

NEIGHBORHOOD ALLIES NEIGHBORHOOD LEVEL STRATEGIES

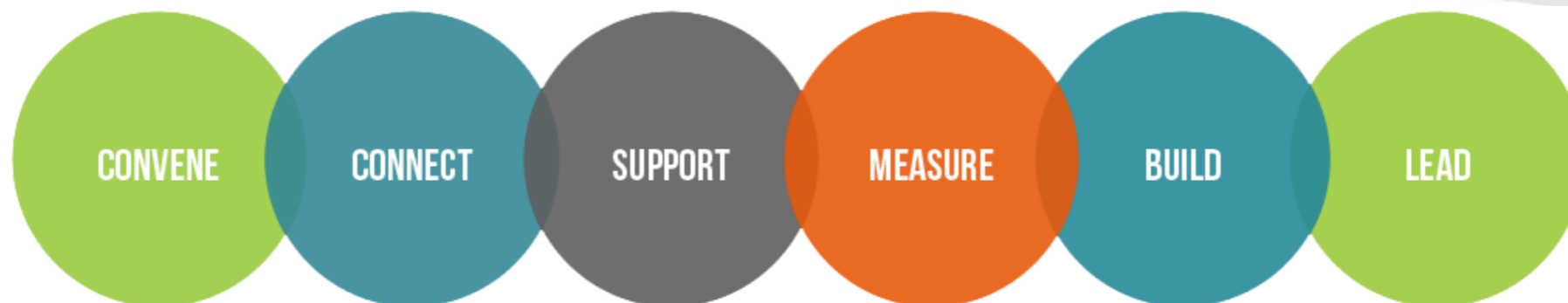
OUR HEALTHY NEIGHBORHOODS FRAMEWORK IS THE FOUNDATION OF ALL OF NEIGHBORHOOD ALLIES' WORK. WE USE IT TO PRIORITIZE CHANGE EFFORTS AND TO GUIDE US TO THE CHANGE THAT WE SEEK THROUGHOUT PITTSBURGH. OUR ULTIMATE GOAL IS TO INVEST IN, HELP BUILD AND MAINTAIN HEALTHY NEIGHBORHOODS BY EQUITABLY CULTIVATING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

Wilkinsburg Neighborhood Level Strategies | Our Work On the Ground:

MARKET CONFIDENCE | Convene borough officials and local leaders to identify potential funding mechanisms and other sources of capital to support the revitalization of the commercial district.

- Prioritize improvements and target reinvestments and redevelopment consistent with the Business District Revitalization Plan.
- Provide market research, using local data and national data that highlights investment potential and market readiness for commercial revitalization.

QUALITY OF LIFE |

- Support opportunities to animate public spaces through placemaking to increase social connectivity, networking, civic engagement and business patronage.
- Support the development of programs for youth ages 13 - 17 that connects and empowers youth to get and stay involved with their community.
- Support the creation and preservation of activities to seniors and increase communication across the Borough to improve connectivity and awareness of events and other work.

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 the improvement in the physical appearance of the Business District through code enforcement, streetscape improvements, renovation and redevelopment.

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.