

Tampa Police Department
Case Study 4

College Hill Neighborhood Cleanup

The officers from the POP project saw a need for community involvement in solving the drug problems in College Hill. The officers were looking for something that they could use that would serve this purpose.

Upon entering the College Hill Homes community, trash and debris could be seen lining the sidewalks, and littering the courtyards and playground areas. As part of an overall effort to make the College Hill Homes community a better place to live and to fulfill their desire to get the community involved, the Problem Oriented Policing officers decided to host a College Hill Neighborhood Cleanup Day. The officers wanted to have a series of cleanups days. The first cleanup day would be planned totally by the officers with the community participating. The second cleanup day would be planned by the citizens in the community with direct and constant assistance by the officers while the third and any subsequent cleanup days would be totally planned by the community with the officers merely showing up to participate.

The first cleanup day was held on Saturday, April 29, 1989. The event was planned and coordinated by Officers Julie Prouty and Mike Niemi. They contacted many organization, public and private, to solicit donations and participation in the College Hill Neighborhood Cleanup Day.

The Tampa Housing Authority and the College Hill Homes Management were contacted for their support and participation in the cleanup event. Mr. Audley Evans, Executive Director of the Tampa Housing Authority and Mr. James Harrell, Manager of College Hill Homes were present during the neighborhood cleanup event. Mr. Harrell provided rakes, brooms, shovels, hedge trimmers and a tractor mower to assist in the cleanup. Mr. Harrell also assisted the Problem Oriented Policing officers in the selection of the areas to be cleaned.

Local businesses were contacted for donations of food and beverages for the cleanup day. The following list represents those individuals and businesses who contributed to the College Hill Neighborhood Cleanup Day:

Chicken - Churches Fried Chicken - Mr. Charles Chapman & The Tampa Police Pistol and Rifle Club
Chicken - Baxlays Restaurant
Hotdogs - Mr. John Paltz of Lykes Brothers Meats
Sodas - Mr. Perry Harvey of College Hill Pharmacy
Water, Ketchup and Mustard - Mr. Ferrukh Quraishi of McDonald's
Wash tubs and ice - Mr. Perry Harvey of College Hill College Hill Pharmacy
Hotdog buns - Wonder Bread - Mr. Bill Brown of Wonder Bread
Plastic Bags - Mr. Hohn Ziegler of Winn Dixie Supermarket and the Tampa Police Pistol and Rifle Club
Dumpster - Mr. Bruce Adams of Waste Management
WTMP - Mr. Paul Major & Ms. Eleanor Harris
Tampa Police Department K-9 Unit, Officers Kevin Ellis and John Mendez provided a police K-9 demonstration.

WTMP Radio provided a mobile diskjockey who played music throughout the days activities and gave away the prizes to the children who participated in the event. Prizes consisted of: 45 records and albums, radios, an autographed football, and misc. other prizes. Each participant was given a ticket for each trash bag they filled with debris. After the cleanup was completed a drawing was held for the prizes. The prizes were those solicited from and donated by various local businesses.

Approximately 150 College Hill residents attended the neighborhood cleanup. Mr. Dale Green from WARM 107 FM Radio was present conducting interviews for his Sunday morning radio program on April 30th.

Reporters from some of the local print and electronic media were present interviewing and photographing individuals participating in the event.

Areas targeted for cleanup: Area between E. Lake Avenue and 32nd Avenue and between 24th Street and 26th Street. The cleanup encompassed the College Hill Homes Office and Nursery building, basketball courts, a playground and a vacant field. The vacant field is the subject of an additional project by the officers.

As a result of hosting the College Hill Neighborhood Cleanup Day, the Problem Oriented Policing Officers have improved police community relations. The children of the community gather around and follow the Problem Oriented Policing Officers when there working in the neighborhood.