# COUNCIL OF THE CITY OF PHILADELPHIA SPECIAL COMMITTEE ON POVERTY REDUCTION AND PREVENTION 

Room 400, City Hall Philadelphia, Pennsylvania Thursday, October 10, 2019 3:13 p.m.

PRESENT:
COUNCILWOMAN MARIA D. QUINONES-SANCHEZ
COUNCIL PRESIDENT DARRELL L. CLARKE COUNCILWOMAN JANNIE L. BLACKWELL COUNCILMAN ALLAN DOMB
COUNCILWOMAN BLONDELL REYNOLDS BROWN EVA GLADSTEIN, Deputy Managing Director of Health and Human Services SHARMAIN MATLOCK-TURNER, President and CEO, Urban Affairs Coalition MEL WELLS, President and CEO, One Day At A Time

RESOLUTION 190239 - Resolution authorizing the creation of a "Special Committee on Poverty Reduction and Prevention" to hold hearings to propose and implement actionable policies and programs that substantively prevent and alleviate poverty in every Philadelphia neighborhood.

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COUNCILWOMAN SANCHEZ: Good
afternoon, everyone. I want to thank everyone who is here today for the first meeting of the Special Committee on Poverty Reduction and Prevention.

I want to acknowledge Council
President Clarke, who will open our hearing.

COUNCIL PRESIDENT CLARKE:
Thank you very much, Councilwoman.
And good afternoon, everyone, here today and those of you that may be watching on Channel 64 or 65 . I just want to say that from my perspective, this is a very exciting day for a lot of reasons. Obviously this whole issue about poverty has been something that's been discussed for a lot of years, actually literally decades as it relates to the City of Philadelphia, but I think something special and something a little different will happen as a result of this particular format and these individuals who are -- I want to welcome and I want

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to thank personally Eva Gladstein, my good friend and colleague Councilwoman Quinones-Sanchez, Sharmain Matlock-Turner, and Mel Wells for their willingness to serve as Co-Chairs. We will have a significant number of individuals that will participate, and I want to say thank you all to them. So in recent days, I've actually been calling this initiative -I actually did an interview, $I$ think, with Al Dia yesterday and I talked about moonshot, right? And people kind of go, moonshot? So to be honest with you, I saw a documentary the other day when I'm flipping channels and it talked about moonshot, where we actually sent a person to the moon, and the intent of that moonshot at that time was to uplift humanity. And, you know, in some respects, this obviously and that term was relevant, because we're talking about uplifting literally one out of every four persons in the City of Philadelphia out

10/10/19 - POVERTY REDUCTION - RES. 190239 of poverty. That is a significant number, I think a little less than 400,000 people. So while it took a gargantuan effort on behalf of the United States and all the other participants to get us to the moon, similarly it will take a significant level of participation and effort to move those individuals out of poverty and prevent other people from slipping back into poverty. But if we're all together and if we have the same drive, the same commitment as they had when people decided to go to the moon, I genuinely think that we'll be able to get there.

So I just want to say how
important this is, as you all know, and I know I'm kind of speaking to the choir in terms of the people that are here, but I just wanted to give you a sense of how important this is to us. So to my colleagues, thank you
all very much for your willingness, and

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we look forward to providing whatever level of support and to continue the theme of moving the City forward and losing that very, very unfavorable designation as being the poorest big city in the country. That's something that, frankly, we no longer want to be known as.

So thank you, Madam Co-Chair and the members of this illustrious panel up here.

COUNCILWOMAN SANCHEZ: Thank
you, Council President Clarke.
I'm going to just try to
facilitate and work through this meeting. I want to thank Council President Clarke and all the Council colleagues who, in one way or another over at least the 12 years that I've been here in Council, have worked really aggressively on this issue, but really pulling it together and creating not only this Committee but a process where we can put together some of the best minds and empowering us to work

10/10/19 - POVERTY REDUCTION - RES. 190239 through not just the regular approach but really bold and decisive action.

I want to give an opportunity
to all of the Co-Chairs of the Committee to say some opening words, but I want to acknowledge the membership of the central committee and all of the people that are participating in our subcommittees for lending of their time, their energy, their expertise, many of them providing some of their staff and their staff hours to help us pull this together.

So the Committee members, if you haven't done so already, we have assigned seats with your names on the front, but I wanted to take a moment and acknowledge the full Committee members and then $I$ will provide an opportunity for our Co-Chairs to say some opening words.

Patrick Clancy, the President
and CEO of Philadelphia Works; obviously our Council colleague Councilman Allan Domb; Bill Golderer, President and CEO of

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United Way of Greater Philadelphia and Southern New Jersey; Dr. Donald Guy Generals, the President of Community College of Philadelphia; Otis Hackney, the Chief Education Officer for the Mayor's Office of Education; Sidney Hargro, President of Philanthropy Network of Greater Philadelphia. Please stand if I call your name and you're here so that folks know who you are.

Maura Hesdon, General Manager
of Shoemaker Construction; Dr. William Hite, Jr., Superintendent. He's not here, but he sends his regrets, and I know he has some of his staff and his team here. Sheila Ireland, Executive Director of the Office of Workforce Development; Dr. Roberta Rehner Iversen, Associate Professor of Social Policy and Practice at the University of Pennsylvania; Dr. Judith Levine, Associate Professor of Sociology and Director of Public Policy at Temple;

10/10/19 - POVERTY REDUCTION - RES. 190239 Mitch Little, Executive Director of the Mayor's Office of Community Development; Yvette Nunez, Vice President of Civic Affairs at the Chamber of Commerce; Mecca Robinson, Executive Director of Forget Me Knot Youth Services; Dr. Theresa Singleton, Senior Vice President, Community Affairs Officer at the Federal Reserve Bank of Philadelphia; and of course our own Chris Woods, Executive Vice President of District Council 1199C.

Along with this illustrious group of folks, again, some of the best minds in the City, we have a one-page fact sheet with all of the members of the subcommittee, and I invite anyone who is interested in seeing the entire list, and I want to personally, on behalf of Council President and all the Co-Chairs, thank every single one.

We have been charged with
something -- to produce a document by the end of the year. So this is not a meeting to meet, but really a process to

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create some definitive action steps. So with that, I want to provide Eva Gladstein, who heads the Mayor's cabinet on, I guess, health and human services, to say some opening words. MS. GLADSTEIN: Thank you, Councilwoman. Thank you, Council President Clarke. I'm really honored to be here and very pleased to be appointed one of the Co-Chairs of this Committee. I've spent a lot of years
looking at this subject and thinking about it and trying to take action, and I really think this is an opportunity, with City Council calling us all to action, really to take the reports and the work that many people sitting here have been engaged in for many years and really bring it up to a new level. And so I really welcome that. I'm here also as Co-Chair of a subcommittee. I want to give a shout-out. Many of the members of that Subcommittee on the Social Safety Net are

10/10/19 - POVERTY REDUCTION - RES. 190239 here today. We've met several times with that subcommittee already and we've been working hard at looking at our own practice, our own experience, people who are using services, people who are providing services, people with other experiences in terms of what our best ideas are around the social safety net and how to bring them to this Committee for action, short, medium, and long-term ideas.

And then we only have a minute, but the other thing $I$ want to say is that we have been working particularly in this Administration but in many Administrations making many investments, and yet they haven't had the results that we all want to see, and many of those folks who are doing those investments are in the room and I think are energized by this work.

We've been looking at financial empowerment, access to benefits, housing, and certainly trying to serve people who

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So I think we've been
investing. We're doing good work, and we had a slight decrease in the number of people as measured who are living in poverty, but we have much more work to do, and I'm really hopeful that this formation can get us there and we can be finished in December and start taking -be acting all along, but start taking some new actions as of the new year. Thank you. COUNCILWOMAN SANCHEZ: Thank you.

Our other Co-Chair in heading the Subcommittee on Jobs and Education is Sharmain Matlock-Turner.

10/10/19 - POVERTY REDUCTION - RES. 190239 MS. MATLOCK-TURNER: Thank you very much. It's a pleasure to be here this afternoon. I really want to thank you for all of you being here and being a part of this critical conversation. This certainly is an issue that all of us feel very deeply about and how it's affecting our city.

I really want to thank City
Council, Council President Clarke, along with Councilmembers Quinones-Sanchez, Councilman Domb, and so many others who have been a part of saying that we need to figure out how we can come together to really work on this issue. So I'm excited to be working with Maria, with Eva, with my friend here, Mel Wells, who you're going to hear from shortly, on this Special Committee to Reduce Poverty, and I think all of us in the end want to prevent poverty.

Most of you, I think, know a little bit about the Urban Affairs Coalition. We have been in the community

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for 50 years. We have over 74 groups, non-profits and social entrepreneurs who are a part of the UAC family of programs who are working every day on critical issues that are facing our community, ending homelessness, finding paths and bridges to self-sufficiency, supporting quality education, and helping young people plan their futures and so much more.

We believe in a multifaceted approach to achieving self-sufficiency, and we have over the years seen friends, family, and neighbors succeed and move on to productive and fulfilling lives.

However, it is no secret that
the City of Philadelphia has almost 400,000 of our 1.6 million citizens living below the poverty line. They are children, they are adults, they are workers, they are the disabled, they are our seniors.

Only with recognizing the unique needs of each person will we be

10/10/19 - POVERTY REDUCTION - RES. 190239 able to craft the solutions necessary to begin the process to end poverty. The work will require the collaboration of the partners in this room representing government, the private sector, the public sector, foundations, and each of us as individual citizens. And we are not starting with a blank slate. I really want to also thank City Council for the 2018 report Narrowing the Gap: Strategies to Alleviate Poverty and Prevent Poverty in Philadelphia. This report, which there's a copy here if you haven't seen it, lays out 27 strategies to begin our conversation and deliberations. The Council states in the report that we think this is a good beginning but, and I quote, we do not presume that these ideas are comprehensive solutions to poverty nor do we believe that they are the only solutions.

However, I do believe that this report is a good place for us to start to

10/10/19 - POVERTY REDUCTION - RES. 190239 specifically tackle the issue of poverty in Philadelphia. As the Co-Chair, along with my friend Mel Wells of One Day At A Time, we are co-chairing the Jobs and Education Subcommittee, and we're looking forward to having a great conversation around the issues that are laid out in the report. Whether we're looking at the skills gap, establishing a living wage, or making sure that workers have the kind of protections that they need in the workplace, we're going to personally be engaged in helping to identify with you some of the key strategies that are going to get us to where we need to be.

You see the list in the report of the people who are working as a part of our Jobs and Education Subcommittee. We have a terrific list of business leaders, community leaders, labor, and individuals who are going to be tackling those suggestions and certainly hearing from all of you with additional ones, and we hope to come out, Councilwoman

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Sanchez, with three to five
recommendations for Council to consider as you get ready for your budget process for next year.

Thank you all very much.
COUNCILWOMAN SANCHEZ: And our
next Co-Chair brings a lot of energy and he's like let's not talk about it, let's be about it, Mel Wells.

MR. WELLS: Good afternoon. I
would like to thank Council for having me here today. To keep it real for everybody, I can't believe that I'm actually sitting up here in this room. I'm extremely grateful. Over 37 years ago, me and my family, we sat in the welfare office trying to figure out how will we get out of poverty with our company One Day At A Time. Now we're located in London, India, and also Cambodia serving over 56,000 people. So my job is to make sure that the people in the community voices are heard and that they can cross the bridge of resources to

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get them out of poverty.
So my job here is to keep it
real for the people that's in the
community who need to come out of
poverty. So thank you for having me, everyone.

COUNCILWOMAN SANCHEZ: Thank
you.
I don't know if Councilman
Domb, I want to provide you an
opportunity -- I also want to acknowledge that Councilwoman Jannie Blackwell has joined us. All of you know the level of advocacy that the Councilwoman has had as it relates to housing and homelessness in the City.

Thank you, Councilwoman, for joining us.

Councilman Domb.
COUNCILMAN DOMB: Thank you. I
first want to thank my colleagues,
Council President Darrell Clarke and
Councilmember Maria Quinones-Sanchez, for overseeing this Special Committee, along

10/10/19 - POVERTY REDUCTION - RES. 190239 with the additional Co-Chairs, Sharmain Matlock-Turner, Eva Gladstein, and Mel Wells.

It's important that we have industry experts and community service providers joining us on this Committee, because they see firsthand how poverty impacts our neighborhoods. I commend their participation today and, more importantly, their ongoing commitment to serving low-income Philadelphians. While I anticipate some of the conversation today will be focused on programs and initiatives that are in place by both the City and outside organizations, I want to raise two important factors that we really need to keep in mind when discussing poverty in Philadelphia.

One of those factors -- Council
President, you know what I'm going to say -- is the Earned Income Tax Credit, but there's also -- you're going to hear from, I believe, Pauline Abernathy from

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Benefits Data Trust later in this meeting today. We still leave on the table -and the charts are on the table in the front -- $\$ 450$ million in federal and state monies that could go to people in Philadelphia, 450 million over about five different programs, whether it's Earned Income Tax, SNAP, medical assistance, PACENET, property tax, and rent relief. We have to figure out a better way to get that money into the hands of
Philadelphians.
The second issue -- and this is
really, I think, a major issue -- that there has been an unfair burden on our poor in this city that we have yet to tackle. In a recent analysis, Philadelphia taxes its poor residents more than any other large city in the country. We tax higher than -- in any 50 states or the 50 largest cities, we tax people the highest.

For a family in Philadelphia
earning 25,000 a year, their tax burden

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is 4,500 , or 18 percent, the highest in the country. Other cities range from 8 to 13 percent. The bulk of the tax burden comes from their income, the wage tax, which accounts for almost 40 percent of the total tax burden. Philadelphia needs to provide a fair system and remove one of the largest barriers that keeps our poor from ever improving their financial situation. It is with high hopes that the bill that Councilwoman Sanchez and Councilwoman Blackwell and I introduced the other week will provide a wage tax refund for low-income residents as part of this Committee's discussions. This bill could affect 60,000 households with an average refund of $\$ 700$ per household and potentially 100,000 people. The cost could be $\$ 40$ to $\$ 42$ million. And people say, how are we going to pay for it? The income tax, the wage tax increase per year, just average inflation, is about 81 to 82 million. Half of our increase just

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from inflation could pay for this program.

So we all look forward to these discussions, ideas, and results that come from today's hearing, and I thank you for coordinating this and organizing it.

Thank you very much.
COUNCILWOMAN SANCHEZ: Thank you.

So we gather here today to hear from you, Philadelphia, about why and how each and every City employee can and must work to improve, as I like to say, income access and opportunity to improve the quality of life for those who suffer and live in poverty. We need to hear from you, and that's why this task force is committed to our very condensed schedule through the end of the year, and we hope to be able to influence next year's budget, our Five Year Plan, and our ten-year projections in a very intentional way.

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                    If you haven't already done so,
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10/10/19 - POVERTY REDUCTION - RES. 190239 please sign up to testify at the table at the front, as I mentioned earlier. I will begin -- I am going to call our first panel of witnesses.

The framing of who lives in poverty is hugely important. I want to thank Council President Clarke for allowing this Committee access to The Reinvestment Fund, who has been working with us and will work with us through this process.

So we will begin with the presentation entitled "Defining Poverty in Philadelphia" by Ira Goldstein from The Reinvestment Fund, so if he can come forward. And Octavia Howell from Pew will then follow.
(Witnesses approached witness
table.)
DR. GOLDSTEIN: Well, good afternoon and thank you for the opportunity to come here.

COUNCILWOMAN SANCHEZ: Talk
into the mic and say your name for the

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record. I'm sorry.
DR. GOLDSTEIN: Sure. Thank
you for the opportunity to come here and give you the results of some of the work that we've done to try and begin to set the stage for what the poverty climate is here in the City of Philadelphia.

I'm joined by my colleague from
Reinvestment Fund, Emily Dowdall, and our friend from the Philadelphia Research Initiative at Pew Trust, Octavia Howell.

What we're going to do is
really split the presentation up in a way that gives you some basic sort of environmental data about what poverty is and what the groupings are in terms of who is in them and what the circumstance is. Then we'll show you some maps detailing the geography of poverty in Philadelphia. And then Octavia will spend some time speaking with you about the perspectives that have been offered to Pew through their survey work and focus groups on what the situation is to

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live as somebody who is below the poverty line.

So with that, the poverty
measure that we are all used to thinking about is one that was created in the 1960s by now sort of folk hero in this space, Molly Orshansky, and other than basically the Consumer Price Index, that has not changed over the course of time. It has the benefit of being very consistently measured, and so you can sort of benchmark yourself from time to time, but it's got a lot of problems with it.

There have been innovations in the measurement of poverty, one of which I'll talk about in a moment called the Supplemental Poverty Measure, and that I think is in some ways going to be more instructive to you as you think about the kinds of intervention strategies and policies and programs and legislation that will help move the situation for people who are poor here in the City of

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Philadelphia. Nevertheless, as I said, the official poverty measure is the one that people generally will look to move with these things.

That's an awful graphic for people sitting anywhere other than close by, but we offer it mostly just to give people a sense of what the income thresholds are for people who are poor. Basically when you're thinking about a four-person family, depending upon the constellation of that family, you're looking at an annual income that's in and around $\$ 24,000, \$ 25,000$. So these are very low incomes predicated on the notion that back in the 1960s people spent about three times what they spent on food for the rest of the things that they needed, and that became the poverty threshold. They are, by no means, I think a way of really understanding the totality of the circumstance, nor do they take into account a variety of other things, which the Supplemental Poverty Measures do.

10/10/19 - POVERTY REDUCTION - RES. 190239 Like, for example, the fact that people who are of modest means, depending upon the program that we're talking about, they'll have access to other things that sort of add to their economic viability. On the other hand, there are also things that take away from it, things like, as Councilman Domb mentioned, taxes take away from that. And so the Supplemental Poverty Measure is a way of essentially trying to sort of equalize this situation for people.

It's also the case that the poverty measure is invariant across the country. And so while we've always felt that Philadelphia is a pretty affordable place to be, the fact of the matter is, we are above the average in terms of the basic costs of living. We're not as bad as San Jose, for example, but we are substantially less affordable than a place like even San Antonio or Memphis or some of the other places that we like to think ourselves in comparison to or, by

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This chart is also showing you that there are great differences in the extent to which housing costs vary across the country. So, for example, the National Low Income Housing Coalition does a terrific job with their annual Out of Reach study that looks at the extent to which if you are earning a minimum wage how many hours you would need to work to be able to afford a typical two-bedroom apartment. And in the City of Philadelphia, somebody who is working at minimum wage would have to work about 127 hours to have the typical two-bedroom apartment without being substantially cost burdened. And in some measure, it's our cost of housing, but another measure, it's also our minimum wage, which is still stuck at that seven and a quarter level, where if you look at some of the other places like New York state or California, some of those other communities have raised their minimum

10/10/19 - POVERTY REDUCTION - RES. 190239 wages. And so the number what minimum wage is and thus the number of hours you need to work, all else being equal, will be more advantageous in those places. So what do the drivers of poverty look like? The fact of the matter is, education is a huge driver. This particular chart is really designed as a way of trying to help understand what it means to have different levels of education, and critically $I$ think is the fact that without a high school degree, so for heads of household who are 25 years old who have not completed high school and don't have a degree, roughly 50 percent of those households live at or near poverty. The simple -- not the simple, but the fact of completing high school and getting that degree drops that percentage down pretty significantly to about 35 percent if you add in at or near poverty, but 28 percent below poverty. So getting that high school degree reduces quite dramatically the likelihood

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that somebody would be in poverty, as does increasing levels as you get up through some college and a college degree.

So clearly education is a huge driver. Helping people get to the point where their educations are above that high school level in and alone is going to make, I think, a pretty significant difference in the poverty rates here in Philadelphia.

This is unemployment. So obviously unemployment is a huge driver. The black line at the -- well, in recent years in the top is Philadelphia's unemployment rate. The other lines on that chart are the other large cities, the nine other largest cities in the country. And what you'll notice is in the beginning of the period that we've charted here in that 2009 or ' 10 period, we were sort of in the middle of the pack, and we've all gotten better in terms of what the unemployment rate looks

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like. Nevertheless, at this point now Philadelphia is leading in a bad way the unemployment situation of those other nine large American cities. So we're much better off than we were at the peak of unemployment, but we're less well off vis-a-vis the other large American cities.

Our labor force, which is the next two lines, and the number of people who are employed in the City of Philadelphia has in fact grown, but at a relatively slow pace. Nevertheless, if you look back to 2009, if you were to think about just the labor force, there are about 40 or so thousand more people in the labor force and a good almost 80,000 people who are employed. So those are real numbers, and when you think about the drivers, as Council President Clarke said, moving 100,000 people out of poverty, the one way to do that is to get people meaningfully attached into the labor force.

10/10/19 - POVERTY REDUCTION - RES. 190239 This is a very difficult chart to understand and to read and certainly at a distance even more difficult, so my apologies for that. What we're trying to get at here for those who can see it up close is what jobs pay in different communities over time. So the first set of bars on the left are Philadelphia, then another set being Chicago, then Memphis and Milwaukee. Why Memphis and Milwaukee? Because those are two other cities that have poverty rates that are in and around what Philadelphia's are, although they are smaller cities than Philadelphia. And what you'll notice is that the percentage of jobs paying the lowest wages -- so these are jobs, not people with jobs. These are actual jobs in the City of Philadelphia. Compared to Chicago at least, we have a larger percentage of our jobs paying the lowest wages and a higher percentage of jobs persistently paying the higher wages. So

10/10/19 - POVERTY REDUCTION - RES. 190239 work, just physical jobs located in the City of Philadelphia, pay less than they pay, and certainly in Chicago, and we're better off vis-a-vis this measure than Memphis and Milwaukee.

Now, if you think about the earnings that people have, and these are residents of Philadelphia, regardless of where they work, if they work in the City or if they work in the suburbs, we have higher percentages of people earning, of our residents, earning less money whether or not they're working here in Philadelphia or not. And so you have this sort of mismatch between the jobs that are here and the people that are getting them.

The next chart shows you --
well, Philadelphia, we did the estimations. Philadelphia would have to have 20,000 fewer people in the lowest wage category and 17,000 fewer people in that middle wage category just to have a profile that looks like Chicago in 2017.

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That's almost 38,000 people, roughly speaking, that would be moved sort of above that line if we're able to sort of move those wages up a bit.

So this next chart is showing
you if we were to compare ourselves to those same set of cities, but notably I think Chicago on this particular chart, again, is that we have a lower percentage of our jobs paying $\$ 3,300$ a month, which is just $\$ 40,000$ a year, but that's the best way you can break these data. And although that has been rising, we remain consistently below that comparator city of Chicago.

COUNCIL PRESIDENT CLARKE: Ira, excuse me.

I'm sorry to interrupt, Madam
Chair.
One quick question. With
respect to the incomes rising, did you
dig down to determine if that was because of people moving into the City with higher incomes or people who currently

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live here incomes are rising? Because that's kind of important in terms of what we're tying to do.

DR. GOLDSTEIN: Yes. And the
next slides -- well, we do have that data, yes.

COUNCIL PRESIDENT CLARKE: All
right.
DR. GOLDSTEIN: We can tell you
that. We can tell you whether or not they've moved in.

COUNCIL PRESIDENT CLARKE:
Sorry to break up your flow.
DR. GOLDSTEIN: No, no, no.
I'll get it back.
So this is the percentage of
folks who have -- let's see where we are.
I'm sorry. The percentage of higher paying jobs to non-residents. So this pattern has actually been pretty consistent over time. In other words, people who live outside of the City of Philadelphia and work in Philly generally make more than people who live inside of

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Philly and work inside of Philly, and that difference is not trivial, and you'll see that chart is showing that those differences is maintained. Even if you compare us to Chicago, which has a similar pattern, we are worse off than them in that regard. Just a little bit more stats and then you'll get to see some geography. These are just the raw numbers, and no need to dwell on these. I think that people understand at this point that we had in 2016 close to 400,000 people who were living at or below the poverty line and that we were fortunate that it has dropped down by about $23,000,25,000$ people, but it's still an awful lot of people in the City of Philadelphia who are suffering from the economic deprivation that attaches to such low wages.

These are the poverty rates of the ten largest cities. Philadelphia is the top. And, again, although we are

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down off that peak, we're not down all that much off that peak, and we are in some ways going in a different direction than some of the other large cities where they're dropping at a rate that is a good bit faster than our drop-off.

And one estimation that we did in comparing us again to the other large cities that have a more typical current poverty rate of about 18 percent, we would have to have that hundred thousand people fewer in poverty just to get to that more typical rate of poverty.

Comparing Philadelphia to the other poorest cities, what you'll find is that Philadelphia amongst the poorest cities as opposed to amongst the largest cities, but amongst the poorest cities, we are still in the upper reaches of that. So, you know, higher rates of the poorest cities in the country are Milwaukee, Memphis, Cleveland, and Detroit. And a little better off than us are places like Fresno, New Orleans,

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Tucson, Miami, and Atlanta. But these are very different communities, and if you think about what's happening to Detroit and Cleveland and Milwaukee, these are not places that $I$ think that as a lifelong Philadelphian, that economically that I'd like to compare myself to, frankly.

The groups met, the different subgroups met, and identified several different categories of people that they would like us over the course of the next month and a half to drill into a little bit, and those are children who are living in households that are below the poverty line. So people under 18. They are people who are 18 to 64 but in the labor force, and then 18 to 64 and out of the labor force, and then people who are 65 and older.

Why those breakouts? Those
breakouts are really critical because the kinds of policies, programs, legislation, intervention strategies and the like are

10/10/19 - POVERTY REDUCTION - RES. 190239 very different when you're talking about somebody who is over the age of 65 than for children, and the flows of funds, as Councilman Domb mentioned, the EITC and the variety of other things, those attach differently to different populations. And so the ability to sort of be able to drill down on those groupings is going to be critical, and we will continue to drill down on those as we go.

One of the -- I'm skipping over some charts in the interest of time and the fact that they really aren't visible from this distance anyhow. So what I'd like to just show here is the number of people in those groupings and, for example, using the 2006 American Community Survey data. What you find is that there's about 123,000 people who are under the age of 18 who are in poverty. You've got about 94,000 who are 18 to 64 but in the labor force, about 143,000 who are 18 to 64 and out of the labor force, and then about 31,000 who are over the

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So that gives you a sense of the magnitude of the populations that you are thinking about and the different poverty rates for those different groups. So, for example, those people who are 18 to 64 and out of the labor force, far and away the highest poverty rates.

And as you'll see in some later slides, one of the critical things is undoubtedly going to be figuring out how to get them to reconnect into that labor force, because that does make a huge difference in what the conditions are economically that people confront.

This next chart -- or this
figure is showing you the different income levels of the groups. So you're going to see, for example, the far left, under 18 and in poverty and then under 18 but not in poverty. The little lines inside those boxes that you can see if you stare closely, that is the middle 50 percent of the population in that group.

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The little green dot is the median. So that's the typical income for people in that group. And then the large box shows you about the middle 80 percent. So 80 percent of the people in that group fall within that box. And you'll see there's actually some overlap in those particular boxes. And so when you think about what the conditions are, they're actually quite variant.

For example, if you look at in poverty but not in the labor force versus not in poverty and not in the labor force, there's actually, like some of those other groupings, there are some different overlappings, but you'll also notice those typical incomes vary a good bit.

Let me just go back to one
slide and point out, without giving any detail, that we will, before this is all said and done, be able to give you the numbers of people who are self-reporting with a variety of different disability

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conditions, like people's ability to --
cognitive disabilities or ambulatory
disabilities or ability to live
independently. These are all
self-identified conditions in the
American Community -- in the census, in the American Community Survey, and there are tens of thousands of people in the City of Philadelphia in each of these groupings that identify with each of those disabilities. The complexity here is that not all of them necessarily, not all of those disability conditions preclude one from participating in the labor force. And it's going to be a little difficult to disentangle all of that, but it's important to know that those populations do exist and the size of them.

So with that, I'm going to turn
it over to my colleague Emily, who is going to speak to you a little bit about the geography of poverty in Philadelphia. MS. DOWDALL: Good afternoon.

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So I'm going to talk a little bit about the geography of poverty and then take a look at how some of the geographic patterns differ across the different drivers of poverty, as well as some of the factors that influence and affect the lives of those living in poverty and then also the policy and programming intervention possibilities for those folks living in poverty.

So, first, this is a map of
people living in poverty. Those darker areas are areas where there are more households in poverty. This map will
look pretty familiar, I think, to many people in this room. Poverty is somewhat concentrated in the City, but there are pockets of poverty in every Council district. And so I think it's very clear that this is an issue that impacts all communities across the City.

Now, looking at one of those major drivers of poverty, these are concentrations of adults who do not have

10/10/19 - POVERTY REDUCTION - RES. 190239 a high school diploma. The very darkest areas there are areas where at least 50 percent of the population does not have a high school diploma.

Again, going back to some of the numbers that Ira went through, the high school diploma is something that is the difference between you being able to earn a wage that is going to keep you in poverty or earn a wage that will allow you to rise above poverty. And I would just point out that those sort of dark yellow areas where 25 percent of the population has no high school degree are areas where there's also roughly 25 percent of the population or more also living in poverty, and that's no surprise given how important and essential that high school diploma is.

Now, this is areas where the population has some college but did not earn a degree. And so they may have the burden of the debt taken out to attend college, but none of the income benefit

10/10/19 - POVERTY REDUCTION - RES. 190239 of having the actual degree. This can contribute to general
financial instability, and this is also an area for possible intervention where there can be efforts to connect people back with education to finish the degree. This is the share of residents who are earning $\$ 40,000$ a year or less. That's about the median income for the City of Philadelphia. So these are areas where incomes are below median for the City. And, again, this looks very similar to that map of poverty. This is, again, for workers, no matter where they work, but who live in these areas.

Now, this is moving down to workers earning $\$ 15,000$ a year or less.
So these are places where people are working, but not earning a living wage through that work and where they're concentrated in the City.

Now, this is a map of the share
of tax returns that had an EITC claim with them. We would expect this to look

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a lot like that map of low-income earners. And combining this map, comparing this with that last map could also help point you to places where people might be under-enrolled and not taking advantage of that program. This is a map of households with single parents and children. We know that the poverty rate is substantially higher for children than it is for the general population, and many of those children live in single-parent households.

This is the population that lacks health insurance. It looks a little bit different from that last map in part because children have access to more programs than, of course, single adults do, but lacking health insurance can open you up to the insecurity of being thrown off by one emergency medical bill, and it can also interfere with attachment to the workforce if you're not addressing underlying health problems

10/10/19 - POVERTY REDUCTION - RES. 190239 because of that lack of insurance. Now we're going to look at some maps related to housing and poverty. So these are areas -- the darker areas are where homeowners are spending more than 30 percent of their income on housing. That's how cost burden is defined.

When we then take a look at renters, things look a lot worse. There are a lot of -- more than 50 percent of renters across the City are cost burdened. And I think the notable thing about this map is that it really resembles a lot more the map of low incomes than it would resemble a map of high prices. So a lot of the cost burden is associated with very low incomes, and these are households who just can't afford really anything that's on the market given their income.

MS. GLADSTEIN: Could you give
us the numbers of households at some later point, not just the percent, in both those categories?

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MS. DOWDALL: Sure.
MS. GLADSTEIN: Thank you.
MS. DOWDALL: And now here are subsidized renter households. And so for that subgroup of low-income households who are able to access subsidized housing, this does alleviate that burden and can make for better financial stability, but we know that the demand and the need for subsidized housing far outstrips the availability of those units.

This is a map of foreclosures in Philadelphia as a share of sales. You can see that in many cases they are concentrated in high-poverty areas and areas just outside those high-poverty areas. Foreclosures, of course, destabilize households but also the communities around them. We know there's a lot of research on how they can affect housing prices and investment in the surrounding neighborhood.

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                                These are eviction filings as a
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10/10/19 - POVERTY REDUCTION - RES. 190239 share of renters in neighborhoods. Again, we see some concentrated pockets that also tend to be in high-poverty areas. Evictions, of course, are also a very destabilizing event.
And now I'm just going to walk
quickly through our market value analysis. So this is an analytic tool that Reinvestment Fund developed. It sorts all of the block groups in the City of Philadelphia into one of ten categories here from the strongest "A" markets to the weakest "I" markets and everything in between. This analysis allows us to think about how to strategically use resources and match the right policy tools and interventions to different types of real estate markets. The first one was done back in 2001, and this, I believe, is our seventh one that we just completed.

So these are the indicators,
which, of course, the print is much too small for anyone to see, but there are

10/10/19 - POVERTY REDUCTION - RES. 190239 about 12 different data indicators that go into making these market categories. So while sale price is important and you'll see if you look from "A" to "I" that the sale price goes from higher to lower, it's not the only thing that makes a real estate market.

So, for example, when you look at the foreclosure column, you'll see that the highest foreclosures are in those yellow middle markets. And I think for our purposes today, it's also really important to look at the subsidized renters and where they are and the ability of renters living in subsidized housing to access these more stable, stronger markets. And you see that in fact in those "D" markets, you do see a relatively high share of subsidized housing units.

Now comparing the 2018 MVA back to the one in 2015, in some ways it's been seen as good news that you see growth of the stronger market categories.

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We saw a lot more purple and blue. We saw a lot of orange turning to yellow up in the Lower Northeast and in the Northwest, but we also see that the lowest -- the weakest markets have grown smaller, and what this means is that there's also fewer affordable markets. So while investment in the City is a good thing, it means that there are fewer areas that are accessible to our lowest income families.

And another way of looking at this is this next series of maps that I'm going to show you, which is something we think about as our geography of opportunity. So what types of real estate markets can people of different income levels access in the City.

So here we take the median
income for a white household in the City of Philadelphia and see what markets they're able to access as determined by the median sale price on those markets. And so you can see that this family can

10/10/19 - POVERTY REDUCTION - RES. 190239 access areas that are many of the yellow middle markets as well as the orange and the salmon color weaker markets.

Now when we look at the median income for African American households, you see that the geography becomes more constrained, because that's a lower median income. When we look at the median income for Hispanic households, it's even more constrained. We also looked at markets compared to the poverty line income for a family of four in Philadelphia, and you see that households earning poverty income are only going to be able to access really these very weak markets. So with that, I'm going to turn it over to Octavia.

COUNCILWOMAN SANCHEZ: Can you hold it a second. Just for the purposes of flow, I didn't know if any of the Co-Chairs had some immediate questions around the maps, and then I'll have Octavia, if it's okay with you.

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MS. MATLOCK-TURNER: Yes. I'm curious when we sort of look at the data around poverty, especially around household income, how do we count or do we have the ability to count unrelated adults who are sharing households? How does that data get incorporated? And I think of that just to wonder whether or not there could be some incentives as we're looking for transitional support and driving down expenses to that 30 percent number.

But I'm just curious, do we have any sense at all in how we collect the data how unrelated adults maybe with children are ultimately cohabitating?

DR. GOLDSTEIN: I think the
answer to that is, we don't know that right this second, and I think that the data that we're going to have accessible to us to do that is going to be somewhat less than perfect, but I think we can get it to be indicative, particularly if we're trying to figure out in general

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I think we will be kind of
hard-pressed to be able to say that there are X number of households very specifically that are in that condition, but $I$ think we can get at it as the subcommittees opine on the different intervention strategies. MS. MATLOCK-TURNER: Thank you. COUNCILWOMAN SANCHEZ: Any
other questions from the Committee?
(No response.)
COUNCILWOMAN SANCHEZ: Octavia.
MS. HOWELL: Well, thank you.
As Ira mentioned, I am Octavia Howell, a researcher with Pew Charitable Trusts here in Philadelphia, and we have done a lot of research about poverty in the past several years. As a part of that research, we commissioned a poll of 1,600 Philadelphia residents of all income levels and asked them a number of questions about their lives. These poll

10/10/19 - POVERTY REDUCTION - RES. 190239 results provide much of what I'm going to talk about here today.

Our survey gave us two ways to
identify people living in poverty. One was based on matching the size of their households and incomes to the federal poverty threshold and the other was their answer to a simple question: Do you consider yourself to be poor? And the two methods produced very different results.

We found that 45 percent of those whose income and family size met the federal definition of poverty said that they were not poor. We have a quote here from Lucy, which is one of my favorite quotes from our focus group's work, where she said, "We have to work for things, but $I$ don't think anybody here is really, really poor. We have water. We have food."

Through our polling, we learned that those experiencing poverty in Philadelphia share many of the same

10/10/19 - POVERTY REDUCTION - RES. 190239 concerns as other residents in the City, including crime, education, and jobs, but they face unique obstacles. As Emily outlined, one of those obstacles is the ability to find and maintain stable housing. And we learned in our poll that 39 percent of respondents to Pew's 2016 poll said they grew up poor and that they had moved a lot when they were young, compared to only 14 percent of those who had not grown up poor. And more than a quarter of them said they had been evicted or homeless during childhood, compared with only 6 percent of those who did not grow up poor.

Data from the American Housing
Survey sheds additional light on the problem of housing instability for Philadelphia's poor residents. Results from this census survey revealed that more than four out of five households in Philadelphia, poor households in Philadelphia, live in private market

1 10/10/19 - POVERTY REDUCTION - RES. 190239 housing with no rent subsidies, and among them, 94 percent were cost burdened, spending more than 30 percent of their incomes on housing. Eighty percent were spending more than half of their incomes on rent, mortgage, and utility payments.

Households with incomes below the poverty level also have greater exposure to inadequate housing, with 17 percent reporting such conditions, compared to 8 percent of those with incomes from above the poverty line.

Education was another issue
that was very important to Philadelphia residents, including those with incomes below the poverty line. And like all residents, poor Philadelphians are concerned that public schools are doing a poor job -- poor or fair job, excuse me, educating students. Sixty-nine percent of the poor felt this way, along with 75 percent of those with higher incomes. Yet, 70 percent of poor parents responding to our poll said that their

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children -- they had children that attended District-run public schools, compared with 46 percent of non-poor residents.

Data from the Philadelphia
School District revealed that 2 percent of all poor students in Philadelphia public schools attend schools with high achievement ratings, while 75 percent went to schools that received the lowest achievement rating of intervene, compared with 59 percent of those who are not poor.

Only 61 percent of poor
students who entered District-run schools in 2012 went on to graduate in 2016, compared to 70 percent of the non-poor. Nationally, 84 percent of public high school students graduated in four years. The impact of these metrics is significant. You'll recall that Ira and Emily both pointed out that poverty is higher among those who do not have a high school degree. According to the 2016

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American Community Survey, the poverty rate for Philadelphians without a high school diploma is 10 percentage points higher than the citywide rate. By far, Philadelphians ranked crime as the most important issue facing the City, including 52 percent of poor residents and 41 percent of those of higher income responded to the poll. And those living in areas with high poverty have greater exposure to the City's crime. Police Department data reveal that there was an average of 40 crimes per thousand residents in the City's poorest neighborhoods, compared to 14 in areas where poverty rates were below 20 percent. This contributes to a sense of insecurity for many poor residents. In our poll, 48 percent of those with incomes below poverty said they felt safe outside in their neighborhoods at night, compared to 64 percent of those with higher incomes. We sought to understand the

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impact that poverty had on the physical and emotional well-being of Philadelphia residents. Surveys by the Philadelphia -- excuse me; by the Philadelphia Health Management Corporation showed us that Philadelphians in poverty had higher levels of stress and had higher levels of chronic illness than other residents. Research from the Virginia Commonwealth University also revealed that those living in the poorest parts of the City have life expectancies as much as 20 years lower than Philadelphia residents -- in wealthier parts of the City. Excuse me.

From our own poll, we learned that Philadelphians who said they grew up poor were twice as likely to report having experienced neglect and abuse while they were growing up. Thirty-eight percent who said they had grown up poor also said they had been cared for during their childhood by someone with mental illness, depression, or drug problems.

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Of those who were not poor as children, 16 percent had caregivers with those issues.

In our focus group, we talked
to residents about their experiences with work, and as might be expected, many shared that they often performed one or more jobs under the table, taking advantage of their talents and skills to earn money, and this type of work typically does not show up in workforce participation figures.

Among those who do sustain
formal employment, the American Community Survey data revealed that only 21 percent were employed full time all year at work. An additional 20 percent worked part time.

And, finally, $I$ want to talk
about mobility from poverty as we revealed in our survey. Numerous studies have found that many of the life
experiences faced by the poor, particularly in their childhood and young

10/10/19 - POVERTY REDUCTION - RES. 190239 adult years, helped to perpetuate the condition of poverty, but Philadelphians reported that they experienced both upward and downward mobility. More than half of those who were poor at the time of the Pew survey reported having been poor during childhood, and others saw themselves as examples of upward mobility. More than half of those who said that they grew up poor were not in poverty at the time of our survey.

COUNCILWOMAN SANCHEZ: Thank you, Octavia.

Any questions from our panel?
Sharmain Matlock Turner.
MS. MATLOCK-TURNER: Thank you very much, all of you, for the data. It certainly is daunting to try to overlay all of this information on top of the challenge that we face to figure out what are the right kind of strategies and/or interventions that we really need to put in place. And so $I$ was curious on one of

10/10/19 - POVERTY REDUCTION - RES. 190239 the slides, Ira -- and, again, I may have missed this, so forgive me if $I$ did, but I know we talked about Philadelphia's -or Pennsylvania's minimum wage being at 7.25 as being one of the lowest when we did some comparisons to other cities and what their statement on wages are, but I'm curious, do you also have a sense of how many people in Philadelphia are actually working at 7.25 an hour? So even though that is the minimum wage, if we sort of look at the working poor, are half of them -- is that their wage or not?

DR. GOLDSTEIN: So I couldn't
give you the actual number off the top of my head, but if you think back to those charts that had a lot of bars going across divided into three categories, that lowest category, the one -- that chart there. The portion of the chart that's in red, those are people who -those are jobs that are paying under \$1,250 a month. That's the lowest income

10/10/19 - POVERTY REDUCTION - RES. 190239 cut that we could make. And if you sort of think about seven and a quarter times 40 times four, that gets you very close to that total. So we will be able to get you reasonably close to that answer, but not precisely there. But we'll get you close.

MS. MATLOCK-TURNER: Okay.
Thank you. Because I know that's certainly one of the areas that we spend a lot of time talking about.

DR. GOLDSTEIN: And this is
really important. It's an important distinction too, because we often times look at household income, but apropos to your other question, like there are people who contribute, but these are the actual jobs what they pay. So it will get us closer to your answer.

MS. MATLOCK-TURNER: Thank you.
COUNCILWOMAN SANCHEZ:
Councilman Domb.
COUNCILMAN DOMB: Thank you.
Great presentations by all of

10/10/19 - POVERTY REDUCTION - RES. 190239 you, by the way. Thank you very much. Great information. I just have a few questions $I$ wanted to ask. You have a chart in here that talked about Philadelphia's unemployment and it talked about how we have not really -- I think it's Page 10. Why do you think that is occurring, in your opinion?

> DR. GOLDSTEIN: Well, I think
that there's probably a few reasons that is. First of all, our economy over the last 40, 50 years, whether or not you look at housing, whether or not you look at employment, you'll notice even in just this relatively shorter period of time we are way less volatile than other cities.

Some people will draw the
analogy between a stock and a bond. Philadelphia is more like a bond. It doesn't fluctuate as much as some other cities. So I think that is a piece of it.

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                                I think it's also the case that
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1 10/10/19 - POVERTY REDUCTION - RES. 190239 our economy in its comeback has come back with a different set of jobs that are going to be a little -- the implications for the incomes are less.

So I don't know that $I$ can give you a fully definitive answer, other than some of the other cities have more diverse or less diverse economies if you think about the regions of the country, like San Jose. You know, that is sort of the tech corridor of the country for sure, and so it's going to be influenced by a variety of other much stronger driving forces. Ours are going to be driven by service, health, and education. COUNCILMAN DOMB: Would you say that maybe because we were such a large manufacturing base $30,40,50$ years ago, that the economy changed so dramatically that we did not keep up with the training of our workforce and what we're teaching in schools to compete with today and tomorrow's economy?

DR. GOLDSTEIN: I think that

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that's a fair extrapolation from that change for sure, and I think what we have to figure out to a degree is whether or not we've done a better or worse job than some other cities. If it's a factor, we need to do a better job. So the comparative piece there $I$ think is less important than the absolute of are we doing a good job doing that. COUNCILMAN DOMB: One other
last question $I$ have. I think it was Page 24. You talked about people not in the labor force. Are people not in the labor force because they've given up looking for a job, or what would be the reason not to be in the labor force?

DR. GOLDSTEIN: Typically not
in the labor force means, for whatever reason, I've given up work. It's not that I'm in school. It's not that I'm temporarily laid off. It's that I've given up looking for work.

So, you know, I think we can, over the course of the next month and a

10/10/19 - POVERTY REDUCTION - RES. 190239 half, try and determine what the largest drivers of that are, whether or not it's that they tried for a given period of time and just gave up or whatever else is the situation that attaches. That will require us to look at other data than typical census data, but we can figure some of that stuff out, and that might be helpful in terms of a lever to pull people in, since that labor force participation is so important to getting the incomes above poverty.

COUNCILMAN DOMB: Because
that's your biggest number in here, isn't it, the not in the labor force?

DR. GOLDSTEIN: It's a big
number, yeah.
COUNCILMAN DOMB: Okay. Thank
you.
DR. GOLDSTEIN: And it's not older people, because we've broken it out separately.

COUNCILMAN DOMB: Right. Thank you very much. Thank you.

10/10/19 - POVERTY REDUCTION - RES. 190239 COUNCILWOMAN SANCHEZ: For
clarity purposes, would a lot of those folks fall in the category of permanently disabled?

DR. GOLDSTEIN: It could be
that some are permanently disabled, yes.
I don't know the exact composition, though, but, yes, that could be it. COUNCILWOMAN SANCHEZ: For the purposes of the mapping around particularly like North Central where you have Temple, what variation do you allow for that student population that moves around as it relates to that concentrated pocket?

DR. GOLDSTEIN: So that is an
issue for sure in the official poverty data. The best estimates that I've seen is that Philadelphia's student population accounts for a couple percentage points possibly overall in the poverty rate. In any given area it could be a lot more, though. And so in those few census tracts in and around Temple where

10/10/19 - POVERTY REDUCTION - RES. 190239 students have found housing off campus, then, yes, particularly if they're going through the exercise of -- assuming for purposes of the census saying that's their residence, that could make the poverty rate in those places look higher. But there are communities that are entire communities where the Census Bureau has estimated 10,12 percent of the poverty rate is a function purely of a student place like Ann Arbor, for example, where it's all students. COUNCILWOMAN SANCHEZ: Of these data -- I know one of the things that we want to be mindful of in creating these categories is like how do we measure the impact of what we want to do moving forward. What other variations should we be paying attention to with the limitations of the data, right? The data is the data, but what other things should we keep in mind, whether it's geography based or category based?

DR. GOLDSTEIN: Well, I think a

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couple --
MS. GLADSTEIN: Could I add in
margin of error in terms of these one-year reports. Talk about that a little bit.

DR. GOLDSTEIN: Sure. And you'll notice on a lot of these things, we've tried not to use one year's worth of data. We've tried to sort of fold together two or even three years, because we think that there's a lot of volatility in the data.

Particularly the supplemental poverty measures, those are based on data from the current population survey, and those are samples of, I think, closer to 500 or 600 for the entire City. So we felt it was important to roll together a few years.

Some of the other things that I think might be useful to pay attention to here are people who are sort of close to those categories and will be migrating in and out, and so that you're trying to

10/10/19 - POVERTY REDUCTION - RES. 190239 sort of think about a problem that you're tackling now and that's the "now" snapshot, but there's a whole other cohort of people moving through and a whole cohort of people moving out.

So I think a little bit of that mobility will be important for us to take account of, because, again, that's going to influence your ability to sort of hit your target number.

I also think it probably makes sense to pay attention to the people who are sort of near the margin. So that's why one of the charts we showed you 125 percent of poverty.

For other things that we've been involved in, when you look at, for example, school lunch participation, subsidized school lunch participation, that percentage of people who are sort of near poverty, get the reduced price lunches, they're a very volatile, economically volatile, group, because one day they're above and then something

10/10/19 - POVERTY REDUCTION - RES. 190239 happens and all the sudden they're below poverty.

So I think in some ways we should probably think about broadening our lens on some of these things to look at some of those populations just above poverty, because $I$ also think that some of those families are going to be in a situation where a really constructive hand could sort of get them above and more permanently out and not be in that position of volatility.

COUNCILWOMAN SANCHEZ: Eva.
MS. GLADSTEIN: I think the
Council President might have asked this question, but $I$ just want to stress it. One of my concerns always is that while we want to encourage support, activate mobility out of poverty, knowing who is moving in also and what their needs may be and are there like finite ways to actually measure that is one question $I$ have.

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My second is different,
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10/10/19 - POVERTY REDUCTION - RES. 190239 unrelated. So why don't you respond to that.

DR. GOLDSTEIN: The first one
is difficult. I mean, I think that what we should probably be doing is paying attention to a variety of different pieces of data. Like, for example, people are born every day in Philadelphia and people pass away every day in Philadelphia, and there is reasonable data that the Health Department has access to that can help us think through that process of who is being born to whom, where in the City, making sure if we think about connection to benefits and things like that, that we're very focused on making sure that people do connect at the earliest moment or when people pass, that property passes in a reasonable way. So I think that that's probably another piece of data that will help us design closer to in time and immediately responsive kinds of things, whether or not we're talking about benefits,

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frankly, or housing or workforce, because those all attach.

We also at our organization pay
a lot of attention to childcare, and one of the things that has drawn us to that is this notion that firstly high-quality childcare, the evidence shows, prepares people, prepares children to get into kindergarten and perform in school, which is going to hopefully address that disparity in terms of high school graduation. It's a long slav to get to it, but we think that that's a piece of it.

So sort of thinking through what are the investment strategies that we're going to get at essentially early that will have a long term but more permanent return $I$ think is probably important for us.

MS. GLADSTEIN: My second is
more of a comment, which is as we do our work, I think it's important for us to both think about individuals and think

10/10/19 - POVERTY REDUCTION - RES. 190239 about them as households as well, because a lot of the data is based upon households, and understanding if the individuals in that household, for example, are under or over 65, have a disability that prevents them from working or not, are young and should not be expected to be in the workforce, or hopefully should be able to attach to the workforce.

So it's just kind of something for us all to be conscious about, because I think we kind of flip back and forth between the household and the individuals, without ever really knowing who was in the household. And if we can make an investment in a potential wage earner in the household or help an individual, a child in the household get health insurance or early childhood education, like what are those differences.

DR. GOLDSTEIN: We will do that.

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COUNCILWOMAN SANCHEZ: I'm
going to recognize Sharmain and then Councilman Domb.

MS. MATLOCK-TURNER: In sort of thinking about the people who have multiple barriers to success, I mean, I think of people who are homeless, people who have drug and alcohol problems, maybe people who have some kind of criminal record. How do you account in the data for people -- are they in the disabled group? Are they just a part of the poverty number? How do you account for folks that we know have multiple barriers and need very specific interventions just for health and safety and an opportunity to be able to make it from day to day?

DR. GOLDSTEIN: I think from a data perspective, honestly, it's a tough one. I think that there probably are significant undercounts of some populations in the official data and then reasonable counts of other of the groupings that you had mentioned, the

10/10/19 - POVERTY REDUCTION - RES. 190239 other -- for example, I suspect that a lot of the homeless population is probably not getting picked up, notwithstanding the best efforts of outreach around the American Community Survey and the like. My guess is that there's probably a reasonably significant undercount.

On the other hand, people who are -- you had mentioned folks who have criminal records and the like. I think that to the extent that any population is being counted or not, $I$ don't know that there's any particular reason to suspect, and I haven't seen a lot of data to suggest, that there's a differential undercount there. So I think that that population is probably as well as any other counted in the census and then accounted for in the poverty rate.

I do think that probably some
of the drug and alcohol, particularly if it's so severe that people are not accessible to those who are collecting

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data or the homeless population of Philadelphia, my guess is that there's not a trivial undercount there.

Now, what $I$ would say is that
it's probably not different than other cities, but, again, $I$ don't think the comparison to other cities is as important as we got a job here, right? And whether or not we have more or less than Chicago or whether or not the differential undercount is the same or different, less important, but the fact that it is a population that's going to need attention.

COUNCILWOMAN SANCHEZ: I want to acknowledge that Councilwoman Blondell Reynolds Brown has joined us. Thank you, Councilwoman.

Councilman Domb.
COUNCILMAN DOMB: I have
another question on the data. I guess from what $I$ can tell, and these maps are very good, clearly the poverty is focused in Council District 7, Council District 5

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and 3 and 8, with 5 and 7 having the most, according to the chart, poverty. And then when you go to the educational attainment, I don't know why, but District Council 7 seems to have the lowest educational attainment of any of the -- this is great information, I think. And then when you go to the share of residents that are less than 15,000 a year, I would have thought it was District Council 7, but it's District Council 5. Why do you think that is?

DR. GOLDSTEIN: I don't have an answer for you on that one, but I think that was an anomaly. You do see it a little bit -- you see that population pop up in District 5. That's where you're seeing that hotspot.

But Emily may --
MS. DOWDALL: And it could also be that in that area which has so many people without high school diplomas, there are going to be a higher share of people who aren't in the workforce at

10/10/19 - POVERTY REDUCTION - RES. 190239 all, so they're not showing up as earning less than $\$ 15,000$ a year, because that's only earners captured in that figure.

COUNCILMAN DOMB: So if we were thinking of ideas, just to throw this out there, would it make sense for us to focus on those four districts and specifically 5 and 7 and figure out like can we use the libraries to get people high school diplomas, get them the courses, can we get Community College to have courses offered in those areas, like could we focus on those districts where we know there's issues?

DR. GOLDSTEIN: I think you're going to hear from Benefits Data Trust and United Way, for example, on some of this notion of targeting based on where the need is and getting the service right there, and I'm sure they'll have something very specific to say about that. But $I$ think on its face, it's a reasonable thing to think about. COUNCILWOMAN SANCHEZ: I just

10/10/19 - POVERTY REDUCTION - RES. 190239 want to add the factor of race, because the difference between the 5th and 7th is that I have a large Hispanic population, language minority population. That also counts for some of that variation. So if you would take it by race in those two districts, you would see, it would pop up for you.

COUNCILMAN DOMB: Okay. Thank you. Thank you very much.

COUNCILWOMAN SANCHEZ: Thank
you.
I'm going to recognize Mel
Wells.
MR. WELLS: I have to excuse myself, so I did not want to be rude as we're speaking about our family members that are in poverty, but one thing $I$ really heard -- maybe you didn't say the word -- was generational poverty and expectations, and it sounds like a lot of individuals are stuck in poverty because that's their expectation that that's how they're supposed to be, especially when

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So I believe one of my jobs here and also the Co-Chairs is also to change the expectations that are in the community. Once we do that, then people can utilize the resources more.

So thank you for your time. I
think you did a great presentation.
Thank you.
DR. GOLDSTEIN: Can I say one thing about that? And we talked a little bit about it in the meetings leading up to this, is this notion of -- I think it's an increasingly popular notion that people are now thinking that, for example, there is more to our well-being than how much money we have in our pocket or the GDP or GNP at the City or state or county or country, and it's this notion of social well-being, and it's sort of multidimensional and it gets to things

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like how safe do $I$ feel in my community, how connected do I feel to my neighbors, how is my health, what's the environment within the community within which $I$ live. And I think that in some ways, what that shows is that economic well-being. If you were to map that in Philadelphia, and we have those dimensions, what you'll see is there are places where sort of the adverse side of those things piles up, but there are other places where the economics are challenging, but there are strengths on some of those other dimensions. And I think that although the Committee is very much focused on sort of dropping that rate and getting 100,000 people to earn at a level that gets them above the poverty line, $I$ think it's not -- it would be wise also to think about what some of these other dimensions are and help to think about what are the other conditions of people who are living notwithstanding what their economic means

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MR. WELLS: Thank you so much. COUNCILWOMAN SANCHEZ:

Sharmain.
MS. MATLOCK-TURNER: Yes.
Certainly one of the areas that everyone is concerned about whenever you talk about you want to change the poverty rate is, are we talking about a Philadelphia way, which is helping those who are really in need move up, or are we talking about a Seattle way where we move everyone out of Seattle because they can no longer afford to live there.

When you look at the data, what do you look at to make sure that we are not looking at a displacement strategy for change, that we're really looking at support for those who are here to be able to move up?

DR. GOLDSTEIN: Yeah. I think
that before December, we'll have a much better handle on it, but those data that we use to create some of those challenge

10/10/19 - POVERTY REDUCTION - RES. 190239 slides, wherever they are, about the wage levels -- I'm trying to get you into this right place. This really sort of talks about where people live and where they work and talks about the income levels that they have and a variety of other circumstances. It's a very unique dataset and one that's not often used when you sort of think about these poverty-related issues. I think we will be able to use that a little bit to figure out like are we doing that.

Now, as much as I mentioned that Philadelphia's cost of living and our housing is higher, it's not anywhere near what a Seattle is, and so $I$ don't know that we have -- or a Portland or a variety of other places. So I think that there's probably some of that sort of displacement of poor people into our sort of inner rings, but we will be able to test that a bit and figure out whether or not we are achieving a decline in poverty as a result of really helping people get

10/10/19 - POVERTY REDUCTION - RES. 190239 out of it or helping people out of the City. And, again, we would hope it would be the former, but we should be able to get a handle on that.

MS. MATLOCK-TURNER: Thank you.
COUNCILWOMAN SANCHEZ: Thank you.

I want to open it up real quickly to any of the Committee members, the general Committee members that are here, if you have a question. The Sergeant-At-Arms has a microphone. Any of the general Committee members, if you have a question for our panel, the Sergeant-At-Arms has a microphone.
(No response.)
COUNCILWOMAN SANCHEZ: Okay.
So one of the things to Sharmain's point, because poverty causes the level of mobility that it does, what should we be looking at as we create strategies or tactics and how would you make the modification in the data for the purposes of evaluating our work moving forward?

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DR. GOLDSTEIN: That's a very good and difficult question. I guess we could look at some of the surrounding areas and see if they are essentially feeling a change that's sort of commensurate with ours or in an opposite direction than ours. So that's one thing.

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            I think it's also going to be
    important for us to sort of think through
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    some of the complexities, I think the
    philosophical complexities, of let's say
    that the City of Philadelphia is
    successfully able to help a set of
    families out of poverty and it becomes
    their choice to go to Elkins Park right
    outside the City because it's an
    opportunity for reasonably priced housing
    and decent public education and things
    that were the irritants that people
    identified in the survey. I mean, I
    think that that's something that we ought
    to think about, like that's not
        necessarily a bad thing, but I think that
    10/10/19 - POVERTY REDUCTION - RES. 190239 we need to figure out, we need to be able to quantify when that's happening versus a sort of force-out.

COUNCILWOMAN SANCHEZ: And the
reason I say that, because so much of this is about housing insecurity, which causes the mobility. So I want to make sure, again, that we're being mindful of that as we look at our numbers and the impact that we want to have.

DR. GOLDSTEIN: And I think
that we dropped a lot of housing data in here without, $I$ feel in some ways, without the tightest connection, because in some ways, influencing somebody's housing situation doesn't directly affect how much money they have in their pocket, which doesn't directly affect whether or not they count as poor or not. Nevertheless, it does influence the situation and the condition on which people are, A, living and, B, trying to get out of economic poverty.

So I think that we're going to

10/10/19 - POVERTY REDUCTION - RES. 190239 need, before all this is said and done, really to sort of dig in on some of the housing-related things in a more constructive way so that we can get at the issue that you're talking about. COUNCILWOMAN SANCHEZ: I just think it's important for our framing. I know that we're being rather aggressive and bold in what we're trying to do, and just remind people some of the nuances to this and we're going to try to measure this for one year, five years, and ten years since Council President has put out those numbers. So I just -- it's not going to be a perfect science, but that we are mindful of all of the things. I mean, School District is here. They can tell you that in January kids go to different schools, right? That happens often, right? The principals talk about it. So we just want to be a little bit more mindful.
Eva -- oh, Councilwoman

Blondell Reynolds.

10/10/19 - POVERTY REDUCTION - RES. 190239 COUNCILWOMAN BROWN: Yes. Good
afternoon. Good afternoon to the panelists.
Three things. One, I want to
commend my colleague Councilwoman Sanchez
and President Clarke for stepping back
and taking an airplane view at this
challenge that we continue to face as a
city and, two, say thank you to the
partners who believe that this exercise,
which is more than that, is necessary if we want to be serious and strategic about kicking this ball down the road. And so with that, two things. One, when I came here in 2000, one of my disturbing revelations was that systems were not talking to each other, and so that made remedies and the implementation of remedies exceedingly difficult if DHS and the School District and OESS was dealing with the same family and neither one of those systems knew that there were other systems involved in that child's life. I think there's been great

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improvement.
The data that you have here is timely as we look to next year when we have to wrap our arms and heads around the census. And so where and what role do you believe this data can have so that we participate in the census in a way that drives the dollars we believe we deserve as a city since what we get is purely based on those who sign up for the census?

DR. GOLDSTEIN: That's a
fascinating and I think super practical question. I mean, to my mind, what we do know is that if you look at data about census participation, first of all, generally, the rates have been coming down over the decades. They're not what they used to be.

COUNCILWOMAN BROWN: That's alarming.

DR. GOLDSTEIN: And we know
also that not every population participates at the same rate, and we

10/10/19 - POVERTY REDUCTION - RES. 190239 know that Philadelphia is a place where its various populations, although not as bad as it was decades ago, we're still a reasonably segregated city by race and ethnicity and income. And so what that means to me is if the issue is making sure that everybody gets counted, it's going to those places where you're going to have the highest concentrations of people who are most likely not to be counted and give them the comfort and tools to be able to be counted.

Some of the innovations in the census for 2020 involve things like filing electronically, like using the web to fill out your census form, but we also know that that's going to help some populations more than others giving people access.

COUNCILWOMAN BROWN:
Absolutely.
DR. GOLDSTEIN: So I think
embedded in your question $I$ think is the very smart, practical thing, which is

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find those places where you have the greatest concentrations of people who have the greatest likelihood of not participating and give them the comfort and tools to participate.

COUNCILWOMAN BROWN: And the one group that comes to mind immediately are those who are most vulnerable, the homeless. How and what are we going to do as a city that we capture every single individual who is in that circumstance? And so I'm of the thinking that anticipating the work required around the census count can be a part of this conversation and discussion as well.

Thank you, Madam Chairwoman. COUNCILWOMAN SANCHEZ: Thank
you.
I think Eva wants to respond a
little bit to that.
MS. GLADSTEIN: I did, and then
ask a further question about housing. I
think it's a great question,
Councilwoman. I know Census 2020, which

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Council helped support through funding, is looking very closely specifically at vulnerable populations that we had to target for outreach and, for example, working in partnership with the Office of Homeless Services, among other organizations, to make sure there is a good count, but this data can help feed that effort and make it even stronger.

COUNCILWOMAN BROWN: I would submit that there's a role for the School District of Philadelphia and other sister stakeholders in that process as well. So if we don't capture them in one step, do we get them in another. MS. GLADSTEIN: Absolutely. The other point I was going to make as we talked about housing stability and the reason I asked for the numbers and you had percents of overburdened homeowners and percents of overburdened renters, and I know of the eviction work you're doing at The Reinvestment Fund. I think particularly for the Housing

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Subcommittee starting to look at the real numbers, because we know that evictions drive people further into poverty and there's a cascading effect. So looking at the housing solutions, just getting some of the more detail, particularly from your eviction work, I think will be very helpful.

DR. GOLDSTEIN: Absolutely. If I could add just one other thing about this census. We focus on the resources, but if you think about the constitutional purposes, representation, and we've lost representation over the decades. If you go back 50, 60, 80 years, we've lost representation. So it's not only the immediacy of the money, but it's all the other things that having a larger representative body has for us in Washington.

COUNCILWOMAN SANCHEZ:
Councilman Domb.
COUNCILMAN DOMB: I have two more questions I wanted to ask. On Page

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13, you're comparing Philadelphia, Chicago, Memphis, and Milwaukee, and I guess my question is, knowing that in the last several years millennials and baby boomers wanted to live urban, because people are coming into cities like Philadelphia and Chicago, would that have skewed those numbers to show that growth?

DR. GOLDSTEIN: Yeah, I think
that it could, and I also think that there's a piece of it which is, we are more vital economies than -- well, than certainly Milwaukee at this point. So our population has begun to grow. It started to grow in 2006, I think was --2005-06 was about the trough. And so that sort of growth, I think, fuels a bit of a stronger economy. I don't have Chicago's population numbers in my head, but I think that the vitality of the economy helps understand that. And, yes, we do draw more millennials than some of the other communities. We're noted for having some of the highest rates of that

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in the country.
COUNCILMAN DOMB: And the other
chart that I don't understand why but maybe you do, Page 15, why the higher paying jobs to non-residents is higher than Chicago's and increasing.

DR. GOLDSTEIN: That was
puzzling, right? And honestly, I think that puzzled me as well and Emily and our team. We tried to understand it better. I don't know if -- I mean, it's not a minimum wage issue. That's not what's driving it, and it's not the fact that there are imperfections in the data in terms of what gets reported, and it's not a function of the fact that they're sort of economic centers of their regions.

So we don't fully understand that yet, but $I$ think we will, because if that ends up becoming a policy lever for us, it's worth understanding why that pattern exists. But it puzzled us as well.

COUNCILMAN DOMB: Okay. Thank

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you. Thank you.
Thank you, Madam Chairwoman. COUNCILWOMAN SANCHEZ: Thank you.

There being no other questions,
I'm going to thank our first panelists.
For the purposes of logistics,
we had allotted some time for minimal
public testimony at this time. The people who had signed up unfortunately had to go. I didn't know if there was anybody -- because we advertised it that way, I wanted to make sure. The two people who had signed up had to go at 4:30. Is there anyone here before I call our next panel?
(No response.)
COUNCILWOMAN SANCHEZ: Okay.
Because we had asked folks to sign up at the table.

So with that, thank you so
much. Again, the Committee has access to The Reinvestment Fund through this process, and that's why we wanted to get

10/10/19 - POVERTY REDUCTION - RES. 190239 some clarity on this data and the numbers and how we were going to measure or attempt to outline goals and impact that could be measurable based on the categories. Not perfect science, but at least the ability for folks to see the way we wanted to break up individual versus household.

So thank you very much to Ira and to Reinvestment Fund team and the Pew Charitable Trusts.

So I'm going to allow for a
five-minute break, because $I$ know our stenographer, and then I'm going to ask our next panelists, because we're ahead of time, which is not a bad thing to be. So I'm going to ask United Way, Benefits Data Trust, and Sister Mary Scullion to be ready, and we will reconvene at 5 -'clock.

Thank you.
(Short recess.)
(Witnesses approached witness
table.)

10/10/19 - POVERTY REDUCTION - RES. 190239 COUNCILWOMAN SANCHEZ: We're going to reconvene. Sharmain learned that $I$ know how we are in Council, there's no such thing as five minutes. MS. MATLOCK-TURNER: She is so right, as usual. COUNCILWOMAN SANCHEZ: I want to thank Mitch Little and Mecca Robinson for joining us. They're also members at-large of this Committee who have joined us.

And if we can proceed with our next panel, Bill Golderer and Pauline Abernathy, and of course everyone knows Sister Mary Scullion. This is our next and final panel and then, as promised, we will allow for public testimony at 6:30.

Please note that we were intentional in doing this hearing in the afternoon to allow people, school, work, and when $I$ close today and give some of the logistics around the subcommittees, all of us have been charged to make these public hearings available and accessible

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to all. So thank you very much.
So with that, Bill, you want to
start.
MR. GOLDERER: All right.
Councilwoman, thank you. And I couldn't say enough of how honored I am to serve the mission, the newly refined mission, of the United Way of Greater Philadelphia and Southern New Jersey, which is to meaningfully and measurably reduce intergenerational poverty in our region. And something that $I$ think is not lost on anybody here, but we will be talking a lot about data today, which is obviously very, very important, but $I$ come to this conversation having served for 15 years as the founder of an organization called Broad Street Ministry. When you see 9,000 unduplicated neighbors walking through your front door on an annual basis looking to achieve their dreams of security and well-being and prosperity, we're talking about data and statistics, but really what we're talking about is

10/10/19 - POVERTY REDUCTION - RES. 190239 people, and they're our neighbors. And that's the fierce urgency of now that we need to be pursuing this with. So that's the first comment.

The second comment before I launch into this is, I'm sensing that we are entering a very important moment. We have the highest millennial retention rate of any major city in the United States. We have a renaissance that's underway in Philadelphia that isn't touching everyone, and we'll be talking about that later, but more and more neighbors who are -- who have capacity, who have skills, who have a desire to lean in want to see this needle move. They don't want to carry around this badge of shame that we are the poorest large city. And I feel like if we could energize and serve as a catalyst and galvanize and capitalize a real strategy, I think people will come and people will invest and people will share what they have so that our neighbors can experience

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their slice of the American dream. So with that said, I'm
incredibly grateful to our friends at Benefits Data Trust as well as my friend of many years, Mary Scullion, as well as Ira and his team at The Reinvestment Fund for framing the conversation in data, because when we talk about the interventions that are actually going to help people and move people forward, if we're talking about changing the narrative around poverty, we're not talking about people who are doing anything other than striving, and we need to know to a better degree how hard people are working to overcome their challenges. And the interventions that we select, the things we capitalize, require that we be rooted in data and analyzing the interventions that we know work, but better capitalizing them in a strategic fashion.

So when the United Way has been
leaning on our friends -- and some of

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this is going to be duplicative, the data that you're going to be hearing, but that's by intention. I want us all to be mindful that all data is not the same, that this idea of the disaggregation of the data that is in front of us helps us understand not only disparities among race and gender but also in terms of neighborhood and the proximity of -- it's going to be very important for us to be proximate to people suffering. The challenges in one neighborhood are very different from the challenges of another neighborhood. And so that's why the disaggregation of this data requires the best science that we can get our hands around.

And so I want to be very clear, the swimlane of the United Way and the data has not been to do the work ourselves, but to invite partnership with some of the best in the business who do this, frankly, for profit. And $I$ wonder if there's ways -- we were wondering

10/10/19 - POVERTY REDUCTION - RES. 190239 whether there were ways they could do it for good.

So some of this is a little bit of breaking news, but we have for over a year now have been leaning on the analysis of Mark Zandi, who is the Chief Economist at Moody's, who has in a pro bono fashion put five senior analysts alongside the Monitor Institute, which is part of the Deloitte practice, which is a global practice that is not rooted in Philadelphia. We were part of a competition to see if they would lean into our challenges to help us better understand this data before we start making assumptions, and the reality is both of these interventions that are coming in terms of research and analysis and as I've spoken with my colleagues here, we are only halfway there. We are nowhere near answers, but what we're learning is surprising, a little bit troubling, but there are also a lot of opportunities, and these represent two

10/10/19 - POVERTY REDUCTION - RES. 190239 entities from the private sector that are leaning into our challenges as though it were as important as meeting their bottom line obligations.

So moving ahead, things we've
already heard today, and I'll move quickly here. We know that while imperfect and dated, what we're talking about with poverty is a measure of income. And so what I'll be talking about here is, we are making prudent and important investments in a holistic set of interventions already with people who are experiencing poverty, but I think what we might be considering today is if we're talking about moving people higher and higher in their income, the interventions that we are zeroing in on have to do with what are the barriers that need to be removed for people to achieve higher income, what are the benefits that could be pulled down for people to be lifted up, and also what are the new opportunities that need to be

10/10/19 - POVERTY REDUCTION - RES. 190239 created and how do we capitalize those opportunities.

And here's some stark things
that are important for Council. I'm sure you know this, but $I$ don't know if you've ever seen this graphic. This is the same data used by Ira Goldstein, but it's the American -- it's sourced from the American Community Survey, which if you walk around Center City, people really do wonder, well, how could we possibly still have this high incidence of poverty when there's all these gleaming towers and beautiful restaurants, and the reality is, this points to that during the largest sustained economic recovery in the history of our nation, and Philadelphia has benefited from that, if you are in the top four quintiles of income, meaning if you are in the top 80 percent, Philadelphia is as good as any place in the country to live.

However, the only city in the United States where during the same

10/10/19 - POVERTY REDUCTION - RES. 190239 period of economic recovery, if you are in the bottom 20 percent, every other market that we looked at, people, our neighbors, moved forward in other cities, our neighbors moved backward. It's a statistical anomaly that we really need to get curious about. We've heard a lot about labor force participation. I am not an expert on this, but this also shows that we are lagging behind our peer cities in terms of attachment to the workforce. And I feel like when we talk about measure of income, what we're talking about here is income supports and getting more people to living wage employment. Those are really the focus, with an important attachment to criminal justice, housing, and health. These are things that we know.

This I just mentioned. It's been well documented by Council, and I really appreciate your advocacy and work on this. This just points out that some

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information as it relates to the barriers to employment for people who are coming out of incarceration are steep, and we need more than a strategy. We need a legislative agenda. We need a policy agenda. But really we need a private sector comprehensive agenda about how we create opportunity for people who are coming out of prison for a second chance, and that's at the core of some of this, but just to see where we rank in terms of other peer cities in terms of the barriers of incarceration.

We heard a lot about the heat map before, and I really want to emphasize this, because in addition to pointing out the other principals that I've laid out before, another principal is, this is a city of neighborhoods. We all know that, and one size will not fit all, and the interventions that are outlined here are not intended to be a blanket or some kind of ivory tower, but they need local application with

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incredibly talented community leaders who have been asked for years and years to do more with less. And I'm going to be suggesting something really strange, which is that we give them more to do but with greater resource, because that would be really -- make this idea of lifting 100,000 people out of poverty a real possibility.

So how do we respond? I
appreciated Council President Clarke's idea of the moonshot. My parlance has been the Marshall Plan, because the reality is after the Second World War, after Europe was broken, there were two motivations for rebuilding Europe. One, it's the right thing to do. It's the morally right thing to do, and it was in our economic self-interest to do so. And it was -- the three principles that were underneath the Marshall Plan was, one, an aspirational vision. This problem is not bigger than who we are. We are capable of doing this and we are going to do it

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Second, you don't just walk
over to Europe with your shovel in your garage and start digging away. You need an actual plan. You need to actually think through what goes first, second, and third, and what are we going to need to do if we want to be successful. And then, third, this is the controversial part. This is going to cost more than anybody wants it to cost. We are going to have to invest our way out of this. It's just that simple. Council is going to be part of that, I hope, but I also believe that the private sector is waiting. The philanthropists of the community are waiting. Normal neighbors who feel fortunate want to get engaged, but we need to first set the table for something that is measurable and meaningful in terms of an engagement here.

So here are a few things. I promised you a couple of ideas. And I'm

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trying to watch my time. The first has to do with, unsurprising, and we've heard about this, the imperative for job growth. But when we talk about job growth, many people think about, well, who are people who are currently in poverty and where is their best employment opportunity? According to the data we have, 52 percent of employment in our community comes from small business enterprise and entrepreneurship, and of that 52 percent, 78 percent of people in poverty attach to small business. So it seems logical that one of the interventions we need to meaningfully and measurably engage in is small business development as well as entrepreneurship. The data $I$ want to make sure I get correct. I think $I$ have it, is that when we talk about owned enterprise, we have a very robust small business ecosystem, and yet in a majority minority city, African American and Latinos represent more than 50 percent of our

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population and yet they are only 3 percent of business owners. That's a statistical anomaly when you benchmark against other cities.

So United Way is proposing, along with a host of other investors, the idea that like Detroit has done before us and Oakland and the Bronx, a robust ecosystem from idea to open be created for entrepreneurs of color. And that would not be led by me, but it would be led by the immediate past CEO of the African American Chamber of Commerce, Mike Banks, who has left that post to join United Way to drive and inspire that effort.

Second, barriers to entry.
These are surgical interventions that are customized for the problem we're trying to solve. When we're talking about removing barriers to labor force participation, we're talking about the majority we heard earlier about home-based childcare, which is huge in

10/10/19 - POVERTY REDUCTION - RES. 190239 our region and underinvested in in terms of ensuring that those are quality and safe, not just for the nurturing of the child, which is a long-term labor participation strategy, but for people and parents who are trying to get to work and keep a job. If they do not have stable childcare, their chances of retaining that job is very low. Working with a comprehensive plan hopefully with the Chamber of Commerce to meaningfully engage $H R$ functions to pivot away from a talent strategy that is really currently a majority place of risk mitigation instead of courageous approaches to non-traditional candidates who are really looking at opportunity, who are capable and qualified, but right now are ruled out and not able to participate in a meaningful way, and then diversion, expungement, and preventative healthcare, as well as stable housing. These are things we know about it.

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The last has to do with -- I know Councilman Domb might give me a standing $O$ for this one, but the reality of the matter is, he quoted 450 million. That's correct. I have 130 million just in Philadelphia County alone, that if we were better able to capitalize high-performing, proven, and tested organizations like Benefits Data Trust, Campaign for Working Families and look at this holistically, there are so many approaches to Philadelphia's poverty problem that are noble and also -- but they're a bit boutique in their application. We need to be talking scale, we need to be talking long term, and we need to be putting out milestones and markers in order to move this stubborn needle.

So what is it going to require?
Massive -- and I must say that three times. The time for small ideas is over. We need big ideas with big commitment, multi-year, citywide campaign to reduce

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poverty. This will not sit at United Way. We are putting all of our resources behind an idea where it could be possibly powered in part by United Way, but I think everyone needs to see themselves inside these solutions. That's, I think, important.

Second, unprecedented public and private investment to grow the capacity of key organizations that have a proven track record that they could, if we challenge them to scale, they could do it. They could meet the demands of more capital and more urgency around moving people over the poverty line and even further.

> The reality, though, this is,
as we all know -- some of you know I'm an ordained minister, and a minor prophet in our times was Hank Williams, Jr., who once said romance without finance don't stand a chance. And you cannot move this needle unless we find more capital, courage capital, committed capital,

10/10/19 - POVERTY REDUCTION - RES. 190239 capital that is not risk averse. And measurement and accountability. I think we all know part of what contributes to the Philadelphia shrug is that there's bold proclamations, bold ideas that are trotted out there, and then we have a big event and then we leave and go do the next thing. I really think measurement and accountability will reduce the cynicism of people who want to see this needle move, but they want to know we're serious.

The thing that $I$ would point to
is, there are other major markets that are -- we have an opportunity to learn from them. I think a lot of people in Philadelphia know we're special, and I know that. Born here, raised here, I'm from here. But I am curious about how other markets have moved the constellation of the private sector, traditional philanthropy, high-performing community organizations, and public policy marching in concert forward toward

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a common goal. This has happened in other markets to great effect.

So the mandate that I bring to
you today is this idea that there needs to be an articulation, and you're getting there, measurable goals, incremental goals that need to be drilled down that would move our region forward. The interventions that we can put against those goals -- and you'll hear -- I've shared some. You'll hear others in a minute. The stakeholder alignment is crucial, and that's above my pay grade, but at some level, we're going to have to overcome the MET if we're ever going to get there. I'm sure you know the MET, money, ego, and turf. That's our biggest challenge here. And new transformational investment off the sidelines.

Considerations for Council, and
I'll leave it here. I appreciate the leadership you've shown in bringing this conversation to the forefront and putting some numbers to it, and I think that the

10/10/19 - POVERTY REDUCTION - RES. 190239 platform you have and the leverage that you produce can create this fierce sense of urgency, and bringing proven leaders like Eva along with Sharmain around to articulate a common agenda $I$ think is crucial.

Capitalization, there are many models of public, private models where we agree that there needs to be an allocation and a strategy for deployment of capital in a way that makes sense, and we need to agree upon measurement, what is it that we think is worth measuring, because what gets measured gets done.

Thank you.
COUNCILWOMAN SANCHEZ: Before we move over to Pauline, I had a couple of questions. I didn't want to lose the flow around this.

I want to drill down a little bit around some of the business, the commerce piece that you've talked about. We've had competing goals departmentally, right? And I think as government,

10/10/19 - POVERTY REDUCTION - RES. 190239 sometimes the bureaucracy, people are spinning, I always say, the different portfolios that people have. On the one hand, in every index that we use about what is a choice neighborhood, right, or a neighborhood that has all those amenities, transportation, walkability, all those things, we talk about mixed-income, commercial, residential. And so part of our zoning strategy and our development strategy has been about pushing for this commercial development, right, that is empty.

I represent ten El stops. MR. GOLDERER: Yes. COUNCILWOMAN SANCHEZ: Right? Quite a challenge. And this number around the lack of capital for entrepreneurship among communities of color.

Can you give me one or two things that in that world -- and we talked about investment, but what are two or three things that quickly rise to you

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about what we should be doing around that? I know we have the Power Up program with Community College, and we've done a lot of incremental things, but if you could do one or two big-ticket items other than just investing, what do you think?

MR. GOLDERER: One is more
atmospheric and then the other one is concrete. The atmospheric one is, I've been trying to quietly bring people on field trips to look at how other markets have done this, and what you hear from this market is, oh, we're already doing that. And so I'm going to give you a very concrete example.

In Detroit, since the
Entrepreneurs of Color fund has been launched, which is about five years ago, 18,000 living wage jobs have been created and sustained, with the average credit rating of the applicant for those funds is 420. COUNCILWOMAN SANCHEZ: WOW.

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How much money are we talking about?
MR. GOLDERER: So the total
value of the fund is $\$ 30$ million. So
it's not -- again, romance without
finance don't stand a chance. Remember that?

And the second part is, lending institutions do not lend capital to lose money. So how could philanthropy and others who have gone on an entrepreneurial journey and had success -- and there are many of those in our region -- how could we convince them to create an opportunity for there to be courage capital that's deployed in three ways. More robust investment in our technical assistance. We have great providers here, but they're doing it on a shoestring.

Second, backstop some of these loans. Like if you want to see different results, you need to give some of the people who are lending money some stomach comfort. In their desire to do the right

10/10/19 - POVERTY REDUCTION - RES. 190239 thing, you want to make sure that they're encouraged to do the right thing.

And the third part is really doing a little bit more with our entrepreneurs or would-be entrepreneurs to deliberate -- you can have a great business plan, but do you have the passion test, do you have the ability to see it through. Because that started a bunch of things, and it gets hard and there are dark days, and we need to really do more diligence on -- everyone has ideas, but who is going to execute. So those would be the three things.

COUNCILWOMAN SANCHEZ: So one of the things we're hearing from some of the small businesses is, they're getting priced out, particularly if you don't own your facility. In the models that you looked at or that you're beginning to look at, did any of them -- and I know when Eva was overseeing the American Street Empowerment Zone, one of the

10/10/19 - POVERTY REDUCTION - RES. 190239 toolboxes was one-year subsidy, rental subsidy. Did you see any other programs similar that you think Philadelphia should be considering? I think the Department of Commerce identified 100-and-something commercial corridors of some sort in the City. Did you -MR. GOLDERER: There's an incredible hub concept. I know I'm talking a lot about Detroit, but I'm enamored of what they've done, and this was partly from people acting differently and behaving differently. So just to give you an example, for 150 years the Kellogg Family Foundation only funded kids, safe, unobjectionable, uncontroversial kids. And then one day they woke up and read the paper and it said Detroit is bankrupt. And so then they thought, well, what should we do differently, and one of the things they backed, in addition to this Entrepreneurs of Color idea, was basically a comprehensive land

10/10/19 - POVERTY REDUCTION - RES. 190239 banking system that matched people who were looking to enter a commercial corridor and also people who were aging out, who were retiring and looking to move for whatever reason, and gave first shot to people who were younger who were trying to establish themselves at that. And so that was a deep, deep partnership between their Chamber or the equivalent, their City Council, and also philanthropy. And we don't have those kinds of things here, but $I$ don't think it's impossible.

COUNCILWOMAN SANCHEZ: So \$30
million, five years, 18,000 living wage jobs.

MR. GOLDERER: It's very
different. And we need to continue, I must say. My friends here, from Pat Clancy, I'm not suggesting that we move away from workforce development, or Sheila, don't stab me, if you're still here. I believe in that, but I feel like this is about additive, what are we going

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to do on top of. It's not about
rearranging the chairs. It's about
bringing new chairs.
COUNCILWOMAN SANCHEZ: No.
We've made it clear this is not about either/or. It's an "and" and an "and" and an "and." So I appreciate that. Sharmain. MS. MATLOCK-TURNER: Yes.

Bill, thank you very much for giving us, I think, something that we can sort of really think about from a macro process, but also this sort of idea and some bold and different ideas and how also we learn from others.

One of the things that I liked about the City Council report was with the suggestions that they made, they actually did look at other cities and say this has been tried here, it's been tried here. But $I$ want to jump to the measurement side, because when we talk about trying to make sure that we're moving 100,000 people out of poverty --

10/10/19 - POVERTY REDUCTION - RES. 190239 and I love your finance and romance and we need the money. Money, money, money. How can you with what you're doing really help the broader community, the City government, the private sector, individuals, when we come back as a group and say in order to move 100,000 people, we need $X$ millions and millions of dollars over a five-year, 25-year span? How do we build that case and put the kind of structure in place that people can see the incremental change, but know that it's the total investment that ultimately is going to drive that change as opposed to these are some really great ideas and you guys can do it with what you already have?

MR. GOLDERER: Thank you,
Sharmain, for the question. There's two components to that. The first is, I think a very significant -- and I have a donor in mind for this -- a significant investment needs to be made in knowledge management, a dashboard that everybody

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can understand, that is about are we making progress whenever we launch, whenever we move out to market and say this is what we're trying to do and by when, this is the knowledge management. And then affixed to that answer is a price tag.

So I believe that what we should be talking about in terms of these ideas that are generated, there needs to be an intervention map or a solution map where you see if this happens, if you are able to assemble five years, 25 million, and you are interested in this neighborhood because of this hyper-customized intervention, the price tag for that is this. And then somebody would say -- I mean, I don't know if you do this, but I've had zero success in Philadelphia restaurants negotiating the price of an entree. I'd like that, but I I'd like it for $\$ 12$. No. It costs what it costs and we have to be firm on that. You don't have to do that, but

10/10/19 - POVERTY REDUCTION - RES. 190239 I'll do it, because for years -- and Eva knows this -- that's really -- people who are delivering for our communities don't feel like they can stand up and say actually you're trying to make me do a $\$ 30$ job with $\$ 4$, and because $I$ love the people, I'm going to do it, but the reality is, it's high time there be some real conversation about are we appropriately capitalizing interventions that we know work, they are proven in this market and elsewhere. But we are not -- but also to be fair, if you're going to ask an investor to be sacrificial in their investment, you owe a higher rate of return in terms of proving it. Measurement, knowledge information, and accountability. MS. MATLOCK-TURNER: And, Bill, just let me follow up on that, because it seems like to me married to that measurement is the idea about how is the City going to look better for, quote/unquote, the investors. So

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measuring certainly the effect of the change that we're looking at, but are you also going to have a metric and be able to communicate that metric effectively that it's costing us less to do this, that, or the other because we've made this intervention or taxes are different because of this intervention. What's your sense about how you sort of marry the benefit as well as the change?

MR. GOLDERER: So the benefit of the engagement with Moody's and Deloitte is -- I mean, I have limitations, as you well know. I'm more of a moralist. Okay? But they're economists, and they're benchmarking us against other cities, and the playbook that we're playing out of is, $I$ was amazed at how powerfully people who I know hate each other convened around the prospect of Amazon, right? Because they could imagine what that would do for the economy. What you're suggesting with 100,000 people moving out of poverty, it

10/10/19 - POVERTY REDUCTION - RES. 190239 certainly -- there is no tolerable amount of poverty in our city, but what we're looking for is progress, and what I've asked the analysts that are working on this project with us is to forecast two scenarios. One, the aspirational scenario. How would our lives be different, how would the lives of the individuals be different, how would all the systems be different, how would our taxation structure be different. If we achieved this, what would that look like. And then also how is the Philadelphia renaissance going to look if we don't. What's the cost of that, not just to individual lives but the viability of the City where we are -- I don't think anybody here was celebrating a move of 25.7 to 24.5 , but really we are still a huge delta away from the top ten cities in terms of poverty. We are still 87.5 thousand people behind. We're the New York Knicks. We're behind, and we need to get serious.

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COUNCILWOMAN SANCHEZ: Eva.
MS. GLADSTEIN: I so hope you are successful. We all so hope you are successful.

I think there are some truisms, if you will, that we all think about our city and our city as we think about this issue. One is that we have sort of a low corporate participation rate, because we don't have headquarters located here.

Second is, we don't have as
robust a philanthropic and foundation community as other cities. And for years, we were not on the growth curve, although we are now.

So if you could talk a little bit about like as you've been doing this work, what makes you think some of those first two factors might change, and then a little bit more about the specific role that United Way would play in doing this.

Because from my perception, you're
looking at significantly altering the role of United Way, which I think is --

10/10/19 - POVERTY REDUCTION - RES. 190239 ultimately $I$ hope is a great thing, but as you know, those organizations that have been doing $\$ 30$ of work for $\$ 4$ are going to view that as a real thread and have a concern.

COUNCILWOMAN SANCHEZ: Explain
your MET matrix to us.
MR. GOLDERER: Sure. I'm going
to go in reverse order. I give the Board
a lot of credit of United Way. In 2021,
United Way will celebrate 100 years in
this community. And I'm stewarding a mission that will live well beyond me and was going on well before me, and I give the Board credit to recognize that the disparity in our city is not something that they were willing to tolerate. And so the question that I had to ask them was, okay, you've adopted a new purpose, but you're built the way you've always been built. So are you prepared to transform yourself into something -- if you're trying to address this urgent need, then we have to change, and it's

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not incremental. And some of you, if you follow this stuff, the change over the last 18 months -- and Sharmain is a Board member -- it has not been incremental. So we are in service -- for me, the mission is always first. The institution comes second. Second, I don't think there's
any -- I've been doing, when I can't sleep, just a brief study of -- this is a trope in our -- and I don't disagree with you, but $I$ would say that there are two things that are about behavior change, but I don't think there's scarcity here. My closet, my quiet hobby has been studying the valuation of companies in this region over the last ten years, and philanthropy is flat or down and valuation is up.

United Way is invited into 400 companies throughout the region. We're really -- that's really one of our own -that is a value to be able to enter those companies at the invitation of the

10/10/19 - POVERTY REDUCTION - RES. 190239 corporation, and we have an invitation to ask if we were to assemble something real, would you invest something big, and I feel like there's a lot of folks over the last 10 to 12 years whose personal income has grown seismically, and to ask them to be involved in something small would not be the right thing, but to invite them into something big, that seems to be the strategy that we're trying to go after. Now, the reality is, everybody
is inviting everybody to care about everything, and the reality is, you can do anything, but you can't do everything. So the reality is, there is going to be some struggle here, because that's just real, but if we're really serious about putting the neighbors first, then we need to arrive on that as the principal, and we're going to try and capitalize strategies that move people forward, and that could be -- I mean, we all know Philadelphia -- social change in

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Philadelphia is a contact sport. I don't need to tell you that.

COUNCILWOMAN SANCHEZ: Any
other questions of Bill?
(No response.)
COUNCILWOMAN SANCHEZ: Thank you, Bill. I'm going to ask you to stay at the podium. I just wanted to make sure we kept on the flow.

Pauline.
COUNCILWOMAN BROWN: Madam
Chair?
COUNCILWOMAN SANCHEZ:
Councilwoman Blondell Reynolds Brown.
COUNCILWOMAN BROWN: Could I
please hear an elevator snapshot of your vision of how the work of your small business entrepreneurial expert in back of you will help and be a part of this equation that you're talking about?

MR. GOLDERER: Can you say that
one more time?

> COUNCILWOMAN BROWN: You've mentioned that you brought on the former

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Executive Director, Mr. Banks, of the African American Chamber. So in a nutshell, can you simply share with us your vision on how his work is going to fold in and be a part of this equation? MR. GOLDERER: I think one of the things that we cannot discount -- and I don't want to brag on Mike, but Mike represents this rare combination -- well, it's not rare, unfortunately, but of lived experience, of understanding the anatomy of business, of how -- of where and what the gaps actually are and what they look like. And so when we're going to try and bridge the gap between venture, courage, capital to lift something like this off, you need someone who can really drill down on where the exact barriers to this job growth and upscaling and moving people forward are and what new capital could yield us in terms of new results. So you need -- I mean, part of this is credibility, like is this a credible thing you're telling

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me. And I think we have reason to be suspicious, because there's been a lot of big ideas, but we're trying to lead with the lived experience of overcoming challenges and demonstrating what capital could do.

COUNCILWOMAN BROWN: Well, he certainly has his own testimony that's a wonderful story, so there should be no question about credibility, and it is a novel, innovative approach that Councilman Domb talks about all the time. So to know that now we have an entity in place that's going to put legs on the idea is encouraging.

Thank you.
Thank you, Madam Chairwoman. COUNCILWOMAN SANCHEZ: Let me add the boldness around the investment. I went to a pension training by minority pension investors several years ago for the summer. Yeah, that's what we do in the summer. And one of the things that I appreciated was that the minority

10/10/19 - POVERTY REDUCTION - RES. 190239 investors were really trying to encourage pension funds to do some of the social impact investment, and some of the examples that they gave were when in fact they were flexible in their criteria, when they created product lines for particular constituencies, including undocumenteds, their returns were incredibly high and their defaults were almost zero. And you sit through that and you say, how can we as government be even more creative around our pension. Because that is, to your point, you're saying I have access to 400 corporations, right? Imagine if you went and said 10 percent of your pension is going to be invested in social impact within your footprint, right, where you make money, your customer base. I mean, what does that translate to? But, you know, where people have been bold in that kind of investment, the return is there, right, let alone the human investment and the capital.

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We got to get away from that Philly shrug and really do that.

Councilman Domb.
COUNCILMAN DOMB: Thank you,
and thanks for your presentation. It was very good. I just had a couple questions and comments $I$ wanted to make.

We talk about entrepreneurs,
and I know you touched on this, that 78.8 percent of the entrepreneurs in Philadelphia are white and 10 percent are Asian and 2.4 African American, which is a disgrace to the City with a population of 45 percent.

This Council back in February, we put forth a resolution, and I'm going to ask United Way if you can, with all the companies involved, if they could get behind this and get our legislators in Harrisburg to move it forward. I'll tell you what the legislation is basically, but I want you think in this context before I mention it. Twenty years ago if you could name the top five companies in

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the United States, they probably would have been maybe Exxon, maybe AT\&T, maybe General Motors, maybe Ford. And today who are the top five companies? Probably Amazon, probably Google, probably Apple. I don't know what else is out there, but that's the concept, the tech.

So the resolution put forth by every member of this Council was to ask the State of Pennsylvania -- after I met with Governor Wolf, he said do this, which we did. We asked for four things. One, teach financial literacy pre-K to 12th grade. So four-year-olds up to 12th grade. Teach in our schools coding and technology pre-K to 12 th grade. And I could tell you right now most four-year-olds are probably better in tech than $I$ am. They're really good. And then number three, teach entrepreneurship, teach it in the schools, 7th, 8th, 9th, 10th, 11th, and 12th grade. This was all in the resolution. And then the last piece was

10/10/19 - POVERTY REDUCTION - RES. 190239 a page out of the Cristo Rey High School. Allow students the option of working one day a week in 9th, 10th, 11th, and 12th grade, get credit for the one day, and go to school for the four days. But those four different job experiences would be invaluable to them.

I mean, if we were trying to change poverty in the big picture -- and so we sent this up to Harrisburg. Every member here supported it. We haven't gotten anywhere yet. If we could enlist United Way or your companies to call the Governor, call the legislators and say, hey, we need to change -- this is not, by the way, this probably should be changed across the country, not just Philadelphia, but we need to change what we're doing so we can prepare our students for not just today's economy but tomorrow's economy. This is going to be a very different economy tomorrow than it is today. So whatever United Way could do to help.

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And this entrepreneurship
thing, teaching it in school would be a great thing, because $I$ think you'd increase, as we saw from earlier, the high school graduation rates. I know myself, if $I$ 'm interested in a topic, I'm going to pay attention, and if I'm not interested, you lost me. So I think if we can engage the students, it would be a really positive thing.

Anyway, thank you for your presentation. It was very good. Thank you.

MR. GOLDERER: Thank you, Councilman.

COUNCILWOMAN SANCHEZ: Sorry, Pauline.

> MS. ABERNATHY: Thank you,

Council President Clarke, Councilmembers Quinones-Sanchez, Reynolds Brown, and Domb, Special Committee Co-Chairs, and everyone else who is here today to share their thoughts and insights about how to reduce poverty in Philadelphia.

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My name is Pauline Abernathy.
I'm Chief Strategy Officer at Benefits Data Trust. BDT is a national non-profit organization headquartered here in Philadelphia with a mission to help people live healthier, more independent lives by creating smarter ways to access essential benefits and services. Each year BDT helps tens of thousands of people make ends meet using a mix of data, technology, targeted outreach, and policy change.

Since 2005, BDT has screened more than one million households nationwide, securing over $\$ 7$ billion in cumulative benefits and services. In Philadelphia alone, we have helped more than 110,000 Philadelphians secure more than 330 million in benefits to help pay for food, healthcare, housing, childcare, and other basic needs.

We are proud of the fact that many of our employees exemplify how benefits can help people through rough

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times and on a path to a better life.
I'll share the story of one staff member who I'll call Maria. 2011 was a dark year for her. As Maria puts it, she had three children, a pack of hotdogs in the freezer, and no money in her bank account, despite having worked since age 14. She literally didn't know how she was going to feed her kids. She tried applying for SNAP and found the experience utterly demoralizing and, in fact, demeaning. I'm thrilled to say that today Maria is a Benefits Outreach Specialist helping others in a dignified way on their own journeys, and her children are in college.

Last year, Mayor Kenney came to BDT's office across the street from here to mark the 10th anniversary of BenePhilly, a citywide initiative to combat poverty and increase economic security. BenePhilly started as a partnership with the City and state to help low-income seniors apply over the

10/10/19 - POVERTY REDUCTION - RES. 190239 phone for benefits to help them pay for groceries, housing, and healthcare. In 2014, with the support from the Mayor's Office of Community Empowerment and Opportunity, BenePhilly expanded to include in-person assistance to people of all ages through a network of community partners using our software.

Today, low-income people of all ages can walk into BenePhilly Centers run by organizations they know and trust and be screened for up to 19 benefits and receive help applying, while being treated with dignity. I want to take a moment to commend our outstanding partners, including Catholic Social Services, Esperanza, Impact Services Corporation, Penn Asian Senior Services, Philadelphia FIGHT, Project HOME, SEAMAAC, UESF, and United Communities Southeast Philadelphia.

Through BDT and our partners,
last year alone 5,200 Philadelphia households received an average of $\$ 5,100$

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in critical benefits, which translates into $\$ 26$ million in benefits for the City as a whole.

The return on investment is
compelling. A recently published randomized experiment conducted by economists at MIT's Poverty Lab with Benefits Data Trust found our targeted outreach tripled SNAP enrollment and generated \$20 in benefits for every \$1 invested.

While there is no single solution to poverty, benefits provide a bridge to economic mobility for low-income families and adults. It is difficult to focus on getting a job if you don't know how you're going to feed your children or where they're going to sleep tonight. So it's not surprising that rigorous research shows that benefits improve health, employment, earnings, and educational achievement. Yet, despite the work of
BenePhilly, thousands of struggling

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Philadelphians are still not receiving the benefits for which they are eligible. As Councilman Domb said at the beginning of this hearing, we estimate at BDT that Philadelphians are collectively leaving $\$ 450$ million in untapped federal and state benefits on the table every year. To put this number in perspective, $\$ 450$ million is more than the City spends annually on public and behavioral health, human services, parks and recreation, and SEPTA combined.

Oh, that's hard to read also.
What this shows is even --
there are over 60,000 Philadelphians who are eligible to participate in SNAP who are not participating, which is nearly enough to fill the entire Eagles stadium. That's how many are eligible and not receiving it.

And this estimate of 450
million takes into account only five programs for which we could make reliable estimates, EITC, SNAP, Medicaid, PACE and

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PACENET prescriptions assistance, and the Commonwealth's property tax and rent rebate program. Adding in other critical benefits such as WIC, Medicare Savings programs and the Child Tax Credit would increase the number further. There are several reasons why eligible people don't apply for benefits. Lack of information is one of them. Many simply don't know that assistance is available or that they qualify, which makes sense if you think of what Pew's poll showed, that half of people living in poverty don't think of themselves as poor, so in that case, you might not think you're eligible for assistance. Others know they're eligible, but need help applying, and the process can be complicated and each benefit can require a separate application. And as anyone in this room who has ever struggled to fill out their own taxes knows, the language on government forms can be confusing. It is doubly so for

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individuals with low literacy or for whom English is not their first language.

While these and other barriers
are real, they are entirely surmountable and addressing them should be part of any comprehensive strategy to reduce poverty and increase economic mobility. As Narrowing the Gap suggested, Philadelphia can dramatically improve benefits access by leveraging existing access points, technology, and data sources. Where people cannot be automatically enrolled in a benefit, we should alert them to their eligibility and make it easy to apply, either in person, on the phone, or online.

A few years ago there was
basically only one way to do banking.
You went into a bank and saw a teller.
Today, with the proliferation of mobile phones and apps, the financial world has changed. Banks quickly changed and realized that there was no one-size-fits-all way of serving their

10/10/19 - POVERTY REDUCTION - RES. 190239 customers. They came up with new ways of doing business using technology. Imagine if technology serving families in economic distress were up to par with that technology serving financial services. Imagine if our neighbors in need could get help without having to ask for it. This Committee and the City of Philadelphia can do that. We offer two main recommendations for doing so as part of a broader strategy.

First, leverage existing access points across Philadelphia. One of the biggest opportunities to achieve impact at scale is by leveraging existing infrastructure, institutions, and community organizations. For instance, our city's libraries and schools create opportunities for people to be screened and apply for benefits at places they already know and visit. Similarly, the network of CareerLinks and training programs operated by Philadelphia Works offer opportunities to screen and assist

10/10/19 - POVERTY REDUCTION - RES. 190239 jobseekers in applying for benefits. The City's RISE programs are another example of an access point that can be leveraged to assist returning citizens who were previously incarcerated.

Technology-driven tools have made it possible for people to begin the process of applying for benefits from just about anywhere. For example, with support from the United Way, we worked with the Campaign for Working Families during the most recent tax season to pilot a new tool called Benefits Launch. People waiting for free tax assistance in the VITA centers could use Benefits Launch to see if they were likely eligible for up to 19 benefits. The screening takes ten minutes or less, can be completed on a mobile phone or a tablet. It identifies the benefits people are likely eligible for and provides options to apply in person, over the phone, or online. BDT can then follow up with text messages to help

10/10/19 - POVERTY REDUCTION - RES. 190239 people follow through on the path they select. Because Benefits Launch is adaptable, it could even be used in a canvassing effort in high-need neighborhoods.

Second, leverage existing data
for targeted outreach and streamlined enrollment. BDT has been able to scale its work in six states using a model that combines data-matching technology and targeted outreach. For example, by cross-matching Medicaid and SNAP enrollment lists, one can identify people who are unenrolled and likely eligible for SNAP by virtue of the fact that they receive Medicaid. We then conduct targeted outreach to the identified people, in partnership with trusted state or local entities, to let people know they are likely eligible and offer assistance applying.

In New York City, with support
from the Robin Hood Foundation, we have worked with the City Department of Social

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Services to conduct proactive outreach to those on Medicaid but not SNAP and use verified information from their Medicaid applications to greatly streamline the SNAP enrollment process.

Many Philadelphia agencies have data that can be used to conduct targeted outreach to people who are likely eligible for help paying for essentials like groceries, healthcare, and housing. For example, the Philadelphia Water Department and Gas Works offer discounts to low-income families who may qualify for other federal, state, or local assistance. Similarly, some Medicaid managed care organizations that operate in Philadelphia are interested in strategies focused on the social determinants of health, including promoting good nutrition for their members, which has been shown to reduce healthcare costs and improve health. Data matching can identify their members enrolled in Medicaid but not in SNAP and

10/10/19 - POVERTY REDUCTION - RES. 190239 provide the basis for targeted outreach. The Health Department may have similar opportunities to increase SNAP enrollment among people who use the City health centers.

Finally, all families in public housing have limited incomes, and it may be possible to work with the Philadelphia Housing Authority on a data match and outreach campaign.

By leveraging existing access points, technology, and data sources, the City can literally secure tens of millions of dollars of federal and state benefits for Philadelphians, benefits that have been proven to improve student test scores, graduation rates, earnings, employment, and health, create jobs and stimulate the economy. We know how to do it. We simply need the will to do it. When combined with other proven and innovative policies and services encompassing housing, jobs, and education, more Philadelphians will be

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Thank you.
COUNCILWOMAN SANCHEZ: Thank
you, Pauline, and I know that you're going to be working very closely with Eva and the Safety Net.

What, if any, challenges did
you face in other cities around the data matching?

MS. ABERNATHY: It is always a
challenge, but we've now done it in multiple states and with multiple agencies, and what we find is much more is permitted than agencies often realize. And so by taking the time to explain what is possible and working through, we've been able to surmount them.

COUNCILWOMAN SANCHEZ: Were
there any legal obstacles? Sometimes Health Department, HIPAA. Did you confront any challenges that way around data sharing?

MS. ABERNATHY: It absolutely

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is challenging, but it's doable. We're working now with health plans, so we have to go through a very rigorous process in order to do data sharing. In some cases where an agency doesn't want to share data, we've been able to have -- help them do the data match themselves and then have them do the outreach that sends people to us for assistance. So even where a data match isn't possible or they don't want to share the data externally, we're able to help them do it themselves and still be able to do targeted outreach.

COUNCILWOMAN SANCHEZ: What are the targeted outreach strategies that you find most effective that you know we're not doing in Philadelphia currently?

There's a lot of great efforts, right, but what are we not doing in Philadelphia right now?

MS. ABERNATHY: I think we're
doing the right things. We're just not doing them at the proper scale. With

10/10/19 - POVERTY REDUCTION - RES. 190239 more funding, we could be reaching out to many more people. We have the list already. There are obviously a whole host of additional lists, but we just aren't funded adequately. With more partners, we can see when we map who are enrolled through BenePhilly. You can see they're clustered where we have a BenePhilly partner. So having partners, having sufficient people to answer the phones to more aggressively promote the hotline, those are all things that would -- I mean, again, we know how to do this. We are just underresourced and our partners are underresourced.

COUNCILWOMAN SANCHEZ: So one of the benefits of having this process, I'm not the no person. I'm like tell me how, right, and if it's a law, then I'm going to write it. Too many times in the bureaucracy we plan for what we have, not for what we need. And so part of this action plan has to take us out of that box that we put ourselves in.

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So we appreciate the work, and we'll be asking very specifically how do we make the investment -- you said a 20 to 1 return on our investment -- so that we could do something aggressively. I'll talk to Councilman Domb. He's always coming up with ideas. He walks in the office, he's like what about if we, what about if we.

This is one of those issues
that is a non-negotiable coming out of this process, and I know that Eva is very committed to it, and it's very frustrating that as a government, we're not doing a better job. We can't ask private sector to do what we don't do, right? And so I really, really thank you for all the work that's been done and with our partners, but this is one of those things that we're going to -- so let's plan for what we need, not for what we have.

> Thank you.
> Sharmain.

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MS. MATLOCK-TURNER: Eva.
MS. GLADSTEIN: You go first.
MS. MATLOCK-TURNER: I just
wanted to say thank you very much for this, because I was really happy to see that you're continuing to move not just for this to be a retail model, which is somebody has to show up and ask for help, when we know just from the work that we saw with Ira, there's a lot of data out there that tells us what block people live on, what neighborhood they're in. The census is certainly going to give us -- Councilwoman Blondell Reynolds Brown talks about the census. We're going to have a lot of new data. So it seems like to me getting to a more wholesale plan as opposed to us having to invest so much on the retail side just to go find people -- is there something in the structure that you're creating here that can push us even a little bit faster to identifying and then have a department say, okay, I'm signing you up and it's an

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MS. ABERNATHY: So great
question. We actually worked with New York City Mayor's Office in response to a request from their City Council, quite frankly, legislation they passed to mandate a study to look at to what extent there could be automatic enrollment and whether there could be a single application, all those different ways of streamlining it. And so the report was presented, and I've shared that with the Safety Net Subcommittee, and I think it would be worthwhile to do something similar in Philadelphia. There won't be quite as many opportunities, because in New York City they actually administer SNAP in a way that we don't here, but certainly all of the City benefits, the City-funded benefits, there's no reason why they couldn't be aligned to the eligibility for SNAP, for instance, or Medicaid and then we can make it almost automatic. You could have pop-ups

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that pop up as soon as you click off.
Particularly in partnership
with the state, one of the things we worked with the state to do is that when you're applying for SNAP, you can get a pop-up if you're eligible to say would you like to be enrolled in Medicaid, and you don't even have to fill out a full Medicaid application. You're just consent. And so we submitted over 60,000 applications for that kind of a consent to be enrolled in Medicaid when Medicaid was first expanded, and now it's just been institutionalized. And as much as possible, we want all of the data matching and everything to get institutionalized, so where we can be helpful and do it for agencies or teach them how to do it, we're happy to do so. MS. MATLOCK-TURNER: Just one follow-up on the EITC. I've had these conversations with Councilman Domb. I am curious if you have looked at the Earned Income Tax Credit at the federal level to

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see whether or not either Congress or the IRS could automatically, based on the data that they have, formulate at least some percentage of what people would be eligible for for EITC and just give it to them either on a monthly basis or at the end of the year. Has there been any conversation like that in your space, and why is something like that maybe crazy and won't work?

MS. ABERNATHY: There was
actually a pilot done of that, and others here may recall what some of the challenges were, but I'd be happy to dig that up and share that with you to understand, because it does seem like common sense, but I remember they ran into some challenges.

MS. GLADSTEIN: Particularly if
it could be done on a monthly basis rather than an annual payment, wouldn't we all love it.

I want to thank BDT for all it has done and is doing and share one thing

10/10/19 - POVERTY REDUCTION - RES. 190239 and then ask Pauline a question. The one thing I wanted to share is, with this new kind of self-administered application, we're looking at using that in our health centers, in our community schools, and in our prisons for family members who are waiting for visits. So that's also increased the opportunity that there are in addition to the seven BenePhilly centers based in community organizations. CEO spends a very large percentage of its grant on BenePhilly and I think believes that -- Mitch had to leave. I think he would testify that it's well spent and it's a very good investment.

The question $I$ wanted to ask
is, it's always helpful to know when we are an outlier compared to other cities. So in terms of our utilization of the five big benefits that you charted out for us, could you share with us whether or not -- I had always heard like some of our numbers were pretty good, not that

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they were at 100 percent utilization, but is 85 percent good or actually like is the norm 97 percent, so 85 percent really isn't good?

MS. ABERNATHY: It's certainly
higher than many states, but we also have much higher poverty. So one would have to look at the -- find cities with similar poverty levels and compare their participation rates to ours to really assess it. But what we clearly know is, there are over 60,000 people who are eligible and not participating even if we are doing well as a result of these partnerships that have taken hold. MS. GLADSTEIN: Maybe that's something we could look at in our subcommittee, comparing ourselves to some other high-poverty areas and their utilization rates. Maybe we could learn something from them as well. COUNCILWOMAN SANCHEZ: Thank you.

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Councilman Domb.
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10/10/19 - POVERTY REDUCTION - RES. 190239 COUNCILMAN DOMB: Thank you. Thank you for your
presentation. By the way, I've taken a tour of BDT and you guys are doing a great job really. Very impressive. MS. ABERNATHY: Thank you. COUNCILMAN DOMB: Council President and I had a question. I just wanted to clarify. Is the $\$ 450$ million Philadelphia residents or is that Philadelphia and the suburbs?

MS. ABERNATHY: Philadelphia
itself. Just Philadelphia.
COUNCILMAN DOMB: Just
Philadelphia, okay.
MS. ABERNATHY: Yeah.
COUNCILMAN DOMB: And then the
second question $I$ have -- I have three -how much is the City contributing to BDT on an annual basis?

MS. ABERNATHY: $\$ 1.3$ million.
COUNCILMAN DOMB: 1.3. And
you're saying, Councilwoman Sanchez
confirmed, that it's a 20 to 1 return?

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MS. ABERNATHY: Well, the total
of BenePhilly's investment, including the private sector from our foundation partners and the state, for that matter, is 2.2 million, and so the 2.2 million generated 26 million. So for that, it was 12 to 1 . The research I cited was for SNAP outreach in particular rather than this model that -- this more comprehensive model.

COUNCILMAN DOMB: But even if
it's 10 to 1 or 20 to 1 , what we're saying here is that of the $\$ 450$ million that I assume that money comes out of all of our federal withholding tax, basically that's where it's coming from, and when it doesn't come back to the residents in the City, to a degree it's a transfer of wealth out of this region. You could look at it that way. And so it would behoove us to increase the funding --

MS. ABERNATHY: Absolutely. COUNCILMAN DOMB: --
dramatically to make sure this money

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The other question I had was, do you think there's any benefit if we could figure out a way -- we send out 576,000 real estate tax bills every year and we send out water and sewer bills, I think, monthly. Is there any way to include these benefits in that mailing to raise awareness and who to call to enroll?

MS. ABERNATHY: Yes. It would
certainly help as long as we've got enough resources to handle the phone calls and provide the assistance. What we found is, the more it can be personalized, the more effect it has. So often just generic information, here's a program. Particularly, again, if you don't think you're poor, you don't think you're eligible.

COUNCILMAN DOMB: Well, let me ask you a question. Would it make sense for us to focus on properties that are $A V I$ valued under a certain level?

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MS. ABERNATHY: Absolutely.
What again that MIT study showed is that when we did targeted outreach that said from a trusted source, in this case it was the state, to someone saying we think you are eligible for SNAP -- these were seniors on Medicaid -- we think you personally are eligible, there was an 81 percent increase in people who never even called us. They just went and did it themselves based on the information alone, which would suggest if you have targeted information that is personalized from a trusted source, for many people that's enough. For other people, they need the assistance. So we found that our offering them assistance tripled it, not just an 80 percent increase, but a tripling. And for others still, they're going to want to have it from someone they trust in person or they're not connected already to a benefit. So if you're not connected to a benefit, then you need a different way.

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But absolutely. I think the more we could target the information so that it was more personalized, we'll see an increase. And then if we can send them to places where they can be served in the way they want, whether it's online, in person, or on the phone, even better, we'll see something more like that tripling.

COUNCILMAN DOMB: So I don't know if you're allowed to discuss this, but I'll ask the question anyway. In the contract that we have with your company, is that a contract -- how does that work? Is that a contract for X amount of hours or is it $X$ amount of people? How is that determined?

MS. ABERNATHY: It's for a certain amount of money and in exchange, we and the BenePhilly partners commit to doing a certain number of applications.

COUNCILMAN DOMB: Applications, okay. So it's per application basically. So the more we --

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MS. ABERNATHY: Well, we don't get paid more if we do more applications. It's a fixed amount.

COUNCILMAN DOMB: Okay. I
think I understand.
MS. GLADSTEIN: There's a
certain payment that goes to each of the outreach sites, and for that payment, which pays for a little bit more than one staff person maybe or maybe just a staff person, they commit to doing $X$ number of applications, and then beyond that, there are costs to BDT, which is still operating the call center and doing all of the back-office support and actually getting the applications in, like the follow-up documentation and the training for all those sites.

COUNCILMAN DOMB: Got it.
Would you be equipped if -- we noticed that Council District 5 and 7 have by far the highest level of poverty. Would you be equipped to be able to have people on laptops or iPads or whatever to go into

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the field and actually take applications in the field, whether they're knocking on doors, as Councilwoman Sanchez and I talked about earlier, or in the District Council offices where they could have a Tuesday evening from 6:00 to 9:00 or something?

MS. ABERNATHY: Yeah. In fact, the mobile unit at CEO does go out and do exactly that using our software.

SISTER MARY: We do it too.
COUNCILMAN DOMB: Okay. That's great. Thank you very much.

MS. ABERNATHY: Again, we have
the tools. We know how to do it. It is really just a resource question.

COUNCILMAN DOMB: So you need the money, is what you're saying.

MS. ABERNATHY: Yes.
COUNCILMAN DOMB: Thank you.
Thank you.

## COUNCILWOMAN SANCHEZ:

Councilman, we know who the people are and we know where they live. We just

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need to connect the dots.
Thank you.
Thank you, Sister Mary, for
your patience.
SISTER MARY: Okay. I'm really
excited to be here today. I want to
thank Council President Clarke, who has been such a phenomenal leader in our community and in our city to end poverty, and we appreciate all his support and leadership over many, many years. And to Councilwoman Maria Quinones-Sanchez, we are really excited again to be here with you and to see your hard work and determination in Kensington, and we hope soon to be partnering with you there as well. And, of course, to Eva Gladstein, who I don't want to say how many years we've worked together, and the same with Sharmain, but let's just say it's a little bit longer than even Council President Clarke. Started very, very young.
I'm really excited by the

10/10/19 - POVERTY REDUCTION - RES. 190239 report that this City Council issued on the poverty and the gap. I read it. I think there's some really interesting and exciting ideas there, and I'm hoping that you can prioritize and, you know, move forward with those ideas. They were great. I especially loved -- and we see it every day. I think the idea of really connecting Philadelphians who live in the City of Philadelphia who are poor and unemployed with jobs in Philadelphia is the most strategic one that we're really excited about and we really want to work on, and we'll get in more detail, not today but at a future time to do that. So anyway, I was asked to give a big idea, so I'm going to do it. And that big idea is, $I$ believe here in the City of Philadelphia we can end chronic street homelessness, and the reason I believe that we can do it is because of the ten largest cities in the United States, we have the highest poverty rate. Of the ten largest cities in the United

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States, we have the lowest number of people living on the streets. That is an incredible statistic, and I invite anybody here that thinks, "really?" to go to LA; San Francisco; Seattle, Washington; Portland, Oregon; New York City; or Washington, DC or any other place you want to go to and you'll come home and Philadelphia will look a lot better than when you went there. And I really want to acknowledge the presence of Liz Hersh, who leads our homeless work here in Philadelphia. Her energy and determination and really creativity in bringing new ideas and efforts to this has really made an impact as well.

So I am going to talk a little bit -- I'm not going to go a big long presentation, because it can be boiled down into smaller and counterintuitive things. So that's what I'm going to do. First thing is, single most important thing to ending homelessness in our city is affordable housing. Single

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most important thing to ending
homelessness in the long run is a quality
education for every single child.
Homelessness is symptomatic of some our deeper societal problems. It's only going to be solved by sustained work, thoughtful, intelligent, continued, sustained efforts over long periods of time. There's no quick fixes. You know, just putting it out there right away.

Also, the three things that I believe the City needs to invest in is affordable housing for everyone that needs it. Okay? So, of course, my particular focus is for the very, very poorest members of our community, but I also believe we need to invest in affordable housing for people who are working and low income, and the way the prices are rising in our city, we need to be able to do something to support the working families in our communities as well. Housing, affordable housing. Second, employment. And I just

10/10/19 - POVERTY REDUCTION - RES. 190239 said it. Project HOME, the good news is, last year we got 183 people jobs, and some of those men and women have lived on our streets for 10 and 20 years and are now working.

Ending homelessness -- this is the first counterintuitive thing. Ending homelessness saves lives, but it also saves money.

Our prisons are our largest
mental hospitals. Our prisons are our largest hopefully recovering communities as well, but about 70 -some percent of all the people incarcerated have histories of addiction. Let's be preventative. Let's work with men and women and families with special needs to get the same thing that we all need, a safe place to live, employment opportunities, and a quality education. And at Project HOME, any day of the week that you feel maybe this can't work, you just come and we'll show you people that are working all throughout the City of Philadelphia that

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have been homeless, that have been homeless for many, many years, and now are paying taxes, are paying rent, with no subsidy. They may have needed a subsidy at one time, but now no subsidy, are voting, and are leaders in our community.

I have so much hope that we can do this because of years of experience and thousands of lives that are out there that have overcome homelessness with a hand up, not a hand out. Okay?

So second thing is that we need affordable housing, and in the City of Philadelphia, we have about 5,000 units of supportive housing. To end chronic street homelessness in our city, we need another 2,500 units of housing dedicated to people with special needs.

People that are on the streets
is the prophetic presence saying, hey, there's something radically wrong here. It's a smaller percentage of people that are homeless, but it's the most visible.

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The people who live on the streets mainly have special needs, mental health or addiction or both or physical disabilities. Two thousand five hundred units would give us the capacity in the City to address the needs as people become homeless who are new that year and people who leave homelessness, which again is the best news. People leave homelessness, leave subsidies when they get employment. So to build that capacity is what we need to do to end chronic street homelessness. We're two-thirds of the way there. Many cities in the United States would die to be as far along as we are, and we just have to finish the job. It's not that hard. Subsidies and permanent supportive housing, safe havens and recovery housing, and there's -- it's the power of we. There's so many collaborators, ODAAT, Housing First, Pathways to Housing, Mental Health Partnership, you know, Self, so many

10/10/19 - POVERTY REDUCTION - RES. 190239 organizations, but it's the power of we. So that's one thing.

The second thing I just want to
talk about is another -- this is
counterintuitive, but as I said, saving lives and saving money. At Project HOME we do a lot of development of housing that's affordable. According to Econsult, in all the zip codes that Project HOME works with -- now, this study is going to come out soon. This is a draft. This is a preview. You're the first to hear this. Okay?

But of all the zip codes that Project HOME works with, if you look at the property values and how they've risen in those zip codes -- and they've all risen. That's one number. But if you look at the properties that are located a quarter of a mile from Project HOME sites, the property values have risen greater than what they have in the general zip code.

Now, what Econsult estimates --

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and I'm just saying this because it is counterintuitive and you're going to just think, really? But I'm going to tell you anyway.

In total, the presence of
Project HOME sites are estimated to add around $\$ 1.4$ billion in values to the housing prices of the properties around Project HOME. That's $\$ 1.4$ billion in homeowners' pockets and maybe even in Domb real estate's pockets, because we have some in Center City. So that's okay. I'm teasing. I'm just teasing. But it's really true. It's also true. Okay?

But if you apply the City's mileage rate of $1 .--$ it's almost 2 percent to this additional \$1.4 billion in housing values, the results is an estimated $\$ 20$ million in property tax revenue to the City of Philadelphia and to the School District of Philadelphia from 2010 to 2019, and that's in Project HOME's area of development.

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So, again, that is
counterintuitive, but the reason I'm bringing that up, these numbers would also be true for the Philadelphia Housing Authority, for other developers, CDCs, Pennsylvania CDCs, the great CDCs in Kensington. By doing affordable housing in neighborhoods, you're adding value to the existing homeowners. So that is a real amazing thing.

The second thing that $I$ just wanted to say is, $I$ also think that as part of the strategy to ending poverty and ending homelessness, like the Earned Income Housing Tax Credit -- and I think Councilman Domb was the one who recommended it. While the City is getting a surplus, so now we're talking about when the City's fiscal year ends and you look at the surplus that the City has, in those years where there's a surplus, I think we should give a rebate to the Earned Income -- like an Earned Income Tax Credit here in the City of

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Philadelphia to anybody making $\$ 30,000$ or $\$ 40,000$ or less. You know, I know you said 24,000 . I'd take it up a little bit, you know, because families need it, and we have a surplus.

So I think we should also give
money to people, you know, not just
programs as much as I value Project HOME and all the other organizations, but figure out a way to give money to people.
I think that would go a long way too.
And I also think there should be
incentives for philanthropists in the United Way to raise money when we have a surplus by doing challenge grants in whatever strategy you come up with to ending poverty to incentivize people to do it by leading by example and using some of the additional surplus from the General Fund to incentivize others to join in this very, very, very important effort.

I also wanted to talk about
BenePhilly a little bit. We love

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BenePhilly. It's such a great program. And I think in our big idea of ending chronic street homelessness, which we definitely think is doable and definitely think can be done, when we do BenePhilly, we think we should add registering to vote, right? Like in any program that we do, we should register poor and homeless people to vote so that their voice will be heard as we move forward with building an agenda.

I also believe in our effort to end and prevent chronic street homelessness, one of the things that I think is critically important is that we do it with the people that are experiencing homelessness through focus groups, through other ways of engaging them as leaders and being part of envisioning how this can be done, because they know the best way out of homelessness and poverty, because they're the ones that are directly experiencing it. So I think that that has to be

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critically important as well.
I also think for the BenePhilly
thing, to include tax services and links
to financial and homeownership counseling as well as to career counseling through BenePhilly. Again, Pauline is absolutely right, people don't realize the opportunities that are out there for them, and the more that we can connect and talk to people who are actually experiencing poverty and homelessness and get them educated and involved in being part of the solution, we're going to have a stronger solution and a stronger city.

Lastly, I just really want to say in Philadelphia, I think the most amazing thing is that we're a city with so many leaders that are passionate about this effort and organizations like SEPTA, organizations like the Franklin Institute, the Free Library. So another great example of really connecting with people that are on the streets that maybe on some given day you may pass and think

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this is a hopeless situation, with the Restroom Attendant program, now we hired 19 people who were living on the streets to be restroom attendants in MSB and in the libraries. It's a win-win situation for everybody. The bathrooms are cleaner, you know, safer. People are working. They're the kinds of innovative partnerships that Sharmain and Eva and the Councilwoman and the Council President have come up with, along with others in this room, that $I$ just think we have to keep expanding.

I have so much hope, and I think this is a great opportunity. I'm so excited about your leadership. We're willing to work shoulder to shoulder with you in any way we can. I think we are poised in this city to make a big leap forward by working together and thinking it through and being accountable and all the things everybody else has said. I just didn't want to repeat, repeat. And I just also want to thank everybody in

10/10/19 - POVERTY REDUCTION - RES. 190239 this room for believing with us that none of us are home until all of us are home and that we can never be complacent as long as one of our sisters and brothers are on the street, and our city will be so much stronger and so much vibrant, that all those corporations in LA and San Francisco will want to move here because we have nobody living on our streets, and that is a quality of life that is cherished, I think, by many people. And I think by doing this, it could be a way of enhancing the overall economic potential and growth of our community.

Thank you.
(Applause.)
COUNCILWOMAN SANCHEZ: Thank
you, Sister Mary, for doing God's work, and thank you so much for your willingness to really help us in Kensington in addressing a very complicated issue, and we really look forward to you being there boots on the ground at this particular time as

10/10/19 - POVERTY REDUCTION - RES. 190239 everybody knows with everything that's going on in Kensington. Real quickly, you talked about the 183 clients who got jobs. I know you have your own store that you run and some of the other things. One or two things -- and I know Sharmain is leading the education/jobs piece. What is the one or two things we could be doing at a better scale to help people transition from homelessness to a job in terms of the skills gaps?

SISTER MARY: So the most
important thing that we learned if we could do one thing is, incentivize people with a little bit of money to come through what we call certificate programs. So people have to be trained to do the library. They have to be trained to do the peer -- CPS, certified peer specialist training, A Plus certification, SafeServ, SafeServ Supervision, customer service. And we're working with an organization from New

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York, Perskolis (ph), on more technology skills, and by the training and working right -- and it includes internships and apprenticeships, so you have to work at the places. And sometimes it takes two or three times for it to stick, but the issue is, it eventually does stick, and that's what you have to do to continue the opportunities for employment in various different ways that makes it possible for people to succeed. And companies like even Amazon, UPS, the Gap, other bigger companies will come and do job fairs, and then if we can continue to work the training piece and the technology piece, Microsoft Office and all that, they really get the jobs. They might start part time, but eventually get full-time jobs. Just because you said at SEPTA where we've been pretty successful there, one of the people who worked there and now is vested just bought his own home. You know, it's wonderful. It's so much -- it's so exciting to see someone

10/10/19 - POVERTY REDUCTION - RES. 190239 who once lived on the streets, ten years later -- again, it's not like -- there's no instant things, but there has to be a pathway forward. There has to be opportunities. It can't be shelter or revolving door that leads nowhere, only back to the street. There has to be interventions where people can work, where people can live, live a dignified life and have a sense of community and purpose. And, you know, we're just so, so, so encouraged.

COUNCILWOMAN SANCHEZ: Thank you.

Any questions?
MS. MATLOCK-TURNER: Yes. I
just want to say thank you for everything
that you've done. One of the first
meetings that $I$ attended when $I$ joined the Coalition just a few years ago was with you around the whole effort about ending homelessness, a Blueprint to End Homelessness.

SISTER MARY: We can do it. We

10/10/19 - POVERTY REDUCTION - RES. 190239 can do it.

MS. MATLOCK-TURNER: And so
that's my question. We're sort of sitting here now saying we think we have a blueprint to end poverty. What about that movement that gets us to the place where we are the best city on really creating space and place and dignity for those that are homeless? What can you share with us as we start this movement?

SISTER MARY: So I think it consists of two -- a couple things. The first thing is, $I$ think under Liz's leadership with a lot of support from Eva and David Jones with the Department of Behavioral Health, there is a plan and they know what needs to be done, which is there's no one way. So it's housing first. It's recovery housing, but not -certified or dignified recovery housing, because there's so many issues with that.

So recovery housing. Some safe havens for people that are mentally ill and a lot of permanent housing with both with

10/10/19 - POVERTY REDUCTION - RES. 190239 subsidies and through development. So that's the housing picture.

Every day -- and this has been another really great process with CCD; that's the Center City District -- the Philadelphia Police Department, Project HOME, Reading Terminal, and the Fashion District. During the day when people are most visible, we work as a team and engage people during the day, and with dedicated placements for people to go, meaning that if someone says, I want to come in, we can get them in, and then we follow them, so there's employment opportunities and actually a pathway out of homelessness. We'd like to bring that more to scale, and I know that not -- I'm using the Ambassadors of Hope as one example, but that's not the only example. Bethesda, One Day At A Time has been phenomenal, you know, with the encampment beds and -- they're a strong partner in this whole effort.

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So, again, it's just
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10/10/19 - POVERTY REDUCTION - RES. 190239 understanding who the people are that are out there and then having the appropriate placements for them where they can move forward. Sometimes it's a shelter. Actually, most of the people that are on the street come and go. We don't know where they came from; we don't know where they went. They don't need that heavy intervention, but for the chronically homeless who are seriously mentally ill and seriously long-term addicted, they need an intervention with support based on their -- like no one can do it for you, but when they're ready to make those changes, you have to have the opportunity and the support there where they can continue on the journey home. And now they're working and contributing, they're taxpayers, they're voters.

MS. MATLOCK-TURNER: So it
sounds like to me we're going to need the three of you to continue to tell the story, because I think an important part of what happened around the homeless area

10/10/19 - POVERTY REDUCTION - RES. 190239 was having that kind of civic and business leadership, along with the great work of government, to really continue to work together to say we're not going to let small disagreements get in the way of really staying focused on the big picture and working that through a lot of different political administrations and different businesses coming in. So it seems like to me sort of keeping the community involved, engaged, sharing information around success, and then challenging us around the challenges to say there's more that we could do, but really saying that we can solve this problem. It won't get done tomorrow, but we absolutely can solve this problem. SISTER MARY: Correct. And I think, Sharmain, I think with Council President Clarke's leadership, along with Maria Quinones-Sanchez and Allan Domb and all the other Councilpeople, to really put some resources and challenges out there that need to be matched. The City

10/10/19 - POVERTY REDUCTION - RES. 190239 can't do it alone, but to give some leadership and incentives for others to get involved, $I$ think we could make a lot more progress, and I think to do it in years when there's a surplus. You have a surplus this year.

I mean, $I$ know the City has a lot of needs and I'm like the common good kind of person, but a little bit -- you know, we need a nice chunk for poverty, because, again, it has a return on its investment if you look at the Econsult report that we're looking at right now. MS. MATLOCK-TURNER: Thank you.

COUNCILWOMAN SANCHEZ: Thank you.

Any questions from any other
folks from the panel?
(No response.)
COUNCILWOMAN SANCHEZ: Just, again, thank you to our panel. We really, really appreciate it, and this is going to be an ongoing conversation. I know some of you are participating in

10/10/19 - POVERTY REDUCTION - RES. 190239 some of the subcommittee activities, and definitely all of you are helping inform the action steps for what we're going to produce.

I want to go quickly through some of the logistics as we move forward. As I mentioned at the beginning of this hearing, we have a Housing Subcommittee chaired by Councilman Domb and I, and we're going to be focusing on some of the scenes that we heard here, the preservation of affordability, how to protect homeowners, and ensuring fair housing for all, with particular eye in making sure that we figure out ways to incentivize access for housing, particularly for returning citizens and others who that becomes even a bigger of a challenge.

The Jobs and Education Subcommittee, which Sharmain and Mel are chairing, will focus on strategies that close the skills gap and really looking at creating those family-sustaining jobs

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and protecting workers.
And, of course, Eva is chairing
the Social Safety Net Subcommittee, which will focus on some of the things we talked today about, strategizing to maximize benefits for enrollment, sustaining family income, and promoting financial fairness.

I want to really thank everyone who came out today to kick off this big ideas kind of discussion, the framing, allowing us to frame poverty and the working poor, with keeping in mind that the glass is half full, that there are a lot of great partners and there's an excitement. And I really do believe that the business sector is waiting for us to challenge them with some very specific action items. I think everyone is there.

I think as we look at the growth in the City and you hear, whether it's the Chamber's Inclusive Growth Strategy, the neighborhood strategy, absolutely with our partners at

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Pennsylvania Association of CDCs and others, really looking at commercial corridors and this livable, walkable communities, I think we're going to get a lot of great energy. And, again, really want to think and plan for what we need, not what we have, and let us challenge ourselves to figure out how we close those gaps.

All the chairs, all of the coordination is happening through Chris Goy in the President's office. We will be listing the series of hearings. We have tasked every subcommittee to have a public hearing. We've encouraged folks to go out so that this is not the only space where we're having conversation. We will have one more of these sessions, and in the interim, all of the Committee members that are on our one-page fact sheet, which is a lot of names, are going to be producing some tangible action steps.
This is not a production of

10/10/19 - POVERTY REDUCTION - RES. 190239 another report, but an action plan that we hope to be able to turn over to the Administration and charge them with significant investment for next year, impacting our five-year and our ten-year plan, and that's why the framing, the data, and how we're going to measure and monitor our progress was important, that we shape that today. With the support of Ira and his team, we look forward to doing that.

If there is no one else here to testify, no one else signed up at the table, then $I$ will recess early, which never happens. I want to invite any of my Co-Chairs, if they want to have any closing words, and we will reach out to folks, as I said, for the remainder of the hearing, the subcommittee work, and then our closing public hearing before issuing the report.

Eva.
MS. GLADSTEIN: I just wanted
to thank everybody who is here for their

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work, for their hopefulness, and
encourage them to do two things. One is
tell the success stories, and the other is encourage other people to participate in this process as we move forward. It's really important.

Again, we hope to get out into the neighborhoods through our three next hearings in November, but just to, again, bring your energy out to the community and back into the other activities. And, again, thank you, everybody.

COUNCILWOMAN SANCHEZ:
Sharmain.
MS. MATLOCK-TURNER: Yes. I
just want to say even though the three of us are sitting up here and we look really good and smart, I really want to thank the team of people who are working with us. We talked about staff from Council President Clarke's office, but Marcus Kellam from my staff is doing 100 other things that I have him doing. He's doing a terrific job in supporting this work

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and is working on getting other things scheduled. I know Eva has the same thing with people on her team, also Mel Wells as well.

So this really is, $I$ think, an
act of love. We're all committed to really driving this forward. And so everybody is volunteering, so please give us the best of your time and energy so that we can come up with an action plan that is going to get the rest of the City excited about the fact that we can end this. It's not just about intervention anymore. It's about really getting to the place that we're the city where people want to come because we figured out how to solve this problem.

So stay with us. Follow us.
Share with others that we're not giving in and that we're not giving up.

Thank you.
COUNCILWOMAN SANCHEZ: Thank
you.

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                                Councilman Domb, do you have
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| 1 | 10/10/19 - POVERTY REDUCTION - RES. 190239 |  |
| 2 | any closing words for us? |  |
| 3 | COUNCILMAN DOMB: No. |  |
| 4 | COUNCILWOMAN SANCHEZ: Thank |  |
| 5 | you, everyone, and I look forward to this |  |
| 6 | short journey and a lot of action. |  |
| 7 | Thank you. |  |
| 8 | (Special Committee on Poverty |  |
| 9 | Reduction and Prevention concluded at |  |
| 10 | 6:41 p.m.) |  |
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## CERTIFICATE

I HEREBY CERTIFY that the proceedings, evidence and objections are contained fully and accurately in the stenographic notes taken by me upon the foregoing matter, and that this is a true and correct transcript of same.
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