

Welcome!

- By default Zoom has muted your microphone. Please turn on your video and wait patiently for the meeting to start.
- How to engage: Go to the bottom of your screen and click on "Chat", "Raise Hand" or "Q&A". Chat will be main way we communicate today.



- We appreciate your patience as we learn how to conduct online meetings together.
- **While you're waiting, please introduce yourself in the chat! (Name, organization, neighborhood, and why you're interested in this work)**





Community Action Team Meeting #1

Sophia Robison (Department of City Planning)
Josiah Gilliam (Pittsburgh Mayor's Office/Citiparks)
Alyssa P. Lyon (Green Building Alliance)
October 5, 2020

Land Acknowledgement

"A Land Acknowledgement is a formal statement that recognizes the unique and enduring relationship that exists between Indigenous peoples and their traditional territories"

- Laurier Students' Public Interest Research Group, Ontario, Canada (<http://www.lspirg.org/knowtheland/>)

We encourage each of you to learn about the Native territories, languages, and treaties relative to where you and your family originate or currently live, and discuss our role as allies.

- <https://native-land.ca/>
- Ally Bill of Responsibilities written by Dr. Lynn Gehl, Aloginguin Anishinaabekwe: https://drive.google.com/file/d/1UBTEg72RP6gjJa5bwfnKvswN-_VOzPTv/view

More information about Pittsburgh's Native American history:

- <https://www.heinzhistorycenter.org/blog/fort-pitt-museum/delaware-treaty-1778>
- <https://www.wesa.fm/post/who-lived-here-first-look-pittsburgh-s-native-american-history#stream/0>



Agenda

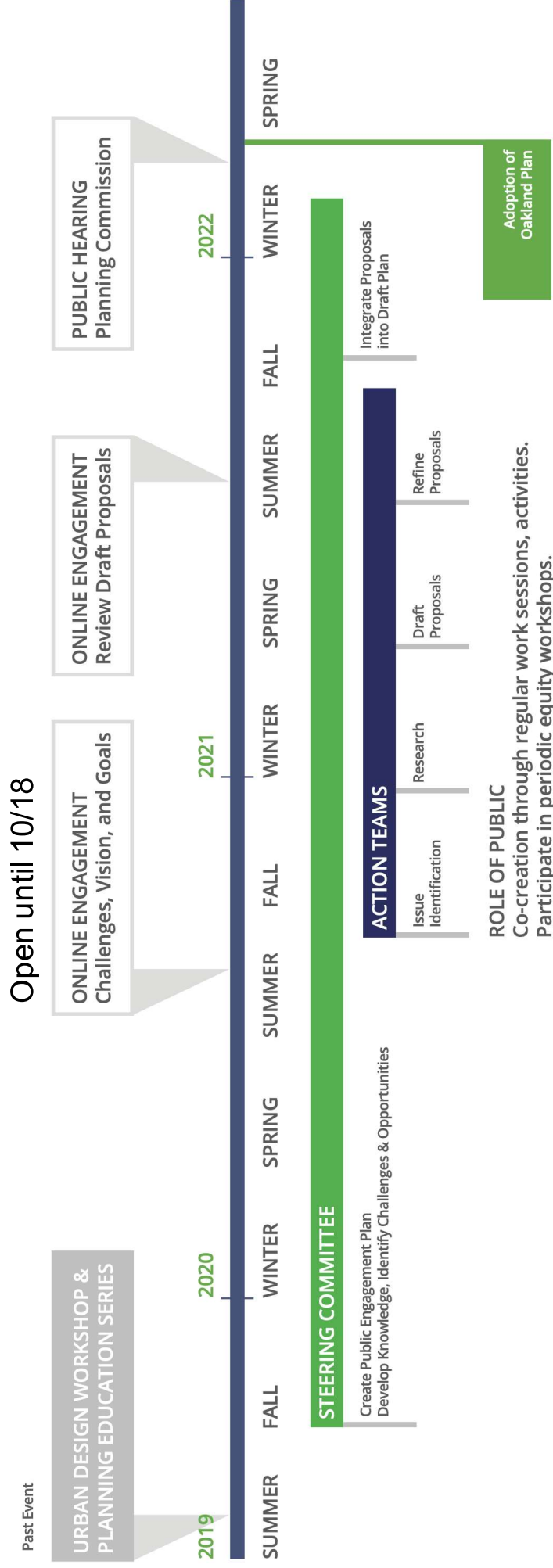
- Welcome & Land Acknowledgement
- What will Action Teams do in the Oakland Plan?
 - Planning process based on the City's Neighborhood Plan Guide
 - How equity is being integrated into the process
 - Role of the Action Teams
 - Information about the proposals we'll develop together
 - Topics we'll cover in our Action Team
 - Expectations for all of you
- What will the Community Action Team Cover?
- Get to Know the Room – Introductions & Polling
- Discussion



PLEASE INTRODUCE YOURSELF IN THE CHAT!

- What is your name?
- What neighborhood do you live in?
- What organization are you affiliated with (if applicable)?
- Why are you interested in this work?

Planning Process



We are here



This Phase of the Process

- This phase is the iterative process of **learning more about the issues** the plan is tasked with addressing and **generating ideas about possible solutions** and associated implementation strategies.
- This requires the work of **Action Teams that systematically work through the list of topics over a period of months**, exploring each using a combination of research, analysis, and public input.



Neighborhood Plan Guide: <https://pittsburghpa.gov/dcp/neighborhood-planning-guide>

Equity Approach

- Oakland Plan staff from the Office of Equity, Green Building Alliance, and City Planning have worked together to establish an integrated approach that will ensure equity is a lens for all proposals. Equity experts from the Pittsburgh region will be involved as part of this work.
- Staff managing each Action Team are developing draft equity goals based on best practices. Throughout the next year that we meet, we will review and improve these goals. It's important for all of us to consider how the proposals we develop together overcome inequities.
- Together, we will learn and grow our understanding and impact.



What Do We Know About Oakland?

We'll highlight some major trends and try to contrast them with the experience of those of you in this room via polls.

All questions are anonymous.



KEY TAKEAWAYS

Population Trends

Oakland and National Innovation Neighborhoods, 2000–2019

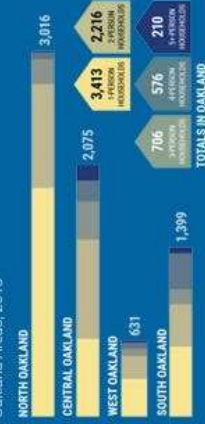


Households by Household Size

Pittsburgh and Oakland, 2018



Oakland Areas, 2018



Source: U.S. Census 2000 and 2010; American Community Survey 2018 5-Year Estimates

Job Trends

The City, Oakland Proper and the Oakland Area | 2002–2017



Source: LEHD Origin-Destination Employment Statistics

Education and Healthcare Workers in Oakland



Source: LEHD Origin-Destination Employment Statistics

Oakland is 20% of Pittsburgh's overall job base, but 46% of its healthcare and education jobs.

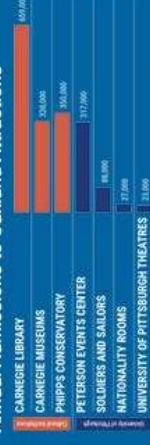
41,495 healthcare/education jobs
66% of all education jobs in Pittsburgh
36% of all healthcare jobs in Pittsburgh

Daily Activity (During School Year) Oakland, 2017



* Estimated population under 18 years old and over 25 years old
* Annual visitation divided by 365 days
Source: WZJH

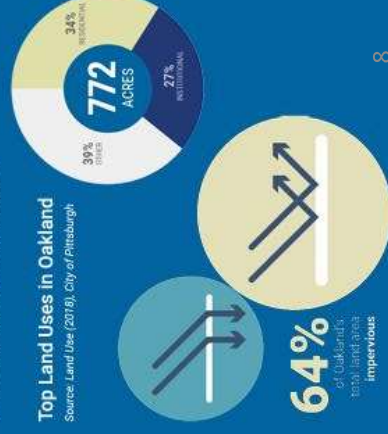
Annual Admissions to Oakland Attractions



Source: Oakland Business Improvement District Retail Market Study (2015); University of Pittsburgh, Community and Governmental Relations, Visitorship confirmed in 2019 with organization representatives.

Top Land Uses in Oakland

Source: Land Use (2016), City of Pittsburgh



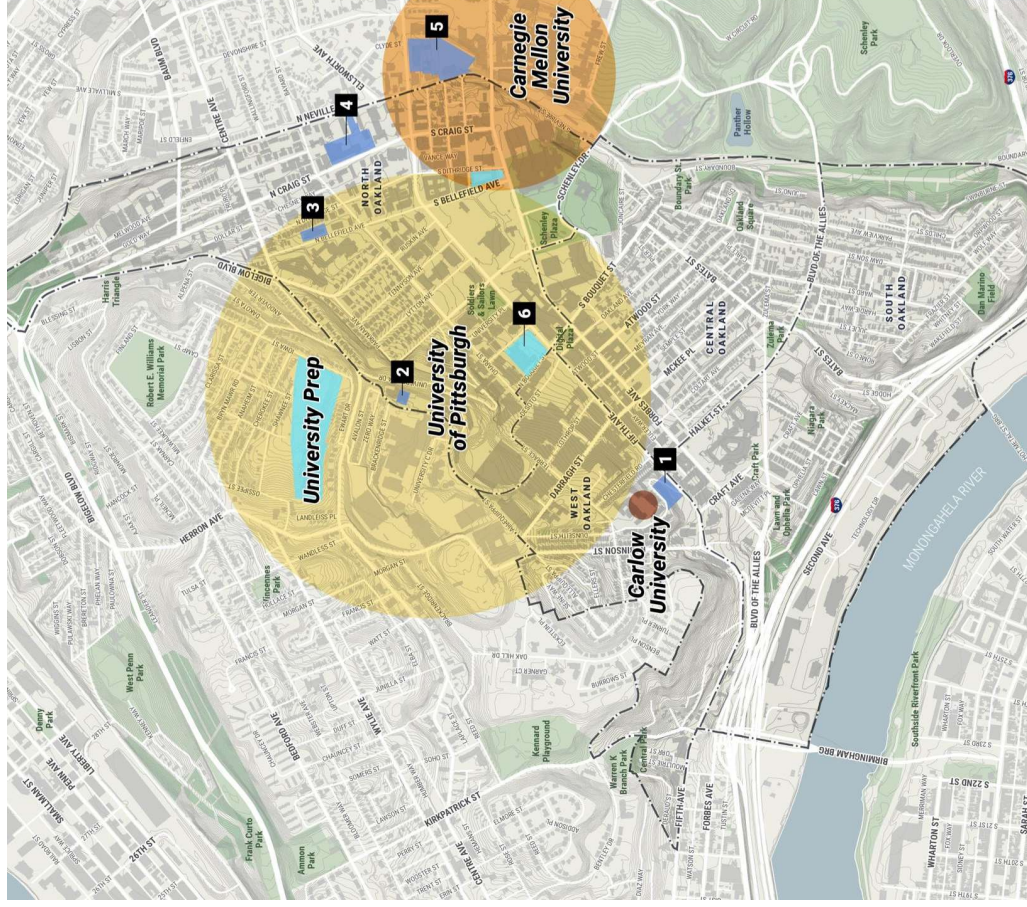
64% of Oakland's total land area is impervious

What Do We Know About Oakland?

If you currently live out of state due to COVID, please answer where you lived last year or where you would like to live.



Where do you live?



- Educational Institutions**
- K-12 SCHOOLS**
- Private Schools**
 - 1 The Campus Laboratory School of Carlow University (Grades 0-8; 234 students)
 - 2 Fanny Edel Falk Laboratory School (Grades K-8; 429 students)
 - 3 Western Pennsylvania Institute for the Blind Children (Grades 0-Adult; 200 students)
 - 4 Oakland Catholic High School (Grades 9-12; 555 students)
 - 5 Central Catholic High School (Grades 9-12; 840 students)
 - Public Schools**
 - 6 Pittsburgh Science & Technology Academy (Grades 6-12; 589 students)
- HIGHER EDUCATION**
- Carlow University (1,764 FTE students)
 - Carnegie Mellon University (14,058 FTE students)
 - University of Pittsburgh (26,935 FTE students)
- Source: Private and Public Schools (208), Allegheny County.

What Do We Know About Oakland?



Oakland is a center of learning for over 44,000 undergraduate, graduate, and medical students.

The University of Pittsburgh's student population accounts for 64% of all of Oakland's full-time equivalent students. The 1,042 students at the School of Medicine are included in the University of Pittsburgh total. The number of full-time equivalent students at the Oakland Campus has increased by just 2% over the last seven years.

Graduate students now outnumber

undergraduates at Carnegie Mellon. Carnegie Mellon's enrollment has increased significantly since 2010, growing by 30% or over 3,200 more students. The majority of this growth was in graduate students. Over the same time period, Pitt decreased graduate enrollment by 554.

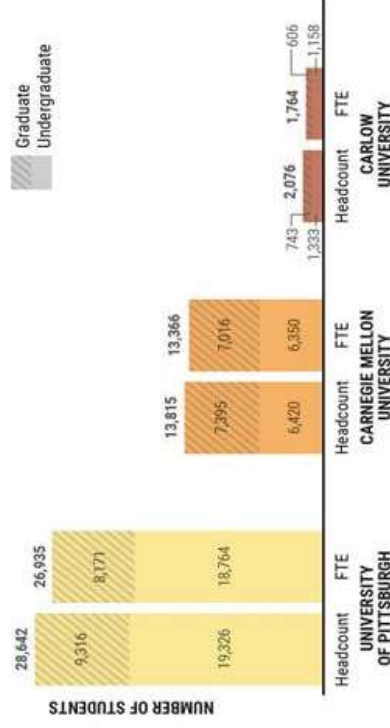
After this period of growth, both Pitt and Carnegie Mellon are planning for a consistent student population. Carlow University is a smaller institution of less than 2,000 students. Enrollment declined by almost 500 students from 2010-2017. According to their Institutional Master Plan (IMP), Carlow is actively seeking to grow enrollment back to 2010 levels.

Oakland also hosts approximately 2,000 pre-K-12 and lifelong learning students over the course of the year.

There are five private schools and one public school serving early childhood, elementary, middle, high school, and lifelong learning students.

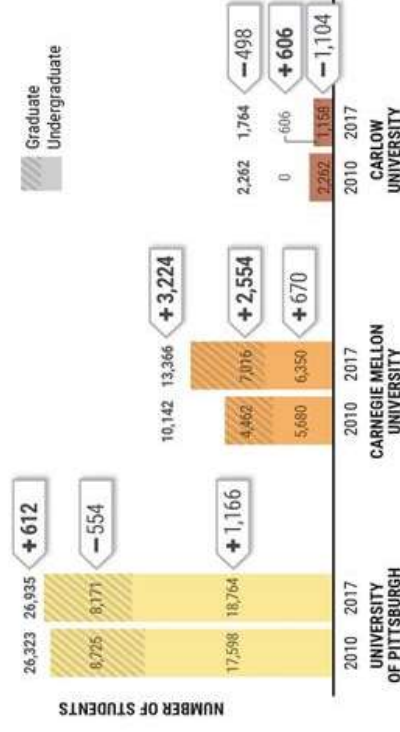
There are approximately 589 public school students in Oakland. There are a further 1,500 private school students in Oakland.

Higher Education Students in Oakland | 2017



*Includes the School of Medicine with 1,042 students and 965 FTE.
Source: University of Pittsburgh, Office of Institutional Research, "2018 Fact Book"; Carnegie Mellon University, "University Factbook 2017-2018"; Carlow University website.

Trends in Student Enrollment (FTE) | 2010-2017



Source: University of Pittsburgh, Office of Institutional Research, "2018 Fact Book" and "2011 Fact Book"; Carnegie Mellon University, "University Factbook 2017-2018" and "University Factbook 2010-2011"

What Do We Know About Oakland?



On an average school day, how many times do you travel within or near Oakland?

- ☐ 0-2 trips per day
- ☐ 3-5 trips per day
- ☐ 6 or more trips per day

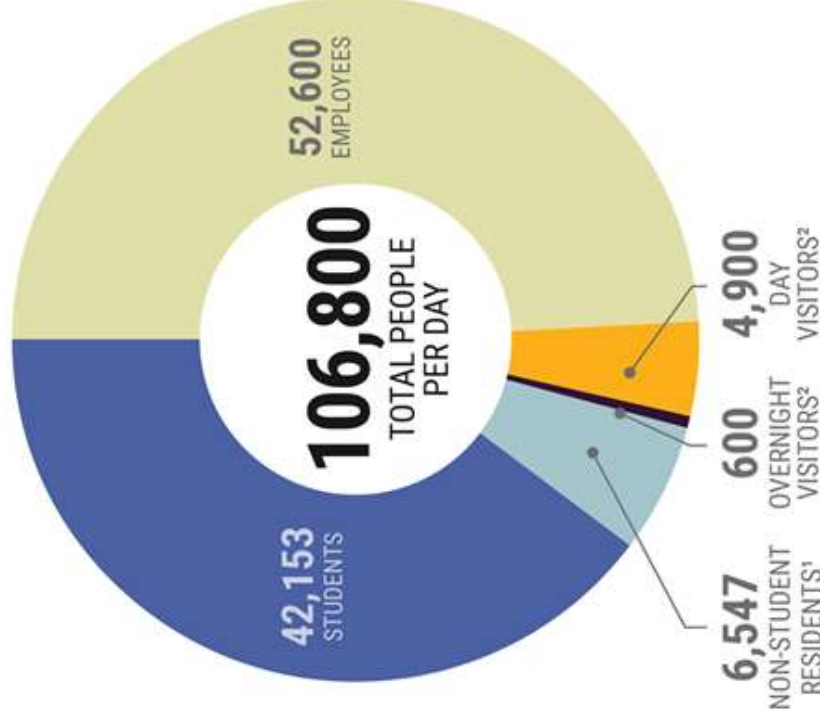


What Do We Know About Oakland?

With students, residents, employees, and visitors, Oakland is a very busy place during the weekday and school year.

There are an estimated 106,800 people in Oakland on a given weekday of the school year. The greatest single number of people in Oakland during peak times are workers, who are almost 49% of the daytime population.

Daily Activity (During School Year) in Oakland, 2017



¹ Estimated population under 18 years old and over 25 years old.

² Annual visitation divided by 365 days.

Source: W-ZHA

What Do We Know About Oakland?



What struggles have you faced in finding housing in Oakland?

Select all that apply.

- ☐ Too expensive
- ☐ Low-quality
- ☐ Too far from school
- ☐ Too many roommates
- ☐ Lack of parking
- ☐ Lack of bus or bike access
- ☐ Too far from grocery stores/food options
- ☐ Other (Describe in the chat!)
- ☐ I have not struggled to find housing in Oakland

What Do We Know About Oakland?



For rental properties, the most critical issue in Oakland is the relative lack of housing availability. Rents of multi-bedroom homes are comparatively high, likely because of students renting by the bedroom.

Based on a November 2019 snapshot of the rental market, only 26 units were available for rent. This is less than half of one percent of the total rental housing units in the neighborhood and less than 0.3% of the total housing units.

Such a low level of availability indicates a very tight housing market. The available units ranged in price from \$600-\$1285 for a one bedroom; \$830-\$3,500 for a two-bedroom, \$1,295-\$3,150 for a three-bedroom, \$2,000 for a four-bedroom, \$2,000-\$3,500 for a five-bedroom, and \$2,100-\$2,495 for a six-bedroom.

Approximately half of the units listed on the open rental market are affordable to households making 80% of Area Median Income (AMI).

The City of Pittsburgh Affordable Housing Task Force analyzes housing affordability based on households earning 30%, 50%, and 80% of AMI. The 2016 Affordable Housing Task Force report envisions establishing an affordable housing trust fund that would target 50% of funds to households earning at or below 30% AMI, 25% of funds to households earning at or below 50% AMI, and 25% of funds to households earning at or below 80% AMI. The report also envisions

Pittsburgh Income Limits (HUD) and Rents

Household Size	Extremely Low Income 30% AMI Rent at 30%	Very Low Income 50% AMI Rent @ 30%	Low Income 80% AMI Rent @ 30%
1	\$420.00	\$700.00	\$1,118.75
2	\$480.00	\$800.00	\$1,278.75
3	\$540.00	\$900.00	\$1,438.75
4	\$643.75	\$998.75	\$1,597.50
5	\$754.25	\$1,078.75	\$1,726.25
6	\$864.75	\$1,158.75	\$1,853.75

that inclusionary housing should be targeted at households at or below 50% AMI for rental units and households at 80% AMI for homeownership.

Of the housing units listed as available at the time of the analysis, none of the units are affordable to very low income households earning 30% AMI or below. One unit listed at the time of this analysis is affordable to a 1 or 2 person households at 50% AMI; six units are affordable to a 1-2 person household at 80% AMI. Four units are affordable to a 3-4 person household at 80% AMI.

7 units are affordable to a 3 person household at 80% AMI; 9 units are affordable to a 4 person household at 80% AMI.

What Do We Know About Oakland?

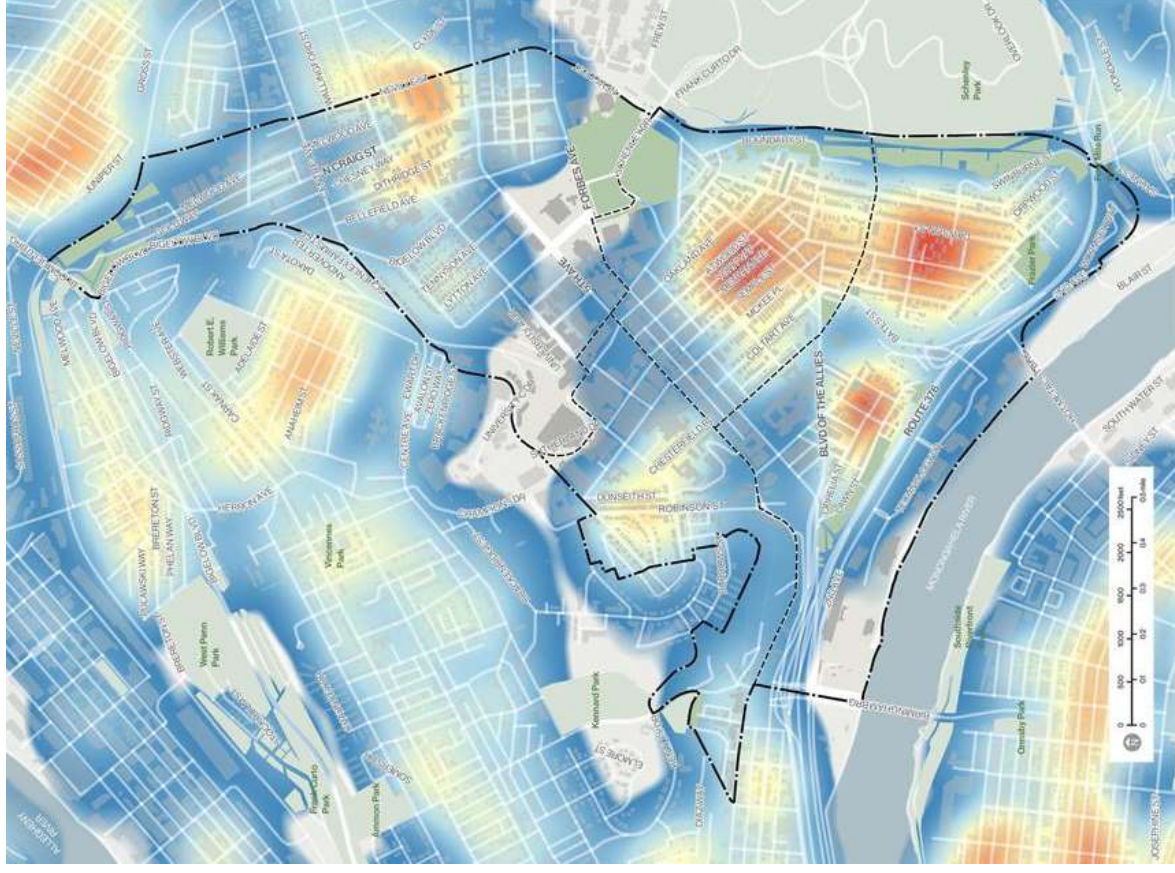


**How many bedrooms make up the unit
you live in?**

- ☐ Studio
- ☐ One-bedroom
- ☐ Two-bedroom
- ☐ Three-bedroom
- ☐ Four-bedrooms or more



What Do We Know About Oakland?



Bedroom Density Heatmap

Fewer bedrooms per parcel



More bedrooms per parcel

Data Sources

Allegheny County Property Assessments

The property assessment dataset has information on the number of bedrooms per parcel, though some large, multi-unit parcels (i.e. apartment buildings, college dormitories) did not have bedroom counts listed and may therefore be undercounted here.

The property assessment data was joined by parcel ID to the parcels shapefile, and the number of bedrooms per parcel was spatially aggregated to find the number of bedrooms per hex.

A point layer was created from the hex centroids and visualized using heatmap symbology, weighted by the number of bedrooms in each hex.

What Do We Know About Oakland?



What is your race/ethnicity?

Responses to this question, like all others, are recorded anonymously.

Please select all that apply.

- ☐ American Indian or Alaska Native
- ☐ Asian
- ☐ Black or African American
- ☐ Hispanic, Latino or Spanish Origin
- ☐ Middle East or North African
- ☐ White
- ☐ Other

What Do We Know About Oakland?



Overall, more of Oakland's population identifies as Asian and/or white and less of Oakland's population identifies as Black than the city overall.

Oakland's areas are quite different in terms of their racial composition. All of this data relies on self-reported Census data on racial identity. Central Oakland is the most homogeneous. Over 80% of the resident population identifies as white. West Oakland is the most diverse racially with almost half of the residents identifying as non-white.

The population of residents who identify as Black has been declining across all Oakland neighborhoods.

The number of residents that identify as Black has been declining in all areas, particularly in West Oakland.

The number of residents that identify as Asian has grown in all areas except Central Oakland. North Oakland has seen the greatest growth in residents who identify as Asian since 2000.

There are students from over 100 countries studying in Oakland.

Based on 2019 enrollment, there are over 3,000 international students at the University of Pittsburgh and over 850 employees with international citizenship.

Population by Race and Ethnicity | Oakland Neighborhoods | 2018

One Race	North Oakland		Central Oakland		West Oakland		South Oakland	
	#	%	#	%	#	%	#	%
White	6,565	70.2%	4,784	87.0%	778	45.7%	2,462	72.3%
Black	807	8.6%	191	3.5%	627	36.8%	554	16.3%
Asian	1,689	18.1%	334	6.1%	194	11.4%	142	4.2%
American Indian, Pacific Islander, Other	50	0.5%	50	0.9%	30	1.8%	43	1.3%
2 or More races	246	2.6%	139	2.5%	74	4.3%	205	6.0%
Hispanic	199	2.1%	152	2.8%	59	3.5%	107	3.1%

Source: American Community Survey 2018 5-Year Estimate

Population by Race and Ethnicity | Pittsburgh and Oakland | 2018

One Race	Pittsburgh	Oakland
White	66.9%	73.1%
Black	23.2%	10.9%
Asian	5.7%	11.8%
American Indian, Pacific Islander, Other	0.8%	0.9%
2 or More races	3.5%	3.3%
Hispanic	3.0%	2.6%

Source: American Community Survey 2018 5-Year Estimate

POINTS OF DISCUSSION

Oakland's student population comes from over 100 countries throughout the world. How can Oakland provide opportunities for them to stay and feel welcome?

What can be done to retain and grow Oakland's Black population?

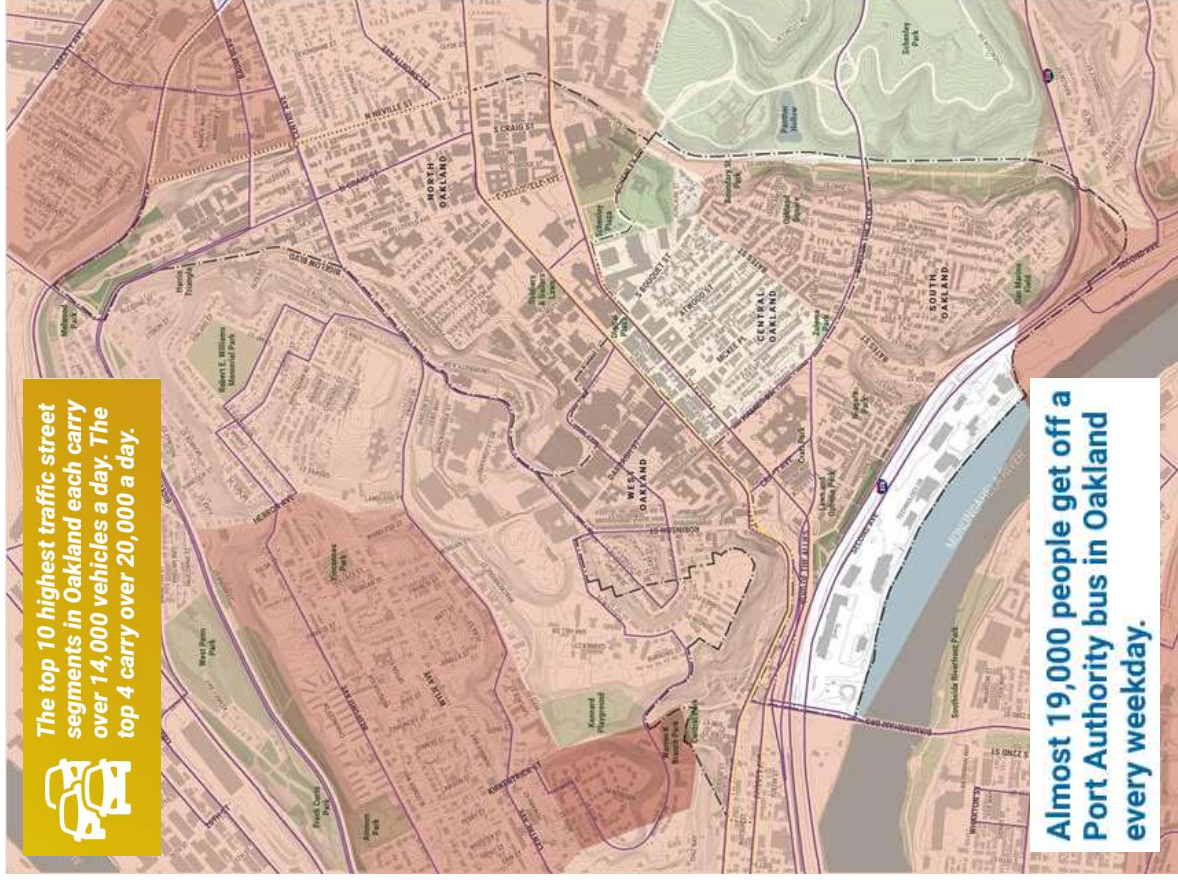
What Do We Know About Oakland?



On a normal day before the COVID-19 pandemic, how many minutes did you spend getting to school?

- ☐ Less than 20 minutes
- ☐ 20-29 minutes
- ☐ 30-39 minutes
- ☐ More than 40 minutes

What Do We Know About Oakland?



Most Oakland residents travel 20-29 minutes to work.

Residents of Central Oakland have the shortest commutes, with residents traveling less than 20 minutes. For residents who walk to work, 20 minutes represents approximately a mile walk. Given how closely located Central Oakland is to major job centers at UPMC, Pitt, and CMU it has an average shorter commute. There is not data for the Pittsburgh Technology Center due to the lack of residents.

POINT OF DISCUSSION

The Hill District is adjacent to Oakland, but has longer travel times. Making it easier to get between these two areas could improve access to jobs for Hill District residents.

Sources: Travel Time from the 2013-2017 5-Year American Community Survey, US Census Bureau, Bus Routes, Stops, and Proposed BRT (2019) Port Authority of Allegheny County; Shuttle Routes (2019), CMU and University of Pittsburgh.

Role of the Action Teams

- Meeting regularly by Zoom to identify issues and opportunities, gather information, and develop proposals.
- Conducting engagements with the broader community (online for now) to inform our work and share our ideas.
- Developing draft proposals including what, who, and how.
- Presenting our ideas back to the Steering Committee to get their input and understand where two Action Teams should work together on a topic.
- Refine our proposals based on input from the general public and the Steering Committee. Create a table called an Implementation Matrix.



What Do Proposals Look Like?

- **Projects:** discrete actions that implementation partners can undertake and complete over a specific timeframe. Typically this includes a budget or other necessary resources. Examples: creating new regulations, parks, community gardens, new buildings, individual community events, etc.
- **Programs:** a set of activities that seek to realize a particular long-term aim. A program may be one component of a project, but generally, programs are longer, more complex undertakings. Examples: workforce training, ongoing grants, safe routes to school, a series of community forums, tree maintenance programs, etc.
- **Partnerships:** commitments by organizations to work together to advance an outcome. Partnerships will be part of most programs and projects, but are listed separately here to represent the potential that a planning process would call for better coordination and collaboration between organizations around a specific topic generally and not just on a specific action identified in the plan.



Neighborhood Plan Guide: <https://pittsburghpa.gov/dcp/neighborhood-planning-guide>

What Do Proposals Look Like?

- **Policies:** set a preferred direction and describe what must be done to achieve the goals. They are specific enough to help determine whether a proposed project or program would advance the goals of the plan.
- Along with the vision statement and goals in the plan, policies are adopted formally by the Planning Commission. When the Planning Commission reviews development projects, they receive a letter from the neighborhood planner showing how that project is or is not consistent with these adopted elements of the plan on the whole.
- The Planning Commission reviews but does not formally adopt the projects, programs, and partnerships in the plan. This allows for more flexibility as conditions change while the plan is implemented.



Example Implementation Matrix

ID	Strategy	PPP	Detail	Timeline (Years)				Funding Source(s)	Implementers (bold = lead)
				0-2	3-5	5-10	Ongoing		
A.3.a	Zone Change	Project	Rezone Elm Street from Urban Industrial to Local Neighborhood Commercial to provide a mixed-use corridor within the neighborhood.	X				None needed	Department of City Planning, Community-Based Organization
A.2.a	Mentorship Program for District Youth.	Program	Establish afterschool program within District Elementary School that allows seniors from the community to voluntarily mentor students in grades 6-12.	X				School District, Children's Foundation	District Afterschool Program, District Senior Center.
A.1.a	Park Exercise Equipment	Project	Release Request for Solutions for vendors to provide exercise equipment for all ages and abilities. Select most popular options and install in the community park.	X				City Budget	City Dept. of Public Works, Community-Based Organization
A.2.b	Neighborhood Walks for a Purpose	Program	Create program with residents, businesses and the university that organizes weekly walking tours of the neighborhood with each week		X			Community-Based Organization	Community-Based Organization, Business Association, University



Neighborhood Plan Guide: <https://pittsburghpa.gov/dcp/neighborhood-planning-guide>

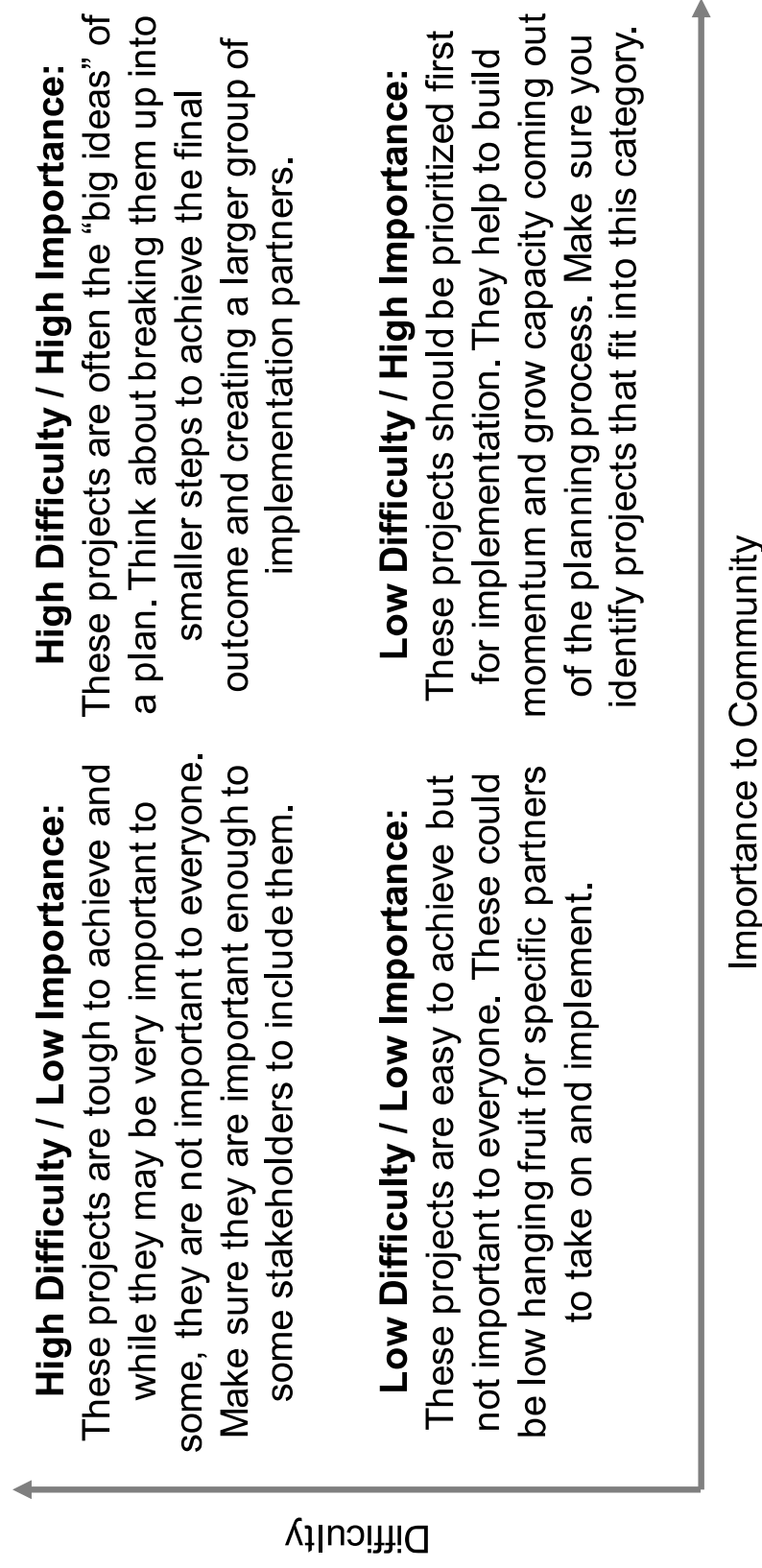
How Are They Used?

- Proposed projects, programs, and partnerships represent a shared “to do” list for organizations in the community and public agencies.
- Public agencies look to neighborhood plans to identify what projects they should pursue in that community, how the project should be scoped, who they should work with, and how much funding they will need to complete it.
- As we work together to develop proposals, we should think about two aspects of our proposals: Importance to the community vs. difficulty.
- Note: “Community” includes all the stakeholders in a place. In this case, that is everyone who lives, works, studies, and plays in Oakland.



Neighborhood Plan Guide: <https://pittsburghpa.gov/dcp/neighborhood-planning-guide>

How Are They Used?



How Are They Used?

- **Development review:** along with the vision statement and goals in the plan, policies are adopted formally by the Planning Commission. When the Planning Commission reviews development projects (e.g., new buildings), they receive a letter from the neighborhood planner showing how that project is or is not generally consistent with these elements of the plan.
- **Flexibility:** the Planning Commission reviews but does not formally adopt the projects, programs, and partnerships in the plan. This allows for more flexibility as conditions change while the plan is implemented.



Topics for the Community Action Team

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. This chapter also addresses housing affordability.

Specific topics:

- Community programs and livability
- Cultural heritage and preservation
- Public art
- Public safety
- Public facilities and services
- Public health
- Community uses in the right-of-way
- Nuisance and enforcement issues
- Schools and related programs



Neighborhood Plan Guide: <https://pittsburghpa.gov/dcp/neighborhood-planning-guide>

What We're About...

Purpose: the Community Action Team develops proposals to serve the needs of Oakland's existing residents, employees, students, and visitors.

[Jump to Community Action Team Page \(click me!\)](#)

Engagement LIVE on Engage PGH: Community Action Team page



Community Action Team: <https://engage.pittsburghpa.gov/oakland/oakland-community>

Our Expectations for Your Participation

Action Team members are expected to participate in good faith. The following rules of participation apply to all members:

1. Prepare for and attend all meetings;
2. Participate fully and honestly, commenting constructively;
3. Treat fellow members with respect, particularly when there are differences of opinion;
4. Allow others to say what they believe is true without fear of reprisal;
5. Abide by the rule that only one person can talk at a time; and
6. Only represent your views when speaking with others about the planning process.

Those who routinely break these rules will no longer receive invites to meetings and will be removed from mailing lists.



Proposed Engagement Activities

We will consult the public with questions numerous times throughout this process and expect to use a combination of the following engagement tools:

- Storytelling
- Visioning exercise
- Community walkshop
- Meeting in a box
- Demonstration projects
- Popup exercise
- Information kiosks

Engagements will be online for the foreseeable future, but we hope to host in-person collaborations as soon as deemed safe by the County Public Health Dept.



Public Engagement Plan under "How can I be involved?": <https://engage.pittsburghpa.gov/oakland>

- 1) What comes to mind when thinking of community and Oakland?
- 2) Based on topics below (or those unlisted), what's most important to you for the Oakland community?
- 3) How have you interacted with your home and neighborhood since being quarantined?

Community programs & livability	Cultural heritage & preservation	Public art	Public safety	Public facilities & services	Public health	Community uses in the right-of-way	Nuisance & enforcement issues	Schools & related programs	Topic not listed
• Employment, equitably available, and with living wage, for residents. • Stable and sustainable housing for long-term resident families. Long-term affordable rents, or transition to ownership. • Basic quality of life: can you get what you need, are you safe on the street, can you get around, etc.. • Missing a grocery store	• Neighborhood of choice for immigrants • Dynamic cultural mix • Overoccupancy leads to architectural destruction and buildings being used beyond their capacity (stretched sustainable) - this also leads to decline • Oakland's Architecture and history worth highlighting and preserving both in institutions	• Not a lot of public art – some murals, but not at the desired level	• Many concerns related to traffic safety/crossing streets and using the streets • Lighting and additional patrols • Lack of sense of safety walking around • Lack of responsiveness from law enforcement • Some effectiveness via Oakwatch (Oakland 2025 Plan)	• Number of vehicles have increased as parking has increased (garages, etc)	• Overoccupancy is a primary public health concern along with trash/refuse placed on streets • Landlords exacerbate the above dynamic (see enforcement notes)	• Bike lanes removed/decreases that affect the walkability of the neighborhood	• A lot of the inequity that we see in Oakland's housing and accessibility is a function of a fact of overoccupancy not being enforced • Looking the other way on overcrowding, especially with students • Affects family affordability • Resident Parking has poor enforcement – related to over occupancy	• Schools such as Pitt and CMU • Missing neighborhood school – there are no feeder pattern public schools – Oakland children are bussed across water/over bridges to other neighborhood schools which affects neighborhood relationships • Importance of added emphasis on opening public schools • After School programs	• Employment, Housing, through an equitable lens • Religious institutions that play a tremendous role in people's lives • Local entrepreneurship/business affected by affordability, community transcendence. More could be done to support and foster small businesses and business districts

Team: <https://engage.pittsburghpa.gov/oakland/oakland-community>

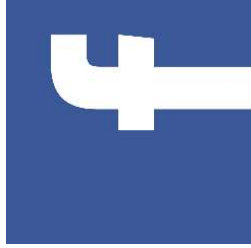
32

Next Steps

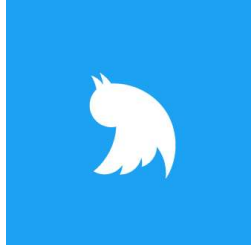
1. **Provide your input on EngagePGH!**
 - <https://engage.pittsburghpa.gov/oakland>
 - Engagements will be live until October 18, 2020.
2. **Learn more** from the various resources on the City website.
 - <https://pittsburghpa.gov/dcp/oakland>
3. **Continue participating** in the Community Action Team meetings
 - The first Monday of every month from 5-6:30pm (we will aim for 1 hour, but may extend meetings to 90 minutes to accommodate discussion)
 - **11/2/2020 at 5pm:** Discuss goals & values for the Community Action Team
 - **12/7/2020 at 5pm:** Workshop equity commitment & goals for Community Action Team
4. **Invite others** to join the Community Action Team
 - <https://engage.pittsburghpa.gov/oakland/oakland-signup>



Where can you find us?



Pittsburgh City Planning



@PLANPGH

@resilientPGH



@planpgh

Online at engage.pittsburghpa.gov/oakland

