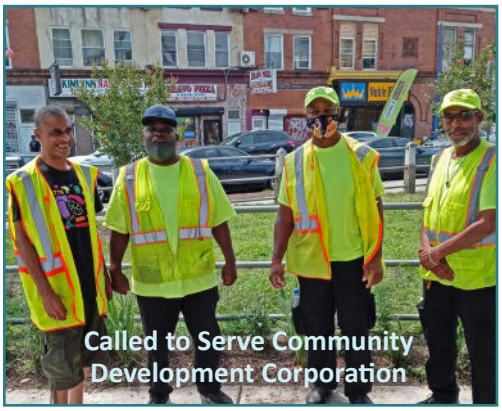
PHL Taking Care of BUSINESS

Clean Corridors Program
2021 REPORT

Keeping Philadelphia's Neighborhood Commercial Corridors Clean While Creating Employment Opportunities for Residents


Fishtown Kensington Area Business Improvement District


Called to Serve Community Development Corporation


Lancaster Avenue 21st Century Business Association Community Development Corporation


Oxford Circle Christian Community Development Association

To find the Technical Appendix for this report visit phila.gov/phl-tcb

The Four Goals of Taking Care of Business Clean Corridors Program

- Clean Corridors
- Work Opportunities
- Small Business Capacity
- Economic Vitality

170,258
BAGS OF TRASH COLLECTED IN 2021

The City of Philadelphia Streets Department is a partner in TCB by providing a dedicated crew that performs regular, daily removal of the bags of litter for many TCB organizations.

The **PHL Taking Care of Business** (TCB) Clean Corridors Program funds community-based nonprofits to sweep sidewalks and remove litter along neighborhood commercial corridors. Some nonprofits in the program clean by hiring their own staff, others contract with local cleaning companies. In the fall of 2020, the City kicked off TCB and has since improved the Department of Commerce's existing cleaning efforts by:

- → Expanding the number of commercial corridors being cleaned from 49 to 85 (a 56% increase over 2020)
- → Increasing the number of organizations contracted for cleaning from 19 to 39 in 2021
- → Achieving a total workforce of 200 TCB Cleaning Ambassadors citywide
- → Expanding contracts with minority-owned businesses
- → Increasing funding to groups in busy, highly-littered areas to enable them to clean more often throughout the week

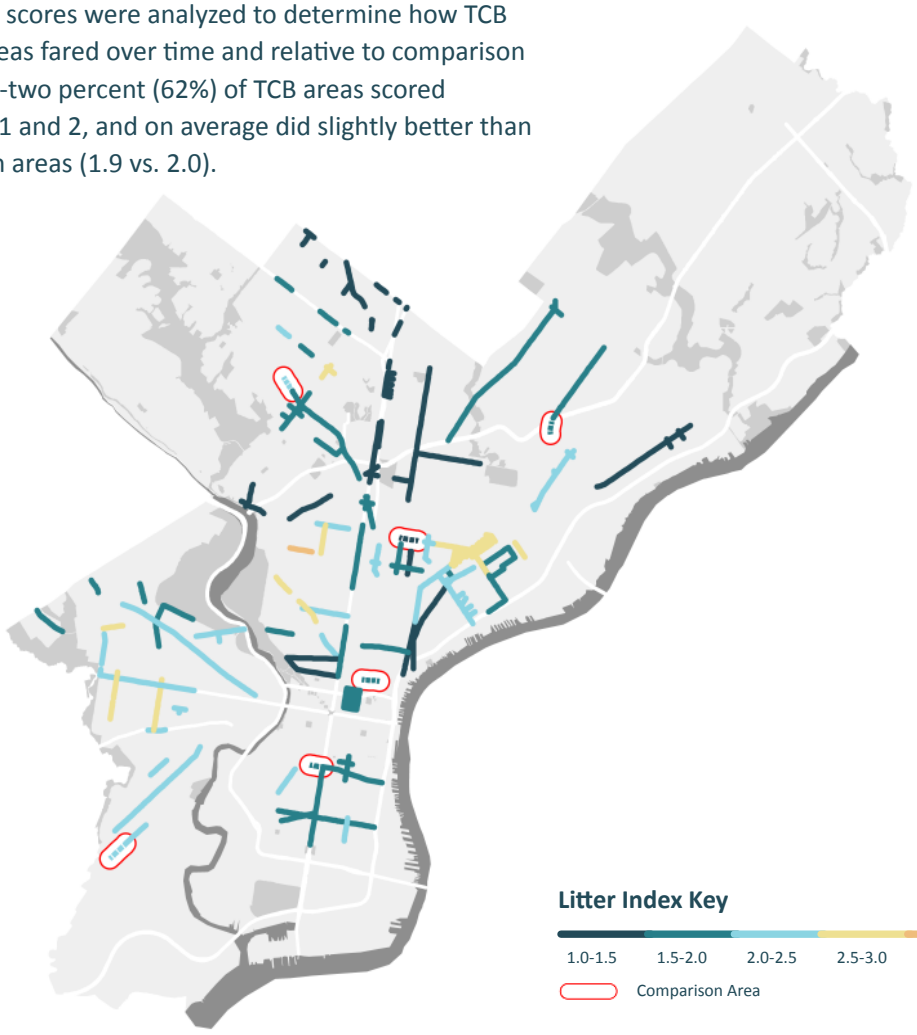
Goal 1: TCB Results in Cleaner Business Corridors

Eliminating litter from neighborhood commercial areas makes them more welcoming places.

TCB Cleaning Areas are Cleaner than Similar Areas that are Not Part of this Program

Average Litter Index Scores by TCB Cleaning Area Demonstrate Improvement

Litter Index scores were analyzed to determine how TCB cleaning areas fared over time and relative to comparison areas. Sixty-two percent (62%) of TCB areas scored between a 1 and 2, and on average did slightly better than comparison areas (1.9 vs. 2.0).



62%

of TCB Cleaning Areas have manageable amounts of litter due to the efforts of **Cleaning Ambassadors**

"The work TCB does makes a big difference. If people come to a business and there's trash everywhere, people don't want to shop. They'll think it's dirty. Personally, I don't want to shop if it's dirty. We help keep the streets clean so businesses can do well."

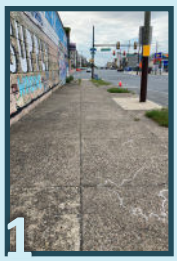
Michael Ransom, Cleaning Ambassador with TWB Cleaning Contractors

The Litter Index Rating Metrics

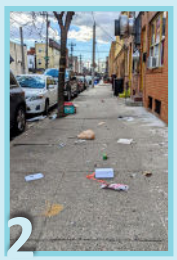
The Litter Index, is a tool used by the City to inform data-driven strategies and policies for addressing litter throughout Philadelphia. It is a 1-4 rating based on metrics promoted by the nonprofit organization, Keep America Beautiful.

Comparison areas are cleaning areas that are not being cleaned by TCB but resemble similar commercial areas being cleaned. They were selected as an experimental group to allow for comparative analysis to measure TCB program effectiveness.

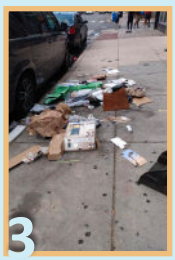
Surveyors assessed Litter Index ratings and also recorded the types of litter observed.



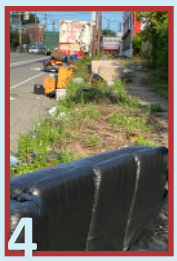
LITTLE TO NO LITTER



LITTER IN THE AMOUNT THAT CAN BE PICKED UP BY ONE PERSON



LITTER IN THE AMOUNT THAT WOULD NEED A TEAM TO CLEAN UP



AN AMOUNT OF LITTER THAT WOULD REQUIRE A LARGE EFFORT AND/OR HEAVY MACHINERY TO REMOVE

Goal 1: TCB Results in Cleaner Business Corridors

Putting litter in its place is good for neighborhoods and for the environment.

Corridor Shoppers and Business Owners Notice the Difference

Surveys Indicate Perceptions of Cleanliness

Both customers and local business owners agree that the cleanliness of the area is heading in the right direction. Continued and targeted efforts by TCB will increase cleanliness, improving public perception which will lead to more commercial activity.

Business Owners' Perceptions of Cleanliness

95% of business owners **believe that TCB has been effective** (65% very effective, 30% somewhat effective)

88% of business owners **were aware of the cleaning on their corridor** being done by uniformed cleaning crew

59% of business owners **believed the corridor is cleaner** than a couple of years ago

Shoppers' Perceptions of Cleanliness



617,500 residents live within a 1/4 mile walk of a corridor being cleaned

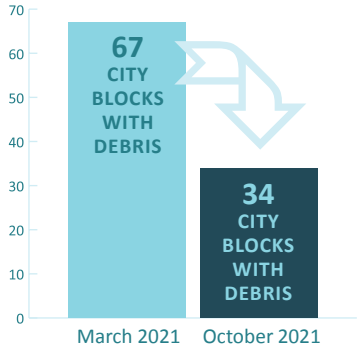
108 Miles of Philadelphia business corridors are cleaned by TCB crews

Construction Debris Cut in Half

Many of Philadelphia's commercial corridors are experiencing a building construction and renovation boom. Construction debris illegally dumped or spilled over from construction sites creates hazardous obstacles for pedestrians and unsightliness. TCB crews have helped to clean these areas and the number of blocks with construction debris dropped by half between March and October (from 67 to 34).

A decrease in construction dumping citations suggests prompt debris removal and that the presence of TCB Cleaning Ambassadors is a deterrent.

The Number of Blocks with Construction Debris Dropped



With construction activities expected to continue at a solid pace in 2022, TCB presence will aid in preventing illegal dumping of construction debris on corridors and will help reduce the overall hazard to Philadelphia's residents and business owners. TCB crews will continue to play a vital role in safeguarding the cleanliness and vitality of the corridors.

Survey Methodology

In-person surveys of shoppers and business owners were conducted to gather their opinions and thoughts on the effectiveness and importance of the TCB program. The surveys were conducted in August and September and occurred on corridors across the city.

248 BUSINESS OWNER SURVEYS COLLECTED

508 SHOPPER SURVEYS COLLECTED



Goal 2: TCB Creates Jobs and Improves Philadelphia's Workforce

Local residents receive paid employment, job training, and can advance their earning potential.

Employment Impacts

200 Cleaning Ambassadors Currently Employed

$15/HR
minimum wage; many supervisors and senior cleaning staff earn more

28%
of Cleaning Ambassadors work 30+hrs/wk on TCB contracts

28%
of the 150 Cleaning Ambassadors who work less than 30hrs/wk work additional hours for their employers on activities outside of corridor cleaning, such as vacant land care

"This isn't a handout, it's a hand up!"

Leroy Townes, ACAM Management

Workforce Training Provided:

- → 142 Cleaning Ambassadors completed an Online CareerSafe OSHA 10 course—a workplace safety credential accepted in a wide range of industries—that can help create future opportunity for these individuals in their careers
- → 40 Cleaning Ambassadors are currently in progress for completing the OSHA 10 training
- → 59 Cleaning Ambassadors successfully completed Conover online Workplace Readiness training. Topics included Teamwork, Attitude, Communication and Interpersonal Skills
- → By participating in these trainings, TCB Cleaning Ambassadors improved their digital literacy and a number of them received an email address for the first time



ACAM Cleaning Ambassadors Earning OSHA 10 Certificates
ACAM is the Local Business that Provides Cleaning for Passyunk Avenue Revitalization Corporation

Spotlight on **Leroy Townes**



"The work we do is very important. You should see the transformation this program has made on Washington and Snyder. If you were buying something from a store, you wouldn't want to step over trash. You want to shop comfortably. That's one of the things the businesses do enjoy. They don't have to worry. I get out there and I clean. I don't quit when I'm tired—I quit when the job is done. I like to turn around at the end of the block and know we really made a difference.

TCB gave a lot to those of us who were incarcerated including an opportunity for employment. **I was making $0.19 an hour and now I make $19 an hour.** Coming from being incarcerated to being a supervisor, I take nothing for granted. I'm glad they have programs like this, and I hope more people learn and take advantage of this life changing opportunity. This isn't a handout, it's a hand up!"

Leroy Townes is employed by ACAM Management, the local business that cleans on behalf of Passyunk Avenue Revitalization Corporation.

Returning Citizens

According to the Pennsylvania Department of Corrections, the three-year recidivism rate in Pennsylvania is 53.4%. While there are many factors that contribute to recidivism, one of the main reasons is difficulty finding employment after incarceration. TCB provides more than a job, it helps create a career path for individuals.

TCB helps eliminate barriers to finding employment by not requiring previous experience or a high school diploma, and once hired, Cleaning Ambassadors are enrolled in workplace safety and career readiness training. Workforce training is a key component of the TCB program. The Cleaning Ambassadors attain credentials that are highly valued by employers across many industries, which will benefit them when searching for future employment opportunities.

We surveyed three of the organizations with TCB cleaning crews (ACAM, TWB, and Impact Services) and found that over half of their Cleaning Ambassadors are returning citizens. Collectively these organizations employ 63+ Cleaning Ambassadors, the largest number of returning citizens. They are helping to reduce the likelihood of recidivism by creating an opportunity for people to earn a living, gain skills, and acquire credentials while reconnecting and reintegrating into society.

Goal 3: TCB Expands and Strengthens Small Business Capacity

TCB has created contract opportunities, fostering local small business growth and expansion.

All TCB Contracts are with Nonprofits and Local Black-Owned Businesses

TCB has expanded contract opportunities for minority firms; in 2020, before TCB, these companies contracted for $221,000 in commercial corridor cleaning; now, under TCB, these companies currently contract for $1.86 million.

Uniforms and supplies for TCB Cleaning Ambassadors are purchased locally—often from businesses on their corridor or within their neighborhood

4 private, for-profit cleaning companies are contracted through TCB, **all are Philadelphia-based, black-owned businesses**

$1.74M
currently under contract with private minority-owned firms

149%
overall contract value increase in 2021 over 2020

Local Business Completed Data Collection

The Litter Index was completed by a local, minority-owned business, **The Intersect**. They surveyed and documented the occurrence of litter on Philadelphia streets, sidewalks, vacant lots, and public property in 2021.


Ready, Willing, and Able



Trina Benjamin, Owner,
TWB Cleaning Contractors

Spotlight on **ACAM Management**

ACAM Management Company, a minority-owned Philadelphia business led by owners Jeffrey and Linda Fortune, has been providing indoor and outdoor cleaning services to the communities of Philadelphia since 2000. They provide sweeping, sanitation needs, janitorial services, trash removal, light landscaping, power washing, graffiti removal, and event cleaning. ACAM has been hired by Passyunk Avenue Revitalization Corporation and SEAMAAC to clean TCB areas across South Philadelphia including Passyunk Avenue, Broad Street, Washington Avenue, and South 7th Street. They have more than 25 employees, including two office managers. Their TCB contract helped the company leverage resources for additional contracts and expand opportunities for additional employment opportunities for their team.

Hiring returning citizens has always been a priority for ACAM—they put trust in their employees' abilities to succeed and grow. ACAM Management recently announced that they have become one of the Forward Thinking Companies as a Fair Chance Hiring Initiative partner with the City of Philadelphia Commerce Department. In part, this program aims to help reduce the recidivism rate in the community. ACAM is one example demonstrating how partnership with TCB is making a difference in our community.



Jeffrey Fortune, Owner,
ACAM Management Company

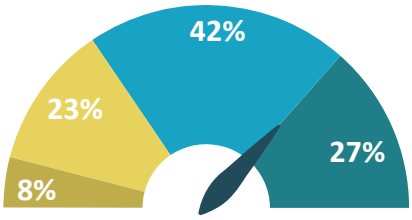
Goal 4: TCB Stimulates Economic Vitality

Clean commercial corridors are more attractive, leading to increased customer visits and improved business.

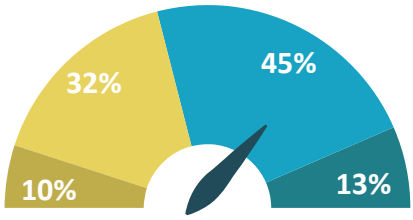
The Majority of Survey Respondents Find Areas Serviced by TCB to be Vibrant

Shoppers Like Cleaner Areas, Business Owners Show Greater Confidence in Active Areas

Shoppers' Perceptions



Business Owners' Perceptions



LITTLE TO NO ACTIVITY | LESS ACTIVE | SOMEWHAT ACTIVE | VERY ACTIVE

Will shoppers visit commercial corridors more often if kept clean?



91% of Shoppers Surveyed Say *Yes*

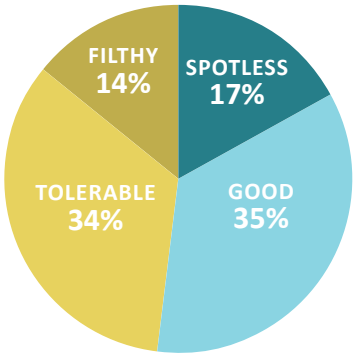


Do business owners feel TCB is effective in keeping commercial corridors clean?

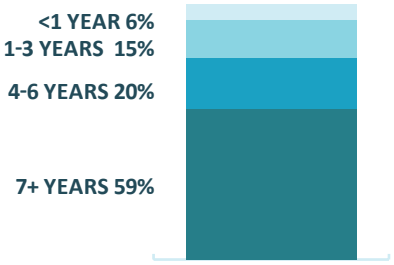
88% of Business Owners Surveyed Say *Very Effective*



Business Owners' Perceptions of Cleanliness



Nearly 60% of surveyed business owners have operated their business on the corridor for seven years or more



"The presence of the TCB Cleaning Program was a factor in deciding to purchase a storefront for my business"

Antwain Bullock
Owner, Sweet Treat Hut

Approximately 60% of the 248 business owners surveyed and 70% of the 508 shoppers surveyed thought that business corridors were either alive or somewhat alive, indicating a level of satisfaction with the impact on vitality that the TCB cleaning program is having.

Economic vitality is important for communities to flourish. There are a multitude of benefits that extend from economic vitality that result from having clean business areas and corridors. Reduced storefront vacancies, improved public safety, and neighborhood stability all stem from vibrancy and can lead to more community events and festivals, as well as attract more visitors to the corridor.

The TCB Clean Corridors Program Complements Other City Investments in Neighborhood Commercial Corridors

- Storefront improvement grants
- Streetscape improvements
- Funding for local organizations to promote and improve neighborhood shopping areas
- One-on-one support for existing businesses



The Importance of Work During Critical Times

TCB Cleaning Ambassadors and employees helped to meet the ongoing challenges of the past couple years.

COVID-19 Pandemic

The COVID-19 pandemic has changed the way people live. During its height, more people stayed in or worked from home, causing residential trash to increase. Restrictions on indoor activity led to people congregating outdoors and increasing their use of single-use plastics and disposable masks, among other types of litter. Essential workers like the PHL TCB cleaning crews were vital for the City to continue operating.

Civil Unrest

The impact of civil unrest following the killing of George Floyd in May 2020, and Walter Wallace Jr. in October 2020, created additional hardship for business owners. Commercial districts were vandalized, leaving storefronts with smashed windows and streets littered with broken glass and other debris. In areas such as Broad Street, Germantown Avenue and Erie Avenue, 52nd Street, as well as Germantown Avenue and Lehigh Street, TCB Cleaning crews provided bedrock infrastructure, such as organization, people, supplies, and systems for cooperating with City agencies that enabled neighbors, business owners, and community leaders to pull together and clean up. This collaboration provided the basis for economic recovery, allowing businesses to re-open faster and with greater confidence in their safety.

Corridor Economic Recovery

Through TCB, the City is investing in taking care of neighborhood commercial corridors so that they are poised to recover more quickly from business closures that resulted from the pandemic and civil unrest.

The need for ground-level clean-up response will only increase as global climate change grows the frequency and severity of natural disasters, and as infrastructure failures, like perilous water main breaks, persist into the future. Having TCB crews in place and ready to respond when times get tough is the stabilizing force businesses and the residents that they serve need on the road ahead.

Ensuring a litter-free environment, building up the city's workforce, strengthening small, local, minority-owned business opportunities, and spurring economic vitality supports the city's commercial corridors, strengthening neighborhoods, and our city overall.



Beech Corporation



Enterprise Center Team
Cleaning W. 52nd St., West Philadelphia



Business Association of West Parkside

TCB Cleaning Areas and Corridors

TCB now serves 85 cleaning areas and corridors in neighborhoods throughout Philadelphia.

TCB Participating Organizations by Commercial Corridor/City Region as of December 2021

Organization	Commercial Corridor
City Section: Central	
Philadelphia Chinatown Development Corp.	Chinatown
City Section: Lower Northeast	
Fishtown Kensington Area BID	Frankford Avenue - Fishtown Front & Girard
Frankford CDC	Frankford Avenue - Frankford
Impact CDC	Castor Avenue (Aramingo to Amber) Kensington & Allegheny
New Kensington CDC	East Lehigh Avenue & Underpasses East Somerset Street Frankford Avenue - Port Richmond Front & Kensington Richmond & Allegheny
Port Richmond Industrial Development Enterprise	Port Richmond Industrial District
City Section: North	
Allegheny West Foundation	Allegheny Avenue (17th to Fox) Hunting Park Avenue (Allegheny to 22nd) North 22nd Street (Lehigh to Allegheny)
Beech Community Services	Cecil B. Moore Avenue (Broad to 24th)
Called to Serve CDC	Broad, Germantown & Erie
Enon Coulter CDC	Broad & Hunting Park Broad & Olney Broad & Wyoming
Fairmount CDC	Girard Avenue - Brewerytown
Francisville Neighborhood Development Corp.	Ridge Avenue - Francisville
HACE	5th & Lehigh American Street (Indiana to Susquehanna) Front & Allegheny
Lower North Philadelphia CDC	Ridge & Cecil B. Moore
Nicetown CDC	Germantown Avenue - Nicetown
North 5th Street Revitalization Project	North 5th Street - Olney
North Broad Renaissance	North Broad Street (Spring Garden to Erie)
Nueva Esperanza Housing and Economic Development	Hunting Park Avenue (5th to 9th) North 5th Street - Hunting Park Wyoming Avenue - Hunting Park
One Day at a Time, Inc.	Ridge & Diamond
South Kensington Community Partners	Girard Avenue (Front to 10th)
Spring Garden CDC	Fairmount Avenue (Broad to Pennsylvania) Spring Garden Street (Broad to Pennsylvania)
Village of the Arts and Humanities	Germantown & Lehigh West Lehigh Avenue (24th to 29th)
City Section: Northeast	
Oxford Circle Christian Community Development Assoc.	Bustleton Avenue (Magee to Cottman) Cottman Avenue (Horrocks to Bustleton) Castor Avenue (Roosevelt to Cottman) Five Points Rising Sun Avenue (Roosevelt to Cottman)
Tacony CDC	Torresdale Avenue - Wissinoming & Tacony Neighborhood

Organization	Commercial Corridor
City Section: Northwest	
East Falls CDC	Ridge & Midvale
Enon Coulter CDC	Cheltenham Avenue Lower Ogontz Avenue Ogontz Avenue Old York Road & Oak Lane Stenton Avenue Vernon Road Wadsworth Avenue Washington Lane
Germantown United CDC	Germantown & Chelten
Ready, Willing, and Able	Germantown Avenue (Berkley to Coulter) Berkley Street Wayne Avenue
Watts Facility Solutions	Chew & Chelten Chew & Phil Ellena Chew & Washington
City Section: South	
Diversified Community Services	Point Breeze Avenue West Passyunk Avenue West Snyder Avenue
Passyunk Avenue Revitalization Corp.	Broad & Passyunk Snyder Avenue (Front to 17th) South Broad Street (Washington to Oregon) Washington Avenue (Front to Broad)
SEAMAAC, Inc.	South 7th Street (McKean to Porter)
United Merchants of South 9th Street	9th Street - Italian Market
City Section: Southwest	
African Cultural Alliance of North America	Chester Avenue (54th to 58th) Elmwood Avenue (65th to 70th) Woodland Avenue (47th to 70th)
City Section: West	
ACHIEVEability	60th Street (Arch to Catharine) 63rd & Girard Market Street (56th to 63rd)
African Cultural Alliance of North America	52nd & Baltimore
Business Association of West Parkside	North 52nd Street (Poplar to Parkside) Lancaster Avenue (52nd to 59th) Lansdowne Avenue (52nd to 56th) Parkside Avenue (Belmont to 52nd)
Centennial Parkside CDC	West Girard Avenue - Parkside
Lancaster Avenue 21st Century Business Assoc. CDC	Lancaster Avenue (34th to 52nd)
The Enterprise Center CDC	52nd Street (Arch to Baltimore) Market Street (45th to 56th)
Wynnefield Overbrook Revitalization Organization	54th Street (Upland to Lebanon) 63rd Street (Overbrook to Lancaster) Haverford Avenue (Brockton to City Ave) Lancaster Avenue (59th to 63rd) Lansdowne Avenue (59th to 63rd)

For more information and a map of cleaning areas visit phila.gov/phl-tcb

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