



Dwight Evans' Plan for a A Greener Philadelphia – Block by Block

I am running for Mayor to make Philadelphia a safer city. We cannot achieve any of our other goals – raising families, putting food on the table, creating wealth and economic growth, developing the ideas of the future, and making life better – unless we first make Philadelphia a safe place to live, work, build a business, and bring up children.

That's why I have been working to make Philadelphia safer for years – and why I have issued the most comprehensive plan for ending crime and violence of any mayoral candidate.

But making Philadelphia safer does not just mean cracking down on crime – it also means creating opportunity and hope for a better future and providing the education necessary to achieve it for all our young people. That's why I have worked for years to improve Philadelphia schools and was the first mayoral candidate to release a far-reaching plan to improve education in our city.

I have long believed, however, that we must go even further and create a better overall environment in our city. We are all products of our environment, and if we want children to grow up to be healthy and wholesome members of society, they need to grow up and live in a healthy and wholesome environment.

How we maintain our environments – our buildings as well as our natural environment – directly impacts the safety of neighborhoods. If we don't respect the City around us, others are less likely to respect it. The appearance of the environment around us also affects how criminals perceive whether a neighborhood will be inhospitable toward criminal behavior. Crime experts James Q. Wilson and George Kelling suggest that when a neighborhood's appearance is allowed to deteriorate –

broken windows and lights left unrepaired, trash not picked up, graffiti not cleaned up, cars abandoned on the street – residents begin to feel more vulnerable and withdraw. They become less likely to intervene and maintain public order, which in turn emboldens those who are inclined to commit other acts of vandalism or disorder, which causes law-abiding residents to withdraw further. This spiraling down then may attract outsiders into the area by creating the perception that disruptive or criminal behavior is less likely to be dealt with here.

Studies also have shown that when buildings and residences are well-maintained and landscaped, this communicates an active sense of ownership and presence. Trees within residential areas create the perception of an environment that is more attractive and safer than areas without trees. By tending to our environment – the natural as well as the built environment – we may well contribute to the creation of areas that will not allow crime and disorder to flourish.

All of these concerns and opportunities came together for me in a program I helped to get started several years ago. I worked with Morris Arboretum to start a program that takes young people and teaches them how to care for trees, shrubs, and other living things. But more than that, it also helps them learn job skills like how to start and run a small business by providing gardening and lawn care to residents in other parts of the City. Instead of resorting to street crime, as do some of their peers, these kids are learning a useful trade, they are making money, finding opportunity and hope for their futures, and are making our city a healthier and more beautiful place. Perhaps most importantly, they are also sharing in the City's well-being. We also have expanded this successful program to the Awbury Arboretum in an exciting new partnership with students from Martin Luther King Jr. High School and other youth throughout the City.

This can serve as a model. We can reduce crime and delinquency, we can create economic opportunities, we can put more money in the pockets of Philadelphia families, and we can create a better environment – literally and figuratively – for all our children to grow up, all our businesses to grow more prosperous, and all our citizens to come together not just in common dwelling but in common purpose as well.

In doing so, we can even lead the way for the entire country, encouraging a more sustainable way of life and an economy less dependent on foreign energy resources – resources which too many of our young people, particularly from the neighborhoods and streets of cities like Philadelphia, have been asked to give their lives to protect.

In 1776, America declared independence here in Philadelphia; in 2007, we can declare America's independence again here in Philadelphia by striving to become the nation's urban leader in clean energy and clean technology, creating higher wage jobs in sustainable industries.

Here's my plan to get us there.

Starting at the Grass Roots – Literally: Philadelphia Conservation Corps and Other Urban Landscaping Opportunities

We can improve Philadelphia's environment with those who need and stand to benefit most from healthy, uplifting surroundings that offer hope of improving one's own life: our young people. The program that I helped to start at Morris Arboretum with \$100,000 in state funds trains Philadelphia youth in lawn care and landscaping. Not only do these youth learn about environmental issues, but they also learn about entrepreneurship and business development. A similar program by a non-profit organization in Rhode Island provided lawn-cutting services and landscaping to the private sector and provided job training and equipment to the employees who moved up a career ladder of sorts from simple grass-cutting, to landscaping design, to more sophisticated design products.

We need more young Philadelphians to grow up learning both economics and aesthetics, both self-respect and respect for their surroundings. As Mayor, I will expand this sort of environmental training program citywide.

In addition to expanding the Morris Arboretum program, I will seek to create a Philadelphia Conservation Corps. This program will be a summer youth employment and training program that will require participants to contribute to better environmental stewardship and learning. This program will fund jobs for hundreds of youth who will help plant trees and flowers, enhance neighborhood cityscapes, and otherwise maintain the City's public parks and open spaces. In addition to teaching youth about the value of showing up on time for work and the dignity of a hard day's work, the Philadelphia Conservation Corps will help youth grow to appreciate different parts of Philadelphia in ways they might never have imagined. They will know that their efforts have helped contribute to a more beautiful and more secure Philadelphia.

Bringing Green into the Daily Lives of Philadelphians

All Philadelphians could use a little more green in their lives – from well-landscaped neighborhoods to fresh vegetables on their kitchen table. Here are a few initiatives I will pursue as Mayor that will effect Philadelphians starting right on their own blocks.

Create a City of Trees: A Plan for Treevitalizing Philadelphia

The City can do many things to help residents live greener lives – literally.

An important starting point is the planting of trees. In addition to contributing to a feeling of safety and livability, studies regarding the benefits of urban trees have found:

- Trees absorb carbon dioxide – a major source of the greenhouse effect that contributes to global warming. One healthy tree can remove 13 pounds of carbon from the air each year, while an acre of trees can remove 2.6 tons of carbon per year.
- Trees have a positive cost-benefit. One study found that every \$1 spent to maintain trees returned \$2.62 in benefits, including energy savings by shading homes and buildings on hot days, air pollution control, and reduced storm water runoff and soil erosion. Other studies have found even higher cost-benefits.
- Trees contribute to traffic safety. Tall trees make streets feel narrower, which encourages drivers to slow down, while closely spaced trees help slow drivers down by increasing the perception of speed.
- Trees help our streets. Asphalt roads last longer and need less frequent repair when protected by shade from trees.
- Trees add value to homes. Studies have found that trees can add up to 15 percent to residential property values.
- Trees add value to businesses. One study found that businesses on treescaped streets have 20 percent higher income streams.

As a state legislator, I recognized these benefits and provided over \$1 million in funding to plant trees in Philadelphia. Because trees provide so many benefits, as Mayor, I will challenge Philadelphia to plant 50,000 trees within City limits during the next four years. I will work with private donors and businesses, our utilities, the Fairmont Park Commission, the Recreation Department, the Managing Director's Office, and Philadelphia's network of community development corporations to help fund and publicize this effort and to encourage community-wide participation.

Invest in Philadelphia's Tremendous Asset: Fairmount Park

One of Philadelphia's greatest assets has been neglected, politicized, and underfunded for far too long: the Fairmount Park system. With over 9,200 acres, it claims 10% of the land in Philadelphia and has been called "one of the largest urban parks in the country." It is a tremendous natural resource that gives Philadelphia an inherit advantage in attracting businesses, provides countless Philadelphians with an enhanced quality of life, and offers a green oasis that helps make Philadelphia the greatest city in the nation.

But it is clear that we have not recognized Fairmount Park for the treasured asset that it should be. The Fairmount Park system has often been forced to wait at the end of the line when it comes to receiving the funding it needs and deserves. The members

of the Fairmount Park Commission have traditionally been selected in secret meetings by political insiders and with virtually no public input or accountability. In addition, we have not maintained the parks commensurate with the benefits they provide the city; this has resulted in well-documented abuses such as illegal dumping, uncut grass, and deteriorating facilities.

This simply will not be acceptable to me as Mayor. I will recognize and invest in our park system in levels appropriate to the precious resource that it is. As Mayor, I will seek to find a dedicated revenue stream that will provide predictable funding for the Fairmount Park system. Pennsylvania funds its state park and recreation network through a dedicated revenue stream called the Keystone Recreation, Park and Conservation Fund. Funded by 15% of the Commonwealth's real estate transfer tax fund, these resources provide a stable and consistent funding stream for our state's park system. Philadelphia should model this predictable funding and provide long-overdue dedicated funding to our parks.

As Mayor, I will also lead the charge to change the Home Rule Charter to allow for a more inclusive and transparent appointment process for the selection of members on the Fairmount Park Commission. I will seek to end the days of secret selections for these critical positions and instead require the appointment of experienced professionals who will provide dynamic leadership in helping our park system reach its full potential. I will also require the input of a diverse group of advocates, friends of the park system, and other experts in selecting who serves on the Commission.

The Fairmount Park system is one of Philadelphia's greatest natural resources. It is fair time we treat it as such.

Design Urban Greenspaces: Planting Community Gardens

Generations ago, our government used to ask all citizens to make sacrifices during times of war in order to contribute to the war effort. One wartime contribution helped connect city residents to the land and their environment: the planting of victory gardens. These community gardens, which often used vacant lots and small city-owned parcels of land, enabled people to plant their own vegetables and flowers. Many urban community gardens endured long after the wars ended because residents so enjoyed tending to their own plot of land, eating fresh vegetables, and producing beautiful flowers and plants.

This certainly was the case in Philadelphia, which has a long history of community gardening. Even before the start of the 20th century, the Philadelphia Vacant Lot Cultivation Association provided space at 56th and Haverford for community gardening. During World War II, victory gardens were planted in Fairmount Park and other locations throughout the City. Following the war, the Neighborhood Gardens Association and Pennsylvania Horticultural Society sponsored programs that enabled community vegetable gardens to flourish in lots throughout Philadelphia.

As Mayor, I would like to encourage the development of more community gardens. Community gardens currently can be found in neighborhoods like West Philadelphia, South Philadelphia, Point Breeze, Fairmount, Germantown, Spring Garden, Kensington, North Philadelphia, and Northern Liberties. I will work with neighborhood organizations, businesses and City agencies to identify potential space and resources to help gardens grow and flourish in all parts of Philadelphia.

Develop Urban Greenspaces: A Green Skyline Initiative

In addition to creating community gardens in vacant lots and other places on the ground, I will champion a Green Skyline initiative to plant gardens and green spaces on building roofs throughout the City. Green roofs are gardens of plants and soil that are placed on a waterproof covering on the roof of a building. They typically include drainage and irrigation systems as well as a barrier to prevent plant roots from penetrating the building's roof. In addition to bringing aesthetic beauty to an unusual place, green roofs have many tangible benefits. They reduce the so-called urban heat island effect. Cities typically are hotter than surrounding areas in the summer time due to the sunlight that reflects off the hard surfaces of roofs and pavement. Green roofs cool buildings during the summer and even reduce energy use by decreasing the amount of air conditioning needed to cool the building. Green roofs also reduce storm water runoff, improve urban air quality, provide sound insulation, and can extend the life of building roofs.

Cities like Chicago; Portland, Oregon; New York City; and Los Angeles already have similar programs, and even the City Halls in Chicago and Atlanta have green roofs. There aren't many green roofs in Philadelphia yet, although Temple University, the Schuylkill Center for Environmental Education and the Fencing Academy of Philadelphia have planted green roofs.

Through my Green Skyline initiative, as Mayor, I will encourage the development of green roofs on parking garages, City buildings, and other facilities. I will task City agencies to see how they can contribute to this effort either by identifying land or facilities suitable for such gardens or connecting neighborhood residents and businesses with this new community gardening effort. I also will educate building owners and businesses about the benefits of green roofs and encourage them to develop green roofs on their buildings as well. In addition to the benefits I have already mentioned, there are potential money-making and money-saving opportunities. The Fairmount Waterfront Hotel in Vancouver, Canada, for example, saves an estimated \$30,000 a year in food costs by raising herbs, flowers, and vegetables on its roof. But green roofs also may qualify for tax credits under the Energy Policy Act of 2005 as an energy efficiency building upgrade and may offer the potential for producing tradable greenhouse gas offset credits.

Finally, as both of these urban greening initiatives move forward, I want City agencies to participate in the development of a broader environmental stewardship program to educate youth, residents, and businesses about ways to improve their natural surroundings through native plantings, composting, and other landscape design initiatives. Local community gardens and green roofs can provide hands-on opportunities to demonstrate how the planting and care of small gardens and green spaces can offer innumerable benefits and beauty, even in the most unlikely places.

Eat Green: A Regional Fresh Food Initiative

Besides connecting Philadelphians with the land, community gardens produce a tangible product: fresh vegetables and healthy foods. The availability of fresh vegetables and fruit is essential to good health and well-being, and yet many urban residents don't have easy access to fresh, unprocessed foods and are forced to shop at small convenience stores.

Under my leadership, the Pennsylvania Legislature appropriated \$30 million between 2004 and 2006 for the Pennsylvania Fresh Food Financing Initiative. This program has helped open new supermarkets and grocery stores in underserved communities across the state. Together with The Food Trust and the Greater Philadelphia Urban Affairs Coalition, The Reinvestment Fund (TRF) formed a public-private partnership to support the initiative. Using the state funding to attract private dollars, TRF is growing those initial state funds into a \$110 million multi-faceted pool, which will help finance supermarkets and other grocery retailers, creating hundreds of jobs. Last year, the federal government recognized the success of this initiative by bestowing a 2006 National Award for Smart Growth Achievement. This national award program is administered by the Environmental Protection Agency and recognizes outstanding approaches to development that expands economic development opportunities, enhances quality of life, and preserves the natural environment.

As Mayor, I will continue to build upon these successes and encourage new groceries and supermarkets to open in our underserved neighborhoods, bringing jobs and healthy foods to previously underserved Philadelphians. I also will work with outstanding organizations like the White Dog Café Foundation to explore what partnerships can be created and sustained under the FFFI to support locally-owned businesses and farms.

Create Neighborhood Farmers' Markets and Fresh Food Co-Ops

We can and must do more to bring fresh foods into our neighborhoods. I will work with neighborhood associations and farmers in Bucks, Montgomery, Berks, Chester, Delaware, and Lancaster Counties to create regular farmers' markets in neighborhoods throughout Philadelphia. This helps farmers by providing a new market for their products while bringing a new source of fresh vegetables, fruits, herbs, and baked goods directly into neighborhoods.

The City also should work with the School District to establish school-based food-buying clubs and cooperatives at schools through Philadelphia. Our schools have large kitchens, refrigerators, and freezers that go largely unused on weekends and during the summer time. These can be used to keep foods fresh until they are sold. I will work with the School District on this joint use initiative, which is consistent with my larger vision for making school facilities the hub of community activities in our neighborhoods. By creating school-based food-buying clubs that are owned and operated by community organizations, we can help bring lower-cost fresh, nutritious vegetables, fruits, and baked products into our communities, improving the health and well-being of our residents.

Finally, I want to be sure that the School District of Philadelphia is doing everything possible to buy and use fresh, local produce. We should not be content simply to procure food for our schoolchildren from large food distributors. As Mayor, I will request that the Division of Food Services work with the District's Office of Procurement Services to expand purchasing from regional farms, bakeries, and even supermarkets and grocery stores that participate in the Fresh Food Financing Initiative and my proposed school-based food buying clubs.

Improving Environmental Outcomes in Every Neighborhood

Sometimes environmental issues involve entire neighborhoods. Just as the planting of trees and the improvement of green areas can improve the environment of a neighborhood, the presence of environmental problems such as air-polluting power plants, brownfields, and traffic congestion can harm the residents and reputation of a neighborhood. To ensure that *all* neighborhoods benefit from healthy environments and none bear a disproportionate burden of environmental problems, as Mayor, I will pursue the following initiatives:

Deliver Environmental Justice and Develop Environmental Benefits Districts

As Mayor, I want to bring a new vision of Environmental Justice to Philadelphia. First, I will send a clear message that underserved areas are not environmental dumping grounds. I will direct all City health, environmental, air quality, and consumer protection agencies to develop a coordinated campaign to bring certain businesses, such as automotive paint and body shops and gas stations, into compliance with environmental regulations to reduce emissions and discharges in neighborhoods. Fair enforcement of environmental laws and excellent maintenance of city parks and playgrounds should take place in every neighborhood, not just the most affluent neighborhoods.

But second, and perhaps more importantly, I believe that real environmental justice begins with economic justice and jobs in every neighborhood. As Mayor, I will create an Environmental Benefits District program that will be community-based and will

bring together city and state government agencies, businesses, and residents to identify environmental concerns that need to be addressed within a geographic area and work together to solve problems. Identified problems that need to be addressed might include local air quality issues, the existence of brownfield sites, too many old diesel buses, or decaying infrastructure. In addition, I will ask these local community-based Environmental Benefits Districts to work with our City economic development planners to identify the types of clean technology, health care, high-tech or other jobs that they would like to attract to their neighborhood. A lead City agency will bring together the regulatory, policymaking, and funding power of other agencies to identify policies, programs, and other approaches that can help solve the district's problems. By taking this kind of pro-active approach that allows communities to identify environmental problems and define economic goals at the same time, we can avoid conflicts that arise when plant or business expansions are proposed without any community input or planning.

Rather than pursuing an Environmental Justice approach that can inadvertently red-line the areas needing help by requiring extra permitting, research, and work before any investments can be made there, this proactive, project-driven approach quickly will solve environmental problems without encouraging businesses to move into other nearby cities or states. Federal and state funding tends to reward projects involving cooperation and shared resources from a variety of agencies. By directing City agencies to work with businesses and neighborhood organizations to identify particular projects that would benefit environmentally-challenged areas and to leverage federal and state dollars to increase the funding pot to produce better environmental and social results, Philadelphia neighborhoods will have a better chance of getting funding to solve environmental problems.

For example, a partnership in East Baltimore, Maryland persuaded the U.S. Environmental Protection Agency to provide funding, which the City then augmented with state and other funds to buy new natural gas-powered buses that produced much lower emissions. The new bus purchases were a win for the environment because the new buses running routes in East Baltimore created much lower levels of emissions as well as a win for the community because they got the new buses and changed some of the routes to make them more effective for the purposes of local transportation to jobs.

This environmental benefits district approach will help bring more, not less, resources into an environmentally-troubled area. By using partnerships to focus on solutions, these projects tend to move to the top of the list when federal Clean Air Act and transportation funding is available, and I want Philadelphia neighborhoods to have the best shot at solving existing environmental problems.

Promote Smart Growth through the City’s Planning and Development Processes

One way to preserve environmental assets like open spaces and parks as well as reduce the harmful effects of economic and population growth is to use so-called “smart growth” planning principles within City development strategies. Studies also repeatedly show that “smart growth” cities with less traffic and congestion have healthier economies and a higher quality of life. To encourage economic growth that benefits and does not harm our neighborhoods, as Mayor, I will direct City agencies to use development approaches that:

- Offer a fast-track permitting process when businesses and manufacturers propose to develop environmentally beneficial businesses such as the manufacturing of clean energy technologies like wind turbines. So long as these businesses comply with local smart growth plans and policies, they will receive expedited consideration and approval of all necessary permits and licenses needed to grow the business.
- Give priority to certain types of smart growth development projects, including infill development, multi-use properties in urban neighborhoods, and mixed-income housing. The City also should grant a “permit by right” if the development project is not opposed by community groups. These efforts would allow developers of the desired projects to obtain needed permits and licenses more quickly and with more certainty, encouraging investment.
- Require all development projects, whether residential, retail, commercial, or industrial, to incorporate transportation impact assessments and planning to reduce the likelihood that any project will contribute to greater traffic congestion. Those projects that do should be required to remedy those problems, including funding public transportation solutions.

Require Fair Share Principles in Economic Development, Transportation, and Energy Policies and Planning

Principles of environmental justice dictate that all areas of the City bear the responsibility of supporting necessary infrastructure such as power plants, bus depots, and waste-handling facilities. I will direct the City planning and economic development agencies to develop fair share rules that address the full spectrum of public facilities in Philadelphia. I intend to apply fair share principles to siting and permitting decisions, which would be evaluated on their consistency with community-based plans and be subject to environmental review and environmental justice analysis.

Enforce Environmental Regulations Such as Air Quality and Soil Contamination, in All Parts of the City

In addition to encouraging partnerships and collaboration to reduce environmental problems in underserved areas, we also must send a clear message that underserved areas are not environmental dumping grounds. As Mayor, I will direct all City health, environmental, air quality, and consumer protection agencies to develop a coordinated campaign to bring certain businesses, such as automotive paint and body shops and gas stations, into compliance with environmental regulations to reduce emissions and discharges in neighborhoods. My intent is not to unfairly target or harass Philadelphia businesses. Rather, I want to work proactively with them and their trade organizations to recognize and eliminate problems without resorting to regulatory or legal action. But businesses that refuse to address environmental problems in a timely fashion will face swift and certain action by the City.

Promoting a Greener Philadelphia: Helping People Help Themselves

I want to make Philadelphia a national leader in not just tackling environmental issues block by block and neighborhood by neighborhood but also in developing public policies that promote a greener City as a whole. Putting first things first, the City needs to enable Philadelphians to contribute to this process in their own individual way. In doing so, the City can help Philadelphians put more money in their pockets while producing positive environmental results. As Mayor, I will:

Expand Low Interest ENERGY STAR Loans to Help Homeowners Reduce Fuel Costs

Last year, the State Treasurer unveiled a “statewide” initiative called the Keystone Home Energy Loan Program (Keystone HELP) to promote energy conservation and reduce home heating bills. So far, however, the program has only been implemented in western Pennsylvania. Through this plan, the Treasury Department will invest up to \$20 million to help Pennsylvania homeowners borrow money at low interest rates to purchase energy-efficient heating systems and to make other ENERGY STAR improvements to their homes that will conserve energy and reduce heating and cooling costs. ENERGY STAR-designated products meet strict energy guidelines set by the Environmental Protection Agency and U.S. Department of Energy and help save energy and money. Examples of ENERGY STAR purchases and home improvements that are eligible for Keystone HELP loans include furnaces and boilers, heat pumps, thermostats and controls, central and window air conditioning units, dehumidifiers, ventilation systems, insulation, siding, windows, skylights, doors, ceiling fans, and lighting equipment and controls.

The Treasurer’s \$20 million investment in the Keystone Home Energy Loan Program provides working capital for AFC First Financial Corporation of Allentown to offer unsecured loans with a 10-year repayment period at 7.99% interest to finance the

purchase of ENERGY STAR-certified appliances, products, and equipment. Low-income homeowners are able to obtain loans at an even lower rate of 5.99% interest. This provides a much better deal for the purchase of ENERGY STAR equipment than most consumer lenders, credit cards, and home improvement stores. AFC First's ability to substantially reduce its rates to homeowners is based on funding of a loan-loss reserve that has been provided by the state government. I helped secure the funding for this reserve from Pennsylvania Economic Development Authority and the Department of Community and Economic Development.

Given my personal involvement in the development of this program, as Mayor, I will see to it that this worthy state program is expanded to serve Philadelphia homeowners, as it would reduce energy use and pollution, increase energy independence, save money, create construction jobs, and expand low-interest capital that will improve the performance of and increase the value of Philadelphia homes.

Raise Public Awareness about No-Cost and Low-Cost Ways to Improve Energy Efficiency and Reduce Carbon Emissions

I will use the power of the Mayor's Office to educate businesses and residents on the many no-cost and low-cost ways that they can use energy more efficiently and save money on their utility bills. I will partner with home improvement stores, utilities, and manufacturers and retailers of energy efficient appliances and products to sponsor energy efficiency fairs, public contests, and other efforts to spread information regarding the importance and benefits of energy efficiency. I will require City agencies to include tips on energy efficiency in regular mailings, newsletters, websites, and other communications with the public and businesses. I will challenge businesses to meet or exceed efforts by City agencies and facilities to cut energy consumption and greenhouse gas emissions and publicly acknowledge and celebrate outstanding successes.

Another strategy to arm consumers and businesses with energy saving information is to better publicize the work of Philadelphia's Neighborhood Energy Centers (NECs). Eleven NECs serve as one-stop shops and provide a range of low-income energy services, including preventing utility shut-offs, finding energy assistance grants for low-income residents who are struggling to pay their bills, and energy education programs. Working with Governor Ed Rendell and Senator Vince Fumo, we recently provided \$500,000 to Philadelphia's network of NECs to support its important work.

As Mayor, I will seek to bolster the work of these neighborhood centers by developing innovative partnerships between the NEC's and the manufacturers and retailers of energy efficiency appliances and products. By partnering with retailers like Home Depot, Lowe's, and Ace Hardware, as well as manufacturers of energy efficient home products like General Electric, Kenmore, and the like, we can help more residents

make their homes more energy efficient, putting money in their pockets and saving energy and water.

Further, I will seek out partnerships with unions such as electricians, plumbers, and other contractors, to participate in training programs for those who are willing to serve as apprentices and to learn about retrofitting homes for energy efficiency. By learning how to do things like install efficient home lighting and electrical panels, overhead fans, whole house fans, boilers, and energy efficient windows, or repair air conditioning or heating systems, apprentices can learn job skills that can be used in productive and lucrative careers.

By educating consumers and businesses and then challenging them to take action, sometimes by working in partnership with them, sometimes by using the “bully pulpit” of the Office of the Mayor, all of us can help Philadelphia take control of its energy and environmental destiny.

Fix the Philadelphia Gas Works

For far too long, the political “leadership” in Philadelphia has either practiced avoidance behavior or so mismanaged the Philadelphia Gas Works (PGW) that we literally find ourselves on the brink of a catastrophic failure. Starting in the 1970’s, PGW has been consistently beset with political mismanagement, confusing and duplicative regulations, and a lack of investment. The current professional management team at PGW is doing the best they can under the circumstances, but they face insurmountable facts. In an effort to address \$1 billion debt and other past management failures, PGW has proposed a rate increase of \$100 million, or more than \$150 a year for the average residential heating customer – a “solution” that is unacceptable to me due to the disproportionate financial burden placed on lower income Philadelphians.

The City does not appear to have the capacity or ability to fix PGW’s problems, and the State does not have the authority to fix them under current law. Therefore, I have introduced legislation that would enable the state Public Utility Commission to take steps to help fix the Philadelphia Gas Works. I have also put \$200 million in the State’s Capital Budget to help fix some of PGW’s backlog of needed infrastructure repairs.

My bill is not a long-term solution but merely a bridge to begin to address this problem once and for all. If approved by the Legislature, my legislation would allow the PUC to order a sale of PGW or a merger of PGW with a stronger utility, such as PECO Energy. If combined with a larger customer base and outside funding to modernize its infrastructure, PGW yet may be able to survive and serve the people of Philadelphia. The status quo, however, will not work.

While the Legislature debates my proposed measure, there remains much that PGW can do to improve services to its customers and address one pressing concern: the inability of large numbers of PGW clients to pay their utility bills. Working with other

public and private partners, PGW should be doing far more to lower the real cost of service for low-income customers by increasing the energy efficiency of their homes.

As Mayor, I will work with PGW to:

- Develop partnerships with manufacturers and retailers of appliances to increase sales and use of more energy efficient appliances and products.
- Advocate for a revision of the energy efficiency portions of the City building code.
- Work with owners of multi-family housing units to invest in energy efficiency measures.

Promoting a Greener Philadelphia: Environmental Leadership that Walks the Walk

It's not enough for the City to help others to act greener. City government needs to lead by example and contribute to a cleaner city and society. To help make Philadelphia a national leader in environmentally responsible policies and practices, as Mayor, I will:

Make City Buildings and Schools More Energy Efficient and Reduce Carbon Footprints

The City can reduce its utility bills and improve the operation and maintenance of its facilities by practicing wise energy conservation and investing in energy efficiency. I will challenge City facilities managers to reduce energy consumption in City-owned and operated buildings by 10 percent during the first two years of my Administration and 20 percent by the third year. This can be done with a little bit of creativity. For example, state janitors and building managers in California were able to reduce energy consumption significantly in state buildings by changing how janitors cleaned buildings after hours, deploying janitors on two floors at a time and turning off the lights on other floors rather than spreading them throughout the building and leaving the entire building lit up. Building managers also reminded state employees to turn off their computers at the end of the workday and altered indoor temperatures to avoid wasting energy after hours and over weekends when buildings were largely unoccupied. There is no reason why Philadelphia's maintenance crews and building managers cannot do similarly creative things to conserve energy and save money.

In addition, I want City facilities to undergo energy audits and to pursue certification as ENERGY STAR or Leadership in Energy and Environmental Design (LEED)-certified buildings – a goal also cited in recommendations provided by the Next Great City agenda which I support. Through these programs, City facilities would be benchmarked on a variety of energy efficiency and environmental measures. By

undergoing this process and seeing how they stack up against other leading buildings and facilities, we will better assess what investments need to be made to improve energy efficiency and environmental performance. Investments in energy efficiency such as installing building energy management systems, changing lighting systems, replacing old windows, and installing more efficient HVAC systems often pay for themselves within three to seven years. Similarly, investments in systems that reduce water consumption and building waste and improve indoor air quality also pay for themselves over time while improving the comfort of building occupants and visitors.

Green the City Fleet

The City of Philadelphia owns and maintains thousands of vehicles. To demonstrate leadership, as Mayor I will direct the City to do everything we can to purchase fuel efficient and low emission vehicles whenever possible. In particular, I want the City to use hybrid electric, electric, and alternative fuel vehicles.

I will also ensure that the Office of Fleet Management pursues environmentally-responsible practices to maximize the performance of its vehicles, including ensuring that tires are inflated to proper levels and air filters are changed regularly to improve fuel efficiency and reduce carbon emissions. Similarly, I will direct the Office to implement leading environmentally-responsible practices, including recycling oil and tires, using ultra-low sulfur diesel fuel in diesel trucks, and educating drivers of City vehicles to turn off engines rather than idle for more than 30 seconds.

Require the Purchase of Environmentally-Preferable Products

The City of Philadelphia buys millions of dollars worth of goods and products every year. In order to demonstrate leadership, protect the environment, create markets, and protect the safety and well-being of City employees, I will direct City agencies to take steps to maximize the procurement of environmentally-preferable products. From office paper to cleaning products to computers and other electronic equipment, the City of Philadelphia must use the power of its purse to purchase environmentally-preferable products. Very often, a life-cycle analysis of environmentally-preferable products demonstrates significant savings due to energy and resource efficiency. In other instances, such as the purchase of recycled-content office paper, there no longer is a significant price premium and thus no viable excuse not to purchase it when compared with paper made from virgin wood.

I want to raise awareness among all City employees so that they know which goods and products are environmentally-preferable and why those products should be purchased if they meet the needs of City agencies. I also will require that the City's procurement officers have implemented strict guidelines to ensure that what the City buys minimizes waste and environmental harm.

Investing in a New Energy Future

Just as City government will be taking steps to improve its energy and resource efficiency and reduce its carbon footprint, we will need the private sector to work with City government to make Philadelphia even greener and cleaner.

That's why I support all of the recommendations outlined by the Next Great City project: <http://www.nextgreatcity.com/> that includes initiatives specifically dedicated to strengthening our neighborhoods, improving the quality of the environment, and increasing Philadelphia's economic competitiveness so we can attract new investments and create jobs.

In particular, I will:

Strengthen Building Codes to Improve Energy Efficiency

The Philadelphia Building Code, which adopted the 1996 Building Officials and Code Administrators' National Building Code, has not been updated substantially since March 2000. Meanwhile, significant improvements in building energy efficiency have occurred. Many states and cities adopt more rigorous energy efficiency building codes on a more frequent basis, in part because building codes establish a minimum level of efficiency that buildings must meet.

As Mayor, I will seek to update the energy efficiency portions of the Philadelphia Building Code and ensure that all new construction of city and school district facilities are energy efficient as recommended by the Next Great City coalition. By requiring greater levels of energy efficiency in buildings throughout the City, we can help reduce utility costs and energy consumption substantially over the life cycles of buildings that meet more stringent code requirements.

Expand Recycling through the Successful RecycleBank Program

Statistics provided by the Next Great City coalition show that Philadelphia can save up to \$17 million a year by recycling 37.5 percent of residential waste. Yet Philadelphia currently ranks as the second worst city in recycling with a recycling rate of just 5 percent. Philadelphians literally are throwing money into the garbage that otherwise could be invested in fighting crime, improving public schools, and cleaning up neighborhoods.

A pilot program started in 2005 by the City, in partnership with a private company called RecycleBank, however, demonstrated that with the right incentives, Philadelphians will increase the rate at which they recycle. The program provided 2,500 residents of two neighborhoods – Chestnut Hill and West Oak Lane – weekly curbside pick-up and single-sort containers for newspapers, cans, and bottles. The single-sort

containers each contained a bar code that identified the household to which it belonged. As the containers were picked up, the bar code was scanned and the container was weighed; the weight was then used to determine how much the household would receive as their recycling credit. For every 10 pounds of recycled waste collected, the household received \$5 of RecycleBank Dollars to spend in local stores. Households could receive as much as \$400 per year in RecycleBank Dollars.

Based on the success of the program in my own West Oak Lane neighborhood, as Mayor, I am committed to expanding the recycling program citywide. The program essentially will pay for itself with the savings it generates from recycling, but more importantly it will greatly reduce waste and dramatically lower greenhouse gas emissions.

Reduce Blight and Clean Up Vacant Lots

According to the Next Great City agenda, Philadelphia had more vacant lots than any major city in the country in 2000. Reducing blight and cleaning up vacant lots can reduce crime and raise property values. As Mayor, I will continue the Philadelphia Green program to remove junk and garbage from vacant lots and replace it with new trees and plants.

In addition, as Mayor, I will continue to support and expand the City's successful Mural Arts Program (MAP), which is a citywide effort to eliminate graffiti and address neighborhood blight. To date, the Mural Arts Project has produced more than 2,700 murals throughout Philadelphia that have become treasured aspects of the City's landscape and are the source of pride for the millions of residents and visitors who see them. I have provided resources for this invaluable program in the past; as Mayor, I will lead the charge for its expansion.

Encourage Mass Transit

According to the American Public Transportation Association, for every mile traveled, public transportation uses about one-half of the fuel consumed by automobiles and about one-third of that used by sport utility vehicles and light trucks. Investments in SEPTA can reduce congestion and development sprawl, assist the mobility of lower-income Philadelphians, and help reduce our consumption of oil.

I will discuss my ideas to improve mass transit in Philadelphia in my economic development plan, including encouraging more competition in urban transit and promoting greater ridership. In addition to those ideas, I will:

- Support neighborhood development by upgrading bus routes to encourage greater movement from neighborhood to neighborhood. These investments

would further exploit the transit system's potential and encourage commuters to abandon their cars for the bus or subway.

- Ensure that local land use decisions do not result in traffic that exceeds existing or planned road capacity. If necessary, I will ask City planning and development agencies to prevent developments that unnecessarily increase highway traffic and congestion without adequate mitigation.
- Work with the City's contracted mass transit authority, SEPTA, to make sure that all transit stops are well-maintained, well-lit, and clean in order to promote increased ridership.

Expand Public-Private Investment in Clean and Renewable Energy

I have worked closely with The Reinvestment Fund's Sustainable Development Fund. This fund, which was created by the Pennsylvania Public Utility Commission, helps finance renewable and clean energy projects in our region. Having seen the success of this development fund in our region, I want to expand its reach in Philadelphia by developing a public-private clean energy development fund. The Reinvestment Fund has been very successful at leveraging public funds with private investment dollars and selecting investments that make money, create jobs, and benefit the environment at the same time.

In addition, the City of Philadelphia and the Reinvestment Fund can use their combined resources to leverage state and federal funding for the same purposes. Governor Ed Rendell has become a national leader on clean technology and clean energy development through his Energy Harvest and Growing Greener grants and loan program. As Mayor, I will use Reinvestment Fund monies to leverage more state investment dollars for projects in Philadelphia. Second, in September 2006, the Pennsylvania State Treasurer's office announced the Keystone Green Investment Strategy that will target up to \$40 million in clean energy and clean technology projects and businesses. We will use Reinvestment Fund monies to leverage more Keystone Green dollars for projects in Philadelphia. Finally, with a new Democratic majority in Congress, the US Department of Energy is likely to increase grant funding for clean energy and energy efficiency projects. Having City funding available will allow us to leverage all of the potential sources of matching funds.

Such a fund, which would include City and private funds, would support the following kinds of projects:

- Energy efficiency project financing for university, hospitals, public schools, and other City facilities.
- Pre-development loans for "green" buildings.

- Loans and lease financing for solar power projects in residential and commercial buildings.
- Biomass and other clean energy projects.

By targeting investment funds in energy development projects such as these, the City can stimulate a growing clean energy sector that provides a variety of good-paying jobs. We can attract private investment from clean energy companies. We can reduce the cost of doing business in Philadelphia by reducing energy consumption and protecting our economy from future energy price shocks. And we can contribute to a cleaner environment that produces fewer greenhouse gas emissions.

This is a very exciting time for Philadelphia's economy. Although no one knows for sure how we will best solve our energy needs in the long term, many agree that biofuels such as ethanol and biodiesel will play a much bigger role in the next 10 years. We must take advantage of Philadelphia's world class port and rail capacities to be a hub for the transport, processing, and sale of these new, clean, home grown products.

Create a Green Wave Environmental Investing Initiative

Climate change, energy insecurity, and other global environmental trends pose significant risks to investors and corporations. Trustees of large public pension funds and managers of investment portfolios have a fiduciary responsibility to understand, manage, and reduce investment risks. But they also are responsible for seeking out investments that create long-term positive value.

Some state and municipal pension funds and two State Treasurer's Offices, including Pennsylvania's, are beginning to invest in alternative energy, renewable energy, and clean technologies as part of a broad "green wave" environmental investment initiative. Private investors are as well: the "clean technology" investment sector is now one of the fastest growing and third largest in the U.S. Philadelphia's Municipal Pension Fund should join leading public pension and investment funds and explore the development of a similar environmental investment program. I will encourage the trustees of the Municipal Pension Fund to develop a "Green Wave" investment plan, similar to those being pursued by state pension funds in Pennsylvania and California. The California pension funds' efforts to make their real estate holdings more energy efficient are already yielding significant dividends. These investments will be good for the bottom line of our public pension and investment funds and contribute to our energy and economic security.

Similarly, I will challenge the trustees of other Philadelphia-based pension and investment funds, including union and corporate-based funds, to do the same. Together, these investments – public and private – can stimulate the development of clean technology and clean energy industries and create jobs here in Philadelphia.