



Greater Hill District Master Plan

STEERING COMMITTEE MEETING/WORK SESSION

Ose Akinlotan

Department of City Planning

June 22, 2021



Today

Time	Activity
6:00-6:05 p.m.	Virtual Mingle (5 min)
6:05-6:10 p.m.	Welcome & Introductions (Consultants)
6:10-6:40 p.m.	Public Engagement Plan Approval (30 min)
6:40-7:20 p.m.	Online Open-House/Engagement (40 min)
7:20-7:50 p.m.	Next Steps (30 Minutes)
7:45 – 8:00 p.m.	Questions & Homework

Public Engagement Guide

- Developed starting in Fall 2018 in partnership with a Public Engagement Working Group composed of local public engagement experts and community groups.
- The Guide outlines a framework for how the City conducts engagement efforts for all long-range planning & policy projects. **The Guide requires that staff create Public Engagement Plans at the outset of projects.**
- A Public Engagement Toolkit describes 40+ engagement techniques including the resources needed.

More information: pittsburghpa.gov/dcp/EngagePGH



Public Engagement Plan



Public Engagement Plan

A Public Engagement Plan (PEP) is a living document that establishes the engagement approach for a project, sets expectations with the public for engagements, and hosts records of all engagements throughout a project.

There are three sections:

1. Project overview
2. Explanation of the public engagement process
3. Accountability and evaluation metrics.

The PEP will be uploaded to the project website and EngagePGH once completed and will be updated as the project progresses.

Public Engagement Plan

Section 1: Project Overview

- Overview of a project for the general public.
- Simple, understandable language.
- Explains why the public should invest their time in the project.

See PEG pgs. 47, 48

Section 1. Project Overview	
Introduction	State briefly what the project is and why the community is/will be invested in the project outcomes. • The purpose is to have simple language that can be shared broadly. • This should be brief, clear and explain why the public should invest their time in the project. It should include all information relevant to potential Steering Committee members.
Project Area & Demographics	Gather background information about the affected population you intend to reach (ex. population, race, income, language or dialect spoken, customs, historical or geographic data, relevant data reports, etc.) • For example, see the Comprehensive Plan State of the City report (2020). • What other research will you need to better know and understand the relevant public? How will you identify community strengths and assets? Include a map or representation of the affected geography.
Project Goals & Outcomes	Explain what you hope to achieve by completing this project. • What is your main purpose for involving community members? • What are the key issues that the project will address? • How have you addressed the equity implications of your project (pages 22-23)?
Project Timeline	Complete a table timeline for your project. • Example timeline can be found in the Appendix on page 52.
Project Resources	Outline your resources for the overall project. • Provide broad terms such as funding sources, overall budget for engagement, food and advertising, and capacity being dedicated.
Previous Planning	List previous planning or policy created on this topic and how it is related to this project.
Concurrent Efforts & Coordination	Discuss what concurrent planning or policy is underway across the City that may impact your project. Consider what impact it may have on your process, or your outcomes.
Decision-Making Process	What decisions will be made as a result of this process, who decides them, and how does the engagement fit into the overall decision-making process? • Do you have representation from affected communities in decisions? • What decisions need to be made after the engagement and how will the community be involved in that process? • How will the affected community be informed of final decisions?

Public Engagement Plan

Section 2: Public Engagement Process

- Describes intention for public engagements.
- Explains how the approach responds to the Public Engagement Principles.
- Describes any steering or advisory committees.

See PEG pgs. 47, 49

Section 2. Public Engagement Process	
Stakeholder & Issues Assessment	Identify key stakeholders using the Stakeholder and Issues Assessment Worksheet (pg. 53). • Who is affected by, involved in, or has interest in the project issues? • What steps will you take to ensure impacted communities that were not historically included in the decision-making process are included?
Project Team & Steering Committee(s)	List all members of the project team and their contact information. Explain how the Steering Committee is chosen; list all members and their affiliations. • What stakeholder type are they and are there any conflicts of interest?
Public Engagement Overview & Tools	Briefly describe how you intend to engage the public about your project. Explain in detail each engagement opportunity, where it falls in the Public Engagement Spectrum, and what engagement tools will be used. • Use the worksheet for Assessing Public Impact and the following one-pager on Determining the Level of Engagement (pg. 56-57) • Use Engagement Process Table to map out your engagements (pg. 58-59). • To choose engagement tools, refer to the Public Engagement Toolkit (separate Appendix document). • Why, and with what frequency/geography will each tool be used? • Who are the key audiences for each intended engagement? • Do you or others in the project team have appropriate partnerships or contacts to initiate and support the determined level of engagement?
Communications Strategy	Identify a plan identity and name. Explain your Communications Strategy (pg. 58-59). • Consider how you will use various communication tools and why. • Consider the Logistics of Community Engagement (pg. 60). Apply accessibility considerations (per p.60) • Use communications tools such as comment cards (pg. 61) and a project website (pg. 62-63) • Establish consistent messaging (including branding) from the outset
Public Engagement Principles	How does your chosen engagement process realize the City's Public Engagement Principles (pg. 34)? • Are there trust issues among members of the public or a community that may prevent or make difficult full engagement? • How will you address the differences among affected communities? • Is there community and public support for your project?

Public Engagement Plan

Section 3: Accountability & Evaluation

- Describes how engagement will be tracked and reported during and upon completion of the planning process.
- Describes how you will evaluate success of the project in terms of the engagement process and outcomes.
- Document all engagements.

See PEG pgs. 47, 50

Section 3. Accountability & Evaluation	
Feedback Loop	What is in place to inform the community of benchmarks or progress about the project during the process, and after completion? • How will you recognize the contribution of community members? • Will there be opportunities for formal project/program updates and feedback (ex. meetings, website updates, phone calls, emails)? • Who will inform the community on impacts of final decisions? After each engagement, complete the following: • Engagement Log (pg. 64) • Engagement Report (pg. 65)
Evaluation & Monitoring of Success	Determine how you will evaluate the success of your project both in terms of process and outcomes. Use Exit Surveys (ex. Engagement Survey, pg. 66, and Demographic Survey, pg. 67) at large public meetings to assess the impact of engagement. Summarize Exit Surveys after each phase of engagement into short reports uploaded to the project website that cover the following: • Were you able to successfully reach the intended audience? See sample sign in sheets on pages 68-69. • Did people receive necessary information to make a relevant response? • Was the right type or level of engagement chosen? • Was feedback from the community positive or negative? • Did the community feel like they received proper feedback on the results of previous engagements? • How does the project outcome reflect the specific feedback and insight you received through the engagement process? • Did attendees indicate they want to be part of a similar process again? Why? • How can you adapt going forward to make the process better, more inclusive, and more impactful?

Public Engagement Plan

Co-Creation Process

- **April 2021** – Steering Committee will begin to develop engagement goals and identify how engagement activities from the toolkit could achieve the goals.
 - Steering Committee will establish a Public Engagement sub-committee.
- **May 2021** – Staff present the full outline of the Public Engagement Plan and its content including engagement goals and tools and communications strategy.
- **June 2021** – Steering Committee reviews and make comments on draft Public Engagement Plan before it goes into use. summary of Steering Committee member comments around engagement and communicating with their organizations/groups.
- Will be updated as needed at later points.



Goals of Public Engagement

Public Engagement Plan

DCP will co-create the following elements of the PEP with the Steering Committee:

- Goals of public engagement – May
- Public engagement tools – May
- Communications strategy – May
- Confirm PEP – Tonight

Goals for Engagement

- **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 Hill District 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.

Engagement Principles

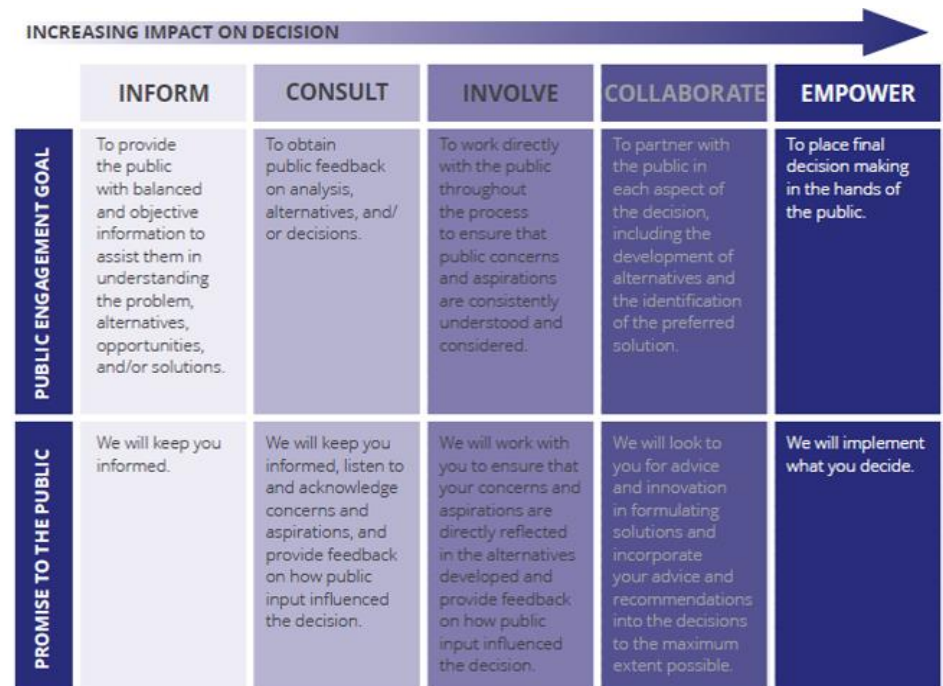
- Center Black Place/Hill-Based Expertise and Wisdom
- Build a Foundation of Trust
- Maximize Participation
- Center Equity and Fairness
 - Adjust/Right Historical Wrongs
 - Promote Economic Justice
- Transparency and Open Communication

Public Engagement Tools



Levels of Engagement

- **These levels are cumulative**
– if you engage at a "collaborate" level, you must also "inform", "consult", and "involve".
- **The goal is not to have the "highest" level of engagement**, but to instead choose the appropriate level of engagement for a project following thorough analysis of stakeholders and context, and then transparently and clearly communicating with the participating public what they can expect when engaging in this project.



INCREASING IMPACT ON DECISION					
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC ENGAGEMENT GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities, and/or solutions.	To obtain public feedback on analysis, alternatives, and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision, including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

Section 1. Project Overview

Introduction, Project Area, Demographics

- The City of Pittsburgh is working with the Greater Hill District community to update and adopt a 10-year plan with a shared vision for the future and the projects and programs necessary to make that vision a reality.
- Once adopted by the City Planning Commission, the Greater Hill District Master Plan will become City policy and guide public and private investments in the area.
- The plan area generally includes the neighborhoods of Crawford Roberts(Lower Hill), Bedford Dwellings, Middle Hill, Terrace Village, and the Upper Hill.
- Demographics will be included in the Background Report.

Section 1. Project Overview

Project Timeline



Section 1. Project Overview

Project Timeline

Action Team Timeline (Projected September-December 2021)	
Action Team Meeting 1	RESEARCH. Understanding the baseline for issues to appropriately develop proposals, identify existing conditions. Bring in experts to augment level of conversation Host a Public meeting to ask "Do we understand the Goals, and problems, correctly?" Report to the steering committee
Action Team Meeting 2-3	PROPOSAL DEVELOPMENT. Engage in conversation around how we can address the strengths, weaknesses opportunities, and threats outlined in the research phase. Host a public meeting to ask "Are our proposals adequately addressing issues?" Report to the steering committee
Action Team Meeting 4(-5?)	VETTING & FINALIZING. Work through the draft of the Action Teams section of the Neighborhood Plan and final proposals. Heavy emphasis on Steering Committee and Action Team members conducting small external engagements.

Section 2. Engagement Process

Project Team & Steering Committee

- The Steering Committee is an advisory group that will meet monthly and guide plan development to ensure that all stakeholders in the Hill District are represented.
- Committee members will review the work of the Action Teams, support plan adoption, and make a commitment to working toward implementation.
- The committee is expected to participate in the full planning process, represent their organization and themselves, and report back to the community.
- The full Steering Committee charter and rules of engagement as presented at the November 2020 meeting will be included in this section.

Section 2. Engagement Process

Communications Strategy

Target Audiences

- Greater Hill District Residents
- Academic Institutions: students, faculty, staff
- Cultural Institutions: employees, visitors
- Businesses: employees, patrons
- Partner Organizations
- Government Agencies
- Adjacent Neighborhoods
- All other Pittsburghers
- Consultants
- Department of City Planning Colleagues

Section 2. Engagement Process

Communications Strategy

- **Methods:** Facebook, Instagram, Twitter, NextDoor, Project Website, EngagePGH, Flyers, Mailings, Email, City OCA E-Newsletter, Medium (blog).
- **Used For:** Events, community building, coverage, photo sharing, engagement/conversation, notice of events & meetings, sharing documents and presentations.
- **Project Milestones to Communicate:** Project start date, surveys, community meetings, action team meetings, public unveiling, commission dates, etc.

Section 2. Engagement Process

Communications Strategy

We need your Input

- **Hill District Residents:** Reached by a variety of sources, including community organizations, neighborhood groups and associations, public agencies, elected officials, businesses, other organizations and institutions.
- **Neighborhood Associations:** Not all neighborhood associations, organizations use social media, and so utilize Pitt CEC and the City may need to push digital interaction or another in those areas.

Section 2. Engagement Process

Communications Strategy

Input from Steering Committee Members CONTINUED

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

Section 3. Accountability & Evaluation

- After all engagements, meeting notes will be uploaded to the City website and/or EngagePgh.
- For all surveys and worksheets collected at public meetings, one- to two-page reports and exact responses (anonymized) will be provided on the website and/or EngagePGH.
- A standard evaluation form will be used at the end of each engagement in order to demonstrate success of process and outcomes.
- Each engagement will be summarized with an engagement report (PEG, pg. 67) and added to an engagement log (PEG, pg. 66).

*GHDMP Engagement Report and Log are available on the Steering Committee EngagePGH Page

Public Engagement Plan

Next Steps

- Review and Approve Public Engagement Plan at June Steering Committee Meeting- TONIGHT
- Circle back on Action Teams as we get closer to those.
- Living document that can and will be updated as needed.



Virtual Open House/Engagement

Hill Community Development Corporation



Bi-Monthly Hill District Plans Meeting

Tuesday, July 13, 2021 | 5:30 – 7:30 PM
Via Zoom and Live on Facebook

Join the Hill CDC & Agency Partners for...

- ▶ **Greater Hill District Master Plan Codification:**
Meet the Staff and Consultants
Gap Analysis
Virtual Engagement and Upcoming Cookout
- ▶ **Transportation and Mobility Study & NEXTransit**
Virtual and Pop-up Engagement Locations
- ▶ **MovePGH**
- ▶ **Bedford Choice Redevelopment**

Join Us. Stay Connected. Be Informed.

Register Today at [hilldistrict.org/register!](https://hilldistrict.org/register)

Call: 412-765-1820 | FB, Twitter, & IG: myhilldistrict

Proposed Agenda- July 13th

- Team Introduction
 - Community
 - Staff
 - Local
 - Consultants
- Greater Hill District Master Plan Overview
- Neighborhood Plan Guide Overview
- Gap Analysis –Brief Overview
- Online Engagement Activity

GHDMP

Goals

- Building upon the African American cultural legacy;
- Creating family-friendly housing without displacement;
- Fostering economic empowerment and commercial development;
- Making the Hill District a green and well-designed community; and
- Mobility, Transportation, and Parking.

Neighborhood Plan Guide

The goals of the guide are to:

- Create consistent and high quality plans citywide;
- Improve communication about City-led neighborhood planning processes and what to expect from them;
- Clarify roles and responsibilities for all involved; and
- Align plans and outcomes with EcoDistricts, Sustainable Development Goals, and adopted City goals.

Read the guide:

<https://pittsburghpa.gov/dcp/neighborhood-planning-guide>

Neighborhood Plan Guide Chapters

1. Community This chapter focuses on the existing residents, employees, students, and visitors of the planning area with proposals for how they can be better served by the district.		3. Mobility This chapter focuses on how people get around and will typically include strategies for improving safety, reducing the negative impacts associated with traffic, and shifting trips to and from the planning area to more efficient and healthful modes of travel.	
<u>Required:</u> Community Programs and Livability Cultural Heritage and Preservation Public Art Public Safety Public Facilities and Services Public Health	<u>Optional:</u> Community Uses in the Right-of-Way Nuisance and Enforcement Issues Schools and related programs (Required if within the plan area)	<u>Required:</u> Transit Service and Stations Pedestrian Access, Safety, Circulation Accessibility Bicycle Infrastructure Traffic Safety Parking	<u>Optional:</u> Mobility as a Service (MaaS) Freight Operations
Key Agencies: Dept. of City Planning, Mayor's Office, Office of Equity, Dept. of Public Safety, Community Affairs, and Public Schools.		Key Agencies: Dept. of Mobility and Infrastructure, Port Authority of Allegheny County, and Pittsburgh Parking Authority.	
2. Development This chapter establishes the agenda for physical change to a district whether that be through new buildings, commercial corridors, residential areas, etc. Creating new affordable housing and commercial opportunities can be addressed in this chapter.		4. Infrastructure This chapter includes all the non-transportation systems that nourish and maintain a district including how stormwater is handled, needs for open spaces, the energy systems that serve all buildings, and how waste is reduced and reused. There are many opportunities for these projects to meet multiple objectives (e.g., open spaces that also manage stormwater).	
<u>Required:</u> Land Use Policy and Regulations Urban Sustainable Design Equitable Economic Development Housing	<u>Optional:</u> Commercial Corridors or Nodes Transit Oriented Development Brownfield Reuse and Remediation Schools Academic, Medical and Religious Institutions	<u>Required:</u> Stormwater Management Floodplain (<i>if applicable</i>) Open Space Energy System Planning Waste Management and Recycling Tree Canopy Habitat Restoration Digital Network	<u>Optional:</u> Urban Agriculture Air Water Use Systems Integration

Community Discussion: What to Update, Expand, Add?

What Needs to be Updated or expanded?

Historic Preservation

Public Safety

Public Health

Public Facilities and Services

Public Art

What needs to be added?

Schools and Related Programs

Community Resilience



Neighborhood Plan Guide: <https://pittsburghpa.gov/dcp/neighborhood-planning-guide>

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Development Discussion: What to Update, Expand, Add?

What needs to be updated or expanded?

What needs to be added?

- Land use regulation and policy (NPG)
- Urban sustainable design (NPG)
- Community Resilience? (From last Steering Committee meeting. May be Community chapter.)





NEIGHBORHOOD PLAN GUIDE – MOBILITY

Required

- Accessibility
- Pedestrian Infrastructure
- Bicycle Infrastructure
- Traffic Safety
- Parking
- Transit Service and Stops

Optional

- Mobility as a Service (MaaS)
 - Loading Operations
-
- Partners include DOMI, PAAC, Pittsburgh Parking Authority (PPA), and you
 - Transportation subject matter experts / consultants will be preparing the chapter
 - These are defined generally so what do they mean for the Hill District?

Topics for the Infrastructure Action Team

Required Topics

- Stormwater management
- Open space
- Energy systems
- Utilities
- Waste and recycling
- Tree canopy
- Habitat restoration

Optional Topics

- Urban agriculture
- Digital network
- Air quality



Neighborhood Plan Guide: <https://pittsburghpa.gov/dcp/neighborhood-planning-guide>

Project Team

Name	Organization	Role on Project
President & CEO Marimba Milliones	Hill District Community Development Corporation	Co-Chair
Councilman Daniel Lavelle	Council District 6, City of Pittsburgh	Co-Chair
Ose Akinlotan	Department of City Planning, Strategic Planning	Project Manager, Community Action Team
Derek Dauphin	Department of City Planning, Strategic Planning	Supervising Planner, Development Action Team
Josiah Gilliam	Mayor's Office of Equity & CitiParks	Community Action Team
Dara Braitman	Department of Mobility and Infrastructure	Mobility Action Team

Project Team

Name	Organization	Role on Project
Breen Masciotra	Port Authority of Allegheny County	Mobility Action Team
Nick Fedorek	Urban Redevelopment Authority	Development Action Team
Martina "Marti" Battistone	Department of City Planning, Environmental Planning	Infrastructure Action Team
Megan Zeigler	Green Building Alliance	Infrastructure Action Team
Flore Marion	Department of City Planning, Sustainability & Resilience	Infrastructure Action Team
Sarah Yeager	Department of City Planning, Sustainability & Resilience	Infrastructure Action Team

Project Team

Economic Development and Urban Design Consultants

- Firms: ECONorthwest, Mithun, Inc; Ideas and Actions and Studio Sewde
- Urban Design Study, Economic Development Study, Centre-Heldman Site Activation Plan, Implementation Plan

Transportation Consultants

- Firms: Kittelson & Associates, NspireGreen, and Langan
- Curbside and Parking Management Strategy, Transportation Study, Transportation Demand Management
- **Parks Master Plan Consultants**
- Firms: Groundswell and Deep Dive Detroit



My profile ▾

🔍 Search

EngagePGH



Update and Adopt EngagePGH

<https://engage.pittsburghpa.gov/ghdmp>

- Information about the plan and process
- Upcoming meetings
- Future Action team information
- Receive updates/Follow the project
- Engagement opportunities

EngagePGH Login Instructions

- Click or copy and paste the following link into your browser: <https://engage.pittsburghpa.gov/index.php?cID=668>
- Login with your existing credentials if you already have an account, **if not enter your email and your password is Engage123**
- **PLEASE RESET/PERSONALIZE PASSWORD**
- **SELECT FOLLOW to receive updates**

A scenic view of a city skyline from a grassy hill. In the foreground, there are several tall, thin trees with bare branches and a playground with orange slides. The middle ground shows a residential area with houses and a parking lot. In the background, a city skyline is visible under a blue sky with scattered clouds. The text "Next Steps" is overlaid in the center of the image.

Next Steps

What's Next

- Weath Generation Workshop
- In-Person Open-House/Engagement
- New Steering Committee Members
- Topical Chairs/Leadership Circle

Marc Norman



Wealth Generation Workshop

Purpose: Outline the issues, opportunities, and barriers related to wealth generation in the Hill District.

Tentative Date: Week of July 26th

Consultant team participants:
Marc Norman – Ideas and
Actions (lead),

Tyler Bump and Kaitlin Le Bonte –
EcoNorthwest



Tyler Bump



Kaitlin La Bonte

In-Person Open-House/Engagement

Projected Date: Late August

- Attempted Alignment with Representative Wheatley's Health & Wellness Weekend.
 - August 21st, 2021

Steering Committee Members



Role of the Steering Committee

Committee members are expected to participate in good faith. The following rules of behavior apply to all members:

1. Prepare for and attend all meetings;
2. Participate fully and honestly, commenting constructively;
3. Treat fellow members with respect, particularly when there are differences of opinion;
4. Allow others to say what they believe is true without fear of reprisal; this is a safe space.

Role of the Steering Committee

5. Abide by the rule that only one person can talk at a time and avoid side conversations during meetings;
6. Consult with the groups you represent between Steering Committee meetings as requested by staff;
7. Only represent your organization's views when speaking with others about the planning process; and
8. Do not speak on behalf the Steering Committee or its members, and direct media requests seeking information about the Steering Committee to the Project Management Team.

Nominated Members

First Name	Last Name	Category
Claudy	Pierre	Resident and Business Owner
Tenika	Chavis	Resident and Business Owner
Monica	Smith	Business Owner
Darnell	Denkins	Resident
Sam	Black	Resident and Business owner
Deb	Parker	Resident
Lakeisha	Wolf	Business Owner
Donnie	Kyte	Business Owner
Deidra	Washington	Business Owner

Leadership Circle/Topical Co-Chair Nominees

First Name	Last Name	Organization	Chapter/Topic
Rev. Paul	Abernathy	Neighborhood Resilience Project	Community
Marimba	Milliones	Hill CDC	Community
Claudy	Pierre	Eat Initiative	Community & Development
Derrick	Tillman	Bridging the Gap Development	Development
Felicity	Williams	Hill CDC	Development
Sabreena	Miller	Uptown Partner	Mobility
Ashley	Cox	EvolveEA	Infrastructure
		Cosmos Technology	Infrastructure

Our Next Meeting

- July 27th, 6-8PM
- Focus: August Open House Materials
- Homework:
 - Promote the July 13th Plans Update Meeting

Q&A and Other Business

- Any questions?
- Additional Announcements?



PRIDE MONTH
2021



JUNETEENTH
FREEDOM DAY

- **Ose Akinlotan, Project Manager**
Ose.Akinlotan@pittsburghpa.gov
- **Derek Dauphin, Supervising Planner**
Derek.Dauphin@pittsburghpa.gov
- **Andrew Dash, Director of City Planning**
Andrew.Dash@pittsburghpa.gov