

**CITY OF PHILADELPHIA  
SHARED PUBLIC SPACES WORKGROUP  
CODE OF CONDUCT, SERVICE ALTERNATIVES SUBCOMMITTEE  
THURSDAY, APRIL 6, 2017**

**Attendees**

Bill Parshall – Temple University Center City  
Brian Korn – Center City District  
Bruce Goldman – Chamber of Commerce  
Carol Thomas – Commerce Department  
Dave Simonetti – Wawa  
Don Haas – Building Owners & Managers Association  
Edd Conboy – Broad Street Ministry  
Emily Taylor – One Step Away  
Eva Gladstein – Managing Director’s Office (MDO)  
Fran Healy – Police Department

Heather Hearn – Wawa  
Jason Miller – Ready, Willing, and Able  
Jennifer Chang – Free Library  
Julia Hinckley – MDO  
Krystle Okafor – MDO  
Laura Weinbaum – Project HOME  
Liz Hersh – Office of Homeless Services  
Mark Squilla – City Council  
Marsha Cohen – Homeless Advocacy Project  
Sandy Vasko – Department of Behavioral Health and Intellectual disAbility Services  
Sue Buck – Parks and Recreation

**Meeting Materials**

- Updated Goal Planning Chart
- Tips for Human Kindness Palm Cards
- System Maps (Substance Abuse, Severe Mental Illness, and Panhandling)
- There’s A Better Way: ABQ’s Innovative, Collective Impact Driven Panhandling Solution
- “In Maine, Portland Tries a New Tactic with Panhandlers: Hiring Them”

**Discussion**

Updates

- The Tips for Human Kindness palm cards—which discourage giving to panhandlers and encourage making donations directly to the Office of Homeless Services (OHS)—will be ready to circulate this spring. OHS is revising the cards to note that each donation is set at \$5 and that OHS is the ultimate recipient of the funds. Code of Conduct, Service Alternative members can begin to think about how they will distribute the palm cards within their networks.

Low-Barrier Employment Programs

- *Ready, Willing, and Able*. Funded by the Office of Homeless Services and the U.S. Department of Housing and Urban Development, Ready, Willing, and Able gives men in shelter for one month or more paid park maintenance work. Their 70 “men in blue” stay in group housing for a one year period, engage in support services and career training, and graduate after they have secured employment and housing. Typically, 60 participants are able to graduate, and this group averages an \$11.50 hourly wage once hired. Graduates are offered one year of additional case management. Persons who relapse may reenter the program if they can then maintain their sobriety for thirty days.
- *One Step Away*. Philadelphia’s “street newspaper,” *One Step Away* is sold to homeless vendors at 50% of its cover price and then resold to the public, with the vendors pocketing all proceeds. Many vendors see the paper as a avenue for sharing their stories and interacting with the broader public. There are no sobriety or social services requirements for participation. Fifty percent of vendors report that One Step Away is their only income stream, 41% of vendors report working seven or more hours a day selling the paper, and 78% of vendors report that they are no longer experiencing homelessness.

- *Project HOME.* Project HOME takes an “employment first” approach guided by the belief that their clientele are always ready to participate in the labor market. The organization partners with the Free Library to hire restroom attendants for Parkway Central and McPherson Libraries. Employees’ hours are limited so they do not become disqualified for disability benefits. The restroom attendant positions were conceived as a pathway to broader involvement with Project HOME.
- *First Step Staffing.* This Atlanta, GA, outfit acquires operating staffing companies in order to provide employment opportunities to formerly homeless and justice involved individuals. First Step serves the food processing, hospitality, printing and imaging, and restoration/large loss industries. Participants are offered case management and wrap around supports for two years; there is not a residential component. The organization is exploring opportunities to set up shop in Philadelphia; they are about five months into their due diligence process.
- *Day Labor Programs.* In Albuquerque, NM, and Portland, ME, municipal governments operate programs to hire persons observed panhandling for yard maintenance or street cleaning shifts. Albuquerque’s program features a \$9 an hour wage, a free lunch, and meal-time engagement with case workers. These are nascent efforts, so a scalable day labor model has yet to emerge.

### **Next Steps**

- Finalize and circulate the Tips for Human Kindness cards.
- Circulate contact information for staff in charge of the Free Library’s restroom attendant program.
- Circulate additional information on First Step Staffing.
- Add an additional thirty minutes to upcoming Code of Conduct, Service Alternatives meetings.
- Discuss system maps and goals chart at next month’s Code of Conduct, Service Alternatives meeting.

**CITY OF PHILADELPHIA  
SHARED PUBLIC SPACES WORKGROUP**

**Code of Conduct and Service Alternatives Subcommittee Meeting**  
Thursday, April 6, 2017 9:00a – 10:00a  
1717 Arch Street 31st floor-Reed Smith Conferencing Floor, Room 31-F

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|------|---|------------|
| I.   | Welcome, Updates                              | 5 minutes  |
| II.  | Presentation: Low-Barrier Employment Programs | 30 minutes |
| III. | Goal Planning: Updates on Work in Progress    | 10 minutes |
| IV.  | Discuss finalized system maps                 | 10 minutes |
|      | a. Substance Abuse                            |            |
|      | b. Severe Mental Illness                      |            |
|      | c. Panhandling                                |            |
| V.   | Identify action items and next steps          | 5 minutes  |
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**Handouts**

- Updated Goal Planning Chart
- System Maps
- Spring 2017 Marketing Materials

**Upcoming Meetings**

- Thursday, May 4, 9:00a – 10:00a
- Thursday, June 1, 9:00a – 10:00a

**SHARED PUBLIC SPACES WORKGROUP  
CODE OF CONDUCT SUBCOMMITTEE  
GOALS SUMMARY CHART**

	<b>SHORT TERM (3 MONTHS)</b>	<b>MEDIUM TERM (6-12 MONTHS)</b>	<b>LONG TERM (12-24 MONTHS)</b>
<b>Easy Goals</b>	<ul style="list-style-type: none"> <li>• Expand BenePhilly to provide benefits access assistance at site that serves the street population.               <ul style="list-style-type: none"> <li>◦ By year's end, enroll [##] individuals in Medicaid and SNAP.</li> </ul> </li> <li>✓ Debut text-to-give campaign to encourage the public to donate directly to Philadelphia-based social service agencies.</li> <li>• Develop truncated version of <i>Where to Turn Guide</i> to distribute amongst panhandlers.</li> <li>✓ For a public audience, develop Shared Spaces frequently asked questions info sheet.</li> </ul>	<ul style="list-style-type: none"> <li>❖ Reassess Police-Homeless Outreach procedures for disrupting aggressive panhandling.</li> <li>• Increase assistance for individuals applying for SSI and SSDI applications.               <ul style="list-style-type: none"> <li>◦ Apply for SSI or SSDI for [##] homeless individuals by year's end.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Bolster financing mechanisms for affordable and permanent supportive housing.               <ul style="list-style-type: none"> <li>❖ Attract additional funders and investors.</li> <li>◦ Implement innovative financing models such as Pay for Success.</li> </ul> </li> </ul>
<b>Hard Goals</b>	<ul style="list-style-type: none"> <li>❖ Launch Engagement Centers in North Philadelphia, West Philadelphia and Center City to relieve public spaces that cannot meet vulnerable individuals' needs.</li> </ul>	<ul style="list-style-type: none"> <li>• Launch employment intervention for Center City panhandlers.</li> </ul>	<ul style="list-style-type: none"> <li>• Open Engagement Center in dedicated, brick-and-mortar space in Center City.</li> <li>• Coordinate with Philadelphia Police Department to develop diversion protocol for aggressive panhandlers that utilizes the Engagement Center.</li> </ul>

**Key:**  
 ✓ Completed  
 ❖ Underway  
 • Draft



**Show You Care,  
But Not  
Right Here**

Text 80077, type "Share"  
to make your donation.



Office of  
Homeless Services  
215-232-1984  
End Homelessness



**Giving Me Change  
Won't Help Me  
Change.**

Text 80077, enter "Share"  
to make your donation.



Office of  
Homeless Services  
215-232-1984  
End Homelessness

**MAKE YOUR CHANGE COUNT**

**What You Can Do About Panhandling**

- Text "Share" to 80077, to support housing, jobs and services
- Buy a copy of the *One Step Away* newspaper
- Volunteer
- If you feel threatened or afraid call 911
- Call Homeless Outreach day or night at 215-232-1984



Many Partners  
One Goal  
End Homelessness



**Ready  
Willing  
& Able**

**Philadelphia**

**FACTS ABOUT READY, WILLING & ABLE PHILADELPHIA**

Ready, Willing & Able provides formerly homeless and incarcerated men the opportunity to rebuild their lives through a variety of transitional paid work opportunities, educational services, and career development resources. The organization serves **70 individuals** each day at 1221 Bainbridge Street in South Philadelphia.

- **Founded in 2001**, Ready, Willing & Able, is a **9-12 month transitional housing and work program** that provides **occupational training, education services, and career development assistance.**
- Ready, Willing & Able, participants (or “trainees”) help keep Philadelphia’s parks and streets clean and safe each day in partnership with numerous organizations including **The Pennsylvania Horticultural Society, The Office of Supportive Housing, Fairmount Park, and many other Philadelphia citizens and community organizations.**
- The park and street maintenance program is called Ready, Willing & Able’s **Community Improvement Project** (or “CIP”) and the trainee’s iconic blue uniforms have earned them the nickname the “**men in blue**”. They are paid \$8.00 to \$9.00 per hour to do this work, which allows them save money and the experience helps learn (or re-learn) critical skills such as punctuality and teamwork.
- In addition to work in the CIP program, Ready, Willing & Able provides trainees with numerous real-world career training. Men can also study to join the fields of **security, building maintenance, and culinary arts**. The culinary arts program offers instruction to help individuals earn a **ServSafe**, safe food handling and preparation certification, and prepares over 75,000 meals each year.
- Ready, Willing & Able’s **Career Development Department** helps equip each individual with the skills and knowledge to find **permanent, full-time jobs**, and maintains strong relationships with dedicated employer partners from a wide range of companies including **Whole Foods, The University of the Arts, Allan Industries, Philadelphia Gas Works, and AMTRAK.**
- To graduate from Ready, Willing & Able, men must secure **full-time employment and self-supported housing**, and **maintain their sobriety**. Every Graduate is guaranteed lifetime support through Ready, Willing & Able’s **Graduate Services Department.**

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To learn more, please visit [www.rwaphiladelphia.org](http://www.rwaphiladelphia.org), <http://www.mibofphl.com/>, [www.facebook.com/RWAPhiladelphia](https://www.facebook.com/RWAPhiladelphia), and [@RWAPhilly](https://twitter.com/RWAPhilly) on Twitter.

# There's a Better Way – ABQ's Innovative, Collective Impact Driven Panhandling Solution

## Reasons why we do this program:

1. Give people dignity in work
2. Connect individuals with services
3. Collective Impact to end panhandling
4. Help the Community to understand *There's a Better Way*

*May 2015* – Mayor Berry thought up program during a morning staff briefing discussing the panhandling issue.

- In Albuquerque, panhandling is a public safety issue but it not illegal. In 2003, the City Council passed an anti-panhandling ordinance, but State District Court Judge William Lang barred the city from enforcing the ordinance after the ACLU fought it on the grounds that it was a First Amendment violation.

*June 2015* – originally 15 signs posted across the city displaying the following info:



- City 311 operators equipped with a resource directory to help those in need of food and shelter
- Drivers who are interested in helping the panhandlers have an opportunity to redirect their donations to a list of service providers – maximizing their donation for the greatest possible impact.
- We partnered with United Way of Central New Mexico to be the fiscal agents with NO administrative costs
  - Donors can have their money support: The Community Fund, Feeding the Hungry, Shelter the Homeless, and to Pay for a Day's Wages for Someone in Need of Work
- Donations Collected now have the potential to have a Collective Impact. For example, a driver could hand \$5 out the window to a panhandler and help them purchase one meal – or they could donate \$5 to Roadrunner Food Bank and feed 20 people.

*September 2015*- The second phase of the initiative is the “There’s a Better Way” van.

- We have had over 50 states and cities across the country interested in the program including: San Diego, CA; Pittsburgh, PA; Honolulu, HI; Seattle, WA; Cincinnati, OH; Portland, OR
- City refitted a 2006 12-passenger van to drive to areas frequented by panhandlers and offer them day labor
- The City teamed up with St. Martin’s Hospitality Center by providing an initial amount of \$50,000 for the program to run for two reasons:
  - Personal engagement to get people connected to the right resources
  - To transition them from this job into a more stable employment through St. Martin’s Employment Support program
- The van transports individuals to a job site under the City’s Solid Waste Department’s supervision to do work such as landscape beautification. Lunch is provided by St. Martin’s
- Paid above minimum wage at \$9/hour- They can work up to \$600/ year under the tax code
- After their work day is complete, passengers are transported back to St. Martin’s to be connected with emergency shelter to house them overnight as needed.

*To Date* – Mayor Berry added funding amount from FY17 expanding the program to 4 days

- We now have 37 signs posted throughout the city
- There have been 947 jobs given, 226 City blocks have been cleaned and 84,101 pounds of litter and weeds have been cleared
- In the first 11 months of the van program’s operation, 11,000 people have been connected to services they may not have known about previously, 116 people were connected to permanent employment, 9 are in housing, 112 clients are engaged with mental health services and substance abuse programs.
- The program has received over 10,000 calls with 95% of those calls looking to be connected to resources
- Total donations to date: \$57,161

In house video that was made: <https://vimeo.com/146947306>

# There's A Better Way

## ABQ's Innovative, Collective Impact Driven Panhandling Solution

If You Need HELP  
With Food or Shelter  
**CALL 311**  
Donations can be made  
at [DONATEabq.org](http://DONATEabq.org)



PART 1: Directing people to 311 to get connected to resources. Encouraging donors to have a collective impact to end panhandling by giving to [DONATEabq.org](http://DONATEabq.org).

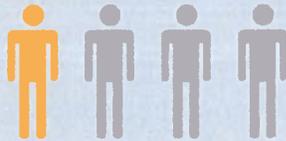
PART 2: Working with St. Martin's Hospitality Center to offer panhandlers jobs beautifying the city at \$9/hour.

In the first 6 months **7,300 +** lives have been impacted

**95%**  
of the 311 calls on this program are people asking to be connected to services

## JOBS

One out of every four workers chose to be connected to housing, employment, behavioral health services, and substance abuse help.



There's a Better Way Van Program workers have cleaned **128.5 city blocks**

And cleared out **49,300 + lbs.** of litter and weeds.

7  
Emergency/  
Hotline  
Numbers

In FY16 the City of Albuquerque granted over **\$18M** to our local service providers

14 Overnight, Day, Teen, & Emergency Shelters

20+ Substance Abuse, Recovery, & Mental health Programs

8 Meal Sites

80 + misc. services including clothing & legal aid



CALL 311



Visit  
[DONATEabq.org](http://DONATEabq.org)

Infographic on the program's  
over 7 months of success.

Updated 6/21/2016

**The New York Times** | <https://nyti.ms/2mLLVpc>

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U.S.

## In Maine, Portland Tries a New Tactic With Panhandlers: Hiring Them

By MATTHEW HAAG MARCH 21, 2017

The complaints poured into City Hall in Portland, the scenic city in Maine with cobblestone streets and waterfront parks. Panhandlers were taking over sidewalks, clogging busy intersections and scaring off tourists.

City officials responded in the same manner as their counterparts across the country — with force. Starting in 2013, they outlawed begging on street medians, saying it was a public safety issue. After a federal court struck down that law, Portland bulldozed a strip in the middle of a road that had proved popular with beggars.

Despite the aggressive approach, panhandlers did not disappear.

So starting in April, Portland plans to try a new tactic. The city will hire a few panhandlers a day, pay them \$10.68 an hour, the city's minimum wage, and assign them to clean parks and public spaces.

The Portland city manager, Jon Jennings, said it was time to think of another solution and believes this one will help everyone. He hopes to eventually be able to convert some of the jobs into full-time work with the city, he said, and Portland's parks will be more beautiful.

"It's so they don't feel the need to stand on a corner and ask for money, and they can move on to a life of productivity," Mr. Jennings, who joined the city in 2015, said in an interview. "We are a city that really embraces people who, of no fault of their own, fall on hard times."

The plan is more than a just stark reversal for Portland, the harbor city of 66,000 people about 100 miles north of Boston that is Maine's economic hub. It is a small but significant shift from the disciplinary approach used by cities nationwide in dealing with panhandlers and homeless people.

Other cities have tried different tactics. Los Angeles and Dallas have cleaned out campsites to force homeless people farther away from central business districts. Panhandlers in Raleigh, N.C., can only legally ask for money if they have city-issued permits. Honolulu has made it illegal to sit in some areas. Bossier City in Louisiana has imposed stricter laws on panhandling. Last month in Juneau, the capital of Alaska, city leaders made it illegal to sleep outside in parts of downtown.

Several courts, including the United States Court of Appeals for the First Circuit, which struck down Portland's law against begging on median strips in 2015, have increasingly taken an unfavorable view of panhandling ordinances, saying they infringe on people's First Amendment rights.

"These laws are still on the rise," said Maria Foscarinis, the founder and executive director of the National Law Center on Homelessness and Poverty in Washington. "We have begun chipping away at the trend, and there is an increasing realization among some cities that this is not a good approach."

Portland is following several other cities. A year and a half ago, Albuquerque implemented a jobs programs that pays \$9 an hour. Since then, more than 1,750 jobs have been handed out and over 60 tons of litter have been removed, according to the city. In Chicago, panhandlers receive \$55 a day to pick up trash.

Starting in the morning in Portland, a few dozen panhandlers gather at busy street corners in the city and outside the picturesque storefronts downtown. Not everyone who begs is homeless, but at night between 400 and 500 people sleep at one of the five shelters in Portland, said Mark Swann, the executive director of Preble Street, which operates two of the centers and a soup kitchen.

Mr. Swann said that some residents in Portland have complained loudly to City Hall in recent years about panhandlers and homeless people, falsely suggesting that generous social services and waterfront views are a magnet for them. “The vast majority of them are sleeping on a thin rubber mat 10 inches apart from a stranger,” he said.

Mr. Swann added: “We are barely keeping people alive. That’s what we are really doing.”

The jobs program in Portland will work similar to the one in Alburquerque. A city worker will drive a van to hot spots for panhandlers and offer jobs until five people accept. Participants will be served breakfast, receive on-the-job training and get paid only after completing six hours of work.

It will initially operate two days a week from April to November during a trial run. The city is looking for outside funding to pay for it. One funding possibility is through the federal government’s \$3 billion Community Development Block Grant program, which President Trump has proposed eliminating.

There is plenty of work to go around, Mr. Jennings said. Portland is trying to upgrade its 721 acres of parkland, nearly as large as Central Park but has limited staff members, including only one horticulturist.

“We are always looking for extremely talented people in the city,” he said.