Litter Control Plan
Kensington Neighborhood
October 2018

A LITTER-FREE CITY STARTS WITH YOU.

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In February of 2018, the City of Philadelphia’s Zero Waste and Litter Cabinet released comprehensive litter index data for every public space in the city. Each residential street, business district, park, and school received a litter score based on Keep America Beautiful’s 1-4 scale (with “1” being litter-free, and “4” requiring extensive cleanup efforts and resources from multiple entities).

After mapping Philadelphia based on that litter assessment, the Zero Waste and Litter Cabinet and Streets Department brought together City departments and agencies to work in partnership with community groups to outline a set of interventions, identify resources and maintenance opportunities, and determine next steps.

While the City is committed to creating Neighborhood Litter Control Plans for every neighborhood in Philadelphia, the Zero Waste and Litter Cabinet and the Streets Department are beginning with communities that have the most problematic litter index scores to guide all litter reduction work with the principle of equity.

Below is our second pilot Neighborhood Litter Control Plan, created in partnership with Zero Waste and Litter Cabinet, Streets Department, El Barrio Es Nuestro, and area CDCs and RCOs serving the Kensington section of the city. This action plan is focused on the area between 5th Street to Coral Street and Lehigh and Erie Avenue.

We expect to take the experience of this effort to other Philadelphia neighborhoods and to continue to work with stakeholders in Northeast Philadelphia into the future on litter abatement and prevention strategies.
The following organizations played key roles in identifying causes of litter, outlining interventions and partnership opportunities, and carrying out the actions agreed upon as critical to creating and maintaining a clean Kensington neighborhood. Included as part of this team are municipal departments as well as citywide and neighborhood-based nonprofit groups.

**Municipal Government**
- Office of the 7th District Councilwoman, Maria D. Quiñones-Sánchez
- Office of the 1st District Councilman, Mark Squilla
- Managing Director’s Office
  - Zero Waste and Litter Cabinet
  - Community Life Improvement Program (CLIP)
  - El Barrio Es Nuestro
  - Health and Human Services
- Philadelphia Streets Department
- Philadelphia Commerce Department
- Philadelphia Police Department, 24th and 25th Police District
- Philadelphia Police Department, Neighborhood Services Unit
- Planning Commission
- Philadelphia Department of Licenses and Inspections (L&I)
- Free Library of Philadelphia

**Citywide Agencies**
- Southeastern Pennsylvania Transportation Authority
- Keep Philadelphia Beautiful

**Community-Based Organizations**
- Impact Community Development Corporation (Impact CDC)
- New Kensington Community Development Corporation (NKCDC)
- Hispanic Association of Contractors and Enterprises Inc. (HACE)
- 7th Ward Civic Association
- Harrowgate Civic Association
- Kensington Independent Civic Association
- Somerset Neighbors for Better Living
- Prevention Point
- Salvation Army

*Note that some of these stakeholders will continue to be a part of the Neighborhood Litter Control Plan process in other communities, while others may not be depending on the conditions and needs of a given area.*
This team addresses the key issues of drug use, encampments, litter, and waste in the Kensington/Fairhill areas through a plan with seven main missions topics. Sections four and seven are most relevant for this plan as they focus on trash reduction and community mobilization. Below are their goals in the two relevant areas:

**Trash Reduction:**

- Pilot a dumpster at Frankford Ave. encampment site
- Recruit homeless and users to assist with cleaning areas
- The City of Philadelphia, non-profits, CDCs, residents, and businesses will conduct a large-scale cleanup on Kensington Ave. from Allegheny to Lehigh Ave., and two blocks east and west off Lehigh and Allegheny
- Attempt to engage prison system to have weekenders prisoners assist with cleaning areas in the grid
- Continuous clean up efforts within 90 day period
- Engage Environmental Crimes Unit to investigate illegal dumping
- Install hazardous waste bins to parks and recreation centers in the area
- Pilot mechanical street cleaning on major arteries in the Kensington area
- Reduction in vacant and open properties through survey projects

**Community Mobilization:**

- Create a volunteer page on the Opioid website for donations or cleanup volunteers
- Create focused information for block leaders
- Enable residents to be stewards of their blocks through meetings, cleanups, and social events
The below graphics represent data collected at the Kensington community meeting on 6/04 with 24 respondents.

### Neighbors' Average Litter Index Score
- **2.19** (out of 4.0)
- **10.54%** for entire service area

### Top 10 Service Requests
#### zip code: 19133
- Vacant lot clean-up: 211
- Illegal dumping: 143
- Maintenance residential: 131
- Graffiti removal: 117
- Abandoned vehicle: 92

#### zip code: 19134
- Graffiti removal: 866
- Illegal dumping: 767
- Maintenance residential: 443
- Abandoned vehicle: 410
- Rubbish collection: 223

### Neighbors’ Service Requests
- **217** with Vacant lot clean-up
- **200** with Vacant house
- **111** with Cave-in repair
- **105** with Street light outage
- **102** with Pothole repair

### Respondents within designated boundary
- I live within these boundaries: 16
- I am regularly in this neighborhood for recreation/play: 2
- I work within these boundaries: 5
- I am a member of a local CDC: 4
- I own business in this area: 2

### 3 Items of Greatest Concerns to Residents
- **Beautification of public spaces & vacant land**
- **Illegal dumping (requiring large cleanup effort/ heavy machinery)**
- **Littering on roadways & curbs**
- **Littering by pedestrian foot traffic**

### The below graphics represent data collected at the Kensington community meeting on 6/26 with 15 respondents.

#### Neighbors’ Average Litter Index Score
- **2.19** (out of 4.0)
- **10.54%** for entire service area

#### Top 10 Service Requests
#### zip code: 19133
- Vacant lot clean-up: 14
- Maintenance residential: 10
- Graffiti removal: 5
- Street light outage: 4
- Abandoned vehicle: 6

#### zip code: 19134
- Graffiti removal: 14
- Illegal dumping: 6
- Maintenance residential: 6
- Abandoned vehicle: 10
- Rubbish collection: 9

#### Respondents within designated boundary
- I live within these boundaries: 14
- I am block captain/volunteer: 2
- I am regularly in this neighborhood for recreation/play: 2
- I work within these boundaries: 4
- I am a member of a local CDC: 6
- I own business in this area: 2

### 3 Items of Greatest Concerns to Residents
- **Littering/waste set out practices of residents**
- **Illegal dumping (requiring large cleanup effort/ heavy machinery)**
- **Beautification of private spaces (home & businesses)**
- **Littering/waste set out practices of local businesses**

**Note:** The data was collected at the Kensington community meeting on 6/26 with 15 respondents.
Key Neighborhood Stakeholders

Principal community and economic development entities
- Impact Community Development Corporation
- Hispanic Association of Contractors and Enterprises Inc (HACE)
- New Kensington Community Development Corporation (NKCDC)

Block captain presence
- 113 clean block captains in the 24th and 25th Police District

Registered community organizations
- 7th Ward Civic Association
- Harrowgate Civic Association
- Kensington Independent Civic Association
- Somerset Neighbors for Better Living Corporation

Environmental stewardship organizations
- Pennsylvania Horticultural Society
- New Kensington Community Development Corporation (NKCDC)

Hyperlocal press
- Harrowgate
- Al Día News

Other key community assets
- Congreso de Latinos Unidos
- Esperanza
- Prevention Point
- Salvation Army
- The Lighthouse

Local schools
- Henry A. Brown
- Russell Conwell
- Horatio B. Hakett
- John F. Hartranft
- Francis Hopkinson
- William H. Hunter
- Juniata Park Academy
- Kensington HS
- Kensington HS for Creative & Performing Arts
- William McKinley
- Philadelphia Military Academy
- Richmond
- Phillip Sheriden
- John Webster
- John Welsh
- Frances Willard
- Pan America Charter
- Stetson John B.
- Mariana Bracetti Academy

Key faith based organizations
- Esperanza Medical Center
- Visitation Catholic Community Center and School
- Rock Ministries

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Current Needs Assessment Work Conducted
Initial Stakeholder Feedback Session
The first meeting on June 4th was hosted at the McPherson Library with representatives from the Zero Waste and Litter Cabinet, the Streets Department, El Barrio es Nuestro, Block Captains, CLIP, L&I, CDCs, and City Council. The community meeting focused on the targeted area of Kensington and Fairhill with the purpose to discuss and plan for matters pertaining to Zero Waste and Litter initiatives and Vision Zero. Community members voiced concerns over issues such as illegal dumping, littered needles, drug activity, abandoned vehicles, vacant homes, and lack of proper equipment to dispose of needles.

With the help of the Streets Department, Department of Commerce, and Zero Waste and Litter Cabinet, the following programs and initiatives were identified for the area:

- **The Streets Department Neighborhood Recovery Project** was conducted, which includes the following activities in areas targeted through the litter index:
  - Increased SWEEP ticketing for litter violations, for a total of 926 tickets between June 1 and September 1, 2018.
  - Cleanup of illegal dumping on several lots for a total of 43.91 tons of debris between June 1 and September 1, 2018.
  - 328 tires collected, totaling 3.12 tons

- **The following streets were cleaned:**
  - 3200 Rosehill Street (17.04 tons of debris, 328 tires at 3.12 tons)
  - 3200 N. Jasper St. & 1800 E. Willard St. (17.13 tons of debris)

- **The following alleys were cleaned:**
  - 3300 N. 2nd St & 3300 N. Hancock St. (1.66 tons of debris)
  - 3400 N. Water St. (3.66 tons of debris)
  - 3501 N. A St. (2.72 tons of debris)
  - 3200 N. Rorer St. (.60 tons of debris)
  - 3300 N. Howard St. (1.10 tons of debris)

- **El Barrio Es Nuestro**
  - Block-by-block plans to fill gaps in City-provided services, based on the 10-year community plan
  - Work focuses on beautification and decreasing blight, engaging residents as volunteers
  - Monthly community meetings

The first meeting on June 4th was hosted at the McPherson Library with representatives from the Zero Waste and Litter Cabinet, the Streets Department, El Barrio es Nuestro, Block Captains, CLIP, L&I, CDCs, and City Council.
HACE has a corridor cleaning program, which assists in the cleaning of sidewalks for two targeted commercial corridors by removing trash from the designated area, cleaning the sidewalks and out to eighteen inches into the street. The below two cleaning efforts have resulted in 5.56 tons of debris removal.

- **El Centro De Oro** - This corridor runs along N. 5th Street from Huntington Street to Allegheny Avenue and along Lehigh Avenue from 2nd Street to 6th Street (5 blocks).
  - 191 bags of debris collected
  - 43 illegal posters removed

- **Front Street and Allegheny Avenue** - this commercial corridor runs along North Front Street from Indiana Street to Westmoreland Street (5 blocks).
  - 254 bags of debris collected
  - 11 illegal posters removed

In addition, HACE has a program, Main Street, which reports all of the illegal dumping cases to Philly 311. Main Street staff inform business owners through monthly Business Association meetings about how to utilize Philly 311 to improve illegal dumping in the neighborhood. In this first quarter, seven cases were reported to Philly 311.

NKCDC provides cleaning services once per week from Kensington Avenue to Somerset Street, which has resulted in the following:

- 35 tires removed
- 5 tons of debris removed from 465 vacant lots
- 1.5 tons of debris removed from 16 blocks

In addition, NKCDC promotes events such as the City’s yearly hazardous waste drop-off days as well as “E-Cycling Days” for electronic waste recycling.

**Impact CDC, in partnership with the Kensington Allegheny Business Association (KABA),** cleans the 3000-3500 blocks of Kensington Avenue from Tioga Street to Indiana Street and G Street to Jasper Street, Monday through Friday. These efforts have resulted in the following:

- Developed a program called “Kensington Clean”
- Weekly volunteer cleaning crew
- 3 stewards working on the K&A commercial corridor cleaning (1FT and 2PT)
- Cleaning done in the following areas, which removed about 80 tons (totaling 4,001 contractor trash bags) of debris:
  - K&A corridor
  - Aramingo/Imperial Plaza
  - PRIDE
  - PRIDE short dumps
  - Aramingo short dumps

**The Philadelphia Police Department (PPD) has done the following:**

- Deployed 30 visible bike patrols in the area, which has already had an impact on the opioid epidemic
- Provided 6 dedicated officers to monitoring the district
  - Homeless and transient population monitoring
  - Mapping encampments
- PPD Neighborhood Services has towed 116 cars in the 24th District and has towed 79 in the 25th District. Please note that these numbers cover the entire police district, thus including areas outside the aforementioned parameters.
Office of Homeless Services created a By List Name (BLN) of 189 individuals from two Kensington tunnels:

- 90 individuals were identified as living under the tunnels.
- 59 placed in respite services
- 54 entered treatment services
- 11 placed in long term residential treatment
- 58 received assistance with PA IDs

The Southeast Pennsylvania Transportation Authority (SEPTA) conducts “washdowns” on all stations on the Market-Frankford Line including the stations between Huntingdon and Erie-Torresdale, which are in the boundaries of this plan. The focus during a station washdown is to address the complete station. This includes the sidewalks that SEPTA is responsible for outside the entrance(s). SEPTA address the sidewalks with high pressure cleaning and gum removal. When washdown leaves that station, the sidewalk is clear of litter. As full station washdowns between Erie-Torresdale and Huntingdon can be spread out over months, the combating of litter at these locations must fall on the daily cleaning activities of the first and second shift maintenance staff.

As part of the Philadelphia Resilience Project, SEPTA will place hazardous waste bins in and around McPherson Square (300 F St) and the following SEPTA stations:

1. Huntingdon Station SE corner
2. Somerset Station SE Corner
3. Somerset Station SW Corner
4. Allegheny Station NE Corner
5. Allegheny Station SW Corner
6. Tioga Station NW Corner
7. Frankford Transportation Center North Exit

L&I cleaned and sealed 29 buildings in this area. Additionally, they performed cleanups at an additional seven buildings.

- Out of the 9 scrap yards in the area, 7 are inactive and 2 are active. Below are the active scrap yards:
  - Franks Autoparts
  - Raul Morales

CLIP has been working in combination with Community Services and the Mural Arts program to beautify doors and windows in the Kensington area. They have successfully beautified 79 doors and windows in the past three months.

311 will establish a local informational and complaint line specifically for the Kensington area. Furthermore, they will create and train Philly311 pod for specialized Kensington information and assignments, as part of the Philadelphia Resilience Project.
Current Needs Assessment Work Conducted
Initial Stakeholder Feedback Session
The Philadelphia Resilience Project Team addresses the key issues of drug use, encampments, litter, and waste in the Kensington / Fairhill areas and has made significant strides since the project began in November.

- 87 Abandoned Vehicles Towed
- 80 Abandoned Vehicles issued a 10 day warning
- 28.5 miles completed with mechanical brooms
- 14 illegal dumps cleaned
- 39 clean and seals
- 3,831 graffiti abatements
- 13 doors and windows painted
- 227 vacant lots abated
- 169 community service projects completed
- 45 groups receiving supplies
- 100 inlets cleaned
- 193 bags collected
- 5 illegal dumps in parks cleaned
- 721 out of 909 quality of life complaints resolved

Stakeholder engagement during the first session also provided an opportunity for attendees to participate in a poll, submitting in writing or by voice ratings and comments on specific quality of life issues in their community pertaining to Zero Waste.

The poll allowed attendees to prioritize and rank the pressing issues in order of greatest importance or concern. The results are as follows:

**Results**

- **14 Illegal Dumping**
  - Waste left carelessly or hurriedly in unauthorized locations

- **10 Beautification of Public Spaces**
  - The process of making visual improvements to a place or thing

- **6 Beautification of Private Spaces**
  - This includes homes and businesses

- **6 Littering**
  - By pedestrian foot traffic

- **5 Littering/Waste**
  - Set out practices of residents

- **4 Littering/Waste**
  - Set out practices of businesses
Neighborhood Interventions
Neighborhood Interventions

As a direct result of community feedback — and to continue the City’s ongoing efforts — the following interventions have been determined as key to sustained neighborhood beautification throughout Northeast Philadelphia.

These interventions are intended to address the main causes of litter as identified by both community stakeholders and the City:

1. Illegal Dumping Enforcement
2. Streets Neighborhood Recovery Plan and L&I Clean and Seal / CLIP Coordination
3. Household Trash Dumping Study and Action Plan
4. Beautification and Vacant Land Stabilization
5. Coordinate CDC Work Plans and City Work in One Transparent System to Track Progress

Carrying out the interventions outlined below will remain a cross-departmental City effort in conjunction with on the ground community stakeholders. All of the action items detailed here are connected, and work to support one another; we recognize that a successful enforcement strategy, for instance, is linked to the stabilization of vacant land.

The goal of the Zero Waste and Litter Cabinet and the Streets Department is to revisit this plan with the Kensington and Fairhill community on a quarterly basis to track progress, address concerns in a timely manner, and take advantage of new opportunities as they arise. We will also use the annual litter indexing to monitor improvements in litter scores on specific blocks and vacant lots as well as across the entire geographic boundaries of this Neighborhood Litter Control Plan.
Intervention 1

Illegal Dumping Enforcement

The Streets Department’s Streets and Walkways Education and Enforcement Program (SWEEP) officers, along with the 24th Police District, will work with El Barrio Es Nuestro, HACE, and Impact CDC to continue strategic enforcement efforts aimed at curbing illegal dumping and street litter. Specific tactics at illegal dumping hotspots will include but will not necessarily be limited to:

- Utilize existing camera network to prevent illegal dumping
- Education and promotion of the 311 program and mobile application to encourage active reporting of neighborhood beautification concerns by both the business and residential communities
- Education and enforcement for business owners and residents around their obligations under the code regarding waste, using the litter index to guide these outreach efforts
- Continued and consistent communication and coordination between the City and neighbors to track progress on illegal dumping enforcement
- Continue the Streets Department Tire Roundup to collect illegally dumped tires and advocate for more oversight of tire-related businesses to prevent dumping

Furthermore, there is an additional dumpster being placed at Emerald Street as a pilot. This dumpster is intended to serve as a place for people living outside to get rid of their trash, so there is a decrease in dumping trash on people’s property, streets, or empty lots.

MEASURES OF SUCCESS

- Decrease in illegal dumping
- Increase in successful illegal dumping prosecutions and SWEEP ticketing
- Increase in camera network and lighting
- Increase in 311 reporting
Intervention 2

Streets Neighborhood Recovery Plan, L&I Clean & Seal and CLIP Vacant Lot Coordination

As part of the El Barrio es Nuestro focus on the neighborhood, CLIP, and L&I coordinate their efforts to make the largest possible impact on a block. While vacant lots are being inspected and ultimately cleaned by the owner or CLIP, L&I will focus on abandoned buildings and ensure that vacant properties are cleaned and sealed.

As the Streets Department develops their Neighborhood Recovery Plans for different sections of the neighborhood, we will ensure through our communication infrastructure that the Streets Department is following the same block schedule as L&I to create the largest impact possible on a block. By cleaning and sealing buildings, addressing vacant lots and cleaning the sidewalks and streets of litter and illegal dumping, we feel that our work will be much more noticeable and effective.

There is overall coordination effort by the Emergency Response Group to help create a more connected and transparent effort in the Kensington area through a shared calendar featuring meetings, trainings, clean ups, events, etc.

MEASURES OF SUCCESS

- Focused SWEEP enforcement
- Decrease in illegal dumping on vacant lots
- Increased coordination between the three aforementioned entities
- Improved litter index rating scores on blocks that receive this treatment
Intervention 3

Household Trash Dumping Study and Action Plan

Household trash dumping was identified as a major source of litter and dumping by the neighbors that participated in our planning meeting. We feel that this issue warrants closer study and research through entities such as the Zero Waste and Litter Cabinet’s Behavioral Science Subcommittee and GovLabPHL, which develops innovative, data-driven, and evidence based practices to address municipal challenges. That recommendation will be made to both groups.

NKCDC has created a household waste management guide for residents in the area, with the aim to educate the community on proper waste disposal. Furthermore, they promote events such as the City’s yearly hazardous waste drop-off days as well as e-cycling days to keep residents informed of the waste disposal options. HACE is also working on a process to better inform residents of their tenant rights regarding disposal of household trash.

We feel that with better outreach to residents to inform them of their rights and responsibilities for trash set out, improved study of the issue, and improved waste management services that take into account the small housing stock and density of the neighborhood, we can reduce the dumping of household trash.

MEASURES OF SUCCESS

- Reduction in household dumping
- Support building awareness regarding tenants’ rights
- Increased education and resources on proper waste disposal
Intervention 4

Beautification and Vacant Land Stabilization

As one of the greatest concerns to residents in Kensington, indicated through community meeting surveys, beautification of public land and vacant land is a priority in this plan. In effort to beautify the neighborhood, HACE and Impact CDC have coordinated and collaborated to make the area cleaner and greener.

HACE has been working on trail creation and greening efforts between A & B Streets and Gurney Street along the Conrail tracks, while Impact Services has been working on the opposite side between A & B Streets along Tusculum Street. An instance where they have been collaborating is for the 2nd bridge painting in the Kensington area.

Impact CDC is in the process of creating a large community center along Front and Tusculum Streets while HACE is building a low-income apartment building, HACE Indiana, targeted for elderly residents. This groundbreaking will take place in October 2018.

Another organization, the Pennsylvania Horticultural Society, has made an effort to stabilize vacant land through fencing vacant lots and placing them in land care programs. They have been coordinating with NKCDC, which maintains the grass and cleans the lot after PHS fences it.

Lastly, in an effort to support open communication between residents and the City, the CDCs serve as a bridge between the residents and the City. Residents can provide information and feedback regarding vacant lots and areas they would like to stabilize or beautify to a CDC. The bi-weekly meetings between CDCs and the City allow the residents’ concerns and opinions to be addressed.

MEASURES OF SUCCESS

- Number of lots beautified and maintained
- Blocks of new trail created
- Number of bridges painted
- Number of vacant lots fenced and maintained
- Number of community projects on vacant parcels
Coordinate CDC Work Plans and City Work in One Transparent System to Track Progress

HACE, Impact CDC, NKCDC, and the Managing Director’s Office (MDO) all make efforts to reduce litter and make Kensington a cleaner, safer place for residents. In order to maximize effectiveness, there is a “Director’s Meeting” between all aforementioned entities monthly as well as a 1:1 meeting monthly between the MDO and each CDC to coordinate work plans.

The Director’s Meeting allows each organization to share what they are working on, create opportunities to coordinate, such as with the trail creation effort between Impact CDC and HACE, and form collaborations when possible. The 1:1 meeting is usually between the City’s Deputy Managing Director and one CDC to discuss community beautification and overall progress.

The CleanPHL website is designed to be a transparent, up-to-date resource for tracking litter reduction metrics on a quarterly basis. This website will include the following metrics:
- Total number of SWEEP tickets
- Total number of cleaned lots
- Total tons of debris removed
- Total number of tires removed
- Total number of illegal signs removed
- Total number of automobiles towed

The Emergency Response group is also making strides to coordinate efforts in the Kensington/Fairhill area through creating one shared calendar across all media areas for meetings, trainings, cleanups, events, etc.

MEASURES OF SUCCESS

- Increased coordination and collaboration between the City and CDCs
- Website live with litter metrics posted and updated quarterly
- System to collect data in an accurate and timely manner
- User engagement on CleanPHL website
Communications

Website

- Kensington neighbors will be able to track the progress of the plan’s implementation on a special page on CleanPHL.org. The page will host the full plan, running updates of work accomplished on the plan, and other relevant updates for residents and stakeholders in the Kensington area.

Partner Engagement

- A social media toolkit will be created for the partners organizing feedback meetings and final plans. The toolkit will include meeting flyers, social media graphics to promote meetings, a list of the media partners to tag in posts, and relevant hashtags.

- The City will work in coordination with partners to support and facilitate media outreach and other external communications. The City’s Commerce Department will facilitate outreach to businesses in the neighborhood about the plan and ways to get involved.

Social Media

- The City will create an external social media plan that will list the relevant groups to engage residents/businesses/organizations in ongoing efforts related to the plan.

Traditional Communications

- The City will engage with the media to communicate the progress on the plan by soliciting press coverage.

- The City will also utilize internal communications vehicles such as the City employee newsletter to raise awareness across the network of City employees.

- The City will look into utilizing the Streets Department’s NextDoor account to conduct outreach and promotion of the plan on a hyperlocal level.

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