

COUNCIL OF THE CITY OF PHILADELPHIA
COMMITTEE OF THE WHOLE

Room 400, City Hall
Philadelphia, Pennsylvania
Tuesday, April 7, 2015
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 ED NEILSON
COUNCILMAN DENNIS O'BRIEN
COUNCILMAN DAVID OH
COUNCILWOMAN MARIA D. QUINONES-SANCHEZ
COUNCILWOMAN BLONDELL REYNOLDS BROWN
COUNCILMAN MARK SQUILLA
COUNCILWOMAN MARIAN B. TASCO

BILLS 150162, 150163, and 150164
RESOLUTION 150179

- - -

1
2 COUNCIL PRESIDENT CLARKE: Good
3 morning, everyone. This is the public
4 hearing of the Committee of the Whole
5 regarding Bills No. 150162, 150163,
6 150164, and Resolution No. 150179.

7 Ms. Lewis, please read the
8 titles of the bills and resolution.

9 MS. LEWIS: Bill No. 151062, an
10 ordinance to adopt a Capital Program for
11 the six Fiscal Years 2016 through 2021
12 inclusive.

13 Bill No. 150163, an ordinance
14 to adopt a Fiscal 2016 Capital Budget.

15 Bill No. 150164, an ordinance
16 adopting the Operating Budget for Fiscal
17 Year 2016.

18 And Resolution No. 150179,
19 providing for the approval by the Council
20 of the City of Philadelphia of a Revised
21 Five Year Financial Plan for the City of
22 Philadelphia covering Fiscal Years 2016
23 through 2020, and incorporating proposed
24 changes with respect to Fiscal Year 2015,
25 which is to be submitted by the Mayor to

1 4/7/15 - WHOLE - BILL 150162, etc.
2 the Pennsylvania Intergovernmental
3 Cooperation Authority (the "Authority")
4 pursuant to the Intergovernmental
5 Cooperation Agreement, authorized by an
6 ordinance of this Council approved by the
7 Mayor on January 3rd, 1992 (Bill No.
8 1563-A) by and between the City and the
9 Authority.

10 COUNCIL PRESIDENT CLARKE:

11 Thank you.

12 Today we continue the public
13 hearing of the Committee of the Whole to
14 consider various bills read by the Clerk
15 that constitute proposed operating and
16 capital spending measures for Fiscal
17 2016, a Capital Program and a
18 forward-looking Capital Plan for Fiscal
19 2016 through Fiscal 2021.

20 We will hear testimony today
21 from the following departments: Mayor's
22 Office, OHCD, CEO, Mural Arts, Managing
23 Director, Free Library, and Parks and
24 Recreation. Needless to say, we have a
25 full day.

1 4/7/15 - WHOLE - BILL 150162, etc.

2 We'd ask that the
3 Administration please come up to the
4 witness table.

5 (Witness approached witness
6 table.)

7 COUNCIL PRESIDENT CLARKE: Good
8 morning.

9 MR. GILLISON: Good morning,
10 Council President Clarke, members of City
11 Council. I'm Everett Gillison, Chief of
12 Staff in the Office of the Mayor. On
13 behalf of Mayor Michael Nutter, I am
14 pleased to provide testimony on the
15 Proposed Fiscal Year 2016 Operating
16 Budget.

17 The role of the Mayor's Office
18 is to provide the necessary leadership,
19 direction, and support to departments so
20 they may achieve success in their key
21 area of focus. The 2016 budget as
22 proposed provides the necessary funding
23 for the Mayor's Office to accomplish
24 these objectives.

25 The Fiscal '16 proposed General

1 4/7/15 - WHOLE - BILL 150162, etc.
2 Fund budget is \$5,206,625. The Fiscal
3 '16 General Fund budget as proposed
4 includes \$4,166,124 in Class 100 funds to
5 provide compensation for 49 full-time
6 employees and one part-time employee.
7 This is an increase of one full-time
8 position in Fiscal 2015. As of December
9 31st, the Mayor's Office employed 48
10 people full time. Thirty-four of these
11 employees were women, 14 were men, 32 of
12 the people employed full time by our
13 office are minorities.

14 The requested Fiscal '16 budget
15 also includes \$990,336 in Class 200,
16 \$50,165 in Class 300 and 400, and
17 \$200,000 in Class 500, which is
18 scholarship, for a total General Fund
19 budget of 5,391,881.

20 I believe that you have my full
21 testimony that has been submitted and in
22 writing, and at this time, if the Council
23 President would so submit, I'm available
24 for questions. With me are a number of
25 people from the Administration behind me

1 4/7/15 - WHOLE - BILL 150162, etc.
2 that can probably answer any that I will
3 not be able to answer.

4 COUNCIL PRESIDENT CLARKE:
5 Thank you, Mr. Gillison. I just have a
6 couple for you today.

7 One, did you get the letter
8 that I forwarded with respect to those
9 bills that we had passed earlier by
10 Council? I just want to make sure you
11 got the letter.

12 MR. GILLISON: I have not
13 gotten it myself, but if you send it
14 down, I'll make sure that I check with
15 Kathy.

16 COUNCIL PRESIDENT CLARKE: I
17 understand we're going to be adding to
18 the list, so we'll forward that when we
19 get it. We want to have a comprehensive
20 list. A number of bills that
21 Councilmembers had --

22 MR. GILLISON: Not a problem.

23 COUNCIL PRESIDENT CLARKE: --
24 requested status. So that's on me.

25 Mr. Gillison, one of the issues

1 4/7/15 - WHOLE - BILL 150162, etc.
2 that came up recently because Council got
3 engaged in this process is our lobbying
4 efforts. As you know, the Administration
5 traditionally had the lobbyists, and
6 Council saw the need in this particular
7 fiscal year to go out and do its own
8 lobbyists, and then there was an
9 understanding, a verbal agreement,
10 between the Mayor and myself that we
11 would have the coordination between the
12 two lobbying groups to make sure that
13 we're hopefully all on the same page.
14 But we're noticing that we're asking for
15 an increase of 426 for next fiscal year,
16 and can you give me a sense of why we're
17 increasing the lobbying budget.

18 MR. GILLISON: I believe that
19 the lobbying budget went up for -- the
20 majority of the money that we have, we
21 have -- actually, from what I can see
22 that's actually in the detail, Loeper
23 Associates remains at 66, Kinser Group
24 was 120, Holland and Knight was 100, and
25 Gray and Loeffler was 100. In the new

1 4/7/15 - WHOLE - BILL 150162, etc.
2 budget, I believe that if it went up, I
3 only have that it -- actually, I have
4 that it went down. So I have to check
5 that. I have to check my...

6 COUNCIL PRESIDENT CLARKE: We
7 have it that we spent 386 on FY15 plan
8 and spent 426 in the next fiscal.

9 MR. GILLISON: I'm on Page 17
10 of our detail and I have that it actually
11 went down \$50,000, but I will check the
12 detail. I don't have that everyone went
13 up a dollar.

14 COUNCIL PRESIDENT CLARKE:
15 Okay. Just give me a little clarity on
16 that.

17 MR. GILLISON: I will.

18 COUNCIL PRESIDENT CLARKE: The
19 other one I want to talk about, the theme
20 of the budget hearings. We said earlier
21 on in the first day, we talked about
22 these three boards and these themes with
23 respect to income inequality and
24 community sustainability and obviously
25 education are the conversation that we

1 4/7/15 - WHOLE - BILL 150162, etc.
2 will have throughout this particular
3 budget process. And I understand the
4 Administration has spent a significant
5 amount of money in funding for -- reduced
6 funding for important programs to launch
7 CUA, community umbrella agency network,
8 and we were just having a conversation
9 about having a coordinating activity.
10 Can you tell us why schools were not
11 chosen as the sites for these wraparound
12 services, which is obviously one of the
13 themes of our initiatives?

14 MR. GILLISON: I think that
15 what we have tried to do is to
16 evaluate -- I don't think there's any one
17 preference for where things are located
18 one or the other. Sometimes we have
19 found that there are regulations that
20 keep us from siting things in schools.
21 There are certain dollars that have
22 restrictions that don't allow us to spend
23 dollars in a particular way in schools
24 themselves. We have worked to try to
25 site as much stuff in as possible.

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2 I can tell you from my area in
3 public safety obviously and you're aware
4 of it because we put a lot of work in the
5 22nd District itself, we try to site as
6 many things as we can in the areas where
7 communities can feel close to them as
8 possible, and where we can open up and
9 share resources in schools, we've done
10 that. We've done it in the 22nd and
11 we've done it in different areas in the
12 City.

13 We try to site as much as we
14 can, but sometimes we're just limited by
15 what we can do. And the effectiveness
16 that we've had over the last number of
17 years, we tried to actually use the
18 schools as an area and we found that we
19 were stretching our resources thinner and
20 we weren't getting the kind of
21 coordination that we thought we needed to
22 get. So we ended up going back to siting
23 it off site, but trying to put as many
24 resources around it, and using those
25 areas, we were able to get what we needed

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2 to get done.

3 But there's no part of this
4 Administration to say that we can't do
5 it. We'll try anything to see if it can
6 work, and I think that it's important for
7 us to work together to see where we -- if
8 something hasn't worked in the past, if
9 you think that we can find a different
10 way to get it done, then we're open to
11 getting it done in the future.

12 COUNCIL PRESIDENT CLARKE:
13 Okay. So you would acknowledge that --
14 and you referenced locations within
15 communities of need. You would
16 acknowledge that there's a school in
17 every community in the City of
18 Philadelphia.

19 MR. GILLISON: Absolutely.

20 COUNCIL PRESIDENT CLARKE: So
21 clearly there is a location with any area
22 of need in the City of Philadelphia.

23 MR. GILLISON: Sure.

24 Absolutely.

25 COUNCIL PRESIDENT CLARKE: You

1 4/7/15 - WHOLE - BILL 150162, etc.
2 referenced the fact that there may be
3 some limitations on how dollars can be
4 spent, and I understand that having been
5 a veteran of government.

6 MR. GILLISON: Right.

7 COUNCIL PRESIDENT CLARKE: But
8 are there limitations in terms of the
9 physical location of those dollars and
10 programs?

11 MR. GILLISON: Sometimes --

12 COUNCIL PRESIDENT CLARKE: I've
13 never known that to be the case.

14 MR. GILLISON: Sometimes that
15 you will have -- I think that it came up
16 in the behavioral health situation where
17 we were trying to put certain dollars and
18 certain spends in particular grants,
19 because what we're normally trying to
20 deal with, as you know, the budget, 87,
21 88 percent of the budget is usually just
22 personnel. So we can put people where we
23 need them to be, but we also need to be
24 able to have them report and do things in
25 a particular way so they're part of just

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2 government in and of itself. We just
3 don't want to put people on islands. So
4 we need to put them in places that we can
5 actually direct what they're doing and
6 how they're doing to work everything
7 together.

8 COUNCIL PRESIDENT CLARKE: But,
9 I mean, you reference CUA as an example.

10 MR. GILLISON: Right, the CUAs.

11 COUNCIL PRESIDENT CLARKE: One
12 of the service deliveries as it relates
13 to mental health.

14 MR. GILLISON: That's correct.

15 COUNCIL PRESIDENT CLARKE: You
16 have CUA in the Leslie Pinckney Hill
17 School, which is adjacent to Strawberry
18 Mansion. It's literally connected. So
19 it's clear that we're able to deliver
20 that type of service in a school. So I
21 don't know why we don't replicate that
22 example across the City of Philadelphia.

23 MR. GILLISON: I think that we
24 want to play to people's strengths, and
25 sometimes it's our ability to do that

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2 that will enable that to happen. I mean,
3 we can -- we do look at schools as a
4 place for things to happen. Schools as
5 the old -- the idea that schools should
6 be 24-hour places that are open because
7 of the significant public dollars that
8 flow both from the School District and
9 the City in that area make it an
10 attractive place. Just sometimes it may
11 not work depending on what the
12 particulars are of that particular area,
13 and we just have to look at it on a
14 case-by-case basis; that's all.

15 COUNCIL PRESIDENT CLARKE: And
16 I don't want to belabor the point, but
17 this is obviously important to us. We've
18 done a lot of work in talking to Ms.
19 Shorr earlier. We look forward to
20 working with you all on this. The simple
21 reality is, one, there's a school in
22 every neighborhood. Two, there's a need
23 in a lot of those neighborhoods. We
24 already provide a significant number of
25 the services for those children and

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2 families, because it should be a
3 family-based approach, then I just
4 personally think and a lot of people who
5 worked on this, including members of the
6 School District and other individuals,
7 believe that having those services
8 delivered in those areas, in those
9 schools make all the sense in the world.
10 I mean, being able to supervise or direct
11 someone is more like a phone call or an
12 e-mail. You don't have to physically be
13 at every location. I talk about Amy 6,
14 and for once Councilman Jones is here,
15 because I'm always talking about this, is
16 that Amy 6, we visited that school. They
17 have a facility, the school, but the rear
18 portion of the school that actually has
19 an exterior entrance and exit is vacant,
20 and our ability to have services in that
21 school, because they have no nurse, but
22 our ability to have medical services, it
23 could be a private entity in that
24 building to provide assistance to the
25 community, clinical services, and also

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2 have a contract with the School District
3 to provide some sort of clinical
4 assistance to the school children, and
5 Councilman Jones can get out of that
6 building down there and stop paying rent
7 on Ridge Avenue and we can put him up in
8 a school where he can actually provide
9 the government services out of that
10 building. That's the kind of
11 forward-thinking and comprehensive
12 approach that I think that we should
13 take.

14 So I hear you. Every
15 particular neighborhood and situation has
16 a different set of circumstances, but the
17 reality is, I think that we have to make
18 a decision and we should stick to that
19 decision and we should move ahead.

20 We didn't invent it. We're not
21 reinventing the wheel. We've looked
22 across the country, and a lot of these
23 family-based services or community
24 schools, whatever you want to call them,
25 have actually worked, and I think that we

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2 should set the tone here for the City of
3 Philadelphia and for the future, because
4 we got a new Administration, people
5 coming in. If we can set the template,
6 this is what we're going to do in every
7 neighborhood across the City that needs
8 it, I think that we'll be at a much
9 better place. And I think that our
10 ability to attract support, external
11 support, not necessarily from government,
12 will be a lot easier because we have a
13 platform and a program and a template
14 where people say, I'm in, I want to
15 contribute to that. Then we'll spend
16 this in a more productive way. That's
17 just kind of our thinking.

18 MR. GILLISON: Okay. I hear
19 you.

20 COUNCIL PRESIDENT CLARKE: All
21 right. That's all for me. Thank you.
22 The Chair recognizes Councilman
23 Jones.

24 COUNCILMAN JONES: Thank you,
25 Mr. President. That is a good idea. If

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2 I recall, Mayor Nutter talked about
3 place-based activities that were
4 synergistic between libraries, health
5 centers, rec centers to try to create
6 activities around the best physical plant
7 available. So that's something that he
8 talked about, but in the momentum of
9 running a government, sometimes those
10 things get away from you, but he's
11 brought that back to you. Those are not
12 my questions, but something to think
13 about.

14 Where I'm at is that several
15 years ago there was an MOU, memorandum of
16 understanding, signed by the trades and
17 the School District to try to get more of
18 its students into apprenticeship
19 programs, similar to the point that was
20 made about income inequity.

21 Where are we with the DROP
22 program hitting many of our departments,
23 many skilled craftsmen leaving, a
24 school-to-work program? I know you've
25 done it in the area of the Streets

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2 Department. I'm aware that you've done
3 it with the automotive piece. We
4 actually recognized two young people from
5 our schools that graduated from that
6 automotive program with honors. So it
7 can work.

8 How are we expanding that to
9 other City departments, like Water
10 Department, Gas Works and others to kind
11 of take advantage of the vacancies and
12 make them first opportunities for our
13 young people in trades?

14 MR. GILLISON: I can tell you
15 that the -- and thank you for your
16 question. I can tell you that the
17 programming and what we call transition
18 programming, we do -- we plan in order to
19 try to make sure that we can fill the
20 jobs that are coming available. I can
21 tell you in public safety we have gone
22 out and we've done a lot of the work to
23 try to get people into those jobs and get
24 them ready for it. So we're using a lot
25 of our young kids through our Explorers

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2 Program. We're using people in the Fire
3 Department through our Fire
4 Representatives Program. We're using
5 Future Track in the Streets Department.
6 That also has bled over into our
7 PowerCorps areas where we are placing
8 people in both the Rec Department and in
9 the Water Department. So they're
10 actually getting the kind of exposure to
11 these areas to entice them to come in to
12 City government. So that's one.

13 I know that PHA has an MOU that
14 they have both had and then have put back
15 into being, I believe, or working to put
16 back into being where they are making
17 sure that people get back into the
18 skilled trades agreement that's going
19 forward.

20 I know that part of what the
21 Mayor's Office has done in working with
22 PLAs over the last number of years, we
23 have encouraged the unions themselves to
24 expand the program that they once ran and
25 to invest in that again, and that's been

1 4/7/15 - WHOLE - BILL 150162, etc.
2 more of a dialogue rather than seeing the
3 program get back up and funded, only
4 because everybody is still coming
5 through. We're at the point now where we
6 can actually make these kind of
7 investments and I believe they should be
8 able to make these kind of investments.

9 That's all I can say that we've
10 actually been able to try to encapsulate
11 in making this into a program just going
12 forward. More work needs to be done.
13 I'll be the first to tell you that we
14 need to make that happen in a more
15 systematized way, but I think that we
16 have a track record that actually says
17 it's something that works.

18 COUNCILMAN JONES: This is not
19 a "gotcha" question. This is thank you.
20 The Explorers Program has expanded to the
21 19th Police District. We're raising
22 money for kids to actually take advantage
23 of that.

24 Why that's significant,
25 Mr. President, is that when we change the

1 4/7/15 - WHOLE - BILL 150162, etc.
2 regs on college education two years, this
3 program allows young people to go
4 directly into that for two years and it
5 serves in lieu of college education, and
6 many of them can take the test.

7 And Randolph Skills Center, you
8 have a Fire Academy --

9 MR. GILLISON: Fire Academy
10 right there.

11 COUNCILMAN JONES: -- where
12 young people are actually taking
13 advantage of it.

14 So I get it. What I'd like to
15 do with this question is to quantify it
16 by department.

17 MR. GILLISON: Okay.

18 COUNCILMAN JONES: If you look
19 at that income inequity portion -- and
20 I'm going to go by that -- we really need
21 to measure and push the envelope a little
22 further to try to get -- we can be our
23 own stimulus package. We could be our
24 own solution to inner City unemployment
25 if we take advantage of the opportunities

1 4/7/15 - WHOLE - BILL 150162, etc.
2 that we're having problems filling people
3 with anyway.

4 MR. GILLISON: I agree.

5 COUNCILMAN JONES: Thank you,
6 Mr. President.

7 COUNCIL PRESIDENT CLARKE:
8 Thank you. Are you done, Councilman?

9 COUNCILMAN JONES: I heard the
10 bell ring.

11 COUNCIL PRESIDENT CLARKE: All
12 right.

13 Councilwoman Tasco.

14 COUNCILWOMAN TASCO: Good
15 morning.

16 MR. GILLISON: Good morning.

17 COUNCILWOMAN TASCO: How are
18 you?

19 MR. GILLISON: I'm doing well.

20 COUNCILWOMAN TASCO: I'm
21 concerned about the cut in the
22 Philadelphia Cultural Fund. Does that
23 come under the Mayor's Office?

24 MR. GILLISON: It is part of
25 the Mayor's Office, yes. Actually, it

1 4/7/15 - WHOLE - BILL 150162, etc.
2 really wasn't cut because -- although I
3 will tell you in this way: Last year we
4 actually found a little additional money
5 at the last minute and told everyone that
6 we were going to be able to put it into
7 the fund, because this was money that we
8 were able to invest, but we told everyone
9 it was just a one-time thing. Of course
10 once you put it in and you replicate what
11 was done the previous year and you keep
12 it, then everyone says now it's a cut.
13 And I get it that people would like to
14 have more dollars going in, but we had to
15 return the -- in essence, we went back to
16 the normal that we had been going through
17 over the last number of years.

18 So if you look at two years
19 ago, you'll see the dollars are there,
20 with a little bit more that's reflected
21 now. But I will agree with you that last
22 year's fund was more than this year's
23 fund. We did tell everyone that we had
24 found additional dollars. We put it in.
25 It would be a one-time thing. However,

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2 now everyone wants us to remain and keep
3 that dollar level, and we made the
4 decisions we made based on what, A, we
5 told everyone last year and, B, just
6 trying to make sure that we handled as
7 many of the priorities that came forward
8 in this year's budget.

9 COUNCILWOMAN TASC0: So what is
10 your budget, total budget?

11 MR. GILLISON: For the Cultural
12 Fund?

13 COUNCILWOMAN TASC0: For your
14 office.

15 MR. GILLISON: For my office,
16 it's \$5,206,625.

17 COUNCILWOMAN TASC0: That
18 covers all the departments that come
19 under your office?

20 MR. GILLISON: Yes.

21 COUNCILWOMAN TASC0: Total 5
22 million?

23 MR. GILLISON: Yes. We get a
24 lot of -- we do a lot with not that much.

25 COUNCILWOMAN TASC0: Okay. So

1 4/7/15 - WHOLE - BILL 150162, etc.
2 the Cultural Fund is funded out of the 5
3 million in your office?

4 MR. GILLISON: I think the
5 Cultural Fund is in a different fund,
6 right?

7 While the Office of Arts and
8 Culture and the Creative Economy is part
9 of the Mayor's Office, it actually has
10 its own separate line item, and I believe
11 that they will actually come. Helen is
12 here, but they will actually come and
13 talk to you about their budget. But
14 their budget currently is, Fiscal '16,
15 \$2.872 million. So you should have that
16 detail in a different examination.

17 COUNCILWOMAN TASCO: So the
18 arts and culture being so important to
19 the City --

20 MR. GILLISON: Absolutely.

21 COUNCILWOMAN TASCO: -- and
22 particularly to the community groups that
23 provide services to young people, senior
24 citizens, can't you all try and find some
25 more money out of -- what's your total

1 4/7/15 - WHOLE - BILL 150162, etc.

2 budget for the City?

3 MR. GILLISON: \$3.8 billion.

4 COUNCILWOMAN TASCO: Billion

5 dollars. I mean, you can find some money

6 out of \$3.8 million to fund those

7 programs. They reach people.

8 MR. GILLISON: I agree with

9 you.

10 COUNCILWOMAN TASCO: Some of

11 the stuff that we fund really doesn't

12 reach people, and certainly the young

13 people and the folks who benefit from the

14 cultural aspect of this fund. So I hope

15 that we can have that discussion about

16 how you can find some more money.

17 MR. GILLISON: Councilwoman,

18 I'll be glad to entertain and we'll be

19 able to sit down and let's talk about it.

20 We are a big supporter. You know the

21 Mayor is. You know that we are. I think

22 we have a great cultural -- the office of

23 cultural leader in Helen. She has done a

24 marvelous job in a short period of time

25 of emphasizing the neighborhood

1 4/7/15 - WHOLE - BILL 150162, etc.
2 importance of how the cultural economy
3 really does revitalize and becomes a
4 linchpin in the neighborhoods as well as
5 in Center City, but it is -- and so I
6 think that whenever we can, we try to
7 meet those needs, but, I mean, as you
8 know, it's always a balancing act, and
9 let's just talk about what we can do as
10 we go forward.

11 COUNCILWOMAN TASCO: I think
12 so, because I think we're behind in the
13 funding of our cultural arts program in
14 comparison to other cities in this
15 country.

16 MR. GILLISON: Okay.

17 COUNCILWOMAN TASCO: And I
18 think we need to find a way to improve
19 and find more money for that.

20 MR. GILLISON: Okay.

21 COUNCILWOMAN TASCO: So we'll
22 talk about that.

23 MR. GILLISON: Thank you. Look
24 forward to it.

25 COUNCIL PRESIDENT CLARKE:

1 4/7/15 - WHOLE - BILL 150162, etc.

2 Thank you.

3 The Chair recognizes Councilman
4 Squilla.

5 COUNCILMAN SQUILLA: Thank you,
6 Mr. President.

7 I have one question, but I do
8 want to reiterate what my colleague
9 Councilwoman Tasco about the Cultural
10 Fund and what it means, especially to the
11 people I know in my district. We just
12 recently handed out checks to a lot of
13 individual groups that really make a
14 difference in our city, and not only the
15 actual arts and culture that goes on, but
16 actually the growth of the City, and I
17 think because of this, it really has
18 increased our growth, and people like
19 that, willing to move into our
20 communities to really take care and pay
21 attention to the arts in our community.
22 So I would second Councilwoman Tasco's
23 request for additional dollars for the
24 Arts and Culture Fund.

25 My one question was about the

1 4/7/15 - WHOLE - BILL 150162, etc.
2 Maintenance Fund. Additional dollars was
3 added to Public Property's last year.
4 What has been the take on that since we
5 added those dollars for maintenance and
6 upkeep of buildings? And that's one of
7 my pet peeves, that we do a great job of
8 building things, but we don't really do a
9 great job of maintaining them. What has
10 been the savings because of that
11 investment? Do we have those numbers?

12 MR. GILLISON: I would think
13 that if those investments would have been
14 quantified, it would be through
15 Sustainability or Bridget. I would have
16 to ask that question to Bridget, because
17 she has put together the task force that
18 has addressed a lot of those outstanding
19 maintenance issues.

20 I can tell you just from a
21 public safety point of view that those
22 investments have actually borne fruit,
23 having worked with the FOP on some of the
24 issues that have been outstanding for
25 many years, and I thought that that task

1 4/7/15 - WHOLE - BILL 150162, etc.
2 force did a fantastic job of eliminating
3 a lot of the kind of sore spots that have
4 been out there for quite some time.

5 But as far as getting savings
6 out of it, I would think that I have to
7 defer to Bridget and get their analysis
8 to you.

9 COUNCILMAN SQUILLA: Compared
10 to last year, you had an increase in the
11 maintenance. What was the number last
12 year; do you remember?

13 MR. GILLISON: I don't remember
14 it offhand, Councilman. I'd have to get
15 that to you.

16 (Witness approached witness
17 table.)

18 MS. RHYNHART: Rebecca
19 Rhynhart, Budget Director.

20 There were two years in a row
21 the increases in Public Property of about
22 \$600,000, \$700,000 each and they do
23 have -- Public Property does have the
24 calculations of the savings from those
25 maintenance projects and from those

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2 additional staff. I just don't have it
3 with me, but we can definitely get it to
4 you.

5 COUNCILMAN SQUILLA: I think
6 that's important, as President Clarke had
7 talked about some of the police stations
8 and what they look like at this point.
9 Maintenance is such a big issue and yet
10 nobody cuts ribbons for maintenance.
11 Nobody goes and takes pictures for
12 maintenance, but it's so important for
13 the City of Philadelphia to maintain
14 their properties, because we spend
15 millions and millions of dollars
16 reconstructing things that we could just
17 maintain.

18 And also I know you said after
19 the two years after you saw what was
20 going to happen doing Public Property, we
21 were also going to look into Parks and
22 Rec for maintenance as far as our
23 maintenance to keep those buildings up
24 and running. Is that something we're
25 going to do this year?

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2 MS. RHYNHART: I think there
3 was additional money added into Parks and
4 Rec, I believe it was, two years ago --
5 and I know that Parks and Rec will be up
6 later today for their hearing -- to
7 increase maintenance at their facilities
8 as well as to start a small capital
9 projects program. So I think we've
10 gotten at that in a different way for
11 Parks and Rec than from the investment in
12 Public Property, but Mike DiBerardinis
13 can talk about that more later today.

14 COUNCILMAN SQUILLA: Because I
15 think it's important to realize if we --
16 we always look for capital improvements
17 and we look for the money that we spend
18 through our districts, and the
19 Councilmembers have districts to redo
20 playgrounds, and we just don't
21 concentrate enough on maintaining them,
22 and I think that's something we need to
23 really pay attention in the future. So I
24 look forward to see how Public Property
25 has done with their maintenance and what

1 4/7/15 - WHOLE - BILL 150162, etc.
2 that has been and then also with our
3 Parks and Recreation.

4 Thank you.

5 MR. GILLISON: Thank you.

6 COUNCIL PRESIDENT CLARKE:
7 Thank you, Councilman.

8 The Chair recognizes Councilman
9 Jones.

10 COUNCILMAN JONES: Thank you.

11 In 2015, the Mayor announced
12 three adult literacy centers. I wanted
13 to know how they're doing, what they're
14 doing, where they are, and in concert
15 with what's going on with the EARN
16 centers. They're relocating, they're
17 moving, and I wanted to know if there's
18 any cooperation, synergy between the two.

19 MR. GILLISON: All right. For
20 the literacy, Judith.

21 So I can give you a little bit
22 of an overview. Judith actually has that
23 in her area and she's in the -- she'll be
24 here for the libraries later today, so
25 you'll be able to ask that question. But

1 4/7/15 - WHOLE - BILL 150162, etc.

2 I can tell you that part of the literacy
3 matters, that we put together in the
4 libraries both a fund and an outreach
5 that allows us to get more people in and
6 served, and I know that they've been
7 keeping their stats, and Judith will have
8 that data for you later today when she
9 comes in with Parks and Rec.

10 As far as the EARN centers, the
11 state has actually changed its approach,
12 I will underscore once again, and so we
13 are now redistricting and placing people
14 in, I believe it's, four work or EARN
15 centers, with a promise that we may be
16 able to go back to the state and see if
17 there can be a fifth, trying to make sure
18 that we cover where people are who need
19 those kinds of transitional services to
20 get them back into the workforce, and
21 that is something that Mark Edwards
22 actually deals with. And I'm not sure
23 when he will be up, but I know that he's
24 coming forward to testify as to the
25 combination of what literacy and Edwards

1 4/7/15 - WHOLE - BILL 150162, etc.

2 is doing.

3 I will also say that we have
4 RISE working with them. So there is -- I
5 think we cover pretty much all of the
6 areas of trying to get people back into
7 the working environment.

8 COUNCILMAN JONES: I would be
9 interested in seeing how the poverty
10 programs, how the literacy programs, how
11 the EARN centers, all of them work
12 together -- how Reentry, all of them work
13 together for a common cause of reducing
14 the 28 percent poverty rate, and that
15 coordination is at the center of my
16 questioning.

17 MR. GILLISON: And I know Eva
18 does that as part of the program that I
19 know that you're well aware of with CEO.
20 So I agree. It's something that we do
21 and it's something especially with the
22 folks at RISE that I want to make sure
23 that they're not forgotten either, to
24 make sure that we are attending to their
25 needs as well.

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2 COUNCILMAN JONES: So in
3 addition to coordination, I want to
4 quantify. So how many people are removed
5 from poverty, how many people got a job
6 that went through an EARN program or a
7 literacy program, how are we moving the
8 needle in a coordinated way, and how far
9 has that needle moved.

10 MR. GILLISON: Okay. Thank
11 you.

12 COUNCILMAN JONES: And I guess
13 I can hold this question, but at least
14 let folk know who are here. I know we
15 had some fluctuation in federal money for
16 OHCD and others. There was a reduction
17 of about 26 million last year and there
18 was an opportunity for an application for
19 the rental program, which was in the
20 hundreds of millions. If you look up at
21 the portion of Philadelphia's sustainable
22 initiative, President Clarke moved and
23 looked at about 3,000 properties, I think
24 it was, that had tax delinquency and
25 wanted to look at how we could match

1 4/7/15 - WHOLE - BILL 150162, etc.
2 those kinds of dollars with that kind of
3 opportunity to create a stable affordable
4 housing area, and it was somewhere in the
5 neighborhood of 3,000 properties. So as
6 people prepare to come up, maybe they can
7 address that portion of it.

8 I hope they read the document,
9 Mr. President, you know. We took a lot
10 of time to prepare it and --

11 COUNCIL PRESIDENT CLARKE:
12 We'll find out.

13 COUNCILMAN JONES: We'll find
14 out. Thank you, Mr. President.

15 COUNCIL PRESIDENT CLARKE:
16 Thank you, sir. Thank you, Councilman.
17 The Chair recognizes Councilman
18 Neilson.

19 COUNCILMAN NEILSON: Thank you,
20 Mr. President.

21 During the Mayor's proposal, he
22 proposed a 9 percent increase on taxes to
23 pay for schools. I have a question for
24 you. If you had to make a 9 percent
25 non-personnel cut in your department,

1 4/7/15 - WHOLE - BILL 150162, etc.

2 where would you make it?

3 MR. GILLISON: If I had to make
4 a 9 percent --

5 COUNCILMAN NEILSON: A 9
6 percent cut within your budget within
7 your department, where would you make it?

8 MR. GILLISON: I can tell you
9 that if I just rounded it, it would be a
10 10 percent cut. So a 10 percent cut, I
11 would have to lay off since most of my --

12 COUNCILMAN NEILSON:
13 Non-personnel cut. Non-personnel is not
14 a layoff. I'm just looking for like
15 stuff like consulting, entertainment, and
16 expenses like that.

17 MR. GILLISON: I don't have
18 that kind of line item. The only thing
19 that I would be able to do if you're
20 going to take personnel out, which is the
21 majority of my budget, it would end up
22 being in our lobbying, which is a
23 consultant contract, which means we would
24 actually have less of an ability to do
25 what we need to do in Harrisburg and

1 4/7/15 - WHOLE - BILL 150162, etc.
2 in Washington. And the only other place
3 that I have it really is in language
4 access. That contract comes through my
5 line item, which means that we would not
6 be able to serve people who need that
7 service to be able to make that -- to
8 communicate here in the City of
9 Philadelphia.

10 COUNCILMAN NEILSON: So
11 everything else in your budget is
12 personnel?

13 MR. GILLISON: Yeah. Most of
14 my budget is personnel.

15 COUNCILMAN NEILSON: How about
16 some of the dues and stuff like that? Is
17 there anything we look at across
18 departments to try and reduce the dues to
19 the various departments, like the
20 miscellaneous dues?

21 MR. GILLISON: I think --

22 COUNCILMAN NEILSON: What I'm
23 finding is a lot of "miscellaneous," a
24 lot of "to be determined," a lot of
25 contracts that aren't spelled out because

1 4/7/15 - WHOLE - BILL 150162, etc.

2 I guess you can't award them until next
3 year.

4 MR. GILLISON: The Mayor is a
5 member of probably two or three major
6 organizations that we pay his dues on as
7 part of his responsibility as being the
8 President of the Pennsylvania Municipal
9 League or being a member of the U.S.
10 Conference of Mayors. Those are
11 responsibilities that any big city mayor,
12 especially the Mayor of the fifth largest
13 city, maintain. So I would hesitate to
14 kind of have him become a non-paying
15 member of those organizations since it
16 does place us in a position of doing
17 quite a bit for the City as a whole.

18 But in this particular
19 department, the majority of my dollars
20 actually go into people's salaries. So
21 to take a 10 percent cut outside of that
22 would not really net that much money.

23 COUNCILMAN NEILSON: Thank you,
24 Mr. President.

25 COUNCIL PRESIDENT CLARKE:

1 4/7/15 - WHOLE - BILL 150162, etc.

2 Thank you, Councilman.

3 The Chair recognizes
4 Councilwoman Quinones-Sanchez.

5 COUNCILWOMAN SANCHEZ: Thank
6 you, Mr. President.

7 I have a question and I don't
8 know if this information is available.
9 Since we've invested or the Mayor's
10 Office has invested so much in grant
11 revenue and personnel, is there a chart
12 of how many people are either grant
13 funded that are in the Mayor's Office or
14 funded in other departments but assigned
15 to the Mayor's Office?

16 MR. GILLISON: I tried to make
17 sure that all the people that were in the
18 Mayor's Office actually were brought into
19 the Mayor's Office instead of having them
20 detailed before. I think I went through
21 that when I first became Chief of Staff.

22 I will have to just take a look
23 and I'll try and get that information
24 back to you. I believe there is
25 something in the detail that shows the

1 4/7/15 - WHOLE - BILL 150162, etc.
2 grant-funded positions, but I have to
3 find that. I don't have that at my hand.

4 COUNCILWOMAN SANCHEZ: So to
5 your knowledge, we've pretty much cleared
6 up all of those someone working here or
7 assigned there?

8 MR. GILLISON: Yeah. I pulled
9 everybody in. The only person that I
10 think -- and I've just been informed that
11 most of the people in the Mayor's Office
12 that are grant funded are literally just
13 in the Aging Department, the Aging
14 Department.

15 COUNCILWOMAN SANCHEZ: So I
16 know we've hired grant writers. So what
17 grants have we gotten?

18 MR. GILLISON: We actually have
19 a person -- we put together a grants
20 office. Ashley Del Bianco is the head of
21 that office now. She is on staff. She
22 is not necessarily a writer, but she is a
23 person that coordinates on behalf of not
24 only the Mayor's Office but the entire
25 City in order to make sure we get the

1 4/7/15 - WHOLE - BILL 150162, etc.
2 best matters. Sometimes the best places
3 to go for writers are the departments
4 themselves since they are used to that,
5 but we try to have her eyes and other
6 eyes in that area. And it's really just
7 an office, quote/unquote, of two people
8 at this time in order to make sure that
9 we are coordinating what we're doing
10 across the City in order to put us in the
11 best position to get grant dollars.

12 COUNCILWOMAN SANCHEZ: Well,
13 I'll wait for any additional information.
14 That was my only question. I wanted to
15 see the physical.

16 So thank you, Mr. President.

17 COUNCIL PRESIDENT CLARKE:

18 Thank you, Councilwoman.

19 Mr. Gillison, it looks like
20 that might be all the questions for you,
21 sir.

22 MR. GILLISON: Thank you.

23 COUNCIL PRESIDENT CLARKE: Will
24 you be in City Hall in the event we need
25 to call you back up?

1 4/7/15 - WHOLE - BILL 150162, etc.

2 MR. GILLISON: Yes. I am
3 usually able to be found, as I've seen
4 you and I leave at all hours of the
5 night, but I'm usually able to be found
6 here at any time. So any time, Council
7 President. I'm at your call.

8 COUNCIL PRESIDENT CLARKE:

9 Thank you. Thank you, Mr. Gillison.

10 (Witness approached witness
11 table.)

12 COUNCIL PRESIDENT CLARKE:

13 Thank you. Ms. McColloch --

14 MS. MCCOLLOCH: Good morning.

15 COUNCIL PRESIDENT CLARKE: --

16 would it make sense to have -- all right.
17 I thought you were leaving.

18 They have the other housing
19 agencies.

20 Actually, would it make more
21 sense to have him sit -- since the
22 questions may be -- things like Land Bank
23 might come up, those kind of questions.

24 MS. MCCOLLOCH: Of course.

25 COUNCIL PRESIDENT CLARKE: Come

1 4/7/15 - WHOLE - BILL 150162, etc.
2 on, Mr. Abernathy, don't be shy, sir.
3 You used to sit on this side of the rail
4 for a long time. Thank you.

5 (Witness approached witness
6 table.)

7 COUNCIL PRESIDENT CLARKE:
8 Thank you. Good morning, Ms. McColloch.

9 MS. MCCOLLOCH: Good morning.
10 Good morning, President Clarke and
11 members of City Council. I am Deborah
12 McColloch and I am the Director of
13 Housing. I am here today to present
14 testimony on the Office of Housing and
15 Community Development, OHCD's, proposed
16 operating budget for Fiscal Year 2016.

17 The proposed operating budget
18 under Community Development Fund, Grants
19 Revenue Fund, Housing Trust Fund, and
20 General Fund will also be presented in
21 the spring to the Finance Committee at
22 its hearing on the Consolidated Plan
23 ordinance. That hearing will authorize
24 the submission to HUD of the Consolidated
25 Plan, which includes the budget for the

1 4/7/15 - WHOLE - BILL 150162, etc.
2 Community Development Block Grant and
3 other housing programs for Fiscal year
4 2016, CDBG Year 41.

5 The General Fund supports
6 approximately 1.2 percent of OHCD's
7 annual budget. The proposed Fiscal Year
8 2016 General Fund budget allocates \$2.52
9 million to OHCD. This funding includes
10 2.39 million to support the vacant land
11 stabilization and maintenance activities
12 of the Philadelphia LandCare Program,
13 which is \$50,000 less than Fiscal Year
14 2015, and \$130,000 to support the
15 Settlement Grant and Tangled Title
16 Programs, which is consistent with Fiscal
17 Year 2015.

18 OHCD will receive the following
19 HUD grant allocations in Fiscal Year
20 2016: Community Development Block Grant,
21 \$39,046,238, which is \$262,531 less than
22 Fiscal Year 2015; Homeowners Investment
23 Partnership Program, known as HOME,
24 \$8,044,365, which is \$902,555 less than
25 Fiscal Year 2015; and Housing

1 4/7/15 - WHOLE - BILL 150162, etc.
2 Opportunities for Persons with AIDS,
3 known as HOPWA, \$7,436,295, which is
4 \$2,033,224 less than Fiscal Year 2015.

5 One of the biggest challenges
6 facing OHCD remains the significant
7 reduction of approximately \$40 million in
8 federal and state resources over the past
9 several years. The Year 41 proposed
10 Consolidated Plan will be consistent with
11 the City's priority to serve low- and
12 moderate-income individuals and families
13 and revitalize neighborhoods by
14 preventing homelessness, by keeping
15 people in their homes, increasing
16 affordable housing by producing new
17 units, strengthening communities by
18 eliminating blight and promoting
19 neighborhood planning, and creating jobs
20 by attracting and retaining businesses.

21 In Fiscal Year 2015, the Land
22 Bank was created. In Fiscal Year 2016,
23 OHCD will continue to work with the
24 Philadelphia Redevelopment Authority and
25 the Philadelphia Housing Development

1 4/7/15 - WHOLE - BILL 150162, etc.
2 Corporation to make the Land Bank
3 operational. Also in Fiscal Year 2016,
4 OHCD will implement the Choice
5 Neighborhoods Transformation Plan as part
6 of the recently awarded \$30 million
7 Choice Neighborhood Implementation Grant.

8 OHCD will return to City
9 Council this spring to present the
10 complete Fiscal Year 2016 proposed budget
11 as part of the Consolidated Plan hearing.

12 I'm happy to answer any
13 questions that you may have for me today.

14 COUNCIL PRESIDENT CLARKE:
15 Thank you. I actually asked this
16 question I think earlier, Ms. McColloch,
17 in the first budget meeting and I believe
18 you came up about the Housing Trust Fund
19 and the ability to have the resources
20 coming from the recording fees be
21 percentage-based versus fee-based. And
22 have you had a chance to look into that
23 to see if it must be authorized by the
24 state to enact a different strategy?

25 MS. MCCOLLOCH: It is a

1 4/7/15 - WHOLE - BILL 150162, etc.
2 fee-based earnings for the Trust Fund,
3 not a percentage-based based on the State
4 Legislature, and the amount that can be
5 allocated to the Trust Fund can only
6 equal the cost of the recording fee. So
7 the cost to the City to record the
8 transaction. So if it was determined --
9 and this happened last year -- that we
10 needed an increase in the recording fees
11 to cover the cost to the City, we could
12 increase the amount going to the Trust
13 Fund, and actually we did do that last
14 year.

15 But it's not a percentage of
16 the transaction. It is the cost to
17 record the transaction.

18 COUNCIL PRESIDENT CLARKE:

19 Yeah, I know. I said that. I'm asking
20 you if we wanted to change --

21 MS. MCCOLLOCH: It would need a
22 state -- by the state.

23 COUNCIL PRESIDENT CLARKE:

24 That's what I'm asking, does it need
25 state authorization.

1 4/7/15 - WHOLE - BILL 150162, etc.

2 MS. MCCOLLOCH: It needs state
3 authorization, yes.

4 COUNCIL PRESIDENT CLARKE:
5 Okay. That's all.

6 On Page 3 of your testimony,
7 you talked about a requirement of an
8 increase in the intensity of the
9 monitoring of the City's federally funded
10 projects and programs, and it led us to
11 increase the number of staff and the
12 amount of time staff deploys the HUD
13 monitoring.

14 On the surface I would think
15 that that is somewhat problematic. Is
16 there a basis for the additional
17 monitoring or the enhanced monitoring?
18 Have we not spent money appropriately
19 over the years or has it been ratcheted
20 up in terms of requirements? I mean, we
21 have a shortfall as it is and to have to
22 spend more money on monitoring, I would
23 think that it would be problematic.

24 MS. MCCOLLOCH: Well, we're
25 required by HUD to -- we're required to

1 4/7/15 - WHOLE - BILL 150162, etc.
2 monitor the expenditures. And so OHCD
3 has the monitoring staff that engages in
4 that activity, and we are also monitored
5 by HUD for compliance with all of the HUD
6 regulations. So we do internal
7 monitoring to meet that requirement and
8 then HUD also monitors us.

9 COUNCIL PRESIDENT CLARKE:

10 Okay. But I'm asking you is there a
11 basis for the increased monitoring? Has
12 there been some issues with respect to
13 the appropriations or the expenditures?

14 MS. MCCOLLOCH: No.

15 COUNCIL PRESIDENT CLARKE: So
16 why are they increasing both the
17 monitoring and thereby requiring that we
18 increase our staff to support that
19 additional monitoring?

20 MS. MCCOLLOCH: HUD has chosen
21 to -- HUD chooses to monitor whatever
22 programs it chooses to monitor, but we
23 have not had any more -- what's the word?
24 We have not had any additional findings
25 or concerns more so than in the past.

1 4/7/15 - WHOLE - BILL 150162, etc.

2 There are some additional requirements
3 that have changed in terms of the
4 environmental review. HUD has changed
5 its, I'll say, interpretation of the
6 environmental requirements, causing us to
7 have to make some changes to our
8 programs. We believed that we were in
9 compliance with HUD for the past 20
10 years. They had not monitored us and
11 indicated that we needed to make a
12 change. A recent monitoring by HUD, in
13 my mind, changed what they had told us
14 previously, so we had to make some
15 adjustments to what we're doing. But it
16 wasn't something that I would say we were
17 out of compliance. We were following
18 what we believed were the HUD
19 regulations.

20 COUNCIL PRESIDENT CLARKE: So
21 there's a requirement based on additional
22 activities; i.e., environmental, that
23 weren't there in the past that increased
24 your need to have more monitoring? I
25 mean, if there was new regulations and

1 4/7/15 - WHOLE - BILL 150162, etc.
2 standards, then that could -- I'm just
3 trying to find out why we're having to
4 increase the monitoring activity. If
5 it's not because of misappropriation of
6 funds, it sounds like you're suggesting
7 that there are now more things that we
8 have to monitor based on the change in
9 the regulations relating to environmental
10 issues.

11 MS. MCCOLLOCH: There are
12 additional environmental requirements
13 that HUD has -- again, I want to say that
14 we believed we were in compliance, and
15 HUD has revised what it had told us
16 previously.

17 COUNCIL PRESIDENT CLARKE:
18 Okay. So when are you coming back for
19 Block Grant?

20 MS. MCCOLLOCH: I'm sorry. I
21 didn't hear you.

22 COUNCIL PRESIDENT CLARKE: When
23 are you coming back for Block Grant?

24 MS. MCCOLLOCH: Well, Council
25 schedules it, but it is traditionally in

1 4/7/15 - WHOLE - BILL 150162, etc.
2 the first or second week of June. That's
3 when you schedule the hearing.

4 COUNCIL PRESIDENT CLARKE:

5 Okay. So it's on me. The reason I don't
6 want to -- because I have a lot of
7 questions relating to funding and
8 legislation that we have passed, and I
9 understand that this is really to talk
10 about your budget and personnel. It's
11 not really to talk about the nuts and
12 bolts of federal dollars. So I might
13 wait until then --

14 MS. MCCOLLOCH: Okay.

15 COUNCIL PRESIDENT CLARKE: --
16 to grill down, because I really got a lot
17 of issues about some of the initiatives
18 that were put before you, and as we talk
19 about our whole theme on income
20 inequality, the most significant aspect
21 of attacking that problem that's national
22 is to bring down the cost. We can't make
23 sure that everybody gets an additional
24 increase in wages, but we can figure out
25 ways of decreasing the cost of housing

1 4/7/15 - WHOLE - BILL 150162, etc.
2 and enhance the affordability, and you
3 know we put forth this -- I got my books
4 again. I'm going to bring it every
5 budget hearing, our Building an
6 Affordable Future.

7 So I will be asking you very
8 great detail about how and if you all
9 implemented that in this entirety as it
10 relates to the first budget process after
11 making this available and a part of the
12 process. I know Councilman Jones may get
13 into a little more depth with that
14 because I know he was talking earlier
15 about whether or not you all read the
16 document. But I'll deal with you at that
17 point.

18 MS. MCCOLLOCH: Okay.

19 COUNCIL PRESIDENT CLARKE:

20 Thank you.

21 The Chair recognizes Councilman
22 Jones.

23 COUNCILMAN JONES: Thank you,
24 Mr. President.

25 On that note and in the theme

1 4/7/15 - WHOLE - BILL 150162, etc.
2 of trying to create sustainable community
3 initiatives, the cuts in federal funding
4 have been consistent, but what I want to
5 know is, are we adjusting, adapting to
6 them other than just taking them and are
7 we looking at new opportunities?

8 There is an RFP out for rental
9 assistance, and I think they have
10 indicated that there's \$150 million worth
11 of -- are you familiar with that RFP for
12 rental assistance?

13 MS. MCCOLLOCH: An RFP issued
14 by whom?

15 COUNCILMAN JONES: HUD. It's
16 issued by HUD.

17 MS. MCCOLLOCH: I'm sorry, I'm
18 not familiar with it, but we can look
19 into it.

20 COUNCILMAN JONES: So there's
21 an RFP that talks about \$150 million in
22 rental assistance grants to expand
23 housing opportunities for people with
24 disabilities, for example, that we found,
25 and I'll give you -- you can have it.

1 4/7/15 - WHOLE - BILL 150162, etc.

2 MS. MCCOLLOCH: I'll confirm.

3 I believe this is funding that goes
4 through the state, but I'll confirm it
5 and get back to you. I don't want to
6 misspeak.

7 COUNCILMAN JONES: So as we
8 start to look at those types of
9 opportunities and with the 3,000
10 properties that were identified that are
11 tax delinquent and/or in some type of
12 disrepair, we have to kind of come up
13 with peanut butter meets jelly to make
14 bread scenarios. We can't just do the
15 things that we have done, expecting manna
16 from heaven from HUD.

17 So the question becomes, how
18 are we adapting to new programs and new
19 opportunities? There was a receivership
20 program offered by some of the property
21 owners recently and taking properties
22 that were tax delinquent, fixing them up,
23 putting them back out on the market,
24 allowing the owners of the properties to
25 buy them back once they made good on

1 4/7/15 - WHOLE - BILL 150162, etc.
2 their tax obligation. Are we exploring
3 those types of low- to moderate-income
4 rental and/or homeownership
5 opportunities?

6 MS. MCCOLLOCH: Yes. We're
7 applying for whatever opportunities we --

8 COUNCILMAN JONES: Which ones
9 specifically?

10 MS. MCCOLLOCH: Well, the
11 example would be, of course, the Choice
12 Neighborhood Implementation Grant, the
13 \$30 million grant that we had applied for
14 two years ago. We were declined, and we
15 worked with HUD, met with HUD to
16 strengthen our application. We
17 reapplied, a highly competitive grant,
18 and we received it. So we're now in the
19 process of implementing that grant.

20 So as those opportunities
21 present themselves, we are following
22 those and doing the best we can to get
23 additional -- bring in additional funds
24 to the City.

25 COUNCILMAN JONES: So

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2 specifically the 3,000 properties that
3 were identified, in my district they were
4 on Lehigh Avenue from 24th to 33rd and
5 from 54th to 63rd on Market Street, 3,000
6 properties. And it's not ironic that in
7 the last census I lost 5,000 folks.
8 Where they went, I don't know. What
9 county they went to, I can't tell you.
10 But if we can replenish these housing
11 stocks, we can get people back in the
12 district so that I don't have to keep
13 borrowing divisions from you, Council
14 President. So this was an opportunity.

15 So the question becomes, have
16 you looked at that and analyzed that to
17 see if there is a peanut butter and jelly
18 match to that kind of initiative?

19 MS. MCCOLLOCH: I have not
20 looked at that specifically, but I will
21 do so.

22 COUNCILMAN JONES: Okay. I
23 mean, we'll wait until CDBG time, and I
24 really would like an answer to that,
25 because we're looking at 40 percent

1 4/7/15 - WHOLE - BILL 150162, etc.
2 abandonment along Market Street from 63rd
3 to 54th. We're looking at blocks that
4 have an opportunity, that one or two
5 houses are vacant or tax delinquent, that
6 if we pick them up, we stabilize an
7 entire block. So if we can match that.

8 So my second part of my
9 question since I didn't hear the bell is,
10 the Basic Systems Home Repair Program.
11 We identified, I believe, 72 seniors
12 between the ages of 80 and 96 years of
13 age, 80 to 96 years of age that were
14 having two- to four-year wait on Basic
15 System Repairs. Now, I believe longevity
16 is everybody's God-given right, but how
17 long do they have to wait for -- and have
18 we prioritized seniors that shouldn't
19 live the rest of their life with a hole
20 in their roof?

21 MR. KOONCE: My name is Michael
22 Koonce. I'm Executive Vice President,
23 Philadelphia Housing Development
24 Corporation, and I have the list. Our
25 staff has worked on a plan as you

1 4/7/15 - WHOLE - BILL 150162, etc.
2 outlined in your letter to me to address
3 them, and I believe I have a three-month
4 plan to get there, and I'd like the
5 opportunity to come over to your office
6 in the near future and discuss a plan and
7 how we track it.

8 COUNCILMAN JONES: These are
9 the 72 in my district, correct?

10 MR. KOONCE: Yes.

11 COUNCILMAN JONES: So I would
12 imagine if we divide this by ten -- or
13 multiply it by ten, that's about 700
14 seniors between the age of 80 and 96.
15 Now, average lifespan of a human being is
16 like 78. So, you know, in one case or
17 so -- and you have been helpful. It's
18 not that you have not been, but there is
19 a certain degree of prioritization that
20 needs to happen. Not because they're in
21 my district. They could be in Cindy
22 Bass's district. But when you are at 92
23 years old, you should not live with a
24 leaky roof in your bedroom. I mean, we
25 should prioritize them. Younger people

1 4/7/15 - WHOLE - BILL 150162, etc.
2 can move more readily. Younger people
3 can have other opportunities to live with
4 loved ones. We really need to take care
5 of our seniors in that respect, and I
6 would like to see by the time of the
7 operating budget that we have addressed
8 that.

9 Thank you, Mr. President.

10 COUNCIL PRESIDENT CLARKE:

11 Thank you, Councilman.

12 All right. I'll come back.

13 The Chair recognizes Councilman Greenlee.

14 COUNCILMAN GREENLEE: Thank
15 you, Mr. President.

16 I actually was going to ask
17 about the Basic System Repair Program
18 also. A little more generally, I guess,
19 although certainly Councilman Jones make
20 an excellent point, and you might not
21 have these figure right off the top, but
22 how many people apply each year? Say
23 last year, how many people applied to
24 Basic Systems? Would you know that, sir?

25 MR. KOONCE: No, I don't have

1 4/7/15 - WHOLE - BILL 150162, etc.

2 that figure.

3 COUNCILMAN GREENLEE: If you
4 could get that and then parlay that with
5 how many people actually get serviced
6 each year. So that would kind of talk
7 about the backlog issue that we're
8 talking about. I know there's a lot of
9 people that must apply, and it's a great
10 program because it keeps people in their
11 homes. So if you could just generally
12 give those figures to the President, we'd
13 appreciate it.

14 And I know you can't take every
15 application on, because sometimes the
16 properties are, for lack of a better
17 term, too far gone. I see that you have
18 an \$18,000 limit per property. How did
19 that come up? Is there a particular way
20 that was calculated, if you will?

21 MS. MCCOLLOCH: Well, that
22 number actually, if truth be told, has
23 been creeping up. At one point our limit
24 was -- well, at one point our limit was
25 even lower. Our limit was 10,000 and

1 4/7/15 - WHOLE - BILL 150162, etc.
2 then we actually bumped it up to 15,000,
3 and it's really the cost to address two
4 or three systems in a property. If you
5 need a roof and you need new electrical
6 and you need new plumbing, then that's
7 the cost of needing that number of
8 systems. So it's really a factor of the
9 condition of the property and what you
10 need to do to make -- to preserve the
11 property and make it habitable. Then if
12 it needs more than one system or more
13 than two systems, it's going to need that
14 much money.

15 COUNCILMAN GREENLEE: And then
16 I guess the last thing if you could
17 provide, how many people went above that
18 threshold and thus were turned down,
19 because I know that happens to some
20 people, because we've heard from them.

21 MR. KOONCE: I can provide that
22 number, but I will say that the average
23 cost even though the limit is 18,000, the
24 average cost of servicing a client is
25 around \$10,000.

1 4/7/15 - WHOLE - BILL 150162, etc.

2 COUNCILMAN GREENLEE: Okay.

3 But I'm sure there are some that apply
4 that probably go even further.

5 MR. KOONCE: But the higher the
6 limit goes up without increased funding,
7 the more people are on the waiting list.
8 We're four years back now even though 40
9 percent of them drop out.

10 COUNCILMAN GREENLEE: Okay. So
11 they either move or do something else; is
12 that what you mean?

13 MR. KOONCE: Yeah.

14 COUNCILMAN GREENLEE: All
15 right. Thank you.

16 Thank you, Mr. President.

17 COUNCIL PRESIDENT CLARKE:

18 Thank you, Councilman.

19 The Chair recognizes
20 Councilwoman Quinones-Sanchez.

21 COUNCILWOMAN SANCHEZ: Thank
22 you.

23 I'm going to try to honor the
24 President's request and leave the more
25 detailed stuff, but I wanted a generic

1 4/7/15 - WHOLE - BILL 150162, etc.
2 response to this and then a more detailed
3 one.

4 One of the things that always
5 worries me when I see this Con Plan is,
6 we might be in Year 42, but we still have
7 projects that are in Year 36. And so in
8 the Community Development Fund, for
9 example, you have \$13 million of OHCD
10 reserve appropriations and then budgeted
11 \$23 million for next year. In the Grants
12 Revenue you have last year 16 million and
13 then next year you're going to have 21
14 million. In the Housing Trust Fund, we
15 have 6.7 million and 10.7 for next year.

16 Can you provide us, as we
17 prepare for kind of this comprehensive
18 discussion, what's the project by
19 district, is it going to get built, is it
20 not, at what point do we pull the
21 trigger? My concern is, as we transition
22 to another Administration, there's
23 institutional knowledge around these
24 projects. Do we need to pull the plug on
25 some of these? Do we need to reallocate

1 4/7/15 - WHOLE - BILL 150162, etc.
2 that funding? And I think if the Council
3 President and this Council want to have
4 kind of this broader discussion, there
5 alone lies \$45 million. So anything
6 that's encumbered, where is it at? Do we
7 need to pull the trigger by district?

8 MS. MCCOLLOCH: Status report.
9 I understand. We can provide that.

10 COUNCILWOMAN SANCHEZ: Thank
11 you.

12 Thank you, Mr. President.

13 COUNCIL PRESIDENT CLARKE:
14 Thank you, Councilwoman.

15 Councilman Neilson. Wait a
16 minute. I'm sorry. Let me go to
17 somebody who hasn't asked a question yet.
18 Councilwoman Bass.

19 You were in the last round,
20 right, sir?

21 COUNCILMAN NEILSON: No. This
22 is the first round.

23 COUNCILWOMAN BASS: He can go.

24 COUNCIL PRESIDENT CLARKE:
25 Councilwoman Bass.

1 4/7/15 - WHOLE - BILL 150162, etc.

2 We'll come back, Councilman.

3 COUNCILWOMAN BASS: Thank you,
4 Mr. President.

5 Thank you, Councilman Neilson.

6 I just have two very quick
7 questions, so I'll be brief. The first
8 is really just a statement, that I do
9 have a concern about Basic Systems
10 Repair. And I know, Deborah, you and I
11 have talked about this on numerous
12 occasions in terms of my constituents who
13 have somehow fallen through the cracks,
14 who have applied and been accepted and
15 then something goes wrong either with the
16 contractor or through the program or
17 what-have-you. So I do want to follow up
18 with that, but we have had ongoing
19 conversations.

20 But I did want to say the idea
21 that we don't know how many people
22 applied so that we can do future planning
23 to see what the volume is and what
24 projections and trends are is a little
25 bit daunting. I think that that's

1 4/7/15 - WHOLE - BILL 150162, etc.
2 something that we should be looking at,
3 how many people are applying. Is it
4 5,000 a year, is it 10,000, is it a
5 hundred thousand. To have no idea --

6 MS. MCCOLLOCH: No, no. We
7 know it.

8 COUNCILWOMAN BASS: Oh, I'm
9 sorry. I thought he said --

10 MS. MCCOLLOCH: He just said he
11 didn't have it at his fingertips.

12 COUNCILWOMAN BASS: Okay. I'm
13 sorry. I apologize then, because that's
14 very important information for us to be
15 able to ascertain so that we can know
16 exactly what we need to do.

17 But also I was wondering if
18 there is a list that's available and
19 provide it to the members of Council
20 either upon request or -- I don't think
21 it's automated -- regarding properties by
22 Council district that have applied to the
23 Basic Systems Repair Program.

24 MR. KOONCE: Yes. I can
25 provide that list. It's automated.

1 4/7/15 - WHOLE - BILL 150162, etc.

2 COUNCILWOMAN BASS: So you can
3 provide that to us. And you can also
4 provide where the work is in terms of if
5 it's actually been completed or if it's
6 still in the waiting period?

7 MR. KOONCE: Yes, up to a
8 certain point for completed. I'm
9 assuming we're talking like in the last
10 five years or so?

11 COUNCILWOMAN BASS: Yes.

12 MR. KOONCE: Yes.

13 COUNCILWOMAN BASS: So you can
14 let us know by district who has applied,
15 what the status of that application is,
16 if it's rejected or approved, if the work
17 has been scheduled or completed, and if
18 there's any followup to that, that would
19 be great.

20 MR. KOONCE: I'll get that out
21 as soon as possible.

22 COUNCILWOMAN BASS: Thank you.

23 Thank you, Mr. President.

24 COUNCIL PRESIDENT CLARKE:

25 Thank you, Councilwoman.

1 4/7/15 - WHOLE - BILL 150162, etc.

2 The Chair recognizes Councilman
3 Neilson.

4 COUNCILMAN NEILSON: No one
5 else? Thank you, Mr. President.

6 COUNCIL PRESIDENT CLARKE:
7 You're welcome, sir.

8 COUNCILMAN NEILSON: Good
9 morning.

10 MS. MCCOLLOCH: Good morning.

11 COUNCILMAN NEILSON: The
12 Administration has told us that they were
13 working to do an implementation of zero
14 budget basing -- or program-based
15 budgeting. I'm sorry. A Charter change
16 that was done last year, and it's going
17 to take them time to change over. I was
18 wondering how close your department is to
19 do program-based budgeting for City
20 Council as the people voted on last year,
21 how close you are to achieving that goal.

22 MS. MCCOLLOCH: I'm sorry.
23 That's a budgeting question from the
24 Budget Office, how the Budget Office is
25 preparing the budget.

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2 COUNCILMAN NEILSON: Right.

3 The Budget Office informed us that they
4 were actively working to get it done and
5 it wasn't going to be done this year. So
6 I was wondering how close your department
7 is or did you even start even thinking
8 about program-based budgeting.

9 (Witness approached witness
10 table.)

11 MS. RHYNHART: Sure. Rebecca
12 Rhynhart, Budget Director.

13 The move to program-based
14 budgeting has to come from the central
15 Budget Office in terms of getting the new
16 system in place. So we are right now in
17 the process of moving from our
18 paper-based Excel system with over 2,000
19 spreadsheets into an actual technology
20 system to get off of all of the Excel
21 spreadsheets. Once we get that
22 implemented, which is scheduled for this
23 summer, then that will enable us to move
24 to program-based budgeting.

25 We've already in certain

1 4/7/15 - WHOLE - BILL 150162, etc.
2 departments done pilots. Streets, we did
3 a pilot with Streets. We did MDO-CLIP, a
4 few other areas we've piloted, but right
5 now we need to get the system in place
6 before we make that transition.

7 COUNCILMAN NEILSON: So that
8 means zero, right? None?

9 MS. RHYNHART: What does that
10 mean?

11 COUNCILMAN NEILSON: Well, what
12 it means is, you haven't discussed with
13 all your department heads about how
14 they're going to do the transformation
15 from their current budget system to
16 program-based?

17 MS. RHYNHART: Well, I just
18 said we're actively in that process to
19 move towards it. So we're working,
20 actually spending a lot of time on it
21 right now and moving forward.

22 COUNCILMAN NEILSON: Okay. All
23 right. Thank you.

24 Is every dollar spent in your
25 budget absolutely necessary?

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2 MS. MCCOLLOCH: Absolutely.

3 COUNCILMAN NEILSON: Absolutely
4 necessary. So there's no wasted funds in
5 your department at all allocated that
6 maybe can move somewhere else?

7 MS. MCCOLLOCH: Move to another
8 department? I'm sorry. I don't --

9 COUNCILMAN NEILSON: Just move
10 to another program, department or
11 children's education or anything like
12 that.

13 MS. MCCOLLOCH: Okay. The bulk
14 of our funding is federal funding. We
15 have just this very small amount that is
16 the General Fund. So that's why when we
17 come back with our Consolidated Plan, we
18 will be presenting the full budget of the
19 Office of Housing and Community
20 Development.

21 For my particular office, this
22 is a sort of bifurcated process where we
23 come here and present to you our
24 information about our General Fund
25 request and then we come back again in

1 4/7/15 - WHOLE - BILL 150162, etc.
2 the spring when we present our
3 Consolidated Plan, which has our full
4 budget request.

5 So to the extent that funding
6 could be shifted to other initiatives
7 within the confines of the federal
8 regulations that govern Community
9 Development Block Grant and HOME and so
10 forth, certainly they could be shifted to
11 other initiatives.

12 COUNCILMAN NEILSON: I'm more
13 concerned with the budget that's put
14 forth in front of us right now, and they
15 are -- I would assume they're purchase of
16 services, schedule 200, and they're City
17 funds, because I understand the balance
18 that federal funding, some we have to put
19 some program money in and match funds and
20 all that other stuff. But I'm like
21 looking at like advertising and
22 promotional activities in the tune of
23 like \$75,000 a year. Is that wasteful
24 spending or is that --

25 MS. MCCOLLOCH: Well, that

1 4/7/15 - WHOLE - BILL 150162, etc.
2 particular line item that you called
3 out --

4 COUNCILMAN NEILSON: Well,
5 there's a couple pages of it.

6 MS. MCCOLLOCH: I know. I'm
7 going to explain that. That's in part
8 because we are required by the federal
9 regulations to advertise in newspapers of
10 general circulation. And so we have a
11 high advertising cost because we are
12 required actually to place ads in
13 newspapers. And we have had ongoing
14 conversations with our colleagues at HUD
15 about there would be other cheaper ways
16 to put the word out, and in today's
17 environment, people get information in
18 many places other than newspapers of
19 general circulation, but the regulations
20 still require that.

21 Another example is that they
22 have requested that we put notices in
23 post offices. You're not even allowed to
24 put notices in post offices anymore, and
25 we have said that to our colleagues at

1 4/7/15 - WHOLE - BILL 150162, etc.

2 HUD, that although it's a requirement, a
3 post office will no longer allow you to
4 go put a notice. They don't even have
5 bulletin boards anymore, because that's
6 not how people learn information anymore.
7 But those are still the regulations.

8 So our advertising budget is
9 very high for our overall program because
10 we are required to put ads in the
11 newspapers as opposed to doing an e-mail
12 blast or a website.

13 COUNCILMAN NEILSON: But you're
14 still exploring those options as you
15 explained too, which is great.

16 MS. MCCOLLOCH: We're doing
17 that as well. We have a website. We do
18 e-mail blasts of information about our
19 programs, about our hearings and so
20 forth. But we also are required to put
21 the ad in the newspaper.

22 COUNCILMAN NEILSON: I guess
23 you understand what I'm looking at at the
24 same tone. I'm trying to find money
25 because I don't want to raise your taxes

1 4/7/15 - WHOLE - BILL 150162, etc.
2 or mine.

3 MS. MCCOLLOCH: I understand.

4 COUNCILMAN NEILSON: And I'm
5 trying to grasp at every straw I can.

6 So with that question, do you
7 see anything you can cut? If the
8 Administration came to you and said, Hey,
9 look, I need 9 percent back off you
10 without cutting one job, do you see
11 anything within your budget you could do
12 that?

13 MS. MCCOLLOCH: Well, we would
14 cut whatever we could in those line items
15 as you just mentioned, advertising or
16 something. Could we shave something off?
17 I'd have to go back and look at that with
18 a fine-tooth comb, but in general if we
19 had to cut 9 percent, it would have to
20 cut into our programs. We would have
21 less money to award grants to homeowners
22 and so forth, that we would not -- and if
23 we couldn't do personnel, if we couldn't
24 make cuts in personnel, because --

25 COUNCILMAN NEILSON: A lot of

1 4/7/15 - WHOLE - BILL 150162, etc.

2 them are federally funded people as well.

3 MS. MCCOLLOCH: Well, I would
4 submit that you can't save enough money.

5 I will say you can't save enough paper

6 clips to make a difference as much as

7 reducing staff. So it would be very

8 difficult to make a 9 percent cut without

9 either cutting into programs, the funds

10 that are actually going to deliver the

11 programs, or cutting into staff.

12 COUNCILMAN NEILSON: Okay.

13 Well, thank you very much.

14 Thank you, Mr. President. I
15 have nothing further.

16 COUNCIL PRESIDENT CLARKE:

17 Thank you, Councilman.

18 The Chair recognizes Councilman

19 Oh.

20 COUNCILMAN OH: Thank you very
21 much, Mr. President.

22 For the Basic System Repair and
23 Weatherization Programs, so as I
24 understand it, the current amount that is
25 going to be available -- well, how much

1 4/7/15 - WHOLE - BILL 150162, etc.

2 is available for that?

3 MR. KOONCE: Approximately
4 \$10.8 million.

5 COUNCILMAN OH: For?

6 MR. KOONCE: For this current
7 year.

8 COUNCILMAN OH: And that's a
9 significant increase, is it not, over the
10 prior few years?

11 MR. KOONCE: It's not
12 significant. I think Council was
13 instrumental in getting us an additional
14 million dollars last year.

15 COUNCILMAN JONES: 1.25, point
16 of information.

17 MR. KOONCE: \$1.25 million.

18 COUNCILMAN OH: And could you
19 explain how people are eligible? How do
20 they actually get the money and what's
21 the determination for that?

22 MR. KOONCE: Well, the people
23 don't actually get the money. What
24 happens is, they come to our office or if
25 they're homebound, we do homebound

1 4/7/15 - WHOLE - BILL 150162, etc.
2 interviews determining eligibility. We
3 send inspectors out at some point to
4 determine whether -- or determine the
5 nature of the repairs, what the cost is,
6 and then we send contractors out, and
7 when the work is completed, we inspect
8 and we pay the contractor. We also check
9 eligibility at the time when they come in
10 and then a few months before the work is
11 done to make sure they're still income
12 eligible. So we actually pay the
13 contractors.

14 COUNCILMAN OH: Yeah. I said
15 how do you get the money. I should have
16 said how do they get the services, but
17 you corrected that anyway. But do they
18 put in an application directly online?
19 How is that done, the determination made?

20 MR. KOONCE: They actually come
21 in for interviews, come into our office
22 for interviews.

23 COUNCILMAN OH: So which
24 office?

25 MR. KOONCE: Philadelphia

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2 Housing Development Corporation.

3 COUNCILMAN OH: Is there one
4 office or several offices?

5 MR. KOONCE: It's one office.

6 COUNCILMAN OH: And how do they
7 get an appointment?

8 MR. KOONCE: They call and make
9 an appointment. And we have sessions two
10 or three times a week in sets of 15 to 50
11 folks who are coming in and we introduce
12 them to the process. We explain the
13 process, and then they begin to -- once
14 they're registered, we interview them
15 there, and as -- whenever we get to
16 servicing them, we do another income
17 eligibility a few months before that.
18 But, as I said, we inform them that we're
19 probably not going to get to them for
20 about four years.

21 COUNCILMAN OH: Is that right,
22 four years before you can get to a home?
23 Just based on demand, is that what it is?

24 MR. KOONCE: It's strictly an
25 issue of funding. And it's not staff

1 4/7/15 - WHOLE - BILL 150162, etc.
2 funding. We're just talking about the
3 money that actually pays for the repair
4 itself.

5 COUNCILMAN OH: For the
6 contractors.

7 MR. KOONCE: Yes. If it's an
8 instance of a sewer backing up or some
9 dangerous condition in the home, then we
10 prioritize those and move those up to the
11 front of the line.

12 COUNCILMAN OH: And so I'm
13 going to -- is it correct there is kind
14 of a prioritization list depending on how
15 old the home is, what the issue is,
16 income, senior, persons with
17 disabilities, that type of thing?

18 MR. KOONCE: Currently if
19 there's a danger in the home, that's the
20 only time we generally prioritize. We're
21 looking at now prioritizing based on age
22 and disability, but we haven't done that
23 in the past.

24 COUNCILMAN OH: Okay. Thank
25 you.

1 4/7/15 - WHOLE - BILL 150162, etc.

2 Concerning disability, so for
3 the affordable housing development in
4 terms of seniors and persons with
5 disabilities and independent living, what
6 is the -- are there any targets for this
7 year for developing housing for persons
8 with disabilities or have some
9 independent living needs, seniors,
10 persons with some slight dementia, those
11 type of things?

12 MS. MCCOLLOCH: Well, for
13 physical disabilities, all of our
14 developments are required to have 10
15 percent of the units for the new
16 construction units built to be accessible
17 to people with physical disabilities and
18 5 percent of all units with sensory
19 disabilities. So that's a requirement of
20 all of our developments.

21 And then in the case of
22 seniors, we have supported some specific
23 senior housing developments. Our
24 development is done primarily in
25 connection with the Low Income Housing

1 4/7/15 - WHOLE - BILL 150162, etc.
2 Tax Credits that are awarded by the
3 state. And so depending on what the
4 state awards, then we work with those
5 developers that have already come to us
6 for subsidies as well to develop that set
7 of housing. So there are some senior
8 developments. There are -- all of them
9 are required, as I say, to have
10 accessible units.

11 COUNCILMAN OH: Thank you.
12 I'll come back when my turn comes up.
13 Thank you.

14 COUNCIL PRESIDENT CLARKE:
15 Councilman, are you coming back for the
16 next round?

17 COUNCILMAN OH: I'll come back
18 for the next round.

19 COUNCIL PRESIDENT CLARKE:
20 Okay. All right.

21 The Chair recognizes
22 Councilwoman Quinones-Sanchez.

23 COUNCILWOMAN SANCHEZ: I had
24 two more questions again that could be
25 brought in later. One is on the Section

1 4/7/15 - WHOLE - BILL 150162, etc.

2 108 loan, this 2.1 million. Is that our
3 last payment?

4 MS. MCCOLLOCH: No.

5 COUNCILWOMAN SANCHEZ: How much
6 more do we owe there?

7 MS. MCCOLLOCH: Three more
8 years.

9 COUNCILWOMAN SANCHEZ: Of the
10 same amount, 2.1?

11 MS. MCCOLLOCH: Approximately.
12 I can give you the exact number, but it's
13 approximately.

14 COUNCILWOMAN SANCHEZ: We
15 wanted to know how many, three more
16 years.

17 And the other thing that I'd
18 like for you to have prepared for us, I
19 want to know how many of our
20 subcontractors are in compliance with our
21 living wage, who has requested a waiver,
22 who has been approved, and what requests
23 are pending. I know that this was a big
24 issue with the Mayor's Executive Order.
25 I want to see how that relates to our CDC

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2 community.

3 MS. MCCOLLOCH: Okay.

4 COUNCILWOMAN SANCHEZ: In
5 preparation for the hearing.

6 Thank you, Mr. President. I'm
7 trying to abide by your rules here.

8 COUNCIL PRESIDENT CLARKE: All
9 right.

10 Councilman Oh, we're back to
11 you, sir.

12 COUNCILMAN OH: Thank you very
13 much.

14 I had an interesting meeting.
15 I've mentioned it before in here, and I'm
16 just trying to see what are the
17 possibilities for us. So I had an
18 interesting meeting with officials from
19 the City of Seoul at Drexel University
20 with IBM, and they are moving ahead on
21 their smart cities, smart aging agenda
22 and they are doing senior housing,
23 housing with persons with disabilities
24 around technology that will provide
25 feedback to the services and to the

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2 physical support systems in the living
3 quarters. It's interesting to me. I
4 just wonder if we're ever going to do
5 something like a model or something like
6 that.

7 I mean, so the City of Seoul
8 has a \$200 million fund for that. I know
9 we don't have that. I just am very
10 interested when I look at other cities
11 that come in to Philadelphia with \$200
12 million -- and that's even just for the
13 start-up of the process. And I think
14 it's a challenge for us. I think it's a
15 challenge for us to do these type of
16 things. So, I mean, they are not
17 building living facilities with braille
18 and with low toilets and lights. They're
19 building sensors and cameras and big data
20 that goes to doctors and nurses and
21 ambulances and those type of things. I
22 would like to not think it's outside of
23 our reach to begin to put that somewhere
24 in our plans, and it appears to me from
25 what I've looked at on an individual

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2 scale, it's certainly challenging
3 financially, but when they begin to
4 standardize that kind of building, it
5 becomes quite affordable.

6 MS. MCCOLLOCH: I mean, we have
7 no specific funding for that. To the
8 extent that a developer was interested in
9 pursuing that as part of a proposal that
10 was submitted, we would look at that.

11 COUNCILMAN OH: What I'd like
12 to suggest is that if this moves forward
13 at Drexel University with IBM and with
14 that city, that we as the host city get
15 involved and get opportunities to see how
16 that gets developed.

17 MS. MCCOLLOCH: Okay.

18 COUNCILMAN OH: Anyway, thank
19 you very much.

20 COUNCIL PRESIDENT CLARKE:
21 Good, Councilman? All right. Thank you.

22 Real quick, Ms. McColloch. I
23 know I said I wasn't going to get into
24 specifics. Your office in this capacity
25 as the personnel/policymaking arm of

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2 housing, there are a couple of things I
3 do want to ask you.

4 With respect to the,
5 quote/unquote, as we call them, the
6 alphabet agencies, who is responsible to
7 whom? RDA is over here, PH is over
8 there, PHA who is not here. You're here,
9 OH. Who is kind of --

10 MS. MCCOLLOCH: OHCD --

11 COUNCIL PRESIDENT CLARKE: Who
12 is in charge?

13 MS. MCCOLLOCH: The Mayor is in
14 charge.

15 COUNCIL PRESIDENT CLARKE: The
16 Mayor is in charge of all of the housing
17 agencies?

18 MS. MCCOLLOCH: OHCD holds
19 contracts.

20 COUNCIL PRESIDENT CLARKE: I'm
21 going to ask you a question.

22 MS. MCCOLLOCH: I'm sorry.

23 COUNCIL PRESIDENT CLARKE: You
24 said the Mayor is in charge. So is the
25 Mayor in charge of all of the agencies,

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2 including the Housing Authority?

3 MS. MCCOLLOCH: I don't hold --
4 OHCD doesn't hold any contracts with the
5 Housing Authority. OHCD holds contracts
6 with PHDC and with the Philadelphia
7 Redevelopment Authority, and to the
8 extent that there are activities in those
9 contracts that OHCD is supporting, PHDC
10 and the RDA are accountable to OHCD to
11 carry out those activities that OHCD is
12 funding.

13 COUNCIL PRESIDENT CLARKE: Just
14 for contract purposes?

15 MS. MCCOLLOCH: Correct.

16 COUNCIL PRESIDENT CLARKE: So
17 non-contract purposes that PHDC is
18 responsible for the policy for their
19 organization and RDA is responsible for
20 their policy and PHA is responsible --

21 MS. MCCOLLOCH: For the
22 activities that are outside of those
23 contracts.

24 COUNCIL PRESIDENT CLARKE: So
25 from a policy perspective, who is

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2 actually the umbrella entity over all of
3 those agencies or who coordinates
4 strategies and policies between those
5 organizations?

6 MS. MCCOLLOCH: Well, all of
7 those agencies are in the Deputy Mayor
8 for Commerce and Economic Development.

9 COUNCIL PRESIDENT CLARKE:
10 Mr. Greenberger?

11 MS. MCCOLLOCH: Yes.

12 COUNCIL PRESIDENT CLARKE: Is
13 that by Executive Order?

14 MS. MCCOLLOCH: That is by
15 practice, and we meet collectively.

16 COUNCIL PRESIDENT CLARKE: Is
17 that by Executive Order?

18 MS. MCCOLLOCH: I do not know
19 if that's by Executive Order.

20 COUNCIL PRESIDENT CLARKE: So
21 it's just you guys just kind of get
22 together? There's no formal process
23 established?

24 MS. MCCOLLOCH: There is a
25 formal process that Alan Greenberger has

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2 established that we all meet --

3 COUNCIL PRESIDENT CLARKE: What
4 is it called?

5 MS. MCCOLLOCH: We have a
6 monthly meeting that's called the
7 Economic Development Cabinet. Actually,
8 the three of us are all members of that.

9 COUNCIL PRESIDENT CLARKE:
10 Okay. And the Housing Authority also?

11 MS. MCCOLLOCH: And the Housing
12 Authority, yes.

13 COUNCIL PRESIDENT CLARKE:
14 Okay.

15 Mr. Abernathy, you jumped up.

16 MR. ABERNATHY: Brian
17 Abernathy, Executive Director of the
18 Redevelopment Authority.

19 I did just want to --
20 Mr. Greenberger also serves on the
21 Redevelopment Authority Board and a
22 member of his staff serves on the Housing
23 Development Corporation Board, and the
24 structure of the deputy was set forth in
25 the beginning of this Administration

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2 where while both, I think, Mr. Koonce and
3 I report to our Boards directly, our
4 agencies do fall under the deputy, and
5 that was set forth in his organizational
6 structure.

7 COUNCIL PRESIDENT CLARKE: So
8 having a single point of contact, in this
9 particular case Mr. Greenberger, has been
10 productive?

11 MS. MCCOLLOCH: Yes.

12 COUNCIL PRESIDENT CLARKE:
13 Okay. All right. I'm leading you guys
14 down the path on this one.

15 So we have a Charter change
16 initiative proposed to have a single
17 point of contact, actually at a cabinet
18 level, not even -- Deputy Mayor, I don't
19 know, that's not consistent with the
20 Charter, but we want to have a
21 cabinet-level position that essentially
22 plays the role as Mr. Greenberger
23 currently and as a part of that, we
24 actually are interested in having
25 formalized this interaction between your

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2 agencies including the Housing Authority,
3 called the Commission, where the housing
4 agencies have the Commission --
5 memberships from each of those entities
6 are part of that Commission. Because of
7 the state authorized and federal
8 authorized on a couple of the agencies,
9 we can't jurisdictionally make sure --
10 consolidate those agencies, but at the
11 commission level, we can do that. And
12 I'm not going to ask you all to answer
13 the question because I know you probably
14 won't answer it, but with respect to the
15 current configuration where the Deputy
16 Mayor that we'd like to see as the
17 Director of Planning and Development,
18 what's your position on having a
19 commission with all of the housing
20 agencies so you have a formalized
21 approach to having that coordination
22 between the agencies? Because I think
23 that our ability to fund our projects and
24 make our dollars go a lot further makes a
25 lot of sense if there is some formalized

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2 approach to having that interaction
3 between those agencies. Do you all have
4 a position on that?

5 MS. MCCOLLOCH: Well, I would
6 submit we have that now through the
7 Economic Development Cabinet and other
8 work with Mr. Greenberger, but I believe
9 the Administration has supported the last
10 set of hearings you had on that. We
11 supported the proposal with some
12 recommended --

13 COUNCIL PRESIDENT CLARKE: Our
14 proposal?

15 MS. MCCOLLOCH: Yeah.
16 Mr. Greenberger testified to that --

17 COUNCIL PRESIDENT CLARKE: The
18 budget is on the record.

19 MS. MCCOLLOCH: Mr. Greenberger
20 testified in support. I believe there
21 were some suggestions for looking at some
22 things a little different way, but there
23 was general support.

24 COUNCIL PRESIDENT CLARKE:
25 Okay. I just want to get it on the

1 4/7/15 - WHOLE - BILL 150162, etc.
2 record. The budget is raised to another
3 level.

4 Now, go another direction. We
5 talked about affordability, and now I
6 just want to make sure are you -- there
7 was a question asked by Councilman Jones
8 about whether or not you had read a
9 particular document, and you said no?

10 MS. MCCOLLOCH: About his -- he
11 was referring to -- he gave me the piece
12 of paper about the request for proposals.

13 COUNCIL PRESIDENT CLARKE: What
14 is that? I'm sorry.

15 MS. MCCOLLOCH: I'm sorry. He
16 simply gave me this two minutes ago that
17 just said it's an announcement of -- HUD
18 announces \$150 million in rental
19 assistance grants to expand housing
20 options for people with disabilities. So
21 I haven't seen it --

22 COUNCIL PRESIDENT CLARKE: That
23 was the only thing he asked you? I
24 thought he asked you about one of the
25 books that was produced by City Council.

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2 MS. MCCOLLOCH: No.

3 COUNCIL PRESIDENT CLARKE: You
4 don't recall that?

5 MS. MCCOLLOCH: Okay. I don't.
6 I'm familiar with the document that
7 you --

8 COUNCIL PRESIDENT CLARKE: I'm
9 assuming you've seen all of those, right?

10 MS. MCCOLLOCH: Yes.

11 COUNCIL PRESIDENT CLARKE: All
12 right. We may need to call you back
13 before the Con Plan, and one of the
14 reasons is that we are now going to be
15 forwarding -- I thought we'd actually
16 already done it -- a number of ordinances
17 that reference your organization in terms
18 of the affordable housing strategy that
19 we put forth, and we have to send that to
20 Mr. Gillison and get a response. So we
21 may need you to come back and respond to
22 the status of those, if it's okay.

23 MS. MCCOLLOCH: Yeah. Sure.
24 We have been, I know -- I should wait
25 until you ask a question.

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2 COUNCIL PRESIDENT CLARKE: Quit
3 while you're ahead.

4 MS. MCCOLLOCH: I know you have
5 expressed an interest in -- it was
6 outlined in your document about --

7 COUNCIL PRESIDENT CLARKE: I'm
8 concerned about the funding opportunity
9 that we just put out, and it does not
10 reflect the strategy associated with the
11 document, but we'll talk about that.

12 MS. MCCOLLOCH: Okay.

13 COUNCIL PRESIDENT CLARKE: All
14 right. Thank you.

15 There being no other questions,
16 thank you very much.

17 MS. MCCOLLOCH: All right.

18 COUNCIL PRESIDENT CLARKE: See
19 you soon.

20 I believe up next is OE0.

21 (Witness approached witness
22 table.)

23 COUNCIL PRESIDENT CLARKE: We
24 got a little confused up here. CE0.

25 MS. GLADSTEIN: I figured it

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2 out.

3 COUNCIL PRESIDENT CLARKE: One
4 of those 0's. Thank you. Good morning.

5 MS. GLADSTEIN: Good morning.
6 Good afternoon actually. Should I begin?

7 COUNCIL PRESIDENT CLARKE: Yes,
8 please.

9 MS. GLADSTEIN: Good afternoon,
10 Council President Clarke and other
11 members of Council. My name is Eva
12 Gladstein and I am Executive Director of
13 the Mayor's Office of Community
14 Empowerment and Opportunity, which we
15 call CEO.

16 In January 2013, CEO was
17 launched to align the City's efforts to
18 lift individuals and communities out of
19 poverty and increase opportunities for
20 low-income individuals and families.
21 Persistent poverty is one of the biggest
22 threats to our city's prosperity. As of
23 2013, the City's poverty rate stands at
24 26.3 percent and includes 36 percent of
25 our children, 24 and a half percent of

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2 our working-age adults, and almost 18
3 percent of our senior citizens. While
4 this number has decreased in recent
5 years, it still means that about 397,000
6 Philadelphians live below the federal
7 poverty line, including 123,000 young
8 people under the age of 18. If you are
9 African American, Hispanic, disabled or
10 living in a female-headed household, the
11 likelihood of your living in poverty is
12 about 40 percent.

13 There's no single cause of
14 poverty and no single strategy that can
15 assist all of those who are living in
16 poverty. Effective solutions require
17 coordinated large-scale change. As
18 Philadelphia's community action agency,
19 CEO is well positioned to be a catalyst
20 and serve as the infrastructure to the
21 City's cross-sector efforts to fight
22 poverty.

23 In July 2013, we released
24 Shared Prosperity Philadelphia, our plan
25 to fight poverty. That plan lays out

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2 goals in five key areas: job creation
3 and workforce development, access to
4 public benefits and vital services, early
5 childhood learning, housing, and economic
6 security.

7 In Fiscal Year '15, CEO's
8 estimated spending will be \$2,240,000 in
9 Class 100, \$11,065,000 in Class 200,
10 38,500 in Classes 300 and 400, for a
11 total of \$13,344,511.

12 CEO's Fiscal Year '16 proposed
13 budget is \$16,529,390, of which
14 \$15,924,390 is Grants Revenue, and
15 \$605,000 is from the General Fund. The
16 General Fund dollars support two programs
17 that we have assumed over the last year.
18 One is the Child Care Facilities Fund in
19 the amount of 500,000, and the second is
20 identifying an alternative meal site and
21 there's \$105,000 in the budget for that.

22 Our level of appropriation
23 shows a 25 percent increase, which is
24 there to enable us to continue to try to
25 attract grant revenues through

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2 fundraising. In addition, we are
3 requesting new General Fund support in
4 the amount of \$1,090,000 to support items
5 such as new BenePhilly Centers, Financial
6 Empowerment Centers, and job training
7 programs. Because our primary funding
8 source, which is the Community Services
9 Block Grant, limits us to serving people
10 whose income is at or below 125 percent
11 of the poverty level, the General Fund
12 revenue will also enable us to serve
13 residents who struggle to make ends meet,
14 but whose income is above that amount.

15 During the last year, CEO has
16 continued to drive implementation of
17 Shared Prosperity Philadelphia. Some of
18 our key accomplishments are that we
19 launched six BenePhilly Centers, which
20 Council has helped eligible individuals
21 access public benefits both in person and
22 over the phone. These centers have
23 assisted more than 5,000 residents to
24 understand their benefits and complete
25 4,000 applications for various

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2 entitlement programs.

3 We doubled the number of
4 Financial Empowerment Centers and
5 provided free financial counseling to
6 thousands of Philadelphians, helping them
7 reduce debt by over 4.2 million and
8 helping 375 households save an average of
9 \$1,400 each.

10 We increased meals served in
11 congregate settings by over 1,000 each
12 week and helped connect hundreds of
13 vulnerable individuals to vital services.
14 We also launched a citywide early
15 learning planning process, which will be
16 completed shortly and will include a
17 shared agenda around building access,
18 spurring more high-quality early learning
19 seats, improving compensation and
20 workforce development issues for child
21 care providers, and implementation and
22 financing for the plan. And we have
23 funded two job training programs that
24 connect individuals with barriers to
25 identify jobs and long-term career

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2 opportunities, including expungement
3 services to program participants.

4 That concludes my brief
5 testimony today. Obviously you have more
6 in the full budget document, and I did
7 bring with me maps of the various
8 services that we support, because I know
9 Council was interested in those last
10 year, so...

11 COUNCIL PRESIDENT CLARKE:
12 Thank you, and good afternoon.

13 MS. GLADSTEIN: Good afternoon.

14 COUNCIL PRESIDENT CLARKE: A
15 couple of quick questions. When was your
16 office established?

17 MS. GLADSTEIN: Our office was
18 established January, I believe it was,
19 15th, 2013.

20 COUNCIL PRESIDENT CLARKE:
21 January 15th, 2013?

22 MS. GLADSTEIN: 2013.

23 COUNCIL PRESIDENT CLARKE: So
24 prior to 2013, what department within the
25 government handled poverty issues?

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2 MS. GLADSTEIN: Right. We're
3 the City's community action agency, which
4 is -- and the City has had a community
5 action agency for about 50 years now.

6 COUNCIL PRESIDENT CLARKE: How
7 many years?

8 MS. GLADSTEIN: Fifty, since
9 the war on poverty, 50. And the Mayor's
10 Office of Community Services, also known
11 as MOCS, was previously that agency.

12 COUNCIL PRESIDENT CLARKE: So
13 MOCS was the agency that dealt with
14 poverty --

15 MS. GLADSTEIN: Yes.

16 COUNCIL PRESIDENT CLARKE: --
17 prior to your agency?

18 MS. GLADSTEIN: Yes.

19 COUNCIL PRESIDENT CLARKE: And
20 was that the theme of it? And I'm only
21 asking this question because I'm happy
22 that people have acknowledged in a very
23 public way that poverty is an issue in
24 the government. Poverty has been an
25 issue for a long time and that was never

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2 like the theme of the MOCS. I mean, it
3 was clear based on certain mandates
4 internally in terms of who they serviced.
5 It dealt with people at certain income
6 levels. But we're now talking about it
7 in a very aggressive way, and I'm excited
8 about that. I just wish we had done that
9 a lot earlier. It would have brought a
10 lot more attention to that, because this
11 poverty issue has been ongoing for quite
12 some time, but better late than never.
13 All right.

14 When you talk about the 125
15 percent median income restriction, what
16 does that number equate to, family of
17 four?

18 MS. GLADSTEIN: For a family of
19 four, it's about \$30,000 a year income.

20 COUNCIL PRESIDENT CLARKE: At
21 125?

22 MS. GLADSTEIN: At 125.

23 COUNCIL PRESIDENT CLARKE:
24 Median income? I don't think that's
25 accurate.

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2 MS. GLADSTEIN: A hundred
3 percent of poverty for a family of four
4 is --

5 COUNCIL PRESIDENT CLARKE: You
6 said 125 of poverty?

7 MS. GLADSTEIN: That's right.
8 I'm looking it up in my notes.

9 COUNCIL PRESIDENT CLARKE: When
10 you say 125, you said median income, I
11 think about the median income for the
12 area.

13 MS. GLADSTEIN: No. The median
14 income for the City of Philadelphia,
15 according to the 2013 census, is \$36,000
16 and change, because that's part of the
17 area median, the way the census
18 determines it.

19 COUNCIL PRESIDENT CLARKE: A
20 hundred and twenty-five percent of median
21 income is 36,000?

22 MS. GLADSTEIN: A hundred and
23 twenty-five percent of the federal
24 poverty level.

25 COUNCIL PRESIDENT CLARKE: Oh,

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2 all right. I'm looking at this and I'm
3 saying 125 percent. My memory is that's
4 around 80,000, 85,000.

5 MS. GLADSTEIN: That's for area
6 median income, you're correct.

7 COUNCIL PRESIDENT CLARKE: I'm
8 wondering and I said we don't have enough
9 money to service people at the lower
10 level and I am concerned about everybody,
11 but -- okay. I got you now. That clears
12 that up, because I didn't quite
13 understand that level.

14 So you're saying that we're
15 restricted in a lot of the funding to 125
16 percent of the poverty level?

17 MS. GLADSTEIN: That's correct.
18 That is, for the Community Services Block
19 Grant, we can only serve individuals at
20 that level and we have to do income
21 intake and income documentation.

22 COUNCIL PRESIDENT CLARKE: And
23 that's all aspects of the Block Grant? I
24 mean, is it just certain -- so as an
25 example -- and I don't know what we're

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2 doing here of late because the money has
3 been restricted. Like we've been able to
4 build affordable housing up to 115
5 percent median income in the past.
6 That's the median income. So we've been
7 able to accommodate affordable housing
8 for people that make upwards of \$60,000,
9 \$70,000. What restrictions are you
10 talking about in terms of the poverty
11 level?

12 MS. GLADSTEIN: So the
13 Community Services Block Grant, which is
14 a little bit under \$5 million right now,
15 about 4.9 million, has been the same each
16 year. That's our primary funding source,
17 and the income guidelines for that grant
18 are 125 percent of the federal poverty
19 level. They're different than the income
20 restrictions on the Community Development
21 Block Grant.

22 COUNCIL PRESIDENT CLARKE:
23 Okay. All right. So it's a very narrow
24 funding stream that limits your ability.
25 Are you able to access other dollars that

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2 don't have that level of restriction?

3 MS. GLADSTEIN: We have been
4 trying to fundraise and in some cases
5 successfully. So, for example, although
6 the funding will end this year, we had a
7 large grant from the Bloomberg Foundation
8 that has funded our Financial Empowerment
9 Centers. So that was private money. And
10 we've also been able to attract private
11 money for funds for what we call Meals
12 and More. So helping basically folks who
13 are offering group meals to increase the
14 number of meals they serve, and we've
15 been able to do that with private funding
16 as well. We continue to fundraise, but,
17 again, our primary City support, which is
18 through that grant, is all at that 125
19 percent guideline.

20 As I mentioned in my testimony,
21 there are two programs that we've
22 assumed. One is the Child Care
23 Facilities Fund and the other is around
24 trying to find an alternative site so
25 there's less food being provided outdoors

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2 on the Parkway without services, and
3 those because they're General Fund are
4 not income restricted.

5 COUNCIL PRESIDENT CLARKE: Let
6 me ask you a question. With respect to
7 your involvement with other
8 departments -- because, again, I say that
9 one of the issues about dealing with
10 poverty in the income gap is to bring
11 costs down. Does your agency interact
12 with the other agencies?

13 As an example, we're looking at
14 and hope to get the City up and running
15 on the Earned Income Tax Credit, where we
16 literally leave millions and tens of
17 millions of dollars on the table because
18 people don't get engaged in the process.
19 Are you working with that part of the
20 City that's dealing with that?

21 MS. GLADSTEIN: Yes. We've
22 actually -- our office has been one of
23 the primary funders for the Campaign for
24 Working Families, which does free tax
25 returns and emphasizes EITC, and this

1 4/7/15 - WHOLE - BILL 150162, etc.
2 year the Revenue Department contributed
3 to that and actually we contracted
4 together for the work of the Campaign for
5 Working Families. So we've been
6 supporting that work.

7 Our BenePhilly Centers also
8 have served over 5,000 individuals, and
9 that's specifically to help people access
10 state benefits and increasingly more of
11 the City programs that offer property tax
12 relief or utility relief as well.

13 COUNCIL PRESIDENT CLARKE:
14 Okay. Good. And what about the housing
15 component?

16 MS. GLADSTEIN: On the housing
17 component, we've been supporting the
18 Office of Supportive Housing, OSH, in
19 their eviction prevention services. They
20 have a unit there that provides back
21 rent, utilities or security deposits, and
22 we have been supporting that work for the
23 last two years.

24 COUNCIL PRESIDENT CLARKE: Are
25 you limited to just that? Because the

1 4/7/15 - WHOLE - BILL 150162, etc.
2 affordable housing is a critical issue
3 across --

4 MS. GLADSTEIN: Yes.

5 COUNCIL PRESIDENT CLARKE: So
6 what about the, quote/unquote,
7 traditional funding? Like we're working
8 on creating a thousand units of
9 affordable housing based on the most
10 recent NOFA. Are you involved with Ms.
11 McColloch and those individuals?

12 MS. GLADSTEIN: We try to
13 coordinate services, and one example
14 would be that some of the services
15 that -- obviously nobody has enough
16 money. Our grant is much smaller than
17 the Community Development Block Grant or
18 the resources that come into the City for
19 workforce investment, as an example, but
20 we do try to coordinate.

21 So one example is that some of
22 the agencies that are funded to do
23 housing counseling, we're partnering with
24 in other ways to add services there,
25 either financial empowerment services or

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2 benefits access services. So we do try
3 to coordinate with those resources.

4 COUNCIL PRESIDENT CLARKE: I

5 ask these questions for a couple of
6 reasons. One, because I've known you for
7 a gazillion years and I know about your
8 background and your participation in
9 these issues a long, long time, and I
10 want to make sure that your level of
11 expertise in the field of supporting
12 those that are in the most need is deeply
13 ingrained within the Administration
14 initiative. And, two, with respect to
15 priorities, as we said, that this
16 particular budget process is going to be
17 based on need, not just simply the
18 traditional departments come, give us
19 money, based on 30 years of doing
20 business, but not reflecting the
21 prioritization of those things that we
22 need to be focused on, and I want to make
23 sure that you're a part of that
24 conversation in a very meaningful way and
25 possibly a little more money should go to

1 4/7/15 - WHOLE - BILL 150162, etc.
2 your agency. And I know you like that
3 part.

4 MS. GLADSTEIN: I'm happy to
5 hear --

6 COUNCIL PRESIDENT CLARKE:
7 We're restricted based on your funding
8 stream that limits your ability to
9 provide support for a significant level
10 of the population. Unfortunately being
11 of the top ten cities, 400,000 under the
12 poverty level, then maybe there should be
13 more revenue going to you to reflect the
14 priority that a lot of us think should be
15 a part of this conversation as it relates
16 to our budget process.

17 MS. GLADSTEIN: Well, we would
18 obviously clearly appreciate that. We
19 had made a request for about a million
20 dollars in additional funding from the
21 General Fund, and one of the things that
22 we've tried to do is work with other City
23 agencies to kind of lift up the work to
24 make sure that people with the greatest
25 needs are being served, and having a

1 4/7/15 - WHOLE - BILL 150162, etc.
2 little bit of funding to do that is
3 always helpful. As I said, we're working
4 with the Office of Supportive Housing
5 around eviction prevention and we work
6 with the City's Department of Public
7 Health where they do great work that
8 we're supporting in terms of children who
9 present at the hospitals with asthma or
10 with lead paint poisoning, remediating
11 their homes and educating their parents.
12 So we're also supporting that work. We
13 support -- we probably provide about half
14 of the funding to the senior citizens at
15 Parks and Recreation.

16 So we find that that's kind of
17 a helpful way to try to steer some of
18 these agencies to serving people with the
19 highest needs, providing them with a few
20 more resources to do that.

21 COUNCIL PRESIDENT CLARKE:

22 Right. Okay. Last, but not least -- and
23 I'll call on the next Councilmember --
24 schools. Are you involved in schools?
25 Because that's obviously very important

1 4/7/15 - WHOLE - BILL 150162, etc.
2 given the challenges in our schools,
3 where unfortunately a significant amount
4 of our school population come from
5 families that are in poverty, and we
6 think that that is a significant
7 underlying issue with respect to the
8 child's inability to learn because of
9 their family situation or environmental
10 situation or some of the other mental and
11 physical challenges that that child may
12 have as a result of being in long-term
13 poverty. Are you involved in that
14 aspect?

15 MS. GLADSTEIN: We're involved
16 in two ways. One is that one of our five
17 goal areas is ensuring that children
18 enter school ready to learn, and so we're
19 able to secure private funding to create
20 a citywide early learning plan, which
21 will be ready probably in about six
22 weeks, and we'll be happy to brief
23 Council on that before it's released.
24 And so that plan is focused on ensuring
25 access in all neighborhoods, particularly

1 4/7/15 - WHOLE - BILL 150162, etc.
2 for families that have different kinds of
3 obstacles or needs. Also increasing the
4 number of high-quality opportunities,
5 looking at workforce compensation and
6 stability and then implementation. So
7 that's one piece of work that we're doing
8 citywide. And we co-chair a group of
9 about 40 individuals that have guided
10 this work and hopefully will help
11 implement it from a variety of sectors.

12 In terms of K through 12, most
13 of our work in that area is through the
14 Promise Zone where we're the lead agency
15 for that part of West Philadelphia and
16 working directly with the School District
17 trying to provide -- kind of match the
18 service providers in that community with
19 the needs of the schools and try to
20 bolster what can happen in the schools in
21 the Promise Zone area.

22 COUNCIL PRESIDENT CLARKE:

23 Okay. I have a follow-up question, but
24 I'm not going to cause Ms. Rhynhart to
25 give me that evil eye when I talk

1 4/7/15 - WHOLE - BILL 150162, etc.

2 about --

3 MS. GLADSTEIN: I'm not seeing
4 any evil eyes.

5 MS. RYHNHART: That's so nice.

6 COUNCIL PRESIDENT CLARKE: I'll
7 give you a call. Thank you.

8 The Chair recognizes Councilman
9 Jones.

10 COUNCILMAN JONES: Thank you,
11 Mr. President.

12 Let me start by saying that
13 we've come a long way. I remember being
14 in this chair asking about the direction
15 that the City was going towards
16 anti-poverty, relief of poverty efforts,
17 cited that we know what our greening plan
18 was, citing that we know what our
19 crime-fighting plan was, but that we
20 could not put our minds around how we
21 were going to alleviate people from being
22 in poverty. Since that time, you went
23 and we collaborated on an anti-poverty
24 summit, which I think I learned a lot
25 from and I think put us at least in the

1 4/7/15 - WHOLE - BILL 150162, etc.

2 right room and the right direction

3 towards what Council President wants to

4 deal with one of those things, income

5 inequality.

6 So I think we're -- that's the

7 good news, and I want to thank you and

8 your staff for taking those comments

9 seriously and moving us in that

10 direction. However and nevertheless,

11 before I advocated on behalf of the whole

12 City, Maria always chronicles the fact

13 that she has the poorest district in the

14 City of Philadelphia, so I want that on

15 the record. But as I look at the 51

16 programs that you have, senior centers,

17 training sites, Campaign for Working

18 Families, and you go on and on with

19 BenePhilly Centers, Financial Empowerment

20 Centers, meals, and more sites that you

21 have, and I think they're laudable

22 programs, but if you look down by the

23 districts that they come in, out of those

24 51 programs, I have exactly one. Now, I

25 know that Maria probably still holds the

1 4/7/15 - WHOLE - BILL 150162, etc.
2 title for being the poorest district in
3 the City of Philadelphia, but for doggone
4 sure, Councilman Squilla's is not. And
5 so he has like seven different programs
6 by which he has, and in my district, I
7 have one program, and that happens to be
8 the Financial Empowerment Centers at
9 Achievability, which is a doggone good
10 program. But I got to believe in the 4th
11 District there are some more poor people
12 that need those kind of services,
13 particularly as I bring to your attention
14 senior centers. Without a doubt, we are
15 the champion of seniors. We have more
16 assisted-living facilities than anywhere
17 else in the City. Many of them are
18 within one square mile of City Avenue up
19 there with Simpson House and Inglis House
20 and Hayes Manor and a number of other of
21 them.

22 I cannot -- now, on some
23 locations, if you talk about youth
24 training programs, I can see the mobility
25 of some of them getting down to the fine

1 4/7/15 - WHOLE - BILL 150162, etc.
2 1st Councilmanic District, but it would
3 seem to me that particularly in the case
4 of my seniors, having all of that
5 infrastructure up there, that we could do
6 a better job of going to the people that
7 need the services. And we talked about
8 this in your poverty summit, that there
9 are many faces of poverty. It is not one
10 size fits all. There's youth poverty,
11 some people fourth generation born into
12 it. There's some people that go through
13 their life married and wind up divorcing
14 come to it. Some seniors unfortunately
15 spend all their life in the workforce and
16 then retire to it.

17 So I'm glad to see that you
18 broke it out, but there's an inequity
19 here that in my district, after fighting
20 for all of these poor people, we can't
21 find any in the 4th District to get some
22 services. So I need you to address that.

23 MS. GLADSTEIN: And we would
24 love to be able to be providing more
25 services in the 4th District. There's no

1 4/7/15 - WHOLE - BILL 150162, etc.
2 question about that. Again, it's usually
3 a lack of resources. So when we
4 established the BenePhilly Centers, when
5 we established the BenePhilly Centers, we
6 had 60 organizations apply, and we only
7 had funding originally for four but we
8 were able to expand it to six. We're
9 hoping this year to be able to expand the
10 number of BenePhilly Centers by two and
11 add what we're calling benefit referral
12 sites.

13 One of the other things that we
14 do -- and we mentioned it last year, I
15 believe, and I want to reiterate this --
16 is, we do do pop-up sites. So we have
17 counselors who are available to go to
18 sites both to do benefits access as well
19 as we can -- with some notice and
20 scheduling, also have financial
21 empowerment counselors who we can move to
22 other sites, and that could be based upon
23 need, one day a week or one day a month.
24 It could be at a senior center or a
25 senior housing development. So we're

1 4/7/15 - WHOLE - BILL 150162, etc.
2 happy to schedule that with your office
3 in the interim until we can add more
4 resources.

5 I must say that some of the
6 sites are also -- were also chosen either
7 because they are physically accessible by
8 public transportation or that they're
9 serving particular populations as well,
10 and those tend to be in Center City. But
11 I don't want to -- I see your face. I
12 don't want to say that we don't want to
13 do more in the 4th. We do. I'm a
14 resident of the 4th District, as you
15 know, and I want to support it in all
16 ways possible.

17 COUNCILMAN JONES: I'm going to
18 let it go, because I know my district is
19 poorer than Cindy Bass's district,
20 because she represents Chestnut Hill. So
21 I know we're poorer -- she has five
22 sites. So I got to figure out what I'm
23 doing wrong.

24 MS. GLADSTEIN: I'm waiting for
25 her to talk about Germantown.

1 4/7/15 - WHOLE - BILL 150162, etc.

2 COUNCILMAN JONES: And she has
3 some great sites, by the way. I've been
4 to several. She's invited me up there to
5 see some of the things they're doing in
6 Center for the Park.

7 COUNCILWOMAN BASS: Center in
8 the Park.

9 COUNCILMAN JONES: Center in
10 the Park. It's really a great site. But
11 we have some poor people too, and just
12 next year -- and I want to thank you for
13 all of the things that you've done to
14 right this ship, and I want that on the
15 record, but now I have to fight as a
16 District Councilperson. I want to make
17 sure that those seniors up City Avenue
18 don't have to travel all the way downtown
19 to get the kind of services that they
20 need. So hopefully we'll take strides to
21 deal with that.

22 Very quickly, and then I'm
23 going to recognize Councilman Oh, we
24 started this project and I wanted to give
25 you some time to get your stabilization

1 4/7/15 - WHOLE - BILL 150162, etc.
2 in your shop, but tell me how many people
3 have we moved from poverty to
4 self-sufficiency last year.

5 MS. GLADSTEIN: You know, I
6 always quibble about the wording here,
7 but there are 26,342 fewer people living
8 in poverty as of the 2013 census as
9 compared to the 2011 census. So when we
10 created the plan, we were using the 2011
11 census, and the most recent information
12 we have is the 2013 census. So there are
13 over 26,000 fewer people living in
14 poverty.

15 We as an agency through the
16 work that we support have served about
17 36,000 people, and we're proud to do that
18 and, of course, we want to be able to
19 serve more people as well.

20 COUNCILMAN JONES: So by the
21 programs that you've broken down -- and I
22 think that's a good start. I like how
23 you formatted this -- per program I'd
24 like to see how many people have been
25 made whole through each of those programs

1 4/7/15 - WHOLE - BILL 150162, etc.
2 and then what the costs are. So similar
3 to what Councilman Squilla talked -- not
4 Squilla; Neilson talked about, how --
5 doing good isn't enough. It is how much
6 does good cost, and we're all faced with
7 those kind of choices in the budgetary
8 process.

9 So as we refine this a little
10 bit -- and this is a good step in the
11 right direction, I'll emphasize it
12 again -- we need to know if you're doing
13 BenePhilly, specifically that program,
14 how much does it cost, and then that's
15 the codification of all the services that
16 a person in poverty can be eligible for.
17 And the last time we checked there was
18 like 11,000 left on the table by various
19 programs. It could be child care. It
20 could be healthcare. It could be a
21 number of things. But if that is indeed
22 true, how many people got that 11,000,
23 and that's quantifiable. You don't have
24 to tell me who. You do have to tell me
25 where and how many of them are. And I

1 4/7/15 - WHOLE - BILL 150162, etc.
2 think that goes a long way to support the
3 argument that we need to give you a
4 million more, because we want to
5 reinforce things that are working and we
6 might want to alter things that are not.
7 So that kind of -- as we get into your
8 department a little later on, we'd like
9 to refine that a little bit so we have a
10 better comfort level that these things
11 are working, let's put more money to it,
12 or these things aren't working and it's
13 just a waste of time.

14 So what I'm going to do is, I'm
15 going to stop here. I'm going to
16 recognize first Councilman Henon on this.
17 Your light is lit.

18 COUNCILMAN HENON: Thank you,
19 Mr. Chairman.

20 Good morning, Eva. Thank you
21 for your testimony. I have a series of
22 questions. Could you explain which
23 services you provide by using the CSBG
24 and other restricted funds?

25 MS. GLADSTEIN: Sure. So we

1 4/7/15 - WHOLE - BILL 150162, etc.
2 are -- first of all, we're supporting
3 five different City departments with
4 those funds. We're supporting Parks and
5 Recreation through their senior centers
6 where we are funding about half of the
7 cost of each senior center. We're
8 supporting the Healthy Homes and Lead
9 Abatement program at the Health
10 Department. We're supporting the Office
11 of Supportive Housing for their emergency
12 assistance program. We are supporting
13 the Town Watch program. We are
14 supporting about half of the staff at
15 Philly Rising. We are supporting the
16 Fatherhood Enrichment program that RISE
17 operates. And I might have left one out.
18 I'll look at that.

19 But then in addition, we are
20 supporting two job training programs, one
21 at the Hospital and Healthcare Workers
22 Union 1199C and the other at the West
23 Philadelphia Skills Initiative, which is
24 preparing West Philadelphia residents for
25 jobs at the anchor institutions in West

1 4/7/15 - WHOLE - BILL 150162, etc.
2 Philadelphia. We're also supporting ten
3 Financial Empowerment Centers and six
4 Benefit Access Centers and the Campaign
5 for Working Families that we talked about
6 before, which provides free tax
7 assistance program and in particular
8 assists those for whom they're doing
9 their taxes to get EITC and child care
10 tax credits.

11 COUNCILMAN HENON: Thank you.
12 What I'll do is, I'll continue on some of
13 the series of questions and ask that you
14 provide -- I'll provide you a list of the
15 questions in writing. This way you can
16 provide the answers in writing in
17 addition to the testimony to the Chair.

18 What are the restrictions?
19 Specifically, what are the restrictions
20 regarding the income?

21 MS. GLADSTEIN: So we are
22 restricted -- the majority of our budget
23 is a grant from Community Services --
24 called the Community Services Block
25 Grant, which is federal funding through

1 4/7/15 - WHOLE - BILL 150162, etc.
2 the state. And, again, there we have to
3 document that the people we serve are no
4 greater than 125 percent of the federal
5 poverty level. So for a family of four,
6 that income is just about \$30,000 a year.

7 COUNCILMAN HENON: And I
8 apologize for the repetitiveness if I
9 repeat some of your earlier questions
10 from the Council President.

11 MS. GLADSTEIN: No problem.

12 COUNCILMAN HENON: But what is
13 the percentage of Philadelphia that lives
14 at 100 percent of the federal poverty?

15 MS. GLADSTEIN: So it's 26.3
16 percent of Philadelphians who live at 100
17 percent of poverty level.

18 COUNCILMAN HENON: And is that
19 an accurate number, approximately
20 400,000?

21 MS. GLADSTEIN: Yes. It's
22 397,000.

23 COUNCILMAN HENON: There's a
24 disconnect between the federal poverty
25 threshold and the face of poverty in

1 4/7/15 - WHOLE - BILL 150162, etc.
2 Philadelphia. In your opinion, what
3 should that threshold actually be?

4 MS. GLADSTEIN: Different
5 cities and communities look at this
6 different ways. I would say we're
7 probably looking at two times the federal
8 poverty level as a good indicator rather
9 than 100 percent of the federal poverty
10 level. So that would mean for a family
11 of four, the income would be between
12 \$48,000 and \$49,000.

13 COUNCILMAN HENON: What will we
14 need to enable you to serve the people
15 who are in desperate need of the services
16 that do not meet those guidelines?

17 MS. GLADSTEIN: Well, again, we
18 would be hopeful that we could have
19 General Fund money to attach and blend
20 with these other programs that I just
21 mentioned that we're supporting, because
22 that would enable us not to restrict
23 services to poorer people.

24 COUNCILMAN HENON: And that's
25 the additional 1 million?

1 4/7/15 - WHOLE - BILL 150162, etc.

2 MS. GLADSTEIN: Yes, it is.

3 COUNCILMAN HENON: If we
4 provide those General Fund resources, how
5 many additional people would you feel
6 you'd be able to serve?

7 MS. GLADSTEIN: Well, there
8 would be many, many more people eligible
9 for the services, because we're
10 estimating that probably about two-thirds
11 of our city would be at 200 percent of
12 poverty or less. But for the services
13 that we've outlined, we could support
14 with a million dollars another 5,000 to
15 8,000 people.

16 COUNCILMAN HENON: Okay. I
17 have some --

18 MS. GLADSTEIN: That's just
19 restricted by the number of bodies that
20 we would be able to fund.

21 COUNCILMAN HENON:
22 Mr. Chairman, is there anybody else up in
23 the queue?

24 COUNCILMAN JONES: Yes;
25 Councilman Oh and Councilwoman Sanchez.

1 4/7/15 - WHOLE - BILL 150162, etc.

2 COUNCILMAN HENON: I have

3 some --

4 COUNCILMAN JONES: And

5 Blackwell.

6 COUNCILMAN HENON: -- day care

7 questions, which I'll wait for the next

8 round.

9 COUNCILMAN JONES: Okay. And

10 also, Councilman Henon, we have something

11 in common. You have one location in your

12 district too. Must not be that many poor

13 people in the 6th District. So we got to

14 work on that.

15 COUNCILMAN HENON: Yes, sir.

16 COUNCILMAN JONES: All right.

17 Councilman Oh is next, followed by

18 Sanchez and Blackwell.

19 COUNCILMAN OH: Thank you very

20 much, Mr. Chairman.

21 So I have a similar issue as

22 Councilman Henon, as I had the year

23 before. So I will kind of break it down

24 this way, that your testimony is that

25 the -- obviously the federal poverty

1 4/7/15 - WHOLE - BILL 150162, etc.

2 guideline is 34,000 for a family of four;
3 is that correct?

4 MS. GLADSTEIN: Thirty
5 thousand.

6 COUNCILMAN OH: Thirty
7 thousand, not even 34,000. It's 30,000.

8 MS. GLADSTEIN: Correct.
9 That's actually -- that's 125 percent of
10 poverty.

11 COUNCILMAN OH: A hundred and
12 twenty-five above the poverty guideline.
13 So the median income in Philadelphia is
14 36,000 for a family of four, which would
15 be two adults, two kids or one adult and
16 three kids. So that is actually per
17 person for each one of the four \$20.48
18 per day after taxes. And I'm just
19 talking about salary taxes, not sales tax
20 and all these wage tax and all these
21 other taxes, but just from the federal
22 taxes, it's \$20.48 per day. So someone
23 who has the median income in Philadelphia
24 gets \$20.48 per person per day in a
25 family of four and is basically going to

1 4/7/15 - WHOLE - BILL 150162, etc.
2 pay the taxes to support a lot of the
3 other programs that go on in Philadelphia
4 and they're not eligible for any
5 assistance, which is the issue that we've
6 raised about how do we expand the people
7 that are eligible for services.

8 For example, some of the
9 services, they don't cost that much more
10 money; for example, some of the pre-K
11 services. The parents should be able to
12 send their kids to a classroom that's got
13 ten empty seats in it. You already have
14 a teacher. There's already a program
15 existing. And the reason I bring it up
16 is because I do believe your job is quite
17 important. I believe the advocacy of
18 your job to not go by these federal
19 guidelines, but to actually look at the
20 realistic situation that people face
21 today and make it part of the City's
22 agenda for how we deal with a lot of the
23 things that are occurring. I will say
24 that me personally, I don't understand
25 what our city does. While we have less

1 4/7/15 - WHOLE - BILL 150162, etc.
2 people on a federal poverty guideline,
3 I'd say we have more people who are poor.
4 We have a shrinking middle class, and
5 that's a big indicator that we will not
6 be able to get people from poverty to
7 self-sufficiency if we cannot get them
8 into a middle class.

9 I know I'm doing all the
10 talking. I'm sorry. But I'm going to
11 make my point. We have an increasing
12 difference, a growing population of poor,
13 a shrinking middle class, and a growing
14 population of very rich. And so to me,
15 when we look at our City's agenda for the
16 economic health of Philadelphia, we do
17 certain things that raise the cost of
18 living, but we are not raising the
19 ability of people to pay for that
20 increased cost of living either from the
21 City as a whole or in certain sections.
22 And so I would like to see that the
23 position that you have is elevated,
24 better funded, with more expertise so
25 that you can be part of establishing the

1 4/7/15 - WHOLE - BILL 150162, etc.
2 policies of our city when we look to how
3 do we pursue economic policies and
4 programs in a smart and intelligent
5 manner that actually help people.

6 Thank you. And with that, I'll
7 say, I got to go, so I am all for the
8 Mural Arts before I go. Thank you.

9 (Applause.)

10 COUNCILMAN JONES: Way to leave
11 a hearing. Good job.

12 The Chair recognizes
13 Councilwoman Sanchez.

14 COUNCILWOMAN SANCHEZ: Thank
15 you, Eva. I'm going to ask just a couple
16 of questions so that you can submit. One
17 of them is, I notice that you have in
18 terms of diversity in your staff language
19 access. You're not kind of where we need
20 to be in light of the poverty and who is
21 in poverty. Do you have a plan for how
22 you're going to promote more diversity?

23 MS. GLADSTEIN: In terms of
24 bilingual staff?

25 COUNCILWOMAN SANCHEZ: Yes.

1 4/7/15 - WHOLE - BILL 150162, etc.

2 MS. GLADSTEIN: I believe we
3 currently have five bilingual staff who
4 are primarily focused doing external
5 work. So it's a greater percentage of
6 the people who are kind of out working in
7 the community. We have not been adding
8 to our staff, which is part of the
9 difficulty. However, the organizations
10 that we're supporting, we try to make
11 sure that we create a priority for both
12 working in communities and having those
13 resources, as well as other -- not just
14 around language access, but communities
15 perhaps where people of other health or
16 disability issues or whatever.

17 So we are trying to focus our
18 resources where the greatest needs are,
19 but in general, that's not -- it's
20 usually not our staff that are directly
21 providing the service.

22 COUNCILWOMAN SANCHEZ: So can
23 you then provide the listing of who your
24 service providers are and what special
25 hard-to-meet communities. I think that's

1 4/7/15 - WHOLE - BILL 150162, etc.
2 important.

3 One of the things you mentioned
4 earlier was that you provide financial
5 services for other departments for staff
6 and functions. I had asked the Chief of
7 Staff earlier today to give me an outline
8 of what folks were assigned to his
9 department that were paid through other
10 funding sources, and I guess Everett
11 being the good attorney, he answered
12 about the Mayor's Office but not the
13 other offices. So I think it would be
14 important for this Council to get a
15 description of how many departments you
16 fund, what is the staff -- demographics
17 of staff and the services provided,
18 because I think that's an important
19 piece. I know, for instance, you talked
20 about Office of Housing and Homeless,
21 Department of Rec and stuff. I don't
22 think people realize how many of those
23 staff positions your department funds.
24 So I think if you can provide us with a
25 chart, that would be helpful. You

1 4/7/15 - WHOLE - BILL 150162, etc.
2 mentioned like Philly Rising. So I'd
3 like to know who you're funding and what
4 services they provide as it relates to
5 your goal.

6 MS. GLADSTEIN: Happy to do
7 that.

8 COUNCILWOMAN SANCHEZ: The
9 other thing, in terms of the financial
10 services and the tax centers -- and you
11 and I had this conversation -- is there a
12 way that you could map this with some of
13 our housing counseling services? I think
14 to Councilman Jones's point, we really
15 need to see what services are being
16 provided by whom. So you have the map?
17 Okay. We didn't get that.

18 MS. GLADSTEIN: You can have
19 mine.

20 COUNCILWOMAN SANCHEZ: No, no,
21 no. You can submit it. We'd --

22 MS. GLADSTEIN: We just passed
23 it out at the beginning of my testimony.
24 The Clerk or somebody should have copies.

25 COUNCILWOMAN SANCHEZ: Okay.

1 4/7/15 - WHOLE - BILL 150162, etc.

2 So in that map, do you also have the
3 housing services pieces?

4 MS. GLADSTEIN: I do not have
5 the housing counseling agencies.

6 COUNCILWOMAN SANCHEZ: So we're
7 going to ask that that map be shared with
8 Deborah McColloch, because we're going to
9 have a comprehensive discussion around
10 counseling services. So it would be
11 important to see how this overlays,
12 particularly which one of your BenePhilly
13 or financial services centers also
14 receive OHCD money, just so that --

15 MS. GLADSTEIN: The map with
16 the NACs and the housing counseling
17 agencies?

18 COUNCILWOMAN SANCHEZ: Yes.
19 That would be great.

20 And then I wanted to ask
21 whether any of your -- do you know if all
22 your providers are in compliance with
23 living wages? Did anybody ask for a
24 waiver? How many were approved?

25 MS. GLADSTEIN: None of ours

1 4/7/15 - WHOLE - BILL 150162, etc.

2 asked for a waiver, and that's something
3 we check for.

4 COUNCILWOMAN SANCHEZ: Okay.

5 Good.

6 That is it.

7 COUNCILMAN JONES: Thank you,
8 Councilwoman.

9 The Chair recognizes
10 Councilwoman Blackwell.

11 COUNCILWOMAN BLACKWELL: Thank
12 you, Mr. Chair. Certainly I work with
13 Eva Gladstein on many fronts. Promise
14 Zone is just one of them and dealing with
15 the whole issue of need. I only wanted
16 to make sure that all of us are aware
17 that when it comes to shelters, people
18 are sleeping in chairs and have been all
19 winter and --

20 COUNCILMAN JONES: Did you say
21 sleeping in chairs?

22 COUNCILWOMAN BLACKWELL:
23 They're sleeping in chairs in our
24 shelters. So we don't have enough
25 shelter beds in spite of all that we do.

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2 But we get people every day who come in
3 and say they're sleeping in chairs. And
4 also there's an issue afoot about
5 teachers who teach homeless from the
6 School District being cut out of the
7 budget through the budget cuts.

8 So those are two issues that we
9 need to look a little further at before
10 we adjourn this session. Thank you.

11 Thank you.

12 COUNCILMAN JONES: Thank you,
13 Councilwoman.

14 Councilman Henon, did you have
15 further questions? You're teed up.

16 COUNCILMAN HENON: Thank you.

17 COUNCILMAN JONES: The Chair
18 recognizes Councilman --

19 COUNCILMAN HENON: It's
20 Councilman Squilla.

21 COUNCILMAN JONES: -- Henon and
22 then Bass.

23 COUNCILMAN HENON: Eva, you
24 were overseeing the efforts of the
25 quality of day care in the City, and I

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2 want every day care center in my district
3 to be enrolled in Keystone STARS and I
4 want to increase the availability of
5 high-quality day care in the district.
6 Can you please describe some of your
7 efforts and articulate the ways in which
8 City Council might be helpful in
9 improving the day care quality and
10 specifically what I could do in the 6th
11 District.

12 MS. GLADSTEIN: Sure. Thank
13 you. Well, obviously -- and if
14 Councilwoman Blackwell was still here,
15 there's a ballot question on May 19th
16 about establishing a commission to
17 determine how to implement and fund
18 universal pre-K, and that I think would
19 be key. So I know Council supported that
20 resolution unanimously, which we really
21 appreciated, and we're looking forward to
22 the work of that commission. One very
23 specific thing for Council is to make
24 your appointments as soon as required to
25 that commission so it can get going,

1 4/7/15 - WHOLE - BILL 150162, etc.
2 assuming the ballot question is
3 positively received by the folks who vote
4 on May 19th.

5 Council already every year has
6 a Child Care Facilities Fund, which we
7 have just begun to manage this calendar
8 year. That fund is at \$500,000. In
9 previous years, it's been at \$1 million.
10 And it has helped facilities either
11 maintain their physical facility or --
12 and they're all high quality -- or a
13 playground. And this is open to both
14 home-based as well as centers. So that's
15 another area where Council could be
16 helpful.

17 In the early learning plan,
18 there is actually a recommendation that
19 the City establish a fund that can be
20 used to help centers and home-based
21 providers get to quality and be a little
22 bit of a flexible funding. It might help
23 in cases where there's no -- where the
24 subsidy doesn't exist for a child. It
25 might help with facilities, and we also

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2 believe it needs to help with training
3 the workforce so they get the credentials
4 they need for this facility to become
5 high quality and also help with their
6 compensation so the workforce is more
7 stable. It's one of the least well paid
8 industries any place.

9 So that will take some
10 planning, but we would love to work with
11 Council on planning for that fund over
12 time.

13 And then I wanted to address
14 your question specifically about the 6th
15 District, and this is again something I
16 appreciate Council has paid attention to,
17 but sometimes zoning regulations restrict
18 where centers can be placed, and there's
19 been a lot of activities with the Zoning
20 Code on whether or not home-based centers
21 are permitted in certain residential
22 districts and also whether or not centers
23 themselves are permitted in various
24 commercial districts. So I think a look
25 at the Zoning Code just for your area

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2 would probably be helpful.

3 And then I think another part
4 of our plan is to look at -- there are
5 areas of high need, including the 6th
6 District, where there are very few
7 centers now. So looking at the
8 facilities that might be available, be
9 they empty schools or in commercial
10 centers or other recreation centers or
11 even churches or convents, try to provide
12 that information to the provider
13 community, and we could be helpful. But
14 I know that there are high-quality
15 providers who have tried to expand in
16 certain neighborhoods but cannot find a
17 facility that meets their needs. So I
18 think helping with that would also be
19 very important.

20 COUNCILMAN HENON: And not just
21 myself, but my office is eager to
22 continue to work with you to make sure
23 that the zoning related to the quality of
24 day care is in the mission and direction
25 that the City wants to be in and for its

1 4/7/15 - WHOLE - BILL 150162, etc.
2 children. I also want to say that we
3 look forward to working with you to help
4 improve the quality of day care
5 facilities and the quality of training
6 and the quality of service for day care
7 centers throughout the City itself.

8 MS. GLADSTEIN: Thank you very
9 much.

10 COUNCILMAN JONES: Thank you,
11 Councilman.

12 The Chair recognizes
13 Councilwoman Bass.

14 COUNCILWOMAN BASS: Thank you,
15 Mr. Chairman.

16 I just had a couple of really
17 brief questions. Hi, Eva. How are you?

18 MS. GLADSTEIN: Good. Thank
19 you.

20 COUNCILWOMAN BASS: First
21 thing, I just wanted to really thank you
22 for the work that you all do. I know
23 that budgets are very limited, and the
24 work and support that you provide to
25 those who are most in need in the City I

1 4/7/15 - WHOLE - BILL 150162, etc.
2 really do appreciate and, as mentioned by
3 Councilman Jones, do a considerable
4 amount of work in the 8th District, which
5 I am most appreciative of. So I just
6 really wanted to say that.

7 Sorry, Councilman.

8 COUNCILMAN JONES: That's all
9 right.

10 MS. GLADSTEIN: There's a place
11 where the 4th, the 8th, the 9th, and the
12 5th are very close together.

13 COUNCILWOMAN BASS: So really
14 you're touching all of our districts
15 actually.

16 So really quickly, I wanted to
17 follow up on a couple things. One is,
18 Councilwoman Maria Quinones-Sanchez was
19 asking about the bilingual staff. Now,
20 as my district has expanded and I go to
21 about 2nd and the Boulevard, which has a
22 considerable Asian and also Hispanic
23 population, and I know you said you have
24 five outreach workers throughout the City
25 of Philadelphia that I guess are out in

1 4/7/15 - WHOLE - BILL 150162, etc.
2 the community that are doing work in
3 addressing those bilingual needs. And so
4 my question is, is that enough? It
5 doesn't seem like enough, particularly
6 when you look at that's where a lot of
7 the growth of the City of Philadelphia is
8 happening.

9 MS. GLADSTEIN: It's never
10 enough.

11 COUNCILWOMAN BASS: Right. So
12 how far off are we? Do you have some
13 idea of what the need is?

14 MS. GLADSTEIN: Let me think
15 about that. I don't want to give kind of
16 a flip off-the-top-of-my-head answer.
17 And I also think if it's in terms of our
18 staffing particularly, we have to think
19 about how to grow staff in a smart way
20 rather than just kind of throwing people
21 into something. We used to have seven or
22 eight staff who were doing this kind of
23 work and we now have four staff doing
24 this kind of work.

25 COUNCILWOMAN BASS: We have

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2 four or five? You said five earlier.

3 The number is getting lower. You're
4 going to have three in a minute, right?

5 MS. GLADSTEIN: No, no, no. We
6 have four and a supervisor and one
7 vacancy.

8 COUNCILWOMAN BASS: So there's
9 one vacancy?

10 MS. GLADSTEIN: Yeah.

11 COUNCILWOMAN BASS: Okay. And
12 you had eight. How long ago was that
13 there were eight?

14 MS. GLADSTEIN: Up until 2013.

15 COUNCILWOMAN BASS: So when it
16 changed from MOCS to CEO, we reduced the
17 number of services, reduced the service
18 or we laid people off?

19 MS. GLADSTEIN: We reduced the
20 number of our staff doing this service,
21 but we established the Financial
22 Empowerment Centers and the Benefit
23 Access Centers. So overall there's an
24 increase, but they're not directly our
25 staff members.

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2 COUNCILWOMAN BASS: So we sort
3 of exchanged for people who were doing
4 the outreach for bilingual services and
5 instead are doing the benefits services.

6 Now, let me ask you a question.
7 I used to work for Congressman Fattah.
8 This is similar to the Benefits Bank that
9 he actually sort of crafted and started
10 through a federal program?

11 MS. GLADSTEIN: The Benefits
12 Bank is the tool that's used to provide
13 the benefit access, but we're actually
14 funding each center to have two
15 counselors who help people use that tool;
16 most importantly, help them complete the
17 applications, which are not always easy
18 to complete, and follow it through to
19 successful conclusion so they actually
20 get the benefit.

21 COUNCILWOMAN BASS: Okay. So
22 you said that this is actually modeled
23 after the Benefits Bank?

24 MS. GLADSTEIN: Well, the
25 Benefits Bank is a part of it, because

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2 they're sitting at computers. They have
3 staff sitting at computers.

4 COUNCILWOMAN BASS: So they're
5 using the Benefits Bank database,
6 resources and all of that. So we're
7 basically providing the employees who are
8 doing the Benefits Bank work?

9 MS. GLADSTEIN: Yes.

10 COUNCILWOMAN BASS: Okay. So
11 one other question or statement,
12 actually. I just wanted to go over
13 something Councilwoman Blackwell
14 mentioned, was in reference to the
15 homelessness issue that we have in the
16 City of Philadelphia and the fact that we
17 have -- it's just such an overwhelming
18 need, and I know that you're very much
19 aware of this, but I cannot tell you how
20 difficult it is when someone either shows
21 up at your office or calls you on the
22 phone and says, I have no place to go,
23 and that we don't have a place for them
24 to go either. And so I don't know how --
25 I'm sure it's high on your priority, but

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2 I don't know if you can just talk about
3 that a little bit further, because
4 obviously this is very, very difficult, a
5 very sensitive issue.

6 MS. GLADSTEIN: Right, and I
7 spent the first 20 years of my career
8 working with low-income tenants who would
9 frequently come to our office just like
10 that and it makes you want to cry when
11 you don't have the resources.

12 Again, we're focusing our
13 resources, which are not huge, on the
14 prevention side because we felt that that
15 was the most strategic thing to do.

16 COUNCILWOMAN BASS: So if
17 someone calls us up and says, you know,
18 I'm getting ready to get thrown out of my
19 apartment, I lost my job, I can't pay my
20 rent, can you help me. And so we'll send
21 them to this organization that might have
22 rental assistance or that organization,
23 but chances are they're out of funds.
24 They might get their funds in January.
25 By January 31st they're out of funds

1 4/7/15 - WHOLE - BILL 150162, etc.

2 already. So can we refer them to you?

3 Like what kind of resources are you all
4 providing on the prevention side?

5 MS. GLADSTEIN: On the
6 prevention side, we're funding that exact
7 work at the Office of Supportive Housing,
8 and their funding is lasting more than a
9 month or two. We're funding about
10 \$400,000 worth of rental assistance.

11 COUNCILWOMAN BASS: How far
12 does that get us into the year?

13 MS. GLADSTEIN: I don't think
14 they -- I think they only ran out last
15 year for maybe a month. Right. They are
16 being judicious. So in some cases if
17 they look at the income and the rent and
18 even if they provide emergency
19 assistance, the household won't have
20 enough income to pay the rent in the
21 future. They then recommend they find a
22 more affordable place and will give them
23 assistance through a utility deposit or a
24 security deposit. So we are doing that.

25 We also through the BenePhilly

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2 Centers are actually helping people
3 apply. They might not know that they're
4 eligible for SNAP, for example, or now
5 Medicaid or health insurance or other
6 income supports. So we do that through
7 the BenePhilly Centers. And then -- but
8 if somebody is in crisis, they're not --
9 that takes a little bit of time and it's
10 not the immediate answer.

11 And then the third thing
12 through the Financial Empowerment
13 Centers, we're finding a lot of people
14 really have some untapped resources,
15 either because they're carrying more debt
16 than they need to because there are
17 errors on their credit report. We're
18 able through the counselors to reduce the
19 debt and improve the credit, so they have
20 more opportunities open to them.

21 And expungement services,
22 frankly, so that's not a barrier towards
23 employment as well. So those aren't
24 emergency services as the same way as
25 rental assistance, but they are a piece

1 4/7/15 - WHOLE - BILL 150162, etc.
2 of the puzzle.

3 COUNCILWOMAN BASS: Okay. All
4 right. Thank you.

5 COUNCILMAN JONES: Thank you,
6 Councilwoman.

7 On her line of questioning, the
8 Councilwoman talked about it, but how do
9 you coordinate -- and I guess this talks
10 about a question I asked before. How do
11 you coordinate with all these agencies?
12 And I know you contribute financially,
13 but if you're in for a penny, you're in
14 for a pound, and you should also know
15 their numbers. If you know how much you
16 give them, then you must -- you have to
17 also know how much measurables they have
18 delivered.

19 So as we get further into this
20 thing, I'm going to need to know, to her
21 point, how many people received rental
22 assistance and what your pro rata share
23 of that contribution was, because that
24 quantifies the good that you're doing.
25 So by those various departments, wherever

1 4/7/15 - WHOLE - BILL 150162, etc.
2 you're putting money in, you should have
3 inputs on deliverables that are coming
4 back to you.

5 MS. GLADSTEIN: And we do have
6 that. With the City departments, we
7 enter into memorandum of understanding
8 and we have performance goals for each
9 department, and we measure that.

10 COUNCILMAN JONES: So how many
11 people received rental assistance last
12 year?

13 MS. GLADSTEIN: I'm looking
14 that up as we speak.

15 Seven hundred and sixty-one
16 households.

17 COUNCILMAN JONES: Speak into
18 the mike.

19 MS. GLADSTEIN: Sorry; 761
20 households.

21 COUNCILMAN JONES: And how much
22 money did you contribute to that?

23 MS. GLADSTEIN: We contributed
24 around -- I'll find that out, but about
25 \$400,000, I believe.

1 4/7/15 - WHOLE - BILL 150162, etc.

2 COUNCILMAN JONES: So \$400,000?

3 MS. GLADSTEIN: Yes.

4 COUNCILMAN JONES: So what
5 percentage of their funding does that
6 represent?

7 MS. GLADSTEIN: We contributed
8 \$453,988, almost 454,000. I believe that
9 is the majority of the funding that they
10 provide for rental assistance. What it
11 doesn't include -- and I don't know how
12 to quantify it -- is that our funding
13 cannot be used to house people in hotels.
14 So they're often asked to do emergency
15 relocations because of a demolition or a
16 fire, and so they are using other funds
17 to support that.

18 COUNCILMAN JONES: So, I mean,
19 that kind of quantitative measurement is
20 what Councilwoman Bass and Councilwoman
21 Sanchez and myself and Blackwell, all of
22 us want to hear, because that's real help
23 for real people. That's a half million
24 dollars that helps seven --

25 MS. GLADSTEIN: Seven hundred

1 4/7/15 - WHOLE - BILL 150162, etc.
2 and sixty-one households.

3 COUNCILMAN JONES: Right. So
4 now we can do the math to find out how
5 much doing good costs, and that's the
6 kind of analysis we look to you for,
7 because if we could -- our detractors
8 that say why are you throwing this money
9 at this problem, if we can't then come
10 back to them and say conversely that's
11 700 families that didn't wind up in a
12 homeless shelter or 700 crimes that
13 weren't committed out of desperation, you
14 can measure it, and that's why we count
15 on you for that.

16 MS. GLADSTEIN: We're happy to
17 provide that.

18 COUNCILMAN JONES: So, finally,
19 I noticed in your testimony, you talk
20 about financial literacy, assisting
21 people. I think the quote is to reduce
22 debt by 5.1 million. Could you elaborate
23 on how you did that?

24 MS. GLADSTEIN: Sure. Through
25 the Financial Empowerment Centers, we've

1 4/7/15 - WHOLE - BILL 150162, etc.
2 served just in the last year over 4,000
3 people, and when they come in for the
4 first appointment as part of the intake,
5 our counselors are pulling their credit
6 report and getting a full sense of their
7 economic situation, and often the
8 counselors are able to find errors in
9 terms of interest paid or other kinds of
10 add-ons to various loans or other
11 financial situations that the households
12 are in, errors in the credit reports. If
13 you correct the credit report and improve
14 it, then the interest rate goes down for
15 the household. So there are a variety of
16 mechanisms to do this. And that
17 counseling is provided as many times as
18 the individual wants to come in, and it's
19 free and confidential. So they can come
20 in initially with one set of issues, be
21 it a medical debt or a student debt or
22 low credit score and they want to
23 purchase a home, but they can stay with
24 the counselor to overall improve their
25 financial situation. And the goals are

1 4/7/15 - WHOLE - BILL 150162, etc.
2 to improve their credit score, reduce the
3 amount of debt they're carrying, but
4 ultimately also get them safe bank
5 accounts where they can save money.

6 COUNCILMAN JONES: So the
7 reason why I asked that question is,
8 that's the one program that is in the 4th
9 Councilmanic District. So out of that
10 5.1 million, I know somebody was helped
11 in my district, and I could tell you that
12 through Achievability, they use that to
13 get them credit-ready to own.

14 MS. GLADSTEIN: Right.

15 COUNCILMAN JONES: So I
16 understand how the connect the dots
17 worked in that one instance, where I want
18 to know it throughout. So I understand
19 its value in that one instance, and I
20 know all of us share that kind of thirst
21 for understanding how you help and who
22 you help, where you help them. And I
23 know that's a little tedious, but it gets
24 down to that for District Councilpeople.
25 It does.

1 4/7/15 - WHOLE - BILL 150162, etc.

2 Seeing no other questions,
3 thank you so much for your testimony.

4 Next we'll have Mural Arts and
5 then we take a one-hour break for
6 whatever reasons.

7 (Witness approached witness
8 table.)

9 COUNCILMAN JONES: Thank you so
10 much. Welcome back.

11 MS. GOLDEN: Thank you. My
12 name is Jane Golden and I am the
13 Executive Director of the City of
14 Philadelphia's Mural Arts Program.

15 (Applause.)

16 COUNCILMAN JONES: Jane, I'm
17 not supposed to clap. I'm up here as
18 Chair, but you --

19 MS. GOLDEN: Councilman, we
20 have a presentation to watch. We thought
21 we'd have a little multi-media experience
22 to start off the session, if everybody
23 would like to come around here. It's
24 very dramatic and it will give you a nice
25 snapshot of the work in the City.

1 4/7/15 - WHOLE - BILL 150162, etc.

2 I don't know about the lights
3 or the effects.

4 (Video played.)

5 COUNCILMAN JONES: Thank you.

6 MS. GOLDEN: Thank you.

7 (Applause.)

8 MS. GOLDEN: Just thought it
9 would be a little taste of the work.

10 So thank you also to the many
11 people who are here today to support the
12 arts. Each has his or her own unique
13 story to tell about why art is essential,
14 and I encourage you to strike up a
15 conversation when you take a break for
16 lunch.

17 At Mural Arts we believe that
18 art ignites change. It ignites change in
19 people and places and communities and in
20 institutions. I witness it daily, and I
21 know many of you do as well.

22 We begin with a genuine
23 curiosity about what makes Philly tick.
24 The service is something to get beyond.
25 And even though we're wall hunters, we do

1 4/7/15 - WHOLE - BILL 150162, etc.
2 not start out looking just at the walls,
3 but by going deeper. We look for the
4 issues that drive and make our city. We
5 look for the challenges Philadelphia and
6 its residents grapple with daily. And
7 through this looking, we find a lot of
8 need. We see the private struggles of
9 citizens returning from war or
10 incarceration. We see those who cope
11 with addiction and isolation. We see
12 community struggles like crime and blight
13 and underinvestment.

14 But in spite of what we see, we
15 are incredibly hopeful. I am inspired
16 almost daily by the spirit and tenacity
17 of the citizens throughout this city. In
18 spite of great odds, I see optimism, I
19 see collective support, I see faith, and
20 I see a tremendous hunger for beauty and
21 for art.

22 And through our projects and
23 programs in every part of the City, we
24 see strength and commitment of
25 Philadelphians who are eager to connect

1 4/7/15 - WHOLE - BILL 150162, etc.

2 and engage with one another towards the
3 betterment of something larger than
4 themselves.

5 Our projects invest in these
6 individual and community assets as the
7 most powerful source of change. Through
8 art and creativity, we support
9 individuals, we build networks, we start
10 conversations, we leverage resources, we
11 tell untold stories, and together with
12 our partners, we plant the seeds of
13 change. Go to any neighborhood, any
14 community across the City and you'll see
15 this process underway, people working on
16 projects, involved in our programs,
17 talking to us about their hopes, their
18 dreams, their struggles, their
19 aspirations, and through this process,
20 the work takes on a purpose that
21 transcends beautification. Instead, the
22 art becomes a catalyst for positive
23 social change, inspiring actions around
24 community reinvestment, public safety,
25 and education.

1 4/7/15 - WHOLE - BILL 150162, etc.

2 A few examples. Three years
3 ago we collaborated with the Lutheran
4 Children and Family Service Center and
5 the Department of Behavioral Health to
6 reclaim a vacant storefront at 7th and
7 Emily Streets in South Philly. We hired
8 the artist Shira Walinsky to use
9 creativity to connect the Burmese,
10 Bhutanese, and Nepali refugee community.
11 Today, this once forgotten space is a
12 thriving cultural hub and resource center
13 program with mural workshops, dance,
14 sewing, cooking, art education, ESL, and
15 other social services. The community has
16 built strong intergenerational
17 relationships. They've led the charge to
18 remove trash and graffiti from the
19 streets. They've initiated their own
20 forms of cultural programming and voiced
21 a greater sense of safety and well-being.
22 And this could be done everywhere.

23 In our schools, we are doing
24 more than ever to ensure art and
25 creativity remain a key part of our

1 4/7/15 - WHOLE - BILL 150162, etc.
2 children's education through partnerships
3 with Freire, McMichael, Roxborough,
4 Southern, Esperanza, Mastery. We are
5 offering a model that integrates art with
6 core subject learning and provides
7 professional development to teachers.
8 Meanwhile, we continue to provide
9 after-school and summer programs at more
10 than 30 sites, serving more than 1,500
11 students every year, and I am proud,
12 really proud, to say we offer programs
13 for all the young people in this city,
14 not just kids in traditional settings.
15 Thanks to our wonderful partnership with
16 the Department of Human Services, we are
17 offering robust programs at the Juvenile
18 Justice Center, Saint Gabriel's Hall,
19 VisionQuest, Achieving Independence
20 Center, NET, and The Attic and many
21 others. All young people deserve to have
22 art in their life, and we are on a
23 mission to make that possible.

24 And I am delighted to report
25 that for the past three years, 100

1 4/7/15 - WHOLE - BILL 150162, etc.
2 percent of our seniors in our advanced
3 programs have graduated from high school
4 and the vast majority are going on to
5 higher ed.

6 Within the seeds of each major
7 project created by art education grows
8 the possibility that these students will
9 become the next generation of thought
10 leaders and creators.

11 And, finally, I would be remiss
12 if I didn't mention our wonderful Guild
13 program, which puts individuals
14 reentering society and young adults on
15 probation to work, beautifying key public
16 and cultural spaces. Since 2009, the
17 program has enrolled more than 500
18 participants and has been astonishingly
19 successful with a one-year recidivism
20 rate of 10 percent compared to
21 Pennsylvania's statewide rate of 35
22 percent. Those who have completed the
23 Guild describe it as supportive but
24 disciplined, as a place where they can
25 get back on their feet. The positive

1 4/7/15 - WHOLE - BILL 150162, etc.

2 nature of the work inspires a renewed
3 sense of personal meaning and value.

4 Earlier this year the Yale
5 School of Medicine, through wonderful
6 work we do with the Department of
7 Behavioral Health, shared with us the
8 findings of a four-year controlled study
9 of our impact on individual and community
10 health outcomes. Their report was
11 complicated and detailed, and I won't go
12 into it today, but there is one finding I
13 want to share with you. In describing a
14 statistically significant impact on
15 communities, our Yale team showed an
16 increase in something called collective
17 efficacy. I'll tell you what it means.
18 It means that our process has created a
19 window of time when communities are in a
20 better position to help themselves, when
21 substantial change led by those from
22 within becomes more possible. This is a
23 really powerful finding for me because it
24 gives hard evidence to my opening line
25 that art ignites change.

1 4/7/15 - WHOLE - BILL 150162, etc.

2 In the process of creative
3 change, we are contributing to a thriving
4 creative economy by investing more than
5 \$2 million annually in artists' wages.

6 (Applause.)

7 MS. GOLDEN: Pay artists.

8 In October, nine artists from
9 around the world will join five local
10 artists to present the City's biggest
11 site-specific exhibition of public art
12 today called Open Source. These
13 extraordinary artists are participating
14 in Open Source why? Because they crave
15 opportunities to connect their practice
16 to individual and community outcomes and
17 because they know Mural Arts and
18 Philadelphia is one of the few places
19 around the world where they can find the
20 support they need to do their work. The
21 projects will be scattered throughout the
22 City.

23 Artists aren't the only people
24 coming from far away to see this work.
25 We host nearly 15,000 visitors a year on

1 4/7/15 - WHOLE - BILL 150162, etc.
2 mural tours, which now depart from our
3 new hub at the Pennsylvania Academy of
4 Fine Art, and there is so much more to
5 come. We're doing a project connected to
6 the Pope's visit, a major project at
7 Bartram's Garden, a large initiative
8 connected to President Obama's initiative
9 My Brother's Keeper. We're doing a
10 series of murals about our city's
11 industrial history and large projects
12 that range from the oval to stadiums to
13 the Far Northeast to parks and recreation
14 centers in North Philadelphia and
15 Germantown and schools and sites that
16 span every reach of this city. We are
17 moving forward at the speed of light, and
18 we are working on increasing the pace at
19 restoring and preserving the murals
20 throughout the City in every one of your
21 districts.

22 So I thank you and I thank
23 Mayor Nutter. Your investment makes all
24 this possible. Your belief in our impact
25 inspires funders to match the City's

1 4/7/15 - WHOLE - BILL 150162, etc.
2 allocation six times over every year.
3 And it's not just funders in Philly
4 you're leveraging, but foundations and
5 corporations from around the world. In
6 FY15, we brought more than 2.4 million
7 into Philadelphia's economy from sources
8 outside the City, a sign of our
9 relevance, not just the communities here
10 in Philadelphia, as good as that is, but
11 as an international exemplar.

12 You know, I've done this work a
13 long time and one might think I would get
14 tired. Maybe sometimes, but, no. While
15 there are days of difficulties and stress
16 and obstacles, the work continues to make
17 me feel alive and hopeful, inspired every
18 day by my great co-workers, resilient
19 community leaders, artists, some of them
20 are here today, business people, civic
21 leaders, young people who faces light up
22 in moments of creativity and common
23 purpose. The truth is, I am more
24 convinced than ever that we can make our
25 City's neighborhoods healthy, creative,

1 4/7/15 - WHOLE - BILL 150162, etc.
2 cooperative places to live, and I am more
3 certain than ever that art has an
4 essential role in that movement, because
5 art ignites change.

6 And, once again --
7 (Applause.)

8 MS. GOLDEN: -- I want to thank
9 all of you for your support, and I am
10 very happy to answer any questions.

11 COUNCILMAN JONES: You're
12 better than Starbucks. I kid you not.

13 Quick question. During the
14 Great Depression, they created a work
15 program. They fixed bridges. They did
16 infrastructure, but I remember that they
17 also included art as a part of that.
18 Here we are decades later and we went
19 through a Great Recession, and your
20 program served not to forget that art
21 replenishes the soul, and I think in many
22 communities that I've seen some of the
23 great works that you do, it does inspire
24 people, not just to look at the art but
25 to clean up the lot under it, to maintain

1 4/7/15 - WHOLE - BILL 150162, etc.
2 those kind of things. So it kind of
3 spurs a kind of we can do better kind of
4 relationship with spaces, and so we
5 appreciate that.

6 And I want you to know that we
7 love hearing you testify. That's why we
8 schedule you so close to lunchtime.
9 Right when our energy is low, we bring
10 you on and we get reinvigorated.

11 MS. GOLDEN: Thank you,
12 Councilman Jones. At WPA, we keep that
13 close to our heart, and we're very
14 excited to be working in Roxborough High
15 School and we're going to be transforming
16 a lot of that area.

17 COUNCILMAN JONES: Thank you.

18 MS. GOLDEN: Good afternoon,
19 Council President Clarke.

20 COUNCIL PRESIDENT CLARKE: Good
21 morning -- good afternoon.

22 Councilwoman Bass.

23 COUNCILWOMAN BASS: Yes. Thank
24 you.

25 Well, I just want to say

1 4/7/15 - WHOLE - BILL 150162, etc.

2 Shoshana Bricklin just reached over and
3 said to me, That was the best testimony
4 ever.

5 MS. GOLDEN: Thank you.

6 COUNCILWOMAN BASS: But as you
7 know, I'm a huge, huge fan of you and of
8 yours and the work that Mural Arts does,
9 and I just really wanted to applaud you
10 and take this as an opportunity to talk
11 about some of the work that you've done
12 and how -- you know, I think of Mural
13 Arts almost like as sort of like the
14 Parking Authority, like you're
15 everywhere, except people are happy to
16 see you when you're out and about in the
17 neighborhood. People are happy to see
18 Mural Arts because they know something
19 wonderful and great is coming to their
20 neighborhood.

21 And I just want to go back just
22 maybe a month or two ago when we took a
23 trip to Graterford, myself and Councilman
24 Henon and you and staff, to meet with
25 some folks through the Restorative

1 4/7/15 - WHOLE - BILL 150162, etc.
2 Justice program up at Graterford
3 Penitentiary, and I have to say -- I have
4 so much admiration for you, because I've
5 seen you with presidents and mayors and
6 governors and then I see you at
7 Graterford, and the level of respect that
8 you command everywhere that you go and of
9 how the guys at Graterford talked about
10 when they first started the Restorative
11 Justice program, they were going so slow
12 because they didn't want to finish,
13 because they didn't want to lose you,
14 like they wanted you there, they wanted
15 you to come back, they wanted to continue
16 to work and to continue to give, and you
17 allowed them that opportunity.

18 So, you know, again, I have a
19 huge amount of respect for all of the
20 work that Mural Arts does and I think
21 that anyone who doesn't is just crazy.
22 You all do fabulous work, and I'm just so
23 proud of it and glad to be a supporter
24 and a Board member and just -- you do
25 wonderful work, and I'm glad to support

1 4/7/15 - WHOLE - BILL 150162, etc.

2 all that you do.

3 MS. GOLDEN: Thank you.

4 COUNCILWOMAN BASS: Just going

5 back to the work on Restorative Justice

6 and returning citizens, one of the things

7 that I think we talked about on the ride

8 back from Graterford was about art and

9 how this is one of the few occupations

10 that someone coming out of a state

11 penitentiary can actually go into and

12 there's no stigma, there's no judgment.

13 And so this is just such an opportunity

14 when you think about Philadelphia being a

15 historic city, being a city that loves

16 the arts, how do we do more? Can you

17 talk about that just a little bit,

18 because when we think about the number of

19 folks who are returning from, whether

20 it's Graterford or Dallas or from Muncy

21 or wherever, every single day thousands

22 of people are coming back in

23 Philadelphia, and this is one of the very

24 significant venues that can not only give

25 people viable employment, but make sure

1 4/7/15 - WHOLE - BILL 150162, etc.

2 that they don't go back.

3 And before you answer that,
4 though, I do want to just circle back to
5 one last story when we were at Graterford
6 and one of the gentlemen was telling a
7 story about his friend who was looking
8 for work. He came out of Graterford. He
9 was so excited. He had a great attitude.
10 He was going to find work. He wasn't
11 going to back. And he's telling the
12 story about his friend and how difficult
13 it was for him to really land on his
14 feet, and the guy who was telling the
15 story started to really break down and
16 cry, and I didn't know where the story
17 was going to go. And then he talked
18 about how he contacted you and you were
19 able to take care of him and how
20 appreciative they were. So I just -- big
21 ups to you, Jane.

22 MS. GOLDEN: Thank you so much,
23 Councilwoman. That means so much. And I
24 was so grateful that you and Councilman
25 Henon could join us that day. That was

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2 very, very, very moving. And also, you
3 know, some of the men in this program
4 will never get out, but the fact is that
5 their kids sign up for our program and
6 their kids, for the first time when they
7 drive around the City and see these big
8 works of public art, say, Oh, my father
9 did something. So it's liberating for
10 them, and the message is from the men,
11 this might be my life, it does not have
12 to be yours.

13 And so Eva Gladstein was just
14 up here talking eloquently about breaking
15 the cycle of poverty, but we have to do
16 it every which way, including using the
17 creative process. And that brings me to
18 your question about the Guild. I think
19 it's about building more robust
20 partnerships, being really
21 entrepreneurial about where we try to
22 find funding, about leveraging the public
23 dollars with private dollars. And what I
24 think inspires us at Mural Arts almost
25 more than anything, it's the work that's

1 4/7/15 - WHOLE - BILL 150162, etc.
2 happening with the individuals, but it's
3 also that community impact. It's here we
4 have people who are learning skills,
5 sometimes for the first time, and then
6 applying it to rejuvenating and
7 transforming public spaces in the City.
8 Some of the small recreation centers are
9 turned into jewel boxes. So it's a
10 complete win-win and not super expensive
11 and everyone comes out of it with a gain.

12 Sorry. I get so excited. Does
13 that answer your question?

14 COUNCILWOMAN BASS: Yes. Yes,
15 that did answer my question. But I just
16 wanted to say thank you so much and thank
17 you for always making something out of
18 nothing. I mean, you work with very
19 little in terms of resources, but the
20 impact is huge across our city, so thank
21 you.

22 MS. GOLDEN: Thank you. Thank
23 you.

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

1 4/7/15 - WHOLE - BILL 150162, etc.

2 COUNCIL PRESIDENT CLARKE:

3 Thank you, Councilwoman.

4 The Chair recognizes Councilman
5 Henon.

6 COUNCILMAN HENON: Thank you,
7 Council President.

8 And I don't think we've heard
9 that type of enthusiasm or that kind of
10 enthusiasm about any program or any kind
11 of work that a particular department has
12 done here in the City of Philadelphia,
13 and I think your enthusiasm with your
14 intelligence and with the work that you
15 do is proof. Because you had just
16 mentioned that you're making rec centers
17 jewels. I mean, you've turned the City
18 and I think revitalized certain parts of
19 the City and continue to do so to make
20 ourselves a first-class city and welcome
21 to the arts and culture that we so --
22 we're rich and full of arts and culture,
23 and that's what makes the City of
24 Philadelphia the City of Philadelphia.
25 We are a city of neighborhoods with its

1 4/7/15 - WHOLE - BILL 150162, etc.
2 own distinct pride and history about it,
3 and you help tell that story through your
4 artists and through the Restorative
5 Justice programs in Graterford, which I
6 thought was an enlightening trip.

7 So you have my full support in
8 anything that you come to this City
9 Council for in moving forward.

10 I have a couple of questions
11 about the budget and a couple questions
12 about what you do. And one is, can you
13 discuss ways in which art can help
14 revitalize commercial corridors.

15 MS. GOLDEN: Yes. In fact, our
16 Chief Cultural Officer is here today,
17 Helen Haynes, the wonderful Helen Haynes,
18 who we're working with, and the People's
19 Emergency Center. It's a program called
20 Neighborhood Time Exchange, and we've
21 taken over an empty space on Lancaster
22 Avenue. We've turned it into a hub. We
23 have hired artists. There are three
24 cohorts of artists, three classes of
25 artists, both local, national, and

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2 internationally known, a range of
3 talents, and we're giving artists a
4 place, free place, to do their work and
5 in exchange they have to do something
6 with a social mission in parts of the
7 Promise Zone. So it's really a fantastic
8 exchange.

9 So the corridor gets livened
10 up, because when artists come in to a
11 part of the City -- we all know this --
12 suddenly there's all this action and
13 activity. Local artists are working. So
14 that's really important, and they're also
15 giving back. So they're in turn -- it's
16 like paying it forward. They're being
17 inspired. They're doing their work.
18 They're taking that work and impacting a
19 community. So it's all about economic
20 development.

21 COUNCILMAN HENON: And I can't
22 agree more. The mentorship opportunities
23 that it offers, which I witnessed
24 firsthand, is a class act in paying it
25 forward and giving back.

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2 We recently had a discussion
3 about structuring a program around
4 commercial corridors. Is that program
5 being funded in your budget proposal?

6 MS. GOLDEN: No. No.

7 COUNCILMAN HENON: May I ask
8 for the record why not?

9 MS. GOLDEN: Well, you know, I
10 mean, we're very aspirational at Mural
11 Arts and we always want to do more, but
12 we understand that there are constraints
13 and there are limits to the City budget,
14 and we want to be a very good team
15 player. And so that's why we work really
16 hard to try to raise money from
17 individuals, corporations, foundations,
18 and we even have some members here from
19 our great Tour Program, and we try to
20 raise additional money from our tours and
21 selling --

22 COUNCILMAN HENON: Well, you
23 are a great partner with the City. I
24 mean, every member of City Council counts
25 on you for revitalizing our

1 4/7/15 - WHOLE - BILL 150162, etc.
2 neighborhoods, our rec centers, our
3 commercial corridors.

4 MS. GOLDEN: And we love that
5 there's a waiting list for people who
6 want murals. We're in a city where
7 people demand art, and that is fantastic,
8 but we also understand the constraints.

9 COUNCILMAN HENON: So how much
10 would a commercial corridor program cost,
11 and how would you identify the corridors
12 to do the work in the first year?

13 MS. GOLDEN: Well -- okay.
14 Well, what we would -- you mean
15 hypothetically if we were --

16 COUNCILMAN HENON: Not
17 hypothetically. How much will it --
18 hypothetically maybe on the second part
19 on identifying corridors to do work, but
20 how much would a commercial corridor
21 program cost?

22 MS. GOLDEN: I would say
23 between \$125,000 and \$150,000 for the
24 space, for the artists, for the work. Be
25 fantastic. And how we would identify the

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2 corridors, we would look at the City and
3 see where corridors could tip either way,
4 right? Sort of where it's like sleepy,
5 but where it could use a B-12 shot, and
6 we would just go in and just revitalize
7 it. That's what we do. That would be
8 our dream.

9 COUNCILMAN HENON: We just need
10 you to be on the corridor. You're the
11 shot that we all need.

12 And for the record, I'm going
13 to be sending a letter to the Mayor
14 asking that he fund the commercial
15 corridor program, and I certainly invite
16 any members, anybody else that wishes to
17 sign on to it asking him to do that.

18 So I appreciate all that you
19 do. I appreciate everybody that's a part
20 of the Mural Arts, and I think the
21 communities are thankful that you have
22 the vigor and enthusiasm that you do in
23 presenting art and something that they
24 could relate to.

25 MS. GOLDEN: Well, thank you

1 4/7/15 - WHOLE - BILL 150162, etc.
2 very much. It means a lot. We totally,
3 we love the City and want to do just
4 everything we can, and that's why we feel
5 it's so important to leverage our
6 resources too and just match all the time
7 and be creative.

8 (Applause.)

9 COUNCIL PRESIDENT CLARKE: Are
10 you good, Councilman?

11 COUNCILMAN HENON: Thank you.

12 COUNCIL PRESIDENT CLARKE: The
13 Chair recognizes Councilwoman Blackwell.

14 COUNCILWOMAN BLACKWELL: Thank
15 you very much.

16 We love our Mural Arts program.
17 We'd like to see them with additional
18 funding, maybe 500,000, because I brought
19 my next wall with me and also --

20 MS. GOLDEN: You're a mural
21 fan, yay.

22 COUNCILWOMAN BLACKWELL: This
23 is one of the walls that they talked
24 about for Sergeant Wilson, the police
25 officer who was killed, and this is one

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2 of the walls they considered. And we're
3 also happy and, as you know, we have
4 advanced designs for Johnny Sample and
5 his three phases of life at one of our
6 rec centers, and we are so happy about
7 across from Love Park on the walls.
8 Mural Arts has supervised that job of
9 having art there and also next to the
10 Zoo. I'm waiting for my walls next to
11 the Zoo to be done again, folks. And so
12 we are just overjoyed at what you've
13 done.

14 How many murals do we have?

15 MS. GOLDEN: It's really close
16 to 4,000 we've created since 1984. And
17 every year we lose some, but then we
18 create new ones, and then we preserve
19 older ones. So we're really just on a
20 mission, because it's a collection and we
21 want to care for it just as if -- I mean,
22 the Philadelphia Museum of Art cares for
23 their collection, and we feel Philly
24 should care for their collection, because
25 we're known everywhere as the City of

1 4/7/15 - WHOLE - BILL 150162, etc.

2 Murals. It's very exciting.

3 COUNCILWOMAN BLACKWELL: As
4 well we should. So we want to thank you
5 and we support an increase, because we
6 need to keep it going. Some institutions
7 can and then in some neighborhoods people
8 can't.

9 MS. GOLDEN: And, Councilwoman
10 Blackwell, you should know that request
11 did come in to do a tribute to the police
12 officer who was killed in the line of
13 duty, and we certainly want to be
14 responsive and at Mural Arts we're
15 thinking about -- in fact, we had a
16 conversation this morning about creative
17 ways we could get that done. We feel
18 it's very important and we will try to do
19 it. I give you my word.

20 COUNCILWOMAN BLACKWELL: Thank
21 you. Thank you.

22 Thank you, Mr. President.

23 COUNCIL PRESIDENT CLARKE:

24 Thank you, Councilwoman.

25 The Chair recognizes

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2 Councilwoman Quinones-Sanchez.

3 COUNCILWOMAN SANCHEZ: Thank
4 you, Mr. President.

5 I want to kind of echo and
6 really thank the entire staff the way
7 they collaborate with us, and I want to
8 highlight looking forward to our new work
9 at the rec centers. I think that offers
10 a lot of opportunity for us to
11 incorporate more art and more children
12 and everything into it.

13 I want to be clear for the
14 purposes of clarity. Your request to
15 Council is an additional, if I'm reading
16 this correctly, an additional \$150,000
17 over the allocated budget of the Mayor?

18 MS. GOLDEN: Yes; an increase.
19 The budget --

20 COUNCIL PRESIDENT CLARKE: Ms.
21 Rhynhart, would you like to be on the
22 record? That's very interesting. We
23 would like to hear that conversation.

24 (Witness approached witness
25 table.)

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2 MS. RHYNHART: Sure. Rebecca
3 Rhynhart, Budget Director.

4 I believe -- and Jane should
5 speak for Mural Arts, but that what Mural
6 Arts is saying in their testimony is
7 asking for the increase that's in the
8 Mayor's proposed budget.

9 COUNCILWOMAN SANCHEZ: Just
10 wanted to get clarity.

11 MS. RHYNHART: Is that correct?

12 MS. GOLDEN: That's correct,
13 yes. That was very well said.

14 COUNCILWOMAN SANCHEZ: You
15 mentioned, Jane, that some of your
16 challenges are what we kind of see in the
17 market, the fluctuation of federal and
18 state. When you're preparing your budget
19 with the Administration, do you have a
20 sense -- we have a Five Year Plan. Is
21 there kind of predictable increases that
22 are allocated there or you just deal one
23 year to one year?

24 MS. RHYNHART: In our Five Year
25 Budget, we have -- so in the proposed

1 4/7/15 - WHOLE - BILL 150162, etc.

2 budget, we added the --

3 COUNCILWOMAN SANCHEZ: The 150?

4 MS. RHYNHART: Yeah. Well,
5 right. It's 180,000 in Class 200. So
6 that funding is right now expected to
7 remain constant in the Mayor's Five Year
8 Plan.

9 COUNCILWOMAN SANCHEZ: So
10 there's no predictable increases going
11 forward? I just want for clarity.

12 MS. RHYNHART: No, not from the
13 City.

14 COUNCILWOMAN SANCHEZ: One of
15 the things that has been praised is some
16 of the work that you're doing with our
17 returning citizens. Do you receive any
18 money from the Prisons? I know they're
19 bringing in a lot of their work. Is
20 there any money coming from any
21 departments that we should be aware of
22 outside of the General Fund operation?

23 MS. GOLDEN: Yes. We have a
24 contract with the Philadelphia Prisons.

25 Is our C00 here, Jill Reilly?

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2 So it's a contract of about --
3 you know, Councilwoman Sanchez, I can get
4 back to you with that number. It's about
5 \$155,000.

6 COUNCILWOMAN SANCHEZ: And
7 that's a constant number?

8 MS. GOLDEN: Well, we apply for
9 it every year. We go before the Prison
10 Board, yes. It's every year. And every
11 year -- I mean, I think that's the
12 precarious nature. There are some money
13 that we commit out of our City budget to
14 the Guild program, because it's just a
15 fantastic program, but the truth is, it
16 was started with a federal stimulus grant
17 that's gone. And while everybody wants a
18 safer world, it's really hard to find
19 foundations committed to public safety
20 issues. And so that's why we've been
21 looking at individuals, thinking about
22 corporations, trying to turn over every
23 stone we can, because we are seeing such
24 success and we just feel like we have to
25 keep doing this. And we love what we're

1 4/7/15 - WHOLE - BILL 150162, etc.
2 doing in your district with rejuvenating
3 rec centers, benches, you know. How
4 we're using ceramic and mosaic is just
5 very inspiring.

6 COUNCILWOMAN SANCHEZ: Okay.
7 So what would be good for us to
8 understand is because you did get some
9 money from DHS to do some work and also a
10 beneficiary in my district. The money
11 that you get from Prisons and some of the
12 work you did in the commercial area, it
13 would be great to see what you leveraged
14 off of that.

15 MS. GOLDEN: Sure.

16 COUNCILWOMAN SANCHEZ: Because
17 we talk about what other ways we could be
18 helpful. Being able to see that in a
19 snapshot helps us paint a better picture
20 about what we're doing in our district,
21 and that way when I'm dealing -- for
22 instance, we're getting ready to do a
23 commercial piece with Commerce. It's
24 sort of like looking at ways to
25 incorporate it in there. So if you could

1 4/7/15 - WHOLE - BILL 150162, etc.

2 give us a snapshot, that would be
3 helpful.

4 MS. GOLDEN: Absolutely. Yeah.
5 Because we're raising six times the
6 amount of money that we're getting from
7 the City, but I can break it down for you
8 and get it over to you. Absolutely.

9 COUNCILWOMAN SANCHEZ: That
10 will become helpful. Thank you.

11 That's all, Mr. President.

12 COUNCIL PRESIDENT CLARKE:
13 Thank you, Councilwoman.

14 Thank you very much for the
15 great work you've done. By the way, a
16 couple of the murals, the one you did up
17 in Strawberry Mansion with Billy Thompson
18 and the faith-based group has really
19 stimulated the level of involvement in
20 the community. It's awesome, doing some
21 really good things up there. We'll be up
22 there Saturday cleaning up. Everybody is
23 engaged. Children's programs, I want to
24 appreciate that. And the mural that you
25 did at 30th and Jefferson with the

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2 children, it's actually in our
3 newsletter. I'm sure you got one because
4 you live in my district. I want to say
5 that we're actually probably in the next
6 two weeks starting the refurbishment of
7 the entire site, new sod for the grass,
8 we're doing the basketball courts and the
9 play equipment and the field and
10 everything. So I want to -- that's a
11 great addition.

12 MS. GOLDEN: Oh, that's
13 wonderful. We have a lot of requests
14 coming in from Brewerytown. So we're
15 really eager to get back there, and
16 Strawberry Mansion.

17 COUNCIL PRESIDENT CLARKE:
18 Thank you. Thank you. Jane, thank you
19 so much for your support.

20 MS. GOLDEN: Thank you very
21 much.

22 (Applause.)

23 COUNCIL PRESIDENT CLARKE:
24 Thank you.

25 We're going go on recess until

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2 about, I guess, 2:30. For those that
3 have just come over from the Managing
4 Director's Office, sorry about that. We
5 just got a little off kilter.

6 (Short recess.)

7 COUNCILMAN JONES: Good
8 afternoon, everyone. We will resume the
9 hearing of the Committee of the Whole on
10 the budget. First up will be the
11 Managing Director's Office. And if you
12 would state your name for the record and
13 begin your testimony.

14 MR. NEGRIN: Good afternoon,
15 Chairman and the rest of the members of
16 Council. My name is Rich Negrin, Deputy
17 Mayor, Managing Director of the City of
18 Philadelphia. With me here today are Ade
19 Fuqua, my Chief of Staff and the Director
20 of Philly Rising, and Dave Wilson, my
21 First Deputy Managing Director, as well
22 as a significantly huge number of our
23 team which is behind me, as you can see.

24 A little excited about our last
25 budget testimony for this Administration.

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2 So we're looking forward to today.

3 Our budget is organized into
4 eight broad divisions: public safety,
5 legal services, health and opportunity,
6 transportation and utilities, economic
7 development, Philly 311, and Animal
8 Control. Significantly, for the Fiscal
9 Year '16 General Fund allocation budget
10 reflects an overall decrease of \$300,000
11 to the Managing Director's Office. The
12 total proposed budget for the office is
13 \$83 million, 6.2 of which is derived from
14 the Grants Revenue Fund and 77 million
15 derived from the General Fund.

16 Throughout Fiscal Year '15, the
17 MDO has continued to foster an
18 environment of continuous improvement,
19 and we strive towards reaching the
20 Mayor's objectives while also
21 continuously working to address the
22 citizens' needs. Over the past year, the
23 Office of the Managing Director has
24 focused on and continued to develop
25 several initiatives, which in many ways

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2 help to advance the common goals of
3 investing in our communities and working
4 to make every neighborhood, in the words
5 of Council, a community of choice.

6 For example, Philly 311 has
7 tested and launched a new Customer
8 Relationship Management system, CRM, that
9 uses state-of-the-art technology to
10 improve internal operations and
11 processing times. Under the leadership
12 of Rosetta Lue -- Rosetta, please raise
13 your hand -- the new CRM provides
14 customers with better communication
15 regarding the status of their requests
16 and uses a GIS mapping system that is
17 capable of tracking work orders to
18 identify and alert service delivery
19 departments of possible duplicate
20 requests. It is a cloud-based platform
21 with great potential that will make it
22 easier for citizens to connect with City
23 government.

24 And as you know, working in
25 partnership with many of you in our

1 4/7/15 - WHOLE - BILL 150162, etc.
2 neighborhoods, Philly Rising has
3 continued working across the City of
4 Philadelphia. Under the leadership of
5 Ade Fuqua, this year we have developed a
6 new methodology for bringing critical
7 services to our citizens, and I'm excited
8 to talk a little bit about that today.
9 In addition to the usual suite of
10 services that Philly Rising participates
11 in such as cleanups, trainings, and
12 community meetings, Philly Rising is
13 bringing into the neighborhoods something
14 called -- what we're calling right now
15 our Best Meetings Strategy. We are
16 re-imagining the public meeting and
17 developing a strategy that's
18 tech-enabled, creating action-oriented
19 meetings where residents can receive
20 services from City services and learn
21 about benefits such as tax rebates for
22 seniors and personally submit service
23 requests in realtime, as well as learning
24 about all of our other federal and local
25 benefits all at once.

1 4/7/15 - WHOLE - BILL 150162, etc.

2 I know from watching -- COE
3 (sic) was here earlier today and she
4 talked about many of those efforts.
5 We're partnering with COE on many of
6 these initiatives as well as Benefits
7 Data Trust. But the purpose here is to
8 help our citizens become aware of not
9 just the opportunities in terms of
10 connecting with their government and
11 improve quality of life, but to be aware
12 of benefits and to also -- one of the
13 exciting things we're doing is developing
14 a workforce development aspect where in
15 those public meetings, we are making
16 individuals aware of job opportunities
17 with the City. So highlighting job
18 openings, talking about our civil service
19 system, giving them job training and
20 support around not only where our key
21 spots are, but how to do the resumes, how
22 to do some interview training to get them
23 to be work ready and develop a pipeline
24 into the City jobs. So we're taking that
25 directly into the community through that

1 4/7/15 - WHOLE - BILL 150162, etc.

2 Best Meetings Strategy.

3 So it's not just the one and
4 done kind of creating a website and
5 letting folks know about things. We're
6 actually going into the community that
7 are the neediest and letting them know
8 about those opportunities in a way that I
9 think makes sense and is a long time
10 coming.

11 This approach is re-imagining
12 the public meeting. We're really excited
13 about that, and it will allow us to
14 better serve our citizens on the spot in
15 realtime. And I'm excited to say that
16 for those of you who don't necessarily
17 have a number of Philly Rising
18 neighborhoods in their communities, the
19 Best Meetings Strategy is outside of the
20 Philly Rising neighborhood itself. So
21 you don't need to have a Philly Rising
22 community in order to have and plan for a
23 Best Meetings Strategy inside of your
24 area, which is really important and a way
25 for us to ensure that we touch the entire

1 4/7/15 - WHOLE - BILL 150162, etc.

2 City, not just our most needed
3 neighborhoods.

4 I'd like to talk briefly about
5 the Center of Excellence under the
6 leadership of Jackie Linton.

7 Jackie, raise your hand. Where
8 are you? There she is.

9 The Center of Excellence has
10 delivered over 4,000 hours of training to
11 over 500 employees across virtually every
12 City department and agency. Few folks
13 know and don't get to see a lot of their
14 work because it's not very visible, but
15 they're carefully working behind the
16 scenes to include training and have
17 courses, working in partnership with Al
18 D'Attilio and HR and other partnerships
19 such as Drexel University and our other
20 academic partners, to really provide
21 thoughtful, high-level, best-in-class
22 training to many of our employees.
23 Additionally, the Center of Excellence
24 has completed over 30 internal consulting
25 engagements with City departments on

1 4/7/15 - WHOLE - BILL 150162, etc.
2 topics including, but not limited to,
3 specific strategic planning, change
4 management, organizational development,
5 performance management, as well as
6 projects management.

7 So we're doing -- we've
8 literally trained thousands and thousands
9 of employees in Philadelphia in those
10 sort of core competencies that are
11 required for sound management and
12 leadership. And, more importantly,
13 they're supporting City employees in
14 identifying their career ladder and
15 helping them ensure a strong professional
16 culture inside of government.

17 Jackie estimates -- and this is
18 one of those numbers that I'm incredibly
19 proud of -- that because of this effort
20 in the Center of Excellence, they have
21 realized more than a \$3.5 million savings
22 to the City overall in dollars that would
23 have been spent on outside consultants
24 that are being done by her team.

25 I want to talk briefly about

1 4/7/15 - WHOLE - BILL 150162, etc.
2 Animal Control under the leadership of
3 Sue Cosby, but I want to identify -- Sue
4 couldn't be here today. Ed Fritz, just
5 raise your hand, if you don't mind, and
6 Tara Scherneck. The MDO through them
7 and with the leadership of Dave, who is
8 at my side, oversees Animal Control, and
9 we have a pretty, I think, special story
10 to tell about Animal Control in the City
11 of Philadelphia, including with a lot of
12 help from members of Council who have
13 served on the Advisory Committee.

14 Animal Control has had
15 record-breaking success, driving
16 Philadelphia's animal shelter euthanasia
17 rate to its lowest in recorded history
18 for Calendar Year 2014 and a 29 percent
19 decrease than the previous year. That's
20 pretty incredible. Let's give them a
21 round of applause for that. I think
22 that's really special.

23 (Applause.)

24 MR. NEGRIN: In Fiscal Year
25 '15, they are on pace to match the

1 4/7/15 - WHOLE - BILL 150162, etc.
2 numbers from the previous year and to
3 maintain these gains.

4 Additionally, through a
5 partnership with PetSmart Charities,
6 Animal Control has seen adoptions hit a
7 six-year high with over 8,200 placements
8 in Fiscal Year '14, a trend that is also
9 expected to continue into the current
10 fiscal year.

11 The last group before I close
12 that I want to acknowledge -- there's a
13 lot of work that's done in the Managing
14 Director's Office that is not very
15 visible and there are a lot of dedicated
16 public servants working behind the
17 scenes, and I'm going to ask this team to
18 stand up and receive some special
19 recognition and I'm going to say a few
20 things about them as I do that. I'm
21 going to ask our Special Events team to
22 all stand up, please, under the
23 leadership of Jazelle Jones and the
24 entire team.

25 (Applause.)

1 4/7/15 - WHOLE - BILL 150162, etc.

2 MR. NEGRIN: If you can just
3 stay standing up, just stay standing for
4 a second.

5 They have continued to provide
6 leadership in permitting the Managing
7 Director's Office to provide and help
8 foster and coordinate events across
9 Philadelphia under the leadership of
10 Jazelle and her team. They have had a
11 role in over 1,400 events. That number
12 has almost doubled in the last four to
13 five years, which is really impressive.

14 If you look at what we've done
15 as a city in terms of becoming a
16 world-class city, in terms of having the
17 entire world talk about Philadelphia
18 through our world-class events, it is
19 this small team of folks who have really
20 had the bulk of the work, boots on the
21 ground, attending meetings, traveling on
22 behalf of the City, taking time away from
23 their families to make sure that we not
24 only secure but that we run and manage
25 special events in a very, very special

1 4/7/15 - WHOLE - BILL 150162, etc.
2 way. They have played a pivotal role in
3 attracting world-class events such as the
4 World Meeting of Families and the visit
5 from the Pope in just a few months and
6 the Democratic National Convention here
7 in Philadelphia. And I want to say --
8 and we haven't said it publicly in a huge
9 way, so I wanted to do this now and
10 embarrass all of them. But they won an
11 incredibly prestigious award that we
12 don't know a whole lot about here in
13 Philadelphia, but that internationally is
14 a great award called the International
15 Festival and Events Award that typically
16 goes to amazing cities like Paris and
17 Amsterdam and other huge great travel
18 destinations. Philadelphia won that
19 award last year because of this team, and
20 I want to recognize them for all their
21 hard work.

22 (Applause.)

23 MR. NEGRIN: These are just a
24 few examples of what we do. As you know,
25 the Office of the Managing Director also

1 4/7/15 - WHOLE - BILL 150162, etc.
2 oversees key infrastructure operating
3 departments. They will all have their
4 turn at the table, so I won't spend a
5 great deal of time talking about them,
6 but I do want to say in closing and take
7 a short moment to reflect on this being
8 my last time in front of this great body
9 in this capacity for my budget testimony.

10 It has been a huge honor and a
11 pleasure for me not just to serve the
12 citizens of Philadelphia as Managing
13 Director for the City but to partner with
14 all of you around hopefully doing what
15 we've aspired to do, which is improve the
16 quality of life for everyday citizens in
17 Philadelphia.

18 There are different models for
19 the Managing Director's Office that have
20 been implemented over the years, and we
21 can debate which ones are the best, but I
22 have aspired to this team around me,
23 which I'm incredibly proud of, to be
24 really not in an ivory tower but really
25 be boots on the ground in our communities

1 4/7/15 - WHOLE - BILL 150162, etc.
2 serving our citizens to the best of our
3 abilities.

4 One of our mottos is in
5 Philadelphia there are no throwaway
6 citizens, that in Philadelphia every
7 person has a voice. We work to empower
8 those who feel powerless and to give
9 voice to those who are the voiceless. So
10 whether it's 311 and our great mobile app
11 or whether it's Philly Rising or whether
12 it's Animal Control, regardless of what
13 it is, we're working to improve the lives
14 of our citizens.

15 So I'm going to close with my
16 favorite quote, and I'm sad that
17 Councilwoman Quinones is not here because
18 I know this is one of her favorites as
19 well, from Cesar Chavez, which I think
20 reflects a lot of what we hope to obtain.

21 We cannot seek achievement for
22 ourselves and forget about progress and
23 prosperity for our community. Our
24 ambitions must be broad enough to include
25 the aspirations and needs of others, for

1 4/7/15 - WHOLE - BILL 150162, etc.

2 their sakes and for our own.

3 I hope that we've achieved that
4 during my time as the Managing Director.
5 I thank you for working with us and thank
6 you for the opportunity, and I look
7 forward to your questions.

8 COUNCILMAN JONES: Reflecting
9 then, I want to thank you all, all of
10 your team, for the great service over the
11 years to the City of Philadelphia.
12 Sometimes sitting on that side of the
13 table and us sitting on this side of the
14 table, it is our job, our job and our
15 duty for the taxpayers to find
16 improvement -- I won't say fault; I'll
17 say improvement -- in the operations of
18 government. But my simple litmus test on
19 how well you're doing is through the
20 various weather events we've had, whether
21 it's rain, sleet or snow, and the number
22 of calls I get or don't get or get
23 resolved by your department. You make us
24 look like geniuses when we can get a
25 street plowed or snow taken away. We

1 4/7/15 - WHOLE - BILL 150162, etc.
2 really complain a lot, but I want to
3 thank each and every one of you for
4 responding to those calls, because you
5 could have probably got away with
6 ignoring some of the calls at the time of
7 night some of us call, but you respond,
8 and sometimes we take for granted that
9 symbiotic relationship, and I appreciate
10 it. The people in each one of my
11 communities appreciates it when I can
12 pick up the phone and inquire about where
13 things are and get an honest answer.

14 And so with that segue, I'm
15 going to ask you, how much did the snow
16 cost us this year?

17 MR. NEGRIN: That's a great
18 question. The answer for that is too
19 much. The truth is that's under
20 Rina's -- the Streets Department's
21 perspective, so I'm going to leave to her
22 to give you the actual numbers on the
23 snow, but I can tell you that for us this
24 year, it really wasn't the snow. The big
25 snow events were last year. For us this

1 4/7/15 - WHOLE - BILL 150162, etc.
2 year the issue that I think is having a
3 continuing impact -- and I know there's
4 roughly \$20 million in this year's budget
5 for potholes. The cost for us this year
6 has been the temperatures. So this
7 winter was an incredibly harsh winter,
8 not because of the inches of snow that we
9 received, because the number you're going
10 to get for a snow question would be
11 bigger last year. The impact this year
12 was how many days we spent in code blue
13 and below the freezing temperature line,
14 which was a record number of days. So
15 that the street expanded and with the
16 water and is why we have kind of a crisis
17 condition right now around potholes.

18 So I think we'll get you the
19 details on how much snow. I'll ask
20 Rina's shop to provide that. I don't
21 know if they want to do that now or they
22 can wait.

23 COUNCILMAN JONES: No. We can
24 wait.

25 MR. NEGRIN: But we can get

1 4/7/15 - WHOLE - BILL 150162, etc.

2 that from them.

3 COUNCILMAN JONES: But that is
4 a question that I'm sure has a budgetary
5 impact we're anticipating.

6 But, again, kudos to you guys,
7 because, again, in my district when we
8 have those rain events, the hundred-year
9 storms that we've been having every other
10 year and Main Street gets flooded, you
11 guys have been heroes coming down there
12 in the rain and snow and --

13 MR. NEGRIN: You've been
14 standing there with us up to our knees,
15 right?

16 COUNCILMAN JONES: Yeah, and I
17 remember you laughing at my rain gear. I
18 bought new rain gear because of you.

19 But I'm going to hold my
20 questions for a minute and go to my
21 colleague Councilman Greenlee.

22 COUNCILMAN GREENLEE: Thank
23 you, Mr. Chairman.

24 The record should reflect that
25 certainly I agree with everything you

1 4/7/15 - WHOLE - BILL 150162, etc.

2 said, but it seemed like the applause you
3 gave was particularly enthusiastic on the
4 Special Events section.

5 COUNCILMAN JONES: For full
6 disclosure, yes, it was.

7 COUNCILMAN GREENLEE: I keep
8 saying that's -- make you look good, sir.

9 COUNCILMAN JONES: Thank you.

10 MR. NEGRIN: Still well
11 deserved, though.

12 COUNCILMAN GREENLEE: Oh,
13 absolutely.

14 As I said, I think everything
15 you said was true. I think your
16 department, all the various sections have
17 worked very hard and done a great job.

18 Every year we have to say
19 something good about CLIP, and I'm going
20 to do that again. Mr. Conway is here.
21 The response that we get from that
22 office, I think we all can say, has been
23 exceptional, and you said about the
24 things that are not as visible, obviously
25 what they do is very visible.

1 4/7/15 - WHOLE - BILL 150162, etc.

2 Just so I'm clear, I know in
3 the written remarks here it says that it
4 operates, as far as the external property
5 maintenance issues, just in the Northeast
6 and Northwest. Are the other parts of
7 the program, are they pretty much
8 citywide or how does that work?

9 MR. NEGRIN: The answer to that
10 is yes, but I'll let Tommy give you the
11 detail.

12 COUNCILMAN GREENLEE: I know he
13 really wanted to come up and speak.

14 (Witness approached witness
15 table.)

16 MR. NEGRIN: He does. That's
17 why -- he wore his jacket just for that.

18 MR. CONWAY: My name is Thomas
19 Conway, Deputy Managing Director.

20 COUNCILMAN JONES: Pull the
21 mike a little closer, sir.

22 MR. CONWAY: The majority of
23 the CLIP programs are citywide for
24 graffiti abatement teams, citywide
25 program. The majority of the vacant lots

1 4/7/15 - WHOLE - BILL 150162, etc.
2 are in West and North Philadelphia. We
3 have seven abatement crews to handle
4 those complaints. And with regards to
5 the exterior property maintenance, which
6 is in Northeast and Northwest, there's
7 actually only two abatement crews that
8 handle all that. The reason being
9 there's roughly 73 percent compliance
10 rate once somebody receives a violation,
11 which is good news, so the people are
12 complying once they receive a violation
13 notice. Community Partnership program,
14 citywide, as well as the Community
15 Service program.

16 COUNCILMAN GREENLEE: Now, have
17 the violation notices come down because
18 your reputation precedes you a little
19 bit? Do they know you're coming?

20 MR. CONWAY: They don't fool
21 around with the CLIP logo on there. But
22 basically what happens is, once we get
23 compliance, this is why we're able to
24 expand in the Northwest section, because
25 the Northeast has been probably for like

1 4/7/15 - WHOLE - BILL 150162, etc.
2 12 years now, I think, in Northeast
3 Philadelphia. We expanded to Northwest
4 probably a couple years ago. But as the
5 compliance rate continues to rise, we
6 will expand. So more violations will
7 continuously be written because we'll go
8 to the new areas where we haven't been
9 before.

10 COUNCILMAN GREENLEE: Okay.
11 Great. Again, thanks for everything you
12 do.

13 If I could just ask one more
14 question. Maybe Ms. Lue can answer this.
15 On this new program that's been spun out
16 on 311, could you just go a little bit in
17 the -- like the improvements that will
18 result in?

19 MR. NEGRIN: Sure.
20 (Witness approached witness
21 table.)

22 MS. LUE: Good afternoon. I'm
23 Rosetta Carrington Lue, 311 Contact
24 Center Director.

25 COUNCILMAN GREENLEE: Good

1 4/7/15 - WHOLE - BILL 150162, etc.
2 afternoon.

3 MS. LUE: So the new CRM
4 platform was rolled out. The CRM is the
5 Customer Relationship Management system
6 whereby we're housing the data of about
7 1.5 million customers who call us a year
8 to understand what they're calling about,
9 what information they need, where service
10 requests are. Everything is stored into
11 that platform, one central system.

12 The benefits of moving on to
13 that platform is, A, we now have a way
14 for the agent to quickly identify
15 information and identify them accurately.
16 The information that is placed into the
17 system, it's not owned by the 311
18 operation itself. So with this system,
19 it gives us a very good way for us to
20 partner with the departments that
21 information can quickly be accessed by
22 customers.

23 Secondly, it really gives us an
24 ability to connect to our customers,
25 "customers" meaning residents,

1 4/7/15 - WHOLE - BILL 150162, etc.
2 businesses, and visitors, through the use
3 of mobile app technology and a strategy
4 of having this information at your
5 fingertips 24 hours a day. That's
6 something that we didn't really have
7 before that we're now enhancing and
8 getting information as to why people are
9 calling, what are they doing. And what
10 we found is with that mobile app, it is
11 now the number one way that customers
12 contact us outside of the telephone
13 system.

14 The last thing that it will do
15 for us or one of the last things is the
16 ability to capture data in a way that
17 we've never captured it before with
18 accuracy and validity, that when we're
19 looking at things for City Council to
20 identify trends, for customers to
21 identify trends and why people are
22 calling, not guessing, this system is
23 able to do that very quickly through the
24 use of dashboards and, again, mobile
25 applications. So you can make decisions

1 4/7/15 - WHOLE - BILL 150162, etc.
2 at your fingertips. That is across the
3 board, but it's a pretty good reflection
4 of what's going on in the community.

5 COUNCILMAN GREENLEE: Okay.
6 Now, would that result also in the
7 problems being dealt with quicker or is
8 that --

9 MS. LUE: Correct. So 311 is
10 just not an operation by itself. In
11 order for us to be successful, we have to
12 work as a team. So what we're working
13 now is with the departments to identify
14 processes that needs to be reengineered.
15 We went in with maybe processes that were
16 good a couple years ago that now with
17 technology we can improve the
18 effectiveness and efficiencies of that.
19 Departments are looking at ways that they
20 can use technology to quickly respond to
21 customers. And we are also, as part of
22 this process, working with the
23 departments to make sure the information
24 the customer receives from their
25 department is user-friendly, meaning that

1 4/7/15 - WHOLE - BILL 150162, etc.
2 it means something. Instead of saying
3 "unfounded," it will give some more
4 information as to what that means.

5 COUNCILMAN GREENLEE: I'm glad
6 you mentioned that, because that was
7 something that always I think bothered a
8 lot of us, that whole unfounded.

9 MS. LUE: Correct. And with
10 the previous system, we had some issues
11 of scaleability and our ability to
12 perform those tasks, and with this new
13 platform, it's very agile and we can
14 easily do that.

15 COUNCILMAN GREENLEE: Okay.
16 Thank you. Thank you very much.

17 Thank you, Mr. President.

18 COUNCIL PRESIDENT CLARKE:
19 You're welcome, sir.

20 Real quick. Municipal
21 marketing. I don't know if that came up
22 while I was gone.

23 MR. NEGRIN: No, it did not.

24 COUNCIL PRESIDENT CLARKE: You
25 know the spiel. Where are we at?

1 4/7/15 - WHOLE - BILL 150162, etc.

2 MR. NEGRIN: I'm going to ask
3 the Project Manager, Edward Garcia, is
4 here to give you a short update. I know
5 the project.

6 COUNCIL PRESIDENT CLARKE:
7 Sitting in for Ms. Stitt?

8 MR. NEGRIN: She's here too if
9 you want her, but I've asked Edward, who
10 is managing the project --

11 COUNCIL PRESIDENT CLARKE:
12 Where's Ms. Stitt at? There she is.

13 She made a lot of promises in
14 her former capacity. I just want to make
15 sure that that's transferred over to the
16 new guy.

17 (Witness approached witness
18 table.)

19 MR. GARCIA: Council President,
20 my name is Edward Garcia. I'm Assistant
21 Managing Director, Project Manager for
22 the municipal advertising project.

23 So where we are now is that the
24 concession that we put out for RFP in
25 April of last year was awarded to

1 4/7/15 - WHOLE - BILL 150162, etc.
2 Interstate Outdoor Advertising, and we're
3 going through the negotiation process
4 right now. We had our first meeting with
5 them and their lawyers with the City's
6 legal team as well as the Department of
7 Public Property and Procurement, and that
8 meeting went very well. So there doesn't
9 seem to be at this point any large
10 hurdles to us getting the contract in
11 place, but we're just working out the
12 small details.

13 It's a smaller program than we
14 had initially intended with the RFP,
15 including all of the -- or many of the
16 properties that the City has, but we
17 think that it's a good starting point, as
18 many of the regional transportation
19 authorities across the country also
20 started small and were able to grow it as
21 they learned the industry and knew what
22 to market and sort of what dollars they
23 could actually produce. We think that
24 that is something that the City will be
25 able to do as well.

1 4/7/15 - WHOLE - BILL 150162, etc.

2 COUNCIL PRESIDENT CLARKE: Is
3 it smaller as a result of the
4 availability or the limit of the scope?

5 MR. GARCIA: Some of what we've
6 heard -- it's only anecdotal, but what
7 we've heard is an outlay of capital for
8 something larger is something that would
9 require more assurances in terms of time,
10 but also this is something new for the
11 City of Philadelphia, so they don't know
12 how the City is going to behave as far as
13 the regulations, you know, the
14 restrictions that are in place.

15 COUNCIL PRESIDENT CLARKE:
16 Meaning the City government?

17 MR. GARCIA: Yes, the City
18 government.

19 COUNCIL PRESIDENT CLARKE:
20 Because there's a lot of people
21 advertising now making a whole lot of
22 money.

23 MR. GARCIA: Absolutely. So
24 because we don't have a track record of
25 having this type of program that we

1 4/7/15 - WHOLE - BILL 150162, etc.
2 manage on our buildings, what we've heard
3 is that they are not so sure of what the
4 playing field is, what the parameters
5 are. And so through this, we think that
6 we can work that out, create
7 relationships, so that way we know more
8 on the City side, they know more about us
9 on the vendor side, and then hopefully
10 grow it, because there are many more
11 properties and many more opportunities
12 that we could grow similar to what SEPTA
13 has done recently where they were able to
14 get naming rights and exclusive
15 advertising such as the Verizon deal in
16 Suburban Station and the Jefferson
17 Station renaming of Market East.

18 COUNCIL PRESIDENT CLARKE: All
19 right.

20 MR. NEGRIN: So, Councilman,
21 one of the things I've asked Edward to do
22 is as we initiate the negotiations and
23 continue to do that, they're going to
24 come up with a list of deliverables and a
25 timetable, and I've asked him to share

1 4/7/15 - WHOLE - BILL 150162, etc.
2 that with Will Carter, who is on our
3 committee, to make sure that we're aware
4 of and keeping the pace and the timing
5 around the project. So he has a
6 dashboard as the project manager where he
7 shows me what the next steps and
8 deliverables are, not just for us on
9 behalf of the City but for the outside
10 partners as well. So I've asked him to
11 share that with your office to make sure
12 that you're aware of where we are at any
13 given moment.

14 COUNCIL PRESIDENT CLARKE: All
15 right. Okay. And I shouldn't even
16 belabor the point, but this is like
17 important, and I've seen -- I'm trying
18 not to be critical. I've seen from the
19 onset of the conversation years ago, we
20 produced little slick documents and all,
21 and we're real good about that, and we
22 actually can do that in-house now, so
23 you'll be seeing a lot more. I've seen
24 an expansion of SEPTA's opportunities, I
25 mean significant opportunities. I think

1 4/7/15 - WHOLE - BILL 150162, etc.
2 they just recently signed a \$160 million
3 contract, and now they're doing naming
4 rights with stations. And now Council
5 passed an ordinance that allowed these
6 urban experiential design developments
7 that will be digital signage on these
8 statues or whatever they'll end up being
9 and we're still rustling with whether or
10 not from a regulatory standpoint we can
11 accommodate the needs of the industry.
12 And I'm just a little concerned about the
13 pace, because the simple reality is,
14 every company has a set budget as it
15 relates to the ability to advertise. So
16 it's not like it's just in this
17 opportunities for advertisement. And
18 while we're figuring out the regulatory
19 aspect of what we can do and what we're
20 going to allow, everybody else is getting
21 the money.

22 So I don't know what your
23 timeline is. It kind of sounds like this
24 continues to be some concern. I mean, we
25 got a lot of buildings out there. We

1 4/7/15 - WHOLE - BILL 150162, etc.
2 have a lot of vehicles. I mean, there
3 are all kinds of opportunities, but at
4 some point -- and I think we've actually
5 already missed the boat on the most
6 significant aspect of being able to take
7 advantage of this revenue, because Lord
8 knows, if I had -- our projection that we
9 had in our first document, we were
10 looking at 30 million a year, maybe more.
11 I mean, that would look real good now as
12 opposed to raising people's real estate
13 taxes.

14 MR. GARCIA: I absolutely
15 agree. I think something that not just
16 the City of Philadelphia but many of the
17 municipalities across the country are
18 going through is something similar to
19 what we're going through, is we know how
20 to price and how to market and the
21 industry knows how to market and how to
22 price on transportation, on buses, on
23 street furniture, on trains, but we are
24 really -- if we put this in place, we
25 would be one of the first, if not the

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2 first, to actually place advertising on
3 city-owned buildings. So the industry is
4 sort of there with us --

5 COUNCIL PRESIDENT CLARKE: It's
6 not bad to be first for once.

7 MR. NEGRIN: I agree.

8 COUNCIL PRESIDENT CLARKE:
9 Regardless of this mindset we have to
10 check for best practices across the
11 country. It's like why can't we be
12 first? Why can't we be the best
13 practice?

14 MR. GARCIA: And I believe that
15 we will be first. Even under the current
16 timeframe, we will be the first to
17 actually place substantial advertising on
18 our assets. There are a few smaller
19 instances in New York and Chicago, but to
20 actually create something like this that
21 can grow into, as the Council President
22 said, something where we have a lot of
23 assets in many different neighborhoods
24 with a lot of eyes and a lot of dollars
25 that could go towards the advertisers

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2 that place their money in the City, but
3 it has to start somewhere, and so we
4 think we're starting -- right now what
5 the bids came in for is two buildings and
6 so -- or three buildings. We're
7 negotiating the third right now, and we
8 didn't --

9 COUNCIL PRESIDENT CLARKE: Two
10 or three?

11 MR. GARCIA: It's three in the
12 bid, but we have two firm and the third
13 one we have to negotiate, because there's
14 some other parties on it because of
15 Historical Commission and that kind of
16 thing. But we didn't place the -- we
17 didn't say that the City would only
18 advertise on a certain number of
19 buildings. We put as many of the assets
20 out to the bid as we could. So we had
21 more than 5,000 vehicles and over 1,000
22 buildings and properties that we put in
23 the RFP for bidders to tell us, the City,
24 what they would be most interested in,
25 and of that, the bids that came back,

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2 this one was the most favorable for the
3 City.

4 COUNCIL PRESIDENT CLARKE: All
5 right. I'm going to ask you maybe one
6 quick followup and then one more last
7 question. The legislation that we passed
8 to allow the urban experiential devices,
9 I do believe that we included the
10 Municipal Services Building in that zone.
11 There was an earlier proposal to place a
12 device on MSB that would allow us an
13 opportunity to collect all of the
14 revenue, not simply the tax revenue but
15 all of the revenue as the landlord. Has
16 that come your way to the Managing
17 Director's Office?

18 MR. GARCIA: We did talk with
19 the vendor, Interstate, about that.
20 They're --

21 COUNCIL PRESIDENT CLARKE: It's
22 not Interstate.

23 MR. GARCIA: You mean for --

24 COUNCIL PRESIDENT CLARKE:
25 You're familiar with what I'm talking

1 4/7/15 - WHOLE - BILL 150162, etc.
2 about?

3 MR. GARCIA: Yes, for the
4 experiential displays?

5 COUNCIL PRESIDENT CLARKE: The
6 globe and the hand and all that. MSB is
7 included in that zone. Originally they
8 had proposed that that location be one of
9 the devices, and there was some pushback
10 from the City for whatever reason.

11 MR. GARCIA: Okay. That I was
12 not aware of.

13 MR. NEGRIN: I know Everett and
14 I have had a conversation about that. I
15 don't know that there's a final position
16 on behalf of the Administration, but I
17 would turn to the Mayor's Office on where
18 they stand on that issue. I know I am
19 open to the conversation, which is why
20 MSB is obviously a part of this
21 conversation to municipal advertising on
22 MSB as a concept. We agree to that. I
23 think how that's done and some of the
24 details around that I think are going to
25 have to come out of the Mayor's Office as

1 4/7/15 - WHOLE - BILL 150162, etc.
2 they take a position on what you're
3 talking about.

4 COUNCIL PRESIDENT CLARKE:
5 Okay. Thank you. I'm going to hand it
6 over to my colleagues.

7 The Chair recognizes Councilman
8 Jones.

9 COUNCILMAN JONES: Thank you,
10 Mr. President.

11 As a result of the Center for
12 Excellence, are you planning a succession
13 plan for the high number of DROPs that
14 we're having, both in the Police
15 Department, other departments, and if so,
16 how is that working?

17 MR. NEGRIN: So the answer to
18 that is yes. So what we've done is,
19 we've asked departments, especially under
20 my deputy but departments certainly
21 across the City, to identify key
22 positions, and Everett in fact and myself
23 had an exec team meeting some months ago,
24 talked to all of the executive team
25 across the City around thinking about

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2 those succession plans and developing
3 them as we talk about transition over the
4 next few months. So as you know, he has
5 brought on a full-time staffer to work
6 exclusively on transition, not just from
7 the reporting perspective but from the
8 planning perspective so we could have
9 those conversations, and the answer is
10 yes. The Center of Excellence stands
11 ready as an organization, and as they go
12 in and do the work within the senior
13 teams of both our departments, they are
14 ready and capable and available to
15 include the succession planning aspect in
16 their planning for that organization in
17 the next coming year. So we hope to
18 accomplish that.

19 COUNCILMAN JONES: So you may
20 have heard earlier we talked about some
21 of your successes. In prior budget years
22 we asked a pipeline from public school to
23 a profession be addressed. You've done
24 it in Fleet Management. Several
25 graduates from some of our trade schools

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2 have gone on to do big things. You've
3 done it in part in the Streets Department
4 and in other departments.

5 Tell me how that is a part of
6 your succession planning, considering
7 that we are losing a lot of skilled
8 trades to the private sector crisis.

9 MR. NEGRIN: So I can tell you
10 utilizing the Fleet Department and those
11 two young men we honored last year for
12 being great graduates of that program,
13 we've used the Fleet Department model to
14 reach out to the other departments. So
15 at my annual meeting, which occurred in
16 January of this year, I tasked all of the
17 heads of our departments specifically and
18 in continuity with a response to the
19 federal government around My Brother's
20 Keeper. The federal government has asked
21 us for programs that we believe that
22 might be potentially eligible for funding
23 under My Brother's Keeper initiative that
24 would allow us to do especially that for
25 young men of color who are in that prime

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2 age category between 18 and 25 who can
3 benefit from in a partnership-type
4 program. Many of those kids may not be
5 going to college, but it's about putting
6 them on a career track.

7 So I've asked all of our
8 departments, and we've all put together
9 estimates and goals around apprenticeship
10 programs, not just for Fleet but modeled
11 after Fleet. In Public Property, for
12 example, and the Records Department. I
13 hired a PowerCorps graduate in my
14 executive office, because I think we
15 should be able to show examples and
16 career ladders, not just giving people
17 buckets and boots, but putting them on a
18 path, and me identifying a young man,
19 Marcus Bullock, who has some real
20 potential, but has had circumstances in
21 his life that for whatever reason has
22 made it difficult for him to be able to
23 pay for his own education and go to
24 college, but I can clearly see that
25 potential in him.

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2 So we've asked all of our
3 departments, setting the example under
4 the MDO, to develop
5 apprenticeship-specific programs that may
6 be eligible under My Brother's Keeper,
7 but that we also have to figure out how
8 much we might be able to fund and what
9 that looks like. So we're hoping to get
10 a federal grant that will allow us to do
11 that across departments across the City,
12 which I think would be a huge win for the
13 City of Philadelphia and for many of
14 those young men.

15 So that's our general plan on
16 the apprenticeship piece. I think we
17 just need to continue to keep an open
18 mind. Even under the Fleet Department,
19 it's still very small and we need to
20 build on those over the years as those
21 young men inevitably are successful.
22 They go on to have jobs that in many ways
23 earn certainly beyond the living wage.
24 So the goal there is to continue that as
25 a pipeline.

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2 Part of what we're doing around
3 the Philly Rising Best Meetings concept
4 is identifying those young people in the
5 community who are showing up to those
6 meetings who are saying, Mr. Negrin, I
7 need a job and what are the jobs that are
8 open and available within the City of
9 Philadelphia right now, and some of
10 those, I think, are entry-level kind of
11 apprenticeship-like opportunities that we
12 need to be able to identify and directly
13 give them the guidance. And the person
14 doing that for us is under Al D'Attilio's
15 shop, is Bennie Ruth formerly of Philly
16 Rising, who did that for the Army for 20
17 years in terms of recruiting and doing
18 some workforce development and is doing
19 that now for the City of Philadelphia.
20 So we hope to do that better and better.

21 COUNCILMAN JONES: So I'm going
22 to hold you to it and ask that you look
23 at the income inequality chart as one of
24 the priorities for this body and to say
25 that your Fire Academy we love. Your

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2 Explorer program by the Police Department
3 we love. But there's a corresponding
4 opportunity within the Water Department,
5 if we're talking about rain gardens and
6 bioretention basins that can be reverse
7 engineered into curriculums in some of
8 our trade schools, because you have to be
9 part mason, part plumber, part botanist,
10 part insecticide person, whatever that
11 name is -- what is it? Pesticide
12 manager. I like that. And those are
13 probably living wages. If we can reverse
14 some of that into a curriculum from a
15 high school to a real job, I think we
16 impact some of the other tough areas
17 within our social service network. It
18 costs \$34,000 a year to incarcerate
19 somebody and it costs a lot less to train
20 them to be able to do for themselves.

21 Thank you, Mr. President.

22 MR. NEGRIN: Thank you.

23 COUNCIL PRESIDENT CLARKE:

24 Thank you, Councilman.

25 The Chair recognizes

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2 Councilwoman Quinones-Sanchez.

3 COUNCILWOMAN SANCHEZ: Thank
4 you.

5 Thank you, gentlemen. I want
6 to talk a little bit about 311. We're
7 data driven. In fact, I had introduced a
8 resolution to start CouncilStat and we
9 never got around to it, and Council
10 President said, I'm waiting for you.
11 Haven't gotten around to it.

12 What has been the reason we
13 have -- and I love the report -- we have
14 not been able to get reports by address?
15 Is it a capacity issue or a management
16 decision?

17 MR. NEGRIN: So can you just
18 clarify your question. What exactly are
19 you looking for?

20 COUNCILWOMAN SANCHEZ: The 311
21 data. So one of the challenges for us is
22 always trying to find the correlation
23 between your 311 service request and the
24 stuff we get into the office. And so for
25 me, data is important, because it

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2 potentially gives me a pattern, but if I
3 don't know that we're getting similar
4 type requests in an area, then how do I
5 address your resources towards that area?
6 So I want to know is it a data capacity
7 or is that just a management decision
8 that Councilpeople only get numbers and
9 not addresses?

10 MR. NEGRIN: I can tell you
11 while she walks up here, it's not a
12 management decision. So one of the
13 reasons why we -- and you heard Rosetta
14 talk about it a few seconds ago. One of
15 the things I love about the sales force
16 platform, it is exactly supposed to do
17 what you just asked for. It has got an
18 enhanced GIS capability where you're
19 supposed to be able to pull regional --
20 one of the things I do before I go to a
21 community meeting is pull some of the 311
22 calls that are coming in, what types are
23 they before I go to a community meeting,
24 so that I know what some of the issues
25 are in that community before I arrive and

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2 I've kind of done a little bit of my
3 homework. We have the ability to pull
4 that and provide that, and the new
5 platform is going to allow you to do that
6 in a way that has that GIS aspect where
7 you could see it across your district in
8 a way where you can tell exactly where
9 they are.

10 So does that answer the
11 question or do you want me to --

12 (Witness approached witness
13 table.)

14 MS. JOHNSON: Good afternoon.
15 My name is Cheryl Johnson, Operations
16 Manager for 311.

17 So as Rich was mentioning with
18 the new system that if that capability
19 does exist, with our prior system we did
20 not have that capability, because there
21 was no GIS mapping. So with our new
22 system, we will have the capability of
23 doing that, and in the coming weeks, you
24 should be starting to see some of that
25 very data that you are interested in

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2 seeing that is geographical that you'll
3 be able to see that information. So we
4 will --

5 COUNCILWOMAN SANCHEZ: Will we
6 have access to it?

7 MS. JOHNSON: Well, you have --

8 COUNCILWOMAN SANCHEZ: Because
9 just like Rich, my office has to do the
10 same thing as I'm preparing for community
11 meetings, and to me I think, again, to
12 have all that data and not have it
13 deciphered where we're going to a
14 community area to say this is an area
15 that has a lot of tree issues, that has a
16 lot of this issues, what is our response
17 time, what's pending, what's pipeline.

18 MS. JOHNSON: So one of the
19 things that we'll be doing is coming
20 around and meeting with each Council
21 office to determine what your particular
22 needs are and then to set up for the
23 reports to you accordingly so that you
24 will have the ability to run it, you
25 refresh it, and you get current data all

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2 of the time. So that is something that
3 is coming.

4 MR. NEGRIN: Part of what needs
5 to happen is -- and it's just because of
6 timing. Our system rolled out finalized
7 just literally a month and a half ago.
8 So we're going to brief you in more
9 detail on exactly what it does and
10 actually show it to you. So we haven't
11 had a chance to do that yet, but you'll
12 get a chance to see that and then be able
13 to tell us what works for you, what
14 doesn't, and how you like to receive
15 information.

16 One of the things that we're
17 talking about with Tim Wisniewski, our
18 sort of Chief Open Data Officer, is not
19 only do we make this information
20 specifically and specially available to
21 you and other stakeholders, but whether
22 we make this part of our open data effort
23 and make that information available in
24 general so folks can use it, create apps,
25 and communicate that information in a way

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2 that's good for the public. So it's part
3 of the conversation.

4 COUNCILWOMAN SANCHEZ: For me
5 it's supposed to be a budget tool. The
6 reason to have the data is so that we can
7 sit here and know that if the Streets
8 Department is asking me for a certain
9 amount of money for potholes, that what's
10 my pothole pipeline, and we have not had
11 the ability to do that.

12 Recently we had a hearing to
13 talk about trees, and I know Parks and
14 Rec and folks are coming later.
15 Subsequent to that, I sent a request to
16 them, and they told me it was going to
17 take a while to produce, you know, how
18 many dead trees. And to me it's sort of
19 like isn't that what this system is
20 supposed to be doing? Don't we know how
21 many dead trees get reported, how many
22 are supposed to be getting torn down,
23 serviced or whatever? And it just seems
24 like there's a huge gap if we have to
25 wait weeks for data around that.

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2 So how does 311 interface with
3 departments and how do they use it since
4 we don't use it? How do they use it for
5 that?

6 MS. JOHNSON: So we do
7 interface with the departments. Some
8 departments actually have multiple ways
9 in which they allow the customers to
10 report their issues. So any information
11 that comes through 311, we have that data
12 and we can make that type of data
13 available. But departments also allow
14 customers to actually reach out to them
15 directly. So those requests we would not
16 have within our centralized system.

17 COUNCILWOMAN SANCHEZ: I
18 consider myself a customer and I'm not
19 accessing it. I'm a customer too.

20 MS. JOHNSON: Understood. When
21 I say "access," meaning that we can
22 provide the information, not necessarily
23 meaning that you can actually go and
24 click a button and see all of that
25 information.

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2 COUNCILWOMAN SANCHEZ: Okay. I
3 have a couple more questions, but my bell
4 rang. Are you going to let me go?

5 COUNCILMAN GREENLEE: Let me
6 recognize Councilwoman Bass first.

7 COUNCILWOMAN SANCHEZ: Okay.

8 COUNCILMAN GREENLEE:
9 Councilwoman Bass.

10 COUNCILWOMAN BASS: Thank you.
11 Thank you, Mr. Chairman.

12 Good afternoon.

13 MR. NEGRIN: Good afternoon.

14 COUNCILWOMAN BASS: I just have
15 a couple really quick questions, then I'm
16 going to come back around in a few
17 minutes. But the first is about traffic
18 notifications. And so around all of the
19 work that is done around special events
20 when the Parkway is closed or when the
21 Drive is closed, who does the
22 notification for that and what's the
23 process?

24 MR. NEGRIN: Sure. I know
25 Jazelle had to leave, but I can tell you

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2 that I know from my experience that they
3 release it both in terms of an e-mail
4 listserv and they put it on Channel 64
5 and they also release them to the press
6 and the media so that the media kind of
7 gets the word out. That's the way the
8 process is supposed to work. Sometimes
9 that list and the closers are finalized
10 very late and there's very short notice
11 sometimes.

12 COUNCILWOMAN BASS: So is there
13 a minimum amount of notice that's given
14 if there's going to be a major road
15 closure?

16 MR. NEGRIN: I know at a
17 minimum they shoot for 48 hours and
18 sometimes depending on the event, if it's
19 a larger event, far beyond that, like
20 hopefully 30 days before or more. But I
21 can let Jazelle kind of follow up with
22 you and give you some detail on that.

23 COUNCILWOMAN BASS: Let me ask
24 you while I have you here. So you said
25 Channel 64 and also on the web page?

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2 MR. NEGRIN: Web page, social
3 media, Channel 64, and a press release.
4 We actually send the information to KYW
5 and all the news stations so that they
6 can report on those closures.

7 COUNCILWOMAN BASS: Is there an
8 opportunity if there's an individual
9 citizen or citizens who live in an area
10 that are regularly affected by these sort
11 of closures that they could be on some
12 sort of listserv or somehow get the
13 information directly from you rather
14 than --

15 MR. NEGRIN: Yes.

16 COUNCILWOMAN BASS: -- seeking
17 it out? So they could contact the MDO's
18 Office and they could be put on some sort
19 of list or whatever, and that way
20 whenever there is some sort of closing
21 that would impact their area, they would
22 be notified directly instead of having to
23 sort of seek out the information?

24 MR. NEGRIN: Yes.

25 COUNCILWOMAN BASS: Yes. Okay.

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2 Great. And --

3 MR. NEGRIN: He's sitting there
4 in the white shirt nodding his head up
5 and down, Robert Allen. That's him.

6 COUNCILWOMAN BASS: So, Robert,
7 we're going to talk.

8 MR. NEGRIN: Exactly.

9 COUNCILWOMAN BASS: So the
10 other question I have for you really
11 briefly is just on ACCT. And so I notice
12 that in here it said that there was a
13 lower rate of animals that were put down
14 in the City of Philadelphia, which is
15 always a good thing, but I do have to ask
16 you a question about sort of like the
17 quality of care, only from my own
18 personal experience in which I adopted an
19 animal from ACCT back in the fall, only
20 to bring it home and it was really,
21 really sick. And so I just want to put
22 that out there. I don't know if you have
23 the answers to that right now, but just
24 to be aware that when we put an animal
25 into someone's home and then an animal

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2 goes and was a little bit maybe mildly
3 sick when they go and then over the next
4 course of a few days ended up costing me
5 several hundred dollars in care. Not
6 that I wouldn't have adopted the animal
7 anyway, but I'm just thinking about for
8 those who may not be able to afford the
9 care. You think you're doing something
10 good by rescuing a pet and then you bring
11 home a substantial cost that you're not
12 expecting in doing that.

13 So I just wanted to put that
14 out there. I don't know if you have any
15 comments about that.

16 MR. WILSON: Councilwoman, Dave
17 Wilson from the Managing Director's
18 Office.

19 That is an occasional instance
20 or occasional item that we do hear when
21 folks adopt, and I'd be more than happy
22 to reach out to you and discuss further
23 the circumstances to make certain that
24 we're covering all our bases when it
25 comes to the adoptions.

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2 COUNCILWOMAN BASS: Okay. All
3 right. Great. Thank you.

4 COUNCILMAN GREENLEE: Thank
5 you, Councilwoman.

6 COUNCILWOMAN BASS: Thank you,
7 Mr. Chair.

8 COUNCILMAN GREENLEE: Thank
9 you.

10 Councilman Jones.

11 COUNCILMAN JONES: Thank you,
12 Mr. Chairman.

13 Just on a couple of questions
14 by way of collections of revenue. How
15 many departments within the City of
16 Philadelphia actually collect revenue,
17 whether it's fees and -- how many
18 entities collect revenue? I ask that
19 question based on an FTI suggested report
20 a couple years ago. And I keep testimony
21 from other years to see if we've made any
22 movement on reducing the number of
23 collectors.

24 (Witness approached witness
25 table.)

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2 MS. RHYNHART: Rebecca
3 Rhynhart, Budget Director. Good
4 afternoon.

5 To address your question, the
6 general structure in terms of departments
7 collecting revenue has not changed.
8 However, the Revenue Department led by
9 Clarena Tolson has been taking a more
10 active role in a few departments'
11 collections, and actually I would say
12 that they did -- the Revenue Department
13 took over the Streets' commercial trash
14 collection fee -- the collection of the
15 commercial trash fee. They took that
16 over. And then the Revenue Department is
17 also working with the Fire Department on
18 EMS and a few other departments.

19 So the Revenue Department is
20 taking a more active role in the other
21 departments' collections to get
22 collections up.

23 COUNCILMAN JONES: So the
24 question is, do you happen to know how
25 many entities within the City of

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2 Philadelphia collect fees?

3 MS. RHYNHART: I don't know
4 offhand. I would have to count up the
5 departments. It's pretty easy to get it
6 to you.

7 COUNCILMAN JONES: Give me a
8 rough guess.

9 MS. RHYNHART: Twenty.

10 COUNCILMAN JONES: Are we above
11 or below a dozen?

12 MS. RHYNHART: Like 20 of them
13 maybe.

14 COUNCILMAN JONES: So according
15 to the report, some are more aggressive
16 than others. I happen to a couple of
17 years back go up to a department in
18 Harrisburg where they were renowned for
19 their collection activity and they were
20 touted as the best, and that gentleman
21 went on to do some other things. He's
22 now Governor Wolf. But they cited how
23 they did it, and it was that they kept it
24 all in one department, kind of picked on
25 different segments from time to time to

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2 send a scare into them and then ferret
3 out tax delinquent individuals.

4 I was thinking that if there
5 was -- and not even if it was one
6 department, but there was one entity that
7 kept the strategy on who we're going to
8 go after, is this a big enough revenue
9 opportunity for us to invest some
10 collection efforts in and to look at
11 those various segments of the continuum
12 of collection to make sense. Is anybody
13 looking at that strategy?

14 MS. RHYNHART: I believe the
15 Revenue Department is leading efforts to
16 work with the departments that collect to
17 better collection and also to increase
18 delinquent collections. So I think when
19 Revenue comes up for their hearing,
20 Clarena can definitely address what their
21 group is doing towards that, because I
22 think there is some revenue that could be
23 collected, some delinquent revenue.

24 COUNCILMAN JONES: In your
25 strategy, MDO, do you kind of look at

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2 that as a subset of questioning? If it's
3 20 departments, do you say, And, oh, by
4 the way, how are you doing on collections
5 and how much is that in --

6 MR. NEGRIN: So I think there's
7 really two issues. I think first there's
8 the revenue question of how you take in
9 dollars, period, before you get into a
10 collection phase. So one of the things
11 that we're doing both in partnership with
12 not just 311 but Rosetta in her capacity
13 as a Customer Service Officer is helping
14 our departments manage some of that
15 process better overall so that we're
16 taking in dollars in a better way and
17 more efficiently and being more global
18 around developing customer service plans
19 for all of our departments. It's one of
20 the -- that's part of what her core
21 mission is to do in that role as Chief
22 Customer Service Officer for the City.
23 So that's sort of the initial revenue
24 intake piece.

25 The other piece that I think

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2 you're really talking about is the
3 collection piece that is around bad debt,
4 going out and getting some bad debt. And
5 we've just started to take steps, and I
6 think Rebecca mentioned the emergency --
7 the EMS side. As a great example, you've
8 got folks who their core competency in
9 what they do is provide emergency
10 services. They're not really a
11 collection agency per se. So we're
12 looking broadly, and really that's being
13 managed really out of Revenue and the
14 Mayor's Office working in partnership out
15 of Everett's work as Chief of Staff
16 around making sure that we're
17 professionalizing and looking more
18 broadly around collections in general so
19 that we professionalize how we do that
20 and don't have people who have a real day
21 job doing the collections, because it is
22 a unique special expertise. And I know
23 that -- I don't know the exact number,
24 but we increased the number of lawyers
25 from the Law Department who are

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2 specifically embedded inside of Revenue
3 to help on those collection efforts after
4 the FTI Consulting report. So those
5 efforts are just getting started. We're
6 not where we need to be.

7 COUNCILMAN JONES: That's a
8 fair answer. I just want to give its
9 genesis of birth was with the freshmen
10 15, which is a blast from the past.

11 We found, Mr. Chairman, that
12 there were actual physical checks that
13 were being delivered that were a year
14 old, that were a year old. Somebody
15 really tried to pay their obligation to
16 the City.

17 So to your credit, many of
18 those processes were electronic. Even
19 people that were trying to pay us from
20 the Commonwealth of Pennsylvania for
21 reimbursement checks on someone's desk, a
22 year old. We didn't get it into the
23 system.

24 So now I'm glad we're doing
25 that, but in addition to that, I had a

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2 disturbing dinner with my colleague
3 Councilwoman Sanchez and one of the
4 entities, who I won't name, said to me,
5 Why do you want -- we were talking about,
6 I think it might have been, the soda tax
7 that time, Councilwoman Sanchez, and all
8 the sudden they said to me, Well,
9 Councilman, with all due respect, why
10 don't you collect the ones that are
11 already on the books as opposed to
12 creating a new one that no one is going
13 after, which was like brilliant, because
14 they had figured out that by the time
15 they ran the gauntlet and finally got
16 audited, that the fine wasn't even worth
17 them paying the original tax. So we have
18 to become more centralized and make sure
19 that we constantly keep an eye towards
20 where we're -- and we talked about the
21 parking lot tax and others -- where we
22 actually go after these things as opposed
23 to a 9.2 percent increase in real estate
24 taxes, and in an election year, I might
25 add.

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2 Thank you.

3 COUNCILMAN GREENLEE: Is it
4 really, sir? I didn't notice that. It's
5 an election year?

6 COUNCILMAN JONES: Well, some
7 of us have races, sir. Some of us don't.

8 COUNCILMAN GREENLEE: Right.
9 Councilman Neilson.

10 COUNCILMAN NEILSON: Thank you.

11 I'd like you to go to your
12 flowchart, if you would, for a moment,
13 your organizational chart. You got that?
14 I have a question about something on that
15 chart to start with. Section 41, Page 1.
16 I want to make certain that I understand
17 this correctly, that you have 285
18 positions, of that which 283 are filled.
19 Am I correct in assuming that?

20 MR. NEGRIN: That's correct.

21 COUNCILMAN NEILSON: So if I go
22 down to the Administration part, you have
23 49 positions within and 63 are filled.
24 Am I correct in that statement? So your
25 Administration is a little top heavy

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2 there. That's what I'm trying to get at
3 next. That's going to be my next
4 question, but that's what's printed in
5 the book I have in front of me.

6 MR. WILSON: So --

7 COUNCILMAN NEILSON: So if I go
8 to the left.

9 MR. WILSON: Correct.

10 COUNCILMAN NEILSON:
11 Administration says there's 49 positions
12 available and 63 are filled out of that
13 49. Can you explain that to me, please,
14 how that happens.

15 MR. WILSON: The 49 number, the
16 number on the left, is the number of
17 positions for '15. The numbers on the
18 right, 63, is what's budgeted or what's
19 being requested for FY16.

20 COUNCILMAN NEILSON: So we're
21 looking to put on more administration on
22 next year? Okay. I understand that. So
23 then I'm going to go to the question I've
24 been asking everybody. If you had to
25 make 9 percent non-personnel cuts in your

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2 department, where would you make it?

3 MR. NEGRIN: I'll answer that
4 question. I mean, I think if you look at
5 our budget -- and I don't think you were
6 here for the initial part of my
7 testimony.

8 COUNCILMAN NEILSON: I was
9 listening to it.

10 MR. NEGRIN: Great. So then
11 you heard.

12 COUNCILMAN NEILSON: And I read
13 your testimony as submitted.

14 MR. NEGRIN: So one of the big
15 things that I want to highlight is that
16 instead of increasing our budget year
17 after year, one of the things that we
18 fight hard to do within the Managing
19 Director's Office is specifically find
20 some of those reductions and some of
21 those efficiencies. You see our budget
22 request this year is actually \$300,000
23 less than it was last year. I think at
24 the tail end of this Administration, when
25 you look at where our big expenses are in

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2 the Managing Director's Office, most of
3 those go to the large contracts which are
4 with non-profits like the Defender
5 Association, Education Works. Those are
6 things that -- Mural Arts is in there.
7 Those are things that aren't going to go
8 away without having a significant
9 programmatic impact.

10 So the concept that there's a
11 lot of fat left in the budget in year 8
12 of an administration where we've just
13 come out of a large recession is a
14 premise that I just can't accept. I
15 think we've worked really hard to not
16 only reduce our budget year after year,
17 but to do a whole lot more with less, and
18 I think what you're seeing is, programs
19 like Philly Rising is a good example. It
20 could be not just we're going to go 25
21 neighborhoods this year. We could be in
22 35, 40 neighborhoods making a bigger
23 impact across the City. That's where we
24 need to be headed, not reducing the
25 programmatic impact on quality of life,

1 4/7/15 - WHOLE - BILL 150162, etc.
2 but actually improving it and doing more
3 for our citizens.

4 COUNCILMAN NEILSON: And the
5 only way to do that is to tax them? Is
6 that what you're stating?

7 MR. NEGRIN: I don't --

8 COUNCILMAN NEILSON: I want to
9 try to read between the lines here,
10 because you're saying you need more.
11 You're doing more with less, but you'd
12 like to have more and expand. Where is
13 your vision on where we get the money for
14 that?

15 MR. NEGRIN: Yeah. I'm the
16 wrong guy to talk about taxes. I don't
17 set tax policy for the Administration.

18 COUNCILMAN NEILSON: I
19 understand that. Where is your vision to
20 get the money for that?

21 MR. NEGRIN: I support the
22 Administration's position on what we're
23 trying to accomplish in terms of
24 educating our kids. What you've seen
25 over the last three years -- and this

1 4/7/15 - WHOLE - BILL 150162, etc.
2 body should be incredibly proud of that
3 because we've done it together in
4 partnership, but the single largest
5 increase of local municipal funding to
6 the tune of almost \$400 million has come
7 out of this body in partnership with the
8 Administration. And that is because we
9 know that we have a giant education
10 crisis and a funding crisis that remains.
11 I think what you're hearing from the
12 Mayor is one solution to try to address a
13 continuing hole that is there to impact
14 education for our kids. I'm sure as part
15 of your ongoing conversation and dialogue
16 with the Administration, that's something
17 that will be worked out.

18 COUNCILMAN NEILSON: All right.
19 So we have no waste in the department.
20 So when I look through the budget and if
21 we turn to Section 41, Page 15, there's a
22 line in there for \$134,000 and it says
23 "to be determined, various." Can you
24 tell me how I could as an elected
25 official just write a blank check to

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2 something I don't know for \$135,000?

3 MR. NEGRIN: Give me a second,
4 we'll pull that up.

5 COUNCILMAN NEILSON: Section
6 41, Page 15. There's a line that says
7 "to be determined, \$134,214 for various."
8 I don't understand.

9 MR. WILSON: Correct.
10 Councilman, that --

11 COUNCILMAN NEILSON: I'm
12 finding that all over. It's not just
13 you. I just want to point out.
14 Miscellaneous, various, to be determined,
15 and it doesn't even tell me what it's
16 for. So when you're asking us to spend
17 millions of dollars and to tax our
18 citizens more, how can I possibly pass
19 this or even entertain the fact when I
20 find millions of dollars like that
21 throughout this budget?

22 MR. NEGRIN: Sure.

23 MR. WILSON: Councilman, that
24 line item is designated -- those
25 designated "to be determined," those are

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2 dollars that are used to pay the
3 maintenance costs for the CRM that we
4 have just installed. So that amount of
5 money or the majority of that money will
6 be used to pay that cost.

7 COUNCILMAN NEILSON: So we know
8 what it's going to be used for, so
9 wouldn't we list it as such?

10 MR. WILSON: The entire amount
11 wasn't -- we didn't know what the amount
12 was going to be for that cost at the time
13 that we had gone and submitted the
14 budget.

15 MR. NEGRIN: I think what
16 you're seeing is a placeholder for
17 anticipated costs as they finalize what
18 those costs are because of the budget
19 cycle.

20 COUNCILMAN NEILSON: Okay.

21 MR. NEGRIN: But fair enough.
22 We should have answers for those things
23 as they come up and as we realize what
24 they are.

25 COUNCILMAN NEILSON: That's

1 4/7/15 - WHOLE - BILL 150162, etc.
2 what I'm finding. I'm sorry, and I'll
3 finish up. But that's what I'm finding
4 all over, and it's in the millions and
5 millions of dollars and it's to be
6 determined, it's various, it's petty
7 cash. I mean, I'm finding this stuff all
8 over. Petty cash, what department has
9 petty -- well, it's not yours, but I
10 don't want to -- it's here.

11 MR. NEGRIN: I think that's a
12 fair question.

13 COUNCILMAN NEILSON: To me I
14 can't sit here and put a stamp on this
15 and say, Yeah, everything is okay, when
16 we're supposed to be disclosing
17 everything and it's just not here.

18 MR. NEGRIN: I think it's a
19 fair question, and I think the way Dave
20 explained it for the CRM and the
21 maintenance costs, every department
22 should be able to tell you why they
23 reported it that way and what those funds
24 are for.

25 COUNCILMAN NEILSON: Thank you.

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2 Thank you, Mr. President.

3 COUNCILMAN GREENLEE: Thank
4 you, Councilman.

5 Councilwoman Sanchez.

6 COUNCILWOMAN SANCHEZ: Thank
7 you.

8 I know you gave a shout-out to
9 Jazelle and I wasn't here, so I wanted to
10 tell her and Mechelle --

11 MR. NEGRIN: She wanted to tell
12 you she had a really important meeting
13 with the Secret Service. Like how many
14 times can you say that? She had to walk
15 out of here.

16 COUNCILWOMAN SANCHEZ: That's
17 pretty cool. Above my pay grade.

18 And obviously I love working
19 with Tom Conway and I know that our
20 communication with Philly Rising has
21 gotten better, and I appreciate that.

22 I wanted to go back. I was
23 listening earlier as you were talking
24 about this Center of Excellence. One of
25 the areas that I've been extremely

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2 frustrated about as I look at these
3 budget reports around diversity and
4 language access and the other things is
5 that I'm very frustrated that departments
6 have been unwilling to create job specs
7 or update job specs to create
8 opportunities for Philadelphians and
9 others to create that pipeline. So I was
10 interested to hear -- to see have you
11 tackled that? I know the Personnel
12 Department doesn't have a marketing
13 budget or anything else, but as part of
14 the Center of Excellence, have we looked
15 at like the general pipeline, job
16 classifications?

17 I was having a conversation
18 with Mike D yesterday and I said, I'm
19 going to apply for a City job. I want to
20 take the test. I want to be ranked. I
21 want to go through this ridiculous
22 process that limits our ability to get
23 real Philadelphians, volunteers from our
24 rec centers in the pipeline. Like can
25 somebody tell me that? So have you

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2 looked at that?

3 MR. NEGRIN: So the answer to
4 that is, a little bit, and I know that's
5 not going to satisfy you, but I can tell
6 you we've made some progress. And, look,
7 I think I'm proud to say -- and I know it
8 was in consultation with you -- for the
9 first time in the history of the City of
10 Philadelphia, because I'm on the Ad Board
11 and we passed an Ad Board ruling just a
12 few months ago, you can get a language
13 preference by taking a simple exam. It
14 gives you three points on the civil
15 service test, and that's something that's
16 a huge credit, not just to you and your
17 effort but to all of us who have been
18 fighting around the language issue.

19 I'm going to answer your
20 question personally in terms of my
21 department and then more broadly I think
22 on behalf of what we need to do, and I
23 think the Center of Excellence may be a
24 good suggestion on how to do that in
25 partnership with HR and Al D'Attilio.

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2 One of the things that I do in
3 my executive team, if you look at our
4 numbers on the diversity side, I'm proud
5 to say that if there's ever a doubt about
6 whether diversity works, we're 83 percent
7 diverse in my executive team, and that is
8 a number that I'm incredibly proud of.
9 But I can tell you informally I apply
10 something called the Rooney Rule, and
11 those of you who are familiar with the
12 NFL know that one of the ways they tried
13 to get more diversity in the head
14 coaching ranks in the NFL was to make
15 sure that every team interviewed a
16 diverse candidate for a head coaching job
17 every time one was open. I informally
18 apply a Rooney Rule for all of my
19 executive positions inside of the MDO. I
20 make sure that I make an effort and that
21 I see women and minorities across the
22 board for every senior executive position
23 that's going on inside of the Managing
24 Director's Office. And then you hire the
25 best person, right? That's the best way

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2 to apply that.

3 So we apply that rule, and I
4 think it's a good model. I think
5 everyone inside of their senior teams and
6 all commissioners and all deputy mayors
7 should apply a very similar rule, and I
8 think that would go a long way to making
9 sure their numbers look like ours.

10 On the language access side, I
11 have a personal goal for the folks in the
12 Managing Director's Office. I know we
13 didn't give you any numbers on the number
14 of staff that are bilingual. I believe
15 that number right now is hovering just
16 above probably around 10 percent of
17 overall staff, I believe, and my personal
18 goal is that that should be somewhere
19 around 20 percent as a city. And I'm not
20 unwelcome to the fact that I think we
21 should set our own personal goals around
22 bilingual numbers within our departments.
23 Just like we shoot for numbers around
24 minority participation in our contracts,
25 I'm open to that concept that we should

1 4/7/15 - WHOLE - BILL 150162, etc.
2 look at goals and targets and try to push
3 for bilingual access.

4 If you look at our departments,
5 like Philly Rising is a good example --
6 and Ade can speak to this if he wants
7 to -- we make sure that all of our
8 departments that are especially public
9 facing have significant bilingual access.
10 So Philly Rising is a team of roughly 12
11 to 13 people. Seven of them are
12 bilingual. All of the departments that
13 touch the public on a regular basis need
14 to be thinking about those issues. So we
15 have set a little bit of that example and
16 kind of drive that -- I drive that kind
17 of as part of our hiring decisions when
18 we're especially looking at departments
19 that touch communities that speak
20 different languages. So whether it's
21 using translators or specifically hiring
22 staff, we all need to be doing that.

23 The larger issue is, we haven't
24 taken a formal approach as an
25 Administration to say we're going to put

1 4/7/15 - WHOLE - BILL 150162, etc.
2 this at the level of importance that we
3 do minority contracting, for example, and
4 I think that's where we have fallen short
5 and need to build on the work that we've
6 done already to make sure that we're
7 reaching what is really becoming an
8 increasingly more diverse, more bilingual
9 population that is out there that is sort
10 of -- the face of Philadelphia is
11 changing, and government needs to reflect
12 that change and get ahead of it and not
13 be behind it.

14 COUNCILWOMAN SANCHEZ: I'll
15 wait for the next round. I think there
16 were like three requests this entire year
17 from every City department. As someone
18 who sits here and works really hard at
19 staffing up departments, do I have to sit
20 here and put every department on blast?
21 Three requests.

22 MR. NEGRIN: Yeah.

23 COUNCILWOMAN SANCHEZ: It took
24 us five years to get the three points.
25 Very frustrating.

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2 Okay. I'll wait for the next
3 round.

4 COUNCILMAN GREENLEE: Thank
5 you, Councilwoman.

6 Councilman Jones.

7 COUNCILMAN JONES: Thank you,
8 Mr. Chairman.

9 Two departments that -- I mean,
10 all of them -- and I mentioned some of
11 them earlier, but all of them have done a
12 wonderful job of keeping government
13 running, but two of them that I want to
14 give a little shout-out to in addition to
15 Special Events, I want to talk about
16 Anthony Murphy and Town Watch. And we
17 were able to pull together a safe
18 corridor program where he and his staff
19 helped us to design, when we did the 23
20 school merger, to design safe routes
21 involving some of your technology by way
22 of cameras, some of your police force,
23 particularly the captain of the 19th,
24 Bologna, but also SEPTA and Town Watch.
25 And it's been like pulling teeth trying

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2 to get volunteers to come out to that,
3 but they don't stop. They always help,
4 and they're doing that kind of thing for
5 the most vulnerable, one of the most
6 vulnerable classes, which is our
7 children, and protecting them from our
8 children. And so I just wanted to thank
9 him publicly.

10 The other one is Parks and Rec,
11 who when we drafted TO from Harrisburg,
12 we had no idea how well we would be able
13 to get new revenues to the City of
14 Philadelphia, but I think I attended at
15 the Horticultural Center most recently
16 \$11 million -- was it an \$11 million
17 grant, 11 million, that we just got? One
18 and one, 11. And we were able to
19 renovate some existing stranded assets,
20 put them back into good use. And I just
21 wanted to say that my parks and
22 particularly my rec centers, Sue Slawson
23 in particular, have never looked better.
24 I remember a couple years back walking
25 through one of them, Rose Playground, and

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2 it was a crime scene waiting to happen.
3 And after that, each year we put a little
4 more in, and now at Town Watch they have
5 their annual kickoff there.

6 You want to do that again this
7 year, Mr. Murphy? We appreciate you
8 coming to the 4th District and doing
9 that.

10 But they've been vastly
11 improved. So I wanted you to know that
12 we do see the successes as well as some
13 of the challenges that we have. So then
14 let me go to my question, because you'll
15 use up all my time answering it.

16 So we have two big events.
17 We're tickled pink that the Pope has
18 picked Philadelphia, 1.5 million people
19 coming, and that the DNC is coming here.
20 We've had Made in America for the last
21 couple years and we are attracting new
22 events to Philadelphia.

23 Under the Emergency Management
24 team, I understand in the budget they are
25 getting a new warehouse, which I commend

1 4/7/15 - WHOLE - BILL 150162, etc.
2 them on. Are we planning for this
3 infusion of new visitors to the City of
4 Philadelphia, and in light of all of the
5 world events, are we taking proper
6 precautions to safeguard our visitors and
7 not to mention the citizens here in
8 Philly?

9 MR. NEGRIN: So the answer to
10 that is yes. So we've started
11 operational meetings on the Pope visit
12 specifically last year. So well more
13 than a year in advance of that meeting,
14 operational meetings. But we're also
15 looking at -- and I went to all of my
16 departments, because as you know,
17 something as big as that impacts all
18 departments, whether it's Fleet and
19 vehicles available, certainly Police and
20 others, as well as Emergency Management
21 and Special Events. We asked all of them
22 to consider the major events that are
23 occurring as they put in their budget
24 request this year, so that we weren't
25 losing sight of the fact that it wasn't

1 4/7/15 - WHOLE - BILL 150162, etc.
2 going to be a normal budget year. The
3 things we're doing this year are
4 different and specifically bigger than
5 we've ever done before.

6 The other issue on Special
7 Events specifically as I've asked Jazelle
8 and she has a careful plan which is a
9 part of her request to -- as you saw, the
10 small team that stood up was four people,
11 and folks who work on Special Events,
12 some of them are in Parks and Rec, some
13 of them are in MDO, some of them are the
14 City Rep's Office.

15 COUNCILMAN JONES: Are you
16 okay?

17 MR. NEGRIN: Yeah, I'm good.
18 I'm losing my voice because I've been
19 talking all day.

20 But what I have asked Jazelle
21 to do specifically this year is to look
22 at that small team of four on the Special
23 Events team and decide and plan for what
24 does the Special Events team of the
25 future of the next two or three years

1 4/7/15 - WHOLE - BILL 150162, etc.
2 look like. I think we've spent a lot of
3 time over the last four or five years
4 cutting and dealing with austerity
5 budgets around things that we thought
6 were nice to have, like a Special Events
7 team that does nice events. The truth
8 is, these events are now critical to who
9 we are and our identity as a city and
10 critical to the safety and how we
11 coordinate across the City, and that
12 Special Events team needs to not just
13 coordinate together with other
14 departments but to look more like the
15 kind of professional modern-day Special
16 Events team that needs to be run in the
17 City of Philadelphia, and this budget
18 reflects that request and that increase
19 for her so that we can plan for not just
20 the Pope but for the DNC after that.

21 COUNCILMAN JONES: I just know,
22 Mr. Chairman, I always feel better when
23 Mr. Resnick is in the room telling me I'm
24 safe. I just want you to know that.

25 Thank you, Mr. Chair.

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2 COUNCILMAN GREENLEE: Thank you
3 very much.

4 Being no further questions,
5 thank you, sir. Take care of that cold.

6 MR. NEGRIN: Thank you. I
7 will. Thank you very much.

8 COUNCILMAN GREENLEE: You just
9 got finished in time that you didn't
10 totally lose your voice. Thank you.

11 MR. NEGRIN: Thank you.

12 COUNCILMAN GREENLEE: Next is
13 the Free Library.

14 (Witnesses approached witness
15 table.)

16 COUNCILMAN GREENLEE: Good
17 afternoon.

18 If I could ask everybody to
19 leave quietly, please, because we're
20 behind schedule. We want to keep moving.

21 MR. HEIM: Thank you for that.

22 COUNCILMAN GREENLEE: Good
23 afternoon.

24 MR. HEIM: Good afternoon.

25 COUNCILMAN GREENLEE: Please

1 4/7/15 - WHOLE - BILL 150162, etc.
2 proceed.

3 Hold on one second.

4 If everybody could leave
5 quietly, please. Thank you.

6 Sir.

7 MR. HEIM: Council President
8 Clarke, interim Council President
9 Greenlee, and members of Council --

10 COUNCILMAN GREENLEE: I like
11 that term.

12 MR. HEIM: -- I am Robert Heim,
13 Chair of the Board of Trustees of the
14 Free Library of Philadelphia, and thank
15 you for the opportunity to appear before
16 you once again to talk about the Free
17 Library on behalf of the 22 members of
18 the Board of Trustees of the Free
19 Library.

20 I hope you'll indulge me for a
21 few minutes, as my tenure is coming to an
22 end, to take us back to 2007 and 2008.
23 In 2007, just before I became Chair of
24 the Board of Trustees, I headed the
25 search committee to find a replacement

1 4/7/15 - WHOLE - BILL 150162, etc.
2 for Elliot Shelkrot. I know many of us
3 here in the room will remember Elliot.
4 And the search committee had the wisdom
5 to select Siobhan Reardon, who was the
6 and is the very first woman to head the
7 Free Library of Philadelphia, which is
8 pretty remarkable when you consider how
9 long the Free Library has been around.

10 Back in 2008, like every other
11 aspect of government and particularly
12 city government, we lost a lot of
13 funding. We had a lot of trouble. We
14 lost a lot of staff. But we've come way
15 back. We're not all the way back, but we
16 are significantly back. And while we
17 continue to work our way all the way
18 back, there are many things to point to
19 that we can be proud of, and a lot of
20 them have to do with the cooperation and
21 collaboration of this Council, for which
22 we are very grateful. So let me point to
23 a few of them and then talk about the one
24 issue that I continue to be most
25 concerned about at the conclusion.

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2 Council is well aware of the
3 21st Century Library Initiative, and I
4 know, Council President Clarke, you've
5 been very, very helpful to us and very
6 supportive of us as we try to move our 54
7 libraries into the 21st century, to
8 renovate them, to update them, to make
9 them technologically modern and
10 technologically usable.

11 We have five libraries that
12 we've started. We've gotten a great deal
13 of help from the City and from the
14 private partnership that we have with a
15 number of the foundations, and we're very
16 grateful to the Free Library Foundation
17 as well. But we have moved forward with
18 those five and we have a ways to go, but
19 the 21st Century Library Initiative is
20 well underway.

21 The renovation of the Parkway
22 Central building is also on the way. As
23 I think all of you know, we started a few
24 years back to restore to the public a
25 vast amount of space that the public had

1 4/7/15 - WHOLE - BILL 150162, etc.
2 no access to because we had stacks of
3 books and the book stacks. We had other
4 things in those spaces and we did not --
5 were not able to give the public the kind
6 of access to that beautiful Beaux-Arts
7 building on the Parkway that we wanted
8 the public to enjoy.

9 We've come a long way since
10 then. We have a new music department
11 right as you walk through, a music
12 department that's very well used; a new
13 popular library that I think our --
14 people enjoy a great deal the popular
15 library; and we have revamped the 4th
16 floor. If you have not been to the 4th
17 floor space now as of yet -- I expect
18 most of you have, but the 4th floor is a
19 beautiful open space for events, modern
20 event space that looks out over our
21 skyline and it is just remarkable space,
22 and we're doing a lot with that.

23 We started a Culinary Literacy
24 Center, which is also part of the Central
25 renovations. It's the first of its kind

1 4/7/15 - WHOLE - BILL 150162, etc.
2 anywhere in the country, and it has an
3 innovative approach to teaching literacy
4 through cooking, and it's just been very,
5 very popular.

6 We have our first ever Teen
7 Center that is now up and running and
8 operative. So all of these things have
9 developed in the last five, six, seven
10 years.

11 Technology access is important.
12 We know how important technology is to
13 the citizens of Philadelphia. We've
14 launched Hot Spots, a tech mobile, and we
15 have computer access in underserved
16 neighborhoods and we have an outpost at
17 the Philadelphia International Airport.
18 So all of those things are coming online.
19 And then I'm very excited about the next
20 one that I'm going to tell you about and,
21 that is, that we probably have across the
22 country the best lecture series, bringing
23 authors in of every kind, children's
24 authors, adult authors, Pulitzer Prize
25 winners come to the Central branch, and

1 4/7/15 - WHOLE - BILL 150162, etc.
2 it's a wonderful, award-winning program.
3 But we are going to be able to soon
4 live-stream these author events to some
5 of our neighborhood libraries, so that
6 people in the neighborhoods, who never
7 get into Center City, are going to be
8 able to take their children, take
9 themselves, go to their neighborhood
10 library in the evening, and they will
11 have the ability to see these incredible
12 authors, these wonderful people who they
13 really haven't had that much access to in
14 the past. They're going to be able to go
15 and be part of it. And before we finish,
16 it's going to be interactive. So if
17 there's a young person in a neighborhood
18 or an adult or anyone of interest who has
19 a question for that author when we get to
20 the question and answer period, he or she
21 will be able to push a button, or however
22 they do it, and they will be able to ask
23 a question just as if they were sitting
24 in the audience in the auditorium at the
25 Central branch. So we're working on

1 4/7/15 - WHOLE - BILL 150162, etc.
2 that. We did a little bit of a test
3 recently. We have one more test and then
4 we're going to try to broaden it out.

5 I think it's very exciting.
6 And equally exciting for us, I think, is
7 that we're back to extended hours. We're
8 back to -- six-day service is now
9 available in the majority of our
10 locations. The rest that we don't quite
11 have six-day service, we're going to hit
12 that mark very soon. And that would not
13 have been possible without the help and
14 the support of this Council and the
15 Mayor. I mean, we just could not have
16 gotten there, but we're about to be there
17 now.

18 Read by 4, I think everybody
19 understands how important that is to the
20 City to have our children citywide effort
21 aimed at having all of our kids reading
22 on grade level by the end of grade 3. So
23 this is a coalition of a lot of different
24 groups who are determined and dedicated
25 to that effort, and I'm very proud that

1 4/7/15 - WHOLE - BILL 150162, etc.
2 the Free Library was selected by all of
3 those groups to head up that effort. And
4 as you no doubt know, the Mayor was able
5 to find a million dollars for us to get
6 that effort underway, and that's just --
7 that's critically important.

8 Now, as proud as I am of all
9 these things that we've been able to
10 accomplish in the last seven or eight
11 years, I'll tell you what my concern is
12 as an outgoing Chair of the Board of
13 Trustees. And it's capital money. I
14 think you know that our libraries need
15 work and need help. We're able to start
16 on renovating five of them in a major
17 way, but you remember 16 of our libraries
18 are Carnegie libraries, which means that
19 they were all built before 1931. In
20 fact, the last of them, the Wyoming
21 branch, was built in 1931. So they're,
22 what, 84 years old, 84 years old. The
23 Wyoming Library recently -- we've been
24 putting it off, putting it off, but we
25 decided we needed a new roof. That's

1 4/7/15 - WHOLE - BILL 150162, etc.
2 going to cost roughly \$300,000, if we're
3 lucky, for the Wyoming Library.

4 I ask Council to consider that
5 in the budget, the capital money budget
6 for 2017 and 2018. We have in each of
7 those years dedicated -- I know it's all
8 theoretical at this point -- \$275,000 a
9 year for our 54 libraries, which really
10 is equivalent, in my judgment, to almost
11 nothing.

12 So we have a real issue in
13 front of us for capital budget money. I
14 know Fiscal Year '17 and '18 aren't upon
15 us, but they will be relatively fast, and
16 so I ask Council and I will ask the
17 Administration to consider that that is a
18 major problem for us. And trying to keep
19 them together with kind of spit and
20 bailing wire just is not the right thing
21 for the people of Philadelphia.

22 So anyway, I'm very proud of
23 the work that has happened in the last
24 seven, eight years during my tenure. I
25 think the Library will continue to grow

1 4/7/15 - WHOLE - BILL 150162, etc.
2 and serve the City in many, many ways. I
3 believe and always have believed that it
4 is the greatest of our cultural
5 institutions, the Free Library of
6 Philadelphia.

7 I've worked closely with
8 Siobhan. I'm going to turn this over to
9 her in a few minutes. She has been, as
10 somebody once said to me, a force of
11 nature and has driven many of the things
12 that we've accomplished in the last few
13 years, and as a result of that, as I
14 think all of you know, was selected as
15 the National Librarian of the Year this
16 year.

17 (Applause.)

18 MR. HEIM: So it's been said
19 that a great city deserves a great
20 library, and I've been a Philadelphia
21 resident all my life, except for five
22 years in the United States Navy, but with
23 that exception, I've watched our City
24 over all of these years and I believe
25 that both our City and the Library are

1 4/7/15 - WHOLE - BILL 150162, etc.
2 right on the verge, right on the cusp of
3 greatness. We're standing right there on
4 the verge of greatness. And I think all
5 of us pulling together are going to get
6 the City right there to greatness, and I
7 thank all of you, all of Council, for all
8 that you do for the Library.

9 Thank you.

10 COUNCIL PRESIDENT CLARKE:

11 Thank you so much, and thank you for your
12 great work, and congratulations. We
13 really appreciate all the work you've
14 done during your tenure as Chair.

15 A couple of quick ones. Point
16 to the charts. We're doing this chart
17 thing this time around. Siobhan, you may
18 have already seen the chart.

19 So you see the income
20 inequality and family-based school
21 services and sustainable communities, and
22 all of these are connected as we -- when
23 you get a chance, at one point we're
24 going to actually put these out in a
25 public way. We want enough people to

1 4/7/15 - WHOLE - BILL 150162, etc.
2 say, Why do they keep putting those
3 charts up. But the simple reality is, as
4 it relates to all of them, the ability to
5 read and be able to grasp the language
6 and thereby creating an enhanced
7 opportunity as you continue to learn,
8 it's all connected. Your ability to earn
9 more money is based on that. Your
10 ability to understand your money is based
11 on reading and understanding,
12 comprehension. Your ability to have an
13 enhanced educational opportunity in
14 public schools or private schools,
15 wherever you may go. Income gap
16 statistics show if you can't read, you're
17 probably going to be in the lower end of
18 the income spectrum.

19 We have -- speaking about the
20 one in the middle, the school-based
21 family services, and it might be to some
22 degree inconsistent with your need and
23 your request to continue to invest in the
24 existing facilities. One of the things
25 that we'd like to see is more resources

1 4/7/15 - WHOLE - BILL 150162, etc.
2 put into existing schools. Like I said,
3 maybe a little inconsistent with your
4 core mission. But can you tell me what
5 role you currently play as it relates to
6 schools and how if folks agree with the
7 premise that we should put more of those
8 services in actual schools, because while
9 we have tried to place strategically
10 libraries -- and it was done a long time
11 ago because most of them are old -- in
12 all parts of the City, the reality is is
13 that there are way more schools across
14 the City than there are libraries and
15 they are -- in every neighborhood in the
16 City of Philadelphia, there is a school,
17 various grade levels.

18 So what role could the Library
19 given some of the restraints as it
20 relates to your fiscal situation can play
21 to try and consolidate services and
22 enhance the school day as it relates to
23 the children?

24 MR. HEIM: I think that's a
25 great question.

1 4/7/15 - WHOLE - BILL 150162, etc.

2 MS. REARDON: Siobhan Reardon,
3 President, Director of the Free Library
4 of Philadelphia.

5 So currently our services,
6 whether it's the School District or the
7 Archdiocesan schools or charter schools,
8 is that our librarians either go to the
9 schools to do information literacy
10 programming or there are school classes
11 that come to the Library.

12 Recently we have a year ago, we
13 helped reopen six libraries through
14 volunteer services in and around North
15 Philadelphia, and as you head closer
16 into --

17 COUNCIL PRESIDENT CLARKE: In
18 schools?

19 MS. REARDON: Yes. So in the
20 school libraries we brought on a number
21 of volunteers and we helped reopen, I
22 believe it was, six libraries in those
23 schools.

24 Also we are in partnership with
25 the School District of Philadelphia right

1 4/7/15 - WHOLE - BILL 150162, etc.
2 now in a program called Building Bridges
3 with Books, and it's inside the
4 testimony, and we are partnering with the
5 District on a pilot to support literacy
6 development for children at the beginning
7 of their school years, kindergarten,
8 first grade. And so it takes in ten
9 schools and 18 libraries. So there's the
10 school children will come to our library,
11 and our library will also be integrated
12 as part of the curriculum of these ten
13 schools.

14 It involves -- I do believe a
15 major piece of this as well is adding a
16 collection of several hundred books to
17 each school, if not the classroom, but to
18 create a library in these schools as well
19 so that there's a relationship back and
20 forth between these two.

21 So recently there was a program
22 at the Meade School in North Philadelphia
23 where we reopened the library there and
24 announced this particular Building
25 Bridges with Books.

1 4/7/15 - WHOLE - BILL 150162, etc.

2 So now with Read by 4, this is
3 a direct relationship to ensure that all
4 school children are reading at the fourth
5 grade when they go into fourth -- when
6 they go into the fourth grade, they're
7 reading at a fourth grade level. So part
8 of the budget of the backbone agency,
9 we're looking to build programming among
10 the 50 or so partners that are part of
11 this, as well as help build the
12 collection in the schools and
13 specifically in the classrooms in the
14 schools as well, but then it's also how
15 we as a partnership, as a consortium are
16 supporting the school children in our
17 space, particularly on the after-school
18 time as well as on the weekends, and so
19 that there's a continuum of support for
20 the school children on building their
21 literacy skill sets.

22 COUNCIL PRESIDENT CLARKE:

23 Okay. And thank you --

24 MS. REARDON: You're welcome.

25 COUNCIL PRESIDENT CLARKE: --

1 4/7/15 - WHOLE - BILL 150162, etc.
2 for the great work.

3 So if City Council and
4 ultimately the Mayor were to try and find
5 a way to increase revenue to the
6 libraries with the sole purpose of having
7 that money be a part of the public school
8 system as opposed to going directly to
9 the existing library system, would that
10 be something that you guys would --

11 MS. REARDON: It's a really
12 interesting question. There's a model in
13 Nashville, Tennessee where the public
14 library system purchases all of the
15 material for the school district using
16 the assets, using the programs that the
17 Collection Development Office in
18 Nashville Public Library has. And, of
19 course, across libraries we get
20 substantial discounts because of the
21 sheer volume of material that we have
22 that we purchase on an annual basis. And
23 so that's just a model for the Council to
24 consider.

25 Let's be honest, I would have

1 4/7/15 - WHOLE - BILL 150162, etc.
2 to build the capacity on my staff to
3 purchase curriculum-related material, but
4 that's what we would -- I mean, we could
5 think about that as well.

6 COUNCIL PRESIDENT CLARKE:

7 Yeah. I mean --

8 MS. REARDON: It's a model that
9 works brilliantly for Nashville.

10 COUNCIL PRESIDENT CLARKE: You
11 want to enhance your purchasing -- I
12 think at one point during our vehicle
13 purchases we understood that our ability
14 to purchase vehicles through the state
15 contract lowered the cost significantly,
16 so this collective purchasing power, and
17 those are the kind of things that we're
18 looking at. So as we move ahead in this
19 school-based family services model,
20 whatever ideas you can have and some
21 recommendations on --

22 MS. REARDON: As part of Read
23 by 4 and as part of the million dollars
24 that the Mayor has put in for the Read by
25 4 Campaign, there are several hundred

1 4/7/15 - WHOLE - BILL 150162, etc.
2 thousand dollars in that budget that
3 we're dedicating for the Library to
4 purchase curriculum-related material for
5 the children when they're in -- so that
6 we build our collections as it relates
7 directly to the common core curriculum,
8 so that there's a connection between
9 what's happening in the school day and
10 then with the children in the
11 out-of-school time.

12 COUNCIL PRESIDENT CLARKE:

13 Right. And in all honesty -- and I've
14 said this and a number of members have
15 talked about this -- we're being asked to
16 one more time deal with the annual School
17 District crisis, another hundred million
18 dollars on top of the 370 million that we
19 put in over the last four years, and I
20 don't know what we'll end up sending up
21 there, but it goes up there and then
22 that's the end of the conversation as it
23 relates to us. I have no idea. My
24 preference is, being straight up -- I
25 hope I'm not telegraphing anything -- is

1 4/7/15 - WHOLE - BILL 150162, etc.
2 to send money to an entity or agency
3 where we know how that money is going to
4 be spent, it's proven to be successful,
5 and have that agency provide the service
6 to the same children that the School
7 District services, but do it in a way
8 that we have some understanding on how
9 that money is going to be spent as
10 opposed to what we're doing every year,
11 just send it up there and they say, Thank
12 you very much and we'll see you next
13 year.

14 So, I mean, stay tuned. That's
15 going to be the kind of conversation that
16 we're going to have over the next several
17 weeks during this budget discussion.

18 The Chair recognizes -- sorry,
19 Councilman. The Chair recognizes
20 Councilman Jones.

21 COUNCILMAN JONES:
22 Mr. President, you're right on time. I'm
23 glad that you're thinking in those three
24 food groups to enhance the deliverables
25 to the taxpayers. So it's fine with me.

1 4/7/15 - WHOLE - BILL 150162, etc.

2 A couple of quick questions.

3 In that vein, I look at your report, and
4 the City and the state are your two major
5 sources of revenue. So to what degree do
6 you partner with companies like Comcast,
7 Verizon or other philanthropic
8 organizations that might help you to
9 further deliver particularly in the
10 technical area? More books are being
11 read by iPads online. Your website got a
12 couple million hits.

13 MS. REARDON: Nine million.

14 COUNCILMAN JONES: How many?

15 MS. REARDON: Nine million.

16 COUNCILMAN JONES: Nine million
17 hits. And so how are we transitioning
18 from a paper world to a virtual reality
19 world and are we getting assist from
20 corporations?

21 MS. REARDON: So the transition
22 is over time. So we still have millions
23 of circulations on tactile hard material
24 every single year. So that six million
25 items a year are leaving the physical

1 4/7/15 - WHOLE - BILL 150162, etc.
2 collection and then there is another
3 million. I think our overdrive
4 circulation was just nearly a million
5 items. So it's still much more on the
6 tactile materials than it is on the
7 virtual materials. So that is sort of
8 age driven. So younger people will tend
9 toward much more electronic devices
10 versus our older constituents who are
11 still much more on the tactile material.

12 It's going to be years and
13 years that we're still going to be buying
14 the books for a while to come,
15 particularly as it relates to children's
16 related material. We're still very much
17 wanting to put the parent and the child
18 together with that medium, that book
19 medium in the middle.

20 As important as it is to
21 develop our technologies around building
22 the digital enterprise also known as the
23 Free Library of Philadelphia, so I can
24 see that trending over time, but it's
25 sort of -- it will get to a 50/50 split

1 4/7/15 - WHOLE - BILL 150162, etc.
2 in the next couple of years and then I
3 think it's going to trend.

4 But to answer your very
5 specific question about Comcast and
6 Verizon, most of their support comes to
7 support our summer reading initiative or
8 some of our sponsorship supports around
9 the Culinary Literacy Center or things
10 like that. It's not really based on
11 technology support.

12 We did have a substantial grant
13 with Verizon a couple years ago where
14 they put in whiteboards and supported our
15 sort of digital literacy program by
16 installing whiteboards in about roughly
17 ten of our libraries, but that's
18 pretty -- that's about it.

19 COUNCILMAN JONES: So as I
20 heard your report and what we're moving
21 towards, it seems as though we have some
22 beautiful sanctuaries, I like to call
23 them, for young people and older people
24 as well that they can go into and the
25 whole atmosphere is designed towards the

1 4/7/15 - WHOLE - BILL 150162, etc.
2 enterprise of reading. So that's great,
3 but as we transition, technology is going
4 to play a greater role, how we're wired,
5 what's our bandwidth, what kinds of --
6 and all of these new technologies are
7 taking more and more bandwidth. So I
8 would think in light of the merger, we
9 need to be examining how they can be
10 helpful to help us prepare for not the
11 future but the present. And so --

12 MR. HEIM: It's very
13 interesting, because we find ourselves in
14 two worlds at the same time. More and
15 more of our customers, especially the
16 young ones, they're into the technology,
17 they're into the hotspots, they're into
18 getting online, and fortunately our
19 librarians and our assistant librarians
20 are very good at helping people,
21 especially young children, but even the
22 older adults who have difficulty with
23 that. But at the same time that we're
24 working to stay with the curve or try to
25 get ahead of the curve on where

1 4/7/15 - WHOLE - BILL 150162, etc.
2 technology is going, you run into kind of
3 funny situations like this one. I was in
4 a library not too long ago in Southwest
5 Philadelphia and it was a Saturday
6 afternoon and I said to the librarian,
7 I'll bet you'd like to have more
8 computers, because everybody -- there
9 must have been 12, 15 computers. They
10 were all taken. And I said, I bet you'd
11 like to have more computers, and she
12 looked at me and smiled and she said,
13 Well, first I'd like to have more
14 electrical outlets. So you can see that
15 we're on both sides. We're dealing with
16 the basics on the one hand, and on the
17 other hand we're dealing with the need to
18 move people forward with the digital
19 world.

20 MS. REARDON: So, Councilman, I
21 just want to jump in and say that the
22 Council did support the Free Library of
23 Philadelphia over the last two years to
24 increase our broadband access into -- 100
25 percent of our neighborhood libraries are

1 4/7/15 - WHOLE - BILL 150162, etc.

2 now --

3 COUNCILMAN JONES: I know what
4 we did. I want to know what they did.

5 MS. REARDON: But also remember
6 that the Free Library of Philadelphia as
7 well as the School District is supported
8 by E-rate. So our broadband access is
9 actually fairly substantial.

10 COUNCILMAN JONES: So if you
11 look at what the Council President talked
12 about is multi uses of the facilities.

13 MS. REARDON: Correct.

14 COUNCILMAN JONES: Now, in my
15 Wynnefield branch is right next to John
16 Anderson Center. And so I did a
17 walkthrough of both places. He had
18 library day. It was wonderful. It was a
19 wonderful opportunity to see
20 intergenerational participation in a
21 library. But what I want to make sure is
22 that all my facilities -- and
23 Commissioner Slawson will tell you, I
24 have a checkbook and I'm not afraid to
25 use it. I want them wired so that when

1 4/7/15 - WHOLE - BILL 150162, etc.
2 you talk about streaming -- so we're
3 investing in John Anderson Center the
4 in-place movie projectors and the screens
5 so that the wiring and platforms that are
6 used to teach can be done in a summer
7 program year round. So as kids go out of
8 their traditional classroom, we can hook
9 up whether it's something as light as a
10 movie night or a tutorial that you guys
11 might find appropriate, but they have to
12 be socket wired, hard wired, cable wired
13 to be able to receive the data through
14 the means that are advanced.

15 So is there an overall plan by
16 branch to say everybody has to have a
17 certain standard of bandwidth, a certain
18 standard of technology so that we're all
19 on the same page?

20 MS. REARDON: So we have just
21 hired a brand new Chief Digital
22 Strategies and Chief Technology Officer
23 who is about to undergo that survey of
24 all of our facilities and he'll be back
25 to the Boards with that analysis.

1 4/7/15 - WHOLE - BILL 150162, etc.

2 COUNCILMAN JONES: Because of
3 the proximity with rec departments, we
4 might want to consider piggyback
5 purchasing some of these things at the
6 same time. It doesn't make sense to do
7 two different contracts if they're
8 physically in the same building.

9 MS. REARDON: Sure.

10 MR. HEIM: I think that makes a
11 lot of sense, yeah.

12 COUNCILMAN JONES: All right.

13 MR. HEIM: But I should say
14 also not just because he's here, but Mike
15 DiBerardinis has been a huge help to us
16 on so many levels, and that kind of
17 support across rec center, libraries has
18 been terrific.

19 COUNCILMAN JONES: So I'm glad
20 to see the Rec Department is here. So
21 I'll repeat the wonderful accolades I
22 gave you guys before they got here, and I
23 said particularly I know about the Dell
24 and all of that, and those are the
25 big-ticket items, but if you recall,

1 4/7/15 - WHOLE - BILL 150162, etc.
2 Commissioner, you took a tour with me at
3 Rose Playground. We went through there
4 meticulously and looked at the condition
5 of that, and it was a crime scene waiting
6 to happen. If you go back to that rec
7 center some years later, you know, my
8 grand-kids play in that rec center, and
9 we're putting improvements every year,
10 and I just wanted to thank you and your
11 staff for being diligent about the small
12 ball stuff that you do every day that
13 people don't see every day and you, the
14 Parks guys, I mean, thank you for your
15 service. Hopefully you stick around, but
16 if not, I want you to know that we have
17 our differences sometimes, but not a lot
18 and I really appreciate, really
19 appreciate what you have given to our
20 parks and recs, and I wanted to -- I said
21 it before, but you guys weren't -- you
22 were somewhere else. So I'll continue on
23 that.
24 Councilwoman Bass, are you teed
25 up?

1 4/7/15 - WHOLE - BILL 150162, etc.

2 COUNCILWOMAN BASS: No.

3 COUNCILMAN JONES: Yeah, you
4 should, because we're on our own here.

5 MS. REARDON: So exclusive.

6 COUNCILWOMAN BASS: I'm waiting
7 for the Commissioner.

8 COUNCILMAN JONES: So what --

9 COUNCILWOMAN BASS: My other
10 favorite Commissioner.

11 COUNCILMAN JONES: So I wanted
12 to ask, so with that, how many iPads or
13 how are we providing actual books by way
14 of iPads and is there going to be a
15 digital library card or is there one?

16 MS. REARDON: So we're working
17 on that actually, and I'm hoping that we
18 have a pilot in place within the next
19 couple of weeks actually so that library
20 cards can be a digital process. So the
21 answer to your question is, most people
22 who have iPads or whatever gadget that
23 you have can download your materials as
24 long as you have a Free Library card with
25 the bar code and you can go on to our

1 4/7/15 - WHOLE - BILL 150162, etc.
2 digital library and download. We have in
3 our strategic plan the desire to what we
4 call cutting-edge lending, and
5 cutting-edge lending is to do just that,
6 is to loan iPads, gadgets, and smaller
7 devices to our public. Finding the right
8 strategy to do that, understanding that
9 there's loss no matter what we do and we
10 have to be okay if some of these things
11 don't come back. And so a recommendation
12 came to us to look towards some of these
13 corporate communities for -- because they
14 turn over their product every single year
15 and what is it that -- what do we have to
16 look at in order to access as many of
17 these devices as possible and what does
18 it mean and how much cleanup and all that
19 kind of stuff and then storing the new
20 information on them.

21 COUNCILMAN JONES: So in the
22 future library, the Jetsons library, are
23 we going to have strategic partnerships
24 with Borders or other book purveyors?

25 MS. REARDON: Well, not

1 4/7/15 - WHOLE - BILL 150162, etc.

2 Borders. We beat Borders at their own
3 game. Barnes and Noble.

4 COUNCILMAN JONES: Barnes and
5 Noble. That's what I mean.

6 MS. REARDON: So I would say
7 our future partnerships -- John, what do
8 you think?

9 I'm looking at my new CTO, who
10 is not paying any attention to me.

11 So what do you think? Who
12 should we be partnering with?

13 COUNCILMAN JONES: No, you
14 can't -- you have to come up here.

15 MS. REARDON: You have to come
16 up here, John. Come up here and say hi.

17 (Witness approached witness
18 table.)

19 COUNCILMAN JONES: You've been
20 here two days?

21 MR. MEIER: Last month
22 actually.

23 COUNCILMAN JONES: Welcome to
24 government.

25 MR. MEIER: Thank you very

1 4/7/15 - WHOLE - BILL 150162, etc.

2 much.

3 COUNCILMAN JONES: Thank you.

4 Say your name for the record.

5 MR. MEIER: John Meier.

6 I think there's some definite
7 opportunities on the corporate front.
8 I'm coming out of five and a half years
9 of Panasonic. I ran their North American
10 web, mobile. Pretty much anything
11 digital that passed through North America
12 was in my purview. Even some of the
13 conversations I've had post-Panasonic
14 world, I know that these large
15 organizations are looking to extend
16 themselves into underserved communities,
17 schools, libraries. I actually had a
18 conversation last evening with the FCP of
19 their B to B unit, which is Toughbooks,
20 about a program that they're putting
21 forward for affordable laptops. These
22 laptops they would be selling to schools
23 or different like non-profits would
24 retail at about \$400. I think there's a
25 way to engage them in some of the items

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2 that you were just talking about,
3 especially with pilot programs, and it's
4 a nice way for them to kind of market
5 themselves as a solution for these
6 underserved communities.

7 COUNCILMAN JONES:

8 Mr. President, I won't hold you, but I've
9 toured all 30-plus schools in my district
10 and some of them are more technologically
11 savvy than others, but one of the things
12 that they were using was iTunes platform
13 or these educational platforms that
14 allowed them to use teleconferencing,
15 allowed them to have like group
16 discussions, and this is almost 15 years
17 ago I saw it overseas.

18 So my question becomes, are we
19 at a point where the public, and
20 particularly our young people, will be
21 able to tap into a public domain through
22 a library and then open up vast platforms
23 that are there to do education, not just
24 books but --

25 MR. MEIER: Yeah. I mean, I

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2 think just in kind of the interview
3 process that I've had with the Library
4 and the research that I've done
5 individually, the Library is a single
6 source of access for the community. I've
7 had a chance to walk around through some
8 of the branches and understanding that in
9 many cases people are coming into these
10 buildings and they're using the computer,
11 they're being exposed to potentially
12 hardware that they would not have access
13 to. So for me, the mission of the
14 Library is to be providing people an easy
15 way to be working with modern technology,
16 especially technology that can be
17 potentially leveraged in a corporate
18 environment. So you're being exposed to
19 PC or modern Windows. You're being
20 exposed to the concept of a video chat,
21 whether it's something free like Skype or
22 more of a corporate version like a WebEx,
23 but the more that you can expose and
24 provide these services to people, I think
25 the better their skill sets will be and

1 4/7/15 - WHOLE - BILL 150162, etc.

2 obviously as a potential hire for any
3 opportunity professionally speaking.

4 COUNCILMAN JONES: So my
5 question/comment and I'll end it is, like
6 right now, if I had this when I was a
7 kid, oh, you know. So what I'm asking
8 you is, if you were to fast forward us
9 ten years from now, what will the
10 technology and the access to it in the
11 Library if you had a perfect world? What
12 would it be and, slash, how do we compete
13 with this by way of making the Library a
14 center point for activity as opposed to
15 me sitting in my bedroom?

16 MR. MEIER: I think it's less
17 of a competition and more of the way to
18 develop partnerships with these groups.
19 There's no way that the government or
20 anyone in civil services will be keeping
21 up with a cutting-edge hardware company.
22 It's just not what we do. But there are
23 ways to work with those groups to
24 understand how the technology can
25 basically develop our citizens, because

1 4/7/15 - WHOLE - BILL 150162, etc.
2 not everyone is going home with a \$650
3 iPhone and has access to that, or not
4 everyone has access to a surface, and I
5 think that that's, again, where the
6 Library could come in to help expose you
7 to those hardware products or software
8 products that actually work, because the
9 case of someone actually -- what people
10 are using as a child for their home
11 experience is very different than what
12 they will be leveraging again for a
13 professional corporate experience, and I
14 do believe that that is where the Library
15 can offer some advanced services to the
16 citizens.

17 MS. REARDON: So I just want to
18 jump in and say that a lot of this, you
19 have to remember, that -- yes, there's a
20 technology platform, but then there's the
21 interaction of our staff and that ability
22 to train and move people. And so, yes,
23 it's our library and staff, but we're
24 also exploring a number of different
25 positions, kind of very geeky type

1 4/7/15 - WHOLE - BILL 150162, etc.
2 digital strategy people that will be in
3 the libraries that will help train our
4 constituency. So, yes, we'll have the
5 platform. Yes, we'll have the gadgets,
6 but it's what you do with them and how
7 you build your capacity as a user.

8 COUNCILMAN JONES: So welcome
9 on board. You've been here a week. Next
10 week I expect --

11 MR. MEIER: I look forward to
12 it.

13 COUNCILMAN JONES: Thank you,
14 Mr. President.

15 COUNCIL PRESIDENT CLARKE:
16 Thank you, Councilman.

17 Just one last question. Our
18 analysis, we looked at your participation
19 on contracts and it says the rate is 10
20 percent. It's the lowest that it's been
21 in five years. Can you tell me what's
22 going on there?

23 MS. REARDON: Actually, that's
24 going to change by the end of the year,
25 because we have a number of new contracts

1 4/7/15 - WHOLE - BILL 150162, etc.
2 coming on. We fully intend to meet our
3 participation rate this year. But right
4 now it's -- the contracts you see are
5 longstanding contracts that we just
6 have -- have just been over.

7 COUNCIL PRESIDENT CLARKE: Will
8 that happen before we finish the budget?

9 MS. REARDON: We fully expect
10 to meet our current percentage with the
11 number of new contracts that are coming
12 on.

13 COUNCIL PRESIDENT CLARKE: This
14 fiscal year?

15 MS. REARDON: Yes. Yes.

16 COUNCIL PRESIDENT CLARKE: All
17 right. Okay. Thank you. Thank you very
18 much. Continue to do a good job.

19 MR. HEIM: Thank you.

20 (Witnesses approached witness
21 table.)

22 COUNCIL PRESIDENT CLARKE: Good
23 evening, sir.

24 COMMISSIONER DiBERARDINIS:
25 Good afternoon. Are you ready?

1 4/7/15 - WHOLE - BILL 150162, etc.

2 COUNCIL PRESIDENT CLARKE:

3 Ready if you are.

4 COMMISSIONER DiBERARDINIS: All
5 right. Good afternoon, Councilman Clarke
6 and members of Council. I'm Mike
7 DiBerardinis, Deputy Mayor and
8 Commissioner for the Department of Parks
9 and Recreation. With me are First Deputy
10 Commissioner Susan Slawson and Mark
11 Focht.

12 I would like to thank the Parks
13 and Rec Commission for their continued
14 support and work and leadership. Much
15 appreciation should also be directed
16 towards our dedicated and committed
17 staff.

18 My department continues to
19 advance the values of equity,
20 opportunity, and accessibility in our
21 daily work. We are closely connected to
22 the School District, supporting youth
23 development opportunities in 81
24 gymnasiums -- that's on top of our 54 or
25 55 gymnasiums -- and serves close to

1 4/7/15 - WHOLE - BILL 150162, etc.
2 12,000 children every year between
3 October and March. In addition, through
4 our collaboration of the 2015 program, we
5 are working with the School District, the
6 Water Department, and the national
7 non-profit Trust for Public Lands to
8 transform paved concrete schoolyards into
9 green play and learning spaces. To date,
10 we have completed one schoolyard, with
11 another set to start construction shortly
12 and three others in design. This program
13 has attracted over \$4.4 million in
14 private funds, leveraging School District
15 investment by almost five to one.

16 The Department is one of the
17 largest providers of seasonal jobs for
18 youth. We hire from neighborhoods all
19 over the City and attempt to build job
20 readiness through meaningful employment
21 and training.

22 Our seasonal workforce
23 development program, TreeKeepers, trains
24 a crew of ten ex-offenders to maintain
25 trees and green spaces across the City.

1 4/7/15 - WHOLE - BILL 150162, etc.

2 This program has grown recently in size
3 and scope, building upon the successes
4 and training its workers to be prepared
5 for the goal of future full-time
6 employment with the Department.

7 Also we work with PowerCorps.

8 This represents a diverse group of women
9 and men numbering around 60 receiving
10 critical workforce development
11 opportunities and training on parks and
12 recreation land under the supervision of
13 Department employees. Our operating
14 partner in this program is the Mayor's
15 Office and Education Works.

16 We help working families by
17 providing quality child care through our
18 after-school care programs. Our
19 department operates 80 after-school
20 programs, after-school care programs
21 during the school year. They are five
22 days a week, three hours a day, and serve
23 2,600 children. In addition, we operate
24 an early childhood tot recreation program
25 in 30 facilities for 522 children between

1 4/7/15 - WHOLE - BILL 150162, etc.
2 the ages of two and a half and five years
3 old.

4 I appear before you today to
5 present our proposed operating budget for
6 FY16, which includes General Fund
7 obligation of \$57,711,883 and Grants
8 Revenue of \$11,274,929. FY16 General
9 Fund budget reflects an increase of 3.9
10 million over FY15 estimated obligations.
11 The Class 100 request for \$43,429,053
12 sustains the Department's authorized
13 level of 706 General Fund full-time
14 positions. Approximately 9,300,000 is
15 proposed for Class 200, \$2.7 million in
16 Class 300 and 400, and roughly 2.3
17 million in Class 500.

18 Our proposed general operating
19 budget for FY16 includes an increase in
20 support of our collaborative efforts to
21 expand both the quality and the quantity
22 of youth workforce development
23 opportunities. Parks and Recreation is
24 providing structured work opportunities
25 in training while improving programming

1 4/7/15 - WHOLE - BILL 150162, etc.
2 and care of public lands and facilities
3 across our system.

4 Connected and in support of
5 this, the Department will seek to extend
6 our leadership role in the youth
7 workforce development to provide
8 meaningful pipeline opportunities for
9 entry into the workforce, both the public
10 sector and private sector workforce.

11 The dedicated men and women
12 serving in the Department of Parks and
13 Recreation represent various backgrounds
14 and diversities. We will continue to
15 foster opportunities for staff throughout
16 the Department through training,
17 recruiting, and career development.

18 Parks and Recreation executive
19 staff is 53 percent women, 47 percent
20 men, 33 percent African American, and 67
21 percent Caucasian. The full-time new
22 hire breakdown for FY15 is 21 percent
23 female, 79 percent male, 45 percent
24 minority, 55 percent Caucasian, and 7
25 percent bilingual.

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2 The Department of Parks and
3 Recreation is committed to supporting the
4 Administration's goals on minority,
5 women, and disabled business
6 participation in City contracting. Based
7 on available contracting opportunities,
8 the Department's FY16 participation goal
9 as established with OEO is 25 percent.
10 Our current participation is 9 percent in
11 the second quarter of FY15. However, we
12 anticipate by the third quarter our
13 participation rate will be close to 30
14 percent.

15 Should any Councilmembers wish
16 to engage in further discussion, we are
17 happy to meet with them and their staff
18 and be happy to entertain any questions.

19 COUNCIL PRESIDENT CLARKE:

20 Thank you. Thank you for your testimony.
21 A couple of quick ones.

22 Where are we at -- well, give
23 me the number on parking revenues. I
24 know we do parking revenues for the
25 regatta. Do we have any other park

1 4/7/15 - WHOLE - BILL 150162, etc.

2 related or events that generate revenue
3 as a result of parking?

4 MR. FOCHT: Councilman, we will
5 get you those numbers. I don't have them
6 off the top of my head. We haven't
7 started parking for the regatta season
8 yet, so we don't have any numbers --

9 COUNCIL PRESIDENT CLARKE: What
10 were they last year?

11 MR. FOCHT: -- for this spring.

12 COUNCIL PRESIDENT CLARKE: What
13 were they last year?

14 MR. FOCHT: I don't recall.
15 We'll get you the numbers. I don't know
16 them off the top of my head.

17 COUNCIL PRESIDENT CLARKE: We
18 ask about that every year.

19 MR. ALLEN: I can give you --

20 COUNCIL PRESIDENT CLARKE:

21 There you go.

22 (Witness approached witness
23 table.)

24 MR. ALLEN: I'm Bob Allen. I'm
25 Park Property and Concessions Manager.

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2 COUNCIL PRESIDENT CLARKE: Hi,
3 Bob.

4 MR. ALLEN: The regatta
5 revenues average -- they vary from year
6 to year, but they average somewhere
7 between \$20,000 and \$30,000 net of the
8 tax that we pay the City, the parking
9 tax, and I would suspect it would be
10 about the same this year.

11 COUNCIL PRESIDENT CLARKE: So
12 that's net based on parking tax?

13 MR. ALLEN: That's net after we
14 pay the fee -- after the parking company,
15 the concessionaire, takes their
16 percentage.

17 COUNCIL PRESIDENT CLARKE: When
18 you say "we" pay the fee, who pays -- you
19 said "we" pay the fee?

20 MR. ALLEN: No. The parking
21 concessionaire takes a percentage of the
22 revenue as part of their share for the
23 concession, and then we pay a parking tax
24 to the City of Philadelphia. They do.
25 They take that out.

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2 COUNCIL PRESIDENT CLARKE: Let
3 me understand this. So all of the
4 parking for the regatta and other events
5 are on publicly owned land, right?

6 MR. ALLEN: That's correct.

7 COUNCIL PRESIDENT CLARKE: And
8 are we paying them to park cars on our
9 land?

10 MR. ALLEN: They take a
11 percentage of the revenue that's
12 collected as their share for managing the
13 parking on our property.

14 COUNCIL PRESIDENT CLARKE:
15 Okay.

16 MR. ALLEN: And then they must
17 pay the City of Philadelphia the parking
18 tax.

19 COUNCIL PRESIDENT CLARKE:
20 Okay. So how does the selection process
21 work? Is it an RFP out for lowest
22 responsible bidder?

23 MR. ALLEN: Yes. We issued an
24 RFP just about a year ago and we had two
25 responses and we selected a company

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2 called Standard Parking.

3 COUNCIL PRESIDENT CLARKE:

4 Okay. And am I right in assuming that
5 the cost associated with the privately
6 owned parking is less expensive than
7 having the Philadelphia Parking Authority
8 provide that service?

9 MR. ALLEN: Well, I'm not sure
10 the Parking Authority could provide that
11 service. I'm not sure if they're
12 equipped to do it. What Standard Parking
13 does is pretty specialized.

14 COUNCIL PRESIDENT CLARKE: They
15 pull the cars up on the grass. I mean,
16 what's special about that?

17 MR. ALLEN: Well, they do --
18 they do other things. First they did
19 determine what areas are best to park in
20 and they arrive at about 5:00 in the
21 morning for regattas, and they cordon off
22 areas of the park and set up security --

23 COUNCIL PRESIDENT CLARKE: I'm
24 very familiar about that. That's the
25 part that kind of ticks the community

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2 off. They block off the street and say,
3 You can't go there, and up on Lemon Hill
4 they block off that area where you can't
5 park. But go ahead. I'm sorry,
6 Mr. Allen.

7 MR. ALLEN: And so they do that
8 and they collect cash at the lots from --

9 COUNCIL PRESIDENT CLARKE:
10 Parking Authority is real good at that.

11 MR. ALLEN: Well, I guess they
12 collect it in meters. I haven't seen
13 them collect it personally the way the
14 Standard Parking does. But I think we're
15 better off using a private firm. That's
16 my personal opinion about it.

17 COUNCIL PRESIDENT CLARKE: Why?

18 MR. ALLEN: Standard Parking
19 does a very good job for us. Well, they
20 do it very efficiently. They do it all
21 over the City, not just for the City of
22 Philadelphia. As a matter of fact, it's
23 a nationwide firm and they have a great
24 deal of experience doing the kinds of
25 events that we do here in Philadelphia.

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2 COUNCIL PRESIDENT CLARKE: I'm
3 not questioning. So any revenues that go
4 to the Parking Authority above a certain
5 threshold goes to the School District; am
6 I correct?

7 MR. ALLEN: I don't -- I'm not
8 familiar with the arrangements with the
9 Parking Authority.

10 COUNCIL PRESIDENT CLARKE: So I
11 see Rebecca saying, There's Clarke again.

12 So the way that -- we've
13 established a process that there's a
14 threshold, and once revenue goes beyond
15 that threshold going to the Parking
16 Authority, that money goes directly to
17 the School District. So because the
18 Parking Authority is a publicly owned
19 entity, if they were competitive with the
20 rates associated with the privately owned
21 company, if somehow all that money comes
22 into the publicly owned land, on the
23 publicly owned land with the publicly
24 owned organization basically conducting
25 the public parking, then I would -- it

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2 gives me -- and maybe I don't know what
3 I'm talking about, but it seems like all
4 the revenue is going to the public.

5 MR. ALLEN: Well, we have a
6 similar arrangement at Parks and
7 Recreation. We have the Program and
8 Facilities Fund that was approved by City
9 Council. The revenue from parking goes
10 into that fund from the parking
11 concession and it's available to invest
12 in the Fairmount Park system.

13 COUNCIL PRESIDENT CLARKE: How
14 much is that?

15 MR. ALLEN: On average each
16 year it's a little over \$300,000
17 throughout the system. We have other
18 parking areas that Standard Parking
19 manages on behalf of Parks and
20 Recreation.

21 COUNCIL PRESIDENT CLARKE: All
22 right.

23 MR. ALLEN: And that parking
24 revenues are then designated for those
25 areas. For example, we park at FDR for

1 4/7/15 - WHOLE - BILL 150162, etc.

2 the Eagles games and those revenues are
3 retained and reinvested in FDR Park.

4 COUNCIL PRESIDENT CLARKE:

5 That's something that we can obviously do
6 I'm assuming with the Parking Authority
7 if we enter into a contract.

8 I'm just trying to maximize
9 revenue to the City. If this doesn't
10 make any sense, then it doesn't make any
11 sense, but if you're using publicly owned
12 land -- we had an earlier conversation
13 about the municipal marketing, where some
14 people are putting some digital devices
15 on privately owned land and the revenue
16 that we're generating is based on the tax
17 on the advertisement and pretty much it.
18 And they've actually contributed to some
19 of the non-profits, but if we moved
20 across the street, we would get all the
21 revenue from that marketing, of the
22 municipal marketing program. So I'm
23 looking at the park as a way to maximize
24 all of the revenue by using publicly
25 owned entities.

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2 COMMISSIONER DiBERARDINIS: I

3 think if the Parking Authority is
4 interested, we could certainly talk to
5 them, if they're interested in competing
6 or becoming part of that process. I
7 think up to this point they've not
8 responded. I don't think we've reached
9 out to them, but they have not responded
10 to the RFP. So we could open up that
11 discussion with them.

12 I understand your point about
13 capturing all the revenue possible,
14 keeping that within the public sector.
15 It makes sense. I think the question
16 here is, is there an appetite and an
17 interest on the Parking Authority in
18 moving forward and considering being a
19 concessionaire.

20 COUNCIL PRESIDENT CLARKE:

21 Okay. I mean, I think we need to look at
22 every opportunity. I'm not against the
23 private sector, but if there's a way of
24 creating more revenue to the City and the
25 School District, I think we need to look

1 4/7/15 - WHOLE - BILL 150162, etc.
2 at that.

3 So Page 2, I think your
4 testimony shows currently 88 vacant
5 positions in the Department?

6 Thank you, Mr. Allen.

7 COMMISSIONER DiBERARDINIS:
8 We're tracking it and it's over 11
9 percent. So that works out when you look
10 at 607 as -- 706 as our complement, give
11 or take a few, that's right.

12 COUNCIL PRESIDENT CLARKE: I'm
13 sorry. Say that again.

14 COMMISSIONER DiBERARDINIS:
15 That number feels right. Our current
16 rate is 11.75.

17 COUNCIL PRESIDENT CLARKE: So
18 that's 88?

19 COMMISSIONER DiBERARDINIS:
20 Right. It comes out roughly.

21 COUNCIL PRESIDENT CLARKE: Is
22 there a reason?

23 COMMISSIONER DiBERARDINIS:
24 Yeah. We're really unhappy with it. So
25 we carry a higher rate than that

1 4/7/15 - WHOLE - BILL 150162, etc.
2 generally in our skilled trades. We've
3 had trouble. We're doing better. We
4 really focused on that, but we still have
5 a great deal of difficulty filling
6 skilled trades. About a year ago we did
7 a big campaign, went on the radio. We
8 did -- we had spots, radio spots. We did
9 promotions throughout our system. We
10 brought that number down some. But it
11 contributes to that 11 percent.

12 We're also continuing to have a
13 lot of folks leaving on DROP. They tend
14 to be the longest serving folks and at
15 the highest level. So you fill one
16 position, you have another vacancy. You
17 might have to fill three or four
18 positions to fill the vacancy. That
19 takes time, and that also contributes to
20 our vacancy rate.

21 So there's a good -- there's
22 reasons, none of them make me happy, but
23 there's reasons for the rate being
24 somewhat higher than it generally is, and
25 I think they're two of the big reasons.

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2 COUNCIL PRESIDENT CLARKE:

3 Okay. I'm not sure I understand. I'm
4 going to steal one of Councilman Jones's
5 questions about this issue about filling
6 these positions. I know Councilman Jones
7 has had this theme about working with the
8 public school system. We're on this
9 theme. You see the charts back here,
10 schools, schools. And if there is
11 revenue based on our authorization of a
12 budget, could we create some sort of an
13 apprenticeship program within the
14 Department with this money that appears
15 to be available?

16 COMMISSIONER DiBERARDINIS:

17 Well, we have actually done that. We
18 have expanded our seasonal hiring over
19 the last year or so, and not just --

20 COUNCIL PRESIDENT CLARKE: I'm
21 not talking about seasonal.

22 COMMISSIONER DiBERARDINIS:

23 Well --

24 COUNCIL PRESIDENT CLARKE: I'm
25 talking about full-time hiring.

1 4/7/15 - WHOLE - BILL 150162, etc.

2 COMMISSIONER DiBERARDINIS: I'm
3 just trying to construct a journey from
4 surplus or new dollars to permanent jobs.

5 So we hire 1,700 seasonal
6 employees, 1,600 annually. About 300 of
7 them work six to nine months and they're
8 between the ages of 18 and 24. So we
9 have started to begin -- and I talked
10 about it a little bit in my testimony.
11 We started to train, consciously train,
12 these young people in skill sets that
13 would mirror what we do, but mostly --
14 well, in all of the categories -- in
15 programs, in skill trades, and in ground
16 maintenance. So we're just beginning a
17 conscious effort to establish a
18 conscious -- not just this person hooked
19 up with this person and they learned a
20 little bit, but a conscious career
21 development, exposure to the broad
22 elements of the Department, and real hard
23 skill training so folks can move up and
24 actually move from a seasonal employee
25 and compete for civil service jobs in our

1 4/7/15 - WHOLE - BILL 150162, etc.
2 department.

3 COUNCIL PRESIDENT CLARKE: Who
4 does the training in the Department?

5 COMMISSIONER DiBERARDINIS: We
6 do. Our season staff, our master
7 plumbers, our arborists, our program
8 leaders. We're just beginning to
9 identify them and to establish the
10 curriculums that these folks would be
11 involved in that would ready them for
12 work, for public sector work in our
13 department but also in private sector,
14 like grounds maintenance in big
15 institutions or working with landscape
16 companies so they could also have the
17 skill set to compete for jobs in the
18 private sector as well. Our primary
19 focus is our department and the public
20 sector.

21 COUNCIL PRESIDENT CLARKE:
22 Okay. Do you have anything in writing in
23 terms of the program?

24 COMMISSIONER DiBERARDINIS:
25 Yes.

1 4/7/15 - WHOLE - BILL 150162, etc.

2 COUNCIL PRESIDENT CLARKE: Can
3 you forward that to us?

4 COMMISSIONER DiBERARDINIS:

5 Yeah. We recently hired approximately 25
6 rec specialty instructors in the Program
7 Division. They've been exposed to the
8 broad -- so far they've been exposed to
9 the broad elements of all -- what we do
10 across our system, and they've been
11 working with senior long-term program
12 employees to sort of learn some of the
13 skills of the trade, so to speak.

14 COUNCIL PRESIDENT CLARKE: How
15 and where were they hired from?

16 COMMISSIONER DiBERARDINIS:

17 Well, they're hired from the
18 neighborhoods. So they came up through
19 the system. They're hired from various
20 rec centers, neighborhoods throughout the
21 City.

22 COUNCIL PRESIDENT CLARKE:

23 Okay. Is the information that you're
24 going to provide to us --

25 COMMISSIONER DiBERARDINIS:

1 4/7/15 - WHOLE - BILL 150162, etc.

2 We'll provide you with all of that.

3 COUNCIL PRESIDENT CLARKE: All
4 right. Thank you. I'll come back.

5 The Chair recognizes Councilman
6 Jones.

7 COUNCILMAN JONES: Thank you,
8 Mr. President.

9 A couple of things. First I
10 want to start with the Dell and the
11 turnaround that that facility has had,
12 and give me a preview of what to expect
13 for the summer 2015.

14 DEPUTY COMMISSIONER SLAWSON:
15 Thank you. Susan Slawson.

16 Thank you, Councilman Jones.
17 We are looking forward to having another
18 very effective -- we've been doing
19 everything possible to ensure that we
20 provide the young men and women, the
21 senior men and women that come to the
22 facility with a Dell experience. And
23 what I mean by that is, it's important
24 that we provide the best customer service
25 possible. And so when we talk about

1 4/7/15 - WHOLE - BILL 150162, etc.
2 customer service, we're not just talking
3 about the kindness of the people that --
4 the ushers and the security. We're
5 talking about the entire facility.

6 There have been a number of
7 upgrades to the facility. We just had
8 the outside of the venue, the facade,
9 completely renovated. We've added
10 additional concession stands, because our
11 customers were complaining that there
12 were issues with the long lines. And so
13 we've added three additional
14 concessionaire bays, which is pretty
15 exciting for us, plus another two
16 specifically for water ice. And it's
17 also an opportunity for us to offer a
18 small business owner a chance to come in
19 and get the water ice stand as well.

20 And so on top of the
21 renovations, we've also been able to put
22 some wayfinding signs outside and
23 throughout the park, and you should
24 expect to see some in Center City on
25 Broad Street this summer, the Dell Music

1 4/7/15 - WHOLE - BILL 150162, etc.
2 Center.

3 We have been able to go after
4 artists that normally we haven't been
5 able to bring to the Dell Music Center
6 because of the costs, but because we've
7 been able to actually bring in some
8 revenue, we've been able to go after the
9 Patti LaBelles. And I'd like to say it's
10 on record, she will be our first -- our
11 opening act this summer. We're closing
12 with -- I'm only giving you a sneak
13 preview of the artists.

14 COUNCILMAN JONES: Nobody is
15 listening.

16 DEPUTY COMMISSIONER SLAWSON:
17 We'll also have -- close with Larry
18 Graham and Breakwater and Bootsy Collins.

19 So our customers have proven to
20 us that they believe in the Dell Music
21 Center. The first couple years were
22 really rocky. We had to build up our --
23 we had to make some changes because there
24 had been some challenges with some past
25 behavior, whether people knew what was

1 4/7/15 - WHOLE - BILL 150162, etc.
2 coming. Now they know. We've put out in
3 advance what shows are coming. They know
4 exactly what's going to happen at the
5 venue. And the venue is just the
6 amphitheater. There's not a bad seat in
7 the place. People enjoy -- it's a family
8 home now.

9 One of the things that we
10 talked about when we first started doing
11 the Dell was that we wanted this to be a
12 summer location, and what we're finding
13 out now is that people are actually
14 building their summer vacations around
15 the concerts that are happening at the
16 Dell.

17 The other goal was to make sure
18 that this wasn't just Philadelphia. It
19 was the tri-state. And we're getting
20 people from New York, from Delaware, from
21 New Jersey, from Connecticut, from the
22 South. People are finding out about
23 various concerts, and so they're coming
24 from all over. And we had six of our
25 eight concerts sell out for the first

1 4/7/15 - WHOLE - BILL 150162, etc.
2 time last season. The expectation is to
3 have six of our, if not seven, of our
4 concerts sell out again this season. We
5 were able to work with -- the McDonald's
6 has a 15 city tour of a Gospelfest, and a
7 gentleman approached me. We will have
8 that concert at the Dell Music Center.
9 So one of the 15 cities will be here in
10 Philadelphia at the Dell Music Center.
11 Shirley Ralph is going to bring the Divas
12 concert to the venue this summer as well,
13 and that's a celebration of -- she's been
14 doing this on the West Coast for 24
15 years, raising the awareness of AIDS. So
16 this year for the first time we will have
17 that concert at the Dell Music Center,
18 and it is all about the awareness of
19 AIDS.

20 A couple more things --
21 (Bell rung.)

22 DEPUTY COMMISSIONER SLAWSON:

23 Is that for me?

24 Two more things. So culturally
25 we're trying to ensure that we have the

1 4/7/15 - WHOLE - BILL 150162, etc.
2 arts at the venue. It's culturally --
3 Philadanco, Black Pearl Chamber of
4 Commerce, and we're looking for other
5 genres.

6 I'll stop.

7 COUNCILMAN JONES: So a couple
8 things. I think you've done a wonderful
9 job and I appreciate the effort to bring
10 the Grand Old Lady of the Park back, and
11 I wanted to say that publicly.

12 How are we doing with Venice
13 Island? Beautiful facility. We already
14 know that, but by way of promoting
15 venues. And if my colleagues have not
16 been there, you need to go. It is
17 awesome. It's awesome.

18 DEPUTY COMMISSIONER SLAWSON:
19 It is another one of those gems right
20 here in the City of Philadelphia. We're
21 going to have on April the 11th, we'll
22 have the -- the mayoral candidates will
23 be hosted at Venice Island, April the
24 11th at 11 o'clock. They're going --

25 COUNCILWOMAN BROWN: That's in

1 4/7/15 - WHOLE - BILL 150162, etc.

2 your district, Councilman.

3 COUNCILMAN JONES: Yeah, but I
4 didn't know when.

5 DEPUTY COMMISSIONER SLAWSON:

6 April the 11th, yes. And we're
7 partnering with WURD, and we're going to
8 have a group of our young people, some
9 from Enon, some from Parks and
10 Recreation, some from the Boys and Girls
11 Club, because that's who we're partnering
12 with as well, and they're going to
13 present questions to the potential
14 candidates.

15 Venice Island is booked until
16 next October. That's exactly how we
17 visioned it to be. Leo Dignam sitting
18 here, if you have other questions, he
19 could actually come, but we have booked
20 that place until next October.

21 COUNCILMAN JONES: So I just
22 wanted to say how well you guys have
23 taken opportunity. So when EPA said we
24 had a problem, you took that, flipped
25 that, and created a venue that everybody

1 4/7/15 - WHOLE - BILL 150162, etc.
2 can be proud of. So that kind of
3 creative thinking, outside of the box
4 from whether it's you guys at Rec or you
5 guys at Fairmount Park is what I'm just
6 used to now. So you make something out
7 of nothing and you create what I like to
8 dub as staycations, like you can plan to
9 stay home and still not have an
10 uneventful summer. You can still kind of
11 have affordable entertainment in
12 neighborhoods. So whether it's Venice
13 Island, whether it's Mann Music Center --
14 got to give them their shout-out -- or
15 the Grand Old Lady of the Park, the Dell,
16 I mean, if you really want to stay in
17 Philly, there's stuff to do and we don't
18 have to be envious of Camden's waterfront
19 or anybody else.

20 DEPUTY COMMISSIONER SLAWSON:

21 You know, we were talking about the
22 Dell -- can I?

23 COUNCILMAN JONES: Yes.

24 DEPUTY COMMISSIONER SLAWSON:

25 We were talking about the Dell and it was

1 4/7/15 - WHOLE - BILL 150162, etc.
2 suggested that maybe when the Pope comes,
3 maybe that's one of the locations that we
4 could host and actually preview with
5 video cameras with our big screen right
6 there at the Dell. And that's a location
7 where we could actually have -- because
8 everybody is not going to fit on the
9 Parkway, but here's another outlet that's
10 a part of our system that could be used.

11 COUNCILMAN JONES: I just want
12 to say our Chair of Parks and Recreation
13 Committee has done a wonderful job of
14 inspiring all of us to spend our money.

15 COUNCILWOMAN BASS: Yes, I did.
16 And more to come.

17 COUNCILMAN JONES: Yeah, I'm
18 sure.

19 How are we doing on cameras? I
20 know Councilwoman stuck me up. I just
21 want to make sure everyone was getting
22 stuck up equally.

23 DEPUTY COMMISSIONER SLAWSON:
24 So thanks to the great work of
25 Councilwoman Bass and reaching out to

1 4/7/15 - WHOLE - BILL 150162, etc.

2 other Councilmembers, we have currently
3 been able to install 617 cameras in 49
4 sites. And it gets better. Yeah, you
5 deserve an applause for that.

6 (Applause.)

7 DEPUTY COMMISSIONER SLAWSON:

8 And it was Councilwoman Bass's idea, and
9 it's a wonderful idea, because the
10 security cameras really help us with
11 safety in our facilities. And so with
12 the funds that are allotted, there are
13 still 26 sites that will have 306 cameras
14 installed. And also we're having
15 Mosquitos installed at some of those
16 sites. And the Mosquitoes are the
17 sounding devices that those young people
18 that are 21 years and under, I can't hear
19 it, but they could hear it and it
20 prevents them from hanging around after
21 our facilities close and just loitering.
22 Yeah. And so some of our sites have
23 those as well.

24 COUNCILMAN JONES: What do you
25 call it? I'm sorry.

1 4/7/15 - WHOLE - BILL 150162, etc.

2 DEPUTY COMMISSIONER SLAWSON:

3 They're called Mosquitoes.

4 COUNCILMAN JONES: I hear them
5 all the time.

6 COUNCILMAN NEILSON: You and me
7 both.

8 DEPUTY COMMISSIONER SLAWSON:

9 And there's still 14 projects that are
10 under construction and 11 sites that are
11 out to bid and an additional 12 that are
12 still in design. And so we are looking
13 forward to moving forward and continuing
14 to make sure all of our facilities are
15 outfitted. And I really would like to
16 give you all an applause, because this
17 helps our system so much.

18 Thank you so much, Councilwoman
19 Bass.

20 (Applause.)

21 COUNCILMAN JONES: And I'll
22 stop with this. I used to brag a year
23 and a half ago about daylighting, which
24 was done in our parks, where we took
25 rainwater runoff, daylighted it and made

1 4/7/15 - WHOLE - BILL 150162, etc.
2 it a nice creek for young kids to do. I
3 want you to know we went to the
4 Governor's office and asked him if he
5 would stock those tributaries with bass
6 and trout, and he has promised to look
7 into it so that we can have the Andy of
8 Mayberry experience in the inner city.
9 So thank you guys very much.

10 MR. FOCHT: Thank you.

11 COUNCILWOMAN BROWN: Thank you,
12 Majority Leader Jones.

13 Good afternoon.

14 DEPUTY COMMISSIONER SLAWSON:
15 Good afternoon.

16 COUNCILWOMAN BROWN: I want to
17 revisit and follow up on questions raised
18 by President Clarke around MBE/WBE
19 participation. In your testimony, I
20 guess it's back at Page 1, you indicate
21 in the contract summary as of December
22 2014 that the participation rate to date
23 is 9 percent. In what areas do you see
24 diverse participation within the
25 Department?

1 4/7/15 - WHOLE - BILL 150162, etc.

2 COMMISSIONER DiBERARDINIS: We
3 anticipate that we will let a number of
4 contracts in the third quarter that will
5 push our rate up to approximately 30
6 percent. I can have Marissa give you the
7 detail if you need it.

8 COUNCILWOMAN BROWN: Please.

9 COMMISSIONER DiBERARDINIS:
10 What the sequence might be and who are
11 some of those firms.

12 COUNCILWOMAN BROWN: Yeah.
13 That would be helpful. And very
14 specific, what are the total firms, how
15 many were Philadelphia-based and --
16 that's my principal question, and the
17 types of firms, just to give us a
18 snapshot of the types of firms.

19 (Witness approached witness
20 table.)

21 MS. WASHINGTON: Marissa
22 Washington.

23 We won't have -- we can send
24 you the information as far as the
25 location of the firms, but for our third

1 4/7/15 - WHOLE - BILL 150162, etc.
2 quarter, they are consultants -- most of
3 the contractors are affiliated with the
4 Dell, and we are just in the process of
5 really getting all those contracts
6 confirmed. That was one of the reasons
7 why they were not included through the
8 second quarter.

9 COUNCILWOMAN BROWN: So let's
10 look at last year. Do you have
11 information from last year that speaks to
12 of the total firms, how many were
13 Philadelphia-based?

14 MS. WASHINGTON: We can get you
15 that information. From FY14 or are you
16 talking about the first and second
17 quarter of --

18 COUNCILWOMAN BROWN: FY14.

19 MS. WASHINGTON: We'll have to
20 get you that information for FY14.

21 COUNCILWOMAN BROWN: Okay. So
22 let me state forever going forward, we
23 want to know how many firms are
24 Philadelphia-based. So that needs to be
25 added to the demographic material,

1 4/7/15 - WHOLE - BILL 150162, etc.
2 because I don't know if you were here at
3 the very opening of the budget testimony
4 when the request was made to your
5 colleague in the back that we wanted
6 great detail. So this only scratches the
7 surface for me in what and how well we're
8 doing when it comes to Philadelphia-based
9 companies. And the reason my antenna
10 goes up is because I pay attention to
11 contractors that are on City Hall
12 courtyard and when I see non-Philly zip
13 codes, I'm disturbed by that. And so
14 that's what we need then.

15 When you say you're going to
16 get back to us, then we have to count on
17 being available when you get back, which
18 for me delays the information we're
19 trying to seek. And so as a matter of
20 practice going forward for all
21 departments -- and, in fact, last year I
22 put this in writing to the Mayor. So
23 it's clear to me I need to put it in
24 writing again -- that we need and we want
25 to have data that speaks to

1 4/7/15 - WHOLE - BILL 150162, etc.
2 Philadelphia-based businesses. This is
3 really important for us when taxpayers
4 are paying what they pay. That's really,
5 really important. So if you could
6 provide that, that would be great.

7 So now let's move to the data
8 you provided with regards to the makeup
9 and demographics of your department,
10 Commissioner. What was the instruction
11 you received from your colleague with
12 regards to what we wanted with regards to
13 staff demographics?

14 COMMISSIONER DiBERARDINIS: We
15 have a breakdown here and I assumed you
16 got this spreadsheet here of Department
17 demographics.

18 COUNCILWOMAN BROWN: Yes. Is
19 that the Page 2?

20 COMMISSIONER DiBERARDINIS:
21 What we sent you was what we thought you
22 had requested, executive staff managers,
23 entire department, and grant-funded
24 employees.

25 COUNCILWOMAN BROWN: Okay. So

1 4/7/15 - WHOLE - BILL 150162, etc.

2 this scratches the surface.

3 COMMISSIONER DiBERARDINIS:

4 Pardon?

5 COUNCILWOMAN BROWN: This
6 scratches the surface, because it does
7 not at all give me a picture of really
8 what the Department looks like. These
9 numbers are helpful, but they don't
10 provide a picture. So what I'm asking
11 for is a table of organization showing
12 the full-time executive staff, middle
13 management staff, support staff, district
14 staff. I want to see a table of
15 organization that shows the Department
16 with boxes and what those departments
17 look like in terms of diversity. That's
18 when I get a picture, having worked in
19 government a long time ago and knowing
20 that table of organizations matter when
21 we're trying to build departments that
22 look like Philadelphia. That would be
23 very, very helpful.

24 So to that end, what is the
25 role of the regional district staff and

1 4/7/15 - WHOLE - BILL 150162, etc.

2 where do they fit in this graph that you
3 just provided to me?

4 COMMISSIONER DiBERARDINIS: We
5 have two regional managers, and as a
6 product of the merger, we created two
7 civil service positions. One would
8 coordinate both -- it was an attempt to
9 coordinate the combined departments'
10 activities in the -- we cut the City in
11 half -- in the northern and southern
12 sections. So they coordinate with the
13 Central Office down into the field, and
14 they are sort of responsible -- they are
15 responsible for operations and program
16 support in the north and the southern
17 region, and then they go down to the
18 operations managers and the district
19 managers.

20 COUNCILWOMAN BROWN: That's
21 exactly what I need to see. So they
22 report to whom? Those two managers
23 report to whom?

24 COMMISSIONER DiBERARDINIS:
25 They report to Sue Slawson and Mark

1 4/7/15 - WHOLE - BILL 150162, etc.

2 Focht.

3 COUNCILWOMAN BROWN: And what's
4 the gender?

5 COMMISSIONER DiBERARDINIS: One
6 male and one female.

7 COUNCILWOMAN BROWN: And the
8 ethnicity?

9 COMMISSIONER DiBERARDINIS:
10 They're both white.

11 COUNCILWOMAN BROWN: So were
12 these positions professionals who were
13 able to ascend to greater position and
14 responsibility?

15 COMMISSIONER DiBERARDINIS: I'm
16 sorry. Yes. Civil service positions.
17 The spec was written and exams were given
18 to --

19 COUNCILWOMAN BROWN: Specs were
20 written by whom?

21 COMMISSIONER DiBERARDINIS: The
22 Department wrote the specifications and
23 we worked with Central Personnel to
24 create the specs for the job, create a
25 civil service title, and then give the

1 4/7/15 - WHOLE - BILL 150162, etc.

2 examination.

3 COUNCILWOMAN BROWN: And in
4 instances like that, is that opportunity
5 then opened up to any interested
6 professionals within the Department?

7 COMMISSIONER DiBERARDINIS:
8 Within the Department.

9 COUNCILWOMAN BROWN: And how is
10 that information shared?

11 COMMISSIONER DiBERARDINIS:
12 Broadly we post it and post the job and
13 it's broadly posted, and people apply.
14 They sort of -- they apply to take the
15 test, and then the test is given and then
16 we get the scores and they're listed one
17 through whatever. If there's 15 people,
18 one through 15.

19 COUNCILWOMAN BROWN: Okay. And
20 so across government, is there a practice
21 to provide training, for lack of a better
22 word, teaching to help people elevate to
23 the next level so that they can ascend in
24 government in terms of leadership and
25 responsibility?

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2 COMMISSIONER DiBERARDINIS: I
3 can only speak for our department. I
4 don't have enough experience to know --
5 we consistently -- we invested -- we've
6 raised a lot of money to train our staff
7 and invested some of our scarce dollars,
8 but raised a lot of money to train most
9 all divisions of the Department. So
10 we're right now, we're conducting sort of
11 sustainability training and high-quality
12 land management all the way down to our
13 custodial -- down to our grounds
14 maintenance staff, and that's hundreds
15 and hundreds of people involved in that.
16 We are training a lot of our middle-level
17 managers. We have a relationship with
18 Bryn Mawr College doing leadership
19 training, real basic sort of skill
20 development, managerial, organizational
21 skill development. It's not hard skill
22 like how do you fix a pipe or how do you
23 establish an arts program, but it's more
24 leading in a big organization, managing
25 and supervising staff. So we've done --

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2 we've just concluded -- maybe 60 to 80
3 staff have just concluded a ten- or
4 12-session training with Bryn Mawr
5 College. So we can send you a much more
6 comprehensive list of all the trainings
7 and the level and who participated in
8 those trainings.

9 COUNCILWOMAN BROWN: I'm
10 interested in who, because I have no --
11 every confidence that if you're doing
12 business with Bryn Mawr College, they are
13 who they are and with the terrific
14 reputation that they have. My principal
15 concern is ensuring that in this
16 department -- so let be me real clear.
17 In this department and in Water, women
18 and people of color are being given every
19 opportunity to ascend to positions of
20 leadership and responsibility. And
21 throughout the year, I get e-mails and
22 anecdotes, and I can't prove any of it,
23 but I can ask the questions on the record
24 at the appropriate time of year.

25 COMMISSIONER DiBERARDINIS:

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2 Look, we welcome the questions. We are
3 open to advancing our practice and
4 improving the recruitment, number one,
5 the broad recruitment, and part of a lot
6 of what we've done in the last year
7 around trying to convert seasonals into
8 full-time positions is kicking open the
9 doors for a lot of people who may not
10 have access to the Department, looking at
11 our past practices and changing them when
12 they're not good enough, and responding
13 very openly and positively to critiques
14 or suggestions that come from this body.

15 COUNCILWOMAN BROWN: Thank you
16 for that. If Councilwoman Sanchez was
17 here, she would ask, And how far along
18 have we come, because she asks this
19 question every single year, and some
20 questions for sure we sound like a broken
21 record. So we just have to keep pressing
22 the envelope. How far have we come with
23 regards to her continuing legitimate
24 concern to make sure that there are
25 people in the Department that reflect

1 4/7/15 - WHOLE - BILL 150162, etc.

2 that community?

3 COMMISSIONER DiBERARDINIS: To
4 answer that question directly, when we've
5 been able -- with grant funds, when it's
6 kind of our choice, not --

7 COUNCILWOMAN BROWN: Yes.

8 COMMISSIONER DiBERARDINIS:
9 Look, I'm a believer in civil service,
10 but when it's our choice, we've had 22
11 hires in grant funds, 77 percent female,
12 59 percent African American, and 18
13 percent Latino. When we move up into the
14 civil service system -- and some of it we
15 have not been good enough to recruit. So
16 as people -- you have to open the doors
17 at the base of the civil service system
18 to kind of take in, like you said
19 earlier, what the City looks like
20 racially and class-wise.

21 COUNCILWOMAN BROWN: Yes.

22 COMMISSIONER DiBERARDINIS: So
23 we have not been as good at that as we
24 could have been, and I'll own that. But
25 I think a systematic look at the civil

1 4/7/15 - WHOLE - BILL 150162, etc.
2 service, how it works, the job
3 classifications, and how they're
4 structured and what are the education
5 requirements, how do you kind of move
6 people up from base education to get in
7 and then improve their education as they
8 ascend in the organizations or
9 departments and being able to understand
10 the market in a more clearer way. And I
11 think we would love to work with Central
12 Personnel to kind of figure out what the
13 market is and how do we go to that market
14 and recruit to build our diversity. And
15 we have not -- we've paid attention to
16 it, but we -- I'm talking about my
17 department, my leadership -- have not
18 been as good as we had hoped we would
19 have been. We worked with Councilwoman
20 Sanchez, created a rec leader trainee or
21 rec leader --

22 MS. WASHINGTON: We canvassed
23 the list to see if there were any
24 bilingual candidates for the recreation
25 leader trainee and the assistant rec

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2 leader.

3 COMMISSIONER DiBERARDINIS: And
4 we created a certification, a bilingual
5 certification. We had eight recruiting
6 sessions in her district, and we ended
7 up --

8 COUNCILWOMAN BROWN: Because
9 you really do have to meet people where
10 they are, on the ground.

11 COMMISSIONER DiBERARDINIS: We
12 ended up we spent about six months to
13 nine months doing that, and we were able
14 to hire two Spanish-speaking applicants.

15 COUNCILWOMAN BROWN: So effort
16 matters, and you're better now than you
17 were six months before that.

18 COMMISSIONER DiBERARDINIS: And
19 what I'm saying, we had hoped that we
20 would reap more benefits in terms of
21 diversity from that process. We just
22 learned sort of what the obstacles were,
23 so we're better off. The next time we do
24 it, we'll do a better job.

25 COUNCILWOMAN BROWN: Sure.

1 4/7/15 - WHOLE - BILL 150162, etc.

2 Well, that's an improvement from last
3 year as well.

4 COMMISSIONER DiBERARDINIS: It
5 is. It's not good enough, but it's some
6 progress.

7 COUNCILWOMAN BROWN: Progress
8 is typically incremental. Sometimes at a
9 snail's pace in government, but as long
10 as it happens.

11 So the table of organization
12 will give me a keener sense of where we
13 are and what the Department looks like.
14 And in that, capture civil service
15 employees as well as grant employees
16 where you have far greater flexibility.

17 COMMISSIONER DiBERARDINIS:
18 Would you want seasonal employees, the
19 six- to nine-month employees that we hire
20 or --

21 COUNCILWOMAN BROWN: No. I'll
22 focus purely on the full time.

23 COMMISSIONER DiBERARDINIS: All
24 right. Very good.

25 COUNCILWOMAN BROWN: So I know

1 4/7/15 - WHOLE - BILL 150162, etc.

2 I've taken five minutes and Councilwoman
3 Bass was up next.

4 Thank you, Commissioner.

5 Thank you, colleagues.

6 COUNCILWOMAN BASS: Thank you.

7 I just had a couple of quick
8 questions, and the first is just going
9 back to Councilman Jones and the question
10 on cameras. And I know you gave the
11 information in terms of what's been done,
12 but I just wanted to know if you could
13 put that into some sort of context in
14 terms of if we're on target to meet the
15 three-year goal of implementation. We
16 had said that we would like to do this
17 over a three-year period, because I have
18 other ideas for all my colleagues how to
19 spend money in future years.

20 COMMISSIONER DiBERARDINIS: We
21 will be very close to the three-year
22 goal.

23 COUNCILWOMAN BASS: So we're
24 actually in year two, correct?

25 COMMISSIONER DiBERARDINIS:

1 4/7/15 - WHOLE - BILL 150162, etc.

2 Right.

3 COUNCILWOMAN BASS: Can you
4 give me some kind of idea in terms of
5 what percentage of the work is done?

6 DEPUTY COMMISSIONER SLAWSON:
7 There are only 82 facilities that still
8 need to be outfitted.

9 COUNCILWOMAN BASS: So
10 roughly --

11 DEPUTY COMMISSIONER SLAWSON:
12 So we had -- so there were 49, 26, 14.
13 That's a little -- out of 155 -- 150
14 sites, there are only 82 left. So we
15 have -- well, the ones that are queued
16 up, we have identified them. We know
17 which sites have to be done. And so
18 we're on target for the three years for
19 them to be complete, because I think
20 that's what you want to know.

21 COUNCILWOMAN BASS: Yes. Yes.

22 DEPUTY COMMISSIONER SLAWSON:
23 Yes, we are on target.

24 COMMISSIONER DiBERARDINIS:
25 We're picking up speed as we go along.

1 4/7/15 - WHOLE - BILL 150162, etc.

2 We're getting better and quicker as we
3 get deeper into the process.

4 COUNCILWOMAN BASS: So we'll
5 get our next group of projects in queue.

6 DEPUTY COMMISSIONER SLAWSON:
7 Yes.

8 COUNCILWOMAN BASS: And one
9 other question in terms of Internet
10 access at our rec centers. Can you talk
11 a little bit about that?

12 COMMISSIONER DiBERARDINIS:
13 Well, I can talk about KEYSPOts. The
14 broader Internet access, we'll have to
15 talk to IT, but here's what I can tell
16 you about the KEYSPOts. We have 19
17 centers with broadband access and sort of
18 significantly sized computer labs with
19 probably ten to 15 computers in each one
20 of them, and we have --

21 COUNCILWOMAN BASS: Can you
22 give us an idea in terms of locations?
23 Is that evenly distributed around the
24 City in Council districts would you say?

25 DEPUTY COMMISSIONER SLAWSON:

1 4/7/15 - WHOLE - BILL 150162, etc.

2 It wouldn't be evenly distributed. What
3 we did when we put in for this grant,
4 there were specific communities that we
5 were looking to focus on that the federal
6 government said had to fall under the
7 guidelines. And so they were
8 poverty-stricken communities where young
9 people would not have access to
10 computers. And as far as -- you might
11 have to have a conversation with OIT, but
12 when it comes around to computers for our
13 staff, we are not fully outfitted. A
14 number of our facilities don't have
15 Internet. A number of our staff members
16 don't have the capability of -- we don't
17 have -- we're in facilities that are
18 50-plus years old, and we don't have
19 them.

20 COUNCILWOMAN BASS: Okay.

21 COMMISSIONER DiBERARDINIS: I
22 just checked with Leo, Deputy Program
23 Commissioner. He said of the 150,
24 there's about 60 sites that have Internet
25 access. Patrick Morgan, Chief of Staff,

1 4/7/15 - WHOLE - BILL 150162, etc.
2 corrected me. We now have 25 KEYSPOTs
3 that are staffed. So they just don't
4 have access to computer. There's a
5 professional person in after school to
6 help instruct and train and develop
7 computer skills with the young people
8 coming into those 25 centers.

9 COUNCILWOMAN BASS: Okay. Very
10 good.

11 COMMISSIONER DiBERARDINIS:
12 They're on every day, five days a week in
13 the after school and in the evening
14 operation hours with the Department.

15 COUNCILWOMAN BASS: Okay. As
16 long as we're working towards making sure
17 that we have access, because, again, it's
18 another option for our young people who
19 might not have access at home.

20 Crime reports. So that was one
21 of the items we had worked on previously
22 in terms of having an idea as a member of
23 Council so that I can know which one of
24 my recreation centers or playgrounds is
25 having more issues than some of the

1 4/7/15 - WHOLE - BILL 150162, etc.
2 others, and so that we can apply
3 additional resources, whether they be
4 lighting or additional Mosquitoes, the
5 Mosquito net or whatever we want to call
6 it. Can you give us some sort of idea?
7 Have those reports been actually
8 produced?

9 COMMISSIONER DiBERARDINIS: And
10 I think we talked about this and I must
11 say, I might have dropped the ball after
12 we spoke, because the data is imperfect.
13 The police collect data. If there's an
14 incident that happens on the block --
15 some of these recreation centers or big
16 playgrounds can run three or four blocks
17 square on either side, in fact. So there
18 could be a crime that had nothing to do
19 with the recreation center. Somebody
20 broke a window in a car as they were
21 walking down the street. It will come
22 up -- if it's on the block that the
23 center is on, it will come up as a rec
24 center crime.

25 So we haven't -- and I

1 4/7/15 - WHOLE - BILL 150162, etc.
2 apologize for this. We have not been
3 able to kind of break down the data so
4 it's clear about what's associated with
5 what's actually happening.

6 COUNCILWOMAN BASS: And I --

7 COMMISSIONER DiBERARDINIS:

8 It's like not just on a corner two blocks
9 away from the center, but associated with
10 that rec center.

11 COUNCILWOMAN BASS: I get it,
12 and I understand, because as far as I can
13 think of, most of the rec centers in my
14 district, it's not like one address. It
15 really is a large parcel, like a four
16 square block area. And so we understand
17 that we don't want to lay blame to the
18 rec center for something that's occurred
19 that had nothing to do with it, but at
20 the same time, if it is happening near a
21 rec center, then as a member of Council,
22 I want to know about it so I can put the
23 additional resources to surround that
24 entire area, whether it's lighting or
25 whatever it may be, so that we can make

1 4/7/15 - WHOLE - BILL 150162, etc.
2 sure we address it. So I really would
3 like for us to make sure that information
4 is provided. I know we asked for it --

5 COMMISSIONER DiBERARDINIS: I
6 know. I'm sorry.

7 COUNCILWOMAN BASS: -- a minute
8 ago. So if you could -- can you give us
9 a timeline in terms of when that could be
10 completed?

11 COMMISSIONER DiBERARDINIS:
12 It's really up to the police. So we
13 would have to work with the department to
14 get you the most accurate -- because we
15 don't have that data. We don't have
16 access to that data. Sometimes stuff
17 happens 2:00 in the morning. We may not
18 even know it if it happened in the
19 vicinity of the center. Now, if it
20 happened at the center during our hours
21 of operation, we know about it. But
22 anything happens after 10 o'clock, we may
23 not necessarily know about it. So we
24 will work with the department, and we're
25 not the holders of that data, but we will

1 4/7/15 - WHOLE - BILL 150162, etc.
2 work as quickly as we can to get that
3 data for you and let you know when we can
4 get it from the department.

5 COUNCILWOMAN BASS: Listen, I
6 know you guys do great work and I don't
7 want to be hard on you on this, but this
8 is something that's not -- like for me,
9 it's not optional. This really is
10 required. And so if I'm going to make
11 sure that the kids in my neighborhood are
12 safe and the people who live around that
13 rec center are safe, then I need to have
14 that data. I need to know exactly what's
15 going on. And the idea is not to blame
16 the rec center and say, Well, because
17 there's a rec center, cars are getting
18 broken into or because there's a rec
19 center here, someone was attacked or
20 jumped or something like that, but if
21 there are things happening, it's another
22 way to sort of get to a problem, because
23 in some cases it has nothing to do with
24 what's happening at the rec center and,
25 as we know, in some cases it might have

1 4/7/15 - WHOLE - BILL 150162, etc.
2 something to do with some of the
3 activities and maybe you got a group of
4 unruly folks and things happen. But
5 whatever it is, we need to get in front
6 of it.

7 DEPUTY COMMISSIONER SLAWSON:

8 So I'll reach out to the Police
9 Department and find out from them what
10 makes sense to present to you where we're
11 identifying what's happening, the
12 timeframe, whether it's 10:00 p.m. So
13 we'll get the data from them and we'll
14 present it to you, and if it doesn't
15 work, we'll just go back and say, We're
16 looking for this.

17 COUNCILWOMAN BASS: Okay. Do
18 you have an idea of when we can have
19 that?

20 DEPUTY COMMISSIONER SLAWSON:

21 No. Okay. So can I have --

22 COUNCILWOMAN BASS: I must
23 really love Sue Slawson. What do you
24 mean no?

25 DEPUTY COMMISSIONER SLAWSON:

1 4/7/15 - WHOLE - BILL 150162, etc.

2 Can I have two weeks? That way --

3 COUNCILWOMAN BASS: Of course.

4 Of course you can have two weeks. Why
5 don't we do 30 days?

6 DEPUTY COMMISSIONER SLAWSON:

7 Thank you. Because I don't know what
8 they're going to tell me. That's why I
9 said no. I'm sorry.

10 COUNCILWOMAN BASS: I know
11 you're busy and you got a lot getting
12 ready to happen. So why don't we say 30
13 days.

14 DEPUTY COMMISSIONER SLAWSON:

15 Okay.

16 COUNCILWOMAN BASS: And the
17 only other thing I did want to mention --
18 I'm sorry; I have to run out of here --
19 is trees. And we had our hearing on
20 trees earlier this year, and I was
21 wondering if there's been any progress on
22 any of the backlog of tree removals or
23 any of those issues. I know we have a
24 number of trees that were experiencing
25 disease and illness and all sorts of

1 4/7/15 - WHOLE - BILL 150162, etc.

2 things that were happening

3 environmentally, and if there was any

4 sort of update on that hearing.

5 MR. FOCHT: Well, Councilwoman,

6 following that hearing, we sent out the

7 by-district list to every Councilmember

8 of the numbers of removals on record,

9 planting requests, and pruning requests.

10 COUNCILWOMAN BASS: Can you

11 send that out again, do you mind?

12 MR. FOCHT: Sure. I can give

13 you the number right now if you'd like

14 the number for your district.

15 COUNCILWOMAN BASS: For all of

16 them.

17 MR. FOCHT: We have all of them

18 here. It was as of February 25th, and so

19 we'll send the data back out.

20 COUNCILWOMAN BASS: That would

21 be great.

22 MR. FOCHT: Where we are, the

23 numbers are looking good as far as

24 traditionally historically where we've

25 been on removals, plantings, and

1 4/7/15 - WHOLE - BILL 150162, etc.
2 prunings. I wouldn't say we're behind.
3 I wouldn't say we've advanced the ball
4 much, but with our resources we have,
5 we're keeping up with the demand.

6 COUNCILWOMAN BASS: Okay.

7 MR. FOCHT: We'll send the -- I
8 have the district-by-district breakdown
9 for the three things.

10 COUNCILWOMAN BASS: That would
11 be great. Thank you.

12 MR. FOCHT: Thank you very
13 much.

14 COUNCILWOMAN BASS: Thank you,
15 Councilwoman.

16 COUNCILWOMAN BROWN: You're
17 welcome, Madam Chairwoman of Recreation
18 and Parks.

19 Good afternoon, Councilman
20 Neilson.

21 COUNCILMAN NEILSON: And good
22 afternoon to you as well.

23 Thanks for coming. I want to
24 stay on the trees, because although the
25 District Councilpeople, when it doesn't

1 4/7/15 - WHOLE - BILL 150162, etc.
2 happen to them, what they do is they call
3 the at-large. The at-large person is the
4 last possible stop you can go to actually
5 get help. And I wasn't at the hearing on
6 Parks. I apologize for missing it, but
7 I've being told a five-year wait. What's
8 the wait time? I call tomorrow to remove
9 a tree. What is the wait time for me to
10 get that dead tree away from my house?

11 MR. FOCHT: It all depends on
12 the actual full condition of the tree,
13 Councilman. So we -- our arborist will
14 go out and -- if a tree is reported to
15 us, our arborist will go out and look at
16 it and they rank it as dead, dangerous,
17 dying or healthy. There's four ranks.
18 Now, someone who is not an arborist may
19 look at the tree and portray it to
20 Councilmember's call as being dead, and
21 in fact it may be dying. Our priorities
22 are always first dangerous, then dead,
23 then dying, then healthy. And as a
24 policy, we at Parks and Recreation do not
25 remove healthy trees. We do not use City

1 4/7/15 - WHOLE - BILL 150162, etc.

2 resources to remove healthy trees.

3 If the tree is dangerous, as
4 determined by our professional arborists,
5 it will be removed either by contractors
6 or by our staff, and that's purely a
7 workload decision. We have professional
8 arborist crews in the north and the south
9 and then we have tree contracts that
10 cover the entire City. So that tree will
11 be assigned to either a contractor or our
12 staff to remove, and it's completely
13 dependent upon the situations.

14 COUNCILMAN NEILSON: Timeline?

15 MR. FOCHT: Again, a
16 dangerous --

17 COUNCILMAN NEILSON: How about
18 a dangerous tree? Let's do one example
19 of each. Does it take me a year to get a
20 dangerous tree out?

21 MR. FOCHT: No. And let me go
22 back to your comment about five years.
23 There's nothing on our list that's five
24 years out. Our current backlog of
25 removals is 2,115 as of February 25th,

1 4/7/15 - WHOLE - BILL 150162, etc.
2 with as few as 41 in Council District 1
3 and as many as about 400 in Council
4 District 10, which is the Northeast where
5 there are a lot more trees.

6 COUNCILMAN NEILSON: As a house
7 member, those are the calls I was
8 getting.

9 MR. FOCHT: So we have many
10 more tree removals in the Northeast
11 because we have a lot more trees in the
12 Northeast than we do in District Council
13 1. So as of, again, February 25th, there
14 was 2,115 trees on our list for removal.
15 Not all of those were dangerous. They
16 could be dying or dead, which, again, are
17 not -- are lesser categories.

18 COUNCILMAN NEILSON: Okay.
19 They only give us this five-minute clock.
20 So if we can, how long? Give me one
21 example for each one. Does it take me
22 two years to get rid of a dead tree?

23 MR. FOCHT: No.

24 COUNCILMAN NEILSON: Does it
25 take me three years to get rid of a dying

1 4/7/15 - WHOLE - BILL 150162, etc.
2 tree or can I get it done in a month? If
3 I call your office --

4 MR. FOCHT: Again, Councilman,
5 every tree is evaluated on a different
6 basis. So if you give me any
7 Councilmember -- and I've done this with
8 all the Councilmembers. I've been doing
9 this for over ten years now. If you give
10 me an address, I can tell you the
11 condition of that tree, I can tell the
12 size of it, the condition of it, the
13 nature of the reason it died, and I can
14 tell you when it will be removed.

15 COUNCILMAN NEILSON: Do you
16 want me to give you the angle of lean as
17 well?

18 MR. FOCHT: No. All you have
19 to do is give me an address.

20 COUNCILMAN NEILSON: I'm
21 asking, there's a backlog.

22 MR. FOCHT: Correct. The total
23 backlog will take us about a year and a
24 half to get through the backlog.

25 COUNCILMAN NEILSON: Thank you.

1 4/7/15 - WHOLE - BILL 150162, etc.

2 Thank you.

3 MR. FOCHT: But, again, it's
4 not going to take us a year and a half to
5 get to a dangerous tree.

6 COUNCILMAN NEILSON: I
7 understand that. That's why I asked for
8 like maybe one of each. A dangerous
9 tree, if it's dying, if someone is in
10 danger, I'm sure you're going to get a
11 contractor right out there.

12 MR. FOCHT: Correct.

13 COUNCILMAN NEILSON: I agree
14 with that. I understand that. So that
15 could be 30 days, ten days, whatever it
16 is, but I'm just trying to get a feel and
17 an idea, because I live up in the
18 Northeast, as you're aware, and I get the
19 calls constantly, daily. And I don't
20 want to break on you, but here I'm
21 looking at your budget and we're 2,000
22 trees behind and there's not one dollar
23 more in your budget to remove more trees,
24 from what I'm looking at.

25 MR. FOCHT: We use both

1 4/7/15 - WHOLE - BILL 150162, etc.
2 operating and capital dollars to remove
3 trees. So you can't look at just our
4 operating budget and see the total we
5 spend on tree removal, because capital
6 dollars can be used to remove trees as
7 long as we are planting trees in the same
8 zip code, not in the same location. So
9 folks want trees removed, but they don't
10 necessarily want a tree back but we find
11 some other place in that zip code to
12 plant trees.

13 So our total budget for tree
14 removal is not what you're seeing in our
15 operating budget because it's augmented
16 by our capital budget and then it's often
17 augmented by different grants we receive.

18 COUNCILMAN NEILSON: All right.
19 I wish Councilman Jones was there. I
20 could tell him where we could go fishing,
21 because some of our parks are stocked
22 with the best fish in the City. We have
23 some nice trout streams. We have some
24 nice streams.

25 (Bell rung.)

1 4/7/15 - WHOLE - BILL 150162, etc.

2 COUNCILMAN NEILSON: And I'm
3 not paying attention to that bell,
4 because the only thing that kept them
5 from leaving is me, right?

6 So I got a couple questions,
7 Mike. I asked you -- you know how it was
8 when we were up there. But thank you for
9 all your hard work. I know it's a
10 frustrating job, and I want to talk about
11 Boys Clubs a little bit. The next call
12 besides the trees, the next most
13 important call is our parents. Our
14 children play sports in our Boys Clubs,
15 and most of those adult parents,
16 volunteers, they clean them up. They
17 constantly mow the grass. They
18 constantly rake the fields. They do all
19 that and take -- no? Hold on. No?
20 Because I do the Boys Club where my kids
21 play every week.

22 DEPUTY COMMISSIONER SLAWSON: I
23 just want to clarify if you're speaking
24 specifically of a Boys and Girls Club or
25 a rec facility?

1 4/7/15 - WHOLE - BILL 150162, etc.

2 COUNCILMAN NEILSON: It's a rec
3 facility that the rec is playing in.

4 COMMISSIONER DiBERARDINIS: And
5 then there's an association that
6 supports, yeah.

7 COUNCILMAN NEILSON: So we try
8 and support it all we can, and we do
9 that. And then every year we're fighting
10 for another bucket of sand or anything
11 like that.

12 COMMISSIONER DiBERARDINIS:
13 Well, we're a little behind in the field
14 renovations because of the weather. I
15 mean, this really held us up. We're just
16 now being able to get on the fields. So
17 we normally get -- we're usually weeks
18 ahead of where we are today, and that's
19 all weather based. So if people are
20 feeling like where are they, that's
21 right. But we're out now and we're -- we
22 got a late start, not because of money,
23 not because of lack of staff, not because
24 of lack of equipment and material, but
25 because we have been unable to get on the

1 4/7/15 - WHOLE - BILL 150162, etc.
2 fields. Now we're able to get on the
3 fields and we're going to catch up pretty
4 fast.

5 COUNCILMAN NEILSON: Okay.

6 COMMISSIONER DiBERARDINIS: I
7 mean, like these athletic associations
8 are an integral part of what we do. With
9 our -- like the gym program, we're really
10 proud of the gym program that we run with
11 the School District, and I talked about
12 it in our testimony. We do a lot of that
13 in association with the athletic
14 associations. And then most of them are
15 in the Northwest and the Northeast, not
16 all of them, but most of them are
17 situated in the Northwest part of the
18 City and the Northeast. And they are an
19 immense support for us, and we -- because
20 of not only their coaching and the way
21 they run programs with us, but because
22 they help us take care of the resource.
23 That's a big value on us. So we do our
24 best to kind of stay close to them, to
25 listen, and the guys in the Program

1 4/7/15 - WHOLE - BILL 150162, etc.

2 Division listen real close to the needs
3 of the athletic associations. So at
4 least they get that we're with them in
5 this together and they're --

6 COUNCILMAN NEILSON: I think
7 they do understand that. They do
8 appreciate it. It's just sometimes with
9 the way the recession has hit all these
10 non-profits, they're a little hurting and
11 they could use a little more care. So
12 when we do some of the youth programs
13 through the summer, maybe that's
14 somewhere we can put these kids. I know
15 the Mayor has budgeted some money to go
16 into Summer Jobs program, and I was
17 hoping that them kids can be directed to
18 these different clubs and clean them up
19 once and for all and give back to their
20 own neighborhood. I mean, hire them from
21 within their own neighborhood, let them
22 work on their Boys Club. This way, maybe
23 we don't have to put the crickets in
24 there and maybe they start taking pride
25 in their own neighborhood, own facility.

1 4/7/15 - WHOLE - BILL 150162, etc.

2 And speaking of crickets in
3 facilities, you mentioned today that your
4 staff at all of the rec centers do not
5 have Internet or computer capabilities.
6 Please explain that to me or if you can
7 give us a list. Here's what I want: I
8 want a -- how about this one: We'll give
9 you the 15 days or -- when is IT coming
10 in here? I don't even know. If there's
11 something we can do as Councilmembers,
12 because that's a disgrace. That's not
13 acceptable. It's not. I mean, you can't
14 even communicate with -- you're dependent
15 on them there and it's a disgrace. So
16 rather than put you in testimony and ask
17 you your wish list, I would try and ask
18 you to have it to me by the end of the
19 week on these needs, because if there's
20 something I can move around in the
21 budget, I'll do everything I can to make
22 certain these facilities are taken care
23 of.

24 (Witness approached witness
25 table.)

1 4/7/15 - WHOLE - BILL 150162, etc.

2 COUNCILMAN NEILSON: Uh-oh,
3 here she goes. I thought she was
4 sleeping back there.

5 MS. RHYNHART: I'm not
6 sleeping.

7 COUNCILMAN NEILSON: Rebecca,
8 you didn't have to get up all day for me,
9 all day for me. This is good. This is
10 good. However --

11 MS. RHYNHART: So I wanted to
12 suggest, since IT is responsible for
13 obviously Internet connectivity, is to
14 have them ready to talk about that
15 specifically when they come up here
16 instead of putting that burden on Parks
17 and Rec, if that's amenable to you.

18 COUNCILMAN NEILSON: It's
19 amenable, but it's not, because I would
20 like Department of Rec to tell me what
21 facilities --

22 MS. RHYNHART: Oh, sure. Sure.

23 COUNCILMAN NEILSON: Now, IT
24 should be prepared to answer that
25 question --

1 4/7/15 - WHOLE - BILL 150162, etc.

2 MS. RHYNHART: Right.

3 COUNCILMAN NEILSON: -- now
4 that we know it's coming.

5 MS. RHYNHART: Exactly.

6 COUNCILMAN NEILSON: But
7 they'll know better than IT obviously
8 because they don't even know that they
9 have Internet down there.

10 MS. RHYNHART: Right.

11 COUNCILMAN NEILSON: Maybe Rec
12 should share it with you and IT, and that
13 way, we can all be on the same page.

14 MS. RHYNHART: Sounds good.

15 COUNCILMAN NEILSON: Thank you,
16 Rebecca.

17 I have no further questions.
18 Thank you. You do a wonderful job. I've
19 enjoyed all your -- I try and take
20 advantage of all of the facilities I can.
21 I don't drive by one without stopping and
22 saying hi. The people you have working
23 in there are wonderful, and it's great to
24 be on board. Sorry I missed the tree
25 thing. I wasn't invited to the tree

1 4/7/15 - WHOLE - BILL 150162, etc.

2 thing, but I know I'll be invited next
3 year. Have a wonderful night.

4 I think this is it, right? If
5 I stop talking, they go home?

6 COUNCILWOMAN BROWN: Thank you,
7 Councilman Neilson.

8 COUNCILMAN NEILSON: She shut
9 me off.

10 COUNCILWOMAN BROWN: So let me
11 underscore remarks made by Councilman
12 Jones and Bass and Neilson that we are
13 keenly aware of the enormous difference
14 you try to make for young people in this
15 City. It ain't easy when dollars are
16 fewer and the needs are growing
17 exponentially. So to the extent that
18 you're able to stretch -- and you have
19 when I look to see what are you doing --
20 the expansion in recreation centers, we
21 have a lot to be appreciative for, and
22 then we raise the bar and say to be even
23 more inventive and --

24 COMMISSIONER DiBERARDINIS: We
25 need to be pushed.

1 4/7/15 - WHOLE - BILL 150162, etc.

2 COUNCILWOMAN BROWN: So we can
3 stretch those opportunities across the
4 system.

5 And, lastly, to the Dell, when
6 I look at where the Dell was 14 years ago
7 and where I looked to see where it was
8 last year, it's extraordinary. The
9 talent is richly diverse and it attracts
10 a cross-section of Philadelphians
11 irrespective of the genre that we are
12 interested in, and that really needs to
13 be celebrated.

14 Thank you very much. Thank you
15 all very much.

16 DEPUTY COMMISSIONER SLAWSON:
17 Thank you, Councilwoman.

18 COMMISSIONER DiBERARDINIS:
19 Thank you, Councilwoman.

20 Thank you, Councilman.

21 COUNCILWOMAN BROWN: So this
22 Committee will stand in recess until
23 Wednesday, Councilman Neilson, April 8th
24 at 10:00 a.m., at which time we will
25 reconvene in this Room 400, City Hall.

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2 Thank you.

3 (Committee of the Whole

4 adjourned at 5:55 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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Committee of the Whole
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