

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

ESRI's Collector App

The Pennsylvania Horticultural Society

A photograph of a lush community garden. In the foreground, there are various plants including large green leafy vegetables, pink and red dahlias, and yellow flowers. A wooden fence runs across the middle ground. In the background, there is a small wooden structure with a gabled roof, a green privacy screen, and a white dog on a leash. The scene is set in a residential area with trees and buildings visible in the distance.

“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

Philadelphia LandCare/ A PARTNERSHIP



PHS



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**.

an interim land treatment

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

Vacancy/ 40,000 VACANT PARCELS

The city does not own all of the vacant land, but it does own the problems created by vacancy.

current condition

Philadelphia LandCare/ THE TREATMENT



previous condition

Philadelphia LandCare/

THE TREATMENT



resulting condition

Philadelphia LandCare/ THE TREATMENT



Major trash, debris,
and weed removal

stabilization process

Philadelphia LandCare/ THE TREATMENT



**Major trash, debris,
and weed removal**



**Site grading and
seeding**

stabilization process

Philadelphia LandCare/ THE TREATMENT



**Major trash, debris,
and weed removal**



**Site grading and
seeding**



Fence Installation

stabilization process

Philadelphia LandCare/ THE TREATMENT



Major trash, debris,
and weed removal



Site grading and
seeding



Fence Installation

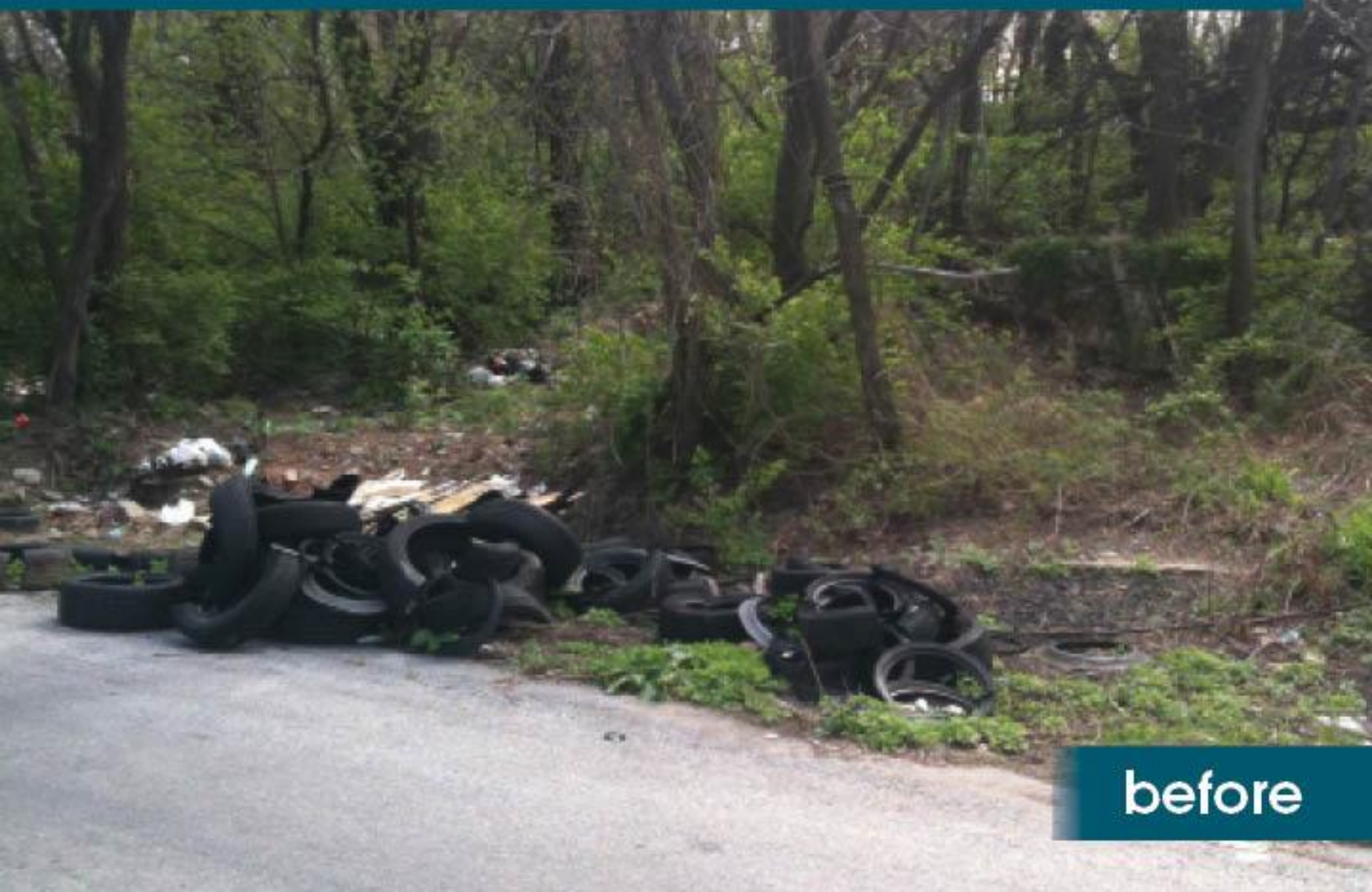


Tree planting

stabilization process

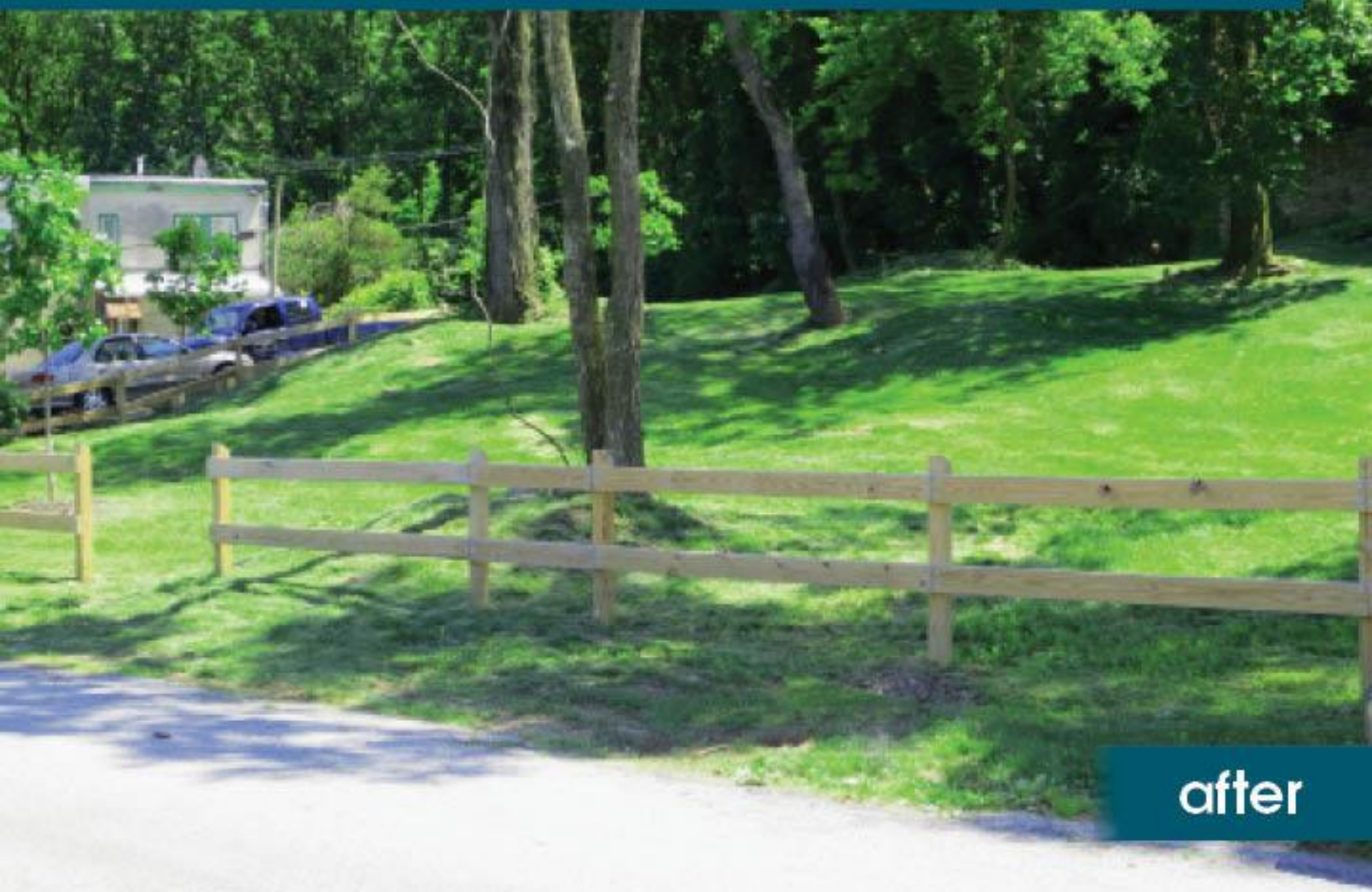
Philadelphia LandCare/

THE TREATMENT



before

Philadelphia LandCare/THE TREATMENT



after

Philadelphia LandCare/ THE TREATMENT



before

Philadelphia LandCare/

THE TREATMENT



after

Philadelphia LandCare/

THE TREATMENT



before

Philadelphia LandCare/THE TREATMENT



after

Philadelphia LandCare/RESEARCH

- 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.

health and economic benefits

Philadelphia LandCare/ THE NUMBERS



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ESRI's Collector App

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

Philadelphia LandCare

Audit Form

Group 1

Date: __ / __ / 2014

VL #	Site Address	Trees			Broken Fence			Mural	Conditions					
		Dead	Need Prune	Total	Posts	Rails	Need Stain		Good	High Veg	Debris/Dumping	Develop	Site Sq ft	Change of Address
1	VL2325SP	2515-2535 Annin St												
2	VL0165SP	2052-2056 Annin St; 2055 Federal St												
3	VL2334SP	2102 Cross St												
4	VL0172SP	1438-1440 Dickinson St												
5	VL0173SP	1441-1443 Dickinson St												
6	VL0174SP	1537-1541 Dickinson St												
7	VL0680SP	2026 Dickinson St												
8	VL0678SP	2038 Dickinson St												
9	VL0677SP	2300 Dickinson St												
10	VL0671SP	3114-3118 Dickinson St												
11	VL0679SP	2036 Dickinson St; 1511-1513 S Lambert St												
12	VL2245SP	1529-1531 Dorrance St												
13	VL2244SP	1541-1545 Dorrance St												
14	VL2329SP	2608-2610 Earp St												
15	VL2328SP	2613 Earp St												
16	VL2327SP	2624-2628 Earp St												
17	VL0302SP	2632-2638 Ellsworth St; 2631-2639 Annin St												
18	VL0455SP	2352 Federal St												
19	VL0301SP	2629-2649 Federal St; 1113 S 27th St; 2626-2642 Annin St												
20	VL0517SP	1935-1941 Fernon St; 1938-1942 Tasker St												
21	VL1406SP	2016 Gerritt St												
22	VL1404SP	2023-2033 Gerritt St												

Data Management

Philadelphia LandCare



Picture 428
1680 sq ft ✓

Vacant Land Status Change Form

Change ☐ Addition ☒ Change ☐ Removal



Address add. changes 328-330 12 Thompson St
 VLF 0000 Season SPR '10 2012
 Sq. Ft. 175 1680 ✓ Parcels 2
 Contractor Group # 14 NEW KENSINGTON CDE
 Ownership _____

Reason:

<input type="checkbox"/> Request (City Council)	<input type="checkbox"/> Development (Housing)
<input type="checkbox"/> Request (Community)	<input type="checkbox"/> Development (Garden/Park)
<input type="checkbox"/> Maintenance Needed	<input checked="" type="checkbox"/> Unmaintainable (Damaged/Fenced)
<input type="checkbox"/> Reactivated	<input type="checkbox"/> Ownership Issue
<input type="checkbox"/> Data, Drawing, Address Incorrect	<input type="checkbox"/> Duplicate, Combined or Revised
<input type="checkbox"/> Other _____	<input type="checkbox"/> Not Done
	<input type="checkbox"/> Other _____

Change List:

<input checked="" type="checkbox"/> PG Database	Owner: <u>done 4/24/11</u>
<input type="checkbox"/> Contract	Sonia/Krista
<input checked="" type="checkbox"/> Budget	Sonia
<input checked="" type="checkbox"/> Monitor Sheet	Shawn/Sonia
<input type="checkbox"/> As Built Drawing	Kelly/Travis
<input type="checkbox"/> Tree Inventory	Design Services
<input type="checkbox"/> Fencing Inventory	

Requested by
Processed by

T. Alexander

Date
Date

Data Management

Philadelphia LandCare

Change Requests (2014)

	Change	VL	Address	New address	New Sq Ft	Reason	Contractor
1	Remove	VL2216NC	2800-2854 w Oakdale street			Construction fence	
2	Remove	VL1391SP	1242 20th St; 2002-2006 Titan Street		2976	Development	Brothers of Nature
3	Change	VL1379NC	2631-2633 N 29th Street; 2844-2852 W Oakdale Street	2631-2633 N 29th St	2627	Development	Moon
4	Change	VL1051NCEZ	1808-1810 Ridge Avenue	1810 Ridge Avenue	6780	Development	Francisville NDC
5	Change	VL1394SP	2024-2026 & 2030-2032 Wharton Street; 1308-1314 S Capitol Street	2030-2032 Wharton St	1581	Unmaintainable, 2024-2024 (Fenced) 1308-1314 (Damaged)	Brothers of Nature
6	Change	VL0380SP	1452-1498 S Bouvier Street	1452 S Bouvier Street	736		Brothers of Nature
7	Change	VL0174SP	1537-1541 Dickinson Street	1537-1539 Dickinson Street	1825		Brothers of Nature
8	Reactivate		1749-1759 N 31st st		7448		Mercado
9	Reactivate		679 681 N 37th St		1568		ICCG, Inc
10	Deactivate	VL2335SP	2017-2023 Oakford street		3528	Unmaintainable (Damaged/ Fenced)	Brothers of Nature
11	Deactivate	VL0610SP	2011 Watkins Street		540	Unmaintainable (Damaged/ Fenced)	Brothers of Nature
12	Deactivate	VL1389SP	1711-1715 Manton Street		2820	Unmaintainable (Damaged/ Fenced)	Brothers of Nature
13	Deactivate	VL1386SP	1730 Manton Street		1900	Unmaintainable (Damaged/ Fenced)	Brothers of Nature
14	Deactivate	VL1388SP	1719-1721 Manton Street		1860	Development(Housing) 1719 (A New Building) 1721 (Need Repair)	Brothers of Nature

Philadelphia LandCare

The screenshot shows the 'Site Information' form in the Philadelphia LandCare application. Red boxes highlight specific fields, with red lines pointing to labels on the right:

- ADDRESS:** Points to the 'Address' field containing '623-35 North Woodstock Street'.
- UNIQUE IDENTIFIER:** Points to the 'VL30587W_OUP' field.
- DATE STABILIZED:** Points to the 'Date Stabilized' field containing '4-1-2015'.
- DEMOGRAPHICS:** Points to the 'Demographics' section, which includes fields for 'Pop Black', 'Pop White', 'Pop Asian', 'Pop Other', 'Total', 'Pop Hispanic', 'Census Tract', 'Political Jurisdiction', 'CCD', 'Ward', 'State Rep', 'State Senate', and 'US Rep'.

The form also includes sections for 'Project Status', 'Project Type', 'Contact Information', 'Funder', 'Program', 'Target Area', and 'Other Information'.

Data Management

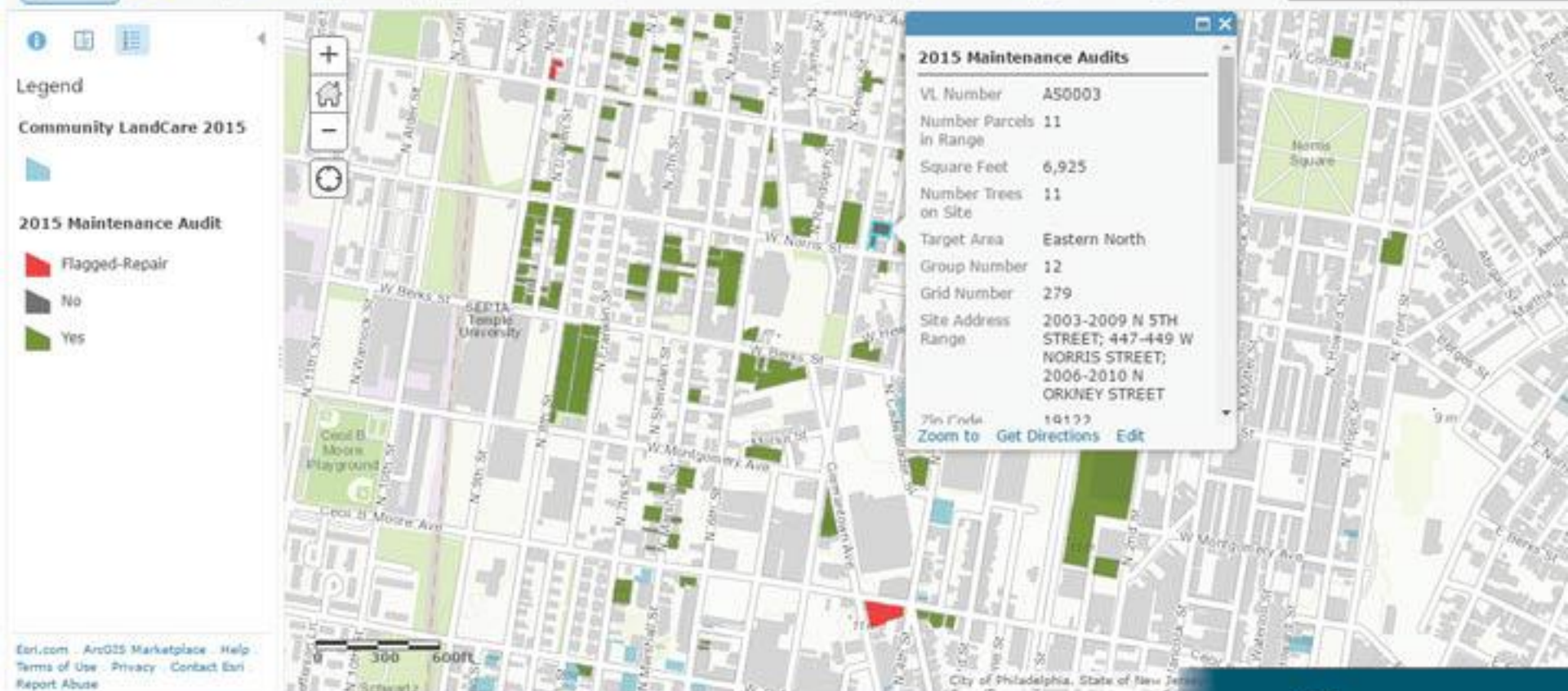
ESRI's Collector App

Home ▾ Philadelphia LandCare Maintenance Audits 2015

New Map ▾ Create Presentation

Details Add ▾ Edit Basemap Analysis Save ▾ Share Print Directions Measure Bookmarks

Find address or place



Demo

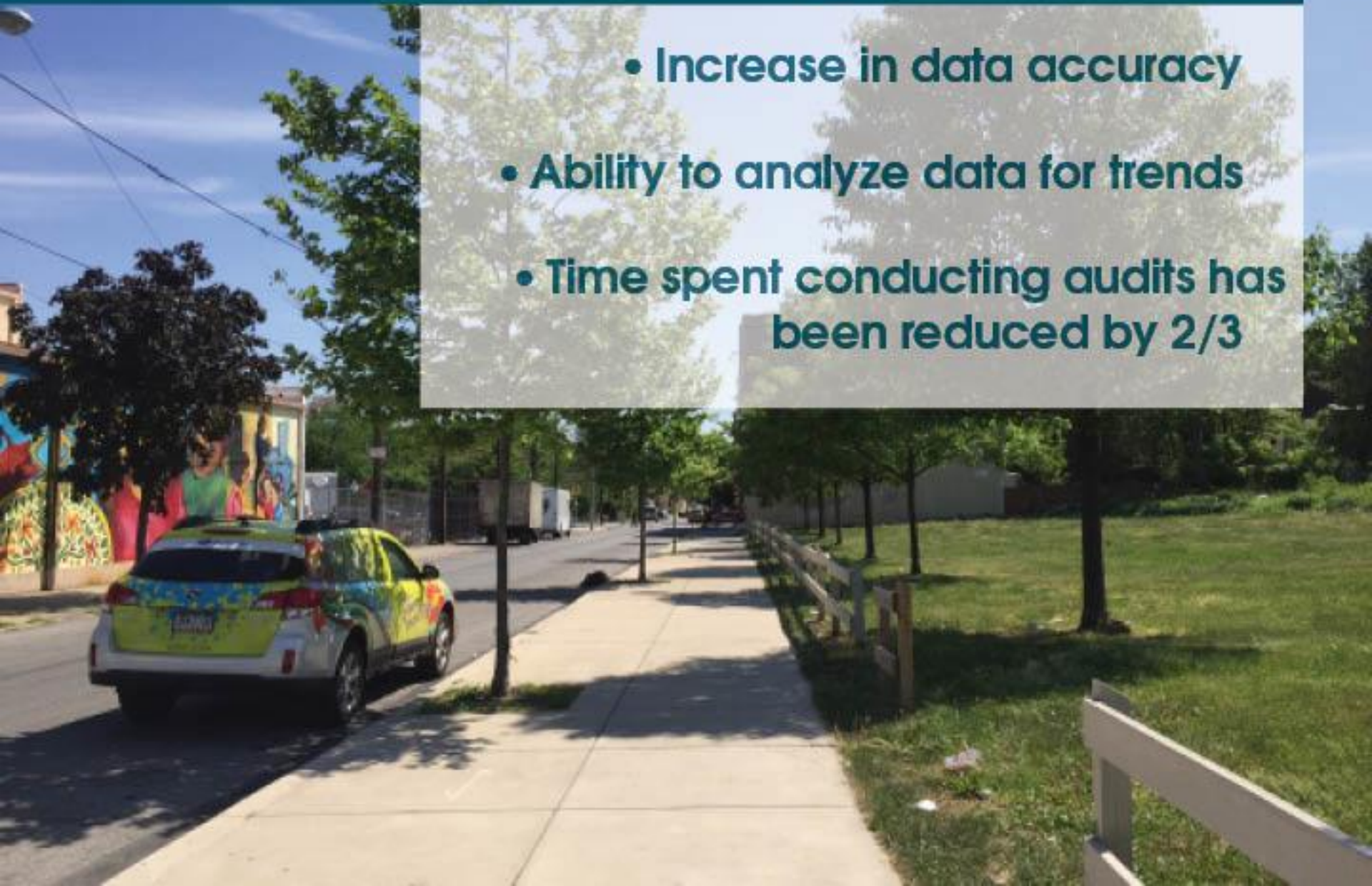
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ESRI's Collector App

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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ESRI's Collector App

What to Consider

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?

Collector App

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

Collector App

Philadelphia LandCare

A photograph of a rural landscape. In the foreground, a person wearing a light-colored shirt and a wide-brimmed hat sits on a wooden fence, looking towards a horse. The horse is brown and is grazing in a green field. In the background, there are large, leafy trees and a building partially visible. The sky is blue with some clouds.

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

The Pennsylvania Horticultural Society

Philadelphia LandCare/ ACADEMIC RESEARCH

Public Health + Safety

Charles C. Branas, Rose A. Cheney, John M. MacDonald, Vicky W. Tam, Tara D. Jackson, and Thomas R. Ten Havey.
“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”

http://www.sciencedaily.com/releases/2015/03/150319165344.htm?utm_source=feedburner&utm_medium=email&utm_campaign=Feed%3A+sciencedaily%2Ftop_news%2Ftop_environment+%28ScienceDaily%3A+Top+Environment+News%29

Economic Benefits

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

http://phsonline.org/media/resources/Bucchianeri_Gillen_Wachter_Valuing_Conversion_Urban_Greenspace_Final_Draft_KG_changesacceptes.pdf

Social + Environmental Benefits

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

http://phsonline.org/media/resources/The_Economic_Impact_of_Greening_Urban_Vacant_land__Philadelphia_LandCare_Program.pdf

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](http://phsonline.org/media/resources/Heckert_2012_TGIS_Early_View_(2).pdf)

Philadelphia LandCare/COMPARISON

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

simple design elements

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