COUNCIL OF THE CITY OF PHILADELPHIA COMMITTEE OF THE WHOLE

Room 400, City Hall Philadelphia, Pennsylvania Monday, March 31, 2014 10:30 a.m.

PRESENT:

COUNCIL PRESIDENT DARRELL L. CLARKE
COUNCILWOMAN CINDY BASS
COUNCILWOMAN JANNIE BLACKWELL
COUNCILMAN W. WILSON GOODE, JR.
COUNCILMAN WILLIAM K. GREENLEE
COUNCILMAN BOBBY HENON
COUNCILMAN CURTIS JONES, JR.
COUNCILMAN DENNIS O'BRIEN
COUNCILMAN DAVID OH
COUNCILMAN BRIAN J. O'NEILL
COUNCILMAN BRIAN J. O'NEILL
COUNCILMAN BLONDELL REYNOLDS BROWN
COUNCILMAN MARK SQUILLA
COUNCILWOMAN MARIAN B. TASCO

BILLS 140144, 140145, and 140146 RESOLUTION 140159

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2	COUNCIL PRESIDENT CLARKE: Good
3	morning. We're going to start now.
4	Before we start officially, I
5	just wanted to say to the members, you
6	will notice a new format for testimony
7	submitted by the Administration that is
8	more than clear and efficient. This
9	format replaces the traditional narrative
10	style of testimony with a more direct
11	description of prior spending, concise
12	explanations of budget adjustments and
13	funding requests, with a breakdown by
14	spending categories. This new budget
15	testimony format is not just to benefit
16	members of Council and their staff, but
17	also the public, who we encourage to
18	participate in the annual budget process
19	for the City of Philadelphia, whether in
20	person or on Comcast 64 or the City
21	Council's website.
22	I would like to thank Council's
23	staff and Administration's staff for
24	collaborating on this new, more efficient
25	budget testimony format. It says this

1	3/31/14 - WHOLE - BILL 140144, etc.
2	was done at Council staff's request, so
3	additionally I would like to thank the
4	Administration for cooperating with this
5	request. In other words, they did it in
6	spite of the Councilmembers. I want to
7	thank them so much for their great work.
8	Today the OIT testimony is
9	cancelled. The department head had
10	emergency business, so we will reschedule
11	that particular department.
12	We'll get official. This is a
13	public hearing of the Committee of the
14	Whole regarding Bills No. 140144, 140145,
15	140146, and Resolution No. 140159.
16	I would ask Ms. Lewis to please
17	read the titles of the bills and
18	resolution.
19	MS. LEWIS: Bill No. 140144, an
20	ordinance to adopt a Capital Program for
21	the six Fiscal Years 2015 through 2020
22	inclusive.
23	Bill No. 140145, an ordinance
24	to adopt a Fiscal 2015 Capital Budget.
25	Bill No. 140146, an ordinance

1	3/31/14 - WHOLE - BILL 140144, etc.
2	adopting the Operating Budget for Fiscal
3	Year 2015.
4	And Resolution No. 140159,
5	providing for the approval by the Council
6	of the City of Philadelphia of a Revised
7	Five Year Financial Plan for the City of
8	Philadelphia covering Fiscal Years 2015
9	through 2019, and incorporating proposed
10	changes with respect to Fiscal Year 2014,
11	which is to be submitted by the Mayor to
12	the Pennsylvania Intergovernmental
13	Cooperation Authority (the "Authority")
14	pursuant to the Intergovernmental
15	Cooperation Agreement, authorized by an
16	Ordinance of this Council approved by the
17	Mayor on January 3rd, 1992 (Bill No.
18	1563-A) by and between the City and the
19	Authority.
20	COUNCIL PRESIDENT CLARKE:
21	Thank you, Ms. Lewis.
22	Today we continue the public
23	hearing of the Committee of the Whole to
24	consider various bills read by Ms. Lewis
25	that constitute proposed operating and

1	3/31/14 - WHOLE - BILL 140144, etc.
2	capital spending measures for Fiscal
3	2015, a capital program and a
4	forward-looking capital plan for Fiscal
5	Year 2015 through Fiscal 2020.
6	We will hear testimony from the
7	Administration on department proposed
8	spending. Today we have the Mayor's
9	Office, Mayor's Office of Community
10	Services, OHCD, Mural Arts, the Managing
11	Director's Office, and Procurement.
12	We'd ask that the
13	Administration please come forward.
14	(Witness approached witness
15	table.)
16	MR. GILLISON: Good morning
17	COUNCIL PRESIDENT CLARKE: Good
18	morning.
19	MR. GILLISON: Council
20	President Clarke and members of City
21	Council. I am Everett Gillison, Chief of
22	Staff in the Office of the Mayor. On
23	behalf of Mayor Michael Nutter, I'm
24	pleased to provide testimony on the
25	proposed Fiscal Year 2015 Operating

1	3/31/14 - WHOLE - BILL 140144, etc.
2	Budget.
3	The role of the Mayor's Office
4	is to provide the necessary leadership,
5	direction, and support to departments so
6	they may achieve success in their key
7	areas of focus. The 2515 budget as
8	proposed provides the necessary funding
9	for the Mayor's Office to accomplish
10	these objectives.
11	The 2015 proposed General Fund
12	budget is \$5,391,881. The Fiscal 2015
13	General Fund budget as proposed includes
14	\$4,151,380 in Class 100 funds to provide
15	compensation for 46 full-time employees
16	and one part-time employee. This is a
17	decrease of one full-time position for
18	Fiscal Year 2014.
19	As of December 31st, 2013, the
20	Mayor's Office employed 42 people full
21	time. Twenty-nine of these employees
22	were women and 13 were men. Twenty-three
23	of the people employed full time by our
24	office are minorities.
25	The requested Fiscal '15 budget

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1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         also includes $990,336 in Class 200,
 3
         50,165 in Class 300 and 400, and 200,000
         in Class 500, which is for scholarships,
 4
         for the total General Fund budget of
 5
         $5,391,881.
 6
                   The Mayor's Office Scholarship
         Program, which is funded at $200,000,
 8
 9
         allows qualified Philadelphia students to
10
         attend classes at area colleges and
         universities and is being level-funded.
11
12
         I am pleased to report that during Fiscal
13
         '14, we provided 200 college students
14
         with scholarships of $1,000 to 23 area
15
         colleges and universities.
16
                   The Mayor's Office is committed
17
         to supporting the Administration's goal
18
         of 30 percent minority, women, and
19
         disabled-owned business participation in
20
         City contracting. The participation rate
21
         for the contracts paid out of the Mayor's
22
         Office was 13 percent in Fiscal '09, 18
         percent in Fiscal '10, 16 percent in
23
24
         Fiscal '11, 26 percent in Fiscal '12, 26
25
         percent in Fiscal '13. For Fiscal '14,
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1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         the Mayor's Office anticipates spending
 3
         $586,000 on contracting. Of this amount,
         308,860, or 53 percent, was paid to an
 4
         M/W/DSBE firm and project a participation
 5
         rate of at least 40 percent in Fiscal
 6
         115.
 8
                   You will be hearing testimony
         from additional departments in the
 9
10
         Mayor's Office later today. The Mayor's
11
         Office of Community Empowerment and
12
         Opportunity will give testimony as to how
13
         their agency helps move vulnerable
14
         Philadelphians towards self-sufficiency.
15
         It is critical that Philadelphia's
16
         policies, programs, and partnerships in
17
         the area of education, health and human
18
         services, housing, economic development,
19
         workforce development, and criminal
         justice are well coordinated to embrace
20
21
         the common principles designed to create
22
         opportunities to advance the poor.
                                              The
         Mayor's Office has increased its focus on
23
         ensuring that low-income and poor
24
25
         Philadelphians are served to the best of
```

1	3/31/14 - WHOLE - BILL 140144, etc.
2	our capabilities. CEO will continue to
3	play a role in this critical work.
4	The Office of Housing and
5	Community Development and the Mural Arts
6	will also present their Fiscal '15
7	Operating Budget request later today.
8	I want to thank you for your
9	support, and I appreciate this
10	opportunity to provide testimony
11	regarding the Mayor's proposed Fiscal '15
12	Operating Budget. I'll be happy to
13	answer any questions the Council may have
14	regarding my testimony.
15	COUNCIL PRESIDENT CLARKE:
16	Thank you, Mr. Gillison.
17	Page 17 of the details,
18	\$426,000 is proposed for FY15 to be spent
19	on lobbying services, which appears to be
20	40,000 more than last year. Can you talk
21	to me about which firms you anticipate
22	hiring for lobbying? And I guess one of
23	the key components of the lobbying
24	efforts hopefully will be for extension
25	of the sales tax to accommodate School

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1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         District and pension issues.
 3
                   MR. GILLISON:
                                  Yes.
                                         If I may
         just have a moment.
 4
 5
                         The lobbying services
         with Lobra Associates, Wojdak -- Wojdak
 6
         is no longer being held. The Kinser
 8
         Group, the Holland and Knight, Gray
         Loeffler are the main lobbying firms that
 9
         we've retained after doing an RFP, and
10
11
         they will be assisting us in our efforts
12
         to get the proposed changes in Harrisburg
13
         and also to seek some additional changes
14
         in Washington.
15
                   COUNCIL PRESIDENT CLARKE:
         assuming there is a document that lays
16
         out the scope of services --
17
18
                   MR. GILLISON:
                                   Yes.
                   COUNCIL PRESIDENT CLARKE:
19
         for those various firms and the location,
20
21
         because I'm assuming there are some
22
         federal issues that we need lobbyists
         for. So if you could just provide that
23
24
         to the Chair, we'll make sure all the
25
         members get it.
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1	3/31/14 - WHOLE - BILL 140144, etc.
2	MR. GILLISON: I'll be glad to
3	do that.
4	COUNCIL PRESIDENT CLARKE: That
5	will be helpful for us.
6	In your testimony, Page 3, you
7	talk about the Mayor's Office increased
8	its focus on ensuring low-income and poor
9	Philadelphians are served to the best of
10	our capabilities. And I want to say I
11	really appreciate that, representing a
12	district that has a significant amount of
13	residents that have real challenges.
14	Has the Administration I
15	know it's early in the process taken a
16	position on City Council's legislation
17	also known as Income Inequality
18	Initiative; i.e., Low Wage Earner Tax
19	Reduction program?
20	MR. GILLISON: I don't believe
21	that we have just yet. I know that we
22	are still doing some background and also
23	flushing out some of the details, but as
24	soon as we will, I'm sure that there will
25	be a conversation between you and the

1	3/31/14 - WHOLE - BILL 140144, etc.
2	Mayor that will reflect that information.
3	COUNCIL PRESIDENT CLARKE:
4	Okay. Thank you.
5	I'm going to actually turn it
6	over to Councilman Jones now.
7	Mr. Gillison, can you pull the
8	mic a little closer to you.
9	The Chair recognizes Councilman
10	Jones.
11	COUNCILMAN JONES: Thank you,
12	Mr. President.
13	I was very disappointed OIT
14	decided not to be here today. I had a
15	couple of few questions I wanted to ask
16	them, but in light of that, we should
17	have a shorter day, Mr. President.
18	But I wanted to ask a couple of
19	questions related to education since
20	that's to me going to be one of the
21	elephants in the room this year.
22	Generally a couple of
23	things. One, several years ago we signed
24	a Memorandum of Understanding between the
25	trades and the School District to try to

1	3/31/14 - WHOLE - BILL 140144, etc.
2	get more students into apprenticeship
3	programs. Similarly on the same note,
4	we, through the DROP program and other
5	attrition, realized that critical skill
6	positions were actually phasing out in
7	some of our departments, whether we talk
8	about the Streets Department, L&I, PGW,
9	and others. A lot of the critical skills
10	portions, people were retiring. And what
11	we wanted to do on a succession planning
12	was, in addition to other things like
13	recruiting talent from outside of the
14	City, but to look internally into the
15	School District to see if a trades
16	program could be connected to to get
17	ditch diggers, pipe welders into the
18	Streets Department, L&I, Gas Works, and I
19	wanted to know how that was working.
20	(Witness approached witness
21	table.)
22	DR. SHORR: Good morning. Lori
23	Shorr, Chief Education Officer.
24	The work with what is now
25	referred to as career and technical

	<u> </u>
1	3/31/14 - WHOLE - BILL 140144, etc.
2	education at the School District got a
3	very big boost last year with an influx
4	of funding from a private source.
5	COUNCILMAN JONES: Middleton
6	family?
7	DR. SHORR: Middleton family,
8	that's right. To really get the CTE
9	programs in better shape, to make sure
10	that principals are certified, CTE
11	instructors. And when the District is
12	here, you should ask them more in-depth
13	about that, and I'll let them know that
14	that's a concern of yours.
15	In terms of the Memorandum of
16	Understanding that was signed off, I
17	don't know, Councilman, was it seven
18	years ago? It's been a while.
19	COUNCILMAN JONES: Yeah. It's
20	six years ago.
21	DR. SHORR: Six years ago. I
22	would also suggest that the School
23	District come prepared to talk about how
24	that has unfolded and what the outcomes
25	of that are. I don't know the details on

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1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         that.
 3
                   COUNCILMAN JONES:
                                       Okay.
                                              This
         is a heads-up. This is the first volley.
 4
         A lot of these questions actually come
 5
         back around with the individual
 6
         departments, but I wanted you to know
 8
         that we signed that MOU six years ago.
         We talked about how we were going to
 9
10
         matriculate some of our young folk up.
                   In one of my schools, Randolph,
11
12
         I had an opportunity to take a walk
13
         through, and in particular, their welding
14
         department had a group of young men that
15
         couldn't be any more urban, and they were
         learning how to read blueprints, this
16
17
         kind of stuff. It seems to me that
         there's a natural matriculation into some
18
19
         of our departments where we have skills
         that are needed and can't be filled.
20
                   One of the reasons why it's
21
22
         attractive to go, the private sector
23
         offers higher wage rates, but if we get
         them right off of the vine out of high
24
25
         school, we might be able to keep them in
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3/31/14 - WHOLE - BILL 140144, etc.
because of the benefit packages that some
of the City departments offer. So I want
to take a look at that.
While I have you up here, the
Mayor recently announced launching an
online literacy program in classrooms,
particularly in six jails, and I wanted
to know how that was working and how
we're proceeding with that.
DR. SHORR: Are you referring
to the Mayor's Commission on Literacy,
the work that they're doing, the online?
We're going to be, I think, the first
online cohort program in the country. So
it just was launched, and I don't know if
you know the prison part.
MR. GILLISON: We are now
working through the technical so that
we'll be able to have them have it
accessed at the prison so that they'll be
able to deal with it. We have employed a
person, and when she left, we were able
to get even tighter with the Mayor's
Commission on Literacy to help the

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1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         literacy components at the prison get
         even better. So we've been emphasizing
 3
         literacy in the prisons for the past at
 4
         least four to five years, and now by
 5
         going online, we think we'll be able to
 6
         get even broader scope and broader
         connection to individuals who happen to
 9
         be up on State Road.
10
                   COUNCILMAN JONES:
                                       So I'm on a
11
         theme of education here, and I'll stop
12
         with this question.
                              Adult Career
         Education, myPLACE, programs like that,
13
14
         how is the synergy between these programs
15
         being linked together and are there going
         to be locations in the community, whether
16
17
         it's libraries, rec centers or other
         places, that we can kind of take
18
19
         advantage of all these programs in a
20
         regional approach, whether it's the 7th
21
         District, 8th District, 9th or, as
22
         importantly, the 4th District? We won't
         skip the 6th either, but I'm saying how
23
         are we going to get this out into
24
25
         locations within the community?
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1	3/31/14 - WHOLE - BILL 140144, etc.
2	DR. SHORR: Well, I think the
3	Mayor's Commission on Literacy has the
4	relationships between the computer
5	centers that have been set up around the
6	City, as well there's somebody obviously
7	from libraries that sits there, from
8	Recreation on the Mayor's Commission on
9	Literacy to make sure that these programs
10	can get rolled out in the places so folks
11	have the most access to them. And if
12	there's places of particular concern to
13	you, if you can let me know and I can get
14	that feedback to
15	COUNCILMAN JONES: Always the
16	4th, but other than the 4th. And so this
17	is the Coaching Campaign as well?
18	DR. SHORR: You mean
19	COUNCILMAN JONES: So you have
20	all these programs, my point is, and are
21	they easily accessible to constituents of
22	ours? So we'd like
23	DR. SHORR: Yes.
24	COUNCILMAN JONES: So if you
25	could provide to the Chair and with

		19
1	3/31/14 - WHOLE - BILL 140144, etc.	
2	enough time for the literacy folks to	
3	give us a list of locations.	
4	DR. SHORR: Okay.	
5	COUNCILMAN JONES: So that if	
6	nothing else, we know about it, but as	
7	importantly, we can publicize it to	
8	constituencies that need these services.	
9	Thank you, Mr. Chairman. I'll	
10	wait until the next round for further	
11	questions, sir.	
12	COUNCIL PRESIDENT CLARKE:	
13	Thank you, Councilman.	
14	The Chair recognizes Councilman	
15	Oh.	
16	COUNCILMAN OH: Thank you very	
17	much, Council President.	
18	I just have one question. I	
19	was looking at the data, and the makeup	
20	of the Mayor's Office, it has no Asian	
21	American employees, either staff or	
22	executive.	
23	MR. GILLISON: I believe that's	
24	correct.	
25	COUNCILMAN OH: Yes. It didn't	

		20
1	3/31/14 - WHOLE - BILL 140144, etc.	
2	last year and I don't think it did the	
3	year before, and I'm just noting that	
4	it's just I just noticed that, that's	
5	all, for whatever that is worth.	
6	Thank you.	
7	MR. GILLISON: Thank you.	
8	COUNCIL PRESIDENT CLARKE: The	
9	Chair recognizes Councilman Henon.	
10	COUNCILMAN HENON: Boy, that	
11	was quick. Thank you, Mr. Chairman.	
12	Good morning.	
13	MR. GILLISON: Good morning.	
14	COUNCILMAN HENON: In the	
15	submitted budget for the Mayor's Office,	
16	you had 95 part-time positions that were	
17	included and 45 are being eliminated.	
18	One, what are the 95? What were they	
19	intended for on a part-time basis and why	
20	are they being eliminated?	
21	MR. GILLISON: I will have	
22	to that's actually one that I did not	
23	prep, because I don't remember I'll	
24	have to get back to you on that.	
25	COUNCILMAN HENON: If you can	

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1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         just provide it to the Chair.
 3
                   MR. GILLISON: I will. Because
 4
         I believe that -- I don't want to
 5
         misstate where I believe they were
 6
         working.
                   COUNCILMAN HENON:
                                      And on
         staffing, on the lines of staffing, you
 8
         have five vacant positions and they plan
9
         on being filled?
10
11
                   MR. GILLISON:
                                  That's correct.
12
                   COUNCILMAN HENON:
                                      They're
13
         specific roles --
14
                   MR. GILLISON:
                                  There are --
15
                   COUNCILMAN HENON: -- for
16
         intentions for those positions?
17
                   MR. GILLISON:
                                  There are at
18
         least two that we're considering. I
19
         mean, obviously we have -- the Cultural
20
         Office is something we've been working on
21
         for the past couple of months to fill,
22
         and we will fill. The deputy in the
23
         Cultural Office will be filled, and there
         is a press position that I believe we'll
24
25
         be filling as well. Those are the ones
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1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         that jump to mind, because we've been
 3
         going back and forth on candidates.
                   COUNCILMAN HENON: And the
         reason why I ask, so last year there were
 5
         five positions and this year as well,
 6
         same.
                I don't know if they're the same
         positions, if there was --
 8
 9
                   MR. GILLISON:
                                  No.
                                        They're --
10
                   COUNCILMAN HENON:
                                       -- some sort
11
         of roll-out or some sort of targeted
12
         agenda or program.
13
                   MR. GILLISON: Usually what
14
         happens is that people have actually left
15
         the office and I'm either consolidating
16
         positions or I am giving additional
17
         information and/or title responsibility
18
         to someone else. So we try to keep the
         office at the same level each time, but I
19
20
         try to expand on the responsibilities
21
         given to different people.
22
                   COUNCILMAN HENON: I'm going to
         put my dibs in, if they don't get filled,
23
         for the newly created Office of
24
25
         Manufacturing.
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1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
                   MR. GILLISON:
                                   Okav.
 3
                   COUNCILMAN HENON: So I'm going
         to throw that out there.
 4
 5
                   MR. GILLISON:
                                  Not a problem.
 6
                   COUNCILMAN HENON:
                                       If you have
         some vacancies, I think it will be great.
         It actually fits kind of into the Jobs
 8
         Commission that Council President has
 9
10
         established with a lot of partners and
11
         Councilman Goode participates regularly
12
         on and as well as some of the lines of
         questioning that Majority Leader was just
13
14
         talking about with the CTE training and
15
         work placement. And I can say the
         Majority Leader, not to cross talk, but I
16
17
         think the partnership that the building
         trades have had with the School
18
19
         District -- again, I don't know the
20
         numbers -- have been pretty outstanding.
21
         I mean, the agreed-upon range of public
22
         education kids that are going through our
23
         school system and entering into the
24
         trades has far exceeded it, to the tune
         of three digits, a couple hundred percent
25
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1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         greater than anticipated. So I'm very
 3
         proud of the building trades and the
         School District's partnership.
 4
                   On the lines of work, the
 5
 6
         project labor agreements that the City
         has implemented in the City of
         Philadelphia with its procurement and
         some of the -- how is that? Has there
 9
10
         been any benchmarking on how many
11
         projects we have a PLA on and have you,
12
         in addition to the benchmarks, have you
13
         made a discretionary decision to
14
         implement a PLA in some of its
15
         procurements under the $5 million mark?
16
                   MR. GILLISON: We have -- I
17
         think there's been one that has been
18
         under the $5 million mark, but I think
         there's been others that I've reviewed.
19
         I can only think of -- I will provide the
20
21
         exact amount to the Chair.
                                     There haven't
22
         been that many that have actually made it
         all the way through the process, but I
23
         believe -- so I'm thinking like under ten
24
25
         have come through to be reviewed, and I
```

3/31/14 - WHOLE - BILL 140144, etc.
think most of them have actually been
PLAs that have been approved.
COUNCILMAN HENON: And as we
see an uptick in our capital investment
and the
MR. GILLISON: That's what
we're hoping for.
COUNCILMAN HENON: and some
of our revenues increasing over the years
with the economy getting better,
hopefully we'll have some more projects
and alliance and have a better
opportunity when procurement steps up.
MR. GILLISON: From your lips
to God's ears. You know we're all hoping
for the economy to come around and to put
more people to work, and those agreements
actually help us really secure a way
forward on projects.
COUNCILMAN HENON: And at least
be prepared for the economy when it comes
around, we're in place to put local
Philadelphians to work with the vision of
our diversity plan.

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3/31/14 - WHOLE - BILL 140144, etc.
1
 2
                   So I'll sign -- can I keep
 3
         going?
                Okay. Good.
                   So on the lines of professional
 4
         services, Class 200, with our lobbyists,
 5
         I don't want to -- we've seen an uptick
 6
         in the lobbying from 2013, '14, and '15.
         Do you know what that is? Would that be
 8
 9
         also provided to the Chair or can you
10
         just speak generally to why such a great
11
         increase over the last two years or year
12
         and a half?
                   MR. GILLISON:
13
                                  Well, the
14
         information that is in the area is
15
         actually because when we brought all of
         the functions together for the Mayor's
16
17
         Office that were in disparate matters --
         if you recall, last year we put it and
18
19
         consolidated all together. We brought
20
         along various contracts that would have
21
         been spent in other areas.
22
                   So I don't know that there's
23
         been really a net increase by all that
24
         much money. I can see that on Page 17,
25
         as the Council President had pointed out,
```

```
1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         most of our contracts have been
 3
         level-funded. The Wojdak and Associates
         in Fiscal '13 was at 120,000, and that
 4
         money actually was shifted to the Kinser
 5
         Group.
                 Holland and Knight was $100,000
 6
         and it's the same $100,000 going forward.
                   We've tried to keep the
 8
 9
         lobbying amounts, which is our
10
         professional services area, pretty much
11
         level-funded as much as possible.
12
         have been other things that have been
13
         placed in between grant writing, language
14
         access, and those kinds of things, but
15
         for lobbying in and of itself, I don't
16
         think that we've actually expended more
17
         money year over year, although I don't
         have Fiscal '11 before me nor Fiscal '12.
18
19
         So I'll get that and provide it to the
         Chair.
20
21
                   COUNCILMAN HENON:
                                       That will be
22
         fine.
                You just take a look at it, and
         it's not trying to look for a needle in a
23
         haystack, but it all kind of comes
24
25
         together when you see an increase in
```

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1 3/31/14 - WHOLE - BILL 140144, etc.
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- 2 printing from one point, whatever, up to
- 3 15,000 -- almost 1,500 up to \$15,000.
- 4 There seems -- there's something
- 5 happening, especially when you're trying
- 6 to fill some jobs and everything like
- 7 that. I'm sure it's all positive. If
- 8 you can just make a note of it.
- 9 MR. GILLISON: I will.
- 10 COUNCILMAN HENON: That's all.
- 11 There's no request necessarily. I'm just
- 12 making a note of it.
- What is a graduation coach?
- MR. GILLISON: I'll let Lori
- 15 define that.
- 16 (Witness approached witness
- 17 table.)
- DR. SHORR: Hi. Lori Shorr,
- 19 Chief Education Officer.
- 20 Our first year in office when
- we talked about increasing the graduation
- 22 rate -- and I should say that the
- 23 graduation rate, despite everything
- that's happening, has gone up, from 53
- percent when we took office, it's 64 now.

1	3/31/14 - WHOLE - BILL 140144, etc.
2	So I think you hear all of what's
3	happening at the District and people
4	forget that there are some things that
5	are happening there that are good, and I
6	think part of it is a real focus on
7	making sure people understand that
8	graduating from high school and for many
9	people going on to graduate from college
10	is very important economically to the
11	City.
12	So one of the things folks
13	were coming up to us and saying, What can
14	we do to help out in getting the graduate
15	rate up. You know, I don't work at a big
16	law firm or I don't have a foundation to
17	give money. And we also heard from many
18	people that they wanted their kids to do
19	better than they did in terms of their
20	high school completion rate.
21	So we started a program called
22	the Graduation Coaches Campaign in which
23	we train basically go out in the
24	community and train adults who have
25	children in their lives who are off track

1	3/31/14 - WHOLE - BILL 140144, etc.
2	to graduation around all the things that
3	a student needs to do in high school to
4	be successful, what courses do you need
5	to take. And I can send you the
6	materials, if you'd like, on what we do.
7	We have a handbook. So for folks who
8	have been in communities and families
9	where there's been a lot of educational
10	success, there's a lot of things that you
11	know just by osmosis, but if you're in a
12	part of the City where there's and we
13	can look at that on the map where
14	there's not a lot of educational success,
15	there's actually some things people need
16	to be trained on, and so we do that. And
17	let me find the numbers here for you, how
18	many folks we've trained since we've been
19	in office.
20	COUNCILMAN HENON: I think
21	that's extremely important. Is this on
22	the heels of, I would say, maybe
23	supplementing the budget, the ongoing
24	budget cuts with our School District, you
25	know, with the lack of guidance

```
1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         counselors, like every school should have
 3
         a guidance counselor?
                   DR. SHORR: Right.
 5
                   COUNCILMAN HENON:
                                      Because at a
         certain point, a guidance counselor is
 6
         critical --
 8
                   DR. SHORR:
                               Right.
                   COUNCILMAN HENON: -- to the
 9
         success of our students.
10
11
                   DR. SHORR: Especially if you
         don't have folks at home who can tell
12
13
         you, You should be taking the SATs, have
14
         you filled out your financial aid form
15
         yet, you know, are you getting a summer
16
         internship, what are you doing this
17
         summer, I mean, the things that
18
         counselors have done in the schools,
19
         which we don't have as many counselors.
         We did the Graduation Coach Campaign.
20
21
         What we do is we train other adults in
22
         students' lives to know those things.
         And so we have a website and we have
23
         videos and we have a handbook.
24
25
                   COUNCILMAN HENON: It could be
```

1	3/31/14 - WHOLE - BILL 140144, etc.
2	complicated, especially when not
3	everybody has access to the Internet.
4	DR. SHORR: And we have trained
5	6,000 coaches by running almost 500
6	workshops.
7	COUNCILMAN HENON: Now, are you
8	targeting schools that do not have a
9	guidance counselor or how are you working
10	in coordination with the School District?
11	DR. SHORR: So the Graduation
12	Coaches Campaign is focusing on
13	non-school environments. So we work
14	through recreation centers and through
15	churches and through other non-profits
16	and places where students and parents are
17	that aren't necessarily in schools. This
18	year for the first time we've been doing
19	a little bit more with schools because of
20	the counselors being cut, but the whole
21	idea of the campaign was to try to take
22	advantage of that space where there were
23	no professionals to give guidance.
24	COUNCILMAN HENON: So in your
25	handbook that you're going to provide for

1	3/31/14 - WHOLE - BILL 140144, etc.
2	the Chair, I'm interested in taking a
3	look at that. Has the methodology on how
4	you're targeting a
5	DR. SHORR: I don't think the
6	handbook does, but I can get that to you,
7	because the handbook is really a user
8	it's for
9	COUNCILMAN HENON: Somebody you
10	already have?
11	DR. SHORR: Yes.
12	COUNCILMAN HENON: So here you
13	go, we've made contact with an adult who
14	is responsible for a kid, making sure
15	that they have the tools and they're
16	guided in the right direction for their
17	success.
18	DR. SHORR: And we did that
19	within the last six months, we did a
20	meeting up here for City Council staff
21	and members on Graduation Coaches,
22	PhillyGoes2College, Campus Philly, and
23	Graduate Philly on the sort of suite of
24	services we have to help people be more
25	knowledgeable about what it takes to be

1 3/31/14 - WHOLE - BILL 140144, etc. 2 educationally successful in the City. 3 I'm not sure whether one of your staff members came or not. We've passed all of 4 that out then, but we can send it to you 5 as well. 6 COUNCILMAN HENON: I probably have it. I'm going to say my staff is 8 9 pretty good. 10 But thank you, Mr. President. 11 Thank you. 12 COUNCIL PRESIDENT CLARKE: Thank you, Councilman. 13 14 The Chair recognizes Councilman 15 Jones. 16 COUNCILMAN JONES: So I'm on 17 the Henon clock. No. I'm joking. I'm 18 joking. I just want his clock, Mr. Mayor -- I mean Mr. President. 19 So a couple of things. 20 21 You might as well come on back up since we're on that subject. 22 23 So on graduation coaching, for

example, how many coaches talked to young

people in the 4th Councilmanic District,

24

```
1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         or if you don't keep the information that
 3
         way, at Overbrook High School?
                   DR. SHORR: What we can do is
 4
         give you where we've had -- I don't know
 5
         if we get their zip codes by where they
 6
         live, but we know where we did the
         workshop. So we can tell you in your
         councilmanic district where we did
 9
10
         workshops.
11
                   COUNCILMAN JONES: So where did
12
         you do workshops in my district?
                   DR. SHORR: I don't know that
13
14
         off the top of my head. I don't have it
15
         in front of me, but I can get it to you.
16
                   COUNCILMAN JONES: And I say
         that because these kinds of good programs
17
18
         can be better if we publicize them
19
         particularly where they're needed.
         me and my district, Overbrook High School
20
21
         is ground zero. If I fix Overbrook High
22
         School, I fix a whole generation of
         students in that area. So if the
23
24
         principal doesn't know about it or even,
25
         God forbid, the Councilman doesn't know
```

1	3/31/14 - WHOLE - BILL 140144, etc.
2	about it to be able to direct young
3	people there, if a tree falls in the
4	woods and no one hears, was there a
5	sound? I got that out of public school.
6	DR. SHORR: That's exactly why
7	we came up to sit down with your staff
8	and some of the Council folks to say, We
9	need your help getting the information
10	out to people, because we can come out
11	and do these workshops. We do always
12	need help with getting the connections.
13	COUNCILMAN JONES: In light of
14	the fact that we're dealing with budget
15	priorities in the School District where
16	we don't have enough counselors, this is
17	the kind of augmentation that might be
18	helpful. We need to better coordinate
19	that. We need to fix the School District
20	budget so we can have counselors, but in
21	the meantime, a generation of young
22	people that may need that kind of
23	guidance gets it. And so we'd like you
24	to
25	DR. SHORR: We look forward to

1	3/31/14 - WHOLE - BILL 140144, etc.
2	working in coordination with you going
3	forward, and let us know where we can
4	show up, where we can do the workshops,
5	and we'll be there.
6	COUNCILMAN JONES: And
7	conversely, you'll give the information
8	to Council President where they are and
9	where they're going in the future.
10	DR. SHORR: Yeah. And like I
11	said, this was not originally designed as
12	a program to work in schools. This was
13	originally designed as a program to work
14	in communities as a way of supplementing
15	what was happening in schools. Given
16	what's happened in the budget, we've had
17	to rethink how to deploy sort of the
18	resources that we have.
19	COUNCILMAN JONES: All right.
20	So we have our homework assignment.
21	DR. SHORR: So I will get you a
22	list of where the workshops were by zip
23	code.
24	COUNCILMAN JONES: Were and
25	where they're going to be.

- 1 3/31/14 - WHOLE - BILL 140144, etc. 2 DR. SHORR: And where they're 3 going to be. COUNCILMAN JONES: So that we 5 can get that out. DR. SHORR: And if you can tell 6 me where you'd like some, that would also be helpful. 8 COUNCILMAN JONES: And a list 9 10 of the coaches that we might be able to 11 direct young people to, particularly in 12 the 4th. 13 DR. SHORR: Okay. 14 COUNCILMAN JONES: And 15 everywhere, but... 16 Can I have the Mayor's Office
 - 19 (Witness approached witness

of Civic Engagement and Volunteer

table.)

Services.

17

- 21 COUNCILMAN JONES: Because
- they're a part of the campaign for
- coaching, Coaches Campaign; is that
- 24 right?
- MR. VERMA: Yes, sir. And I

1 3/31/14 - WHOLE - BILL 140144, etc. 2 apologize. I've been in the office for 3 about a month and a half, so if I'm shaking in my boots, it's because I 4 5 haven't done this like my seasoned 6 colleagues. COUNCILMAN JONES: That's no fun. All right. Never mind. 8 9 MR. GILLISON: What's the 10 question? 11 COUNCILMAN JONES: You come up 12 already -- so what we'd like to know is, I want to make sure that we are 13 14 collaborating once again with other 15 entities that also have the same kind of 16 goal in mind and work with young people. 17 And I want to -- why don't you give us a 18 little more idea of what you and your office goals are so that we know how 19 20 better to engage with you. 21 MR. VERMA: Absolutely. 22 COURT STENOGRAPHER: Can you 23 state your name first. 24 MR. VERMA: Yes. My name is 25 Pranshu Verma and I'm the Deputy Director

1	3/31/14 - WHOLE - BILL 140144, etc.
2	of National Service Programs at the
3	Mayor's Office of Civic Engagement.
4	So under our purview, we have
5	Serve Philadelphia, which is the
6	AmeriCorps VISTA core, and that is a
7	collection of about 16 AmeriCorps VISTAs
8	funded by the Corporation for National
9	Community Service that are placed in
10	departments all across the City to
11	essentially work at the Mayor's goals of
12	increasing high school education rates,
13	decreasing or increasing environmental
14	awareness, decreasing violence in
15	neighborhoods, and community
16	revitalization, and they're placed in
17	such areas as the Mayor's Office of
18	Education, the Mayor's Office of
19	Community Empowerment and Economic
20	Opportunity, and such places to basically
21	build capacity and build programs that
22	will outlast their tenure and solve some
23	of these issues.
24	We also have the PowerCorps PHL
25	initiative, which is an initiative with

1	3/31/14 - WHOLE - BILL 140144, etc.
2	the Mayor and Governor, Governor Tom
3	Corbett's Office, and that is essentially
4	an issue that is on environmental
5	stewardship and youth workforce
6	development where we have a goal to
7	engage 300 young adults aged 18 to 26 in
8	six months of full-time service and then
9	offer them three months of intense job
10	placement support. And we're currently
11	recruiting about 100 young adults a year
12	in two cohorts of 50 each, and we are
13	partnering with DHS, the Youth Violence
14	Reduction Partnership, RISE, Philadelphia
15	Youth Network, and YouthBuild to recruit
16	those individuals into our program. And
17	we have a goal to plant 3,000 trees,
18	3,000 acres of public land
19	revitalization, having 18,000 residents
20	educated about watershed prevention, and
21	having 300 of those individuals who were
22	previously disconnected from job
23	opportunities into gainful employment
24	with our job placement services.
25	COUNCILMAN JONES: So because

1 3/31/14 - WHOLE - BILL 140144, etc. 2 you're new, if we are to transition from 3 a nice byline in the budget or a glossy brochure, you always have to measure it. 4 So the next time you come up --5 6 MR. VERMA: Absolutely. COUNCILMAN JONES: -- next 8 year, God willing, we're going to want to know where, who, how, and why and 9 basically -- particularly for me as a 10 11 District Councilperson, I want to know 12 how many young people were serviced from 13 my district and what trees were planted. 14 MR. VERMA: Absolutely. 15 COUNCILMAN JONES: So those kinds of specifics transition you from, 16 17 as you'll see with MOCS, from a 18 theoretical to a practical actual. 19 MR. VERMA: Absolutely. We'll 20 get that. 21 COUNCILMAN JONES: I'm sorry. 22 I called you MOCS. I didn't mean to do 23 that. So those are the kinds of 24 25 things we will look to you for the

```
1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         future.
                   Also, if you're going to plan
 3
         something in one of our districts, let us
 4
         know.
 5
 6
                   MR. VERMA:
                               Absolutely.
                   COUNCILMAN JONES: Because we
         can refer people to you for an activity
9
         of volunteerism. If you're going to
10
         plant some trees, listen, we'll come and
11
         get dirty with you. So if that kind of
12
         communication happens between us, the end
13
         result I'll be able to say, Oh, I know, I
14
         remember we did the park at so-and-so,
15
         such-and-such. So those kinds of
16
         communications, even though you may well
17
         be doing good things, if it only happens
18
         within your sphere of communications,
         it's limited.
19
20
                   MR. VERMA: Absolutely.
21
                   COUNCILMAN JONES: So nice to
22
         meet you.
23
                   MR. VERMA: Very nice to meet
24
         you, sir.
```

25

COUNCILMAN JONES: Look forward

1	3/31/14 - WHOLE - BILL 140144, etc.
2	to seeing you again.
3	MR. VERMA: Thank you.
4	COUNCILMAN JONES: So when we
5	have volunteers we want to send you
6	MR. VERMA: And we'll make sure
7	to communicate with all the Council
8	districts going forward when we have
9	events in your area and how we can kind
10	of work on volunteer placement and
11	recruitment.
12	COUNCILMAN JONES: So if there
13	are people that are listening right now
14	that say, You know what, I just retired
15	from X, Y, and Z and I want to give some
16	time, where can
17	MR. VERMA: Actually, they can
18	go to www.servephiladelphia.com, and from
19	there they have all of the volunteer
20	opportunities that we have available in
21	the City that we're recruiting for, and
22	they can sign up there and then we can
23	contact them that way.
24	COUNCILMAN JONES: So here's my
25	request: We want to really ramp up Town

1	3/31/14 - WHOLE - BILL 140144, etc.
2	Watch for a number of different reasons.
3	One particular we've been working with,
4	Safe Avenues program, getting kids to and
5	from school safely. We need people to
6	stand on corners, and not approach
7	people, but to be our eyes and ears to be
8	able to work with the law enforcement to
9	keep these babies safe.
10	So my specific request to you
11	is, any volunteers that you can get that
12	are interested in joining Town Watch, we
13	urgently could use them.
14	MR. VERMA: Absolutely.
15	COUNCILMAN JONES: Particularly
16	as it gets warmer and kids are getting
17	out of school standing on some of these
18	corridors to try to get them through this
19	process of summer without any fatalities.
20	MR. VERMA: Definitely. I will
21	definitely talk with you.
22	COUNCILMAN JONES: That's the
23	kind of volunteer we would like in the
24	4th District.
25	MR. VERMA: Okay. Thank you.

		46
1	3/31/14 - WHOLE - BILL 140144, etc.	
2	COUNCILMAN JONES: Thank you,	
3	Mr. President.	
4	COUNCIL PRESIDENT CLARKE:	
5	Thank you, Councilman.	
6	The Chair recognizes Councilman	
7	Greenlee. And as the board starts to	
8	heat up, after Councilman Greenlee and	
9	Brown, we probably will have to go back	
10	on the five-minute rule.	
11	COUNCILMAN GREENLEE: Thank	
12	you, Mr. President. I won't be five	
13	minutes, I promise.	
14	Can we ask Ms. Shorr to come up	
15	one more time, please.	
16	(Witness approached witness	
17	table.)	
18	COUNCILMAN GREENLEE: We're	
19	giving you exercise there. Sorry. But	
20	in the questions that came up with	
21	Councilman Henon and Councilman Jones, I	
22	know you mentioned Graduate Philly and	
23	PhillyGoes2College.	
24	DR. SHORR: Yeah.	
25	COUNCILMAN GREENLEE: They used	

- $\frac{1}{3/31/14} \text{WHOLE} \text{BILL } 140144, \text{ etc.}$
- 2 to have a subsidy from the City, right?
- 3 And that's been cut out, from what I
- 4 understand?
- DR. SHORR: No. It's still in
- 6 the City budget.
- 7 COUNCILMAN GREENLEE: All
- 8 right. We were told differently by them.
- 9 DR. SHORR: It has been
- 10 reduced. I think it was reduced slightly
- in maybe '08 or '09 when the budget --
- when we had to do some budget cuts. So
- 13 there was some reduction. I think that
- they still get a substantial --
- 15 COUNCILMAN GREENLEE: They
- 16 still do?
- DR. SHORR: Yes. They
- definitely do.
- 19 COUNCIL PRESIDENT CLARKE:
- 20 Excuse me, Councilman. On that, excuse
- 21 me.
- 22 COUNCILMAN GREENLEE: Please.
- 23 COUNCIL PRESIDENT CLARKE: I'll
- add your time.
- 25 COUNCILMAN GREENLEE: I'm

1	3/31/14 - WHOLE - BILL 140144, etc.
2	finished.
3	COUNCIL PRESIDENT CLARKE: On
4	this particular issue, because I'm sure
5	the Councilman was told what I was told,
6	there was actually a recommendation for
7	an increase up to 900,000, and not only
8	did the 900,000 not materialize in the
9	document, the budget document, but the
10	600-plus that they're currently getting
11	is no longer
12	DR. SHORR: No. That's not
13	correct. It's definitely in the budget.
14	COUNCIL PRESIDENT CLARKE: Six
15	hundred?
16	DR. SHORR: So one gets 600 and
17	one gets 400 and I can't remember which
18	gets which.
19	COUNCIL PRESIDENT CLARKE: So
20	they're misinformed?
21	DR. SHORR: There was
22	miscommunication somewhere. I'm in
23	pretty good contact with them, and after
24	the Mayor's budget address and when we
25	knew the Mayor's budget, I met with them

1 3/31/14 - WHOLE - BILL 140144, etc. 2 and we went over what was happening. 3 I think that they know that they're level-funded, but they did want an 4 increase and we wanted to increase them, 5 but weren't able to. 6 COUNCIL PRESIDENT CLARKE: I'm 8 going to actually -- we're going to ask that this conversation gets deleted from 9 10 the testimony so Councilman Greenlee can 11 get credit for putting the money back in 12 the budget. Thank you. 13 I'm sorry, Councilman. 14 ahead. Was that it? 15 COUNCILMAN GREENLEE: Just if I could just add one thing to it. 16 17 COUNCIL PRESIDENT CLARKE: 18 Sure. 19 COUNCILMAN GREENLEE: I think 20 there is a communication problem, because 21 that's not what we're being told. So I 22 think we have to --23 DR. SHORR: I can circle back 24 with them and we can circle back with you 25 so we're all on the same page.

```
1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
                   COUNCILMAN GREENLEE: Great.
 3
         Thank you. Thank you very much.
                   Thank you, Mr. President.
                   COUNCIL PRESIDENT CLARKE:
 5
         Thank you, Councilman.
 6
                   The Chair recognizes
 8
         Councilwoman Reynolds Brown.
 9
                   COUNCILWOMAN BROWN:
                                         Thank you,
         Mr. President.
10
11
                   Good morning.
12
                   MR. GILLISON: Good morning.
13
                   COUNCILWOMAN BROWN:
                                         I want to
14
         make a point of information, and that is
15
         to actually salute the division of
16
         education, Office of Education, for the
17
         partnership your office enjoyed with my
18
         office in bringing together 400, 500
         students out at the University of the
19
         Sciences and how we were able to do it
20
         because of a team of folk around the
21
22
         table over six months, and we did it as a
23
         direct response to the fact that we now
24
         have one counselor to every 2,300 young
25
         people in our high schools. So it does
```

1 3/31/14 - WHOLE - BILL 140144, etc. 2 work when there's some level of 3 coordination --DR. SHORR: And we appreciated 5 your leadership on that, and we're happy to help. 6 COUNCILWOMAN BROWN: -- across boundaries. So thank you for that. We 8 will be doing the same again next year at 9 the University of the Sciences. We've 10 11 already booked it for next March. 12 If I could please ask the 13 gentleman to return that's been on board 14 for 30 days. 15 (Witness approached witness 16 table.) 17 MR. VERMA: Yes. 18 COUNCILWOMAN BROWN: Good 19 morning. 20 MR. VERMA: Good morning. 21 COUNCILWOMAN BROWN: Can I hear 22 your name again. 23 MR. VERMA: Pranshu Verma.

Strehlow & Associates, Inc. (215) 504-4622

COUNCILWOMAN BROWN: I'll try

Pranshu Verma, yes.

24

		52
1	3/31/14 - WHOLE - BILL 140144, etc.	
2	to get that right.	
3	MR. VERMA: No problem.	
4	COUNCILWOMAN BROWN: I'm	
5	intrigued by the work of your office, and	
6	so wanting to know with regard to the	
7	partnership efforts that I imagine you	
8	have a plan for the next year; is that	
9	fair to say?	
10	MR. VERMA: Yes. Absolutely.	
11	COUNCILWOMAN BROWN: And so	
12	simply to underscore the comments and	
13	they're more comments, not necessarily	
14	concerns raised by Councilman Jones, just	
15	so that the at-large members care as much	
16	about this as the district.	
17	MR. VERMA: Absolutely.	
18	COUNCILWOMAN BROWN: And would	
19	be excited about knowing how we can get	
20	young people to be volunteers on that	
21	end.	
22	MR. VERMA: Okay. Are you	
23	asking for suggestions?	
24	COUNCILWOMAN BROWN: No; the	
25	process. Just send them	

1	3/31/14 - WHOLE - BILL 140144, etc.
2	MR. VERMA: So the main website
3	that we use is servephiladelphia.com for
4	recruiting of all volunteer
5	opportunities. I think going forward, as
6	Councilman Jones has said, is we're going
7	to make sure to also engage each Council
8	district when we have an initiative in
9	their area so we can get residents
10	specifically from your district involved.
11	COUNCILWOMAN BROWN: Okay.
12	MR. VERMA: That will be what I
13	will take to our office and our Chief
14	Service Officer to make sure we put into
15	our strategic plan. So going forward
16	and both Catie Wolfgang, Julia Hillengas,
17	who is the Deputy Service Officer, and I
18	will make sure to have it known that
19	while that process gets formalized, we
20	will communicate with you if there's
21	anything specific going to happen in your
22	district, but until then, a general thing
23	that you can do is give the website
24	information to residents in your district
25	and they will find out, or at-large, to

1	3/31/14 - WHOLE - BILL 140144, etc.
2	any individual you come in contact with,
3	servephiladelphia.com.
4	COUNCILWOMAN BROWN: Okay. So
5	with Earth Day upon us, do you have any
6	activities planned for Earth Day?
7	MR. VERMA: I believe Julia is
8	here. I can ask her if she knows
9	anything specific to Earth Day. And
10	that's Julia Hillengas, Deputy Service
11	Officer.
12	(Witness approached witness
13	table.)
14	COUNCILWOMAN BROWN: State your
15	name, please.
16	MS. HILLENGAS: My name is
17	Julia Hillengas. I'm the Deputy Service
18	Officer with Pranshu Verma here.
19	So PowerCorps crews serve
20	Monday through Friday 40 hours a week all
21	throughout the year. A new group just
22	started last Monday, and so they will be
23	out serving in the parks on Earth Day,
24	which is April 22nd, already. And as
25	soon as I have those locations sorted

	55
1	3/31/14 - WHOLE - BILL 140144, etc.
2	out, I can again share that with Council.
3	COUNCILWOMAN BROWN: Please.
4	MS. HILLENGAS: We have reports
5	from the last group of where they've
6	served in the past six months broken down
7	by Council district and, again, we'll
8	share that out as soon as we can.
9	COUNCILWOMAN BROWN: Okay. We
10	would be quite interested in that
11	information.
12	MS. HILLENGAS: Okay.
13	COUNCILWOMAN BROWN: Thank you
14	very much.
15	Thank you, Mr. President.
16	MR. VERMA: Thank you.
17	COUNCIL PRESIDENT CLARKE:
18	Thank you, Councilwoman.
19	The Chair recognizes Councilman
20	Jones.
21	COUNCILMAN JONES: You can go.
22	Deputy Mayor, Chief of Staff,
23	we recently did hearings in reference to
24	impersonators, uniformed intruders. I
25	wanted to see from the Mayor's Commission

1	3/31/14 - WHOLE - BILL 140144, etc.
2	on Service to Aging how we are
3	progressing with some of that. There was
4	a campaign being designed on if you're
5	not sure what is it be sure before
6	you open the door, and that was going to
7	happen and I wanted to see if there was
8	an update on that.
9	MR. GILLISON: I don't have
10	that in front of me.
11	COUNCILMAN JONES: Are they
12	here today?
13	MR. GILLISON: Is there someone
14	here from no. We'll actually I'll
15	forward that to you, Councilman.
16	COUNCILMAN JONES: That would
17	be to the President of Council.
18	MR. GILLISON: Yes. I'm sorry.
19	I'll forward it to the Chair.
20	COUNCILMAN JONES: So that we
21	serve this time wisely, how many seniors
22	were protected from scams, does your
23	office work with the SeniorLAW Center and
24	how you interact with them, and how we
25	are promoting an awareness campaign about

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1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
                So those would be good things for
 3
         us to take a look at.
                   Could I have with the rest of
 4
         my time the Mayor's office for grants.
 5
 6
                   (Witness approached witness
         table.)
 8
                   COUNCILMAN JONES:
                                      Could you
 9
         give me a sense of how we're doing by way
10
         of going out after philanthropic grants
11
         or government grants that are state or
12
         federal and what we are targeting, what
13
         are the things we are targeting with
14
         those grants.
15
                   MS. PORTER:
                                 Sure.
                                        My name is
16
         Maari Porter. I'm the Chief Grants
17
         Officer for the City of Philadelphia.
18
         work for the Mayor's Office and for the
         Finance Director as well.
19
20
                   That's a great question.
                                              We
21
         are doing -- I think we're doing really
22
         well on the philanthropic and corporate
23
         grants, and we are really focusing a
         whole range of different issues, as well
24
         as -- I mean, I'll talk in a minute about
25
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1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         that, and then we're also obviously
 3
         focusing on a lot on the federal money.
         I would say, however, that the broad
 4
         landscape just generally --
 5
                   COUNCILMAN JONES: Pull the mic
 6
         a little closer to you.
 8
                   MS. PORTER:
                                Sorry.
 9
                   COUNCILMAN JONES: Thank you.
10
                   MS. PORTER:
                               On both federal,
         corporate, and philanthropic state
11
12
         grants, the money is dropping off, and
         that has been the case since the Great
13
14
         Recession and it's actually continued to
15
         get worse since the stimulus funds, which
16
         I managed. That was a lot of injection
17
         of money, $270 million came into the City
18
         of Philadelphia, and that has really
19
         dropped off a cliff, to be honest.
20
                   COUNCILMAN JONES: So when you
21
         say really dropped off, give me a sense
22
         of --
23
                   MS. PORTER:
                                Sure.
                                        So in
         FY14 -- and this is a little bit
24
25
         complicated. FY14 in state and federal
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1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         grants, the City brought in $631 million.
 3
                   COUNCILMAN JONES: Repeat that.
                   MS. PORTER: Six hundred and
 4
         thirty-one million. I'll have to get you
 5
         the FY13 and '12. I just had a look.
 6
         don't have that here.
                                But I know that
         there has been a decrease, and I'll get
 8
 9
         you those figures.
10
                   And just another thing, part of
11
         the landscape of the federal grants is
12
         changing. What you're looking at now is
         a gating process, so whereby you have to
13
14
         be gated to get eligible for future
15
         federal grants. So a great example is
         the Promise Zone in West Philadelphia.
16
17
         We were designated as a Promise Zone, yet
18
         that came with no money. You are gated.
19
         You have to go through a very kind of
20
         extensive process to get the designation.
21
         We're one of only five cities in the
22
         nation to get that. A lot of attention
23
         was given to us, but that grant itself
24
         had no money attached to it. But why we
25
         go for it is because it gates us for
```

1	3/31/14 - WHOLE - BILL 140144, etc.						
2	future federal opportunities and we get						
3	extra preferential points. So there's						
4	about 27 federal grants we will be						
5	getting extra federal points, and that's						
6	why we went for it.						
7	Another example, there's a						
8	large advanced manufacturing grant, which						
9	we're going for at the moment. If						
10	successful, it will designate						
11	Philadelphia as one of only 12 regional						
12	manufacturing hubs in the nation. It's						
13	very important, as the Councilman knows,						
14	that we get this, and the Councilman with						
15	his work on the Manufacturing Task Force						
16	has positioned us for that. But the						
17	grant itself comes with no money. It						
18	gates you for future federal money.						
19	So why I say is that we are						
20	declining, but we're trying to set						
21	ourselves up to be positioned well. But						
22	unfortunately this is the way that the						
23	federal government is working, and I have						
24	to say some philanthropies are also						
25	working in that direction as well.						

		0 -
1	3/31/14 - WHOLE - BILL 140144, etc.	
2	COUNCILMAN JONES: So this is a	
3	question I'm going to also ask the Office	
4	of Housing and Community Development.	
5	President Clarke came and his staff	
6	worked on an idea for affordable housing	
7	and identified, I think it was, 1,500	
8	properties that might be eligible for	
9	rental assistance.	
10	COUNCIL PRESIDENT CLARKE: It's	
11	now 2,000. We've upped it.	
12	COUNCILMAN JONES: It's now	
13	2,000. So my thought would be that if	
14	he's looking to do 4 percent rehab for	
15	rental, that your office might find a	
16	pool of federal money or pool of private	
17	money or pool of state money that might	
18	match that kind of innovative grant	
19	opportunity and figure out how to do a	
20	peanut butter and jelly mix.	
21	So, again, all good ideas a	
22	lot of good ideas come from the second	
23	floor, but every now and then a good idea	
24	comes from the fourth floor that might be	
25	meritorious of doing a collaborative	

1 3/31/14 - WHOLE - BILL 140144, etc. 2 venture with. So what I'd like you to do 3 is take a look at -- have you read his 4 proposal? I have. 5 MS. PORTER: I have. COUNCILMAN JONES: Are there 6 things that come to mind that we might be eligible to pair up with? 8 9 MS. PORTER: Sure. So I'll say 10 two things. The first thing is, OHCD, as 11 you know, are the experts at affordable 12 housing. I am not. So I think I will 13 leave that to Deborah McColloch to 14 exactly say kind of what streams of 15 financing are good to collaborate on and 16 leverage. 17 The other point I will make is, it's all about collaboration. It's all 18 19 about leverage. You can't do it on your We can't do it on our own. 20 We need 21 the private sector, the public sector. 22 We need a whole range of different 23 agencies. 24 And the other thing I'd say, 25 it's all about place. The federal

1	3/31/14 - WHOLE - BILL 140144, etc.
2	government do not have the resources to
3	spread their money around all of
4	Philadelphia. Unfortunately, that's just
5	a harsh reality. So what they're asking
6	us to do is prioritize place, where are
7	the places where we'll get a
8	significant for our investment we'll
9	get a good return. And so, again, I
10	think working with the second floor and
11	the fourth floor and helping to work with
12	us in the particular places. So one
13	place is the West Philadelphia Promise
14	Zone where we have shown to the federal
15	government that's a good place to put
16	your investment, because there are a
17	whole range of institutions, the
18	Councilwoman, and a whole range of other
19	players that are primed to move and are
20	already moving.
21	So I would say let's work
22	together on place and then also work
23	together on the specific strategies with
24	OHCD about the different
25	COUNCILMAN JONES: So each

		O I
1	3/31/14 - WHOLE - BILL 140144, etc.	
2	individual Councilperson put in	
3	legislation for particular places in	
4	their respective districts last Thursday.	
5	We'd like you to take a look at them and	
6	see how we can pair that to other	
7	opportunities.	
8	MS. PORTER: Absolutely.	
9	COUNCILMAN JONES: Whether	
10	Empowerment Zones, Enterprise Zones,	
11	whatever, but to come up with a menu of	
12	things that a business person or a	
13	resident might want to come in or a	
14	developer might come in and be eligible	
15	for based on those kinds of things. So	
16	that kind of synergy gives us the proper	
17	information to really take a little bit	
18	of innovation and make it a big impact.	
19	Thank you, Mr. President.	
20	COUNCIL PRESIDENT CLARKE:	
21	Thank you.	
22	As a matter of fact, one of	
23	those particular designations of what we	
24	call Opportunity Zones is in Mantua,	
25	which is where the Promise Zone is	

1 3/31/14 - WHOLE - BILL 140144, etc. 2 currently designated. So I'm sure that 3 there can be some opportunities for some grants or some NOFAs in that particular 4 area. We look forward to working with 5 6 you. MS. PORTER: Thank you. And in your own district, the North Central 8 Choice Implementation Plan, which we 9 10 submitted to HUD, has just been 11 short-listed. So we'll be working with 12 you on that one. 13 COUNCIL PRESIDENT CLARKE: 14 Correct. Thank you. 15 COUNCILMAN JONES: There's a 16 grant, what is it, the disabled housing 17 piece. Are we going to go after that? 18 MS. PORTER: I'm not sure. Т 19 don't have the information right now. think OHCD is the best people to talk to 20 21 about that. 22 COUNCILMAN JONES: There is a deadline of April 5th, so -- May 5th. So 23 if you could take a look at that to see 24 if --25

1	3/31/14	- WF	IOLE	- :	BILL	140144,	etc.
2	1	MS.	PORT	ER	: Su	ıre.	

3 COUNCILMAN JONES: I mean,

- 4 we're getting cut by CDBG, so we have to
- 5 really be creative, as you have been, in
- finding and identifying other sources of
- 7 resources to do the same thing.
- 8 COUNCIL PRESIDENT CLARKE:
- 9 Correct.
- 10 COUNCILMAN JONES: So, for
- example, the deadline on that is May 5th.
- 12 I'd be interested in seeing what you
- 13 propose to do.
- MS. PORTER: I'll talk to OHCD
- 15 about that.
- 16 COUNCIL PRESIDENT CLARKE:
- 17 Thank you.
- 18 COUNCILMAN JONES: Thank you,
- 19 Mr. President.
- 20 COUNCIL PRESIDENT CLARKE:
- 21 Thank you, Councilman.
- The Chair recognizes
- 23 Councilwoman Blackwell.
- 24 COUNCILWOMAN BLACKWELL: Thank
- 25 you, Mr. President.

		O
1	3/31/14 - WHOLE - BILL 140144, etc.	
2	Thank you for mentioning	
3	Mantua. We're really trying hard to do	
4	these things, and it's so difficult when	
5	you hear about programs, but it's hard to	
6	nail them down, and we appreciate Council	
7	focusing on it as well.	
8	On another matter, we're	
9	dealing with, Councilman Greenlee too, on	
10	this Graduate Philadelphia and Campus	
11	Philly issue, so we're looking forward to	
12	hearing about that.	
13	I wonder if you would check,	
14	Mr. Gillison, about this ICE detainer	
15	signage on a new Executive Order.	
16	MR. GILLISON: Yes. We'll be	
17	doing that shortly. We're taking the	
18	information that we have learned, and the	
19	order has been drafted. We're going I	
20	have a review scheduled, and we should be	
21	doing something on that quite shortly.	
22	COUNCILWOMAN BLACKWELL: Thank	
23	you.	
24	Thank you, Mr. President.	
25	COUNCIL PRESIDENT CLARKE:	

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1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         Thank you, Councilwoman.
 3
                   Are there any other questions
         by members of this witness?
 4
 5
                   (No response.)
                   COUNCIL PRESIDENT CLARKE:
 6
         There being none, Mr. Gillison, thank you
 8
         very much.
 9
                   MR. GILLISON: Thank you very
         much.
10
11
                   COUNCIL PRESIDENT CLARKE:
12
                Mr. Gillison, hold on one second,
         sorry.
13
         please. Councilman O'Brien had a
14
         question.
15
                   COUNCILMAN O'BRIEN:
                                         I iust
16
         have one general question. I'd like to
17
         congratulate your Administration on
18
         creating focused deterrence in South
19
         Philadelphia and the wonderful results
         that are being obtained through that.
20
         Not only that. That was not limited to
21
         that.
22
                There are several other things we
23
         know the Police Department is employing
24
         that also can be responsible for the
25
         dramatic reduction in violent crime,
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1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         especially homicides.
 3
                   In your budget submission, I
         believe the numbers are the same.
 4
         there any -- and there was a wonderful
 5
         article that was in the paper today.
 6
                   Is there any consideration
         given to the expansion of focused
         deterrence beyond the South Philadelphia
 9
         experiment and the sustainability of not
10
11
         only the commitment on the law
12
         enforcement side but that social service
         commitment?
13
14
                   MR. GILLISON:
                                   Thank you,
15
         Councilman. The focused deterrence, as
16
         you know, is one part of at least four
17
         different things that we're trying all at
18
         the same time by using the place-based
19
         strategies that we've employed for at
20
         least the past six years one way or the
21
         other. Are we trying -- I think the data
         and what we have learned about focused
22
23
         deterrence more than anything else is
24
         that the Police Department was ready to
25
         go in South Philadelphia.
                                     I think
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3/31/14 - WHOLE - BILL 140144, etc.

2 that -- I was told that there was an

3 article today. I'm sorry. I didn't get

4 a chance to read it this morning in my

5 preparation for this, but I believe that

6 you're aware of Bryan Lentz and his work

7 that he had with -- assisting us with the

B District Attorney and having the courts

9 and having everyone ready.

10

11

12

13

14

15

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25

But the backbone to focused deterrence in South Philadelphia was old-fashioned police work that had been done and was just waiting to be used in a different way. We now need to figure out whether that will be successful in other areas of the City, and we'll have to make the same commitment for those kind of resources in the Department in order to see if that would be able to be done. don't know whether or not we're at that point to announce something like that yet. I think that we're still in the study phase, and the great thing is that what we're trying to do across the board is to get all of what we're doing, making

1 3/31/14 - WHOLE - BILL 140144, etc. 2 sure that it is evidence based and have 3 the reviews. And I know Temple University is helping us in one area of 4 North Philadelphia where we're trying to 5 get that information done. 6 So we'll be able to then have focused deterrence in South Philadelphia, what we're doing in 8 North Philadelphia, what we plan to do in 9 10 Southwest Philadelphia, and see what are 11 the ways and means that we can kind of 12 learn from the information that we're 13 getting from each of these places and 14 then target those individuals that are 15 doing the work. 16 I think that's the general 17 matter that we brought in, which was 18 targeting resources, even though we 19 didn't know we were going to be losing 20 resources as quickly as we were. 21 the resources that we currently have in a 22 targeted way will have a bigger bang for 23 the bucks that we are putting forward. Ι would like to see more dollars, if that 24

is something that we can prove will be

- 1 3/31/14 - WHOLE - BILL 140144, etc. 2 sustainable as we go forward, but I think 3 it's a little too early for me to make that commitment at this time, but I'm 4 always looking to make the investments on 5 6 public safety. COUNCILMAN O'BRIEN: The article that you're referring to, I just found it myself. I didn't know it was in 9 10 there. It was a letter to the editor 11 from Bryan Lentz and myself, and I
- 12 believe that one way of furthering 13 this -- and I agree that it is a strategy 14 that South Philadelphia was ready for, 15 but the national data that has been collected over the last 20 years invites 16 17 us to expand this strategy into other parts of the City, and one recommendation 18 19 that I made when we had those hearings was to create an Office of Violence 20 21 Reduction so that that office could 22 coordinate the component parts that are necessary for another area of the City to 23 24 develop that strategy, because I believe 25 it might take six months to a year to

1 3/31/14 - WHOLE - BILL 140144, etc. 2 develop all the component parts that are 3 necessary, but I really believe it's worth it. I understand. MR. GILLISON: 5 What I will tell you is that all of that 6 goes through the Office of Public Safety that's here, that's part of our 8 Administration. Michael Resnick is the 9 head of that office as the Public Safety 10 11 Director, obviously working closely with 12 me and the Chief and everyone else that's 13 in Public Safety. So we have that coordination, and what we're trying to do 14 15 now is make sure that we do the 16 investment and due diligence. But I 17 thank you for that, and I'll -- which 18 paper was it in? 19 COUNCILMAN O'BRIEN: It's in 20 the Daily News. 21 MR. GILLISON: Thank you. 22 Thank you very much. COUNCIL PRESIDENT CLARKE: 23 Thank you, Councilman. 24 25 We have a number of

1 3/31/14 - WHOLE - BILL 140144, etc. 2 Councilmembers teed up. Was that for the next witness? Next witness, all right. 3 Thank you. 4 5 Thank you, Mr. Gillison. 6 MR. GILLISON: Thank you. COUNCILMAN HENON: Council President. 8 9 COUNCIL PRESIDENT CLARKE: Councilman Henon. 10 11 COUNCILMAN HENON: Sorry. 12 late addition. 13 MR. GILLISON: I got to get out 14 fast. 15 COUNCILMAN HENON: And we can 16 talk about it a little bit more when the 17 individual departments, but from the 18 Mayor's Office of Public Safety, I just 19 need a quick question on the paramedics, the firefighters department. I see 20 21 Mr. Resnick sitting over there. All I

Strehlow & Associates, Inc. (215) 504-4622

need -- my question was -- it was raised

last week regarding their potential new

Is the

policy with paramedics and EMTs.

Office of Public Safety working with

22

23

24

3/31/14 - WHOLE - BILL 140144, etc.
Local 22 right now and trying to come up
with some sort of long-term ability to
make sure that the citizens of
Philadelphia are getting the proper
attention when it comes to first
responders and our paramedics?
MR. GILLISON: I can tell you
that we have reached out to Local 22. We
reached out in advance of the
announcement. We reached out and had
meetings with the President of Local 22.
All of that was done to make sure that no
one was caught off guard. And as we are
beginning to roll out, I believe that
we'll not only have a better public
safety plan, but we'll bring a more
equalized service delivery model going
forward, much that's the way it is in
most other parts of the country.
But, yes, we are going to be
doing that. We will continue to reach
out, and I hope to be able to have at
least a personal meeting myself with the
President to make sure that I can hear

1 3/31/14 - WHOLE - BILL 140144, etc. 2 any other specific issues that he might have as we go forward. 3 COUNCILMAN HENON: I mean, reaching out is great out of respect and 5 courtesy, but reaching out and saying 6 this is going to be the policy, whether they agree with it or not is entirely another thing. They have raised some 9 questions with national standards when it 10 11 comes to NFPA and the standards that are 12 implemented across the country as models, 13 as good models, with a trained first 14 responder workforce. Not just in 15 firefighters here specifically, but the 16 paramedics. 17 I'm hoping that -- as a result 18 of last week's activities and public attention raised to this issue, I'm a 19 little more informed from their 20 21 perspective with some of their concerns. 22 So I'm hoping that the meetings that are going to be taking place soon, you could 23 sit down and figure out how we move 24 forward instead of just saying this is 25

1 3/31/14 - WHOLE - BILL 140144, etc. 2 what we intend to do and we've reached 3 out. I'd like to hear we've reached out and we're working together to try to make 4 sure that we have some national standards 5 where the NFPA is actually applied and we 6 7 have properly trained first responders when the call is made. 8 MR. GILLISON: I believe that's 9 10 what we're doing. I believe that's what 11 we've always tried to do. And not only 12 in reaching out, I've always tried to say 13 the door not only is always open, I walk towards it. I know Director Resnick 14 15 walks towards it, and we just have to be able to be at the same table at the same 16 17 time. 18 COUNCILMAN HENON: We all know 19 where the door is. We just got to walk 20 through it together. I think you have a 21 new President that represents the firefighters and paramedics, and I think 22 23 he is extremely bright. He's aggressive, 24 and he's doing a great job for his 25 So I'm hoping that dialogue members.

		78
1	3/31/14 - WHOLE - BILL 140144, etc.	
2	continues and partners for all of us,	
3	every citizen in the City of	
4	Philadelphia.	
5	MR. GILLISON: Thank you.	
6	COUNCILMAN HENON: You bet.	
7	Thanks.	
8	COUNCIL PRESIDENT CLARKE: Hold	
9	on one second. No, seriously, one	
10	second.	
11	MR. GILLISON: Yes, Council	
12	President.	
13	COUNCIL PRESIDENT CLARKE: Real	
14	quick. With respect to the labor	
15	contracts, the outstanding labor	
16	contracts, what department and I'm not	
17	going to get into the nuts and bolts.	
18	What department is responsible for	
19	coordinating the actual negotiations? Is	
20	it the Mayor's Office or is it the Law	
21	Department?	
22	MR. GILLISON: No. We work in	
23	collaboration, but the Mayor's Office is	
24	responsible.	
25	COUNCIL PRESIDENT CLARKE: Can	

	,
1	3/31/14 - WHOLE - BILL 140144, etc.
2	you just tell me quickly briefly the
3	status of 33's negotiation/conversation.
4	MR. GILLISON: We are waiting
5	additional information from 33. I
6	believe that the Mayor's Office on Labor
7	Relations is waiting for some specifics,
8	and I know that there has been some
9	questions about the healthcare costs,
10	which is one of the central issues, as
11	you know, about this, and we are trying
12	to get additional information to verify
13	certain things.
14	So from where I sit, that's
15	where we are at this point, and we're
16	just going back and forth.
17	COUNCIL PRESIDENT CLARKE:
18	Okay. And what about the sick day work
19	rule issue?
20	MR. GILLISON: Actually, that
21	has not I can't really say too much
22	about that publicly, but I can tell you
23	that is really not the thing that's come
24	up that's the primary issue.
25	COUNCIL PRESIDENT CLARKE:

		80
1	3/31/14 - WHOLE - BILL 140144, etc.	
2	Healthcare.	
3	MR. GILLISON: It's healthcare	
4	in general.	
5	COUNCIL PRESIDENT CLARKE: I	
6	know you can't get into specifics. All	
7	right. Thank you. Hurry up, sir.	
8	MR. GILLISON: Moving quickly.	
9	COUNCIL PRESIDENT CLARKE:	
10	Thank you, Mr. Gillison.	
11	MR. GILLISON: Thank you.	
12	COUNCIL PRESIDENT CLARKE: Next	
13	up we have the Mayor's Office of	
14	Community Services.	
15	(Witness approached witness	
16	table.)	
17	MS. GLADSTEIN: Good morning.	
18	My name is Eva Gladstein. I'm Executive	
19	Director of a new organization, no longer	
20	called the Mayor's Office of Community	
21	Services, the Mayor's Office of Community	
22	Empowerment and Opportunity, which we	
23	finally called CEO. Thank you for the	
24	opportunity to testify today and	
25	COUNCIL PRESIDENT CLARKE: Same	
1		

```
1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         mission, though, right?
                   MS. GLADSTEIN: Well, actually
 3
         a refocused -- and I'll speak about the
 4
         mission of the organization, but it's
 5
         been refocused, although the emphasis is
 6
         still on combatting poverty in the City
 8
         of Philadelphia. And with your
         permission, I would give a shorter
 9
         version of the testimony than was
10
         provided to City Council, if that would
11
12
         be welcomed.
13
                   COUNCIL PRESIDENT CLARKE:
14
         Permission granted.
15
                   MS. GLADSTEIN: Okay.
                                           Τ
16
         thought that might work. And I do have a
17
         handout which we can make available.
18
                   Our city's poverty rate stands
19
         at 26.9 percent and includes 39 percent
         of our children, 27 percent of our
20
21
         working age adults, and 17 percent of our
22
         seniors.
                   This means that about 440,000
         Philadelphians live below the federal
23
         poverty level, including 135,000 young
24
         people. If you're African American,
25
```

```
1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         Hispanic, disabled or living in a
 3
         female-headed household, the likelihood
         of your living in poverty is almost twice
 4
         as great, around 40 percent.
 5
                   While there's no single cause
 6
         of poverty and no single strategy that
         can assist all of those living in
 8
 9
         poverty, we realize that we need
         effective solutions that require
10
11
         coordinated, large-scale social change,
12
         and that's why in January 2013 our office
13
         was launched, the Mayor's Office of
14
         Community Empowerment and Opportunity.
15
                   We're the City's community
         action agency, and our mission is to
16
17
         align the City's efforts to lift
         individuals and communities out of
18
19
         poverty and increase opportunities for
         low-income individuals and families.
20
21
                   Our first task was to create a
22
         citywide anti-poverty plan, and in July
         2013, we released Shared Prosperity
23
24
         Philadelphia. And I brought extra
25
                  I know a number of members of
         copies.
```

1 3/31/14 - WHOLE - BILL 140144, etc. 2 City Council already have received them 3 and we briefed you during the summer when we first released the plan. But it's our 4 first step in creating and implementing a 5 comprehensive strategy to address poverty 6 in Philadelphia. The Shared Prosperity 9 Philadelphia lays out goals in five key job creation and workforce 10 areas: 11 development; access to public benefits 12 and vital services; early childhood 13 learning; housing; and economic security. 14 Our office is requesting a 15 Fiscal Year '15 appropriation of \$16,810,562 from the Grants Revenue Fund. 16 17 We are not requesting any funding from 18 the General Fund. In Fiscal Year '14, 19 our estimated spending will be a total of 20 \$13,911,372. 21 For Fiscal Year '15, we request \$2,785,226 in Class 100; \$13,924,299 in 22 Class 200; \$101,037 in Class 300/400, for 23 a total of \$16,810,562. 24 This is an 25 increase of 25 percent over the Fiscal

1	3/31/14 - WHOLE - BILL 140144, etc.
2	Year '14 award from each of our funding
3	sources and will support our efforts to
4	apply for new grants.
5	During the last year, CEO
6	shifted away from providing direct
7	services and began to build our capacity
8	to plan and evaluate, contract out
9	high-quality services, and evaluate the
10	impact of our expenditures. We've
11	established a Policy and Planning Unit
12	and have transitioned staff members into
13	new roles to support contracting and
14	monitoring functions. As part of this
15	effort, over the last year, we also began
16	to implement a competitive process for
17	all new grant opportunities.
18	Some of our key accomplishments
19	last year include launching the Shared
20	Prosperity Philadelphia plan. With our
21	non-profit partner Clarifi, CEO opened
22	six Financial Empowerment Centers
23	throughout the City offering free
24	one-on-one financial counseling targeted
25	to low-income residents. The FECs met

1	3/31/14 - WHOLE - BILL 140144, etc.
2	with over 2,000 clients and helped to
3	reduce consumer debt by \$1.6 million.
4	We also led a successful effort
5	to become one of only three cities
6	selected to receive a Promise Zone
7	designation, and through this
8	designation, Philadelphia will receive
9	preference for future federal funding
10	opportunities, as has already been
11	outlined this morning.
12	Within the next month or two,
13	CEO will launch six Benefit Access
14	Centers, which will be neighborhood-based
15	sites where low-income residents can
16	receive assistance in becoming enrolled
17	in public benefits such as food stamps or
18	Medicaid. We intend to add additional
19	Benefit Access Centers after
20	approximately six months. In addition,
21	we have secured funding for a mobile
22	Benefits Access Unit; in other words, a
23	van that will be able to travel around
24	the City bringing a mobile office to
25	sites where people are already gathered.

1	3/31/14 - WHOLE - BILL 140144, etc.
2	We'll also be expanding the
3	number of Financial Empowerment Centers
4	to eight permanent sites, again, in the
5	next month or two, and we hope in June to
6	begin to develop a citywide early
7	learning plan to aid children in moving
8	successfully from pre-kindergarten into
9	elementary school and to ensure that
10	every parent and child can access
11	high-quality childcare.
12	With that, I'll conclude my
13	testimony.
14	COUNCIL PRESIDENT CLARKE:
15	Thank you very much.
16	On Page 4 of your testimony,
17	you talk about one of your challenges and
18	your inability to serve individuals whose
19	incomes are above 125 percent of the
20	poverty level. It also states that
21	you're seeking new grant sources to
22	address this, and I'm interested in that
23	particular category, because actually a
24	part of our affordable housing plan talks
25	about that group of individuals that

```
1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         fall -- they make just a little bit too
 3
         much income to qualify for the
         traditional 80 and 60 percent median
 4
         income issues and they don't make enough
 5
         to qualify for larger houses and more
 6
         expensive houses and there's this,
         quote/unquote, doughnut hole of
 8
         individuals. Can you kind of tell me how
 9
10
         you're --
11
                   MS. GLADSTEIN:
                                   So actually
12
         right when I started, we were the
13
         recipient of our first private grant,
14
         which was from Bloomberg Philanthropies,
15
         and so our Financial Empowerment Centers
         are not constrained in the same way as
16
17
         our other services. Although they're
18
         targeted to low-income individuals, we
         don't have that same income criteria.
19
20
         for the Financial Empowerment Centers,
         that issue has been resolved, although we
21
22
         need to work on their sustainability with
         future funding. They're funded for this
23
24
         coming year and the following year, and
25
         they'll be working on that.
```

1	3/31/14 - WHOLE - BILL 140144, etc.
2	We are seeking new resources,
3	it feels like, every day and some of
4	those are citywide efforts and some are
5	related to the Promise Zone. So as an
6	example, the early learning plan that
7	we're working on which would be a benefit
8	citywide, it's not for direct services
9	necessarily, but I think it will really
10	help kind of move forward a lot of the
11	significant work that's happening in the
12	City around early childhood
13	opportunities. We have an application in
14	to a private foundation for that, which
15	will be reviewed in April.
16	In the Promise Zone area
17	itself, we've had one conversation with a
18	bank that might be able to provide us
19	with some resources and, again, that
20	would not be income restricted
21	necessarily. And we're looking at some
22	other opportunities from the federal
23	government where we'll be able to get a
24	priority for certain areas.
25	COUNCIL PRESIDENT CLARKE:

1	3/31/14 - WHOLE - BILL 140144, etc.
2	Okay. Is there a person in your office
3	or several people whose sole
4	responsibility it is to identify grant
5	opportunities?
6	MS. GLADSTEIN: Not yet. Not
7	yet, but it's well, we've been working
8	very closely with the Mayor's Grants
9	Office and Maari Porter, and they've been
10	very supportive of that work, myself, our
11	Deputy Director, Mitchell Little, and my
12	Chief of Staff, Mary Horsman. And we
13	also have a Director of Planning and
14	Evaluation, Carolyn Brown, and Carey
15	Morgan, who is leading our Financial
16	Empowerment Centers. All of those staff,
17	to some degree or another, are working on
18	fundraising right now. But I think it is
19	a growing priority for us and probably in
20	the next year or so we will designate a
21	staff person.
22	COUNCIL PRESIDENT CLARKE:
23	Because unless you know where to look or
24	how to look, it's very difficult to find
25	these NOFAs and

3/31/14 - WHOLE - BILL 140144, etc.
MS. GLADSTEIN: I agree,
although it's actually been one of the
wonderful benefits of the Promise Zone,
is that the federal agencies are starting
to share a lot of information around the
NOFAs. Now, some of them most of them
are available throughout the City. It's
just that with the Promise Zone, we'll
have a priority.
COUNCIL PRESIDENT CLARKE:
Right. On Page 5 you talk about the
Financial Empowerment Centers, and you
just referenced that. Where are these
located and is there any interaction with
existing agencies or non-profits that we
have relationships with?
As an example, we have a
contract, I guess it runs through OHCD,
for NACs, neighborhood advisory councils,
or NACs, that are supposed to provide
information and assistance. I know one
in particular in kind of like my hometown
in Strawberry Mansion where they assist
individuals on energy assistance programs

1	3/31/14 - WHOLE - BILL 140144, etc.
2	and all the other things. So do we look
3	to enhance those particular organizations
4	or do we recreate the wheel at some
5	particular locations?
6	MS. GLADSTEIN: No. We're
7	trying to enhance existing organizations
8	that are trusted sites where folks in the
9	neighborhood know to go. And so the map
10	that I distributed or I gave to the
11	Clerk I don't know if it's been
12	distributed. But it's a map. It has a
13	list of it was a one-pager.
14	COUNCIL PRESIDENT CLARKE: This
15	here?
16	MS. GLADSTEIN: I see Mr.
17	Christmas has it. Yes. And on the other
18	side are a list of locations.
19	COUNCIL PRESIDENT CLARKE: It's
20	kind of small.
21	MS. GLADSTEIN: I know, but if
22	you turn it over turn it over.
23	COUNCIL PRESIDENT CLARKE: Oh,
24	okay.

MS. GLADSTEIN: So that's a

		7 4
1	3/31/14 - WHOLE - BILL 140144, etc.	
2	list of the Financial Empowerment	
3	Centers, our Benefits Access Centers that	
4	will be coming up, and also sites where	
5	free tax assistance has been provided	
6	through the Campaign for Working	
7	Families, who we also fund, and I believe	
8	sites also where we've been instrumental	
9	in helping add emergency meal sites.	
10	COUNCIL PRESIDENT CLARKE: How	
11	are these areas selected?	
12	MS. GLADSTEIN: They've all	
13	been, with the exception of the Campaign	
14	for Working Families, because they do	
15	their own selection process and we don't	
16	manage it, we just provide them with a	
17	significant grant, they've all been	
18	selected through a competitive process.	
19	You'll see that there's overlap with a	
20	number of agencies who you'll be familiar	
21	with, either neighborhood advisory	
22	councils, community development	
23	corporations, and other service	
24	providers.	
25	COUNCIL PRESIDENT CLARKE: I	

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1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         actually don't see that.
 3
                   MS. GLADSTEIN:
                                   Okay.
                   COUNCIL PRESIDENT CLARKE:
                                               T'm
         looking at these locations and I'm not
 5
         really seeing -- I mean, they're
 6
         organizations. They're larger
         organizations that provide support.
 9
         Okay. I see Congreso. All right.
                                              Ι
         won't belabor the point here.
10
11
                   MS. GLADSTEIN: And, again,
12
         coming up, we're trying to establish a
13
         robust network around benefits access,
14
         and so we hope once this program is
15
         launched in the next month, about six
16
         months later we'll be able to add more
17
         Benefits Access Centers. We've also
18
         talked to the Office of Housing about
         having all of particularly the smaller
19
         NACs participate as what we're talking
20
21
         benefits referral sites, where they would
22
         have access to the web-based program to
         help screen individuals for benefits and
23
         be able to make referral to the other
24
         organizations, and we provide them with a
25
```

	·
1	3/31/14 - WHOLE - BILL 140144, etc.
2	web-based access as well as the training
3	to use that program.
4	COUNCIL PRESIDENT CLARKE: All
5	right. Thank you.
6	The Chair recognizes Councilman
7	Goode.
8	COUNCILMAN GOODE: Thank you,
9	Mr. President.
10	Good morning, Ms. Gladstein.
11	MS. GLADSTEIN: Good morning.
12	COUNCILMAN GOODE: I attended
13	an income inequality symposium in Seattle
14	last Thursday where they made a
15	distinction between poverty and income
16	inequality, which I believe you
17	understand. There will always be the
18	need to provide aid for the poor, but
19	that's different than Shared Prosperity.
20	That's different than economic equity as
21	a strategy and philosophy. And we've had
22	this conversation a week before I flew
23	out to Seattle.
24	What are our economic
25	development agencies doing differently to

```
1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         create more opportunities for the
 3
         economically disadvantaged?
                   MS. GLADSTEIN: Well, this
         is -- again, during our planning process
 5
         for Shared Prosperity, we spoke to our
 6
         economic development agencies,
         particularly our Commerce Department and
         Philadelphia Works, as being primary
 9
10
         agencies, and we spoke to them about the
11
         plank in Shared Prosperity, which talks
12
         about jobs and training, and our specific
13
         emphasis is trying to assist people who
14
         have barriers towards employment and who
15
         are finding it difficult to engage in
         that existing system. It may be because
16
17
         they have a criminal record. It may be
18
         because of low literacy. It may be
19
         because English is a second language or
20
         whatever, but they tend not to be served
21
         by the existing agencies. And so we
22
         began the conversation with them.
                                            I will
         not say it's over. We asked them about
23
         both business attraction strategies and
24
25
         trying to make sure when looking at
```

1 3/31/14 - WHOLE - BILL 140144, etc. 2 business attraction that we are looking 3 at companies that will bring significant number of jobs that are low skill jobs, 4 although not low pay jobs, and low skill 5 jobs that might lead to a career path. 6 COUNCILMAN GOODE: Let me be a bit more specific. In the metrics that 8 9 you've created for Shared Prosperity, you 10 talk about increasing the number of jobs 11 by 25,000 by the end of 2015 to narrow 12 the gap between the national and local 13 unemployment rate; beginning next year, 14 annually create 100 new subsidized 15 employment opportunities with support and job training; hiring 50 unemployed people 16 17 through the First Source program every 18 year. 19 I'm just going to make a blunt statement about what I believe about our 20 21 economic development agencies, for better 22 or for worse. They practice trickle-down economics. And so when we talk about all 23 of this, how does that actually connect 24 25 to new opportunities for the economically

1	3/31/14 - WHOLE - BILL 140144, etc.
2	disadvantaged? Have they offered any new
3	strategies? What are they actually
4	this is really in anticipation of
5	following this question up a year from
6	now, because I know they haven't shifted
7	strategies yet. And so the question is,
8	what are we going to talk to them about
9	doing or what have they offered in any of
10	those discussions or what do you expect
11	them to do differently that's actually
12	going to create and connect what they're
13	doing to opportunities for the
14	economically disadvantaged as opposed to
15	the trickle-down economics that they've
16	been practicing?
17	MS. GLADSTEIN: Well, I don't
18	want to speak for those agencies
19	obviously, so what I can do is speak
20	about our conversations with those
21	agencies. And I will say that, again, we
22	looked at business recruitment. We
23	looked at a better connection between the
24	workforce development system and the
25	business attraction system, and obviously

1	3/31/14 - WHOLE - BILL 140144, etc.
2	First Source is another tool that would
3	be available for that. We ourselves,
4	speaking for our agency, we have made
5	funding available for two programs that
6	have shown their success in the past and
7	have received funding from more the
8	traditional workforce development funders
9	and we have asked them to serve people
10	with barriers and to put a particular
11	focus on that.
12	So I hope through our funding
13	of those programs we can demonstrate that
14	they can be successful serving people who
15	they're not typically serving. And those
16	are two organizations that are providing
17	job training for specific positions,
18	either in the medical field or in the
19	anchor institutions in West Philadelphia.
20	So I hope that we can demonstrate that
21	this works and that that could then be
22	amplified.
23	COUNCILMAN GOODE: I won't
24	belabor the point with you because the
25	issue is not between you and I. The

		99
1	3/31/14 - WHOLE - BILL 140144, etc.	
2	issue at the end of the day and I	
3	wanted to put this on the record about	
4	whether those economic development	
5	agencies, PIDC and the Commerce	
6	Department, Philadelphia Works	
7	Incorporated, have or will develop any	
8	new strategies that do not practice	
9	trickle-down economics and that actually	
10	do connect the economic opportunity that	
11	they claim to be creating to economically	
12	disadvantaged people.	
13	Thank you, Mr. President.	
14	COUNCIL PRESIDENT CLARKE:	
15	Thank you, Councilman.	
16	The Chair recognizes	
17	Councilwoman Bass.	
18	COUNCILWOMAN BASS: Thank you,	
19	Mr. President.	
20	Good morning.	
21	MS. GLADSTEIN: Good morning.	
22	COUNCILWOMAN BASS: How are	
23	you?	
24	Just a couple questions, and I	
25	do want to piggyback off of Councilman's	

1	3/31/14 - WHOLE - BILL 140144, etc.
2	comments, because I do think that at
3	times it feels like a little bit of
4	frustration in terms of the disconnect,
5	so it seems, between the different
6	agencies that are all trying to tackle
7	very difficult subjects. Poverty is not
8	easy to fix obviously, but it does seem
9	like there's a disconnect between this
10	group and that group and so forth. And
11	even with the work that we're all trying
12	to do in our offices, when I see you
13	know, you've got the list of different
14	agencies that you all are working within.
15	Again, that's something that as a member
16	of City Council I would like to be
17	included in, I would like to be informed
18	and aware of so that we can help. We can
19	all do some of this heavy lifting
20	together.
21	So I was not aware that you
22	were acting out of Community Legal
23	Services or the Germantown Life
24	Enrichment Center or some of these
25	places. So it just would have been good

```
1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         information so that we could have
 3
         collaborated with some of the work that
         you are already doing in the community.
 4
                   But my question really does
 5
         sort of piggyback off of the
 6
 7
         Councilman's, which is can you talk a
         little bit further about the coordination
         efforts or how much coordination there is
 9
10
         with the other anti-poverty programs and
11
         efforts. And I know that you did mention
12
         part of it with Council President Clarke.
         He asked a similar question, but if you
13
14
         could give us a little bit more detail,
15
         because I'm still just really not clear
         in terms of how you're working with other
16
17
         groups, how is it going, how are we
18
         measuring our success.
19
                   MS. GLADSTEIN:
                                    I'll give
20
         several examples, because I think that
21
         might be best. I apologize with regard
22
         to the Financial Empowerment Centers.
         did brief Council on them, I believe it
23
         was, last March, and if Council would
24
25
         like us to do a follow-up briefing, we'd
```

1 3/31/14 - WHOLE - BILL 140144, etc. 2 be happy to do that. 3 COUNCILWOMAN BASS: T think briefings are good, but I also think as 4 you are doing activities, include us in 5 the activities. We like to come. 6 like to participate and we'd like to be helpful. And as you are finding some solutions, developing resolutions to 9 issues, we'd like to have that 10 11 information. Whatever you're working on, 12 we need to know so that we can spread the word as well. 13 14 MS. GLADSTEIN: Sure. So I'll 15 give a few examples. Most of the examples are in place-based efforts in 16 17 specific parts of the City, but I'll give you one citywide example as well about 18 coordination. 19 20 I am now co-chairing, along 21 with Donna Cooper, who is the Executive Director of Public Citizens for Children 22 23 and Youth, the Mayor's Early Learning Advisory Council, and we have 24

reconstituted that organization with

```
1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         about 30 members and they include early
 3
         childhood providers, health partners,
         academics who work in this area, and
 4
         we've also made sure to include the
 5
         Department of Human Services, the
 6
         Recreation Department, the School
         District, the Mayor's Office of
         Education, and several other -- Parks and
 9
         Recreation, if I didn't say them --
10
11
         several other departments who touch on
12
         early childhood, Behavioral Health as
13
         another example. So we are trying to
14
         bring people together around the work and
15
         around the issues.
16
                   So that's the example with the
17
         Mayor's Early Learning Advisory Council,
18
         and they will serve as an advisory group
19
         as we do this planning process around
20
         early childhood. So they will be
21
         providing input through that.
22
                   I don't want to -- I'm trying
23
         to decide what other example to give.
         I'll give the example of the Promise Zone
24
         that Councilwoman Blackwell has been so
25
```

1	3/31/14 - WHOLE - BILL 140144, etc.
2	engaged with. In that work, we created a
3	structure with four working committees
4	and soon there will be a fifth committee,
5	and within each of those committees
6	there's a chair from within City
7	government and a chair from outside of
8	City government. So, for example, the
9	Education Working Committee is co-chaired
10	by the School District with another
11	partner. The Economic Development
12	Committee is co-chaired by a community
13	development corporation and the Commerce
14	Department. On the Housing Committee, we
15	have both I'm trying to remember who
16	the housing co-chair is, but I'll think
17	of that in one second. The Housing
18	Authority it is. Again, plus a local
19	organization. But then we have a variety
20	of City agencies that engage with housing
21	that are members of that committee.
22	So those are two examples of
23	how we try to bring people together, but
24	around not theoretically, but around
25	concrete tasks.

1	3/31/14 - WHOLE - BILL 140144, etc.
2	COUNCILWOMAN BASS: Okay. And
3	I appreciate all of the detail that
4	you've given, but I just want to go back
5	to what we originally stated. But if you
6	could make sure that our offices are
7	included as you are doing the good work
8	that you're doing, because otherwise we
9	can't put it into sort of our matrix of
10	how we can help people, how we can help
11	our constituents if we don't know. But
12	thank you.
13	MS. GLADSTEIN: Thank you.
14	COUNCILMAN JONES: Thank you,
15	Councilwoman.
16	I'm actually next, but I'm
17	going to yield to Councilman Oh, because
18	I might be here a while, so
19	COUNCILMAN OH: Thank you very
20	much, Mr. Chairman.
21	COUNCILMAN JONES: You're
22	welcome, sir.
23	COUNCILMAN OH: Good morning.
24	MS. GLADSTEIN: Good morning.
25	COUNCILMAN OH: There was just

1	3/31/14 - WHOLE - BILL 140144, etc.
2	a month ago or a couple months ago a
3	report on the state of Asian Americans in
4	Philadelphia, and prior to that, there
5	was mostly like anecdotal information,
6	mainly because there was not much support
7	in the community to actually do a
8	citywide study. And while it makes up
9	6.8 percent of our population, the Asian
10	American population has been fairly under
11	the radar.
12	One of the statistics I'd like
13	to share is that only about 0.07 percent
14	of government agencies, foundations, and
15	institutions fund any type of Asian
16	American organizations, and the 40
17	percent of that is in arts and culture.
18	There was a 700 percent increase in
19	unemployment among Asian Americans
20	between 2007 and 2011. And Asian
21	Americans, while they are at 26 percent
22	of the poverty living below the
23	poverty line, certain communities such as
24	the Cambodian community, they have 41
25	percent poverty and the youth are at 52

	10,
1	3/31/14 - WHOLE - BILL 140144, etc.
2	percent. So when you divide up the Asian
3	American population, two different
4	communities, you have very different
5	results.
6	So my first question is, have
7	you reviewed that report?
8	MS. GLADSTEIN: I have not
9	personally reviewed it, but a member of
10	my staff went to the event at which it
11	was released. And we are honored to have
12	two members of the Asian American
13	community on our Board of Directors
14	COUNCILMAN OH: Yes.
15	MS. GLADSTEIN: who makes
16	sure that we are aware of these kinds of
17	events and have made the very point that
18	you made during our planning process,
19	that it's very important to disaggregate
20	the information around the Asian American
21	community, because it affects different
22	populations differently.
23	We've also spoken again at the
24	beginning of our planning process
25	particularly with groups who are serving

1	3/31/14 - WHOLE - BILL 140144, etc.
2	immigrants and refugees to try to have a
3	better understanding of those
4	organizations. We don't fund any
5	particular activities, but feel that we
6	have a better idea now about how our work
7	impacts those communities or could
8	benefit them.
9	COUNCILMAN OH: Yes. Thank you
10	very much for that. So I'm happy to hear
11	that I was aware of that and I just
12	wanted to make sure.
13	In terms of this \$16 million
14	that you are seeking from the Grant Fund,
15	do you distribute that money for this
16	work? Does your office do that?
17	MS. GLADSTEIN: Yes. We will
18	have competitive grant processes to
19	distribute, you know, other than our
20	staff and operating costs, the majority
21	of that money.
22	COUNCILMAN OH: Okay. And with
23	this new plan, is there some recognition
24	of these different types of subgroups
25	within the bigger pool of

1	3/31/14 - WHOLE - BILL 140144, etc.
2	classifications?
3	MS. GLADSTEIN: I want to go
4	back to my response before. We have one
5	large grant that the Pennsylvania
6	Department of Public Welfare asks us to
7	pass through to another non-profit. So
8	while there's what we hope will be a \$16
9	million budget if we're able to raise the
10	grant sources, over 7 million of that
11	goes to one non-profit organization. So
12	I just wanted to make that clear.
13	COUNCILMAN OH: Okay.
14	MS. GLADSTEIN: And then to
15	respond to your follow-up question, we
16	are again distributing resources for
17	Financial Empowerment Centers and for
18	Benefit Access Centers and then for some
19	job training programs right now, and we
20	are trying to make sure that those
21	address the various needs in various
22	communities, yes.
23	COUNCILMAN OH: Okay. Thank
24	you. I know that Councilwoman Blackwell
25	particularly has worked with the African

1	3/31/14 - WHOLE - BILL 140144, etc.
2	and Caribbean immigrant community, and so
3	when we look at some of these communities
4	and the challenges, what I'm saying is if
5	you drive by, they just look like a poor
6	neighborhood or things like that, but
7	there's some commonalities that I
8	understand from what you're saying that
9	you may be addressing. I'm looking at
10	the Latino population at 42 percent below
11	the poverty line, commonality of
12	language. So whether it's geographic or
13	whether it is by some nationality or
14	language, how are you categorizing the
15	effectiveness to be most effective and
16	efficient in dealing with poverty
17	throughout the City?
18	MS. GLADSTEIN: Shared
19	Prosperity has a set of metrics in it
20	that we will use to measure our success.
21	Again, we're very early into it and we're
22	in the process of trying to refine the
23	metrics and provide a first year report.
24	Again, because we had a fairly short
25	planning process, so we didn't have

1	3/31/14 - WHOLE - BILL 140144, etc.
2	baseline information in every area. And
3	so we're now in the state of trying to
4	make sure that what data we can collect
5	from various points so that we can use
6	that to establish a baseline and then an
7	improvement.
8	We were, though, clear during
9	the planning process that our ability to
10	affect poverty overall would be not
11	great, given that that's mostly
12	influenced by international and national
13	policies and economies. And so we would
14	be able to have an impact by providing
15	high-quality services and seeing if those
16	services make a difference. So one
17	example is with our Financial Empowerment
18	Centers where we are counting not just
19	services provided, but whether or not the
20	individual is able to improve their
21	credit, reduce their debt or save money.
22	And so we're counting there.
23	With our community with our
24	Benefits Access Centers, we will count
25	whether or not individuals actually

1	3/31/14 - WHOLE - BILL 140144, etc.
2	successfully applied and received that
3	income support, and so that added to not
4	just their income but the community's
5	income. So those are the kinds of
6	measures we're looking at.
7	COUNCILMAN OH: Thank you very
8	much. I'll wait for the next round. I'd
9	just like to echo what Councilwoman Cindy
10	Bass said, and, that is, I think we are
11	all very interested in your work and
12	would very much invite the opportunity to
13	be involved and to contribute.
14	Thank you.
15	MS. GLADSTEIN: Thank you.
16	COUNCILMAN JONES: Thank you,
17	Councilman, and thank you, Councilwoman
18	Bass. We agree and echo your sentiments.
19	Government works best when it works
20	together, and we probably can bring some
21	resources to your efforts as well.
22	Good afternoon. I wanted to
23	basically start by saying that over the
24	six years I've been here, at least I
25	understand what the strategy is for

1	3/31/14 - WHOLE - BILL 140144, etc.
2	anti-poverty efforts, which is heads and
3	shoulders above what I felt in the past.
4	I can clearly tell you what the City of
5	Philadelphia's greening policy is. I can
6	tell you what our anti-crime policy is.
7	I can articulate and put my mind around
8	it. Finally, I can kind of understand
9	where we're headed, what we're doing, and
10	with that, I wanted to say that and thank
11	you for that kind of direction.
12	However and nevertheless
13	MS. GLADSTEIN: Can I say thank
14	you first.
15	COUNCILMAN JONES: You're good.
16	You're good.
17	But however and nevertheless,
18	even though the needle is moving in the
19	right direction, that's little solace to
20	people sitting at home watching this that
21	are in that circumstance where they're
22	impoverished.
23	So based on your e-strategy
24	computerized upgrade, here we are, and
25	can you answer the question of how many

1	3/31/14 - WHOLE - BILL 140144, etc.
2	people you have moved from poverty to
3	self-sufficiency?
4	MS. GLADSTEIN: We can answer
5	the question as to how many people
6	received a job, how many people received
7	benefits. Whether or not those moved
8	people to self-sufficiency, I actually
9	have an issue with the word
10	"self-sufficient," because I'm not sure
11	anybody in our country is
12	self-sufficient. We all rely upon
13	various benefits. So we can answer the
14	question as to what services were
15	provided to what number of people.
16	COUNCILMAN JONES: So last year
17	how many jobs were created that are
18	I'm not even going to go with living
19	wage. How many jobs were created?
20	MS. GLADSTEIN: One minute and
21	I will get you that information. And it
22	was not job creation, because we were not
23	funding job creation, and there are
24	probably several places where I'm going
25	to go for this, but in one program we had

1	3/31/14 - WHOLE - BILL 140144, etc.	
2	1,253 participants enrolled.	
3	COUNCILMAN JONES: How many	
4	people got jobs? Whatever that program	
5	is, how many people went from	
6	MS. GLADSTEIN: In that	
7	program, 30.	
8	COUNCILMAN JONES: welfare	
9	to a job?	
10	MS. GLADSTEIN: Thirty in that	
11	particular program. In another program,	
12	because we funded several programs last	
13	year that were job related, and that	
14	program, which was the Future Track	
15	program at the Streets Department, 137	
16	unemployed individuals obtained a job	
17	working in	
18	COUNCILMAN JONES: Are they	
19	still working?	
20	MS. GLADSTEIN: I don't have	
21	that information. I could not	
22	COUNCILMAN JONES: So here's	
23	what I'm going to do. Those are the	
24	issues I have. That's one of them. So I	
25	really need to narrow down whether	

1 3/31/14 - WHOLE - BILL 140144, etc. 2 they're job prep, permanent job placed, 3 from poverty to at least the standard defined by the Commonwealth of 4 Pennsylvania and federal government above 5 poverty levels. With an e-strategy 6 measurement system, I think we should be able to answer those basic kinds of 8 questions to see if the movement of the 9 10 needle is quantifiable. So I'm going to 11 need that. 12 One good step, poverty was 13 reduced. So did the rooster crow and the 14 sun come up? Was the cause of the sun 15 coming up the rooster? I don't know, but at least we know we're moving in the 16 17 right direction, and I need you to be 18 able to quantify \$16 million, \$16.5 19 million, 7 of which you said you give to 20 one agency. 21 MS. GLADSTEIN: Correct. 22 COUNCILMAN JONES: Which agency is that? 23 24 MS. GLADSTEIN: That's JEVS 25 Human Services.

1 3/31/14 - WHOLE - BILL 140144, etc. 2 COUNCILMAN JONES: So for \$16 3 million, I need to know more than 30 people got jobs. I need to quantify how 4 many moved from one position to the next. 5 6 MS. GLADSTEIN: Are you asking for the year coming up or for the 8 previous year? 9 COUNCILMAN JONES: I'll take either of the above. 10 11 MS. GLADSTEIN: In the last 12 year, 177 people were placed in jobs through the WorkReady program, and that 13 14 we can quantify for you going forward. 15 We'll have more numbers. 16 COUNCILMAN JONES: How many is that per job? If we divided 16.5, how 17 18 much to get a person a job out of the 135 19 jobs? 20 MS. GLADSTEIN: A hundred and 21 seventy-seven jobs. 22 COUNCILMAN JONES: Go ahead. 23 That's fine. 24 MS. GLADSTEIN: I'm trying to think of how much that grant -- that was 25

```
1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         out of one particular grant, which was
 3
         several million dollars. And it was a
         grant serving people who were receiving
 4
         TANF and who were not likely to attach to
 5
         the job due to their medical conditions.
 6
         They were already disadvantaged,
         disadvantaged, disadvantaged.
 8
                   COUNCILMAN JONES: So here's
 9
10
         what I'm going to do. I'm going to let
         that question go. I'm going to ask that
11
12
         you get that information --
13
                   MS. GLADSTEIN:
                                   Sure.
14
                   COUNCILMAN JONES: -- to us,
15
         because I'm looking forward to our
         September conference, but we need to
16
17
         quantify what we're doing.
18
                   In your opinion -- and I
19
         respect that opinion -- what is the
         single thing, the single issue that
20
21
         creates poverty for most people? Would
22
         you say -- what would that be? And
23
         there's no wrong answer.
                                   I know there's
24
                   MS. GLADSTEIN:
25
         no wrong answer. I think it's very often
```

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3/31/14 - WHOLE - BILL 140144, etc.
1
 2
         the circumstances into which they were
 3
         born.
                   COUNCILMAN JONES: What about
 5
         housing?
                  That's the number one expense.
 6
                   MS. GLADSTEIN: Housing is the
         number one expense and probably the
         biggest source of lack of stability in
 8
 9
         the family that then creates other
10
         issues.
11
                   COUNCILMAN JONES:
                                      So we just
12
         looked at -- and Ms. McColloch is going
         to come up later. We just looked at a
13
14
         grant for 120 million for people with
15
         disabilities. Please tell me we are
         going to go after -- we're not going to
16
17
         leave that money on the table, because
18
         there are many faces of poverty. One of
19
         them obviously is disability. Disability
20
         payments don't equal what the cost of
21
         living is. And if you solve the equation
22
         of where a person lives, then that
         disposable income or that income can be
23
24
         utilized for other things like food,
25
         medicine, other things like that.
```

1	3/31/14 - WHOLE - BILL 140144, etc.
2	So I just need to know that we
3	are going to at least look at the
4	proposal from HUD and we're not going to
5	leave that money on the table. I'll wait
6	for OHCD later on to respond to that. So
7	that's something when we look at the
8	poverty, well, housing has to be that.
9	By way of your Benefit Access
10	Centers, where are they?
11	MS. GLADSTEIN: They're on that
12	map that I distributed. There are, I
13	think, only five identified there,
14	because one organization at the last
15	minute felt that they would not be able
16	to do it, so we have to identify
17	COUNCILMAN JONES: So do all
18	members of Council know where to steer
19	constituents to a benefits package that
20	you can send someone and they can
21	calculate with one set of information all
22	of the things they are eligible for,
23	which equates to about a \$11,000 per
24	person on average?
25	MS. GLADSTEIN: And those

1	3/31/14 - WHOLE - BILL 140144, etc.
2	Benefits Access Centers are not
3	operational yet. They'll be operational
4	in May. We will be happy to come and
5	again, I know the Councilwoman said a
6	briefing isn't always the best thing, but
7	we'll have information available for each
8	of the Council offices with regard to the
9	Benefits Access Centers, and we've had
10	information available in a number of the
11	Council offices around the Financial
12	Empowerment Centers, but we will be able
13	to update that for you as well since
14	we're adding several of those.
15	COUNCILWOMAN BASS: Point of
16	information.
17	COUNCILMAN JONES: Councilwoman
18	Bass, please.
19	COUNCILWOMAN BASS: So are
20	those Benefit Access Centers the same as
21	the Benefit Bank? Is that the same thing
22	or is that something different?
23	MS. GLADSTEIN: They'll be
24	utilizing the Benefit Bank web-based
25	service, yes. But there'll also be, in

1	3/31/14 - WHOLE - BILL 140144, etc.
2	addition to that, a telephone hotline and
3	a way to schedule people for appointments
4	and for people with disabilities or who
5	are older and are not likely to come into
6	an office. There'll be the ability to do
7	it over the telephone as well.
8	COUNCILWOMAN BASS: So we're
9	not recreating a new Benefit Bank. We're
10	use the existing one, just sort of
11	enhancing it?
12	MS. GLADSTEIN: Yes, exactly.
13	COUNCILWOMAN BASS: Thank you.
14	COUNCILMAN JONES: Thank you,
15	Councilwoman.
16	What about your mobile benefits
17	access? I understand that's a program
18	coming online.
19	MS. GLADSTEIN: Yes. We just
20	received word that the funding had been
21	approved, so we're working with our Fleet
22	Department to purchase and retrofit the
23	van. And we have staff who are being
24	trained so that they will be able to go
25	around the City. And that's certainly

-	2/21/14
1	3/31/14 - WHOLE - BILL 140144, etc.
2	something we can work with Council
3	offices on in terms of identifying events
4	to which we should bring that van. But
5	my guess for that van, my estimate would
6	be that that will not be operational
7	until probably July sometime, just given
8	that we have to purchase it and outfit
9	it.
10	COUNCILMAN JONES: So you're
11	not new anymore, so you get a partial
12	pass, but, again, the people sitting at
13	home sitting in someone's living room
14	waiting for these services are anxiously
15	anticipating implementation.
16	MS. GLADSTEIN: Sure.
17	COUNCILMAN JONES: So out of
18	the 16.5 million you get, how much of
19	that is subcontracted out?
20	MS. GLADSTEIN: So, again, it's
21	about 2 million, a little bit over 2
22	million, maybe 2 and a half million for
23	staff and operations, 7 million to JEVS
24	Human Services. That's 9.5. So the rest
25	will be contracted out. But, again, that

1 3/31/14 - WHOLE - BILL 140144, etc. 2 assumes -- that's a 25 percent increase 3 over this year. So we don't have funding committed for that full amount. The reason -- this year we're spending about 5 14 million, and we asked for this 6 additional budget authority because our 8 experience last year was we had to come back to you for a transfer ordinance once 9 10 we raised other grants. 11 COUNCILMAN JONES: So --12 MS. GLADSTEIN: So it would end 13 up being around between 5 and 7 million 14 that we would contract out. 15 COUNCILMAN JONES: Very 16 quickly, how much of that is MBE/WBE? 17 MS. GLADSTEIN: It's all to 18 non-profit organizations. COUNCILMAN JONES: 19 We still 20 count that, those dollars. 21 MS. GLADSTEIN: Well --22 COUNCILMAN JONES: Wilson Goode 23 Councilman Goode left, thank left. 24 goodness. So we're going to need a 25 break -- I'm going to need a breakdown of

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1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         the Board of Directors on each.
 3
                   MS. GLADSTEIN: The Board of
         each of those non-profits. And, again,
 4
         some of that is -- about 2 million of
 5
         that is City agencies, but other than
 6
         that.
                   COUNCILMAN JONES:
                                      Okay.
 9
         the people that you contract out to, are
10
         you able to give me deliverables other
11
         than like the 130 jobs you created?
12
         there other deliverables broken down by
13
         them?
14
                   MS. GLADSTEIN:
                                    Yes.
15
                   COUNCILMAN JONES: So, for
         example, how many people got in permanent
16
17
         housing?
                   MS. GLADSTEIN: We're not -- we
18
19
         have not been funding that activity.
20
         This year we just started fairly recently
21
         funding the Office of Supportive Housing
22
         to provide emergency payments for back
23
         rent, utilities, and security deposits.
24
         So going forward, we will be able to
         count those numbers of people for whom
25
```

1	3/31/14 - WHOLE - BILL 140144, etc.
2	homelessness was prevented through that
3	service, but that was not a previous
4	service that we funded.
5	COUNCILMAN JONES: So here's
6	where I'm going with this, and I won't
7	belabor it. If you are issuing roughly
8	\$12 million in contracts, you have to
9	hold them accountable for their
10	deliverables, correct?
11	MS. GLADSTEIN: Yes, and we do.
12	COUNCILMAN JONES: So going
13	forward, we're going to want to know how
14	many people were given self-sufficiency,
15	how many people were given jobs, how many
16	people were moved from temporary housing
17	to permanent. Those are deliverables
18	that are quantifiable that for 16 million
19	we want to know.
20	Secondly, you get funded by
21	four major entities, correct?
22	MS. GLADSTEIN: We're primarily
23	funded through the state Department of
24	Community and Economic Development, the
25	Community Services Block Grant, and then

```
1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         two grants from the Department of Public
 3
         Welfare and then Bloomberg
 4
         Philanthropies.
 5
                   COUNCILMAN JONES:
                                       So don't
         they want to know those deliverables?
 6
                   MS. GLADSTEIN:
                                   Yes, and we
 8
         report all of these numbers to them
         and --
 9
10
                   COUNCILMAN JONES:
                                      So why can't
11
         we get them?
12
                   MS. GLADSTEIN:
                                    I'll be happy
13
         to give that to the Chair, the numbers
14
         for the calendar year 2013 rather than
15
         trying to read them out loud to you.
16
                   COUNCILMAN JONES: Because if
17
         it isn't measured, it isn't managed. And
18
         I know you're reporting to someone and
19
         they want to know how those dollars are
20
         spent. And as the Councilwoman pointed
21
         out, we want collaboration, and so we
         want to know what the benefit to her
22
23
         constituents are.
                            Okay?
24
                   MS. GLADSTEIN:
                                   So we will --
25
         again, this is citywide, but we'll
```

1 3/31/14 - WHOLE - BILL 140144, etc. 2 provide that to the Council President so 3 that it can be shared with everybody. COUNCILMAN JONES: I'm going to pass and go with Councilman Oh, then 5 Henon, and then Brown. 6 COUNCILMAN OH: Thank you very much, Mr. Chairman. 8 9 So from the report and from the 10 information we have, Philadelphia is the 11 24th among the 25 largest cities in terms 12 of median household income at \$34,207. 13 What is the federal poverty guideline for 14 a household of four? Do you know that 15 off the top of your head? 16 MS. GLADSTEIN: It's about --17 I'll give it to you exactly, but it's a 18 little bit under \$30,000 a year. 19 For a family of four, it's 20 \$29,813. I apologize. That's our income 21 guidelines. That's 125 percent of 22 poverty. 23 COUNCILMAN OH: Is that the 24 City's poverty guideline? 25 MS. GLADSTEIN: Our funder No.

```
1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         permits us to serve people at 125 percent
 3
         of poverty, which for a family of four is
         $29,813. So the actual poverty level
 4
         number for a family of four is around
 5
         $25,000.
 6
                   COUNCILMAN OH:
                                   Yes.
                                          It's
 8
         $23,850. So a family of six, the federal
 9
         poverty guideline is $319,070. I will
         soon be a family of six. We're a family
10
11
         of five; another few months, a family of
12
         six. My point is, I could not support my
13
         family in any possible way with $31,970.
14
         I mean, I just don't see how that's going
15
         to -- and my daughter goes to public
         school and we don't have any pre-K
16
17
         program.
18
                   My point is that I'm very
         interested -- I know you've done a
19
20
         tremendous amount of work, and I
21
         certainly, with everyone here,
22
         congratulate you and want to support
         that. I'm very interested in the
23
24
         strategy of our city being where we are
25
         and what we're looking at. Addressing
```

1 3/31/14 - WHOLE - BILL 140144, etc. 2 poverty is one thing, and then preventing 3 people from slipping into poverty is yet another thing. And it just seems to me 4 in all our discussions that these 5 quidelines, these federal quidelines that 6 7 we're going by, which I know none of us can change here, are extremely outdated, 8 in my opinion, in the sense that we are 9 10 saying that people who make, for example, 11 \$32,000, two parents and four children, 12 that they're not poor. And I am sure that all of us will agree that if they 13 14 are making it, they're in debt and 15 really, in my opinion, they are in 16 poverty. 17 The programs that we're trying to provide in the City, is there some 18 19 creative or innovative way that we can reach out to allow more families to 20 21 participate? What I mean is, when we 22 talk about pre-K programs, for example, we have wealthy families with their kids 23 24 in pre-K and we have poor families with 25 their kids in pre-K, and everyone in the

1 3/31/14 - WHOLE - BILL 140144, etc. middle seems to be left out of that 2 3 opportunity. And I don't think it's really healthy, from our discussions with 4 other experts, that we have a segregated 5 education system in pre-K or otherwise. 6 So I'm kind of stretching a bit just to see where your discussions have led you 8 9 and what you're examining about this. 10 MS. GLADSTEIN: Well, first of 11 all, we heartily agree that the federal 12 poverty guidelines are inadequate. 13 some communities, they've looked at 200 14 percent of the poverty level as actually 15 being the number that would provide some level of self-sufficiency. But it's the 16 17 only number we have to go by and, again, 18 it's a constraint of our current funding 19 source that we can only go 25 percent above that. And to the extent that there 20 21 are a broader set of resources -- and 22 I'll talk about early childhood for a second -- that's always welcomed, so that 23 24 you're not -- so that you are preventing 25 people who are middle income from

- 1 3/31/14 WHOLE BILL 140144, etc.
 2 slipping into poverty because their
- 3 expenses are higher.

22

23

24

25

I know that there is some 4 discussion at the state level when the 5 Majority Policy Committee did a tour 6 about poverty throughout the state and there was some discussion about tweaking some of the guidelines so that, for 9 10 example, there could be a way for a 11 family to pay for early childhood on a 12 sliding scale, because there are places in other parts of the state, not in 13 14 Philadelphia, where there are a lot of 15 vacancies, because they're either subsidized childcare slots or people with 16 17 enough income to pay what it costs, which 18 is expensive, but then there's a gap, and 19 people of modest means but above poverty were not able to afford it. 20

So there is a discussion going on about permitting sliding scales in certain situations, but, again, in most cases, we're not in a regulatory position at the city level to do that, but could

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1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         support either federal or state efforts.
 3
                   COUNCILMAN OH: All right.
 4
         Thank you very much.
 5
                   COUNCILMAN JONES: Thank you,
         Councilman.
 6
                   The Chair recognizes Councilman
 8
         Henon.
 9
                   COUNCILMAN HENON: Thank you,
         Mr. Chairman, Majority Leader.
10
                   Eva, good morning.
11
12
                   MS. GLADSTEIN: Good morning.
                   COUNCILMAN HENON:
13
                                      Good
14
         afternoon actually.
15
                   MS. GLADSTEIN: Good afternoon.
16
                   COUNCILMAN HENON:
                                       Time is
17
         flying here.
18
                   I do want to thank you for all
19
         you're doing and your office for what you
         have accomplished in a short period of
20
21
         time. Most of the questions that I've
22
         had you either answered in our meetings
23
         outside of the hearings here and that has
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been asked and addressed here today.

I'm just -- I just have one thing.

24

1	3/31/14 - WHOLE - BILL 140144, etc.
2	I see in your report where
3	there was over a thousand you put 177
4	people to work. So that's good. Is
5	there a goal for a percentage of more
6	people being put to work, and are you
7	coordinating with and I'm looking
8	forward to the Managing Director's
9	hearing today and question with the
10	Centers of Excellence that we have here
11	and their preparedness for putting people
12	from our School District, enhancing our
13	graduation rate with we have a new
14	position in the Mayor's Office that was
15	here that Lori Shorr was talking about
16	earlier, but I think there's good
17	opportunities to coordinate with some of
18	the things that we have with the Centers
19	of Excellence with the Mayor's Office as
20	well as the manufacturing needs and
21	seeking e-training or vocational training
22	that we have I think is right there in
23	front of us. So I think just
24	coordinating with some of those entities
25	and departments will go a long way,

1	3/31/14 - WHOLE - BILL 140144, etc.
2	because as I see it, it's based on need.
3	So the skill sets for advanced
4	manufacturing and the manufacturing
5	sector in its various levels are based on
6	need. So you have small businesses to
7	medium-sized businesses to large
8	businesses right here in the City of
9	Philadelphia who are saying this is what
10	we need, we're looking these are our
11	needs, so help us get trained and help us
12	get ready. So you have the workforce
13	development and that is absolutely in the
14	position and prepared some of the things
15	that you're doing, and it's a great
16	way at least you can communicate with
17	some people or with most of the folks who
18	are in and around, as Councilman Oh had
19	indicated, some of the people who are in
20	the poverty level or those who may not
21	fit the criteria from a number of sense
22	who actually are struggling.
23	MS. GLADSTEIN: We actually
24	have employment goals, but I'll have to
25	share them with the President because I

1	3/31/14 - WHOLE - BILL 140144, etc.
2	didn't bring that information with me for
3	the two programs that we're directly
4	funding coming up next year. We've also
5	joined the Job Opportunity Investment
6	Network, so we can better connect with
7	those individuals sitting around that
8	table who are investing in these kinds of
9	activities and I think through that can
10	strengthen our work as well.
11	COUNCILMAN HENON: I certainly
12	do and it's a graduation coach.
13	That's what it was, graduation coach. I
14	think working together in a collaborative
15	effort, just as you're doing. I mean,
16	there's so many people doing a lot of
17	good things out there, and trying to
18	gather what they do and how they're
19	spending their resources or just
20	duplicity of the resources I think is
21	critical, and I think obviously I wish
22	and we all wish your office great
23	success.
24	MS. GLADSTEIN: Thank you very
25	much.

		137
1	3/31/14 - WHOLE - BILL 140144, etc.	
2	COUNCILMAN HENON: Thank you.	
3	COUNCILMAN JONES: Thank you,	
4	Councilman Henon.	
5	The Chair recognizes	
6	Councilwoman Brown.	
7	COUNCILWOMAN BROWN: Thank you	
8	very much.	
9	Good afternoon.	
10	MS. GLADSTEIN: Good afternoon.	
11	COUNCILWOMAN BROWN: Let me	
12	first commend you on the composition of	
13	your oversight board membership. It's	
14	diverse. It very much looks like	
15	Philadelphia, and it's well represented	
16	by women. So that should never be a hard	
17	thing to do, but thanks for leading by	
18	example.	
19	MS. GLADSTEIN: Sure.	
20	COUNCILWOMAN BROWN: Has any	
21	discussion been given to the citywide	
22	early learning plan?	
23	MS. GLADSTEIN: Yes. We have	
24	completed a funding proposal to try to	
25	fund that process. I can't identify the	

1	3/31/14 - WHOLE - BILL 140144, etc.
2	funder, but we hope to know by early May
3	whether or not those funds have been
4	secured, and we are starting initial work
5	at the Mayor's Early Learning Advisory
6	Council just in terms of understanding
7	looking at other cities' plans to try to
8	get a sense of how they engaged in their
9	planning process, what resources they
10	used, what were the components of the
11	plan. So we're doing early work right
12	now and hope to have the funding in place
13	to have a consultant to work with us with
14	some national expertise, and hopefully
15	that would get started in June.
16	COUNCILWOMAN BROWN: And if
17	funded, how many children would that
18	potentially impact?
19	MS. GLADSTEIN: I'm thinking
20	it's something like 50,000 children in
21	the City of Philadelphia who are of that
22	age right now.
23	COUNCILWOMAN BROWN: Do we know
24	what the wait list number is for children
25	trying to get into quality childcare

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1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         centers right now? It fluctuates.
 3
                   MS. GLADSTEIN:
                                    It fluctuates,
         and actually the system is more
 4
         complicated than it should be, because
 5
         there are childcare subsidies that are
 6
         available, but they're in four
         different -- they're divided into four
         different organizations by geography.
 9
         And so in the different -- each
10
11
         organization might have a different size
12
         waiting list at any point in time.
                                              Ι
13
         think statewide the number is down right
14
         now, but it goes up and down depending
15
         upon the time of year.
16
                   COUNCILWOMAN BROWN:
                                         In this
17
         potential funded proposal, will it speak
18
         strictly to service delivery for children
19
         or will it deal with upgrading
         infrastructure of childcare centers and
20
21
         the like or a combination of the both?
22
                   MS. GLADSTEIN:
                                    Well, there's
         new funding available around
23
         infrastructure, improving infrastructure.
24
         In addition to what Council allocated
25
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1	3/31/14 - WHOLE - BILL 140144, etc.
2	last year, the William Penn Foundation
3	just funded a partnership to work in this
4	area of the Reinvestment Fund and the
5	Philadelphia Health Management
6	Corporation, and I'm serving on an
7	advisory group for that work, and what
8	we're hoping is that through our plan, we
9	can recommend going forward what the need
10	is and get additional investment for that
11	program.
12	COUNCILWOMAN BROWN: How did
13	Clarifi end up being the lucky
14	contractor? What process was executed
15	there?
16	MS. GLADSTEIN: That actually
17	pre-dated my position. So I can say that
18	they are a very, very well-respected
19	credit counseling agency in the City of
20	Philadelphia and I know they've had
21	numerous successful contracts with the
22	City, but I was not part of the selection
23	process in bringing them on.
24	COUNCILWOMAN BROWN: I believe
25	when I came in, Councilman Jones was

1	3/31/14 - WHOLE - BILL 140144, etc.
2	asking questions about the procurement
3	activities with those agencies that your
4	office partners with. So do you drill
5	down another layer and have some sense of
6	oversight in ensuring that they are
7	engaging in contracts with local minority
8	and women-owned businesses on the
9	procurement end?
10	MS. GLADSTEIN: Virtually all
11	of our contracting is with non-profit
12	organizations and usually they're
13	directly providing those services rather
14	than
15	COUNCILWOMAN BROWN:
16	Contracting them out.
17	MS. GLADSTEIN:
18	subcontracting them out. But we do carry
19	forward all of the City requirements in
20	those contracts. So to the extent that
21	they are subcontracting, those
22	requirements are passed on to them.
23	We've had several contracts
24	with for-profit entities for professional
25	services, and I believe our participation

3/31/14 - WHOLE - BILL 140144, etc.
rate was in the area of 38 percent last
year for our for-profit contracts. They
don't appear in our testimony only
because they're below the \$250,000
threshold. We had smaller contracts.
COUNCILWOMAN BROWN: I see.
The bell has rung.
Is there anyone else to
question?
COUNCILMAN JONES: You're free
to continue, Councilwoman.
COUNCILWOMAN BROWN: Okay. So
then your office is also responsible for
the oversight and ensuring that these
non-profits are doing what they say
they're doing?
MS. GLADSTEIN: Yes.
COUNCILWOMAN BROWN: Your
office assumes responsibility?
MS. GLADSTEIN: Yes. And,
again, we have amplified our contract
monitoring staff in the last year so that
we could do that.
COUNCILWOMAN BROWN: Okay. The

1	3/31/14 - WHOLE - BILL 140144, etc.
2	WorkReady and job training services, just
3	speak or elaborate on that, because I
4	can't
5	MS. GLADSTEIN: The WorkReady
6	program is the one that we are now
7	passing through the resources to JEVS
8	Human Services. They are working with a
9	population referred by the County
10	Assistance Office of people who have
11	either disabilities or medical conditions
12	or other barriers towards employment. So
13	the goal is to remove those barriers. In
14	some select cases, they are able to
15	connect people to employment. In other
16	cases, they're able to connect them to
17	community service opportunities,
18	particularly when they're young women who
19	are pregnant and cannot get a permanent
20	job. In other cases, they might end up
21	just removing barriers or even helping
22	them obtain SSI or SSDI, but it's a
23	population with multiple barriers.
24	COUNCILWOMAN BROWN: So you
25	really serve as a link, if you will?

1	3/31/14 - WHOLE - BILL 140144, etc.
2	MS. GLADSTEIN: Yes.
3	COUNCILWOMAN BROWN: The
4	Mayor's Office launched the Empowering
5	Black Male initiative effort. Is your
6	office working in tandem along with
7	partnering with this particular
8	initiative at all?
9	MS. GLADSTEIN: Not that I'm
10	aware of, but I can check.
11	COUNCILWOMAN BROWN: Okay.
12	Given the mission of your agency and the
13	intent of that particular initiative, it
14	appears, at least on the surface, that it
15	makes sense to look to see where there
16	can be some coordination of effort.
17	Lastly, if you could just speak
18	to the dollars that will be spent on
19	agencies and shelters providing services
20	to homeless men, women, and youth.
21	MS. GLADSTEIN: Sure. Again,
22	we have the probably for the last
23	decade under MOCS and now under CEO, we
24	have provided support to the Office of
25	Supportive Housing. In the past, that

1	3/31/14 - WHOLE - BILL 140144, etc.
2	support went for case management services
3	in the shelters. This year we changed
4	that so that we are now supporting them
5	in their they have an Emergency
6	Assistance Unit essentially where they
7	are trying to prevent people from
8	becoming homeless, people who have the
9	eviction notice already, and we are
10	providing about it's \$450,000
11	annually, on an annual basis, and that is
12	for back rent, security deposits, utility
13	payments. So this is fairly new, but
14	that's the basis for that agreement.
15	COUNCILWOMAN BROWN: And that
16	comes out of City dollars or
17	MS. GLADSTEIN: All of our
18	funding comes from grants. That comes
19	out of the Community Services Block Grant
20	that we manage.
21	COUNCILWOMAN BROWN: I see.
22	Wow. I'm sure, to Councilman Jones'
23	always request of documentation, if it's
24	not measured, it doesn't exist. We'll be
25	curious to see what the yield of that

1	3/31/14 - WHOLE - BILL 140144, etc.
2	effort is next year with regards to
3	helping families not go down that road.
4	MS. GLADSTEIN: And I agreed I
5	would share all of our program outcome
6	data, because we do have to report that
7	to the state. So we'll be happy to share
8	all of that.
9	COUNCILWOMAN BROWN: All right,
10	then. Thank you for your testimony. Let
11	me close by echoing Councilman Oh's
12	remarks that the work you do is
13	enormously important and the poverty rate
14	would probably be bigger or higher than
15	26 percent but for the work that you're
16	doing over there. So moving the needle
17	is tough, but we appreciate what you do
18	nonetheless.
19	MS. GLADSTEIN: Thank you very
20	much.
21	COUNCILWOMAN BROWN: You're
22	welcome.
23	Thank you, Mr. Chairman.
24	COUNCILMAN JONES: Thank you,
25	Councilwoman.

1	3/31/14 - WHOLE - BILL 140144, etc.
2	Very quickly and then you can
3	go. What are the things that you're
4	going to provide back to the Chair?
5	MS. GLADSTEIN: We are
6	providing a statement of all of our
7	program outcomes from the last year, and
8	I'm specifically going to look at our
9	goals for our job training programs that
10	you asked for that we have and
11	information on the Board composition of
12	our non-profit organizations with whom we
13	contract.
14	COUNCILMAN JONES: In
15	addition and if you get these to us,
16	we won't call you back, look at it this
17	way.
18	So what kind of services when
19	they come to you, what do people ask for.
20	I mean, a codification of those requests
21	for assistance would be helpful so that
22	we then know here how to budget and give
23	people more money that provide those
24	specific types of services. How many
25	people need food stamps or are food

1	3/31/14 - WHOLE - BILL 140144, etc.
2	deprived or need food from one of the
3	various cupboards. How many people
4	request that. How many people want
5	Section 8 vouchers. One of the reasons
6	why President Clarke has gone to rental
7	assistance is, there's a notion that
8	there's \$27 million worth of vouchers we
9	are eligible for, yet we leave 7 million
10	of it annually on the table. I got to
11	believe that between you and OHCD you can
12	figure out how we can actually use that.
13	So we're going to look at what services.
14	How many people have requested
15	LIHEAP assistance. I mean, those are
16	clear indicators. And then how many
17	people once they requested it actually
18	got some relief and/or services that were
19	requested. I think that would be at
20	least a good start.
21	MS. GLADSTEIN: Okay.
22	COUNCILMAN JONES: Again, thank
23	you for moving the needle in the right
24	direction. It's a heavy lift, and one
25	day when you work yourself out of that

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1 3/31/14 - WHOLE - BILL 140144, etc.
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- 2 needle or job, we'll be on to something
- 3 different. Okay?
- 4 Are there any other
- 5 questions --
- 6 MS. GLADSTEIN: That's a long
- 7 way.
- 8 COUNCILMAN JONES: -- for this
- 9 witness?
- 10 (No response.)
- 11 COUNCILMAN JONES: Seeing none,
- thank you for your testimony.
- MS. GLADSTEIN: Thank you.
- 14 COUNCILMAN JONES: We're going
- 15 to take a break and we will come back at
- 16 2:15. We're going to take a lunch break,
- give the stenographer a break.
- Thank you all. We're going to
- 19 recess until 2:15.
- 20 (Short recess.)
- 21 COUNCIL PRESIDENT CLARKE: Good
- afternoon. This is the Committee of the
- Whole reconvening on the FY15 budget.
- 24 First up I believe we will have
- 25 Mural Arts; am I correct?

- 1 3/31/14 WHOLE BILL 140144, etc.
- MS. McCOLLOCH: We're next, but
- 3 it's your call.
- 4 COUNCIL PRESIDENT CLARKE: I'm
- 5 just basing it on the schedule we have.
- 6 MS. McCOLLOCH: Based on the
- 7 schedule, OHCD is next.
- 8 COUNCIL PRESIDENT CLARKE:
- 9 Ms. McColloch, are you anxious to get up?
- 10 (Witness approached witness
- 11 table.)
- MS. McCOLLOCH: Whatever you
- 13 want, Council President.
- 14 COUNCIL PRESIDENT CLARKE: No.
- 15 I'm just basing it on the sheet that I
- 16 had.
- 17 Ready when you are,
- 18 Ms. McColloch.
- 19 MS. McCOLLOCH: Good afternoon,
- 20 President Clarke and members of City
- 21 Council. I am Deborah McColloch and I am
- the Director of Housing. I am here today
- 23 to present testimony on the Office of
- Housing and Community Development's
- 25 proposed Operating Budget for Fiscal Year

1	3/31/14 - WHOLE - BILL 140144, etc.
2	2015. The proposed Operating Budget
3	under the Community Development Fund,
4	Grants Revenue Fund, Housing Trust Fund,
5	and General Fund will also be presented
6	in the spring to the Finance Committee at
7	its hearing on the Consolidated Plan
8	ordinance. That hearing will authorize
9	the submission to HUD on the Consolidated
10	Plan, which includes the budget for the
11	Community Development Block Grant and
12	other housing programs for Fiscal Year
13	2015, CDBG Year 40.
14	The General Fund supports
15	approximately 1.8 percent of OHCD's
16	annual budget. The proposed FY 2015
17	General Fund budget allocates \$3,020,000
18	to OHCD, which is the same as the Fiscal
19	Year 2014 budget allocation. This
20	funding includes 2.39 million to support
21	the vacant land stabilization and
22	maintenance activities of the
23	Philadelphia LandCare program, \$130,000
24	to support the Settlement Grant and
25	Tangled Title programs, and \$500,000 for

1	3/31/14 - WHOLE - BILL 140144, etc.
2	the Child Care Facilities Fund, all
3	consistent with the FY14 budget.
4	For FY 2015, the City's
5	Entitlement Grants from HUD have yet to
6	be awarded. Therefore, grant funding
7	amounts consistent with FY14 amounts were
8	used in compiling this budget. The
9	enclosed budget includes departmental
10	appropriations, which may be adjusted
11	when the final entitlement figures have
12	been determined.
13	One of the biggest challenges
14	facing OHCD remains the significant
15	reduction of nearly \$40 million in
16	federal and state resources over the last
17	five years. The Year 40 Proposed
18	Consolidated Plan will be consistent with
19	the City's priority to serve low- and
20	moderate-income individuals and families
21	and revitalize neighborhoods by
22	preventing homelessness by keeping people
23	in their homes, increasing affordable
24	housing by producing new units,
25	strengthening communities by eliminating

1	3/31/14 - WHOLE - BILL 140144, etc.
2	blight and promoting neighborhood
3	planning, and creating jobs by attracting
4	and retaining businesses.
5	In FY 2015, OHCD will be
6	working with the Philadelphia
7	Redevelopment Authority and the
8	Philadelphia Housing Development
9	Corporation to help make the Land Bank
10	operational. The creation of the Land
11	Bank will have an impact upon staff,
12	resources, and activities in Fiscal Year
13	2015.
14	OHCD will return to City
15	Council this spring to present the
16	complete Fiscal Year 2015 proposed budget
17	as part of the Consolidated Plan hearing.
18	I'll be happy to answer any
19	questions you may have today.
20	COUNCIL PRESIDENT CLARKE:
21	Thank you. Thank you, Ms. McColloch.
22	A couple of questions. Let me
23	ask you this question first: What's the
24	status of the contracts with employees
25	between the various housing agencies?

1	3/31/14 - WHOLE - BILL 140144, etc.
2	MS. McCOLLOCH: The collective
3	bargaining agreements?
4	COUNCIL PRESIDENT CLARKE: Yes.
5	MS. McCOLLOCH: We do not have
6	new collective bargaining agreements.
7	We're still operating under collective
8	bargaining agreements that are nearly ten
9	years old.
10	COUNCIL PRESIDENT CLARKE:
11	Okay. Do you anticipate any movement on
12	that, particularly given the Land Bank
13	possibility?
14	MS. McCOLLOCH: We have
15	we're about to engage in start-up again,
16	I should say, negotiations with the union
17	leadership. The first of those meetings
18	is being scheduled now.
19	COUNCIL PRESIDENT CLARKE:
20	Okay. With respect to the Land Bank
21	you know what, let me take a step back.
22	A couple of years ago there was
23	a settlement with the Philadelphia
24	Housing Authority, and I think it was
25	around \$6 million for fees that were owed

- 1 3/31/14 WHOLE BILL 140144, etc.
- 2 as a result of some of the utility issues
- and some of the other issues. Where is
- 4 that money?
- 5 MS. McCOLLOCH: That was paid
- 6 to the City. I don't know. It's not in
- 7 the OHCD budget specifically, so I can't
- 8 answer like where it is. It's in the
- 9 City budget.
- 10 (Witness approached witness
- 11 table.)
- MS. McCOLLOCH: Rebecca can
- answer that.
- MS. RHYNHART: Rebecca
- 15 Rhynhart, Budget Director.
- 16 COUNCIL PRESIDENT CLARKE: Good
- 17 afternoon.
- MS. RHYNHART: The 6 million
- 19 flowed into the City's General Fund in
- 20 Fiscal '13.
- 21 COUNCIL PRESIDENT CLARKE: And?
- MS. RHYNHART: So it flowed
- into the City's General Fund balance. So
- it was treated like -- I mean, it was
- 25 similar to other revenues that flow into

1	3/31/14 - WHOLE - BILL 140144, etc.
2	the City's General Fund. So it wasn't
3	segregated in a separate place.
4	COUNCIL PRESIDENT CLARKE:
5	Wasn't there some language that that
6	money had to be used for some sort of
7	affordable housing activity?
8	MS. RHYNHART: There was
9	general language to the extent that it
10	needed to be used for blight, which we're
11	having some discussions about right now
12	in terms of if that has been satisfied or
13	if how that money and the MOU if
14	the MOU has been satisfied or not. So
15	that's something that we're talking
16	about, and I'll get back to you. I could
17	get back to you with a little bit more
18	detail.
19	COUNCIL PRESIDENT CLARKE:
20	Because I believe that we forwarded a
21	letter to the Administration at around
22	the time when that transaction was
23	concluded. I don't have it with me, but
24	I'm not sure we got a detailed response.
25	There was some suggestion that some of

1 3/31/14 - WHOLE - BILL 140144, etc. 2 that money was going to go for Land Bank 3 activities. I mean, \$6 million, I'm just -- I know what happens when money 4 goes into the General Fund. It just kind 5 6 of disappears. MS. RHYNHART: It doesn't 8 disappear. It goes --COUNCIL PRESIDENT CLARKE: 9 10 Well, on our side it disappears. You all 11 know where it is, but we don't know where 12 it is, and the reality is that there was 13 very specific language and I was 14 wondering why we wouldn't basically put 15 that money in a category or a class that clearly would set aside those \$6 million 16 17 for purposes of removing blight and not 18 just have it sit in the General Fund and 19 end up in some other department that has no relationship to its original intent. 20 21 MS. RHYNHART: Right. In terms 22 of the letter -- there's a few things in 23 your question. In terms of the letter, I would have to look back to see. I don't 24 25 recall a specific letter, but I'll make

1	3/31/14 - WHOLE - BILL 140144, etc.
2	sure that we answer that letter even
3	though it was a while ago. And then you
4	have a good point in the sense that it
5	wasn't segregated. The way the MOU was
6	written said it was going to go into the
7	General Fund, and that's what happened,
8	but the MOU also had categories that it
9	needed to be used for. So you raise a
10	good point, and that's something that
11	we're looking at right now.
12	COUNCIL PRESIDENT CLARKE: So
13	if there was a transfer ordinance that
14	identified \$6 million from the General
15	Fund and designated it to a particular
16	department, we would be ensured that it
17	would be used for such activity?
18	MS. RHYNHART: Well, yes. I
19	mean, I think that we as an
20	Administration need to make sure that we
21	meet the requirements of the MOU. It was
22	broad in the sense of we needed to use
23	the money for sort of anti-blight
24	activity, which a lot of things, like
25	demolition and other things, would fit

1 3/31/14 - WHOLE - BILL 140144, etc. 2 into that category. But it is a 3 discussion that we're currently having, 4 because a much smaller amount, as you 5 know, 500,000, was put towards the Land 6 Bank. COUNCIL PRESIDENT CLARKE: 8 Okay. You know that's not going away, right? 9 10 MS. RHYNHART: No, and I will get back to you, though. You're raising 11 12 a good point. 13 COUNCIL PRESIDENT CLARKE: Ι 14 will guarantee that. 15 I just want to get a little 16 clarity -- thank you -- a little clarity 17 on Trust Fund. You talk about the 18 appropriations on Page 63. I guess that would be in the detail, Housing Trust 19 Fund, 19.25 million. Is that an annual 20 21 appropriation or is that an accumulation of Trust Fund dollars? 22 23 MS. McCOLLOCH: I'm sorry. 24 Just a minute. I need to figure out what 25 page.

	1	00
1	3/31/14 - WHOLE - BILL 140144, etc.	
2	COUNCIL PRESIDENT CLARKE:	
3	Section 19, Page 63.	
4	MS. McCOLLOCH: Okay. Hold on	
5	one second.	
6	Oh, I see it. I'm with you.	
7	(Witness approached witness	
8	table.)	
9	MR. CESARIO: Paul Cesario,	
10	Director of Finance.	
11	The 19,250 is the total of	
12	current year, Fiscal Year '15 estimates,	
13	along with re-establishing prior year	
14	balances that are liquidated by City	
15	Finance as part of their accounting	
16	procedures.	
17	COUNCIL PRESIDENT CLARKE:	
18	Bring your mic a little closer.	
19	MR. CESARIO: It's a total of	
20	our current Fiscal Year '15 estimate of	
21	revenue, plus a carryforward of prior	
22	year amounts that need to be	
23	re-established in the City's accounting	
24	system, because they're liquidated at	
25	year end.	

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1	3/31/14 - WHOLE - BILL 140144, etc.	
2	COUNCIL PRESIDENT CLARKE:	
3	What's our annual revenue stream?	
4	MR. CESARIO: We're estimating	
5	12,500,000.	
6	COUNCIL PRESIDENT CLARKE: And	
7	so we're basically the additional	
8	dollars or money that was left over from	
9	last year, is there a reason why we	
10	didn't spend down on that?	
11	MR. CESARIO: It's not that	
12	they're left over. They've been	
13	obligated and encumbered in projects.	
14	However, the City's accounting process	
15	requires those funds to be liquidated.	
16	COUNCIL PRESIDENT CLARKE:	
17	Okay. All right.	
18	In next year's Block Grant, do	
19	we anticipate additional cuts? I believe	
20	we're under 50 million now.	
21	MS. McCOLLOCH: Yes. And	
22	actually since the time of this	
23	testimony, we just received our	
24	allocation from HUD in the last,	
25	whatever, three days, and our CDBG funds	

1	3/31/14 - WHOLE - BILL 140144, etc.
2	have been reduced. We're at 39 point, I
3	think it's, 3 I forget the exact
4	number million, which is about a
5	\$700,000 reduction from last year. So
6	we're now below \$40 million in CDBG
7	funds.
8	COUNCIL PRESIDENT CLARKE: So
9	the continuing reduction of funds from
10	the federal government continues to
11	diminish the number of units that we're
12	able to produce. So as I said in years
13	past, without some other strategy to get
14	an additional funding source in place,
15	we're just going to continue to build
16	less and less units on an annual basis.
17	So here's the \$64,000 question:
18	The recent proposal by the City Council
19	of Philadelphia to put in place a funding
20	stream that wouldn't necessarily increase
21	the Block Grant but would actually allow
22	us to participate and leverage dollars
23	that are already authorized by HUD, being
24	ACCs from the Housing Authority and 4
25	percent tax credits that are in the tens

1	3/31/14 - WHOLE - BILL 140144, etc.
2	of millions of dollars available on an
3	annual basis but not taken advantage of
4	because of the gap financing issue, has
5	OHCD taken a position on that yet?
6	MS. McCOLLOCH: No. I have
7	reviewed the proposal, and my
8	understanding is that there really
9	there are four elements of it. The one
10	is to use the 4 percent tax credits. The
11	second is to use ACCs from PHA. The
12	third is to figure out a source of
13	funding for the gap financing, and the
14	fourth is to make publicly owned land
15	available at nominal cost to support
16	affordable housing.
17	COUNCIL PRESIDENT CLARKE:
18	Right. Well, our proposal doesn't call
19	for us to figure out a way. It clearly
20	defines a proposal. It talks about
21	borrowing a hundred million dollars. It
22	doesn't necessarily say what type of
23	bonds we will use, but
24	MS. McCOLLOCH: Right. I'm
25	making sure those were what the four

		164
1	3/31/14 - WHOLE - BILL 140144, etc.	
2	elements were.	
3	COUNCIL PRESIDENT CLARKE:	
4	Correct.	
5	MS. McCOLLOCH: It's an	
6	interesting idea that we need to work	
7	with Council to figure out how that would	
8	actually become operational and what	
9	would be a source to repay the bonds.	
10	That's really what's at the crux, is what	
11	funding could be used to repay the bonds	
12	were we to take out a large bond as this	
13	suggests.	
14	COUNCIL PRESIDENT CLARKE:	
15	Well, we've identified that also.	
16	MS. McCOLLOCH: Well	
17	COUNCIL PRESIDENT CLARKE: The	
18	aforementioned Trust Fund.	
19	MS. McCOLLOCH: Right.	
20	COUNCIL PRESIDENT CLARKE: And	
21	I know you have because you're a part	
22	of the team, you probably won't be able	
23	to answer this question. What timeline	
24	do you anticipate moving on this since we	
25	continue to see a reduction in federal	

```
1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         dollars as it relates to Block Grant?
 3
         this something that there's a sense of
         urgency given on all accounts that the
 4
         ability to have an adequate amount of
 5
         affordable housing units is just
 6
         Herculean? I mean, is there some sense
         of urgency to review this?
 8
 9
                   MS. McCOLLOCH: A sense of
10
         urgency to review the proposal?
11
                   COUNCIL PRESIDENT CLARKE:
                                               Yes.
12
                   MS. McCOLLOCH: Yes.
                                          Yes.
                                                Ι
13
         had anticipated that we would review it
         and discuss it with Council before we
14
15
         bring the Consolidated Plan before
16
         Council.
                   COUNCIL PRESIDENT CLARKE:
17
                                               When
         is that?
18
19
                   MS. McCOLLOCH:
                                    Well, I
20
         anticipate that we will transmit the
21
         Consolidated Plan to Council, the
22
         proposed Consolidated Plan to Council, in
         mid May, and then Council, of course,
23
         schedules its own hearing so that it will
24
         be passed -- something will be passed
25
```

1	3/31/14 - WHOLE - BILL 140144, etc.
2	before Council recesses in mid June.
3	COUNCIL PRESIDENT CLARKE:
4	Okay. So does the Consolidated Plan,
5	your proposed Consolidated Plan, have
6	revenues that are referenced in the
7	affordable housing proposal that Council
8	submitted?
9	MS. McCOLLOCH: The proposed
10	Consolidated Plan hasn't been transmitted
11	yet, so
12	COUNCIL PRESIDENT CLARKE: No;
13	just any I mean, you've outlined the
14	categories of funding. Is that
15	traditionally is the 4 percent tax
16	credits referenced in that or ACCs from
17	the Housing Authority or hundred million
18	dollars in borrowing?
19	MS. McCOLLOCH: The
20	Consolidated Plan includes a Housing
21	Trust Fund budget. It does not include 4
22	percent tax credits or ACCs. But the
23	proposed annual Housing Trust Fund budget
24	is presented to Council as part of the
25	Consolidated Plan.

		± 0 /
1	3/31/14 - WHOLE - BILL 140144, etc.	
2	COUNCIL PRESIDENT CLARKE:	
3	Okay. That's by choice, but not by	
4	requirement; am I correct?	
5	MS. McCOLLOCH: That is an	
6	agreement I believe it's in the	
7	Executive Order that established the	
8	Housing Trust Fund, that it would be	
9	presented that way.	
10	COUNCIL PRESIDENT CLARKE: It	
11	goes back to the last Administration.	
12	MS. McCOLLOCH: Yes.	
13	COUNCIL PRESIDENT CLARKE: So	
14	it could be segregated from the	
15	Consolidated Plan?	
16	MS. McCOLLOCH: It could be if	
17	a new Executive Order was issued, yes.	
18	COUNCIL PRESIDENT CLARKE: Or	
19	by ordinance.	
20	MS. McCOLLOCH: Or by	
21	ordinance, yes.	
22	COUNCIL PRESIDENT CLARKE:	
23	Thank you. Thank you.	
24	The Chair recognizes Councilman	
25	Jones.	

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1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
                   COUNCILMAN JONES: Thank you,
 3
         Mr. President.
                   Good afternoon.
 5
                   MS. McCOLLOCH: Good afternoon.
                   COUNCILMAN JONES:
 6
                                       How many
         affordable housing units were produced
         last year?
 8
                   MS. McCOLLOCH: I don't know
 9
10
         off the top of my head, but I will give
11
         you that -- I will get you that
12
         information.
                   COUNCILMAN JONES: And with
13
14
         President Clarke's proposal, we're
15
         looking at the possibility of -- what was
         it? How many units was that?
16
         thousand units. So, I mean, that's a
17
18
         significant bump in the production of
19
         affordable housing possibly, and it's my
         understanding one of the merits of the
20
21
         program is that when you focus that kind
         of money on rental units, it frees you up
22
         for homeownership, so almost providing a
23
         multiplier effect, and from what I read,
24
25
         also the repayment schedule could be
```

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3/31/14 - WHOLE - BILL 140144, etc.
1
 2
         secured because of the $7 million
 3
         differential between certificates that we
         receive from HUD versus the ones we
         actually put out on the street.
 5
                                           So there
         was a $27 million total in there because
 6
         we reduced units from PHA.
                                      There was
         about a $7 million differential that
 9
         could be applied for a program like this
10
         if the certificates were applied to these
11
         units, if I understood that.
12
                   So in light of the fact that we
13
         lost $43 million over the last ten years
14
         of manna from heaven under CDBG dollars,
15
         we have to start to look around to find
         ways to keep people with minimal means in
16
17
         affordable housing. So we've got to kind
         of put our heads together on that.
18
19
                   So second question -- that was
20
                     That was not a question.
         a comment.
21
         the second part of that is, last cycle we
22
         negotiated -- well, actually this year,
         we negotiated with the Administration
23
         1.25 million for weatherization for PHDC.
24
         I have a letter of commitment in lieu of
25
```

1 3/31/14 - WHOLE - BILL 140144, etc. 2 increasing the royalties that come from 3 the Gas Works. How has that been 4 applied? 5 MS. McCOLLOCH: Weatherization funding? 6 COUNCILMAN JONES: Yes. We put an additional 1.25 dedicated to go to 8 That was in lieu of us increasing 9 PHDC. 10 by 2 percent the royalties from the Gas 11 Company. 12 MS. McCOLLOCH: I'm sorry. 13 Those funds have not been appropriated to 14 OHCD, and OHCD in turn contracts with 15 PHDC to carry out the weatherization 16 So those funds have not come to program. 17 OHCD or PHDC. 18 COUNCILMAN JONES: So the Mayor wrote me a letter, so I'm taking him on 19 20 his word that that would happen. 21 (Witness approached witness table.) 22 MS. RHYNHART: We'll look 23 back -- hi, Councilman Jones. 24 25 There seems to be some

1	3/31/14 - WHOLE - BILL 140144, etc.
2	disconnect here, because I'm not aware of
3	this issue. So I will see what the issue
4	is and follow it back up.
5	COUNCILMAN JONES: But I made
6	it a part of the record when we were
7	having the final vote for the increase of
8	\$2 million, close to it, from the Gas
9	Works to the City of Philadelphia by
10	royal payment. I got a letter that said
11	if you you should consider, not if you
12	do this or that, but if you consider us
13	making this substantial commitment, you
14	might not need to move that final vote.
15	And I took that, based on the letter and
16	good faith, that it's happened, but that
17	hasn't been transmitted to you?
18	MS. RHYNHART: Either it hasn't
19	or I am not remembering it. So in good
20	faith, I will look into it and
21	COUNCILMAN JONES: Well, I
22	intend to remind you, I guarantee you
23	that.
24	Because I'm going to get the
25	letter, Mr. President.

1 3/31/14 - WHOLE - BILL 140144, etc. 2 MS. RHYNHART: I believe you. 3 I believe you. So I will take the onus 4 of responsibility to find the letter and get back to you. 5 6 COUNCILMAN JONES: All right. I appreciate that. 8 By way of the RFP that we saw 9 from HUD and it was for disability, you will take a look at that to see if we 10 11 can't --12 MS. McCOLLOCH: I can answer that question now. This was a question 13 14 that Councilman Jones had this morning 15 about 811 financing, that HUD had issued 16 an RFP. The entity that is eligible to 17 apply for those funds in the State of 18 Pennsylvania is the Pennsylvania Housing 19 Finance Agency, PHFA, because it's the agency that issues and allocates 20 21 low-income housing tax credits. 22 COUNCILMAN JONES: Are you in 23 communication with them? 24 MS. McCOLLOCH: I am, and I can 25 tell you what they told me.

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1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
                   COUNCILMAN JONES:
                                       Oh, qo
 3
         ahead.
                   MS. McCOLLOCH: So I'm just
         saying, so OHCD doesn't apply for it,
 5
         PHFA does, and currently PHFA has a
 6
         cooperative agreement with HUD for $5.4
         million -- it's available right now --
 8
         for 200 accessible units statewide.
 9
                                               It's
10
         not just in Philadelphia; it's statewide.
11
         PHFA plans on issuing another RFP this
12
         summer, and that RFP will target both
13
         projects that have already received tax
14
         credits and new projects, and PHFA is
15
         applying for a second round of funding
16
         through the RFP that you showed me this
17
         morning that's due in May.
18
                   COUNCILMAN JONES:
                                      Well, we --
19
                   MS. McCOLLOCH: So PHFA is on
20
         it.
21
                   COUNCILMAN JONES: We would be
22
         interested in RFPs that dealt with
23
         caregivers. One of the things that we
         found a need for is that as caregivers
24
25
         age into the need for constant care, a
```

1	3/31/14 - WHOLE - BILL 140144, etc.
2	duplex situation where the caregiver
3	lived above and the care receiver lived
4	on the ground floor, where some creative
5	means that a younger person that might be
6	caring for an older relative could take
7	advantage of a discounted rent, but a
8	part of that covenant would be that they
9	provided transportation or they provided
10	meals or they checked on their medicine
11	and doctors' appointments. Those kind of
12	creative utilizations of that is
13	something that I know a lot of people
14	just don't want to go into homes and they
15	want to be around relatives. And so this
16	kind of creativity, thinking outside of
17	the box, if you would, is something that
18	I would appreciate you taking a look at.
19	MS. McCOLLOCH: Okay.
20	COUNCILMAN JONES: Finally, the
21	blighted lots that we see in communities,
22	President Clarke had a strong commitment
23	to maintaining a lot of those lots in our
24	neighborhoods. A lot of them are victims
25	of short dumping and others. How are

1	3/31/14 - WHOLE - BILL 140144, etc.
2	those contracts I know you probably
3	are an expert, Mr. President, but for my
4	purposes, how are those in what
5	sections of town do they issue these RFPs
6	and who have been the recipients of them
7	for the last year?
8	MS. McCOLLOCH: OHCD holds a
9	contract with the Pennsylvania
10	Horticulture Society, PHS, to carry out
11	the Philadelphia LandCare program, and
12	PHS in turn holds contracts with a
13	variety of organizations. Some of them
14	in the program called Community LandCare
15	are neighborhood-based community
16	organizations that clean the lots in
17	their neighborhoods. Some of them are
18	with for-profit landscape architects
19	not architects; landscapers that maintain
20	and do a higher level of treatment for
21	the properties than just cleaning and
22	greening, which is what the Community
23	LandCare organizations do. So I can
24	provide you with the list of the
25	organizations that in the past year PHS

```
1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         has supported and PHS --
 3
                   COUNCILMAN JONES:
                                      How many
 4
         contracts roughly?
                   MS. McCOLLOCH:
                                    About
 5
         20-something for Community LandCare.
 6
         Fewer than that for the landscape.
                   COUNCILMAN JONES: And many of
 9
         them are in different parts of the -- so
10
         does North Philadelphia have a lot
11
         contract or does West Philadelphia or
12
         Germantown, South Philly? How is it
13
         divided up?
14
                   MS. McCOLLOCH:
                                    Yes.
                                          They have
15
         to be in low/mod-income census tracts.
         So it's in eligible census tracts, and I
16
17
         can give you the list of Community
18
         LandCare groups and the lots that they
         maintain.
19
20
                   COUNCILMAN JONES: And I'd be
21
         interested in finding out if they have a
22
         Philadelphia employment base and are they
         working with -- and I'm sure they are --
23
24
         working with community groups, but I
25
         don't know -- for me I'd like to know who
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1 3/31/14 - WHOLE - BILL 140144, etc.
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- 2 they are.
- 3 MS. McCOLLOCH: The Community
- 4 LandCare groups for the most part are
- 5 community groups. They are non-profit
- 6 organizations working in the
- 7 neighborhoods, and many of them hire
- 8 neighborhood residents to carry out the
- 9 work. I can give you the details.
- 10 COUNCILMAN JONES: Okay. And
- 11 for the record, Mr. President, I have
- 12 before me the letter from the Mayor,
- which I will officially have placed in
- the record and provide a copy to --
- 15 COUNCIL PRESIDENT CLARKE: I
- 16 knew your capable staff would get that
- 17 letter in a heartbeat.
- 18 COUNCILMAN JONES: You know
- they weren't leaving here -- I'd have
- 20 kept asking questions all day until I got
- 21 that.
- Thank you, Mr. President.
- 23 Thank you, sir.
- 24 COUNCIL PRESIDENT CLARKE:
- You're welcome.

1	3/31/14 - WHOLE - BILL 140144, etc.
2	Ms. McColloch, with respect to
3	some of the staffing issues, I want to
4	make sure and I'm trying to figure out
5	how to ask this question without creating
6	some challenges for some of your
7	departments.
8	In your anticipated resolution
9	of the bargaining units within OH and I
10	guess PH and, I don't know, even RDA, is
11	it anticipated that there may be some
12	additional movements to some of those
13	departments to facilitate some of the
14	proposed operations such as Land Bank and
15	some of the other initiatives that we
16	would hope would help us realize
17	efficiencies?
18	MS. McCOLLOCH: I'm sorry. I
19	want to make sure I understand.
20	COUNCIL PRESIDENT CLARKE: You
21	ask the question, but you're not sure how
22	you ask it without creating a problem.
23	So as we hopefully get to some
24	consensus on contracts, because we've had
25	these ongoing contractual issues with the

1	3/31/14 - WHOLE - BILL 140144, etc.
2	workforce, not only in the traditional
3	Administration and we're hopefully coming
4	to a conclusion on the last one, District
5	Council 33, very shortly, but there's
6	been this ongoing issue with respect to
7	contracts over in the agencies that goes
8	back to the prior Mayor. So do you think
9	there would be some reshuffling of
10	positions and staff to try and do some
11	things that will create a more efficient
12	process? Because we actually had some
13	ideas about some of the things that we'd
14	like to see on our end, and if so, we
15	would like to be able to have some
16	interaction with you, because we had a
17	couple of ideas about moving product.
18	Say as an example, if the
19	Administration is supportive of the City
20	Council initiative, the first thing we
21	have to do is figure out where the
22	financing for that would take place,
23	would it be an RDA-issued bond or would
24	it be a GO bond. I mean, it could be all
25	sorts of financing schemes, and where

1 3/31/14 - WHOLE - BILL 140144, etc. 2 would that program -- because that would 3 be a very significant program that hopefully would happen in a short period 4 of time. What agency would have the 5 responsibility of administering such a 6 significant transaction/program. 8 you --9 MS. McCOLLOCH: Well, as I say, 10 we are beginning to negotiate collective 11 bargaining agreements now. I should say 12 restart negotiations. It's not that we haven't been attempting to negotiate 13 14 collective bargaining agreements for some 15 time. And we're also prepared to offer transition agreements surrounding making 16 17 the Land Bank operational. And so those 18 two labor relations items are moving on 19 parallel tracts, a transition agreement and collective bargaining negotiations. 20 21 What you've just described would be an 22 additional element that we would have to figure out and move it forward. 23 COUNCIL PRESIDENT CLARKE: 24 25 Okay. One last thing, following up on

1	3/31/14 - WHOLE - BILL 140144, etc.
2	Councilman Jones' question about the
3	LandCare contracts to make sure I
4	understand. I think I do. There is a
5	component that essentially has local
6	community organizations respond to
7	LandCare contracts and then there is a
8	larger component that organizations
9	respond to that aren't necessarily from
10	the community, and I don't even know if
11	they're from the City. What's the
12	percentage of those contracts
13	MS. McCOLLOCH: As I say, it's
14	not a larger. There are two I'm just
15	responding to the word "larger."
16	COUNCIL PRESIDENT CLARKE: I
17	should say larger responsibility.
18	MS. McCOLLOCH: Okay. Got it.
19	There are two parts of the Philadelphia
20	LandCare program which are different
21	levels of treatment for the lots and for
22	the levels of treatment. So the
23	Community LandCare is the, I'll say, more
24	basic treatment in which the land is
25	cleaned and then mowed and taken care of.

1	3/31/14 - WHOLE - BILL 140144, etc.
2	The sites are visited, I think it's,
3	twice a month for, I want to say, seven
4	months, but it might only be six months.
5	I could get you the details. That's
6	Community LandCare. And then there are
7	also lots that are stabilized, and those
8	lots have a higher level of treatment
9	depending on what they received in the
10	past. They may have been fenced, so we
11	need to maintain the fences. We need
12	if they had trees planted, we need to
13	make sure the trees are being cared for.
14	If the tree dies, it has to be replaced
15	and so on and so forth.
16	So there are two different
17	levels of treatment between what are
18	called the stabilized lots and the
19	Community LandCare lots.
20	COUNCIL PRESIDENT CLARKE:
21	Okay. So what I see on the ground, I see
22	the community-maintained lots are
23	basically people that have lawnmowers
24	essentially and weed whackers, because
25	the contract is much smaller per lot.

1	3/31/14 - WHOLE - BILL 140144, etc.
2	MS. McCOLLOCH: Right. They
3	clean them. They get all the trash off
4	of them and they maintain them, mow them.
5	COUNCIL PRESIDENT CLARKE: They
6	have like weed whackers and lawnmowers at
7	best.
8	MS. McCOLLOCH: Yes.
9	COUNCIL PRESIDENT CLARKE: And
10	then the other contract, the guys come
11	in, they roll the tractor off of the
12	truck and the trailer or whatever, and
13	they, more often than not, are not from
14	that neighborhood. Is there a reason why
15	we couldn't grow the capacity, because
16	this is an ongoing contract, why we
17	couldn't be in a position to grow the
18	capacity of the local community
19	organization to be in a position to do it
20	all? Because one of the things as you
21	want to enhance local communities, which
22	is a part of your mission, wouldn't it be
23	fruitful that if and I always
24	reference Strawberry Mansion because
25	that's where I'm from, where they have

1	3/31/14 - WHOLE - BILL 140144, etc.
2	this contract and they initially didn't
3	have the wherewithal because they didn't
4	have some of the equipment, so they
5	formed a partnership with this guy who
6	had a landscape company and now they work
7	together. And then as we moved through
8	the process, given the fact that this is
9	an annualized contract, that that company
10	would then be in a position to do all of
11	the work. Because what I see in some of
12	these neighborhoods, I see the guys with
13	the tractor, they come in and they do the
14	lots, and to be honest with you, I don't
15	see where they do much more. They just
16	do it quicker because they have better
17	equipment. Wouldn't it be beneficial for
18	us to grow the capacity of some of those
19	smaller local groups?
20	MS. McCOLLOCH: Yes. Yes. We
21	could work with PHS to
22	COUNCIL PRESIDENT CLARKE:
23	They're only going to do what you ask
24	them to do.
25	MS. McCOLLOCH: work that

1	3/31/14 - WHOLE - BILL 140144, etc.
2	through. Right. I can discuss that
3	with as I say, PHS issues the RFPs,
4	but they're based on review with us.
5	COUNCIL PRESIDENT CLARKE: But
6	it's your money.
7	MS. McCOLLOCH: Correct. So we
8	can discuss that.
9	COUNCIL PRESIDENT CLARKE:
10	Francisville, we all know Penny. Penny
11	was a hustler. Penny was a go-getter,
12	and Penny's contract got reduced, and
13	then they have the other contract coming
14	in and doing some of the lots. And what
15	I would have liked to have seen was
16	Ms. Giles and the Francisville CDC grow
17	capacity so they can do all of the work
18	in the neighborhood. And you know Penny.
19	If that opportunity was there, she would
20	have figured out a way to do it.
21	So if we basically just let PHS
22	run it the traditional, I'll give you
23	this money, I'll give you that money and
24	then that's it, I don't know how that
25	really is building capacity and building

1	3/31/14 - WHOLE - BILL 140144, etc.
2	within the community. So if we can
3	somehow kind of alter that contract or
4	basically tell them what we'd like to
5	see, that would be helpful.
6	MS. McCOLLOCH: Okay. I can
7	COUNCIL PRESIDENT CLARKE: And
8	you also referenced the fences around
9	some of those existing lots. You said
10	that they maintain them?
11	MS. McCOLLOCH: Maintain the
12	fences.
13	COUNCIL PRESIDENT CLARKE:
14	Yeah. What do they do? Because I'm not
15	really seeing any real maintenance.
16	MS. McCOLLOCH: Just if the
17	fence gets broken, they repair it.
18	COUNCIL PRESIDENT CLARKE: I'm
19	just asking you.
20	MS. McCOLLOCH: Yeah. Right.
21	No. That's all I meant by "maintenance."
22	I meant the fences if the fences are
23	broken or something happens to them
24	COUNCIL PRESIDENT CLARKE:
25	They're required to repair them?

- 1 3/31/14 WHOLE BILL 140144, etc.
- MS. McCOLLOCH: Yes. Yes.
- 3 COUNCIL PRESIDENT CLARKE: So
- 4 if I see some fences in the neighborhood
- 5 that are broken --
- 6 MS. McCOLLOCH: Let me know.
- 7 COUNCIL PRESIDENT CLARKE: --
- 8 I'll call you guys?
- 9 MS. McCOLLOCH: Yes.
- 10 Absolutely.
- 11 COUNCIL PRESIDENT CLARKE:
- 12 Okay. And I have an equally capable
- 13 staff. This is an MOU. I guess this was
- about the \$6 million. Here's my good
- 15 friend, Ms. Rhynhart.
- 16 (Witness approached witness
- table.)
- MS. RHYNHART: I'm sorry.
- 19 Could you repeat the question?
- 20 COUNCIL PRESIDENT CLARKE: My
- 21 equally capable staff has produced the
- 22 MOU. Reimbursement received from the
- 23 City -- received by the City from PHA
- 24 pursuant to this agreement shall be
- 25 placed in the City's General Fund,

1 3/31/14 - WHOLE - BILL 140144, etc. 2 subject to City Council appropriation, to 3 construct or rehabilitate affordable housing as defined by the U.S. Housing 4 Act of 1937 or otherwise to eliminate or 5 relieve blight within the City. 6 MS. RHYNHART: Right. COUNCIL PRESIDENT CLARKE: 8 All 9 right. So it's clear what's supposed to 10 happen with that money. So we just have 11 to figure out a way, probably by 12 ordinance, to determine where that money 13 is going to be housed, because 14 Ms. McColloch needs some help, because 15 she keeps getting a reduction in funds 16 every year. So wherever we can find some 17 extra money will be good for us to help Ms. McColloch. 18 19 Okay. So we'll -- I'm assuming 20 we'll get a followup? 21 MS. RHYNHART: Yes. I will get 22 back to you on that so we can talk about 23 it. 24 COUNCIL PRESIDENT CLARKE: 25 You need this? Okay.

- 1 3/31/14 WHOLE BILL 140144, etc.
- 2 MS. RHYNHART: No. I have it.
- 3 Thank you.
- 4 COUNCIL PRESIDENT CLARKE: I
- 5 wasn't sure if you had it. You indicated
- 6 that you weren't sure earlier.
- 7 MS. RHYNHART: No. I have it.
- 8 COUNCIL PRESIDENT CLARKE: All
- 9 right. I knew you had it. All right.
- 10 Thank you.
- 11 The Chair recognizes Councilman
- Jones.
- 13 COUNCILMAN JONES: The faintest
- ink beats the best memory, right?
- So a couple other questions.
- 16 We mentioned contracts about lot
- 17 cleaning. How many contracts do you
- currently have with NACs, neighborhood
- 19 action committees?
- 20 MS. McCOLLOCH: Neighborhood
- 21 advisory committees.
- 22 COUNCILMAN JONES: Advisory.
- MS. McCOLLOCH: I believe the
- number is -- it's either 26 or 28, and I
- 25 can get the exact number.

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1	3/31/14 - WHOLE - BILL 140144, etc.	
2	COUNCILMAN JONES: We need some	
3	more exacts.	
4	So can you also provide to the	
5	Chair where they are, what	
6	neighborhoods	
7	MS. McCOLLOCH: Yes, of course.	
8	COUNCILMAN JONES: they	
9	represent?	
10	MS. McCOLLOCH: Yes.	
11	COUNCILMAN JONES: And what the	
12	dollar amount and general scope of	
13	service of those contracts are.	
14	MS. McCOLLOCH: Yes. You want	
15	the list, the amount of money, and a copy	
16	of the scope.	
17	COUNCILMAN JONES: And what	
18	your projection is for the next fiscal	
19	year. Are you going to increase that	
20	number, decrease? You already started	
21	shaking your head no about increasing.	
22	You never know.	
23	MS. McCOLLOCH: You never know.	
24	COUNCILMAN JONES: You might	
25	get some extra money from Washington.	

1	3/31/14 - WHOLE - BILL 140144, etc.
2	But can you tell us what your plans are
3	for those neighborhood advisory councils.
4	MS. McCOLLOCH: Of course. And
5	that will all be part of the proposed
6	Consolidated Plan that is presented.
7	COUNCILMAN JONES: Okay. How
8	many homeless people are there in the
9	City of Philadelphia?
10	MS. McCOLLOCH: I do not know.
11	COUNCILMAN JONES: How many
12	requests annually do you get for housing
13	assistance?
14	MS. McCOLLOCH: That
15	information wouldn't come particularly to
16	OHCD, but I don't have a number.
17	COUNCILMAN JONES: But you
18	monitor the subcontracted organizations
19	that get these requests. You're the top
20	of the housing food chain.
21	MS. McCOLLOCH: I don't know if
22	I'm the top of the food chain or not, but
23	I'm not sure that I have a way to answer
24	that question, but I will see what I
25	can

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1	3/31/14 - WHOLE - BILL 140144, etc.	
2	COUNCILMAN JONES: Well, it's	
3	an opportunity. If we're trying to do a	
4	Consolidated Plan for housing assistance	
5	for low- and moderate-income people, that	
6	statistic has to be in the central part	
7	of your application.	
8	MS. McCOLLOCH: We have a	
9	variety of programs that have a variety	
10	of entrance points; for example, the	
11	Basic Systems Repair program.	
12	COUNCILMAN JONES: Consolidated	
13	Plan.	
14	MS. McCOLLOCH: Right.	
15	COUNCILMAN JONES: So at the	
16	end of the day, you have to submit that	
17	plan.	
18	MS. McCOLLOCH: Yes.	
19	COUNCILMAN JONES: So we have	
20	to know well, I'd like to know how	
21	many of these kinds of requests so that,	
22	once again, we know how to prioritize our	
23	resources.	
24	MS. McCOLLOCH: Okay.	
25	COUNCILMAN JONES: So that's	

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something I'm going to need to know.	
Do you issue contracts for	
housing counseling?	
MS. McCOLLOCH: Yes.	
COUNCILMAN JONES: So wouldn't	
they be able to tell you how many	
requests they get a year?	
MS. McCOLLOCH: Yes.	
COUNCILMAN JONES: All right.	
So we're drilling down.	
How many people did you prepare	
last year for homeownership?	
MS. McCOLLOCH: I don't know	
that number.	
COUNCILMAN JONES: But your	
subcontracted organizations	
MS. McCOLLOCH: Yes, with	
housing counseling. I can glean that	
from the housing counseling contract, but	
I do not know that number off the top of	
my head.	
COUNCILMAN JONES: How often do	
you how many requests for	
weatherization of homes did you get last	
	something I'm going to need to know. Do you issue contracts for housing counseling? MS. McCOLLOCH: Yes. COUNCILMAN JONES: So wouldn't they be able to tell you how many requests they get a year? MS. McCOLLOCH: Yes. COUNCILMAN JONES: All right. So we're drilling down. How many people did you prepare last year for homeownership? MS. McCOLLOCH: I don't know that number. COUNCILMAN JONES: But your subcontracted organizations MS. McCOLLOCH: Yes, with housing counseling. I can glean that from the housing counseling contract, but I do not know that number off the top of my head. COUNCILMAN JONES: How often do you how many requests for

- 1 3/31/14 WHOLE BILL 140144, etc.
- 2 year?
- 3 MS. McCOLLOCH: I don't know
- 4 off the top of my head.
- 5 COUNCILWOMAN BROWN: Point of
- 6 information.
- 7 COUNCILMAN GREENLEE: Mr.
- 8 President.
- 9 COUNCIL PRESIDENT CLARKE: I'm
- 10 sorry, Councilwoman.
- 11 COUNCILWOMAN BROWN: Just a
- very brief point of information.
- Given the line of questioning
- that Councilman Jones has I believe very
- thoughtfully laid out, I'm -- and not
- 16 being a District Councilperson, just
- looking at the big picture -- I'm struck
- 18 by the not knowing what the status is in
- all the categories just mentioned and how
- 20 important that information is used to
- 21 drive the solution of whether or not we
- 22 ultimately end homelessness. So we
- 23 really don't have a real sense of how
- 24 close we are to that goal given the
- answers to the questions in the way

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1	3/31/14 - WHOLE - BILL 140144, etc.	
2	they've just been framed. Is that fair	
3	to say?	
4	MS. McCOLLOCH: I would say I	
5	can gather that information, and as part	
6	of the Consolidated Plan when we bring	
7	our whole Plan, I would be better	
8	prepared to answer those questions at	
9	that time, at that hearing.	
10	COUNCILWOMAN BROWN: Okay.	
11	MS. McCOLLOCH: I apologize. I	
12	was expecting today to be responding to	
13	questions regarding our General Fund	
14	request, and that's my error. I could	
15	COUNCILWOMAN BROWN: Well	
16	taken.	
17	MS. McCOLLOCH: But I can	
18	gather the information. If you have a	
19	specific list of requests, Councilman or	
20	Councilwoman, I'm happy to provide	
21	whatever information I have, I'm happy to	
22	provide to you.	
23	COUNCILWOMAN BROWN: Thank you.	
24	COUNCILMAN JONES: Well, we	
25	don't write blank checks. We don't write	

1	3/31/14 - WHOLE - BILL 140144, etc.
2	blank checks.
3	MS. McCOLLOCH: I never
4	anticipated that.
5	COUNCILMAN JONES: That's okay.
6	For the record, one out of
7	every 20 Philadelphia School District
8	students experiences homelessness, one
9	out of every 20. And I want to know how
10	we intend to address that going forward.
11	Dropout rates, if I can't figure out
12	where I'm going to sleep, it's kind of
13	hard for me to get prepared for that
14	standardized test the next day. So in
15	our Plan, in our Consolidated Plan, I
16	want these and some other issues
17	addressed in a comprehensive way.
18	Last year we put in more money
19	for domestic abuse beds. We turned away
20	last year 8,910 women, an all-time high.
21	So when you consolidate
22	MS. McCOLLOCH: That set of
23	funding that you're referring to goes to
24	the Office of Supportive Housing, OSH.
25	That budget and those activities are not

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1
           3/31/14 - WHOLE - BILL 140144, etc.
         included in the Consolidated Plan --
 2
 3
                   COUNCILMAN JONES:
                                      Okay.
 4
         That's fair.
 5
                   MS. McCOLLOCH: -- that will be
         presented to you.
 6
                   COUNCILMAN JONES:
                                      Okay.
         That's one out of ten. You won't have to
 8
         give me that one. I'll ask her.
 9
10
         these are things in a comprehensive
11
         anti-poverty way -- and that was my theme
12
         earlier, and my consistency in my
13
         questions deals with there are many faces
14
         of poverty. There's a young person who
15
         became homeless because their parents
         went to jail. There's the person who
16
17
         aged out of a job that now finds
         themselves not with the same income
18
19
         winding up in a need for housing.
20
         There's the person who in a domestic
21
         dispute with their partner wind up having
         to leave and flee their house. So there
22
23
         are many pathways to poverty, but there
         are only a few solutions to the answer to
24
         those, and I'm going to ask everyone
25
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- 1 3/31/14 WHOLE BILL 140144, etc.
- 2 involved holistically how their
- 3 particular subcomponent attributes to
- 4 that.
- 5 And with that, Mr. President, I
- 6 think that's it.
- 7 COUNCIL PRESIDENT CLARKE:
- 8 Thank you, Councilman.
- 9 I think that's it,
- 10 Ms. McColloch. Thank you very much.
- MS. McCOLLOCH: Thank you.
- 12 COUNCIL PRESIDENT CLARKE: One
- last thing.
- 14 Councilwoman, did you want...
- 15 COUNCILWOMAN BASS: Yes.
- 16 COUNCIL PRESIDENT CLARKE: I'm
- 17 sorry. Councilwoman Bass.
- 18 COUNCILWOMAN BASS: Yes, of
- 19 course. Thank you.
- Hi, Deborah.
- MS. McCOLLOCH: Hi.
- 22 COUNCILWOMAN BASS: How are
- 23 you?
- MS. McCOLLOCH: Great.
- 25 COUNCILWOMAN BASS: So I had a

- 1 3/31/14 WHOLE BILL 140144, etc. 2 question for you. Forgive me for the
- 3 lack of detail, but I think you know
- 4 exactly what I'm talking about.

5 Last year we had a meeting in

6 my office with you and myself and someone

7 from who at that time was running Vacant

Property Review, and we had a particular

9 situation that I was troubled about then

10 and I'm still troubled about now, even

11 though it's pretty much resolved. But it

was a situation where nine years prior

there was a young man who had expressed

interest in obtaining a vacant property

15 here in the City of Philadelphia that was

16 scheduled to be demolished. That

17 property wasn't demolished and, in fact,

18 he received authority through Vacant

19 Property and through OHCD to be able to

go in and repair the property and at some

21 point, it would be transferred into his

ownership, and there was some sort of

arrangement made. And what actually

ended up happening was, this young man,

who is a carpenter by trade, actually

1 3/31/14 - WHOLE - BILL 140144, etc. 2 went in, did the work, stabilized the 3 property, improved the property for the community, and then was basically told 4 kind of from Vacant Property and OHCD to 5 kind of get lost. And so he had been 6 7 fighting with the City for about nine 8 years, and by the time he came to my 9 attention, he was very upset and very aggravated. I don't know if you remember 10 11 this. We sat down and were able to 12 pretty much resolve it. It's not 13 completely resolved now, but it's at the 14 final stages. It's over in the Law 15 Department to be able to actually be transferred, as it was agreed upon by 16 17 your agency. 18 And so I bring that to light 19 just because I was troubled then and I'm still troubled now, and even with the 20 21 questioning from Councilman Jones, even 22 though I know that that's not directly related to this, it does bring up some 23 concerns, that there's not the sort of 24 25 detail of information that -- in this

1	3/31/14 - WHOLE - BILL 140144, etc.
2	particular case, it can affect a young
3	man who is trying to obtain a property
4	and improve his community and do
5	something good in the neighborhood. And
6	it's really my thought, my honest
7	thought, that if we had not stepped in,
8	that basically this kid was going to have
9	spent, I don't know, \$30,000, \$40,000 of
10	his own hard-earned money and he was
11	going to walk away with nothing, because
12	after nine years, it's hard to fight the
13	City of Philadelphia. It's hard.
14	And so I have great concern
15	about that. I'm hopeful that the new
16	Land Bank process will alleviate
17	situations like this so we won't have
18	things like this happen in the future,
19	but I was wondering if you could comment
20	on that.
21	MS. McCOLLOCH: On that
22	particular case?
23	COUNCILWOMAN BASS: On that
24	particular case and also anything that
25	might be out there now that hasn't come

1 3/31/14 - WHOLE - BILL 140144, etc. 2 to my attention. That was just one 3 instance, but I could very well imagine that he's not the only person that this 4 has ever happened to. And so, again, 5 6 it's very, very troubling. MS. McCOLLOCH: I am familiar 8 with the case you're talking about, and I 9 agree with your assessment that I think 10 we're this close to having it solved. 11 that's sort of the good part of it. 12 bad part of it is as you just described, it took a very long time to bring to 13 14 resolution. 15 I think one of the advantages of making the Land Bank operational is to 16 17 have this one entry point through the 18 front doors, we're calling it, one way to 19 apply for properties and then be able to 20 track them through the system, that all 21 of the publicly owned properties will be 22 in one place, so that people don't have to struggle with is this an RDA-owned 23 24 property or a Public Property-owned 25 property or what-have-you. They're all

1 3/31/14 - WHOLE - BILL 140144, etc. 2 in the Land Bank. We have one 3 disposition policy. We have one way of assisting people. 4 So my hope is that the Land 5 6 Bank will precisely assist someone who in this case got caught in a wheel that was 8 hard to get out of. 9 COUNCILWOMAN BASS: Yeah, for 10 nine years. 11 Is there any way to go back and 12 make sure that anyone who is still in that wheel -- will your office be doing 13 14 any sort of review of cases that have 15 been sort of in limbo for a very long time or maybe even for a short time to 16 17 make sure that everything is resolved that's been pending for some time? 18 19 MS. McCOLLOCH: We have been 20 engaged in that review for some time and 21 are continuing to work through each of 22 those cases, if there's a case that got stuck for whatever reason. 23 Sometimes 24 someone entered the system under one set 25 of rules or under one program and time

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3/31/14 - WHOLE - BILL 140144, etc.
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- 2 has passed and those rules or that
- 3 program have been modified. Each of
- 4 those cases needs to be reviewed. We
- 5 have an internal committee called the
- 6 Real Estate Review Committee that's
- 7 looking at each of those cases to try to
- 8 bring each of them to closure.
- 9 COUNCILWOMAN BASS: Do you have
- 10 a deadline for when each case -- when
- that sort of backlog or however many
- 12 cases you may have, do you have a
- deadline for when you want to have
- 14 resolved all of these cases?
- 15 MS. McCOLLOCH: Well, that I'm
- 16 not sure if there's a deadline.
- 17 I'm sorry. We do not have a
- specific deadline, in part because we're
- 19 still working through those cases. We
- 20 haven't identified a complete universe of
- cases, because as they come forward,
- we're going through each one. And so I
- 23 would be -- it wouldn't be fair to give
- you a deadline that we can't -- that I
- 25 can't keep.

3/31/14 - WHOLE - BILL 140144, etc.
COUNCILWOMAN BASS: And I
understand that. And even if you can't
give a deadline in terms of when each
case will be resolved, it would be
helpful if you could set some internal
deadlines and say from the time a
particular case comes to light, we're
going to have this item resolved within
six months or three months, or whatever
time period it can be resolved in. But
to let it languish forever I think is
unacceptable for us as a city.
MS. McCOLLOCH: I agree.
COUNCILWOMAN BASS: Great.
Thank you.
COUNCIL PRESIDENT CLARKE:
Thank you, Councilwoman.
The Chair recognizes
Councilwoman Reynolds Brown.
COUNCILWOMAN BROWN: Yes.
Thank you, Mr. Chairman.
And so having worked as a
social worker and assisted with similarly
situated constituent matters in my

1	3/31/14 - WHOLE - BILL 140144, etc.
2	office, nine years is a mighty long time.
3	So for me, it raises the question what
4	triggers or red flags go up on a case
5	after a certain point where it's not
6	resolved for management to say five years
7	is unacceptable? What internally gives
8	you that trigger that this case is five
9	years old and we need to take a serious
10	look at it and move it towards
11	resolution? Are there tweaks in the
12	operations of the agency that send a red
13	flag? That's a general question. And I
14	come from being a former social worker,
15	having someone have to manage case
16	management and the like around children
17	and youth. Is there something like that
18	in the system?
19	MS. McCOLLOCH: Yes. This
20	particular case had a lot of back and
21	forth between the individual and the OHCD
22	staff about what was being done and there
23	are a set of inspections and so on and so
24	forth. So I don't think this case is
25	typical of all of our cases. That's not

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1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         to say this was -- this case was
 3
         difficult and we worked it through.
         nine years is way too long. I would be
 4
         the first to say that.
 5
                   But we do follow up on cases,
 6
         and that one of the things that happens
 8
         is because we're actually trying to be
 9
         helpful, people are given extensions, so
10
         forth. So that can make something become
11
         longer, because someone -- because of
12
         whatever the issue is, someone wants more
13
         time to complete something or
14
         what-have-you, so an extension is
15
         granted.
16
                   COUNCILWOMAN BROWN:
                                         I know
         cases like that too. So that I get.
17
18
                   MS. McCOLLOCH: But, yes.
                                               And
         with the -- when we have the Land Bank
19
20
         made operational, we have a system to try
21
         to catch those cases as they hit a
22
         deadline or they hit a milestone that
23
         they're supposed to have completed, was
24
         the property completed in the time it was
25
         supposed to be completed in, and an
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1	3/31/14 - WHOLE - BILL 140144, etc.
2	inspection is done and so on and so
3	forth. So those kinds of things we're
4	trying to make sure that this
5	precisely the kind of situation that
6	Councilwoman Bass described doesn't
7	happen. We don't want that to happen
8	either.
9	COUNCILWOMAN BROWN: Sure.
10	Similar question. The number of
11	Councilmembers who focus on the plight of
12	seniors, and for the last five or six
13	years, for eight weeks I visited eight
14	different senior citizen organizations
15	around the City so I can hear up close
16	and personal what their concerns are, and
17	PHDC has always been there to be hands-on
18	to deal with those issues in a wonderful
19	way. So the question is, what is the
20	interface with the Philadelphia
21	Corporation of Aging between PHDC and
22	let's say the housing agencies, period,
23	and the Philadelphia Corporation of
24	Aging?
25	(Witness approached witness

- 1 3/31/14 WHOLE BILL 140144, etc.
- 2 table.)
- 3 MR. KOONCE: I'm Michael
- 4 Koonce, Executive Vice President of PHDC.
- 5 How are you?
- 6 Was your question specifically
- 7 the interface between ECA and PHDC or ECA
- 8 and OH -- I'm sorry; PCA.
- 9 COUNCILWOMAN BROWN: Yes, PCA.
- MR. KOONCE: PCA and PHDC and
- 11 PCA and the housing agencies?
- 12 COUNCILWOMAN BROWN: Both.
- 13 Let's do both.
- MR. KOONCE: Well, we don't
- really interface with PCA. We do accept
- 16 referrals, but we don't -- there's no
- ongoing or even one singular meeting
- point where we exchange data or anything
- 19 with PCA.
- 20 COUNCILWOMAN BROWN: Okay. So
- 21 the type of referrals you would send to
- them are what?
- MR. KOONCE: Actually, we don't
- send referrals.
- 25 COUNCILWOMAN BROWN: You said

1	3/31/14 - WHOLE - BILL 140144, etc.
2	you accept referrals; is that what you
3	said?
4	MR. KOONCE: We would accept
5	referrals from PCA. So if they have
6	clients that need weatherization services
7	or Basic System services or even Adaptive
8	Mod services, a ramp or something like
9	that, then we accept those referrals.
10	COUNCILWOMAN BROWN: All right.
11	And so given the it sounds like a
12	large number of seniors the wait in
13	fact, how long is the wait list for
14	seniors who need systems changed and the
15	like?
16	MR. KOONCE: I don't have the
17	data at hand for the number of seniors.
18	I can tell you that the Adaptive
19	Modifications wait list I think in
20	general is about two years long. The
21	Basic Systems wait list is probably
22	closer to four years.
23	COUNCILWOMAN BROWN: So given
24	that unfortunate reality, would there not
25	be some value in sitting down with PCA

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1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         since they are in the business of taking
 3
         care of seniors -- I mean, that's what
         their mandate is -- to see if there are
 4
         any opportunities for coordination,
 5
         assist, something? It's another reason
 6
         to shorten that wait time.
                   MR. KOONCE: I think the wait
 8
         time isn't because we lack clients or
 9
10
                       It's simply a function of
         contractors.
11
         money.
12
                   COUNCILWOMAN BROWN:
                                         Funding.
13
                   MR. KOONCE:
                                Yes, funding.
14
                   COUNCILWOMAN BROWN:
                                         Okay.
15
         since we know that -- I hear all the time
         observations made by PCA, which I will
16
         not put on the record. So given what
17
18
         their mandate is, what their funding
19
         typically looks like, a chance to just
20
         explore with them how they can help with
21
         the funds they have to better assist the
         seniors that we're trying to help would
22
         be of some value. So my ask is is to
23
         have the conversation, because it's clear
24
         to me and clear to many others that it's
25
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1	3/31/14 - WHOLE - BILL 140144, etc.
2	an opinion, but there are many who would
3	argue they could do more, and if you
4	never ask, then you never know what the
5	possibilities are.
6	MR. KOONCE: I agree, and I'll
7	have those conversations.
8	COUNCILWOMAN BROWN: Please.
9	Okay, then. Thank you.
10	Thank you, Mr. Chairman.
11	COUNCIL PRESIDENT CLARKE:
12	Thank you, Councilwoman.
13	The Chair recognizes
14	Councilwoman Blackwell.
15	COUNCILWOMAN BLACKWELL: Just
16	one question. PNHS, Philadelphia
17	Neighborhood Housing Services, I know I
18	ask about them, but they did so much work
19	in our area. They had funding from Brian
20	Hudson. They did counseling. They dealt
21	with repairs. They did everything. To
22	be zeroed out in an area where it's so
23	needed right in the heart of the
24	community on 52nd Street next door to the
25	Gas Works, and we wondered why. They

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1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         still have funding for their office,
 3
         albeit they don't have any other funding
         from the City. And we all know Bernard
 4
         Hawkins and the job they did.
 5
                                         So I'm
         just trying to find out what we can do to
 6
         have the community have those services.
                   MS. McCOLLOCH:
                                    Well,
 9
         Philadelphia Neighborhood Housing
10
         Services was funded by OHCD for a long
11
         time. I agree, they carried out a
12
         variety of services that we supported,
13
         but in the last five years as we were
14
         faced with huge funding reductions from
15
         HUD, from the federal government and CDBG
         funds, we had to make hard choices about
16
17
         how to cut programs that we were
18
         supporting at OHCD, and PNHS was not one
19
         of the core programs that we were
20
         continuing to support such as Basic
21
         Systems Repair and so on and so forth.
22
         So we worked with PNHS on a phase-out to
23
         complete the cases that were in progress.
         We worked with them to complete those and
24
25
         then directed them to not take on any
```

1 3/31/14 - WHOLE - BILL 140144, etc. 2 additional cases and that we were going 3 to have to end our funding, just because it was a resource question. 4 COUNCILWOMAN BLACKWELL: 5 just don't understand the criteria or 6 maybe if we're in it or something like 8 that and we could say -- because they 9 were so central to the area, and maybe we 10 can understand it, but when we're not 11 even involved or if they weren't doing 12 their job or never had any complaints, 13 everybody knows of them and knows that 14 they've been around forever. That's why 15 we've continued to bring the issue up for the last year, because we don't 16 17 understand what criteria they didn't meet 18 to just be cut. 19 MS. McCOLLOCH: I can review 20 the situation with PNHS with you. 21 COUNCILWOMAN BLACKWELL: Thank 22 you. 23 Thank you, Mr. President. COUNCIL PRESIDENT CLARKE: 24 Thank you, Councilwoman. 25

1	3/31/14 - WHOLE - BILL 140144, etc.
2	The Chair recognizes
3	Councilwoman Bass.
4	COUNCILWOMAN BASS: Thank you,
5	Mr. President.
6	Deborah, I don't want to
7	belabor a point, but I do want to go back
8	to something you mentioned when you were
9	speaking with Councilwoman Brown about
10	the complexity of this particular case
11	that we were referring to and that there
12	was a lot going on and a lot happening.
13	And I think that just as a city that when
14	we we work hard and we do a lot of
15	things right and sometimes, you know,
16	things go a little haywire, and I think
17	that's what the case was in this
18	particular situation. And so I guess I
19	don't want it to be sort of misconstrued
20	that it was on the fault of this young
21	man who was trying to obtain this
22	property, because he certainly would not
23	have set out for nine years trying to
24	resolve this if he felt that he could
25	have gotten the help he needed from us,

1 3/31/14 - WHOLE - BILL 140144, etc.

- 2 from the City.
- 3 And so I just wanted to make
- 4 sure that that was clear. He wasn't
- 5 somebody who showed up with a shoebox
- full of receipts asking for a property,
- 7 you know. That's not what this is. So I
- 8 just wanted to be on record to state
- 9 that.
- MS. McCOLLOCH: Okay.
- 11 COUNCIL PRESIDENT CLARKE:
- 12 Thank you, Councilwoman.
- The Chair recognizes
- 14 Councilwoman Blackwell.
- 15 COUNCILWOMAN BLACKWELL: I'm
- 16 fine, Mr. President. Thank you.
- 17 COUNCIL PRESIDENT CLARKE:
- 18 Thank you, Councilwoman.
- 19 That appears to be it,
- Ms. McColloch. I'd suggest you get up as
- 21 quickly as possible and get away from the
- table.
- MS. McCOLLOCH: I'll see you in
- 24 May, Councilman.
- 25 COUNCIL PRESIDENT CLARKE:

- 1 3/31/14 WHOLE BILL 140144, etc.
- 2 Thank you. Thank you.
- Now we'll have Mural Arts.
- 4 (Witness approached witness
- 5 table.)
- 6 MS. GOLDEN: Because we're a
- 7 visual program, we thought something very
- 8 nice and inspiring. This is at Broad and
- 9 Glenwood. It's ten stories tall and was
- 10 made by a thousand people in recovery,
- 11 and it's fantastic. Rise and shine. One
- side says shine; this says rise.
- 13 COUNCIL PRESIDENT CLARKE: Is
- this what you have planned for my wall in
- my office?
- MS. GOLDEN: Nice, right?
- 17 Beautiful.
- 18 COUNCIL PRESIDENT CLARKE:
- 19 Please proceed.
- MS. GOLDEN: Thank you. Good
- 21 afternoon. My name is Jane Golden and I
- am the Executive Director of the City of
- 23 Philadelphia Mural Arts Program, and I am
- requesting in FY15 an appropriation of
- 25 \$1.4 million, and I thank you so much for

1	3/31/14 - WHOLE - BILL 140144, etc.
2	this opportunity to speak today.
3	I believe deeply and
4	passionately that art ignites change. It
5	ignites change in people and communities
6	and places and in institutions, and I
7	know from conversations with many of you
8	who are in this room today that you have
9	seen the beauty and the transformation
10	that comes from our process.
11	It is such a privilege to do
12	this work and to see these outcomes
13	firsthand, to see the high school
14	students who couldn't imagine a future
15	getting into college or the community
16	that puts aside its difference and comes
17	together, sometimes for the first time,
18	around art making or the blighted
19	corridor or vacant lot that becomes a
20	beautiful site of neighborhood pride.
21	We don't do this work alone.
22	We do it in collaboration with people
23	across the City, with hundreds of
24	agencies and institutions that believe
25	that participatory public art leads to

1	3/31/14 - WHOLE - BILL 140144, etc.
2	social and economic progress.
3	Each year we engage more than
4	20,000 people in the creation of 50
5	large-scale works of public art. This
6	includes thousands of individuals
7	enrolled in one of our three core
8	programs: Art Education for young
9	people, Restorative Justice for people
10	coming out of prison and people in
11	prison, and the Porch Light program for
12	those in treatment for trauma, addiction,
13	and a range of mental health issues.
14	Our outcomes speak for
15	themselves. Our one-year recidivism rate
16	is 9 percent, 9 percent, compared to the
17	statewide rate of 35 percent and the
18	national average which is 66 percent.
19	A hundred percent of our
20	Advanced Art Education students graduate
21	from high school, and 88 percent of them
22	are going on to college or art school.
23	And the Yale School of Medicine study of
24	our Porch Light program is showing
25	positive preliminary qualitative and

1	3/31/14 - WHOLE - BILL 140144, etc.
2	quantitative findings.
3	We are also a significant
4	reason that Philadelphia is an appealing
5	place for artists to live and develop
6	their careers. Approximately 25 percent
7	of our annual budget goes directly to
8	artists' fees. That is nearly \$2 million
9	each year, supporting a community of
10	hundreds of creative individuals. And 55
11	percent of the artists we work with are
12	artists of color and 69 percent of them
13	are women.
14	Given this investment in local
15	talent, it's no surprise that
16	Philadelphia receives recognition as a
17	force for excellence and innovation in
18	public art. Most recently we've had
19	projects honored by the Public Art
20	Network, the Venice Architecture
21	Biennale. That's really fancy, so we
22	were surprised for a school we did. And
23	the United Nations. We got an award from
24	the United Nations. A current exhibition
25	is being held at the Pennsylvania Academy

1 3/31/14 - WHOLE - BILL 140144, etc. 2 of Fine Art and positions our work as a 3 leading model for social practice, a term applied to creative processes developed 4 by artists and arts organizations around 5 6 the country. During the six months this exhibition has been up, we have had more than 42,000 visitors. But even without 9 10 an exhibition, we attract thousands of 11 people to learn about our work each year. 12 More than 12,000 people annually 13 participate on a mural tour. Sixty-eight 14 percent come from outside of 15 Philadelphia, and more than 65 percent of people going on tours select a tour that 16 17 takes them out of Center City and into 18 the fantastic neighborhoods of this city. 19 And your investment makes all this 20 possible. Your belief in our impact 21 inspires funders to match the City's 22 allocation six times over every year. And it's not just funders in Philadelphia 23 24 you're leveraging, but also foundations 25 and corporations from around the country

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1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         and the world.
 3
                   In FY14, we've brought in more
         than $700,000 being brought into
 4
         Philadelphia's economy from sources
 5
         outside the City, a sign of our
 6
         relevance, not just communities here in
 8
         Philadelphia but as an international
 9
         exemplar.
10
                   And, finally, I want to read a
11
         quote. We have a new mural book that's
12
         out, right here, and that's great for
13
         Philadelphia, and the author of this
14
         chapter is someone who is a theology
15
         professor, and she says something that
         really speaks to me and I think to people
16
17
         all over this city. She says that murals
18
         show us that social change begins when
19
         human beings try to make sense of their
20
         lives and defiantly refuse to accept the
21
         idea that nothing new is possible.
22
                   What we have seen over the 30
23
         years of doing this work at Anti-Graffiti
         and Mural Arts is that art can ignite
24
25
         change and transformation and that our
```

1 3/31/14 - WHOLE - BILL 140144, etc. 2 work is a sign that people care, that 3 things can change, and that the 4 possibilities are endless. 5 I thank you all so much from 6 the bottom of my heart. It is truly a privilege to be affiliated with the Mural Arts Program, and at this time, I'd be 8 9 happy to answer any questions. 10 Thank you. 11 COUNCIL PRESIDENT CLARKE: 12 Thank you, and good afternoon. MS. GOLDEN: Good afternoon. 13 14 COUNCIL PRESIDENT CLARKE: 15 up the good work. 16 With that, I will recognize 17 Councilwoman Brown. 18 COUNCILWOMAN BROWN: Your 19 enthusiasm is contagious. It's a wonderful thing. 20 21 I'm always thrilled and happy 22 and excited about the wonderful things 23 you all are doing over there, and because you backed it up with such data, that 24 25 makes it even more compelling.

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3/31/14 - WHOLE - BILL 140144, etc.
1
 2
         question: Do you receive state funding
 3
         at all?
                   MS. GOLDEN: We receive an
         allocation from the Pennsylvania Council
 5
         on the Arts, and that's it.
 6
                   COUNCILWOMAN BROWN:
                                         Has there
         ever been any consideration given to
 9
         applying to PennDOT? Because the bigger
10
         question is, when you look at the state
11
         highways, 95, and the littered trash and
12
         other state highways, might there be an
         opportunity if an appeal was made to
13
14
         PennDOT, much the way murals have changed
15
         the face of the Expressway along Girard
         Avenue and other places?
16
17
                   MS. GOLDEN:
                                That is a
         fantastic question, and some years ago we
18
19
         did get some money from PennDOT, years
20
               It was about three, four years ago,
21
         and, you know, we did a really nice piece
22
         in East Falls, in East Falls on Kelly
         Drive and Ridge, all those beautiful
23
24
         mosaics.
                   That was made possible by
25
         PennDOT.
                   But we are so interested in
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1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         overpasses, underpasses, gateway
 3
         projects. I don't know if everyone knows
         this, but we're doing a five mile long
 4
         section of the Amtrak Rail corridor of
 5
         color, brilliant color. It's going to be
 6
         extraordinary. So those kind of unusual
         sites really interest us, so that would
 8
         be fantastic to follow that lead.
 9
10
                   COUNCILWOMAN BROWN: You might
11
         want to explore that and see where it
12
         leads you.
13
                   Secondly, on Page 4 of your
14
         testimony, you state that state and
15
         federal dollars are decreasing, and we
         know what's happening in the arts at the
16
17
         state level. However, Mural Arts, you
         intend to scale up and continue your
18
19
         success despite funding streams are
20
         decreasing. So help us understand how
21
         you intend to reconcile that. What kind
22
         of leveraging are you doing where you can
23
         still have an uptick in spite of the
         decline in dollars?
24
25
                   MS. GOLDEN:
                                Councilwoman,
```

1	3/31/14 - WHOLE - BILL 140144, etc.
2	that's a great question. So I think that
3	we need to be tenacious and absolutely
4	like unstoppable and completely strategic
5	about diversifying our search for
6	resources. So this means we never, up
7	until a few years ago, looked at
8	individuals. So now we're making a big
9	push towards individual giving. We are
10	looking at foundations, not just here in
11	Philadelphia but across the country. For
12	example, in two weeks, we go to New York.
13	We meet with the Ford Foundation, with
14	the Bloomberg Foundation, with the Surdna
15	Foundation. People are interested in our
16	work, what we're doing here. And you
17	know what's interesting? They see us as
18	this great model of a public-private
19	partnership. That really intrigues them.
20	So any time we can get in the door, we
21	bring people here.
22	The Ford Foundation has made
23	five trips to Philadelphia, including
24	every year they make a trip out to
25	Graterford Prison to see our work. So

```
1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         the more they think of us as a model,
 3
         they tell their colleagues, they tell
 4
         their colleagues.
 5
                   The other thing that we're
 6
         doing besides that is that every year --
         you know, it's not enough to say, Oh,
         we're a leader in the field, like
 8
         that's --
 9
10
                   COUNCILWOMAN BROWN:
                                         What does
11
         that mean?
12
                   MS. GOLDEN:
                                What does that
13
         even mean? We can't be complacent.
14
                               So in two weeks
         we have a symposium.
15
         we're having a symposium about art and
         criminal justice, bringing people here to
16
17
         learn from us and we'll learn from them.
18
         And then we have a symposium we do in the
19
         fall around art and community
20
         development, because we're opening up hub
21
         sites around the City.
22
                   So we're expanding our
23
         practice, we're bringing new people in to
         learn about it, and we're constantly
24
25
         doing research about what kind of funding
```

```
1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         sources are available.
                   We have been able to, from the
 3
         federal government for the last few
 4
         years -- and knock on wood, I feel very
 5
         grateful for this -- get funding from the
 6
         National Endowment for the Arts, and we
         were just -- we went to the NEA. We made
 9
         a presentation. They invited us down.
10
         We're the recipient for a big project in
         West Philadelphia.
11
                             It was an Our Town
12
         NEA grant. So that was really exciting.
13
                   COUNCILWOMAN BROWN: Very good.
14
                   MS. GOLDEN: So we're just
15
         looking everywhere all the time.
16
                   COUNCILMAN BROWN:
                                      So given the
17
         dramatic increase of art in schools, what
         are the entry points for parents who have
18
         talented children and want to get them
19
         connected to Mural Arts? What's the
20
21
         pathway for them?
22
                   MS. GOLDEN:
                                Okay.
                                       Then what I
23
         would suggest, our Art Ed Director is
         Yolanda Wisher. And so what we urge
24
         people to do is -- well, they can go to
25
```

1	3/31/14 - WHOLE - BILL 140144, etc.
2	our website and find out information,
3	reach out to Yolanda and her team. We're
4	at 24 sites around the City. The way our
5	Art Education program is set up, you have
6	the foundation program for younger kids,
7	middle school kids. Then you have
8	emerging muralists for the older ones,
9	and then as they get older, junior and
10	senior year, we have internship,
11	apprenticeship or our entrepreneurial
12	program. We do portfolio development
13	with kids. We help navigate their next
14	step in life. And for kids who graduate
15	from high school but still feel a little
16	insecure about moving on, we put them in
17	our entrepreneurial program, and they
18	work with us until they're ready to make
19	that next step.
20	We love the fact that kids are
21	with us for five, six years. We also
22	have major exhibitions during the year to
23	highlight their work. But we
24	encourage please tell your
25	constituents to reach out to us, because

1 3/31/14 - WHOLE - BILL 140144, etc. 2 for us, it's a good problem to have if we 3 have too many kids in a class, because we'll bring in assistant artists, teaching artists. 5 6 COUNCILWOMAN BROWN: I actually have a letter coming to you about a 8 parent who wants to have her son 9 connected. Terrific. 10 MS. GOLDEN: Great. The bell 11 COUNCILWOMAN BROWN: 12 has rung. 13 COUNCIL PRESIDENT CLARKE: 14 Thank you, Councilwoman. 15 The Chair recognizes Councilman 16 Jones. 17 COUNCILMAN JONES: And thank 18 you for that East Falls mural and the turtle and the ones in our district. 19 20 They adorn our district like you do all 21 over the City. 22 I had an opportunity to see this Sunday, ironically, some of the old 23 24 graffiti artists that have morphed into 25 art and wondered how many of your

```
1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         participants have actually gone into a
 3
         field of art and actually made a go of it
         or even a living out of it.
 4
                                Oh, I would say a
 5
                   MS. GOLDEN:
         very high percentage.
 6
                                For the artists we
         work with, I would say 25 percent of them
         have gone on to become internationally
 9
                 In fact, some of them we can't
         known.
10
         book anymore because they're always on
11
         the go. And even from the earliest days,
12
         I would say a very high percentage of
13
         young people that we work with back then
14
         and that we work with today are moving on
15
         to a career in the arts. Now, that could
         be animation.
                        It could be a form of
16
17
         design. That's why our entrepreneurial
         program and our apprenticeship program is
18
19
         so important. We want to train kids in
20
         skills related to the creative economy
21
         and set them up for post secondary ed.
22
         It's like setting them up for success,
23
         because they're creative visual thinkers,
24
         and this talent has sadly and
         historically gone unrecognized.
25
```

1 3/31/14 - WHOLE - BILL 140144, etc. 2 say let's use art as a lifeline. 3 The other thing that we're doing -- I forgot to say this to the 4 Councilwoman -- is that we are also 5 offering programs during the school day 6 that brings -- one model brings together all the tenth grade teachers. And so 8 we're tapping into the academics. 9 The 10 second brings together math and science 11 teachers, and we're the art teacher or 12 there's an art teacher there, we work with them. 13 14 But, Councilman, a very high 15 percentage are moving on to different careers. I would say we get a lot of 16 17 kids into the Art Institute every year, 18 and they move on to creative endeavors. 19 COUNCILMAN JONES: Could you 20 speak a bit about your Restorative Space 21 initiative. 22 MS. GOLDEN: Restored Spaces is 23 a great program. I think it's one of the 24 City's best kept secrets. It's where we bring together an architect, an urban 25

1 3/31/14 - WHOLE - BILL 140144, etc. 2 planner, a ceramic artist, and an artist 3 to reclaim and transform schools. If you go to the Bodine School at 4th and 4 George, you will see a school that is 5 totally transformed with mosaic, ceramic, 6 and an outdoor interactive learning That's the one that won the structure. prize in the Venice Biennale. 9 there's a curriculum where we build an 10 11 affinity between kids, art, and the 12 environment, which is so important. And 13 we train the teachers, so after we're 14 gone, the learning continues. 15 We're now working in West Philadelphia at 53rd and Media with the 16 17 Trust for Public Land, Park and Rec, and 18 the School District, and it's becoming a 19 model. And if I can wave a magic wand, I wish we were doing this at schools all 20 21 over the City, because too many schools 22 look like prisons, and we want to change them. Our children should be going to 23 environments that are beautiful, because 24 25 when you impact the environment, you

```
1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         inevitably impact the lives of the
 3
         stakeholders who are there.
                   COUNCILMAN JONES: Can this
 5
         program be expanded to include recreation
 6
         centers?
                   MS. GOLDEN:
                                Absolutely.
         Absolutely. In fact, our Restorative
         Justice program, our Guild members, for
 9
10
         small rec centers in the City -- and 12th
11
         and Cambria is a fantastic example of a
12
         small center that had like graffiti, it
         was gray, peeling, trash. Our crew went
13
14
         in, they did some roofing, they fixed
15
         windows, they fixed some doors, they did
         ceramic, they did mosaic, they did
16
17
         pavers, they planted trees. I mean, it's
18
         like unbelievable. It looks like a jewel
19
         box now, and this is not hugely
20
         expensive. It's not brain surgery.
21
         can do this.
22
                   So we love the fact that we're
23
         training people and that we can strike
         with surgical precision to transform the
24
25
         built environment in Philadelphia.
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3/31/14 - WHOLE - BILL 140144, etc.
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- think it's a win-win across the board.
- 3 COUNCILMAN JONES: And some of
- 4 the residual benefits, whether it's
- 5 recidivism, you cut it down.
- 6 MS. GOLDEN: That's right.
- 7 COUNCILMAN JONES: Whether it's
- 8 student retention in school, it has a
- 9 positive impact. Can you talk about
- 10 those two components.
- MS. GOLDEN: Yes. Two things.
- 12 Well, one, when I talk about our Art
- 13 Education program, we're serving kids
- that some of the kids have really fallen
- 15 through the cracks. So we're working at
- the Youth Study Center, Saint Gabriel's
- 17 Hall, Vision Quest. So for those kids,
- it's critical. It's so important. And
- we're training those kids as well and
- 20 giving them work opportunities. And then
- 21 for the other kids -- I mean, it's so
- important that it's not just they're
- learning art skills. I mean, that would
- 24 be fantastic in itself, but it's also
- about the fact that they're challenged to

1 3/31/14 - WHOLE - BILL 140144, etc. 2 make their mark on the City in a big, 3 bold, meaningful way that is transformative. So the kids are learning, and people are recognizing 5 their talent and ability. 6 For the young men in our Guild 8 program, young men and some women, but it's more young men, I would say for them 9 it is deeply transformative. They're 10 11 learning building skills, mural-making 12 design and technology, and landscaping. 13 And then they work for us for six to nine 14 months, depending on funding. We have a 15 part-time jobs developer on staff who 16 finds them work. 17 COUNCILMAN JONES: You know, my 18 staff is saying how do we get more murals in the 4th, but I'll save that for 19 another time. 20 21 Thank you, Mr. President. COUNCIL PRESIDENT CLARKE: 22 23 Thank you, Councilman. 24 The Chair recognizes Councilman 25 Squilla.

1 3/31/14 - WHOLE - BILL 140144, etc. 2 COUNCILMAN SQUILLA: Thank you, 3 Mr. President. Good afternoon. 5 MS. GOLDEN: Good afternoon. 6 COUNCILMAN SQUILLA: Thank you for your testimony. 8 I know you get a certain budget 9 from the City of Philadelphia for your 10 programs, and what is the average amount that you, I guess, get from private or 11 12 partnerships compared to what the City 13 gives you? 14 Well, the City's MS. GOLDEN: 15 budget is about 35 percent and the rest 16 we raise from foundations, corporations, 17 individuals, and a little bit of money comes from earned income from our Mural 18 19 Tour program, and we wish it was more and 20 we're going to try to make it more. 21 the City's portion actually is a smaller 22 percentage of our overall budget. 23 COUNCILMAN SQUILLA: So you 24 really do a good job of actually raising money on your own to keep the Mural Arts 25

1 3/31/14 - WHOLE - BILL 140144, etc.

- 2 Program going.
- MS. GOLDEN: Well, I thank you.
- 4 I sometimes think I'm not very good at
- it, but we try really, really hard, yes.
- 6 And we're big believers in leveraging.
- 7 So I want people -- I want taxpayers in
- 8 this city to know for every dollar that
- 9 finds its way to the Mural Arts Program,
- we are like turning it on its head and
- 11 leveraging it and stretching it as far as
- 12 it can go.
- 13 COUNCILMAN SQUILLA: So for
- every dollar you get from the City, you
- 15 get three additional dollars from outside
- 16 somewhere?
- 17 MS. GOLDEN: That is -- more
- 18 actually. So our total budget is 6.5
- 19 million.
- 20 COUNCILMAN SQUILLA: Okay. So
- 21 my feeling is when you have a department,
- an organization that does so well and is
- able to leverage our dollars and really
- 24 put on the work that you do -- and people
- 25 talk about it not only in Philadelphia

1 3/31/14 - WHOLE - BILL 140144, etc. 2 but really throughout the country, and 3 everywhere you go people want to emulate what Philadelphia has as far as Mural 4 So it would make more sense to 5 increase the budget from the City 6 7 perspective and you'd be able to do even more work and more murals and put more 8 artists out there to be able to get jobs 9 10 for. 11 So, I mean, I just think it's a 12 win-win. Sometimes in the City you see what we do, we actually take money away 13 14 from the people who do good things 15 because they're doing such a good job, and if you're not doing a good job, we 16 17 give you more money so you can mess it up. But I think this is a true example 18 19 of why we should actually add money to a budget and look for more things from 20 21 Mural Arts instead of trying to make you 22 squirm and jump up and down. You do a 23 great job at it, but I really appreciate 24 what you do. You do a great job 25 throughout the City, a great job in my

```
1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         district, and I want to thank you.
 3
                   MS. GOLDEN:
                               Thank you very
                Thank you. It means a lot.
 4
         much.
 5
                   COUNCIL PRESIDENT CLARKE:
         Thank you, Councilman.
 6
                   The Chair recognizes
         Councilwoman Bass.
 8
 9
                   COUNCILWOMAN BASS: Thank you,
         Mr. President.
10
11
                   Hello. How are you, Jane?
12
                                Hi. How are you?
                   MS. GOLDEN:
13
                   COUNCILWOMAN BASS: Good to see
14
         you.
15
                   So just a couple things I
         wanted to state and just in hearing you
16
17
         talk about all the things that happen at
18
         Mural Arts Program. I just wanted to
19
         make sure everyone knew that Mural Arts
20
         runs a program at Graterford Prison, and
21
         I've been there with Jane, and I have to
22
         tell you, it was quite an experience.
23
         You're not in some special room. You're
24
         not in a waiting area. You're in with
25
         the inmate population, and it really did
```

1	3/31/14 - WHOLE - BILL 140144, etc.
2	give me a very different perspective
3	about the incarceration situation that we
4	have and just the work that you're doing
5	and that Mural Arts is doing to reengage
6	folks who have been removed from society
7	for very good reasons, but there's
8	giveback, there's still interest in
9	giving back and also their interest in
10	trying to talk and talk to other young
11	people about the mistakes they made that
12	landed them in Graterford and how can
13	they avoid that situation.
14	So I just really wanted to give
15	you kudos for that, because like I said,
16	it really was an incredible experience.
17	And I know that we've said that we were
18	going to go again, and I'm hopeful that
19	after the budget hearings that we can go
20	again, because I think it's very, very
21	important in terms of that work that's
22	done.
23	MS. GOLDEN: Thank you.
24	COUNCILWOMAN BASS: Absolutely.
25	And also I know that you all

1	3/31/14 - WHOLE - BILL 140144, etc.
2	take a lot of criticism. And so whether
3	it's from some art critic or, you know,
4	someone else out there in the universe
5	who does not have an appreciation for the
6	art that you do, you know, I just wanted
7	to again recognize and tell you to stand
8	strong, because I know that you have a
9	lot of support on this Council, because
10	we all recognize the work you do in
11	transforming neighborhoods. This isn't
12	about just someone slapping some paint up
13	on a wall. This is really about
14	transforming and changing and the way
15	people feel about the neighborhood they
16	live in. If you make a space beautiful,
17	people will feel that beauty in their
18	neighborhood, in their community, and
19	within themselves.
20	So I just wanted to thank you
21	for that as well.
22	MS. GOLDEN: Thank you. I
23	really appreciate that.
24	COUNCILWOMAN BASS: Absolutely.
25	So I just really wanted to

1	3/31/14 - WHOLE - BILL 140144, etc.
2	speak actually, Rebecca, if you were
3	available to come forward. I had a
4	question about our capital dollars,
5	because in the past, one of the things
6	that knowing the great work that Mural
7	Arts does throughout our entire city, how
8	they are internationally recognized, the
9	most frustrating thing for me is that we
10	have such difficulty using our capital
11	dollars to do improvement projects in our
12	district, you know, whether it's painting
13	overpasses or bridges or things that
14	could greatly transform a neighborhood.
15	And I know we've had some discussion
16	about this in the past before. It's very
17	confusing. Sometimes it happens;
18	sometimes it doesn't. Mural Arts does
19	work at a fraction of the cost of getting
20	anyone else to do the work that we're
21	asking to do. And so for us not to be
22	able to use our capital dollars to
23	beautify our districts I think is a real
24	hindrance.
25	(Witness approached witness

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1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         table.)
 3
                   MS. RHYNHART: Councilwoman,
 4
         the capital dollars can only be used for
         capital eligible.
 5
 6
                   COUNCILWOMAN BASS:
                                        That's
         correct.
 8
                   MS. RHYNHART: So it really
 9
         would depend on what exactly Mural Arts
10
         was doing or how they were involved.
11
         it's just -- if it's paint like murals --
12
         and I love the work of Mural Arts and I'm
13
         a big supporter, but at the same time,
14
         it's a painting and that's not capital
15
         eligible. But if there -- I have had
16
         discussions --
17
                   COUNCILWOMAN BASS: But if it's
18
         an improvement on a City property.
19
                   MS. RHYNHART: If it's an
20
         improvement, what -- and we had some
21
         initial discussion about this, I believe.
22
         But if it's an improvement, we'd be
23
         interested in talking about that and
         seeing what that could look like, because
24
25
         if it's an improvement such as there was
```

1 3/31/14 - WHOLE - BILL 140144, etc. 2 some talk about Mural Arts making benches 3 or actually constructing --4 MS. GOLDEN: We love making benches. 5 6 MS. RHYNHART: -- things that 7 could be possibly capital eligible, that is worth a discussion. 8 COUNCILWOMAN BASS: And even 9 10 beyond the discussion, it would be very 11 helpful if there was a written policy so 12 that we don't have to -- like every time 13 I want to put a bench or do something with the City trash can or whatever it 14 15 is, that we would be able to just have it defined in terms of what is eligible and 16 17 what is not eligible, because it does seem like the policy is all over the 18 19 place. Well, I'd be 20 MS. RHYNHART: 21 happy to send you the capital eligibility 22 policy, and that is a written policy that 23 clearly states what is and isn't. In terms of Mural Arts, I think 24 25 historically it had been viewed as

1 3/31/14 - WHOLE - BILL 140144, etc. 2 actually the murals and only recently the 3 conversation started about actually, wait, Mural Arts could actually do 4 construction in some sort. 5 So I think we would need to see 6 some images and some concept of what that would look like and then weigh also how 8 we would maintain it, because it would 9 10 probably be more expensive to maintain. 11 It's a piece of artwork if it got 12 damaged. 13 But with all that said, we 14 could definitely have that discussion as 15 soon as we get some sort of images and information on it. 16 17 MS. GOLDEN: And we have a really great booklet we could share with 18 19 you that we put together, because I think this is what -- and, Councilwoman, I 20 21 really appreciate your comments about 22 like how people look at our work, because that's why we call the PAFA exhibition 23 24 Beyond the Paint, because who can 25 stand -- who could say something against

1	3/31/14 - WHOLE - BILL 140144, etc.
2	working with young people in the City?
3	There's a crisis in public education.
4	The fact that we have thousands of kids
5	creating beautiful things in public
6	spaces and learning and graduating from
7	high school and moving on to college,
8	this is not just about paint on the wall.
9	And for our reentry work, that's why we
10	love the fact that they're building
11	things and they're making things and
12	they're doing benches and pots and
13	they're fixing equipment. Like that to
14	me, it's so great when individuals change
15	and they take those skills and they
16	change a physical place, because everyone
17	wins then. So it's really it's hugely
18	exciting. And our projects now are
19	really they have so much more depth
20	and breadth, and they become more
21	complicated every year we do this, which
22	is, you know, sort of both intense and
23	extremely inspiring.
24	So I would be happy to share
25	some information.

1	3/31/14 - WHOLE - BILL 140144, etc.
2	COUNCILWOMAN BASS: That would
3	be great. And our office would like to
4	be involved in writing the policy or
5	involved in formulating the policy going
6	forward so that there's no confusion,
7	because it does seem a little ambiguous.
8	It seems as if like some folks have
9	been able to get some things done, and
10	then we ask to get the exact same thing
11	done and we're told that we can't get
12	those things done. Again, it just seems
13	like it's all over the place.
14	But we would like to sit down
15	with you and, of course, with Mural Arts
16	to make sure that there's a policy that's
17	clear that everybody is on board with and
18	that we could better use our capital
19	dollars to do these sorts of
20	improvements, which are very low cost and
21	have a huge impact.
22	MS. RHYNHART: I'd be happy to
23	arrange a meeting and sit down with you.
24	COUNCILWOMAN BASS: That would
25	be great.

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1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
                   MS. RHYNHART: And if there's
 3
         any specific examples you could provide
         offline in terms of discrepancies, I
 4
         would definitely like to know what they
 5
 6
         are.
                   COUNCILWOMAN BASS:
                                        Thank you.
 8
                   Thank you, Mr. Chairman.
 9
                   COUNCILMAN JONES: Thank you,
         Councilwoman.
10
11
                   Councilwoman Brown is next.
12
                   COUNCILWOMAN BROWN: Did I not
         understand you to say that you refer
13
14
         young people to the Art Institute?
15
                   MS. GOLDEN: Yes. Well, we
16
         work with them. We work with -- we try
17
         to get our kids in to art schools or
18
         college or Community College or trade
19
         school or the Culinary Institute.
20
         really a range, but we have found that
21
         the Art Institute is one -- they seem to
22
         accept more of our kids than anyone else.
23
                   COUNCILWOMAN BROWN:
                                         Okay.
                                                So
24
         I hope this has changed, and you may
25
         already know this, but the Art Institute
```

- 1 3/31/14 WHOLE BILL 140144, etc.
- was under scrutiny because they were
- 3 accepting so many students and they were
- 4 not state -- whatever the academic
- 5 educational -- state certified or state
- 6 accredited, if you will. And students
- were going there and then leaving with
- 8 heavy debt.
- 9 So you may want to take a look
- 10 at that, because if that is the case,
- then we're putting our young people in a
- 12 place where they don't deserve to be.
- 13 MS. GOLDEN: Right. Well, also
- 14 another thing that we do is we raise
- scholarship money for our kids as well.
- So, yeah, every year, especially -- like
- soon we're going to be having a major
- 18 exhibition at the Crane. So we've been
- 19 fundraising for scholarships, and then
- we'll give out probably ten scholarships
- 21 at the exhibition.
- 22 COUNCILWOMAN BROWN: Very, very
- 23 good.
- MS. GOLDEN: But that's really
- a good point, and I will check into that.

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1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
                   COUNCILWOMAN BROWN: Please
         check into that, because when I learned
 3
         that, it was -- students don't need that
 4
         kind of debt.
 5
 6
                   MS. GOLDEN:
                                No.
                   COUNCILWOMAN BROWN:
                                        Get into
         debt and then find out that that school
         is not accredited.
 9
10
                   MS. GOLDEN:
                                That's right.
11
                   COUNCILWOMAN BROWN:
                                        What's the
12
         relationship with Moore? I see that you
         have a relationship with PAFA, but what's
13
14
         the relationship with Moore?
15
                   MS. GOLDEN: Actually, that's
16
                 I'm glad you brought that up.
         great.
17
         just announced a formal partnership with
18
         Moore College of Art. So there's several
19
         things we're doing with them. One, they
20
         have set aside several scholarships for
21
         our young women artists. So we're really
22
         excited. And they're committed to
23
         helping them find the rest of the money
24
         and making it possible for them to go to
25
                 So it's not just like a
         Moore.
```

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3/31/14 - WHOLE - BILL 140144, etc.
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- 2 scholarship that's sort of meaningless
- because it's so expensive, it's not going
- 4 to happen. The President of Moore has
- 5 committed to helping our kids.
- 6 COUNCILWOMAN BROWN: Terrific.
- 7 MS. GOLDEN: Which is a really
- 8 big deal.
- 9 The second thing is, they are
- 10 starting new graduate schools, and we're
- going to be the laboratory for the
- 12 students coming into the graduate school.
- Because, you know, it's one thing for
- 14 students to study working in public
- spaces academically, but I always feel
- 16 like for me working at Anti-Graffiti was
- 17 like getting three graduate degrees,
- 18 because it was the real deal.
- 19 COUNCILWOMAN BROWN: Yes, it
- 20 was.
- 21 MS. GOLDEN: It was such a
- 22 privilege and an honor to be able to do
- that work, and we want young people to
- 24 understand what it means to go into a
- community and co-create, to collaborate,

1 3/31/14 - WHOLE - BILL 140144, etc. 2 to do your work with respect and really 3 listen to what people want so you can be responsive in the best way possible. 4 So we're hoping that there's nothing like 5 this anywhere in the country and that 6 students will be coming to Philadelphia 8 to take part in these programs. 9 COUNCILWOMAN BROWN: Well, I 10 thank you always for acknowledging 11 Philadelphia Anti-Graffiti Network and 12 your roots, because too many of us either 13 forget or don't know that it was Councilman Goode's father who was 14 15 responsible for Philadelphia Anti-Graffiti Network, and it actually 16 17 was the first Board I ever served on, so 18 I'm eternally grateful as well. 19 Let's go now to storefronts. 20 You're starting a new initiative on 21 storefronts in neighborhoods, commercial corridors. 22 23 MS. GOLDEN: Yes. Super 24 excited about this. So here is a good 25 example. So we're working -- part of our

```
1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         portfolio with the Department of
 3
         Behavioral Health is to work with refugee
         populations and deal with trauma and
 4
         resilience and the issue of acclimation.
 5
         So in South Philadelphia, we're working
 6
         with the Burmese, the Nepali, and the
 8
         Bhutanese community. And we thought, you
 9
         know what, it's not enough to just do a
10
                 That just is not enough anymore.
         mural.
11
         So we took over an empty storefront that
12
         was totally falling apart.
                                     I would love
         to take you down there. We turned it
13
         into a hub, and now we're offering
14
15
         everything from print-making and
         mural-making to cooking and sewing and
16
17
         dance. We found out there's a whole
         community of extraordinary weavers down
18
19
         there, so we're highlighting their work.
         We're selling their work. We've tapped
20
21
         into an entrepreneurial spirit.
22
         doing murals. We're cleaning graffiti.
23
         We're getting the lots cleaned up.
24
         partnering with Philly Rising. We're
25
         partnering, of course, with Tom Conway's
```

1	3/31/14 - WHOLE - BILL 140144, etc.
2	group. And you start to see real change
3	happening, and it's fantastic. And the
4	murals are gorgeous and designed by the
5	community. But that hub has become
6	beloved, and no one wants to let it go,
7	so we're on a mission to keep it.
8	On Lancaster Avenue, we're
9	going to be opening up a storefront
10	there. We're working with the People's
11	Emergency Center. And there what we're
12	doing is, artists in exchange for getting
13	time to do their work, they have to so
14	they get free space, they'll do their
15	work, and in exchange, they have to go do
16	work that is socially meaningful to
17	Mantua and Belmont, to those communities.
18	And it will be curetted, so we'll get
19	fabulous work. A percentage of the
20	artist slots will be set aside for
21	artists from that zip code. So we're
22	very cognizant of that. So it's about
23	empowering artists. And so we have found
24	that we learned this with Philly
25	Painting, with Love Letter that when

```
1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         you embed yourselves in a community and
 3
         you offer a range of services, like your
         work has so much more power.
 4
                   COUNCILWOMAN BROWN:
 5
                                         Sure it
 6
         does.
                Sure it does. The bell has rung.
                   MS. GOLDEN:
                                Sorry. I get so
         excited.
 8
 9
                   COUNCILMAN JONES:
                                       To say the
10
         least. And what you're doing is
11
         exciting.
12
                   Councilman Oh is next.
13
                   COUNCILMAN OH:
                                    Thank you,
14
         Mr. Chairman.
15
                   I wasn't going to say anything,
         because I don't know that it needs to be
16
17
         said, but I guess it does, and, that is,
18
         you do great work and you're leveraging
19
         so much, like an incredibly huge amount,
20
         20,000 participants. You have a small
21
         staff, but every time I hear you and
22
         every time we meet, you're talking about
         something new and innovative. You really
23
         know how to get the most out of
24
         everything, out of every nook and cranny
25
```

1 3/31/14 - WHOLE - BILL 140144, etc. 2 of this city, and I think people should 3 really give your program credit. I think a lot of the arts and 4 artists and musicians that have come to 5 Philadelphia, this whole 6 innovative/creative economy thing we're going through, in large part, maybe not 9 totally, but in large part was because of 10 Mural Arts Program, all the visible art, 11 the public art that we see and all the 12 engaging of artists, not just the ones 13 who go to school but also in our 14 neighborhoods and, as you said, from our 15 prisons and our schools. I particularly really am 16 17 looking forward to this five mile of redoing that whole Amtrak, five miles of 18 beautiful colors and art. It is such in 19 20 contrast to the impression people get 21 when they take our train ride in 22 Philadelphia, probably never getting off of the train, but now they will have a 23 whole new impression of our city. 24 25 think it's so important for the branding

1	3/31/14 - WHOLE - BILL 140144, etc.
2	and all those type of things you do. I
3	think everybody on our Council I can't
4	say I believe everyone on our Council,
5	I certainly and I know my colleagues
6	here, support your program and we love to
7	see how you make a dollar really work.
8	So thank you, and I'm glad
9	you're excited and encouraged.
10	MS. GOLDEN: Thank you so much.
11	And I do want to say about 200 cities
12	around the country are in different
13	phases of looking at our work,
14	replicating it, and about a dozen cities
15	internationally.
16	COUNCILMAN JONES: Good to be a
17	forward-thinking city and a trailblazer.
18	Thank you, Councilman.
19	The Chair now recognizes
20	Councilwoman Brown again.
21	COUNCILWOMAN BROWN: Yes.
22	You've touched a number of
23	different population constituencies. One
24	group that unintentionally I think gets
25	either left out or not thought about are

```
1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         children in foster care, and the stats
 3
         for young people in foster care when they
         age out, too many of them end up
 4
         homeless, too few of them go on to
 5
 6
         college.
                   So is there some -- have you
         thought about interfacing with the
 8
 9
         Independence Achievability Center?
10
                   MS. GOLDEN:
                                We work there.
                                                 We
11
         have a program there. It's one of our
12
         sites.
                 We love them.
13
                   COUNCILWOMAN BROWN: Very good.
14
                   MS. GOLDEN:
                                And the other
15
         thing I wanted to say -- and, Councilman,
         you had mentioned this too -- we have a
16
17
         new program called Journey to Home.
18
         That's about the impact of homelessness
         on our kids, and we're partnering with
19
         the School of Public Health at Penn.
20
21
         we have researchers. We're providing
22
         services for the kids.
                                 We're working
         with The Attic and Covenant House and
23
24
         Achieving Independence Center.
25
         there's another hub up on Lancaster
```

- 3/31/14 WHOLE BILL 140144, etc.
- 2 Avenue, 42nd and Lancaster, and it's an
- 3 amazing place. They just did a play last
- 4 week, and it was so moving, and we've
- 5 been able to move some kids out of
- 6 shelter into more permanent housing. And
- 7 we're also working with providers,
- 8 because they're learning what we know, is
- 9 that you can use art as a tool of
- 10 advocacy to help tell your story cogently
- about the problem that exists. So we're
- making materials available to some of the
- people who are leading advocates in the
- 14 field, because it's such a critical --
- it's such a great question you asked.
- 16 It's a critical issue.
- 17 COUNCILWOMAN BROWN: That's a
- group of young people who if you don't
- 19 think about it intentionally, they get
- 20 left out.
- MS. GOLDEN: That's right. And
- we polled our kids, and 60 percent of our
- kids said they face housing insecurity,
- and yet it's an invisible issue that we
- 25 want to make visible.

1	3/31/14 - WHOLE - BILL 140144, etc.
2	COUNCILWOMAN BROWN: So my last
3	question is, knowing the bleak picture
4	that exists for arts in our schools
5	and we need to ask this of the School
6	District as well I'm curious to know
7	what the number is of either art teachers
8	or students who go through those
9	elementary school years or those middle
10	school years and have no interface with
11	art at all. Because that picture then
12	can drive what Moore and PAFA can do more
13	of in terms of having their college
14	students go into the schools and create
15	an art experience for our young people
16	who attend not only public schools but
17	the charter schools as well, whom from
18	what my few visits tell me are able to do
19	a better job.
20	So if you haven't thought about
21	that, have a conversation with Dennis
22	Creedon over at the School District and
23	see what their assessment is for young
24	people who never get a chance to taste
25	any kind of art experience, because the

```
1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         picture is so bleak.
 3
                   MS. GOLDEN:
                                That's a great
         question, and also I'll talk to my
 4
         colleagues at the Greater Philadelphia
 5
         Cultural Alliance, because I know this
 6
         means a lot to them as well. And believe
 8
         me, we feel -- we are so ready. We would
 9
         love to take this program to scale.
                                               Ι
10
         want to come back next year and tell you,
         you know, now I can say -- we're serving
11
12
         1,500 to 1,800 kids. I'd like to come
13
         back next year and say we're serving
14
         3,000 kids, we're serving 5,000, we're
15
         serving 10,000 kids, because that's
         really what needs to happen. So that's
16
17
         why we're so on fire to leverage
18
         resources, to work with our colleagues,
19
         to tap into all the great talent that's
20
         out there with our teaching artists.
21
         please know that you have my commitment a
22
         hundred percent.
23
                   COUNCILWOMAN BROWN:
                                         Lastly,
24
         can you tell us the formula to clone you.
25
                   MS. GOLDEN:
                                 Thank you.
```

		263
1	3/31/14 - WHOLE - BILL 140144, etc.	
2	COUNCILWOMAN BROWN: Thank you,	
3	Mr. Chairman.	
4	COUNCILMAN JONES: I want an	
5	answer to that one.	
6	I don't see any other questions	
7	for this witness, but I just want to end	
8	on a thank-you note. Our city is better	
9	because of you and your program, and we	
10	need to keep telling you that, but also	
11	showing you within our budget.	
12	MS. GOLDEN: Thank you very	
13	much.	
14	COUNCILMAN JONES: Thank you.	
15	MS. GOLDEN: I appreciate it.	
16	COUNCILMAN JONES: Finally,	
17	Procurement. Thank you for your	
18	patience, all, and will you approach the	
19	witness table.	
20	(Witnesses approached witness	
21	table.)	
22	COUNCILMAN JONES: Good	
23	afternoon. State your name for the	
24	record and please begin your testimony.	
25	COMMISSIONER ORTMAN: Can I	

1	3/31/14 - WHOLE - BILL 140144, etc.
2	have a couple of seconds for two little
3	items, two laundry cleaning items or
4	whatever you want to call it?
5	COUNCILMAN JONES: As long as
6	you say your name first.
7	COMMISSIONER ORTMAN: My name
8	is Hugh Ortman, Procurement Commissioner.
9	The bad news is that I still
10	use this device, as most of you know. It
11	works pretty good most of the time. A
12	little staticky today, but we'll get
13	through it. It's plugged into these
14	microphones, so I would certainly
15	appreciate whatever help you might be
16	able to give me there.
17	The second thing is, you won't
18	have to worry about this anymore because
19	I'll be done with I'll be retiring in
20	the fall and I won't need this and you
21	won't need me.
22	COUNCILMAN JONES: Councilman
23	Goode, he looked unusually happy and I
24	was wondering what was going on.
25	COMMISSIONER ORTMAN: I wasn't.

```
265
1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         Okay.
 3
                   Good afternoon, Majority Leader
 4
         Jones.
 5
                   COUNCILMAN JONES: Good
 6
         afternoon.
                   COMMISSIONER ORTMAN:
         members of City Council. I am Hugh
 8
         Ortman, Commissioner of the Procurement
 9
10
         Department. I am here to present for
11
         your consideration the Procurement
12
         Department's Fiscal Year 2015 budget
13
         request. With me today is Deputy
14
         Commissioner Trevor Day.
15
                   The Department is requesting a
16
         total appropriation for all funds of
17
         $4,712,000, of which 4,643,000 is in the
18
         General Fund. The proposed FY14 General
19
         Fund allocation represents no increase
         over the FY14 estimated obligations.
20
                                                Two
21
         million one hundred and ninety-four
22
         thousand of the total budget request
23
         represents advertising expenses.
24
                   The Department has implemented
25
         a reverse auction pilot project in FY14.
```

1	3/31/14 - WHOLE - BILL 140144, etc.
2	We have awarded one-year contracts to two
3	separate firms to each conduct reverse
4	auctions for commodity purchases while
5	maintaining the competitive sealed bid
6	process. To date, the reverse auctions
7	for emergency HVAC parts and service
8	project an estimated savings of 4.6
9	percent, and the reverse auction for
10	bituminous materials projects an
11	estimated savings of 5.8 percent. A
12	formal request for proposal, RFP, is
13	currently being developed to solicit a
14	one-year contract with three one-year
15	renewals for reverse auctioning services.
16	Over the last several fiscal
17	years, the Department has had a
18	significant number of employees enrolled
19	in DROP, with another substantial number
20	of employees who are retirement eligible.
21	While we still maintain several
22	retirement eligible employees, 17
23	percent, the Department has successfully
24	hired and trained 12 new employees over
25	an 18-month period who replaced departing

1	3/31/14 - WHOLE - BILL 140144, etc.
2	employees amounting to 24 percent of our
3	52 budgeted positions.
4	There are currently 48
5	employees in the Department with four
6	vacancies, and we are working diligently
7	to fill. One of the 48 of the 48
8	employees in Procurement, 79 percent are
9	women and 21 percent are men. The ethnic
10	demographics of the Department are 56
11	percent black/African American, 38
12	percent Caucasian, 4 percent Hispanic, 2
13	percent Asian, and 2 percent classified
14	as other.
15	The executive teams comprise of
16	60 percent women and 40 percent men, 60
17	percent Caucasian, 20 percent black, and
18	20 percent Asian.
19	Procurement and OEO continue to
20	work together in an effort to reach and
21	exceed the Administration's goal of 30
22	percent participation. We send
23	announcements for each bid opportunity to
24	every M, W, and DSBE-certified vendor
25	registered with the Procurement

1	3/31/14 - WHOLE - BILL 140144, etc.
2	Department, and we have participated in
3	various outreach events, including the
4	Doing Business with the City workshop.
5	The Department itself awarded
6	\$44,376 in contracts, which includes
7	maintenance contracts, in FY13 and
8	secured 13 percent OEO participation. In
9	FY13, the SS&E division issued 236 bids,
10	resulting in 410 contract awards,
11	totalling just over \$88 million. Also in
12	FY13, 947 small order purchases under
13	\$30,000 were processed, totalling over
14	6.8 million. Currently, there are 22
15	active cooperative contracts with
16	estimated contract value amounts of
17	approximately \$41 million and estimated
18	cost savings of \$2 million annually.
19	Our Capital Program Unit
20	processed 122 bids and awarded 113
21	contracts worth almost \$172 million. The
22	Capital Program Unit also awarded two new
23	concession agreements on behalf of
24	various City departments. Additionally,
25	in FY13, the Special Services Unit

1	3/31/14 - WHOLE - BILL 140144, etc.
2	collected almost \$583,000 in revenue from
3	the sale of scrap of obsolete or
4	unserviceable property on behalf of
5	various City departments.
6	Mr. Leader, this concludes my
7	testimony. Should any Councilmember wish
8	to engage in further discussion of any of
9	these matters, my staff and I are happy
10	to answer any questions you may have or
11	meet with Councilmembers at their
12	convenience.
13	COUNCILMAN JONES: It looks
14	like only one has their mic queued up,
15	but I want to get a couple of questions
16	in, because he traditionally spends a
17	great deal of time on this department.
18	Piggyback purchases with other
19	entities, I asked that question last
20	year, whether it's fuel, whether it's
21	autos, whether it's salt and other
22	commodities, to what degree have we moved
23	that concept forward and has it saved us
24	money?
25	COMMISSIONER ORTMAN: By

1	3/31/14 - WHOLE - BILL 140144, etc.
2	piggybacking, you're talking about just
3	within the City or are you talking about
4	us piggybacking on state or other
5	contracts around the nation?
6	COUNCILMAN JONES: Internal and
7	external. So how much do we do with
8	SEPTA?
9	COMMISSIONER ORTMAN: With
10	SEPTA?
11	COUNCILMAN JONES: Yeah, for
12	example.
13	COMMISSIONER ORTMAN: We don't
14	actually because of the difference in
15	the procurement requirements over SEPTA
16	versus procurement requirements of the
17	City, there isn't too much interaction we
18	can do with the two. The School
19	District, we do have they buy the
20	gasoline off of our or the fuel off of
21	our contract, the one the Procurement
22	Department develops. Perhaps Trevor Day
23	may be able to give you a little more
24	information on that.
25	COUNCILMAN JONES: I just don't

1	3/31/14 - WHOLE - BILL 140144, etc.
2	understand what difference in procurement
3	regs for salt or a commodity
4	COMMISSIONER ORTMAN: They're
5	governed by a totally different set of
6	regulations than we are.
7	COUNCILMAN JONES: I understand
8	that, but I'm sure if we put our lawyers
9	and their lawyers in a room, that we
10	probably could save some money if we
11	could find common language.
12	COMMISSIONER ORTMAN: That's a
13	big trick right there, sir. Try and get
14	lawyers to agree on anything, it just
15	hasn't these are programs that may be
16	coming down the line. Right now we don't
17	really have anything with Procurement.
18	COUNCILMAN JONES: So who do
19	you have that kind of relationship with?
20	You mentioned the School Board.
21	COMMISSIONER ORTMAN: I'm
22	sorry. Say it again.
23	COUNCILMAN JONES: You
24	mentioned the School Board. So under
25	what commodities are you doing joint

	- · -
1	3/31/14 - WHOLE - BILL 140144, etc.
2	purchasing?
3	COMMISSIONER ORTMAN: The main
4	joint purchasing I'm familiar with is the
5	fuel oil gasoline. I know they have
6	inquired with us about purchasing some
7	vehicles and things like that. I don't
8	know if that's ever progressed. No.
9	COUNCILMAN JONES: So I'm
10	thinking police vehicles. They use the
11	same standard issue model we do; is that
12	not correct?
13	COMMISSIONER ORTMAN: The same
14	standard issue models?
15	COUNCILMAN JONES: Of vehicles.
16	COMMISSIONER ORTMAN:
17	Basically, yes, but the two different
18	specs are totally different for various
19	reasons. We have police cars that need
20	certain things that their police force
21	doesn't need and vice versa, and it just
22	hasn't transpired so far.
23	COUNCILMAN JONES: But you've
24	looked into it?
25	COMMISSIONER ORTMAN: I know we

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3/31/14 - WHOLE - BILL 140144, etc.
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- 2 have looked into it over the years.
- 3 There was a program, I want to say, in
- 4 2008 called -- that was very --
- 5 anticipated to be able to get, let's just
- 6 say, the repair shops for OFM and for the
- 8 together. Just the union laws
- 9 themselves, that's not going to happen,
- 10 because we'll never get this union and
- 11 that union together to agree, to our
- 12 knowledge, to agree on the certain
- different work rules that they have
- against what the City may have, things
- 15 like that. Number of things.
- 16 COUNCILMAN JONES: I would just
- think for issues like pencils, we all use
- that, paper, we all use that, and if
- 19 somebody is backing a truck up to a
- 20 warehouse to pick it up -- I don't know.
- 21 I'll hold that question in abeyance and
- 22 yield to Councilman Goode.
- 23 COMMISSIONER ORTMAN: Thank
- 24 you.
- 25 COUNCILMAN JONES: Councilman.

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1 3/31/14 - WHOLE - BILL 140144, etc.
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- 2 COUNCILMAN GOODE: Thank you,
- 3 Mr. Chairman.
- 4 Mr. Ortman, congratulations.
- 5 COMMISSIONER ORTMAN: Thank
- 6 you, sir.
- 7 COUNCILMAN GOODE: Actually, I
- 8 have an information request for
- 9 Ms. Rhynhart, if she can come to the
- 10 table. It's Procurement related.
- 11 (Witness approached witness
- 12 table.)
- 13 MS. RHYNHART: Good afternoon,
- 14 Councilman.
- 15 COUNCILMAN GOODE: I have a
- broad information request and I'll be
- 17 asking each department this question
- individually too, set of questions. I
- 19 need to know for the City in total what
- 20 services we contract out that were
- 21 previously performed by City workers. I
- 22 want a list of all the services that we
- 23 contract out.
- MS. RHYNHART: When you say
- 25 "previously," like any time previously,

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\frac{1}{3/31/14} - \text{WHOLE} - \text{BILL } 140144, \text{ etc.}
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- 2 like in the Rendell Administration
- 3 previously or in this Administration?
- 4 COUNCILMAN GOODE: In the
- 5 history of the City of Philadelphia.
- 6 MS. RHYNHART: In the history?
- 7 COUNCILMAN GOODE: I want to
- 8 know what services we contract out that
- 9 were previously performed by City
- 10 workers.
- MS. RHYNHART: Okay.
- 12 COUNCILMAN GOODE: I want to
- know whether the services are performed
- by private-sector workers who are paid a
- 15 living wage. I want to know which of the
- services are performed by companies that
- are owned by women and people of color,
- 18 and I want to know which of those
- services are performed by companies that
- 20 are located in Philadelphia. Okay?
- MS. RHYNHART: Okay. That
- 22 might take a little time to put together,
- but we will work on it.
- 24 COUNCILMAN GOODE: Well, I'll
- 25 be asking the question department by

- 1 3/31/14 WHOLE BILL 140144, etc.
- 2 department as well.
- 3 MS. RHYNHART: Okay. We'll get
- 4 it together.
- 5 COUNCILMAN GOODE: Hopefully
- 6 we'll draw out some of that information,
- but that's a broad information request.
- 8 MS. RHYNHART: Okay.
- 9 COUNCILMAN GOODE: Thank you.
- Thank you, Mr. Chairman.
- 11 COUNCILMAN JONES: You're not
- done, are you?
- 13 COUNCILMAN GOODE: I'm done.
- 14 COUNCILMAN JONES: All right.
- Well, I'm going to ask a couple more
- 16 questions. I'm disappointed.
- 17 Can I ask you, which
- departments were awarded new concession
- 19 agreements this year?
- 20 COMMISSIONER ORTMAN: Trevor.
- 21 First I have to say we've just
- lost our head person in that department.
- 23 She's now working in the Integrity
- Office. So we're trying to keep up on
- all the things that she did. She was

- 1 3/31/14 WHOLE BILL 140144, etc.
- 2 excellent. You may know Stephanie
- 3 Tipton. We miss her dearly and we're
- 4 going to see if we can -- Trevor is
- 5 trying to catch up on all her duties and
- 6 her knowledge, which is going to take
- 7 some time.
- 8 DEPUTY COMMISSIONER DAY: I am
- 9 Trevor Day, Deputy Procurement
- 10 Commissioner.
- 11 So this fiscal year being
- 12 Fiscal Year '14; is that correct?
- 13 COUNCILMAN JONES: Yes.
- 14 DEPUTY COMMISSIONER DAY: So in
- 15 Fiscal Year '14 to date I believe we have
- only awarded two or three concession
- 17 contracts.
- 18 COUNCILMAN JONES: And they
- 19 are?
- 20 DEPUTY COMMISSIONER DAY: And
- one is the -- I'm trying to -- we're
- looking at a list and I don't have that
- 23 information.
- 24 COUNCILMAN JONES: You do know
- 25 that this is the day you're supposed to

1 3/31/14 - WHOLE - BILL 140144, etc. 2 have those answers. 3 COMMISSIONER ORTMAN: Councilman, one of them was the Christmas 5 Village. 6 COUNCILMAN JONES: Say it again. COMMISSIONER ORTMAN: One of 8 9 them was the Christmas Village. 10 COUNCILMAN JONES: Okay. 11 COMMISSIONER ORTMAN: I'm not 12 sure what the other one may have been. I'd have to check on that. But we don't 13 14 do that many concessions. I know one of 15 them was the Christmas Village and the 16 other one I'm not exactly sure. COUNCILMAN JONES: So are you 17 18 responsible for the plaza outside City 19 Hall? 20 COMMISSIONER ORTMAN: No. 21 COUNCILMAN JONES: So that 22 doesn't come under -- that was not issued

an RFP that came under your guideline?

Christmas Village or the --

COMMISSIONER ORTMAN: For the

23

24

1	3/31/14 - WHOLE - BILL 140144, etc.
2	COUNCILMAN JONES: No, no; for
3	the skating plaza.
4	COMMISSIONER ORTMAN: No. That
5	was not handled no.
6	COUNCILMAN JONES: And you're
7	going to get me the other concessions?
8	DEPUTY COMMISSIONER DAY: Yes.
9	COUNCILMAN JONES: On your
10	reverse auction, do you donate equipment
11	to like City non-profits or things like
12	that? At the end of the day if it cannot
13	be redeemed for salvage in a way, do we
14	often do furniture donations, computer
15	equipment outdated, things like that?
16	COMMISSIONER ORTMAN: Reverse
17	auctions and what you're talking about
18	are two different things. We have
19	reverse auctions when we're trying to
20	sell a commodity. You want to bid on how
21	much the oil price keep lowering your
22	price is what we want you to do. You
23	mean
24	COUNCILMAN JONES: My
25	terminology

```
1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
                   COMMISSIONER ORTMAN:
                                          I know.
 3
         You're talking about our online auction
         sales.
                   COUNCILMAN JONES:
 5
                                       Yes.
 6
                   COMMISSIONER ORTMAN:
                                          The City
         Charter does not allow us to just donate
 8
         property to some entity. Within the
 9
         school system, within the City
10
         government, yes, we will -- we have
11
         something we can't sell, we can talk or
12
         we'll contact maybe the School District
13
         and say, We have a hundred computers, you
14
         know, can you use them. Either they can
15
         or they can't. If they don't, we have to
         put them up for some kind of scrap sale.
16
17
                   COUNCILMAN JONES:
                                       That's fine,
         but is there a way for non-profits that
18
19
         may want to participate in that sale to
20
         plug in?
21
                   DEPUTY COMMISSIONER DAY:
                                              Yes.
22
         I mean, we have a surplus disposal
23
         auction service. So any entity, whether
24
         it's a non-profit or an individual, can
25
         bid on any of these items that we dispose
```

- 3/31/14 WHOLE BILL 140144, etc.
- 2 of.
- 3 COUNCILMAN JONES: I'd like you
- 4 to make that particular information,
- 5 contact person, available to each member
- of Council so they can in turn enlighten
- 7 some of the non-profits in their area.
- 8 I'll give you an example. We're working
- 9 with youth courts in the schools, and one
- of the things -- with the expansion of
- the new courtroom on, I think it's, Arch
- 12 Street, they're going to -- a lot of that
- furniture they're not taking. They're
- going to get modular furniture, things
- 15 like that. And some of those benches,
- chairs, jury boxes are going to schools
- where they have mock courts. And so that
- 18 kind of relationship I'd like to expand
- 19 out to other worthwhile activities within
- 20 the City of Philadelphia. So that
- information going to Councilpersons might
- be helpful.
- Are there any other questions?
- Oh, Councilwoman Brown.
- 25 COUNCILWOMAN BROWN: I too was

1	3/31/14 - WHOLE - BILL 140144, etc.
2	a little disappointed that Councilman
3	Goode's broad questioning was short. So
4	let me first say that 14 years ago when I
5	came here, I never saw any other women or
6	people of color sitting at that table.
7	Change is good, and I commend you for
8	doing that. That's a very, very serious
9	statement. For too long we didn't have
10	folks representing this department. And
11	so to see that change has happened in a
12	very, very good way is quite encouraging.
13	What happens with regards to
14	succession planning given the number of
15	folk you said are enrolled in the DROP
16	program?
17	COMMISSIONER ORTMAN: What is
18	happening with it? Well, we're
19	constantly meeting with HR in order to
20	try and fill the spots that we have, and
21	we're trying to train the people that we
22	already have in-house to do like for
23	me, I'm going to be leaving. Hopefully
24	there will be somebody in-house. They're
25	all getting trained to do it. Who is

1	3/31/14 - WHOLE - BILL 140144, etc.
2	going to end up there, I can't speak for
3	the Mayor or for the Managing Director or
4	the Finance Director on that.
5	COUNCILWOMAN BROWN: Sure. So
6	does that happen do you lead that
7	effort or is there some unit or entity
8	within government that takes the
9	responsibility to ensure a seamless
10	transition when you have employees who
11	are in DROP transitioning out?
12	DEPUTY COMMISSIONER DAY: So
13	the process that we've taken is, we have
14	a partnership with Human Resources, HR,
15	and we identify critical positions that
16	we know are retiring, and if they are a
17	critical position, we try and hire ahead
18	of time for a dual incumbency training
19	period.
20	COUNCILWOMAN BROWN: A what?
21	DEPUTY COMMISSIONER DAY: A
22	dual incumbency training period. And
23	we've been successful in doing that a
24	couple of times. And, again, not every
25	person that's retiring is a critical

```
1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         position. So we do replace them as
 3
         quickly as possible as close to their
         retirement. However, for the critical
 4
         positions, we do have that plan in place
 5
         to hire them ahead of time and train
 6
         them.
                   COUNCILWOMAN BROWN:
                                         Okay.
 9
         Well, then that suggests that the earlier
10
         or initial tenets of the DROP program
11
         indeed are being revealed in a handsome
12
         way.
13
                   DEPUTY COMMISSIONER DAY:
14
                   COUNCILWOMAN BROWN:
                                         Okay.
                                                In
15
         your testimony on Page 6, you highlight
         challenges facing your department,
16
17
         specifically with regards to high
18
         turnover. Has Procurement considered
         partnerships with -- period? What do you
19
20
         do to simply address that reality?
21
                   DEPUTY COMMISSIONER DAY:
22
         mean, I think it's along the lines of
         what we've done, which is working with
23
24
         our Human Resources and identifying those
25
         critical positions to have dual
```

```
1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         incumbencies.
                   COUNCILWOMAN BROWN:
 3
                                         So that's
 4
         related to the DROP but not to anything
         else?
 5
                   DEPUTY COMMISSIONER DAY:
 6
                                              The
         majority of the turnover in our
 8
         department has been related to
         retirements.
 9
10
                   COUNCILWOMAN BROWN:
                                         Okay.
11
         me seize the moment now to say thank you
12
         for working closely with my office on the
13
         Philly's first local bidding preference
14
         bill. We appreciated the work that
15
         needed to happen on that to make it real.
         So thank you for that.
16
17
                   You report in your testimony
18
         that you awarded two one-year contracts
19
         for emergency HVAC parts. Can you tell
20
         us what does happen? For unique skill
21
         sets like this, what's the protocol, if
22
         you will, for how your department goes
         out to seek potential bidders to fulfill
23
24
         this type of need?
                                          I'll let
25
                   COMMISSIONER ORTMAN:
```

```
1
           3/31/14 - WHOLE - BILL 140144, etc.
 2
         Trevor do that, but I think there's a
 3
         slight misunderstanding. We did not
         award a one-year contract for that work.
 4
         We awarded a one-year contract to a
 5
         company -- to two companies to put on the
 6
         reverse auction for that work.
                   COUNCILWOMAN BROWN:
                                         Okay.
 9
         walk that through for me, because I did
10
         misread that.
11
                   COMMISSIONER ORTMAN:
                                          Talk you
12
         through a reverse auction?
13
                   COUNCILWOMAN BROWN:
                                         Yes.
14
                   COMMISSIONER ORTMAN: Trevor.
15
                   He's my guru on that.
16
                   DEPUTY COMMISSIONER DAY:
                                              So a
17
         reverse auction is kind of like Ebay
         except in a reverse style. Ebay you're
18
19
         bidding up the prices and you have
20
         multiple buyers.
                           In a reverse auction
21
         you have one buyer, which is the City of
22
         Philadelphia, and multiple providers.
23
         And so the providers are bidding down
24
         their pricing so we get a more
25
         competitive pricing. And there are
```

- 3/31/14 WHOLE BILL 140144, etc.
- 2 services or companies that provide the
- 3 service, and we as a pilot program
- 4 awarded two one-year contracts to do a
- 5 pilot program to ensure that we, the City
- of Philadelphia, could actually run a
- 7 reverse auction.
- 8 COUNCILWOMAN BROWN: Is that a
- 9 new practice?
- 10 DEPUTY COMMISSIONER DAY: Yes.
- 11 COUNCILWOMAN BROWN: What drove
- that new way of doing things?
- 13 COMMISSIONER ORTMAN: We had
- to -- it's been going on around the
- 15 country for years and we had to get a
- 16 City Charter change in order to do it.
- 17 If you recall, I think it was three years
- 18 ago we changed the Charter to get it, and
- 19 then we had to put it into effect, which
- also takes some doing, because of all the
- 21 little idiosyncrasies of our rules and
- 22 regulations.
- 23 COUNCILWOMAN BROWN: I see.
- Lastly, in your Operating
- 25 Budget under Professional Services,

1 3/31/14 - WHOLE - BILL 140144, etc.

- 2 consulting agreements were made for
- 3 consulting on Civic Initiatives. It
- 4 moved from 30,000 to 65,000. Can you
- 5 explain the jump, just the increase?
- 6 DEPUTY COMMISSIONER DAY: Where
- 7 is that?
- 8 COUNCILWOMAN BROWN: Page 15 of
- 9 the detail under your department. It has
- 10 here "Civic Initiatives." First, what is
- 11 that? Is that a company or -- oh, it's
- the name of a provider. It's the name of
- a provider.
- DEPUTY COMMISSIONER DAY: Yeah,
- that is a name of a provider. That
- 16 contract that we had with Civic
- 17 Initiatives was in Fiscal Year '13.
- 18 COUNCILWOMAN BROWN: Right.
- 19 DEPUTY COMMISSIONER DAY: We do
- 20 not anticipate having that contract this
- 21 fiscal year or next fiscal year.
- 22 COUNCILWOMAN BROWN: Okay.
- 23 Even though --
- 24 DEPUTY COMMISSIONER DAY: It
- was a placeholder for -- that \$65,000 is

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1	3/31/14 - WHOLE - BILL 140144, etc.
2	funding that we use for professional
3	services contracts that we deem that we
4	need throughout the year. So for Fiscal
5	Year '15, which is what the budget is
6	for, we are considering putting out an
7	RFP for training and other
8	procurement-related consulting services,
9	because what we feel is that the City of
10	Philadelphia does not operate in the same
11	sort of best-of-breed procurement
12	purchasing and we wanted that contract in
13	place to help advise us in how to best
14	move forward.
15	COUNCILWOMAN BROWN: And how
16	to?
17	DEPUTY COMMISSIONER DAY: Best
18	move forward.
19	COUNCILWOMAN BROWN: So the
20	Commissioner is getting ready to retire
21	or you're retire is a four-letter
22	word. You're about to start another
23	chapter, let's put it that way. And were
24	you here last year, sir?
25	DEPUTY COMMISSIONER DAY: Yes,

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1 3/31/14 - WHOLE - BILL 140144, etc.

- 2 I was.
- 3 COUNCILWOMAN BROWN: Okay. I
- 4 guess that answers the subsequent
- 5 question. Thank you very much.
- 6 Thank you, Majority Leader.
- 7 COUNCILMAN JONES: Thank you.
- I would only say that thank you
- 9 for your service. I know you'll miss us,
- 10 because we will miss you.
- 11 Are there any other questions
- 12 for this panel?
- 13 (No response.)
- 14 COUNCILMAN JONES: Seeing none,
- I just wanted to say, Angela Dowd-Burton
- sitting here, she looks so disappointed
- 17 that Wilson Goode left, Councilman Goode
- 18 left. I will only say for the record
- 19 thank you for meeting with the group of
- 20 contractors today to explain the City's
- 21 policy and we appreciate the outreach
- 22 effort.
- MS. DOWD-BURTON: Absolutely.
- 24 COUNCILMAN JONES: And Alice
- Dungee-James as well. Thank you.

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           3/31/14 - WHOLE - BILL 140144, etc.
 1
 2
                    Seeing no other questions, this
         committee will stand in recess until
 3
         Tuesday, April 1st at 10:00 a.m., at
 4
 5
         which time we will reconvene in Room 400,
         City Hall.
 6
                    Thank you all.
 7
 8
                    (Committee of the Whole
         recessed at 4:35 p.m.)
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1		
2	CERTIFICATE	
3	I HEREBY CERTIFY that the	
4	proceedings, evidence and objections are	
5	contained fully and accurately in the	
6	stenographic notes taken by me upon the	
7	foregoing matter, and that this is a true and	
8	correct transcript of same.	
9		
10		
11		
12		
13		
14	MICHELE L. MURPHY	
15	RPR-Notary Public	
16		
17		
18		
19	(The foregoing certification of this	
20	transcript does not apply to any reproduction	
21	of the same by any means, unless under the	
22	direct control and/or supervision of the	
23	certifying reporter.)	
24		
25		

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