

CENTER CITY DIGEST

THE NEWSLETTER OF THE CENTER CITY DISTRICT AND CENTRAL PHILADELPHIA DEVELOPMENT CORPORATION
PHILADELPHIA, PA
WINTER 2002



Community Court Update: Filling a Demonstrated Need

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As the Philadelphia Community Court completes its ninth month of operations, this collaborative approach to reducing quality-of-life crimes in Center City and adjoining neighborhoods is showing early signs of success. William G. Babcock, the Center City District's Community Court coordinator, reports that to date 65 percent of Community Court defendants have had drug and alcohol abuse or mental health problems and have taken advantage of social services provided by the Court.

"This is truly positive news that demonstrates that the Court is effectively responding to a real need," said Babcock. "In the past, these addicted individuals would have been arrested for petty crimes and released back onto the street. There, they would have most probably continued in a cycle of addiction and crime, until a more serious incident might have resulted in them being convicted and sentenced to time in jail. Instead, the Court enables these individuals to avail themselves of the medical and social services that can help them break the cycle of addiction and crime."

The Court emphasizes community service and behavioral treatment programs as alternatives to jail time for low-level offenses that disrupt our communities, such as theft from auto, retail theft, drug possession, vandalism and prostitution.

The Court is staffed by three, fulltime, social service professionals who conduct pre-hearing assessments for all Community Court defendants and make sentencing recommendations. The Court, presided over by Judge Wendy L. Pew, may order a defendant to participate in a drug treatment readiness class or an anger management class conducted on site. If additional treatment is required, Court staff will place the defendant in an appropriate program such as literacy classes, employment counseling or

shelter placement. The Court also offers a number of medical services including voluntary health screenings, emergency care and AIDS/HIV testing and counseling.

Community Court clients, through their community service work, have so far made restitution to the community equal to more than \$75,000. Most defendants have been assigned to the Center City District or University City District sidewalk cleaning, graffiti removal or landscaping programs.

The Court serves a geographic area that includes Center City, University City and sections of North and South Philadelphia.

The Philadelphia Community Court is a partnership of the City of Philadelphia, First Judicial District, District Attorney, Defender Association, Police Department, the City Director of Social Services and the Center City District. The Court is supported with generous funding from The Pew Charitable Trusts, Independence Foundation, Pennsylvania Commission on Crime and Delinquency, Penn's Landing Corp./Philadelphia Industrial Development Corp. Joint Operating Committee, U.S. Bureau of Justice Assistance, Thomas Skelton Harrison Foundation, Dolfinger-McMahon Foundation, Philadelphia Bar Foundation, Samuel S. Fels Fund and the City of Philadelphia, John F. Street, Mayor.



Philadelphia Fire Commissioner Harold Hairston, District Attorney Lynne Abraham and Police Inspector James Tiano were among the dignitaries at the CCD's 7th annual Crime Prevention Awards. (See story on page 2.)

The 7th Annual CCD Crime Prevention Awards

Thirty-eight alert civilians, law enforcement personnel from the Philadelphia Police Department, the Philadelphia Fire Department, the office of the District Attorney, SEPTA Police, the FBI, the U.S. Secret Service and the U.S. Attorney's office, bank security officials, as well as Center City District community service representatives, were all honored recently for their contributions towards Center City's continued drop in crime.

About 200 family, friends and supporters gathered at the University of the Arts for the CCD's 7th annual Crime Prevention Awards ceremony, presented by Philadelphia District Attorney Lynne Abraham, CCD executive director Paul R. Levy and Stacy Irving, the CCD's director of crime prevention services. Also speaking was Chief Inspector Keith



CCD community service representatives Kevin A. Justus and John C. Roberts were among those honored.

Sadler, a high-ranking Philadelphia Police Department official. The Center City District Crime Prevention Awards annually recognize civilians, Philadelphia police officers, and other law enforcement personnel for their dedication, effort and courage in helping to reduce downtown crime.

2002 Crime Prevention Awardees

The Hazardous Materials Task Force and Administrative Unit of the Philadelphia Fire Department, the FBI's Hazardous Materials Squad and the Philadelphia Police Department's Bomb Disposal Unit

Officer Danielle Walsh, 6th Police District

Officers Michael Scollon and Michael Livewell, 9th Police District

Thomas Jefferson University Hospital Security Officer Jeffery Williford

Sgt. Thomas Macartney, Officers Quay Chim, Joseph Cremen and Tremayne Young, Center City District Police Substation, and Gallery Security Officer Robin Washington

CSR James R. Troilo

CSRs John C. Roberts and Kevin A. Jestus

Michael Mingey, Citizens Bank, Michael Cullen, Sovereign Bank and John Bott, PNC Bank

Officers Tevin Garrett, Luis Pagan, Robert Klineburger and Charles Myers, Center City District Police Substation

Sgt. Richard Turzanski, 9th Police District

Officer Robert Nesmith, 6th Police District

SEPTA Transit Police Lt. James Metzgar, Officer David Szlachta and Arco, a canine crime fighter

Sgt. Michael Walton and Det. Arnaldo Puente, Central Detective Division

M. Taylor Aspinwall, assistant United States Attorney, Eastern District of Pennsylvania, Special Agent Matthew Rosenberg, Special Agent Colin Farrell, Special Agent Paul Oswald, Jr. and Leo Jackson, assistant to the special agent in charge, U.S. Secret Service

Officer Robert Heinzeroth, Center City District Police Substation

Assistant District Attorney Lauren M. Kelly

Det. Terence Sweeney, Central Detective Division

Community Court Coordinator William G. Babcock

Philadelphia Police Lt. William P. Schmid

Celebrate a Joyous Center City Holiday Season



Photo by R. Kennedy for GPTMC

This holiday season, Center City streets will be alive with music, color and pageantry. The Philadelphia Holiday Festival, the city's official celebration, starts earlier this year with a brand-new event, Family Fun Day on Friday, November 29. And there will be all the traditional seasonal events, including the City Hall tree lighting, the Market Street East Holiday Parade, Winter Mummerland, New Year's Eve fireworks and, of course, the New Year's Day Mummers Parade. The Center City District is a proud sponsor of the month-long holiday festival.

Start a brand-new holiday tradition with your kids at **Family Fun Day** on **Friday, November 29**. The day begins with a ride on the Santa Express into Center City from locations throughout the region. Santa and Mrs. Claus will be on hand to greet passengers at the last stop, the Gallery at Market East. From 1 to 3 p.m., kids can create holiday costumes at ten different Creation Stations throughout Center City. Then they climb aboard a free Holiday Trolley Shuttle and head to one of three free children's holiday costume bashes, with refreshments, games and entertainment, from 3 to 4 p.m. at: The Gallery at Market East Food Court, 9th & Market Streets, hosted by 102.9 WMGK; The Shops at Liberty Place Food Court, 16th & Chestnut Streets, hosted by Mix 95.7; and the Independence Visitor Center, 6th & Market Streets, hosted by B101. For a complete list of Creation Station locations, visit www.centercityphila.org.

Family Fun Day also marks the official start to the holiday shopping season, and the Center City District's uniformed community service representatives will be stationed around town, handing out free shopping bags and Holiday Festival brochures from 12 to 3 p.m.

Family Fun Day culminates with the kick-off of **Winter Mummerland**, a month-long festival in which the Mummers ride through town on lighted floats, playing their string band music throughout Center City, from 5 to 8 p.m. every Wednesday through Saturday through December 29.

Mayor Street will greet holiday crowds at 5 p.m. **Wednesday, December 4**, when he lights the magnificent tree on City Hall's Dilworth Plaza, followed by the traditional **Market Street East Holiday Parade**. Come cheer Santa's climb up the fire engine ladder to the Magic Window into The Gallery at Market East at 9th and Market Streets, along with Mummers, trumpeters, stilt-walkers and much more.

The tree at **Rittenhouse Square** will be lit at 5 p.m. **Thursday, December 5; The Avenue of the Arts** tree lighting will be at 5:30 p.m. **Friday, December 6** at Broad & Locust Streets. Both events will feature entertainment and special guests.

Get a behind-the-scenes look at Mummery at the **Mummers Fest** on **December 28-31** at the Pennsylvania Convention Center. Try on costumes, learn to do the Mummer's Strut, and watch the Fancy Brigades practice their routines.

Ring in the New Year at the free spectacular **New Year's Eve fireworks** display at Penn's Landing at midnight **Tuesday, December 31**.

And be on the street on **Wednesday, January 1, 2003** at America's oldest and biggest folk parade, the **New Year's Day Mummers Parade**. The 102nd annual parade struts east on Market Street from 15th to 5th streets. You can also enjoy the Fancy Brigades' spectacular combination of music and theater inside the warmth of the Pennsylvania Convention Center at the New Year's Day **Mummers Fancy Brigade Finale**.

Throughout the holiday season, Center City will also be alive with ongoing signature events including Center City's only **Santa** at The Gallery at Market East, **SEPTA's Magical Holiday Railway** at 1234 Market Street and the **Holiday Light Show and Organ Concerts** at Lord & Taylor.

And there will be holiday shopping and dining, a full calendar of seasonal musical, dance and theater performances, special events and celebrations all through downtown. Present your SEPTA Trail/Transpass or PATCO Seasoned Traveler Card and receive discounts at participating Center City retailers. For a list of participating retailers or more information, visit www.septa.org or www.drpa.org/patco or call 215.580.7800 (SEPTA) or 856.772.6900 (PATCO).

And for event information throughout the holiday season, visit www.gophila.com or call 215.965.7676.

Where to Go? What to Eat? What's the Latest? The Center City District Keeps You Informed

You already know that Center City Philadelphia offers nationally known fine dining and great shopping, from national retailers to unique small shops. But did you know that you can find all your shopping and dining needs at one easy location?

The Center City District's web site now features a searchable database of restaurants and shops. You can search by name, location, type of business or even by cuisine. To access the

Center City District's Shop & Dine Find! Database, log on to www.centercityphila.org/search/.

For the quickest and easiest way to stay current on everything working downtown has to offer, make sure to get *IN Center City*, the CCD's newest, free email newsletter. Each issue of *IN Center City* includes insider tips, special discounts, promotions and a monthly contest, along with the best of dining, shopping, events and much more.

To get on the free email distribution list, log on to www.centercityphila.org and look for the email signup. Or to learn more about how the newsletter can be sent directly to your company's employees, contact Rachael Alessandro at ralessandro@centercityphila.org or at 215.440.5500.

Real Change for Panhandlers

The Center City District's **Real Change** public information campaign continues in full swing. The campaign theme, "The more you give change, the more things will stay the same," emphasizes that handouts on the street are most often used to feed drug or alcohol addictions.

Since the launch of the campaign in September with newspaper ads, the CCD's community service

representatives have also distributed directly to pedestrians more than 75,000 cards in locations where panhandlers have been at work. The cards suggest an alternative way of helping: contributions to charitable organizations that provide medical and social services that make a real difference in helping panhandlers and the homeless. Portions of the cards also can be given to panhandlers, providing information about where they can get food, shelter and healthcare services, supported by \$70 million annually in public funding.

Over 30 individuals have contributed more than \$3,000 so far this year to the Center City District Foundation in response to the campaign. While the purpose is not to raise money, but rather to educate the public about better ways to help, the

contributions will be used to provide employment opportunities for disadvantaged individuals and to support needed social services at Philadelphia's Community Court.

Dozens of Real Change flyers and posters are on display throughout Center City at offices, restaurants and retail locations, thanks to the cooperation of the Center City Proprietors Association, Rittenhouse Row and the Philadelphia chapter of the Building Owners and Managers Association.

To learn more about the campaign, and how you can help, log on to www.centercityphila.org. Contributions to the Center City District Foundation are fully tax-deductible and may be sent to: the Center City District Foundation, 917 Filbert St., Philadelphia, PA 19107.

A Change of Command

Police Commissioner Sylvester Johnson recently hand picked Lt. William P. Schmid, the longtime commanding officer of the Center City District Police Substation, for a new assignment with the Philadelphia Police Department. Lt. Michael Brady was named to replace Lt. Schmid.

"Center City has enjoyed a steady drop in crime for many years now, thanks to the exemplary police work at the Center City District Police Substation, under the command of Bill Schmid," said CCD executive director Paul R. Levy. "Bill is a tireless innovator committed to public safety in Center City. We wish him well."

Lt. Schmid, who was with the Center City District since 1991, was a key architect of the unique partnership between the CCD and the Philadelphia Police, including twice-daily joint roll calls between the police foot patrol and bicycle officers assigned to the substation and the CCD's community service representatives.

In establishing the city's first bicycle patrol, Lt. Schmid pioneered a deployment plan involving the tactical use of bicycles. He was instrumental in establishing the highly effective Center City Pickpocket Detail, and helped lead the way in Philadelphia's use of computerized mapping as a tool to identify crime patterns and locations.

Lt. Schmid established close working relationships with building owners and managers, business leaders, store-owners, the Philadelphia Convention and Visitors Bureau and the Pennsylvania Convention Center Authority.

In his new assignment, Lt. Schmid is heading a new narcotics strike force, the first of its kind to operate as a tactical bicycle squad.

Lt. Mike Brady joined CCD from the 24th District. Lt. Brady has been on the force for 14 years and he looks forward to the challenge of heading up the Center City District Police Substation.



Lt. Mike Brady, left, and Lt. Bill Schmid.



A Brighter Holiday Season

The downtown office district is brighter this holiday season, with the completion of the Center City District's latest lighting improvement project. Since June, the CCD has installed 226 new pedestrian lights on West Market Street and JFK Boulevard between City Hall and the Schuylkill River, more than doubling the level of sidewalk illumination. In addition, 61 new roadway-scale lights are brightening the streets. Generous contributions from the City of Philadelphia and PECO Energy helped make the \$3 million project possible. Since 1996, the CCD has helped illuminate downtown streets with 1,474 pedestrian lights, making Center City brighter and safer for workers, residents and visitors.

Welcome to the CCD's Newest CSRs



The CCD's new community service representatives, from left, Nico Middleton, Gregory De Vita, Gwendolyn Smith, Terrance Keene and Donald Outterbridge.

The Center City District recently graduated a new class of community service representatives, who are now patrolling Center City streets in the CCD's familiar teal uniform. CSRs receive six weeks of training, consisting of three weeks of classroom instruction, and three weeks on patrol under the direction of a veteran CSR. Training includes hospitality, customer service, patrol methods and reporting procedures with regard to crime and public space issues. In addition, all CSRs are first aid and CPR certified. CSRs work closely with the Philadelphia Police Department acting as their eyes and ears, while providing hospitality services to downtown visitors, workers and residents.

CCD Provides Hospitality Training

William P. Hughes Sr., the Center City District's director of community service representatives, and Tonimarie Nazzario, human resources manager, were in St. Louis recently to train the on-street cleaning operation for the Downtown St. Louis Partnership. The one-day workshop focused on hospitality, courtesy and presentation. The CCD is a national model among business improvement districts for its emphasis on customer service and hospitality, and St. Louis is just the latest BID to benefit from the CCD's customer service training program.

C E N T E R C I T Y D I G E S T

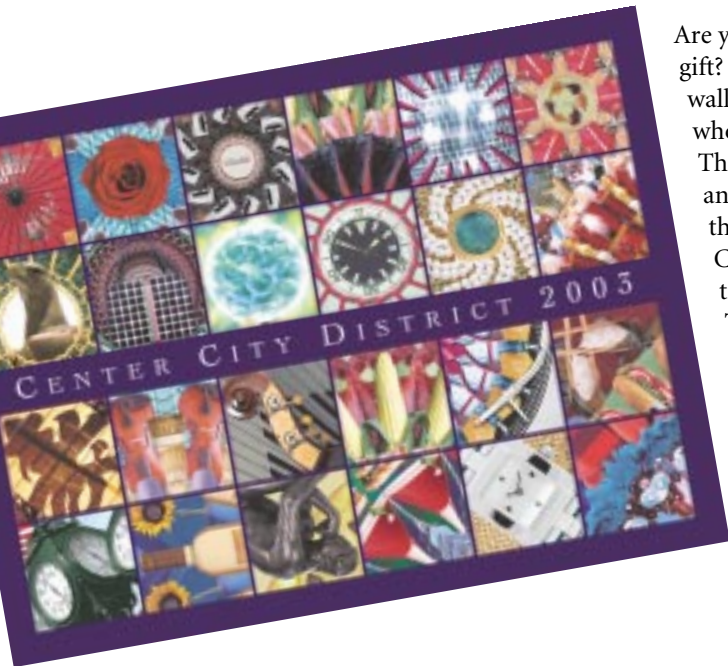
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Introducing the 2003 Center City District Calendar



Are you looking for a unique holiday gift? The 2003 Center City District wall calendar is perfect for everyone who loves Center City Philadelphia. The calendar features the colorful and original kaleidoscopic designs that have been the basis for the CCD's highly successful advertising campaign this past year. The Weightman Group, a Center City advertising firm, designed the ads for the CCD.

The vibrant calendar is available for \$15, plus \$1.75 for shipping and handling.

Revenues in excess of expenses will go to the Philadelphia Community Court, which addresses quality-of-life crimes in Center City. (See story on page 1.) To view the calendar cover or to download an order form, visit www.centercityphila.org or call 215.440.5500. Calendars are also available at Center City retailers including AIA Bookstore, Tower Records and Video, Afterwords and Borders Books and Music. Supplies are limited.

The *Center City Digest* is a publication of the Center City District (CCD), a private-sector sponsored municipal authority committed to providing supplemental services that make Philadelphia's downtown clean, safe and attractive; and of Central Philadelphia Development Corporation (CPDC) with over 40 years of private-sector commitment to the revitalization of downtown Philadelphia.