



Frequently Asked Questions: Oakland Plan

How is the plan organized?

- **Vision:** An overarching statement that describes where Oakland's 10-year growth if the plan is successful.
- **Chapters:** The plan is organized into four chapters
 - *Community:* Supporting Oakland's residents including students, employees, and visitors by better meeting basic needs and creating opportunities for people to thrive
 - *Development:* Improving the physical, social, and economic development of Oakland by focusing on new and existing buildings and what they contribute to Oakland and the Pittsburgh region
 - *Infrastructure:* Improving the systems that nourish the neighborhood by using infrastructure to create a more healthy, sustainable, and equitable community
 - *Mobility:* Making mobility easier, safer, and more enjoyable by strengthening transportation systems through targeted investments throughout the neighborhood and establishing new programs
- **Goals, Policies, Projects, & Programs:** Each chapter of the plan is composed of these sections
 - *Goals:* long-term outcomes that we will work towards by acting on policies, projects, and programs.
 - *Policies:* set a preferred direction and describe what must be done to achieve the chapter's goals
 - *Projects & Programs (sometimes jointly referred to as "Strategies"):* a shared "To Do" list where the community and government identify the projects and programs they want to undertake over the next 10 years to realize the vision
- **Strategies by Neighborhood:** Interactive maps for West, South, Central, and North Oakland, allowing visitors to review proposals within their neighborhood within Oakland. Clicking map icons will list strategy titles and provide a link to review strategy details.
 - NOTE: These are the same strategies listed in each of the plan's chapters, and the map does not include all strategies listed in the Plan.
- **Strategies by Topic:** highlights goals, policies, and strategies by topic areas to show how the topic-specific content can be found not just in one chapter, but throughout the Oakland Plan.



Where can I read the Plan?

The plan is available on EngagePGH. There will also be a downloadable/printable version posted on City web pages.

How will the vision statement, goals, and policies be used?

New proposals from public agencies, community organizations, developers and other entities will need to conform with the goals and policies laid out in the adopted Oakland Plan. This also applies to neighborhood changes that require public review and approval by City boards and commissions.

Why are only the vision statement, goals, and policies adopted, and not the projects and programs?

While projects and programs are a critical part of the plan's implementation, they are not adopted. This provides the flexibility to adapt the projects and programs as circumstances in the neighborhood change over time.

Why does the level of detail differ in the plan's strategies?

Each strategy included in the Oakland Plan was identified throughout Action Team meetings and/or the overall planning process. Some of these strategies were researched in detail and went through an iterative review process to hear different viewpoints, develop strategy goals and components, and determine implementation details.



Frequently Asked Questions: Oakland Plan Process

Does the Steering Committee represent the neighborhood?

Yes, the Steering Committee was intentionally set up to represent the diverse array of Oakland stakeholders to ensure that many perspectives were represented throughout the process. Residents including students, major institutions, employers, public agencies, City departments, elected officials, and community organizations were on the Steering Committee.

What is the Equity Strategy?

As a department, City Planning recognizes its responsibility to engage all communities and seek out the voices of underserved and under-represented people. The Equity Strategy is a tool implemented by the Oakland Plan team to intentionally engage underrepresented and marginalized groups in Oakland such as African American residents, university students, and immigrants.

The plan centers on tenets of equity and sustainability, acknowledging that its progress on other topics will be undone if our work doesn't address the challenges of structural racism, inequity, and climate change. City Planning will approach all projects through an equity lens, a critical thinking approach to undoing institutional and structural racism. An equity lens evaluates burdens, benefits, and outcomes for underserved communities.

Review the Equity Strategy [here](#).

How were the recommended changes determined?

Public comments were reviewed using two sets of criteria for recommended changes in goals, policies, projects, and programs:

- *Non-substantive changes*: punctuation, grammar corrections, language consistency, clarifications, additions of supporting data and best practices, and clarifying updates to the "What We Heard" and the "When, How long, How much, and Whom" sections of projects and programs
- *Substantive changes*: Changes that improve or build upon the components of the equity strategy, further sustainability, and/or are a broader concern shared by multiple constituencies.



How has the Oakland Plan process differed from other neighborhood planning processes in Pittsburgh?

The Oakland Plan is the first planning process to utilize the Neighborhood Plan Guide, a best practices guide created based on experiences from previous neighborhood planning processes. Additionally, this plan was the first process to utilize the EngagePGH online engagement platform to create more input and engagement opportunities during the COVID-19 pandemic.

The full Engagement Summary Report is available [here](#).

How long was the public comment process on the Draft Plan?

The public comment period was open for 55 days between March 7 and May 1, 2022.

When is City Planning going to release a tutorial for the website?

A tutorial and introductory videos will be released as part of the adopted plan rollout.

How did DCP get the word out about the Oakland Plan's public comment period?

- Informed the Steering committee
- Sent out a press release and social media posts announcing the plan and public comment period
- Distributed an email notice to interested community members and EngagePGH followers of the Oakland Plan
- Posted 63 posters of proposed projects and programs with a QR code allowing people to quickly access the plan's EngagePGH page
- Mailed a plan and zoning notice to Oakland residents
- Attended several community meetings to discuss the Plan

Were there opportunities for people who don't have access to a computer or are unfamiliar with EngagePGH to provide comments on the plan?

- Nearly a dozen in-person engagement activities (and online equivalents) including walking tours, block parties, and small-scale neighborhood meetings were held in Spring through Fall 2021 with approximately 1,600 people in attendance
- Printed plans and comment cards were distributed to partner organizations throughout the neighborhood
- 311 was available to facilitate resident input on the EngagePGH platform



Frequently Asked Questions: Oakland Plan Implementation

What happens after the plan is adopted?

The Department of City Planning (DCP) will begin plan implementation, starting with three new zoning base districts for Central Oakland. This is the first of several Zoning proposals to realize the plan's Land Use Strategy. Additionally, through the Capital and Operating Budget process, DCP will request project funding for several strategies listed in the plan.

Oakland partners are central to implementation. Implementing partners are encouraged to coordinate around opportunities to obtain grant funding for additional plan components.

Who is responsible for the implementation of the Plan?

Implementation of the Oakland Plan is a collaborative effort between the City, agency partners, community organizations, institutions, non-profits, and developers. Each project and program contains a list of the organizations needed to implement them.

How can I ensure a strategy is implemented?

Contact the strategy's implementation leader.

NOTE: Implementation is dependent on the identification of funding sources and the implementation timeline listed with each strategy. These timelines can also shift based on capacity.

What is the Community Reinvestment Fund and board?

The plan's Zoning Proposal includes a new Equitable Development Performance Point allowing projects to gain additional building height by addressing Oakland's goals for job access and workforce development programming. This performance point can be achieved through a contribution to the Community Reinvestment Fund, a City Trust Fund in the Zoning Code that can receive payments.

The fund will be managed by a board made up of people from Oakland organizations and the Department of City Planning, as well as residents and small business owners that adequately represent the community's views and needs. The board will establish a process for awarding funds and will ensure that its meetings and recommendations are publicly available.



Once the plan is adopted, how will City Planning update the community on implementation progress?

Throughout the implementation process, various City departments and agency partners will conduct community engagements related to specific projects and programs. Additionally, EngagePGH and the City website will be updated as necessary to keep the community informed on the plan's progress.

How can I stay engaged?

- Attend, volunteer, and/or promote local community-building events
- Stay active with your local neighborhood organization and recruit new Resident Representatives to advocate for Oakland Plan strategies you're passionate about
- Expand collective civic involvement by participating in committees with Oakland's cultural institutions and non-profit organizations
- Voice your opinions throughout the City's development review processes
- Volunteer to help implement projects & programs in your neighborhood



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