

2011 ANNUAL REPORT
University City District



university
city district®



EXECUTIVE SUMMARY

University City District's primary mission is community revitalization. Our partnership of anchor institutions, businesses and community members is a national model that connects low income residents to careers, invests in world-class public spaces, addresses crime and public safety, brings life to commercial corridors, and promotes job growth and innovation.

2011 was a year of extraordinary growth for University City District. As highlighted throughout this report, particular areas of impact in 2011 included:

- ▶ An innovative workforce development effort that connects West Philadelphia residents to career-ladder jobs with Philadelphia's major institutional employers;
- ▶ The Porch at 30th Street Station, an entirely new public space created by UCD just south of the nation's second busiest train station;
- ▶ Philadelphia's first Parklets, which reclaimed parking spaces for pedestrians on both Baltimore and Lancaster Avenue;
- ▶ Through a partnership with Drexel University, the expansion of UCD's foundational public safety services into the Mantua community directly to the north of UCD's primary service area;
- ▶ New pedestrian lights in the area of the 46th Street stop on the Market-Frankford El, installed in response to a rigorous study of crime patterns that unequivocally linked low light levels with street crime;
- ▶ The pioneering Project Rehab, which provided a broad range of services to owners of distressed properties throughout the district to facilitate their return to economic viability;
- ▶ Look! on Lancaster, a multi-partner initiative that turned vacant storefronts into temporary art installations and attracted thousands of people to a ten-block stretch of Lancaster Avenue;
- ▶ The Baltimore Avenue Dollar Strolls, block parties that brought over ten thousand people to this neighborhood commercial corridor on four summer evenings.



WORKFORCE DEVELOPMENT: THE WEST PHILADELPHIA SKILLS INITIATIVE

Unique in the nation as a workforce initiative operated by a special service district and grounded in established, systemic partnerships with major institutional employers, the West Philadelphia Skills Initiative prepares residents of a low-income community for jobs in anchor institutions in their own neighborhood. Place-based and employer-driven, we link anchor institutions to community residents, focusing on career-ladder jobs with real potential for advancement. WPSI brings together universities and health systems, organizing the West Philadelphia labor market to meet employer needs.

All of WPSI's programs are grounded in UCD's mission—to revitalize our community—and they all serve the goal of providing economic opportunity to residents of West Philadelphia, and all employ an innovative “earn and learn” model that emphasizes the connection between education and success. WPSI offers the following programs:

The Youth Employment Network serves students currently enrolled in high school, preparing them to succeed in the workplace with a combination of work readiness training and paid work experience. During the summer, younger students (grades 9-10) work in teams on projects that serve community needs. Older students (grades 11 and 12) work as professional interns with major institutional employers such as the University of Pennsylvania Law School, Drexel University, and the National Board of Medical Examiners. These students also participate in intensive work readiness training, and college and career access programs that introduce them to opportunities they had never imagined existed for them.

Apprenticeship Programs connect high school, post-secondary education and the workplace. Apprenticeship programs were developed in response to an identified programmatic gap: programs serve high school students and adults, but nothing supported high school graduates as they transition into the workplace. One such apprenticeship program provides work readiness training and career counseling for recent high school graduates and supports them as they transition into employment with the University of Pennsylvania Health System (“Penn Medicine”). A second apprenticeship, focusing on health information technology, launched in the winter of 2012.

WPSI’s **Neighborhood Job Pipelines** entail working with employers to identify areas of need and provide job-specific training programs to meet these needs. Programs have focused on animal care technicians and certified medical technicians.

Participants in Drexel College of Medicine Medical Assisant Program



WPSI Programs



Sample WPSI curriculum design: a proprietary training curriculum that combines basic skills support, technical skills training, on-the-job training and ongoing job coaching services.

TIMELINE	CLASSROOM TRAINING/ CAREER SUPPORT	ON-THE-JOB TRAINING
Weeks 1–6	<ul style="list-style-type: none"> ▶ 5 days of orientation- reviewing policies and procedures, establishing program expectations, providing a realistic job preview, tour of facilities; ▶ 5 days of technical skills training culminating in an assessment in Drexel’s simulation lab, interacting with standardized patients; ▶ 2 days of professional development training. 	<ul style="list-style-type: none"> ▶ 10 days of proprietary software skills training; trainees will be trained and assessed on IDX and Allscripts systems by College of Medicine IT Professionals.
Weeks 7–10	<ul style="list-style-type: none"> ▶ 20 hours/week of classroom training dedicated to customer service, critical thinking and decision- making, emotional Intelligence and self-mastery, navigating the workplace. 	<ul style="list-style-type: none"> ▶ 20 hours/week of OJT in clinical practices to become familiar with office protocol, policies and procedures.
Weeks 11–14	<ul style="list-style-type: none"> ▶ 10 hours/week of classroom training on interpersonal relationship skills, goal setting, career development/job coaching, financial literacy; 	<ul style="list-style-type: none"> ▶ 30 hours/week of OJT in clinical practices; manager feedback gathered, assessed weekly and shared with the trainee. ▶ Progress evaluations are completed with trainee monthly; areas for improvement addressed.
Weeks 15–24	<ul style="list-style-type: none"> ▶ Full access to a career coach to discuss goal setting, continuing education, professional development and troubleshoot interpersonal issues with co-workers and managers. 	<ul style="list-style-type: none"> ▶ 40 hours/week OJT in clinical practices with weekly progress meetings with manager, 90 day formal performance evaluation with manager.

PLANNING & ECONOMIC DEVELOPMENT

The Porch at 30th Street Station

In November 2011, UCD launched The Porch, an entirely new public plaza at the southern apron of 30th Street Station. In its first phase, The Porch represents a substantial improvement over both existing conditions and a proposed PennDOT plan that would have left a half-acre of concrete with few amenities. Intensive programming and continued landscaping improvements throughout 2012 will culminate in a capital design phase and schematics for a more permanent set of features at the site, including retail food kiosks and a buffer against Market Street traffic.



“I’ve been waiting for this project my entire life.”

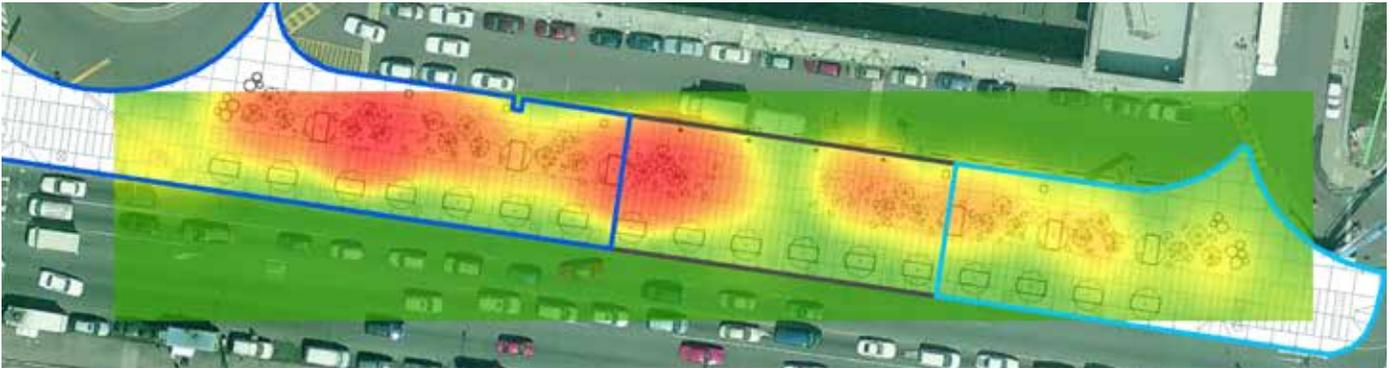
– Mayor Michael Nutter
Dedication of The Porch at 30th Street Station



Even in the late fall, The Porch attracted significant use and was home to successful farmers' markets and family-oriented festivals.

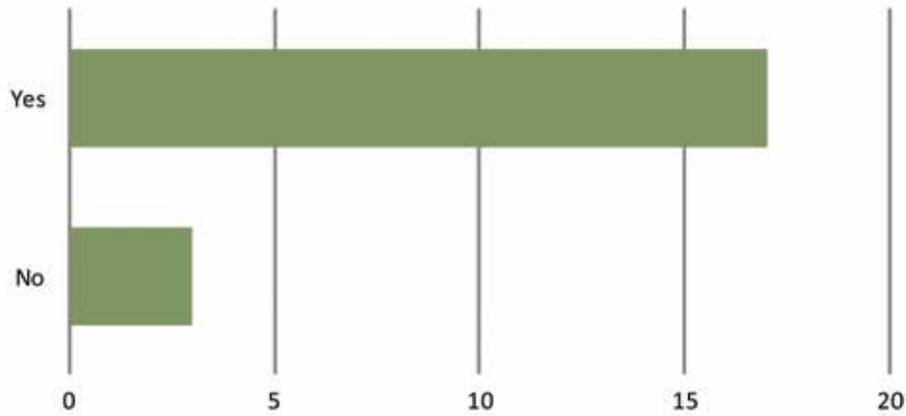
An intensive, sophisticated data collection effort is informing both short-term decisions about amenities and programs, and long-term capital planning strategies.

Density of Porch Users



Survey of Porch Users

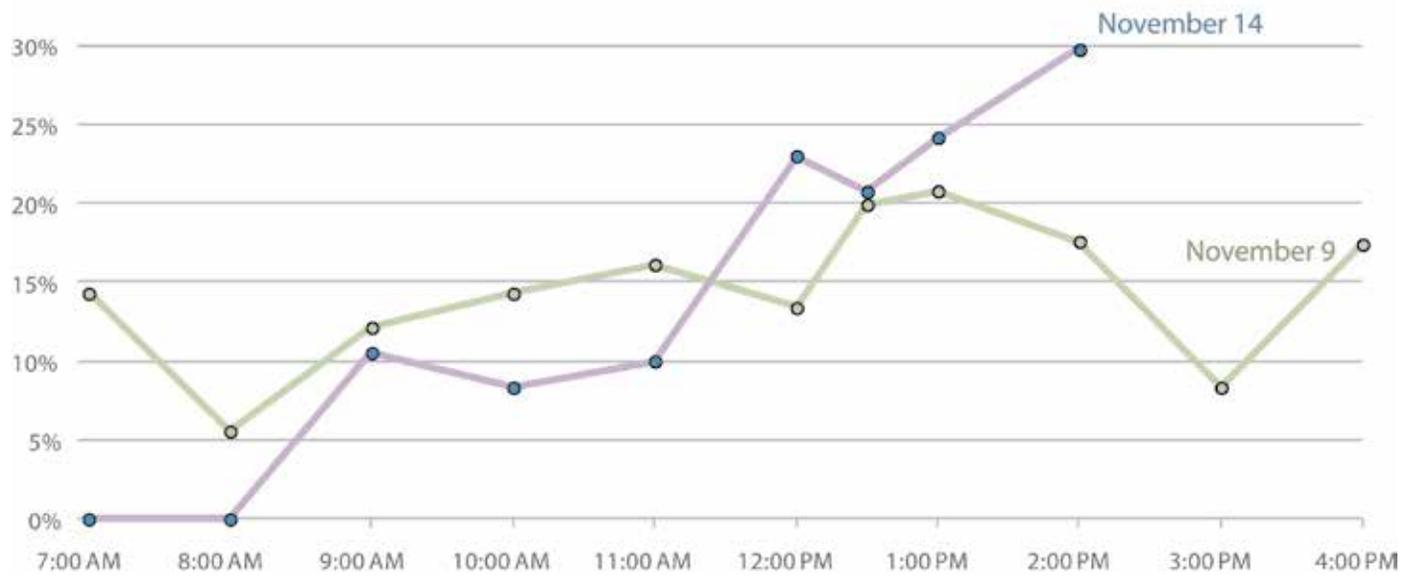
Have the recent changes to this space made it more likely that you will spend time here?



Which of the recent changes to this space are the most important to you?



The Porch's Share of Local Users



The Give and Take Jugglers performing at The Porch



PHILADELPHIA'S FIRST PARKLETS

Inspired by examples in San Francisco and other communities, UCD implemented two “Parklets,” which reclaim parking spaces for pedestrian use. In 2011, UCD worked with the Mayor’s Office of Transportation and Utilities to place one parklet on Baltimore Avenue across from Clark Park and one on Lancaster Avenue. In 2012, a total of four Parklets are planned for locations throughout University City.



46TH STREET LIGHTING

Building on the results of a rigorous study of crime patterns throughout University City, UCD installed pedestrian lights in the area south of the 46th Street stop of the Market Frankford El. Crime study data unequivocally established the connection between low light levels and street crime, particularly during the winter months.



Before

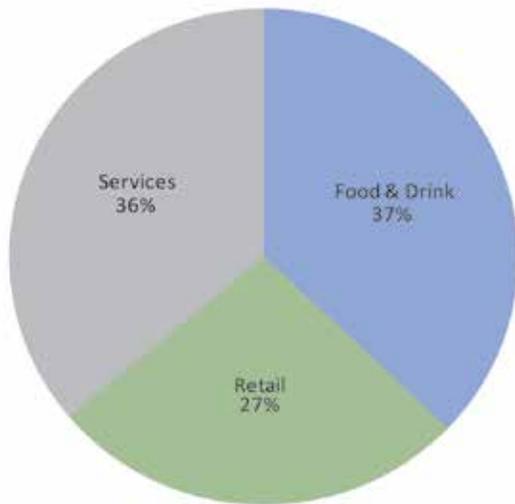


After

RETAIL ATTRACTION INITIATIVE

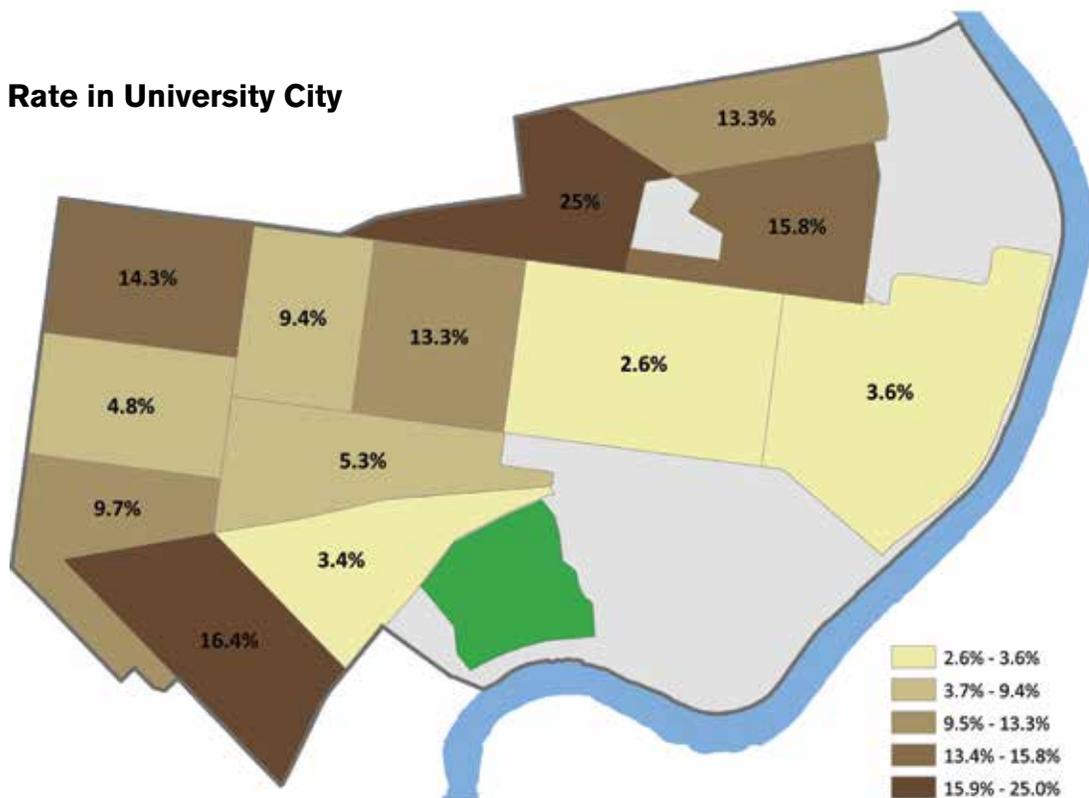
In late 2011, UCD contracted with the Philadelphia-based Michael Salove Company and Streetsense, Inc. of Bethesda, MD to develop a retail strategy that will identify the neighborhood's retail gaps and potential, and then attract new businesses to fill vacant storefronts, helping to revitalize commercial corridors and nodes. This initiative will build on the fundamentals of the University City retail market, which are extremely strong.

Commercial space breakdown in University City District



Hair stylist, barber, nails (41)	7%	Grocery & convenience store (41)	7%	Limited service restaurant (112)
Real estate (16)	3%	Books, comics, magazines, music (14)	2%	Full service restaurant (55)
Health care (15)	3%	General merchandise (12)	2%	Bakery/Café (27)
Auto service (14)	2%	Clothing (8)	1%	Bar/nightclub (20)
Bank, check cashing (13)	2%	Cell phones (8)	1%	Ice cream (4)
Dry cleaning (12)	2%	Gas station (7)	1%	
Copying, printing, etc. (11)	2%	Furniture (6)	1%	
Laundromat (11)	2%	Pharmacy (6)	1%	
Accommodations (8)	1%	Beauty supplies (5)	1%	
Gym/Fitness (7)	1%	Bicycles, skateboards (4)	1%	
Childcare (6)	1%	Shoes (3)	1%	
Miscellaneous services (58)	10%	Jewelry (2)	0%	

Vacancy Rate in University City



PUBLIC SPACE MAINTENANCE

“Clean and safe” is at the heart of UCD’s mission. The men and women of our public space maintenance and public safety divisions work 365 days a year to improve our community.

Our 2011 stats for the UCD maintenance zone

240,074

bags of trash removed

5,209

posters removed

5,787

graffiti tags removed





PUBLIC SAFETY

Our 2011 stats for the UCD public safety zone

1,985

walking escorts

119

homeless outreach

150

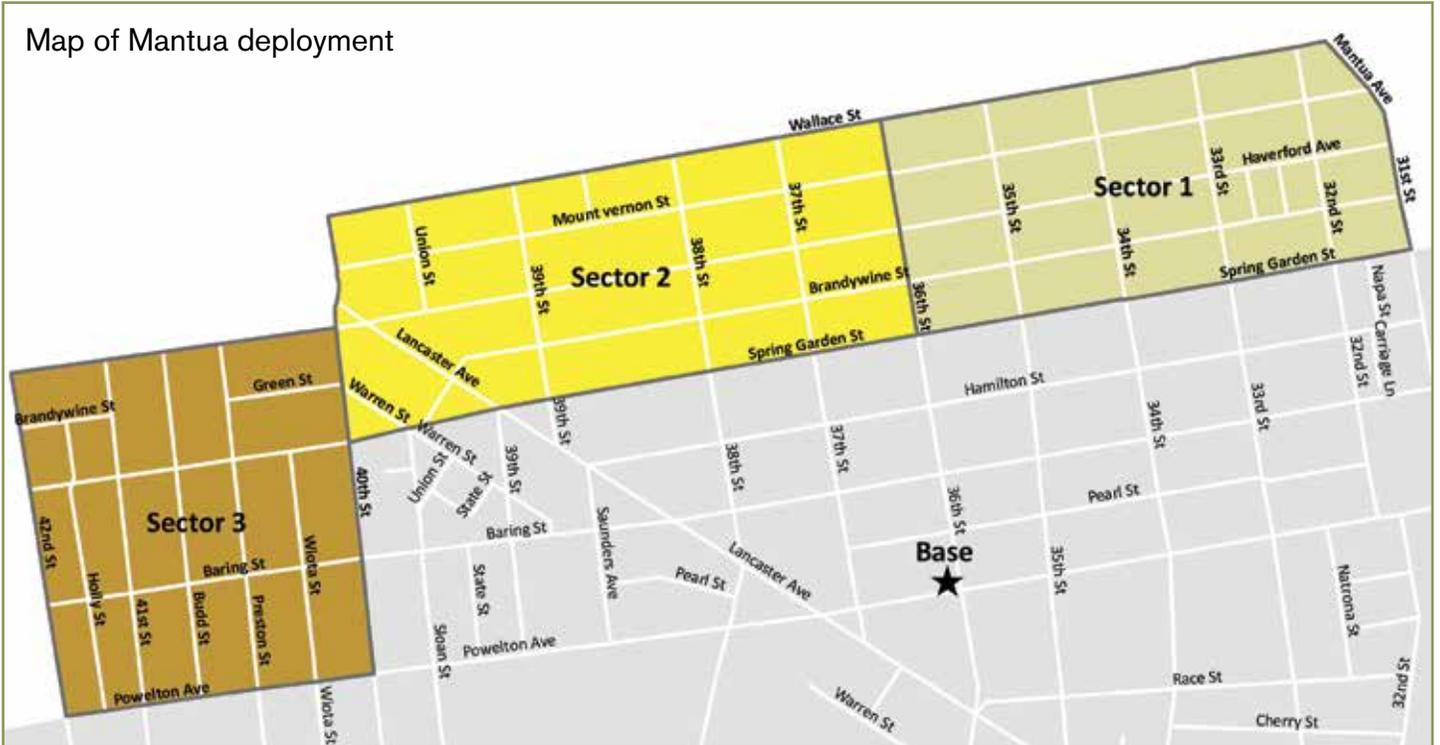
vehicle jump starts

177

lock out assists

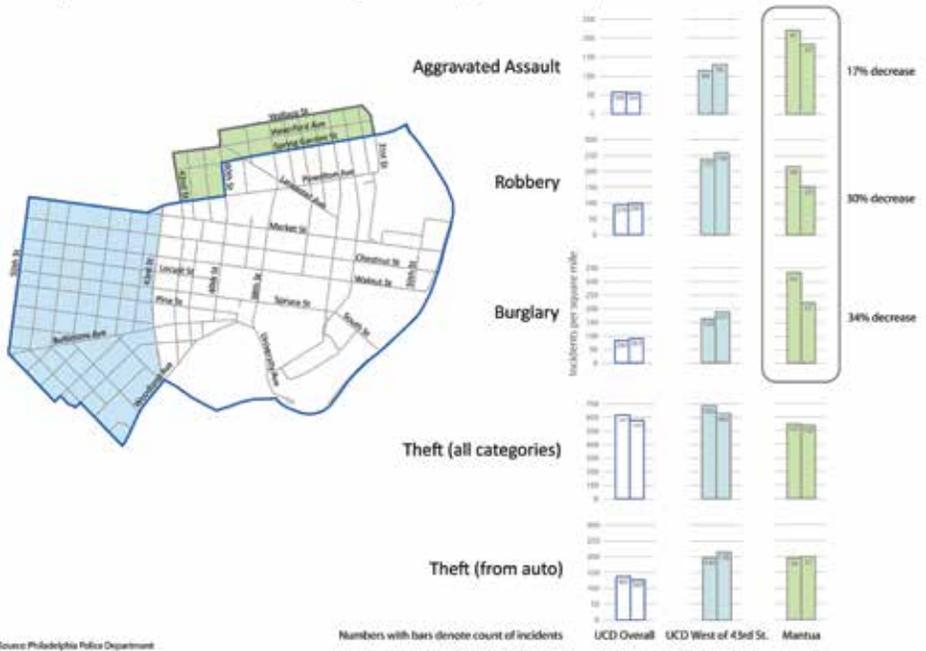
PUBLIC SAFETY (MANTUA)

Map of Mantua deployment



Crime: 2010 vs 2011

Comparative rates in the Mantua patrol area, UCD overall, and its western portion alone



35,018
man hours of security services

\$707,367
direct public safety expenditures

Because of the ebb and flow of crime and the many external factors that drive periodic spikes, it's difficult to draw conclusions from a year of data. But clearly there's reason to be optimistic that the Drexel-UCD partnership is making a real impact in Mantua.

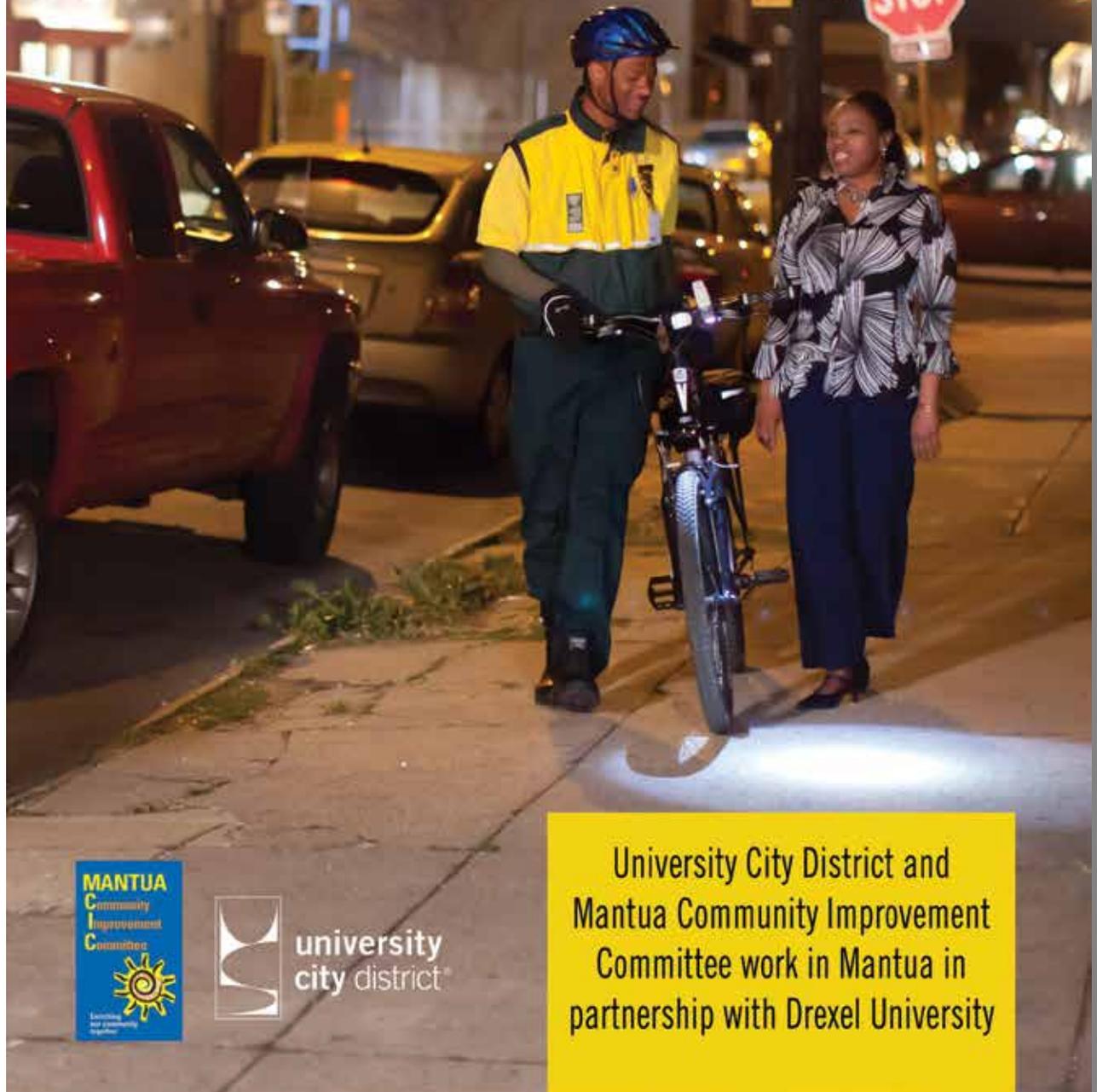
MCIC and UCD ensuring a clean, safe & welcoming community

Need a walking escort?

Call 215-387-3942

11am-3am, 7 days a week

3601 Powelton Avenue



university
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University City District and
Mantua Community Improvement
Committee work in Mantua in
partnership with Drexel University



PROJECT REHAB

Despite great progress in University City over the last decade, more than 100 properties in the district have been identified by UCD as “problem properties,” marked by—among other things—collapsing porches, missing doors and windows, attraction of illicit activities and long periods of vacancy and disrepair. In the spring of 2011, UCD launched Project Rehab, an effort to return scores of vacant and dilapidated properties in the district to productive use, and to facilitate the repair of significant cosmetic and structural issues.

Project Rehab consists of five components:

1. Identify properties;
2. Identify and locate owners;
3. Reach out to owners and ascertain obstacles to property rehabilitation;
4. Where appropriate, assist owner with one or more of the following:
 - a. Sale of property through network of participating real estate brokers;
 - b. Financing of improvements through network of participating lenders;
 - c. Navigation through city licensing and permitting process;
 - d. Negotiation with city officials on the reinstatement of previously issued permits;
 - e. Connection to legal assistance to grapple with estate issues and title claims;
 - f. Connection to network of potential investors and equity partners;
 - g. Advisory services related to market conditions and rental potential.
5. Enforce code violations.

Over an eight month period in 2011, Project Rehab:

- ▶ Made contact with 117 property owners;
- ▶ Facilitated the sale of 10 properties, and the pending sale of 4 additional properties;
- ▶ Worked with 6 owners to begin construction efforts;
- ▶ Connected 11 owners to private financing.

Project Rehab has identified properties throughout University City



Representative Properties Targeted by Project Rehab

university city district PROJECT REHAB PROGRAM

Property Address: 3309 Spring Garden Street

Owner: Behrooz Daneshdoost

Current Status: Under Construction

Engaged with UCD Since: July 2011

Brief History:

- Purchased in March 1997 for \$7,000.00
- Taken by RDA in 2003
- Returned in 2004 with Revestment Agreement
- Construction Started in 2007
- Construction Stalled in 2009
- Construction Restarted in September 2011.

Assistance Provided:

- Navigation of government agencies: RDA, L&I and OPA
- Finding contractors
- Information resource
- Continual support and motivation

Next:

- Resolve Tax Issue with OPA
- Complete Construction
 - Next Phases:
 - Final Rough-In Inspection
 - Insulate and Close Walls



university city district PROJECT REHAB PROGRAM

Property Address: 3311 Spring Garden Street

Owner: Behrooz Daneshdoost

Current Status: Under Construction

Engaged with UCD Since: July 2011

Brief History:

- Same Owner since 1988
- Purchased Thru the Philadelphia Sheriff Office
- Original Partners Split in 2007, leaving current Owner
- Architectural Drawings Approved in 2011
- Construction to start in 2012

Assistance Provided:

- Navigation of government agencies: RDA, L&I and OPA
- Information resource
- Continual support and motivation

Next:

- Resolve Building Code with Interior Wall Dr
- Complete Construction
 - Final Permits App



university city district PROJECT REHAB PROGRAM

Property Address: 4219 Market Street

Owner: John and Jennifer Nacerio
Clear Channel, Jeffrey Jones, Real Estate and Public Affairs Representative

Current Status: Vacant / In Contact with Owners

Engaged with UCD Since: September 2011

Brief History:

- Same Owner since 1988
- Air-Rights of Property Sold to Clear Channel Outdoor sometime in 2001 for approximately \$3,000.00.
- Clear Channel Outdoor has not filed its Easement Rights with the City; even after UCD pointed out the discrepancy.
- UCD has verbally negotiated assistance from Clear Channel to the Owner for reconstruction related to foundation or electrical work.
- Owner wishes to sell, if price is right!

Assistance Provided:

- Communication between Clear Channel and Owner
- Information resource
- Assistance with finding a Realtor

Next:

- Place Building on Open Market



MARKETING & COMMUNICATIONS

UCD invests nearly \$700,000 annually in marketing University City. We design and produce events and utilize social and electronic communications, media partnerships and paid advertising campaigns to position the neighborhood as a destination for culture, food and special events.

Below are examples of ads from Where Magazine (monthly circulation of 35,000), a promotional flyer for a recent YOUCIE (Young Friends of University City) event, and screen captures from our social media and e-news communications.



FALL FARMERS' MARKETS IN UNIVERSITY CITY

- UNIVERSITY SQUARE FARMERS' MARKET**
38th & Walnut streets
Wednesday 9 AM - November; Monday 10 AM
- CLARK PARK FARMERS' MARKET**
48th Street & Baltimore Avenue
Thursday 9 AM - November; 10 AM - 2 PM
Baltimore Ave Market, March - June
- DREXEL UNIVERSITY**
Chestnut Street between 32nd & 33rd streets
Saturday 9 AM - November; 10 AM - 2 PM
33rd & Market streets
Friday 9 AM - November; 11 AM - 2 PM
- FARMERS' MARKET @ THE RADIAN**
3025 Walnut Street
Friday 9 AM - November; 11 AM - 2 PM
- LANCASTER AVENUE FARMERS' MARKET**
East of 38th Street at Powhatan & Lancaster avenues
Saturday 9 AM - November; 11 AM - 2 PM

FARMSTAND AT THE WALNUT HILL COMMUNITY FARM

UNIVERSITY CITY CONNECTION

Monthly news from University City District

February 13, 2012

Drexel University to Transform Chestnut Street Into New Gateway for University City

Drexel University and American Campus Communities will transform Chestnut Street between 32nd and 33rd Streets into a new gateway for Drexel and University City featuring 361,200 square feet of mixed-use student housing and retail space. The groundbreaking event for the estimated \$57.4 million project is scheduled for February 21, with a targeted construction completion date of September 2013.

Designed by internationally acclaimed Robert A.M. Stern Architects, the development will include two eight-story buildings that front Chestnut Street while maintaining an open entry corridor to the adjacent Chase Student Center. The broad use of glass at the street level combined with elevations will continue Drexel's progress toward creating a pedestrian-friendly, mixed-use campus district enlivened by retail amenities. The building design will also include a 19-story residential tower at the corner of Chestnut and 32nd streets. The two-story street-level space will include retail outlets, neighborhood restaurants, and a new corner entry into the Barnes and Noble - activating student life in an urban setting. Upper floors feature student apartments with both shared and private accommodation options.

University City Science Center Port Business Incubator Receives International Incubator Designation

The National Business Incubator Association has awarded the NBA Soft Landings International Incubator designation to the University City Science Center in Philadelphia.

The NBA's Soft Landings Program recognizes incubators that are especially capable of helping non-domestic companies enter the incubator's domestic market. The University City Science Center was selected for the program because of its array of business services for non-domestic firms and its demonstrated success at helping firms enter the U.S. market.

Through its Global Soft Landing (GSL) Program, the Science Center's Port Business Incubator helps global companies establish a foothold in the region's life sciences and technology markets. GSL provides international companies with fully-equipped labs, plug and play offices and access to the Science Center's full suite of business support programs, as well as assistance tailored specifically to non-domestic firms, which help foreign companies establish strategic relationships with a highly qualified network of industry experts in the Greater Philadelphia region.

youcie

FREE 'N FIT NIGHT AT THE DREXEL RECREATION CENTER

THURSDAY, JANUARY 19, STARTING AT 5PM
THE DREXEL RECREATION CENTER, 3301 MARKET STREET
FREE ADMISSION

Youcie is teaming up with the Drexel Recreation Center to help you get started on that New Year's resolution to get fit. Rally your friends for a game of dodgeball or volleyball, reach new heights on the climbing wall, and sweat it out in classes like Zumba, Spinning, Yoga, and kickboxing. You'll have a chance to tour the new facility and meet the staff. To ease you into your new routine, join us afterwards for \$2 Yuenglings and free snacks at Landmark Americana. RSVP here.

Classes begin at 5pm. Dodgeball, volleyball and the climbing wall will be offered from 6-8pm. See below for program details:

Climbing Wall: No experience necessary, equipment provided, instruction and staff available to assist you in defying gravity!
Dodgeball and Volleyball: Courts will be set up and staff on hand to help with organizing these in "pick-up" game fashion. Prizes for winning teams!
Group exercise is from 5-8pm and designed for all levels of fitness. Classes include Zumba (5-6pm), Cardio 'n' Tone (5-6pm), Yoga (6-7pm), Spinning (6:30-7:30pm), Abs (7-7:30pm), and Kickboxing (7:30-8:30pm).

University City District shared a link. 19 hours ago

Save the date for the University City Arts League Chili Bowl!

Save the Date for the 3rd Annual University City Arts League Chili Bowl!

University City Arts League
4334 Locust Street
Thursday March 18
10pm

Enjoy unlimited food or enjoy it all with the purchase of a 4th of July cocktail and your choice of 4th of July party. Bring the whole family and enjoy the best live music in the neighborhood. None of the food will be offered throughout the evening. Reservations will go toward the 4th of July party supplies and music programming for children and adults. For more information, call 215-522-7611 or visit www.universitycityarts.org

Like · Comment · Share

Anders Uhl likes this.

2 people like this.

Write a comment...

University City District shared a link. 21 hours ago

"After years developing his story of urban ecology, author and West Philly resident Aaron Birk is releasing his 112-page graphic novel *The Pollinator's Corridor*."

The Pollinator's Journey: West Philly author releases graphic novel on urban sustainability
www.grip Philly.com

Like · Comment · Share

Florence Sablon likes this.

University City District shared a link. Yesterday

Coming soon! West Philly Tool Library's Fourth Annual Garage Sale & Tool Drive

TOOL LIBRARY
Fourth Annual Garage Sale & Tool Drive on Sat, March 10 | West Philly Tool Library
www.phillytool.org

You may see these HTML tags and attributes: `` `` `<code>` `</code>` `<pre>` `</pre>` `<code>` `</code>`

Like · Comment · Share

3 people like this.

Write a comment...

UCD organizes exciting events that drive traffic to the District. In 2011, these included the annual Dining Days promotion, the Baltimore Avenue Dollar Strolls, which attracted over 10,000 people to Baltimore Avenue on four summer Thursdays, University City's first-ever Night Market, and the 40th Street Summer Series, free concerts by world-renowned musicians such as the Sun Ra Arkestra.

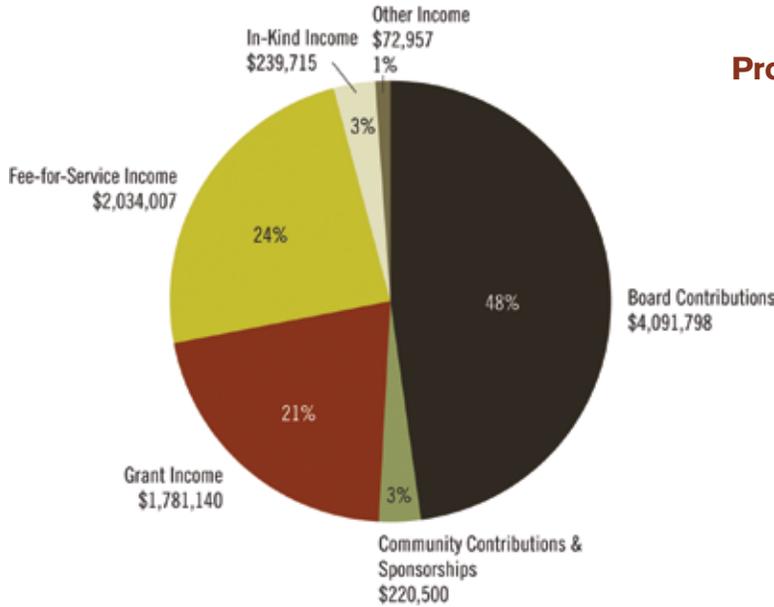


UCD was an important partner to the *Look!* on Lancaster Avenue initiative, working closely with artists and marketing the event which turned vacant storefronts into temporary art installations.



UCD ORGANIZATIONAL SNAPSHOT

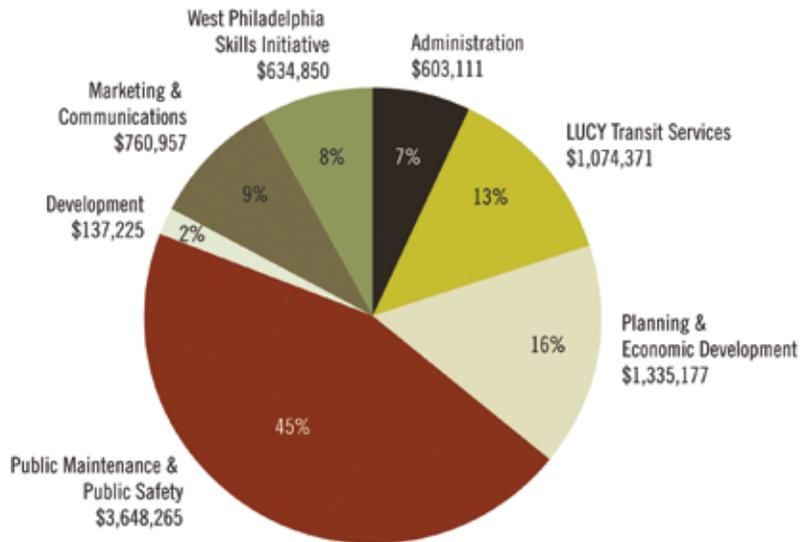
Fiscal Year 2012
Sources of Funds



**Total FY2012
Projected Revenues
\$8,440,117**

Fiscal Year 2012
Uses of Funds

**Total FY2012
Projected Expenses
\$8,193,956**



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