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Cycling Patrols on City Avenue ...

Expanded Hours and Staff are Announced for the Community Service Representatives (CSRs) In the CityAve Special Services District

Philadelphia, Pa (June 25, 2008) – Cycling through the City Avenue Special Services District are very helpful Community Service Representatives (CSRs) who patrol on bicycles. This summer they will be even more supportive as their staff and hours have expanded. Going from a team of eight to 10, their hours of operation will also increase. The CSRs are now cycling through the community 10 a.m. to 10 p.m. Monday to Friday, and 10 a.m. to 6 p.m. on Saturdays. This will provide more service in the longer daylight hours that shoppers and diners take advantage of in the CityAve District.

Since its inception in 1999, the CityAve District’s goal has been to have CSRs who work at crime prevention, and also assist visitors to the District; from giving directions to first aid, and anything in between. The CSRs are primarily from a security background, and each must have had at least two years of college education or have had two years of hospitality and/or security work experience. “The CSRs are in the District to promote public safety and act as ambassadors,” said Pete Herzog, the Director of Public Safety and Operations for the District. “We want to make sure that they are well-prepared for the important role they will serve in the community.”

Anthony Hiller, a CSR supervisor, has worked for the CityAve District for eight years. Hiller, who enjoys helping others, says that he loves making a positive difference in people's lives. He added that while crime in the area is low, having the CSR presence definitely acts as a deterrent to potential criminal acts, like theft.

Hiller said, "There are ten of us now; we just hired two part-time CSRs a couple weeks ago to keep up with the extended hours. The rest of us have been here for at least a year, and one CSR, Wittgenson Jovin, just celebrated his 5th year." According to Hiller, the desirable job is rewarding and low-stress. He added, "We have great reception from the public – people literally thank us for being out here. They find it helpful that we're here to assist them, whether they're lost or they have a flat tire, we're here to help. It is very rewarding."

The City Avenue Special Services District is a collaboration between the City of Philadelphia and the Township of Lower Merion to enhance the public and private sectors of the region extending west on City Avenue from the Schuylkill Expressway to 63rd Street and Wynnewood Road. From the creation of public safety initiatives to new strategies for development, the CityAve Special Services District is the go-to organization for any individual or business interested in becoming a part of what this exciting region has to offer. For more information about the District, please call 610-747-0311 or visit www.cityave.org.

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