

PUBLIC ENGAGEMENT PLAN (PEP)

For the Greater Hill District Master Plan

Prepared by the Department of City Planning
June 2021

DRAFT

Section I: Project Overview

This section describes the project, its impacts, timeline, resources and context. It is written for the general public, and uses straight-forward language that is to the point and free of jargon. It explains the project itself, not the engagement that will occur throughout the project's process.

Introduction

The City of Pittsburgh is working with the Greater Hill District community to update and adopt the Greater Hill District Master plan, an intended 10-year plan with a shared vision for The Hill's future and the projects and programs necessary to make that vision a reality.

Pittsburgh can meet its goals to achieve a more sustainable and equitable future through the collective action of our neighborhoods. Community input informed the creation of citywide goals that are now being translated into action through a new generation of neighborhood plans.

Once adopted by the Planning Commission, the Greater Hill District Neighborhood Plan will become City policy and guide public and private investments in the area. New land use regulations, transportation and infrastructure improvements, and public programs may also be recommended by the plan. The plan area generally includes the neighborhoods of Crawford Roberts (Lower Hill), Bedford Dwellings, Middle Hill, Terrace Village, and the Upper Hill.

The Department of City Planning views neighborhood plans as important opportunities to address:

- **Equity:** Ensuring all groups have access to the resources and opportunities necessary to improve their quality of life.
- **Sustainability:** Ensuring that we can meet the needs of the present without compromising the ability of future generations to meet their own needs.
- **Resiliency:** Ensuring that the city is prepared to thrive in the face of social, environmental, and economic shocks and stresses.

Neighborhood plans are comprised of four chapters:

- **Community:** Meeting the needs of residents, employees, students, and stakeholders.
- **Development:** Maximizing the benefits of new development for the community.
- **Mobility:** Making it easier, safer, and healthier for people to get around.
- **Infrastructure:** Nourishing neighborhoods through new energy, stormwater, and open space systems.

Project Area

Pittsburgh's Greater Hill District is composed of the following city-designated neighborhoods Crawford Roberts (Lower Hill), Bedford Dwellings, Middle Hill, Terrace Village, and the Upper Hill. As one of Pittsburgh's earliest and largest neighborhoods, the Hill District continues to play an important role in the history of African-Americans in the United States. During the first half of the 20th century, the Hill District was the "crossroads of the world," contributing music, literature, and arts that shaped American culture. During the latter half of the 20th century through today, the neighborhood and its leaders played important roles in the Civil Rights movement, as well

as a nationwide push for community-led development. The Greater Hill District Master Plan articulates the importance of continuing to “Build Upon the African American Cultural Legacy”.

Project Goals

- **Equity:** Ensuring all groups have access to the resources and opportunities necessary to improve their quality of life.
- **Inclusion:** Ensuring a welcoming and collaborative atmosphere.
- **Sustainability:** Ensuring that we can meet the needs of the present without compromising the ability of future generations to meet their own needs.
- **Resiliency:** Ensuring that the city is prepared to thrive in the face of social, environmental, and economic shocks and stresses.
- **Transparency:** Ensuring all groups have access to the resources and information; and the opportunity to participate in the planning process that meets their ability.

Project Timeline

	Organize		Visualize						Strategize					Formalize			
	Dec 20	Jan 21	Feb 21	Mar 21	Apr 21	May 21	Jun 21	Jul 21	Aug 21	Sep 21	Oct 21	Nov 21	Dec 21	Jan 22	Feb 22	Mar 22	Apr 22
Consultant Selection																	
Timeline Solidification																	
GHDMP Review/ Gap Identification Development/Mobility																	
GHDMP Review Infrastructure/Community																	
Public Engagement Plan Development/Approval																	
GHDMP Review Finalization & Review of Online Open House Materials																	
Draft Plan Section Vision Statement/Goals Final Topics (Staff)																	
Formation of Action Teams/Meeting Materials Overview																	
Action Team /Strategy Review																	
Discuss/Draft Plan																	
Final Public Meeting																	
Approved Plan																	

Project Timeline

<u>Summer 2020 - Winter 2021</u>	STAGE 1. ORGANIZE. Prepare for the planning process.	PREPARE
<u>Winter 2021 - Summer 2021</u>	STAGE 2. VISUALIZE. Identify issues & opportunities, not addressed by previous plans/planning efforts.	NOTIFY EDUCATE LISTEN
<u>Summer 2021 – Fall 2021</u>	STAGE 3. STRATEGIZE. Develop projects & programs	LISTEN
<u>Winter 2021 – Spring 2022</u>	STAGE 4. FORMALIZE. Assemble, review, & adopt the plan.	LISTEN NOTIFY
<u>Next 10 Years</u>	STAGE 5. REALIZE. Implement the plan's actions.	FOLLOW THROUGH

Project Resources & Staff Team

This project will require significant resources in terms of staff capacity & budget. In order to facilitate work flow, two (maybe three) staff have been assigned to manage, staff experts from non-profits and public agencies this project, and a consultant has been brought on for additional capacity. The Department of City Planning is paying for the consultant, and is covering the costs of food and materials at all community meetings related to this project.

Project Team

Project Manager: Ose Akinlotan, Department of City Planning

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Supervising Planner: Derek Dauphin, Department of City Planning

Derek.Dauphin@pittsburghpa.gov – 412-255-4897

Action Team Leaders

- Community: Department of City Planning, Mayor's Office of Equity
 - Ose Akinlotan, Department of City Planning, ose.akinlotan@pittsburghpa.gov
 - Josiah Gilliam, Mayor's Office of Equity and CitiParks
josiah.Gilliam@pittsburghpa.gov
 - TBD
- Development: Department of City Planning, Urban Redevelopment Authority
 - Derek Dauphin, Department of City Planning, derek.dauphin@pittsburghpa.gov
 - Nick Fedorek, Urban Redevelopment Authority, nfedorek@ura.org
 - TBD
- Mobility: Department of Mobility and Infrastructure, Port Authority of Allegheny County
 - Dara Braitman, Department of Mobility & Infrastructure,
dara.braitman@pittsburghpa.gov
 - Breen Masciotra, Port Authority, bmasciotra@porthauthority.org
 - TBD
- Infrastructure: Green Building Alliance, Pittsburgh Water and Sewer Authority, Department of City Planning
 - Megan Zeigler, Green Building Alliance, maganz@gbapgh.org
 - Martina "Marti" Battistone Department of City Planning,
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 - *Ben Grunauer, Pittsburgh Water & Sewer Authority, bgrunauer@pgh2o.com
 - Flore Marion, Department of City Planning, flore.marion@pittsburghpa.gov
 - Sarah Yeager, Department of City Planning, sarah.yeager@pittsburghpa.gov
 - TBD

Consultants and other costs

The Greater Hill District Master planning process is a interagency effort lead by the City of Pittsburgh Department of City Planning (DCP) and the Urban Redevelopment Authority of Pittsburgh (URA). Economic Development and Urban Design services will be contracted through the URA, but will be managed by DCP in partnership with the community Steering Committee. The Economic Development and Urban Design Consultants will work collaboratively

with other neighborhood planning consultants contracted for other topics (e.g., transportation) to provide technical support to DCP and partner agencies. A Hill District Parks Master Plan will be lead by DCP environmental planning and the Department of Public Works. Also, the Department of Mobility and Infrastructure is funding a consultant team to develop a comprehensive transportation study, inclusive of a transportation demand model proposal. Additional data support will be provided by other ongoing contracts at the Department of City Planning. Partner agencies/team leads are expected to provide all materials at public meetings.

Previous/Concurrent Efforts & Coordination

The planning process to update and adopt the Greater Hill District Master Plan will Coordination with those working in other Departments on similar efforts facilitated by constant communication throughout development of project. Inclusion in internal review meetings and allotted time for review/comment.

Previous Plans

- Greater Hill District Master Plan (GHDMP) -2011
- Centre Ave Corridor Redevelopment and Design Plan – 2013
- Hill District Green Print - 2009
- Herron Avenue Revitalization Planning Strategy-2011
- Choice Neighborhood Plan (Bedford Connects Transformation Plan)
- Schenley Heights Toolkit
- Hill District Vacant Property Study
- Upper Hill Plan
- Middle Hill Revitalization Plan – 2004
- Uptown Community Vision – 2009
- Pittsburgh Area District Master Development Plan (2010)
- Institutional Master Plans:
 - University of Pittsburgh (2010, ongoing)
 - UPMC Magee-Women's Hospital (2011)
 - UPMC Oakland Hospitals (2015)
 - Carnegie Mellon University (2012, 2019)
- Oakland Plan
- City of Pittsburgh Comprehensive Plan

Pending Studies:

- Lower Hill District Parking Study
- Greater Hill District Transportation Study

Additionally, the project team will ensure coordination with partner agencies conducting other studies and planning projects in the Greater Hill District and surrounding areas.

Decision Making Process

The City of Pittsburgh's Planning Commission is the authoritative body or "decision making authority" for the project and documents/plan. The document(s) will be updated and enhanced in collaboration with the steering committee, action teams, and other community partners. The updated Greater Hill District Master Plan will be presented to the City's Planning Commission review and vote on for adoption.

This is a public process and the public have the ability to attend all related Planning Commission meetings, briefing and hearing, to hear discussion and provide testimony, verbally and written. The public will be informed of all relevant hearings and decisions by the project website, Department of City Planning website, social media and press releases.

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Section II: Public Engagement Process

This section describes the approach to engagement for this project, the engagement goals, and the communications strategy. At the beginning of the planning process, the specific engagements to be conducted are not all determined, but this section makes an effort to explain the approach being taken to organizing these programs.

Public Engagement Principles

In collaboration with the Greater Hill District Master Plan Steering Committee, the following engagement goals were developed to guide all public engagement activities throughout the planning process:

1. Center Black Place/Hill-Based Expertise and Wisdom
2. Build a Foundation of Trust
3. Maximize Participation
4. Center Equity and Fairness
 - a. Adjust/Right Historical Wrongs
 - b. Promote Economic Justice
5. Transparency and Open Communication

Guidance on Engagement Tools

The Steering Committee was consulted to provide insights on engagement structure and tools for the Greater Hill District Master planning process to update and adopt. This input is summarized below:

- A diversity and interactive engagement tools should be used throughout the process.
- Creative engagements should incorporate opportunities for open discussion/conversations.

Public Engagement Overview

In order to co-create a comprehensive and properly engage Greater Hill District residents, stakeholders and the general public

The Greater Hill District Master Plan process, mostly consistent with the Neighborhood Planning Guide (NPG), will provide the following opportunities for engagement:

Steering Committee

The steering committee is comprised of community stakeholders that oversee the planning process. The Greater Hill District Master Plan Steering Committee represents diverse organizations ensuring that all stakeholders are represented and is vital to creating plans that have more impact and longevity. The Committee is expected to participate in the full planning process, represent their organizations, and themselves, and report back to the community throughout the planning process. The Committee is comprised of organizations with designated representatives attending the meetings and serving as a liaison between the planning process and the organization /stakeholder group they represent. They are expected to bring their

knowledge of their organization and are not expected to be experts on all things related to the project area, its history, and its community members.

A list of steering committee members are available on the project website at the following link: <https://pittsburghpa.gov/dcp/hill-district>.

Co-Chairs

These individuals were appointed by the local community to serve in an intermediary/representative role of the steering committee and the project team. The Co-Chairs are:

- President and CEO Marimba Milliones, Hill Community Development Corporation
- Councilman Danielle Lavelle, City of Pittsburgh District Six

Action Teams

Action Teams are work groups that develop project, program and policy (PPP) proposals for each chapter of the plan; Community, Development, Mobility and Infrastructure. They are led by a steering committee or community member and partner agency staff with subject matter expertise on the topic. Action Team meetings are expected to be held monthly for during the fall of 2021. This allows the participant to help identify the issues to address as well as the solutions. Additional members include government agencies and topic-focused non-profits with expertise on the topic.

Action Teams are expected to:

- Work to realize the Vision Statement and Goals developed by the Steering Committee
- Direct or conduct research and public engagement events to fully understand topics
- Draft proposed actions for the plan and identify resources needed to implement them
- Present draft actions to the Steering Committee and incorporate their feedback
- Present proposals to the general public and incorporate their feedback
- Finalize the policies, projects, programs, and partnerships as part of the drafting of the plan

Action Teams will be formed in spring/summer 2021. During the creation of this document, the project team asked the Steering Committee to use their knowledge of the Hill to design activities that would be successful at reaching seldom heard members of the community. Each Action Team will lead public engagement activities to support and inform the creation of proposals for the Greater Hill District Master Plan. Themes from this work are presented below for use by the project team in developing Action Team engagements.

- One-on-one meetings are great for targeting the senior population of the Greater Hill District.
- Youth and young people are should be targeted for engagement. Tapping into existing Hill District networks and locations are critical to success.
- Discussion driven engagements is a proven form of successful engagement.
- Data collection is a must for recording success and identifying further needed engagement.
- Diversity of engagement and advertising is important to project success

Intended Engagement

What	Level	Lead	Frequency	Timing	Description	Format	Location	Resources	Target Audience
Planning Education Series	Consult	Department of City Planning	TBD	TBD	Introduce some of the key topics that will be covered by the plan to the Oakland community in a fun and low stress environment before planning begins.	Presentation, Q&A	TBD	Staff, presentations, dinner from local restaurants, meeting space, surveys, informational materials	All members of the Greater Hill District community as well as interested Pittsburghers outside of the Hill.
Steering Committee Meetings	Collaborate	Department of City Planning	Every Month	Starting November 2020	Group composed of up to 35 representatives from a variety of organizations likely to be impacted by the plan	Advisory group, workshops, discussion groups, visioning exercises (Online)	Held Via Zoom due to COVID	Staff, presentation, handouts, surveys, meeting space, exercise materials as needed	steering committee members
Open House	Inform/Consult	Full Project Team	One Event	Jul-21					
Draft Proposals/Plan	Consult	Full Project Team	One event per subarea (four total)	Winter 2022	Review proposals from the Action Teams, provide additional input, confirm priorities.	Dot exercise, pop-up exercise, visual preference survey, visioning exercise - in person events dependent on health regulations	TBD	Staff, posters, exercise materials, food, SC members to help lead/facilitate	Greater Hill District residents, employees, business owners, property owners, etc.
Planning Commission Briefing	Inform	Department of City Planning	One event	Spring 2021	Present plan overview, highlight the role of public engagement, community priorities, adoption process.	Public Presentation, Q&A	Online Hearing	Staff, presentations, letters of support	All interested members of the public.
Planning Commission Hearing	Inform/Consult	Department of City Planning	One event	Spring 2022	Recover previous presentation, discuss edits to the document, testimony, vote to adopt the plan formally.	Public Presentation, testimony Q&A	Online Hearing	Staff, presentations, letters of support, and other testimony	All interested members of the public.
Bi-Monthly Meetings	Inform/Consult	Department of City Planning	Bi-monthly	Starting October 2020		Public Presentation, Q&A	Online Hearing	Staff, presentations	All interested members of the public.
Action Team: Community	Collaborate	Steering Committee or Community Member, Department of City Planning	Every Month	Starting Fall 2021	Group open to all interested members of the public to develop proposals to meet the needs of residents, employees, students, and stakeholders.		Online (EngagePGH and Etc) and In-person (TBD)	Staff, others to be identified	All interested members of the public and topic experts able to attend monthly meetings for one year.
Action Team: Development	Collaborate	Steering Committee or Community Member, Department of City Planning	Every Month	Starting Fall 2021	Group open to all interested members of the public to develop proposals to maximize the benefits of new development for the community.		Online (EngagePGH and Etc) and In-person (TBD)	Staff, others to be identified	All interested members of the public and topic experts able to attend monthly meetings for one year.
Action Team: Mobility	Collaborate	Steering Committee or Community Member, Department of City Planning	Every Month	Starting Fall 2021	Group open to all interested members of the public to develop proposals to make it easier, safer, and healthier for people to get around		Online (EngagePGH and Etc) and In-person (TBD)	Staff, others to be identified	All interested members of the public and topic experts able to attend monthly meetings for one year.
Action Team: Infrastructure	Collaborate	Steering Committee or Community Member, Department of City Planning	Every Month	Starting Fall 2021	Group open to all interested members of the public to develop proposals to nourish the neighborhood through new energy, stormwater, and open space systems.		Online (EngagePGH and Etc) and In-person (TBD)	Staff, others to be identified	All interested members of the public and topic experts able to attend monthly meetings for one year.

Communications Strategy

The Greater Hill District Master Plan Communications strategy requires a high level of coordination to ensure that inclusive and targeted communications. Project team members and the Steering Committee will communicate with their networks as much as possible, and additional communication will be done via social media, email, and traditional communication styles.

Plan Identity & Name

The name of the project is The Greater Hill District Master Plan. The tentative logo is shown here:



GREATER HILL DISTRICT
MASTER PLAN

Communications

This section of the Public Engagement Plan identifies how stakeholders will learn about the Greater Hill District Master Plan and their associated events and programs. This strategy identifies target audiences and how to best engage them.

By utilizing digital and traditional platforms for communication, as well as hosting events in accessible locations, the Greater Hill District Master Plan and all opportunities for public engagement will be shared in a manner accessible to all.

Target Communications Audiences:

- Greater Hill District Residents
- Academic Institutions
 - Students
 - Faculty
 - Staff
- Medical Institutions
 - Employees
 - Patients
 - Patient Families
- Adjacent neighborhoods
- Partner organizations
- Cultural Institutions
 - Employees
 - Visitors
- Businesses
 - Employees
 - Patrons
- All other Pittsburghers

- Government agencies
- Consultants
- Department of City Planning colleagues

Methods of Outreach

Method	Best Used For	Audience Reached	Project Milestones to Communicate
Facebook	• Events • Creating a community	• Community members • Residents • General Pittsburghers • Adjacent neighborhoods	• Project start date • Surveys • Community Meetings • Action Team meetings • Public Unveiling • Commission dates
Instagram	• Event coverage (via Stories feature) • Post-event sharing of photos • Creating a community	• Community members • Businesses • Partner organizations	• Project start date • Surveys • Community Meetings • Action Team meetings • Public Unveiling • Commission dates
Twitter	• Project updates & reports • Community engagement and conversation • Reaching professionals • Creating a series of information sharing • Sharing survey links	• Businesses • Partner organizations • Consultants • Colleagues • Government agencies • Community members	• Project start date • Surveys • Community Meetings • Action Team meetings • Public Unveiling • Commission dates
NextDoor	• Notice of events & meetings • Building off existing community	• Residents • Adjacent neighborhoods • Homeowners	• Project start date • Surveys • Community Meetings • Action Team meetings • Public Unveiling • Commission dates
Project Website	• Sharing the plan, any surveys, and	• All audiences will be directed to the	• Project start date • Surveys

	- links to presentations - Develop centralized location for information - Serving as location for translated content - Include monthly Steering Committee summaries and presentations	site through the other forms of contact to find more information and updates	- Community Meetings - Steering Committee Meetings - Action Team Meetings - Public Unveiling - Commission dates
Flyers	- Build awareness of plan - Share events in locations the community is present	- Community members - Residents - Businesses - Partner organizations	- Project start date - Community Meetings - Action Team Meetings - Public Unveiling
EngagePGH	- Sharing the plan, any surveys, and links to presentations - Develop centralized location for information - Serving as location for translated content - Include monthly Steering Committee summaries and presentations	All audiences will be directed to the site through the other forms of contact to find more information and updates	- Project start date - Surveys - Community Meetings - Steering Committee Meetings - Action Team Meetings - Public Unveiling - Commission dates
Mailings	- Build awareness of plan - Share events directly to the people you want to attend	- Community members - Residents	- Project start date - Community Meetings - Action Team meetings - Public Unveiling - Commission dates
Email	Send information directly to residents (or	- Residents - Business/organization leaders in the neighborhood	- Project start date - Surveys - Community Meetings

	other particular audience)		- Steering Committee Meetings - Action Team meetings - Public Unveiling - Commission dates
OCA E-Newsletter	- Share event details - Share plan updates	- Could be all Pittsburghers - Could be targeted to specific neighborhood	- Project start date - Community Meetings - Public Unveiling
Robocall	- Building awareness - publicizing events - surveying	- All - over 40	N/A
Medium (blog)	- Share plan updates - Share ideas and plans from Action Teams - Allow Steering Committee to provide content based on the work they are doing - Photo collection from events with event summary	- Steering Committee - Action Teams - Residents, businesses and partner organizations	- Steering Committee meetings - Action Team progress - Events

Frequency of Contact

Project Start Date - Day of - One week later Community Meeting - Minimum two weeks prior - One week - Three days prior - Day before - Day of - Day after - One Week After Action Team Meeting	Public Unveiling - One month prior - Two weeks prior - One week prior - Three days prior - Day before - Day after - One Week After Commission - Two weeks prior - One week prior - Day before
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• One month prior • Two weeks prior • One week prior • Day before • Day after	• Day after • One Week After
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Section III: Accountability & Evaluation (to be updated at project completion)

This section describes how the success of engagements will be evaluated, and how participants can see follow-through. It will be constantly updated throughout the course of the project with new evaluation metrics. After each engagement, it will be added to the Engagement Log and an Engagement Report will be recorded.

Public Involvement Feedback

After all public engagements, meeting notes will be uploaded to the Greater Hill District Master Plan EngagePGH and City webpages. All forms of surveys collected at public meetings will be anonymized and summarized on the project website.

Steering committee members will share input with and seek feedback from their organizations. The feedback from organizations will guide and assist outreach.

Public Involvement Evaluation & Monitoring

Each engagement will be evaluated and the process will be adapted accordingly. The following resources will be used from the Pittsburgh Public Engagement Guide: Engagement Log (pg. 66), Engagement Report (pg. 67). We need representation, partnership and collaboration from every sector of the Hill District to make this a equitable planning process. The Department of City Planning has partnered with the Office of Equity to develop an plan. The City of Pittsburgh will hold its equity commitment and related beliefs at the center of decisions that impact the Greater Hill District.