



Philadelphia Taking Care of Business

Clean Corridors Program



City of
Philadelphia

**Creating Employment Opportunities for Residents
While Keeping Philadelphia's Neighborhood Commercial Corridors Clean**

The Philadelphia Taking Care of Business (PHL TCB) Clean Corridors Program funds community-based nonprofits to sweep sidewalks and remove litter along neighborhood commercial corridors. As the city emerges from a devastating pandemic, social unrest, and persistent economic inequity, investment in initiatives like TCB lift up all neighborhoods and all Philadelphians.

PHL TCB has Four Main Goals



Clean Corridors

Eliminating litter from neighborhood commercial districts makes them more welcoming places.



Economic Vitality

Cleaning commercial corridors can stimulate local economic vitality.



Work Opportunities

Creating jobs with credentialed training opportunities improves Philadelphia's workforce.



Small Business Capacity

Expanding opportunities for small locally-owned businesses and organizations fosters growth.

102,200
BAGS OF TRASH
COLLECTED



July 2020 - March 2021



The Ready, Willing, and Able crew keeps Germantown Avenue clean.



HACE CDC crew member working on 5th Street.



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Clean Corridors

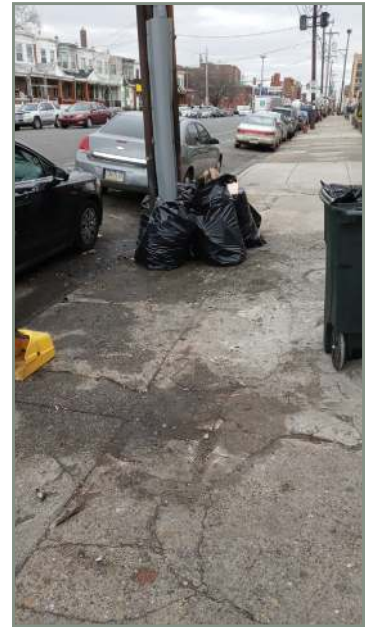
Eliminating litter from neighborhood commercial corridors generates a sense of community pride, encouraging residents to get out and enjoy nearby business districts and spurring business owner confidence.

PHL TCB has Expanded Cleaning

- **104 miles served**
increased from 69 miles in 2020
- **1.3 million residents live within a 1/2 mile walk of a corridor being cleaned**
- **More than \$5.6 million awarded to organizations in 2021**
increased by 128% from 2020
- **PHL TCB cleaning crews citywide collect 660 bags**
on a typical day on average

What Business Owners are Saying

Beyond the Seams is a business located on the 800 block of North Broad Street, an area serviced by PHL TCB contractor, North Broad Renaissance. The owners, like many others, acknowledge the importance of having a clean corridor and its impact on business. The business owners shared, “We are grateful for the PHL TCB program because the North Broad Renaissance crew cleans in front of our boutique.”



Front and Allegheny Streets before and after clean up



Economic Vitality

Clean corridors are inviting, which encourages shopping and dining. This supports retail and food service jobs, bolsters the local tax base, and injects energy into neighborhood business districts throughout the city.



North Broad Renaissance taking care of a critical corridor

In the fall of 2020, the City kicked off PHL TCB, expanding the Department of Commerce’s existing cleaning efforts by:

- Increasing funding to many provider groups for more frequent cleaning
- Expanding the number of commercial corridors being cleaned from 49 to 83

The expanded program augments the City’s initiatives to simulate business activity and economic vitality in neighborhood commercial districts across Philadelphia.

Following instances of civil unrest in 2020, PHL TCB crews provided bedrock infrastructure, such as organization, people, supplies, and systems for cooperating with City agencies that enabled neighbors, business owners, and community leaders in neighborhoods to pull together and clean up. Moving forward, the dedicated stewardship of these areas through PHL TCB will be critical to these corridors’ economic recovery as we emerge from COVID-19 restrictions. As part of the final program input report to be released during the first quarter of 2022, Econsult Solutions will further investigate how the program has impacted businesses located on commercial corridors.





Work Opportunities

Creating jobs with training opportunities improves Philadelphia's workforce. As residents gain in-demand job skills, their capacity for an improved livelihood for themselves and their families is raised.

Employment Impacts

- 190 Cleaning Ambassadors currently employed
- \$15 minimum wage for all workers

Workforce Training

- 140 Cleaning Ambassadors enrolled in online CareerSafe OSHA 10 General Industry Safety and Health course
- 98 Cleaning Ambassadors enrolled in online Conover Workplace Readiness course



PARC crew members earned OSHA certificates.



Enon Coulter CDC and Oxford Circle Christian Community Development Association



Wynnefield-Overbrook Revitalization Corp.

On the Workforce Development Front

"PHL Taking Care of Business is committed to providing Cleaning Ambassadors with career readiness and work-based training opportunities. This professional development supports Philadelphia residents with building the knowledge, skills, abilities, and qualifications that are foundational to increasing access to, and retaining, employment that pays a living wage."

– Zakiyyah Ali, Senior Director of Workforce Development, Department of Commerce, City of Philadelphia



Small Business Capacity

PHL TCB expands opportunity for locally owned, M/WBE businesses, enhances job opportunities, and increases civic pride and leadership.



Cleaning Ambassador in Chinatown

Impact of PHL TCB for Philadelphia M/WBE For-Profit Contractors

- Contracts with 5 minority-owned small businesses and 30 nonprofits
- Overall contract value in 2021 increased by 128% from 2020
- Value of contracts to minority businesses in 2021 increased by 160% from 2020

What PHL TCB Cleaning Business Owners are Saying

"The PHL Taking Care of Business program has allowed my company to fulfill its goal of providing gainful and sustainable employment to under and unemployed people in my community."

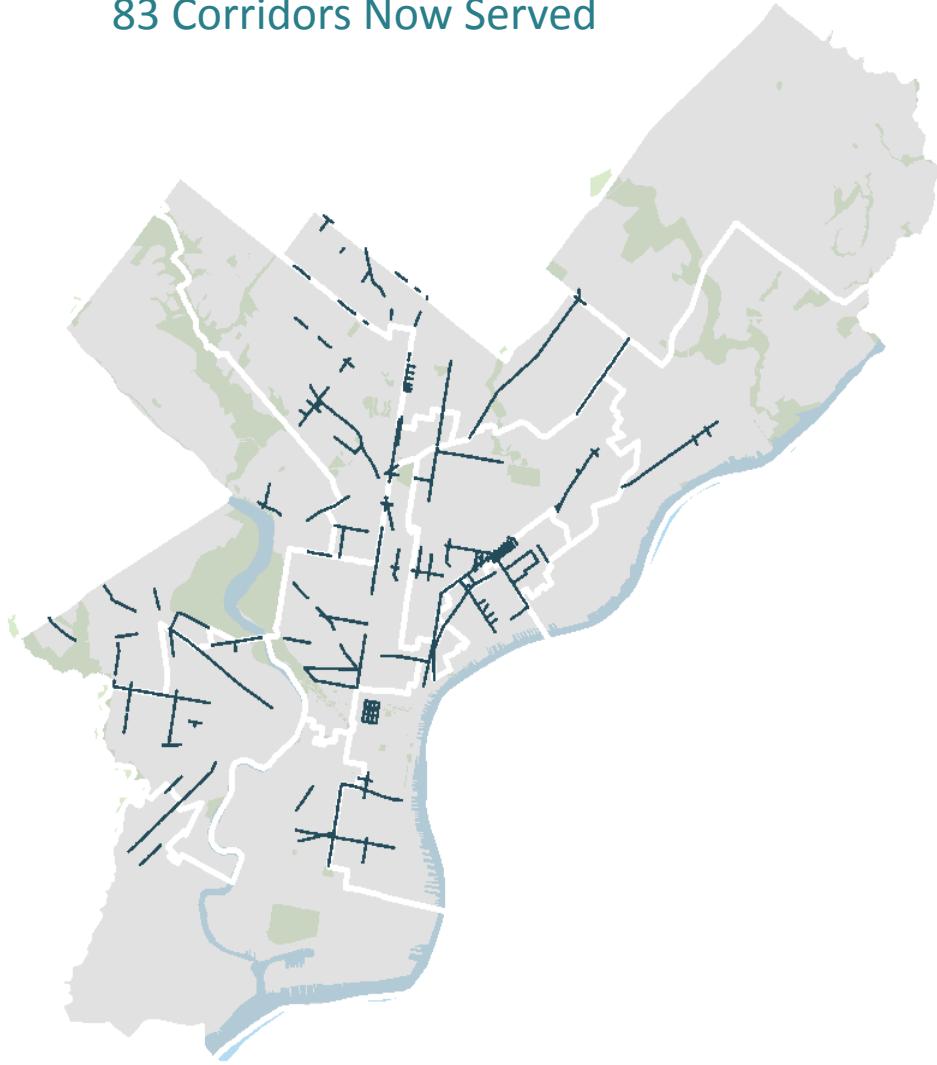
– Trina Benjamin, TWB Cleaning Contractors

"Our contract through the PHL TCB Clean Corridors Program has given us publicity that we have not previously had. It has also allowed us to establish relationships with the businesses on our corridor. The relationships have allowed us to leverage our work and has led to increased revenue for our firm. The corridor is the cleanest it has been in years and entices people to spend more time in the community."

– Dennis Lee, The Consulting Group LLC, a PHL TCB cleaning contractor

PHL TCB Cleaning Areas + Corridors

83 Corridors Now Served



The Litter Index

The Litter Index is a tool for helping to make Philadelphia neighborhoods cleaner and litter free. It is used by city departments and agencies to inform the development of data-driven strategies and policies for addressing litter throughout Philadelphia.

Data collection for The Litter Index is conducted by trained personnel who document the occurrence of litter on Philadelphia streets, sidewalks, vacant lots, and public property. The data is digitized using cloud-based surveys taken on tablets using GPS coordinates to ensure location accuracy. Along with an estimated litter count at a location, field surveyors also assess a rating between 1-4 based on metrics provided by the non-profit organization, Keep America Beautiful:

- 1 little to no litter
- 2 litter in the amount that can be picked up by one person
- 3 litter in the amount that would need a team to clean up
- 4 an amount of litter that would require a large cleanup effort and/or heavy machinery to remove

The 2021 Litter Index is currently being led by Intersect, LLC, a local, minority-owned firm based in Philadelphia. The results will be made available in the first quarter of 2022.

The PHL TCB Clean Corridors Program complements other City investments in neighborhood commercial corridors



Storefront improvement grants



Streetscape improvements



Funding for local organizations to promote and improve neighborhood shopping areas



One-on-one support for existing businesses



"Our neighborhood business districts are the arteries that help to stabilize our communities. They are gateways of opportunity for small business owners across the city and they deserve the level of investment afforded through the PHL Taking Care of Business program. Supporting small businesses, stimulating job creation/training, and reducing blight are also proven methods for decreasing poverty and crime. By addressing these simultaneously, this program will significantly improve the quality of life for the people in neighborhoods across the city."

-Cherelle Parker, District 9, Philadelphia City Council Member

Learn more online: phila.gov/phl-tcb



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