



Our mission is to build a better Oakland through job placement services, neighborhood preservation and investment programs, resident volunteer efforts, youth services and community engagement.

BY THE NUMBERS 2011/2012

- **723** City residents who received job seeking assistance from JobLinks
- **300** Free bags of "green goodies" distributed to Oakland households to help reduce energy and water consumption
- **16** Vegetable beds managed by LEADS youth in community gardens across Oakland
- **3.21** Average 2011/2012 GPA of all School 2 Career students
- **4,551** Training hours logged by School 2 Career students in career fields of their choice
- **100** Percentage of School 2 Career 2012 graduates accepted into college and eligible for Pittsburgh Promise scholarship funds
- **405** Average number of clients served by JobLinks in 2011/2012
- **179** Clients served by JobLinks through partnership with the City of Pittsburgh's EARN program

- **76** New Certified Nursing Assistants trained through JobLinks
- **60** New Home Health Assistants trained through JobLinks
- **314** Clients certified in First Aid/CPR classes through JobLinks
- **253** Job seekers placed in paying jobs through JobLinks
- 173 New street trees planted in Oakland
- 43 Certified tree tenders in Oakland
- **20+** Housing Court and Zoning Board of Adjustment hearings attended by Oakland residents and partners
- **156** Members of Oakwatch: The Oakland Code Enforcement Project
- **3** Single family homes sold with five-year owner occupancy contract
- **100+** Residents engaged in public process to create a community plan for former Schenley High School building

- **1,548** Volunteers mobilized by Keep it Clean, Oakland!
- **2,876** Hours of volunteers dedicated to Oakland community service projects
- **884** Bags of trash (8.84 tons) collected by Keep it Clean, Oakland! volunteers
- **450+** Oakland stakeholders who participated in creating The Oakland 2025 Master Plan
- **29** Students groups who participated in monthly Adopt-a-Block cleanups
- **440,000** Dollar amount leveraged to launch construction of five new single-family homes on Frazier Street
- **53,408** Dollar amount leveraged for residential façade improvement projects
- **55** Community dialogue sessions completed across Oakland in first phase of Oakland 2025 planning process

Transformation

A Vision for Our Community's Future OPDC celebrates a banner year of transformational change with this annual report. I'm pleased to share the results of our work to serve, engage, inspire, and transform things for the better.

It's a privilege for me to work in a vibrant community with a talented, committed team of board and staff who make creative problem solving engaging and rewarding. We are committed to quality service — to our workforce clients, School 2 Career students, and neighborhood residents and stakeholders. We aim to deliver results where they are needed to make a difference in people's lives. To ensure our ability to continue to serve, we strengthened OPDC internally over the past year with efficient financial management, an infusion of new board members, and a new workforce and youth programs office.

Robust community engagement is critical to everything we do. Our work over the past year shows what can happen when we come together. OPDC engaged hundreds of residents, partners, and stakeholders to complete The Oakland 2025 Master Plan while also launching projects and initiatives to improve neighborhood quality and livability.

Oakland 2025 inspired the Oakland community to imagine something new. We now have a vision for the future of the neighborhood and a road map to ensure we get there. OPDC will continue to engage the community as we all work together to implement the plan. There are big tasks ahead and we'll need everyone's input, creativity, and advocacy to meet these challenges.

We at OPDC pride ourselves on being catalysts for transformation. We're inspired to look at things in a new way and make something better happen. We transform incomes, careers, grade point averages, vacant buildings, overgrown lots, SAT scores, homes, and streets. Thank you for your interest and support of OPDC as we reflect on last year's successes and continue to deliver in the coming year.



Wanda E. Wilson, Executive Director



The Oakland 2025 Master Plan: A Vision for Sustainable Living and Mobility

Oakland 2025

Oakland 2025's core vision is about creating vibrant, diverse residential neighborhoods that are connected to high-quality multimodal transportation systems that support and grow Oakland as the region's innovation hub. Without a strong set of innovative public/private initiatives to diversify and improve housing stock and related transportation improvements, Oakland risks becoming less desirable as the location of one of our country's most important innovation centers.

Imagine Oakland fifteen years from now.

Pedestrians stroll along treelined avenues while cyclists cruise down bike lanes that connect to existing parks and trails.

The neighborhood has witnessed a dramatic increase in homeownership and private investment.

The major portals into Oakland show innovative architecture and infrastructure.

The city's most captivating murals and public art adorn building facades and public spaces.

LAYING THE FOUNDATION FOR THE PLAN OPDC, with many partners, facilitated an extensive public participation process to ensure diverse stakeholder engagement to create Oakland's first comprehensive master plan in decades. We launched the plan with a stimulating series of community dialogue sessions to encourage interaction and quickly surface issues, visionary ideas, and early action projects. As the action teams began work, we continued to plan with workshops, walking tours, and forums in the fall of 2011. With the design ideas and potential solutions in hand, the planning team validated, prioritized, and tested them through analysis, benchmarking, and stakeholder interviews in the first half of 2012.

MAKING THE VISION A REALITY Built upon a strong foundation of prior plans and successful project implementation by Oakland stakeholders, Oakland 2025 tackles our major challenges and provides concrete steps to realize positive change. Oakland is at a tipping point as demographic and socio-economic data show that for Oakland to thrive as a desirable place to live and work, transportation and housing must be developed in a carefully coordinated manner. Oakland's economic engine must translate into better connectivity and improved neighborhood livability. Oakland 2025 also addresses commercial development, open space, art, and building community social capital as well as conceptual proposals for four urban design focus areas that are strategically important and timely.





Staff and constituents from all Oakland NPP agencies partnered to shape and drive The Oakland 2025 Master Plan, giving direction, prioritizing goals, and advocating for the health of Oakland's neighborhoods and those who live, work, and play here.

Plan&Partner

Oakland is fortunate to have many service providers and resources to meet the extensive community needs and challenges. OPDC brings together these partners and those in neighboring communities to increase the effectiveness of everyone's work and deliver more results for the community. OPDC is nimble and convenes community members when we recognize a planning opportunity to ensure the community's voice is heard.

"Recognizing that the strength of our border communities is significant to our own neighborhood's revitalization, we value our collaboration with OPDC... especially as it provides opportunities to build sustainable wealth for our neighborhoods' residents and leverages positive change for commuters and development along the Fifth/Forbes corridor, connecting Oakland, Uptown and the Hill to Downtown."

— Jeanne McNutt, Executive Director, Uptown Partners **SHAPING THE FUTURE OF SCHENLEY HIGH SCHOOL** Knowing Pittsburgh School Board's intention to sell the former Schenley High School building, OPDC partnered with the Schenley Farms Civic Association, the Bellefield Area Citizens Association, the Office of Councilman William Peduto and over 100 residents to create a community vision for the adaptive reuse of the building. Consequently, the third party broker hired by the school district utilized the report and included community requirements in the Request for Proposals for all bids on the property.

COLLABORATING ACROSS BORDERS OPDC serves as the convening fiscal agency for the Pittsburgh Central Collaborative. We collaborate with our partners in Uptown and the Hill District on projects like the Pittsburgh Wealth Building Initiative and the Bus Rapid Transit (BRT) alternatives analysis — projects that go beyond neighborhood boundaries on a map.

SERVING OAKLAND ALONGSIDE OUR PARTNERS OPDC acts as the primary convening agency for the Oakland Neighborhood Partnership Program (NPP). This year, NPP partners served 2,745 neighbors at local food banks, removed 24,000 pounds of debris from Oakland streets, helped 723 residents seek work with neighborhood employers, and connected hundreds of at-risk youth, mentally ill neighbors, and those facing homelessness with educational supports, counseling, and secure housing.









¹See page 16 for a full list of PCC partner organizations.

²See page 16 for a full list of Oakland NPP partner organizations. The Oakland NPP is supported by the PA Department of Community and Economic Development (DCED) Neighborhood Assistance Tax Credit Program with investments from Dollar Bank, PNC Bank, and UPMC Health Plan.



Live&Invest

OPDC provides rental and for-sale housing solutions for a diverse population to create a healthy balance in Oakland's residential neighborhoods. We encourage reinvestment and stabilization of the community through real estate development, high-quality property management, home ownership opportunities, and our Residential Façade Grant Program.



"I am so thankful that a program like this exists in our community to help homeowners make improvements to their properties at a fraction of the cost."

Denise Manse,
 2011 façade grant recipient

PRESERVING QUALITY AFFORDABLE RENTAL HOUSING OPDC owns and manages 78 residential units throughout the neighborhood. We're proud to offer 90% of our units at an affordable rate¹ for families, senior citizens, and individuals with disabilities. Last year, two-thirds of our units received some type of rent subsidy through a variety of partners. We maintain a vacancy rate of less than 3% and now partner with Friendship Community Presbyterian Church to manage units they own in West Oakland. OPDC also owns and manages 5,000 square feet of commercial space in Central Oakland.

ERASING BLIGHT THROUGH INCREASED HOME OWNERSHIP In 2011, we partnered with Frazier West LLC² to develop five new single-family homes on Frazier Street that will be completed by spring 2013. We secured \$440,000 in gap funding from the Allegheny County Community Infrastructure and Tourism Fund, the Urban Redevelopment Authority, and Pittsburgh Partnership for Neighborhood Development to launch the project.

RESTORING HISTORIC CHARACTER TO OAKLAND HOMES We awarded \$20,000 in façade improvement matching grants to nine Oakland property owners and leveraged \$53,408 in private investment for renovation projects that included painting and repairing porches, and replacing siding, gutters, windows, and roofs.

¹OPDC uses the Fair Market Rate for Allegheny County as established by HUD.
²Frazier West, LLC is a partnership of Kristopher G. Senko, Robert J. Senko and Alfred Depasquale.











Through Oakwatch, OPDC has mobilized residents to submit over 150 requests in the last year to the City of Pittsburgh's 311 Response Line, garnering city attention and resources to bring our homes, streets and buildings up to code.

Connect&Engage

OPDC takes pride in weaving a social fabric that engages our diverse population in an array of programs and volunteer opportunities designed to keep Oakland attractive, safe, and growing. Robust community engagement is the foundation of all our work.



KICC Keep It Clean, Oakland!

A PROJECT OF Oakland Planning and Development Corporation

"I am greatly benefiting from attending the Oakwatch meetings. Thanks to the information you provided me on using and tracking 311 calls, I was able to contact the right people and within 48 hours get a missing sign on my street replaced. Yes, I will be at the next meeting—hopefully learning more about Oakland."

— Ethel De Iuliis,

Parkview Avenue resident

GREENING OUR COMMUNITY THROUGH YOUTH ENGAGEMENT In its second year, our LEADS (Learning Environment and Developmental Sustainability) youth built and managed six new vegetable beds in South Oakland's Frazier Farms Community Garden and two new beds at the Earl Brooks Community Garden in West Oakland. They partnered with GTECH Strategies, Phipps Conservatory and the Homewood Junior Green Corps in a variety of educational workshops and delivered free produce to 30 local senior citizens and the Community Human Services food pantry. As a result, 100% of harvest recipients reported maintaining a healthier diet, 75% said their weekly grocery bill decreased, and all respondents hope to participate in the program next year.

MOBILIZING VOLUNTEERS FOR BLOCK-BY-BLOCK BEAUTIFICATION Last year, our KICO (Keep it Clean, Oakland!) program managed 1,548 volunteers who gave 2,876 hours and picked up 884 bags of trash (8.84 tons) through projects like Adopt-a-Block and court-mandated community service. We also partnered with Tree Pittsburgh to register 43 new Oakland Tree Tenders who have planted 173 street trees in Oakland through the TreeVitalize program.

BRINGING CODE ENFORCEMENT BACK TO OAKLAND Out of the first phase of the Oakland 2025 planning process came an early action team who hit the ground running to address problem properties. One year later, through the support of OPDC staff, Oakwatch: The Oakland Code Enforcement Project, convenes monthly roundtables with over 30 representatives including residents and partners such as the Office of the Mayor, the Bureau of Building Inspection, City Council, the University of Pittsburgh, Allegheny County Health Department, public safety officials and more. Residents who once felt forgotten now know how to combat challenges with absentee landlords, litter, parking enforcement, and disruptive behavior.











Last year, 75% of JobLinks placements were in health care positions. Many of our clients who in years past completed our CPR certification, Home Health Assistant, and CNA programs are now certified as Licensed Practical Nurses (LPN) and Registered Nurses (RN).

Work&Earn

Over its 20-year history, OPDC's JobLinks program has evolved into a regional leader in workforce development, matching job seekers with positions at Pittsburgh's most well-regarded employers. We provide a wide range of services, including one-on-one career counseling, assistance with resumes and job searches, overcoming barriers to employment, and focused, in-depth training for those seeking positions in the health care sector.

BUILDING PROMISING CAREER PATHS This year, we served an average of 405 unemployed and underemployed clients each month, including 179 clients referred to us through the City of Pittsburgh's EARN program. Staff helped clients cultivate interview skills, create custom resumes, hone workplace etiquette skills, and guide them through detailed job searches. Our clients started at an average wage of \$10.69 per hour.

CARVING A NICHE IN HEALTH CARE JobLinks specializes in training and placing clients in the health care industry, capitalizing on our proximity to the world class institutions here in Oakland. This year, our instructors trained 76 people to become Certified Nursing Assistants, 60 more as Home Health Assistants and certified 314 people through First Aid/CPR classes. For the first time, we're able to conduct all training and certification courses on site, using modern amenities and technology in our new Oakland Career Center building.

FORGING POWER PARTNERSHIPS We collaborate with UPMC through its Partnership on Workforce Readiness and Retention (POWRR) program to connect our top-tier candidates directly to UPMC's human resources team for placement. The multi-faceted curriculum focuses on understanding the job, preparing for the job and getting the job, and has succeeded in helping UPMC gain efficiency and stability with increased retention rates and lower job turnover.

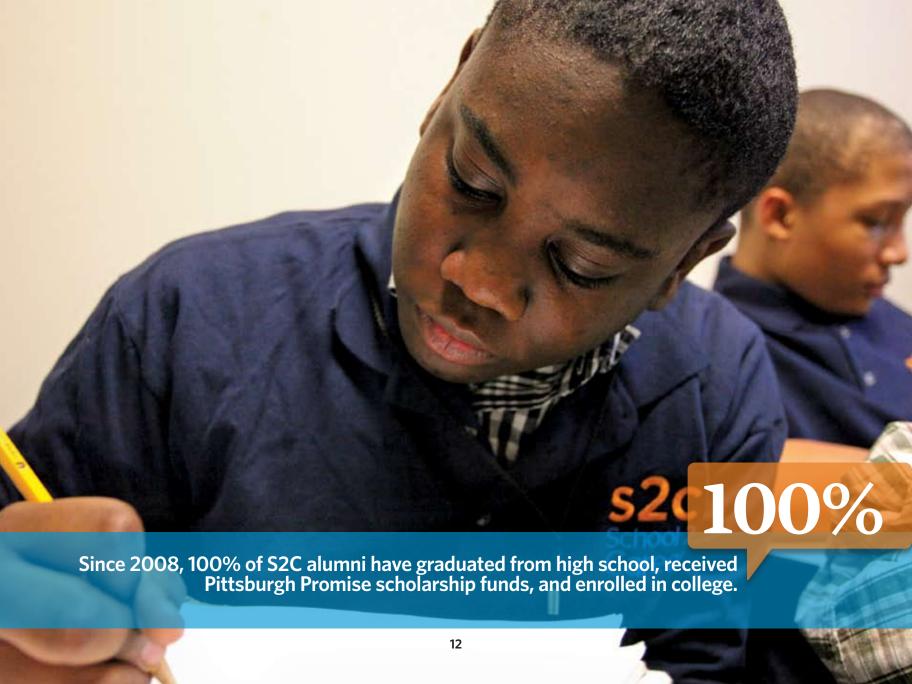
JobLinks

"My experience with JobLinks has made me a better person. I now have a job where I not only help people, but also have more stability, opportunities to move up, and a great benefits package."

 Sean Batyi, former POWRR participant/JobLinks client and current UPMC employee







Believe & Achieve

School 2 Career (S2C) prepares at-risk youth to become competent, confident, contributing citizens in our society through collaboration with the family, the school, employers and the community. We empower students from impoverished families in distressed neighborhoods to overcome barriers through academic support, personal skill building, and mentored career shadowing. S2C teaches the students important virtues such as dependability, accountability and responsibility while providing a strong and caring support system.

\$2C School 2 Career

"At UPMC, S2C students participate and are actively engaged through informative presentations, educational activities, hospital and facility tours, on-site work experiences and mentorships. They learn how to obtain goals while overcoming the many distractions faced by today's youth."

Winifred Torbert, Program
 Director of Educational Initiatives,
 Center for Inclusion at UPMC

INSPIRING ACADEMIC LEADERS S2C'S team of educators engages students in a comprehensive academic enhancement program that includes homework assistance, computer training, tutoring and PSAT/SAT preparation throughout the year. At the end of the 2011-2012 school year, our students had a program-wide average GPA of 3.21; 57% of them finished the year with a higher GPA than the previous year. All seven of our seniors were accepted into college and were eligible for Pittsburgh Promise scholarship funds.

PARTNERING TO DEVELOP CAREER READY YOUTH S2C collaborates with UPMC and other employer partners to provide students with mentored career experiences in the fields of their interest. We've increased our portfolio of partner employers, adding companies in new fields such as technology and public service from across the city¹. This year, students completed 3,082 work placement hours and participated in 41 educational events hosted by these partners.

BUILDING A BRIGHT, NEW PROGRAM CENTER For the first time in its 15-year history, S2C has a permanent home. OPDC transformed an abandoned building in Central Oakland into the Oakland Career Center; students now enjoy a bright, new space, with a better layout, new equipment, and a big kitchen to provide ample snacks and meals.



¹See page 16 for full list of partner employers.



Looking Forward

To say it's been a busy year at OPDC is an understatement. Looking back, I'm amazed at the accomplishments of the staff, interns, and countless volunteers at OPDC. Oakland is transforming into a world class neighborhood. OPDC, in association with our many partners, is playing a lead role in that transformation.

What have we accomplished this year? Completion of The Oakland 2025 Master Plan. Starting construction of new homes on Frazier Street. Improving quality of life and lowering crime with Oakwatch. Completion of a beautiful new facility for JobLinks and School 2 Career. Facilitating Keep it Clean, Oakland!, the LEADS community garden program, and the Residential Façade Grant Program. Maintaining a portfolio of well-run and affordable housing throughout Oakland for families, senior citizens and individuals with disabilities. Leading community discussions with developers about major projects planned in Oakland.

The results are evident. Oakland is cleaner and greener. Our residents are empowered and our streets are safer. There is new interest and investment in Oakland by homeowners and responsible investors. We are enjoying higher employment and a better trained workforce. Our political leadership is engaged. Oakland has new families, amenities, and diversity. Oakland residents see the path to a brighter future ahead.

Looking forward, there is much yet to do. The Oakland 2025 Master Plan has given us a roadmap, but the journey has just begun. As our older homeowners leave their homes, their historic properties will need to be rehabilitated and enjoyed by a new generation of homeowners. More employees in Oakland will need incentives and opportunities to live close to where they work. Oakland will need even more green infrastructure such as street trees and bike lanes. Oakwatch will succeed with even more issues such as illegal occupancy, underage drinking venues, garbage, and dangerous housing conditions. In short, OPDC will continue its vital work to help make Oakland a truly world class neighborhood.

Nathan Hart, President, OPDC Board of Directors



FUNDERS

Allegheny County

Best Buy Children's Foundation

City of Pittsburgh

Design Center

Dollar Bank

First Niagara Bank

McAuley Ministries

McCune Foundation

Pittsburgh Partnership for Neighborhood Development

Office of Councilman Bruce Kraus

Office of Councilman R. Daniel Lavelle

Office of Councilman William Peduto

Pennsylvania Department of Community and Economic Development

PNC Bank

Richard King Mellon Foundation

Sestilli Nursery, Inc

Soergel Greenhouses and Garden Center

Taco Bell Foundation for Teens

The Heinz Endowments

The Pittsburgh Foundation

University of Pittsburgh

UPMC Health Plan

INDIVIDUAL DONORS

Kelleigh Boland

Andrea Boykowycz

James Daniels

Margaret Forbes

Raymond Garofalo

Nathan Hart

Thomas Luxbacher

Gale McGloin

Ryan B. O'Donnell

Bryan M. and Sarah Dieleman Perry

Greg Pierce

Henry Piehler

Kevin Stiles

Laura Swiss

Milta Torres

Adrienne Walnoha

Gary Willingham-McLain

PARTNERS

Allegheny County Health Department

Baum Centre Initiative

Bellefield Area Citizens Association

Bike Pittsburgh

Carlow University

Carnegie Library of Pittsburgh

Carnegie Mellon University

City of Pittsburgh

Community Human Services*

Everyday Democracy

Friendship Community Presbyterian Church

Grow Pittsburgh

GTECH Strategies

Hill House Association

NeighborWorks Western Pennsylvania

Oakcliffe Housing Club

Oakland Business Improvement District*

Oakland Community Council*

Oakland Task Force

Oakland Transportation Management Association*

Office of Councilman

Bruce Kraus

Office of Councilman R. Daniel Lavelle

Office of Councilman William Peduto Office of Mayor Luke Ravenstahl

Office of PA State Representative Dan B. Frankel

Office of PA State Representative Jake Wheatley

Peoples Oakland*

Pittsburgh Community Reinvestment Group

Pittsburgh Parks Conservancy

Pittsburgh Pirates

Pittsburgh Public Schools

Port Authority of Allegheny County

Public Allies- Pittsburgh

Schenley Farms Civic Association

The Corner

Tree Pittsburgh

UCP/CLASS

University of Pittsburgh

UPMC

Uptown Partners of Pittsburgh

Urban Redevelopment Authority

Western Pennsylvania Conservancy

* Oakland Neighborhood Partnership Partner Organization

EMPLOYER PARTNERS

Carnegie Science Center

Centre Avenue YMCA

CORO Pittsburgh

Grace Robinson State Farm Insurance

Greater Pittsburgh Arts Council

Pittsburgh Center for the Arts

Pittsburgh Community Television

Pittsburgh History and Landmarks Foundation

Pittsburgh Pipeline

Schenley Heights Child Development Program at Grace Memorial

Sisters of Mercy Convent

The Campus School of Carlow University, Extended Day

University of Pittsburgh (placements in six different departments)

UPMC (placements in nine different departments)

Weisshouse Interiors

YWCA Homewood-Brushton Community Center



Financial Report: 2011/2012

ASSETS

Forgivable Notes

Total Liabilities

Net Assets

Total Noncurrent Liabilities

| \$ | 1,229,000 | | |
|-----------|-------------|--|--|
| | 54,000 | | |
| | 100,000 | | |
| | 51,000 | | |
| 1,434,000 | | | |
| | | | |
| | 141,000 | | |
| 141,000 | | | |
| | | | |
| | 3,439,000 | | |
| (| (1,390,000) | | |
| 2,048,000 | | | |
| | | | |
| \$ | 3,623,000 | | |
| | | | |
| \$ | 128,000 | | |
| | 166,000 | | |
| | 294,000 | | |
| | | | |
| | 41,000 | | |
| | 1,803,000 | | |
| | \$ | | |

1,096,000

2,939,000

3,233,000

390,000

REVENUE

| 2 | n | a. | 1 | -2 | n | 1 | - |
|---|---|----|---|----|---|---|---|
| | | | | | | | |

| Individuals | \$ 6,000 | 0% |
|------------------------|-------------|-----|
| Corporations | 526,500 | 22% |
| Foundations | 638,200 | 26% |
| State and Local Grants | 396,400 | 16% |
| Leasing Income | 691,100 | 29% |
| Program Fees | 136,100 | 6% |
| Gain on Sales | 26,500 | 1% |
| Other | 9,300 | 0% |
| | | |

Total Revenue \$ 2,430,000 100%

EXPENSES BY PROGRAM

2011-2012

| Administration | 277,000 | 11% |
|-------------------|---------|-----|
| Connect & Engage | 198,900 | 8% |
| Work & Earn | 508,700 | 20% |
| Plan & Partner | 562,500 | 23% |
| Live & Invest | 732,700 | 30% |
| Believe & Achieve | 195,100 | 8% |
| | | |

Total Expenses \$ 2,475,000 100%











BOARD MEMBERS OPDC STAFF

2011-2012

Nathan Hart, President

Kevin Stiles. Vice President

Laura Swiss, Secretary

Andrea Boykowycz, Treasurer

Kelleigh Boland*

Ray Garofalo Ronald Jardini

Ruthie King

Matt Lautman

Ryan B. O'Donnell

Mavis Rainev*

Doug Stewart*

Jason Vrabel

Adrienne Walnoha*

Gary Willingham-McLain

* Thanks to those board members who have completed their many years of service to OPDC.

2011-2012

Lorene Barksdale. JobLinks Program Assistant

Janette Brown. JobLinks Health **Employment** Access Coordinator

Beatrice J. Charles. School 2 Career **Education Specialist**

Kimberly Chatman-Johnson. Office Manager

Lavel Claytor, School 2 Career Placement Specialist

Leon Darden, Central Oakland Cleaner

Darryl Daughtry, JobLinks Director of

Employee Relations and Educational Services

Elly Fisher, Assistant Director

Ginny Giles,

Keep it Clean, Oakland! Program Manager

Ron Goings, Groundskeeper

Christopher M. Kendall, JobLinks Special Contracts Coordinator

Blair Kossis, Property Manager

Nia Ogbonna, JobLinks Data Manager

Bryan M. Perry, Assistant Director for Workforce and Strategy

Rebekkah Ranallo, Communications Manager

Tara Sherry-Torres Community Organizer

Karla Stallworth. School 2 Career Program Director

Rose West, Health Employment Access Assistant

Wanda E. Wilson. Executive Director

David Zwier. Program Manager

INTERNS

2011-2012

Bryant Andrews-Nino, Student-Resident Relations Intern

Akil Holmes, Real Estate Intern

Britteny Johnson, Community Organizing Intern

Aria Reynolds, JobLinks Intern

Daniel Scullin, Communications Intern

Yiwei Zhang, Community Organizing Intern





OPDC is the connector for people with shared concerns—to empower those who need a voice.



Community Improvement through Involvement

Oakland Planning and Development Corporation

235 Atwood Street, Pittsburgh, PA 15213

412.621.7863

opdc.org

