University City District is a partnership of world-renowned anchor institutions, small businesses, and residents that creates opportunity and improves economic vitality and quality of life in the University City area of West Philadelphia. Our primary mission is community revitalization. We work within a place-based, data-driven framework to invest in world-class public spaces, address crime and public safety, bring life to commercial corridors, connect low-income residents to careers, and promote job growth and innovation.

UCD gratefully acknowledges the generous contributions of our Board of Directors, who underwrite our Clean and Safe program and provide essential operating support.

All information and statistics referenced in this publication are based on data collected for the 2012 calendar year unless otherwise noted.
I think that the model UCD is using is exactly the right way to create great public spaces.”

—Cynthia Nitikin, Vice President, Project for Public Spaces
UCD strives to be sustainable. The planters at Woodland Green capture and slowly release 4,000 gallons of rainwater that would otherwise tax our sewer system.

“Business has increased 40% beginning the day after the parklet was installed . . . I had to hire two people just to keep up with the increased demand.”

—Tom McCusker
Owner, Honest Tom’s Taco Shop

2012 PARKLET LOCATIONS:

43rd Street between Baltimore and Larchwood avenues
44th Street between Locust and Spruce streets
4040 Locust Street

“[Parklets] make me feel like I’m in Paris.”
“[The Porch] has developed an instant identity and I didn’t think that was possible.”

—Marilyn Taylor
Dean, University of Pennsylvania School of Design

“[The Porch] has sparked new economic activity.”

—Next American City

Before 2011, the area that we now know as The Porch at 30th Street Station was 34 parallel parking spaces.

Over the last year it became . . .

- **250 places to sit**
- **20 gourmet food trucks**
- **13,500 al fresco lunches**
- **1,300 pop-up beer garden patrons**
- **1,600 rounds of miniature golf**
- **1,553 first impressions of Philadelphia**
- **994 sunbathers**
- **38 trees**
- **1 praying mantis habitat**
- **68 planters**
- **10,391 flowers planted**
- **1,224 impromptu piano rhapsodies**
- **400 free at noon concertgoers**
- **2 art openings**
- **75 planned musical performances**
- **637 commutes intercepted daily**
- **1,008 yoga sun salutations**
- **1,165,000 private dollars raised**
Baltimore Avenue Dollar Stroll
Two dozen businesses took part in three Dollar Strolls.

“So much fun! Why oh why doesn’t this happen year round?”

40th Street Summer Series
Sun Ra Arkestra headlined one of the four outdoor music concerts in 2012.

20,000 attendees

1,500 attendees
University City Dining Days

“University City’s shining moment.”

34 restaurant participants

45% increase in business for participants

More than 20,000 patrons from around the region

“It’s a win-win for the restaurateur and the customer.”

—Iron Chef Jose Garces, Owner
Distrito and JG Domestic
skills initiative

UCD’s West Philadelphia Skills Initiative (WPSI) brings together universities and health systems, linking anchor institutions to community residents and focusing on career-ladder jobs with real potential for advancement.

“Before my future was just a dream. But with WPSI helping me, it has become a reality. I can actually see the goals I set for myself becoming achieved.”

—Myna Whitney (pictured above)
Participant, 2012 Drexel College of Medicine Medical Assistant Pipeline Program
“They are providing young people with a whole different understanding of what careers can be.”

—Fred Dedrick, Executive Director
National Fund for Workforce Solutions

$352,330
wages paid

117
training program participants

79
employees placed

“I’ve learned so many things that will help me to not only find work, but more importantly, to find meaning in my life.”

—Sandra Fisher-Bey
Participant, Connect to Success Program
at the Center for Economic Advancement
UCD’s forty-two Public Safety Ambassadors serve as a highly visible deterrent to crime, patrolling University City streets each day from 10am to 3am. Our twenty-five Public Space Maintenance employees work from 8am to 4pm seven days a week to clean and enhance more than 160 commercial and residential blocks. Together, Safety Ambassadors and Public Space Maintenance employees provide a secure, welcoming University City for residents, employees, students, and visitors.

"The partnership between University City District and Philadelphia Police District is a national model . . . ”

—Charles H. Ramsey
Commissioner, Philadelphia Police Department
Public Space Maintenance

100,370 bags of trash removed

44,360 cleaning hours

3,640 graffiti tags removed

Safety Ambassador Services

120,571 patrol hours

54 people transported to shelters

5,087 walking escorts provided

476 vehicle services performed (lock outs and jump starts)
Project Rehab

Project Rehab connects owners of distressed properties with the resources necessary to make homes safe and inhabitable, transforming entire blocks and whole neighborhoods.

The Dirt Factory

UCD transformed a vacant lot at 4308 Market Street into a neighborhood composting facility.

6 tons of University City waste materials processed and kept out of landfills

96 households and businesses compost their food waste at The Dirt Factory

“Without the intervention of the Property Rehabilitation Project my residence would have been demolished. . . . Now I am very hopeful that it will be returned to useful life and improve the quality of life for its neighbors and the community.”

—David Rammler, Property Owner (regarding a property on 49th Street)
UCD Fiscal Year 2012 Financial Results

**FY12 Sources: $8,508,292**

- In-Kind Income: 2%
- Other Income: 1%
- Board Contributions: 48%
- Grant Income: 22%
- Fee-for-Service Income: 24%
- Community Contributions & Sponsorships: 2%

**FY12 Uses: $8,475,609**

- Clean & Safe: 43%
- LUCY® Transit Services: 14%
- Development: 2%
- Administration: 7%
- Planning & Economic Development: 9%
- West Philadelphia Skills Initiative: 5%
- Marketing & Communications: 9%
- Future Public Space Improvements: 10%
Press Coverage

More than 200 articles placed

PHILADELPHIA DAILY NEWS

The New York Times

100,000,000 impressions with a value of $2 million

PHILADELPHIA BUSINESS JOURNAL

Publications

UNIVERSITY CITY CONNECTION

THE STATE OF UNIVERSITY CITY 2012/13

UNIVERSITY CITY

Welcome to the neighborhood. We're University City District.

DINING

ARTS & CULTURE

SHOPPING
In 2012, UCD re-launched universitycity.org. The new site includes a mobile version for smart phones and tablets.

**Online**

**16,143 average monthly visits to universitycity.org**

In 2012, UCD re-launched universitycity.org. The new site includes a mobile version for smart phones and tablets.

**Social Media**

**115% increase from 2011**

- **5,800 Facebook Likes**
- **2,700 Facebook Likes**

**1,975 Twitter followers @ucdphl**

**ENEWS SUBSCRIBERS**

- **3,850 subscribers in 2011**
- **5,500 subscribers in 2012**
UCD Staff

Matt Bergheiser
Executive Director

Brian Anders
Dispatcher / Receptionist

Lori Klein Brennan
Director, Marketing and Communications

Galin Brooks
Marketing and Communications Event Assistant

Dexter Bryant
Operations Manager
Public Space Maintenance Program

Seth Budick
Manager of Policy and Research

Mark Christman
Communications Manager

Sarah Davis
Director of Development

Alan Garry
Operations Manager, Ambassador Program

Prema Katari Gupta
Director, Planning and Economic Development

Katie Holeman
Graphic Design and Web Development Manager

Nate Hommel
Capital Projects Manager

Sheila Ireland
Director, West Philadelphia Skills Initiative

Charles Jones
Superintendent

Maggie Langdon
Executive Assistant

Lt. Brian McBride
Commanding Officer
UCD Philadelphia Police Substation

Marcia Smith
Center Assistant, West Philadelphia Skills Initiative

Rebecca Smith
Center Manager, West Philadelphia Skills Initiative

Ryan Spak
Manager, Project Rehab

Sharon Thompsonowak
Program Manager, West Philadelphia Skills Initiative

Steve Walsh
Director, Community and Business Services
UCD Board of Directors

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Executive Vice President
University of Pennsylvania

James R. Tucker, Vice Chairman
Senior Vice President for Student Life and Administrative Services
Drexel University

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Community Representative
Spruce Hill Community Association

Curtis M. Hess
Senior Vice President of Real Estate
University City Science Center

Lindsay Johnston
President
Common Ground Realtors

Michael Jones
Community Representative
Powelton Village Civic Association

Daniel Liberatoscioli
President
The Restaurant School at Walnut Hill

Donald E. Melnick, MD
President
National Board of Medical Examiners

Mark Mendenhall
Community Representative
Garden Court Community Association

Christopher Montello
Chief Operating Officer
ProMed Property Management, Inc.

Brad Paul
Co-Owner
Central City Toyota

Susan E. Phillips
Senior Vice President and Chief of Staff
University of Pennsylvania Health System

Anthony Rimikis
Senior Vice President of Development
Brandywine Realty Trust

Nelson J. Shaffer
Chief Administrative Officer
Pennoni Associates, Inc.

William Schwartz
Co-Founder
INTECH Construction, Inc.

Douglas R. Smith
Vice President of State Government Affairs
Verizon

Tanya Steinberg
Executive Director
International House

Earl Williams
Community Representative
Walnut Hill Community Association

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