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# Phila. program to address neighborhood

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*In today's paper, I wrote about a new program Philadelphia is rolling out. For various reasons, it didn't make it in the paper so here's the full version that goes into more detail about how it works about midway if you read the article in the paper.*

Philadelphia is launching a pilot program aimed at addressing issues adversely affect neighborhoods.

These so-called "Public Service Areas," or PSA, (a temporary name for now) is an initiative that brings together police districts, neighborhood leaders and other stakeholders to improve the quality of a community, said **Rich Negrin**, managing director of Philadelphia.

The effort is modeled on a program used by law enforcement in cities called police service neighborhoods.

Philadelphia put a twist on the program by making it broader in scope and focused on specific issues in a micro area. It doesn't cost the city extra since it reallocates existing services.

Eventually the city plans to roll out multiple PSAs. An area will be designated as a PSA, and the city will do research, figuring out geographic boundaries, what issues need to be addressed, develop a partnership with neighborhood leaders, said **John Farrell**, deputy managing director of Philadelphia. The issue and figuring out ways to resolve it. For now, it is experimenting in a handful of neighborhoods.

Once a PSA is formed it will continue indefinitely, Negrin said.

"In the past, the city and other city services have come in to an area and left," he said.

sustainable.”

The city had decided to create a PSA along East Market Street in an section defined I Street down to 8th Street.

“What a PSA does is show that the administration and the mayor are focused on this critical to the success of what the street can become in the next year,” said **Danielle** communications for the **Philadelphia Convention & Visitors Bureau**.

While Market East has some bright spots, it also could be improved especially in light open in March, Cohn said. It lacks animation, the perception of safety and panhandli

“I think things can happen very quickly with partners working together,” she said.

Aside from commercial corridors, the city is targeting residential areas, too.

The city formed within the past month a PSA in West Philadelphia in an section boun **Sheila Washington**, who lives there, has been worried about abandoned houses be be demolished but never were. Not long ago, a person emerged from one of those h

About four weeks ago, she received a flier in the mail about the city holding a meetir PSA. At the meeting were representatives from L&I, trash, police, fire, housing, Fairn

“Every department you could think of and ones I never heard of were there,” said W meeting we talked about the abandoned houses behind me. Within two weeks they \

The next issue being tackled is prostitution.

The first PSA was established nearly a year ago in the Hartranft neighborhood of Nor drugs, lack of housing, unemployment, health and safety, among others.

“I’ve always wanted to turn the ‘hood back into the neighborhood,” said **Diane Brid** Development Corp.

Of the successes brought about as a result of the PSA include the reopening of a lon community center and some vacant housing was knocked down.

“We’re still struggling along but what they are doing is offering us some resources,” I reporting problems and now there can some accountability.”

