

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
COUNCILWOMAN BLONDELL REYNOLDS BROWN
COUNCILMAN MARK SQUILLA
COUNCILWOMAN MARIAN B. TASCO

BILLS 140144, 140145, and 140146
RESOLUTION 140159

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COUNCIL PRESIDENT CLARKE: Good morning. We're going to start now.

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Before we start officially, I just wanted to say to the members, you will notice a new format for testimony submitted by the Administration that is more than clear and efficient. This format replaces the traditional narrative style of testimony with a more direct description of prior spending, concise explanations of budget adjustments and funding requests, with a breakdown by spending categories. This new budget testimony format is not just to benefit members of Council and their staff, but also the public, who we encourage to participate in the annual budget process for the City of Philadelphia, whether in person or on Comcast 64 or the City Council's website.

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I would like to thank Council's staff and Administration's staff for collaborating on this new, more efficient 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

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
4 in Class 500, which is for scholarships,
5 for the total General Fund budget of
6 \$5,391,881.

7 The Mayor's Office Scholarship
8 Program, which is funded at \$200,000,
9 allows qualified Philadelphia students to
10 attend classes at area colleges and
11 universities and is being level-funded.
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
23 percent in Fiscal '10, 16 percent in
24 Fiscal '11, 26 percent in Fiscal '12, 26
25 percent in Fiscal '13. For Fiscal '14,

1 3/31/14 - WHOLE - BILL 140144, etc.
2 the Mayor's Office anticipates spending
3 \$586,000 on contracting. Of this amount,
4 308,860, or 53 percent, was paid to an
5 M/W/DSBE firm and project a participation
6 rate of at least 40 percent in Fiscal
7 '15.

8 You will be hearing testimony
9 from additional departments in the
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
20 justice are well coordinated to embrace
21 the common principles designed to create
22 opportunities to advance the poor. The
23 Mayor's Office has increased its focus on
24 ensuring that low-income and poor
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

1 3/31/14 - WHOLE - BILL 140144, etc.
2 District and pension issues.

3 MR. GILLISON: Yes. If I may
4 just have a moment.

5 Yes. The lobbying services
6 with Lobra Associates, Wojdak -- Wojdak
7 is no longer being held. The Kinser
8 Group, the Holland and Knight, Gray
9 Loeffler are the main lobbying firms that
10 we've retained after doing an RFP, and
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: I'm
16 assuming there is a document that lays
17 out the scope of services --

18 MR. GILLISON: Yes.

19 COUNCIL PRESIDENT CLARKE: --
20 for those various firms and the location,
21 because I'm assuming there are some
22 federal issues that we need lobbyists
23 for. So if you could just provide that
24 to the Chair, we'll make sure all the
25 members get it.

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

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

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

3 COUNCILMAN JONES: Okay. This
4 is a heads-up. This is the first volley.
5 A lot of these questions actually come
6 back around with the individual
7 departments, but I wanted you to know
8 that we signed that MOU six years ago.
9 We talked about how we were going to
10 matriculate some of our young folk up.

11 In one of my schools, Randolph,
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
16 learning how to read blueprints, this
17 kind of stuff. It seems to me that
18 there's a natural matriculation into some
19 of our departments where we have skills
20 that are needed and can't be filled.

21 One of the reasons why it's
22 attractive to go, the private sector
23 offers higher wage rates, but if we get
24 them right off of the vine out of high
25 school, we might be able to keep them in

1 3/31/14 - WHOLE - BILL 140144, etc.
2 because of the benefit packages that some
3 of the City departments offer. So I want
4 to take a look at that.

5 While I have you up here, the
6 Mayor recently announced launching an
7 online literacy program in classrooms,
8 particularly in six jails, and I wanted
9 to know how that was working and how
10 we're proceeding with that.

11 DR. SHORR: Are you referring
12 to the Mayor's Commission on Literacy,
13 the work that they're doing, the online?
14 We're going to be, I think, the first
15 online cohort program in the country. So
16 it just was launched, and I don't know if
17 you know the prison part.

18 MR. GILLISON: We are now
19 working through the technical so that
20 we'll be able to have them -- have it
21 accessed at the prison so that they'll be
22 able to deal with it. We have employed a
23 person, and when she left, we were able
24 to get even tighter with the Mayor's
25 Commission on Literacy to help the

1 3/31/14 - WHOLE - BILL 140144, etc.
2 literacy components at the prison get
3 even better. So we've been emphasizing
4 literacy in the prisons for the past at
5 least four to five years, and now by
6 going online, we think we'll be able to
7 get even broader scope and broader
8 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
13 Education, myPLACE, programs like that,
14 how is the synergy between these programs
15 being linked together and are there going
16 to be locations in the community, whether
17 it's libraries, rec centers or other
18 places, that we can kind of take
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
23 skip the 6th either, but I'm saying how
24 are we going to get this out into
25 locations within the community?

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

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

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

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.

7 COUNCILMAN HENON: And on
8 staffing, on the lines of staffing, you
9 have five vacant positions and they plan
10 on being filled?

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
24 is a press position that I believe we'll
25 be filling as well. Those are the ones

1 3/31/14 - WHOLE - BILL 140144, etc.
2 that jump to mind, because we've been
3 going back and forth on candidates.

4 COUNCILMAN HENON: And the
5 reason why I ask, so last year there were
6 five positions and this year as well,
7 same. I don't know if they're the same
8 positions, if there was --

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
19 office at the same level each time, but I
20 try to expand on the responsibilities
21 given to different people.

22 COUNCILMAN HENON: I'm going to
23 put my dibs in, if they don't get filled,
24 for the newly created Office of
25 Manufacturing.

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

2 MR. GILLISON: Okay.

3 COUNCILMAN HENON: So I'm going
4 to throw that out there.

5 MR. GILLISON: Not a problem.

6 COUNCILMAN HENON: If you have
7 some vacancies, I think it will be great.
8 It actually fits kind of into the Jobs
9 Commission that Council President has
10 established with a lot of partners and
11 Councilman Goode participates regularly
12 on and as well as some of the lines of
13 questioning that Majority Leader was just
14 talking about with the CTE training and
15 work placement. And I can say the
16 Majority Leader, not to cross talk, but I
17 think the partnership that the building
18 trades have had with the School
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
25 of three digits, a couple hundred percent

1 3/31/14 - WHOLE - BILL 140144, etc.
2 greater than anticipated. So I'm very
3 proud of the building trades and the
4 School District's partnership.

5 On the lines of work, the
6 project labor agreements that the City
7 has implemented in the City of
8 Philadelphia with its procurement and
9 some of the -- how is that? Has there
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
19 there's been others that I've reviewed.
20 I can only think of -- I will provide the
21 exact amount to the Chair. There haven't
22 been that many that have actually made it
23 all the way through the process, but I
24 believe -- so I'm thinking like under ten
25 have come through to be reviewed, and I

1 3/31/14 - WHOLE - BILL 140144, etc.
2 think most of them have actually been
3 PLAs that have been approved.

4 COUNCILMAN HENON: And as we
5 see an uptick in our capital investment
6 and the --

7 MR. GILLISON: That's what
8 we're hoping for.

9 COUNCILMAN HENON: -- and some
10 of our revenues increasing over the years
11 with the economy getting better,
12 hopefully we'll have some more projects
13 and alliance and have a better
14 opportunity when procurement steps up.

15 MR. GILLISON: From your lips
16 to God's ears. You know we're all hoping
17 for the economy to come around and to put
18 more people to work, and those agreements
19 actually help us really secure a way
20 forward on projects.

21 COUNCILMAN HENON: And at least
22 be prepared for the economy when it comes
23 around, we're in place to put local
24 Philadelphians to work with the vision of
25 our diversity plan.

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

2 So I'll sign -- can I keep
3 going? Okay. Good.

4 So on the lines of professional
5 services, Class 200, with our lobbyists,
6 I don't want to -- we've seen an uptick
7 in the lobbying from 2013, '14, and '15.
8 Do you know what that is? Would that be
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?

13 MR. GILLISON: Well, the
14 information that is in the area is
15 actually because when we brought all of
16 the functions together for the Mayor's
17 Office that were in disparate matters --
18 if you recall, last year we put it and
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
4 in Fiscal '13 was at 120,000, and that
5 money actually was shifted to the Kinser
6 Group. Holland and Knight was \$100,000
7 and it's the same \$100,000 going forward.

8 We've tried to keep the
9 lobbying amounts, which is our
10 professional services area, pretty much
11 level-funded as much as possible. There
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
18 have Fiscal '11 before me nor Fiscal '12.
19 So I'll get that and provide it to the
20 Chair.

21 COUNCILMAN HENON: That will be
22 fine. You just take a look at it, and
23 it's not trying to look for a needle in a
24 haystack, but it all kind of comes
25 together when you see an increase in

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

13 What is a graduation coach?

14 MR. GILLISON: I'll let Lori
15 define that.

16 (Witness approached witness
17 table.)

18 DR. SHORR: Hi. Lori Shorr,
19 Chief Education Officer.

20 Our first year in office when
21 we talked about increasing the graduation
22 rate -- and I should say that the
23 graduation rate, despite everything
24 that's happening, has gone up, from 53
25 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?

4 DR. SHORR: Right.

5 COUNCILMAN HENON: Because at a
6 certain point, a guidance counselor is
7 critical --

8 DR. SHORR: Right.

9 COUNCILMAN HENON: -- to the
10 success of our students.

11 DR. SHORR: Especially if you
12 don't have folks at home who can tell
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.
20 We did the Graduation Coach Campaign.
21 What we do is we train other adults in
22 students' lives to know those things.
23 And so we have a website and we have
24 videos and we have a handbook.

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. So
3 I'm not sure whether one of your staff
4 members came or not. We've passed all of
5 that out then, but we can send it to you
6 as well.

7 COUNCILMAN HENON: I probably
8 have it. I'm going to say my staff is
9 pretty good.

10 But thank you, Mr. President.
11 Thank you.

12 COUNCIL PRESIDENT CLARKE:
13 Thank you, Councilman.

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,
19 Mr. Mayor -- I mean Mr. President.

20 So a couple of things.

21 You might as well come on back
22 up since we're on that subject.

23 So on graduation coaching, for
24 example, how many coaches talked to young
25 people in the 4th Councilmanic District,

1 3/31/14 - WHOLE - BILL 140144, etc.
2 or if you don't keep the information that
3 way, at Overbrook High School?

4 DR. SHORR: What we can do is
5 give you where we've had -- I don't know
6 if we get their zip codes by where they
7 live, but we know where we did the
8 workshop. So we can tell you in your
9 councilmanic district where we did
10 workshops.

11 COUNCILMAN JONES: So where did
12 you do workshops in my district?

13 DR. SHORR: I don't know that
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
17 that because these kinds of good programs
18 can be better if we publicize them
19 particularly where they're needed. For
20 me and my district, Overbrook High School
21 is ground zero. If I fix Overbrook High
22 School, I fix a whole generation of
23 students in that area. So if the
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.

4 COUNCILMAN JONES: So that we
5 can get that out.

6 DR. SHORR: And if you can tell
7 me where you'd like some, that would also
8 be helpful.

9 COUNCILMAN JONES: And a list
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
17 of Civic Engagement and Volunteer
18 Services.

19 (Witness approached witness
20 table.)

21 COUNCILMAN JONES: Because
22 they're a part of the campaign for
23 coaching, Coaches Campaign; is that
24 right?

25 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
4 shaking in my boots, it's because I
5 haven't done this like my seasoned
6 colleagues.

7 COUNCILMAN JONES: That's no
8 fun. All right. Never mind.

9 MR. GILLISON: What's the
10 question?

11 COUNCILMAN JONES: You come up
12 already -- so what we'd like to know is,
13 I want to make sure that we are
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
19 office goals are so that we know how
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
4 brochure, you always have to measure it.
5 So the next time you come up --

6 MR. VERMA: Absolutely.

7 COUNCILMAN JONES: -- next
8 year, God willing, we're going to want to
9 know where, who, how, and why and
10 basically -- particularly for me as a
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
16 kinds of specifics transition you from,
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.

24 So those are the kinds of
25 things we will look to you for the

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

3 Also, if you're going to plan
4 something in one of our districts, let us
5 know.

6 MR. VERMA: Absolutely.

7 COUNCILMAN JONES: Because we
8 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,
19 it's limited.

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.

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

1 3/31/14 - WHOLE - BILL 140144, etc.
2 to have a subsidy from the City, right?
3 And that's been cut out, from what I
4 understand?

5 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
11 in maybe '08 or '09 when the budget --
12 when we had to do some budget cuts. So
13 there was some reduction. I think that
14 they still get a substantial --

15 COUNCILMAN GREENLEE: They
16 still do?

17 DR. SHORR: Yes. They
18 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
24 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. So
3 I think that they know that they're
4 level-funded, but they did want an
5 increase and we wanted to increase them,
6 but weren't able to.

7 COUNCIL PRESIDENT CLARKE: I'm
8 going to actually -- we're going to ask
9 that this conversation gets deleted from
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. Go
14 ahead. Was that it?

15 COUNCILMAN GREENLEE: Just if I
16 could just add one thing to it.

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.

4 Thank you, Mr. President.

5 COUNCIL PRESIDENT CLARKE:

6 Thank you, Councilman.

7 The Chair recognizes

8 Councilwoman Reynolds Brown.

9 COUNCILWOMAN BROWN: Thank you,
10 Mr. President.

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
19 students out at the University of the
20 Sciences and how we were able to do it
21 because of a team of folk around the
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 --

4 DR. SHORR: And we appreciated
5 your leadership on that, and we're happy
6 to help.

7 COUNCILWOMAN BROWN: -- across
8 boundaries. So thank you for that. We
9 will be doing the same again next year at
10 the University of the Sciences. We've
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.
24 Pranshu Verma, yes.

25 COUNCILWOMAN BROWN: I'll try

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. HILLEGAS: 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

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

2 out, I can again share that with Council.

3 COUNCILWOMAN BROWN: Please.

4 MS. HILLEGAS: 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. HILLEGAS: 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

1 3/31/14 - WHOLE - BILL 140144, etc.
2 this. So those would be good things for
3 us to take a look at.

4 Could I have with the rest of
5 my time the Mayor's office for grants.

6 (Witness approached witness
7 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. I
18 work for the Mayor's Office and for the
19 Finance Director as well.

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
24 whole range of different issues, as well
25 as -- I mean, I'll talk in a minute about

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.
4 I would say, however, that the broad
5 landscape just generally --

6 COUNCILMAN JONES: Pull the mic
7 a little closer to you.

8 MS. PORTER: Sorry.

9 COUNCILMAN JONES: Thank you.

10 MS. PORTER: On both federal,
11 corporate, and philanthropic state
12 grants, the money is dropping off, and
13 that has been the case since the Great
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
24 FY14 -- and this is a little bit
25 complicated. FY14 in state and federal

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

2 grants, the City brought in \$631 million.

3 COUNCILMAN JONES: Repeat that.

4 MS. PORTER: Six hundred and
5 thirty-one million. I'll have to get you
6 the FY13 and '12. I just had a look. I
7 don't have that here. But I know that
8 there has been a decrease, and I'll get
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
13 a gating process, so whereby you have to
14 be gated to get eligible for future
15 federal grants. So a great example is
16 the Promise Zone in West Philadelphia.
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.

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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?

5 MS. PORTER: I have. I have.

6 COUNCILMAN JONES: Are there
7 things that come to mind that we might be
8 eligible to pair up with?

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,
18 it's all about collaboration. It's all
19 about leverage. You can't do it on your
20 own. We can't do it on our own. 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

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
4 grants or some NOFAs in that particular
5 area. We look forward to working with
6 you.

7 MS. PORTER: Thank you. And in
8 your own district, the North Central
9 Choice Implementation Plan, which we
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. I
19 don't have the information right now. I
20 think OHCD is the best people to talk to
21 about that.

22 COUNCILMAN JONES: There is a
23 deadline of April 5th, so -- May 5th. So
24 if you could take a look at that to see
25 if --

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

2 MS. PORTER: Sure.

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
6 finding and identifying other sources of
7 resources to do the same thing.

8 COUNCIL PRESIDENT CLARKE:
9 Correct.

10 COUNCILMAN JONES: So, for
11 example, the deadline on that is May 5th.
12 I'd be interested in seeing what you
13 propose to do.

14 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.

22 The Chair recognizes
23 Councilwoman Blackwell.

24 COUNCILWOMAN BLACKWELL: Thank
25 you, Mr. President.

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:

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

2 Thank you, Councilwoman.

3 Are there any other questions
4 by members of this witness?

5 (No response.)

6 COUNCIL PRESIDENT CLARKE:

7 There being none, Mr. Gillison, thank you
8 very much.

9 MR. GILLISON: Thank you very
10 much.

11 COUNCIL PRESIDENT CLARKE: I'm
12 sorry. Mr. Gillison, hold on one second,
13 please. Councilman O'Brien had a
14 question.

15 COUNCILMAN O'BRIEN: I just
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
20 that are being obtained through that.
21 Not only that. That was not limited to
22 that. 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,

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

3 In your budget submission, I
4 believe the numbers are the same. Is
5 there any -- and there was a wonderful
6 article that was in the paper today.

7 Is there any consideration
8 given to the expansion of focused
9 deterrence beyond the South Philadelphia
10 experiment and the sustainability of not
11 only the commitment on the law
12 enforcement side but that social service
13 commitment?

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
22 and what we have learned about focused
23 deterrence more than anything else is
24 that the Police Department was ready to
25 go in South Philadelphia. I think

1 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
8 District Attorney and having the courts
9 and having everyone ready.

10 But the backbone to focused
11 deterrence in South Philadelphia was
12 old-fashioned police work that had been
13 done and was just waiting to be used in a
14 different way. We now need to figure out
15 whether that will be successful in other
16 areas of the City, and we'll have to make
17 the same commitment for those kind of
18 resources in the Department in order to
19 see if that would be able to be done. I
20 don't know whether or not we're at that
21 point to announce something like that
22 yet. I think that we're still in the
23 study phase, and the great thing is that
24 what we're trying to do across the board
25 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
4 University is helping us in one area of
5 North Philadelphia where we're trying to
6 get that information done. So we'll be
7 able to then have focused deterrence in
8 South Philadelphia, what we're doing in
9 North Philadelphia, what we plan to do in
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. Using
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. I
24 would like to see more dollars, if that
25 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
4 that commitment at this time, but I'm
5 always looking to make the investments on
6 public safety.

7 COUNCILMAN O'BRIEN: The
8 article that you're referring to, I just
9 found it myself. I didn't know it was in
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
16 collected over the last 20 years invites
17 us to expand this strategy into other
18 parts of the City, and one recommendation
19 that I made when we had those hearings
20 was to create an Office of Violence
21 Reduction so that that office could
22 coordinate the component parts that are
23 necessary for another area of the City to
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
4 worth it.

5 MR. GILLISON: I understand.
6 What I will tell you is that all of that
7 goes through the Office of Public Safety
8 that's here, that's part of our
9 Administration. Michael Resnick is the
10 head of that office as the Public Safety
11 Director, obviously working closely with
12 me and the Chief and everyone else that's
13 in Public Safety. So we have that
14 coordination, and what we're trying to do
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.

23 COUNCIL PRESIDENT CLARKE:
24 Thank you, Councilman.

25 We have a number of

1 3/31/14 - WHOLE - BILL 140144, etc.
2 Councilmembers teed up. Was that for the
3 next witness? Next witness, all right.
4 Thank you.

5 Thank you, Mr. Gillison.

6 MR. GILLISON: Thank you.

7 COUNCILMAN HENON: Council
8 President.

9 COUNCIL PRESIDENT CLARKE:
10 Councilman Henon.

11 COUNCILMAN HENON: Sorry. A
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,
20 the firefighters department. I see
21 Mr. Resnick sitting over there. All I
22 need -- my question was -- it was raised
23 last week regarding their potential new
24 policy with paramedics and EMTs. Is the
25 Office of Public Safety working with

1 3/31/14 - WHOLE - BILL 140144, etc.
2 Local 22 right now and trying to come up
3 with some sort of long-term ability to
4 make sure that the citizens of
5 Philadelphia are getting the proper
6 attention when it comes to first
7 responders and our paramedics?

8 MR. GILLISON: I can tell you
9 that we have reached out to Local 22. We
10 reached out in advance of the
11 announcement. We reached out and had
12 meetings with the President of Local 22.
13 All of that was done to make sure that no
14 one was caught off guard. And as we are
15 beginning to roll out, I believe that
16 we'll not only have a better public
17 safety plan, but we'll bring a more
18 equalized service delivery model going
19 forward, much that's the way it is in
20 most other parts of the country.

21 But, yes, we are going to be
22 doing that. We will continue to reach
23 out, and I hope to be able to have at
24 least a personal meeting myself with the
25 President to make sure that I can hear

1 3/31/14 - WHOLE - BILL 140144, etc.
2 any other specific issues that he might
3 have as we go forward.

4 COUNCILMAN HENON: I mean,
5 reaching out is great out of respect and
6 courtesy, but reaching out and saying
7 this is going to be the policy, whether
8 they agree with it or not is entirely
9 another thing. They have raised some
10 questions with national standards when it
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
19 attention raised to this issue, I'm a
20 little more informed from their
21 perspective with some of their concerns.
22 So I'm hoping that the meetings that are
23 going to be taking place soon, you could
24 sit down and figure out how we move
25 forward instead of just saying this is

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
4 and we're working together to try to make
5 sure that we have some national standards
6 where the NFPA is actually applied and we
7 have properly trained first responders
8 when the call is made.

9 MR. GILLISON: I believe that's
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
14 towards it. I know Director Resnick
15 walks towards it, and we just have to be
16 able to be at the same table at the same
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
22 firefighters and paramedics, and I think
23 he is extremely bright. He's aggressive,
24 and he's doing a great job for his
25 members. So I'm hoping that dialogue

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:

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 3/31/14 - WHOLE - BILL 140144, etc.
2 mission, though, right?

3 MS. GLADSTEIN: Well, actually
4 a refocused -- and I'll speak about the
5 mission of the organization, but it's
6 been refocused, although the emphasis is
7 still on combatting poverty in the City
8 of Philadelphia. And with your
9 permission, I would give a shorter
10 version of the testimony than was
11 provided to City Council, if that would
12 be welcomed.

13 COUNCIL PRESIDENT CLARKE:
14 Permission granted.

15 MS. GLADSTEIN: Okay. I
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
20 of our children, 27 percent of our
21 working age adults, and 17 percent of our
22 seniors. This means that about 440,000
23 Philadelphians live below the federal
24 poverty level, including 135,000 young
25 people. If you're African American,

1 3/31/14 - WHOLE - BILL 140144, etc.
2 Hispanic, disabled or living in a
3 female-headed household, the likelihood
4 of your living in poverty is almost twice
5 as great, around 40 percent.

6 While there's no single cause
7 of poverty and no single strategy that
8 can assist all of those living in
9 poverty, we realize that we need
10 effective solutions that require
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
16 action agency, and our mission is to
17 align the City's efforts to lift
18 individuals and communities out of
19 poverty and increase opportunities for
20 low-income individuals and families.

21 Our first task was to create a
22 citywide anti-poverty plan, and in July
23 2013, we released Shared Prosperity
24 Philadelphia. And I brought extra
25 copies. I know a number of members of

1 3/31/14 - WHOLE - BILL 140144, etc.
2 City Council already have received them
3 and we briefed you during the summer when
4 we first released the plan. But it's our
5 first step in creating and implementing a
6 comprehensive strategy to address poverty
7 in Philadelphia.

8 The Shared Prosperity
9 Philadelphia lays out goals in five key
10 areas: job creation and workforce
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 \$16,810,562 from the Grants Revenue Fund.
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
22 \$2,785,226 in Class 100; \$13,924,299 in
23 Class 200; \$101,037 in Class 300/400, for
24 a total of \$16,810,562. 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
4 traditional 80 and 60 percent median
5 income issues and they don't make enough
6 to qualify for larger houses and more
7 expensive houses and there's this,
8 quote/unquote, doughnut hole of
9 individuals. Can you kind of tell me how
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
16 are not constrained in the same way as
17 our other services. Although they're
18 targeted to low-income individuals, we
19 don't have that same income criteria. So
20 for the Financial Empowerment Centers,
21 that issue has been resolved, although we
22 need to work on their sustainability with
23 future funding. They're funded for this
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 --

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

2 MS. GLADSTEIN: I agree,
3 although it's actually been one of the
4 wonderful benefits of the Promise Zone,
5 is that the federal agencies are starting
6 to share a lot of information around the
7 NOFAs. Now, some of them -- most of them
8 are available throughout the City. It's
9 just that with the Promise Zone, we'll
10 have a priority.

11 COUNCIL PRESIDENT CLARKE:
12 Right. On Page 5 you talk about the
13 Financial Empowerment Centers, and you
14 just referenced that. Where are these
15 located and is there any interaction with
16 existing agencies or non-profits that we
17 have relationships with?

18 As an example, we have a
19 contract, I guess it runs through OHCD,
20 for NACs, neighborhood advisory councils,
21 or NACs, that are supposed to provide
22 information and assistance. I know one
23 in particular in kind of like my hometown
24 in Strawberry Mansion where they assist
25 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.

25 MS. GLADSTEIN: So that's a

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

1 3/31/14 - WHOLE - BILL 140144, etc.
2 actually don't see that.

3 MS. GLADSTEIN: Okay.

4 COUNCIL PRESIDENT CLARKE: I'm
5 looking at these locations and I'm not
6 really seeing -- I mean, they're
7 organizations. They're larger
8 organizations that provide support.
9 Okay. I see Congreso. All right. I
10 won't belabor the point here.

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
19 having all of particularly the smaller
20 NACs participate as what we're talking
21 benefits referral sites, where they would
22 have access to the web-based program to
23 help screen individuals for benefits and
24 be able to make referral to the other
25 organizations, and we provide them with a

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?

4 MS. GLADSTEIN: Well, this
5 is -- again, during our planning process
6 for Shared Prosperity, we spoke to our
7 economic development agencies,
8 particularly our Commerce Department and
9 Philadelphia Works, as being primary
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
16 that existing system. It may be because
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
23 not say it's over. We asked them about
24 both business attraction strategies and
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
4 number of jobs that are low skill jobs,
5 although not low pay jobs, and low skill
6 jobs that might lead to a career path.

7 COUNCILMAN GOODE: Let me be a
8 bit more specific. In the metrics that
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
16 job training; hiring 50 unemployed people
17 through the First Source program every
18 year.

19 I'm just going to make a blunt
20 statement about what I believe about our
21 economic development agencies, for better
22 or for worse. They practice trickle-down
23 economics. And so when we talk about all
24 of this, how does that actually connect
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

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
4 you are already doing in the community.

5 But my question really does
6 sort of piggyback off of the
7 Councilman's, which is can you talk a
8 little bit further about the coordination
9 efforts or how much coordination there is
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.
13 He asked a similar question, but if you
14 could give us a little bit more detail,
15 because I'm still just really not clear
16 in terms of how you're working with other
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. We
23 did brief Council on them, I believe it
24 was, last March, and if Council would
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: I think
4 briefings are good, but I also think as
5 you are doing activities, include us in
6 the activities. We like to come. We
7 like to participate and we'd like to be
8 helpful. And as you are finding some
9 solutions, developing resolutions to
10 issues, we'd like to have that
11 information. Whatever you're working on,
12 we need to know so that we can spread the
13 word as well.

14 MS. GLADSTEIN: Sure. So I'll
15 give a few examples. Most of the
16 examples are in place-based efforts in
17 specific parts of the City, but I'll give
18 you one citywide example as well about
19 coordination.

20 I am now co-chairing, along
21 with Donna Cooper, who is the Executive
22 Director of Public Citizens for Children
23 and Youth, the Mayor's Early Learning
24 Advisory Council, and we have
25 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,
4 academics who work in this area, and
5 we've also made sure to include the
6 Department of Human Services, the
7 Recreation Department, the School
8 District, the Mayor's Office of
9 Education, and several other -- Parks and
10 Recreation, if I didn't say them --
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.
24 I'll give the example of the Promise Zone
25 that Councilwoman Blackwell has been so

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

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
4 defined by the Commonwealth of
5 Pennsylvania and federal government above
6 poverty levels. With an e-strategy
7 measurement system, I think we should be
8 able to answer those basic kinds of
9 questions to see if the movement of the
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
16 at least we know we're moving in the
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
23 is that?

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
4 people got jobs. I need to quantify how
5 many moved from one position to the next.

6 MS. GLADSTEIN: Are you asking
7 for the year coming up or for the
8 previous year?

9 COUNCILMAN JONES: I'll take
10 either of the above.

11 MS. GLADSTEIN: In the last
12 year, 177 people were placed in jobs
13 through the WorkReady program, and that
14 we can quantify for you going forward.
15 We'll have more numbers.

16 COUNCILMAN JONES: How many is
17 that per job? If we divided 16.5, how
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
25 think of how much that grant -- that was

1 3/31/14 - WHOLE - BILL 140144, etc.
2 out of one particular grant, which was
3 several million dollars. And it was a
4 grant serving people who were receiving
5 TANF and who were not likely to attach to
6 the job due to their medical conditions.
7 They were already disadvantaged,
8 disadvantaged, disadvantaged.

9 COUNCILMAN JONES: So here's
10 what I'm going to do. I'm going to let
11 that question go. I'm going to ask that
12 you get that information --

13 MS. GLADSTEIN: Sure.

14 COUNCILMAN JONES: -- to us,
15 because I'm looking forward to our
16 September conference, but we need to
17 quantify what we're doing.

18 In your opinion -- and I
19 respect that opinion -- what is the
20 single thing, the single issue that
21 creates poverty for most people? Would
22 you say -- what would that be? And
23 there's no wrong answer.

24 MS. GLADSTEIN: I know there's
25 no wrong answer. I think it's very often

1 3/31/14 - WHOLE - BILL 140144, etc.
2 the circumstances into which they were
3 born.

4 COUNCILMAN JONES: What about
5 housing? That's the number one expense.

6 MS. GLADSTEIN: Housing is the
7 number one expense and probably the
8 biggest source of lack of stability in
9 the family that then creates other
10 issues.

11 COUNCILMAN JONES: So we just
12 looked at -- and Ms. McColloch is going
13 to come up later. We just looked at a
14 grant for 120 million for people with
15 disabilities. Please tell me we are
16 going to go after -- we're not going to
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
23 disposable income or that income can be
24 utilized for other things like food,
25 medicine, other things like that.

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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

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
4 committed for that full amount. The
5 reason -- this year we're spending about
6 14 million, and we asked for this
7 additional budget authority because our
8 experience last year was we had to come
9 back to you for a transfer ordinance once
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.

19 COUNCILMAN JONES: We still
20 count that, those dollars.

21 MS. GLADSTEIN: Well --

22 COUNCILMAN JONES: Wilson Goode
23 left. Councilman Goode left, thank
24 goodness. So we're going to need a
25 break -- I'm going to need a breakdown of

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

2 the Board of Directors on each.

3 MS. GLADSTEIN: The Board of
4 each of those non-profits. And, again,
5 some of that is -- about 2 million of
6 that is City agencies, but other than
7 that.

8 COUNCILMAN JONES: Okay. Of
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? Are
12 there other deliverables broken down by
13 them?

14 MS. GLADSTEIN: Yes.

15 COUNCILMAN JONES: So, for
16 example, how many people got in permanent
17 housing?

18 MS. GLADSTEIN: We're not -- we
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
25 count those numbers of people for whom

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
6 they want to know those deliverables?

7 MS. GLADSTEIN: Yes, and we
8 report all of these numbers to them
9 and --

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
22 want to know what the benefit to her
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.

4 COUNCILMAN JONES: I'm going to
5 pass and go with Councilman Oh, then
6 Henon, and then Brown.

7 COUNCILMAN OH: Thank you very
8 much, Mr. Chairman.

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: No. Our funder

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
4 \$29,813. So the actual poverty level
5 number for a family of four is around
6 \$25,000.

7 COUNCILMAN OH: Yes. It's
8 \$23,850. So a family of six, the federal
9 poverty guideline is \$319,070. I will
10 soon be a family of six. We're a family
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
16 school and we don't have any pre-K
17 program.

18 My point is that I'm very
19 interested -- I know you've done a
20 tremendous amount of work, and I
21 certainly, with everyone here,
22 congratulate you and want to support
23 that. I'm very interested in the
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
4 another thing. And it just seems to me
5 in all our discussions that these
6 guidelines, these federal guidelines that
7 we're going by, which I know none of us
8 can change here, are extremely outdated,
9 in my opinion, in the sense that we are
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
13 that all of us will agree that if they
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
18 to provide in the City, is there some
19 creative or innovative way that we can
20 reach out to allow more families to
21 participate? What I mean is, when we
22 talk about pre-K programs, for example,
23 we have wealthy families with their kids
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.
2 middle seems to be left out of that
3 opportunity. And I don't think it's
4 really healthy, from our discussions with
5 other experts, that we have a segregated
6 education system in pre-K or otherwise.
7 So I'm kind of stretching a bit just to
8 see where your discussions have led you
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. In
13 some communities, they've looked at 200
14 percent of the poverty level as actually
15 being the number that would provide some
16 level of self-sufficiency. But it's the
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
20 above that. And to the extent that there
21 are a broader set of resources -- and
22 I'll talk about early childhood for a
23 second -- that's always welcomed, so that
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.

4 I know that there is some
5 discussion at the state level when the
6 Majority Policy Committee did a tour
7 about poverty throughout the state and
8 there was some discussion about tweaking
9 some of the guidelines so that, for
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
13 in other parts of the state, not in
14 Philadelphia, where there are a lot of
15 vacancies, because they're either
16 subsidized childcare slots or people with
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
20 were not able to afford it.

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

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,

6 Councilman.

7 The Chair recognizes Councilman

8 Henon.

9 COUNCILMAN HENON: Thank you,

10 Mr. Chairman, Majority Leader.

11 Eva, good morning.

12 MS. GLADSTEIN: Good morning.

13 COUNCILMAN HENON: 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
20 have accomplished in a short period of
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
24 been asked and addressed here today. So
25 I'm just -- I just have one thing.

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 duplication 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.

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

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

2 centers right now? It fluctuates.

3 MS. GLADSTEIN: It fluctuates,

4 and actually the system is more

5 complicated than it should be, because

6 there are childcare subsidies that are

7 available, but they're in four

8 different -- they're divided into four

9 different organizations by geography.

10 And so in the different -- each

11 organization might have a different size

12 waiting list at any point in time. I

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

20 infrastructure of childcare centers and

21 the like or a combination of the both?

22 MS. GLADSTEIN: Well, there's

23 new funding available around

24 infrastructure, improving infrastructure.

25 In addition to what Council allocated

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

1 3/31/14 - WHOLE - BILL 140144, etc.
2 rate was in the area of 38 percent last
3 year for our for-profit contracts. They
4 don't appear in our testimony only
5 because they're below the \$250,000
6 threshold. We had smaller contracts.

7 COUNCILWOMAN BROWN: I see.
8 The bell has rung.

9 Is there anyone else to
10 question?

11 COUNCILMAN JONES: You're free
12 to continue, Councilwoman.

13 COUNCILWOMAN BROWN: Okay. So
14 then your office is also responsible for
15 the oversight and ensuring that these
16 non-profits are doing what they say
17 they're doing?

18 MS. GLADSTEIN: Yes.

19 COUNCILWOMAN BROWN: Your
20 office assumes responsibility?

21 MS. GLADSTEIN: Yes. And,
22 again, we have amplified our contract
23 monitoring staff in the last year so that
24 we could do that.

25 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

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

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,
12 thank you for your testimony.

13 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,
17 give the stenographer a break.

18 Thank you all. We're going to
19 recess until 2:15.

20 (Short recess.)

21 COUNCIL PRESIDENT CLARKE: Good
22 afternoon. This is the Committee of the
23 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.

2 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.)

12 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
22 the Director of Housing. I am here today
23 to present testimony on the Office of
24 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
3 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.)

12 MS. MCCOLLOCH: Rebecca can
13 answer that.

14 MS. RHYNHART: Rebecca
15 Rhyhart, Budget Director.

16 COUNCIL PRESIDENT CLARKE: Good
17 afternoon.

18 MS. RHYNHART: The 6 million
19 flowed into the City's General Fund in
20 Fiscal '13.

21 COUNCIL PRESIDENT CLARKE: And?

22 MS. RHYNHART: So it flowed
23 into the City's General Fund balance. So
24 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
4 just -- I know what happens when money
5 goes into the General Fund. It just kind
6 of disappears.

7 MS. RHYNHART: It doesn't
8 disappear. It goes --

9 COUNCIL PRESIDENT CLARKE:
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
16 clearly would set aside those \$6 million
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
20 no relationship to its original intent.

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
24 would have to look back to see. I don't
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.

7 COUNCIL PRESIDENT CLARKE:
8 Okay. You know that's not going away,
9 right?

10 MS. RHYNHART: No, and I will
11 get back to you, though. You're raising
12 a good point.

13 COUNCIL PRESIDENT CLARKE: I
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
19 would be in the detail, Housing Trust
20 Fund, 19.25 million. Is that an annual
21 appropriation or is that an accumulation
22 of Trust Fund dollars?

23 MS. McCOLLOCH: I'm sorry.
24 Just a minute. I need to figure out what
25 page.

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.

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

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? Is
3 this something that there's a sense of
4 urgency given on all accounts that the
5 ability to have an adequate amount of
6 affordable housing units is just
7 Herculean? I mean, is there some sense
8 of urgency to review this?

9 MS. MCCOLLOCH: A sense of
10 urgency to review the proposal?

11 COUNCIL PRESIDENT CLARKE: Yes.

12 MS. MCCOLLOCH: Yes. Yes. I
13 had anticipated that we would review it
14 and discuss it with Council before we
15 bring the Consolidated Plan before
16 Council.

17 COUNCIL PRESIDENT CLARKE: When
18 is that?

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
23 mid May, and then Council, of course,
24 schedules its own hearing so that it will
25 be passed -- something will be passed

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.

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.

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

2 COUNCILMAN JONES: Thank you,
3 Mr. President.

4 Good afternoon.

5 MS. MCCOLLOCH: Good afternoon.

6 COUNCILMAN JONES: How many
7 affordable housing units were produced
8 last year?

9 MS. MCCOLLOCH: I don't know
10 off the top of my head, but I will give
11 you that -- I will get you that
12 information.

13 COUNCILMAN JONES: And with
14 President Clarke's proposal, we're
15 looking at the possibility of -- what was
16 it? How many units was that? Two
17 thousand units. So, I mean, that's a
18 significant bump in the production of
19 affordable housing possibly, and it's my
20 understanding one of the merits of the
21 program is that when you focus that kind
22 of money on rental units, it frees you up
23 for homeownership, so almost providing a
24 multiplier effect, and from what I read,
25 also the repayment schedule could be

1 3/31/14 - WHOLE - BILL 140144, etc.
2 secured because of the \$7 million
3 differential between certificates that we
4 receive from HUD versus the ones we
5 actually put out on the street. So there
6 was a \$27 million total in there because
7 we reduced units from PHA. There was
8 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
16 ways to keep people with minimal means in
17 affordable housing. So we've got to kind
18 of put our heads together on that.

19 So second question -- that was
20 a comment. That was not a question. But
21 the second part of that is, last cycle we
22 negotiated -- well, actually this year,
23 we negotiated with the Administration
24 1.25 million for weatherization for PHDC.
25 I have a letter of commitment in lieu of

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
6 funding?

7 COUNCILMAN JONES: Yes. We put
8 an additional 1.25 dedicated to go to
9 PHDC. That was in lieu of us increasing
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 program. So those funds have not come to
17 OHCD or PHDC.

18 COUNCILMAN JONES: So the Mayor
19 wrote me a letter, so I'm taking him on
20 his word that that would happen.

21 (Witness approached witness
22 table.)

23 MS. RHYNHART: We'll look
24 back -- hi, Councilman Jones.

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
5 get back to you.

6 COUNCILMAN JONES: All right.
7 I appreciate that.

8 By way of the RFP that we saw
9 from HUD and it was for disability, you
10 will take a look at that to see if we
11 can't --

12 MS. MCCOLLOCH: I can answer
13 that question now. This was a question
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
20 agency that issues and allocates
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.

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

2 COUNCILMAN JONES: Oh, go
3 ahead.

4 MS. MCCOLLOCH: So I'm just
5 saying, so OHCD doesn't apply for it,
6 PHFA does, and currently PHFA has a
7 cooperative agreement with HUD for \$5.4
8 million -- it's available right now --
9 for 200 accessible units statewide. 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
24 found a need for is that as caregivers
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?

5 MS. McCOLLOCH: About
6 20-something for Community LandCare.
7 Fewer than that for the landscape.

8 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.
16 So it's in eligible census tracts, and I
17 can give you the list of Community
18 LandCare groups and the lots that they
19 maintain.

20 COUNCILMAN JONES: And I'd be
21 interested in finding out if they have a
22 Philadelphia employment base and are they
23 working with -- and I'm sure they are --
24 working with community groups, but I
25 don't know -- for me I'd like to know who

1 3/31/14 - WHOLE - BILL 140144, etc.
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,
13 which I will officially have placed in
14 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
19 they weren't leaving here -- I'd have
20 kept asking questions all day until I got
21 that.

22 Thank you, Mr. President.
23 Thank you, sir.

24 COUNCIL PRESIDENT CLARKE:
25 You're welcome.

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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
4 hopefully would happen in a short period
5 of time. What agency would have the
6 responsibility of administering such a
7 significant transaction/program. So as
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
13 haven't been attempting to negotiate
14 collective bargaining agreements for some
15 time. And we're also prepared to offer
16 transition agreements surrounding making
17 the Land Bank operational. And so those
18 two labor relations items are moving on
19 parallel tracts, a transition agreement
20 and collective bargaining negotiations.
21 What you've just described would be an
22 additional element that we would have to
23 figure out and move it forward.

24 COUNCIL PRESIDENT CLARKE:
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.

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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.

2 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
14 about the \$6 million. Here's my good
15 friend, Ms. Rhynhart.

16 (Witness approached witness
17 table.)

18 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
4 housing as defined by the U.S. Housing
5 Act of 1937 or otherwise to eliminate or
6 relieve blight within the City.

7 MS. RHYNHART: Right.

8 COUNCIL PRESIDENT CLARKE: 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
18 Ms. McColloch.

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 Okay. You need this?

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
12 Jones.

13 COUNCILMAN JONES: The faintest
14 ink beats the best memory, right?

15 So a couple other questions.
16 We mentioned contracts about lot
17 cleaning. How many contracts do you
18 currently have with NACs, neighborhood
19 action committees?

20 MS. McCOLLOCH: Neighborhood
21 advisory committees.

22 COUNCILMAN JONES: Advisory.

23 MS. McCOLLOCH: I believe the
24 number is -- it's either 26 or 28, and I
25 can get the exact number.

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...

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

1 3/31/14 - WHOLE - BILL 140144, etc.
2 something I'm going to need to know.

3 Do you issue contracts for
4 housing counseling?

5 MS. MCCOLLOCH: Yes.

6 COUNCILMAN JONES: So wouldn't
7 they be able to tell you how many
8 requests they get a year?

9 MS. MCCOLLOCH: Yes.

10 COUNCILMAN JONES: All right.
11 So we're drilling down.

12 How many people did you prepare
13 last year for homeownership?

14 MS. MCCOLLOCH: I don't know
15 that number.

16 COUNCILMAN JONES: But your
17 subcontracted organizations --

18 MS. MCCOLLOCH: Yes, with
19 housing counseling. I can glean that
20 from the housing counseling contract, but
21 I do not know that number off the top of
22 my head.

23 COUNCILMAN JONES: How often do
24 you -- how many requests for
25 weatherization of homes did you get last

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
12 very brief point of information.

13 Given the line of questioning
14 that Councilman Jones has I believe very
15 thoughtfully laid out, I'm -- and not
16 being a District Councilperson, just
17 looking at the big picture -- I'm struck
18 by the not knowing what the status is in
19 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
25 answers to the questions in the way

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

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

2 included in the Consolidated Plan --

3 COUNCILMAN JONES: Okay.

4 That's fair.

5 MS. McCOLLOCH: -- that will be
6 presented to you.

7 COUNCILMAN JONES: Okay.

8 That's one out of ten. You won't have to
9 give me that one. I'll ask her. But
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
16 went to jail. There's the person who
17 aged out of a job that now finds
18 themselves not with the same income
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
22 to leave and flee their house. So there
23 are many pathways to poverty, but there
24 are only a few solutions to the answer to
25 those, and I'm going to ask everyone

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.

11 MS. MCCOLLOCH: Thank you.

12 COUNCIL PRESIDENT CLARKE: One
13 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.

20 Hi, Deborah.

21 MS. MCCOLLOCH: Hi.

22 COUNCILWOMAN BASS: How are
23 you?

24 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
8 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
12 was a situation where nine years prior
13 there was a young man who had expressed
14 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
20 go in and repair the property and at some
21 point, it would be transferred into his
22 ownership, and there was some sort of
23 arrangement made. And what actually
24 ended up happening was, this young man,
25 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
4 community, and then was basically told
5 kind of from Vacant Property and OHCD to
6 kind of get lost. And so he had been
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
10 aggravated. I don't know if you remember
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
16 transferred, as it was agreed upon by
17 your agency.

18 And so I bring that to light
19 just because I was troubled then and I'm
20 still troubled now, and even with the
21 questioning from Councilman Jones, even
22 though I know that that's not directly
23 related to this, it does bring up some
24 concerns, that there's not the sort of
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
4 that he's not the only person that this
5 has ever happened to. And so, again,
6 it's very, very troubling.

7 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. So
11 that's sort of the good part of it. The
12 bad part of it is as you just described,
13 it took a very long time to bring to
14 resolution.

15 I think one of the advantages
16 of making the Land Bank operational is to
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
23 to struggle with is this an RDA-owned
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
4 assisting people.

5 So my hope is that the Land
6 Bank will precisely assist someone who in
7 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
13 that wheel -- will your office be doing
14 any sort of review of cases that have
15 been sort of in limbo for a very long
16 time or maybe even for a short time to
17 make sure that everything is resolved
18 that's been pending for some time?

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
23 stuck for whatever reason. Sometimes
24 someone entered the system under one set
25 of rules or under one program and time

1 3/31/14 - WHOLE - BILL 140144, etc.
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
11 that sort of backlog or however many
12 cases you may have, do you have a
13 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
18 specific deadline, in part because we're
19 still working through those cases. We
20 haven't identified a complete universe of
21 cases, because as they come forward,
22 we're going through each one. And so I
23 would be -- it wouldn't be fair to give
24 you a deadline that we can't -- that I
25 can't keep.

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2 COUNCILWOMAN BASS: And I
3 understand that. And even if you can't
4 give a deadline in terms of when each
5 case will be resolved, it would be
6 helpful if you could set some internal
7 deadlines and say from the time a
8 particular case comes to light, we're
9 going to have this item resolved within
10 six months or three months, or whatever
11 time period it can be resolved in. But
12 to let it languish forever I think is
13 unacceptable for us as a city.

14 MS. MCCOLLOCH: I agree.

15 COUNCILWOMAN BASS: Great.

16 Thank you.

17 COUNCIL PRESIDENT CLARKE:

18 Thank you, Councilwoman.

19 The Chair recognizes

20 Councilwoman Reynolds Brown.

21 COUNCILWOMAN BROWN: Yes.

22 Thank you, Mr. Chairman.

23 And so having worked as a
24 social worker and assisted with similarly
25 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

1 3/31/14 - WHOLE - BILL 140144, etc.
2 to say this was -- this case was
3 difficult and we worked it through. So
4 nine years is way too long. I would be
5 the first to say that.

6 But we do follow up on cases,
7 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
17 cases like that too. So that I get.

18 MS. MCCOLLOCH: But, yes. And
19 with the -- when we have the Land Bank
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

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.

10 MR. KOONCE: PCA and PHDC and
11 PCA and the housing agencies?

12 COUNCILWOMAN BROWN: Both.
13 Let's do both.

14 MR. KOONCE: Well, we don't
15 really interface with PCA. We do accept
16 referrals, but we don't -- there's no
17 ongoing or even one singular meeting
18 point where we exchange data or anything
19 with PCA.

20 COUNCILWOMAN BROWN: Okay. So
21 the type of referrals you would send to
22 them are what?

23 MR. KOONCE: Actually, we don't
24 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

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
4 their mandate is -- to see if there are
5 any opportunities for coordination,
6 assist, something? It's another reason
7 to shorten that wait time.

8 MR. KOONCE: I think the wait
9 time isn't because we lack clients or
10 contractors. It's simply a function of
11 money.

12 COUNCILWOMAN BROWN: Funding.

13 MR. KOONCE: Yes, funding.

14 COUNCILWOMAN BROWN: Okay. And
15 since we know that -- I hear all the time
16 observations made by PCA, which I will
17 not put on the record. So given what
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
22 seniors that we're trying to help would
23 be of some value. So my ask is is to
24 have the conversation, because it's clear
25 to me and clear to many others that it's

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

1 3/31/14 - WHOLE - BILL 140144, etc.
2 still have funding for their office,
3 albeit they don't have any other funding
4 from the City. And we all know Bernard
5 Hawkins and the job they did. So I'm
6 just trying to find out what we can do to
7 have the community have those services.

8 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
16 funds, we had to make hard choices about
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.
24 We worked with them to complete those and
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
4 it was a resource question.

5 COUNCILWOMAN BLACKWELL: We
6 just don't understand the criteria or
7 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
16 the last year, because we don't
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.

24 COUNCIL PRESIDENT CLARKE:

25 Thank you, Councilwoman.

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
6 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.

10 MS. MCCOLLOCH: Okay.

11 COUNCIL PRESIDENT CLARKE:
12 Thank you, Councilwoman.

13 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,
20 Ms. McColloch. I'd suggest you get up as
21 quickly as possible and get away from the
22 table.

23 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.

3 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
12 side says shine; this says rise.

13 COUNCIL PRESIDENT CLARKE: Is
14 this what you have planned for my wall in
15 my office?

16 MS. GOLDEN: Nice, right?
17 Beautiful.

18 COUNCIL PRESIDENT CLARKE:
19 Please proceed.

20 MS. GOLDEN: Thank you. Good
21 afternoon. My name is Jane Golden and I
22 am the Executive Director of the City of
23 Philadelphia Mural Arts Program, and I am
24 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
4 applied to creative processes developed
5 by artists and arts organizations around
6 the country.

7 During the six months this
8 exhibition has been up, we have had more
9 than 42,000 visitors. But even without
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
16 people going on tours select a tour that
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.
23 And it's not just funders in Philadelphia
24 you're leveraging, but also foundations
25 and corporations from around the country

1 3/31/14 - WHOLE - BILL 140144, etc.
2 and the world.

3 In FY14, we've brought in more
4 than \$700,000 being brought into
5 Philadelphia's economy from sources
6 outside the City, a sign of our
7 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
16 really speaks to me and I think to people
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
24 and Mural Arts is that art can ignite
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
7 privilege to be affiliated with the Mural
8 Arts Program, and at this time, I'd be
9 happy to answer any questions.

10 Thank you.

11 COUNCIL PRESIDENT CLARKE:

12 Thank you, and good afternoon.

13 MS. GOLDEN: Good afternoon.

14 COUNCIL PRESIDENT CLARKE: Keep
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
20 wonderful thing.

21 I'm always thrilled and happy
22 and excited about the wonderful things
23 you all are doing over there, and because
24 you backed it up with such data, that
25 makes it even more compelling. So

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

2 question: Do you receive state funding
3 at all?

4 MS. GOLDEN: We receive an
5 allocation from the Pennsylvania Council
6 on the Arts, and that's it.

7 COUNCILWOMAN BROWN: Has there
8 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
13 opportunity if an appeal was made to
14 PennDOT, much the way murals have changed
15 the face of the Expressway along Girard
16 Avenue and other places?

17 MS. GOLDEN: That is a
18 fantastic question, and some years ago we
19 did get some money from PennDOT, years
20 ago. 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
23 Drive and Ridge, all those beautiful
24 mosaics. That was made possible by
25 PennDOT. But we are so interested in

1 3/31/14 - WHOLE - BILL 140144, etc.
2 overpasses, underpasses, gateway
3 projects. I don't know if everyone knows
4 this, but we're doing a five mile long
5 section of the Amtrak Rail corridor of
6 color, brilliant color. It's going to be
7 extraordinary. So those kind of unusual
8 sites really interest us, so that would
9 be fantastic to follow that lead.

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
16 know what's happening in the arts at the
17 state level. However, Mural Arts, you
18 intend to scale up and continue your
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
24 decline in dollars?

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 --
7 you know, it's not enough to say, Oh,
8 we're a leader in the field, like
9 that's --

10 COUNCILWOMAN BROWN: What does
11 that mean?

12 MS. GOLDEN: What does that
13 even mean? We can't be complacent. So
14 we have a symposium. So in two weeks
15 we're having a symposium about art and
16 criminal justice, bringing people here to
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
24 learn about it, and we're constantly
25 doing research about what kind of funding

1 3/31/14 - WHOLE - BILL 140144, etc.
2 sources are available.

3 We have been able to, from the
4 federal government for the last few
5 years -- and knock on wood, I feel very
6 grateful for this -- get funding from the
7 National Endowment for the Arts, and we
8 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
11 West Philadelphia. 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
18 are the entry points for parents who have
19 talented children and want to get them
20 connected to Mural Arts? What's the
21 pathway for them?

22 MS. GOLDEN: Okay. Then what I
23 would suggest, our Art Ed Director is
24 Yolanda Wisher. And so what we urge
25 people to do is -- well, they can go to

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
4 we'll bring in assistant artists,
5 teaching artists.

6 COUNCILWOMAN BROWN: I actually
7 have a letter coming to you about a
8 parent who wants to have her son
9 connected.

10 MS. GOLDEN: Terrific. Great.

11 COUNCILWOMAN BROWN: The bell
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
19 turtle and the ones in our district.
20 They adorn our district like you do all
21 over the City.

22 I had an opportunity to see
23 this Sunday, ironically, some of the old
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
4 or even a living out of it.

5 MS. GOLDEN: Oh, I would say a
6 very high percentage. For the artists we
7 work with, I would say 25 percent of them
8 have gone on to become internationally
9 known. In fact, some of them we can't
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
16 be animation. It could be a form of
17 design. That's why our entrepreneurial
18 program and our apprenticeship program is
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
25 historically gone unrecognized. And we

1 3/31/14 - WHOLE - BILL 140144, etc.
2 say let's use art as a lifeline.

3 The other thing that we're
4 doing -- I forgot to say this to the
5 Councilwoman -- is that we are also
6 offering programs during the school day
7 that brings -- one model brings together
8 all the tenth grade teachers. And so
9 we're tapping into the academics. 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
13 with them.

14 But, Councilman, a very high
15 percentage are moving on to different
16 careers. I would say we get a lot of
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
25 bring together an architect, an urban

1 3/31/14 - WHOLE - BILL 140144, etc.
2 planner, a ceramic artist, and an artist
3 to reclaim and transform schools. If you
4 go to the Bodine School at 4th and
5 George, you will see a school that is
6 totally transformed with mosaic, ceramic,
7 and an outdoor interactive learning
8 structure. That's the one that won the
9 prize in the Venice Biennale. And
10 there's a curriculum where we build an
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
16 Philadelphia at 53rd and Media with the
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
20 wish we were doing this at schools all
21 over the City, because too many schools
22 look like prisons, and we want to change
23 them. Our children should be going to
24 environments that are beautiful, because
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.

4 COUNCILMAN JONES: Can this
5 program be expanded to include recreation
6 centers?

7 MS. GOLDEN: Absolutely.
8 Absolutely. In fact, our Restorative
9 Justice program, our Guild members, for
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
13 was gray, peeling, trash. Our crew went
14 in, they did some roofing, they fixed
15 windows, they fixed some doors, they did
16 ceramic, they did mosaic, they did
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. We
21 can do this.

22 So we love the fact that we're
23 training people and that we can strike
24 with surgical precision to transform the
25 built environment in Philadelphia. I

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

2 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.

11 MS. GOLDEN: Yes. Two things.
12 Well, one, when I talk about our Art
13 Education program, we're serving kids
14 that some of the kids have really fallen
15 through the cracks. So we're working at
16 the Youth Study Center, Saint Gabriel's
17 Hall, Vision Quest. So for those kids,
18 it's critical. It's so important. And
19 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
22 important that it's not just they're
23 learning art skills. I mean, that would
24 be fantastic in itself, but it's also
25 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
4 transformative. So the kids are
5 learning, and people are recognizing
6 their talent and ability.

7 For the young men in our Guild
8 program, young men and some women, but
9 it's more young men, I would say for them
10 it is deeply transformative. They're
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
19 in the 4th, but I'll save that for
20 another time.

21 Thank you, Mr. President.

22 COUNCIL PRESIDENT CLARKE:

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.

4 Good afternoon.

5 MS. GOLDEN: Good afternoon.

6 COUNCILMAN SQUILLA: Thank you
7 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
11 that you, I guess, get from private or
12 partnerships compared to what the City
13 gives you?

14 MS. GOLDEN: Well, the City's
15 budget is about 35 percent and the rest
16 we raise from foundations, corporations,
17 individuals, and a little bit of money
18 comes from earned income from our Mural
19 Tour program, and we wish it was more and
20 we're going to try to make it more. So
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
25 money on your own to keep the Mural Arts

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

2 Program going.

3 MS. GOLDEN: Well, I thank you.

4 I sometimes think I'm not very good at
5 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,
10 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
14 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,
22 an organization that does so well and is
23 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
4 what Philadelphia has as far as Mural
5 Arts. So it would make more sense to
6 increase the budget from the City
7 perspective and you'd be able to do even
8 more work and more murals and put more
9 artists out there to be able to get jobs
10 for.

11 So, I mean, I just think it's a
12 win-win. Sometimes in the City you see
13 what we do, we actually take money away
14 from the people who do good things
15 because they're doing such a good job,
16 and if you're not doing a good job, we
17 give you more money so you can mess it
18 up. But I think this is a true example
19 of why we should actually add money to a
20 budget and look for more things from
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
4 much. Thank you. It means a lot.

5 COUNCIL PRESIDENT CLARKE:
6 Thank you, Councilman.

7 The Chair recognizes
8 Councilwoman Bass.

9 COUNCILWOMAN BASS: Thank you,
10 Mr. President.

11 Hello. How are you, Jane?

12 MS. GOLDEN: Hi. How are you?

13 COUNCILWOMAN BASS: Good to see
14 you.

15 So just a couple things I
16 wanted to state and just in hearing you
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

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

3 MS. RHYNHART: Councilwoman,
4 the capital dollars can only be used for
5 capital eligible.

6 COUNCILWOMAN BASS: That's
7 correct.

8 MS. RHYNHART: So it really
9 would depend on what exactly Mural Arts
10 was doing or how they were involved. If
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
24 seeing what that could look like, because
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
5 benches.

6 MS. RHYNHART: -- things that
7 could be possibly capital eligible, that
8 is worth a discussion.

9 COUNCILWOMAN BASS: And even
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
14 with the City trash can or whatever it
15 is, that we would be able to just have it
16 defined in terms of what is eligible and
17 what is not eligible, because it does
18 seem like the policy is all over the
19 place.

20 MS. RHYNHART: Well, I'd be
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.

24 In terms of Mural Arts, I think
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,
4 wait, Mural Arts could actually do
5 construction in some sort.

6 So I think we would need to see
7 some images and some concept of what that
8 would look like and then weigh also how
9 we would maintain it, because it would
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
16 information on it.

17 MS. GOLDEN: And we have a
18 really great booklet we could share with
19 you that we put together, because I think
20 this is what -- and, Councilwoman, I
21 really appreciate your comments about
22 like how people look at our work, because
23 that's why we call the PAFA exhibition
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. RYHNHART: I'd be happy to
23 arrange a meeting and sit down with you.

24 COUNCILWOMAN BASS: That would
25 be great.

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

2 MS. RHYNHART: And if there's
3 any specific examples you could provide
4 offline in terms of discrepancies, I
5 would definitely like to know what they
6 are.

7 COUNCILWOMAN BASS: Thank you.
8 Thank you, Mr. Chairman.

9 COUNCILMAN JONES: Thank you,
10 Councilwoman.

11 Councilwoman Brown is next.

12 COUNCILWOMAN BROWN: Did I not
13 understand you to say that you refer
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. So
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.
2 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
7 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,
11 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
15 scholarship money for our kids as well.
16 So, yeah, every year, especially -- like
17 soon we're going to be having a major
18 exhibition at the Crane. So we've been
19 fundraising for scholarships, and then
20 we'll give out probably ten scholarships
21 at the exhibition.

22 COUNCILWOMAN BROWN: Very, very
23 good.

24 MS. GOLDEN: But that's really
25 a good point, and I will check into that.

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

2 COUNCILWOMAN BROWN: Please
3 check into that, because when I learned
4 that, it was -- students don't need that
5 kind of debt.

6 MS. GOLDEN: No.

7 COUNCILWOMAN BROWN: Get into
8 debt and then find out that that school
9 is not accredited.

10 MS. GOLDEN: That's right.

11 COUNCILWOMAN BROWN: What's the
12 relationship with Moore? I see that you
13 have a relationship with PAFA, but what's
14 the relationship with Moore?

15 MS. GOLDEN: Actually, that's
16 great. I'm glad you brought that up. We
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 Moore. So it's not just like a

1 3/31/14 - WHOLE - BILL 140144, etc.
2 scholarship that's sort of meaningless
3 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
11 going to be the laboratory for the
12 students coming into the graduate school.
13 Because, you know, it's one thing for
14 students to study working in public
15 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
23 that work, and we want young people to
24 understand what it means to go into a
25 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
4 responsive in the best way possible. So
5 we're hoping that there's nothing like
6 this anywhere in the country and that
7 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
14 Councilman Goode's father who was
15 responsible for Philadelphia
16 Anti-Graffiti Network, and it actually
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
22 corridors.

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
4 populations and deal with trauma and
5 resilience and the issue of acclimation.
6 So in South Philadelphia, we're working
7 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 mural. That just is not enough anymore.
11 So we took over an empty storefront that
12 was totally falling apart. I would love
13 to take you down there. We turned it
14 into a hub, and now we're offering
15 everything from print-making and
16 mural-making to cooking and sewing and
17 dance. We found out there's a whole
18 community of extraordinary weavers down
19 there, so we're highlighting their work.
20 We're selling their work. We've tapped
21 into an entrepreneurial spirit. We're
22 doing murals. We're cleaning graffiti.
23 We're getting the lots cleaned up. We're
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 curretted, 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
4 work has so much more power.

5 COUNCILWOMAN BROWN: Sure it
6 does. Sure it does. The bell has rung.

7 MS. GOLDEN: Sorry. I get so
8 excited.

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,
16 because I don't know that it needs to be
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
23 something new and innovative. You really
24 know how to get the most out of
25 everything, out of every nook and cranny

1 3/31/14 - WHOLE - BILL 140144, etc.
2 of this city, and I think people should
3 really give your program credit.

4 I think a lot of the arts and
5 artists and musicians that have come to
6 Philadelphia, this whole
7 innovative/creative economy thing we're
8 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.

16 I particularly really am
17 looking forward to this five mile of
18 redoing that whole Amtrak, five miles of
19 beautiful colors and art. It is such in
20 contrast to the impression people get
21 when they take our train ride in
22 Philadelphia, probably never getting off
23 of the train, but now they will have a
24 whole new impression of our city. I
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
4 age out, too many of them end up
5 homeless, too few of them go on to
6 college.

7 So is there some -- have you
8 thought about interfacing with the
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,
16 you had mentioned this too -- we have a
17 new program called Journey to Home.
18 That's about the impact of homelessness
19 on our kids, and we're partnering with
20 the School of Public Health at Penn. So
21 we have researchers. We're providing
22 services for the kids. We're working
23 with The Attic and Covenant House and
24 Achieving Independence Center. And
25 there's another hub up on Lancaster

1 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
11 about the problem that exists. So we're
12 making materials available to some of the
13 people who are leading advocates in the
14 field, because it's such a critical --
15 it's such a great question you asked.
16 It's a critical issue.

17 COUNCILWOMAN BROWN: That's a
18 group of young people who if you don't
19 think about it intentionally, they get
20 left out.

21 MS. GOLDEN: That's right. And
22 we polled our kids, and 60 percent of our
23 kids said they face housing insecurity,
24 and yet it's an invisible issue that we
25 want to make visible.

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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
4 question, and also I'll talk to my
5 colleagues at the Greater Philadelphia
6 Cultural Alliance, because I know this
7 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. I
10 want to come back next year and tell you,
11 you know, now I can say -- we're serving
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
16 really what needs to happen. So that's
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. So
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.

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.

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

2 Okay.

3 Good afternoon, Majority Leader
4 Jones.

5 COUNCILMAN JONES: Good
6 afternoon.

7 COMMISSIONER ORTMAN: And
8 members of City Council. I am Hugh
9 Ortman, Commissioner of the Procurement
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
20 over the FY14 estimated obligations. 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 unservicable 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

1 3/31/14 - WHOLE - BILL 140144, etc.
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
7 state -- I'm sorry; the School District
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
13 different work rules that they have
14 against what the City may have, things
15 like that. Number of things.

16 COUNCILMAN JONES: I would just
17 think for issues like pencils, we all use
18 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.

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

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
16 broad information request and I'll be
17 asking each department this question
18 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.

24 MS. RHYNHART: When you say
25 "previously," like any time previously,

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

11 MS. RHYNHART: Okay.

12 COUNCILMAN GOODE: I want to
13 know whether the services are performed
14 by private-sector workers who are paid a
15 living wage. I want to know which of the
16 services are performed by companies that
17 are owned by women and people of color,
18 and I want to know which of those
19 services are performed by companies that
20 are located in Philadelphia. Okay?

21 MS. RHYNHART: Okay. That
22 might take a little time to put together,
23 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,
7 but that's a broad information request.

8 MS. RHYNHART: Okay.

9 COUNCILMAN GOODE: Thank you.
10 Thank you, Mr. Chairman.

11 COUNCILMAN JONES: You're not
12 done, are you?

13 COUNCILMAN GOODE: I'm done.

14 COUNCILMAN JONES: All right.
15 Well, I'm going to ask a couple more
16 questions. I'm disappointed.

17 Can I ask you, which
18 departments were awarded new concession
19 agreements this year?

20 COMMISSIONER ORTMAN: Trevor.

21 First I have to say we've just
22 lost our head person in that department.
23 She's now working in the Integrity
24 Office. So we're trying to keep up on
25 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
16 only awarded two or three concession
17 contracts.

18 COUNCILMAN JONES: And they
19 are?

20 DEPUTY COMMISSIONER DAY: And
21 one is the -- I'm trying to -- we're
22 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:

4 Councilman, one of them was the Christmas
5 Village.

6 COUNCILMAN JONES: Say it
7 again.

8 COMMISSIONER ORTMAN: One of
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.
13 I'd have to check on that. But we don't
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.

17 COUNCILMAN JONES: So are you
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
23 an RFP that came under your guideline?

24 COMMISSIONER ORTMAN: For the
25 Christmas Village or the --

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
4 sales.

5 COUNCILMAN JONES: Yes.

6 COMMISSIONER ORTMAN: The City
7 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
16 put them up for some kind of scrap sale.

17 COUNCILMAN JONES: That's fine,
18 but is there a way for non-profits that
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

1 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
6 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
10 of the things -- with the expansion of
11 the new courtroom on, I think it's, Arch
12 Street, they're going to -- a lot of that
13 furniture they're not taking. They're
14 going to get modular furniture, things
15 like that. And some of those benches,
16 chairs, jury boxes are going to schools
17 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
21 information going to Councilpersons might
22 be helpful.

23 Are there any other questions?
24 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
4 retirement. However, for the critical
5 positions, we do have that plan in place
6 to hire them ahead of time and train
7 them.

8 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: Yes.

14 COUNCILWOMAN BROWN: Okay. In
15 your testimony on Page 6, you highlight
16 challenges facing your department,
17 specifically with regards to high
18 turnover. Has Procurement considered
19 partnerships with -- period? What do you
20 do to simply address that reality?

21 DEPUTY COMMISSIONER DAY: I
22 mean, I think it's along the lines of
23 what we've done, which is working with
24 our Human Resources and identifying those
25 critical positions to have dual

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

3 COUNCILWOMAN BROWN: So that's
4 related to the DROP but not to anything
5 else?

6 DEPUTY COMMISSIONER DAY: The
7 majority of the turnover in our
8 department has been related to
9 retirements.

10 COUNCILWOMAN BROWN: Okay. Let
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.
16 So thank you for that.

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
23 out to seek potential bidders to fulfill
24 this type of need?

25 COMMISSIONER ORTMAN: I'll let

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

2 Trevor do that, but I think there's a
3 slight misunderstanding. We did not
4 award a one-year contract for that work.
5 We awarded a one-year contract to a
6 company -- to two companies to put on the
7 reverse auction for that work.

8 COUNCILWOMAN BROWN: Okay. So
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
18 except in a reverse style. Ebay you're
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

1 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
6 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
12 that new way of doing things?

13 COMMISSIONER ORTMAN: We had
14 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
20 also takes some doing, because of all the
21 little idiosyncrasies of our rules and
22 regulations.

23 COUNCILWOMAN BROWN: I see.

24 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
12 the name of a provider. It's the name of
13 a provider.

14 DEPUTY COMMISSIONER DAY: Yeah,
15 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
25 was a placeholder for -- that \$65,000 is

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,

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.

8 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,
15 I just wanted to say, Angela Dowd-Burton
16 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.

23 MS. DOWD-BURTON: Absolutely.

24 COUNCILMAN JONES: And Alice
25 Dungee-James as well. Thank you.

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

2 Seeing no other questions, this
3 committee will stand in recess until
4 Tuesday, April 1st at 10:00 a.m., at
5 which time we will reconvene in Room 400,
6 City Hall.

7 Thank you all.

8 (Committee of the Whole
9 recessed at 4:35 p.m.)

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CERTIFICATE

I HEREBY CERTIFY that the
proceedings, evidence and objections are
contained fully and accurately in the
stenographic notes taken by me upon the
foregoing matter, and that this is a true and
correct transcript of same.

MICHELE L. MURPHY
RPR-Notary Public

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