



PHL

Taking Care
of Business
(PHL~TCB)



City Council
PHILADELPHIA

CHERELLE L. PARKER
Councilwoman, 9th District



What is PHL Taking Care of Business (PHL~TCB)?

PHL Taking Care of Business (PHL~TCB) is a newly-proposed Citywide business corridor (a.k.a. commercial corridor) cleaning program, in which every Council District will receive thirty (30) on-the-job trainees (hereafter "trainees"), each paid a living wage, who will be responsible for litter and blight removal, as well as some additional maintenance work. The trainees will clean on and around neighborhood business corridors on a regularly occurring basis, coordinating with City agencies and existing community development corporations (CDCs), business improvement districts (BIDs), special services districts, and/or neighborhood-based organizations so as not to duplicate existing services.



"As a business owner, I can say from personal experience that cleanup programs like Councilwoman Parker's are win-wins for everyone. Clean corridors improve business, make the area safer, and provide much needed jobs for local residents."

- Michael Rashid, Owner, MECCA Childcare Academy

Where did the idea for PHL~TCB originate?

For the past two Fiscal Years (FY19 and FY20), Councilwoman Cherelle Parker's specific budget "ask" was for operating funds for business corridors in the 9th Council District. The funding requests were to address cleanliness and safety issues, as well as to complete beautification and branding projects on business corridors. It took time for the FY19 funding to start being expended, and once it did, contracts were then executed in order to launch the new business corridor cleaning program. For this reason, the majority of the funding for both FY19 and FY20 began being expended with the commencement of FY20 (July 1, 2019).

Throughout the summer of 2019, workers dressed in neon green shirts have fanned out across the 9th Council District to clean the business corridors multiple times a week. Their positive impact has been immediate, with business owners, residents, and consumers expressing their praise for the program. As a result of the program's success, the Councilwoman has proposed expanding this program Citywide, using the 9th District Business Corridor Cleaning Program as a blueprint.



"Twelve years ago I walked to Harrisburg under the banner of 'Jobs Not Guns,' promoting jobs as a solution to violence. Councilwoman Parker's 'PHL Taking Care of Business' initiative is a big step to providing jobs to those most in need. Give a person work and it gives them dignity and the feeling of self-worth in their lives." – Bilal Qayyum, president, Father's Day Rally Committee



How much will PHL~TCB cost, and where will the funding come from?

For FY20, PHL~TCB will cost roughly \$10 million (itemized budget available upon request). Some of the costs will be one-time or intermittently occurring costs, such as those for materials and supplies, but most costs will be annually occurring. The funding will come from a transfer ordinance to the Commerce Department, but the funds will not be transferred from other departments; instead, they will come from the City's fund balance. For FY20, the adopted budget projected an ending fund balance of \$209.9 million, but it is likely to come in quite a bit higher than that. Relatedly, for FY19, the adopted budget projected an ending fund balance of \$139.5 million, but it is now projected to end the year at about \$300 million.

The funding for PHL~TCB can be supplemented by state government and private sector funding. Philadelphia Industrial Development Corporation (PIDC) operates a 501(c)(3) and has the capacity to receive private sector donations. By working with groups like The Chamber of Commerce for Greater Philadelphia, the African American Chamber of Commerce, the Philadelphia Hispanic Chamber of Commerce, the Asian American Chamber of Commerce of Greater Philadelphia, and labor unions (including public sector unions, the building trades unions, and private sector unions), PHL~TCB is intended to be an intergovernmental public-private partnership, utilizing local and state funding as well as private sector funding.

After the Citywide rollout of this program and based on the amount of private sector donations and state funding, the ongoing costs for the program (FY21 and beyond) will be determined.



"Councilwoman Parker's 'PHL Taking Care of Business' initiative is an innovative approach to reducing blight in our business districts and providing a hand up - not a hand out - to local residents by providing them a job with a living wage. It's a win-win for businesses and the City." - Ryan N. Boyer, president, Philadelphia Building Trades Union



How will PHL~TCB be implemented?

Councilwoman Parker will advocate for the transfer ordinance to allocate funding to oversee and administer this new program Citywide, to hire 30 trainees for each Council District, and to cover daily operational costs of the program. While the initial funding source will be City dollars, this will not be a City program, and the trainees will not be City employees.

Instead, the funding will flow from the Commerce Department to a third-party entity – PIDC – who will issue RFPs and/or contract with CDCs and other neighborhood-based organizations who will each manage the program on several business corridors. It is envisioned that each Council District will have on average two CDCs and/or neighborhood-based organizations managing the program for that Council District. The CDCs and/or neighborhood-based organizations may then choose to contract with a professional cleaning firm who will hire the trainees, or depending on capacity, keep the work in-house. The intent is for the trainees to be local, so that residents will literally be cleaning where they live.

The Commerce Department and PIDC will work with each District Council member to provide guidance on how best to implement this program in each Council District. Understanding that every Council District has unique strengths, weaknesses, and needs, this program will be tweaked for each and every Council District. For example, some Council Districts have a strong CDC structure and/or BIDs; they may not need supports and services on their primary business corridors, but they may need them on secondary and tertiary business corridors. However, to ensure uniformity to a certain degree across the

"Paying local people to clean their own community. Now that's a great idea! Putting neighbors to work will result in stronger commercial corridors throughout our City."

- Ken Weinstein, Chair of Mt. Airy Business Improvement District and president of Philly Office Retail



City, the Commerce Department shall develop a curriculum and baseline standards for all trainees to follow. Furthermore, the Commerce Department will oversee the program to ensure equity and quality control.

For the roughly 300 trainees hired, the only qualifications are that they show up to work on-time and be ready to work. The trainees will each work about 25 hours per week and be paid a living wage, which is \$15 per hour. The trainees will be trained as they are getting paid, and they will also receive additional wraparound supports. These wraparound supports will come from partnering nonprofits, and they will include, but are not limited to: professional development and resume building, guidance on returning to school or pursuing higher education/vocational training, financial counseling, etc. The intent is that PHL~TCB will become a pipeline for employers from both the public and private sectors that are seeking new workers. The hope is that the trainees will be given some degree of civil service preference if they apply for certain City jobs.

In order to track results and ensure maximum success, PHL~TCB will include thorough data collection, analysis, and assessment. Some funding has been earmarked to hire a third-party independent research firm to do both quantitative and qualitative analysis during the rollout of the program and after its full implementation. The quantitative analysis will use existing performance measures – such as the Litter Index – as well as other relevant measures. Some of these measures will be gathered via a survey of business owners, residents, and consumers. Finally, the qualitative analysis will consist of one-on-one interviews with individuals at all levels of the program – those at PIDC and the Commerce Department, as well employees at the CDCs, the trainees, business owners, etc.



"Living on a busy street with lots of businesses, you always see trash on the street. Ever since the 9th District street cleaning team started, you definitely see a difference. I believe neighbors see the difference too. People walk around prouder and are more likely to speak up when they see people throwing trash on the ground. Thank you, Councilwoman Parker, for caring." - Frank Huynh, resident

What is the intended impact of PHL~TCB?

Business corridors are the lifeblood of communities and neighborhoods throughout the City. They serve as economic engines, places where small businesses and entrepreneurs exist side-by-side with franchises and chain stores. Many business corridors are also residential blocks, with residents living directly above the stores. According to OpenDataPhilly, there are 278 "commercial corridors, centers, districts, and projects that provide consumer-oriented goods and services, including retail, food and beverage, and personal, professional, and business services."

While some business corridors in our City benefit from organized, sustained support from CDCs, BIDs, special services districts, and/or neighborhood-based organizations, many business corridors do not have such support. According to the Philadelphia Association of Community Development Corporations (PACDC), there are 37 "Supported Commercial Corridors," which "are those whose managing group is either in the CDC Tax Credit Program, receives grants from the Philadelphia Commerce Department for corridor management and/or cleaning, or is an active PACDC member with other forms of meaningful corridor support and staff." Unfortunately, the support business corridors may or may not receive has created a system of "haves" and "have nots," with some business corridors remaining relatively clean and well-maintained, while others struggle with litter, blight, storefront maintenance, and branding challenges.



While the City has recently done more to assist its business corridors, from a street sweeping pilot program to an increased financial commitment for FY20, the City could still do more to ensure that its business corridors are thriving.

PHL~TCB will most importantly reduce litter and blight, but its impact will be much larger. PHL~TCB will support small businesses and entrepreneurs, stimulate job creation/training, retain and attract residents and businesses and decrease poverty and crime, all while creating a pipeline for employers from both the public and private sectors and expanding the City's tax base. Ensuring clean and safe business corridors is a problem this City can solve, but it will take resources, coordination, hard work, and dedicated residents, property owners, and business owners.

"As a union representing thousands of Philadelphians, we know that the best anti-poverty program is good jobs. We support the PHL~TCB program's goals to provide valuable job experience while making the city a cleaner, healthier place for our members and their families." - Gabe Morgan, Vice President of 32BJ SEIU



"Every corner of Philadelphia deserves clean, safe, attractive commercial corridors to support businesses, shoppers, and residents. For too long, our limited resources only supported cleaning on a fraction of business corridors throughout the city. PACDC applauds Councilwoman Parker's leadership in advocating for resources that would boost cleaning by five-fold across every Council district of Philadelphia. This proposal would not only create 300 jobs across the city, but many more as a result of having cleaner, safer, more attractive places to shop and do business."

- Beth McConnell, Policy Director of the Philadelphia Association of Community Development Corporations.

"Councilmember Cherelle Parker's 'PHL Taking Care of Business' program to clean and beautify neighborhood commercial corridors across Philadelphia is an excellent idea. Our neighborhood business districts are economic lifebloods across our city. From Strawberry Mansion to West Philly, from North and Northeast Philly to Roxborough, neighborhood businesses employ local residents and give citizens a place to shop and buy right where they live. This program will pay workers a living wage and introduce them to workforce training that can lead to other professional opportunities and jobs. I strongly support PHL

Taking Care of Business."

- Council President Darrell L. Clarke

"I've lived within walking distance of the Broad and Olney business corridor for over 40 years, and I am very familiar with the challenges. Once this cleaning program started, I noticed an immediate change in how the corridor looks. It's much, much cleaner and looks a lot nicer than it did just a few months ago. I believe seeing the men and women cleaning also encourages transit riders and residents to put trash in the trash cans. I hope this cleaning program continues because it is good for this entire community."

- Geneva Church, resident

"The Chamber of Commerce for Greater Philadelphia along with our many neighborhood job growth partner organizations applaud Councilwoman Parker for her leadership on this important job creation initiative. Creating safe, clean, and welcoming commercial corridors is essential if we are going to stem the tide of neighborhood job decline in the City of Philadelphia. Councilwoman Parker's initiative has proven to be successful in her Council district. We now look forward to working the Councilwoman and her colleagues to advance this program in commercial corridors throughout the city."

- Rob Wonderling, president and CEO of The Chamber of Commerce for Greater Philadelphia

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"On behalf of the African American Chamber of Commerce, I commend Councilwoman Parker for her thought leadership, and continued commitment to Philadelphia. PHL 'Taking Care of Business' will create living wage jobs, while simultaneously revitalizing Philadelphia's neighborhood business corridors. This initiative will benefit African American businesses throughout the city. We look forward to working with Councilwoman Parker on this initiative, and promoting neighborhood economic growth throughout Philadelphia."

- Steven Bradley, Chair, African American Chamber of Commerce