

Crime Down 32% in District

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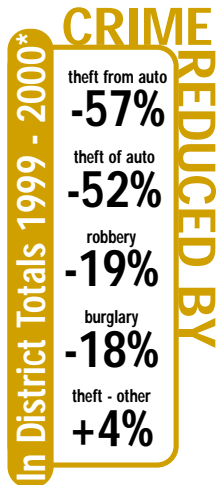
During the creation of the City Avenue Special Services District, a key goal identified by the Board of Directors and area stakeholders was to reduce the amount of crime in the District. During the District's first year of operating its eight member

Community Service Representative (CSR) program, crime in the District has dropped significantly.

A comparison of crime data for 1999 and for 2000 utilizing data through December 31, 2000 indicates a 32% decrease in part 1 crimes in the City Avenue Special Services District from 1999 to 2000. Part 1 crimes include: aggravated assault, attempted burglary, burglary, homicide, rape, robbery, theft from auto, theft of auto, and theft (other). There are a number of factors leading to the decrease in crime in the District, including the

work of the CSRs and increased cooperation among the Lower Merion Township and Philadelphia police departments and the City Avenue Special Services District.

Crime figures are gathered from the Lower Merion Township and Philadelphia police departments. Both departments work closely with the District on improving public safety and work closely with the District's CSRs. The District supplies Lower Merion Township and Philadelphia bicycle officers who patrol the District with Nextel phones so that they can communicate directly with the CSRs and the District's Director of Community Service Pete Herzog. The District also works with property managers, and private security patrols to identify ways of reducing crime in the area.



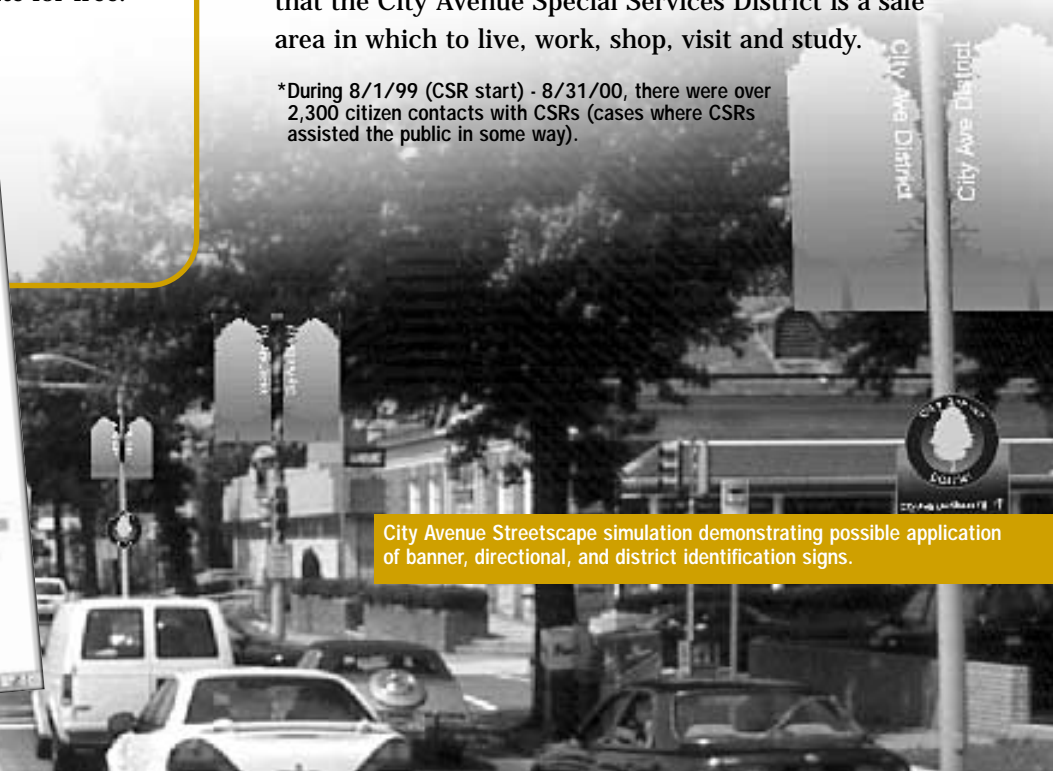
The District also analyzes crime data for an approximately 1/2 mile area surrounding the City Avenue Special Services District. Crime in this area adjoining the District has also decreased significantly from 1999 to 2000. This trend is positive as it indicates that the District is not pushing crime out of its boundaries into the neighborhoods, but is eliminating it or moving it to other areas in the region.

The District looks forward to continue working on reducing crime in the area and improving public safety in the City Avenue area and on shaping the public perception that the City Avenue Special Services District is a safe area in which to live, work, shop, visit and study.

*During 8/1/99 (CSR start) - 8/31/00, there were over 2,300 citizen contacts with CSRs (cases where CSRs assisted the public in some way).

City Avenue is now on the Superhighway

Information Superhighway that is! Visit CityAve.org for district news, information on local events, links to local government and business and institutional websites. You can even read City Avenue News online! And if your business has a website, CityAve.org will link directly to your site for free. How's that for traffic?



City Avenue Streetscape simulation demonstrating possible application of banner, directional, and district identification signs.

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* Ex-Officio

Business Developments

Coming Soon: Catch a Ride on CART New Shuttle Bus Will Serve City Avenue and Manayunk

The City Avenue Special Services District is currently working towards the implementation of a new shuttle bus called City Avenue Regional Transit or CART. Plans call for CART to begin operating during Spring 2001. Three or four buses will operate on the route, and each will seat approximately 20 passengers. CART will run seven days a week with extended hours on Friday and Saturday for night owls. CART will stop every 15-20 minutes at major destinations in the City Avenue Special Services District and along Main Street in Manayunk. So you can get to work, go shopping and hit the hot spots in Manayunk without ever warming up your car! CART passengers will pay a minimal

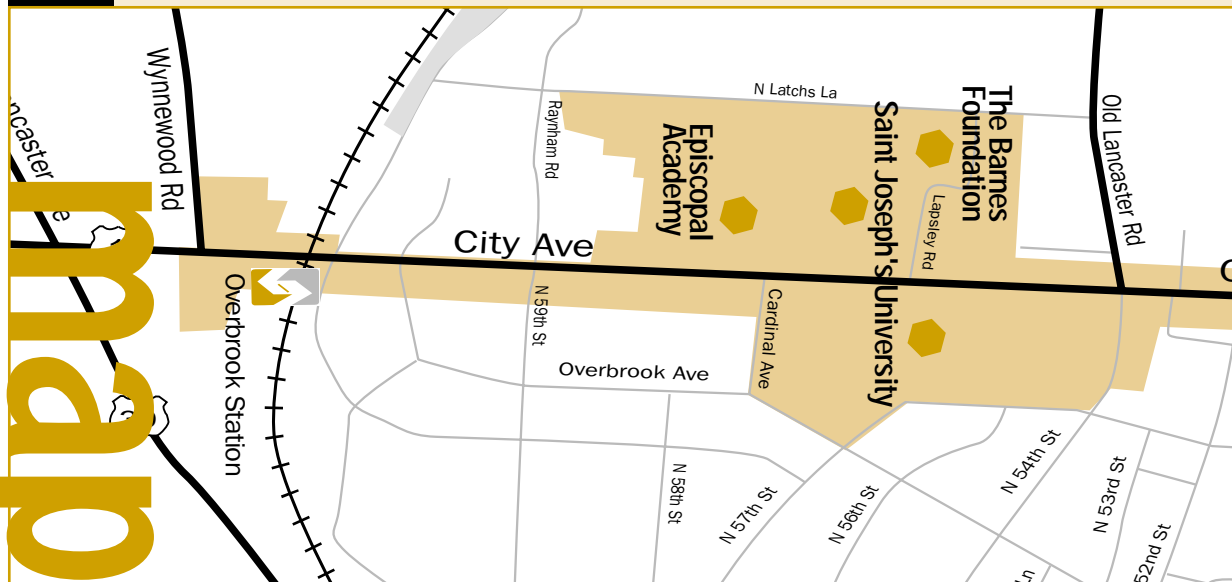


fare — \$1.00 or less. "CART is going to help make City Avenue a destination of choice for area residents, employees and college students. We are really excited about this new venture," said David L.

Cohen, AICP, Executive Director of City Avenue Special Services District. Keep an eye out for more info on CART coming soon or go to the new CART website at www.gocartgo.org for more information about CART.

New Acme Opens in Bala Cynwyd Shopping Center

The Bala Cynwyd Shopping Center is home to what Acme Markets is calling their "most modern and unique food and drug superstore." The 46,000 square foot store features contemporary color schemes, warm accents, gentle lighting, dramatic displays and beautiful fixtures – oh, and an amazing array of, get this, groceries! The folks at Acme are pretty excited about this new store as are the area residents. "Acme is thrilled to be able to provide to the residents of the Bala Cynwyd area this state-of-the-art food and drug superstore for their shopping convenience," Acme President, Carl Jablonski said. And as if the grand new store wasn't enough of a holiday gift to the area, Acme Markets has made donations to the Bala Cynwyd Neighborhood Club, the Belmont Village Civic Association and the Wynnefield Residents Association. See you in the aisles!





director's cut

David L. Cohen, AICP
Executive Director

During 2000, the City Avenue Special Services District has made significant progress on improving public safety and planning other areas of programming and redefining the City Avenue area as a safe business, institutional, travel and residential destination. 2001 should be a busy year with many the implementation of other parts of our programming including:

- Landscaping improvements to the I-76 and City Avenue interchange and design improvements and enhancements to the pedestrian bridge near Presidential Boulevard. Other elements of our streetscape plan will also be implemented and long-term funding will be sought for improving the lighting and traffic signalization along City Avenue.
- Development of the CART shuttle bus. A request for proposals has been sent to local bus operators and proposals will be received during February 2001 with a target start date during spring 2001. The District is planning on using innovative marketing programs and information systems to provide information about CART.
- The identification and sponsorship of special events. The District is presently supporting the Partners Program 10th anniversary celebration on City Avenue on April 27, 2001. This program brings together city and suburban school students. The District will seek to provide other events that support the area and its businesses, residents and institutions.
- The District is pleased to announce and invite you to our annual meeting, which will be held on at 6:30 p.m. on March 6, 2001 at the Radisson Twelve Caesars Hotel at City Avenue and Stout Road. The meeting will feature a presentation of the District's streetscape plan. To attend the meeting, please RSVP by February 23, 2001 by writing, faxing or e-mailing the District. If e-mailing please put "Annual Meeting" in the subject line. No phone calls please.



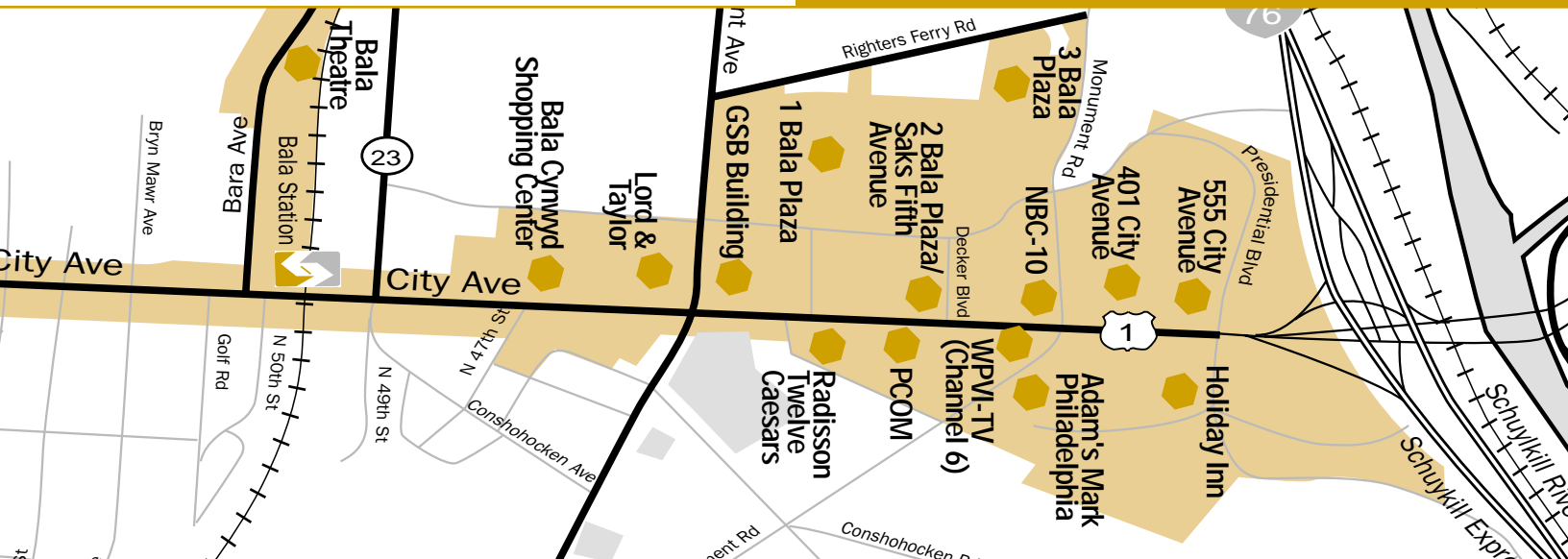
Keeping the Street Safe

CSR Update

Nils Nelsen says "Every day I make a difference is a good day." He sure must have a lot of good days! Nils is a City Avenue Special Services District Community Service Representative (CSR) supervisor. He and his seven teammates patrol the District daily on bicycle checking in on local businesses, looking out for crime, helping neighborhood folks cross the street, giving directions and trying to be as helpful as possible. Recently Nils helped catch two thieves who were carrying stolen goods from a number of Bala Cynwyd businesses. He had just left another retail establishment, where he was talking with the manager when

he saw two women suspiciously fleeing a retail store. He ran over to check out the situation and store employees confirmed his hunch. He immediately notified the police via his Nextel phone that links him directly to the Lower Merion Police Department and Philadelphia Police Bicycle Patrol. In less than ten minutes Lower Merion Police had apprehended the thieves. How's that for quick thinking?!

"I love coming to work. I look forward to work everyday. All of the CSRs are people who care and want to make a difference." he said. Oh, and in the spirit of making a difference — Nils would much appreciate if all you fast food junkies would kindly look both ways for cars, bicyclists and pedestrians when exiting the parking lots - it can get pretty hairy out there!





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please send comments,
suggestions or submissions to:
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In this Issue: Crime Down in District City Avenue Special Services District Now Online Shuttle Bus Slated for Spring and More

Need a web presence?

CityAve.org is pleased to announce an alliance with OnStreets.com, an innovative web solutions provider that helps its clients grow their business by increasing customer awareness using the power of the Internet. The OnStreets.com Community Portal will allow you to promote your business to a much larger customer base, through the CityAve.org website. A variety of user-friendly web services are available including a comprehensive search engine, complete business directory, classified ads, and more. For a small fee you even have the ability to quickly and easily create your own featured web page containing information about your business, including services, products and specials with photographs and descriptions. Web capabilities and services can be tailored to your business whether it is a sporting goods store, restaurant or law firm. For additional information about this exciting alliance, visit www.OnStreets.com and complete the form below and send it to the City Avenue Special Services District.

Want more info...about www.OnStreets.com or to have your existing District business website linked on the CityAve.org website at no charge

Name _____

Business Name _____

Business Address _____

City, State, Zip Code _____

Phone _____

Fax _____

E-mail Address (If none, write none) _____

Access to Internet from Work (y/n) _____

Existing Business Web Site (y/n) _____

Existing Business Web Site Address _____

Are you interested in possibly signing up for OnStreets.com? _____

Does Your Business sell to customers (b to c) or other businesses (b to b) or both? _____

Would you consider featuring your business on our new website? _____

Please return your form via mail, fax or email to David Cohen, dlcohen@cityave.org.