



Center City District Street Cleaning | Matt Stanley

# CENTER CITY DISTRICT

Center City District (CCD) started in 1991 with a mission to make downtown Philadelphia clean, safe and attractive. In the last 28 years, CCD has broadened its services to include physical, streetscape enhancements, park renovation and management and programming year-round to enhance the vitality of Center City.

**CLEAN:** CCD deploys 147 uniformed sidewalk cleaners and supervisors in two overlapping shifts seven days a week, sweeping litter manually and mechanically, no less than three times per day from each sidewalk in the district. Walkways with heavier pedestrian volumes are cleaned more frequently. The first CCD cleaners appear on the street at 6 a.m. and teams are deployed throughout the day, with crews working in prime retail and entertainment areas until 7:30 p.m. in warm weather months and until 5:30 p.m. in winter. Pressure washing crews remove stains and grime from sidewalks in warm weather months, Sunday through Thursday from 5 a.m. to 1:30 p.m.

Crews also maintain all CCD parks, remove graffiti from the ground-floor façades of buildings in the district and scrape thousands of stickers, posters and tags from light poles, directional signs, and other street furniture including City-owned Big Belly trashcans and Philadelphia Parking Authority

fare kiosks. Nearly two-thirds of respondents to CCD's 2018 Customer Satisfaction Survey rated Center City as 'much cleaner' than other Philadelphia neighborhoods.

Besides litter, two-thirds of respondents note that overflowing municipal trash cans detract from the appearance of Center City sidewalks, while 56% express concern about commercial and residential trash placed out inappropriately.

**SAFE:** CCD also deploys 46 uniformed Community Service Representatives (CSRs) who work in partnership with the Philadelphia Police Department, serve as eyes on the street, offer information and directions to visitors, workers and residents, and provide outreach services to those experiencing homelessness. CSRs are deployed from 8 a.m. to 11 p.m. Tuesday through Saturday, and 10 a.m. to 6 p.m. on Sundays and Mondays.

Since 1993, the number of serious crimes has dropped by 36% in the district, including a 90% drop in thefts from autos. But in the last year, there has been an uptick in the number of crimes reported within the CCD and a significant increase in the last several years in the number of individuals who are homeless and panhandling on Center City streets. Respondents to CCD's

Customer Satisfaction Survey noted that a reduction in the number of panhandlers and individuals sleeping on the street is their top priorities to enhance safety downtown.

To respond to the rise of homelessness and panhandling and better address those in need, the CCD in 2018 funded and launched a homeless outreach pilot program in partnership with Project Home, the Philadelphia Police Department and the city's Department of Behavioral Health. Combined teams from Project Home, the Philadelphia Police and CCD CSRs succeeded during 30 weeks in persuading 134 people to come off the street and enter social service, mental health and housing programs. CCD provided transportation for more than half, easing the connection to service for many who were previously reluctant to accept help. No citations nor arrests were made.

CCD is doubling the number of teams for 2019, enabling more trained outreach workers to help connect more people on the street each day to the services they need to achieve recovery.

CSRs routinely survey Center City sidewalks, reporting deteriorated conditions and quality-of-life concerns to the responsible public agencies and following up to ensure resolution. CSRs also engaged in 215,293 extended conversations with pedestrians in 2018 – mostly to provide point-of-interest information and directions, although nearly one-fourth involved public safety and security issues.

**ATTRACTIVE:** CCD continues to maintain and update the \$148.5 million in capital improvements we have made in the district during the last two decades. This includes cleaning and updating 442 pedestrian directional signs, 240 transit portal signs, 85 bus shelter maps and 54 interpretative signs along the Benjamin Franklin Parkway. CCD maintains 243 of the 2,879 pedestrian light poles we installed in the district (the Philadelphia Streets Department services the remainder). Twenty-three sculptures, 12 Parkway building façades, and 12 Avenue of the Arts building façades are all lit through CCD capital investment.

CCD has planted 876 trees, including 165 in the four parks we manage. In 2018 alone, CCD planted 285 vines, shrubs and perennials, along with 4,250 bulbs. To further enhance the downtown streetscape, the Center City District Foundation (CCDF) has launched a new fundraising initiative, Plant Center City, to add 200 more trees in the central business district during the next two years. For more information on CCDF's initiatives, visit [www.supportccdf.org](http://www.supportccdf.org).

The number of events held in CCD's four parks grew in 2018. John F. Collins Park experienced the largest jump in attendance from its summer-long Friday evening wine garden events. Dilworth Park hosted more than 100 events in 2018, ranging from programming for nonprofit organizations, free ice skating and group fitness sessions, free movies and musical performances, an arts fair, several craft markets featuring local artisans and brand activations. In December 2018, a record-breaking 1.3 million people visited Dilworth Park, the Rothman Orthopaedics Ice Rink, Wintergarden, Deck the Hall Light Show presented by Independence Blue Cross with 6abc, and Made in Philadelphia Holiday Market, pushing total annual attendance to 10.8 million.

The first phase of *Pulse*, a colorful and interactive public art installation by Janet Echelman, was activated within Dilworth Park's fountain in 2018. The work became an instant hit with adults and children, earning widespread media attention locally and internationally. Phase I – the green line – follows the SEPTA trolley route beneath the park. In 2019, CCDF is actively fundraising for the final phases of the work that correspond to the Market-Frankford Line (blue) and the Broad Street Line (orange).

CCD also completed construction of the first phase of the Rail Park in 2018, transforming a blighted section of the former Reading Railroad Viaduct into an elevated park with walking paths, swinging benches, and expansive city views. CCD oversaw all planning, design and construction for this \$10.8 million construction project, which is spurring growth in the Callowhill and Chinatown North neighborhoods, providing residents with an attractive new amenity.

Throughout the year, CCD promotes Center City as the region's premier shopping and dining destination. During typically slow weeks in midwinter and early fall, Center City District *Restaurant Week* attracts thousands of city and suburban residents with specially-priced menus at more than 100 restaurants. The summer-long Center City District *Sips* campaign is similarly designed to encourage Philadelphia's young professionals to patronize Center City restaurants and bars after work.

*Shop Center City*, a year-round campaign, promotes Center City's unique retail mix to local shoppers through a diverse group of influencers and a robust social media campaign highlighting the eclectic mix of merchants and the unique shopping experience only found in Center City.

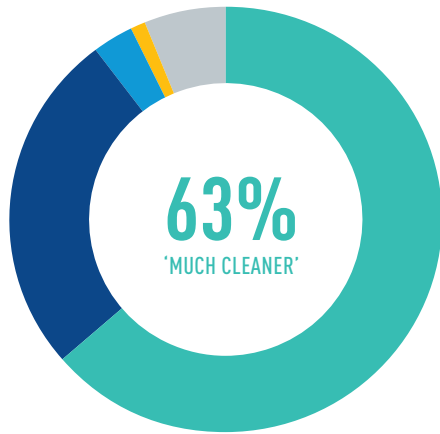
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Each year, the Center City District conducts a **Customer Satisfaction Survey**. In October and November 2018, more than 6,000 postcards with an online link were distributed: 2,000 to pedestrians in Center City, 1,000 mailed to downtown commercial property owners and 3,200 to residential owners in the District. An ad for the survey appeared in the fall Digest, mailed to 9,632 business owners, workers and residents. A social media and email campaign through several CCD social media accounts spanned the eight-week period; four "special edition" emails were sent to all 93,000 of our email subscribers throughout the region. In addition, we conducted five days of on-street interviews at nine locations (Dilworth Park, 18th & Walnut, 13th & Sansom, 19th & Market, Comcast Center, 10th & Chestnut, 12th & Market, Collins Park, Sister Cities Park). In all, the CCD received 5,816 responses.

## CENTER CITY DISTRICT

### CLEANLINESS OF CENTER CITY SIDEWALKS VS. OTHER PARTS OF PHILADELPHIA

- 63% MUCH CLEANER
- 26% ABOUT THE SAME
- 3% SOMEWHAT DIRTIER
- 1% MUCH DIRTIER
- 6% NOT SURE



Source: Center City District, 2018 Customer Satisfaction Survey

### CENTER CITY HAS EXPERIENCED A SIGNIFICANT REDUCTION IN CRIME IN THE LAST 25 YEARS

(25-YEAR CHANGE, 1993-2018)



- 90% THEFT FROM AUTO
- 32% RETAIL THEFT
- 36% SERIOUS CRIMES

147



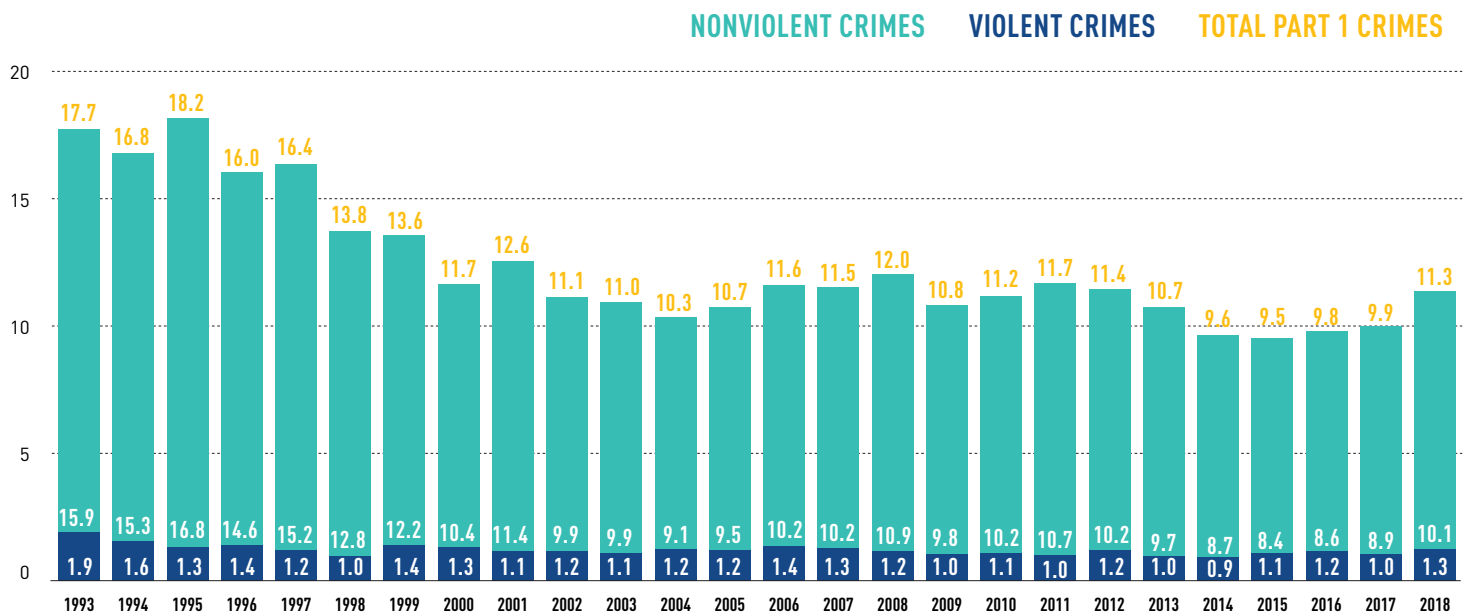
UNIFORMED CLEANING PERSONNEL AND SUPERVISORS

535



BUILDING FACADES CLEANED OF GRAFFITI TAGS

### PART 1 CRIMES PER DAY IN THE CENTER CITY DISTRICT, 1993-2018



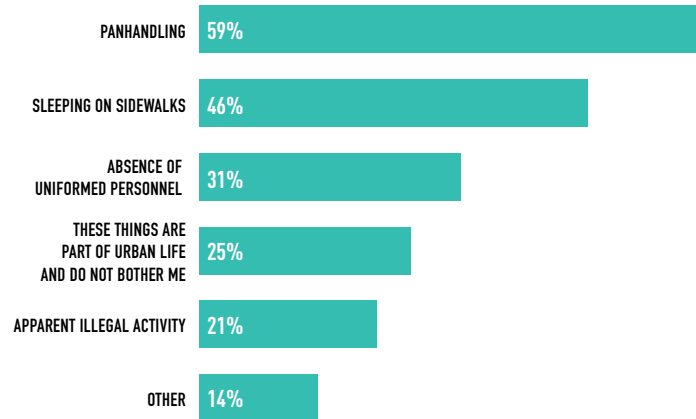
Source: Philadelphia Police Department

### PERCEPTIONS OF SAFETY IN CCD



Source: Center City District, 2018 Customer Satisfaction Survey

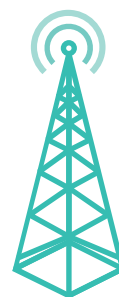
### WHY RESPONDENTS FEEL UNSAFE IN CCD



Source: Center City District, 2018 Customer Satisfaction Survey

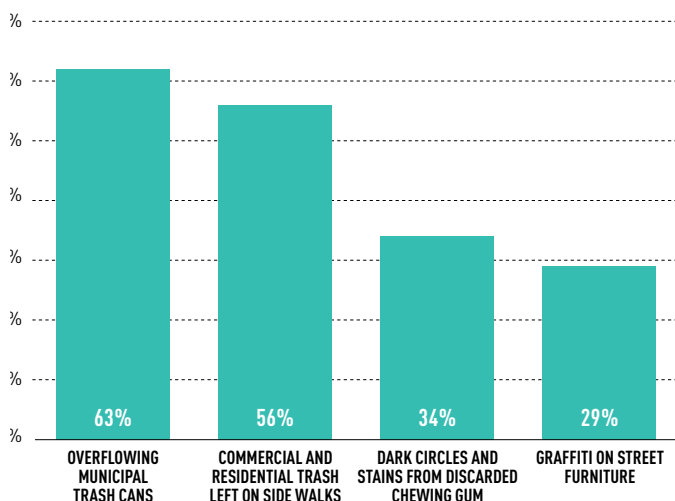


**110+**  
POLICE OFFICERS AND COMMUNITY SERVICE REPRESENTATIVES STAND JOINT ROLL CALL AND COORDINATE DEPLOYMENT



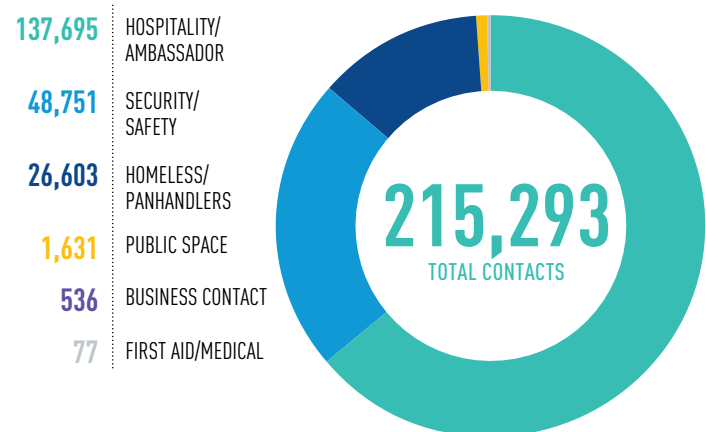
**215**  
ALERTS SENT  
**3,885**  
INDIVIDUALS, BUSINESSES OR ORGANIZATIONS RECEIVING ALERTS

### BESIDES LITTER, PLEASE TELL US WHICH ARE THE TWO BIGGEST PROBLEMS THAT DETRACT FROM THE APPEARANCE OF SIDEWALKS IN CENTER CITY?



Source: 2018 Customer Satisfaction Survey, Center City District

### COMMUNITY SERVICE REPRESENTATIVE CONTACTS



Source: 2018 Daily Activity Logs, Center City District

**CENTER CITY PANHANDLING SURVEY, 2009–2018** (AVERAGE NUMBER OBSERVED PANHANDLING IN DAYTIME SURVEYS WITHIN CCD BOUNDARY)

MONTH	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	10 YEAR AVERAGE
January	22	18	12	20	23	17	22	14	29	45	22
February	19	9	12	18	20	22	21	25	31	64	26
March	20	19	14	16	20	21	25	30	26	56	25
April	23	17	21	31	26	26	25	34	35	55	29
May	23	16	20	18	25	31	35	35	31	69	30
June	22	15	21	18	21	38	28	33	34	82	31
July	20	20	20	23	27	32	30	36	42	74	32
August	25	21	23	21	28	30	32	44	48	87	36
September	28	21	21	27	31	32	28	49	77	71	39
October	21	22	22	21	32	36	27	48	60	80	37
November	21	19	19	24	22	36	33	39	54	57	32
December	16	13	20	28	22	33	24	39	54	60	31
Yearly Average	22	18	19	22	25	29	27	35	44	66	31

Source: Center City District

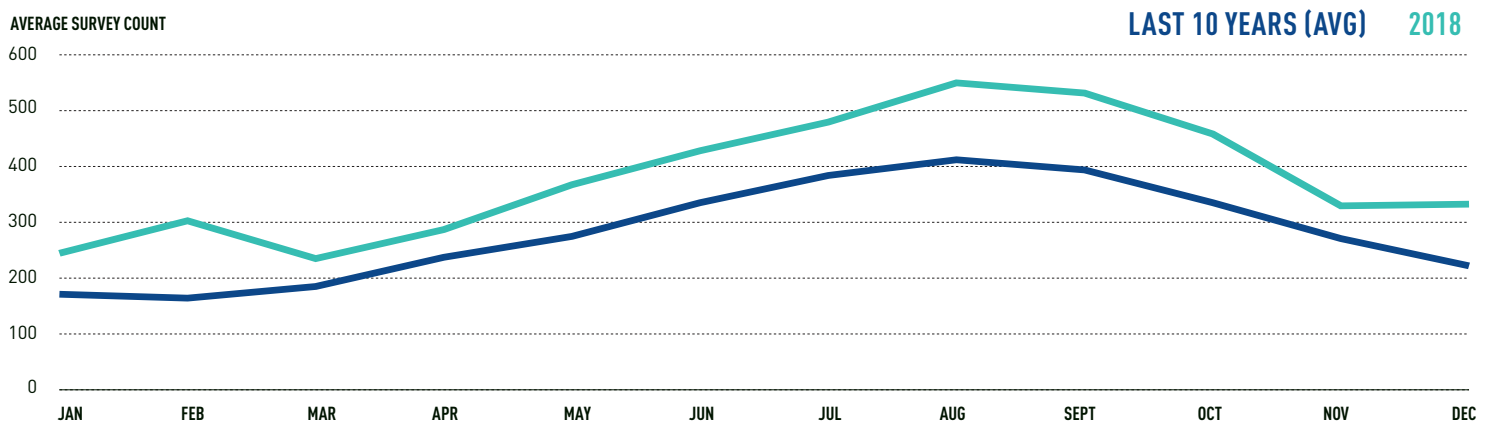
**CENTER CITY HOMELESS SURVEY (DAYTIME), 2009–2018** (AVERAGE NUMBER OBSERVED IN DAYTIME SURVEYS WITHIN CCD BOUNDARY)

MONTH	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	10 YEAR AVERAGE
January	27	36	19	26	29	22	17	26	39	58	27
February	38	19	44	61	16	61	16	39	50	62	38
March	36	48	33	74	42	23	25	43	62	62	43
April	49	62	53	42	50	65	32	59	50	102	51
May	63	68	69	59	46	63	33	55	44	111	55
June	61	89	84	43	66	101	35	55	47	127	64
July	74	49	71	66	58	95	46	71	73	108	67
August	75	63	72	95	92	125	67	91	181	137	95
September	72	69	60	88	76	46	56	81	136	115	76
October	72	61	56	95	61	78	45	75	152	90	77
November	66		26	44	48	76	28	53	78	81	46
December	27	24	29	41	37	22	54	64	84	79	42
Yearly Average	54	53	50	63	51	67	38	60	86	94	62

\* No survey data for November 2010.

Source: Center City District

**HOMELESS SURVEY DATA (OVERNIGHT)** (AVERAGE NUMBER OBSERVED IN OVERNIGHT SURVEYS WITHIN 6TH & 9TH POLICE DISTRICTS)



Source: Philadelphia Police Department

## CENTER CITY DISTRICT STREETSCAPE ASSETS, 2018



### 1,238 LANDSCAPING

- 711 STREET TREES
- 362 PLANTERS
- 165 TREES IN 4 PARKS



### 1,295 SIGNS

- 442 PEDESTRIAN DIRECTIONAL SIGNS
- 259 DISKMAP SIGNS
- 240 TRANSIT PORTAL SIGNS AT 84 PORTAL ENTRANCES
- 215 VEHICULAR DIRECTIONAL SIGNS
- 85 BUS SHELTER MAP SIGNS
- 54 PARKWAY INTERPRETIVE SIGNS



### 3,178 ART IN TRANSIT ADS

- 3,069 BANNERS
- 109 PRINT POSTERS & DIGITAL SCREENS



### 1,071 STREET FURNITURE

- 43 ADJUSTABLE HONOR BOX CORRALS
- 22 FIXED (IN-GROUND) HONOR BOX CORRALS
- 17 ON-STREET BIKE RACKS
- 32 PARK BIKE RACKS
- 31 PARK BENCHES
- 754 ON-STREET BOLLARDS
- 18 STREETSCAPE BENCHES
- 154 BANNER POLES



### 3,740 LIGHT FIXTURES

- 2,879 PEDESTRIAN LIGHT POLES\*
- 85 CITY HALL LIGHTING - 10 LOCATIONS
- 64 LIGHT FIXTURES ILLUMINATING 23 SCULPTURES
- 12 LIGHTED PARKWAY BUILDING FAÇADES
- 446 LIGHT FIXTURES ON 12 AVENUE OF ARTS BUILDING FAÇADES
- 254 LIGHT FIXTURES ILLUMINATING 6 UNDERPASSES

## CENTER CITY DISTRICT STREETSCAPE MAINTENANCE, 2018

STREET LANDSCAPING	
Trees Pruned	173
Trees Replaced	64
Shrubs, Perennials, & Vines Planted	285
Bulbs Planted	4,250
LIGHTING	
Pedestrian Light Poles Repaired	2
Pedestrian Light Poles Relamped	155
Parkway Sculpture Lights Relamped	14
Parkway Façade Lights Replaced	4
Avenue of the Arts Façade Light Fixtures Replaced	13
SIGNS	
Wayfinding Signs Cleaned	198
Wayfinding Signs Replaced	143
Wayfinding Signs Updated	27
Transit Portal Signs Cleaned	38
Parkway Signs Cleaned	16
Bus Shelter Signs Cleaned	14
CCD PARKS	
Shrubs, Perennials, & Grasses Planted	1,170
Trees Planted	9
Trees Pruned	40
Bulbs Planted	25,300
Benches Refurbished	54
OTHER	
Newspaper Corrals Serviced	67
Pedestrian Poles Cleaned	19
Bike Racks Cleaned	8
Bus Shelter Signs Installed	13
Streetscape Benches Cleaned	11
Planter Pots Cleaned (Graffiti)	5
Bollards Cleaned	31
Banner Poles Reinstalled/Replaced	3
Banner Poles Cleaned	61

\*Reflects total number of pedestrian light poles installed since 1996. Of these, CCD owns and maintains 243 light poles. The rest are maintained by the Philadelphia Streets Department

Source: Center City District

EVENTS HOSTED IN CCD-MANAGED PARKS, 2018

<b>DILWORTH PARK</b>	<b>102</b>
Social (Tented)	13
Brand Activation	47
Community Access Program	6
Other	36
<b>SISTER CITIES PARK</b>	<b>6</b>
Athletic	2
Picnic Permit	2
Social	2
<b>JOHN F. COLLINS PARK</b>	<b>50</b>
Wine Garden	34
Wedding/Engagement	11
Social	5

Source: Center City District

IN 2018, DILWORTH PARK HOSTED 90 PUBLIC EVENTS AND 12 PRIVATE EVENTS THAT CLOSED A PORTION OF THE PARK ONLY 2.9% OF THE TIME BETWEEN 9 A.M. AND 7 P.M.



**79% OF SURVEY RESPONDENTS**  
THINK CENTER CITY IS HEADING IN THE RIGHT DIRECTION



Dilworth Park | Matt Stanley



**51,000 ICE SKATERS**

AT DILWORTH PARK IN 2018

ANNUAL VISITORS TO DILWORTH PARK

2016: 9,621,000

2017: 10,015,000

2018: 10,828,000



**127,000 VISITORS**

TO WINTERGARDEN AT  
DILWORTH PARK IN 2018



**49,516 PEDESTRIANS**

PER WEEKEND DAY ENTERED  
DILWORTH PARK IN DECEMBER 2018



Dilworth Park, Winter 2018 | We Film Philly



CENTER CITY DISTRICT CAPITAL INVESTMENTS, 1997-2018

PROJECT	YEAR	CCD FUNDS	FEDERAL	CITY	STATE	FOUNDATIONS	OTHER DONORS	TOTAL
Center City Streetscape	1997-98	\$21,000,000		\$5,000,000				\$26,000,000
Market East Streetscape	2000			\$7,500,000				\$7,500,000
Office District Lighting	2002	\$2,300,000		\$400,000			\$300,000	\$3,000,000
City Hall Façade Lighting	2004	\$135,000		\$140,000			\$525,000	\$800,000
Logan Circle Pedestrian Access	2004					\$1,500,000		\$1,500,000
Parkway Lighting	2004-05				\$2,220,000	\$3,000,000	\$30,000	\$5,250,000
3 Parkway Plaza, phase I	2005						\$450,000	\$450,000
City Hall Holiday Lighting	2005	\$400,000						\$400,000
Pedestrian Lighting	2005	\$1,250,000		\$400,000		\$35,000	\$215,000	\$1,900,000
Bus Shelter Signs	2006-07				\$109,200			\$109,200
Aviator Park	2006-07		\$1,750,000					\$1,750,000
Dilworth Plaza, design	2006-10	\$1,555,900				\$1,701,900	\$151,500	\$3,409,300
City Hall Portal Lighting	2007			\$125,000				\$125,000
Honor Box Corrals	2007	\$14,000					\$86,000	\$100,000
Parkway Signs	2007			\$2,600		\$450,000	\$70,000	\$522,600
Pedestrian Lighting	2007	\$347,000		\$390,000			\$365,000	\$1,102,000
Sculpture Lighting	2007					\$10,000		\$10,000
South Broad Lighting, phase I-IV	2007-12				\$350,000	\$1,219,000	\$1,015,900	\$2,584,900
3 Parkway Plaza, phase II	2008	\$516,000			\$1,320,000		\$42,000	\$1,878,000
Transit Portal Signs, phase I-IV	2008-13	\$146,200			\$433,300	\$587,000	\$514,100	\$1,680,600
2nd Street Civic Improvements	2009			\$955,000				\$955,000
Chestnut Park, phase I	2009					\$91,900		\$91,900
Delaware River Trail	2009			\$250,000		\$323,000		\$573,000
TreeVitalize	2009				\$100,000			\$100,000
Chestnut Park, phase II	2010					\$210,500		\$210,500
Sister Cities, phase I	2010	\$66,100					\$186,500	\$252,600
LED Lighting 21st, 22nd, 23rd Street Underpasses	2010-11	\$94,000					\$40,000	\$134,000
Chestnut/John F. Collins Park	2011	\$14,700				\$190,000	\$1,400	\$206,100
Sister Cities, phase II	2011	\$53,700	\$388,700		\$1,985,900	\$393,700		\$2,822,000
Pedestrian Lighting	2011-12	\$196,400		\$1,788,700			\$405,900	\$2,391,000
Dilworth Park, design & construction	2011-14	\$15,764,230	\$15,000,000	\$5,750,000	\$16,350,000	\$1,826,285	\$6,066,226	\$60,756,741
Reading Viaduct, phase I	2011-14	\$75,631		\$750,000		\$32,649		\$858,280
John F. Collins Park	2012	\$8,733						\$8,733
Sister Cities, phase III Completion	2012-13	\$153,600	\$1,117,100	\$0	\$503,900	\$551,900	\$10,000	\$2,336,500
City Hall Lighting Improvement	2012-14			\$142,332				\$142,332
Bus Shelter Signs	2013				\$46,238			\$46,238
Pedestrian Lighting	2014			\$30,820				\$30,820
Dilworth Park Construction	2015	\$2,088,811			\$23,801	\$28,055		\$2,140,667
City Hall Gates	2015	\$2,393		\$1,425,435		\$50,000		\$1,477,828
City Hall Gates Lighting	2016			\$228,500			\$414,717	\$643,217
Rail Park phase I	2015-18	\$636,840		\$2,800,000	\$4,125,300	\$2,447,500	\$913,693	\$10,923,333
City Hall Gates Lighting	2017			\$286,777				\$286,777
Dilworth Park - Pulse	2017-18	\$729,646	\$20,000			\$325,000	\$41,550	\$1,116,196
<b>TOTAL</b>		<b>\$47,548,884</b>	<b>\$18,275,800</b>	<b>\$28,365,164</b>	<b>\$27,567,639</b>	<b>\$14,973,389</b>	<b>\$11,844,486</b>	<b>\$148,575,362</b>

CCD HAS INVESTED \$47.5 MILLION IN DISTRICT RESOURCES IN CAPITAL PROJECTS DOWNTOWN SINCE 1997, LEVERAGING ANOTHER \$101 MILLION PUBLIC, PRIVATE AND FOUNDATION FUNDS