Building Community
from the Inside Out

Bridget Phifer, Executive Director
Parkside Business & Community In Partnership, Inc.
Camden’s Geography
# Demographics

<table>
<thead>
<tr>
<th></th>
<th>Camden</th>
<th>Parkside</th>
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<tbody>
<tr>
<td>Population</td>
<td>77,344</td>
<td>4,494</td>
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<tr>
<td>Residents’ Race</td>
<td>48% African American</td>
<td>83% African American</td>
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<td>47% Latino</td>
<td>15.7% Latino</td>
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<tr>
<td>Avg Household Income</td>
<td>$27,960</td>
<td>$42,106</td>
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<td>Vacancy Rate</td>
<td>12.9%</td>
<td>13.3%</td>
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<td>Homeownership Rate</td>
<td>39.3%</td>
<td>62.3%</td>
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<tr>
<td>% Residents 65+</td>
<td>6.7%</td>
<td>13.8%</td>
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Residents: Parkside’s Greatest Asset

- Strong commitment of long-time residents
- Incorporation in 1993
- Established block captains network
- Annual community activities, i.e. Holiday Basket Drive, Haddon Ave Street Festival
- Dues-paying PBCIP members ($12 annually)
Building Community from Within

- Promote active and representative participation

- “Do more listening than talking”

- Invest in residents and local business(es) while maximizing social impact
Park Boulevard Project
Façade Improvement
Façade Improvement
ReFRESH Laundry
Beautifications & Clean-Ups
Beautifications & Clean-Ups
Haddon Avenue Street Festival
Partnerships

Peer Organizations
- PACDC
- Parkside Association of Philadelphia
- Fairmount CDC
- Mt Vernon Manor CDC
- West Phila Financial Services Inc.
- Councilwoman Jannie Blackwell
- Councilman Curtis Jones
- Fairmount Park Conservancy
- Philadelphia Zoo
- Philadelphia Energy Authority
- Parkside Coalition
- Block Captains
- Viola Street RA
- Parkside Historic Preservation Corp
- West Park Cultural Center
- East Parkside RA
- Dilworth Paxson LLP
- Drinker Biddle LLP
- Flying Kite Media
- Parkside Journal

Municipal Agents

Community / Residents

Corporate

Academic / Research

- University of Pennsylvania
- Center for Social Inclusion
- American Communities Trust

Peer Organizations
- Municipal Agents
- Community / Residents
- Corporate
- Academic / Research
<table>
<thead>
<tr>
<th>Goals</th>
<th>Organizational Sustainability</th>
<th>Marketing &amp; Communications</th>
<th>Fundraising</th>
<th>Sanitation &amp; Greening</th>
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<tbody>
<tr>
<td>Acquire the technical assistance training to advance from stage 1</td>
<td>Acquire the technical assistance training to advance from stage 1 priorities of the strategic</td>
<td>Leverage technology to strengthen outreach to</td>
<td>Advance funding relationships the CDC currently has established and</td>
<td>Develop a greening strategy and identify the partnerships and funding to execute on</td>
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<td>priorities of the strategic plan to secondary and tertiary priorities</td>
<td>plan to secondary and tertiary priorities of the 5 year strategic plan.</td>
<td>residents and the larger Philadelphia community</td>
<td>introduce new funding relationships</td>
<td>that strategy</td>
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<td>Milestones</td>
<td>• Complete interior &amp; exterior renovation of CDC headquarters</td>
<td>• Coordinate and lead at least 2 community</td>
<td>Make significant progress on implementing an earned revenue strategy</td>
<td>Establish a neighborhood ambassador program based on the framework of University City</td>
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<td>• Attend and complete LISC training</td>
<td>meetings (1 per quarter)</td>
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<td>District’s program</td>
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<td>• Advance research on ways to implement the Community Land Trust model in Parkside</td>
<td>• Update website with at least one new blog post</td>
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<td></td>
<td></td>
<td>each month</td>
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Provides pro bono design services for area nonprofits

Offers meaningful volunteer opportunities for design professionals

 Raises awareness - design matters in community revitalization

ENGAGING COMMUNITIES IN THE DESIGN OF THEIR NEIGHBORHOODS

Cities have the capability of providing something for everybody only because, and only when, they are created by everybody.

-Jane Jacobs, 1961
PROJECT RECLAIM: CONCEPTUAL DESIGN FOR REVITALIZATION OF VIOLA STREET

NEIGHBORHOOD IMPROVEMENT PLAN - 150 NEW UNITS

Legend

- (DARK) Existing Buildings in need of Significant Investment
- (LIGHT) Existing Buildings in Satisfactory Condition
- (RUST) New Buildings
- (LIGHT GREEN) Open Space
- P = Residential Parking

New Infill Houses
New Mixed-Use Development
New Houses on Park/Rain Garden-KSK

2014 COMMUNITY DESIGN AWARD WINNER – AIA PHILADELPHIA DESIGN AWARDS
MAKING PROGRESS:
HABITAT FOR HUMANITY ROWHOUSE RESTORATION / VIOLA STREET CONNECTOR