

LOVE
WHERE YOU
LIVE



Greening Plan for Nicetown and Tioga





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Dear friends, family, and neighbors,

Over the past year we have been working together with the Pennsylvania Horticultural Society (PHS), Nicetown CDC, Tioga United, and the many neighbors, friends, and organizations in our community to develop a greening plan for our community. Most of us have been residents of Nicetown and Tioga for decades, and have seen the many changes happening in our community over the years. We were raised in a community that was connected and united. We were raised in a community that looked out for one another and nurtured the younger generations. We were raised in a community filled with beauty and pride. Unfortunately, there are some challenges that our community is facing – namely the increase in crime and gun violence, the lack of clean and safe green spaces for us to utilize, the need for quality well-paying jobs, and the lack of access to fresh healthy food. We deserve better. We deserve to have a high quality of life in our community in which we feel safe, healthy, and happy. We deserve to breathe. For this very reason, we have stepped up to share our voices, to use our minds, and build relationships that will help our community to prosper. Using plants, greening, and horticulture will help us to take steps towards building this community that we dream of and in addressing the many challenges that we face. We understand that it won't solve everything, but we also understand that it will bring us together to beautify our community, create jobs, and begin the path to a healthier Nicetown and Tioga. In this plan we helped create, you will see 5 main strategies that will help us advance over the next 3 years.

We ask you, just as we have been asking ourselves, what can you do to play your part? Who can you invite to participate? How can your skills and your relationships be utilized to contribute? This does not require you to be good with plants or have a “green thumb”, all it needs is for you to “Love where you Live” and find the courage to act.

We ask you to work with us, PHS, Nicetown CDC, Tioga United, and the many people and organizations in our community to come together to build a greener and healthier community.

With humble gratitude,
The Nicetown and Tioga Green Team



Nicetown and Tioga Love Where You Live Greening Plan

The Nicetown and Tioga “Love Where You Live” Greening Plan is the product of many hours of community-driven work to articulate a green vision for the Nicetown and Tioga neighborhood that is rooted in the aspirations of community members themselves. The planning process was led by a neighborhood “Green Team” of community leaders convened by PHS, through which residents of Nicetown and Tioga established specific neighborhood priorities and brainstormed ways to address them through gardening and greening. All told, the plan reflects the input of nearly 400 people in the neighborhood, offered through surveys, in intensive community meetings, at community events, and during neighborhood tours and work-days organized by PHS and its partners, Nicetown CDC and Tioga United. The enthusiasm and partnership of these residents and groups were invaluable to the plan’s development and will be even more important as the community and partners engage in the hard work of implementation.



Neighborhood Priorities

The Green Team and neighborhood residents identified the four priorities for the Love Where You Live Greening Plan to address.

These priorities may not be a surprise to many residents of Philadelphia - they are likely to be common to many neighborhoods in the city, particularly historically disinvested communities. But this does not make them any less meaningful to address, and in fact their omnipresence should serve to reinforce the sense of urgency that must be felt to bring all Philadelphia neighborhoods to higher quality of life standards.

LOVE WHERE YOU LIVE PRIORITIES



- 1 Reduce Trash and Litter
- 2 Increase Access to Fresh Healthy Food
- 3 Reduce Crime
- 4 Increase Job Opportunities

Greening Strategies

With the priorities in mind, the Green Team and residents applied an important filter to take the next step in plan development: how can horticulture, gardening, and greening specifically move the needle on these issues?

The Green Team, with input from neighborhood residents and guided by expertise from PHS, Nicetown CDC and Tioga United, articulated the following horticulturally-driven strategies to tackle the challenges identified above:

Each strategic objective meets multiple priorities and includes specific action steps to achieve them. The following pages contain detail around these action steps, including early action projects that have already been completed or are underway, priority locations for greening in the neighborhood - down to the block level - and existing and desired collaborations that will need to form to realize success. Such detailed actions provide a truly powerful blueprint for the plan's implementation. The Nicetown and Tioga Love Where You Live Greening Plan represents a transformational opportunity to connect neighbors and garden to improve health and wellbeing in these beautiful and historic Philadelphia communities.

JOIN US IN MAKING IT HAPPEN.
If interested in funding and volunteer opportunities, please contact PHS-info@pennhort.org or 215.988.8800.

LOVE WHERE YOU LIVE STRATEGIES



- 1 Clean and Green All Eligible Vacant Lots
- 2 Train and Place Neighborhood Residents in Green Jobs
- 3 Restore Neighborhood Tree Canopy
- 4 Mobilize Neighbors and Businesses to Increase Access to Fresh Food
- 5 Support Residents to Garden and Beautify their Blocks

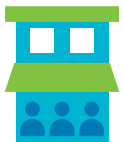
Community Engagement

The Love Where You Live Greening Plan was developed hand-in-hand with members of the Nicetown and Tioga community and is deeply reflective of the community's aspirations. Since August 2020, the Pennsylvania Horticultural Society (PHS) has been working closely with Nicetown Community Development Corporation (Nicetown CDC), Tioga United, and hundreds of community leaders and residents to establish strategies for using gardening and greening to improve health and wellbeing in these neighborhoods. Our approach to community engagement is to listen and learn first from the community to better understand the community's

hopes, desires, and needs. Building on decades of partnership with PHS, Nicetown CDC, and Tioga United, we connected with community leaders to form the Nicetown and Tioga Green Team (Appendix A). The Green Team was instrumental in our work; they ground-truthed data analysis, helped to design and deliver community engagement strategies, implemented early action projects, and ultimately defined this plan. We hired residents to serve as community ambassadors to connect with local churches, organizations and residents as well as held virtual events and participated in select in person events. Many strategies were utilized to ensure the community engagement was conducted safely during the COVID-19 pandemic. A digital survey

was designed by the steering committee and distributed through various channels including social media ads, email distributions, signage with QR codes in the neighborhood, and word of mouth through the Green Team and community ambassadors. We attended local virtual community meetings and held interviews with key community leaders that were broadcasted on Facebook Live. Virtual community planning meetings were held with residents in which physical copies of planning materials (maps, worksheets, data) were prepared beforehand and delivered to residents' homes to ease the virtual tension and allow for the meetings to be more inclusive and welcoming.

COMMUNITY ENGAGEMENT BY THE NUMBERS



Nearly 400 residents reached during the planning process



45 residents volunteering during planting and greening day



269 survey responses completed



19 residents leading the steering committee



80 residents met during community meetings



122 local participants attending PHS Planning Charettes

All work was designed using PHS Community Engagement Best Practices:

- We listen first
- We work with and through trusted partners
- We are sensitive to the past, present and future
- We are open, transparent, accessible and accountable

Framework for Action – “Love Where You Live”

PHS, Nicetown CDC, Tioga United and the Nicetown and Tioga Green Team shared a commitment to build on neighborhood strengths. Many long-time residents shared about the beauty that Nicetown and Tioga has been known for, and the many aspects of the neighborhood that are often overlooked including a strong sense of community bonds, easy access to public transportation, and natural beauty.

The following principles shaped the planning process, delivery of early action projects, and informed the plan:

1 Engage and involve the community

For all the strategies mentioned below, PHS will continue to deepen the relationships formed, broaden efforts to include more people in the process, and ensure that all decisions are informed by the community. This involves strong communication and providing a multitude of opportunities for people to volunteer, discuss, work, and collaborate.



2 Invest in the community

PHS will continue to prioritize local businesses, organizations, and individuals to accomplish the work required in the strategies mentioned below. PHS will ensure this by:

- Prioritizing working with contractors and organizations that are embedded in the neighborhood.
- Hiring a full-time project manager with strong ties to the neighborhoods to collaborate with the community organizations and manage the implementation of the plan.

3 Uplift neighborhood champions

Embedded in the implementation of the plan will be a conscious effort to tell the story of the neighborhood and highlight its strength and beauty. This involved inviting press to report on the positive, putting up banners and signage, and sharing stories of neighborhood champions.



The Nicetown and Tioga Green Team identified key challenges that the community faces and included them in the survey that was distributed to the wider community.

With 270 survey completions, community members affirmed the key priorities and identified the following four as the top priorities to target.

1 Reduce trash and litter:

Trash and litter is an issue that plagues most neighborhoods in Philadelphia, and one that Nicetown and Tioga residents claimed to be a top priority.

“One of the highest desires would be trash cleaned up for a pleasant environment.”

- Tioga Resident

2 Increase access to fresh healthy food

Residents spoke about living in neighborhoods impacted by food apartheid as there is very limited access to fresh healthy food due to racially discriminatory policies and systematic disinvestment. The neighborhood lacks larger, produce-carrying grocery stores as well as education on healthy produce and produce consumption.

“There is a need for community resources like fresh food and safe places to play for children.”

- Jenia, Nicetown Resident

3 Reduce crime

Gun violence, robberies, and other violent crime has plagued the neighborhood and many others in Philadelphia for decades. As is the pattern across the nation, gun violence has further increased since 2020, causing major concern about safety amongst the community.

“Community safety has always been a major concern [as well as a] clean environment.”

- Cynthia, Nicetown Resident

4 Increase job opportunities

Residents identified the need for both short term, quick paying entry-level jobs as well as long-term gainful employment. Many residents are suffering from a lack of access to employment opportunities whether it is related to training, job opportunities, communication, transportation, social/familial obstacles, etc. The community stressed the importance of focusing on youth jobs and linked this issue with that of crime reduction and litter reduction.

“[We need] more jobs and positive activities.”

- Community Resident

KEY PRIORITY

Overall Rank:

Trash/Litter	1
Crime	2
Jobs	3
Overgrown Vacant Lots	4
Access to Fresh Healthy Food	5
Air Quality	6

PHS PROGRAM INTEREST

Number of persons interested:

Stormwater Management	228
Vacant Land Issues near them	197
Community Gardens	242
Street and Yard Trees	203

HEARD FROM THE COMMUNITY!

What would you like to see different about your community?

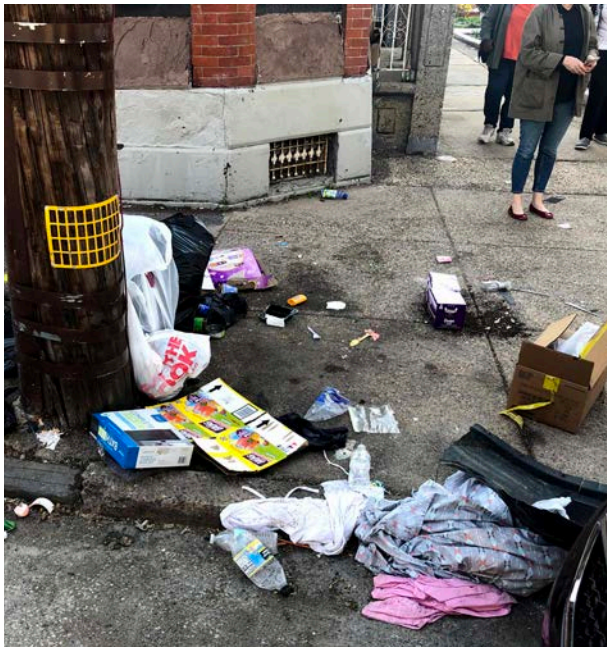
*"It's not clean at all where as it use to be one of the nicer neighborhood to live in. Also the crime rate has sky rocket."
- Michelle, Tioga Resident*

*"Less violence, clean sidewalk/streets. Beautiful green spaces for community gardens, walking, and bike riding."
- Kelly, Nicetown Resident*

*"For more people to care about the well-being of all and participation in keeping the community clean and safe... unity!"
- Arlene, Tioga Resident*

*"Violence, trash, and all of the dumping of almost every item where every there is empty space."
- Allen, Nicetown Resident*

*"The violence is what I like the least. I'd like to see it safer and cleaner"
- Linda, Tioga Resident*



1 Clean and Green All Eligible Vacant Lots

[Priorities met: reduce trash and litter; reduce crime; increase job opportunities]

1A. Clean and green vacant lots.

PHS's Philadelphia LandCare Program works to hire local landscape contractors and community organizations to clean, green and maintain vacant lots in the city of Philadelphia. The program is simple but its impacts are profound: studies show a 29% reduction in gun violence in neighborhoods with cleaned and greened lots and a 68% reduction in feelings of depression for people living within a quarter mile of a cleaned and greened lot. PHS currently partners with Nicetown CDC and Tioga United to maintain 520 of the 1,071 vacant lots in the Nicetown and Tioga neighborhoods with crews totaling 15 number of local residents. Approximately 65-70% of all the vacant lots in the neighborhood are eligible to be included in the PHS LandCare program due to size, land-use, and other factors. PHS plans to expand the number of maintained lots in the neighborhood by 230 lots to a total of up to 750 lots over the next 3 years, adding approximately 40 lots each fall and spring.

HEARD FROM THE COMMUNITY!

78% of survey respondents mentioned living near unkept vacant lots when asked: What prevents you from going to green spaces in your neighborhood?

"There are not any near our home"
– Tioga Resident

"There are no green spaces in the neighborhood"
– Cynthia, Tioga Resident

"We don't have any...it's a black neighborhood, the city forgot those..."
– Nichole, Nicetown Resident

"They don't exist"
– Tonya, Tioga Resident

"Crime/safety"
– Arletha, Nicetown Resident

What are your top 3 reasons that prevent you from going to a green space?



“Vacant lots and dumping are the prime culprit.” - Community resident

EARLY ACTION PROJECTS

In 2021, 70 new parcels within the Nicetown and Tioga neighborhood were added to the Philadelphia LandCare Program accounting for 154,933 square feet of land.



A list of troublesome vacant lots was identified by community residents to prioritize, many of which were included in the LandCare program already (See Maps Appendix)

PRIORITY LOCATIONS

Zone A	Between Allegheny (Southern boarder) and Tioga (Northern border), and 22nd (Western Boarder) and 15th St (Western Boarder)
Zone B	Between Tioga St (Southern Border) and Venango St (Northern Border) and 23rd St (Western Border) and 21st St (Eastern Border)
Zone C	Between McFerran St (Southern Border) and Luzerne (Northern Border), and Germantown Ave (Western Border) and Broad St (Eastern Border)
Zone D	Between Cayuga St (Southern Border) and Courtland St (Northern Border), and Windrim Ave (Western Border) and 16th St (Eastern Border)
Zone E	Between Tioga St (Southern Border) and Butler St (Northern Border), and 19th St (Western Border) and Broad St (Eastern Border).

1B. Add lighting and cameras to high nuisance lots.

Residents identified the need to crack down on dumping and criminal activity occurring on specific locations and vacant lots in the neighborhood. Community members proposed a strategy to collaborate with existing camera and lighting programs. PHS will explore partnering with existing programs and work with neighbors of vacant lots to put up cameras and/or lighting on their home directed at the vacant lot/high crime area. PHS will meet with local officials to pilot the program at key locations with the possibility of expanding the program given the pilots success.

PRIORITY LOCATIONS

19th between Westmoreland and Ontario

20th and Westmoreland and Ontario, near playground

Around the corner near the baseball field up to 20th and Tioga

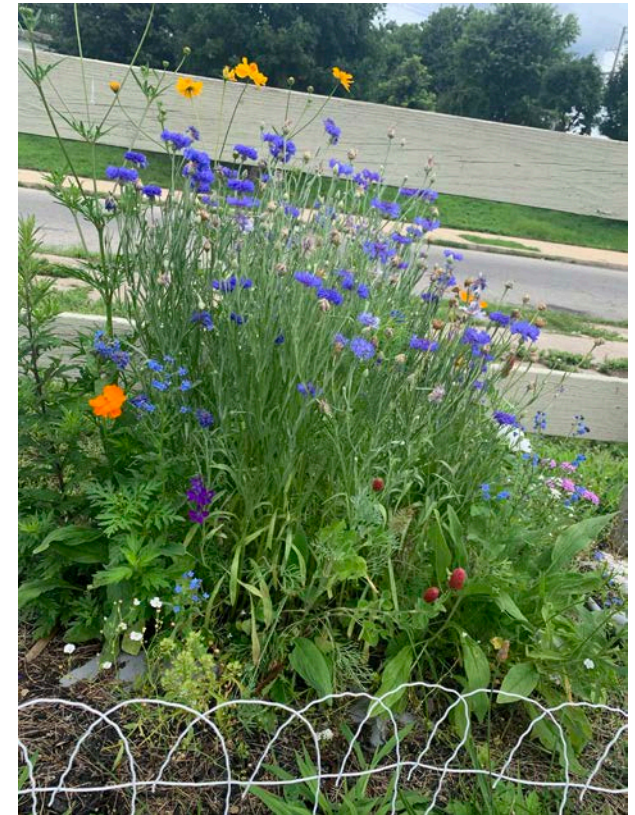
“Dumping and crime are the biggest concern. [We] need to do something to discourage dumping. It is dark, not safe, so people do what they want. Adding light to the dark areas and possibly cameras will help.”
- Community resident

1C. Build capacity of neighborhood groups to meet increased demand for services.

Support Tioga United, Nicetown CDC and potentially others to expand their services to clean, green and maintain 100% of eligible vacant lots in Nicetown and Tioga and continue to increase scope beyond neighborhood borders, including basic and advanced training of teams, referral of potential crew members, improved and expanded equipment.

EARLY ACTION PROJECTS

From the beginning, the planning process and LandCare program has sought to collaborate and increase the opportunity for local organizations to grow their capacity. The early action projects that were completed provided opportunities for Tioga United and Nicetown CDC to increase their workload and expand their landscaping expertise. Tioga United was hired and trained to mulch, water, and weed pollinator gardens that were installed, and Nicetown CDC was identified to expand their inventory as well as collaborate on the new Same Day Work and Pay program that PHS kicked off. In 2021, Tioga United expanded their LandCare work from maintaining 114 vacant lots to 192, while Nicetown CDC expanded their work from maintaining 599 vacant lots to 739; an increase of 78 and 140 respectively, city-wide.



2 Train and Place Neighborhood Residents in Green Jobs

[Priorities met: Increase job opportunities; reduce trash and litter; crime reduction]

2A. Pay adults and youth to perform daily cleaning and greening jobs.

Since November 2020, PHS has partnered with Nicetown CDC on the Same Day Work and Pay (SDWP) Program to hire local residents to clear vacant lots, clean corridors, and complete other community improvement tasks in exchange for \$100 pay onsite. We will expand the Same Day Work and Pay program by adding more collaborating organizations and increasing daily work opportunities to employ under- and unemployed adults and youth. Select participants will also be connected with workplace leadership training and social services support.

EARLY ACTION PROJECTS

Nicetown CDC created 299 daily jobs for residents.

PRIORITY LOCATIONS

- Commercial corridors
- Parks and rec facilities
- Public transportation hubs
- Highly trafficked public transportation stops



2B. Deliver trainings and place graduates in green jobs.

Building on over a decade of experience in workforce development, PHS will apply their training experience and robust employer networks to set up a neighborhood training site and deliver a workforce development program in partnership with community-based organizations and potential employers. The comprehensive program will include 8-12 weeks of training followed by a 6-8 week paid internship with PHS and partners working on community greening projects across Nicetown, Tioga and Philadelphia. The training curriculum will be informed by the needs of employers, designed to prepare trainees with the skills required by real-world, in demand jobs, and advance strategies detailed in this Love Where You Live Greening Plan. Throughout their training periods, participants receive case management as well as a variety of support services and job-readiness training. Successful graduates will be placed in jobs with the PHS employer partners.

PRIORITY LOCATIONS

- Commercial corridors
- Highly trafficked residential areas
- Streets surrounding schools
- In and around greened vacant lots
- Public transportation hubs
- Highly trafficked public transportation stops

“We need apprenticeship. Can we do paid gardener education apprenticeship programs leading to jobs? We also need a list of jobs in the greening industry. What is the potential of getting a greening job?”

– Kimberly, Tioga Resident

“Show that it can be a viable career, not just a volunteer opportunity.”

– Jade, Community Resident



2C. Create neighborhood jobs to supplement volunteer tree planting and stewardship.

We will increase tree canopy beyond what can be planted and cared for by volunteers by training and employing neighborhood residents on urban forestry and building capacity of community groups and small businesses to add tree planting and tree care, to their work portfolios. We will train cohorts of individuals and provide on-the-job-training with employer partners. We will concurrently train and support Philadelphia-based minority owned landscape contractors and community groups to hire program graduates to perform the tree-planting and care. With the graduation of the first cohort of trainees we will begin tree planting, tree care, and vacant land enhancements.

PRIORITY LOCATIONS

- Commercial corridors
- Highly trafficked residential areas
- Streets surrounding schools
- In and around greened vacant lots
- Public transportation hubs
- Highly trafficked public transportation stops

3 Restore tree canopy

[Priorities met: reduce crime; Increase job opportunities]

The Nicetown and Tioga neighborhoods each have approximately 10% canopy coverage, or about 91 acres of tree canopy spread across nearly 900 acres of the combined neighborhoods. This figure is well below the 30% target that is widely cited as a benchmark for healthy canopy in Philadelphia. As a result, the streets are hotter, households use more energy, air quality is poorer, and residents are more likely to experience certain negative physical and mental health outcomes that are tied to lower tree canopy. Increasing the tree canopy coverage will support more jobs, provide opportunities for job training, decrease crime and positively impact the health and beauty of the community.

Our long-term goal is to foster community-led efforts to plant and care for enough trees to achieve 30% canopy across the neighborhood. This effort will take many years of planting as well as additional years for new trees to achieve maturity, but the time to start planting is now. In the short term we have begun tree planting efforts in high priority sections of the neighborhoods.

And recognizing that not all portions of the neighborhood have equal space available for tree planting and building canopy, striving to ensure that all residents have at least 3 trees visible from their homes will help distribute the benefits of trees. Research shows that even being able to view trees and greenery can have significant mental health benefits.



3A. Mobilize and equip neighborhood residents to plant and care for street trees.

Over the next 3 years, PHS has set a goal to train 40 new Tree Tenders to plant and care for street and front yard trees across the neighborhood. We will establish a tool library to support the volunteers in planting and caring for trees. We will pilot tools to encourage maintenance of newly planted trees by volunteers. Additionally, PHS will focus on tree education to explore with the community on how to overcome barriers around tree planting. PHS will also advocate for better maintenance of the existing tree canopy.

EARLY ACTION PROJECTS

Hired 2 local residents as Tree Ambassadors to work with neighborhood leaders and residents to build support for trees and identify planting locations

Completed street tree planting prioritization map

Trained 3 Tree Tenders from Nicetown and Tioga and they planted 6 trees in the Spring and Fall 2021

PRIORITY LOCATIONS

Commercial corridors, residential street trees, and yard trees

Street tree planting prioritization map

Pending: Philly Tree Plan Tioga map

	Along Germantown Ave
Zone A	Between Butler St (Southern Border) and St Paul St (Northern Border), and 17th St (Western Border) and Broad St (Eastern Border). Include the streets surrounding Steele Elementary and Mastery Gratz High School.
Zone B	Between Hunting Park Ave (Southern Border) and St Lukes (Northern Border), and Germantown Ave (Western Border) and Broad St (Eastern Border).
Zone C	Between Butler St (Southern Border) and Hunting Park Ave (Northern Border), and Germantown Ave (Western Border) and Old York Rd (Eastern Border).
Zone D	Along Erie Ave Triangle between Venango St (Southern Border), Pulaski Ave, and W Hunting Park Ave
Zone E	Between Cayuga St (Southern Border) and Courtland St (Northern Border), and Windrim Ave (Western Border) and 16th St (Eastern Border)

3B. Partner with schools, religious institutions, and others to plant large canopy trees.

Building canopy will require a multi-pronged approach, but planting large trees is an especially important part of the toolkit. While they're not appropriate for every space, they build canopy faster and offer greater health and well-being benefits when mature.

EARLY ACTION PROJECTS

Identify individual church and school properties for volunteer-led plantings

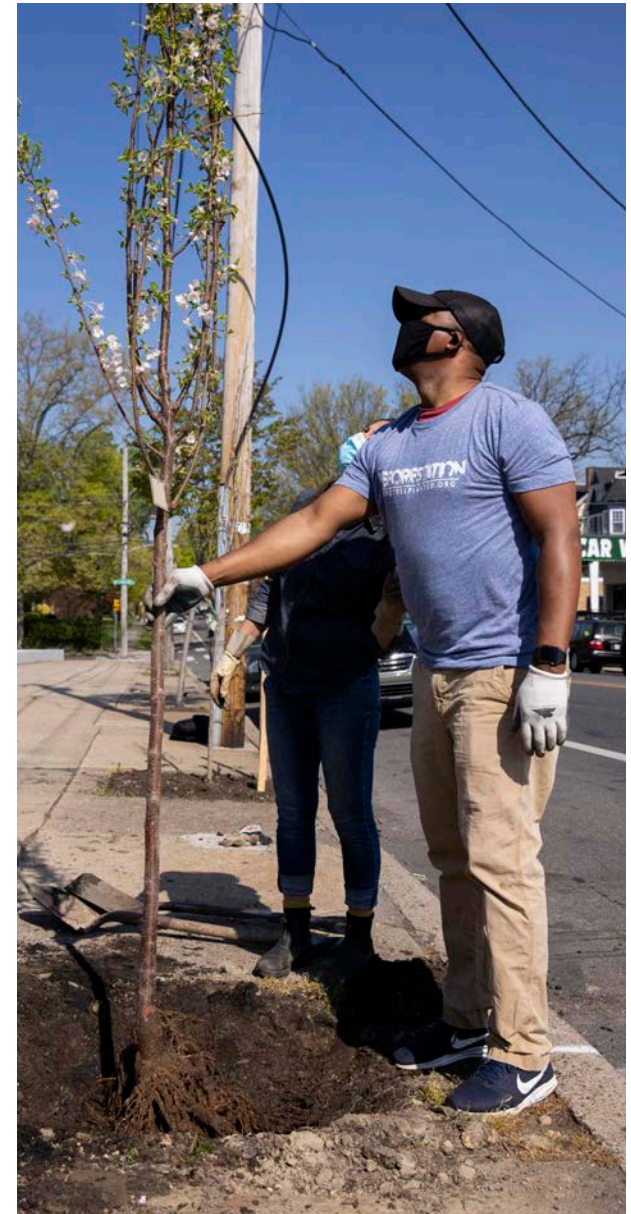
Planting at Mastery Charter School Grover Cleveland and Furtick Farm (Steel Elementary)

3C. Advocate for Philly Tree Plan implementation and tree protection.

The Philly Tree Plan will be released in 2022 and will present a road map to building equitable canopy city-wide. Full implementation will pay huge dividends, but will require a major funding investment, changes in City ordinances and policies, and full buy-in from residents. The Philly Tree Plan includes a commitment by the city to increase maintenance of street trees. We will present the completed plan to neighborhood residents and create opportunities for residents to engage elected officials about the importance of the plan.

EARLY ACTION PROJECTS

Connected Philly Tree Plan planning team with Nicetown and Tioga residents.



4 Mobilize Neighbors and Businesses to Increase Access to Fresh Food

[Priorities met: Increase access to fresh food]

4A. Establish garden resource hub to support home and community gardeners in growing and sharing food in their neighborhoods.

During the planning process, Jenia Jolly answered the survey, participated in some community planning meetings and on a site visit connected with Nicetown CDC and learned about the opportunity to restart the garden behind the Steele School. Jolly is a true advocate for a healthier community, currently using her home garden to educate neighbors about growing and sharing food. Jolly also is serving as a tree ambassador for PHS. At the Steele School site, Jolly started to build out garden beds and began offering programming including movie nights, fitness classes, and guided meditations. Tioga Hope Garden has continued to expand its operations and be a community asset offering outdoor meeting space for individuals, space to grow food, and pollinator gardens. We will support Jenia as well as the Tioga Hope Garden to become a Gardening Resource Hub where residents can access tools to promote networks of self-reliance including soil, plants and other important inputs for a successful growing season. Through this hub, neighborhood leaders will support home gardeners by providing both educational and physical resources.

PRIORITY LOCATIONS

Furtick Farms

Tioga Hope Garden

EARLY ACTION PROJECTS

Neighborhood Gardens Trust board approved moving forward with exploring a lease with the School District of Philadelphia for the Furtick Farm site and with the City for Tioga Hope Garden.

Jenia graduated from PHS Garden Tenders course.

Purple House participated and graduated from PHS Garden Tenders course in Fall 2020.

In August, volunteers worked with the Tioga Hope Garden to plant 40 new perennials as well as vines in the planter boxes on the new pergola that was installed using funds provided by the project. Pavers were also installed in the entryways of the garden.

In September, PHS co-hosted with Jenia, a community garden build day and panel at Furtick Farms.

Approximately 748 native perennials, shrubs, and small flowering trees were planted in three different locations in the Nicetown and Tioga neighborhoods. All the plants were donated from PHS Philadelphia Flower Show and were planted by PHS Staff and community volunteers from the neighborhood. These projects also provided the opportunity for local contractors to prep the space and for Tioga United to build their capacity to work with local garden maintenance.



4B. Sustain and Build Community Gardens:

Racially discriminatory policies and systematic disinvestment have exacerbated the ability of residents in Nicetown and Tioga to access fresh and healthy food. Over 40% of neighborhood residents live below the federal poverty rate, and rates of hunger are some of the highest in the city. The situation has only worsened as Black and Latinx communities across the United States are disproportionately experiencing the impacts of COVID-19 – including associated job loss and the need for greater food sovereignty. We will conduct outreach and offer informational sessions on how to start and sustain community gardens. Together with the Neighborhood Gardens Trust (NGT), we will advance paths towards more stable land tenure for current gardens and identify possible locations for future community gardens. Services will include: training and tools to neighborhood residents and garden leaders to effectively create and manage community; access to all components of the PHS community gardens programs which includes membership to the tool library, material and supply support; volunteer workdays; and technical support. We'll tap into local expertise and pay honorariums to encourage sharing of knowledge among neighbors as part of PHS's ongoing support to home and community gardeners on how to grow and harvest food. We will support gardeners in setting up farm stands to sell produce. We will host volunteer workdays. We will connect with local schools to incorporate school gardening into curriculums.



EARLY ACTION PROJECTS

During last growing season, PHS provided 35 fall container food gardening kits to residents in Nicetown and Tioga. Each kit included: six 15-gallon pots, seven bags of Bumper Crop Soil Builder, one watering can, gloves, four packs of vegetable seeds, one pack of cover crop, a transplant tool, one four-pound bag of organic fertilizer, a 50 foot roll of insect netting, and four market packs of assorted vegetables. At the end of the season, gardeners also provided an assessment of their gardening experience and knowledge that would help inform future work.

PHS staff provided training through Garden Tenders and follow up one-on-one to Furtick Farms and Purple House.

PRIORITY LOCATIONS

Furtick Farms

Tioga Hope Garden

Project HOME – Ray Homes

Purple House

Community Garden on 15th and Butler

Home gardeners

4C. Increase fresh food available at corner stores.

We will work to improve fresh food options at corner stores through The Food Trust's Healthy Corner Stores initiative. Currently, The Food Trust has one active corner store that is being supported in the Nicetown and Tioga neighborhood. PHS will work with The Food Trust to support the existing corner store and add more stores to the program. Based on current analysis of food access and capacity at The Food Trust, PHS and The Food Trust has set the initial goal of adding 2 new healthy corner stores.

4D. Educate with Neighbor-to-Neighbor Campaign.

Community members spoke about the high need for access to fresh healthy food, but also of a mistrust in the quality of food at local corner stores. PHS will provide educational events and other pop-up style events at corner stores, in community gardens and at other neighborhood events. This will be a collaboration with The Food Trust and community members to run strategic educational campaigns surrounding corner stores involved in the Healthy Corner Store initiative. We will work with collaborators and neighborhood groups to determine interests of residents and preference for workshop / education opportunities.

4E. Advocate for policies to support community gardening and urban agriculture.

PHS has been closely involved in the City of Philadelphia's Urban Agriculture Strategic Plan. Staff participate in the Urban Agriculture Steering Committee and provided Parks and Recreation's Urban Agriculture Director, suggested policies, and procedures to create a city more hospitable to urban agriculture. Current policies include systematizing key supports for community gardens and production sites throughout the city, creating workforce development opportunities as they relate to urban agriculture, institutionalizing urban food system curricula in schools, and creating more transparent avenues for land access to grow and harvest food.

4F. Connect with local schools and youth groups to encourage incorporating school gardening into their curricula.

Local schools and existing youth groups are a foundational element to the progress and future of any community. It is essential that PHS works to collaborate closely with schools and youth groups in efforts to connect with young minds and to work with the community. PHS staff will also promote and recruit individuals for its Green City Teachers learning course. Some schools and organizations that PHS has started to work with are:

- Cristo Rey School: Horizons Program, garden club, and internship program
- Mastery Charter School
- Steele Elementary
- Called to Serve CDC



5 Support Residents to Garden and Beautify Their Blocks

[Priorities met: reduce trash and litter, crime reduction]

5A. Support community work days for litter removal, gardening, and painting.

Residents spoke to the value of beautifying areas in the neighborhood to continue to develop neighborhood pride and ownership and to reduce trash and litter. To complement vacant land cleaning and greening, tree planting and community gardening, we will work with neighborhood residents in focus areas to conduct community work days that include gardening on applicable vacant land, community painting days on fences of LandCare lots, the painting of positive messaging on trash cans, and more. We will focus messaging on gun violence reduction, nature, health and wellbeing.

EARLY ACTION PROJECTS

In July of 2021, PHS worked with community members to plant 748 perennials, shrubs and small trees in 3 different sites in the neighborhood. The project included the addition of large planter pots, trash cleanup, and the addition of fence slats and garden fences. The sites, as identified by the community, included a historic block (Rowan Walkway), a vacant lot across the street and maintained by Tioga United, and an existing garden at Tioga Hope Garden. The planting day brought out 52 volunteers and 8 PHS staff to cover all three sites, and included music and performances by local DJs and a youth drumline group.

PRIORITY LOCATIONS

Proximity to other greening interventions from plan



5B. Create garden blocks.

Mobilize residents to plant and care for gardens, flower boxes, or container plantings in front yards and on commercial corridors.

PRIORITY LOCATIONS

Proximity to other greening interventions from plan

High foot traffic streets

5D. Uplift Neighborhood Champions.

Engage community members to uplift key neighborhood leaders and stories that paint the true narrative of Nicetown and Tioga. Throughout each neighborhood greening project and planting, PHS will work to highlight and uplift neighborhood stories and champions. Collaboration with the public art programs and local neighborhood artists will assist with murals and painting of LandCare fences that specifically highlight neighborhood champions.



In partnership with Nicetown CDC, Tioga United, and the Green Team, we will determine how we will evaluate success in a way that is meaningful to the stakeholders. We will seek a partner with evaluation expertise to lead us in a community participatory approach to evaluation.

The approach will include:

- A review and expansion of a list of published research that provides scientific evidence of best practices being implemented in the Love Where You Live plan.
- A logic model.
- Outcome measurement framework design.
- Designing surveys, focus group questions, etc.
- Establishing protocols for implementing evaluation framework.
- Implementing evaluation
- Analyzing results.
- Presenting learnings
- Applying the learnings to inform strategy towards greater impact.

We'll continue to pursue partnerships with research scientists to help build scientific evidence on social, economic and environmental impacts of this work and test best practices that will further improve health and wellbeing in Nicetown and Tioga.



JOIN US!

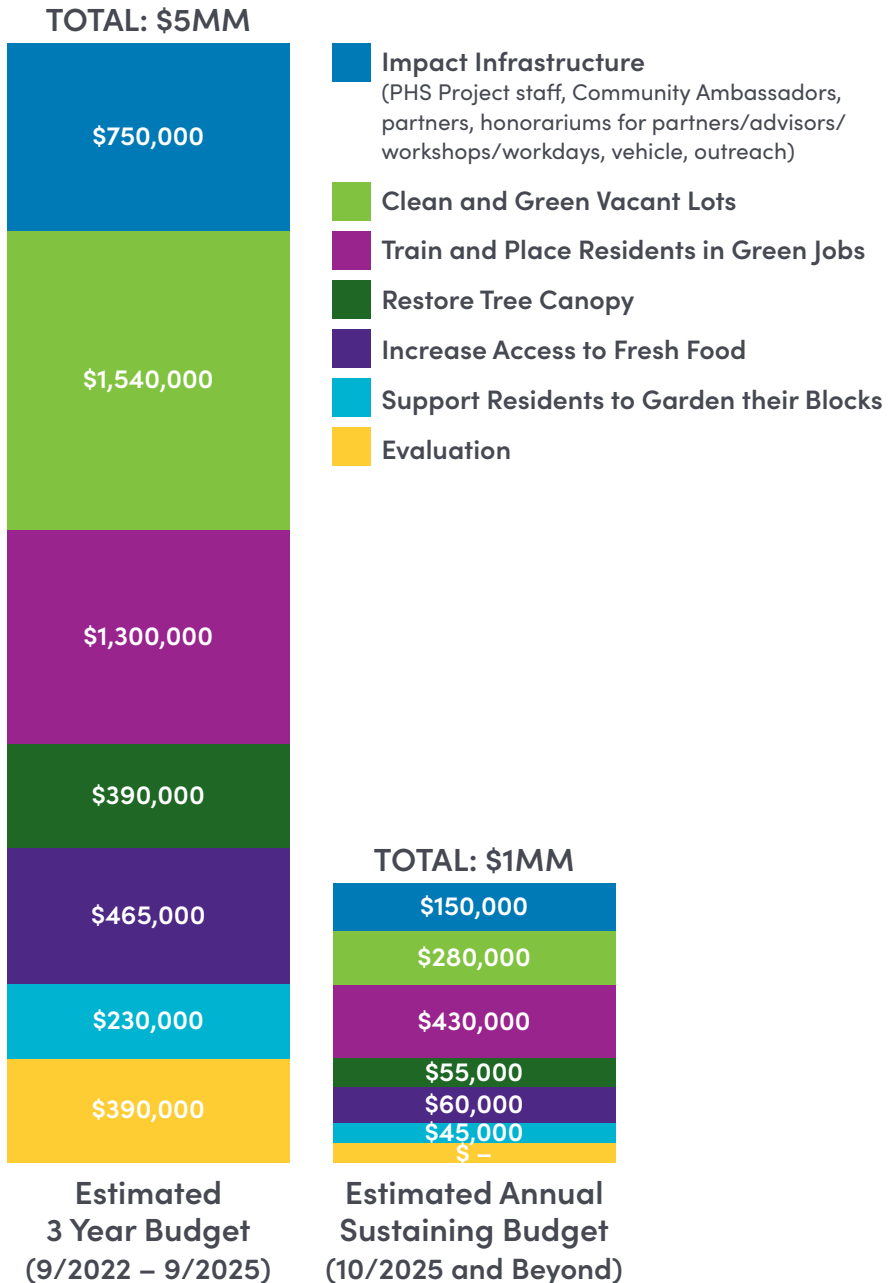
Please contact PHS-info@pennhort.org or 215.988.8800 to:

- **Donate to make this plan a reality**
- **Volunteer**
- **Request a tree for your home or business**
- **Share your priorities for gardening to improve health in Nicetown and Tioga**
- **Be connected to job and training opportunities**

Investing in the Community

Plan implementation is estimated to cost about \$5 million dollars from September 2022 – September 2025, with about \$1M in estimated annual sustaining costs required each year from October 2025 and beyond. In implementing the Love Where You Live greening plan for Nicetown and Tioga, PHS, Nicetown CDC and Tioga United will continue to prioritize spending money with local businesses, contracting with community organizations, and hiring neighborhood residents.

Please reach out to PHS-info@pennhort.org and [215.988.8800](tel:215.988.8800) to discuss specific funding needs and opportunities.



APPENDIX A: NICETOWN AND TIOGA GREEN TEAM MEMBERS

Founded in 1827, the **Pennsylvania Horticultural Society** (PHS) works with a diverse community of people and partners to advance the greater good, with a keen focus on creating healthier living environments, increasing access to fresh food, expanding economic opportunity, and fostering meaningful social connections. PHS leads community greening efforts in more than 250 neighborhoods throughout the Greater Philadelphia region. Additionally, PHS utilizes a network of public gardens and landscapes; gardener engagement programs; and the Philadelphia Flower Show and other public events to achieve its mission of advancing the health and well-being of people through horticulture.

Over the years, PHS has built strong relationships with residents and community organizations throughout the City of Philadelphia and beyond. **Nicetown CDC** and **Tioga United** are two organizations that have collaborated closely with PHS to deliver a long-lasting impact on their communities. PHS has worked with both of these organizations as stakeholders in the creation of this plan, as well as connected us to community members within the neighborhood. **Through this initial outreach we formed a Steering Committee of community leaders that met monthly with the purpose of guiding the planning process and connecting PHS to additional residents and community-based organizations and institutions.**

Nicetown and Tioga Green Team Steering Committee Members:

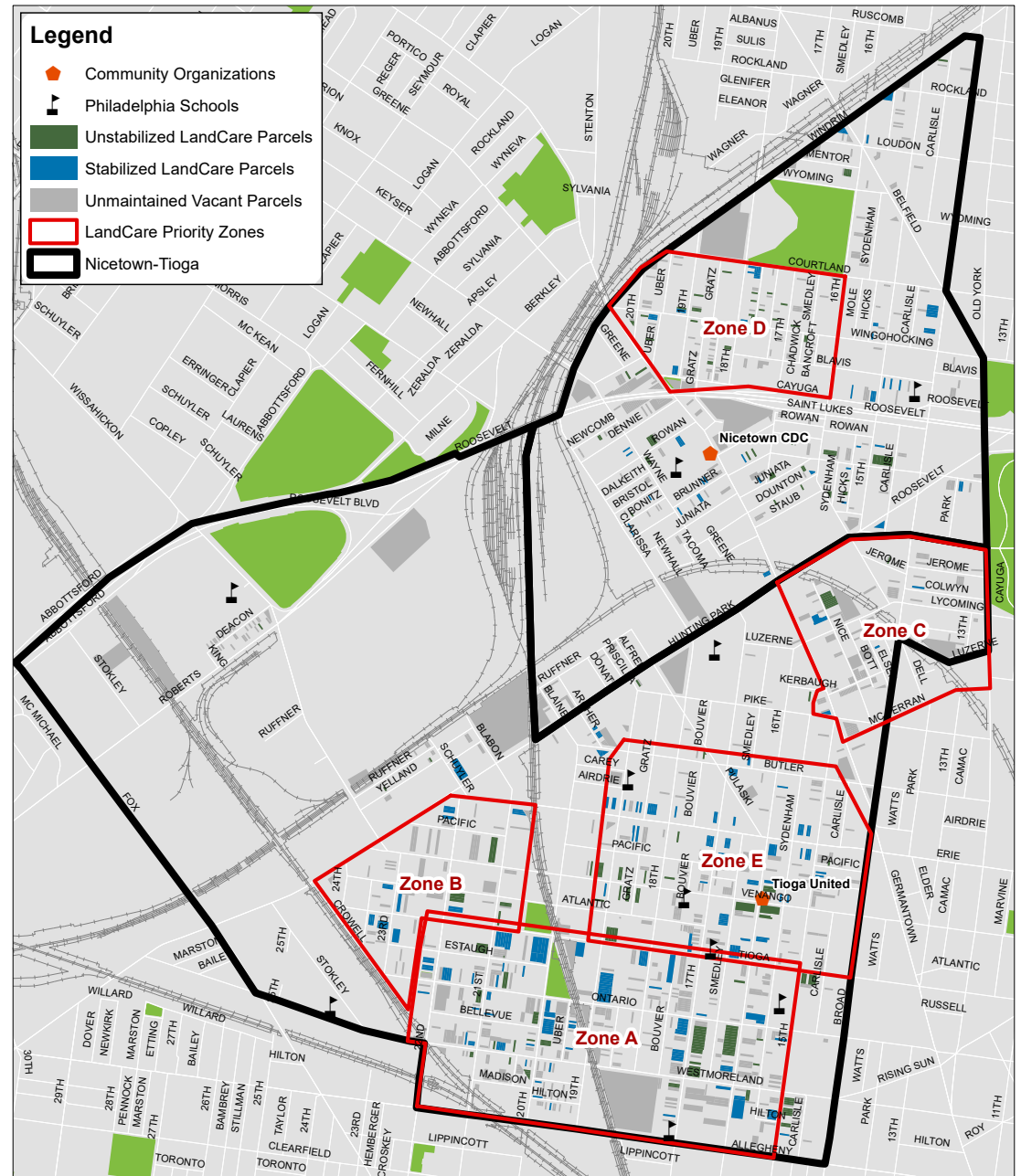
- Safiyah Abdul Latif
- Kezia Barnes
- Carolyn Booker
- Joyce Brooks
- Erma L. Bryant
- Sister Mary Catherine
- Teresa Duncan
- Veronica Holman
- Patricia Jamison
- Jenia Jolley
- Kimpedro
- Barbara Ledbetter
- Dr. Renee Norris-Jones
- Donnell Powell
- Majeedah Rashid – Nicetown CDC
- Juanita Stevenson – Tioga United
- Verna Tyner – Tioga United
- Estelle Vaughn
- Solomon Williams – Nicetown CDC



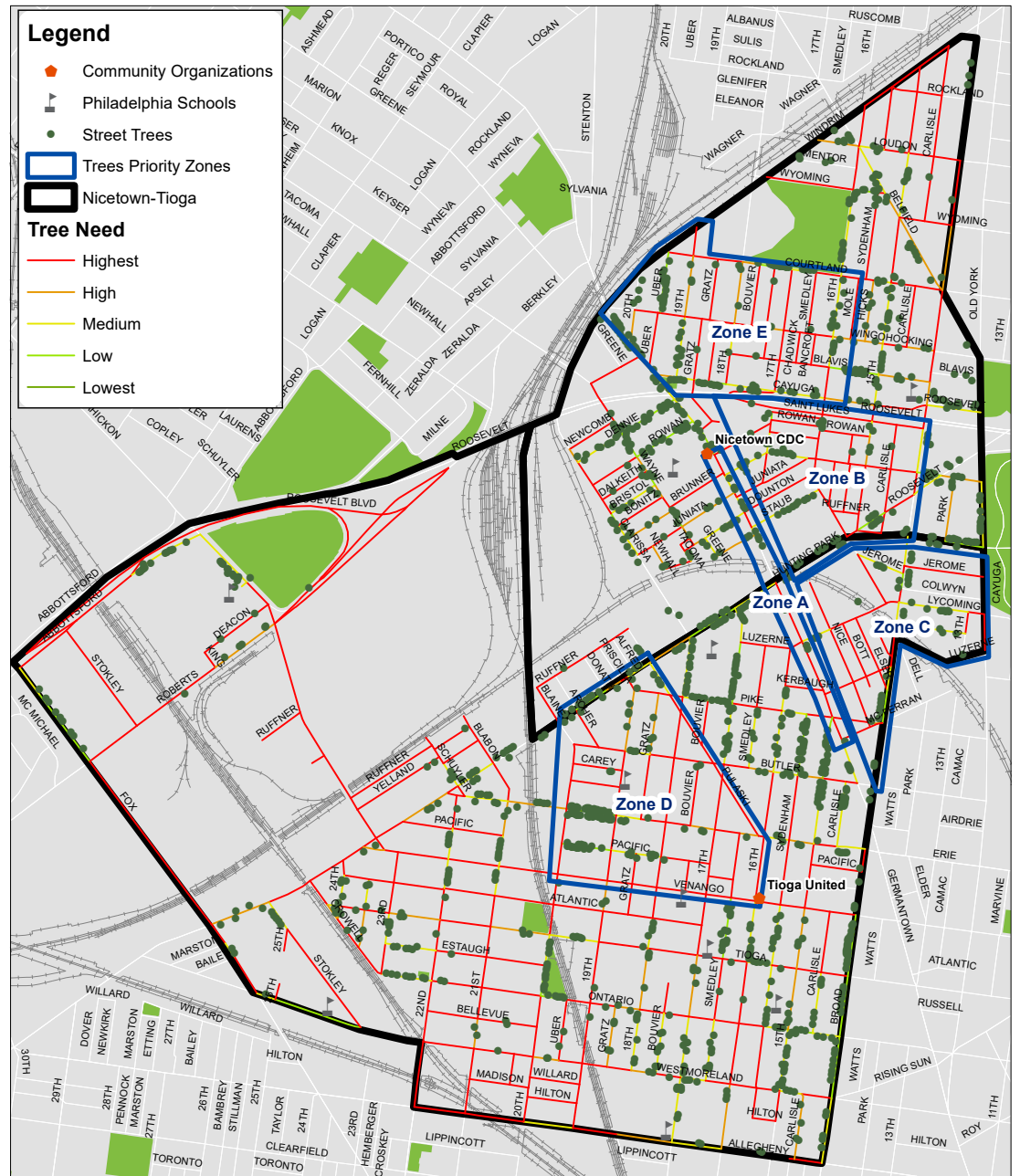
APPENDIX B: LIST OF EXISTING AND POTENTIAL PARTNERS

NEIGHBORHOOD-BASED	GOVERNMENT-BASED	CITY-WIDE
Nicetown CDC	City of Phila – DHCD	Mural Arts Program
Tioga United	City of Phila – Community Life Improvement Program	Neighborhood Gardens Trust
North 10th	City of Phila – Office of Sustainability	The Nature Conservancy
Nicetown Tioga Improvement Team-RCO	City of Phila – Managing Director’s Office	Philabundance
Called to Serve CDC	City of Phila – Water Dept	Philadelphia Health Management Corporation
Men of Courage/ Team Inc	City of Phila – City Planning	Philadelphia Orchard Project (POP)
Bringing Everyone Together (BET)	City of Phila – Commerce Dept	Philly City Repair
Zion Baptist Church	35th Precinct Police District	Penn Medicine’s Urban Health Lab
Mercy Neighborhood Ministries	39th Precinct Police District	Positive Movement Drill Team
Project HOME	Beautification and Litter Task Force with Commissioner Williams	The Food Trust
Eagles Wings Church	Councilperson Cindy Bass	TreePhilly
Cristo Rey School	Councilperson Kendra Brooks	Trust for Public Land
Steele Elementary School	Office of Reentry Partnerships	
Mastery Grover Cleveland School	Rebuild Program	
Mastery Gratz High School	US Forest Service Philadelphia Field Station	

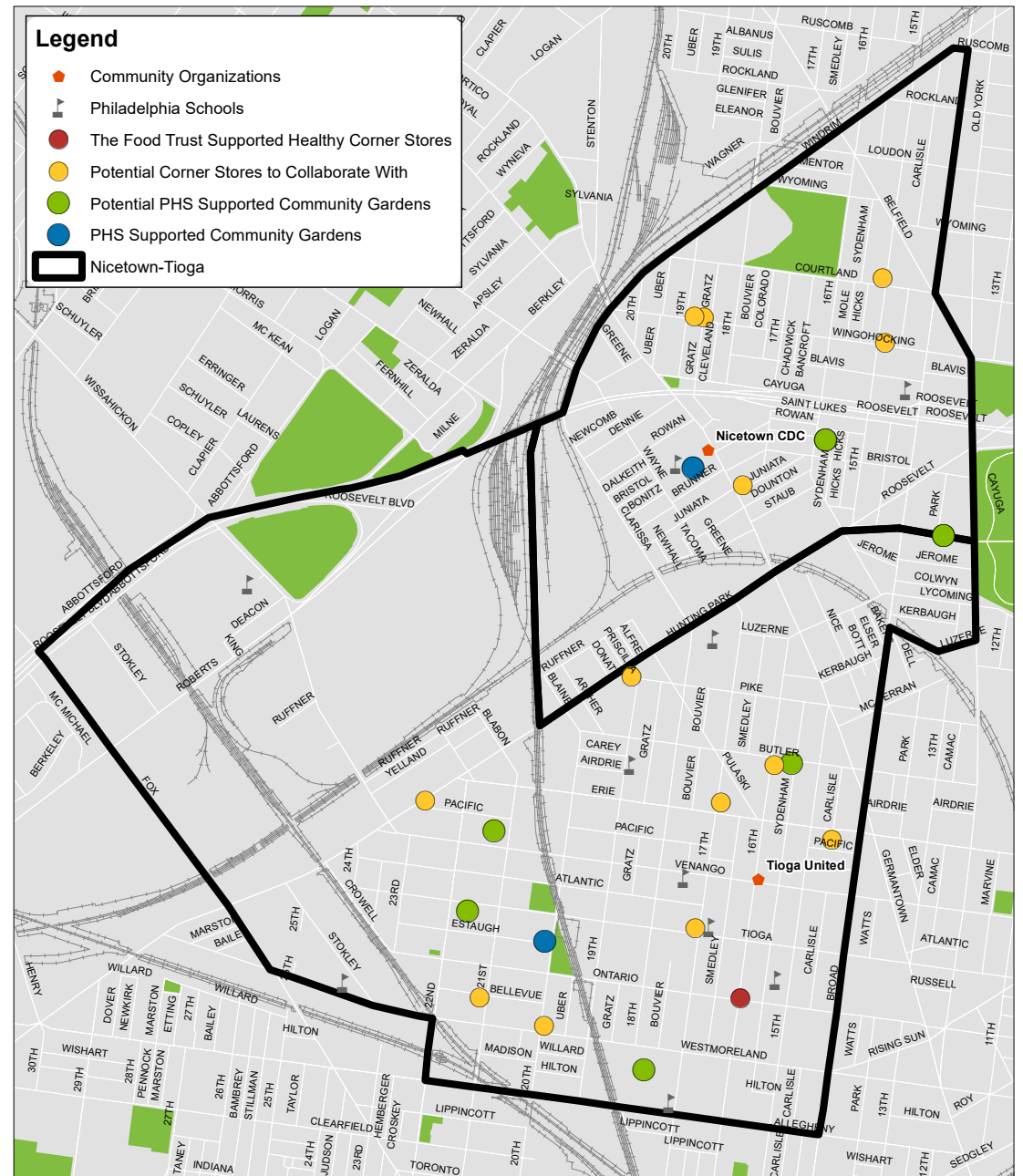
Vacant Land Priorities January 2022



Tree Priorities January 2022



Garden and Food Priorities January 2022



LOVE WHERE YOU LIVE

The Nicetown and Tioga Love Where You Live Greening Plan represents a transformational opportunity to connect neighbors and garden to improve health and well-being in these beautiful and historic Philadelphia communities.

JOIN US IN MAKING IT HAPPEN.

Contact: PHS-info@pennhort.org • 215.988.8800



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