

COUNCIL OF THE CITY OF PHILADELPHIA
COMMITTEE OF THE WHOLE

Room 400, City Hall
Philadelphia, Pennsylvania
Monday, April 8, 2013
10:55 a.m.

PRESENT:

COUNCIL PRESIDENT DARRELL L. CLARKE
COUNCILWOMAN CINDY BASS
COUNCILMAN W. WILSON GOODE, JR.
COUNCILMAN WILLIAM K. GREENLEE
COUNCILMAN BOBBY HENON
COUNCILMAN KENYATTA JOHNSON
COUNCILMAN CURTIS JONES, JR.
COUNCILMAN JAMES KENNEY
COUNCILMAN DENNIS O'BRIEN
COUNCILMAN DAVID OH
COUNCILWOMAN MARIA D. QUINONES-SANCHEZ
COUNCILWOMAN BLONDELL REYNOLDS BROWN
COUNCILMAN MARK SQUILLA
COUNCILWOMAN MARIAN B. TASCO

BILLS 130178, 130179, and 130180
RESOLUTION 130190

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COUNCIL PRESIDENT CLARKE: Good morning, everyone. Needless to say, we will have a very interesting day as it relates to sound.

So this is the impromptu strategy for today. Councilmembers, unfortunately, the screen does not work. I have no idea how I will be able to recognize you, other than a show of hands or unless you all so choose, I can just kind of like --

COUNCILWOMAN SANCHEZ: He's waiting in line. Make him hold his hand up the whole time.

COUNCIL PRESIDENT CLARKE: Well, it's already been established that the Chairman of Commerce and Economic Development Committee will be first in terms of questions. So, folks, we'll figure out a way to make this work.

So good morning. This is a public hearing of the Committee of the Whole regarding Bill Nos. 130178, 130179, 130180, and Resolution No. 130190.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 Ms. Lewis, please read the
3 title of the bills and resolution.

4 MS. LEWIS: Bill No. 130178, an
5 ordinance to adopt a Capital Program for
6 the six Fiscal Years 2014 through 2019
7 inclusive.

8 Bill No. 130179, an ordinance
9 to adopt a Fiscal 2014 Capital Budget.

10 Bill No. 130180, an ordinance
11 adopting the Operating Budget for Fiscal
12 Year 2014.

13 And Resolution No. 130190,
14 providing for the approval by the Council
15 of the City of Philadelphia of a Revised
16 Five Year Financial Plan for the City of
17 Philadelphia covering Fiscal Years 2014
18 through 2018, and incorporating proposed
19 changes with respect to Fiscal Year 2013,
20 which is to be submitted by the Mayor to
21 the Pennsylvania Intergovernmental
22 Cooperation Authority (the "Authority")
23 pursuant to the Intergovernmental
24 Cooperation Agreement, authorized by an
25 ordinance of this Council approved by the

1 4/8/13 - WHOLE - BILL 130178, etc.
2 Mayor on January 3rd, 1992 (Bill No.
3 1563-A), by and between the City and the
4 Authority.

5 COUNCIL PRESIDENT CLARKE:

6 Thank you, Ms. Lewis.

7 We will now hear from the
8 Administration. First listed we have the
9 City Representative.

10 (Witnesses approached witness
11 table.)

12 COUNCIL PRESIDENT CLARKE: Good
13 morning.

14 MS. PETERKIN-BELL: Good
15 morning, President Clarke and members of
16 City Council. My name is Desiree
17 Peterkin-Bell and I am the City
18 Representative. I'm here to present
19 testimony on behalf of the Office of City
20 Representative's FY14 Operating Budget
21 request of \$977,917.

22 Before I continue, I would just
23 like to say that our hearts and prayers
24 are with Firefighter Andrew Godlewski,
25 who was injured in the attempt to rescue

1 4/8/13 - WHOLE - BILL 130178, etc.
2 Captain Goodwin, and our hearts and
3 prayers are with him as well.

4 This number represents a
5 \$34,773 decrease from FY13 estimated
6 obligations of \$1,012,690 largely due to
7 an accounting transfer to the Mayor's
8 budget for staff who report to the Mayor.

9 Budget breakdown is as follows:
10 \$362,187 in Class 100; \$561,730 in Class
11 200; and 54,000 in Class 300 and 400.

12 The Office of the City
13 Representative includes eight staff
14 positions consisting of seven females and
15 one male. Five are Caucasian, three are
16 African American. A transfer of 120,000
17 from the Philadelphia Marathon Fund for
18 Philadelphia account to the Office of
19 City Representative's account Class 100
20 budget enabled our office to replace a
21 vacant Deputy City Representative
22 position and add a PR Specialist to
23 staff.

24 The Office of City
25 Representative exceeds -- and I'm happy

1 4/8/13 - WHOLE - BILL 130178, etc.
2 to report that we exceed -- the
3 Administration's goals of 25 percent for
4 minority, women, and disabled-owned
5 business participating in City
6 contracting with a participate rate of 75
7 percent for Fiscal Year '12 and for the
8 first half of Fiscal Year '13. The goal
9 for FY14 is 80 percent, and I believe we
10 will reach that.

11 We are the marketing/branding
12 arm of the City, developing and promoting
13 events that attract commerce, visitors,
14 and new residents to Philadelphia and
15 working to enhance the economic vitality
16 and quality of life for our citizens. In
17 that vein, we work with a number of
18 partners, including, but not limited to,
19 PHLCVB, GPTMC, CCD, IVC, HPI, and among a
20 whole host of other folks. We work with
21 also our internal partners, including,
22 but not limited to, Commerce, PIDC,
23 Managing Director's Office, the Office of
24 Arts, Culture and Creative Economy,
25 Sustainability, Civic Engagement

1 4/8/13 - WHOLE - BILL 130178, etc.
2 Volunteer Service, Parks and Recreation,
3 Mayor's Office of Education, and a number
4 of other folks, to help produce many,
5 many, many events that we can go into
6 later, but some of which include the
7 Mayor's Centennial Celebration, the
8 Holiday Tree Lighting, Police and
9 Firefighters Living Flame Memorial, PAL
10 Day in City Hall, Take Our Daughters and
11 Sons to Work Day, which is on April
12 25th -- I hope you all sign up --
13 ceremonial ribbon cuttings to open new
14 facilities, and the development of new
15 programs such as the Sister City Park
16 Festival slated for later this year. We
17 handle international protocol in
18 collaboration with City agencies,
19 including Commerce and International --
20 IVC Council, and represent the Mayor at
21 all public events.

22 We produce a number of
23 ceremonial documents and provide a number
24 of ceremonial gifts. We also help to
25 produce major destination events,

1 4/8/13 - WHOLE - BILL 130178, etc.
2 including Welcome America Festival
3 featuring the largest free outdoor
4 concert under the banner of Wawa, Inc.
5 since 2010. Welcome America this year
6 celebrates its 20th Anniversary, and we
7 are very, very thrilled to highlight that
8 for the first time ever we will be
9 highlighted in the national media
10 spotlight, which should get many, many
11 impressions, so people in Iowa will know
12 that Philadelphia owns the 4th of July.

13 In January of this year, we
14 made that announcement, the partnership
15 with VH1, to bring about the first
16 national broadcast, which will also be
17 shown on Palladia and VH1 outlets,
18 VH1.com. This exposure is expected to
19 increase our economic impact of the
20 festival, which a Temple University study
21 reported as an expenditure \$415.77 per
22 person for FY13.

23 Just this morning, we announced
24 the new dates for Welcome America. The
25 new dates are July 1st through the 7th, a

1 4/8/13 - WHOLE - BILL 130178, etc.
2 compact week of exciting events,
3 culminating with a Taste of Philadelphia.
4 Fourth of July falls on a Thursday this
5 year, so we're trying to get more people
6 to stay in the City of Philadelphia and
7 experience it completely.

8 The 2013 edition of the
9 festival will also incorporate two
10 additional dates or two important moments
11 in our history that are relevant. One is
12 the 50th Anniversary of the Civil Rights
13 Movement that began in Birmingham, and
14 the 150th Anniversary of the Emancipation
15 Proclamation.

16 We produce the Philadelphia
17 Marathon, celebrating again this year
18 20th Anniversary. This is a huge year
19 for the City of Philadelphia. In
20 November of 2013, we were acknowledged as
21 the greenest large-scale event in
22 Philadelphia due to the record of 87
23 percent waste diversion. Philadelphia
24 Marathon is ranked in the country by
25 National Publication as one of the top

1 4/8/13 - WHOLE - BILL 130178, etc.
2 marathons in the country. A Temple
3 University study revealed that we have
4 doubled our economic impact from over \$15
5 million to 32 million in 2012. The 2012
6 Marathon opened registration to nearly
7 1,500 runners displaced from the New York
8 Marathon by Hurricane Sandy, and we
9 raised \$150,000 and presented that check
10 to Judge Renee Cardwell Hughes last
11 Friday.

12 We produced the Philadelphia
13 Collection in September to showcase the
14 City's growing fashion retail and local
15 design communities through a calendar of
16 nearly 100 fashion-themed events. We
17 also partnered with Center City District
18 and Macy's Center City in 2012 to
19 inaugurate Philadelphia fashion incubator
20 at Macy's Center City and engaged the
21 City's major design schools and fashion
22 professionals in collecting four aspiring
23 fashion designers to be mentored through
24 business start-up challenges and receive
25 a year of equipped workspace.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 We also consult with
3 non-entities to produce events, such as
4 the Subaru Cherry Blossom Festival, the
5 UNCF Mayor's Mass Ball, the Philly Civic
6 Flag Day, Army Flag Day, and among a
7 number of others. We also partner with
8 GPTMC and the Office of Arts and Culture
9 and Creative Economy to launch With Art
10 Philadelphia, creating Philadelphia as an
11 arts destination. We've consulted with
12 event producers and community outreach to
13 make Made in America the first ticketed
14 event festival produced on the Benjamin
15 Franklin Parkway. This successful new
16 big event resulted in a minimum of \$10
17 million in economic impact to the City's
18 economy in a time when the City of
19 Philadelphia wasn't even on the radars
20 for Labor Day Weekend. We partnered with
21 a number of other entities as well, and
22 for the first time, the Mayor went to
23 visit two sister cities, one in Tianjin,
24 China and the other in Florence, Italy.

25 The Office of City

1 4/8/13 - WHOLE - BILL 130178, etc.
2 Representative is highly responsive to
3 media inquiries and we've resulted in
4 local, regional, national, international
5 exposure. Now considering I do both
6 jobs, we'll be doing a whole bunch more
7 of that. A recent partnership with
8 PHLCVB hosted the Paris-based chief
9 lifestyle editor of Elle Magazine. The
10 resulting interview with Mayor Nutter ran
11 in the French edition of the magazine and
12 promoted the City as a world-class
13 destination.

14 I am available to answer any
15 questions that you may have.

16 COUNCIL PRESIDENT CLARKE:
17 Thank you so much for your testimony.
18 Quick question. Over the weekend,
19 Saturday, Councilman Greenlee and myself
20 attended an event in Von Colln field,
21 reemergence of the awesome field of the
22 Fairmount Sports Association, and the
23 number one question other than when do we
24 actually start playing baseball was, is
25 Jay-Z coming back and going to ruin our

1 4/8/13 - WHOLE - BILL 130178, etc.
2 field.

3 Do you anticipate if we have --
4 well, it sounds like you said we'll have
5 a similar event -- that there will be
6 some disruption, particularly physically
7 of that particular field? Because the
8 City spent approximately \$300,000 to redo
9 that field. Do you anticipate any
10 activity on that field?

11 MS. PETERKIN-BELL: As of right
12 now, I do not have any site plans. I
13 don't anticipate that there would be
14 major disruption on that field. I do
15 hope, however, that Made in America does
16 come back and that Jay-Z and his team
17 choose Philadelphia to have their
18 concert.

19 COUNCIL PRESIDENT CLARKE:
20 Okay. If that's going to happen, because
21 there is some question because there was
22 capital expenditures on the field at that
23 time, and I know there's some lifetime
24 requirements as it relates to capital as
25 opposed to operating dollars. So that

1 4/8/13 - WHOLE - BILL 130178, etc.
2 will be helpful if you tell them.

3 One quick question. When we do
4 these calculations on impact, is there a
5 particular formula we use to determine
6 what the dollar figures are? I know we
7 say it's \$30 million impact, local
8 impact, 10, 15. How do we do that?

9 MS. PETERKIN-BELL: So it is a
10 formula. So for Made in America,
11 Econsult actually gave us the \$10 million
12 economic impact, and part of the formula
13 that they used was the amount of money
14 that people actually use -- the amount of
15 money people actually spend here and
16 heads and beds. So hotel occupancy rates
17 are included in that formula.

18 COUNCIL PRESIDENT CLARKE: So
19 it's just hotels or --

20 MS. PETERKIN-BELL: It's hotel
21 and other expenditures.

22 COUNCIL PRESIDENT CLARKE: How
23 do we determine that?

24 MS. PETERKIN-BELL: I'm sorry?

25 COUNCIL PRESIDENT CLARKE: How

1 4/8/13 - WHOLE - BILL 130178, etc.

2 do we determine the expenditures versus
3 traditional expenditures? I mean, a lot
4 of our restaurants normally -- so do we
5 look at --

6 MS. PETERKIN-BELL: Food,
7 drinks.

8 COUNCIL PRESIDENT CLARKE: --
9 receipts above and beyond the
10 traditional --

11 MS. PETERKIN-BELL: Food and
12 drink are included in that, yes.

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

15 I think Councilwoman Brown was
16 first, or maybe I'm wrong.

17 COUNCILWOMAN BROWN: Thank you.
18 Good morning.

19 MS. PETERKIN-BELL: Good
20 morning.

21 COUNCILWOMAN BROWN:
22 Congratulations to you.

23 MS. PETERKIN-BELL: Thank you.

24 COUNCILWOMAN BROWN: Thank you
25 very much. My office has been

1 4/8/13 - WHOLE - BILL 130178, etc.
2 researching -- well, first of all, the
3 question is linked to Page 3 wherein you
4 state, and I quote, that over 87 percent
5 waste diversion has been achieved through
6 the 2012 Marathon through recycling and
7 composting. And so the question is, is
8 there a protocol and/or requirement for
9 large-scale event promoters to dispose of
10 and recycle compost waste on an ongoing
11 basis? Are there some standard operating
12 procedures in place given the
13 extraordinary achievement that happened
14 with the 2012 Marathon?

15 MS. PETERKIN-BELL: I can get
16 back to you on that one. I am not aware
17 if there are, but I know what our
18 percentage was. I'll get back to you on
19 that.

20 COUNCILWOMAN BROWN: Okay. So
21 I think this may be your first time
22 coming before Council?

23 MS. PETERKIN-BELL: Correct.

24 COUNCILWOMAN BROWN: So with
25 that, we've learned to ask the follow-up

1 4/8/13 - WHOLE - BILL 130178, etc.

2 question when. Is that a week away or
3 two weeks away or when?

4 MS. PETERKIN-BELL: Within a
5 week.

6 COUNCILWOMAN BROWN: Okay.
7 Thank you very much for the dramatic
8 improvement and increase with regards to
9 MBE/WBE participation. That has always
10 not been the case with your department.

11 With that said, what has or is
12 your department doing to develop a system
13 to manage and measure the participation
14 of non-profits as it relates to minority
15 contractors in your department? We see
16 the uptick with regards to businesses,
17 but now looking at the non-profit sector
18 and their compliance with MBE/WBE
19 participation.

20 MS. PETERKIN-BELL: We don't
21 have anything in place right now, but
22 that's something we can definitely look
23 at.

24 COUNCILWOMAN BROWN: Okay.
25 I'll check to see if this is the first

1 4/8/13 - WHOLE - BILL 130178, etc.
2 time we've raised that question around
3 non-profits --

4 MS. PETERKIN-BELL: Correct.

5 COUNCILWOMAN BROWN: -- to see
6 if we need to formalize that request.

7 What is not a first-time
8 question is the Christmas Village. You
9 discuss that on Page 72 or -- on Page 72,
10 would there be a need for a final step.
11 Before the contract is signed, we learned
12 from your predecessor they have to show
13 that they have reached the minority goals
14 in their contracts. So the question
15 becomes, what is in place now to ensure
16 that the Christmas Village looks like
17 Philadelphia, and of other businesses
18 that operate at the Christmas Village,
19 how many businesses are Philadelphia
20 based?

21 MS. PETERKIN-BELL: I will get
22 you the list of how many businesses are
23 Philadelphia based. I do not have that
24 at my fingertips.

25 COUNCILWOMAN BROWN: If you

1 4/8/13 - WHOLE - BILL 130178, etc.
2 would do two things. Send us the full
3 list so that we could see what the scope
4 of that effort is and then break it down
5 by minority, women, and Philadelphia
6 based.

7 MS. PETERKIN-BELL: Yes. I'm
8 sorry. I misspoke. So about 30 percent
9 are Philadelphia based.

10 COUNCIL PRESIDENT CLARKE:
11 Excuse me. Can you bring your mic a
12 little closer. The stenographer is
13 having a difficult time hearing you.
14 Thank you.

15 COUNCILWOMAN BROWN: The only
16 other piece of that would be, do you
17 break down also MBE/WBE?

18 MS. PETERKIN-BELL: Forty-six
19 percent.

20 COUNCILWOMAN BROWN: Is?

21 MS. PETERKIN-BELL: Minority,
22 W/MBE based, minority, women, disabled.

23 COUNCILWOMAN BROWN: So I want
24 that number broken down as well, because
25 that does not give us a full picture. It

1 4/8/13 - WHOLE - BILL 130178, etc.

2 gives us a gross picture, but I want it
3 broken down into specifics.

4 MS. PETERKIN-BELL: Okay.

5 COUNCILWOMAN BROWN: And we'll
6 get all of that by the end of the week or
7 next week?

8 MS. PETERKIN-BELL: Yes, within
9 a week.

10 COUNCILWOMAN BROWN: Thank you
11 very much.

12 Thank you, Mr. President.

13 COUNCIL PRESIDENT CLARKE:
14 Thank you, Councilwoman.

15 The Chair recognizes Councilman
16 Greenlee.

17 COUNCILMAN GREENLEE: Thank
18 you, Mr. President.

19 I just want to follow up just
20 for a minute on the Made in America. And
21 as someone who lives just a few blocks
22 from there, I thought overall it was
23 handled very well. It made the City look
24 very good. I know it brought money into
25 the City, which is always a good thing.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 As far as the economic
3 impact -- I'm sorry, maybe you said
4 that -- do we have a figure on what that
5 was?

6 MS. PETERKIN-BELL: Yes. That
7 was in my testimony at \$10 million by
8 Econsult.

9 COUNCILMAN GREENLEE: The one
10 thing -- well, just to kind of request,
11 if I could on that, one is, as soon as
12 you have any kind of details on it, if
13 you could forward -- obviously Council
14 President is the District Councilperson,
15 but, again, since I live close, I'd like
16 to be involved too, because a lot of
17 people come to me about it, and I think
18 the only -- well, one of the problems was
19 that -- and I know it happened kind of
20 quickly last time -- was a lot of people
21 didn't quite know what was going on, and
22 as just human beings, they tended to
23 think the worst. And it turned out, as I
24 said, I thought overall it went very
25 well. I thought it was handled well by

1 4/8/13 - WHOLE - BILL 130178, etc.
2 the City, by the police, everything, as
3 many people as came in, but there were
4 questions I guess we couldn't answer and
5 it just caused some problems.

6 And the only other thing I'll
7 add is that -- and this I know is
8 difficult to control, but the sound. If
9 you lived within a couple blocks there,
10 it was really literally shaking windows.
11 So, again, that's probably a difficult
12 thing to kind of control, but I know
13 people who live very close were very
14 concerned about that. And I was in a
15 couple of those houses, and they had a
16 legitimate concern. So I just throw that
17 out there early, if somebody can at least
18 keep that in mind when the discussions
19 happen.

20 MS. PETERKIN-BELL: Thank you.
21 Definitely.

22 COUNCILMAN GREENLEE: Thank
23 you.

24 Thank you, Mr. President.

25 COUNCIL PRESIDENT CLARKE:

1 4/8/13 - WHOLE - BILL 130178, etc.

2 You're welcome, Councilman.

3 The Chair recognizes Councilman
4 Jones.

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

7 First, let me congratulate you
8 on your new appointment and welcome you
9 to this process --

10 MS. PETERKIN-BELL: Thanks.

11 COUNCILMAN JONES: -- as our
12 new City Rep.

13 Let me say the challenging
14 things first and then platitudes second.

15 I ask this of every department,
16 how the DROP program and other staffing
17 issues impact your individual department
18 and whether or not you will be able to
19 maintain the talent drain and be able to
20 perform in a meaningful way going
21 forward. I know a lot of the people over
22 in your department, they're great
23 individuals and work very hard. So is
24 DROP impacting you?

25 MS. PETERKIN-BELL: We have one

1 4/8/13 - WHOLE - BILL 130178, etc.
2 employee who is part of DROP in an
3 administrative capacity, and so I believe
4 that we -- I believe we will be fine.

5 COUNCILMAN JONES: So there is
6 a succession plan?

7 MS. PETERKIN-BELL: There is a
8 succession plan, yes.

9 COUNCILMAN JONES: One of the
10 issues I also will be raising with other
11 departments is consultants versus
12 employees. I have a bias towards really
13 analyzing whether or not outsourcing does
14 save departments money in fact versus
15 qualified employees that happen to be
16 public servants. And I won't ask you
17 that today. You get a pass being new.

18 MS. PETERKIN-BELL: Thank you.

19 COUNCILMAN JONES: But I want
20 you to keep an eye on that.

21 A couple of things by way of
22 some of the issues raised by our
23 President and our Whip about the Parkway.
24 When we first came on board, Councilwoman
25 Sanchez, myself, and Councilman Green

1 4/8/13 - WHOLE - BILL 130178, etc.
2 were confronted by the museum people as
3 to how many times a year the Parkway is
4 shut down due to worthwhile activities,
5 and one of the things that I always want
6 to say -- and I would speak in part for
7 some of the other District
8 Councilpeople -- is to consider main
9 venues outside of Center City. One that
10 comes to mind in my particular district
11 is the area on Parkside Avenue going from
12 Concourse West to Concourse East. From
13 the Please Touch Museum to the Mann Music
14 Center is exactly a mile each way. And
15 as we start to look at major events,
16 whether in other districts such as the
17 7th and taking on Delaware Avenue and
18 other parts of the City, that we actually
19 market towards those areas. Particularly
20 presented to you was the Caribana
21 Festival that brings different folk from
22 the island nations to celebrate Caribana.
23 And that is a perfect site for me in my
24 district, selfishly, yes, but also the
25 least impact of interruption of traffic

1 4/8/13 - WHOLE - BILL 130178, etc.
2 and other things like that.

3 So as you start to present
4 sites to the Jay-Z's of the world, that's
5 not a bad place to consider. It has a
6 lot of infrastructure there that can
7 support that. And I know for a fact that
8 Jay-Z had even considered that site at
9 one point in the negotiations.

10 So if you could look at other
11 districts around the City as potential
12 sites, the commerce and economics of the
13 local district benefits as well. There
14 are a group of stakeholders, business
15 associations, that have joined together
16 in a number of districts that are really
17 looking to promote that. So if you look
18 at in my area Main Street, who does the
19 Bike Race and the Art Festival, also can
20 be considered for those kinds of
21 opportunities.

22 So that's what I have.

23 MS. PETERKIN-BELL: That's a
24 great point, and I will definitely do
25 that. My goal here in wearing two hats

1 4/8/13 - WHOLE - BILL 130178, etc.
2 is to really highlight all the great
3 aspects of the City, and I will do that
4 in both roles.

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

7 COUNCIL PRESIDENT CLARKE:
8 Thank you.

9 I would be remiss if I didn't
10 also lobby for East Park in Strawberry
11 Mansion for a future event.

12 MS. PETERKIN-BELL: Understood.

13 COUNCIL PRESIDENT CLARKE: The
14 Chair recognizes Councilwoman Sanchez.

15 COUNCILWOMAN SANCHEZ: Since I
16 have the microphone, I get to go.

17 Thank you. I also want to
18 welcome you.

19 One of the things you mentioned
20 in your presentation was that there
21 was -- and I want to make sure I'm
22 reading this right -- that according to
23 the Temple University study, individual
24 spending during the Wawa Festival was
25 \$415 per person. Does that mean people

1 4/8/13 - WHOLE - BILL 130178, etc.
2 spent about that much, people who
3 attended the Wawa Festival? Is that what
4 I'm reading?

5 MS. PETERKIN-BELL: Yes.

6 COUNCILWOMAN SANCHEZ: So there
7 was a -- because I want to piggyback on
8 what Councilman Jones and Councilman
9 President Clarke mentioned. The value of
10 looking at the broader picture around
11 events throughout the City given that
12 number and how do we highlight kind of
13 emerging corridors where there are eating
14 opportunities, dining opportunities. I
15 think of Castor Avenue. I think of some
16 of the things that are going on in
17 Fishtown. The value of creating the
18 smaller types of events in the
19 neighborhoods is huge if that number
20 stands true when we do these festivals.

21 The other thing that's real
22 important, create a checklist for
23 yourself. We used to have a very diverse
24 participation at the Wawa. There was
25 like a Latino stage and all of that.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 That's really kind of dwindled over the
3 years. And we actually won the world
4 record on the number of people that were
5 dancing salsa, because it did become fun
6 for everybody else, and I'd like to see
7 that reincorporated back in the year.
8 I've seen that we actually have done less
9 of it as opposed to more when it was
10 such -- so I'd like to put that on your
11 radar screen as you prepare your
12 activities throughout the City, that
13 there be a checkoff list of the
14 multiculturalism in the City and make
15 sure that all of the groups are being
16 included, whether Chinatown and some of
17 the areas in West Philadelphia I think
18 are important.

19 A question. One of the things
20 with Wawa that comes up all the time, is
21 the City going to continue to pick up the
22 police costs and those issues related to
23 that event or do you foresee the ability
24 to raise money to offset those costs?

25 MS. PETERKIN-BELL: I foresee

1 4/8/13 - WHOLE - BILL 130178, etc.
2 the City being able to support that. But
3 what I will say is that we are increasing
4 our sponsorship goal and have an entirely
5 new plan this year aside from the new
6 schedule. So to go back to your original
7 point, there will be a multicultural
8 stage at Taste of Philadelphia. And so
9 one of the things that we're trying to do
10 besides shorten the number of days is
11 make it more impactful and really
12 highlight as many of the intriguing and
13 interesting aspects of our city. And I
14 do have a request for everyone. If I
15 could -- and I'll follow up with your
16 offices, but we are looking for drill
17 teams to take part in our celebration for
18 Wawa Welcome America. So if you have --
19 if you know some local drill teams,
20 please send them my way, because I'd like
21 to incorporate and include them in the
22 festivities.

23 COUNCILWOMAN SANCHEZ: How many
24 stages are you going to have?

25 MS. PETERKIN-BELL: For the?

1 4/8/13 - WHOLE - BILL 130178, etc.

2 COUNCILWOMAN SANCHEZ: Taste.

3 MS. PETERKIN-BELL: Taste?

4 We'll have one stage for Taste.

5 COUNCILWOMAN SANCHEZ: No; for
6 the Wawa celebration.

7 MS. PETERKIN-BELL: Oh, for the
8 Parkway? There will be three stages for
9 the party on the Parkway.

10 COUNCILWOMAN SANCHEZ: I mean,
11 I appreciate there being a multicultural
12 stage, but limiting -- you have three
13 stages, and saying one is where we're
14 going to do the multicultural activities
15 versus infusing them throughout. The
16 idea is to really infuse them out. I
17 kind of hate when we just say, Okay, this
18 is the stage for the colored folks and
19 everything else.

20 MS. PETERKIN-BELL: Oh, no, no,
21 no. I don't believe in that. So that's
22 not how I --

23 COUNCILWOMAN SANCHEZ: That was
24 not the intent, okay.

25 MS. PETERKIN-BELL: --

1 4/8/13 - WHOLE - BILL 130178, etc.

2 quote/unquote, roll.

3 COUNCILWOMAN SANCHEZ: What is
4 going to be the relationship with your
5 office and the Fund for Philadelphia?

6 MS. PETERKIN-BELL: So I am the
7 Chair for the Board for the Fund for
8 Philadelphia.

9 COUNCILWOMAN SANCHEZ: So
10 you're the Chair?

11 MS. PETERKIN-BELL: Correct.

12 COUNCILWOMAN SANCHEZ: I know
13 there's some outstanding questions around
14 the Fund and what is there. I'll leave
15 that for Councilman Oh, who started that.
16 I'm not sure if you came prepared to talk
17 about that or not.

18 MS. PETERKIN-BELL: I did not.
19 My understanding is that Rob Dubow, the
20 Finance Director, said that he would
21 supply some responses based on the
22 questions that were asked of him when he
23 testified.

24 COUNCILWOMAN SANCHEZ: One of
25 the last things -- and I think you'll

1 4/8/13 - WHOLE - BILL 130178, etc.
2 appreciate it having come from Newark and
3 stuff -- we've always faced a challenge
4 when we have visiting guests about what
5 are kind of the promotional items that we
6 give away as a city. Very frustrating.
7 Sometimes you can't even get a Liberty
8 Bell and stuff.

9 I really want to task you with
10 coming up with some creative ways to very
11 inexpensively show folks that we are
12 marketing the City, so when we have this
13 guest -- just this weekend I had someone
14 here from one of the towns in Puerto
15 Rico, and just not having -- I actually
16 purchased one, but just the ability to
17 have something like that. And we've
18 talked about it for years. It doesn't
19 have to be really expensive, but it
20 should be appropriate. And so hopefully
21 with your creativity having come from
22 kind of that New York scene, you'll come
23 up with something for us.

24 MS. PETERKIN-BELL: Definitely.
25 And just to showcase one, if you missed,

1 4/8/13 - WHOLE - BILL 130178, etc.
2 this was US Airways and we partnered with
3 GPTMC. And so this was basically
4 highlighting all the aspects of
5 Philadelphia, from education to
6 innovation to economic development to
7 diversity, about 25 pages that was
8 available throughout many, many
9 locations, but I can actually send some
10 to your office.

11 COUNCILWOMAN SANCHEZ: I'm
12 talking more of mementos and stuff,
13 whether it's the pin or those types of
14 things.

15 MS. PETERKIN-BELL: Understood.

16 COUNCILWOMAN SANCHEZ: So I
17 look forward to working with you on that.
18 Thank you.

19 MS. PETERKIN-BELL: Definitely.

20 COUNCIL PRESIDENT CLARKE: It
21 would be actually Councilman Oh.

22 COUNCILMAN OH: Thank you very
23 much, Mr. President. Thank you very
24 much, Council President.

25 I see the per person number,

1 4/8/13 - WHOLE - BILL 130178, etc.

2 but for Welcome America, what does that
3 gross, and is there any money from that
4 that comes to the City in terms of net?

5 MS. PETERKIN-BELL: So there
6 will be this year through our sponsorship
7 with VH1. We'll be in a very, very good
8 position. We'll be able to sell national
9 sponsorship, and that money will come to
10 the bottom line of Wawa Welcome America.

11 COUNCILMAN OH: So in that
12 answer, we do not know the gross from
13 last year or the years before?

14 MS. PETERKIN-BELL: I can get
15 you the gross from last year. I don't
16 have it right now.

17 COUNCILMAN OH: But there has
18 not been a profit; it's been a break-even
19 or a little bit of a loss?

20 MS. PETERKIN-BELL: Correct.

21 COUNCILMAN OH: Okay.
22 Certainly my office has brought up the
23 idea of celebrating the Army's birthday
24 here in Philadelphia. They have a Fleet
25 Week in Boston that brings in \$75 million

1 4/8/13 - WHOLE - BILL 130178, etc.
2 in that week. So I'm sure there's other
3 persons, not just in Council but
4 throughout our city, that have various
5 ideas. Is there some process of
6 receiving ideas and kind of looking at
7 the costs and the return, some formalized
8 process?

9 MS. PETERKIN-BELL: There isn't
10 right now. There are a number of events
11 that we annually produce, but that's
12 something that I can definitely work with
13 you on.

14 COUNCILMAN OH: Okay. So for
15 additional events, the consideration of
16 that?

17 MS. PETERKIN-BELL: Correct.
18 Now, what I will say is that there
19 isn't -- in a perfect world, these events
20 would come with new money.

21 COUNCILMAN OH: Yes.

22 MS. PETERKIN-BELL: But if that
23 is not the case, there are a number of
24 promotional and public relations items
25 that we can do to help offset that cost.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 COUNCILMAN OH: Okay. So
3 certainly the promotion of certain events
4 would come with dollars, it appears, with
5 them. So obviously ideas that are not
6 feasible will not go much further, but
7 I'm just kind of interested in kind of a
8 transparent process of receiving
9 suggestions and sizing them up. I
10 understand that it also would indicate
11 additional staff and funds for the office
12 or something like that. I'm not saying
13 you do it all on what you have.

14 I do like to see the increase
15 in funding request for what I believe are
16 Liberty Bells from \$300 to \$4,834; is
17 that correct?

18 MS. PETERKIN-BELL: Correct.

19 COUNCILMAN OH: Okay. And just
20 for the public, these Liberty Bells are
21 very important. It may not seem like it.
22 They are very important for us to have
23 good relationships for our city and to
24 develop new revenue streams for our city.
25 So I'm happy to see that.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 I would like to understand the
3 policy of when, for example,
4 Councilmembers make requests for Liberty
5 Bells in line with promoting the City, if
6 there is some kind of understandable
7 process. I will say that I think I
8 purchased about eight Liberty Bells last
9 year and one City flag. So if there was
10 some process that we understand in the
11 appropriation of these things, that
12 certainly our efforts on behalf of the
13 City will be supported with some of these
14 items.

15 MS. PETERKIN-BELL: Excellent
16 rule. We'll work with you on that
17 process.

18 COUNCILMAN OH: Okay.

19 Thank you very much,
20 Mr. President.

21 COUNCIL PRESIDENT CLARKE:

22 Thank you, Councilman.

23 The Chair recognizes Councilman
24 Johnson.

25 COUNCILMAN JOHNSON: Thank you,

1 4/8/13 - WHOLE - BILL 130178, etc.

2 Mr. President.

3 I just wanted to first start
4 off by commending Desiree and her staff
5 for the work that y'all have done thus
6 far --

7 MS. PETERKIN-BELL: Thank you.

8 COUNCILMAN JOHNSON: -- through
9 the City Representative Office. I'm one
10 to recognize the importance of the office
11 in terms of collaborating with other
12 departments such as the Philadelphia Film
13 Office, Historic Philadelphia
14 Incorporated, Center City District, and
15 the various other agencies that focus on
16 promoting travel and tourism, which is a
17 key to our local economy. So I've always
18 been a fan of making sure that all of
19 those various agencies are working in
20 synergy with your particular office, and
21 thus far, I've always been a fan of --
22 I'm happy that y'all did have the
23 opportunity to recruit Wawa to bring
24 Shawn Carter to Philadelphia, contrary to
25 popular belief. I thought that was

1 4/8/13 - WHOLE - BILL 130178, etc.
2 out-of-the-box thinking by giving him an
3 opportunity to participate, because it
4 also put us on the map nationally, as
5 well as making sure the Philadelphia
6 Marathon moves forward each year. And so
7 any way I can be supportive.

8 I do want to put a plug out
9 there in terms of when you look at
10 different organizations to be supportive
11 of, one that I always would like to see
12 get taken to the next level is Odunde.
13 Growing up as a kid in Philadelphia, we
14 used to have Unity Day along the Parkway.
15 As an African American, we don't have a
16 parade, and so one of the last areas as
17 an African American that we have a chance
18 to celebrate with is Odunde, Odunde
19 Celebration. I do believe that it should
20 be supported on a whole different level.
21 Obviously there are some challenges when
22 it comes to fundraising for whatever
23 reason, but at least in terms of from the
24 body of politics and me being an elected
25 official, I'm advocating that as a city

1 4/8/13 - WHOLE - BILL 130178, etc.

2 we do all we can do, because, one, it
3 brings significant dollars and resources
4 to the City every year they host the
5 event and, two, from the cultural
6 standpoint, I believe the education that
7 it provides, not only just for the
8 African American community but the
9 citizens for the City of Philadelphia,
10 also plays a vital role in terms of how
11 we do human relations in the City as a
12 whole.

13 So I just wanted to put that
14 out there and just ask that you keep that
15 on your radar and see how we can be more
16 supportive. It doesn't always have to be
17 funding, but it can be the promotion from
18 the support standpoint.

19 And just in wrapping up, and I
20 was proud to see our city on the US
21 Airways, which resides in the 2nd
22 Councilmanic District in Philadelphia,
23 contrary to everyone who wants to support
24 it. It lies in the 2nd Councilmanic
25 District. And I'm a strong advocate of

1 4/8/13 - WHOLE - BILL 130178, etc.
2 all things airport expansion related.
3 And so to see the City of Philadelphia on
4 the front of this magazine while I'm on
5 the airplane on my way to Orlando, it was
6 something to be proud of. So I just want
7 to commend y'all on your efforts, and
8 keep up the good work.

9 And I think you made a
10 brilliant move by asking us to provide
11 drill teams to participate in this year's
12 functions. I'm tired of seeing African
13 American children standing on highways
14 panhandling, and a lot of us -- well, I'm
15 going to speak for myself. And a lot of
16 times these same young groups come out
17 and participate in a variety of different
18 other events. So they shouldn't really
19 be standing on the highway panhandling.
20 And they may not have the wherewithal to
21 do strategic planning for fundraising, so
22 I do thank you for stepping up from a
23 grassroots level to give our young people
24 a chance to participate in making a few
25 dollars as we move forward with some of

1 4/8/13 - WHOLE - BILL 130178, etc.
2 the activities with the City of
3 Philadelphia.

4 So thank you. Keep up the good
5 work. I'm here to be supportive of your
6 efforts, and use my office as a resource
7 from an advocacy standpoint.

8 MS. PETERKIN-BELL: Excellent.
9 Thank you.

10 COUNCIL PRESIDENT CLARKE:
11 Thank you, Councilman.

12 The Chair recognizes
13 Councilwoman Brown. Councilwoman, could
14 you check your mic. I'm told that we
15 might be back online.

16 COUNCILWOMAN BROWN: Yes.
17 There you go. Thank you. Thank you very
18 much.

19 Let me underscore the important
20 observation raised by Councilman Kenyatta
21 Johnson with regards to finding
22 innovative ways to have our young people
23 engaged and involved with Welcome
24 Philadelphia.

25 I actually introduced a

1 4/8/13 - WHOLE - BILL 130178, etc.
2 resolution calling for hearings,
3 Councilman Johnson, you may remember,
4 around how we can better protect children
5 who are standing on street corners to
6 solicit funds, and Welcome Philadelphia
7 is certainly one way where we can engage
8 the talent of too many of them.

9 My question is, what is the
10 distinct or defining difference between
11 the work that you do and the work of
12 Ms. Melanie Johnson, who is now housed in
13 the Mayor's Office?

14 MS. PETERKIN-BELL: So the work
15 that I do as the City Rep are producing
16 the annual events that we produce every
17 year and really, quite frankly, trying to
18 redefine and in some cases rebrand them
19 and take them to another level.

20 COUNCILWOMAN BROWN: And in
21 some cases what?

22 MS. PETERKIN-BELL: Rebrand and
23 take them to another level.

24 Melanie Johnson is the Director
25 of Research and Big Events. So I believe

1 4/8/13 - WHOLE - BILL 130178, etc.

2 here even with this body there was some
3 conversation about Philadelphia being a
4 destination for many venue events, but
5 there wasn't anyone to focus on it --

6 COUNCILWOMAN BROWN: I see.

7 MS. PETERKIN-BELL: -- to do
8 the research and to really sit down and
9 say, Philadelphia should be the home of
10 an international jazz festival, or a
11 point person to say, Philadelphia should
12 be in a position to get the 2024
13 Olympics. And so that's what Melanie
14 does.

15 COUNCILWOMAN BROWN: How far
16 along is your office with regards to the
17 rebranding process?

18 MS. PETERKIN-BELL: With
19 events?

20 COUNCILWOMAN BROWN: Yes.

21 MS. PETERKIN-BELL: So we
22 are -- I mean, we've rebranded Welcome
23 America, seven days, again, with the 20th
24 Anniversary. We are also rebranding
25 Philadelphia Marathon and looking for a

1 4/8/13 - WHOLE - BILL 130178, etc.
2 title sponsor, which would be the first
3 time in the Philadelphia Marathon's
4 history that there would have been a
5 title sponsor.

6 COUNCILWOMAN BROWN: Okay.

7 Well --

8 MS. PETERKIN-BELL: Well
9 underway.

10 COUNCILWOMAN BROWN: Forgive
11 me?

12 MS. PETERKIN-BELL: Well
13 underway.

14 COUNCILWOMAN BROWN: Okay,
15 then. Thank you.

16 Thank you, Mr. President.
17 That's it for me on this matter.

18 COUNCIL PRESIDENT CLARKE:
19 You're welcome, Councilwoman.

20 The Chair recognizes Councilman
21 Jones.

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

24 Just making sure it's on.

25 COUNCIL PRESIDENT CLARKE:

1 4/8/13 - WHOLE - BILL 130178, etc.

2 We're good.

3 COUNCILMAN JONES: A couple of
4 quick things. Number one, from a public
5 safety standpoint, our events are getting
6 bigger, more recognized around the
7 country and the globe, and I wanted to
8 know your awareness level of cameras as a
9 force multiplier by way of big events
10 like this, and recognize that the
11 President took a delegation of
12 Councilmembers down to Baltimore where
13 they routinely use them and see if that's
14 in the future scope of major events like
15 this from a safety perspective.

16 MS. PETERKIN-BELL: I think
17 they can be if, I guess, applied the
18 right way, and obviously there has to be
19 strategic locations and they have to be
20 feasible to tap into existing camera
21 structures. But I believe it can work.

22 COUNCILMAN JONES: Let me
23 rephrase it. There already are, and what
24 I want to make sure is that with the
25 Mayor's new design of -- I forget what

1 4/8/13 - WHOLE - BILL 130178, etc.
2 the acronym is, but there's a command
3 center that they are using, but I want to
4 make you are aware that it is an
5 important public safety tool that
6 Baltimore uses, and that from an event
7 planning point of view, it allows you to
8 have many eyes in many locations, making
9 sure that we're all safe.

10 Knock on wood and not to --
11 we've been lucky to have these major
12 events and not have those kinds of
13 incidents, but as we get bigger and as
14 you do your job of promoting and branding
15 the City, that we need to up our game, if
16 you would, on that kind of safety
17 perspective. And we've had an advantage
18 of going down to Baltimore, seeing how
19 they do it. They've been on a lot of
20 radar screens by way of potentially bad
21 actors doing things to them that they've
22 been able to use this technique to keep
23 us safe. So as we enjoy these wonderful
24 venues, I don't want to be looking over
25 my shoulder wondering what the -- was

1 4/8/13 - WHOLE - BILL 130178, etc.

2 that a firecracker or something worse.

3 So if there can be someone from
4 your office to just kind of tap into that
5 and make sure that we stay in sync on
6 that issue, I think that that will go a
7 long way for your branding process.

8 MS. PETERKIN-BELL: Noted.
9 Definitely.

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

12 COUNCIL PRESIDENT CLARKE:
13 Thank you, Councilman.

14 There are no other questions
15 for this witness. I want to thank you
16 very much for your testimony.

17 MS. PETERKIN-BELL: Thank you.

18 COUNCIL PRESIDENT CLARKE: Next
19 up we'll have the Department of Commerce.

20 (Witnesses approached witness
21 table.)

22 COUNCIL PRESIDENT CLARKE: Good
23 morning, sir.

24 DEPUTY MAYOR GREENBERGER: Good
25 morning.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 COUNCIL PRESIDENT CLARKE: You
3 have relatively lengthy testimony.

4 DEPUTY MAYOR GREENBERGER: I
5 have a summary version.

6 COUNCIL PRESIDENT CLARKE: That
7 would be appreciated. Please proceed.

8 DEPUTY MAYOR GREENBERGER: Good
9 morning, Council President and members of
10 Council.

11 By the way, before I get
12 started, I was meeting with a member of
13 the Boston City Council this morning who
14 gave me this nice little medallion key
15 chain, and I'll be happy to share it with
16 those of you who are interested.

17 COUNCIL PRESIDENT CLARKE:
18 Well, I don't understand why they didn't
19 come down to see the Philadelphia City
20 Council.

21 DEPUTY MAYOR GREENBERGER: They
22 were talking about casinos.

23 COUNCIL PRESIDENT CLARKE: All
24 the more reason why they need to come
25 down here.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 DEPUTY MAYOR GREENBERGER: And
3 they were on their way up to Bensalem.

4 COUNCIL PRESIDENT CLARKE: I
5 think you just got somebody in trouble.

6 DEPUTY MAYOR GREENBERGER: I'll
7 give you the fella's name and you can
8 call him yourself.

9 COUNCIL PRESIDENT CLARKE:
10 Thank you, sir.

11 DEPUTY MAYOR GREENBERGER: I'm
12 Alan Greenberger, Deputy Mayor for
13 Economic Development and the Director of
14 Commerce.

15 You've got the written
16 testimony and I'll provide a short
17 summary for you this morning.

18 With me are Kevin Dow, Chief
19 Operating Officer; Duane Bumb, Senior
20 Deputy Director of Commerce; Linda House,
21 who is our Director of Finance and
22 Administration; Angela Dowd-Burton, our
23 Executive Director of OEO; and many
24 others of our senior staff.

25 I'm here to present testimony

1 4/8/13 - WHOLE - BILL 130178, etc.
2 on behalf of the Department today for our
3 Fiscal Budget 2014, which is a request of
4 \$259 plus million, but only of which 2.7
5 million is directly allocated to the
6 operations of the Commerce Department,
7 the remaining majority of the money
8 passing through Commerce, by Charter, to
9 groups like Aviation, Convention Center,
10 hotel tax, and various other grantees.

11 The role of the Department of
12 Commerce is to coordinate economic
13 development activity on behalf of the
14 City and to establish Philadelphia as a
15 place of choice for businesses and
16 residents alike. We have a number of
17 partners in this effort, not the least of
18 which is City Council, and I want to
19 thank all the members for their support
20 and cooperation throughout my time as
21 Deputy Mayor.

22 Our goal from an economic
23 development perspective is a city in
24 which businesses can start, stay, and
25 grow, and we pursue this goal in a number

1 4/8/13 - WHOLE - BILL 130178, etc.
2 of ways, some of which I'll touch on
3 today.

4 We've begun two new initiatives
5 aimed at supporting small businesses and
6 those looking to start businesses in
7 Philadelphia, through a program called
8 Startup PHL and another one called
9 Goldman Sachs 10,000 Small Businesses
10 program, and are working with our
11 partners at PIDC. We're providing
12 funding and other support to
13 entrepreneurs across the City. What's
14 more, in a time of limited resources,
15 both of these programs leverage
16 additional private investments.

17 In addition to these new
18 initiatives, we continue small
19 businesses -- we continue to service
20 small businesses through our Office of
21 Business Services, which had 1,879 new
22 business cases last year, average
23 turnaround time of two days, and a
24 satisfaction rate of 90 percent and
25 improving; and through our Business

1 4/8/13 - WHOLE - BILL 130178, etc.

2 Technical Assistance program, which has
3 served over 650 entrepreneurs since 2011,
4 providing more than 1.27 million in small
5 business loans to more than 150
6 businesses; and through the Office of
7 Economic Opportunity, we've made
8 consistent progress in increasing the
9 participation levels of minority, women,
10 and disabled-owned enterprises. In 2012,
11 due to the ongoing efforts of OEO, the
12 participation rate of minority and
13 women-owned businesses with City and
14 quasi-City contracts reached 28 percent,
15 passing the Mayor's goal of 25 percent.

16 We're working very aggressively
17 to attract new companies to Philadelphia
18 and to retain and grow the businesses
19 that are already here. Last year we
20 attracted 11 new companies moved to the
21 City and worked with 18 companies whose
22 leases were up to ensure that they stayed
23 here. We've also developed a new
24 database system called QuickBase, which
25 will allow us to better monitor and

1 4/8/13 - WHOLE - BILL 130178, etc.
2 measure our activities throughout the
3 Department.

4 We'll also be more aggressive
5 in promoting Philadelphia
6 internationally. It's an issue that
7 Councilman Oh has been particularly
8 interested in. Last year we organized a
9 trade delegation to Beijing and Tianjin,
10 led by Mayor Nutter, assisting many
11 important Philadelphia institutions as
12 they develop new opportunities with their
13 counterparts in China and creating
14 opportunities for return investments.
15 Working with other partners, such as the
16 World Trade Center, Select Greater
17 Philadelphia, Convention and Visitors
18 Bureau, and the Commonwealth of
19 Pennsylvania, we'll organize further such
20 delegations this year. We've also
21 appointed Shinjoo Cho, a Commerce
22 Department veteran, as our new Director
23 of International Investments to
24 coordinate these activities.

25 Philadelphia is a city that's

1 4/8/13 - WHOLE - BILL 130178, etc.
2 in demand. Last month new U.S. Census
3 figures showed population growth for the
4 sixth straight year, with Philadelphia
5 adding almost 10,000 new residents in
6 2012, adding to the more than 12,000 that
7 were added in 2011. After some very
8 difficult years brought on by the
9 recession, we now see investment flowing
10 into Philadelphia, evidenced by the
11 cranes that we see across our skyline.
12 There is currently an unprecedented level
13 of construction activity in the City,
14 with around 40 major projects in all
15 sectors, representing an investment of
16 more than \$2.9 billion.

17 We're also continuing to invest
18 in our neighborhoods, and, for example,
19 during 2012, we invested \$8 million in
20 commercial corridors across the City,
21 including along Germantown Avenue,
22 championed by Councilwoman Bass, and on
23 52nd Street in West Philadelphia, which I
24 visited with Councilwoman Blackwell last
25 fall.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 Despite the many positive
3 trends indicating that we're moving in
4 the right direction as a city, population
5 growth, investment, and construction,
6 private-sector job creation slowly
7 increasing, our unemployment rate remains
8 stubbornly high. My full attention and
9 that of the entire Commerce Department
10 remains on attracting new businesses and
11 jobs to the City, helping existing
12 businesses to grow and prosper, and
13 ensuring through Philadelphia Works that
14 our workforce is adequately trained and
15 its skills match the needs of our
16 economy.

17 Thank you for the opportunity
18 to testify. I'll be happy to answer
19 questions.

20 COUNCIL PRESIDENT CLARKE:

21 Thank you so much.

22 A couple quick questions. One,
23 you reference the population growth in
24 the City of Philadelphia, and we're
25 obviously all pretty excited about that.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 Do you have a sense -- and I know you
3 know the answer to this question; I
4 actually do too -- where the bulk of the
5 growth has taken place?

6 DEPUTY MAYOR GREENBERGER: The
7 bulk of the growth has come in three
8 sectors. One is that our retention rate
9 of college graduates who have come to
10 this area, particularly those who have
11 come who did not live here in the
12 beginning, has increased dramatically.
13 Five years ago it was around a retention
14 of 26 percent. Today it's around a
15 retention of 47 percent. So we're
16 keeping college graduates.

17 We also have an influx of young
18 people in that 24 to 34 cohort because,
19 frankly, they can make a life here, both
20 economically and socially. Housing is
21 relatively cheap, and the places that
22 sometimes where people used to like to go
23 are no longer affordable, like New York,
24 San Francisco. That's one component.

25 The second component are

1 4/8/13 - WHOLE - BILL 130178, etc.
2 empty-nesters. I think we saw a big jump
3 in that several years ago. It's
4 flattened out somewhat, but there's still
5 empty-nesters coming in who want to
6 partake in the City.

7 And the third is immigrants.
8 There are significant increases in
9 several immigrant populations in the
10 City.

11 COUNCIL PRESIDENT CLARKE: And
12 same question but geographically where.

13 DEPUTY MAYOR GREENBERGER: The
14 empty-nesters tend to be in Center City.
15 They're looking for a social life that
16 they didn't have in the suburbs.

17 The new young people, the 24 to
18 34 cohort, is showing up in many of the
19 neighborhoods that have surrounded Center
20 City but have not traditionally been part
21 of it. And these are the Fishtowns,
22 Northern Libs, Bella Vistas, Pennsport,
23 South of South. There are -- when you
24 look at the population breakdown in those
25 neighborhoods, you see enormous

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2 percentage in that 24 to 34 cohort.

3 The immigrant populations are
4 all over. Tremendous immigrant changes
5 in Mayfair, Lower Northeast, up in Olney,
6 West Philadelphia in the sort of high
7 40's out Baltimore Avenue. Different
8 groups are turning up in different
9 places, South Philadelphia also with
10 Southeast Asian and Mexican populations
11 that it hadn't previously seen.

12 COUNCIL PRESIDENT CLARKE: So
13 with the exception of the immigrant
14 population, the growth in population is
15 primarily around Center City?

16 DEPUTY MAYOR GREENBERGER:
17 Generally center, the neighborhoods that
18 flank the center, West Philadelphia
19 particularly around the universities, and
20 then the immigrant populations tend to be
21 embedded in neighborhoods more generally.

22 COUNCIL PRESIDENT CLARKE:
23 Right. So in last year's -- it was last
24 year or year before during our
25 redistricting process, we noticed that

1 4/8/13 - WHOLE - BILL 130178, etc.
2 there were significant losses in
3 populations in what we traditionally
4 called strong neighborhoods, and actually
5 Councilman Squilla and I had a
6 conversation. At that point he wasn't a
7 Councilman, but when we looked at the
8 fact that we had these significant
9 population losses in areas like the
10 Overbrooks and the Oak Lanes and some of
11 these other areas, Councilman Squilla
12 told me at that point he was going to be
13 a good Councilperson. He says, We're
14 moving these districts around, he said,
15 but we have to figure out a way to make
16 sure that there's population growth in
17 these areas where we've lost all this
18 population. He asked me was there a game
19 plan for that, and I couldn't really
20 answer that in the affirmative.

21 Is there a game plan by the
22 Administration for, quote/unquote, the
23 traditionally stable neighborhoods where
24 we're experiencing losses in population
25 and even the non-traditional

1 4/8/13 - WHOLE - BILL 130178, etc.

2 neighborhoods where the decline in
3 population continues? Because while I'm
4 excited about adding 10, 15, whatever we
5 added in the year, the reality is that
6 there are a whole lot of neighborhoods
7 out there that they're, frankly speaking,
8 going the other direction, and I'm just
9 trying to get a sense is there a game
10 plan for those neighborhoods.

11 DEPUTY MAYOR GREENBERGER: I
12 don't know if I'd sort of rise it to the
13 level of game plan, but I think there is
14 a kind of longer term play that we can
15 all focus on, and it's this: Young
16 people get married, have families, have
17 kids, start to worry about school, start
18 to think about larger houses. A lot of
19 the neighborhoods that you're talking
20 about, Wynnefields, Overbrooks, the Oak
21 Lanes, East Mt. Airy where I live, there
22 are some fabulous housing deals
23 available. I mean, you could get amazing
24 amount of house at relatively low cost
25 compared to other cities, and I think

1 4/8/13 - WHOLE - BILL 130178, etc.
2 what we're going to see, to the extent
3 that we can retain these now young
4 families and their children in the City,
5 I think we're going to see those places
6 start to have increased buying pressure,
7 because the deals are terrific and the
8 housing stock is terrific. Transit
9 connections are good. But I think it's
10 very much dependent on the school
11 situation.

12 COUNCIL PRESIDENT CLARKE: I'm
13 glad you mentioned the latter, because
14 there's actually -- Councilman Jones and
15 myself, we actually had a couple of
16 meetings. I guess we would characterize
17 the organizations as young African
18 American professionals, and we had a
19 couple of dinners to talk about why do
20 they opt to go to Washington or New York
21 or DC and other areas, and there was some
22 interesting responses, and I think first,
23 if not second, it was the school issue,
24 as I assume it is in pretty much every
25 category of individual. So --

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2 DEPUTY MAYOR GREENBERGER: I'd
3 love to have more --

4 COUNCIL PRESIDENT CLARKE: The
5 reality is, if we have good housing
6 numbers in terms of price points in those
7 neighborhoods, at the end of the day,
8 young people need to feel comfortable
9 that somewhere down the line once they
10 have a child and the child goes beyond
11 three years old, that they have a good
12 public school, and unfortunately we're
13 kind of going the other direction in that
14 one.

15 So I guess the question is, is
16 there a game plan -- and I hate to keep
17 using that term -- for creating the
18 public school environment in those
19 neighborhoods to go along with the very
20 affordable prices?

21 DEPUTY MAYOR GREENBERGER: I
22 wish I could answer it better. Obviously
23 that's not our expertise, but it's a
24 hugely important issue, and I would love,
25 just as a matter of quality of life and

1 4/8/13 - WHOLE - BILL 130178, etc.

2 what makes the City attractive, I'd love
3 to have more conversations with you about
4 what you heard.

5 COUNCIL PRESIDENT CLARKE: You
6 will in a broader format.

7 DEPUTY MAYOR GREENBERGER:
8 Okay.

9 COUNCIL PRESIDENT CLARKE: You
10 know City Council. We always come up
11 with something.

12 Just a couple of quick
13 questions. You talked about the Goldman
14 Sachs 10,000 Small Business initiative
15 and how the \$20 million investment in
16 small business lending and education will
17 help our region. Can you just elaborate
18 a little bit on that, and you can provide
19 a report to the Chair of the businesses
20 that have benefited from the program to
21 date.

22 DEPUTY MAYOR GREENBERGER:
23 Sure. The program is virtually -- is
24 almost brand new. It was announced maybe
25 two months ago, and sort of systems and

1 4/8/13 - WHOLE - BILL 130178, etc.
2 organization have been put in place. It
3 consists of the following parts: There
4 is a \$10 million loan by Goldman Sachs to
5 PIDC specifically for loans to small
6 businesses that are existing now. They
7 have to have, I think, a minimum of four
8 employees and be in business for a
9 certain minimum amount of time. And the
10 goal of the program from the Goldman
11 point of view is to find a way for those
12 businesses to get to the next level of
13 development. Program just put in place,
14 I think we just approved at PIDC the
15 first business loan -- either we just
16 approved it or about to approve it -- the
17 first loan of that sort and there are
18 several more teed up.

19 The other part of the program
20 is an educational piece, \$5 million that
21 is being run through the Community
22 College. It includes a staff member that
23 we've brought on in Commerce, who is our
24 outreach liaison. This is to find owners
25 of same kind of businesses who can profit

1 4/8/13 - WHOLE - BILL 130178, etc.
2 from a kind of very compressed, focused
3 educational program over the course of, I
4 think, 12 weeks, Fridays or Saturdays,
5 where they can peel away from their
6 businesses and get some very basic
7 health -- help -- sorry; health too --
8 that most businesspeople don't usually
9 get to have on things like budgeting,
10 financial statements, human resources,
11 promotions, balance sheets, the like.
12 And we're in the process of pulling
13 together the first cohort of that.
14 Applications closed in March. I think we
15 got something close to a hundred
16 applications. They'll make a cohort of
17 30 or 40 people and start running that
18 educational program.

19 The other \$5 million, by the
20 way, was a similar loan that was made to
21 PIDC to another provider in another part
22 of Southeastern Pennsylvania.

23 COUNCIL PRESIDENT CLARKE:

24 Okay.

25 At this time, I'd like to

1 4/8/13 - WHOLE - BILL 130178, etc.

2 recognize Councilman Goode.

3 COUNCILMAN GOODE: Thank you,

4 Mr. President.

5 Good morning, Mr. Greenberger.

6 DEPUTY MAYOR GREENBERGER: Good

7 morning, Councilman.

8 COUNCILMAN GOODE: Just a few

9 questions for you and then questions for

10 Ms. Dowd-Burton.

11 The first question is, has the

12 Administration formally reviewed the Jobs

13 Commission report and does it plan to

14 adopt any of the recommendations?

15 DEPUTY MAYOR GREENBERGER: We

16 have reviewed the report.

17 And, Kevin, would you like to

18 summarize a little bit of that review.

19 We have multiple pages, which we'll be

20 happy to share with you.

21 COUNCILMAN GOODE: Just please

22 forward it through the Chair, but if you

23 could share a few examples, that would be

24 great.

25 DEPUTY MAYOR GREENBERGER:

1 4/8/13 - WHOLE - BILL 130178, etc.

2 Sure.

3 Kevin, do you want to do a few
4 examples.

5 MR. DOW: Sure.

6 My name is Kevin Dow.

7 We have reviewed the report,
8 analyzed it. We've looked at a number of
9 different things. There were 15
10 recommendations, as you well know. One
11 of the most requested things was the
12 continuance of the Commission going
13 forward. We have not made that final
14 decision, but have gone forward to say we
15 have no opposition to that. We want to
16 talk with Council leadership, figure out
17 what does that look like, what's the
18 structure, how do we want to do it, do we
19 want to keep the same members, bring on
20 new members. But the thought process is
21 that that could continue in some fashion
22 or another, as an example.

23 We also discussed a number of
24 different things in regards to
25 starting -- opportunities for reform, tax

1 4/8/13 - WHOLE - BILL 130178, etc.
2 reform, regulatory reform. So we've made
3 some statements about how what we've done
4 throughout the last year or so, two years
5 that have addressed that, tax reform in
6 particular, the CDC Tax Credit Program,
7 the tax credit -- wage tax credit
8 programs, so forth, License and
9 Inspection reform and all of that, which
10 would address one or two of the
11 recommendations.

12 COUNCILMAN GOODE: Okay.

13 MR. DOW: We also would say --
14 I'd say the last thing is talking about
15 starting up the number of startups in the
16 City. We've always focused on that.
17 Goldman Sachs is an example in which
18 we're looking at that. While Goldman
19 Sachs defines startups in a different
20 way, it is a way in which we can have a
21 continuum of capital into that business
22 community, small business community.

23 We also have our standard
24 business technical assistance programs.
25 We have the work that OEO is doing in

1 4/8/13 - WHOLE - BILL 130178, etc.
2 working with businesses, as well as the
3 Office of Business Services and its daily
4 work in reaching out to businesses and so
5 forth. Those are two or three examples.

6 COUNCILMAN GOODE:

7 Mr. Greenberger, when can we expect to
8 receive the formal response?

9 DEPUTY MAYOR GREENBERGER: I
10 think we can get -- I think we can get
11 this to you within two weeks. We just
12 have to sort of dress up and clean up the
13 language in this.

14 COUNCILMAN GOODE: Fair enough.

15 Ms. Dowd-Burton, how many
16 active economic opportunity plans exist?

17 MS. DOWD-BURTON: Right now
18 there are 365 economic opportunity plans.
19 If you recall in Fiscal Year 2010, the
20 threshold for plans were dropped from a
21 million down to 250,000. At that time,
22 we had 15 in Fiscal Year 2010. In Fiscal
23 Year 2011, we had 89; Fiscal Year 2012,
24 187; this year year to date about 74.
25 And so the volume is growing and the

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2 maintenance on those projects are an area
3 that we're working right now within OEO
4 to reinvent how we operate.

5 COUNCILMAN GOODE: So of the
6 365, how many have met or are meeting the
7 stated goals?

8 MS. DOWD-BURTON: We've looked
9 at those that have closed. That's
10 projects that have been completed within
11 Fiscal Year '11 and '12, and about 90
12 percent are in compliance. The others
13 are not. And so --

14 COUNCILMAN GOODE: Of the 365,
15 how many are meeting or have met their
16 goals?

17 MS. DOWD-BURTON: The sample
18 that we took --

19 COUNCILMAN GOODE: So you don't
20 know of the 365?

21 MS. DOWD-BURTON: Not of the
22 365, because some of them haven't been
23 launched yet. They're in the planning
24 phase.

25 COUNCILMAN GOODE: The question

1 4/8/13 - WHOLE - BILL 130178, etc.
2 is real simple. How many plans are
3 there? 365.

4 MS. DOWD-BURTON: Yes.

5 COUNCILMAN GOODE: How many are
6 meeting or have met their goals?

7 MS. DOWD-BURTON: We will
8 presume that those that are in place that
9 have not been completed yet are meeting
10 their goals unless we find out otherwise,
11 and I'll tell you why that is the case,
12 Councilman. We look at the stage of
13 projects and when --

14 COUNCILMAN GOODE:
15 Ms. Dowd-Burton, you can submit all of
16 that in writing.

17 MS. DOWD-BURTON: I'll be happy
18 to.

19 COUNCILMAN GOODE: I don't want
20 to have a long discussion. I'm really
21 not interested in that today. The
22 question is, how many plans are there?
23 365. The projects do not have to be
24 complete in order to determine whether
25 they're meeting their goals. I'm not

1 4/8/13 - WHOLE - BILL 130178, etc.
2 going to have a debate about it. I'm
3 going to ask you two more questions and
4 that's it. We'll just let it go and
5 you'll give me what you give me in
6 writing.

7 MS. DOWD-BURTON: Okay.

8 COUNCILMAN GOODE: Is a project
9 considered to be non-compliant if it's
10 not meeting its goals?

11 MS. DOWD-BURTON: It depends on
12 why they're not meeting their goals. As
13 an --

14 COUNCILMAN GOODE: So a project
15 cannot be meeting its goals and still not
16 be viewed as being non-compliant?

17 MS. DOWD-BURTON: If the scope
18 of the project has been changed by the
19 City, the contractor would not be able to
20 meet their goals based on what they
21 submitted at the time.

22 COUNCILMAN GOODE: That's not
23 the question. I'm asking you whether you
24 differentiate between a project not
25 meeting its goals and a project being

1 4/8/13 - WHOLE - BILL 130178, etc.

2 formally not in compliance. Are there
3 two different categories or is there one
4 category?

5 MS. DOWD-BURTON: There are two
6 different categories.

7 COUNCILMAN GOODE: That was the
8 only question. And you can submit to me
9 in writing what non-compliance entails.

10 MS. DOWD-BURTON: Okay.

11 COUNCILMAN GOODE: Lastly, and
12 this is more important because I want to
13 skip through the rest of it, Bill 120616
14 requires an annual report, and the
15 legislation specifically says a report on
16 all economic opportunity plans. It
17 doesn't say some, a subset, those plans
18 that are complete. And so we are
19 expecting an annual report on all
20 economic opportunity plans. And what we
21 need are the participation goals, the
22 participation rates, and any differential
23 between participation goals and
24 participation rates. What I'm interested
25 in is looking at all the plans, what the

1 4/8/13 - WHOLE - BILL 130178, etc.
2 goals were, whether they met those goals,
3 what's the difference in writing as part
4 of the annual report as deemed by law.
5 Are we going to get that annual report?

6 MS. DOWD-BURTON: Yes.

7 COUNCILMAN GOODE: Will it be
8 on 365 plans?

9 MS. DOWD-BURTON: Yes.

10 COUNCILMAN GOODE: And when
11 will we get it?

12 MS. DOWD-BURTON: The end of
13 the fiscal year.

14 COUNCILMAN GOODE: Thank you.
15 Thank you, Mr. Chair.

16 COUNCILMAN GREENLEE: Thank
17 you, Councilman.

18 Councilman Jones.

19 COUNCILMAN JONES: Thank you,
20 Mr. Chairman.

21 I had every intention of
22 totally just not even asking a question
23 but to sing the praises of Mr. Dow,
24 Mr. Gregory, Nazaarah Sabree, Karen
25 Fegley about the work that they're doing

1 4/8/13 - WHOLE - BILL 130178, etc.
2 in my district on commercial corridors,
3 54th and Berks Street in particular where
4 they've managed to take limited resources
5 from various departments such as the
6 Streets Department, Fairmount Park, Water
7 Department and kind of put it in a rock
8 soup method to make the corridor really,
9 really, as they say, pop.

10 And so I just want to say I am
11 truly appreciative of that kind of effort
12 on two major thoroughfares. I have
13 several others that by natural market
14 forces are developing all on their own,
15 but there are areas in my district that
16 need that extra push, and not since the
17 days of PCDC have I seen that kind of
18 coordination, and for which I am truly
19 grateful.

20 But when I listen to the
21 testimony, I have to elaborate a little
22 bit and say when Councilman Clarke asked
23 you -- President Clarke asked you what is
24 the game plan for neighborhoods and
25 districts, I expected a lot more coming

1 4/8/13 - WHOLE - BILL 130178, etc.
2 out of that. Because although Center
3 City is the driving force of the
4 economics in the City of Philadelphia,
5 neighborhood commercial corridors are the
6 mirror of neighborhoods, and without a
7 game plan to talk about how we're going
8 to improve employment in those areas,
9 that leaves me wanting by way of an
10 overarching strategy to accomplish that.

11 I thought you would mention
12 things like the work that was done on New
13 Market West where we're looking at
14 post-El construction, kind of looking at
15 how we develop places like Market Street
16 or Point Breeze or places in nitty-gritty
17 neighborhoods that need a little help
18 from not a 50,000 foot view but boots on
19 the ground kind of view and connectivity
20 with people like the folks that advertise
21 for tourism, people that are doing
22 linkages between things like -- we got
23 Car Visions coming out.

24 So I guess my question becomes,
25 tell me what the plan is for Hunting Park

1 4/8/13 - WHOLE - BILL 130178, etc.
2 Avenue, the industrial corridor there, or
3 Parkside.

4 DEPUTY MAYOR GREENBERGER:

5 Okay. Well, let me just -- let me start
6 with the broader comment. I didn't give
7 him the fuller answer because it didn't
8 sound like he wanted me to launch into a
9 big speech at that moment. I thought the
10 question was more specifically about the
11 schools.

12 There's 272 commercial
13 corridors in the City the Planning
14 Commission has identified, and our Office
15 of Neighborhood Economic Development has
16 targeted 88 of them that we are active in
17 based on pedestrian character, commercial
18 activity. And of those 88, we have
19 managed to touch thus far 70 of them with
20 investments and resources. They are
21 critical to neighborhood economic
22 development for a lot of reasons. One is
23 obviously local jobs. That's the most
24 important thing. Second thing is
25 services to communities. But I think the

1 4/8/13 - WHOLE - BILL 130178, etc.

2 third thing is, they're also sources of
3 pride to neighborhoods. Nobody likes to
4 feel like their neighborhood commercial
5 corridor is kind of down in the dumps.
6 It's not good for the neighborhood as a
7 whole. It makes people feel bad. And
8 then there's services and jobs that are
9 obviously important.

10 The critical thing in getting
11 these corridors to some -- there's
12 multiple things you have to do to get
13 these corridors to some level of health
14 that our Office of Neighborhood Economic
15 Development that Karen Fegley runs to do.
16 The most important I would say from my
17 experience thus far has been getting
18 these neighborhoods organized, getting
19 the businesses on them together,
20 believing in the same thing, believing in
21 the value of their participation in
22 simple things like clean and safe
23 programs, business improvement districts,
24 organized neighborhood districts,
25 coordination with community development

1 4/8/13 - WHOLE - BILL 130178, etc.
2 corporations, facade grants, of which we
3 do many, all the way to larger planning
4 issues that the Planning Commission
5 reckons with about, are these things
6 properly zoned, do we have -- and you've
7 heard me say this over the years --
8 corridors that are bigger than they
9 probably ought to be to be healthy.

10 The average vacancy rate in our
11 commercial corridors is something like 19
12 percent. Too high. I mean, we're always
13 going to have some vacancy, but it's too
14 high. We've got to bring that under
15 control by figuring out how to enable new
16 businesses that want to be on the
17 corridors through loan programs, like the
18 Goldman Sachs program, or through new
19 operating money, through CDBG, have an
20 opportunity to get to do startup
21 businesses in the corridors and to
22 survive. Startup businesses are fragile,
23 so just the fact that they started
24 doesn't mean that this works over a
25 number of years. You got to do all of

1 4/8/13 - WHOLE - BILL 130178, etc.
2 that.

3 COUNCILMAN JONES:

4 Specifically --

5 DEPUTY MAYOR GREENBERGER: So
6 back to Parkside and Hunting Park.
7 Hunting Park, one, as you know, because
8 we worked on this together several years
9 ago, we have a major new retail complex
10 under development on land that was
11 largely part of the old Tastykake
12 operation under construction. I go by it
13 regularly. It looks like within a few
14 months it's going to be operational.
15 Terrific thing, both in terms of serving
16 a community that didn't have a major
17 shopping center, including supermarket,
18 as well as the jobs that will be produced
19 by that supermarket.

20 COUNCILMAN JONES: I'm familiar
21 with the current projects. The
22 outstanding vacant land in both Parkside
23 and Hunting Park, those successes I'm
24 thankful for, but where are we going with
25 the vacancy and who are we trying to

1 4/8/13 - WHOLE - BILL 130178, etc.
2 attract, and particularly -- like those
3 two are going to -- Hunting Park is going
4 to take off at this point. Got Car
5 Visions. Thank you, Vince Dougherty.

6 DEPUTY MAYOR GREENBERGER: And
7 United Scrap also operates on there.

8 COUNCILMAN JONES: So I'm happy
9 with that. But the thought behind --
10 Parkside, for example, is evolving from
11 an industry to commercial.

12 DEPUTY MAYOR GREENBERGER: To
13 commercial.

14 COUNCILMAN JONES: So, for
15 example, the entrance of Parkside Avenue
16 is now used by the Streets Department for
17 a salt mound. So somebody has to be
18 thinking like we need to remove that,
19 relocate that, have a front -- I need
20 someone, not just on the commercial
21 corridors, I'm appreciative of that, but
22 someone looking in a big-picture way like
23 we market the Navy Yard. I think that
24 same kind of effort on Delaware Avenue
25 and American Street needs to be that way.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 And so I'm challenging -- not
3 challenging, but requesting that we give
4 some thought to those areas. Councilman
5 Clarke is absolutely right. I lost 7,000
6 individuals in the last census. I need a
7 plan that says how I'm going to get 7,000
8 back. Councilman Squilla can't have all
9 of the population growth, right? You
10 want to share it.

11 So I need some of that brain
12 power spent. Now, I'm not going to wait
13 for you, because I'm going to do what I
14 can to stimulate economics in my
15 district, but I need that kind of
16 cooperation to do that.

17 COUNCILMAN GREENLEE:
18 Councilman, I know your time is up, and
19 the Councilwoman had a little time issue
20 there, so --

21 COUNCILMAN JONES: See, that's
22 why --

23 COUNCILMAN GREENLEE: If you
24 could come back.

25 COUNCILMAN JONES: See, that's

1 4/8/13 - WHOLE - BILL 130178, etc.

2 why I should have took the chair.

3 COUNCILMAN GREENLEE: I was
4 waiting for you to take a breath there,
5 that's all.

6 DEPUTY MAYOR GREENBERGER: I
7 want to further those conversations with
8 you. It starts in the planning phase.
9 There's a recent Parkside district plan
10 that was done that talks about those very
11 things, talks about the streets, property
12 that needs to ideally be elsewhere,
13 obviously expand on the commercial
14 growth. Hunting Park, great start, good
15 partners in Salvation Army, in the
16 grassroot organization that's building
17 that supermarket, Car Vision, United
18 Scrap Metal. These are good partners,
19 but there's a lot of land up there,
20 particularly a lot of big buildings that
21 don't have answers yet. So I think we
22 got to get these partners organized and
23 working together with us.

24 COUNCILMAN JONES:

25 Mr. Chairman, for my next round, I expect

1 4/8/13 - WHOLE - BILL 130178, etc.
2 PIDC and RDA to give a synopsis that
3 deals in my district, please.

4 COUNCILMAN GREENLEE: Okay. If
5 they could be ready to come up. We have
6 three Councilpeople to ask questions
7 before.

8 Councilwoman Reynolds Brown.
9 Thank you, Councilman.

10 COUNCILWOMAN BROWN: Sure.
11 Good afternoon. Please, asking on behalf
12 of Councilwoman Tasco, who is listening
13 and watching, please share with us why it
14 has taken two years to get money to OARC
15 for the streetscape program.

16 DEPUTY MAYOR GREENBERGER: Is
17 this related to Stenton Avenue?

18 COUNCILWOMAN BROWN: Yes.

19 DEPUTY MAYOR GREENBERGER:
20 Karen.

21 (Witness approached witness
22 table.)

23 COUNCILWOMAN BROWN: Good
24 afternoon.

25 MS. FEGELY: Good afternoon.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 COUNCILWOMAN BROWN: Speak into
3 the mic and provide your name for the
4 record.

5 MS. FEGELY: Karen Fegley,
6 Director of Office of Neighborhood
7 Economic Development for the Commerce
8 Department.

9 The funding that the
10 Councilwoman set aside for the Stenton
11 Avenue streetscape improvements, it was
12 NTI funding. However, the source of the
13 funds made it not automatically eligible
14 for this type of project. And so we have
15 been working with a number of
16 departments, OHCD, the Redevelopment
17 Authority, and the Councilwoman's Office
18 to kind of go through the machinations to
19 make the funding available and
20 appropriate for the Stenton Avenue
21 streetscape project.

22 That was sort of all put in
23 place and accomplished in December,
24 December of 2012, and so over the past
25 couple of months, the award letter was

1 4/8/13 - WHOLE - BILL 130178, etc.
2 issued to OARC to do the work and the
3 contract has been initiated.

4 COUNCILWOMAN BROWN: And when
5 you say the source of the funding, if I'm
6 not mistaken, the source of the funding
7 was the City of Philadelphia, correct?

8 MS. FEGELY: Yes.

9 COUNCILWOMAN BROWN: So what I
10 know it would be helpful to her is a
11 timeline from the day she asked to the
12 day you anticipate, so we have hard dates
13 where there's hard facts and then there
14 are projected dates for anticipated
15 activity, if you would provide to her so
16 that she can have a framework and knows
17 what to anticipate.

18 MS. FEGELY: Absolutely. Yes.
19 And we've drafted that since this
20 conversation as the capital budget, and
21 she'll be receiving that this week.

22 COUNCILWOMAN BROWN: Okay,
23 then. Thank you very much.

24 On Page 3 of your testimony --

25 DEPUTY MAYOR GREENBERGER:

1 4/8/13 - WHOLE - BILL 130178, etc.

2 You're looking at the unabridged version,
3 I assume? Must be, yeah. Go ahead.

4 COUNCILWOMAN BROWN: Okay.

5 There's one question here I have
6 regarding businesses -- on Page 3 of your
7 testimony, you state that the department
8 allocated \$500,000 to provide services
9 that help entrepreneurs grow and thrive.
10 Six grants were awarded of the 118 apps.
11 Provide quickly who those six grants
12 were.

13 DEPUTY MAYOR GREENBERGER: I
14 can, and if you will just give me a
15 moment to find that in my binder.

16 COUNCILWOMAN BROWN: What I
17 would prefer --

18 DEPUTY MAYOR GREENBERGER: Do
19 you want me to put that in writing for
20 you?

21 COUNCILWOMAN BROWN: Please.
22 Please.

23 DEPUTY MAYOR GREENBERGER:
24 Sure. Be happy to do that.

25 COUNCILWOMAN BROWN: And then,

1 4/8/13 - WHOLE - BILL 130178, etc.
2 secondly, you may remember that my office
3 was successful in passing energy
4 benchmarking legislation, and we were
5 approached as a result of that by a
6 number of firms to set up offices in
7 Philadelphia, including the Greenwich
8 Energy Solutions firm based out of New
9 York City.

10 What is the department's
11 strategy for attracting green and
12 sustainable businesses to have them
13 locate here in the City of Philadelphia?

14 DEPUTY MAYOR GREENBERGER:

15 The --

16 COUNCILWOMAN BROWN: Given
17 the -- forgive me. Given the Mayor's
18 longstanding commitment and leadership,
19 quite frankly, around sustainability.

20 DEPUTY MAYOR GREENBERGER: The
21 primary strategy is one that involves
22 ourselves, the Mayor's Office of
23 Sustainability, PIDC, and what's called
24 the EEB hub down in the Navy Yard, which
25 is why PIDC is in it. They are, as you

1 4/8/13 - WHOLE - BILL 130178, etc.
2 know, very substantially funded by the
3 federal government, Department of Energy,
4 research hub on building energy
5 efficiency, and the best way to attract
6 these clean tech jobs is to start to --
7 is to aggregate businesses around that
8 hub, because presumably the research that
9 comes out of it can be useful to the
10 businesses that aggregate around them.
11 We've seen businesses aggregate around
12 them now, small businesses that are
13 doing --

14 COUNCILWOMAN BROWN: So you
15 create scale, if you would, or critical
16 mass is a better way.

17 DEPUTY MAYOR GREENBERGER:
18 Right. Now, there's also one other thing
19 I want to add into the picture. You may
20 think this is a little unusual, but this
21 has got a 21st century clean tech answer.

22 This last year saw the
23 non-closure of the Sunoco Refinery, now
24 the Philadelphia Energy Solution, and
25 we -- between that and some of the

1 4/8/13 - WHOLE - BILL 130178, etc.
2 chemical businesses that have long been
3 part of the Philadelphia scene, the Dows,
4 the Rohm and Haases, the Duponts, and now
5 new companies that have sort of come on
6 to the scene, a Brazilian company named
7 Braskem, for instance, that acquired the
8 Sunoco Chemical Division, we are now
9 learning about both production and
10 administrative capacity with what I would
11 characterize as much more
12 sustainable-oriented practices and
13 businesses related to chemicals, refining
14 and, of course, building energy
15 efficiency that I think is really
16 starting to aggregate in Philadelphia in
17 a way that has probably not quite hit the
18 radar yet.

19 COUNCILWOMAN BROWN: That's
20 exciting.

21 DEPUTY MAYOR GREENBERGER: But
22 it's a very big deal with a lot of jobs,
23 and it's very much about 21st century
24 businesses.

25 COUNCILWOMAN BROWN: Okay. So

1 4/8/13 - WHOLE - BILL 130178, etc.

2 it would behoove my office then to put
3 the business owners of the Greenwich
4 Energy Solutions, connect them with your
5 office so that they could be linked into
6 this --

7 DEPUTY MAYOR GREENBERGER: Yes,
8 please, and we will link them into this
9 entire network.

10 COUNCILWOMAN BROWN: Please.
11 Very exciting.

12 In an effort to beat the clock,
13 Office of Business Services. In the
14 testimony it's stated that there were
15 1,800 new business cases for 2012. How
16 many new business cases did we handle for
17 2011, and what do you attribute the
18 increase or decrease?

19 DEPUTY MAYOR GREENBERGER: If
20 we can give it to you quickly, we'll do
21 that. Otherwise, we'll give it to you in
22 writing.

23 COUNCILWOMAN BROWN: Because if
24 there is --

25 DEPUTY MAYOR GREENBERGER: Why

1 4/8/13 - WHOLE - BILL 130178, etc.
2 don't we get that to you in writing to
3 save some time.

4 COUNCILWOMAN BROWN: -- a
5 decrease or increase, then the follow-up
6 question would be, what factors would you
7 attribute to either. Because the need is
8 growing enormously and that office, I
9 know, has enormous value in being a
10 coach, if you will, or manager of helping
11 small businesses thrive. So we focus on
12 that a lot in our office, and we'll look
13 forward to those replies.

14 DEPUTY MAYOR GREENBERGER: I'm
15 glad to hear that you noted its
16 importance to businesses out there. We
17 think it's a very important kind of quiet
18 operation that's really doing sort of
19 one-on-one's with businesses, and it's
20 very important to the strategy of making
21 sure that small businesses in particular,
22 which are more fragile than most
23 businesses, have a way to solve their
24 problems.

25 COUNCILWOMAN BROWN:

1 4/8/13 - WHOLE - BILL 130178, etc.

2 Absolutely. And with the closure of
3 PCDC, it has become even more vitally
4 important that that role is not lost.

5 Thank you for your testimony.

6 DEPUTY MAYOR GREENBERGER:

7 You're welcome.

8 COUNCILWOMAN BROWN: Thank you,
9 Mr. Chairman.

10 COUNCIL PRESIDENT CLARKE:

11 Thank you, Councilwoman.

12 The Chair recognizes
13 Councilwoman Bass.

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

16 Good afternoon.

17 DEPUTY MAYOR GREENBERGER: Good
18 afternoon.

19 COUNCILWOMAN BASS: So I just
20 had a couple of questions, particularly
21 around Commerce's interaction or
22 involvement with CDCs and with the work
23 we do in terms of funding and supporting
24 CDCs, because I know that there's a lot
25 of work to be done throughout the entire

1 4/8/13 - WHOLE - BILL 130178, etc.
2 city, and you mention in your testimony
3 about the importance of doing work in the
4 neighborhoods. And so when you talk
5 about doing work in the neighborhoods,
6 you're talking about those CDCs, which
7 are critical to the process. But before
8 I actually go there, I do have one quick
9 question just to follow up on something
10 Councilman Jones was asking about, which
11 was the old Tastykake site and how that's
12 coming along. And I just wanted to get
13 any idea from you in terms of what the
14 impact would be on North 22nd Street,
15 which has been the traditional sort of
16 shopping corridor in that particular
17 neighborhood.

18 So I think what's happening on
19 Fox Street at Baker's Square is going to
20 be very exciting, but I didn't know if
21 Commerce was also planning to do any
22 additional work on North 22nd Street to
23 make sure that it survives as well.
24 Because every business corridor needs
25 something. Some people would say in my

1 4/8/13 - WHOLE - BILL 130178, etc.
2 district, Well, Chestnut Hill doesn't
3 need anything, they're doing well. Every
4 district needs something. So what's
5 needed in Chestnut Hill might not be the
6 same as what's needed -- obviously is not
7 the same as what's needed on North 22nd
8 Street.

9 So I don't know if you all had
10 thought that through or had a plan for
11 that.

12 MR. DOW: Councilwoman, we
13 have -- and we do value North 22nd Street
14 and the value that it can add to the
15 district, the City as a whole. That is
16 an example of how one corridor can impact
17 the economic viability of the City as in
18 other corridors that we've talked about,
19 and it goes to also business retention as
20 business attraction.

21 On North 22nd Street we've
22 worked hard to do streetscape
23 improvements. So part of what we do
24 through our network of CDCs as well as
25 the physical improvements that we

1 4/8/13 - WHOLE - BILL 130178, etc.
2 coordinate with the City, the Streets
3 Department and so forth, is the
4 improvement of the streets, sidewalks,
5 curb cuts, tree pitch, trees, and the
6 like.

7 We were able to start that work
8 over there at 22nd Street, but not
9 complete it, and we're now getting back
10 into the groove. We're committed to
11 doing that. We've actually begun forward
12 to finish off the work that we had not
13 completed before.

14 So that is a project that's
15 well on its way in order to complete the
16 revitalization from a physical sense in
17 that particular neighborhood. What we
18 hope is that that will entice people to
19 take care of their businesses. It will
20 entice other businesses to locate there,
21 and then as we begin to do other economic
22 development initiatives that feed into
23 that corridor or that corridor feeds into
24 itself, we will be in a much better
25 position.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 COUNCILWOMAN BASS: When do we
3 expect to have that work completed or
4 started?

5 MR. DOW: Roughly the spring.

6 COUNCILWOMAN BASS: This
7 spring?

8 MR. DOW: This spring. This
9 spring. No. I'm starting this spring,
10 completed -- no? I'm going to have my
11 technical expertise to come up.

12 COUNCILWOMAN BASS: Started
13 this spring, completed this spring? Wow,
14 great.

15 DEPUTY MAYOR GREENBERGER: I'm
16 sure that's not what you heard.

17 (Witness approached witness
18 table.)

19 MS. FEGELY: They're pulling
20 together the final engineering and sort
21 of updating the survey work so that they
22 can put the project -- "they" being a
23 consultant who is under contract with the
24 Streets Department. They'll put the
25 project out to bid in the fall. So I

1 4/8/13 - WHOLE - BILL 130178, etc.

2 think with the winter, we would expect
3 that construction wouldn't actually start
4 until spring of 2014. And I'm going to
5 just take a guess. It would probably be
6 about three to four months worth of work.

7 COUNCILWOMAN BASS: Okay. Very
8 good. Very good.

9 And also I just wanted to also
10 thank you all for the work that you've
11 done with the Germantown Special Services
12 District. Germantown is the largest part
13 of my district, and the commercial
14 corridor needs a lot of attention. We've
15 spent a lot of time together with Kevin
16 and Silvi working on various aspects of
17 making sure that this happens and that it
18 happens in a manner which is going to be
19 very, very helpful in a neighborhood that
20 has needed attention for quite some time.
21 So I just wanted to publicly thank you
22 for that.

23 But also can you talk about
24 CDCs and the funding you provide in terms
25 of CDBG funding, and can you give us some

1 4/8/13 - WHOLE - BILL 130178, etc.
2 sort of idea of what percentage of the
3 City's CDCs are not eligible for CDBG
4 funding?

5 MR. DOW: I would be venturing
6 a guess at the exact number there, so let
7 me not do that. However, if there are
8 community development corporations, by
9 sheer nature of their bylaws and the
10 purpose of their organizations, they
11 would be eligible for some of our
12 funding, if not all.

13 COUNCILWOMAN BASS: Now, we've
14 been sort of provided other information
15 from a group of CDCs who are not
16 eligible.

17 MR. DOW: And it depends on
18 which program that you're referring to.
19 So I'm going to let Karen answer that
20 question.

21 COUNCILWOMAN BASS: Okay.

22 MS. FEGELY: I'll try to give
23 some clarity. So I think what Kevin is
24 saying is, there are some offerings that
25 would be available to all. For example,

1 4/8/13 - WHOLE - BILL 130178, etc.
2 we have an RFP out right now for
3 neighborhood economic development grants,
4 and those are grants to fund construction
5 projects taken on by CDCs to develop key
6 sites, and those projects when the
7 outcomes are jobs for low to mod income,
8 Philadelphia residents, neighborhood
9 residents, those can be available to any
10 CDC. However, I think CDCs, especially
11 around the commercial corridors, tend to
12 think about our corridor management
13 grants, which is funded by CDBG and is
14 only eligible to organizations that are
15 certified community-based development
16 organizations, which is a HUD
17 certification, and also that are in areas
18 where the commercial corridor they're
19 working on is primarily serving a low to
20 mod income community.

21 And so I don't know the number
22 either. I'm going to take a guess and
23 say 25 percent or something are not
24 eligible. I mean, that's just our higher
25 income neighborhoods aren't available to

1 4/8/13 - WHOLE - BILL 130178, etc.

2 get -- aren't able to get those grants.

3 COUNCILWOMAN BASS: And --

4 MS. FEGELY: It's not perfect.

5 What we've been trying to do in the
6 meantime is to secure additional Keystone
7 Community funding through DCED, and then
8 we sort of try to make that available to
9 the CDCs that aren't able to get the CDBG
10 funding.

11 COUNCILWOMAN BASS: Okay.

12 Because one of the things that I was
13 saying earlier on is that everybody needs
14 something, and so the assumption that
15 because you're in Chestnut Hill or you're
16 in Mt. Airy or you're in East Falls,
17 wherever you are, that you don't have a
18 need, the need is different, but I don't
19 think that we can afford to ignore
20 commercial corridors. And I'm not saying
21 that's what you're doing, but we cannot
22 just leave some of our other commercial
23 corridors, which are still struggling,
24 and say, Well, because they're in an area
25 which should support them or they should

1 4/8/13 - WHOLE - BILL 130178, etc.
2 be able to make it on their own, we're
3 not going to allocate any funding in
4 support of other areas, which are, like I
5 said, like North 22nd Street, which needs
6 a lot of attention, or Germantown, which
7 needs a lot.

8 So I guess I just want to make
9 sure that that's on the table and that
10 we're still thinking about that, because,
11 again, everybody needs some level of
12 attention, and what I'm afraid of is that
13 if we don't give them the attention that
14 I believe that they need because, again,
15 they're struggling, we're going to look
16 up in five years from now, they're going
17 to be those corridors that are mirroring
18 some of the other ones that need a lot of
19 attention. So we have to still do the
20 business recruitment. We have to still
21 do all of the different things that are
22 going to be done in some of the other
23 areas like Germantown and 22nd Street.

24 DEPUTY MAYOR GREENBERGER: If I
25 could add to your point, Councilwoman.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 Obviously, as Karen is saying, funding
3 sources come with their own rules and
4 limitations. Some available; some not.

5 The other thing I would mention
6 just to put it out there is that CDBG
7 budgets have been cut almost 40 percent
8 in the last two years, probably with
9 another 8 percent as a result of the
10 sequester ahead. At least that's what
11 we're budgeting around. We've been very
12 protective within Commerce of these
13 critical grant programs to make sure that
14 we're kind of circling the wagons around
15 them, but it obviously means we can't do
16 everything.

17 But to the point of what you
18 were saying, some neighborhoods, even
19 ones where we can't apply financial
20 resources, we can apply planning
21 resources from the Planning Commission
22 itself. We can apply project-specific
23 resources, which we do all the time
24 trying to help worthwhile projects sort
25 of run the entitlement and regulatory

1 4/8/13 - WHOLE - BILL 130178, etc.
2 gauntlet. There are a lot of things that
3 go on, including, as Councilwoman
4 Reynolds Brown said a moment ago, help
5 through our Office of Business Services.
6 So these might be individual businesses,
7 and we want to really ask you to help us
8 make sure that the businesses in your
9 districts know that these services are
10 available.

11 COUNCILWOMAN BASS: Okay. I'll
12 come back around. Thank you.

13 COUNCIL PRESIDENT CLARKE:
14 Thank you, Councilwoman.

15 The Chair recognizes
16 Councilwoman Sanchez.

17 COUNCILWOMAN SANCHEZ: Thank
18 you.

19 I'm kind of happy that we're
20 having this kind of debate about where
21 the money comes from and where we're
22 putting it and the restrictions that come
23 with it, and I want my Council
24 colleagues -- I think this is the year,
25 with AVI and others, that we look at

1 4/8/13 - WHOLE - BILL 130178, etc.

2 Commerce and the work that they do,
3 particularly in our business sectors, as
4 something that the City has to support
5 consistently across the board.

6 One of the challenges, as
7 Deputy Mayor Alan Greenberger just
8 stated, is that we're using CDBG money,
9 and that is, one, not the best
10 utilization of that money because of its
11 financial restrictions but, two, does not
12 really allow us to put forth a cohesive
13 small business strategy throughout the
14 district. And I think one of the things
15 that -- it's a conversation we've been
16 having for years. It has built the
17 frustration around some of the
18 well-intended programs, whether it's the
19 camera program, the mixed commercial
20 development program, our corridor
21 cleaning program, we can't fund that
22 through CDBG, and we shouldn't. That
23 really should be a general operating
24 expense so that we can leverage it
25 appropriately, so districts, whether it's

1 4/8/13 - WHOLE - BILL 130178, etc.
2 Ogontz Avenue, North 22nd Street or in
3 Overbrook and other places, that we can
4 fund that, and it's a request and
5 something that through this budget
6 process I'm really going to push, just
7 because what ends up happening is that we
8 end up setting up even our CDCs, who mean
9 well and want to do well, to do projects
10 that because they don't meet the job
11 creation goal or because they don't meet
12 the income goal, they're not successful.
13 And I know, with all due respect to my
14 Councilman, Councilman Jones, who has
15 really pushed this commercial mix, we
16 can't do it the way we're funding it.

17 And so if we're really
18 committed to it -- we've seen what the
19 possibilities are when Commerce really
20 coordinates all of those different
21 programs. They can't do it using CDBG
22 money. The next cuts, whether it's 8
23 percent or more -- and some people are
24 talking about more -- is significantly
25 going to impact this work.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 So one of the things that I'd
3 like for Commerce to submit to the Chair
4 so that, as we begin this budget
5 negotiations, we really look at it is how
6 much money are we actually putting on the
7 street in facade and how much that
8 leverages as a line item, because I think
9 we need to look at that as a line item.

10 I'd like to see the camera
11 piece put in as a line item. The
12 cleanliness and the corridor cleaning is
13 so impactful, and the fact that we can't
14 figure out -- and it's one of the
15 conversations, it's like how do we tie in
16 that cleaning money with our commercial
17 trash fee. We have to do that. There's
18 just no way that we say we're not willing
19 to spend \$50,000 in a corridor to clean
20 it when we know the impact. And the
21 correlation between the cleanliness and
22 the public safety piece, I mean, they're
23 just tied. We have the data.

24 So I think, from my
25 perspective, I really want to tie all of

1 4/8/13 - WHOLE - BILL 130178, etc.
2 those items together, and as we look at
3 this budget piece and as we undoubtedly
4 get the bad news around CDBG, how do we
5 keep and support this and make it more
6 effective. This is the year. For me,
7 this is the year we do this, because I
8 think if you look at what we've done in
9 Centro de Oro, Kensington and Lehigh that
10 impacts actually -- President Clarke and
11 I have ten El stops in our district.
12 They're not all going to be commercial.
13 They're going to be mixed, and we need
14 the resources to get those activated,
15 whether they're all business or a
16 combination of density with residential,
17 and we can't do it the way we're funding
18 it now. And so to continue to kind of do
19 this bandage job is not going to get it
20 as we move forward.

21 So I'd really like to see those
22 numbers spelled out so that we can, as we
23 talk about it, from a budget perspective.

24 So that's my rant.

25 DEPUTY MAYOR GREENBERGER: We

1 4/8/13 - WHOLE - BILL 130178, etc.
2 have that information. We'll get that to
3 you.

4 COUNCILWOMAN SANCHEZ: Yes.
5 And that's important, again, because I
6 just think we could do more. And I think
7 you guys have seen what you could do and
8 ladies -- I'm sorry, Karen -- you see
9 what the potential is, and we all like to
10 see it, and I think the corridors that my
11 colleagues are mentioning are important.

12 I wanted to ask about how do we
13 tie in our Business Services to some of
14 the work that Council -- and particularly
15 our tax relief measures. One of the
16 things that we see -- and I know we have
17 this whole new revenue person. The
18 Revenue Department is about collecting
19 taxes. What is our strategy to promote
20 the tax relief measures? And I've heard
21 my colleague Councilman Goode talk about
22 the tax credit programs and so forth, but
23 we have our Small Business Tax initiative
24 that begins this year, the waiver of the
25 business tax license. What is Commerce

1 4/8/13 - WHOLE - BILL 130178, etc.
2 doing to promote those as part of what we
3 do every single day?

4 DEPUTY MAYOR GREENBERGER: Good
5 question. That information right now is
6 both available as one-to-one measures
7 through Office of Business Services. It
8 is posted on websites. But I can't tell
9 you that there is a larger, organized
10 marketing campaign around that, and I'd
11 be happy to talk to you more about that
12 to see how we can be effective with
13 limited resources, always, to get more
14 word out on that.

15 COUNCILWOMAN SANCHEZ: Yeah. I
16 think we really need a campaign. I think
17 my Council colleagues, those of us, we're
18 in constant discussions with the Chamber
19 about what we do here, whether it's sick
20 leave and other issues, but the fact of
21 the matter, this particular Council has
22 put forth probably some of the strongest
23 tax incentive measures, and particularly
24 these tax cuts as it relates to
25 manufacturing and our small businesses,

1 4/8/13 - WHOLE - BILL 130178, etc.
2 very, very targeted, and not to have a
3 campaign attached to that puts us at a
4 disadvantage, because those are huge tax
5 items. The small business tax is a \$25
6 million relief. No one is talking about
7 it.

8 DEPUTY MAYOR GREENBERGER: And
9 I would just further emphasize,
10 Councilwoman, that this is particularly
11 an issue around small business. They're
12 the hardest group to get to. I mean,
13 when we do business attraction measures,
14 they all know. We tell them, and we make
15 it very clear what the tax possibilities
16 are. It's much harder with it around
17 small businesses. Oftentimes people who
18 don't know didn't necessarily think to
19 ask. That's a harder group to reach.
20 It's always been the harder group to
21 reach.

22 COUNCILWOMAN SANCHEZ: I'd like
23 for us -- and I'd like the Commerce
24 Department to feel like that's something
25 that is in their shop and they get it

1 4/8/13 - WHOLE - BILL 130178, etc.
2 out. I mean, we send tax bills. We can
3 send the information in their tax bills.
4 We have to figure out aggressively how we
5 put that message out, because it's one of
6 the few times we have good news. I mean,
7 we're giving people tax cuts. So whether
8 it's using it in their water bills, in
9 their tax bills or whatever, folks need
10 to know that this year they're going to
11 get a \$50,000 break on both gross and net
12 profits. That's huge, and unless it's
13 coordinated and one of the shops -- I
14 know for Revenue it's like not their
15 task.

16 DEPUTY MAYOR GREENBERGER: No.
17 I think this is logically something that
18 we in Commerce would want to figure out
19 with Council how best to get that
20 information out. Needless to say also,
21 people who are getting tax breaks tend to
22 smile quietly and go about their
23 business.

24 COUNCILWOMAN SANCHEZ: Well,
25 the issue for me, in light of the fact

1 4/8/13 - WHOLE - BILL 130178, etc.
2 we've all talked about the growth in
3 those small businesses, particularly in
4 the immigrant community, is how we get
5 this information out so folks know it,
6 how do we reach out to the accountants
7 who do the work. What I don't want is a
8 situation where we put the tax breaks, we
9 budget it in, people don't file for it,
10 they don't know better, and then -- they
11 deserve it, particularly small businesses
12 who are getting banged on both AVI and
13 U&O this year.

14 MR. DOW: And I would add on, I
15 think that we do do those things. What
16 we don't do is, we don't have a strategic
17 plan to say this is what we're
18 communicating. But you should know that
19 in our interaction through the Office of
20 Business Services when we interact with
21 the business associations and the BIDs
22 and the service districts, we give that
23 information to them as a conduit to
24 getting it out to other folks. We also
25 do that through the Office of Business

1 4/8/13 - WHOLE - BILL 130178, etc.

2 Services in the portfolio of things that
3 we share with them. It's not only about
4 the products and services that we have to
5 offer, those cleaning programs and so
6 forth, but also about the tax incentive
7 programs that we have to offer. We have
8 brochures and things of that nature.

9 So those definitely occur on
10 those one-to-one conversations. Another
11 value add, that we have the relationship
12 with the commercial corridor managers.
13 And so there are a number of them
14 throughout the City, and that's part of
15 what we hold them accountable to, is to
16 making sure that they distributed that
17 information.

18 And then, lastly, I will also
19 say that we look at that also from our
20 direction with immigrant businesses and
21 having language access services here, in
22 that we've had a very conscious and very
23 robust effort to make sure that we meet
24 people in their own languages, and that's
25 a part of the product that they offer to

1 4/8/13 - WHOLE - BILL 130178, etc.
2 them. So it's that communication piece.

3 I would say that this piece
4 here, this piece here, this piece here,
5 this piece here, which we found success
6 on, but not wrapped around any one big...

7 COUNCILWOMAN SANCHEZ: And I
8 think that's important, as Councilman
9 Jones is upset that I've taken over more
10 than my time, so he's over there asking
11 the Chair -- look at him. I see your
12 face. He's ready to cut me off.

13 If it ain't managed, it ain't
14 measured, and no different than AVI. I
15 still have 22,000 people who haven't done
16 homestead. If we're not very deliberate
17 around this and somebody owns it, it's
18 not going to get out. And it's a measure
19 that is -- it's a huge budget ticket item
20 and one that has been called both
21 positively and negatively, and I just
22 want to make sure that the people who
23 need that relief get it.

24 COUNCIL PRESIDENT CLARKE:
25 Thank you, Councilwoman.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 The Chair recognizes the
3 aforementioned Councilman Jones.

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

6 It's okay. Good questions. So
7 it's all right with me.

8 A couple of things. While I
9 ask for the head of PIDC and
10 Redevelopment Authority to come up around
11 the questions, one, we are working with
12 WPVI 6ABC to, I believe on the 29th, have
13 a specialized business AVI session,
14 because small businesses, bigger
15 businesses need their questions answered
16 in a somewhat more comprehensive manner.
17 So we're reaching out to other colleagues
18 who have commercial questions to join us
19 on the 29th up at PVI.

20 But one of the things that
21 Councilwoman Sanchez talked about was
22 coordination. And whether you're talking
23 about cleanings, whether you're talking
24 about rebates, whether you're talking
25 about crime prevention efforts, with

1 4/8/13 - WHOLE - BILL 130178, etc.
2 cameras you're also talking about loan
3 activity and development activity around
4 those commercial corridors, and I wanted
5 to get a sense, in particular for my
6 district, where we are investing loan
7 dollars.

8 You talked about a new small
9 business program also to be administered
10 by PIDC, and I wanted to get where we are
11 on small business lending, because that
12 was a commitment we had in the absorption
13 of PCDC and I wanted to get a report card
14 on where we were with that.

15 DEPUTY MAYOR GREENBERGER:

16 Okay.

17 (Witness approached witness
18 table.)

19 MR. GRADY: John Grady from
20 Philadelphia Industrial Development
21 Corporation.

22 COUNCILMAN JONES: Hey, John.

23 MR. GRADY: I heard an earlier
24 question specifically about transactions
25 in the 4th District. We'll prepare a

1 4/8/13 - WHOLE - BILL 130178, etc.
2 report and get that over to you right
3 away so that you can see company by
4 company over the last two years.

5 COUNCILMAN JONES: I'll go with
6 four.

7 MR. GRADY: Four years? We can
8 go as long as you want.

9 COUNCILMAN JONES: Thank you.

10 MR. GRADY: Just so you see who
11 the companies are, where they're located
12 in your district, and what kind of
13 assistance we're providing to them.

14 COUNCILMAN JONES: If you could
15 provide that to the Chair. And I think
16 it might behoove you -- I can't speak for
17 my other District colleagues, but I think
18 they would be interested in that
19 statistic for their respective districts.

20 MR. GRADY: Be happy to do
21 that.

22 COUNCILMAN JONES: But also if
23 you could in general tell me how many
24 loans were made under \$250,000 last
25 fiscal year.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 MR. GRADY: The majority of our
3 lending is below \$250,000. So the
4 majority of our lending occurs between
5 \$75,000 and 250, is the target for us.
6 Last year -- I don't have the specific
7 breakdown, but I can tell you that in
8 terms of our small business lending
9 activity last year, we executed 78 loans
10 for a total of about \$40 million, and
11 that includes small business lending from
12 all of our different programs. That
13 includes our Emerging Business program
14 where we have loan guarantees and direct
15 loans. It includes our project financing
16 where we help small businesses acquire
17 land, improve, and expand their
18 facilities, buy equipment. And it
19 includes a new program we started, which
20 is a bridge loan program to help
21 particularly small non-profits that are
22 getting grants from state and local
23 government to bridge those grants so they
24 can get their projects started more
25 quickly.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 COUNCILMAN JONES: If you could
3 break that down by neighborhood, meaning
4 for me anything that would exclude Center
5 City and even the Navy Yard.

6 MR. GRADY: Sure.

7 COUNCILMAN JONES: And that
8 would be very helpful to paint a picture
9 of how we're doing on neighborhood
10 corridors like Market Street or
11 Cheltenham Avenue.

12 MR. DOW: Lansdowne.

13 COUNCILMAN JONES: Lansdowne
14 Avenue. That gives us a -- we believe
15 we're in some form of recovery, but
16 usually last to emerge out of a recession
17 is neighborhoods. So we want to kind of
18 get a sense of where we are with that,
19 both by way of private -- I've been
20 working very closely with the
21 Redevelopment Authority, and we have some
22 good news, but I don't know the total
23 picture of that for the 4th District.

24 MR. DOW: And we want to just
25 add one thing, and I'm going to let Brian

1 4/8/13 - WHOLE - BILL 130178, etc.
2 step up here so he can address anything
3 you might want to know. Another part of
4 our strategy is while we work with PIDC,
5 we also work with our technical
6 business -- excuse me; our business
7 technical assistance providers. There's
8 about six of them, which we support them
9 with direct funding so that they can then
10 lend out into their community. So if you
11 look at that -- and we can share those
12 numbers with you -- those are the very
13 small numbers, the market that's in
14 between kind of the 10,000, maybe even
15 5,000 up to the 75, the hundred thousand
16 dollars. It's very important.

17 COUNCILMAN JONES: I see my
18 time is up, but I'm going to request from
19 the Chair, Mr. President, that we have a
20 callback so that that information can be
21 provided to the respective Council
22 districts for their review.

23 COUNCILWOMAN SANCHEZ: Can I
24 get a point of information since I have
25 Mr. Grady here.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 The City of Philadelphia
3 provides 1.294 million plus to PIDC as
4 part of our general operating expenses in
5 a line item called Economic Stimulus.
6 I'd be interested to hear PIDC -- and
7 this could be done in writing --
8 articulate how it leverages that. Does
9 that go to salaries? Is that part of a
10 campaign?

11 DEPUTY MAYOR GREENBERGER: It's
12 a combination of things. Some of it is
13 going to salaries for staff that works in
14 Commerce. Some of it is going to support
15 for entities that have impact in the
16 commercial world, things like some of the
17 ethnic chambers of commerce, Graduate
18 Philadelphia, programs like that. And
19 then a small amount of it -- for
20 instance, I think the question came up
21 before about the \$500,000 three-year
22 commitment, making grants for
23 entrepreneurial stuff. That money is
24 coming from that fund as well. But we
25 can give you a better breakdown of that.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 COUNCILWOMAN SANCHEZ: Thank
3 you.

4 Thank you, Mr. President.

5 COUNCIL PRESIDENT CLARKE:
6 Councilman Jones, you completed your
7 questions?

8 COUNCILMAN JONES: I want to
9 waive asking the Redevelopment Authority
10 to come up. They're going to, in the
11 callback, have all of that for everybody.

12 COUNCIL PRESIDENT CLARKE:
13 Okay. Thank you.

14 The Chair recognizes Councilman
15 Oh.

16 COUNCILMAN OH: Thank you very
17 much, Mr. President.

18 Good afternoon.

19 DEPUTY MAYOR GREENBERGER: Good
20 afternoon.

21 COUNCILMAN OH: Could you talk
22 a little bit about natural gas and how
23 the City sees its role in the exploration
24 of natural gas as a possible asset for
25 the City.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 DEPUTY MAYOR GREENBERGER:

3 Well, I can talk to you about what we
4 think might be happening in the natural
5 gas business. What I'm not prepared, nor
6 am I expert in, is talk about PGW. So I
7 just want to separate those two things
8 out.

9 COUNCILMAN OH: Certainly.

10 DEPUTY MAYOR GREENBERGER: The
11 thing that we've seen down at the
12 refinery has been a very new and fresh
13 infusion of not just money into the
14 refinery operations but into ideas about
15 how to effectively run it and grow it.
16 And so even now we're starting to see
17 infusions of oil from North Dakota on
18 train coming into the yard for refining.
19 The costs are less than the refining of
20 foreign-sourced oil.

21 It hasn't materialized yet
22 around natural gas, but we think
23 inevitably there is a connection between
24 what the refinery can be doing and the
25 kind of natural gas reserves that exist

1 4/8/13 - WHOLE - BILL 130178, etc.
2 in Pennsylvania. Obviously not in this
3 region of Pennsylvania, but in
4 Pennsylvania in general.

5 We are, for example, to the
6 extent that natural gas and oil gets
7 exported, we are the natural place to do
8 it from. We have port facilities to do
9 it. So that's one component of that
10 business. That's dumping energy into the
11 global pipeline.

12 The more interesting part I
13 think for Philadelphia that is just
14 now -- I think people's thoughts are
15 starting to coalesce around this -- is
16 what of this more inexpensive and, in the
17 case of natural gas, cleaner burning
18 energy, what of it can be retained here
19 stateside and in particular in
20 Philadelphia to help industry especially.
21 They are -- manufacturing industry in
22 general are very big consumers of natural
23 gas. Inexpensive natural gas as an
24 alternative to more expensive energy
25 sources is potentially a tremendous

1 4/8/13 - WHOLE - BILL 130178, etc.
2 inducement for industry to be here.

3 Those thoughts, as I said, are
4 coalescing. We see it in the private
5 sector, who are actively talking about
6 this and thinking about how this might be
7 brought into the system, and we are part
8 of those conversations.

9 COUNCILMAN OH: There have been
10 20 applications for export licenses and a
11 question of whether anywhere close to
12 that number will be granted. Experts say
13 Philadelphia is an excellent location.
14 What is the process of application from
15 Philadelphia for consideration of a
16 license?

17 DEPUTY MAYOR GREENBERGER: I
18 don't know the answer to that. I'm going
19 to have to get back to you on it. That's
20 not obviously something -- it's something
21 that happens at other levels of
22 government as well as something that
23 happens in the City.

24 I did, however, want to mention
25 that John just reminded me about is, we

1 4/8/13 - WHOLE - BILL 130178, etc.
2 have now started, with Councilman Henon's
3 leadership, the manufacturing task force,
4 and I think that many of the questions
5 that you're asking will in fact be active
6 questions we will be asking the task
7 force and our consultant to look at to
8 help us understand what's the process,
9 how do you do these licenses, what's the
10 opportunities for less expensive energy
11 and land, which obviously we in PIDC talk
12 about more or less every day, to make
13 some of these businesses happen here.
14 We're getting very good signals from the
15 energy and the chemical industries that
16 there is real possibility in the
17 Northeast of the United States for a
18 resurgence of jobs and industry related
19 to these matters, but it's still
20 emerging.

21 COUNCILMAN OH: Yes. And I
22 know that you and I have had this
23 discussion at times. I am very concerned
24 about the existing Econsult report, as I
25 know you are, that we are slated to lose

1 4/8/13 - WHOLE - BILL 130178, etc.
2 about 75,000 jobs by 2021, which
3 represents about \$150 million in wage tax
4 alone. And so the advanced manufacturing
5 and other manufacturing's attraction to
6 this region I think is fairly well
7 established that is tied into our natural
8 gas and our ability to provide cheap
9 energy. So kind of the timing of things
10 is an issue that we can talk offline
11 about as to if we are not even putting an
12 application in, which I think is going to
13 certainly, in a timing sense, affect our
14 ability to do planning, and companies are
15 making decisions based on that kind of
16 information.

17 But thank you very much,
18 Mr. President.

19 COUNCIL PRESIDENT CLARKE:
20 You're welcome, Councilman. Good
21 questions.

22 Mr. Greenberger, with respect
23 to this whole energy issue -- and I
24 understand with respect to your role as
25 Commerce Director, you have some

1 4/8/13 - WHOLE - BILL 130178, etc.
2 relationship -- would Ms. Cutler as the
3 Deputy Mayor who deals with utilities --
4 I mean, how does that break down?

5 DEPUTY MAYOR GREENBERGER:

6 Yeah.

7 COUNCIL PRESIDENT CLARKE: Who
8 is ultimately the responsible person?

9 DEPUTY MAYOR GREENBERGER: I
10 think that you might think of it this
11 way: When it comes to the broad issues
12 of planning, which obviously are tied to
13 real estate as well, PIDC and ourselves,
14 our Planning Commission are vitally
15 involved in how to enable those kinds
16 of -- that kind of growth and expansion.
17 We also have -- we're in the network with
18 Philadelphia Energy Solutions and Braskem
19 and other chemical businesses about how
20 to keep them here and help them grow.

21 When it comes to specific
22 utility projects or transportation
23 projects, those do fall under Deputy
24 Mayor Cutler, and we obviously coordinate
25 with her.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 COUNCIL PRESIDENT CLARKE:

3 Aren't those components tied together? I
4 mean, the reality is, as you talk about a
5 planning process relating to broadening
6 our energy opportunities, frankly
7 speaking, none of that works unless the
8 infrastructure is there. So do we
9 have -- I mean, one doesn't necessarily
10 drive the other.

11 DEPUTY MAYOR GREENBERGER: No,
12 no. You're right. They're all tied
13 together. And an example is, we had a
14 meeting probably a week ago with
15 representatives of CSX briefing us, and
16 we did that jointly with the Mayor's
17 Office of Transportation and Utilities to
18 just understand what are they looking
19 for, what changes in their business.
20 They're the ones who are going to be
21 bringing all this North Dakota oil into
22 Philadelphia and into the north yard of
23 the refinery. So we do these things
24 jointly when there's crossover issues.

25 COUNCIL PRESIDENT CLARKE:

1 4/8/13 - WHOLE - BILL 130178, etc.

2 Okay. Well, as the third party and even
3 in some instances City Council needs to
4 have a conversation about a strategy, who
5 is the third party. Because like
6 Philadelphia Energy Solutions, I know
7 when they first met, we met with
8 Mr. Rinaldi. They said they actually
9 want to build two rail lines, because
10 they're going to be bringing these
11 hundred-car old trains, and Councilman
12 and myself had that meeting early on to
13 discuss the possibilities.

14 Is there, I mean, like one
15 person? It makes it easier for a
16 third-party source and makes it easier
17 for us, frankly speaking, as opposed to
18 trying to figure out the nuances of the
19 bureaucracy in government. So do I go to
20 you to talk about one thing or do I go to
21 Rina to talk about something else?

22 DEPUTY MAYOR GREENBERGER:

23 Here's my suggestion --

24 COUNCIL PRESIDENT CLARKE: Is
25 there a person that says "energy" on

1 4/8/13 - WHOLE - BILL 130178, etc.
2 their chest? That's who I'm going to
3 talk to, and they can figure out all of
4 the specifics of how we get there.

5 DEPUTY MAYOR GREENBERGER: That
6 is my suggestion actually. I think
7 because this is all related to business
8 growth and expansion, I would be happy to
9 personally field those inquiries from
10 Council, and we will figure out how to
11 coordinate our forces and bring the right
12 people to the party.

13 COUNCIL PRESIDENT CLARKE:
14 Okay. Let me try and run through these
15 three, because I got a couple of
16 questions. I'll run through the
17 Councilmembers.

18 The Chair recognizes
19 Councilwoman Bass.

20 COUNCILWOMAN BASS: Thank you,
21 Mr. President.

22 I just have a couple of
23 follow-up questions from our earlier
24 questions. Number one, can we get a list
25 of those supports in writing? You said

1 4/8/13 - WHOLE - BILL 130178, etc.
2 for groups that don't qualify for the
3 funding we discussed, that there were a
4 number of other supports that you offer.
5 Can we get a list of those?

6 MR. DOW: Yes.

7 COUNCILWOMAN BASS: That would
8 be great.

9 And, number two, for the CDCs
10 that are not eligible, is that something
11 that's more recent or has that always
12 been the case?

13 MR. DOW: Always been the case.

14 COUNCILWOMAN BASS: It's always
15 been the case. So they've never been
16 eligible for that funding?

17 DEPUTY MAYOR GREENBERGER:
18 Well, with the proviso that some of the
19 CDBG dollars are tied to the economics of
20 the census tract. And so as census
21 tracts change, as the relative wealth
22 changes up or down, that could change the
23 eligibility.

24 COUNCILWOMAN BASS: Okay. All
25 right. Thank you.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 COUNCIL PRESIDENT CLARKE:

3 Thank you, Councilwoman.

4 The Chair recognizes Councilman
5 Goode.

6 COUNCILMAN GOODE: Thank you,
7 Mr. President.

8 I want to follow up on comments
9 made by Councilwoman Sanchez and actually
10 some comments also made by Councilman Oh,
11 and it's probably the proper point in the
12 budget discussion to bring this up.

13 We are actually making
14 significant investments in the economy
15 over the next five years. For the
16 record, can you talk about the amount of
17 business and wage tax cuts that are
18 slated for the Five Year Plan?

19 DEPUTY MAYOR GREENBERGER: Not
20 off the top of my head I can't. Sorry.

21 COUNCILMAN GOODE: Okay. It's
22 about \$320 million over five years split
23 between wage and business tax cuts. For
24 Fiscal Year '14, about 1.6 million in
25 wage tax cuts and 2.2 million in business

1 4/8/13 - WHOLE - BILL 130178, etc.
2 tax cuts. Fiscal Year '15, about 3
3 million in wage tax cuts and it jumps to
4 about 20 million in business tax cuts.
5 For Fiscal Year '16, it's about 26
6 million in wage tax cuts and it jumps to
7 44 million in business tax cuts. In
8 Fiscal Year '17, it jumps to 52 million
9 in wage tax cuts and 47 million in
10 business tax cuts. For Fiscal Year '18,
11 it jumps to 83 -- I'm sorry; 81 million
12 in wage tax cuts and still about 47
13 million in wage tax cuts -- business tax
14 cuts. It's about 160 for wage, 160 for
15 business. Three hundred and twenty
16 million dollars is a significant
17 investment in the economy. No one is
18 talking about it. When there's
19 discussion about whether it's paid sick
20 leave, about the budget, about labor
21 contracts, about education, about parks,
22 about any other issue that may come up,
23 no one talks about the fact that we are
24 slated to do \$320 million in wage and
25 business tax cuts. That's a problem.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 It's actually a problem -- and I'm not
3 picking on you, but it's a problem when
4 we're doing it as an economic investment,
5 but the Commerce Director doesn't
6 immediately say, Yes, we're doing \$320
7 million in business and wage tax cuts
8 over five years and this is what we
9 expect to get from it.

10 You get where I'm going with
11 this?

12 DEPUTY MAYOR GREENBERGER: Oh,
13 yes, very well.

14 COUNCILMAN GOODE: We should be
15 talking about it all day every day. And
16 it's not just the Commerce Department.
17 It's the Chamber of Commerce, it's some
18 members of this Council basically say
19 that Philadelphia is a bad place to do
20 business. They talk about the business
21 tax burden. They talk about the wage tax
22 burden. No one talks about the fact that
23 there are \$320 million in business and
24 wage tax cuts in the Five Year Plan.

25 How do we explain that and why

1 4/8/13 - WHOLE - BILL 130178, etc.
2 don't we talk about it all day every day
3 if it's a good thing? So the first
4 question is, is it a good thing, and if
5 so, why aren't we talking about it, which
6 is exactly what Councilwoman Sanchez
7 said?

8 DEPUTY MAYOR GREENBERGER:
9 Well, the answer to the first question
10 is, yes, it's a good thing. I mean, we
11 are constantly hearing and in fact
12 berated -- you are too -- with claims
13 that our tax burden, which is heavily
14 reliant on wage and then after that real
15 estate and business, is too high. It's a
16 particular problem relative to our own
17 Pennsylvania side suburbs, where that
18 differential on City Ave is sort of
19 painfully evident, and it creates --
20 whether the aggregate tax burden of doing
21 business and living in the City of
22 Philadelphia is better or worse than, for
23 example, other major cities in the East
24 Coast -- and it's not as bad as some
25 other cities on the East Coast -- it

1 4/8/13 - WHOLE - BILL 130178, etc.
2 still is high relative to our own
3 immediate neighbors and it creates a
4 perception and story line out there that
5 it is a bad place to do business.

6 COUNCILMAN GOODE: The question
7 is, so how are we marketing \$320 million
8 in business and wage tax cuts? Are we
9 saying it's not enough and we're still
10 not competitive? Are we saying it's a
11 good thing? What are we saying? What is
12 the story behind \$320 million in tax cuts
13 as an economic investment?

14 DEPUTY MAYOR GREENBERGER: It's
15 an important piece of it and I don't
16 think we have -- I think you're right, I
17 don't think we have a cogent and simple
18 enough story around it yet. I think
19 that's worth working on. I think you're
20 making a very good point.

21 COUNCILMAN GOODE: Fair enough.
22 Thank you, Mr. President.

23 COUNCIL PRESIDENT CLARKE:
24 Thank you, Councilman.

25 The Chair recognizes

1 4/8/13 - WHOLE - BILL 130178, etc.
2 Councilwoman Sanchez.

3 COUNCILWOMAN SANCHEZ: I wanted
4 to talk a little bit more around the
5 commercial mixed development, but I
6 wasn't sure because we're behind
7 schedule. I wanted to -- because --

8 COUNCIL PRESIDENT CLARKE:
9 Whether or not we're going to break?

10 COUNCILWOMAN SANCHEZ: Yes.

11 COUNCIL PRESIDENT CLARKE: I'm
12 sitting here now getting a couple of
13 texts from Councilmembers, and I'm trying
14 to figure that out. We didn't
15 anticipate --

16 DEPUTY MAYOR GREENBERGER:
17 You're not getting a text from us.

18 COUNCIL PRESIDENT CLARKE: We
19 didn't anticipate that Commerce was going
20 to go as long as it did, and we have all
21 these good folks here to hear the
22 Recreation hearing. So that's a long
23 answer to, I'm not sure yet.

24 COUNCILWOMAN SANCHEZ: I could
25 put whatever other things online. There

1 4/8/13 - WHOLE - BILL 130178, etc.
2 are certain things I do want on the
3 record, but we can send it and make sure
4 we include it so that you can move on.

5 DEPUTY MAYOR GREENBERGER:
6 We'll do that.

7 COUNCIL PRESIDENT CLARKE:
8 After we finish this, we'll talk to the
9 department, Recreation, and figure out
10 whether or not we should take the break
11 now, because I'm assuming Recreation
12 might be relatively lengthy, but do you
13 want to --

14 COUNCILWOMAN SANCHEZ: No, no,
15 no. That's fine.

16 COUNCIL PRESIDENT CLARKE: Are
17 you good? All right.

18 I had a couple of issues, one
19 relating to Avenue of the Arts. Does
20 that fall, the minimal support -- I know
21 we don't put a lot of money.

22 DEPUTY MAYOR GREENBERGER: It
23 comes through Commerce.

24 COUNCIL PRESIDENT CLARKE: And
25 has there been a request for additional

1 4/8/13 - WHOLE - BILL 130178, etc.
2 funding?

3 DEPUTY MAYOR GREENBERGER:

4 There was a request for additional
5 funding informally submitted, yes.

6 COUNCIL PRESIDENT CLARKE:

7 Informally? And will that be a part of
8 this budget process in terms of
9 determining whether or not --

10 DEPUTY MAYOR GREENBERGER:

11 Yeah. I mean, we don't think we have
12 resources to increase the amount of
13 support that we have been giving Avenue
14 of the Arts. So right now our budget
15 shows a hold steady state.

16 COUNCIL PRESIDENT CLARKE: All
17 right. The reason I bring that up -- and
18 I'm only bringing this up now because
19 there is a meeting of the Avenue of the
20 Arts executive committee meeting on
21 Wednesday, and something became
22 relatively public that I wasn't ready for
23 it to, but I reference in the fact that
24 there could potentially be conversations
25 around increasing the budget, and there

1 4/8/13 - WHOLE - BILL 130178, etc.
2 are some concerns within the organization
3 and there's actually a succession plan --
4 I hate to use that term -- from North
5 Broad, Avenue of the Arts actually
6 separating and starting its own entity on
7 the northern part of Broad, because there
8 are a number of individuals, business
9 people, who are not comfortable with the
10 direction of the new leadership down
11 there, including this Councilmember. So
12 I just wanted to let you know in the
13 event during the course of the
14 conversation, the continued conversation
15 around additional funding, and we can
16 have a little more detailed conversation
17 with that.

18 The second question I guess I
19 would like to ask you as the Deputy Mayor
20 that has a broader portfolio relating to
21 the housing agencies, and, again, it's
22 kind of not sure where to go. There were
23 six bills introduced three weeks, four
24 week ago relating to property, publicly
25 owned property and one tax delinquent

1 4/8/13 - WHOLE - BILL 130178, etc.
2 property, that ultimately could be
3 disposed of co-sponsored by a number of
4 members, land bank, property disposition
5 for homeownership initiatives, property
6 disposition that incorporate inclusionary
7 housing strategies and all those things.
8 It's actually five bills. Are you
9 familiar with those bills,
10 Mr. Greenberger?

11 DEPUTY MAYOR GREENBERGER:
12 Probably not enough to answer a detailed
13 question about them, but certainly
14 familiar with the general premise.

15 COUNCIL PRESIDENT CLARKE:
16 Okay. Well, this actually kind of falls
17 under the conversation centered around
18 population growth and indirectly
19 Commerce-related activity, because there
20 is a retail component relating to this.
21 So I guess my question again is, as we
22 move forward with hearings on all six of
23 those bills, who should we interact with
24 as it relates to getting a sense of the
25 Administration's position? Because you

1 4/8/13 - WHOLE - BILL 130178, etc.
2 say you haven't had a detailed analysis,
3 so I won't ask you now what's your
4 position. Although I'm pretty sure you
5 guys -- land bank, we've been talking
6 about that for a while. I'm assuming you
7 all have a position on that.

8 DEPUTY MAYOR GREENBERGER:
9 We're supportive of land bank, but the
10 mechanics of that and how to do that
11 changeover have been led by the Chief of
12 Staff's office, and so I would, at least
13 on questions on land bank, I would refer
14 you to that. And then it engages a whole
15 number of entities, some of whom
16 coordinate through me, like the
17 Redevelopment Authority, like --

18 COUNCIL PRESIDENT CLARKE:
19 Chief of Staff?

20 DEPUTY MAYOR GREENBERGER:
21 Chief of Staff's office.

22 COUNCIL PRESIDENT CLARKE: For
23 the land bank?

24 DEPUTY MAYOR GREENBERGER: Yes.
25 Well, they've been sort of acting as a

1 4/8/13 - WHOLE - BILL 130178, etc.
2 coordinator amongst a lot of people who
3 have some piece of that issue.

4 COUNCIL PRESIDENT CLARKE:
5 Okay. So the Chief of Staff is
6 responsible for all of the housing or
7 basically the departments that have
8 inventory that would ultimately be in the
9 land bank?

10 DEPUTY MAYOR GREENBERGER: The
11 departments who have the inventory
12 coordinate through my office, but the
13 setting up of the land bank, because it
14 has involved so many different entities,
15 the Chief's office has been sort of
16 coordinating that.

17 COUNCIL PRESIDENT CLARKE: And
18 not you?

19 DEPUTY MAYOR GREENBERGER: Not
20 me, no.

21 COUNCIL PRESIDENT CLARKE: Who
22 has the ultimate responsibility for all
23 of the housing agencies.

24 DEPUTY MAYOR GREENBERGER:
25 Correct.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 COUNCIL PRESIDENT CLARKE:

3 Okay. So in terms of who do we interact
4 with on these five bills now as it
5 relates to property disposition, who is
6 responsible for that?

7 DEPUTY MAYOR GREENBERGER: And
8 just help me out here. The five bills
9 specifically tied to land bank?

10 COUNCIL PRESIDENT CLARKE:

11 Well, they ultimately will, four of them,
12 because it involves a process that
13 establishes a very aggressive disposition
14 process of publicly owned land. The
15 fifth is a process that establishes our
16 ability to move properties off of Sheriff
17 Sale in an expeditious manner and then
18 ultimately get those properties in the
19 hands of a developer, be it a residential
20 or commercial.

21 DEPUTY MAYOR GREENBERGER:

22 Okay. Well, without -- I don't want to
23 put words in their mouths, but I think
24 the thing right now to do is to run that
25 through the Chief's office through

1 4/8/13 - WHOLE - BILL 130178, etc.
2 Legislative Affairs.

3 COUNCIL PRESIDENT CLARKE:
4 Chief of Staff office?

5 DEPUTY MAYOR GREENBERGER:
6 Yeah.

7 COUNCIL PRESIDENT CLARKE: I
8 see Mr. Abernathy is chomping at the bit
9 to answer this question.

10 DEPUTY MAYOR GREENBERGER: Not
11 a lot of chomping.

12 And apparently Mr. Abernathy is
13 advising me that there's also a meeting
14 this week to help clarify that.

15 COUNCIL PRESIDENT CLARKE: With
16 who?

17 DEPUTY MAYOR GREENBERGER:
18 Internal meeting so that we're able to
19 say to Council, Here's how we'd like to
20 manage it and work together.

21 COUNCIL PRESIDENT CLARKE:
22 Okay. Would you need us to send any
23 information with respect to the bills?
24 Because the bills are rather broad and
25 very detailed in terms of --

1 4/8/13 - WHOLE - BILL 130178, etc.

2 DEPUTY MAYOR GREENBERGER: If
3 it's not already in our hands, sure.

4 COUNCIL PRESIDENT CLARKE:
5 Okay. I just want -- when you do
6 legislation, you can only put so much in
7 the bill.

8 DEPUTY MAYOR GREENBERGER:
9 Yeah.

10 COUNCIL PRESIDENT CLARKE: That
11 doesn't talk about the spin-off effects
12 and all that.

13 DEPUTY MAYOR GREENBERGER: If
14 there's more things that you have that
15 would help the conversation, absolutely.

16 COUNCIL PRESIDENT CLARKE: All
17 right. So should we get that to?

18 DEPUTY MAYOR GREENBERGER:
19 Well, then send it to Mr. Abernathy.

20 COUNCIL PRESIDENT CLARKE:
21 Mr. Abernathy? Be careful what you ask
22 for, sir.

23 All right. Thank you.

24 DEPUTY MAYOR GREENBERGER: Very
25 happy volunteer.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 COUNCIL PRESIDENT CLARKE:

3 Thank you so much.

4 No other questions for
5 Commerce. Thank you very much for your
6 testimony.

7 DEPUTY MAYOR GREENBERGER:

8 Thank you, Council President.

9 COUNCIL PRESIDENT CLARKE:

10 You're welcome.

11 MR. DOW: Thank you very much.

12 COUNCIL PRESIDENT CLARKE:

13 You're welcome.

14 Five-minute break.

15 (Short recess.)

16 COUNCIL PRESIDENT CLARKE:

17 Folks, we're going to reconvene.

18 Hello. We're going to
19 reconvene. We ask that you please keep
20 your voices down. Thank you.

21 Thank you. Next up we have the
22 Department of Parks and Recs.
23 Representing the Administration, we have
24 Mr. DiBerardinis, Mr. Focht, and
25 Ms. Slawson.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 (Audience members yelling
3 "Close the Gap.")

4 (Witnesses approached witness
5 table.)

6 COUNCIL PRESIDENT CLARKE: All
7 right. I was prepared to give you guys a
8 couple of minutes, but thank you. We get
9 the point. Thank you so much.

10 COMMISSIONER DiBERARDINIS:
11 Good afternoon.

12 COUNCIL PRESIDENT CLARKE: Good
13 afternoon, sir.

14 COMMISSIONER DiBERARDINIS:
15 Council President Clarke and members of
16 Council, I'm Mike DiBerardinis, Deputy
17 Mayor and Commissioner of the Department
18 of Parks and Recreation, and with me
19 today are Susan Slawson, First Deputy
20 Commissioner for Recreation and Programs,
21 and Mark Focht, First Deputy Commissioner
22 for Parks and Facilities.

23 I would like to thank the Parks
24 and Rec Commission and our many, many
25 advisory councils and friend groups who

1 4/8/13 - WHOLE - BILL 130178, etc.
2 are here with us today and for their
3 continued support, hard work, and
4 leadership in our facilities throughout
5 the City of Philadelphia.

6 (Applause.)

7 COMMISSIONER DiBERARDINIS:

8 Much appreciation should also be directed
9 towards our dedication and committed
10 staff. Our Parks and Recreation staff
11 continues to provide great work in the
12 form of high-quality programming and care
13 of our natural assets and hundreds of our
14 facilities.

15 (Applause.)

16 COMMISSIONER DiBERARDINIS:

17 Just last week --

18 COUNCIL PRESIDENT CLARKE:

19 Folks, can we do this. Can we let them
20 complete the testimony and then we can
21 have one big clap at the end. Thank you.
22 We want to make sure we have -- thank
23 you.

24 COMMISSIONER DiBERARDINIS:

25 Just last week, the Pennsylvania

1 4/8/13 - WHOLE - BILL 130178, etc.
2 Recreation and Park Society recognized
3 the Department's work with several
4 statewide awards at their annual meeting,
5 including two excellence in programming
6 awards, a leadership award, and an award
7 for the Carousel House and their special
8 populations basketball league.

9 I appear before you today to
10 present our proposed operating budget for
11 FY14, which includes a General Fund
12 obligation of \$51,165,537 and Grants
13 Revenue of \$9,394,621. The FY14 general
14 budget reflects a minimal increase of
15 106,000 over the FY13 estimated
16 obligations. The Class 100 request of
17 \$40,215,707 sustains the merged
18 Department's authorized level of 692
19 General Fund full-time positions;
20 \$6,214,525 is proposed for Class 200;
21 \$2,593,805 in Class 300 and 400; and
22 \$2,141,500 in Class 500. Fairmount Park
23 Trust funded positions are being
24 transferred to City positions in order to
25 fulfill the intention of some of our

1 4/8/13 - WHOLE - BILL 130178, etc.
2 funders and to add transparency by
3 including these positions in the
4 Department's General Fund budget.

5 Our proposed General Fund
6 operating budget for FY14 includes the
7 FY13 mid-year transfer ordinance to
8 increase support for maintenance and
9 operations. This money is a needed
10 investment in the great work of the
11 Department. Our priorities for this
12 money include a special projects team
13 which would enhance the capacity of the
14 Department's skilled trades and ground
15 divisions working through City Council
16 districts to do small and medium-sized
17 capital projects. We estimate that we
18 can do 40 of these projects a year, a
19 year-round major systems preventative
20 maintenance program and a quality
21 day-to-day operations to support our
22 Parks and Recreation system's goal to be
23 safe, clean, and ready to use.

24 The dedicated men and women
25 serving in the Parks and Recreation

1 4/8/13 - WHOLE - BILL 130178, etc.
2 Department represent various backgrounds
3 and diversities. We will continue to
4 foster opportunities for staff throughout
5 the Department through recruiting,
6 trainings, and leadership development.
7 Most recently, working with the Office of
8 Human Resources and Councilwoman Sanchez,
9 we have established a bilingual specialty
10 list and held community information
11 sessions to assist bilingual applicants
12 with the Civil Service application
13 process.

14 Currently, the breakdown of
15 staffing for the Department is as
16 follows: 24 percent female, 76 percent
17 male, 39 percent African American, 2.5
18 percent Latino, 1.5 percent Asian, and 57
19 percent Caucasian. The Parks and
20 Recreation executive staff is 53 percent
21 women, 46 percent men, 33 percent African
22 American, and 66 percent Caucasian. The
23 full-time new hire breakdown for the last
24 12 months is 41 percent female, 59
25 percent male, 38 percent African

1 4/8/13 - WHOLE - BILL 130178, etc.
2 American, 7 percent Latino, 3 percent
3 Asian, and 52 percent Caucasian.

4 The Department of Parks and
5 Recreation is committed to supporting the
6 Administration's goal of minority, women,
7 and disabled-owned business participation
8 in City contracting. Based on the
9 available contracting opportunities, the
10 Department's FY14 participation goal is
11 established with OEO at 25 percent, and
12 we are pleased to report that our current
13 participation is 41.6 percent for the
14 second quarter of FY13. This is
15 significantly higher than our women,
16 minority, and disabled participation rate
17 at 21.37 in FY12.

18 With its hundreds of recreation
19 facilities and over 10,000 acres of park
20 land woven throughout the City of
21 Philadelphia, the Department is deeply
22 committed to citizens and communities,
23 serving preschool-aged to senior citizens
24 in each and every neighborhood in our
25 city. Well over 12 million people

1 4/8/13 - WHOLE - BILL 130178, etc.
2 visited Department facilities and parks
3 over the course of last year for
4 programmed activities and general visits.

5 Working together with our
6 numerous partners, the Department
7 continues to build collaborations across
8 sectors, advance efficiencies, and
9 leverage resources to help ensure our
10 children are successful, promote equity
11 and sustainability in our neighborhoods,
12 while fostering a deep connection with
13 our citizens and our communities. We are
14 successfully leveraging our external
15 resources to deliver a high-quality
16 product and to make enhancements to our
17 facilities, our neighborhood parks, our
18 recreation centers, athletic fields, ice
19 rinks, trail networks, and tree planting
20 efforts. This work clearly shows the
21 increased value of the merged Department
22 of Parks and Recreations to our citizens.

23 Thank you for this opportunity
24 to discuss these important matters. I
25 look forward to your questions.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 COUNCIL PRESIDENT CLARKE:

3 Thank you so much.

4 Let me go right to one of my
5 annual issues. The parking contract,
6 part of the concessions contract. Can
7 you have forwarded to the Chair the last
8 five concession parking contracts and a
9 relatively detailed analysis of revenue
10 streams to City and revenue streams to
11 contractor citywide.

12 COMMISSIONER DiBERARDINIS:

13 Certainly we can do that.

14 COUNCIL PRESIDENT CLARKE: I'm
15 not sure if there were multiple contracts
16 let or was just one master parking
17 contractor.

18 COMMISSIONER DiBERARDINIS: He
19 can tell you if it's one or many.

20 DEPUTY COMMISSIONER FOCHT:

21 Council President, it's one master
22 contract for the City. So it will be one
23 contract --

24 COUNCIL PRESIDENT CLARKE: For
25 the entire City?

1 4/8/13 - WHOLE - BILL 130178, etc.

2 DEPUTY COMMISSIONER FOCHT: For
3 the entire City, different locations.

4 COUNCIL PRESIDENT CLARKE: You
5 have the RFP. You can give me the RFPs
6 for the contract?

7 DEPUTY COMMISSIONER FOCHT:
8 Certainly.

9 COUNCIL PRESIDENT CLARKE: And
10 the respondents for the last five years?

11 DEPUTY COMMISSIONER FOCHT:
12 Yeah.

13 COUNCIL PRESIDENT CLARKE:
14 Okay. Now, a little more detail. East
15 Park, I understand you had a conversation
16 with one of the Commissioners, also one
17 of the community leaders from that area.
18 Can we get a sense of, without getting --
19 what's the story? I mean, the bottom
20 line is, East Park is shut down, for all
21 intents and purposes, with the exception
22 of the Mander Playground because it's on
23 the perimeter and the disc golf maybe to
24 a degree, but the inner park, all the
25 ball fields in terms of access are pretty

1 4/8/13 - WHOLE - BILL 130178, etc.
2 much shut down throughout the course of
3 the regatta season. Can we get some kind
4 of an understanding on that issue?

5 COMMISSIONER DiBERARDINIS:
6 Well, based on our discussions last year
7 and then most recently in the last few
8 weeks, we wanted to respond as
9 substantially as we could to what we
10 consider to be the legitimate concerns of
11 you and some of the organizations in --

12 COUNCIL PRESIDENT CLARKE: We
13 only bring you legitimate concerns.

14 COMMISSIONER DiBERARDINIS: I
15 know. I wanted you to know that I think
16 that we think they're legitimate.

17 COUNCIL PRESIDENT CLARKE:
18 That's good to know.

19 COMMISSIONER DiBERARDINIS: So
20 to that effect, we have worked on
21 controlling the parking -- and Mark can
22 talk more about that. And I think there
23 was a number of inspections this weekend.
24 We have, as you suggested and as we
25 considered this, to sort of directly

1 4/8/13 - WHOLE - BILL 130178, etc.
2 invest some of that revenue into the
3 program activity, not just into the
4 maintenance of the landscape up there,
5 but to invest directly into the program
6 activities and to monitor the parking on
7 a regular basis so there's no
8 encroachment beyond what is guaranteed in
9 the contract and that the maximum amount
10 of use and access to the fields during
11 the regatta season. So that's kind of
12 the cover. If Mark or Susan -- if you
13 want to go a little deeper, we can give
14 you some of the detail.

15 COUNCIL PRESIDENT CLARKE:
16 Before we proceed, I'd ask please honor
17 the signs. Cell phones should be on
18 silent or off, please. Thank you.

19 DEPUTY COMMISSIONER FOCHT:
20 Councilman, after we met last week in the
21 field with the community member, we had a
22 separate meeting with our parking
23 operator --

24 COUNCIL PRESIDENT CLARKE:
25 Commissioner.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 DEPUTY COMMISSIONER FOCHT:

3 Commissioner. We had a separate meeting
4 with our parking operator out there to
5 address some of the issues and concerns.
6 They made some adjustments into their
7 operations for this past Sunday. I
8 personally went out on Sunday morning to
9 check the operation, and it was
10 functioning as how we had agreed with the
11 Commissioner and as we had agreed with
12 our parking operator. We subsequently
13 had another staff member go out in the
14 afternoon -- I could not get out in the
15 afternoon -- to confirm that it was still
16 functioning properly, and it was. And
17 the operator has agreed to some
18 additional signage. They could not get
19 it done for this past Sunday, but they
20 will get it done for this subsequent
21 Sunday, coming Sunday, particularly
22 lining the cones that they place along
23 Diamond Street, which allows for parking
24 only for Mander and the use of the
25 recreation facility, the athletic

1 4/8/13 - WHOLE - BILL 130178, etc.
2 facilities. So those cones will now be
3 marked "no regatta parking."

4 COUNCIL PRESIDENT CLARKE: So
5 on the Sunday mornings when there's
6 activity at the playground, we don't have
7 to argue with the people --

8 DEPUTY COMMISSIONER FOCHT:
9 Correct.

10 COUNCIL PRESIDENT CLARKE: --
11 about whether or not people in the
12 neighborhood can park in their own park
13 adjacent to them.

14 DEPUTY COMMISSIONER FOCHT: And
15 the parking operator has agreed to add an
16 additional staff member in that zone
17 along Mander from 33rd Street to
18 Reservoir to make sure that those signs
19 are adhered to.

20 COUNCIL PRESIDENT CLARKE:
21 Okay. What about access to the ball
22 fields?

23 DEPUTY COMMISSIONER FOCHT: The
24 access to the ball fields won't be
25 impaired. They have one access point

1 4/8/13 - WHOLE - BILL 130178, etc.
2 that they can use for their parking,
3 which is at the farthest end toward
4 Reservoir Drive. That's what they were
5 using this past Sunday.

6 COUNCIL PRESIDENT CLARKE: So
7 people wanting to drive and utilize the
8 ball fields have access?

9 DEPUTY COMMISSIONER FOCHT:
10 Yes. Absolutely.

11 COUNCIL PRESIDENT CLARKE: How
12 do they do that?

13 DEPUTY COMMISSIONER FOCHT:
14 Between where the playground is and where
15 the red storage trailer is. They can hop
16 over the curb and drive in there if they
17 need to unload stuff for the use of the
18 ball fields. And the ball field area is
19 now being further defined by some of the
20 trees we planted, and last week we
21 started the capital project to light the
22 ball field. So when we were out there
23 last week with the Commissioner, the
24 contractor was there. So that's going to
25 also provide another demarcation line for

1 4/8/13 - WHOLE - BILL 130178, etc.
2 the extent of the ball field.

3 COUNCIL PRESIDENT CLARKE:
4 Okay. And you'll have follow-up
5 conversations with respect to
6 programming?

7 COMMISSIONER DiBERARDINIS:
8 Yeah.

9 DEPUTY COMMISSIONER FOCHT:
10 Yeah.

11 COUNCIL PRESIDENT CLARKE:
12 Great. On Page 3 of your testimony, you
13 state that the Parks and Recs, in
14 collaboration with the Water Department,
15 is partnering with the national
16 non-profit Trust for Public Lands to
17 undertake a greening initiative at
18 selected parks and recreation facilities,
19 and I'm familiar with a couple of them.
20 Can you tell me what sites and facilities
21 have been selected thus far?

22 COMMISSIONER DiBERARDINIS:
23 Yeah. Well, the two lead facilities are
24 in the 5th Councilmanic District, in
25 Mander Recreation -- I mean, Gathers

1 4/8/13 - WHOLE - BILL 130178, etc.
2 Recreation Center and the Dick School.
3 So they're literally caddy-corner from
4 one another and --

5 COUNCIL PRESIDENT CLARKE: I
6 figured I'd get that out before one of my
7 colleagues ask that question.

8 COMMISSIONER DiBERARDINIS: So
9 they're the lead projects, and we're very
10 excited about them. We will be breaking
11 ground in the coming months, which we
12 will hopefully have you in attendance and
13 have some of the neighborhood leaders who
14 helped and some of the kids who helped
15 design both improvements to each of those
16 facilities. We are moving forward.

17 And, Mark, do you have the
18 list?

19 We are moving forward with the
20 Water Department, the Trust for Public
21 Land, some local foundations, some of our
22 capital dollars to expand this effort,
23 and it's really -- it's based on access
24 to green space and recreation space. So
25 we're not just going to any locale, but

1 4/8/13 - WHOLE - BILL 130178, etc.
2 we're using the availability of space in
3 the neighborhood, that kind of space, to
4 guide our investments. So sort of the
5 first cut at this is, if people don't
6 have access, that's going to be a high
7 priority for us to invest our time and
8 money and try to transform those rec
9 centers and schoolyards.

10 Mark.

11 DEPUTY COMMISSIONER FOCHT:

12 Councilman, the additional sites we're
13 working with with the Trust for Public
14 Land, in addition to Gathers, Hank
15 Gathers, and William Dick are Collazo in
16 Councilwoman Quinones-Sanchez's district,
17 Conestoga, 37th and Mount Vernon, Lanier
18 Playground, and then the School District
19 recently committed to two additional
20 schools in this program. They've not yet
21 identified which two schools they are.
22 So we're working with them on identifying
23 those schools.

24 COUNCIL PRESIDENT CLARKE: So
25 coordinating with the school facilities

1 4/8/13 - WHOLE - BILL 130178, etc.
2 plan?

3 COMMISSIONER DiBERARDINIS:
4 Exactly.

5 DEPUTY COMMISSIONER FOCHT:
6 Yeah. So now we're up, with our
7 partnership with the School District and
8 the Water Department and TPL, we're now
9 up to three schools and six recreation
10 sites. We said the pilot project would
11 be ten sites to begin with, so we're now
12 at nine.

13 COUNCIL PRESIDENT CLARKE:
14 Okay. I'll come back.
15 The Chair recognizes Councilman
16 Jones.

17 COUNCILMAN JONES: Thank you,
18 Mr. President.

19 Since we are talking about
20 things in our respective districts, I
21 just want to first say thank you to all
22 of the friends of the park that are here
23 today supporting the \$5 million in added
24 gap-filling measures, and recognize for
25 the record that last year you and other

1 4/8/13 - WHOLE - BILL 130178, etc.

2 Councilmembers fought to restore funding
3 last year, and it wound up coming a
4 little late but it got there in a
5 transfer ordinance. So we pay attention
6 to the hands in the audience.

7 (Applause.)

8 COUNCILMAN JONES: A couple of
9 things. I could talk about the
10 Schuylkill River Trail we just opened,
11 which connects over 100 miles of biking
12 trail that runs right through my
13 district, also Kenyatta Johnson's
14 district. I could talk about Kendrick
15 Rec Center where we're doing cooperative
16 efforts and we're going to redo the field
17 up there. We did the roof up there in my
18 district. I could talk about Shepard
19 where we're redoing the gymnasium. We're
20 going to do the floor. You're going to
21 do some of the other stuff to give a face
22 lift to the Grand Old Lady. I could talk
23 about walking parks in Windemere or
24 walking parks at Rose, but I want to talk
25 about two things I saw last Friday, so

1 4/8/13 - WHOLE - BILL 130178, etc.
2 much so that I had to call the President
3 of Council and tell him the wonderment of
4 Parks, Rec, and Water Department.

5 So at Papa Playground and
6 Morris Park, we're working -- we've been
7 working with both Commissioners on
8 putting a water park there, but what I
9 saw, we wanted to -- the Army Corps of
10 Engineers, along with the Water
11 Department, along with Fairmount Park and
12 Recs, did a thing called daylight, and
13 daylighting is -- at the turn of the
14 century, a lot of people thought it was
15 better to run creeks underground, and
16 there are some in your district,
17 Councilwoman Sanchez, and there's some in
18 Councilwoman Blackwell's district, but
19 this one connects to Cobbs Creek and it
20 is a feeder in there. And I think we
21 spent about \$5 million, and what it does
22 is brings underground creeks back up
23 ground, above ground. But what it did --
24 and we had three communities, Overbrook
25 Civic, NOAH, and others, come and do a

1 4/8/13 - WHOLE - BILL 130178, etc.
2 tour of what it was that -- the work
3 project they were doing. When I tell
4 you, Mr. President, it was
5 transformative, it was for me. You got
6 my call. I called you all excited.

7 COUNCIL PRESIDENT CLARKE: You
8 were pretty excited.

9 COUNCILMAN JONES: I mean, I
10 really was.

11 (Applause.)

12 COUNCILMAN JONES: I mean, so
13 we go back there, and literally we start
14 to see where they took overgrown areas
15 and created five miles worth of walking,
16 biking, hiking trail, and then they took
17 literally the water from underground and
18 created an engineering babbling brook, so
19 to speak, that is environmentally
20 friendly, where we can stock fish and
21 turtles are going to be back there. And
22 when the community walked back there, I
23 tell you, their jaws fell to the ground,
24 and then they did something called, what
25 is it, hydro-greening? What is it

1 4/8/13 - WHOLE - BILL 130178, etc.
2 called?

3 DEPUTY COMMISSIONER FOCHT:
4 Hydro-seeding.

5 COUNCILMAN JONES:
6 Hydro-seeding. This is right out of a
7 sci-fi movie when I tell you. So they
8 had a sprayer and they're going over
9 barren hillsides painting them green, and
10 within a week, they're supposed to grow
11 grass. So I'm sitting there. I mean,
12 I'm running back, Ooh, ooh, ooh, look
13 what we have.

14 So I recommend to whoever has
15 that kind of possibility, that it is
16 changing five miles worth of
17 underutilized area into highly utilized
18 area. The neighbors were so excited,
19 Mr. President, that they were planning
20 already picnics and this and that and the
21 other and even concerts, live concerts in
22 the park.

23 And so I just want to say the
24 greatest honor that I could give the
25 three of you is, I'm not going to ask you

1 4/8/13 - WHOLE - BILL 130178, etc.
2 any other questions.

3 Thank you.

4 (Applause.)

5 COUNCIL PRESIDENT CLARKE: Wow.
6 Those of who do not watch budget
7 hearings, you have no idea how great an
8 honor that is. Thank you.

9 The Chair recognizes
10 Councilwoman Sanchez.

11 COUNCILWOMAN SANCHEZ:
12 Speechless, oh, my God. That's good.
13 Then I'm going to take your five minutes,
14 right?

15 I also want to congratulate all
16 of you and really publicly thank the
17 Snider Foundation, the Fairmount Park
18 Conservancy, the Trust for Public Land,
19 the Parks Alliance, the friends groups,
20 the advisory groups. No one has a deeper
21 appreciation for all of these groups than
22 I do in my district as I've watched the
23 type of collaboration that has existed.
24 And obviously the Water Department, I met
25 with him again recently just talking

1 4/8/13 - WHOLE - BILL 130178, etc.
2 about the interrelationship between
3 departments, and I think that this
4 particular unit more than any other one
5 has really gotten it around connecting
6 those dots.

7 So I really want to
8 congratulate you. It's just
9 transformative work.

10 The next school is Cramp, just
11 in case you don't -- you don't need to
12 find out. I can tell you which one it
13 is.

14 DEPUTY COMMISSIONER FOCHT: I
15 didn't know if it was public yet, so
16 there it is.

17 COUNCILWOMAN SANCHEZ: Yes. I
18 was waiting. I was going to say wait a
19 minute. Is Cramp School -- because of
20 the work that we're doing at Collazo and
21 Schmidt and Cramp Playground and Reed, I
22 can tell you that that's going to be
23 transformative for that whole area.

24 So in these partnerships, one
25 of the things that I think becomes very

1 4/8/13 - WHOLE - BILL 130178, etc.
2 important, because I know as was
3 mentioned, there's always been a
4 commitment by Council to increase and
5 improve the funding here. Are we
6 quantifying the leveraging of all of this
7 work in some sort of document for the
8 Department?

9 COMMISSIONER DiBERARDINIS:

10 Well, yes, and not -- I mean, there is a
11 way to calculate just the sheer volunteer
12 time. We do that occasionally. We don't
13 do it systemically, but there's this
14 federal standard of an hour of volunteer
15 time and you can calculate that. It's
16 sort of -- it's real, but it's not --
17 it's a soft number, but it's important to
18 us. I think we can do that if there's a
19 need to do that more regularly and more
20 systemically.

21 We also count what we leverage
22 from the corporate foundation and state
23 grants, and our estimate -- this is an
24 estimate, but as of the close of this
25 calendar year, we estimate that we will

1 4/8/13 - WHOLE - BILL 130178, etc.

2 have raised \$50 million in cash. That's
3 real money. You can count it. You can
4 take it to the bank. You can spend it.

5 In support, like the work we're
6 doing in the neighborhood parks and we're
7 doing some of that in most of the Council
8 districts, District Council folks, what
9 we're doing with TPL, the work we've
10 done, we have a big project with the
11 Phillies around baseball that will not
12 only be the improvement of a facility in
13 South Philly, two facilities in South
14 Philly, but also extend the youth
15 development feature of our work around
16 baseball. So the Snider -- I mean, that
17 number is close to 50 million.

18 COUNCILWOMAN SANCHEZ: I think
19 it's important, because as we move
20 forward, one of the things that's been
21 important as we've invested in the
22 cultural world is the ability to say for
23 every dollar we put, it generates \$35 or
24 \$75. And I think as we look at where is
25 the ultimate number -- I mean, right now

1 4/8/13 - WHOLE - BILL 130178, etc.
2 we're just talking about getting it back
3 to funding levels of 2011, but I think
4 for all of us, I think it would be an
5 even more comfortable -- we'd be in a
6 more comfortable place if we could see
7 that. What is dollars, what is time
8 investment, those types of things, so
9 that we are meeting the growth of private
10 investment that we've seen in the parks.

11 I was having a conversation
12 with the Snider Foundation in terms of
13 they're investing a half a million
14 dollars in programming in my district.
15 Well, when you tell me that number, it's
16 kind of hard to say no to anything they
17 ask you for, but being able to capture,
18 the Fairmount Park Conservancy, one of
19 the things is how -- so I think we need
20 to do that so that if we can't meet these
21 expectations, we're at least keeping in
22 track to what's coming in DCNR. Are we
23 losing money in DCNR since you came here
24 and you're not at the state? Those are
25 the types of things that we can look at.

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2 COMMISSIONER DiBERARDINIS: I'm
3 doing my best to make sure that's not the
4 case.

5 COUNCILWOMAN SANCHEZ: So am I,
6 but it's not quite as simple as it used
7 to be.

8 I want to just talk a little
9 bit around some of the smaller things.
10 There continues to be this concern around
11 the fees for the permitting, particularly
12 around leagues, and I know your
13 department is trying to work with us. It
14 would be really good for us to all see
15 what is the utilization in terms of the
16 parks and the fees that are being paid
17 across the City and is that being done to
18 generate revenue for the General Fund or
19 not? I think that's an important
20 distinction. What I don't want to see us
21 get to in these fee structures is where
22 that becomes a General Fund operator and
23 then my 50-plus old-timers league can't
24 afford to play baseball in a park
25 anymore.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 COMMISSIONER DiBERARDINIS: All
3 the youth stuff is free. That's probably
4 two-thirds of all the field use. Close
5 to two-thirds of all the field use is by
6 youth, and that's free. We estimate --
7 and I had it in my testimony -- I think
8 it's 84 cents a game per adult player.
9 Am I right on that?

10 DEPUTY COMMISSIONER FOCHT:
11 Correct.

12 COMMISSIONER DiBERARDINIS:
13 Eighty-four cents per adult per game.
14 But that money -- so that's what we
15 estimate the cost per game per adult.
16 And then the money, though, doesn't
17 disappear. It goes back into the care
18 and maintenance of our fields. And we
19 have stepped up. We did hundreds of
20 rehabilitations of fields last year, and
21 we propose to do roughly the same amount
22 this year. So we're able to drive our
23 field renovations using those funds and
24 other operating dollar funds.

25 COUNCILWOMAN SANCHEZ: Because

1 4/8/13 - WHOLE - BILL 130178, etc.
2 what happens is, you base that -- you
3 guys structured it on a 12-week schedule,
4 and I know that a lot of my leagues --
5 the difference between practicing and
6 actually playing. And, again, these are
7 neighborhood leagues that I'm asking them
8 to quantify the work that they do also.
9 So, for instance, I took the old-timers
10 league and found out that between their
11 travel teams and what they do, they're
12 raising a hundred thousand dollars a
13 year. This is a league of 12 leagues --
14 12 teams, over 50 gentlemen, and that's a
15 huge impact. But they never even could
16 capture that data, and that's why I'm
17 saying it's important that we start
18 capturing that data so that it's easier
19 for us to say is 300 the number. And you
20 say 84 cents per game, but they raise a
21 hundred thousand dollars to keep their
22 league going. And so it's tough. A lot
23 of that support they get from me, and
24 I'll do whatever to raise money for them.
25 I lend myself out to everything,

1 4/8/13 - WHOLE - BILL 130178, etc.
2 including playing ball sometimes and
3 embarrassing myself, just to raise money.
4 I just think we want to look at that as
5 we move forward. I think that's
6 important.

7 And then I guess I'll wait
8 around. I want to ask about our tree
9 planting and our dead tree removal when
10 we come back.

11 COUNCIL PRESIDENT CLARKE:
12 Thank you.

13 Followup on the Councilwoman's
14 question with respect to fees, because I
15 know exactly what she's talking about.
16 We actually had that conversation about
17 the team -- one of the oldest hard ball
18 leagues out in East Park, and they're
19 having some challenges with respect to
20 fees.

21 In terms of fees -- and maybe
22 this is not appropriate because we're
23 always trying to encourage people to come
24 into the City, but could there be a
25 resident fee and a non-resident fee?

1 4/8/13 - WHOLE - BILL 130178, etc.

2 COMMISSIONER DiBERARDINIS: I
3 don't know. It doesn't strike me as a
4 bad idea to think about. So can we
5 differentiate? Because there are teams
6 that come in.

7 COUNCIL PRESIDENT CLARKE:
8 Yeah. I'm just saying -- I mean, I
9 understand in the wage tax, people in the
10 suburbs, they come in here and work.
11 They pay less money. The thought is that
12 they don't utilize our services. So kind
13 of do a little reverse thing.

14 COMMISSIONER DiBERARDINIS:
15 Mark has some history with this.

16 DEPUTY COMMISSIONER FOCHT: We
17 have a bit of history back in the former
18 Fairmount Park trying this. It all
19 depends on simply who fills out the
20 application, because anybody that's on a
21 team could submit the application and say
22 they're the treasurer or the vice
23 president of the athletic association and
24 they live in Philadelphia and they have a
25 legitimate Philadelphia mailing address,

1 4/8/13 - WHOLE - BILL 130178, etc.
2 but in actuality, 50 percent of the team
3 may be coming in from outside.

4 So when you set up a
5 residency/non-residency structure, it's
6 very easy to work around it. It all
7 depends on who fills out the application
8 and submits it.

9 COUNCIL PRESIDENT CLARKE: I
10 hear you. I mean, those are details
11 that -- I understand the Councilwoman's
12 concern, because you have these leagues,
13 they have the Bar league and whoever else
14 will sponsor these teams, and there's
15 nobody -- it's guys from the local
16 neighborhood that come in, and these fees
17 keep going up and our guys are having a
18 challenge, and at the end of the day,
19 they're right from the neighborhood.

20 So that's just something you
21 can look into, please. It would be
22 helpful. Thank you.

23 The Chair recognizes Councilman
24 Oh.

25 COUNCILMAN OH: Thank you,

1 4/8/13 - WHOLE - BILL 130178, etc.

2 Mr. President.

3 Good afternoon, and I too want
4 to join in in all the accolades before I
5 start asking more questions.

6 So I have the same questions.
7 It has to do with fees, of course. So
8 when an asset is in a public park and the
9 community organizes free events and
10 hundreds and sometimes thousands of
11 people come out to partake of this free
12 event, they are hit with fees. No?
13 Somebody is shaking their head no?

14 DEPUTY COMMISSIONER FOCHT: If
15 it's a -- in fact, just this year, we
16 created a new special events permit for
17 what's called friends and community
18 groups. So if you're an officially
19 recognized friends group by the
20 Department or a community group based in
21 that community, which can be a church,
22 boy scouts, girl scouts, CDC, anyone from
23 that community, there are no fees to use
24 that space.

25 COUNCILMAN OH: Okay. So --

1 4/8/13 - WHOLE - BILL 130178, etc.

2 DEPUTY COMMISSIONER FOCHT:

3 There's a refundable security deposit,
4 which again is refundable, and probably
5 99 percent of the time that's refunded,
6 because the people that are holding the
7 events care about the space and they
8 clean up after themselves, so it's
9 refundable, but otherwise there's no fee
10 to use the space.

11 COUNCILMAN OH: Okay. So could
12 I ask then specifically, I know in
13 Councilman Henon's district there's the
14 Pennypack Music Festival, and I
15 contribute typically every year. What is
16 the fees there? There used to be fees.
17 Are there still fees?

18 DEPUTY COMMISSIONER FOCHT:

19 There is a fee associated with that
20 because they -- we actually bundle that
21 as one concert series. So they do
22 upwards of 8 to 10 concerts a year
23 depending on the season, and we've done
24 this for probably at least the last six,
25 eight years, maybe a decade or so. We

1 4/8/13 - WHOLE - BILL 130178, etc.
2 bundle it into one event. So there's one
3 concert. So there's one fee associated
4 with the series of concerts. We do this
5 wherever a park has a series of events,
6 particularly with the Pennypack, because
7 they sell things there. So there's
8 commerce taking place at the event, and
9 they have a number of corporate sponsors
10 that have corporate banners. So those
11 corporations are getting the benefit of
12 using that public space for advertising
13 and supporting the event. So that's a
14 little bit different than a community
15 group or a friends group coming in and
16 having a picnic or putting on an Easter
17 egg hunt or something like that.

18 COUNCILMAN OH: Is that about a
19 \$10,000 fee?

20 DEPUTY COMMISSIONER FOCHT: No;
21 \$1,000. It's \$1,000 for the entire
22 series.

23 COUNCILMAN OH: For the entire
24 series?

25 DEPUTY COMMISSIONER FOCHT: The

1 4/8/13 - WHOLE - BILL 130178, etc.
2 entire series.

3 COUNCILMAN OH: I'll have to go
4 back on my communications then, because I
5 didn't understand it to be a thousand
6 dollars.

7 DEPUTY COMMISSIONER FOCHT:
8 It's been a thousand dollars each year
9 for the last at least six years. They
10 do, again, have to provide a refundable
11 security deposit, and they do have to pay
12 staff if our electricians need to be
13 there to provide electricity for the
14 event, because they have to cover the
15 cost of City staff to support the event,
16 but the actual use of the space, the use
17 of that band show in Pennypack Park, is
18 \$1,000 for the entire series.

19 COUNCILMAN OH: Okay. So I
20 guess the issue that is arising is, we
21 have these parks and people expect to use
22 them as part of the taxes that they
23 already pay, and to have additional fees
24 is sometimes prohibitive. And I
25 understand why you need more fees, but is

1 4/8/13 - WHOLE - BILL 130178, etc.

2 it in fact the situation that the parks
3 are just not -- they don't just have
4 enough funds to start?

5 COMMISSIONER DiBERARDINIS: I'm
6 not sure --

7 COUNCILMAN OH: So the question
8 is going towards the funding stream. In
9 other words, under this model, the City
10 does not have enough funds in general.
11 It proceeds, it increases fees, figures
12 out new fees. And so while, for example,
13 Pennypack Park will sell -- they're
14 selling T-shirts and pretzels and they
15 get corporate sponsors to offset the cost
16 of providing a free event, and then the
17 fees on top of that can be prohibitive
18 from them continuing.

19 COMMISSIONER DiBERARDINIS:
20 This is a complicated point. This was a
21 big discussion with the groups during the
22 merger process. It took us -- we met
23 with friends groups and advisory councils
24 to figure out how to do the fees right.
25 It took us a couple years. We think

1 4/8/13 - WHOLE - BILL 130178, etc.
2 we're close. The first year we had a
3 decent year. The second year, based on
4 feedback from the folks behind us,
5 sitting behind us, we changed the
6 process.

7 Right now for a lot of our
8 parks, we buy the insurance. So part of
9 this was, they didn't want to pay for the
10 insurance. So we buy a coverage
11 insurance for them to limit the City's
12 liability and their liability. We've
13 come up with -- the thing that we're
14 really pressed on is, if we help you,
15 then you got to help us. So if we're
16 cleaning up this park every week, if
17 we're doing this work at the rec center,
18 then we don't expect to be charged, and
19 we agreed with that. So we eliminated
20 charges, as Mark said, for all the groups
21 that are directly affiliated with the
22 neighborhood and the public facility
23 there.

24 There are instances where we
25 have a multiple series with thousands of

1 4/8/13 - WHOLE - BILL 130178, etc.
2 people that do either take large parts of
3 the park out of other public use and/or
4 cost us money to put electricians or
5 ground maintenance folks there during the
6 event that we wouldn't ordinarily have.
7 They'd be doing something else. They'd
8 be fixing lights at some other facility.
9 So there's this tradeoff, and we do our
10 best to keep the fee down, but to also
11 make sure that our operations are kept
12 whole.

13 COUNCILMAN OH: Right. And
14 I --

15 COMMISSIONER DiBERARDINIS: I'm
16 trying to give you the philosophical
17 approach.

18 COUNCILMAN OH: I'll get kind
19 of to my point, that you're doing a great
20 job with the little that you have and you
21 really stretch a dollar and all that, but
22 at the end of the day, there's so many
23 Parks and Recreation locations that are
24 not really in use because they're not
25 maintained properly. And I don't know

1 4/8/13 - WHOLE - BILL 130178, etc.
2 the answer to it, but my question is, if
3 you took the cost of proper maintenance
4 and turning every neighborhood little
5 park or tennis court that's run down and
6 were to properly maintain it, that would
7 be more money than the tax revenues can
8 provide right now, it would seem to me.

9 DEPUTY COMMISSIONER FOCHT: I
10 want to just address one issue on that
11 Pennypack concert series. The thousand
12 dollars that we request for that site
13 user fee does not make or break that
14 concert series every year, because they
15 spend tens of thousands of dollars on the
16 acts they bring in, and their budget is
17 much, much larger than the thousand
18 dollars that they pay for the use of that
19 site.

20 COUNCILMAN OH: Right. I'm
21 going to have to get clear on this
22 \$1,000. I recall it to be a far larger
23 number, but let me double-check.

24 DEPUTY COMMISSIONER FOCHT:
25 It's been a thousand dollars a year for

1 4/8/13 - WHOLE - BILL 130178, etc.
2 the last several years.

3 COUNCILMAN OH: Thank you very
4 much, Mr. President.

5 COUNCIL PRESIDENT CLARKE:
6 You're welcome, Councilman.

7 The Chair recognizes Councilman
8 Kenney.

9 COUNCILMAN KENNEY: Thank you,
10 Mr. President.

11 I want to touch on something
12 that Councilwoman Sanchez said relative
13 to kind of a transformation. And I
14 remember back in the '70s when I was much
15 younger, my favorite sport was ice
16 hockey, and everybody who played ice
17 hockey looked like me and very few people
18 looked as diverse as the City is. The
19 Snider Foundation and the Rec
20 Department's collaboration has changed
21 neighborhoods because it's exposed young
22 kids, men and women, young girls and
23 boys, to ice hockey, which they never had
24 an opportunity because of the cost of the
25 equipment, the lack of ice time, the

1 4/8/13 - WHOLE - BILL 130178, etc.
2 travel you had to do. It just wasn't
3 there. Everybody played every sport
4 except for that.

5 When I go to these events where
6 you have a ribbon cutting and I watch
7 these young kids, high school kids going
8 into college, 8th graders going into high
9 school, girls and boys of all diversities
10 in the City going to college on a hockey
11 scholarship, becoming captain of their
12 hockey team in a college level is just an
13 amazing feat. And it took a long time to
14 do it, and without Mr. Snider's
15 foundation money, we probably would have
16 never gotten there. But when you go
17 in -- I've always had an issue relative
18 to the suburbs versus the City
19 facilities. Suburban fields are always
20 manicured and nice, and our fields
21 because of so much use, they're a little
22 dustier sometimes. But to walk into one
23 of those ice facilities, it's like
24 walking into an Olympic training
25 facility. It is phenomenal what you were

1 4/8/13 - WHOLE - BILL 130178, etc.
2 able to do on your side with the
3 management of the construction and on
4 their side with their generosity. So
5 between Title IX and the diversity and
6 all the things that hockey brings to
7 these kids going onto the next level is
8 just a phenomenal thing, and you've
9 changed a lot of lives. So I thank you
10 for it.

11 COMMISSIONER DiBERARDINIS:
12 Thank you.

13 COUNCILMAN KENNEY: Secondly,
14 on the reform side, I have mentioned to
15 you a couple times about the use
16 potentially of vetted people who are
17 incarcerated in our Prison System for use
18 in kind of restoring the communities that
19 they had a hand in harming through
20 tending the parks, tending the --
21 especially the wooded areas of Pennypack
22 Park and Fairmount Park, to get them out
23 of the facility that they're in. Of
24 course, they'd be vetted. They'd
25 probably have an ankle bracelet so

1 4/8/13 - WHOLE - BILL 130178, etc.
2 they're not going to take off, because
3 you're going to find them within an hour.
4 And I think that this opportunity to work
5 side by side with City workers and to
6 have some responsibility and to restore
7 your community might go a long way in
8 keeping them from going back to prison
9 when they get out. Has there been any
10 progress made or any discussion?

11 DEPUTY COMMISSIONER SLAWSON:
12 Yes. Councilman Kenney, I've actually
13 for the past couple years, the Department
14 has been working with Judge Neifield as
15 well as DelVal School, where we are
16 allowing them to come into our facilities
17 and work off some of their community
18 hours. And we have a group of 20 to 25
19 young men every summer that come and work
20 in Fairmount Park as a result of a
21 relationship with DelVal School. They're
22 all adjudicated young people, and the
23 goal is to have them continue to work
24 with us for a couple years and eventually
25 bring them on as employees.

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2 So we are actively --

3 COUNCILMAN KENNEY: How about
4 the men and women who are up State Road
5 now, folks that are in the facilities,
6 not people just been adjudicated and
7 perhaps diverted, but young men and women
8 who are incarcerated as we speak? I
9 mean, I can't imagine that someone would
10 not want to put on regular work clothes,
11 get on a bus, go to a site, spend the day
12 outdoor, eight hours outdoors, doing
13 something productive for the community
14 and perhaps even getting a slight
15 paycheck, try to get paid for the work
16 they do inside, and having the role
17 models of the City employees and the
18 community people next to them to kind of
19 get them to a different mindset.

20 DEPUTY COMMISSIONER SLAWSON:
21 The Prison Commissioner and myself, we
22 sat down a few years ago to try to work
23 out some opportunities for gentlemen and
24 ladies that may be up on State Road, and
25 we did run into a few challenges with the

1 4/8/13 - WHOLE - BILL 130178, etc.
2 union. Because I agree with you, we have
3 to make opportunities available for them
4 while they're in prison, coming and
5 working alongside of us. And we have the
6 facilities, we have the staff, but we did
7 run into some challenges. Maybe this is
8 a conversation that we could have
9 offline.

10 COUNCILMAN KENNEY: Okay. I
11 recognize the union's concerns relative
12 to having them replaced with people who
13 are incarcerated, but I don't think
14 that's the case. And a lot of times the
15 kids that are in the facilities up there,
16 they're kids from the neighborhood. I
17 mean, they're nephews and nieces and
18 brothers and sisters who are from the
19 community going back to perhaps their own
20 community to do some restorative work.

21 So, I mean, I think --
22 conversations with the unions, I guess,
23 about anything is difficult these days,
24 but I really would like to take another
25 run at it. Chicago does a tremendous

1 4/8/13 - WHOLE - BILL 130178, etc.
2 job.

3 DEPUTY COMMISSIONER SLAWSON: I
4 would like to as well.

5 COUNCILMAN KENNEY: Mayor Daley
6 has taken a -- he did when he was Mayor
7 took a hands-on approach to making that
8 happen.

9 DEPUTY COMMISSIONER SLAWSON: I
10 would like to as well, and one of the
11 things that we are actively doing in the
12 22nd District at Martin Luther King
13 Recreation facility, I just identified a
14 number of young men that have been
15 incarcerated. They have records, and
16 we're bringing them on as seasonal
17 employees. And if we don't at some point
18 start bringing them on, giving them some
19 training, we're going to continue the
20 cycle that we're in.

21 So we support what you're
22 saying. We just need to figure out how
23 we can make this happen.

24 COUNCILMAN KENNEY: Again, I
25 want to concentrate on the folks that are

1 4/8/13 - WHOLE - BILL 130178, etc.

2 there now, because they're coming back.

3 DEPUTY COMMISSIONER SLAWSON: I
4 agree.

5 COUNCILMAN KENNEY: And I don't
6 see why it has to be seasonal. We have
7 needs throughout the course of the year,
8 all months of the year, all seasons.

9 DEPUTY COMMISSIONER SLAWSON:
10 I'd like to start somewhere, and so I
11 figured I could get them in wherever I
12 can get them in, and that's how I'm
13 starting. My conversation with these
14 young men is if we could keep you on for
15 a couple of seasonal opportunities, the
16 goal is to actually hire them full time.

17 COUNCILMAN KENNEY: Well, I'd
18 like to work with you and kind of flesh
19 it out a little bit.

20 COMMISSIONER DiBERARDINIS:
21 We'll look at the more formal, more
22 structured approach.

23 COUNCILMAN KENNEY: Thank you.

24 Thank you, Mr. President.

25 COUNCIL PRESIDENT CLARKE:

1 4/8/13 - WHOLE - BILL 130178, etc.

2 Thank you, Councilman.

3 The Chair recognizes

4 Councilwoman Bass.

5 COUNCILWOMAN BASS: Thank you,

6 Mr. President.

7 As someone who grew up in the
8 recreation centers here in the City of
9 Philadelphia, I have very much an
10 affection for them, and I just wanted to
11 first start by thanking you and the
12 Department for working so closely with us
13 since I've been the Chair of Parks and
14 Recreation for City Council. And I just
15 wanted to also acknowledge that last
16 summer when we had a number of incidents
17 at our recreation centers and parks, that
18 we held a hearing here in August, which
19 was a very unusual occurrence, and it's
20 your busy season, so I really appreciate
21 the effort and the time and that you came
22 down to talk to us about safety, because
23 if we can't have safe recreation centers,
24 if we can't -- speaking as a parent, if I
25 can't send my child to a recreation

1 4/8/13 - WHOLE - BILL 130178, etc.
2 center, then I'm not going. I don't want
3 her to go. I'm going to encourage people
4 to stay away if it's not a safe place
5 where there's staff, where it's well lit,
6 where there's not broken bottles and
7 glass and all those sorts of things.

8 So I say all that to say thank
9 you so much for all of the work that
10 you've done. And I know that you are
11 constrained by the budget that you have
12 and you make the most out of what you do
13 have. I know you do partnerships with
14 KaBOOM and other partners. You look for
15 partners everywhere, the Phillies, the
16 Eagles, whoever. But can you talk a
17 little bit about what restoring the
18 funding would mean to you, how that would
19 help in terms of --

20 COMMISSIONER DiBERARDINIS: I'm
21 sorry. Well, what would restoring
22 funding -- how that would help?

23 COUNCILWOMAN BASS: Right, or
24 how additional funding could be helpful
25 to you. Softball, how could it help you?

1 4/8/13 - WHOLE - BILL 130178, etc.

2 COMMISSIONER DiBERARDINIS: I'm
3 not as soft as you think.

4 COUNCIL PRESIDENT CLARKE:
5 That's a hard ball.

6 COMMISSIONER DiBERARDINIS:
7 Here's what I would say: I would say the
8 two-six, which this Council approved in
9 January, worked it out with the Mayor,
10 is -- I can't tell you how it made the
11 staff feel and how it made our support
12 organizations across the City feel,
13 because that said you're doing something
14 right, you're working hard, you take this
15 work seriously. And if I just talk about
16 what we did there, it gives you some
17 sense of what our priorities are.

18 So we think that the care and
19 upkeep of our recreation centers and
20 parks are the number one thing we have to
21 do, number one deficiency, and like 85 or
22 90 percent of the money went towards
23 building a specials unit, which hopefully
24 will work with this body to do some
25 fabulous small to medium-sized capital

1 4/8/13 - WHOLE - BILL 130178, etc.
2 projects that ordinarily would run
3 through the system. That's really
4 important, and building up that capacity
5 in our skilled trades and our grounds
6 maintenance is an essential, I think,
7 feature to bringing our system noticeably
8 up a notch. Doing preventive
9 maintenance, which I have a fair amount
10 of experience in my last couple of jobs
11 in building a systemic approach to your
12 major systems, to the care of your major
13 systems, lights, roofs, heating systems,
14 fence lines, the things that just you
15 need to have in place every day to run
16 effectively. So we're building -- in
17 fact, we're meeting next week to sort of
18 construct that part of the work.

19 Jim, to your question about the
20 rinks, where are we investing some of the
21 seasonal dollars that you guys gave us,
22 we're going to be putting additional
23 resources into the ice rinks so we can do
24 more programming and more public hours
25 available. Our numbers are through the

1 4/8/13 - WHOLE - BILL 130178, etc.
2 roof at the rinks, as you noted. And
3 we're going to be increasing -- we run
4 five swimming pools for the School
5 District. So we will be expanding hours
6 and programs at the indoor swimming pools
7 that we run for the District. And we'll
8 be adding another tree crew.

9 So if you kind of look at how
10 we've spent that money, that gives you a
11 sense of what our current and
12 intermediate needs are. And I think if
13 you had to say if we had to really build
14 out -- in some of the program side, I
15 think we could use some additional
16 support on the program side, because,
17 again, when you look at safety and
18 programs are connected, public use, the
19 amount of volume, when people are at
20 facilities, it generally makes them
21 safer, and programs and activities are
22 what draw people to the facilities.

23 COUNCILWOMAN BASS: Well, and
24 that is a perfect lead-in to the next
25 thing -- one of the questions I wanted to

1 4/8/13 - WHOLE - BILL 130178, etc.
2 ask you, which was about -- and I know
3 that Sue and I have had this
4 conversation -- about recreation centers
5 that are not really accessible over the
6 weekend. There's other conversations.
7 But it does become a bit of an issue when
8 people want to use the rec centers over
9 the weekends, particularly on like a
10 Sunday. And traditionally recreation
11 centers, I guess, haven't been open or
12 haven't been staffed on Sundays, but now
13 there's, as I see, as I hear, much more
14 of a need for there to be staff, that
15 there's -- that the center is open, and
16 that that is a time when people want to
17 come and use their local recreation
18 center. So the program dollars to do
19 that would be helpful, and that's
20 something that is obviously very
21 important for us to be aware of.

22 (Applause.)

23 COUNCILWOMAN BASS: One other
24 thing I just wanted to ask you too is
25 about -- just going back to safety, and

1 4/8/13 - WHOLE - BILL 130178, etc.
2 we talked about making sure that
3 playgrounds are safe and that they -- you
4 can't just sort of show up and start your
5 own basketball league. We've talked
6 about this a number of times, and the
7 Department has actually taken over kind
8 of running those leagues. And so I was
9 wondering if you could just address that
10 as well, and I'll come back around
11 afterwards on my second round. But one
12 of the concerns that I have and that I've
13 heard is that some people may feel that
14 there isn't anything happening at their
15 playground, that there isn't the level, I
16 guess, of involvement with some people
17 who want to have a league at the
18 playground. And so I know that we can't
19 have folks just showing up. We need
20 identification. We need for you to say
21 what your real name is and where you live
22 at, and that's all for safety issues. It
23 protects the players. It protects the
24 people in the neighborhood. It protects
25 everyone. And so I don't know if you

1 4/8/13 - WHOLE - BILL 130178, etc.
2 feel that this has been the best
3 approach. Is it something that's still
4 being tweaked? Is it something that
5 you're going to continue in this model
6 going forward?

7 COMMISSIONER DiBERARDINIS:

8 Well, particularly for the young adult
9 and adult basketball leagues, we think --
10 not to dismiss your question, but we
11 think it's been highly effective, the new
12 approach that we have instituted relative
13 to registration and when the leagues run
14 and how we make sure people are who they
15 say they are. That coupled with the
16 strategic presence of the police at
17 certain leagues have radically improved
18 the safety of those leagues. We felt
19 like last summer was a pretty incredible
20 season for us in terms of the safety of
21 those leagues, and there's, you know,
22 hundreds and hundreds of spectators.
23 They're great, fun, and excitement in the
24 neighborhood. So we want to continue
25 them. We don't want to diminish them in

1 4/8/13 - WHOLE - BILL 130178, etc.
2 any way, but we want to run them in a way
3 that people can feel safe and that we're
4 confident that our staff and our advisory
5 councils are in control.

6 COUNCILWOMAN BASS: And I
7 agree, and we want to support that. We
8 want it to be safe. We want it to be
9 something where there is a level of
10 control, where things are happening, it's
11 an activity, but at the same time, we
12 want to make sure that people feel
13 welcomed in and that they can be a part
14 of what's happening.

15 COMMISSIONER DiBERARDINIS: I
16 would like to understand how that works
17 so we can respond to it. I don't -- if
18 we could --

19 COUNCILWOMAN BASS: As we get
20 those sort of inquiries and concerns and
21 we meet on a regular basis anyway, but I
22 will certainly make sure that your office
23 is aware.

24 And I will come back around.

25 COMMISSIONER DiBERARDINIS:

1 4/8/13 - WHOLE - BILL 130178, etc.

2 Thank you.

3 COUNCIL PRESIDENT CLARKE:

4 Thank you, Councilwoman.

5 I got a quick question, then I
6 have to run out of the Chambers for a
7 minute briefly. But before I go, having
8 been involved with Fairmount Park one way
9 or another as a staffer, sitting on the
10 Commission for the Council President, and
11 then becoming a Councilmember and sitting
12 on there for the Council President, now
13 as a Councilperson having a designee, the
14 issue about funding and actually
15 dedicated revenue stream always came up,
16 and the City's position is, you generate
17 revenue in any way, shape or form. It
18 goes in the General Fund and gets
19 dispensed throughout the government. And
20 I know that conversation continues to
21 happen, particularly as it relates to the
22 advocates.

23 So in thinking about creative
24 ways of just generally creating
25 additional revenue for the Department,

1 4/8/13 - WHOLE - BILL 130178, etc.
2 but people might feel a lot more
3 comfortable about some of these proposals
4 if they knew where it was going. We
5 looked at different opportunities, and
6 recently Councilman Jones, Bass, and --
7 we went to Baltimore -- Greenlee,
8 Councilman Greenlee, and we went to look
9 at video surveillance cameras, but as we
10 were traveling through the city on our
11 way to a security site, we went by this
12 football field. And it was brand new,
13 refurbished, awesome grass and
14 everything. We said, Wow. Councilman,
15 it was almost as good as Von Colln field,
16 wasn't it? Almost. It had this awesome
17 scoreboard, beautiful, well lit,
18 functioning, and they had a name up on
19 top, and it was a product, retailer. And
20 the guy pointed out, he said, Oh, by the
21 way, he said, that field, that was done
22 because the retailer was allowed to put
23 the sign up on the stadium. Not
24 intrusive at all. It was numbers, you
25 know, nice little advertisement. It was

1 4/8/13 - WHOLE - BILL 130178, etc.

2 like, All right, it paid for the field,
3 cool.

4 So I gave you the book. And
5 you know how I do. I come in here. So I
6 put clips on it, and the front page you
7 see that basketball backboard with that
8 Vitamin Water? Because we wanted to have
9 a healthy product. It's nice, as good as
10 the 76ers. Right about now better than
11 the 76ers. Inside you see the lifeguard.
12 And my question is -- and I understand if
13 you do not answer this question directly
14 now -- what's your thought about naming
15 rights or revenue generated by
16 advertisement on publicly -- and I should
17 say tastefully done -- on public --

18 COMMISSIONER DiBERARDINIS:
19 We're for it.

20 COUNCIL PRESIDENT CLARKE: You
21 support it?

22 COMMISSIONER DiBERARDINIS:
23 We're generally for it. We would sort of
24 like to comply with whatever the overall
25 approach of the government is, the

1 4/8/13 - WHOLE - BILL 130178, etc.
2 Administration and Council. So we don't
3 want to be sort of out of line with that,
4 but historically we have -- we do this.
5 I mean, whether it's -- so, you know,
6 like you go to some fields in your
7 district, they're like -- we turn --

8 COUNCIL PRESIDENT CLARKE: It's
9 kind of like unauthorized, though.

10 COMMISSIONER DiBERARDINIS:
11 Right. You got it. But we have faith
12 people make reports. But they generate
13 this revenue and they put it back -- like
14 these guys Maria talked about, these
15 folks get the sponsors, they support the
16 program. That's one side of it. And,
17 Jim, you know the ice rinks at Rizzo, you
18 walk into Rizzo Rink, it's like billboard
19 city along the dasher boards there. So
20 that helps us.

21 COUNCIL PRESIDENT CLARKE: But
22 that's not an official --

23 COMMISSIONER DiBERARDINIS:
24 That's one feature. Then there's other
25 features -- we did backboards with the

1 4/8/13 - WHOLE - BILL 130178, etc.
2 Sixers for years.

3 COUNCIL PRESIDENT CLARKE: They
4 gave us no money. They thought it was
5 okay to authorize -- they gave us a
6 couple of basketballs.

7 COMMISSIONER DiBERARDINIS:
8 Yeah, but they gave --

9 COUNCIL PRESIDENT CLARKE: I'm
10 talking about serious, serious -- I'm
11 talking about every time I turn on the
12 TV, it's Petco Field and Amway Field and
13 Wells Fargo Field. I mean, it's every
14 kind of advertisement.

15 COMMISSIONER DiBERARDINIS: We
16 would like to conform to -- we would be
17 open to working with whatever the deal is
18 here, whatever the deal comes out of here
19 or legislation that comes to the
20 Administration, we'd be anxious
21 participants in --

22 COUNCIL PRESIDENT CLARKE: See,
23 you first said I support it. Now you --

24 COMMISSIONER DiBERARDINIS: We
25 would be anxious participants.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 COUNCIL PRESIDENT CLARKE:

3 Somebody giving you signals.

4 COMMISSIONER DiBERARDINIS:

5 That's above my pay grade.

6 COUNCIL PRESIDENT CLARKE: It's
7 like every year we come here and it's
8 like we have a fiscal challenge and we're
9 trying to generate revenue, and we hate
10 voting to increase taxes, and it's like
11 if you have an opportunity, I mean, if we
12 can name a rec center wherever and put a
13 simple name of a retailer and it's like,
14 Okay, they're going to give us money,
15 then what -- what's your rec center,
16 Councilwoman? I hate to bring this up.
17 The one you put the name of that rec
18 center.

19 COMMISSIONER DiBERARDINIS: We
20 know the name.

21 COUNCIL PRESIDENT CLARKE: That
22 thing could have been done two years ago.

23 All right. So I understand
24 you're sitting --

25 COMMISSIONER DiBERARDINIS:

1 4/8/13 - WHOLE - BILL 130178, etc.

2 We're ready to play. When the table is
3 set, we're ready to play.

4 COUNCIL PRESIDENT CLARKE:

5 Okay. Thank you.

6 The Chair recognizes Councilman
7 Henon.

8 COUNCILMAN HENON: Thank you,
9 Council President, Chairman.

10 Good afternoon. Thank you for
11 coming in. And like so many of the other
12 Councilmembers, I acknowledge the good
13 work and partnership that you have
14 created over the past several years with
15 many of the friends groups which are here
16 today, especially when we're trying to be
17 smart about our resources and
18 collaboratively pooling our capital
19 dollars into making some of these
20 projects work, which I'm a big fan of.
21 So I appreciate that. And I believe
22 we're going to get a lot more
23 accomplished that way for sure, and I
24 encourage you more and all of the
25 membership in every district to do the

1 4/8/13 - WHOLE - BILL 130178, etc.
2 same.

3 I just have a few questions
4 regarding revenue. We're talking about
5 revenue here. And I too favor
6 private-public partnerships to enhance
7 and support and defray some of our costs
8 so we can -- so the citizens can have a
9 better benefit of our resources here.

10 So the \$300 for Parks and Recs
11 for the charging of the permit for the
12 fields, do you know how much we collect
13 in the year for the field permits? And
14 where does that money go? Where does
15 that money go back to?

16 COMMISSIONER DiBERARDINIS: It
17 goes directly back to the maintenance of
18 the field. The total amount, we can get
19 to you what that annually generates.

20 COUNCILMAN HENON: If you can
21 just provide it to the Chair.

22 COMMISSIONER DiBERARDINIS:
23 We'll provide it.

24 COUNCILMAN HENON: But the
25 resources go back to that particular

1 4/8/13 - WHOLE - BILL 130178, etc.

2 field?

3 COMMISSIONER DiBERARDINIS: But
4 it all circulates right back to the field
5 maintenance.

6 COUNCILMAN HENON: For the
7 total field maintenance?

8 COMMISSIONER DiBERARDINIS: For
9 the system.

10 COUNCILMAN HENON: Okay.

11 DEPUTY COMMISSIONER FOCHT:
12 Last spring we renovated 160 ball fields,
13 and we expect to do a similar number.
14 We're in the process of doing a similar
15 number this spring.

16 COUNCILMAN HENON: Okay. And
17 how long are the permits good for? When
18 they're issued, how long are they good
19 for? For a calendar year, fiscal year?

20 COMMISSIONER DiBERARDINIS: For
21 the season.

22 COUNCILMAN HENON: Twelve,
23 16-week season?

24 DEPUTY COMMISSIONER FOCHT:
25 Correct. So there are spring permits and

1 4/8/13 - WHOLE - BILL 130178, etc.
2 fall permits.

3 COUNCILMAN HENON: Okay. Now,
4 much was made of the situation with the
5 City's use of the -- with the gyms with
6 the School District. And thankfully we
7 got through it, through a lot of hard
8 work for the usage of the gyms. Is there
9 money allocated in this year's budget for
10 the use of those gyms for the fall, for
11 the upcoming fall?

12 DEPUTY COMMISSIONER SLAWSON:
13 Yes. The Administration has allocated
14 \$375,000 for the use of the gyms at the
15 School District.

16 COUNCILMAN HENON: That's good.
17 So we're not going to -- so that's
18 covered. We're not going to have to come
19 back and say there's additional fees or
20 dollars that we're short?

21 DEPUTY COMMISSIONER SLAWSON:
22 No.

23 COUNCILMAN HENON: Great.
24 Great job. I appreciate that.

25 When it comes to concessions,

1 4/8/13 - WHOLE - BILL 130178, etc.
2 we're talking about a lot of concessions.
3 How much revenue, do you know, is being
4 generated through the concessions under
5 Parks and Rec?

6 DEPUTY COMMISSIONER FOCHT: In
7 our current fiscal year, budget Fiscal
8 Year '13 and carrying over to Fiscal Year
9 '14, it's estimated to be \$680,000.
10 That's only specifically from concession
11 agreements that were authorized through
12 the legislation that this Council passed
13 creating the Concession Revenue Fund,
14 which was only done two years ago. So as
15 we now put RFPs on the streets for new
16 concessions, we are now then working
17 through Budget and Finance to determine
18 how much of that we retain. Normally
19 it's a hundred percent of the revenue up
20 to a threshold, but right now it's
21 budgeted at \$680,000.

22 COUNCILMAN HENON: So that
23 includes the events that are being held
24 at Pennypack on the Delaware?

25 DEPUTY COMMISSIONER FOCHT: No,

1 4/8/13 - WHOLE - BILL 130178, etc.

2 no, no. This is not events. This is
3 just concession revenues. So it's cafes,
4 it's our bike rental operation, it's the
5 Burholme driving range, it's a number of
6 different cafes actually, special events
7 at the Horticultural Center, catering.
8 So these are competitively bid concession
9 agreements, not special events permits.

10 COUNCILMAN HENON: The ones
11 that get approved by City Council?

12 DEPUTY COMMISSIONER FOCHT:
13 Correct.

14 COUNCILMAN HENON: So do you
15 have an account on how much revenue
16 specific events such as the Friends of
17 the Pennypack for the concert series?

18 DEPUTY COMMISSIONER FOCHT:
19 Again, the concert series, the only thing
20 we get is the \$1,000 site user fee. We
21 don't generate -- any revenue that they
22 generate through sponsorships or through
23 sales of things, they keep.

24 COUNCILMAN HENON: Okay.

25 DEPUTY COMMISSIONER FOCHT: So

1 4/8/13 - WHOLE - BILL 130178, etc.
2 that revenue does not come to the City.

3 COUNCILMAN HENON: The tree
4 removal, I'm going to move on to tree
5 removals, and I'm not going to get too
6 much detail. What happens to them once
7 they are removed? Are the trees
8 converted into mulch?

9 DEPUTY COMMISSIONER FOCHT: All
10 trees that are removed --

11 COUNCILMAN HENON: Are they
12 repurposed from the City? Because I'm
13 not sure if somebody has a contract for
14 the mulch or do we repurpose -- we
15 repurpose the trees when they're removed
16 into mulch?

17 DEPUTY COMMISSIONER FOCHT: We
18 produce our own mulch from the trees. So
19 if our contractor -- so we remove trees
20 both with our own Parks and Recreation
21 staff and with contractors. They all go
22 to our recycling center on Ford Road in
23 West Park, where we then create firewood,
24 wood chips, and mulch.

25 COUNCILMAN HENON: Do we have

1 4/8/13 - WHOLE - BILL 130178, etc.

2 an outside vendor for any mulch?

3 Everything is repurposed?

4 DEPUTY COMMISSIONER FOCHT:

5 Everything is repurposed. And then we

6 make it available for free to friends

7 groups to use in the parks, and then

8 obviously we use it at our own staff.

9 COUNCILMAN HENON: Great.

10 Thank you.

11 And somebody is on a gag order,

12 so I am going to ask a quick question for

13 the anticipated folks that have signed up

14 in DROP. For each department, especially

15 we're in budget season, are you

16 anticipating that kind of loss, and what

17 kind of impact?

18 COMMISSIONER DiBERARDINIS: We

19 have 92 people in the DROP program right

20 now over the next couple of years. We're

21 working with the Center of Excellence and

22 our own internal leadership training and

23 development programs with our own staff.

24 So we're -- it's hard to figure out who

25 is going to test the best and who is

1 4/8/13 - WHOLE - BILL 130178, etc.
2 going to move up, but if you invest
3 broadly into your system around creating
4 soft skills, some hard skills, and some
5 leadership, you will be preparing those
6 folks to assume leadership over time.

7 COUNCILMAN HENON: Right.

8 COMMISSIONER DiBERARDINIS: So
9 it's a little bit of a crap shoot, but
10 you have to do it.

11 COUNCILMAN HENON: And that's
12 92 people that have enrolled or they're
13 currently enrolled and in the program?

14 COMMISSIONER DiBERARDINIS:
15 They're enrolled, yeah.

16 COUNCILMAN HENON: So moving
17 forward, it's --

18 COMMISSIONER DiBERARDINIS: You
19 could have more.

20 COUNCILMAN HENON: Unexpected,
21 right?

22 DEPUTY COMMISSIONER SLAWSON:
23 Most likely I can imagine that we will
24 have more. People are -- whether it's
25 age or for whatever the reasons, this 92

1 4/8/13 - WHOLE - BILL 130178, etc.
2 is as of right now, but we're getting a
3 number of people just joining DROP daily.
4 And let's not just say DROP. We have to
5 also consider those people that choose
6 not to be a part of DROP and just retire.
7 So we have people on a monthly basis that
8 have decided that, you know, I think I'm
9 finished.

10 So I want us to be mindful of
11 the DROP, but we also have that group of
12 people that just retire.

13 COUNCILMAN HENON: No doubt
14 about it. And you fully anticipate --
15 does that request come in for Class 100
16 or is that when you're dealing with --
17 you're coordinating with the Center of
18 Excellence?

19 COMMISSIONER DiBERARDINIS:
20 Well, in terms of managing -- see,
21 there's a concern about the ability to
22 fill in these long-term experienced and
23 talented civil servants, and sort of how
24 do we continue that high level of public
25 service as lots and lots of people who

1 4/8/13 - WHOLE - BILL 130178, etc.
2 have been in this system 25, 30, 35
3 years, how do we make sure that we have
4 the institutional knowledge and the skill
5 sets to lead and manage.

6 So we're working with the
7 Center of Excellence. It's a new
8 resource, but we're staying close to
9 them, and we're building -- and, again,
10 we're raising a lot of outside money to
11 develop certain leadership and soft
12 skills and even some technical skills in
13 our existing staff who we know are going
14 to be around for a while to make sure
15 that they're prepared to move up as the
16 opportunities present.

17 COUNCILMAN HENON: Right. And
18 the Center of Excellence, I just want
19 to --

20 COMMISSIONER DiBERARDINIS:
21 That's the City's.

22 COUNCILMAN HENON: That's the
23 City's --

24 COMMISSIONER DiBERARDINIS:
25 Through the Managing Director.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 COUNCILMAN HENON: Through the
3 Managing Director's Office. (Continued)
4 -- new, I'm not going to say department,
5 but team to fast-track the hires and take
6 a look at a lot of the attrition rates
7 and folks that are in the DROP?

8 COMMISSIONER DiBERARDINIS:
9 Right.

10 COUNCILMAN HENON: Thank you.
11 I have no further questions.

12 COUNCILMAN JONES: Thank you
13 for that insightful questioning,
14 Councilman, especially the last one.

15 COUNCILMAN HENON: You're
16 gagged.

17 COUNCILMAN JONES: I know. I'm
18 not going to ask.

19 The Chair recognizes Councilman
20 Squilla.

21 COUNCILMAN SQUILLA: Thank you,
22 Chairman.

23 Good afternoon, guys. Thank
24 you. It's great having you here, and,
25 again, I know you usually don't hear this

1 4/8/13 - WHOLE - BILL 130178, etc.

2 from all the Councilmembers, but we do

3 appreciate the work you have done with

4 our offices in our recreation centers.

5 It's a big part of our City, it's a big

6 part of the growth of the City, and it's

7 a big part of what people want to see.

8 Everywhere you go, everybody is always

9 interested in their park or recreation

10 center, and you guys have been very

11 helpful.

12 Knowing that we did have sort

13 of dedicated funding that was promised to

14 Parks and Rec I guess with the parking

15 tax increase, that was going to be a

16 dedicated source of funding that went to

17 Parks that somehow didn't get there. So

18 dedicated funding would be important,

19 knowing that you'd be able to get that

20 type of money.

21 What are your pressing needs?

22 If you were to have that dedicated

23 funding to come in, what would be your

24 main pressing needs that we could -- that

25 would be improved? I know you have

1 4/8/13 - WHOLE - BILL 130178, etc.
2 improved already with the money that you
3 did get, but I'm just curious to see if
4 somehow money fell out of the sky, what
5 would you like to do?

6 COMMISSIONER DiBERARDINIS:
7 Well, if money fell out of the sky, I
8 think -- and you guys know this. Even
9 though I think we're going to make real
10 progress on our sort of our skilled --

11 COUNCILMAN SQUILLA: Be careful
12 how you say this.

13 COMMISSIONER DiBERARDINIS: I
14 know. (Continued) -- skilled trades and
15 our grounds maintenance units, we're
16 ramping up, and this two-six that you
17 guys approved mid year is going to make a
18 world of difference. But I think sort of
19 continuing to fill that out would be an
20 aspiration that we would have. If you
21 look at our facilities, we have -- Leo
22 can help me here -- we have 60
23 custodians, full-time custodians, at our
24 recreation centers, but we have 127
25 staffed facilities. So we clean the

1 4/8/13 - WHOLE - BILL 130178, etc.
2 remaining centers with the crews. So
3 they're not there every day, but we do a
4 good job. And it's interesting, the
5 merger has really allowed us to really
6 create some highly effective crews, but
7 it's not the same thing as having a
8 person there who if the toilet overflows,
9 they're there. If the trash can spills
10 over and there's paper all along the
11 fence line, they're there to take care of
12 it.

13 So it's -- although I'm very
14 proud of the work that the crews have
15 done, that's another need. And then
16 again if the money fell out of the sky,
17 sort of building the programmatic
18 features of the Department where we can
19 really provide, which we're really trying
20 to do in partnership with other entities
21 around the City, is give particularly
22 young people a diverse set of program
23 offerings that is not just sports. We're
24 good at sports, and sports is important
25 to what we do, but a broad range of

1 4/8/13 - WHOLE - BILL 130178, etc.
2 offerings to kids that build on our arts
3 programs, build on our visual arts,
4 performing arts, getting kids out of
5 their neighborhood and into the park, so
6 getting them more acquainted to the
7 streams and the trails and the natural
8 world that we are so blessed with in our
9 system.

10 So they're the kind of things I
11 think we're striving to do. We're making
12 progress, but we're not, I think, to the
13 point where we would like to be with that
14 kind of programmatic approach.

15 COUNCILMAN SQUILLA: That's
16 great too, and I do really appreciate it.
17 I mean, especially the people behind you
18 and all of the friends of the parks
19 throughout the City that really make a
20 difference in doing this. I know you
21 didn't say you calculated the hours, but
22 I'm sure it's millions of hours of time
23 that the residents have put into our
24 parks and playgrounds and make them what
25 they are, and it's a credit to those

1 4/8/13 - WHOLE - BILL 130178, etc.
2 people and the residents of the City of
3 Philadelphia. And it really gets to show
4 you how much we appreciate Parks and Recs
5 as City residents, and the City needs to
6 do that also. And continually we could
7 use your help, if you think there's a
8 stream of funding that may be able to be
9 used. The Council President came up with
10 an idea, maybe some advertising on some
11 public facilities that could pump right
12 into the Park and Rec budget and ways to
13 get guaranteed income. I know last year
14 we tried something on tickets that didn't
15 work, but it's nice to know if you were
16 able to guarantee an extra stream of
17 funding that you know you would get every
18 year. This year, depending on whoever
19 the Mayor is, some people like Parks and
20 Recs and some people don't, and so you
21 might get less money depending on who it
22 is. Why rely on that and make sure we
23 always know we have a dedicated funding
24 source and that we're always going to be
25 in an area where we can make sure that

1 4/8/13 - WHOLE - BILL 130178, etc.

2 our residents have enough revenue in
3 order to take care of it.

4 So I'm always looking for new
5 ideas, and if you guys or a lot of the
6 friends back here come up with new ideas
7 to come up with some revenue-generating
8 ideas that we could use, I'd be more than
9 happy to introduce them and try to work
10 with Councilmembers to push them through.
11 So as you come for us to help you, we're
12 asking for you to help us with some neat
13 ideas.

14 And, again, I really do thank
15 all of you for what you have done so far
16 and looking forward to continuing that
17 moving forward. So thank you very much.

18 COMMISSIONER DiBERARDINIS:

19 Thank you.

20 DEPUTY COMMISSIONER FOCHT:

21 Thank you.

22 COUNCILMAN JONES: Thank you,
23 Councilman.

24 The Chair now recognizes
25 Councilwoman Tasco.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 COUNCILWOMAN TASC0: Thank you.

3 Good afternoon. I'm not going
4 to ask you that question, so just calm
5 down. You had nothing to do with it.

6 I just want to ask you a couple
7 of questions. In your testimony you talk
8 about the five ice rinks, and certainly
9 I'm very pleased and happy to have two of
10 them in the 9th District. And they're
11 strategically placed, so it's really
12 good. But what happens when Ed Snider
13 moves out in terms of funding? Will we
14 be able to maintain the -- to pick up the
15 cost for maintaining those ice rinks, or
16 we'll try to convince him to stay in?

17 DEPUTY COMMISSIONER SLAWSON: I
18 don't think we have to convince him to
19 stay in. As a matter of fact, we just
20 had a meeting with the Snider Foundation
21 last week, and they're trying to figure
22 out how they can do more and be there for
23 life. But if by some chance that they
24 decided they wanted to leave, one, where
25 would they go? What other city has what

1 4/8/13 - WHOLE - BILL 130178, etc.
2 we have here by way of five ice rinks?
3 But we've -- as Deputy Mayor stated, one
4 of the things that we did with some of
5 this additional funding that we're
6 receiving is, we've added additional
7 staff to make sure that we're covering
8 that time at the ice rinks. And if they
9 were by some chance to pull out, they
10 will be pulling out the ice hockey
11 program, and we can still provide our own
12 programming, and I believe that we have
13 staff that are talented enough to also
14 provide some of the ice hockey, because
15 they're working alongside with the Snider
16 Foundation. They're not doing all the
17 work by themselves. Our staff supports
18 what they're doing in a major way.

19 COUNCILWOMAN TASC0: Good.
20 Thank you very much.

21 And now let me just go to
22 funding. Do you provide funding to the
23 rec leaders for programmatic activities
24 at the rec centers or do the advisory
25 boards have to raise their funding?

1 4/8/13 - WHOLE - BILL 130178, etc.

2 DEPUTY COMMISSIONER SLAWSON:

3 The advisory councils raise additional
4 money for programming that they would be
5 interested in in the communities. We
6 don't provide any additional funding for
7 our staff.

8 COUNCILWOMAN TASC0: So now
9 what is the role of the recreation leader
10 at a recreation center?

11 DEPUTY COMMISSIONER SLAWSON:
12 Well, we provide 56 percent of the
13 programming at our facilities, and
14 community members help support that, but
15 our rec leaders are running programs in
16 our facilities. It's not just the
17 outside. They do a wonderful job, and we
18 could not do what we do without the
19 volunteers, without the park assistance,
20 but our staff run programs, whether it's
21 the rec leader, it's an assistant rec
22 leader. That's what we're there to do.

23 COUNCILWOMAN TASC0: Let me
24 just go to this program. I do have one
25 request, Commissioner. I want my spray

1 4/8/13 - WHOLE - BILL 130178, etc.
2 park at Finley.

3 DEPUTY COMMISSIONER SLAWSON:
4 It's actually -- we are working on that.

5 COUNCILWOMAN TASC0: Thank you.

6 DEPUTY COMMISSIONER SLAWSON:
7 As a matter of fact, yes.

8 COUNCILWOMAN TASC0: I knew you
9 would get it done.

10 You've given us some fact
11 sheets, and it seems that in terms of
12 expenditure per resident, expenditure per
13 acre of park land, and seasonal employees
14 per 10,000 residents by major City
15 agencies. Philadelphia is down, I mean,
16 at the end of the list on all the three
17 categories. What are these other cities
18 doing that we're not doing?

19 COMMISSIONER DiBERARDINIS:
20 Well, I went to Chicago when I came back
21 and we went to New York, Mark, Susan, and
22 I, to visit their facilities, and I was
23 out on my own out in California, but like
24 Chicago has a -- they have a dedicated
25 funding source in their system that was

1 4/8/13 - WHOLE - BILL 130178, etc.
2 established, gosh, 50 years ago. So they
3 have a state tax that supports -- I
4 forget what generates that money, what
5 exactly -- I think it's maybe attached to
6 the transfer tax, real estate transfer
7 tax. So they get sort of a direct
8 infusion above and beyond their operating
9 dollars every year. They also control
10 all of the Dream Mile up on the lake, and
11 they make a lot of money there as well.

12 So certain systems based on
13 their histories, the histories of the
14 city and their departments, sort of some
15 of them have created dedicated funding
16 streams that go above and beyond the
17 operating budgets every year, and that
18 supports them.

19 I think the fact that we were
20 late to the dance with the merged
21 department -- we had a Parks Department
22 and a Rec Department that were separate,
23 and the Mayor likes to joke that like
24 sometimes we're first, a lot of times and
25 occasionally we're last, and in this

1 4/8/13 - WHOLE - BILL 130178, etc.

2 instance, we were last in creating the
3 merged department. And I think if the
4 departments had been together further
5 back in history, some of the disparities
6 may not be as they are today.

7 But that said, I think sort of
8 how we built our services and our
9 programs and our care of the land and the
10 buildings, the mix of resources, both
11 government, community based, foundation,
12 and corporate, I think those resources
13 are substantial and I think the system is
14 in -- we're improving. It's improving.
15 I don't think we're in great shape, but
16 we're improving over time. And I think
17 the last, thanks to Council and the
18 Mayor's leadership and sort of the
19 support that we've gotten here in Philly,
20 I think we're making real progress in
21 programming and in the care of our
22 resources. Are we as good as we want to
23 be? No. Would we like more money?
24 Sure. All department heads, if they
25 don't want more money, they shouldn't be

1 4/8/13 - WHOLE - BILL 130178, etc.
2 in the job. So we all want more money,
3 sure.

4 COUNCILWOMAN TASC0: Could I
5 ask this one question. I don't think I
6 have any more after this.

7 In terms of you're hiring new
8 staff and those skilled tradespeople, and
9 they will do a lot of the repair work
10 that you might contract out otherwise, to
11 what extent will they take care of an
12 issue at a rec center? Sometimes you
13 think we have -- "we" being the
14 Councilmembers who are District
15 Councilpeople -- have that little
16 dedicated capital money. Sometimes you
17 all like to spend it.

18 COMMISSIONER DiBERARDINIS:
19 Well, we like to collaborate.

20 COUNCILWOMAN TASC0: Yeah,
21 right. I know. So they'll pick up a lot
22 of the work that otherwise you may ask us
23 for dollars for?

24 COMMISSIONER DiBERARDINIS: Go
25 ahead, Susan, and I'll come in behind

1 4/8/13 - WHOLE - BILL 130178, etc.

2 you.

3 DEPUTY COMMISSIONER SLAWSON:

4 With this new funding and the ability to
5 hire additional skilled trades staff --
6 and actually it's already started. We've
7 done a number of jobs. The goal is to
8 allow your money to be stretched, allow
9 you to save some of your capital funding
10 so we can use it on other jobs and you
11 can use it on those jobs that you like to
12 use it on. So the jobs that our skilled
13 trades guys can actually do, you know, of
14 course, not build a facility, but there's
15 no reason for you to pay a hundred
16 thousand dollars for a roof when we have
17 the staff. So the goal is to, you
18 purchase the supplies, we do the work.
19 And you will save \$75,000 from the door
20 if our guys come in and repair your roof,
21 if there's a heater, a boiler that needs
22 to be replaced. In the past, we've been
23 calling you because, one, we didn't have
24 the staff and you do have the money.

25 So you're right, we do try to

1 4/8/13 - WHOLE - BILL 130178, etc.
2 spend your money.

3 COUNCILWOMAN TASC0: But you
4 don't have any money at all?

5 DEPUTY COMMISSIONER SLAWSON:
6 We have -- you don't want to know how
7 much money we have. You really don't.
8 You really don't. I don't want to tell
9 you how much we have, but it's a minimal
10 amount compared to what you have. But
11 that's okay, because what we're doing
12 will allow us to create this preventive
13 maintenance, repair those things that
14 have gone by the wayside over the years
15 because of the lack of funding and the
16 lack of staffing, but also allow you to
17 do the larger projects, because we can
18 work on those smaller projects. So
19 that's what's going to happen.
20 Additional skilled trades, additional
21 projects, and we will be using your
22 funding, but we're going to be using our
23 staff, so you'll be saving a whole host
24 of money that we haven't been able to
25 save in the past, because we call and say

1 4/8/13 - WHOLE - BILL 130178, etc.

2 a roof is falling, we need to go through
3 Capital. We won't have to do that now,
4 unless there's a huge roof that we just
5 couldn't maintain.

6 COMMISSIONER DiBERARDINIS: And
7 the speed, we're projecting that we can
8 do 40 small to medium-sized capital-level
9 programs annually. So we may be able to
10 do more. We hope so, but we don't want
11 to overpromise. And we would track them,
12 and they would get done in weeks versus
13 months and years.

14 DEPUTY COMMISSIONER SLAWSON:
15 Can I give you an example? In
16 Councilwoman Bass's district, on this
17 weekend -- she had given us funding to
18 replace a water problem at Happy Hollow.
19 This weekend it got so bad that there was
20 no waiting. Our guys went in and did the
21 entire job. So that funding that we were
22 going to use, because she's already
23 committed it, we'll be able to use that
24 funding for another project because the
25 skilled trades guys, Frank Fabey had

1 4/8/13 - WHOLE - BILL 130178, etc.
2 those guys out there this weekend and the
3 job is done. That's major savings for
4 her, and it also allows us to step into
5 another project.

6 So we've already begun the
7 process that the Deputy Mayor has put
8 before the Council President of us
9 collaborating, using your funds, and
10 leveraging it to make sure we can get as
11 much work done as quickly as possible and
12 save as much funding as possible.

13 COUNCILWOMAN TASC0: Okay.
14 Thank you very much. I thank you for the
15 hard work you do and the support of the
16 volunteers who work with you, and I'm
17 pleased. I love the way you maintain the
18 rec centers also. I don't see a lot of
19 trash. I live down the street from one
20 of them, so I see it two or three times a
21 day. When I go by, if I see trash, I
22 come back, it's gone. So I really
23 appreciate that. And I appreciate my
24 constituents who maintain that rec center
25 and all my rec centers.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 Thank you.

3 COUNCILMAN JONES: Thank you,
4 Councilwoman.

5 The Chair recognizes Councilman
6 Oh.

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

9 COUNCILMAN JONES: Excuse me.
10 I'm sorry. We had skipped -- we had a
11 malfunction. It is Councilwoman
12 Sanchez's turn, then we'll return to you.
13 I'm so sorry.

14 COUNCILWOMAN SANCHEZ: Thank
15 you, Mr. Chair.

16 I will make a point. One of
17 the points that was brought up earlier
18 around succession planning -- and I do
19 want to thank the Department for working
20 with me on the creation of the bilingual
21 position that I think helps you reach
22 your goal of how do you diversify your
23 program offerings at the site.

24 I wanted to make a note,
25 because it doesn't sound right, but I'm

1 4/8/13 - WHOLE - BILL 130178, etc.
2 going to use it as an opportunity to ask
3 you for an updated org chart in terms of
4 where you are. You mentioned you had 127
5 staff, 60 custodians, how they report up
6 to both Deputy Slawson and Mark Focht.
7 So if we could get an updated one.

8 COMMISSIONER DiBERARDINIS:
9 Sure.

10 COUNCILWOMAN SANCHEZ: Page No.
11 3 you talk about you have 90 programs
12 over all of those rec centers serving
13 2,800 kids that averages out to 31 kids a
14 week, and I don't think that's correct.

15 COMMISSIONER DiBERARDINIS:
16 Well, that's after school. That's a
17 full-time after-school care program that
18 runs Monday to Friday where we serve a
19 hot meal, homework help --

20 COUNCILWOMAN SANCHEZ: And
21 that's what I was going to ask you. How
22 many snacks are being distributed as part
23 of that, particularly given where we have
24 food deserts?

25 COMMISSIONER DiBERARDINIS: I

1 4/8/13 - WHOLE - BILL 130178, etc.
2 just want to be clear. That's one
3 program. It's after-school care program.
4 Susan can give you some of the detail,
5 but we serve 3.4 million meals a year.

6 COUNCILWOMAN SANCHEZ: Well, I
7 know you --

8 COMMISSIONER DiBERARDINIS: And
9 then the detail Susan has.

10 COUNCILWOMAN SANCHEZ: You have
11 that as a summer goal. So I wanted to
12 ask you how many kids are we feeding
13 every single day? Is that 2,800? Would
14 that be what we're feeding every day?

15 DEPUTY COMMISSIONER SLAWSON:
16 We do feed those young people every day,
17 but we also feed additional kids. But I
18 could share some of this information.

19 COUNCILWOMAN SANCHEZ: If you
20 can get that data to me.

21 DEPUTY COMMISSIONER SLAWSON:
22 I'll get it to you.

23 COUNCILWOMAN SANCHEZ: Earlier
24 today I was meeting with Ms. Gladstein
25 and we were talking about the food

1 4/8/13 - WHOLE - BILL 130178, etc.
2 deserts and where we could provide more
3 food opportunities for children and the
4 seniors, and obviously that's kind of
5 some of the things that you collaborate.
6 So I look forward to getting kind of an
7 org chart around where we are, and
8 strongly encourage you as we move
9 forward, the Department has some very
10 strict qualifications, BA's and so forth,
11 for some of these rec leaders, and one
12 thing we've learned through our robust
13 advisory council process, there's a lot
14 of great, talented people who may not
15 have a BA but should definitely have
16 access to these jobs. And I'm going to
17 strongly request that you consider -- I
18 worked at Aspira and we're an education
19 group, and we absolutely wanted people
20 with degrees, but we also created
21 opportunities where folks could enter us
22 and capture their degrees while they were
23 working with us. So that I will really
24 want to see you move as part of your
25 plan.

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2 COMMISSIONER DiBERARDINIS:

3 Based on our last conversation, we are
4 working with Central or HR to create --
5 to sort of develop a list for the
6 community outreach worker job, which gets
7 you into the system. You don't need a
8 degree. It's full-time, permanent,
9 union. You know, you become a full-time
10 permanent position. And then from there,
11 that's the launch point to kind of get a
12 two-year degree, you can move up. So it
13 gets you into the system, can put you in
14 a rec center or park setting where you
15 can program and do your work with the
16 local community groups and kind of
17 situate yourself in the Department and
18 then begin to move and track up into the
19 program or administrative side.

20 COUNCILWOMAN SANCHEZ: And how
21 many of those opportunities do you
22 foresee?

23 COMMISSIONER DiBERARDINIS:

24 Well, we don't even have a list, so we
25 have to create the list, and then we have

1 4/8/13 - WHOLE - BILL 130178, etc.
2 to find out a way how to fill those jobs
3 and create the -- sort of either don't
4 fill other positions and begin to fill
5 some of those jobs.

6 But in the '90s, we did this,
7 and it's interesting, we did it not a
8 lot, but there's maybe five or ten people
9 who are now -- came in as community
10 outreach workers and they're now leader
11 2's, leader 3's, running centers and --

12 COUNCILWOMAN SANCHEZ: Again,
13 those jobs have changed. So this
14 absolute you need a degree, even as you
15 look as creating that pipeline, the
16 combination of skill sets in addition to
17 the college piece is important, because
18 what I don't want is also they get stuck,
19 particularly if we're asking folks who
20 may not be right out of school to look at
21 doing those jobs. Some of them do it now
22 at some of our rec centers, as you well
23 know, some of our volunteers.

24 I wanted to talk a little
25 bit -- I know I wanted to ask around the

1 4/8/13 - WHOLE - BILL 130178, etc.
2 trees, but before we got there, one of
3 the challenges with some of the fees that
4 the park system -- and this has come up
5 as it relates to the work with the parade
6 folks, the different parades. And as you
7 know, last year we had a very terrible
8 incident the day of the Puerto Rican
9 Parade.

10 The fees for parade operators
11 to have a festival post parade triggers
12 some park fees. Going back to what
13 President Clarke was saying, what we
14 charge other folks to come in and do an
15 event and what we charge some of our
16 local groups, there appears to be -- once
17 the parade operators do a corporate
18 pavilion, it triggers certain things, and
19 I'd like an opportunity to work with the
20 Department to revisit that as it relates
21 to some of the ethnic activities that are
22 all volunteer. I don't think it's one
23 size fits all. What Channel 6 pays for
24 Thanksgiving and what the Puerto Rican
25 Parade or the Pulaski Parade or the Irish

1 4/8/13 - WHOLE - BILL 130178, etc.
2 Parade could pay are different, but
3 because we're charging folks for this
4 stuff, their ability to raise money to do
5 those volunteer-based activities gets
6 harder and harder. And we're planning
7 this year, so I think we need to have a
8 conversation. And maybe the same way we
9 opted out the parades and the ethnic
10 activities -- and I know Gillison and
11 them, the Police Department will not
12 enjoy it, but I think we may need to
13 parcel out some exemptions for them so
14 they can raise their money to hold their
15 event.

16 I just think that's -- I need
17 the Department to kind of be open to
18 that. If they're going to have a
19 corporate pavilion that help raise them
20 \$5,000, they can't pay a fee to the Parks
21 Commission, and we need to talk about
22 that.

23 COMMISSIONER DiBERARDINIS: I'm
24 open -- I don't understand all the detail
25 of your question, but we're certainly

1 4/8/13 - WHOLE - BILL 130178, etc.

2 open to --

3 COUNCILWOMAN SANCHEZ: There
4 are thousands of dollars that are
5 triggered, because it's based on gross
6 receipts and stuff of what people are
7 doing, and so it's a challenge for all
8 the parade groups.

9 COMMISSIONER DiBERARDINIS:
10 We'd be happy to come in and talk about
11 it.

12 COUNCILWOMAN SANCHEZ: Okay.

13 COUNCILMAN JONES: Thank you.

14 DEPUTY COMMISSIONER SLAWSON:
15 I'm not sure if you wanted those numbers
16 for food. If you want me to send them, I
17 can, but I do have them.

18 COUNCILWOMAN SANCHEZ: Yeah.
19 If we could have them for the record,
20 because I think it's in an area that
21 we've been improving and we kind of want
22 to put it out there.

23 DEPUTY COMMISSIONER SLAWSON:
24 Okay. So for our snacks, we served
25 474,503 snacks from October through

1 4/8/13 - WHOLE - BILL 130178, etc.
2 August, and our suppers, we served
3 204,309 suppers from October through
4 August.

5 COUNCILWOMAN SANCHEZ: I didn't
6 know we were doing suppers.

7 COMMISSIONER DiBERARDINIS:
8 Warm, hot meals.

9 COUNCILWOMAN SANCHEZ: So I
10 need to know which of those sites
11 particular in my district we're doing
12 suppers, because that's where we were
13 going, the issue of dinner. So that's
14 good news.

15 COUNCILMAN JONES:
16 Councilwoman.

17 COUNCILWOMAN SANCHEZ: I know.
18 I know. I just want them, if they can
19 submit to the Chair where we are with the
20 dead tree list, because that was
21 something that we've talked about in the
22 last. Have we exhausted that list, and
23 you can submit it to the Chair, or did we
24 remove them all?

25 DEPUTY COMMISSIONER FOCHT:

1 4/8/13 - WHOLE - BILL 130178, etc.

2 Unfortunately, Councilwoman, we've not
3 removed them all, because the moment
4 we're removing one, another one is
5 falling down somewhere. So the current
6 backlog is about a year to two for the
7 backlog given the monies we have for
8 removals and pruning. So both pruning
9 and removals, the backlog is now about a
10 year to a year and a half.

11 We were really hit by
12 Superstorm Sandy last fall, and things
13 can be on the list for removal and then
14 something like Superstorm Sandy comes
15 along and that gets the focus for weeks
16 or months to clean up from that, and that
17 pushes what's on the backlog list even
18 farther back. But we'll get you the
19 numbers as far as how many we're budgeted
20 to remove and how many we currently have
21 on the list.

22 COUNCILWOMAN SANCHEZ: Okay.
23 You're saying a year and a half. What
24 number does that represent?

25 COUNCILMAN JONES: Thank you,

1 4/8/13 - WHOLE - BILL 130178, etc.

2 Councilwoman.

3 You can get that to the Chair.

4 We have Councilman Oh and Councilman

5 Johnson and then SEPTA. All right?

6 COUNCILWOMAN SANCHEZ: Thank

7 you, Mr. Chair.

8 COUNCILMAN JONES: Thank you.

9 Don't take my bad habits.

10 Councilman Oh, please, and then

11 Councilman Johnson.

12 COUNCILMAN OH: Okay. So what

13 percentage of the overall budget goes to

14 recreation and what percentage goes to

15 parks? If you have an exact number,

16 would you let me know?

17 DEPUTY COMMISSIONER SLAWSON:

18 We currently have one budget, Councilman.

19 COUNCILMAN OH: Of the entire

20 budget, which portion goes to parks? It

21 doesn't work that way?

22 DEPUTY COMMISSIONER FOCHT: It

23 doesn't work that way. It goes to

24 operations and programming, and that's

25 about -- it's almost about a 50/50 split

1 4/8/13 - WHOLE - BILL 130178, etc.
2 of the 51 million. But operations, for
3 example, is maintenance and care of
4 recreation centers as well as
5 neighborhood parks and large watershed
6 parks and ball fields and trails. So
7 operations side, again, is about 50
8 percent of our budget, both staff and
9 resources, and program is about the other
10 50 percent. And then administration is a
11 small, very small percent. That's what's
12 our HR and finance to run the department.

13 COUNCILMAN OH: Okay. So I do
14 understand the answer, but I think
15 probably from my side and I'm going to
16 guess from most Councilpersons, they
17 would like to know within that, even
18 though you don't track it that way, what
19 part of operations goes to parks, what
20 part of operations goes to...

21 DEPUTY COMMISSIONER FOCHT: We
22 can't -- it's difficult to do that
23 because, for example, as the Deputy Mayor
24 said earlier, we don't have staff
25 assigned to individual sites. Sixty of

1 4/8/13 - WHOLE - BILL 130178, etc.
2 our hundred-some rec centers have folks
3 assigned to them, so their cost can be
4 attributed to that center, but the others
5 are maintained by roving crews, and a
6 crew that leaves on a Tuesday morning may
7 stop at four park sites and five
8 recreation centers picking up the trash
9 as they rotate through a district. When
10 we merged, we organized ourselves into
11 eight operating districts to maximize the
12 efficiency of our vehicles and our staff.
13 So it completely blends the resources of
14 operations, and it's really irregardless
15 as if they're picking up trash at a rec
16 center and then two blocks away they stop
17 and pick up trash at a park. So it's
18 impossible to dissect those costs to say
19 that that driver of that trash truck and
20 the person on that trash truck pulling
21 the bags is spending X amount of their
22 time at a rec center versus X amount of
23 their time at a park, because it may also
24 change on a daily basis.

25 COUNCILMAN OH: Then how do you

1 4/8/13 - WHOLE - BILL 130178, etc.
2 measure whether you're doing a good or
3 bad job in the comparison to the demand
4 that is placed upon the Department by rec
5 centers and by parks?

6 DEPUTY COMMISSIONER FOCHT: We
7 do it through a qualitative survey. We
8 have both our operations managers and our
9 program managers and supervisors and our
10 regional managers that monitor the work
11 of our staff to see was the trash pulled
12 on time, as the Councilwoman said, is the
13 trash picked up around the perimeter
14 fence. So our own staff is monitoring
15 the performance of both our staff and our
16 contractors to making sure that the work
17 is performed.

18 COUNCILMAN OH: Okay. I
19 understand what you're saying. Anyway,
20 there is -- I know that we have talked
21 about dedicated funding, and certainly
22 there's been a lot of discussions around
23 various models discussed today, the
24 Minneapolis charter model and so many
25 others, that have really talked to the

1 4/8/13 - WHOLE - BILL 130178, etc.
2 need for a distinct, separate line of
3 funding for parks as opposed to
4 recreation centers, which do tend to
5 generate a lot of funding requests and a
6 constant kind of knowledge about what's
7 going on in the recreation centers
8 because of the use by people.

9 Could you tell me about, for
10 example, the Philadelphia Canoe Club? I
11 understand we rent that for a dollar a
12 year?

13 DEPUTY COMMISSIONER FOCHT: I
14 believe it's a dollar a year, yes. It's
15 kind of a standard park lease that was
16 issued many decades ago now.

17 COUNCILMAN OH: So I'm just
18 curious in our discussion about revenues,
19 what is the basis of doing that? In
20 other words, there's an asset on the
21 water. We have a lot of citizens who
22 don't get a chance to get on the water.
23 We have a canoe club. I think that's
24 wonderful, but they store canoes, they
25 have the kind of almost a private club

1 4/8/13 - WHOLE - BILL 130178, etc.
2 mentality. So a dollar a year, does that
3 make sense?

4 DEPUTY COMMISSIONER FOCHT:

5 Well, it's a City-owned building that we
6 have no responsibility to maintain. So
7 they absorb the cost of maintaining that
8 building. So that's one advantage to the
9 City. The other two advantages are, they
10 provide public programming, a limited
11 number of times a year, but they provide
12 public access for the public that has
13 never been out in a canoe to go on the
14 Wissahickon. And the third thing they do
15 for us, which is critical, is several
16 times a year, in coordination with our
17 staff, they will go out and do riverbank
18 cleanups. So they will take their
19 members out in their own canoes and will
20 pick up trash and debris along the
21 Wissahickon and along the Schuylkill that
22 we otherwise could not get to because our
23 staff doesn't have boats and we couldn't
24 otherwise get to it at the bottom of the
25 steep banks.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 So there are several things
3 that we've done informally in informal
4 conversations where over the years we've
5 asked them, Hey, can you do this for us?
6 Sure. And then it's just kind of
7 established a routine that they do to
8 support the City and the operations of
9 the park.

10 COUNCILMAN OH: Okay. I have
11 no other questions. Thank you very much.

12 COUNCILMAN JONES: And for the
13 record, the Philadelphia Canoe Club is in
14 the 4th Councilmanic District. They do
15 great work and are active participants,
16 partners, also eyes and ears for us when
17 something is going on on riverbanks. So
18 they have a number of valuable
19 partnerships and synergies with the City
20 of Philadelphia.

21 So next is Councilman Johnson
22 and then Councilwoman Sanchez.

23 COUNCILMAN JOHNSON: Thank you,
24 Mr. Chair.

25 I want to, first and foremost,

1 4/8/13 - WHOLE - BILL 130178, etc.
2 thank all our panelists for your hard
3 work and dedication as it relates to our
4 parks and our recreation facilities. I'm
5 in the process of rehabilitating or
6 revitalizing Stinger Square, Lanier Park,
7 Ralph Brooks Tot Lot. I made a
8 significant commitment to refurbish
9 playground equipment that was burned down
10 in FDR Park, in partnership with the
11 Philadelphia Eagles and the Friends of
12 FDR Park, and I'm a constant advocate for
13 the development and the expanding of our
14 Schuylkill River Trail, and I'm proud to
15 have a dog park in my district as well.

16 And so I just want to thank you
17 for the work that you have been doing in
18 the 2nd Councilmanic District through
19 public-private partnership as well as
20 investing in infrastructure that goes
21 toward maintaining the various parks in
22 my district.

23 I want to go back -- and this
24 is for Michael. I just want to ask you a
25 question regarding the 2009 commitment

1 4/8/13 - WHOLE - BILL 130178, etc.
2 from the City of Philadelphia for the
3 Department of Parks and Recreation. And
4 so give me an idea of is that a dedicated
5 funding source, commitment for Parks and
6 Recreation?

7 COMMISSIONER DiBERARDINIS: I
8 wasn't here. I was up in Harrisburg.

9 COUNCILMAN JOHNSON: Rebecca is
10 coming.

11 COMMISSIONER DiBERARDINIS: I
12 wasn't here during that.

13 COUNCILMAN JOHNSON: Me
14 neither.

15 (Witness approached witness
16 table.)

17 COUNCILMAN JONES: Can you
18 state your name for the record.

19 MS. RHYNHART: Good afternoon.
20 Rebecca Rhynhart, Budget Director.

21 The parking tax -- you're
22 referring, I believe, to the parking tax
23 increase --

24 COUNCILMAN JOHNSON: Yes.

25 MS. RHYNHART: -- that was

1 4/8/13 - WHOLE - BILL 130178, etc.
2 passed for the '09 budget increasing the
3 parking tax from 15 to 20 percent. That
4 was before the recession hit or before we
5 realized, like every other place in the
6 country, that we were in the deepest
7 recession since the 1930s. So what
8 happened at that point was, we had to
9 solve for a \$2.4 billion financial hole
10 over six years, six-year \$2.4 billion
11 financial hole. We had to look at
12 everything, and we made cuts across
13 departments and we also had to redirect
14 that money towards the General Fund to
15 offset some of the cuts that we were
16 making across the entire City. So, I
17 mean, it was part of the financial
18 calamity that happened around the country
19 and our response to it.

20 COUNCILMAN JOHNSON: Thank you,
21 Rebecca.

22 I just wanted to just state for
23 the record that I will continue to
24 advocate for restoring the \$5 million.
25 That would pretty much bring the

1 4/8/13 - WHOLE - BILL 130178, etc.
2 Department of Parks and Recreation at the
3 level in which the commitment was
4 previously made in 2009. I do believe
5 that the Mayor also is committed to
6 making Philadelphia the greenest city in
7 the country. And so I'm not one to
8 really play politics when there's times
9 of economic constraints, but I do want to
10 continue to advocate for the level of
11 funding to come back, which it was
12 proposed -- which it was actually
13 promised. I'm just a firm believer that
14 a promise is a promise, and we'll
15 continue to advocate and such.

16 But also beyond that, the
17 members of City Council and with the
18 Administration, the Mayor's Office, when
19 we looked at some additional revenue that
20 was left over, made sure that Parks and
21 Rec was a part of that conversation to
22 get some additional funding. And
23 hopefully as we look at collecting
24 additional taxes -- we have a new Chief
25 Collections Officer for the City that

1 4/8/13 - WHOLE - BILL 130178, etc.
2 will not only collect real estate taxes,
3 but he will comb every department and
4 look at fees, liens, taxes, anything
5 that's outstanding. Hopefully more
6 revenue will be put on the table, and
7 this can be a part of the conversation in
8 restoring that 5 million gap as we move
9 forward, similar to taking a look at as
10 our economy goes on the uptick -- I think
11 our unemployment rate is now at 7
12 percent. Around 7 percent was the last
13 Moody's --

14 COUNCILMAN JONES: Depends on
15 what part of town you're in.

16 COUNCILMAN JOHNSON: What part
17 of town. Well, overall the national
18 average is 7 percent, and I think that
19 goes toward the jobs that we are
20 restoring, and hopefully as the economy
21 goes up, we have additional revenue left
22 over. I just want to state for the
23 record that us as body, Council, the
24 Administration, again take into
25 consideration if there's any additional

1 4/8/13 - WHOLE - BILL 130178, etc.
2 revenue that's put on the table at the
3 end of this cycle, we dedicate it toward
4 the Department of Parks and Rec. And say
5 it primarily, wrapping up, I say it
6 because it's like one of those few
7 places, rather you're a recreation
8 facility or a park that serves as a safe
9 haven in the City based upon the --
10 there's reports that talk about how much
11 revenue that is brought into the City in
12 terms of our parks, but also the
13 recreation facilities serve as a safe
14 haven for our young people. And I
15 commend y'all for partnering with
16 Philadelphia Anti-Drug/Anti-Violence
17 Network to make sure that there's a
18 partnership for violence-free initiatives
19 for young people who go to our parks and
20 our recreational facilities, partnering
21 with the Philadelphia Police Department
22 to make sure our basketball courts are
23 safe. Susan, thank you. And I also want
24 to commend my colleague Chairwoman Cindy
25 Bass for leading the effort and

1 4/8/13 - WHOLE - BILL 130178, etc.
2 organizing around making sure we look at
3 putting cameras in all of our recreation
4 departments as well as making sure that
5 folks aren't carrying guns on basketball
6 courts or within the facility of our
7 parks and recreations.

8 So I just want to thank y'all,
9 tell y'all to keep up the good work. You
10 have an advocate in the 2nd Councilmanic
11 District to make sure y'all keep pushing
12 this agenda forward.

13 (Thank you.)

14 COUNCILMAN JONES: Seeing no
15 other questions, again, in closing, thank
16 you very much, and it's hard -- it was
17 very hard for me not asking any other
18 questions, but that's the best salute I
19 could give to you. Keep up the good
20 work. And to all the friends of Parks
21 and Rec and the competent staff that make
22 it happen for all of us, thank you very
23 much.

24 (Thank you.)

25 COUNCILMAN JONES: Next will be

1 4/8/13 - WHOLE - BILL 130178, etc.

2 SEPTA, and that looks like the last
3 department for the day.

4 Thank you all. Good afternoon.
5 Please come to the table.

6 (Witnesses approached witness
7 table.)

8 COUNCILMAN JONES: I want to
9 thank you for your patience. And we have
10 the Chair of Transportation and Public
11 Utilities here. He's been waiting for
12 you all day. So why don't you state your
13 name for the record and begin your
14 testimony, please.

15 MR. KNUEPPEL: Good afternoon,
16 Transportation Committee Chair Johnson
17 and members of City Council. My name is
18 Jeffrey D. Knueppel, Deputy General
19 Manager for the Southeastern Pennsylvania
20 Transit Authority. This afternoon I am
21 representing SEPTA General Manager Joe
22 Casey, who was unable to attend this
23 hearing. On my right with me is Frances
24 Jones, AGM for Government Affairs, and
25 our recently, very recently, retired

1 4/8/13 - WHOLE - BILL 130178, etc.
2 Director of our DBE program, Lillie
3 Claitt.

4 SEPTA is pleased to submit the
5 following testimony supporting the
6 Authority's \$67 million Fiscal Year 2014
7 operating budget request and provide an
8 overview on initiatives and milestones
9 achieved during the past year.

10 The investments which the
11 Authority has made in recent years to
12 rebuild aging infrastructure, acquire new
13 vehicles, and improve customer service
14 are yielding results in terms of
15 increased ridership and enhanced customer
16 satisfaction. SEPTA is working on a \$20
17 million renovation of the historic Wayne
18 Junction Rail Station. We have worked
19 very closely with our neighbors in the
20 planning and scheduling of construction
21 of this project. Construction will begin
22 this summer to make the Race-Vine Station
23 on the Broad Street Subway accessible.
24 This station serves the expanded
25 Pennsylvania Convention Center, a major

1 4/8/13 - WHOLE - BILL 130178, etc.
2 economic contributor to the City.

3 Fleet enhancements are a key
4 component of SEPTA's capital program.
5 SEPTA awarded a contract to buy 155
6 60-foot articulated buses and 90 40-foot
7 buses to be delivered during years 2013
8 to 2015. With these new buses, more than
9 45 percent of the Authority's fleet will
10 have hybrid technology.

11 Last month, SEPTA took delivery
12 of the final Silverliner V rail cars of
13 its order of 120 new rail cars. The rail
14 cars were assembled right here in
15 Philadelphia, and the Hyundai Rotem plant
16 will continue to generate jobs, with new
17 rail cars being manufactured for transit
18 agencies in Boston and Denver.

19 With the New Payment
20 Technology/SMART Card Project well
21 underway, we look forward to a
22 much-anticipated transformation of the
23 antiquated fare collection systems.
24 Beginning in 2014, the new fare system
25 will be introduced to transit riders.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 Last month, SEPTA outlined
3 changes in the Authority's fare structure
4 to simplify our fare structure. As
5 previously committed to members of
6 Council, SEPTA will move this forward
7 with the elimination -- will move forward
8 with the elimination of gender stickers
9 on weekly and monthly transportation
10 passes this July.

11 While continuing to focus on
12 improving the operation of our system, we
13 cannot lose site of major funding
14 challenges. The reduction in state
15 capital subsidies has reduced SEPTA's
16 capital budget by more than 100 million
17 for the fourth consecutive year. The
18 Authority's capital budget is at a
19 15-year low, while ridership is at a
20 23-year high, a trend which is certainly
21 not sustainable.

22 With 500 million of ready-to-go
23 construction projects, SEPTA's prepared
24 to put people back to work rebuilding the
25 transit infrastructure.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 Thank you for the opportunity
3 to speak about SEPTA accomplishments over
4 the past year. City Council's continued
5 support of public transit through City
6 matching funds for the Authority's
7 operating and capital budgets is greatly
8 appreciated.

9 We will be happy to answer any
10 questions the members of Council may
11 have.

12 COUNCILMAN JONES: Are any of
13 the other panelists going to testify?

14 MR. KNUEPPEL: No.

15 COUNCILMAN JONES: You're as
16 group here? Okay.

17 Before I recognize Councilman
18 Johnson, a couple of quick things. You
19 mention 500 million in SEPTA projects
20 ready to go. Can you shortly highlight
21 some of those. And the question is for
22 me, my white whale is bridges. Do any of
23 them deal with the restoration of
24 bridges, trestles within the City of
25 Philadelphia?

1 4/8/13 - WHOLE - BILL 130178, etc.

2 MR. KNUEPPEL: It's very
3 similar to our stimulus effort when we
4 were ready with -- we received \$200
5 million and we were ready to go. I think
6 we did a very strong effort on that. And
7 now we've assembled a bunch of projects
8 that approach \$500 million, and many of
9 these are very core infrastructure,
10 exactly the kind of projects you're
11 talking about, Councilman Jones, bridges,
12 substations, things that are very much
13 important to rehabilitate and replace or
14 we're going to have trouble continuing to
15 operate in the future.

16 COUNCILMAN JONES: Any of them
17 bridges, particularly 52nd?

18 MR. KNUEPPEL: Well, 52nd is
19 actually --

20 COUNCILMAN JONES: Amtrak.

21 MR. KNUEPPEL: It's Amtrak, but
22 we're taking over two of the bridges that
23 Amtrak has at that location, and we do
24 have plans to replace that in the near
25 future, one of the structures that we run

1 4/8/13 - WHOLE - BILL 130178, etc.
2 on.

3 COUNCILMAN JONES: I'm about to
4 fall out of the Chair, you know. I won't
5 do it. I won't say anything.

6 MR. KNUEPPEL: And then after
7 we work on that one structure, Councilman
8 Jones, we'll go over on the other side
9 and start to work on the other one.

10 COUNCILMAN JONES: I'm about to
11 cry here. I'm going to stop.

12 Just a couple of other brief
13 questions, because I know I see
14 Councilman Johnson and Oh are up there.

15 SMART cards that you're talking
16 about, and I know we've invested a great
17 deal of time and money into the
18 technology, but aren't we moving towards
19 an iPhone app that can -- and what
20 happens when that becomes the kind of
21 technology? Are we adaptable in that
22 regard?

23 MR. KNUEPPEL: That's a very
24 good question. And just as they put a
25 chip in basically your card, that chip

1 4/8/13 - WHOLE - BILL 130178, etc.

2 can also go in the phone. So in the near
3 future --

4 COUNCILMAN JONES: We'll be
5 able to --

6 MR. KNUEPPEL: Tap your phone
7 instead of the card.

8 COUNCILMAN JONES: I'm going to
9 yield to the Chair of Transportation and
10 Public Utilities, Councilman Johnson.

11 COUNCILMAN JOHNSON: Thank you,
12 Mr. Chair.

13 I just had a few statements and
14 a couple of questions. First and
15 foremost, I want to congratulate SEPTA as
16 being one of the most outstanding
17 transportation systems in the country.
18 And so I think that's a big
19 accomplishment. That's something to be
20 proud of in terms of our transportation
21 system. And I thoroughly recognize the
22 need for additional support on the state
23 level as well as on the federal level and
24 the supporting of mass transportation. I
25 introduced a resolution urging Governor

1 4/8/13 - WHOLE - BILL 130178, etc.
2 Corbett to follow his own commission,
3 Transportation Advisory Commission's,
4 recommendations in supporting mass
5 transportation, and obviously in February
6 he came forth with his proposal that has
7 more of a stronger emphasis on the
8 support of bridges and roads and not a
9 whole lot on the transportation side.
10 And so give me an idea of what your
11 budget will look like next year as it
12 relates to the current proposal from the
13 Governor on the state level.

14 MR. KNUEPPEL: The proposal by
15 the Governor ramps up over a number of
16 years, I think five years. It really
17 does not --

18 COUNCILMAN JOHNSON: When you
19 say "ramps up," be specific for me, what
20 "ramps" means.

21 (Witness approached witness
22 table.)

23 MR. BURNFIELD: Rich Burnfield,
24 Chief Financial Officer.

25 What Governor Corbett has

1 4/8/13 - WHOLE - BILL 130178, etc.
2 proposed, Councilman, is to start the
3 first year at \$40 million for transit on
4 a statewide basis, ramping it up to \$250
5 million by the fifth year, and the
6 proposal is primarily for capital
7 investments rather than operating funds.

8 COUNCILMAN JOHNSON: So give me
9 an idea of how that impacts your
10 industry.

11 MR. KNUEPPEL: Well, the
12 concern --

13 COUNCILMAN JOHNSON: Your
14 operations.

15 MR. KNUEPPEL: Excuse me. The
16 concern that we have right now is, we
17 have a backlog of projects, state of good
18 repair, not even expansion or things like
19 that, just core infrastructure that needs
20 to be replaced or rehabilitated, and that
21 number is 4.7 billion.

22 This particular year our
23 capital program for state-of-good-repair
24 work is \$200 million. To retire that
25 backlog in 20 years in 2011 dollars, we

1 4/8/13 - WHOLE - BILL 130178, etc.
2 need to be spending \$650 million a year.

3 So you can see that there's a
4 large difference between the funding that
5 has been at least initially put forth and
6 where we think we need to get to to bring
7 our system, not today but within 20
8 years, to the point where we have no
9 backlog of projects, all our bridges, our
10 stations are in a state of good repair.

11 COUNCILMAN JOHNSON: Two,
12 another question. In terms of -- and I
13 know we're going to be doing a fare hike
14 coming up soon and so obviously you're
15 going to get the public prepared for that
16 and obviously you're going to be doing
17 some educating the public, at least
18 letting them know prior to the actual
19 hike. I think there has to be hearings
20 that has to take place?

21 MR. KNUEPPEL: We have the
22 hearings starting operating budget next
23 Monday.

24 COUNCILMAN JOHNSON: Okay.

25 MR. KNUEPPEL: A week from

1 4/8/13 - WHOLE - BILL 130178, etc.
2 today. And the big question that we've
3 been hearing, as Rich has been going
4 around, has been not so much the fare
5 increase itself, but what does the new
6 fare collection system change, how does
7 it affect me personally.

8 COUNCILMAN JOHNSON: Yes.

9 MR. KNUEPPEL: And we do have
10 to have an awful lot of answers and do an
11 awful lot of education to make sure that
12 the public is ready to go with this.

13 COUNCILMAN JOHNSON: You mean
14 the new system?

15 MR. KNUEPPEL: Yeah.

16 COUNCILMAN JOHNSON: Kind of
17 like the Metro system where you just
18 slide the card in?

19 MR. KNUEPPEL: Mm-hmm.

20 COUNCILMAN JOHNSON: That's
21 great. And what does your negotiations
22 with TWU look like coming up in the
23 future?

24 MR. KNUEPPEL: Well --

25 COUNCILMAN JOHNSON: Everything

1 4/8/13 - WHOLE - BILL 130178, etc.
2 looks great? We're going to be called in
3 the middle of the night like last time
4 saying here's where we're at? What are
5 we looking like in the world of union
6 partnerships with SEPTA and workers and
7 all of those type of issues?

8 MR. KNUEPPEL: I mean, the
9 union has asked to start negotiations
10 early, which is I think a positive thing.
11 We certainly don't want to come down to
12 the wire, and so that's something that we
13 can be involved with.

14 I think that certainly right
15 now, though, we can't focus too much on
16 the economic issues because of the
17 uncertainty of our funding, both the
18 shortfall on operating that we have as
19 well as certainly a big one on capital.
20 So I think the union even in their
21 reaching out at their press conference
22 expressed an interest to start at least
23 in non-economic issues.

24 COUNCILMAN JOHNSON: Okay. All
25 right. I'm getting ready to wrap up.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 COUNCILMAN JONES:

3 Mr. Chairman, take your time.

4 COUNCILMAN JOHNSON: A couple
5 things I want to also focus on. I
6 recently had an infrastructure forum at
7 the Navy Yard, and Joe Casey spoke, a
8 couple other individuals, Airport,
9 Delaware River, Philadelphia Regional
10 Port Authority individuals spoke, but
11 primarily on the issue of transportation.
12 They gave us an overview, some of the
13 figures that you mention in terms of
14 support that's needed and shovel-ready
15 projects that are backed up and the need
16 for support. Now, I've been aware of
17 that. Congressman Fattah, he does an
18 excellent job of bringing home the
19 support to the City of Philadelphia to
20 get these projects done. But we also
21 have a representative from Pennsylvania
22 that actually chairs Transportation and
23 Infrastructure, Congressman Bill Shuster,
24 and I know he was just here recently for
25 an infrastructure forum with the Chamber.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 Is there any development of a
3 relationship with this gentleman because
4 he's from Pennsylvania to talk about the
5 need for support for mass transportation
6 in the City of Philadelphia?

7 MR. KNUEPPEL: That's
8 definitely going on, and I believe he's
9 visiting this week. So we are working on
10 furthering that communication.

11 COUNCILMAN JOHNSON: Okay. And
12 can I call up the -- you know, you have a
13 new captain of police, correct?

14 MR. KNUEPPEL: Yes.

15 COUNCILMAN JOHNSON: Just got
16 your letter and your card today. Thank
17 you.

18 MR. KNUEPPEL: Chief Nestel.

19 COUNCILMAN JOHNSON: Chief
20 Nestel? I just got his information
21 today.

22 Do you mind coming up and
23 giving us an idea of introducing who you
24 are and what your plans are to make
25 Philadelphia residents are safe while

1 4/8/13 - WHOLE - BILL 130178, etc.
2 they travel on SEPTA. And also I would
3 be remiss if I don't acknowledge my big
4 sister.

5 COUNCILMAN JONES: You would
6 be.

7 COUNCILMAN JOHNSON: Big
8 sister, advocate all things Philadelphia,
9 been supporter of me way before I'm an
10 elected official. I was like a little
11 guy working for City Year. Y'all have a
12 great partnership with City Year. And so
13 I just want to acknowledge my good
14 friend, but also in terms of one of the
15 valuable people that we deem valuable
16 over at SEPTA -- all of you are valuable,
17 but we got a special place in our heart
18 for her for the work that she do on
19 behalf of SEPTA, and that's Ms. Frances
20 Jones. And thank you for being here
21 participating as well.

22 MS. JONES: You're welcome.

23 COUNCILMAN JOHNSON: Captain
24 Nestel, just give us an overview.
25 Because I think last year -- Chief

1 4/8/13 - WHOLE - BILL 130178, etc.
2 Nestel. We got a phone call and Curt
3 called me, being the former Chair of
4 Transportation, regarding, I think, the
5 workers went on strike and we kind of had
6 to deal with the whole public safety
7 issue in terms of, I guess, Allied Barton
8 controlling -- Allied Barton were like
9 rent-a-cops for the moment, and some of
10 my constituents said, No, I want a
11 legitimate officer with a gun protecting
12 me, making sure I'm okay.

13 So give us your vision, your
14 plan to make sure people are safe.

15 CHIEF NESTEL: Sure,
16 Councilman. Thomas Nestel. I'm the
17 Chief of the Transit Police. I was hired
18 in August, August 20th, and prior to
19 that, I was the Chief of Upper Moreland
20 Township for five years. But my roots
21 are here in Philadelphia. I've lived in
22 Philadelphia my entire life, educated
23 here in Philadelphia, and spent 22 years
24 with the Philadelphia Police Department.

25 Councilman, we have 270 police

1 4/8/13 - WHOLE - BILL 130178, etc.
2 officers who are trained by the
3 Philadelphia Police Department with
4 recruit classes among the Philadelphia
5 officers. I work daily with the
6 Philadelphia command structure. We are
7 hand in glove in addressing crime
8 problems on the system and around the
9 system.

10 Most recently, we've initiated
11 two endeavors to make the area
12 surrounding two of our stations better,
13 and that was 52nd and Market and
14 Kensington and Somerset. Both stations
15 had been very problematic for us for our
16 riders, for the business people, and the
17 residents, and they had expressed great
18 concern about the safety in those two
19 locations. In the past several months,
20 we have had tremendous change in those
21 two locations, and I expect that we'll be
22 looking at other locations throughout the
23 system.

24 COUNCILMAN JOHNSON: Okay.
25 Thank you, and welcome.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 Finished, Mr. Chair.

3 COUNCILMAN JONES: Mr. Chairman
4 of Transportation, you're doing a great
5 job with that seminar you did. I think
6 that was world class. I had an
7 opportunity to get feedback from a number
8 of people who thought it was worthwhile.
9 Having former Governor Rendell come down
10 there was really big, and I just look
11 forward to your work on the
12 Transportation Committee working with
13 this fine august body. And we are
14 recognizing you guys for some of the
15 actions taken by your force and
16 recognizing about four or five officers
17 who went, in our opinion, above and
18 beyond to protect riders in the City of
19 Philadelphia. So hope to see you at that
20 Council recognition. It probably won't
21 happen until next September, but the idea
22 here is that we've done a resolution and
23 we really appreciate what you're doing.

24 I will wait, but think about
25 cameras. We, again, went down to

1 4/8/13 - WHOLE - BILL 130178, etc.
2 Baltimore, and what we can do to enhance
3 what SEPTA is already doing and, more
4 importantly or as important, the
5 integration with other systems so that
6 there's a continuation of security on and
7 off of SEPTA property, I guess.

8 CHIEF NESTEL: Yes, sir.

9 COUNCILMAN JONES: All right.
10 Councilman Oh and then Councilman
11 Greenlee.

12 COUNCILMAN OH: All right.
13 Thank you very much, Mr. Chairman.

14 I do have to go back just to
15 the last panel to say that I received
16 information. It's a little confusing,
17 but Pennypack Park got a bill for
18 \$15,000, a thousand for porter potties,
19 14,000 -- I'm not sure what it is, but
20 there's some kind of communication. I
21 have been told that a thousand dollars
22 bundled for the permit, but the rest of
23 it I'm going to get the invoice and then
24 take a look at what that is.

25 COUNCILMAN JONES: Thank you.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 COUNCILMAN OH: Thank you very
3 much.

4 So could I inquire about the
5 fare hikes and just the fare hikes in
6 general. Is there an existing strategy
7 of how the fare hikes are going to be
8 implemented; for example, travel outside
9 of the City into the City or inside the
10 City outside the City perhaps carrying a
11 little more weight than neighborhood to
12 neighborhood in the City. How are the
13 fare hikes being allocated?

14 MR. BURNFIELD: Councilman, the
15 fare proposal that we currently have on
16 the table for which public hearings begin
17 next week, a series of ten hearings. The
18 two hearings that we have in the City
19 will be next Wednesday at the SEPTA
20 boardroom in the morning and the evening.

21 The fare proposal is an
22 across-the-board fare hike. The last
23 fare increase that we proposed was in
24 2010. It's based on basically the
25 increase in the Consumer Price Index

1 4/8/13 - WHOLE - BILL 130178, etc.
2 since that time.

3 COUNCILMAN OH: Okay.

4 Understood. Is it something that during
5 these hearings it's typical that if other
6 ideas; for example, not just an
7 across-the-board fare hike but weighting
8 some towards persons coming into the City
9 and going out of the City as opposed to
10 neighborhood to neighborhood travel
11 within the City, is that something that
12 people can advocate?

13 MR. BURNFIELD: Any comments
14 that come in as part of the public
15 hearing process, either at the public
16 hearings or even before the public
17 hearings, right now we have it set up so
18 that individuals can submit comments in
19 through the SEPTA website. So far, we've
20 received a few comments. The SEPTA Board
21 Chairman appoints a hearing examiner.
22 That examiner reviews all the comments
23 that come in as part of the process
24 before the hearing examiner makes a
25 recommendation to the SEPTA Board, and

1 4/8/13 - WHOLE - BILL 130178, etc.

2 then it's the SEPTA Board who will make
3 the final decision on the exact details
4 of the fare hike.

5 COUNCILMAN OH: Okay. Thank
6 you. And I would like to just
7 congratulate SEPTA. I was pleased to be
8 at the ceremony of the delivery of the
9 final SEPTA car. Majority Leader and I
10 and others had, Councilman Bill Greenlee,
11 visited the Hyundai Rotem facility, not
12 only 320 jobs at that location but 5,000
13 indirect jobs. So certainly we thank
14 SEPTA for delivering the Silverliner V's
15 and also for bolstering our economy in
16 the process.

17 MR. KNUEPPEL: Great.

18 COUNCILMAN JONES: Thank you,
19 Councilman.

20 COUNCILMAN OH: Thank you,
21 Chairman.

22 COUNCILMAN JONES: You've been
23 a strong advocate for that factory, and
24 thank you for that.

25 Councilman Greenlee.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 COUNCILMAN GREENLEE: Thank
3 you, Mr. Chairman.

4 Good afternoon, everyone.

5 Basically I just wanted to also
6 acknowledge all the efforts that SEPTA
7 has put forth for the community. I also
8 have to make special mention of Ms. Jones
9 here, who we worked together for many
10 years, Mr. Kelly back there, and
11 everybody that has been very cooperative.
12 Frances and I worked together on
13 something in my area where I think there
14 was some misguided attempts by a minority
15 or residents to move buses around, and we
16 made it clear that was not in the
17 interest of the overall community, but I
18 appreciate all the help there. And I
19 just want to mention, because I brought
20 this up previous years, and it's
21 something that didn't affect a tremendous
22 amount of people, but had a tremendous
23 amount of people that -- a tremendous
24 effect on the people it did relate to,
25 and that's the gender stickers. So I

1 4/8/13 - WHOLE - BILL 130178, etc.
2 appreciate that. I know that's going to
3 get changed. Is there a timeframe on
4 that?

5 MR. KNUEPPEL: July 1. After
6 it goes through all the process, July 1
7 of 2013.

8 COUNCILMAN GREENLEE: Sounds
9 good. Very good. Thank you. Thank you
10 very much.

11 Thank you, Mr. Chairman.

12 COUNCILMAN JONES: Thank you,
13 Councilman Greenlee.

14 A couple of things. All the
15 platitudes that we did, I love Frances
16 Jones, she is actually a constituent of
17 mine, but there is one small piece of
18 business that we really need to deal
19 with, and that is the route of the 52
20 that is in my district. It services
21 about a quarter of a million people, but
22 it has in recent months taken a turn and
23 literally, in my opinion and in at least
24 a hundred or so of the constituents that
25 it goes by their property, a turn for the

1 4/8/13 - WHOLE - BILL 130178, etc.
2 worse. And I wanted to know a couple
3 things. Number one, how we got to that
4 route, how we aren't considering -- or
5 where are we in our consideration for
6 alternatives and -- it mires an otherwise
7 really good relationship that we have and
8 have had, but when I see the turn off of
9 left hand of Wynnefield -- and there's
10 one constituent that will go nameless
11 that I see often, the bus almost hit
12 their car, and they have it on tape. I
13 mean, it's just really a precarious turn,
14 and I just was hoping that we could have
15 looked at other options and I wanted to
16 find out where we were with that.

17 MS. JONES: Frances Jones,
18 Assistant General Manager of Government
19 Affairs and with particular emphasis on
20 community relations.

21 We looked at several options
22 over many years for the Route 52nd, and
23 in fact, the routing that we used for the
24 last 12 to 13 years was a routing that
25 cost an enormous amount of money and was

1 4/8/13 - WHOLE - BILL 130178, etc.

2 not the most expedient route to get the
3 Route 52 turned around back into service.

4 COUNCILMAN JONES: You speak of
5 the Belmont Avenue turnaround?

6 MS. JONES: Over to
7 Conshohocken Avenue, yes. Which really
8 wasn't the most expedient way, and,
9 again, we were expending an enormous
10 amount of money. It occurred as a result
11 of us not having a turnaround. Initially
12 we were on St. Joe's property, and when
13 they decided to expand to build a new
14 dormitory, we were left without a
15 turnaround that really made sense for us
16 and made sense for the number of riders
17 that we carried every year. So we looked
18 at over the years looked at many, many,
19 many options for turnaround. We looked
20 at our property at the Bala Station,
21 which really did not work for us. We
22 looked -- again, we continued to look at
23 options, and we'll continue to look at
24 options.

25 Ultimately, the option that

1 4/8/13 - WHOLE - BILL 130178, etc.

2 makes the most sense would be for us to
3 work out a relationship with St. Joe so
4 that we would be able to turn around on
5 their property. That makes the most
6 sense and is the option that would serve
7 our customers well, would be financially
8 expedient for us, as well as would work
9 well for the community. So we are
10 looking to partner with you, Councilman
11 Jones, to assist us in opening a
12 meaningful dialogue with St. Joe to
13 accomplish that goal, which is to find a
14 viable turnaround on St. Joe's property.

15 COUNCILMAN JONES: The question
16 is meaningful because -- I think one of
17 the issues that has been advocated to me
18 is that we had a turnaround, we allowed
19 them to improve the property, and we
20 were, at the end of the day now, lost
21 without a turnaround.

22 You looked at the turnaround
23 related to the travel company?

24 MS. JONES: Yes.

25 COUNCILMAN JONES: What

1 4/8/13 - WHOLE - BILL 130178, etc.
2 happened with that option?

3 MS. JONES: We looked -- there
4 was -- in order for us to get the
5 property that we needed, there was a
6 property that was -- there were two
7 properties up for sale, but unfortunately
8 the property that would make that turn
9 there, that turnaround, useful for us was
10 Liberty Travel right there at Bryn Mawr
11 and City Avenue, which was not available
12 for sale.

13 COUNCILMAN JONES: And do you
14 not foresee it available in the near
15 future? Are we still going to consider
16 that if it becomes available?

17 MS. JONES: They don't
18 anticipate moving from that location.
19 Apparently that location works for them.

20 COUNCILMAN JONES: The second
21 one was a turnaround, I believe, in the
22 Target or extending the route to go up to
23 the Target, and there were some problems
24 with insurance, risk mitigation.

25 MS. JONES: When Target was in

1 4/8/13 - WHOLE - BILL 130178, etc.
2 the development stage, we had
3 conversations with Target about using
4 that as a location. They were not
5 amenable to doing that either.

6 COUNCILMAN JONES: My favorite
7 option is a left onto Wynnefield and -- I
8 mean a right onto Wynnefield and then up
9 52nd Street and coming out of City
10 Avenue, if we could install a traffic
11 light either on our side or the Bryn Mawr
12 side. Have we looked at that or vetted
13 that?

14 MS. JONES: Currently we are in
15 an agreement and had an agreement over
16 probably the last 10 or 15 years with the
17 residents on 52nd Street that we would
18 not put additional buses on 52nd Street,
19 because we worked with them to have buses
20 on 52nd Street as a means of turnaround
21 for one of our routes, and the agreement
22 was that there would be a specific speed
23 limit that we adhered to. And so we did
24 not want to put additional buses -- we
25 agreed that we would not put additional

1 4/8/13 - WHOLE - BILL 130178, etc.
2 buses on 52nd Street.

3 COUNCILMAN JONES: So how many
4 buses go on 52nd Street versus the ones
5 that go down Wynnefield Avenue?

6 MS. JONES: I'm not sure of
7 that number.

8 COUNCILMAN JONES: I know we
9 discussed it, but I'm just -- I'm not --
10 I haven't given up on that route. So I
11 want to --

12 MS. JONES: We can get that
13 information back to you.

14 COUNCILMAN JONES: And I will
15 take you up on getting St. Joe's a little
16 more engaged, if you would, on that.

17 MS. JONES: Sure.

18 COUNCILMAN JONES: Because it
19 is a source of contention for a pretty
20 stable, otherwise I don't hear from these
21 residents. And when you talk about the
22 size of their properties, the investment,
23 all of them are long-term residents. I
24 mean, you're new if you're less than a
25 decade up there. So I'm very concerned

1 4/8/13 - WHOLE - BILL 130178, etc.
2 about that.

3 MS. JONES: Again, Councilman,
4 it's always our goal to work with the
5 communities where we provide service, and
6 we always want to have an engaging type
7 of relationship with the communities
8 where we run buses. And so it's our goal
9 to make sure that we do what we need to
10 do and to work with the constituents
11 there. So we really --

12 COUNCILMAN JONES: They can get
13 a little engaging. A lot of them have
14 come up in the activist era and they were
15 ready to really engage in that. So I
16 want to keep this alive. I don't want it
17 just to go away.

18 MS. JONES: And we look forward
19 to your assistance in getting that
20 dialogue open with St. Joe.

21 COUNCILMAN JONES: A couple
22 other quick questions. Cameras on buses,
23 where are we with that?

24 MR. KNUEPPEL: I think it's by
25 June, most of our fleet will have cameras

1 4/8/13 - WHOLE - BILL 130178, etc.
2 on buses. The only ones that won't are
3 the ones that we're replacing with new
4 buses that are coming in starting --
5 actually the pilot is in this month, I
6 believe. So in the next --

7 COUNCILMAN JONES: And will
8 those cameras being fed back to live eyes
9 as opposed to --

10 MR. KNUEPPEL: No. They go
11 back to the location and then they're
12 downloaded at the garage.

13 COUNCILMAN JONES: So it's my
14 hope that we will eventually be able to
15 mimic Baltimore and other cities to be
16 able to have not just the chronicle of an
17 event but also the ability to intervene
18 and even prevent an event that people can
19 actually count on being safe on these
20 buses. I mean, a young lady that was
21 thrown from the platform, we don't need
22 to belabor that, but those are the kinds
23 of opportunities where if live eyes are
24 working with boots on the ground, that we
25 could steer people to areas of potential

1 4/8/13 - WHOLE - BILL 130178, etc.
2 danger, and we're looking forward to
3 that.

4 On your buses, you mention
5 hybrids. With the advent of the
6 Marcellus shale, which I don't like
7 fracking -- I'll say that on the record
8 again -- but as we start to look at
9 fleets that may well be natural gas, are
10 we keeping an eye towards what the cost
11 effectiveness and synergy with other
12 fleets might be? I've asked this
13 question of the City fleet. Are you
14 working at some point on mutual
15 purchasing such as gasoline and possibly
16 natural gas?

17 MR. KNUEPPEL: We've looked
18 very in detail at compressed natural gas
19 for our bus fleet, obviously because of
20 the opportunities that exist in
21 Pennsylvania. Two things have caused us
22 some problems. One, obviously our
23 garages being in very dense urban
24 environments and sometimes there's really
25 just no place to expand to put the

1 4/8/13 - WHOLE - BILL 130178, etc.
2 outdoor fueling facility. And you think
3 about a bus garage like Allegheny, which
4 has the residents on three sides and a
5 school on the fourth, very hard to really
6 be able to expand and do because of the
7 size requirements that you need for
8 compressed natural gas. So that's a big
9 issue, is being able to pull this off in
10 a dense urban environment.

11 The other is the capital cost.
12 There's a large dollar amount, not just
13 for the buses but for actually for the
14 facilities. So in a time where we're
15 very capital poor, we are investigating
16 and willing to work with people that
17 could provide opportunities for us.
18 We've identified two garages that could
19 receive compressed natural gas, and we'll
20 continue to look at that situation,
21 although, again, the capital costs are
22 pretty high.

23 Right now we're also looking at
24 our utility fleet, our non-revenue
25 vehicles, and continuing to study that.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 And really the big thing for us is to
3 make sure that there's enough of a
4 network to refuel our vehicles. And
5 we're working with other companies such
6 as PECO and the Gas Works to see where
7 they're going to position plants to be
8 able to fill their vehicles.

9 The biggest opportunity in our
10 capital-poor environment that we have
11 actually is a very exciting project to
12 fuel our Wayne Junction power location
13 for the railroad, and we're actually
14 going to run a good bulk of our old
15 Reading side railroad out of Wayne
16 Junction with compressed natural gas, the
17 equivalent which would be 309 buses over
18 a year. So because of the capital costs
19 not being as significant and the return
20 of investment being good for that
21 particular project, our combined heat and
22 power project up at Wayne Junction, which
23 we've just received proposals for, that's
24 actually the most viable and exciting use
25 for capital -- I mean for compressed

1 4/8/13 - WHOLE - BILL 130178, etc.
2 natural gas that we have right now.

3 COUNCILMAN JONES: Okay. The
4 Chair recognizes Councilman Johnson.

5 COUNCILMAN JOHNSON: Yes.
6 Thank you.

7 Just two other questions
8 regarding the issue of public safety. So
9 obviously you're going to be doing
10 negotiations and addressing issues with
11 TWU when the time is appropriate. And so
12 give me an idea about pedestrian
13 incidents regarding left-hand turns with
14 the mirrors on the SEPTA bus. Give me an
15 idea overall of what those issues tend to
16 be or not to be from your perspective, as
17 well as the rock and roll policy. You
18 know the actual policy I'm talking about.

19 MR. KNUEPPEL: Right.

20 COUNCILMAN JONES: And for
21 the record, can you tell me what a rock
22 and roll policy is.

23 COUNCILMAN JOHNSON: So you
24 don't know. For the record, there's
25 debate regarding pedestrians being hit on

1 4/8/13 - WHOLE - BILL 130178, etc.

2 left turns. You know you got them big

3 giant mirrors on the side of the bus.

4 You got the blind spot. And so there's

5 some debate on who is liable, how the

6 accidents are actually happening from a

7 public safety standpoint in terms of

8 pedestrians being hit, and then the

9 policy that's asked to used could be

10 clarified more by SEPTA to myself in

11 terms of thoroughly explaining it, but I

12 just wanted to get some clarification on

13 the issue just for the record.

14 COUNCILMAN JONES: Thank you,

15 Councilman.

16 MR. KNUEPPEL: It's an issue

17 that has been raised by the union, and

18 when you look at the numbers for 2012, we

19 had 48 incidents where buses made contact

20 with pedestrians. Thirty incidents were

21 where it was right in front of the bus

22 driver. Five were making right-hand

23 turns and 13 were making left.

24 That number came down for the

25 left turns after we implemented the rock

1 4/8/13 - WHOLE - BILL 130178, etc.
2 and roll, which is literally movement in
3 your seat to be able to see around and
4 get the full -- the best field of vision
5 that you can around the mirror. So we
6 believe that we've cut the number down.
7 I don't think we've seen any this
8 calendar year, so January, February,
9 March into April, left-hand turns.

10 So we've done things to be
11 proactive in terms of reducing problems
12 with left-hand turns. What we will say,
13 though, is that we are looking at this
14 point also and had conversations with the
15 union and we're studying right now to see
16 if there aren't either increases in
17 improvements in technology or better
18 mirrors, and we're having one of our
19 consultants look at that particular issue
20 just to make sure that we are doing the
21 best that we can. And these mirrors are
22 on other fleets throughout the country,
23 but we want to make sure we're doing the
24 best for safety that we can.

25 COUNCILMAN JOHNSON: When you

1 4/8/13 - WHOLE - BILL 130178, etc.
2 say "these mirrors," you mean the mirrors
3 that are currently being used?

4 MR. KNUEPPEL: Right.

5 COUNCILMAN JOHNSON: Are on
6 other buses throughout other fleets
7 throughout the country?

8 MR. KNUEPPEL: Yes.

9 COUNCILMAN JOHNSON: So have
10 you done an analysis in other parts of
11 the country and say, Okay, well, in
12 Seattle, New York, Michigan they have
13 these same type of mirrors, but they
14 don't even have any -- or have you seen
15 the analysis for that?

16 MR. KNUEPPEL: That's what
17 we're asking the consultant. It's not a
18 very costly expenditure, but they will
19 look at other properties throughout the
20 industry. They will look at technology
21 that are available. And there are some
22 transit agencies that are moving in kind
23 of different directions, and we want to
24 make sure that we're doing the best that
25 we can.

1 4/8/13 - WHOLE - BILL 130178, etc.

2 COUNCILMAN JOHNSON: Please
3 keep me updated. I have an interest, if
4 nothing else, primarily from a public
5 safety standpoint.

6 MR. KNUEPPEL: Of course.

7 COUNCILMAN JOHNSON: And really
8 just making sure that folks are just safe
9 in the context of being a pedestrian and
10 going to and from their places of
11 destination.

12 But thank you for your thorough
13 response. And so I'm going to be looking
14 forward as we move forward for some type
15 of update in the near future on this
16 particular issue.

17 COUNCILMAN JONES: Thank you,
18 Councilman.

19 Just real quick, back to the 52
20 turnaround. We want to monitor
21 incidents, particularly at that
22 turnaround. In addition, we want to take
23 a look at periodically, and not big
24 periods, but what it's doing to
25 properties along there, if there's any

1 4/8/13 - WHOLE - BILL 130178, etc.
2 instances where we have evidence of
3 damage. Again, these are major
4 investments for the individuals here.

5 So are there any other
6 questions for this panel?

7 (No response.)

8 COUNCILMAN JONES: Seeing none,
9 thank you for your testimony.

10 MR. KNUEPPEL: Thank you.

11 COUNCILMAN JONES: Thank you
12 for your contributions.

13 And we will be at recess until
14 Tuesday, April 9th at 10:00 a.m.

15 Thank you very much.

16 (Committee of the Whole
17 adjourned at 3:55 p.m.)

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CERTIFICATE

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

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