

PHILADELPHIA

A SNAPSHOT OF WHAT IS
AND WHAT COULD BE



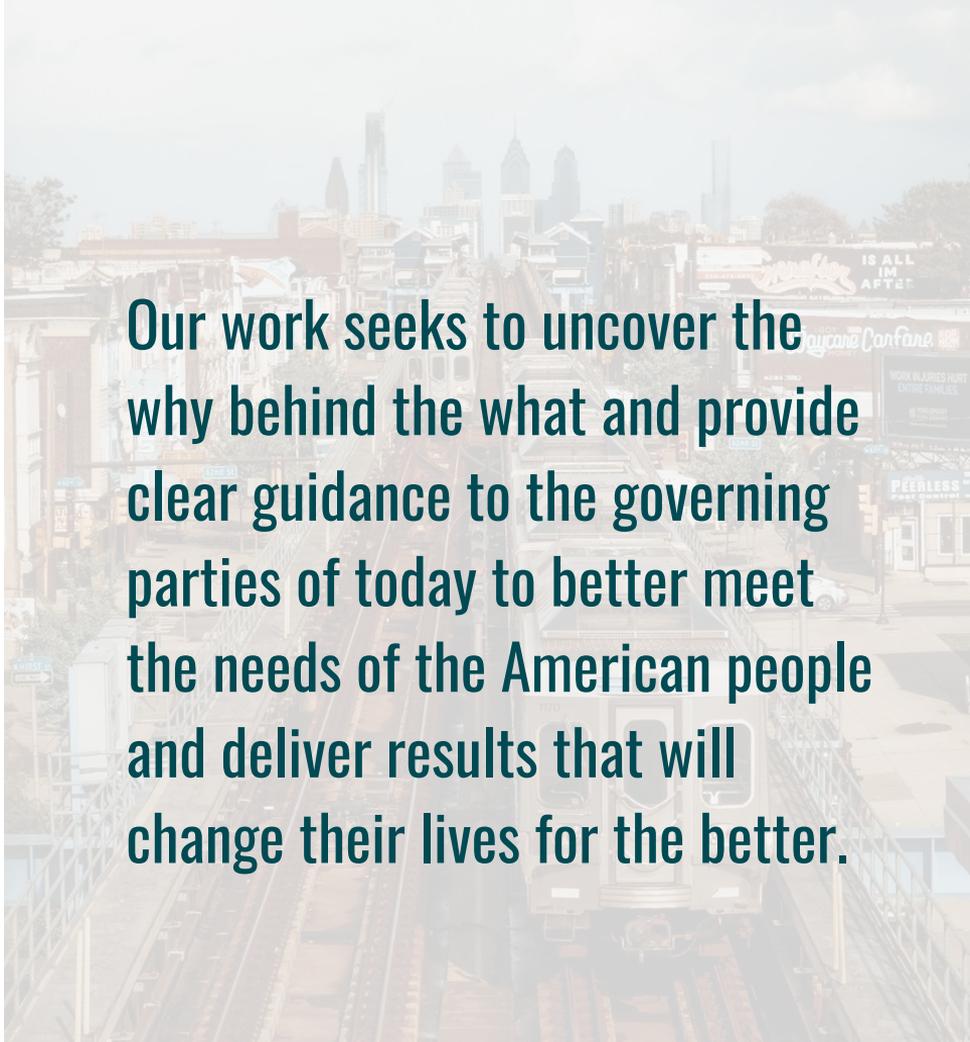


SUMMARY POINTS

- 01. People feel trapped in Philadelphia.** They're trapped by the high cost of housing and limited opportunities to make a higher wage, they're trapped by crime and gun violence, **and they don't see a way out.**
- 02.** They feel unheard by city government. **Describing city government as out to lunch and run by children, Philadelphians don't feel they matter to those in power** and are desperate for someone to show up, listen to them, and deliver by getting government and Philadelphians to **rise up, come together, work hard and transform the city to make it safe, free, and thriving.**
- 03. Philadelphians also don't feel like they matter -** with guns, drugs, and trash littering the streets, police that only seem to show up to collect funds or document crimes, govt officials who only seem to show up to collect votes, and an education system that doesn't prepare kids for the future, **they're desperate for something better.**
- 04. Philadelphians are looking for a strong mayor who will remind them of who they are and what they're capable of,** who will get government working again for everyone, someone who will rise, be called into this moment, and go into battle for and with Philadelphians, **while being tough on crime, guns, trash and cost of living to ensure that the people have a future that they can believe in.**

In this study, we explored how Philadelphians are experiencing life in their city - what's working, what's not, what they're dreaming of and what they fear, and how leadership can connect with voters on issues that count.

In light of the upcoming mayoral race, we explored how voters all across Philadelphia are thinking and feeling in order to understand what they're looking for in their next mayor. What follows is a revealing look into what drives Philadelphia voters.



Our work seeks to uncover the why behind the what and provide clear guidance to the governing parties of today to better meet the needs of the American people and deliver results that will change their lives for the better.



THE RESEARCH APPROACH

We used an online ethnographic approach in this research, prompting participants over a series of days to answer questions online through open text responses and metaphorical image gathering, with songs, creative exercises, and more, in order to gain a comprehensive understanding of how people truly think and feel.

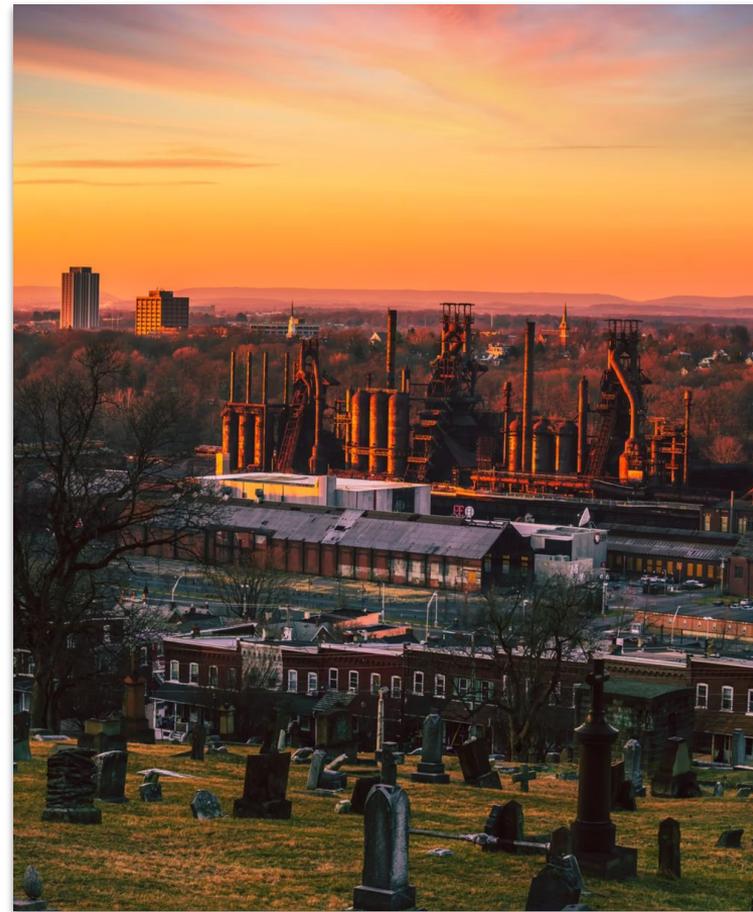
This approach, using metaphor as well as a variety of sensory exercises, was designed around the way that people think and the way thought is structured, leveraging best practices from the world of psychology and neuroscience in order to give participants the time and the space to share what matters most to them in an unfiltered manner.

THE PARTICIPANTS

We worked with **n=105 Philadelphia Democratic and Independent voters** who self-identified as holding very liberal to moderately conservative views and expressed a willingness to vote for Democrats and interest in voting in the 2023 Philadelphia mayoral race. Our voters were a representative sample across measures of income, education, location, and gender.

Our voters hailed from:

- **North Philadelphia (NP)**, n=15
- **Northeast Philadelphia (NEP)**, n=15
- **Northwest Philadelphia (NWP)**, n=15
- **Center City Philadelphia (CCP)**, n=15
- **Southeast Philadelphia (SEP)**, n=15
- **Southwest Philadelphia (SWP)**, n=15
- **West Philadelphia (WP)**, n=15



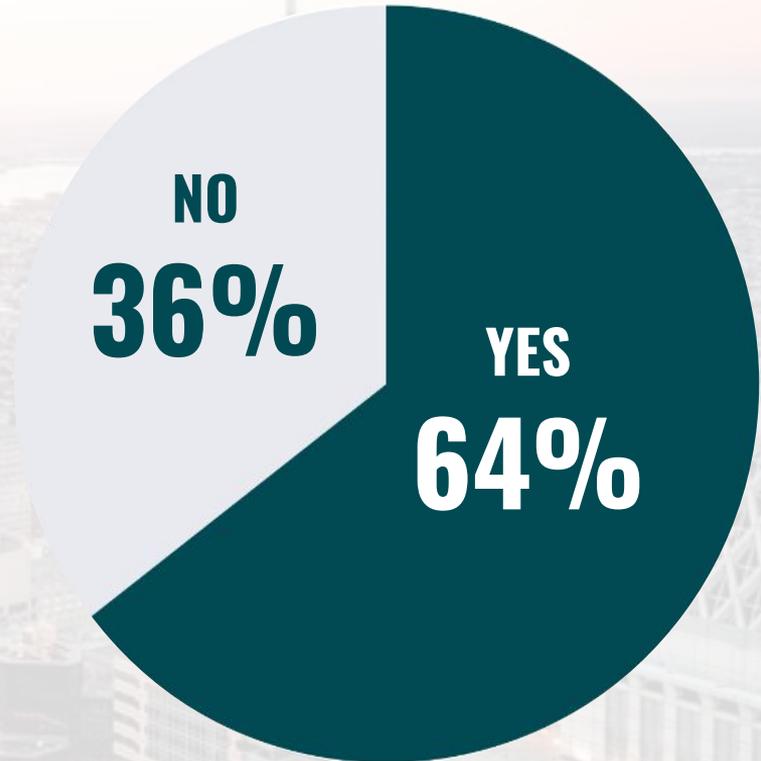
All imagery that follows, unless otherwise indicated, was provided by the research subjects.



THE STATE OF PHILADELPHIA

If you could move anywhere else, would you?

- 1 Philadelphians feel trapped (financially, physically). They don't feel free.
- 2 They feel unattended to - their mayor and city government doesn't care. And the city streets reinforce it.
- 3 They don't feel safe.
- 4 They don't feel like the kids have a future.



“I feel like so many people are in pain, traumatized, and trying to scream about what's happening here - no one is listening.”

Sandra, NWP



“I feel like a caged animal. It's too dangerous for me to even walk to work at night or walk anywhere to meet friends. Everyone drives because walking is not safe at night.” Hara, CCP

“This represents the slippery slope our Philadelphia residents are on everyday to escape high crime and mortality rates.”

Gail, WP



“Low income people are being left behind. I feel like there is no path to home ownership, no way out of debt, and I feel like I'm running out of steam trying to catch up.” Susan, SEP

TOUGH TIMES IN PHILADELPHIA

The people of Philly are burnt out - crime is high, the streets are dirty and it's "literally falling down."

Residents bemoan a government that feels missing in action and a profound lack of opportunities for its people to thrive.

They worry about physical safety all the time, describing the city as "a war zone," and see the trash littering the city as well as the lack of community spaces as evidence of a government that doesn't care.

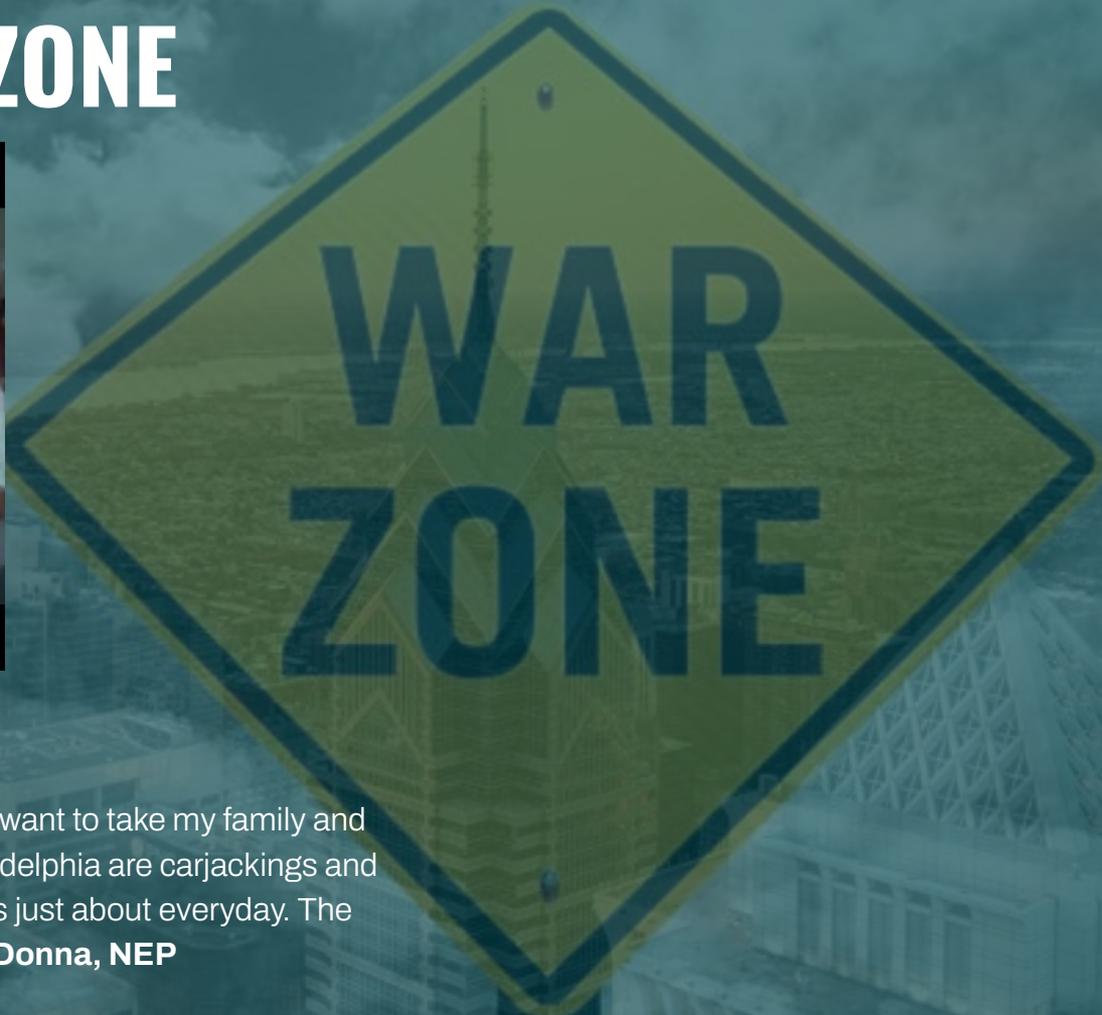


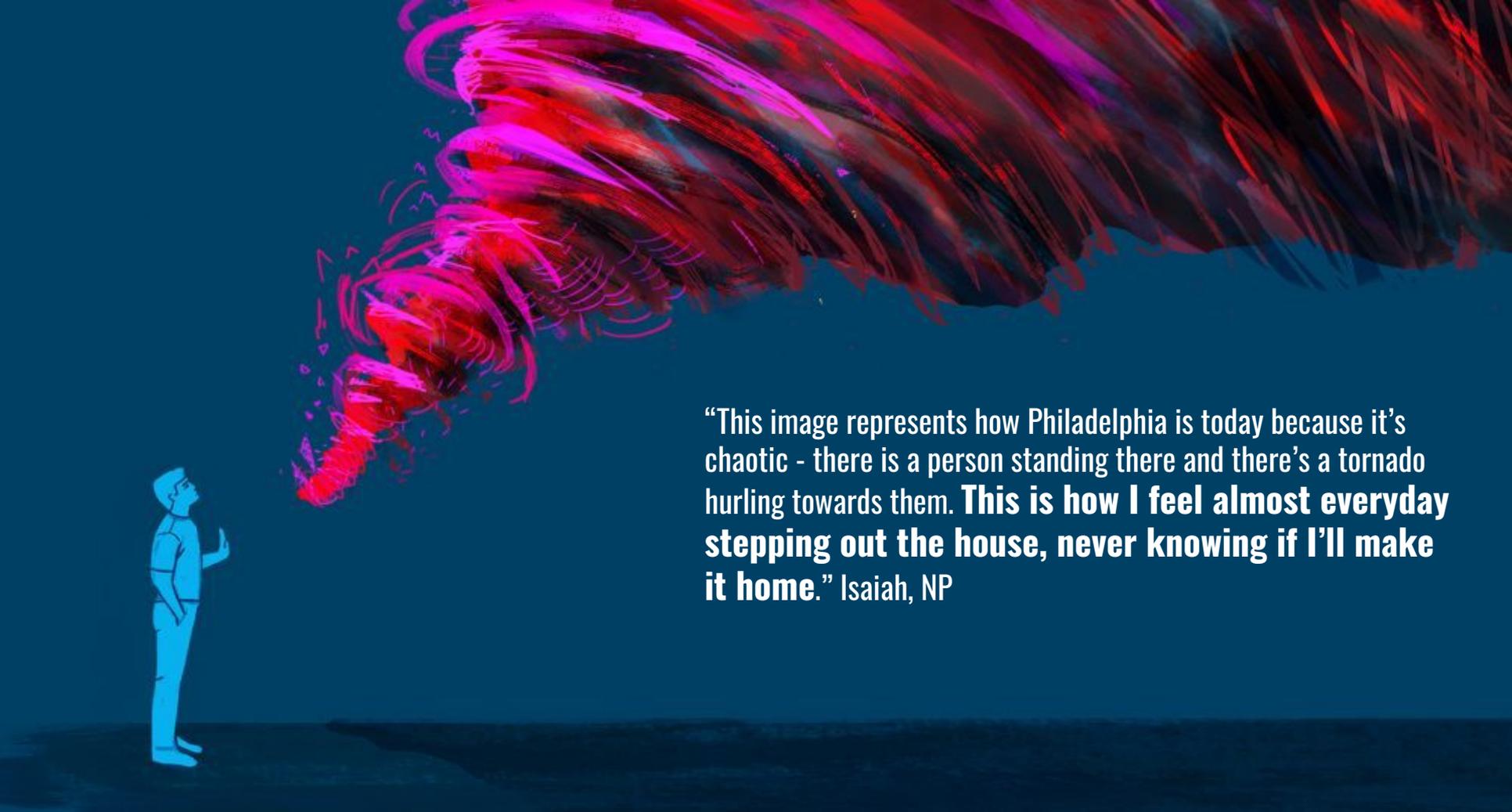
LIVING IN A **WAR** ZONE



“It feels so much like a daily warzone, sad but yes that’s where we are right now!” **Kelly, SWP**

“It makes me feel like I’m in a warzone. It makes me want to take my family and move far away from Philadelphia. The crime in Philadelphia are carjackings and robberies with guns. People getting shot and killings just about everyday. The violence is so bad people fear to leave their home.” **Donna, NEP**





“This image represents how Philadelphia is today because it’s chaotic - there is a person standing there and there’s a tornado hurling towards them. **This is how I feel almost everyday stepping out the house, never knowing if I’ll make it home.**” Isaiah, NP

THE CHALLENGES THIS NEW MAYOR MUST ADDRESS

- ❑ High Crime + Police Reform
- ❑ A City without a Future for Kids (Education & Safety)
- ❑ Crumbling Buildings and Infrastructure (Trash, Potholes, Missing City Services)
- ❑ Jobs & The Cost of Living
- ❑ An Unresponsive City Government

CRIME IN PHILADELPHIA

How do you feel about the crime situation in Philadelphia?

91%

answered it's a "problem" or a "big problem"

07%

answered "I'm not sure if it's a problem or not"

02%

answered it's "not a problem"





now

You have a new
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A VOICEMAIL TO THE MAYOR

DO SOMETHING TO **STOP** **THE VIOLENCE**

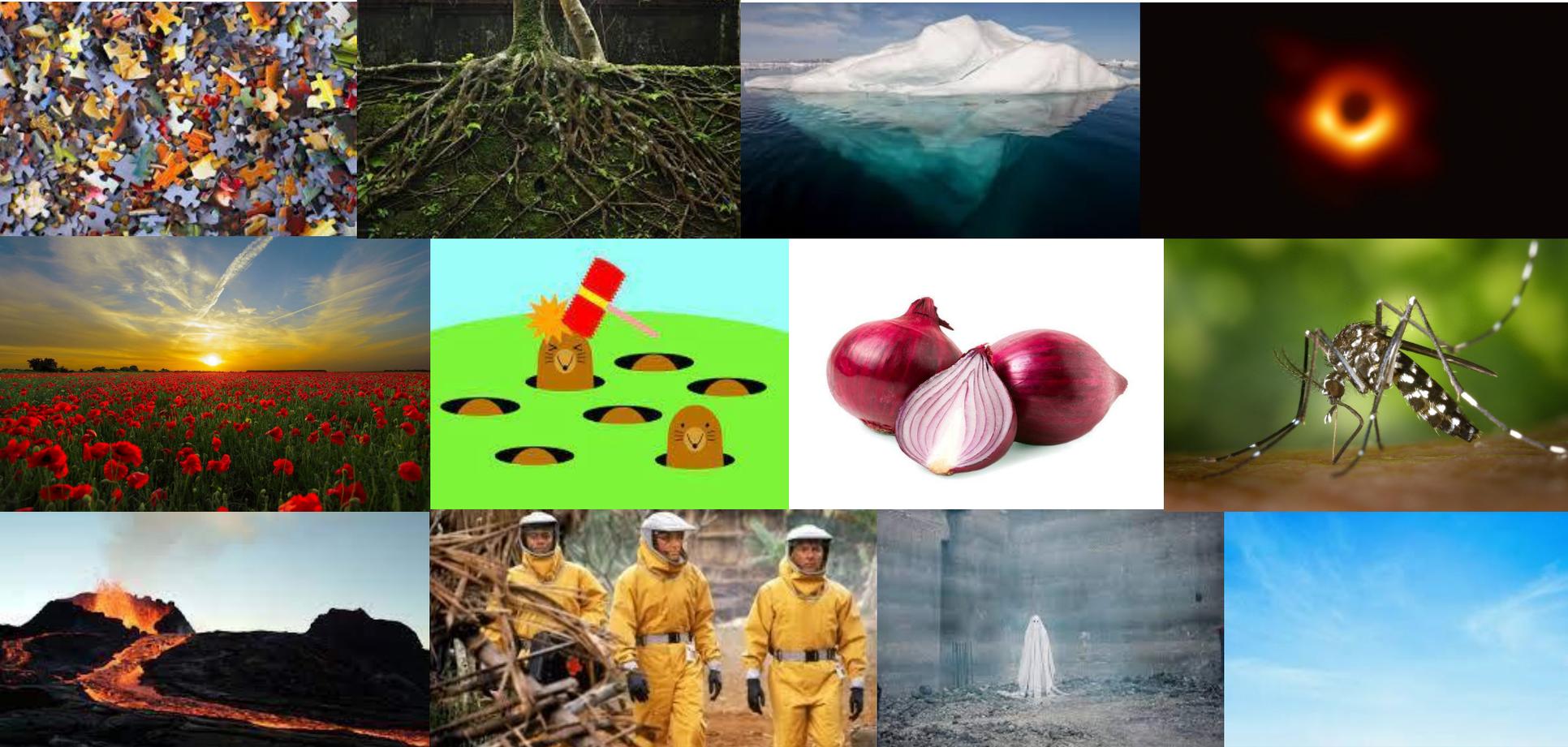
Many Philadelphians felt that a more proactive, comprehensive approach to stopping crime was the solution to increased crime in the city.

Philadelphians expressed distress at serial gun violence, with many indicating that more cameras and monitoring (among others things) could help lead to the city being more on top of crime. Many felt that the Philadelphia police didn't care about them and their safety, and only came around when riots erupted or it was time to collect parking fees.



“I know people that got killed - still don't know what happened to them or who did it.”

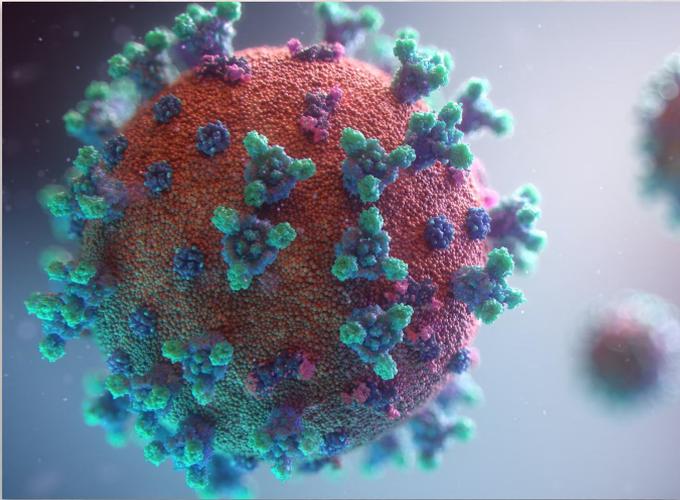
Ciani, NP



CRIME - AN UNCONTROLLED, OMNIPRESENT, NATURAL FORCE



CRIME A BEAST OR A VIRUS?



In a 2011 Stanford experiment, researchers found that when primed with the notion of crime as a “beast,” people were more likely to recommend an increase in police forces and jailing of offenders, whereas if crime was characterized as a “virus” that had infected a city, people were more interested in addressing crime with social reform.

In our research, we found that Philadelphians tended to characterize crime as an uncontrolled, omnipresent natural force that was deeply “rooted” in the city, that was even in the “air they breathed” and “had many layers” to it. This suggests a desire for a strong response, but one coupled with community interventions and holistic social reform. Many described the trash and the lack of programs and community centers for kids contributing to the lack of pride and safety in the city.

THE CHALLENGES THIS NEW MAYOR MUST ADDRESS

CRIME IN PHILADELPHIA

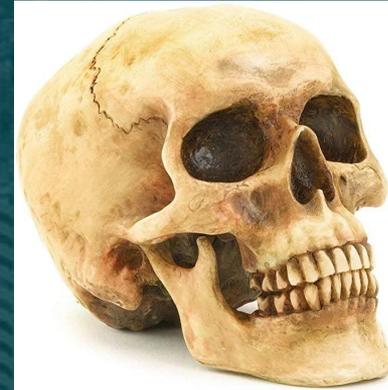
Philadelphians described the crime situation as a looming force that was lurking, everywhere, and inevitable - like the air, a volcano, or a dark cloud. They described themselves as always having to be on guard, because they never knew what was around the corner.

“Philadelphia is NOT the city of brotherly love. It's the city of let me take your car or shoot you for no reason. People are desperate since the pandemic and no longer know how to relate to one another. Carjackings are at an all-time high, and nothing seems to be slowing it down. People are getting shot every day; I'm losing track. The violence here has gotten completely out of control. It won't be the city of brotherly love again until they lower the crime.” Lisa, WP

“Philadelphia's crime rate just looms over the city like a dark cloud. It's hard to see the hope and the beauty of the city sometimes because so many acts of senseless violence overshadow the images of hope and beauty.” Ada, NWP

**"So many senseless killings and drug addictions in the City of Philadelphia."
Tanya, NWP**

“Philly is like We Gotta Get Out Of This Place" by The Animals. People I know that loved this city, 3rd and 4th generations....now cannot wait to leave. Fear for one's safety has now outweighed the love of the city.” Colleen, NEP



THE PHILADELPHIA POLICE

HOW SAFE DO YOU FEEL AROUND **THE POLICE?**

49%

**SAFE OR
VERY SAFE**

51%

**NOT SAFE OR
NOT SAFE AT ALL**



THE CHALLENGES THIS NEW MAYOR MUST ADDRESS

THE PHILADELPHIA POLICE

Philadelphians are split between feeling safe and not feeling safe around the police. **Feelings of safety** around the city police stemmed from being white – more specifically, not being a black man – and never having had a negative encounter with the force, as well as a general feeling that most cops are good – civil servants who want to protect the people.



“I believe they aim to protect and serve. A few bad apples don't spoil the whole barrel.” **Kelly, SWP**

“I'm white and female and affluent.” **Pier, WP**

“Police officers generally take their jobs seriously and are committed to protecting and serving the people. I have personally never encountered a bad officer but I know that some do exist.” **Maryelis, NEP**



THE CHALLENGES THIS NEW MAYOR MUST ADDRESS

THE PHILADELPHIA POLICE

However, *those who don't feel safe* around the police felt so due to their history of violence against the Black and gay communities as well as the more recent acts of brutality against POC. They also feel that the police are useless, often standing around and ignoring crimes committed in front of them, or arriving too late to act, and that the police frequently abuse their authority and act as if they're above the law.



"I don't feel safe because they are killing African Americans. It's like we don't have no voice." **Victoria, NP**

"They do not do their job. And when they do their job, they are often domineering, rude, unhelpful, and threatening." **Thomas, SWP**

"I don't feel like the police are there to protect people. They are there to discipline and keep us in our place. Even when they are just walking around, I see them talking to each other and not engaging with their surroundings." **Jennifer, NP**

"Many Philadelphia Police officers break the law and use their badge as a tool to lord over people. I have not met any nice or respectful Philadelphia police officers yet." **Niya, WP**

THE PHILADELPHIA POLICE

HOW HELPFUL IS THE PHILADELPHIA POLICE IN **ENSURING PUBLIC SAFETY?**



THE CHALLENGES THIS NEW MAYOR MUST ADDRESS

THE PHILADELPHIA POLICE

UNHELPFUL/VERY UNHELPFUL

Philadelphians are more likely to feel that the police aren't helpful in ensuring public safety. They pointed to officers ignoring crimes and doing little to nothing to stop open drug use in the streets, how cops treat different neighborhoods preferentially, leaving those in low-income areas high and dry, systemic problems such as being understaffed, "a union that backs up corruption," and some even some say that the police are intentionally ignoring crime to spite the current mayor. Underlying all of this is the perception that police don't prevent crime – they only react to it, and with voters feeling that crime is high and a pervasive problem, the police aren't seen as bolstering public safety.

"There seems to be a disconnect between the police and many communities within Philadelphia. Because of this disconnect, the police seem to serve more as instigators and adversaries to the very communities they are intended to serve." **Emily, WP**

"Depending on who calls the police depends on the outcome. There have been plenty of incidents where people with mental health emergencies have been gunned down by them when they simply needed someone to listen and not be treated like a criminal and why if there is a call in Olde City, the police come right away but leave people in a lower income area out to dry. The response is totally different and people don't respect that." **Sherie, CCP**

"I don't feel like police really do anything about the public safety, I mostly just see them sitting in there vans, police cars, or standing around doing nothing, while others are overdosing, or fighting or killing people. The police come when it's already too late." **Donna, NEP**



"I work for the City of Philadelphia and I know that there is a shortage of police officers." **Lenora, WP**



THE CHALLENGES THIS NEW MAYOR MUST ADDRESS

THE PHILADELPHIA POLICE

HELPFUL/VERY HELPFUL

For those Philadelphians who do feel that the police are helpful in ensuring public safety, it stems from the perception that they're doing the best they can under the circumstances: high crime, short staffing, and a period of heightened scrutiny for the profession as a whole.

“They try to do their job, but crime is so out of control that it makes their jobs more difficult.” **Justin, NEP**

“I think in general, the majority of police in Philadelphia are trying to keep the city safe, but I think there is a lot that puts them at a disadvantage. I would imagine that there are staffing issues. I think a lot of current events (i.e the killing of George Floyd and Brianna Taylor, etc.) gave city police a bad rep. I do think there are some "bad eggs" out there, but I would like to think that the majority of police are in it for the right reasons and are putting their lives on the line every shift to keep others safe.” **Abbey, CCP**

“They do very well considering their restrictions and morale and staffing problems.”
Michael, NWP

“It's not an easy job, and for the most part I think many officers care about Philadelphians and take their job seriously.” **Mark, SEP**

THE PHILADELPHIA POLICE

WHERE DO YOU LAND ON THE **SPECTRUM ABOUT COPS?**





THE CHALLENGES THIS NEW MAYOR MUST ADDRESS

THE PHILADELPHIA POLICE

DIFFERENT TACTICS + LESS

Philadelphians overwhelmingly believe – and want to see – the police use different tactics than they’re currently using. Put plainly, they’re looking for an investment in their communities. They want cops who are involved in communities, who are able to gain the community’s trust, and work with the community instead of acting like an adversary. They want cops to receive better training in de-escalation techniques and for social workers and mental health professionals to be called in when necessary, believing that police are not the answer to every problem. Overall, they feel that by investing in their communities, they can address some of the root causes of crime and other issues their city is facing.

“It isn't all their 'fault'--it is the way we as a society handle 'crime'--we need to invest more money and resources in the safety net and community based solutions to inequity, to drugs, etc. But too often we take the "broken windows" approach and we do not actually care about people.” **Brian, SWP**

“I think we need new tactics because apparently the tactics that are used are not very good. Might I suggest police becoming more involved in the community and reaching out to them more. Often times in urban neighborhoods police don't seem to be trusted or that they sometimes seem to look at everyone with suspicion.” **Darryl, NP**

“We need public safety officers who are trained in de-escalation tactics, how to handle mental health problems, not cowboys with guns.” **Stanley, CCP**

THE CHALLENGES THIS NEW MAYOR MUST ADDRESS

THE PHILADELPHIA POLICE

FEWER COPS

For the minority of voters who believe the city needs fewer cops, they feel the police budget could be better spent elsewhere, like bolstering community resources to address the root causes of crime and other issues Philadelphians are facing, echoing sentiments mentioned previously.

“We need fewer cops and more social services. Cops are terrible at de-escalation, and they have, time and time again, proven that they can't handle even the simplest of situations involving empathy or nuance. More public safety officers, NOT police officers, would help ensure a safer city.” **Christopher, CCP**

“Because money could be spent much better. They are a reactive force. If our communities and economies were healthier, we wouldn't need them. Put the money towards preventing crime, not merely reacting to it.” **John, SWP**



THE CHALLENGES THIS NEW MAYOR MUST ADDRESS

THE PHILADELPHIA POLICE

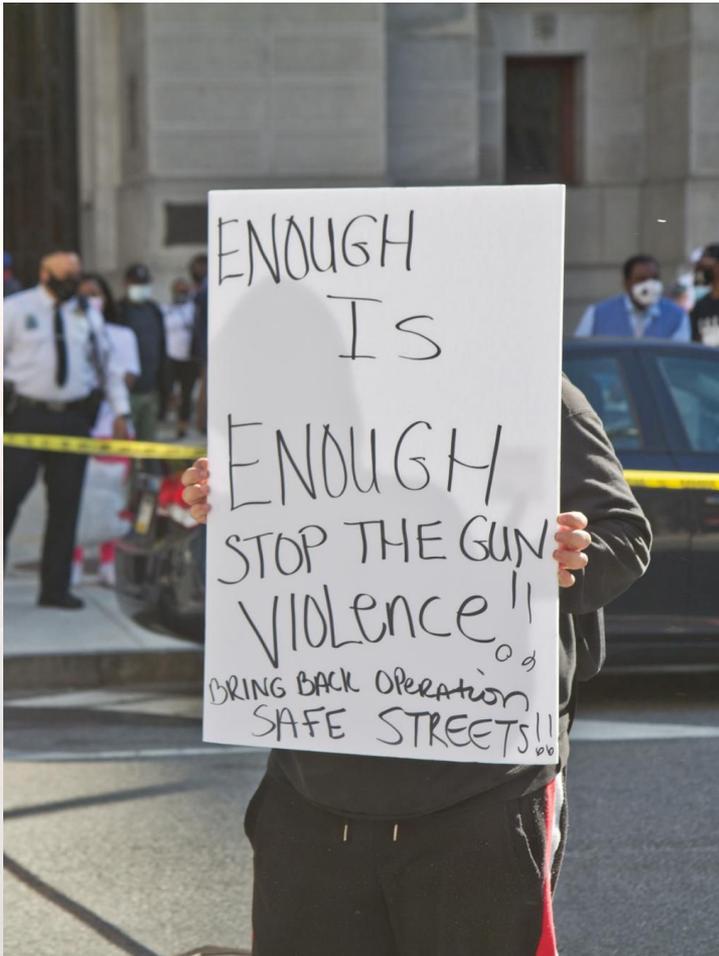
MORE COPS

Philadelphians who feel the city needs more cops cite rising crime and the current shortage of police officers, feeling that more cops with an increased presence would act as a deterrent to crime. But they don't want more cops hired on a whim, rather ethical people coupled with better training among the force as a whole.

“It's just not enough police officers to cover the crime in this big city.” **Tanya, NWP**

“I'd like to specify that we need more WELL TRAINED law enforcement. Handing people a badge and a gun would be foolish. But we do need more cops that are trained to be efficient in upholding civil peace and eradicating those who wish to disrupt it in any myriad of ways. Having cops that are always close by and ready to eliminate issues would make me feel safer especially knowing that these individuals have been trained thoroughly.” **Richard, CCP**

“I believe we could definitely use more cops. Maybe an increased presence of police would deter many criminals.” **Paulette, NP**



THE PHILADELPHIA POLICE

When asked what they would change given the opportunity to **change anything about the Philadelphia police force**, Philadelphians identified **four core areas** of improvement and reform they'd like to see:

1. **SYSTEM REFORM:** *Tackling issues from the inside out.*

"First I would get rid of the police commissioner Outlaw. You rarely see her, she's another one that hides out. Promote people in the department that actually do the job they were hired to do. Kenney should have never hired outside of the department when he went to to hire Danielle Outlaw." **Donna, NEP**

"I would change the FOP and its leadership so that it is run in each lodge by a committee that consists of at least one minority civilian, one police officer, and one mental health expert. The state and federal government need to stop treating each FOP lodge as a traditional union and instead factor in the influence these FOP lodges have on public safety and citizens' quality of life." **Stanley, CCP**

"Make a civilian oversight commission and increase transparency of complaints lodged against cops." **Danielle, SEP**

2. **ACCOUNTABILITY:** *Ensuring police aren't above the law.*

"I would increase the amount of surveillance of cops and make it so when they commit crimes they are punished and removed from the force. No slap on the wrist for cops, hold them to a higher standard." **Rachel, SEP**

"They should all be subjected to a Comprehensive Behavioral Psychosocial Evaluation, be trained in Crisis management by a Behavioral Health expert, and be held accountable - individually for acts of violence against citizens - not covered by the department. No Immunity for them." **Ada, NWP**

Mandatory activated camera during shift. Mandatory training on how to interact with the public. Police need to understand that the badge they wear is not a pass to say and do as you please not to abuse the authority that comes with the job. Police need to be less arrogant and more social." **Keith, SEP**

3. **MORE DIVERSITY, LESS BIASES**

"I think the Philadelphia police department as part of their training should take classes to see the potential impacts of their decisions and take training on how to address their biases towards minorities." **Mia, NP**

"It would also need to be more diverse to match the demographics of the city." **Vivian, WP**

"I would definitely have police trained to deal with different races and nationalities. I think it would promote better relations between the public and the police force." **Paulette, NP**

I wish they would be less racist and gruff working with the public of Philadelphia. I would like them to partake in psychological training and treat everyone with respect." **Daniel, NWP**

THE PHILADELPHIA POLICE

4. INVESTING IN COMMUNITIES & IMPROVING RELATIONSHIPS

“I would make the police much more accessible to the public. I'd like for them to help dispel the myth get some folks seem to have about them as being against us and not for us. I don't particularly believe that, but there are a lot of people who do believe that. I would put a lot of effort into making the police more accessible to the public and getting to know them on somewhat of a personal level.” **Darryl, NP**

“I would hire many more officers and have them interact with the public on a daily basis. Get them involved with more public activities where the community can feel comfortable asking questions and listening to feedback. I think if they had more meetings in the local libraries, city hall, and open forums people feel comfortable expressing their ideas without retaliation.” **Sherrie, CCP**

“I would allocate some 911 calls to people better trained to deal with the issue at hand, or to a team comprised of police and mental health workers. Police are over-burdened. I would also change the way police are trained to reduce discrimination, corruption and that quick trigger finger.” **Karen, SEP**

“Again, I want to see them become partners. Get to really know the people in the neighbors and what makes them go. Then they could truly help and just police.” **Sean, NP**

“I would create a new department within the police force devoted to non-life-threatening crises and social issues complete with social workers and counselors that work in tandem with and when appropriate separately from law enforcement officers to support Philadelphians in crisis.” **Emily, WP**





now

You have a new
Voicemail

A VOICEMAIL TO THE MAYOR FIGHT FOR AND WITH US TO PREVENT CRIME

Philadelphians were not just looking to make sure that the streets were cleaned up and the crime rooted out.

They were also looking for an approach that prevented crime from even happening, with an approach that looked as well to the root causes of crime and addressed those root causes.



“Keep fighting to prevent all this crime from happening.”

Hyunjin, CCP

“I would change how they are trained in community engagement and to **see people as people - not objects of crime.** I saw recently on the news that the new graduates of the Camden Police Department went out in the neighborhoods and knocked on doors just to introduce themselves and express how they were looking forward to working with the citizens to keep the city safe. I’ve never heard of the Philadelphia Police Department doing anything like that.” Lisa, WP

THE PHILADELPHIA POLICE

PROBLEM

Philadelphians see the police as non-responsive and ineffective; treating neighborhoods differently (i.e., giving preferential treatment to higher-income areas); and there are lingering trust issues amongst POC.

SOLUTION

An investment in the community – providing resources like mental health professionals, social workers, and community programs to address the root causes of issues and be proactive, not reactive.

RESULT

Community-oriented policing → allies not adversaries & partnership with communities

THE CHALLENGES THIS NEW MAYOR MUST ADDRESS

BUILDINGS & INFRASTRUCTURE

Philadelphians also noted a city in disrepair, crumbling around them.

“This photo depicts how it feels to live in Philadelphia today. The city is literally falling down.” **Peggy, NEP**

“There is a darkness but also spurts of positive (the flowers) as well. The positive and good that tries to protect the city is cracking and crumbling. The positive fights through the darkness. It feels a little bleak at times to live in Philadelphia. There's a lot of negative things to see and experience.” **Kathleen, SEP**

“[Our leaders] probably live in well-maintained houses and do not have to interact with the amount of dilapidated and poor housing. They should focus on making sure the housing stock is of higher quality or assist landlords/homeowners with improving the buildings.” **Thomas, SWP**



“As we can see **the city needs to be cleaned up.** We see abandoned buildings which become homeless grounds and used for drug dealing. We see the people gasping for air from the industrial pollution. And the dirty garbage filled streets. We need politicians to focus on cleaning the streets. We need to start somewhere and make steady progress to beautify the city in all neighbourhoods, not only the tourist sections. Tourism suffers because tourists are exposed to these areas and take away a negative image of our city. It doesn't say too much about government commitment. Where are the taxpayers funds utilized for if not the well being of the communities?”

Alexis, NEP



“DIRTY GARBAGE FILLED STREETS DON'T SAY TOO MUCH ABOUT GOVERNMENT COMMITMENT”

THE CHALLENGES THIS NEW MAYOR MUST ADDRESS

BUILDINGS & INFRASTRUCTURE

They also reported a dire lack of city upkeep when it came to potholes and parking, snow plowing, tree maintenance, and even lighting. Unless they lived in wealthy neighborhoods, most Philadelphians felt abandoned to do city maintenance themselves.

“The city should regularly trim the trees. I called to have the tree outside my home pruned but no one has ever come.” April, SWP

“Philadelphia is the city of potholes. Here are potholes between and around the trolley tracks, which are cumbersome for cars and downright dangerous for bike riders. And then - the disparity in the City's snow plowing priorities. Center City and other affluent neighborhoods get priority with snow plowing. In poorer neighborhoods, the City has decided to leave folks to do the work themselves.” Pier, WP

“The city's roads are crumbling due to lack of upkeep. It took a long time for that small hole to be addressed and fixed.” Niya, WP

“These pictures represent the congestion on my street during the holidays because of a produce market, and the unavailability of parking. Parking can be very scarce where I live. Philly wants more people and business coming into the city but don't provide the parking for the cars.” Lisa, WP



“There’s beautiful and positive things about Philadelphia. The historical aspects and I see the local organizations trying. Trying to help those in need. Setting up the community fridges, the groups who help those with substance abuse problems with clean needles, etc. **All types of organizations and individuals try and help others. But the cycle continues and is getting worse. The politicians are taking more than they are giving.** Have you driven through Kensington lately? It’s a whole different world - it gives you anxiety just trying to get a few blocks. **It seems like the city just gave up on it.** I don’t live in that area but I found a kitten thrown away in the trash in my neighborhood last summer. The drug pandemic is not exclusive just to Kensington. **I see people passed out on the sidewalk and begging all over the city.** South Philly, Center City, North Philly...I see people blatantly stealing, taking money out the ATM and literally handing it over to what is likely their drug dealer and repeating the same action multiple times within minutes, **people begging in the middle of traffic with their young children.** There’s good and nice things in Philadelphia, but it’s harder to find the positive things. ” Kathleen, SEP

THE CHALLENGES THIS NEW MAYOR MUST ADDRESS

PERCEPTION OF CITY GOVERNMENT

AN ABSENT GOVERNMENT: MISSING IN ACTION AND RUN BY CHILDREN



PERCEPTION OF CITY GOVERNMENT

A GOVERNMENT THAT DOESN'T CARE - **AT ALL** - ABOUT PHILADELPHIANS

“The first picture shows a man not listening to another, I feel sometimes city government can do that to it residences.”

Lance, NWP

“Philadelphia government acts as a family towards each other, but towards the citizens, at times, we are simply given a hard way to go.”

Amma, WP

“The man rushing shows an example of government officials realizing an issue but running away before the citizens can explain their frustrations.” **Tahisha, NEP**

“Having a mayor that creates a real change would make me feel the government wants to help because as it stands now the government has major issues”

Jared, SWP



“The government does not care, they don't care if people lay on the streets cold and hungry with no shelter, they don't care if people get these guns shipped in here from wherever they're shipping them in from and kill each other.” **Tashika, WP**

“I would take away the salary incentives for people to work in government - and also the cushy length of term appointments.”

Susan, SEP

“I would have the local government at least make an attempt at fixing things.”

Melissa, CCP

“I feel like government doesn't care about us that's why we keep protesting to try to make a difference but nothing changes.” **Ciania, NP**

PERCEPTION OF CITY GOVERNMENT

In Philadelphia, people feel abandoned by their government... In the minds of many Philadelphians, the government only shows up when it's time to collect parking tickets or taxes...or votes.

“The government I see in my community are parking enforcement officers who come to extract wealth from the community. Or police officers who aren't doing anything to make our communities better. This tells me the government only exists to intimidate and extract wealth from me. I don't see any government presence making things better.” John, SWP

“City Officials don't even show up to crime victims funerals. No compassion for families. There is just not enough money to go around and fix the city problems.” Tanya, NWP

“Every 911 call that I've made in the city has been met with at least a 2 minute hold time. If I was having a heart attack, I'd more than likely be unconscious by the time the phone was answered.” Richard, CCP

“It's hard to understand exactly where all of the money for taxes goes... there should be 100% clarity and transparency in this area at all levels of government.” Matthew, CCP

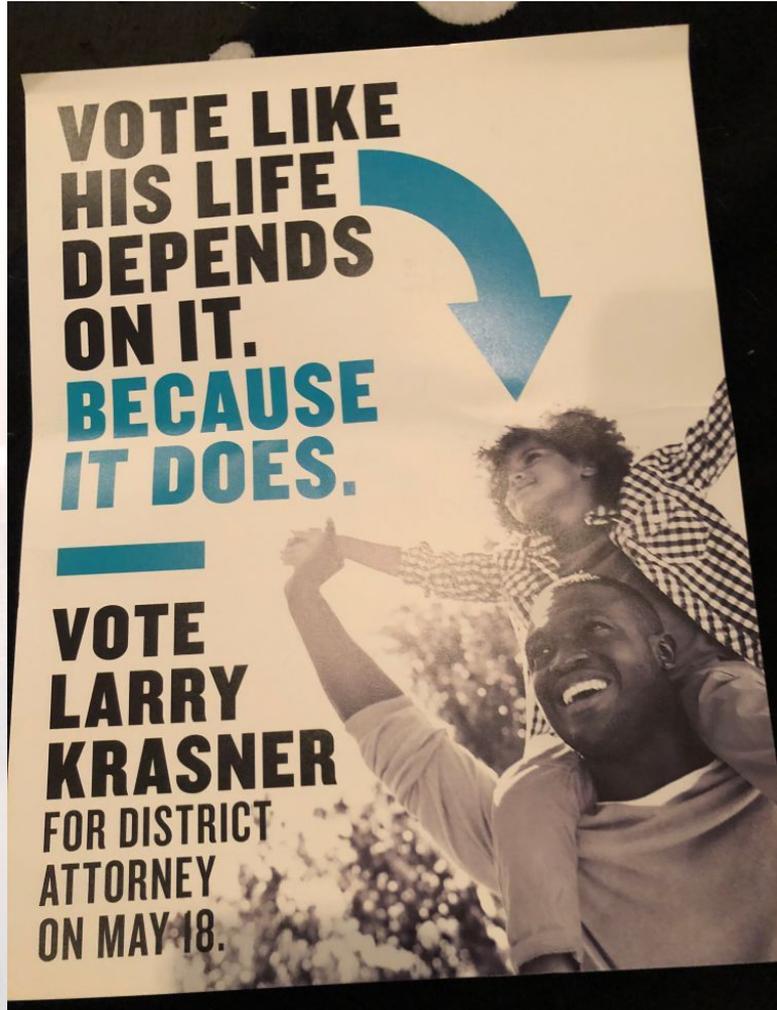


“Absence of City Management: No lights in alley, great way for someone to rob you. In my area I was told I have to get a ladder and change the bulb myself, They would supply the bulb...I just got a motion sensor bulb in my yard.

Plowing in the winter is a no-no. They hardly every plow snow in the street or salt unless you call them 6 times. Solution: We throw salt in the street if we have it.

Street Cleaning - only certain times of year maybe 2 times a year. Solution: We have to clean it.

Trash pickup is worse than it was before they started all over the street, people have to clean it up or it stays there. Solution: We have to clean and pick up what they forgot behind.” **Tina, SEP**



"This is from Larry Krasner's campaign. The ad uses a photo of a smiling black adult with a child and draws correlation between Krasner's candidacy and the safety of these two precious, smiling people.

This ad really irritated me when I received it in the mail. It felt arrogant for this political figure to suggest their presence supports the safety of brown and black Philadelphians while these same groups continue to experience disproportionate violence in the city. **We are valued enough to court for votes, but our decrepit neighborhoods reflect a lack of investment and concern. This image represents the disconnect between government and the people.**

Ultimately the lives of black folk in Philadelphia are in danger with or without a liberal DA. As long as we accept colonized systems acting with moral authority when they lack any moral high ground, the lives of black and brown people in this city will not be protected. The transformation needed is greater than any liberal political platform can process." **Akilah, WP**

BETTERING PHILLY SCHOOLS

HOW PROUD ARE YOU OF THE **EDUCATION THAT KIDS RECEIVE** IN PHILLY SCHOOLS?

35%
PROUD OR
VERY PROUD



65%
NOT PROUD OR
NOT PROUD AT ALL

THE CHALLENGES THIS NEW MAYOR MUST ADDRESS

BETTERING PHILLY SCHOOLS

When it comes to education in the city, Philadelphians praised the various colleges in the area, but were deeply concerned about the K-12 public schools and the inequities in the educational system. Describing the public schools as “horrible,” Philadelphians are worried public schools are setting children up for failure as they lack funding, teachers, materials, after school programs, and even sound infrastructure with voters raising concern over a lack of internet, asbestos, and lead in the water. Their concern over the lack of funding was especially directed toward lower income areas, with Philadelphians painting a picture of neighborhood public schools so bad that they leave parents competing for the spots in the few good public schools that receive funding, or left with no choice to put their children in private schools, or even move to give their children a better education.

“We have many great colleges and Universities here in Philly. University of Penn, Drexel, Thomas Jefferson University etc.” **Brent, SWP**

“Education in Philly is woefully underfunded and inadequate, primarily because state legislators fail to fairly fund city schools.” **Stanley, CCP**

“It is awful. School conditions are abominable, good educators look elsewhere, pay does not attract new and innovative teachers, too many administrative requirements and not enough crayons, paper and computers. Books are outdated and internet not accessible to all. In 2022 no less. The charter school and voucher system is a privileged joke. Poorer people in marginalized neighborhoods as usual get the short shaft.” **Sarah, NWP**

“The quality of education in Philadelphia is deeply rooted in where you live and the wealth/tax base of that community. Poor and underserved areas will subsequently have poorer-performing schools. These schools are also notorious for public health threats (i.e. asbestos & lead) and compound the challenges low-income students face.” **Emily, WP**





“The public school system here is not great and does not do a great job educating children here. Many neighborhoods have schools with very old buildings, old textbooks, and a shortage of teachers for the number of children they have. There are a few public schools that are known to be "good", and everyone tries to get their child into those schools, which can be a difficult process, or people move out of the city to send their child to a public school in one of the surrounding counties, which are better. The other option is to send their child to a private school, which can be expensive.” Lisa, WP





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You have a new
Voicemail

A VOICEMAIL TO THE MAYOR

IMPROVE EDUCATION

For Philadelphians, poor education was a symptom of a city that didn't care about its younger population, and ultimately, its future.

Participants consistently advocated for increased school funding, ways to improve education, and deliver a better, safer school experience for all.

And, for many, addressing the gaps in education was seen as a preventative measure to crime while bolstering Philadelphians ability to earn higher wages, be able to afford city life, and increase quality of life, overall.

A blurred, high-angle photograph of a city skyline, likely Philadelphia, serving as a background for the right side of the page.

“Schools need to be improved so people feel like they have potential and don’t have to resort to crime.”

Justin, NEP



THE CHALLENGES THIS NEW MAYOR MUST ADDRESS

BETTERING PHILLY SCHOOLS

When asked what they'd change if they had the opportunity to change anything about education in Philadelphia, Philadelphians spoke loudly and clearly, laying out their vision for what education should be in the city – more funding for schools across the board, particularly those in low-income areas, a reduction in disparity between neighborhood schools, better school buildings that provide a safe and well-resourced learning environment, and higher salaries for teachers.

“If I had a magic wand I would remodel most of the public schools in Philly. I would remove the asbestos and lead, and install air conditioning and good lighting. I would equip all of the libraries and have full-time student nurses in each school. I would pay teachers and staff what they are worth.” **Terri, NWP**

“I would increase the salary of the teachers, invest in better technologies for students and better facilities- many of the schools haven't been renovated in years and there are not many green spaces for children to play and be in nature.” **Amanda, WP**

“I would focus more on the schools in poorer areas of the city and provide them with the tools needed to provide the children with the level of education that children in surrounding counties receive. Also, raise the salary of the teachers to keep talented teachers here.” **Lisa, WP**

“Make sure that every child no matter where they live get a quality education that helps prepare them for the future.” **Melissa, CCP**

THE CHALLENGES THIS NEW MAYOR MUST ADDRESS

THE HOMELESS CRISIS

Homelessness in Philadelphia was a sign of a city in decline, with many attributing homelessness to the opioid epidemic and other drug use, to mental illness, and to cost of living issues - all which felt unattended to by government. In particular, Philadelphians from North and Northeast Philadelphia and Center City, were especially bothered by the homeless, whereas others were more sympathetic to their situation..

“We have huge, beautiful, historical buildings that bring tourists, and we just ignore the suffering of the desperate people who sleep outside them.” **Jessalyn, SWP**

“The cost of living has affected everyone. Many people are homeless or almost homeless because they cannot afford simple things. I would tell them that there must be a way to drive prices down some for things that almost everybody needs.” **Lenora, WP**

“I wish there were more accessible and hospitable ways of helping the homeless. It breaks my heart to see them asking for money and knowing that they're going to be stuck in this cycle for months, if not years. These people have been sucked into poverty and have lost their means of social mobility.” **Courtney, NP**

“The state of Philadelphia is like the Titanic going down. It was once majestic just like the ship but it's sinking due to drugs, crime, homelessness, poverty, not enough police, elected officials who don't care, etc.” **Peggy, NEP**



THE CHALLENGES THIS NEW MAYOR MUST ADDRESS

THE HOMELESS CRISIS

"The government needs to help the homeless, and do something about the opioid crisis." **Donna, NEP**

"Homelessness, lawlessness, trash, bad roads, bad drivers, They matter because that's what affects me day to day. I commute to Center City from the Northeast and get stuck in construction every day for an hour. Harassed by 10 homeless people on the walk from the garage, scammed for free meals, have my customer's harassed. Trash is over the street. People drive so recklessly. We need more cops." **Robert, NEP**

"The city seems to have more and more homeless every day. People are begging you for money on every block -it is so difficult to live your life and try to work hard when you're bothered on every block by someone who blows their entire life away on whatever vice it may be." **Richard, CCP**



EVERYTHING COSTS MORE IN PHILLY

“The cost of living in Philly is skyrocketing since the pandemic. It’s putting a strain on my bank account, since my salary has only increased by 3%.” **Lisa, WP**

“I think the cost of living is really only affordable in dangerous high-crime areas or in better areas if you have roommates.” **Mia, NP**

“The cost of living has only continued to climb drastically.” **Abbey, CCP**

“The job market is decent and the living wage situation is improving, but it's ridiculous that people have been fighting for a \$15 minimum wage for over a decade with little result.” **Karen, SEP**

“Everything in the city costs more money and we haven't seen any benefits of the increased cost.” **Michelle, SWP**

“State tax rates affect your take-home pay and that is a big factor influencing the cost of living in Philadelphia.” **Sherie, CCP**

“The cost of living is so hard - the elderly can't even afford food, they run out of money before the end of the month, same with families - they just can't afford to feed and clothe the kids.” **Donna, NEP**



JOBS & THE COST OF LIVING

*Philadelphians feel the job market in the city is good, but not great. They see that there **are** good-paying jobs available, especially in the medical and education sectors, but qualifications, skill, a college degree, and pay determines whether they can get those jobs or not. Most job openings are in the service sector or in entry-level positions where a degree isn't required, but only offer low pay and little room for advancement. There was a general feeling that wages need to increase to keep up with inflation and the rising cost of living in Philadelphia.*

“I feel like the job market in Philadelphia is good, but not great. There are many jobs available now, but most of them are not higher tier jobs, or even jobs with a chance to advance over time.” **Matthew, CCP**

“The job market is good for people who have specific, in demand skills in the fields of medicine, technology and engineering. For those that fall outside of those fields it can be challenging to make a livable wage with one job.” **Niya, WP**

“The job market is a mixed bag in Philadelphia. Given the strong labor union presence in Philadelphia, blue-collar workers seem to be reasonably compensated and protected. Due to the big 'eds and meds' presence in Philadelphia, there are plenty of highly skilled, high-paying jobs in the medical, education, and tech industries of Philly. However, 'lower-skilled' service industry employment opportunities while ample are likely not paying sufficiently enough to afford to live in many of Philadelphia's neighborhoods.” **Emily, WP**



THE CHALLENGES THIS NEW MAYOR MUST ADDRESS

JOBS & THE COST OF LIVING

OPENING UP ACCESS TO OPPORTUNITY

When it comes to getting ahead in Philadelphia, a small group of voters feel that anyone who's willing to work hard can get ahead, but the vast majority of Philadelphians feel that it takes some kind of privilege to get ahead in the city, whether that's being educated and having a degree (especially a Master's degree), having wealth (whether generational or earned), or being connected to the right people.

*"Everyone has similar chances of advancing but it all depends on their willingness to work for it. While many people come from underserved communities, may not have pursued education, or possibly have language barriers, there are always ways to find success." **Maryelis, NEP***

*"Anybody can do better for themselves if they put their minds to it... but i can't be ignorant and say that it's easier for some than it is for others. if you grow up in blight and poverty, you have less opportunities and you have a lot more that you need to do to catch up than someone who goes to school with no loans and has supportive families along with networking opportunities most others do not get." **Adam, SEP***

*"Those with education, social and financial capital can get ahead. Those who are born in 'bad' neighborhoods and go to worse schools have lower chances." **Brian, SWP***

*"Same as any other city, the people who with the best chance to get ahead are the people with connection. Not the necessarily the people with the best qualifications." **Sean, NP***



THE CHALLENGES THIS NEW MAYOR MUST ADDRESS

OFFERING NEW TYPES OF JOBS

When asked what kinds of jobs Philadelphia needs, voters felt strongly that the city needs jobs that pay well across the board and jobs for workers without a college degree that offer skills and training. They also want to see jobs that help to restore the city, like jobs in infrastructure, engineering, and manufacturing, and jobs that help the community, like teachers, social workers, and therapists. Nodding to the city's bustling healthcare scene, Philadelphians also wanted to see more jobs in healthcare, but also technology and even jobs that support creativity and the arts.

“More arts and culture jobs that tap into the rich pool of creative talent here. Jobs such as graphic design, sound engineers, designers, art educators and entrepreneurs are much needed here.” **Niya, WP**

“We need more jobs that are not college graduated necessary. Many people are smart, talented and able that have not went to college. Give these people a job and pay them well for the skills that they bring to that particular job.” **Lenora, WP**

“More infrastructure jobs. Construction jobs can make Philadelphia a thriving cosmopolitan city.” **Alexis, NEP**

“Philadelphia needs more social work and community outreach jobs.” Mia, NP

“Full-time jobs in community organizing, construction and development to make the less livable places more livable, and to revitalize certain parts of the city that need more attention. More storefronts and markets would help here too.” Jeremy, WP

“Philadelphia needs more technology and healthcare-related jobs. That includes Physician assistants or nurses around my neighborhood.” **David, NEP**





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A VOICEMAIL TO THE MAYOR

HELP US **CREATE NEW** **OPPORTUNITIES**

Philadelphians were keenly interested in opening up new opportunities for all Philadelphians, especially those working lower wage jobs or living in poverty, with the feeling that getting people back to work in jobs that helped them keep up with the cost of living would strengthen communities and reduce crime in a meaningful way.

A **“Find ways to get people back to work or create their own enterprises.”**

Amma, WP

THE MAGIC WAND

If you had a magic wand and could pass any law or fix any problem at all, in Philadelphia that would make your life easier, what would it be and why?

TOUGH ON CRIME

“I'd love to get rid of a few things but It would have to be the violence. It is always in the back of my mind and constantly having to look out for suspicious people/situations discourages me from just enjoying living in Philly. I would change all the homicide sentences to be 30 years minimum with no parole. I don't want someone who murdered someone to be able to come back out on the street and live among people until they have seriously dealt with the consequences.”
Richard, CCP



TOUGH ON GUNS

“If I could fix any one issue it would be crime/public safety in Philadelphia. One of the first things I would do is allow gun reform laws at the city level -- tighter regulations.” **Abbey, CCP**

“Make owning assault RIFLES illegal. This would make me and our community more safe.” **Justin, NEP**

“Get those ghost guns off the streets. Get them out of the hands of children and previous offenders ASAP! Too many lives have been lost.” **Kelly, SWP**

TOUGH ON TRASH

“How can people feel pride in their neighborhoods when they are filthy? Enact any and whatever laws and fines and tickets and ordinances need to fix this problem. Every residence should be assigned the most badass, strongest, durable garbage cans and recycling bins possible. There should be a way of tracking when people are using them, fining people for littering or improperly disposing of trash. Triple the sanitation crews on the streets and give them pay increases.” **Matthew, CCP**



SO PHILLY CAN BE A LESS TOUGH PLACE TO LIVE...

MAKING PHILLY AFFORDABLE

“I’d enact laws that ensure that wages keep up with the cost of living. I’d have more money for expenses and less stress about paying the bills. I’d be able to afford ride shares when it is too dangerous to take Septa, I’d be able to get more groceries, go out more, and I’d be able to afford a gym membership.” **Karen, SEP**

“If I had the ability to change one law, I think it would be to raise the minimum wage. You almost have to be a magician to make ends meet if you have a family and you're working with minimum wage dollars.” **Darryl, NP**

“I would wave my wand and fix the problem of poverty in this city. It is what causes all the other problems. That is probably impossible, so I would wave my wand and make everyone have access to safe and free housing.” **Rachel, SEP**

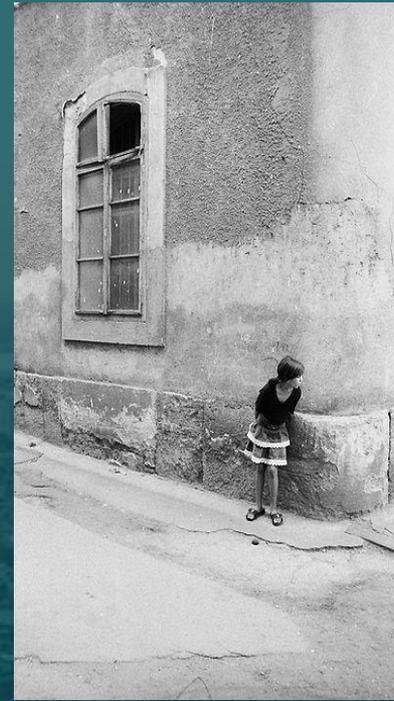


“Pay increase for sure, because it would help me see my life as not so much of a burden and I could actually start to live as oppose to struggling.” **Tahisha, NEP**

DO IT FOR THE KIDS

When it to the state of Philadelphia, while individuals were deeply concerned about their own safety and livelihoods, for Philadelphians, it kept on coming back to the kids - their lives, their hopes and dreams, their safety, and their future.

Philadelphians felt a deep pain about the future of the city and the state of things. They didn't want their kids growing up in a warzone and wanted the kids to have every opportunity to succeed.



“Things are changing for the worse. The number of murders in our city is staggering. Each year the murder rate keep on rising. This means that **families are burying multiple family members. I am so scared that my son or another one of my nephews will be murdered.** I believe that the young children are getting their hands on guns from older individuals.”

Lenora, WP



now

You have a new
Voicemail

A VOICEMAIL TO THE MAYOR

DO IT FOR **THE KIDS**

Philadelphians were especially concerned about the kids in Philadelphia - their safety, their education, their future, and where they had places to go.

Many noted a profound lack of funding for kids programs - both at schools and after school, noting closed pools, community centers, and parks that weren't safe to go to. Still others described the kids as living in a war zone and felt that the kids needed to be better taken care of in Philadelphia, not just because it was right to do, but also, because it would help reduce crime.



“I would tell the mayor to pay attention to the parts of Philadelphia that people often forget...”

Sean, NP



PHILADELPHIA GRIT

THE ABILITY TO BUILD AND RISE

Despite all of these problems that Philadelphians brought forward, the famous Philadelphia grit - the ability to build and rise, to come together and do tough things - especially when things are hard - came up again, and again, and again.

“We all know the type of blue collar guy that has lived in Philadelphia forever. He might be a little disgruntled, but these guys usually have hearts of gold. They'll help you out with what they can and try their best to keep their city great. I think this picture represents the city because it's what Philadelphia was built on, hard work, grit, and the community spirit that keeps everyone bound to the city.” **Richard, CCP**

“Philadelphia has the potential to be higher on the list of best cities in America. This picture shows someone striving to climb to the top, and this exemplifies the potential of Philadelphia.”
Vivian, WP

Right now, divided by race, class, and a big uptick in violence, Philadelphians don't see the city living up to its reputation as the City of Brotherly Love.

“Philadelphia is not unified. Although it is the city of brotherly love, there is a great separation within until city. Different social economic classes are quite apparent in the city, which makes it hard to be unified.” **Andrew, SWP**

“No, I don't think Philadelphia is the city of brotherly love. There is too much violence in Philadelphia. I don't think Philadelphia is unified.” **Donna, NEP**

“Philadelphia is not unified and it is not the city of brotherly love. It is a very segregated city. Segregated in race and class. Do to that and the amount of poverty, there is not much togetherness.” **Sean, NP**



RIGHT NOW A CITY DIVIDED



BUT IN THE FUTURE A CITY UNITED

But, they're hopeful for a better, brighter future for the city, one where people are able to come together, standing united, and caring for one another.

“Philadelphia is traditionally the city of brotherly love, but it is not unified. Those on the far right are eager to tear us apart, ginning up fake "culture war" issues to divide us. However, there is hope: if we realize that we all are much more similar than we are different, we can come together and advocate for better conditions and improve life for everyone in the city. When the least of us do better, everyone does better.” **Christopher, CCP**

“I do believe that Philadelphia is the city of brotherly love and that we can be unified, though it is not always the case... Philadelphia will without any questions asked help a stranger in big and small ways. I think the stress of the last two and a half years have tried Philadelphia and our ability to stay unified, but I do feel like we are able to set our differences aside when it really matters and show up for one another.” **Amanda, SEP**

WHAT PHILADELPHIA COULD BE.



“This image of a diamond in a pile of rocks represents Philadelphia because it represents where we are and where we can go. We are rocks and we can be diamonds. We have to accept the work required to be formed into a diamond from a rock. We are under a lot of pressure to manage complex problems in this city. If we choose humility and allow this pressure to shape us, we can emerge as a beautiful, healthy community.” Akilah, WP



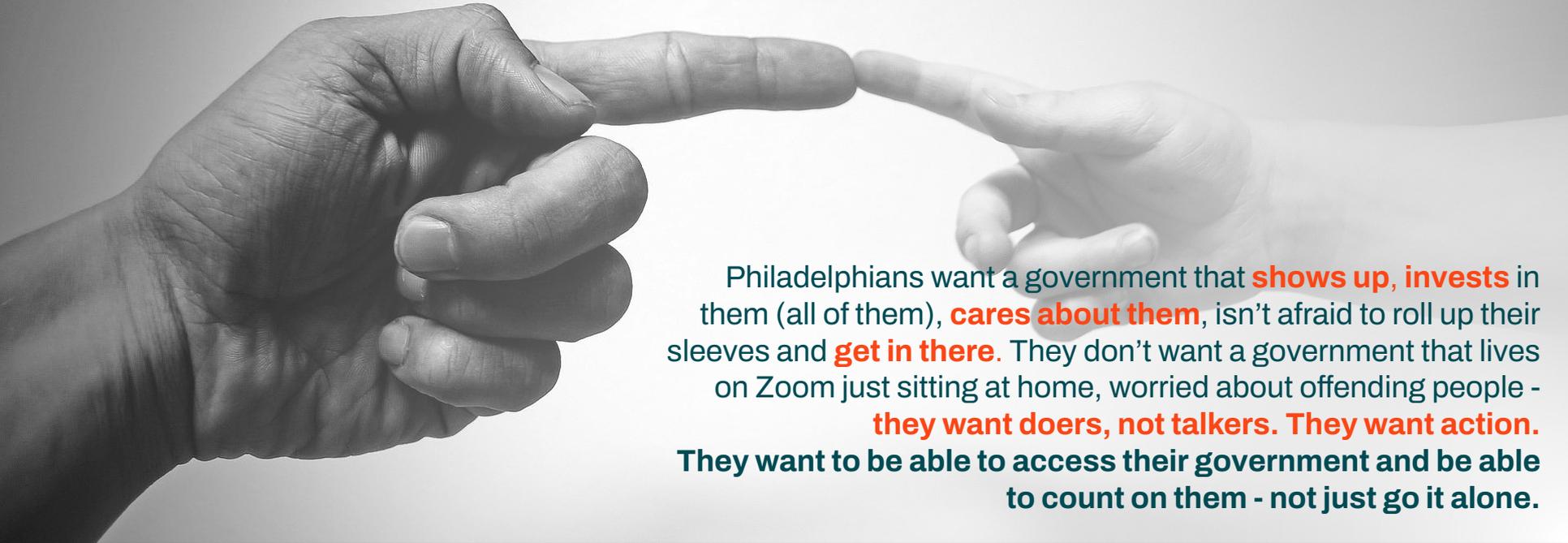
THOUGHT STARTERS

THE KIND OF MAYOR PHILLY NEEDS

An aerial, high-angle photograph of the Philadelphia skyline, featuring prominent skyscrapers like the Comcast Center and Independence Hall. The image is overlaid with a semi-transparent teal filter. The hashtag #PHILLYTOUGH is centered in large, bold, teal letters.

#PHILLYTOUGH

A GOVERNMENT THEY CAN DEPEND ON



Philadelphians want a government that **shows up, invests** in them (all of them), **cares about them**, isn't afraid to roll up their sleeves and **get in there**. They don't want a government that lives on Zoom just sitting at home, worried about offending people - **they want doers, not talkers. They want action.** They want to be able to access their government and be able to count on them - not just go it alone.

WHAT PHILLY FOLKS WANT

THE CITY WOULD BE TOUGH ON TRASH AND FINALLY CLEAN

They want a cleaner city - that takes sanitation seriously - drugs, trash, rats, stray animals - they gotta go. And they want the city to be cleaned of guns, too. Too much junk on the streets.

“This photo is of a well maintained street in Philadelphia. My hope is that all of Philadelphia **can be restored to the beautiful city it once was** and that future generations will take pride in their hometown.” **Peggy, NEP**

“I would like Philadelphia to become a safer, cleaner, and greener city. This image seems glossy and the city looks like it functions properly; garbage is cleaned up, people are following rules, everyone seems safe, and the city is prioritizing urban spaces.”
Thomas, SWP

“These city images of Hong Kong represent to me a well kept clean city. **No matter the location, the bus stop or the downtown area, or the waterways. It's all clean**, the government have a strict enforcement of loitering in the streets. The town is immaculate. They have larger population, a lot more street traffic and events , much more than Philadelphia. My future Philadelphia should be cleaner, and have more loitering laws implemented.”
Alexis, NEP



“I often see rats running in and out of buildings. I've put down bait stations. **Philly has a well known rat problem** and more help around that would be appreciated.” **Felicidad, NP**

“**We have next to no funding to deal with wildlife here, which often includes feral cats. All help comes from volunteers, who work until they are drained of empathy.** We need more shelters, funding and outreach to help people understand the cycle of dumping cats outside and how important spaying is.” **Jessalyn, SWP**

“**We have more guns than ever on the streets, kids as young as 10 or younger can get their hands on them. The drugs...take a walk down to Kensington and junkies are all over the place.** And homeless people all over the place with all of these empty houses, this is unacceptable. The government does not care if people lay on the streets cold and hungry with no shelter, they don't care if people get these guns shipped in here from wherever and kill each other. Just kill yourselves. And the drug epidemic - they really don't care they even set up centers to help people get high drugs are illegal why you setting up centers to help people go get high? **They want us to kill ourselves out here.**” **Tashika, WP**

WHAT PHILLY FOLKS WANT **RATS, CATS, DRUGS, & GUNS - OFF THE STREETS & FINALLY CLEAN**



WHAT PHILLY FOLKS WANT

PEOPLE WOULD FEEL SAFE AND HAPPY AGAIN



Philadelphians want a safer city where people can go places. They want community policing - taking a proactive approach and working in partnership with the community. They proactive cops, not reactive cop, who actively work to make Philly safer, instead of just showing up to issue parking tickets.

“This picture represents community. The mayor's policies should help create a safer environment where communities thrive and are able to gather to celebrate each other.” **Ada, NWP**

“Children, especially inner-city children, can't play outside because they may get hit with a stray bullet. Philadelphia needs to get back to a time when it was safe for our children to ride their bikes, play ball, jump rope, play hopscotch, and just be kids.” **Peggy, NEP**

“I searched for an image "good schools philadelphia." So many people leave the city when they have kids. If the money was funneled into improving our schools, that would maybe make less people leave. Happy people, happy city.” **Adam, SEP**

“This image represents a greener future for Philadelphia, where nature and parks are accessible, clean, and safe. A greener Philadelphia would make the city brighter and allow people to enjoy the city more, instead of always leaving to experience beauty. A mayor that meets this need would recognize what a future city needs and make its citizens happier.” **Thomas, SWP**



WHAT PHILLY FOLKS WANT

PHILADELPHIA CAN RECLAIM FREEDOM FOR PHILADELPHIANS

Philadelphians saw their city as the birthplace of freedom for the United States, and yet decidedly felt trapped in their own city. The dream of being free was significant for Philadelphians - who imagined a world where they could leave their homes without fear of violence, where they'd be able to afford the city in which they lives, and they - along with everyone else - would be able to thrive.

“The type of mayor that Philly needs would have to **make sure things are taken care of so people could have freedom** to come and go without the threat of violence.” **Angela, NWP**

“This image represents **financial freedom.**” **Adan, NWP**

“The **Eagle represents my freedom** to [do] what I want in Philadelphia.” **Brent, SWP**

“I feel a **sense of freedom, not at all being stringed like puppets.**” **Alexis, NWP**

WHAT PHILLY FOLKS WANT

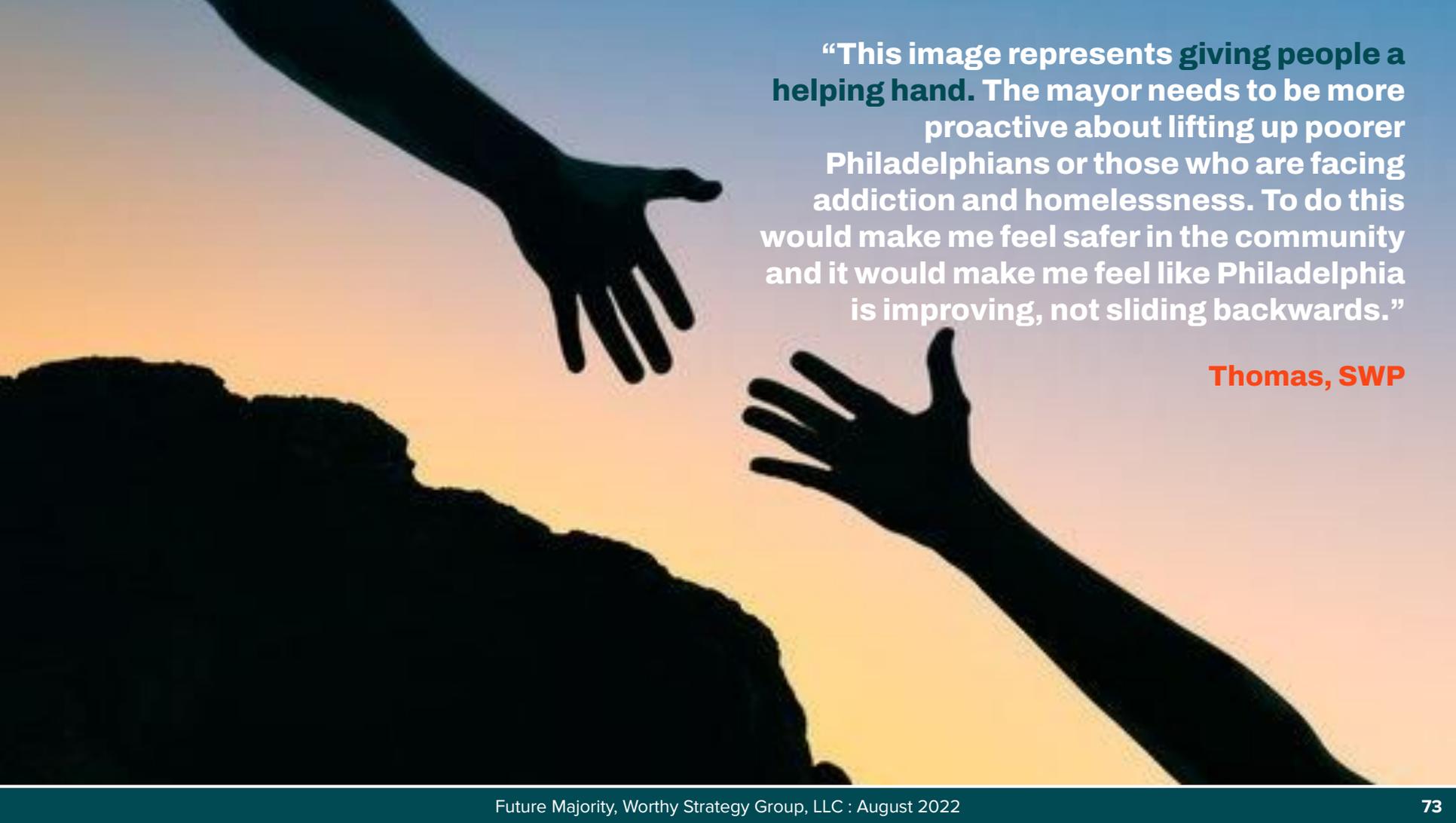
EVERYONE WILL HAVE ACCESS TO NEEDED SERVICES



Philadelphians want an affordable city - where not just the well connected can access resources, where everyone can afford housing - and we help the homeless to get off the streets.

“It reflects support and growth for the people of the city. The mayor supports the city. Examples would be they have implemented programs that support the people of the city who need it the most, poor, low income and underrepresented. The mayor has removed people in areas of power that are not helping, perhaps do not care and replaced them. Existing processes are reviewed and will continue to be reviewed for improvement and to ensure there are no causes for concern. Parts of the city that are in dire need are continually being worked upon and there is visible change. Public schools all over the city, but in particular those in lower economic areas are receiving more funding and more support. It would make me feel they could want to see the people of the city thrive. To me it would make feel better about the city as a whole because it would be a more positive place overall. I'd likely want to consider living in the city longer.”

Kathleen, SEP

The image features two hands in silhouette, one from the top left and one from the bottom right, reaching towards each other. The background is a soft gradient of colors, transitioning from a pale blue at the top to a warm orange and yellow at the bottom, suggesting a sunset or sunrise. The hands are positioned as if they are about to clasp or support each other, symbolizing aid and community.

“This image represents giving people a helping hand. The mayor needs to be more proactive about lifting up poorer Philadelphians or those who are facing addiction and homelessness. To do this would make me feel safer in the community and it would make me feel like Philadelphia is improving, not sliding backwards.”

Thomas, SWP

WHAT PHILLY FOLKS WANT

WHERE EVERYONE CAN AFFORD AND ACCESS HOUSING

They want an affordable city - where not just the well connected can access resources. Where everyone can afford housing - and we help the homeless because they are everywhere.

“The Holiday Inn express is where the city provided shelter to unhoused people during the early days of the pandemic. While this effort was laudable, I’ll never forget seeing the city post signs telling those same people they would have to leave—throwing them out on the street just before Christmas.”

Christopher, CCP

“I’ve been in Philadelphia for 22 years and rent has gone from \$675 for a 1-bedroom to \$2,000+. While that is doable for those making over \$100,000 a year (\$2,000 would be 30% of their take-home pay), anyone making less has to make hard decisions that limit opportunities. Add to that the poor state of many apartments. I imagine there are lots of unsafe rentals out there with molds, and structural problems and either landlords can’t afford or aren’t incentivized to improve their properties. In my neighborhood, I think lots of rentals have a lot of people living in a property just to be able to afford to get by. Meanwhile, neighborhoods across the commonwealth have vultures who sweep in and pay far below value to flip houses b/c the owner can’t afford to fix their property up or pay the taxes that are going up because new builds are selling for large sums. I feel like the average citizen is not protected while those making money have connections with city officials so they turn a blind eye.” **Walter, SEP**





“I am 45 and live with a roommate because I have no savings and don't know how the hell I can ever afford to buy a home. I have lived here almost my whole life and new people come in and buy everything up, joyful at “how cheap” it is. Traditionally low income neighborhoods are being gentrified, which, is in one sense the natural progression, but in another sense is happening WAYYY too fast for anyone to wrap their brains around. Imagine being a black family near Temple, in a home you have owned forever - and **the houses all on your block get either renovated to \$400,000 new constructions or torn down to build luxury condo units. How long until you can't afford those property taxes anymore?** That achievement of home ownership gets blasted to high hell.”
Susan, SEP

ADDRESSING THE CHALLENGES OF GENTRIFICATION

WHERE PHILLY IS A LIVABLE, WALKABLE, AND DRIVABLE CITY

“I would like to see future generations to be able to let their children outside to **play without fear of getting hurt or killed by gunfire** on the streets. Would like them to be able to enjoy being able to see their children happy to play in the fresh air.” **Donna, NEP**



“We need to have more community centers open so that children can have a place to go to instead of being on streets.” **Lamont, SWP**



“I see shared community gardens and green spaces for kids and families and people. Public pools all across the city are open all summer long. Libraries open at convenient hours. Playground equipment all across the city in safe.” **Jennifer, NP**



“Finally, the beautiful mural is just around the corner from my apartment. I love that the city celebrates local artists and is committed to large installations like murals.” **Christopher, CCP**

AND INFRASTRUCTURE IS IN PLACE TO SUPPORT IT

Philadelphians want a livable city - a walkable city and a drivable city - where people safely get outside and drive safely without being carjacked or stuck in a pothole.

They need and want great infrastructure - lights on poles and snow plowing and tree cutting.

And they want more parks to increase green space. Philadelphians love their parks and want to be able to safely enjoy them.



WHAT PHILLY FOLKS WANT

WHERE WE LEAN INTO THE FUTURE, INNOVATING BETTER, MORE RESPONSIVE SYSTEMS

“Philadelphia right now has a government that doesn't have the means to bring us into the city of tomorrow. The city of tomorrow was a slogan in Philly in the 50s, and it seems we haven't advanced.” **Rachel, SEP**

“But in the future, I'd love to see this city use technology to build great infrastructure. It will **respond to issues in real time**, and shows how connected the city as a system is.”
Vivian, WP



WHAT PHILLY FOLKS WANT

AND PHILADELPHIA IS FOR EVERYONE

And beyond being just safe, Philadelphians want to get back to enjoying city life - to be able to see their kids grow and thrive and be invested in through community centers and pools and parks and libraries. They want more joy and color and artistry in their lives and see everyone be able to enjoy life in Philadelphia.

And they really mean everyone - they want funding distributed across the city - not just in certain wealthy areas, as well as a more thoughtful use of space - whether it's tearing down or repurposing abandoned buildings or creating infrastructure that serves the people - they want to thrive and want structures in place to help make it so.



THE KIND OF MAYOR PHILADELPHIANS ARE LOOKING FOR

“We need someone who's **jumping up and down and fully energized by their love of this city** and out on the front lines fighting to make Philadelphia the great city we all dream of it to be.”

Adam, SEP

“What I would love? Having a mayor that **truly cares and wants to change** would make me feel happy and safe because again, this city is dying slowly.”

Tennis, NP

HOW THE NEW MAYOR MUST BE DIFFERENT

RE MAYOR JIM KENNEY

Philadelphians had a lot to say about Mayor Jim Kenney. When asked how they'd like Philadelphia's new mayor to be different from current mayor Jim Kenney, the most important factors to them were someone who would be:

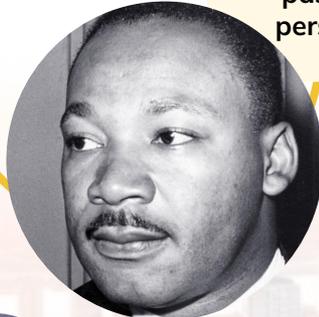
- 1. More Present, Transparent, and a Great Communicator**
- 2. Stronger, Tougher, and More Proactive**
- 3. More Passionate, More Driven, and More Caring**

They also talked about the importance of a mayor who gets to root causes, focuses on community, brings outsider energy, and is a visionary who sees the best in Philadelphians.



"The mayor of Philadelphia needs to be one who truly believes in the history, culture and future of our city. **This person needs to believe in us, even when we are at our worst.**" Michael, NWP

A VISIONARY



The visionary brilliance of an MLK - with passion, grit, & perseverance to succeed



The peacemaking and calming qualities of Mr. Rogers

A NURTURER



The sacrificial love, devotion to, caring for & attentiveness to people - they see you, they care about you - you are their mission

STRONG, FEARLESS, DRIVEN



The get 'er done at all costs quality of any military guy



Strong - mentally and physically - to take down mountains and help others up



A fearless, clear communicator, transparent, forthright



THEY MEET THE MOMENT

Reluctant leader (history calls them) with charisma. Has the ability to unite. Innate nobility and decency. Self-sacrificial. Deep experience "been through it" factor. Does what's best for the team



A CHALLENGER



The calm bravery and rule breaking of standing up to power or bending or changing the rules

The ability to get people to be their best selves; to see more in them than they see in themselves

A CLEAR VISIONARY

“Represents honor, communication, vision. If dr King was a leader of philadelphia this city would not be how it ia today. He would fight hard to make this city safe.” Donna, NEP

“I know it's unreasonable to expect anyone to be the next MLK in politics or anywhere in the world, but I think being a strong orator and someone who can very clearly and forcefully get their message out to people is the most important thing when it comes to enacting change.” Matthew, CCP

“MLK Jr put into action what he believed in. He didn't just talk about doing things. He did them. He had grit and perseverance, yet he was empathetic and compassionate.” Abbey, CCP

“This image speaks so much. Determination and fearless. His speech has sounded down through the years. He stood against inequality and strived for everyone to be equal. Philadelphia is in need of this kind of leadership. Someone that will stand up and make sure that the people are heard.” Sharon, SWP

“Dr. Martin Luther King Jr. had a dream. And that dream needs to become a reality. Sometimes I feel that we as a society have lost touch with our reality. We need a leader like this who is passionate. We need someone like this who was not going to judge someone based on the color of their skin. Passion and pride can lead to excellence. I think that someone like him could make a great leader of our city.” Michael, NEP

SOMEONE WHO TELLS US WHO WE ARE, BUT ALSO WHO WE CAN BE

DEALS IN TRUTH

“Philadelphia has to be honest about where it is and stop living in denial about how we compare to a lot of other cities that are better managed.” Brett, SEP



COACH ENERGY

“I selected a scene from one of my favorite movies. Joe Clark was a strong leader that would stop at nothing to get his school on the right track. Philly needs to identify the right leaders and let them lead. That is for every aspect in life.” Sean, NP



MENTALLY STRONG AND CAPABLE



“I chose Black Panther because he's a king, he is a leader that leads by example. He also is willing to defend and fight for and with his people. He doesn't just stand back and lord over people. He puts the needs of the citizens above his own needs.” Lisa, W

THE CHALLENGER MAYOR

STRONG, FOR THE PEOPLE

“We need a **strong leader** who ACTUALLY wants what's best for the people who live here.” **Kelsey, SEP**

“This individual must be exceptional at conflict resolutions and **have the ability to manage strong personalities.**”
Abbey, CCP

“This job requires a **strong will, dedication, and tenacity.**”
Mia, NP

“**A strong leader who knows how to communicate.** We need someone who is strong willed and will stop at nothing to get the job done.” **Sean, NP**

“**Strong interpersonal skills and EQ** (emotional intelligence) are key attributes for success in this role.” **Matthew, CCP**

“Seeking enthusiastic person with **strong leadership skills** to implement new laws and make changes and a challenged city.”
Michelle, SWP

“Having a mayor that **determined and strong** would make me feel confident because I know that they are going to do right by myself and the rest of the community through their actions.”
Sherie, CCP

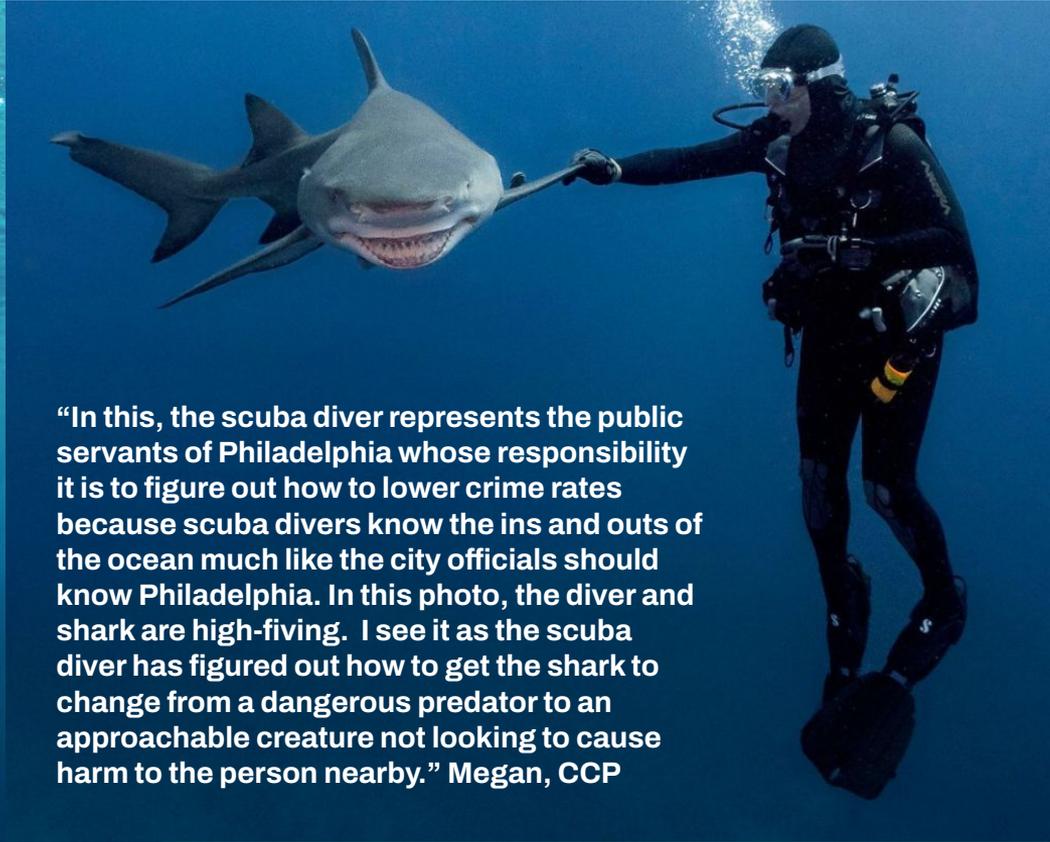


THE STRONG, FEARLESS, DRIVEN MAYOR

SOMEONE WHO CAN MAKE US FEEL SAFE



“I chose this photo because danger is always lurking to unsuspecting people in Philadelphia. You can never let your guard down and must always be aware of your surroundings.”
Megan, CCP



“In this, the scuba diver represents the public servants of Philadelphia whose responsibility it is to figure out how to lower crime rates because scuba divers know the ins and outs of the ocean much like the city officials should know Philadelphia. In this photo, the diver and shark are high-fiving. I see it as the scuba diver has figured out how to get the shark to change from a dangerous predator to an approachable creature not looking to cause harm to the person nearby.” Megan, CCP

CRITICAL WATCHOUT ON SAFETY

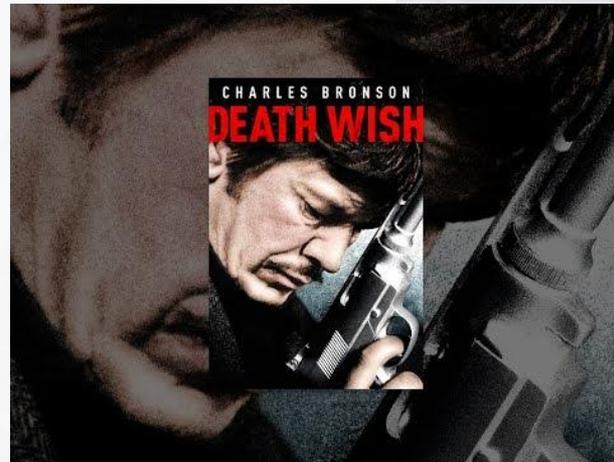
Everyone in Philadelphia wants to feel safer. In Northern Philly, there's a stronger tilt to seeing crime and homelessness and other problems as issues to be nuked out of existence through whatever means necessary. This does feel like a time for a strong hand, but we want to emphasize the importance of not killing the patient along with the cancer, something which Philadelphians continually emphasized in a number of different ways.



“Just like this 1971 western movie where the law is what counts, we need a new sheriff in town that can enforce the law. **I'm not advocating to shoot our citizens but just govern with a firm hand, revert to the past and hold people accountable.** Many politicians have lost their way and are only lining their pockets with special interest groups. **We need politicians like the old western sheriff, those who care about community issues and enforce the law.**”

Alexis, NEP

“**Like this movie we need a vigilante to get Philadelphia back to the way it used to be.** I know this isn't the right approach but the mayor and the DA needs to stand behind the police and let them do their job to serve and protect and not get fired for shooting a suspect that was shooting at them first.” Donna, NEP

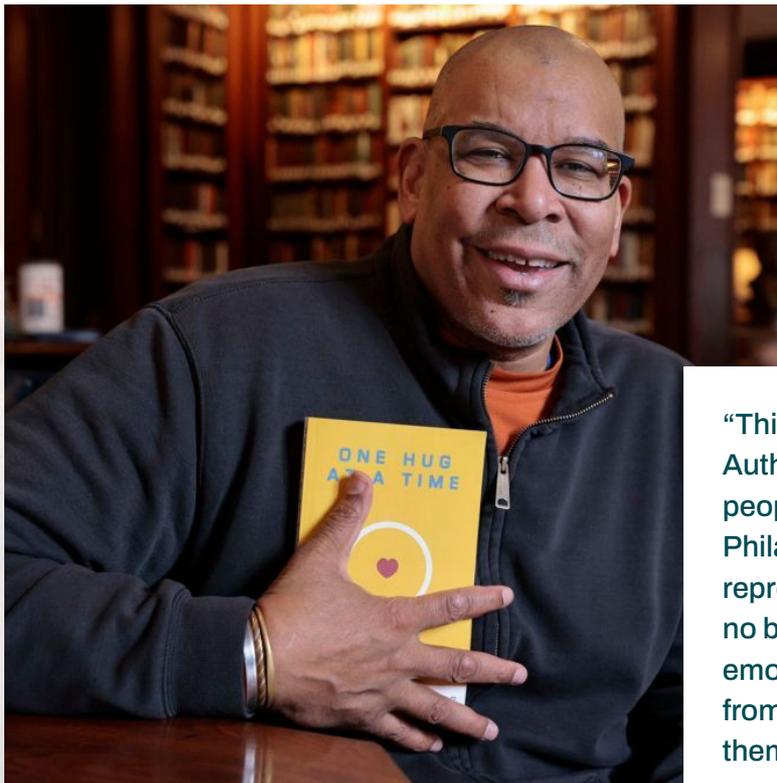


PHILLY'S POTENTIAL JUST WAITING TO BE BROUGHT FORTH

“This image shows land with a **glowing underground**. I believe this represents the **booming cultural communities that are brewing within the city**.” Jared, SWP



BRINGS OUT THE BEST IN EVERYONE



“This is Jethro Gibbs from the CBS show NCIS. Gibbs is a confident, intelligent and no-nonsense leader. He expects the best from his team because he gives 100%.”

Peggy, NEP

“This is my friend, David Sylvester. He is a lifelong Philadelphian, Athlete, Coach, and Author. He travels around the country and around the world, on a mission to hug people. Never have I met a more open and loving human. As an ambassador for Philadelphia, he is the best of the best - but in terms of empathy, building bridges, and representing the best of Philly is supposed to be about (brotherly love), I can think of no better leader in Brotherhood. David believes in friendship, accountability, emotional well-being and expression, and open communication. He has built strength from allowing for vulnerability, and it has helped so many others to do the same for themselves. THIS is the kind of leader Philly can grow from.” **Susan, SEP**

SACRIFICIAL & NOT A TYPICAL POLITICIAN

“Fetterman. He did an amazing job for Pittsburgh. If he weren't running for Senate, where we need him more, I'd want him to help Philadelphia.”

Sarah, NWP

“I wish we had a guy like Fetterman...he is sort of anti-your typical politician. You would not catch him caught up with the likes of Johnny Doc, or taking illegal payoffs. He is for common sense gun laws, as am I. Minimizing or eliminating simple drug charges, wiping those out---but being tougher on real crime.” **Colleen, NEP**

“Forgetting about wanting him to be a Senator, John Fetterman's brand of progressive populism this city needs to unite the poor, working and middle classes. The rich can buy their influence. The rest need someone to fight for us. Someone like Fetterman.” **Robert, NEP**

“While not perfect (none of us are), I think Fetterman has a great chance of bettering Philadelphia. Just knowing that he gave over the governor's mansion so that city kids could use the pool in summer is a great sign.”

Jessalyn, SWP

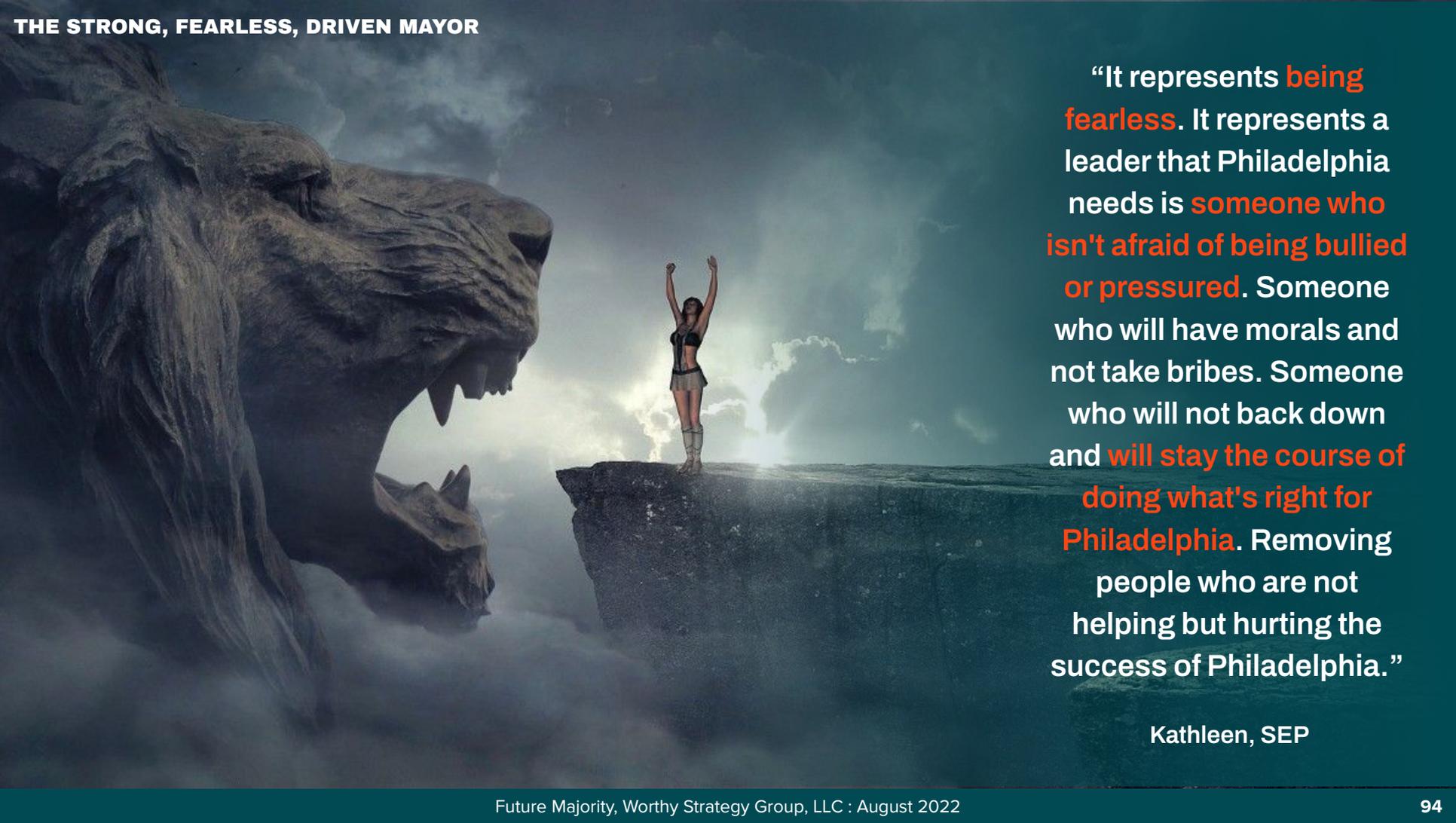


SOMEONE WHO CAN LEAD

“The mayor must have the ability to conduct a campaign for election and have strong communication skills. They will have to possess confidence, integrity, assertiveness, energy, persuasion, and honesty. Someone who has a social responsibility and can gain the trust of the people and is prepared to fight for the general welfare of the residents in this city. This person should have a proven track record within the community and be respected by their peers. I am most concerned with the judgment that the mayor uses and only applies laws that will make Philadelphia a better place for all.”

Sherie, CCP

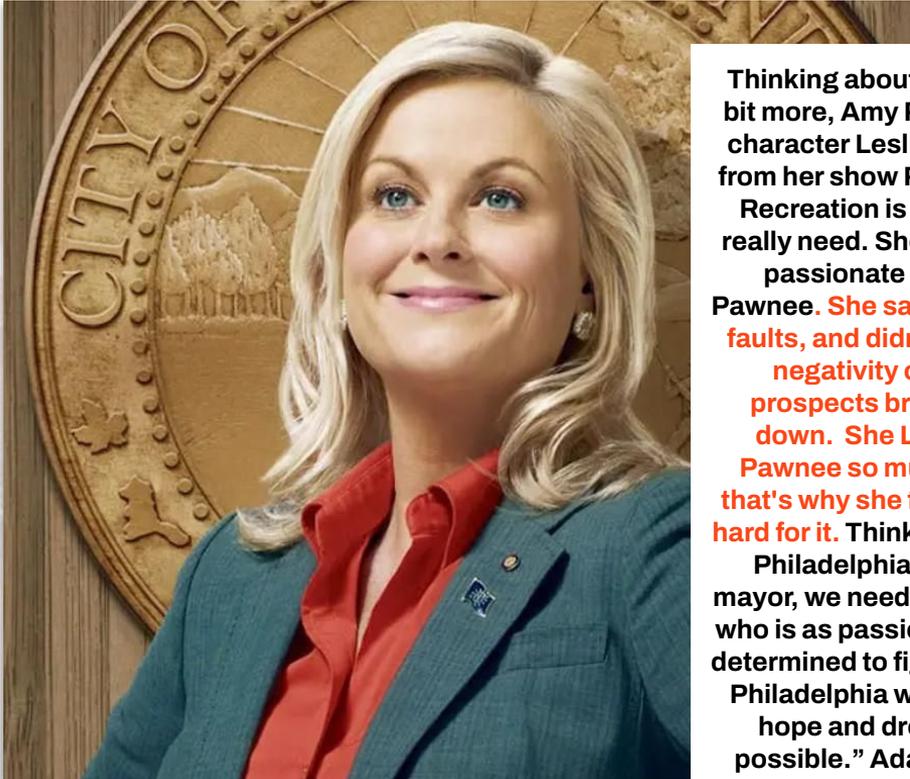




“It represents **being fearless**. It represents a leader that Philadelphia needs is **someone who isn't afraid of being bullied or pressured**. Someone who will have morals and not take bribes. Someone who will not back down and **will stay the course of doing what's right for Philadelphia**. Removing people who are not helping but hurting the success of Philadelphia.”

Kathleen, SEP

THEY NEED TO REALLY CARE



Thinking about it a little bit more, Amy Poehler's character Leslie Knope from her show Parks and Recreation is who we really need. She was SO passionate about Pawnee. **She saw all of its faults, and didn't let the negativity of the prospects bring her down. She LOVED Pawnee so much and that's why she fought so hard for it.** Thinking about Philadelphia's next mayor, we need someone who is as passionate and determined to fight for the Philadelphia we all can hope and dream is possible." Adam, SEP

"Lebron James is a leader on the basketball court and **expects tremendous things from himself, teammates, coaches,** etc. He also contributes and donates a lot off the court and genuinely cares about his fans and the world in general. We need a leader who does the same."
Justin, NEP



"This is Ted Lasso from the Apple TV show of the same name. Ted is a born leader and he doesn't even realize it. **He's unassuming, compassionate and aware of the people's needs who he leads. He never raises his voice and he never "sweats" in public.**"
Peggy, NEP



HAVE THE NURTURING, “FEMININE” TOUCH

“We need a woman who can **usher in an era of collaboration and good government.**”



“Michelle Obama was a go getter and made powerful impacts - **she also faced hard challenges in her life due to being a minority which I think can help her make tough decisions.**”

“This is a woman that is strong. who the community trusts. **A mayor who will be honest with the community, compassionate, and ethical. A good mayor who is able to negotiate and work with others.** Their vision encourages collaboration and better their community.”



“This is Helen Gym - **she is a good leader because she listens to communities and has her finger on the pulse of marginalized communities and well-off communities.** She is good at reaching compromises.”

“A female mayor would **would bridge the gap** between the community and Police and hire more cops on the streets in every neighborhood. She would **treat every neighborhood like they matter** and provide more programs for at-risk youth. **A female mayor would listen to her community and understand what they are dealing with.**”



“AOC **represent fresh new ideas and hands-on changes** in Philadelphia, socially, economically, and culturally which the city of Philadelphia so desperately needs. She stands for truth, transparency in government, and rights for all people.”



AND IS ABLE TO GET THINGS DONE

“This image is Tyrion Lannister from Game of Thrones - his character reminds me of things a Philadelphia mayor would need. **He knew how to balance what was right and what needed to get done. He was a very forward thinker who was open to ideas**, and was able to converse and could parlay with anyone. I definitely think those characteristics would serve a mayor well.” Amanda, SEP

“This is Thanos. I'm not sure if you're familiar with Avengers, but he snapped and half the population disappeared. He had "good reason" for it, but it wasn't executed well. **If he could snap and get rid of the bad population in Philly, he'd be a great leader.**”

Angela, NWP



THE MAYOR WHO MEETS THE MOMENT



"I chose Jon Snow from Game of Thrones because **Jon Snow did not want to be a leader. Several times, he tried to walk away from it but it chose him and he accepted it valiantly.** He wasn't afraid to make decisions that may not have been popular or preferred by others but he knew it was what was best for the good of his people. **He never lost sight of what the "right thing" was to do for his people, even if it was a detriment to himself.** He was always willing to make that sacrifice." Lisa, WP

“

This is a job for **someone who never saw themselves as a politician**. For someone who knows Philly inside and out, has suffered at the hands of unjust policies for years and knows how to fix them. **The next mayor needs to have Philly running through their blood**, and won't quit on the city or its citizens when things get difficult. **This person will know all the movers and shakers around town**, from the city council to the corner store bodega, **and get them on board** with all the big policy changes that need to happen. This person shouldn't think of themselves as a politician, because **what we really need is a changemaker**. Quite possibly, this person might only step up to mayor to solve this problem and then exit politics entirely, like those who held office used to do. Becoming mayor of Philadelphia shouldn't be a stepping stone to some larger ambition. **Jeremy, WP**

”

CAMPAIGN VIBES



“Philadelphia is a work in progress. The tools are there, but the canvas is not complete. To me this means that Philadelphia has the tools to make something great, but everything is not complete. We all need to work together to make something meaningful and fulfilling.” - **Julie, CCP**



WE NEED TO GET TO (HARD) WORK



“I'm a Britney fan... but as I was alluding to in my previous response, **there's a lot of work to be done to make MAJOR improvements here! If you want it to be nice, you have to be willing to put in the work.**” Adam, SEP



“This is the kind of self reflection that Philadelphia needs. It has a lot going for it and I'm sure that the higher ups live a cushy life. **We need to continually strive to be better, to ask ourselves the hard questions and be willing to fail with our solutions but not allow those things to discourage us.** I want Philadelphia, "To be uncommon amongst uncommon people.” Richard, CCP



“Who doesn't feel inspired after watching this clip from the movie Rudy? **This video represents exactly what Philadelphians need to do right now - work hard, be resilient, keep at it, trust the process, and not let anything get in their way to make this city great again.**” Abbey, CCP

AN UTTER TRANSFORMATION



“It’s no coincidence that perhaps the most famous training montage in history is set here. Philly’s got to be scrappy, rely on its community and rely on comparatively basic tools and mechanisms in order to elevate its own status. It won’t be easy, and it won’t be short, **but a supercut of Philadelphia’s transformation will be extremely inspiring**”

Jeremy, WP



“**A total transformation** in all sectors.”

David, NEP

COMING TOGETHER TO RISE UP AND MAKE A CHANGE



“This represents what it will take for Philly to get where it needs to be. It will take all of us banding and working together. **I think the government is trying and we are expecting them to fix it for us but we are the answer to the change. We have to do it ourselves.**”

Lisa, WP



“I picked My Shot from Hamilton, because it states that everyone has to rise up. Again, **everyone can contribute to build a better community** in Philadelphia.”

Vivian, WP



“This song represents the tenacious and resilient nature of Philadelphia. Like the song talks about rising up, **Philadelphia has a long history of rising up to every occasion, especially when the odds are started against us.** The 2020 elections were a perfect example of it.” Ada, NWP

NOT FORGETTING WHAT MAKES PHILLY, PHILLY



“This represents Philadelphia's past, and the optimism of the 60s that was so contagious in this city. **We need that hope back and I haven't felt that hope in the city in awhile.**”

Rachel, SEP



“This song represents what it will take Philadelphia to the next level. There's a lot of work to be done to improve the city's infrastructure. However, **I think it's important to maintain the city's culture and what makes Philly, Philly.**”

Elissa, CCP



“We need unity. and **until we start to love each other, we will never get to where we need to be.**”

Michelle, SWP

WHAT IT WILL TAKE

VISION FOR PHILADELPHIA

We asked voters share a video or song that represented what it will take for things to get better in Philadelphia.

Many brought in instructional materials on building better, more livable communities, including content on addressing the ills of gentrification, ideal community and city development, and how to be better listeners and kinder to each other.

Many others brought in materials with “coach” energy, featuring people coaching people who were down, urging them to get up, believe in themselves, band together, work hard, and win the day, while a select few (mostly from Northern Philly featured more of a “sheriff” energy, pushing for any means necessary to stop the violence. Still others featured hopeful longing for change and persisting in the face of difficulty, others featured the need for total transformation, and still others yet focused on the joy of coming together.

LISTEN TO THE PLAYLIST

LINER NOTES



CAMPAIGN MUSIC

VISION FOR PHILADELPHIA

We did an analysis of the music voters brought in, and identified that following songs (in particular, the highlighted orange ones), as songs representative of the kinds of music that could bring people together around making Philadelphia better. The highlighted songs feature both a major/minor key and moderate tempo, which studies show tend to be more resonant with listeners and signal both a message acknowledging social problems and the casting of a positive future vision within one song. For more on the theory and our full analysis behind these recommendations, [please click here](#).

With A Little Help from My Friends,
by The Beatles

All of Me, by John Legend

All of You, by the Encanto Cast

Clean Up Song, by Barney

Don't Worry, Be Happy, by Bobby
McFerrin

Everyday People, by Sly and the
Family Stone

Get Out, by CHVRCHES

I Am Here, by Pink

I Want to Know What Love Is, by
Foreigner

I Will Be, by Wynonna Judd

Lean on Me*, by Bill Withers

Let There be Peace on Earth, by Vince
Gill

Lotta Love, by Nicolette Larson

One Love, by Bob Marley

Philadelphia Freedom, by Elton John

Preach, by John Legend

We Shall Overcome, by Morehouse
College Choir

Rocky Training Montage

Something Inside So Strong, by Labi Siffre

State of Independence, by Donna Summer

Streets of Philadelphia, by Bruce
Springsteen

Talkin' Bout a Revolution, by Tracy Chapman

This Land is Your Land, by Pete Seeger and
Bruce Springsteen

Under Pressure, by Queen

Wake Up Everybody, by Harold Melvin

We Are Family, by Sister Sledge

VISUALIZING TRANSFORMATION

THOUGHT STARTERS



THOUGHT STARTERS

- 1. Clean up the Streets** - From Crime to Guns to Trash, Cats, Rats and Drugs - get the junk off the streets so that people can have a safe, clean, and prosperous place to live; new trash + recycling bins → make it easy to find a trash schedule online!
- 2. Show Up** - Create a responsive government - from city government to police. Have people who will pick up the phone, show up to town meetings, be both responsive and accountable. Whenever you call 911, someone will answer the phone. When a light is out, we will send someone to replace it. Get a ticket that they can follow up.
- 3. Housing** - Repurpose old buildings, rent control, limiting new luxury high-rise construction
- 4. Education** - Get the kids to safe. BASE LEVEL: Air conditioning, internet, get rid of asbestos and lead in water. Safe building for kids to learn.
- 5. Address root causes** → Investing in the community as a whole. Community centers, community outreach coordinators, social workers, mental professionals, the whole thing. Allocating money for and setting up programs that allow people to learn skills (coding certificate for free or low cost), be successful; build bridges to opportunity
- 6. Infrastructure** - Create an ad like the one like Kim Klacik's to help Philadelphians visualize the transformation they're looking for. Show how they can be a part of the team to make it happen.



SUMMARY POINTS

- 01. People feel trapped in Philadelphia.** They're trapped by the high cost of housing and limited opportunities to make a higher wage, they're trapped by crime and gun violence, **and they don't see a way out.**
- 02.** They feel unheard by city government. **Describing city government as out to lunch and run by children, Philadelphians don't feel they matter to those in power** and are desperate for someone to show up, listen to them, and deliver by getting government and Philadelphians to **rise up, come together, work hard and transform the city to make it safe, free, and thriving.**
- 03. Philadelphians also don't feel like they matter -** with guns, drugs, and trash littering the streets, police that only seem to show up to collect funds or document crimes, govt officials who only seem to show up to collect votes, and an education system that doesn't prepare kids for the future, **they're desperate for something better.**
- 04. Philadelphians are looking for a strong mayor who will remind them of who they are and what they're capable of,** who will get government working again for everyone, someone who will rise, be called into this moment, and go into battle for and with Philadelphians, **while being tough on crime, guns, trash and cost of living to ensure that the people have a future that they can believe in.**

NEIGHBORHOODS OF PHILLY

WEST PHILADELPHIA

In particular, West Philadelphians highlighted lack of physical safety, lack of maintenance, and cost of living issues as being foremost in their minds. Yet they dreamed of a world of abundance, where everyone had enough, of physical safety, and where everyone had a seat at the table and helped each other to thrive.

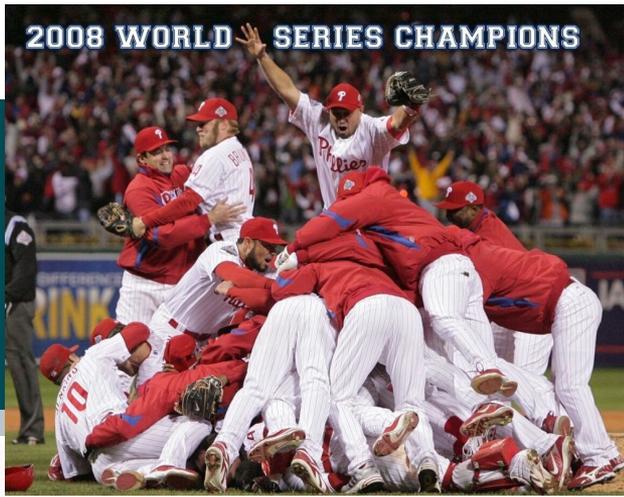


“I would like Philadelphia to become like the best Thanksgiving Day dinner you have ever had, and it has the potential to do so. It can be a place where everyone gets a seat at the table, every item that you could ever want with your dinner is available (all your favorite sides), and every belly leaves full. Philadelphia can be like that.” **Lisa, WP**



“I chose this photo because Philly right now feels like it is a big mess, and coming apart at the seams, almost to the point where it feels like it can't be fixed. However, there's still some goodness in the center. There is still hope, and it's worth fighting for.” **Lisa, WP**





“I would like to see the people of Philadelphia come together to accomplish great things. I feel like in many ways we are city divided right now. We have all had a rough 2.5 years from the pandemic and much of hardships in this city started long, LONG before that. This picture represents a bright time in Philadelphia's past where the city was buzzing -- similar to the way it was when the Eagles won the Super Bowl. These victories brought Philadelphians together -- to celebrate, to feel proud of their city. We need that same kind spirit today, but it doesn't need to start with a big victory, why not have it start and spread from small acts of kindness. As cliché as it sounds --small things will go a long way: hold a door for a stranger, pick up trash on the street you live on, offer an elderly name a hour of your time to do something they need help with. Philadelphia got the name the "City of Brotherly Love" for a reason. We are not living up to that nick-name currently.” **Abbey, CCP**

NEIGHBORHOODS OF PHILLY **CENTER CITY**

Notably, Center City residents did not so much bring up images of a city in physical disrepair as so many other neighborhoods did, but rather, talked about wanting to see the city reclaim its past glory and be restored to a city where people were kind to each other and worked together to do big things.

NEIGHBORHOODS OF PHILLY

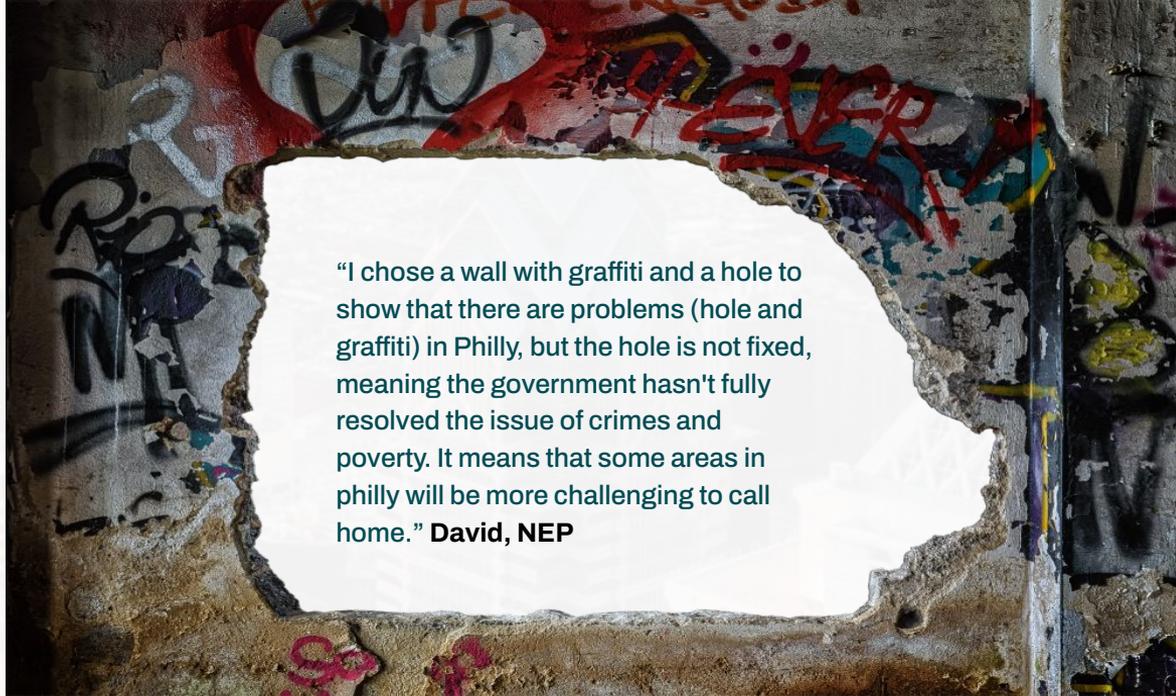
NORTH EAST PHILADELPHIA

NE Philadelphians, in particular, spent a lot of time talking about feeling trapped in their community because it was unsafe, and their longing to be free.



“ I would like to see families be able to get together for concerts, carnivals, fairs, etc----without worrying about gun violence, car jackings, etc. Fireworks for the 4th, Made In America----all local family events held in Philadelphia had gun fire erupt close by.”

Colleen, NEP



“I chose a wall with graffiti and a hole to show that there are problems (hole and graffiti) in Philly, but the hole is not fixed, meaning the government hasn't fully resolved the issue of crimes and poverty. It means that some areas in philly will be more challenging to call home.” **David, NEP**



“These images depict a tale of two cities. On one hand this city is very futuristic and is one of the cities that are at the forefront of technology but on the other hand this city is crime ridden to the core.”

Darryl, NP



“This image represents peace - peace of mind and that all I want for my city’s future...I’m pretty sure that all anybody wants.”

Isaiah, NP



NEIGHBORHOODS OF PHILLY

NORTH PHILLY

North Philadelphians focused their future dreams on living in a peaceful city, one that wasn't rife with gun violence. They noted the disparity in Philadelphia - describing it as two Philadelphia's - one that got all the funding and was moving forward with technology, and the other where you were just trying to survive. They longed to see their kids thrive and their families to be safe.

NORTH WEST PHILADELPHIA

Northwest Philadelphians, while noting their deep concern and fears around drug abuse and people killing each other, in particular, emphasized the importance of people coming together across races and different backgrounds, to make Philadelphia a better place. Unity, hope, trust, and interdependence - with everyone counting on each other - were huge themes for this community.



“We're recognizing that we're all in this together, and lending each other a hand, especially during hard times.”

Pier, NWP

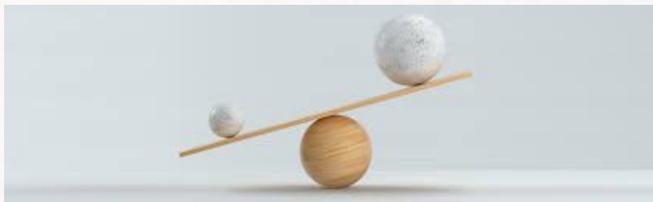
“Everyone coming together to make this a better place to live regardless of race.” **Tanya, NWP**



“Everything is turning into a mess in this city. People hating one another, killing one another. Drug abuse. It's really starting to get crazy here.” **Tanya, NWP**



“There are so many amazing aspects of Philadelphia, and if we (and our corrupt local government) got out of our own way, we could really become a world class city. One that's clean, has regular trash cleanup, street cleaning, trash cans everywhere, etc. If things don't improve (especially with the schools), younger families are going to continue to leave...A lot of new people come in regularly but we need better infrastructure to KEEP people here” **Adam, SEP**



“This image to represents the inequality that you see in Philadelphia and that I am pretty aware of. One person;s Philadelphia might be totally safe and fun and surrounded by trees while other peoples Philadelphia is violent and unsafe. I think growing up where I did and now living here I am more aware of that now then ever, especially with everything going on in the city.” **Ben, SEP**

NEIGHBORHOODS OF PHILLY

SOUTH EAST

PHILADELPHIA

SE Philadelphians, frequently mentioned the dualities of the city - the good and the bad, the old and the new, the funded and unfunded aspects of Philadelphia. They, like other communitie wanted to see Philadelphia become afer, while al and also focused on the need for investment both in technology and in schools - they were very future focused and wanted to see how the city really could become the city of tomorrow.

NEIGHBORHOODS OF PHILLY

SOUTH WEST PHILADELPHIA

SW Philadelphians spent a lot of time talking about crime and the fear of violence. But they also talked about the city's potential, as a place that had the resources and talent to transform, and the hope they had for a brighter tomorrow.

"I think that Philadelphia is currently evolving in all senses - socially, politically, economically, and environmentally. This picture of a caterpillar evolving to a butterfly certainly represents the city over the years. It's hard to pinpoint what phase of the transformation we are in in respect to the butterfly, but I think somewhere in the middle." **Andrew, SWP**



"The image of the guns and money is definitely a representation of Philly right now. Gun violence and violence in general has skyrocketed as if June 18 we had 300 homicides so far and in the thousands were shootings that didn't lead to death. I'm afraid to even sit on my front porch that I pay for (rent). It's just scary to think about and all the heartbreak that these families have incurred. I feel so bad for them. My vision for Philly is that every feels safe. I mean everyone black, white, gay, trans, Asian etc etc and all this gun violence goes away and people can actually live again." **Brent, SWP**

"We need to invest in infrastructure and in the residents themselves to make this a city where we all can thrive." **Jessalyn, SWP**



THE RESEARCH TEAM



GRETCHEN BARTON is the Research Director for Future Majority and Principal at Worthy Strategy Group, LLC. With a special interest in the psychology underpinning behavior change, Gretchen has designed and delivered a number of initiatives in the policy space, including hazing behavior and how to stop it, poverty in America for the Gates Foundation, nuclear weapons disarmament for the Nuclear Threat Initiative, and most recently, immigration for Butterfly Lab and the Opportunity Agenda.

She has led research and served as a behavioral science strategist for major organizations and campaigns (e.g. the NFL, NextGen, New Moral Majority, Ideas 42, Way to Win and others), uncovering key messaging insights to turn out the youth vote, revealing voters' deepest hopes and dreams for presidential campaigns, and unearthing deep insights for key organizers in the build up to the 2020 election. She recently researched and released "Winning the Future: A Deep Dive into the Unconscious Minds of Voters" in partnership with Wide Angle Research to help understand this strategic moment in American history for the Democratic Party.

Gretchen holds a Bachelor of Science degree in Communications and Planning Campaigns with distinction in research from Cornell University. She has written for the Journal of College Student Development and the American Journal of Health Behavior, and co-authored, "Prevalence and Profiling: Hazing Among College Students and Points of Intervention." She recently co-authored "The Science of Winning with Stories: Using Agency, Urgency, and Community," a reflection on the most effective messaging to engage and move a populace and authored "Making Americans the Hero of the Story," a series of principles about the American voter and how to speak with them in a meaningful way.

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