

# NEIGHBORHOOD ALLIES NEIGHBORHOOD LEVEL STRATEGIES

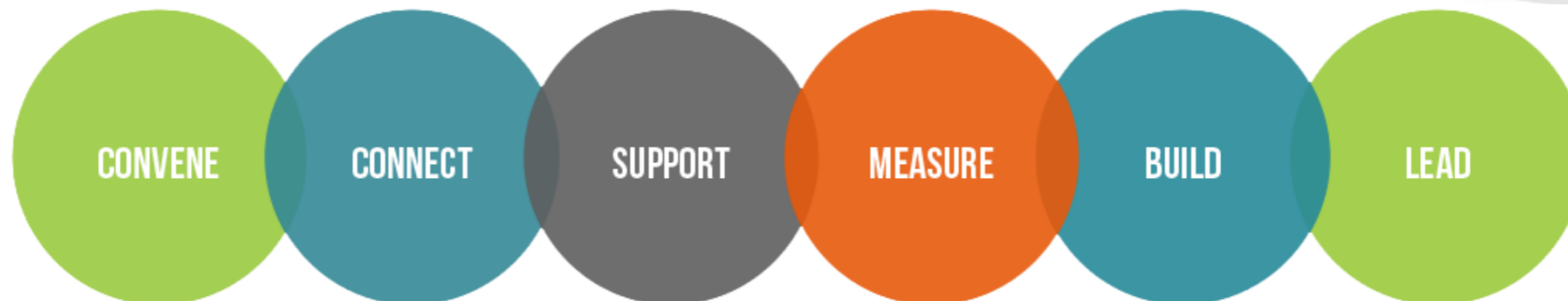
**OUR HEALTHY NEIGHBORHOODS FRAMEWORK IS THE FOUNDATION OF ALL OF NEIGHBORHOOD ALLIES' WORK. WE USE IT TO PRIORITIZE CHANGE EFFORTS AND TO GUIDE US TO THE CHANGE THAT WE SEEK THROUGHOUT PITTSBURGH. OUR ULTIMATE GOAL IS TO INVEST IN, HELP BUILD AND MAINTAIN HEALTHY NEIGHBORHOODS BY EQUITABLY CULTIVATING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

## *Millvale 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; and assist in attracting capital for new construction and renovation projects for residential and commercial development.

- Support the development of a community land trust and strategic code enforcement to maintain affordability for residents and business owners, build community wealth and prevent displacement of residents and businesses as the market begins to become a force in the borough.
- Support Millvale's desire to grow and source fresh food for residents and local restaurants in the borough to ensure long-term food sustainability.
- Support projects that leverage Millvale's unique connection to the Allegheny River as a way to attract new residents and investors.

### **QUALITY OF LIFE** |

- Support emerging entrepreneurs in their efforts to improve food security and increase employment opportunities.
- Support efforts to improve access to healthy food and healthy lifestyle choices in the borough such as the development of play spaces for kids and adolescents.

**NEIGHBORHOOD IMAGE** | We will use our communications platform to cultivate positive messages and attract people to the neighborhood; and further integrate and embed the arts into neighborhood life and public spaces.

- Support neighborhood signage installation and placemaking projects that preserve the culture and identity of the borough.

**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 current infrastructure for information-sharing and collective action by residents, community organizations, the borough, business owners, and other stakeholders.
- Support the development of skills and knowledge of residents, community groups and organizations working to create change.