

GREEN NEIGHBORHOOD TOOL KIT

POWERED BY

**COMMUNITY AND REGIONAL PLANNING, SCHOOL OF ENVIRONMENTAL DESIGN
TEMPLE UNIVERSITY**

IN COLLABORATION WITH

ASOCIACIÓN PUERTORRIQUEÑOS EN MARCHA + PEOPLE'S EMERGENCY CENTER

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GREEN NEIGHBORHOOD TOOL KIT

INTRODUCTION	4
ENVIRONMENTAL SOLUTIONS	11
Beautification	12
Energy Conservation	26
Stormwater Management	32
Infrastructure Maintenance and Repair	34
SOCIAL SOLUTIONS	36
Healthy Lifestyles	38
Crime Prevention and Awareness	50
Community Capacity Building	58
ECONOMIC SOLUTIONS	67
Workforce Development	67
Green Job Training	70
APPENDICES	75
Appendix A	75
Appendix B	82
Appendix C	85



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Partnerships include the Philadelphia Association of Community Development Corporations (PACDC), New Kensington Community Development Corporation (NKCDC), Asociación Puertorriqueños en Marcha (APM), People's Emergency Center (PEC), Pennsylvania Electric Company (PECO), Philadelphia Water Department (PWD), and Pennsylvania Horticultural Society (PHS).

ABOUT THE AUTHORS

This document was prepared by Temple University undergraduates in the 2015 Community Development Workshop, the capstone service-learning course for the Community Development major. The major focuses on community-based initiatives that will increase the capacity of residents in economically, socially, culturally, and geographically disadvantaged neighborhoods to improve their quality of life. The Community Development Workshop was comprised of seven students who were tasked with developing customized Green Neighborhood Tool Kits for the service areas of two Philadelphia community development corporations, Asociación Puertorriqueños en Marcha (APM) and People's Emergency Center (PEC).



INTRODUCTION

Green Neighborhood Tool Kits have been developed for the community partner organizations, APM and PEC, to be used as a guide for the implementation of sustainability and environmental programs within their neighborhoods. The Tool Kits are modeled on the success of Sustainable 19125, a program sponsored by New Kensington Community Development Corporation that sought to make 19125 the greenest ZIP code in Philadelphia. Since its implementation in 2008, Sustainable 19125 (later expanded to include the 19134 ZIP code area) has been met with tremendous praise and success in the Kensington, Port Richmond and Fishtown area. The program has successfully engaged residents and increased neighborhood efforts and practices in sustainability through initiatives such as Green Blocks, Big Green Block, and Walk/Bike/Ride.

Our focus, Green Blocks, engages residents through a “block captain model.” This model seeks out individuals who will represent their block and act as a resource to their community, distributing materials and making residents aware of the various events and initiatives taking place within the neighborhood. These responsibilities include encouraging people to participate in Rain Barrel Workshops, tree plantings, recycling, and NKCDC sponsored events. This localized effort has proven successful in engaging residents, reducing energy costs, managing stormwater, and reducing greenhouse gas emissions and the neighborhood’s environmental footprint while simultaneously increasing the capacity of NKCDC. We believe that through education, outreach, and training, the Green Blocks Program will be successful for both APM and PEC. This Green Neighborhood Tool Kit presents the foundation of the program through the incorporation of sections unique to each community, best practices, recommendations, and resources.

Dr. Mandarano identified APM and PEC as the two community partners because of their ongoing sustainability efforts and demographics of their service areas. Such efforts include “We are Mantua! Transformation Plan” and “Make Your Mark! Lower Lancaster Comprehensive Plan” at PEC, and the “Eastern North Quality of Life Plan” and “Report Card 2011-2013” in APM. All documents were developed through a partnership with the Philadelphia Local Initiatives Support Corporation (LISC).

LISC’s Sustainable Communities Initiative (SCI) creates sustainable neighborhoods through a community development approach that “expands investment in housing and other real estate; increase family wealth and income; stimulates economic activity, locally and regionally; improves access to education, training and family services; foster livable, safe, and healthy environments; nurtures creativity through arts and culture; and strengthens community engagement and local leadership” (LISC, 2015). In 2007, LISC declared SCI West as PEC’s service area between 34th Street and 52nd Street, and between Pine Street and Mantua Avenue, Parrish Street, and Westminster Avenue. In 2010, LISC declared SCI-Eastern North as APM’s service area bounded by American Street to the East, 9th



GREEN NEIGHBORHOOD TOOL KIT

Street to the West, Lehigh Avenue to the North, and Cecil B. Moore Avenue to the South.

Additionally, both PEC and APM have “Community Connectors.” Community Connectors follow a similar model to the NKCDC Green Guides model. Connectors are comprised of trained residents in each community who distribute resources, administer surveys and reach out to community members through face-to-face interactions. Having both programs in place is invaluable to the implementation of the Green Neighborhood Tool Kits.

Other partner organizations on the Wells Fargo grant include Pennsylvania Electric Company (PECO), Philadelphia Water Department (PWD), and Philadelphia Horticultural Society (PHS). Each of these organizations have provided grant-matching funds to enable PEC and APM to achieve similar environmental outcomes as the NKCDC Green Blocks program achieved in its first year. PECO has donated 4,400 compact fluorescent light bulbs (CFLs) to be distributed to residents, PWD has donated 80 rain barrels, and PHS has donated 210 street trees. Grant funds were used to pay the registration fees allowing 10 residents to attend for free. Additionally, PECO has enabled the class to sign up eligible residents for their refrigerator swap program.

Through this document we hope to help PEC and APM build off of current initiatives, develop strong partnerships, and ultimately achieve their goal of creating sustainable communities. For the purpose of this Tool Kit we have defined sustainability as **improving the physical environment and the quality of life in the present and future.**



BACKGROUND OF PEOPLE'S EMERGENCY CENTER

HISTORY

The People's Emergency Center (PEC) began as a social justice ministry of the Asbury United Methodist Church in 1972; the church decided to partner with the University of Pennsylvania and Drexel so the students could have a better understanding of what homelessness and poverty looked like. Initially, the emergency shelter provided food to homeless adults and children only on weekends, however by 1980 they decided to provide services every day of the year.

MISSION OF PEOPLE'S EMERGENCY CENTER

Over the years, PEC has become more involved with the community and one of the largest CDCs in the Philadelphia area. PEC became a comprehensive center to help make a lifelong change in the lives of homeless women and their children. They began with housing counseling then expanded their services to include housing construction along with a host of other programs and social services. The current mission of PEC is as follows:

PEC nurtures families, strengthens neighborhoods, and drives change. We are committed to increasing equity and opportunity throughout our entire community. We provide comprehensive supportive services to homeless women and their children, revitalize our West Philadelphia neighborhood, and advocate for social justice. – PEC website

NEIGHBORHOOD DEMOGRAPHICS

The People's Emergency Center is located in West Philadelphia; their target area includes Saunders Park, West Powelton, Belmont, Mantua, and Mill Creek (PEC webpage). Based on the American Community Survey (ACS) 5-year estimates for 2009-2013, there were about 18,278 people living in the area, and approximately 47% of those people fell below the poverty line within the previous 12 months. A typical person who lives in this area is a Black, non-Hispanic female with the median age being 33 years old. About 81% of the population was Black and 55% were females. With respect to age distribution, 15% were between the ages of 25 and 34 with most of the other age groups equating to about 7% on average. Additionally, only 16% of these residents have a bachelor's degree or higher.

LISC SUSTAINABILITY INITIATIVE

The Local Initiative Support Corporation (LISC) combines public and private funds to support the efforts of CDCs in low-income neighborhoods. In 2007, LISC partnered with PEC to implement the following goals for the sustainable communities initiative in West Philadelphia:

1. Expand investment in housing and other real estate
2. Increase family wealth and income
3. Stimulate economic activity, locally and regionally



GREEN NEIGHBORHOOD TOOL KIT

4. Improve access to education, training, and family services
5. Foster livable, safe, and healthy environments
6. Nurture creativity through arts & culture
7. Strengthen community engagement and local leadership

The LISC SCI West geographic focus includes the area between 34th St and 52nd St, and between Pine St. and Mantua Avenue, Parrish St, and Westminster Ave. LISC partnered with the People's Emergency Center to create and implement "Make Your Mark," (2012) a neighborhood driven plan that has allowed PEC to engage substantially more community residents.

PROMISE ZONE

In 2013, President Obama announced that he would designate 20 areas throughout the nation as 'Promise Zones.' These areas do not get additional funding, but rather access to more resources such as technical assistance from twelve different Federal agencies, as well as preferred access to Federal funds.

In 2014, Philadelphia was one of three cities selected for the Promise Zone initiative. West Philadelphia was chosen for these Federal funds and PEC was named a key partner to implement the following activities:

- Create jobs
- Increase economic activity
- Improve educational opportunities
- Reduce violent crime
- Leverage private capital
- Reduce the local poverty rate

Increased interest in West Philadelphia has the potential to lead to additional support from the Federal government, preference for future funding up to \$30 million, more businesses and jobs, and support from the Corporation for National Community Service.

BACKGROUND OF ASOCIACIÓN PUERTORRIQUEÑOS EN MARCHA

Asociación Puertorriqueños en Marcha (APM) is a Philadelphia-based nonprofit community development corporation dedicated to bettering the lives of the community it serves. APM has been actively involved with the North Philadelphia community since its inception in 1970 and has maintained a significant presence in its community for over three decades. APM began as an organization that sought to address the socioeconomic issues resulting from the implementation of federal urban renewal programs in the mid-20th Century, which led to a major population decrease in the community over the following decades. Once heavily reliant upon the manufacturing sector jobs, the community suffered immensely with the decline of the American manufacturing industry. The vanishing job



GREEN NEIGHBORHOOD TOOL KIT

market and resident population lead to an increase in overall crime, blight, and vacancy. The local effects of this mid-century crisis are still felt in the neighborhoods today. However, over the years APM and its partners have been able to secure more than \$120 million in public and private funding that has worked to alleviate the social problems of the area through physical development and social programs to repair the neighborhood fabric (APM, 2013).

Throughout their existence they have provided services for the community, including but not limited to: support services for low-income families, housing affordability and counseling, early intervention, substance abuse services, etc. They have also become a significant developer of affordable housing in Philadelphia and serve as a model for other organizations that wish to do the same. Specific housing programs include:

- Housing Counseling and Foreclosure Prevention
- Credit Repair Education
- Anti-Predatory Lending Education
- Mitigating Landlord/Tenant Issues

APM has implemented various programs that have consistently adapted to the evolving needs of their community, yet their commitment to providing affordable, quality housing to low-income residents has remained constant. Since 1990, they have created over 210 units of affordable housing, and have repurposed or stabilized over 20 acres of vacant land (APM, 2011). Their community development efforts have proven to be successful in bolstering the neighborhood fabric while attracting outside funding opportunities. Most notably, APM and its partners have helped to raise the homeownership rate within its service area to 34%, and played a role in increasing the median household income from \$15,387 in 2000 to \$23,150 in 2011 (ACS Survey, 2011).

NEIGHBORHOOD DEMOGRAPHICS

The community APM serves is a very diverse, yet economically disadvantaged area. Of its 13,000 residents, 48% of them identify as being Hispanic, while 45% identify as African American (APM, 2011). As of 2010, 62% of residents in the Sustainable Communities Initiative service area fell below the national poverty line, compared to Philadelphia's overall total of 28% (Census, 2010). Poverty is very concentrated in the area, but has proven to be on a downward trend in recent years with the increasing household income. Between the years of 2000-2008, workers who earned over \$40,000 have increased to 16% of the total workforce. Yet, as of 2011, 26% of residents were either unemployed or not in the workforce (APM, 2011).



Overall education has proven to be on an upward trend as well. As of 2009, the high school graduation rate stood at 51%, and while this may be low, it is still a 16.3% improvement from the year 2000 (APM, 2011). The number of college-educated residents during this time has grown as well, however slightly, at 5% all residents (APM, 2011). Household incomes are growing alongside the population growth in areas that have seen development, rising 4.7% between 2000 and 2009 to \$18,655 (APM, 2013).

OVERVIEW OF APM'S SUSTAINABILITY INITIATIVES

Since January 2010, Philadelphia Local Initiatives Support Coalition (LISC) has focused on a segment of the APM neighborhood in which to carry out its Sustainable Communities Initiative. The area of North Philadelphia they focused on was dubbed *SCI Eastern North*; this area's boundaries are American Street to the East, 9th Street to the West, Lehigh Avenue to the North, and Cecil B. Moore Avenue to the South. The Eastern North Philadelphia Sustainable Communities Initiative is a partnership between Philadelphia LISC and APM that exists to facilitate direct investment and comprehensive community development efforts for APM's service area that will last into the future. Through this partnership, APM and LISC released the *2011 Quality of Life Plan* to evaluate the community's assets, liabilities, and serve as a guide for future programming and development going forward.

2011 QUALITY OF LIFE PLAN

After a yearlong planning process in 2011, APM released its Comprehensive Plan entitled, *Our Community, Our Ideas: SCI Eastern North Quality of Life Plan* in close partnership with LISC. At community visioning events, residents identified several key areas of focus for the planning process, including the following:

- Physical Environment
- Income and Wealth
- Economic Development
- Education, Children and Youth
- Leadership
- Healthy Environment and Lifestyle
- Arts and Culture

The plan identified ways for the community to address these overarching needs by providing specific goals that are to be carried out individually. Some specific goals included: organizing neighborhood cleanups, repurposing vacant property, developing mixed-income housing, and educating residents about public benefit eligibility. For every goal set forth, a partner/sponsor organization is proposed to help the community carry it out. Performance measures are also detailed in the report to measure the progression of each goal into the future, along with a realistic timeframe for successful completion.



GREEN NEIGHBORHOOD TOOL KIT

In 2013, APM released the *Eastern North SCI Report Card, Measuring Our Progress towards Community Goals*, which detailed the progress made by the community since the 2011 Quality of Life Plan, and identified areas of progress going forward into the year 2020. Notable successes stemming from the initial 2011 Quality of Life Plan include: the Community Connectors program, Philly Painting along Germantown Avenue, 2,000+ residents engaged in educational initiatives, Rainbow de Colores Playground revitalization, and the successful completion of the Paseo Verde complex, a mixed-use, transit-oriented development which features affordable and market rate housing.

The recently developed Sheridan Street homes are LEED® Gold certified buildings that are marketed towards low-income homebuyers. Each home uses a solar hot water panel for heating water while green roofs, rain barrels, and turf pavers reduce stormwater runoff. They come with a seven-year tax abatement for first time homebuyers, which amounts to \$9,000 over the course of ownership (APM, 2013). With this and other such developments, APM has positioned itself at the forefront of developing low-cost, green homes for lower income residents in Philadelphia.

APM's headquarters is located at the recently developed Paseo Verde complex, adjacent to the Temple University regional rail station in lower North Philadelphia. In 2013, Paseo Verde received LEED® Platinum certification in the Neighborhood Design category, the first building in the country to achieve such an honor (WRT, 2015). Paseo Verde is a staple of modern sustainable design, and it raises the bar for environmentally and socially conscious design standards for the surrounding area. Upon completion, it was awarded the American Institute of Architects' Honor Award by the Pennsylvania chapter. The project also received the Willard G. Rouse Award for Excellence from Philadelphia's Urban Land Institute (WRT, 2015).





ENVIRONMENTAL SOLUTIONS

The physical and natural environment in which a person lives affects every aspect of their quality of life. It influences their health, financial expenditures, perceptions of themselves and their community, and how they conduct their daily routines. Moreover, it acts as an indicator for outsiders to judge the housing market, demographic makeup, level of crime, and financial capacity of an area. In low-income areas the environment has become a burden on those who live there; rather than encouraging growth and investment, the environment has inhibited it. Eliminating obstacles and risks related to the environment is paramount to the success of both APM and PEC's social programming. Through a variety of community-based programs, each will work to change their service area's built environment and encourage sustainable practices among residents. The following initiatives highlight the primary efforts needed to accomplish just that:

1. Beautification
2. Energy Conservation
3. Stormwater Management
4. Infrastructure Repair

PEC'S CURRENT ENVIRONMENTAL INITIATIVES

The People's Emergency Center (PEC) in West Philadelphia has been working to enhance its local commercial corridor on Lancaster Ave. This has involved multiple initiatives including storefront façade improvements and planters. PEC has partnered with the Mural Arts Program and the Pennsylvania Horticultural Society in order to improve the streetscaping of Lancaster Avenue. Another beautification initiative implemented by PEC provided trash receptacles along the commercial corridor in order to improve the cleanliness of the area. PEC has also worked on the reactivation of vacant properties in the neighborhood in order to make the area safer for the community.

APM'S CURRENT ENVIRONMENTAL INITIATIVES

APM has focused on the maintenance of its service area through reactivation of its local parks. This includes partnerships with residents to enhance and beautify parks such as Rainbow de Colores. APM has also worked to encourage local Community Garden clubs in order to create partnerships between members of the community. During the springtime, members of the APM community came together to clean parks and other public areas within the neighborhood. APM also worked alongside PHS to stabilize vacant lots by cleaning up debris and installing fencing.



1. BEAUTIFICATION

Beautification in neighborhoods and communities is the enhancement of both built and natural spaces, particularly for the use and enjoyment of the surrounding community. Beautification improvements in an area involve place making through physical changes such as clean ups, lighting, streetscaping, parks, and green space. The following will outline beautification projects that the community can carry out through partnerships and civic participation.



Figure 1

STREET TREE PLANTINGS

Improving the appearance of neighborhoods involves a fair amount of greenery; trees are a resource that communities can utilize for more than just aesthetic purposes. In addition to these visual benefits, street trees are able to sequester carbon emissions, effectively cleansing the community's air supply. Moreover, street trees and other urban greenery have been shown to decrease violence as well as a number of other health and safety concerns such as asthma (Kondo, Low, Henning, & Branas, 2015; Lovasi, Quinn, Neckerman, Perzanowski, & Rundle, 2008). Furthermore, appropriately placed street trees can help to reduce cooling bills in the summer by providing shade from the sun (TreePhilly, 2015). The following information from the United States Department of Agriculture (USDA) further substantiates these claims:

- Urban street trees can minimize stormwater runoff by up to 42% compared to asphalt, by temporarily retarding water
- There can be up to an 80% cooling effect from urban street tree canopies, limiting an urban heat island effect
- Save \$29 on cooling costs in the summer
- Street trees are able to absorb CO₂ through photosynthesis, creating cleaner air
- Greenspace, such as trees, can promote increased physical activity
- A 10% increase in tree coverage has been linked to a 12% decrease in crime

GREEN NEIGHBORHOOD TOOL KIT

- A 10% increase in tree coverage can lower a cooling bill by up to 10%



Figure 2 PHS

CASE STUDY: New Kensington Community Development Corporation (NKCDC)

Planting trees was a very important aspect of implementing NKCDC's sustainability plan. The organization provided residents with educational materials meant to disprove the many so-called 'negative impacts' of street trees. Within this program, NKCDC utilizes local volunteers twice a year to plant hundreds of trees (NKCDC, 2011). <http://www.sustainable19125and19134.org/>

The Center for Sustainable Communities did a report on some of the outcomes of trees in the NKCDC neighborhood. Through greening the neighborhood, the Center noted that urban greenery could absorb as much as 1,470 pounds of CO₂ and 13.650 gallons of stormwater per year. In total, NKCDC was able to plant 105 trees in the neighborhood through its Green Guides program (Mandarano, 2010).

IMPLEMENTATION: STREET TREE PLANTING (APM and PEC)

APM and PEC can use a multitude of resources in order to implement larger street tree plantings. PHS has created a Plant One Million campaign in order to restore canopy coverage in the region. Within this, the PEC and APM neighborhoods could also benefit from the program. PHS has committed 105 street trees for each community partner as matching funds for the current Wells Fargo grant. These trees must be distributed by the end of the Wells Fargo grant period, August 2015. Therefore, it is important to continue reaching out to the community to sign up for trees. In signing people up for street trees, members of the community need to

GREEN NEIGHBORHOOD TOOL KIT

sign a form from PHS (<http://www.plantonemillion.org/wp-content/uploads/2015/03/Fall-2015-Phila-Street-Tree-Request-Form.pdf>). When going door to door, concerned residents can also be given a brochure about the benefits of trees (see appendix for such a brochure).

The Temple University Community Development Workshop has prepared tree maps for APM and PEC to guide their efforts in increasing tree coverage (see appendix). This displays both empty tree pits, and feasible areas for increased tree canopy. PEC and APM can use both of these resources in combination in order to increase the future tree canopy of the neighborhoods. This can be done through assessing the areas lacking trees, then noting which units are rental and which are owned. PEC and APM should solicit the help of their newly trained Tree Tenders and Community Connectors to go door to door where there are

homeowners to ask them to sign up for street trees, however, tenants are not eligible to sign up for a PHS street tree.

In addition to providing trees, PHS also holds Tree Tender classes to teach participants how to maintain the trees once planted; these

classes are \$25 per person. Dr. Mandarano included \$250 in the Wells Fargo grant to cover the expense of sending 10 individuals, five residents from each community, to attend Tree Tender training sessions. Both APM and PEC have five newly trained Tree Tenders. To build on this momentum, we recommend that APM and PEC offer to pay the \$25 registration fee and to encourage more residents to become Tree Tenders; this would help the communities with overcoming much of the resistance towards tree plantings.

Tree Tenders information: <http://phsonline.org/greening/tree-tenders>.

These tools are useful in gaining an understanding of how to get trees and where to plant them. However, the community also needs to be engaged in this process and understand what trees can do for their community so as to eliminate the negative stigma surrounding street trees.



Figure 3 PHS Street Tree Planting

RESOURCES FOR IMPLEMENTATION

- Tree maps for visual display of places in need of trees (see appendix)
- PHS's website has many more resources for information on trees and events
(<http://phsonline.org/>)
- Information that can be provided to community members
(http://www.parksandpeople.org/files/resources/2577_The%20Value%20of%20Trees.pdf)
- Plant One Million website provides information on how trees can be obtained and how tree tenders can be trained
(<http://www.plantonemillion.org/index.php/about/>)

COMMERCIAL CORRIDOR CLEANUP

According to a 2007 publication by the Environmental Protection Agency (EPA) titled "Working Together for a Healthy Environment," economic vitality and public health can be enhanced through civic engagement and support from both the public and private sector. Throughout this document, the EPA offers suggestions on how to effectively engage the community; they suggest that community-based organizations facilitate community events and workshops to educate their residents on the benefits of a healthy environment. Additionally, these entities must organize regular cleanups and maintenance programs along these commercial corridors and other heavily used pedestrian areas to improve the local economy by encourage growth for existing businesses as well as attract new ones.

CASE STUDY: DIVERSIFIED COMMUNITY SERVICES

Diversified Community Services is a Philadelphia CDC based out of the Point Breeze neighborhood. In their own words, "the foundation of any vital commercial corridor are clean streets . . . [and litter] deters investment and creates the perception that an area is neglected and unsafe" (DCS, 2014). To combat this negative perception, Diversified has partnered with local business improvement districts (BIDs) to work together and maintain a sense of cleanliness and public safety.

<http://dcsphila.org/services/community-development>

IMPLEMENTATION: COMMERCIAL CORRIDOR CLEANUP (PEC)

PEC can adapt a similar commercial sidewalk-cleaning program for their commercial corridor. In order to do so, PEC must first apply for the Philadelphia Commercial Corridor Cleaning Grant. Once approved for the grant, it is suggested that PEC hires two individuals from the community to train and eventually manage such cleanups (i.e. coordinate volunteers, keep supply inventory up to date, etc.). It is also recommended that PEC partner with the Home Depot store (2220 Oregon Ave) for supply contributions. (NOTE: Donation of supplies is held at the manager's discretion). Additionally, PEC should implement community-cleaning surveys for residents, merchants and corridor



customers to rate changes and provide feedback on the Sidewalk Cleaning Program. (Please see example in appendix)

More information on the Philadelphia Commercial Corridor Cleaning Grant can be found online at the eContract Philly website which serves as a database for information including online applications to apply for services. It is important to check listings and applications periodically for the Philadelphia Commercial Corridor Cleaning Grant in case of any changes. If any questions or concerns might arise, please contact Denis Murphy at denis.murphy@phila.gov.

FAÇADE IMPROVEMENTS

Façade improvements within a commercial corridor are key to influencing the character and image of an area by way of improving a building's exterior. Grant programs for façade improvements often help businesses overcome the financial barriers present when looking to make improvements; by tracking the economic activity of participating businesses before and after improvements, it is possible to measure the effectiveness of such a program. In changing the design of a business' storefront, these shops are given an opportunity to rebrand themselves and attract a greater customer base. Overall, these improvements can dramatically improve the perception and character of the surrounding



Figure 4 NKDC

commercial corridor. (Yuba County, 2009).

PEC has already been working with local businesses to improve the appearance of structures along Lancaster Avenue. This organization has shown interest in expanding the initiative along the neighborhood's commercial corridor. This would involve improving a business'

marketability, signage, lighting, window displays, and general outside appearance of buildings along the corridor. However, PEC also noted that it has been difficult convincing businesses to make façade improvements with PEC's program due to the upfront costs needed for participation. Each of the three case studies below highlights ways other CDCs have addressed this obstacle.

CASE STUDY: GERMANTOWN UNITED CDC (GUCDC)

A local CDC, Germantown United CDC has been providing funding for beautification projects, including local commercial façade improvements. It selects projects that will enhance the cleanliness, beauty, and safety of the surrounding neighborhoods, both short term and long term. GUCDC was able to secure funding from a variety of sources including individual donors, private partners, and public partners, including the Department of Commerce for “corridor beautification.” These were small grants meant to make an immediate impact on the physical neighborhood. As stated in the agreement, funding is reserved for future projects only as opposed to those that are already underway, and funds are not to be used toward staff wages (GUCDC, 2014).

<http://germantownunitedcdc.org/wp/fund-for-germantown/>

CASE STUDY: FAIRMOUNT CDC

Fairmount CDC has assisted its local commercial corridor by helping individual businesses secure grants for storefront improvements. The organization serves as a liaison between Philadelphia’s Department of Commerce (DOC) and the commercial corridor, allowing local businesses to secure grants from the DOC for such improvements (Fairmount CDC, 2013).

<http://fairmountcdc.org/community-projects/neighborhood-plans/>

CASE STUDY: NORTH 5TH STREET REVITALIZATION PROJECT

The North 5th Street Revitalization Project has partnered with Drexel students as a tool to revive over businesses along the commercial corridor. The organization has been working with the Merchandizing Visual Studio at Drexel to improve window displays in the neighborhood, thus improving the image of the commercial corridor and the individual businesses (Meckstroth, 2013).

<http://www.flyingkite.com/devnews/NorthFifthStMerchandising050713.aspx>

IMPLEMENTATION: FAÇADE IMPROVEMENTS (PEC)

PEC can take ideas from each of the previous organizations in implementing further façade improvements in the commercial corridor. The first step in bolstering this corridor is to secure funding from one or more of the sources listed in the Resources for Implementation on page 17. Alternatively, PEC can decide if it wants to create a revolving microloan program, as described below. If not, PEC can provide small amounts of funding to businesses that apply for funding through the organization. Alternatively, PEC can simply act as a liaison between interested, eligible businesses and the Department of Commerce to apply for funding, as listed below in the Resources section. To effectively manage this program, PEC should appoint one individual to advertise these storefront improvement programs and manage individual grant applications.

MICROLOANS TO FUND FAÇADES

A revolving microloan program can be implemented by PEC to provide businesses with funding to improve their storefronts, thus improving the image of the neighborhood in general. This microloan would be provided to a subsection



GREEN NEIGHBORHOOD TOOL KIT

of the neighborhood's business district, ideally its primary commercial corridor. PEC can seek assistance from the local business association to identify which stores might be interested in learning more about the program.

These loans range from approximately \$500 to \$5,000 to provide funding for physical improvements. Below are several possible criteria to include in a microloan program.

- Charge a small microloan application fee
- Evaluate annual revenue of businesses
- Limit size of businesses eligible (e.g., maximum number of employees)
- Set a low interest rate
- Set a timeline to pay back the loan
- Review design plans together with the business before approving loan

PARTNERSHIP WITH THE LANCASTER AVENUE BUSINESS ASSOCIATION

Lancaster Avenue 21st Century Business Association provides assistance to businesses within the People's Emergency Center's service area. When implementing façade improvements for business storefronts, PEC can look to the business association for assistance, and in this case the association can help identify the businesses that are interested in the program. Additionally, it can educate local business owners on the economic benefits of storefront improvements. In this way, the association can act as a liaison between businesses and PEC for future Lancaster Avenue improvements.

PARTNERSHIP WITH DREXEL UNIVERSITY

Drexel University students are required to take part in a service-learning project at some point during their undergraduate studies. This can be a resource for PEC to utilize when supporting businesses and their storefronts designs. Within Drexel's College of Media Arts and Design is a field of study known as Design and Merchandising; students from this major could have an opportunity to partner with PEC and Lancaster Avenue 21st Business Association to enhance the storefronts along Lancaster Avenue, thus utilizing a local resource from the neighborhood. Moreover, using these students' expertise may prove to be rather cost-efficient, as their participation would not require any financial compensation. Information is listed below on Drexel's co-op program for marketing design: <http://www.drexel.edu/westphal/undergraduate/DSMR/Coop/>

Another potential resource is Drexel's Lindy Center for Civic Engagement, which encourages students to engage in meaningful public service; in turn, community partners benefit from the services that Drexel and its students provide. PEC can become one of these partners as a means of getting assistance from students in implementing these improvements. Postings for volunteer opportunities can be advertised through the following database:

http://www.drexel.edu/lindycenter/community/volunteers/Volunteer_Database/



RESOURCES FOR IMPLEMENTATION

- Commerce Department's InStore Program is a forgivable loan program that helps eligible retail, food, and creative for-profit and non-profit businesses purchase equipment and materials associated with establishing a new location or expanding at an existing one.
(<https://business.phila.gov/Pages/InStore.aspx?stage=Start&type=All%20Business%20Types§ion=Financing%20%2526%20Incentives&BSPContentListItem=InStore%20Program>)
- Philadelphia Storefront Improvement Program
(<https://business.phila.gov/Documents/Guidelines.pdf>)
- Small Business Administration grants for physical improvements, providing businesses \$13,000, on average.
(<https://www.sba.gov/content/microloan-program>)
- The Merchants Fund is a long-running Philadelphia charity that provides grants on an annual basis to established small businesses in the city.
(<http://www.merchantsfund.org/grant-areas.html>)
- Drexel's Lindy Program
(<http://www.drexel.edu/lindycenter/community/community-resources/>)

TRASH AND RECYCLING BINS: A PILOT PROGRAM

Providing public trash bins and residential recycling bins facilitates the disposal of waste materials. Unfortunately, many neighborhoods in Philadelphia lack public trash receptacles because the City of Philadelphia has downsized its waste collection program due to the recession. While the City continues to provide free residential recycling bins, the recycle bins do not have lids. These two factors can contribute significantly to street litter. Placement of such receptacles also stands to be a significant factor, as the solution is not simply *more* trash cans, but rather a few strategically placed receptacles that will make any tangible difference (Schultz et al., 2011).

The two case studies below highlight how a community-based organization provided lidded public trash and residential recycling bins, enabling businesses, residents and the greater community to take part in the program. Overall, the neighborhood will become more visually appealing and experience a greater quality of life with less trash scattered through the streets.

CASE STUDY: FISHTOWN NEIGHBORHOOD ASSOCIATION (FNA)

"Feed the Fish" is a program implemented by the Fishtown Neighborhood Association and is set to begin in November 2015. The initiative was implemented as both a street maintenance project as well as an art installation. A key element of this project is the role of local businesses, as each participating business will work to maintain their respective bins throughout the community. Each bin has a



unique design listing the name of the artist that decorated it as well as the business to which it belongs; not only does this give recognition to those participating members, but also ensures that every business or association is held accountable for the bin that they have sponsored.

Receptacles will be strategically located in places of heavy foot traffic, and each these bins will be lidded for the purpose of achieving the cleanliness standards listed above. The project will be funded through a \$15,000 grant from the Penn Treaty Special Services District (Hahn, 2014).

<http://www.fishtown.org/category/beautification/feed-the-fish/>

CASE STUDY: NORTHERN LIBERTIES NEIGHBORHOOD ASSOCIATION (NLNA)

The Northern Liberties Neighborhood Association (NLNA) has shared information about how to provide recycling receptacles with lids. As it stands, NLNA stores these lidded bins at a local community center for distribution to residents at a suggested donation of \$15 in hope of eventually breaking even in their purchase of the receptacles. The association provides official stickers to ensure that Philadelphia street crews will collect the recycling. NLNA is providing these as a part of its pilot program known as Project Clean Streets.

<http://www.nlna.org/trash-recycling-programs-to-come/>



Figure 5 NLNA

IMPLEMENTATION: PILOT PROGRAM FOR PUBLIC TRASH RECEPTACLES (APM and PEC)

APM and PEC can consider conducting a pilot program for public receptacles as a means of collecting data on the effectiveness of publicly-owned, lidded recycling bins, thus attracting expanded funding for the program to grow in the future. To introduce this as a pilot program in each of their respective neighborhoods, APM and PEC can take the following steps:

- Provide businesses and residents with preliminary education on the pilot program and its future expansion
- Choose a block as a pilot program for public receptacles, preferably one with relatively heavy foot traffic and a commercial presence

GREEN NEIGHBORHOOD TOOL KIT

- Monitor the block for several weeks prior to implementation and take pictures to document litter caused by uncovered receptacles or lack of trash bins
- Purchase a small number of lidded trash bins for the block (see Resources section to purchase bins at wholesale prices)
- Identify volunteers from the block to take pictures and replace trash bags every week. Finding volunteers may involve identifying business owners, block captains for that street, or identifying private groups interested in sponsoring those receptacles
- Volunteers can take pictures the day before and after trash is collected to show improvement of the physical area
- Provide evidence of such improvements in the form of before-and-after photographs to funders (see Resources section for lists of grants) as proof of the program's effectiveness
- Seek greater funding to expand the pilot program to other blocks and achieve even greater environmental benefits
- Educate the public on the benefits of these new receptacles through a series of community events and handouts

In addition to the physical improvements of the neighborhood, the organization must consider a campaign to educate its residents on the benefits of such a program. Doing so would help to encourage members of the community. This educational program may involve providing the community with facts about how trash collection can improve the health and image of the neighborhood. Part of this campaign can also include a "kick-off" party to raise further public awareness. Finally, before full implementation, people in the neighborhood can volunteer to maintain the public receptacles (i.e. replacing the garbage bag and taking before and after pictures). In some cases, Community Connectors can be put in charge of this task, along with community volunteers.

IMPLEMENTATION: PILOT PROGRAM FOR RESIDENTIAL RECYCLING RECEPTACLES (APM and PEC)

In addition to the previous proposal, APM or PEC can consider implementing a second pilot program that targets private residents rather than businesses as the recipients of lidded recycling bins. Similar to the previous program, PEC or APM would need to identify a suitable block for the pilot, which this time would need to be a residential block on which a majority of residents wish to participate in the program. Each participating household would be given their own receptacle to use (free of charge for the pilot program), and again a series of before and after photographs would be taken to provide the organization and its funders with visual evidence of the program's results. Unlike the previous model, this program would require that each resident be responsible for his or her own receptacle, thus subjecting themselves to any noncompliance fees or penalties present in the municipality's rules and regulations for waste management.



GREEN NEIGHBORHOOD TOOL KIT

Both of these concepts should be considered as an individual pilot program. Public receptacles may prove to be more useful on blocks with dense foot traffic and greater commercial activity (i.e. near restaurants, shops, etc.); meanwhile, the private receptacles should be implemented in a more residential context. Each program can be assessed after implementation of the pilot program to see if one proves to be more successful than the other. When analyzing these results, it is important that the coordinating organization identify key strengths, as well as obstacles, before moving forward with an expanded program.

RESOURCES FOR IMPLEMENTATION

- Philadelphia Streets provides a public listing of the proper materials to recycle at curbside pickup. This list should be distributed along with the lidded recycling bins upon pickup.
(<http://www.philadelphiastreet.com/recycling/how-to-recycle>)
- Rubbermaid provides wholesale recycling bins. These can have a wire to keep the lid to the bin. Holes can also be cut through them to make it easier for use.
(http://www.rubbermaidwholesale.com/product_info.php?products_id=120)
- NLNA lays out how to guide community members through the process of implementing such a pilot program.
(<http://www.nlina.org/recycling-2/>)
- Home Depot provides 501(c) organizations with grants up to \$5,000 to make improvements to their neighborhood; preference is given to minority communities. This funding can be put toward a multitude of projects including the purchase of trash/recycling receptacles and other neighborhood improvements for beautification.
(<http://homedepotfoundation.org/page/applying-for-a-grant>)

VACANT LAND MANAGEMENT

According to the article "Neighbors, Neighborhood Benefit From Green, Vacant Lots," "green vacant lots may make neighborhood residents feel safer and may influence reductions in certain gun crimes" (Nauert, 2012). The article concludes by stating the importance of vacant lot clean up programs and the benefits of greening vacant spaces, stating, "green space may encourage community cohesion."



PEC and APM have previously implemented vacant land stabilization initiatives within their respective operational boundaries including the cleaning, greening, and fencing of vacant lots present in their communities. In order to facilitate growth and build upon past accomplishments, it is recommended that PEC and APM elevate their current land stabilization efforts by developing a comprehensive vacant land strategy that will guide future use and development of stabilized vacant properties.



Figure 6 Francisville Neighborhood Association

CASE STUDY: CLEVELAND CITY PLANNING COMMISSION

In 2012, the Cleveland City Planning Commission (CCPC) published a document that outlined specific strategies and guidelines for vacant land reuse. Currently, the city of Cleveland has "20,000 parcels of vacant land" that are not being used for development (Cleveland City Planning Commission, 2012). The implementation of land reuse and sustainability initiatives would allow communities to further develop both economically and socially, becoming not only more prosperous but more cohesive as well. The document identifies the following eight strategies and goals for successful future development of vacant land:

1. Stabilization
 - Elevate the condition and perception of vacant properties and their surrounding area as a means of creating jobs and improving local housing market conditions
2. Urban Agriculture

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- Produce and distribute healthy food to simultaneously create viable business opportunities and address public health concerns
3. Stormwater Management
 - Utilize vacant properties to alleviate the burden on public water management systems
 4. Greenspace Expansion
 - Improve upon current recreational opportunities and/or habitat protection by adding to existing park systems and critical habitat areas
 5. Alternative Energy
 - Utilize specific vacant properties for alternative energy facilities that contribute to the overall power grid
 6. Land Assembly
 - Aggregate large parcels of vacant land to allow for large-scale projects, both retail and residential
 7. Contamination Reduction
 - Manage contaminated land to mitigate public health concerns and allow for future development
 8. Sustainable Development Pattern
 - Develop vacant spaces that support sustainable practices now and in the future, allowing for appropriate growth based on current population trends (i.e. public transit hubs, bike share programs, etc.)

"8 Ideas for Vacant Land Re-Use in Cleveland"

(<http://planning.city.cleveland.oh.us/ftp/8IdeasForVacantLandReuseCleveland.pdf>)

CASE STUDY: PHILADELPHIA LAND BANK

The Philadelphia Land Bank was established in 2014 with the mission of "[returning] vacant and delinquent property to productive reuse. . . . [and] consolidate many of the land acquisition and disposition processes of the City under one umbrella . . ." (Philadelphia Land Bank, 2015). In the Land Bank's 2015 Strategic Plan they identify seven primary goals to guide their work:

1. Return individual vacant lots and buildings across the city to productive use



GREEN NEIGHBORHOOD TOOL KIT

- Acquire and market individual properties for resale or development for a variety of uses, including but not limited to individual development opportunities, lot transfers to adjacent homeowners, and community gardening/large-scale food production
2. Promote equitable community development
 - Support initiatives that encourage housing choice and affordability as well as preserve current affordability in changing neighborhoods
3. Extend private investment
 - Contribute viable land parcels for market-rate investment, with an emphasis on those that include elements of affordable housing
4. Contribute to long-term economic vitality
 - Target key commercial corridors for the preservation and creation of thriving economic activity
5. Reinforce open space initiatives and urban agriculture
 - Acquire or dispose of vacant land when needed so as to improve open space
6. Support clear and transparent Land Bank operations
 - Follow the Philadelphia2035 District Plans and maintain meaningful public engagement to ensure transparency and collaboration
7. Actively market Land Bank properties
 - Acquire properties in a targeted fashion to enhance the marketability of surrounding land parcels for the purpose of developing affordable housing, urban agriculture, etc.

IMPLEMENTATION: COMMUNITY VACANT LAND STRATEGY (APM and PEC)

It is recommended that APM and PEC examine the goals of both the Cleveland City Planning Commission's vacant land management strategy and the Philadelphia Land Bank's 2015 Strategic Plan to create their own vacant land strategy. By referencing each of these documents, both organizations can work to first and foremost align their own goals with that of the Land Bank, but also introduce outside concepts as they see fit. To further develop this vacant land strategy, it is suggested that both organizations collaborate with Temple University's Community and Regional Planning Department to allow current and future graduates students to participate as part of the graduate level studio development class. Each year, graduate students collaborate with local and regional clients to construct professional plans and policy reports that will provide a complete analysis of stakeholder interests, market conditions and financials.

For further inquiry regarding participation on the part of Temple's graduate studio, APM and PEC are encouraged to contact the Temple University Community and Regional Planning offices.



RESOURCES FOR IMPLEMENTATION

- CCPC – “8 Ideas for Vacant Land Re-Use in Cleveland”
(<http://planning.city.cleveland.oh.us/ftp/8IdeasForVacantLandReuseCleveland.pdf>)
- Philadelphia Land Bank 2015 Strategic Plan
(http://www.philadelphialandbank.org/assets/LandBankStrategicPlan_022315.pdf)
- Temple University Community and Regional Planning Department
(<http://www.temple.edu/ambler/crp/>)

2. ENERGY CONSERVATION

Our country is consuming energy at astronomical rates; currently the United States consumes the second-most energy of any country in the world, behind only China. While we only consume about 80% as much energy as China, our population is roughly one quarter of theirs (data.worldbank.org). The more energy we use, not only are we polluting the environment, but we are also spending far more than we need to in order to produce this energy and, ultimately, to attempt to repair our environment. There are endless opportunities to improve our ecological footprint, and to do so means not only reducing pollution, but also reducing our energy costs.

ENERGY AND COST-SAVING INITIATIVES

The typical family in the United States spends about \$2,000 each year on utilities for their home (US Department of Energy, 2014, p. 3). It is estimated that by using basic cost-saving measures, a family can reduce their energy bill by 25%, or the equivalent of \$500 in a given year (US Department of Energy, 2014).

Not all energy savings require homeowners to purchase the newest ‘green’ product. In fact, there are a number of ways to reduce energy consumption by just being aware of usage, and repairing inefficiencies:

- Sealing air leaks around windows and properly insulating can save a household 20% of their heating and cooling costs
- Washing clothes in cold water can save a household around \$40 a year
- Turning off unused appliances and lights can save a household \$100 a year
- Setting your water heater to 120°F can save a household 10% of usage, compared to the preset heat of 140°F
- Changing the HVAC filter will allow the system to work optimally compared to working overtime with a clogged filter
- Lowering heating or cooling temperatures can save a household as much as 1% for each degree the temperature is reduced (Alliance to Save Energy)



CFL LIGHT BULBS

A CFL (compact fluorescent light bulb) will use approximately 70% less electricity than your typical incandescent light bulb because CFLs produce light differently than a classic incandescent bulb, which has a wire filament that heats up until it glows (Energy Star). A CFL bulb has an electric current passing through its tubes containing certain vapors, which will illuminate a fluorescent coating in the bulb. CFL bulbs require more energy to first light up, but after just three minutes it will use significantly less energy. It is optimal for the lifetime of the bulb to have it on for at least 15 minutes when used. A single 13-watt CFL bulb with typical use should save a household about \$12 each year, this compared to a typical 75-watt incandescent bulb; the same stands true for each additional light bulb replaced. CFLs must be disposed of properly due to the vapors enclosed in the bulbs, but most hardware stores will recycle them for you (Energy Star).

CASE STUDY: TEMPLE/PECO CFL DISTRIBUTION

Throughout the Spring 2015 semester, Temple's Community Development Workshop class has been distributing CFL light bulbs to the APM and PEC neighborhoods. PECO donated 50 cases of 13-watt bulbs and 44 cases of 18-watt bulbs for a total of 4,512 CFLs. Given these figures, the EPA Energy Star CFL calculator estimates that these bulbs will have a total savings of approximately \$23,000 each year by reducing energy consumption by 250,000 kWh. Over the lifetime of these bulbs, the community will see a total savings of \$170,000 in energy costs and a total of \$13,000 by not having to purchase replacement bulbs. Below is a link to these calculations:

https://www.energystar.gov/buildings/sites/default/uploads/files/light_bulb_calculator.xlsx?290c-1a85&290c-1a85

PROGRAMMABLE THERMOSTAT

Heating and cooling a home can represent almost 50% of a household's energy consumption. A programmable thermostat allows for a homeowner to have pre-set temperature ranges for different times of the day, thus preventing wasted energy when no one is home. The table below represents the recommended EPA guidelines from Energy Star to achieve the most savings with a programmable thermostat. In addition, having separate zones (i.e. upstairs and downstairs) with two thermostats can help save more energy still, particularly when regulating overnight temperatures. When used correctly, these thermostats can save a homeowner up to \$180 per year in energy costs.

http://www.energystar.gov/products/certified-products/detail/programmable_thermostats



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Setting	Time	Setpoint Temperature (Heat)	Setpoint Temperature (Cool)
Wake	6:00 a.m.	≤ 70° F	≥ 78° F
Day	8:00 a.m.	Setback at least 8° F	Setup at least 7° F
Evening	6:00 p.m.	≤ 70° F	≥ 78° F
Sleep	10:00 p.m.	Setback at least 8° F	Setup at least 4° F

CASE STUDY: POWER SAVER AUSTIN

Austin Energy offers a reimbursement of \$85 for customers who purchase a programmable thermostat and sign up for their energy savings program. As a member of this program, Austin Energy is allowed to override the customer's thermostat for about 15 days each year and adjust the settings by up to four degrees or cycle turn the system off entirely for up to 20 minutes. Through this program, Austin Energy was able to save 45 megawatts of energy, or enough to power 33,000 homes over the summer.

<http://powersaver.austinenergy.com/wps/portal/psp/residential/offerings/cooling-and-heating/power-partner-thermostats>

POWER STRIPS

Most home electronics do not need to be plugged in at all times. Even electronics that are turned off tend to draw a small degree of energy from an outlet. This phenomenon is known as the 'Vampire Load'; it is estimated that Vampire Load is responsible for up to 75% of the electricity used by these appliances. One way to prevent wasting this electricity is to use a power strip; when these electronics are not in use, simply turn off the power strip and it halts the flow of electricity. The average household could save up to \$200 per year by eliminating this Vampire Load and simply purchasing a power strip. For those individuals not wanting to manually turn off a power strip, a variety of automated power strips are now in production, a few of which are listed below:

- Timer - Strip will turn off at given periods during the day.
- Activity - Strip will turn off when there is a lack of activity. (Motion Sensor)
- Master Controlled - Strip will turn off when a designated master device is not in use.
- Masterless - Strip will turn off when all connected devices are not in use.

(<http://www.nrel.gov/docs/fy14osti/60461.pdf>)

CASE STUDY: MASS SAVE

Mass Save is an organization in Massachusetts that runs fundraising programs for local schools; through these programs, students learn about energy efficiency and energy efficient products. The products they deal with for the fundraiser are CFLs and advanced power strips; students are told to act as ambassadors in the



community and sell the lightbulbs for \$1 to \$3 and the power strips for \$15. Not only are students given individual incentives for participation, but also each participating school is allowed to keep 100% of the profits earned.

<http://www.masssave.com/residential/learning-center/ideas-for-saving-energy/energy-saving-fundraiser-programs-for-schools>

WHITE ROOFS

A white roof is one that has been sealed with a product that reflects up to 90% of the sun's light without absorbing it. Reflecting this light rather than absorbing it can reduce internal building temperatures significantly. Such a design is particularly beneficial in warmer months, as it reduces some of the burden on cooling systems, thus requiring less energy. In summer months, a white roof can reduce cooling expenses by up to 20%. Not only is this proven to be effective, but it is rather inexpensive as well. On a citywide scale, white roofs could reduce the regional climate by as much as two degrees.

<http://www.bloomberg.com/news/2014-02-12/white-roofs-could-offset-summer-warming-by-2100.html>

CASE STUDY: NYC °COOLROOFS

New York City has mandated that all new construction from this point forward must be outfitted with a white roof or another, more sustainable alternative. To date, 6,000,000 sq^{ft} of roofs have been converted to white roofs in NYC. The City estimates that it has reduced its carbon emissions by 831 tons through the year 2013 because of the °CoolRoofs program.

http://www.nyc.gov/html/coolroofs/downloads/pdf/annual_report_2013.pdf

WATER HEATER

A hot water heater can account for up to 15% of a household's total energy consumption. By reducing the temperature of the water heater to 120°F, homeowners can save up to \$50 each year. Another option might be to purchase a sleeve that wraps around the water heater and helps insulate it, saving homeowners as much as \$30 every year. New, more energy efficient water heaters are also available, and despite an initial investment of about \$300 more than a standard water heater, the annual \$40-\$80 savings would translate to significant savings after the first three years.

http://www.energystar.gov/index.cfm?c=products.pr_save_energy_at_home

CASE STUDY: TANKLESS WATER HEATER

In 2010, officials in two Florida counties decided to install tankless water heaters in 110 public housing units so they could track its effectiveness; the water heaters used all were gas powered. Gas and water consumption were both recorded pre- and post-retrofit. Prior to the study, officials hypothesized a 40% reduction in gas consumption, but the actual figure was closer to 30%; changes in water consumption were also around 30%.

(<http://www.nrel.gov/docs/fy13osti/55623.pdf>)



ENERGY EFFICIENT BUYING CLUB

It has long been known that purchasing in bulk can save consumers a great deal on everyday necessities, hence the draw to national chains like Sam's Club and BJ's; these stores offer reduced unit prices in exchange for a monthly membership fee. At the community level, buying clubs may be a viable alternative to the relatively high cost of individually purchasing sustainable products. For example, a buying club could offer CFLs to community members at a reduced cost for those residents that do not already have them or would like to purchase additional bulbs.

CASE STUDY: TESCO BUYING CLUB

Tesco, a major supermarket chain in England, recently started a program that provides discounted lighting to their stores and suppliers. By purchasing these new LED lighting systems in bulk, the company was able to save itself and its suppliers 25% on the new lighting fixtures. As a result, Tesco expects an 80% savings compared to its original energy expenses.

<http://www.energylivenews.com/2013/09/27/tesco-to-launch-buying-club-to-help-supply-chain-save-energy/>

IMPLEMENTATION: ENERGY EFFICIENT BUYING CLUB (APM and PEC)

It is recommended that APM and PEC start an Energy Efficient Buying Club as a means of making sustainable products, such as CFLs and other such home appliances, available to the community at a reduced cost. Incorporating also some form of educational workshop is important, as it necessary for residents to understand the benefits of these products and the purpose of the buying club. While it is certainly important to make the community more energy efficient, the top priority in this initiative is for residents to cut down on their energy costs and make energy efficient appliances an affordable option.

The US Department of Energy has created a website called Quantity Quotes through which organizations have the ability to purchase energy efficient products in bulk. Much like other products, a greater quantity translates to lower unit prices. For each of these products, there is a minimum quantity that must be purchased in order to benefit from these reduced prices.

This in mind, the newly formed buying club would need to be properly advertised to ensure that it gains enough interest to make an initial purchase. Participating residents would be required to submit past and future energy bills in order to track cost-savings and other relevant changes. After a short time, the buying club would be able to solicit further participation by incorporating these savings into its marketing strategy.

RESOURCES FOR IMPLEMENTATION

- Quantity Quotes Purchasing
<http://www.quantityquotes.net/>



- Energy Star CFL Calculator

www.energystar.gov/sites/default/files/asset/.../light_bulb_calculator.xls

ENERGY EFFICIENT HOUSING COUNSELING

Energy efficiency is often included in housing counseling programs as an additional means of cost-savings. APM and PEC should consider incorporating such ideas into their current counseling programs to bring these issues to light and help their clients to save on energy costs.

While savings can indeed be predicted, the actual savings that any given client might have is difficult to know, as there are a number of factors at play (i.e. individual participation, seasonal changes, differences in monthly energy consumption, etc.).

It is important to note that energy efficiency is inextricably tied to housing counseling in general; the purpose of this addition is simply to make residents aware of their current energy usage. In doing so, the organization can help to keep their clients out of any utility-related debt and keep them in their homes.

CASE STUDY: KENTUCKY HOUSING CORPORATION (KHC)

The Kentucky Housing Corporation offers housing counseling and education services related to purchasing, owning, and maintaining a home. Although they offer several programs, their counseling program, Non-Delinquency Post-Purchase, contains an energy efficiency component. In this way, KHC looks to provide clients with proper financial management tools and healthy lifestyles by reducing the costs of their utilities.

KHC's housing counseling programs can be accessed at:

<http://kyhousing.org/Home-Buyers/Pages/Housing-Counseling-and-Education.aspx>

For more information, contact KHC at (502)-564-7630.

IMPLEMENTATION: ENERGY EFFICIENT HOUSING COUNSELING (APM and PEC)

Clients of both APM and PEC would greatly benefit from the addition of such concepts to their current programming. The current housing counseling and/or foreclosure prevention office could take on the task and require these additional components. As a part of the program, new renters and homeowners alike should be required to attend a workshop on energy efficiency in the home.

There are essentially two ways that these changes could influence a homeowner's efficiency: Physical and behavioral. Physical changes include those made to the built environment, such as the installation of LED lights or energy efficient showerheads. Behavioral changes involve an individual's habits pertaining to energy usage, such as turning off lights and unplugging unused



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electronics. The following bullet points highlight just some of the ways that an organization can influence these two elements:

- Education and training
- Incentives
- Distribution of sustainable products

APM and PEC can look to their local Neighborhood Energy Center (NEC) and/or Energy Coordinating Agency (ECA) for help in program development and potentially build a partnership with either of the two for the sake of future workshops, some of which could be facilitated by the ECA.

RESOURCES FOR IMPLEMENTATION

- NeighborWorks offers services or partnerships to train community leaders
<http://www.neighborworks.org/Training-Services>
- For behavioral program development visit the American Council for Energy Efficient Economy paper at:
<http://aceee.org/files/pdf/white-paper/saving-energy-with-neighborly-behavior.pdf>
- The MPower Toolkit provides a model for addressing the need for water and energy efficiency upgrades in affordable housing:
<http://gfa.fchq.ca/1-Introduction-to-MPower/>
- OHCD Housing Resource Guide can be found at:
<http://www.phila.gov/ohcd/ASSETS3/Resource%20Guide%202012.pdf>

3. STORMWATER MANAGEMENT

For decades now, Philadelphia has had difficulty managing the amount of pollution entering the Delaware and Schuylkill Rivers; stormwater runoff is the primary culprit. Runoff occurs as a result of excess rainwater or melting snow that runs off the land and into storm drains rather than seeping into the ground, as it should. When this happens, water washes onto driveways, parking lots, roads and other impervious surfaces such as playgrounds; along the way this water collects anything from cigarette butts to candy wrappers to spilled oil, all of which end up in one of the two rivers. Philadelphia's Water Department (PWD) is currently employing sustainable stormwater management techniques to solve the problem, hence the creation of the Green City, Clean Waters program; the program aims to protect and enhance Philadelphia's watersheds by using innovative, 'green' stormwater management.

CASE STUDY: RAIN BARRELS

New Kensington Community Development Corporation (NKCDC) and Point Breeze Corporation (PBC) in Philadelphia have partnered with the Philadelphia Water Department (PWD) to implement rain barrel workshops in the community.



Workshops are scheduled once a month during the summer, between the times of 6:30-8:30 PM. In this session, participants are educated on the various uses of rainwater collection, such as gardening and cleaning cars and sidewalks. Residents who participated in the workshops are not only taught how to use and care for rain barrels, but they also receive a free rain barrel to use at home.

CASE STUDY: 'GREEN' PARKS

Philadelphia Water Department has partnered with Philadelphia Parks & Recreation, as well as a number of city and community groups, to design and implement 'green' parks throughout the city of Philadelphia. These green parks use stormwater infrastructure such as rain gardens, stormwater tree trenches, and permeable paving to allow for proper stormwater treatment and drainage. Thus far, seven green parks (Cliveden Park, Herron Park, Liberty Lands, etc.) have been constructed throughout city; each one features a combination of different sustainable techniques and infrastructures to reduce stormwater runoff.

IMPLEMENTATION: STORMWATER MANAGEMENT (APM and PEC)

The Wells Fargo Green Neighborhood Tool Kit grant includes resources to assist APM and PEC with stormwater management. PWD has committed 80 rain barrels, 40 for each organization, as matching funds for the Wells Fargo grant. These rain barrels must be distributed by the end of the Wells Fargo grant period, August 2015. Therefore, it is important to continue reaching out to the community to sign up for rain barrel workshops. PHS is the organization administering the PWD's residential rain barrel program. At the rain barrel workshops community residents will learn about the various uses of collected rainwater such as gardening, cleaning cars and sidewalks; residents whom participate in the workshops will also receive free rainwater barrels to use at home. PHS also will install each rain barrel.

Lastly, in order for APM and PEC to implement green parks with stormwater infrastructure, a few key steps must first be taken. First, both organizations will need to create a map highlighting current parks and recreational areas that could potentially serve as green parks. Second, both organizations should plan on attending the Green City, Clean Waters quarterly information sessions (meeting times listed in the Resources section below) to stay up-to-date on the city's plans moving forward. After attending the quarterly sessions, the organization should nominate a park for renovation; in order for a park to be nominated, the Community Input for Green Stormwater Infrastructure Form must be submitted to PWD. While awaiting approval, the organization can take part in the Soak It Up Philly program, which allows organizations to adopt parks in their area and potentially receive a grant to fund the park's maintenance.



RESOURCES FOR IMPLEMENTATION

- Philadelphia Water Department offers resources and programs to residents, commercial business, schools, communities, and neighborhood associations whom are looking to implement storm water solutions (<http://www.phillywatersheds.org>)
- Soak Up Philly website and application form for participation: (http://www.phillywatersheds.org/what_were_doing/community_partnerships/programs/soak-it-adoption)

If any questions or concerns may arise during the application process please contact questions@phillywatersheds.org.

- Community Input for Green Stormwater Infrastructure Form: http://www.phillywatersheds.org/whats_in_it_for_you/CI_Index
- Green City, Clean Waters Quarterly Information Sessions are held between the times of 6:00pm to 7:00pm at Municipal Services Building, 1401 JFK Boulevard, 16th Floor Room C. Currently, the next meeting announcement is unavailable.

4. INFRASTRUCTURE MAINTENANCE AND REPAIR

The condition of a neighborhood's physical environment is vital to the safety of its residents. As such, it is important that this infrastructure be properly maintained and that any unsafe conditions are reported to the appropriate authorities. In a city like Philadelphia, it is easy for citywide organizations to overlook neglected pieces of infrastructure. Philly 311 is a user-friendly service put in place to make it easier for residents to report such infractions to the City.

PHILLY 311

Philly 311 is a one-stop directory for Philadelphia's infrastructure repair and maintenance. From trash removal to building construction to vacant lot cleanups, Philly 311 can answer questions and direct residents, businesses, and property owners to the appropriate city resources. The program also has a unique mobile app that allows residents to report infrastructure repair and maintenance issues without calling the city's local departments. The application can be used to report the following problems and more:

- Pothole Repair
- Illegal Dumping
- Graffiti Removal
- Abandoned Automobile
- Maintenance (Residential & Commercial)
- Vacant Lot Cleanup



- Rubbish and Recycling Collection

CASE STUDY: NORTH 5TH STREET REVITALIZATION PROJECT

North 5th Street Revitalization Project (a branch of the Korean Community Development Services Center) adopted Philly 311 in the summer of 2014. Every week throughout the summer, student interns would canvas the corridor, documenting any illegal dumping, graffiti, or potholes that needed repair. The interns were in charge of creating an Excel sheet to document the location and condition of these sites. Weekly updates were provided in accordance with their Philly 311 log to ensure waste management companies and the Philadelphia Streets Department processed the necessary items. At the end of the summer, the interns noticed that short dumping was usually removed two to four days after submitting the complaint, while vacant lot cleanups took about one to two weeks.

IMPLEMENTATION: PHILLY 311 LIAISON PROGRAM (APM and PEC)

APM and PEC can implement the Philly 311 program and training with their Community Connectors, block captains, and merchants (particularly those merchants that have an established relationship with the organization). Currently, Community Connectors from both organizations have a strong presence in the community. The Philly 311 program will serve as a useful tool for Connectors to document and record any issues they come across while canvassing the commercial corridor and/or participating in community events.

Implementation of the Philly 311 Community Liaison Program will involve training both current and future Community Connectors. Therefore, the first step is to work with Philly 311 to organize a training session for Connectors, block captains, and local merchants alike. Philly 311 will provide computers and other necessary materials, but participants will need to have a smart phone in order to download the mobile application.

Contact details for the training program are as follows:

Phone 215.686.8686

Email: Philly311@phila.gov,

or contact Daniel Ramos at:

Phone: 267.319.2158

Email: daniel.ramos@phila.gov.





SOCIAL SOLUTIONS

Social equity is the idea that every individual – no matter his or her race, socioeconomic status, religion, gender, or sexual orientation – deserves an equal opportunity to succeed in life. That opportunity begins with the inalienable rights laid out in Jefferson’s Declaration of Independence: Life, liberty, and the pursuit of happiness. To achieve this ideal for everyone in our society, we must begin by enabling each individual person to have a safe, healthy, and productive lifestyle. This section seeks to improve community-based social equity in the APM and PEC service areas by addressing the following issues:

1. Healthy Lifestyles
2. Crime Prevention & Awareness
3. Community Capacity Building

PEC’S CURRENT SOCIAL EQUITY INITIATIVES

PEC has a number of projects it has implemented to promote healthy lifestyles in its community of West Philadelphia. For example, it has partnered with health agencies as a means of providing healthcare services to its community members. Additionally, PEC provides pantry foods and mental health services to its residents through the community cupboard and various life skills workshops, respectively.

Through a partnership with LISC, PEC has introduced a Community Connectors program through which selected community members are given work experience, an hourly wage, and an opportunity to positively impact their community by working on development programs within the community itself. In addition, PEC has a Block Captains program in which residents volunteer to oversee the block they live on and distribute information to their neighbors on current initiatives and upcoming events. Block Captains are similar to Green Guides, as they rely on connections with their neighbors to encourage participation.

Community members in the PEC service area identified safety as one of their top five priorities, as seen in the organization’s *Make Your Mark* plan. To help residents feel safer, PEC aims to improve lighting, increase crime reporting, and help form a neighborhood watch.

People’s Emergency Center is also very active in community engagement; their Community Connectors allow them to keep a close eye on the community’s wants and needs. Representatives from the organization are always present at community events as a way of making their presence felt and providing information when necessary (the community bulletin board serves this purpose as well). They also have members serving on the board of the Neighborhood Advisory Committee (NAC) so that they can further integrate themselves into the community. Finally, they have a number of different activities throughout the year



that encourage residents to get outside and be active in their community, such as the following:

- Annual Jazz Fest
- Cleanups
- Expungement Clinic
- Food Cupboard
- Movie Night
- Our Closet
- Resource Tables
- Second Fridays

APM'S CURRENT SOCIAL EQUITY INITIATIVES

APM has implemented a food-buying club in which residents are able to purchase wholesale, healthy foods for lower prices than at conventional grocery stores. The organization also provides early intervention services to assist children with developmental problems. APM provides other mental and physical health services as well, such as psychiatric evaluations, intervention, education, and testing for various ailments.

In partnership with LISC, APM has developed an implementation program for Crime Prevention Through Environmental Design (CPTED) within the SCI service area. Together, they have implemented these tactics at Rainbow de Colores Park to deter crime in the immediate area. Similarly, by using CPTED methods they successfully reduced crime at the corner of 5th and York Street by 50% from the year 2011 to 2012 (APM SCI Eastern North Report Card, 2011-2013).

Much like People's Emergency Center, APM focuses a great deal on community engagement. They, too, have members of their organization that sit on the local NAC's board, and the following is a list of community events they facilitate:

- Astronomy Night
- Cleanups
- Fotalaza Community Day
- Game Night
- Gift of Love Children's Benefit
- NAC Health Fair
- Parents Cafe
- Sugar Cane Festival
- Teen Cafe
- Teen Parenting Class



1. HEALTHY LIFESTYLES

Healthy living is a cornerstone of social equity, as it lays the foundation for an overall productive lifestyle. The Food Trust has provided extensive information on the lack of healthy food provided in many parts of Philadelphia. In addition to the poor accessibility of healthy foods, residents of low-income neighborhoods also have rather limited options for physical activity. According to a study by the Harvard School of Public Health on environmental barriers in cities, low-income populations are three to eight times more likely to lack high quality recreational facilities (2012).

Mental health is also a common concern in such contexts, as this often translates to family turmoil and/or drug abuse, neither of which is conducive to a healthy lifestyle.



Figure 7 West Philadelphia Fresh Grocer

Food buying clubs provide an opportunity for expansion of food access in neighborhoods that lack nutritional food. Food buying clubs are effective in low-income neighborhoods because they provide healthy and fresh foods to members of the community for lower prices than at a grocery store. The Philadelphia Health Department recently reported that the leading cause of death in Philadelphia was heart disease, an ailment that is often attributed to one's dietary and lifestyle choices, making access to healthy foods all the more important (Herr, 2014).

CASE STUDY: ASOCIACIÓN PUERTORRIQUEÑOS EN MARCHA (APM)

Recognizing this need in its own community, APM recently implemented a food buying club through which participating residents purchase food from the club at wholesale prices. According to its members, the club is a convenient alternative to driving out to a grocery store after work. Not only does this save time, but it allows the community to have more control over the types of food they have access to, including specific ethnic foods that may not otherwise be available (Boyajian, 2013).

IMPLEMENTATION: INTRODUCE A FOOD BUYING CLUB IN PEC'S SERVICE AREA

To implement a food buying club, the organization must first make a bulk order of food for resale. After this initial purchase, the organization should advertise its first resale event, document which foods seem to be in highest demand at the resale, and create a system through which residents can request certain foods. Much like APM's current model, PEC should designate a time and place that residents can pick up their orders; ideally, these pickups will occur more than once each week to allow working residents an alternative date and time.

The following lists some additional steps in forming such a club:

- Identify whom the organization will serve, and what they want. This will involve reaching out to neighbors, providing them information on this club, and ask what they want to see (compile a list/brochure for the public, see Appendix)
 - Identify a program director, as well as additional staff who will assist in implementation
 - Find funding for food access (see below)
 - Make capital investments for necessary items (i.e. fridge, van, pick-up space, etc.) and decide whether or not the organization would like to assist in food preparation
 - Partner with a local wholesale provider
 - Hold a small community meeting to explain the logistics of the club
 - Decide whether or not to include a membership fee
 - Decide how the club should collect money (when ordering or picking up?)
 - Decide how food will be distributed (pick-up location, delivery, etc.)
- (Capps, 2011)

NOTE: The organization will need a license if it chooses to prepare food or sell beverages.

RESOURCES FOR IMPLEMENTATION

- The Reinvestment Fund provides financing for distribution centers to provide fresh food



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(<http://www.trfund.com/financing-development/food/>)

- Wholesale food provider in Philadelphia:
<http://www.pwpm.net/>
- See Appendix for more funding resources

IMPLEMENTATION: EXPAND APM'S FOOD BUYING CLUB

APM has shown interest in expanding its current healthy food initiatives to provide more variety and possibly cold goods. Perhaps they could also expand on their current capital and purchase a van to transport the food. In addition to this, APM could consider shuttling residents to and from the pick-up location to make it more accessible to those that live further away from the site.

In addition to a van, APM should consider purchasing a refrigerator to allow for cold food storage, enabling them to offer a greater variety of food to their residents. To effectively expand upon its current efforts, the organization should apply for grants that focus on healthy food in distressed neighborhoods. Furthermore, they should strengthen their recruitment efforts, using Community Connectors to canvass residents and spread the word about this club. By increasing participation, APM is not only reaching a greater portion of their community, but they will also be more likely to find interested funders.

RESOURCES FOR IMPLEMENTATION

- The USDA has an initiative to help with implementing and expanding services for food retailers, including nonprofits
(<https://apps.ams.usda.gov/fooddeserts/grantOpportunities.aspx>)
- The Healthy Food Financing Initiative provides funding for Economic and Community Development programs that increase food access
(<http://www.healthyfoodaccess.org/funding/available-funding/hffi-community-economic-development-plan>)
- Consumer Reports provide information on what kind of refrigerators to use for different purposes, according to a variety of specific needs
(<http://www.consumerreports.org/cro/refrigerators/buying-guide.htm>)

HEALTHY CORNER STORES

Residents living in communities with an absence of supermarkets are left with only local corner stores for everyday food purchases. Unfortunately, these stores typically do not carry fresh, healthy foods like fruits and vegetables, leaving much



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to be desired in these residents' cupboards; areas such as this are defined by the United States Department of Agriculture (USDA) as food deserts.

Increasing access to healthy food choices is paramount to the development of low-income neighborhoods, as there are countless consequences for an unhealthy diet including an increased risk of obesity, diabetes, and heart disease. <http://apps.ams.usda.gov/fooddeserts/fooddeserts.aspx>

Children and young adults are also greatly affected by such limitations, as they tend to stop by these stores on their way to and from school, influencing their eating habits at an early age. A study conducted by Temple University's Center for Obesity Research and Education and The Food Trust found that 53% of the Philadelphia students interviewed shop in corner stores at least once a day, and on average, they purchase 356 calories in snacks and beverages per visit. http://thefoodtrust.org/uploads/media_items/healthier-corner-stores-positive-impacts-and-profitable-changes.original.pdf

The Food Trust is a nationally recognized nonprofit headquartered in Philadelphia whose mission is to "ensure that everyone has access to affordable, nutritious food and information to make healthy decisions." The Food Trust believes that local corner stores (i.e. bodegas, Mom & Pop's) can become key partners in helping to foster healthier communities by increasing their store's capacity to sell and market healthy items.

In 2004, the Healthy Corner Store Initiative was piloted to support storeowners whom were committed to making healthy changes for their customers. In partnership with the Philadelphia Department of Public Health's *Get Healthy Philly Initiative*, the program has become a citywide network. It now provides a variety of training, technical assistance, and changes in infrastructure to increase healthy food inventory and provide customers with educational tools within the stores. <http://thefoodtrust.org/what-we-do/corner-store>

Partnering with these corner stores is an effective strategy to improve healthy food access in underserved communities. Storeowners are asked only to make gradual changes, and financial and technical support is available every step of the way.

Overall, storeowners responded rather positively to the initiative, as it shows their customers that, if given the financial support, they are willing to bring about positive change in the neighborhood. The most common barrier to a store providing healthy foods in the first place is the inability to store perishable goods. Fortunately, to install this kind of equipment (i.e. refrigeration systems) typically does not require large-scale investment or renovation.

So first of all, what is a corner store? The Food Trust defines it as having less than 2,000 square feet, four aisles or less, and one cash register. Stores that fit these criteria are eligible to participate in the Healthy Corner Stores Initiative; in



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Philadelphia, the program targets those ZIP Code areas with the lowest income according to US Census data. These high priority Zip Codes are then divided into three tiers, the first of which receives the most support; both APM and PEC's service areas fall into the first or second tier.

Ongoing recruitment for this program is based on referrals from participating storeowners and community partners, as well as outreach efforts to other storeowners. Eligible businesses that wish to participate are then assessed on their readiness to introduce healthy products and are enrolled in the Philadelphia Healthy Corner Store Network.

There are five phases of the initiative; stores begin with Phase 1 by introducing four new healthy products into their store and implementing a marketing campaign. There is a \$100 incentive for each year of participation at this step.

Phases 2 and 3 require stores to display marketing materials from the Healthy Food Identification campaign and participate in at least one training session on selling healthy products and, more generally, managing one's business. Training is one-on-one, in-store, and free of charge, covering topics related to the sale of healthy products. Finally, in Phases 4 and 5 businesses are provided equipment that allows them to properly store and display their new products; at this point, the store is officially given Healthy Corner Store Certification.

The expected outcomes of this initiative involve three dimensions: healthier choices, healthier businesses, and healthier communities. Participating businesses report an overall increase in weekly profits and customer traffic, all of which they attribute to their involvement in the Healthy Corner Store Initiative. In fact, two stores that had been a part of the pilot program have since experienced a 60% increase in fresh produce sales.

CASE STUDY: CHRISTIAN FOOD MARKET – PHILADELPHIA, PA

Christian Food Market is located in South Philadelphia; owner Ramon Fernandez is an immigrant from the Dominican Republic, and he has operated the store with his family for over five years. The first items Ramon introduced into his store as part of the initiative were a few fresh vegetables, canned fruits, and water. Ramon realized that people liked the new healthy products, and this inspired him to expand his selection of produce. In April of 2011, he received conversion equipment, including a single door refrigerator and a produce rack and baskets. At this point he was able to expand his inventory of fresh produce and low-fat dairy products, allowing his store to become WIC certified.

Ramon credits the Healthy Corner Store Initiative for encouraging him to sell products that he otherwise would not have seen as being profitable; the changes have since reached his own household, convincing he and his family to improve their own eating habits. Since the final renovations were made, Ramon reports sales of more than 15 different fruits and vegetables, 50 fruit salads each day, and



5 cases of bananas each week. In total, Ramon’s weekly fresh produce sales have gone from approximately \$300 to an impressive \$1,200.

http://policylinkcontent.s3.amazonaws.com/Christian%20Food%20Market%20Case%20Study_0.pdf

IMPLEMENTATION: HEALTHY CORNER STORES (APM and PEC)

APM and PEC should be canvassing business owners in their respective service areas and talk to them about the program. Interview customers of each individual business to rally support for the storeowner and gauge the effectiveness of the program in that particular area. Explain to storeowners the many social and economic benefits of the program, using examples from similar neighborhoods in the region. Take note of which stores may be interested and contact the program coordinator, whose contact information is listed below; be sure to follow up with those stores that express interest.

APM should use requests from the Food Buying Club to make suggestions about what these stores should sell. A number of resources are available on The Food Trust’s Healthy Corner Stores Initiative webpage (i.e. print outs, flyers, factsheets, etc.) that Community Connectors can use when canvassing businesses. In addition to these resources, perhaps the “Sell Healthy Guide” could be useful for businesses to begin making some changes of their own.

http://thefoodtrust.org/uploads/media_items/phcsn-sell-healthy-guide.original.pdf

Contact:

Brianna Almaguer Sandoval at The Food Trust
bsandoval@thefoodtrust.org
215-575-0444 ext.130 for more information

For bulk copies of brochures about the Healthy Corner Stores Initiative, please email rebecca.winkler@phila.gov.

COMMUNITY GARDENS

Community gardens serve a variety of purposes for a neighborhood including education, healthy eating, and entrepreneurship for members of the community. Not only does it provide residents with a source of fresh, affordable produce, but it also enhances the neighborhood’s overall appearance. Residents in the APM service area have initiated such projects in the past, but they often struggle to maintain the garden properly, allowing it to become overgrown and unsightly. APM should support community members with these projects by helping to determine appropriate sites for gardening, providing materials, or disseminating information on best practices.





Figure 8 Philadelphia Urban Creators

CASE STUDY: LAS PARCELAS

Las Parcelas is a community garden located in Northeast Philadelphia; boasting more than 40 individual lots, the space was created as a means of cultivating education within the neighborhood, focusing on Hispanic culture and healthy eating. In particular, the garden serves youth ages 14 to 20 and encourages them to volunteer at least 15 hours every month. This provides a support system that drives others to maintain the garden throughout the rest of the year, as the youth only maintain the garden from March through October. In order to fund the garden's maintenance, volunteers also set up a produce stand adjacent to the lots to sell the harvested produce.

<http://www.myneighborhoodproject.org/site/en/component/content/article/18-our-gardens/6-las-parcelas>

IMPLEMENTATION: COMMUNITY GARDENS (APM and PEC)

Establishing a successful community garden is no easy task. To help guide community partners interested in doing so, the American Community Gardening Association (ACGA) has created a list of steps that must be taken for a local CDC to properly facilitate a community garden:

1. Organize a Meeting of Interested People
 - Determine whether or not a garden is truly needed, and if so who it will ultimately benefit and how it will do so
2. Form a Planning Committee
 - Create committees that will manage specific tasks (i.e. youth activities, funding, etc.)

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3. Identify All Your Resources
 - Assess the community's local assets, including but not limited to: Landscapers, horticultural societies, and municipal planners
4. Approach A Sponsor
 - Identify potential partners to solicit donations of tools, seeds, and other resources
5. Choose A Site
 - Determine necessary sunlight and water availability
 - Test for site contamination
 - Attempt to the lease the property
 - Consider the need for public liability insurance
6. Prepare and Develop the Site
 - Clean the site and create a design
7. Organize the Garden
 - Decide how the lots will be allocated and how many will be available
8. Plan for Children
 - Designate a small plot of land for educational purposes, allowing children to learn from the garden without affecting its yield
9. Determine Rules and Put Them In Writing
 - Allow the gardeners to establish some ground rules regarding dues, plot allocation, sharing tools, etc.
10. Help Members Keep In Touch with Each Other
 - Facilitate communication between members by way of an email list, telephone tree, rainproof bulletin board, etc.

PHS GARDEN TENDERS

The Pennsylvania Horticultural Society offers classes to individuals interested in starting a community garden schools, churches, and vacant lots. Individuals gain hands-on gardening experience and strategic help for starting and successfully maintaining the garden; this includes information on how to recruit and retain gardeners and volunteers. PHS also provides assistance on finding resources to expand the community garden.

<http://phsonline.org/greening/garden-tenders>



RESOURCES FOR IMPLEMENTATION

- ACGA Funding Opportunities
(<https://communitygarden.org/resources/funding-opportunities/>)
- Grounded in Philly provides a legal toolkit for community gardening and next steps for organizations interested in starting one in the Philadelphia area
(<http://www.groundedinphilly.org/resources/>)
- Philadelphia Activities Fund provides small grants to programs and organizations supporting education
(<http://phillyedgrants.org/2015/03/03/philadelphia-activities-fund/>)

WALKING CLUBS

Walking is a broadly accessible form of physical activity that is safe and widely inclusive, as it is something in which people of all ages and backgrounds can take part. It is a simple form of physical activity, and more importantly it can act as a gateway to further community engagement.

Encouraging more walking in underserved communities is important because of its benefits to both physical and mental health. A lot of these communities are often food deserts (as noted previously in this section) and therefore suffer from



Figure 9 City of Rochester Walking Club

poor nutrition and other related illnesses. Frequent walking can help to offset some of these health risks.

C3 Collaborating for Health is a charity organization dedicated to the promotion of good health by working to stop smoking, promoting good eating habits, and encouraging regular physical activity. In a 2012 report on the benefits of regular walking, the

organization determined the following:

- 15 minutes each day can . . .
 - Add as many as three years to one's life expectancy
 - Significantly reduce the risk of developing Type 2 diabetes
 - Decrease body weight, BMI, body fat percentage and waist circumference

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- Increase HDL ('good') cholesterol and increase muscle endurance
- Have positive affects on people suffering from chronic lung disease, arthritis, and lower back pain
- One hour each week can . . .
 - Lower risk of coronary heart disease (including those who are overweight, who smoke, or have high cholesterol)

<http://www.c3health.org/wp-content/uploads/2009/09/C3-report-on-walking-v-1-20120911.pdf>

Aside from its obvious health benefits, a walking club can also help to promote things such as accountability, motivation, safety, and socialization.

Flyers showing the benefits of walking can be found in the Appendix and may serve to be a valuable tool in recruiting members for the club.

CASE STUDY: CALIFORNIA CENTER FOR PHYSICAL ACTIVITY

The California Center for Physical Activity has designed a 45-page "Walk Kit" dedicated to local program coordinators as a guide for them to start a walking program. It is designed to provide the steps needed to create successful walking groups in communities, including basic information and resources that can be applied in virtually any neighborhood.

Link to Walk Kit: http://www.caactivecommunities.org/wp-content/uploads/2011/03/walk_kit_v4.pdf

IMPLEMENTATION: WALKING CLUBS (APM and PEC)

For this and similar activities within the community, Community Connectors would be useful in not only promoting, but also participating in the walking club. In this way, Connectors would have the opportunity to speak with residents in a more casual manner to identify any specific concerns they might have about the community.

Before beginning the club, a survey or quick meeting should be utilized to determine when and where the walking club would go about their business. For promotions, use the flyers mentioned previously that describe the many benefits of regular physical activity, distributing them at schools and afterschool events for parents and teachers to see. If, for example, the club were to meet every Tuesday and Thursday, perhaps Tuesday's could be dedicated to "Mother's with Children" while Thursday is strictly for adults. Whatever the case may be, the routes should begin and end in the same location each time, one that is equally accessible to all residents in the community.

To start off, have a kick-off date that is widely publicized so as to attract as many residents as possible. Begin with a short, once-a-week route, later building up to longer routes that take place multiple days in a week.



For other suggestions, reference the Walk Kit mentioned in the above case study (also available in the Appendix).

ADDITIONAL RESOURCE: AMERICA WALKS

America Walks is an advocacy organization dedicated to making American cities more walkable. Through state and local policies, their hope is to help create “safe and attractive public places” so as to encourage communities across the nation to partake in alternative modes of transportation (i.e. walking, biking, etc.). America Walks’ website includes many resources for new advocates, walking clubs, and more.

<http://americawalks.org/>

HEALTHY HOMES

A clean home is a vital aspect of a homeowner or renter’s healthy lifestyle. By understanding how to properly maintain their homes, residents can effectively prevent illnesses caused by airborne chemicals and particulate. The Environmental Protection Agency (EPA) has outlined a number of issues that can result from an unclean home, some of which include asthma and nausea; this problem, compounded with an aging housing stock, creates a tremendous need for education (EPA, 2014). Information on how to maintain one’s home while also avoiding products that use harmful chemical agents is widely available to the public, some of which is highlighted in the following Resources section.

As for the cause of such unhealthy conditions, the EPA has highlighted some of the most common offenders:

- Pet dander
- Mold/mildew from humidity
- First- and secondhand smoke
- Mercury from fluorescent bulbs
- Lead poisoning from old paint and toys
- Carbon monoxide from heating and cooling appliances
- Pesticides
- Dust

CASE STUDY: HEALTHY HOMES COALITION OF MULTNOMAH COUNTY

The Healthy Homes Coalition is dedicated to providing information to its residents on how to maintain a healthy, livable home. More specifically, it focuses on education pertaining to prevention, standards, remediation, and tenant/homeowner responsibilities. The group is comprised of various parties including politicians, community development practitioners, and property owners.

<http://hhcinfo.blogspot.com/p/history.html>



IMPLEMENTATION: HEALTHY HOMES (APM and PEC)

PEC and APM can begin by implementing an educational campaign that focuses on air quality and sustainable cleaning products. The Pennsylvania Department of Environmental Protection (DEP) provides information on how to find such products, as well as how to dispose of more harmful chemicals (see Appendix). Additionally, the EPA has created a brochure on the types of chemicals and pollutants that can affect homes, available in both English and Spanish (see Resources section below). Listed below are a few possible opportunities for community outreach:

- Community Connectors can pass out flyers to the public
- Health fairs to disseminate information in large numbers
- Workshops for residents to learn and practice sustainable behaviors

Information is also available on how to supplement mainstream cleaning products with healthier, homemade products; examples of this include baking soda, lemon, soap, and vinegar. These alternatives (see below) can clean a home with relatively little costs to the residents.

RESOURCES FOR IMPLEMENTATION

- The EPA provides information on how to combat issues of air quality via virtual tour (<http://www.epa.gov/iaq/iaqhouse.html>)
- The National Housing Center (<http://www.nchh.org/Resources/Healthy-Housing-Links.aspx>)
- Michigan Healthy Homes Brochure (https://www.michigan.gov/documents/mdch/HHU_Brochure_website_273499_7.pdf)
- Formulas and ingredients for homemade cleaning products (http://eartheasy.com/live_nontoxic_solutions.htm)
- EPA – Healthy Homes

English Version:

(<http://www.epa.gov/region1/healthyhomes/pdfs/healthyhomes.pdf>)

Spanish Version:

(<http://www.epa.gov/region1/healthyhomes/pdfs/healthyhomes-spanish.pdf>)



2. CRIME PREVENTION AND AWARENESS

“Community Development efforts seek to create neighborhoods that are safe, family-oriented, and equitable places that can be enjoyed by all.”

Promoting safety is paramount to the development of future community development efforts. Through upgrades in the physical infrastructure and Crime Prevention Through Environmental Design (CPTED) tactics, neighborhood safety can be increased tremendously. These methods not only increase the community’s awareness of such criminal activity, but they also work to engage residents in the planning process.

This section makes recommendations for increasing neighborhood safety based on the context of each respective service area. Examples are used from a number of case studies examining similar CDCs and their communities; as such, these examples have been used to inform the suggested steps toward implementation for both organizations.



Figure 10 LISC

CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN

“Crime Prevention through Environmental Design (CPTED) is a methodology that directly addresses the relationship between the physical environment and the incidence of crime. . . . Interpretation and implementation continue to vary, but the rise of community policing efforts and Problem-Oriented Policing as an approach by police departments have solidified CPTED’s role in future planning and community development efforts.” – LISC Philadelphia

The emergence of CPTED techniques began in the early 1960’s and has since grown into a large body of knowledge today. The basic premise of CPTED is to design areas that are crime deterrent in nature, through increasing natural surveillance and legibility of environment.

The main principles upon which CPTED techniques are founded are:

- **Territoriality** – The capacity of the physical environment to create a feeling of neighborhood and encourage residents to exercise surveillance over the area of defensible space
- **Surveillance** – The capacity of physical design to enable residents to casually & continually survey a public area
- **Image** – The capacity of design to improve building image and avoid stigma
- **Environment** – The influence of a neighbor’s geographical juxtaposition with safe or unsafe areas (Bell, 2014)

Furthermore, lighting the streetscape is one way to increase the amount of eyes on the street, as lighting is one of the major components of CPTED. It creates a sense of natural surveillance, and if someone believes that they are being watched, they are less likely to commit a crime.

CASE STUDY: APM’S RAINBOW DE COLORES CPTED

The Rainbow de Colores Playground was a CPTED collaboration effort among residents, funders, and the local police district. 5th & York Street, where the playground is located, was identified as a crime hotspot due to illicit drug activities and violent acts. Stakeholders wanted to provide families and youth with a safe place to play, while at the same time empowering residents to take action in their safety.

While assessing the current condition and issues with the park, stakeholders realized the park needed maintenance and capital improvements. Improvements included new lighting, pruned trees, park equipment, a new layout, and painting. New programming created the opportunity for more people to take ownership of Rainbow de Colores, and in turn, crime activity diminished.



Using the CPTED guidelines, stakeholders were able to see gains in safety and in quality of life. In one year, crime in that area decreased by more than 50%; gun-related criminal activity, in particular, decreased even more substantially (APM, 2013).

IMPLEMENTATION: PORCH LIGHT CAMPAIGN PILOT (APM and PEC)

One way to establish the CPTED principle of territoriality – a sense that the residents are keeping an eye on the street – is to improve street lighting. This can be achieved on residential blocks by implementing a porch light campaign to encourage residents to turn on their porch lights to increase visibility on the sidewalks and to discourage crime.

The following steps must be taken to determine success:

- Target a block that has high, or relatively high crime
- Track crime statistics prior to implementation
- For every household that has a working porch light, have Connectors replace the porch light fixture
- For residents that admit to not regularly turning on their porch light, have the Connectors install a Digital Light timer
- Monitor this block for one year to see if there is any significant reduction in criminal activity
- If results are positive and conclusive, use these to secure further funding for expansion
- Include an educational program to assist residents participating in the pilot program

Websites such as lightbulbdirect.com sell 14-watt CFL bulbs for \$2.20 each. If both APM and PEC were to purchase bulk orders of CFL bulbs, they could distribute these to residents at a small cost or entirely free of charge. Connectors could install a Digital Light timer similar to the Utilitech Digital Timer, which retails for about \$25.

CRIME AWARENESS

Crime awareness is fundamental in preventing crime; if residents are not made aware of crime in their community, they cannot take steps to organize, speak out, and prevent it. For this reason, it is vital that the community be informed of crime in their neighborhood. Modern technology has made it easier than ever to stay informed with respect to criminal behavior on a local scale. Oftentimes, local police forces publish surveillance video and other information regarding crime to encourage residents to turn criminals over to law enforcement. However, if residents are not made aware of the crime in the first place, it makes this process



more difficult. Sharing experiences with one another is one way that residents can increase their awareness of various criminal activities.

Currently, the most widely employed method for increasing crime awareness in the United States is through Neighborhood Watch Groups, otherwise known as NWGs. This is perhaps the most easily employed and most effective way to reduce neighborhood crime. As of 2000, 41% of the U.S. population lived in a neighborhood that is protected by a Neighborhood Watch Group, making these groups the largest active civilian organization for crime prevention in the county, allowing residents to self-regulate through organization and communication. (National Crime Prevention Council, 2000).

CASE STUDY: NEIGHBORHOOD AWARENESS REDUCES CRIME

In the year 2000, a neighborhood in Chesapeake, Virginia was suffering from a series of burglaries and thefts from vehicles in the area. The subdivision of Strawberry Acres decided to do something about the recent spike in crime. Led by local resident Don Lounsbury, whose home was burglarized, a petition to form a local neighborhood watch quickly garnered more than 100 signatures.

At first, Lounsbury thought the burglary of his home was an isolated incident, but then he began talking to his neighbors and quickly realized the severity of the problem. After a break in involving the home of a military family who was out on duty, the community responded by organizing and sharing experiences. In 1998, Strawberry Acres had 176 reported larcenies, burglaries, auto thefts and arsons. One year after the community decided to organize, this number was reduced by 57%. This was the largest decline in crime as reported by The *Virginian-Pilot's* analysis of property crime statistics, according to the City of Chesapeake's 33 census tracts (Misselhorn, 2000).

IMPLEMENTATION: CRIME AWARENESS (APM and PEC)

1. Form a Neighborhood Watch (APM and PEC)

Neighborhood Watch programs build the capacity for the community to police itself. It shows would-be criminals that there are residents in the community who care about their surroundings and will report them to the police.

- Resources: [How to Start a Neighborhood Watch](#)

2. Partner with Temple Police to expand Service Area to APM Neighborhood

Temple University has recently expanded their service boundary to include North 17th Street to the West, but has not recently expanded east. We recommend partnering with Temple University to expand the service area East to include portions of the APM service area.

- **Contact:** James Creedon-Temple University Senior Vice President for Construction, Facilities, and Operations.



3. Partner with Drexel Police (PEC)

The Drexel Police Department is a full-time municipal police service operating in the PEC neighborhood. They provide regular patrols by bike, foot, and car of their service area and exist to provide safety for the community. Currently, the Drexel Police website provides up-to-date crime reports and statistics that can be utilized to target hot spots in the area. They also provide free (to Drexel students and faculty) self-defense programs for women. It is our recommendation that PEC partner with the Drexel Police Department to expand this program to their own community. More information can be found here:

- [http://drexel.edu/publicsafety/crimeprevention/programs/Frequently Asked Questions/](http://drexel.edu/publicsafety/crimeprevention/programs/FrequentlyAskedQuestions/)
- <http://drexel.edu/publicsafety/crimereporting/Overview/>

4. Create a Text-Messaging Service (APM)

It may be of interest for APM to start a crime alert text-messaging service to bolster community outreach. Currently, PEC has a community-based text messaging service, so we recommend modeling the service very similar: The operational software for PEC's text messaging service is:

- Celly, found on the web at: www.cel.ly

This service allows the user to create custom SMS blasts and integrate various forms of social media all for free to subscribers. The text-messaging service could be utilized for a number of functions, including but not limited to: event information, crime updates, citizen mobilization, and information pertinent to the existing APM programming.

5. Start a Safety Blog (APM)

For APM, we recommend starting an internet-based safety blog. The Philadelphia Police (26th District) has an existing blog with regular updates of crime in the area. This blog contains images and surveillance videos of crime, however it can be difficult for the average citizen to come across this information unless they were looking for it specifically.

If APM could leverage this information, translate & promote it to the community, overall awareness surrounding crime would be elevated. This would lead to increased public safety and a more informed community overall. To implement this blog, we suggest starting with a user-friendly site such as: Facebook, Word Press, or integrating it with APM's current website.

In order to carry out this task, we suggest working with a dedicated community member who would regularly update the blog with the information made available through PPD's blog. Similarly, this project could be undertaken by an intern who would specifically work on Communications and Outreach for APM.

6. "Phone Tree" to call police (APM and PEC)

When crime occurs, residents alert their neighbors to call police in succession to create strength in numbers and force a more urgent response from police.



Multiple residents can record response times, and if they fail to respond in a timely manner they should report it to the local media.

POP-UP PARKS: ACTIVATING SPACES AND ENGAGING RESIDENTS

While physical improvements in the infrastructure of a community can certainly alleviate crime, creating more “eyes on the street” can allow for the same effect. Renowned author and urban thinker, Jane Jacobs, was among the first to argue that by increasing the overall number of eyes on the street, there is ultimately an increase in the overall safety of an area (Wekerle, 2000). She identified that it is important to have a constant flux of people watching the streets, formally or informally. Furthering this notion, Jacobs states,

The safety of the streets works best, most casually, and with least frequent taint of hostility or suspicion precisely where people are using and most enjoying the city streets voluntarily and are at least conscious, normally, that they are policing. (Jacobs, 1961)

When the citizens of a community are actively involved with social engagements outside with their neighbors, they express an informal type of community policing by remaining aware of the happenings around them. Promoting initiatives that encourage residents to be outdoors and involved in a social context helps to increase natural surveillance.

CASE STUDY: NEWBOLD NEIGHBORS ASSOCIATION

In 2014, there was a porch light campaign to deter crime in South Philadelphia by increasing the number of residents using porch lights. The Newbold Neighbors Association is encouraging residents to keep their porch lights on at night to promote safety in the neighborhood. In their quarterly report, they suggest for residents to have functioning light fixtures in the front and back of their homes. http://www.newboldneighbors.org/media/11868/nnaquarterlycrimebulletinjanuary2015toapril2015_2_.pdf

Oftentimes, community-based organizations are not afforded the luxury of completely redesigning a space using CPTED techniques in order to deter crime; the process can be costly due to infrastructure upgrades and the costs associated with labor. We understand that upgrading the physical infrastructure of an entire neighborhood is a time consuming, resource intensive task. A more practical strategy may be to utilize spaces – ones that typically are not utilized in such a deliberate and positive fashion – for a variety of social gatherings. When criminals see that spaces are being utilized for positive social activities, it deters them from participating in antisocial behaviors in that same area.

A trend that has been garnering national attention recently is the implementation of temporary **pop-up parks** and **parklets**. This trend has been widely employed in cities such as New York and San Francisco (Saffron, 2012). Pop-up parks are a good way to quickly and easily create spaces for public recreation, usually in

places that are not typically thought of for such activities, such as vacant lots or street parking.

At Philadelphia's 30th Street Station, the recently redeveloped public space entitled "The Porch" was designed to engage the station's clientele by providing new café-style seating with umbrellas, planters, and space for activities such as farmer's markets (Saffron, 2012). Today, The Porch has become a more actively utilized space, and has proven to be one of the more successful pop-up parks in Philadelphia.

CASE STUDY: ASIAN ARTS INITIATIVE – PEARL STREET PROJECT

In 2013, the Asian Arts Initiative located in Chinatown, Philadelphia, embarked on a multi-year venture to reclaim an alleyway – along Pearl Street and behind their headquarters – that was being used for illicit activity (i.e. drug dealing/use, graffiti, etc.).

The Asian Arts Initiative sought to address this issue by holding various social events, each of which took place in the alleyway. They received a \$150,000 grant from the Educational Foundation of America to revitalize the space (Asian Arts Initiative, 2014).

First, the organization put out a call for residents to propose micro-projects within the alleyway. Next, they partnered with renowned landscape architect Walter Hood to reimagine the space. Finally, they organized a continuous series of Pearl Street pop-up events that drew participation from a large number of residents, both young and old, which culminated into a large-scale block party dinner. The local community was involved in all aspects of the project including programming, furniture construction, painting, and other recreational activities that took place in the alleyway. By hosting consistent community events in a place once known for its anti-social activities, the Asian Arts Initiative has successfully reclaimed the Pearl Street alleyway for the local community.

IMPLEMENTATION: POP-UP PARKS (APM and PEC)

For APM's service area, we recommend implementing a similar program to the Asian Arts Initiative's Pearl Street Project. One potential area of interest could be the Germantown Avenue corridor, as it has great potential to become a hub for increased economic activity in the area.

The following are just a few examples of the kinds of programming APM could introduce along the corridor:

- A **community-based food festival** that takes place at regular intervals throughout the year. The festival could be held on the same day each month (similar to "First Friday" events) and celebrate the community's local culture. Outside vendors may be encouraged to attend as well, attracting a diverse clientele of their own.



GREEN NEIGHBORHOOD TOOL KIT

- The **Food Trust's Night Market** is a pop-up street food festival that is held several times each year in various locations across Philadelphia to celebrate the region's local ethnic restaurants and culture. This partnership could also take advantage of the Food Trust's nutritional consulting services, allowing them to engage residents and speak with them about healthy eating habits, while at the same time enjoying delicious food.
 - Contact: jweissbourd@thefoodtrust.org
- The Philadelphia **Mayor's Office of Transportation & Utilities** has information and guidelines on the application process for developing pocket parks along Philadelphia streets. More information on this process can be found here:
 - http://philadelphiastreet.com/images/uploads/resource_library/City-of-Philadelphia-Parklet-Application.pdf
 - Contact: Cara Ferrentino
 - completestreets@phila.gov
 - (215) 686-9003

For PEC's service area, we recommend implementing a similar program to the Asian Arts Initiative's Pearl Street Project to be held on Lancaster Avenue. Since Lancaster Avenue is already an active commercial corridor, the principles of space activation would be expressed in a different way, but would have a similar effect on the community.

Possible activities include the following:

- A community-based event held on the avenue itself that repurposes on-street parking by stationing vendors along the street. In doing so, the event promotes walkability along the avenue and portrays it as a 'people-first environment.'
- The Philadelphia **Mayor's Office of Transportation & Utilities** has information and guidelines on the application process for developing pocket parks along Philadelphia streets. More information on this process can be found here:
 - http://philadelphiastreet.com/images/uploads/resource_library/City-of-Philadelphia-Parklet-Application.pdf
 - Contact: Cara Ferrentino



- completestreets@phila.gov
- (215) 686-9003

3. COMMUNITY CAPACITY BUILDING

Capacity building strengthens the collective ability of a community by enabling residents to become more involved in the decisions that affect them. Building capacity in your neighborhood can build the confidence and knowledge of residents, help them develop skills and experience, as well as increase their opportunities and create new strategies for them to learn and develop. Capacity building works on the ideals of empowerment, participation, inclusion and equality of opportunity, self-determination, and partnership. Building the capacity of individual residents is important because it ultimately enhances the assets of the community at large. The goal of this section is to outline some of the many tools that can be used to develop confident, skilled, and active communities. [Definition adapted from [Education Scotland](#)]

CASE STUDY: CITIZENS PLANNING INSTITUTE

The Citizens Planning Institute (CPI) is a component of the Philadelphia City Planning Commission, and stands as its official education and outreach effort. The Institute focuses on educating citizens on the role that effective planning and implementation play in creating and developing great communities with value. The Institute began with a pilot course in November of 2010, made possible by a grant from the William Penn Foundation. A series of evening “Citizen Planner” classes introduced planning issues and principles, and discussed land use and zoning, as well as the overall development process.



The pilot program was largely successful and the Citizen's Planning Institute continued to expand its course series. The full course program has now implemented three "elective" classes, which change every session, and also requires a "course project."

Upon successful completion, participants earn a Certificate of Completion as a "Citizen Planner" of Philadelphia.

<http://citizensplanninginstitute.org/>

COMMUNITY-BASED ORGANIZATIONS (CBOs)

Modern day community development, at its core, was borne out of the idea that it was in a community's best interests to advocate for themselves and bring attention to local issues. The same stands true today; as cities grow larger and budgets smaller, certain issues and communities would go unseen if not for their local CDCs helping to make their voices heard. Even so, some communities still struggle to make meaningful changes, and others are overrun by a number of well-intended, yet unorganized CDCs. In order to reduce the noise and unclutter the bureaucracy, cities have developed programs that seek to empower those that remain unrepresented and others that connect residents to the community's more reputable CDCs.

REGISTERED COMMUNITY ORGANIZATIONS (RCOs)

As per the City of Philadelphia's municipal law, an RCO is an organization that is concerned with a community's physical development, thus enabling this organization to be the community's point of contact when new development projects are proposed within its boundaries. By allowing only one organization to hold this title in a given area, the community can more precisely direct its grievances regarding any upcoming development. As described by the Philadelphia Citizens Planning Institute, RCOs (with the exception of Ward Committees, Neighborhood Improvement Districts, and Special Services Districts) must meet each of the following criteria to maintain their status as an RCO throughout the two-year agreement:

1. Has an adopted statement of purpose for the organization concerning land use, zoning, or a related subject such as planning, development, revitalization and preservation
2. Has a geographic area with no more than 20,000 parcels
3. Provides a description of geographic boundaries in the organization's governing rules
4. Conducts open meetings on a regularly scheduled basis
5. Publicly announces its meetings through media such as flyers, newsletters, newspaper notice, or electronic/social media



6. Has leadership chosen by the membership of the body at large (Citizens Planning Institute, p. 2, 2015)

A number of RCOs exist already within the APM and PEC service areas:

APM:

- Norris Square Community Alliance
(<http://nscaonline.org/>)
- Temple Area Property Association
(<http://tapaweb.org/>)
- Village of Arts & Humanities
(<https://www.facebook.com/villageofartsandhumanities>)

PEC:

- Community Outreach Programs & Services, Inc.
- Drexel Area Property Association
(<http://www.dapaphilly.org/>)
- Mantua Community Improvement Committee
(<http://mcic1.org/>)
- Mantua Civic Association
(<http://www.mcaunitingmantua.com/>)
- Mill Creek Advisory
- West Powelton Concerned Community Council
- West Powelton Saunders RCO

CASE STUDY: FISHTOWN NEIGHBORS ASSOCIATION

The Fishtown Neighbors Association (FNA) is a registered community organization in northeast Philadelphia. As an RCO, they are notified of development within their borders that would require a variance. In April of 2015, the FNA voted to oppose a proposed project on Delaware Avenue. With new codes being developed just months ago for development they felt that construction should not need variances. As a result, there is a pending hearing with the Zoning Board



of Adjustments (ZBA), at which time both sides may present their case either for or against the project.

http://www.philly.com/philly/classifieds/real_estate/Fishtown_group_rejects_plans_for_two_apartment_buildings_on_Delaware_Avenue.html

NEIGHBORHOOD ADVISORY COMMITTEES (NACs)

OHCD's Neighborhood Advisory Committee (NAC) Program offers community-based non-profit organizations the opportunity to lead and engage neighborhood residents in activities that support the City's core objectives, including:

- Promoting sustainability through recycling, cleaning, planting and alternative energy efforts.
- Creating employment opportunities through job placement and training, retail revitalization, and educational assistance efforts.
- Enhancing neighborhood safety through town watches, youth mentoring and community outreach programs.
- Providing decent and affordable housing through new housing, preservation of existing housing and mortgage foreclosure prevention programs.

NAC offices function as portals of information for residents in their own community, facilitating registration for various City programs and connecting people to neighborhood news and events. NAC staff are required to organize a minimum of four educational events in the community each year; an elected group of local residents called the Neighborhood Advisory Subcommittee (NAS) provides input and volunteer support to these events. The NACs serve as a valuable resource for neighborhoods looking to organize together and identify resources for improvement projects in their own communities.

CASE STUDY: SOMERSET NEIGHBORS FOR BETTER LIVING

The Somerset Neighbors for Better Living (SNBL) is a civic association that grew out of a NAC subcommittee. SNBL serves residents in the northern section of Kensington between Lehigh Avenue, Cambria Street, Kensington Avenue and Aramingo Avenue. SNBL began as a group of residents participating in NKCDC's NAC activities who expressed the need to organize because they felt the existing network of community organizations was not addressing the issues in their neighborhood. SNBL has elected its own Governing Body and hosts monthly community meetings. NKCDC serves as a fiscal pass-through for SNBL while it applies to become its own non-profit entity. Helping to increase resident-driven community infrastructure has been a key pillar to the success of the NKCDC NAC as staff connect people to their fellow neighbors working to address shared concerns such as: vacancy, quality of life issues, and access to social services.



CASE STUDY: PEC NEIGHBORHOOD ADVISORY SUBCOMMITTEE (NAS)

Serving four neighborhoods in total (Belmont, Mantua, Mill Creek, and West Powelton/Saunders Park) and consisting of 16 total members, PEC's Neighborhood Advisory Subcommittee is an integral piece of the organization's larger community engagement efforts. Ariel Diliberto serves as the NAC Coordinator at PEC; in this role she acts as a liaison between PEC and the NAS, distributing funds and other such resources when necessary. On the second Monday of every month the NAS meets to discuss neighborhood activities, at least half of which members are required to attend each year. Additionally, the committee must host a total of four events throughout the year that provide information or services regarding relevant needs in the community. Each quarter the NAS holds one event in each of its four neighborhoods, participating in anything from a neighborhood health clinic to a block cleanup.

CIVIC ASSOCIATIONS

Civic associations are not unlike NACs; the primary difference between them is the contractual agreement by which a NAC is bound. Instead, a civic association may remain autonomous from other community groups and pursue community goals of its own rather than those laid out by the City. Regardless, these associations often have similar interests in their community, helping to lead block cleanups and pursue other relevant issues brought forth by residents.

CASE STUDY: PASSYUNK SQUARE CIVIC ASSOCIATION

Passyunk Square Civic Association operates in South Philadelphia from Washington Avenue to Tasker Street, and 6th Street to Broad Street. They have many different committees that deal with more specific neighborhood issues, and they operate a number of programs throughout the community such as street cleanings and tree plantings. Most recently, the association installed Passyunk Square signs throughout the neighborhood to provide a better sense of place and identity.

<http://www.passyunksquare.org/>

IMPLEMENTATION: COMMUNITY CAPACITY BUILDING (APM and PEC)

Both APM and PEC should continue to support and build capacity for their NACs; in addition to their current efforts, these organizations must enable members of the committee to become certified as Citizen Planners with the Citizens Planning Institute. A small fee is required to participate in these classes, so funding must be allocated to each respective NAC as a means of paying for its members to participate. (NOTE: Costs are comparable to PHS's Tree Tender training program) Furthermore, both organizations should help one or more of their local community partners to become an RCO. In doing so, the organization is enabling its residents to have a say in future development.



GREEN NEIGHBORHOOD TOOL KIT

For APM, it may be wise to expand its NAC to include members from each of the area's local community groups. This way, each organization can pool its collective social capital and work to develop a common vision for their neighborhoods. Lastly, APM should take inventory of its local community partners and identify those that are best equipped for expansion into a formal civic association. Initially, a set of bylaws and regulations must be laid out, identifying the governing structure of the association and process by which future officers are selected. Members are typically asked to pay dues of anywhere from \$10 to \$20 each year to cover basic needs; for this and future funding streams, a bank account must be set up and managed by the officers. Monthly meetings will take place to discuss important issues within the community, and at times a guest speaker or two (i.e. city councilperson, police chief, etc.) may address the group to share a different perspective on a given matter. For smaller organizations that simply wish to be recognized as an association, APM can connect them to Pennsylvania's Unincorporated Non-Profit Association application. The application consists of little more than the name of the group's leader, and a valid name and address for the organization. (NOTE: Application fee is \$40.)

RESOURCES FOR IMPLEMENTATION

- Citizens Planning Institute

Contact: Donna Carney
Phone: 215-683-4640
Email: donna.carney@phila.gov

- Fairmount Civic Association
(<http://www.fairmountcivicassociation.org/>)
- Mantua Civic Association
(<http://www.mcaunitingmantua.com/>)
- Unincorporated Non-Profit Association Application
(https://www.portal.state.pa.us/portal/server.pt/document/1362869/9120d_unincorporated_nonprofit_association_agent_for_service_of_process_resignation_pdf)

CONNECTORS AS GREEN GUIDES

WHAT ARE GREEN GUIDES?

Green Guides are an integral part of NKCDC's Green Blocks program because they serve as a liaison between NKCDC's resources and the community. Green Guides are typically responsible for sharing information with the community regarding sustainability, free goods, and upcoming events that involve or are related to green initiatives on their respective blocks.



There are two types of Green Guides: Volunteers and Champions. Although similar, Champions are the more knowledgeable of the two, specializing in certain topics and directing more of the sustainability efforts than Volunteers.

IMPORTANCE TO THE COMMUNITY

Civic engagement is essential in every neighborhood, and encouraging resident participation in community events can be one of the most challenging yet crucial elements of having a successful CDC.

APM's service area is predominately comprised of young people with approximately 74% of the population being under the age of 35 (APM, LISC, 2015). This has significant implications, as the next generation of residents will be substantially more educated than their parents, with only 51.2% of APM residents having obtained a high school diploma (Kromer, Kingsley, et. al 2010). Research suggests that there is a highly positive correlation between educational attainment and civic engagement (Foster-Bey, 2008). In other words, the greater someone's educational attainment, the more likely they are to participate in community projects, particularly volunteer work (Foster, 2002). Therefore, targeting those who are more educated – specifically high school students – will allow APM to overcome some of the difficulties they have encountered with engaging residents, and perhaps recruit a more long-term pool of volunteers.

CASE STUDY: NKCDC GREEN GUIDES

The NKCDC Green Blocks Initiative has successfully engaged residents in NKCDC's sustainability efforts. The initiative is resident-driven and led by Green Guides; these Green Guides are volunteers that act as a liaison between NKCDC and their own designated blocks.

Green Guides distribute information and goods relevant to an overall healthy lifestyle to residents on their block. They also help by signing residents up for sustainability workshops and programs offered through NKCDC such as rain barrel workshops, street tree signups, and weatherization information.

In return, NKCDC provides these Green Guides with education regarding topics of sustainability, how to approach and engage residents, materials and free items to distribute within the community, and continued support to prepare them for canvassing in their own communities.





Figure 11 NKCDC

Guides allow NKCDC to reach portions of its service area it may not otherwise have the capacity to reach, and it effectively utilizes neighborhood relationships to solicit participation and reach sustainability goals. Such a model allows Guides to lead by example and encourage more community members to take an active role in the community.

IMPLEMENTATION: GREEN GUIDES (APM and PEC)

APM and PEC should look to form a partnership with NKCDC to develop a training program between Community Connectors and Green Guides. In doing so, Community Connectors are given a pipeline from which to recruit, train, and supervise future Green Guides and Connectors.

To discuss this partnership, contact either Andrew Goodman or Michaela Allwine at NKCDC. Programming should encompass training, shadowing and hands-on experience.

As at NKCDC, Green Guides should consist of volunteer residents. Connectors can facilitate the program rather than participate as Guides themselves; responsibilities include recruitment, training, and overall management of the volunteers.

Key elements of the program should include the following:

- Background information on the Green Blocks Initiative and Green Guides at NKCDC
- Discussion about the roles and responsibilities of Green Guides (both Volunteers and Champions), including information on best practices

GREEN NEIGHBORHOOD TOOL KIT

- Shadow Green Guides as they distribute information, answer questions, hold workshops and attend meetings, etc.
- Hands-on experience, with Green Guides mentoring Connectors as they perform their duties

Program expenses will be limited to the existing Connector stipends, as well as program oversight by a full-time staff member at the organization (ideally someone currently responsible for supervising the Connectors).

RESOURCES FOR IMPLEMENTATION

- Temple University's Center for Sustainable Communities and NKCDC's Sustainable 19125 Performance Measure Study, can serve as a resource for the evaluation of APM and PEC Green Guide programs. The document also provides tools for measuring and evaluating progress and outcomes of the programs:
<http://www.temple.edu/ambler/csc/research/projects/Sustainable19125.htm>
- A Case Study of Sustainable 19125 highlighting Green Guides and their efforts
(<http://vistaland.yolasite.com/resources/CaseStudy-NewKensingtonCDC-Sustainable19125Initiative.pdf>)
- Andrew Goodman
(215)-247-0350 x122
agoodman@nkcadc.org
- Michaela Allwine
(215)-247-0350 x116
mallwine@nkcadc.org





ECONOMIC SOLUTIONS

Although this document has, thus far, taken a rather holistic approach to development, it is also important to view these communities as a collection of valued individuals. In this way, community development practitioners must work to effectively build the social and financial capital of individual residents through interactive, meaningful, and measurable programming. The following concepts will be addressed in this chapter on economic solutions:

1. Workforce Development
2. Green Job Training

PEC CURRENT INITIATIVES

PEC currently offers employment and education opportunities through their Center for Employment and Training. The Center provides services and assistance related to job readiness, job placement opportunities, and employment case management. Additionally, PEC's Center for Digital Inclusion and Technology has trained more than 1,500 low-income residents in digital literacy and distributed over 700 computers (Interface Associates, 2012).

1. WORKFORCE DEVELOPMENT

At the heart of community development is a desire to connect residents to the many resources available to them and their families. As the saying goes, give a man a fish and you feed him for a day; teach him how to fish and you feed him for a lifetime. Job training does exactly that, as it enables residents to fend for themselves and become less dependent on public subsidies. In doing so, you not only bolster the local economy in the short-term by putting money in residents' pockets, but you lay a foundation upon which future generations can build and work to end the cycle of poverty.

CASE STUDY: MY BROTHER'S KEEPER

Brother's Keeper is a Philadelphia based all encompassing employment program that provides jobs and life skills to ex-offenders. Brother's Keeper is a general contracting and bedbug prevention/removal business providing employment to ex-offenders, in hopes of leading them to become financially self-sufficient. It is a for-profit business operating on non-profit ideals and has seen great success. Philadelphia's recidivism rate is 72%, higher than the national average of 67%, according to a study by the Commission on Safety and Abuse in America's Prisons (2010), yet at Brother's Keeper the recidivism rate is only 3%.



Brother's Keeper was founded in 2009 with the financial support of Resources for Human Development, which is a national human services nonprofit headquartered here in Philadelphia.

IMPLEMENTATION: WORKFORCE DEVELOPMENT (APM and PEC)

Rather than develop their own workforce development programming, APM and PEC should simply advertise these existing services. To do so, perhaps the organization could hold a 'job fair' at which they could advertise the many services available to them in the city. If there seems to be enough interest, they may consider recruiting a handful of representatives from these organizations to come speak with residents about their service offerings.

RESOURCES FOR IMPLEMENTATION

1. PHILADELPHIA WORKS (APM AND PEC)

"Philadelphia Works" is an organization that aims to help individuals develop the skills necessary to be successful in the workplace, wherever that may be. Part of their work involves funding and providing assistance on career counseling, job training, and job placement services. The program is free to Philadelphia residents and can be accessed at the following PA Career Link centers in Philadelphia:

North Philadelphia

990 Spring Garden Street
Philadelphia, PA 19123
Phone: 215-560-5465

Northeast Philadelphia

3210 Red Lion Road
Philadelphia, PA 19114
Phone: 215-281-1038

Northwest Philadelphia

235 West Cheltenham Avenue
Philadelphia, PA 19144
Phone: 267-339-0333

Suburban Station

1617 JFK Boulevard, 2nd Floor
Philadelphia, PA 19103
Phone: 215-557-2625

<http://www.philaworks.org/job-seekers/welcome>

2. GRADUATE PHILADELPHIA

For those individuals that aspire to something greater, an occupation that requires some degree of higher education, Graduate Philadelphia is an excellent option. Graduate Philadelphia is an organization dedicated to getting more Philadelphians to graduate from college. They partner with local colleges and organizations in the community to offer free educational services. Any resident



GREEN NEIGHBORHOOD TOOL KIT

looking to attend college, no matter their age, is encouraged to look into their services. Locations for such services are listed below:

Center City

1211 Chestnut Street, Suite 900, Philadelphia, PA 19107

Phone: 215-933-2100

Email: Info@Graduate-Network.org

North Philadelphia

PA CareerLink Philadelphia North

990 West Spring Garden Street

Philadelphia, PA 19123-2606

Call 215-498-1504 for scheduled days and times

Northwest Philadelphia

PA CareerLink Philadelphia Northwest

235 West Cheltenham Avenue

Philadelphia, PA 19144-3893

Call 215-498-1504 for scheduled days and times

(<http://www.graduatephiladelphia.org/>)

3. EX-OFFENDER WORKFORCE DEVELOPMENT (APM AND PEC)

The following two services aim to effectively rehabilitate ex-offenders by connecting them to gainful employment in the region:

RISE – Mayor’s Office of Reintegration Services (APM and PEC)

The Mayor’s Office of Reintegration Services works to assist the formerly incarcerated in the reintegration process. They offer a variety of programs aimed at improving literacy and enhancing work related and/or interpersonal skills. The program concludes with the participants’ enrollment in a vocational training program.

(<http://rise.phila.gov/>)

Impact Services Corporation (APM and PEC)

Impact Services Corporation has been working with ex-offenders since 1974. This organization prides itself on truly understanding the challenges of reentry into the workforce and has proved to be very successful in its programming thus far. For example, the HOW Program works with substance abusers that are also ex-offenders and was recognized by The University of Pennsylvania as one of the most effective job placement programs in the city for drug offenders.

Their organization currently offers five different programs that serve ex-offenders and one that serves youth. Since the year 2000, Impact has placed 1,651 ex-offenders into full-time employment.

The Community Service Walk-In Program provides job readiness training, job placement, and job retention services to community residents who are ex-offenders. Meanwhile, the Access to Recovery Program offers job readiness



GREEN NEIGHBORHOOD TOOL KIT

training, life skills training, and GED preparation to individuals in recovery who are either uninsured or simply underinsured.

Yet another one of these programs helps those inmates that were formerly incarcerated in the Philadelphia prison system to obtain identity documentation so they can receive public benefits and apply for employment.

For further information about Impact Reentry Services or their Youth Placement Program, call 215-739-1600.

(<http://www.impactservices.org/reentry-services-for-ex-offenders/>)

ADDITIONAL RESOURCES

- Resources for Human Development provides services in economic development, employment & training, and youth development. (<http://www.rhd.org/Programs/Employmenttraining.aspx>)
- Job training/placement programs for ex-offenders in the Philadelphia region: <http://bakerindustries.org/wp-content/uploads/2013/07/Phila-services-for-ex-offenders.pdf>

2. GREEN JOB TRAINING

“Green-collar jobs are blue-collar jobs in green businesses - that is, manual labor jobs in businesses whose products and services directly improve environmental quality. Green-collar jobs are located in large and small for-profit businesses, non-profit organizations, social enterprises, and public sector institutions. What unites these jobs is that all of them are associated with manual labor work that directly improves environmental quality” –Dr. Raquel Pinderhughes, San Francisco State University

Green job positions usually require a high school diploma or GED and some additional education and training. Fortunately, a bachelor’s degree is not usually necessary, allowing individuals with less formal education to find opportunities as well.

Many green jobs are well paying, and the range of opportunities is increasingly vast. Potential green jobs can be found in electrical work, farming, plumbing, welding, manufacturing, construction, public transit, and so on.

IMPORTANCE TO THE COMMUNITY

APM’s service area suffers from an unemployment rate of 26%, approximately three times that of Philadelphia’s average. Therefore, one in four APM residents are currently looking for a job, and those who are employed do not make enough to support their family. With 84% of families being led by a single parent,



the average home in APM is living below the poverty line with a median income of \$15,540, hence the need for better, more lucrative employment opportunities (APM, OASPE, 2015).

PEC has an employment rate of 43.4%, well below Philadelphia's average. Of those who are employed, they are not making enough to support their family. With approximately 40% of households being led by a single parent, the average family in PEC is living below the poverty line with a median income of \$18,384



Figure 12 Green Jobs Philly

(Interface Associates et. al 2012; OASPEC, 2015).

GREEN NEIGHBORHOOD TOOL KIT

Green job training not only allows individuals to obtain skills in a variety of topics, but it allows them to enter a growing field. Green job industries are represented in the U.S Department of Labor's Top 20 Fastest Growing Occupations 2012-2022



Figure 13 Argonne National Laboratory

(BLS, 2012). Currently, Pennsylvania ranks fourth in the nation for having the most green jobs and second in jobs per capita (Economic Policy Institute, 2010). Philadelphia Greenworks estimates a 200% growth in low- and high-skilled jobs alike since its inception in 2010 (Mayor's Office of Sustainability, 2010).

CASE STUDY: BRONX ENVIRONMENTAL STEWARDSHIP ACADEMY

The Bronx Environmental Stewardship Academy (BEST) offers low-income New York City residents training and certification to acquire green jobs. Since its establishment in 2003, BEST has helped over 400 NYC residents obtain the skills they need to enter the green workforce through training and employer partnerships. Key elements of the program include career development, green construction, building operations and maintenance, financial education, community service, externship and environmental literacy. Its program offers training and certificates in basic carpentry, HVAC, painting, plumbing, green construction, home energy efficiency, building maintenance, custodial services, green technology, energy conservation, retrofitting, construction safety and electrical work. For more information visit their website at <http://www.ssbx.org/>, or contact Migdalia Taveras at mtaveras@ssbx.org or (646)-400-5435.

IMPLEMENTATION: GREEN JOBS TRAINING (APM and PEC)

In the short term, APM and PEC can provide information and job counseling to individuals on green jobs and where they can seek additional training and/or job opportunities; perhaps they could host a green job and training fair to raise such awareness. Bringing in potential green employers and representatives from green job training programs will help residents understand the opportunities they have to offer and encourage participation. Such an event would also help to develop relationships with employers for potential partnerships, externships, and hiring in the future.

Additionally, APM and PEC could look to partner with a training facility – such as the Energy Coordinating Agency’s (ECA’s) John S. and James L. Knight Green Jobs Training Center, or Philadelphia Community College – in a way that allows community members to be priority figures in the program.

Listed below are several such training facilities:

- The Community College of Philadelphia offers an Energy Conservation Academic Certificate that can be used to obtain a career as an energy auditor, product specifiers, quality control supervisor, materials tester and site inspector:
(<http://ccp.edu/academic-offerings/all-offerings/architecture-and-construction/academic-certificate-programs/energy>)
- The Delaware Valley Green Building Council offers workshop, webinars, classes and certifications for continuing education
(<http://dvgbc.org/leed/events-and-programs>)
- The Energy Coordinating Agency’s (ECA’s) John S. and James L. Knight Green Jobs Training Center offers a variety of classes and certifications
(<http://www.ecasavesenergy.org/training>)
- Connection Training Services (CTS) offers certified vocational training programs with green-collar job placements
(<http://ctstraining.org/our-programs/>)
- The US Department of Labor’s CareerOneStop is an interactive website that allows an individual to explore all aspects of green jobs. It provides information on training programs as well as financial advice on how to pay for them
(<http://www.careeronestop.org/GreenCareers/GreenCareers.aspx>)
- PowerCorps PHL is a 9-month AmeriCorps program that offers hands on training and workforce development related to green jobs. The program involves 6 months of service and 3 months of intensive job placement support
(<http://powercorpssphl.org/>)



GREEN NEIGHBORHOOD TOOL KIT

- The Community College of Philadelphia offers JobTrakPA Career Training in Energy Conservation and LEED Certification. The program runs annually and is highly competitive; 2015 is currently closed and it is unclear if the program will receive funding for 2016, however, the program offers job placement assistance and should be monitored for renewal
(<http://ccp.edu/academic-offerings/professional-development/professional-certification-workshops/jobtrakpa-career>)
- The US Green Building Council (USGBC) offers certificates, training programs, and resources for LEED certification (<http://www.usgbc.org/education-at-usgbc>)
- Additional training programs throughout Pennsylvania can be found here:
http://meldi.snre.umich.edu/green_jobs_center/training_programs?filter0=Pennsylvania

In the long term, APM and PEC could develop their own green-job training program if they have the capacity to do so. The ECA currently offers technical support for entities that offer training programs, and APM and PEC should utilize this and other available resources described above and below for program development. Currently, The Partnership CDC in West and Southwest Philadelphia is modifying their Green Professionals Training Initiative. Given The Partnership's close proximity to PEC, collaborating with and/or forming a partnership with their organization would be ideal. For more information on the Green Professionals Training Initiative, visit <https://partnershipcdc.wordpress.com/services/going-green/>, or contact Lauren Dembo at lcdembo@partnershipcdc.org or (215)-662-1612.

ADDITIONAL RESOURCES

- For an interactive website that has information regarding green careers, education and jobs visit: <http://www.iseek.org/industry/green/index.html>
- *Making Green Work: Best Practices in Green-Collar Job Training* document offers a comprehensive and detailed overview of green jobs as well as information on how to create a green-job training program. This includes all aspects of development, from assessment and funding to materials and evaluation
(<http://ellabakercenter.org/sites/default/files/downloads/making-green-work.pdf>)
- Green Jobs Guide Book: Employment Opportunities in the New Clean Economy
(<http://gfa.fchq.ca/wordpress/wp-content/uploads/2012/10/8489-Green-Jobs-Guidebook-FINAL-with-cover1.pdf>)
- City of Philadelphia green jobs information page
(<http://www.phila.gov/green/greenworks/faq.html>)



APPENDICES

APPENDIX A: Resources on case studies and funding

APPENDIX B: Bibliography

APPENDIX C: Examples of brochures, informational pamphlets, and other educational materials for the organization to distribute to the community

APPENDIX A

BEAUTIFICATION RESOURCES AND INFORMATION

- The Enterprise Center's (TEC) Retail Resource Network provides workshops and technical assistance for local business owners, primarily in West Philadelphia
(<http://www.merchantsfund.org/grant-areas.html>)
- TEC's Capital Corporation provides microloans to local small businesses, and will work with businesses that have had difficulty obtaining loans for start-up capital and business growth to address financing needs
(<http://theenterprisecenter.com/capcorp/>)
- Berwyn Development Corporation has created microloans to businesses for façade improvements
(<http://www.berwyn.net/success-starts-here-completed-projects/2012-completed-projects/143>)
- The City of Batavia (Illinois) provides revolving microloans to businesses to cover improvement costs. This provides examples of implementation, and loan criteria: <http://www.cityofbatavia.net/Content/templates/?a=2350>
- How to avoid harming trees: http://lgdata.s3-website-us-east-1.amazonaws.com/docs/1127/774547/NOTICING_URBAN_STRESSES.pdf
- The Delaware Valley Regional Planning Commission (DVRPC) lays out the positive effects of trees, why they are important, and planning for tree planting
(<http://www.dvrpc.org/reports/MIT015.pdf>)

ENERGY AND COST SAVING RESOURCES

- U.S. Department of Energy: Energy Saver Guide
(http://energy.gov/sites/prod/files/2014/09/f18/61628_BK_EERE-EnergySavers_w150.pdf)



GREEN NEIGHBORHOOD TOOL KIT

- Energy Star Programmable Thermostat
(http://www.energystar.gov/products/certified-products/detail/programmable_thermostats)
- Power Strips
(<http://www.nrel.gov/docs/fy14osti/60461.pdf>)
- Energy Star CFL
(<https://www.energystar.gov/products/certified-products/detail/light-bulbs>)
- Tesco Buying Club
<http://www.energylivenews.com/2013/09/27/tesco-to-launch-buying-club-to-help-supply-chain-save-energy/>

ENERGY EFFICIENCY RESOURCES AND INFORMATION

ASSISTANCE PROGRAMS, GRANTS, AND LOANS FOR INDIVIDUALS

- **Crisis:** Federal grant program used to pay “heat-related” bill in the event that the service has or is at risk of being shut off. Contact (215)-560-1583 for additional information.
- **Low-Income Home Energy Assistance Program (LIHEAP):** Federal grant to help pay primary or secondary heating bills for both homeowners and renters; LIHEAP funds can only be distributed once each year. Due to high demand, it is recommended that potential applicants apply early. Contact the LIHEAP Hotline at (215)-560-1583 for additional information.
- **Philadelphia Water Revenue Assistance Program (WRAP):** Offers credit and grants on water bills, assistance in completing LIHEAP, Crisis, and Utility Emergency Services Fund (UESF) applications, and make referrals to the Water Revenue Bureau for payment agreements. Contact (215)-686-6880 for additional information.
- **Board of Directors of City Trusts:** Fuel assistance funds for oil and gas; NOT emergency funds. Program begins October 1. Contact (215)-665-1811 to request an application.
- **Catholic Social Services:** Limited fuel assistance funds available. Call for an appointment. Contact (215)-724-8550, (215)-624-5920, or (267)-331-2500 for additional information.
- **Citizens Bank Energy Efficiency Loan:** 3% - 5% APR loan for energy efficiency related home projects designed for low-to-moderate income homeowners. Contact Citizens Bank for additional information.
- **Pennsylvania Housing Finance Agency’s Homeowners Energy Efficiency Loan Program:** Program offers up to \$10,000 at 1% APR for energy efficiency repair in low-to-moderate income households. Contact (800)-822-1174 for more information.



GREEN NEIGHBORHOOD TOOL KIT

- **Philadelphia Corporation for Aging:** Fuel assistance up to \$100. Additional funds may also be available for food, medical and other emergencies. Contact (215)-765-9040 for additional information.
(NOTE: DO NOT GIVE NUMBER TO CLIENTS)
- **Utility Emergency Services Fund (UESF):** Private grant to be used after all other public sources have been exhausted. UESF can be used for all utilities (gas, electric, or water). Individuals can be awarded up to \$1,500, including grant money and matching utility bill credit. Contact (215)-972-5170 for additional information.
- **Weatherization Assistance Program (WAP):** Federally funded year-round program through the Energy Coordinating Agency (ECA) and the Philadelphia Housing Development Corporation (PHDC). Provides free weatherization for low-income homeowners and renters including roof insulation, heater retrofit, air sealing and measures. Apply by contacting your local Neighborhood Energy Center (NEC) or contact PHDC at (215)-448-2160 for additional information.
- **Basic Systems Repair Program:** Plumbing, electrical, and structural repairs for low-income homeowners (up to \$18,000). Contact (215)-448-2160 for additional information.
- **Heater Hotline:** Provides emergency heater repairs for homeowners. Contact (215)-568-7190 for additional information.
- **PECO Customer Assistance Program (CAP):** Aids those who are unable to pay their electric bill; customer can receive a special payment agreement through a CAP rate. Contact 1-(800)-774-7040 for additional information.
- **Philadelphia Gas Works Customer Responsibility Program (CRP):** CRP is a percent-of-income payment plan for low-income customers. Approved applicants can pay as little as \$25 a month for services and receive 1/36 forgiveness of pre-program arrears each month if payment is on time. PGW offers free conservation services to high usage customers, as they must conserve to be a member. Contact PGW customer service at (215)-235-1000 for more information.
- **Philadelphia Water Department Conservation Assistance Program (CAP):** Program to reduce wasted water in low-income households through the installation of various devices (up to \$300). Contact NAC for an appointment.
- **PECO Low Income Usage Reduction Program (LIURP):** Offers education on energy conservation and free energy audits that may lead to the installation of usage reduction measures. Offered to PECO gas and electric customers. Contact 1-(800)-675-0222 for additional information.



- **Philadelphia Corporation for Aging Senior Housing Assistance Repair Program (SHARP):** Provides non-emergency, minor home repairs for older Philadelphians. Contact (215)-765-9040 for additional information.
- **Water Low Income Conservation Assistance Program (LICAP):** Year-round energy conservation program for gas heating customers who are on the Customer Responsibility Program. Contact PGW Customer Service at (215)-235-1000 for more information.
- **Water Revenue Assistance Program (WRAP):** Offered through the Philadelphia Water Revenue Bureau; enables customers to receive a special payment agreement for delinquent payments up to 60 months and a City grant credit up to \$500. Contact (215)-686-6880 for additional information.
- **EnergyWorks Program:** Offers homeowners assistance in reducing energy use as well as low-interest loans for energy efficient upgrades. Contact the Energy Coordinating Agency (215)-609-1052.
- **Homeowners Energy Efficiency Loan Program (HEELP):** Provides loans between \$1,000 and \$10,000 for specific energy efficiency repairs at a fixed rate of 1% for 10 years with no prepayment penalties. Contact the Philadelphia Housing Finance Agency at 1-(800)-822-1174 or (717)-780-3800.
- **Mini-PHIL:** Offers up to \$10,000 for home repairs to homeowners with less-than-perfect credit. Funds can be repaid over 10 years and used for energy-conservation improvements, emergency repairs, and small projects. For more information call the Urban Affairs Coalition at (215)-851-1854.
- **Philadelphia Home Improvement Loan (PHIL):** Provides low-interest loans up to \$25,000. The loan can be paid back over 20 years and used for home improvement. For more information call the Philadelphia Redevelopment Authority at (877)-487-4452.
- **PHIL-Plus:** Provides low-interest loans up to \$25,000. The loan can be paid back over 20 years and used for home improvement. For more information call the Urban Affairs Coalition at (215)-851-1854.
- **Keystone Home Energy Loan Program:** Offers low-rate loans to Pennsylvania homeowners for energy-efficiency upgrades. This program is funded by the PA Treasury Department and administered by AFC First Financial Corp. Contact 1-(888)-232-3477 for more information.

RESOURCES

For additional information regarding the above financial resources, visit the OHCD Housing Resource guide at

<http://www.phila.gov/ohcd/ASSETS3/Resource%20Guide%202012.pdf> or the ECA

Energy Directory Guide at

<https://www.ecasavesenergy.org/sites/default/files/Directory%202014-2015.pdf>.



NEIGHBORHOOD ENERGY CENTER (NEC)

A Neighborhood Energy Center “is a one-stop-shop for energy programs providing a comprehensive approach to energy problems for low- to moderate-income consumers in the community” (PECO). NECs offer three basic energy services: bill payment assistance, conservation, and education. More specifically, these services encompass water conservation, weatherization assistance programs, energy counseling, job development, housing counseling, LIHEAP intake, Utility Emergency Services Fund intake, emergency energy grants, and more.

APM and PEC should utilize their local NEC as a resource to provide information to residents. Additionally, APM and PEC should seek to develop their own NECs, as this would provide them with direct access to a plethora of resources. Information regarding eligibility and requirements can be found at <https://www.ecasavesenergy.org/resources/neighborhood-energy-centers/request-proposals-apply-be-eca-nec>.

APM and PEC can partner with local NECs to develop an understanding of the resources needed and used to develop such a program. Local NECs include:

- Center in the Park – (215)-848-7722
- Congreso De Latinos Unidos, Inc. – (215)-763-8870
- Diversified Community Services – (215)-336-3511
- Friends Neighborhood Guild – (215)-923-1544
- Germantown Crisis Ministry – (215)-843-2340
- Greater Philadelphia Asian Social Services – (215)-456-1662
- HACE – (215)-437-7867
- Hunting Park NAC – (215)-225-5560
- New Kensington CDC – (215)-247-0350
- Nicetown CDC Community Center – (215)-329-1824
- Southwest CDC – (215)-729-0800
- Strawberry Mansion NAC, Inc. – (215)-235-7505
- United Communities – (215)-468-1645
- We Never Say Never – (215)-452-0440

For the service area and address of the preceding NECs, visit the following link: <http://www.pgworks.com/files/pdfs/NeighborhoodEnergyCenters.pdf>

RESOURCES FOR HEALTHY LIFESTYLES INITIATIVES

- How to start a food buying club (<http://startabuyingclub.com/#a2>)
- How to find sources for starting a new food buying club (http://www.foodsecuritynews.com/Publications/Bulk_Buying_Club_Best_Practices_Toolkit.pdf)



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- The USDA has an initiative to help with implementing and expanding services for food retailers, including nonprofits (<https://apps.ams.usda.gov/fooddeserts/grantOpportunities.aspx>)
- The Healthy Food Financing Initiative provides funding for community and economic development programs that increase food access (<http://www.healthyfoodaccess.org/funding/available-funding/hffi-community-economic-development-plan>)
- General information about food access (http://thefoodtrust.org/uploads/media_items/need-for-supermarkets-in-philadelphia.original.pdf)
- General information about food access (http://thefoodtrust.org/uploads/media_items/need-for-supermarkets-in-philadelphia.original.pdf)
- Provides financing for expansion of services for nonprofits, supported by the Healthy Food Financing Initiative (<http://nonprofitfinancefund.org/nonprofit-consulting/overview>)
- The Reinvestment Fund provides financing for distribution centers to provide fresh food (<http://www.trfund.com/financing-development/food/>)
- Partners for Places provides funding for urban food systems ([http://www.fundersnetwork.org/files/misc/Partners_for_Places_RFP_Round_Six_\(final\).pdf](http://www.fundersnetwork.org/files/misc/Partners_for_Places_RFP_Round_Six_(final).pdf))
- Partnerships to improve community health provides small grants for organizations planning to address health concerns in urban areas (<http://www.cdc.gov/nccdphp/dch/programs/partnershipstoimprovecommunityhealth/pich.html>)
- Partners for Places provides funding for urban food systems ([http://www.fundersnetwork.org/files/misc/Partners_for_Places_RFP_Round_Six_\(final\).pdf](http://www.fundersnetwork.org/files/misc/Partners_for_Places_RFP_Round_Six_(final).pdf))
- Partnerships to Improve Community Health provides small grants for organizations planning to address health concerns in urban areas (<http://www.cdc.gov/nccdphp/dch/programs/partnershipstoimprovecommunityhealth/pich.html>)
- Consumer Reports provide information on fridges to use for different purposes, according to needs (<http://www.consumerreports.org/cro/refrigerators/buying-guide.htm>)
- Fiskars provides small cash awards and gardening tools to organizations (<http://www2.fiskars.com/Community/Project-Orange-Thumb>)
- Home Depot provides gift cards for tools to 501(c) nonprofit organizations interested in making improvements to the community (i.e. community gardens) (<http://homedepotfoundation.org/page/applying-for-a-grant>)



GREEN NEIGHBORHOOD TOOL KIT

- American Community Garden Association's ten steps to starting a community garden (<https://communitygarden.org/resources/10-steps-to-starting-a-community-garden/>).

GREEN JOBS RESOURCES

- The U. S Department of Labor's CareerOneStop is an interactive website that allows an individual to explore all aspects of green jobs. It also provides information on training programs as well as financial help to pay for them (<http://www.careeronestop.org/GreenCareers/GreenCareers.aspx>)
- The U.S Department of Energy's Solar Career Map has information regarding green jobs in solar technology (<http://energy.gov/eere/sunshot/solar-career-map>)
- The Energy Coordinating Agency's (ECA's) John S. and James L. Knight Green Jobs Training Center offers technical support for organizations that offer training (<http://www.ecasavesenergy.org/training>)
- GreenForAll's Workforce Development Tools offer best practices in workforce development, from design to implementation, as well as case studies (<http://gfa.fchq.ca/ee-Tool Kit/workforce-development-education/>)
- O*NET Resource Center's "The Green Economy" provides information on the green sector and possible occupations (<http://www.onetcenter.org/green.html>)

WORKFORCE DEVELOPMENT RESOURCES

- Overview of community capacity building and its role in community development (<http://www.educationscotland.gov.uk/communitylearninganddevelopment/communitycapacitybuilding/aboutccb/whatisccb.asp>)
- Details regarding a partnership between Temple University and the Laborer's District Council Education and Training/Apprenticeship Fund to provide job training at the former site of William Penn High School (<http://news.temple.edu/news/2014-06-19/temple-laborers'-district-council-fund-announce-plans-redevelop-former-school>)
- Resources for Human Development's Brother's Keeper Ex-Offender Employment Program (http://www.rhd.org/News/10-12-28/RHD_s_Brothers_Keepers_ex-offender_employment_project_slashes_recidivism_rate.aspx)



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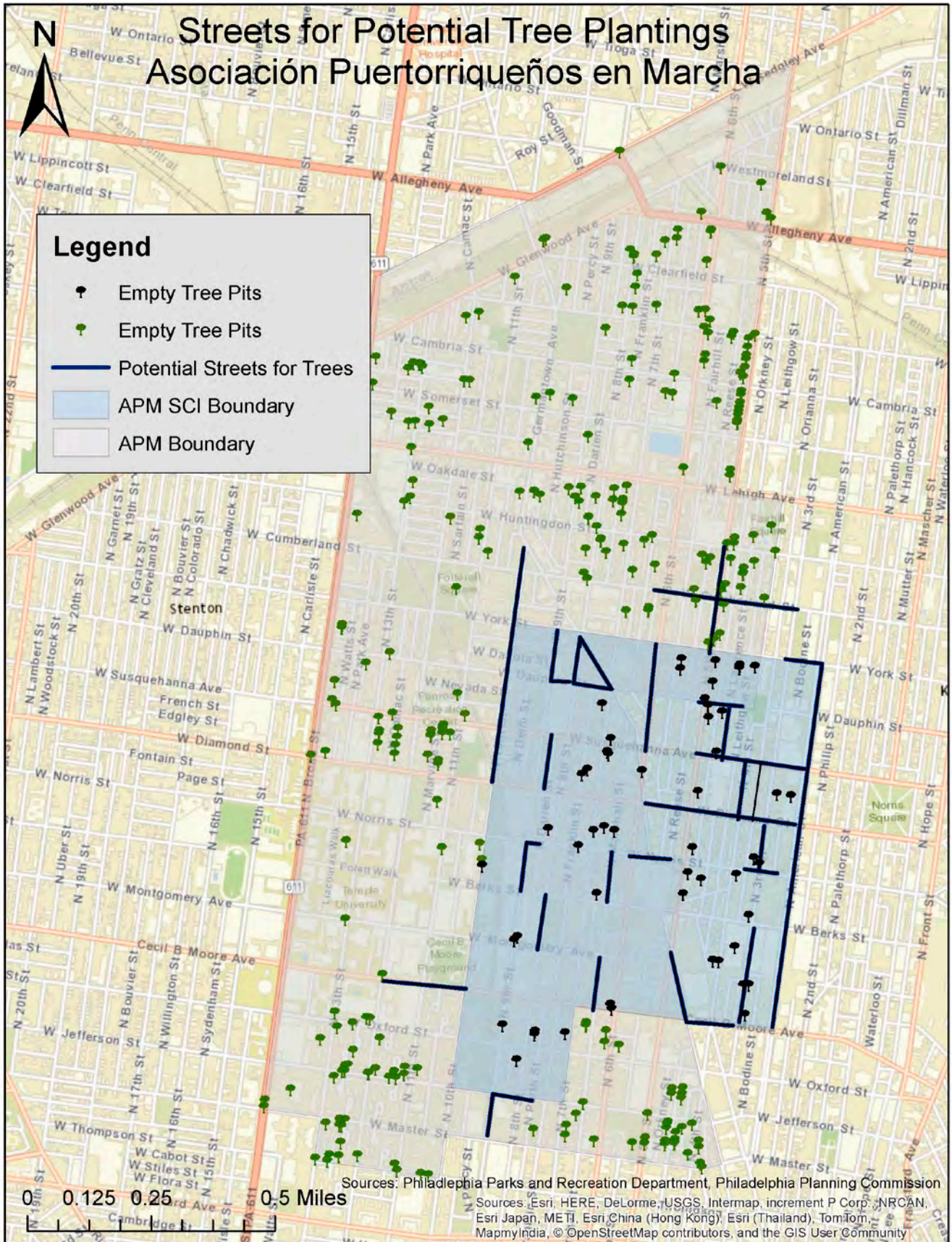
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APPENDIX C





FAMILY PROFILE

Name: _____ Contact Information: _____

Address: _____

Number of People in Family: Adults _____

Name and Ages of Children: _____

(1) Transportation. The Level Best Club will meet around once a month as a group, where we will share ideas and plan what we want to buy. The following week the groceries will be purchased and delivered to your house, or to a central location. What kind of help will you need for transportation to the meetings and to get your groceries?

(2) Planning what we want to buy. The purpose of the buyer's club is not to replace your normal food purchases, but to provide a little extra to help you extend your food dollars. The categories in this pilot project are limited to three types of things: (1) Vegetables and fruits; (2) Egg, milk and cheese and (3) Essential household products. Household products are provided as an option because these items are usually much cheaper when purchased in bulk through a buyer's club. For example, if you can pay less for soap and toilet tissue, this gives you more money to spend on food.

As you know, the amount of money provided through the buyer's club, is very limited. Families will pay \$15.00/ month in advance and the Buyer's Club will match that for a total purchase of \$30.00. Level Best is a pilot project intended to work with families to introduce them to the idea of a buyer's club and to how families can use this opportunity to make things better for their children. Since we only have \$30.00 per month per family to spend, we will organize our buying very carefully to reflect what families want. This family profile will help us do that.

(3) A Single Priority. If you could have a few items above and beyond the groceries that you normally buy for your family, what kind of things would they be?

(4) Vegetables and Fruits: What vegetables and fruits do you buy most often? What else would you buy, if you had an opportunity? How much would you say that you spend now, each month, on vegetables and fruits? If you could name one item that you absolutely would not buy, no matter what - what would it be?

(5) Eggs, Cheese and Milk. How often and what kind of things do you buy in this category on a monthly basis? What else would you buy if you had the opportunity/ money? What would you absolutely not buy, no matter what?



(6) Household Products. What kind of household products (not food) do you buy on a regular basis? Where? How would you handle things differently, if we could provide these things more cheaply through bulk buying?

(7) Stores: Tell us something about how/where you normally get the food for your family? What kinds of things would you normally get at each place? How often would you buy there?

- Corner convenience store
- Large grocery stores such as Sobeys/ Dominion
- Wal-Mart/ Costco
- Middle size store such as Coleman's or Foodland
- Pharmacy or drug store
- Food bank

(8) Buying on Sale: One of the things we hope to do with the Level Best Club is to buy things on sale. When you see food you would like to buy on sale, what are the barriers that would keep you from buying?

- Transportation
- Money
- Child Care

(9) Do you or your family have any special needs around food (such as allergies)?

(10) How Families Can Help. When we find out what all of the families need/want on a regular basis, we will set up a list of things which we will try to arrange to buy on a regular basis. We hope to buy wholesale, so things will be a little less expensive. We will look at cost as well as convenience in organizing things so families can share some items, such as a block of cheese or a purchase of 24 rolls of toilet paper. Then, we will provide a shopping list for you to choose what you want. We will be working together all the time, to get the best deals for our level best members. We hope our families will be active participants in this. If you know of upcoming sales, you can let us know and we might be able to purchase it in bulk for all of the families.

(11) Confidentiality

I understand that this information will be used for planning buyer's club purchases and that the information about my family will be combined with that of other families for developing reports for the funders, but that my name and the name of family members will not be included.

Level Best Buyer's Club Member

Date

Witness

Date



What is HHW?

HHW--household hazardous wastes--are hazardous in nature.

But because these wastes are produced in limited quantities by households*, they are not regulated as hazardous under federal and state laws.



Each person in Pennsylvania generates an average of four pounds of HHW each year. HHW includes old paint and paint-related products, pesticides, pool chemicals, drain cleaners, degreasers, car care products and other common household products.



If carelessly managed, HHW can create environmental and public health hazards.

*Households include multiple residences, hotels, motels, bunkhouses, ranger stations, crew quarters, campgrounds, picnic grounds and day-use recreation areas.

How can I identify HHW?

Generally, HHW materials belong to one of the following hazardous waste categories:



CORROSIVES.

Examples are drain cleaners, rust removers and oven cleaners. Corrosives have an extremely low or high pH and can burn skin and mucous membranes. Labels usually say, "CORROSIVE—AVOID CONTACT WITH SKIN OR EYES."



FLAMMABLES.

Examples include gasoline, kerosene, fuel oil, butane, oil-based paints and paint thinners. Labels usually say, "EXTREMELY FLAMMABLE—KEEP AWAY FROM ANY SOURCE OF IGNITION" and "HIGHLY FLAMMABLE—KEEP AWAY FROM FLAMES."



TOXIC MATERIALS.

Examples are benzene, cyanide compounds (found in rat fumigants), thallium sulfate (ant traps) and carbon tetrachloride (old fire extinguishers). Materials may be carcinogenic. Labels often contain the skull and crossbones and usually state, "DANGER/POISON" or "WARNING—KEEP OUT OF REACH OF CHILDREN."



OXIDIZERS.

These chemicals react strongly with other compounds and may cause fires or explosions. Examples include chlorinated pool chemicals, sodium hypochlorite and various peroxides. Labels usually say, "WARNING—STRONG OXIDIZER."



AIR QUALITY HAZARDS

could cause excessive emissions or toxic ash problems at resource recovery facilities or incinerators. Examples include thermostats, paints that contain more than one percent by weight of heavy metals, products that contain significant amounts of volatile organic compounds (VOCs), and batteries—nickel, cadmium, lithium and lead acid.

WILDLIFE HAZARDS.

Examples include old chlorinated pesticides such as DDT, chlordane, dieldrin, heptachlor, etc. Labels usually indicate the material presents a hazard to fish or wildlife. The material may be immediately toxic or accumulate in various tissues of the fish or animals. Of particular concern are those materials that are slow to degrade and tend to bio-accumulate.

UNKNOWN.

Unidentified materials—such as those that contain no label or ingredient information—should be treated as though they belong to one of the above categories until proven otherwise.



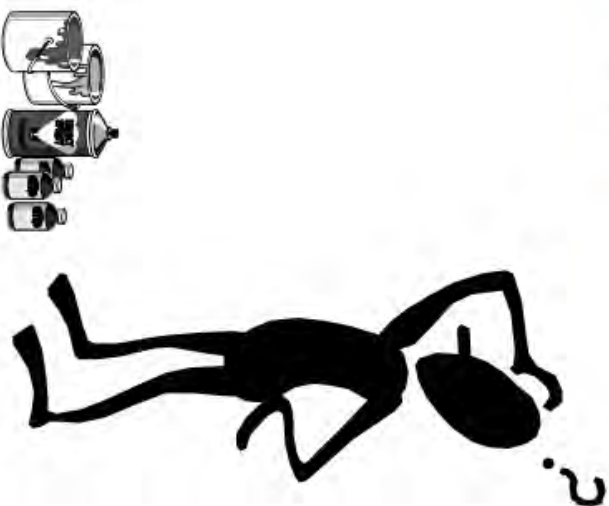
What can YOU do about HHW?



1. The best way to manage HHW is to **avoid creating it**. Select the least toxic product to do the job. Buy only as much as you need.
2. Is the product still usable? **Give it away**. A friend, neighbor, or community group such as Little League or Habitat for Humanity may be able to use it.
3. If the product isn't usable, or you can't give it away, take it to your community's **HHW collection program**.
4. Do you have used motor oil or used oil filters? Take them to a **used oil collection site**.
5. **Take spent lead acid batteries back to the place where you bought them**. State law requires dealers to accept old batteries when you buy new ones.
6. If your community doesn't have an HHW collection program, or if you must throw the material away before the next collection, you may **put it in your regular trash, PROVIDED**:
 - a. You have complied with any disposal instructions on the label.
 - b. There are no free-standing liquids. If water-based, allow the liquid to evaporate. If not water-based, absorb the liquid into vermiculite, cat litter, saw dust or other absorbent material.
 - c. You have carefully packaged any residue to prevent leakage while the material is being transported to a disposal facility.
 - d. You have only a small quantity. Divide larger quantities and dispose of them over several collection periods.



HOUSEHOLD HAZARDOUS WASTE (HHW)



What can YOU do about it?



Commonwealth of Pennsylvania
Dept. of Environmental Protection
Visit DEP through the Pennsylvania homepage at:
www.state.pa.us or directly at:
www.dep.state.pa.us

2520-PA-DEP2315
Printed on recycled paper 3/99

Healthy trees mean ...

... healthy people.¹

100 trees remove

- 37 tons of carbon dioxide per year
- 248 pounds of other air pollutants per year.

... healthy communities.²

Tree-filled neighborhoods

- Lower levels of domestic violence
- Are safer and more sociable.

... healthy environment.¹

100 mature trees catch about 139,000 gallons of rainwater per year.

... homeowner savings.¹

- Up to 20% on annual air-conditioning costs
- 2% on winter heating.

... better business.³

In tree-lined commercial districts, shoppers report

- More frequent shopping
- Longer shopping trips
- Willingness to pay more for parking
- Willingness to spend 12% more for goods.

... higher property values.⁴

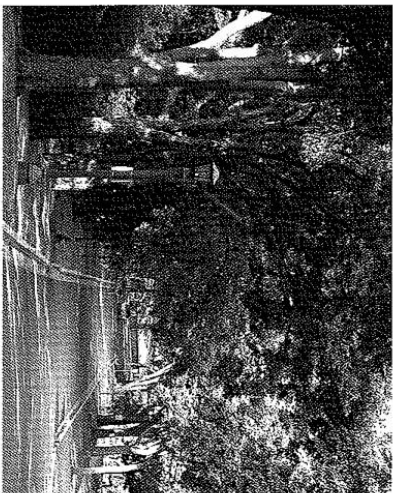
- Each large front yard tree adds 1% to the house sales price.
- Large specimen trees can add 10% to property value.



One healthy public tree in its 20th year after planting¹:

Benefits	\$96
Costs	\$36
Annual net benefit	\$60

Landscape trees provide benefits that far exceed the costs of planting and care over their lifetime. Environmental and esthetic benefits, such as energy savings, stormwater runoff reduction, cleaner air, and higher property values, are an average of three times greater than tree care costs.¹ The greatest benefits are energy savings and higher property values.



One-hundred healthy trees over forty years¹:

	Yard	Public
Benefits	\$364,000	\$379,000
Costs	\$92,000	\$148,000
40-year net benefit	\$272,000	\$231,000

1 McPherson, E.G.; Simpson, J.R.; Peper, P.L.; Maceo, S.E.; Gardner, S.L.; Cozad, S.K.; Xiao, Q. 2005. Midwest community tree guide: benefits, costs, and strategic planning. NA-7P-05-05. Newton Square, PA: U.S. Department of Agriculture, Forest Service, Northeastern Area State and Private Forestry. (See the last page of this brochure for more information.)
 2 Sullivan, W.C.; Kuo, F.E. 1996. Do trees strengthen urban communities, reduce domestic violence? Arborist News 5: 33-34.
 3 Wolf, K.L. 1999. Nature and commerce: human ecology in business districts. In Kollin, C., ed. Building Cities of Green: Proceedings of the 1999 National Urban Forest Conference, Washington, DC. American Forests: 56-59.
 4 Anderson, L.M.; Cordell, H.K. 1988. Residential property values improve by landscaping with trees. Southern Journal of Applied Forestry 9: 162-166.

FROM RESEARCH

USDA Forest Service's Center for Urban Forest Research shows that ...

As a demonstration i-Tree project, base data were collected in Minneapolis, Minnesota, during the summer of 2004.

- Benefits and costs were quantified for typical large, medium, and small deciduous trees (hackberry, red oak, and crabapple).
- The analysis assumed that trees were planted in a residential yard or public area (street-side or park) with a 60 percent survival rate over a forty-year time frame.
- Tree care costs were based on results from a survey of municipal and commercial arborists.
- Benefits were calculated using tree growth curves and numerical models that consider regional climate, building characteristics, air-pollutant concentrations, and prices.

To learn how to use this information to calculate costs and benefits for any community in the Midwest region (shown on map in brown), refer to the Midwest Community Tree Guide at <http://cuftr.uctdavis.edu>. To learn more about i-Tree, visit www.itreetools.org.

Costs analyzed:

- Tree purchase and planting
- Pruning
- Irrigation
- Pest and disease prevention and control
- Removal and disposal
- Sidewalk repair
- Leaf litter clean-up
- Liability, legal aspects, administration.



Benefits analyzed:

- Energy savings (electricity and natural gas)
- Air pollution reduction (carbon dioxide, nitrogen dioxide, sulfur dioxide, ozone, airborne particles, and volatile organic compounds)
- Runoff reduction (rainfall interception)
- Property values.

Published by:



USDA Forest Service
Nonpoint Source
Homebased Area
State and Private Forestry
11 Empress Boulevard, Suite 200
Newtown Square, PA 19073
www.nca.fs.fed.us

McPherson, J.C.; Simpson, J.R.; Ryan, P.J.; Mace, S.L.; Gaudner, S.L.; Coyne, S.R.; Xiao, Q. 2005. Midwest community tree guide: benefits, costs, and strategic planting. NCA-11-15-10. Newtown Square, PA: U.S. Department of Agriculture, Forest Service, Northeastern Area State and Private Forestry.

USDA Forest Service researchers conclude that ...



United States
Department of
Agriculture
Forest Service
Northeastern Area
State and Private Forestry
Newtown Square, PA
August 2005
NA-JRN-1-1-06
NCA

... trees pay us back

Properly cared
for, they are
valuable and
growing assets
worth three times
the investment.



COMMERCIAL CORRIDOR SURVEY

Question 1: How often are you on Lancaster Ave?

- a) About every day
- b) About once per week
- c) About once per month
- d) Rarely

Question 2: How clean is Lancaster Ave?

- a) Clean
- b) Somewhat Clean
- c) Somewhat Dirty
- d) Dirty

Question 3: As a result of the sidewalk-cleaning program, Lancaster Street is now _____.

- a) Much Cleaner
- b) Somewhat cleaner
- c) The same
- d) Somewhat dirtier
- e) Much dirtier



WHY WALK?

It's healthy

Builds aerobic fitness
Builds strength, energy, and coordination.
Reduces risk of falls and fractures.
Improves mood, relieves depression and stress.
Increases life expectancy
Decreases the risk of chronic disease

It's economical

Walkers bring business to local stores
Walkable neighborhoods increase property values.
Walking is inexpensive and costs less than any other physical activity.

It's social

Walkers interact with neighbors, contributing to a sense of community.
Walking establishes independence for older adults due to less reliance on cars.
People are more likely to continue physical activity or get involved in physical activity if they have social support.

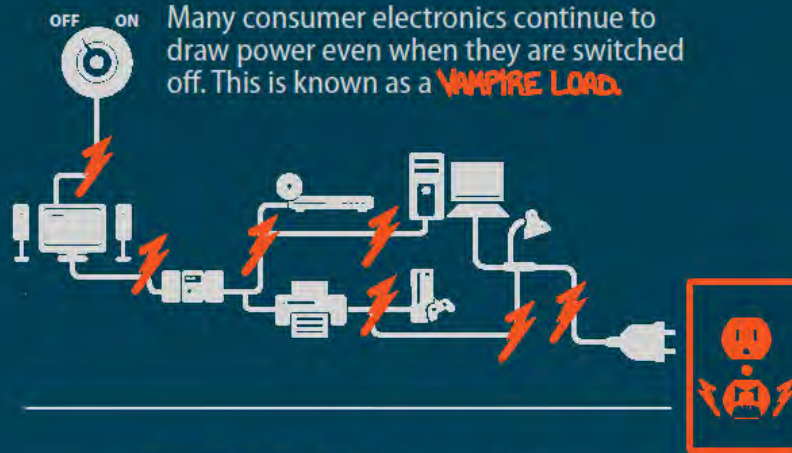
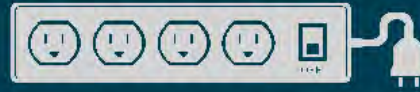
It's good for the environment

Traffic congestion
Walking instead of driving reduces Noise Air pollution
It's safe
Walking reduces opportunities for crime because there are more eyes on the street.
Walkable communities foster community interaction.



ENERGY EFFICIENCY INFO GRAPH

Saving Energy Through ADVANCED POWER STRIPS



VAMPIRE LOADS add up to about **\$200** in yearly energy costs for an average home

This **WASTED ENERGY** could have powered **11,000,000** homes



About **ADVANCED POWER STRIPS**

Advanced Power Strips (APS) look just like ordinary power strips, except that they have built-in features that are designed to reduce the amount of energy used by many consumer electronics. There are several different types of APSs on the market, but they all operate on the same basic principle of shutting off the supply power to devices that are not in use. By replacing your standard power strip with an APS, you can significantly cut the amount of electricity used by your home office and entertainment center devices, and save money on your electric bill.




NREL is a national laboratory of the U.S. Department of Energy, Office of Energy Efficiency and Renewable Energy, operated by the Alliance for Sustainable Energy, LLC.



ADVANCED POWER STRIPS

Which one is right for me?



I want to stop **WASTING ENERGY** in my ...

ENTERTAINMENT CENTER

I always turn off my electronics when done

Why don't I turn them off? **NO** **YES**

Do I want manual or automated power control?

I fall asleep | I forget | I'll do it myself | Automatic


HOME OFFICE

Is the computer a laptop or tablet?


Do I put it to sleep, or shut down? **NO** **YES**

Does it stay docked or is it frequently moved?


Sleep | Shut down | Always docked | Moved often




Timer Power Strip




Activity Monitor Power Strip



Remote Switch Power Strip




Master-Controlled Power Strip



Masterless Power Strip

COST	\$ - \$	\$ - \$	\$	\$ - \$	\$ - \$
FEATURES	Power strip automatically turns off outlets based on a pre-set schedule.	Power strip looks for signs of activity in the room, and turns off outlets if none is detected.	Power strip can be turned off by the user via a remote switch.	When a primary device (such as a computer or TV) is turned off by the user, the power strip automatically turns off the controlled outlets where the peripheral devices (such as the printer or game console) are plugged in.	When all of the controlled devices are turned off, the power strip turns off power to those outlets completely, eliminating all of the vampire loads.
POSSIBLE DRAWBACKS	You have to set up the timer and stick to your schedule for maximum energy savings.	Motion sensors don't always work perfectly.	To save any energy, you have to remember to turn off the power strip each time.	It can be tricky to select which appliance should be your "master" device.	Turning off one high-powered appliance could turn off the entire power strip.
WHAT TO LOOK FOR	Digital or dial timer.	Motion sensor or an infrared "eye" that detects remote control use around the TV or stereo.	A tethered switch or a remote switch.	One outlet is labeled as the "master."	No "master" outlet. Description may include "automatic switching" or "power detection."



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303-275-3000 • www.nrel.gov

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NREL-PO-5500-6661 • October 2013

ENERGY SAVINGS FROM ENERGY EFFICIENT LIGHTBULBS

Savings Estimate for ENERGY STAR Qualified Light Bulbs

Results Overview

The ENERGY STAR models of your selected light bulbs will save approximately 77%. Each year you will save approximately 255,336 kWh of electricity and \$22,980. Over the life of the light bulbs you will save approximately \$172,957 in electricity costs and \$13,387 in equipment replacement costs. By choosing ENERGY STAR you will reduce emissions by approximately 393,218 pounds of carbon dioxide annually, which is equivalent to the emissions of 37 cars.



Results Detail

General Purpose CFL/LED (Overstocked)	Quantity	Annual Total				Life Cycle Total				% Electricity Savings with ENERGY STAR	Total additional purchase price	Simple payback period for additional initial cost (years)	Assumed equipment lifetime (years)	
		Electricity cost savings	Electricity savings (kWh)	Electricity cost	Electricity consumption (kWh)	Electricity cost savings	Electricity savings (kWh)	Electricity cost	Electricity consumption (kWh)					
Bulb 1 (13W CFL, replacing 60 W)	2400	\$11,116	123,516	\$3,075	34,164	190,215	\$53,666	1,120,000	\$7,121	\$64,095	70%	\$5,720.00	0.4	3.1
Bulb 2 (19W CFL, replacing 75 W)	2172	\$11,268	131,000	\$3,746	41,608	203,004	\$56,261	1,203,940	\$6,266	\$39,044	76%	\$5,973.00	0.3	3.1
LED floodlight reflector	0	0	0	0	0	0	0	0	0	0	0%	0	0	0
Total	4,572	\$22,384	255,336	\$6,821	75,772	393,218	\$112,927	2,323,940	\$13,387	\$129,710	77%	\$12,694	0.5	-

Note: Savings for ENERGY STAR lighting includes an added cost for replacements because efficient lighting typically lasts longer than conventional lighting. More efficient lighting releases less heat into the surroundings, so upgrading to ENERGY STAR lighting may also have an impact on your heating and cooling costs. Total additional purchase price in the incremental cost for ENERGY STAR equipment reduced by any manufacturer's amount entered on inputs tab. Life cycle cost savings are given in terms of present value based on a real discount rate of 4%. See General Assumptions tab to adjust the discount rate. Life cycle net cost savings = life cycle electricity cost savings + modeled replacement cost - additional purchase price. Simple payback calculation is based on total additional purchase price, annual electricity cost savings and annual bulb replacement costs.

If every American home replaced their 6 most frequently used light fixtures or one bulb in them with ones that have earned the ENERGY STAR, we would save approximately \$8 billion each year in energy costs, and together we would prevent the greenhouse gases equivalent to the emissions from 16 million cars.

This calculator was developed by U.S. EPA and DOE to estimate the energy consumption and operating costs of light bulbs and the savings with ENERGY STAR. New ENERGY STAR qualified light bulbs are compared to the average available new conventional light bulbs. Actual savings may vary based on use and other factors. [See www.energystar.gov](http://www.energystar.gov) for information on new ENERGY STAR products.