



Development Action Team Meeting #3

Derek Dauphin (City Planning), Allison Jones (URA), Nick Fedorek (URA)

Guests: James Eash (ACTION), Monique Pierre (HACP), Markese Long (Partners4Work)

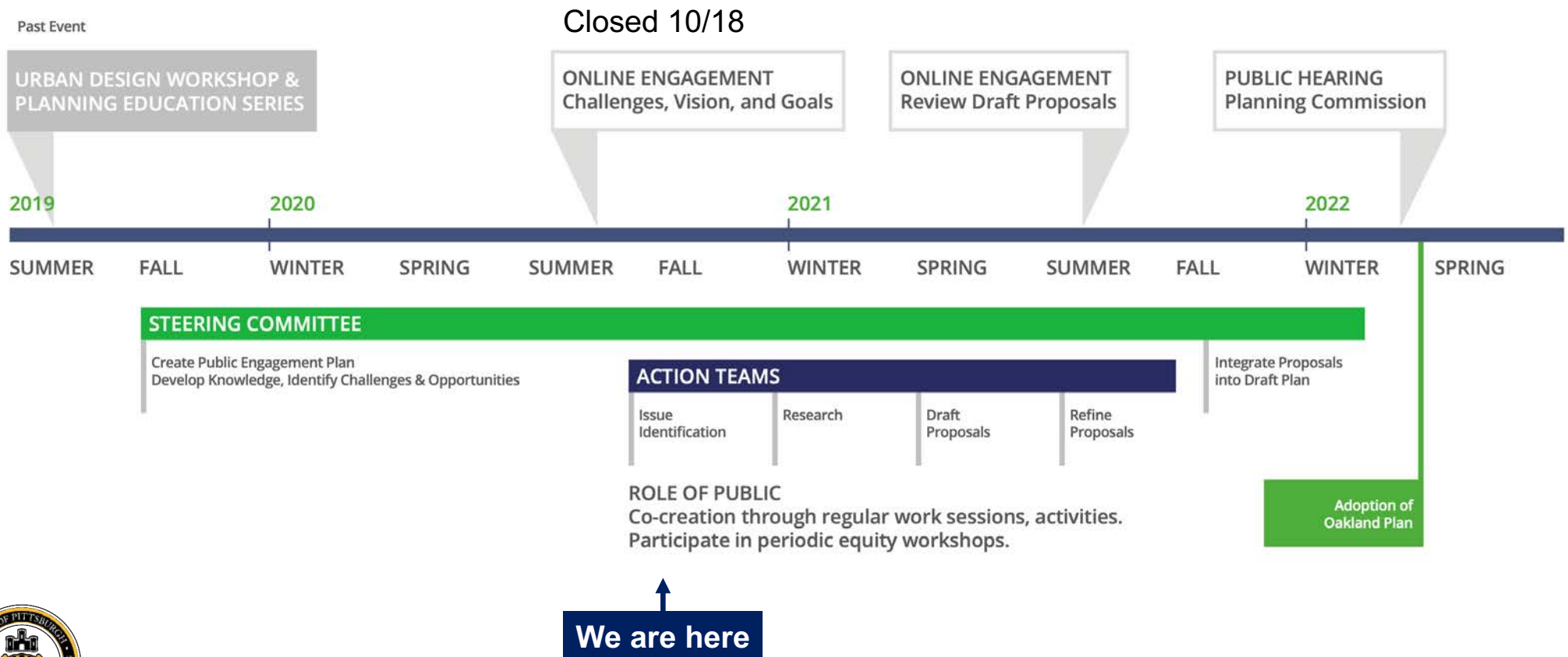
December 2, 2020

Overview

- Goals for tonight
- Topic 3: Housing
 - Brief presentation of data and Oakland 2025 goals for this topic
 - Presentations from James Eash (ACTION Housing), Monique Pierre (HACP)
 - Breakout groups (40 min)
- Topic 4: Equitable Economic Development
 - Brief presentation of data and Oakland 2025 goals for this topic
 - Presentation from Markese Long (Partners4Work)
 - ~~Breakout groups (40 min)~~ → Moved to January 6th meeting due to time
- Next month's meeting



Planning Process



Goals for Tonight

- **What issues do we currently see in Oakland related to these topics?**
What's happening today? Projects, places, organizations, efforts. What's not working or could be going better?
- **What are the opportunities for Oakland's future related to these topics?**
What are the opportunities for the future of Oakland related to this topic? Think about what you've seen elsewhere or dreamed could happen. This can be both specific ideas or bigger visionary ideas.
- **NEW: What are the next steps?**
Do we need focus groups? Do we need surveys? Field trips (virtual)? Should we have homework for the next meeting where we discuss these topics? Do you know of residents we could talk to about these issues?



A Few Notes

- **We don't have to figure it all out tonight.** We will come back to these topics many times. We'll also keep our notes on our EngagePGH page so you can return back over the next month to provide more thoughts.
- **We're all here to make Oakland a better place.** We need to ask questions and dig into what that means for all of us and then conduct outreach with the rest of the community to see if they agree.
- **Change is constant.** We're not here to stop it, but we can work proactively to shape it to get to outcomes that meet our collective goals.



Topic 3: Housing



Affordable Housing Task Force Report

- In May 2015, the City of Pittsburgh convened the Affordable Housing Task Force to undertake research, lead community discussions, and develop a set of recommendations.
- The Task Force drew on the knowledge of advocates, developers, and national experts, as well as residents.
- A Needs Assessment Report identified a gap of ~17,000 housing units affordable to those earning 50% of the city's area median income (~\$79,000 for a household of two in 2019), and a Feasibility Analysis that showed that Mandatory Inclusionary Zoning and other tools tested by other cities could work in Pittsburgh if properly calibrated.



Affordable Housing Task Force Report

Opportunities at the neighborhood scale:

- In 2019, the URA launched the Housing Opportunity Fund (HOF) with funds allocated through different programs: Rental Gap Program, Down Payment and Closing Cost Assistance Program, Homeowner Assistance Program, Housing Stabilization Program, and For-Sale Development Program.
- In 2017, City Planning created the Performance Points System in the Zoning Code which includes height bonuses for creating affordable housing in Uptown. In 2018, this was expanded to riverfront areas zoned RIV.



Affordable Housing Task Force Report

Goal		Height
4. Affordable Housing Available only to projects where at least 50% of the gross floor area is used for residential units. Points for options 4.c and 4.d below will only be awarded to development projects providing at least 20 housing units.		
4.a	At least 5-14.9% of units for rent are affordable housing for persons at or below 80% AMI.	15 ft
4.b	At least 5-14.9% of units for sale are affordable housing for persons at or below 80% AMI; or At least 5-14.9% of units for rent are affordable housing for persons at or below 60% AMI; or At least 15-19.9% of units for rent are affordable housing for persons at or below 80% AMI.	30 ft
4.c	At least 15-19.9% of units for sale are affordable housing for persons at or below 80% AMI; or At least 15-19.9% of units for rent are affordable housing for persons at or below 60% AMI; or At least 20% or more of units for rent are affordable housing for persons at or below 80% AMI.	60 ft
4.d	20% or more of units for sale are affordable housing for persons at or below 80% AMI; or 20% or more of units for rent are affordable housing for persons at or below 60% AMI.	72 ft



Affordable Housing Task Force Report

Opportunities at the neighborhood scale:

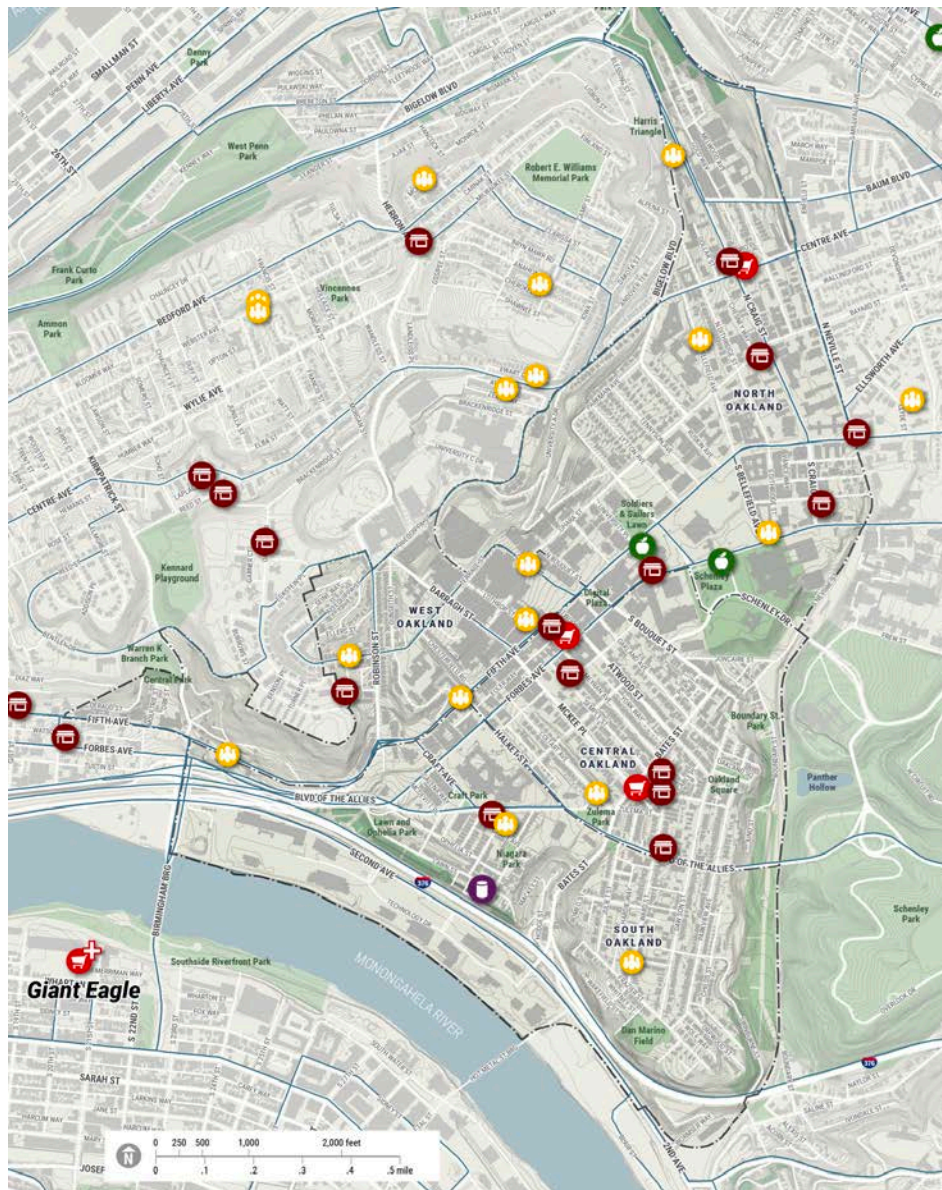
- In 2019, DCP worked with community groups and housing non-profits to create a two-year mandatory inclusionary zoning overlay for Lawrenceville. Projects creating at least 20 housing units are required to price 10% of the units at 50% AMI (rentals) or 80% AMI (for-sale).
- OPDC and other non-profits operate Community Land Trusts and other programs that support affordability.
- Partnerships between the URA, Housing Authority, and development interests can result in large numbers of affordable units.



Existing Conditions Report (2020)



Read the report: <https://pittsburghpa.gov/dcp/oakland-resources>



Support Facilities

— Bus Routes

👶 Child Care

FOOD STORES

🏪 Convenience Store

🛒 Market

🛒+ Full-Service Grocery

🍏 Farmers Market

🛒 Food Pantry

Sources: Farmers Market (2017), Food Stores (2016) from WPRDC, corrected 2019. Child Care (Commonwealth of Pennsylvania, Human Services, 2019).

There are 7,121 households in Oakland.

A household includes all the persons who occupy a housing unit as their usual place of residence, whether a family or a group of a roommates. People who live in housing units (a house, an apartment, mobile home or rented rooms) are classified as households by the Census.

Those who do not live in a housing unit are classified as persons living in group quarters. Types of group quarters include institutional facilities (correctional facilities, nursing homes, mental hospitals) and non-institutional facilities like dormitories, military barracks, groups homes, and missions. Approximately 31% of Oakland's population lived in group quarters in 2018. More than likely these are students living in dormitories.

The number of households in Oakland declined from 2000 to 2018, reflecting the decline in population from 2010 to 2018. Most of the loss of households occurred in Central and North Oakland between 2010 and 2018.

Only 19% of Oakland households are family households. As would be expected given the University presence, Oakland households are mostly non-family and young households. Across the city overall, 43% of households are family households.

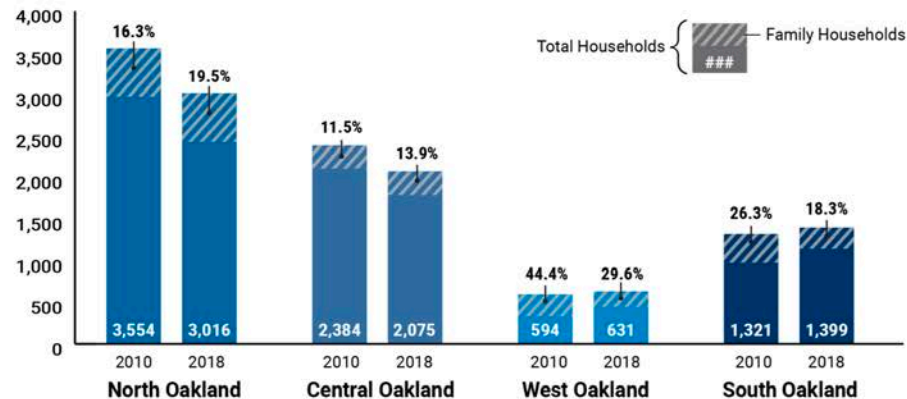
South and West Oakland lost a significant number of family households just between 2010 and 2018 – a drop of over 26% in South Oakland and over 29% in West Oakland, 168 units in total. Oakland overall saw a 10% drop in family

Household Trends | Oakland Neighborhoods | 2000, 2010, 2018



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

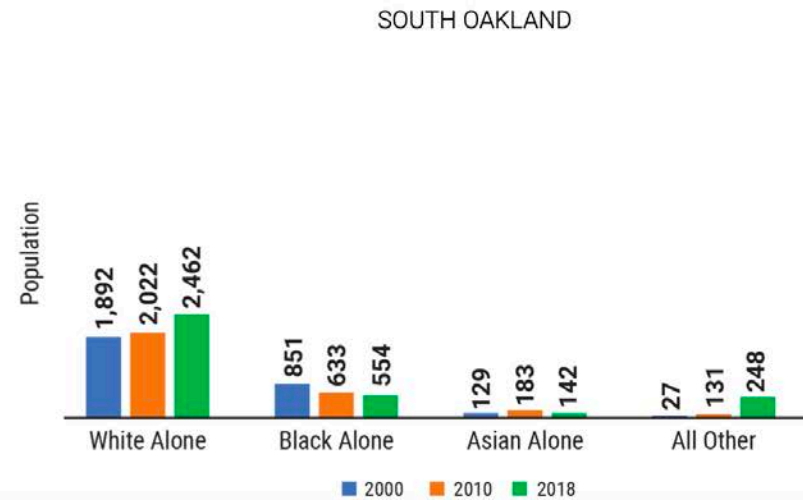
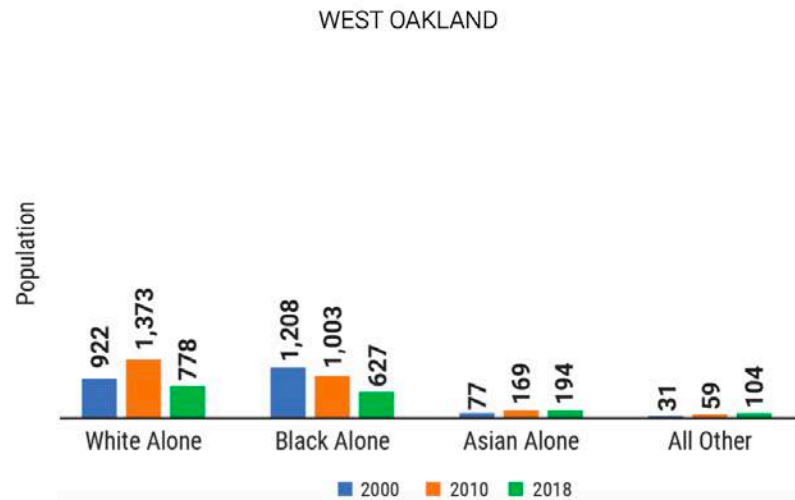
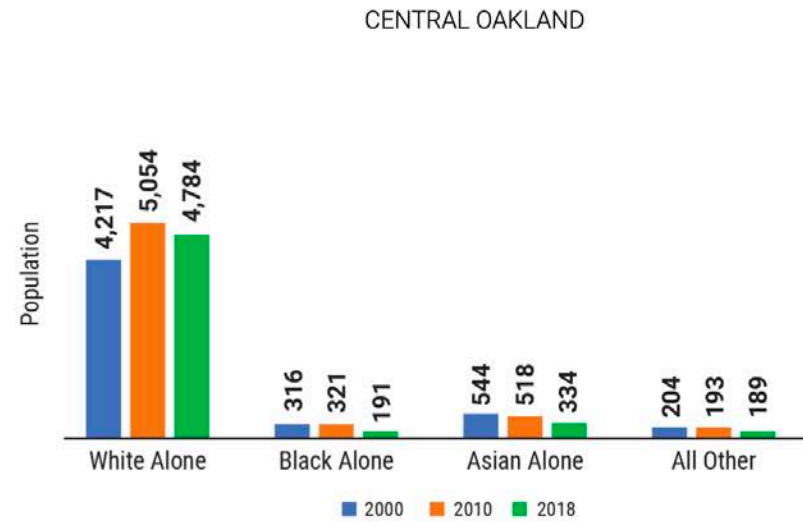
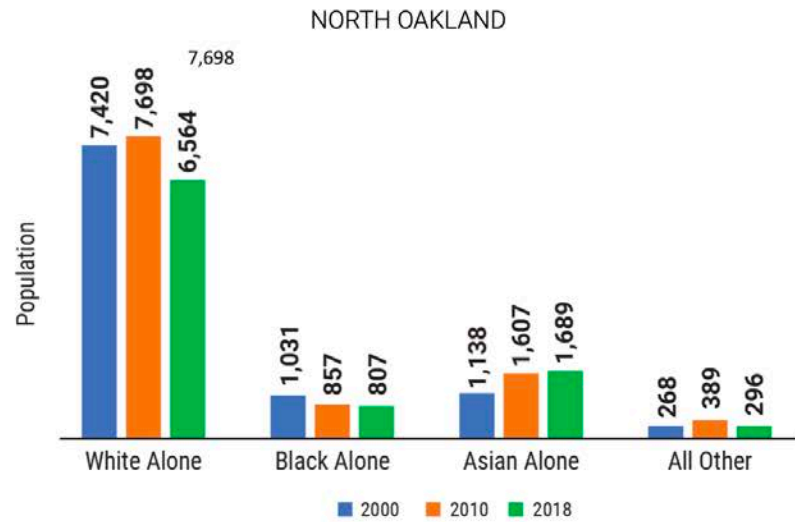
Households and Family Households | Oakland Neighborhoods | 2010 and 2018



Source: 2010 Census; American Community Survey 2018 5-Year Estimate



Race Over Time



ESRI estimates income by the age of a head of the household, to better understand how young, and thus likely student, households affect the analysis of household income. This data is not available from the American Community Survey Estimates. Because this is a 2019 estimate, the total household count is different than the ACS 2018 5-Year Estimate and should not be compared directly to ACS-based analysis.

Income by the Age of the Head of the Household | Oakland | 2019

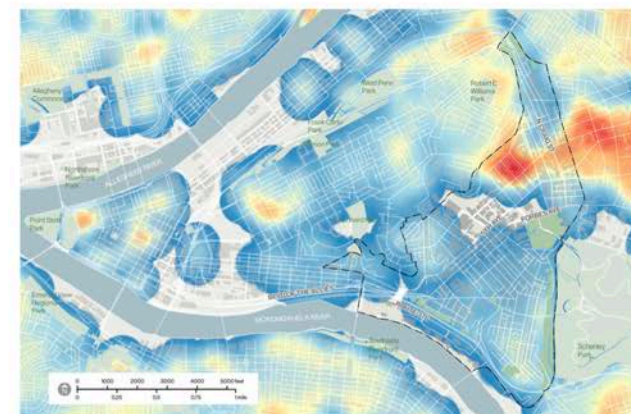
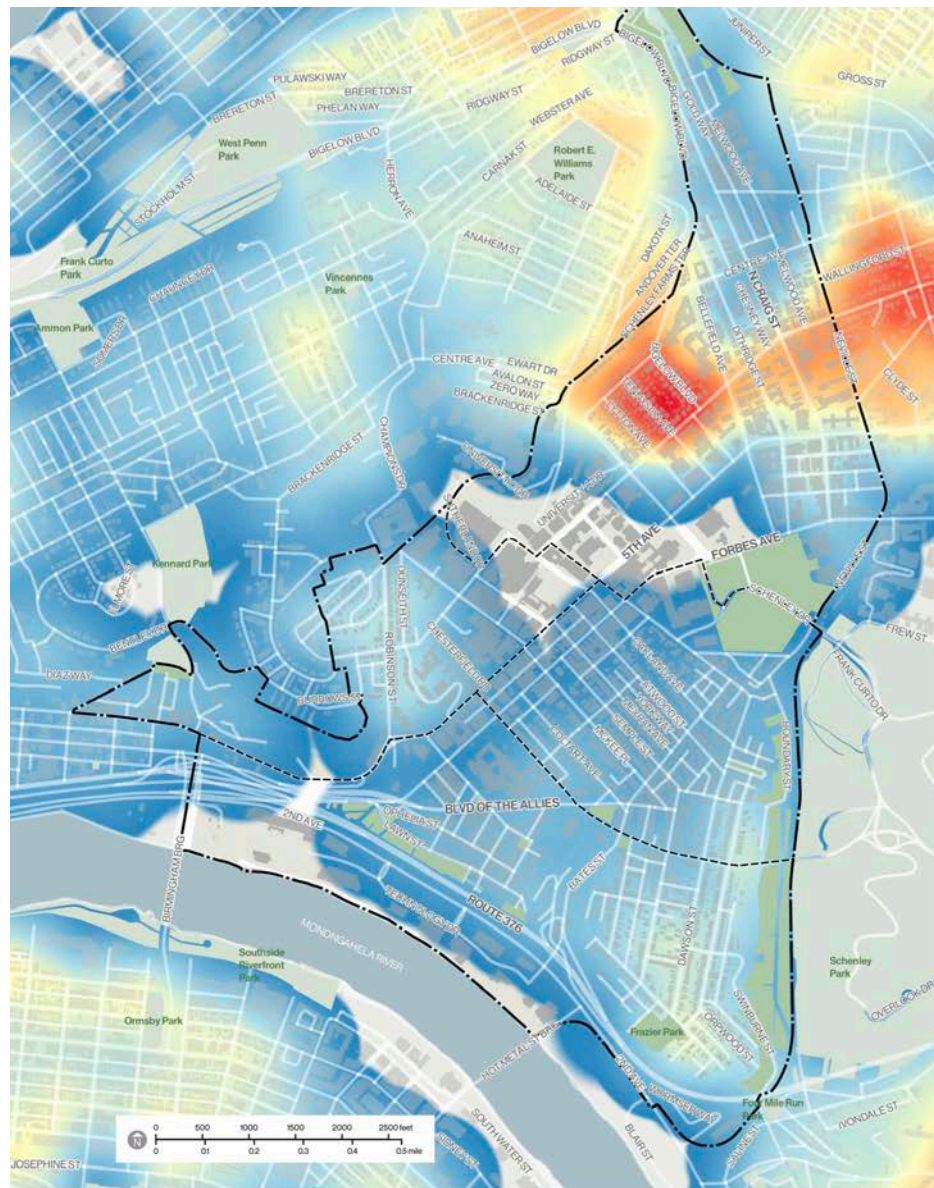
Oakland

Householder Age	15-24			25-34			35-54			55-64			65+			Total	
Income	#	% of Income Bracket	% of Age Cohort	#	% of Income Bracket	% of Age Cohort	#	% of Income Bracket	% of Age Cohort	#	% of Income Bracket	% of Age Cohort	#	% of Income Bracket	% of Age Cohort	#	% of HH
< \$25,000	2,395	54.9%	65.2%	496	11.4%	39.5%	329	7.5%	40.9%	299	6.9%	46.3%	843	19.3%	51.6%	4,362	54.4%
\$25,000–\$49,999	787	45.7%	21.4%	302	17.5%	24.0%	178	10.3%	22.1%	116	6.7%	18.0%	340	19.7%	20.8%	1,723	21.5%
\$50,000–\$99,999	312	27.9%	8.5%	254	22.7%	20.2%	151	13.5%	18.8%	134	12.0%	20.7%	267	23.9%	16.4%	1,118	14.0%
\$100,000–\$199,999	143	25.1%	3.9%	139	24.4%	11.1%	100	17.6%	12.4%	65	11.4%	10.1%	122	21.4%	7.5%	569	7.1%
\$200,000+	36	15.0%	1.0%	65	27.1%	5.2%	46	19.2%	5.7%	32	13.3%	5.0%	61	25.4%	3.7%	240	3.0%
TOTAL	3,673	45.8%	100.0%	1,256	15.7%	100.0%	804	10.0%	100.0%	646	8.1%	100.0%	1,633	20.3%	100.0%	8,012	100.0%

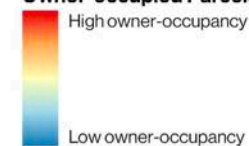
Source: ESRI

The majority of households headed by someone 15-24 or 65+ earn less than \$25,000 a year.





Owner-occupied Parcels Percentage Heatmap



Data Sources

Allegheny County Property Assessments

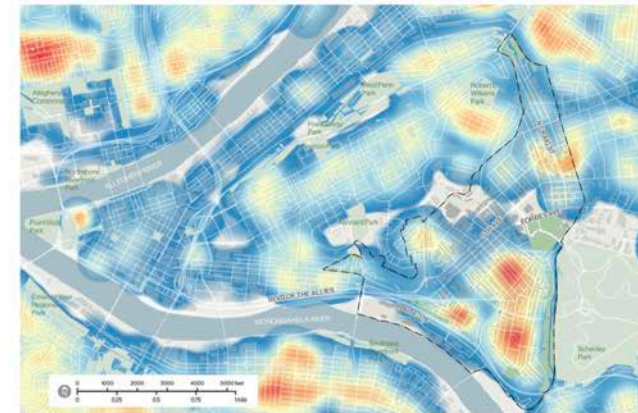
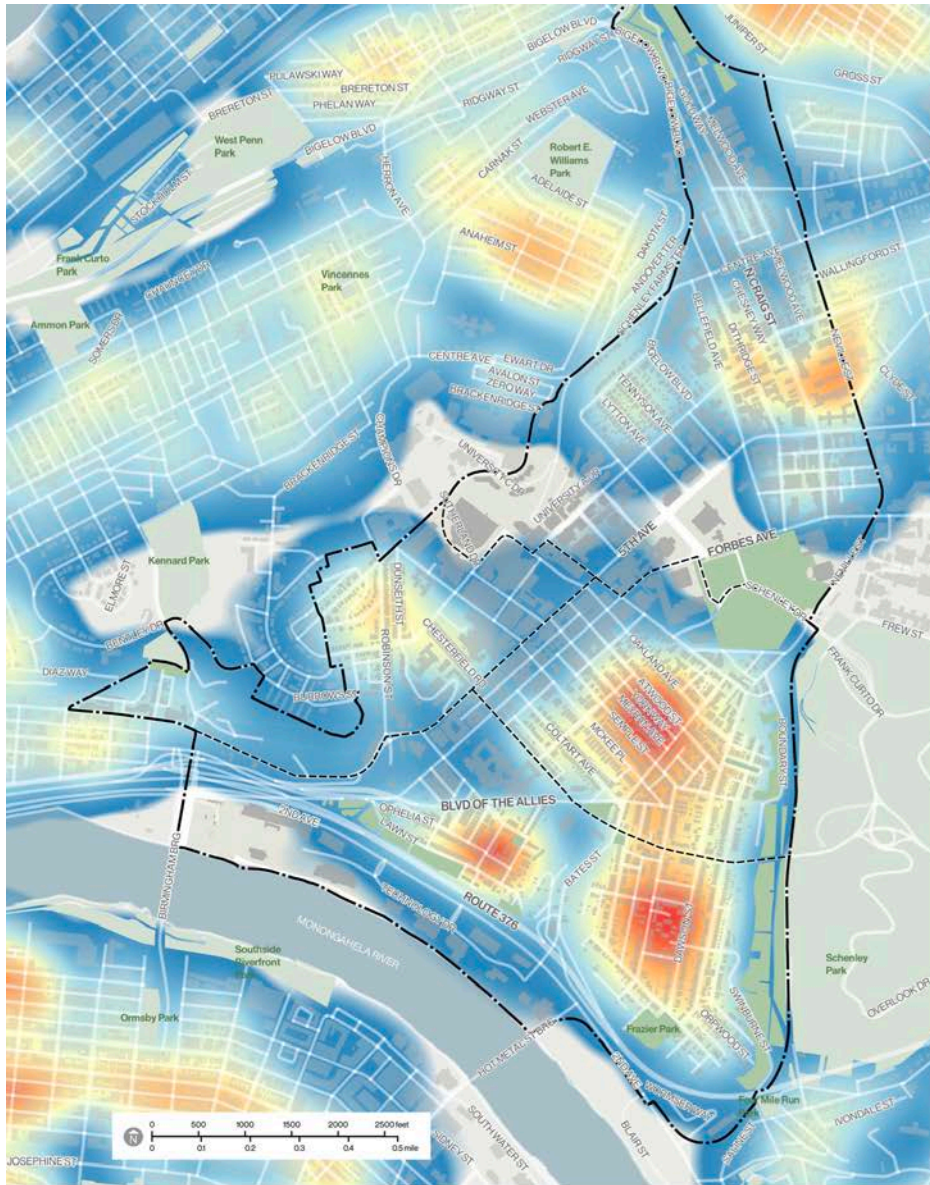
Property assessment data was joined by parcel ID to the parcels shapefile, and a subset of the dataset was created which only included residential (including mixed-use) parcels.

The physical property address and the 'change notice address' listed in the property assessment data were compared, under the assumption that matching addresses would imply an owner-occupied parcel.

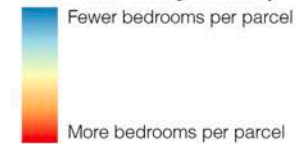
The number of parcels with matching addresses, as well total parcel count, were spatially aggregated by hex.

The aggregated values were divided to approximate the number of owner-occupied per hex.

A point layer was created from the hex centroids and visualized using heatmap symbology, weighted by the percentage of parcels within the hex with matching addresses (and thus are assumed to be owner-occupied).



Bedroom Density Heatmap



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.



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.



Oakland 2025 Master Plan (2012)



Read the plan: <https://www.opdc.org/oakland2025>

Strategy: Shift Student Rental Market

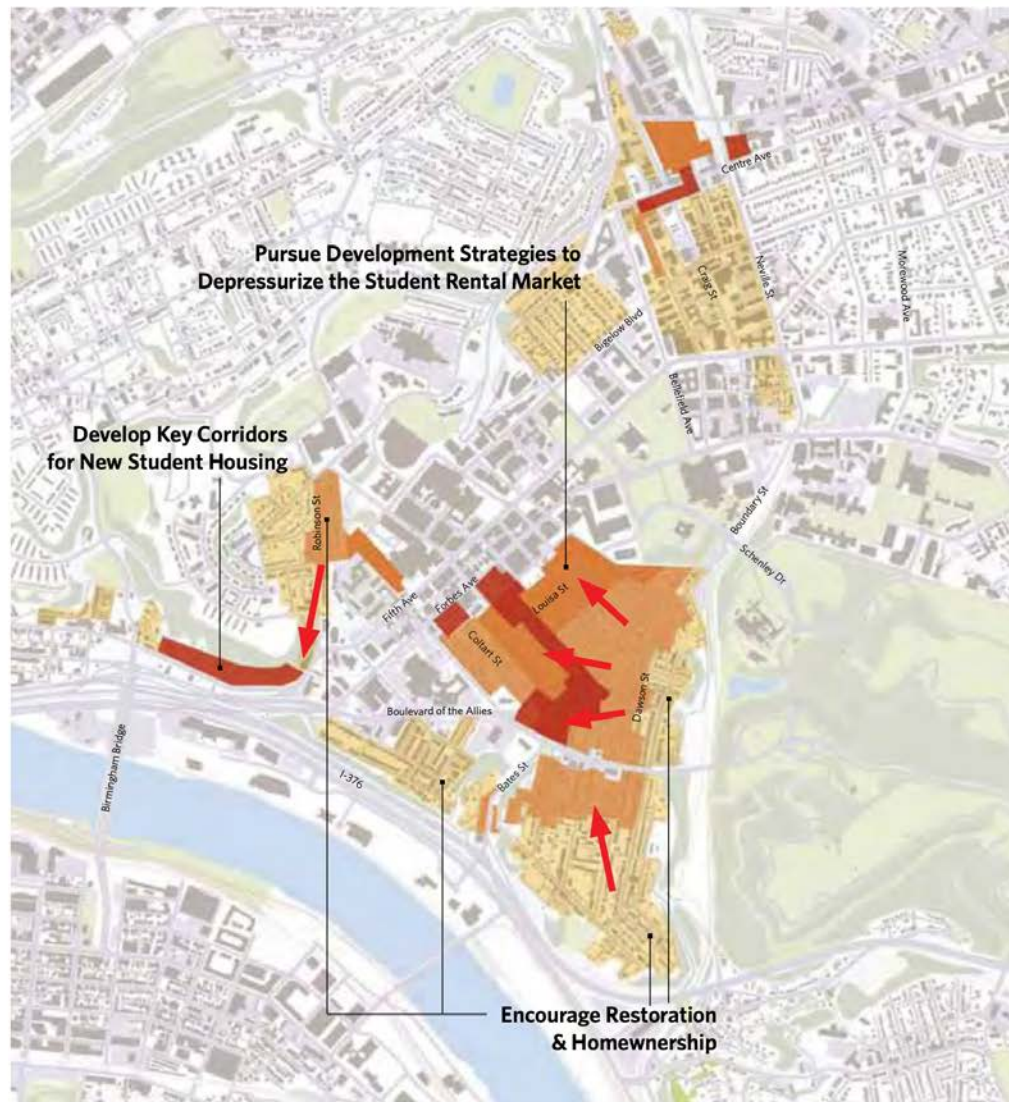
The goal for Oakland 2025's housing plan is to preserve Oakland's single family housing districts in portions of South, West and Central Oakland by shifting the student rental market back to the Fifth-Forbes and Uptown Corridors. Accomplishing this requires several strategies, including:

1. Shaping market demand to allow potential homeowners to compete in Oakland's single-family residential market.
2. Increasing multifamily rental supply in targeted areas in Oakland.

Students desire housing closer to the Oakland's core business district. Increasing rental units in this area will provide a much needed relief valve in terms of the total number of residential apartment units and the associated stresses that student rentals have placed on existing residential areas, especially in terms of single family unit conversions, code violations, and parking. It also provides units closer to institutions and universities.

While demand for rental housing in Oakland is so strong that it will not relieve all the pressure on the residential markets, new high-quality rental units will provide working professionals and families with viable housing options—something currently in short supply in Oakland. Risk is lower with these unit types coming to market first. It gives developers and the market a chance to experiment and validate assumptions, to determine what works out and what amenities are needed. As demand stabilizes, developers will be able to develop the for-sale market products.

- Existing Residential Areas
- Areas Currently Dominated by Student Rental Housing
- Corridors for New Student Housing Development
- Areas likely to Remain Oriented to Student Housing



Proposed Student Housing Strategy

Strategy: New Housing Markets

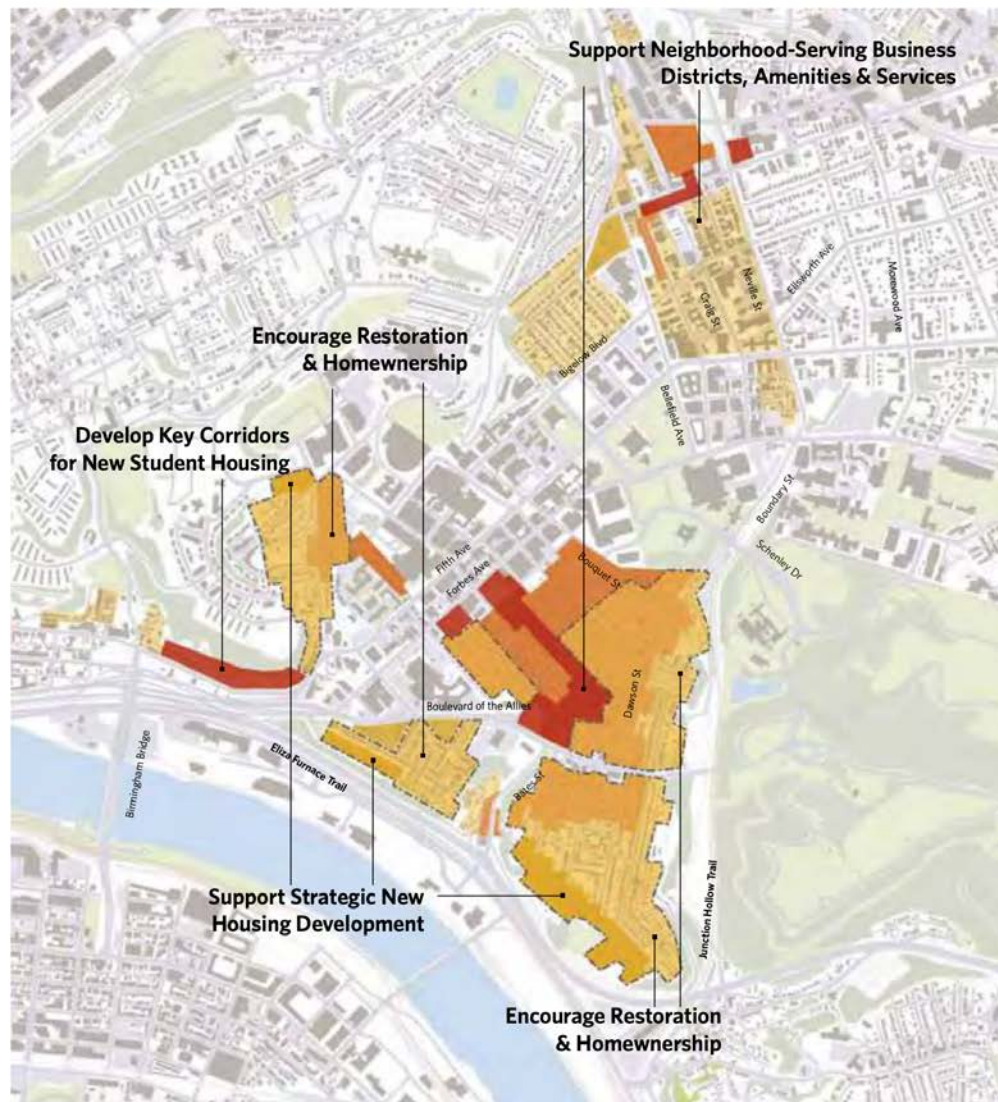
The Oakland 2025 planning process identified several areas for new multifamily housing development:

1. The core business district along Forbes Avenue
2. Fifth Avenue hillside toward the Birmingham Bridge
3. Semple/Zulema/Boulevard of the Allies
4. Centre/Craig, with potential tie to transit oriented development

To achieve the target goal of increasing the number of workers living in Oakland by 7%, approximately 1,500 additional housing units will need to be added to Oakland's housing stock. Focusing increased density in core areas will support existing densities elsewhere. The type of housing units which will be most market receptive over the coming ten years, whether rental or for-sale, will have the following characteristics:

- Although one- and two-bedroom units will likely have the strongest demand, at least 25 percent of all new units (rental and for-sale, each) should contain three bedrooms.
- Units should be 800 to 1,400 square feet in size, with an average two-bedroom unit comprising 1,100 square feet.
- Energy-efficient appliances and building systems will be a must, particularly for improved market-ability
- Close proximity (within a five minute walk) to public space amenities, convenience retail and dining
- Close proximity (within a five minute walk) to public transit or a large employment center

- Existing Residential Areas
- Existing Student Rental Areas
- Homeowner Preservation Priority
- New Market-Rate Housing Development
- Corridors for Apartments & Student Housing Development



Proposed Housing Development and Homeowner Expansion Strategy



Oakland 2025 Master Plan (2012)

The Oakland 2025 planning team identified the following areas as key housing policy strategies (page 36):

- Employer assisted housing
- Code enforcement and community stewardship
- Land banking and property transfers
- Renovation and weatherization
- Quality of life improvements
- Residential branding and marketing
- Encourage innovative housing types in Oakland



Read the plan: <https://www.opdc.org/oakland2025>

Oakland 2025 Master Plan (2012)

Many strategies are even more relevant today:

- Diversify and stabilize Oakland's housing
- Develop/maintain affordable workforce housing
- Strategically rehabilitate and preserve existing homes



Read the plan: <https://www.opdc.org/oakland2025>

Online Open House (2020)



Online Open House: <https://engage.pittsburghpa.gov/oakland>

Top priorities for new development

1. **Affordable housing**
2. Provide jobs the community needs
3. Parks and plazas
4. Green infrastructure to handle rainwater
5. Services like childcare and laundromats
6. Bus and bike facilities
7. Restaurants and shops
8. Create energy using solar and wind

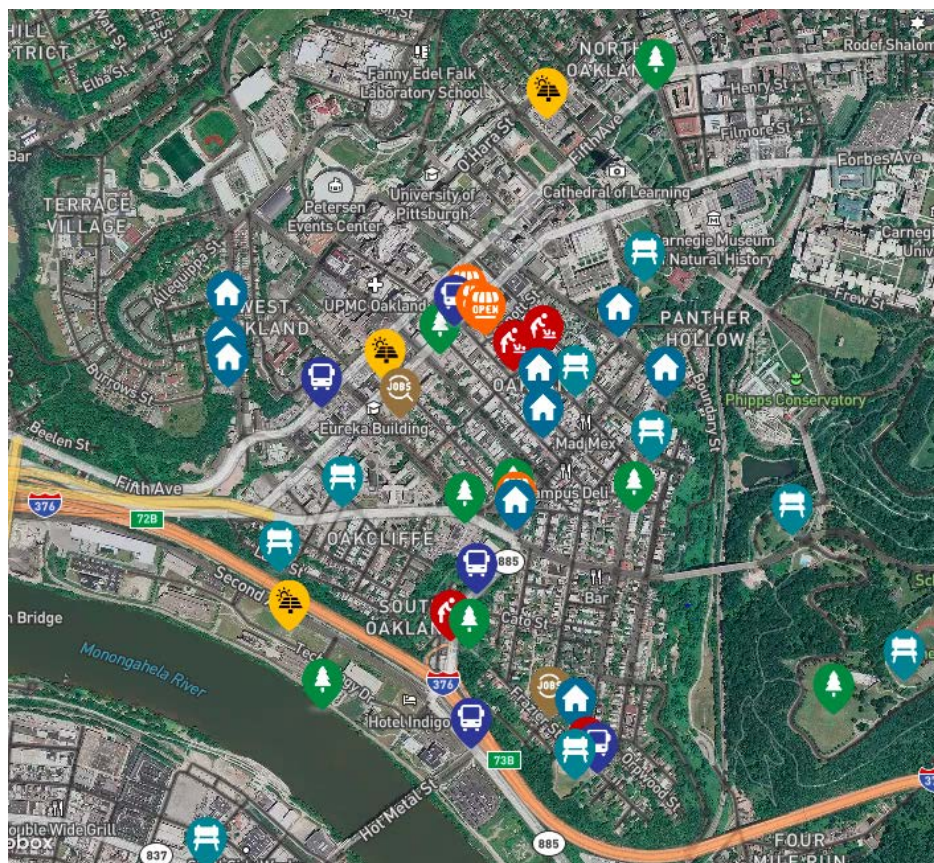


Online Open House: <https://engage.pittsburghpa.gov/oakland>

Where should these things go?

CATEGORIES

- Affordable housing
- Bus/bike facilities
- Energy generation
- Green infrastructure
- Parks and plazas
- Jobs
- Restaurants/shops
- Services



Trends:

More affordable housing in Central and West Oakland.

Integrate energy generation into major developments.

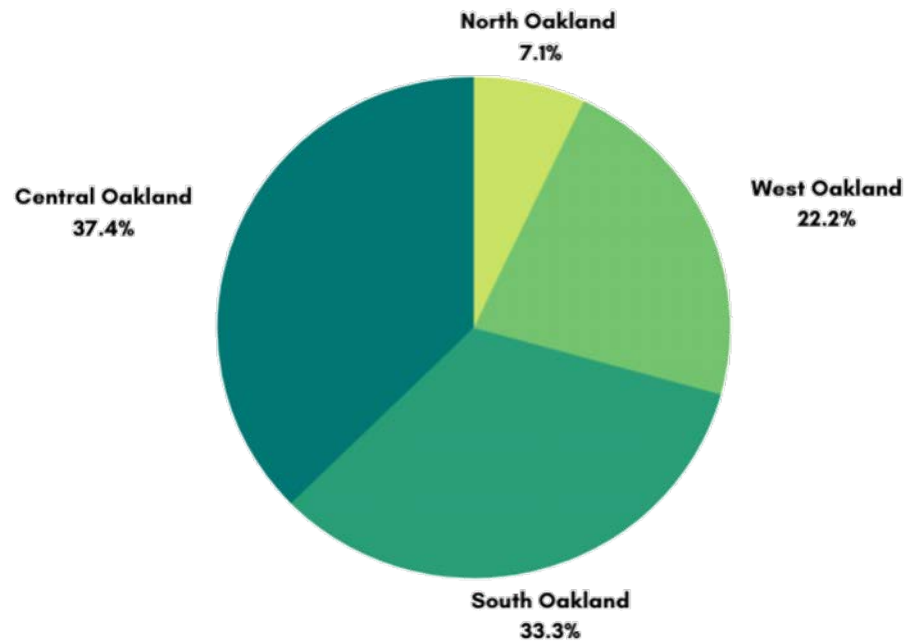
Green infrastructure along major corridors.

More bus and bike facilities throughout the neighborhood.

Improve and add new smaller green spaces throughout residential areas.

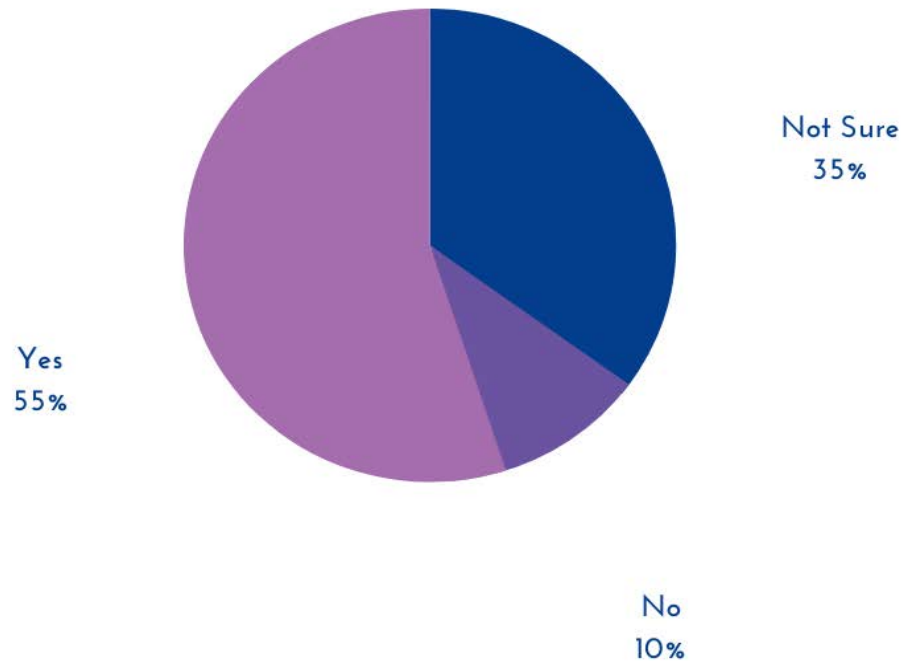


Where is affordable housing needed most?



Online Open House: <https://engage.pittsburghpa.gov/oakland>

Would you support new apartments and condos if they included affordable housing?



Online Open House: <https://engage.pittsburghpa.gov/oakland>



Quotes

“I am a student at the University of Pittsburgh, and I have family members that work in Oakland too. I urge you to look at expanding affordable housing so that more students are able to live on or near campus. Some students take two busses across the city to get to class, while others only have to walk across the street. Making housing more affordable to could level the playing field. Additionally, please focus on making parking more widely available for students and employees. The plans I've seen suggest moving parking out of Oakland, which is not practical if the University and other businesses plan to employ the same amount of people. Pittsburgh's bussing system is not able to handle the amount of transportation that students and employees would need if there is less parking on campus.”



Online Open House: <https://engage.pittsburghpa.gov/oakland>

Quotes

“Multiple apartment complexes have been built in the Oakland area in the last few years and none of them are affordable! Build housing that people can actually afford to live in. We could reduce overcrowding on public transit if people could actually afford to live near their work. With the hospitals and the universities being major employment hubs in our region we should have housing that people who work for those businesses can actually afford.”



Online Open House: <https://engage.pittsburghpa.gov/oakland>

Guest Presentations



ACTION-Housing: Using the LIHTC Program to Build Affordable Housing in Pittsburgh

Oakland Plan
Development Action Team
December 2, 2020
James Eash



ACTION-Housing's history

- Non-profit formed in 1957 by Mayor David Lawrence and Richard King Mellon
- Mission: to empower people to build more secure and self-sufficient lives
- Focus on neighborhood housing issues
- Real Estate Development
 - Developed 4,500 units of housing since 1985
 - Currently own and operate 1,600 affordable apartments
- Supportive Services
 - Provide a variety of supportive services, weatherization, mortgage assistance, etc.



What can different incomes afford to pay for housing?

	Per Hour	Annual Salary	30% of Monthly Salary/Affordable Housing Expense
Minimum wage in PA	\$7.25	\$13,920	\$348
Pittsburgh's median household income	\$24.70	\$47,417	\$1,185
Avg. 1BR rent	\$33.32	\$63,960	\$1,599

2016 study found current need of **17,000** additional affordable apartments

So how is ACTION-Housing
responding to these
affordable housing needs?

Low Income Housing Tax Credit (LIHTC) program

- The LIHTC program accounts for approximately 90% of all new affordable rental housing nation-wide
- Based on Section 42 of the IRS Code, enacted in 1986
- Serves low-income households, at or below 60% AMI
- Restricts rents, 35-year affordability
- On average, 1,411 projects with 107,000 units are placed in service each year
- In 2020, 36 projects, 1,785 units in PA
 - Pittsburgh: 6 projects, 327 units
- One piece of an affordable housing strategy

ACTION's Development Priorities

- Housing for at-risk populations
- Location near transportation, jobs, and amenities
- Safe, healthy building materials
- Public art
- Energy Efficiency



Energy Efficiency – Uptown Lofts

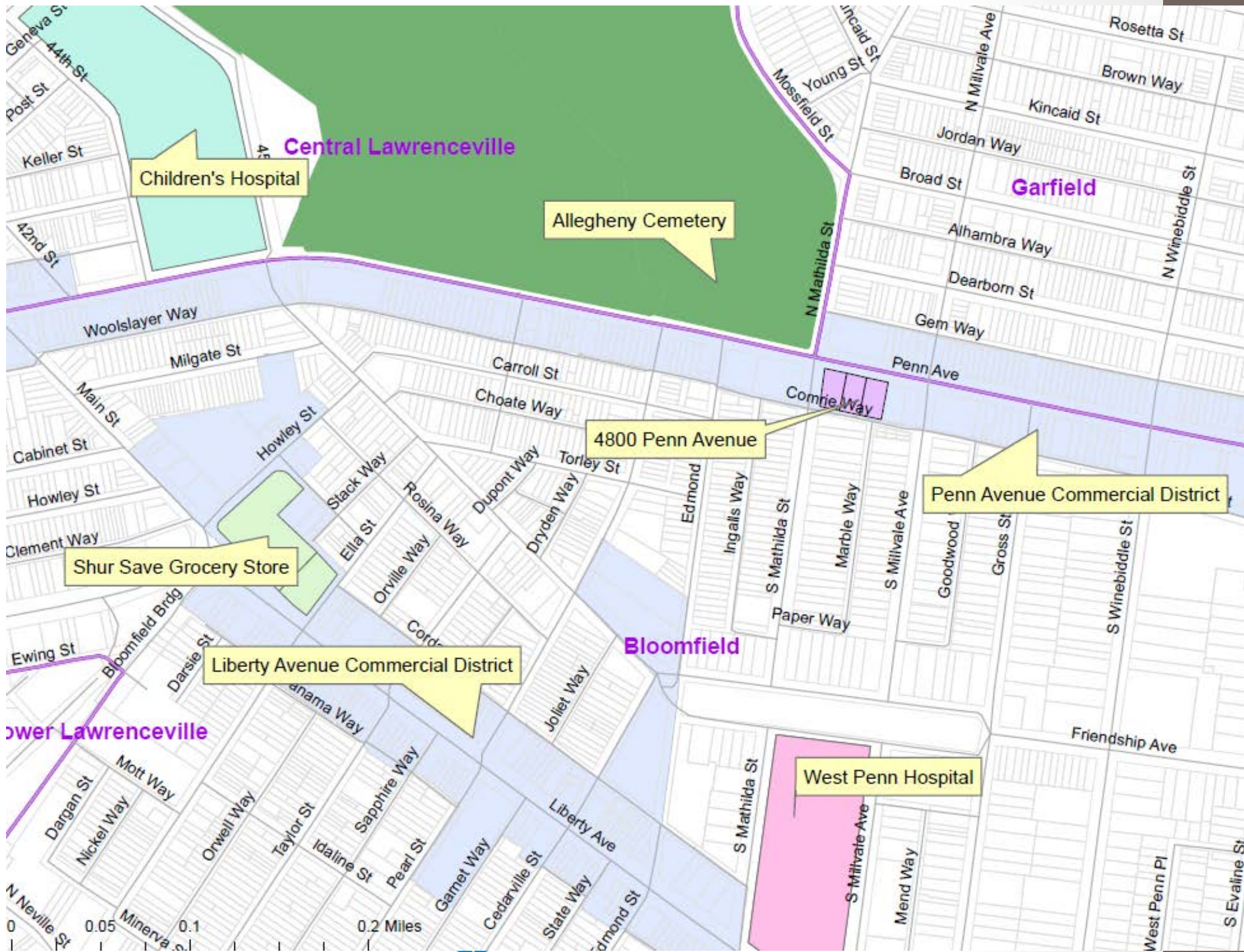
- Test project: two buildings built to different energy codes (2012 International Energy Code and Passive House)
- Compare cost-effectiveness and performance over time
- Lower energy costs for both tenant and owner
- First multi-family Passive House project in Pennsylvania





LIHTC CASE STUDY: PENN MATHILDA APARTMENTS





Central Lawrenceville

Children's Hospital

Allegheny Cemetery

Garfield

4800 Penn Avenue

Penn Avenue Commercial District

Shur Save Grocery Store

Liberty Avenue Commercial District

Bloomfield

West Penn Hospital

Lower Lawrenceville

Program

- 39 affordable units, 20 units with preference for veterans
 - Helped to house tenants displaced from Penn Plaza
- 6,200 SF of commercial space leased to arts, non-profits
(Silver Eye Studio, Assemble, Level Up)
- Community space
- Offices for building management and supportive services
- Rents from \$240 - \$875

What is an affordable rent?

Bedrooms	Number of Units	Targeted Income Level	Rent	Annual Income
One Bedroom	4	20% of AMI	\$240	\$9,640
One Bedroom	13	50% of AMI	\$605	\$24,200
One Bedroom	16	60% of AMI	\$730	\$29,200
Two Bedroom	3	50% of AMI	\$730	\$29,200
Two Bedroom	3	60% of AMI	\$875	\$35,000

Bedrooms	Number of Units	Targeted Income Level	Rent	Annual Income
One Bedroom	33	Market	\$1,500	\$60,000
Two Bedroom	6	Market	\$2,100	\$84,000









PENN MATHILDA
APARTMENTS



"THERE IS
NEVER TIME
IN THE
FUTURE
IN WHICH WE WILL
WORK OUT OUR
SALVATION.
THE CHALLENGE IS
IN THE MOMENT,
THE TIME IS ALWAYS
NOW"

JAMES
BALDWIN





Thank you!

Monique Pierre
Housing Authority of the
City of Pittsburgh



Affordable Housing: What we know

Educational Outcomes for Children

- Affordable housing creates family stability – Children in families with a greater move frequency suffer academically
- Affordable housing in good neighborhoods with good schools create higher educational attainment – where schools are better funded and receive community support, children succeed

Barriers to Entry

- Exposure and environment broaden or curtail attainment – children are conditioned by what they see and experience in their communities
- Exposure and expectation – exposure creates familiarity, familiarity removes inhibition



Re-training – changing perceptions

Affordable Housing

- Re-defining affordable housing – taking deliberate steps to help people learn to coexist
- Inclusion Bias – "that's great, but not for me"
- Deconstructing a social construct – what actions/activities will help us change perceptions and human behavior?



Skyline Terrace, Pittsburgh, PA

Research rabbit-hole (ok, just two)

- Luster, Tom & McAdoo, Harriette. (1996). Family and child influences on educational attainment: A secondary analysis of the High/Scope Perry Preschool Data. *Developmental Psychology*. 32. 26-39. 10.1037/0012-1649.32.1.26.
- Cunningham, Mary, MacDonald, Graham. 2012. "Housing as a Platform for Improving Education Outcomes among Low-Income Children." Washington, DC: Urban Institute. Accessed October 8, 2018. <https://www.urban.org/research/publication/housing-platform-improving-education-outcomes-among-low-income-children>.

Breakout Groups



EngagePGH page: <https://engage.pittsburghpa.gov/oakland/development-action-team>

Topic 4: Equitable Economic Development



Pittsburgh Inequality Across Gender and Race (2019)



Read the report:

<https://www.socialwork.pitt.edu/news/new-gender-equity-report-released-pitt-researchers>

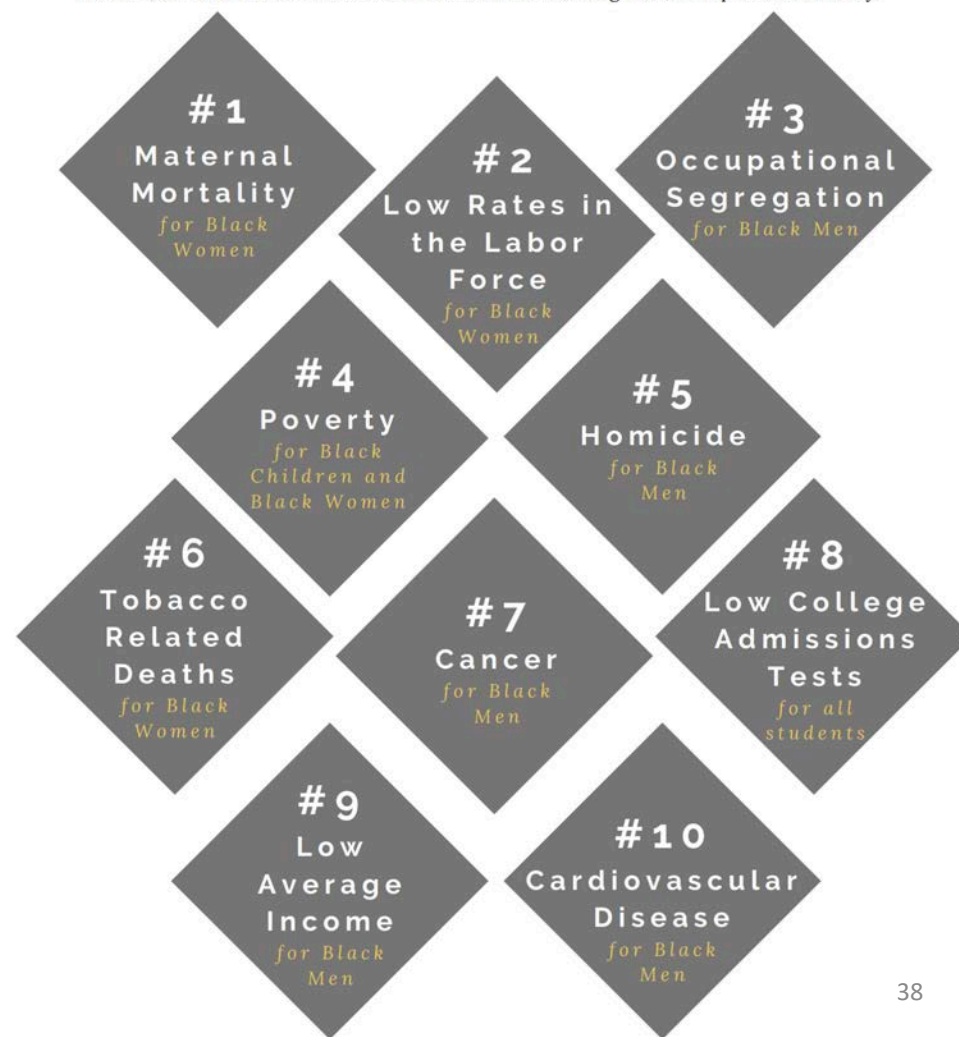
Pittsburgh's Strengths

Our results confirm that Pittsburgh stands out as an exceptional place to live on some indicators. Below are the outcomes with the highest IRL rankings:



Indicators with Room for Improvement

Likewise, our data demonstrates several areas where Pittsburgh should improve its livability.



Although Pittsburgh's Black women are similarly educated to Black women in other cities, they are much more likely to be under or unemployed. Despite applying for jobs, Pittsburgh's Black women are not securing employment. This



contributes to their high poverty and the high poverty rates of their children. Poverty, under and unemployment, and corresponding stressors also contribute to high tobacco use and eventual death.¹⁴ The City should consider interventions that incentivize and/or regulate employment practices to ensure Black women are receiving well-paying employment opportunities. For possible policy interventions, the City should examine practices in Raleigh, North Carolina and Virginia Beach, Virginia, which both have low poverty and high employment rates among Black women.

Read the report:

<https://www.socialwork.pitt.edu/news/new-gender-equity-report-released-pitt-researchers>





3 Black Men's Occupational Segregation

Pittsburgh's Black men are highly segregated into a few occupational sectors. These sectors are also disproportionately those with lower incomes—contributing to the lower than average income for Pittsburgh's Black men. Ensuring Black men are not only employed

but employed across occupational sectors will reduce socioeconomic inequality. As Pittsburgh considers ways to foster occupational integration, the City might consider how Los Angeles, Houston, and San Antonio have maintained low occupational segregation for Black men.

Read the report:

<https://www.socialwork.pitt.edu/news/new-gender-equity-report-released-pitt-researchers>



Pittsburgh has one of the highest Black male homicide rates in the country. In fact, only Miami, Florida, Fort Wayne, Indiana, and St. Louis, Missouri have higher rates. As with the other indicators discussed here, factors contributing to homicide are multilayered. Addressing the broader

occupational and socioeconomic inequality faced by Pittsburgh's Black men will certainly help reduce rates of homicide. However, the City should also consider targeted interventions to address these reoccurring tragedies. Cities with low Black male homicide rates such as New York, Tallahassee, Florida and Virginia Beach, Virginia might provide insights into how Pittsburgh can reduced homicide rates among Black men.



Read the report:

<https://www.socialwork.pitt.edu/news/new-gender-equity-report-released-pitt-researchers>



Pittsburgh's Black girls are less likely than Black girls in other cities to drop out of high school or college once they begin. However, fewer of Pittsburgh's Black girls go on to college after finishing high school. Additionally, Pittsburgh has one of the lowest

rates of Black girls passing Advanced Placement tests in high school. Pittsburgh should consider new interventions that target Pittsburgh's Black high school girls to encourage, equip, and support them to enter college after graduating high school.



Read the report:

<https://www.socialwork.pitt.edu/news/new-gender-equity-report-released-pitt-researchers>

EMPLOYMENT

Occupations with Highest Concentrations

White Men

1. Farmers/Fishers
2. Construction/Contractors
3. Police
4. Lawyers
5. Computer Programmers

White Women

1. Office Administrators
2. Social Service Workers
3. Health Care Support
4. Doctors and Nurses
5. Teachers

Black Men

1. Maintenance
2. Fire Fighters
3. Factory Workers
4. Food Service
5. Construction/Contractors

Black Women

1. Health Care Support
2. Personal Care
3. Office Administrators
4. Maintenance
5. Factory Workers

AMLON Men

1. Police
2. Computer Programmers
3. Teachers
4. Fire Fighters
5. Sales

AMLON Women

1. Fire Fighters
2. Doctors and Nurses
3. Entertainment
4. Teachers
5. Sales

Read the report:

<https://www.socialwork.pitt.edu/news/new-gender-equity-report-released-pitt-researchers>



All-In Pittsburgh

- Initiative led by PolicyLink, Neighborhood Allies, and Urban Innovation21. The report is based on conversations with Pittsburgh leaders and national best practices.
- 2016 Pittsburgh Regional Diversity Survey found that 79% of White Pittsburghers think the region is welcoming to people of color, but only 36% of residents of color and 46% of foreign-born residents agreed.
- Rising rents and home prices in gentrifying neighborhoods threaten to push out lower-income residents of color along with their culture and small businesses, even though its their presence that often makes these neighborhoods attractive to newcomers.



All-In Pittsburgh

I. Raise the bar for new development.

1. Set equitable development goals, performance metrics, and a reporting framework.
2. Require publicly supported projects to advance equitable development.
3. Ensure accountability through monitoring and enforcement.

II. Make all neighborhoods healthy communities of opportunity.

4. Implement the city's Affordable Housing Task Force recommendations.
5. Track and monitor neighborhood opportunity and change to continuously inform policy strategies.
6. Develop a community land trust strategy.
7. Use publicly owned land for equitable development.
8. Invest in resident-driven art, culture, and enterprise.
9. Support community schools, neighborhood safety, and justice.

III. Expand employment and ownership opportunities.

10. Implement targeted racial equity strategies as part of the Inclusive Innovation Roadmap.
11. Leverage anchor institution spending to support inclusive business development.

IV. Embed racial equity throughout Pittsburgh's institutions and businesses.

12. Adopt a racial equity focus within government.
13. Advance equity, diversity, and inclusion in the business community.

V. Build community power, voice, and capacity.

14. Support multiracial, cross-sector collective action for equitable development.
15. Ensure sustainable funding for neighborhood-based organizations and development strategies.
16. Fund tenant organizing and resident leadership development.



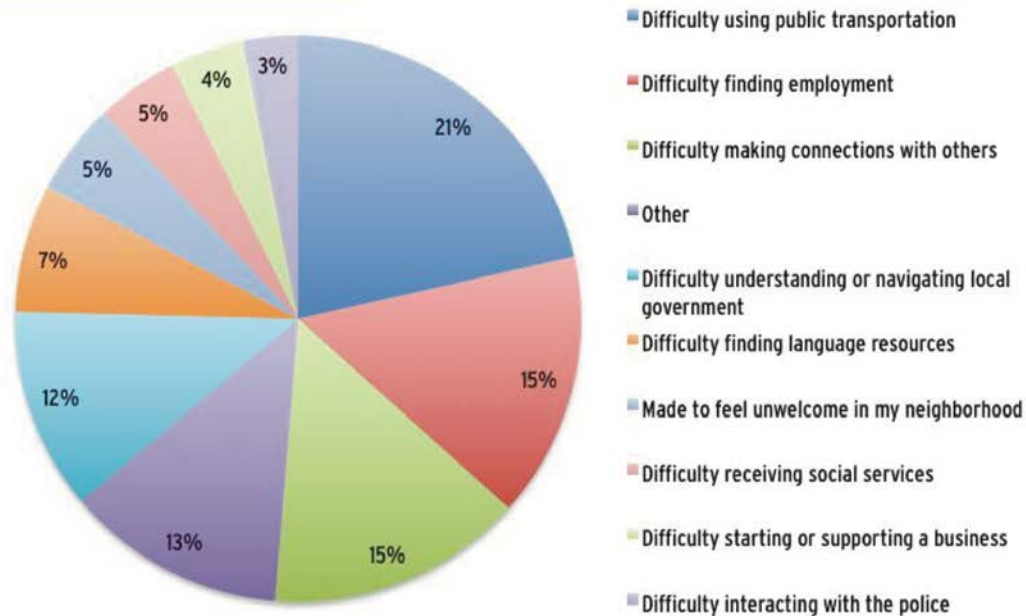
Welcoming Pittsburgh

- Foreign-born residents of Pittsburgh make up 7.4% of its total population, compared to a level of 12.9% for the U.S. The city's percentage of net annual international migration – approximately 0.05% – is the lowest of any of the country's 40 largest metropolitan areas.
- Stagnant population growth, diminished diversity, and persistent hurdles to opportunities demand a comprehensive approach to change if Pittsburgh is to continue to thrive in the 21st century.
- A 40-person Advisory Council conducted seven planning sessions and public outreach that engaged 3,000 people to inform the plan.



Welcoming Pittsburgh

MORE THAN HALF THE SURVEY RESPONDENTS WHO WERE BORN OUTSIDE THE U.S. HAVE EXPERIENCED ISSUES WITH USING PUBLIC TRANSPORTATION, FINDING EMPLOYMENT OR MAKING CONNECTIONS WITH OTHERS IN PITTSBURGH.



Welcoming Pittsburgh

The Welcoming Pittsburgh Plan includes a broad set of recommendations that are prioritized as Short term (6 months to 1 year), Mid term (1 to 2 years), Long term (3 to 5 years), and Ongoing, and are grouped into three categories:



Roadmap for Inclusive Innovation

- Inclusive Innovation: provides equitable access to products and services by leveraging new technologies, ideas, personnel and inventions to meet new challenges and higher standards.
- The Roadmap seeks to bridge the digital divide and provide opportunities for Pittsburghers to participate in the new economy. Focusing on inclusion means providing opportunities in the high-tech, high-skill innovation economy. Diversity of gender, race, and background strengthens the chance for success in a competitive environment by improving decision-making and understanding of diverse markets.



Roadmap for Inclusive Innovation



Address the digital divide.....	7
Increase digital literacy in underserved populations	7
Work with communities to expand internet access	8
Promote STEAM and Maker programming.....	9



Empower City-to-citizen engagement	10
Deepen and expand digital public engagement.....	10
Improve City web-services	11
Expand visibility and quality of City Channel Pittsburgh.....	12



Provide Open Data to Pittsburgh	13
Establish the Western PA Regional Data Center	13
Employ data-driven operations.....	14
Increase 311 call center capacity and services.....	15



Roadmap for Inclusive Innovation



Improve internal operations & capacity of the City 16

Streamline the City's procurement processes 16

Improve technology capacity and training for the civil workforce 17

Modernize the public infrastructure 18

Institute smarter trash and recycling collection 19



Advance the Clean Tech sector 21

Create energy, water, and air quality benchmarks for the City 21

Support clean technology development & infrastructure projects 22

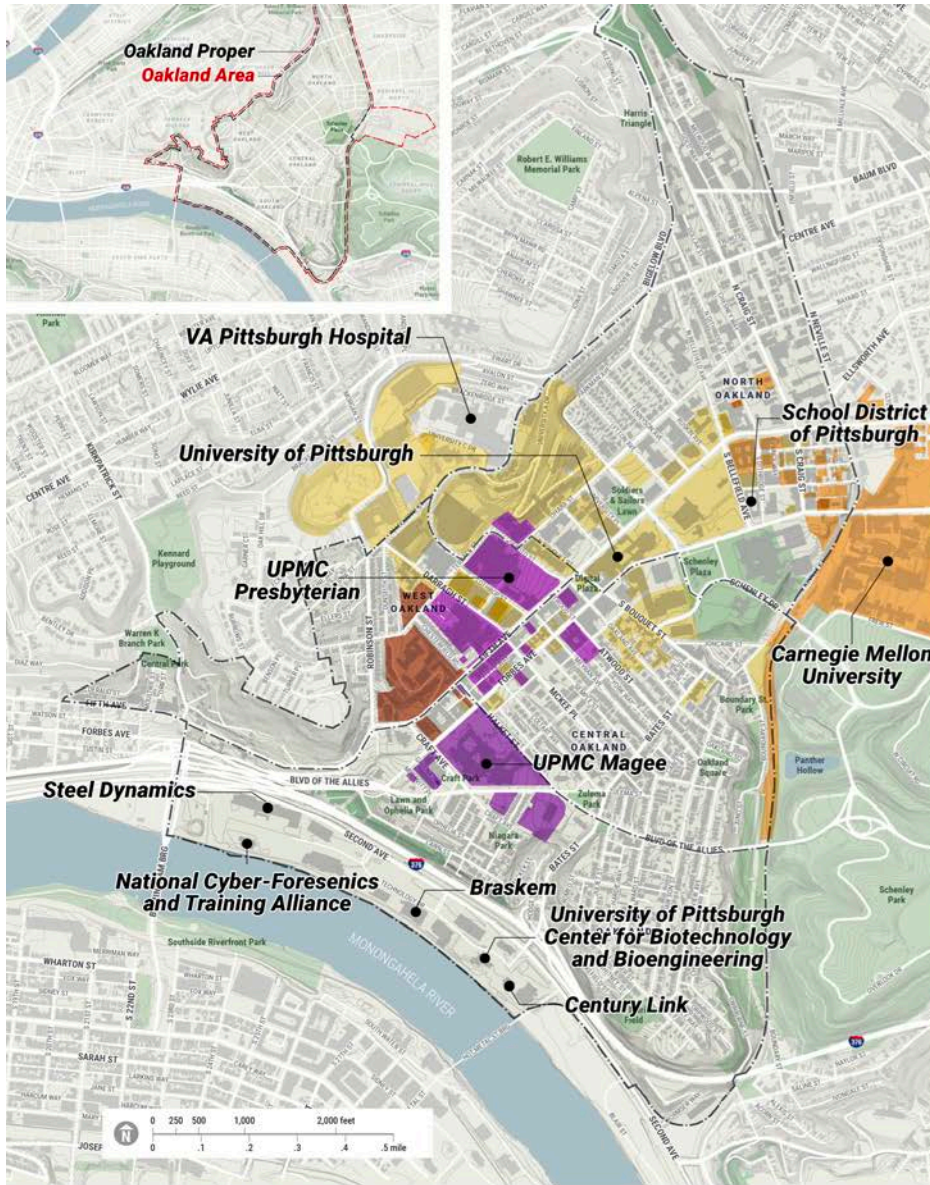
Increase awareness and demand for clean technology 23



Existing Conditions Report (2020)



Read the report: <https://pittsburghpa.gov/dcp/oakland-resources>



Major Employers

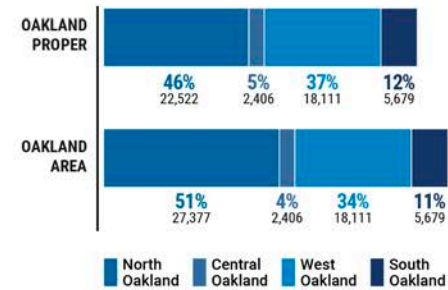
Major Employers

INSTITUTIONAL OWNERSHIP

- University of Pittsburgh
- Carnegie Mellon University
- Carlow University
- UPMC Magee
- UPMC Oakland

Sources: Major Employers (2019), PA Department of Labor and Industry

Jobs in Oakland by Neighborhood





The Oakland workforce is predominantly female.

60% of the workers in the Oakland area are female. In West Oakland, where the healthcare industry predominates, almost 70% of workers are female! As a point of reference, women comprised 49% of the city's workforce in 2017.

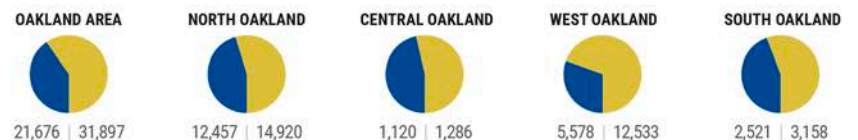
Oakland's workforce is the most diverse in terms of race of the neighborhoods analyzed.

There are more Asian workers in Oakland than there are in any of the Pittsburgh innovation neighborhoods. Over 6% of workers in Oakland are Asian. Oakland also has a higher percentage of Black or African-American employees than the CBD, but less than Lawrenceville and Southside Flats.

Oakland's workforce is less Black or African-American than the city's workforce overall, and less than the city's population.

11.4% of Oakland's residents are Black or African-American, and 11.2% of workers in Oakland are Black or African-American. The city's overall population is 23.6% Black, while its workforce is 12.8% Black.

Jobs by Sex | Oakland Area Neighborhoods | 2017



Source: LEHD Origin-Destination Employment Statistics; W-ZHA

Oakland Employees by Race | Oakland Area | 2010-2017

	2010		2017		2010-2017	
	#	%	#	%	#	%
White Alone	44,270	83%	43,470	81%	(800)	-1.8%
Black or African American Alone	5,897	11%	5,987	11%	90	1.5%
Asian Alone	2,887	5%	3,357	6%	470	16.3%
Other Race Alone	124	0%	88	0%	(36)	-29.1%
Two or More Race Groups	479	1%	672	1%	193	40.2%
TOTAL	53,657	100%	53,573	100%	(84)	-0.2%

Source: LEHD Origin-Destination Employment Statistics

Jobs by Worker Race | Oakland and Pittsburgh Innovation Neighborhoods | 2017

Worker Race	CBD		The Strip		Lawrenceville		South Side Flats		Oakland		City	
White Alone	63,074	84.9%	6,506	85.6%	7,125	83.8%	9,138	83.7%	43,470	89.4%	203,265	66.6%
Black or African American Alone	7,733	10.4%	734	9.7%	1,076	12.7%	1,303	11.9%	5,987	12.3%	72,073	23.6%
Asian Alone	2,586	3.5%	243	3.2%	181	2.1%	325	3.0%	3,357	6.9%	17,153	5.6%
Other Race Alone	88	0.1%	17	0.2%	22	0.3%	13	0.1%	88	0.2%	2,077	0.7%
Two or More Race Groups	834	1.1%	97	1.3%	95	1.1%	140	1.3%	672	1.4%	10,444	3.4%
TOTAL	74,315		7,597		8,499		10,919		53,573		305,012	

Source: LEHD Origin-Destination Employment Statistics; W-ZHA

Oakland workers have a high level of educational attainment.

43% of Oakland area workers that reported on their education has a Bachelor's degree or higher. Oakland area workers are very similar to CBD workers in terms of educational attainment. Oakland area workers represent 23% of all city workers with a Bachelor's degree or higher.

As would be expected with its concentration of employment in higher education, approximately half of all North Oakland employees reporting educational attainment had a Bachelor's degree or higher. A high concentration of employees with Bachelor's degrees and above is an asset and can also pose challenges. Employees are needed to support the retail, service, and entertainment industries as well as large employers. Many of these jobs do not require a Bachelor's degree. To maintain a robust and balanced economy, a variety of industries and workers need to be present in Oakland.

As compared to other national innovation neighborhoods, Oakland's employees have very high educational attainment. Increasing the number of jobs in Oakland accessible to residents with lower educational attainment will involve trade-offs. For example, having more corporate offices or distribution facilities would create a wider range of job opportunities. However, to accommodate that in Oakland would mean substantially more height and larger footprints to accommodate a broader range of employment uses. Additionally both uses would create additional burdens on Oakland's transportation infrastructure.

Educational Attainment of Those Workers Reporting on Educational Attainment | Oakland Neighborhoods | 2017

Education Attainment	North Oakland		Central Oakland		West Oakland		South Oakland	
< High School	1,460	6.4%	138	9.2%	915	6.5%	346	8.3%
High School, No College	4,138	18.1%	365	24.3%	3,113	22.0%	1,083	25.9%
Some College or Associates	5,909	25.8%	454	30.2%	4,848	34.2%	1,426	34.1%
Bachelor's-Plus	11,384	49.7%	548	36.4%	5,304	37.4%	1,323	31.7%
Not Reported	4,486	16.4%	901	37.4%	3,931	21.7%	1,500	26.4%
Total Workers	27,377	100.0%	2,406	100.0%	18,111	100.0%	5,679	100.0%

Source: LEHD Origin-Destination Employment Statistics; W-ZHA

Educational Attainment of Those Workers Reporting on Educational Attainment | Oakland Area and Pittsburgh Innovation Neighborhoods | 2017

Education Attainment	CBD		The Strip		Lawrenceville		South Side Flats		Oakland Area	
< High School	3,961	6.6%	496	8.3%	614	10.0%	235	9.5%	2,859	6.7%
High School, No College	13,069	21.7%	1,628	27.3%	1,790	29.1%	755	30.5%	8,699	20.3%
Some College or Associates	17,788	29.6%	1,772	29.7%	2,094	34.1%	707	28.5%	12,637	29.6%
Bachelor's-Plus	25,315	42.1%	2,073	34.7%	1,644	26.8%	781	31.5%	18,559	43.4%
Not Reported	14,182	19.1%	1,628	21.4%	2,357	27.7%	730	6.7%	10,818	22.2%
Total Workers	60,133	100.0%	5,969	100.0%	6,142	100.0%	2,478	100.0%	42,755	100.0%

Source: LEHD Origin-Destination Employment Statistics; W-ZHA

Percent of Employees with a Bachelor's Degree or Higher in National Innovation Neighborhoods

Oakland Area	43.4%
Raleigh-Durham (Research Triangle Park)	42.6%
Cambridge (Kendall Square)	40.4%
Boston (Innovation Neighborhood)	37.3%
Philadelphia (University City)	35.9%
Seattle (South Lake Union)	34.3%
Atlanta (Midtown)	34.1%
San Francisco (Mission Bay)	33.8%
Austin (Downtown)	28.8%

Source: For other districts University City Annual Report 2019; Oakland data ACS 2018 5-Year Estimates

POINT OF DISCUSSION

How can we shape the mix of employers in Oakland so that there are more jobs for those with lower educational attainment? How can we grow Oakland's workforce in ways that overcome longstanding wage and opportunity disparities? What trade-offs are acceptable?



Oakland employees with the lowest earnings are less likely to live within 10 miles of Oakland and more likely to live 50+ miles from Oakland.

The percentage of Oakland employees residing over 50 miles away from Oakland has increased from 4.3% in 2010 to 7.5% in 2017.

POINT OF DISCUSSION

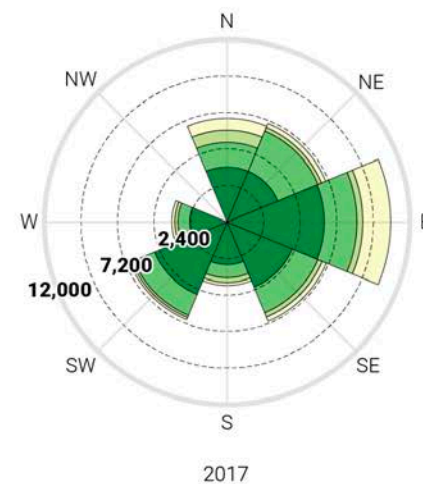
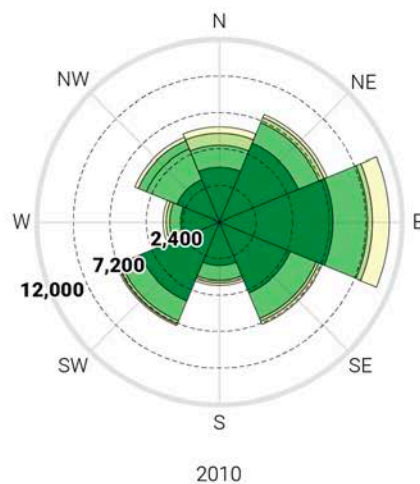
How can Oakland provide opportunities for those who make the least to live nearer to their jobs?

Home's Distance from Employee's Work | Employees in the Oakland Area | 2002, 2010, 2017

	2002		2010		2017	
SHARE OF TOTAL JOBS	39,573	100%	53,657	100%	53,573	100%
Less than 10 miles	27,929	70.6%	35,924	67.0%	34,167	62.9%
10 to 24 miles	8,134	20.6%	12,455	23.2%	12,498	24.1%
25 to 50 miles	2,108	5.3%	2,957	5.5%	2,899	5.5%
Greater than 50 miles	1,402	3.5%	2,321	4.3%	4,008	7.5%

Source: LEHD Origin-Destination Employment Statistics

Job Counts by Distance/Direction | All Workers



Oakland 2025 Master Plan (2012)

Summary of Plan Recommendations (page 60):

- Improve mixed use retail nodes that support residential renewal
- Develop small business incubators (Melwood, second floors in the Fifth/Forbes corridor)
- Encourage institutions to support local businesses
- Leverage the capital of nearby cultural institutions and open space
- Encourage public-private-institutional development partnerships
- Identify supply chain opportunities (laundry/medical labs)



Read the plan: <https://www.opdc.org/oakland2025>

Online Open House (2020)



Online Open House: <https://engage.pittsburghpa.gov/oakland>

Top priorities for new development

1. Affordable housing
- 2. Provide jobs the community needs**
3. Parks and plazas
4. Green infrastructure to handle rainwater
5. Services like childcare and laundromats
6. Bus and bike facilities
7. Restaurants and shops
8. Create energy using solar and wind



Online Open House: <https://engage.pittsburghpa.gov/oakland>

Quotes

My vision for Oakland... “[...] Oakland will be an 18 hour business district with more restaurants and night life, more unique service amenities and diverse retail options. Oakland will attract more minority businesses, more African American, women, Hispanic and Latino run businesses. Oakland signs, kiosks and public information systems are in multiple languages. Oakland will be home to innovative companies small and large. The Oakland start up community will grow and we will offer more co-working space options no matter what your office size. The research tech might of Oakland will expand to benefit more women and minorities.”



Online Open House: <https://engage.pittsburghpa.gov/oakland>

Quotes

My vision for Oakland... “The Oakland I would like to see in 20 years has just as many benefits provided for enticing long-term residents to stay as those which have been aimed at benefiting the educational and medical institutions as well as the commercial developers. After all, the long-term residents have helped keep the neighborhoods stable, those neighborhoods that Pittsburgh likes to boast about. These new amenities would also entice those working in Oakland to move here and further stabilize the residential areas. The housing market could be made affordable to them by Pitt curtailing its yearly growth so the demand for single family homes by investors who don’t care if the houses are dangerously over occupied drops and actual single families can afford them.”



Online Open House: <https://engage.pittsburghpa.gov/oakland>

Guest Presentations



EngagePGH page: <https://engage.pittsburghpa.gov/oakland/development-action-team>

Developing a thriving
workforce in the
Pittsburgh area.

**PARTNER
4 WORK**

Partner4Work

Markese Long

Director of Outreach & Inclusion

MLong@Partner4Work.org | Partner4Work.org

Who is Partner4Work?

Partner4Work connects funding, expertise and opportunities for employers, job seekers, agencies, and policymakers to develop a thriving workforce in the Pittsburgh area.

Constituent Focus

- **Employers**



Helping businesses find the talent they need to grow and thrive.

- **Job Seekers**



Connecting adult and young job seekers with career opportunities.

- **Community-based Organizations**



Providing community organizations with resources to make an impact in their communities.



Programs and Services

Through key partnerships and a vibrant portfolio of programs and initiatives, Partner4Work commits to building a thriving workforce in the Pittsburgh area.

Our key programs are designed to:

- Increase opportunity for those with barriers to employment
- Educate young people about career paths and to dream big about their future careers
- Help regional businesses grow for generations to come

Re-entry Programs

- **Partner4Work** works with partners and providers throughout the community to provide workforce services for those with a past in the criminal justice system.
- These opportunities are designed up help individuals build the skills and experience they need to successfully re-enter and maintain a position in the workforce.
 - **Programs and services include:**
 - **STRIVE (Skills and Training from Reentry to Integrated Vocation and Employment)**
 - **Career Talent Pipeline (NEW!)**

Young Adult Programs

- **Partner4Work** connects more than 2,000 young adults to job opportunities each year.
- We fund programs throughout Allegheny County to ensure that our young people are on the path to a bright career in the region's in-demand fields.
 - Programs and services include:
 - **Career trainings**
 - **Job exploration programs**
 - **Employment assistance services**
 - **GED preparation**
 - **Job search support**
 - **Robust summer employment program (Learn & Earn)**

Adult Programs

- **Partner4Work** collaborates with a variety of partners throughout the area to help adults overcome barriers and find meaningful work at any stage of their career.
- Through research and analyzing labor market data, we invest in programs that connect people to jobs that are reliable, meaningful and pay family sustaining wages.
 - Programs and services include:
 - **BankWork\$ (NOW RECRUITING FOR JANUARY COHORT!)**
 - **IBM SkillsBuild Reignite (NEW!)**
 - **EARN**
 - **Transitional Jobs**
 - **PA CareerLink Services**

Services at PA CareerLink

- **PA CareerLink's** employment services are available to anyone who has lost a job, just entering the workforce, or looking to climb the career ladder.
- **PA CareerLink** also works with businesses to help them meet their most pressing hiring needs.
- Since March 2020, **PA CareerLink** has significantly expanded its virtual services (and hiring events), with an average of 7-9 classes happening most days of the week.
 - Most recent hiring events were for positions in the security, healthcare and call center industries.
- **As of November 2020, both offices are offering VIRTUAL SERVICES ONLY** (*more info in next slides*)

PA CareerLink Updates/ Contact Information



PA CareerLink® Pittsburgh/Allegheny County Offering Virtual Services

All on-site services and activities, including hiring events and workshops, are canceled until further notice. Phone consultations and online workforce services are available.

Please direct all questions and inquiries to:
(412) 552-7100 (Downtown Pittsburgh) or (412) 436-2225 (Forest Hills)



For questions about Unemployment Compensation, please visit: www.uc.pa.gov

PA CAREERLINK® ALLEGHENY EAST
2040 ARDMORE BLVD
PITTSBURGH PA, 15221
P: 412-436-2225
TTY: 412-271-4217

PA CAREERLINK® DOWNTOWN
304 WOOD STREET
PITTSBURGH, PA, 15222
P: 412-552-7100
TTY: 412-552-7044

To access virtual services, please visit:
<https://www.careerlinkpittsburgh.com/> OR
<https://www.careerlinkpglearninghub.org/>

**PARTNER
WORK**

Partner4Work's Industry Partnerships deliver comprehensive and customizable programs and resources to help boost employer workforce needs.

- Specialized resources unique to each industry
- A full range of workforce resources such as funding and talent strategy solutions to assist with everything from sourcing and screening to training and advancement
- Access to the region's largest labor pool through relationships with PA CareerLink and community and social service organizations

**Construction | Manufacturing | Healthcare |
Financial Services | Information Technology |
Education Transportation & Logistics | Public
Sector | Retail & Hospitality**



A construction worker wearing a hard hat and safety glasses is working on a large piece of equipment in a workshop. The worker is leaning over the equipment, which appears to be a large metal frame or structure. The background shows various construction materials and tools, including ladders and buckets. The entire image is overlaid with a blue tint.

Questions?

PARTNER WORK

The Workforce Development Board for the Pittsburgh Area

Facebook: @Partner4WorkPgh | Twitter: @PghWorkforce | LinkedIn: @Partner4Work-Pittsburgh

partner4work.org

Breakout Groups

Moved to January 6th meeting due to time.
See Topic 4 tab of EngagePGH page below for
Q&A with Markese Long from Partners4Work.



EngagePGH page: <https://engage.pittsburghpa.gov/oakland/development-action-team>

Next Meeting

Meeting #4: Wednesday, January 6th, 5-7 p.m.

- “Equitable Economic Development” breakout discussions moved to this date from December 2nd meeting due to time.
- Equity Workshop #1 – Office of Equity and Green Building Alliance
- ~~Issues and opportunities for “Transit-Oriented Corridors and Nodes”~~ → Moved to February meeting



Where can you find us?



Pittsburgh City Planning



@PLANPGH
@resilientPGH



@planpgh

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

