Transforming City Neighborhoods

Philadelphia LandCare Program
Managed by the Pennsylvania Horticultural Society
Under contract with the City of Philadelphia

Parcel Data Collection Using Collector App
Philadelphia LandCare

- Program Background
- How we use ESRI’s Collector App
- How it has changed our work
- What to consider when transitioning to the Collector App
The Pennsylvania Horticultural Society connects people with horticulture, and together we create beautiful, healthy and sustainable communities.

PHS/1827
Philadelphia Green/1974
LandCare Program/2000
Using funding from the City of Philadelphia, PHS targets key neighborhoods and strategically selects sites for an interim land treatment.

This treatment is a city-wide pre-development tool that is an economical, yet pleasing landscape design that includes a regular maintenance program.
Vacancy in Philadelphia

Creating a broken urban fabric condition in Philadelphia

40,000 Vacant Parcels
Vacancy / Destabilized Neighborhoods

Unsafe conditions
Vacancy/40,000 VACANT PARCELS

Causing:
- Destabilized neighborhoods
- Depressed property values
- Havens of illegal activities
- Environmental contamination
- Health and safety risks
- And a downward spiral of abandonment and disinvestment...

Current condition
The city does not own all of the vacant land, but it does own the problems created by vacancy.
Philadelphia LandCare / THE TREATMENT

previous condition
Philadelphia LandCare / The Treatment

Major trash, debris, and weed removal

stabilization process
Philadelphia LandCare / THE TREATMENT

stabilization process

Major trash, debris, and weed removal

Site grading and seeding
Philadelphia LandCare

THE TREATMENT

Major trash, debris, and weed removal

Site grading and seeding

Fence installation

stabilization process
Philadelphia LandCare / THE TREATMENT

stabilization process

- Major trash, debris, and weed removal
- Site grading and seeding
- Fence installation
- Tree planting
Studies demonstrated that homes values near a greened vacant lot, on average, increased by $41,000.

Every dollar invested to clean and green a vacant lot increases housing wealth by $224, a 22,000% return on investment.

Research links greening vacant lots to a reduction in certain violent crimes including gun assaults.

A recent study demonstrated that being in view of a greened vacant lot decreased heart rates significantly more than being in view of a non-greened vacant lot.
17 hired contractors stabilize and maintain 11.5 million square feet of land through Philadelphia LandCare.

Additionally, PHS works with 18 community organizations who maintain 4.5 million square feet in the Community LandCare program, which hires local residents to perform maintenance work.

All together the programs total 16 million square feet or 12,000 parcels, close to 1/3 of the city’s total vacant parcels.
Philadelphia LandCare

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How LandCare uses Collector

1. Site selection for stabilization
   - Is the site along a corridor?
   - Does the site contain multiple contiguous parcels?
   - Is the site close to a school or recreation center?

2. Yearly ongoing maintenance site audits
   - Tree conditions
   - Fence conditions
   - Issues that need immediate attention
     e.g. excessive dumping
   - Location details: Has the site found a ‘new use’?
     (e.g. development or community garden). Does the site consist of the correct parcels? Is the correct square footage recorded?

field data collection
## Audit Form

### Group 1

<table>
<thead>
<tr>
<th>VL #</th>
<th>Site Address</th>
<th>Trees</th>
<th>Broken Fence</th>
<th>Mural</th>
<th>Conditions</th>
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<tr>
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<td>Posts</td>
<td>Rails</td>
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<td>2624-2628 Earp St</td>
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<td>2632-2638 Ellsworth St; 2631-2639 Annin St</td>
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</table>

**Date:** __/__/2014

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**Data Management**

[Image of theAudit Form]
Vacant Land Status Change Form

Change
- Addition [X]  □ Change  □ Removal

Address: 328 330 13 Thompson St

VL# 620 000 00 0

Sq. Ft. 1020 - Season 5/12 2012

Parcels: Group 14

Owner: NEWKENSINGTON CDC

Reason:
- Request (City Council)
- Request (Community)
- Maintenance Needed
- Reactivated
- Data, Drawing, Address Incorrect

Change List:
- PG Database
- Contract
- Budget
- Monitor Sheet
- As Built Drawing
- Tree Inventory
- Fencing Inventory

Owner: Sonia/Krista

Requested by J. Alexander

Processed by T. Alexander

Picture 428
1680 sq ft
<table>
<thead>
<tr>
<th>Change</th>
<th>VL</th>
<th>Address</th>
<th>New address</th>
<th>New Sq Ft</th>
<th>Reason</th>
<th>Contractor</th>
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<td>Remove</td>
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<td>2976</td>
<td>Development</td>
<td>Brothers of Nature</td>
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<td>Change</td>
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<td>2631-2633 N 29th St</td>
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<td>Change</td>
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<td>1810 Ridge Avenue</td>
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<td>Development</td>
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<td>Reactivate</td>
<td>1749-1759 N 31st st</td>
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<td>679-681 N 37th St</td>
<td>1568</td>
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<td>ICCG, Inc</td>
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<td>10</td>
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<td>VL1386SP 1730 Manton St</td>
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<td>14</td>
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<td>VL1388SP 1719-1721 Manton St</td>
<td>1860</td>
<td></td>
<td>Development (Housing) 1719 (A New Building) 1721 (Need Repair)</td>
<td>Brothers of Nature</td>
</tr>
</tbody>
</table>
Philadelphia LandCare

Data Management

- Address
- Unique Identifier
- Date Stabilized
- Demographics
ESRI’s Collector App

Philadelphia LandCare Maintenance Audits 2015

Legend
Community LandCare 2015

2015 Maintenance Audit
Flagged-Repair
No
Yes

2015 Maintenance Audits
VL Number: A50003
Number of Parcels In Range: 11
Square Feet: 6,925
Number of Trees on Site: 11
Target Area: Eastern North
Group Number: 12
Grid Number: 279
Site Address: 2003-2009 N 5TH STREET; 447-449 W NORRIS STREET; 2006-2010 N ORKNEY STREET
Philadelphia LandCare

- Program Background
- How we use ESRI’s Collector App
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How Collector has changed our work

- Increase in data accuracy
- Ability to analyze data for trends
- Time spent conducting audits has been reduced by 2/3
Philadelphia LandCare

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1. Who will be conducting the field data collection?

- Determine the amount of time each person should be spending at each data collection point, thereby influencing the length of the survey and amount of survey questions.
- Consider how each answer can and should be interpreted.
- Create a reference sheet to document the correct interpretations of each question.
- Conduct a tutorial to demonstrate how to use the application and answer questions.
- Do data collectors need to bring a wireless hotspot, will they work in offline mode?
What to Consider

2. **What data do you need to include?**
   
   - What do you need to maintain day to day operations?
   - What is helpful for long term analysis?
   - What is most important given the amount of time the data collector has?
   - Don’t be afraid to change your map and survey questions with evolving needs

**Collector App**
What to Consider

3. How do you plan on analyzing the data?
   - Consider using predetermined domains to control input
   - Consider using colors or icons to notice trends or issues visually
   - Can the data be imported to a centralized database for further analysis?
   - Document all processes
Philadelphia LandCare

find out more at: phsonline.org
contact me at lmedsker@pennhort.org
look for our 1st prize winner story map in the map gallery

The Pennsylvania Horticultural Society
Public Health + Safety
“A Difference-in-Differences Analysis of Health, Safety, and Greening Vacant Urban Space”
http://phsonline.org/media/resources/Branas_VLSStudy_Fall2011.pdf

Eugenia Garvin, Charles Branas, Shimrit Keddem, Jeffrey Sellman, and Carolyn Cannuscio.
“More Than Just An Eyesore: Local Insights And Solutions on Vacant Land And Urban Health”
http://phsonline.org/media/resources/More_than_just_an_Eyesore.pdf

Eugenia C. South, Michelle C. Kondo, Rose A. Cheney, Charles C. Branas.
“Neighborhood Blight, Stress, and Health: A Walking Trial of Urban Greening and Ambulatory Heart Rate”

Economic Benefits
Susan M. Wachter, Kevin C. Gillen.
“Valuing the Conversion of Urban Greenspace”

Social + Environmental Benefits
Megan Heckert, Jeremy Mennis.
“The Economic Impact of Greening Urban Vacant Land: A Spatial Difference-in-Differences Analysis”

Megan Heckert.
“Access and Equity in Greenspace Provision: A Comparison of Methods to Assess the Impacts of Greening Vacant land.”
http://phsonline.org/media/resources/Heckert_2012_TGIS_Early_View_(2).pdf
**Clear Site Lines**
- Site lines are unobstructed, enabling visitors to see across the park and to nearby sidewalks, making the park safer and keeping “eyes on the street”.

**Low Permeable Fence**
- Delineates the park as a separate space that is maintained, without making people feel unwelcome.

**Canopy of trees**
- Trees provide shade and create ambiance for the space. They change with the season, providing interest year-round.

**Grass Turf**
- Well-maintained grass demonstrates that the park is cared for, while also allowing for informal recreational activities.
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simple design elements