

COUNCIL OF THE CITY OF PHILADELPHIA
COMMITTEE OF THE WHOLE

Room 400, City Hall
Philadelphia, Pennsylvania
Wednesday, April 2, 2014
10:29 a.m.

PRESENT:

COUNCIL PRESIDENT DARRELL L. CLARKE
COUNCILWOMAN CINDY BASS
COUNCILWOMAN JANNIE L. BLACKWELL
COUNCILWOMAN BLONDELL REYNOLDS BROWN
COUNCILMAN W. WILSON GOODE, JR.
COUNCILMAN BOBBY HENON
COUNCILMAN KENYATTA JOHNSON
COUNCILMAN JAMES KENNEY
COUNCILMAN DAVID OH
COUNCILMAN DENNIS O'BRIEN
COUNCILMAN BRIAN J. O'NEILL
COUNCILMAN MARK SQUILLA
COUNCILWOMAN MARIAN B. TASCO

BILLS: 140144, 140145, 140146
RESOLUTIONS: 140159

3 We are going to start now.

7 Ms. Lewis, would you please read the titles
8 of the Bills and Resolution.

13 Bill No. 140145, an Ordinance to adopt a
14 Fiscal 2015 Capital Budget.

15 Bill No. 140146, an Ordinance adopting the
16 Operating Budget for Fiscal Year 2015.

17 And Resolution No. 140159, providing for
18 the approval by the Council of the City of
19 Philadelphia of a Revised Five Year Financial Plan
20 for the City of Philadelphia covering Fiscal Years
21 2015 through 2019, and incorporating proposed
22 changes with respect to the Fiscal Year 2014,
23 which is to be submitted by the Mayor to the
24 Pennsylvania Intergovernmental Cooperation

1 Authority (the "Authority") pursuant to the
2 Intergovernmental Cooperation Agreement,
3 authorized by an Ordinance of this Council
4 approved by the Mayor on January 3, 1992 (Bill No.
5 1563-A), by and between the City and the
6 Authority.

7 COUNCIL PRESIDENT CLARKE: Thank you.

8 Today we continue Public Hearings of the
9 Committee of the Whole to consider various bills
10 read by Ms. Lewis that constitute proposed
11 Operating and Capital Spending measures for Fiscal
12 2015 a Capital Program and a forward looking
13 Capital Plan for Fiscal Year 2015 through Fiscal
14 Year 2020.

15 At this time, I would ask the
16 Administration -- since you are already forward, I
17 will not ask you to come forward but I would ask
18 you to start your presentation.

19 MR. JASTRZAB: Thank you.

20 Good morning, Council President Clarke and
21 Members of City Council. I'm Gary Jastrzab,
22 Executive Director of the City Planning
23 Commission. With me today is Alan Urek, the
24 Deputy Executive Director; Eleanor Sharpe our

1 Director of Intergovernmental and Legislative
2 Affairs; and Mary Morton our Administrative
3 Services Director. Thanks for this opportunity to
4 present the City Planning Commission's Proposed
5 Operating Budget for Fiscal 2015.

6 The Commission's Proposed Operating Budget
7 of \$3,164,107 is comprised of three parts: A
8 General Fund request for \$2,272,534, a Community
9 Development Fund request for \$280,000, and a Grant
10 Revenue Fund appropriations request for \$611,573.
11 This is a net decrease of \$8,182 from the Fiscal
12 2014 estimated obligations.

13 For 2015, the City Planning Commission is
14 anticipating a staffing level of 37 positions: 32
15 General Fund positions, 4 Community Development
16 Fund positions and 1 Grant Revenue Fund position.
17 This is the same level of staffing as the current
18 fiscal year.

19 Since 2008, the City Planning Commission
20 has sought to institutionalize the comprehensive
21 planning process in Philadelphia through three
22 major initiatives: A new zoning code that
23 modernized the City's land use regulations,
24 promotes predictability in the development

1 process, created a public civic design review
2 procedure and codifies the participation of
3 community organizations in the development
4 process.

5 Adoption of the Philadelphia2035, a
6 citywide comprehensive plan that serves to align
7 municipal, private institutional and civic
8 resources towards common physical development
9 goals. In addition to the framework of the
10 Philadelphia2035 Citywide Vision, 6 of 18 district
11 plans have now been completed. Another district
12 plan is scheduled for adoption later this month.
13 And work has begun on an eighth district plan.

14 The third of these initiatives is creation
15 of the Citizens Planning Institute as the City
16 Planning Commission's education, training and
17 civic engagement arm. The CPI enables
18 Philadelphians to take a proactive role in shaping
19 the future of their neighborhoods through a more
20 complete understanding of planning, zoning and the
21 development process. We have now graduated 210
22 citizen planners who have become active community
23 organization members throughout the City. Our
24 eighth semester of classes begins later this

1 month.

2 A major challenge for Fiscal Year 2015 and
3 beyond will be to fully integrate the
4 Philadelphia2035 Planning Process and the Grant
5 Funded Citizens Planning Institute with new
6 administrative duties established by recent
7 amendments to the Zoning Code. This includes the
8 creation and maintenance of a new registry of
9 registered community organizations to provide
10 public notice of zoning actions triggered by
11 development projects. It's estimated that 1,500
12 such notifications will be issued annually. This
13 notification requirement is being performed by
14 existing PCPC staff.

15 We are also -- we're also ramping up the
16 Zoning Remapping Program to more effectively align
17 the City's zoning maps with district plan, land
18 use recommendations, correcting zoning where it is
19 outmoded or wrong and proposing other zoning
20 changes to advance the plan. In addition, The
21 Commission is participating in the development of
22 a strategic plan to be developed by the Land Bank.

23 Thank you again for the opportunity to
24 present this -- this morning. And I'll be happy

1 to answer any questions that you may have.

2 COUNCIL PRESIDENT CLARKE: Thank you.

3 Good morning.

4 MR. JASTRZAB: Good morning.

5 COUNCIL PRESIDENT CLARKE: Just a couple of
6 questions.

7 2035 to my understanding, and I've actually
8 had a staff member attend a couple of 2035
9 meetings to discuss, I guess, leading up to what
10 in particularly a goal for 2035.

11 Can I ask you, what's the goal for 2015?

12 MR. JASTRZAB: Well, the goal for 20 --
13 obviously, we're doing -- we're doing these plans
14 looking -- looking forward to the growth and
15 development of the City. For 2015, we want to
16 continue the process of doing these district plans
17 which involves a great deal of civic outreach, a
18 lot of data crunching by the staff looking at
19 existing land use, comparing that to existing
20 zoning and identifying where mismatches exist,
21 looking at redevelopment opportunities and
22 ultimately proposing legislation, providing
23 legislation to City Council that would make
24 corrections in our existing zoning maps.

1 So in addition to that comprehensive
2 planning work, we have -- we have other chartered
3 mandated responsibilities: Coordinating and
4 preparing a capital program, an annual capital
5 program and budget for the City, commenting on all
6 zoning legislation and helping City Council staff
7 to draft zoning legislation and making
8 recommendations to the Mayor and Council regarding
9 that legislation, making -- making comment --
10 making recommendations regarding the acquisition
11 and disposition of City real estate. And then
12 there is an additional duty to review and comment
13 on the School District's Capital Program.

14 So, all of these things are involved in our
15 work for the -- the current and -- and next year.

16 COUNCIL PRESIDENT CLARKE: Okay. That
17 sounds like pretty much what you do every year and
18 have been doing.

19 So what I'm asking you for is what is the
20 plan?

21 MR. UREK: Maybe I can --

22 COUNCIL PRESIDENT CLARKE: And I tell you
23 why I'm asking that question. Is that -- I
24 actually asked the question last year. I think

1 Mr. Greenberger was here and we talked about a
2 strategy for some of these neighborhoods that are
3 declining and some of these neighborhoods that
4 have reached the point of blight. And I just have
5 not been hearing a real plan for those type of
6 neighborhoods, the formerly neighborhoods of
7 choice.

8 I mean, what's the goal? I mean, we talk
9 about the fact that we're excited about the
10 significant development around the perimeter of
11 Center City including the West Philadelphia side
12 of the river. But beyond that, just not any
13 measurable new housing starts and development
14 initiatives.

15 And I asked last year about what's the plan
16 for that, the rest of the City. Basically, I do
17 believe that, basically, it was said that there
18 was no plan. So now over the last several months
19 I hear you talking about 2035, 2035 all over the
20 place. So I ask understandably, what's the plan
21 for 2015? What's the plan for 2016, you know?

22 Because in some of those neighborhoods
23 there is a sense of urgency that something needs
24 to be done way before 2035.

1 MR. JASTRZAB: Certainly. I mean, in
2 addition to doing these corrective zoning changes
3 and changes to advance the plan, we're also
4 engaged as a partner with Philadelphia Housing
5 Authority for their Choice Neighborhoods Planning
6 Grant in the Sharswood neighborhood. We will be
7 hopefully having the Commission adopt a plan for
8 Lower North Philadelphia in the next month.

9 COUNCIL PRESIDENT CLARKE: Is that just --
10 sorry for cutting you off.

11 MR. JASTRZAB: That's okay.

12 COUNCIL PRESIDENT CLARKE: When you talk
13 about participating and basically the Housing
14 Authority and working with OHCD have kind of
15 initiated that proposal.

16 MR. JASTRZAB: We are a partner in that
17 process.

18 COUNCIL PRESIDENT CLARKE: So, I'm asking
19 you as Planning Commission because I think you
20 should take the lead as a department on planning
21 for these neighborhoods. I'm just not feeling
22 that. I'm not seeing that, with all due respect.

23 MR. JASTRZAB: Okay.

24 COUNCIL PRESIDENT CLARKE: So what -- I

1 mean, we -- we City Council, all right. We're
2 politicians and legislators and we deal with
3 budgets as we are now. You know, we came up with
4 a plan, right, for some neighborhoods around the
5 City of Philadelphia. And we'll be having --
6 rolling something out very shortly, an additional
7 proposal. I think that's the type of information
8 or strategy should be coming from the Planning
9 Commission not City Council, frankly speaking.
10 And I'm just not seeing that.

11 MR. JASTRZAB: I think we're -- I mean, we
12 are trying to establish the framework, the
13 foundation, the infrastructure, so to speak, for
14 private sector, institutional sector and the
15 coordination of other -- other resources citywide
16 to make improvements in these neighborhoods.

17 As I mentioned, we're going -- we're
18 participating in developing a strategic plan for
19 the operations of the Land Bank. A good part of
20 that strategic plan will be based on the district
21 plans that we're -- that we're engaged in.

22 COUNCIL PRESIDENT CLARKE: It will be --
23 isn't that the responsibility of the Land Bank
24 Board?

1 MR. JASTRZAB: It is the responsibility of
2 the Land Bank, but we are participating in that --
3 in that process with them to help -- to help
4 define goals and objectives on an annual basis for
5 the operation of the Land Bank. So yes, it is
6 their specific responsibility. We're a partner in
7 that process.

8 COUNCIL PRESIDENT CLARKE: Did you --

9 MR. UREK: Could I add something?

10 Alan Urek, Deputy Planning Director.

11 The -- the process of Philadelphia2035, just so
12 everybody understands, we began a few years ago
13 with an overarching kind of policy document for
14 across the City, then we are looking in greater
15 detail district by district. Each of those
16 district plans has two significant outputs.

17 One is by working closely with the public
18 as envisioning what the future land use should be
19 throughout the district, where the commercial
20 corridor should exist, where different types of
21 housing and so on. That -- that process is an
22 extremely important process to sort of get the
23 public on board with all of this.

24 And then the next thing that has to happen

1 from that is that we work with Council and others
2 in the -- in the community to develop the zoning
3 changes that will -- are needed in order to make
4 those recommendations a reality. That process
5 will, in theory, yield a much smoother development
6 process, bring investment to neighborhoods where
7 perhaps it hasn't happened before because the
8 zoning was off kilter. And will stream --
9 streamline that process tremendously.

10 The other major output is recommendations
11 on capital spending by the City so that district
12 by district we are beginning to frame a much
13 better idea where there are places that capital
14 spending should be targeted. And that, typically,
15 happens in areas that we're identifying where
16 there's a convergence of all sorts of issues that
17 might be a preponderance of vacant land, lack of
18 recreation facilities, all those kinds of things.

19 Those are the types of recommendations that
20 I think are really important in order to get the
21 public understanding this and then have actual,
22 you know, output of new zoning and capital --
23 directed capital spending.

24 Did you, Eleanore.

1 MS. SHARPE: Eleanor Sharpe, Director of
2 Legislative Affairs. And I oversee a lot of
3 district plan processes.

4 And sometimes there's a little bit of
5 confusion in the nomenclature of Philadelphia2035
6 because that's sort of a long range vision of
7 planning for the future. But we also --

8 COUNCIL PRESIDENT CLARKE: Very long.

9 MS. SHARPE: Twenty year -- yes. But we --
10 but in reality what we do when we work within the
11 District Planning Process is we look at immediate
12 solutions to issues that we see arise and make
13 recommendations for those short term, mid term,
14 long term. And once -- apart from what Alan and
15 Gary has already mentioned with regards to zoning,
16 there is a multitude of recommendations that come
17 out of the District Planning Process which
18 involves a variety of agencies across the City.

19 The Planning Commission also works very
20 actively to work with all these agencies to
21 effectuate and implement recommendations for the
22 improvement of citizens lives in the City. So
23 it's not just looking at 2035, it's looking at
24 what can happen tomorrow, today and fostering and

1 facilitating the resources to effectuate those
2 changes.

3 That's what we -- we really strive hard.
4 And that's what a lot of the staff has been doing
5 for the past two years. Typically, a process like
6 this we, what's the word, we -- we hire
7 consultants to do -- the Planning Commission has
8 actually absorbed this work. And so, staff has
9 been very focused on making these happen.

10 The problem is that it's cumulative. So,
11 we can't do the whole City at the same time. So,
12 there's neighborhoods that we are focused on so
13 far, the eight plans we have completed. We plan
14 to do the entire city. And so, we typically do
15 one or two plans at a time because that's what our
16 capacity allows us to do. So, we are working on
17 making it happen for the entire city.

18 Outside of the District Planning Processes,
19 when there are areas of immediate concerns for the
20 city, the Planning Commission does not stay out of
21 it and just locks themselves into the District
22 Planning Process. That's why we're involved with
23 Land Bank. We're involved with a variety of other
24 things that come before us.

1 So, we do address things in a timely
2 fashion, not just a projection for 2035.

3 MR. JASTRZAB: So -- so Philadelphia2035 is
4 not an end state plan of what the City, you know,
5 is going to be like in 2035. I mean, it's a --
6 it's a continuing process. But we're --

7 COUNCIL PRESIDENT CLARKE: But why did
8 you -- why did you pick 2035?

9 MR. JASTRZAB: At the time we began the
10 process, it was 25 -- it was a 25-year horizon.
11 So, we are looking at long term, mid term, short
12 term recommendations.

13 Our intention, as I mentioned, we are
14 trying to institutionalize this comprehensive
15 planning process in the city. Our intention is
16 that when we complete the 18 district plans, we'll
17 go back and review, start at the beginning again
18 and update -- update all those plans in a
19 continuing cycle so that we don't, you know, we
20 don't fall behind.

21 For many, many years, citywide
22 comprehensive planning --

23 COUNCIL PRESIDENT CLARKE: Right.

24 MR. JASTRZAB: -- wasn't really happening.

1 We were focusing on special areas, the river
2 fronts or other -- other special districts. We're
3 trying to look now at the city.

4 COUNCIL PRESIDENT CLARKE: Thank you.

5 MR. JASTRZAB: Citywide.

6 COUNCIL PRESIDENT CLARKE: I appreciate you
7 doing that. I didn't mean "thank you" as in I'm
8 finished asking questions. I just want to thank
9 you for understanding that -- understanding the
10 significance of the Waterfront and, you know,
11 Center City. But there are other people and other
12 neighborhoods in the City of Philadelphia that
13 deserve equal attention.

14 And just one last follow up on this issue
15 and then one question, and I will turn it over to
16 Councilman Henon.

17 What I found, because unfortunately in some
18 people's minds, I have been here for a long time.
19 Fortunately, from me perspective, I have. I have
20 seen a lot of plans come and go. And I think more
21 often than not is we do a plan, and it's really no
22 likelihood that plan is going to get implemented
23 because either the resources aren't identified or
24 a strategy identified to actually make it a real

1 goal/implementable plan. So, that's why I kind of
2 ask these questions. We talking 2035. I will
3 tell you what came back to me as a result of the
4 meetings with people that attended.

5 And you guys went to Martin Luther King Rec
6 Center, as an example, and packed room. All
7 right. And what I got from that meeting is they
8 call me, Darrell, these people are talking about
9 2035. We got abandoned property right across the
10 street. What are you going to do about that,
11 right?

12 And that's what people basically -- some
13 cynics, because we have a lot of cynical people
14 out there. Say, well, they're talking about 2035
15 because they don't want to talk about 2015. That
16 is why I referenced 2015. And you looked at it,
17 and you said, well, I don't really see anything in
18 the short term that's going to be in a position
19 where I can see it within my lifetime. I mean,
20 just some people won't be here 2035.

21 I am just concerned that, you know, we
22 continue -- and it's not just you guys. I mean,
23 preceded you all in other administrations. We had
24 these plans. We had these plans. And it's

1 never -- never an end game as it relates to seeing
2 something tangible in these communities which is
3 why it causes people like us to come up with a
4 proposal to do 1,500 houses. By the way, it's now
5 2,000 -- 2,000 units, right. We would like you
6 all to participate in -- and collaborate on that
7 particular proposal.

8 So, it would be good if I can actually see
9 the Planning Commission -- and I think others feel
10 this way -- actually come up with real plans that
11 talk about real money and identifying potential
12 real resources and thinking outside of the box and
13 say, you know what, if we want to deal with Mount
14 Airy, as an example, West Oak Lane, where they are
15 really nice neighborhoods, but you starting to see
16 some cracks around the edges. Foreclosures were
17 pretty high in some of those areas.

18 What's the game plan for that, and what's
19 the plan for that? And that's the kind of stuff
20 that, you know, we would like to see you all the
21 professionals --

22 MR. JASTRZAB: So -- so as part of our
23 District Planning Process, in fact, we held one of
24 these meetings yesterday. We do on a periodic

1 basis, we hold these meetings called Exchange
2 Meetings. That -- where other City departments
3 are involved, the Office of OHCD, Streets
4 Department, Water Department, many other
5 operational departments so that we are all on the
6 same page. And we review with them, during the
7 whole process of doing a district plan, the data
8 that we've collected, the recommendations that
9 we're making so that we can buy in from all of
10 these various actors within -- within City
11 government, within the Administration.

12 Additionally, for each district plan we
13 create steering committees that are composed of
14 neighborhood stakeholders, citizens, businesses,
15 institutions. And as we conduct these plans,
16 consult with them very carefully on existing
17 conditions, what the recommendations should be.
18 In addition to that, we do -- we do a lot of civic
19 outreach.

20 The meeting that you referenced at Martin
21 Luther King Rec Center, that was -- that was a
22 very hot day in a very small room. We held -- we
23 held additional meetings for that -- for that plan
24 to make sure that people had the opportunity to be

1 involved. And while Philadelphia2035, people may
2 be looking at that as an end state plan, it's
3 certainly not our intention to -- to prepare these
4 as end state plans. It's -- it's a process with
5 short term, medium term, long term
6 recommendations.

7 COUNCIL PRESIDENT CLARKE: All right. I
8 understand that. I'm just telling you what people
9 think. People that won't necessarily have the
10 opportunity to have a candid conversation with
11 you. But when you go through these neighborhoods
12 that have significant challenges and you talk
13 about 2035, it's like they don't, you know.

14 MR. JASTRZAB: Understood.

15 COUNCIL PRESIDENT CLARKE: It's not
16 realizing that there's challenges associated with
17 that neighborhood.

18 I will come back. I had a couple more
19 questions.

20 I recognize Councilman Henon.

21 COUNCILMAN HENON: Thank you,
22 Mr. President.

23 Good morning.

24 MR. JASTRZAB: Good morning.

1 COUNCILMAN HENON: I'm going to ask several
2 questions that you can provide the responses to
3 the Chair. You don't have to answer them now.
4 I'm doing this with every department in every
5 agency of the City as they come in front of City
6 Council.

7 Where are you located? Do we own the
8 building or do we lease the building?

9 MR. JASTRZAB: Do you want me to answer
10 them or provide them to the Chair?

11 COUNCILMAN HENON: I don't want the
12 answers. I am just giving you a chance to write
13 it all down.

14 MR. JASTRZAB: Okay.

15 COUNCILMAN HENON: How many employees and
16 what departments are in the building? What is the
17 square feet of employee space? What is the square
18 feet of storage and materials in the space? And I
19 said, how many departments in addition to what the
20 utilities are that each department is paying for,
21 the multiple utilities and the cost of that?

22 And also, when it comes to the planning and
23 commerce and all of the multiple agencies that
24 are -- that are now kind of combined, how does

1 your procurement work? Your purchases? Are you
2 purchasing department by department? Do you
3 purchase monthly? Do you purchase yearly? Do you
4 purchase in bulk? And are your purchases locally?

5 MR. JASTRZAB: Okay.

6 COUNCILMAN HENON: Okay.

7 So with that -- with that being said, one
8 of the things I noticed in -- in the budget and
9 I'm kind of excited about as being Chair of Public
10 Property and my former Chair of Public Property
11 has, in many conversations -- one of the things
12 that I'm excited about and want to look towards is
13 how we utilize our space. How are you utilizing
14 your space as a department and your spatial
15 design.

16 I notice that you have \$7,000; is that
17 correct? How much is allocated for -- for the
18 design space plan?

19 MS. SHARPE: Seven.

20 MR. UREK: Our share.

21 MR. JASTRZAB: Our share.

22 COUNCILMAN HENON: Your share?

23 MR. JASTRZAB: Our share.

24 COUNCILMAN HENON: Your share. So, I'm

1 interested in the combined overall share, why
2 you're doing it. And I'm excited about it because
3 I think we could -- goes to my earlier question is
4 make a -- create a -- a good environment for
5 employees.

6 MR. JASTRZAB: We could just make a --

7 COUNCILMAN HENON: Work together and
8 collaboratively in a more friendlier and accepted
9 environment in 2014 standards. So, I'm excited
10 about doing that and interested in the pilot. And
11 I think we should be doing it across the City.

12 MR. JASTRZAB: Could we add just a little
13 commentary to -- answer to your question?

14 COUNCILMAN HENON: You sure can, and I
15 guess you are.

16 MR. JASTRZAB: We'd love to. Alan, you
17 want to --

18 MR. UREK: Yes. Councilman, we were
19 involved in a couple of efforts. One was the
20 Facilities Task Force that some Councilmembers
21 were members of and Tom Knox chaired last year.
22 And there were some earlier recommendations that
23 came out of a study that the Administration did to
24 look at efficiencies and space and other things.

1 So, our floor in One Parkway Building which
2 is city owned space, is being looked at in terms
3 of a way to change the layout to reach a couple of
4 goals. One, is to allow our department and the
5 Deputy Mayor's Office and the Mayor's Office of
6 Sustainability to work more efficiently and
7 collaboratively and also to free up space that
8 would allow for consolidation potentially of other
9 City agencies that perhaps are in leased space.

10 So, we are in the midst of a space planning
11 exercise that the Department of Public Property is
12 managing on behalf of the City to -- to really
13 look at options for that. As soon as we have some
14 findings for that, we'd be happy to -- to share
15 them.

16 But the other total of the -- I think it's
17 \$30,000 is, I believe, the fee for the -- for the
18 space plan. And it's shared between the
19 departments and some capital money, as well.

20 COUNCILMAN HENON: And I can -- without any
21 data to substantiate it, but I almost guarantee
22 the rate of return on efficiency and the
23 commonality and morale of -- of our great City
24 employees. Because we have awesome employees that

1 go to work and, you know, under extreme budget
2 constraints and, you know, certain conditions, I
3 think they do an incredible job all over. So, I
4 think it's the right move. It's the right
5 direction. And I am absolutely aware of -- of the
6 task force because my office participated, thanks
7 to the Council President who is -- you know,
8 Public Property is near and dear to his heart,
9 too.

10 So, I am absolutely going to be monitoring
11 that and going to be in constant contact with --
12 with the Deputy Mayor as this process goes along.

13 MR. UREK: Thank you.

14 COUNCILMAN HENON: I will come back for
15 other questions in the next round.

16 COUNCIL PRESIDENT CLARKE: Okay. Thank
17 you, Councilman.

18 Chair recognizes, Councilwoman Blackwell.

19 COUNCILWOMAN BLACKWELL: Thank you,
20 Mr. President.

21 I understand -- in fact, I know that you
22 are still working with some RCOs who have not
23 completed every -- all aspects of their
24 applications, so we're glad to hear about that.

1 Let me say that I concur with the
2 statements made by the President about 2035.
3 People just think they'll be gentrified by 2035.
4 It's a real -- it's a real problem. And we need,
5 at least I know I need again, maps for the -- once
6 we get there, once all the RCOs are -- once we get
7 past that process. And as always, I say we're
8 glad that you go around to communities, but we
9 really need you to go around communities after you
10 meet with us. We have to be the ones to set it
11 up.

12 I tell you many years ago, the late and
13 great Lucien Blackwell used to say we should call
14 it a "Special" Planning Commission because they
15 plan for what they wanted, Center city and South
16 Philly, and left other people out. We have come a
17 long way. And you all do a lot more programs
18 which are good for our City, but we have our
19 issues, too.

20 For example, I was dealing with RCOs as
21 everybody knows, not 2035. So, I did new
22 rezoning, didn't do rezoning and remapping. So
23 two nights ago, thank God we had a developer who
24 had worked with the City in several places at 32nd

1 and Spring Garden, at 15th and Ridge. So, he knew
2 that to work with communities and he was willing
3 to come to us.

4 Because I've had three instances already
5 where -- where these contractors or developers go
6 across the counter and get permits. So, I have a
7 big, big hole because they got permits on a
8 commercial corridor in Woodland Avenue and they're
9 ready to build. So, the community is, of course,
10 absolutely upset. It's across from USB. They
11 accuse everybody of being in collusion to leave
12 them out.

13 And we talked to the people even about
14 safety because it's just a big hole. And -- but
15 all of this -- this idea of changing the law to
16 make it easier for developers doesn't -- didn't
17 necessarily make it easier. It made it harder for
18 the communities and us to know what's going on
19 because they're going straight across the --
20 they're going to apply for permits and they're
21 getting them.

22 Now, I know that all of us have a
23 responsibility then to do rezoning or remapping.
24 But my one question is, I assume there's no

1 deadline on that process when it happens?

2 And number two, there should have been some
3 process to allow time for these changes to happen
4 so that when these people are just going and
5 getting these permits on commercial corridors and
6 other places in our area, makes it really
7 difficult. We will get there. It's our job to
8 get there. We always do. But there's a lot that
9 we change when we change the zoning law that did
10 not make it easy for us or communities to be
11 involved with what's going on. That's my point.

12 So, I assume then there is no deadline when
13 we can do that, because we still have to change it
14 and deal with all the CMX stuff and all of that.

15 MR. JASTRZAB: I know -- I know -- I know
16 the site that you're talking about. I'm not sure
17 what the -- what L&I reviewed -- what L&I's review
18 showed. If there was a zoning action of any kind,
19 it would have required notification.

20 COUNCILWOMAN BLACKWELL: Wasn't required.

21 MR. JASTRZAB: Wasn't required.

22 COUNCILWOMAN BLACKWELL: Zoning wasn't
23 required. Now they can just get permits across
24 the counter, part of the new Zoning Code. We said

1 we wanted it easy for developers. We sure made it
2 easier, but it's a lot more difficult for
3 Councilpeople to be in front of it so that we can
4 call them with the communities in advance of
5 having a problem.

6 I'm glad, as I said, because this developer
7 had experience in various areas across the City,
8 he was glad to come to a meeting. We called a
9 meeting in the Community Center, he came and made
10 commitments that he will work with the community.
11 And, you know, it's going to be fine. But, you
12 know, you got to pray before you get there it is
13 going to be fine because nobody knows.

14 Obviously, if we represent about 150,000
15 people, we can't be in every place every day. So,
16 something could happen on one end that you don't
17 know about. But it's because we changed the
18 Zoning Code we allowed this to all happen to make
19 it easier for developers. But again, it's just
20 more difficult for us because we don't have the up
21 front notice. Because when people apply for
22 permits, we're not notified on that.

23 They just get their permits and they go on.
24 They build them buildings, building businesses,

1 building major apartment buildings. And we don't
2 have to know because we voted for changing the
3 bill that allows people to just get a permit and
4 start building because it's friendlier to them.
5 We are all for development, but doggone it, it's
6 got to be friendly to the people who elect us, as
7 well. That's my point.

8 Unless the City is willing to when they get
9 a permit let us know, then we -- then it would be
10 easier. Because right now it's just going to be
11 tough until we all remap or rezone areas within
12 our districts. And that takes a lot -- that takes
13 a while because we all have many communities and
14 communities are self-determining. We want to do
15 what our communities want. So, we have to go to
16 them with all of this changes. That's going to
17 take a while. So, that's my point.

18 We need to find a way to let us know in
19 advance when people come and they want to do major
20 development, we need to know about it.

21 MR. JASTRZAB: Thank you.

22 COUNCILWOMAN BLACKWELL: Mr. President,
23 maybe we can look at something in that regard.

24 COUNCIL PRESIDENT CLARKE: Absolutely.

1 COUNCILWOMAN BLACKWELL: Because it's tough
2 until we do formal remapping and rezoning. You
3 know, would have been easier the old way we know.
4 But this new way, we don't know what's going on.

5 COUNCIL PRESIDENT CLARKE: Yeah. Some sort
6 of interim strategy. Yeah.

7 COUNCILWOMAN BLACKWELL: Thank you.

8 COUNCIL PRESIDENT CLARKE: Would you commit
9 to working with the Council on that?

10 MR. JASTRZAB: Absolutely. And working
11 with L&I as well, you know, perhaps through, you
12 know, monthly reports on permits issued in a
13 particular district would, you know, maybe solve
14 some of that problem.

15 COUNCIL PRESIDENT CLARKE: Yeah. Some sort
16 of early notification. So at a minimum, even if
17 it's as of right, these people know what's coming.

18 MR. JASTRZAB: Right.

19 COUNCIL PRESIDENT CLARKE: That is a
20 challenge for a number of us.

21 COUNCILWOMAN BLACKWELL: Absolutely.

22 My last question is only about inclusion.
23 Because the numbers -- what did we have, like, 13
24 percent or something like that -- 13. And the

1 numbers are really down. It's in your report. It
2 was 26 percent in 2013. And -- and '14 they are
3 talking about a 13 percent participation rate.

4 So, we need you to deal with those numbers
5 and let us know where you are in terms of moving
6 those. 13 percent is just too low.

7 MR. JASTRZAB: We are certainly --
8 certainly committed to doing our best efforts.
9 And many of the contracts that -- that the
10 Commission is able to issue comes about because we
11 receive grant funding to do a particular
12 planning -- planning study or planning project.
13 And as you can see from the data that had been
14 submitted to Council, the amount of contracts
15 varies pretty dramatically year by year based on
16 our ability to secure -- secure these grants.

17 In the case of Fiscal '14, we had -- we had
18 only one contract. We received a grant award from
19 the Federal EPA to do a Brownfield Study in the
20 Frankford Creek area. And it was -- it's a pretty
21 technical study involving trying to find ways in
22 which former industrial land, land that may be
23 contaminated could be put into more active reuse.
24 So, the -- the skills of the firm that was

1 selected are pretty -- pretty rigorous and
2 exclusive kind of skills.

3 We -- for this particular con -- well, for
4 all of our contracts but this contract in
5 particular, we worked with OEO to establish
6 guidelines for participation. And for -- for this
7 particular EPA study, OEO gave us a target of 10
8 to 15 percent based on the registration of firms
9 in the City that were prepared to do this kind of
10 work. So we hit that target, but we're
11 certainly -- certainly looking to increase that
12 participation rate. And where we have the ability
13 to do so, we will do so.

14 We might note that in Fiscal '12 in terms
15 of our contracts, we had a 52 percent
16 participation rate. And much earlier in Fiscal
17 '09, a 64 percent participation rate. So,
18 we're -- we're very much committed to increasing
19 that where we're able to.

20 COUNCILWOMAN BLACKWELL: Well, we are -- we
21 are requesting that you stay in touch with the
22 President so that we will know. We can't live in
23 a city this diverse and have our numbers so low.
24 That is just not acceptable.

1 So, we are asking that you maintain contact
2 with the President and let him know where you are
3 with those numbers so he can let us know, so we at
4 least feel that there is something in our city
5 going on, some parody with -- in terms of
6 inclusiveness.

7 MR. JASTRZAB: We will do that.

8 COUNCILWOMAN BLACKWELL: Thank you,
9 Mr. President.

10 COUNCIL PRESIDENT CLARKE: Thank you,
11 Councilwoman.

12 Chair recognizes Councilwoman Tasco.

13 COUNCILWOMAN TASCO: Thank you,
14 Mr. President.

15 I want to go back to your comment that you
16 made in terms of the current -- of what's
17 happening in the neighborhoods currently and how
18 do you plan for a neighborhood, my district.

19 My district is predominantly residential,
20 with business corridors. However, I had this
21 conversation Saturday with one of my neighbors who
22 was very much concerned about -- they mentioned
23 the real estate and what's happening in those
24 homes and what can we do to plan to help and

1 coordinate with other departments? Help because
2 they will say, well, you live in high income
3 neighborhood. They don't meet. They can't get
4 any of the community development, black/red
5 dollars.

6 So, what do we do? How do we plan to
7 maintain those neighborhoods, viable
8 neighborhoods, and don't let them deteriorate and
9 then we go in there with a lot of money when you
10 can do a lot of prement -- preventive work and
11 helping neighbors maintain their properties.

12 Also, give us -- do a study on why the real
13 estate -- why people are moving and why the houses
14 aren't moving. And we need that kind of
15 information so we can plan as to what we might be
16 able to do as we deal with our budgets here in the
17 City. So, we can't forget those neighborhoods,
18 can't wait until they get blighted and then start
19 trying to figure out how to come back, bring them
20 back.

21 The focus should also be on, I think, the
22 planning for my district was way in the northeast.
23 Well, only a small portion of my district was
24 involved in that planning. Most of it was for his

1 district and O'Brien's district. So, we just got
2 a little piece of the plan. And our folks
3 really -- but that neighborhood needs help. We
4 need help up there. What is it do we need?
5 People need to know that. People need to tell you
6 what we need.

7 And also figure out -- you figure out, help
8 us figure out how we can maximize the services
9 from the City to go in and help those neighbors.

10 That's what I need. I need information. I
11 need data so when we sit down and talk, it's
12 not -- well, I want a street light. There's a
13 house around the corner that's falling apart. We
14 can get that at a community meeting. But if you
15 are planning for the revitalization or maintenance
16 and viability of the neighborhoods, then we -- the
17 District Councilpeople need information that's
18 substantive that we can make decisions on --

19 MR. JASTRZAB: Sure.

20 COUNCILWOMAN TASC0: -- how we request
21 services and dollars or talk to our Congressmen
22 about bringing dollars into the neighborhood so
23 we, you know, can maintain these neighborhoods.
24 Because I don't want it to look -- be blighted in

1 ten years when we don't have to go to blight.

2 MR. JASTRZAB: Certainly, from -- from time
3 to time we are able to do special studies looking
4 at -- looking at housing. And we worked closely
5 with OHCD and the Philadelphia Redevelopment
6 Authority to -- to evaluate data in existing
7 conditions in neighborhoods and make
8 recommendations for them.

9 We participate regularly in -- well, in
10 fact, staff. We have a staff member at all ZBA
11 hearings. So, we're -- we're engaged in that.
12 But I understand what you're saying and where
13 you're coming from. And we're certainly willing
14 to work with you to do, you know, any kind of
15 special data analysis that, you know, that may be
16 necessary or that you would like to, you know, to
17 see done. We're willing to work with you to try
18 to do that work.

19 COUNCILWOMAN TASC0: So, what -- what is
20 Plan 35?

21 MR. JASTRZAB: 2035.

22 COUNCILWOMAN TASC0: 2035.

23 MR. JASTRZAB: It's a citywide -- it's a
24 citywide comprehensive plan. So, it's a --

1 it's -- as I said before, it's a process. 2035
2 is -- at the time we began the planning process,
3 2035 was 25 years down the road. And that's --
4 that's kind of a standard time horizon for
5 planning agencies.

6 COUNCILWOMAN TASC0: Okay. But that's my
7 question. What is it that you want to happen by
8 2035 with the City? What's the end goal?

9 I mean, what are you -- are you looking at
10 what will the City look like in 2035? Is that
11 what your --

12 MR. JASTRZAB: In part.

13 COUNCILWOMAN TASC0: You have ideas about
14 2035 looks like?

15 MR. JASTRZAB: It's never an end state. I
16 mean, the City is always becoming. It's always
17 changing. What we are looking to do is to make
18 sure that the infrastructure is in place, you
19 know, whether that be transit systems, streets and
20 highways, community facilities, zoning maps.
21 We're looking to make sure that all of those --
22 all of those elements of a -- of a comprehensive
23 plan are in place so that as normal business
24 occurs in the City, as normal development occurs

1 in the City, that we have a good set of rules and
2 a good foundation for how that development
3 should -- should occur.

4 So, it's -- it's not an end state. It's a
5 continuing -- continuing process of planning,
6 evaluation, adjusting plans to fit changing
7 conditions and encouraging -- encouraging good
8 neighborhood maintenance, encouraging the
9 provision of city services, encouraging
10 development that -- in neighborhoods that supports
11 and encourages and advances those -- those
12 neighborhoods. So multiple, multiple goals, you
13 know, in a variety of areas: Transportation,
14 housing, economic development, commercial corridor
15 revitalisation, environmental sustainability.

16 We are trying to look at all of these --
17 all of these elements and develop recommendations
18 or guidelines for how we -- how we make our
19 neighborhoods better.

20 MR. UREK: Can I add to that, please?

21 Philadelphia2035, first of all, to sort of
22 clear up where that 25-year horizon came from. In
23 part, it's because our Regional Planning
24 Commission, the Delaware Valley Regional Planning

1 Commission that provides a lot of resources to the
2 City and to us maintains a 25-year horizon for the
3 region. So Philadelphia at the time, even though
4 our charter mandate is to have an up-to-date
5 comprehensive plan, we have not been keeping up to
6 date with the regional plan. So, we were -- we
7 took that 25-year horizon as our -- as our end
8 goal.

9 But the three major focuses of this
10 planning work is based on some existing strengths
11 that Philadelphia has. One is that we have and we
12 want to promote a strong metropolitan center for
13 the region. We want to be the place within the
14 region where job growth happens, where people have
15 access to jobs, where all that kind of economic
16 development occurs.

17 The second focus is on the fact that we
18 have incredibly diverse, strong neighborhoods,
19 some stronger than others. And that the ideas
20 that all neighborhoods by 2035 should be
21 considered complete and that they have commercial
22 services, they have institutions, they have a
23 range of housing, they have minimized blight. All
24 those kind of things so that neighborhoods

1 throughout the City are all on a -- on a par with
2 one another. And that they are all -- they are
3 all growing and they are all stronger.

4 And the third has to do with the reuse of
5 considerable amounts of industrial land that kind
6 of ring the City from the Waterfronts to parts of
7 North Philadelphia to South Philadelphia, places
8 where there are great opportunities to look at how
9 that -- that land can potentially be used either
10 as job places or public open space or
11 redevelopment for other type things.

12 And I guess the most important aspect of it
13 is that the plan envisions a growing Philadelphia
14 in terms of population. And we have seen in
15 recent years that that trend is happening. And
16 that we envision a hundred thousand new people in
17 Philadelphia in 2035 that would be accommodated
18 throughout these complete neighborhoods, have jobs
19 in the economic center of the region, and that
20 would be making better use of that derelict vacant
21 land.

22 That's the vision for what 2035 is. And
23 again, that was partly -- we came up with that
24 time frame because we wanted to be consistent with

1 the regional plan so we were able to have
2 resources that come through DVRPC.

3 COUNCILWOMAN TASC0: You have something to
4 say?

5 MS. SHARPE: And the Planning Commission is
6 always ready and willing to meet with any special
7 areas of concerns especially in your districts or
8 anybody's districts outside of the District
9 Planning Process. It's a simultaneous process.
10 So, we are always prepared as we move the district
11 plans forward if there are areas of concerns, that
12 we will definitely figure out how to address them.

13 COUNCILWOMAN TASC0: Well, we are going to
14 follow through on that with the young lady who
15 spoke with me so that will be having a meeting
16 within that area with the elected officials and
17 this young lady and some other people who are
18 involved. And we will invite you to come and
19 participate so you can get a sense of what we're
20 talking about.

21 Thank you.

22 COUNCILWOMAN REYNOLDS BROWN: Good morning.
23 Councilwoman Bass, you're up.

24 COUNCILWOMAN BASS: Thank you, Madam Chair.

1 Good morning.

2 MR. JASTRZAB: Good morning.

3 COUNCILWOMAN BASS: I have a couple of
4 questions for you. In listening to Councilwoman
5 Tasco's comments and Councilwoman Blackwell before
6 her and even my own thoughts regarding the
7 Planning Commission in 2035, I do have to say one
8 of the things that I hear consistently is that it
9 seems to be a disconnect between the work that the
10 Planning Commission does and the work that we are
11 doing in City Council. And as a district member,
12 you know, I am doing by own planning. I haven't
13 picked up the 20 -- I have the 2035 in my office,
14 but I'm not connected to it. I'm doing my own
15 planning. I'm planning with the people who are in
16 my community, who are in my district, the
17 stakeholders, you know, the moms and pop stores,
18 the business corridors and special services
19 districts. Those are the folks that I'm really
20 doing my planning with.

21 So, I do feel that there's a disconnect
22 between 2035 and the work that you all are doing
23 and the work that we are doing as District
24 Councilmembers. And so, there needs to be a

1 stronger connection. And so, whether you look at
2 any of the issues here in Philadelphia where we
3 have a particular need where we have, you know,
4 the growth in Philadelphia's Asian-American
5 population or the disparities in healthcare among
6 African-Americans and how are all these things
7 folded into your plan. And these are the kind of
8 things that we're looking at in making the plans
9 for our district.

10 And so, I just really wanted to make a
11 point that 2035, you know, is really only as good
12 as it's usefulness and it's usefulness really
13 among the members, the district members in
14 particular, of Council. If we're not using it and
15 we're not really embracing it and using it as a
16 tool to empower our communities and better our
17 neighborhoods, then, you know, it's just another
18 plan. It's here today and will be gone tomorrow.

19 You know, we don't want to feel that way
20 about it. But kind of right now, that's sort of
21 the way it is, I believe.

22 Like I said, I have 2035 upstairs in my
23 office. I can't tell you the last time I cracked
24 it open to figure out what should I be doing, you

1 know, in Germantown or Nicetown or Tioga, you
2 know. I'm not looking at 2035. I'm talking to
3 the folks who are on the ground right now in the
4 present. And so, I just wanted to make a mention
5 of that.

6 I don't know if you wanted to make any
7 comment on that.

8 MR. JASTRZAB: Well, we are certainly -- we
9 certainly want to improve those connections then
10 and work with your office to -- to help promote
11 growth and development and sustainability in -- in
12 the neighborhoods with the people that you are
13 working with. So we're -- we're always open to
14 discussions about that, you know, and certainly
15 specific issues and specific development issues in
16 your area.

17 We are -- aspiring to, as I mentioned, ramp
18 up our Zoning Remapping Program. Looking to
19 correct zoning where it may be -- where conditions
20 may have been -- may have changed or the zoning
21 may be wrong or other zoning changes to advance
22 the plan. So, we'll be working closer with your
23 office, I think, on -- on those kinds of issues,
24 those legislative issues.

1 And we are also open to working with your
2 office regarding capital facilities and the
3 provision of those kind of services to -- to
4 neighborhood residents. Part of -- part one of
5 one of the objectives of the comprehensive plan is
6 to make sure that all neighborhoods are well
7 served by Police, Fire, Parks and Recreation,
8 Libraries, you know, and other -- other
9 transportation infrastructure. So we're -- you
10 know, we're happy to work with you on that.

11 Eleanor, do you want to add something to
12 that?

13 MS. SHARPE: Sure. I just want to
14 reiterate the Planning Commission has a depth of
15 staff and knowledge to assist in any planning
16 effort that any Council office is participating
17 in. And we do have relationships with the Council
18 office. I think we're working on a new mapping
19 for Tioga with your office.

20 So, in any way, shape or form that we can
21 bring our resources to bear in any of your work,
22 we are always ready, willing and able.

23 COUNCILWOMAN BASS: Well, I appreciate
24 that. And I do want to -- actually, I should

1 acknowledge Matt Wysong from your office who does
2 a very good and does a lot of work in our
3 district.

4 But again, in terms of the work that's in
5 2035 and the work that we're doing in the
6 neighborhoods on a regular basis -- planning,
7 developing, organizing -- there's not the
8 connection that I believe there should be. So
9 whether it's my district, I heard, you know,
10 Councilwoman Blackwell, I think, articulating the
11 same thing and Councilwoman Tasco as well, so I
12 don't think it's just me. So, I just wanted to
13 mention that.

14 And also, going back to what you said,
15 Gary, about all neighborhoods being well served by
16 Police and Fire, can you talk about what your
17 office has done in the planning to make sure that,
18 you know, that those sort of services are
19 provided?

20 Because I have to tell you, I've been out
21 to -- you know, I go out a lot in my district.
22 I've been to every school. I've been to most of
23 the Police and Fire Stations. And I can tell you
24 that in particular the Fire Stations are

1 deplorable. And there is a direct result, I
2 believe, or a direct connection between, you know,
3 the services people receive and the fact that if
4 you've got a paramedic who's been out on a call
5 over and over and over again -- I mean, I remember
6 visiting one station. And the unit came in, left,
7 came in and left again while I was there, you
8 know, on the span of an hour, hour and a half or
9 so.

10 And so, they rarely get a break, rarely get
11 a lunch, rarely get, you know, any sort of moment
12 of down time. And that does affect the quality of
13 care. So, I don't know how you all feel that you
14 fit into that equation. But I just wanted to --
15 since you mentioned that you were --

16 MR. JASTRZAB: Yeah. We're --

17 COUNCILWOMAN BASS: -- engaged in that.

18 MR. JASTRZAB: Yeah. We're -- I mean, our
19 primary concern is we do our district plans and
20 take a closer look at the City's capital
21 facilities. I mean, we're really focusing on the
22 physical nature of those facilities, not so much
23 the way they operate. That's a responsibility of
24 individual departments. But we want to make sure

1 that, you know, there's -- there's a park within
2 walking distance of every neighborhood or there's
3 adequate Police and Fire facilities for those
4 departments to offer their services to the -- to
5 the neighborhoods.

6 So, we are doing that as part of every
7 district plan. And, of course, each year we work
8 closely with the Budget Office, the Department of
9 Public Property Capital Program Division and the
10 various operating departments to come up with a --
11 an annual plan, an annual budget and a -- and a
12 six-year plan to spend the City's limited capital
13 resources in a way that makes the most sense.

14 And certainly, the work that we've done or
15 that we've done with the -- the comprehensive plan
16 and these individual district plans takes a much
17 closer look at each individual district and
18 uses -- uses information and recommendations from
19 those plans to inform the Capital -- the Capital
20 Programming Process.

21 So, I'm not sure if that -- if that answers
22 your question. But we're -- we're looking at --

23 COUNCILWOMAN BASS: Somewhat.

24 MR. JASTRZAB: -- physical facilities,

1 making sure those facilities are -- are in good
2 cond -- good condition and adequate for
3 departments to, you know, provide services out of
4 those facilities.

5 COUNCILWOMAN BASS: Have you looked at all
6 the facilities in my district? Or --

7 MR. JASTRZAB: I don't think we've gotten
8 to -- to -- I mean, we're -- we're -- we're only
9 starting work now on our eighth district plan.
10 So, you know, we are kind of limited in our
11 resources, as well.

12 COUNCILWOMAN BASS: Sure.

13 MR. JASTRZAB: So, we're -- we're taking
14 these districts one at a time. And I'm not
15 sure -- I'm not sure of the exact schedule for
16 getting to your -- you know, a fuller encompassing
17 of your districts, but we will get there.

18 COUNCILWOMAN BASS: I'd be happy to take
19 you and show you some things that I, you know,
20 think are important for your planning and, you
21 know, for the importance of where you look about
22 the services that we're able to provide from a
23 particular facility.

24 Because in some of these -- like I said, in

1 some of these buildings, there's no way you can
2 get quality service because you don't have the
3 proper, you know, equipment or you don't have the
4 proper just sort of, I don't know -- you're not at
5 the right starting point, I should say. You don't
6 have the right foundation to really be able to get
7 up and off the ground and to go out and service
8 people in a way that's acceptable. It wouldn't be
9 acceptable if you are Montgomery County or really
10 anywhere else.

11 And so, we need to think about, you know,
12 where we're at, what the foundation is that we're
13 providing and then asking people to go out, you
14 know, and handle all these different cases for 8,
15 10, 12 hours straight. So just, you know,
16 something to keep in mind.

17 One of the questions that I did have in
18 reference to the RCOs was length of time that it
19 requires now to become an RCO. And I know the
20 process has changed, but I wanted to see if there
21 is any -- is there a deadline? So if I apply to
22 become an RCO --

23 MR. JASTRZAB: Yeah. We, based on
24 amendments to the Zoning Code, we -- we're in the

1 process of creating a new RCO registry. We asked
2 all RCOs to reapply during the month of February
3 because the legislation was effective March 1.
4 So, we changed our regulations.

5 We took new applications during the month
6 of February. I believe there are over 220
7 applications received. We've now approved 175 of
8 those. We're -- we're working very closely --
9 we're continuing to evaluate those that have not
10 been registered. And if there is something
11 lacking in their application, trying to work very
12 closely with those organizations to -- to -- to
13 enable them to be fully recognized as an RCO.

14 COUNCILWOMAN BASS: Do you have a deadline
15 in terms of when you'll have, you know, this
16 process completed for all of the applications.

17 MS. SHARPE: It's -- it's difficult because
18 a lot of times it's an iterative process with the
19 RCO because it's sometimes a lack of information
20 and --

21 COUNCILWOMAN BASS: Sure.

22 MS. SHARPE: -- them getting it back to us
23 in a timely manner. As soon as we have all the
24 requirements, we tend to just approve them. So we

1 don't -- we don't hold them or process them.

2 Initially in February, because we were
3 trying to get folks up to speed by the March 1
4 commencement, was that we tried to turn them
5 around within two weeks. We are able to
6 accomplish that. So any RCO that applied between
7 February 1 and February 28, has been process and
8 approved. The only ones we have pending are the
9 ones we are lacking information or they applied
10 after March 1.

11 COUNCILWOMAN BASS: Okay.

12 MS. SHARPE: We are hopeful -- and also,
13 once we're finished this processing, the
14 application process, again, opens up from June 1
15 to June 30. And we'll have an annual application
16 process --

17 COUNCILWOMAN BASS: Of this year?

18 MS. SHARPE: Of this year. And then we
19 will do it again June next year. So going
20 forward, it will be June. But because the
21 legislation began in March, we had a February
22 special application period, so.

23 COUNCILWOMAN BASS: So anyone who is not in
24 now, we should tell all of our groups to hurry up

1 for June, get ready for June.

2 MS. SHARPE: Get ready for June 1. And we
3 should be -- we should be able to process them
4 again. We try and turn them around quickly. We
5 try and work with RCO. If you have pieces of
6 information missing, come in and talk to us.

7 So, we are trying to be very helpful in the
8 process and especially through our Citizen
9 Planning Institute. Because we know the capacity
10 of RCO vary. So we are also exploring -- have
11 probably a technical workshop for RCOs some time
12 prior or within the month of June to assist the
13 next batch who are interested in applying.

14 COUNCILWOMAN BASS: Okay. Thank you very
15 much.

16 MS. SHARPE: You're welcome.

17 COUNCILWOMAN BASS: Thank you, Madam Chair.

18 COUNCILWOMAN REYNOLDS BROWN: To
19 Councilwoman Bass' questions, your statement was
20 we're always "open" to issues that may be of
21 concern to District Councilmembers.

22 So, share with us the protocols you used to
23 engage Councilmembers and/or RCOs and their
24 district when crafting long term strategic

1 programs? At what juncture does the community
2 have a say?

3 MS. SHARPE: So, the staff of the Planning
4 Commission is structured that District Planners
5 have designated areas. So, I think of the 18
6 districts, one District Planner could be covering
7 one or two areas. And the goal is that they
8 establish relationship with the civic
9 organizations within each area with their Council
10 office staff. And so there is also -- there is
11 always a relationship that exists that
12 information -- it's not formal, but information
13 flows freely based on these relationships.

14 For instance, like Councilwoman Bass
15 mentioned, Matt Wysong is very active in her
16 neighborhood and is on top of whatever issues come
17 to the fore. He's been working on Maple Wood
18 Mall. So, it's not a formal process.

19 COUNCILWOMAN REYNOLDS BROWN: Okay.

20 MS. SHARPE: But we are trying to build
21 them around relationships between staff and -- and
22 Council office. We also, in the District Plan
23 Process ensure that Council is part of the
24 Steering Committee.

1 COUNCILWOMAN REYNOLDS BROWN: Okay.

2 MS. SHARPE: We also don't try and go into
3 the neighborhoods without first giving a heads up
4 to Council that as part of the District Plan
5 Process we want to have public meetings.

6 COUNCILWOMAN REYNOLDS BROWN: Okay.

7 MS. SHARPE: Who should we contact? Can
8 you invite these people? So, it's sort of a
9 working relationship that we try to foster and
10 make sure that we're not acting outside of the
11 purview of City Council.

12 COUNCILWOMAN REYNOLDS BROWN: Very well.

13 As an At Large Person, I get a chance to
14 travel across the city and get a chance to, in the
15 very -- not consider myself at all an expert, but
16 look to see the sometimes inequities that exist
17 across certain buildings, rec centers.

18 And so, does the Planning -- your
19 department ever consider having a report card, for
20 lack of a better word, or annual assessment or
21 evaluation where you -- you grade buildings so
22 that when District Councilmembers are thinking
23 about upgrading or improving, they have some means
24 or standards by which to measure by?

1 MR. UREK: The task force that I referenced
2 before, the Facilities Task Force that was chaired
3 by Tom Knox, the Planning Commission had a staff
4 role in working with. One of the -- the major
5 things that came out of that effort is the need
6 for across-the-city database --

7 COUNCILWOMAN REYNOLDS BROWN: Okay.

8 MR. UREK: -- of the condition, the
9 occupancy, the spending on City assets.

10 COUNCILWOMAN REYNOLDS BROWN: Very good.

11 MR. UREK: Right now they are, as you are
12 familiar, there's information in a number of
13 different places. And we are in the process of
14 consolidating that so that we will have a good
15 foundation of information in order then to build
16 something like you're referring to, which I think
17 is an excellent idea to be able to have almost a
18 dashboard of characteristics of facilities so that
19 can come into play as the capital program is
20 developed annually.

21 COUNCILWOMAN REYNOLDS BROWN: Terrific.
22 So, what is the timeline for that?

23 MR. UREK: The database currently exists in
24 terms of basic data. We are working with OIT to

1 explore options for expanding it so that it's
2 more -- able to be a more robust system. And I
3 would say over the next three or four months is
4 the time frame to try to work with OIT to get that
5 -- that started.

6 COUNCILWOMAN REYNOLDS BROWN: And the next
7 subsequent steps after that, after you have that
8 data or information, is what?

9 MR. UREK: Is to set up a system so that
10 all departments across the City are using one
11 centralized database and ensure that the
12 information is updated regularly. There's a whole
13 series of decisions we have to make in terms of
14 where the management of that data will be. Those
15 kinds of things which is what we hope to flush out
16 over the next several months.

17 Ideally, it will be a warehouse of data
18 that all departments feed into so that there's a
19 consistent one place that everybody is -- is
20 maintaining that information from Public Property
21 through -- to all the departments.

22 COUNCILWOMAN REYNOLDS BROWN: Okay. I
23 might suggest that at some juncture it would be
24 important for District Councilmembers to know how

1 to access that. So knowing what one district has,
2 another District Councilmember may be so inspired
3 because they've seen what another councilmatic
4 district has all in the goal to have equity in
5 terms of appearance and -- and cleanliness and all
6 those other factors that make for good -- I am
7 just using recreation facilities as an example --
8 make them -- to the extent possible knowing that
9 they -- they have different years attached to
10 them. Some are older than others.

11 But that aside, some un -- some level of
12 uniformity where there is some basic fundamental
13 criteria that all rec centers meet period.

14 Mr. President, thank you very much.

15 MR. JASTRZAB: Thank you.

16 - - -

17 (Chair retaken by Council President Clarke.)

18 - - -

19 COUNCIL PRESIDENT CLARKE: Chair recognizes
20 Councilman Henon.

21 COUNCILMAN HENON: Thank you, Council
22 President.

23 So in -- in your testimony you reported
24 that in 2013 there were twelve projects that had

1 CDR meetings. And there's been an uptick in the
2 first quarter in twenty-three.

3 Do you anticipate a -- a continued trend as
4 we've been seeing this year?

5 MR. JASTRZAB: Yes. Yes, we do. We -- I
6 mean, the meetings with -- with RCOs, you know,
7 will -- will occur regularly. And as development
8 projects occur, we -- you know, we are certainly
9 monitoring, maybe not participating, but
10 monitoring the activities of the RCOs to make sure
11 that they're performing, you know, as they -- as
12 they should be and requiring developers to, you
13 know, to meet with RCOs as the Zoning Code
14 requires.

15 COUNCILMAN HENON: Okay. So --

16 MR. UREK: You were asking about CDRs.

17 COUNCILMAN HENON: CDRs.

18 MR. UREK: The CDR process, as you are
19 familiar, is a review of projects that meet
20 certain thresholds in terms of their -- their
21 impact on the surrounding community. And it's a
22 review of how those projects impact the public
23 domain, the public realm from a design
24 perspective.

1 I think, as Gary pointed out, as we're
2 seeing an increase in market activity, therefore,
3 there are projects coming across the desk at L&I
4 and through other means that are triggering those
5 thresholds and it is very likely that we will
6 continue to see more and more of those that need
7 to have a civic design review process.

8 COUNCILMAN HENON: It's encouraging that
9 there is an uptick in --

10 MR. UREK: It is encouraging, yes.

11 COUNCILMAN HENON: -- in economic
12 development. Which leads me to ask, so in the CDR
13 process before I even get to the RCOs, have the
14 Commission reached out to the District
15 Councilpersons who has a seat on the CDR Committee
16 as well as the RCO positions that they have on the
17 CDR position?

18 MS. SHARPE: Yes. So, part of the
19 notification process for all cases is to notify
20 the Councilperson, notify all the relevant RCOs
21 that are impacted by the project and the
22 applicant, of course.

23 COUNCILMAN HENON: So, it's predictable.
24 There is an outline and guidelines that you have?

1 MS. SHARPE: Yeah.

2 COUNCILMAN HENON: That you must follow,
3 right?

4 MS. SHARPE: We must follow. We had CDR
5 yesterday and Council was represented along with
6 the two RCOs.

7 COUNCILMAN HENON: Out of the -- and I'm
8 only going to speak of this year -- 2014, have --
9 has everybody participated in that process?

10 MS. SHARPE: Meaning Council?

11 COUNCILMAN HENON: Meaning, were there --
12 so the allowed position on -- in the CDR --

13 MS. SHARPE: Not always.

14 COUNCILMAN HENON: Were there vacancies?
15 Or did people participate in the process?

16 MS. SHARPE: There have been vacancies. I
17 think it depends on the project. If it's not a
18 controversial project, let's call it that,
19 sometimes there's been -- I think there's one
20 example when no RCOs showed up, but I did send a
21 letter or something. But --

22 COUNCILMAN HENON: So do you have the
23 statistics or do you have the data that --

24 MS. SHARPE: We can find out.

1 COUNCILMAN HENON: -- you can provide to
2 the Chair on -- not nec -- you can do it by
3 districts, it's not my concern. More of, like,
4 what spot isn't being filled? And are you
5 notifying the RCO? Who designates the RCO for
6 that CDR? I want to make sure that the
7 communities are being involved in the process
8 which they are by law.

9 MS. SHARPE: They are.

10 COUNCILMAN HENON: And by code.

11 MS. SHARPE: Everybody is notified, but not
12 everybody always shows up for the CDR meeting.

13 COUNCILMAN HENON: Okay.

14 MS. SHARPE: We can get you that.

15 MR. JASTRZAB: If there are multiple RCOs
16 for, you know, in the -- that serve an area where
17 there's a particular project, we will consult with
18 the Council office, the District Council office to
19 select a coordinating RCO.

20 COUNCILMAN HENON: Right.

21 MR. JASTRZAB: As you know, the time -- the
22 time frame for making those decisions is fairly
23 short. So we, you know, we are --

24 COUNCILMAN HENON: It's not a hard

1 decision. I am just looking to see if you can
2 just provide to the Chair, you know --

3 MS. SHARPE: And it's typically filled.

4 COUNCILMAN HENON: -- whether the spots out
5 of the twenty-three so far in the first quarter,
6 roughly. I mean, if that's correct, unless I'm
7 reading it wrong and it's trending, you know, to
8 increase as we move forward. I just want to see
9 if there's a pattern of what spot hasn't been
10 filled and what spot is being filled as far as the
11 entire committee. You know, that includes, you
12 know --

13 MS. SHARPE: It's an exception to the rule
14 that it's not filled, but we will get you that
15 information.

16 COUNCILMAN HENON: That -- that -- that's
17 fine. Sticking with, how -- how has the
18 compliance been with -- with RCOs? How is that
19 process moving on as far as calls, you know,
20 subject to the new change and informing them of --
21 of the changes? What kind of response have you
22 gotten back?

23 MS. SHARPE: We've gotten --

24 COUNCILMAN HENON: And have you been

1 assisting them?

2 MS. SHARPE: Yes. We have definitely been
3 assisting them. We opened up applications because
4 the new legislation went into effect March 1. And
5 so, we opened applications for all RCOs existing
6 and new ones to apply between February 1 and
7 February 28.

8 We received, I believe, maybe 170
9 applications by then. We have subsequently still
10 received additional applications making a total of
11 220. We have processed all applications received
12 between February 1 and February 28. I do believe
13 we have only have 17 left to process. And anybody
14 that's pending, it's because we're waiting on
15 additional information.

16 COUNCILMAN HENON: So you're assisting them
17 with --

18 MS. SHARPE: Oh, yes, completely. We are
19 trying not to deny. We are working with them and
20 waiting to get materials back, waiting to get
21 information. And we're opening up a registration
22 window again for June 1 to June 30. And then that
23 will be our annual registration period. So, we're
24 doing it twice this year.

1 COUNCILMAN HENON: Just a little practice
2 run here for the big one?

3 MS. SHARPE: Yeah. Well, it will be
4 hopefully not so big one. This was the big one.

5 COUNCILMAN HENON: Oh, the initial --

6 MR. JASTRZAB: The initial one was the big
7 one.

8 MS. SHARPE: Initial one was the big one.
9 So far it's smooth. Most people have submitted.
10 We have 175 registered and online. And we are
11 going to work to get the others that are coming.

12 COUNCILMAN HENON: As we are going through
13 this process, can you provide to the Chair, you
14 know, the total number of RCOs, how many have
15 reapplied, and how many you helped through the
16 process to come into compliance and what's
17 outstanding? I'm just trying to get some
18 measurements and benchmarks --

19 MS. SHARPE: Sure.

20 COUNCILMAN HENON: -- to make sure that the
21 system that we are trying to make a little more
22 predictable and easier for -- you know, from a
23 burden perspective, you know, on our communities
24 are being reached. Just want to make sure that we

1 are accomplishing what we set out to.

2 MR. JASTRZAB: Yeah. I think -- just as a
3 general comment, I think with the new registration
4 process, because our RCOs had been through the
5 first process which was the first time for
6 everybody, generally speaking, RCOs have really
7 developed a better capacity to -- when they
8 reapplied, you know, they knew what information
9 was required. I think they did a better job in
10 preparing those materials for our review.

11 So, I think -- I think there was a lot of
12 learning that -- that happened.

13 COUNCILMAN HENON: No doubt. Okay.

14 MS. SHARPE: In terms of technical support,
15 we actually held in February three workshops for
16 RCOs to come in to assist them in the application
17 process. So, we are trying to support the system
18 as best as we can.

19 COUNCILMAN HENON: As long as your
20 assisting the RCOs to, you know, either come in
21 compliance or become a new RCO.

22 MS. SHARPE: Correct.

23 COUNCILMAN HENON: At the same time
24 coordinated with District Councilperson.

1 MS. SHARPE: Correct.

2 COUNCILMAN HENON: And letting them know
3 what's taking place in their district, I think
4 that is a -- I think I would want to know as a
5 District Councilperson. So, I am sure we all do.
6 Thank you.

7 Council President, is there anybody else in
8 the cue or -- I will wait. Okay. I will come
9 back. Thank you.

10 COUNCIL PRESIDENT CLARKE: Chair recognizes
11 Councilwoman Blackwell.

12 COUNCILWOMAN BLACKWELL: Thank you.

13 Mr. Director, how long after a group is
14 told that they are approved after this new
15 application and any changes or amendments, I
16 should say, you want to their application -- after
17 they are told they are approved, how long does it
18 take for them to be posted? Because I'm having
19 that as an issue, as well.

20 MS. SHARPE: I believe -- I don't want to
21 speak out of turn. But I think we upload twice a
22 week. So, they might be approved on a Monday. I
23 think there's a Wednes -- they are uploaded to the
24 system, the City's website, so they can be

1 registered online and then I think on Saturday
2 night. So, it's twice a week.

3 So as soon as they are told, they fall into
4 the cue for the next level of upload. It should
5 not be more than a week once they've been
6 approved.

7 COUNCILWOMAN BLACKWELL: Well, that's -- I
8 do have that as an issue. Where the groups as
9 they were told they're approved and then haven't
10 been on -- they weren't listed on the website.

11 MS. SHARPE: All right. We can follow.

12 COUNCILWOMAN BLACKWELL: Thank you,
13 Mr. President.

14 COUNCIL PRESIDENT CLARKE: Thank you,
15 Councilwoman.

16 Chair recognizes Councilwoman Squilla.

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

19 On -- on the RCO issue, there obviously was
20 a lot of confusion since the new introduction and
21 the March, I guess, reapplication and when they're
22 approved. I notice there was some communication
23 back and forth from your RCOs either was
24 incomplete or they need a little more information.

1 But what happens if there is an RCO -- now,
2 they have to reapply every year, correct?

3 MR. JASTRZAB: Every two years.

4 COUNCILMAN SQUILLA: Every two years. If
5 an RCO falls out of compliance any time before
6 that, is there a -- an issue where if another RCO
7 challenges that or something happens where -- or
8 they stay that RCO even though they're not in
9 compliance? That was the question brought to me,
10 so I didn't know the answer.

11 MR. JASTRZAB: We do have regulations that
12 state that if -- if the RCO is not holding
13 meetings on a regular basis, not having them open
14 to the public and we become aware of that, there
15 is a -- there is a process for decertifying them.
16 We've never had to do that to date. And, of
17 course, if -- if an RCO is -- should ever be
18 decertified, they would have an opportunity to
19 re -- reapply.

20 So, you know, we are trying to monitor them
21 as closely as -- as we're able to. If it comes to
22 our attention that an RCO is not performing as
23 they -- as they should be as a representative of
24 community residents, we would then investigate it.

1 We haven't had to do that to date.

2 COUNCILMAN SQUILLA: I know it's fairly
3 new. Hopefully, you wouldn't have to do it
4 already.

5 MR. JASTRZAB: I'm hoping.

6 COUNCILMAN SQUILLA: I mean, they just
7 reapplied in March, correct?

8 MR. JASTRZAB: Correct.

9 COUNCILMAN SQUILLA: So the approval
10 process just happened. I mean, I don't expect
11 anybody just approved to be -- kind of hard to say
12 that they aren't going through compliance at this
13 point. But that was just a question from a good
14 RCO, somebody who actually does it there. They
15 were just wondering if somebody could challenge
16 their RCO status. And then --

17 MR. JASTRZAB: We do have about a year of
18 experience with RCOs under the original Zoning
19 Code. And, you know, we never had to take action
20 to -- to decertify anybody.

21 COUNCILMAN SQUILLA: Okay. But that -- is
22 that action brought -- can be brought by any
23 individual? That's what their concern was.

24 Who would -- who would challenge that?

1 MS. SHARPE: I think in our regs it says,
2 like, if they are not performing their duties.
3 So, you couldn't just challenge on the face of
4 nothing. It has to be, like, I didn't -- as a
5 coordinating RCO, I failed to hold a meeting or
6 failed to submit the meeting minutes in a timely
7 fashion. So, it would have to be something that
8 falls within the purview of the responsibility of
9 an RCO.

10 COUNCILMAN SQUILLA: All right. So if
11 somebody had a complaint about them, you can just
12 ask for their meeting dates and their minutes for
13 the meetings. And therefore, it would just be
14 thrown out and saying that --

15 MS. SHARPE: Yeah. It would have to be
16 something justifiable.

17 COUNCILMAN SQUILLA: Right. Now, I guess,
18 during the zoning process, the people applying for
19 the zoning get notice of what -- who the RCOs
20 currently are, correct?

21 MS. SHARPE: Correct.

22 COUNCILMAN SQUILLA: And they have to
23 contact them, and then also have to flyer the area
24 for their meeting?

1 MS. SHARPE: Their neighbors.

2 COUNCILMAN SQUILLA: Right. And that --
3 that is -- during that process, if there is an RCO
4 that was not included in that for some reason
5 or -- or became new, they could only apply certain
6 times, correct? Or can they apply at any time?

7 MS. SHARPE: RCOs? RCO, the application
8 window actually closed February 1 to February 28.
9 Applications will open again June 1 to June 30.
10 We have some lag because of the processing. So,
11 we are going to try to finish those out probably
12 by the end of this month. But a new RCO, we could
13 take offline. But if it was --

14 COUNCILMAN SQUILLA: Just for general
15 questions.

16 MS. SHARPE: No. You can't. It's an
17 annual application form.

18 COUNCILMAN SQUILLA: Once a year?

19 MS. SHARPE: You can't just pop up and be
20 an RCO in the middle of the year, no.

21 COUNCILMAN SQUILLA: Okay. And -- and the
22 developers or the person who is doing some zoning
23 issue or having permit, building a deck or
24 something, would then be notified of who that --

1 those RCOs are?

2 MS. SHARPE: Correct. The process is that
3 the Planning Commissions get notice from L&I of
4 the refusal. We then turn around, generate
5 addresses of their neighbors based on the
6 regulations. We notify City Council. We notify
7 the -- we send a letter to the applicant copying
8 City Council, all the RCOs if there is more than
9 one. If there is no RCO, we contact Council and
10 ask you to be the designated RCO. And then we
11 also ask you to determine who the coordinated RCO
12 is.

13 COUNCILMAN SQUILLA: All right. So, you
14 send a letter to me?

15 MS. SHARPE: Uh-huh, we copy.

16 COUNCILMAN SQUILLA: A physical letter or
17 email?

18 MS. SHARPE: Email. There are some -- some
19 RCOs which request snail mail. So we do mail, as
20 well.

21 COUNCILMAN SQUILLA: Who -- who gets that
22 mail?

23 MS. SHARPE: Your office.

24 COUNCILMAN SQUILLA: Does it go to who? To

1 my Chief of Staff or does it go to --

2 MS. SHARPE: I think -- I forget who the
3 designees in your office is. I think it's copied
4 to Sean.

5 COUNCILMAN SQUILLA: Sean, okay.

6 MS. SHARPE: But I'm not sure who the point
7 person -- I think he appointed somebody else as
8 the point person for that.

9 COUNCILMAN SQUILLA: Okay. So they would
10 get -- they get an email for every zoning in my
11 district.

12 MS. SHARPE: Uh-huh.

13 COUNCILMAN SQUILLA: Okay. And at that
14 point, then -- so they are notified when the
15 applicant is refused and is now going to --

16 MS. SHARPE: Within seven days, the
17 Planning Commission has to send a correspondence
18 indicating the addresses of the near neighbors
19 that the applicant is responsible to notify about
20 the project, all the RCOs including the designated
21 coordinating RCO, whether it's Council or somebody
22 else, and who they instructions to follow up with
23 holding the public meeting for the community about
24 the project. So, we send all that out within

1 seven days of notice from L&I.

2 MR. JASTRZAB: And that notification can
3 also occur when the CDR process is triggered.

4 MS. SHARPE: Correct.

5 MR. JASTRZAB: Which could be a by-right
6 development. But we also notify for -- for CDR
7 actions, as well.

8 COUNCILMAN SQUILLA: Okay. All right.
9 Thank you very much.

10 MS. SHARPE: Thank you.

11 COUNCIL PRESIDENT CLARKE: Thank you,
12 Councilman.

13 Chair recognizes Councilman Henon.

14 COUNCILMAN HENON: Thank you, Council
15 President.

16 COUNCIL PRESIDENT CLARKE: Welcome, sir.

17 COUNCILMAN HENON: I hope you are not out
18 in anybody's office now. What a lack of response.
19 All right. I'm sure we would never do that.

20 So, got a few other questions here. You
21 state that in the district plans that they are
22 measured by number of bills prepared for
23 properties identified for zoning changes. Both
24 good measures.

1 Is there data captured that measures the
2 public participation in a development and approval
3 of these plans?

4 MR. JASTRZAB: We do measure -- we do
5 measure participation in our civic outreach
6 meetings, our public meetings regarding a district
7 plan. We also -- we also maintain a -- several a
8 face -- Facebook site, Twitter account and notify
9 and count the number of participants in those kind
10 of social media discussions. We also monitor hits
11 to our website for -- for certain issues.

12 So, we -- we use all of those things as a
13 measure of our ability to reach out to the public
14 regarding any particular issue.

15 COUNCILMAN HENON: I'm just going to state
16 this for the record. And I know for a fact I am
17 going to speak in my district, all right.
18 Although, we -- you know, we are increasingly
19 becoming a younger, hipper city, we are still
20 little behind some of the social media
21 communication and website visits and things like
22 that. So when you take a look at each district is
23 different, you know, when it comes to their, you
24 know, their participatory in -- in that kind of

1 technology. So how do we --

2 MR. JASTRZAB: I mean, we --

3 COUNCILMAN HENON: So you have a meeting.

4 And the District Councilperson is notified?

5 MR. JASTRZAB: Yeah. I mean, we don't
6 use -- we don't use electronic media exclusively.
7 We still do things the old fashioned way. Working
8 with block captains to leaflet areas when we're
9 holding a public meeting.

10 COUNCILMAN HENON: That is how you're going
11 to get the -- the encouragement and support of the
12 District Councilperson by -- by having that kind
13 of -- that social engagement, you know, face to
14 face in addition to, you know, the social media
15 outreach and website.

16 MR. JASTRZAB: Right.

17 COUNCILMAN HENON: Okay.

18 MR. JASTRZAB: We also -- we also have a
19 series of, again, electronic media but email
20 lists. So, you know, when we prepare an agenda
21 for a City Planning Commission meeting, that
22 agenda is blasted out to several thousand email
23 accounts that -- you know, that we have on our
24 system.

1 When we have a -- when we prepare an agenda
2 for a public CDR meeting, that information is
3 blasted out. When we hold -- when we schedule a
4 public meeting for any district plan, that
5 information is also blasted out. So, we're --
6 we're using our -- all means available to make
7 that -- you know, to make information known about
8 the kinds of things that we're doing.

9 COUNCILMAN HENON: Good. And I -- and I
10 agree with that. I mean, I'm glad to hear that.

11 Last on the questions of -- with -- with
12 the RCOs. Somebody -- is there somebody in the
13 oversight to make sure that everybody is in
14 compliance not just the RCOs but the -- the
15 applicant for when it becomes time to go in front
16 of the ZBA?

17 Do you coordinate with the ZBA making sure
18 that everybody is in good standing and have
19 completed the required information and meetings
20 and things like that?

21 MR. JASTRZAB: We are -- we are monitoring
22 that. Our staff is monitoring that. I'm not sure
23 at the ZBA that that has happened in each and
24 every occasion. I know for CDR meetings that the

1 required -- the required RCO meetings must occur
2 before we can even hold a CDR meeting.

3 COUNCILMAN HENON: Correct.

4 MR. JASTRZAB: That, in fact, happens.

5 COUNCILMAN HENON: So, it's stopped before
6 it gets to --

7 MR. JASTRZAB: Yes.

8 COUNCILMAN HENON: So the communities, I'm
9 just -- I've been through this process, so I know.
10 All right. I just want to hear it again.

11 So the communities have their say, their
12 input and their -- their opportunities, you know,
13 and then you sign off it before it even gets to
14 the ZBA; is that correct?

15 MR. JASTRZAB: Yes.

16 MS. SHARPE: CDR.

17 COUNCILMAN HENON: For CDR.

18 MR. JASTRZAB: Well, for CDR, I can speak
19 specifically about CDR because I'm personally
20 involved in -- in that -- those kind of meetings.

21 So yesterday, there was a public CDR
22 meeting involving the Children's Hospital of
23 Philadelphia proposal for 700 Schuylkill Avenue.
24 We -- we requested in advance of the CDR meeting

1 from the three RCOs that were involved letters
2 stating that they had met -- they had, in fact,
3 met with Children's Hospital before we held the
4 public meeting yesterday.

5 There are far more ZBA hearings. And the
6 rule -- the rule of thumb is that the Z -- the ZBA
7 should not be holding a hearing on a zoning
8 refusal unless the developer has met with the RCO,
9 and that the RCO has documented that.

10 COUNCILMAN HENON: So, where is the checks
11 and balances there?

12 So if -- if people are in compliance,
13 anybody -- I don't care who it is. If they're not
14 in compliance by the time they get to the ZBA --
15 because we're doing this for all the right
16 reasons. So if it -- if it comes in front of the
17 ZBA, is the ZBA instructed, and it should be, by
18 law. It's a law.

19 The ZBA shouldn't be hearing any variances
20 or any cases, you know, whatsoever relevant to
21 zoning without everybody -- all parties involved
22 meeting their -- their requirements; is that
23 correct?

24 MR. JASTRZAB: That is the requirement.

1 And my understanding from speaking to staff who --
2 Commission staff who staff the RCO meetings, that
3 when -- when it is -- when it becomes known that a
4 developer has not met with a RCO, that case will
5 be continued until that meeting occurs. Now, I'm
6 not sure --

7 MS. SHARPE: We don't oversee the ZBA. So
8 that's part of the capacity issues. We weigh in
9 on it, but that -- that is one of our challenges
10 in making sure that that does happen. But it is
11 our understanding that the ZBA Board will not hear
12 a case unless it's --

13 COUNCILMAN HENON: I am sure that they will
14 abide by the law. Okay. Thank you.

15 COUNCIL PRESIDENT CLARKE: Thank you,
16 Councilman.

17 With that, no one else is tee'd up other
18 than Councilman Henon.

19 (Panel laughs.)

20 COUNCILMAN HENON: I'll be brief.

21 COUNCIL PRESIDENT CLARKE: No matter how
22 long it takes?

23 COUNCILMAN HENON: No matter how long --
24 I've heard that before. I've heard that before.

1 Okay. So, the recommendations from the
2 Zoning Board in the one -- one year review, I
3 don't know is that -- is this the right panel
4 for -- for that?

5 MR. JASTRZAB: Yes.

6 COUNCILMAN HENON: Or would that be our
7 Deputy Mayor?

8 MR. JASTRZAB: No we -- certainly the
9 Deputy Mayor can answer the questions, too. But
10 we're -- you know, the City Planning Commission
11 prepared the One Year Report that was transmitted
12 to City Council in August.

13 COUNCILMAN HENON: Four simple questions.

14 MR. JASTRZAB: Yeah.

15 COUNCILMAN HENON: And I'm going to read
16 off the quote and then ask -- ask my question.
17 All right. And this is just from the
18 recommendations from the One Year Review.

19 "There is uncertainty as how much weight
20 ZBA gives to citizen and RCO support or opposition
21 to individual variance request and a desire to
22 understand the basis of ZBA decisions."

23 All right. So my question is, I've heard
24 from a lot of constituents in -- in the district

1 and, quite frankly, throughout the City that the
2 ZBA on some occasions, not all occasions, on some
3 occasions has been unresponsive to the community's
4 concerns.

5 Does the ZBA provide decision information
6 to the Planning Commission?

7 If not, why? And if so, if we have that
8 decision making information, can we have that
9 publicly available or at least upon request?

10 - - -

11 (Panel converses amongst themselves.)

12 - - -

13 COUNCILMAN HENON: You need -- you need a
14 lawyer?

15 MR. JASTRZAB: We're just consulting here a
16 little bit. I believe that we can monitor -- that
17 we have the ability to monitor that. But I'm not
18 sure of the statistics. And I think that's
19 probably something that we would have to get back
20 to you on.

21 COUNCILMAN HENON: Okay. I appreciate if
22 you can provide it to the Chair.

23 MR. JASTRZAB: Will do.

24 COUNCILMAN HENON: And I will forward

1 these -- these last couple questions over to you
2 just for the record.

3 Quote from the recommendations again.

4 "Coordinate with L&I to create a data
5 tracking system for variances and special
6 exceptions. The system should at a minimum
7 provide the ability to track the number of
8 variances and special exceptions requested by each
9 appeal to the ZBA and Zoning Code provisions
10 causing each variance or special exception."

11 Is this data recorded? Is it publicly
12 available? And is it being tracked?

13 MS. SHARPE: It's a work in progress.

14 COUNCILMAN HENON: It's a work in progress.

15 MR. JASTRZAB: It is a work in progress.

16 It -- we -- we are tracking -- we are tracking it.
17 I don't believe that we -- that it's publicly
18 available in the sense that we're not posting that
19 on our -- on our website on a regular basis. But
20 I -- we are tracking it, and we have discussed in
21 house the need to build a more robust database
22 that would allow us to do more -- more analysis
23 of -- of that data.

24 MS. SHARPE: We're trying to work with OIT

1 to set up such a system that would allow us to
2 have that kind of data analysis happen.

3 Currently --

4 COUNCILMAN HENON: Data that --

5 MS. SHARPE: Like we can separate.

6 COUNCILMAN HENON: That you can analyze and
7 communicate with the ZBA?

8 MR. JASTRZAB: Yes.

9 MS. SHARPE: Special exceptions.

10 COUNCILMAN HENON: Do you coordinate now
11 through -- I mean, are you on the same database?

12 MS. SHARPE: Hansen?

13 COUNCILMAN HENON: Like Hansen so you can
14 communicate with each other electronically for
15 data-wise or?

16 MS. SHARPE: To some degree.

17 MR. JASTRZAB: I mean, we do have access to
18 the Hansen System and the new project eCLIPSE
19 database will be a more robust system. We do --
20 we do coordinate with L&I and the -- and the ZBA.
21 But the database that we use currently to track
22 variance requests and special exceptions requests,
23 I think are internal to the City Planning
24 Commission at -- at this point.

1 COUNCILMAN HENON: Okay. Could eCLIPSE be
2 enhanced to track that data? Is that the data
3 system, or we looking for a -- I mean, if you
4 don't have an answer, that's fine.

5 MR. JASTRZAB: Let us -- let us double
6 check on that and get back to you.

7 COUNCILMAN HENON: And 37 positions, is
8 that correct, that you're looking to fill.

9 MR. JASTRZAB: Yes.

10 COUNCILMAN HENON: And I missed the very
11 beginning of it. So, I don't know what those
12 positions are, but you're actively working to try
13 to fill those positions that's been budgeted?

14 MS. SHARPE: No. That's existing.

15 MR. JASTRZAB: All of our funded
16 positions -- the data that was provided to you, I
17 think, was as of the end of the calendar year.
18 So, we had five open positions. We've been
19 working to fill those positions, four of which
20 have been filled. I believe that we just made a
21 job offer for the fifth. That was accepted late
22 last night via email. So, all of those positions
23 are now filled.

24 MS. SHARPE: There are 37.

1 MR. JASTRZAB: So 37.

2 COUNCILMAN HENON: With the uptick of
3 construction and -- and development as -- I mean,
4 as you can see from the first quarter and permits
5 that are being pulled, you know, and planning so
6 you know what's coming. And this is my last
7 question from the Zoning Recommendation.

8 The office -- "The Office of Deputy Mayor
9 and Economic Development will explore how to
10 secure resources to create an additional stay of
11 position with the Board's administration unit who
12 is fully dedicated to the ZBA Admin."

13 Has this position been filled? Was that
14 one last night? I am joking here. That's a
15 funny.

16 MR. JASTRZAB: In our Fiscal 2015, we did
17 not receive any additional positions. We -- but
18 we're working on the side with L&I to see if we
19 can develop a -- an arrangement whereby we would
20 have a -- a dedicated staffer who could deal with
21 all issues related to RCOs and RCO notification.

22 COUNCILMAN HENON: And I think that's --
23 it's almost critical to making sure that we ensure
24 compliance on both the RCOs and the developer

1 compliance because -- because that's a law. And I
2 think it's --

3 MR. JASTRZAB: We agree.

4 COUNCILMAN HENON: -- necessary from a
5 process standpoint to make it easier for everybody
6 on your -- on your end and the community, you
7 know. So, I'm in favor of that.

8 With that, Council President, I am done.

9 Thank you.

10 COUNCIL PRESIDENT CLARKE: Thank you,
11 Councilman. Thank you all very much for your
12 testimony.

13 MR. JASTRZAB: Thank you.

14 MR. UREK: Thank you.

15 MS. SHARPE: Thank you very much.

16 COUNCIL PRESIDENT CLARKE: Next up we have
17 Commerce Department and OEO.

18 - - -

19 (Next Panel approaches table.)

20 - - -

21 COUNCIL PRESIDENT CLARKE: Good afternoon.

22 DEPUTY MAYOR GREENBERGER: Good afternoon.

23 And it is afternoon.

24 COUNCIL PRESIDENT CLARKE: You want to

1 summarize your testimony?

2 DEPUTY MAYOR GREENBERGER: Yeah. I'll
3 have, Council President, very brief opening
4 statement. And then we get right into questions.

5 COUNCIL PRESIDENT CLARKE: Thank you.

6 DEPUTY MAYOR GREENBERGER: One statement is
7 that I always seem to pick the short seat. I have
8 got to -- I've got to do better at this.

9 Good morning, Council President and Members
10 of the Council. I'm Alan Greenberger, Deputy
11 Mayor for Economic Development and Director of
12 Commerce. Joining me today are a number of our
13 Senior Staff: Duane Bumb, our Senior Deputy
14 Director of Commerce; Karen Fegely, our new,
15 relatively new, Deputy Director of Commerce; Linda
16 House, Director of Finance and Administration;
17 Angela Dowd-Burton, our Executive Director of the
18 Office -- of OEO and various other Senior Commerce
19 Staff.

20 Department of Commerce is submitting a
21 Fiscal Year 2015 Operating Budget request of over
22 a hundred million dollars but only of which
23 \$19 million relates to the General Fund, and most
24 of that relates to Convention Center pass-through

1 money. So in the end, the Commerce Budget is
2 about, all told, about \$3.5 million. The rest of
3 it is passed through.

4 First, let me thank members of City Council
5 with whom we work every day to attract businesses
6 and create jobs in the City. We started -- we
7 have shared short profiles of the collective work
8 we have done in the last year with each of the
9 Council District -- with each Council District
10 with the district members and are working on a
11 broader piece highlighting economic development
12 achievements across the City. And we will take
13 that compilation of the ten district summaries and
14 put them together in one piece and make them
15 available to all 17 Councilmembers in the next
16 week or two.

17 Thanks to the partnership between the
18 Administration and Council and our work with other
19 organizations such as PIDC, the Chamber of Select
20 Greater Philadelphia and the Commonwealth,
21 Philadelphia continues to bounce back from the
22 effects of the recession. A few statistics.

23 There are more jobs in Philadelphia in 2013
24 than any year since 2003. Specifically, there are

1 666,000 jobs in the City of Philadelphia. There
2 were more Philadelphians employed in January 2014,
3 which is when the latest data is available, than
4 in any January since 2009; 589,000 employed
5 Philadelphians. There are also fewer
6 Philadelphians unemployed in January than any
7 January since 2008; specifically, 57,000
8 unemployed Philadelphians.

9 The unemployment rate is 8.9 percent, which
10 is too high, but it is also 3 percent -- 3
11 percentage points lower than when I testified
12 before this body at last year's Budget Hearing.
13 And I don't say all of this to suggest that
14 there's a victory lap to be taken here. But it
15 does suggest that the picture is improving.

16 Before taking questions, I would like to
17 share a few highlights with you for the year. The
18 Department of Commerce has attracted or retained
19 almost 30 companies in Fiscal Year 2014 to date.
20 In terms of real estate development, approximately
21 \$7.5 billion in construction projects have either
22 been completed since January 2013, are currently
23 under construction or are planned in the near
24 future. And you should think of that as a

1 six-year window.

2 The Office of Economic Opportunity
3 continues to increase minority participation in
4 City contracts. And as a result, will increase
5 the goal for minority women and disabled-owned
6 business participation in the City contracts to
7 30 percent in Fiscal Year 2015 from its current
8 goal of 25 percent. The Office of Neighborhood
9 Economic Development is expanding the support
10 which it provides to commercial corridors and
11 small businesses. I am sure we will talk a little
12 bit more about that later during the Hearing.

13 Working in close partnership with
14 Councilman Bobby Henon, the Department of Commerce
15 convened a range of internal and external partners
16 through the Manufacturing Task Force to develop a
17 manufacturing growth strategy for Philadelphia.
18 One of the recommendations of the report, the
19 creation of an Office of Manufacturing Industry
20 within city government was recently announced by
21 the Mayor during his Budget Address. And today, I
22 am happy to announce that we have appointed
23 Michael Cooper who is currently at PIDC but will
24 be coming over to Commerce to serve as Director of

1 this new office.

2 And we continue to be aggressive in our
3 support of start ups, pursuit of international
4 investment and our efforts to streamline the
5 development process to make it easier to get
6 projects done in the City.

7 And with that, we will take your questions.
8 Thank you.

9 COUNCIL PRESIDENT CLARKE: Thank you.

10 Couple questions. You talked about the 30
11 companies that -- have you retracted or retained,
12 creating and retaining of almost 12,000 jobs.

13 Can you describe in more detail exactly
14 what you've done to do that and what your role as
15 the Commerce Department was to maintain or create
16 those new jobs?

17 DEPUTY MAYOR GREENBERGER: Sure.

18 COUNCIL PRESIDENT CLARKE: And the
19 categories of those jobs: Temporary, permanent.
20 And you know what, actually some of this you can
21 just kind of send -- I'm going to ask you for
22 specific figures, which I'm sure you may not have.

23 DEPUTY MAYOR GREENBERGER: I have a few.
24 And I'll bring some specific figures in as I know

1 them at least as I have them written down. But
2 I'm also happy to provide Council with a list of
3 those attractions. So, let's start on the
4 retained portion.

5 We're aware of businesses that are -- whose
6 leases are either up or are contemplating growth.
7 They come to us sometimes directly into Commerce.
8 Sometimes they come through PIDC. Sometimes they
9 come through Select Greater Philadelphia. And we
10 begin discussions with them about their longer
11 term plans. We often do that jointly,
12 particularly with PIDC, and talk about how we
13 might best position the City to retain them. In
14 many cases, there's also job growth attached.

15 And some examples of that would be FMC,
16 Beneficial Bank are two of the most prominent ones
17 from last year who were being actively courted by
18 other states who, in some cases, particularly the
19 case in New Jersey, are offering massive tax
20 credit arrangements. So basically, we have to get
21 in there and make the case for why staying in
22 Philadelphia is worthwhile.

23 I will tell you that an enormous amount of
24 the reason that these businesses choose to stay is

1 because of the access to talent and new employees,
2 especially -- particularly as some of their staff
3 ages out of their companies. And I think the --
4 the access to the rest of the world, both through
5 the Airport and up and down the east coast. This
6 turns out to be very meaningful to a lot of
7 companies. It certainly had to do with why both
8 those companies stayed.

9 And they were also -- we do this sort of, I
10 wouldn't say jointly, but we sort of do it in
11 parallel in case, for instance, of FMC. Actually,
12 FMC and Beneficial landlords who are interested in
13 providing them new space. And so, we're in
14 coordination on that.

15 On the attraction front, it -- it really
16 ranges across -- and some of those companies, by
17 the way, also have planned growth. And we're
18 aware of that and do our best to help incentivize
19 and work with the State when RACP money is
20 involved, work on low interest loans to the extent
21 that those are part of the story as well or can be
22 part of the story. So, we do what we can with the
23 limited tools that we have.

24 On the new businesses, they fall into a lot

1 of different categories. And I will try to
2 quickly summarize what some of them are and what
3 our efforts are in them. Some of them are, again,
4 new companies that we become aware of through the
5 network of connections we have. And I will give
6 you a good example.

7 Axalta Coating Systems. A company that --
8 a new company that purchased the old DuPont
9 Coating Systems, paint. Decided that it needed to
10 reposition itself outside of the DuPont node in
11 Delaware. And suggested that being in
12 Philadelphia particularly for their global
13 headquarters was going to be an important thing to
14 them. They also were aware, and we certainly
15 emphasized this point with them too, that there is
16 a growing node of chemical and petroleum-related
17 businesses in the City of Philadelphia. And they
18 wanted to be part of that.

19 So, we were able to attract them into the
20 City with over a hundred new and extremely high
21 paying jobs. Which serves one of the critical
22 outcomes of what we do, which is to increase the
23 tax base. The most critical in -- the most
24 critical outcome being the expansion of the job

1 base in the City, particularly for Philadelphians.

2 Other instances are more, you might say,
3 sector related. There is an enormous amount of
4 development that's going on amongst our
5 institutions. I think just this morning there may
6 have been an article about CHOP'S proposals for
7 the east side of the Schuylkill. They are working
8 through a process. That's probably a two-plus
9 billion dollar investment. That is, you know,
10 just part of who they are and who they've become
11 which, of course, is spectacular. And everybody
12 knows about Comcast.

13 COUNCIL PRESIDENT CLARKE: Excuse me. So
14 are you suggesting that the Commerce Department
15 played a role in that decision?

16 DEPUTY MAYOR GREENBERGER: We didn't play a
17 role in the decision for CHOP to move to expand,
18 no. That's their decision. We played a role and
19 continue to play a role in helping them get
20 through a regulatory process to get that project
21 done. So, our role sometimes is at the front end
22 and sometimes it's more at the regulatory end.

23 I can give you an example of a more
24 front-end related one. That is our efforts in

1 what's sometimes referred to as the technology and
2 start up community. As you know, Council
3 President, we've done a fair bit of work through
4 an operation we call Start Up PHL to advocate for,
5 provide seed funding for and provide some limited
6 grant money to expand this environment of start up
7 businesses.

8 People think that that's all about
9 technology businesses, and that's certainly part
10 of it. A lot of those businesses have grown
11 dramatically in Philadelphia over the last four
12 years. But this is specifically targeted to
13 create a start-up culture that becomes known
14 throughout the United States and hopefully
15 throughout the world.

16 That is how we're going to attract more of
17 these businesses and also how we're going to
18 retain some of the young people who have great
19 ideas and then frequently, in the past, have gone
20 to other cities in pursuit of those business
21 opportunities .

22 COUNCIL PRESIDENT CLARKE: Okay. Can you
23 forward a list of the 30 companies?

24 DEPUTY MAYOR GREENBERGER: Sure.

1 COUNCIL PRESIDENT CLARKE: And if it at all
2 possible, categorize which ones were actually
3 created and -- in terms of the jobs, the 12,000
4 jobs, and which ones were retained.

5 DEPUTY MAYOR GREENBERGER: Be happy to.

6 COUNCIL PRESIDENT CLARKE: Be helpful, too.

7 DEPUTY MAYOR GREENBERGER: Can I also
8 just -- I'm sorry. Keep going.

9 COUNCIL PRESIDENT CLARKE: And if at all
10 possible, the geographical area where those
11 companies are.

12 DEPUTY MAYOR GREENBERGER: Yeah. I'm happy
13 to do that. Which -- if I might take one other
14 moment to also mention on my list, we're also at
15 the same time all this is going on, the fact is
16 that two-thirds of the resources of the Commerce
17 Department are devoted to naval commercial
18 corridors, small business that are -- exist
19 throughout the City including some manufacturing
20 and technology businesses that choose not to be in
21 Center City for one reason or another.

22 COUNCIL PRESIDENT CLARKE: Okay. If you
23 can just forward that.

24 DEPUTY MAYOR GREENBERGER: Anyway, that

1 will all be on the list.

2 COUNCIL PRESIDENT CLARKE: Okay. Thank
3 you.

4 You also stated in your testimony on page
5 3, real estate development since January 2013, 7.5
6 billion in construction. And if you can also, and
7 you don't have to do it now, just explain
8 Commerce's role in that. And where those -- that
9 particular real estate development took place
10 geographically if you can give me a map of the
11 city.

12 DEPUTY MAYOR GREENBERGER: Sure. Happy to
13 do --

14 COUNCIL PRESIDENT CLARKE: Tell me where
15 at.

16 DEPUTY MAYOR GREENBERGER: Happy to do
17 that.

18 COUNCIL PRESIDENT CLARKE: And the time
19 frame, because you talked about a six-year window.

20 DEPUTY MAYOR GREENBERGER: Yeah. That's
21 about a six-year window from when construction
22 really started to pick up again in 2011 up to
23 things that will most likely be completed
24 somewhere in the vicinity of 2017. That's a

1 six-year outlook.

2 COUNCIL PRESIDENT CLARKE: Okay.

3 DEPUTY MAYOR GREENBERGER: Of things that
4 we know and -- and believe have either happened or
5 are quite sure will happen.

6 COUNCIL PRESIDENT CLARKE: Okay.

7 And also again in your testimony on page 5,
8 you talked about 650,000 proposed to fund
9 approximately 17 organizations to hire staff to
10 clean sidewalks and neighborhood corridors.

11 One, is there currently an appropriation
12 for that in Fiscal '14, or is this new money?

13 DEPUTY MAYOR GREENBERGER: This is money
14 that typically flows through the system from the
15 federal side, from CDBG and other grant sources.
16 And yes, as far as we know, it is in FY15, as
17 well.

18 COUNCIL PRESIDENT CLARKE: So, it's not new
19 money?

20 DEPUTY MAYOR GREENBERGER: No. This is --
21 this is yearly money that is flowing to us on the
22 federal side.

23 COUNCIL PRESIDENT CLARKE: Okay. When you
24 see it here, it looks like --

1 DEPUTY MAYOR GREENBERGER: You will see it
2 in the Comm Plan 40 testimony, as well.

3 COUNCIL PRESIDENT CLARKE: And it was in
4 the last Comm Plan.

5 DEPUTY MAYOR GREENBERGER: It was in the
6 last one. And it's going to be new monies in the
7 next one.

8 COUNCIL PRESIDENT CLARKE: All right. And
9 if you can talk to me about the selection process.

10 I ask that question because I was at a
11 meeting. And, you know, when you go to these
12 community meetings and people had commercial
13 corridors and make sure our funding is in place
14 for next year.

15 DEPUTY MAYOR GREENBERGER: Yeah.

16 COUNCIL PRESIDENT CLARKE: You know how it
17 goes. Or maybe you don't.

18 DEPUTY MAYOR GREENBERGER: Do you want me
19 to say something about that?

20 COUNCIL PRESIDENT CLARKE: You can say it
21 or you can forward it to us.

22 DEPUTY MAYOR GREENBERGER: Okay. I will
23 tell you just briefly is that there are selection
24 committees that are formed around each of these

1 competitive grant processes to evaluate the
2 proposals that are put in. They are scored,
3 graded. We go over them in detail. And, you
4 know, inevitably some proposals are better than
5 others.

6 And we certainly look at things like past
7 performance, how well the communities are doing
8 with the money, how effectively they are using it
9 to try to make determinations about how to parse
10 this money. We don't have enough to do everybody.

11 COUNCIL PRESIDENT CLARKE: Is there a
12 selection -- I mean, is there an application
13 process?

14 DEPUTY MAYOR GREENBERGER: There is an
15 application process. And proposals are taken in
16 under Karen Fegely's direction. And then the
17 committees are put together to review the
18 applications.

19 COUNCIL PRESIDENT CLARKE: And those
20 committees are from what? Commerce or -- the
21 Commerce Department?

22 DEPUTY MAYOR GREENBERGER: Those are --
23 where's Karen? In total -- yes.

24 MS. FEGELY: Some Commerce people and

1 usually some representatives from other
2 departments, as well.

3 COUNCIL PRESIDENT CLARKE: Okay.

4 DEPUTY MAYOR GREENBERGER: Depending on
5 which -- what the subject is.

6 COUNCIL PRESIDENT CLARKE: If you can just
7 give me a list --

8 DEPUTY MAYOR GREENBERGER: Sure.

9 COUNCIL PRESIDENT CLARKE: -- of the
10 selection committee.

11 DEPUTY MAYOR GREENBERGER: Uh-huh.

12 COUNCIL PRESIDENT CLARKE: That's it for me
13 right now.

14 Chair recognizes Councilman Goode.

15 COUNCILMAN GOODE: Thank you,
16 Mr. President.

17 Good afternoon, Deputy Mayor Greenberger.

18 DEPUTY MAYOR GREENBERGER: Good afternoon.

19 COUNCILMAN GOODE: You oversee the Office
20 of Economic Opportunity; is that correct?

21 DEPUTY MAYOR GREENBERGER: Yes, I am.

22 COUNCILMAN GOODE: On paper or for real?

23 DEPUTY MAYOR GREENBERGER: The Office of
24 Economic Opportunity lives within the Department

1 of Commerce.

2 COUNCILMAN GOODE: So, are you actively
3 involved?

4 DEPUTY MAYOR GREENBERGER: I am.

5 COUNCILMAN GOODE: Okay. I want to have a
6 discussion today with hopes that we can resolve
7 one very serious issue, resolve as much as
8 possible. I want the discussion to be between you
9 and I. This issue has to be resolved before the
10 release of the Disparity Study and the setting of
11 your Participation Goals.

12 I will start by saying before I run through
13 my list of questions that to have set a goal for
14 Fiscal Year '15 before the Annual Disparity Study
15 is against the law. That's how I'll start.

16 The first question is, your testimony
17 states that the Administration's increased in the
18 DBE participation goal from 25 percent to
19 30 percent. Are you familiar with the laws
20 regarding the setting of participation goals?

21 DEPUTY MAYOR GREENBERGER: I'm sorry. Am I
22 familiar with the laws --

23 COUNCILMAN GOODE: With the laws regarding
24 the setting of participation goals?

1 DEPUTY MAYOR GREENBERGER: Probably not in
2 the detail that you are about to bring up, so
3 please continue.

4 COUNCILMAN GOODE: So, do you know what's
5 in the Charter?

6 DEPUTY MAYOR GREENBERGER: I know that
7 there's a Disparity Study every year that sets
8 what the baseline goal is.

9 COUNCILMAN GOODE: But you're not really
10 familiar with what's in the Charter?

11 DEPUTY MAYOR GREENBERGER: I can't tell you
12 in detail.

13 COUNCILMAN GOODE: Okay. Do you know
14 what's in the Code?

15 DEPUTY MAYOR GREENBERGER: Again, I cannot
16 tell you -- I can't cite in detail.

17 COUNCILMAN GOODE: Do you know that the
18 setting, the 25 percent goal, was legal?

19 DEPUTY MAYOR GREENBERGER: I believe it
20 was. It came from the Disparity Study.

21 COUNCILMAN GOODE: And it represents 25
22 percent of what?

23 DEPUTY MAYOR GREENBERGER: It represents
24 the difference between the availability of firms

1 and the level of participation within a given set
2 of areas.

3 COUNCILMAN GOODE: Okay. And what does the
4 30 percent goal represent?

5 DEPUTY MAYOR GREENBERGER: 30 percent is an
6 aspirational goal to try to continually increase
7 the participation rate that we are getting. We
8 have no surety that we can get there.

9 COUNCILMAN GOODE: It is 30 percent of
10 what?

11 DEPUTY MAYOR GREENBERGER: It is 30 percent
12 of the -- 30 percent of the procurement that the
13 City does for which we have -- for which there is
14 availability.

15 COUNCILMAN GOODE: Is the 30 percent goal,
16 30 percent the same base as the base that was --
17 where the 25 percent goal was set?

18 DEPUTY MAYOR GREENBERGER: I don't believe
19 it is. I know that you had brought this up at the
20 Comcast Hearing. I believe that you're right
21 about the math, although, there is some subtlety
22 behind it that I'd be happy to go over with you in
23 detail.

24 COUNCILMAN GOODE: Okay. It represents the

1 exclusion of \$150 million in contracts.

2 DEPUTY MAYOR GREENBERGER: That's right.

3 It excludes things for which there is no
4 availability.

5 COUNCILMAN GOODE: Is that legal?

6 DEPUTY MAYOR GREENBERGER: We believe it is
7 because there is no availability. We don't know
8 what else we can do, like, buying electricity.

9 COUNCILMAN GOODE: Okay. Who has the legal
10 authority to define the categories of contracts in
11 the Disparity Study and Participation Goals?

12 DEPUTY MAYOR GREENBERGER: Well,
13 ultimately, we work on a basis of our beliefs
14 about what the law says. And we have to get that
15 confirmed by the Law Department.

16 COUNCILMAN GOODE: But my question is, who
17 has the legal authority to define the categories
18 of contracts in the Disparity Study and
19 Participation Goals?

20 DEPUTY MAYOR GREENBERGER: I'm not sure I'm
21 in a position to answer the question. I don't
22 know.

23 COUNCILMAN GOODE: Okay. Because you don't
24 know what's in the Charter and what's in the Code?

1 DEPUTY MAYOR GREENBERGER: I can't --

2 COUNCILMAN GOODE: Council has --

3 DEPUTY MAYOR GREENBERGER: I'm being
4 straight with you about what's in my head.

5 COUNCILMAN GOODE: I understand. Council
6 has that authority.

7 DEPUTY MAYOR GREENBERGER: Okay.

8 COUNCILMAN GOODE: So, who gave the
9 authority to exclude contracts?

10 DEPUTY MAYOR GREENBERGER: Based on what
11 you said, I imagine Council did.

12 COUNCILMAN GOODE: We did not.

13 DEPUTY MAYOR GREENBERGER: Okay.

14 COUNCILMAN GOODE: And there's nothing
15 within the Charter or the Code that gives you that
16 authority to exclude contracts.

17 What percentage of contracts did you
18 exclude to measure overall annual participation
19 rate?

20 DEPUTY MAYOR GREENBERGER: I think the
21 exclusion was about 20 percent of the whole.

22 COUNCILMAN GOODE: That's correct.

23 What percentage of contracts did you
24 exclude from the Managing Director's Office.

1 DEPUTY MAYOR GREENBERGER: I don't know.

2 Do you know that one, Angela?

3 I'm sorry. I don't know that one off the
4 top of my head.

5 MS. DOWD-BURTON: He's discussing --

6 COUNCILMAN GOODE: 97.5 percent.

7 What percentage of contracts do you exclude
8 in the Department of Human Services?

9 DEPUTY MAYOR GREENBERGER: I don't have
10 that information in front of me. But if you give
11 me a few minutes --

12 COUNCILMAN GOODE: It's 81 percent. You
13 excluded \$52 million worth of contracts from the
14 Managing Director's Office. You excluded
15 \$47 million worth of contracts from the Department
16 of Human Services.

17 What's the law regarding the setting of
18 participation goals for nonprofits?

19 DEPUTY MAYOR GREENBERGER: Want to try
20 that? There is -- yeah. We have not set goals
21 for them because of the complexity of figuring out
22 ownership issues.

23 Now we -- okay. Go ahead.

24 COUNCILMAN GOODE: Bill 060855(A) under the

1 requirement of what you're supposed to do: City
2 contracts participation goals for DBEs and
3 nonprofit city contracts related to for-profit
4 subcontract opportunities.

5 That's the law from '06 before this
6 Administration. You can't, as an Administration,
7 arbitrarily come in and change the rules when
8 they're the law. So, you're supposed to be
9 setting goals for nonprofits; is that correct?

10 DEPUTY MAYOR GREENBERGER: Ms. Dowd-Burton
11 is saying it's not in the Executive Order.

12 COUNCILMAN GOODE: The Executive Order is
13 not law.

14 DEPUTY MAYOR GREENBERGER: I hear you. And
15 I'm happy to revisit --

16 COUNCILMAN GOODE: Let me explain something
17 to you. This is very much about what is law and
18 what's not law.

19 What's the law with regard to submitting
20 up-to-date DBE directories to City Council?

21 DEPUTY MAYOR GREENBERGER: Angela?

22 MS. DOWD-BURTON: I'm sorry. Could you
23 repeat that, please?

24 COUNCILMAN GOODE: Deputy Mayor

1 Greenberger, what's the law --

2 DEPUTY MAYOR GREENBERGER: I don't know
3 what the law is off the top of my head.

4 COUNCILMAN GOODE: Okay. There is --
5 that's also within that same ordinance. There is
6 supposed to be an up-to-date directory 45 days
7 before the Fiscal Year.

8 Lastly, I will try to make this real
9 simple. When I amend the law, which I'm going to
10 do to explicitly require you to count all
11 contracts for goal setting, will you abide by the
12 law?

13 DEPUTY MAYOR GREENBERGER: Certainly, we
14 intend to. Yes.

15 COUNCILMAN GOODE: If not, I will sue you.

16 DEPUTY MAYOR GREENBERGER: All right.

17 COUNCILMAN GOODE: Thank you.

18 COUNCILWOMAN REYNOLDS BROWN: Thank you,
19 Councilman Goode.

20 As a follow up to the question regarding
21 nonprofits, I clearly remember at least four years
22 ago raising the question on how were we tracking
23 and holding nonprofits accountable that receive
24 city dollars. What were we doing with regards to

1 MBE/WBE procurement on their end.

2 And I was under the impression that a task
3 force had been organized to begin to look at that
4 more closely so that we can help nonprofits
5 understand, if you want to do business with the
6 City, then you have to do it in a way that helps
7 MBE/WBEs and just in terms of leveling the playing
8 field.

9 So, update where we are on that task force.

10 MS. DOWD-BURTON: Good morning,
11 Councilwoman Blondell Reynolds Brown. My name is
12 Angela Dowd-Burton. I am Executive Director of
13 the Office of Economic Opportunity.

14 So, you're absolutely right. Four years
15 ago we were looking at the nonprofit portfolio.
16 We realized while we spent a billion dollars a
17 year on the for-profit side of our investment,
18 we're actually spending two billion a year with
19 nonprofits. We pulled together the top 100
20 nonprofits which represented about 80, 85 percent
21 of that two billion dollars and talked to them
22 about the specifics of supplier diversity programs
23 and also to find out where they were.

24 We pulled the group together. We

1 introduced them in a second meeting to about 70 or
2 80 for-profit companies that they can look at.
3 These are minority and women-owned businesses who
4 were successful in the marketplace and who could
5 provide them with a products and services that
6 they would typically buy in spite of their narrow
7 margins as nonprofits.

8 We continue to work with nonprofits. And
9 the Office of Health and the Deputy Mayor of
10 Health has been instrumental in helping us collect
11 data and -- as well as the Managing Directors
12 Office and Finance -- collect data on the board
13 composition of these companies and the workforce
14 composition. I think you're -- you may be aware
15 of one of the largest nonprofits we do business
16 with, Vision Quest.

17 COUNCILWOMAN REYNOLDS BROWN: Yes.

18 MS. DOWD-BURTON: Who works for Human
19 Services, even relocated their operations inside
20 the City of Philadelphia and actually employ
21 80 percent of their workers are city residents
22 now. And A majority of them are women. A
23 majority of them are African-American.

24 So, there are different ways that we've

1 tried to identify supplier diversity programs and
2 other innovative opportunities for engaging the
3 workforce here in the City.

4 COUNCILWOMAN REYNOLDS BROWN: And what
5 measures are in place to look at trends to see if
6 those task force meetings are amounting to real
7 outcomes in terms of deepening their involvement
8 with MBE/WBEs?

9 MS. DOWD-BURTON: So, I think we're going
10 to affect the third year of collecting board data.
11 Each year the contracts that we have in place, we
12 are requiring --

13 COUNCILWOMAN REYNOLDS BROWN: Councilman
14 Goode?

15 COUNCILMAN GOODE: Madam Chair, I thought
16 you were asking about whether there were goals set
17 for nonprofits?

18 COUNCILWOMAN REYNOLDS BROWN: Yes, that
19 too.

20 COUNCILMAN GOODE: Okay. Okay.

21 MS. DOWD-BURTON: Okay. So, we do not have
22 participation goals that we set for nonprofits at
23 this time.

24 COUNCILWOMAN REYNOLDS BROWN: Forgive me.

1 Mr --

2 COUNCILMAN GOODE: It's the law.

3 COUNCILWOMAN REYNOLDS BROWN: And so with
4 that and the restatement that it is the law, where
5 and when do nonprofits understand that this is the
6 new order of the day when it comes to MBE/WBE
7 participation? How do we -- how -- how -- how can
8 that happen? How should that happen?

9 MS. DOWD-BURTON: Well, I think --

10 COUNCILWOMAN REYNOLDS BROWN: It's four
11 years later now.

12 MS. DOWD-BURTON: Absolutely. I think this
13 law from 2006 is really the first time I'm hearing
14 about it. And I apologize for that oversight. It
15 is certainly information that I would have
16 benefitted from four years ago. But after this
17 meeting, we will clearly explore --

18 COUNCILMAN GOODE: Point of information.

19 MS. DOWD-BURTON: -- content of this law.

20 COUNCILWOMAN REYNOLDS BROWN: Councilman
21 Goode.

22 COUNCILMAN GOODE: That section of the Code
23 is included in the Executive Order.

24 MS. DOWD-BURTON: Councilman, I have a copy

1 of the Executive Order.

2 COUNCILMAN GOODE: Then you should read it.
3 Because that section of the Code is included in
4 the Executive Order.

5 MS. DOWD-BURTON: I read the Executive
6 Order this morning, 0312. It's not there.

7 COUNCILMAN GOODE: That section of the Code
8 is included in the Executive Order.

9 MS. DOWD-BURTON: I will clear --

10 COUNCILMAN GOODE: If you have a copy of
11 the Executive Order --

12 MS. DOWD-BURTON: I will certainly --

13 COUNCILMAN GOODE: If you have a copy of
14 the Executive Order, I can show it to you right
15 now.

16 MS. DOWD-BURTON: I will certainly look at
17 the Executive Order again. But --

18 COUNCILMAN GOODE: You can give it to me,
19 and I can show it to you right now.

20 MS. DOWD-BURTON: Okay. But the -- the
21 intent absolutely is to look at what the legal
22 provisions are and to abide by them. And we will
23 certainly engage the nonprofit community in making
24 sure that they are in compliance.

1 COUNCILWOMAN REYNOLDS BROWN: So, we've
2 heard there is a look-see of board composition.
3 That's encouraging. We heard that there is a
4 look-see at workforce composition. Since too many
5 of us in here care about, number one, Philadelphia
6 base, Philadelphia area residents.

7 MS. DOWD-BURTON: Correct.

8 COUNCILWOMAN REYNOLDS BROWN: When it comes
9 to doing businesses with caterers and printers and
10 other vendors and the like, that's where we need
11 to see some movement. And it has been stipulated,
12 it's the law.

13 MS. DOWD-BURTON: And we will certainly
14 give our due diligence to that and make every
15 effort to comply.

16 COUNCILWOMAN REYNOLDS BROWN: This task
17 group meets how often?

18 MS. DOWD-BURTON: Actually, we don't have a
19 regular meeting. We meet at least twice a year.
20 I meet -- well, we meet quarterly in the Mayor's
21 Economic Opportunity Cabinet to discuss
22 nonprofits. But in general, I meet with Deputy
23 Mayor Don Schwarz at least twice a year on
24 nonprofits.

1 COUNCILWOMAN REYNOLDS BROWN: And so,
2 when -- be advised that when -- I have one, two,
3 three, four, five, six, seven, eight, nine, ten --
4 twelve departments that I am looking at
5 specifically as it relates to Councilman Goode's
6 line of questioning. So when DHS comes to us and
7 is -- and may not be able to inform us how far
8 they moved the needle with regards to this issue,
9 where does the responsibility lie?

10 MS. DOWD-BURTON: In terms of compliance?

11 COUNCILWOMAN REYNOLDS BROWN: Yes.

12 MS. DOWD-BURTON: The Operating Department
13 and the Office of Economic Opportunity collaborate
14 very closely with regard to compliance matters.
15 And so, we will work with them and their supplier
16 or their provider to -- to move the needle as it
17 relates to, number one, making sure that supplier
18 diversity programs have been established.

19 COUNCILWOMAN REYNOLDS BROWN: Okay.

20 MS. DOWD-BURTON: That has been the game
21 plan for the last four years.

22 COUNCILWOMAN REYNOLDS BROWN: The fact that
23 they've been established for these nonprofits
24 would be a beginning.

1 MS. DOWD-BURTON: Exactly. And then -- and
2 that we worked on four years ago, three and a
3 half. Now we're tracking what is the growth rate
4 based on that baseline.

5 COUNCILWOMAN REYNOLDS BROWN: And that's
6 where we need to see --

7 MS. DOWD-BURTON: And so, we will be -- we
8 will be consolidating that information.

9 COUNCILWOMAN REYNOLDS BROWN: That's where
10 we need to see the data. So, this -- this issue
11 will never go away. And -- and it shouldn't go
12 away.

13 MS. DOWD-BURTON: It should not. That's
14 correct.

15 COUNCILWOMAN REYNOLDS BROWN: In a city
16 that looks like ours.

17 MS. DOWD-BURTON: That's absolutely right.

18 COUNCILMAN GOODE: Point of information.

19 COUNCILWOMAN REYNOLDS BROWN: Councilman
20 Goode.

21 COUNCILMAN GOODE: Madam Chair, an
22 Executive Order, actually in the definition of the
23 Office of Economic Opportunity, OEO, it says: "An
24 agency within the Commerce Department created to

1 administer comprehensive citywide approach for
2 advancing economic opportunities for MW/DSBEs and
3 promoting employment opportunities for diverse
4 workers seeking jobs in the local economy, OEO
5 administers its order in Chapter 17-1600 of the
6 Philadelphia Code which performs these
7 responsibilities created by Section 17-1500 of the
8 Philadelphia Code."

9 And section 17-1500 of the Code is what was
10 created by the Bill in 2006.

11 COUNCILWOMAN REYNOLDS BROWN: So, we now
12 have clarity on that, agreed?

13 MS. DOWD-BURTON: Yes. We will absolutely
14 go back to the Philadelphia Code.

15 COUNCILWOMAN REYNOLDS BROWN: Very well.

16 Before we move to Councilman Oh our two --
17 our Secretary of Commerce, what happens in
18 referencing back to the Federal Granting bidding
19 opportunities?

20 What happens with those communities that
21 are not as sophisticated in pursuing and
22 completing the bid contracting opportunities but
23 typically tend to be -- tend to be communities
24 where that opportunity is most needed?

1 DEPUTY MAYOR GREENBERGER: Well, first of
2 all, Councilwoman, let me say that actually many
3 of the communities in which that need is strongest
4 are well organized.

5 COUNCILWOMAN REYNOLDS BROWN: Okay.

6 DEPUTY MAYOR GREENBERGER: And they are
7 competitive. And if you need, I can go through a
8 list of some of those, particularly some of those
9 commercial corridors.

10 But to the extent that they are not, to the
11 extent that they are not as well organized,
12 something that we very much do and want to do
13 particularly with Council help, is to get into
14 these places and help them get organized.

15 For instance -- well, she's here.
16 Councilwoman Bass knows, for example, there have
17 been a lot of competing organizations over the
18 years in places like Germantown. And one of the
19 things that Councilwoman has been very helpful
20 with is trying to get that community focused and
21 unified. Because there's no question in our minds
22 that -- that whatever limited grant money is
23 available always works best when there is a very
24 strong partner and there is reasonable unity in

1 the community about what they're supposed to do.

2 So, we work with business associations,
3 community development corporations. Bids to the
4 extent that they exist, those are pretty well
5 organized already.

6 COUNCILWOMAN REYNOLDS BROWN: Sure.

7 DEPUTY MAYOR GREENBERGER: And sometimes
8 random interest groups attempting to get them
9 organized, because that is going to put them in
10 the most competitive situation. And I would admit
11 that in some neighborhoods, it's not easy.

12 COUNCILWOMAN REYNOLDS BROWN: It isn't.
13 The footnote I would add having served on the --
14 there wasn't a task force, but the group that
15 dealt with looking at applications around the
16 cultural quarter -- cultural corridors proposals
17 awards that went out five, six years ago.

18 DEPUTY MAYOR GREENBERGER: Yeah.

19 COUNCILWOMAN REYNOLDS BROWN: Was having a
20 Councilmember at the table to be a part of that
21 conversation and dialogue had some -- had some
22 merit. And so, I would ask you to please consider
23 resuming that particular practice. Because we
24 know that if that particular Councilmember has an

1 interest in that issue as it was for me Arts and
2 Culture, also comes with a perspective. That
3 oftentimes, but for a member being at that table,
4 might get overlooked.

5 DEPUTY MAYOR GREENBERGER: I agree with
6 you. And actually a great example of what you're
7 saying as I was just looking over here at
8 Councilwoman Blackwell is the activity that's
9 happened on 52nd Street. None of that would have
10 been possible without a very high level of
11 cooperation between Councilwoman's office and
12 Commerce. Because it's tough. It's a tough
13 situation. It's competing interests.

14 COUNCILWOMAN REYNOLDS BROWN: It's tough,
15 competing interests. Members are on -- are on the
16 front line.

17 DEPUTY MAYOR GREENBERGER: Right.

18 COUNCILWOMAN REYNOLDS BROWN: And seeing
19 those issues up close and personal.

20 DEPUTY MAYOR GREENBERGER: Right. And
21 things got done.

22 COUNCILWOMAN REYNOLDS BROWN: And that has
23 value.

24 DEPUTY MAYOR GREENBERGER: With a lot of

1 sustained effort from both sides.

2 COUNCILWOMAN REYNOLDS BROWN: Indeed.

3 DEPUTY MAYOR GREENBERGER: So I, you know,
4 take your point completely.

5 COUNCILWOMAN REYNOLDS BROWN: Indeed.

6 Okay then. Let's go to Councilman Oh.

7 COUNCILMAN OH: Thank you very much,
8 Chairwoman.

9 Good morning, Deputy Mayor.

10 DEPUTY MAYOR GREENBERGER: Morning or
11 afternoon.

12 COUNCILMAN OH: Good afternoon. Seems like
13 morning.

14 I want to just ask a couple of questions
15 before I get to my -- my main line of questions.
16 But I just was wondering, you know, in looking at
17 your testimony, I see that you have 40 members of
18 your staff. And it says one Asian-American. But
19 when I look at the languages, there are six Asian
20 languages -- six Asian languages and one
21 Asian-American. I -- I could have --

22 DEPUTY MAYOR GREENBERGER: I wonder if
23 something is wrong with that information. Because
24 I can think of three right off the top of my head.

1 COUNCILMAN OH: Me too. Yeah, me too.

2 DEPUTY MAYOR GREENBERGER: I am not trying
3 to do a census, they are just coming --

4 COUNCILMAN OH: No. I know there is more
5 than one. And I would just wonder if at some
6 point in time, like, if this could be updated.

7 DEPUTY MAYOR GREENBERGER: Sure.

8 COUNCILMAN OH: And I just -- I just wonder
9 is this voluntarily created? Do people kind of
10 volunteer when they fill out these -- these
11 statistics?

12 DEPUTY MAYOR GREENBERGER: Yeah. We -- we
13 ask people whether they have any proficiency in
14 other languages. We also work with Vista
15 workers --

16 COUNCILMAN OH: Right.

17 DEPUTY MAYOR GREENBERGER: Who actually
18 come to us with language proficiency. But that --
19 that census, and I apologize if it's got some
20 piece of bad information in there, is really
21 voluntary. So, that we at least know who in our
22 organization we can rely on if needed.

23 COUNCILMAN OH: Yeah.

24 DEPUTY MAYOR GREENBERGER: And it's needed

1 in many neighborhoods.

2 COUNCILMAN OH: Right. So, I do appreciate
3 that. And I would just -- just like to ensure
4 that everybody understands that these demographic,
5 they are very important to us. And if there are
6 three or four or two, we would really like to know
7 so that when we look at the -- how the department
8 is comprised demographically, we do know how many
9 women and various types of other ethnicities and
10 other nationalities are represented.

11 DEPUTY MAYOR GREENBERGER: Duane Bumb is
12 reminding me that some of the discrepancy has to
13 do with -- we have a -- we have a somewhat complex
14 employment structure in Commerce. Some of that
15 has to do with which employees are actually funded
16 through Commerce and the General Fund, which
17 employees are funded through the PIDC side who are
18 permanent employees. And so, it may be missing
19 some of the folks on the PIDC side who, in fact, I
20 can think of a couple right now.

21 COUNCILMAN OH: Yes. And I do understand
22 that and -- and appreciate that.

23 DEPUTY MAYOR GREENBERGER: I'll get you --
24 I'll get you a complete list just on the whole

1 census of the place.

2 COUNCILMAN OH: Right. Well, that would be
3 great. And I do appreciate that explanation.

4 The other question that I had kind of
5 preliminary is on line 517, there is Commerce
6 Department Economic Development Contribution.
7 There is \$500,000 for other government agencies
8 and nonprofit organizations for economic
9 development.

10 Is that any one organization, or is that a
11 multiple organization?

12 DEPUTY MAYOR GREENBERGER: It's the
13 Delaware River Waterfront Corporation. It's a
14 pass-through to them.

15 COUNCILMAN OH: Okay. So, that's a half
16 million dollars pass-through.

17 Does the Commerce Department make a
18 contribution to Select Greater Philadelphia, or is
19 that just from other some other fund?

20 DEPUTY MAYOR GREENBERGER: Through the PIDC
21 side, yes, we do. We support them.

22 COUNCILMAN OH: Okay. So, what is the
23 amount annually that the Commerce Department
24 passes through to Select Greater Philadelphia

1 through PIDC?

2 DEPUTY MAYOR GREENBERGER: I think it's
3 \$200,000 a year. We have a two-year agreement
4 with them. Which is -- which is now, I think, up
5 for renewal this June .

6 COUNCILMAN OH: So, it's a total of
7 \$400,000 over the two years?

8 DEPUTY MAYOR GREENBERGER: Over the two
9 years, correct.

10 COUNCILMAN OH: Okay. Thank you very much.

11 Okay. So -- and if you don't know anything
12 off the top of your head, I will be happy if you
13 just tell me. And I will get that to the Chair.

14 DEPUTY MAYOR GREENBERGER: Okay.

15 COUNCILMAN OH: So looking at the -- the
16 international efforts, which I appreciate and
17 would like to, at least anecdotally point out
18 that, you know, the Hyundai Rotem Train
19 Manufacturer in South Philadelphia has directly
20 employed at times over 300 people and indirectly
21 supports 5,000 Pennsylvania workers. And in its
22 last set of contracts, paid out over a
23 \$150 million to businesses here in and around
24 Philadelphia primarily. So, you know, whenever we

1 talk about new money, the international effort is
2 very critical as you know. And we're also looking
3 for new money being as we're always short on money
4 and new taxes and whatnot.

5 So, I understand that the Mayor has gone on
6 five international trips: Brazil, China, the UK,
7 Israel and Africa. To your knowledge, is that
8 correct?

9 DEPUTY MAYOR GREENBERGER: And if you want
10 to include the recent trip to Rome, I guess that
11 would be six.

12 COUNCILMAN OH: Okay. Six then. Thank you
13 very much.

14 DEPUTY MAYOR GREENBERGER: For the Pope.
15 Nevertheless, it was a trip.

16 COUNCILMAN OH: Okay. No. No. It's all
17 important to categorize.

18 So, the trip to Rome was particularly about
19 the -- the Pope's visit to Philadelphia. Brazil,
20 I understand was a Green Conference.

21 DEPUTY MAYOR GREENBERGER: Brazil and, I
22 think, the South African trip were both Green
23 Conferences.

24 COUNCILMAN OH: Okay. And the China trip

1 was the Mayors Conference.

2 DEPUTY MAYOR GREENBERGER: The China trip
3 was the Mayors Conference, although we packaged
4 into it then some opportunities for some
5 agreements and some business expansion.

6 COUNCILMAN OH: Okay.

7 DEPUTY MAYOR GREENBERGER: The UK and the
8 Israel trip were, you might think of, as pure
9 trade mission trips.

10 COUNCILMAN OH: Okay. How do I find out
11 how much was spent on these visits? What did it
12 cost?

13 DEPUTY MAYOR GREENBERGER: I could get you
14 the information if you like.

15 COUNCILMAN OH: Okay. Can I find it in the
16 budget? Because I couldn't find it in the budget.

17 DEPUTY MAYOR GREENBERGER: No. Because
18 they -- they generally are not funded through the
19 General Fund. They are funded by other parties
20 because we think that that's the appropriate
21 thing.

22 So for instance, Select, since you brought
23 it up before --

24 COUNCILMAN OH: Right.

1 DEPUTY MAYOR GREENBERGER: Is one of the
2 major funders of some of these trips.

3 COUNCILMAN OH: Right. So, I understand
4 that we give Select \$400,000. They are paying for
5 these trips. Which I'm not saying there is
6 anything wrong with that, but it's kind of like
7 we're funding them, they're funding us.

8 DEPUTY MAYOR GREENBERGER: Well, they are
9 also funded by a lot of other organizations. So,
10 it's a big blended pot of money. But we do --
11 that's it. Yes, we give them \$400,000. They are
12 funding some of these trips. We insist on -- on
13 that kind of participation from them. But they
14 also have a much larger funding based on that
15 through membership.

16 COUNCILMAN OH: Yes. And I know they
17 market for the -- the region. So, that's part of
18 my question.

19 In other words, I could not find out how
20 much the -- the cost the trips were because I
21 don't know how much Select Greater Philadelphia --
22 I could ask them. I am sure they would provide
23 it. But --

24 DEPUTY MAYOR GREENBERGER: We will get it

1 for you.

2 COUNCILMAN OH: Yeah. That would be great.

3 Thank you very much.

4 DEPUTY MAYOR GREENBERGER: Okay.

5 COUNCILMAN OH: So --

6 COUNCILWOMAN REYNOLDS BROWN: Councilman
7 Oh, could I please seize the moment to do a follow
8 up to that question?

9 COUNCILMAN OH: Yes.

10 COUNCILWOMAN REYNOLDS BROWN: So, it's too
11 early to tell what the return on investment is
12 from this year's efforts.

13 Can you speak to trips made maybe over the
14 past four years and what the return on investment
15 has been in terms of new hard employment or
16 industry opportunities for the City?

17 DEPUTY MAYOR GREENBERGER: Sure.

18 COUNCILWOMAN REYNOLDS BROWN: Thank you,
19 Councilwoman Oh.

20 COUNCILMAN OH: Thank you.

21 DEPUTY MAYOR GREENBERGER: And the answer,
22 Councilwoman, is that there weren't that many
23 trips until recently, so there is not a lot of
24 data to sort of go on here. But I can tell you

1 the results of the trip that we did to UK and
2 Israel at least thus far. That trip was in early
3 November or middle of November, I guess.

4 We -- and there is two sides to the story.
5 There is, one, that businesses from Philadelphia
6 came with us and expanded their networking and
7 their reach into foreign markets. And those --
8 those are ongoing conversations they are having
9 with possible sales in foreign countries. The
10 other side of it is that -- and I personally had
11 about eight of these meetings with companies from
12 the UK and from Israel who are looking for some
13 kind of base of operations in North America.

14 Our big pitch is you need to be in
15 Philadelphia for a variety of reasons. And now,
16 they starting at the end of January into February,
17 are now starting to visit us in a certain sense,
18 kick the tires themselves and see what's up. And
19 this is all with the goal of attracting them to
20 start an operation here in Philadelphia much like
21 we did with the Mark Group, which was an English
22 company that we were able to attract here for the
23 very same purpose three years ago.

24 COUNCILWOMAN REYNOLDS BROWN: Specifically

1 with regards to the UK effort, the story read that
2 they would be breaking ground early 2014.

3 What's the timeline, anticipated timeline
4 now for the Guardian MPS?

5 DEPUTY MAYOR GREENBERGER: The story that
6 who was going to --

7 COUNCILWOMAN REYNOLDS BROWN: Guard --
8 well, story that spoke to Mayor Nutter. Guardian
9 MPS announces plans to locate headquarters in
10 Philadelphia. That was November 2013. The
11 article indicated that the expectation was that
12 ground would be broken 20 -- April 2014.

13 DEPUTY MAYOR GREENBERGER: I apologize.
14 I'm going to have to just do a little more
15 homework on that and get back to you because I
16 don't know the answer to that.

17 COUNCILWOMAN REYNOLDS BROWN: Okay. Very
18 well.

19 So, Councilman Oh, the floor was yours.

20 COUNCILMAN OH: All right. Thank you very
21 much. The trip to the UK, I understand eleven
22 companies went on that trip.

23 DEPUTY MAYOR GREENBERGER: Uh-huh.

24 COUNCILMAN OH: And the trip to Israel ten

1 companies went on that trip.

2 How were these companies notified about the
3 trip?

4 DEPUTY MAYOR GREENBERGER: We -- we
5 actually held a -- an open house down at the
6 Independence Visitors Center. Sent out an
7 extensive set of invitations to companies. And I
8 want to come back to a point about the Goldman
9 Sachs Program because we made some specific
10 requests into that -- into the companies that are
11 in that program, and then invited people to
12 submit, sort of, interest. Of course, they have
13 to fund this themselves --

14 COUNCILMAN OH: Yes.

15 DEPUTY MAYOR GREENBERGER: So some of the
16 interests is like, are you willing to pay up.

17 COUNCILMAN OH: Right.

18 DEPUTY MAYOR GREENBERGER: We got -- so we
19 had proposals from people. They tried to explain
20 to us why this trip was a value to them, how it
21 might expand their business. And we made
22 selections from there.

23 COUNCILMAN OH: Okay.

24 DEPUTY MAYOR GREENBERGER: But there -- to

1 come back to the point about the Goldman Program,
2 and I would invite any Councilmember to come with
3 us to one of these Goldman Sachs 10,000 small
4 business events, both the -- the start of the
5 cohort but also the graduation. These are really
6 extraordinary. The Mayor has said this many
7 times. I been to pretty much all of them, as
8 well.

9 The power of this thing to help these
10 companies get better networks and grow is
11 phenomenal. And the companies that you see are
12 from across the spectrum in Philadelphia. They
13 are generally small companies, but they come from
14 different ethnic groups. They come from male,
15 female. It's really amazing.

16 COUNCILMAN OH: That's great.

17 DEPUTY MAYOR GREENBERGER: And -- and you
18 know, kind of the poster child for this is a
19 fellow named Michael Brown who has got an
20 engineering company that is growing immensely.
21 And he will -- Michael will tell you that he
22 went -- and he was on both ends of that trip, by
23 the way.

24 COUNCILMAN OH: Right.

1 DEPUTY MAYOR GREENBERGER: And he will tell
2 you the trip, the Goldman Program has really
3 accelerated his growth curve. It's very exciting.

4 COUNCILMAN OH: Thank you. So when you did
5 the public announcement, were you for the first
6 time reaching out and receiving interest on these
7 trade missions because there was no prior file or
8 data or information?

9 DEPUTY MAYOR GREENBERGER: Correct. This
10 was really the first bona fide trade mission.

11 COUNCILMAN OH: Yes. And this being a --
12 a -- a new effort, there was not data or
13 information from the prior administration or the
14 administration before that from which to go on; is
15 that correct?

16 DEPUTY MAYOR GREENBERGER: None that --
17 none that I'm aware of.

18 COUNCILMAN OH: Okay. And -- and now,
19 there is a Director of International Business
20 Investment within the Business Attraction and
21 Retention Unit; is that correct?

22 DEPUTY MAYOR GREENBERGER: That's right.
23 Shinjoo Cho.

24 COUNCILMAN OH: Yes. And relatively new

1 position fulfilling these duties.

2 In terms of the -- the process of
3 preparations now that you have these businesses on
4 board that are interested in going, was this a
5 first time visit for them? Or had there been a
6 process of matching identification of likely
7 business, you know, results?

8 Was that done prior to the trip?

9 DEPUTY MAYOR GREENBERGER: For most of
10 them, this was first time for everybody.

11 COUNCILMAN OH: Right.

12 DEPUTY MAYOR GREENBERGER: Including us.

13 COUNCILMAN OH: Kind of introductory.

14 DEPUTY MAYOR GREENBERGER: Yeah. Now
15 several of them had already had some overseas
16 connections and networking. And they, you know --
17 I think for all of them but particularly for those
18 ones with previous connections, they see the
19 association with a government sponsored trade
20 mission as an enhancement of their profile.

21 COUNCILMAN OH: Okay. Fantastic.

22 And in terms of the -- in terms of the
23 trips that were kind of a combination of Mayors
24 Conference plus trade mission such as the trip to

1 China, was that publicized? Were companies
2 invited to go on that trade mission?

3 DEPUTY MAYOR GREENBERGER: That was -- no.
4 We didn't really publicize it because the trip was
5 really about an invite from the --

6 COUNCILMAN OH: Conference of Mayors.

7 DEPUTY MAYOR GREENBERGER: Yeah. And I am
8 blanking on the name -- oh, Paulson Institute at
9 University of Chicago. It was really about that.
10 And then we -- and we did not have the kind of
11 time either to really assemble that because it was
12 relatively short notice from the Paulson
13 Institute. So, we were able to put together a
14 couple of key elements, mostly institutional ones.
15 University Orchestra, those kind of things where
16 we knew we could make something happen in fairly
17 short order.

18 To -- back to your -- I don't know if this
19 is where your question was going. But takes a lot
20 of effort to put these trips together.

21 COUNCILMAN OH: Yes.

22 DEPUTY MAYOR GREENBERGER: As you probably
23 know.

24 COUNCILMAN OH: That is where my question

1 is going. Because it is kind of a new effort,
2 which we're very happy to see. So then the
3 question is, couple of kind of introductory trade
4 missions, people getting out there. But the
5 amount of work that's necessary, what -- what is
6 the budget for this effort?

7 Is there a particular budget, or is this
8 kind of just mixed in with Commerce in general?

9 DEPUTY MAYOR GREENBERGER: It's -- it's --
10 it's mixed in. And we -- so Ms. Cho, my Chief of
11 Staff Luke Butler had to spend a pretty
12 significant amount of time on just our general
13 budget getting these trips organized.

14 COUNCILMAN OH: Okay.

15 DEPUTY MAYOR GREENBERGER: Which is a --
16 which is why, you know, as much as I want to see
17 them continue and they will continue, I don't want
18 to be doing this all the time. They take a lot of
19 effort.

20 COUNCILMAN OH: It takes a lot of effort.
21 It sounds like that you are drawing staff in to do
22 this.

23 DEPUTY MAYOR GREENBERGER: Yes, we did.

24 COUNCILMAN OH: That otherwise would be

1 handling other things, so that's my next question.

2 Is there a particular staff devoted or
3 particularly assigned to this outside of --

4 DEPUTY MAYOR GREENBERGER: Well, the -- the
5 creation of this Office of International
6 Investments with Ms. Cho was intended to alleviate
7 some of that -- that kind of spreading the load
8 thin.

9 COUNCILMAN OH: Right.

10 DEPUTY MAYOR GREENBERGER: Around.

11 COUNCILMAN OH: Okay.

12 DEPUTY MAYOR GREENBERGER: At least it has
13 now a focus that she is in charge of as well as
14 other duties related to our relationships with the
15 Councilor Core and so on. So at least we can
16 focus it in a dedicated staff member. But
17 inevitably, any of these trips are always going to
18 draw on other people because it just takes that
19 kind of effort.

20 COUNCILMAN OH: Okay. So, I don't have any
21 more questions just other than to state to the
22 Council President that I am making a request for a
23 total in terms of cost of the six overseas visits
24 by the Mayor: Brazil, China, the UK, Israel,

1 Africa and Rome.

2 DEPUTY MAYOR GREENBERGER: Okay.

3 COUNCILMAN OH: Thank you very much.

4 COUNCIL PRESIDENT CLARKE: Thank you,
5 Councilman.

6 Chair recognizes Councilman Henon.

7 COUNCILMAN HENON: Thank you,
8 Mr. President.

9 Good afternoon.

10 DEPUTY MAYOR GREENBERGER: Good afternoon.

11 COUNCILMAN HENON: Before I -- I start
12 questioning every department. I question and I
13 started off with Planning. Would that be the same
14 for you, Deputy Mayor, about where you're located
15 square footage? Is that the same request that I
16 made of them earlier?

17 DEPUTY MAYOR GREENBERGER: I'm sorry. Just
18 restate the request. I'm blanking here.

19 COUNCILMAN HENON: The request is where are
20 you located? All right. Is it a building that
21 the City owns?

22 DEPUTY MAYOR GREENBERGER: Oh, yeah.

23 COUNCILMAN HENON: Square footage. So, is
24 that the same -- does that apply for you, as well?

1 DEPUTY MAYOR GREENBERGER: You mean, our
2 own --

3 COUNCILMAN HENON: Your own place.

4 DEPUTY MAYOR GREENBERGER: Yeah. We're --
5 in fact, Planning occupies most of the 14th Floor,
6 at 1515 Arch. And we Commerce occupies most of
7 the 12th and some of the 13th.

8 COUNCILMAN HENON: Okay. So, I will also
9 provide with you a list of questions -- the same
10 questions.

11 DEPUTY MAYOR GREENBERGER: Okay.

12 COUNCILMAN HENON: About, you know, whether
13 we own the space that you're in. How many people.

14 DEPUTY MAYOR GREENBERGER: I will get you
15 that.

16 COUNCILMAN HENON: All the procurement
17 questions per department or bulk for -- bulk
18 purchase for everything that you --

19 DEPUTY MAYOR GREENBERGER: Sure.

20 COUNCILMAN HENON: That you oversee.

21 DEPUTY MAYOR GREENBERGER: Sure. Happy to
22 answer them.

23 COUNCILMAN HENON: Okay. Great.

24 DEPUTY MAYOR GREENBERGER: We purchase very

1 little.

2 COUNCILMAN HENON: All right. Now I got
3 that out of the way.

4 All right. So in the FY15 Projections,
5 calls for an increase in \$3 million in hotel tax
6 revenues generated from the hotel tax. Is that
7 the projected increase taken in consideration,
8 the -- the booking of the Convention Center, the
9 new construction from a thousand new rooms, you
10 know, in the City of Philadelphia?

11 Is this -- is this the projections based on
12 the uptick of -- of these types of occurrences,
13 events and construction?

14 DEPUTY MAYOR GREENBERGER: I believe so.
15 Although, I will add that for us, this is a pure
16 pass-through. We don't do any interpretation of
17 that money.

18 COUNCILMAN HENON: Okay. Well, I didn't
19 know from your perspective -- I mean, I understand
20 the pass-through.

21 DEPUTY MAYOR GREENBERGER: But I do think,
22 yes, this is --

23 COUNCILMAN HENON: From a Commerce Economic
24 Development and --

1 DEPUTY MAYOR GREENBERGER: Yeah. We're
2 seeing an uptick in percentage of occupancy in
3 hotels. Not huge numbers, but some. And we're
4 also seeing an uptick in the, what's called Rev
5 Par or the effective room rates that -- that are
6 out there. They're inching up. They are coming
7 back to the higher levels that they were at before
8 the Recession. It certainly gives us some
9 encouragement about -- about adding these
10 additional rooms.

11 COUNCILMAN HENON: It certainly does. And
12 over the -- you know, going into the third year, I
13 can tell you in -- you know, in having to deal
14 with the agencies prior to being here on this side
15 of the rail on City Council elected by members of,
16 you know, people in the 6th District, I see a -- a
17 major difference in the way, you know, the City's
18 approaching business and dealing with it in
19 collaboration with PIDC and -- and the multiple
20 departments and intergovernmental type of
21 cooperation. So, I hope that continues.

22 DEPUTY MAYOR GREENBERGER: It will.
23 Certainly as long as I'm here.

24 COUNCILMAN HENON: I've witnessed it, you

1 know, again from this side of the rail. So, I'm
2 excited about that.

3 The Class 500 Obligations in the budget of
4 \$500,000 for the Delaware River Waterfront
5 Cooperation, can you explain what that is for? Is
6 that a -- is that a grant from the DEA or is
7 that --

8 DEPUTY MAYOR GREENBERGER: No. That's
9 General Fund money to support their operation to
10 make sure that they continue to be viable as they
11 are getting a lot of these projects under way.

12 COUNCILMAN HENON: Okay. And can you tell
13 me the status? I don't need -- you know, the
14 projected start dates on some of those.

15 DEPUTY MAYOR GREENBERGER: Sure.

16 COUNCILMAN HENON: On that project with
17 DRWC.

18 DEPUTY MAYOR GREENBERGER: Yeah. I mean
19 simply put, it's probably -- there is at least six
20 or seven River Front projects that DRWC is in the
21 process of doing. By way of parks, pier
22 restoration, trail work, this is all predicated on
23 getting these public space improvements done as a
24 way to incentivize the private development around

1 them. And then we are continuing to have what are
2 now, I think, more advanced conversations with
3 private developers who are seeing this and saying,
4 okay, I think now it's time for me to get serious
5 about this.

6 And in one case -- I won't go into names.
7 But in one case, a major developer in town who has
8 had one of the pier holdings for a long time and
9 actually came to us -- came to me a month or so
10 ago. And said, I think it's time to get serious
11 about this pier. Let's talk.

12 So, that was the goal. Incentivize the
13 private development, make a better public
14 environment, make this whole thing more desirable.
15 DRWC is managing all of those capital projects.

16 COUNCILMAN HENON: Managing with your
17 oversight? Your office oversight?

18 DEPUTY MAYOR GREENBERGER: Coordination,
19 yeah.

20 COUNCILMAN HENON: Coordination.

21 DEPUTY MAYOR GREENBERGER: Yeah. I mean,
22 I'm on the Board of it. I actually have to spend
23 a fair bit of time working on it.

24 COUNCILMAN HENON: There you go. On -- on

1 page 57, there is an item in the -- on your
2 Operating Budget: Community stakeholders. Can
3 you explain that a little bit, community
4 stakeholders? It's almost in FY15 2.9 million.

5 DEPUTY MAYOR GREENBERGER: Oh, okay. I'm
6 not even sure what page you are looking -- let me
7 just take a look.

8 COUNCILMAN HENON: Page 57.

9 DEPUTY MAYOR GREENBERGER: Yeah. Yeah.
10 Okay. 2 -- oh, the 2.6 million. It's on Page 57,
11 Section 18, Karen. Excuse us a second. Sorry,
12 we're not conferring with lawyers.

13 COUNCILMAN HENON: While you are finding --

14 DEPUTY MAYOR GREENBERGER: We'll come back
15 to it.

16 COUNCILMAN HENON: Absolutely. So, last
17 year we've had some conversation about our City's
18 bond ratings and the rating of the bond and how it
19 affects economic development. Now, the City's
20 bond rating is approved which is great news.

21 Is -- has it had any kind of measurable
22 impact on -- on our fiscal health?

23 DEPUTY MAYOR GREENBERGER: You know it's
24 always hard to draw a cause -- it's a good

1 question. It's hard to draw a cause and effect
2 between the two, direct cause and effect. But
3 there's little question that when our bond rating
4 goes up, two things happen; one, is the practical
5 level. We can borrow money more cheaply. And
6 that allows us to just do more with the same
7 amount of money. The other is as our bond rating
8 goes up, it is a signal to others nationally and
9 internationally that -- that this is a place to
10 make good investment. It's a good place for
11 investment.

12 I guess if you want to sort of say -- and
13 again, I don't want to draw a direct cause and
14 effect line to this, but I do think there's
15 reality in it. In -- in the previous ten years,
16 we scarcely saw an out of town developer with out
17 of town money come into Philadelphia. And in the
18 last several years, we have seen several of them
19 come. And they include people like John Buck
20 Company from Chicago; NREA, which I know you are
21 familiar with from Washington, DC; Jonathan Rose
22 Company from New York.

23 This kind of interest and these are people
24 who operate nationally and get to sort of pick

1 where they want to investment are seeing
2 Philadelphia as a good investment. And there's no
3 question in my mind that an approved bond rating
4 helps that story.

5 COUNCILMAN HENON: As we progress in our
6 uptick here, hope -- maybe we could pick up on
7 some indicators, you know, to -- to show -- but we
8 are taking advantage. So we're taking of -- of --
9 of this nat -- or this bond rating upgrade.

10 DEPUTY MAYOR GREENBERGER: Oh, yeah.

11 COUNCILMAN HENON: You know, attracting
12 nationals and promoting and, you know, using the
13 city reps.

14 DEPUTY MAYOR GREENBERGER: It's always that
15 particular point and obviously plenty of others
16 are always part of our story, particularly to out
17 of town investors.

18 COUNCILMAN HENON: Commercial corridors. I
19 put my -- my district office on a commercial
20 corridor. Commercial corridor that is not
21 bursting, you know, and vibrant as some of the
22 others. And I give them all the credit in the
23 world because they do an awesome job and their
24 models. Some of those models, you have to get to

1 that point. So we -- you know, with the creation
2 of the commercial corridor managers, I think is
3 great. So I see firsthand what some of the --
4 some of the, you know, City's issues, you know,
5 facing getting started and where -- where we want
6 to go.

7 Do you -- and you can provide this to the
8 Chair -- have a list of current vacancy rate in
9 our commercial corridors and how do we currently
10 compare to previous years or past years? In my
11 opinion, I think we're improving with all the
12 investments that we -- that we are making. I
13 think we are improving. But if you can just
14 provide some of that, you know, comparables and
15 investment.

16 DEPUTY MAYOR GREENBERGER: We will give you
17 what we have. We have particular information on
18 the 14 corridors that we have funding streams in
19 and don't know that we probably -- we probably
20 don't have as good information on all the ones
21 we're not involved in. But I can get you the ones
22 we are involved in.

23 COUNCILMAN HENON: Okay. I will come back.

24 COUNCIL PRESIDENT CLARKE: Thank you

1 Councilman.

2 We're going to take a quick ten-minute
3 break. Going to take a quick five, ten-minute
4 break. Stenographer needs it.

5 - - -

6 (At this time, a brief break was taken.)

7 - - -

8 COUNCIL PRESIDENT CLARKE: We will
9 reconvene. Thank you. Folks, can we ask a little
10 quiet please.

11 Thank you. All right we're going to
12 reconvene and go back to our testimony. And I
13 believe that Council --

14 Councilman, you were finished, right?

15 COUNCILMAN HENON: No.

16 COUNCIL PRESIDENT CLARKE: Yes, you were.
17 You said you were going to come back. You're
18 tee'd up here, sir. You're tee'd up.

19 Where is Councilwoman Bass? Did she leave?
20 All right.

21 So we have Councilwoman Blackwell, I
22 believe, had not participated in this round. And
23 then Councilwoman -- Councilwoman Brown, did you.

24 COUNCILWOMAN REYNOLDS BROWN: After.

1 COUNCIL PRESIDENT CLARKE: After Blackwell,
2 all right. And then we will go to Councilman
3 Kenney and then Councilman Henon.

4 So Councilwoman Blackwell.

5 COUNCILWOMAN BLACKWELL: Thank you very
6 much.

7 COUNCIL PRESIDENT CLARKE: You're welcome.

8 COUNCILWOMAN BLACKWELL: This is an issue
9 that we've all heard about by now. And that is
10 the communication issues regarding Graduate,
11 Philadelphia and Campus Philly concerning their
12 funding for the next Fiscal Year at the same level
13 as they were in 2014 for 625,000. That whole
14 issue whether or not they would be receiving the
15 increase they asked for 325,000.

16 Could you respond?

17 DEPUTY MAYOR GREENBERGER: Sure.

18 COUNCILWOMAN BLACKWELL: Thank you.

19 DEPUTY MAYOR GREENBERGER: (Microphone
20 temporarily not on.) There we go. Thank you.

21 We have been funding them at the level of
22 625,000 for several years. We committed to
23 continue to do that. There was a request made
24 really less of Commerce and more of the

1 Administration in general to increase that
2 funding. For, you know, all reasons of priority
3 building, that funding was not forthcoming. And
4 so, we don't have in Commerce the resources to
5 increase that funding which we told them that.

6 If -- if there is a way to bring more
7 resources to this, we're happy to move the money
8 because we -- we are the kind of pass-through
9 agency for that. But we will -- it sounds like
10 you have the -- the story right. We are going
11 to -- we're committed to continuing to fund them
12 at the level that we have been doing thus far.

13 COUNCILWOMAN BLACKWELL: All right. We
14 certainly are making the request for an increase
15 if that is possible. We appreciate the sustained
16 amount they have.

17 DEPUTY MAYOR GREENBERGER: And if it's
18 possible, we're happy to blend that in and move
19 it.

20 COUNCILWOMAN BLACKWELL: Thank you.

21 Thank you, Mr. President.

22 COUNCIL PRESIDENT CLARKE: You're welcome
23 Councilwoman.

24 Chair recognizes Councilwoman Brown.

1 COUNCILWOMAN REYNOLDS BROWN: Thank you,
2 Mr. President.

3 I would like to ask, Mr. President, to have
4 Barbara Mattleman come up and just provide on the
5 record the reason for the increase and how it will
6 be used. Is this for additional operations,
7 staff, et cetera? Just to have the -- that added
8 background.

9 MS. MATTLEMAN: Thank you very much. I'm
10 Barbara Mattleman. I'm Executive Director of
11 Graduate Philadelphia. And I'm with Deborah
12 Diamond who is the Director of Campus Philly. We
13 have formed between the two of us the talent
14 collaborative. So, we have asked for the increase
15 for several reasons.

16 One is that we would like to do some joint
17 research on not only comebackers, which is what
18 Graduate Philadelphia works with, but also we can
19 do more research about the work that Deborah does
20 which is working with current college students to
21 get them engaged through internships and providing
22 avenues for them to go to cultural events so that
23 they stay in Philadelphia. We also are looking to
24 do some internships for adults through Campus

1 Philly. They offer jobs and internships for
2 college students. And we would like to do those
3 for the adult comebackers who are completing their
4 degree.

5 Also, having additional funding will enable
6 us to work with more adults. We currently have
7 4,000 adults that we're working with. 500 have
8 graduated to date. 2,000 are in college. 1,500
9 are still in our pipeline. For an adult
10 comebacker, it normally takes between five and six
11 years for them to come back and complete their
12 degree. So, it's an enormous amount of touches
13 that we have to do to get adults through.

14 COUNCILWOMAN REYNOLDS BROWN: Okay. I have
15 my own personal philosophy about research. I
16 think higher education institutions should pay for
17 research and governments in the business of
18 service. But that's my own personal two cents.

19 Speak, if you would to -- you say we will
20 leverage the dollars from higher eds and
21 corporations. Discuss briefly, because I only
22 have five minutes before the next round what that
23 means and what that looks like.

24 MS. DIAMOND: Councilwoman Blackwell, I'm

1 the President of Campus Philly. So every dollar
2 that is invested by the City, we leverage two
3 additional dollars from the higher ed community.
4 Campus Philly works with 31 colleges and
5 universities that are paying partners. And we
6 have a corporate membership program as well that
7 has at least 20 corporate members who invest in
8 Campus Philly. Because ultimately, they are the
9 beneficiaries of our work, right. If we retain
10 these college students, they're employed by these
11 companies and the companies need the talent.

12 The primary reason for the additional
13 funding is that we're working with a -- our
14 primary work is to connect students to internships
15 because internships are the stickiest experience
16 for them to say here after they graduate. And
17 it's most needed by the business community here,
18 as well.

19 COUNCILWOMAN REYNOLDS BROWN: Are these
20 paid internships or no?

21 MS. DIAMOND: These are typically paid
22 internships, yes. We're working with an online
23 platform that we inherited from Innovation
24 Philadelphia in 2004 when we were created. And

1 working with a ten-year platform to match students
2 to internships is no longer viable. It's not
3 work -- we're working with it, but we need to
4 change it. In order to be able to grow the number
5 of students that are getting internships and the
6 number of companies who are posting with us
7 because this is our way to be most effective.
8 That's the primary reason.

9 In addition, working with 31 colleges and
10 university, and I know Graduate Philadelphia has a
11 large number of college partners too, those
12 networks can only grow if we have the staff to
13 serve those partnerships. Takes a lot of work to
14 serve students at all of those schools. And if we
15 want to leverage more investment by higher eds
16 which we certainly do in the work that we're doing
17 because they benefit ultimately, we need the staff
18 to be able to develop -- to serve the students at
19 those schools.

20 COUNCILWOMAN REYNOLDS BROWN: Okay. My
21 recommendation, food for thought, is to have a
22 conversation with Sharmain Matlock-Turner of the
23 Greater Philadelphia Urban Affairs Coalition which
24 shares the similar mission. And look to see where

1 there is opportunity for synergy. Because the
2 dollars are -- we know what they are. And so,
3 there's benefit in partnerships, partnerships,
4 partnerships because of the new world that we live
5 in. So, I would urge you to at least have the
6 conversation and see where that takes you.

7 MS. DIAMOND: Thank you.

8 COUNCILWOMAN REYNOLDS BROWN: Okay then.

9 Mr. President, I'd like to focus back to
10 the MBE/WBE. I had my staff pull, Ms. Angela
11 Burton, what qualifies as -- when you're looking
12 at or adding the numbers around MBE/WBE and
13 according to what I had pulled, you count minority
14 women as minority not as WBE; is that accurate?

15 MS. DOWD-BURTON: That's correct depending
16 on the transaction. Okay. And this is what I
17 mean by that. A minority women can be on one
18 transaction as a minority. If she is on another
19 project, she can be identified as a woman-owned
20 business. It depends on which group of compliance
21 the prime contractor is pursuing. If he needs a
22 woman, he could hire her. If he needs a minority,
23 he could also hire her. But two different
24 projects. So that they are not double counted in

1 any transaction. So, that's -- that's one thing.

2 When you look at how we count our members
3 for participation by ethnic group and gender --

4 COUNCILWOMAN REYNOLDS BROWN: Okay.

5 MS. DOWD-BURTON: -- we count minority
6 women under that ethnic group or minority. So,
7 African-American businesses will include men and
8 women. White women are only a part of the women.

9 COUNCILWOMAN REYNOLDS BROWN: WBE.

10 MS. DOWD-BURTON: WBE group for that count.

11 COUNCILWOMAN REYNOLDS BROWN: That clarity
12 is important. And -- it's important. So, thank
13 you for that. The bell has rung, I will have to
14 come back on the next round.

15 COUNCIL PRESIDENT CLARKE: Thank you,
16 Councilwoman.

17 Chair recognizes Councilman Kenney.

18 COUNCILMAN KENNEY: Thank you,
19 Mr. President.

20 I was following in my office the line of
21 questioning for Councilman Oh on -- on foreign
22 travel. And I like you and I'm not going to get
23 into all my opinion on some of this foreign travel
24 because I never want to have conflict with you.

1 You've always been a decent witness and a decent
2 person.

3 The question I have as a result of his
4 colloquy with you, you said that folks you went
5 and visited with in Tel Aviv and London were now
6 coming here to kick the tires. Why didn't we just
7 invite them here to kick the tires in the first
8 place? Save the cost of us going there to ask
9 them to come and kick the tires and invite twice
10 as many companies?

11 DEPUTY MAYOR GREENBERGER: It's a fair
12 question. And I think the simple answer is that
13 people the world over need to look at you in the
14 eye and they need to hear your pitch. So I think
15 for them the idea, of being -- you know, let's use
16 the case of Israel in particular.

17 This is a country that has got -- it has an
18 enormous start up engine. They're forming
19 companies every three minutes but they have no
20 market. They have to look to Europe and North
21 America generally as markets. When they think
22 about North America without any further, you know,
23 interference from any of us, they think about New
24 York. Or perhaps they think about -- they think

1 about the east coast and generally think about New
2 York. So we have to -- we have to make that pitch
3 to them. And they need that pitch to be done in
4 person. I think that's at the bottom of it.

5 COUNCILMAN KENNEY: So conferencing and
6 Skype don't work?

7 DEPUTY MAYOR GREENBERGER: It's not as
8 good. I mean, they are helpful. They are helpful
9 particularly on the -- on the next level, you
10 know, when you finally meet somebody and you sort
11 of get a sense of them and there's a bit of a
12 trust developing. Next time, Skype is great. But
13 I think as a -- as a first time thing, I think
14 there's an impersonal and abstract quality to it
15 that just doesn't register, in my opinion.

16 COUNCILMAN KENNEY: Again, not to beat a
17 dead horse, but they can come and look in your eye
18 here, too.

19 DEPUTY MAYOR GREENBERGER: I'm sorry.
20 What --

21 COUNCILMAN KENNEY: They can come and look
22 in your eyes here. My point is --

23 DEPUTY MAYOR GREENBERGER: They could.

24 COUNCILMAN KENNEY: I think you avoid the

1 criticism that ultimately comes with trips to
2 London and Tel Aviv and Rome. You avoid some of
3 that criticism, you avoid that costs and you still
4 accomplish your goals because you are bringing the
5 same folks you talked to there here and probably
6 could give them more attention and more -- more
7 resources to get them where we want them to be.

8 DEPUTY MAYOR GREENBERGER: I would say
9 you're right if you can truly get them here with a
10 different method. I'm not persuaded you can.

11 COUNCILMAN KENNEY: Let me look at, a
12 moment, the issue of domestic kind of trips. I've
13 had a tendency -- I've had a tendency recently
14 because I had to do some work to drive the
15 Northeast Extension of the Turnpike more times
16 than I would have liked to based on that drive and
17 the traffic. And I happen to see on either sides
18 of that Northeast Extension large warehousing
19 facilities, distribution facilities,
20 transportation facilities. And I think about the
21 cohort of the 26 percent poverty rate folks we
22 have in the city.

23 While we aspire to have everyone college
24 educated and able to take a high tech med or ed

1 job. The fact of the matter is, we're still going
2 to have to employ folks who maybe in their
3 lifetime will never get to that level and need to
4 drive a truck and work in a warehouse and work in
5 a recycling plant and work in those kinds of
6 concrete manufacturing.

7 Do we -- what do we do up there? Do we go
8 up there and try to the 20 or 50 subsidiary of one
9 of those companies down to our industrial part of
10 the Navy Yard or industrial part of North
11 Philadelphia districts or to -- on the River
12 Front? I mean, I do appreciate the high tech and
13 eds and meds, but I do -- I need truck drivers and
14 warehouse men and people making 15 to 20 dollars
15 an hour or more with healthcare and --

16 DEPUTY MAYOR GREENBERGER: First of all,
17 you're absolutely right about the need for those
18 job. And there are other areas where I think we
19 have a better chance at getting them. And I will
20 come back to that in a minute.

21 To answer your -- you got a couple of
22 questions in there. One of them is do we go up
23 and talk to those folks. And the answer is no,
24 generally, we do not. Why? Because we won't win.

1 And it's -- we won't win the battle of cheap land,
2 cheap building next to some highway out of town.

3 But --

4 COUNCILMAN KENNEY: Okay. I am going to
5 come back to that for a minute.

6 DEPUTY MAYOR GREENBERGER: Okay. I mean, I
7 just -- it's the same thing -- it's often the same
8 thing with back offices of major corporations.
9 And I have known developers over the years, in
10 fact all the developers we know, we all know, who
11 have attempted that as well with very low success
12 rates. But there are instances in which could be
13 distribution. We're going to try to make it more
14 manufacturing where those things can sensibly be
15 brought into the city. When that happens, we push
16 really hard on it.

17 I know you're aware -- didn't happen
18 because of, I guess, state -- state process at
19 this point. But, you know, the possibility of a
20 new liquor distribution center in Philadelphia.
21 Now, we did everything we could to make that work
22 and available. But in the end, the state never
23 ran its process so there was never a decision
24 made.

1 COUNCILMAN KENNEY: I will give you an
2 example though.

3 DEPUTY MAYOR GREENBERGER: Go ahead.

4 COUNCILMAN KENNEY: PIDC did terrific work
5 with AC Linen down in Southwest Philly.

6 DEPUTY MAYOR GREENBERGER: AC's a great
7 story.

8 COUNCILMAN KENNEY: And those guys --

9 DEPUTY MAYOR GREENBERGER: That's the next
10 one I was going to bring up.

11 COUNCILMAN KENNEY: And those
12 opportunities. But I think we need to concentrate
13 as much more on them as we do on, you know, high
14 tech firm from Tel Aviv. Because I have -- we
15 have to get those folks to work. The folks that
16 are now -- the 170 or so jobs created by AC Linen
17 opening in June, all of those 170 people I
18 would -- I would be safe to say are currently
19 unemployed today.

20 DEPUTY MAYOR GREENBERGER: Probably. And
21 given their profile of who they hire, I think
22 absolutely.

23 COUNCILMAN KENNEY: I mean, they hire
24 ex-offenders.

1 DEPUTY MAYOR GREENBERGER: They're great.

2 COUNCILMAN KENNEY: I just really would
3 love to -- I think you can go up -- I think you
4 can go up the Turnpike out to Lancaster up to
5 Allentown and talk to those folks and say what is
6 it that you want? What is it that you need? Is
7 it free land? Is it certain kinds of tax breaks?
8 Unless we have the conversation with them, I don't
9 think we'll ever win it.

10 And the only other sector of the -- segment
11 of the economy I would talk about and
12 Philadelphia's perfect for it are breweries. I
13 mean, there are breweries all over the state that
14 I'm sure could do something here in Philadelphia
15 to manufacture and distribute their beer much
16 closer to their -- to their customer than from the
17 other side of the state.

18 DEPUTY MAYOR GREENBERGER: Actually, we're
19 talking to one right now. Actually, the source is
20 interesting less so from other parts of the state
21 and actually from the west coast because they need
22 east coast sites. We came close on one from
23 Denver two years ago. They couldn't get their
24 head wrapped around Philadelphia as a beer center.

1 COUNCILMAN KENNEY: What?

2 DEPUTY MAYOR GREENBERGER: Listen, I know.
3 That's two years ago.

4 COUNCILMAN KENNEY: Got to be -- what?

5 DEPUTY MAYOR GREENBERGER: I know. Just to
6 finish the story. They wound up in Asheville. It
7 sort of fit -- they thought it fit their cultural
8 scene a little better. And we thought, are you
9 crazy. We're in the middle of the most massive
10 distribution complex you can come up with.

11 Now we're onto another one. Looks like
12 there is some possibility, another west coast
13 firm. I think California, but I'm not sure.
14 California.

15 COUNCILMAN KENNEY: All right. We will get
16 around.

17 DEPUTY MAYOR GREENBERGER: Yeah. We're
18 going to get another beer operation in this town.

19 COUNCIL PRESIDENT CLARKE: Thank you.
20 Thank you, Councilman. They should have been
21 around when the old 700 level of the Vet -- the
22 Vet, right, you want to talk about beer.

23 DEPUTY MAYOR GREENBERGER: Maybe it wasn't
24 there kind of bear drinker.

1 COUNCIL PRESIDENT CLARKE: Okay. All
2 right. Thank you.

3 Chair recognizes Councilman Henon.

4 COUNCILMAN HENON: Thank you, Council
5 President.

6 And I believe I know who you are referring
7 to. You know, the City at one point just as a
8 point of information had 58 breweries at one
9 point. And, you know, people don't realize it,
10 but we are certainly a beer town. With the, I'm
11 going to say, resurgence or renaissance of the
12 micro brewery it has absolutely taken off and
13 we're prepared for it. And I hope in the
14 conversations with that cross country 2500-mile
15 travel, they can get here soon because, you know,
16 we welcome them. Trust me we do.

17 And speaking of manufacturing, that is --
18 that is the point I want to make here. I want to
19 thank you. And, you know, I have to thank the
20 Mayor for his creation of the Manufacturer Task
21 Force, you as the chair and every, you know, CEO
22 and manufacturer that participated. Because the
23 good news was announced that there is going to be
24 a creation of a Office of Manufacturing and

1 Industry and it is going to sit where?

2 DEPUTY MAYOR GREENBERGER: In the Commerce
3 Department.

4 COUNCILMAN HENON: In the Commerce
5 Department. Can you tell me a little bit about
6 that?

7 DEPUTY MAYOR GREENBERGER: Sure. I think
8 that if we are -- if we're going to be serious
9 about -- by the way, you shouldn't be so humble
10 because I didn't chair it. I co-chaired it with
11 you and two other folks from the private sector.
12 If we're going to be serious about trying
13 to figure out how to attract more manufacturing in
14 the city, we're going to have to put in more than
15 usual effort. It's going to take a more
16 extraordinary effort to do that. Because it's a
17 lot of issues, as you know. You sat there next to
18 me the whole time. There are issues of workforce
19 readiness. There are issues of dollars. There
20 are issues of connection to inexpensive energy.
21 And we just -- we have to have a focus. It has to
22 be somebody besides me has to take the
23 responsibility to run that day in and day out.
24 So, that's what we're going to do.

1 We thought that -- and John Grady and I had
2 a very nice conversation about it. There was no
3 hesitation on anybody's part that Mike was the
4 right guy for this. Mike Cooper.

5 COUNCILMAN HENON: Mike Cooper.

6 DEPUTY MAYOR GREENBERGER: And that he
7 could continue to do a lot of the cross
8 coordination that he does at PIDC now. That we --
9 we continue to move this whole thing, effort
10 forward together.

11 COUNCILMAN HENON: And, you know, I -- it
12 was very pleased to hear that announcement. And
13 even more so that there's a commitment. Because
14 now, you know, somebody has -- there was an offer
15 and an acceptance for somebody to focus in on --
16 in my opinion, the growth of putting people to
17 work, growth of putting Philadelphians to work
18 where we have the opportunity to train them. And
19 I know we have --

20 DEPUTY MAYOR GREENBERGER: In good jobs.

21 COUNCILMAN HENON: Great jobs. And there
22 are simple jobs and some are little more
23 complicated, but they are job opportunities for --
24 for all Philadelphians. We want to recruit right

1 from our -- our School District and we'll talk
2 about that when the School District comes here in
3 preparation of the pipeline, you know, education
4 directly into the workforce that reflects
5 Philadelphia.

6 You know, with that being said, the
7 Controller's Office last week released a report on
8 the value or there -- thereof the Keystone
9 Opportunities in Philadelphia. As I've -- as you
10 are aware of with the resurgence or renaissance of
11 manufacturing in Philadelphia, it's a priority of
12 aligning a lot of members of Council, yourself and
13 the Mayor's Office. But according to the report,
14 the manufacturing was one of the few sectors that
15 provided reasonable return on the investment.
16 Which would lead me to believe that that is one
17 area that we can make that significant investment
18 to try to bring manufacturing jobs back to Philly.
19 And it would be a tremendous -- and I mean
20 tremendous benefit to the city.

21 So, I was wondering if you had a time to
22 analyze that Controller's report and see if he had
23 any opinions on -- on his findings? Because I
24 think -- I think there is, you know, as we focus

1 narrowly on it. We should take a look at that
2 and -- and see -- see how we can maximize, you
3 know, the growth.

4 DEPUTY MAYOR GREENBERGER: We did take --
5 in fact, we had provided the Controller's Office
6 with a lot of baseline information. And we're not
7 sure it came out in that report the way that we
8 delivered it to them. But I'm not -- I don't want
9 to get into a kind of tit for tat about the report
10 here. I think the baseline for us is that
11 Keystone Opportunity Zones are a tool that the
12 state provides us. We think they're worth
13 something. They tend to be on almost always on
14 land that is undeveloped.

15 One of the -- as you know, one of the --
16 the key issues in modern manufacturing is that
17 they take up a lot of land. They're horizontal
18 operations and not vertical operations. And so,
19 the kind of pro -- there is a whole mix of
20 properties in KOZ. A lot of them have some
21 industrial capacity. So, it's a tool that we want
22 to retain and, frankly, take advantage of. And I
23 think its ability to play in the manufacturing
24 world is probably the strongest of all those

1 sectors.

2 COUNCILMAN HENON: And I do hope that we
3 continue to have that kind of support. It goes in
4 line with the preservation of our existing
5 industrial land and furthering opportunities, you
6 know, for industrial development. They are large
7 and have a big footprint. They are also subject
8 to, you know, other regulatory issues that we have
9 to continue to deal with.

10 DEPUTY MAYOR GREENBERGER: They have
11 stormwater issues, all kinds of stuff.

12 COUNCILMAN HENON: By providing these
13 opportunities may be, you know, the bridge or gap
14 to attract somebody into coming -- you know, into
15 coming here.

16 DEPUTY MAYOR GREENBERGER: I think, you
17 know, I want to take advantage of every tool we
18 have in our disposal.

19 COUNCILMAN HENON: And we do --

20 DEPUTY MAYOR GREENBERGER: Particularly
21 around this.

22 COUNCILMAN HENON: People don't realize
23 that we are employing over 23,000 Philadelphians,
24 or I would say 23,000 jobs in Philadelphia here in

1 the manufacturing sector. It could be that little
2 corner store where it looks like a corner store
3 and there's 38 people in their making widgets, you
4 know, or something like that. I have gone to --
5 you know, toured on several of them, you know,
6 that were simulation programs and computer
7 networking calculations to sorting bins, you know,
8 where 13 different languages are being spoken.
9 So, it's quite the diverse workforce. I'm excited
10 about it. We need to take advantage of all the
11 tools that we have.

12 DEPUTY MAYOR GREENBERGER: Agreed.

13 COUNCILMAN HENON: And I'm glad that we're
14 all collaboratively working together on it.

15 I have no further questions.

16 COUNCILWOMAN REYNOLDS BROWN: Thank you
17 Councilwoman Henon. I -- I would add two of your
18 comments regarding this new task force and be
19 curious to know what the -- what the jobs are now,
20 where they are, and as a result of this new
21 initiative, what it looks like, what's the yield
22 of this -- of this new initiative a year from now
23 just so that we can begin to see -- see the trends
24 which support and justify creating this new task

1 force really mattered.

2 DEPUTY MAYOR GREENBERGER: Sure.

3 COUNCILWOMAN REYNOLDS BROWN: Okay. I'm
4 going to get to a couple of my questions and then
5 Councilwoman Oh you're up next.

6 We can never beat the horse too long when
7 it comes to MBE/WBE. In this instance, I'm
8 curious about DBE. What type of outreach
9 strategies or initiatives does the department
10 undertake to capture interest among DBEs?

11 MS. DOWD-BURTON: So disadvantaged
12 businesses include minority and women owned
13 businesses.

14 COUNCILWOMAN REYNOLDS BROWN: Separate from
15 disabled?

16 MS. DOWD-BURTON: Yes.

17 COUNCILWOMAN REYNOLDS BROWN: Those who
18 have disabilities?

19 MS. DOWD-BURTON: Yes. Disadvantaged is
20 separate from disabled. That's a completely
21 different category. The disadvantaged businesses
22 are those that are certified by the Federal
23 Government that are economically and socially
24 disadvantaged.

1 COUNCILWOMAN REYNOLDS BROWN: Okay.

2 MS. DOWD-BURTON: So while they call them
3 disadvantaged, we call them M and WBE.

4 COUNCILWOMAN REYNOLDS BROWN: I see.
5 Clarity is important.

6 MS. DOWD-BURTON: Yes.

7 COUNCILWOMAN REYNOLDS BROWN: And so, then
8 let's talk about the disabled community.

9 MS. DOWD-BURTON: Okay. So, the disabled
10 community has very limited support from the Office
11 of Economic Opportunity. When we discontinued our
12 certification program in 2010, I believe there
13 were about eight companies that had been certified
14 as disabled.

15 COUNCILWOMAN REYNOLDS BROWN: Okay.

16 MS. DOWD-BURTON: We do not have any other
17 certifying agencies at this point that certify
18 disabled owned businesses.

19 COUNCILWOMAN REYNOLDS BROWN: How well is
20 Philadelphia doing with regards to other similarly
21 situated municipalities around MBE/WBE activity
22 and progress?

23 MS. DOWD-BURTON: So, I am going to answer
24 based on the conversations that I have with

1 Econsult --

2 COUNCILWOMAN REYNOLDS BROWN: Okay.

3 MS. DOWD-BURTON: -- who is our consultant
4 on the Disparity Study. And their feedback being
5 familiar with a number of the largest
6 municipalities around the country and their
7 disparity efforts have indicated that the City of
8 Philadelphia is advanced in our programs, are
9 proactive in what we've done thus far. They make
10 recommendations to us that we have implemented
11 throughout the years.

12 COUNCILWOMAN REYNOLDS BROWN: Site two.

13 MS. DOWD-BURTON: As an example, looking at
14 the outreach and the capacity building.

15 COUNCILWOMAN REYNOLDS BROWN: Okay.

16 MS. DOWD-BURTON: In 2011, the Office of
17 Economic Opportunity initiated a Capacity Building
18 Program for minority and women contractors. That
19 program was a six-month program every other week.
20 There was a graduation of 37 companies that we
21 will track this year to see where are you now
22 versus where were you two years ago. That was
23 2011/12.

24 In 2013, we supported Skanska.

1 COUNCILWOMAN REYNOLDS BROWN: Yes.

2 MS. DOWD-BURTON: Which is a major
3 international contractor. And their partnership
4 with the Minority Supplier Development Council and
5 Temple University to run a Capacity Building
6 Program for minority and women owned contractors.

7 This year 2014, we host with Turner
8 Construction their Program Management Program.
9 It's being hosted by the Commerce Department and
10 the Office of Economic Opportunity every Thursday
11 evening. And it's a eight-week program where they
12 will graduate from that program with skills in
13 program management. The important thing about
14 each of these different projects is not only does
15 it provide more of a business acumen for small
16 businesses, but it also provides an opportunity to
17 connect with some of the major contractors in the
18 city and to build relationships that ultimately
19 allows them to expand their business --

20 COUNCILWOMAN REYNOLDS BROWN: Sure.

21 MS. DOWD-BURTON: -- to subcontractors and
22 hopefully one day as prime.

23 COUNCILWOMAN REYNOLDS BROWN: Sure.

24 Councilman Oh, you're up next. And then I'd just

1 like to give a heads up to PIDC, we'd like to
2 invite them to the table following Councilman Oh.

3 COUNCILMAN OH: Thank you very much.

4 So, Econsult has done a report on the
5 status of Philadelphia's employment outlook. And
6 are you familiar with their report?

7 DEPUTY MAYOR GREENBERGER: Is this the one
8 that was in conjunction with the Center City
9 Districts' reports?

10 COUNCILMAN OH: Yes.

11 DEPUTY MAYOR GREENBERGER: I am familiar
12 with it, at least somewhat familiar with it.

13 COUNCILMAN OH: Okay. So in that report,
14 which was brought up in earlier conversation at
15 one of our hearings --

16 DEPUTY MAYOR GREENBERGER: Yes.

17 COUNCILMAN OH: -- that report indicates or
18 predicts that the City of Philadelphia would lose
19 75,000 jobs by 2021 if we do not do something
20 different. You are familiar with that report?

21 DEPUTY MAYOR GREENBERGER: Yeah. Except if
22 I can offer a clarification on that.

23 COUNCILMAN OH:

24 DEPUTY MAYOR GREENBERGER: I don't

1 actually -- it's a little subtle on how they put
2 it. But I actually thought you might ask this
3 question, so I talked to Steve Mullin yesterday
4 about it.

5 COUNCILMAN OH: That's why we like you.

6 DEPUTY MAYOR GREENBERGER: And -- and so,
7 he and I both are agreeing that what it actually
8 says -- it is nuanced. I will give you that. It
9 says the City lost 75,000 jobs over some extended
10 pier of time going back decades.

11 COUNCILMAN OH: Yes.

12 DEPUTY MAYOR GREENBERGER: And then it said
13 if that were to happen again, it would have
14 significant economic consequences. True. And it
15 further advocated that -- that changing of the tax
16 structure in the City would more like could help
17 minimize that trend if it happened. And I think
18 the emphasis is on "if this happens." So I think
19 they posed this thing as a hypothetical rather
20 than a prediction.

21 COUNCILMAN OH: Okay. That's not how I
22 read the report. But you're talking --

23 DEPUTY MAYOR GREENBERGER: I am happy to go
24 over it again.

1 COUNCILMAN OH: No. No.

2 DEPUTY MAYOR GREENBERGER: He and I went
3 over it and I thought, I'm not sure this is
4 predicting 75,000 job loss.

5 COUNCILMAN OH: Yeah. Well, I will -- I
6 will accept what you're saying as a clarification.

7 DEPUTY MAYOR GREENBERGER: Let's look at it
8 together.

9 COUNCILMAN OH: So, you know, but I read
10 the report. And I think it's been widely
11 distributed. And it's good news for me if it's
12 not so because it corresponds to a \$151 million
13 reduction of the -- of the wage taxes alone in
14 what the City receives. But there was a loss of
15 219,000 jobs between 1970 and 2010. So, there was
16 a steady reduction in jobs. From a reading of
17 that report, it would indicate that the jobs that
18 are predicted to be lost are primarily entry level
19 and low wage jobs.

20 And -- and -- and so, in relation to this
21 discussion about the -- the opportunities and
22 trying to find employment for folks, that is
23 important because, you know, that is an area of
24 struggle employing neighborhood folks where --

1 with those jobs decline, the folks who don't have
2 a college degree who may have literacy issues or a
3 criminal record are really challenged to get
4 themselves back into a system. And, you know, it
5 would be a loss of support for City services.

6 So, I'm just kind of curious. Did anyone
7 ever do a study of like a comparison of 2014
8 versus 1964 total revenues of the City in
9 comparable dollars versus tax burden on individual
10 citizens?

11 DEPUTY MAYOR GREENBERGER: I'm not -- if
12 somebody has done it, I'm not aware of it.

13 COUNCILMAN OH: I would very much like to
14 explore that. Perhaps if you're not going to do
15 it, I'd be happy to do it. But --

16 DEPUTY MAYOR GREENBERGER: It's not exactly
17 a capacity we have, I would say.

18 COUNCILMAN OH: Yeah. No. No. So -- so
19 the reason I'm bringing up in light of the, you
20 know, M/WBE questions are that some of the
21 planning around the -- the employment process
22 would focus on, you know, really engaging more
23 entrepreneurship and ensuring the success of these
24 businesses, many of them hire.

1 For example, companies may hire more
2 persons with disabilities, you know, if we are
3 promoting that and if we're pursuing those.

4 I mean, I'm just bringing it up for
5 conversation sake. I don't need an answer today.
6 But the strategy I'm very interested in, in how
7 you address that issue. And I will look at that
8 report again. And I will talk to the folks over
9 at Econsult to get a clear interpretation myself
10 about what it is.

11 DEPUTY MAYOR GREENBERGER: I am happy to
12 sort of circle back to you.

13 COUNCILMAN OH: Yes.

14 DEPUTY MAYOR GREENBERGER: And make sure
15 we're on a similar point of view about what this
16 thing says.

17 COUNCILMAN OH: Okay. Thank you very much.

18 COUNCILWOMAN REYNOLDS BROWN: Can we invite
19 PIDC to the table, please.

20 (Witness approaches table.)

21 COUNCILWOMAN REYNOLDS BROWN: Good
22 afternoon.

23 MR. GRADY: Good afternoon, Councilwoman.
24 Nice to see you.

1 COUNCILWOMAN REYNOLDS BROWN: Nice to see
2 you, as well. So, I read with interest the 2012
3 Annual Disparity Study on page 8. And looking at
4 MBE/WBE numbers for PIDC. And I would say to you
5 they are quite impressive. So with that, just
6 give us a brief update with what you're doing down
7 there at the Naval Shipyard and really update us
8 from activities since last year.

9 MR. GRADY: Sure. I think as it relates
10 particularly to our utilization of minority and
11 women-owned businesses, we have tried to establish
12 a series of very regular and routine processes
13 working with Angela and the Office of Economic
14 Opportunity. So, any time we have a, particularly
15 a construction opportunity or a design
16 opportunity, we meet with the Office of Economic
17 Opportunity before that procurement goes out to
18 bid. We try to promote -- we establish goals.
19 And we try to promote the availability of the work
20 as broadly as we possibly can. And I think that
21 it has resulted -- because there is a fairly
22 regular amount of work, particularly
23 infrastructure type work that we are responsible
24 for.

1 COUNCILWOMAN REYNOLDS BROWN: Yes.

2 MR. GRADY: Firms are very actively
3 following the work there. They have opportunities
4 through our website to see what bid opportunities
5 are currently available. And they have an
6 opportunity to participate in that process.

7 So, I think it's really all about availing
8 ourselves of the resources that the Office of
9 Economic Opportunity has provided to us. I think
10 it's partly about having a regular amount of work
11 so the business community is constantly engaged
12 with opportunities there. And I think it's about
13 just trying to set goals in a way that we can
14 continue to achieve them and exceed them and set
15 higher goals.

16 COUNCILWOMAN REYNOLDS BROWN: And so, with
17 that -- in that spirit, you should know that I met
18 with Bill Hankowsky. Because one, I think,
19 beautiful example that seems to work down there is
20 the equity partnership that took place between
21 Synterra and Liberty?

22 MR. GRADY: Liberty Property.

23 COUNCILWOMAN REYNOLDS BROWN: Liberty. So
24 the question is, and I have had these offline

1 conversations with Ms. Dowd-Burton.

2 MS. DOWD-BURTON: Yes.

3 COUNCILWOMAN REYNOLDS BROWN: How can we
4 seek to duplicate that type of enterprise that was
5 very successful for both parties? That
6 conversation is underway. He is going to look to
7 corporations who philosophically get it when it
8 comes to that type of enterprise. And I am to
9 look to other MBE/WBEs that could be matched up,
10 if you will. I put that on the record because we
11 shouldn't operate in silos and we need to figure
12 out how we can do that and grow the scale of those
13 type of partnerships.

14 MR. GRADY: And I think that partnership is
15 a good example of a practice that we have with,
16 again, the Commerce Department pretty regularly.
17 Liberty Property was selected to develop a portion
18 of the Navy Yard almost a decade ago now. And it
19 was through a public solicitation. So, there was
20 a lot of promotion of the opportunity. And as
21 part of that, we established a goal for equity
22 participation by minority or women-owned
23 businesses. And so, I think that it's been ten
24 years and they've been able to do a lot of work

1 and see a lot of benefit.

2 COUNCILWOMAN REYNOLDS BROWN: Yes.

3 MR. GRADY: But the initiation of that
4 opportunity really came from the very typical type
5 of goal setting that we try to do with development
6 opportunities. And, you know, those are -- those
7 opportunities are more rare because we build a lot
8 more streets, you know, and put a lot more utility
9 pipes in the ground than we do have -- thank we
10 have opportunities for development partnership.
11 But again, I think it's part of institutionalizing
12 those kinds of goals and objectives.

13 COUNCILWOMAN REYNOLDS BROWN: Yes.

14 MR. GRADY: And having a community that has
15 a depth of participants who are able and
16 interested in participating.

17 COUNCILWOMAN REYNOLDS BROWN: Yes. Yes.

18 My last question to you and this may be
19 somewhat rhetorical. As you contract with those
20 who want to buy land or lease land down there, is
21 there look-see at their boards? Here is why I
22 ask.

23 Urban Outfitters has no women on their
24 board. And now we know that there's a law on the

1 books that says if you want to do business with
2 the City and you want to bid or you're going after
3 bids for 250,000 or more, you're going to have to
4 tell us what your board looks like.

5 In the negotiation stage or the review of
6 documents, what -- what is asked of companies who
7 want to do business down with PIDC with regard --
8 we hear what's happening with MBE/WBE. This new
9 law is not a year old yet. But when we have a
10 company like Urban Outfitters, in fact by the way,
11 I told my daughter we won't be buying from there
12 anymore.

13 What and how can we -- how do we fix that?
14 Can we fix that when they are an independent
15 for-profit entity.

16 MR. GRADY: I think in a lot of ways with
17 that kind of an issue and that issue specifically,
18 you know, the City obviously has tried to make
19 inroads when there are incentives provided for
20 that development. So Urban Outfitters, as an
21 example, didn't receive any direct incentive. We
22 sell them buildings at fair market value, and they
23 invest their dollars to redevelop them.

24 COUNCILWOMAN REYNOLDS BROWN: Sure.

1 MR. GRADY: But I think in other instances
2 where the opening has been where there are certain
3 types of incentives provided that there is a
4 return.

5 We have -- quite frankly, we have not
6 gotten to the situation where if we're leasing
7 2,000 square feet of office space to professional
8 services firm, we don't make requirements of them
9 about the composition of their workforce or their
10 governing structure. It's obviously a discussion
11 that has a lot of importance. And it's --

12 COUNCILWOMAN REYNOLDS BROWN: It may be
13 potential.

14 MR. GRADY: -- a conversation we're happy
15 to discuss with you.

16 COUNCILWOMAN REYNOLDS BROWN: Okay. Thank
17 you very much.

18 Councilwoman Bass, you're up.

19 COUNCILWOMAN BASS: Thank you. I just had
20 a quick question about InStore?

21 DEPUTY MAYOR GREENBERGER: InStore.

22 COUNCILWOMAN BASS: InStore. And I know
23 that you did the first InStore project in my
24 district and I think the second too; is that

1 correct?

2 DEPUTY MAYOR GREENBERGER: Rose Petals was
3 the first.

4 COUNCILWOMAN BASS: Rose Petals was the
5 first.

6 DEPUTY MAYOR GREENBERGER: And the second
7 one -- Karen?

8 MS. FEGELY: I don't know the second, but
9 there is another one.

10 COUNCILWOMAN BASS: There is another one in
11 my district? Okay. Great.

12 Can you give me some details on the InStore
13 Program in terms of the budget and how much we've
14 spent on InStore and what's it's going to look
15 like going forward? Just the additional detail
16 that you have.

17 DEPUTY MAYOR GREENBERGER: Sure. I am
18 going to ask Karen who runs that program to help
19 give us details.

20 MS. FEGELY: InStore was developed as a
21 business attraction expansion tool. So, we're
22 trying to attract businesses to neighborhood
23 commercial corridors where they may need a little
24 economic incentive to locate. And we're really

1 excited about it. The first one you said was Rose
2 Petals Cafe which is open and running. We have
3 awarded ten so far. So that's -- and they are
4 expected to create 65 new jobs.

5 We have budgeted \$300,000 a year of CDBG
6 funds for the program. So and at this rate, I
7 would actually say we are over -- with ten, we are
8 sort of running higher than where we thought we'd
9 be. We thought we would -- 300,000 a year would
10 be good. At ten, we're about at about \$450,000
11 committed so far. So, we are probably going to
12 have to tighten up our review process and make
13 sure that we're really getting the best -- the
14 best deals that have the likelihood of making the
15 most impact in that neighborhood.

16 COUNCILWOMAN BASS: Okay. And so the
17 InStore is basically the program where there is
18 resources allocated to a business to, you know,
19 make it more attractive, design-wise, the facade.

20 DEPUTY MAYOR GREENBERGER: Inside.

21 MS. FEGELY: Well, this is for the inside.

22 COUNCILWOMAN BASS: Right. Inside.

23 MS. FEGELY: We also have a Store Front
24 Improvement Program that is smaller awards up to

1 \$8,000 for a typical storefront to match any
2 improvements they make to the outside. InStore
3 Program is to cover some of the upfront equipment
4 cost, equipment fit out costs for a business to
5 come in, move into a new store front or for an
6 existing business who is going to expand. Either
7 expanding into, like, the neighboring store front
8 or expanding their line of business where all the
9 sudden they need a new -- for example, we funded a
10 frozen yogurt business that's expanding to have
11 sandwiches. So, they needed to buy new equipment
12 to do that.

13 COUNCILWOMAN BASS: Okay. Can you tell me
14 what -- out of the ten programs that you funded,
15 the participation in terms of minority businesses
16 which ones were minority, women owned?

17 MS. FEGELY: I cannot tell you that right
18 here. But I can tell you that, I mean, we have
19 that information.

20 COUNCILWOMAN BASS: Okay. I would like to
21 have that information submitted to the Chair.

22 Thank you.

23 MS. FEGELY: Okay.

24 COUNCILWOMAN REYNOLDS BROWN: Councilwoman

1 Blackwell.

2 COUNCILWOMAN BLACKWELL: Thank you.

3 Certainly, I am proud to sit on PIDC's Board for
4 the President and this Council. And when we do
5 have people that come for loans and dollars, John
6 Grady always -- we always go through minority
7 participation.

8 COUNCILWOMAN REYNOLDS BROWN: Very good.

9 COUNCILWOMAN BLACKWELL: It was interesting
10 in the issue you mentioned, because they've been
11 on our agenda in a big way. So, it's great to
12 always expand and do more -- to do more, find
13 another area where we can make sure we have
14 inclusion. And I do want to commend him and PIDC
15 for what they do. Thanks, John.

16 MR. GRADY: We appreciate your support on
17 the Board, as well.

18 COUNCILWOMAN REYNOLDS BROWN: I would
19 say --

20 COUNCILWOMAN BLACKWELL: Thank you.

21 COUNCILWOMAN REYNOLDS BROWN: I would say
22 ditto given the work that our offices do every
23 fall. Thank you very much. So, I am going to
24 squeeze in a question, Councilman Oh, then you are

1 up next.

2 Back to the discussion around business
3 attraction and retention, briefly summarize what
4 staff do and how they approach the task of
5 bringing new businesses in the City. And then is
6 there a trigger that happens that alerts you when
7 their lease is about to be up where we can seek to
8 retain them in the City and/or offer incentives,
9 if you will, to hold them here so we can secure
10 those jobs?

11 DEPUTY MAYOR GREENBERGER: Okay. Good
12 question. I will -- let me take the latter part
13 first.

14 We have a sort of standing committee
15 that -- that reviews when leases are up in the
16 City, the major leases.

17 COUNCILWOMAN REYNOLDS BROWN: Very good.

18 DEPUTY MAYOR GREENBERGER: This is jointly
19 between PIDC, Commerce, Center City District. We
20 know when these are coming up. And we start doing
21 outreach early.

22 COUNCILWOMAN REYNOLDS BROWN: Very good.

23 DEPUTY MAYOR GREENBERGER: To find out
24 how -- you know, at first it's all how you doing?

1 What's going on? Problems? What's happening?

2 Eventually, it's a discussion of, oh, by the way,
3 your lease is up and we need to talk about that.

4 The question about how we find out again is
5 very much related to the partnerships that we have
6 with PIDC that is -- what we try to do is have
7 sort of open doors on multiple fronts. And
8 because the system is pretty well coordinated in
9 terms of who is talking to who ever day. John and
10 I are talking to each other every day. Our staffs
11 are talking to each other every day and we have --
12 as well as the formal meetings we have. We're
13 getting -- we're getting requests in.

14 So an example, we probably have about, I
15 think, ten major out of town business attraction
16 opportunities that we're pursuing right now.

17 COUNCILWOMAN REYNOLDS BROWN: In the
18 pipeline?

19 DEPUTY MAYOR GREENBERGER: In the pipeline.
20 Four of them have 500 or more jobs. Now, we're
21 not going to get all of them.

22 COUNCILWOMAN REYNOLDS BROWN: Sure.

23 DEPUTY MAYOR GREENBERGER: If we got one of
24 them, we would probably say we're doing pretty

1 well. But we're pushing hard on all those fronts.
2 How do we know? Sometimes there are things that
3 we know from our own networks. Sometimes there
4 are things that people come externally and say
5 this is a business that is thinking about being
6 here.

7 And by the way, one of the things I would
8 tell you is that for a number of these businesses,
9 particularly the ones that have been located in
10 the suburbs somewhere, the attraction of
11 placing -- the ability to have a place like the
12 Navy Yard to put in front of them is an enormous
13 advantage for the City of Philadelphia because now
14 we have choices. It's not just about being in a
15 neighborhood or being in a downtown. We have this
16 more suburban feeling thing that is actually in
17 the City of Philadelphia.

18 So, it comes from many quarters. It's
19 not --

20 COUNCILWOMAN REYNOLDS BROWN: Several
21 different access points, if you will.

22 DEPUTY MAYOR GREENBERGER: We want to keep
23 it that way. We want as many access points as we
24 can.

1 COUNCILWOMAN REYNOLDS BROWN: Can you speak
2 to maybe in the past year the number of businesses
3 that are coming to us relocating here from other
4 cities just to get an idea of how we're doing in
5 that area.

6 DEPUTY MAYOR GREENBERGER: Well, there are
7 some coming from other cities. Businesses -- you
8 know, we talked earlier, for instance, about this
9 major brewer who was in, I think, San Diego,
10 definitely California who wants to be here because
11 they need an east coast operation. So, that's an
12 example of someone coming from fairly far away.
13 There is large engineering/energy efficiency firm
14 named EcoSave actually from Australia that has
15 relocated here in the Navy Yard, acquired an out
16 of town engineering company to be part of its
17 operation. There's basically moving 125 jobs into
18 the City of Philadelphia as a result of this.

19 Why is he here? He thinks this is a good
20 base of operations for what he wants to do in
21 North America. It sometimes comes to really
22 simple things, well, personal things. Like I like
23 the City, my spouse likes the City. I think I
24 want to raise my kid here. All in this particular

1 case, all of that is in the mix.

2 COUNCILWOMAN REYNOLDS BROWN: Let me ask,
3 on this committee, is there a professional that
4 has an in-depth knowledge of our arts and cultural
5 scene? Because we know it's big and huge for a
6 lot of reasons. And I have learned over the years
7 that oftentimes the leaders of major companies who
8 reloc -- relocate here have that as a factor that
9 they consider, which becomes a huge attraction.

10 DEPUTY MAYOR GREENBERGER: I would tell
11 you, Councilwoman, that there is not an individual
12 who I would say is a specific sole expert on that.
13 But there are a lot of people in this group who
14 have expertise, including myself. Just because of
15 my architectural career, half of it was probably
16 in arts and culture some in this city.

17 COUNCILWOMAN REYNOLDS BROWN: I see.

18 DEPUTY MAYOR GREENBERGER: So between us,
19 we know an awful lot of people. And there are
20 still several of the cultural institutions in town
21 that kind of rely on me as a -- as a funnel to
22 help them think through their own growth and
23 development issues.

24 COUNCILWOMAN REYNOLDS BROWN: Okay. Well

1 we know that's important for all the reasons --

2 DEPUTY MAYOR GREENBERGER: It's very
3 important.

4 COUNCILWOMAN REYNOLDS BROWN: That being
5 the number two, number three industry in town.

6 With regards to next year, know that
7 members like Councilwoman Oh and myself and
8 probably others will be curious to know the yield,
9 it's called return on investment, from those, I
10 guess you would call them, informational
11 international experiences that the Administration
12 has taken on. I just want to put that on the
13 record. I'm sure the question will be asked again
14 next year.

15 DEPUTY MAYOR GREENBERGER: We will do our
16 best to give you an accurate a report as we can on
17 how that worked out.

18 COUNCILWOMAN REYNOLDS BROWN: Okay.
19 Councilman Oh, you're up.

20 COUNCILMAN OH: Yes. Thank you very much.
21 I will be brief. I just -- I just thought it was
22 important to clarify the importance of the issue
23 about the Econsult Report.

24 I see that the report that we're talking

1 about now from Econsult for the Office of Economic
2 Opportunity cost the City \$71,000 or so. I am
3 sure that someone paid for a econometric forecast
4 or a report. And I can speak for myself that I do
5 look at these reports. I compare them to other
6 reports. We do a lot of objective data in order
7 to make decisions. And I base a lot of some of
8 the votes in this Council right here based on the
9 reports.

10 The credibility and clarity of that report
11 as not being a hypothetical kind of -- it has to
12 be a forecast, an econometric forecast, which is a
13 professionally done report. That's as I
14 understand it. I am open to the fact that maybe
15 there's a little confusion on my part or something
16 like that. I find that hard to understand that
17 somebody paid for a report that pulled out a
18 number out of thin air or just made it up or
19 something like that.

20 DEPUTY MAYOR GREENBERGER: I don't think it
21 was that. I think it was -- I mean, that
22 particular instance -- and by the way, nobody is
23 delusional here. This is subtle stuff some time.

24 In that particular instance, I think a

1 hypothetical was being put forward to demonstrate
2 an advocacy point about the City's overall tax
3 structure. Fair point to make. I don't have a
4 problem with that.

5 COUNCILMAN OH: Okay. I'm -- I'm -- I
6 understand I should not be discussing it with you.

7 DEPUTY MAYOR GREENBERGER: We should be
8 discussing it with somebody else.

9 COUNCILMAN OH: But you know, we're in a
10 public forum and I recall that we're being
11 televised. So I will say that I will follow that
12 up. I think it is critically important that the
13 information as I understand it in the report,
14 nuance or not, is clear. Because, you know, votes
15 and strategies are in some part being based upon
16 that report. It has to be accurate.

17 Thank you very much.

18 DEPUTY MAYOR GREENBERGER: Thank you. Fair
19 point.

20 COUNCILWOMAN REYNOLDS BROWN: We want to
21 touch base and see if Councilman Kenney has any
22 remaining questions. I have three more.

23 SafeCam provides reimbursements for up to
24 50 percent of the total cost for eligible

1 equipment and installation.

2 How much money is an individual SafeCam?

3 DEPUTY MAYOR GREENBERGER: Oh, Karen is
4 saying \$3,000 approximately on average.

5 COUNCILWOMAN REYNOLDS BROWN: Okay.

6 Further, the testimony states that 92
7 applications were received, 64 were awarded and 26
8 have been completed and paid for. Of the 64
9 individuals and businesses that have participated,
10 talk about where are they geographilly --
11 geographically?

12 Are they clustered in one area? Or just
13 additional detail.

14 DEPUTY MAYOR GREENBERGER: Yeah. We will
15 give you a little bit more perspective on that.

16 MS. FEGELY: Right. I can certainly get
17 you a list. And we have a list of them by
18 address, by Council District, by ZIP code.
19 They're -- they're all over the city. I would say
20 there are definitely clusters because word gets
21 around as word of mouth. And there's a few
22 motivated contractors who are pitching the program
23 to sell -- to sell their security cameras, which
24 is great. So, you know, so they are hitting

1 certain sections of the city or certain sectors of
2 business. I have a full list I'd be happy to
3 share.

4 COUNCILWOMAN REYNOLDS BROWN: Councilwoman
5 Jones is not here. But I knew if he was here, he
6 would want to know how many are in my councilmatic
7 district. So, I would expect the District
8 Councilmembers would appreciate --

9 MS. FEGELY: Yeah. Absolutely.

10 COUNCILWOMAN REYNOLDS BROWN: -- having the
11 breakdown.

12 MS. FEGELY: One of the things, we're still
13 getting the word out about this. So, we're happy
14 to go out -- you know, we've been doing this, you
15 know, business association meetings and -- but
16 we're happy to do more of that. I know we have
17 done some in the 4th District.

18 COUNCILWOMAN REYNOLDS BROWN: Okay.

19 DEPUTY MAYOR GREENBERGER: Council can help
20 on this.

21 COUNCILWOMAN REYNOLDS BROWN: Please.

22 DEPUTY MAYOR GREENBERGER: If there is some
23 area where it's a little light, this is an
24 opportunity for Council to help us get the word

1 out.

2 COUNCILWOMAN REYNOLDS BROWN: Okay.

3 MS. FEGELY: It's one of our programs where
4 any business anywhere in the City is eligible to
5 do this.

6 COUNCILWOMAN REYNOLDS BROWN: Wow.

7 MS. FEGELY: We really want people to take
8 advantage of it. Helps everyone.

9 COUNCILWOMAN REYNOLDS BROWN: Make sure
10 that all Councilmembers get whatever flyer --

11 MS. FEGELY: Absolutely.

12 COUNCILWOMAN REYNOLDS BROWN: -- leaflet,
13 document that speaks to that.

14 MS. FEGELY: Sure.

15 COUNCILWOMAN REYNOLDS BROWN: On page 57 of
16 your testimony in the Class 200 expenditures, you
17 say that that two million plus is for various
18 community projects. Elaborate on what is various
19 community projects.

20 DEPUTY MAYOR GREENBERGER: Yeah. I think
21 what I had mentioned during the break,
22 Councilwoman, I think we put that number on the
23 wrong form. That's -- that's -- that's block
24 grant money.

1 COUNCILWOMAN REYNOLDS BROWN: I see. Okay
2 then. Thank you for that --

3 DEPUTY MAYOR GREENBERGER: Sorry about
4 that.

5 COUNCILWOMAN REYNOLDS BROWN: -- clarity.
6 On page 5 of you're test -- now we're going to go
7 to micro lending. This is my last few questions.

8 DEPUTY MAYOR GREENBERGER: Okay.

9 COUNCILWOMAN REYNOLDS BROWN: On page 5 of
10 your testimony, you indicate that you partnered
11 with the international nonprofit Kiva. Is that an
12 acronym?

13 DEPUTY MAYOR GREENBERGER: Yes. Is it an
14 acronym, Sue?

15 MS. DOWD-BURTON: No.

16 DEPUTY MAYOR GREENBERGER: Why don't you
17 come up. You may need to explain Kiva.

18 COUNCILWOMAN REYNOLDS BROWN: That
19 specializes in micro lending. So describe what
20 that is, what amount, what is the general use for
21 it. Just additional background, please.

22 MS. GALLIER-HOWARD: Good afternoon. My
23 name is Sylvie Gallier-Howard. I'm Deputy Chief
24 of Staff to the Deputy Mayor. So, we're currently

1 working on a partnership with Kiva to bring Kiva
2 Philadelphia, to launch a Kiva Philadelphia. The
3 way it works is the loans initially through Kiva,
4 it's a web-based platform sort of like a crowd
5 funding site but it's crowd lending. Individuals
6 such as you and I go on the site and we provide
7 loans to the businesses that are featured on that
8 site. In order for a business to be featured,
9 they need to be endorsed by a trustee such as a
10 Chamber of Commerce, a CDC, a business
11 association. So, that's been the bulk of our work
12 so far is recruiting trustees. We have 26
13 individuals and organizations recruited in
14 Philadelphia to be trustees.

15 COUNCILWOMAN REYNOLDS BROWN: What's the
16 goal?

17 MS. GALLIER-HOWARD: The goal is forty over
18 three years. And we'd like to launch at the end
19 of this year. We have five businesses that have
20 been endorsed. And I believe all five have
21 received their loans. They -- most of them are
22 \$5,000. That's the initial amount. That's the
23 ceiling for businesses initially. If they pay
24 back those \$5,000, and there's zero interest

1 loans, then they can apply again for up to 10,000.

2 COUNCILWOMAN REYNOLDS BROWN: That sounds
3 very exciting. So, have you down sat down with
4 the African-American Chamber of Commerce and the
5 Hispanic Chamber of Commerce and the -- help me,
6 Councilman Oh. Is it Asian-American Commerce?

7 DEPUTY MAYOR GREENBERGER: Yeah.

8 COUNCILWOMAN REYNOLDS BROWN: I just wanted
9 to be accurate.

10 MS. GALLIER-HOWARD: We have. So we have
11 had -- we actually had the CEO of Kiva Zip this
12 program. Domestically, it's called Kiva Zip.
13 Internationally, it's Kiva.

14 We had the CEO of Kiva Zip come to
15 Philadelphia and do a workshop. We had about 40
16 individuals and organizations attend. And
17 actually the Asian-American Chamber, the
18 African-American Chamber and Hispanic-American
19 Chamber have all become trustees.

20 COUNCILWOMAN REYNOLDS BROWN: Very good.
21 Very, very good. So, you said the number to date
22 is 35 micro loans have been made? Is that what I
23 heard you to say?

24 MS. GALLIER-HOWARD: No, I'm sorry. We

1 have five that have been made so far.

2 COUNCILWOMAN REYNOLDS BROWN: Five. And
3 are you on deadline for X number by a certain
4 date.

5 MS. GALLIER-HOWARD: We are pushing. So,
6 kiva has challenged us -- Kiva is a nonprofit.
7 They have challenged us to get 25 businesses
8 endorsed in order to become a Kiva city. So,
9 we're working -- our time frame is really the end
10 of this year. We're pushing and working with our
11 trustees to endorse businesses.

12 COUNCILWOMAN REYNOLDS BROWN: Wow. That
13 sounds exciting.

14 MS. GALLIER-HOWARD: Thanks.

15 COUNCILWOMAN REYNOLDS BROWN: Any other
16 members have any council for -- any other
17 questions for the Commerce Department?

18 (No response.)

19 Well, with that we'll --

20 MS. DOWD-BURTON: Councilwoman.

21 COUNCILWOMAN REYNOLDS BROWN: Surely.
22 Ms. Dowd-Burton.

23 MS. DOWD-BURTON: May I just make one
24 comment?

1 COUNCILWOMAN REYNOLDS BROWN: Please.

2 MS. DOWD-BURTON: For the year.

3 COUNCILWOMAN REYNOLDS BROWN: Sure.

4 MS. DOWD-BURTON: This is an
5 acknowledgement. Because the Economic Opportunity
6 Review Committee was established by City Council
7 to enable the Office of Economic Opportunity in
8 collaboration with the African-American Chamber
9 and Hispanic Chambers to have a forum in City
10 Council chambers which enables business owners,
11 consultants, employees potentially of contracting
12 community businesses to get engaged in sharing
13 with us the conditions within the marketplace.

14 And so, I just wanted to thank you and
15 members of City Council for the opportunity to
16 engage the public in that fashion.

17 COUNCILWOMAN REYNOLDS BROWN: Sure.

18 MS. DOWD-BURTON: And then finally in terms
19 of Councilwoman Blackwell, Councilman Goode,
20 Councilman Kenyatta Johnson who have -- and
21 Councilman Clarke who have had members of their
22 staff serve on Economic Opportunity Oversight
23 Committees. It's extremely important for --

24 COUNCILWOMAN REYNOLDS BROWN: It is.

1 MS. DOWD-BURTON: -- for Council to be
2 engaged in that. I just wanted to acknowledge all
3 of you for that.

4 COUNCILWOMAN REYNOLDS BROWN: Surely. And
5 the mission continues.

6 MS. DOWD-BURTON: Yes. Thank you.

7 COUNCILWOMAN REYNOLDS BROWN: Thank you
8 very much.

9 With that, we will move to the next
10 department that is due to -- Parks and Recreation,
11 which we know is chaired by Councilwoman Cindy
12 Bass.

13 Thank you very much.

14 - - -

15 (At this time, a brief recess was taken.)

16 - - -

17 COUNCILWOMAN REYNOLDS BROWN: Good
18 afternoon. I'm not hearing you. Good afternoon.

19 (Audience: "Good afternoon.")

20 We will now resume with Budget Hearings.

21 And we have before us now the leadership for Parks
22 and Recreation. Welcome. Welcome.

23 And let's start with your testimony,
24 please.

1 DEPUTY MAYOR DiBERARDINIS: Okay. Thank
2 you, Councilwoman. And good afternoon, Members of
3 Council. I'm Mike DiBerardinis, Deputy Mayor and
4 Commissioner for the Department of Parks and
5 Recreation. With me today are Susan Slawson,
6 First Deputy Commissioner for Recreation and
7 Programs and Mark Focht, First Deputy Commissioner
8 for Parks and Facilities.

9 We are very happy to be collaborating with
10 City Councilmembers around the special capital
11 projects and security cameras at our facilities.
12 This ongoing relationship has allowed us to
13 leverage resources to their highest impact and
14 advance a system which is safe, clean and ready to
15 use.

16 And we would like to thank as well Parks
17 and Recreation Commissioners who -- some of them
18 who may be with us today, members of the
19 Conservancy and the Parks Alliance who we work
20 with every day and depend on for continued support
21 and leadership. Much appreciation should be
22 directed towards our dedicated and committed
23 staff. Our Parks and Recreation staff continues
24 to provide the great work in the form of helping

1 children succeed through high quality programming
2 and through the high quality care of the wonderful
3 natural resource and assets as well as hundreds of
4 our built facilities throughout the city.

5 I appear before you today to present our
6 Proposed Operating Budget for FY15 which includes
7 General Fund obligations of \$51,813,537 and Grants
8 Revenue of \$10,459,603. The FY15 General Budget
9 reflects an increase of 500,000 over the FY14
10 estimated obligations. From 100 -- the Class 100
11 request of \$40,715,707 sustains the department's
12 authorized level of 701 General Fund full-time
13 positions; \$6,214,525 is proposed for Class 200;
14 and \$2,593,805 in Class 3 and 400; and finally,
15 \$2,298,500 in Class 500.

16 The Mayor's Proposed General Operating
17 Budget in FY15 includes an increase of support for
18 our collaborative efforts to expand both the
19 quality and quantity in our program offerings.
20 These programs will help meet the needs of
21 families and their communities by providing the
22 broadest range of programs across age groups and
23 types of activities. This increase will also
24 allow us to build -- continue to build

1 collaborations within the community and with city
2 leadership to create new programming that expands
3 possibilities for children and youth.

4 The dedicated women and men serving in the
5 Department of Parks and Recreation represents
6 various backgrounds and diversities. We will
7 continue to foster opportunities for staff
8 throughout the department through recruiting,
9 training and career development. The Parks and
10 Recreation Executive Staff is 53 percent women,
11 43 percent -- 47 percent men, 33 percent
12 African-American and 67 percent Caucasian. The
13 full time new hire breakdown for FY14 is
14 31 percent female, 69 percent male, 57 percent
15 minority, 47 percent -- 43 percent Caucasian and
16 5 percent bilingual.

17 The Department of Parks and Recreation is
18 committed to supporting the Administration's goal
19 of minority women and disabled-owned business
20 participation in City contracting. Based on the
21 available contracting opportunities, the
22 Department's FY15 participation goal is
23 established with OEO is 25 percent. And we are
24 pleased to report that our current participation

1 is 56 percent for the second quarter of FY14.

2 That concludes my testimony. And we're
3 happy to answer questions.

4 COUNCILWOMAN REYNOLDS BROWN: Would anyone
5 else like to offer testimony? No? Okay then.

6 Please, Councilwoman Blackwell.

7 COUNCILWOMAN BLACKWELL: Thank you. Thank
8 you, Madam Chair.

9 COUNCILWOMAN REYNOLDS BROWN: Welcome.

10 COUNCILWOMAN BLACKWELL: I rise today to
11 mention an issue with Kingsessing Center in my
12 district. Many -- we have people who are here
13 representing the center.

14 (Audience: "Yes. Yes. Yes.")

15 COUNCILWOMAN BLACKWELL: And they are very
16 concerned because when Wilson School closed --
17 this is a result of school closings -- the PAL
18 Center left because they were in the school that
19 closed. The closest facility to that and the
20 largest one in my district is Lee -- is certainly
21 Kingsessing Rec. So the issue is, people are here
22 today because they do not want to lose the
23 programs that they have, specifically, a boxing
24 gym that's been there for years, well known,

1 participates citywide and beyond in boxing
2 tournaments. And they have been told that if PAL
3 comes in, then PAL would supplant the programs
4 they already have with their own. And the
5 community feels that they have the right for
6 programs that have existed for many, many years.
7 That they have a right to have those programs
8 still exist. And if PAL wants to come in, albeit
9 they bring in resources and money and staff and
10 all of those things, that they should work within
11 the framework that already exists.

12 That is why they are here today. They are
13 very upset. I met with both sides. I've had
14 community meetings on both sides. We've even had
15 PAL there, and I think they are represented here.
16 We would ask if the Chair would ask them to
17 respond to this matter. And -- and we would
18 like -- obviously, we would like to have peace.
19 You know, we're not elected to not support the
20 community we represent. And certainly, we want
21 any money that we can get. But we're at an
22 impasse. The community does not want PAL if they
23 can't keep their boxing and other programs.

24 And we met Deputy Mayor DiBerardinis and

1 Commissioner Sue Slawson. Have tried to work it
2 out and meet with the community, as well. So
3 therein is the impasse.

4 So, we would like to certainly ask them to
5 comment and ask the PAL people to come forward and
6 comment.

7 COUNCILWOMAN REYNOLDS BROWN: Please,
8 leadership, the departments.

9 DEPUTY MAYOR DiBERARDINIS: Thank you,
10 Councilwoman.

11 We are committed to maintaining programs.
12 The current programs at Kingsessing as well as
13 expand the program offerings in this process. We
14 realize we have a continued conversation with the
15 community. I saw my old friend Tom Henry in the
16 hallway, gave me a piece of his mind. We will be
17 continuing this discussion. But our view right
18 now at this current moment is we will, as
19 Councilwoman said was very important, the
20 maintenance of the existing programming --
21 programs will continue. We believe will do that
22 as well as expand in this move expand the
23 offerings to young people.

24 Susan Slawson has been working on this for

1 me and for the department can add to the detail to
2 that overall view.

3 COUNCILWOMAN REYNOLDS BROWN: Thank you.
4 Good afternoon, Commissioner.

5 COMMISSIONER SLAWSON: Good afternoon. And
6 thank you for this opportunity to respond.

7 As City officials an a community member, we
8 value the pulse and the concerns and the desires
9 of the community. And we are doing everything
10 possible to honor their wishes. And we have the
11 responsibility on top of that to be prudent about
12 our decisions and do what's best for all involved.

13 And so, I want to just stress first of all,
14 there has never been a conversation about not
15 continuing boxing, not continuing any program in
16 that facility. What we've been discussing the
17 entire time -- because we have had some meetings
18 with the community. We have heard some "yeses."
19 We have heard some "not sure." We took a tour
20 downstairs with some of the people that are part
21 of the boxing as well as some of the other
22 programs going on there. And one of the meetings
23 we had, everything was fine once we ended the
24 meeting.

1 And so, the Police Athletic League is in
2 three of our facilities currently: Cobbs Creek,
3 Harrowgate as well as Ford PAL. And they've been
4 running these programs and we have a great
5 partnership. The Administration has seen much
6 success because of the ability to partner with
7 outside organizations. We partner with a number
8 of other organizations as well as other city
9 organizations. The Police Athletic League is just
10 one of many, such as the Ed Snider Youth Hockey
11 Foundation, Philadelphia Antidrug Antiviolence,
12 Drexel, Department of Human Services, Wells Fargo
13 and the list goes on.

14 Partnering with the Police Athletic League,
15 a nonprofit arm of the Philadelphia Police
16 Department, has provided additional program
17 throughout the City of Philadelphia. The Police
18 Athletic League is an independent nonprofit that's
19 willing to come in. And when they come in, our
20 goal is to add --

21 (Audience: "They take over. Thank you.")

22 COMMISSIONER SLAWSON: Our goal is to
23 add --

24 COUNCILWOMAN REYNOLDS BROWN: Let me --

1 allow me please just to state what the protocols
2 are. This is a wonderful body where we all get a
3 chance to have our say. And if you desire to
4 offer testimony, we'll certainly give that to you.
5 In the interim, it's also very important that we
6 show respect and courtesy so that everybody can
7 have their say. So, we are more than willing to
8 have others step to the table as well. But let's
9 allow the Commissioner to offer her testimony
10 which is a part of the Budget Hearing Process.

11 Thank you.

12 COMMISSIONER SLAWSON: Thank you,
13 Councilwoman.

14 The Police Athletic League is currently
15 housed in 21 facilities throughout the City of
16 Philadelphia. They were housed in 26 facilities.
17 As a result of the school closings, we have
18 lost -- the City has lost some of those areas
19 where kids were able to go and have their needs
20 met after school. What we're trying to do is
21 offer space as a result of a school closing in
22 that immediate area.

23 PAL is supervised -- the program is run by
24 Philadelphia Police Officers Monday through

1 Friday. Every program that's offered by the
2 Police Athletic League is free of charge for our
3 young people whether it's athletic, educational,
4 cultural, computer. There is no charge for
5 anything that the young people have to do if they
6 are a member of the Police Athletic League. Their
7 goal and intent is not to come and take over. It
8 is come -- it is to come and partner at that
9 facility and to offer additional programming.

10 Our goal is to make sure that we expand the
11 resources for our youth, and that's the whole
12 purpose. There are a group of young people that
13 had some somewhere to go. And we're looking to
14 bring those same young people over to Kingsessing.

15 I want to stress there has never been an
16 intent to stop boxing or any other program that is
17 currently running. As a matter of fact, we did
18 plan and we're planning to move the boxing ring
19 downstairs in the basement where it was housed for
20 many, many years. And we're also planning to
21 purchase a new ring over \$10,000 worth of
22 equipment, redo the basement. Our staff has
23 already begun this process to ensure that everyone
24 that is currently running a program there will

1 continue to run their program.

2 So it is -- I apologize if there has ever
3 been the thought that PAL, one, is coming in to
4 take over; two, that we were going to eliminate
5 any programming because that has never been a part
6 of our conversation. Our -- our goal and our
7 Deputy Mayor mentioned it in his comments, our
8 responsibility Parks and Recreation is to add
9 programming for our young people. And that's the
10 whole goal. And I'm not sure who wouldn't want
11 the Police Athletic League in their facility.

12 It is about partnering. They don't take
13 over anywhere. It's about us working together to
14 provide a service for our young people.

15 COUNCILWOMAN REYNOLDS BROWN: I would like
16 Councilwoman Jannie Blackwell to comment. And I
17 will echo often what I hear Councilwoman Maria
18 Quinones Sanchez say, it doesn't have to be either
19 or. It sounds like in my first read of this that
20 it can be an "and."

21 So please, Councilwoman, you want to
22 comment and enlighten us further.

23 COUNCILWOMAN BLACKWELL: Thank you.

24 The community is saying they moved their

1 boxing program and moved their afterschool
2 program. That is what they are upset about. And
3 they are upset that the basement -- the basement
4 is the basement. It's not the big beautiful -- we
5 have two big beautiful gyms in that facility.
6 That it -- that it won't allow them to have the
7 capacity that they had before.

8 COUNCILWOMAN REYNOLDS BROWN: I see. And
9 so, anyone else to testify on this issue?

10 COMMISSIONER SLAWSON: If I -- if I can.

11 COUNCILWOMAN REYNOLDS BROWN: Please,
12 Commissioner.

13 COMMISSIONER SLAWSON: So, we've been
14 intentionally keeping numbers, the -- the people
15 that are participating in the boxing. The
16 basement, although it is a basement, our staff is
17 going down and they are completely renovating the
18 basement. This isn't the only location. Most --
19 I would like to say that other than one facility,
20 all of our boxing programs are in the basement.
21 We have two beautiful gyms there. And there is an
22 opportunity to provide additional programming.
23 You can't do it in the gym where the boxing is
24 because nothing else goes on there.

1 We're not interfering with afterschool
2 programming, homework or anything like that
3 because that doesn't go on in the gym. We're only
4 relocating the boxing into the basement that we're
5 going to go downstairs. We're not asking for any
6 additional capital fund. We're going to make
7 whatever changes that have to be done down there.
8 And as much as you say it's a basement, that is
9 usually where the boxing clubs are in our
10 basements. And it's going to be comfortable,
11 convenient and it's going to be brand new. The
12 equipment that they have now is going to be
13 replaced at no expense of the boxing group.

14 COUNCILWOMAN REYNOLDS BROWN: Would it be
15 fair to say, Council Lady, that the -- it sounds
16 like to me that negotiations continue. The
17 dialogue hasn't been totally resolved as we sit
18 here?

19 COUNCILWOMAN BLACKWELL: Absolutely. We
20 look forward to having -- the people who are here
21 are the leaders in that area. And we look forward
22 to continuing to have dialogue with them and the
23 Commission of Deputy Mayor so that hopefully in
24 the end, everybody can be satisfied. We would

1 like to have a win-win.

2 COUNCILWOMAN REYNOLDS BROWN: Of course.

3 COUNCILWOMAN BLACKWELL: And, of course,
4 that doesn't exist today. But we're hoping we can
5 work everything out.

6 COUNCILWOMAN REYNOLDS BROWN: That's always
7 the goal.

8 Commissioner, did you want to add to that?
9 Mr. DiBerardinis?

10 DEPUTY MAYOR DiBERARDINIS: No.

11 COMMISSIONER SLAWSON: I just -- I just
12 wanted to also comment that Councilwoman Blackwell
13 has made it perfectly that she is supporting the
14 community and this is a decision of the
15 Department. She has called and -- and come over
16 and stressed that if the community is saying no,
17 she is going to back the community. And we've
18 decided -- and we've decided to move forward
19 because it is an opportunity to offer additional
20 programming for our young people in the community.

21 DEPUTY MAYOR DiBERARDINIS: And just to
22 compose this out, I have talked to them prior to
23 the Hearing. We have agreed to meet with the
24 leadership of the neighborhood to sort of find the

1 win-win.

2 COUNCILWOMAN REYNOLDS BROWN: That's
3 certainly vital seeking to find the common ground.
4 At the end of the day, it's really not about any
5 of us. It's about these kids. Okay. All right
6 then.

7 Anything else on this matter, Council Lady?

8 COUNCILWOMAN BLACKWELL: I don't think so,
9 Madam Chair. I call -- I've been calling daily --

10 COUNCILWOMAN REYNOLDS BROWN: Okay.

11 COUNCILWOMAN BLACKWELL: -- on this issue
12 because these folks have been complaining daily.

13 COUNCILWOMAN REYNOLDS BROWN: Sure.

14 COUNCILWOMAN BLACKWELL: And I've learned
15 you got to pass it on. If you people complain,
16 you have to complain. So, I know that the
17 Commissioner knows. I talked to the Deputy Mayor
18 when they came up before. And I been calling the
19 Commissioner daily. And so, it's always my goal,
20 you know, to work things out. And I am hopeful
21 that we can.

22 COUNCILWOMAN REYNOLDS BROWN: Very well.

23 COUNCILWOMAN BLACKWELL: Thank you.

24 COUNCILWOMAN REYNOLDS BROWN: So, we will

1 place a comma on this issue at this hour and look
2 to the next Councilmember that might have
3 questions.

4 Councilwoman Bass.

5 COUNCILWOMAN BASS: Thank you. Thank you,
6 Madam Chair.

7 I do want to weigh in even though I know
8 we're moving on from that subject. But I did have
9 to say that I am glad to hear -- I had the
10 opportunity to meet Mr. Henry in the hallway. And
11 have received several of his emails as well in the
12 past. And I'm happy to hear that the dialogue
13 continues, as I stated in the hallway. I think
14 that this is something that can be resolved. I
15 think this is something that we all can work out.
16 And I followed my colleagues lead on this matter
17 as a District Councilperson. And I know that she
18 always stands with the community.

19 But the one thing I just wanted to say as
20 the young lay lady stated that she was in fear
21 that PAL would take over. And I just want to say,
22 nobody takes over in Jannie's district. It just
23 doesn't happen.

24 (Laughter.)

1 COUNCILWOMAN REYNOLDS BROWN: Ditto.

2 COUNCILWOMAN BASS: Nobody takes over
3 anything in councilwoman Blackwell's district. So
4 that, you know, I have no fear that if she is
5 involved, that no one will be taking over
6 anything.

7 So, I just wanted to state that.

8 COUNCILWOMAN BLACKWELL: Thank you.

9 COUNCILWOMAN BASS: So -- but good
10 afternoon.

11 ("Afternoon.")

12 COUNCILWOMAN BASS: Let me first start by
13 saying what a pleasure and an honor it is to
14 really be the Chair of the Parks and Recreation
15 Commission and -- Committee. And the good working
16 relationship that I believe that we have following
17 on the heels of Councilwoman Brown who was the
18 prior Chair of this Committee. I think we have
19 gotten a lot accomplished. I think we have a
20 great working relationship. And we're getting
21 things done, and that's what's most important.

22 I just wanted to thank you all for your
23 efforts.

24 DEPUTY MAYOR DiBERARDINIS: Thank you.

1 COUNCILWOMAN BASS: And also, I wanted to
2 let you know that I am very excited about the fact
3 that you are requesting an additional half million
4 for the work that you do. I know that it's far
5 short of what it is that we'd like to see, \$5
6 million. I see you waving back there. You know,
7 I see you. And so, we get it. We get it. But
8 where we are right now, we know that there's a lot
9 of need in a lot of different areas. And so, this
10 is a good start. And, of course, if there is an
11 opportunity to receive additional funding, I know
12 that that's something that you're open to and
13 interested in and that we're going to work to
14 maybe happen for you. So, I just wanted to state
15 that, as well.

16 Can you talk about the camera project. And
17 we had spoken about this earlier in the budget
18 sessions. You went into some level of detail.
19 And I was hoping that you could revisit that.
20 And, you know, we did something that I think is
21 just a wonderful accomplishment in getting every
22 district member to commit to providing a camera
23 system and additional security in every recreation
24 center and playground here in the City of

1 Philadelphia over the next three-year period.

2 DEPUTY MAYOR DiBERARDINIS: Right.

3 COUNCILWOMAN BASS: And so, I appreciate
4 that there is a focus on the safety, particularly
5 of our young people. And that our playgrounds and
6 rec centers are places that are off limits. We're
7 sending a message, sending a signal that they are
8 off limits to any sort of violent or negative
9 behavior whatsoever.

10 And so, I was hoping that you could --
11 could give us an update as to where we are.

12 DEPUTY MAYOR DiBERARDINIS: I certainly
13 can. Right now we have security cameras in 21 of
14 our facilities. And there is hundreds of cameras
15 that -- you add them up, 15 to 20 cameras per
16 facility. So there is -- get you out there into
17 the hundreds. We over the course of this year,
18 with funds from the City Council, District capital
19 budgets, the ITEF funds, we will schedule to
20 install 26 additional. So, we will double more
21 than --

22 COUNCILWOMAN BASS: Twenty-six cameras or
23 26 facilities?

24 DEPUTY MAYOR DiBERARDINIS: Sites. It will

1 be 26 new sites. That will more than double what
2 we currently have. And we have additional cameras
3 to be installed in 24 sites. So, that gets us up
4 to about 75 sites which is better than half of our
5 system.

6 So we are -- we are on a pretty tight time
7 schedule with this. And we've sort of had special
8 rela -- arrangement with Public Property to move
9 these projects as fast as we can. So, we are
10 thinking that by the end of this one -- one-year
11 period, calendar year from today, we will have
12 about 75 facilities with cameras.

13 COUNCILWOMAN BASS: Okay.

14 DEPUTY MAYOR DiBERARDINIS: And then I
15 think this is a three-year program.

16 COUNCILWOMAN BASS: Yes.

17 DEPUTY MAYOR DiBERARDINIS: As you guys
18 that laid it out. And in the subsequent years, we
19 will complete the work. Susan has some more
20 detail --

21 COUNCILWOMAN BASS: Okay.

22 DEPUTY MAYOR DiBERARDINIS: To add to that.

23 COMMISSIONER SLAWSON: Just want to give
24 you some of the numbers. We actually have 577

1 cameras in design which is really great. Public
2 Property, our capital unit, they are working
3 really fast to get these done. We have 161 all
4 rec cameras already installed at 42 of our
5 facilities currently. So, the process is moving.
6 It's moving quickly. And we like to just thank
7 you for coming up with this idea and working with
8 us to ensure that we can provide an extra layer of
9 security for our young people.

10 COUNCILWOMAN BASS: Thank you. Thank you
11 for the work you are doing. And another question
12 while we're on security.

13 So last year we also legislated a
14 requirement that the Department report crime stats
15 so that as District Members we know where to put
16 additional resources. If we need additional
17 cameras or if -- you know, if it's a hot spot, if
18 there's a lot of activity.

19 Do we have those reports yet? I know that
20 they were scheduled to begin, I think, at the
21 beginning of the Fiscal Year in 2013.

22 DEPUTY MAYOR DiBERARDINIS: Well,
23 Councilwoman, I'll be honest. I don't know if we
24 have that data.

1 COUNCILWOMAN BASS: Will you have it by
2 June 30?

3 DEPUTY MAYOR DiBERARDINIS: We will. We
4 certainly will.

5 COUNCILWOMAN BASS: Okay.

6 DEPUTY MAYOR DiBERARDINIS: It's not to say
7 we've neglected this -- the question of safety.
8 We have worked directly with the Police Command to
9 establish strategic police presence in our system
10 around adult -- young adult basketball league and
11 in our pool swim season and with ATVs. So, that
12 meeting is about to come up. We have an annual
13 meeting and then we have sub -- in the early
14 spring. And then we sort of have regular
15 check-ins to see how we're doing. And on all
16 three of those fronts, we have -- I think we have
17 made tremendous progress in keeping violent
18 incidences down to keeping -- to almost
19 eliminating, I hate to brag about this, but gun
20 play at our leagues.

21 And we have -- although we don't have
22 complete information, the experiential and
23 anecdotal information relative to ATVs destroying
24 our facilities and our trails and programs, that

1 program has gone way down since Council passed --
2 gave the police the authority to confiscate.

3 COUNCILWOMAN BASS: Okay.

4 DEPUTY MAYOR DiBERARDINIS: And when they
5 gave that ability to confiscate and then recycle,
6 basically get it into a recycle, crush it and move
7 it forward, we have gone a long way in building a
8 real deterrent to that kind of reckless and
9 dangerous and damaging activity.

10 So, we will get you those numbers.

11 COUNCILWOMAN BASS: Great.

12 DEPUTY MAYOR DiBERARDINIS: But again, I
13 didn't want to leave the impression that we're not
14 continuing our work.

15 COUNCILWOMAN BASS: No. I didn't think
16 that at all. And I think -- I guess the one
17 connection that I would like to make, and I know I
18 am out of time. But the one connection that I
19 would like to make is that the idea behind -- the
20 idea behind the bill was that as a District
21 Member, I would be able to allocate my capital
22 dollars in a way that will be helpful to you. And
23 so, and helpful to, you know, to protect our
24 children. So, I just wanted to make sure that we

1 are all on the same page for that.

2 DEPUTY MAYOR DiBERARDINIS: So, just to
3 give you some hard data here around the ATV
4 traffic, the Police have confiscated 282 vehicles
5 that were illegally riding on Park and Recreation
6 property. That's a -- as Mark pointed out here,
7 just between early part of June -- June 2, '13 to
8 October 20 of '13. Sort of the warm weather
9 months when the problem is most acute.

10 COUNCILWOMAN BASS: Okay. And I will come
11 back around for my second round of questions.
12 Thank you.

13 COUNCILWOMAN REYNOLDS BROWN: That's great
14 news with regards to the -- the law has provided a
15 deterrent, if you will.

16 DEPUTY MAYOR DiBERARDINIS: We thank you
17 for your sponsorship.

18 COUNCILWOMAN REYNOLDS BROWN: You're
19 certainly welcome. It's good to know when we pass
20 some measures, that they ultimately are making a
21 small difference. And I do want to commend the
22 Councilwoman Bass as well for the idea of putting
23 cameras in our facilities. It amazes even me that
24 we didn't think of it before. And it's a good

1 thing.

2 So, you said that they're in 42 facilities.
3 What's the goal long term? If there are 42 done,
4 what's the balance that need to be done?

5 COMMISSIONER SLAWSON: Well, we have 150
6 facilities. What's going to make this doable is
7 the support that we're getting from the
8 Councilmembers with the funding and them being
9 willing to say, you know what, we recognize this
10 need. And with you pushing this, we will have
11 them all done. It's just a matter of getting them
12 installed and, you know, the whole process.

13 COUNCILWOMAN REYNOLDS BROWN: Sure. Sure.
14 I'm going to squeeze in my questions in between.

15 In past years, I raised the issue with
16 regards to vending machines in rec centers. And
17 the back text of this is a resolution I introduced
18 my first time calling for the elimination of sodas
19 in schools. At the end of the day, the former
20 school board decided that was a good thing.

21 Now with obesity being what it is and
22 most -- a crisis in communities of color, has the
23 leadership of you considered a similar policy
24 that's been adopted by the School District and

1 that is considering healthy options in vending
2 machines in our rec centers?

3 COMMISSIONER SLAWSON: Yes. As a matter of
4 fact along with the Health Department, we have
5 changed our entire system with our vending
6 machines. We have changed from only having
7 options of whatever the sugar sodas are. We have
8 juice. We have water. So, we have gone through
9 the same process that the School District has gone
10 through in all of our facilities.

11 COUNCILWOMAN REYNOLDS BROWN: So,
12 100 percent across the board?

13 COMMISSIONER SLAWSON: Yes. Yes.

14 COUNCILWOMAN REYNOLDS BROWN: That's great
15 news. And contrary to what the prevailing
16 argument was, companies would lose money on the
17 purchase of sodas, not so. So, we thank you for
18 that. Because Robert Wood Johnson updates us
19 annually on what's happening with obesity. It's
20 still a national issue.

21 COMMISSIONER SLAWSON: Just to comment even
22 further. Not only did we make changes with our
23 vending machines, we made changes with the summer
24 food and our afterschool program throughout our

1 entire system.

2 COUNCILWOMAN REYNOLDS BROWN: Very good.

3 COMMISSIONER SLAWSON: So our young people
4 now are receiving healthy meals as opposed to a
5 bag of potato chips, they are getting an apple or
6 those little bags of apple -- apple slices. So it
7 didn't just stop with the vending machines, it's
8 throughout our entire system with our food
9 program.

10 COUNCILWOMAN REYNOLDS BROWN: Fantastic.

11 COMMISSIONER SLAWSON: We have the largest
12 summer food program.

13 COUNCILWOMAN REYNOLDS BROWN: Well, that's
14 something you want to celebrate.

15 COMMISSIONER SLAWSON: Yes. Absolutely.

16 (Applause)

17 DEPUTY MAYOR DiBERARDINIS: Thank you.

18 COUNCILWOMAN REYNOLDS BROWN: So,
19 congratulations. With that, let's now go to
20 Councilman Oh.

21 COUNCILMAN OH: Thank you, Chairwoman.

22 First, let me say I think you're doing such
23 a great job. And I love all the innovative stuff
24 that you do. And certainly, you know, be greatly

1 commended for all that. I do have a couple
2 questions. Some of it just kind of like -- kind
3 of the overall situation.

4 So in a city of our size, I see you
5 grabbing your ear. Let me do this.

6 (Councilman moves closer to mic.)

7 DEPUTY MAYOR DiBERARDINIS: Thank you.

8 COUNCILMAN OH: In a city of our size with
9 as many diverse communities, city neighborhoods
10 and changing demographics, people wanting
11 different things in different areas of the city,
12 is there a comprehensive approach to repairing,
13 funding, developing, modifying the various park
14 areas and recreation centers in our city or
15 recreation areas in our city?

16 DEPUTY MAYOR DiBERARDINIS: Well, it's a
17 pretty com -- it's a complicated question only
18 because we have -- there's a couple of folk here
19 that we have to pay attention to. One is with our
20 new construction, you're right. We really have to
21 sort of get on the edge of the best practices in
22 the country and around what are the trends that
23 people are looking for about how long do these
24 products last? How do they fit into sustainable

1 Philadelphia? How do they give the greatest value
2 to the current neighborhood populations? So, I
3 think we do a great job in that. We work with
4 a -- we have a great planning staff in this -- in
5 the department as well as working with landscape
6 architects and designers from all over the place.

7 In terms of our current facilities, our
8 focus -- we are not doing tons of renovations in
9 terms of upgrading, but our focus is to bring them
10 up. And we are still in the process to a higher
11 quality. So we don't run into -- like this
12 winter, I thought we did pretty well. This was a
13 rough winter. But for roofs and heaters, this was
14 an immense demand on our skilled trades. I think
15 we did a good job staying up with that. But the
16 idea is to move the system up to a reliable,
17 qual -- and a high quality day-to-day performance.

18 And I think this program that we are
19 currently working with the District Council people
20 to move small projects forward is we are making
21 ground there with roofs and heaters and HVA
22 systems that we would normally contract out, but
23 we do that in-house now. That is helping a lot.
24 So, I mean -- and then there's -- we hope to in

1 this coming year to do high quality preventative
2 maintenance program, as well. Put those three
3 together, high quality innovative design, sort of
4 a consistent investment in our existing
5 infrastructure, and then an ability to keep all
6 our major systems up to grade through a
7 preventative maintenance program is sort of where
8 we are.

9 If -- look, if our capital budget was giant
10 and we had our own taxing authority like some
11 departments do or bonding authority, I think we
12 would be, you know, in a difference place. I
13 think given the substantial but limited capital
14 programs, given our -- what we -- what we have
15 available to us and our fantastic skill trades
16 unit, what are approach is I think thoughtful,
17 smart. And in it's own way, futuristic.

18 COUNCILMAN OH: Thank you. So what you
19 talked about is the lack of funding to do all the
20 things that you may feel is appropriate to do.
21 And I'm not trying to -- we even had this
22 discussion before about various types of things,
23 bonding.

24 And if there was -- if there was a best

1 practice in terms of being able to get additional
2 funds to be able to address all the repairs and --
3 and services and maintenance that you would like
4 to do, I mean, is that something that is on the
5 table in terms of your internal discussions in the
6 Administration?

7 DEPUTY MAYOR DiBERARDINIS: Not in the --
8 in the capital program is really -- it's what our
9 bonding authority is. I think we did pretty well
10 this year. So given what the pie is, I think the
11 Department in the Capital Program has done very
12 well. And the Administration was generous with
13 us. And particularly in sort of, again, building
14 back to trying to, you know, make -- take care of
15 an old. Sort of most of this stuff was built just
16 after World -- most of the system was built before
17 1960.

18 COUNCILMAN OH: Yeah.

19 DEPUTY MAYOR DiBERARDINIS: So but given
20 the available Capital Program, I think we have
21 done pretty well. And we are happy about that.
22 Our -- our relationship with Council and working
23 with the District Council folks and moving and
24 blending our capital with the district capital

1 with outside money, I think we made a pretty
2 good -- made -- done well with that.

3 COUNCILMAN OH: I think you've done a great
4 job with that.

5 DEPUTY MAYOR DiBERARDINIS: It is what it
6 is. Then on the operating side, I think this
7 Council did a really -- you know, with the broad
8 support of Council and the broad community to
9 build out our skill trades, look, this year, we
10 have -- although we have some hiring challenges,
11 we have more skilled trademen and women then we've
12 had in a long time.

13 We purchased around 30 -- think of this, 30
14 new vehicles because of the -- the bump we got in
15 Council. And we are better equipped in the -- in
16 the -- in the materials side to do our work. Now,
17 you know, we all have to live within our budgets.
18 And I think we have worked -- we have leveraged
19 our operating dollars and our increases to the
20 maximum. Of course, everybody -- we all need more
21 money. But I think around -- advancing the
22 physical plan of our system, we're not -- we're
23 not to the level we want to be, but we're moving
24 towards a higher level of safety, cleanliness and

1 usability.

2 COUNCILMAN OH: Okay. I know the bell has
3 rung. I will just make a statement because I will
4 have to leave in 15 minutes.

5 I am very concerned about the fact that --
6 I think you are doing a great job within the
7 constraints that you have and trying to expand
8 those limitations as much as possible. Otherwise,
9 we are in a system where the squeaky wheel gets
10 the oil. And it's unfortunate, but I think the
11 way Philadelphia is built, so many people are so
12 very disadvantaged when they're in a park area or
13 public space or their recreation area is not
14 maintained. Some of them have dilapidated and
15 never replaced. And the community doesn't show up
16 to complain because they are in depressed areas of
17 the city.

18 DEPUTY MAYOR DiBERARDINIS: Sure.

19 COUNCILMAN OH: And it just doesn't seem
20 that under this system there will ever be enough
21 money to -- to really address that problem on a
22 citywide basis. And so, whatever your internal
23 discussions are, I think that's like a very
24 interesting and important, you know, policy issue

1 to move forward.

2 The final thing I will say is that I do
3 note that in your demographic report of how your
4 department is made up ethnically, racially gender
5 based, it does not indicate Asian Americans in
6 there. In looking at the graph, I see you have
7 one Asian American out of 626 employees. I am
8 sure you're going to address that whenever the
9 time. My issue is, is that an accurate number?
10 Because the last department we had I knew that
11 there were more but they had one but there might
12 be three. You know, these numbers, I do think,
13 are important. And -- and if it's really just
14 one, that's interesting to me. But if there is
15 more, I would like to get an accurate number.

16 DEPUTY MAYOR DiBERARDINIS: Okay. We
17 think -- and unfortunately, we think that's
18 accurate. If it's not, we will review it again
19 and let you know.

20 COUNCILMAN OH: Okay. Thank you very much.

21 DEPUTY MAYOR DiBERARDINIS: Thank you.

22 COUNCILMAN OH: Thank you, Chairwoman.

23 COUNCILWOMAN REYNOLDS BROWN: You're
24 welcome.

1 Of the new vehicles that you purchased,
2 were they green?

3 DEPUTY MAYOR DiBERARDINIS: Some -- this is
4 Mark's world. I would ask him to respond.

5 COMMISSIONER FOCHT: Yes, Councilwoman.
6 Some of the vehicle we received are hybrid
7 vehicles, yes.

8 COUNCILWOMAN REYNOLDS BROWN: And so, you
9 say some.

10 COMMISSIONER FOCHT: Yeah. The vehicles
11 that are available. So, manufacturers are not
12 making --

13 COUNCILWOMAN REYNOLDS BROWN: Okay.

14 COMMISSIONER FOCHT: Many of our vehicles
15 are larger equipment vehicles.

16 COUNCILWOMAN REYNOLDS BROWN: Okay.

17 COMMISSIONER FOCHT: Larger -- what are
18 called low boys or dump trucks that are not simply
19 available as hybrid vehicles. Fleet has recently
20 given us two rounds. About ten of the Ford C-Max
21 which are hybrid vehicles. And one of them, they
22 just gave us, is an all electric vehicle.

23 COUNCILWOMAN REYNOLDS BROWN: Okay. That
24 explains it then.

1 COMMISSIONER FOCHT: We have to find a
2 place to plug it in, but yes.

3 COUNCILWOMAN REYNOLDS BROWN: Terrific.
4 Okay. That certainly explains it.

5 Let me get clarity on the question around
6 soda, and then we are going to go to Councilman
7 Squilla.

8 In -- let me make sure I heard what I
9 thought I heard. And that is that there are no
10 sodas in vending machines and the Rec Department,
11 right?

12 COMMISSIONER SLAWSON: That's correct.

13 COUNCILWOMAN REYNOLDS BROWN: Okay. And
14 so, in rec centers -- and I only know of one that
15 actually has sodas in the vending machines, should
16 one assume that that is an independent vendor that
17 has a machine in a rec building, period?

18 COMMISSIONER SLAWSON: A number of our
19 facilities have advisory councils. And they are
20 responsible for those -- those are their vending
21 machines.

22 COUNCILWOMAN REYNOLDS BROWN: I see.

23 COMMISSIONER SLAWSON: And so, we are in
24 the process of working with them as a result of

1 the Administration doing a RFP for the entire City
2 for vending machines. That's going to have to
3 change, as well.

4 COUNCILWOMAN REYNOLDS BROWN: Okay.

5 COMMISSIONER SLAWSON: But those are not
6 Parks and Rec machines.

7 COUNCILWOMAN REYNOLDS BROWN: Okay. Okay.
8 And so if they are in city buildings, we know that
9 we have to lead by example, then the hope is that
10 community advisory boards will philosophically get
11 on board?

12 COMMISSIONER SLAWSON: Yes. That's
13 correct.

14 COUNCILWOMAN REYNOLDS BROWN: Okay, then.
15 Thank you very much. That answers that question.
16 Councilman Squilla.

17 COUNCILMAN SQUILLA: Thank you, Madam
18 Chair. Thank you.

19 Again, I want to reiterate what
20 Councilwoman Bass has said about the work that is
21 done around Parks and Rec and what it means to not
22 only my district but the City of Philadelphia, the
23 growth of the City. And really, the interest that
24 we're receiving from the community surrounding

1 these parks and how important it is. You see how
2 engaged people are when something in their parks
3 goes not the right way or, you know, they actually
4 live for their parks. People know that that is
5 like another holy place to go to. So, it's very
6 important to them and it's important to us. We
7 thank you for what you did.

8 During last year's budget, the
9 Administration had said they were trying with
10 Public Property, they give them additional dollars
11 for preventive maintenance. And hopefully, that
12 will show the difference in -- by preventing
13 maint -- by doing preventive maintenance, you can
14 then hopefully lower the cost of having to upgrade
15 these buildings, re -- redo air conditioning
16 systems that fall apart if we can just keep up
17 with them. They said that they would do that last
18 year with Public Property and this year with Parks
19 and Rec.

20 Have you received additional preventive
21 maintenance capital this year?

22 DEPUTY MAYOR DiBERARDINIS: Well, in last
23 year's transfer ordinance, \$2.6 million in mid
24 year was appropriated to the department through

1 the Mayor and Councilmatic action. That's the
2 money that we purchased the vehicles, built out
3 our materials and hired additional skilled trades
4 folks. So, that provided us with the resources to
5 begin the special capital -- small capital
6 projects that we're currently working with each
7 Councilperson in their districts.

8 We have 30 projects cued up. Now these are
9 smaller. These aren't big multimillion dollar,
10 you know, hundreds of thousands of dollars. They
11 are generally under a hundred grand.

12 COUNCILMAN SQUILLA: Like fixing a roof
13 or --

14 DEPUTY MAYOR DiBERARDINIS: Yeah, right.
15 You know, a single roof or a small boiler.

16 COUNCILMAN SQUILLA: -- bathroom or
17 kitchens, right.

18 DEPUTY MAYOR DiBERARDINIS: So, Mark has
19 all that data. But I think the interesting point
20 is this. We just started that in October. We
21 just got it up and running, the transfer
22 ordinance. Then we got positions, materials,
23 vehicles. We are currently in -- in the middle of
24 the first 30 projects. We suspect we will be done

1 with them in enough to, like, in May come back to
2 you guys and get another 30. So, we hope within
3 this current Fiscal Year to complete 60 small
4 capital projects working with Council. You
5 provide the materials, capital through the
6 capital, we provide the skill trades men and
7 women.

8 We think -- we know this is faster, so
9 we -- we can do this in six weeks. We can do a
10 project six, nine weeks versus six to nine months
11 otherwise. And we think, although we're not
12 certain, but we think we can save up to 25 -- this
13 is big range and Mark might want to correct me. I
14 think it's between 25 and 50 percent. We can save
15 that money. So anyway, Mark has the more
16 detailed.

17 COUNCILMAN SQUILLA: That was leading to my
18 question. Is the City actually probably saving
19 money by having that increase in revenue to Parks
20 and Rec?

21 COMMISSIONER FOCHT: Yes, Councilman. We
22 are substantially saving the City money. So just
23 to give you some of the details as the Deputy
24 Commissioner said, each of the ten district

1 Councilpeople have allocated three projects. So,
2 we have 30 projects which thanks to each of you
3 total, you've allocated \$563,000 between the 30
4 projects between the ten of you. Of those we've
5 completed 10 of the 30 projects. So, we're a
6 third of the way through just since November. And
7 also, keep in mind, that a lot of these are roofs
8 and boilers and stuff you don't work on during the
9 winter, particularly the winter we had, and
10 plumbing facilities. So again, things you don't
11 necessarily work on in the winter.

12 We estimate though, Councilman, that this
13 half a million dollar, \$563,000 investment is
14 probably somewhere between one and a half to two
15 million dollars if it would have gone through the
16 regular capital process. So, we are probably
17 doing these for 25 to 30 percent of what the costs
18 would be to run it through the capital process by
19 using your monies to buy the raw materials and
20 then our skilled trades and equipment to do it.

21 COUNCILMAN SQUILLA: I think that is
22 tremendous. And that just goes to show you.

23 (Applause)

24 Thank you.

1 COMMISSIONER FOCHT: And also, I would
2 add -- I would add, Councilman, that it's been
3 great to see our staff under the leadership of
4 Frank Fabey go out and do these projects. They
5 take great pride in their work. And to have them
6 deliver this resource to the communities has been
7 really good -- great to see.

8 COUNCILMAN SQUILLA: And I agree, too. I
9 know we harassed the hell out of your staff. We
10 get calls from constituents.

11 DEPUTY MAYOR DiBERARDINIS: You show up at
12 all the parties, Mark.

13 COUNCILMAN SQUILLA: Yeah. Well, if
14 there's food and drink, I'm there. But --

15 COUNCILWOMAN REYNOLDS BROWN: Councilman, I
16 am just trying to honor this clock as much as I
17 can.

18 COUNCILMAN SQUILLA: All right. I'll come
19 back.

20 COUNCILWOMAN REYNOLDS BROWN: Certainly.
21 Please, Councilman Henon.

22 COUNCILMAN HENON: Thank you, Madam Chair.
23 And pools, too, right?

24 DEPUTY MAYOR DiBERARDINIS: Yeah.

1 COUNCILMAN HENON: Pool ceremony jumping
2 in.

3 DEPUTY MAYOR DiBERARDINIS: That's right.
4 He's our Olympian swimmer last year.

5 COUNCILMAN HENON: Designated hold my nose
6 and jump, right?

7 All right. So speaking of pools, let me
8 start off with a question on the pools.

9 Is there a long term -- because I have a
10 lot of pools in my district. I know they are
11 quite expensive. I understand it has to be a
12 certain time of year to actually do it, you know,
13 because you can't start it now because it won't
14 get finished for -- for -- for the season.

15 Has there been an assessment of -- of
16 the -- of the current conditions of the pools.

17 COMMISSIONER FOCHT: Yes, Councilman. We
18 go -- our skill trades staff go out over the fall
19 and winter and when the pools are not covered in
20 snow and try and assess their conditions both
21 interior for the plumbing and exterior for the
22 painting and put together a work order list and
23 start working down through to prepare all the
24 pools for their opening.

1 COUNCILMAN HENON: Okay. So, you have a
2 plan.

3 COMMISSIONER FOCHT: Yeah. Absolutely.

4 COUNCILMAN HENON: We will catch up offline
5 on the district. And, you know, your staff is
6 great. You know, I want to say that. From senior
7 staff down to, you know, the people who get a call
8 today that, you know, sparks are flying, you know,
9 out of a light for night time soccer and they
10 respond. I mean, they respond quickly. So
11 everybody from the boots on the grounds and you
12 know the generals and -- they are doing an awesome
13 job. And I really like ingenuity and creativity
14 of some of the programs.

15 One of the things, you know I -- you know I
16 was just here talking about how you -- you blend,
17 right, the blend program. I mean, I know I'm
18 able, you know, we're able to get a lot more done
19 in everybody's district by, you know, combining
20 the resources that we have or it would just sit in
21 a cube and there would be a purchase order and it
22 won't get to -- to whenever. I mean, it won't get
23 to -- I mean, unfortunately we have a back log on
24 our trees and prunings. I think the maintenance

1 and repair will be just as long if we didn't -- if
2 we're not able to -- to blend some of our -- our
3 resources. So, I thank you for that.

4 I had a conversation -- thank God we get
5 round two and three here. But the conversation,
6 you know, that we were having about spatial
7 designs of -- of our recs and -- and the
8 playgrounds. And it is with the new -- I had some
9 damaged equipment in my district. I have had --
10 in Bridesburg I have an old, you know, play area
11 that's going to receive -- I'm investing a lot of
12 money into it and have some partners, you know,
13 with you into that. And the new designs are
14 actually -- they are great. You know, they
15 definitely should be a model when we repair and
16 when we -- when we take a look at the new design.
17 It costs money. But it's more -- it's such a
18 friendly environment and atmosphere for the kids
19 and for the safety of them and for the monitoring
20 of -- of what types of kids. I mean, you separate
21 the toddlers with the play equipment. You have
22 benches around with -- with -- with some greenery,
23 you know, shrub, you know, kind of, you know,
24 aesthetics to it. So, you know, I think that you

1 have the model. You absolutely have the model.
2 And we how repurpose some of the equipment that we
3 have is -- is a challenge. I fully, fully support
4 the kind of -- you know, the 2014 approach to --
5 to making it more open and friendly place for kids
6 to play.

7 And I started a initiative called Philly
8 Play. Started to launch it last year. And like
9 the Councilwoman who has been a stalworth in
10 trying to fight obesity with our children, I have
11 a lot of partners here on City Council. Where, yo
12 know, we are trying to present instead of hey you
13 have to do 15 jumping jacks and 10 burpees every
14 morning to stay healthy, you know, you find a way
15 to integrate into a -- into a program where it's
16 called "play." And fitness is included and
17 education and nutrition is all part of play and
18 some hands-on training. So, I am -- am -- am
19 enthusiastically looking forward to partnering
20 with Parks and Recs in summer Play, you know, this
21 year.

22 And you know, I see in the Budget that you
23 said here you have, "the quality and quantity of
24 program offerings." I'm proud to be a part of

1 that. So if you could, one, tell me a little bit
2 about the programs that you have and not just the
3 summer and -- for the money that's budgeted. And
4 then tell me the possibilities. All right. Let's
5 think outside the box because that's what we're
6 supposed to do here. I mean, we have a box and we
7 have to maintain the box. But we can think
8 outside and we can expand.

9 Could you elaborate on with additional
10 resources what you could do.

11 DEPUTY MAYOR DiBERARDINIS: All right. I
12 will let Susan sort of give the rundown,
13 programmatic rundown. And then I will sort of
14 talk about what our hopes are.

15 COMMISSIONER SLAWSON: I am going to -- I
16 am going to give you some numbers, Councilman.
17 And I would like to just congratulate our staff in
18 our facilities that actually run the programs and
19 work with community members that come in. Again,
20 it's about partnering. Those community members
21 that come in and actually run programs along with
22 our staff. But on any given year, this year I
23 think our numbers may have been around the same
24 last year.

1 Our total weekly visits in our facility is
2 2,441,000. And I think that's tremendous.
3 That's -- that's our whole system. But those are
4 the kind of numbers that we get in a year. And
5 weekly our athletic program, we will see
6 approximately 47,000 people that engage each week
7 in over 1,100 programs in our facilities. Our
8 staff runs about 59 percent of those programs.
9 And we have outside organizations that run the
10 other 41 percent. And so, our goal is to offer to
11 our community members -- and so, when we are
12 talking about programming, we are not just talking
13 about that 6 to 18. We are talking about
14 everybody in the City of Philadelphia. It's about
15 meeting the needs of the community and not just
16 teens and those adolescents. It's everyone in the
17 City of Philadelphia.

18 Of course, you're familiar with our
19 aquatics program as you jumped in that pool last
20 year.

21 COUNCILMAN HENON: Yup.

22 COMMISSIONER SLAWSON: Our pools saw over
23 800,000 people visits at 75 pools. When I say 75
24 pools, 5 of those are indoor pools. The 70 are

1 outdoor pools. And so, we have more than 2,000
2 people that were engaged in our aquatics training.
3 Our goal is to make sure that we are not just
4 opening our pools for young people to come and
5 swim. It's also so we can teach our young people
6 to swim. We also need those young people when
7 they hit 15, 16, 17 to be our instructors. To be
8 our pool PMAs, our pool maintenance assistants,
9 and our lifeguards. And so, it's important to us
10 have that training.

11 We have specialty camps, as well. Our
12 specialty camps -- during the summer we have
13 archery, our basketball, baseball, gymnastics.
14 Gymnastics actually go all year round. We have
15 rowing. And one of the things that the Deputy
16 Mayor started once we merged were outdoor
17 programs. And we have some phenomenal outdoor
18 programs.

19 Three of four scheduled Philly skateboard
20 series. And we didn't have this prior to three
21 years ago -- actually two years ago. Attracted 79
22 skateboarding competitors. So we have this
23 beautiful skateboard park right up here on the
24 Parkway. And that was actually one of the sites

1 that we used for one of our competitions.

2 We have what we call the Be Outside Teen
3 Program where we engage teens to come outside.
4 They had opportunities to kayak, hike, bike and
5 zip line. And these are our young people that
6 live right in our communities that are getting
7 these opportunities just being a part of Parks and
8 Recreation. So, I could probably --

9 DEPUTY MAYOR DiBERARDINIS: I think that
10 gives you a flavor.

11 COUNCILMAN HENON: It does give a flavor.
12 I tell you what, until I jumped into it, you know,
13 I wasn't fully aware of the full gamut of -- of
14 programs. So programs that are in the cue,
15 programs that are on the drawing board, programs
16 that are on the chalkboard or white board, things
17 that you would like to do.

18 DEPUTY MAYOR DiBERARDINIS: For us to dream
19 a little bit, here is what we would like -- when
20 we dream, here is what we dream about. We dream
21 about having every middle school kid -- this is
22 just a dream. Every middle school kid in the city
23 has a chance to go to an afterschool program of
24 his or her choice. It's not just us. That's all

1 the DHS providers, that's all the nonprofits,
2 that's the library, the park and rec. If we
3 organize this well enough, we have each kid --
4 they may not all come, but at least they have an
5 opportunity in their neighborhood to make a
6 choice. They want to play basketball. They want
7 to be outside. They want to do dance or drama,
8 they have an opportunity.

9 And that we have some kind of measure.
10 Some base measuring system that makes sense to
11 everybody. Makes sense to you guys, makes sense
12 to us, makes sense to the parents and makes sense
13 to the people providing the service. So, you
14 know, like, something like the kids healthier.
15 What are the measures for healthier? There is
16 homework help, so there's a better chance that kid
17 is going to go to school tomorrow. So around
18 truancy, around some basic -- nothing too
19 highfalutin but stuff that is real and people get,
20 the people who are receiving it as well as the
21 people providing the service.

22 We engage the adults in the neighborhoods.
23 I believe that if we think we are going to make an
24 impact on kids in programs and we are not engaging

1 large numbers of the adults in those
2 neighborhoods, I don't care what neighborhood we
3 are in. We are going to fail. We have to have a
4 program and the process that builds the capacity
5 and the engagement of citizens in that work with
6 the City who is the biggest single provider. Look
7 at the School District, the Library, Parks and Rec
8 and DHS. We are the big -- we're the big
9 provider, either funders or providers and
10 everybody else who is doing that work. Sort of
11 get -- get -- sort of move that process forward in
12 a system.

13 And we've been working on this. I mean, we
14 have a Wallace Grant. DHS and Rec have been
15 working on this for the last three years. We have
16 quality standards. We have some good data about
17 what is available. And now we are poised to take
18 the next step. So, that's kind of the dream. And
19 that -- there would be some good data, good
20 outcomes, really engage in the community up front
21 and in a serious way, and then a collaborative
22 effort not just in the City but the City turns
23 itself out to the big nonprofit and neighborhood
24 world. I think that would be a big step forward.

1 And we are kind of in the middle of that journey
2 right now.

3 I'm sorry. That's the dream.

4 COUNCILWOMAN REYNOLDS BROWN: Well, I have
5 this philosophy. You dream big. And if that
6 doesn't work, then you dream bigger.

7 So -- and to that end, I have heard all of
8 the major providers of young people and children.
9 How can we do better when it comes to the School
10 District? You do an extraordinary job when it
11 comes to DHS. When we look at the decline of
12 physical fitness in our schools, what -- in that
13 strategic plan that you clearly thought through,
14 what strategies or opportunities are in place to
15 intentionally link up with schools so that this
16 dream is realized.

17 DEPUTY MAYOR DiBERARDINIS: Well, two
18 things. One is that this Council a couple years
19 ago with the Mayor, we -- we -- we worked to keep
20 the school gyms open in the winter time for extra
21 pro -- we need extra program space. We have 55
22 gyms and we needed double that to -- to meet the
23 demand for our winter indoor program. So, that --
24 that was big and that kept the School District in

1 play.

2 COUNCILWOMAN REYNOLDS BROWN: Yes, it did.

3 DEPUTY MAYOR DiBERARDINIS: It was money
4 but not giant money. I think it worked out for
5 the leadership and the Mayor and Council working
6 together to come up with that. They are part --
7 they continue to be part of this discussion about
8 out of school time.

9 COUNCILWOMAN REYNOLDS BROWN: Okay. So
10 that's the Reach Program?

11 DEPUTY MAYOR DiBERARDINIS: They are in the
12 discussion. They are part of the Wallace Grant
13 that's been DHS and now Department of Parks and
14 Rec working together to advance that systematic
15 approach. And they've been part of both the data
16 the collection and the standards.

17 COUNCILWOMAN REYNOLDS BROWN: Okay.
18 Briefly discuss how these programs are -- come to
19 the attention of young people. And I have to --
20 this is not an original thought. I got this from
21 one of my interns. Because they are delighted to
22 hear that kind of options exist. But they are
23 unaware of them. So, help us understand how the
24 word gets to young people particularly in our high

1 schools who have the option to travel.

2 DEPUTY MAYOR DiBERARDINIS: I think way it
3 works -- I will ask Susan or Mark to jump in here.
4 It really works from the center. I mean, it works
5 from a place -- I mean, at least the way it works
6 best for us, I know there are other newer ways to
7 do it. But you start with the place, the rec
8 center, the neighborhood and the adult leadership
9 in that neighborhood.

10 COUNCILWOMAN REYNOLDS BROWN: Okay.

11 DEPUTY MAYOR DiBERARDINIS: And then from
12 there it pushes out. I know there are other ways
13 that young people communicate these days. We are
14 working hard to catch up with how to communicate
15 electronically and virally with them.

16 COUNCILWOMAN REYNOLDS BROWN: That's good
17 news. They would say that that's good news.

18 DEPUTY MAYOR DiBERARDINIS: We are trying
19 to advance that -- those possibilities.

20 COUNCILWOMAN REYNOLDS BROWN: Okay.

21 DEPUTY MAYOR DiBERARDINIS: Or those
22 capabilities. I think Susan or Mark if they want
23 to add more to that.

24 COMMISSIONER SLAWSON: Of course, most of

1 our teenagers are going to go to Twitter,
2 Facebook, something on the computer. We have a
3 wonderful website. We also have Twitter. We have
4 Facebook. But I will say that that age group
5 is -- if it's not something that they have come up
6 with, if it's not something that they are
7 interested in, we work hard to try to get them in
8 our facilities. And so, we have to be a little
9 creative. Because teens -- teens have their own
10 minds. And so we are really -- we've been -- Leo
11 and I've been just talking and trying to figure
12 out what we can do.

13 We've been doing some programming as a part
14 of the Mayor's Violence Reduction Program at
15 Martin Luther King Recreation facility. And one
16 of the areas that we are focusing on and we are
17 partnering with PAN as well as Women's Christian
18 Alliance.

19 COUNCILWOMAN REYNOLDS BROWN: Sure.

20 COMMISSIONER SLAWSON: They are offering
21 programs specifically for our teens. And so, that
22 is one of the ways we are trying to get the word
23 out. They are going to schools. They are going
24 and giving out flyers. It's word of mouth, but

1 you have to have somebody on the ground talking
2 about what's going on, pulling teens in, getting
3 them involved. Once you get them in the door, you
4 know, we used that carrot of whether it's sports,
5 athletics, basketball, baseball. But we have to
6 figure out how to keep them. And the way we've
7 been doing that is actually just getting programs
8 that work for them. And sometimes it's outside
9 providers that come into our facility and actually
10 run those programs for our teens.

11 COUNCILWOMAN REYNOLDS BROWN: For what it's
12 worth, I'm not a market researcher, but I have
13 enormous respect for those who do it well.
14 Beverly Harper being one. And I've learned the
15 value of focus groups. Imagine the focus groups
16 of youth where they can tell us how best to reach
17 them as a means to deepening the awareness of
18 these programs.

19 COMMISSIONER SLAWSON: And that's exactly
20 what we did. We actually did it throughout the
21 City a year and a half ago. And last fall, we did
22 it at Martin Luther King. We had focus groups
23 specifically for teens.

24 COUNCILWOMAN REYNOLDS BROWN: Very good.

1 COMMISSIONER SLAWSON: And we invited them
2 to come in to tell us what can we do, what can we
3 offer that would cause you to want this to be your
4 second home. We actually have the data as a
5 result of those meetings throughout the City.

6 COUNCILWOMAN REYNOLDS BROWN: Very good.
7 Councilwoman Bass.

8 COUNCILWOMAN BASS: Thank you. Just a
9 couple more follow-up questions.

10 So can you talk about tree removals and
11 maintenance of trees? I know that we do have a
12 bit of a backlog on that. I was wondering how
13 much are we allocating towards that? How far
14 behind are we? You know, what's that all mean
15 right now in your world just because --
16 particularly as we get closer to storm season.
17 So, we saw a lot of trees come down during the ice
18 storms. And, you know, that causes power lines to
19 go down and all other kinds of things to happen.
20 So whether there was, you know, that happening or
21 you know you have during hurricane season, a lot
22 of trees that have either fallen down or you have
23 trees that people are concerned about falling down
24 that have been deemed as dead or dangerous that,

1 you know, it takes some time to get to them.

2 Can you give us some estimation --

3 DEPUTY MAYOR DiBERARDINIS: Sure.

4 COUNCILWOMAN BASS: -- as to how we are
5 doing with that.

6 COMMISSIONER FOCHT: Certainly,
7 Councilwoman. As of the end of March which was
8 yesterday -- two days ago, our current backlog for
9 tree removal is 2,013 trees is on our -- is in our
10 database across the City.

11 COUNCILWOMAN BASS: 2,013 trees.

12 COMMISSIONER FOCHT: Right, for tree
13 removal. That's a little up from our average but
14 it's not anywhere near our high of several years
15 when we were up much closer to 4, 5,000 on our
16 backlog.

17 COUNCILWOMAN BASS: Are the majority of
18 these trees in -- are they on city streets, in
19 neighborhoods? Or does that include trees located
20 within the park system, as well.

21 COMMISSIONER FOCHT: This is just the
22 street trees.

23 COUNCILWOMAN BASS: Okay. And so as we
24 plant more tree, do we also include, you know,

1 additional dollars -- do we calculate additional
2 dollars for the maintenance of those trees, as
3 well?

4 COMMISSIONER FOCHT: We in the last several
5 years have redone our specs for tree planting.
6 And so, we are constantly revising using the best
7 information. The pit size, which is, you know, as
8 much air space and soil space you can give a tree
9 to keep it alive, the longer it will last. Our
10 mantra is to make sure we get the right tree in
11 the right place. So, the right species, thin,
12 broad, short, tall will increase the likelihood
13 that it will survive. Getting it in, in the
14 appropriately sized pit and then getting a
15 two-year warranty on the tree.

16 COUNCILWOMAN BASS: Okay.

17 COMMISSIONER FOCHT: So, we are constantly
18 revising those specs.

19 COUNCILWOMAN BASS: Very good. Very good.
20 Also, just going back to this winter. I know
21 Parks and Rec like we -- like everybody in the
22 city took a real hit with this weather that we
23 were having. And I just -- I understand that we,
24 the Parks and Rec Department really did help out

1 with snow removal and ice and, you know, all those
2 things that needed to be done.

3 But I'm wondering if you can comment a
4 little bit about the rec centers themselves during
5 that same period. Because we had to allocate
6 Parks and Rec personnel to the Streets Department,
7 basically. And no offense to the Streets
8 Department but, you know, there may have been
9 some, you know, needs still or there was some need
10 still within the Parks and Rec system because we
11 were helping out with other things.

12 Can you give some comment on that, as well.

13 COMMISSIONER FOCHT: Sure. Certainly.
14 This year our staff worked on 16 storms, which is
15 a significant number over a typical winter for us.
16 We clear about -- we are responsible to clear
17 about 50 miles of roads throughout the park system
18 throughout all of the entire system. Then we also
19 support the Streets Department residential
20 deployment because we tend to have smaller
21 equipment, pickup trucks with smaller plows on, so
22 we get what are called grids.

23 COUNCILWOMAN BASS: Right.

24 COMMISSIONER FOCHT: Which are in some of

1 the smaller neighborhoods.

2 COUNCILWOMAN BASS: Is -- question for you,
3 though. Is there a priority if there is a major
4 snow event and, you know, the Streets Department
5 obviously needs some help. But is there a
6 priority for helping the Streets Department but at
7 the same time making sure the pathway or sidewalks
8 or whatever are clear on, you know, the land
9 surrounding the rec centers first?

10 COMMISSIONER FOCHT: Yes.

11 COUNCILWOMAN BASS: Because that still is
12 land or sidewalks that are used for kids going to
13 school and people who need to get around. And so,
14 I think, you know, some of that may not have been
15 covered during this particular snow event. But I
16 realize that this year was abnormal, to say the
17 least.

18 COMMISSIONER FOCHT: Yes, Councilwoman,
19 there is a priority. We clear our own facilities
20 first. One of the challenges is making sure that
21 we get the right equipment and the right staff to
22 the different facility. Some of our facilities
23 with wider sidewalks can be cleared with a pickup
24 truck, Other ones need snow blowers. We're in the

1 process of acquiring more snow blowers and also
2 working with our recreation advisory councils to
3 purchase more snow blowers so there's actually
4 equipment housed at the facility.

5 COUNCILWOMAN BASS: Okay.

6 COMMISSIONER FOCHT: So we just need to get
7 staff to the facility, not staff and equipment --

8 COUNCILWOMAN BASS: Right. I see.

9 COMMISSIONER FOCHT: -- to the facility.

10 COUNCILWOMAN BASS: Okay.

11 COMMISSIONER FOCHT: And just continuing
12 on, a little bit of the stats. We had over 500
13 tree emergencies this winter. So, that's in
14 addition to obviously our snow removal. That is
15 our tree crews responding to down trees, again all
16 street trees, down during winter storm. So our
17 total economic impact was about \$265,000 of
18 additional overtime spent on both snow removal and
19 tree emergencies.

20 COUNCILWOMAN REYNOLDS BROWN: Wow.

21 COUNCILWOMAN BASS: Okay. And I know that
22 that's the bell. So, I -- can't ask any more
23 questions, but can I make a real quick statement?

24 COUNCILWOMAN REYNOLDS BROWN: Surely.

1 COUNCILWOMAN BASS: I did want to
2 acknowledge also the work that Parks and
3 Recreation has done on making sure that our rec
4 centers and playgrounds are places for everyone,
5 that they are intergenerational. So, we worked
6 together to make sure that all of our rec centers
7 are places that you can go, you can take your
8 children, you can take your grandchildren and
9 there is something to do.

10 We've -- in my district, we've worked very
11 hard to make sure that every playground that is
12 touched in any sort of way with new equipment and
13 so forth, that we include a few components. And
14 those components include making sure that we have
15 workout or fitness equipment for adults and for
16 seniors, and also that we have special needs
17 equipment for children with -- particularly with
18 developmental disabilities, autism and the like,
19 so that there's a place for everyone to be able to
20 come and to see and to explore playgrounds.

21 And even with the playground that's in the
22 Northeast, I can't think of the name of right now
23 that was especially built for children with
24 special needs. And I went to the -- the ribbon

1 cutting for that. It's just a wonderful place.
2 And also, a lot of it, you know, the playground
3 you really wouldn't be able to tell exactly what
4 it is that resonates necessarily with a special
5 needs child. But there are certain colors and
6 textures and things of that nature that really do
7 make a difference.

8 So, I just really wanted to commend you all
9 for being so forward thinking. Because, you know,
10 it shouldn't be if you have -- just that
11 playgrounds and rec centers are just for, you
12 know, children who are able to walk into them or
13 who don't need the additional assistance. It
14 should really be an amenity for everyone in our
15 City.

16 I just wanted to thank you for that.

17 (Applause.)

18 COUNCILWOMAN REYNOLDS BROWN: Agreed.
19 Thank you, Councilwoman Bass. That would be the
20 Chair of the City Council Committee on Parks and
21 Recreation. Thank you, Councilwoman Bass.

22 COUNCILWOMAN BASS: Thank you.

23 COUNCILWOMAN REYNOLDS BROWN: Please,
24 Councilman Squilla.

1 COUNCILMAN SQUILLA: Thank you, Madam
2 Chair. Just two quick questions.

3 One, briefly before I was elected in the
4 office and, I guess, it was like 2010 they had cut
5 the budget dramatically. I think it was like
6 60 percent, \$4.9 million. We saw what happened
7 when we did that. We saw the decay of the
8 buildings. We saw the decay of the programs. And
9 at that time, and I remember back then reading
10 about it and the intense lobbying from park and
11 rec fans about the parking tax. And at that
12 point, parking tax was direct funding into the
13 Parks and Rec. And I know I see Rebecca here and
14 maybe it's a question for her. Now the City is
15 getting back up on their feet, the tax that was
16 promised to Parks and Rec, is that something that
17 I know you guys can't really speak on but maybe
18 Rebecca can speak on how we can maybe use that
19 funding.

20 MS. RHYNHART: Good afternoon, Councilman.
21 The Parking Tax was originally planned, you're
22 right, before the Great Recession to -- to augment
23 the Parks and Rec Budget. And then as we all
24 know, the biggest recession since the Great

1 Depression hit. And we had to virtually cut every
2 City department. So at this point, while we are
3 doing much better and our tax -- most of our taxes
4 are growing quite well, there is still as we have
5 spoken about wage tax is still coming in below
6 projections and there is other economic, the
7 unevenness in the economic recovery that is
8 still -- that we are still struggling with.

9 So, I would say that while we are doing
10 better, our fund balance in the Five Year Plan
11 still get down to 25 million, which is well below
12 where they should be. And, I guess, this is a
13 very long way of saying that I don't think there's
14 immediate plans to redirect it all towards Parks
15 and Rec.

16 COUNCILMAN SQUILLA: I expected that
17 answer. But --

18 MS. RHYNHART: Okay. Well, you made me go
19 through that.

20 (Laughter.)

21 COUNCILMAN SQUILLA: Now that we are
22 recovering and in sync there, the Rec source are a
23 source of income that we know will be generated
24 into Parks and Rec since we see what it does to

1 our City and how it improves our City and what it
2 means to the people and the residents of the City.
3 Can we get back to it? That was something that
4 was promised. That was a reason why we did it.
5 That was the reason why we got support for it.

6 Is there a way that you think the
7 Administration can say, you know what, let's get
8 that money back into Parks and Rec?

9 MS. RHYNHART: Just to be clear, are you
10 saying the -- the money from the tax?

11 COUNCILMAN SQUILLA: The Parking Tax.

12 MS. RHYNHART: I think that we have over
13 the last few years added additional money back to
14 the Parks and Rec Department. So we added in the
15 Mid Year Transfer Ordinance that Mike DiBerardinis
16 spoke about, about two and a half million dollars.
17 And then we are another \$500,000 for Fiscal '15.
18 You know, we are building it up. It's not as fast
19 as many people would hope, but then there is a lot
20 of -- a lot of priorities for the City. And it's
21 hard given our limited resources. But Parks and
22 Rec we have been trying to lift their budget
23 incrementally.

24 COUNCILMAN SQUILLA: And we understand

1 that. So the answer is, that we will not have a
2 direct source of income from a tax or anything
3 else that would go directly to Parks and Rec the
4 way that was planned?

5 MS. RHYNHART: There is no plan to have a
6 direct tax for Parks and Rec. It is similar to
7 other departments of the City that they are funded
8 through the General Fund Budget.

9 COUNCILMAN SQUILLA: I know if you look
10 throughout, I mean, municipalities throughout the
11 country, they have some taxes on things or monies
12 that come in that actually fund a department or
13 program.

14 Are you saying that you just want -- that
15 this Administration would just want everything to
16 go into a General Fund and then decide where that
17 money goes?

18 MS. RHYNHART: I would say that we are open
19 to any discussion about any proposal that you
20 might have or that might be of interest to you.
21 But any tax increase is a tax increase.

22 COUNCILMAN SQUILLA: Parking tickets?

23 MS. RHYNHART: The Parking Tax right now is
24 going into the General Fund.

1 COUNCILMAN SQUILLA: Last year I introduced
2 the parking ticket, an increase, remember that?
3 But it was -- we found out we couldn't do that
4 because that money had to go into the General
5 Fund.

6 So, I would like to sit down and speak to
7 you, too, to see if we can come up with some way
8 to get at least a sustainable funding source that
9 we know that would go in there. And hopefully,
10 that tax as it increases, increases the budget
11 because we see what it does. We see what
12 additional dollars do. We would love to have five
13 million extra dollars into the budget. And if we
14 can find a way to do that, I would like to work
15 with you to make that happen.

16 MS. RHYNHART: Be happy to talk to you.

17 COUNCILMAN SQUILLA: All right. Thanks.

18 COUNCILWOMAN REYNOLDS BROWN: I was about
19 to say, Councilman Squilla, you have additional
20 time. Would you like to make a statement?

21 COUNCILMAN SQUILLA: No.

22 COUNCILWOMAN REYNOLDS BROWN: You good?

23 COUNCILMAN SQUILLA: Yes. Thank you very
24 much.

1 COUNCILWOMAN REYNOLDS BROWN: You're
2 welcome.

3 COUNCILMAN SQUILLA: I think people know
4 how I feel about the Parks and Rec along with my
5 colleague Councilwoman Bass on the Committee on
6 Parks and Rec. It's an important aspect for all
7 of us.

8 COUNCILWOMAN REYNOLDS BROWN: Indeed.

9 COUNCILMAN SQUILLA: We need to really
10 improve and look at that and realize when you have
11 a resource that really grows the City and helps
12 the City create more income for itself, I think we
13 really need to work more toward making sure that
14 happens.

15 COUNCILWOMAN REYNOLDS BROWN: Okay.

16 COUNCILMAN SQUILLA: Thank you.

17 (Applause)

18 COUNCILWOMAN REYNOLDS BROWN: Thank you
19 Councilman Squilla.

20 Councilman Johnson.

21 COUNCILMAN JOHNSON: Thank you, Madam
22 Chair.

23 COUNCILWOMAN REYNOLDS BROWN: You're
24 welcome.

1 COUNCILMAN JOHNSON: Doing a great job, by
2 the way.

3 COUNCILWOMAN REYNOLDS BROWN: Thank you,
4 work at it.

5 COUNCILMAN JOHNSON: I want to also echo
6 the sentiment of my colleague from South
7 Philadelphia, Councilman Mark Squilla. One, on
8 the funding side as it relates to on the Parking
9 Tax and the promise that was made to the
10 Department of Parks and Rec.

11 (Applause)

12 And we do understand that during probably
13 one of the worst recessions in our history, it had
14 a significant impact on all of the departments, so
15 we do understand that. But as we move forward, we
16 can continue to stay focused on how we go about
17 restoring the funding to the full mil -- to the
18 full five million regardless -- I want to be clear
19 when I say this. It's not so much for the crowd.
20 Regardless if it's this Administration or the next
21 Administration, we would still remain vigilant in
22 making sure our Parks and Recs are supported.

23 When, Michael, you talk about having the
24 vision of all young people having the opportunity

1 to go to a quality afterschool program, that was
2 my life as a kid growing up in Point Breeze. So
3 we enjoyed going to Chew playground. Being raised
4 by my grandmother, we had a chance to go to summer
5 programs for free every summer -- you ever had the
6 peanut butter and jelly with the graham cracker?
7 You got to grow up in the neighborhood to know
8 what I'm talking about, right?

9 Nevertheless, we want to continue staying
10 focused on that for the long term. And Rebecca is
11 a constituent of mine. She represents the
12 Administration and she's doing a good job. As an
13 elected official representing my constituents from
14 Parks and Rec, we want to remain focused on making
15 sure our parks and our recreation facilities have
16 the type of resources that they do need. Because
17 it's a great alternative for young people hanging
18 out on the corner.

19 Couple things I wanted to touch base on.
20 Although, we are giving a 500,000 for programming,
21 and you answered -- Susan gave a very detailed
22 account of how these funds will be utilized from a
23 programming standpoint before the Council
24 President and the other individuals who will be

1 working with the Administration as, specific our
2 leadership team, I think they are advocating for
3 money beyond the 500,000 will do all of our
4 districts well when it comes to programming, the
5 programming side of how Parks and Rec operate.

6 On the capital side, I think we are doing a
7 good job. The partnership within my Park
8 Conservancy, we came down and we did a project
9 down at FDR Park when I first got elected which is
10 definitely one of the jewels inside my district.
11 Frank and Susan have been outstanding in helping
12 me address a variety of a couple of issues. One,
13 we just came from Myers looking at various
14 improvements that we are going to do there as well
15 as me specifically focusing on redoing several
16 basketball courts and playground equipments inside
17 my district. But I think the programming side is
18 another way that really engages in the
19 partnerships to get young people, like, off the
20 streets and hopefully as we move forward. I think
21 coming outside and hanging out in the park is
22 cool, right, but I also believe engaging young
23 people, right. An afterschool safe haven is
24 probably one of the most important things we can

1 be doing as a City.

2 COUNCILWOMAN REYNOLDS BROWN: Absolutely.

3 COUNCILMAN JOHNSON: I mean, Downtown is
4 cool. But in our local neighborhoods from Point
5 Breeze to Bridesburg needs to have opportunities
6 for young people to come out and get involved. I
7 just wanted to come down and state for the record
8 that I am supportive of trying to find a way to
9 move beyond the 500,000 to support Parks and Rec
10 just because it's something that I believe in.

11 On the public safety side, I do thank Madam
12 Chair of Parks and Rec, the great Councilwoman
13 from the northwest Cindy Bass who I think is doing
14 a fantastic job with making sure that every rec
15 center has a camera, has a video camera now. I
16 think that's a great initiative that we are
17 rolling out.

18 One thing I did want to bring to our
19 attention to pay attention to or ask the question,
20 how often is our playground equipment inspected?
21 Because there is this new -- there is this new --
22 want to make sure I find the right words. You
23 have nut jobs who are putting, like, taping razor
24 blades on playground equipment. And why would you

1 put razor blades on playground equipment. I don't
2 understand. That kind of don't make sense.
3 Nevertheless, there is this new phenomenon going
4 on.

5 Can you give us an idea on how often y'all
6 go out, you do inspections to make sure the
7 playground equipment is equipped?

8 And then two, a constituent also approached
9 me about addressing the issue of your swimming
10 pool policies. Was a young man son passed away in
11 a swimming pool up in Cobbs Creek. Came to me and
12 said, hey, listen, my son couldn't swim. Clearly
13 he had -- we had signatures -- he signed a
14 statement saying he couldn't swim. Four or five
15 lifeguards in the swimming pool and somehow my son
16 winds up dead. From a public safety standpoint,
17 it was disheartening when I heard about it. And
18 so, I want to find out ways on how are we
19 addressing it to make sure that something like
20 that doesn't happen.

21 On the playground equipment side, we are
22 being vigilant in paying attention to the
23 playground equipment so if somebody does decide to
24 take razor blades to playground equipment, we will

1 catch it before kids actually, you know, play on
2 the playground on the equipment.

3 COMMISSIONER FOCHT: Sure. Thank you,
4 Councilman. I will address the playground
5 equipment. We have a playground equipment safety
6 crew that's part of our skill trades unit. And
7 they inspect every one of our -- we have 130
8 playgrounds. They inspect each one at a minimum
9 annually. They will go to each site.

10 When they visit that site, they always
11 carry with them -- they have a whole truck
12 equipped with spare parts. So if there is things
13 that they have that are bolts or things like that
14 that they see are missing, they can make repairs
15 immediately. They also then have a process to get
16 things as they need to be put on the short term
17 repair list or actually if it's a piece of
18 equipment that needs to be repaired through the
19 capital process, it will go into the capital
20 process.

21 In some cases, they actually disable the
22 piece of equipment. We don't like to do that.
23 But if it simply can't be repaired in order to
24 make it safe, they will remove a piece of the

1 equipment so it's nonfunctional.

2 COUNCILMAN JOHNSON: Who does the soft
3 inspection? Is the rec leader responsible for
4 just going out in the morning just to see what's
5 on the grounds?

6 COMMISSIONER FOCHT: Yes.

7 COUNCILMAN JOHNSON: Look at equipment just
8 to -- I'm not even talking about bolts or stuff
9 broken or replacing equipment. I'm just talking
10 about a soft look at the equipment in general.

11 COMMISSIONER FOCHT: Sure. At each of our
12 staffed facilities, at each of our recreation
13 centers that are staffed, it's the recreation
14 leader or the maintenance leader's responsibility
15 to police the grounds every morning when they
16 arrive. And then the remainder of our facilities
17 that are not staffed, so they are not -- there is
18 not staff that reports to that site, we have
19 rotating maintenance crews that are operations.
20 They also pick up the trash and do other things.
21 So, they will check on the playground on a daily
22 basis also as far as ground surface. The
23 equipment is a specific crew that inspects
24 equipment on a regular basis.

1 COUNCILMAN JOHNSON: Okay. Mike?

2 DEPUTY MAYOR DiBERARDINIS: Just to add
3 that our biggest problem there is the safety
4 surface. We can generally take care of the built
5 stuff, the metal, the -- whatever the construction
6 material is. But we do not have the capacity to
7 fabricate and repair safety surface. That all has
8 to be either capital or contracted out. So,
9 that -- that's -- sometimes people see a swingset
10 without a swing, and they don't think we have
11 swings. Is that the safety matting isn't up to
12 standard, so we have to -- we hate to do this, but
13 we have to pull the swing out --

14 COUNCILMAN JOHNSON: Let me do this,
15 Commissioner.

16 DEPUTY MAYOR DiBERARDINIS: -- until we can
17 do the matting.

18 COUNCILMAN JOHNSON: Let me do this to be
19 more specific then. All right. And the question
20 was already answered basically. I am going
21 specifically to the new phenomenon of putting
22 razor blades on kids playground equipments.
23 Google it this evening. I -- I just read it
24 yesterday. And I read another story about two

1 weeks ago. And when I read the first time, I'm
2 like, okay, one nut job. It just happened. When
3 I read it again, okay. And nothing happened in
4 either incident. They actually caught it. If
5 it's not on your radar, I think it's probably
6 something to pay attention to. I think in Papa
7 Park, nut jobs they burnt down the equipment. Now
8 somebody is going to a next level of putting razor
9 blades on actual -- so regardless of who is
10 responsible for inspecting it, whether it's the
11 rec leader or the crew that you send out, it's
12 just probably something to be aware of.

13 COMMISSIONER FOCHT: Thank you.

14 DEPUTY MAYOR DiBERARDINIS: Thank you. I
15 have not been aware of this, but I will be very
16 shortly.

17 COUNCILMAN JOHNSON: I will get you
18 articles. I'll have my staff send it over to you.

19 COUNCILWOMAN REYNOLDS BROWN: It was
20 covered on one of the -- several of the news
21 outlets.

22 DEPUTY MAYOR DiBERARDINIS: Then your
23 second question.

24 COUNCILMAN JOHNSON: The swimming pools

1 policy.

2 DEPUTY MAYOR DiBERARDINIS: Yeah. That was
3 a very difficult time for the leadership of the
4 department and for the staff, of the program staff
5 in particular at Cobbs Creek. That was a sad and
6 just difficult time for all of us. We, Leo and
7 Susan, Leo's Deputy Commissioner for programs and
8 Susan worked right away not only to process that
9 but the -- it was -- it was tough. And Susan was
10 on the scene and almost there for days on end to
11 try be responsible as best we could. But then
12 when we were done grieving and praying, we got
13 right down to trying to figure out what would next
14 year look like. And what --

15 COUNCILMAN JOHNSON: What will next year
16 look like?

17 DEPUTY MAYOR DiBERARDINIS: What did we
18 learn. How do we -- how do we respond to the
19 tragedy. I think we have done -- at least we are
20 going to test it out this year, I think we have
21 done a thorough review and have adopted a set of
22 standards that far -- that exceed our past.

23 COMMISSIONER SLAWSON: So if it's okay, I
24 am going to let Leo come and respond to this.

1 Radu, the father of the young man, was a young man
2 that I used to teach in Sunday school. So, I was
3 very familiar and acquainted. They were friends
4 and family. But our goal is for that to never
5 happen. And hopefully, what we have put together
6 will make all the difference in the world.

7 So, I am going to let Leo answer this.

8 COMMISSIONER DIGNAM: My name is Leo
9 Dignam, I am Deputy Commissioner for Programs.
10 And again, we as Deputy Commissioner and Deputy
11 Mayor said, we were all grieving about the issue
12 at Cobbs Creek. What some people may not know,
13 last year we had 255 outside camps or daycares
14 that used our pools. So, this situation was one
15 of those outside daycares. The paperwork that you
16 talked about where the parents identified that the
17 child couldn't swim was given to that daycare, not
18 to us. So, we were unaware of that.

19 So, one of the big changes that we made
20 this year, and it was a practice that we have done
21 with all of our camps. We have 140 camps of our
22 own at our own rec centers. This is an additional
23 255 outside camps or daycares. We will be
24 screening every camper before they get into the

1 pool.

2 COUNCILMAN JOHNSON: What does that consist
3 of?

4 COMMISSIONER DIGNAM: That consists of the
5 certified lifeguards making sure that the kids can
6 swim.

7 COUNCILMAN JOHNSON: When I was a kid
8 growing up, before we got in, we had, you know, do
9 some type of drills.

10 COMMISSIONER DIGNAM: Right.

11 COUNCILMAN JOHNSON: Especially if I said I
12 wanted to go in nine feet, oh, well, me and my
13 little crew we had to sit on the side of the pool.
14 And one by one, we had to do something.

15 COMMISSIONER DIGNAM: That's what the
16 screening is. So again, as you can imagine, it
17 takes a long time. And when it's 90 degrees out
18 and people don't want to wait or the kids don't
19 want to wait to get into the pool, it's sometimes
20 difficult to do that. But we have made that
21 mandatory at all of our pools. And for all those
22 255 outside day camps and daycares as well as our
23 own 140 camps.

24 So, all of those kids will be screened the

1 first time they come in. If they can't swim, they
2 will be identified as not being able to swim. And
3 they will be -- we will have roped off a section
4 of the shallow end of the pool and make sure they
5 can stay in that area only. They'll be identified
6 on paper as well so that they are -- the staff
7 from the camp or daycare that brings them in, has
8 to be there with them to make sure along with our
9 lifeguards to make sure that they are safe.
10 That's the first thing we are going to do.

11 The -- the other thing that we are going to
12 do is -- it's a state regulation that these
13 outside daycares and day camps to get funding have
14 to go through water safety training. And now we
15 are going to make that mandatory for all those 255
16 daycares and day camps. We are going to provide
17 the training at a low cost \$25 per site to go
18 through this. But in order for them to get a
19 permit to go into our pools with our camps and
20 daycares, they are going to have to go through the
21 water safety training.

22 All of our employees, seasonal employees
23 that work in our camps will also have to go
24 through that water safety training. So that

1 virtually everybody on deck besides the lifeguard
2 who already have that training will have that
3 water safety training.

4 COUNCILWOMAN REYNOLDS BROWN: Good.

5 COMMISSIONER DIGNAM: We also have added
6 signage to all of our facilities about parents
7 making sure they are at the -- in the pool with
8 their kids if the kids are under 45 inches or they
9 can't swim. And also, other issues around not
10 pretending to hold your breath. That's a big game
11 the kids like to play. That's not allowed in our
12 facilities in our pools anymore. New signage will
13 go up this year to that affect. If anybody is
14 seen doing that, they will be automatically
15 checked to make sure they are okay.

16 COUNCILMAN JOHNSON: How many lifeguards
17 per are assigned to individual pools?

18 COMMISSIONER DIGNAM: The minimum is five
19 lifeguards for every pool.

20 COUNCILMAN JOHNSON: Who supervises the
21 lifeguards? Is there a lifeguard --

22 COMMISSIONER DIGNAM: There is a lifeguard
23 II, which is the head lifeguard at a facility.
24 And then there is four lifeguard I at that

1 facility. But ultimately, there is the supervisor
2 at the pool which is the recreation leader or
3 recreation professional. That is the ultimate
4 supervisor of that staff.

5 COUNCILMAN JOHNSON: The rec leader
6 supervises the lifeguards?

7 COMMISSIONER DIGNAM: Right. On the deck
8 the lifeguard II supervises --

9 COUNCILMAN JOHNSON: Overall, the rec
10 leader is responsible.

11 COMMISSIONER DIGNAM: Overall, they are
12 responsible. And the director ch -- we have an
13 audit system where each supervisor has to check,
14 go through a series of safety checks on the pool
15 twice a day. We also have district managers who
16 go to every one of their pools twice a week. And
17 we also have water safety instructors that visit
18 the pools for those types of --

19 COUNCILMAN JOHNSON: During an average day,
20 how often is -- how often are the children pulled
21 out of the pool for inspection? You know how they
22 say time out and everybody has to get out the side
23 of the pool? We sit on the side and wait?

24 COMMISSIONER DIGNAM: Right. Our pools are

1 open eight hours a day from eleven to seven.
2 We -- it's mandatory that we do hourly chlorine
3 checks to make sure the chlorine is above, you
4 know, the level of safety. That is every hour.
5 When you see that, everybody blows the whistle.
6 The kids get out of the pool. That's a chlorine
7 check.

8 COUNCILMAN JOHNSON: That's done hourly?

9 COMMISSIONER DIGNAM: Yes.

10 COUNCILMAN JOHNSON: Okay. All right.

11 DEPUTY MAYOR DiBERARDINIS: Just --

12 Councilman, look in the end it's our
13 responsibility. We can have lifeguards and we can
14 have day camps coming in and childcare. We want
15 to do that. But in the end, it's our
16 responsibility. So the leader, the district
17 manager and ultimately up to the leadership in the
18 department, it's our responsibility. And -- and
19 other people have to help and be part of that, but
20 that's our job.

21 So, I think we have -- I believe anyway and
22 we will keep our fingers crossed, we have
23 adjusted. Significantly changed the way these --
24 the way the camps come in and the way we identify

1 and allow young people who can't swim to enjoy the
2 pool. They are the two big things that we have
3 change.

4 COUNCILMAN JOHNSON: Madam Chair, if you
5 will allow me --

6 COUNCILWOMAN REYNOLDS BROWN: Given the
7 line of questioning and the issue.

8 COUNCILMAN JOHNSON: Okay. I want to a
9 different direction.

10 COUNCILWOMAN REYNOLDS BROWN: On this
11 issue?

12 COUNCILMAN JOHNSON: No. Another issue.

13 COUNCILWOMAN REYNOLDS BROWN: Forgive me, I
14 believe you wanted to comment on this issue, did
15 you not?

16 COMMISSIONER DIGNAM: I have one last
17 comment that Deputy Slawson mentioned to me.

18 COUNCILMAN JOHNSON: Yes.

19 COMMISSIONER DIGNAM: That in the past
20 because we have so many outside organizations that
21 want to use our pools, there are certain areas,
22 certain pools that would request to open early
23 instead of opening at eleven o'clock open at nine
24 o'clock in the morning. We will not be doing that

1 anymore because of the effects that it could have
2 on the staff. You know, if you have a lifeguard
3 that's there for ten hours instead of eight hours,
4 it may have an impact on their ability to stay
5 focused on their --

6 COUNCILMAN JOHNSON: You have four
7 lifeguards, though, right?

8 COMMISSIONER DIGNAM: Five. Five total
9 lifeguards, right. But it's over an eight hour
10 period. They have to have hourly breaks. They
11 are constantly moving in and out. We also have a
12 self-imposed ration of lifeguards to children in
13 the pool.

14 COUNCILMAN JOHNSON: Good.

15 COMMISSIONER DIGNAM: We don't allow -- we
16 have a ratio of 30 to 1. There is no other
17 standard like that anywhere else. We impose that
18 on ourselves several years ago because on a
19 particularly hot day, you can have 250 kids in the
20 pool with five lifeguards. That's a 50 to 1
21 ratio. We feel like it's saf -- much safer at a
22 30 to 1.

23 COUNCILMAN JOHNSON: Okay.

24 COMMISSIONER DIGNAM: That is why you may

1 also see we run lines when there is more than 150
2 kids in the pool. So, you know, they will be in
3 for a half hour. The next one 150 come in or
4 however it works out.

5 COUNCILWOMAN REYNOLDS BROWN: Wow.

6 COUNCILMAN JOHNSON: And --

7 COUNCILWOMAN REYNOLDS BROWN: Friendly firm
8 hand. Is it on this issue? If not, then we need
9 to continue with the round only because this is
10 going on for -- this line of questioning has gone
11 on for a little while.

12 COUNCILMAN JOHNSON: Madam Chair.

13 COUNCILWOMAN REYNOLDS BROWN: Yes.

14 COUNCILMAN JOHNSON: If you will allow and
15 let me indulge in just one last question --

16 COUNCILWOMAN REYNOLDS BROWN: Really.

17 COUNCILMAN JOHNSON: -- before I leave if
18 you don't mind.

19 COUNCILWOMAN REYNOLDS BROWN: Go ahead,
20 Councilman Johnson.

21 COUNCILMAN JOHNSON: Thank you. In the
22 spirit of Council President Verna.

23 COUNCILWOMAN REYNOLDS BROWN: How does that
24 happen?

1 COUNCILMAN JOHNSON: Fair but firm. Thank
2 you.

3 Last thing. I've been dealing with this
4 issue prior to become elected Councilperson. So
5 Cobbs Creek Parkway. It borders Councilman Jannie
6 Blackwell's district, borders my district. We
7 ride down Cobbs Creek Parkway, looks the
8 Department of Rec -- I don't have a problem being
9 supportive. You want more money, that's all great
10 and fine and dandy. But now we going to talk
11 about my district.

12 That area, it's a funeral home. There's a
13 cemetery on the opposite side of the street on the
14 left-hand side of the street. I mean, I been
15 emailing, I've been calling about the brick wall
16 when you come from southwest up top. It's still
17 hanging off on the side. I usually don't try to
18 put people on blast in public, but I been emailing
19 and calling. You know, so I am like y'all need
20 help.

21 DEPUTY MAYOR DiBERARDINIS: This is the
22 retaining wall, right?

23 COUNCILMAN JOHNSON: The retaining wall.

24 DEPUTY MAYOR DiBERARDINIS: Is this the one

1 we talked about?

2 COUNCILMAN JOHNSON: The one we talked
3 about a couple times. Emailed it.

4 One last thing, it's really about -- it's
5 really about the total maintenance to be quite
6 frank with you. It's really about the maintenance
7 of that corridor and just making sure that
8 corridor has a level of attention. I know it's
9 not a lot of houses down there, right. But the
10 same area of Cobbs Creek should get the same level
11 of attention as Schuylkill River Trail, FDR Park
12 and other parts of the area where there is
13 significant amount of people that live there.

14 I support y'all getting the type of funding
15 you need to do the things you need to do. But the
16 reality is, that part of my district has to be
17 maintained unless I advocate the opposite moving
18 forward. It is what it is.

19 COUNCILWOMAN REYNOLDS BROWN: Thank you,
20 Councilman Johnson for that very firm statement.

21 Councilwoman Jannie Blackwell.

22 COUNCILWOMAN BLACKWELL: Thank you very
23 much. And I appreciate the comments that my
24 colleague made. The redistrict thing, I could

1 have gotten it, but I kind have forgotten about
2 it. But it is an issue because we invested our
3 park dollars into fixing the little gate that goes
4 around. So my side looking okay, but your side --
5 yes.

6 At any rate. But let me say that every
7 year, if we get it once we get it every couple
8 weeks somebody asks us about extending the swim
9 program before and/or after the current time. Is
10 there any -- is that being looked at? Is there
11 any way that is possible? People asking me all
12 the time.

13 COMMISSIONER SLAWSON: Thank you for that
14 question, Councilwoman Blackwell.

15 COUNCILMAN JOHNSON: Is it okay for you to
16 answer my question?

17 DEPUTY MAYOR DiBERARDINIS: We were trying
18 to get in and answer. Madam Chair, I want to go
19 look at this with you. But part of this is the
20 streets -- I don't want to lay on some other
21 department. But I think we ought to do this
22 together. It will be us and the Streets
23 Department. And I'm happy to come look at this
24 and figure out how to, together the two

1 departments and figure this out about whose
2 responsibility or how do we just do it. Welcome
3 the opportunity now that the weather is kind of
4 cooperating.

5 COUNCILMAN JOHNSON: Okay.

6 COMMISSIONER FOCHT: The other organization
7 that needs to be involved in that tour is PennDOT.
8 Because Cobbs Creek Parkway is a state highway.
9 They consistently have not worked with us when
10 we've tried to replace the guide rail there at the
11 bend of Mount Moriah Cemetery. I know -- we know
12 exactly where you're talking about, Councilman.
13 It's a huge frustration for us. The land on
14 either side is not ours because Mount Moriah
15 Cemetery comes right up to the roadway. The
16 roadway is a PennDOT state highway. There is
17 another party here that is also partially
18 responsible that needs to be engaged in this
19 conversation.

20 DEPUTY MAYOR DiBERARDINIS: Let them come
21 along for the ride. Yes. Let's go look at it.

22 COUNCILMAN JOHNSON: Thank you.

23 DEPUTY MAYOR DiBERARDINIS: Thank you.

24 COUNCILWOMAN REYNOLDS BROWN: Council Lady

1 Blackwell.

2 COUNCILWOMAN BLACKWELL: Thank you very
3 much. I feel sorry for you, Councilman. But yes.

4 COMMISSIONER SLAWSON: Madam Chair, I will
5 respond to Councilwoman Blackwell's question.

6 Our pool budget currently is \$2.4 million.
7 Prior to 2010, it was \$3.2 million. It costs
8 approximately 50 to 60,000 dollars a week to keep
9 a pool open. When you're thinking about the pool
10 staff, when you're talking about the equipments,
11 the chlorine. And one of our other challenges is
12 the lifeguards, a lot of them are college
13 students. And they usually leave around the
14 middle of August to go back to school.

15 But the bigger issue for us would be
16 finding in our budget \$50,000 per pool to keep it
17 open for an additional week.

18 COUNCILWOMAN BLACKWELL: Then that's one
19 week, colleagues, just one week. The only other
20 thing I will say is that I will make myself
21 available. Because in addition to the Kingsessing
22 pool problem, they said there's an afterschool
23 program that was cut. So when we meet, maybe we
24 can talk about that.

1 COMMISSIONER SLAWSON: We can talk about
2 that. But we haven't cut anything there.

3 COUNCILWOMAN BLACKWELL: So, it's not you
4 if it's cut.

5 COMMISSIONER SLAWSON: It's definitely not
6 us.

7 COUNCILWOMAN BLACKWELL: All right. Thank
8 you that makes it clear for those who are still
9 here. Thank you.

10 Thank you, Madam Chair.

11 COUNCILWOMAN REYNOLDS BROWN: You're very
12 welcome Council Lady.

13 Okay. Good afternoon. Councilman Henon.

14 COUNCILMAN HENON: Madam Chair, good
15 evening -- oh, sorry. We are still in the
16 afternoon. You guys could use a little softball,
17 right?

18 DEPUTY MAYOR DiBERARDINIS: Pardon?

19 COUNCILMAN HENON: I said, you guys can use
20 a softball right now.

21 The Keypots. Can you explain that and can
22 you provide a Keypot Centers and the six to the
23 Chair for my office.

24 COUNCILWOMAN REYNOLDS BROWN: Can you state

1 that louder, Councilman? What was the question?

2 COUNCILMAN HENON: I'm sorry. Keypots.

3 DEPUTY MAYOR DiBERARDINIS: So, they are
4 broadband -- we have 19 rec centers that have
5 broadband connection and computers. We have --
6 and in this year's budget, there's appropriation
7 to maintain the instructional staff at those
8 facilities. So, we will have people -- sometimes
9 you have computers at centers. They can just sit
10 there and not be fully utilized. But this program
11 and what we like about it the most is we have
12 technical staff who can be there to help build
13 commuter literacy, can work with general literacy,
14 help people with job search. So, it really
15 becomes --

16 COUNCILMAN HENON: I -- I love it.

17 DEPUTY MAYOR DiBERARDINIS: It really
18 becomes an asset when you have not only the
19 technology but then the human capital to go behind
20 the technology. That's what makes, I think, the
21 Keypots so special. There is five in -- there is
22 five facilities in the library system that have
23 the similar program. There is 19 in Parks and
24 Rec. And they're programmed 15 hours a week.

1 COUNCILMAN HENON: It's a program. And
2 bigger vision. If that doesn't work, the bigger
3 vision is to have them --

4 COMMISSIONER SLAWSON: Five days a week.

5 COUNCILMAN HENON: -- where ever possible.

6 COMMISSIONER SLAWSON: Where ever possible.
7 But if even if we can start with the Keypots that
8 we currently have, because we are saying 15 hours
9 a week, if we can bump up those hours to 30 hours
10 a week Monday through Friday for us to have
11 someone in those labs available for not just young
12 people but for seniors and adults as well, that
13 would be a great bump for us.

14 COUNCILMAN HENON: Without question. And I
15 think it would -- obviously, it goes tandemly with
16 the types of programs that you have at that
17 particular rec center. So, it utilizes -- in my
18 opinion, it utilizes a space that either is
19 underused utilized or it just supplements the --
20 the pro -- you know, enhance program with rec
21 centers that we have.

22 I encourage -- I would keep putting it in.
23 Submit it in. Submit more money for it. I think
24 technology is what we lack as a City, you know,

1 and we have for years. We are incrementally
2 trying to catch up. We are always going to try to
3 catch up. I think we pull the Band-Aid off and do
4 everything at once is -- is what I would say. It
5 would make us provide better services, provide
6 better program, provide better resources, provide
7 better opportunities to serve the public in an
8 efficient way all across the board.

9 COMMISSIONER SLAWSON: This was initially a
10 grant that we put in for, the Department put in
11 for. It was only supposed to last for three
12 years. And the Mayor recognized just how
13 important it was for us to continue the system.
14 So he ensured that we had the funding to maintain
15 the staff. He made sure -- made sure that was in
16 our budget. So, I am grateful that you recognize
17 how important it is. I am grateful that the Mayor
18 also recognized it was something we needed to
19 maintain in our system.

20 COUNCILMAN HENON: Right. You know, we
21 were constantly talking about although it doesn't
22 bridge the digital divide, but it does offer
23 opportunities for people who may not -- children
24 and adults that may not have the opportunity to,

1 you know, have, you know, to go online or have
2 computers. It's in concert with the school
3 programs and in computer centers that we have.

4 So in this year's -- regarding the budget
5 allocation. I believe it's the same as last year
6 regarding the usage of the gyms. So and the
7 last -- I only see \$338,000. Is that -- is that
8 enough to support the youths and the selection of
9 our -- the usage of our gyms and the times?

10 You did increase an hour in the centers,
11 right?

12 DEPUTY MAYOR DiBERARDINIS: I will let Leo
13 talk about this because he constructed this. But
14 essentially, we economized. So, we have less gyms
15 but we extended the hours.

16 COUNCILMAN HENON: Extending the hours,
17 brought back the hours.

18 DEPUTY MAYOR DiBERARDINIS: And we put them
19 in the bigger multi-gym facilities.

20 COUNCILMAN HENON: Right.

21 DEPUTY MAYOR DiBERARDINIS: That allowed us
22 to sort of get the best buy for the dollars we
23 invested. But Leo has a much more detailed
24 understanding.

1 COMMISSIONER DIGNAM: This is our second
2 year in the program. We had the same amount of
3 money for the last two years. We have, as Deputy
4 Mayor said, 55 of our own gyms. In the past we
5 had a 120 school gyms. We are down to 20 gyms
6 that are open on Saturdays in extended hours and
7 another 100 that are open from 6:30 to eight
8 o'clock at night. So, you know, it's enough to
9 get a group in there.

10 COUNCILMAN HENON: It's working. People
11 are adjusting their schedules?

12 COMMISSIONER DIGNAM: We have not -- yeah.
13 You know, the first year of the program, I think
14 we had a lot more push back from community groups
15 that were used to having as many hours as they
16 could find because the School District was very
17 generous with that since they had to cut back on
18 that. This year we had very limited complaints.
19 I would say maybe five asked to extend. The
20 School District did not extend those -- those five
21 schools, but we just found room for them in our
22 other gyms that we control.

23 COUNCILMAN HENON: And I do -- switch
24 subjects. I do like -- because running out of my

1 time. Two last things and they are quick.

2 The -- the additional staff that they --
3 you are putting on your skill trades to, you know,
4 help move forward with some of the repairs and
5 little minor installations. That is going well?
6 Are you -- you know your rate of return on that if
7 you would have gone through with the other
8 process? I think most of it is to time. It's a
9 time sensitive thing.

10 DEPUTY MAYOR DiBERARDINIS: Yeah. So, we
11 cut the time by some astronom -- you know, like,
12 six weeks instead of six to nine months, so we can
13 get a job done that fast. The savings Mark talked
14 about earlier were projected. These are
15 projections because we are really at the initial
16 stages of this work. Our projections are that we
17 will save significant dollars. Mark can run
18 through that.

19 COMMISSIONER FOCHT: Yeah. So, Councilman,
20 there are 30 projects through the 10 councilmatic
21 districts that total have committed \$563,000 to
22 the projects. Ten of the 30 have been completed
23 just since November. A lot of the ones that
24 weren't completed were because they were roofs or

1 boilers or things you don't do during the winter.
2 We estimate that the -- comparing these to a
3 capital bid project, this probably was a million
4 and a half to two million dollars worth of
5 improvements that is being bought for \$563,000 of
6 Council ITEF money to buy the materials then
7 implemented by our staff.

8 COUNCILMAN HENON: Okay. Great. And my
9 last question, do you have an asset management
10 system with the -- with the Department of Parks
11 and Recs?

12 COMMISSIONER FOCHT: We actually have
13 several different outdated management systems from
14 when we were separate departments. We are in the
15 process of combining into one new asset management
16 system that has been used by Public Property for
17 this building.

18 COUNCILMAN HENON: Okay. Great. And I
19 will submit to you -- will submit to you for
20 all -- you know, for Parks and Recs or however you
21 have merged it the question that I've been asking
22 every department.

23 Do we own all the buildings? Are we
24 leasing any buildings? You know, what's our

1 percentage of usage? How many employees are in
2 there, et cetera, et cetera. The utilities so --
3 I will -- and the square footage of everything.

4 What I will do is I will submit to you all
5 those questions in writing. And you can, you
6 know, just submit that to the Chair, I appreciate
7 it.

8 DEPUTY MAYOR DiBERARDINIS: Great. We will
9 do that.

10 COUNCILWOMAN REYNOLDS BROWN: I have a
11 quick follow up to Councilman Henon's question.
12 Equity in access when it comes to the internet.
13 Could you also provide what it would cost to go to
14 five days a week with the Keyspots. And that
15 becomes helpful in our own budget negotiations.

16 COMMISSIONER SLAWSON: Yes, Madam Chair.
17 We will get you that information.

18 COUNCILWOMAN REYNOLDS BROWN: Okay, then.
19 Please, Councilman Kenney.

20 COUNCILMAN KENNEY: Thank you, Madam Chair.

21 COUNCILWOMAN REYNOLDS BROWN: You're
22 welcome.

23 COUNCILMAN KENNEY: Just a suggestion on
24 the swimming thing. It was talked about with the

1 little short kids and we don't know if they can
2 swim and lifeguards have to be responsible for
3 watching them.

4 Have you ever been to Morey's Piers
5 Waterparks in Wildwood? Well, if you are a
6 certain height or under a certain height, you have
7 to wear a little swimmie that zips up or ties. If
8 we were able to purchase them and have them
9 sponsored by ShopRite or CVS or Blue Cross and
10 then when you come in -- I remember swimming in
11 city pools before. They used to give you a bag so
12 you can put your clothes in while you changed --
13 we got changed there for some reason. You put
14 your clothes in and you hang it up. But when you
15 left, you to had to go through a line and you had
16 to put the bag back.

17 When the 45 inch or shorter person goes in
18 there for their swim time, they automatically have
19 to put on the swimmie. At the end of the day when
20 they walk out, they put it in a big container
21 which is what they do at Morey's Pier. Under a
22 certain age you have to wear one. I can't imagine
23 there would be liability issues in us providing a
24 life vest for someone when we're not sure they can

1 swim. But I assume you -- you have that Law
2 Department look on your face.

3 COMMISSIONER DIGNAM: Yeah. I'm not a
4 lawyer.

5 COUNCILMAN KENNEY: Get them up here -- get
6 them up here to tell us, no, it's a bad idea.
7 Can't do it. No way.

8 COMMISSIONER DIGNAM: We've been turned
9 down when we asked to use these types of equipment
10 because for liability issues because kids have to
11 be fitted. There's certain sizes don't fit
12 everybody.

13 COUNCILMAN KENNEY: Yeah, I know.

14 COMMISSIONER DIGNAM: Also gives kids a
15 false sense of security.

16 COUNCILMAN KENNEY: But they're not in the
17 ocean, they're in a pool. They can't -- if you
18 push them down, they pop 'em back up. You can't
19 even get them under water. They can't even go
20 under water and hold their breath because they pop
21 back up.

22 COMMISSIONER DIGNAM: Yeah. We can look
23 into it for you.

24 COUNCILMAN KENNEY: But listen -- listen to

1 where I'm going. This is such a simple solution
2 to this problem. You can't necessarily -- you
3 can't drown in a pool with a life vest. So, get
4 them a life vest. And then in the container at
5 Morey's Pier, there are different sizes. You try,
6 oh, that don't fit. You put that one and then you
7 go in the pool. You can watch them, but you don't
8 have to go dive in and save them. And if you put
9 a little sticker on the back that's sponsored by
10 Brown ShopRite or by -- we can even get them to
11 pay for it. They can't be that much. They are
12 only rubber.

13 COMMISSIONER DIGNAM: Yeah. I mean, we
14 will look into it again.

15 COUNCILMAN KENNEY: You know what you
16 should do, you should buy them and don't ask the
17 Law Department. Just go buy them. And let them
18 tell us we can't have them. If I am ever in a
19 position to do that, I am doing it. I'm telling
20 ya. We are just going to go buy stuff. Ah,
21 forget it. Don't worry about it.

22 I have one comment and one ser -- and one
23 question. The interaction sometimes with me and
24 the Administration at the table is not always

1 good. This is one of the best departments we have
2 in the City Government.

3 DEPUTY MAYOR DiBERARDINIS: Well, thank
4 you.

5 (Applause)

6 COUNCILMAN KENNEY: Without a doubt. If
7 you look at the resources -- if you look at the
8 resources that we give you or are given by the
9 Administration and we approve, you do missionary
10 work with the money that you get. I mean,
11 Commissioner and Mark and Leo and Frank Fabey,
12 he's like a CB. Remember the CBs in World War II.
13 They didn't have any equipment or anything and
14 they'd build a bridge. That's him.

15 I get a wooden basketball floor that floods
16 out, and all the sudden I get this wood. They are
17 finding it from -- they must be stealing it from
18 other gyms.

19 DEPUTY MAYOR DiBERARDINIS: I give him Duct
20 tape when he leaves out.

21 COUNCILMAN KENNEY: I want to just -- I
22 know I don't compliment the Administration a lot.
23 You guys are just super. And not only -- not only
24 the Recreation Department stuff and the Fairmount

1 Park stuff but all the special events all year
2 long. I mean, between Public Property and you
3 guys, Welcome America and the Made in the USA, all
4 those events all year long, I just got to stand up
5 or sit down and clap for you.

6 DEPUTY MAYOR DiBERARDINIS: Thank you, Jim.

7 COUNCILMAN KENNEY: One serious question I
8 ask every year. It's like being here for a long
9 time you get to ask the same question over and
10 over again and usually get the same answer.

11 We talked about building rec centers and
12 other capital projects with the City. We always
13 said that famous 137 steps. Remember the ones
14 that would take us seven years to build Palumbo or
15 seven years to build because there was 137 steps?
16 How many of those steps still exist? Do you have
17 any idea?

18 DEPUTY MAYOR DiBERARDINIS: Where is
19 Rebecca?

20 COUNCILMAN KENNEY: Are we down to, like,
21 134?

22 MS. RHYNHART: I'm sorry. The question was
23 on the capital process?

24 COUNCILMAN KENNEY: Yeah. On the matrix of

1 things we have to do that takes us seven years to
2 build something.

3 MS. RHYNHART: Yes. That was looked at by
4 the capital process working group that Bridget
5 Greenwald headed up and UPS was also involved in
6 and City Council also had a few people on that.
7 And they made certain recommendations about
8 reducing the process. Some of -- some of the
9 steps are -- are -- many of the steps are required
10 in terms of getting sign off. And the issue often
11 is having someone push it through the steps so
12 that it doesn't sit anywhere too long.

13 COUNCILMAN KENNEY: I had asked when we
14 talked about this probably -- this is prior to the
15 Nutter Administration probably 10, 12 years ago
16 for a matrix of the steps and which are Charter
17 mandated, Code mandated, State mandated or
18 whatever to try to start picking them off by
19 either changing the Code, changing the Charter.

20 MS. RHYNHART: Right.

21 COUNCILMAN KENNEY: Ignoring some of them
22 if we are not forced to do them so we streamline
23 the 137 down to 20 or 25. And obviously, you
24 understand money, so you know that when we

1 appropriate something in one year and we open the
2 door with a key seven years later, it's a lot more
3 expensive than it should be.

4 MS. RHYNHART: Right. And also, want to
5 get our projects done. We like you want the
6 projects done. Let me speak with Bridget
7 Greenwald, the Property Commissioner because I
8 know that that -- that was one of the things that
9 that working group looked at. And I am thinking
10 that there were findings that came out of that
11 working group. And I would like to get that to
12 you.

13 COUNCILMAN KENNEY: But if there are
14 Charter changes needed, we can get it started. If
15 there are Code changes, we can get it started.

16 MS. RHYNHART: Right.

17 COUNCILMAN KENNEY: I mean, just keep
18 whittling down the silly mess that -- I mean, it's
19 no ones fault. It's over time, Bureaucracy, the
20 things get where they are. Which steps are longer
21 than they need to be? Is it Planning, Art
22 commission, what are the things -- it's maddening
23 the District Councilpeople and myself At Large,
24 and I'm sure the public at large, that it takes so

1 long to see a project come to fruition.

2 MS. RHYNHART: And it should be. I mean,
3 it's one of the things that are frustrating to us,
4 as well. Yes. I will get that to you, and we
5 will continue the discussion.

6 COUNCILMAN KENNEY: Thank you. And kudos
7 again to the Rec Department. Thank you.

8 COUNCILWOMAN REYNOLDS BROWN: I have a
9 couple of follow-up questions to questions already
10 raised, and then we will wrap up.

11 Back to the tragic circumstances regarding
12 the little person. And I commend you. Clearly,
13 you thought very thoroughly and comprehensively
14 about how to put safeguards in place. With
15 regards to little people who come through and you
16 keep on paper those who have passed the test, is
17 there additional tracking like wrist bands or the
18 likes of that a wrist band in a bright color
19 automatically lets you know that this young person
20 has been through the -- been through the test and
21 been successful?

22 COMMISSIONER SLAWSON: It is something that
23 we are looking into it. We haven't put anything
24 in place yet, but we are looking.

1 DEPUTY MAYOR DiBERARDINIS: I mean, it's a
2 serious -- it's a good question and it's a serious
3 question for us. And we talked about this trying
4 to understand would that be a help and could we
5 effectively --

6 COUNCILWOMAN REYNOLDS BROWN: Sure.

7 DEPUTY MAYOR DiBERARDINIS: -- sort of
8 operate that program. But it could happen. I
9 mean, it may happen this year. If not this year,
10 next year.

11 COUNCILWOMAN REYNOLDS BROWN: Sure.

12 DEPUTY MAYOR DiBERARDINIS: We will make a
13 decision soon.

14 COUNCILWOMAN REYNOLDS BROWN: Sure. To the
15 question of trying to grow the next generation of
16 young people who are conscientious in terms of
17 nutrition. What linkages exist with entities like
18 Food Trust or Weavers Way where you have -- and
19 towards the Mayor's goal of having farmers
20 markets, gardens and farms accessible to all
21 Philadelphians?

22 To what extent have you talking about --
23 spoken about urban farming within parks, et
24 cetera, et cetera?

1 DEPUTY MAYOR DiBERARDINIS: Actually, it's
2 a growing interest in the department. In fact, we
3 are building a small capacity to manage -- to
4 manage our, what I think, is a pretty ambitious
5 program. We have now as a youth development
6 program, we have a minimum of 15 sites that have a
7 summer program with growing food as that program
8 and young people can have an opportunity to do
9 that.

10 And we are building that out. I think we
11 starting with six or seven. And over the past
12 couple of years, we have built that out. I think
13 this year we will run between 15 and 20 summer
14 youth development programs built around urban
15 gardening.

16 COUNCILWOMAN REYNOLDS BROWN: Okay. And
17 are those locations linked to those parts of the
18 city where we have high incidence of diabetes,
19 high blood pressure, obesity?

20 DEPUTY MAYOR DiBERARDINIS: There is --
21 first of all, we need the available land. So if
22 we don't have the usable land to do it, that's the
23 only impediment. But the accessibility and equity
24 are the driving --

1 COUNCILWOMAN REYNOLDS BROWN: Part of the
2 planning.

3 DEPUTY MAYOR DiBERARDINIS: Are the driving
4 values of the plan.

5 COUNCILWOMAN REYNOLDS BROWN: Okay.

6 DEPUTY MAYOR DiBERARDINIS: And the only
7 thing that can cut against that is -- does the
8 facility have a spot that makes sense with the
9 light and the available space that we could
10 actually have a successful garden.

11 COUNCILWOMAN REYNOLDS BROWN: Okay. Okay.

12 DEPUTY MAYOR DiBERARDINIS: But that's the
13 only factor that cuts against that. Then we are
14 working with -- on sort of bringing in the
15 existing gardens. There is lots of sort of
16 unofficial garden that have been around for, like,
17 10, 15, 20 years. We want to legitimize them.

18 COUNCILWOMAN REYNOLDS BROWN: Sure.

19 DEPUTY MAYOR DiBERARDINIS: We are working
20 with both Public Property and RDA to bring them in
21 and have them be official.

22 COUNCILWOMAN REYNOLDS BROWN: Very good.

23 DEPUTY MAYOR DiBERARDINIS: Give them
24 business certainty of sorts. So if they maintain

1 their standards of operation, that land would come
2 into the public -- would be part of the public
3 trust.

4 COUNCILWOMAN REYNOLDS BROWN: Okay.

5 DEPUTY MAYOR DiBERARDINIS: And they would
6 be able to have certainty that they are not going
7 to get kicked off because something else is going
8 to happen on the lot.

9 COUNCILWOMAN REYNOLDS BROWN: Okay.

10 DEPUTY MAYOR DiBERARDINIS: We are working
11 very closely with both Public Property and RDA to
12 build that program out.

13 COUNCILWOMAN REYNOLDS BROWN: Did you want
14 to add?

15 COMMISSIONER FOCHT: Yeah. Councilwoman,
16 I'd like to give you just one very concrete
17 example. Hunting Park in North Philadelphia, when
18 we did the master plan there with the Fairmount
19 Park Conservancy in 2008, we mapped all sources of
20 food within a mile of the perimeter so every
21 bodega, every fast food place to identify sources
22 of healthy food options.

23 COUNCILWOMAN REYNOLDS BROWN: Very good.

24 COMMISSIONER FOCHT: Sadly, there were very

1 few. So, that led to a grand application by the
2 Fairmount Park Conservancy to the Robert Wood
3 Johnson Foundation which subsequently led to the
4 establishment of a very popular community garden
5 embraced by the community. All the plots were
6 taken in the first year, then which expanded to a
7 orchard. So, we planted an Orchard with the
8 Philadelphia Orchard Project which expanded to a
9 summers farmers market with an Amish family coming
10 in and readily embraced by the community in the
11 first weekend. And now has led to the conservancy
12 react looking at a program plan reactivate the
13 refreshment stand associated with our athletic
14 fields and the swimming pool as a place for
15 healthy food options.

16 COUNCILWOMAN REYNOLDS BROWN: Very good.
17 Very, very exciting. Very exciting.

18 DEPUTY MAYOR DiBERARDINIS: I would just
19 add that this is a developing --

20 COUNCILWOMAN REYNOLDS BROWN: Phenomenon,
21 paradigm?

22 DEPUTY MAYOR DiBERARDINIS: Yeah. We are
23 trying to stay up with the growth, the interest
24 and the possibilities around us in our system and

1 around.

2 COUNCILWOMAN REYNOLDS BROWN: I am often in
3 conversations, discussions with the childcare
4 community. And so the question is, where -- does
5 Rec still allow childcare centers in some of your
6 rec centers knowing that there is a separate layer
7 of regulations and licensing that comes with
8 childcare centers and knowing also that there is
9 still -- we are still struggling with quality
10 accessible childcare across the board with
11 children in our city?

12 COMMISSIONER SLAWSON: We currently have 26
13 tot centers. And we service young people two and
14 a half to four and half preparing them for
15 kindergarten. Only one of those -- two of those
16 sites are state certified.

17 COUNCILWOMAN REYNOLDS BROWN: Is that
18 right?

19 COMMISSIONER SLAWSON: That's it. There's
20 a -- there's a process that you'd have to go
21 through and we would have to reconfigure our
22 buildings to actually fall under the state
23 certification.

24 COUNCILWOMAN REYNOLDS BROWN: I see.

1 COMMISSIONER SLAWSON: Sou our advisory
2 councils at the other centers, they run the top
3 program for various communities. So we are -- we
4 are actually one of the highest provider for
5 kindergarten to the public school with our top
6 program. It's just that all of our sites are not
7 certified.

8 COUNCILWOMAN REYNOLDS BROWN: And so, are
9 there discussions and dialogue with Devasey to
10 examine how we can move those childcare centers to
11 becoming a state --

12 COMMISSIONER SLAWSON: We have not had
13 those conversations. I've actually had
14 conversations with staff about the whole state
15 process. And it will cost us a considerable
16 capital --

17 COUNCILWOMAN REYNOLDS BROWN: I see.

18 COMMISSIONER SLAWSON: -- increase for us
19 to make that happen within our system.

20 COUNCILWOMAN REYNOLDS BROWN: I see. Okay.

21 That concludes all of my questions unless
22 Councilwoman Bass, anything remaining you would
23 like to share or offer?

24 COUNCILWOMAN BASS: No. But thank you very

1 much for offering me the opportunity.

2 But I did want once again want to reiterate
3 what a pleasure it's been and what a great working
4 relationship that we all have together. You know,
5 we've learned to do more with less. We would like
6 to have more. We are working towards getting
7 more. But in the meantime I think you all do a
8 great job. And I just really wanted to be on
9 record for that.

10 DEPUTY MAYOR DiBERARDINIS: Thank you.

11 COMMISSIONER SLAWSON: Thank you.

12 COMMISSIONER FOCHT: Thank you,
13 Councilwoman.

14 COUNCILWOMAN REYNOLDS BROWN: What I would
15 like to add is how much I have appreciated the
16 fact that you all have attempted to honor the
17 recommendations that were -- that came out of the
18 Strategic Plan around the merging of these two
19 departments and how I continue to pay attention
20 myself. Since it took us a minute to get that
21 down, but we ended up at a good and obviously just
22 a better place particularly as I hear about the
23 efficiencies that have taken place and both
24 departments have been able to remain whole in

1 their mission while we look to operate more
2 efficiently across government.

3 DEPUTY MAYOR DiBERARDINIS: You are paying
4 attention and thank you.

5 COUNCILWOMAN REYNOLDS BROWN: You're
6 welcome. Thank you very, very, very much.

7 Good afternoon.

8 We are going to take a five-minute recess.
9 And then we are going to invite the City
10 Representative to come to the table.

11 - - -

12 (At this time, a break was taken.)

13 - - -

14 COUNCILWOMAN REYNOLDS BROWN: Good
15 afternoon. We will now try to move to the City
16 Rep -- City Representatives Office.

17 (Panel approaches the table.)

18 COUNCILWOMAN REYNOLDS BROWN: Welcome to
19 the marathon.

20 MS. BELL: Thank you.

21 COUNCILWOMAN REYNOLDS BROWN: And you would
22 know that better than anyone else, right, City
23 Rep?

24 MS. BELL: Yes.

1 COUNCILWOMAN REYNOLDS BROWN: Okay. So,
2 thank you. Please state your name for the record
3 and proceed with your testimony.

4 MS. BELL: Yes. Desiree Peterkin Bell.
5 I'm the City Representative. And I am here joined
6 by Margaret Hughes my Deputy and Elka Battle, my
7 other Deputy and a couple members from my team. I
8 am pleased to appear before Council on behalf of
9 the Office of City Representative. FY15 Operating
10 Budget request of \$1,005,915. This number
11 represents no change from OCR's Fiscal '14 Budget
12 Appropriation.

13 The Office of the City Rep is committed to
14 supporting a diverse workforce. Of our seven
15 full-time staffers, 6 are female, 4 are Caucasian,
16 2 are African-American with 1 male being
17 Caucasian.

18 COUNCILWOMAN REYNOLDS BROWN: That's
19 diverse in the reverse.

20 MS. BELL: Correct. OCR has exceeded the
21 Administrations FY14 goal of 25 percent for
22 M/W/DSBE participation in City contracting with a
23 participation rate of 29 percent. With OCR events
24 such as Wawa Welcome America and the Gore-Tex

1 Philadelphia Marathon, our participation rate in
2 M/W/DSBE mandated goals exceeded the
3 Administration's goal for a total of 80 percent.
4 We will continue to work to increase our
5 participation rate going forward.

6 OCR serves as a main vehicle of promotion
7 and marketing for the City of Philadelphia. We
8 produce major destination events like Wawa Welcome
9 America, Gore-Tex Philadelphia Marathon that
10 attracts tens of thousands of visitors to
11 Philadelphia, and work with internal city
12 departments to coordinate and increase the impact
13 of departmental initiatives and ensure an economy
14 of effort through collaboration.

15 We work with external marketing agencies
16 such as Visit Philadelphia, PHL CVB to market and
17 brand Philadelphia as a destination to promote
18 events that attract businesses, visitors,
19 residents alike while enhancing the quality of our
20 citizens. I have a couple of handouts here for
21 all the Councilmembers who are here. That's just
22 one. And we cooperate with the federal, state and
23 municipal agencies to develop, integrate security
24 procedures -- they can see I only have one. You

1 can hold it up. Sorry.

2 Our office is media proactive and
3 responsive through campaign supporting events such
4 as Wawa Welcome America, the Gore-Tex Philadelphia
5 Marathon and Philadelphia Collection that we've
6 resulted in numerous media placements throughout
7 the country. We are very excited when Wawa
8 Welcome America was touted as a summer fashion
9 festival destination in the July issue of Vogue
10 Magazine. First time we were ever mentioned in
11 Vogue.

12 The opportunity to appear before Council
13 today gives me the perfect occasion to make a
14 special announcement of breaking news for Wawa
15 Welcome America, the Philly Fourth of July Jam,
16 the largest free outdoor concert in America will
17 welcome Vicci Martinez to the extraordinary lineup
18 of star talent appearing on the Jam main stage
19 this year. We are also in talks with Frankie
20 Negron, as well. And the seven day festival, the
21 theme this year will be the 50th Anniversary of
22 the Civil Rights Act of 1964 and the 60th
23 Anniversary of the landmark Brown v. Board of
24 Education decision.

1 In FY14 we secured a three-year title
2 sponsorship for the Philadelphia Marathon and
3 celebrated the marathon's 20th anniversary as the
4 Gore-Tex Philadelphia Marathon. We made
5 tremendous strides toward becoming one of the top
6 Green marathons in the country with Gold
7 certification for 87.5 percent waste diversion
8 awarded by the Council for Responsible Sport.
9 With this award we become one of only three large
10 scale marathons in the nation to receive this
11 designation.

12 Partnering with the Mayor's Office of
13 Sustainability and the Office of Civic Engagement
14 and Volunteer Service, we debuted a recycling
15 waste diversion initiative, The Waste Watchers
16 Volunteer Core at the 2012 marathon. Waste
17 Watchers has recently been funded through the City
18 of Service Impact Volunteering Fund, Blumberg
19 Philanthropies to expand on the marathon model to
20 include events such as the Broad Street Run,
21 Philadelphia International Festival of the Arts
22 and other major public events.

23 We look forward to showcasing Philadelphia
24 in the national and international spotlight during

1 events such as the World Meeting of Families
2 coming here in September 2015 and the potential
3 visit of Pope Francis to Philadelphia at that
4 time.

5 Thank you for your opportunity to testify
6 today, Councilmembers and Chair. I welcome the
7 questions and comments from the Council in
8 response to today's testimony. And if further
9 discussion on any of these matters is required or
10 desired, my staff and I are pleased to meet with
11 Councilmembers at your convenience.

12 COUNCILWOMAN REYNOLDS BROWN: Okay. Well,
13 thank you for your testimony. This is indeed one
14 of my favorite departments because of the
15 interface and the intersection between arts and
16 culture, hospitality, tourism and the economic
17 impact that that all brings. So, I try to pay a
18 lot of attention from afar.

19 On page 3 of your testimony you talk about
20 partners. OCR are partners with the hospitality
21 industry, Philadelphia Visitors and Convention
22 Bureau. Are there any changes in your
23 departmental role with the Convention Center since
24 the Convention Center is now under the management

1 of SMG?

2 MS. BELL: To continue to be a strong
3 partner with them and to help them to leverage
4 opportunities to get additional conventions here
5 in the City.

6 COUNCILWOMAN REYNOLDS BROWN: And so what
7 does that look like?

8 MS. BELL: What that looks like is sitting
9 down with them.

10 COUNCILWOMAN REYNOLDS BROWN: Okay.

11 MS. BELL: And actually seeing what is
12 potentially viable for the City to host and going
13 after them and helping them create collateral
14 materials or packages to see if they actually need
15 that to make the case even stronger and more
16 compelling.

17 COUNCILWOMAN REYNOLDS BROWN: Is that
18 consistent -- was that practice regular as well
19 with the former leadership? The practice of
20 sitting down and just collaborating and talking
21 out where the opportunities are?

22 MS. BELL: I believe so.

23 COUNCILWOMAN REYNOLDS BROWN: Okay.
24 Sustainability and trash. We have all these

1 fabulous events. I joined the many who then look
2 with curiosity to see how well we are doing with
3 regards to trash and compost management after such
4 big events like Wawa Welcome America and others.

5 So where does your department fit in that
6 equation in those discussions post event? Is that
7 a part of the planning? Is that left strictly to
8 Streets? Just talk through what that looks like,
9 how that issue of sustainability and -- is
10 addressed.

11 MS. BELL: Sure. Well, we're taking a cue
12 from the Gore-Tex Philadelphia Marathon. And
13 since we were recognized nationally for those
14 efforts and what we've done to make sure that that
15 event was Green, we are trying to incorporate the
16 same practices throughout all the other events
17 that we are responsible for actually producing or
18 supporting. And so, part of that is sitting down
19 with the Offices of Sustainability and figuring
20 out what makes the most sense given the events.

21 Every event is different, but our goal is
22 to try to be Green throughout all the events we
23 produce.

24 COUNCILWOMAN REYNOLDS BROWN: Sure. The

1 sponsor, are they on board? I missed that in the
2 testimony. Are they on board going forward?

3 MS. BELL: A thousand percent.

4 COUNCILWOMAN REYNOLDS BROWN: Okay.
5 Terrific.

6 On page 5 of your testimony you say and I
7 quote, "a formal economic impact study was not
8 commissioned for Made in America celebration held
9 over Labor Day Weekend."

10 How do you measure the economic impact?
11 What types of factors do you consider that
12 demonstrate this is well worth doing?

13 MS. BELL: Well, we have a great baseline
14 which is it at least \$10 million from the first
15 year. But a lot of it is just information from
16 the hotel community and the tourism community.

17 COUNCILWOMAN REYNOLDS BROWN: Okay.

18 MS. BELL: So for the second straight year,
19 hotels were sold out.

20 COUNCILWOMAN REYNOLDS BROWN: I see.
21 That's a good measure.

22 MS. BELL: Yes.

23 COUNCILWOMAN REYNOLDS BROWN: On the
24 prepared testimony within the promotion and

1 marketing budget for professional services, funds
2 are allocated for Class 250 purchases for
3 professional services.

4 Speak to, if you will, the purpose for
5 those funds and the scope of those services.

6 MS. BELL: Sure. Professional services as
7 defined to actually help support the department
8 around the work that we do every single day. And
9 again, this number is the same, I just want to
10 remind you, that we had last year. So
11 registration, professional development services,
12 we want to be the best at what we do. We are
13 recognized outside of the City as the best. And
14 so, we want to continue to learn. We want to
15 continue to support and also make the events that
16 we are responsible for the best.

17 So, we already reached national acclaim
18 with Wawa Welcome America. We have 3.5 million
19 folks who now know all across the country that the
20 City owns the Fourth of July.

21 COUNCILWOMAN REYNOLDS BROWN: Right.

22 MS. BELL: We have the Gore-Tex
23 Philadelphia Marathon. We are now being awarded
24 and we are one of the top marathons in the

1 country. So, a lot of it is making sure that our
2 team have the right skill set to continue to do
3 what they do.

4 COUNCILWOMAN REYNOLDS BROWN: So, what's on
5 the horizon? You've excelled in the two that you
6 mentioned. Is it premature to talk about DNC
7 2016?

8 MS. BELL: Not premature. We actually sent
9 a letter in, or the Administration sent a letter
10 in, expressing interest. And the Chairwoman was
11 actually here, Debbie Wasserman Schultz was in
12 town supporting her book. So I understand that
13 actually the Mayor and both former Governor Ed
14 Rendell expressed their interest together to the
15 Chair. It's something that we are definitely
16 trying and hope to pursue.

17 COUNCILWOMAN REYNOLDS BROWN: Yes. So do a
18 lot of us.

19 MS. BELL: Yes.

20 COUNCILWOMAN REYNOLDS BROWN: Anything else
21 you -- any other activities on the drawing board
22 that may be new in nature but hold potential in
23 much the same way Wawa Welcome America has grown
24 and/or the Marathon?

1 MS. BELL: I think we are hoping to
2 continue to perfect the events that we have. The
3 other event that is out there potentially is Made
4 in America, again around the same time. And
5 again, the big event that we have coming in 2015
6 is the World Meeting of Families.

7 COUNCILWOMAN REYNOLDS BROWN: We have a
8 little bit of time. Please, just elaborate on
9 that if you will.

10 MS. BELL: Sure. The World Meeting of
11 Families is already coming next year. And so, we
12 are working with a number of other outside
13 partners to try to figure out how best to
14 highlight the City given the fact that we will
15 have not just the nation but the world looking at
16 Philadelphia as a destination and as a place that
17 is welcoming, because it is not just a religious
18 event. It is an event that will focus on families
19 of all backgrounds and all faiths.

20 COUNCILWOMAN REYNOLDS BROWN: Wonderful.
21 That's exciting, too.

22 MS. BELL: Yes.

23 COUNCILWOMAN REYNOLDS BROWN: Lastly, for
24 your department, oftentimes young people come in

1 at access point as an assistant or intern or
2 whatever. Is there a career path in the
3 department for those who stay around beyond one or
4 two or three administrations where they can grow
5 professionally to be the City Rep?

6 MS. BELL: Yes, and I hope so. My role is
7 not to stay here forever.

8 So, we have one example, Amanda Castor who
9 actually started, you know, working in Welcome
10 America, working as an intern. She is now the
11 Associate Director of Wawa Welcome America.

12 COUNCILWOMAN REYNOLDS BROWN: Okay.

13 MS. BELL: And so, she is the go-to person,
14 my go-to person specifically around the logistics
15 for Welcome America.

16 COUNCILWOMAN REYNOLDS BROWN: Okay.

17 MS. BELL: So she is a great example.

18 COUNCILWOMAN REYNOLDS BROWN: Very good.

19 Anything else you care to put on the
20 record.

21 MS. BELL: We look forward to actually
22 getting some input from the Councilmembers about
23 the parade. I think I mentioned this last year.
24 I actually said that we were looking for some

1 drill teams --

2 COUNCILWOMAN REYNOLDS BROWN: Oh, really?

3 MS. BELL: -- to include so that we can
4 highlight various neighborhoods and various talent
5 throughout the parade.

6 COUNCILWOMAN REYNOLDS BROWN: Which parade
7 are we talking about just for clarity?

8 MS. BELL: The parade on the Fourth of
9 July.

10 COUNCILWOMAN REYNOLDS BROWN: Okay. In the
11 absence of Councilwoman Maria Quinones-Sanchez, I
12 know she would have a long list --

13 MS. BELL: Yes.

14 COUNCILWOMAN REYNOLDS BROWN: -- of those
15 from her community that would be quite talented.
16 We have seen them at the Puerto Rican Day Parade.
17 We need to make sure she's aware of that, as
18 well.

19 MS. BELL: Yes. Definitely.

20 COUNCILWOMAN REYNOLDS BROWN: So all of
21 those recommendations should be funneled through
22 your?

23 MS. BELL: Yes.

24 COUNCILWOMAN REYNOLDS BROWN: Okay. And

1 so, so you have Philadanco II. That is not a
2 drill team. But I know the professional company
3 would not be permitted. Joan Myers Brown wouldn't
4 allow it.

5 MS. BELL: Right.

6 COUNCILWOMAN REYNOLDS BROWN: But there may
7 be dance companies, too.

8 MS. BELL: Would love to try and see how we
9 can include them.

10 COUNCILWOMAN REYNOLDS BROWN: Would mix
11 that up a little bit for that experience.

12 MS. BELL: Yes. Again, this is a showcase
13 of Philadelphia.

14 COUNCILWOMAN REYNOLDS BROWN: Yes.

15 MS. BELL: We already have everyone around
16 the country looking at us. Why not highlight
17 everything that is great about us.

18 COUNCILWOMAN REYNOLDS BROWN: Okay. All
19 right then. I know that I have several that I can
20 recommend us and forward that to your attention.

21 MS. BELL: Excellent. Thank you.

22 COUNCILWOMAN REYNOLDS BROWN: And
23 Councilman Jones -- is he here? He's on his way
24 Councilman Jones?

1 I need to get some clarity on a question.

2 MS. BELL: No problem.

3 COUNCILWOMAN REYNOLDS BROWN: This is quite
4 relevant for your department.

5 So in the Los Angeles Times, there is an
6 article that says "Live Nation in talks to bring
7 Made in America to LA."

8 Might you be aware of that? Any insight on
9 that? Because we would love not to lose that.

10 MS. BELL: I don't have any direct insight
11 except to say that I know we are very interested
12 in having Made in America here.

13 COUNCILWOMAN REYNOLDS BROWN: Yes.

14 MS. BELL: It might be, and if I was a
15 marketing, you know, person getting lots of money
16 on the other side, I would probably say how great
17 to have M.I.A. east coast/west coast. And so, I
18 would probably say that's probably what they're
19 trying to do. That's something I would do if I
20 were marketing the brand.

21 COUNCILWOMAN REYNOLDS BROWN: I see. Okay.

22 MS. BELL: For M.I.A. and Jay-Z.

23 COUNCILWOMAN REYNOLDS BROWN: So, at this
24 hour you are unaware?

1 MS. BELL: I am unaware of the details.
2 But I am aware that we are interested and have
3 communicated that. And my understanding is that
4 they are also still very interested. We went
5 through an RFP process this year for a festival
6 like M.I.A. And they were the only respondents
7 for that weekend.

8 COUNCILWOMAN REYNOLDS BROWN: Is that
9 right?

10 MS. BELL: Yes.

11 COUNCILWOMAN REYNOLDS BROWN: And the
12 status of that in the pipeline of the decision
13 making is what?

14 MS. BELL: So, it was closed yesterday at
15 eleven o'clock. And we are -- since we have one
16 respondent, it shouldn't be too difficult to read
17 and make, you know, ask some questions and make an
18 informed decision.

19 COUNCILWOMAN REYNOLDS BROWN: So that would
20 be for Labor Day Weekend?

21 MS. BELL: Correct.

22 COUNCILWOMAN REYNOLDS BROWN: I see. Okay
23 then. I will certain relay those mess -- those
24 answers to Councilman Jones.

1 MS. BELL: Thank you.

2 COUNCILWOMAN REYNOLDS BROWN: That's it for
3 this afternoon. We thank you very, very much.

4 MS. BELL: Thank you very much.

5 COUNCILWOMAN REYNOLDS BROWN: Okay.

6 So, we are going to take a three-minute
7 recess and if we could ask SEPTA to join us at the
8 table please. And President Clarke will be on his
9 way back.

10 - - -

11 (At this time, a brief recess was taken.)

12 - - -

13 (Panel approaches the table.)

14 COUNCIL PRESIDENT CLARKE: Good evening.

15 (Panel: "Good evening.")

16 COUNCIL PRESIDENT CLARKE: Sorry about
17 that. I've been multitasking all day in and out.
18 I want to thank the Councilwoman Reynolds Brown
19 for taking over the helm.

20 Please proceed with your testimony.

21 MR. CASEY: Good evening, Council President
22 Clarke.

23 COUNCIL PRESIDENT CLARKE: And I got to say
24 this is probably your luckiest Budget Process in

1 the history of the City of Philadelphia. You have
2 only one Councilmember here to ask you questions.

3 MR. CASEY: Thank you. My name is Joseph
4 Casey, General Manager for SEPTA, Southeastern
5 Pennsylvania Transportation Authority. To my left
6 is Francis Jones, Assistant General Manager for
7 Government Affairs. And to my right is Jeff
8 Knueppel, Deputy General Manager.

9 SEPTA is pleased to submit the following
10 testimony supporting the Authority's Fiscal Year
11 2015 Operate Budget Request. The City contributes
12 subsidies to SEPTA which is proposed at
13 \$70.4 million. In the Fiscal Year '15 General
14 Fund Budget. The subsidy amount will match the
15 estimated State Operating Subsidy as required by
16 Pennsylvania Act 44.

17 In November, this region breathed a
18 collective sigh of relief with the passing of
19 State Transportation Funding Bill that will
20 significantly increase SEPTA's capital budget and
21 enable us to tackle many of the stated good repair
22 projects. With a new State Transportation Funding
23 Resources, SEPTA recently outlined a Catching Up
24 Capital Program.

1 Projects we are advancing in the city
2 include City Hall Station, the overhaul of the
3 City's concourses, new trolleys as well as
4 stations improvements at Market Orthodox, 40th
5 Street, 15th Street and 5th Street. We are
6 investing in both to improve the amenities for our
7 customers as well as preserving the transit system
8 for future generation.

9 Of immediate concern is our labor contract
10 with Local PW234. SEPTA is committed to
11 negotiating with all SEPTA unions in reaching
12 agreements that are fair for our employees, our
13 customers and those stakeholder who provide
14 subsidy funds for the Authority. Last Thursday
15 Transportation Chair Councilman Johnson --
16 Johnson, Majority Leader Councilman Jones and
17 State Representative Harris and I met with TW
18 leaders to urge further negotiation. And as a
19 result, the TW is back at the bargaining table.

20 Lastly, I want to thank the Administration
21 and Council for the approval of the SEPTA City
22 Lease Agreement. The result of which will deliver
23 new and improved facilities for our riders and
24 visitors to the -- to the City -- our City. City

1 Council's recognition and importance of public
2 transportation and continued support is greatly
3 appreciated.

4 I will be happy to answer any questions
5 Council may have.

6 COUNCIL PRESIDENT CLARKE: Thank you so
7 much. And again, to you and your team, I want to
8 thank you all for doing a great job being
9 designated as one of the best transit systems in
10 the country if not the best is a pretty
11 significant achievement. So, I want to thank you.

12 And not only that, just your willingness
13 and ability to have -- to be extremely responsive
14 to Members of Council and staff whenever there is
15 issues. And I want to thank you for that
16 wonderful station at 33rd and Dauphin. It is
17 awesome.

18 MR. CASEY: Thank you, Council President.

19 COUNCIL PRESIDENT CLARKE: Awesome. Couple
20 of quick questions.

21 Your alternative fueling to address
22 transportation costs. And -- have you looked into
23 CNG Fueling for all of its vehicles or a portion
24 of your vehicles?

1 MR. CASEY: Yes, we have.

2 COUNCIL PRESIDENT CLARKE: You have? And
3 can you kind of tell me what the status is and the
4 cost savings projected as a result of that?

5 MR. CASEY: We -- we -- we had an outside
6 firm do an analysis. And to SEPTA, there was no
7 significant cost savings for converting to natural
8 gas. I think the properties that do convert,
9 they're smaller properties. They have a different
10 cost structure than we have. We spend
11 significantly less on our fuel costs than they do.
12 And -- and besides that, to convert to CNG would
13 be significant, significant capital investment.
14 And only two of our facilities even have the real
15 estate space in order to convert. And that
16 presents problems from a Title VI standpoint.

17 COUNCIL PRESIDENT CLARKE: Okay.

18 MR. CASEY: So -- it's not -- it's not
19 where we are going. But however, we are in the
20 process of doing a CHP Project that will provide
21 electricity for half of our Regional Rail service.
22 That's -- that will be generated through
23 Pennsylvania Gas. And that project we hope to
24 award that late -- late summer, early fall.

1 COUNCIL PRESIDENT CLARKE: Have you had any
2 conversation with any of the municipalities in
3 your system about them possibly converting and
4 particularly in Philadelphia?

5 MR. CASEY: Converting -- I'm sorry.

6 COUNCIL PRESIDENT CLARKE: Utilizing CNG
7 opportunities, converting it -- some of its
8 operations. We have a pretty significant fleet
9 here.

10 MR. CASEY: We haven't had that discussion.
11 I can tell you from a -- from a public transit
12 industry, when I talked to the bus manufacturers,
13 their future -- we actually had one of the bus
14 companies in last week. The future is really in
15 electric vehicles.

16 COUNCIL PRESIDENT CLARKE: Okay.

17 MR. CASEY: And that's -- I mean the CNG
18 might even be a stop gap, if you will.

19 COUNCIL PRESIDENT CLARKE: Right.

20 MR. CASEY: But as soon as they get the
21 batteries and more powerful batteries and they can
22 ride the vehicles longer on those batteries, you
23 know, that -- that is the wave of the future.

24 COUNCIL PRESIDENT CLARKE: Okay.

1 MR. CASEY: That's where the R&D resources
2 are being focused.

3 COUNCIL PRESIDENT CLARKE: Okay. We need
4 to look at that. I see Ms. Cutler is in the back.
5 And I know she is very interested in this
6 particular issue.

7 SMART cards, how is that -- how is that
8 going? The SMART Card Project?

9 MR. CASEY: It's moving along. It's slower
10 than we're -- we anticipated. But the -- the
11 physical modifications are taking place. You will
12 see a new turn styles on the system. There are
13 some issues on the software side that we are
14 working on, but we are progressing. And, you
15 know, we still anticipate by the end of the year
16 to at least have pilots working so we have to test
17 the system to make sure it works.

18 COUNCIL PRESIDENT CLARKE: All right.

19 MR. CASEY: One thing we will not do is
20 roll out a system that does not work.

21 COUNCIL PRESIDENT CLARKE: Right. Well,
22 you should feel some level of comfort in that the
23 systems with the Affordable Healthcare early on
24 appeared that it was never going to work. And,

1 you know, now they have obviously been successful
2 in getting more than 7 million people. So it can
3 happen there, I am sure you guys will figure out a
4 way to correct it on your end.

5 One of my levels of interest, advertising
6 on your vehicles.

7 MR. CASEY: Yes.

8 COUNCIL PRESIDENT CLARKE: And other
9 locations in your inventory. What do you guys up
10 to now in terms of annual income?

11 MR. CASEY: Actually, we will present a new
12 contract to the Board this month. And the minimum
13 guaranteed numbers that the advertising are
14 promised will continue. We are still pursuing
15 some naming rights at a couple locations. But
16 the -- those numbers continue to grow. We are
17 very optimistic in the future.

18 COUNCIL PRESIDENT CLARKE: All right. So,
19 you don't want to give me the number. Okay.

20 MR. CASEY: I haven't briefed -- I haven't
21 briefed my Board yet.

22 COUNCIL PRESIDENT CLARKE: I don't want to
23 -- okay. That's fine. What about last year?

24 MR. CASEY: I think they were about 12, 13

1 million dollars in total.

2 COUNCIL PRESIDENT CLARKE: Okay.

3 MR. CASEY: And its -- the contracts for
4 the next ten years and the numbers are
5 significantly higher than that.

6 COUNCIL PRESIDENT CLARKE: So, long term
7 contracts are good.

8 MR. CASEY: Yes.

9 COUNCIL PRESIDENT CLARKE: You know, we
10 obviously -- something that we've been interested
11 in when we call it municipal marketing. It's a
12 little slicker name than advertisement. And I
13 understand that apparently a couple of RFPs have
14 gone out on the City side.

15 Now let me understand, when you all did it,
16 you hired -- how -- did you hire a company to
17 pretty much manage the entire process?

18 MR. CASEY: Yes.

19 COUNCIL PRESIDENT CLARKE: So you wouldn't
20 get bogged down in the day-to-day minutia --

21 MR. CASEY: Yes.

22 COUNCIL PRESIDENT CLARKE: -- of having
23 to --

24 MR. CASEY: Yes. And the way we structured

1 the bid, we asked for a minimum guarantee.

2 COUNCIL PRESIDENT CLARKE: Okay.

3 MR. CASEY: And the higher the minimum
4 guarantee, there is an incentive for them to not
5 only meet that minimum guarantee but also to
6 exceed that because that is where they make the
7 profit when they actually exceed that.

8 COUNCIL PRESIDENT CLARKE: Okay. We
9 actually had proposed that, but I don't think
10 that's a direction we are going. Because we met
11 with probably one of the companies or the company
12 that was providing that contract or that
13 arrangement for you. We thought it was more
14 appropriate for us to go that direction.

15 But, you know, being in the Legislative
16 Branch, we don't get to determine that. We can
17 make as many proposals as possible, but the
18 Executive Branch ultimately gets to determine what
19 the RFP would be. But I always thought that was
20 the best way to go, all due respect to some of our
21 municipal employees. To hire somebody that does
22 it for a living is probably the best way to go.

23 MR. CASEY: And it really protected us when
24 the economy had a downturn in 2007/2008. And the

1 advertising dried up in a lot of the cities, but
2 our revenues continued to be strong in
3 Philadelphia.

4 COUNCIL PRESIDENT CLARKE: Great. Okay.
5 I recognize Councilwoman Blackwell.

6 COUNCILWOMAN BLACKWELL: Thank you,
7 Mr. President. Good evening.

8 MR. CASEY: Good evening.

9 COUNCILWOMAN BLACKWELL: We appreciate the
10 job that you do. There are a lot of issues we are
11 still dealing with. In fact, we want to give
12 kudos to Frances for coming out to 40th and Market
13 at our senior highrise to talk about 40th Street.
14 And I can't say it too loud, the President might
15 hear and think he's supposed to be get my -- my
16 elevator with SEPTA going downstairs with all
17 those seniors.

18 But we appreciate it. And the work you
19 have done and the work that Frances has done over
20 the years, we'll probably need to have some
21 interaction, you know, with us bringing the Police
22 Administration Building to 4601. That's a major
23 El stop. And we had a tour with the Deputy Mayor
24 Gillison two days ago where we talked about the

1 steps and -- and whether or not there is still a
2 water leak in the corner. Just various issues
3 that I haven't even talked -- I didn't even
4 contact Frances about. I wanted to get it
5 organized such that we are -- our direction is
6 clear.

7 It's been many, many years. We have had a
8 lot of issues over the years and we have survived.
9 But we certainly want to thank you and thank
10 Frances, our hands-on person, who -- who has been
11 there through it all through hard times and easier
12 and taking the hits when a lot of other people
13 would have been afraid to do that. So, we
14 appreciate it and want her to continue to work
15 with us to get all these things accomplished.

16 MR. CASEY: We certainly want to be
17 responsive to you --

18 MS. JONES: Thank you.

19 MR. CASEY: -- Councilwoman and any other
20 issues that you might have.

21 COUNCILWOMAN BLACKWELL: Thank you.

22 Thank you.

23 COUNCIL PRESIDENT CLARKE: Thank you,
24 Councilwoman.

1 Question, with respects to the
2 Transportation Bill that was passed, and again
3 congratulations, what exactly -- what are the
4 types in -- what kind of revenue can we anticipate
5 being generated here or coming to the City of
6 Philadelphia as a result of the new Transportation
7 Bill? Because I have had some conversations about
8 certain things that were allowed, different types
9 of taxes on fuel.

10 Can you just kind of walk me through that,
11 what exactly that means to the City of
12 Philadelphia.

13 MR. CASEY: It's a five year build up. And
14 I believe the first year, at least the money
15 coming to SEPTA, is about \$40 million. By the
16 fifth year it will be approximately
17 330/340 million dollars depending on the estimate.
18 All that will go to our capital program. Our
19 capital program is currently about \$300 million.
20 By the fifth year it would double -- double that.

21 To us, it's significant. We have so many
22 issues on the transit that our stated good repair
23 was just growing and growing and growing. You
24 know, I don't have to tell you about the condition

1 of City Hall Station. That needs to be done. You
2 know, we certainly want to move on the concourses
3 and improving the concourses and some of the other
4 areas that, you know, they look nice. But the
5 Trolley Fleet out there are well past their useful
6 life. And it's causing us mechanical problems and
7 service interruptions on the street. At the same
8 time, they are not ADA accessible. So, those
9 things have to be replaced.

10 And there's many other ca -- you will see a
11 big investment similar to when we had the
12 stimulus. You will see a lot of work. You will
13 have that coming. Again, it will be a gradual
14 build up. You will see that in two or three years
15 where you have a lot of contracts on the street, a
16 lot of -- creating a lot of jobs and a lot of
17 improvement of the facilities -- transit
18 facilities not only in Philadelphia but throughout
19 the region.

20 COUNCIL PRESIDENT CLARKE: Okay. Thank
21 you. I am actually good. You don't have a lot of
22 questions from City Council, that means you're
23 doing a good job.

24 MS. JONES: Thank you.

1 MR. CASEY: It's very late in the evening.

2 COUNCIL PRESIDENT CLARKE: All right.

3 Thank you. Well, thank you very much for your
4 testimony.

5 MR. CASEY: Well, thank you very much.

6 MS. JONES: Thank you.

7 COUNCIL PRESIDENT CLARKE: Thank you.

8 The Committee will stand at recess until
9 Monday, April 7 at 10:00 a.m. At which time, we
10 will reconvene in Room 400, City Hall. Thank you
11 all very much.

12 - - -

13 (At this time, the Hearing recessed and
14 adjourned at 5:18 p.m..)

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C E R T I F I C A T I O N

I, hereby certify that the
proceedings and evidence noted are
contained fully and accurately in the
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foregoing matter, and that this is a
correct transcript of the same.

Court Reporter - Notary Public

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