

COUNCIL OF THE CITY OF PHILADELPHIA
COMMITTEE OF THE WHOLE

Room 400, City Hall
Philadelphia, Pennsylvania
Tuesday, April 14, 2015
10:35 a.m.

PRESENT:

COUNCIL PRESIDENT DARRELL L. CLARKE
COUNCILWOMAN JANNIE BLACKWELL
COUNCILMAN W. WILSON GOODE, JR.
COUNCILMAN WILLIAM K. GREENLEE
COUNCILMAN BOBBY HENON
COUNCILMAN CURTIS JONES, JR.
COUNCILMAN ED NEILSON
COUNCILMAN DENNIS O'BRIEN
COUNCILMAN DAVID OH
COUNCILMAN BRIAN J. O'NEILL
COUNCILWOMAN MARIA D. QUINONES-SANCHEZ
COUNCILMAN MARK SQUILLA
COUNCILWOMAN MARIAN B. TASCO

BILLS 150162, 150163, and 150164
RESOLUTION 150179

- - -

1
2 COUNCIL PRESIDENT CLARKE: Good
3 morning. Good morning, everyone. This
4 is the public hearing on the Committee of
5 the Whole regarding Bills No. 150162,
6 150163, 150164, and Resolution No.
7 150179.

8 Ms. Lewis, please read the
9 titles of the bills and resolution.

10 MS. LEWIS: Bill No. 150162, an
11 ordinance to adopt a Capital Program for
12 the six Fiscal Years 2016 through 2021
13 inclusive.

14 Bill No. 150163, an ordinance
15 to adopt a Fiscal 2016 Capital Budget.

16 Bill No. 150164, an ordinance
17 adopting the Operating Budget for Fiscal
18 Year 2016.

19 And Resolution 150179,
20 providing for the approval by the Council
21 of the City of Philadelphia of a Revised
22 Five Year Financial Plan for the City of
23 Philadelphia covering Fiscal Years 2016
24 through 2020, and incorporating proposed
25 changes with respect to Fiscal Year 2015,

1 4/14/15 - WHOLE - BILL 150162, etc.
2 which is to be submitted by the Mayor to
3 the Pennsylvania Intergovernmental
4 Cooperation Authority (the "Authority")
5 pursuant to the Intergovernmental
6 Cooperation Agreement, authorized by an
7 ordinance of this Council approved by the
8 Mayor on January 3rd, 1992 (Bill No.
9 1563-A), by and between the City and the
10 Authority.

11 COUNCIL PRESIDENT CLARKE:

12 Thank you. Today we continue the public
13 hearing of the Committee of the Whole to
14 consider various bills read by the Clerk
15 that constitute proposed operating and
16 capital spending measures for Fiscal
17 2016, a Capital Program and a
18 forward-looking Capital Plan for Fiscal
19 2016 through Fiscal 2021.

20 I'd ask that the Administration
21 please come forward.

22 (Witnesses approached witness
23 table.)

24 COUNCIL PRESIDENT CLARKE: And
25 for the record, today we will have the

1 4/14/15 - WHOLE - BILL 150162, etc.
2 City Representative, Commerce and OEO,
3 OIT, and Planning Commission will testify
4 today.

5 MS. BELL: Good morning,
6 President Clarke --

7 COUNCIL PRESIDENT CLARKE: Good
8 morning. How are you?

9 MS. BELL: -- and members of
10 the City Council. I'm joined this
11 morning with my two deputies, Elka Battle
12 Murillo, recently married, and Margaret
13 Hughes. I'm City Representative Desiree
14 Peterkin Bell and I'm pleased to appear
15 on behalf of the Office of the City
16 Representative's FY16 operating budget
17 request of \$1,333,931. This number
18 represents an increase of \$45,080
19 attributed to the 1.1 salary increase
20 provided through the City labor agreement
21 signed in FY15.

22 The Office of the City
23 Representative maintains a diverse
24 workforce and was one of four City
25 departments profiled as departments

1 4/14/15 - WHOLE - BILL 150162, etc.
2 making a difference in the Fiscal 2014
3 annual report released by the Mayor's
4 Office of Economic Opportunity.

5 COUNCIL PRESIDENT CLARKE:
6 Great.

7 MS. BELL: The OCR has exceeded
8 the Administration's FY15 goal of 30
9 percent for M/W/DSBE participation with
10 an average participation rate of 47
11 percent.

12 The OCR-produced Wawa Welcome
13 America Festival reports an FY15
14 participation rate of 48 percent and the
15 Gore-Tex Philadelphia Marathon accounts
16 for a total of 44 percent in M/W/DSBE
17 contracting. We will work to increase
18 the participation rates even more going
19 forward.

20 OCR produces and markets City
21 events such as Wawa Welcome America and
22 the Gore-Tex Philadelphia Marathon that
23 attracts millions of visitors to
24 Philadelphia each year. These events
25 were a major factor influencing the

1 4/14/15 - WHOLE - BILL 150162, etc.
2 International Festival and Events
3 Association designation of Philadelphia
4 as a 2014 World Festival and Event City
5 for Excellence in Event Management.

6 The OCR works with external
7 marketing agencies and internal City
8 departments to create and promote events
9 that attract businesses, visitors, and
10 new residents. The OCR's program, The
11 Philadelphia Collection, works to make
12 every neighborhood a community of choice,
13 showcasing fashion design and promoting
14 retail throughout Philadelphia. Since
15 TPC's inception in 2010, the program has
16 earned editorial media worth of 1.2
17 million in ad value and 3.8 million in
18 publicity value. The TPC's effort
19 contributed in part to Conde Nast
20 Traveler naming Philadelphia for the
21 first time the number two shopping
22 destination in the world in January 2015.

23 The OCR works to enhance the
24 quality of life for our citizens with
25 local programming such as the Mayor's

1 4/14/15 - WHOLE - BILL 150162, etc.
2 annual holiday tree lighting, which
3 returned to City Hall this past December.
4 A lineup of young community-based
5 performers appeared on stage alongside
6 international Grammy Award winner
7 Estelle. Broadcast partner 6ABC carried
8 the program live for the first time in
9 history of the event, reaching a regional
10 audience of nearly half a million
11 viewers. We are very excited to announce
12 that PVI 6ABC will renew its broadcast
13 partnership for the 2015 Mayor's holiday
14 tree lighting.

15 The OCR was instrumental in
16 securing the City's bid to host the DNC
17 in 2016, which is expected to draw
18 intensive national and international
19 media and place Philadelphia once again
20 on the world stage as the next possible
21 President of the United States is
22 nominated.

23 Other OCR-supported events that
24 have recently placed Philadelphia in a
25 national spotlight include October 2014

1 4/14/15 - WHOLE - BILL 150162, etc.
2 inaugural edition of Forbes Under 30
3 Summit. The 2015 Under 30 Summit is
4 expected again to be the largest
5 gathering of vanguard millennials in the
6 world, joining millennials from
7 significant countries.

8 The 2015 Forbes Summit
9 introduces enhanced programming to
10 involve 100 highly successful conference
11 participants and presentations to engage
12 and motivate students within Philadelphia
13 public schools on an entrepreneurial
14 path, a highly valuable investment in the
15 future of our children.

16 The OCR was instrumental in the
17 editorial development of a Forbes
18 Magazine Philadelphia supplement with an
19 advertising value of \$900,000 that
20 generated 6.7 million impressions --
21 that's eyeballs -- among Forbes readers.

22 The OCR is also pleased to
23 announce that in January of this year,
24 the industry leader competitor.com named
25 Gore-Tex Philadelphia Marathon the best

1 4/14/15 - WHOLE - BILL 150162, etc.
2 marathon in the Mid-Atlantic region as
3 polled by its readers. The marathon is
4 focused on closing the income gap in
5 Philadelphia by employing Philadelphia
6 residents and deploying the volunteer
7 workforce of the City's RISE initiative
8 through marathon weekend. This past
9 November, the marathon sold out its
10 entire hotel room block and brought
11 increased business in Philadelphia
12 restaurants with its Dine Around series.
13 This revenue boost adds to the
14 hospitality industry's ability to
15 increase job creation for low- to
16 mid-level income residents who may work
17 or be looking to work in the hospitality
18 industry.

19 The Philadelphia hospitality
20 industry employs approximately 63,000
21 Philadelphia residents, about 10 percent
22 of the City's total population in the
23 industry, and continues to lead growth
24 potential, second only to health care and
25 education.

1 4/14/15 - WHOLE - BILL 150162, etc.

2 The OCR looks forward to
3 welcoming everyone to Wawa Welcome
4 America June 27th through July 4th, 2015.
5 Last year, Vice President Joe Biden
6 joined our Celebration of Freedom
7 ceremony on July 4th. This year the
8 Celebration of Freedom joins the Mayor's
9 Office of Multicultural Affairs, the
10 Office of LGBT Affairs to salute landmark
11 events in the history of the American
12 Civil Rights Movement, including the 50th
13 anniversary of the protest marches in
14 Selma, the passage of the Voting Rights
15 Act of 1965, and the LGBT civil rights
16 movement launch at Independence Hall on
17 July 4th, 1965. The program will also
18 include a naturalization ceremony to
19 welcome some of America's and
20 Philadelphia's newest citizens.

21 In the next few weeks, we'll
22 announce the lineup of our talent of
23 Philly 4th of July Jam as well as Wawa
24 Welcome America events taking place
25 throughout the City. We look forward to

1 4/14/15 - WHOLE - BILL 150162, etc.
2 providing that breaking information to
3 Council. Wawa Welcome America invests in
4 our children through its popular Go 4th
5 and Learn reading education series hosted
6 by cultural institutions and parks
7 throughout the City and showcases City
8 neighborhoods as community of choice by
9 working with the City of Philadelphia's
10 Mural Arts Program on Community Paint
11 Day. We invite Council, please, to
12 contact OCR with any suggestions on how
13 their communities might participate in
14 Wawa Welcome America events this summer,
15 as well as to ask you to encourage your
16 residents from your district to contact
17 us for exciting career opportunities. We
18 need all the volunteers we can get. So
19 that e-mail is
20 information@wawawelcomeamerica.com.

21 These are just a few highlights
22 from the OCR's published testimony.
23 Thank you for the opportunity to present
24 this testimony in person today, and I
25 welcome any questions and comments from

1 4/14/15 - WHOLE - BILL 150162, etc.
2 Council.

3 COUNCIL PRESIDENT CLARKE:

4 Thank you very much for your testimony.
5 I had a couple of questions, and to some
6 degree you've preempted some of our
7 questions. You see these boards behind
8 us. We talk about them every -- I guess
9 people have been saying that Clarke is
10 going to have those boards down there.
11 So you did reference some of the key
12 things. You talked about every
13 neighborhood a community of choice.
14 That's very important, and I'm happy to
15 see that you have not only referenced
16 certain festivals or activities in
17 neighborhoods, but are actually reaching
18 out, soliciting input from, I guess,
19 members of Council and everyone to talk
20 about events in neighborhoods.
21 Strawberry Mansion Festival, second week
22 in September, just to give you a
23 heads-up. We'll be reaching out on that
24 one.

25 MS. BELL: Got it.

1 4/14/15 - WHOLE - BILL 150162, etc.

2 COUNCIL PRESIDENT CLARKE: So
3 I'm happy to hear that.

4 You also reference your
5 commitment to children as it relates to
6 your office. It's important to
7 understand and we do know with the cost
8 driver as it relates to revenue and
9 tourism is traditionally Center City or
10 other major nodes, but the simple reality
11 is that neighborhoods in other cities and
12 particularly this city have some really
13 special things. I think a lot of people
14 really want to come and really get a
15 sense of the fabric of the entire City.
16 So our ability to promote those
17 neighborhoods.

18 I know I probably have some
19 folks here -- I see a couple folks from
20 Commerce that at Broad and Erie, the
21 business association up there developed
22 their website, and the website is pretty
23 awesome where they actually reference
24 every single restaurant and retail
25 activity on there, and they did it by

1 4/14/15 - WHOLE - BILL 150162, etc.
2 themselves. It was quite impressive. So
3 those are the kind of things that I think
4 that we can ask you to be helpful on.

5 MS. BELL: Definitely.

6 COUNCIL PRESIDENT CLARKE: I
7 got a question with respect to your role,
8 promotion and marketing of the cultural
9 assets of the City and promotion and
10 marketing of the City in general, and the
11 most significant revenue generated to
12 support that is obviously the hotel tax
13 revenue.

14 Can you tell me how you all
15 make a determination in terms of revenue
16 to provide those organizations since we
17 have two in particular who are thrust
18 with that role. And then a follow-up
19 question, do you have recommendations on
20 how those two organizations should
21 function as we move ahead.

22 MS. BELL: Right. So I'll
23 answer the first question first, which is
24 so creating new events and highlighting
25 the City the way we try to highlight the

1 4/14/15 - WHOLE - BILL 150162, etc.
2 City, so for the first time we have Made
3 in America. So we're now on -- I think
4 we're in our third year of Made in
5 America. And so those are hotel rooms
6 that didn't exist previously that will
7 add to both organizations.

8 We also have Forbes 30 Under
9 30, which is a new event of new people
10 coming into the City for the second time
11 in a row where people are actually using
12 hotel rooms. So part of how we see our
13 role is how do we enhance Philadelphia's
14 brand to increase the number of events so
15 that people are putting heads in beds.
16 So that's one.

17 And then to answer your second
18 question, I serve on both Boards. I see
19 a role for both organizations, and we
20 partner very, very well with both,
21 whether it's with the World Meeting of
22 Families, which is a convention, and
23 working with PHLCVB or working with
24 PHLCVB to get the DNC. Visit Philly was
25 also very helpful in helping us to make

1 4/14/15 - WHOLE - BILL 150162, etc.
2 the case for the DNC as well.

3 And so I think there's a role
4 for both organizations. I serve right
5 now on both Boards, and they bring
6 significant value to the City and we
7 partner with them, and OCR actually needs
8 to partner with both organizations both
9 from a marketing perspective, whether
10 it's Visit Philly or if it's even luring
11 some big conventions like BIO or the
12 NAACP, which is going to be taking place
13 here in July. I think their dates are
14 the second week in July, which is going
15 to have their annual convention here.

16 COUNCIL PRESIDENT CLARKE:

17 Okay. As you know, there's this
18 conversation about whether or not they
19 should merge, and Council has formed an
20 initiative where we have a number of
21 members to discuss. I think a report is
22 due out soon about their perspective on
23 that. So we'll look forward to that
24 debate.

25 The Chair recognizes Councilman

1 4/14/15 - WHOLE - BILL 150162, etc.

2 Jones.

3 COUNCILMAN JONES: Thank you,
4 Mr. President.

5 I think we've come a long way
6 by way of branding Philadelphia as an
7 international city. During that process,
8 there were a couple of stimulus grants to
9 help us along the way of security. I
10 think those security grants have expired,
11 and in light of the papal visit, 1.5
12 million, and in light of the DNC, the
13 good news is that we're on the spotlight.
14 The bad news is we're in the headlights
15 and target of many people who would do us
16 wrong.

17 How are we addressing the
18 security end of this process within the
19 City?

20 MS. BELL: Sure. Partnerships.
21 So for the World Meeting of Families, we
22 have already received a designation as a
23 national special security event, which
24 essentially means you partner with
25 Homeland Security and Secret Service to

1 4/14/15 - WHOLE - BILL 150162, etc.
2 ensure the safety for a large event, and
3 that's considered a mega event. We'll be
4 seeking the same designation for the DNC
5 as well. And truth be told, it's already
6 been announced we're meeting with
7 Secretary Jeh Johnson, who is the
8 Secretary of Homeland Security, who will
9 be here in Philadelphia tomorrow to have
10 those direct conversations.

11 COUNCILMAN JONES: And does
12 that include some reimbursement,
13 because --

14 MS. BELL: Yes.

15 COUNCILMAN JONES: -- it's one
16 hell of a party, but we want to make sure
17 after the confetti is down, that the
18 cleanup is paid for.

19 MS. BELL: Agreed. And so for
20 the DNC, normally there is a designation
21 or what is called an earmark for \$50
22 million. What is unclear is whether or
23 not that will be less for both the RNC
24 and the DNC. Obviously we are going to
25 push to have and get all that money, but

1 4/14/15 - WHOLE - BILL 150162, etc.
2 one thing that we're doing differently
3 this time around is that we are
4 partnering with the City of Cleveland
5 that is hosting the RNC. We don't see
6 that as a partisan issue at all. What we
7 see this as is an issue of public safety.
8 So both for the RNC and the DNC, hosting
9 a world event -- we're calling it a world
10 event, because everyone watches American
11 politics -- we believe that we have a
12 greater chance if we buddy up, partner
13 side by side to make a case for getting
14 reimbursement for public safety for the
15 DNC.

16 COUNCILMAN JONES: Do you have
17 any idea of amount of revenue versus
18 costs, each of these events? And I know
19 not to the penny, but rough guesstimates
20 of what a papal visit 1.5 million means
21 to the City, what is -- that's on the
22 income side, and then on the expense
23 side, what does that mean by way of the
24 cleanup, and then the DNC.

25 MS. BELL: Because the World

1 4/14/15 - WHOLE - BILL 150162, etc.
2 Meeting of Families has never taken place
3 in the United States of America, it's
4 very hard to come up with that number.
5 What we know is the estimated economic
6 impact, which is about \$400 million. One
7 hundred million would be really to hotels
8 and the hospitality community and 300
9 million is for the economic impact
10 throughout the region.

11 COUNCILMAN JONES: So we're
12 also counting hotel space in Jersey and
13 King of Prussia?

14 MS. BELL: We're counting all
15 of it.

16 COUNCILMAN JONES: All right.
17 Thank you, Mr. President.

18 COUNCIL PRESIDENT CLARKE:
19 Thank you, Councilman.

20 The Chair recognizes Councilman
21 Goode.

22 COUNCILMAN GOODE: Thank you,
23 Mr. President.

24 Good morning.

25 MS. BELL: Good morning.

1 4/14/15 - WHOLE - BILL 150162, etc.

2 COUNCILMAN GOODE: Clearly,
3 Philadelphia is known for giving big
4 events and doing big events well, and you
5 and your staff and others throughout the
6 Administration deserve a tremendous
7 amount of credit for that.

8 MS. BELL: Thank you.

9 COUNCILMAN GOODE: It doesn't
10 seem to be reflected totally within your
11 budget request, I'm assuming because all
12 of that is not done with General Fund
13 dollars and I'm assuming your testimony
14 just relates to General Fund dollars.

15 MS. BELL: Yes.

16 COUNCILMAN GOODE: In terms of
17 the operation, what is the amount of
18 dollars that you actually deal with on an
19 annual basis?

20 MS. BELL: How much is my
21 budget besides what I'm asking for, which
22 is --

23 COUNCILMAN GOODE: Outside of
24 the General Fund dollars, to pull off the
25 things that you pull off in terms of

1 4/14/15 - WHOLE - BILL 150162, etc.

2 private dollars, other dollars, what are
3 we really talking about in terms of the
4 work that you do?

5 MS. BELL: A lot of it is
6 through barter and a lot of it is through
7 partnerships. We don't have a publicity
8 arm, meaning we're not a public relations
9 agency unlike many other companies. So a
10 lot of it is through partnership. A lot
11 of it is through barter and a lot of it
12 is being creative and finding potential
13 sponsors like Gore-Tex who sponsors our
14 Philadelphia Marathon or Wawa that
15 sponsors the festival to actually help
16 with those dollars. But a lot of it --
17 and then my team right here, and they're
18 behind me. Every day we're thinking
19 creatively about how to provide amazing
20 services for less impact to the General
21 Fund through partnerships, sponsorship,
22 and thinking creatively.

23 COUNCILMAN GOODE: I get that,
24 and I see how the contracting dollars
25 with General Fund dollars continues to

1 4/14/15 - WHOLE - BILL 150162, etc.
2 drop. So really the question is, do you
3 manage dollars outside of that or are
4 they privately managed?

5 MS. BELL: I'm sorry?

6 COUNCILMAN GOODE: Do you
7 manage dollars outside of General Fund
8 dollars or are they privately managed?

9 MS. BELL: No. We manage some
10 dollars from the fund, the Mayor's Fund,
11 with the Gore-Tex Philadelphia Marathon.

12 COUNCILMAN GOODE: Okay. And
13 in terms of those type of initiatives
14 with private dollars, I'm curious, it is
15 private now and you manage some of those
16 funds. Was any of that work previously
17 done by City employees?

18 MS. BELL: All of it is still
19 currently done by City employees. I'm
20 managing it and I'm a City employee. I
21 guess I'm not understanding your
22 question.

23 COUNCILMAN GOODE: Where are
24 those dollars reflected in terms of
25 contracting? That's the question I'm

1 4/14/15 - WHOLE - BILL 150162, etc.
2 asking.

3 MS. BELL: Oh, okay. Those
4 dollars are included in all -- so Wawa
5 Welcome America, let's take Wawa Welcome
6 America. It's a separate entity. I have
7 a Board. So that has its own separate
8 budget. So I'm held accountable by my
9 Board, and Wawa is our main sponsor. And
10 so as the Chair of that Board, I manage
11 with the Board the finances for hosting
12 and putting on that event.

13 COUNCILMAN GOODE: So none of
14 that is reflected within --

15 MS. BELL: It's reflected in
16 the numbers that we have, which is our
17 numbers showing the diversity in our
18 contracting and the diversity in the
19 services that we render.

20 COUNCILMAN GOODE: Okay. I'll
21 ask the question one more way, and maybe
22 you've answered it. But if you get to
23 where I'm trying to get to, I'm
24 interested in what the total universe of
25 dollars is that you manage for these

1 4/14/15 - WHOLE - BILL 150162, etc.
2 events and where it's reflected and how
3 we get to how that fits within government
4 or to what extent it is private and to
5 the extent that we are funding seven
6 positions through General Fund, what do
7 those seven positions impact in terms of
8 dollars that we're not taking a look at
9 right now?

10 MS. BELL: Okay. I think I
11 understand. So I'll try to take a shot
12 at answering the question.

13 COUNCILMAN GOODE: You can
14 actually forward that information to me.

15 MS. BELL: Sure. I'll just do
16 that. That works.

17 COUNCILMAN GOODE: What I'm
18 specifically looking at is what
19 opportunities there are for us to
20 influence in terms of investing in
21 Philadelphians and making sure those
22 opportunities are going towards
23 Philadelphians for both business
24 contracting and in terms of jobs and what
25 jobs exist within those private

1 4/14/15 - WHOLE - BILL 150162, etc.
2 initiatives that may or may not be
3 displacing public-sector jobs.

4 MS. BELL: Yeah. I just want
5 to be clear, everyone that we hire for
6 Wawa Welcome America is local, period.

7 COUNCILMAN GOODE: Okay.

8 MS. BELL: I mean, we have to
9 do that, because they know the City.

10 COUNCILMAN GOODE: Thank you.

11 Thank you, Mr. President.

12 MS. BELL: And the marathon as
13 well.

14 COUNCIL PRESIDENT CLARKE:

15 Thank you, Councilman.

16 The Chair recognizes Councilman
17 Neilson.

18 COUNCILMAN NEILSON: Thank you,
19 Mr. President.

20 Good morning.

21 MS. BELL: Good morning.

22 COUNCILMAN NEILSON: Thank you
23 for coming today.

24 MS. BELL: Thanks for having
25 me.

1 4/14/15 - WHOLE - BILL 150162, etc.

2 COUNCILMAN NEILSON:

3 Philadelphia has both cultural and ethnic
4 traditions that have been going on for
5 long before we came. Although you
6 identified many different programs like
7 the 5th Annual Jazz Festival and stuff
8 like that, I'm thinking about support
9 like for the Mummers and some of the
10 other ethnic parades that we have.

11 What support or funding or help
12 do you provide those long-term
13 traditional events that happen here in
14 Philadelphia?

15 MS. BELL: So one of which is
16 the Subaru Blossom Cherry Festival that
17 happens. So we don't produce that event,
18 but what we can do is, we have great
19 relationships with both local, regional,
20 and national media. So making sure that
21 people know through our media contacts
22 that those events happen. The same as
23 the Mummers. I mean, there's still some
24 people who don't get that that happens
25 here. So we partner with a number of

1 4/14/15 - WHOLE - BILL 150162, etc.
2 organizations to highlight that their
3 events are taking place here, and if we
4 can, because we don't have money to give
5 out, but we do make connections with some
6 of the sponsors that we've been able to
7 build relationships with and introduce
8 those cultural entities and those events
9 to potential sponsors. So we are good
10 with making introductions and also
11 promoting and publicity.

12 COUNCILMAN NEILSON: Is this
13 something that your office actively seeks
14 out them to do this, because most of
15 those are volunteer agencies like the
16 Mummers Parade. They're a
17 volunteer-based organization, and I know
18 they don't have the resources. Do we
19 help provide any resources, like police
20 or anything like that?

21 MS. BELL: I believe through
22 the Managing Director's Office, yes.

23 COUNCILMAN NEILSON: Thank you
24 very much.

25 MS. BELL: No problem.

1 4/14/15 - WHOLE - BILL 150162, etc.

2 COUNCILMAN NEILSON: That's
3 all, Mr. President.

4 COUNCIL PRESIDENT CLARKE:
5 Thank you, Councilman.

6 The Chair recognizes Councilman
7 Oh.

8 COUNCILMAN OH: Thank you very
9 much, Mr. President.

10 Good morning.

11 MS. BELL: Good morning.

12 COUNCILMAN OH: Could you just
13 tell me a little bit about the Made in
14 America. What are the services that the
15 City provides, and at the end of the day
16 how does that net for the City? Do we
17 break even? Do we make money? Do we
18 provide services? Do they pay for all
19 the services?

20 MS. BELL: So they pay for all
21 the services, and we benefit because it's
22 an event that has chosen to make
23 Philadelphia its home. So that's one.
24 So you talk about heads and beds and the
25 hotel tax. So obviously that impacts

1 4/14/15 - WHOLE - BILL 150162, etc.
2 organizations like Visit Philly. It
3 impacts PHLCVB, but then more than that,
4 as I mentioned in my testimony, if you
5 have more people who are participating in
6 big events --

7 COUNCILMAN OH: I'll just
8 interrupt you briefly, because I agree
9 with all of that. I'm happy about it,
10 but what I'm not -- what I would like to
11 know is -- and I'm only asking because I
12 don't know -- what is the cost to the
13 City, and I believe that that cost is
14 being paid for by the Made in America
15 concert.

16 MS. BELL: Correct.

17 COUNCILMAN OH: So they pay for
18 the police, they pay for the --

19 MS. BELL: They pay for City
20 services, correct.

21 COUNCILMAN OH: Okay. And what
22 is it that we are contributing to the
23 concert? In other words, we provide them
24 the access to the outdoor venue.

25 MS. BELL: Correct.

1 4/14/15 - WHOLE - BILL 150162, etc.

2 COUNCILMAN OH: Those type of
3 things.

4 MS. BELL: Correct. And we
5 also take credit for their impressions.

6 COUNCILMAN OH: Okay. Does
7 that relationship between the City and
8 Made in America, is that one that
9 provides the opportunity for the City in
10 providing the venue additional
11 opportunities to promote the local
12 workforce?

13 MS. BELL: Yes, because they
14 hire locally.

15 COUNCILMAN OH: Okay.

16 MS. BELL: So the stage hands
17 to build the stage, security companies,
18 it's all local.

19 COUNCILMAN OH: Okay. And how
20 about Wawa Welcome America? Is that a
21 multi-year contract or do we do that each
22 year?

23 MS. BELL: It's a multi-year
24 contract.

25 COUNCILMAN OH: And so --

1 4/14/15 - WHOLE - BILL 150162, etc.

2 MS. BELL: For Wawa, but
3 Welcome America, as many people know in
4 the room, has been in existence for many,
5 many, many years.

6 COUNCILMAN OH: Okay. And when
7 you do the contract for Welcome America,
8 who is it that decides on the organizers
9 of the contract? Does Wawa Welcome
10 America do that or is that part of a
11 contract where the organization; for
12 example, television stations, the
13 promoters, are they all contracted
14 separately or do they come through Wawa?
15 How is that done?

16 MS. BELL: So it's by the
17 Board. So many of those decisions are
18 made with my Board.

19 COUNCILMAN OH: With your
20 Board?

21 MS. BELL: Correct.

22 COUNCILMAN OH: Okay. Is there
23 a process whereby, for example, the local
24 musicians can have an opportunity to be
25 on the stage under the Wawa Welcome

1 4/14/15 - WHOLE - BILL 150162, etc.

2 America program?

3 MS. BELL: So we have a week of
4 events, and as I mentioned in my
5 testimony, we're actually asking for all
6 Council folks, if you can, to reach out
7 to your local residents and local talent
8 in your districts to give me some
9 recommendations. So we have a week of
10 events. I want to be very clear. It's
11 not just one big concert on the 4th. I
12 want people to participate in every
13 single activity we have happening from
14 the start to the end. And so whether
15 it's to Go 4th and Learn, whether it's a
16 movie night or whether it's hoagie day, I
17 want folks to participate. And so I
18 would love for you to send me those
19 recommendations if you have them, and
20 then we will see where they can fit
21 within the week.

22 COUNCILMAN OH: Okay. I
23 appreciate that and I think that's
24 fantastic, but let me ask you this: If
25 you make a decision in terms of putting,

1 4/14/15 - WHOLE - BILL 150162, etc.

2 let's say, a local musician on a stage,
3 does the television station, for example,
4 or whoever is promoting that, are they
5 able to basically say that's not a big
6 enough talent nationwide that we are
7 going to replace them with our own
8 musicians?

9 MS. BELL: So we have multiple
10 stages. So I'm not sure which stage
11 you're talking about.

12 COUNCILMAN OH: Okay. So
13 there's a number of different events and
14 there's prime time and there's A stage,
15 the B stage, something like that. But
16 who decides which musicians are on at one
17 of the better slots, one of the better
18 stages? Do you decide that when the
19 schedule is prepared or is that
20 influenced when, for example, the
21 television crew comes in and they say,
22 Well, that's not the ratings that we
23 want, it's not a big enough pool, we're
24 going to replace them with another band?

25 MS. BELL: So because we have

1 4/14/15 - WHOLE - BILL 150162, etc.
2 multiple stages, we put a number of folks
3 on the table who can actually perform in
4 any stage. So we have the Global Music
5 Sound Stage, which is actually -- and we
6 have Questlove Stage. So those are two
7 major stages that actually get major play
8 and major media. So, again, for me to
9 answer -- I mean, it would be great to --
10 if you have -- it sounds like you have a
11 recommendation that's at the tip of your
12 tongue. It would be great to get that so
13 that we can actually start planning and
14 actually start getting those on stage.

15 COUNCILMAN OH: No. I
16 appreciate it. What I'm asking
17 specifically at this point in time -- and
18 I do have recommendations. Thank you,
19 and I like what you're doing. But what
20 I'm trying to find out right now
21 specifically is, do you set down the
22 schedule or does your organization set
23 down the schedule of who is performing
24 where? Does your promoter do that or,
25 for example, does the television station

1 4/14/15 - WHOLE - BILL 150162, etc.

2 have the right in their contract to
3 change up the order of play, for example?

4 MS. BELL: The decision is made
5 with my Board and it's made -- so it's
6 made with the Board.

7 COUNCILMAN OH: So the Board
8 does it and that's it?

9 MS. BELL: Yup.

10 COUNCILMAN OH: Okay. Thank
11 you very much.

12 MS. BELL: No problem.

13 COUNCIL PRESIDENT CLARKE:
14 Thank you.

15 One question before I leave.
16 If you can -- and I know you won't have
17 this available at this moment, I suspect.
18 Can you by commercial corridor -- and I
19 guess I mean recognized commercial
20 corridor -- give us a list of where your
21 department has had activity or supported
22 activity of any sort, either financial or
23 activity relating to your presence and
24 things of that nature. Can you provide
25 to the Committee that list around the

1 4/14/15 - WHOLE - BILL 150162, etc.

2 City of Philadelphia.

3 MS. BELL: Yes.

4 COUNCIL PRESIDENT CLARKE:

5 Thank you.

6 There are no other questions.

7 I want to thank you very much for your
8 testimony.

9 MS. BELL: Thank you.

10 COUNCIL PRESIDENT CLARKE: And
11 next we will have Commerce Department and
12 I believe OEO also.

13 (Witnesses approached witness
14 table.)

15 COUNCIL PRESIDENT CLARKE: Good
16 morning.

17 MR. GREENBERGER: Good morning.

18 MS. DOWD-BURTON: Good morning.

19 MR. GREENBERGER: Ready?

20 COUNCIL PRESIDENT CLARKE:

21 Please.

22 MR. GREENBERGER: Good morning.

23 I'm Alan Greenberger. I'm the Deputy

24 Mayor for Economic Development and

25 Director of Commerce. With me today is

1 4/14/15 - WHOLE - BILL 150162, etc.
2 my Senior Deputy Commerce Director, Duane
3 Bumb; our Director of the Office of
4 Economic Opportunity, Angela Dowd-Burton;
5 and all of our senior staff behind me and
6 ready to come up as needed.

7 The Department of Commerce --
8 this will be a brief statement.

9 The Department of Commerce is
10 submitting a Fiscal Year 2016 operating
11 budget request of \$105,164,298, of which
12 approximately \$22 million actually is
13 from the General Fund.

14 Before I get into some details,
15 Council President, I want to thank you.
16 I want to thank all of the members of
17 City Council here and others who are not
18 here for the partnership and support for
19 the last six years. I've had the
20 opportunity to work with each and every
21 one of you to bring jobs to Philadelphia,
22 to support businesses, economic
23 development in all the neighborhoods in
24 the City, and to develop laws and
25 policies which make the City a more

1 4/14/15 - WHOLE - BILL 150162, etc.

2 business-friendly place, and I truly am
3 grateful for the partnership.

4 COUNCIL PRESIDENT CLARKE:

5 Thank you for your service, but you still
6 have a few months left.

7 MR. GREENBERGER: I'm not done.
8 I got it. That's why I was up front and
9 not --

10 COUNCIL PRESIDENT CLARKE: We
11 got some things teed up. You can't leave
12 yet.

13 MR. GREENBERGER: Yeah, I know.
14 It sounds a little end-y there.

15 It's because of this
16 partnership and the work we've done
17 together that I'm happy to report that
18 last year we created more jobs in
19 Philadelphia than any single year since
20 2000, and the 33 percent jobs growth from
21 2009 to 2014 has been the City's largest
22 in a five-year period since the 1980s.
23 Our average unemployment rate for 2014
24 was 7.8 percent, an encouraging 2.2
25 points below the previous year's average

1 4/14/15 - WHOLE - BILL 150162, etc.
2 and a dramatic improvement from our peak
3 unemployment of 11.7 percent in July
4 2012. The unemployment rate in December
5 2014 reached as low as 6.2 percent. The
6 latest available data shows that there
7 are more jobs in Philadelphia for a
8 February than in any February since 2001.

9 This is tremendous progress,
10 but we have a lot of work to do in order
11 to achieve our goals of attracting jobs
12 and helping small businesses grow,
13 creating opportunities for low-income
14 workers, and working with Councilmembers
15 to ensure that all neighborhoods in our
16 City become neighborhoods of choice.

17 In pursuit of these goals, I'd
18 like to highlight a few things that have
19 happened in the past year.

20 We've worked to expand sectors
21 which provide entry-level jobs for our
22 citizens such as manufacturing, hotels,
23 and retail. We've invested in our
24 commercial corridors by funding 14
25 organizations through the targeted

1 4/14/15 - WHOLE - BILL 150162, etc.
2 Corridor Management Program and by
3 restoring neighborhood businesses through
4 the Storefront Improvement Program, 58
5 projects last year, and the InStore
6 Program, 21 projects since its launch in
7 FY14.

8 We've attracted new resources
9 for Philadelphia's small businesses such
10 as Kiva Zip loan program, which has
11 loaned almost \$200,000 to 44 businesses
12 since its launch at the end of last year,
13 and the Goldman Sachs 10,000 Small
14 Business Program, which has served more
15 than 150 small businesses in 2013.

16 We've expanded economic
17 opportunity for minority, women, and
18 disadvantaged-owned businesses by
19 maintaining a goal of 30 percent
20 participation, up from its previous level
21 of 25 percent. And we've attracted new
22 names to Philadelphia such as the
23 American Bible Society, Hill
24 International, EisnerAmper, HOK
25 Architects, while helping existing

1 4/14/15 - WHOLE - BILL 150162, etc.
2 Philadelphia businesses grow and expand
3 such as Dietz and Watson, FMC
4 Corporation, and AugustaWestland, to name
5 a few.

6 These are just a few of the
7 highlights from last year, and I think
8 I'll be happy to turn it over to your
9 questions.

10 COUNCIL PRESIDENT CLARKE:

11 Thank you. And I want to thank you for
12 your partnership also. We don't always
13 agree on everything, but we always agree
14 that whatever we do should benefit the
15 citizens of the City of Philadelphia.
16 And I want to thank you and commend you
17 for your participation coming from the
18 private sector, getting engaged in
19 government. We really appreciate that,
20 and I know --

21 MR. GREENBERGER: Thank you,
22 sir.

23 COUNCIL PRESIDENT CLARKE: --
24 everything you did was sincere, and like
25 I said, we got a couple of things left,

1 4/14/15 - WHOLE - BILL 150162, etc.

2 but --

3 MR. GREENBERGER: We do have a
4 few things left.

5 COUNCIL PRESIDENT CLARKE: --
6 hopefully we'll bring it home over the
7 next several months.

8 I had a couple of quick
9 questions. You referenced it again, as
10 Ms. Peterkin Bell had earlier, about
11 every neighborhood a neighborhood of
12 choice, and you recall -- I don't know if
13 it was this past hearing or prior year
14 budget hearing -- we talked about other
15 neighborhoods. We're excited about the
16 fact that we had significant growth in
17 and around the perimeter of the Center
18 City, but we were concerned about the
19 lack of a detailed plan as it relates to
20 other neighborhoods, and as you know,
21 you've seen this, we put this together.

22 MR. GREENBERGER: Sure.

23 COUNCIL PRESIDENT CLARKE:
24 We'll probably be going live online in
25 about 45 days. We're concluding our

1 4/14/15 - WHOLE - BILL 150162, etc.
2 community meetings and have gotten some
3 really good responses. We were up in the
4 Northeast last week up in Councilman
5 O'Neill's district. I got to say that
6 his indices in pretty much every category
7 were off the charts in a positive, but
8 we'll be going in other neighborhoods
9 where I'm sure that the indices will not
10 necessarily be that high.

11 So with respect to this
12 document, can you talk to me about your
13 plan as it relates to providing in a very
14 aggressive way support for those
15 neighborhoods that we need to stem the
16 tide of the K, formerly neighborhoods of
17 choice but are now showing cracks around
18 the foundation. And I know this is a
19 very Herculean task and I don't want to
20 put that all on your department, but can
21 you kind of talk to me about the Commerce
22 Department's role, particularly given the
23 fact that you also have, I guess,
24 jurisdiction over the housing component
25 within the City of Philadelphia and under

1 4/14/15 - WHOLE - BILL 150162, etc.
2 the current org chart. Can you just kind
3 of talk to me briefly about your game
4 plan.

5 MR. GREENBERGER: Sure. I
6 think the most -- there are two important
7 things that we can do. One is geographic
8 and it involves place and the other
9 involves jobs.

10 The geography is that we need
11 to continue to coordinate with housing
12 efforts with Councilmembers on areas --
13 it's always going to be better to do more
14 things in a neighborhood, particularly a
15 neighborhood that has serious need, at
16 once. So, for example, I know we're very
17 involved with you and with PHA on
18 Sharswood and Blumberg area. At the same
19 time, that's why we need to be advancing
20 plans on things like Ridge Avenue, so
21 that these things are all coming up
22 together. So coordination with Council
23 is important obviously.

24 What Commerce has a lot of
25 resource in, both in terms of personnel

1 4/14/15 - WHOLE - BILL 150162, etc.
2 and in terms of the money we have
3 available to us, is in commercial
4 corridors. The work that we do is spread
5 pretty widely around the City, and I can
6 go into a list if you'd like, but I think
7 you know where many of them are.

8 I think that's -- and those
9 things -- commercial corridor -- the
10 health of commercial corridors does two
11 things. It provides some jobs. It's
12 typically not massive numbers of jobs
13 compared to some of the business
14 attraction efforts that we're involved
15 in. I'll get to that in a minute. But I
16 think it's a real indicator for people of
17 the health of their neighborhood. It
18 really means something when their
19 commercial corridors are doing well.

20 We all know that people shop in
21 different ways now and a lot of people
22 get in their car and they go to a big-box
23 store somewhere or a huge supermarket
24 somewhere, and those things are not
25 typically neighborhood based the way they

1 4/14/15 - WHOLE - BILL 150162, etc.
2 were perhaps when we were growing up, but
3 these commercial corridors are very
4 meaningful. Our interest is in making
5 sure that they're seamless, they look
6 good, and there's the least number of
7 vacancies possible. There's also a way
8 for small businesses from the
9 neighborhood to start up. You see it
10 very powerfully in immigrant communities,
11 but I think you see it also in just
12 generally in neighborhoods where people
13 say, I can rent that storefront and start
14 a business. We want to help them do
15 that.

16 The other side of it, the job
17 side of it, is that for most of us, we
18 commute to work one way or another. And
19 so our emphasis has very much been on
20 expanding the job base particularly for
21 some of the entry-level jobs and
22 particularly for the ones that don't
23 necessarily require higher education.
24 And this is why we've spent a lot of time
25 worrying about hotel development, why we

1 4/14/15 - WHOLE - BILL 150162, etc.
2 worry about manufacturing, and as you
3 know, Council President, in a short
4 period of time, we'll be seeing some very
5 expanded retail on Market Street, and the
6 interest to us in Commerce is not about
7 so much the opportunity for shopping as
8 it is the opportunity to create a lot of
9 jobs.

10 COUNCIL PRESIDENT CLARKE:

11 Thank you. I do want to respond to one
12 thing that you said, understanding the
13 commercial corridor as we knew it is no
14 longer encased, but I do think there
15 could be somewhat of a hybrid approach,
16 and you referenced Ridge Avenue. If
17 we're successful in bringing the 70,000
18 square foot supermarket in the
19 Philadelphia Housing Authority
20 headquarters on a commercial corridor, I
21 actually think it will strengthen -- and
22 you probably agree.

23 MR. GREENBERGER: Oh, yeah.

24 COUNCIL PRESIDENT CLARKE: It
25 will actually strengthen the existing

1 4/14/15 - WHOLE - BILL 150162, etc.
2 retail corridor there and maybe even
3 enhance it. So I think that there's ways
4 that we could do both of those.

5 MR. GREENBERGER: Supermarkets
6 are the one thing that we can, because
7 they exist at different scales, that we
8 can reasonably get in our commercial
9 corridors.

10 COUNCIL PRESIDENT CLARKE:
11 Right.

12 MR. GREENBERGER: And we have
13 had some good success with that.

14 COUNCIL PRESIDENT CLARKE:
15 Right, we have. We actually pretty much
16 only need one more and I'll have one in
17 every neighborhood in my district.

18 You talk about on Page 5 of
19 your testimony seeing a 30 percent growth
20 in tech jobs over the last five years,
21 outpacing the surrounding suburbs, and we
22 talk about the Philadelphia School
23 District and its relationship. Just
24 personally, this whole issue about
25 testing -- and I know it's up in the

1 4/14/15 - WHOLE - BILL 150162, etc.
2 headlines here recently about the PSSAs
3 and folks saying they're not going to
4 have their kid take the test and the
5 emphasis on school tests generally, and
6 we've always kind of felt that maybe we
7 should be teaching to the job, a little
8 more heavily weighted in that way as
9 opposed to teaching that children will
10 pass the test and then at the end of the
11 day, it's very difficult for you just to
12 go to an employer and say, I passed the
13 test, and they're going to like give you
14 a job. They want to know are you skilled
15 in the position that I am offering.

16 What role has the Commerce
17 Department played or will play as it
18 relates to interacting with the School
19 District to ensure that there's a direct
20 flow of tech job opportunities for young
21 people coming out of school, either
22 direct or if there needs to be some level
23 of higher education to support their
24 ability to move into tech jobs? Is there
25 a role that we in Commerce play?

1 4/14/15 - WHOLE - BILL 150162, etc.

2 MR. GREENBERGER: There is. I
3 was afraid you were going to ask me my
4 opinion about testing, which I was going
5 to tell you it was way out of my league.

6 COUNCIL PRESIDENT CLARKE: No.
7 No.

8 MR. GREENBERGER: Thank you for
9 not asking that question.

10 I think one of the areas that
11 we can -- there are a couple of areas
12 where we can be successful and we do have
13 an interaction. I think one of them is
14 particularly through the manufacturing
15 side. As you know, we have an office --
16 we've created an Office of Manufacturing
17 as a result of the Manufacturing Task
18 Force that I co-chaired with Councilman
19 Henon, Dan Fitzpatrick, and Bill Hunt,
20 and what we consistently heard from
21 the -- two things that we consistently
22 heard from the manufacturing side. One
23 was that they're quite prepared to teach
24 specific skills for specific things.

25 COUNCIL PRESIDENT CLARKE: When

1 4/14/15 - WHOLE - BILL 150162, etc.

2 you say "they," you're talking about the
3 schools or the manufacturing?

4 MR. GREENBERGER:

5 Manufacturers. Manufacturers are
6 prepared to teach specific skills. Their
7 concern is that they have a lot of
8 trouble finding qualified applicants who
9 are job ready, in many cases drug free.
10 There's a whole series of issues, and we
11 heard stories about ten slots that
12 required multi hundreds of applicants to
13 whittle down to a series of qualified
14 applicants.

15 They certainly are also looking
16 to the schools, either through vocational
17 training or in some cases through things
18 like Community College, to ground young
19 people more thoroughly in the STEM, the
20 science, technology, engineering, math
21 skills, and they're pretty basic skills
22 that people need help in, but what we
23 heard from the manufacturers is that if
24 people are grounded in those baseline
25 skills, they can teach the specific craft

1 4/14/15 - WHOLE - BILL 150162, etc.
2 of what's involved. They were very
3 comfortable with that.

4 So then the flip side of it is
5 that there are an awful lot of young
6 people out there who have no idea that
7 these jobs even exist. Everybody is
8 running around with a cell phone and just
9 thinks that somehow life is all --

10 COUNCIL PRESIDENT CLARKE:
11 Probably a lot of old people that don't
12 know either.

13 MR. GREENBERGER: Yeah. I
14 mean, we discovered and we last year -- I
15 think Councilman Henon was with us on
16 this particular visit to Northeast Window
17 up on Aramingo Avenue, and this is a
18 whole citywide thing, but we took a bunch
19 of school kids around just to show them,
20 look, things get made in this City and
21 you can have a job. This can be your
22 job.

23 And so we need to help --
24 Commerce needs to work more directly with
25 schools to help the schools communicate

1 4/14/15 - WHOLE - BILL 150162, etc.
2 to young people what kind of jobs are out
3 there that they probably have never
4 thought about, and it's particularly true
5 in the manufacturing sector, but it's
6 true in other sectors as well.

7 COUNCIL PRESIDENT CLARKE:

8 Right. I see my colleague Councilman
9 Jones has somewhat of a perplexed look on
10 his face, because I can recall him on
11 several occasions over the last several
12 budget hearings talking about us doing
13 that. I know Councilman -- I'm assuming
14 Councilman Henon as a member of the Task
15 Force will follow up on that, so I'm not
16 going to delve any deeper into that, the
17 role of Commerce, but I hear you. I do
18 think, like you do, as a direct
19 relationship, and although government
20 will not create jobs particularly in this
21 economy, we're actually losing jobs in
22 government, but government should
23 facilitate job opportunities for its
24 people. And I think there's nothing more
25 important than that as the role for

1 4/14/15 - WHOLE - BILL 150162, etc.
2 government, be it Commerce Director or be
3 it member of this legislative body or the
4 executive of the second floor. That
5 should be our number one priority, to
6 make sure that's an opportunity if there
7 are in fact young people in schools that
8 don't have a clue -- and I'm glad to see
9 that you've been taking that tour,
10 because I agree with you, some young
11 people actually don't go beyond the four,
12 six square blocks of their household,
13 which is unfortunate, to understand that
14 there are opportunities out there. So I
15 commend you for doing that. We look
16 forward to stepping it up and being more
17 aggressive in that approach.

18 Thank you.

19 MR. GREENBERGER: Sorry for
20 making you look perplexed over there.

21 COUNCIL PRESIDENT CLARKE: Let
22 me turn it over to my colleagues.

23 The Chair recognizes Councilman
24 Goode.

25 COUNCILMAN GOODE: Thank you,

1 4/14/15 - WHOLE - BILL 150162, etc.

2 Mr. President.

3 Good morning.

4 MR. GREENBERGER: Good morning.

5 COUNCILMAN GOODE: Let me start
6 with your informal remarks that were not
7 in your written testimony. You talked
8 about a period of sustained job growth
9 during the Nutter Administration. Can
10 you be a little bit more specific and
11 restate that for the record.

12 MR. GREENBERGER: Sure. Let me
13 just go back to my numbers. I can
14 probably add to it as well.

15 So what I said was that in this
16 previous -- sorry; just give me a second
17 here.

18 In this previous year, there
19 were more jobs created in Philadelphia
20 than in any single year since 2000, and
21 that the 33 percent jobs growth in 2009
22 to 2014 has been the City's largest in a
23 five-year period since the 1980s. There
24 are approximately 674,000 jobs in the
25 City of Philadelphia and approximately, I

1 4/14/15 - WHOLE - BILL 150162, etc.
2 think it's just shy of 600,000
3 Philadelphians who are working.

4 COUNCILMAN GOODE: I was
5 looking for you to specifically compare
6 it to that period within the '80s, which
7 I believe was 1984 through 1989.

8 MR. GREENBERGER: That I'm
9 going to have to get back to you on. I
10 don't have that information in front of
11 me.

12 COUNCILMAN GOODE: Okay. Let
13 me move on.

14 MR. GREENBERGER: But would you
15 like us to do it?

16 COUNCILMAN GOODE: Absolutely.

17 MR. GREENBERGER: Yeah. Sure.

18 COUNCILMAN GOODE: Stay on the
19 subject of job creation. On Page 4 of
20 your written testimony, you referenced
21 the special tax credit opportunity for
22 job creation this year. How are you
23 marketing the multi-year tax credit and
24 what is the response?

25 MR. GREENBERGER: The response

1 4/14/15 - WHOLE - BILL 150162, etc.
2 has been very good, and it's a good
3 program and the expansion of it is a
4 particularly good program, and I'll give
5 you one of the examples that we recently
6 had. An accounting firm in Jenkintown,
7 fairly large one, EisnerAmper, saw the
8 expanded job credit, job creation tax
9 credit, thought that was great and
10 they're moving their entire operation
11 into the City of Philadelphia. So I
12 think our experience has been that when a
13 company like that does that, the word
14 gets out to other companies. They
15 become, in essence, spokesmen for it, as
16 well as our communicating it to people
17 that we are in contact with. I think
18 that was a very powerful tool.

19 COUNCILMAN GOODE: Thank you.
20 Can you please submit to the Chair any
21 year-to-date numbers you have for this
22 program.

23 MR. GREENBERGER: Yeah. Happy
24 to.

25 COUNCILMAN GOODE: Moving on to

1 4/14/15 - WHOLE - BILL 150162, etc.
2 the question I think you're going to
3 anticipate. On Page 3 of your written
4 testimony, for the record what was the
5 disadvantaged business, DBE,
6 participation rate for Fiscal Year 2014?

7 MR. GREENBERGER: Just give me
8 a moment here.

9 It was 29.4 percent.

10 COUNCILMAN GOODE: So 29
11 percent if you exclude about \$200 million
12 worth of contracts.

13 MR. GREENBERGER: That's
14 correct.

15 COUNCILMAN GOODE: What is the
16 DBE participation rate if you don't
17 exclude any contracts?

18 MR. GREENBERGER: About 24
19 percent.

20 COUNCILMAN GOODE: It's 22
21 percent.

22 MR. GREENBERGER: I'll go back
23 and look at the math.

24 COUNCILMAN GOODE: Well, I can
25 tell you. It's \$184 million divided by

1 4/14/15 - WHOLE - BILL 150162, etc.

2 \$834 million. It's 22 percent.

3 MR. GREENBERGER: Okay. I'll
4 take your word for it.

5 COUNCILMAN GOODE: So which is
6 higher, the dollar amount of excluded
7 contracts or the dollar amount going to
8 disadvantaged businesses?

9 MR. GREENBERGER: The dollar
10 amount that's going to disadvantaged
11 businesses citywide is \$266 million.

12 COUNCILMAN GOODE: The number
13 for Fiscal Year '14, that's not the
14 number I have.

15 MS. DOWD-BURTON: If you're
16 going after all of the City contracts,
17 quasi public, and federally funded
18 contracts, it's \$266 million. If you're
19 just looking at City-awarded contracts,
20 it's \$184 million.

21 COUNCILMAN GOODE: Okay. And
22 so I'm using the \$184 million figure.

23 MS. DOWD-BURTON: Okay.

24 COUNCILMAN GOODE: Using those
25 same numbers, what's the total amount of

1 4/14/15 - WHOLE - BILL 150162, etc.

2 contract dollars that were excluded?

3 MS. DOWD-BURTON: Total

4 contracts valued were \$199 million, and I

5 can elaborate for you what that includes.

6 COUNCILMAN GOODE: The question

7 was, which number is higher, the amount

8 of contract dollars that were excluded or

9 the amount of contract dollars to

10 disadvantaged businesses?

11 MS. DOWD-BURTON: The amount of

12 contract dollars that were excluded.

13 COUNCILMAN GOODE: Does that

14 really make sense?

15 MS. DOWD-BURTON: Yes, when you

16 consider that the value of those

17 contracts, the \$199 million, included an

18 electric bill valued at 52 million. It

19 included prison facilities --

20 COUNCILMAN GOODE: That's not

21 the point I'm making. The point I'm

22 making is that in reality, disadvantaged

23 businesses received \$184 million, which

24 is 22 percent. The amount of contracts

25 that were excluded was 199 million. It

1 4/14/15 - WHOLE - BILL 150162, etc.
2 was about 24 percent. Whether you
3 exclude the contracts or whether you
4 don't exclude the contracts, the reality
5 is that 78 percent of the contract
6 dollars went to businesses owned by white
7 men. How has that changed since the
8 Street Administration?

9 MS. DOWD-BURTON: I would say,
10 Councilman, that the \$199 million where
11 we have few or no minority and
12 women-owned businesses, there isn't an
13 opportunity for participation.

14 COUNCILMAN GOODE: I heard you,
15 but the question I asked was, in reality
16 78 percent of contract dollars went to
17 businesses owned by white men. How has
18 that changed since the Street
19 Administration?

20 MS. DOWD-BURTON: The change
21 has been, number one, there are contracts
22 in that 199 million that were not in the
23 Street Administration. The Philadelphia
24 electric power bill is one of them.

25 COUNCILMAN GOODE: What was the

1 4/14/15 - WHOLE - BILL 150162, etc.
2 percentage during the Street
3 Administration?

4 MS. DOWD-BURTON: It was -- and
5 I really don't have those numbers here.
6 I can certainly --

7 COUNCILMAN GOODE: But you know
8 I do.

9 MS. DOWD-BURTON: -- pursue
10 them.

11 COUNCILMAN GOODE: You know I
12 do. The Street Administration was at 22
13 percent. The Nutter Administration is at
14 22 percent. So what has changed?

15 MS. DOWD-BURTON: Well, I would
16 beg to differ. If I look at -- and we
17 provided a chart for you and the members
18 of Council to actually see the trajectory
19 of contracts that were awarded by the
20 City operating departments and by the
21 City as a whole when you throw in quasi
22 public agencies and the federally funded
23 contracts. As of Fiscal Year '14, the
24 Nutter Administration had awarded \$1.59
25 billion --

1 4/14/15 - WHOLE - BILL 150162, etc.

2 COUNCILMAN GOODE: You can
3 continue to throw out numbers. I'm
4 dealing with percentages, and you know
5 how we do this.

6 Have the percentages of
7 contracts changed going to disadvantaged
8 businesses? The answer is no.

9 MS. DOWD-BURTON: Well, one of
10 the things I'm trying to do is share with
11 you the actual dollars awarded and --

12 COUNCILMAN GOODE: Has the
13 percentage of contracts going to
14 disadvantaged businesses increased under
15 this Administration?

16 MS. DOWD-BURTON: Yes, they
17 have.

18 COUNCILMAN GOODE: The answer
19 is no. The answer is no. It has only
20 increased if you exclude 24 percent of
21 the contracts, and excluding 24 percent
22 of the contracts when you're only giving
23 22 percent of the contracts to
24 disadvantaged businesses is ridiculous.

25 MS. DOWD-BURTON: Councilman, I

1 4/14/15 - WHOLE - BILL 150162, etc.
2 would say that we are looking at two
3 different sides of the same coin and
4 that, one, I'm looking at the dollars
5 awarded, which by the end of this
6 Administration will be \$2 billion.

7 COUNCILMAN GOODE: So you
8 don't --

9 MS. DOWD-BURTON: And I will
10 certainly do the research on the Street
11 Administration to see if the dollars are
12 equivalent.

13 COUNCILMAN GOODE: I can give
14 it to you. It's done by your own
15 consultant. The issue is simply this:
16 We're talking about percentages. If you
17 want to compare apples to apples and
18 oranges to oranges -- and we've had
19 discussions several times -- the way that
20 we've looked at it traditionally is
21 percentage of contract dollars going to
22 disadvantaged businesses. Under the
23 Street Administration, they reached 22
24 percent. Under this Administration, it
25 has reached 22 percent if you don't

1 4/14/15 - WHOLE - BILL 150162, etc.

2 exclude 24 percent of the contracts.

3 MS. DOWD-BURTON: And I would
4 say the Street Administration did not
5 include certain contracts in their
6 reporting. And one line item, if you can
7 check this, would be the Managing
8 Director's budget, which during the
9 Street Administration ranged from \$1 to
10 \$3 million, and today in Fiscal Year '14,
11 it was 52 million and as of Fiscal Year
12 '15, it is going to be \$62 million. And
13 that's just one line item that is
14 different between the Street
15 Administration and the Nutter
16 Administration.

17 COUNCILMAN GOODE: You should
18 trust your own consultants. Econsult
19 says differently.

20 Thank you, Mr. President.

21 COUNCIL PRESIDENT CLARKE:
22 Thank you, Councilman.

23 One quick question. And I
24 don't think any of you were -- maybe,
25 Duane, you were around. There was an

1 4/14/15 - WHOLE - BILL 150162, etc.
2 action taken at some point, I guess,
3 either leading up to this
4 Administration -- I think we actually
5 participated -- where we eliminated the
6 ability to do sole source contracts.

7 MS. DOWD-BURTON: Yes.

8 COUNCIL PRESIDENT CLARKE:

9 Particularly for professional services.
10 And the question is, because I know that
11 a number of other municipalities -- and
12 people like to reference Atlanta where
13 the mayor had the ability to sole source
14 contracts, and that mayor was very
15 aggressive in sole sourcing contracts to
16 minority companies, organizations and
17 highly touted as very aggressive.

18 Could you say that that in fact
19 limited our ability to get a significant
20 level playing field by this process where
21 you got to RFP everything and the people
22 that tend to get the contracts are the
23 ones that always got the contracts?
24 What's your perspective on that?

25 MS. DOWD-BURTON: President

1 4/14/15 - WHOLE - BILL 150162, etc.
2 Clarke, thank you for asking that
3 question, because in the beginning of the
4 establishment of legislation that led to
5 the Minority Business Enterprise Council,
6 we had contracts that were less than 1
7 percent being awarded to minority and
8 women-owned businesses. In the
9 introduction of the legislation, which
10 was more than 30 years ago, we were given
11 the tools of being able to work in
12 sheltered markets. That is to say, if we
13 had a certain number of minorities in a
14 particular market class, we could shelter
15 that particular commodity so only
16 minorities could bid in that category of
17 goods and services.

18 COUNCIL PRESIDENT CLARKE:

19 Right.

20 MS. DOWD-BURTON: And the same
21 thing for women, sheltering.

22 In 1990, Judge Bechtle ruled
23 against the City to say that the City
24 needed to have a very narrow, tailored
25 remedy.

1 4/14/15 - WHOLE - BILL 150162, etc.

2 COUNCIL PRESIDENT CLARKE: All
3 due respect, I'm not talking about that.
4 I know about that. Thank you for the
5 history. I'm talking about the ability
6 to do sole source contracts in prior
7 years and then there was the legislation
8 introduced that essentially -- and
9 Charter change that essentially
10 eliminated the ability to do that, and
11 under the Street Administration, I
12 remember that they had the ability to do
13 a number of sole source contracts and
14 then there were some challenges with
15 respect to some of the individuals who
16 received those contracts and then people
17 started claiming corruption and
18 everything else, and then there was this
19 push towards eliminating that. And I
20 think there's a direct correlation in
21 that and our ability not to have a
22 significantly high level of professional
23 services in particular contracts, and I'm
24 not sure if you were --

25 MS. DOWD-BURTON: So --

1 4/14/15 - WHOLE - BILL 150162, etc.

2 COUNCIL PRESIDENT CLARKE:

3 That's what I'm talking about, that
4 change in the policy.

5 MS. DOWD-BURTON: Sure.

6 COUNCIL PRESIDENT CLARKE:

7 Because as much as we like to talk about
8 some of the opportunities, the reality is
9 professional services is probably one of
10 the lowest participation rates anywhere,
11 not only in government but in the private
12 sector also.

13 MS. DOWD-BURTON: Well, so the
14 interesting thing about this
15 Administration is, since 2011
16 professional services and the
17 participation of minority and women on
18 those contracts have increased from 26
19 percent to 36 percent as of Fiscal Year
20 '14. And as of Fiscal Year '15 mid year,
21 we're at 38 percent participation of
22 minorities and women on professional
23 services.

24 COUNCIL PRESIDENT CLARKE: Is
25 that total minority and women?

1 4/14/15 - WHOLE - BILL 150162, etc.

2 MS. DOWD-BURTON: Yes, total
3 dollars.

4 COUNCIL PRESIDENT CLARKE: Can
5 you break that out for me because --

6 MS. DOWD-BURTON: Yes.

7 COUNCIL PRESIDENT CLARKE: -- I
8 think you know why I'm asking for the
9 specific breakdown on that.

10 MS. DOWD-BURTON: We'll be
11 happy to share that with you. And
12 also --

13 COUNCIL PRESIDENT CLARKE: MBE
14 and WBE.

15 MS. DOWD-BURTON: Correct. And
16 we will also share that if you look at
17 our registry -- and our registry is
18 automated so that you can download our
19 registry into an Excel spreadsheet and
20 actually see that the majority of the
21 companies registered with the City of
22 Philadelphia are in the area of
23 professional services, which allows us to
24 place more aggressive participation goals
25 in professional services and also

1 4/14/15 - WHOLE - BILL 150162, etc.
2 actively encourage companies to bid and
3 win contracts as prime.

4 COUNCIL PRESIDENT CLARKE:
5 Okay. Can you provide that information.

6 MS. DOWD-BURTON: Absolutely.
7 We'll be happy to.

8 COUNCIL PRESIDENT CLARKE:
9 Again, broken down WBE and MBE.

10 MS. DOWD-BURTON: Correct.

11 COUNCIL PRESIDENT CLARKE: All
12 right. Thank you.

13 The Chair recognizes Councilman
14 Jones.

15 COUNCILMAN JONES: Thank you,
16 Mr. Chair, Mr. President. I appreciate
17 it.

18 A couple of questions. And
19 thank you for your service over the four
20 years, and, Duane, you're the strong
21 silent member of the cast, but we
22 appreciate you coming over the years for
23 some of the harder hearings that you've
24 had to defend the Administration's
25 position on. But sincerely, thank you

1 4/14/15 - WHOLE - BILL 150162, etc.
2 for your service. Hopefully it will
3 continue in some capacity.

4 A couple of questions. What is
5 our current vacancy rate for commercial
6 office space in the City of Philadelphia?

7 MR. GREENBERGER: I'm going
8 from memory here, but it's just under 10
9 percent, I think.

10 COUNCILMAN JONES: Ten percent?
11 What is the number of new conversions
12 from commercial office space to
13 residential use?

14 MR. GREENBERGER: I don't know
15 off the top of my head. It has slowed
16 down because there were so many
17 buildings --

18 COUNCILMAN JONES: So not new.
19 I take new back.

20 MR. GREENBERGER: No. I know
21 what you mean. You mean former offices
22 that were converted to residences.

23 COUNCILMAN JONES: Right.

24 MR. GREENBERGER: And that
25 conversion rate has slowed down because

1 4/14/15 - WHOLE - BILL 150162, etc.

2 so many of them were done --

3 COUNCILMAN JONES: What was it?

4 MR. GREENBERGER: I don't know
5 the answer. I'll have to get the
6 numbers.

7 COUNCILMAN JONES: What is the
8 vacancy rate in our industrial parcels
9 that we have in our industrial zones?

10 MR. GREENBERGER: We're going
11 to have to get back to you on that. I'm
12 sorry.

13 COUNCILMAN JONES: What is
14 the --

15 MR. GREENBERGER: By the way,
16 it's probably a low number, at least of
17 the bona fide industrial zones, but I
18 don't know what it is.

19 COUNCILMAN JONES: I really
20 need to quantify it because we want to
21 see where we are, where we're going over
22 the next couple of years, and whether
23 we've been effective on that. So can you
24 provide those answers to the call of the
25 Chair.

1 4/14/15 - WHOLE - BILL 150162, etc.

2 MR. GREENBERGER: Sure.

3 COUNCILMAN JONES: What's the
4 vacancy ratio of businesses on Cecil B.
5 Moore Avenue?

6 MR. GREENBERGER: I think he's
7 asking you.

8 COUNCIL PRESIDENT CLARKE: Are
9 you asking me?

10 COUNCILMAN JONES: No.
11 I'm asking you.

12 MR. GREENBERGER: You're
13 looking that way.

14 COUNCILMAN JONES: I know.
15 That's his corridor.

16 COUNCIL PRESIDENT CLARKE: I
17 think there was a reason he was looking
18 at me.

19 MR. GREENBERGER: No. I
20 understand why he was looking at you. I
21 thought maybe he thought you knew the
22 answer.

23 COUNCIL PRESIDENT CLARKE:
24 Well, he asked you the question.

25 MR. GREENBERGER: Do you have

1 4/14/15 - WHOLE - BILL 150162, etc.

2 that information?

3 MS. FEGELY: I don't.

4 COUNCILMAN JONES: What's the
5 vacancy ratio of commercial businesses on
6 Wadsworth Avenue?

7 MR. GREENBERGER: I don't know
8 those numbers off the top of my head.

9 COUNCILMAN JONES: What's the
10 vacancy ratio of commercial businesses on
11 Frankford Avenue?

12 MR. GREENBERGER: I'm not going
13 to be able to give you numbers --

14 COUNCILMAN JONES: On any of
15 them I say?

16 MR. GREENBERGER: Probably,
17 because I just don't have them at hand,
18 but we can get them.

19 COUNCILMAN JONES: No. The
20 point is that you should have them. Just
21 like you know the vacancy ratio maybe at
22 the airport, do you know that?

23 MR. GREENBERGER: I don't.

24 COUNCILMAN JONES: Okay. Well,
25 you should know because you just said in

1 4/14/15 - WHOLE - BILL 150162, etc.
2 your testimony that commercial corridors
3 are the reflection of the neighborhoods
4 that they reside in. Okay? So would you
5 provide that to the President and to the
6 respective Councilpeople whose districts
7 those commercial corridors are in.

8 MR. GREENBERGER: Happy to.

9 COUNCILMAN JONES: What is the
10 number of small businesses that were
11 financed last year through municipal
12 financing such as PIDC?

13 MR. GREENBERGER: I'm going to
14 have to get you the number, but --

15 COUNCILMAN JONES: What's the
16 number of minority businesses that were
17 financed this year through PIDC?

18 MR. GREENBERGER: I'll get you
19 a number.

20 COUNCILMAN JONES: What's the
21 number of female businesses?

22 MR. GREENBERGER: I'll get you
23 that number.

24 COUNCILMAN JONES: Okay. You
25 want to just -- you want to get a sign,

1 4/14/15 - WHOLE - BILL 150162, etc.

2 say, I'll get you that, because I'm going
3 to go through it.

4 What is the number of
5 municipally owned property transferred to
6 small businesses by various departments
7 such as Redevelopment Authority?

8 MR. GREENBERGER: Wait. Say
9 the question again.

10 COUNCILMAN JONES: How many
11 properties that we, the City, have given
12 to or sold to small businesses in the
13 City of Philadelphia this year or last
14 year.

15 MR. GREENBERGER: We'll have to
16 get you a number.

17 COUNCILMAN JONES: All right.
18 So my point to you is, I know we're doing
19 well downtown. I appreciate every new
20 skyscraper, every new condo conversion.
21 I saw in Squilla's district that they're
22 going to have million-dollar condos, but
23 I also want to be able to walk in my
24 neighborhood to get bread, butter, milk,
25 cheese, a newspaper or whatever it is

1 4/14/15 - WHOLE - BILL 150162, etc.
2 that the 100 commercial corridors in the
3 City of Philadelphia have, and those
4 questions that I've asked you are every
5 bit as much important as a part of our
6 economy as how many skyscrapers, how many
7 condos that we've built.

8 So I'm going to relinquish
9 this, but I do want to know those
10 answers, because in other Administrations
11 we had to come here prepared to give that
12 testimony, and I don't want us to
13 equivocate on that responsibility. I
14 know we got big-picture things like the
15 Pope is coming, but he's got to live
16 somewhere, and I'd like him to see some
17 commercial corridors, and there are over
18 100 in neighborhoods and around the City
19 of Philadelphia, and regular people that
20 go to work every day, some of them never
21 get to come downtown, maybe once or twice
22 a year, but every day or every other day
23 have to visit those corridors. So I need
24 to have that kind of information, and
25 I'll wait for it.

1 4/14/15 - WHOLE - BILL 150162, etc.

2 But if not, we'll call him back
3 to specifically go into that kind of
4 microeconomic analysis.

5 MR. GREENBERGER: Happy to.

6 COUNCILMAN JONES: Thank you,
7 Mr. Chair.

8 COUNCIL PRESIDENT CLARKE:
9 Thank you, Councilman.

10 Real quick. PCDC, Councilman
11 referred to prior Administrations. They
12 were primarily responsible for
13 neighborhood commercial corridors and
14 probably have that level of detail. What
15 agency replaced PCDC?

16 MR. GREENBERGER: The loan
17 managers were incorporated into PIDC and
18 they make the loans through PIDC now.

19 COUNCIL PRESIDENT CLARKE:
20 Okay. But PCDC was a little more
21 engaging than just simply loans. I mean,
22 they were -- Councilman, correct me if
23 I'm wrong -- they essentially had
24 assignments to commercial corridors, and
25 you literally could know everybody on the

1 4/14/15 - WHOLE - BILL 150162, etc.
2 block.

3 MR. GREENBERGER: Yeah. The
4 loans were incorporated to PIDC. The
5 technical assistance work was
6 incorporated into Commerce.

7 COUNCIL PRESIDENT CLARKE: So
8 that's in Commerce now? Okay.

9 COUNCILMAN JONES: So,
10 Mr. President, if I may, point of
11 information.

12 If indeed we are talking about
13 the City of Philadelphia, then Germantown
14 and Cheltenham is as important as Chestnut
15 Street, and if I ask what was the vacancy
16 ratio on Chestnut Street, somebody in
17 here knows what it is, because it's on a
18 comeback. I mean, there is good news. I
19 don't --

20 MR. GREENBERGER: By the way, I
21 don't know what it is on Chestnut Street.

22 COUNCILMAN JONES: I'm just
23 saying there is good news, but I don't
24 know if that trickled down meaning the
25 same thing. I know on Market Street

1 4/14/15 - WHOLE - BILL 150162, etc.
2 between 63rd and 52nd there's a 40
3 percent vacancy ratio since the
4 construction of the El. What efforts
5 have been made to revitalize that? It
6 speaks to your Philadelphia Community
7 Sustainability initiative. We need to
8 target some of their vast resources, some
9 of their marketing. I'd like a City Blue
10 or some of those boutique national firms
11 that are now coming in and looking at
12 Philly and giving them a second look. I
13 don't want their first rung. Give me
14 your second-rung gear. Give me the stuff
15 that didn't sell the first year, put it
16 down in the neighborhoods at an
17 affordable price point. But what I need
18 to have is a strategy.

19 Don't get it wrong, some of the
20 folks in your Commerce Department are
21 doing a hell of a job. They remade 54th
22 Street. You should know that. They
23 remade 75th and Haverford, and I'm
24 thankful for that, but that should be in
25 your testimony. That should be as

1 4/14/15 - WHOLE - BILL 150162, etc.

2 important as the Navy Yard.

3 Thank you, Mr. President.

4 COUNCIL PRESIDENT CLARKE: I

5 agree, Councilman. We have more

6 commercial corridors -- I actually even

7 have more commercial corridors than

8 skyscrapers and I have pretty much all

9 the skyscrapers in my district.

10 PIDC since that's been

11 referenced in your testimony and your

12 responses, are they here today?

13 MR. GREENBERGER: I do not see

14 them. Sorry.

15 COUNCIL PRESIDENT CLARKE:

16 They're not here? Are they a part of any

17 testimony with respect to the

18 departments? And I say that because PIDC

19 is an even larger part of the

20 commerce-related world, and I do have

21 some issues with PIDC, as I've indicated

22 to you before, this quasi government

23 entity that controls a significant amount

24 of resources and is not a part of

25 government, for all intents and purposes.

1 4/14/15 - WHOLE - BILL 150162, etc.

2 I just fundamentally have a problem with
3 that.

4 Are they going to be available
5 to testify at any point or can we not
6 require them since they're not --

7 MR. GREENBERGER: No, no. I
8 can certainly ask them to do that.

9 COUNCIL PRESIDENT CLARKE: All
10 right. Okay. Because I want to talk
11 about just generally the makeup of PIDC,
12 the Board, who sits on the Board, who
13 gets appointed to the Board, the whole
14 nine yards, who makes decisions, is there
15 any level of transparency with respect to
16 the decision-making process. I know they
17 have the meeting and then they have a
18 meeting, and the question is -- I've
19 always had some concerns about that. Not
20 the people that work there. They're
21 hard-working people, but just this whole
22 approach to having --

23 MR. GREENBERGER: I understand.

24 COUNCIL PRESIDENT CLARKE: --
25 this entity over here that kind of

1 4/14/15 - WHOLE - BILL 150162, etc.

2 controls all of the, quote/unquote, big
3 money. Thank you.

4 The Chair recognizes Councilman
5 Oh.

6 COUNCILMAN OH: Thank you very
7 much, Council President.

8 Good morning.

9 MR. GREENBERGER: Good morning.

10 COUNCILMAN OH: I only have
11 just one small topic to talk about. The
12 Governor's proposed budget has a decrease
13 in the Philadelphia wage tax. I don't
14 have the exact number. I think it goes
15 from 3.92 to something like 3.54.

16 MR. GREENBERGER: Something
17 like that. It's a half a point drop, I
18 think.

19 COUNCILMAN OH: And I had
20 introduced a bill on a wage tax that
21 takes the wage tax from 3.92 to 2.09, but
22 the drop in the wage tax, the majority of
23 it doesn't have anything to do with the
24 City. It just has to do with the fact
25 that when the PICA portion of the wage

1 4/14/15 - WHOLE - BILL 150162, etc.
2 tax concludes, that that portion of the
3 wage tax is done away with. In other
4 words, it doesn't remain as a new tax or
5 an additional wage tax. It just is done
6 away with, it terminates.

7 To your understanding with
8 Governor Wolf's proposal -- and it's
9 maybe not a fair question, but if you
10 have some insights -- what is his plan
11 about the 1.54 percentage of the wage
12 tax, the PICA portion of the wage tax?
13 Does that remain or does that terminate?

14 MR. GREENBERGER: I'm afraid
15 you're way out of my knowledge base here.

16 (Witness approached witness
17 table.)

18 COUNCILMAN OH: There's Rebecca
19 Rhynhart.

20 MR. GREENBERGER: But Rebecca
21 Rhynhart --

22 COUNCILMAN OH: Rebecca to the
23 rescue.

24 MS. RHYNHART: Rebecca
25 Rhynhart, Budget Director.

1 4/14/15 - WHOLE - BILL 150162, etc.

2 The Governor's proposal to
3 reduce the wage tax, the resident wage
4 tax, from 3.9 down to about -- it would
5 go to 3.48 in 2017 and then down to 3.36
6 in 2020, and we would -- they would make
7 us whole by giving us tax relief for
8 those reductions. So that's a difference
9 also to the bill that you had proposed
10 that you mentioned earlier. Obviously we
11 would need to have some sort of -- the
12 funds replenished in order to be able to
13 have these types of tax reductions under
14 the Governor's budget, which he allows
15 for.

16 But in terms of the PICA
17 portion, the PICA portion at 1.5 percent
18 stays in place until the PICA bonds are
19 fully defeased, which I believe is in
20 2023.

21 COUNCILMAN OH: Right.

22 MS. RHYNHART: So that is not
23 an issue or not relevant, I would say, to
24 the Governor's proposal. So the
25 Governor -- that 1.5 percent would

1 4/14/15 - WHOLE - BILL 150162, etc.
2 still -- would go away in either
3 situation, but the base rate would be
4 lower under the Governor's proposed plan.
5 Does that make sense?

6 COUNCILMAN OH: It does make
7 sense. I mean, I will say that I didn't
8 propose a cut without replacing the
9 money. I just didn't replace it with
10 additional tax money. However, I am
11 interested because I believe that the
12 Deputy Mayor of Economic Development and
13 pretty much anybody that I know, even
14 though we would drop it from basically 4
15 percent to 2 percent, it's still a 2
16 percent wage tax that we have that our
17 competitors -- I call them competitors,
18 our neighbors -- and others don't have.
19 So if it is possible to identify the
20 removal of the 1.54 -- I believe it's
21 1.54 -- PICA portion of the wage tax, I
22 think that would clarify that that tax is
23 not somehow going to remain and be
24 converted into another type of tax.

25 It just -- so what you're

1 4/14/15 - WHOLE - BILL 150162, etc.
2 saying is that in the Governor's proposed
3 budget, it doesn't really do -- it
4 doesn't identify anything about the PICA
5 portion of the wage tax other than what's
6 naturally going to happen as we pay off
7 the bonds and then it disappears?

8 MS. RHYNHART: That's correct.
9 And in order for -- that will probably be
10 a discussion held in this room in 2022
11 about what to do with that 1.5 percent.
12 It is scheduled to sunset. So it is
13 scheduled to go away.

14 COUNCILMAN OH: Right. I bring
15 it up because some people would like to
16 keep it and convert it into another tax.
17 I'm not saying that's a bad idea. I
18 disagree with the idea, but there hasn't
19 been, up until now at least from my
20 perspective, a clarification that the
21 intention is to see that the tax is done
22 away with altogether when it sunsets.

23 MS. RHYNHART: Well, I think
24 that is what's on the books right now.
25 So I can't speak to what ideas or beliefs

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2 will be held at that point, but, yes,
3 it's scheduled to sunset.

4 COUNCILMAN OH: Okay. So I
5 would think that basically since it's
6 going to sunset in 2023, that it will be
7 part of our marketing and part of
8 planning for businesses. We talked about
9 some of the other efforts that we're
10 doing, that people would figure out that
11 basically a larger portion of the wage
12 tax, 1.5, is going to be gone in 2023 as
13 opposed to this smaller portion of point,
14 whatever it is, 4 something that the
15 Governor has proposed or that even I have
16 proposed. Three times larger portion
17 would be the conclusion of the PICA tax,
18 and it will be important, I think, to let
19 people know - businesses, investors -
20 that we're going to see a sharp reduction
21 in the wage tax.

22 MS. RHYNHART: I hear you. I
23 think what is also important, though, is
24 what's going to happen next year and the
25 year after to encourage businesses to

1 4/14/15 - WHOLE - BILL 150162, etc.
2 come here, because I think -- and Alan
3 could speak to this. Definitely I'm
4 going beyond my knowledge base, but I
5 would think that businesses would be more
6 interested in what the current tax rate
7 is for the coming year than a projection
8 for many years out. But I am outside of
9 my league at this point, so I will stop
10 talking.

11 COUNCILMAN OH: I think so. I
12 think Alan will agree that businesses
13 would like to see and predict the future
14 and have consistency in predictability in
15 terms of their investment and whether
16 they should or should not remain or
17 expand or come to Philadelphia.

18 MR. GREENBERGER:
19 Predictability is critical. My
20 hesitation would be a lot can happen in
21 eight years. I wouldn't want to be
22 running around saying that that's going
23 to happen eight years from now, because I
24 don't think any of us can feel assured
25 that that is what's going to happen.

1 4/14/15 - WHOLE - BILL 150162, etc.

2 Maybe when it's two and three years out,
3 we'd feel better about it, but I think
4 eight years is an awful long time. But
5 your point is well taken. I mean, if it
6 was in fact predictable and assured, it
7 would be a great thing to be marketing.

8 COUNCILMAN OH: So I'm just
9 going to say and conclude with this, that
10 I think it is important for us to
11 conclude the 1.54 percentage of PICA and
12 not convert it into another tax. I think
13 it ends, it's done, and I think any
14 equivocation on that is problematic, from
15 my perspective, and it also affects what
16 I think about what the Governor is
17 proposing if it isn't clear what happens
18 to that 1.54 portion of the wage tax.

19 All right. Thank you.

20 MR. GREENBERGER: Thank you.

21 COUNCIL PRESIDENT CLARKE:

22 Thank you, Councilman.

23 The Chair recognizes
24 Councilwoman Quinones-Sanchez.

25 COUNCILWOMAN SANCHEZ: Thank

1 4/14/15 - WHOLE - BILL 150162, etc.

2 you, Mr. Chair.

3 I know Council President has
4 talked around some of the reorg
5 potentially around the Commerce
6 Department. I wanted to just get some
7 better understanding and request the
8 numbers. We requested it out of the
9 Department of Housing and Community
10 Development. Can we get a breakdown of
11 the percentage of money from the Commerce
12 Department that is CDBG and how much is
13 General Fund?

14 MR. GREENBERGER: Yeah.

15 COUNCILWOMAN SANCHEZ: Do you
16 know what those numbers are?

17 MR. GREENBERGER: There is
18 roughly -- well, just CDBG by itself
19 is -- I'm going to include in that
20 CDBG -- well, it's mostly CDBG -- is
21 about 9 point something million. I can
22 get you a better number, of which about
23 10 percent supports Commerce staff and
24 the rest is in programs.

25 COUNCILWOMAN SANCHEZ: And then

1 4/14/15 - WHOLE - BILL 150162, etc.
2 from the General Fund?

3 MR. GREENBERGER: The General
4 Fund budget, I have to peel it back for
5 you, but it's basically -- let me just
6 look on my page here. It's approximately
7 3.1 million.

8 You know what? Sorry. We're
9 looking at the wrong spot.

10 COUNCILWOMAN SANCHEZ: I'm
11 looking at Page 5.

12 MR. GREENBERGER: Sorry. The
13 General Fund money is a little over 22
14 million, and I'm going to peel it all
15 back for you. So 1.9 million of that is
16 in Class 100. That's staff. There is a
17 small amount, \$26,000, for toner
18 cartridges and things like that. Five
19 hundred thousand dollars is contribution.
20 That's supporting operations of DRWC.

21 COUNCILWOMAN SANCHEZ: Of who?

22 MR. GREENBERGER: Delaware
23 River Waterfront Corp.

24 And there's 19 million in
25 what's called purchase of services. That

1 4/14/15 - WHOLE - BILL 150162, etc.
2 includes \$15 million that goes to the
3 Convention Center every year. So that's
4 simply a passthrough number.

5 COUNCILWOMAN SANCHEZ: How is
6 that a passthrough?

7 MR. GREENBERGER: It was set up
8 as -- isn't it --

9 COUNCILWOMAN SANCHEZ: Is that
10 money we get from the state?

11 MR. GREENBERGER: Yeah. This
12 is debt service on the Convention Center.

13 COUNCILWOMAN SANCHEZ: It's our
14 portion of the debt service on the
15 Convention Center?

16 MR. GREENBERGER: Yeah. It
17 just passes through Commerce's budget.
18 We don't do anything with it other than
19 pass it along.

20 That leaves \$4.7 million
21 roughly, of which a little over 3 goes to
22 PIDC that is carrying more Commerce staff
23 and is also carrying contracted work with
24 various ethnic Chambers of Commerce and
25 so on.

1 4/14/15 - WHOLE - BILL 150162, etc.

2 COUNCILWOMAN SANCHEZ: Can you
3 give us, going back to Council President
4 and Councilman Jones's point, can you
5 give us a diagram that shows us who are
6 we paying for that is seated at PIDC.

7 MR. GREENBERGER: Sure.

8 COUNCILWOMAN SANCHEZ: And what
9 their positions are.

10 MR. GREENBERGER: Yeah. Sure.
11 No problem.

12 COUNCILWOMAN SANCHEZ: I think
13 that would help clarify that.

14 One of the things that we've
15 been talking about and we asked Deborah
16 McColloch, there's been a backlog of some
17 of the capital programs that Commerce is
18 overseeing. Can we get a breakdown? So
19 we have CDBG money tied back several
20 years. Can we get a report of the status
21 of those projects, which ones are going
22 to happen, which ones haven't happened
23 and why, do we need to pull any of that.
24 We've been talking about the restrictions
25 around CDBG funding, and every year we

1 4/14/15 - WHOLE - BILL 150162, etc.
2 get a report and we're like ten years
3 behind on some of that, and some of that
4 I noticed was in Commerce line items. So
5 can you give us an update --

6 MR. GREENBERGER: Sure.

7 COUNCILWOMAN SANCHEZ: -- so
8 when she does the Con Plan, before she
9 submits the Con plan, that we have that.

10 One of the issues that's come
11 up here is the restriction of CDBG money
12 in terms of your projects. Can you tell
13 me quickly what are the limitations to
14 utilizing CDBG money for your Commerce
15 activities.

16 MR. GREENBERGER: If I might,
17 I'll do it through an example. We run
18 something called Storefront Improvement
19 Program, which is doing a lot of very
20 small-scale renovations in commercial
21 corridors throughout the City. Most of
22 the Storefront Improvement Program is
23 supported by CDBG dollars. We were
24 informed by the federal government that
25 those dollars now have to be spent using

1 4/14/15 - WHOLE - BILL 150162, etc.
2 prevailing wage, which is something that
3 hadn't occurred in the past, and many of
4 the small contractors, who are often
5 neighborhood contractors, have very
6 little experience with things like
7 prevailing wage. So there's a very big
8 bureaucratic leap that they have to take.
9 Part of the reason for this is that the
10 prevailing wage requirements are based on
11 dollar value of projects that were set --
12 are you ready -- in 1931, and that dollar
13 value -- so it was \$2,000 in 1931. It
14 has never been adjusted for inflation.
15 So basically in 1931, you could exclude
16 from the prevailing wage any project
17 under \$2,000. That makes doing these
18 projects very difficult, and we had to
19 retool the program because of this order
20 from the federal government.

21 We suspended it for, I think,
22 two months last year to just get the new
23 regulations in place, get the word out,
24 and we've seen a falling off of
25 applications, partly as a result of that

1 4/14/15 - WHOLE - BILL 150162, etc.
2 and partly because we had to stop the
3 program to retool the regulations. I'm
4 not sure whether it will come back
5 strong, but I think the more important
6 point is that we have to spend more per
7 project than we had in the past, and many
8 small contractors just don't want to go
9 near it. So it's become a problem.

10 COUNCILWOMAN SANCHEZ: We'd
11 like to get an update of what of the CDBG
12 funding restrictions on your projects,
13 outline what they are. You talked about
14 the Storefront. Any other activities
15 that you're doing? What else attributes
16 to the backlog that you guys have? I
17 mean, I guess what I'm getting at is, is
18 your staff overseeing some of these
19 capital projects too time-consuming that
20 they're delayed?

21 MR. GREENBERGER: Karen Fegely
22 will speak to this in a minute, but just
23 to give you a sort of idea of what's out
24 there particularly around the commercial
25 corridors, last year we funded 14

1 4/14/15 - WHOLE - BILL 150162, etc.
2 organizations that work on corridors
3 throughout the City. These are things
4 like corridor cleaning, in which we
5 invested \$650,000 to fund 17 different
6 organizations. There's also \$179,000
7 from DCED from the state for planning
8 grants and another \$200,000 from old PCDC
9 funds that were used for implementation
10 projects. So we've made approximately 25
11 grants over two years for corridor
12 projects around the City.

13 The Storefront Improvement
14 Program was 58 projects last year, 21 for
15 something called InStore, which was
16 renovations in the store itself. Some of
17 the -- just two other things. Some of
18 the highlighted projects were Germantown
19 and Erie LED light fixtures, North Broad
20 Street lighting which was going in,
21 Germantown and Lehigh, North 22nd Street,
22 Stenton Avenue, which are ready to start
23 construction. Projects that are in
24 design and engineering include Maplewood
25 Mall in Germantown, 2nd Street Plaza,

1 4/14/15 - WHOLE - BILL 150162, etc.
2 Passyunk and Morris, and Ridge Avenue in
3 East Falls. And projects that are ready
4 to start design engineering include
5 American Street, West Girard, North 52nd
6 Street greenway, lighting under the El
7 and Frankford in K&A commercial areas,
8 Cottman Avenue, and West Girard
9 streetscape. That's a lot of projects
10 that are moving through the system in
11 various phases.

12 Karen, would you want to
13 comment.

14 MS. FEGELY: I think you
15 covered it.

16 I guess I would -- if you don't
17 mind clarifying, Councilwoman. You were
18 asking about a backlog. Is it CDBG
19 projects or capital projects?

20 COUNCILWOMAN SANCHEZ: Both.
21 I'm asking about -- and my time is up.
22 I'm asking about whether that's the best
23 utilization of your staff time in light
24 of the fact that these projects are so
25 delayed. I'm trying to get to the

1 4/14/15 - WHOLE - BILL 150162, etc.
2 efficiency. Are we better off utilizing
3 our external stakeholders to manage some
4 of these projects? I just think that
5 this whole process is cumbersome, so I
6 want to decipher is it the funding or is
7 it our management structure?

8 MS. FEGELY: And we welcome --
9 we're always trying to tweak and become
10 as efficient as possible. I don't
11 believe we have -- I mean, if the
12 backlog -- if you're referring to capital
13 projects, those projects do take a long
14 time, and I know you hear this every
15 year. They take two to three years to do
16 a streetscape project from beginning to
17 end, and that's the time. And we've
18 looked at -- in some cases we have
19 granted the funds out to a third-party
20 organization. We haven't found that that
21 makes it move any quicker.

22 COUNCILWOMAN SANCHEZ: So is
23 that because of the funding source and
24 how it has to be accounted for? I want
25 to get to the --

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2 MS. FEGELY: No. In those
3 cases those are not CDBG-funded projects.
4 Those are City capital-funded projects.
5 And I really believe that the process
6 is -- it involves multiple levels of
7 review, multiple levels with --
8 coordination with multiple agencies and
9 departments, including when we do a
10 project, there's a lot of community
11 outreach and getting the stakeholder
12 groups involved, and it can be slow, but
13 I think it's --

14 COUNCILWOMAN SANCHEZ: It's
15 very slow. It's very frustrating. We
16 got to be able to do it better. I'm
17 trying to figure out where the burdens
18 that we issue and we put on ourselves or
19 is there a better streamlined way that we
20 can work with our commercial corridor
21 partners to get boots on the ground,
22 money on the ground. That's what I'm
23 asking. So I want to know if it's not a
24 funding issue, it's capital. What of our
25 structure makes these projects take so

1 4/14/15 - WHOLE - BILL 150162, etc.
2 long? I mean, it's taken me five years
3 to get a project off the ground. There
4 has to be something better for us to do
5 from the point of getting it in the
6 budget, let alone carrying it out.
7 That's what I'm trying to understand.

8 MS. FEGELY: Well, and one of
9 things -- and it was brought up during
10 the Capital Budget hearing -- is, we have
11 begun to look more at doing what I'm
12 calling sort of a la carte capital
13 projects. Councilman Jones helped us
14 sort of coordinate this and the stuff we
15 did on 54th Street and Haverford Avenue
16 where we can look at instead of designing
17 and engineering a full project and
18 ripping up all the sidewalks, can we just
19 go in and do the lighting, can we go in
20 and do the bus shelters, and can we go
21 and do pieces of a project that can
22 happen much more quickly. And we've been
23 successful doing that in a few areas and
24 we're going to look to do that in a few
25 more.

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2 COUNCILWOMAN SANCHEZ: I know
3 my time is up and I'm taking it, but I'm
4 just very frustrated around this process.
5 I'm trying to figure out a better way of
6 doing this. Again, my -- I'll come back.

7 COUNCIL PRESIDENT CLARKE:
8 Councilwoman, we all share your
9 frustration.

10 The Chair recognizes Councilman
11 Neilson.

12 COUNCILMAN NEILSON: Thank you,
13 Mr. President.

14 I want to go back about -- the
15 Councilwoman talked about you suspending
16 a program and you mentioned that it was
17 due to laws from 1931 that you suspended
18 it because you just found out about them,
19 which is the Davis-Bacon Act of the
20 federal government or the Pennsylvania
21 Prevailing Wage Act. Is this a new law
22 that you just found out? I mean, so is
23 it your testimony here today that you've
24 been breaking this since 1931? We
25 haven't been in compliance? I mean, what

1 4/14/15 - WHOLE - BILL 150162, etc.
2 you said is you suspended it because they
3 made new rules.

4 MS. FEGELY: Right.

5 COUNCILMAN NEILSON: These
6 rules have been in effect since the early
7 1900s and it's something the federal
8 government does. That's to make certain
9 that your department doesn't give the
10 contracts to your brother-in-law or
11 something like that. That's why. And to
12 make sure that you utilize a local
13 workforce and you pay a prevailing wage,
14 which is based on the community.

15 So is it your testimony here
16 today -- and it's a quick yes or no --
17 that you've not been in compliance with
18 both the federal and state Prevailing
19 Wage Act during this Administration?

20 MS. FEGELY: No, that's not
21 correct.

22 COUNCILMAN NEILSON: So you
23 have been in compliance. So that's not
24 what held these projects up. So the
25 projects were not being held up as we

1 4/14/15 - WHOLE - BILL 150162, etc.
2 were just testifying to, that they
3 weren't being held up due to the
4 prevailing wage requirements and the
5 Davis-Bacon Act?

6 MS. FEGELY: Our program was
7 designed in such a way that we had been
8 advised that we were in compliance with
9 the Davis-Bacon Act. We were separating
10 out and paying using the CDBG, the
11 federal funds, to pay for the materials
12 part of the portion of the project, and
13 we had been advised that that was
14 appropriate and correct. We were
15 recently advised in the fall that that
16 did not meet all of HUD's requirements
17 and they wanted us to apply the
18 Davis-Bacon Act to the project in its
19 entirety. So as soon as we got that
20 notification, that was when we sort of
21 halted the program and went back and
22 reworked our guidelines and our
23 application.

24 COUNCILMAN NEILSON: And that
25 notification was due to your violating

1 4/14/15 - WHOLE - BILL 150162, etc.
2 the Act? I mean, someone had to bring
3 that to your attention, right?

4 MS. FEGELY: Actually, it came
5 up because we started our new program
6 called InStore, which is the business
7 attraction grants to do the inside of the
8 store and we were designing sort of the
9 guidelines in the process for that, and
10 in doing that and in speaking with our
11 Labor Standards Unit and with HUD, it
12 sort of -- they called to our attention
13 the way we needed to apply Davis-Bacon to
14 that program, and then it made us take a
15 second look at our Storefront Improvement
16 Program.

17 COUNCILMAN NEILSON: Thank you.
18 Today we've heard a lot of the
19 Councilmembers' concern on our commercial
20 corridors, and we talked a little bit
21 about the vacancies and stuff like that,
22 and every community deserves a Main
23 Street or a Market Street that the
24 community can walk down. I think it's
25 important. And today we've heard that

1 4/14/15 - WHOLE - BILL 150162, etc.
2 we've had a lot of success rates on doing
3 this.

4 How do you measure success
5 within the department? I mean, how do
6 you actually determine that -- we heard
7 like somebody has a 40 percent -- the
8 Councilman has a 40 percent vacancy rate
9 on his commercial corridor, but I'm
10 certain that when we get the list from
11 the department, you're going to show us
12 some success there.

13 How do you measure success so
14 we can measure it in real values and tie
15 it into our Philadelphia Community
16 Sustainability initiative, which the
17 Council President puts right up there to
18 remind everybody. And before you answer
19 that, because I know I'm going to run out
20 of time. I know you did this nice chart
21 over there and you referred to it a few
22 times. After you're done and before the
23 next question, maybe the President will
24 give us some time to really explain what
25 it is, because I know we can't see it

1 4/14/15 - WHOLE - BILL 150162, etc.
2 from here and there hasn't been a
3 handout. I looked in your testimony,
4 your budget book. You haven't handed
5 anything out. So maybe you could explain
6 what that chart does since someone went
7 through so much trouble to design it.

8 MS. FEGELY: Do you want the
9 chart first or the vacancy?

10 COUNCILMAN NEILSON: I'd like
11 to see the measured success. I think all
12 of us are excited to hear about how you
13 measure compare to what we call successes
14 in our communities.

15 MS. FEGELY: It's an excellent
16 question and it's one we're always
17 dealing with and trying to make sure that
18 we're doing that and holding ourselves
19 accountable and measuring return on
20 investment.

21 Vacancy is in fact the best
22 number we've come up with for measuring
23 change. However, the change in these
24 neighborhoods does take time, and so we
25 do it -- on a year-to-year basis, it's

1 4/14/15 - WHOLE - BILL 150162, etc.
2 really hard to tell. I can give -- I
3 wasn't able to -- we weren't able to
4 answer the specific vacancy rates on the
5 corridors. We do have that data in our
6 office. I can tell you average for the
7 City for all kinds of our commercial
8 corridors, all types citywide is about 17
9 percent. In our neighborhood commercial
10 corridors that we target through our
11 department, the vacancy rate is about 19
12 percent, way too high. But I will tell
13 you that that's -- like the 2014 number,
14 it's down from 2002-2003 based on the
15 Planning Commission's Phila's shops
16 survey. It's down from about 25 percent.
17 So the corridors where we have active
18 corridor management, the vacancy rate has
19 come down over a ten-year period. And
20 it's not good enough. We're continuing
21 to work on that.

22 COUNCILMAN NEILSON: Thank you
23 very much.

24 And then last, Mr. President,
25 if we can get that chart explained. It's

1 4/14/15 - WHOLE - BILL 150162, etc.
2 been bugging me since they got here.
3 Because I don't see it. Councilman Jones
4 and I actually walked over to see what it
5 was. So if we could have that explained
6 to us to at least see what it is.

7 MS. DOWD-BURTON: Councilman,
8 thank you very much for your question.
9 The chart is a snapshot of the history of
10 the Nutter Administration's contribution
11 as it relates to economic inclusion,
12 which is measured in the contracts
13 awarded to minority and women-owned
14 businesses by the City as well as the
15 quasi public agencies associated with the
16 City government. And so what you have
17 are the seven years and a projection of
18 the end of the eighth year that totals up
19 top. You'll see the years stacked. When
20 you add them up, you'll see that we're
21 closing in on and expect to exceed a \$2
22 billion benchmark of contracts awarded to
23 minority and women-owned businesses
24 throughout this Administration.

25 The bottom part of the chart is

1 4/14/15 - WHOLE - BILL 150162, etc.
2 one that measures from year to year,
3 fiscal year -- we start Fiscal Year 2008
4 through 2014, where our goal was actually
5 25 percent minority and female
6 participation on contracts. That goal
7 has been in place for over 30 years.

8 In Fiscal Year '13, we began to
9 look at our participation goals
10 differently.

11 COUNCILMAN GOODE: Point of
12 information.

13 MS. DOWD-BURTON: What we said
14 was --

15 COUNCIL PRESIDENT CLARKE: Ms.
16 Burton, hold on one second.

17 Councilman Goode.

18 COUNCILMAN GOODE: There has
19 not been a goal of 25 percent for 30
20 years. That's what you just said.

21 MS. DOWD-BURTON: I said for
22 over 30 years.

23 COUNCILMAN GOODE: There has
24 not been a goal of 25 percent for over 30
25 years.

1 4/14/15 - WHOLE - BILL 150162, etc.

2 MS. DOWD-BURTON: So how long
3 would you say, Councilman?

4 COUNCILMAN GOODE: First of
5 all, there were no goals during certain
6 Administrations. There were no disparity
7 studies done during most Administrations.

8 MS. DOWD-BURTON: Okay.

9 COUNCILMAN GOODE: And when
10 disparity studies started, it wasn't
11 until really the Street Administration
12 through legislation I did. So there was
13 not a 25 percent goal for 30 years.
14 That's not a true statement.

15 MS. DOWD-BURTON: Okay. Well,
16 I apologize for that. I just know that
17 in 1984 when I came to work for the City
18 as Procurement Commissioner, my goal was
19 25 percent participation, and when I left
20 in 1990 and came back in 2010, I was not
21 aware that there was a gap in
22 participation goals. So I apologize for
23 that.

24 COUNCILMAN GOODE: You left out
25 about 20 years.

1 4/14/15 - WHOLE - BILL 150162, etc.

2 MS. DOWD-BURTON: So I
3 apologize for assuming that we had
4 participation goals throughout that
5 period. I'm surprised that we did not.

6 COUNCILMAN GOODE: You left out
7 about 20 years and about an
8 Administration and a half.

9 MS. DOWD-BURTON: Yes.

10 COUNCILMAN GOODE: Thank you.

11 COUNCIL PRESIDENT CLARKE:
12 Thank you, Councilman.

13 MS. DOWD-BURTON: So the goals
14 then that were set that ran from '82 to
15 '90 and then the goals that I walked in
16 on for the Nutter Administration, which
17 were again at 25 percent. In 2012, we
18 began to look at how we calculated our
19 participation goals and what were the
20 variables that kept throwing us off
21 kilter as we tried to smooth out
22 participation and drive more inclusion
23 for minorities and women. So we found
24 out that there were electronic bills that
25 were beginning to pop up in our contracts

1 4/14/15 - WHOLE - BILL 150162, etc.
2 because of the de-regulation of
3 electricity. And so that was initially
4 about 34 million. It escalated up to 52
5 million in Fiscal Year '14. This year,
6 Fiscal Year '15, it's actually at 62
7 million. And we know that we do not have
8 minority and women-owned businesses that
9 provide electric power. So we have
10 created a category that allows us to show
11 the community, the business community,
12 those transactions, and there are 64
13 contracts this year where we have few or
14 no minorities or women to participate.
15 We bought a helicopter this year. We
16 bought water sledge barge services. We
17 buy proprietary licensing for IT, and we
18 buy a number of different kinds of
19 services that do not lend itself to
20 participation. So we created that
21 portfolio. We publicize it for
22 transparency. And our goal is to help
23 the business community create new markets
24 around these opportunities.

25 So while they're sitting off to

1 4/14/15 - WHOLE - BILL 150162, etc.
2 the side under the Few or No category, we
3 then look at where the markets we
4 actually have an abundance of minorities
5 and women, and we measure our
6 participation on that. And based on that
7 participation, we were able to increase
8 our goal from 25 percent to 30 percent
9 because we have an adequate supply.

10 COUNCILMAN GOODE: Point of
11 information.

12 MS. DOWD-BURTON: And we
13 demonstrated that the participation is
14 there.

15 COUNCILMAN JONES: The Chair
16 recognizes Councilman Goode on a point of
17 information.

18 COUNCILMAN GOODE: What was the
19 25 percent goal? How was that set? And
20 we're going to do this all day.

21 MS. DOWD-BURTON: The 25
22 percent goal and now the 30 percent
23 goal --

24 COUNCILMAN GOODE: I asked you
25 how was the 25 percent goal set.

1 4/14/15 - WHOLE - BILL 150162, etc.

2 MS. DOWD-BURTON: It was set by
3 the disparity study.

4 COUNCILMAN GOODE: Exactly.

5 MS. DOWD-BURTON: Yes. And so
6 if you look at the disparity study, you
7 will find that overall the City of
8 Philadelphia has about 20,000 companies,
9 and of those, 35 percent are minority and
10 women-owned businesses, those companies
11 that have more than one employee. In
12 that category --

13 COUNCILMAN GOODE: But my point
14 is real simple. The goals are set by the
15 disparity study.

16 MS. DOWD-BURTON: Correct.

17 COUNCILMAN GOODE: They legally
18 have to be set by the disparity study.

19 MS. DOWD-BURTON: Agreed.

20 COUNCILMAN GOODE: This whole
21 talk of smoothing out participation has
22 nothing to do with the disparity study.

23 MS. DOWD-BURTON: Except that
24 over the last three years in our
25 disparity study, we have looked at not

1 4/14/15 - WHOLE - BILL 150162, etc.

2 only what the market has in terms of
3 minorities and women, we look at the
4 minority and women-owned businesses that
5 actually sell what we buy. So we're
6 looking --

7 COUNCILMAN GOODE: So you've
8 asked the consultant to provide more
9 information so you can smooth out
10 participation, but by law there still has
11 to be a disparity study that's conducted
12 that looks at the total value of
13 contracts, and in terms of the total
14 value of contracts, which for Fiscal Year
15 '14 was \$834 million, what percentage of
16 that went to disadvantaged businesses?
17 And I'm going to ask the question in
18 reverse. Let me start there. What
19 percentage of the \$834 million went to
20 businesses owned by white men?

21 MS. DOWD-BURTON: So what I
22 will look at is --

23 COUNCILMAN GOODE: There's one
24 number. There's one number that's the
25 answer to that question. What percentage

1 4/14/15 - WHOLE - BILL 150162, etc.

2 of the \$834 million went to businesses
3 owned by white men?

4 MS. DOWD-BURTON: If you look
5 at that gross number, \$834 million or so
6 and you have 184 million, you're talking
7 about 22 percent. And what we're talking
8 about is --

9 COUNCILMAN GOODE: My question
10 was what percentage --

11 MS. DOWD-BURTON:
12 Seventy-eight.

13 COUNCILMAN GOODE: -- of the --

14 MS. DOWD-BURTON:
15 Seventy-eight.

16 COUNCILMAN GOODE: So 78
17 percent of the \$834 million went to
18 businesses owned by white men.

19 MS. DOWD-BURTON: And what I
20 will say to you, sir, when you're looking
21 at the law -- and I looked at the law as
22 well -- I see that there is a title of
23 eligible -- contracts that are eligible
24 for participation, and that is what
25 drives our participation level. There's

1 4/14/15 - WHOLE - BILL 150162, etc.

2 also a guideline --

3 COUNCILMAN GOODE: When you
4 look at what law?

5 MS. DOWD-BURTON: The
6 Philadelphia Code.

7 COUNCILMAN GOODE: I wrote a
8 lot of it.

9 MS. DOWD-BURTON: I understand
10 that and I appreciate it.

11 COUNCILMAN GOODE: And so I
12 asked a simple question. Of the \$834
13 million in Fiscal Year '14, what
14 percentage went to businesses owned by
15 white men. That number is 78 percent.

16 MS. DOWD-BURTON: On the gross
17 number, the number is 78 percent.

18 COUNCILMAN GOODE: Thank you.

19 MS. DOWD-BURTON: And when we
20 look at --

21 COUNCILMAN GOODE: Thank you.

22 Thank you, Mr. Chair.

23 MS. DOWD-BURTON: -- the
24 disparity study, the disparity study that
25 guides what we do -- you're welcome, sir.

1 4/14/15 - WHOLE - BILL 150162, etc.

2 COUNCILMAN JONES: Thank you.

3 We'll go back and recognize
4 Councilman Neilson.

5 COUNCILMAN NEILSON: Do we
6 participate on all your procurement on
7 CoStars? Have you ever heard of the
8 CoStars program?

9 MR. GREENBERGER: I'm sorry.
10 What is it, Councilman?

11 COUNCILMAN NEILSON: CoStars.

12 MS. DOWD-BURTON: I'm sorry. I
13 don't --

14 COUNCILMAN NEILSON: CoStars.

15 MS. DOWD-BURTON: You're
16 saying --

17 COUNCILMAN NEILSON: CoStars,
18 C-O-S-T-A-R-S.

19 MS. DOWD-BURTON: I've never
20 heard of that concept, sir.

21 COUNCILMAN NEILSON: Okay.

22 MR. GREENBERGER: Apparently,
23 Councilman, that's a listing for real
24 estate.

25 COUNCILMAN NEILSON: No. It's

1 4/14/15 - WHOLE - BILL 150162, etc.
2 a listing for all procurement and all
3 services, all type of businesses. And
4 within the CoStars, within their
5 department, the Pennsylvania Department
6 of General Services allows us to do some
7 procurement through there and demands
8 minority participation within. So I was
9 just wondering. And I'll try and get you
10 that information and try and bring them
11 down to the departments, because I think
12 this is an ongoing -- no one talks about
13 it.

14 MS. DOWD-BURTON: So,
15 Councilman, the Procurement Department,
16 which will be testifying, does in fact
17 use state contracts and they are
18 responsible for reporting whatever
19 participation the state contracts does
20 lend.

21 COUNCILMAN NEILSON: All right.
22 Because those are some of the ones we can
23 piggyback on who already have some
24 minority participation and we can reap
25 the benefit of them as well. I was just

1 4/14/15 - WHOLE - BILL 150162, etc.
2 wondering if you participated. But thank
3 you very much.

4 MS. DOWD-BURTON: You're
5 welcome.

6 COUNCILMAN NEILSON: I have no
7 further questions, Mr. Chairman.

8 COUNCILMAN JONES: Thank you,
9 Councilman.

10 I have a couple of quick
11 questions. I see -- yeah, that's me.
12 And now we have Councilwoman Sanchez.

13 A couple of quick questions. I
14 don't measure success necessarily by
15 statistics and percentages. Let me ask
16 two specific questions. One, last year
17 you hired an international developer.

18 MR. GREENBERGER: Director of
19 International Investments, right.

20 COUNCILMAN JONES: And you have
21 over the last year dealt with companies
22 minority and female. Name for me your
23 signature firms that you would point to
24 as having successfully been included in
25 the procurement system and name for me

1 4/14/15 - WHOLE - BILL 150162, etc.
2 three companies that you brought overseas
3 to Philadelphia to relocate on the
4 international end.

5 MR. GREENBERGER: So two
6 separate questions, right?

7 COUNCILMAN JONES: Minority and
8 female businesses that have done well
9 with the City of Philadelphia and
10 international businesses that you've
11 recruited from wherever to Philadelphia.
12 Let's let the lady go first.

13 MS. DOWD-BURTON: So I'll start
14 with a couple of companies, and they have
15 been here in City Council testifying
16 before the Economic Opportunity Review
17 Committee. I want to thank Council for
18 providing that venue for us to measure
19 impact of our programs within the
20 marketplace.

21 So the companies that I would
22 suggest are Advantage, which is a
23 construction company that is expanding
24 beyond construction into manufacturing,
25 and they actually produce some of the

1 4/14/15 - WHOLE - BILL 150162, etc.

2 HVAC kinds of equipment.

3 COUNCILMAN JONES: Is it a
4 minority?

5 MS. DOWD-BURTON: It's a
6 minority African American male.

7 Arora Engineers is a company.
8 It is Indian descent, Indian owned,
9 28-year company that is an engineering
10 firm doing very well at the airport. And
11 many of these companies that I'll name
12 are doing business and being successful
13 in the public as well as the private and
14 non-profit sectors.

15 The third is Team Clean. I'd
16 also add U.S. Facilities as well. I
17 couple them because I know U.S.
18 Facilities has been around for 30-plus
19 years, and the importance of that company
20 is the fact that they have groomed,
21 mentored, and grown other companies that
22 have now grown up. You've got Team
23 Clean, which says -- the proprietor is
24 happy to say she started out with a
25 broom, a pail, and a mop and now she's a

1 4/14/15 - WHOLE - BILL 150162, etc.
2 \$17 million business being very
3 successful.

4 Swain Technology is a company
5 that is of Asian descent and they are in
6 fact one of 33 in the world that have --

7 COUNCILMAN JONES: Do we have
8 Hispanic companies? I'm hoping.

9 MS. DOWD-BURTON: I'm sorry?

10 COUNCILMAN JONES: Because
11 Sanchez is next.

12 MS. DOWD-BURTON: Sorry?

13 COUNCILMAN JONES: I hope we
14 have a Hispanic company.

15 MS. DOWD-BURTON: Absolutely.
16 As a matter of fact, I think Swain Tech,
17 I'm sorry, is a Latino company. And one
18 of the things that we are very particular
19 about is making sure all of our
20 initiatives include the African American,
21 Asian, and Hispanic Chambers of Commerce.
22 We work closely with them during our MED
23 Week enterprise celebrations, and I thank
24 you and other members of Council for
25 participating in that program. We have

1 4/14/15 - WHOLE - BILL 150162, etc.
2 highlighted a number of other companies
3 that are in fact in our profiles, our
4 Fiscal Year '14 annual report that we're
5 very proud of.

6 COUNCILMAN JONES: All right.

7 MR. GREENBERGER: Just give you
8 a quick three here. There's a company
9 named Fibria, which does transportation
10 and utility work. They're from Brazil.

11 COUNCILMAN JONES: Where are
12 they located now?

13 MR. GREENBERGER: They are on
14 Delaware Avenue north.

15 COUNCILMAN JONES: What size
16 company?

17 MR. GREENBERGER: Let me just
18 ask a quick question, because there's a
19 long of list of data here, but I'm not
20 sure what the columns are.

21 MS. DOWD-BURTON: While he's
22 checking, I will also add Steadfast
23 Entities, which is an African American
24 construction company that has the crane
25 that was alongside Evo at 32nd and

1 4/14/15 - WHOLE - BILL 150162, etc.
2 Chestnut Street and is also in Children's
3 Hospital project. So there are many,
4 many companies that we are truly proud of
5 and that we've highlighted.

6 COUNCILMAN JONES: Thank you.

7 MR. GREENBERGER: Sorry. Thank
8 you for indulging me. Fibria is just
9 starting here. Their anticipated
10 growth -- so this hasn't happened yet --
11 is --

12 COUNCILMAN JONES: Have they
13 started here?

14 MR. GREENBERGER: They have
15 just started an operation here, but their
16 anticipated growth is upwards of 200
17 employees.

18 COUNCILMAN JONES: What do they
19 do?

20 MR. GREENBERGER: They are
21 involved in transportation and utilities,
22 and unfortunately I don't know them
23 personally, so I can't tell you.

24 Oh, that's right. This is the
25 pulp products into the Tioga Marine

1 4/14/15 - WHOLE - BILL 150162, etc.

2 Terminal. That's right.

3 There's another company called

4 Ecosave, which is an Australian company.

5 They're involved in -- they basically do

6 consulting and development business with

7 firms that are looking to save energy.

8 So they'll go in and do -- for example,

9 they'll do an audit on a building.

10 They'll propose ways of saving energy,

11 and then they'll use the savings as a way

12 to finance the improvements necessary to

13 make the savings happen. I actually just

14 met with them recently. They're a firm

15 of about -- I think they're --

16 COUNCILMAN JONES: Where are

17 they located?

18 MR. GREENBERGER: They're in

19 the Navy Yard. They're a firm of about

20 30 people that is planning on now pretty

21 significant growth to about 100.

22 And then the third example is a

23 firm called Clinigen, which is a small

24 pharma and life sciences firm. They're

25 in Center City. They currently have a

1 4/14/15 - WHOLE - BILL 150162, etc.
2 staff of eight and that's growing to
3 about 12.

4 COUNCILMAN JONES: Okay. I
5 would like to see some in Parkside,
6 Hunting Park, American Street. I like
7 the Navy Yard. I mean, beautiful view,
8 but we would like to see some of that
9 prosperity centered around neighborhoods.

10 MR. GREENBERGER: I understand.

11 COUNCILMAN JONES: That's my
12 goal.

13 MR. GREENBERGER: I understand.
14 I'll also just mention to you -- I'm not
15 going to go through a list here, but
16 we're talking to a number of Israeli and
17 French firms from Leone at the moment
18 about coming over who has expressed
19 interest as a result of both travel
20 and --

21 COUNCILMAN JONES: Hunting
22 Park, great industrial park.

23 MR. GREENBERGER: It is.

24 MS. DOWD-BURTON: I'll also
25 mention Alpha Enterprises, which is out

1 4/14/15 - WHOLE - BILL 150162, etc.
2 in Parkside.

3 COUNCILMAN JONES: That's in
4 the 4th District. That's good. I know
5 where that is. It's in Parkside.

6 MS. DOWD-BURTON: Yes.

7 MR. GREENBERGER: Since we're
8 talking about 4th, I'd probably mention
9 United Scrap up on Wissahickon Avenue,
10 which was a big business attraction
11 effort.

12 COUNCILMAN JONES: Each
13 District Councilperson deeply loves the
14 City of Philadelphia. I kid you not. I
15 can't think of one. But all of them love
16 their districts even more, I would
17 imagine.

18 MR. GREENBERGER: Can't think
19 of one.

20 COUNCILMAN JONES: Because
21 that's where they're from. So breaking
22 down the information so they know the
23 relevance to their particular district is
24 important.

25 The Chair recognizes

1 4/14/15 - WHOLE - BILL 150162, etc.

2 Councilwoman Sanchez.

3 COUNCILWOMAN SANCHEZ: We love
4 our children differently.

5 COUNCILMAN JONES: Yes, we do,
6 but we love them all.

7 COUNCILWOMAN SANCHEZ: I just
8 want to go back to one point, because my
9 issue with the contracting is not just an
10 issue that I'm going to bring up to
11 Commerce and we brought up to OHCD, I'm
12 going to bring up with Water. I just
13 feel like there's a lot of time and
14 energy expended by the departments who
15 are doing capital programs, and I'd like
16 to see that process streamlined. I think
17 in light of the fact that we are going to
18 be going into a new Administration, we
19 need to begin to talk about that, because
20 I find that my office ends up doing a lot
21 of coordination and we just need to look
22 at whether departments should be managing
23 contracting work. Because Commerce
24 Department, everybody there is extremely
25 responsive. I'm talking about as a

1 4/14/15 - WHOLE - BILL 150162, etc.
2 government, can we streamline this, can
3 we look at who do we hire for
4 construction management so that these
5 projects hit the ground quicker. That's
6 just it. I just think we're too
7 bureaucratic and too much of the money
8 ends up being spent at the top and not on
9 the ground. So that's across the board,
10 from Public Property and others. So I
11 will wait for your project data.

12 Timeline, what money, as I
13 said, going back, how delayed they are,
14 where they are, because I think we're
15 going to have to make some decisions in
16 this budget, and for me and my district,
17 it's like what needs to happen, what is
18 never going to happen if we've allocated
19 money that we're not going to utilize.

20 MR. GREENBERGER: Can I make a
21 suggestion? What I'd really love to do
22 is take a case study, let's say something
23 in your district, and just sort of track
24 it through with your staff --

25 COUNCILWOMAN SANCHEZ: You

1 4/14/15 - WHOLE - BILL 150162, etc.

2 really don't want to do that.

3 MR. GREENBERGER: -- step by
4 step.

5 COUNCILWOMAN SANCHEZ: You will
6 start crying. You really don't want to
7 do that.

8 MR. GREENBERGER: I do want to
9 do that.

10 COUNCILWOMAN SANCHEZ: I want
11 you to look at what your processes are
12 and where we can have some recommended
13 streamlines.

14 MR. GREENBERGER: That's why I
15 want to do this.

16 COUNCILWOMAN SANCHEZ: So I can
17 list ten projects and then I'll start
18 crying. So let's not do that. Let's not
19 kill each other on that. I think we just
20 need to look at those things. And,
21 again, I see too much resources being
22 expended in different departments to do
23 the same thing, and so I just think as a
24 government, those things need to be
25 better aligned. And, again, I know

1 4/14/15 - WHOLE - BILL 150162, etc.
2 Council President is looking at how do we
3 align some of the stuff. I think it's
4 the appropriate time to have that
5 conversation, without folks needing to
6 get defensive, because I think part of it
7 is, this is the way we've been doing
8 things and nobody is willing to take the
9 charge to say we need to do this a little
10 bit better.

11 That said, I just had a
12 technical question for why is Campus
13 Philly, the \$1.1 million, being put
14 through Commerce for the first time? Is
15 there a reason why that money is coming
16 through you?

17 MR. GREENBERGER: We have
18 funded Campus Philly and Graduate! Philly
19 previously through Commerce. It's kind
20 of an open choice. You can probably put
21 it in a number of places, but I think
22 since the focus of the programs is on
23 creating a stronger talent pool in
24 Philadelphia, which has a direct
25 relationship to businesses being

1 4/14/15 - WHOLE - BILL 150162, etc.
2 interested in Philadelphia, it seemed
3 logical to put it through Commerce.

4 COUNCILWOMAN SANCHEZ: So
5 that's 1.1 million in General Fund?

6 MR. GREENBERGER: That's
7 correct.

8 COUNCILWOMAN SANCHEZ: Just
9 verifying.

10 And then, lastly, we put forth
11 some very aggressive, in collaboration
12 with the Administration and Council, some
13 small business tax cuts. So I'd like to
14 hear from you what has been your
15 communication strategy around my BIRT
16 bill, my single sales bill, and use and
17 occupancy reform. What has been the
18 communication strategy?

19 MR. GREENBERGER: Yeah. I have
20 it.

21 MS. FEGELY: Sure. I'll just
22 chime in. We've been using just all of
23 our connections and social media and
24 contact lists that we have. So Commerce
25 sends out newsletters, electronic

1 4/14/15 - WHOLE - BILL 150162, etc.
2 newsletters that go to our business
3 community, as well as we really rely on
4 our sort of intermediary agencies, so
5 business technical assistance providers,
6 the Chambers of Commerce, community
7 development corporations.

8 COUNCILWOMAN SANCHEZ: Are they
9 required as part -- since we pay them and
10 we have contractual services, are they
11 required to tell all of their members --
12 like what specifically are we asking them
13 to do? Because I'm finding that as I go
14 out, people don't know about it. And so
15 that's why I ask you what's the strategy
16 and what are we requiring our
17 stakeholders, particularly ones that we
18 contract, to do to their members?

19 MS. FEGELY: That's a good
20 point. The ones we contract with, it's
21 certainly in their contract that they
22 will pass on and provide information on
23 behalf of the City, and then they report
24 it back to us in their quarterly reports,
25 but that's a little bit after the fact.

1 4/14/15 - WHOLE - BILL 150162, etc.

2 COUNCILWOMAN SANCHEZ: I

3 haven't seen it in any of the reports.

4 So they do e-mail blasts. They do

5 information. It's tax season. I had to

6 ask the Council President for an

7 additional mailing on that because I

8 found that as I was going out, people

9 didn't know about it. And, again, I

10 think this is an opportunity for

11 government to tell people what we're

12 doing, to tell the story, and I think

13 those are missed opportunities, because

14 we assume people are going to do that.

15 But I've looked at everybody's

16 newsletter. None of the ethnic chambers,

17 no one has advertised, and I don't take

18 it personal because they're my bill, but

19 no one has advertised aggressively or

20 even anything. I haven't seen it.

21 MS. FEGELY: I have seen it in

22 a couple, but you're right, we can be

23 more deliberate about what we are

24 specifically asking them or requiring

25 them to do.

1 4/14/15 - WHOLE - BILL 150162, etc.

2 COUNCILWOMAN SANCHEZ:

3 Councilman Henon's task force,
4 Manufacturing Task Force, listed it, but
5 other than that, I haven't seen it
6 anywhere else. And I think -- this is
7 tax season. People are putting it out.

8 MS. FEGELY: I know New
9 Kensington CDC had it in their
10 newsletter. I know I saw that one. But
11 you're right, we should be making sure.
12 And we have been working with Revenue and
13 they've been -- because they're having
14 the same issue, that people aren't aware
15 of it.

16 COUNCILWOMAN SANCHEZ: I just
17 want us to be very deliberate in our ask
18 about this, because those are the good
19 things we're doing. I mean, all you
20 hear, all we hear is, You're going to
21 raise my property taxes and we're getting
22 beat up, but no one is hearing, You have
23 a 70 percent cut for manufacturers, you
24 have a 50 percent cut for small
25 businesses. I mean, no one is getting

1 4/14/15 - WHOLE - BILL 150162, etc.

2 that message, and so I think we all have
3 kind of a responsibility to do that.

4 Thank you.

5 Thank you, Mr. President.

6 COUNCIL PRESIDENT CLARKE:

7 Thank you, Councilwoman.

8 The Chair recognizes Councilman
9 Goode.

10 COUNCILMAN GOODE: Thank you,
11 Mr. President.

12 Thank you for the chart. I
13 have some other questions for the record,
14 though.

15 In terms of the percentage of
16 contract dollars going to Asian American
17 businesses in Fiscal Year '13, what was
18 that number?

19 MS. DOWD-BURTON: Asian
20 American businesses in Fiscal Year '13?

21 COUNCILMAN GOODE: Yes.

22 MS. DOWD-BURTON: I can look
23 that up if you want to wait or I can give
24 that information to the Chair.

25 COUNCILMAN GOODE: I'd prefer

1 4/14/15 - WHOLE - BILL 150162, etc.
2 to wait.

3 MS. DOWD-BURTON: Okay.
4 Okay. In Fiscal Year '13,
5 Asian Americans you're asking?
6 Utilization was 2 percent, and I'm
7 looking at page --

8 COUNCILMAN GOODE: And what was
9 that number in Fiscal Year '14?

10 MS. DOWD-BURTON: Asian
11 Americans in Fiscal Year '14 was 2.94
12 percent. Now, this is 2.94 percent of a
13 29 percent number. If you look at what
14 did that represent of the total number,
15 we would count it as 10 percent.

16 COUNCILMAN GOODE: What's
17 interesting is, you're using two
18 different books and I know you have the
19 information side by side in terms of
20 Fiscal Year '14 and Fiscal Year '13, but
21 you can use two different books. But
22 let's move from that.

23 So you're saying the number
24 went up in terms of percentage of
25 contract dollars from Fiscal Year '13 to

1 4/14/15 - WHOLE - BILL 150162, etc.

2 Fiscal Year '14 for Asian American
3 businesses?

4 MS. DOWD-BURTON: Okay. So
5 what I'm saying is --

6 COUNCILMAN GOODE: I'm just
7 asking for numbers.

8 MS. DOWD-BURTON: And I'm going
9 to explain the numbers.

10 COUNCILMAN GOODE: You don't
11 have to explain the numbers to me. I
12 just want the numbers for '13 and '14,
13 first for Asian American businesses and
14 then for Hispanic businesses, then for
15 African American businesses.

16 MS. DOWD-BURTON: Okay. So for
17 Asian American businesses -- I want to
18 give you on the same scale. That's what
19 I'm looking for. One I use the disparity
20 study and the other I'm using the annual
21 report, which I --

22 COUNCILMAN GOODE: That
23 doesn't --

24 MS. DOWD-BURTON: -- which I
25 submit a comparison on.

1 4/14/15 - WHOLE - BILL 150162, etc.

2 COUNCILMAN GOODE: I believe in
3 the annual report, you have side by side
4 numbers in Fiscal Year '14 and Fiscal
5 Year '13.

6 MS. DOWD-BURTON: It does and
7 that's what I'm going to give you.

8 So in the annual report for the
9 Asian community, Asian businesses in
10 2013, the number was 7 -- well, it looks
11 like two numbers are close, 7 or 8
12 percent, and in '14, the Asian number is
13 10 percent.

14 COUNCILMAN GOODE: That's the
15 percentage of all DBEs. That's not the
16 percentage of contract dollars.

17 MS. DOWD-BURTON: That's
18 correct.

19 COUNCILMAN GOODE: I'm asking
20 for the percentage of contract dollars,
21 and you have those numbers as well.

22 MS. DOWD-BURTON: Oh, okay. So
23 then the first number I gave you was 2
24 percent of contract dollars, and this is
25 based on minority, women --

1 4/14/15 - WHOLE - BILL 150162, etc.

2 COUNCILMAN GOODE: I'm asking
3 for total percentage of total contract
4 dollars.

5 MR. GREENBERGER: You want
6 contract dollars, yeah.

7 MS. DOWD-BURTON: Okay. So
8 Asians were 2.94 percent for 2014.
9 That's the number you're looking for.

10 COUNCILMAN GOODE: '13 and '14
11 for Asian American, for Hispanic, for
12 African American. I'm asking for six
13 numbers. I want you to compare them year
14 to year.

15 MS. DOWD-BURTON: Okay.

16 COUNCILMAN GOODE: Those
17 numbers are actually on a chart in the
18 book.

19 MS. DOWD-BURTON: Okay. So
20 Asian Americans were 2 percent for Fiscal
21 Year '13, 2.94 percent in Fiscal Year
22 '14.

23 COUNCILMAN GOODE: It went up.

24 MS. DOWD-BURTON: I'm sorry?

25 COUNCILMAN GOODE: It went up.

1 4/14/15 - WHOLE - BILL 150162, etc.

2 MS. DOWD-BURTON: Yes, it went
3 up. Yes.

4 For the Hispanic business
5 community, the number was 1.9 percent in
6 Fiscal Year '13 and it went up 3.6
7 percent in Fiscal Year '14.

8 COUNCILMAN GOODE: Okay.

9 MS. DOWD-BURTON: For Native
10 Americans, 0.2 percent and Native
11 Americans were zero. The 0.2 percent was
12 in '14. The zero percent was in '13.

13 For the African American
14 businesses, in '13 it was 11.9 and in
15 Fiscal Year '14, it was 11.

16 COUNCILMAN GOODE: It went
17 down.

18 MS. DOWD-BURTON: It went down.
19 It was up from 8.9 percent in '12. So it
20 went 8.9 percent in '12, 11.9 in '13, and
21 then down to 11 in '14.

22 COUNCILMAN GOODE: But it was
23 higher than that before it went down to 8
24 percent.

25 MS. DOWD-BURTON: I'm sorry?

1 4/14/15 - WHOLE - BILL 150162, etc.

2 COUNCILMAN GOODE: It was
3 higher than 8 percent before it went down
4 to 8 percent.

5 MS. DOWD-BURTON: I don't have
6 '11 with me.

7 COUNCILMAN GOODE: But it went
8 down from Fiscal Year '13 and '14; is
9 that correct?

10 MR. GREENBERGER: Yes.

11 MS. DOWD-BURTON: Yes.

12 COUNCILMAN GOODE: Thank you.

13 MS. DOWD-BURTON: And we can
14 discuss why I think it went down, if
15 you're interested.

16 COUNCILMAN GOODE: I'm not
17 asking that.

18 MS. DOWD-BURTON: Okay.

19 COUNCIL PRESIDENT CLARKE:
20 Thank you.

21 That appears to conclude the
22 questions. Thank you very much.

23 MR. GREENBERGER: Thank you.

24 (Pause.)

25 COUNCIL PRESIDENT CLARKE: Next

1 4/14/15 - WHOLE - BILL 150162, etc.

2 up we have OIT.

3 (Witnesses approached witness
4 table.)

5 COUNCIL PRESIDENT CLARKE: Good
6 afternoon.

7 MR. EBEID: Good afternoon.
8 I'll try to keep it two minutes or less
9 on my testimony.

10 COUNCIL PRESIDENT CLARKE: Your
11 choice. I guarantee you there will be
12 more questions that take more than two
13 minutes.

14 MR. EBEID: I will leave more
15 time for you.

16 Good afternoon, Council
17 President Clarke and members of Council.
18 I am Adel Ebeid, Chief Innovation
19 Officer, speaking on behalf of the Office
20 of Innovation and Technology, OIT, and
21 the IT community at large. I appreciate
22 the opportunity to testify today on the
23 Fiscal Year 2016 budget. Some of the OIT
24 management team members are joining me
25 today as well as several project

1 4/14/15 - WHOLE - BILL 150162, etc.
2 executives and agency IT directors in the
3 audience should you have any more
4 detailed questions that I cannot provide
5 answers for.

6 I'm extremely proud of the
7 progress made by the IT community
8 throughout the City, especially during
9 Calendar Year 2014 as we continue to
10 upgrade the City's technology
11 infrastructure and modernize the core
12 systems that run day-to-day government
13 operations and enable City agencies
14 deliver services to their constituents.

15 Strategically we continue to
16 lead ahead of other cities in the
17 following key areas: A cloud-first
18 strategy to get us out of buying hardware
19 and software and focusing more on buying
20 services; a buy and configure strategy as
21 opposed to a build and customize from
22 scratch; and an open data and a civic
23 technology that will improve transparency
24 and citizen engagement.

25 Today more than 23 RFPs and

1 4/14/15 - WHOLE - BILL 150162, etc.
2 contracts have been issued to assist
3 agencies with upgrading core systems,
4 with the goal of achieving more efficient
5 government operations. These RFPs and
6 contracts touch almost every agency in
7 the City and will have a significant
8 positive impact in how services are
9 delivered to our internal and external
10 customers. A few examples include
11 cashiering and point-of-sale upgrade,
12 which was completed; the fleet and
13 inventory management system, which was
14 completed; a 311 CRM system, which was
15 completed; lobbyist reporting system,
16 which was completed; budget and planning
17 and formulation system scheduled for the
18 summer of 2015; a brand new alpha.gov web
19 presence, which is scheduled for the
20 summer of 2015; Phase 1 of License and
21 Inspections, currently in production; a
22 new revenue tax data warehouse scheduled
23 for the fall of 2015; the initial phase
24 of the One Philly project covering HR,
25 payroll, time and attendance, pensions,

1 4/14/15 - WHOLE - BILL 150162, etc.
2 first phase scheduled for the winter of
3 2015; electronic plan reviews scheduled
4 for early 2016; and a new payment
5 information system scheduled for early
6 2016.

7 As we look ahead to the next 18
8 months and beyond, we also have scheduled
9 a complete replacement of the preliminary
10 arraignment system, otherwise called
11 PARS; a replacement of the jail
12 management system, also otherwise called
13 Lock and Track; replacement of the public
14 safety message switch, which exchanges
15 sensitive data across all public safety
16 partners; replacement of criminal history
17 and search warrants; new procurement
18 system; new mass property appraisal
19 system; voter management system, just to
20 name a few.

21 No other Administration has
22 really ever taken a similar project
23 pipeline or a more aggressive agenda to
24 modernize City services or bring about
25 more efficient and effective government.

1 4/14/15 - WHOLE - BILL 150162, etc.

2 For those who actually find actual
3 numbers to be more interesting, here are
4 a few to hopefully paint a picture of the
5 scale, diversity, and complexity of the
6 City's technology infrastructure.

7 There are 24,107 PCs, laptops,
8 and tablets; 25,751 e-mail accounts;
9 1,231 servers; 590 virtual servers; 1
10 petabyte of storage; 26,507 telephone
11 lines; 2,245 cell phones; 2,418
12 smartphones; 88 cell phones deactivated;
13 186 cell phones activated; 8,000 radio
14 subscribers; 248 routers and switches;
15 220 telecommunication circuits; 2,538
16 video surveillance feeds; 506 enterprise
17 and agency business applications; 212
18 active projects; 52 contracts; 19
19 subcontractors; 2,454 phila.gov web
20 pages; 164 open data sets; over 1,000
21 active unique GIS data sets, 28 percent
22 are shared within and across City
23 government; 48 online services; 440,561
24 E-payment transactions resulting in more
25 than 95.5 million collected online; 51

1 4/14/15 - WHOLE - BILL 150162, etc.
2 KEYSPOOT locations; 215 events held in
3 innovation lab involving 136, 66
4 involving external stakeholders; 36
5 Innovation Academy graduates; 343
6 full-time staff within the IT community,
7 25 are part time; 57 employees are
8 bilingual, and of the 57 bilingual
9 employees, 36 are men, 20 are women; 31
10 full-time staff hired during Fiscal Year
11 2015, of which 48 percent of them are
12 minority, 52 percent are white, and 39
13 percent are women, just to name a few.

14 The IT community stretched
15 across all City departments and agencies
16 is working tirelessly every day to keep
17 government operations running smoothly
18 and leveraging every opportunity to
19 infuse creative thinking and innovation
20 to get more done with less resources. We
21 wouldn't be able to achieve much without
22 their support, the support of the agency
23 commissioners and the executive directors
24 and, more importantly, Council's
25 continued support and commitment to help

1 4/14/15 - WHOLE - BILL 150162, etc.

2 us get the job done. It's a partnership
3 that works well, and we look forward to
4 strengthening the relationship.

5 Thank you for the opportunity.
6 I realize it was a little longer than two
7 minutes. I'm happy to take any questions
8 you have.

9 COUNCIL PRESIDENT CLARKE:

10 Thank you. A couple of quick questions.

11 In the budget detail, Section
12 21, Page 39, it looks like you spent
13 615,000 on overtime in the Communications
14 Division and in FY15 with only 39
15 employees, that's almost 16,000 more per
16 year per employee and 35 percent more in
17 pay compared to base salaries. I'm going
18 to ask you this question. I think I know
19 the answer, but I'll ask it. Why not
20 fill those unfilled positions as opposed
21 to paying overtime?

22 MR. EBEID: Sure. I think the
23 initial strategy always is to maximize
24 those number of filled positions before
25 paying overtime. Overtime for us is a

1 4/14/15 - WHOLE - BILL 150162, etc.
2 last resort. However, some of the --
3 it's very difficult to sometimes get
4 individual talent that has some of these
5 skills. So we do try to keep overtime to
6 a minimum, but if we can't fill them, we
7 do have to go to overtime.

8 COUNCIL PRESIDENT CLARKE: Is
9 this pretty much an annual process based
10 on the inability to find employees that
11 are qualified for these positions?

12 MR. EBEID: The combination of
13 the increased issues that we have to deal
14 with within Communications, whether it's
15 the radio surveillance cameras or just
16 regular voice and data, the combination
17 of not finding the talent as well as the
18 need to cover 24 by 7 makes it a really
19 tough situation. We do try to keep
20 overtime to a bare-bone minimum, but we
21 do run into situations where we have to
22 respond 24 by 7. So weekends, off hours.
23 So it's very difficult sometimes to try
24 to keep that to a bare bone.

25 COUNCIL PRESIDENT CLARKE:

1 4/14/15 - WHOLE - BILL 150162, etc.

2 Okay. I'm going to ask for you to
3 forward the qualifications required for
4 those positions.

5 MR. EBEID: Sure.

6 COUNCIL PRESIDENT CLARKE: In
7 Section 21, Page 95 of the detail, you're
8 proposing an expenditure of \$15 million
9 for a new CAD, but last year you
10 apparently had in the budget \$15 million
11 for a CAD system. Is there a reason why
12 that was not spent last year? You're
13 rolling it over from last year.

14 MR. EBEID: Sure. I'm going to
15 ask Ray Hayling, Deputy CIO for Public
16 Safety, for that.

17 COUNCIL PRESIDENT CLARKE:
18 Sure.

19 MR. HAYLING: Raymond Hayling,
20 Deputy CIO.

21 That money was actually
22 provided to us via 911 funding last year.
23 However, even though we are budgeted for
24 it, we don't actually receive the money.
25 We get the money in quarterly payments

1 4/14/15 - WHOLE - BILL 150162, etc.
2 from the state. I believe that money
3 just started making its way around and
4 that project has started.

5 COUNCIL PRESIDENT CLARKE: So
6 that was money that was targeted last
7 year, was not spent, but will be spent
8 this year?

9 MR. HAYLING: I don't know if
10 all of it will be spent this year, but
11 we'll start the project.

12 COUNCIL PRESIDENT CLARKE:
13 Okay. I want to ask you a question I get
14 asked a lot from time to time,
15 particularly from Councilmembers. So in
16 the federal government and the state
17 government -- and I've actually found
18 that out in the state government having
19 traveled up there a number of times over
20 the past year or two -- that they have
21 separate systems with respect to Internet
22 and all of the other technology-related
23 activities, the legislative branch and
24 the executive branch. And from time to
25 time, the question comes up from

1 4/14/15 - WHOLE - BILL 150162, etc.
2 Councilmembers about how come we don't
3 have our own technology system in
4 Council, because we're a separate branch
5 of government. And can you tell me
6 what's the downside of that or is there a
7 policy issue with respect to that? Just
8 kind of give me your feedback. What's
9 your perspective on that?

10 MR. EBEID: Sure. Just by way
11 of background, I spent most of my
12 professional career in government and I
13 am used to the scenario where separation
14 of power also trickles down to operations
15 as well. And in order to afford you,
16 your office, with that flexibility, in
17 Fiscal Year 2013 we offered and followed
18 through on transferring all the dollars,
19 the budget, and the contracts for IT that
20 supports Councilmembers. So your office
21 has complete discretion over how that's
22 spent. It may not be enough, in
23 fairness.

24 COUNCIL PRESIDENT CLARKE:
25 That's the key word.

1 4/14/15 - WHOLE - BILL 150162, etc.

2 MR. EBEID: It may not be
3 enough. I think we're all struggling
4 with the same issue. But we transferred
5 that because, frankly, we just didn't
6 feel that it would be appropriate for us
7 to manage that on your behalf. We do
8 provide you what's called core services.
9 We wouldn't want you to build a separate
10 highway and a separate set of roads for
11 yourself. So we do provide some core
12 basic services, whether it's access to
13 the Internet or whether it's connectivity
14 or even e-mail, but we're very open to
15 going in a different direction if you
16 feel you need to be in control of those
17 services.

18 COUNCIL PRESIDENT CLARKE: All
19 right. And my understanding that there
20 were some suggestions that there could be
21 certain limitations to access the
22 information, particularly on the public
23 safety side, if we were not online with
24 the Administration's system. Is that
25 accurate?

1 4/14/15 - WHOLE - BILL 150162, etc.

2 MR. EBEID: I don't know
3 exactly that piece of it. There are some
4 systems that require for us to be in
5 compliance, so if you do have access to
6 those systems, we need to make sure that
7 however you're accessing those systems,
8 it also falls within the compliance
9 framework.

10 COUNCIL PRESIDENT CLARKE: All
11 right.

12 MR. EBEID: I'm guessing at
13 that one, I have to admit, because I'm
14 not quite sure exactly what systems you
15 have access to.

16 COUNCIL PRESIDENT CLARKE: All
17 right. And I'm just asking these
18 questions because I get asked these
19 questions from time to time.

20 So we are all one big family,
21 legislative and executive branch, but
22 every now and then we kind of like
23 disagree on some things. So there are
24 actually times when people are concerned
25 about having certain things on servers,

1 4/14/15 - WHOLE - BILL 150162, etc.
2 and the belief is that there is somebody
3 up on that seventh floor or somewhere in
4 the government that's actually looking at
5 all of our stuff, right, so you'd better
6 be careful. So you got these wireless
7 devices and it may put us in a position
8 where the person, whoever that is
9 upstairs, is watching all of our stuff.
10 Is there any validity to any of that? Is
11 there an opportunity for the executive
12 branch, whatever portion of that
13 executive branch, actually can literally
14 access information within the flow of the
15 City Council of Philadelphia?

16 MR. EBEID: We are not sitting
17 back in our office watching particular
18 content.

19 COUNCIL PRESIDENT CLARKE: I'm
20 just kind of joking. I'm sure there's
21 nobody sitting back in the offices, but
22 do you have that access? Let me cut to
23 the chase.

24 MR. EBEID: As the
25 administrators over the overall

1 4/14/15 - WHOLE - BILL 150162, etc.
2 infrastructure, we have the capability to
3 make sure that the system is run in the
4 most efficient manner. That does not
5 mean that we sit back and look at
6 anything. Do I have the capability?
7 Yes.

8 COUNCIL PRESIDENT CLARKE:
9 That's the question.

10 MR. EBEID: Do I do it? No.
11 And if I ever hear any of my staff doing
12 it, I will deal with it.

13 COUNCIL PRESIDENT CLARKE: So
14 we in fact don't have a separate system?

15 MR. EBEID: Today we have
16 several touch points. We have several
17 common points that we connect, same
18 network, same access to the Internet, and
19 to some extent same servers when it comes
20 to e-mail.

21 COUNCIL PRESIDENT CLARKE: So
22 do we in City Council have the ability to
23 access information from the executive
24 branch?

25 MR. EBEID: What kind of

1 4/14/15 - WHOLE - BILL 150162, etc.

2 information are you looking for?

3 COUNCIL PRESIDENT CLARKE: Any
4 kind of information. You've just
5 indicated that you have the ability to
6 access information from the legislative
7 branch. You work for the executive
8 branch; am I correct?

9 MR. EBEID: Yes.

10 COUNCIL PRESIDENT CLARKE: All
11 right. So my question is, does City
12 Council have the ability to access
13 information from the executive branch,
14 any type?

15 MR. EBEID: You and I have
16 exactly the same access levels.

17 COUNCIL PRESIDENT CLARKE: All
18 right. Okay. I mean, you responded
19 initially and you implied that we have a
20 separate system because you turned --
21 gave an opportunity to have revenue given
22 to Council, and you acknowledged it
23 wasn't enough to set up our own separate
24 system. I'm not saying that we
25 necessarily need that, but I just wanted

1 4/14/15 - WHOLE - BILL 150162, etc.
2 to clarify on the record, because I do
3 get asked this question on numerous
4 occasions about the ability to access
5 information that we in City Council want
6 to keep somewhat confidential with
7 respect to our ability to operate as a
8 co-equal branch of government. But I
9 think you've answered my question. Thank
10 you very much.

11 The Chair recognizes Councilman
12 Neilson.

13 COUNCILMAN NEILSON: Thank you,
14 Mr. President. I think the question that
15 you were trying to ask was, the Mayor's
16 staff, someone in the Mayor's staff has
17 access to our information, but there's
18 not a person on Council's staff that has
19 access to his, and I think that was the
20 fact that you were trying to bring out,
21 because our systems aren't too separate
22 as we think they are.

23 Good afternoon. Thanks for
24 coming. I'll start out. I have many
25 questions, many questions for you, and

1 4/14/15 - WHOLE - BILL 150162, etc.
2 I'm not going to ask them all today.
3 I'll save us all the trouble and I'll ask
4 you to make yourself available for a
5 callback.

6 I have some of my questions
7 that I would like to ask and have a
8 written response, but today I want to
9 talk a little bit about your staff
10 augmentation.

11 In your budget, I've identified
12 on a quick glance is over \$4 million in
13 staff augmentation. Much of this is
14 recurrent costs annually, according to
15 the budget documents that you supplied to
16 us today. These costs have increased
17 significantly prior to last year's
18 numbers, and not having the previous
19 budgets, I can't even -- I don't even
20 know where they go, because it's not how
21 we're set up here.

22 So during my tenure in the
23 Governor's office, I found staff
24 augmentation was being utilized
25 improperly and at times the Commonwealth

1 4/14/15 - WHOLE - BILL 150162, etc.
2 was paying up to \$335 an hour for that
3 one employee. So what I'm going to ask
4 you to do is to supply us with a detailed
5 breakdown of all your staff augmentation,
6 the hourly rate we're paying them, and
7 how many people that entails.

8 For example, the person I was
9 paying \$385 to at the Department of Labor
10 and Industry, I hired him. I hired him
11 at \$45,000 a year and gave him a \$5,000 a
12 year raise. So, I mean, here we are
13 paying a contractor all that money,
14 \$600,000 a year for one person to
15 overlook our servers. So it's kind of
16 like -- it's low-hanging fruit that we
17 can pick off, that augmentation, because
18 I do realize in the IT world, there are
19 special specific projects where you need
20 expertise, but what I saw with the budget
21 that you submitted here today is, the
22 staff augmentation is \$100,000 annually
23 for the last few years to take care of
24 our Lotus Notes program, something that's
25 extinct, pretty much extinct anyhow. So

1 4/14/15 - WHOLE - BILL 150162, etc.

2 I don't want to badger you on that, but
3 there's a lot of stuff in there I think
4 we could save.

5 And earlier I asked the
6 question about CoStars. Is that a
7 program that you participate in as well?

8 MR. EBEID: I'm very familiar
9 with CoStars. We don't participate in
10 that one. Procurement Department might
11 be a better agency to provide an answer
12 as to why, but my understanding is that
13 they're not eligible because of the
14 procurement process that they followed.
15 But the City does sign participating
16 addendums and use several co-op contracts
17 from the Commonwealth as well as the
18 federal government.

19 COUNCILMAN NEILSON: Thank you
20 for that.

21 Also within your budget is --
22 the Mayor has asked us for a 9 percent
23 increase in real estate taxes, and it's
24 been a common question I've been asking
25 everybody, and today you're asking for, I

1 4/14/15 - WHOLE - BILL 150162, etc.
2 believe it's, 8 and a half percent
3 increase in your own budget. Is there
4 some way we can cut that? What would you
5 do if you had 9 percent less instead of 9
6 percent more?

7 MR. EBEID: So folks in my
8 position, public or private sector, have
9 three key categories that they go to.
10 You demand, supply, and consumption.
11 Easiest to deal with is the last one. So
12 we trim down our consumption of
13 commodities and goods and services, which
14 at the end of the day will have a
15 derivative effect on the customer
16 service.

17 COUNCILMAN NEILSON: Speaking
18 of customer service --

19 MR. EBEID: I'm sorry?

20 COUNCILMAN NEILSON: Speaking
21 of customer service, I don't want to cut
22 you off, but they're going to ring me out
23 soon. You said earlier that you give
24 City Council a budget and that you're
25 taking care of all our systems. Are you

1 4/14/15 - WHOLE - BILL 150162, etc.
2 aware that our constituent service
3 programs here in City Council are done by
4 Microsoft Access?

5 MR. EBEID: It would not
6 surprise me. I'm not aware of those
7 details, but it wouldn't surprise me.

8 COUNCILMAN NEILSON: Is there
9 anything within your budget to help the
10 programming within City Council, because
11 we're increasing the upgrade technology
12 and basis, so we can better serve the
13 citizens which we represent?

14 MR. EBEID: I can --

15 COUNCILMAN NEILSON: Like is
16 there programming in here?

17 MR. EBEID: I can easily bring
18 one or two of my staff and get some
19 requirements of what you want to see and
20 see what options we can come up with.
21 Absolutely.

22 COUNCILMAN NEILSON: That's
23 great, because currently I pay an outside
24 vendor through my campaign fund just to
25 track some of this stuff due to the --

1 4/14/15 - WHOLE - BILL 150162, etc.
2 but it would be great if we can try and
3 upgrade that. And if you can, when we
4 talk about the staff augmentation and I
5 know someone else -- but when you do
6 that, can you report us back on the
7 minority participation within those two,
8 because it's a big number of contracts
9 that go out there.

10 MR. EBEID: Yes, we can report
11 that back.

12 COUNCILMAN NEILSON: And I will
13 submit the rest of my questions in
14 writing to you, if you would indulge me a
15 little bit.

16 That's all for me,
17 Mr. President. I heard my bell.

18 COUNCIL PRESIDENT CLARKE:
19 Thank you, Councilman.

20 The Chair recognizes Councilman
21 Jones.

22 COUNCILMAN JONES: Thank you,
23 Mr. President.

24 And I want to thank you so very
25 much for providing the detail. I did

1 4/14/15 - WHOLE - BILL 150162, etc.
2 notice. If you could go back to your
3 point of testimony that kind of
4 chronicled how many phone lines we had
5 and could you repeat that a little
6 slower, because I don't think that's in
7 your testimony you gave us. Is it?

8 MR. EBEID: It's not. I'm
9 happy to provide you a copy so you can
10 follow it while I'm reading it.

11 COUNCILMAN JONES: Because I
12 looked for it, and I was so happy.

13 MR. EBEID: And I do want you
14 to know that you were my inspiration,
15 Councilman Jones.

16 COUNCILMAN JONES: I know I
17 was. Kudos to your staff. Kudos to your
18 staff.

19 MR. EBEID: I just want you to
20 know I do listen to you.

21 COUNCILMAN JONES: That's Page
22 3?

23 MR. EBEID: That's Page 3,
24 correct.

25 COUNCILMAN JONES: Got it. So

1 4/14/15 - WHOLE - BILL 150162, etc.
2 take us through that. And what would
3 be -- no. In all sincerity, I'm happy
4 that we have this level of detail. You
5 guys represent about a fifth of our
6 budget as it's related to 17 percent, I
7 think, at Fire -- Police. So you're not
8 that far. There are some municipalities
9 that don't have this much money, small
10 cities that don't have. So it is
11 important.

12 So could you go down this list
13 one more time, and let me ask you a
14 question. Do you have the capability
15 here or when we do the callback to tell
16 me is this an increase or a reduction in
17 number? Do you know what I mean? Over
18 the last couple fiscal years. I mean,
19 off the top of your head -- I won't hold
20 you to it, but generally is that up or
21 down or up or down. Okay?

22 MR. EBEID: Sure. You want me
23 to do that now as I read each line item?

24 COUNCILMAN JONES: Yeah.

25 MR. EBEID: Sure. So the

1 4/14/15 - WHOLE - BILL 150162, etc.
2 24,107 PCs, laptops, and tablets, off the
3 top of my head most likely represents an
4 increase.

5 Twenty-five thousand seven
6 hundred and fifty e-mail accounts, logic
7 would tell me that that is the same.

8 One thousand two hundred and
9 thirty-one servers, our efforts is to
10 reduce the number of servers and go to
11 the cloud where possible. So that's
12 probably down.

13 Five hundred ninety virtual
14 servers, that's how we consolidate
15 physical servers into virtual host. So
16 that number should go up if the number of
17 physical servers is going down.

18 One petabyte of storage is
19 obviously up because we are collecting,
20 storing, and disseminating more data than
21 ever.

22 COUNCILMAN JONES: Makes sense.

23 MR. EBEID: Twenty-six thousand
24 five hundred and seven telephone lines,
25 that number stays relatively flat over

1 4/14/15 - WHOLE - BILL 150162, etc.
2 time.

3 COUNCILMAN JONES: So let me
4 stop you there. I would like you to -- I
5 think that represents the potential for
6 savings. As we downsize departments, as
7 we move from buildings, as we consolidate
8 space, as we reconfigure offices, there's
9 always in my mind a potential to reduce
10 that cost. What's our cost per line? Do
11 we have that?

12 MR. EBEID: So the Centrex
13 contract that we have with Verizon is
14 \$7.35 a month for each Centrex line, plus
15 whatever usage.

16 So just to clarify in this one,
17 because I know we've had this
18 conversation a couple of times, zero
19 usage means there's zero cost to us. So
20 there is no saving if you reduce that
21 line other than eliminate it completely,
22 which would be that \$7.35 a month.

23 COUNCILMAN JONES: That's my
24 point. So when you say a line, is that a
25 virtual line or a hard wire?

1 4/14/15 - WHOLE - BILL 150162, etc.

2 MR. EBEID: It is a physical
3 line. It's the phone that's on your
4 desk.

5 COUNCILMAN JONES: Right. So
6 if we eliminate it altogether, that's \$7
7 a month we save.

8 MR. EBEID: Seven dollars and
9 35 cents --

10 COUNCILMAN JONES: Which isn't
11 bad. That's not a bad price, is it?

12 MR. EBEID: You'd have to think
13 of the cost of bringing it back for
14 someone else.

15 COUNCILMAN JONES: Okay. So if
16 we then expect -- the caution there is
17 that if we downsize a department today
18 and then bring it back six months from
19 now --

20 MR. EBEID: These lines are
21 constantly being reused and recycled.

22 COUNCILMAN JONES: All right.
23 So it's counterintuitive to just say tear
24 it out?

25 MR. EBEID: It would be. But

1 4/14/15 - WHOLE - BILL 150162, etc.
2 the point to keep is that zero usage
3 means zero cost above and beyond the
4 7.35.

5 COUNCILMAN JONES: So what is
6 our total annual Verizon bill?

7 MR. EBEID: I think in the
8 budget for FY16 it's estimated about 10.6
9 million, and either one of these
10 gentlemen could correct me. That's the
11 number that I have a picture of in my
12 head.

13 COUNCILMAN JONES: Go ahead.

14 MR. DONATO: Chris Donato from
15 OIT.

16 If you include all funding
17 sources, it's probably closer to 12
18 million.

19 COUNCILMAN JONES: When you say
20 "all," is that including --

21 MR. DONATO: General Fund --

22 MR. EBEID: General Fund, Water
23 Fund, Aviation.

24 COUNCILMAN JONES: So it's
25 closer to 20 million?

1 4/14/15 - WHOLE - BILL 150162, etc.

2 MR. DONATO: No; 12 million.

3 COUNCILMAN JONES: All right.

4 The next line item is cell phones.

5 MR. EBEID: Yes; 2,245 cell
6 phones and --

7 COUNCILMAN JONES: What's our
8 deal on cell phones per month? Do we
9 have a similar deal like the \$7 a month?

10 MR. EBEID: No. I believe
11 they're anywhere from \$19 to \$25
12 depending on carrier.

13 COUNCILMAN JONES: So I'm going
14 to split it at \$21 a month on average,
15 right? Is that fair?

16 MR. EBEID: Yes.

17 COUNCILMAN JONES: And how do
18 we -- so is that number up or down over
19 the last year of cell phones?

20 MR. EBEID: I'm going to say
21 that that number -- and we'll confirm the
22 data, but that number is relatively flat.

23 COUNCILMAN JONES: So I'm going
24 to need you to provide to the Chair those
25 answers. I didn't expect you to know

1 4/14/15 - WHOLE - BILL 150162, etc.

2 them off your head.

3 Smartphones?

4 MR. EBEID: Two thousand four
5 hundred and eighteen smartphones.

6 COUNCILMAN JONES: What is the
7 per month differential on smart versus
8 regular cell phones? Is it the same?

9 MR. EBEID: No. The cell phone
10 is in most cases a flip phone and they're
11 seasonal use for voting, let's say, to
12 support elections events. The
13 smartphones are more of a phone plus what
14 you would typically have personally on
15 you.

16 COUNCILMAN JONES: So what
17 would our monthly charge or annual charge
18 for that be?

19 MR. EBEID: I want to say the
20 monthly is between \$40 and \$50 a month.

21 COUNCILMAN JONES: So what's
22 our total for the 2,400?

23 MR. EBEID: And if we see a
24 decrease in cell phones, you'll probably
25 see a proportional increase in

1 4/14/15 - WHOLE - BILL 150162, etc.

2 smartphones because of the switch-out.

3 COUNCILMAN JONES: What's our
4 annual bill for smartphones?

5 MR. EBEID: That's a good
6 question. It's probably around a million
7 dollars.

8 COUNCILMAN JONES: It's a
9 million dollars?

10 MR. EBEID: Between all funds,
11 yes.

12 COUNCILMAN JONES: Who is our
13 vendor?

14 MR. EBEID: AT&T is our cell
15 phone -- is our wireless carrier.

16 COUNCILMAN JONES: And there
17 were 88 cell phones deactivated?

18 MR. EBEID: Correct. And this
19 is according to the OIT records, 88
20 deactivated, 186 activated.

21 COUNCILMAN JONES: So what
22 contributes to that deactivation and
23 activation? New employees?

24 MR. EBEID: Clearly people
25 retiring, leaving versus new employees or

1 4/14/15 - WHOLE - BILL 150162, etc.
2 agency heads and commissioners who would
3 like individual folks on their team to
4 have a new phone. Some of them didn't
5 have a phone last year that needs a
6 phone.

7 COUNCILMAN JONES: Radio
8 subscribers, would that be emergency
9 responders?

10 MR. EBEID: Emergency
11 responders, Fire, Police, OEM, Streets,
12 Prisons, and even some external
13 stakeholders like Parking Authority, PGW.

14 COUNCILMAN JONES: So we pay
15 for PGW?

16 MR. EBEID: No. They reimburse
17 us.

18 COUNCILMAN JONES: Okay. So
19 248 routers, 220 telecommunication
20 circuits. For us laypersons, could you
21 describe what they are?

22 MR. EBEID: Sure. So routers
23 and switches are nothing more than a box
24 anywhere in your office to a
25 telecommunication closet to a data center

1 4/14/15 - WHOLE - BILL 150162, etc.
2 that aggregates connections and routes
3 them to where you need to go. And
4 telecommunication lines are actually
5 leased circuits that you lease from
6 telecommunication carriers to connect you
7 from Point A to Point B.

8 COUNCILMAN JONES: There are
9 2,538 video surveillance feeds. I would
10 take it to our cameras?

11 MR. EBEID: I'm sorry?

12 COUNCILMAN JONES: Are they to
13 our cameras?

14 MR. EBEID: These are feeds
15 coming from City-owned cameras as well as
16 partners that are part of our video
17 surveillance framework.

18 COUNCILMAN JONES: Without
19 telling me too much where you would have
20 to kill me, how many of them are in City
21 inventory?

22 MR. EBEID: City owned?

23 COUNCILMAN JONES: Yes.

24 MR. EBEID: About 247.

25 COUNCILMAN JONES: So there are

1 4/14/15 - WHOLE - BILL 150162, etc.
2 2,500 here, though.

3 MR. EBEID: Feeds.

4 COUNCILMAN JONES: Help me to
5 understand that better.

6 MR. EBEID: So two years ago it
7 made a lot more sense economically and
8 strategically to stop buying and owning
9 physical cameras and entering into
10 exchange agreements with partners who
11 already have cameras and we would just
12 have access to those feeds.

13 COUNCILMAN JONES: So SEPTA
14 would be one of those partners?

15 MR. EBEID: SEPTA, Amtrak,
16 PennDOT, Penn, Drexel. Just about anyone
17 that has a camera feed that is interested
18 in getting a feed from us, we enter into
19 a reciprocal agreement where we can have
20 access to their feed.

21 COUNCILMAN JONES: So it
22 doesn't cost us; it's an exchange?

23 MR. EBEID: There are some
24 costs, but it's far less than the capital
25 cost of actually buying and installing

1 4/14/15 - WHOLE - BILL 150162, etc.

2 and maintaining our own cameras.

3 COUNCILMAN JONES: So roughly
4 without -- there's 2,500 points of light
5 that we can get feed from around our City
6 right now?

7 MR. EBEID: There's 2,538
8 camera feeds that Public Safety has
9 access to.

10 COUNCILMAN JONES: I can't
11 remember how we compare to Baltimore.

12 Council President, do you
13 remember how many total cameras Baltimore
14 city had?

15 COUNCIL PRESIDENT CLARKE: I'm
16 thinking 300.

17 MR. EBEID: Three eighty-four.

18 COUNCILMAN JONES: Three
19 eighty-four. So he just testified that
20 we now have through our partnerships and
21 our own ownership 2,400.

22 MR. EBEID: We don't own them.
23 We have access to feeds. We have access
24 to 2,538 camera feeds.

25 COUNCILMAN JONES: Okay.

1 4/14/15 - WHOLE - BILL 150162, etc.

2 COUNCIL PRESIDENT CLARKE: And
3 how many of those are realtime?

4 MR. EBEID: They all should be
5 realtime within perhaps a minute or two
6 of polling.

7 COUNCIL PRESIDENT CLARKE:
8 They're not realtime. Realtime is I'm
9 looking at a camera and I'm seeing the
10 activity happen as we speak. The cameras
11 that you have access to are, you get a
12 911 call, there's a crime committed, then
13 you go and ask the person to give you
14 access to the camera. That's not
15 realtime.

16 MR. EBEID: They are realtime
17 and we can --

18 COUNCIL PRESIDENT CLARKE:
19 Where are they at?

20 MR. EBEID: We can easily --

21 COUNCIL PRESIDENT CLARKE: I
22 wasn't even going to bring this up.

23 MR. EBEID: We can easily take
24 you to the DVIC, the Fusion Center, and
25 easily show you -- bring up as many feeds

1 4/14/15 - WHOLE - BILL 150162, etc.
2 as you would like.

3 COUNCIL PRESIDENT CLARKE: And
4 who is watching the cameras?

5 MR. EBEID: It's probably a
6 question reserved for Police.

7 COUNCIL PRESIDENT CLARKE: You
8 brought it up, sir.

9 MR. EBEID: I'm not watching
10 the cameras.

11 COUNCIL PRESIDENT CLARKE:
12 Well, you brought it up. You said you
13 had realtime cameras. That means that
14 somebody is watching the cameras.

15 MR. EBEID: There's an
16 operation at the Realtime Crime Center
17 and DVIC, and I don't know how many
18 cameras they're watching, but they have
19 access to that many feeds.

20 COUNCIL PRESIDENT CLARKE:
21 Maybe our interpretation is different.
22 Because if nobody is watching the camera,
23 right, then nobody is watching the crime
24 in realtime.

25 MR. EBEID: Some of the feeds

1 4/14/15 - WHOLE - BILL 150162, etc.
2 are recorded and they would have access
3 to them in the event of if you need to go
4 back.

5 COUNCILMAN JONES: Maybe if I,
6 Council President, phrase it a different
7 way.

8 We have 2,500 or so actual
9 where we could flip a switch and
10 live-view a camera. We do not have 2,500
11 monitors at any given point in time
12 watching those cameras.

13 MR. EBEID: I'm not -- no, we
14 don't have 2,538 people watching cameras.

15 COUNCILMAN JONES: Because I've
16 been down the Fusion Center, sir. No, we
17 don't. But we have the ability to at any
18 point in time go into those live feeds
19 and actually -- but something has to
20 trigger us going that way. So it's not
21 the same as what Baltimore has, which is
22 they have maybe a dozen cameras and a
23 live person looking at that auto
24 rotation. That's what they do with
25 retired police officers. What we do

1 4/14/15 - WHOLE - BILL 150162, etc.

2 have --

3 COUNCIL PRESIDENT CLARKE: And
4 it's actually -- not to cut you off,
5 Councilman. It's actually based on crime
6 patterns. So it's just not a random
7 review of cameras. It's based on
8 CompStat. And I don't know what they
9 call it in Baltimore, where there's a
10 likelihood that there's going to be
11 crimes committed in this particular area
12 based on the stats, which is why you're
13 able to have significant coverage as
14 opposed to having people look at cameras
15 that nothing is ever going to happen in
16 the foreseeable future. But I tried to
17 stay away from this camera conversation.

18 COUNCILMAN JONES: I didn't
19 mean to trigger your emotion, sir.

20 COUNCIL PRESIDENT CLARKE: All
21 right.

22 COUNCILMAN JONES: But --

23 COUNCIL PRESIDENT CLARKE: So,
24 by the way, and I'm still waiting -- and
25 I know this is not you. I'm going to

1 4/14/15 - WHOLE - BILL 150162, etc.
2 bring it up because Councilman -- I'm
3 waiting for that camera at 31st and
4 Berks. It's going on about four years
5 now.

6 But anyway, I'm sorry,
7 Councilman.

8 COUNCILMAN JONES: That's okay.
9 That's okay, Council President.

10 All right. So I got the live
11 feeds, and that is an improvement over
12 the years.

13 Five hundred enterprise -- what
14 is the 506 enterprise and agency business
15 applications?

16 MR. EBEID: These are all the
17 business applications that assist
18 agencies in running the day-to-day.

19 COUNCILMAN JONES: So these are
20 the software that we have?

21 MR. EBEID: Yeah. Sure. Some
22 of them are as complicated as, let's say,
23 the tax system and some of them are as
24 simple as a small application that tracks
25 cases.

1 4/14/15 - WHOLE - BILL 150162, etc.

2 COUNCIL PRESIDENT CLARKE:

3 Councilman, we do have a couple other
4 people teed up.

5 COUNCILMAN JONES: Oh, I'm
6 sorry.

7 So can you provide me the 52
8 contracts, 19 subcontractors, who they
9 are and what they service. I got the
10 websites and all of that. I don't need
11 any of that. And one of my next round, I
12 want to talk about your relationship with
13 Comcast and PhillyCAM.

14 MR. EBEID: Sure. I think the
15 52 contracts and 19 subcontractors are
16 actually included in the FY16 budget, but
17 we'll provide a separate document as
18 well.

19 COUNCILMAN JONES: Thank you.

20 COUNCIL PRESIDENT CLARKE:

21 Thank you, Councilman.

22 The Chair recognizes Councilman
23 Goode.

24 COUNCILMAN GOODE: Thank you,
25 Mr. President.

1 4/14/15 - WHOLE - BILL 150162, etc.

2 Good afternoon.

3 MR. EBEID: Good afternoon.

4 COUNCILMAN GOODE: Over the
5 next series of weeks we're going to enter
6 a new discussion about innovation
7 technology, and we expect it to
8 intensify. I assume you know that. In
9 your opening remarks, you described
10 yourself as representing the Department
11 of Innovation and Technology but also the
12 innovation and technology community; is
13 that correct?

14 MR. EBEID: The IT community,
15 correct.

16 COUNCILMAN GOODE: Do you
17 consider yourself to be the chief public
18 policy maker for that community?

19 MR. EBEID: No.

20 COUNCILMAN GOODE: So who would
21 that be? Who is responsible for public
22 policy in regard to innovation and
23 technology?

24 MR. EBEID: Clearly, the --

25 COUNCILMAN GOODE: Let me frame

1 4/14/15 - WHOLE - BILL 150162, etc.

2 the question a different way.

3 MR. EBEID: Sure.

4 COUNCILMAN GOODE: Do you view
5 your responsibility as being limited to
6 government and its effectiveness and
7 efficiency or do you view your department
8 as also having a role with regard to
9 serving the citizenry of Philadelphia
10 with regard to innovation and technology?

11 MR. EBEID: So both. My first
12 area that I'm accountable for is to
13 internally focus to make sure that the
14 agencies and departments have the
15 necessary technology to run the
16 day-to-day business. They in turn serve
17 their constituents and customers. And
18 when possible, I am part of conversations
19 of how we can advance innovation and
20 technology externally to not only improve
21 Philadelphians' digital quality of life
22 but to also engage the local tech
23 community. There's also an economic
24 development angle to it.

25 COUNCILMAN GOODE: But you are

1 4/14/15 - WHOLE - BILL 150162, etc.

2 not the chief public policy maker?

3 MR. EBEID: I'm not the chief
4 public policy maker.

5 COUNCILMAN GOODE: So who is
6 the chief public policy maker?

7 MR. EBEID: I -- that's --

8 COUNCILMAN GOODE: Is there a
9 chief public policy maker with regard to
10 innovation and technology?

11 MR. EBEID: There's a group of
12 folks and stakeholders who have a genuine
13 interest in this topic and they --
14 there's not a single person that --

15 COUNCILMAN GOODE: Nobody is in
16 charge.

17 MR. EBEID: I wouldn't
18 characterize it that way. I think it's a
19 question that perhaps the Chief of Staff
20 or the Mayor can give you an answer for.

21 COUNCILMAN GOODE: No. I meant
22 in terms of the entire community. For
23 the purposes of the Mayor and Chief of
24 Staff, I'm assuming you are the chief
25 public policy person for their purposes.

1 4/14/15 - WHOLE - BILL 150162, etc.

2 MR. EBEID: I have
3 observations, advice, and recommendations
4 that I'm happy to provide any time when
5 I'm asked, yes.

6 COUNCILMAN GOODE: So what is
7 your role with regard to the Comcast
8 franchise?

9 MR. EBEID: The cable franchise
10 office was transferred to the Office of
11 Innovation and Technology around the 2010
12 timeframe. It was at one time at the
13 Public Property. And as the head of the
14 OIT, I am accountable for negotiating the
15 next cable franchise, whether it's with
16 Comcast or Verizon or any other cable
17 provider.

18 COUNCILMAN GOODE: So you are
19 in charge of that process?

20 MR. EBEID: The Mayor looks at
21 me to lead that process and advise him on
22 next steps.

23 COUNCILMAN GOODE: How have you
24 advised the Mayor in terms of how Council
25 should be involved and how the citizens

1 4/14/15 - WHOLE - BILL 150162, etc.
2 of Philadelphia should be involved? What
3 is your process that you have
4 established?

5 MR. EBEID: So I think for the
6 first time ever, we conducted what's
7 called a community needs assessment,
8 which is a very robust, deep dive into
9 feedback from the community through
10 telephone surveys, online surveys. We've
11 also hired a very well-seasoned
12 subject-matter expert to help us through
13 that process and compile the document.
14 So the Mayor last Thursday announced the
15 availability of that document, 571 pages
16 that constitute what the -- what we've
17 been able to do over the last 18 months.
18 The feedback from the public is not over.
19 We are scheduling six public meetings
20 beginning the week of April 27 to get
21 additional feedback. Frankly, we want to
22 hear as much as possible from folks. I
23 think this is not an easy area to try to
24 clarify, but clearly our next steps
25 should really be a function of the

1 4/14/15 - WHOLE - BILL 150162, etc.
2 feedback that we hear from the community.

3 COUNCILMAN GOODE: Before I
4 come back on some possible next
5 questions, if my colleagues don't ask
6 those questions before then, I'm
7 interested in what your takeaways from
8 that report were. What did you learn
9 from the report?

10 MR. EBEID: So I think the
11 first thing we learned -- and this is
12 probably the obvious thing -- is that
13 both the City and Comcast have one thing
14 in common, in that they serve the same
15 set of constituents. Their customers are
16 our customers as well. So I think both
17 parties have a best interest in making
18 sure that the next cable franchise
19 renewal reflects the needs of the
20 community and its future proved to evolve
21 over the next 15 years or whatever term
22 we end up negotiating.

23 I don't think Comcast saw
24 anything or heard anything new with
25 regard to customer service. They clearly

1 4/14/15 - WHOLE - BILL 150162, etc.
2 might debate process in numbers, but very
3 large organizations like that continue to
4 strive harder to make improvements in
5 customer service, just as we do the same,
6 we try to do the same as well.

7 We've identified also the need
8 for the City to have in place reliable
9 infrastructure so that we could serve our
10 constituents in a much more efficient
11 manner and clearly making that part of
12 our cable franchise renewal to the extent
13 that Comcast can provide us with that
14 capability.

15 COUNCILMAN GOODE: That means
16 we should build out our own fiber
17 network?

18 MR. EBEID: Well, I mean,
19 clearly the leased circuits scenario that
20 we have today that we talked about with
21 Councilman Jones a few minutes ago is not
22 a very efficient way to deal with the
23 issues and bandwidth and capacity. So we
24 are asking Verizon -- I mean Comcast to
25 provide us with what's called dark fiber

1 4/14/15 - WHOLE - BILL 150162, etc.
2 capability that we would light up to
3 connect different government buildings,
4 municipal buildings together so that we
5 can deliver services more efficiently.
6 So that is one element of the report and
7 the negotiation process.

8 COUNCILMAN GOODE: Thank you,
9 Mr. President.

10 MR. EBEID: Thank you.

11 COUNCIL PRESIDENT CLARKE:
12 Thank you, Councilman.

13 The Chair recognizes Councilman
14 Neilson.

15 COUNCILMAN NEILSON: Thank you,
16 Mr. President.

17 A couple more things now that
18 it's brought up. The release of the
19 571-page report that the Mayor spoke
20 about, are you going to provide Council
21 with a copy of that shortly?

22 MR. EBEID: Yeah. So the
23 document is available online. A ten-page
24 executive summary is also available
25 online, and yesterday we reached out to

1 4/14/15 - WHOLE - BILL 150162, etc.

2 President Clarke's office and offered an
3 opportunity to come in and brief all of
4 Council.

5 COUNCILMAN NEILSON: Great.
6 Thank you.

7 We spoke about the dark fiber
8 in the public facilities. How many
9 City-owned buildings where employees work
10 in do not have Internet access currently?
11 Would you be surprised if I told you
12 there were some?

13 MR. EBEID: Would I surprised
14 if what? I'm sorry.

15 COUNCILMAN NEILSON: If I told
16 you City-owned facilities and City
17 employees are currently without access to
18 Internet within their building.

19 MR. EBEID: I would find that
20 very hard to believe if it's a City-owned
21 building, even leased buildings --

22 COUNCILMAN NEILSON: The
23 Commissioner of Parks actually testified
24 to that effect the other day, that he has
25 facilities within his domain that his

1 4/14/15 - WHOLE - BILL 150162, etc.
2 people do not have access to the
3 Internet. They have none, no computer
4 access.

5 MR. EBEID: If there's a
6 trailer sitting in the middle of nowhere
7 and I have no way to get a carrier out to
8 it, those are maybe the scenarios I would
9 believe.

10 COUNCILMAN NEILSON: So they're
11 in the City. I mean, is that something
12 that you would be willing to negotiate in
13 these franchise agreements? Because here
14 we have -- I mean, some of the recreation
15 centers, according to the Parks
16 Commissioner, do not have access and
17 they're somewhere where -- they do a lot
18 of activities there, child care all the
19 way down through. You name it, they do
20 it.

21 Is anything in the franchise
22 agreement to address that to make certain
23 that they provide them services or is
24 that something you'd be willing to try to
25 negotiate in there? It's something I'm

1 4/14/15 - WHOLE - BILL 150162, etc.
2 going to bring up at every public meeting
3 to try and get in there.

4 MR. EBEID: I think that's what
5 the public meetings are for, absolutely,
6 if that's a community need. We do need
7 to educate the public that the cable
8 franchise is cable and not anything else,
9 but I don't think it's going to stop this
10 Administration from making additional
11 requests during the negotiation process.

12 COUNCILMAN NEILSON: To help
13 better access for everybody.

14 Years ago we heard a lot about,
15 prior to me joining Council, about this
16 wireless system, Wireless Philadelphia,
17 let's go wireless. I see nothing in your
18 testimony that shows any progress or
19 anything or where we're at. Where are we
20 at with any of that stuff?

21 MR. EBEID: Wireless
22 Philadelphia was, frankly, a project
23 before my time, so I'm not sure how
24 much --

25 COUNCILMAN NEILSON: Mine too,

1 4/14/15 - WHOLE - BILL 150162, etc.
2 but I just don't see anybody talking
3 about it anymore or how we're moving
4 forward and progress and anything like
5 that.

6 MR. EBEID: In 2004, it was
7 considered a great vision to be able to
8 provide that type of capability.
9 Unfortunately, over the years the
10 business model has not kept up. So you
11 couldn't really sustain a system like
12 that. We do have spots where we do
13 provide wireless networks, but they're
14 not -- we don't have the entire county
15 obviously covered.

16 I do think there's an
17 opportunity to revisit the assets left by
18 that project and think about how we can
19 repurpose them with the right partner so
20 that we can revisit the vision of
21 providing that type of capability, but
22 also build a sustainable business model
23 around it so that it could survive the
24 scrutiny of time.

25 COUNCILMAN NEILSON: Thank you

1 4/14/15 - WHOLE - BILL 150162, etc.

2 very much.

3 MR. EBEID: You're welcome.

4 COUNCILMAN NEILSON: And enjoy
5 the rest of your day. I have no further
6 questions.

7 MR. EBEID: Thank you.

8 COUNCILMAN JONES: Thank you,
9 Councilman.

10 I'm going to jump in and then I
11 think --

12 (Bell rung.)

13 COUNCILMAN JONES: Now I know
14 I'm up here.

15 So a couple questions, and I
16 wanted to talk about two worthwhile
17 programs. Our public access channel and
18 station on the seventh floor, which I
19 think they operate with bubble gum and
20 wire sometimes, so much so that they have
21 a square TV monitor that looks like Fred
22 Flintstone's first TV, and then
23 PhillyCAM, which is the public access
24 arm, the studio out in the community that
25 does training for wanna-be television

1 4/14/15 - WHOLE - BILL 150162, etc.
2 producers providing that public access,
3 which is required in the Comcast
4 franchise.

5 What I want to know is, are you
6 on that negotiating team and are you
7 specifically negotiating for PhillyCAM in
8 a high-def station for City access and
9 new equipment for both?

10 MR. EBEID: So the answer is --
11 the short answer is yes to both. The
12 studio, the Channel 64 studio that you
13 referenced upstairs, is part of a
14 renovation initiative, which Comcast has
15 agreed to, that would bring the
16 equipment -- upgrade the equipment so to
17 allow us to carry true high definition.

18 COUNCILMAN JONES: Are they
19 giving us one? I thought in the
20 agreement we are like entitled to two.

21 MR. EBEID: So the entire cable
22 franchise umbrella covers 12 what's
23 called PEG channels - public, education,
24 and government. The City has two and
25 then the rest are spread out over other

1 4/14/15 - WHOLE - BILL 150162, etc.
2 partners. So we do have -- we had been
3 working with Comcast on a plan to not
4 only upgrade the studio that's upstairs
5 but also upgrade the broadcasting from
6 the Council Chambers as well as Mayor's
7 Reception Hall and a couple of other
8 areas in Parkway Plaza and MSB. So that
9 plan is not only part of the negotiation
10 asks, but Comcast has shown good faith to
11 start working with us on that.

12 COUNCILMAN JONES: So by way of
13 ability to, for example, have the public
14 access programming on an On Demand
15 system, because a lot of times you can't
16 schedule catch-as-catch-can some of the
17 live areas of it, but if they were to put
18 them in columns based on interests such
19 as public education, hobbies,
20 entertainment, local entertainment that
21 you could actually go to at your
22 convenience, I think it would increase
23 access to good information that the
24 subscribers really want and flavor from
25 local communities around the City.

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2 Are we negotiating an On Demand
3 presence for our public access?

4 MR. EBEID: We have heard
5 from -- we heard feedback from the
6 community regarding how important the PEG
7 channels are. We've heard from our
8 partners at PhillyCAM at not only how
9 important the current programs are, but
10 also their plans to increase programming
11 and content, and my guess is that we'll
12 hear more of that when the six public
13 meetings are scheduled. So we're going
14 to continue to collect as much feedback
15 as possible to make sure that the next
16 cable franchise represents the need of
17 the community.

18 COUNCILMAN JONES: Can you
19 explain to me how lNet helps the City's
20 communications process and how it's
21 provided through the Comcast franchise
22 agreement.

23 MR. EBEID: Sure. So
24 technically we refer to it as iNet. The
25 iNet is a -- we wouldn't be the first to

1 4/14/15 - WHOLE - BILL 150162, etc.
2 negotiate something like that within the
3 cable franchise. In fact, the City of
4 Pittsburgh and other cities have
5 negotiated a similar capability where the
6 City would have access to its own dark
7 fiber or many services that are provided
8 by the carrier, although we prefer not to
9 have that scenario. And then that offers
10 high-speed communication, connecting the
11 different municipal buildings to each
12 other.

13 Was that helpful?

14 COUNCILMAN JONES: Yes. So
15 we're going to pay attention to it. We
16 want you to fight for it. This franchise
17 will be closed for another 15 years, I
18 believe it is. Once they get the
19 agreement, we won't be able to have this
20 window of opportunity for another 15
21 years.

22 MR. EBEID: We would be asking
23 for a 15-year term, correct.

24 COUNCILMAN JONES: So whatever
25 we're going to get, whatever we're going

1 4/14/15 - WHOLE - BILL 150162, etc.
2 to negotiate, I think now is the time,
3 and you are our champion at the table
4 that understands the needs of the City,
5 but also what we're hearing by way of
6 feedback, it's as important to make sure
7 that that access channel be high-def and
8 that On Demand be done.

9 MR. EBEID: Understood.

10 COUNCILMAN JONES: The Chair
11 now recognizes Councilman Goode.

12 COUNCILMAN GOODE: Thank you,
13 Mr. Chairman.

14 A few questions for the record.
15 Remind me how long you've worked for the
16 City in this position.

17 MR. EBEID: Sure. I started
18 August 19, 2011. So it's three years,
19 eight months. Actually, five days short
20 of eight months.

21 COUNCILMAN GOODE: And at what
22 point were you notified of your
23 responsibilities to being chief
24 negotiator for the cable franchise?

25 MR. EBEID: So when I joined

1 4/14/15 - WHOLE - BILL 150162, etc.
2 the City in 2011 in reviewing what I'm
3 accountable for, clearly this is one of
4 the functions that surfaced.

5 COUNCILMAN GOODE: At the very
6 beginning?

7 MR. EBEID: Yes. I knew that
8 the City or my department was responsible
9 for maintaining a cable franchise
10 function and that at some point Comcast
11 and other cable providers are going to
12 ask for a renewal process to begin.

13 COUNCILMAN GOODE: So do you
14 consider yourself currently to be in
15 formal negotiation and, if so, at what
16 point did you start formal negotiation
17 with Comcast?

18 MR. EBEID: So I think initial
19 conversations with Comcast have already
20 begun and will continue -- as we continue
21 to collect feedback, we will continue to
22 negotiate with Comcast what our position
23 is moving forward. They'll certainly
24 have their position, and part of the
25 negotiation is to --

1 4/14/15 - WHOLE - BILL 150162, etc.

2 COUNCILMAN GOODE: My question
3 was, are you involved in formal
4 negotiations right now and, if so, at
5 what point did you begin formal
6 negotiation?

7 MR. EBEID: We had our initial
8 meeting with Comcast on March 18th and we
9 consider that to be the kickoff of our
10 negotiation.

11 COUNCILMAN GOODE: Okay. And
12 so what role has the report played in
13 that negotiation, what role will the six
14 public hearings play in that negotiation,
15 and when do you anticipate negotiation
16 will begin to come to a head in terms of
17 having to come to some sort of agreement?

18 MR. EBEID: So clearly we
19 started the community needs assessment to
20 inform the negotiation process. The
21 feedback during the public meetings as
22 well as the feedback we continue to
23 receive online continues to inform that
24 process. The existing four franchise
25 areas covered by Comcast begin to expire

1 4/14/15 - WHOLE - BILL 150162, etc.
2 from August of this year to October of
3 this year. So clearly at some point in
4 the summer, we're going to have at least
5 an understanding of where we stand versus
6 Comcast, and our hope is that the gap is
7 not that big to deal with.

8 COUNCILMAN GOODE: So you don't
9 know when negotiation will be finalized,
10 but you anticipate that Council will not
11 receive anything until the fall?

12 MR. EBEID: What was the last
13 part, Councilman Goode?

14 COUNCILMAN GOODE: You
15 anticipate that Council will not receive
16 anything until the fall.

17 MR. EBEID: Well, we reached
18 out to Council yesterday or at least
19 began briefing you on the findings in the
20 report. Our next steps -- we want to
21 engage you as early as possible in this
22 process so that when the decision does
23 come, you're as informed as you can be.

24 COUNCILMAN GOODE: I guess the
25 question is, when will you have at least

1 4/14/15 - WHOLE - BILL 150162, etc.
2 a draft of an agreement and when will
3 Council receive that draft?

4 MR. EBEID: Unless there's a
5 formal process that's going to be invoked
6 to extend the expiration dates, we have
7 between now and August to react.

8 COUNCILMAN GOODE: And so
9 Council would receive that at some point
10 in the fall?

11 MR. EBEID: Our goal is to get
12 you something to review as quickly as
13 possible. This all really depends on the
14 feedback and at what point do we have
15 agreement with Comcast on our list of
16 asks.

17 COUNCILMAN GOODE: I'm simply
18 asking you about your timetable and what
19 you anticipate in terms of your
20 timetable. You are the chief negotiator.

21 MR. EBEID: I anticipate coming
22 to you as quickly as I can, because the
23 existing franchise agreements in place
24 begin to expire in August.

25 COUNCILMAN GOODE: I'm not sure

1 4/14/15 - WHOLE - BILL 150162, etc.
2 what as quickly as you can means. I'm
3 not sure what you're coming to us with.

4 MR. EBEID: So the list of
5 public feedback is going to inform the
6 set of demands or asks that we will have
7 with Comcast. There's going to be a
8 negotiation process on where we land, and
9 once that process is final, then we will
10 work with our sister agency, the
11 Department of Law, to finalize a
12 franchise agreement that will be
13 presented to the Mayor for review as well
14 as Council for review.

15 COUNCILMAN GOODE: So you're
16 going to get back to us on that?

17 MR. EBEID: I'm happy to get
18 back to you with a tighter timeline, yes.

19 COUNCILMAN GOODE: Because you
20 don't have one right now?

21 MR. EBEID: I'm not -- I have a
22 range that I'm working with.

23 COUNCILMAN GOODE: But you
24 don't want to tell me that right now?

25 MR. EBEID: This is a

1 4/14/15 - WHOLE - BILL 150162, etc.

2 negotiation session, so --

3 COUNCILMAN GOODE: So it's none
4 of our business yet.

5 MR. EBEID: I'm asking you to
6 help me negotiate in the best interest of
7 the City.

8 COUNCILMAN GOODE: So it's none
9 of our business yet.

10 MR. EBEID: I'm asking you to
11 work with me so that I can negotiate the
12 best possible position for the City.

13 COUNCILMAN GOODE: Thank you.

14 MR. EBEID: Thank you.

15 COUNCILMAN JONES: Thank you,
16 Councilman.

17 Before I recognize Councilman
18 Neilson, one of the negotiating points we
19 want you to champion, we want to see the
20 Phillies, Sixers, Flyers, Phantoms, and
21 Union for free, the whole City for free
22 from now on. Can you handle that?

23 Don't answer that.

24 The Chair recognizes Councilman
25 Neilson.

1 4/14/15 - WHOLE - BILL 150162, etc.

2 COUNCILMAN NEILSON: If I
3 understand the answer to Councilman
4 Goode, you're not expecting us to make a
5 decision until August? We're not in
6 session during August. So is this
7 something that we have to, since we're on
8 such a timeframe now, is it something
9 that the Administration is seeking now to
10 get an extension to Comcast? Is that
11 something you said we might have to take
12 legislative action on? Because we're
13 running out of time here and we don't
14 want to have to speed along the process
15 that we need to take our time with,
16 because this is a long-term agreement.

17 MR. EBEID: We are not
18 requesting an extension. I realize the
19 timeline is short, but we're going to
20 know fairly quickly where we stand and
21 where Comcast stands with their response,
22 and based on that, we'll brief the Mayor
23 and the Mayor will make a decision on
24 what the final franchise agreement is
25 going to look like.

1 4/14/15 - WHOLE - BILL 150162, etc.

2 COUNCILMAN NEILSON: You
3 mentioned earlier that you have scheduled
4 community meetings throughout the City.
5 How many of them were there? Like five
6 or six?

7 MR. EBEID: So there's a total
8 of six public meetings that are going to
9 be scheduled beginning the week of April
10 27, but I also believe Councilman Henon
11 and Councilman O'Brien are co-sponsoring
12 an effort to hold their own separate
13 meetings, and I believe they're going to
14 be holding five additional meetings as
15 well, but we have not seen that schedule
16 or timetable.

17 COUNCILMAN JONES: Point of
18 information. You don't have stated
19 locations yet?

20 MR. EBEID: I want to say we
21 actually have a draft with that. We're
22 working with the Mayor's Office. I'm
23 going to say that within the next day or
24 two, we would have a final list of
25 locations and times.

1 4/14/15 - WHOLE - BILL 150162, etc.

2 COUNCILMAN JONES: Would you
3 send that to the Chair, please.

4 MR. EBEID: Absolutely.

5 COUNCILMAN JONES: Sorry,
6 Councilman.

7 COUNCILMAN NEILSON: No, no.
8 We're good, because I was going to do
9 that as well.

10 So we're talking 11 meetings.
11 I'm more concerned with timeframe to make
12 sure this is vented properly. Do we know
13 the length of agreement that we're
14 looking to get, that we're seeking? I
15 mean, can you share that with us? Is it
16 five-year, ten-year, 20-year, 30-year?

17 MR. EBEID: Our request is for
18 15 years.

19 COUNCILMAN NEILSON: So we ask
20 them for a 15-year agreement?

21 MR. EBEID: Correct.

22 COUNCILMAN NEILSON: That's the
23 only term we're looking for, 15. We
24 didn't say, Hey, can you give us
25 something for ten? Sometimes these

1 4/14/15 - WHOLE - BILL 150162, etc.
2 agreements go far, and it would be
3 something that we'd like to see
4 shortened. I know this way there's more
5 input, because we have no way of holding
6 people accountable for what they
7 promised. I know we did a 15-year
8 agreement last time, which brings us into
9 today, and at the time we did a 15-year
10 agreement, we not only did Comcast, we
11 did -- I believe there were two other
12 minority-owned cable companies that we
13 had there, and within six months they
14 were bought out by Comcast. So are there
15 any other companies we're looking to do
16 an agreement with?

17 MR. EBEID: I believe the
18 process does not prohibit anyone from
19 entering this market space. We have not
20 heard -- with regard to the 15-year, we
21 have not heard of a response back from
22 Comcast. So our initial position is 15
23 years and we have not heard a response
24 back to that.

25 COUNCILMAN NEILSON: And I also

1 4/14/15 - WHOLE - BILL 150162, etc.
2 want, Mr. Chairman, I want to go on the
3 record to say Comcast is a partner of
4 Philadelphia and we appreciate their
5 corporate headquarters and everything
6 else being here, because it does employ a
7 whole lot of Philadelphians, and I want
8 to make that clear. This isn't so much a
9 Comcast issue, it's a contract issue that
10 I'm trying to address here to make
11 certain that the City gets the best for
12 this long-term contracting.

13 And, again, I thank you for
14 coming today.

15 COUNCILMAN JONES: Thank you,
16 Councilman.

17 Are there any other questions?

18 (No response.)

19 COUNCILMAN JONES: Seeing none,
20 thank you for your elongated testimony.

21 MR. EBEID: Thank you.

22 COUNCILMAN JONES: Next we'll
23 have Philadelphia City Planning.

24 (Short recess for
25 stenographer.)

1 4/14/15 - WHOLE - BILL 150162, etc.

2 COUNCILMAN JONES: We're
3 resuming the Committee of the Whole
4 hearings on the budget testimony. Next
5 department up is the City Planning
6 Department.

7 (Witnesses approached witness
8 table.)

9 COUNCILMAN JONES: Thank you
10 for your patience. Please be seated and
11 begin your testimony.

12 MR. JASTRZAB: Good afternoon,
13 Councilman Jones and other members of
14 City Council. I'm Gary Jastrzab, the
15 Executive Director of the City Planning
16 Commission. With me today are Deputy
17 Directors Eleanor Sharpe and Alan Urek.
18 Thanks for this opportunity to present
19 the City Planning Commission's proposed
20 operating budget for Fiscal Year 2016.

21 The primary goal of the City
22 Planning Commission is to make
23 Philadelphia a place of choice through
24 sound planning principles and policies.
25 The Home Rule Charter directs the

1 4/14/15 - WHOLE - BILL 150162, etc.
2 Commission to prepare and update a
3 comprehensive plan to guide the City's
4 physical development, to prepare an
5 annual capital program and budget to
6 guide City infrastructure and public
7 facility investments, prepare proposed
8 zoning ordinances and maps to ensure
9 appropriate development, administer
10 regulations concerning the subdivision of
11 land, and to make recommendations on the
12 acquisition and sale of City real estate.

13 The Commission's other
14 responsibilities include administering
15 the Zoning Code's Civic Design Review and
16 Registered Community Organization
17 processes and operating the Citizens
18 Planning Institute as the educational and
19 civic engagement arm of the City Planning
20 Commission. The Administration of the
21 Art Commission is also included in the
22 City Planning Commission's budget.

23 The Commission's proposed
24 operating budget of \$4,141,845 is
25 comprised of three parts - a General Fund

1 4/14/15 - WHOLE - BILL 150162, etc.
2 request for \$2,429,778, a Community
3 Development Fund request for \$280,000,
4 and a Grants Revenue Fund appropriations
5 request for \$1,432,067. This is a net
6 increase of \$720,725 from our Fiscal Year
7 '15 estimated obligations, the result of
8 increases of \$50,111 in the requested
9 General Fund appropriation and \$670,614
10 in the Grants Revenue Fund. There is no
11 change in our Community Development Fund
12 request.

13 For Fiscal Year 2016, the
14 Commission is anticipating a staffing
15 level of 41 positions, an increase of
16 four positions from last year if an
17 anticipated grant is realized - 32
18 General Fund positions; four Community
19 Development Fund positions; five Grant
20 Revenue Fund positions.

21 As of December 2014, the City
22 Planning Commission's executive staff
23 consists of three - myself, the Executive
24 Director, and two Deputy Executive
25 Directors, two of whom are male and one

1 4/14/15 - WHOLE - BILL 150162, etc.
2 is female, as you can see, two are white
3 and one is African American. Considering
4 the entire City Planning Commission
5 staff, we are 53 percent male, 47 percent
6 female, 79 percent white, 18 percent
7 African American, and 3 percent Asian
8 American.

9 The City Planning Commission
10 currently has two bilingual staffers.
11 One speaks Mandarin Chinese, the other
12 speaks Vietnamese. And in the first half
13 of Fiscal Year 2015, four new employees
14 were hired - one Asian female, one white
15 female, two white males.

16 I'd like to briefly describe
17 three important initiatives of the City
18 Planning Commission. Philadelphia2035 is
19 our comprehensive plan and is the City's
20 first citywide comprehensive plan since
21 1960. It's intended to align municipal,
22 private, institutional, and civic
23 resources towards common physical
24 development goals. The Commission
25 continues to institutionalize the City's

1 4/14/15 - WHOLE - BILL 150162, etc.
2 comprehensive planning process so that it
3 is updated and renewed in a continuing
4 cycle going forward. The Commission
5 received a National Best Practices Award
6 in 2013 for its work.

7 The Commission is now engaged
8 in a series of 18 district plans
9 addressing land use, zoning, urban
10 design, healthy communities, public
11 facilities, and other physical
12 infrastructure issues. Each district
13 plan involves extensive civic outreach
14 and public participation. Eight district
15 plans have been adopted since 2012 and
16 two more are scheduled for adoption by
17 the end of June. By early next year it's
18 anticipated that 12 of the 18 district
19 plans will have been completed.

20 Coming out of the district
21 plans are zoning recommendations. Two
22 types of zoning recommendations are
23 proposed - corrective rezoning to replace
24 obsolete or outdated zoning and zoning to
25 advance the plan to achieve future

1 4/14/15 - WHOLE - BILL 150162, etc.
2 development and neighborhood conservation
3 goals. To date, recommendations have
4 been made to remap 6,710 acres of land,
5 about one of every five acres in the
6 districts with adopted plans. Of this
7 total, remapping has been completed and
8 is in place for 1,750 acres, 26 percent.
9 Another 1,700, 26 percent, are in
10 progress and we're working on the balance
11 of 3,245 acres, about 48 percent. During
12 Fiscal 2016, the Commission expects to
13 propose an additional 3,000 acres for
14 remapping.

15 The PCPC staff works closely
16 with City Councilmembers and other
17 community stakeholders to prepare all
18 zoning remapping bills.

19 And, finally, the Citizens
20 Planning Institute was created in 2010 as
21 the Commission's education, training, and
22 civic engagement arm. The CPI helps
23 empower Philadelphians to take a more
24 proactive and informed role in shaping
25 the future of their city through a better

1 4/14/15 - WHOLE - BILL 150162, etc.
2 understanding of planning, zoning, and
3 the development process. Each spring and
4 fall the CPI offers educational courses
5 focusing on planning and urban design
6 topics. Now beginning its 10th semester,
7 the CPI will have graduated 300 citizen
8 planners by the end of June.

9 Thank you for this opportunity
10 to testify. My colleagues and I would be
11 happy to address any questions that you
12 may have.

13 COUNCILMAN JONES: Thank you
14 very, very much, and you're the deep
15 thinkers of government for us, giving us
16 a sense of where our city is. So in
17 plain speak for those people that are
18 watching this, tell me what you see
19 Philadelphia moving towards. What's our
20 health? What's our strengths, some of
21 our weaknesses, things that we need to
22 watch out for by way of population
23 shifts? What do you see?

24 MR. JASTRZAB: So my career
25 with the City of Philadelphia is almost

1 4/14/15 - WHOLE - BILL 150162, etc.
2 now 35 years, and when I arrived in
3 Philadelphia in 1980, the City had
4 experienced several decades of population
5 loss, disinvestment in many
6 neighborhoods, a major restructuring of
7 its economy, losing many manufacturing
8 jobs, and it was just beginning to
9 develop a reputation as a center for more
10 of a service economy. There was a great
11 deal of housing and neighborhood
12 reinvestment that was occurring in and
13 around Center City, a lot of spillover
14 from Center City in neighborhoods like
15 Queen Village and Bella Vista, Fairmount
16 and Spring Garden. Much of that was kind
17 of driven by demographic trends, I think.
18 Baby boomers such as myself were out of
19 college, getting their first jobs,
20 forming households, having children, and
21 needed a place to live, and a lot of the
22 jobs in Center City that appealed to that
23 generation, people were looking to live
24 close by. So we saw a lot of
25 reinvestment in those close-in

1 4/14/15 - WHOLE - BILL 150162, etc.
2 neighborhoods.

3 Many of those -- well, a good
4 portion of those people stayed. Their
5 children are now graduating from college,
6 forming households, having children of
7 their own, and we've seen since the mid
8 aughts, 2005, 2006, that the City's
9 population has bottomed out and is
10 beginning to rise, and that has continued
11 on an annual basis based on census
12 estimates since that mid part of the
13 decade between 2000 and 2010.

14 I think our economy as a place
15 of ed, meds, and beds has really
16 blossomed in that 35 years.

17 COUNCILMAN JONES: Give me the
18 beds.

19 MR. JASTRZAB: Education,
20 hospitality --

21 MS. SHARPE: Hotels.

22 MR. JASTRZAB: Hotels and
23 hospitality, education, and medical,
24 shorthand for kind of this emerging
25 service economy, makes up a good portion

1 4/14/15 - WHOLE - BILL 150162, etc.
2 of our economy. I think that part of the
3 economy is strong, and in the last decade
4 I think we've begun to see, maybe on a
5 small scale, the return of some highly
6 technical manufacturing, and certainly
7 the recent trend has been with the maker
8 community, kind of live-work spaces where
9 people are providing special new projects
10 that are kind of innovative and unusual.
11 I think the IT economy in Philadelphia --
12 Philadelphia I don't think had ever been
13 really known as a hub of IT activity. I
14 think that's changed over the past ten or
15 15 years, certainly along 3rd Street and
16 extending north from Old City.

17 So I think in my career here,
18 Philadelphia has come a long way. We're
19 on a good track. I think with this
20 comprehensive planning approach that
21 we've taken, we're looking -- we've
22 looked to reform the development process
23 to institutionalize the planning process.
24 For many, many years the planning
25 profession had kind of ignored

1 4/14/15 - WHOLE - BILL 150162, etc.
2 comprehensive planning, focusing on
3 individual problems. We're taking a much
4 broader view of planning, I think, across
5 the profession, and we've made a lot of
6 progress in updating zoning that was
7 really out of date and maybe obsolete,
8 and we're also making recommendations for
9 transforming areas by either up-zoning
10 them to encourage more density and more
11 development or to transform areas that
12 maybe have lost their purpose. I'm
13 thinking primarily of old manufacturing
14 districts where that kind of activity
15 isn't happening anymore and they're
16 becoming something else. I think that's
17 a continuing dialogue, exactly what they
18 become, but as part of our zoning
19 recommendations and zoning remapping
20 work, we're putting on the ground the
21 foundation for that kind of
22 transformation to occur in many
23 neighborhoods.

24 COUNCILMAN JONES: I asked you
25 that because I actually do believe you

1 4/14/15 - WHOLE - BILL 150162, etc.
2 guys are the deep thinkers. We operate
3 on different timetables than you, every
4 four years some of us, every two years
5 other elected/appointed officials. You
6 guys take a ten-year-down-the-road point
7 of view, and it is essential to get your
8 input.

9 As we start to look at where we
10 should be opening schools based on
11 density and population shifts, many folk
12 that are displaced based on development
13 are moving to other sections of the City
14 and is that infrastructure prepared to
15 receive them. They're the kind of
16 questions we need to ask you.

17 Are there other areas that have
18 lost population? And you talked about
19 reuse and what shouldn't be
20 transit-oriented development. In my
21 district I mentioned 40 percent vacancy
22 rate along Market Street. We have to
23 build higher, build to a different
24 clientele that might be accessible to
25 jobs in the University City or beyond.

1 4/14/15 - WHOLE - BILL 150162, etc.

2 Reverse commute questions come to mind.

3 So as we move forward with
4 this, we really need to have you in the
5 discussion as we start to tinker with
6 this City. The City has good bones. We
7 have great transportation. Maybe it's
8 time to petition the federal government
9 to ask them to extend a transportation,
10 light rail, up in the Northeast that
11 connects to City Avenue and to Broad
12 Street. Maybe it's time to look at those
13 big-picture views. And we've been
14 reacting over the last eight years to
15 economic crisis. Maybe we are out of
16 those woods and able to see a little
17 further and plan a little better as
18 opposed to reaction, being reactionary.

19 So your neighborhood plans, I
20 look at them, I take them seriously and
21 want to engage you with my staff so that
22 as developers come in and people
23 potentially -- I mean, we have -- let me
24 ask the specific question. Our
25 industrial parks, what would you

1 4/14/15 - WHOLE - BILL 150162, etc.
2 recommend for them? They seem to be in
3 between. They're some of the places
4 where we have the most acreage, but yet
5 very little activity at this point. How
6 should we approach those?

7 MS. SHARPE: Eleanor Sharpe,
8 Deputy Executive Director of the Planning
9 Commission.

10 So that's a question that we're
11 currently asking ourselves, and we've
12 formed a working group to answer just
13 that, because it's a valid question. So
14 we're discussing industrial protection
15 areas and what would that mean, what
16 would it mean legislatively, what would
17 it mean to growth and development,
18 because we don't want to see the total
19 elimination of industrial areas, but how
20 do we transition the ones that are no
21 longer valid as industrial areas and what
22 do they go to. And we have engaged with
23 a number of Council offices, so we're
24 willing to extend that to as many Council
25 offices to work with us. We're working

1 4/14/15 - WHOLE - BILL 150162, etc.
2 with PIDC, with Mike Cooper, who is the
3 industrial guru for the City.

4 So that's a question that we
5 don't have any answers to right now, but
6 it's definitely on our radar to examine
7 and explore fully.

8 COUNCILMAN JONES: So in my
9 district I have Hunting Park, I have
10 Parkside, and I have two other
11 facilities, one on Upland Way where the
12 old Acme warehouse is, which used to be a
13 bakery. It used to produce bread that
14 was distributed all over the region. It
15 is now a cocoa storage facility which is
16 underutilized. The question becomes, is
17 that the highest and best use and how do
18 we make it productive and competitive.
19 And one of the things I'd like you to
20 take a look at with those industrial
21 parks is how to create an
22 energy-efficient zone. So whether it's
23 through solar, whether it's through other
24 mechanisms, how do you create an Acme
25 warehouse situation where now we are able

1 4/14/15 - WHOLE - BILL 150162, etc.
2 to bring them back because of the lower
3 cost of energy. So energy in your
4 calculation on how to make these areas
5 more efficient and then competitive to
6 places like Mexico and farther away. So
7 we have to do something to kind of create
8 a competitive edge in those industrial
9 parks, otherwise they're going to become
10 malls again.

11 MR. JASTRZAB: Right. In fact,
12 if I could just add to what Eleanor said.
13 One of the recurring issues that we face
14 is that new uses oftentimes come in to
15 rent space in those industrial parks and
16 they seek variances that kind of removes
17 that space as industrial space, and we've
18 been working with our colleagues in the
19 Commerce Department and PIDC so that when
20 those variance cases are heard at the
21 ZBA, we can take a look at them closely
22 and speak with one voice about protecting
23 those industrial areas, because certainly
24 one of the themes of our comprehensive
25 planning effort is to create jobs and to

1 4/14/15 - WHOLE - BILL 150162, etc.

2 connect people to those jobs.

3 You were mentioning some of the
4 possible extension of transit lines going
5 forward. Creating jobs and connecting
6 people from where they live to those jobs
7 is very important and kind of infused in
8 all of the district planning work that
9 we're doing.

10 COUNCILMAN JONES: Finally, I
11 mentioned earlier about commercial
12 corridors. There are over 100 commercial
13 corridors in the City of Philadelphia.
14 Some of them have experienced population
15 losses; others have experienced
16 population growth. You need to work with
17 the Commerce Department to help plan that
18 a little better.

19 It's real sexy to go after the
20 skyline in Center City or expansion of
21 the airport, and those are valuable
22 things to any municipality, but everyday
23 people looking for a good quality of life
24 rely on those commercial corridors. So
25 we need some help from our deep thinkers

1 4/14/15 - WHOLE - BILL 150162, etc.

2 here.

3 MR. JASTRZAB: Sure. We -- I'm
4 sorry, go ahead, Alan.

5 MR. UREK: Hi. Alan Urek,
6 Deputy Planning Director.

7 One of the first steps to deal
8 with that issue, Councilman, is that when
9 we do these district plans, we look very
10 closely at the zoning along commercial
11 corridors, because as you pointed out,
12 some commercial corridors are thriving,
13 others are struggling, and sometimes by
14 tweaking the zoning along those corridors
15 to encourage different types of uses
16 perhaps. If it's zoned for commercial
17 use and there's not a market right now
18 for commercial and we want to change it
19 to allow for different types of uses, we
20 go through that process with the district
21 plans. So that's a first step in making
22 some of the recommendations, and then of
23 course we work with Commerce and help to
24 implement a lot of the ideas for
25 streetscape improvements and things like

1 4/14/15 - WHOLE - BILL 150162, etc.
2 that to make corridors more attractive
3 for people to shop and for neighborhoods
4 to call as their neighborhood center.

5 MR. JASTRZAB: So that kind of
6 addresses one of the other major
7 principles of some of our comprehensive
8 planning work in the district plans that
9 we're doing. We're looking to create
10 strong neighborhood centers that provide
11 a number of services so that people don't
12 have to travel to suburban counties
13 necessarily to go shopping and to
14 purchase services. We'd like to see
15 those neighborhood centers grow and
16 strengthen over time. We do that through
17 zoning, through other policy
18 recommendations, and through work with
19 some of our transportation work.

20 COUNCILMAN JONES: And,
21 finally, seeing no other questions from
22 my colleagues, the fact that we are a
23 graying city and in particular in my
24 district we have the largest number of
25 naturally occurring retirement

1 4/14/15 - WHOLE - BILL 150162, etc.
2 communities, your input on those kinds of
3 matters, whether it's a recreation center
4 or planning a new health center or
5 designing multiple-unit senior
6 facilities, we need your input on that,
7 because, again, we have a different
8 window than you do and as you see these
9 trends, giving us a heads-up allows us to
10 efficiently apply budgetary resources.

11 So I appreciate what you do.
12 Somebody has got to be the grownup in the
13 room and I guess you guys have to be it.
14 All right?

15 MR. JASTRZAB: Okay. Thank
16 you.

17 COUNCILMAN JONES: Thank you
18 guys for your testimony.

19 MS. SHARPE: Thank you.

20 COUNCILMAN JONES: Well, there
21 being no further questions, this
22 Committee will stand in recess until
23 Wednesday, April 15th, 2015 at 10:00
24 a.m., at which time we will reconvene in
25 Room 400, City Hall.

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1 4/14/15 - WHOLE - BILL 150162, etc.

2 Thank you all.

3 (Committee of the Whole

4 adjourned at 2:35 p.m.)

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CERTIFICATE

I HEREBY CERTIFY that the
proceedings, evidence and objections are
contained fully and accurately in the
stenographic notes taken by me upon the
foregoing matter, and that this is a true and
correct transcript of same.

MICHELE L. MURPHY
RPR-Notary Public

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City of Philadelphia

Recessed Hearing Notice

April 8, 2015

The **Committee of the Whole** of the Council of the City of Philadelphia held a Public Hearing on **Wednesday, April 8, 2015**, and recessed the public hearing until **Tuesday, April 14, 2015 at 10:00 PM**, in **Room 400, City Hall**, to hear further testimony on the following:

- 150162** An Ordinance to adopt a Capital Program for the six Fiscal Years 2016-2021 inclusive.
- 150163** An Ordinance to adopt a Fiscal 2016 Capital Budget.
- 150164** An Ordinance adopting the Operating Budget for Fiscal Year 2016.
- 150179** Resolution providing for the approval by the Council of the City of Philadelphia of a Revised Five Year Financial Plan for the City of Philadelphia covering Fiscal Years 2016 through 2020, and incorporating proposed changes with respect to Fiscal Year 2015, which is to be submitted by the Mayor to the Pennsylvania Intergovernmental Cooperation Authority (the "Authority") pursuant to the Intergovernmental Cooperation Agreement, authorized by an ordinance of this Council approved by the Mayor on January 3, 1992 (Bill No. 1563-A), by and between the City and the Authority.

Immediately following the public hearing, a meeting of the Committee of the Whole, open to the public, will be held to consider the action to be taken on the above listed items.

Copies of the foregoing items are available in the Office of the Chief Clerk of the Council, Room 402, City Hall.

Michael Decker
Chief Clerk

**OFFICE OF THE CITY REPRESENTATIVE
FISCAL YEAR 2016 BUDGET TESTIMONY
APRIL 14, 2015**

EXECUTIVE SUMMARY

DEPARTMENT MISSION AND FUNCTION

Mission: The Office of the City Representative serves as the public relations, marketing, and promotion arm for the City of Philadelphia, responsible for developing and promoting events to attract commerce, visitors and new residents while raising the quality of life for citizens.

Description of Major Services: The Office of the City Representative (OCR) serves as the main vehicle to promote and market the City of Philadelphia. Through partnerships with the city's tourism and convention agencies (Visit Philadelphia, the Philadelphia Convention and Visitors Bureau, and the Greater Philadelphia Hotels Association), OCR actively seeks to increase attraction to leisure and business visitors and ensure that a unified Philadelphia marketing message is conveyed to regional, national and global audiences. OCR works closely with the Department of Commerce on the common goal of promoting the city and stimulating economic development. Towards that end, OCR provides ceremonial gifts and other support to the Commerce Department's business attraction efforts with international visitors to the City and business recruitment delegations to other countries, and also assists with marketing and promotional support for retail attraction efforts, among other ways of partnering with the Commerce Department.

PROPOSED BUDGET HIGHLIGHTS/FUNDING REQUEST

Budget Highlights: The FY16 Proposed Budget maintains the Office of the City Representative at FY15 funding levels.

Fund	Class	FY14 Actual	FY15 Current Projection	FY16 Proposed Budget	FY16-FY15 Change	FY16-FY15 Percent Change
General	100	400,499	413,621	418,201	4,580	1.1%
	200	515,449	561,730	561,730	0	0.0%
	300/400	54,000	54,000	54,000	0	0.0%
	Total	969,947	1,029,351	1,033,931	4,580	0.4%
	Positions	7	7	7	0	0.0%
Other*	100	0	49,814	49,814	0	0.0%
	200	0	14,170,254	10,811,988	(3,358,266)	-23.7%
	Total	0	14,220,068	10,861,802	(3,358,266)	-23.6%
	Positions	0	0	0	0	0.0%
All	100	400,499	463,435	468,015	4,580	1.0%
	200	515,449	14,731,984	11,373,718	(3,358,266)	-22.8%
	300/400	54,000	54,000	54,000	0	0.0%
	Total	969,947	15,249,419	11,895,733	(3,353,686)	-22.0%
	Positions	7	7	7	0	0.0%

Staff Demographics Summary (as of December 2014)

	Total	Minority	White	Female
Full-Time Staff	7	2	5	6
Executive Staff	2	1	1	2
Average Salary - Executive Staff	\$86,228	\$82,800	\$89,657	\$86,229
Median Salary - Executive Staff	\$86,228	\$82,800	\$89,657	\$86,229

Employment Levels (as of December 2014)

	Budgeted	Filled
Full-Time Positions	7	7
Part-Time Positions	0	0
Executive Positions	2	2

Contracts Summary (*as of December 2014)

	FY10	FY11	FY12	FY13	FY14	FY15*
Total amount of contracts	\$0	\$1,015,910	\$80,310	\$28,924	\$14,482	\$1,320
Total amount to M/W/DBE	\$0	\$762,929	\$80,310	\$28,924	\$9,996	\$1,320
Participation Rate	\$0	75%	100%	100%	69%	100%

PERFORMANCE, CHALLENGES AND INITIATIVES

DEPARTMENT PERFORMANCE (OPERATIONS)

The Philadelphia Marathon has achieved planned, sustained growth since 2008 with approximately 2,000 additional runners each year. A title sponsor was secured in FY14, Gore-Tex, and the Marathon gained a ranking of 8 in MarathonGuide.com's top ten U.S. marathons by finishers. In FY15, the race was ranked "Best Marathon of 2014" in the Mid-Atlantic Region by Competitor.com and the Gore-Tex Philadelphia Marathon's Facebook page experienced a 46.6% growth in Likes compared to FY14. The Forbes Under 30 Summit was held for the first time in the magazine's history, with Philadelphia chosen as the best city to attract millennial business and cultural leaders, culled from their annual "30 Under 30" honorees. Social media efforts engaged 750 million people, and \$400,000 in venture capital money was awarded to entrepreneurs in a highly competitive pitch contest. The Mayor's Office and OCR produced several additional events to augment the conference, including eight participants making presentations to seven classes in public schools. The Mayor's Office and OCR, along with Forbes, have set a goal of 24 participants presenting to 12 schools in FY16; social media engagement is targeted at 800 million. Although the hotel occupancy rate during the Made in America festival declined from FY13 to FY14, OCR's goal is to increase the hotel occupancy rate for the Made in America festival by to 80% by FY16.

Performance Measure	FY08	FY13	FY14	FY14- FY13 Change	FY14 Q1-Q2	FY15 Q1-Q2	FY15- FY14 Q1-Q2 Change	FY15 Goal	FY16 Goal
Philadelphia Marathon planned registrations*	18,000	29,000	30,000	3.4%	30,000	31,000	3.3%	31,000	32,000
Forbes Under 30 Summit social media impressions*	N/A	N/A	N/A	N/A	N/A	750,000	N/A	500,000	500,000
Made in America - hotel occupancy rate**	N/A	90.0%	87.0%	-3.3%	N/A	79.0%	N/A	79.0%	80.0%

* Event occurs during the second quarter of the fiscal year. For Marathon FY13 registration includes NYC runners displaced by Hurricane Sandy.

** Event occurs during the 1st quarter of the fiscal year.

DEPARTMENT CHALLENGES

OCR Programs including the Gore-Tex Philadelphia Marathon and Wawa Welcome America! as well as OCR supported programs such as Made In America have required extensive planning and investment in developing model systems for public security. These security models have served as pilot systems to aid other City departments in managing public events and now serve as model programs for other major cities. Forthcoming mass public events including the World Meeting of Families, September 22 – 27, 2015 which anticipates as many as 2 million people attending events on the Benjamin Franklin Parkway (potentially the largest public event ever hosted by a North American City) and planning for the Democratic National Convention the week of July 25, 2016, will require even more extensive manpower, management, and equipment to ensure public safety and the security of public figures. The OCR will continue to consult and contribute to the efficiency of model systems and assist in finding cost-reduction methods wherever possible.

ACCOMPLISHMENTS & INITIATIVES

Events produced or supported by the OCR are created to promote Philadelphia as a destination for tourism or a place to locate or start a business while being able to enjoy a vibrant, diverse quality of life. The majority of these events showcase the City's singular landmarks of American history, world-class cultural assets, vital and emerging retail corridors, and the beauty of the Philadelphia's architectural and natural landscapes.

In October of 2014, the City of Philadelphia was named a 2014 recipient of the International Festival & Events Association (IFEA) designation—"World Festival and Event City" for excellence in event management. The development and execution of major concert events including Wawa Welcome America's Philly 4th of July Jam and the OCR's expertise in the logistical and security coordination of major events such as the Gore-Tex Philadelphia Marathon have contributed to the City's capability as a world-class festival and grand-scale events location.

This acclaimed track record in the planning and execution of major events has assured organizers of events such as the World Meeting of Families taking place in Philadelphia this September, that safety, security, and a top quality experience for visitors and guests is the City's first priority.

The OCR is proud of the role that it has played in securing Philadelphia's reputation as a first tier 'events' city and looks forward to executing and supporting the balance of events of FY15; the planning and execution of events scheduled for FY16; and planning for the convening of the Democratic National Committee in July of 2016 in FY17.

In FY15 and FY16, the OCR proceeds with its City Charter mandated role to represent the Mayor and the City of Philadelphia in external events, convenings and ceremonies, as well as within internal City department functions. The OCR also provides Mayor's Ceremonial Documents and Letters to the requesting public and internal City Departments, as well as Ceremonial Gifts of Recognition as requested by public agencies and internal City Departments according to established City Gift Policies and Protocols.

During FY15 the Communications staff of the OCR authored special correspondence as requested by the Mayor's Office or by the City's partnering tourism and marketing agencies to communicate the Mayor's endorsement and support for the City hosting of potential sport competitions, meetings and major conventions, including the recent successful bid for Philadelphia to host the 2016 Democratic Convention.

During FY15, City Representative Desiree Peterkin-Bell led a presentation in Social Media Leadership Training for the Pennsylvania Municipal League Professional Development Meeting; served as featured speaker and panel member for the PHLCVB sponsored "Philadelphia – City of Makers" presentation to Young Involved Philadelphia; and was Keynote Speaker for the National Women In Media Conference, among many other engagements on behalf of the City of Philadelphia.

The Gore-Tex Philadelphia Marathon: In FY14, the Marathon celebrated its 20th Anniversary and achieved its goal of producing a financially sustainable event by securing Gore-Tex for a three year title sponsorship, making it the Gore-Tex Philadelphia Marathon. In FY15, the total registration for Marathon Weekend (Half and Full Marathons and the Rothman Institute 8K) was the highest ever with over 30,000 runners. With an estimated audience of over 60,000 fans and spectators, the race was assisted throughout the weekend by over 3,000 volunteers. USA Track and Field included the event in its Championship Series in FY15 and continues its long history of certifying and sanctioning the race. A new, free Finisher Festival was added in FY15 in Aviator Park on 20th Street with music, food and other entertainment along with the Family Meeting Area. In a testament to efforts at continuing to improve the race, Competitor.com named the Gore-Tex Philadelphia Marathon the Best Marathon in the Mid-Atlantic Region in January 2015 as polled by their readers. Additionally, the event's sustainability program has become one of the nation's leading greening efforts in endurance sports. OCR will be making a new submission to the Council for Responsible Sport in FY15, with the goal of matching the FY13 Gold certification gained for diverting 87.8% of waste from landfills. The Gore-Tex Philadelphia Marathons is one of only ten organizations in the United States to receive Gold designation since the program's inception in 2008. USA Today featured Race Director and City Representative Desiree Peterkin-Bell, recognizing the event for its minority leadership, rare among the industry.

Wawa Welcome America (WWA): WWA is Philadelphia's signature celebration of the Fourth of July holiday. WWA features a multi-day schedule of events and the "largest free concert in America" (one of its marketing taglines), bringing over one million people to the Benjamin Franklin Parkway on July 4th, including over 500,000 who attended the Philly 4th of July Jam concert showcasing local, national, and internationally known headline performers. In FY15, a new Liberty Block Party with food and free entertainment was produced in Center City replacing the Taste of Philadelphia event formerly at Penn's Landing. The traditional "Celebration of Freedom" held at Independence Hall on July 4th saluted the 50th Anniversary of the Civil Rights Act of 1964 and the 60th anniversary of the landmark *Brown v. Board of Education* decision. Vice President Joe Biden addressed the crowd on the Mall, and his speech was broadcast on WPVI-6abc along with the entire program, concluding with the Vice President's participation in the Independence Day Parade along with 65,000 spectators gathered in the nation's most historic square mile. For the evening concert and fireworks, 6abc broadcast live locally and VH1 broadcast live nationally. In FY15, for the first time in ten years, Welcome America, Inc. operations ended with a positive fund balance, due to leadership redesigning and revamping fiscal procedures. (See Data addendum for FY2016 WWA planning detail.)

Made in America: Made in American was a brand new outdoor festival in FY13 held over Labor Day weekend in September of 2012 on the Benjamin Franklin Parkway featuring renowned producer and performer Jay-Z. As a new paid event, this festival represented a major change in how events are produced by external partners. The September 2012 festival generated an estimated \$10 million in economic impact for Philadelphia's economy according to the producer's study, covered all municipal costs associated with the event and netted hundreds of thousands of dollars in tax revenues for the City. The event gained global recognition for Philadelphia and highlighted the potential of cultural partnerships between the City and the private sector. Festival promoters estimated that 78,655 people attended the Festival, 1.5 million viewers live-streamed the event, in addition to the live show that was filmed by Ron Howard, resulting in nearly a billion views through airing on Showtime cable TV station. The festival took place again in FY14 and FY15 over the same holiday weekend, and concert attendance figures increased from approximately 80,000 in FY13 to close to 100,000 over the two day event in FY14 and FY15. The outdoor festival will return in September 2015 for a fourth consecutive year, filling a tourism gap over Labor Day Weekend. (See Data addendum for expanded hotel occupancy detail relating to Performance Measure Chart on p.2.)

Forbes Under 30 Summit: The most influential gathering of millennials in the world was brought to Philadelphia for the first time by Forbes in October 2014 for a three and half day conference that included speakers such as Nobel Peace Prize co-winner Malala Yousafzai, and Monica Lewinsky in a discussion on "protecting your brand in the age of social media." The conference was an extension of Forbes Magazine's "30 Under 30" list featuring 30 game-changing entrepreneurs under 30, in twenty categories. Forbes Magazine leadership worked closely with the City Representative and the Mayor on crafting and coordinating events throughout the city to showcase the city's tech sector, engage and motivate public school students, and introduce these influencers and entrepreneurs to opportunities in the city. Notably, the event garnered over 750 billion impressions worldwide through media and related coverage. Because of the resounding success of the event in FY15, Forbes announced that Philadelphia will indefinitely be the host city for the event. The conference will be held again in Philadelphia during the weekend of October 4-7, 2015. Additionally, the highly sought after "Pressure Cooker" pitch contest to venture capitalists with a total prize pot of \$400,000 that was part of the conference will also return. Tours and participant presentations at several Philadelphia public schools and tech assets here will be expanded in FY16 to include a day of service with 100 participants speaking at city schools.

The Philadelphia Collection: As the City's premier celebration of its resident fashion design community, The Philadelphia Collection's primary mission is a marketing effort to promote the city as a vibrant shopping destination. The Philadelphia Collection was conceived by the OCR in 2010 and celebrated its 5th year in FY15. In September 2014, The Philadelphia Collection showcased more than 60 events over a period of eight days in a continued partnership with the Center City District and The Philadelphia Retail Marketing Alliance. Since its debut, The Philadelphia Collection has been the focus of CNBC as one of the "10 Best Cities for Shopping"; one of the "25 Best Cities for Shopping" by Lucky Magazine Online; one of the "10 Shopping Cities on the Rise" by Sherman's Travel; and one of "The Best Shopping Cities in the U.S.A." by Forbes.com. In FY14, The Philadelphia Collection welcomed an infusion of new sponsors and the renewed sponsorship of the Immaculata University Design Department and hosted the 20th Anniversary of the annual Phashion Phest Philadelphia. Due to increased marketing and promotional efforts like The Philadelphia Collection, increased attention is being paid to Philadelphia's retail assets. In January 2015, Conde Nast Traveler named Philadelphia the number 2 shopping destination in the world, behind Barcelona and ahead of Hong Kong.

The Philadelphia Fashion Incubator: The Incubator launched in March of 2012 as a partnership between the OCR, the Center City District/Retail Marketing Alliance and Macy's Center City, along with the city's prominent design schools - Drexel University, Moore College of Art and Philadelphia University. In March 2013, FY12, the Incubator graduated its first class of "Designers-In-Residence" who received one year of workspace and the mentoring and business resources necessary to operate and sustain a successful fashion business in Philadelphia. Designers-In-Residence have been featured in "Pop-Up" shops throughout the city and their garments have been featured in an exhibit at City Hall. In FY14, The Philadelphia Fashion Incubator graduated its second class with the third graduating in FY15. The fourth class of Designers in residence will graduate in FY16. It is serving as a model program for Macy's Inc. to establish three new Fashion Incubators in other cities. As the Incubator becomes more established, feasibility planning is underway to explore locating "graduates" of the program in shared space for their growing design businesses with the aim of retaining them as part of the city's creative sector, and as part of the city's strategy to attract more to attract even more design businesses.

Philadelphia International Cycling Classic: June 7, 2015. This men's and women's procycling race has been held in Philadelphia for 31 years, and has been renamed by the current event organizer selected through a competitive bidding process by the City which holds the inscription permitting the race by the world governing body, the Union Cycliste Internationale. The OCR and Mayor's Office were instrumental in gaining the added designation for the women's race to be part of the UCI Women's World Cup series, with Philadelphia being the only race in the US to be included. The OCR is working closely with the event organizer to help implement sponsorship and marketing efforts.

World Meeting of Families: September 22-27, 2015: Held every three years and sponsored by the Holy See's Pontifical Council for the Family, the World Meeting of Families (WMOF) is the world's largest Catholic gathering of families. The theme of the WMOF – Philadelphia 2015 is "Love Is Our Mission: The Family Fully Alive," emphasizing the impact of the love and life of families on our society. This is the first WMOF in the United States and the Pope will make his first visit to the United States specifically for this conference, celebrating Mass on the final day outdoors for an anticipated 1.5-2 million people on the Benjamin Franklin Parkway. OCR is working in tandem with City departments and agencies to ensure that the City's security, traffic, emergency services, public transportation, hospitality/tourism, communications, and other critical components of the Pope's visit are implemented seamlessly, effectively and with the high standards that Philadelphia is now known for with big events. The last time Philadelphia saw a Papal visit was in 1979, with a public Mass also celebrated on the Benjamin Franklin Parkway.

Mayoral Inauguration 2016: OCR will work closely with City Council staff on producing the Inauguration of the next Mayor-elect, traditionally held at the Academy of Music, on January 4th, 2016. This special event will entail sourcing and identifying entertainment, clergy, etc., hosting a pre-ceremony breakfast, planning and printing the program, working with the venue and other vendors, and facilitating photographer and media broadcast needs among other critical components.

Democratic National Convention (DNC), week of July 25, 2016: Held every four years in a different city in the U.S., the DNC will meet in Philadelphia to nominate the Democratic candidate for the 2016 national election of the 45th President in November. Philadelphia competed against finalists Columbus, OH and Brooklyn, NY. With world media expected to converge on the city during the convention, as the attendance of many dignitaries, increased specialized logistical needs will distinguish this convention from all others the city holds. OCR will work in tandem with the DNC Committee, citywide departments and federal agencies to ensure that the City's security, traffic, emergency services, public transportation, hospitality and tourism, communications and other critical components of the DNC's convention are implemented seamlessly, effectively and with the high standards that Philadelphia is now known for. The last time Philadelphia hosted a party convention during a presidential election year was in 2000, when the Republican Party nominated then-Governor George W. Bush. The last time the Democratic Party hosted its convention in Philadelphia was in 1948.

STAFFING

The Office of the City Representative is committed to principals of diversity and inclusion in all programming. The OCR was profiled as a "Department Making A Difference" in the recently released City Office of Economic Opportunity (OEO) Annual Report – 2014. The OCR was selected for its commitment to diversity and inclusion in internal staffing and for its exemplary practices in soliciting, hiring and retaining M/W/DSBE contractors.

Staff is comprised of 7 full time people. Two are minority and six are female.

Staff Demographics (as of December 2014)

<i>Full-Time Staff</i>			<i>Executive Staff</i>		
	Male	Female		Male	Female
	African-American	African-American		African-American	African-American
Total	0	2	Total	0	1
% of Total	0.0%	28.6%	% of Total	0.0%	50.0%
	White	White		White	White
Total	1	4	Total	0	1
% of Total	14.3%	57.1%	% of Total	0.0%	50.0%
	Hispanic	Hispanic		Hispanic	Hispanic
Total	0	0	Total	0	0
% of Total	0.0%	0.0%	% of Total	0.0%	0.0%
	Asian	Asian		Asian	Asian
Total	0	0	Total	0	0
% of Total	0.0%	0.0%	% of Total	0.0%	0.0%
	Other	Other		Other	Other
Total	0	0	Total	0	0
% of Total	0.0%	0.0%	% of Total	0.0%	0.0%
	Bi-lingual	Bi-lingual		Bi-lingual	Bi-lingual
Total	0	0	Total	0	0
% of Total	0.0%	0.0%	% of Total	0.0%	0.0%
	Male	Female		Male	Female
Total	1	6	Total	0	2
% of Total	14.3%	85.7%	% of Total	0.0%	100.0%

CONTRACTING**M/W/DBE Participation on Large Contracts
FY15 Contracts**

Vendor	Service Provided	Amount of Contract	RFP Issue Date	Contract Start Date	Ranges in RFP	% of M/W/DBE Participation Achieved	\$ Value of M/W/DBE Participation	Total % and \$ Value Participation - All DSBes	Living Wage Compliant?
Fund for Philadelphia/OCR	Promotion & Marketing of city	\$46,281	N/A	9/25/14	MBE:	0%	\$0		Yes
					WBE:	0%	\$0	0%	
					DSBE:	0%	\$0	\$0	
Greater Philadelphia Film Office	Promotion & Marketing of city	\$163,952	N/A	1/2/15	MBE:	0%	\$0		Yes
					WBE:	0%	\$0	0%	
					DSBE:	0%	\$0	\$0	
Historic Philadelphia Inc.	Promotion & Marketing of city	\$207,900	N/A	9/20/14	MBE:	0%	\$0		Yes
					WBE:	0%	\$0	0%	
					DSBE:	0%	\$0	\$0	

OTHER BUDGETARY IMPACTS

FEDERAL AND STATE (WHERE APPLICABLE)

Federal Homeland Security grants to help cover the costs of increased public safety and security at major events such as the Philadelphia Marathon and Wawa Welcome America are no longer available and thus the events bear the cost of the added security needs.

OTHER

N/A

OTHER RELEVANT DATA AND CHARTS

What follows is an overview of the OCR produced or significantly supported events for FY15.

CALENDAR EVENTS OF FY15

The Pennsylvania Municipal League Convention – June 28 – July 4, 2014. OCR supported the hosting of this assembly of state government leaders and municipal officials in Philadelphia.

Wowo Welcome America, June 28 – July 4, 2014. The City's multi-day celebration of the 4th of July holiday featured the return of the popular Go Forth and Learn series of themed, family-centric events inviting children and parents to participate in fun, learning environments throughout the City. The OCR collaborated with the City's Mural Arts Program to inaugurate Community Paint Day in Mantua and invited the public to take part in the creation of one of Philadelphia's famous murals. When bad weather threatened the annual POPS! On Independence Concert, the OCR orchestrated a move to the Kimmel Center for Performing Arts where featured soloist, Carpathia Jenkins thrilled the audience with her performance. The Celebration of Freedom ceremony on the morning of July 4th, celebrated the 50th Anniversary of the Civil Rights Act of 1964 and the 60th Anniversary of the Brown vs. Board Supreme Court Decision. Legendary dancer and choreographer, Debbie Allen, was recognized for her contributions to dance and the education and advancement of young dancers. Vice President of the United States Joseph Biden addressed the audience and greeted the public during the Independence Day Parade that followed. The WWA celebration continued with the diverse entertainment featured at Party On The Parkway and culminated with the Philly 4th of July Jam concert hosted by the Roots and featuring Ed Sheeran Nicki Minaj, Jennifer Hudson, Aloe Blacc, Vicci Martinez and a Fireworks Finale.

Taney Dragons Rally, August 27, 2014. Philadelphia's hometown heroes, the Taney Dragons were the stars of an OCR organized procession down South Broad Street that culminated in a rally to congratulate this Little League World Series Mid-Atlantic Championship baseball team on their Philadelphia spirit and sportsmanship after they returned from their valiant bid for the Little League World Series Championship.

Mode in Americo, August 30 & 31, 2014. (See Accomplishments and Initiatives page for additional details.) The OCR was pleased to record an increase from FY13 (80,000) to FY14 and FY15 concert attendance figures (100,000). An analysis of the 90% hotel occupancy rates recorded for FY13 and the 87% rate recorded in FY14 show that layered events taking place those holiday weekends included events such as a sold out Bruce Springsteen concert and other "one-off" events that pumped up hotel occupancy. Although the chart shows occupancy decreasing in subsequent years, it must be noted that compared to previous years shown as N/A, the 79% occupancy rate recorded in FY15 is a substantial increase over the typically low occupancy rate over Labor Day Weekend in Philadelphia, which in 2011 was 62%.

Hero Thrill Show Rally and Hera Thrill Show, September 20, 2014. The OCR supports the logistical operations and public relations campaign for this longstanding annual event that takes place in a family-friendly circus environment to raise funds to provide college tuition to children of Philadelphia's Police Officers and Firefighters who lost their lives in the line of duty.

The Philadelphia Collection, September 17 – 24, 2014. (See Accomplishments and Initiatives page for full program details.) The goal of the Philadelphia Collection in 2010, its inaugural year, was to ensure a healthy and robust retail and design industry while stepping up the visibility of the City's existing retailers and established designers. Our City's highly diversified and ever increasing mix of national retailers such as the recent addition of Uniqlo, Century 21 Department Store, Nordstrom Rack, Barney's New York, Stuart Weitzman and Theory, among others, is complimented by the existing vibrant fashion community of boutiques and independent retailers. The Philadelphia Collection, observing its 5th anniversary in FY15, has served as a marketing platform and an annual invitation to customers to "shop Philadelphia and see what's new in store," an invitation that has taken up by national media in declaring Philadelphia as a premier fashion and shopping destination. In January 2015, Philadelphia was named the number 2 shopping destination in the world by *Conde Nast Traveler*.

Multicultural Affairs Congress (MAC) PHLDIVERSITY ANNUAL RECOGNITION LUNCHEON, October 9, 2014. OCR Executive staff and staff members served in a consulting and support role to the organizers of the MAC PHLDiversity Recognition Luncheon, providing program organization support and taking an active role in stage management and staffing on site.

Philadelphia Host City for Forbes Inaugural Under 30 Summit. (See Accomplishments and Initiatives page for full program details.) October 19 – 22, 2014. Presented by Forbes magazine with Philadelphia as the inaugural host city, the Under 30 Summit included the participation of the magazine's entire roster of past "30 Under 30" honorees, some of the best and most accomplished young entrepreneurs and thought leaders in the nation. Philadelphia was selected as host city, in part, due to its national status as home to the fastest growing population of Millennials—age 20 through 35 year-olds, of any other major city in America. Philadelphia's rapid growth as a new technology and business start-up location was an added influence. Forbes magazine subsequently announced that Philadelphia would continue as host city for this significant convening in future years.

Gore-Tex Philadelphia Marathon Weekend, November 21 – 23, 2014. (See Accomplishments and Initiatives page for full program details.)

City of Philadelphia Holiday Tree-Lighting Celebration, December 3, 2014 - The City's annual Tree-Lighting ceremony is the traditional launch of Philadelphia's holiday season. The program that precedes the Tree-Lighting offers holiday and seasonal music by local musicians and performers, as well as special guests and entertainers performing at Philadelphia venues and theaters. During FY13 and FY14, the Tree-Lighting Celebration was relocated to Love Park while Dilworth Plaza was undergoing reconstruction. In FY15, the OCR was pleased to return the Tree-Lighting Celebration to its original home in City Hall and present a diverse program of entertainment including operatic tenor, Justin Gonzalez, the Philadelphia R&B group Brotherly Love, a preview of the Philly POPS! Christmas Spectacular at the Kimmel Center, and surprise headliner, the international vocal star, Estelle. In FY15, the OCR also secured the Tree-Lighting Celebrations first electronic media partner, 6-ABC to broadcast both the stage program and the tree-lighting throughout the leading broadcast audience for 6 ABC. The Tree-Lighting Celebration was challenged by the unanticipated appearance of a protest demonstration. With the expertise of the OCR program, logistical and executive team working in cooperation with the Philadelphia Police on site, the program was presented in its entirety and the demonstrators' right to assemble was respectfully granted with public safety as a priority.

Memorial Service Public Logistics – Fallen Female Firefighter Lt. Joyce Craig-Lewis, December 12 & 13, 2014. The OCR served in the coordination of logistical operations and public relations support for the memorial procession and services held for Firefighter Lt. Joyce Craig-Lewis.

Sugar House Casino Philadelphia Mummers Parade, January 1, 2015. OCR Public Relations staff continues to provide PR Consulting and Media Coordination.

Lockheed Martin Pal Day at City Hall, February 23, 2015 - Produced by the OCR in cooperation with the Philadelphia Police Athletic League. Student delegates nominated by PAL Centers, citywide are matched to appointed and elected City Officials and participate as "honorary City Officials" for a typical work day in City Government. Students meet their City mentors at PAL Day opening ceremonies (PAL Day program follows) and each City/Student pair have a commemorative photo taken with Mayor Nutter and PAL dignitaries. Each student receives a commemorative from Mayor Nutter followed by lunch in Conversation Hall with their mentor before adjourning to an intensive real-time experience in the City workplace. In FY15, PAL Day in City Hall honored PAL Day founder and ultimate PAL supporter and advocate, Sally Berlin, who passed away in October of 2014. The OCR produced a framed commemorative PAL Day student sash and memorial plaque that was presented to Ron Rubin, executive chairman of PREIT, a longstanding PAL Board Member and Ms. Berlin's nephew.

The Philadelphia Fashion Incubator Induction of Fourth Class of Designers in Residence - March, 2015. (See Accomplishments and Initiatives Page for full program background and detail.) In March, 2015, The Philadelphia Fashion Incubator at Macy's Center City announced its fourth roster of Designers In Residence (DIR). OCR executive staff participated in a program held in the Grand Court of Macy's Center City to welcome the new Designers In Residence and congratulate the recently graduated DIRs of 2014. The 2014 DIRs are currently making their mark in the fashion world at large with their designs appearing in programs surrounding Fashion Week 2015 in New York City

and featured at Charleston Fashion Week in March. The Philadelphia Fashion Incubator at Macy's has served as a model program for Macy's Inc. to use in establishing three new Fashion Incubators, one in Washington, DC, and at two other locations to be confirmed in the coming year.

UNCF Mayor's Masked Ball, March 6, 2015 - The OCR assisted in the program planning, solicited special dignitaries and celebrities to participate in opening events, and provided on-site event staff to aid in the production of the Annual Mayor's Masked Ball which took place for a third year in Philadelphia in FY15. The Ball benefits students attending colleges and universities across the country including the UNCF-member historically black colleges and universities (HBCU's). With the production of the 2013 inaugural event during the Administration of Mayor Michael A. Nutter, Philadelphia joined major cities throughout the nation that host a UNCF Mayor's Masked Ball for the first time.

Philadelphia Civic Flag Day, March 27, 2015 Annual program supported by the OCR in partnership with Partners for Civic Pride, a non-profit organization serving a mission to stimulate civic pride through an awareness campaign to promote the display of the Philadelphia Civic Flag. Philadelphia Civic Flag Day is observed with special ceremonies to honor the Flag, build understanding of the term Philadelphia Maneto—*Let Brotherly Love Continue*—and salute the attributes of Peace, Hope, Justice, Prosperity displayed on the Philadelphia City Seal, the centerpiece of the Philadelphia Civic Flag. A cross-section of choral, band, spoken word and drill presentations are given by Philadelphia public schools from elementary through high school.

The March 27, 2015 observance featured a public awards program honoring Police Commissioner Charles Ramsey; the Taney Dragons Little League Team; Dr. Audrey Evans, co-founder of the Ronald McDonald House; and lawyer, education advocate Ajay Raju. A Mayoral Proclamation for Philadelphia Civic Flag Day was presented and a bronze historical marker to commemorate the 120th Birthday of our City's Flag was unveiled for future installation at the base of the Philadelphia Civic Flag flagpole located at the Philadelphia Museum of Art.

Philadelphia Jazz Appreciation Month Press Announcement, April 1, 2015 - The FY15 event opened a month-long celebration of Philadelphia's Jazz heritage and marked the 5th Anniversary of Philadelphia Jazz Appreciation Month inaugurated in April of 2011. The OCR assists with the logistical organization, marketing and public relations efforts in support of the Mayor's Office of Arts, Culture and the Creative Economy (OACCE). Events to highlight our jazz heritage and identify Philadelphia as a destination for jazz fans and aficionados take place throughout the City and include a variety of activities including jazz classes and seminars, live music performances at cafes and restaurants, observes the 20th Anniversary of the Philadelphia Clef Club of Jazz and events that take place at the Kimmel Center for Performing Arts and the Painted Bride Art Center. The program serves as a showcase to promote and support the emerging jazz musicians of the City and beckons Philadelphia to reclaim its singular jazz history and be recognized as a national destination to experience the history and hear the evolution of American jazz. This year, Philadelphia Jazz Appreciation Month was announced with a Mayoral Proclamation and honored Philadelphia native and legendary jazz composer and pianist, McCoy Tyner, with the presentation of an engraved Philadelphia Liberty Bell.

Subaru Cherry Blossom Festival, April 6 – 12, 2015 - Press Announcement, April 7, 2015. A celebration of all things Japanese which launches with an OCR supported Press Announcement on April 7, 2015, presented by the Japan America Society of Greater Philadelphia. Festival events take place throughout the Philadelphia area to promote exchange with Japan and increase awareness of the cultural contributions of the Japanese American citizens of Philadelphia. The Festival commemorates the living gift of blossoming cherry trees originally received by Fairmount Park from the Japanese government in 1926 and renewed thereafter with plantings in community parks. The event culminates April 12, 2015 with Sakura Sunday, a day-long festival of Japanese art, music, food and culture in Fairmount Park's Horticultural Center.

Take Our Daughters and Sons to Work Day, April 23, 2015 - Children and youth between the ages of 8 years to 18 years accompany their parents or relatives to work within a diverse range of City Departments. Before their day in the workplace begins, all participating City employees and children are invited to attend the official launch ceremony produced by the OCR featuring the Mayor and a guest speaker with City Representative Desiree Peterkin-Bell serving as program emcee. The event underscores the Administration's commitment to youth mentoring as a way to stimulate a young person's interest in higher education and introduces them to the inner workings of City Government and the responsibilities of the City workplace. This year, the FY15 event partners with the White House

Council on Women and Girls and the My Brother's Keeper Initiative to invite youth who are not typically able to take part in this day. The OCR invited Philadelphia foster care agencies to select children from their organizations to attend the opening ceremony and be supervised on a mini-tour of City Departments for a "real-time" introduction to the City workplace for a "real-time" work-based learning opportunity.

Police and Firefighters Living Flame Memorial, May 6, 2015. For more than 20 years, the City of Philadelphia has been holding a Memorial Service to honor the City's First Responders who have given their lives in the line of duty. The Living Flame Police and Firefighters Memorial ceremony produced by the OCR recognizes the sacrifices of the uniformed Police Officers and Firefighters who died in service to the citizens of Philadelphia and their communities. The event honors Philadelphia's law enforcement and fire protection community and expresses the City's gratitude to the fallen Police and Firefighters who gave their lives in service to Philadelphia's citizens and appreciation for the Police and Firefighter families who have suffered the loss of their family members. In FY15, the Memorial Service offers a special acknowledgement to the family of Firefighter Lt. Joyce Craig-Lewis who earned the tragic distinction of becoming Philadelphia's first female firefighter to die in the line of duty fighting a fire on December 9, 2014. The Memorial Service will also offer a special acknowledgement to the family of Officer Robert Wilson, III, who lost his life in the line of duty while interrupting a robbery in progress and protecting the public at risk.

Toss Your Caps, Philly Graduates from College, May 8, 2015 - The OCR assists the Mayor's Office of Education with the planning, public relations and logistics to produce a salute to Philadelphia's recent college graduates. Graduates, elected officials and college presidents join the Mayor for a mass staged photo on the apron of the Philadelphia Museum of Art for the traditional "tossing of caps" and then pose for individual school photos on the PMA steps.

Mayor's Centenarian Celebration, May 21, 2015 - This is the 15th anniversary year for the Mayor's Centenarian Celebration Luncheon. Over 100 confirmed Centenarians who have or will celebrate their 100th birthday in 2015 plus those who have made that age milestone in a previous year and are counting off a new decade, will be hosted for a celebratory lunch with live music entertainment, flowers, a personal gift from the City, and a personalized "Tribute" from the Mayor as a memento of the occasion. The Centenarians are accompanied by family members and/or caretakers. This event produced by the OCR underscores the administration's support of services and programs to improve the quality of life and increase the health and well-being of the elderly in Philadelphia.

Top of the Class-Mayor's High School Graduation Celebration, June 5, 2015 - The OCR supports the planning, logistics and execution of this event to salute recent graduates from Philadelphia High Schools with a parade of graduates that processes from Broad and Pine Streets to arrive at City Hall Courtyard where a ceremonial program is held.

Philadelphia International Cycling Classic, June 7, 2015 - The OCR will consult on sponsorship development and program planning for the renamed Philadelphia International Cycling Classic (formerly Parx Casino Cycling Classic). This event continues the long-standing tradition of a Philadelphia-hosted, professionally sanctioned cycling competition and will feature an amateur course ride and men's and women's professional races. This event underscores the Administration's efforts to strengthen Philadelphia's thriving cycling community and promote the City as a world-class cycling destination. The Philadelphia International Cycling Classic's women's professional race will be a Union Cycliste Internationale sanctioned Women's World Cup event—the only one in the United States and the first since 2001.

Stars and Stripes Festival (formerly Army Birthday/Flag Day), June 14, 2015 - Since 2012 the City of Philadelphia/OCR has partnered with the Flag Day Association, National Constitution Center, Historic Philadelphia, Inc., Independence National Historic Park, the Independence Visitors Center, the Pennsylvania National Guard and the United States Army to celebrate the combined birthdays of the United States Army and the birthday of the American flag, both of which occurred historically in Philadelphia on June 14. The festival was rebranded in FY14 as the Stars and Stripes Festival and is observed at locations throughout historic Philadelphia.

Events in Planning FY15

Wawa Welcome America!, June 27 –July 4, 2015 (See Accomplishments and Initiatives page for additional details and background.) Wawa Welcome America! (WWA) is the premier, multi-day celebration of July 4th, America's birthday in

Philadelphia, America's birthplace. The FY15 (opening dates) celebration welcomes the return of the Go Forth & Learn family education series of events, continue its partnership with the City's Mural Arts Program with Community Paint Day, stages the second Liberty Block Party on Friday, July 3 in the setting of Philadelphia's historic district, celebrates Wawa Hoagie Day, Philly @ the Movies, and POPS! On Independence Concert. The July 4th Celebration of Freedom ceremony will feature noted speakers and mark the 50th Anniversary of the Protest Marches in Selma, Alabama that led to the passage of the Voting Rights Act of 1965; observe the 50th Anniversary of the LGBT Civil Rights Movement launched in Philadelphia on July 4, 1965; and honor the 50th Anniversary of the passage of the Immigration & Nationality Act of 1965. The eight-day celebration culminates with the Philly 4th of July Jam and fireworks grand finale.

Events in Planning FY16

NAACP Convention, July 11 – 15, 2015.

Made In America, September 5 – 6, 2015. (See Accomplishments and Initiatives page for additional detail and background).

World Meeting of Families September 22 – 27, 2015. (See Accomplishments and Initiatives for additional detail and background)

Hera Thrill Show Pep Rally September 30 and Hero Thrill Show October 10, 2015

Forbes Under 30 Summit, October 4 – 7, 2015. (See Accomplishments and Initiatives page for additional detail and background.)

The Philadelphia Collection, October 7 – 14 & October 19, 2015. (See Accomplishments and Initiatives page for additional detail and background.)

Gore-Tex Philadelphia Marathon, November 20 – 22, 2015. (See Accomplishments and Initiatives page for additional detail and background.)

City Hall Holiday Tree-Lighting Celebration, December 2, 2015. (See Accomplishments and Initiatives page for additional detail and background.)

Mayor's Inauguration & Investiture of City Council and Judiciary Ceremony, January 4, 2016 (See Accomplishments and Initiatives page for additional detail and background.)

Event in Planning FY17

Democratic National Convention, Week of July 25, 2016 (See Accomplishments and Initiatives page for additional detail and background.)

**DEPARTMENT OF COMMERCE
FISCAL YEAR 2016 BUDGET TESTIMONY
APRIL 14, 2015**

EXECUTIVE SUMMARY

DEPARTMENT MISSION AND FUNCTION

Mission: To make Philadelphia a global city where businesses choose to start, stay and grow.

Description of Major Services: The Department of Commerce (Commerce) is the umbrella organization for all economic development activity in the city. Coordinating the work of related agencies, including the Philadelphia Industrial Development Corporation (PIDC), the Philadelphia Housing Authority and the Philadelphia Redevelopment Authority (PRA), Commerce leads efforts to attract new companies to Philadelphia, to develop business-friendly strategies to help small businesses and major corporations to succeed, and to facilitate real estate development across the city.

PROPOSED BUDGET HIGHLIGHTS/FUNDING REQUEST

Budget Highlights: The FY16 Proposed Budget increases the General Fund allocation by \$1.1 million to fund the Philadelphia Talent Collaborative, a new initiative in partnership with the Mayor's Office of Education which will be managed by the Department of Commerce starting in FY16 and an additional \$2 million for the Economic Stimulus Fund.

Fund	Class	FY14 Actual	FY15 Current Projection	FY16 Proposed Budget	FY16-FY15 Change	FY16-FY15 Percent Change
General	100	1,837,393	1,925,825	1,943,211	17,386	0.9%
	200	16,627,647	16,627,929	19,727,929	3,100,000	18.6%
	300/400	26,583	26,654	26,654	0	0.0%
	500	500,000	500,000	500,000	0	0.0%
	Total	18,991,623	19,080,408	22,197,794	3,117,386	16.3%
	Positions	27	27	27	0	0.0%
Other*	100	883,087	940,951	985,268	44,317	4.7%
	200	7,991,318	22,652,878	19,273,236	(3,379,642)	-14.9%
	300/400	1,435	55,000	8,000	(47,000)	-85.5%
	500	56,321,000	59,137,000	62,700,000	3,563,000	6.0%
	Total	65,196,840	82,785,829	82,966,504	180,675	0.2%
	Positions	13	11	12	1	9.1%
All	100	2,720,480	2,866,776	2,928,479	61,703	2.2%
	200	24,618,965	39,280,807	39,001,165	(279,642)	-0.7%
	300/400	28,018	81,654	34,654	(47,000)	-57.6%
	500	56,821,000	59,637,000	63,200,000	3,563,000	6.0%
	Total	84,188,463	101,866,237	105,164,298	3,298,061	3.2%
	Positions	40	38	39	1	2.6%

* Other Funds includes: County Liquid Fuels Tax Fund, Special Gasoline Tax Fund, Healthchoices Behavioral Health Fund, Hotel Room Rental Tax Fund, Grants Revenue Fund, Community Development Fund, Car Rental Tax Fund, Housing Trust Fund, Water Fund, Water Residual Fund, Aviation Fund, Acute Care Hospital Assessment Fund, and Undistributed Pension Fund.

Staff Demographics Summary (as of December 2014)

	Total	Minority	White	Female
Full-Time Staff	39	23	16	23
Executive Staff	6	1	5	3
Average Salary - Executive Staff	\$126,121	\$143,218	\$122,701	\$117,429
Median Salary - Executive Staff	\$108,675	\$143,218	\$119,025	\$119,025

Employment Levels (as of December 2014)

Full-Time Positions
Part-Time Positions
Executive Positions

Budgeted	Filled
40	39
0	0
6	6

Contracts Summary (*as of December 2014)

Total amount of contracts
Total amount to M/W/DBE
Participation Rate

FY10	FY11	FY12	FY13	FY14	FY15*
\$60,000	\$87,500	\$75,000	\$75,000	\$75,000	\$84,399
\$12,840	\$32,000	\$31,875	\$31,875	\$31,875	\$41,274
21%	37%	43%	43%	43%	49%

PERFORMANCE, CHALLENGES AND INITIATIVES

DEPARTMENT PERFORMANCE (OPERATIONS)

With more jobs created in Philadelphia last year than any time since 1999-2000, the strategy of the Department of Commerce continues to be assisting existing businesses through a range of new and existing programs, as well as attracting new organizations to the city, such as the recently announced moves of the American Bible Society, Hill International or EisnerAmper.

The Office of Neighborhood and Economic Development supports small businesses and commercial corridors through a range of programs such as the Storefront Improvement Program, the InStore Program, the Targeted Corridor Management Program, and the Business Security Camera Program.

The Office of Business Services (OBS), which provides one-on-one support to businesses and entrepreneurs starting a business in Philadelphia, has become more hands-on with its approach to small businesses by proactively informing small business owners of major issues or policy changes. For example, when new legislation impacting businesses is considered or has been passed, OBS will conduct a workshop and OBS managers will inform and educate businesses in their service area. By determining key needs and areas for education, the number of phone calls and cases has gone down, while OBS has improved in providing consistent information to the business community. In addition, the Department is focusing more on proactive projects to make the City more business friendly, such as forming several business associations and creating cross functional teams from various City agencies to address process constraints faced by businesses, rather than reactive case management. The number of new business case contacts in decreased between FY13 and FY14 by 14.4% primarily due to the proactive improvements in communicating with the business community. Additionally, the number of OBS cases continues to rise over in the first half of FY15, up 17.7% from the same period in FY14.

The Office of Economic Opportunity continues to increase participation of Minority/Women/Disabled-owned Business Enterprises (M/W/DSBE) businesses in City contracts. The Mayor has sustained the M/W/DSBE participation goal at 30% for FY16. The participation rate for FY14 was 29.4% and is at 32.4% as of the first half of FY15. OEO continues to stretch its resources to cover the dramatic increase in EOPs which have increased from 15 in 2009 to 717 in March of 2015. OEO will provide the World Meeting of Families and the DNC 2016 Host Committee with strategic support to optimize economic inclusion.

In addition, the Business Attraction and Retention Unit includes staff dedicated to manufacturing, international, startup, and commercial/retail businesses.

Finally, the hospitality industry metrics are strong. While the number of hotels rooms is projected to remain the same in FY15 and FY16, two new properties will be under construction during that time frame: the combined 755 room W/Element Hotel (15th and Chestnut Streets) and the new 200 room Kimpton Hotel (18th and Vine Streets). The City expects that by the end of 2017 it will have reached its goal of adding an additional 2,500 hotel rooms since 2008. Furthermore, the hotel occupancy rate has remained above the goal of 72% for FY15.

Performance Measure	FY08	FY13	FY14	FY14- FY13 Change	FY14 Q1-Q2	FY15 Q1-Q2	FY15- FY14 Q1-Q2 Change	FY15 Goal	FY16 Goal
Number of New Business Contacts in DB	N/A	1,874	1,605	-14.4%	699	1,001	43.2%	2,000	2,000
Number of OBS Cases	N/A	562	1059	88.4%	492	579	17.7%	800	680
Percent of Customers Satisfied with OBS Services	N/A	95%	94%	-1.1%	97%	93%	-3.6%	100%	100%
Annual M/W/DSBE Participation*	18.0%	28.0%	29.1%	3.9%	27.3%	29.5%	8.1%	30.0%	30.0%
Number of Hotel Rooms**	10,045	11,238	11,410	1.5%	N/A	N/A	N/A	11,410	11,410
Hotel Occupancy	72.1%	74.4%	73.7%	-1.0%	72.3%	75.9%	5.0%	72.0%	72.0%

* FY15 Q1-Q2 estimate contains Q1 data only; as of FY12, the OEO report includes quasi-public contracts and deductions for contracts with "few or no" M/W/DSBE participation available

** Number of hotel rooms calculated on an annual basis.

DEPARTMENT CHALLENGES

The major challenge in recent years has been overcoming the effects of the recession and supporting businesses looking to grow at a time when many were struggling to make ends meet. Through programs such as the Goldman Sachs 10,000 Small Businesses Initiative and the new Kiva Zip program, and working closely with our partners at PIDC, we have attracted new, non-City resources to help local small businesses access the capital they need to grow. As the economy begins to grow again we are seeing encouraging job growth across a whole range of sectors which Commerce expect to accelerate during the course of 2015.

ACCOMPLISHMENTS & INITIATIVES

Unemployment Rate Reduced and Jobs Created: The number of jobs in Philadelphia for 2014 was 674,000, an increase of approximately 8,800 in 2013, the largest annual increase since 1999-2000. The annual average unemployment rate for 2014 was 7.8%, an encouraging 2.2 points below the previous year's average (-22.1% change) and a dramatic improvement from our peak unemployment rate of 11.7 in July 2012. We are narrowing the gap between Philadelphia's unemployment rate and the nation's, even as the national rate continues to fall; our average rate for 2014 is 110% of the national average compared to 149% of the national average in 2013. Commerce anticipates a further reduction in the unemployment rate and the addition of a variety of new companies and organizations moving to Philadelphia, including EisnerAmper, Philadelphia Financial, the American Bible Society, Integrichain, and HOK Architects.

Through the efforts of Commerce and its partners, Commerce has retained or attracted 120 companies to Philadelphia representing 4,700 jobs since 2008.

Implementation of Economic Development Strategy: The City's economic development strategy focuses on initiatives and investments that help businesses start, stay, and grow in Philadelphia. The economic development strategy includes efforts to help business start in Philadelphia by supporting entrepreneurs starting businesses, alleviating the tax burden on new businesses, attracting domestic and international businesses and increasing investment capital in the city. In efforts to help businesses stay in Philadelphia, the strategy is continuously reformed to make it easier for businesses to operate and invest in Philadelphia and so that it supports the implementation of the *Philadelphia 2035* Comprehensive Plan and the City's new zoning code, as described in more detail in the City Planning Commission chapter (page 137). Lastly, the economic development strategy helps spur growth by building capacity in small businesses, expanding opportunities for minority women and disabled-owned businesses and aligning the workforce development system with the needs of the city's economy.

Tax Reform: The City continues to take steps to make the city more tax-friendly for new businesses and is working to promote the incentives and tax reductions available to existing companies. Over the past four years, City Council and the Administration have supported these reforms designed to lessen the tax-burden on Philadelphia businesses and give advantages to locating a business in the city:

- Since January 1, 2012, new businesses and entrepreneurs have been fully exempt from the Business Income and Receipts Tax (BIRT) for the first two years of operation if they create three new jobs in their first year and six in their second.
- Since January 1, 2012, all fees have been waived for qualifying new businesses for a variety of licenses and registrations.
- A \$5,000 tax credit, or a credit of 2% of the annual wages paid, has been available for each qualifying new job since January 2013. For jobs created in 2015, the credit is \$25,000 per job, earned in \$5,000 increments over 5 years.
- A \$4,000 tax credit towards the gross receipts portion of the BIRT will be for certified sustainable businesses for tax years 2012 through 2017.
- As of January 1, 2014, the commercial activity fee has been eliminated for all businesses.
- A phased-in exemption of the first \$100,000 in gross receipts and a proportionate share of net income from the BIRT also started January 1, 2014 at \$50,000 and will be fully implemented by 2016, providing substantial tax relief to all businesses.

Looking forward, the following tax-reform measures are scheduled to be implemented:

- The net income portion of the BIRT tax will move from being based on the amount of sales, property and payroll a company has in the city, to a computation only on Philadelphia-based sales. This reform, known as single sales factor apportionment, lowers the tax burden on Philadelphia-based businesses across all industry sectors. Single sales factor apportionment was implemented in 2015 and is expected to remove a “disincentive” to remain in the City.
- The Wage Tax rate, which was lowered to below 4% for residents for the first time since the 1970s under the Nutter Administration, will be lowered to 3.7976% for residents and 3.3825% for non-residents by FY19.
- The net income portion of the BIRT will be lowered to 6.25% by FY19.

Supporting Start-Ups: Startup PHL was launched in October of 2012 as a new joint initiative between Commerce and PIDC to support startups and entrepreneurs in Philadelphia. Components include a \$6 million public/private venture fund with leading venture capital firm First Round Capital that invests in Philadelphia-based startups and a “Call for Ideas” grant program through Commerce that offers \$500,000 for proposals that support entrepreneurs and startups in Philadelphia. The fund has made investments in seven Philadelphia startups to date and the third round of “Call for Ideas” grants will be announced in early 2015.

Philadelphia is increasingly recognized as a great city for startups due to recent tax changes and programs implemented by the Nutter Administration in partnership with City Council. A report by Cushman and Wakefield in early 2015 showed that Philadelphia had seen a 30% growth in tech jobs over the last five years, outpacing the surrounding suburbs.

Attracting New Businesses: With over 120 new firms moving to the city since 2008 along with 4,700 new jobs, Philadelphia is showing that it has become increasingly attractive for new companies. In January 2015, the American Bible Society announced that it is relocating its headquarters from New York City to Philadelphia this summer and bringing 200 new employees to the 5th and Market Street location. Two other companies announced plans to relocate to Philadelphia. Integrichain, a New Jersey technology company will have 50 employees at its new workspace in Eight Penn Center, and HOK, a global design, architecture, engineering and planning firm with offices on three continents will hire 40 local employees. Last January, Mayor Nutter announced that EcoSave, an energy efficiency firm, would open its U.S. Headquarters at the Navy Yard joining companies such as GlaxoSmithKline, Tasty Baking, and Iroko Pharmaceuticals. The city now boasts 11,500 employees working at the Navy Yard, the most successful re-purposing of a former naval base in the nation. In partnership with PIDC, Commerce participated in a number of business development events including a familiarization tour for prospective developers with Jones Lang LaSalle, Greenbuild 2013 and the International Economic Development Council annual conferences.

Retail Revival: Philadelphia has seen great growth in the retail sector over the last year, resulting from a united effort between the Commerce Department, Center City District, PIDC and the broker community to promote Philadelphia as a retail location. In 2013, Collier's International reported Walnut Street retail rents per square foot rose by 33.8% from 2012, the sharpest annual increase among destination retail streets in all U.S. cities. New retailers to the area include Theory, Madewell, Ulta, Athleta and Stuart Weitzman. Higher rents on Walnut Street are stimulating upscale tenancies on nearby Chestnut Street. Allen Edmonds and Camper opened new stores in 2013, Nordstrom Rack and Joan Shepp, and Banana Republic Factory Outlet located on Chestnut Street in 2014. Over the next year, Commerce will continue to promote Chestnut Street east of Broad Street as well as The Gallery and other properties on Market Street East as some of the best retail opportunities in downtown that are prime for investment.

International Outreach: Commerce committed to boosting international business development by creating a new position, Director of International Business Investment, within the Business Attraction & Retention Unit in April 2013. This new role has allowed a continued positive working relationship with local, state, federal and international organizations to attract investments and raise Philadelphia's global profile. Commerce met with over 30 delegations, in fields that range from water technology to medical devices, from more than 20 countries between April and December in 2014. Commerce also established a Consular Corps Desk within the office to continue to foster the fruitful relationship with Philadelphia's dedicated 36 career and honorary consuls who act as Philadelphia's ambassadors to the world and are responsible for attracting international delegations and visitors to Philadelphia. In November 2013, Mayor Nutter and Deputy Mayor Alan Greenberger led a trade delegation of Philadelphia companies

to the United Kingdom (11 businesses) and Israel (10 businesses) to promote Philadelphia, attract foreign investment, and help Philadelphia companies establish trade relationships with partners in those key marketplaces. Following the visit to Tel Aviv, ten Israeli startups visited Philadelphia in October 2014 to participate in the Philadelphia Israel Technology Conference and a number of those companies have since returned to Philadelphia and are actively in the process of opening up operations in the city. Mayor Nutter also visited France in July 2014 and as a result of that trip Commerce is working with five French companies who are actively looking to establish operations in Philadelphia.

Business Retention: Commerce helped retain and grow major companies considering a move out of Philadelphia, including Beneficial Bank, a major financial services firm, retaining 300 existing jobs and adding 75 new jobs over the next three years in new space at 1818 Market Street; and FMC, a leading specialty chemical company, that signed a 16-year lease for the new FMC Tower at Cira Centre South. The firm will retain 525 current employees, adding 75 positions over the next three years and an additional 100 employees over the coming years. Rapidly expanding retailer Five Below doubled their Philadelphia office space to 60,000 square feet to accommodate anticipated employment growth from 145 positions to up to 280 over the next three years.

Increase in Real Estate Development: Real estate development activity is on the rise in Philadelphia. Since January 2014, approximately \$8 billion in construction activity in more than 130 projects has been completed, is under construction, or is in the advanced planning stages. In FY14, major completed projects included the Family Court Building at 15th and Arch Streets and five high-end apartment buildings in Center City with a total of over 1,100 units, which reflects a wave of investment in residential development across the city. Higher education institutions, such as the University of Pennsylvania, Drexel University and Temple University, continue to drive development of adjacent residential projects as well as buildings for office and academic expansion. Key projects soon to be completed include two towers providing a mix of office, luxury residential, and student housing by Brandywine Realty Trust at 30th Street between Chestnut and Walnut Streets and a new Mormon facility at 17th and Vine Streets. The 68,000-square-foot facility will include a Temple, a meeting house, green space, and an underground garage with capacity for 200 parking spaces. Many of these developers have utilized Commerce's Developer Services Program, which streamlines construction-related guidance for large projects.

Looking ahead, several transformative projects are on the horizon. Comcast's new Technology and Innovation Center at Arch Street between 18th and 19th Streets will become the tallest tower in the Philadelphia skyline and add an estimated 1.5 million square feet of rentable space, 6,500 temporary construction related jobs until the project is complete in 2017 and an additional 1,500 permanent employees for Comcast. The City has committed \$10 million in capital funding over three years (\$2.5 million in FY15 and FY16, \$5 million in FY17), to construct an underground concourse extension beneath 18th Street that will link the existing underground markets to the new tower. The FY16 budget commits the second of the three installments for this project. Also, a new 700-room Convention Center headquarters hotel under the combined W Hotel and Element brands will rise at 15th and Chestnut, made possible through Tax Increment Financing (TIF) legislation approved by City Council. Over the next five years, Commerce will continue to promote development along priority corridors such as North Broad Street, Market Street East and the Delaware River waterfront.

Expanding Opportunities for Diversity and Inclusion: The Department of Commerce also supports small businesses through its Office of Economic Opportunity (OEO) and the Business Technical Assistance Program (BTAP). OEO is committed to increasing the capacity and participation of M/W/DSE businesses on City, Quasi-Public Agencies, and Federally-funded contracts. The OEO Registry of certified firms has expanded to 2,272 businesses, a 72% increase over 2010.

The Business Technical Assistance Program (BTAP) contracts with six organizations that provide a range of services targeted to businesses on neighborhood commercial corridors, business owners with limited English proficiency, businesses in emerging industries, and other under-served entrepreneurs. In 2014 the City increased the microlending capacity of BTAP providers by providing four one-time Micro-Loan Fund grants through a competitive Request for Proposals.

Commerce funded the grants, which supported lending activities by providing funding for loan-loss reserves and general operating expenses, using remaining funds from the Philadelphia Commercial Development Corporation. The

awards were as follows: Finanta \$180,000; Entrepreneur Works \$120,000; The Enterprise Center \$100,000; and Women's Opportunities Resource Center \$100,000.

Expanded Support and Resources for Small Businesses: In addition to traditional methods of small business support Commerce has aggressively pursued new resources such as Goldman Sachs 10,000 Small Businesses Initiative and the Kiva City program, created new programs such as the Instore Program. The Goldman Sachs 10,000 Small Businesses Initiative in conjunction with PIDC and the Community College of Philadelphia which has served 170 companies since January 2013 has provided new capital and business development support for Philadelphia small businesses. In December 2014, Mayor Nutter announced that Philadelphia would become a Kiva City which will provide crowd-sourced 0% interest loans to small businesses. The InStore program, in its first 18 months, has assisted 21 businesses, through forgivable loans averaging \$44,000, in opening or expanding restaurants and retail on neighborhood commercial corridors around the city.

STAFFING

Staff Demographics (as of December 2014)

<i>Full-Time Staff</i>				<i>Executive Staff</i>			
Male		Female		Male		Female	
African-American		African-American		African-American		African-American	
Total	3	Total	15	Total	0	Total	1
% of Total	7.7%	% of Total	38.5%	% of Total	0.0%	% of Total	16.7%
White		White		White		White	
Total	12	Total	4	Total	3	Total	2
% of Total	30.8%	% of Total	10.3%	% of Total	50.0%	% of Total	33.3%
Hispanic		Hispanic		Hispanic		Hispanic	
Total	0	Total	3	Total	0	Total	0
% of Total	0.0%	% of Total	7.7%	% of Total	0.0%	% of Total	0.0%
Asian		Asian		Asian		Asian	
Total	1	Total	1	Total	0	Total	0
% of Total	2.6%	% of Total	2.6%	% of Total	0.0%	% of Total	0.0%
Other		Other		Other		Other	
Total	0	Total	0	Total	0	Total	0
% of Total	0.0%	% of Total	0.0%	% of Total	0.0%	% of Total	0.0%
Bi-lingual		Bi-lingual		Bi-lingual		Bi-lingual	
Total	1	Total	8	Total	0	Total	1
% of Total	2.6%	% of Total	20.5%	% of Total	0.0%	% of Total	16.7%
Male		Female		Male		Female	
Total	16	Total	23	Total	3	Total	3
% of Total	41.0%	% of Total	59.0%	% of Total	50.0%	% of Total	50.0%

CONTRACTING

M/W/DBE Participation on Large Contracts FY15 Contracts

Vendor	Service Provided	Amount of Contract	RFP Issue Date	Contract Start Date	Ranges in RFP	% of M/W/DBE Participation Achieved	\$ Value of M/W/DBE Participation	Total % and \$ Value Participation - All DSBEs	Living Wage Compliant?
Econsult	Disparity Study	\$75,000	11/1/10 with 3 amendments	7/1/11	MBE:	43%	\$32,250		Yes
					WBE:	0%	\$0	43%	
					DSBE:	0%	\$0	\$32,250	
JT Goldstein	Audit	\$9,399	5/29/14	7/16/14/to 6/30/15	MBE:	100%	\$9,399		Yes
					WBE:	0%	\$0	100%	
					DSBE:	0%	\$0	\$9,399	

OTHER BUDGETARY IMPACTS

FEDERAL AND STATE (WHERE APPLICABLE)

The continued decrease in CDBG funding has an impact on programs within Commerce.

Commerce is hopeful that additional proposed state capital funding will assist more real estate development projects in Philadelphia.

OTHER

N/A

**OFFICE OF INNOVATION AND TECHNOLOGY
FISCAL YEAR 2016 BUDGET TESTIMONY
APRIL 14, 2015**

EXECUTIVE SUMMARY

DEPARTMENT MISSION AND FUNCTION

Mission: To increase the effectiveness of the City's information technology infrastructure, manage the City's technology assets efficiently and effectively, and modernize City government in order to improve all service to Philadelphians.

Description of Major Services: OIT oversees all major information and communications technology initiatives for the City. In this role, OIT is responsible for identifying the most effective approach for implementing new information technology throughout the City, improving the value of the City's technology assets and return on the City's technology investments, ensuring data security, planning for continuing operations in the event of disruption of IT or communications services, and supporting accountable, efficient, and effective government across City government.

PROPOSED BUDGET HIGHLIGHTS/FUNDING REQUEST

Budget Highlights: The FY16 Proposed General Fund Budget for OIT includes \$2 million in funding for a citywide five-year computer refresh cycle.

Fund	Class	FY14 Actual	FY15 Current Projection	FY16 Proposed Budget	FY16-FY15 Change	FY16-FY15 Percent Change
General	100	17,480,289	19,611,601	19,900,681	289,080	1.5%
	200	44,205,340	53,996,284	54,383,430	387,146	0.7%
	300/400	2,391,158	8,480,497	9,598,351	1,117,854	13.2%
	Total	64,076,787	82,088,382	83,882,462	1,794,080	2.2%
	Positions	259	288	307	19	6.6%
Other*	100	4,851,601	5,519,656	6,562,979	1,043,323	18.9%
	200	14,921,652	19,743,896	24,281,510	4,537,614	23.0%
	300/400	1,754,368	2,599,070	2,740,150	141,080	5.4%
	800	25,890,226	44,292,230	44,702,879	410,649	0.9%
	Total	47,417,846	72,154,852	78,287,518	6,132,666	8.5%
	Positions	71	86	86	0	0.0%
All	100	22,331,890	25,131,257	26,463,660	1,332,403	5.3%
	200	59,126,992	73,740,180	78,664,940	4,924,760	6.7%
	300/400	4,145,525	11,079,567	12,338,501	1,258,934	11.4%
	800	25,890,226	44,292,230	44,702,879	410,649	0.9%
	Total	111,494,633	154,243,234	162,169,980	7,926,746	5.1%
	Positions	330	374	393	19	5.1%

* Other Funds includes: County Liquid Fuels Tax Fund, Special Gasoline Tax Fund, Healthchoices Behavioral Health Fund, Hotel Room Rental Tax Fund, Grants Revenue Fund, Community Development Fund, Car Rental Tax Fund, Housing Trust Fund, Water Fund, Water Residual Fund, Aviation Fund, and Acute Care Hospital Assessment Fund.

Staff Demographics Summary (as of December 2014)

	Total	Minority	White	Female
Full-Time Staff	343	201	142	119
Executive Staff	13	3	10	2
Average Salary - Executive Staff	\$128,880	\$117,645	\$146,945	\$99,702
Median Salary - Executive Staff	\$124,200	\$124,200	\$124,200	\$99,702

Employment Levels (as of December 2014)

	Budgeted	Filled
Full-Time Positions	391	343
Part-Time Positions	26	25
Executive Positions	13	13

Contracts Summary (* as of December 2014)

	FY10	FY11	FY12	FY13	FY14	FY15*
Total amount of contracts	\$12,841,554	\$19,844,204	\$17,927,562	\$16,988,604	\$34,655,040	\$4,512,715
Total amount to M/W/DBE	\$3,301,195	\$4,976,204	\$3,460,531	\$2,437,542	\$6,988,347	\$1,048,553
Participation Rate	26%	25%	19%	14%	20%	23%

PERFORMANCE, CHALLENGES AND INITIATIVES

DEPARTMENT PERFORMANCE (OPERATIONS)

OIT uses the Gartner IT score to measure its effectiveness. The Gartner IT score evaluates a holistic set of interactive maturity assessments designed to help evaluate the maturity of both the IT organization as a provider of information technology services and the enterprise as a consumer of information technology. During FY14, OIT received a Gartner IT score of 3.1 out of 5.0. The goal for FY15 is to reach a solid score of 3.5 (every .5 increase takes at least 12-18 months to be realized) and the goal for FY16 is to reach a score of 4.0 and, ultimately, to reach a score of 5.0. A Gartner IT score of 3.0 indicates that City departments view OIT as critical to achieving performance goals; and 5.0 means that OIT and the City are full partners in transforming the City's business in innovative ways to increase efficiencies and services for citizens. OIT also measures the overall availability of Wide Area Network (WAN) and internet, website, platform and applications by the percent of time these networks the City relies on to conduct business are up and running. OIT currently only has the ability to collect information on WAN & Internet, which was available 99.6% of the time in FY14, and 99.9% of the time in during the second quarter of FY15. OIT has a goal of addressing 90% of customer issues within the target service level for time to resolve, which varies significantly according to the severity of the issue (e.g. major incident that causes major service disruption, versus a desk phone not working). The volume of service requests has decreased year over year by 11%. The percent of customer issues resolved within the time determined by the service levels has decreased from FY13 to FY14 as well as during the first half of FY15 due to new system implementations throughout the City. When a new system is implemented, there is a stabilization period where bugs and other issues are resolved and this causes an increase in both the number of service requests and the time to resolve issues within the department. The percent of customers satisfied with services provided, however, was 93.8% as of the first half of FY15. OIT has eight major business application modernizations underway, eight of which are on track for delivery. "On Track" means that current project status reports indicate that there are no known critical issue(s) inhibiting the progress or completion of any of the projects in accordance with their estimated timelines.

Performance Measure	FY08	FY13	FY14	FY14- FY13 Change	FY14 Q1-Q2	FY15 Q1-Q2	FY15- FY14 Q1-Q2 Change	FY15 Goal	FY16 Goal
Gartner IT Organization Maturity score	N/A	2.4	3.1	29.2%	N/A	N/A	N/A	3.5	4.0
Availability*	N/A	99.7%	99.6%	-0.1%	99.4%	99.9%	0.5%	99.9%	99.9%
Volume of Service Requests	N/A	29,644	33,188	12.0%	20,412	18,128	-11.2%	N/A	N/A
Percent of customer issues closed within service level for time to resolve	N/A	84.6%	72.9%	-13.8%	78.5%	70.9%	-9.6%	90.0%	90.0%
Percent of customers satisfied with services provided	N/A	93.8%	92.3%	-1.7%	93.2%	93.8%	0.6%	97.0%	97.0%
Number of modernization projects on track	N/A	8	8	0.0%	8	8	0.0%	8	8

* Overall availability of WAN & Internet, Website, Platform and Applications. Current ability only allows OIT to measure availability of WAN & Internet and is computed as the average availability for TLS, T1s and Internet.

DEPARTMENT CHALLENGES

- Management of a complex federated IT environment, driven largely by the limitations of legacy IT applications that make it difficult to advance technology
- Funding limitations for to take advantage of technology trends
- Access to top IT talent

ACCOMPLISHMENTS & INITIATIVES

Developing a Legacy of Innovation: OIT has created an infrastructure of innovation within the City to foster creativity and help employees strategically manage public technology. Three coordinated initiatives - the Innovation Lab, an Innovation Academy, and the Innovation Fund - provide City government with the place, the people, and the process through which to address urban challenges.

- **Academy for Municipal Innovation:** The Academy helps encourage and establish a culture of innovation in City government. In partnership with Philadelphia University, the Academy provides City employees with training in the creative process and new methodologies for applying innovation to workplace challenges.

- **Innovation Lab:** Opened in August 2014, the Lab is a technology-enabled, flexible work space in the Municipal Services Building where City employees and external stakeholders can work collaboratively. The Lab offers wireless Internet access, multiple screens on lab walls and work tables, and the ability to project content from devices to screens throughout the lab. Since its launch, the Lab has hosted brainstorming sessions, youth programming and meetings of all sizes.
- **Mayor's Innovation Fund:** Inspired by a Bloomberg Philanthropies Challenge, the Mayor's Office of Grants and the Mayor's Fund for Philadelphia created a \$100,000 Mayor's Innovation Fund in 2014 to provide resources to support short-term public-private partnerships and projects to improve life in Philadelphia. An innovation working group led by OIT and the Mayor's Office of Grant's moved the process forward. As of early 2015, the Innovation Fund has granted \$70,000 to five different projects.

Open Data Progress: Since FY11, OIT has worked with 29 departments to publish over 150 open data sets for public use, including crime incidents, licenses, violations, property assessments, and lobbyist activity. Information can be accessed by visiting www.opendata.philly.org.

Connecting Citizens to Government through Technology: OIT has developed a cluster of new mobile-friendly applications that enhance access to heavily used City services and promote civic engagement. In September 2012, OIT launched Philly311 mobile application that allows users to report issues to City departments. In December 2012, the 311 Mobile App won the Big Vision Awards: Government and Politics from Philadelphia City Paper. In October 2013, the City released MyPhillyRising, an application which enables residents to connect to events, nearby resources, and neighbors in their community from their mobile phone. Additionally, OIT designed and deployed a single, consolidated citywide mapping website where users (www.phila.gov/map) can view maps with data from City departments. Users can customize maps with geographical, business, public safety, infrastructure, recreation, and cultural data.

Public Computing through KEYSPOt: In collaboration with main partners from the Urban Affairs Coalition and Drexel University, and supported by the American Recovery and Reinvestment Act (\$62 million, beginning in 2010), OIT implemented and sustained the KEYSPOt program, a program for a neighborhood-based, citywide network of 80 public computing centers intended to provide public access to technology and the Internet. In September 2012, the City was among 13 recipients awarded the White House "Champion of Change" award for OIT's community-based work on KEYSPOt and PhillyRising programs. The KEYSPOt program will reach a milestone of one million visits by the end of 2015.

Citywide and Departmental Applications: Funding in the recommended FY16 Capital Budget of \$14.1 million will continue the City's investment to replace and modernize legacy applications and create new applications that improve business processes to increase operational efficiency and reduce costs/risks of older applications. This funding combined with previous fiscal year capital funds is all part of the \$120 million multiyear investment in the improvement of the City's technology. Additionally, OIT will receive an additional \$2 million in new funding in its Operating Budget in FY16 for a citywide five-year refresh cycle of computers.

Modernizing Business Applications for City Departments: In FY14 and FY15, OIT launched four priority business applications to modernize payment processing at the Department of Revenue, customer relationship management at Philly311, license and inspection processing and case management at the Department of Licenses and Inspections, and asset management for the Office of Fleet Management.

Improving the City's Technology Infrastructure: In 2013, OIT continued its program to stabilize, secure, and optimize the City's IT Infrastructure by upgrading network equipment and connectivity between buildings, upgrading security firewalls, implementing new storage platforms, increasing backup capabilities and consolidating server computing platforms into an enterprise virtualized environment. The benefits of these infrastructure improvement efforts resulted in a significant reduction in the risk of interruption in services supporting the City's applications. Increasing the virtualized server environment enabled reductions in the physical footprint (related space and environmental costs) as well as reducing the time required to stand up new servers from approximately eight weeks to fewer than two weeks. The network infrastructure provides the foundation for computing systems in the City. The recommended FY16 Capital Budget includes \$7 million of funding to leverage existing capital funds for OIT to continue its work in allowing for the stabilization of the network and continued expansion and implementation of current and future

technologies. Projects include enterprise upgrades, unified network/communications, public safety infrastructure, security improvements, servers/storage/MS Exchange replacement and implementation, and infrastructure specifically for business applications.

Message Switch System Upgrade: This technology investment is a total of \$10.5 million in the recommended FY16 Capital Budget. Funds in the amount of \$5 million were budgeted in FY15 and the remaining \$5.5 million are recommended for FY16. This new message switch will improve the public safety information exchange between the City and the Commonwealth.

STAFFING

Staff Demographics (as of December 2014)

Full-Time Staff				Executive Staff			
Male		Female		Male		Female	
African-American		African-American		African-American		African-American	
Total	75		60	Total	1		0
% of Total	21.9%		17.5%	% of Total	7.7%		0.0%
White		White		White		White	
Total	107		35	Total	9		1
% of Total	31.2%		10.2%	% of Total	69.2%		7.7%
Hispanic		Hispanic		Hispanic		Hispanic	
Total	11		0	Total	1		0
% of Total	3.2%		0.0%	% of Total	7.7%		0.0%
Asian		Asian		Asian		Asian	
Total	24		18	Total	0		1
% of Total	7.0%		5.2%	% of Total	0.0%		7.7%
Other		Other		Other		Other	
Total	7		6	Total	0		0
% of Total	2.0%		1.7%	% of Total	0.0%		0.0%
Bi-lingual		Bi-lingual		Bi-lingual		Bi-lingual	
Total	*		*	Total	*		*
% of Total	*		*	% of Total	*		*
Male		Female		Male		Female	
Total	224		119	Total	11		2
% of Total	65.3%		34.7%	% of Total	84.6%		15.4%

* OIT is currently collecting information.

	Total	Minority	White	Female
FY15 Full Time New Hires	31	48%	52%	39%

CONTRACTING

M/W/DBE Participation on Large Contracts FY15 Contracts

Vendor	Service Provided	Amount of Contract	RFP Issue Date	Contract Start Date	Ranges in RFP	% of M/W/DBE Participation Achieved	\$ Value of M/W/DBE Participation	Total % and \$ Value Participation - All	Living Wage Compliant ?
Celco Partnership dba Verizon Wireless	Public Safety Mobile Data Solution	\$2,700,000	3/18/2011	9/1/14	MBE: 20 - 25%	0%	\$0		Yes
					WBE: 20 - 25%	0%	\$0	0%	
					DSBE:	0%	\$0	\$0	
Engility Corporation	IT Network Security	\$656,210	6/26/2010	7/1/14	MBE: 10 - 15%	29%	\$190,301		Yes
					WBE: 10 - 15%	0%	\$0	29%	
					DSBE:	0%	\$0	\$190,301	
CDI IT Solutions	Staff Augmentation	\$500,000	2/7/11	11/30/14	MBE: 15 - 35%	0%	\$0		Yes
					WBE: 15 - 35%	0%	\$0	0%	
					DSBE:	0%	\$0	\$0	
Smart IMS	Staff Augmentation	\$500,000	2/7/11	11/30/14	MBE: 15 - 35%	100%	\$500,000		Yes
					WBE: 15 - 35%	0%	\$0	100%	
					DSBE:	0%	\$0	\$500,000	
Software AG	Technical services for Licensed Software	\$456,987	10/14/11	1/1/15	MBE:	0%	\$0		Yes
					WBE:	0%	\$0	0%	
					DSBE:	0%	\$0	\$0	

OTHER BUDGETARY IMPACTS

FEDERAL AND STATE (WHERE APPLICABLE)

N/A

OTHER

N/A

**CITY PLANNING COMMISSION
FISCAL YEAR 2016 BUDGET TESTIMONY
APRIL 14, 2015**

EXECUTIVE SUMMARY

DEPARTMENT MISSION AND FUNCTION

Mission: To guide the orderly growth and development of the city through the preparation and maintenance of a Comprehensive Plan; to prepare the City's annual Capital Program and Budget based on this comprehensive plan; and to recommend action on current or proposed land use policies.

Description of Major Services: The City Planning Commission guides growth and development of the city through a variety of planning activities, as a means of supporting the Administration goal of making Philadelphia a "place of choice." Under the Philadelphia Home Rule Charter, the City Planning Commission is directed to:

- Prepare, adopt, and modify a Comprehensive Plan to guide the City's physical development—the ongoing version of this is our *Philadelphia2035* Citywide Vision and District Planning effort;
- Prepare an annual Capital Program and Budget to guide the City's investment in infrastructure and public facilities;
- Prepare proposed zoning ordinances, maps, and amendments to achieve goals for appropriate development;
- Prepare regulations concerning the subdivision of land, and;
- Make recommendations on the acquisition or sale of City real estate.

In addition, the City Planning Commission's ongoing responsibilities encompass economic development, community development, and environmental planning concerns. We also focus on issues of sustainability, public health, neighborhood conservation and preservation, improvements to the public realm of our City through urban design, and very importantly, public education and outreach through the Citizens Planning Institute. A major activity of the City Planning Commission in recent years has been implementation of the City's new zoning code, by working with City Council and community organizations to revise the City's zoning map based on recommendations of the adopted *Philadelphia2035* district plans.

The staffing and operation of the Art Commission is also included in the City Planning Commission's budget.

PROPOSED BUDGET HIGHLIGHTS/FUNDING REQUEST

Budget Highlights: The FY16 Proposed Budget is slightly higher than the FY15 Current Projection due to employee salary increases resulting from the settlement of union contracts.

Fund	Class	FY14 Actual	FY15 Current Projection	FY16 Proposed Budget	FY16-FY15 Change	FY16-FY15 Percent Change
General	100	2,192,556	2,259,423	2,309,534	50,111	2.2%
	200	72,118	79,592	79,592	0	0.0%
	300/400	37,404	40,652	40,652	0	0.0%
	Total	2,302,078	2,379,667	2,429,778	50,111	2.1%
	Positions	30	32	32	0	0.0%
Other*	100	374,167	401,867	755,261	353,394	87.9%
	200	301,048	640,388	955,206	314,818	49.2%
	800	318	318	1,600	1,282	403.1%
	Total	675,533	1,042,573	1,712,067	669,494	64.2%
	Positions	4	5	9	4	80.0%
All	100	2,566,723	2,661,290	3,064,795	403,505	15.2%
	200	373,166	719,980	1,034,798	314,818	43.7%
	300/400	37,404	40,652	40,652	0	0.0%
	800	318	318	1,600	1,282	403.1%
	Total	2,977,611	3,422,240	4,141,845	719,605	21.0%
	Positions	35	37	41	4	10.8%

* Other Funds includes: County Liquid Fuels Tax Fund, Special Gasoline Tax Fund, Healthchoices Behavioral Health Fund, Hotel Room Rental Tax Fund, Grants Revenue Fund, Community Development Fund, Car Rental Tax Fund, Housing Trust Fund, Water Fund, Water Residual Fund, Aviation Fund, and Acute Care Hospital Assessment Fund.

Staff Demographics Summary (as of December 2014)

Full-Time Staff
 Executive Staff
 Average Salary - Executive Staff
 Median Salary - Executive Staff

Total	Minority	White	Female
34	8	26	16
3	1	2	1
\$116,556	\$108,675	\$120,497	\$108,675
\$108,675	\$108,675	\$120,497	\$108,675

Employment Levels (as of December 2014)

Full-Time Positions
 Part-Time Positions
 Executive Positions

Budgeted	Filled
37	34
0	0
3	3

Contracts Summary (*as of December 2014)

Total amount of contracts
 Total amount to M/W/DBE
 Participation Rate

FY10	FY11	FY12	FY13	FY14	FY15*
\$521,021	\$260,993	\$228,566	\$317,490	\$172,840	\$0
\$120,098	\$84,808	\$119,000	\$66,835	\$20,640	\$0
23%	32%	52%	21%	12%	0%

PERFORMANCE, CHALLENGES AND INITIATIVES

DEPARTMENT PERFORMANCE (OPERATIONS)

The City Planning Commission continues to increase citizen engagement in the city planning process. Participants in *Philadelphia2035* and in the Citizens Planning Institute continued to increase in FY14 (28% and 41%, respectively), and counts for the first half of FY15 are on target to meet or exceed FY15 goals. In FY14, nearly 31,000 people received information from, or provided input into, *Philadelphia2035* across all forms of participation, and 485 people participated in activities sponsored by the Citizens Planning Institute (CPI). This data indicates growing interest by residents in the future of their communities. The addition of specialized CPI training for Registered Community Organizations in the first quarter of FY15 is a new way of further institutionalizing citizen engagement in the work of the Planning Commission.

Performance Measure	FY08	FY13	FY14	FY14- FY13 Change	FY14 Q1-Q2	FY15 Q1-Q2	FY15- FY14 Q1-Q2 Change	FY15 Goal	FY16 Goal
Number of <i>Philadelphia2035</i> participants per year*	N/A	24,221	30,873	27.5%	12,924	21,624	67.3%	30,000	30,000
Number of CPI participants per year**	N/A	345	485	40.6%	155	155	0.0%	363	400

* *Philadelphia2035* participants across all outreach platforms, including public-meeting attendance, unique visits to phila2035.org website and blog, Facebook and Twitter followers, plus a new platform for virtual mapping called StoryMaps, introduced in FY15Q2.

** Citizens Planning Institute (CPI) class registrants, instructors, annual graduation attendees, and Individuals attending training sessions for Registered Community Organizations.

DEPARTMENT CHALLENGES

The major challenge for FY16 and beyond is to continue to fully manage the City Planning Commission's Charter-mandated responsibilities, the *Philadelphia2035* district planning process, an ever-expanding zoning map revision agenda, and various special projects that are the result of the district plans, along with the administrative duties established by the Zoning Code.

Recent administrative processes include the maintenance of a Registered Community Organization (RCO) registry to provide required public notice of zoning actions necessitated by development projects and notification of zoning permit applicants with information about the effected RCO(s) and nearby property ownership. This effort is currently handled by a staff resource paid by the Department of Licenses and Inspections. The new code also created a public civic design review process for evaluating and making recommendations on large-scale development proposals, the number of which is increasing as the real-estate market improves in the City.

Challenges for the *Philadelphia2035* planning process are to continue the Commission's aggressive schedule of strategic district plans. Commission staff continue to work with City operating departments to advance infrastructure and capital facility recommendations adopted by the Commission through the district plans, and this work compounds as more district plans are adopted. Most significant is the ever-increasing amount of zoning map revision work that results from each district plan.

To date, the Citizens Planning Institute has been a mostly grant-funded program. Securing adequate resources to continue this educational/training initiative and to expand CPI offerings to reach more Philadelphia residents will be a major challenge going forward.

ACCOMPLISHMENTS & INITIATIVES

***Philadelphia2035* Comprehensive Plan:** *Philadelphia2035* is the City's first comprehensive plan since 1960 to align municipal, private, institutional, and civic resources toward common physical development goals. As a part of the Integrated Planning and Zoning Process, the CPC sought to institutionalize the City's comprehensive planning process, so that it is updated, maintained and renewed on a continuing cycle. The first phase of *Philadelphia2035*, the Citywide Vision¹, was adopted in June 2011. The Commission is now engaged in a series of 18 district plans, addressing land use, zoning, urban design, "healthy community," public facilities and other physical infrastructure issues. Each district

¹ *Citywide Vision* (<http://phila2035.org/home-page/city/>)

plan involves extensive civic outreach and public participation. Since FY11, eight of 18 district plans have been adopted. These plans inform zoning changes in neighborhoods and help align capital spending by the City with Budget recommendations. During FY14 and FY15, the Commission has continued to work on zoning remapping as a component of the district-planning process. As of March 2015, 6,630 acres of land have been proposed for remapping to correct improper, out-of-date zoning or to advance the vision of a district plan. Of the 6,630-acre total, 1,684 acres are remapped, 945 acres are in progress, and 4,005 acres are upcoming.

By January 2016, it is anticipated that the CPC staff will have completed 12 of the 18 *Philadelphia2035* district plans. Work is now underway on four of these remaining district plans: River Wards, South, North Delaware, and Lower Southwest. These districts are important from a zoning remapping perspective, because each has a legacy of industrial land (both active and inactive), waterfront access, and traditional neighborhoods that may require corrective rezoning or “zoning to advance the plan” in order to achieve future development and neighborhood preservation goals. In addition, this ongoing work continues to broaden the participation of City residents in planning for the future of their neighborhoods.

Citizens Planning Institute (CPI): Created in 2010, the CPI educates and engages the public in planning and development matters that affect their communities. Largely funded by grants, CPI helps empower Philadelphians to take a more proactive and informed role in shaping the future of their city through a better understanding of planning, zoning, and the development process. Each spring and fall, the CPI offers three “core” courses and a series of electives focusing on specific planning and urban design topics. To date, the Institute has graduated 270 “citizen planners”. During FY14 and FY15, the CPI expanded its reach to new audiences beyond its traditional twice-yearly curriculum to include targeted training for Registered Community Organizations (RCOs). RCOs are a requirement of the new zoning code to ensure appropriate notification of and participation by civic organizations in the development of their communities. Additionally, the CPI director was recognized in FY15 with a “Planning Leadership Award” from the Pennsylvania Chapter of the American Planning Association.

Implemented a New Zoning Code: In December 2011, Mayor Nutter signed into law the first comprehensive revision of the City’s zoning code in 50 years. The new code modernizes the City’s land use and subdivision regulations, streamlines and promotes predictability in development approval procedures, incorporates an open and transparent “civic design review” process, and codifies the role of citizens in the development and approval process. The Commission, in collaboration with the Department of Licenses and Inspections, the Department of Commerce, and the Zoning Board of Adjustment, issued its 2013 One-Year Zoning Code Review² with recommendations to “fine-tune” aspects of the code, and City Council adopted a related package of amendments in the fall of 2013. During FY14 and FY15, the City Planning Commission’s zoning remapping process got fully underway, as a means of both correcting obsolete zoning and providing the means for directing proper development according to an adopted district plan. Having up-to-date, correct zoning maps benefits residents, businesses, institutions, and developers alike, by making the process more transparent and predictable.

In FY16, The City Planning Commission aims to advance the zoning remapping process so that an estimated additional 3,000 acres of land across the city are proposed for remapping. Staff works closely with City Council members on preparing and passing remapping bills. These activities make the development process in Philadelphia more transparent and predictable for all.

² One-Year Zoning Code Review (<http://www.phila.gov/CityPlanning/projectreviews/PDF/OneYearReport.FINAL.pdf>)

STAFFING

In FY16, the City Planning Commission is anticipating a staffing level of 41 positions, an increase of 4 positions from the FY15 adopted budget. The 4 positions are to be funded with Grant Revenue from the Philadelphia Housing Authority.

As of December 2014, the City Planning Commission's executive staff consists of three (one executive director and two deputy executive directors). Of the three, two are male and one is female; two are white and one is African American. Considering the entire staff, 53% are male and 47% are female, 79% are white, 18% are African-American, and 3% are Asian American.

The PCPC has two bilingual staffers: one speaks Mandarin Chinese, and the other speaks Vietnamese. In the first half of FY15, four new employees were hired: one Asian female (25%), one white female (25%), and two white males (50%).

Staff Demographics (as of December 2014)

Full-Time Staff				Executive Staff			
Male		Female		Male		Female	
African-American		African-American		African-American		African-American	
Total	1	Total	5	Total	0	Total	1
% of Total	2.9%	% of Total	14.7%	% of Total	0.0%	% of Total	33.3%
White		White		White		White	
Total	17	Total	9	Total	2	Total	0
% of Total	50.0%	% of Total	26.5%	% of Total	66.7%	% of Total	0.0%
Hispanic		Hispanic		Hispanic		Hispanic	
Total	0	Total	0	Total	0	Total	0
% of Total	0.0%	% of Total	0.0%	% of Total	0.0%	% of Total	0.0%
Asian		Asian		Asian		Asian	
Total	0	Total	2	Total	0	Total	0
% of Total	0.0%	% of Total	5.9%	% of Total	0.0%	% of Total	0.0%
Other		Other		Other		Other	
Total	0	Total	0	Total	0	Total	0
% of Total	0.0%	% of Total	0.0%	% of Total	0.0%	% of Total	0.0%
Bi-lingual		Bi-lingual		Bi-lingual		Bi-lingual	
Total	0	Total	2	Total	0	Total	0
% of Total	0.0%	% of Total	5.9%	% of Total	0.0%	% of Total	0.0%
Male		Female		Male		Female	
Total	18	Total	16	Total	2	Total	1
% of Total	52.9%	% of Total	47.1%	% of Total	66.7%	% of Total	33.3%

CONTRACTING

The City Planning Commission does not have any contracts in FY15.

OTHER BUDGETARY IMPACTS

FEDERAL AND STATE (WHERE APPLICABLE)

N/A

OTHER

N/A