



Equity TAG Meeting #2

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November 3, 2021

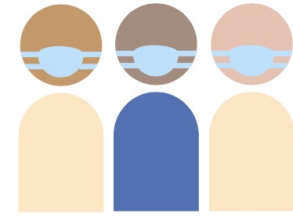
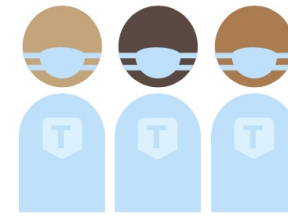
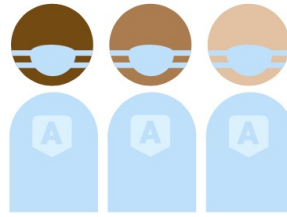
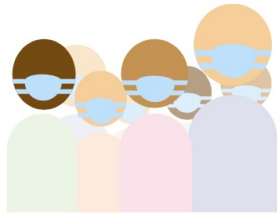
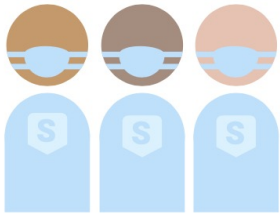
Overview

- Introductions for new members
- Review and discussion of strategies: Community and Development
- Reminder of EngagePGH page and further comments
- Additional meeting to dig deeper



Who's Who and What They Do

The People Behind the Plan



Who	Steering Committee Advisory body with up to 30 member organizations that represent most stakeholder groups.	Community A person with an interest or concern in the neighborhood.	Action Teams Team comprised of Steering Committee members, residents, other stakeholders, and public agency staff.	Technical Advisory Group Group composed of experts that focus on complex topic(s).	Staff Professional staff from public, non-profit, and private sector organizations that manage the planning process.
What	They engage the stakeholder group representatives, produce elements of the plan, and integrate the work of the Action Teams.	They provide input and feedback throughout the planning process.	They identify issues and conduct research to fully understand topics, and develop actions and identify resources to address them.	They support work of Action Teams by providing clarity and detail for complex topics.	They work to achieve full community and stakeholder participation in the planning process.
When	Organize	Organize	Organize	Organize	Organize
	Visualize	Visualize	Visualize	Visualize	Visualize
	Strategize	Strategize	Strategize	Strategize	Strategize
	Formalize	Formalize	Formalize	Formalize	Formalize
Deliverables	Draft Public Engagement Plan Vision Goals Review Work From Action Teams	Input on All Vision and Goals Review Work From Action Teams Review Plan Drafts	Draft Policies, Projects, Programs, Partnerships, and Targets	Draft Strategies for Complex Topics	Coordinate and Facilitate Process Conduct Research and Engagement Create Drafts of Deliverables



Work of this Group

Our work will involve reviewing 3-4 strategies from the four topic-based Action Teams: Mobility, Infrastructure, Development, and Community.

During Fall 2019 and Winter 2020, the project team worked with the Steering Committee to establish shared goals for diversity, equity, and inclusion in the planning process. These discussions led to an equity strategy that has been integrated into the planning and process and intentionally engages underrepresented and marginalized groups in Oakland. Groups identified in Oakland include:

- African-American residents
- University students
- Immigrants and newcomers

We appreciate you agreeing to participate to represent the perspectives and needs of these three groups.



Oakland Plan Equity Strategy: <https://engage.pittsburghpa.gov/oakland/oakland-plan-equity>

Work of this Group

We will review 3-4 strategies from each Action Team with you. We ask you to view them through the lens of the group(s) you represent and help us to:

- Improve the scope and nature strategies to better overcome inequities and better detail what success looks like in terms of equity;
- Identify any related inequities that staff should be aware of related to the topic;
- Help avoid any pitfalls; and
- Help reduce the potential for unintended consequences that might create further inequities as a result of implementing the strategy.



Oakland Plan Equity Strategy: <https://engage.pittsburghpa.gov/oakland/oakland-plan-equity>



COMMUNITY

This chapter focuses on the existing residents, employees, students, and visitors of the planning area with proposals for how they can be better served by the district.

Required:

- Community Programs and Livability
- Cultural Heritage and Preservation
- Public Art
- Public Safety
- Public Facilities and Services
- Public Health

Optional:

- Community Uses in the Right-of-Way
- Nuisance and Enforcement Issues
- Schools and related programs (Required if within the plan area)

Key Agencies: Dept. of City Planning, Mayor's Office, Office of Equity, Dept. of Public Safety, Community Affairs, and Public Schools, County Health Department



Draft Community Strategies

1. Community Service Hubs

Multiple Action Teams identified the need for buildings throughout Oakland where community services could be provided based on resident need. These could include daycares, healthy active living centers, free wifi, career training and education programs that improve access to jobs, information and resources related to home repairs and improving energy and water efficiency.



Draft Community Strategies

1. Community Service Hubs

Discussion prompts:

- North Oakland and South Oakland (east of Bates) have no location for services today, so a new hub would need a home and a new set of programs.
- West Oakland has The Corner, Central Oakland has OPDC, and South Oakland west of Bates has the Community Human Services building. Each offer a number of services. How does this strategy raise up what's already happening, bring new funding, and establish new programs for these existing centers?
- The services provided would differ depending on which groups you're trying to benefit. How are those groups involved in the assessment of need that drives new programming?



Draft Community Strategies

2. Targeted Anti-Displacement Efforts

West and South Oakland have the greatest racial and socioeconomic diversity in Oakland, but the last two decades have seen clear and persistent displacement and loss. Targeted programs are needed that overcome housing and food insecurity issues. Investments in resident-serving amenities, particularly for children and seniors are also an important part of this strategy.



Draft Community Strategies

2. Targeted Anti-Displacement Efforts

Discussion prompts:

- A Community Reinvestment Fund is being considered which would receive funds from development projects on the major corridors that would be made available for career services and job training as well as affordable housing. This could expand the funding for existing programs and create a basis for funding new programs, particularly if the funds are matched by grants or other investors.
- OPDC efforts
 - Affordable Rental Housing Program
 - Home Repair Assistance Program
- Example strategies from other cities' toolkits
 - Charlotte, NC Neighborhood Equity & Stabilization Commission (NEST)
 - City and Tenant Right-to-Purchase Preservation Program



Draft Community Strategies

3. Oakland as a Civic Laboratory

Build a grant program that identifies micro-level community-led projects to realize Oakland as a laboratory for an innovative, inclusive, resident-serving urban experience.



Draft Community Strategies

3. Oakland as a Civic Laboratory

Discussion prompts:

- How is this program funded and managed in ways that ensure it meets the objectives of innovative, inclusive, and resident-serving?
- Where is this kind of program housed and how are decisions about grant awards made?
- Should there be any in-built focus for what these funds go towards? For example, arts, events, etc.





DEVELOPMENT

Knoxville Jr. High
Knoxville

This chapter establishes the agenda for physical change to a district whether that be through new buildings, commercial corridors, residential areas, etc. Creating new affordable housing and commercial opportunities can be addressed in this chapter.

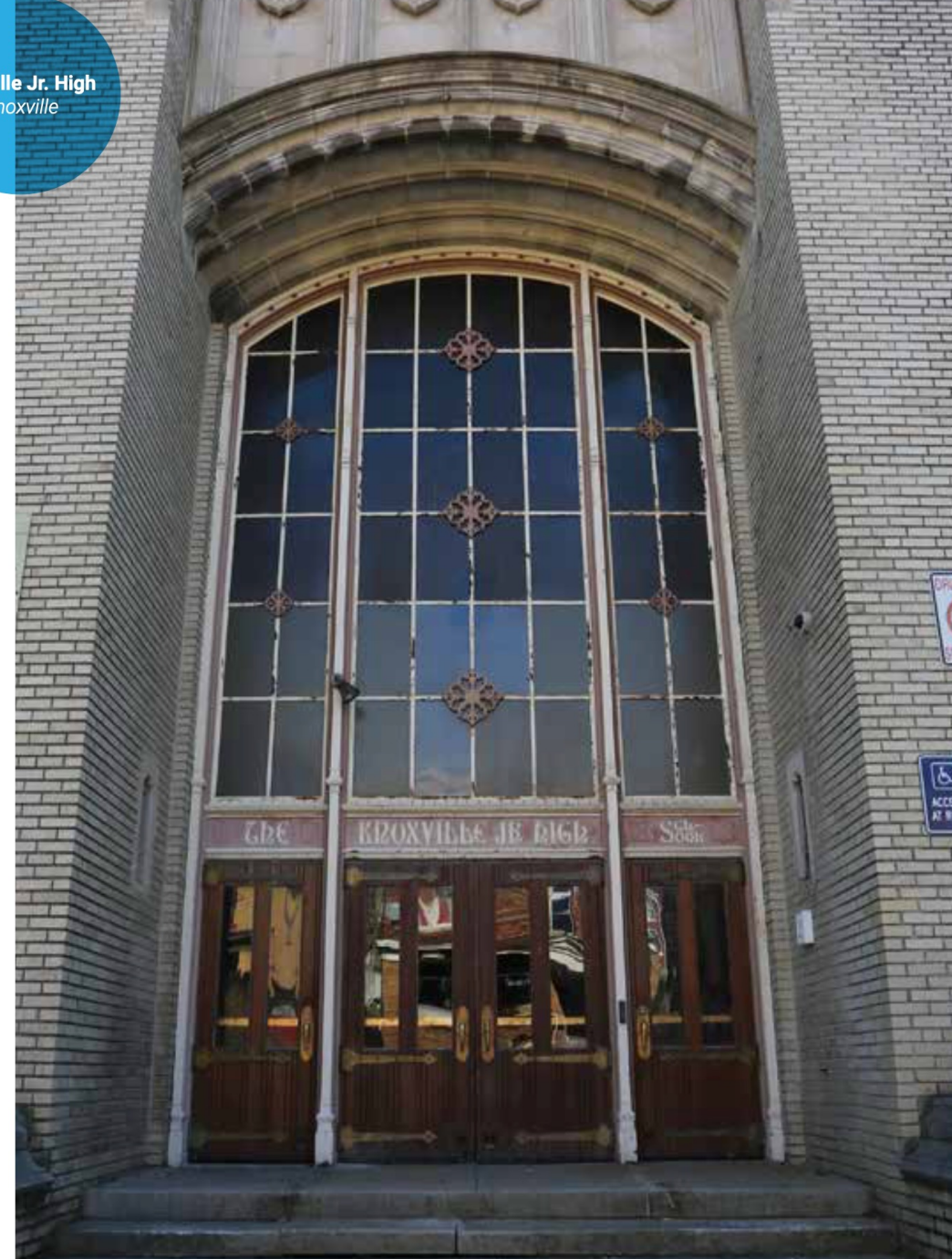
Required:

- Land Use Policy and Regulations
- Urban Sustainable Design
- Equitable Economic Development
- Housing

Optional:

- Commercial Corridors or Nodes
- Transit Oriented Development
- Brownfield Reuse and Remediation
- Schools
- Academic, Medical and Religious Institutions

Key Agencies: Dept. of City Planning, Urban Redevelopment Authority, Pittsburgh Water and Sewer Authority, Housing Authority of the City of Pittsburgh, and the Dept. of Permits, Licensing and Inspections.



Draft Development Strategies

1. Community Reinvestment Fund

The growth and development of Oakland should benefit Oaklanders as well as the city and region. As noted on the other Development board, we propose a system of requirements and building height incentives that creates a predictable and transparent process for developers to contribute to community needs for affordable housing, jobs, and open spaces. Projects that can't deliver affordable housing or career opportunities would be required to pay into a fund that is administered by a committee of Oakland organizations and residents to drive investments into projects and programs that improve conditions for residents. These development funds could be matched by other grants or donations to increase the impact of specific programs.



Draft Development Strategies

1. Community Reinvestment Fund

Discussion prompts:

- What inequities do we feel need addressed directly?
- Any critical considerations for structure and focus?
- What concerns or pitfalls do you see around decision making for funds?



Draft Development Strategies

2. Diversity, Equity, and Inclusion Targets

Work with institutions and major employers to establish shared targets for hiring local firms, MWDBE firms, Oakland residents, and tenanting local businesses. Any project seeking funds from public sector or Oakland organizations or on institutional or public lands should meet these goals. Base proposals on best practices to ensure targets are meaningful and enforceable to create accountability. Meeting these targets will require mentorship programs and other work to build up the pipeline of these businesses.



Draft Development Strategies

2. Diversity, Equity, and Inclusion Targets

Discussion prompts:

- The largest employers are institutions who have some internal DEI targets already. The goal would be to set a shared standard that could then be utilized by other employers in the area. What pitfalls do you see in establishing shared targets?
- How can targets set by institutions be applied for small businesses?
- Are there fundamental differences in how these targets are formulated for MWDBE participation vs. immigrant and newcomer participation?



Draft Development Strategies

3. Minority and Immigrant Business Focus

Ground floor spaces on all commercial corridors, but particularly Fifth and Forbes Avenues and the Boulevard of the Allies, should prioritize spaces for MWDBE and immigrant owned businesses to overcome inequities and create a unique retail experience. This could potentially serve as an International District on Fifth and Forbes Avenues where there is a strong market for global food and grocery types that often spills into surrounding neighborhoods. The Pittsburgh Hispanic Development Corporation's study shows this is a highlight desirable location for Latinx entrepreneurs.



Draft Development Strategies

3. Minority and Immigrant Business Focus

Discussion prompts:

- Are the specific details/specifications for such spaces that would make them more likely to be effective?
- Does the concept of branding an area an International District or otherwise, have a positive or negative impact on the other goals of this strategy?
- Does this strategy create competition between the groups identified that needs to be considered or addressed?



Draft Development Strategies

4. Missing Middle Housing

Missing Middle Housing types provide diverse housing options, such as multiplexes, cottage apartments, and small-scale apartment buildings. These house-scale buildings fit seamlessly into existing residential neighborhoods and support walkability, locally-serving retail, and public transit. They provide solutions along a spectrum of affordability to address the mismatch between the available U.S. housing stock and shifting demographics combined with the growing demand for walkability.



Draft Development Strategies

4. Missing Middle Housing

Discussion prompts:

- Missing Middle has many benefits in creating more types of housing at different price points that are often more suitable for young professionals, seniors, low income residents, etc. It is often viewed as a solution to 20th century attempts to exclude these types of residents and particularly African-Americans from areas alongside redlining. Do you see it as an important part of the solution to Oakland's housing issues?
- Who would benefit from this type of change to what's allowed?
- What do you see as some unintended consequences of allowing this kind of development to happen again? That is, who could be negatively impacted?



Reminder: We're Covering a Selection

We would greatly appreciate you reviewing and commenting on the full set of strategies on the EngagePGH site.

<http://engage.pittsburghpa.gov/Oakland>

Notes from both Equity TAG meetings are public and can be found at:

<https://engage.pittsburghpa.gov/oakland/oakland-plan-equity>



Community Service Hubs at Parks

Posted by Derek.Dauphin | 2 months ago

Identify locations such as Frazier Field/Fieldhouse and Herron Hill Pumping Station where open spaces can be combined with new or restored buildings to provide needed resident services such as daycares and community centers that have synergies with...

♥ 1 Likes 💬 3 Comments



Dedicate Land for Energy Needs

Posted by Derek.Dauphin | 2 months ago

Establish "energy parks" in Oakland that set aside land for future energy needs (e.g., district energy and community led solar solutions). Consider how the energy would be generated in determining the ideal location. For example, a sunny hillside...

♥ 2 Likes 💬 2 Comments



Next Meeting

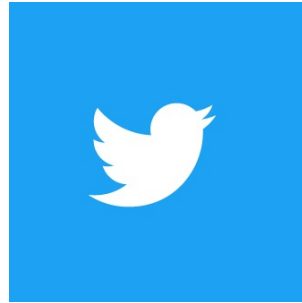
- We'd like to schedule a 3rd meeting to revisit and dig deeper into some of the things we've discussed.
- We'll be writing up a summary of the input from the group and how it can more broadly apply to the rest of the strategies in the plan.
- Potential dates: Tuesday (11/9), 1-2 or 2-3 p.m., Friday (11/12), 1-2 p.m.



Where can you find us?



Pittsburgh City Planning



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**Online at pittsburghpa.gov/dcp/oakland
and engage.pittsburghpa.gov/oakland**

