Page 1

COUNCIL OF THE CITY OF PHILADELPHIA COMMITTEE OF THE WHOLE

Room 400, City Hall Philadelphia, Pennsylvania Wednesday, April 11, 2018 10:55 a.m.

PRESENT:

COUNCIL PRESIDENT DARRELL L. CLARKE
COUNCILWOMAN JANNIE L. BLACKWELL
COUNCILMAN ALLAN DOMB
COUNCILMAN WILLIAM K. GREENLEE
COUNCILMAN BOBBY HENON
COUNCILMAN KENYATTA JOHNSON
COUNCILMAN DAVID OH
COUNCILWOMAN MARIA D. QUINONES-SANCHEZ
COUNCILWOMAN BLONDELL REYNOLDS BROWN
COUNCILMAN AL TAUBENBERGER

BILLS 180162, 180163, and 180164 RESOLUTION 180185

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Page 2 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. COUNCIL PRESIDENT CLARKE: 3 morning. This is a public hearing of the Committee of the Whole regarding Bills 4 5 No. 180162, 180163, 180164, and 6 Resolution No. 180185. Mr. McDermott, please read the titles of the bills and resolution. 8 9 THE CLERK: Bill No. 180162, an ordinance to adopt a Capital Program for 10 the six Fiscal Years 2019-2024 inclusive. 11 Bill No. 180163, an ordinance 12 to adopt a Fiscal 2019 Capital Budget. 13 14 Bill No. 180164, an ordinance 15 adopting the Operating Budget for Fiscal 16 Year 2019. 17 Resolution 180185, resolution 18 providing for the approval by the Council of the City of Philadelphia of a Revised 19 Five Year Financial Plan for the City of 20 21 Philadelphia covering Fiscal Years 2019 through 2023, and incorporating proposed 22 23 changes with respect to Fiscal Year 2018, which is to be submitted by the Mayor to 2.4 25 the Pennsylvania Intergovernmental

		Page 3
1	4/11/18 - WHOLE - BILL 180162, ETC.	
2	Cooperation Authority pursuant to the	
3	Intergovernmental Cooperation Agreement,	
4	authorized by an Ordinance of this	
5	Council approved by the Mayor on January	
6	3, 1992, by and between the City and the	
7	Authority.	
8	COUNCIL PRESIDENT CLARKE:	
9	Thank you, Mr. McDermott.	
10	Today we continue the public	
11	hearing of the Committee of the Whole to	
12	consider the bills read by the Clerk that	
13	constitute proposed operating and capital	
14	spending measures for Fiscal 2019, a	
15	Capital Program, and a forward-looking	
16	Capital Plan for Fiscal 2019 through	
17	Fiscal 2024.	
18	Today we will hear testimony	
19	from the following City departments:	
20	Free Library, Mural Arts, and City	
21	Representative.	
22	The first person to testify	
23	from the Administration is?	
24	It's your big moment, sir.	
25	Come on.	

Committee of the Whole April 11, 2018

		Page 4
1	4/11/18 - WHOLE - BILL 180162, ETC.	
2	THE CLERK: Siobhan Reardon,	
3	Free Library.	
4	COUNCIL PRESIDENT CLARKE:	
5	Thank you, sir.	
6	(Witnesses approached witness	
7	table.)	
8	COUNCIL PRESIDENT CLARKE: Good	
9	morning.	
10	MS. REARDON: Good morning,	
11	Councilman. I am joined this morning by	
12	the Chair of the Board of Trustees of the	
13	Free Library of Philadelphia, Judge	
14	Pamela Dembe, and we both have testimony,	
15	so we'll begin with Judge Dembe first.	
16	COUNCIL PRESIDENT CLARKE:	
17	Thank you.	
18	JUDGE DEMBE: Well, good	
19	morning.	
20	COUNCIL PRESIDENT CLARKE: Good	
21	morning.	
22	JUDGE DEMBE: And I want to	
23	especially thank all of you showing up to	
24	have this special meeting so that you	
25	could congratulate myself and Siobhan,	

Committee of the Whole April 11, 2018

		Page 5
1	4/11/18 - WHOLE - BILL 180162, ETC.	
2	who are both brand new grandmothers.	
3	(Applause.)	
4	COUNCIL PRESIDENT CLARKE:	
5	Awesome.	
6	JUDGE DEMBE: Which brings	
7	out	
8	COUNCIL PRESIDENT CLARKE: Just	
9	state your name for the record.	
10	JUDGE DEMBE: Pamela Dembe.	
11	(continued) that this is all	
12	about the children. The Library is all	
13	about the children. And I think	
14	congratulations go out to everybody in	
15	this room, the Library, the Schools,	
16	Council, the Mayor's Office, because	
17	finally with everybody rowing in the same	
18	direction, the third grade reading scores	
19	have gone up very significantly this past	
20	year. We're on the right road, and if we	
21	finish doing that and the Library is	
22	very central to that, as I'm going to	
23	tell you in a couple minutes that I	
24	think is going to be our salvation.	
25	All righty. This past year the	

Page 6 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. Library is really proud of the fact that 3 we finished renovating pretty much on 4 time and opened four of the branches that 5 had been closed for a long time. Major renovations. They're now 6 7 state-of-the-art in their functionality and services. The neighborhoods have 8 9 embraced them. The people are coming The number of people who show up at 10 11 each branch is way, way up and is staying 12 high. Just to remind you which ones 13 14 they are, since you were active in 15 helping to make this happen, there's 16 Lillian Marrero at 6th and Lehigh. 17 now boasts the largest Spanish language 18 collection in the Free Library system, because it has an immigrant-rich 19 20 population. 21 The Logan library has new spaces and programs designed to build 22 23 literacy across generations, including an exciting astronomy program with Derrick 2.4 25 Pitts, the guy on NPR and the like, does

Page 7 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. astronomy. Franklin, yeah. 3 The Lovett Memorial in Mount 4 Airy is drawing a broad range of users. 5 It's a real center of community activity, 6 and it's got a covered reading porch for everything from story times to English as a second language group. 8 9 And, last, there's the Tacony library, which is in a reemerging 10 11 commercial corridor in the Northeast and 12 now shares spaces with the area's community development corporation. 13 14 it's a real focus for small businesses to 15 give them access to all kinds of 16 information. If you haven't had a chance to 17 18 go to any of these, take a minute and just pop your heads in. They are just 19 marvelous. 20 2.1 And to get back to what I started with, with real significance is 22 23 our work with children. Building Bridges with Books and Blasts are two of the 2.4 25 partnerships we've built with the School

Page 8 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. District, and these are building vital 3 skills and they're forging relationships 4 between librarians and teachers. 5 these projects are undergirded by the 6 wide-ranging partnerships and 7 collaborations created and sustained by the Read by 4th program, whose primary 8 9 focus is to increase the number of students reading at grade level. And you 10 11 have to understand for that, we're 12 reaching parents at the point where they have infants. We're not waiting until 13 14 they get to first or second or third 15 grade. It's about reaching parents at 16 the very beginning to build the skills 17 for literacy. 18 We're also proud to continue 19 building our services to the incarcerated 20 and their families and other people 21 affected by the criminal justice system, 22 and we're going to expand that program 23 with the Department of Prisons and bring some of our author series to the prisons. 2.4 25 And we're also going to launch a pilot

Page 9 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. program to get library cards into the 3 hands of citizens who are leaving the prison system so that they feel welcome 4 5 to come to the Library, which is where 6 they can work on literacy and work on job 7 hunting. So these are just a few of the 8 9 ways we've been moving forward and offering really broad services but 10 11 particularly focused on the children. 12 Thank you. 13 MS. REARDON: So good morning 14 again. My name is Siobhan Reardon. President and Director of the Free 15 16 Library of Philadelphia, and in addition 17 to being joined by Judge Dembe, I'm also joined by Tobey Dichter, who is the Chair 18 of the Free Library of Philadelphia 19 20 Foundation, as well as quite a number of other Board members that I have. 21 also look at all the friends that have 22 23 joined us from the various neighborhood 2.4 libraries around the system, and we are 25 thrilled to have them with us again today

Page 10 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. as well as my senior staff. 3 So the mission of the Free 4 Library of Philadelphia is to advance 5 literacy, guide learning, and inspire 6 curiosity, and with that, FY19, our Fiscal '19, promises to be an exciting and productive year for the Free Library 8 9 as we embark on a refreshed strategic plan focused on building a culture of 10 11 literacy throughout Philadelphia, 12 delivering an exceptional customer experience, and embracing creativity and 13 14 innovation. These three pillars or goals 15 will be achieved by a detailed work plan 16 driven by metrics and evaluation. In recent years, we've moved 17 18 toward being a more data-driven 19 organization, but this refreshed plan 20 gives us the opportunity to make 21 strategic decisions based on outcomes and to better measure our success. 22 23 Additionally, achieving our mission and vision is only possible if we make a 2.4 25 concerted effort to move beyond the four

Page 11 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. walls of our library buildings and grow sustained outreach efforts throughout our 3 4 communities. 5 Of paramount importance is the 6 Library's contribution to improving 7 literacy rate and access to literacy services for all Philadelphians. 8 In the 9 current year -- in the coming year, we will begin an evaluation of our 10 11 out-of-school-time offerings to ensure that they are both effective and best 12 serving the needs of our children. 13 14 work cannot be accomplished without the 15 rich, thriving partnerships established 16 throughout the Read by 4th campaign and via our expert librarians and other 17 18 library staff across the City who are 19 deeply committed to children's literacy and who work with children each day in 20 21 our LEAP and Summer Reading program. Services for adults are also included in 22 23 our drive to build a culture of literacy in Philadelphia. We traditionally think 2.4 25 of literacy as the ability to read and

Page 12 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. write, but providing pathways to jobs, 3 excellent programming, and healthier 4 lives requires computer literacy, civic 5 literacy, financial literacy, and 6 nutrition literacy, to name a few. In 7 the coming year, the Library will expand its capacity to develop, support, and 8 9 grow these important literacies for adults. 10 11 As I mentioned, we cannot achieve our mission unless we move toward 12 being a more outwardly facing 13 14 organization that provides excellent 15 customer service based on the unique needs of communities in each of our nine 16 17 geographically grouped clusters. Keeping 18 this in mind, we aim to implement 19 comprehensive training and professional 20 development for every single staff member 21 of the Free Library, with a keen eye toward diversity and inclusion. A key 22 piece of this effort is the launch of a 23 grant program that will train 300 staff 2.4 25 members on community outreach and

Page 13 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. engagement and leadership. 3 We're also thrilled to welcome 4 our customers into newly renovated, 5 accessible spaces, as Judge Dembe just 6 mentioned, with state-of-the-art technology, which could not have been possible without the support of our 8 9 Councilmembers. All four libraries are thriving, and we are proud to have 10 11 recently drawn additional support at the state level for the next round of 12 upgrades to our Overbrook Park and 13 14 Paschalville libraries. In addition, we 15 look forward to being key players in the 16 Rebuild initiative and launching projects 17 that will bring much-needed improvements to our often and older 100-year-old 18 19 buildings. 20 Finally, we can't deliver 2.1 excellent customer experiences without partnerships and programming that will 22 23 engage the public. This past year the launch of the Center for Public Life, a 2.4 25 conceptual unit which will focus on

Page 14 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. providing the most enriching cultural and 3 civic programs in every corner of the 4 City. Our dynamic author event series 5 will expand its reach into the 6 neighborhood libraries and to 7 Philadelphia Department of Prisons. We'll cull stories from both longtime and 8 9 brand new Philadelphians and share them widely in the name of inclusion. 10 11 capitalize on all of the efforts of the 12 City's new Poet Laureate program now within the walls of the Free Library by 13 14 building writer and artist-in-residence 15 programs to interact with our world-class 16 collections. 17 A particular passion of mine 18 over my nearly ten-year tenure with the Free Library is identifying ever-new ways 19 20 to push our institution forward with 2.1 creative and innovative thinking, and this will continue to be a key part of 22 23 our work in the coming year. We found that encouraging our staff to experiment 2.4 25 and explore leads to break-throughs in

Page 15 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. service delivery that never would happen 3 if we did all of our thinking around a 4 boardroom table. In order to capitalize 5 on this, our refreshed strategic plan will embolden staff at all levels of the organization to devise collaborations, creative solutions, and improve means of 8 9 communications that lead to new opportunities. We'll establish a Futures 10 11 team that marks national and international trends that could affect 12 library work. Each cluster will have the 13 14 opportunity to learn design thinking and 15 brainstorming techniques that will foster 16 new, bold ways of delivering great 17 library service, and our Hatching 18 Innovation pool will nurture great ideas 19 like the instrument lending library and 20 the Philly Bop dance classes for seniors that came through this effort over the 2.1 22 last couple of years. 23 As you can see, we are enthusiastic about moving forward with 2.4 25 this refreshed version of our strategic

Page 16 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. plan and are still deeply committed to 3 the mission of advancing literacy, 4 quiding learning, and inspiring curiosity 5 for all citizens of Philadelphia. I want to thank you for the 6 7 opportunity to share these aspirations, and we would not be able to accomplish 8 9 them without the support and efforts of our City Council and our Councilmembers. 10 11 We look forward to working with you in 12 the coming year as effectively as we have 13 in the past. 14 COUNCIL PRESIDENT CLARKE: 15 Thank you. Thank you for your testimony. 16 I just had a couple of quick questions. 17 In your budget detail, Section 18 30 on Page 4, you indicate that there are 19 640,000 -- basically 641,000 increase in 20 Grants Revenue Fund meant to provide 21 appropriation power for potential increases from the state. Do you have 22 any information about the status of the 23 state grant for the upcoming fiscal year? 2.4 25 MS. REARDON: So the Free

		Page	17
1	4/11/18 - WHOLE - BILL 180162, ETC.		
2	Library does get nearly \$8 million or so		
3	from the Commonwealth of Pennsylvania,		
4	and that I'm assuming I have to look		
5	at the detail, but I believe that number		
6	is the portion that we use to subsidize		
7	our entire library program. So in		
8	addition to the money that comes in from		
9	the City, we supplement that with the		
10	additional appropriation from the		
11	Commonwealth. So it's not additional		
12	appropriation. It's not new money. It's		
13	money that has been in the budget and		
14	carried over.		
15	COUNCIL PRESIDENT CLARKE:		
16	Already budgeted?		
17	MS. REARDON: Yeah.		
18	COUNCIL PRESIDENT CLARKE:		
19	Always looking for more money.		
20	MS. REARDON: So are we.		
21	JUDGE DEMBE: Shocking.		
22	COUNCIL PRESIDENT CLARKE:		
23	Yeah, right.		
24	In your testimony, you		
25	highlight you have 29 vacancies in your		

Page 18 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. department. That's in your testimony. Can you detail your department's plan for 3 decreasing the number of vacancies. 4 5 MS. REARDON: So we are 6 currently in the process of hiring -- we have currently 12 vacancies at our branch supervisor level. So we're currently 8 9 interviewing to fill those positions and then backfill at the Library 1 level once 10 11 we fill the library supervisor positions. 12 And so it's all about how it is you fill the management positions and then 13 14 backfill with the incoming positions. So 15 that's the work we're doing now. 16 Our library LA positions are 17 often -- are a position that 18 constantly -- we're constantly always sort of breathing deeply about keeping 19 20 those positions filled as well. And so 21 it's just a constant movement of staff, but --22 23 COUNCIL PRESIDENT CLARKE: there difficulty? 2.4 25 So I would say --MS. REARDON:

Page 19 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. COUNCIL PRESIDENT CLARKE: 3 We've had some departments say that 4 they've had challenges in filling certain 5 positions, particularly specialized, and 6 I don't know if you have --MS. REARDON: Well, sure. It's all according to the timing of the exams. 8 9 And so you would love to see the exams happen more often so that we can keep 10 filling the roster of positions, so that 11 12 as we go through trying to fill 12 supervising librarian positions, do we 13 14 constantly have the right -- are the 15 exams refreshed enough so that we're 16 constantly ready to interview and fill 17 the positions as they come forward. 18 there is that delay between the time the exam is issued and the time we finally 19 20 have a list. It seems to be an awfully 21 long period of time. COUNCIL PRESIDENT CLARKE: 22 All23 Let me ask you this in terms of technology. Technology has changed a lot 2.4 25 of things. Most people, fortunately or

Page 20 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. unfortunately, depending on your 3 perspective, they talk to Siri and they 4 Google, Alexa and all of that stuff as 5 opposed to the old days when you'd 6 actually go to the library and kind of 7 look things up. Has your strategy in libraries 8 9 adjusted to the increase in the technology-based learning process? 10 11 mean, what have you done to evolve? MS. REARDON: So we have. 12 13 I'm 30 years in libraries now, and I 14 could tell you the -- it's a complete 15 shift in -- a paradigm shift in the way 16 we do our work. So it's faster, quicker, 17 smarter kind of information delivery that we have. So technology is a great asset 18 insofar as we can get at information for 19 20 our constituents fairly quickly. We still have the need for the 21 tactile material, and that is because 22 23 people -- you have to have different tools for different learning skill sets. 2.4 25 And so -- but, yes. I think the Free

Page 21 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. Library of Philadelphia does a pretty 3 great job actually of staying ahead of the technology trends, trying to 4 5 introduce that technology as it's coming 6 on board. We actually have -- I'm forgetting the name of it, but we have a 8 9 number of -- in addition to this, we added a new title called the digital 10 11 resource specialist, which is in quite a number of our libraries. And so as 12 13 people come and become more 14 comfortable -- or the goal of the DRS, 15 the digital resource specialist, is to 16 ensure that our constituents are comfortable with the technology, so when 17 18 they're searching, they're actually searching for the right types of 19 20 information versus -- as you know, the 21 first ten, when you key in a search term, the first ten sites are usually an 22 23 advertisement for pharma or some sort of organization, and you really have to get 2.4 25 past that and really get into the better

Page 22 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. types of information. So that's been a 3 major piece of the librarianship, is to 4 really make sure that the sort of typical 5 bibliographic work we do is web-based as 6 well so that we're trying to identify the 7 best sites for people to get at the kind of information they're looking for. 8 9 So the answer is yes. It's by -- it's just the nature of our work 10 11 that we have to stay ahead of the trends, 12 but the other thing -- so I was saying 13 the DRSs. And then we regularly host at 14 the Central Library as well as in the 15 neighborhood libraries sessions for 16 people who don't know how to use their 17 gadgets. So we have an eGadget Help Desk. So for our constituents that need 18 support in that area, we're supporting 19 20 them in learning how to use their devices 21 more effectively. COUNCIL PRESIDENT CLARKE: 22 23 And my last question for this Okay. round, I visited the Widener branch a 2.4 25 couple weeks ago for -- it was a tax

		Page 23
1	4/11/18 - WHOLE - BILL 180162, ETC.	
2	foreclosure diversion program meeting,	
3	and I noticed as I walked in, I spelled	
4	some food.	
5	MS. REARDON: Food in the	
6	library. Oh, my God.	
7	COUNCIL PRESIDENT CLARKE:	
8	What's going on in here? Am I at the	
9	right place? So I went to the room on	
10	the side and there was a lady there	
11	cooking.	
12	MS. REARDON: Yes.	
13	COUNCIL PRESIDENT CLARKE: And	
14	had some young people and their parents	
15	in the room.	
16	MS. REARDON: Yes.	
17	COUNCIL PRESIDENT CLARKE: And	
18	I was like, What's going on here?	
19	So apparently you all are	
20	involved in some sort of a program	
21	MS. REARDON: Yes.	
22	COUNCIL PRESIDENT CLARKE:	
23	where you teach young people how to cook?	
24	MS. REARDON: Well, it's	
25	COUNCIL PRESIDENT CLARKE:	
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		Page 24
1	4/11/18 - WHOLE - BILL 180162, ETC.	
2	Because I have some older people I'd like	
3	to send there.	
4	MS. REARDON: It's a	
5	multidimensional	
6	COUNCIL PRESIDENT CLARKE:	
7	Particularly myself.	
8	MS. REARDON: Remember, talk	
9	about a paradigm shift. The concept of	
10	food in libraries is a fairly new	
11	concept, but, you know, I in the right	
12	to brag, when we established the Culinary	
13	Literacy Center at Parkway Central, it	
14	was the first of its kind in this	
15	country, and we have now a lot of	
16	libraries around the nation particularly	
17	copying what we've done.	
18	The idea is it's multifold.	
19	So you're getting at literacy using	
20	recipes, and recipes are nominal literacy	
21	skills, it's math skills, it's science,	
22	it's tactile learning, it's connective	
23	human interaction, and then there's a	
24	product at the end of it. So that's one.	
25	The other is all about	

Page 25 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. nutrition and the importance of eating 3 right and portion size and all of that 4 sort of stuff. 5 The third piece is to your 6 point, is that it's cultural literacy as 7 well. So in part of the -- as we 8 developed the program around cultural 9 literacy, we have a program called the Edible Alphabet, and it has twofold. One 10 is, it's getting at new Americans who's 11 comfortable -- who aren't so comfortable 12 13 with the English language to come to 14 English language literacies using the 15 recipes of their culture. And so part of 16 that -- this is the essence of the 17 Culinary Literacy Center. 18 But if you recall, a couple of 19 years ago when we were looking for a 20 catering opportunity at the top floor, 21 when we renovated the top floor of Parkway Central, City Council approved 22 23 our ability to have a catering program there, but the deal was that we had to be 2.4 25 able to take some of what we have at

		Page	26
1	4/11/18 - WHOLE - BILL 180162, ETC.		
2	Parkway Central and push it out into the		
3	neighborhood libraries. And so what you		
4	walked into was the effect of the income		
5	that comes in from that program being		
6	able to support neighborhood library		
7	programming using culinary literacy as		
8	the sort of anchor.		
9	COUNCIL PRESIDENT CLARKE:		
10	Okay. It was quite impressive.		
11	Okay. Thank you.		
12	The Chair recognizes		
13	Councilwoman Reynolds Brown.		
14	COUNCILWOMAN BROWN: Thank you,		
15	Mr. President.		
16	Good morning.		
17	(Good morning.)		
18	COUNCILWOMAN BROWN:		
19	Mr. President, I can testify about the		
20	cultural literacy of this unique catering		
21	program, as I've participated there at		
22	the main library with a number of the		
23	chefs up there, and it is extraordinary		
24	and quite innovative.		
25	For this round, I would like to		

Page 27 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. speak about the Knight Foundation grant 3 and the Read by 4 program and first say 4 thank you to Jenny Bogoni, who has been 5 intimately involved with an initiative 6 we're planning with the Philadelphia School District around how we take 7 literacy into non-traditional 8 9 communities. So if we could invite Jenny Bogoni up and she can just update us on 10 where you all are with Read by 4. 11 12 curious to know how long or how many 13 years that grant is and what are you 14 doing with regards to tracking if the 15 goal is to read by 4? 16 (Witness approached witness 17 table.) 18 MS. REARDON: So let me begin, 19 and then Jenny can take over. 20 So the Read by 4th is a 21 campaign, and at the moment it is 22 designated as a six-year campaign or 23 until all children in the City of Philadelphia are reading on grade level 2.4 25 by the time they finish third grade.

Page 28 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. So there are multiple funders 3 toward this, and so among the City of 4 Philadelphia as well as a myriad of 5 private funders have come to the table to 6 support the program. So, Jenny, why don't you take 8 over. 9 COUNCILWOMAN BROWN: Thank you. 10 MS. BOGONI: Thank you, 11 Councilwoman. Yes. We are quite 12 lucky -- I'm Jenny Bogoni for the Free Library of Philadelphia, Read by 4th 13 14 campaign. 15 We are quite lucky to have a 16 portfolio of local funders who fund us at about a total of a million dollars, 17 18 million two annually that allows us to 19 coordinate the work of now 106 partner 20 organizations. They range from small 21 grassroots non-profits in different neighborhoods to large systems, such as 22 23 the Free Library or the School District or DHS and their out-of-school-time 2.4 25 network.

Page 29 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. Those partners are working 3 together on four main kind of interim 4 outcomes. Increasing school readiness. 5 So we want the zero to five-year-old 6 children to have the right experiences before they hit kindergarten to be ready to learn. 8 9 Improving attendance in the early grades. We have very severe issues 10 11 with attendance in kindergarten and first 12 grade when the foundations of literacy are being taught. So we need to address 13 14 that. Then working on out-of-school 15 16 time and summer learning so that we can 17 avoid summer slide for students and keep 18 students where they're at. 19 And, lastly, to improve the 20 quality's instruction inside the classroom to make sure that classes have 2.1 the right books, that teachers are 22 23 prepared to teach reading, and that the schools have -- schools and communities 2.4 25 can work together to help parents as

Page 30 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. first teachers as well. We do all of that with our 4 partners based on the core value that 5 families' love for their children is the 6 most underutilized resource in our community and that we are not going to be able to program our way out of our 8 9 literacy crisis. While we need to have high-quality programs all around the 10 11 City, we also need to address this like a 12 public health problem and we need to do communications work to change habits in 13 14 neighborhoods and communities, and the 15 work that we are partnering with you on 16 is around that. I really believe getting 17 barber shops and our hair stylists to 18 change the conversation locally. 19 So the budget of roughly a 20 million two annually supports communications work that all of our 2.1 partners can benefit from as well as the 22 23 convening of partners and evaluation 2.4 work. 25 We are tracking outcomes in

Page 31 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. those four areas of school readiness and 3 attendance and summer learning loss and third grade reading levels. We also 4 5 track a number of outputs around books 6 distributed, home libraries created, tutors recruited, trainings for parents 7 on active reading, a whole number of 8 9 things. We have a dashboard on our website, and I can forward the link to 10 11 your staff. 12 COUNCILWOMAN BROWN: So you're 13 able to provide interim status on how 14 well young people are progressing with 15 the Read by 4? 16 MS. BOGONI: So we track the 17 third grade PSSA scores as our outcome, which we get annually. The District is 18 our partner at the table, and they are 19 able to share with us some interim data 20 21 on first and second grade reading levels 22 and changes in reading skills that they 23 break down by phonics and fluency. have a lot of data. Not all of that is 2.4

part of our public dashboard, but it is

25

Page 32 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. part of our discussion amongst the 3 partners on where we need to focus our 4 efforts. 5 COUNCILWOMAN BROWN: So what. 6 year is this of the six-year initiative? MS. BOGONI: We are completing 8 our third year right now. 9 COUNCILWOMAN BROWN: Okay. the time that's left, the DHS connect, 10 11 speak to that, Department of Human Services. You said --12 13 MS. BOGONI: Our connection 14 with them? 15 COUNCILWOMAN BROWN: Yes. 16 MS. BOGONI: So as I'm sure you 17 know, DHS funds a large 18 out-of-school-time network of providers in the City, and one of the things that 19 20 they did early on in the Read by 4th 21 campaign is say that they wanted that network of providers where those 22 23 providers were serving kindergarten through fourth grade students to have a 2.4 25 focus on early literacy. So they pivoted

Page 33 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. the use of their funds in that space to really encourage more literacy activities 3 in the out-of-school time as well. 4 5 we've been working really closely with 6 them to figure out what are the 7 appropriate activities in out-of-school time that would support literacy when 8 it's not a space with certified teachers 9 and we don't want it to replicate 10 11 classrooms. We want it to be joyful out-of-school time. So we've been 12 working with some national consultants 13 14 and the provider network to refine that 15 work, and they've been great partners. 16 COUNCILWOMAN BROWN: Okay. The 17 last question is, just for the record state what the bottom line cost is to set 18 up a Read by 4 initiative in a barber 19 shop at 52nd and Market Street. 20 21 MS. BOGONI: I would say it's about \$750 to do it well. 22 That would have a bookshelf stocked with books. 23 would have some branded material, some 2.4 25 giveaways for families, training for the

Page 34 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. staff. COUNCILWOMAN BROWN: Okay. 3 So 4 now let's move to board composition. We 5 know that when you first arrived, you 6 were very honest and forthcoming about 7 stating that the Board was not diverse and did not look like Philadelphia and 8 9 that it would take a minute. So give us 10 an update on where you are with your 11 board composition. 12 MS. REARDON: Sure. And Pam 13 will join me. I'm super proud of this 14 now. We're nearly 60 percent people of 15 color now person the Board of Trustees of 16 the Free Library of Philadelphia, and 17 it's been a lot of collaborative work 18 with the Board. 19 You want to talk a little bit 20 about it, Pam? 21 JUDGE DEMBE: Yes. We have 22 become very mindful as we are looking to bring new people onto the Board, as with 23 2.4 any board where you need people who are 25 going to be workers and not just putting

Page 35 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. something on their resume. You look for 3 people with skills in areas relevant to what we're doing, and we've really, I 4 5 think, developed some good pipelines to make that a much more diverse operation. 6 COUNCILWOMAN BROWN: Are most of them Philadelphia residents? 8 9 MS. REARDON: Pardon? COUNCILWOMAN BROWN: 10 11 Philadelphia residents? 12 MS. REARDON: Every one of them is a Philadelphia resident. And so -- or 13 14 within the surrounding counties. So the 15 way the Board of Trustees is arranged, 16 either the City of Philadelphia or the 17 surrounding counties, Pennsylvania 18 counties, right. 19 But the other piece of it in addition to -- is the businesses or how 20 21 people make their living is coming to the Board. We have authors and we have 22 publishers and we have business owners 23 and we have independent people who have 2.4 25 their own independent businesses and

Page 36 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. lawyers. It's just a really interesting, 3 diverse group of people that now person 4 the Board, and with that is the thinking 5 around the kind of programming and the 6 kind of participation that they have 7 within the organization and in those communities, in their home communities as 8 9 well. COUNCILWOMAN BROWN: How long 10 11 have you been here now? 12 MS. REARDON: It will be ten 13 years in September. Can you believe it? 14 COUNCILWOMAN BROWN: So it took 15 ten years to sort of shift the paradigm 16 in terms of being intentional about 17 diversity. 18 MS. REARDON: Probably -- we've been in a pretty good -- probably eight 19 20 or nine. Yes, close enough. I would say 21 eight years it took me to do this -- took us to do this. It wasn't me. 22 23 COUNCILWOMAN BROWN: Thank you. 2.4 Thank you, Mr. President. 25 That's for my first round. Thanks.

Committee of the Whole April 11, 2018

		D 25
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1	4/11/18 - WHOLE - BILL 180162, ETC.	
2	COUNCIL PRESIDENT CLARKE:	
3	Thank you, Councilwoman.	
4	The Chair recognizes Councilman	
5	Domb.	
6	COUNCILMAN DOMB: Thank you,	
7	Mr. President.	
8	And good morning.	
9	(Good morning.)	
10	COUNCILMAN DOMB: First of all,	
11	you're doing a great job. I've been to	
12	the library, several different libraries,	
13	and they're all great. And I especially	
14	like the culinary class where you teach	
15	like third graders, I think it is,	
16	because I know I sponsored some kids to	
17	take those cooking classes, and it's	
18	pretty amazing.	
19	I also want to commend you on	
20	your budget. We're viewing everyone's	
21	budgets, and it looks like your increase	
22	are like one percent, in that range. So	
23	you kept it in line, which is great.	
24	I wonder if you could just	
25	share with us the Read by 4 program, if	

Page 38 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. you think you're on track with the goals 3 you've set and where we stand today on 4 the Read by 4. 5 MS. REARDON: So I'm going to 6 bring Jenny back up. One of the things 7 about Read by 4th is that it is a campaign and so -- and it is the giant 8 9 partnership that's being established. And I will say one of the things with the 10 11 campaign that we have here in Philadelphia, first of all, it's the 12 only -- we're the only library system in 13 14 the country that is the backbone for this 15 campaign for grade level reading, and 16 it's probably one of the more unique 17 partnerships and activities, particularly 18 because we have four very concise areas 19 of focus, and I want to have Jenny talk about how it is she feels about the 20 2.1 success. 22 MS. BOGONI: Thank you for the 23 question. I do think we are on track. 2.4 We are just beginning to see changes in 25 the outcomes, which I think is

Page 39 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. appropriate. When you're doing this type 3 of work and you're trying to shift the 4 needle on an issue that has been 5 intractable, you don't really expect to 6 see things shift in the first two or 7 three years, and the fact that we are beginning to see movement I think means 8 9 we have the right strategies in place. The effort that we are doing, 10 11 it falls in the framework called collective impact, which is a method of 12 13 approaching these large-scale issues with 14 a group of partners. There is research 15 out there now that shows that when 16 communities do collective impact well, 17 over a period of ten years, they can 18 begin to seriously impact an issue like this, but it tends to take 10 to 15 19 20 years. So I think it is possible if the 21 partners and the investors in Philadelphia have the stick-to-itiveness 22 23 that our campaign will be extended to 2.4 probably about ten years. It is supposed 25 to be a campaign with a sunset. This is

Page 40 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. not supposed to be a permanent program, 3 but I think we have the right strategies and we're moving in the right direction, 4 5 and that is witnessed by the fact that at 6 the national level, we are winning 7 pacesetter awards. The national effort has decided to bring their national 8 9 conference here this summer to look at our work. And so it's early stages, but 10 11 yes. 12 COUNCILMAN DOMB: So right now 13 where do we stand percentage-wise 14 compared to maybe a few years ago when 15 the program started and what do we hope to achieve? What's the goal of the 16 17 program? 18 MS. BOGONI: So our vision is 19 all children reading on grade level by 20 4th grade, and that's really our 21 organizing principle. We set a very 22 lofty goal of getting to approximately 80 23 percent of our children reading on grade level six years out, which, frankly, will 2.4 25 be nearly impossible to reach. We are

Page 41 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. currently at 41.9 percent, let's say 42 3 percent, of our third graders reading on 4 grade level. That includes the charters 5 and the parochial schools as well. 6 is up about 5 percentage points from 7 where we began. 8 COUNCILMAN DOMB: That's good. 9 MS. BOGONI: It is good. 10 COUNCILMAN DOMB: It's very 11 good. 12 MS. BOGONI: It's a good change 13 in a few years. 14 COUNCILMAN DOMB: So the other 15 question I have is, is there -- not so 16 much the Read by 4, but on the returning 17 citizens, you mentioned in your testimony that you're doing work with returning 18 19 citizens. Is there an opportunity --20 because I visited the prisons on December 28th. I spent six hours visiting the 21 22 prisons. Is there an opportunity to 23 expand our ability to help people coming back into society with more job skills, 2.4 25 job training to the library, going to the

Page 42 1 4/11/18 - WHOLE - BILL 180162, ETC. prisons and giving them more 2. 3 opportunities? Because you have so many 4 things going on in your libraries. 5 we bring that to the prison? 6 MS. REARDON: Yes. So T'm 7 going to introduce Andrew Nurkin, who is the Deputy Director for -- what do we 8 9 call you now -- Civic and Community Engagement, and our work with the prison 10 11 systems is now under Andrew's 12 responsibility in the Center for Public Life. We've had over the past couple of 13 14 years an emerging prisons program through 15 really the push of one of our librarians 16 whose affinity is to push this idea. 17 So, Andrew, why don't you --18 you have to introduce yourself too. 19 MR. NURKIN: My name is Andrew 20 Nurkin for the Free Library of 21 Philadelphia. 22 So as we think about our 23 programs that interact with the prisons 2.4 and folks who are currently incarcerated 25 or returning citizens, we're growing that

Page 43 1 4/11/18 - WHOLE - BILL 180162, ETC. across a couple of different ways. 2. 3 returning citizens specifically, this year we will issue temporary library 4 5 cards to every person who is released from a Philadelphia Department of Prisons 6 7 facility. They can be picked up at RISE as part of their reentry services 8 9 package. Our goal there is really to bring people into the libraries 10 specifically for, as you mentioned, job 11 12 training, literacy classes, other services, potentially even cooking 13 14 classes, but really to expose them to the 15 suite of services and programs that the 16 library offers as an anchor back into 17 community and a pathway back onto their 18 feet after returning from a period of 19 incarceration. 20 We do hope to grow those 21 programs in the coming years. One example might be our Paschalville 22 23 Partnership, which is another collected impact project we've been working on in 2.4 25 the Paschalville library. They have done

Page 44 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. a job readiness fair for returning 3 citizens specifically that includes resume help, interview skills training, 4 5 how to navigate job boards, and 6 additional skills like that. In terms of services for folks who are currently incarcerated, one of 8 9 our biggest programs has been Stories Alive, which is an opportunity for an 10 11 incarcerated parent to read via video 12 link with a non-incarcerated parent and a child. They each get the same book. 13 14 They read to each other, and it develops 15 family literacy. 16 We know that one of the leading 17 causes of recidivism is the loss of 18 family and community bonds during incarceration. So we hope that that 19 20 begins to rebuild those bonds and 21 maintain them during incarceration. COUNCILMAN DOMB: One of the 22 prisons I went to, by the way, had a 23 whole library in the front entry area of 2.4 25 books, which I was impressed with.

Page 45 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. But the other comment I just 3 want to make is that if you came back to us with a program that said, you know 4 5 what, we think we can train 100 or 200 or 6 250 people and get them jobs into society 7 and it's going to cost X, I think we'd have the appetite to do that, because the 8 9 cost of keeping them in prison right now is over 60,000 per person. So the 10 11 investment we make in getting them out of 12 prison, getting them into society is well 13 worth it, and it changes their lives. 14 would be 100 percent in favor of 15 investing, whatever we have to do. 16 JUDGE DEMBE: That might be 17 something where it would be fruitful for us to partner with the Public Defenders 18 Office. 19 20 COUNCILMAN DOMB: That's fine. 21 I'm just saying, if you can come back to 22 us with a program that says 200, 300, 23 500, whatever it is, the cost will not be an issue, in my opinion. 2.4 25 MR. NURKIN: Thank you very

Page 46 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. much. We agree that it's cost effective 3 for sure. 4 COUNCILMAN DOMB: Let me ask 5 one last question. I noticed in today's 6 Inquirer there's an editorial written by Dr. Hite and Michael DiBarardinis, our 7 Managing Director. I think it was about 8 9 Philly Reading Coaches or something or having volunteers, which is a great idea, 10 11 in schools helping kids read. Is there 12 any coordination with that program with the Free Library? 13 14 MS. REARDON: You're here. 15 MS. BOGONI: I'm your shadow 16 today. 17 JUDGE DEMBE: We're hiding her under the desk now. 18 19 MS. BOGONI: Yes. Philly 20 Reading Coaches is the MDO's partnership project with Read by 4th. So we are 2.1 helping to coordinate the recruitment of 22 23 volunteers to be those reading coaches, and we are part of the coalition of 2.4 25 partners that did the research to

Committee of the Whole April 11, 2018

		Page 47
1	4/11/18 - WHOLE - BILL 180162, ETC.	
2	identify which program nationally we	
3	wanted to replicate locally.	
4	COUNCILMAN DOMB: I thought it	
5	was great, because they're asking for	
6	volunteers in Philadelphia to come in and	
7	help read with kids, which I think is	
8	great. So the more we can promote that,	
9	the better.	
10	MS. BOGONI: Yeah. We'd really	
11	like to grow that program significantly.	
12	COUNCILMAN DOMB: Thank you	
13	very much.	
14	Thank you, Mr. President.	
15	COUNCIL PRESIDENT CLARKE:	
16	Thank you, Councilman.	
17	The Chair recognizes Councilman	
18	Henon.	
19	COUNCILMAN HENON: Thank you,	
20	Council President.	
21	And thank you all for your	
22	testimony and, most importantly,	
23	congratulations for being grandmothers.	
24	(Thank you.)	
25	COUNCILMAN HENON: I think it's	

Page 48 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. interesting having a conversation about 3 reading, of course, at the library. That is probably one of the best things that I 4 5 was able to do with my children growing 6 up, is read to them every single night. 7 And, of course, I may have -- most of the times I see my kids with their eyes 8 9 closed, so I wake them up and then we would read, whether they knew how to 10 11 read, and when they learned how to read, 12 I made them read. It's really, I think, 13 the model that has been proven 14 evidence-based positive for years and 15 years. Early, read by 4, pre-K and all I 16 think is critical, critical, and all the 17 partners that the Library has is 18 critical. 19 Over the last couple years, I 20 got to know the library a little more 21 in-depth than I have had in the past, and 22 that's not just included when I was younger, you get the card, you go in, you 23 2.4 get a book, you roll, and you get out of 25 here. I am one of the recipients of the

Page 49 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. 21st century library in Tacony, but in 3 addition to that, all the programs that I 4 discovered that you do and all the 5 outreach and all of the private sector 6 partners that you have to help the 7 program successful, all of the things that you do with your friends groups 8 9 that -- I'm always invited to read at a library. I'm always invited to 10 11 participate in some sort of program for children and for seniors. 12 13 My mother goes to the library 14 all the time, and a lot of time she goes 15 to go on the computer and have that as an 16 opportunity. So you are essentially 17 bridging the digital divide, and you know 18 you are, and you're doing that. And having the DRS, is that a direct employee 19 20 of the DRS program or is that somebody 21 from the private sector, one of the 22 service providers that are helping? 23 MS. REARDON: No. These are 2.4 City employees, full time. 25 COUNCILMAN HENON: And that's a

Page 50 1 4/11/18 - WHOLE - BILL 180162, ETC. commitment --2. 3 MS. REARDON: Yes. 4 COUNCILMAN HENON: -- that the 5 Library has made and that the City has 6 made. So I wanted to make --MS. REARDON: It was actually a 8 promotional position from our library 9 assistant. You have to promote through to a DRS position and test in. 10 11 COUNCILMAN HENON: The Library 12 is essential, and I have discovered so 13 essential in every neighborhood. 14 I mean, Council President, you 15 were around back then. I mean, I was not 16 in the elected position, but when we were 17 fighting over the closure of the 18 libraries. I mean, how ridiculous was I mean, that was crazy for the 19 that? 20 rate of return and investments in our 21 community. I mean, I have an entire 22 community that was built progressively 23 upon having people work, play, eat, and sleep in one neighborhood, and that 2.4 25 included the place of work, shelter, a

Page 51 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. library, one of the oldest libraries in 3 the City of Philadelphia, and our parks and recreation system, all available for 4 5 the communities. And that is not just 6 our children. I mean, it starts with our 7 children and it will always start with our children, but it is for everybody. 8 9 My libraries are filled with people day and night, day and night. 10 11 So in addition to just asking 12 how you continue to solicit private 13 sector partners to supplement some of 14 your services, it's just my pleasure to 15 work with the Library. And most of all, 16 we don't know unless we ask. So I want 17 to let every Councilmember know that 18 unless you ask the Library to be a partner with something -- I mean, they're 19 20 busy doing things for everybody in the 21 community and our kids and the many 22 programs. They have been so open for 23 conversation and willingness. I mean, we displayed the first time in Northeast 2.4 25 Philadelphia the AIDS quilt, which we

Page 52 1 4/11/18 - WHOLE - BILL 180162, ETC. were so proud of, where we are having 2. 3 SBA, small business learning centers, and 4 digital literacy groups that's happened 5 in the Library. Tonight, for example, 6 I'm having -- we're hosting -- well, 7 there's three things that are happening at one time in the community, but on my 8 9 commercial corridor, I'm having City Services Happy Hour. And I don't mean 10 11 happy hour in the sense of like a 12 margarita. After work the Library is graciously being a host for me, bringing 13 14 Revenue, L&I, Streets Department, 15 Commerce, my office together for small 16 businesses that help support the people in the community that utilize the 17 18 library. 19 So if you don't know and you 20 don't ask, thou shall not receive is how 21 I would say it. I don't mean to be 22 arrogant about it, but I want to say that 23 your team, your crew at all levels and its diversity that I have experienced in 2.4 25 every neighborhood has been fantastic.

Page 53 1 4/11/18 - WHOLE - BILL 180162, ETC. So that is really more of a 2. 3 complimentary kind of statement in my 4 time, because to me the last couple 5 years, it has been a little bit of a 6 pleasant discovery on how awesome you 7 are. 8 But can you explain how you 9 solicit your private sector support and interaction to keep them engaged with the 10 11 Read by 4 and some of the other partners? 12 Because it's leveraging resources that maybe we just can't provide. So I think 13 14 it's a good model. 15 So that's all I have for my 16 time. 17 (Applause.) 18 MS. REARDON: So do you want me 19 to explain how it is we work on the private sector side? Sure. 20 So the 21 significance of our organization is the 22 fact that we're hyper local and can get 23 at local communities, but the other piece of it is that we have the benefit of a 2.4 25 foundation and all of that cultivation,

		Page	54
1	4/11/18 - WHOLE - BILL 180162, ETC.		
2	whether it's through individuals,		
3	corporations, foundations who get the		
4	mission of the Free Library.		
5	COUNCILMAN HENON: Great.		
6	Thank you. I don't want to go overboard.		
7	It will be a little too much. It would		
8	go beyond complimentary.		
9	The Chair recognizes		
10	Councilwoman Sanchez.		
11	COUNCILWOMAN SANCHEZ: Thank		
12	you. I was going to say, you don't get a		
13	new clock because you're Chair now.		
14	Thank you, folks. Real quick,		
15	I have a couple of things. I also want		
16	to thank the Library System, in		
17	particular the role that the librarians		
18	have played, whether it's at Feltonville		
19	with some of our community issues, to		
20	McPherson with the opioid issue, at		
21	Marrero with the Puerto Rico issue. I		
22	really appreciate that work that's being		
23	done. That's not what they signed up		
24	for, but I appreciate the fact that they		
25	see that as part of their responsibility		

Page 55 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. in the community, and it doesn't go 3 unnoticed. So I want to thank you. 4 that, I look forward to our McPherson work, right? 5 6 MS. REARDON: Yes, indeed. COUNCILWOMAN SANCHEZ: It's 8 going to be very exciting. 9 I want to talk to you a little bit around your diversity numbers and --10 11 obviously they're low -- what, if 12 anything, you're doing and how can we be more helpful in ensuring that your 13 14 executive team and within your ranks you 15 have more diversity. 16 MS. REARDON: So like how we 17 worked with the Board, it's going to take 18 time, but we are looking to -- as 19 positions vacate when we put out job 20 descriptions, but we do have a very 21 significant diversity and inclusion 22 policy that was approved by the Board of 23 Trustees and submitted to the City a couple of months ago, and so --2.4 25 COUNCILWOMAN SANCHEZ: So do

Page 56 1 4/11/18 - WHOLE - BILL 180162, ETC. you have bilingual positions --2. 3 MS. REARDON: Yes, we do. 4 COUNCILWOMAN SANCHEZ: -- that 5 embrace --6 MS. REARDON: Yes, we do. Oh, 7 for sure. We have staff that speak an array of 130 different languages. And so 8 9 when we have a constituent comes in that speaks a language that's not at that 10 11 local library, there's a call list, and we will connect that constituent with the 12 staff member that speaks that. 13 14 COUNCILWOMAN SANCHEZ: 15 want the language. We also want the 16 cultural piece of it, right? So I'm 17 interested around how we get there, 18 because as we invest more in the Library System and the Library Systems are 19 20 community institutions, I'd like to see 21 that more reflective, again. I want to know what the limitations are, how could 22 23 we be helpful, and we can have a whole HR 2.4 situation. 25 MS. REARDON: One of the things

Page 57

1 4/11/18 - WHOLE - BILL 180162, ETC. 2. that's been important about the work that 3 we've done over the last couple years and you're seeing it come to real fruition is 4 5 the understanding of the need for the 6 position of a community organizer to 7 really get at that, what's happening in the community. Our librarians do a good 8 9 job of it, but it's that getting away from that building that's always tough 10 11 when you have a limited number of staff 12 members. So the community organizers 13 14 have been a group of folks that have 15 really been sort of working so deeply and 16 so tight with community and also working 17 with our staff to make sure that they're out in the community as well. 18 So it's been a dynamic really --19 20 COUNCILWOMAN SANCHEZ: And T 21 appreciate the fact that there's some 22 performance goals and stuff. I'd like to 23 see that more infused in part of your measurements. And I don't want to get 2.4 25 into the details of the performance-based

Page 58 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. budgeting situation, because I don't --3 it wasn't what I thought it was going to 4 be, and so I don't want to hold you to a 5 different standard than I'm holding the 6 Administration. Performance-based 7 budgeting is around vision, mission, operating goals, efficiencies, and 8 9 reinvestments, and that's not what we are at. But I just want you to know that 10 that's a work in progress. I appreciate 11 12 some of the goals that you infused here, but I didn't see some of the diversity 13 14 stuff in there. 15 And then, lastly, in 2016, we 16 started talking about the Municipal ID. 17 We reintroduced the bill, and I was very 18 grateful that the Library from the very beginning saw its value, and I see that 19 20 you continue to figure out how you get 21 more library cards in people's hands. The Administration is committed to it. 22 23 They put out an RFP. There's money in 2.4 the budget. 25 I'm a little concerned, because

Page 59 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. post Trump the conversation has changed, 3 and the only way we're going to make the 4 Municipal ID program work, if it is a 5 robust pride program and one around accessibility for not only the 6 7 undocumented community but underserved communities, as you've highlighted, the 8 9 prison population. We find that battle in the opioid addiction where we still 10 have this barrier of identification. 11 12 Is the Library System still very committed to that? And how do you 13 14 see it being an asset as you anchor the 15 cultural piece and the connectivity for 16 people? 17 MS. REARDON: So it's so 18 fascinating that you're bringing this up, because we, at our executive team 19 20 yesterday, had an elaborate 2.1 conversation --22 COUNCILWOMAN SANCHEZ: Good. 23 MS. REARDON: -- around our 2.4 library card and access points, 25 particularly -- and our focus was

Page 60 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. particularly the schoolchildren and how 3 it is we -- of course, the way we segment 4 our services and do we need to really 5 segment our services or can we have 6 ubiquitous cards that allows for anybody to come in and the fact that there was a 7 municipal card that could be your school 8 9 ID, that could be your bus transportation, that could be your 10 11 library card. It takes care of so many issues for us. 12 But the concern, though, just 13 14 to level the concern, would be we're so 15 conscious of First Amendment privacy 16 rights, and so built into having the 17 municipal card would be that piece of, 18 where we live and work as a profession, on protecting First Amendment privacy 19 20 rights. And so we are all in with feet 21 22 and toes and hands and fingers, but just 23 know that as part of the dynamic around that is the privacy issue. 2.4 25 COUNCILWOMAN SANCHEZ: And,

Page 61 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. again, in this world, we all want to 3 protect people, and I think the best way 4 to protect people is when the more people 5 are engaged, right, so it doesn't become this constituency. It's like this is a 6 7 Philadelphian card that people need just to walk into their City Hall, that kind 8 9 of thing, for public safety and all the other issues. But, again, the 10 11 connectivity. And I think now that we 12 consider ourselves the City of Champions, the issue of having pride and having your 13 14 Philly card, whatever we call it, is 15 hugely important. 16 So I just appreciate that and 17 want to keep you folks engaged. I know we're going to have a hearing soon. 18 19 MS. REARDON: Oh, we're there. 20 We're absolutely there. 21 COUNCILWOMAN SANCHEZ: And its 22 implementation, but its ability to work. MS. REARDON: Well, the other 23 piece of it, just when you think about 2.4 25 it, I've seen it, just from a library

Page 62

1	4/11/18 - WHOLE - BILL 180162, ETC.
2	perspective, how well it can work when
3	you use it at its best. So the model
4	comes from the Chicago public library in
5	their YOUmedia Center, which is a center
6	focused on teenagers, and how that school
7	library card and how the school card
8	and the library card mixed well together
9	for the constituents to come in. They
10	literally swipe in, and the library staff
11	is able to watch the progress, the sort
12	of capacity progress of that individual
13	to say really spend some more time in
14	technology, spend some more time in the
15	maker space, don't just sit here hanging
16	out, although hanging out is a healthy
17	thing as well. So how do we keep moving
18	and building the capacity of young people
19	because we're able to sort of track their
20	progress through their use of the
21	COUNCILWOMAN SANCHEZ: And
22	then, lastly, how do you see us
23	strengthening the library public system
24	relationship with the schools in light of
25	some of the budget challenges, the

Page 63

1 4/11/18 - WHOLE - BILL 180162, ETC. 2. library closures in the school? What are we doing that's working and what do we 3 need to do to expand that? As the School 4 5 District comes in and asks us for a major 6 investment, we don't want to lose sight 7 of that connectivity. What is it that we could be doing better? 8 9 MS. REARDON: So I think what's 10 going to be important there is that 11 nobody sort of disassemble the fact that 12 the public library system here is a piece of the education continuum in the City 13 14 and that you really shouldn't see them as 15 separate parts but as part of a continuum 16 of education resources and particularly in the out-of-school time. So there's 17 the piece of the day where the children 18 are in school and then there's all that 19 20 other time they're in a public library or 21 in other resources around the City and to have a flow of services and sort of 22 programs that match where the School 23 2.4 District wants to go in their goal sets, 25 having Read by 4th as that sort of

Page 64 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. opportunity space that says, here's where all of the partners are going to 3 contribute to the process, and then how 4 5 do we understand that these children --6 the way I love to do it and think about 7 our clusters is, how do you create that hyper local undergirding in communities 8 9 so that our children and their families are going from place to place and knowing 10 11 that -- this is where the card comes in 12 gorgeously, but it's also how it is that 13 the services actually reflect one another 14 and we're not competing with each other, 15 but that we're actually complementing 16 where each other are. 17 COUNCILWOMAN SANCHEZ: Right. 18 And I know this is initial at the adults, right, because it's not the kids. 19 I went to Roberto Clemente School. We had a 20 21 principal that actually bussed us to our nearest library, which is the Olney 22 23 branch, and we did that once a week, and 2.4 it was a natural part of what happened in 25 the week. In your case, we have schools

Page 65

1 4/11/18 - WHOLE - BILL 180162, ETC. 2. nearby, right? And I know in some cases 3 we have that where teachers appreciate 4 the space and bring the kids, but that 5 doesn't happen -- it's not across the 6 board. So I think we really -- the 7 adults need to figure this out, that connectivity. If we're going to make 8 9 substantial investments into the public system, right, into the public library 10 11 system, that connectivity has to be there and better infused. To the extent that 12 we could be more helpful in that and 13 14 drawing that message to Dr. Hite. 15 issue of buildings being different and 16 not breaking down those barriers is 17 complicated, because this is an adult 18 issue. 19 It is very much MS. REARDON: 20 an adult issue, and that's why the whole 21 concept behind the community schools is sort of where -- we began with our 22 cluster work, and our cluster work is 23 really about how our cluster leaders 2.4 25 become and their libraries become that

		Page	66
1	4/11/18 - WHOLE - BILL 180162, ETC.		
2	sort of community anchor to bring		
3	everybody together to have that adult		
4	conversation around the health of the		
5	community.		
6	COUNCILWOMAN SANCHEZ: And not		
7	use the excuse about the kids have to		
8	walk two blocks and they have to cross		
9	the street and we need permission slips.		
10	I mean, like really? Can we get through		
11	that?		
12	MS. REARDON: If we want to		
13	find an answer to sort of a no, we're		
14	going to find a no, but it's the		
15	opportunity to really push to yes, and I		
16	think that's harder but more the		
17	solutions are there.		
18	COUNCILWOMAN SANCHEZ: Thank		
19	you.		
20	Thank you, Mr. Chair.		
21	COUNCILMAN HENON: Thank you,		
22	Councilwoman.		
23	The Chair recognizes		
24	Councilwoman Blackwell.		
25	COUNCILWOMAN BLACKWELL: Thank		

Page 67 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. you very much. 3 I too would like to thank you 4 for the fine work that you do in our 5 whole library system and thought I'd like 6 to bring up, as I have in the past, where 7 we are with our George's library, 63rd and Lancaster. 8 9 MS. REARDON: So we have -- so 10 it is my hope that Rebuild gets us to our 11 George, right, and that George Institute -- I have to see where it is in 12 the Rebuild initiative, but that's one of 13 14 the -- but in addition to Rebuild, we 15 would have to raise private money. 16 So we have the thinking around 17 what would absolutely happen at that facility. And so it's more about how it 18 is we bring adult literacy and the 19 20 digital learning center and a culinary 21 literacy center within that facility. So 22 we already have it sort of designed, sort 23 of mentally designed. It's now getting the funding to make that happen. 2.4 25 that would be -- we would look to

Page 68 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. probably level the building that's there 3 and maybe keep a frame, but we really 4 would build a brand new building that 5 allows for this, which actually allows 6 for cheaper construction costs when you do a new build versus a restoration. 7 COUNCILWOMAN BLACKWELL: Will 8 9 you stay in touch, keep me informed? MS. REARDON: I will, yes. 10 11 I'll bring you pretty pictures. 12 COUNCILWOMAN BLACKWELL: Thank 13 you. We'll take them. Thank you. 14 Thank you, Judge. 15 Thank you, Mr. Chairman. 16 COUNCILMAN HENON: Thank you, 17 Councilwoman. 18 The Chair recognizes Councilman 19 Domb. 20 COUNCILMAN DOMB: Thank you, Mr. Chairman. 2.1 A couple other questions that I 22 23 would ask. I recently read, I think it was today actually, that Philadelphia's 2.4 25 competitive edge in the war for talent in

Page 69 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. the country, we're now number three for attacking talent, which is pretty 3 amazing, and we actually outpace Boston, 4 5 Portland, Seattle, and San Jose. JUDGE DEMBE: Well, they don't 6 have a very good football team. 7 COUNCILMAN DOMB: That's true. 8 9 That's true. So we're doing well in that 10 11 area, but one of my concerns is like in 12 the Read by 4 program, there are three 13 specific areas. I'm wondering if you 14 cover this in Read by 4. This is for 15 like kindergarten and up. Financial 16 literacy, entrepreneurship, coding, and 17 teaching technology. Is that part of the Read by 4? Are the books geared toward 18 those subjects? Is there any way the 19 20 Library can play a role, or maybe you're 21 already doing that also. MS. REARDON: So I'll have 22 23 Jenny come back up, but the predominance of what you're speaking of is actually 2.4 25 the work that's happening in our

Page 70 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. libraries is the work of librarians. 3 particularly financial literacy. And we 4 actually do have a coding program going 5 on, but that's through private resources that we've been able to push -- and 6 7 actually a collaboration with one of the banks. I'm trying to remember which one. 8 9 But it really is the work above -- so Read by 4th takes us -- and our focus is 10 11 really about getting children to read on 12 grade level by third grade. The work that we're doing 13 14 here -- and we are doing coding with children, but it's all about the other 15 16 stuff, is really the day-to-day work of 17 our librarians occurring throughout. And 18 depending upon where you are in the City 19 is where we'll focus on financial 20 literacy. So if a neighborhood librarian 21 really feels that the constituent that's 22 rising, that will be a program that that 23 librarian will look to bring into that particular location. 2.4 25 COUNCILMAN DOMB: So we're

		Page 71
1	4/11/18 - WHOLE - BILL 180162, ETC.	
2	actually teaching through the Library	
3	financial literacy for K through 4?	
4	MS. REARDON: I want to say	
5	yes.	
6	K through 4?	
7	MS. BOGONI: Yes.	
8	MS. REARDON: So Chris says	
9	yes, and I'll have Chris do you want	
10	to talk about it, Chris? Come on up.	
11	Witness approached witness	
12	table.)	
13	MS. CAPUTO: Hello. I'm	
14	Christine Caputo, Chief of Youth Services	
15	for Free Library.	
16	In our after-school program, we	
17	have an introductory financial literacy	
18	program for elementary school students	
19	that allows students to use their	
20	burgeoning math skills to understand the	
21	larger scope of what the math is for. So	
22	while it's not using a checkbook or a	
23	bank account, it is sort of introductory	
24	framework for financial literacy.	
25	COUNCILMAN DOMB: That's great.	

		Page	72
1	4/11/18 - WHOLE - BILL 180162, ETC.		
2	Is that from kindergarten and up?		
3	MS. CAPUTO: Yes; kindergarten		
4	to about 8th or 9th grade.		
5	COUNCILMAN DOMB: I don't know		
6	if it's in your area, but I was at a		
7	public school in the Northeast it		
8	might have been Councilman Henon's		
9	district where the kindergarten		
10	teacher actually had what I call a		
11	Code-a-Pillar where they're teaching		
12	kindergarten kids how to code, which was		
13	pretty amazing. So I'm just wondering if		
14	we're doing that in the Library System.		
15	MS. CAPUTO: We are. We just		
16	actually got some kits to use the		
17	Code-a-Pillars and the Bees and Bots and		
18	some of the other simple coding systems		
19	that we'll be rolling out this summer.		
20	COUNCILMAN DOMB: Okay. That's		
21	great. Thank you.		
22	Thank you very much,		
23	Mr. Chairman. Thank you.		
24	COUNCILMAN HENON: Thank you,		
25	Councilman. What's a Code-A-Pillar?		

Page 73 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. JUDGE DEMBE: Ask a 3 five-year-old. 4 COUNCILMAN HENON: I'm joking. I just have a question, and 5 6 I'll ask colleagues if they have any 7 other follow-ups, because we are so proud of our Library System and all its 8 9 components and its partners in every neighborhood. 10 11 Do you have Internet access to 12 help bridge the divide in every library? Because I know now we have the service at 13 14 least to the point of service at every public facility, which I think includes 15 16 the libraries, but what do you do with it 17 from there? I know what my district 18 does, but it would be nice to also hear 19 what other districts -- what's happening in other districts as well. 20 MS. REARDON: So let me 21 introduce John Meier, who is our Deputy 22 23 Director for IT and Digital Strategies, and he can tell you not only do we have 2.4 25 Internet access but we have really fast

Page 74 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. Internet access. I'm John 3 MR. MEIER: Yes. 4 Meier, the Deputy Director of IT for the 5 Free Library. 6 We, as of July 1 last year, 7 have been upgrading all of the capacity for each of the branches. 8 9 COUNCILMAN HENON: So you have fiber at every branch? 10 11 MR. MEIER: So the connectivity 12 speeds have gone from 100 meg capacity per branch up to a gig, and then the 13 14 central locations we'll move to 2 gig 15 capacity all the way to 20 gig outbound. 16 So obviously you're seeing substantial 17 increase, which will then allow more of 18 the programmatic activity that relies on obviously the Internet to be able to 19 20 perform at the need or at the level that 21 it needs to perform. 22 COUNCILMAN HENON: Right. 23 having said that, does every library or most of the libraries, are they 2.4 25 essentially a KEYSPOT for the communities

Page 75 1 4/11/18 - WHOLE - BILL 180162, ETC. so they have computers that utilize the 2. enterprise speed that --3 4 MS. REARDON: Actually, I 5 think -- I know I'm bragging, but I know 6 we're faster than KEYSPOTs because we have the benefit of federal E-rate 7 funding that comes to schools and 8 9 libraries. And so we get federal funding --10 11 COUNCILMAN HENON: You get 12 reimbursement, right? 13 MS. REARDON: Pardon? 14 COUNCILMAN HENON: You get 15 reimbursed. 16 MS. REARDON: Yes. Correct. 17 And the thing that we also have in each of our -- as I had mentioned, was our 18 digital resource specialist, which helps 19 20 support people in their utilization and use of the Internet, but also it's some 21 of the enterprise -- what we call the 22 23 enterprise stuff in being able to really push out digital strategies. And so each 2.4 25 of our neighborhood libraries has

Page 76 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. constant contact in order to be able to 3 push out neighborhood programming so 4 their constituents who sign up with an 5 e-mail address, and we allow anybody that 6 comes in to sign up. You get an e-mail 7 address. So if you're brand new to the United States, particularly the work 8 9 that's being done at Lillian Marrero, for instance, a lot of refugees from Puerto 10 11 Rico are in the Lillian Marrero catchment 12 area and have been coming in to the library, signing on for an e-mail 13 14 address, and being able to communicate 15 with their friends and family back in 16 Puerto Rico. I mean, that's just sort of 17 an opportunity that we put out there for 18 people who are refugees and new to the 19 United States. 20 COUNCILMAN HENON: That's 21 great. And I wish and I hope moving 22 forward that you would promote that a 23 little bit more about bridging the digital divide, taking things in your 2.4 25 own -- things that you can control and

Page 77 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. offer yourself through additional 3 programs and partners like CareerLinks 4 and giving people the opportunity to go 5 online, not as a luxury but as a 6 necessity as they look for employment or 7 they want to keep in touch with folks they've been separated from, because we 8 9 are a pretty awesome city and we try to treat people as fair as we possibly can 10 11 and give them the resources. 12 MS. REARDON: So, Councilman, there's also -- Andrew mentioned before 13 14 our work being done in our Paschalville 15 library, which is a collective impact 16 where we have a number of local community 17 organizations -- CareerLink is one of 18 them -- to bring together people to help 19 move people to employment in an area of 20 high unemployment, and we use our digital 21 capacity in that way to make sure that folks are getting online, they understand 22 23 how to use a computer, they apply for jobs and they understand -- and they get 2.4 25 the right technology support so that

		Page	2 78
1	4/11/18 - WHOLE - BILL 180162, ETC.		
2	they're very comfortable.		
3	COUNCILMAN HENON: How many		
4	neighborhood libraries do you have?		
5	MS. REARDON: So there are		
6	48 49 neighborhood libraries, three		
7	regional libraries, which are larger,		
8	Parkway Central, which is our central		
9	library, the Rosenbach Museum and		
10	Library, which is our rare book and		
11	museum library, and then we have four		
12	hotspots, which are local community-based		
13	organizations where we put technology		
14	training into community-based		
15	organizations, and one of those hotspots		
16	is actually at the airport as well.		
17	COUNCILMAN HENON: Great.		
18	MS. REARDON: We have 60		
19	locations around the City.		
20	COUNCILMAN HENON: Okay.		
21	Great. Hopefully we can continue to		
22	promote folks to stop by and utilize the		
23	programs.		
24	MS. REARDON: That's right.		
25	COUNCILMAN HENON: Thank you.		

		Page 79
1	4/11/18 - WHOLE - BILL 180162, ETC.	
2	Any other members have any	
3	other questions?	
4	(No response.)	
5	COUNCILMAN HENON: Well, we	
6	appreciate your testimony today, and	
7	thank you for all you do.	
8	(Thank you.)	
9	COUNCILMAN HENON: The Chair	
10	does recognize	
11	COUNCILWOMAN BROWN: Forgive	
12	me. I was conferring with a colleague.	
13	I did have two more questions.	
14	Okay. First, I want to	
15	underscore, put in bold letters,	
16	underscored three times, with exclamation	
17	points the value and importance of	
18	diversity up and down the table of	
19	organization. And just as you have been	
20	intentional in moving to a board that	
21	looks like Philadelphia, it's imperative	
22	that when young people, black and brown	
23	young people, come into the libraries,	
24	that they see people who look like them,	
25	because if they can't see it, they can't	
İ		

Page 80 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. believe that they too can aspire to that type of opportunity. And so we'll look 3 to hear in the next couple years what 4 5 strategic pathways you've taken to change 6 that paradigm. And to underscore Councilwoman Sanchez's concern, it is consistent across City departments that 8 9 there are too many that are not intentional in making sure that 10 11 professionals from the Latino community 12 are a part of the mix of that particular 13 department, and so I need to punctuate 14 that point, because it really matters to 15 us that we have a government across 16 departments that look like Philadelphia. 17 JUDGE DEMBE: Councilwoman, can 18 I just point out to you that when we did the 21st century libraries, the 19 20 renovation of the four most recent ones, 21 we were very intentional about the hiring 22 for the people to do that work, and the 23 participation rate of minorities and 2.4 women-owned enterprises was almost 64 25 percent. So we are on it. We are taking

Page 81 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. it very seriously. COUNCILWOMAN BROWN: Okay. 3 we need that on the staff side as well. 4 5 When reading budget testimony, 6 I try to pay particular attention to how well departments are doing, especially when you're doing renovations, in the 8 9 area of energy conservation, environment, sustainability, all those that fall under 10 11 that umbrella of trying to grow a greener 12 city. So just elaborate for a bit on how 13 that has been a factor in your reopening 14 of the four neighborhood libraries and 15 the renovations. 16 MS. REARDON: Right. So we 17 have been working with PECO in particular as well as the City's Office of 18 Sustainability to make sure that our 19 20 systems are energy efficient and even 21 catching the water particularly in the 22 libraries where we have larger land area, 23 like the Lovett library. We've been 2.4 working with the Water Department to 25 ensure that we have the right systems in

Page 82 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. order to capture water. So PECO was -- I'm just trying 3 4 to find the conversation around PECO in 5 which we -- they worked with us to ensure 6 that the energy efficiency of all five of the buildings that have been renovated 7 8 are going -- where we are actually giving 9 back energy to the City into that, into the bucket there. I'm not using the 10 right terminology, but I know that these 11 12 five buildings in particular are enormously energy efficient, but we're 13 14 working with the rest of the libraries as 15 well, going library by library, working 16 with the City's Office of Sustainability 17 to ensure that at least the lighting 18 systems and the energy systems are upgraded to a point where they're 19 inordinately energy-efficient buildings. 20 2.1 COUNCILWOMAN BROWN: And I 22 think we need to -- I was speaking 23 offline with your staff about what really is a celebratory moment, that you found a 2.4 25 general contractor who was intentional

Page 83 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. about making sure that those working in those renovations were meeting goals. 3 4 MS. REARDON: Oh, my gosh, yes. 5 COUNCILWOMAN BROWN: I think -go ahead. 6 MS. REARDON: You know, that was a company by the name of Intech, was 8 9 our construction manager for the four neighborhood libraries that were 10 11 renovated. That is a truly superior firm 12 to work with on just about every level. They were intentional about who gets 13 14 hired, where they're hired, and the 15 trades that they're in, but they really 16 cared about the quality of the building 17 product, the construction materials. 18 They were really careful around engaging -- the community engagement of 19 20 that firm was really, I thought, 21 exceptional. 22 COUNCILWOMAN BROWN: Made a difference. 23 2.4 MS. REARDON: It really did, 25 and hired local people to be able to

Page 84 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. support any concern in the local 3 community. 4 The other piece of it is where 5 there were issues around property lines, 6 you know, old trees and how we would move 7 old trees so we weren't killing the sort of aging infrastructure in that area, it 8 9 was key for them. COUNCILWOMAN BROWN: Well, it's 10 11 not often that we hear of general 12 contractors that have figured out what too many members of Council ask ad 13 14 nauseam during budget hearings, and I'm sure that's music to Councilwoman Jannie 15 16 Blackwell's ears given all of what's happening in West Philadelphia, and maybe 17 we can have Intech come in and share with 18 Councilmembers how they were able to do 19 20 that in a way where you exceeded your 21 goals because of being intentional and that it really is doable if you have 22 23 leadership that philosophically gets it. 2.4 MS. REARDON: Right. And I'm 25 sure Craig Sabatino would -- he's the

Committee of the Whole April 11, 2018

		1
		Page 85
1	4/11/18 - WHOLE - BILL 180162, ETC.	
2	CEO would be happy to do it.	
3	COUNCILWOMAN BROWN: We'll	
4	certainly follow up on that.	
5	MS. REARDON: He worked hard.	
6	He worked hard. He did. His whole team	
7	worked really wonderfully well.	
8	COUNCILWOMAN BROWN: Thank you.	
9	Thank you very much.	
10	Thank you, Mr. Chairman.	
11	COUNCILMAN HENON: Thank you,	
12	Councilwoman.	
13	Any other questions from other	
14	members?	
15	(No response.)	
16	COUNCILMAN HENON: Being none,	
17	thank you so much for your testimony and	
18	your service.	
19	(Thank you.)	
20	(Applause.)	
21	COUNCILMAN HENON: This brings	
22	us to our next public hearing, Mural	
23	Arts.	
24	(Applause.)	
25	(Witnesses approached witness	

		Page	86
1	4/11/18 - WHOLE - BILL 180162, ETC.		
2	table.)		
3	COUNCILMAN HENON: Let us know		
4	when you are ready technically and then		
5	we'll start our hearing.		
6	Welcome, Mural Arts. You may		
7	state your name and proceed with your		
8	testimony.		
9	MS. GOLDEN: Sure. My name is		
10	Jane Golden and I'm the Executive		
11	Director of the City of Philadelphia		
12	Mural Arts Program, and with me is Joan		
13	Reilly, our Chief Operating Officer.		
14	Thank you for the opportunity		
15	to speak with you today. Thank you to		
16	the many people who are here to support		
17	the arts.		
18	(Applause.)		
19	MS. GOLDEN: I'm like always		
20	really excited to testify in front of		
21	City Council, so thank you, and to		
22	testify today for the Class 100 and 200		
23	allocations.		
24	We know that it's a challenging		
25	budget cycle, and in a year like this,		

Page 87 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. you might wonder, why Mural Arts? Well, 3 I can assure you that in the last year, thanks to the City's support, more voices 4 5 were heard, more artists were engaged in 6 creating beautiful public art, and more 7 innovative strategies were put into action. In FY17, our broad trajectory of 8 9 projects, partners, and education sites across the City engaged more than 25,000 10 11 people, and we completed 52 public arts 12 projects as well as 30 mural 13 restorations. In FY18, we've already 14 completed 65 public art projects and 15 many, many more to come. 16 But what is important to note 17 is, our work goes far beyond the paint. 18 It's about bringing beauty to people's lives and also about representing every 19 20 neighborhood and every community. 21 about equity. It is about workforce 22 development, health and wellness, 23 building hope and resilience in communities, strengthening our schools, 2.4 25 and providing opportunities for all.

	Page	88
4/11/18 - WHOLE - BILL 180162, ETC.		
Just this year alone, we		
joyously completed the Latino Heroes		
mural on the site of Julia de Burgos. We		
commemorated the late firefighter,		
Lieutenant Joyce Craig. We painted the B		
Street Bridge by Gurney Street, and an		
inspiring tribute we did to an African		
American scientist at the Girls and Boys		
Club in Germantown. We did a moving		
portrait of Officer Wilson in West		
Philadelphia. We're now doing a portrait		
of Octavius Catto, and we are		
transforming the intersection of 29th and		
Ridge. And that is just a teeny bit of		
the portfolio. From the towpath of		
Manayunk to Bartram's Garden, to Vernon		
Park, to the Far Northeast, to the work		
we do in South Philadelphia with		
Southeast by Southeast and now Trash		
Academy, in Point Breeze, Strawberry		
Mansion, Logan, Norris Square, and		
Tacony. You name it, our work is pulsing		
throughout the City. The murals are		
truly the autobiography of Philadelphia,		
	Just this year alone, we joyously completed the Latino Heroes mural on the site of Julia de Burgos. We commemorated the late firefighter, Lieutenant Joyce Craig. We painted the B Street Bridge by Gurney Street, and an inspiring tribute we did to an African American scientist at the Girls and Boys Club in Germantown. We did a moving portrait of Officer Wilson in West Philadelphia. We're now doing a portrait of Octavius Catto, and we are transforming the intersection of 29th and Ridge. And that is just a teeny bit of the portfolio. From the towpath of Manayunk to Bartram's Garden, to Vernon Park, to the Far Northeast, to the work we do in South Philadelphia with Southeast by Southeast and now Trash Academy, in Point Breeze, Strawberry Mansion, Logan, Norris Square, and Tacony. You name it, our work is pulsing throughout the City. The murals are	Just this year alone, we joyously completed the Latino Heroes mural on the site of Julia de Burgos. We commemorated the late firefighter, Lieutenant Joyce Craig. We painted the B Street Bridge by Gurney Street, and an inspiring tribute we did to an African American scientist at the Girls and Boys Club in Germantown. We did a moving portrait of Officer Wilson in West Philadelphia. We're now doing a portrait of Octavius Catto, and we are transforming the intersection of 29th and Ridge. And that is just a teeny bit of the portfolio. From the towpath of Manayunk to Bartram's Garden, to Vernon Park, to the Far Northeast, to the work we do in South Philadelphia with Southeast by Southeast and now Trash Academy, in Point Breeze, Strawberry Mansion, Logan, Norris Square, and Tacony. You name it, our work is pulsing throughout the City. The murals are

Page 89 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. reflecting our lives, our stories. 3 City support is critical to keeping these 4 stories alive for residents and visitors 5 who are hungry for them. And we know 6 this for a fact, because just this year, 7 15,000 people have taken mural tours. People coming from all over the world to 8 9 see the collection. 10 We also manage an aging 11 collection through our Restorations 12 Program, and City support helps make that happen. It is critical. Though we may 13 14 be small, we are mighty and we are a 15 tenacious engine for innovation. And our 16 colleagues in City government we find often turn to us for us to bring new 17 methods of problem-solving to the table, 18 and we always love that and welcome it. 19 20 Our funders, in fact, regularly tell us 21 that City support is a powerful incentive for their investment, because it 22 23 demonstrates our alignment with big-picture strategies and it creates 2.4 25 stability, which is so true.

Page 90 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. Our Porch Light program, our 3 collaboration with the City's Department of Behavioral Health and Intellectual 4 5 disAbility Services continues to evolve 6 and grow, allowing us to have greater and 7 more sustained impact around community health. 8 9 In 2017, we expanded our hub-based practice. That's where we take 10 11 over empty storefronts and turn them into wonderful community centers. We have a 12 new Porch Light storefront in Kensington, 13 14 which provides resources to an area 15 fractured by addiction, crime, and 16 housing insecurity. This storefront has 17 become a community space where neighbors can create art and connect with resources 18 to live better, healthier lives. 19 20 We witness on a daily basis how 2.1 individuals feel more empowered, more hopeful, and more connected to others. 22 23 We see people move from the darkness to the light, and people from the community 2.4 25 who feel traumatized just generally feel

Page 91 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. this is a safe and inspiring place to be. 3 We are gratified to say that 4 our Art Education Program continues to 5 serve over 2,000 young people throughout 6 Philadelphia each year. Students in our 7 program create public art, but they also become spokespeople, entrepreneurs, and 8 9 change agents. They gain real-world experience and, most importantly, they 10 11 find their public voice. 12 In addition to offering 13 after-school and summer programs, we are 14 currently scaling up our integration 15 model that merges math, science, and art. 16 Over the next year, partners in the 17 regional biotechnology industry will 18 support our work, integrating art into 19 STEAM subjects, culminating in a new collection of artworks to be unveiled at 20 2.1 the 2019 BIO International Convention, 22 and all this underscores Philadelphia's 23 role in the global economy. And what about our Restorative 2.4 25 Justice Program? Our Guild is here

		Page	92
1	4/11/18 - WHOLE - BILL 180162, ETC.		
2	today.		
3	(Applause.)		
4	MS. GOLDEN: That's our reentry		
5	program. They're awesome.		
6	In late, 2017 we received a		
7	major grant for this work from the new		
8	Art for Justice Fund, from the Ford		
9	Foundation it was so competitive		
10	launching us onto a national stage. We		
11	will use these funds wisely to add a new		
12	cohort to the Guild, our paid		
13	apprenticeship program for formerly		
14	incarcerated people and young adults on		
15	probation. We are also starting a		
16	fellowship program for formerly		
17	incarcerated artists. We're doing a		
18	major public art project. We're wrapping		
19	something beautiful around MSB, and we're		
20	working with the City's MacArthur		
21	Foundation-supported Safety and Justice		
22	Challenge to bring down the county jail		
23	population.		
24	It is exciting to witness how		
25	men and women of the Guild are		

Page 93 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. transformed by the opportunity to learn 3 new skills and to beautify public space. 4 Right now many of them are working to 5 transform 29th and Ridge, and it is 6 amazing to see the work they're doing. 7 Our stats speak for themselves, 15 percent recidivism, 15 percent, compared 8 9 to the state average of 35 percent. 85 percent of our Guild members move on 10 11 to employment. It is a program that is 12 both pragmatic and aspirational. 13 And as we pay attention to 14 individual change, we also think about 15 the civic life of our city and how 16 Philadelphia fares as it relates to arts and culture. So this past fall we were 17 18 gratified to produce Monument Lab, a 19 citywide exhibition that initiated a 20 critical dialogue in Philadelphia and 21 beyond about who gets represented in public space today, an issue being 22 23 discussed around the country. 2.4 addition to presenting 20 prototype 25 monuments created by a range of

Page 94 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. forward-thinking artists, we collected 3 over 4,000 ideas from Philadelphians 4 about monuments that they would like to 5 see happen. 6 Finally, we are equipped to 7 help others learn from our experiences through the Mural Arts Institute, a new 8 9 branch of our organization devoted to fostering innovation and providing 10 11 capacity-building around the country. are excited to embark on our first 12 multi-city initiative in 2018. 13 14 In pursuit of the common good, 15 Mural Arts is constantly evolving and 16 building on the strong sense of community 17 that defines our city. We hope that you 18 take pride as our visionary supporters and collaborators in igniting this 19 20 change, and we thank you deeply, deeply, 21 deeply for helping us get to where we are 22 now. 23 Thank you from the bottom of my 2.4 heart. 25 (Applause.)

Page 95 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. MS. GOLDEN: And we are ready to answer any questions. 3 4 COUNCILMAN HENON: Well, let me 5 start off by saying I don't think there's 6 anybody who can warm up a room -- it was 7 a little chilly until you gave your testimony -- who warms up a room like you 8 9 do, Jane, with your enthusiasm, but it is all based on not just your commitment, 10 11 but the programs that you have. 12 outcomes that you have really do work and change neighborhoods, revitalize 13 14 neighborhoods, and you over the past 15 seven years have made me become a 16 believer. And in my previous role before 17 entering the City Council, we've always been a supporter of Mural Arts, and I 18 know the building trades have always 19 contributed in-kind services and 20 21 resources to help with some of these 22 programs that cuts back on the recidivism 23 and puts people to work and gives them 2.4 second chances. So I thank you for that. 25 Our neighbors thank you for that, because

Page 96 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. we're diverting some of the idle hands 3 and putting the artistic and creative 4 minds of adults and children to futures, 5 and Mural Arts is a direct connect to 6 that. And speaking of -- before I say more nice things, on Page 5 of your 8 9 testimony, you state that the recidivism rate of the Guild, of the reentry 10 11 program, is roughly around 15 percent. 12 How much does the department save the City and State in terms of costs and 13 14 lowering the recidivism rate? 15 MS. GOLDEN: That's a great 16 question. I mean, I know that it's about 17 55,000 to have a person at Graterford 18 Prison, and I know that our costs per participant would be a couple thousand 19 20 dollars probably. So, I mean, I think 21 it's a huge savings. I mean, it's 22 investing in people. And I know that we 23 brought a potential funder to visit with the Guild last week, and just to hear the 2.4 25 men and women talk about the experience

Page 97 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. of learning skills but also about putting 3 skills to work in public spaces, I think that is really -- that makes a huge 4 5 difference. 6 Everyone you see here today and 7 beyond, because we're serving close to 100 people a year with this program, I 8 9 mean, everybody is becoming like a community hero. And that B Street 10 Bridge, we couldn't have done it without 11 12 the Guild. Recreation centers are transformed. We're not doing it without 13 14 the Guild. And they can fly into action, 15 as Councilman Domb knows, at a minute's 16 notice. When someone calls and there's a 17 problem in the City, we can address it 18 quickly and efficiently. 19 COUNCILMAN HENON: Right. 20 I'm going to be working with Councilman 21 Domb on a couple things up in the 22 Northeast. He just doesn't know it yet. 23 But it's going to be awesome. Just as I had discovered the Library and the depth 2.4 25 of its effect on people's lives, Mural

Page 98 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. Arts, you've been an incredible partner 3 with me for the past seven years. One of the hubs is in Tacony where there was a 4 5 vacant storefront on the commercial 6 corridor, two storefronts, where when the 7 library was shut down for two years, we came up with a pilot concept of a 8 9 satellite library. Instead of putting librarians and people who service our 10 community somewhere else, we kept them in 11 12 the neighborhood, but we matched it and shared space with an artist-in-residence 13 14 program that's open to the community for 15 adults and for children and programs and 16 public art. Public art isn't just a 17 mural or a fresco, which we have, but it is conceptual designing and teaching 18 people how art is designed into flags, 19 20 into the quality of life of our 21 neighborhood, but they are all done by 22 surveys from people of the community. 23 So your artwork not only reflected just the history of the 2.4 25 community, but people's personal

Page 99 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. attachment to the community that they live in or the community that they've 3 4 chose to live in, and I think that has no 5 price tag to it. 6 So we have done a lot of work 7 together. This Saturday we have a big announcement about some things that we've 8 9 planned. We're calling it the Mural Mile, and we've selected X amount -- I'm 10 not going to say it publicly because 11 12 everybody will want to do it, but a certain amount of murals within a mile to 13 14 have a very strategic impact, but 15 community input and private sector input. 16 So for those who want murals, the City doesn't fund at all, because we keep 17 Mural Arts harmless when it comes to 18 19 budgeting where sometimes they decrease the amount of funding, but every time 20 21 they decrease the amount of funding, they're decreasing -- or increasing the 22 23 recidivism rate. They're decreasing the quality of life in our neighborhoods and 2.4 25 they're decreasing the amount of

Page 100 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. partnerships that you're able to sustain 3 over a period of time. 4 So that's just my personal 5 opinion and my personal experience on how 6 pleasant it is to be a true sustainable 7 partner with Mural Arts in every aspect. So we're doing a lot of good things 8 9 together. That's just me. I see it across the City of Philadelphia, and hope 10 11 that you continue to do what you do, 12 because I now know how to paint by numbers. All right? 13 14 MS. GOLDEN: Thank you very 15 I appreciate that. much. 16 COUNCILMAN HENON: The Chair 17 now recognizes Councilman Domb. 18 COUNCILMAN DOMB: Thank you, 19 Mr. Chairman, and I look forward to 20 working with you on whatever you're 21 talking about. Good afternoon. 22 23 MS. GOLDEN: Good afternoon. 2.4 COUNCILMAN DOMB: First of all, 25 I just want to say I love Mural Arts.

Page 101

1 4/11/18 - WHOLE - BILL 180162, ETC. 2. I'm a big supporter. You guys do a great 3 I've actually witnessed everything you do, from taking those photos at 18th 4 5 I just noticed my ugly and Sansom. 6 pictures on the front of that magazine. I look horrible in there, but that's 7 okay. But also I saw what you did at the 8 9 tunnel on Belgrade between Somerset and Lehigh and how you coordinated everything 10 11 for a shoestring of a budget. I don't 12 know how you did it for \$10,000, but you changed the environment of that whole 13 14 area. I think that's one of the biggest 15 messages that you provide, is you come 16 into neighborhoods and you change the 17 environment and you change how people feel about their environment. 18 19 This was an environment under 20 that area where there were mattress and 21 stoves and all kinds of trash constantly 22 being dumped on Belgrade Street between 23 Lehigh and Somerset. Once the mural went 2.4 up -- and CLIP has done a good job also 25 in containing it. Let me give them a lot

Page 102 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. of credit. But once that Mural Arts 3 occurred, I think returning citizens do that work, which was pretty amazing. 4 5 It's a piece of artwork, and for \$10,000 I think it cost to do it, it was an 6 7 amazing, amazing, amazing job. 8 MS. GOLDEN: Thank you. 9 COUNCILMAN DOMB: Let me speak about the Prison costs for a moment. 10 11 full Prison budget, with all fringe 12 benefits, is 370 million. We're at 5,600 13 prisoners right now. So it's 66,000 per 14 person. 15 MS. GOLDEN: Wow. 16 COUNCILMAN DOMB: If you take 17 out the pension liability piece, which 18 the City has no matter what, it's 320 million, which makes it about 57,000. 19 20 But still when you think about -- I think this body would be very interested in 21 expanding a program that included 22 23 returning citizens getting involved and 2.4 getting them out of the State Road 25 process there. So if you want to come

Page 103 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. back to us with another program that's 1 3 million or 2 million more that 4 demonstrates we're taking 50 or 100 5 people out of the process where it's 6 costing us \$60,000 a year, I think our 7 Council will be very supportive. 8 (Applause.) 9 COUNCILMAN DOMB: Anyway I just want to thank you for your work and what 10 11 you do. 12 MS. GOLDEN: Thank you. COUNCILMAN DOMB: Besides the 13 14 economics, it's changing people's lives, because I was there and watched them 15 16 paint and saw how they were working. Ιt 17 was tremendous. So thank you. 18 MS. GOLDEN: Thank you. I also 19 want to say we have a great program at 20 Graterford Prison, and what's interesting 2.1 is that we have -- a lot of people are doing social justice work. We've been at 22 23 Graterford and doing social justice work 2.4 since 2002. So we are truly 25 long-distance runners. And when we

Page 104

1 4/11/18 - WHOLE - BILL 180162, ETC. started working at Graterford, the men 2. 3 said, You guys are tourists, you're going 4 to come here, put it on your resume, get 5 a grant, and never come back. And I'm 6 like, Do not say that. Mural Arts, we're a tenacious lot. 7 8 One of our participants there, 9 Luis Gonzales, he got out a few months ago. He was a juvenile lifer. And we've 10 11 had the pleasure and privilege of being 12 still in touch with Luis. He came by Mural Arts last week and talked so 13 14 eloquently about the impact of that class on his life. 15 16 So we continue also to work 17 behind the walls and work with people 18 coming home, because we realize we have to do it all. And with our Art Education 19 20 Program, while we work in many public 21 schools and recreation centers, we also are at the Juvenile Justice Service 22 Center, at St. Gabriel's Hall. 23 2.4 realize there are a lot of young people 25 in this city who have fallen through the

Page 105 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. cracks, and we want to be a safety net 3 for them. 4 (Applause.) 5 COUNCILMAN GREENLEE: Thank 6 you, Councilman. Councilwoman Sanchez. 7 COUNCILWOMAN SANCHEZ: Thank 8 9 you. Good afternoon. 10 11 MS. GOLDEN: Good afternoon. 12 COUNCILWOMAN SANCHEZ: 13 quick, I really want to thank you. 14 know that we have had quite some 15 challenges, and I really appreciate the 16 work that you've all done, your entire 17 team, thank them all, as we've worked around the Gurney Street project. 18 really thank you for helping to motivate 19 20 the community in this process of trauma 21 and the challenges that we face. It's 22 hugely important. Thank you for not 23 shying away from hard tasks, right? the storefront project, everything that 2.4 25 we've done there, and there's a

Page 106 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. complexity of issues around homelessness 3 and a bunch of other stuff, but you continue to provide some level of there's 4 5 a rainbow at the end of all of this and 6 we can get through this whole process, 7 and I really thank you. The Wall Ball is so much fun, 8 9 and I want to thank you for recognizing both Joan that we love and Michelle Ortiz 10 11 who I am --12 (Applause.) 13 COUNCILWOMAN SANCHEZ: -- a fan 14 of. 15 A couple of years ago we really 16 wanted to incorporate Mural Arts in the 17 work that we were doing in Parks and Rec, so I wanted you to talk a little bit 18 about some of the successful stories 19 around that and still some of the 20 21 challenges and where are you around the 22 Rebuild and us really incorporating Mural Arts in some of that work. 23 2.4 MS. GOLDEN: Sure. Well, I 25 would say we love working with Park and

Page 107

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           4/11/18 - WHOLE - BILL 180162, ETC.
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         Rec. We have a lot of respect for what
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         they're doing, and of course their
 4
         Commissioner, Kathryn Ott Lovell, was at
 5
         Mural Arts for many years. So we have a
 6
         good relationship with them. And I think
 7
         that Feltonville was really a good
         example of the artist who transformed
 8
 9
         that space. It was just -- it's
         stunning. You know, we got to see the
10
11
         work that was done there firsthand.
         I like that the Guild is also smart about
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13
         when they go into places, what are the
14
         other things that we could be working on.
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         Like, oh, we see kids don't have cubbies,
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         they're putting their backpacks on the
17
         floor, so let's build them.
                                     We see a
18
         fence that's falling apart, let's take
19
         care of that.
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                   So we feel like we want to be
21
         like an engine, like the go-to people,
22
         that you could call us and say, please
23
         take care of this, we know that wasn't in
2.4
         your initial scope, but what else can you
25
         do. Like we like that, and I'm just
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Page 108 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. going to speak on behalf of Dawan, who 3 runs the Guild. 4 COUNCILWOMAN SANCHEZ: Yes, the 5 Guild. 6 (Applause.) 7 COUNCILWOMAN SANCHEZ: I asked the guys if they were going to perform. 8 9 I asked them if they were going to perform, and they said they were ready, 10 11 but we're not going to put you on the 12 spot. I would just add, 13 MS. REILLY: 14 when you call us and it's not just fixing 15 a problem in a community that deserves to 16 be fixed, it's also providing the 17 opportunity for job training, for capacity-building, for resume-building, 18 and welcoming people back home when they 19 20 have that opportunity to return to 21 neighborhoods they may have families in and get to give back. And that day when 22 23 they do that dedication and the Guild is out there and people are thanking them 2.4 25 for the extraordinary work they did, you

Page 109 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. can't put a price tag on the difference 3 that makes in one's ability to really come back home and take their place, 4 5 finding employment, and being a 6 contributing member of society. So those inquiries, some people think we're just getting a fence fixed or 8 9 a liability turned into an asset. doing so much more. That's why we 10 11 believe we're like the front-end 12 investment with a huge back-end return. 13 MS. GOLDEN: And then, 14 Councilwoman, to answer your question 15 about Rebuild, we've been paying close 16 attention. We didn't -- we were advised 17 not to apply -- and we thought this was good advice -- to be a project user, but 18 we've been visiting all the project 19 20 users, telling everybody we would love to 21 subcontract, because this is our sweet 22 spot. And I really feel in some ways we 23 were Rebuild before Rebuild, right? We've been doing this for so many years. 2.4

So we're ready and very excited about it.

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Page 110 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. COUNCILWOMAN SANCHEZ: Okav. So in terms of the project user world, 3 you feel like everybody knew or was at 4 least somewhat familiar about how 5 6 involved you've been in some of the open 7 public spaces? MS. GOLDEN: Yeah. 8 What's 9 interesting is that we've gone to -there's still a few people on the list we 10 11 haven't seen, but everyone we have 12 visited, they're like, when can we start? They're like so eager to start working 13 14 with us. So that's nice. 15 COUNCILWOMAN SANCHEZ: 16 about our current work on the traditional 17 stuff? I feel like you. Before Rebuild, I had my ten-year plan. So I've been 18 19 working my ten-year plan. 20 In the traditional work, how 21 have you seen us be able to improve? I 22 mean, obviously you know I incorporate 23 you in whatever I can, but system-wide, 2.4 do you see more infusion? 25 MS. REILLY: Opportunity to

Page 111 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. collaborate, you're saying? I think 3 we're just limited by resources, right? 4 So the more -- because at the end of the 5 day, it does take human capital and it 6 takes some dollars, but we feel like 7 we've got the human capital. We have the extraordinary artists. And the work, 8 9 again, it's often a harbinger of other things to come, right? Rebuild, your 10 11 ten-year plan needs much more than what 12 the art can provide, but the art really engages the community. It brings hope 13 14 and possibility. People have a sense of 15 what's going to come next. So like the 16 way we're seeing the robins come out in 17 the spring, that's a big part of what we can be for the City. So we would 18 actually welcome more opportunity. 19 MS. GOLDEN: We would welcome 20 21 more opportunity. 22 MS. REILLY: More opportunity 23 to work particularly on the public buildings and in the public sector. 2.4 25 COUNCILWOMAN SANCHEZ: I think

Page 112 1 4/11/18 - WHOLE - BILL 180162, ETC. that's hugely important. 2. 3 And then, lastly, I know that we've been talking years around going 4 5 back and doing some of the touch-up for some of the murals. How are you making 6 7 out on that, going back and just the stuff that -- because that's the hard 8 9 stuff. It's just like when we build affordable housing, when the 15 years are 10 11 up and we have to reinvest and just kind 12 of upgrade. MS. GOLDEN: Well, I want to 13 14 say Kate Jacobi is here, who runs our 15 Restoration Program. I mean, we're very 16 thankful to the City, because we are able 17 to route some of our City dollars into our restoration fund, because funders, 18 the private sector, no one really wants 19 20 to fund old stuff. Everybody wants 21 something new. So I just want to -- and 22 I want to thank all of you so much, 23 because without the City dollars, we would not be able to do this. But, you 2.4

know, if you're the Philadelphia Museum

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Page 113 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. of Art, you're going to maintain your 3 collection. This is our outdoor museum, and it's of equal value. And so I just 4 5 can't thank you enough. And that is --6 we eventually would love to have a cash 7 reserve, but Mural Arts is smallish, but I feel like we're absolutely tenacious 8 9 because we -- and we welcome when people give us feedback about a mural that is 10 fading or this is going on, and we try to 11 12 get out there right away, but we have a 13 very good plan a year out now what 14 projects we're doing, what we're 15 restoring. 16 COUNCILWOMAN SANCHEZ: Well, I 17 think those landmarks are hugely 18 important. I want to take this 19 opportunity to thank you for the 20 restoration of the mural in Spring 21 Garden, right? As someone who lived in 22 public housing in Spring Garden, it's not 23 just a symbol. It really is about the history of the evolution of our city and 2.4 25 the communities, whether they were

Page 114 1 4/11/18 - WHOLE - BILL 180162, ETC. isolated, segregated. We have a 2. 3 different city now than we had then, and that's why the work we do has to be 4 5 intentional about setting those 6 landmarks, so people don't forget who 7 came through here and why they're not there anymore, right, and kind of the 8 9 policy decisions around how we displace and recreate, right? And I think that's 10 11 hugely important. For that constituency, 12 it was hugely important, and I'm glad 13 that the developers saw that that was a 14 win-win, right? We don't always get 15 that, but in that particular case. 16 MS. GOLDEN: I know. That was 17 And I thought what happened in good. Norris Square is emblematic. At the 18 senior center, people were like, don't 19 20 touch our mural. We painted it like 30 21 years ago, but it meant so much, and we 22 see that all over the City. First of 23 all, there's the waiting list for people 2.4 who want art, and then people love their 25 works of art and it's theirs. It really

Page 115 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. And so there's something that is so 3 stirring about that. And so we want to 4 do everything we can to maintain, to 5 grow, to make sure the collection is in 6 tip-top shape. COUNCILWOMAN SANCHEZ: Thank 8 you. 9 Thank you, Mr. Chair. COUNCILMAN GREENLEE: Thank 10 11 you, Councilwoman. 12 Councilwoman Reynolds Brown. COUNCIL WOMAN BROWN: 13 Yes. 14 simply want to go on the record every 15 year when I can to lift you up and 16 celebrate the important work that you do. 17 I'm pleased to say I was a part of the 18 agency before, what we now know as Mural Arts, and you've definitely reinvented 19 20 its mission and kept up pace and actually 21 gotten in front of challenges facing our 22 community, broadening the net and casting 23 the net wider to capture more young 2.4 people. 25 And then I would argue that you

Page 116 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. have not been -- yes, you've been in it 3 for the long run, but you've also been a 4 leader in making sure that Mural Arts 5 gets integrated throughout government. 6 It's applaudable. We do expect and hope 7 that Mural Arts will be a part of the Rebuild initiative for all of what you do 8 9 anyway. Okay? And for the -- you say, forgive 10 11 me, Octavius Catto is pending where? 12 MS. GOLDEN: It's going to be at 15th and Christian. It's on the side 13 14 of the Universal Charter School, and it's 15 a beautiful wall. It's really big, and 16 the design -- I wish I had an image of it 17 to show you. You'll absolutely come to 18 the dedication. The two artists really mapped out his life and it almost looks 19 20 like a print, but then you see his 21 portrait. And we've been doing workshops at the school, and so it's been highly 22 23 educational as well as it's going to --

I'm sure.

COUNCILWOMAN BROWN:

it will be breathtaking.

2.4

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Page 117 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. And I'm sure Mayor Kenney will be ecstatic to know that. 3 4 And then let me close for the 5 record that this was one department where 6 at least 10, 12 years ago I raised the 7 question of the diversity of your artists. So I want to thank you for 8 9 doing the work and being intentional about making sure that artists of all 10 11 cultures are reflected in the murals that we see around the City. It really does 12 make a difference and it matters. 13 14 MS. GOLDEN: Thank you. And 15 what we're trying to do now, 16 Councilwoman, is even build on what we've 17 done, and you have been very inspiring to I just want to say that. Thank you. 18 And to have sort of risk capital, like 19 20 small grants where we intentionally are 21 recruiting women artists and artists of color. And also we've been -- and I 22 23 really credit the staff for this, really 2.4 thinking about curators of color as well. 25 So the other day we met with a young

Page 118 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. curator. She came in, super dynamic, and 3 I was like -- and showed me -- all these artists had a portfolio, I think 30 4 5 artists, most of whom I didn't know them. 6 And so it's really up to us to be 7 continually vigilant and intentional. It's the kind of work, when you think 8 9 about diversity, you never stop. COUNCILWOMAN BROWN: It's not 10 11 going to happen organically. 12 MS. GOLDEN: That's right. 13 COUNCILWOMAN BROWN: It's just 14 not. It's not the nature of who we are. 15 MS. GOLDEN: Yes. 16 COUNCILWOMAN BROWN: Are you 17 getting any funding from the Philadelphia Foundation? 18 19 MS. GOLDEN: From the 20 Philadelphia Foundation? I don't -- I think we do get -- we have historically 21 22 received money from the Philadelphia Foundation. 23 2.4 COUNCILWOMAN BROWN: So let's 25 talk offline about the Children's Fund,

Page 119 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. because what you do falls under two of 3 those five criteria from the Children's Fund, which you'll recall -- which was 4 5 one of the benefits and yields of the 6 stadium negotiations in year 2000. Okay? MS. GOLDEN: Thank you very 8 much. 9 COUNCILWOMAN BROWN: Thank you for your work and the work of your team. 10 11 Thank you. 12 COUNCILMAN GREENLEE: Thank 13 you, Councilwoman. 14 Before I recognize Councilwoman 15 Blackwell, I just want to state for the 16 record the City Rep is scheduled at 1 17 o'clock. We're going to try to go right 18 to her as soon as we're through here, even if it's a little before 1:00, 19 because there's an event a lot of us need 20 21 to get to at 2 o'clock. So we're hoping 22 to get through the whole schedule today. 23 Councilwoman Blackwell. COUNCILWOMAN BLACKWELL: Thank 2.4 25 you very much.

Page 120 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. I wanted to certainly thank 3 Mural Arts too. I want to see them part 4 of Rebuild, and I think each year we 5 should make sure that we increase what 6 they get, because they're always doing 7 more. There's always something -everyone, from students to ex-offenders 8 9 to offenders, they're always doing all that they can to keep our city an 10 11 exciting place, and I feel a special part 12 of them since I've been there since they started. We are just grateful to have 13 14 them be a part of our city. Thank you, 15 guys. 16 MS. GOLDEN: Thank you. And 17 I'm very thrilled to say that this new 18 project going on in your district on the 19 library is designed by an artist -- we're 20 going to bring this artist in, Carey 21 Jones, who goes by the name Walleh (ph). 22 He's a fashion designer. Our young 23 people are redesigning school uniforms, and the mural is going on the Lucien 2.4 25 Blackwell Library. And I saw the design,

		Page 121
1	4/11/18 - WHOLE - BILL 180162, ETC.	
2	and it is beautiful. And this artist	
3	also did some of the fashions in the	
4	movie Black Panther. So what about that?	
5	(Applause.)	
6	MS. GOLDEN: So, you know, we	
7	want to provide a world-class opportunity	
8	in the arts for our young people. It	
9	should be just non-negotiable, right?	
10	The sky is the limit. That's what we	
11	want.	
12	COUNCILWOMAN BLACKWELL: Thank	
13	you.	
14	Thank you.	
15	COUNCILMAN GREENLEE: Thank	
16	you, Councilwoman.	
17	And as we finish up, let me	
18	just say, Jane, I think you know, I want	
19	to second, third, and fourth everything	
20	that has been said. You're doing a great	
21	job there. I always like to give a	
22	sports analogy. You guys never strike	
23	out. You're batting 1,000. Okay?	
24	MS. GOLDEN: Thank you.	
25	COUNCILMAN GREENLEE: So good	

Page 122 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. luck and continue. I'm glad your office 3 is in my neighborhood too. 4 Joan. 5 MS. REILLY: Two things I'd 6 just like to follow up on that. 7 Catto mural, you have an annual report, which we encourage you to read. It's not 8 9 too lengthy, but quite powerful. And the Catto mural is in the spring catalogue. 10 11 So if you look at the spring catalogue, 12 you can see that. And our staff has 13 helped us know that -- we spend about 14 \$4,000 to \$5,000 per person in the Guild 15 when you put all the overhead, 16 infrastructure costs, stipends, 17 instructors, versus \$66,000. So for a 18 few thousand dollars, we have a person in the Guild. For \$66,000 we have a person 19 incarcerated. We think we're the better 20 21 investment, and I know the Guild agrees. 22 (Applause.) 23 COUNCILMAN GREENLEE: 2.4 Thank you all very much. Thank you. 25 MS. GOLDEN: Thank you.

Page 123 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. COUNCILMAN GREENLEE: everybody. 3 4 We're going to go right to the 5 City Representative, please. We're going to adjust the schedule a little bit. 6 (Witnesses approached witness table.) 8 9 COUNCILMAN GREENLEE: Tf T could just ask everybody that's leaving 10 11 to please do it quietly, please. 12 hearing is still going on. Thank you. Ms. Hess, thank you for coming 13 14 up a little early. We're trying to 15 adjust our schedule a little bit, so we 16 appreciate it, everyone. Please identify 17 yourself and proceed with your testimony. MS. HESS: 18 Sure. Good afternoon, Councilman Greenlee. I am 19 Sheila Hess and I am honored to serve as 20 21 your City Representative, and joining me today are my deputies, Margaret Hughes 22 23 and Alka Battle-Murillo, and I am pleased to provide an overviews of the testimony 2.4 25 on the Office of the City

Page 124 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. Representative's Fiscal Year 2019 3 Operating Budget. 4 So the Office of the City 5 Representative serves as the premier 6 marketing and promotional agency of the City of Philadelphia, and our mission is to celebrate and foster Philadelphia's 8 9 visibility and its diversity through citywide event creation, community 10 11 engagement, and innovative experiences 12 enjoyed both by residents as well as visitors alike, where we get to shine a 13 14 positive spotlight on Philadelphia, and 15 that's both locally and internationally. 16 So collaborating both with many, many 17 City departments and the non-government 18 partners, our ceremonial and special 19 events staff are recognized as the go-to 20 team for event development, coordination, promotion, and execution. 21 22 So the Office of the City 23 Representative's strategic events are really largely focused on core areas, 2.4 25 including the advancement of women

Page 125

1	4/11/18 - WHOLE - BILL 180162, ETC.
2	through events such as the Annual Women's
3	and Girls' Summit; international and
4	cultural events celebrating diversity and
5	inclusion, including the Philadelphia
6	International Unity Cup; pre-events and
7	our year-round series of all the
8	flag-raising ceremonies showcased in the
9	contributions of our city's established
10	and newly arrived immigrant communities.
11	Also, youth empowerment and education
12	initiatives. That's what's produced in
13	cooperation with organizations such as
14	the literacy group Mighty Writers and the
15	Pal Day at City Hall and the PHL Pre-K
16	Day, which is promoting early childhood
17	education. Also events that focus on our
18	vibrant senior population, like our
19	annual Centenarian Luncheon, and events
20	that also honor our uniform services such
21	as the Police and Fire Living Flame
22	Memorial and the Hero Thrill Show, as
23	well as events that support the growth of
24	the City's economy and relate to visitor
25	and business attraction efforts.

Page 126 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. So OCR, what we do is, we 3 promote community pride by recognizing 4 Philadelphia's most accomplished -- the 5 sons and daughters, as we say -- through 6 the high-profile events, and that 7 includes the recent -- you may have just seen Sylvester Stallone visit at the 8 9 Rocky Statue. We worked with Council on Kevin Hart Day, Adam Goldberg Day, a 10 11 street dedication to salute 12 Philadelphia's own Boys II Men, and the unveiling ceremonies that highlight the 13 14 numerous public art installations that 15 are made possible through, you just 16 heard, through Philadelphia Mural Arts 17 Program. 18 In addition, we work to produce 19 and elevate national celebrations through 20 our signature events. That includes the 21 4th of July centerpiece celebration of 22 Freedom Morning Ceremony and the Philly 23 Holiday Festival Tree-Lighting ceremony, among dozens of many other annual events. 2.4 25 And, in fact, we see mostly all the

Page 127 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. Councilmembers at our events, and we thank you guys so much for your support 3 and your participation. 4 5 So the City Representative is also charged with representing the Mayor 6 at numerous events and functions and serve as the welcoming hand of diplomacy 8 9 to acknowledge global leaders and visiting dignitaries. Now, these groups 10 11 and the envoys are typically interested 12 in exploring business opportunities in Philadelphia and establishing educational 13 14 and cultural exchanges. So just in 15 Fiscal Year 2018, being City 16 Representative, I had the opportunity and 17 privilege to represent our great city 18 with representatives of countries including Argentina and Austria and 19 20 Canada, China, Germany, Ireland, Italy, 21 Korea, Poland, and Taiwan, and that's just to name a few. 22 23 The Office of City 2.4 Representative has a diverse workforce, 25 and we produce many events each year that

Page 128 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. reflect the diverse representation and commitment of the Kenney Administration 3 to the community at large. 4 5 So we are looking forward to 6 continuing our work with all of you in Council in the years ahead, and we are so honored to hear your thoughts and your 8 9 feedback to our efforts for this upcoming fiscal year. 10 11 So we thank you for your time, 12 and we look forward to your questions. COUNCILMAN GREENLEE: 13 14 you, Ms. Hess. 15 Let me ask, of the large-scale 16 events that the City Rep coordinates, has 17 there been any kind of estimate on the net economic benefits, what kind of money 18 is brought into the City? 19 20 MS. HESS: There isn't, and we 21 work very, very closely with the hospitality and tourism partners, with 22 23 Visit Philadelphia as well as the PCVB. Our office has changed a little bit 2.4 25 dynamically under the Kenney

Page 129 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. Administration. Now all the large events 3 are now actually handled through the Managing Director's Office. So as far as 4 5 the promotion on that, that is something 6 that they are now responsible for. But the economic -- the results of the impact for the conventions and all 8 9 the meetings and everything that are happening with these events, in 2017 10 11 there was \$581 million in a total 12 economic impact, which is significant. 13 COUNCILMAN GREENLEE: Okav. 14 And, actually, you might not be able to 15 answer this. This might be the MDO too, 16 but I know a lot of questions get asked 17 about when we have the big events, like DNC, some of the big parades, NFL Draft, 18 what does the City get back in repayment 19 20 or what do they ask for the 21 organizations? Can you address that or 22 again would that be the MDO? 23 MS. HESS: I would have to defer to now the -- our office used to 2.4 25 handle all of those big events, but

		Page 130
1	4/11/18 - WHOLE - BILL 180162, ETC.	rage 130
2		
	currently we are not.	
3	COUNCILMAN GREENLEE: When you	
4	did, was there an agreement ahead of time	
5	as far as what would the organizations	
6	put up, what the City would agree to pay?	
7	MS. HESS: Yes, absolutely.	
8	COUNCILMAN GREENLEE: So it was	
9	worked out ahead of time?	
10	MS. HESS: Yes.	
11	COUNCILMAN GREENLEE: Without	
12	naming names, did most of them do what	
13	they were supposed to do?	
14	MS. HESS: I'm assuming that	
15	they would, because then they would be	
16	able to come back and we would partner	
17	with them.	
18	COUNCILMAN GREENLEE: Okay.	
19	MS. HESS: But I will defer	
20	that to MDO to talk about current	
21	COUNCILMAN GREENLEE: That's a	
22	nice diplomatic answer. I like that.	
23	Thank you.	
24	Councilwoman Reynolds Brown.	
25	COUNCILWOMAN BROWN: Yes. Good	

Page 131 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. afternoon, everyone. 3 MS. HESS: Good afternoon, 4 Councilwoman. 5 COUNCILWOMAN BROWN: Welcome the 2018 budget hearings. 6 Elaborate, if you will, on the nature of the relationship with the 8 9 Philadelphia Visitors and Convention Bureau and ID or a sampling of some of 10 11 the projects where it's been a 12 partnership. MS. HESS: So I am honored, I 13 14 was appointed to serve on the Board for 15 PCVB. So I am on the Board. I'm also on 16 their Administrative Executive Committee as well. 17 They utilize our role in the 18 19 Office of City Representative because 20 I'll go out to organizations and groups 21 that are coming in to scout out Philadelphia to see if they want to have 22 their business here, and I'll have PCVB 23 put that pitch on why they need to have 2.4 25 their convention here.

Page 132 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. I was also asked to go out to 3 Texas last year as a speaker on behalf of 4 the City to a huge national convention of 5 meeting planners that were looking to 6 forecast their events throughout the next 7 five years. And so I had the honor to speak on behalf of our city and really 8 9 sell why they should have their events here for meeting planners, which was a 10 11 huge -- I think it was over 5,000 attendees that would be here. And the 12 promise thing was at the end they did 13 14 sign the contract with PCVB to be held 15 here. So it was a win-win for all of us, 16 so I was excited. 17 COUNCILWOMAN BROWN: So they're 18 coming here next year? 19 MS. HESS: They are. It's in, 20 I think, 2020, yes. 21 COUNCILWOMAN BROWN: Okay. And 22 what about Visit Philadelphia? 23 MS. HESS: Visit Philadelphia, 2.4 again, that is another organization that 25 I have the opportunity to serve on their

Page 133

1 4/11/18 - WHOLE - BILL 180162, ETC. 2. Board, and like I said, we work very, very closely. Our office is doing a lot 3 4 of communications and social media with 5 all the happening things here in the City of Philadelphia to attract the visitors 6 and for the measurement of social media 7 with Visit Philadelphia. 8 9 So they are working very closely also with our hotels. So I serve 10 11 on another committee for the hotel initiative association, and we had record 12 total occupancy last year in 2017. 13 14 was a record here for the hotels, and the 15 Saturday night occupancy was 90 percent 16 average, which was pretty much 17 skyrocketed. So we are really putting 18 that message out there about Philadelphia. As you know, I say we're 19 20 on fire. There's so much happening here. 21 And so people now are coming here to 22 spend. Even if you live in the suburbs, 23 they're spending their weekends here, 2.4 because they want to go out and they want 25 to do all the things that we offer.

Page 134 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. that Saturday night hotel rate has been 3 really a significant --4 COUNCILWOMAN BROWN: Is that 5 right? 6 MS. HESS: Yes. And it's even 7 our own local people that are spending the nights in our hotels too. 8 9 COUNCILWOMAN BROWN: So what does 2018-2019 hold for us in terms of 10 11 anticipated opportunities that will be a 12 first? Well, we -- for a 13 MS. HESS: 14 first for 2018? I love to say that we're 15 the first on a lot of things, but I know 16 major happenings coming up in 2018 that 17 we're working closely with Visit 18 Philadelphia to promote that are out 19 there are the South Philadelphia, the 20 ships that are now coming back to Penn's 21 Landing. That will be happening in May. PIFA is back, the Philadelphia 22 International Festival of the Arts. 23 2.4 is the year. That's every two years. 25 COUNCILWOMAN BROWN: When is

Page 135 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. that coming back? MS. HESS: That is going to be 4 held May 31st through June 10th, I 5 believe. COUNCILWOMAN BROWN: 6 Okay. MS. HESS: And then we have the 7 Cherry Street pier debut that's going to 8 9 be launching as well as the Bourse reopening. So we've done a lot of 10 11 groundbreakings and speaking engagements 12 at these businesses that are under construction, and the Bourse will now be 13 14 opening with all amazing food 15 organizations that are representatives from different diverse cultures that will 16 be in the Bourse building. 17 So we're 18 excited about that as well. 19 COUNCILWOMAN BROWN: Is that 20 right? MS. HESS: Yeah. 2.1 We're 22 promoting a lot of food this year in a 23 lot of things, and that's one of the marketing strategies for Visit 2.4 25 Philadelphia this year. We are the James

		Page	136
1	4/11/18 - WHOLE - BILL 180162, ETC.		
2	Beard Award-winning city.		
3	COUNCILWOMAN BROWN: That's		
4	right.		
5	MS. HESS: Yes.		
6	COUNCILWOMAN BROWN: Lastly,		
7	you mention in your last paragraph,		
8	Philadelphia also expects to see		
9	increased tourism from international		
10	leisure visitors. What might be the		
11	trigger or the impetus to that?		
12	MS. HESS: That is something		
13	that the Convention and Visitors Bureau		
14	is really focused on their efforts, and		
15	that's one of their part of their		
16	mission is working with the international		
17	organizations. And Philadelphia		
18	currently, the latest stat in 2016, we		
19	are the 16th most visited city in the		
20	United States by overseas travelers, and		
21	that brought in a one billion total		
22	economic impact generated by oversea		
23	visitors in Philadelphia.		
24	We are also the first World		
25	Heritage City, as you hear me say over		

Page 137 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. and over again at every flag-raising 3 event. So the promotion about being the 4 UNESCO and the World Heritage City is 5 also attracting a lot of international 6 visitors to our city. COUNCILWOMAN BROWN: Okav. Well, thank you, thank you, thank you. 8 9 pay a lot of attention to the work that you do because of my love of arts and 10 11 culture, and appreciate all that you and 12 your team do every day. MS. HESS: Thank you, and we 13 14 appreciate your support and passion for 15 all that we do. Thank you, Councilwoman. 16 COUNCILWOMAN BROWN: Thank you, Mr. Chairman. 17 COUNCILMAN GREENLEE: 18 Thank 19 you, Councilwoman. Councilwoman Blackwell. 20 2.1 COUNCILWOMAN BLACKWELL: Yes. 22 Good morning. 23 MS. HESS: Good morning, Councilwoman. 2.4 25 COUNCILWOMAN BLACKWELL: Let me

Page 138 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. thank you for all that you do. And you 3 know we're creating Africatown. So we'll 4 give you more to deal with. 5 MS. HESS: Bring it on. We're 6 ready. COUNCILWOMAN BLACKWELL: That's right. That's right. And all of you 8 9 know how I always complained about the flags. I remember when you first came 10 11 and I said, every year we talk about 12 flags, and these African countries deserve to have theirs on the Parkway 13 14 too. And instead of getting what I --15 which was kind of like what I expected, 16 was somebody to kind of complain, kind of 17 to say they're looking, and you agreed. 18 So immediately I knew you were positive. 19 I knew you were energized. 20 And if all of you would notice, 21 if there's some affair and they have certain colors or they have certain 22 23 glitters, she'll just have it on. be ready to support the organization and 2.4 25 support our city.

Page 139 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. And we think you are wonderful, 3 that you are just perfect for this 4 position, and we thank you for all that 5 you do. MS. HESS: Thank you so much, 6 7 Councilwoman. It's a pleasure to partner with you and your staff as well. 8 9 COUNCILWOMAN BLACKWELL: Thank 10 you. 11 COUNCILMAN GREENLEE: Thank 12 you, Councilwoman. And who is personally 13 14 responsible for getting Pitbull here for 15 July 4th? Was that you, Sheila, or what? That was you? Okay. All right. 16 17 Congratulations. 18 MS. HESS: It's all a team. 19 It's a team, yes. 20 COUNCILMAN GREENLEE: There you 21 go. 22 MS. HESS: That's less than 23 three months away Pitbull will be here. COUNCILMAN GREENLEE: 2.4 We read 25 about that. A lot of the younger people

Page 140 1 4/11/18 - WHOLE - BILL 180162, ETC. 2. in my neighborhood are very excited. 3 They're all ready. 4 MS. HESS: It's a very diverse 5 audience that will be here, and that was 6 one of the decision factors of who will be outreached to. So he has a wide 7 audience. 8 9 COUNCILMAN GREENLEE: Yeah. Т would say so. The Parkway will be busy 10 11 that night, I assume. Yes. 12 No further questions? 13 (No response.) 14 COUNCILMAN GREENLEE: Again, I 15 just want to emphasize you all are doing 16 a great job, and we appreciate all you do and make the City look great. Thank you 17 all very much. Thank you for your 18 19 efforts. 20 MS. HESS: Thank you, Councilman Greenlee, and we appreciate 21 you being at all of our events as well. 22 23 So thank you. 2.4 COUNCILMAN GREENLEE: We try. 25 Okay. Thank you. Thank you all very

Committee of the Whole April 11, 2018

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		Page	141
1	4/11/18 - WHOLE - BILL 180162, ETC.		
2	much.		
3	I got to officially conclude		
4	here. There being no further testimony,		
5	this Committee will stand in recess until		
6	Monday, April 16th, 2018 at 10:00 a.m.,		
7	at which time we will reconvene right		
8	here in Room 400, City Hall.		
9	Thank you very much.		
10	(Committee of the Whole		
11	adjourned at 1:00 p.m.)		
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Committee of the Whole April 11, 2018

		Page 1	L42
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	I	I	I	I	I	I	
A	activities 33:3	16:3	89:23	129:15	approved 3:5	86:12,17	132:12
a.m 1:7 141:6	33:7 38:17	advertisem	alike 124:13	130:22	25:22 55:22	87:2,11	attention
ability 11:25	activity 7:5	21:23	alive 44:10	anticipated	approximat	93:16 94:8	81:6 93:13
25:23 41:23	74:18	advice 109:18	89:4	134:11	40:22	94:15 95:18	109:16
61:22 109:3	ad 84:13	advised	Alka 123:23	anybody 60:6	April 1:7	96:5 98:2	137:9
able 16:8	Adam 126:10	109:16	ALLAN 1:11	76:5 95:6	141:6	99:18 100:7	attract 133:6
25:25 26:6	add 92:11	affair 138:21	allocations	anymore	area 22:19	100:25	attracting
30:8 31:13	108:13	affect 15:12	86:23	114:8	44:24 69:11	102:2 104:6	137:5
31:20 48:5	added 21:10	affinity 42:16	allow 74:17	anyway 103:9	72:6 76:12	104:13	attraction
62:11,19	addiction	affordable	76:5	116:9	77:19 81:9	106:16,23	125:25
70:6 74:19	59:10 90:15	112:10	allowing 90:6	apart 107:18	81:22 84:8	107:5 113:7	audience
75:23 76:2	addition 9:16	African 88:8	allows 28:18	apparently	90:14	115:19	140:5,8
76:14 83:25	13:14 17:8	138:12	60:6 68:5,5	23:19	101:14,20	116:4,7	Austria
84:19 100:2	21:9 35:20	Africatown	71:19	appetite 45:8	area's 7:12	120:3 121:8	127:19
110:21	49:3 51:11	138:3	Alphabet	applaudable	areas 31:2	126:16	author 8:24
112:16,24	67:14 91:12	after-school	25:10	116:6	35:3 38:18	134:23	14:4
129:14	93:24	71:16 91:13	amazing	Applause 5:3	69:13	137:10	Authority 3:2
130:16	126:18	afternoon	37:18 69:4	53:17 85:20	124:24	artwork	3:7
absolutely	additional	100:22,23	72:13 93:6	85:24 86:18	Argentina	98:23 102:5	authorized
61:20 67:17	13:11 17:10	105:10,11	102:4,7,7,7	92:3 94:25	127:19	artworks	3:4
113:8	17:11 44:6	123:19	135:14	103:8 105:4	argue 115:25	91:20	authors 35:22
116:17	77:2	131:2,3	Amendment	106:12	arranged	asked 108:7,9	autobiogra
130:7	Additionally	agency	60:15,19	108:6 121:5	35:15	129:16	88:25
	10:23	115:18	American	122:22	array 56:8	132:2	available
Academy	address 29:13	124:6	88:9	apply 77:23	arrived 34:5	asking 47:5	51:4
88:21	30:11 76:5	agents 91:9	Americans	109:17	125:10	51:11	average 93:9
access 7:15	76:7,14	aging 84:8	25:11	142:21	arrogant	asks 63:5	133:16
11:7 59:24	97:17	89:10	amount 99:10	appointed	52:22	aspect 100:7	avoid 29:17
73:11,25	129:21	ago 22:25	99:13,20,21	131:14	art 87:6,14	aspirational	Award-win
74:2	adjourned	25:19 40:14	99:25	appreciate	90:18 91:4	93:12	136:2
accessibility	141:11	55:24	analogy	54:22,24	91:7,15,18	aspirations	awards 40:7
59:6	adjust 123:6	104:10	121:22	57:21 58:11	92:8,18	16:7	awesome 5:5
accessible	123:15	104:10	anchor 26:8	61:16 65:3	98:16,16,19	aspire 80:2	53:6 77:9
13:5	adjusted 20:9	114:21	43:16 59:14	79:6 100:15	104:19	asset 20:18	92:5 97:23
accomplish	Administra	114.21	66:2	105:15	111:12,12	59:14 109:9	awfully 19:20
16:8	3:23 58:6	agree 46:2	and/or	123:16	111.12,12	assistant 50:9	awiuny 19.20
accomplished	58:22 128:3	130:6	142:23	137:11,14	113.2	assistant 30.9	B
11:14 126:4					126:14	133:12	B 88:6 97:10
account	129:2 Administra	agreed 138:17	Andrew 42:7 42:17,19	140:16,21	artist 107:8		back 7:21
71:23	131:16		42:17,19 77:13	apprentices 92:13	120:19,20	assume 140:11	38:6 41:24
accurately		agreement			,		
142:5	adopt 2:10,13	3:3 130:4	Andrew's	approached	121:2	assuming	43:16,17
achieve 12:12	adopting 2:15	agrees 122:21	42:11	4:6 27:16	artist-in-res	17:4 130:14	45:3,21
40:16	adult 65:17	ahead 21:3	announcem	71:11 85:25	14:14 98:13	assure 87:3	50:15 69:23
achieved	65:20 66:3	22:11 83:6	99:8	123:7	artistic 96:3	astronomy	76:15 82:9
10:15	67:19	128:7 130:4	annual 122:7	approaching	artists 87:5	6:24 7:2	95:22 103:2
achieving	adults 11:22	130:9	125:2,19	39:13	92:17 94:2	attachment	104:5
10:23	12:10 64:18	AIDS 51:25	126:24	appropriate	111:8	99:2	108:19,22
acknowledge	65:7 92:14	aim 12:18	annually	33:7 39:2	116:18	attacking	109:4 112:5
127:9	96:4 98:15	airport 78:16	28:18 30:20	appropriati	117:8,10,21	69:3	112:7
action 87:8	advance 10:4	Airy 7:4	31:18	16:21 17:10	117:21	attendance	129:19
97:14	advancement	AL 1:14	answer 22:9	17:12	118:4,5	29:9,11	130:16
active 6:14	124:25	Alexa 20:4	66:13 95:3	approval	arts 3:20	31:3	134:20,22
31:8	advancing	alignment	109:14	2:18	85:23 86:6	attendees	135:2
							back-end
	1	1	1	1	•	1	1

Committee of the Whole April 11, 2018

Page 2

	I	1	1	1	1		
109:12	135:5	43:1 44:1	BIO 91:21	bold 15:16	13:17 34:23	62:25 81:5	C
backbone	believer	45:1 46:1	biotechnolo	79:15	38:6 40:8	84:14 86:25	call 42:9
38:14	95:16	47:1 48:1	91:17	bonds 44:18	42:5 43:10	101:11	56:11 61:14
backfill 18:10	benefit 30:22	49:1 50:1	bit 34:19 53:5	44:20	65:4 66:2	102:11	72:10 75:22
18:14	53:24 75:7	51:1 52:1	55:10 76:23	book 44:13	67:6,19	124:3 131:6	107:22
backpacks	benefits	53:1 54:1	81:12 88:15	48:24 78:10	68:11 70:23	budgeted	108:14
107:16	102:12	55:1 56:1	106:18	books 7:24	77:18 89:17	17:16	called 21:10
Ball 106:8	119:5	57:1 58:1	123:6,15	29:22 31:5	92:22	budgeting	25:9 39:11
bank 71:23	128:18	58:17 59:1	128:24	33:23 44:25	120:20	58:2,7	calling 99:9
banks 70:8	best 11:12	60:1 61:1	black 79:22	69:18	138:5	99:19	calls 97:16
barber 30:17	22:7 48:4	62:1 63:1	121:4	bookshelf	bringing	budgets	campaign
33:19	61:3 62:3	64:1 65:1	Blackwell	33:23	52:13 59:18	37:21	11:16 27:21
barrier 59:11	better 10:22	66:1 67:1	1:10 66:24	Bop 15:20	87:18	build 6:22	27:22 28:14
barriers	21:25 47:9	68:1 69:1	66:25 68:8	Boston 69:4	brings 5:6	8:16 11:23	32:21 38:8
65:16	63:8 65:12	70:1 71:1	68:12	Bots 72:17	85:21	68:4,7	38:11,15
Bartram's	90:19	72:1 73:1	119:15,23	bottom 33:18	111:13	107:17	39:23,25
88:17	122:20	74:1 75:1	119:24	94:23	broad 7:4	112:9	Canada
based 10:21	beyond 10:25	76:1 77:1	120:25	Bourse 135:9	9:10 87:8	117:16	127:20
12:15 30:4	54:8 87:17	78:1 79:1	121:12	135:13,17	broadening	building 7:23	capacity 12:8
95:10	93:21 97:7	80:1 81:1	137:20,21	Boys 88:9	115:22	8:2,19	62:12,18
basically	bibliographic	82:1 83:1	137:25	126:12	brought	10:10 14:14	74:7,12,15
16:19	22:5	84:1 85:1	138:7 139:9	brag 24:12	96:23	57:10 62:18	77:21
basis 90:20	big 3:24 99:7	86:1 87:1	Blackwell's	bragging	128:19	68:2,4	capacity-bu
batting	101:2	88:1 89:1	84:16	75:5	136:21	83:16 87:23	94:11
121:23	111:17	90:1 91:1	Blasts 7:24	brainstormi	brown 1:14	94:16 95:19	108:18
battle 59:9	116:15	92:1 93:1	blocks 66:8	15:15	26:13,14,18	135:17	capital 2:10
Battle-Mur	129:17,18	94:1 95:1	BLONDELL	branch 6:11	28:9 31:12	buildings	2:13 3:13
123:23	129:25	96:1 97:1	1:14	18:7 22:24	32:5,9,15	11:2 13:19	3:15,16
Beard 136:2	big-picture	98:1 99:1	board 4:12	64:23 74:10	33:16 34:3	65:15 82:7	111:5,7
beautiful	89:24	100:1 101:1	9:21 21:6	74:13 94:9	35:7,10	82:12,20	117:19
87:6 92:19	biggest 44:9	102:1 103:1	34:4,7,11	branches 6:4	36:10,14,23	111:24	capitalize
116:15	101:14	104:1 105:1	34:15,18,23	74:8	79:11,22	built 7:25	14:11 15:4
121:2	bilingual 56:2	106:1 107:1	34:24 35:15	brand 5:2	81:3 82:21	50:22 60:16	capture 82:2
beautify 93:3	bill 2:1,9,12	108:1 109:1	35:22 36:4	14:9 68:4	83:5,22	bunch 106:3	115:23
beauty 87:18	2:14 3:1 4:1	110:1 111:1	55:17,22	76:7	84:10 85:3	Bureau	Caputo 71:13
becoming	5:1 6:1 7:1	112:1 113:1	65:6 79:20	branded	85:8 115:12	131:10	71:14 72:3
97:9	8:1 9:1 10:1	114:1 115:1	131:14,15	33:24	115:13	136:13	72:15
Bees 72:17	11:1 12:1	116:1 117:1	133:2	break 31:23	116:25	burgeoning	card 48:23
began 41:7	13:1 14:1		boardroom	break-thro	118:10,13	71:20	59:24 60:8
65:22	15:1 16:1	120:1 121:1	15:4	14:25	118:16,24	Burgos 88:4	60:11,17
beginning	17:1 18:1	122:1 123:1	boards 44:5	breaking	119:9	bus 60:9	61:7,14
8:16 38:24	19:1 20:1	124:1 125:1	boasts 6:17	65:16	130:24,25	business	62:7,7,8
39:8 58:19	21:1 22:1	126:1 127:1	BOBBY 1:12	breathing	131:5	35:23 52:3	64:11
begins 44:20	23:1 24:1	128:1 129:1	body 102:21	18:19	132:17,21	125:25	cards 9:2
behalf 108:2	25:1 26:1	130:1 131:1	Bogoni 27:4	breathtaking	134:4,9,25	127:12	43:5 58:21
132:3,8	27:1 28:1	132:1 133:1	27:10 28:10	116:24	135:6,19	131:23	60:6
Behavioral	29:1 30:1	134:1 135:1	28:12 31:16	Breeze 88:21	136:3,6	businesses	care 60:11
90:4	31:1 32:1	136:1 137:1	32:7,13,16	bridge 73:12	137:7,16	7:14 35:20	107:19,23
Belgrade	33:1 34:1	138:1 139:1	33:21 38:22	88:7 97:11	bucket 82:10	35:25 52:16	cared 83:16
101:9,22	35:1 36:1	140:1 141:1	40:18 41:9	Bridges 7:23	budget 2:13	135:12	CareerLink
believe 17:5	37:1 38:1	billion 136:21	41:12 46:15	bridging	2:15 16:17	bussed 64:21	77:17
30:16 36:13	39:1 40:1	bills 1:16 2:4	46:19 47:10	49:17 76:23	17:13 30:19	busy 51:20	CareerLinks
80:2 109:11	41:1 42:1	2:8 3:12	71:7	bring 8:23	37:20 58:24	140:10	77:3
	I	ı	ı	l	l		

							Page 3
G 120.20	GEO 05 0	05.12	1654117	141.0	10.17	101.15	141.5.10
Carey 120:20	CEO 85:2	95:13	16:5 41:17	141:8	clusters 12:17	101:15	141:5,10
carried 17:14	ceremonial	101:16,17	41:19 42:25	city's 14:12	64:7	102:25	common
case 64:25	124:18	changed	43:3 44:3	81:18 82:16	coaches 46:9	104:4,5	94:14
114:15	ceremonies	19:24 59:2	102:3,23	87:4 90:3	46:20,23	109:4	Commonwe
cases 65:2	125:8	101:13	city 1:2,6	92:20 125:9	coalition	111:10,15	17:3,11
cash 113:6	126:13	128:24	2:19,20 3:6	125:24	46:24	111:16	communicate
casting	ceremony	changes 2:23	3:19,20	citywide	code 72:12	116:17	76:14
115:22	126:22,23	31:22 38:24	11:18 14:4	93:19	Code-a-Pillar	130:16	communica
catalogue	certain 19:4	45:13	16:10 17:9	124:10	72:11,25	comes 17:8	15:9 30:13
122:10,11	99:13	changing	25:22 27:23	civic 12:4	Code-a-Pill	26:5 56:9	30:21 133:4
catching	138:22,22	103:14	28:3 30:11	14:3 42:9	72:17	62:4 63:5	communities
81:21	certainly 85:4	charged	32:19 35:16	93:15	coding 69:16	64:11 75:8	11:4 12:16
catchment	120:2	127:6	49:24 50:5	CLARKE	70:4,14	76:6 99:18	27:9 29:24
76:11	CERTIFIC	Charter	51:3 52:9	1:10 2:2 3:8	72:18	comfortable	30:14 36:8
catering	142:2	116:14	55:23 61:8	4:4,8,16,20	cohort 92:12	21:14,17	36:8 39:16
25:20,23	certification	charters 41:4	61:12 63:13	5:4,8 16:14	collaborate	25:12,12	51:5 53:23
26:20	142:20	cheaper 68:6	63:21 70:18	17:15,18,22	111:2	78:2	59:8 64:8
Catto 88:13	certified 33:9	checkbook	77:9 78:19	18:23 19:2	collaborating	coming 6:9	74:25 87:24
116:11	CERTIFY	71:22	80:8 81:12	19:22 22:22	124:16	11:9 12:7	113:25
122:7,10	142:3	chefs 26:23	82:9 86:11	23:7,13,17	collaboration	14:23 16:12	125:10
causes 44:17	certifying	Cherry 135:8	86:21 87:10	23:22,25	70:7 90:3	21:5 35:21	community
celebrate	142:24	Chicago 62:4	88:24 89:3	24:6 26:9	collaboratio	41:23 43:21	7:5,13
115:16	Chair 4:12	Chief 71:14	89:12,16,21	37:2 47:15	8:7 15:7	76:12 89:8	12:25 30:7
124:8	9:18 26:12	86:13	93:15 94:17	class 37:14	collaborative	104:18	42:9 43:17
celebrating	37:4 47:17	child 44:13	95:17 96:13	86:22	34:17	123:13	44:18 50:21
125:4	54:9,13	childhood	97:17 99:16	104:14	collaborators	131:21	50:22 51:21
celebration	66:20,23	125:16	100:10	classes 15:20	94:19	132:18	52:8,17
126:21	68:18 79:9	children 5:12	102:18	29:21 37:17	colleague	133:21	54:19 55:2
celebrations	100:16	5:13 7:23	104:25	43:12,14	79:12	134:16,20	56:20 57:6
126:19	115:9	9:11 11:13	111:18	classroom	colleagues	135:2	57:8,13,16
celebratory	Chairman	11:20 27:23	112:16,17	29:21	73:6 89:16	commemor	57:18 59:7
82:24	68:15,21	29:6 30:5	112:23	classrooms	collected	88:5	65:21 66:2
Centenarian	72:23 85:10	40:19,23	113:24	33:11	43:23 94:2	commend	66:5 77:16
125:19	100:19	48:5 49:12	114:3,22	Clemente	collection	37:19	80:11 83:19
center 7:5	137:17	51:6,7,8	117:12	64:20	6:18 89:9	comment	84:3 87:20
13:24 24:13	Challenge	63:18 64:5	119:16	Clerk 2:9	89:11 91:20	45:2	90:7,12,17
25:17 42:12	92:22	64:9 70:11	120:10,14	3:12 4:2	113:3 115:5	Commerce	90:24 94:16
62:5,5	challenges	70:15 96:4	123:5,21,25	CLIP 101:24	collections	52:15	97:10 98:11
67:20,21	19:4 62:25	98:15	124:4,7,17	clock 54:13	14:16	commercial	98:14,22,25
104:23	105:15,21	children's	124:22	close 36:20	collective	7:11 52:9	99:2,3,15
114:19	106:21	11:19	125:15	97:7 109:15	39:12,16	98:5	105:20
centerpiece	115:21	118:25	127:5,15,17	117:4	77:15	Commissio 107:4	108:15
126:21	challenging	119:3	127:23	closed 6:5	color 34:15		111:13
centers 52:3	86:24	chilly 95:7	128:16,19	48:9	117:22,24	commitment	115:22
90:12 97:12	Champions	China 127:20	129:19	closely 33:5	colors 138:22	50:2 95:10	124:10
104:21	61:12	chose 99:4	130:6	128:21	come 3:25 9:5	128:3	126:3 128:4
central 5:22	chance 7:17	Chris 71:8,9	131:19	133:3,10	19:17 21:13	committed	community
22:14 24:13	chances	71:10	132:4,8	134:17	25:13 28:5	11:19 16:2	78:12,14
25:22 26:2	95:24	Christian	133:5 136:2	closure 50:17	45:21 47:6	58:22 59:13	company
74:14 78:8	change 30:13	116:13	136:19,25	closures 63:2	57:4 60:7	committee	83:8
78:8	30:18 41:12	Christine	137:4,6	Club 88:10	62:9 69:23	1:3 2:4 3:11	compared
century 49:2	80:5 91:9	71:14	138:25	cluster 15:13	71:10 79:23	131:16	40:14 93:8
80:19	93:14 94:20	citizens 9:3	140:17	65:23,23,24	84:18 87:15	133:11	competing
							-

		-			•		•
64:14	79:12	142:5	cooking	128:7	1:10,13,14	35:14,17,18	cross 66:8
competitive	congratulate	containing	23:11 37:17	Councilman	26:13,14,18	countries	cubbies
68:25 92:9	4:25	101:25	43:13	1:11,11,12	28:9,11	127:18	107:15
complain	congratulat	continually	cooperation	1:12,13,14	31:12 32:5	138:12	culinary
138:16	5:14 47:23	118:7	3:2,3	4:11 37:4,6	32:9,15	country	24:12 25:17
complained	139:17	continue 3:10	125:13	37:10 40:12	33:16 34:3	24:15 38:14	26:7 37:14
138:9	connect 32:10	8:18 14:22	coordinate	41:8,10,14	35:7,10	69:2 93:23	67:20
complemen	56:12 90:18	51:12 58:20	28:19 46:22	44:22 45:20	36:10,14,23	94:11	cull 14:8
64:15	96:5	78:21	coordinated	46:4 47:4	37:3 54:10	county 92:22	culminating
complete	connected	100:11	101:10	47:12,16,17	54:11 55:7	couple 5:23	91:19
20:14	90:22	104:16	coordinates	47:19,25	55:25 56:4	15:22 16:16	cultivation
completed	connection	104:10	128:16	49:25 50:4	56:14 57:20	22:25 25:18	53:25
87:11,14	32:13	continued	coordination	50:11 54:5	59:22 60:25	42:13 43:2	cultural 14:2
88:3	connective	5:11	46:12	66:21 68:16	61:21 62:21	48:19 53:4	25:6,8
completing	24:22	continues	124:20	68:18,20	64:17 66:6	54:15 55:24	26:20 56:16
32:7	connectivity	90:5 91:4	copying	69:8 70:25	66:18,22,24	57:3 68:22	59:15 125:4
complexity	59:15 61:11	continuing	24:17	71:25 72:5	66:25 68:8	80:4 96:19	127:14
106:2	63:7 65:8	128:6	core 30:4	72:8,20,24	68:12,17	97:21	culture 10:10
complicated	65:11 74:11	continuum	124:24	72:25 73:4	79:11 80:7	106:15	11:23 25:15
65:17	conscious	63:13,15	corner 14:3	74:9,22	80:17 81:3	course 48:3,7	93:17
compliment	60:15	contract	corporation	75:11,14	82:21 83:5	60:3 107:3	137:11
53:3 54:8	conservation	132:14	7:13	76:20 77:12	83:22 84:10	cover 69:14	cultures
components	81:9	contractor	corporations	78:3,17,20	84:15 85:3	covered 7:6	117:11
73:9	consider 3:12	82:25	54:3	78:25 79:5	85:8,12	covering 2:21	135:16
composition	61:12	contractors	correct 75:16	79:9 85:11	105:7,8,12	cracks 105:2	Cup 125:6
34:4,11	consistent	84:12	142:8	85:16,21	106:13	Craig 84:25	curator 118:2
comprehen	80:8	contribute	corridor 7:11	86:3 95:4	108:4,7	88:6	curators
12:19	constant	64:4	52:9 98:6	97:15,19,20	109:14	crazy 50:19	117:24
computer	18:21 76:2	contributed	cost 33:18	100:16,17	110:2,15	create 64:7	curiosity 10:6
12:4 49:15	constantly	95:20	45:7,9,23	100:18,24	111:25	90:18 91:7	16:4
77:23	18:18,18	contributing	46:2 102:6	102:9,16	113:16	created 8:7	curious 27:12
computers	19:14,16	109:6	costing 103:6	103:9,13	115:7,11,12	31:6 93:25	current 11:9
75:2	94:15	contribution	costs 68:6	105:5,6	115:13	creates 89:24	110:16
concept 24:9	101:21	11:6	96:13,18	115:10	116:25	creating 87:6	130:20
24:11 65:21	constituency	contributions	102:10	119:12	117:16	138:3	currently
98:8	61:6 114:11	125:9	122:16	121:15,25	118:10,13	creation	18:6,7,8
conceptual	constituent	control 76:25	Council 1:2	122:23	118:16,24	124:10	41:2 42:24
13:25 98:18	56:9,12	142:23	1:10 2:2,18	123:2,9,19	119:9,13,14	creative	44:8 91:14
concern	70:21	convening	3:5,8 4:4,8	128:13	119:23,24	14:21 15:8	130:2
60:13,14	constituents	30:23	4:16,20 5:4	129:13	121:12,16	96:3	136:18
80:7 84:2	20:20 21:16	convention	5:8,16	130:3,8,11	130:24,25	creativity	customer
concerned	22:18 62:9	91:21 131:9	16:10,14	130:18,21	131:4,5	10:13	10:12 12:15
58:25	76:4	131:25	17:15,18,22	137:18	132:17,21	credit 102:2	13:21
concerns	constitute	132:4	18:23 19:2	139:11,20	134:4,9,25	117:23	customers
69:11	3:13	136:13	19:22 22:22	139:24	135:6,19	crew 52:23	13:4
concerted	construction	conventions	23:7,13,17	140:9,14,21	136:3,6	crime 90:15	cuts 95:22
10:25	68:6 83:9	129:8	23:22,25	140:24	137:7,15,16	criminal 8:21	cycle 86:25
concise 38:18	83:17	conversation	24:6 25:22	Councilme	137:19,20	crisis 30:9	
conclude	135:13	30:18 48:2	26:9 37:2	51:17	137:21,24	criteria 119:3	<u>D</u>
141:3	consultants	51:23 59:2	47:15,20	Councilme	137:25	critical 48:16	D 1:13
conference	33:13	59:21 66:4	50:14 84:13	13:9 16:10	138:7 139:7	48:16,18	daily 90:20
40:9	contact 76:2	82:4	86:21 95:17	84:19 127:2	139:9,12	89:3,13	dance 15:20
conferring	contained	cook 23:23	103:7 126:9	Councilwo	counties	93:20	darkness
1							90:23
L	-	-			-		-

							Page 3
1.10	1.1. 10.10	120.22	107.0	11771100	126.24	- 66 4 O.C. 4	40.10
1:10	delay 19:18	120:22	127:8	117:7 118:9	126:24	effect 26:4	49:19
dashboard	deliver 13:20	designing	diplomatic	124:9 125:4	Dr 46:7 65:14	97:25	employees
31:9,25	delivering	98:18	130:22	diverting	Draft 129:18	effective	49:24
data 31:20,24	10:12 15:16	desk 22:18	direct 49:19	96:2	drawing 7:4	11:12 46:2	employment
data-driven	delivery 15:2	46:18	96:5 142:23	divide 49:17	65:14	effectively	77:6,19
10:18	20:17	detail 16:17	direction 5:18	73:12 76:24	drawn 13:11	16:12 22:21	93:11 109:5
daughters	Dembe 4:14	17:5 18:3	40:4	DNC 129:18	drive 11:23	efficiencies	empowered
126:5	4:15,18,22	detailed	Director 9:15	doable 84:22	driven 10:16	58:8	90:21
DAVID 1:13	5:6,10,10	10:15	42:8 46:8	doing 5:21	DRS 21:14	efficiency	empowerm
Dawan 108:2	9:17 13:5	details 57:25	73:23 74:4	18:15 27:14	49:19,20	82:6	125:11
day 11:20	17:21 34:21	develop 12:8	86:11	35:4 37:11	50:10	efficient	empty 90:11
51:9,10	45:16 46:17	developed	Director's	39:2,10	DRSs 22:13	81:20 82:13	encourage
63:18	69:6 73:2	25:8 35:5	129:4	41:18 49:18	dumped	efficiently	33:3 122:8
108:22	80:17	developers	disAbility	51:20 55:12	101:22	97:18	encouraging
111:5	demonstrates	114:13	90:5	63:3,8	dynamic 14:4	effort 10:25	14:24
117:25	89:23 103:4	development	disassemble	69:10,21	57:19 60:23	12:23 15:21 39:10 40:7	energized
125:15,16	department	7:13 12:20	63:11	70:13,14	118:2		138:19
126:10,10 137:12	8:23 14:7	87:22 124:20	discovered	72:14 81:7	dynamically	efforts 11:3 14:11 16:9	energy 81:9
	18:2 32:11		49:4 50:12	81:8 88:12	128:25		81:20 82:6
day-to-day	43:6 52:14	develops 44:14	97:24	92:17 93:6	E	32:4 125:25 128:9	82:9,13,18
70:16	80:13 81:24		discovery	97:13 100:8			energy-effic
days 20:5	90:3 96:12	devices 22:20	53:6	103:22,23	e-mail 76:5,6	136:14	82:20
de 88:4	117:5	devise 15:7	discussed	106:17 107:3	76:13	140:19	engage 13:23
deal 25:24	department's	devoted 94:9	93:23		E-rate 75:7	eGadget	engaged
138:4	18:3	DHS 28:24	discussion	109:10,24	eager 110:13	22:17	53:10 61:5
debut 135:8	departments	32:10,17	32:2	112:5	early 29:10	eight 36:19	61:17 87:5
December	3:19 19:3	dialogue	displace	113:14	32:20,25	36:21	87:10
41:20	80:8,16	93:20	114:9	116:21	40:10 48:15	either 35:16	engagement
decided 40:8	81:7 124:17	DiBarardinis	displayed	117:9 120:6	123:14	elaborate	13:2 42:10
decision	depending	46:7	51:24	120:9	125:16	59:20 81:12	83:19
140:6	20:2 70:18	Dichter 9:18	distributed	121:20	ears 84:16	131:7	124:11
decisions	depth 97:24	difference	31:6	133:3	eat 50:23	elected 50:16	engagements
10:21 114:9	deputies	83:23 97:5	district 8:2	140:15	eating 25:2	elementary	135:11
decrease	123:22	109:2	27:7 28:23	dollars 28:17	economic	71:18	engages
99:19,21	Deputy 42:8	117:13	31:18 63:5	96:20 111:6	128:18	elevate	111:13
decreasing	73:22 74:4	different	63:24 72:9	112:17,23	129:7,12	126:19	engaging
18:4 99:22	Derrick 6:24	20:23,24	73:17	122:18	136:22	eloquently	83:19
99:23,25	descriptions	28:21 37:12	120:18	Domb 1:11	economics	104:14	engine 89:15
dedication	55:20	43:2 56:8	districts	37:5,6,10	103:14	embark 10:9	107:21
108:23	deserve 138:13	58:5 65:15	73:19,20	40:12 41:8	economy	94:12	English 7:7
116:18		114:3	diverse 34:7	41:10,14	91:23	emblematic	25:13,14
126:11	deserves	135:16	35:6 36:3	44:22 45:20	125:24	114:18	enjoyed
deeply 11:19	108:15	difficulty	127:24	46:4 47:4	ecstatic 117:3	embolden	124:12
16:2 18:19	design 15:14	18:24	128:2	47:12 68:19	edge 68:25 Edible 25:10	15:6	enormously
57:15 94:20	116:16	digital 21:10	135:16	68:20 69:8		embrace 56:5	82:13
94:20,21	120:25	21:15 49:17	140:4	70:25 71:25	editorial 46:6	embraced 6:9	enriching
Defenders	designated	52:4 67:20	diversion	72:5,20	education	embracing	14:2
45:18	27:22	73:23 75:19	23:2	97:15,21	63:13,16	10:13	ensure 11:11
defer 129:24	designed 6:22	75:24 76:24	diversity	100:17,18	87:9 91:4	emerging	21:16 81:25
130:19 defines 94:17	67:22,23	77:20	12:22 36:17	100:24	104:19 125:11,17	42:14	82:5,17
	98:19	dignitaries	52:24 55:10	102:9,16	educational	emphasize	ensuring
definitely	120:19	127:10	55:15,21	103:9,13	116:23	140:15	55:13
115:19	designer	diplomacy	58:13 79:18	dozens		employee	entering
					127:13		

_							
enterprise	125:19,23	135:18	eye 12:21	federal 75:7,9	121:17	59:25 70:10	124:8
75:3,22,23	126:6,20,24	140:2	eyes 48:8	feedback	finished 6:3	70:19	fostering
enterprises	127:2,7,25	exciting 6:24	Cycs 40.0	113:10	fire 125:21	125:17	94:10
80:24	128:16	10:7 55:8	\mathbf{F}	128:9	133:20	focused 9:11	found 14:23
enthusiasm	129:2,10,17	92:24	face 105:21	feel 9:4 90:21	firefighter	10:10 62:6	82:24
95:9	129:25	120:11	facility 43:7	90:25,25	88:5	124:24	foundation
enthusiastic	132:6,9	exclamation	67:18,21	101:18	firm 83:11,20	136:14	9:20 27:2
15:24	140:22	79:16	73:15				
				107:20 109:22	first 3:22 4:15	folks 42:24 44:7 54:14	53:25 92:9
entire 17:7	eventually	excuse 66:7	facing 12:13 115:21		8:14 21:21		118:18,20
50:21 105:16	113:6	execution 124:21	fact 6:2 39:7	110:4,17	21:22 24:14	57:14 61:17	118:23
	ever-new	· ·		111:6 113:8	27:3 29:11	77:7,22	Foundation
entreprene	14:19	executive	40:5 53:22	120:11	30:2 31:21	78:22	92:21
91:8	everybody	55:14 59:19	54:24 57:21	feels 38:20	34:5 36:25	follow 85:4	foundations
entreprene	5:14,17	86:10	60:7 63:11	70:21	37:10 38:12	122:6	29:12 54:3
69:16	51:8,20	131:16	89:6,20	feet 43:18	39:6 51:24	follow-ups	four 6:4
entry 44:24	66:3 97:9	exhibition	126:25	60:21	60:15,19	73:7	10:25 13:9
environment	99:12	93:19	factor 81:13	fellowship	79:14 94:12	following	29:3 31:2
81:9 101:13	109:20	expand 8:22	factors 140:6	92:16	100:24	3:19	38:18 78:11
101:17,18	110:4	12:7 14:5	fading 113:11	Feltonville	114:22	food 23:4,5	80:20 81:14
101:19	112:20	41:23 63:4	fair 44:2	54:18 107:7	134:12,14	24:10	83:9
envoys	123:3,10	expanded	77:10	fence 107:18	134:15	135:14,22	fourth 32:24
127:11	everyone's	90:9	fairly 20:20	109:8	136:24	football 69:7	121:19
equal 113:4	37:20	expanding	24:10	Festival	138:10	Ford 92:8	fractured
equipped	evidence	102:22	fall 81:10	126:23	firsthand	forecast	90:15
94:6	142:4	expect 39:5	93:17	134:23	107:11	132:6	frame 68:3
equity 87:21	evidence-ba	116:6	fallen 104:25	fiber 74:10	fiscal 2:11,13	foreclosure	framework
especially	48:14	expected	falling 107:18	fighting	2:15,21,23	23:2	39:11 71:24
4:23 37:13	evolution	138:15	falls 39:11	50:17	3:14,16,17	foregoing	Franklin 7:2
81:7	113:24	expects 136:8	119:2	figure 33:6	10:7 16:24	142:7,20	frankly 40:24
essence 25:16	evolve 20:11	experience	familiar	58:20 65:7	124:2	forget 114:6	Free 3:20 4:3
essential	90:5	10:13 91:10	110:5	figured 84:12	127:15	forgetting	4:13 6:18
50:12,13	evolving	96:25 100:5	families 8:20	fill 18:9,11,12	128:10	21:8	9:15,19
essentially	94:15	experienced	33:25 64:9	19:12,16	five 2:20 82:6	forging 8:3	10:3,8
49:16 74:25	ex-offenders	52:24	108:21	filled 18:20	82:12 119:3	forgive 79:11	12:21 14:13
establish	120:8	experiences	families' 30:5	51:9	132:7	116:10	14:19 16:25
15:10	exam 19:19	13:21 29:6	family 44:15	filling 19:4,11	five-year-old	formerly	20:25 28:12
established	example	94:7 124:11	44:18 76:15	finally 5:17	29:5 73:3	92:13,16	28:23 34:16
11:15 24:12	43:22 52:5	experiment	fan 106:13	13:20 19:19	fixed 108:16	forthcoming	42:20 46:13
38:9 125:9	107:8	14:24	fantastic	94:6	109:8	34:6	54:4 71:15
establishing	exams 19:8,9	expert 11:17	52:25	financial 2:20	fixing 108:14	fortunately	74:5
127:13	19:15	explain 53:8	far 87:17	12:5 69:15	flag-raising	19:25	Freedom
estimate	exceeded	53:19	88:18 129:4	70:3,19	125:8 137:2	forward 9:9	126:22
128:17	84:20	explore 14:25	130:5	71:3,17,24	flags 98:19	13:15 14:20	fresco 98:17
evaluation	excellent 12:3	exploring	fares 93:16	find 59:9	138:10,12	15:24 16:11	friends 9:22
10:16 11:10	12:14 13:21	127:12	fascinating	66:13,14	Flame 125:21	19:17 31:10	49:8 76:15
30:23	exceptional	expose 43:14	59:18	82:4 89:16	floor 25:20,21	55:4 76:22	fringe 102:11
event 14:4	10:12 83:21	extended	fashion	91:11	107:17	100:19	front 44:24
119:20	exchanges	39:23	120:22	finding 109:5	flow 63:22	128:5,12	86:20 101:6
124:10,20	127:14	extent 65:12	fashions	fine 45:20	fluency 31:23	forward-loo	115:21
137:3	excited 86:20	extraordina	121:3	67:4	fly 97:14	3:15	front-end
events 124:19	94:12	26:23	fast 73:25	fingers 60:22	focus 7:14 8:9	forward-thi	109:11
124:23	109:25	108:25	faster 20:16	finish 5:21	13:25 32:3	94:2	fruitful 45:17
125:2,4,17	132:16	111:8	75:6	27:25	32:25 38:19	foster 15:15	fruition 57:4
			favor 45:14				
		l	<u> </u>	l	<u> </u>	l	

							Page /
6-W 40 24	(7.11	122.24	106.24	22 24 29 15	127.10	1	05.00.00.5
full 49:24	67:11	133:24	106:24	32:24 38:15	137:18	handled	85:22 86:5
102:11	George's 67:7	139:21	109:13	40:19,20,23	139:11,20	129:3	123:12
fully 142:5	Germantown	go-to 107:21	110:8	41:4 70:12	139:24	hands 9:3	hearings
fun 106:8	88:10	124:19	111:20	70:12 72:4	140:9,14,21	58:21 60:22	84:14 131:6
functionality	Germany	goal 21:14	112:13	graders 37:15	140:24	96:2	heart 94:24
6:7	127:20	27:15 40:16	114:16	41:3	groundbrea	hanging	held 132:14
functions	getting 24:19	40:22 43:9	116:12	grades 29:10	135:11	62:15,16	135:4
127:7	25:11 30:16	63:24	117:14	grandmoth	group 7:8	happen 6:15	Hello 71:13
fund 16:20	40:22 45:11	goals 10:14	118:12,15	5:2 47:23	36:3 39:14	15:2 19:10	help 22:17
28:16 92:8	45:12 57:9	38:2 57:22	118:19	grant 12:24	57:14	65:5 67:17	29:25 41:23
99:17	67:23 70:11	58:8,12	119:7	16:24 27:2	125:14	67:24 89:13	44:4 47:7
112:18,20	77:22	83:3 84:21	120:16	27:13 92:7	grouped	94:5 118:11	49:6 52:16
118:25	102:23,24	God 23:6	121:6,24	104:5	12:17	happened	73:12 77:18
119:4	109:8	goes 49:13,14	122:25	grants 16:20	groups 49:8	52:4 64:24	94:7 95:21
funder 96:23	118:17	87:17	Gonzales	117:20	52:4 127:10	114:17	helped
funders 28:2	138:14	120:21	104:9	grassroots	131:20	happening	122:13
28:5,16	139:14	going 5:22,24	good 2:2 4:8	28:21	grow 11:2	52:7 57:7	helpful 55:13
89:20	giant 38:8	8:22,25	4:10,18,20	grateful	12:9 43:20	69:25 73:19	56:23 65:13
112:18	gig 74:13,14	23:8,18	9:13 26:16	58:18	47:11 81:11	84:17	helping 6:15
funding	74:15	30:7 34:25	26:17 35:5	120:13	90:6 115:5	129:10	46:11,22
67:24 75:8	Girls 88:9	38:5 41:25	36:19 37:8	Graterford	growing	133:5,20	49:22 94:21
75:10 99:20	Girls' 125:3	42:4,7 45:7	37:9 41:8,9	96:17	42:25 48:5	134:21	105:19
99:21	give 7:15 34:9	54:12 55:8	41:11,12	103:20,23	growth	happenings	helps 75:19
118:17	77:11	55:17 58:3	53:14 57:8	104:2	125:23	134:16	89:12
funds 32:17	101:25	59:3 61:18	59:22 69:7	gratified 91:3	guide 10:5	happy 52:10	Henon 1:12
33:2 92:11	108:22	63:10 64:3	94:14 100:8	93:18	guiding 16:4	52:11 85:2	47:18,19,25
further	113:10	64:10 65:8	100:22,23	great 15:16	Guild 91:25	harbinger	49:25 50:4
140:12	121:21	66:14 70:4	101:24	15:18 20:18	92:12,25	111:9	50:11 54:5
141:4	138:4	82:8,15	105:10,11	21:3 33:15	93:10 96:10	hard 85:5,6	66:21 68:16
futures 15:10	giveaways	97:20,23	107:6,7	37:11,13,23	96:24 97:12	105:23	72:24 73:4
96:4	33:25	99:11 104:3	109:18	46:10 47:5	97:14	112:8	74:9,22
FY17 87:8	given 84:16	108:2,8,9	113:13	47:8 54:5	107:12	harder 66:16	75:11,14
FY18 87:13	gives 10:20	108:11	114:17	71:25 72:21	108:3,5,23	harmless	76:20 78:3
FY19 10:6	95:23	111:15	121:25	76:21 78:17	122:14,19	99:18	78:17,20,25
	giving 42:2	112:4,7	123:18	78:21 96:15	122:21	Hart 126:10	79:5,9
G	77:4 82:8	113:2,11	130:25	101:2	Gurney 88:7	Hatching	85:11,16,21
Gabriel's	glad 114:12	116:12,23	131:3	103:19	105:18	15:17	86:3 95:4
104:23	122:2	118:11	137:22,23	121:20	guy 6:25	heads 7:19	97:19
gadgets 22:17	glitters	119:17	Google 20:4	127:17	guys 101:2	health 30:12	100:16
gain 91:9	138:23	120:18,20	gorgeously	140:16,17	104:3 108:8	66:4 87:22	Henon's 72:8
Garden 88:17	global 91:23	120:24	64:12	greater 90:6	120:15	90:4,8	Heritage
113:21,22	127:9	123:4,5,12	gosh 83:4	greener 81:11	121:22	healthier	136:25
geared 69:18	go 5:14 7:18	135:3,8	gotten 115:21	Greenlee 1:11	127:3	12:3 90:19	137:4
general 82:25	19:12 20:6	Goldberg	government	105:5		healthy 62:16	hero 97:10
84:11	48:23 49:15	126:10	80:15 89:16	115:10	H	hear 3:18	125:22
generally	54:6,8 55:2	Golden 86:9	116:5	119:12	habits 30:13	73:18 80:4	Heroes 88:3
90:25	63:24 77:4	86:10,19	graciously	121:15,25	hair 30:17	84:11 96:24	Hess 123:13
generated	83:6 107:13	92:4 95:2	52:13	122:23	Hall 1:6 61:8	128:8	123:18,20
136:22	115:14	96:15	grade 5:18	123:2,9,19	104:23	136:25	128:14,20
generations	119:17	100:14,23	8:10,15	128:13	125:15	heard 87:5	129:23
6:23	123:4	102:8,15	27:24,25	129:13	141:8	126:16	130:7,10,14
geographic	131:20	103:12,18	29:12 31:4	130:3,8,11	hand 127:8	hearing 2:3	130:19
12:17	132:2	105:11	31:17,21	130:18,21	handle	3:11 61:18	131:3,13
George 67:11			,	- 7	129:25		-, -
	l	I	I	I		I	1

rage 0							
132:19,23	87:23 94:17	60:9 131:10	44:25	16:22	109:7	103:20	127:20
134:6,13	100:10	idea 24:18	impressive	increasing	insecurity	1103.20	isolated 114:2
135:3,7,21	111:13	42:16 46:10	26:10	29:4 99:22	90:16	Intergover	issue 39:4,18
136:5,12	116:6	ideas 15:18	improve 15:8	incredible	inside 29:20	2:25 3:3	43:4 45:24
130.5,12	hopeful 90:22	94:3	29:19	98:2	insofar 20:19	2.23 3.3 interim 29:3	54:20,21
,	_						
138:5 139:6	Hopefully	identification	110:21	independent	inspire 10:5	31:13,20	60:24 61:13
139:18,22	78:21	59:11	improveme	35:24,25	inspiring	international	65:15,18,20
140:4,20	hoping	identify 22:6	13:17	indicate	16:4 88:8	15:12 91:21	93:22
hiding 46:17	119:21	47:2 123:16	improving	16:18	91:2 117:17	125:3,6	issued 19:19
high 6:12	horrible	identifying	11:6 29:9	individual	installations	134:23	issues 29:10
77:20	101:7	14:19	in-depth	62:12 93:14	126:14	136:9,16	39:13 54:19
high-profile	hospitality	idle 96:2	48:21	individuals	instance	137:5	60:12 61:10
126:6	128:22	igniting 94:19	in-kind 95:20	54:2 90:21	76:10	internation	84:5 106:2
high-quality	host 22:13	II 126:12	incarcerated	industry	Institute	124:15	Italy 127:20
30:10	52:13	image 116:16	8:19 42:24	91:17	67:12 94:8	Internet	
highlight	hosting 52:6	immediately	44:8,11	infants 8:13	institution	73:11,25	J
17:25	hotel 133:11	138:18	92:14,17	information	14:20	74:2,19	Jacobi 112:14
126:13	134:2	immigrant	122:20	7:16 16:23	institutions	75:21	jail 92:22
highlighted	hotels 133:10	125:10	incarceration	20:17,19	56:20	intersection	James 135:25
59:8	133:14	immigrant	43:19 44:19	21:20 22:2	instruction	88:14	Jane 86:10
highly 116:22	134:8	6:19	44:21	22:8	29:20	interview	95:9 121:18
hired 83:14	hotspots	impact 39:12	incentive	informed	instructors	19:16 44:4	Jannie 1:10
83:14,25	78:12,15	39:16,18	89:21	68:9	122:17	interviewing	84:15
hiring 18:6	hour 52:10	43:24 77:15	included	infrastruct	instrument	18:9	January 3:5
80:21	52:11	90:7 99:14	11:22 48:22	84:8 122:16	15:19	intimately	Jenny 27:4,9
historically	hours 41:21	104:14	50:25	infused 57:23	Intech 83:8	27:5	27:19 28:7
118:21	housing	129:8,12	102:22	58:12 65:12	84:18	intractable	28:12 38:6
history 98:24	90:16	136:22	includes 41:4	infusion	integrated	39:5	38:19 69:23
113:24	112:10	imperative	44:3 73:15	110:24	116:5	introduce	Joan 86:12
hit 29:7	113:22	79:21	126:7,20	initial 64:18	integrating	21:5 42:7	106:10
Hite 46:7	HR 56:23	impetus	including	107:24	91:18	42:18 73:22	122:4
65:14	hub-based	136:11	6:23 124:25	initiated	integration	introductory	job 9:6 21:3
hold 58:4	90:10	implement	125:5	93:19	91:14	71:17,23	37:11 41:24
134:10	hubs 98:4	12:18	127:19	initiative	Intellectual	invest 56:18	41:25 43:11
holding 58:5	huge 96:21	implementa	inclusion	13:16 27:5	90:4	investing	44:2,5
Holiday	97:4 109:12	61:22	12:22 14:10	32:6 33:19	intentional	45:15 96:22	55:19 57:9
126:23	132:4,11	importance	55:21 125:5	67:13 94:13	36:16 79:20	investment	101:3,24
home 31:6	hugely 61:15	11:5 25:2	inclusive 2:11	116:8	80:10,21	45:11 63:6	102:7
36:8 104:18	105:22	79:17	income 26:4	133:12	82:25 83:13	89:22	108:17
108:19	112:2	important	incoming	initiatives	84:21 114:5	109:12	121:21
109:4	113:17	12:9 57:2	18:14	125:12	117:9 118:7	122:21	140:16
homelessness	114:11,12	61:15 63:10	incorporate	innovation	intentionally	investments	jobs 12:2
106:2	Hughes	87:16	106:16	10:14 15:18	117:20	50:20 65:9	45:6 77:24
honest 34:6	123:22	105:22	110:22	89:15 94:10	interact	investors	John 73:22
honor 125:20	human 24:23	112:2	incorporati	innovative	14:15 42:23	39:21	74:3
132:7	32:11 111:5	112.2	2:22 106:22	14:21 26:24	interaction	invite 27:9	JOHNSON
honored	111:7	113.16	increase 8:9	87:7 124:11	24:23 53:10	invited 49:9	1:12
123:20	hungry 89:5	114:11,12	16:19 20:9	inordinately	interested	49:10	join 34:13
123:20	~ •		37:21 74:17	82:20		involved	join 34:13 joined 4:11
128:8	hunting 9:7	importantly			56:17		
	hyper 53:22	47:22 91:10	120:5	input 99:15	102:21	23:20 27:5	9:17,18,23
hope 40:15	64:8	impossible	increased	99:15	127:11	102:23	joining
43:20 44:19		40:25	136:9	Inquirer 46:6	interesting	110:6	123:21
67:10 76:21		impressed	increases	inquiries	36:2 48:2	Ireland	joking 73:4
	ID 58:16 59:4						Jones 120:21

							Page 3
T 60.5	KENGDOE	107.10.22	T 00.11	l 50.00	12.16.25	L 4 10 20	47.2.124.15
Jose 69:5	KEYSPOT	107:10,23	Latino 80:11	52:23	43:16,25	list 19:20	47:3 124:15
Joyce 88:6	74:25	110:22	88:3	leveraging	44:24 46:13	56:11	location
joyful 33:11	KEYSPOTs	112:3,25	launch 8:25	53:12	48:3,17,20	110:10	70:24
joyously 88:3	75:6	114:16	12:23 13:24	liability	49:2,10,13	114:23	locations
Judge 4:13	kids 37:16	115:18	launching	102:17	50:5,8,11	literacies 12:9	74:14 78:19
4:15,18,22	46:11 47:7	117:3 118:5	13:16 92:10	109:9	51:2,15,18	25:14	lofty 40:22
5:6,10 9:17	48:8 51:21	121:6,18	135:9	librarian	52:5,12,18	literacy 6:23	Logan 6:21
13:5 17:21	64:19 65:4	122:13,21	Laureate	19:13 70:20	54:4,16	8:17 9:6	88:22
34:21 45:16	66:7 72:12	129:16	14:12	70:23	56:11,18,19	10:5,11	long 6:5
46:17 68:14	107:15	133:19	lawyers 36:2	librarians 8:4	58:18,21	11:7,7,19	19:21 27:12
69:6 73:2	killing 84:7	134:15	lead 15:9	11:17 42:15	59:12,24	11:23,25	36:10 116:3
80:17	kind 20:6,17	138:3,9	leader 116:4	54:17 57:8	60:11 61:25	12:4,5,5,6	long-distance
Julia 88:4	22:7 24:14	knowing	leaders 65:24	70:2,17	62:4,7,8,10	16:3 24:13	103:25
July 74:6	29:3 36:5,6	64:10	127:9	98:10	62:23 63:2	24:19,20	longtime 14:8
126:21	53:3 61:8	knows 97:15	leadership	librarianship	63:12,20	25:6,9,17	look 9:22
139:15	112:11	Korea 127:21	13:2 84:23	22:3	64:22 65:10	26:7,20	13:15 16:11
June 135:4	114:8 118:8		leading 44:16	libraries 9:24	67:5,7	27:8 29:12	17:4 20:7
justice 8:21	128:17,18		leads 14:25	13:9,14	69:20 71:2	30:9 32:25	34:8 35:2
91:25 92:8	138:15,16	L 1:10,10	LEAP 11:21	14:6 20:8	71:15 72:14	33:3,8	40:9 55:4
92:21	138:16	142:14	learn 15:14	20:13 21:12	73:8,12	43:12 44:15	67:25 70:23
103:22,23	kindergarten	L&I 52:14	29:8 93:2	22:15 24:10	74:5,23	52:4 67:19	77:6 79:24
104:22	29:7,11	LA 18:16	94:7	24:16 26:3	76:13 77:15	67:21 69:16	80:3,16
juvenile	32:23 69:15	Lab 93:18	learned 48:11	31:6 37:12	78:9,10,11	70:3,20	100:19
104:10,22	72:2,3,9,12	lady 23:10	learning 10:5	42:4 43:10	81:23 82:15	71:3,17,24	101:7
	kinds 7:15	Lancaster	16:4 20:10	50:18 51:2	82:15 97:24	125:14	122:11
<u>K</u>	101:21	67:8	20:24 22:20	51:9 65:25	98:7,9	literally	128:12
K 1:11 71:3,6	kits 72:16	land 81:22	24:22 29:16	70:2 73:16	120:19,25	62:10	140:17
Kate 112:14	knew 48:10	Landing	31:3 52:3	74:24 75:9	Library's	little 34:19	looking 17:19
Kathryn	110:4	134:21	67:20 97:2	75:25 78:4	11:6	48:20 53:5	22:8 25:19
107:4	138:18,19	landmarks	leaving 9:3	78:6,7	Lieutenant	54:7 55:9	34:22 55:18
keen 12:21	Knight 27:2	113:17	123:10	79:23 80:19	88:6	58:25 76:23	128:5 132:5
keep 19:10	know 19:6	114:6	left 32:10	81:14,22	life 13:24	95:7 106:18	138:17
29:17 53:10	21:20 22:16	language	Lehigh 6:16	82:14 83:10	42:13 93:15	119:19	looks 37:21
61:17 62:17	24:11 27:12	6:17 7:8	101:10,23	library 3:20	98:20 99:24	123:6,14,15	79:21
68:3,9 77:7	32:17 34:5	25:13,14	leisure	4:3,13 5:12	104:15	128:24	116:19
99:17	37:16 44:16	56:10,15	136:10	5:15,21 6:2	116:19	live 60:18	lose 63:6
120:10	45:4 48:20	languages	lending 15:19	6:18,21	lifer 104:10	90:19 99:3	loss 31:3
keeping 12:17 18:19	49:17 51:16	56:8 large 28:22	lengthy 122:9	7:10 9:2,5	lift 115:15 light 62:24	99:4 133:22	44:17
	51:17 52:19		let's 34:4 41:2	9:16,19		lived 113:21	lot 19:24
45:9 89:3	56:22 58:10	32:17 128:4	107:17,18	10:4,8 11:2	90:2,13,24	lives 12:4	24:15 31:24
Kenney	60:23 61:17	129:2	118:24	11:18 12:7	lighting 82:17	45:13 87:19	34:17 49:14
117:2 128:3	64:18 65:2	large-scale	letters 79:15	12:21 14:13	Lillian 6:16	89:2 90:19	76:10 99:6
128:25	72:5 73:13	39:13	level 8:10	14:19 15:13	76:9,11	97:25	100:8
Kensington	73:17 75:5	128:15	13:12 18:8	15:17,19	limit 121:10	103:14	101:25
90:13	75:5 82:11	largely	18:10 27:24	17:2,7	limitations	living 35:21	103:21
KENYATTA	83:7 84:6	124:24	38:15 40:6	18:10,11,16	56:22	125:21	104:7,24
1:12	86:3,24	larger 71:21	40:19,24	20:6 21:2	limited 57:11	local 28:16	107:2
kept 37:23	89:5 95:19	78:7 81:22	41:4 60:14	22:14 23:6	111:3	53:22,23	119:20
98:11	96:16,18,22	largest 6:17	68:2 70:12	26:6,22	line 33:18	56:11 64:8	129:16
115:20 Kovin 126:10	97:22	lastly 29:19	74:20 83:12 106:4	28:13,23	37:23	77:16 78:12	133:3
Kevin 126:10	100:12	58:15 62:22 112:3 136:6		34:16 37:12	lines 84:5	83:25 84:2	134:15
key 12:22	101:12		levels 15:6	38:13 41:25	link 31:10	134:7	135:10,22
13:15 14:22 21:21 84:9	105:14	late 88:5 92:6 latest 136:18	31:4,21	42:20 43:4	44:12	locally 30:18	135:23
21.21 04.9		1atest 130.16	l	l			

137:5,9	88:17	52:10,21	101:15	months 55:24	100:25	nearby 65:2	14:9,12
139:25	Mansion	66:10 76:16	met 117:25	104:9	101:23	nearest 64:22	15:9,16
love 19:9 30:5	88:22	96:16,20,21	met 117.23 method 39:12	139:23	101:23	nearly 14:18	17:12 21:10
64:6 89:19	mapped	97:9 110:22	methods methods	Monument	104:13	17:2 34:14	24:10 25:11
100:25	116:19	112:15	89:18	93:18	104.13	40:25	34:23 54:13
106:10,25	Margaret	means 15:8	metrics 10:16		100.10,22	necessity 77:6	68:4,7 76:7
100.10,23	123:22	39:8 142:22	Michael 46:7	monuments 93:25 94:4	113:10,20	need 20:21	76:18 89:17
113:6					· ·		
	margarita	meant 16:20	MICHELE	morning 2:3	114:20	22:18 29:13	90:13 91:19
114:24	52:12	114:21	142:14	4:9,10,11	115:18	30:9,11,12	92:7,11
134:14	MARIA 1:13	measure	Michelle	4:19,21	116:4,7	32:3 34:24	93:3 94:8
137:10	Market 33:20	10:22	106:10	9:13 26:16	120:3,24	57:5 60:4	112:21
Lovell 107:4	marketing	measurement	mighty 89:14	26:17 37:8	122:7,10	61:7 63:4	120:17
Lovett 7:3	124:6	133:7	125:14	37:9 126:22	126:16	65:7 66:9	newly 13:4
81:23	135:24	measureme	mile 99:10,13	137:22,23	murals 88:24	74:20 80:13	125:10
low 55:11	marks 15:11	57:24	million 17:2	mother 49:13	99:13,16	81:4 82:22	NFL 129:18
lowering	Marrero 6:16	measures	28:17,18	motivate	112:6	119:20	nice 73:18
96:14	54:21 76:9	3:14	30:20	105:19	117:11	131:24	96:8 110:14
Lucien	76:11	media 133:4	102:12,19	Mount 7:3	MURPHY	needle 39:4	130:22
120:24	marvelous	133:7	103:3,3	move 10:25	142:14	needs 11:13	night 48:6
luck 122:2	7:20	meeting 4:24	129:11	12:12 34:4	museum 78:9	12:16 74:21	51:10,10
lucky 28:12	match 63:23	23:2 83:3	mind 12:18	74:14 77:19	78:11	111:11	133:15
28:15	matched	132:5,10	mindful	84:6 90:23	112:25	negotiations	134:2
Luis 104:9,12	98:12	meetings	34:22	93:10	113:3	119:6	140:11
Luncheon	material	129:9	minds 96:4	moved 10:17	music 84:15	neighborho	nights 134:8
125:19	20:22 33:24	meg 74:12	mine 14:17	movement	myriad 28:4	9:23 14:6	nine 12:16
luxury 77:5	materials	Meier 73:22	minorities	18:21 39:8		22:15 26:3	36:20
	83:17	74:3,4,11	80:23	movie 121:4	N	26:6 50:13	nominal
M	math 24:21	member	minute 7:18	moving 9:9	name 5:9	50:24 52:25	24:20
MacArthur	71:20,21	12:20 56:13	34:9	15:24 40:4	9:14 12:6	70:20 73:10	non-govern
92:20	91:15	109:6	minute's	62:17 76:21	14:10 21:8	75:25 76:3	124:17
magazine	matter	members	97:15	79:20 88:10	42:19 83:8	78:4,6	non-incarce
101:6	102:18	9:21 12:25	minutes 5:23	MSB 92:19	86:7,9	81:14 83:10	44:12
main 26:22	142:7	57:12 79:2	mission 10:3	much-needed	88:23	87:20 98:12	non-negotia
29:3	matters 80:14	84:13 85:14	10:23 12:12	13:17	120:21	98:21 122:3	121:9
maintain	117:13	93:10	16:3 54:4	multi-city	127:22	140:2	non-profits
44:21 113:2	mattress	Memorial 7:3	58:7 115:20	94:13	names 130:12	neighborho	28:21
115:4	101:20	125:22	124:7	multidimen	naming	6:8 28:22	non-traditi
major 6:5	Mayor 2:24	men 92:25	136:16	24:5	130:12	30:14 95:13	27:8
22:3 63:5	3:5 117:2	96:25 104:2	mix 80:12	multifold	nation 24:16	95:14 99:24	Norris 88:22
92:7,18	127:6	126:12	mixed 62:8	24:18	national	101:16	114:18
134:16	Mayor's 5:16	mentally	model 48:13	multiple 28:2	15:11 33:13	108:21	Northeast
maker 62:15	McDermott	67:23	53:14 62:3	municipal	40:6,7,8	neighbors	7:11 51:24
making 80:10	2:7 3:9	mention	91:15	58:16 59:4	92:10	90:17 95:25	72:7 88:18
83:2 112:6	McPherson	136:7	moment 3:24	60:8,17	126:19	net 105:2	97:22
116:4	54:20 55:4	mentioned	27:21 82:24	mural 3:20	132:4	115:22,23	note 87:16
117:10	MDO 129:15	12:11 13:6	102:10	85:22 86:6	nationally	128:18	notes 142:6
manage	129:22	41:17 43:11	Monday	86:12 87:2	47:2	network	notice 97:16
89:10	130:20	75:18 77:13	141:6	87:12 88:4	natural 64:24	28:25 32:18	138:20
management	MDO's 46:20	merges 91:15	money 17:8	89:7 94:8	nature 22:10	32:22 33:14	noticed 23:3
18:13	mean 20:11	message	17:12,13,19	94:15 95:18	118:14	never 15:2	46:5 101:5
manager 83:9	50:14,15,18	65:14	58:23 67:15	96:5 97:25	131:8	104:5 118:9	NPR 6:25
Managing	50:19,21	133:18	118:22	98:17 99:9	nauseam	121:22	number 6:10
46:8 129:4	51:6,19,23	messages	128:18	99:18 100:7	84:14	new 5:2 6:21	8:9 9:20
	1	Ī	Ī	I	navigate 44:5	1	1
Manayunk					navigate 44.5		Į.

							Page II
	1	1 .	l	l	l	1	l
17:5 18:4	128:24	operation	57:6	paid 92:12	participant	Paschalville	101:17
21:9,12	129:4,24	35:6	organizers	paint 87:17	96:19	13:14 43:22	103:5,21
26:22 31:5	131:19	opinion 45:24	57:13	100:12	participants	43:25 77:14	104:17,24
31:8 57:11	133:3	100:5	organizing	103:16	104:8	passion 14:17	107:21
69:2 77:16	Officer 86:13	opioid 54:20	40:21	painted 88:6	participate	137:14	108:19,24
numbers	88:11	59:10	Ortiz 106:10	114:20	49:11	pathway	109:7
55:10	officially	opportunities	Ott 107:4	Pal 125:15	participated	43:17	110:10
100:13	141:3	15:10 42:3	out-of-school	Pam 34:12,20	26:21	pathways	111:14
numerous	offline 82:23	87:25	29:15 33:4	Pamela 4:14	participation	12:2 80:5	113:9 114:6
126:14	118:25	127:12	33:7,12	5:10	36:6 80:23	pay 81:6	114:19,23
127:7	oh 1:13 23:6	134:11	63:17	Panther	127:4	93:13 130:6	114:24
Nurkin 42:7	56:6 61:19	opportunity	out-of-scho	121:4	particular	137:9	115:24
42:19,20	83:4 107:15	10:20 15:14	11:11 28:24	parades	14:17 54:17	paying	120:23
45:25	okay 22:23	16:7 25:20	32:18	129:18	70:24 80:12	109:15	121:8
nurture	26:10,11	41:19,22	outbound	paradigm	81:6,17	PCVB 128:23	133:21
15:18	32:9 33:16	44:10 49:16	74:15	20:15 24:9	82:12	131:15,23	134:7
nutrition	34:3 72:20	64:2 66:15	outcome	36:15 80:6	114:15	132:14	139:25
12:6 25:2	78:20 79:14	76:17 77:4	31:17	paragraph	particularly	PECO 81:17	people's
0	81:3 101:8	80:3 86:14	outcomes	136:7	9:11 19:5	82:3,4	58:21 87:18
	110:2 116:9	93:2 108:17	10:21 29:4	paramount	24:7,16	pending	97:25 98:25
o'clock	119:6	108:20	30:25 38:25	11:5	38:17 59:25	116:11	103:14
119:17,21	121:23	110:25	95:12	Pardon 35:9	60:2 63:16	Penn's	percent 34:14
objections	122:23	111:19,21	outdoor	75:13	70:3 76:8	134:20	37:22 40:23
142:4	129:13	111:22	113:3	parent 44:11	81:21	Pennsylvania	41:2,3
obviously	130:18	113:19	outpace 69:4	44:12	111:23	1:6 2:25	45:14 80:25
55:11 74:16	132:21	121:7	outputs 31:5	parents 8:12	partner 28:19	17:3 35:17	93:8,8,9,10
74:19	135:6 137:7	127:16	outreach 11:3	8:15 23:14	31:19 45:18	pension	96:11
110:22	139:16	132:25	12:25 49:5	29:25 31:7	51:19 98:2	102:17	133:15
occupancy	140:25	opposed 20:5	outreached	Park 13:13	100:7	people 6:9,10	percentage
133:13,15	old 20:5 84:6	order 15:4	140:7	88:18	130:16	8:20 19:25	41:6
occurred	84:7 112:20	76:2 82:2	outwardly	106:25	139:7	20:23 21:13	percentage
102:3	older 13:18	ordinance	12:13	parks 51:3	partnering	22:7,16	40:13
occurring	24:2	2:10,12,14	overboard	106:17	30:15	23:14,23	perfect 139:3
70:17	oldest 51:2	3:4	54:6	Parkway	partners 29:2	24:2 31:14	perform
OCR 126:2	Olney 64:22	organically	Overbrook	24:13 25:22	30:4,22,23	34:14,23,24	74:20,21
Octavius	once 18:10	118:11	13:13	26:2 78:8	32:3 33:15	35:3,21,24	108:8,10
88:13	64:23	organization	overhead	138:13	39:14,21	36:3 41:23	performance
116:11	101:23	10:19 12:14	122:15	140:10	46:25 48:17	43:10 45:6	57:22
offenders	102:2	15:7 21:24	oversea	parochial	49:6 51:13	50:23 51:9	performanc
120:9	one's 109:3	36:7 53:21	136:22	41:5	53:11 64:3	52:16 59:16	57:25 58:6
offer 77:2	ones 6:13	79:19 94:9	overseas	part 14:22	73:9 77:3	61:3,4,4,7	period 19:21
133:25	80:20	132:24	136:20	25:7,15	87:9 91:16	62:18 75:20	39:17 43:18
offering 9:10	online 77:5	138:24	overviews	31:25 32:2	124:18	76:18 77:4	100:3
91:12	77:22	organizations	123:24	43:8 46:24	128:22	77:10,18,19	permanent
offerings	open 51:22	28:20 77:17	owners 35:23	54:25 57:23	partnership	79:22,23,24	40:2
11:11	98:14 110:6	78:13,15	P	60:23 63:15	38:9 43:23	80:22 83:25	permission
offers 43:16	opened 6:4	125:13		64:24 69:17	46:20	86:16 87:11	66:9
office 5:16	opening	129:21	p.m 141:11	80:12	131:12	89:7,8	person 3:22
45:19 52:15	135:14	130:5	pace 115:20	111:17	partnerships	90:23,24	34:15 36:3
81:18 82:16	operating	131:20	pacesetter	115:17	7:25 8:6	91:5 92:14	43:5 45:10
122:2	2:15 3:13	135:15	40:7	116:7 120:3	11:15 13:22	95:23 96:22	96:17
123:25	58:8 86:13	136:17	package 43:9	120:11,14	38:17 100:2	97:8 98:10	102:14
124:4,22	124:3	organizer	Page 16:18	136:15	parts 63:15	98:19,22	122:14,18
127:23			96:8				
L							

Page 12

	•	1	1	1			
122:19	Philadelphi	69:20	19:17 55:19	47:15,20	30:12 97:17	97:8 98:14	promotional
personal	11:8 14:9	played 54:18	56:2	50:14	108:15	102:22	50:8 124:6
98:25 100:4	94:3	players 13:15	positive 48:14	pretty 6:3	problem-sol	103:2,19	property 84:5
100:5	Philly 15:20	pleasant 53:6	124:14	21:2 36:19	89:18	104:20	proposed
personally	46:9,19	100:6	138:18	37:18 68:11	proceed 86:7	112:15	2:22 3:13
139:13	61:14	please 2:7	possibility	69:3 72:13	123:17	126:17	protect 61:3,4
perspective	126:22	107:22	111:14	77:9 102:4	proceedings	programm	protecting
20:3 62:2	philosophic	123:5,11,11	possible	133:16	142:4	74:18	60:19
ph 120:21	84:23	123:16	10:24 13:8	previous	process 18:6	programmi	prototype
pharma	PHL 125:15	pleased	39:20	95:16	20:10 64:4	12:3 13:22	93:24
21:23	phonics 31:23	115:17	126:15	price 99:5	102:25	26:7 36:5	proud 6:2
Philadelphia	photos 101:4	123:23	possibly	109:2	103:5	76:3	8:18 13:10
1:2,6 2:19	picked 43:7	pleasure	77:10	pride 59:5	105:20	programs	34:13 52:2
2:21 4:13	pictures	51:14	post 59:2	61:13 94:18	106:6	6:22 14:3	73:7
9:16,19	68:11 101:6	104:11	potential	126:3	produce	14:15 30:10	proven 48:13
10:4,11	piece 12:23	139:7	16:21 96:23	primary 8:8	93:18	42:23 43:15	provide 16:20
11:24 14:7	22:3 25:5	Poet 14:12	potentially	principal	126:18	43:21 44:9	31:13 53:13
16:5 21:2	35:19 53:23	point 8:12	43:13	64:21	127:25	49:3 51:22	101:15
27:6,24	56:16 59:15	25:6 73:14	power 16:21	principle	produced	63:23 77:3	106:4
28:4,13	60:17 61:24	80:14,18	powerful	40:21	125:12	78:23 91:13	111:12
34:8,16	63:12,18	82:19 88:21	89:21 122:9	print 116:20	product	95:11,22	121:7
35:8,11,13	84:4 102:5	points 41:6	practice	prison 9:4	24:24 83:17	98:15	123:24
35:16 38:12	102:17	59:24 79:17	90:10	42:5,10	productive	progress	provider
39:22 42:21	pier 135:8	Poland	pragmatic	45:9,12	10:8	58:11 62:11	33:14
43:6 47:6	PIFA 134:22	127:21	93:12	59:9 96:18	profession	62:12,20	providers
51:3,25	pillars 10:14	Police 125:21	pre-events	102:10,11	60:18	progressing	32:18,22,23
	-		125:6				49:22
/9:21 80:16	pnot 8:25	policy 55:22	123.0	103:20	professional	31:14	49:22
79:21 80:16 84:17 86:11	pilot 8:25 98:8	policy 55:22 114:9	pre-K 48:15		professional 12:19		provides
	98:8			prisoners 102:13	12:19	progressively 50:22	
84:17 86:11		114:9	pre-K 48:15 125:15	prisoners	-	progressively 50:22	provides
84:17 86:11 88:12,19,25	98:8 pipelines 35:5	114:9 pool 15:18	pre-K 48:15	prisoners 102:13	12:19 professionals	progressively	provides 12:14 90:14
84:17 86:11 88:12,19,25 91:6 93:16	98:8 pipelines 35:5 Pitbull	114:9 pool 15:18 pop 7:19	pre-K 48:15 125:15 predomina	prisoners 102:13 prisons 8:23	12:19 professionals 80:11	progressively 50:22 project 43:24	provides 12:14 90:14 providing
84:17 86:11 88:12,19,25 91:6 93:16 93:20	98:8 pipelines 35:5 Pitbull 139:14,23	114:9 pool 15:18 pop 7:19 population	pre-K 48:15 125:15 predomina 69:23	prisoners 102:13 prisons 8:23 8:24 14:7	12:19 professionals 80:11 program 2:10	progressively 50:22 project 43:24 46:21 92:18	provides 12:14 90:14 providing 2:18 12:2
84:17 86:11 88:12,19,25 91:6 93:16 93:20 100:10	98:8 pipelines 35:5 Pitbull 139:14,23 pitch 131:24	114:9 pool 15:18 pop 7:19 population 6:20 59:9	pre-K 48:15 125:15 predomina 69:23 premier	prisoners 102:13 prisons 8:23 8:24 14:7 41:20,22	12:19 professionals 80:11 program 2:10 3:15 6:24	progressively 50:22 project 43:24 46:21 92:18 105:18,24	provides 12:14 90:14 providing 2:18 12:2 14:2 87:25
84:17 86:11 88:12,19,25 91:6 93:16 93:20 100:10 112:25	98:8 pipelines 35:5 Pitbull 139:14,23 pitch 131:24 Pitts 6:25	114:9 pool 15:18 pop 7:19 population 6:20 59:9 92:23	pre-K 48:15 125:15 predomina 69:23 premier 124:5	prisoners 102:13 prisons 8:23 8:24 14:7 41:20,22 42:2,14,23	12:19 professionals 80:11 program 2:10 3:15 6:24 8:8,22 9:2	progressively 50:22 project 43:24 46:21 92:18 105:18,24 109:18,19	provides 12:14 90:14 providing 2:18 12:2 14:2 87:25 94:10
84:17 86:11 88:12,19,25 91:6 93:16 93:20 100:10 112:25 118:17,20	98:8 pipelines 35:5 Pitbull 139:14,23 pitch 131:24 Pitts 6:25 pivoted 32:25	114:9 pool 15:18 pop 7:19 population 6:20 59:9 92:23 125:18	pre-K 48:15 125:15 predomina 69:23 premier 124:5 prepared	prisoners 102:13 prisons 8:23 8:24 14:7 41:20,22 42:2,14,23 43:6 44:23	12:19 professionals 80:11 program 2:10 3:15 6:24 8:8,22 9:2 11:21 12:24	progressively 50:22 project 43:24 46:21 92:18 105:18,24 109:18,19 110:3	provides 12:14 90:14 providing 2:18 12:2 14:2 87:25 94:10 108:16
84:17 86:11 88:12,19,25 91:6 93:16 93:20 100:10 112:25 118:17,20 118:22	98:8 pipelines 35:5 Pitbull 139:14,23 pitch 131:24 Pitts 6:25 pivoted 32:25 place 23:9	114:9 pool 15:18 pop 7:19 population 6:20 59:9 92:23 125:18 porch 7:6	pre-K 48:15 125:15 predomina 69:23 premier 124:5 prepared 29:23	prisoners 102:13 prisons 8:23 8:24 14:7 41:20,22 42:2,14,23 43:6 44:23 privacy 60:15	12:19 professionals 80:11 program 2:10 3:15 6:24 8:8,22 9:2 11:21 12:24 14:12 17:7	progressively 50:22 project 43:24 46:21 92:18 105:18,24 109:18,19 110:3 120:18	provides 12:14 90:14 providing 2:18 12:2 14:2 87:25 94:10 108:16 PSSA 31:17
84:17 86:11 88:12,19,25 91:6 93:16 93:20 100:10 112:25 118:17,20 118:22 124:7,14 125:5 126:16	98:8 pipelines 35:5 Pitbull 139:14,23 pitch 131:24 Pitts 6:25 pivoted 32:25 place 23:9 39:9 50:25	114:9 pool 15:18 pop 7:19 population 6:20 59:9 92:23 125:18 porch 7:6 90:2,13	pre-K 48:15 125:15 predomina 69:23 premier 124:5 prepared 29:23 PRESENT	prisoners 102:13 prisons 8:23 8:24 14:7 41:20,22 42:2,14,23 43:6 44:23 privacy 60:15 60:19,24 private 28:5 49:5,21	12:19 professionals 80:11 program 2:10 3:15 6:24 8:8,22 9:2 11:21 12:24 14:12 17:7 23:2,20	progressively 50:22 project 43:24 46:21 92:18 105:18,24 109:18,19 110:3 120:18 projects 8:5 13:16 87:9 87:12,14	provides 12:14 90:14 providing 2:18 12:2 14:2 87:25 94:10 108:16 PSSA 31:17 public 2:3 3:10 13:23 13:24 30:12
84:17 86:11 88:12,19,25 91:6 93:16 93:20 100:10 112:25 118:17,20 118:22 124:7,14 125:5	98:8 pipelines 35:5 Pitbull 139:14,23 pitch 131:24 Pitts 6:25 pivoted 32:25 place 23:9 39:9 50:25 64:10,10	114:9 pool 15:18 pop 7:19 population 6:20 59:9 92:23 125:18 porch 7:6 90:2,13 portfolio	pre-K 48:15 125:15 predomina 69:23 premier 124:5 prepared 29:23 PRESENT 1:9	prisoners 102:13 prisons 8:23 8:24 14:7 41:20,22 42:2,14,23 43:6 44:23 privacy 60:15 60:19,24 private 28:5	12:19 professionals 80:11 program 2:10 3:15 6:24 8:8,22 9:2 11:21 12:24 14:12 17:7 23:2,20 25:8,9,23	progressively 50:22 project 43:24 46:21 92:18 105:18,24 109:18,19 110:3 120:18 projects 8:5 13:16 87:9	provides 12:14 90:14 providing 2:18 12:2 14:2 87:25 94:10 108:16 PSSA 31:17 public 2:3 3:10 13:23
84:17 86:11 88:12,19,25 91:6 93:16 93:20 100:10 112:25 118:17,20 118:22 124:7,14 125:5 126:16	98:8 pipelines 35:5 Pitbull 139:14,23 pitch 131:24 Pitts 6:25 pivoted 32:25 place 23:9 39:9 50:25 64:10,10 91:2 109:4	114:9 pool 15:18 pop 7:19 population 6:20 59:9 92:23 125:18 porch 7:6 90:2,13 portfolio 28:16 88:16	pre-K 48:15 125:15 predomina 69:23 premier 124:5 prepared 29:23 PRESENT 1:9 presenting	prisoners 102:13 prisons 8:23 8:24 14:7 41:20,22 42:2,14,23 43:6 44:23 privacy 60:15 60:19,24 private 28:5 49:5,21 51:12 53:9 53:20 67:15	12:19 professionals 80:11 program 2:10 3:15 6:24 8:8,22 9:2 11:21 12:24 14:12 17:7 23:2,20 25:8,9,23 26:5,21	progressively 50:22 project 43:24 46:21 92:18 105:18,24 109:18,19 110:3 120:18 projects 8:5 13:16 87:9 87:12,14	provides 12:14 90:14 providing 2:18 12:2 14:2 87:25 94:10 108:16 PSSA 31:17 public 2:3 3:10 13:23 13:24 30:12
84:17 86:11 88:12,19,25 91:6 93:16 93:20 100:10 112:25 118:17,20 118:22 124:7,14 125:5 126:16 127:13 128:23 131:9,22	98:8 pipelines 35:5 Pitbull 139:14,23 pitch 131:24 Pitts 6:25 pivoted 32:25 place 23:9 39:9 50:25 64:10,10 91:2 109:4 120:11	114:9 pool 15:18 pop 7:19 population 6:20 59:9 92:23 125:18 porch 7:6 90:2,13 portfolio 28:16 88:16 118:4 portion 17:6 25:3	pre-K 48:15 125:15 predomina 69:23 premier 124:5 prepared 29:23 PRESENT 1:9 presenting 93:24	prisoners 102:13 prisons 8:23 8:24 14:7 41:20,22 42:2,14,23 43:6 44:23 privacy 60:15 60:19,24 private 28:5 49:5,21 51:12 53:9 53:20 67:15 70:5 99:15	12:19 professionals 80:11 program 2:10 3:15 6:24 8:8,22 9:2 11:21 12:24 14:12 17:7 23:2,20 25:8,9,23 26:5,21 27:3 28:6	progressively 50:22 project 43:24 46:21 92:18 105:18,24 109:18,19 110:3 120:18 projects 8:5 13:16 87:9 87:12,14 113:14 131:11 promise	provides 12:14 90:14 providing 2:18 12:2 14:2 87:25 94:10 108:16 PSSA 31:17 public 2:3 3:10 13:23 13:24 30:12 31:25 42:12
84:17 86:11 88:12,19,25 91:6 93:16 93:20 100:10 112:25 118:17,20 118:22 124:7,14 125:5 126:16 127:13 128:23 131:9,22 132:22,23	98:8 pipelines 35:5 Pitbull 139:14,23 pitch 131:24 Pitts 6:25 pivoted 32:25 place 23:9 39:9 50:25 64:10,10 91:2 109:4 120:11 places 107:13 plan 2:20 3:16 10:10	114:9 pool 15:18 pop 7:19 population 6:20 59:9 92:23 125:18 porch 7:6 90:2,13 portfolio 28:16 88:16 118:4 portion 17:6 25:3 Portland 69:5	pre-K 48:15 125:15 predomina 69:23 premier 124:5 prepared 29:23 PRESENT 1:9 presenting 93:24 President	prisoners 102:13 prisons 8:23 8:24 14:7 41:20,22 42:2,14,23 43:6 44:23 privacy 60:15 60:19,24 private 28:5 49:5,21 51:12 53:9 53:20 67:15	12:19 professionals 80:11 program 2:10 3:15 6:24 8:8,22 9:2 11:21 12:24 14:12 17:7 23:2,20 25:8,9,23 26:5,21 27:3 28:6 30:8 37:25	progressively 50:22 project 43:24 46:21 92:18 105:18,24 109:18,19 110:3 120:18 projects 8:5 13:16 87:9 87:12,14 113:14 131:11 promise 132:13	provides 12:14 90:14 providing 2:18 12:2 14:2 87:25 94:10 108:16 PSSA 31:17 public 2:3 3:10 13:23 13:24 30:12 31:25 42:12 45:18 61:9
84:17 86:11 88:12,19,25 91:6 93:16 93:20 100:10 112:25 118:17,20 118:22 124:7,14 125:5 126:16 127:13 128:23 131:9,22	98:8 pipelines 35:5 Pitbull 139:14,23 pitch 131:24 Pitts 6:25 pivoted 32:25 place 23:9 39:9 50:25 64:10,10 91:2 109:4 120:11 places 107:13 plan 2:20 3:16 10:10 10:15,19	114:9 pool 15:18 pop 7:19 population 6:20 59:9 92:23 125:18 porch 7:6 90:2,13 portfolio 28:16 88:16 118:4 portion 17:6 25:3	pre-K 48:15 125:15 predomina 69:23 premier 124:5 prepared 29:23 PRESENT 1:9 presenting 93:24 President 1:10 2:2 3:8	prisoners 102:13 prisons 8:23 8:24 14:7 41:20,22 42:2,14,23 43:6 44:23 privacy 60:15 60:19,24 private 28:5 49:5,21 51:12 53:9 53:20 67:15 70:5 99:15	12:19 professionals 80:11 program 2:10 3:15 6:24 8:8,22 9:2 11:21 12:24 14:12 17:7 23:2,20 25:8,9,23 26:5,21 27:3 28:6 30:8 37:25 40:2,15,17	progressively 50:22 project 43:24 46:21 92:18 105:18,24 109:18,19 110:3 120:18 projects 8:5 13:16 87:9 87:12,14 113:14 131:11 promise	provides 12:14 90:14 providing 2:18 12:2 14:2 87:25 94:10 108:16 PSSA 31:17 public 2:3 3:10 13:23 13:24 30:12 31:25 42:12 45:18 61:9 62:4,23
84:17 86:11 88:12,19,25 91:6 93:16 93:20 100:10 112:25 118:17,20 118:22 124:7,14 125:5 126:16 127:13 128:23 131:9,22 132:22,23	98:8 pipelines 35:5 Pitbull 139:14,23 pitch 131:24 Pitts 6:25 pivoted 32:25 place 23:9 39:9 50:25 64:10,10 91:2 109:4 120:11 places 107:13 plan 2:20 3:16 10:10	114:9 pool 15:18 pop 7:19 population 6:20 59:9 92:23 125:18 porch 7:6 90:2,13 portfolio 28:16 88:16 118:4 portion 17:6 25:3 Portland 69:5	pre-K 48:15 125:15 predomina 69:23 premier 124:5 prepared 29:23 PRESENT 1:9 presenting 93:24 President 1:10 2:2 3:8 4:4,8,16,20	prisoners 102:13 prisons 8:23 8:24 14:7 41:20,22 42:2,14,23 43:6 44:23 privacy 60:15 60:19,24 private 28:5 49:5,21 51:12 53:9 53:20 67:15 70:5 99:15 112:19 privilege 104:11	12:19 professionals 80:11 program 2:10 3:15 6:24 8:8,22 9:2 11:21 12:24 14:12 17:7 23:2,20 25:8,9,23 26:5,21 27:3 28:6 30:8 37:25 40:2,15,17 42:14 45:4 45:22 46:12 47:2,11	progressively 50:22 project 43:24 46:21 92:18 105:18,24 109:18,19 110:3 120:18 projects 8:5 13:16 87:9 87:12,14 113:14 131:11 promise 132:13	provides 12:14 90:14 providing 2:18 12:2 14:2 87:25 94:10 108:16 PSSA 31:17 public 2:3 3:10 13:23 13:24 30:12 31:25 42:12 45:18 61:9 62:4,23 63:12,20
84:17 86:11 88:12,19,25 91:6 93:16 93:20 100:10 112:25 118:17,20 118:22 124:7,14 125:5 126:16 127:13 128:23 131:9,22 132:22,23 133:6,8,19 134:18,19 134:22	98:8 pipelines 35:5 Pitbull 139:14,23 pitch 131:24 Pitts 6:25 pivoted 32:25 place 23:9 39:9 50:25 64:10,10 91:2 109:4 120:11 places 107:13 plan 2:20 3:16 10:10 10:15,19	114:9 pool 15:18 pop 7:19 population 6:20 59:9 92:23 125:18 porch 7:6 90:2,13 portfolio 28:16 88:16 118:4 portion 17:6 25:3 Portland 69:5 portrait 88:11,12 116:21	pre-K 48:15 125:15 predomina 69:23 premier 124:5 prepared 29:23 PRESENT 1:9 presenting 93:24 President 1:10 2:2 3:8 4:4,8,16,20 5:4,8 9:15	prisoners 102:13 prisons 8:23 8:24 14:7 41:20,22 42:2,14,23 43:6 44:23 privacy 60:15 60:19,24 private 28:5 49:5,21 51:12 53:9 53:20 67:15 70:5 99:15 112:19 privilege 104:11 127:17	12:19 professionals 80:11 program 2:10 3:15 6:24 8:8,22 9:2 11:21 12:24 14:12 17:7 23:2,20 25:8,9,23 26:5,21 27:3 28:6 30:8 37:25 40:2,15,17 42:14 45:4 45:22 46:12	progressively 50:22 project 43:24 46:21 92:18 105:18,24 109:18,19 110:3 120:18 projects 8:5 13:16 87:9 87:12,14 113:14 131:11 promise 132:13 promises 10:7	provides 12:14 90:14 providing 2:18 12:2 14:2 87:25 94:10 108:16 PSSA 31:17 public 2:3 3:10 13:23 13:24 30:12 31:25 42:12 45:18 61:9 62:4,23 63:12,20 65:9,10
84:17 86:11 88:12,19,25 91:6 93:16 93:20 100:10 112:25 118:17,20 118:22 124:7,14 125:5 126:16 127:13 128:23 131:9,22 132:22,23 133:6,8,19 134:18,19 134:22 135:25	98:8 pipelines 35:5 Pitbull 139:14,23 pitch 131:24 Pitts 6:25 pivoted 32:25 place 23:9 39:9 50:25 64:10,10 91:2 109:4 120:11 places 107:13 plan 2:20 3:16 10:10 10:15,19 15:5 16:2 18:3 110:18 110:19	114:9 pool 15:18 pop 7:19 population 6:20 59:9 92:23 125:18 porch 7:6 90:2,13 portfolio 28:16 88:16 118:4 portion 17:6 25:3 Portland 69:5 portrait 88:11,12	pre-K 48:15 125:15 predomina 69:23 premier 124:5 prepared 29:23 PRESENT 1:9 presenting 93:24 President 1:10 2:2 3:8 4:4,8,16,20 5:4,8 9:15 16:14 17:15 17:18,22 18:23 19:2	prisoners 102:13 prisons 8:23 8:24 14:7 41:20,22 42:2,14,23 43:6 44:23 privacy 60:15 60:19,24 private 28:5 49:5,21 51:12 53:9 53:20 67:15 70:5 99:15 112:19 privilege 104:11	12:19 professionals 80:11 program 2:10 3:15 6:24 8:8,22 9:2 11:21 12:24 14:12 17:7 23:2,20 25:8,9,23 26:5,21 27:3 28:6 30:8 37:25 40:2,15,17 42:14 45:4 45:22 46:12 47:2,11	progressively 50:22 project 43:24 46:21 92:18 105:18,24 109:18,19 110:3 120:18 projects 8:5 13:16 87:9 87:12,14 113:14 131:11 promise 132:13 promises 10:7 promote 47:8 50:9 76:22 78:22 126:3	provides 12:14 90:14 providing 2:18 12:2 14:2 87:25 94:10 108:16 PSSA 31:17 public 2:3 3:10 13:23 13:24 30:12 31:25 42:12 45:18 61:9 62:4,23 63:12,20 65:9,10 72:7 73:15
84:17 86:11 88:12,19,25 91:6 93:16 93:20 100:10 112:25 118:17,20 118:22 124:7,14 125:5 126:16 127:13 128:23 131:9,22 132:22,23 133:6,8,19 134:18,19 134:22 135:25 136:8,17,23	98:8 pipelines 35:5 Pitbull 139:14,23 pitch 131:24 Pitts 6:25 pivoted 32:25 place 23:9 39:9 50:25 64:10,10 91:2 109:4 120:11 places 107:13 plan 2:20 3:16 10:10 10:15,19 15:5 16:2 18:3 110:18 110:19 111:11	114:9 pool 15:18 pop 7:19 population 6:20 59:9 92:23 125:18 porch 7:6 90:2,13 portfolio 28:16 88:16 118:4 portion 17:6 25:3 Portland 69:5 portrait 88:11,12 116:21 position 18:17 50:8	pre-K 48:15 125:15 predomina 69:23 premier 124:5 prepared 29:23 PRESENT 1:9 presenting 93:24 President 1:10 2:2 3:8 4:4,8,16,20 5:4,8 9:15 16:14 17:15 17:18,22	prisoners 102:13 prisons 8:23 8:24 14:7 41:20,22 42:2,14,23 43:6 44:23 privacy 60:15 60:19,24 private 28:5 49:5,21 51:12 53:9 53:20 67:15 70:5 99:15 112:19 privilege 104:11 127:17 probably 36:18,19	12:19 professionals 80:11 program 2:10 3:15 6:24 8:8,22 9:2 11:21 12:24 14:12 17:7 23:2,20 25:8,9,23 26:5,21 27:3 28:6 30:8 37:25 40:2,15,17 42:14 45:4 45:22 46:12 47:2,11 49:7,11,20 59:4,5 69:12 70:4	progressively 50:22 project 43:24 46:21 92:18 105:18,24 109:18,19 110:3 120:18 projects 8:5 13:16 87:9 87:12,14 113:14 131:11 promise 132:13 promises 10:7 promote 47:8 50:9 76:22 78:22 126:3 134:18	provides 12:14 90:14 providing 2:18 12:2 14:2 87:25 94:10 108:16 PSSA 31:17 public 2:3 3:10 13:23 13:24 30:12 31:25 42:12 45:18 61:9 62:4,23 63:12,20 65:9,10 72:7 73:15 85:22 87:6
84:17 86:11 88:12,19,25 91:6 93:16 93:20 100:10 112:25 118:17,20 118:22 124:7,14 125:5 126:16 127:13 128:23 131:9,22 132:22,23 133:6,8,19 134:18,19 134:22 135:25	98:8 pipelines 35:5 Pitbull 139:14,23 pitch 131:24 Pitts 6:25 pivoted 32:25 place 23:9 39:9 50:25 64:10,10 91:2 109:4 120:11 places 107:13 plan 2:20 3:16 10:10 10:15,19 15:5 16:2 18:3 110:18 110:19	114:9 pool 15:18 pop 7:19 population 6:20 59:9 92:23 125:18 porch 7:6 90:2,13 portfolio 28:16 88:16 118:4 portion 17:6 25:3 Portland 69:5 portrait 88:11,12 116:21 position 18:17 50:8 50:10,16	pre-K 48:15 125:15 predomina 69:23 premier 124:5 prepared 29:23 PRESENT 1:9 presenting 93:24 President 1:10 2:2 3:8 4:4,8,16,20 5:4,8 9:15 16:14 17:15 17:18,22 18:23 19:2 19:22 22:22 23:7,13,17	prisoners 102:13 prisons 8:23 8:24 14:7 41:20,22 42:2,14,23 43:6 44:23 privacy 60:15 60:19,24 private 28:5 49:5,21 51:12 53:9 53:20 67:15 70:5 99:15 112:19 privilege 104:11 127:17 probably	12:19 professionals 80:11 program 2:10 3:15 6:24 8:8,22 9:2 11:21 12:24 14:12 17:7 23:2,20 25:8,9,23 26:5,21 27:3 28:6 30:8 37:25 40:2,15,17 42:14 45:4 45:22 46:12 47:2,11 49:7,11,20 59:4,5 69:12 70:4 70:22 71:16	progressively 50:22 project 43:24 46:21 92:18 105:18,24 109:18,19 110:3 120:18 projects 8:5 13:16 87:9 87:12,14 113:14 131:11 promise 132:13 promises 10:7 promote 47:8 50:9 76:22 78:22 126:3 134:18 promoting	provides 12:14 90:14 providing 2:18 12:2 14:2 87:25 94:10 108:16 PSSA 31:17 public 2:3 3:10 13:23 13:24 30:12 31:25 42:12 45:18 61:9 62:4,23 63:12,20 65:9,10 72:7 73:15 85:22 87:6 87:11,14
84:17 86:11 88:12,19,25 91:6 93:16 93:20 100:10 112:25 118:17,20 118:22 124:7,14 125:5 126:16 127:13 128:23 131:9,22 132:22,23 133:6,8,19 134:18,19 134:22 135:25 136:8,17,23	98:8 pipelines 35:5 Pitbull 139:14,23 pitch 131:24 Pitts 6:25 pivoted 32:25 place 23:9 39:9 50:25 64:10,10 91:2 109:4 120:11 places 107:13 plan 2:20 3:16 10:10 10:15,19 15:5 16:2 18:3 110:18 110:19 111:11	114:9 pool 15:18 pop 7:19 population 6:20 59:9 92:23 125:18 porch 7:6 90:2,13 portfolio 28:16 88:16 118:4 portion 17:6 25:3 Portland 69:5 portrait 88:11,12 116:21 position 18:17 50:8 50:10,16 57:6 139:4	pre-K 48:15 125:15 predomina 69:23 premier 124:5 prepared 29:23 PRESENT 1:9 presenting 93:24 President 1:10 2:2 3:8 4:4,8,16,20 5:4,8 9:15 16:14 17:15 17:18,22 18:23 19:2 19:22 22:22	prisoners 102:13 prisons 8:23 8:24 14:7 41:20,22 42:2,14,23 43:6 44:23 privacy 60:15 60:19,24 private 28:5 49:5,21 51:12 53:9 53:20 67:15 70:5 99:15 112:19 privilege 104:11 127:17 probably 36:18,19 38:16 39:24 48:4 68:2	12:19 professionals 80:11 program 2:10 3:15 6:24 8:8,22 9:2 11:21 12:24 14:12 17:7 23:2,20 25:8,9,23 26:5,21 27:3 28:6 30:8 37:25 40:2,15,17 42:14 45:4 45:22 46:12 47:2,11 49:7,11,20 59:4,5 69:12 70:4	progressively 50:22 project 43:24 46:21 92:18 105:18,24 109:18,19 110:3 120:18 projects 8:5 13:16 87:9 87:12,14 113:14 131:11 promise 132:13 promises 10:7 promote 47:8 50:9 76:22 78:22 126:3 134:18 promoting 125:16	provides 12:14 90:14 providing 2:18 12:2 14:2 87:25 94:10 108:16 PSSA 31:17 public 2:3 3:10 13:23 13:24 30:12 31:25 42:12 45:18 61:9 62:4,23 63:12,20 65:9,10 72:7 73:15 85:22 87:6 87:11,14 91:7,11
84:17 86:11 88:12,19,25 91:6 93:16 93:20 100:10 112:25 118:17,20 118:22 124:7,14 125:5 126:16 127:13 128:23 131:9,22 132:22,23 133:6,8,19 134:18,19 134:22 135:25 136:8,17,23 Philadelphi 68:24 91:22 124:8 126:4	98:8 pipelines 35:5 Pitbull 139:14,23 pitch 131:24 Pitts 6:25 pivoted 32:25 place 23:9 39:9 50:25 64:10,10 91:2 109:4 120:11 places 107:13 plan 2:20 3:16 10:10 10:15,19 15:5 16:2 18:3 110:18 110:19 111:11 113:13 planned 99:9 planners	114:9 pool 15:18 pop 7:19 population 6:20 59:9 92:23 125:18 porch 7:6 90:2,13 portfolio 28:16 88:16 118:4 portion 17:6 25:3 Portland 69:5 portrait 88:11,12 116:21 position 18:17 50:8 50:10,16	pre-K 48:15 125:15 predomina 69:23 premier 124:5 prepared 29:23 PRESENT 1:9 presenting 93:24 President 1:10 2:2 3:8 4:4,8,16,20 5:4,8 9:15 16:14 17:15 17:18,22 18:23 19:2 19:22 22:22 23:7,13,17 23:22,25 24:6 26:9	prisoners 102:13 prisons 8:23 8:24 14:7 41:20,22 42:2,14,23 43:6 44:23 privacy 60:15 60:19,24 private 28:5 49:5,21 51:12 53:9 53:20 67:15 70:5 99:15 112:19 privilege 104:11 127:17 probably 36:18,19 38:16 39:24	12:19 professionals 80:11 program 2:10 3:15 6:24 8:8,22 9:2 11:21 12:24 14:12 17:7 23:2,20 25:8,9,23 26:5,21 27:3 28:6 30:8 37:25 40:2,15,17 42:14 45:4 45:22 46:12 47:2,11 49:7,11,20 59:4,5 69:12 70:4 70:22 71:16	progressively 50:22 project 43:24 46:21 92:18 105:18,24 109:18,19 110:3 120:18 projects 8:5 13:16 87:9 87:12,14 113:14 131:11 promise 132:13 promises 10:7 promote 47:8 50:9 76:22 78:22 126:3 134:18 promoting	provides 12:14 90:14 providing 2:18 12:2 14:2 87:25 94:10 108:16 PSSA 31:17 public 2:3 3:10 13:23 13:24 30:12 31:25 42:12 45:18 61:9 62:4,23 63:12,20 65:9,10 72:7 73:15 85:22 87:6 87:11,14 91:7,11 92:18 93:3 93:22 97:3 98:16,16
84:17 86:11 88:12,19,25 91:6 93:16 93:20 100:10 112:25 118:17,20 118:22 124:7,14 125:5 126:16 127:13 128:23 131:9,22 132:22,23 133:6,8,19 134:18,19 134:22 135:25 136:8,17,23 Philadelphi 68:24 91:22	98:8 pipelines 35:5 Pitbull 139:14,23 pitch 131:24 Pitts 6:25 pivoted 32:25 place 23:9 39:9 50:25 64:10,10 91:2 109:4 120:11 places 107:13 plan 2:20 3:16 10:10 10:15,19 15:5 16:2 18:3 110:18 110:19 111:11 113:13 planned 99:9	114:9 pool 15:18 pop 7:19 population 6:20 59:9 92:23 125:18 porch 7:6 90:2,13 portfolio 28:16 88:16 118:4 portion 17:6 25:3 Portland 69:5 portrait 88:11,12 116:21 position 18:17 50:8 50:10,16 57:6 139:4	pre-K 48:15 125:15 predomina 69:23 premier 124:5 prepared 29:23 PRESENT 1:9 presenting 93:24 President 1:10 2:2 3:8 4:4,8,16,20 5:4,8 9:15 16:14 17:15 17:18,22 18:23 19:2 19:22 22:22 23:7,13,17 23:22,25	prisoners 102:13 prisons 8:23 8:24 14:7 41:20,22 42:2,14,23 43:6 44:23 privacy 60:15 60:19,24 private 28:5 49:5,21 51:12 53:9 53:20 67:15 70:5 99:15 112:19 privilege 104:11 127:17 probably 36:18,19 38:16 39:24 48:4 68:2 96:20 probation	12:19 professionals 80:11 program 2:10 3:15 6:24 8:8,22 9:2 11:21 12:24 14:12 17:7 23:2,20 25:8,9,23 26:5,21 27:3 28:6 30:8 37:25 40:2,15,17 42:14 45:4 45:22 46:12 47:2,11 49:7,11,20 59:4,5 69:12 70:4 70:22 71:16 71:18 86:12	progressively 50:22 project 43:24 46:21 92:18 105:18,24 109:18,19 110:3 120:18 projects 8:5 13:16 87:9 87:12,14 113:14 131:11 promise 132:13 promises 10:7 promote 47:8 50:9 76:22 78:22 126:3 134:18 promoting 125:16 135:22 promotion	provides 12:14 90:14 providing 2:18 12:2 14:2 87:25 94:10 108:16 PSSA 31:17 public 2:3 3:10 13:23 13:24 30:12 31:25 42:12 45:18 61:9 62:4,23 63:12,20 65:9,10 72:7 73:15 85:22 87:6 87:11,14 91:7,11 92:18 93:3 93:22 97:3 98:16,16 104:20
84:17 86:11 88:12,19,25 91:6 93:16 93:20 100:10 112:25 118:17,20 118:22 124:7,14 125:5 126:16 127:13 128:23 131:9,22 132:22,23 133:6,8,19 134:18,19 134:22 135:25 136:8,17,23 Philadelphi 68:24 91:22 124:8 126:4	98:8 pipelines 35:5 Pitbull 139:14,23 pitch 131:24 Pitts 6:25 pivoted 32:25 place 23:9 39:9 50:25 64:10,10 91:2 109:4 120:11 places 107:13 plan 2:20 3:16 10:10 10:15,19 15:5 16:2 18:3 110:18 110:19 111:11 113:13 planned 99:9 planners	114:9 pool 15:18 pop 7:19 population 6:20 59:9 92:23 125:18 porch 7:6 90:2,13 portfolio 28:16 88:16 118:4 portion 17:6 25:3 Portland 69:5 portrait 88:11,12 116:21 position 18:17 50:8 50:10,16 57:6 139:4 positions 18:9	pre-K 48:15 125:15 predomina 69:23 premier 124:5 prepared 29:23 PRESENT 1:9 presenting 93:24 President 1:10 2:2 3:8 4:4,8,16,20 5:4,8 9:15 16:14 17:15 17:18,22 18:23 19:2 19:22 22:22 23:7,13,17 23:22,25 24:6 26:9	prisoners 102:13 prisons 8:23 8:24 14:7 41:20,22 42:2,14,23 43:6 44:23 privacy 60:15 60:19,24 private 28:5 49:5,21 51:12 53:9 53:20 67:15 70:5 99:15 112:19 privilege 104:11 127:17 probably 36:18,19 38:16 39:24 48:4 68:2 96:20	12:19 professionals 80:11 program 2:10 3:15 6:24 8:8,22 9:2 11:21 12:24 14:12 17:7 23:2,20 25:8,9,23 26:5,21 27:3 28:6 30:8 37:25 40:2,15,17 42:14 45:4 45:22 46:12 47:2,11 49:7,11,20 59:4,5 69:12 70:4 70:22 71:16 71:18 86:12 89:12 90:2	progressively 50:22 project 43:24 46:21 92:18 105:18,24 109:18,19 110:3 120:18 projects 8:5 13:16 87:9 87:12,14 113:14 131:11 promise 132:13 promises 10:7 promote 47:8 50:9 76:22 78:22 126:3 134:18 promoting 125:16 135:22	provides 12:14 90:14 providing 2:18 12:2 14:2 87:25 94:10 108:16 PSSA 31:17 public 2:3 3:10 13:23 13:24 30:12 31:25 42:12 45:18 61:9 62:4,23 63:12,20 65:9,10 72:7 73:15 85:22 87:6 87:11,14 91:7,11 92:18 93:3 93:22 97:3 98:16,16
84:17 86:11 88:12,19,25 91:6 93:16 93:20 100:10 112:25 118:17,20 118:22 124:7,14 125:5 126:16 127:13 128:23 131:9,22 132:22,23 133:6,8,19 134:18,19 134:22 135:25 136:8,17,23 Philadelphi 68:24 91:22 124:8 126:4 126:12	98:8 pipelines 35:5 Pitbull 139:14,23 pitch 131:24 Pitts 6:25 pivoted 32:25 place 23:9 39:9 50:25 64:10,10 91:2 109:4 120:11 places 107:13 plan 2:20 3:16 10:10 10:15,19 15:5 16:2 18:3 110:18 110:19 111:11 113:13 planned 99:9 planners 132:5,10	114:9 pool 15:18 pop 7:19 population 6:20 59:9 92:23 125:18 porch 7:6 90:2,13 portfolio 28:16 88:16 118:4 portion 17:6 25:3 Portland 69:5 portrait 88:11,12 116:21 position 18:17 50:8 50:10,16 57:6 139:4 positions 18:9 18:11,13,14	pre-K 48:15 125:15 predomina 69:23 premier 124:5 prepared 29:23 PRESENT 1:9 presenting 93:24 President 1:10 2:2 3:8 4:4,8,16,20 5:4,8 9:15 16:14 17:15 17:18,22 18:23 19:2 19:22 22:22 23:7,13,17 23:22,25 24:6 26:9 26:15,19	prisoners 102:13 prisons 8:23 8:24 14:7 41:20,22 42:2,14,23 43:6 44:23 privacy 60:15 60:19,24 private 28:5 49:5,21 51:12 53:9 53:20 67:15 70:5 99:15 112:19 privilege 104:11 127:17 probably 36:18,19 38:16 39:24 48:4 68:2 96:20 probation	12:19 professionals 80:11 program 2:10 3:15 6:24 8:8,22 9:2 11:21 12:24 14:12 17:7 23:2,20 25:8,9,23 26:5,21 27:3 28:6 30:8 37:25 40:2,15,17 42:14 45:4 45:22 46:12 47:2,11 49:7,11,20 59:4,5 69:12 70:4 70:22 71:16 71:18 86:12 89:12 90:2 91:4,7,25	progressively 50:22 project 43:24 46:21 92:18 105:18,24 109:18,19 110:3 120:18 projects 8:5 13:16 87:9 87:12,14 113:14 131:11 promise 132:13 promises 10:7 promote 47:8 50:9 76:22 78:22 126:3 134:18 promoting 125:16 135:22 promotion	provides 12:14 90:14 providing 2:18 12:2 14:2 87:25 94:10 108:16 PSSA 31:17 public 2:3 3:10 13:23 13:24 30:12 31:25 42:12 45:18 61:9 62:4,23 63:12,20 65:9,10 72:7 73:15 85:22 87:6 87:11,14 91:7,11 92:18 93:3 93:22 97:3 98:16,16 104:20
84:17 86:11 88:12,19,25 91:6 93:16 93:20 100:10 112:25 118:17,20 118:22 124:7,14 125:5 126:16 127:13 128:23 131:9,22 132:22,23 133:6,8,19 134:18,19 134:22 135:25 136:8,17,23 Philadelphi 68:24 91:22 124:8 126:4 126:12 Philadelphi	98:8 pipelines 35:5 Pitbull 139:14,23 pitch 131:24 Pitts 6:25 pivoted 32:25 place 23:9 39:9 50:25 64:10,10 91:2 109:4 120:11 places 107:13 plan 2:20 3:16 10:10 10:15,19 15:5 16:2 18:3 110:18 110:19 111:11 113:13 planned 99:9 planners 132:5,10 planning 27:6	114:9 pool 15:18 pop 7:19 population 6:20 59:9 92:23 125:18 porch 7:6 90:2,13 portfolio 28:16 88:16 118:4 portion 17:6 25:3 Portland 69:5 portrait 88:11,12 116:21 position 18:17 50:8 50:10,16 57:6 139:4 positions 18:9 18:11,13,14 18:16,20	pre-K 48:15 125:15 predomina 69:23 premier 124:5 prepared 29:23 PRESENT 1:9 presenting 93:24 President 1:10 2:2 3:8 4:4,8,16,20 5:4,8 9:15 16:14 17:15 17:18,22 18:23 19:2 19:22 22:22 23:7,13,17 23:22,25 24:6 26:9 26:15,19 36:24 37:2	prisoners 102:13 prisons 8:23 8:24 14:7 41:20,22 42:2,14,23 43:6 44:23 privacy 60:15 60:19,24 private 28:5 49:5,21 51:12 53:9 53:20 67:15 70:5 99:15 112:19 privilege 104:11 127:17 probably 36:18,19 38:16 39:24 48:4 68:2 96:20 probation 92:15	12:19 professionals 80:11 program 2:10 3:15 6:24 8:8,22 9:2 11:21 12:24 14:12 17:7 23:2,20 25:8,9,23 26:5,21 27:3 28:6 30:8 37:25 40:2,15,17 42:14 45:4 45:22 46:12 47:2,11 49:7,11,20 59:4,5 69:12 70:4 70:22 71:16 71:18 86:12 89:12 90:2 91:4,7,25 92:5,13,16	progressively 50:22 project 43:24 46:21 92:18 105:18,24 109:18,19 110:3 120:18 projects 8:5 13:16 87:9 87:12,14 113:14 131:11 promise 132:13 promises 10:7 promote 47:8 50:9 76:22 78:22 126:3 134:18 promoting 125:16 135:22 promotion 124:21	provides 12:14 90:14 providing 2:18 12:2 14:2 87:25 94:10 108:16 PSSA 31:17 public 2:3 3:10 13:23 13:24 30:12 31:25 42:12 45:18 61:9 62:4,23 63:12,20 65:9,10 72:7 73:15 85:22 87:6 87:11,14 91:7,11 92:18 93:3 93:22 97:3 98:16,16 104:20 110:7

13:22 126:14 105:13 294:31:2 113:23 113:24 113:25 119:4 received 92:64 98:24 received 92:69 98:24 received 92:60 89:22 received 92:69 rec								Page 13
126:14 162:15 203:13 294:31:2 113:23	112.22	54.14	waa din aaa	112.10	107.2	woffoot 64.12	12.4 25.21	wasalutian
14215 quickey 20:16 cading 5:18 116:15 table 20:19 cading 5:18 cade 20:19 cading 5:18 cade 20:19 cading 5:18 cade 20:19 cade 20:19 cading 5:18 cade 20:19 cade 20:1								
publicity quickly 20-20 reading 51-8 1161-15,18 17-6 81-0 117-11 217-24 117-23 118-12 129-23 131-34 118-12 1								· ·
publishers publishers quiety 11:21 27:24 117:23 118:23 118:61 117:14 118:6 117:14 118:6 117:14 118:6 117:14 118:6 117:14 118:6 118:61 11								· ·
publishers quietly 11:21 27:24 117:23 118:22 13:23 13:31 29:23 31:4 118:6 18:6 17:6 18:3 13:3 18:14 18:6 18:6 17:6 18:3								
Technology								*
Puerto 54:21 QuIINONE 38:15 40:19 31:31:7 95:22 96:9 refreshed 79:11 90:14 90:18 95:21 96:14 99:23 109:19 81:13 90:18 95:21 96:14 99:23 109:19 81:13 90:18 95:21 96:14 99:23 109:19 81:13 90:18 95:21 96:14 99:23 109:19 81:13 90:18 95:21 96:14 99:23 109:19 81:13 90:18 95:21 96:14 99:23 109:19 81:13 90:18 95:21 96:14 90:13 96:14 99:23 109:19 81:13 90:18 95:21 96:14 90:23 77:11 90:14 90:18 95:21 24:20 25:15 96:19 76:10.18 76:10						_		
Total Properties Properti								
pulsing 88:23								
Description								
September Sept								
pursmin 3:2 pursmit 94:14 pursmit 94:14 pursh 194:14 pursh 194:10 pursh 1								
pursuit 94:14 push 14:20 push 14:20 lo 105:14 push 14:20 lo 105:14 push 14:20 lo 105:14 push 14:20 lo 105:14 push 14:20 lo 106:55 push 13:66:24 lo 13:8:6.24 lo 18:8.5.25 push 13:66:66:15 push 13:66:67:15 push 13:66:67:15 raise 67:15 push 13:66:67:15 push 13:66:67:15 push 13:66:67:15 push 13:66 push 13:66:67:15 push 13:66:								
push 14:20 105:14 95:2 108:10 9:14 16:25 48:25 76:10.18 reparting 24:16 66:15 response 79:4 response 79:4 85:15 70:6 75:24 R 140:3 19:7 20:12 19:14 recognize regarding 24:4 regarding 24:4 regarding 24:4 reparding 24:4 report 12:7								
262: 42:15 122:9 109:25 17:17,20 recognize regarding 2:4 regarding 2:4 regarding 2:4 regined 3:3:1047:3 129:19 85:15 70:6 75:24 R 140:3 19:7 20:12 79:10 19:19:14 regards 27:14 33:10 47:3 repolicities regional 78:7 79:10 regarding 2:4 129:19 85:15 repolicities regional 78:7 79:10 106:3 33:10 47:3 repolicities regional 78:7 79:10 106:15 34:14 457:4 23:21,24 91:17 regarding 2:4 79:10 regarding 2:4 79:10 regional 78:7 79:10 regional 78:7 79:10	_							
42:16 66:15 R								
Trainbox		122:9						
76:3 put 55:19 rainbow real 7:5,14,22 23:5,12,16 recognized 91:17 report 122:7 42:12:54:25 42:12:54:25 78:13:79:15 responsible responsible responsible recognized 122:13 89:20 78:13:79:15 Reilly 86:13 report 122:7 42:12:54:25 responsible responsible responsible recognized 122:13 Reilly 86:13 10:13 127:17 responsible responsible responsible responsible recognized 142:24 122:6 122:13 89:10 49:13 127:17 responsible							-	
put 55:19 106:5 54:14 57:4 23:21,24 23:21,24 124:19 regularly recognizes reporter responsible 58:23 76:17 raise 67:15 raise 67:15 105:12 24:4.8 26:12 37:4 22:13 89:20 responsible 129:6 87:7 104:4 range 7:4 91:9 35:9,12 47:17 54:9 108:13 127:17 rest 82:14								
58:23 76:17 78:13 79:15 78:13 79:15 78:13 79:15 78:13 79:15 78:13 79:15 78:13 79:15 78:13 79:15 78:14 79:13 79:14 78:13 79:15 78:14 79:14 79:14 79:14 79:14 79:14 79:14 79:15 79:14 79:14 79:13 79:14 79:14 79:13 79:14 79:13 79:14 79:13 79:14 79:13 79:13 79:14 79:13 79:13 79:14 79:13 79:14 79:14 79:14 79:12 79:14 79:15 7							_	
78:13 79:15 87:7 104:4 raised 117:6 range 7:4 108:11 real-world 91:9 27:18 34:12 35:9,12 36:12,18 26:12 37:4 47:17 54:9 Reilly 86:13 101:25 100:17 represent 1027:17 139:14 rest 82:14 rest 82:14 109:2 122:15 130:6 131:24 rate 11:7 93:25 102:182 104:18,24 4 really 6:2 46:14 49:23 50:3,7 106:9 126:3 100:17 111:22 122:5 122:5 123:12 128:2 68:7 112:15 122:5 122:5 122:15 reimbursed 75:15 123:21 123:21 restorations 123:1 123:21 restorations puts 95:23 puting 34:25 96:3 97:2 99:23 134:2 99:23 134:2 99:23 134:2 40:25 40:104:21 123:17 30:16 33:3 35:35:4 56:62.5 59:17,23 33:17 55:16 56:3 141:7 record 5:9 75:12,3 33:17 123:21 124:5 127:5 reimbursed 124:127:5 87:13 89:11 77:126 133:19 124:5 127:5 87:13 89:11 17:16 17:								
R7:7 104:4 range 7:4 91:9 35:9,12 36:12,18 66:23 68:18 110:25 realize 38:14 realize 108:13 111:22 128:2 122:15 ranks 55:14 rate 11:7 21:25 22:4 50:3,7 recognizing 131:24 rate 11:7 21:25 22:4 50:3,7 recognizing 106:9 126:3 reimbursed 32:1 123:5 restoration restoration 131:24 rate 11:7 21:25 22:4 50:3,7 55:16 56:3 record 5:9 record 5:9 record 5:9 record 5:9 record 5:9 75:12 127:16,24 restoration 13:17 resching 34:25 96:10,14 33:5 35:4 56:6,25 59:17,23 33:17 reach 14:5 40:20 42:15 61:19,23 13:17 reach 14:5 40:20 42:15 66:12 67:9 119:16 133:17 read 2:7 3:12 57:7,15,19 71:4,8 recad 2:7 3:12 57:7,15,19 73:4,8 29:20 27:11,15;20 65:24 66:10 75:13,16 22:23 33:17 32:20 33:19 70:9,11,16 81:6 83:4 46:57 33:5 38:7 4:16 75:23 80:14 70:22 70:11 70:14 46:11,21 83:18,20,24 44:20 67:10 46:15 73:5 38:7 4:16 44:11,14 82:23 83:15 rebuild 13:16 117:21 recruitment 46:11,21 83:18,20,24 44:20 67:10 117:7 47:7 48:6 84:22 85:7 67:13,14 46:22 redustions 48:10,11,11 86:20 95:12 106:22 redustions 48:10,11,11 109:22 116:8120:4 recontains reinvested resimbursed reinvested resimbursed recontains resimbursed recontains reinvested 127:16 restorations resorations resimbursed restorations resorations resorations resimbursed recontains reinvested 129:16 reinvested 129:16 reinvested 129:16 recontains resimbursed recontains resimbursed resimbursed recontains resimbursed resimbursed resimbursed resimbursed resimbursed resimbursed r							*	
108:11								
109:2								
122:15				,			-	
130:6								
Table Tabl								
puts puts 55:23 50:20 80:23 30:16 33:3 55:16 56:3 141:7 reimburse 124:5 127:5 87:13 89:11 96:3 97:2 99:23 134:2 36:2 39:5 59:17,23 33:17 record 5:9 75:12 127:16,24 Restorative 98:9 107:16 reach 14:5 40:20 42:15 61:19,23 115:14 58:17 Representa results 129:7 Quality 83:16 read 2:7 3:12 57:7,15,19 71:4,8 119:16 115:19 representat resume 35:2 99:20 27:11,15,20 65:24 66:10 77:12 78:5 51:4 97:12 58:9 93:21 108:18 29:20 27:11,15,20 65:24 66:10 77:12 78:5 51:4 97:12 76:224 107:6 87:9 127:6 108:20 38:23 41:15 37:25 38:4 70:21 73:25 83:7,24 31:7 76:224 107:6 87:19 127:6 108:20 96:16 44:11,14 82:23 83:15 76:13,14 84:24 85:5 76:13,14 76:22 107:6 8:3 79:313 89:9 53:11 80:20,95:12 70:10,11								
putting 34:25 96:10,14 33:5 35:4 56:6,25 record 5:9 75:12 127:16,24 Restorative 96:3 97:2 99:23 134:2 36:2 39:5 59:17,23 33:17 reintroduced 131:19 13:19 Peppesenta restoring 133:17 reaching 8:12 40:25 43:9,14 63:9 65:19 117:5 reinvented 124:2,23 results 129:7 reaching 8:12 47:10 48:12 66:12 67:9 119:16 115:19 representat results 129:7 quality 8:16 read 2:7 3:12 57:7,15,19 71:4,8 recreate 112:11 135:15 resume 35:2 44:4104:4 resume 35:2 44:4104:4 resume 35:2 44:4104:4 resume-buil 108:18 represented 93:21 108:18 resume-buil 108:18 represented 93:21 108:18 resume-buil 108:18 represented 93:21 108:18 resume-buil 108:20 108:20 108:20 108:20 108:20 109:12 108:20 109:12 108:20 109:12 109								
96:3 97:2 98:9 107:16 133:17 99:23 134:2 40:20 42:15 61:19,23 61:19,23 73:17 33:17 reintroduced 113:19 75:17 131:19 75:17 91:24 restoring 113:19 133:17 40:25 40:25 43:9,14 63:9 65:19 72:13 40:26 42:15 61:19,23 72:10 41:5 63:9 65:19 72:10 117:5 7 reinvented 117:5 72:10 124:2,23 7 representa 124:2,23 7 representat 124:2,23 7 representat 124:2,23 7 representat 124:2,23 7 results 129:7 read 2:7 3:12 57:7,15,19 71:4,8 72:20 71:4,8 7 recreate 119:16 75:13,16 75:13,16 75:13,16 75:13,16 75:13,16 75:13,16 75:13,16 75:13,16 75:14,520 72:23 33:17 32:20 33:19 70:9,11,16 81:16 83:4 46:5 73:5 38:4 40:25 38:15 70:21 73:25 83:7,24 46:5 73:5 38:7 41:16 75:23 80:14 84:24 85:5 76:16 117:7 47:7 48:6 84:22 85:7 70:13,14 70:21 73:25 83:15 70:117:7 74:7 48:6 84:22 85:7 70:3,13 40:9 53:11 105:15,19 109:12 70:3,13 40:9 53:11 105:15,19 109:12 79:3,13 40:9 53:11 105:15,19 109:23 12:10 48:10,11,11 86:20 95:12 106:22 70:3,13 40:9 53:11 105:15,19 109:23 70:10,11 105:15,19 109:12 70:10,11 105:15,19 109:12 70:10,11 105:15,19 109:12 70:10,11 105:15,19 109:12 70:10,11 105:15,19 109:12 70:10,11 105:15,19 109:12 70:10,11 105:15,19 109:12 70:10,11 105:15,19 109:12 70:10,11 105:15,19 100:12 70:10,11 105:15,19 100:12 70:10,11 100:10,11 1								
98:9 107:16 133:17 reach 14:5 40:25 40:20 42:15 43:9,14 63:9 65:19 65:19 117:5 115:14 reinvented 58:17 reinvented Representa 124:2,23 reinvented restoring 113:15 Q quality 83:16 98:20 99:24 quality's 8:15 read 2:7 3:12 57:7,15,19 71:4,8 recreate 115:19 reinvest 127:18 resume 35:2 44:4 104:4 resume 35:2 44:4 104:4 29:20 question 28:13 31:15 66:15 68:3 38:23 41:15 36:16 69:16 44:11,14 46:12 117:7 66:15 68:3 78:18,24 seric recruited 46:5 73:5 38:7 41:16 46:11,21 83:18,20,24 44:20 67:10 117:7 70:21 73:25 88:4 42:20 83:15 rebuild 13:16 166:22 48:10,11,1 18 86:20 95:12 106:22 79:3,13 49:9 53:11 49:95:3 11 105:15,19 109:23 128:12 69:12,14,18 107:7 109:3 112.8 110:23 redesigning relevant 35:3 resident recruitment relicionship relevant 35:3 resident relicionship relevant 35:3 129:14 (6:20 52:14 regions) resident relicionship relevant 35:3 13:15 (6:20 52:14 regions) resident relicionship relevant 35:3 7:3 109:15,23 128:12 69:12,14,18 107:7 109:22 116:8 120:4 92:4 96:10 remind 6:13 residents revisited residents relicions reproduction residents relicions remind 6:13 residents re								
133:17								
Q quality 83:16 98:20 99:24 quality 83:16 47:10 48:12 53:2 54:22 68:10 69:22 714.8 714.8 72:17.18 72:18				· ·				
Quality 83:16 88:15 53:2 54:22 68:10 69:22 133:12,14 reinvest 127:18 resume 35:2 quality 83:16 98:20 99:24 8:8 11:16 60:4 62:13 73:21 75:4 114:10 reinvestme 127:18 44:4 104:4 quality's 11:25 27:3 63:14 65:6 75:13,16 recreation 58:9 93:21 108:18 29:20 27:11,15,20 65:24 66:10 77:12 78:5 51:4 97:12 relate 125:24 representing return 50:20 question 28:13 31:15 66:15 68:3 78:18,24 recruited relates 93:16 87:19 127:6 108:20 22:23 33:17 32:20 33:19 70:9,11,16 81:16 83:4 recruited relationship reproduction 109:12 46:5 73:5 38:7 41:16 75:23 80:14 84:24 85:5 recruiting 131:8 requires 12:4 relationship 109:14 46:11,21 83:18,20,24 44:20 67:10 117:21 relationships research 42:25 43:3 109:14 46:12,21 83:13 95:3 86:20	155.17		· · · · · · · · · · · · · · · · · · ·				,	
quality 83:16 read 2:7 3:12 57:7,15,19 71:4,8 recreate 112:11 135:15 44:4 104:4 98:20 99:24 8:8 11:16 60:4 62:13 73:21 75:4 114:10 reinvestme 93:21 resume-buil 29:20 27:11,15,20 65:24 66:10 77:12 78:5 51:4 97:12 relate 125:24 representing return 50:20 question 28:13 31:15 66:15 68:3 78:18,24 104:21 relates 93:16 87:19 127:6 108:20 22:23 33:17 32:20 33:19 70:9,11,16 81:16 83:4 recruited relationship 87:19 127:6 108:20 46:5 73:5 38:7 41:16 75:23 80:14 84:24 85:5 recruited 131:8 requires 12:4 41:16,18 96:16 44:11,14 82:23 83:15 rebuild 13:16 17:21 relationships research 42:25 43:3 117:7 47:7 48:6 84:22 85:7 67:13,14 46:22 released 43:5 reseve 113:7 reseve 113:7 102:3,23 79:3,13 49:9 53:11 105:15,19 109:	0						_	
98:20 99:24 quality's 8:8 11:16 11:25 27:3 63:14 65:6 11:25 27:3 63:14 65:6 75:13,16 29:20 73:21 75:4 75:13,16 75:13,14 75:13,16 75:13,14 75:13,16 75:13,14 75:13,16 75:13,14 75:13,								
quality's 11:25 27:3 63:14 65:6 75:13,16 recreation 58:9 93:21 108:18 29:20 27:11,15,20 65:24 66:10 77:12 78:5 51:4 97:12 relate 125:24 representing 87:19 127:6 108:20 22:23 33:17 32:20 33:19 70:9,11,16 81:16 83:4 recruited relationship 87:19 127:6 108:20 38:23 41:15 37:25 38:4 70:21 73:25 83:7,24 31:7 62:24 107:6 142:21 return 50:20 46:5 73:5 38:7 41:16 75:23 80:14 84:24 85:5 recruited 131:8 requires 12:4 41:16,18 96:16 44:11,14 82:23 83:15 rebuild 13:16 117:21 relationships research 42:25 43:3 109:14 46:11,21 83:18,20,24 44:20 67:10 46:22 released 43:5 reserve 113:7 reserve 113:7 102:3,23 questions 48:10,11,11 86:20 95:12 106:22 redesigning relevant 35:3 resident Revenue 16:16 68:22 48:12,15 97:4 105:13<								
29:20 question 27:11,15,20 28:13 31:15 65:24 66:10 66:15 68:3 78:18,24 70:9,11,16 81:16 83:4 70:21 73:25 83:23 41:15 51:4 97:12 relate 125:24 relates 93:16 70:9,11,16 81:16 83:4 70:21 73:25 83:7,24 70:21 73:25 83:7,24 70:21 73:25 83:7,24 70:21 73:25 83:7,24 70:21 73:25 72:3 80:14 84:24 85:5 72:3 80:14 84:24 85:5 72:3 80:14 82:23 83:15 72:3 80:14 82:24 72:3 72:3 80:14 82:23 83:15 72:3 80:14 82:24 72:3 72:3 72:3 72:3 72:3 72:3 72:3 72:3								
question 28:13 31:15 66:15 68:3 78:18,24 104:21 relates 93:16 87:19 127:6 108:20 22:23 33:17 32:20 33:19 70:9,11,16 81:16 83:4 recruited relates 93:16 87:19 127:6 108:20 38:23 41:15 37:25 38:4 70:21 73:25 83:7,24 31:7 62:24 107:6 142:21 returning 46:5 73:5 38:7 41:16 75:23 80:14 84:24 85:5 recruiting 131:8 requires 12:4 41:16,18 96:16 44:11,14 82:23 83:15 rebuild 13:16 117:21 relationships recuritment 42:25 43:3 109:14 46:11,21 83:18,20,24 44:20 67:10 46:22 released 43:5 research 42:25 43:3 questions 48:10,11,11 86:20 95:12 106:22 redesigning relevant 35:3 resident Revenue 16:16 68:22 48:12,15 97:4 105:13 109:15,23 120:23 remerging remember residents Revised 2:19 85:13 95:3 63:25 68:23 106:7,15,22 110:17 </td <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>								
22:23 33:17 32:20 33:19 70:9,11,16 81:16 83:4 recruited relationship reproduction 109:12 38:23 41:15 37:25 38:4 70:21 73:25 83:7,24 31:7 62:24 107:6 142:21 returning 46:5 73:5 38:7 41:16 75:23 80:14 84:24 85:5 recruiting 131:8 requires 12:4 41:16,18 96:16 44:11,14 82:23 83:15 rebuild 13:16 117:21 relationships research 42:25 43:3 109:14 46:11,21 83:18,20,24 44:20 67:10 recruitment 8:3 39:14 46:25 43:18 44:2 questions 48:10,11,11 86:20 95:12 106:22 redesigning released 43:5 reserve 113:7 102:3,23 79:3,13 49:9 53:11 105:15,19 109:23 reemerging remember 7:10 24:8 70:8 35:8,11 Revised 2:19 85:13 95:3 63:25 68:23 106:7,15,22 110:17 7:10 24:8 70:8 35:8,11 revitalize 129:16 70:10,11 109:22 116:8								
38:23 41:15 37:25 38:4 70:21 73:25 83:7,24 31:7 62:24 107:6 142:21 returning 46:5 73:5 38:7 41:16 75:23 80:14 84:24 85:5 recruiting 131:8 requires 12:4 41:16,18 96:16 44:11,14 82:23 83:15 rebuild 13:16 117:21 relationships research 42:25 43:3 109:14 46:11,21 83:18,20,24 44:20 67:10 recruitment 8:3 39:14 46:25 43:18 44:2 questions 48:10,11,11 86:20 95:12 106:22 redesigning released 43:5 resident Revenue 16:16 68:22 48:12,15 97:4 105:13 109:15,23 120:23 relies 74:18 35:13 16:20 52:14 79:3,13 49:9 53:11 105:15,19 109:23 reemerging 7:10 24:8 70:8 35:8,11 revitalize 128:12 69:12,14,18 107:7 109:3 111:10 reentry 43:8 138:10 89:4 124:12 95:13 129:16 70:10,11 109:22 116:8 120:4 92:4 96:10				· ·				
46:5 73:5 38:7 41:16 75:23 80:14 84:24 85:5 recruiting 131:8 requires 12:4 41:16,18 96:16 44:11,14 82:23 83:15 rebuild 13:16 117:21 relationships research 42:25 43:3 109:14 46:11,21 83:18,20,24 44:20 67:10 recruitment 8:3 39:14 46:25 43:18 44:2 117:7 47:7 48:6 84:22 85:7 67:13,14 46:22 released 43:5 reserve 113:7 102:3,23 questions 48:10,11,11 86:20 95:12 106:22 redesigning 120:23 relies 74:18 35:13 16:20 52:14 79:3,13 49:9 53:11 105:15,19 109:23 reemerging remember residents Revised 2:19 85:13 95:3 63:25 68:23 106:7,15,22 110:17 7:10 24:8 70:8 35:8,11 revitalize 129:16 70:10,11 109:22 116:8 120:4 92:4 96:10 remind 6:13 resilience Reynolds 140:12 122:8 111:12 Rec 106:17 refine 33:14							-	
96:16 44:11,14 82:23 83:15 rebuild 13:16 117:21 relationships research 42:25 43:3 109:14 46:11,21 83:18,20,24 44:20 67:10 recruitment 8:3 39:14 46:25 43:18 44:2 117:7 47:7 48:6 84:22 85:7 67:13,14 46:22 released 43:5 reserve 113:7 102:3,23 questions 48:10,11,11 86:20 95:12 106:22 redesigning released 43:5 resident Revenue 16:16 68:22 48:12,15 97:4 105:13 109:15,23 120:23 released 43:5 resident Revised 2:19 79:3,13 49:9 53:11 105:15,19 109:23 reemerging remember residents Revised 2:19 85:13 95:3 63:25 68:23 106:7,15,22 110:17 7:10 24:8 70:8 35:8,11 revitalize 128:12 69:12,14,18 107:7 109:3 111:10 reentry 43:8 138:10 89:4 124:12 95:13 129:16 70:10,11 109:22 116:8 120:4 92:4 96:10 remind 6:13				· ·				0
109:14 46:11,21 83:18,20,24 44:20 67:10 recruitment 8:3 39:14 46:25 43:18 44:2 117:7 47:7 48:6 84:22 85:7 67:13,14 46:22 released 43:5 reserve 113:7 102:3,23 questions 48:10,11,11 86:20 95:12 106:22 redesigning relies 74:18 35:13 Revenue 16:16 68:22 48:12,15 97:4 105:13 109:15,23 120:23 relies 74:18 35:13 16:20 52:14 79:3,13 49:9 53:11 105:15,19 109:23 reemerging remember residents Revised 2:19 85:13 95:3 63:25 68:23 106:7,15,22 110:17 7:10 24:8 70:8 35:8,11 revitalize 128:12 69:12,14,18 107:7 109:3 111:10 reentry 43:8 138:10 89:4 124:12 95:13 129:16 70:10,11 109:22 116:8 120:4 92:4 96:10 remind 6:13 resilience Reynolds 140:12 122:8 111:12 Rec 106:17 refine 33:14 renovated <td< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></td<>								
117:7 47:7 48:6 84:22 85:7 67:13,14 46:22 released 43:5 reserve 113:7 102:3,23 questions 48:10,11,11 86:20 95:12 106:22 redesigning relies 74:18 7esident Revenue 16:16 68:22 48:12,15 97:4 105:13 109:15,23 120:23 relies 74:18 35:13 16:20 52:14 79:3,13 49:9 53:11 105:15,19 109:23 reemerging remember residents Revised 2:19 85:13 95:3 63:25 68:23 106:7,15,22 110:17 7:10 24:8 70:8 35:8,11 revitalize 128:12 69:12,14,18 107:7 109:3 111:10 reentry 43:8 138:10 89:4 124:12 95:13 129:16 70:10,11 109:22 116:8 120:4 92:4 96:10 remind 6:13 resilience Reynolds 140:12 122:8 111:12 Rec 106:17 refine 33:14 renovated 87:23 1:14 26:13								
questions 48:10,11,11 86:20 95:12 106:22 redesigning relevant 35:3 resident Revenue 16:16 68:22 48:12,15 97:4 105:13 109:15,23 120:23 relies 74:18 35:13 16:20 52:14 79:3,13 49:9 53:11 105:15,19 109:23 reemerging remember residents Revised 2:19 85:13 95:3 63:25 68:23 106:7,15,22 110:17 7:10 24:8 70:8 35:8,11 revitalize 128:12 69:12,14,18 107:7 109:3 111:10 reentry 43:8 138:10 89:4 124:12 95:13 129:16 70:10,11 109:22 116:8 120:4 92:4 96:10 remind 6:13 resilience Reynolds 140:12 122:8 111:12 Rec 106:17 refine 33:14 renovated 87:23 1:14 26:13								
16:16 68:22 48:12,15 97:4 105:13 109:15,23 120:23 relies 74:18 35:13 16:20 52:14 79:3,13 49:9 53:11 105:15,19 109:23 reemerging 7:10 24:8 70:8 35:8,11 revitalize 128:12 69:12,14,18 107:7 109:3 111:10 reentry 43:8 138:10 89:4 124:12 95:13 129:16 70:10,11 109:22 116:8 120:4 92:4 96:10 remind 6:13 resilience Reynolds 140:12 122:8 111:12 Rec 106:17 refine 33:14 renovated 87:23 1:14 26:13				,				
79:3,13 49:9 53:11 105:15,19 109:23 reemerging remember residents Revised 2:19 85:13 95:3 63:25 68:23 106:7,15,22 110:17 7:10 24:8 70:8 35:8,11 revitalize 128:12 69:12,14,18 107:7 109:3 111:10 reentry 43:8 138:10 89:4 124:12 95:13 129:16 70:10,11 109:22 116:8 120:4 92:4 96:10 remind 6:13 resilience Reynolds 140:12 122:8 111:12 Rec 106:17 refine 33:14 renovated 87:23 1:14 26:13								
85:13 95:3 63:25 68:23 106:7,15,22 110:17 7:10 24:8 70:8 35:8,11 revitalize 128:12 69:12,14,18 107:7 109:3 111:10 reentry 43:8 138:10 89:4 124:12 95:13 129:16 70:10,11 109:22 116:8 120:4 92:4 96:10 remind 6:13 resilience Reynolds 140:12 122:8 111:12 Rec 106:17 refine 33:14 renovated 87:23 1:14 26:13				· ·				
128:12 69:12,14,18 107:7 109:3 111:10 reentry 43:8 138:10 89:4 124:12 95:13 129:16 70:10,11 109:22 116:8 120:4 92:4 96:10 remind 6:13 resilience Reynolds 140:12 122:8 111:12 Rec 106:17 refine 33:14 renovated 87:23 1:14 26:13								
129:16 70:10,11 109:22 116:8 120:4 92:4 96:10 remind 6:13 resilience Reynolds 140:12 122:8 111:12 Rec 106:17 refine 33:14 renovated 87:23 1:14 26:13								
140:12 122:8 111:12 Rec 106:17 refine 33:14 renovated 87:23 1:14 26:13								
137.21			111.12	100.17	1 cinic 33.17	ichovateu	07.23	1.17 20.13
	quien 10.10	137.24	<u> </u>		<u> </u>	<u> </u>		

115:12	64:20	108:4,7	scope 71:21	99:10	setting 114:5	significantly	solutions 15:8
130:24	robins 111:16	110:2,15	107:24	sell 132:9	seven 95:15	5:19 47:11	66:17
RFP 58:23	robust 59:5	111:25	scores 5:18	send 24:3	98:3	signing 76:13	somebody
rich 11:15	Rocky 126:9	113:16	31:17	senior 10:2	severe 29:10	simple 72:18	49:20
Rico 54:21	role 54:17	115:7	scout 131:21	114:19	shadow 46:15	simple 72.16	138:16
76:11,16	69:20 91:23	Sanchez's	search 21:21	125:18	shape 115:6	115:14	Somerset
	95:16	80:7	searching		share 14:9		101:9,23
Ridge 88:15	131:18		0	seniors 15:20 49:12		single 12:20	
93:5		Sansom 101:5	21:18,19		16:7 31:20	48:6	somewhat
ridiculous	roll 48:24		Seattle 69:5	sense 52:11	37:25 84:18	Siobhan 4:2	110:5
50:18	rolling 72:19	satellite 98:9	second 7:8	94:16	shared 98:13	4:25 9:14	sons 126:5
right 5:20	room 1:6 5:15	Saturday	8:14 31:21	111:14	shares 7:12	sir 3:24 4:5	soon 61:18
17:23 19:14	23:9,15	99:7 133:15	95:24	separate	she'll 138:23	Siri 20:3	119:18
19:23 21:19	95:6,8	134:2	121:19	63:15	138:23	sit 62:15	sort 18:19
23:9 24:11	141:8	save 96:12	Section 16:17	separated	Sheila 123:20	site 88:4	21:23 22:4
25:3 29:6	Rosenbach	savings 96:21	sector 49:5,21	77:8	139:15	sites 21:22	23:20 25:4
29:22 32:8	78:9	saw 58:19	51:13 53:9	September	shelter 50:25	22:7 87:9	26:8 36:15
35:18 39:9	roster 19:11	101:8	53:20 99:15	36:13	shift 20:15,15	situation	49:11 57:15
40:3,4,12	roughly	103:16	111:24	series 8:24	24:9 36:15	56:24 58:2	62:11,19
45:9 55:5	30:19 96:11	114:13	112:19	14:4 125:7	39:3,6	six 2:11 40:24	63:11,22,25
56:16 61:5	round 13:12	120:25	see 15:23	seriously	shine 124:13	41:21	65:22 66:2
64:17,19	22:24 26:25	saying 22:12	19:9 38:24	39:18 81:2	ships 134:20	six-year	66:13 67:22
65:2,10	36:25	45:21 95:5	39:6,8 48:8	serve 91:5	Shocking	27:22 32:6	67:22 71:23
67:11 74:22	route 112:17	111:2	54:25 56:20	123:20	17:21	size 25:3	76:16 84:7
75:12 77:25	rowing 5:17	says 45:22	57:23 58:13	127:8	shoestring	skill 20:24	117:19
78:24 81:16	RPR-Notary	64:2 71:8	58:19 59:14	131:14	101:11	skills 8:3,16	South 88:19
81:25 82:11	142:15	SBA 52:3	62:22 63:14	132:25	shop 33:20	24:21,21	134:19
84:24 93:4	run 116:3	scaling 91:14	67:12 79:24	133:10	shops 30:17	31:22 35:3	Southeast
97:19	runners	schedule	79:25 89:9	serves 124:5	show 6:10	41:24 44:4	88:20,20
100:13	103:25	119:22	90:23 93:6	service 12:15	116:17	44:6 71:20	space 33:2,9
102:13	runs 108:3	123:6,15	94:5 97:6	15:2,17	125:22	93:3 97:2,3	62:15 64:2
105:23	112:14	scheduled	100:9	49:22 73:13	showcased	sky 121:10	65:4 90:17
109:23		119:16	107:10,15	73:14 85:18	125:8	skyrocketed	93:3,22
111:3,10	S	school 7:25	107:17	98:10	showed 118:3	133:17	98:13 107:9
113:12,21	Sabatino	27:7 28:23	110:24	104:22	showing 4:23	sleep 50:24	spaces 6:22
114:8,10,14	84:25	29:4 31:2	114:22	services 6:8	shows 39:15	slide 29:17	7:12 13:5
118:12	safe 91:2	60:8 62:6,7	116:20	8:19 9:10	shut 98:7	slips 66:9	97:3 110:7
119:17	safety 61:9	63:2,4,19	117:12	11:8,22	shying	small 7:14	Spanish 6:17
121:9 123:4	92:21 105:2	63:23 64:20	120:3	32:12 43:8	105:23	28:20 52:3	speak 27:2
134:5	salute 126:11	71:18 72:7	122:12	43:13,15	side 23:10	52:15 89:14	32:11 56:7
135:20	salvation	116:14,22	126:25	44:7 51:14	53:20 81:4	117:20	86:15 93:7
136:4 138:8	5:24	120:23	131:22	52:10 60:4	116:13	smallish	102:9 108:2
138:8	sampling	schoolchild	136:8	60:5 63:22	sight 63:6	113:7	132:8
139:16	131:10	60:2	seeing 57:4	64:13 71:14	sign 76:4,6	smart 107:12	speaker
141:7	San 69:5	schools 5:15	74:16	90:5 95:20	132:14	smart 107.12 smarter	132:3
rights 60:16	Sanchez	29:24,24	111:16	125:20	signature	20:17	speaking
60:20	54:10,11	41:5 46:11	seen 61:25	serving 11:13	126:20	social 103:22	69:24 82:22
righty 5:25	55:7,25	62:24 64:25	110:11,21	32:23 97:7	signed 54:23	103:23	96:7 135:11
RISE 43:7	56:4,14	65:21 75:8	126:8	sessions	significance	133:4,7	speaks 56:10
rising 70:22	57:20 59:22	87:24	segment 60:3	22:15	7:22 53:21	society 41:24	56:13
risk 117:19	60:25 61:21	104:21	60:5	set 33:18 38:3	significant	45:6,12	
road 5:20	62:21 64:17					45:6,12 109:6	special 4:24 120:11
		science 24:21	segregated	40:21	55:21		
102:24	66:6,18	91:15	114:2	sets 20:24	129:12	solicit 51:12	124:18
Roberto	105:7,8,12	scientist 88:9	selected	63:24	134:3	53:9	specialist
	106:13						
L							

							Page 15
	l		1		1		
21:11,15	Stallone	90:13,16	2:24 55:23	103:7	table 4:7 15:4	33:9 65:3	testify 3:22
75:19	126:8	98:5 105:24	subsidize	supports	27:17 28:5	teaching	26:19 86:20
specialized	stand 38:3	storefronts	17:6	30:20	31:19 71:12	69:17 71:2	86:22
19:5	40:13 141:5	90:11 98:6	substantial	supposed	79:18 86:2	72:11 98:18	testimony
specific 69:13	standard	stories 14:8	65:9 74:16	39:24 40:2	89:18 123:8	team 15:11	3:18 4:14
specifically	58:5	44:9 89:2,4	suburbs	130:13	Tacony 7:9	52:23 55:14	16:15 17:24
43:3,11	start 51:7	106:19	133:22	sure 19:7	49:2 88:23	59:19 69:7	18:2 41:17
44:3	86:5 95:5	story 7:7	success 10:22	22:4 29:21	98:4	85:6 105:17	47:22 79:6
speed 75:3	110:12,13	stoves 101:21	38:21	32:16 34:12	tactile 20:22	119:10	81:5 85:17
speeds 74:12	started 7:22	strategic 10:9	successful	46:3 53:20	24:22	124:20	86:8 95:8
spelled 23:3	40:15 58:16	10:21 15:5	49:7 106:19	56:7 57:17	tag 99:5	137:12	96:9 123:17
spend 62:13	104:2	15:25 80:5	suite 43:15	77:21 80:10	109:2	139:18,19	123:24
62:14	120:13	99:14	summer	81:19 83:2	Taiwan	technically	141:4
122:13	starting	124:23	11:21 29:16	84:15,25	127:21	86:4	Texas 132:3
133:22	92:15	strategies	29:17 31:3	86:9 106:24	take 7:18	techniques	thank 3:9 4:5
spending	starts 51:6	39:9 40:3	40:9 72:19	115:5 116:4	25:25 27:7	15:15	4:17,23
3:14 133:23	stat 136:18	73:23 75:24	91:13	116:25	27:19 28:7	technology	9:12 16:6
134:7	state 5:9	87:7 89:24	Summit	117:2,10	34:9 37:17	13:7 19:24	16:15,15
spent 41:21	13:12 16:22	135:24	125:3	120:5	39:19 55:17	19:24 20:18	26:11,14
spokespeople	16:24 33:18	strategy 20:8	sunset 39:25	123:18	68:13 90:10	21:4,5,17	27:4 28:9
91:8	86:7 93:9	Strawberry	super 34:13	surrounding	94:18	62:14 69:17	28:10 36:23
sponsored	96:9,13	88:21	118:2	35:14,17	102:16	77:25 78:13	36:24 37:3
37:16	102:24	street 33:20	superior	surveys 98:22	107:18,23	technology	37:6 38:22
sports 121:22	119:15	66:9 88:7,7	83:11	sustain 100:2	109:4 111:5	20:10	45:25 47:12
spot 108:12	state-of-the	97:10	supervising	sustainability	113:18	teenagers	47:14,16,19
109:22	6:7 13:6	101:22	19:13	81:10,19	taken 80:5	62:6	47:21,24
spotlight	statement	105:18	supervision	82:16	89:7 142:6	teeny 88:15	54:6,11,14
124:14	53:3	126:11	142:23	sustainable	takes 60:11	tell 5:23	54:16 55:3
spring 111:17	States 76:8	135:8	supervisor	100:6	70:10 111:6	20:14 73:24	66:18,20,21
113:20,22	76:19	Streets 52:14	18:8,11	sustained 8:7	talent 68:25	89:20	66:25 67:3
122:10,11	136:20	strengtheni	supplement	11:3 90:7	69:3	telling 109:20	68:12,13,14
Square 88:22	stating 34:7	62:23 87:24	17:9 51:13	sweet 109:21	talk 20:3 24:8	temporary	68:15,16,20
114:18	stats 93:7	strike 121:22	support 12:8	swipe 62:10	34:19 38:19	43:4	72:21,22,23
St 104:23	Statue 126:9	strong 94:16	13:8,11	Sylvester	55:9 71:10	ten 21:21,22	72:24 78:25
stability	status 16:23	students 8:10	16:9 22:19	126:8	96:25	36:12,15	79:7,8 85:8
89:25	31:13	29:17,18	26:6 28:6	symbol	106:18	39:17,24	85:9,10,11
stadium	stay 22:11	32:24 71:18	33:8 52:16	113:23	118:25	ten-year	85:17,19
119:6	68:9	71:19 91:6	53:9 75:20	system 6:18	130:20	14:18	86:14,15,21
staff 10:2	staying 6:11	120:8	77:25 84:2	8:21 9:4,24	138:11	110:18,19	94:20,23
11:18 12:20	21:3	stuff 20:4	86:16 87:4	38:13 51:4	talked 104:13	111:11	95:24,25
12:24 14:24 15:6 18:21	STEAM 91:19	25:4 57:22	89:3,12,21	54:16 56:19	talking 58:16 100:21	tenacious 89:15 104:7	100:14,18
		58:14 70:16 75:23 106:3	91:18	59:12 62:23 63:12 65:10	110:21		102:8
31:11 34:2	stenographic	75:23 106:3	125:23 127:3	65:11 67:5		113:8	103:10,12
56:7,13	142:6	110:17			tasks 105:23	tends 39:19	103:17,18
57:11,17	stick-to-itiv 39:22	112:8,9,20	137:14	72:14 73:8	TAUBENB	tenure 14:18	105:5,8,13
62:10 81:4 82:23		stunning 107:10	138:24,25	system-wide 110:23	1:14 taught 29:13	term 21:21	105:17,19 105:22
82:23 117:23	stipends 122:16	stylists 30:17	supporter 95:18 101:2	systems 28:22	taugnt 29:13 tax 22:25	terminology 82:11	105:22 106:7,9
122:12	stirring 115:3	subcontract	supporters	42:11 56:19	tax 22:23 teach 23:23	terms 19:23	112:22
122:12	stocked 33:23	109:21	94:18	72:18 81:20	29:23 37:14	36:16 44:7	112:22
139:8	stocked 33.23 stop 78:22	subjects	supporting	81:25 82:18	teacher 72:10	96:13 110:3	115.3,19
stage 92:10	118:9	69:19 91:19	22:19	82:18	teachers 8:4	134:10	117:8,14,18
stages 40:10				02.10	29:22 30:2	test 50:10	
Dunges TU.IU	storetront	Silhmiffed	CHINDARTIVA				
_	storefront	submitted	supportive		29.22 30.2	test 50.10	119:7,9,11

120:2,14,16	45:5,7 46:8	139:23	128:22	trends 15:12	undergirding	upgrades	visited 22:24
120.2,14,10	43.3,7 40.8 47:7,25	Thrill 125:22	136:9	21:4 22:11	64:8	13:13	41:20
121:15,24	48:12,16	thrilled 9:25	tourists 104:3	tribute 88:8	underscore	upgrading	110:12
121:13,24	53:13 61:3	13:3 120:17	tours 89:7	trigger	79:15 80:6	74:7	136:19
122:24,24	61:11,24	thriving	tours 89.7 towpath	136:11	underscored	use 17:6	visiting 41:21
	63:9 64:6	11:15 13:10	88:16	true 69:8,9	79:16		_
123:12,13 127:3	65:6 66:16		track 31:5,16	89:25 100:6	underscores	22:16,20 33:2 62:3	109:19 127:10
		tight 57:16		142:7	91:22		
128:11,13 130:23	68:23 73:15	time 6:4,5	38:2,23			62:20 66:7	visitor 125:24
	75:5 82:22 83:5 93:14	19:18,19,21	62:19	truly 83:11 88:25	underserved 59:7	71:19 72:16	visitors 89:4 124:13
137:8,8,8		27:25 29:16	tracking	88:25 103:24		75:21 77:20 77:23 92:11	
137:13,15	95:5 96:20 97:3 99:4	32:10 33:4	27:14 30:25		understand		131:9 133:6
137:16,18		33:8,12	trades 83:15	Trump 59:2	8:11 64:5	user 109:18	136:10,13
138:2 139:4	101:14	49:14,14,24	95:19	Trustees 4:12	71:20 77:22	110:3	136:23
139:6,9,11	102:3,6,20	51:24 52:8	traditional	34:15 35:15	77:24	users 7:4	137:6
140:17,18	102:20	53:4,16	110:16,20	55:23	understand	109:20	vital 8:2
140:20,23	103:6 107:6	55:18 62:13	traditionally	try 77:9 81:6	57:5	usually 21:22	voice 91:11
140:25,25	109:8 111:2	62:14 63:17	11:24	113:11	underutilized	utilization	voices 87:4
141:9	111:25	63:20 99:20	train 12:24	119:17	30:6	75:20	volunteers
thankful	113:17	100:3 128:11	45:5	140:24	undocumen	utilize 52:17	46:10,23
112:16	114:10		training	trying 19:12	59:7	75:2 78:22	47:6
thanking 108:24	118:4,8,21 120:4	130:4,9 141:7	12:19 33:25 41:25 43:12	21:4 22:6 39:3 70:8	unemploym 77:20	131:18	
thanks 36:25		times 7:7 48:8	44:4 78:14	81:11 82:3	UNESCO	v	waiting 8:13
87:4 123:2	121:18 122:20	79:16	108:17	117:15	137:4	vacancies	114:23
theirs 114:25				123:14		17:25 18:4	wake 48:9
138:13	132:11,20 139:2	timing 19:8	trainings 31:7	tunnel 101:9	unfortunat 20:2	18:7	wake 48.9 walk 61:8
thing 22:12	thinking	tip-top 115:6 title 21:10	trajectory	turn 89:17	uniform	vacant 98:5	66:8
61:9 62:17	14:21 15:3	titles 2:8	87:8	90:11	125:20	vacant 98.3	walked 23:3
75:17	15:14 36:4	Tobey 9:18	transcript	turned 109:9	uniforms	value 30:4	26:4
132:13	67:16	today 3:10,18	142:8,21	turned 109.9 tutors 31:7	120:23	58:19 79:17	wall 106:8
things 19:25	117:24	9:25 38:3	transform	two 7:24	unique 12:15	113:4	116:15
20:7 31:9	third 5:18	46:16 68:24	93:5	28:18 30:20	26:20 38:16	various 9:23	Walleh
32:19 38:6	8:14 25:5	79:6 86:15	transformed	39:6 66:8	unit 13:25	Vernon 88:17	120:21
38:10 39:6	27:25 31:4	86:22 92:2	93:2 97:13	79:13 98:6	United 76:8	version 15:25	walls 11:2
42:4 48:4	31:17 32:8	93:22 97:6	107:8	98:7 116:18	76:19	versus 21:20	14:13
49:7 51:20	37:15 41:3	119:22	transforming	119:2 122:5	136:20	68:7 122:17	104:17
52:7 54:15	70:12	123:22	88:14	134:24	Unity 125:6	vibrant	want 4:22
56:25 76:24	121:19	today's 46:5	transportat	twofold 25:10	Universal	125:18	16:6 29:5
76:25 96:8	thou 52:20	today \$ 40.3	60:10	type 39:2	116:14	video 44:11	33:10,11
97:21 99:8	thou 32.20 thought 47:4	Tonight 52:5	trash 88:20	80:3	unnoticed	viewing 37:20	34:19 37:19
100:8	58:3 67:5	tools 20:24	101:21	types 21:19	55:3	vigilant 118:7	38:19 45:3
107:14	83:20	top 25:20,21	trauma	22:2	unveiled	visibility	51:16 52:22
111:10	109:17	total 28:17	105:20	typical 22:4	91:20	124:9	53:18 54:6
122:5 133:5	114:17	129:11	traumatized	typical 22.4	unveiling	vision 10:24	54:15 55:3
133:25	thoughts	133:13	90:25	127:11	126:13	40:18 58:7	55:9 56:15
134:15	128:8	136:21	travelers	127.11	upcoming	visionary	56:15,21
135:23	thousand	touch 68:9	136:20		16:24 128:9	94:18	57:24 58:4
think 5:13,24	96:19	77:7 104:12	treat 77:10	ubiquitous	update 27:10	visit 96:23	58:10 61:2
11:24 20:25	122:18	114:20	Tree-Lighti	60:6	34:10	126:8	61:17 63:6
35:5 37:15	three 10:14	touch-up	126:23	ugly 101:5	upgrade	128:23	66:12 71:4
38:2,23,25	39:7 52:7	112:5	trees 84:6,7	umbrella	112:12	132:22,23	71:9 77:7
39:8,20	69:2,12	tough 57:10	tremendous	81:11	upgraded	133:8	79:14 99:12
40:3 42:22	78:6 79:16	tourism	103:17	undergirded	82:19	134:17	99:16
				8:5		135:24	100:25
		I	l	l	I	l	I

							Page 17
	l	l	l	l	l	l	l <u></u>
102:25	8:22,25	109:15,19	witness 4:6	99:6 102:4	world-class	42:14 43:21	74:12 86:22
103:10,19	13:3 18:8	109:24	27:16,16	103:10,22	14:15 121:7	48:14,15,19	97:8 103:4
105:2,13	18:15,18	110:9 111:7	71:11,11	103:23	worth 45:13	53:5 57:3	100-year-old
106:9	19:15 22:6	112:4	85:25 90:20	104:16,17	Wow 102:15	80:4 95:15	13:18
107:20	22:19 27:6	116:21	92:24 123:7	104:20	wrapping	98:3,7	106 28:19
112:13,21	34:14 35:4	117:16,22	witnessed	105:16	92:18	106:15	10th 135:4
112:22	37:20 38:13	135:10	40:5 101:3	106:17,23	write 12:2	107:5	11 1:7
113:18	40:4 42:25	web-based	Witnesses 4:6	107:11	writer 14:14	109:24	12 18:7 19:12
114:24	46:17 52:6	22:5	85:25 123:7	108:25	Writers	112:4,10	117:6
115:3,14	53:22 59:3	website 31:10	women 92:25	110:16,20	125:14	114:21	130 56:8
117:8,18	60:14 61:18	Wednesday	96:25	111:8,23	written 46:6	117:6 128:7	15 39:19 93:7
119:15	61:19,20	1:7	117:21	114:4		132:7	93:8 96:11
120:3 121:7	62:19 64:14	week 64:23	124:25	115:16	X	134:24	112:10
121:11,18	64:15 65:8	64:25 96:24	Women's	117:9 118:8	X 45:7 99:10	yesterday	15,000 89:7
131:22	66:13 69:2	104:13	125:2	119:10,10		59:20	15th 116:13
133:24,24	69:10 70:13	weekends	women-own	126:18	Y	yields 119:5	16th 136:19
140:15	70:25 72:14	133:23	80:24	128:6,21	yeah 7:2	YOUmedia	141:6
wanted 32:21	75:6 82:13	weeks 22:25	wonder 37:24	133:2 137:9	17:17,23	62:5	180162 1:16
47:3 50:6	88:12 92:17	welcome 9:4	87:2	worked 55:17	47:10 110:8	young 23:14	2:1,5,9 3:1
106:16,18	92:18,19	13:3 86:6	wonderful	82:5 85:5,6	135:21	23:23 31:14	4:1 5:1 6:1
120:2	96:2 97:7	89:19	90:12 139:2	85:7 105:17	140:9	62:18 79:22	7:1 8:1 9:1
wants 63:24	97:13 99:9	111:19,20	wonderfully	126:9 130:9	year 2:16,20	79:23 91:5	10:1 11:1
112:19,20	100:8	113:9 131:5	85:7	workers	2:23 5:20	92:14	12:1 13:1
war 68:25	102:12	welcoming	wondering	34:25	5:25 10:8	104:24	14:1 15:1
warm 95:6	103:4 104:6	108:19	69:13 72:13	workforce	11:9,9 12:7	115:23	16:1 17:1
warms 95:8	108:11	127:8	work 7:23 9:6	87:21	13:23 14:23	117:25	18:1 19:1
wasn't 36:22	109:8,11,25	wellness	9:6 10:15	127:24	16:12,24	120:22	20:1 21:1
58:3 107:23	111:3,16	87:22	11:14,20	working	32:6,8 43:4	121:8	22:1 23:1
watch 62:11	112:15	went 23:9	14:23 15:13	16:11 29:2	74:6 86:25	younger	24:1 25:1
watched	113:8,14,14	44:23 64:19	18:15 20:16	29:15 33:5	87:3 88:2	48:23	26:1 27:1
103:15	117:15	101:23	22:5,10	33:13 43:24	89:6 91:6	139:25	28:1 29:1
water 81:21	119:17,18	weren't 84:7	28:19 29:25	57:15,16	91:16 97:8	youth 71:14	30:1 31:1
81:24 82:2	119:21	West 84:17	30:13,15,21	63:3 81:17	103:6	125:11	32:1 33:1
way 6:11,11	120:19	88:11	30:24 33:15	81:24 82:14	113:13		34:1 35:1
20:15 30:8	122:20	wide 140:7	34:17 39:3	82:15 83:2	115:15		36:1 37:1
35:15 44:23	123:4,5,14	wide-ranging	40:10 41:18	92:20 93:4	119:6 120:4	zero 29:5	38:1 39:1
59:3 60:3	133:19	8:6	42:10 50:23	97:20	124:2	0	40:1 41:1
61:3 64:6	134:14,17	widely 14:10	50:25 51:15	100:20	127:15,25		42:1 43:1
69:19 74:15	135:17,21	Widener	52:12 53:19	103:16	128:10	1	44:1 45:1
77:21 84:20	138:3,5	22:24	54:22 55:5	104:2	132:3,18		46:1 47:1
111:16	we've 7:25	wider 115:23	57:2 58:11	106:25	133:13	1 18:10 74:6	48:1 49:1
ways 9:9	9:9 10:17	WILLIAM	59:4 60:18	107:14	134:24	103:2 119:16	50:1 51:1
14:19 15:16	19:3 24:17	1:11	61:22 62:2	110:13,19	135:22,25		52:1 53:1
43:2 109:22	33:5,12	willingness	65:23,23	133:9	138:11	1,000 121:23	54:1 55:1
we'll 4:15	35:4 36:18	51:23	67:4 69:25	134:17	year-round	1:00 119:19	56:1 57:1
14:8,10	42:13 43:24	Wilson 88:11	70:2,9,13	136:16	125:7	141:11 10 39:19	58:1 59:1
15:10 68:13	57:3 70:6	win-win	70:16 76:8	works 114:25	years 2:11,21 10:17 15:22		60:1 61:1
70:19 72:19	81:23 87:13	114:14	77:14 80:22	workshops		117:6	62:1 63:1
74:14 80:3	95:17 99:8	132:15	83:12 87:17	116:21	20:13 25:19	10,000 101:12	64:1 65:1
85:3 86:5	99:10	winning 40:6	88:18,23	world 61:2	27:13 36:13		66:1 67:1
138:3	103:22	wisely 92:11	91:18 92:7	89:8 110:3	36:15,21 30:7,17,20	102:5 10:00 141:6	68:1 69:1
we're 5:20	104:10	wish 76:21	93:6 95:12	136:24	39:7,17,20	10:00 141:6 10:55 1:7	70:1 71:1
8:11,13,18	105:17,25	116:16	95:23 97:3	137:4	39:24 40:14 40:24 41:13	10:35 1:7 100 45:5,14	72:1 73:1
					+0.24 41.13	100 73.3,14	

74:1 75:1	2016 58:15	122:14	107:1 108:1	641,000			
76:1 77:1				· · · · · · · · · · · · · · · · · · ·			
	136:18	4/11/18 2:1	109:1 110:1	16:19			
78:1 79:1	2017 90:9	3:1 4:1 5:1	111:1 112:1	65 87:14			
80:1 81:1	92:6 129:10	6:1 7:1 8:1	113:1 114:1	66,000			
82:1 83:1	133:13	9:1 10:1	115:1 116:1	102:13			
84:1 85:1	2018 1:7 2:23	11:1 12:1	117:1 118:1	122:17,19			
86:1 87:1	94:13	13:1 14:1	119:1 120:1	6th 6:16			
88:1 89:1	127:15	15:1 16:1	121:1 122:1				
90:1 91:1	131:6	17:1 18:1	123:1 124:1	7			
92:1 93:1	134:14,16	19:1 20:1	125:1 126:1	750 33:22			
94:1 95:1	141:6	21:1 22:1	127:1 128:1				
96:1 97:1	2018-2019	23:1 24:1	129:1 130:1	8			
98:1 99:1	134:10	25:1 26:1	131:1 132:1	8 17:2			
100:1 101:1	2019 2:13,16	27:1 28:1	133:1 134:1	80 40:22			
102:1 103:1	2:21 3:14	29:1 30:1	135:1 136:1	85 93:10			
104:1 105:1	3:16 91:21	31:1 32:1	137:1 138:1	8th 72:4			
106:1 107:1	124:2	33:1 34:1	139:1 140:1				
108:1 109:1	2019-2024	35:1 36:1	141:1	9			
110:1 111:1	2:11	37:1 38:1	400 1:6 141:8	90 133:15			
112:1 113:1		39:1 40:1	41.9 41:2	9th 72:4			
114:1 115:1	2023 2:22	41:1 42:1	42 41:2				
116:1 117:1	2024 3:17	43:1 44:1	48 78:6				
118:1 119:1	21st 49:2	45:1 46:1	49 78:6				
120:1 121:1	80:19	47:1 48:1	4th 8:8 11:16				
122:1 123:1	· ·	49:1 50:1	27:20 28:13				
124:1 125:1	250 45:6	51:1 52:1	32:20 38:7				
126:1 127:1	28th 41:21	53:1 54:1	40:20 46:21				
128:1 129:1	29 17:25	55:1 56:1	63:25 70:10				
130:1 131:1	29th 88:14	57:1 58:1	126:21				
132:1 133:1	93:5	59:1 60:1	139:15				
134:1 135:1		61:1 62:1					
136:1 137:1	3	63:1 64:1	5				
138:1 139:1	3 3:6	65:1 66:1	5 41:6 96:8				
140:1 141:1	30 16:18	67:1 68:1	5,000 122:14				
180163 1:16	20:13 87:12	69:1 70:1	132:11				
2:5,12	114:20	71:1 72:1	5,600 102:12				
180164 1:16	118:4	73:1 74:1	50 103:4				
2:5,14	300 12:24	75:1 76:1	500 45:23				
180185 1:17	45:22	77:1 78:1	52 87:11				
2:6,17	31st 135:4	79:1 80:1	52nd 33:20				
18th 101:4	320 102:18	81:1 82:1	55,000 96:17				
19 10:7	35 93:9	83:1 84:1	57,000				
1992 3:6	370 102:12	85:1 86:1	102:19				
	4	87:1 88:1	581 129:11				
	-	89:1 90:1	6				
2 74:14 103:3	4 16:18 27:3	91:1 92:1	60 34:14				
119:21	27:11,15 31:15 33:19	93:1 94:1	78:18				
2,000 91:5 20 74:15	37:25 38:4	95:1 96:1	60,000 45:10				
93:24	41:16 48:15	97:1 98:1 99:1 100:1	103:6				
200 45:5,22	53:11 69:12	101:1 100:1	63rd 67:7				
86:22	69:14,18	101:1 102:1	64 80:24				
2000 119:6	71:3,6	105:1 104:1	640,000				
2000 119.0 2002 103:24	4,000 94:3	105.1 100.1	16:19				
2002 103.24	-1,000 /T.J	l	10.17	l	l	l	l