

**CITY OF PHILADELPHIA  
SHARED PUBLIC SPACES WORKGROUP  
CODE OF CONDUCT, SERVICE ALTERNATIVES SUBCOMMITTEE  
THURSDAY, MAY 4, 2017**

**Attendees**

Bill Parshall – Temple University Center City  
Carol Brooks – Commerce Department  
Dave Simonetti – Wawa  
Don Haas – Building Owners & Managers  
Association  
Eva Gladstein – Managing Director's Office (MDO)  
Jennifer Chang – Free Library  
Julia Hinckley – MDO

Krystle Okafor – MDO  
Mark Squilla – City Council  
Mary Horstmann – MDO  
Mike Dahl – Broad Street Ministry  
Sr. Mary Scullion, Project HOME  
Sue Buck – Parks and Recreation  
Tom Nestel – SEPTA

**Meeting Materials**

- Goal Planning Chart
- Real Change Palm Cards
- Small Group Discussion Questions
- Real Change Campaign: Opportunities for Collaboration

**Discussion**

Updates

- *The Office of the Deputy Managing Director for Health and Human Services (HHS)* will release the results of the panhandling survey sometime in late May or early June as a part of a larger press event that will update the public on the progress of the Shared Public Spaces Workgroup. HHS is also continuing efforts to establish a continuum of low-barrier employment opportunities for homeless and other vulnerable populations in the city.
- *SEPTA* has begun enforcing its panhandling ban on its subway cars. SEPTA police now offer persons found panhandling transport to social services agencies on their first contact and arrest persons found panhandling on their second contact. Thus far, no one has accepted transport and four arrests for defiant trespass in the first degree have been made.
- *Temple University Center City District* is taking steps to address loitering at Two Penn Plaza. With the spring weather, the Indego bike share station has become a meeting ground for the street population, drawing complaints for minor drug dealing and street harassment. Temple is considering whether to request to remove the Indego station.
- *Wawa's* Aramingo Avenue location experienced increased panhandling near its storefront during the NFL Draft; it appears that homeless individuals relocated to Kensington from Center City (though neither the police nor any City agencies moved anyone from the Ben Franklin Parkway or surrounding area).
- *The Department of Parks and Recreation (PPR)* is installing arm rests at Aviator Park in response to requests by the Logan Square Neighborhood Association; the arm rests will prevent street sleeping.

Goal Planning: Small Group Activity

- Subcommittee members brainstormed the following action items during the small group discussion activity:
  - Are we missing any goals that we should be pursuing?
    - Public reports on text-to-give donations and public disclosure on how donations will be used
    - Collaboration with other subcommittees

- Pipeline for street cleaning opportunities, seasonal jobs with the Department of Parks and Recreation, etc.
  - Outreach to persons experiencing homelessness through engagement centers, job fairs, and other venues that can help them forge connections with service providers and employers
  - Newspaper advertisements for career training opportunities
  - Clearly defined strategy for combating illegal activity that differentiates between illegal activity and homelessness
  - Hotline for reporting nuisance sidewalk behavior
  - Pre-arrest diversion program for opioid users
  - Reducing short dumping among meal providers
  - Leveraging meal providers enthusiasm for an advocacy campaign
  - Public education around issues tackled by the Shared Public Spaces Workgroup
- How can your organization support the goals?
    - Use library staff to engage vulnerable individuals.
    - Develop a directory of training and employment opportunities for vulnerable individuals.
    - Create incentives for businesses to hire the homeless.
    - Train park ambassadors in Center City to do outreach about social services.
    - Consider day labor opportunities with SEPTA.
    - Support, create, or make referrals to low barrier employment programs.
    - Liaise with private sector actors to fundraise for programs to support vulnerable individuals.
    - Introduce legislation to allocate funds for related initiatives.
    - Establish programs to create additional residential drug treatment slots.
    - Conduct additional outreach at meal sites to encourage clients to accept housing placements.
    - Coordinate efforts to offer bolster supports at Suburban Station Concourse.
    - Train stakeholders on pathways for substance abuse treatment in Philadelphia.
    - Help businesses understand their rights when mitigating quality of life issues.

#### Communications: Opportunities for Collaboration

- Code of Conduct, Service Alternatives members are encouraged to share the Make Real Change palm cards using any of the methods included in the Opportunities for Collaboration one pager. The cards are handy for sharing on social media, in offices or storefronts, or at public events.
- Meeting attendees recommended distributing the cards at sports arenas or the Convention Center and leveraging the Mayor's Office and the Office of the City Representative for this campaign.
- The Marketing and Public Education subcommittee is developing a communications plan for this and other Shared Public Spaces Workgroup deliverables.

#### **Next Steps**

- MDO staff will circulate digital files of the Real Change palm cards so that subcommittee members may share them via their networks.

**CITY OF PHILADELPHIA  
SHARED PUBLIC SPACES WORKGROUP**

**Code of Conduct and Service Alternatives Subcommittee Meeting**  
Thursday, May 4, 2017 8:30a – 10:00a  
1717 Arch Street 31st floor-Reed Smith Conferencing Floor, Room 31-F

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|------|---|------------|
| I.   | Welcome, Updates                                | 10 minutes |
|      | a. Panhandling Survey                           |            |
|      | b. Committee Members' Updates                   |            |
| II.  | Follow Up Items                                 | 10 minutes |
|      | a. Low-Barrier Employment Programs              |            |
| III. | Goal Planning: Small Group Activity             | 50 minutes |
|      | a. Small Group Discussion                       |            |
|      | b. Report Out/Discussion                        |            |
| IV.  | Communications: Opportunities for Collaboration | 20 minutes |

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**Handouts**

- Updated Goal Planning Chart
- Spring 2017 Marketing Materials

**Upcoming Meetings**

- Thursday, June 1, 8:30a – 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

CODE OF CONDUCT, SERVICE ALTERNATIVES SUBCOMMITTEE MEETING  
SMALL GROUP DISCUSSION

1. Are we missing any goals that we should be pursuing?
2. How can your organization support the goals?

**SHARED PUBLIC SPACES WORKGROUP  
REAL CHANGE CAMPAIGN**

**OPPORTUNITIES FOR COLLABORATION**

In partnership with the Shared Public Spaces Workgroup, the Office of Homeless Services has reinvigorated the Real Change Campaign, encouraging the public to donate directly to efforts that provide housing and social services to the homeless. Homeless Services' Real Change palm cards are designed to spread the word on this important message—to create hospitable, shared spaces, we must deploy effective strategies that reflect vulnerable individuals' underlying needs. The palm cards are also a useful tool for reporting out on your participation in the Shared Public Spaces Workgroup in conversations with colleagues, community members, and other stakeholders.

Workgroup members are encouraged to consider how they can distribute the cards and elevate the debate about homelessness in Philadelphia. Below are steps that you may take.

- Tap your networks.** By sharing the palm cards at community or board meetings where attendees have expressed concerns about quality of life issues, you can easily move this work forward.
  
- Add the palm cards to any existing venues where you share information.** By simply featuring the cards at any kiosks, bulletin boards, or reception area information tables within your office, you can quickly inform your peers and visitors on the importance of creating shared public spaces.
  
- Share on social media.** Post the cards on Instagram or Facebook or incorporate them into your organizations' regular newsletter or media blasts. Quickly show your support by retweeting Liz Hersh (@LizHersh) or Health and Human Services (@PhilaHHSCabinet) on Twitter.
  
- Utilize your internal platforms.** Consider incorporating the Real Change Campaign into any internal newsletters or intranet sites on social responsibility or charitable giving.
  
- Hang posters.** When printed at scale, the palm cards are excellent signage for local businesses with storefronts where panhandling is discouraged.
  
- Host a press event.** You may link to these materials when writing any press releases on your contributions to the Shared Public Spaces Workgroup. When discussing this issue with the press, the palm cards are a handy reminder of our approach to addressing homelessness.
  
- Launch a donations campaign.** Planning an annual charitable giving campaign? These cards offer a quick way to show you care. The palm cards may even be used as a payroll stuffer.