

"The bottom line is this work is just incredibly hard, and my hat is off to everybody who's doing it," he said.

- Morgan Zalot

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**John Farrell**

### **Head of PhillyRising**

Since Nutter chose him last winter to lead the new PhillyRising effort to revitalize troubled neighborhoods without spending on 24/7 cop armies, John Farrell, 30, has operated like the former commander of a Marine infantry platoon in Iraq that he was.

In a remarkably short time, Farrell became best buds with 26th Police District Capt. Michael Cram and with Diane Bridges, the longtime "mayor" of North Philly's Hartranft neighborhood - a small but violent patch between 6th and 10th streets from Lehigh Avenue to York Street.

Farrell says he, Cram and Bridges partnered with "a bunch of other Type-A people like us, champing at the bit to get things going." Within months, they had reopened the long-deserted Hartranft Community Center indoor pool, created Hartranft's first public computer lab, brought Police Athletic League sports to Hartranft Elementary, demolished 14 imminently dangerous houses, and convinced the owners of a dangerously-deteriorated stone church on 9th Street near Lehigh Avenue to make repairs.

Farrell, who lives in Spring Garden, said that violent crime in Hartranft fell 15.9 percent from February to December 2010, compared with the previous year. In his second target area, the West Philadelphia neighborhood around Haddington library, on 65th Street near Girard Avenue, a job-skills boot camp led to bringing residents to job fairs. Teaming with neighborhood activist Sheila Washington, Farrell got a major demolition and lot revitalization project under way on Daggett Street near Girard.

He is now ready to lead PhillyRising into Frankford and Market East.

- Dan Geringer

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**Ted Qualli**

**Vice president of external affairs and marketing for Big Brothers/Big Sisters of Southeastern Pennsylvania.**