



Center City District Street Cleaning | Matt Stanley

# CENTER CITY DISTRICT

For 27 years, the Center City District has worked in tandem with Central Philadelphia Development Corporation to ensure that Center City is clean, safe, and attractive and to serve as a vehicle for private sector research, advocacy and leadership in guiding development and public-private investment in the downtown.

Within the district, there are 138 uniformed sidewalk cleaners and supervisors working seven days a week, cleaning sidewalks and removing graffiti and thousands of stickers and posters from ground floor façades, light poles, buildings and street furniture. Additionally, they are responsible for the cleanliness of all CCD parks and, through contracts with SEPTA, they clean and maintain the Suburban and Jefferson rail stations. Through contracts with civic associations, they also clean four surrounding residential neighborhoods. As a result of their work, two-thirds of respondents to the CCD's 2017 customer satisfaction survey rated Center City as 'much cleaner' than other Philadelphia neighborhoods.

The CCD deploys 42 uniformed Community Service Representatives (CSRs) who work in partnership with the Philadelphia Police Department to serve as eyes on the

street, to provide hospitality services to visitors, workers, and residents, and to offer outreach services to the homeless. Since 1993, the combined deployment of more than 110 public and private uniformed security has contributed to a 44% reduction in the number of serious crimes in the district, including an 86% drop in thefts from autos. CSRs also engaged in 159,342 sustained conversations with individuals within the district in 2017. Overwhelmingly, these conversations provided information and directions, but a full 15% were related to public safety and security issues.

Eighty percent of respondents to the customer satisfaction survey noted they feel safe while in Center City. Among the top priorities for improving safety downtown are a reduction in the number of panhandlers and individuals sleeping on the street.

Through consumer marketing, the CCD works year-round to position Center City as the region's premier retail destination. During typically slow weeks in midwinter and at the end of summer, Center City District's *Restaurant Week*, with its specially-priced offerings, draws huge volumes of city and suburban residents as well as students. Diners spent more than \$22 million at participating restaurants in 2017, reflecting

the popularity of the program and its impact on the local economy. In 2017, the CCD also launched *Shop Center City*, a campaign that promotes Center City’s unique retail offerings to local shoppers in order to increase market share and sales at downtown stores ([www.shopcentercityphilly.com](http://www.shopcentercityphilly.com)).

The CCD continues to maintain and update \$146 million in capital improvements it has made to the District in the last two decades. This includes the cleaning and updating of 646 pedestrian and vehicular directional signs, 240 transit portal signs, 85 bus shelter maps, and 55 interpretive signs along the Benjamin Franklin Parkway. The CCD also ensures Center City is well-lit, maintaining 237 of the 2,189 pedestrian light poles installed in the district (the Philadelphia Streets Department services the remainder). Twenty-three sculptures, 12 Parkway building façades, and 12 Avenue of the Arts color-changing building façades are all illuminated and maintained through CCD investments.

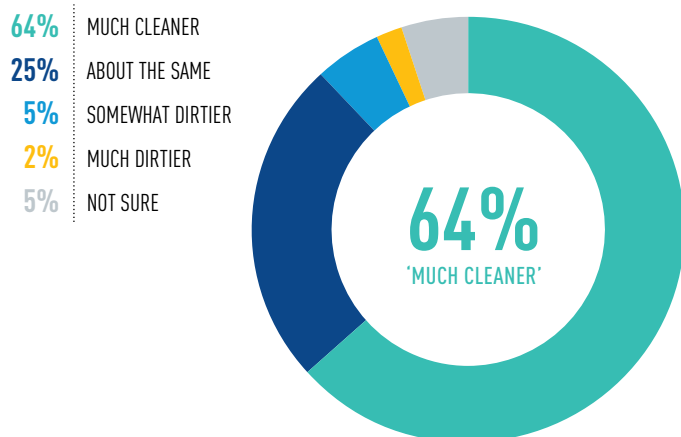
The CCD also maintains 750 trees, including 154 in CCD’s four parks, and maintains 323 planters on-street and within CCD parks. In 2017 CCD also planted 260 vines, shrubs and perennials and 4,600 bulbs in its parks.

Center City District’s four parks all experienced growth in the number of events held in their spaces during 2017. John F. Collins Park saw the largest jump in events attendance with the addition of the Chaddsford Wine Garden on Fridays throughout the summer. Dilworth Park hosted over 200 events in 2017,

ranging from brand activations, awareness programming for nonprofit organizations, gardening workshops for adults and children, and free group fitness sessions. Dilworth Park was visited by more than 10 million people in 2017, including a record-breaking 1,272,590 visitors in the month of December alone. During the winter season, 58,000 skaters enjoyed the Rothman Institute Ice Rink, and another 210,000 visitors explored the America’s Garden Capital Maze. New in 2017 at Dilworth Park was the Deck the Hall Light Show presented by Independence Blue Cross and co-produced by 6abc. Designed by Klip Collective, the West Market Street portal of City Hall was illuminated and with a choreographed light show to welcome the holiday season. The new attraction helped Dilworth Park, which was a barren plaza devoid of visitors prior to its renovation in 2012, experience its highest-ever average weekend pedestrian counts to date.

In 2018, the CCD Foundation (CCDF) is fundraising for the completion of Phase I of the Rail Park opening and the public art installation, *Pulse* at Dilworth Park. The CCDF is the fundraising affiliate of the CCD that further enables the CCD’s commitment to Center City’s public spaces. For more information on CCDF’s initiatives, visit [www.supportccdf.org](http://www.supportccdf.org).

### CLEANLINESS OF CENTER CITY SIDEWALKS VS. OTHER PARTS OF PHILADELPHIA



Source: 2017 Customer Satisfaction Survey, Center City District

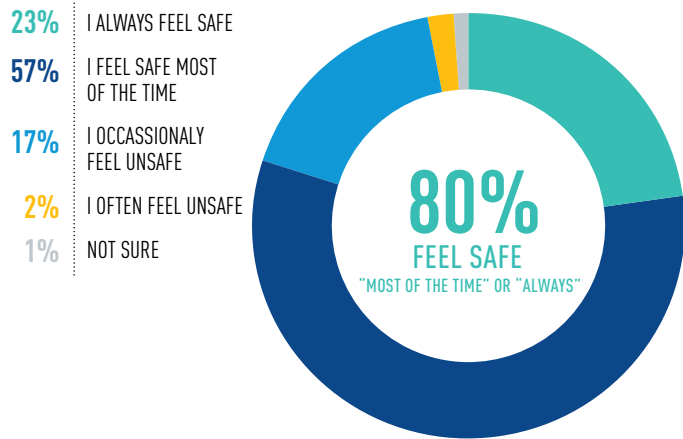


**138**  
UNIFORMED CLEANING  
PERSONNEL AND SUPERVISORS



**394**  
GRAFFITI TAGS REMOVED  
FROM BUILDING FAÇADES

PERCEPTIONS OF SAFETY IN CCD



Source: 2017 Customer Satisfaction Survey, Center City District

CENTER CITY HAS EXPERIENCED A SIGNIFICANT REDUCTION IN CRIME IN THE LAST 23 YEARS

(23-YEAR CHANGE, 1993-2017)

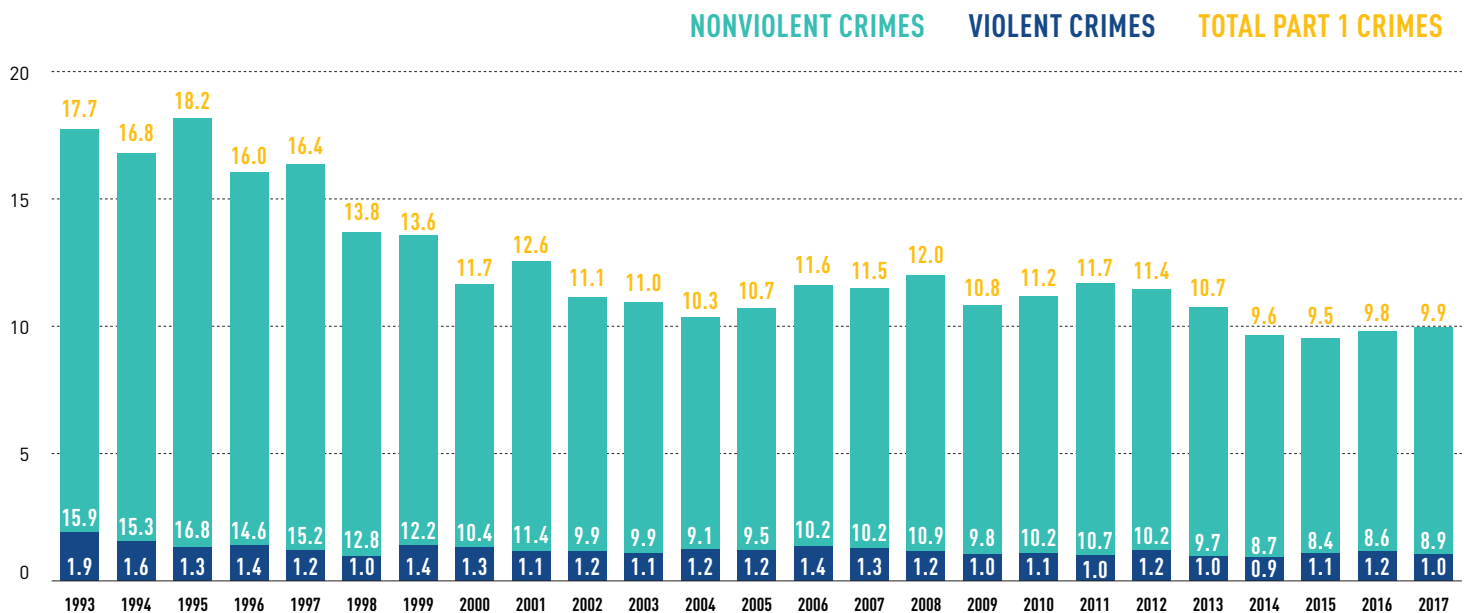


**-86%** THEFT FROM AUTO

**-42%** RETAIL THEFT

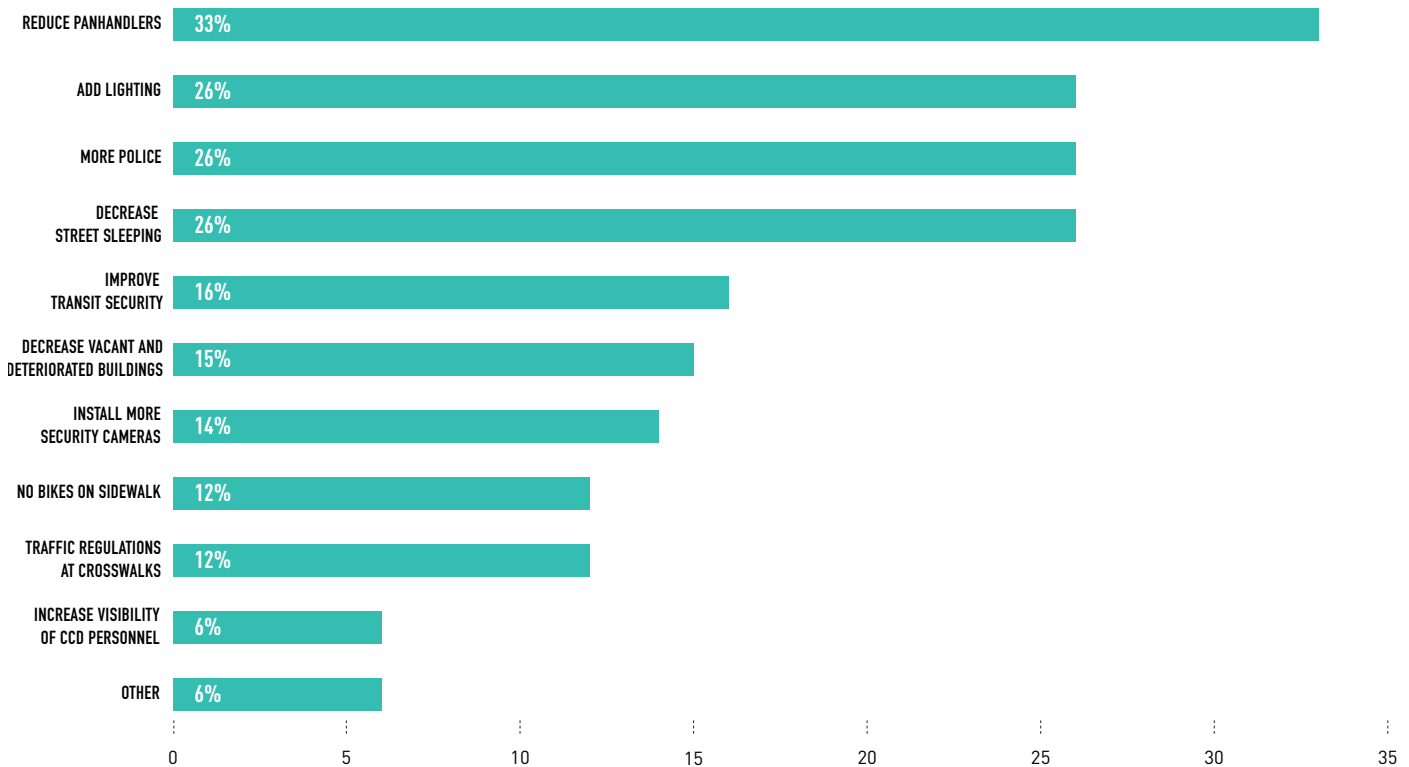
**-44%** SERIOUS CRIMES

PART 1 CRIMES PER DAY IN THE CENTER CITY DISTRICT, 1993-2017



Source: Philadelphia Police Department

## SUGGESTED CHANGES TO IMPROVE SAFETY IN CENTER CITY



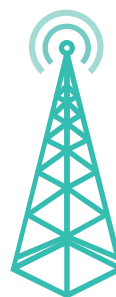
Source: 2017 Customer Satisfaction Survey, Center City District

## COMMUNITY SERVICE REPRESENTATIVE CONTACTS

- 74.4% HOSPITALITY/ AMBASSADOR
- 14.6% SECURITY/ SAFETY
- 10.0% HOMELESS/ PANHANDLERS
- 0.8% PUBLIC SPACE
- 0.1% BUSINESS CONTACT
- 0.1% FIRST AID/MEDICAL



Source: 2017 Daily Activity Logs, Center City District



**225**

ALERTS SENT

**3,765**

INDIVIDUALS, BUSINESSES OR ORGANIZATIONS RECEIVING ALERTS



**110+**

POLICE OFFICERS AND COMMUNITY SERVICE REPRESENTATIVES STAND JOINT ROLL CALL AND COORDINATE DEPLOYMENT

## CENTER CITY DISTRICT STREETSCAPE ASSETS, 2017



### 1,313 LANDSCAPING

- 750 STREET TREES
- 323 PLANTERS
- 86 HANGING BASKETS
- 154 TREES IN 4 PARKS



### 1,283 SIGNS

- 430 PEDESTRIAN DIRECTIONAL SIGNS
- 257 DISKMAP SIGNS
- 240 TRANSIT PORTAL SIGNS AT 84 PORTAL ENTRANCES
- 216 VEHICULAR DIRECTIONAL SIGNS
- 85 BUS SHELTER MAP SIGNS
- 55 PARKWAY INTERPRETIVE SIGNS



### 3,482 ART IN TRANSIT ADS

- 3,164 BANNERS
- 168 POSTERS
- 150 DIGITAL PROMOTIONS INSTALLED



### 1,090 STREET FURNITURE

- 45 ADJUSTABLE HONOR BOX CORRALS
- 27 FIXED (IN-GROUND) HONOR BOX CORRALS
- 17 ON-STREET BIKE RACKS
- 32 PARK BIKE RACKS
- 31 PARK BENCHES
- 766 ON-STREET BOLLARDS
- 18 STREETSCAPE BENCHES
- 154 BANNER POLES



### 2,900 LIGHT FIXTURES

- 2,189 PEDESTRIAN LIGHT POLES\*
- 75 CITY HALL LIGHTING - 10 LOCATIONS
- 64 LIGHT FIXTURES ILLUMINATING 23 SCULPTURES
- 12 LIGHTED PARKWAY BUILDING FAÇADES
- 446 LIGHT FIXTURES ON 12 AVENUE OF ARTS BUILDING FAÇADES
- 114 LIGHT FIXTURES ILLUMINATING 3 UNDERPASSES

\*Reflects total number of pedestrian light poles installed since 1996. Of these, CCD maintains 237 light poles. The remainder are maintained by the Philadelphia Streets Department.

## CENTER CITY DISTRICT STREETSCAPE MAINTENANCE, 2017

### STREET LANDSCAPING

Trees Pruned	185
Trees Replaced	57
Shrubs, Perennials, & Vines Planted	260
Bulbs Planted	4,600

### LIGHTING

Pedestrian Light Poles Repaired	5
Pedestrian Poles Relamped	45
Parkway Sculpture Lights Relamped	16
Parkway Façade Lights Replaced	5
Avenue of the Arts Façade Light Fixtures Replaced	12

### SIGNS

Wayfinding Signs Cleaned	241
Wayfinding Signs Replaced	2
Wayfinding Signs Updated	21
Transit Portal Signs Cleaned	57
Parkway Signs Cleaned	26
Bus Shelter Signs Cleaned	26

### CCD PARKS

Shrubs, Perennials, & Grasses Planted	2,730
Trees Planted	18
Trees Pruned	70
Bulbs Planted	19,200
Benches Refurbished	31

### OTHER

Newspaper Corrals Serviced	116
Pedestrian Poles Cleaned	48
Bike Racks Cleaned	12
Bus Shelter Signs Installed	26
Streetscape Benches Cleaned	6
Planter Pots Cleaned (Graffiti)	6
Bollards Cleaned	14
Banner Poles Reinstalled/Replaced	3
Banner Poles Cleaned	57
Big Belly Trash Cans Cleaned	3,094

Source: Center City District

# EVENTS HOSTED IN CENTER CITY DISTRICT PARKS IN 2017

<b>DILWORTH PARK</b>	<b>72</b>
Social (Tented)	12
Brand Activation	28
Community Access Program	15
Other	17
<b>SISTER CITIES PARK</b>	<b>12</b>
Athletic	6
Picnic Permit	3
Social	3
<b>JOHN F. COLLINS PARK</b>	<b>33</b>
Wine Garden	16
Wedding/Engagement	13
Social	3
Brand Activation	1

Source: Center City District

IN 2017, DILWORTH PARK HOSTED 59 PUBLIC EVENTS AND 13 PRIVATE EVENTS THAT CLOSED A PORTION OF THE PARK FOR ONLY 3.5% OF THE PRIME, OPEN HOURS OF THE PARK BETWEEN 9 A.M. AND 7 P.M.



Dilworth Park, Rothman Institute Ice Rink, 2017 | Matt Stanley



**58,000 ICE SKATERS**

AT DILWORTH PARK IN 2017

**ANNUAL VISITORS TO DILWORTH PARK**

**2015: 8,698,000**

**2016: 9,621,200**

**2017: 10,036,200**



**210,000 VISITORS**

TO AMERICA'S GARDEN CAPITAL  
MAZE AT DILWORTH PARK IN 2017



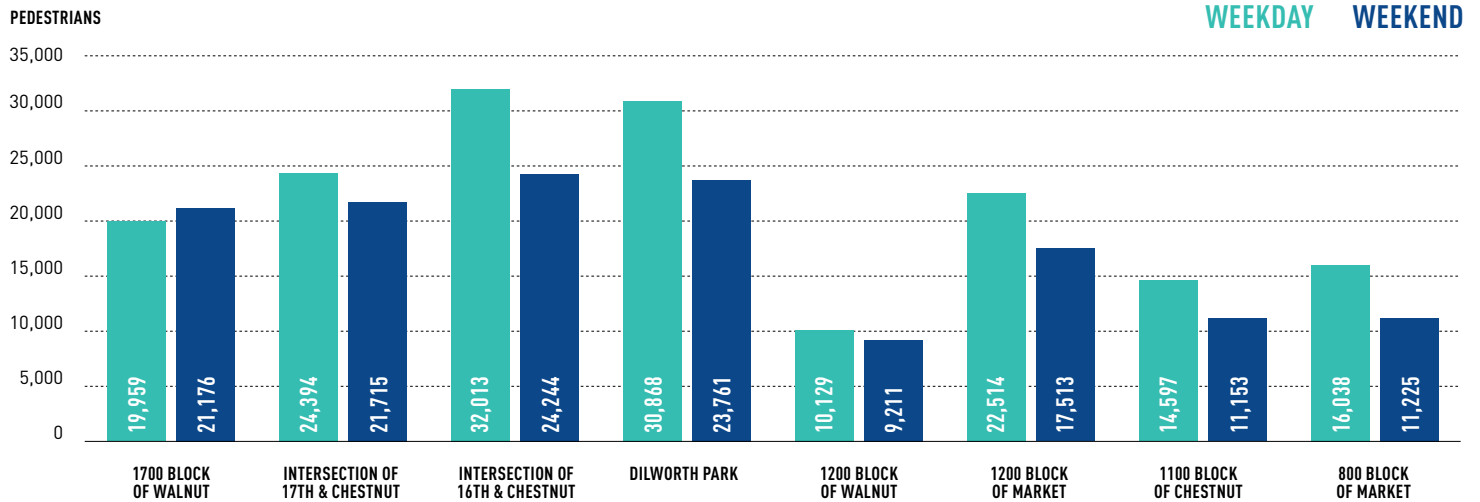
**41,647 PEDESTRIANS**

PER WEEKEND DAY ENTERED  
DILWORTH PARK IN DECEMBER 2017



Dilworth Park, Winter 2017 | Peter Tobia

## AVERAGE DAILY PEDESTRIAN ACTIVITY BY WEEKDAY/WEEKEND, 2017



Source: Eco-Counter, Placemeter and Motionloft Pedestrian Counts; Center City District



**70% OF SURVEY RESPONDENTS**

COME TO CENTER CITY TO DINE; 57% COME TO SHOP; AND

MORE THAN HALF COME TO VISIT CULTURAL INSTITUTIONS AND EVENTS



**CENTER CITY DISTRICT'S RESTAURANT WEEK GENERATED \$22M IN ECONOMIC IMPACT FOR CENTER CITY**



## CENTER CITY DISTRICT CAPITAL INVESTMENTS, 1997-2017

PROJECT	YEAR	CCD FUNDS	FEDERAL	CITY	STATE	FOUNDATIONS	OTHER DONORS	TOTAL
Center City Streetscape	1997-98	\$21,000,000		\$5,000,000				\$26,000,000
Market East Streetscape	2000			\$7,500,000				\$7,500,000
Office District Lighting	2002	\$2,300,000		\$400,000			\$300,000	\$3,000,000
City Hall Façade Lighting	2004	\$135,000		\$140,000			\$525,000	\$800,000
Logan Circle Pedestrian Access	2004					\$1,500,000		\$1,500,000
Parkway Lighting	2004-05				\$2,220,000	\$3,000,000	\$30,000	\$5,250,000
3 Parkway Plaza, Phase I	2005						\$450,000	\$450,000
City Hall Holiday Lighting	2005	\$400,000						\$400,000
Pedestrian Lighting	2005	\$1,250,000		\$400,000		\$35,000	\$215,000	\$1,900,000
Bus Shelter Signs	2006-07				\$109,200			\$109,200
Aviator Park	2006-07		\$1,750,000					\$1,750,000
Dilworth Plaza, Design	2006-10	\$1,555,900				\$1,701,900	\$151,500	\$3,409,300
City Hall Portal Lighting	2007			\$125,000				\$125,000
Honor Box Corrals	2007	\$14,000					\$86,000	\$100,000
Parkway Signs	2007			\$2,600		\$450,000	\$70,000	\$522,600
Pedestrian Lighting	2007	\$347,000		\$390,000			\$365,000	\$1,102,000
Sculpture Lighting	2007					\$10,000		\$10,000
South Broad Lighting, Phase I-IV	2007-12				\$350,000	\$1,219,000	\$1,015,900	\$2,584,900
3 Parkway Plaza, Phase II	2008	\$516,000			\$1,320,000		\$42,000	\$1,878,000
Transit Portal Signs, Phase I-IV	2008-13	\$146,200			\$433,300	\$587,000	\$514,100	\$1,680,600
2nd Street Civic Improvements	2009			\$955,000				\$955,000
Chestnut Park, Phase I	2009					\$91,900		\$91,900
Delaware River Trail	2009			\$250,000		\$323,000		\$573,000
TreeVitalize	2009				\$100,000			\$100,000
Chestnut Park, Phase II	2010					\$210,500		\$210,500
Sister Cities, Phase I	2010	\$66,100					\$186,500	\$252,600
LED Lighting 21st, 22nd, 23rd Street Underpasses	2010-11	\$94,000					\$40,000	\$134,000
Chestnut/John F. Collins Park	2011	\$14,700				\$190,000	\$1,400	\$206,100
Sister Cities, Phase II	2011	\$53,700	\$388,700		\$1,985,900	\$393,700		\$2,822,000
Pedestrian Lighting	2011-12	\$196,400		\$1,788,700			\$405,900	\$2,391,000
Dilworth Park, Design & Construction	2011-14	\$15,764,230	\$15,000,000	\$5,750,000	\$16,350,000	\$1,826,285	\$6,066,226	\$60,756,741
Reading Viaduct, Phase 1	2011-14	\$75,631		\$750,000		\$32,649		\$858,280
John F. Collins Park	2012	\$8,733						\$8,733
Sister Cities, Phase III Completion	2012-13	\$153,600	\$1,117,100		\$503,900	\$551,900	\$10,000	\$2,336,500
City Hall Lighting Improvement	2012-14			\$142,332				\$142,332
Bus Shelter Signs	2013				\$46,238			\$46,238
Pedestrian Lighting	2014			\$30,820				\$30,820
Dilworth Park Construction	2015	\$2,088,811			\$23,801	\$28,055		\$2,140,667
City Hall Gates	2015	\$2,393		\$1,425,435		\$50,000		\$1,477,828
City Hall Gates Lighting	2016			\$228,500			\$414,717	\$643,217
Rail Park Phase 1	2015-17			\$2,800,000	\$4,125,300	\$2,447,500	\$723,173	\$10,095,973
City Hall Gates Lighting	2017			\$286,777				\$286,777
Dilworth Park - Pulse	2017						\$10,000	\$10,000
<b>TOTAL</b>		<b>\$46,182,398</b>	<b>\$18,255,800</b>	<b>\$28,365,164</b>	<b>\$27,567,639</b>	<b>\$14,648,389</b>	<b>\$11,622,416</b>	<b>\$146,641,806</b>

Source: Center City District