

NEIGHBORHOOD ALLIES NEIGHBORHOOD LEVEL STRATEGIES

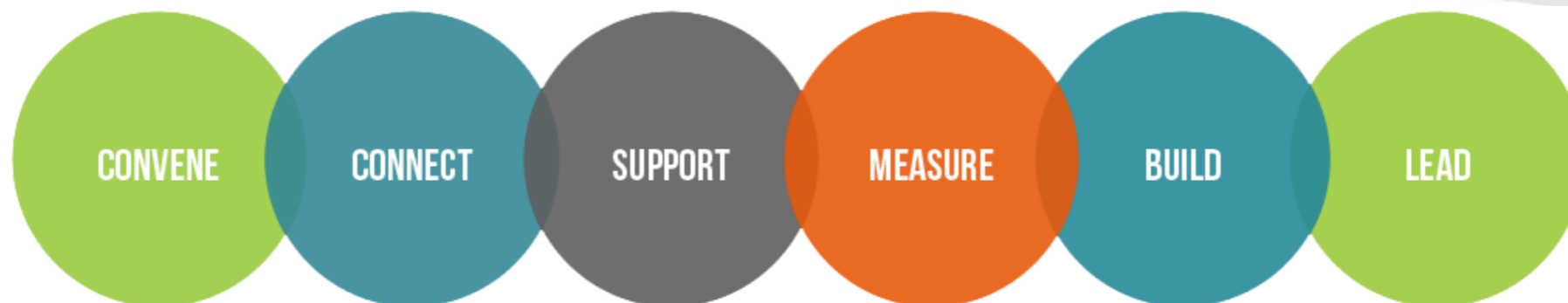
OUR HEALTHY NEIGHBORHOODS FRAMEWORK IS THE FOUNDATION OF ALL OF NEIGHBORHOOD ALLIES' WORK. WE USE IT TO PRIORITIZE CHANGE EFFORTS AND TO GUIDE US TO THE CHANGE THAT WE SEEK THROUGHOUT PITTSBURGH. OUR ULTIMATE GOAL IS TO INVEST IN, HELP BUILD AND MAINTAIN HEALTHY NEIGHBORHOODS BY EQUITABLY CULTIVATING MARKET CONFIDENCE, QUALITY OF LIFE, A CELEBRATED NEIGHBORHOOD IMAGE AND COMMUNITY OWNERSHIP.

Since every neighborhood is unique, with varying conditions, goals and visions, we have developed tailored strategies toward achieving healthy neighborhoods in each of our priority geographies. The neighborhood-specific strategies and action plans that follow have been, and will continue to be, informed by conversations with our partners, current neighborhood plans, research, data and our organizational capacity. The strategies are solid yet fluid, as conversations with community organizations, residents and experts will continue to inform them.

To ensure that we're able to achieve impact and follow through with these strategies, we have assigned a Neighborhood Allies Team Member as a lead for each of our neighborhoods to effectively deploy our complete capital model. Team Leads will spend time on the ground working in their respective communities.

Our role as a community partner at the neighborhood level is to:

- **Act as convener to support the collective neighborhood vision and strategy**
- **Support and connect aligned activities and expand broader partnerships**
- **Establish shared measurements**
- **Build public will and social capital**
- **Introduce best practices and serve as thought leaders on policy coordination**
- **Seek, develop, and mobilize Complete Capital for high-impact neighborhood projects**





Strategic Objectives to achieve Healthy Neighborhoods:

MARKET CONFIDENCE | Mobilize private and public capital to pursue non-displacement strategies and restore real estate market values so people can invest confidently.

QUALITY OF LIFE | Increase financial stability of residents, facilitate access to mental, behavioral and social support services, and improve the physical conditions of the neighborhood to advance overall health and well-being.

CELEBRATED NEIGHBORHOOD IMAGE | Cultivate hope among all residents for neighborhood change through community-driven arts and culture, improved public spaces, and the preservation of history, culture, and identity.

COMMUNITY OWNERSHIP | Strengthen neighborhood platforms that elevate and perpetuate residents as decision-makers and active participants in neighborhood change, and leverage assets to generate revenue that can be reinvested into future activities and improvement.

Hill District Neighborhood Level Strategies | Our Work On the Ground:

MARKET CONFIDENCE | We will partner to pursue a “Model Blocks” strategy, creating opportunities for homeownership; develop a streamlined process to increase the number of those who access affordable home repair services; grow a property acquisition fund to make privately owned or vacant structures available for permanent/preservation of affordable housing; and assist in attracting capital for new construction and renovation projects for residential and commercial development.

- Support the development of a housing rehab strategy that engages and is accepted by both city government and community stakeholders.
- Support non-displacement strategies intended to maintain affordability and prevent displacement by connecting residents with wealth-building opportunities and financial coaching.
- Support development for neighborhood benefit by connecting neighborhood-based entrepreneurs and MBEs/WBEs to the supply chain and capital potentially through a business development fund.

QUALITY OF LIFE | We will maintain and remediate vacant lots to improve physical conditions of the neighborhood, health and well-being of residents.

- Support programs that enable lower-income and senior residents to undertake critical home repairs to improve the health, safety and appearance of their property and neighborhood and increase property values.
- Support the development of workforce development strategies and programming to help residents learn the skills needed to be employed in growing, well-paid occupations in Pittsburgh such as health care, technology, sustainable construction and financial services.

NEIGHBORHOOD IMAGE | Further integrate and embed the arts into neighborhood life and public spaces, and use our communications platform to cultivate positive messages, including the promotion of annual events that attract people to the neighborhood.

- Support efforts that build upon the African American Cultural Legacy by preserving a recognizable, graphic identity for the neighborhood.
- Support efforts to sustain artists and their work over the long-haul.

COMMUNITY OWNERSHIP | We will identify and connect neighborhood assets and continue to build social connection and new leaders, cultivate and sustain new leadership, and continue to actively recruit residents, small business owners and other stakeholders to participate in capacity building efforts.

- Support the development of skills and knowledge and support existing platforms for information sharing and collective action of new leaders and residents, community groups, and organizations working to create change.