



Center City District

The Center City District's Community Service Representatives are a welcoming presence to residents and visitors.

Center City District

Eighty percent of respondents to the Center City District's annual customer satisfaction survey report seeing CCD uniformed crews cleaning and patrolling sidewalks "most" or "every time" they are downtown.

For 20 years, 89 teal-clad sidewalk sweepers, pressure-washers and supervisors, along with 42 Community Service Representatives (CSRs), have been the crew that sets and maintains the stage, providing directions and a sense of safety seven days a week, day and night. The CCD's budget has steadily grown to \$18.7 million this year, but on average, the District has spent \$11.2 million each year for the last 20 years, creating a quality public environment for workers, residents, students, shoppers and visitors. For the last 15 years, an additional \$3.7 million each year has been spent on average on streetscape and public-area improvements.

In 2010, CCD crews collected three million gallons of trash from sidewalks within the 120-block district and removed over 450 graffiti tags and stickers. Sixty-nine percent of survey respondents rated the condition of downtown sidewalks as "much cleaner" than the rest of Philadelphia.

The uniformed presence is visible to all, but since 1991, CSRs have had detailed conversations and problem-solving interactions with 1.5 million businesses, residents and visitors. In 1995, after four years of operations, the percent of people reporting they felt safe in Center City had risen to 59%. By 1997, the number climbed to 67% and edged up to 70% in 2000. In the CCD's latest customer-satisfaction survey, fully 81% of respondents said they "always feel safe" or "feel safe most of the time."

A specialized team of CSRs focuses on reducing the number of people sleeping or begging on sidewalks through a program that connects homeless individuals with appropriate services and facilities. Most recently, the CCD jointly funded a study that recommends for

city-funded outreach a far more cost-effective *housing first* approach that has enjoyed success rates almost three times greater than current methods. Download the complete report at centercityphila.org/docs/Pathways_to_Housing.pdf.

CSRs, working in partnership with the Philadelphia Police Department, have contributed to a dramatic reduction in crime. Over the last two decades, there have been substantial reductions in both serious and quality-of-life crimes, with reported incidences dropping from 20 per day in 1993 to 11 per day in 2010.

The CCD not only delivers services, it coordinates and augments the services of others. Bi-monthly, CSR teams survey the District, using handheld computers, noting unsafe or illegal conditions, such as overflowing dumpsters, unlicensed vendors and exposed wires. The information is downloaded, mapped and organized geographically and by the public agency responsible for responding to the situation. These agencies convene at the CCD as the Public Space Collaborative six times annually to coordinate efforts to enhance the public environment. As a consequence, the responsiveness of municipal services has significantly increased within the District.

Fourteen years ago, the CCD created the Philadelphia Crime Prevention Council, which brings together bi-monthly more than 300 law enforcement and private-sector corporate security representatives working in office buildings, hotels, hospitals and universities, to discuss important safety issues and develop coordinated crime-reduction strategies.

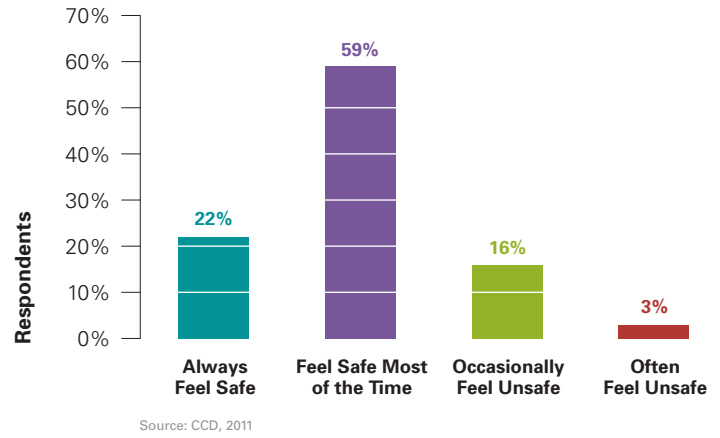
Alert Philadelphia, a text-messaging system created in 2004 by the Philadelphia Police Department and the CCD, provides to building and facility managers critical emergency information, updates on major incidents and traffic and crime patterns and protest demonstrations.

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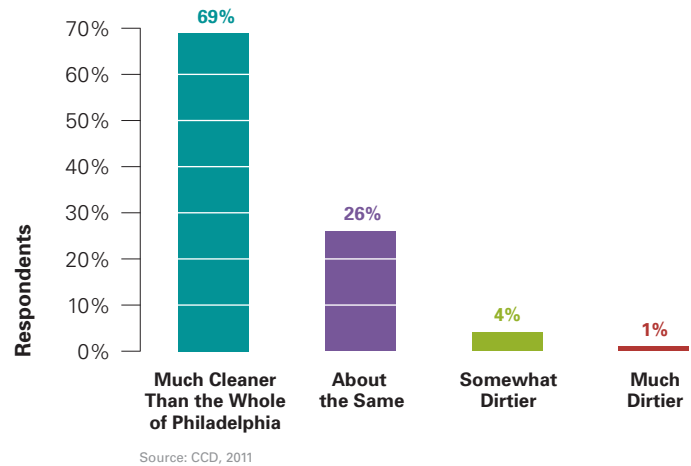


With 72 workers in the Concourse Division, the CCD also provides **daily custodial services throughout the 3.5-mile underground concourse as well as in SEPTA's Market East and Suburban Stations.**

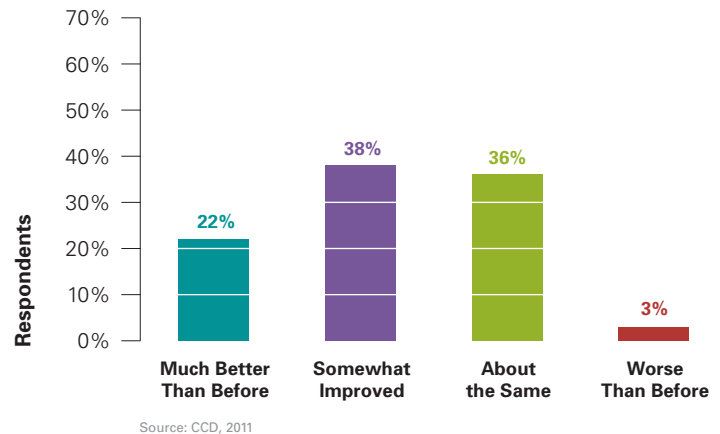
Perception of Safety in Center City, 2010



Perception of Sidewalk Cleanliness, 2010



Perception of Center City's General Atmosphere, 2010



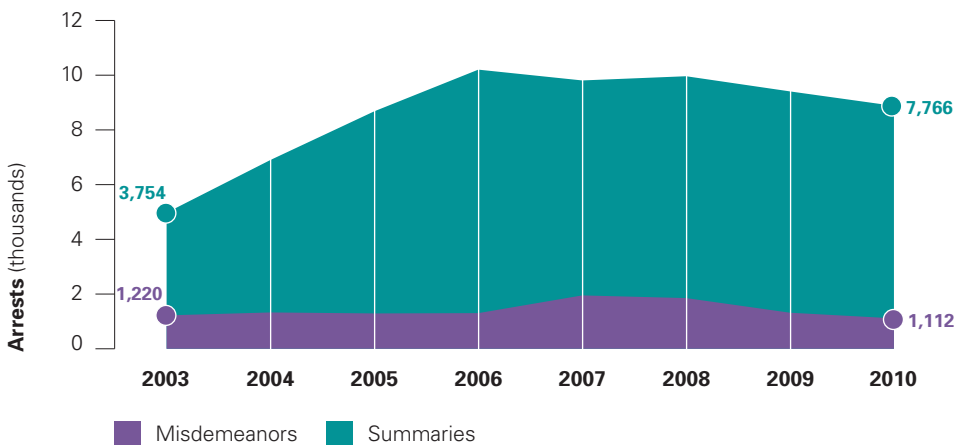
Community Court

Since 2002, Philadelphia's Community Court has responded to quality-of-life crimes quickly and effectively. Serving eight police districts over 26 square miles, the Court provided same-day adjudication of 8,878 cases in 2010, bringing the total number of cases heard since its inception to 73,629. In lieu of jail, clients are assigned between three and four days of community service as both punishment and

restitution to the neighborhoods they have harmed. Since 2002, they have performed 526,322 hours of service, valued at \$3,203,800. Seventy percent of defendants are challenged by drug or alcohol addiction and since opening, 2,056 have received drug and alcohol assessments, while 12,948 attended drug treatment readiness and anger-management classes and 544 have completed long-term inpatient treatment.

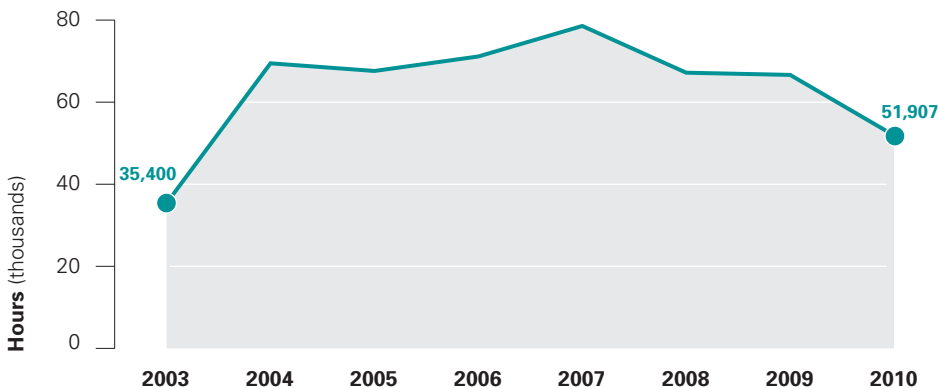
Philadelphia Community Court is the recipient of the Community Leadership Award from Caron Treatment Centers, a non-profit provider of drug and alcohol addiction treatment. It has also become a model for other cities throughout the country and world, hosting visitors from the Judiciary Committee of the Pennsylvania House of Representatives, from Washington, D.C., California, Malaysia, The Netherlands and Ireland.

Philadelphia Community Court Arrests*



Source: CCD, 2010

Philadelphia Community Court Hours of Community Service*



Source: CCD, 2009



* Most misdemeanor marijuana possession cases are now treated as summary offenses and heard in a separate venue, the Small Amounts of Marijuana (SAM) Court. Additionally, all misdemeanors from two districts in the Community Court catchment area are now handled in Accelerated Misdemeanor Prosecution (AMP) Court.

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Public Spaces

Since 1997, CCD assessments have funded \$23.7 million in capital improvements for landscaping, lighting, signs and parks within the District. This has leveraged more than \$32 million in foundation, city, state and federal funding that probably would not have come downtown. With new signs enhancing transit entrances and with the renovation of Chestnut Park and improvements to Dilworth Plaza and Sister Cities Park, the CCD will be leveraging another \$55 million in federal, state and local funding in the next two years.

The CCD has doubled evening illumination on two-thirds of downtown streets by installing more than 2,000 pedestrian-scale and vehicular light fixtures. Additional pedestrian lights will be installed in 2011. By illuminating two dozen building facades on the Benjamin Franklin Parkway and Avenue of the Arts, the CCD has enhanced the nighttime identity of these cultural districts. More than 1,000 signs direct motorists, commuters and pedestrians to popular destinations.

The CCD continued to brighten the streetscape in 2010, adding blue LED lights to the JFK Boulevard underpasses at 21st, 22nd and 23rd Streets, creating a dramatically improved pedestrian experience on streets that link the office district to the adjacent Logan Square neighborhood.

Since 1997, the CCD has planted or replaced 1,051 street trees and with assistance from the Pennsylvania Horticultural Society, currently maintains 741 trees, about 10% of the street tree inventory from Vine to South Streets, river to river. To sustain the urban tree canopy and help the city reach its goal of planting 300,000 trees by 2015, the CCD rolled out *Plant!Philadelphia*, a program that

allows businesses and citizens to support new plantings, replace damaged trees, and sustain a routine schedule of pruning, watering, pest management and fertilization. The CCD also maintained planters with two seasonal plantings throughout the course of the year.

CCD's banner and Art in Transit programs continued to thrive with 684 posters and 3,869 banners installed in 2010. Over the past 20 years, more than 44,600 colorful banners and 12,400 bus shelter posters have promoted cultural events for non-profit organizations in the city.

In partnership with SEPTA, PATCO and property owners, the CCD completed the installation of new transit signs at 52 of 108 portals to the underground concourse, including 14 new locations on East Market Street, South Broad Street, and West Market Street during 2010.

The CCD assumed ownership of Chestnut Park at 1707 Chestnut Street early in 2010, and with support from the William Penn Foundation, initiated the restoration of this award-winning pocket park. The new design preserves the integrity of the original design by John Collins, conserves sculptor Christopher Ray's Wissahickon and Estuary Gates, and repairs the park's fountain. The renovation of Sister Cities Park at Logan Square on the Benjamin Franklin Parkway will create a new children's garden, café, and fountain commemorating Philadelphia's international Sister Cities program.

In 2010, the CCD was awarded federal and state grants, which, with additional city and private funds, will launch the \$50 million reconstruction of Dilworth Plaza on the western side of City Hall. This transformative project will create a well-managed civic space with high-quality programming, a gateway

to a multi-modal regional transit system, and a sustainable centerpiece that links together Philadelphia's primary employment, hospitality and cultural districts.

In a 2010 customer satisfaction survey conducted in the midst of the recession, more than 60% of respondents described the general atmosphere in Center City as "somewhat" to "much better" than in 2009, a 4% increase over the previous year.

CCD Streetscape, 20 Year Inventory



Banner and Art-in-Transit Programs

Banners installed	44,684
Art-in-Transit bus shelter posters installed	12,400

Honor Box Corrals

Fixed honor box corrals installed	25
Adjustable honor box corrals installed	99

Landscaping

Trees planted or replaced	1,051
Trees maintained	741
Planters installed	96

Lighting

Pedestrian streetlights installed	2,046
Sculptures lighted	20
Parkway facades lighted	12
Underpasses lighted	3
Ave. of the Arts facades lighted	12
City Hall lights installed in 8 locations	69

Signs

Disk map signs installed	258
Pedestrian directional signs installed	425
Vehicular directional signs installed	68
Vehicular directional signs maintained	233
Bus shelter signs installed	72
Parkway interpretive signs installed	56
Transit portal signs installed at 52 locations	186

Street Furniture

Benches installed	25
Bicycle racks installed	26

Total Center City District Capital Programs, 1997–2009

Project	Year	CCD Funds	Federal	City	State	Foundations	Other Donors	Total
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 I	2004	-	-	-	\$2,300,000	\$3,000,000	-	\$5,300,000
Logan Circle pedestrian access	2004	-	-	-	-	\$1,500,000	-	\$1,500,000
City Hall façade lighting	2004	\$135,000	-	\$140,000	-	-	\$525,000	\$800,000
City Hall holiday lighting	2005	\$400,000	-	-	-	-	-	\$400,000
Parkway lighting, phase II	2005	-	-	-	\$120,000	-	\$30,000	\$150,000
3 Parkway Plaza, phase I	2005	-	-	-	-	-	\$450,000	\$450,000
Pedestrian lighting	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 lighting, phase I	2007	-	-	-	-	\$369,000	-	\$369,000
Sculpture lighting	2007	-	-	-	-	\$10,000	-	\$10,000
Bus shelter signs	2007	-	-	-	\$102,200	-	-	\$102,200
City Hall sign	2007	-	-	\$2,600	-	-	-	\$2,600
3 Parkway Plaza, phase II	2008	\$915,000	-	-	\$963,000	\$7,800	-	\$1,885,800
Transit portal signs, phase I	2008	-	-	-	-	\$387,000	-	\$387,000
South Broad lighting, phase II	2008	-	-	-	\$350,000	\$850,000	\$1,000,000	\$2,200,000
TreeVitalize	2009	-	-	-	\$100,000	-	-	\$100,000
Delaware River trail	2009	-	-	\$250,000	-	\$323,000	-	\$573,000
Transit portal signs, phase II	2009	-	-	-	\$87,500	\$200,000	\$390,000	\$677,500
Chestnut Park, phase I	2009	-	-	-	-	\$91,900	-	\$91,900
2nd Street civic improvements	2009	-	-	-	-	-	\$955,000	\$955,000
Transit portal signs, phase III	2010	\$145,000	-	-	\$171,000	-	\$7,000	\$323,000
LED lighting 22nd Street underpass	2010	\$45,000	-	-	-	-	-	\$45,000
Chestnut Park, phase II	2010	-	-	-	-	\$210,500	-	\$210,500
Sister Cities, phase I	2010	\$203,171	-	-	-	-	\$49,429	\$252,600
Total		\$23,754,171	\$1,750,000	\$14,207,600	\$4,200,700	\$7,434,200	\$4,442,429	\$55,789,100

Since 1997, the CCD has invested

\$56 million in capital improvements in Center City.