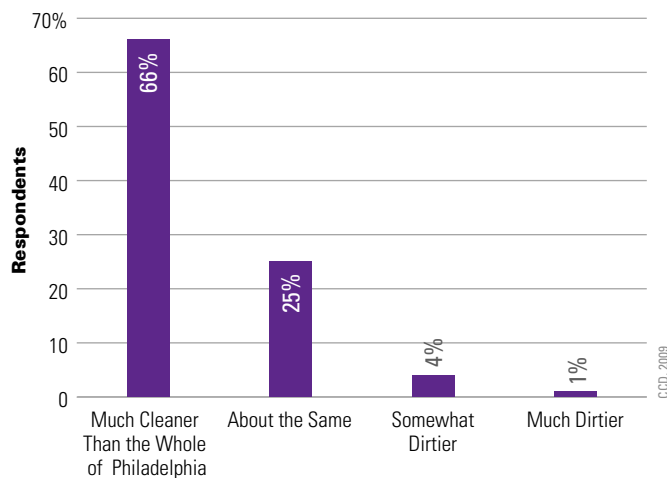
Perception of Safety in Center City, 2008



Perception of Center City's General Atmosphere, 2008



Sidewalk Cleanliness, 2008



Center City District Sidewalk Cleaning

Priorities for Improving Center City, 2008

	Respondents
Reduce the number of people sleeping or lying in public places	49%
Provide more accessible and affordable parking	47%
Enforce municipal codes for deteriorated and neglected properties	37%
Keep sidewalks open during construction projects	24%
Create safe bicycle lanes on Center City streets	23%
Increase the number of trees and plantings	22%
Increase the number of trash cans on the sidewalk	22%
Reduce the amount of traffic congestion	21%
Fix deteriorated sidewalks	19%
Improve the quality of Center City retail	18%
Provide better information about how to use buses and subways	11%

CCD, 2008

## CCD PERFORMANCE

SAFE

homeless individuals to move to appropriate facilities. In 2008, the CCD also relaunched *Real Change* ([www.MakeRealChange.org](http://www.MakeRealChange.org)), a public information campaign urging the public to contribute to local organizations that provide housing, meals, job training, social and medical services to the homeless rather than give their spare change to those who beg on the street. Committed to providing employment opportunities for those on the path of recovery, the CCD has hired into its maintenance program over 400 formerly homeless, welfare-to-work and other disadvantaged individuals in the last 15 years. While outreach and engagement with this population may be the first and best approach, the CCD continues to recommend that the City of Philadelphia shift more resources to a “housing first” approach and improve its enforcement of basic standards of public behavior by actively discouraging anti-social behavior on our streets.

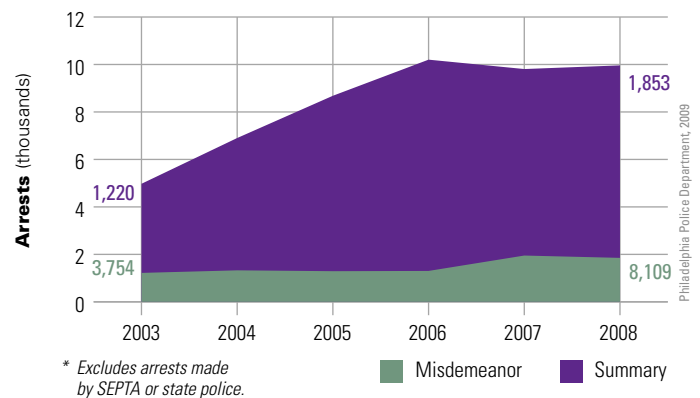
A second specialized team of CSRs regularly monitors the public environment for conditions that adversely impact pedestrians. The “public spaces team” uses hand held computers to scour every block of the district bi-monthly, noting the condition of 83 different items in the public domain, including overflowing dumpsters, bent bicycle racks, stickered street signs, and clogged sewers. The data is downloaded, sorted geographically and distributed to the 16 responsible public and private agencies that form the CCD’s Public Spaces Collaborative, which meets bi-monthly to ensure prompt response.

The CCD also coordinates public and private law enforcement through the Philadelphia Crime Prevention Council, 172 organizations whose representatives meet bi-monthly to discuss homeland security and counter-terrorism measures, emergency preparedness, and current crime trends, and to develop joint strategies that reduce crime and enhance safety. Another innovative partnership created by the CCD and Philadelphia Police Department is Alert Philadelphia, an emergency communications system providing real-time information to 1,600 businesses, hospitals, hotels, schools, cultural institutions, and private security firms, as well as federal, state and local law enforcement agencies. Alert Philadelphia reaches users instantly via text messages with Homeland Security advisories, crime alerts, Amber alerts, and information about fires, traffic detours, demonstrations, and appeals for needed information.

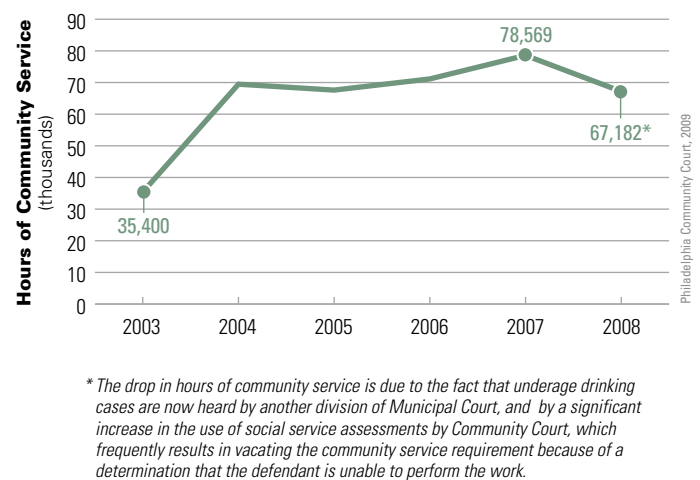
## COMMUNITY COURT

Since 2002, Philadelphia’s Community Court has responded to quality-of-life crimes in a prompt and comprehensive way. Serving 10 police districts over 26 square miles, the Court provided same-day adjudication for 9,962 cases in 2008, bringing the total number of cases heard since its inception to 55,344. Clients are assigned to a three to four day community service as both punishment and as restitution to the neighborhoods they have harmed. They have performed a total of 407,772 hours of service valued at \$2,356,167 since 2002. Seventy per-

### Philadelphia Community Court Arrests\*



### Philadelphia Community Court Hours of Community Service



cent of defendants are challenged by drug or alcohol addiction and since opening, 1,711 have received drug and alcohol assessments, while 11,328 attended drug treatment readiness and anger management classes. Four hundred eighty-six have completed long-term inpatient treatment. Philadelphia Community Court has become a model for other cities in the United States and has hosted visitors from the Judiciary Committee of the Pennsylvania House of Representatives, from Washington, D.C., California, Germany, Malaysia, The Netherlands, and Ireland.

**PUBLIC SPACES**

In 2008, \$915,000 in CCD resources leveraged \$3.5 million in private, foundation and state government funds to implement three major capital improvement projects downtown. Since 1997, the CCD has completed more than \$52 million dollars of work on 20 different high-quality public space enhancements in which every CCD dollar has been matched by \$1.25 in outside funding. In September, the CCD completed phase two of Three Parkway Plaza, adding a 1,200 square foot café and outdoor seating along the Benjamin Franklin Parkway. In December, permanent lighting transformed 12 building facades along the Avenue of the Arts, most with color-changing, energy efficient light emitting diode (LED) fixtures, making Philadelphia the only city in North America to have organized this type of lighting on such a large scale. The CCD also began implementation of a new transit sign system in partnership with SEPTA and PATCO to highlight entrances to underground transit and guide users to their destinations.

Engaged by the Fairmount Park Commission, the CCD conducted a survey from Spring Garden to South streets, counting 10,830 trees, 9,609 of which were in good or fair condition and 293 in poor or critical condition. Nearly 200 dead trees were documented in addition to 737 empty tree pits. The total Center City tree canopy measured 3,067,245 square feet, or the equivalent of 53 football fields.

In 2008, the CCD installed and maintained 4,300 banners for 103 different groups, 156 hanging baskets and 850 street trees; 61 street trees were replaced. Nearly 160 pedestrian and vehicular wayfinding signs were cleaned, another 118 were repaired; 40 transit shelters on Market Street East were repaired; 180 pedestrian streetlight lamps were replaced. As a result of this continuous commitment to the public environment 61% of CCD survey respondents described the general atmosphere in Center City as somewhat to much better than in prior years.



**CCD Streetscape Maintenance, 2008**

	Total
<b>Banners and Posters</b>	
Banners installed for 103 clients	<b>4,346</b>
Transit posters installed at 47 bus shelters	<b>682</b>
<b>Landscaping</b>	
Trees maintained	<b>850</b>
Hanging baskets maintained	<b>156</b>
Planters maintained through three seasonal plantings	<b>91</b>
Tree trenches improved	<b>61</b>
Tree trenches repaired	<b>49</b>
Planter beds maintained as parking screens at 9 locations	<b>33</b>
Trees replaced	<b>61</b>
<b>Lighting</b>	
Pedestrian lights maintained	<b>345</b>
Pedestrian streetlight lamps replaced	<b>180</b>
Lamps replaced in bus shelters and subway headhouses	<b>20</b>
Sculptures relamped	<b>5</b>
<b>Signs</b>	
Pedestrian and vehicular wayfinding signs cleaned	<b>158</b>
Pedestrian and vehicular wayfinding signs repaired	<b>118</b>
Bus shelter signs	<b>20</b>
Parkway interpretive sign added	<b>1</b>
Transit shelter signs repaired	<b>12</b>
Transit shelter signs cleaned	<b>30</b>
<b>Honor Box Corrals</b>	
Honor box corrals repaired	<b>10</b>
Honor box corrals repainted	<b>25</b>
<b>Trash Receptacles</b>	
Trash receptacles replaced	<b>6</b>
Trash receptacle lids repainted	<b>42</b>
Solar self-compacting receptacles installed	<b>3</b>
<b>Transit Shelters</b>	
Transit shelters cleaned monthly (Market St East)	<b>28</b>
Transit shelters repaired (Market St East)	<b>40</b>
Anti-graffiti film panels replaced on bus shelters	<b>112</b>

CCD, 2008



# CCD PERFORMANCE

## CCD PHYSICAL IMPROVEMENTS

### Total CCD Capital Programs, 1997–2008

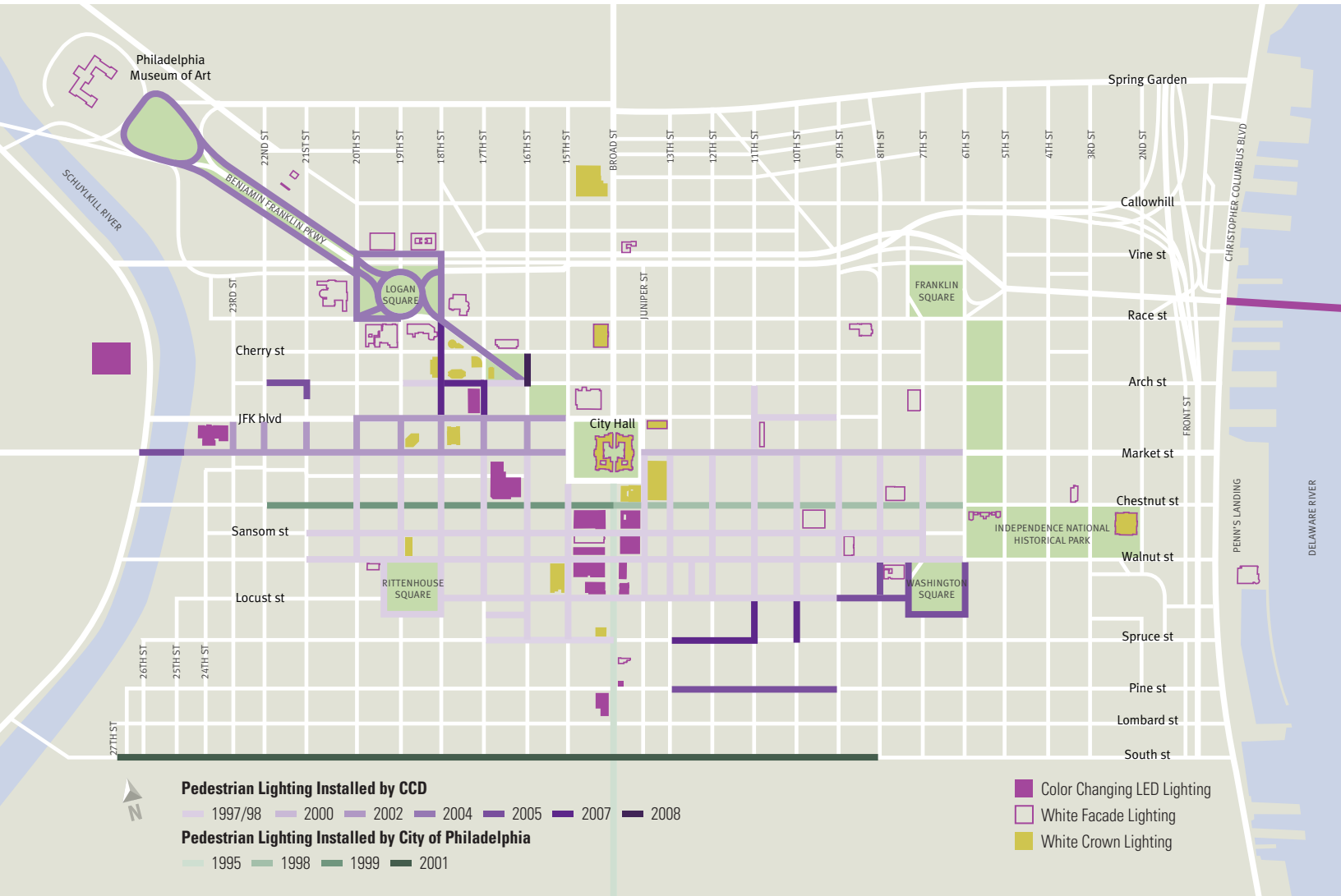
Project	Year	Funding Source						Total
		CCD Funds	Federal	City	State	Foundations	Other Donors	
Center City Streetscape	1997–98	\$18,000,000	±	\$5,000,000	±	±	±	\$23,000,000
Market East Streetscape	2000	±	±	\$7,500,000	±	±	±	\$7,500,000
Office District Lighting	2002	\$2,300,000	±	\$400,000	±	±	\$300,000	\$3,000,000
Parkway Lighting, phase 1	2004	±	±	±	±	\$2,300,000	\$3,000,000	\$5,300,000
Logan Circle Pedestrian Access	2004	±	±	±	±	\$1,500,000	±	\$1,500,000
City Hall Facade Lighting	2004	\$135,000	±	\$140,000	±	±	\$525,000	\$800,000
City Hall Holiday Lighting	2005	\$400,000	±	±	±	±	±	\$400,000
Parkway Lighting, phase 2	2005	±	±	±	\$120,000	±	\$30,000	\$150,000
Three Parkway Plaza, phase 1	2005	±	±	±	±	±	\$450,000	\$450,000
Pedestrian Lighting 2005	2005	\$1,250,000	±	\$400,000	±	\$35,000	\$215,000	\$1,900,000
Bus Shelter Signs	2006	±	±	±	\$7,000	±	±	\$7,000
Aviator Park	2006–07	±	\$1,750,000	±	±	±	±	\$1,750,000
Pedestrian Lighting	2007	\$347,000	±	\$390,000	±	±	\$365,000	\$1,102,000
City Hall Portal Lighting	2007	±	±	\$125,000	±	±	±	\$125,000
Honor Box Corrals	2007	\$14,000	±	±	±	±	\$86,000	\$100,000
Parkway Signs	2007	±	±	±	±	\$450,000	\$70,000	\$520,000
South Broad Facade Lighting, Phase 1	2007	±	±	±	±	\$369,000	±	\$369,000
Sculpture Lighting	2007	±	±	±	±	\$10,000	±	\$10,000
Bus Shelter Signs	2007	±	±	±	\$102,000	±	±	\$102,000
City Hall Sign	2007	±	±	\$2,600	±	±	±	\$2,600
Three Parkway Plaza, Phase 2	2008	\$915,000	±	±	\$953,000	\$7,800	±	\$1,875,800
Transit Portal Signage	2008	±	±	±	±	\$387,000	±	\$387,000
South Broad Facade Lighting, Phase 2	2008	±	±	±	\$350,000	\$850,000	\$1,000,000	\$2,200,000
<b>Total</b>		<b>\$23,361,000</b>	<b>\$1,750,000</b>	<b>\$13,957,600</b>	<b>\$3,832,000</b>	<b>\$6,608,800</b>	<b>\$3,041,000</b>	<b>\$52,550,400</b>

CCD, 2009



Transit Portal Signage and Café Cret at Three Parkway Plaza

Center City Lighting Improvements, 1997–2008



Broad Street Facade Lighting

