

add to #77



CITY OF BOSTON • MASSACHUSETTS

OFFICE OF THE MAYOR
THOMAS M. MENINO

July 3, 1996

Suzanne Kenney
Executive Director
Project Place
32 Rutland Street
Boston, MA 02118

Dear Ms. Kenney,

I am pleased to support Project Place's Economic Development Partnership Program, Clean Corners...Bright Hopes. The program is a two-fold economic initiative: creating jobs for homeless men and women in transition and providing supplemental maintenance to Boston's business districts and neighborhoods. The streets of Boston are cleaner, safer, and more attractive to trade and tourism.

Supporting the efforts of Project Place also reinforces my vision for the City's future. Initiatives that embrace public/private partnerships provide practical solutions to complex social problems. Project Place, in partnership with the Department of Housing and Urban Development, the City of Boston, Boston business district associations, Boston neighborhoods, and private corporations, tackles the problem of homelessness through proactive measures. Besides providing the obvious benefit of cleaner streets, this project also advances the notion that all our citizens, including homeless people, have a stake in our neighborhoods.

Project Place has my endorsement for its economic development initiative. I would encourage the promotion of Clean Corners...Bright Hopes through corporate sponsorship. The program is deserving of our attention and support.

Sincerely,

Thomas M. Menino
Mayor of Boston

Clean Corners... Bright Hopes

- A facilities maintenance business employing homeless men and women who are in transition to self-reliance

- An economic development initiative benefiting Boston business districts and neighborhoods

- Litter pick-up, sweeping, pressure washing, painting, graffiti removal, window washing, beautification, minor construction, snow removal, and special projects

- Cleaner, safer streets

- 30 individuals employed annually

- Employees earn a competitive wage and gain job skills and work experience

- Extensive employee screening, training, and supervision to insure quality service

- Now established in Downtown Crossing, Newbury Street, the North End Passageway, and Washington Street

- Sponsored by the City of Boston

- Endorsed by the City of Boston's Basic Services and Public Facilities Departments; the Mayor's Office of Neighborhood Services; and the Main Streets program.

The goal is twofold: to create jobs and to provide an economic benefit to the areas served.

Clean Corners...Bright Hopes is an economic development initiative developed by Project Place and its community partners in response to the immense challenges of homelessness. At its core, "Clean Corners" promotes economic self-sufficiency by generating jobs which earn homeless employees a

livable wage and the opportunity to grow and advance. Through on-the-job training, skill development, and real work experience, "Clean Corners" employees

are able to build, over time, the job skills and work experience needed to secure mainstream employment and a productive, independent life. On a larger scale, Clean Corners works in partnership with the business districts and the neighborhoods served, creating a grassroots, coordinated effort to improve urban communities, and create social and economic opportunity for all citizens.

Visibility, Recognition, Goodwill

- Your company's logo on "Clean Corners" uniforms
- Exposure in Downtown Crossing, on Newbury Street, in the North End, and on Washington Street
- Identification on "Clean Corners" vehicles.
- 30,000 quality sightings of our logo each day
- Commemoration at special events
- Recognition in agency publications with readership throughout New England
- The opportunity to be associated with community development and the resolution of homelessness
- The distinction of being a Community Partner of Project Place, along with Mayor Thomas M. Menino, the City of Boston, The Downtown Crossing Association, The Newbury Street League, and the Gateway Main Streets Program.

**7 Million
quality interactions
each year.**

Sponsorship of Clean Corners ...Bright Hopes is an opportunity to promote your business, clean-up Boston, and create a solution to homelessness -- all at the same time! Project Place is seeking \$80,000 in corporate sponsorship. As a corporate partner, your investment will help Clean Corners ...Bright Hopes grow and expand, improving the maintenance services offered to Boston business districts and neighborhoods, and creating more jobs for highly motivated homeless men and women. Your sponsorship will be promoted throughout Downtown Crossing, Newbury Street, the North End, and the new Washington Street Corridor on employee uniforms and vehicles. Not only will your company be identified with the economic benefits of cleaner, safer city streets; but you will be distinguished as a leader in an innovative community initiative creating a solution to one of our most persistent social challenges.

BACK BAY

Swept away: stereotypes

By Kady Krouch
GLOBE CORRESPONDENT

It was a freezing and windy morning, the streets were blanketed in snow and the merchants in Downtown Crossing were worried. Until five homeless men reported to work, shovels in hand.

"Within four hours, the park and the walkway were in clean and perfect condition," said David Croston, director of economic development for Project Place.

In January, Project Place, a social service agency, hired the five men to shovel snow and clean the streets in Downtown Crossing. Beginning this month, they will start work on Newbury Street.

The project, known as Clean Corners . . . Bright Hopes, is an effort to provide real jobs and skills to help the homeless get back on their feet. The participants, Victor Perez Anderson, 39, Gregory Holden, 35, Sonny Lewis, 43, Peter Herbert, 36, and George Williams, 36, will shovel snow and spread salt in the winter, and plant flowers and wash sidewalks in the summer.

Funding comes from an \$840,000 grant from the US Department of Housing and Urban Development.

Suzanne Kenney, executive director of Project Place, said that this program has a "double bottom line. It's a bottom line of providing permanent jobs to homeless men and it's a bottom line of providing valuable services to the communities."

The men are scheduled in two shifts: 7:30 a.m. to 12:30 p.m., and 12:30 p.m. to 3:30 p.m. They don't come on time, they come early, according to program organizers. As Anderson said, "I love it."

None of the workers like to be called homeless. Each once had a home and a family, but hit bottom through drugs and alcohol or depression.

"It hurts when people call me this," Anderson said. "My wife and I had separated and I missed my kids." He said he fell into depression and turned to drinking to forget.

Holden nodded. He said that he, Anderson, and many people like



GLOBE PHOTO / BETHANY VERSOV

From left: Peter Herbert, Gregory Holden and Victor Perez Anderson work on Newbury Street.

them are like everyone else. But there are times, he said, when things go wrong, "and we just have some hardship in dealing with it."

Kelley Cronin, director of the Emergency Shelter Commission for the city, said Menino has made economic development a priority for the homeless. "People really see government changing the way it's going to provide assistance to low-income people. We have to train people to try to come up with as many job creation programs as we can," said Cronin.

The Downtown Crossing Association, Downtown North and the Newbury Street League all participate. Joan Jolley, executive director for the League, said it is designing work plans for the homeless. Wear-guard has donated blue, two-piece uniforms. The job description: "facility engineer."

In the first quarter of 1996, Clean Corners intends to provide 360 hours of work per week, employing 11 "facility engineers"; seven will be full-time and four will be part-time. Jobs come with benefit pack-

ages, as well.

"The Downtown Crossing Association has had a homeless outreach program for almost 10 years and has a full-time outreach worker based in its offices to help the homeless population in the downtown area," said Bethany Kendall, president of the association. "We believe that this new program is the next step toward helping individuals to achieve economic independence."

"I think the key to this is - and Newbury Street knows more than anybody - there is a difference between the aggressive panhandler and the homeless who are going to be working with us," Jolley said. "The homeless people just happen to be homeless, you're not going to know that because they're great workers."

Jolley said workers have been hired by Newbury Street businesses like Alexander's Hair Salon, Brownstone Insurance and Pierre Deux.

SOUTH END

Project Place receives \$40,000 Mellon grant

By Tom Witkowski
TAB Staff Writer

The watershed day for Deloris Malloy was Feb. 4 of this year. Her baby daughter, born prematurely, was still in the hospital, and Malloy was in what she described as a cocaine-addicted blur. Her parents already had custody of her two older sons and she had been living on the streets of Dorchester for about a year. Her cocaine addiction had ruled her life for 15 years.

"I was missing my baby," she said. "I was tired of using drugs and living the way I was living."

Since Feb. 4 Malloy kicked her cocaine addiction, moved into a shelter and began working for Project Place. Currently she works for \$7 an hour cleaning offices. Malloy is one of 25 people employed by Project Place who are working their way out of being homeless. What started as a crash pad on Dwight Street 30 years ago that gave shelter to runaway teenagers, Project Place has evolved into an organization that helps homeless people get equivalency diplomas, stay sober and run two businesses. One of those businesses, Clean Corners ... Bright Hopes, last week received a \$40,000 grant from the Mellon Trust, its first corporate sponsor. That money will pay for the business' expansion into working on Washington Street.



Arrington P. of Project Place sweeps the sidewalk at Downtown Crossing as part of the "Clean Corners ... Bright Hopes" project. The project puts homeless people back in the workplace.

Last Monday night, Malloy received her real estate certificate after completing a four-week course. Soon she'll be going for her real estate license. The next step is simple. "Sell houses, make money," said the 32-year-old woman. After telling a little of her story to a reporter, she does not have time to sit around so asks to be excused.

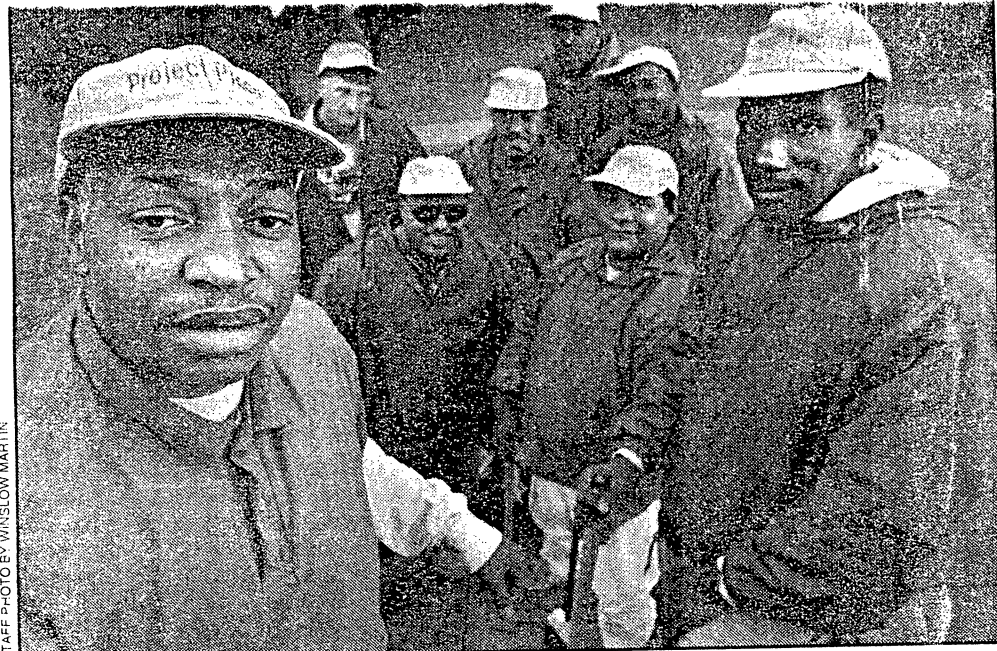
"I have a job to do," she said. The mix of determination and ambition in her voice gave no hint of her past drug addiction.

"I knew I had it in me, it's just the

drugs had a hold on me," she said. "I knew I had a problem but I was in denial."

While her immediate goal is just staying clean and sober every day, Malloy also has the possibility of a career in front of her. She also expects to be given custody of her daughter this month (the baby has been in foster care). The shelter in which she is living is for mothers and their children. She visits with her older children on weekends.

see Grant, page 6



STAFF PHOTO BY WINSLOW MARTIN

Gene R., John C., Tony R., Bob B., Andrew M., Arrington P. and Steve W. of the Project Place team pose after cleaning up Downtown Crossing.

GRANT

FROM PAGE 3

"I'm proud of myself. I've accomplished so much in these last six months," she said.

Adrian Lyons is not quite at the same point Malloy is. Lyons works as a receptionist at Project Place and her first day on the job was just last Monday. She is still adjusting to her new job — dressing appropriately, showing up on time, working on her self-esteem and being dependable and responsible. A 35-year-old recovering alcoholic, the day Lyons made up her mind to change her life was June 25 when the Department of Social Services took her two sons.

"If that didn't do it, I don't know what would," she said.

Like Malloy, Lyons is also working to get her children back. She has weekly visits with them. Lyons still takes things one day at a time, not quite confident enough yet to put too much faith in getting them back by a certain date.

Besides Clean Corners ... Bright Hopes,

the other business run by Project Place is a Pepsi distribution company. The employees refill soda machines, collect change from the machines and do minor repairs. The 130 accounts are ones that would not be big moneymakers for other distributors, but Project Place needs only to make enough money to pay expenses and salaries. Five people are now employed by the distribution company.

Most of the people who come to Project Place — about 90 percent, according to director Suzanne Kenney — are dealing with addiction problems. To join any Project Place program, they have to be sober for three months. Even to just stay and have lunch in the building, people must be sober. If they are not, they will be given lunch, but they are not allowed to stay and eat it in the basement dining area.

"When people walk through that door, people have made a commitment to themselves," said Kenney. "They are not high. They're not hungry. They're ready for the next step. These are people who are incredibly motivated. They made a commitment to themselves and they want a job." □

Project Place employs the homeless.

By Tom Witkowski
TAB Staff Writer

The Mellon Trust became the first corporate sponsor for Project Place, an organization that employs homeless men and women, last week with a \$40,000 grant that will pay for people to keep Washington Street clean.

The Washington Street program will be similar to already existing services offered by Clean Corners ... Bright Hopes, the name for Project Place's maintenance business in Downtown Crossing

and on Newbury Street.

"It's both a program that creates jobs for homeless men and women and it provides a community service," said Project Place Director Suzanne Kenney. "It's supplemental to what the city does. The city cleans the streets, and we clean from the merchants' door to the edge of the sidewalk."

The business was started in December 1995 after Project Place was approached by the business association in Downtown Crossing. *see Project, page 7*

PROJECT

FROM PAGE 6

Crossing. The employees swept the sidewalks, cleaned graffiti, cared for a park and shoveled snow. The business expanded onto Newbury Street, where an employee cares for the tree pits, sweeps the sidewalks and removes stickers from signs.

"It's awesome," said Joan Jolley, executive director of the Newbury Street League.

"Every day he comes in and he sweeps the whole entire street and picks up trash. He really helps to maintain the area."

The men who have worked on Newbury Street have gotten to know many of the merchants and are trusted by them. They even helped out individual merchants with small jobs, said Kenney.

The business also tried to get started in the West End, but did not last. The key to success, Kenney said, is Clean Corners

needs to be treated as a partner by the local business association.

On Washington Street, workers will sweep the sidewalks from Herald Street to Melnea Cass Boulevard. They will be out there six days a week and have also adopted and will care for the triangular space next to Blackstone Elementary School. Workers already helped clean up an empty lot last summer where Vice President Al Gore came to help break ground for the planned South End Health Center. Clean Corners ... Bright Hopes officially starts working on the street in November.

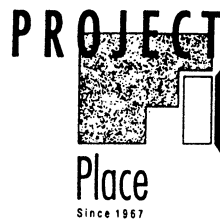
"Cleanliness is the very basic service — the perception of safety will be improved," said Kenney. "It's like the lots on Washington Street. They're overgrown, people don't even like to walk near them. If it's cut and groomed, and given attention, then people will feel safer." □

Background Information

Project Place

- Project Place works to prevent homelessness by providing education, resources and opportunities which lead to self-sufficiency
- Serving highly motivated homeless and low income adults who are ready to make the transition to self-reliance
- Three programs: Economic Development Partnership Program, Homeless Resource Center, and Betty's Transitional Program
- 30 individuals homeless men and women employed in economic development ventures each year
- 30th Anniversary Year
- Adult education, life skills training, case management, transitional housing, on-the-job training, job placement, and economic development initiatives
- Lunch program, storage lockers, address base, and information and referrals services

Over 500 men, women, and children benefit from Project Place services each year.



SUZANNE KENNEY
Executive Director

32
RUTLAND
STREET
BOSTON
MASSACHUSETTS
02118
(617) 262-3740
FAX (617) 262-3282

In 1967, Project Place opened as a safe haven for runaway and drug addicted teenagers. Over the years, the agency has evolved in response to changing community needs. Today, Project Place works primarily with homeless and low income adults. Our three programs coordinate education, job training, housing, and economic development activities into a comprehensive continuum of care. This approach is based on an understanding that homelessness results from a combination of many unaddressed human needs, including lack of job skills, insufficient education, disabilities, dependencies, abuse, and lack of affordable housing. By creating this system of services, Project Place is confronting the complex array of unmet needs which must be addressed if independence is to be an achievable goal.



City of Cambridge

74.

IN CITY COUNCIL

January 12, 1998

COUNCILLOR DAVIS
COUNCILLOR BORN
COUNCILLOR GALLUCCIO
COUNCILLOR RUSSELL
COUNCILLOR TOOMEY
COUNCILLOR TRIANTAFILLOU

WHEREAS: In order to assure pedestrian safety and to prevent icing of the streets and sidewalks; now therefore be it

ORDERED: That the City Manager be and hereby is requested to instruct the Department of Public Works to clean leaves and debris from sewer grates around the City.

In City Council January 12, 1998.

Adopted by the affirmative vote of eight members.

Attest:- D. Margaret Drury, City Clerk.

A true copy;

A handwritten signature in cursive script that reads "D. Margaret Drury".

ATTEST:-

D. Margaret Drury
City Clerk

H
Where
C&G cases

74.

In order to assure pedestrian safety & prevent
icing of the streets and sidewalks

That the CM instruct the DPW to clear
leaves ^{+ debris} from sewer grates around the
city ¹



City of Cambridge

74.

IN CITY COUNCIL

January 12, 1998

COUNCILLOR DAVIS

WHEREAS: In order to assure pedestrian safety and to prevent icing of the streets and sidewalks; now therefore be it

ORDERED: That the City Manager be and hereby is requested to instruct the Department of Public Works to clean leaves and debris from sewer grates around the City.

Consent ORder #74

16CM

Councillor Davis re: Clean leaves
and debris from sewer grates to assure
pedestrian safety and prevent icing
of streets and sidewalks.

22

In City Council January 12, 1998

ORDER ADOPTED