

NEIGHBORHOOD ALLIES NEIGHBORHOOD LEVEL STRATEGIES

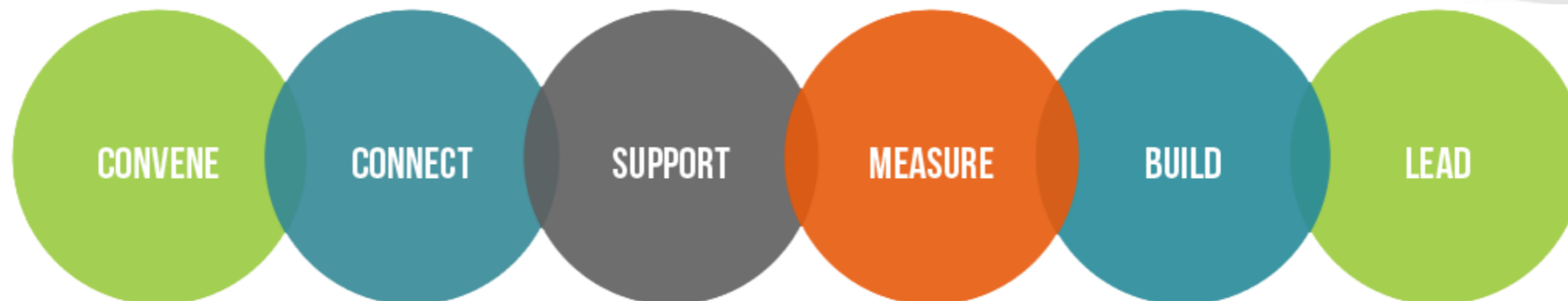
OUR HEALTHY NEIGHBORHOODS FRAMEWORK IS THE FOUNDATION OF ALL OF NEIGHBORHOOD ALLIES' WORK. WE USE IT TO PRIORITIZE CHANGE EFFORTS AND TO GUIDE US TO THE CHANGE THAT WE SEEK THROUGHOUT PITTSBURGH. OUR ULTIMATE GOAL IS TO INVEST IN, HELP BUILD AND MAINTAIN HEALTHY NEIGHBORHOODS BY EQUITABLY CULTIVATING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

Homewood Neighborhood Level Strategies | Our Work On the Ground:

MARKET CONFIDENCE | We will grow a property acquisition fund to make privately owned or vacant structures available for permanent/preservation of affordable housing, assist in attracting capital for new construction and renovation projects for residential and commercial development; and partner to align services and pursue a “Model Blocks” strategy along key nodes of strength in Homewood.

- Support the development and implementation of a comprehensive neighborhood plan.
- Support the coordination of an economic development strategy which includes incentives, training, infrastructure investment and aesthetic improvements to existing neighborhood retail and business nodes.
- Support the development of a strategic approach to code enforcement that aligns with the cluster plans and ongoing blight elimination and property maintenance efforts.
- Support programs that enable residents to undertake critical home repairs to improve the health, safety and appearance of their property and neighborhood and increase property values.

QUALITY OF LIFE | We will maintain and remediate vacant lots to improve the physical conditions of the neighborhood, health and well-being of residents; establish an Financial Opportunity Center in the East End; and support efforts to develop a more coordinated workforce development strategy.

- Support a network of smaller parks and gardens to address the lack of usable open space throughout the neighborhood and assist the neighborhood in enhancing youth recreational spaces
- Support neighborhood efforts to restore a vibrant mix of retail with restaurants, shops, and entertainment options.
- Support entrepreneurship training for indigenous, neighborhood-based entrepreneurs and connect minority-and women-owned businesses to neighborhood development projects.
- Support the neighborhood in addressing public safety to mitigate crime and change the negative perception of potential visitors.

NEIGHBORHOOD IMAGE | We will 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 the neighborhood’s efforts to create a regional African-American cultural destination in Homewood’s Business & Institutional Core.

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 efforts to include resident leadership, capacity, and voice in the decision-making and implementation of key improvement 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.