

The Oakland  
Journey: 35 years

OPDC

*The Oakland Journey: 35 years*

Oakland Planning and Development Corporation ANNUAL REPORT 2014-2015

"My most heartfelt congratulations go out to the Oakland Planning & Development Corporation for their 35 years of service to the Oakland community. Throughout my 12 years representing Oakland on City Council and the beginning of my term as Mayor, OPDC has always been an incredible community partner, and a consistent advocate for progress in Oakland. Thank you, OPDC, and best wishes for another great 35 years."

*Mayor Peduto*



Mayor Peduto attends South Oakland Community Day

*"The first Oakland Plan was created between 1977 and 1980, and OPDC was founded as a result."*

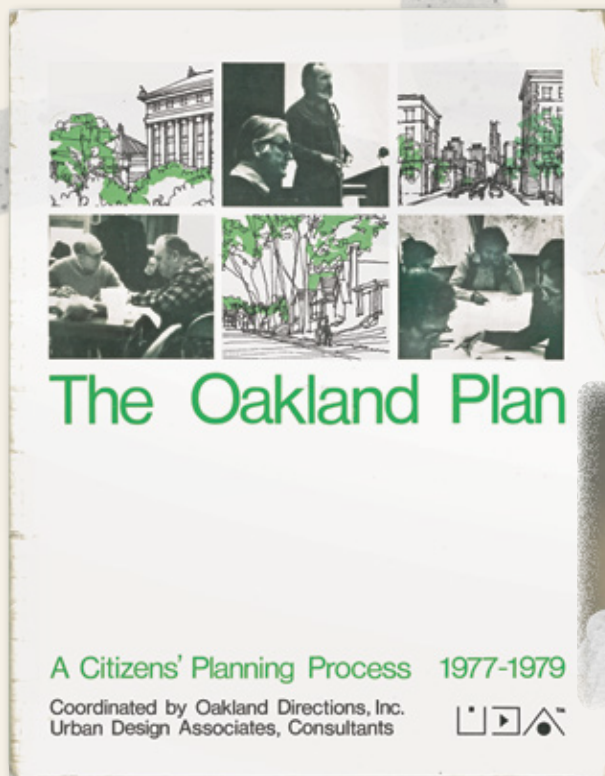
The planning process we used became a community planning template throughout the City of Pittsburgh. The process was truly collaborative, across many sectors — the local government and the institutions working alongside the community members to come up with a plan that included everyone's input.

At the same time, The Ford Foundation came to five cities to encourage the creation of neighborhood-based community development corporations (CDCs) and local stakeholder intermediaries to support them. OPDC was created along with four other CDCs and the Pittsburgh Partnership for Neighborhood Development (PPND) was set up to support them.

OPDC set the pace for real estate development carried out by a CDC as the sole developer and by a CDC with for-profit partners. 264 units of housing and the Western Portal, including a parking garage, a hotel and a school, all based in community planning were completed. The projects often took longer to complete but resulted in quality developments that strengthened the community."

*Sandy Phillips*

Oakland Planning and Development Corporation (OPDC) Founding Director





# By the Numbers

**100%** of School 2 Career seniors graduated from high school, were accepted into college and were eligible for Pittsburgh Promise scholarship funds

**60+** community meetings of Oakland resident associations — OPDC staff attended to hear resident concerns, provide updates from developers and institutions, and gather input on OPDC projects

**1 of 3** new Financial Opportunity Centers in Pittsburgh opened at OPDC's JobLinks office, thanks to support from Neighborhood Allies — helping job seekers build wealth

**10** School 2 Career students received Microsoft certifications — in Outlook, Word, and PowerPoint—giving them substantial credentials as they prepare for college and the workforce

**61%** of our apartments subsidized to provide quality affordable housing for those with special needs and/or low incomes

**191** volunteers contributed **177** hours in the Good Neighbor Campaign to distribute **1,300** welcomes bags of information to students living off campus

**713** visitors, on average, per month to the OPDC, JobLinks, and School 2 Career websites

**3,800** daffodil bulbs planted at the Zulema Street Parklet, Harris Parklet, Ophelia/Lawn Streets Parklet, and Bates Street Parklet, thanks to the Oakland Green Team and Pitt Make a Difference Day

**91%** of our residential rental units are affordable by being at or below the Allegheny County Fair Market Rate as established by HUD

**6,802** training, job-shadowing and volunteer hours logged by School 2 Career students at organizations across Pittsburgh

**25** new affordable rental housing units proposed by OPDC through an application for tax credit financing to the Pennsylvania Housing Finance Agency

**149** submissions to the City of Pittsburgh's 311 Response Center tracked by Oakwatch: The Oakland Code Enforcement Project

**10** new trees planted in South Oakland

**28** proposed projects and developments vetted through the Coalition of Oakland Residents and public meetings hosted by OPDC

**66** landlords involved with the Oakland Landlord Roundtable, convened by OPDC

**69%** of School 2 Career students who closed out the 2014-2015 academic year on the high honor roll and honor roll

**44,521** estimated kilowatts of annual energy savings at OPDC properties, thanks to **\$5,200** in energy efficient improvements subsidized by Duquesne Light

**33** average monthly participants at Oakwatch: The Oakland Code Enforcement Project meetings

**3** community groups from throughout Pittsburgh who contacted OPDC to learn about Oakland's code enforcement model

**57** JobLinks clients served through our partnership with the Three Rivers Workforce Investment Board who retained new jobs for 3+ months

**13** problem properties removed from the Oakland Property Progress List after returning to code compliance

**\$400,000** invested in OPDC real estate projects by the Oakland Development Fund, managed by a board of **8** representatives from the community and local institutions

**14** nights that residents volunteered for a Oakwatch Citizen Observer Patrol

**26** Housing Court, Zoning Board of Adjustment and Planning Commission hearings attended by OPDC staff and community members to contribute input on proposed developments and problem properties

**20** minutes of airtime on WESA 90.5's Essential Pittsburgh program highlighting Oakland's code enforcement model

**350+** Public Service Announcements aired on Pitt's WPTS 92.1 to educate students about the City of Pittsburgh 311 Response Center

**25.8** tons of garbage collected in **7** dumpsters placed throughout Oakland — **6** tons more than we collected the previous year

**18** landlords donated money to fund the 2014 Dumpster Project

**67** clients referred to JobLinks from the City of Pittsburgh EARN program found new jobs

**1,391** university students volunteered **1,228** hours in monthly clean-ups of **34** Oakland blocks through our Adopt-A-Block program

**178** court-mandated volunteers logged **2,522** hours of community service in Oakland and removed **399** bags of trash collected from Oakland streets

**178%** increase in individual giving to OPDC programs through our annual donor appeal

# Happy Anniversary to **OPDC** !

**WE ARE HONORED TO BE PART** of an organization with a rich 35-year history, tangible impact, and the involvement of so many wonderful people. We are indebted to all those who helped build this organization through passion, toil, commitment and — hours of community meetings! What a pleasure it's been to review our archives and hear from those who've been part of the organization's work. You'll hear from many of them in this report as we reflect on the organization's journey. We regret it was not possible to include thoughts from everyone, but know that we value your contribution — the part you've played. Drop us a line, tell us a story, send a photo; we'd love to hear from you.



As can happen on many journeys, OPDC has experienced bumps in the road and continues to press ahead. Like those before us, we work with residents and community partners to overcome challenges, solve problems, and serve the neighborhood, our clients, and our students. All the time focused on doing what's right for the collective. Our work is guided by The Oakland 2025 Master Plan and regular communication with neighborhood constituents. This year's financial bumps in the road gave us the opportunity to streamline operations, leverage our networks and partnerships, and focus on priority projects. In doing so, we moved from scarcity to abundance, from fear to action.

Thanks for your interest in our work, our celebration of a milestone, and for your input in the continued journey ahead.

KEVIN STILES, PRESIDENT,  
OPDC BOARD OF DIRECTORS

WANDA E. WILSON  
EXECUTIVE DIRECTOR



# A New Financial Opportunity Center

**AT JOBLINKS**, OPDC began operating one of Pittsburgh's first Financial Opportunity Centers, following a nationally acclaimed model in which, under one roof, we bundle employment services, financial coaching, and access to income supports. We help poor neighbors obtain work, improve credit, access banking tools, pay down debt, and build wealth over an 18-36 month period. After completing a pilot project with NeighborWorks Western Pennsylvania to test the model, we hired a Financial Coach who began meeting with job seekers to help them improve their day-to-day financial habits and create a long-term plan.

## We help struggling people beat the odds.

Since 1989, JobLinks has been a home away from home for job seekers because of our personal approach to workforce development. Many of the clients we serve are in survival mode. They lack transportation, childcare, education, and home internet access. Many are struggling to overcome

domestic violence, illiteracy and homelessness. We tackle these challenges with each client. We help them rebuild their foundation. We support them to obtain childcare, professional clothing, bus fare, and make a plan for success. This stability empowers them to take the next step in their professional development.

We enrolled 166 welfare-to-work clients through a contract with the City of Pittsburgh's Employment, Advancement, and Retention Network (EARN), and served 79 walk-in clients. Our employment coaches provided comprehensive education, training and social services tailored to each person's needs. Clients prepared for the GED, practiced interview techniques, learned the art of networking, obtained new skills, connected to training opportunities and found work.

In partnership with the Three Rivers Workforce Investment Board, we enrolled 60 long-term unemployed persons into our job readiness program, trained 59 as Certified Nurse Assistants, and helped 58 land jobs.



## Two new staffers join Job • Links

By the Staff Writer

**A** good recipe for success in any field might be to combine equal parts of fun and work that's challenging and stimulating.

The two newest employees of Job • Links seem to be cooking up just such a concoction. Both Darryl Daughtry and Rachel Whitfield say that, so far, they've found both of the aforementioned ingredients in their new jobs.

The two have the task of assisting Job • Links director Jo Anne Fournier place unemployed or underemployed individuals in better jobs.

Job • Links, located at 205 Oakland Ave., is sponsored by Oakland Planning and Development Corp. and branches out in the program to act as a three-week training curriculum and job assistance program for low-income residents of Pittsburgh, and especially the areas of Oakland, the East End and the Hill District.

Daughtry and Whitfield both went to work for Job • Links about three months ago. Daughtry says he enjoys helping others find meaningful employment.

"When someone calls in and tells me 'I need a job again' that is an



Link's was doing to help find employment for the people of the community. I wanted to get involved," he says.

Whitfield is a regional and urban planner. She was previously employed by the Greater Pittsburgh Council on Women as an administrative director.

"From this opening was here and I applied. I'm happy to be here," she says.

Job • Links has had a placement rate of 70 percent in the short time Daughtry and Whitfield have been on board. That was achieved by achieving the job • Links guidelines, Daughtry said.

"Just coming to Job • Links, we have had about 50 clients. We strengthen their abilities to find employment. We also help with interviewing skills," he says. "We can do one-on-one or classroom training."

The benefits of having the two new faces at Job • Links have "been" all-around it, though Whitfield says she has benefited as much as any client.

"As I work with the clients, it makes me more effective when I do the final training part of my job. It gives me a better insight," she says. "We can do one-on-one or classroom training."

## A Tribute to Darryl Daughtry, a Pittsburgh change agent

**Darryl developed JobLinks' reputation** as a place where those seeking employment could find customized one-on-one help, not just a cookie-cutter approach offered by bigger agencies. He was early to recognize that providing specific skill training for entry-level health care positions would carve out a niche for JobLinks at a time when local hospital systems were expanding in Oakland and around the region, and developed several courses to prepare candidates for high-priority occupations. One such course prepared job seekers to become Certified Nurse Assistants, and Darryl was its long-time instructor. Known for his buoyant personality and deep care for young people, Darryl taught over 600 students and did so with unmatched skill and sensitivity, developing a reputation as a creative teacher and strong advocate for students beyond the classroom. OPDC thanks Darryl for his 19 years of service and wishes him the best of luck in the next chapter of his life.



## Connecting to Pittsburgh's healthcare hub

JobLinks remained an effective partner in UPMC's Partnership on Workforce Readiness and Retention (POWRR). We trained 34 people in three workshops, and nine of them landed jobs with UPMC.

We trained 19 new Home Health Aides in accordance with Pennsylvania state guidelines. Our instructor certified 292 people in CPR and First Aid through a partnership with the American Red Cross. This training helps entry-level employees keep their jobs, and makes candidates for open health care positions more attractive to employers.





*"I've been at Eureka on  
on Forbes for 38 years now.  
In the 1990s, about a  
dozen of us ran the Oakland*

Business and Civic Association. We didn't have the capacity to get much done, and at the time, the business district had some major challenges. OPDC stepped in to help us create an official Business Improvement District (BID). They did all the legwork to get the application going and work with city council to approve it. It was a true group effort by OPDC, Pitt, and several businesses. Our goal was to eliminate the trash, graffiti and panhandling that had gotten out of control. Though the graffiti still comes and goes, it's nothing like it used to be. After all these years, I can look back and say we definitely accomplished those three goals.

We're still trying to attract new business to the Oakland area as we go forward and that's always an evolving process. We want to maintain a small business community that's vital to the area and work collaboratively with the community, universities and hospitals."

*Edward Seserko*

President/CEO of Eureka Bank in Oakland and former OPDC board member

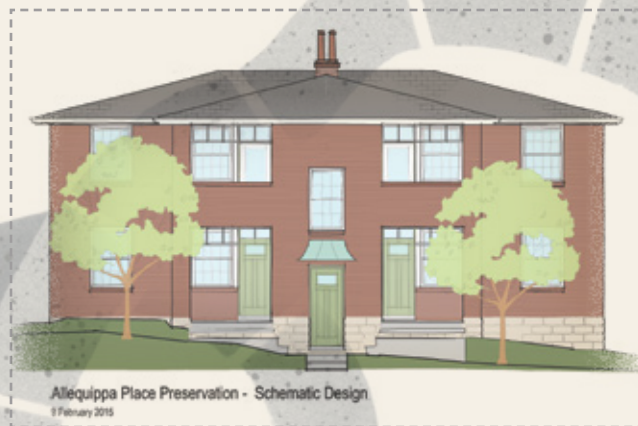


# Affordable living in Oakland OPDC

## AS PITTSBURGH'S REAL ESTATE MARKET

heats up, affordable living for working families is becoming scarce. Oakland is no exception. At print time, nearly 1,000 new-construction, market-rate apartments are either under construction or proposed in Oakland.

We believe that people from all walks of life deserve the opportunity to live in a neighborhood like ours, where they can easily access transit, jobs, recreation and opportunity. Quality rental housing remains hard to find in Oakland, though, especially for families struggling to make ends meet. Demand



for OPDC's 78 apartments is as strong as ever—the average wait time for an apartment in our building serving low-income seniors and persons with disabilities on Parkview Avenue is three years.

With a team of experts at our side, OPDC worked for months on an application to the Pennsylvania Housing Finance Agency requesting tax credit financing to build 25 new affordable units and renovate 24 of our existing units in West Oakland. Our plan includes high-quality design, accessibility for those with special needs, and units with multiple bedrooms to meet the demand for affordable family-size housing. Though our application received high scores in the highly competitive process, we were not awarded tax credits in 2015. Partners at the City of Pittsburgh, the Urban Redevelopment Authority, and local community groups voiced strong support for the project, though, and we plan to resubmit an application in the next round.

## Our carbon footprint just got smaller

Duquesne Light subsidized over \$5,200 in energy efficient improvements at our 141 Robinson Street and 3250 Parkview Avenue buildings. The upgrades will reduce the buildings' annual energy consumption by an estimated 44,521 kilowatts with an estimated annual cost savings of \$5,565.00.

## Throwback: Allequippa Place

When OPDC and Breachmenders Ministries, Inc. developed Allequippa Place in 1988, it was the first Low-Income Housing Tax Credit deal completed in Pittsburgh. Today, we plan to construct a new building on adjacent vacant land and renovate the existing units to accommodate more families and people with disabilities.



*"It's good to see that OPDC maintains the focus with which it began 35 years ago, continuing to consult with*

the people who live in a neighborhood before moving forward with a project. Adding affordable housing units to Allequippa Place, where 27 years ago, the organization restored 24 rental-housing units, is in keeping with OPDC's goal of serving the Oakland community. I'm proud of what OPDC accomplished in the '80s and '90s, and I continue to be proud of what the organization is doing today."

*Martha Garvey*

Left: Ms. Garvey, South Oakland resident and former OPDC board president accepts award from HUD's Bruce Crawford — citing Holmes Place as a model of affordable home ownership, 1988 — Above: Ribbon-cutting ceremony at Allequippa Place, June 2, 1989



# Emphasizing the value of homeowners

**OPDC IS PRIVILEGED** to work with a dedicated community of homeowners that want Oakland to thrive. We need more of them, though: the 2009-2013 American Community Survey estimates Oakland is 70% renter-occupied and 30% owner-occupied. Stabilizing this ratio is a high priority for our community, as evidenced during the Oakland 2025 planning process. Our staff works in the trenches daily to acquire property that we then sell to new homeowners.

Through our Rehab-to-Resale program, we purchase homes from residents who care deeply about the neighborhood and do not want to sell to speculators. Word of mouth and our relationships with neighbors are central to these efforts. Such was the case last year when the owner of a Juliet Street home passed away. Her heirs knew she treasured her home for decades and would want another homeowner to do the same. A neighbor referred them to OPDC, and we purchased the home and made the necessary updates. The property is currently for sale.

Just a few blocks away on Parkview Avenue is another home we sold last year, this one to a young professional. The daughter of a landlord with whom we've worked on a number of initiatives, Rachel loved coming to Oakland as a child and dreamed of calling it "home" as an adult. She worked hard all summer making landscaping improvements, and says she loves hearing children playing at nearby Frazier Field.

Working with the Pittsburgh Community Reinvestment Group and utilizing the City of Pittsburgh Treasurer Sale, we identify and acquire vacant lots and abandoned homes. Last year, we acquired 11 vacant lots and one abandoned house, and designated eight additional vacant lots for acquisition. All of these properties are in South and West Oakland.

Since 1986, we've relied on the Oakland Development Fund (ODF), our own fund of revolving capital, to make these real estate projects possible. An active board of representatives from the residential community, local institutions, and foundations — the fund's original investors—manage the fund. Last year, the board approved six loans to fund our housing projects.

*"I chose Oakland  
because the location is  
perfect for me."*

I'm a short walk away from work and no more than a short bus ride from anything else I need. This house is exactly what I pictured myself in: an older home with unique architectural features and cool little nooks and crannies throughout.

*Rachel Jardini*

First-time homeowner with her puppy at her home on Parkview Avenue



## Homeownership continued

Time and resources challenge us in this work. When we make a fair offer to a seller, we compete with investors who require no inspection or appraisal and are unlikely to factor improvements into the price. When navigating the city process, we can wait up to two years before receiving a clean title on a property that is blighting the neighborhood.

This work is complex, but testimonies from the buyers are uplifting. Repeatedly, we hear how happy people are to live so close to work, beautiful community gardens, Schenley Park, and world class cultural institutions. We continue to seek additional funds and engage partners in creative strategies for attracting new homeowners to the neighborhood.

Mayor Masloff cemented the 1893 Holmes School date stone into the landscaping at Holmes Place. The event marked completion of 44 townhouses and garden condominiums and the start of 20 additional townhouses on the site of the former Holmes Elementary School.



Renovation will begin soon on this beautiful Victorian structure at 9259 Dawson Street, immediately adjacent to the new Holmes Place development. Oakland Planning and Development Corporation (OPDC) will restore the exterior and convert the building to six affordable rental units, with parking to the rear. For the full story, be sure to read next month's Oakland issue.

## Throwback: Holmes Place

In 1989, OPDC constructed 64 townhouses and garden condominiums on the site of the former Holmes Elementary School on Dawson Street. Now called Holmes Place, these homes remain a strong community of homeowners today.

Delicately and respectfully, the building's origins as an ecclesiastical structure. (See sidebar page 7) The small wooden stage is 30 feet

Pittsburgh to play the record. It has some of the finest acoustics for early music of any hall in the  
Continued on page 7



The October 9 ribbon-cutting at the Holmes Court condominium model unit was an occasion to celebrate neighborhood revitalization throughout Oakland. Civic leaders gathered for the event were (l. to r.) Martha Garvey, president of Oakland Planning and Development Corporation; Terry Woodcock of the Mayor's office; George Whitmer, executive director of the Urban Redevelopment Authority of Pittsburgh; Morton Coleman of the Pittsburgh Partnership for Neighborhood Development; Kurt Bevan of Pittsburgh National Bank; Thomas Horner, treasurer of the Oakland Development Fund; and Sylvan Holzer, Senior Vice President of Pittsburgh National Bank. The 24-unit Holmes Court will be completed in early 1991. For information, call 621-7863.

## ODI Consider Long-Term

In August of this year, representatives of Oxford Development appeared before Oakland Development Inc. (ODI) to discuss plans for a new development between Forbes and Fifth Avenues and Avenue. That parcel, along with the other parcels in the western half of the block between 15th and Craft, are all currently owned by IC (Institutional-Civic). As part of its plan, Oxford has proposed

## CMU Brings Events to Core

Eighty-five years ago, Carnegie Mellon University, known then as the Carnegie Technical School, founded the first comprehensive arts learning institution in the United States. Throughout its history, the College of Fine Arts (CFA) produced some of the world's greatest artists, architects, designers, performers and musicians. Yet its success has been overshadowed at times by the University's international reputation as a "high technology" school, with particular strengths in computing and research.

This year, however, under the direction of a new University



# Beautification and Engagement

## WE ENVISION A BEAUTIFUL, SOUGHT-AFTER NEIGHBORHOOD FOR RESIDENTS AND

**VISITORS** The relationship between people and place is central to our work. A strong community fabric cannot exist without public spaces and streets in which residents take pride. We're privileged to work with neighborhood leaders to make the community more beautiful and attractive for everyone. Organizations including Tree Pittsburgh, our local



universities, the Western PA Conservancy, Phipps Conservatory, Allegheny CleanWays, the City of Pittsburgh and the Oakland Green Team work together each year to beautify Oakland — without each of them, we could not succeed.

We can't forget the contribution thousands of students make each year to our cleaning and greening programs. They steward the streets through our Adopt-A-Block program. They clean up vacant lots, pick up trash, prune trees, paint walls and help us collect data about neighborhood conditions. We thank these representatives of the University of Pittsburgh, Carlow University and Carnegie Mellon University who partner with long-term residents throughout the year to make Oakland more beautiful.

This year, residents, volunteers, and partners joined OPDC staff to:

- Install a new rain garden in South Oakland to alleviate stormwater runoff
- Plant a new fruit tree orchard in South Oakland
- Provide tree care and maintenance in West Oakland
- Remove weeds, debris and overgrowth throughout Panther Hollow

(continued on page 16, second column)

## Beautification and Engagement continued

*"The Work **OPDC**'s done  
inquiring about, buying  
and improving vacant lots*

and abandoned houses in our neighborhood has made such a difference. I remember when OPDC first bought Frazier Farms in the 90s when it was just an abandoned lot. They were thinking about building houses there. We convinced them it should be a community garden instead, and look how beautiful it is today! We may be biased, but we think it's the best community garden in the whole city. OPDC also worked with the city to reopen our youth lunch program, which is really important to us. I really think the neighborhood is developing, and I hope it keeps going in that direction.

*Janet Sims*

South Oakland resident



- Clean up several vacant lots in West Oakland
- Complete four hillside cleanups and plantings on Bates Street, part of a multiyear, transformative project led by the Western PA Conservancy
- Plant thousands of new daffodil bulbs in Oakland's public spaces, front yards, and parklets
- Assist neighborhood senior citizens with snow removal throughout the very long winter. Students and residents reported many good stories of positive relationships formed through this work.

*"It is a pleasure to participate in the process of public service thanks to the people at* **OPDC**

They seem to care equally for all the various stakeholders. Transient students, permanent residents, renters, landlords, police, university staff, cyclists, motorists — all are provided welcome, astute assistance and fair forums where even adversarial issues are dealt with peacefully and productively.

OPDC is a powerful organization for progress. They are influential without guns or money by setting a noble example for those with more substantial resources to emulate. They bring out the best in police, developers and citizens because they exhibit no self-interest and focus solely on solutions.

Oakland is cleaner, greener and friendlier than ever it has been in the last 60 years I have lived here. Thank you OPDC."

*Bob Harper*

North Oakland resident





## We bring Oakland residents to the table with developers and institutions

### OUTREACH AND COMMUNITY ENGAGEMENT

related to development, design review, and land use is often hardest to measure, though many of our staff devote a majority of their time to this work. We host planning initiatives and community meetings to discuss our own development projects as well as projects proposed by private developers and/or institutions. We provide opportunities for community members to be well-informed about proposals and have their voices heard.

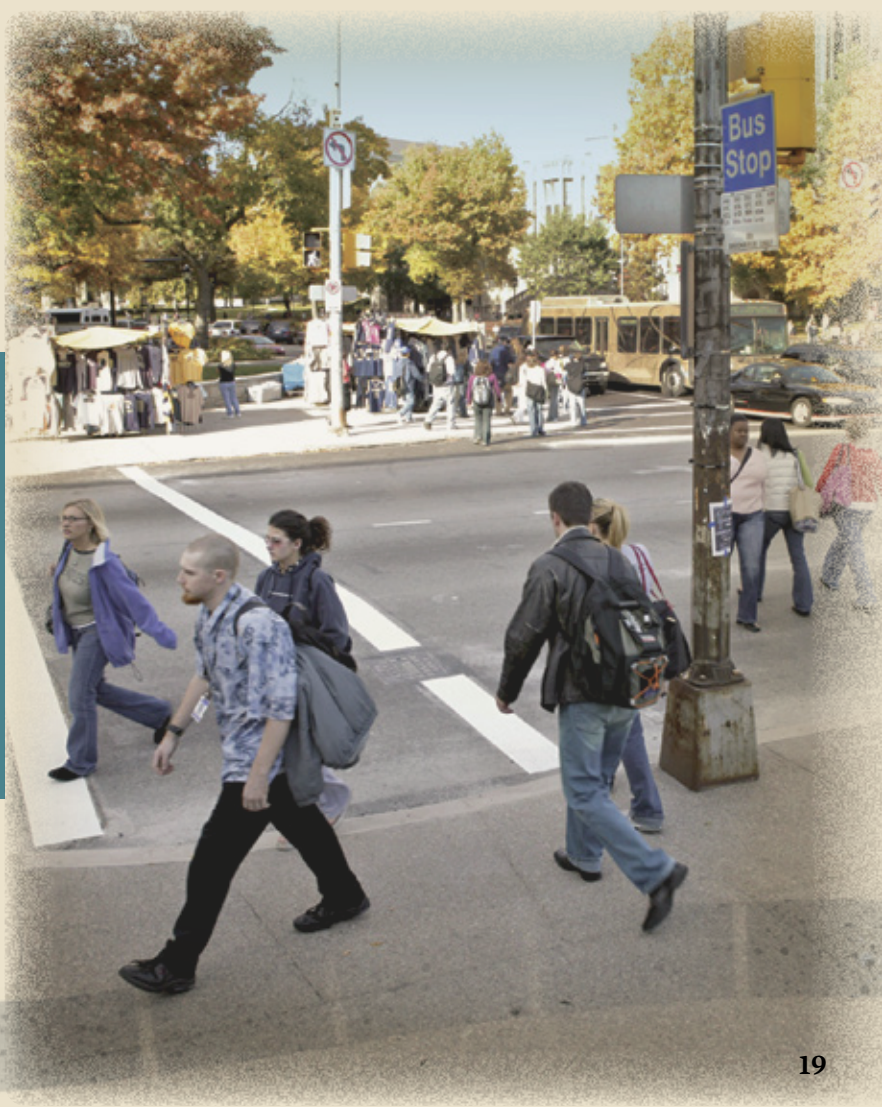
Behind the scenes of this work are daily emails, phone calls and monthly meetings with the Coalition of Oakland Residents (COR). COR includes leaders of six neighborhood associations in Oakland. We work closely together on policy, advocacy, community organizing, design/development review, and plan implementation. We take no position on a project until hearing from COR.



This year, we organized with COR to voice positions on dozens of proposed developments and projects, including but certainly not limited to:

- Dozens of proposed apartment buildings and hotels, including SkyVue Apartments and Campus Advantage apartments on Forbes Avenue
- The new Pittsburgh Bike Share program
- The proposed Bus Rapid Transit project
- UPMC's updated master plan
- Apartments at the former Schenley High School
- Proposed changes to Central Catholic High School
- The closing and demolition of the Greenfield Bridge

This work took us to 12 different meetings of the City of Pittsburgh Zoning Board of Adjustment, six meetings of the City of Pittsburgh Planning Commission, and more than 60 meetings of various resident associations throughout Oakland. OPDC's advocacy is guided by the recommendations in The Oakland 2025 Master Plan.



*"Conflict between town  
and gown began in the middle  
ages in Europe with the*

founding of the first universities. Oakland and Pitt have not been immune from similar struggles since the University came to Oakland over a century ago. However, an advantage that Pitt had over our colleagues in medieval Bologna, Paris and Oxford, in addressing conflicts and moving beyond them toward collaboration for the good of the community has been the presence of OPDC. Among my fondest memories are collaborating with the leaders of OPDC to create the Oakland Business Improvement District and on the development of student housing. OPDC continues to be a potent force for a better Oakland. Best wishes for another 35 years of success."

*Dennis McManus*

Former University of Pittsburgh community and government relations administrator

## The Oakland Green Team is working for safer streets for all

### WORKING SINCE 2011 TO IMPLEMENT GREENING STRATEGIES IN THE OAKLAND 2025

**MASTER PLAN**, this year the Oakland Green Team expanded their focus to include bicycle and pedestrian safety. In addition to Oakland residents, people who cycle to or through Oakland for work comprise the Oakland Green Team. This year, the group focused on community organizing and advocacy for improvements to Oakland's streets.

This work included:

- Facilitating a public input process, in partnership with the City of Pittsburgh, for creating traffic calming and cycling infrastructure in North Oakland along Bayard/O'Hara/Bigelow corridor.
- Advocating for improvements to Neville Street between Fifth Avenue and Joncaire Street for cyclists and pedestrians. Carnegie Mellon University subsequently modified their plans to include space for future cyclist/pedestrian facilities.
- Facilitating a public input process for the Department of Public Works' project to demolish and rebuild the Joncaire Street steps.
- Advocating for the maintenance and repainting of pedestrian crosswalks throughout Oakland.
- Collaborating with Bike Pittsburgh, Councilman Dan Gilman and North Oakland's Bellefield Area Citizens Association (BACA) to educate cyclists about safe routes and riding habits in Oakland.
- Actively participating in city-wide groups that advocate for complete streets and bicycle/pedestrian safety.

### ing up building and community

You'd be hard-pressed to find any of the discos that used to play such music anymore either. Unless you're in Oakland, that is. There's a former disco right here in this area, one that's looking to draw in bigger crowds, including dancers.

The United Cerebral Palsy Association (UCP) building, the Center for Personal Development, located at 4638 Centre Ave., was

(See UCP, page 11)



United Cerebral Palsy's Oakland living center once served a different purpose to those looking to catch a Saturday night fever, disco-style.





## *"CLASS (Community Living and Support Services – formerly UCP), a nonprofit organization*

serving folks with disabilities, was blessed to be a partner with OPDC, and a member of the Oakland community for 35 years at our former headquarters at Centre and Neville.

In that time we worked closely with OPDC and other neighborhood groups to assure that not only our little part of Oakland (Bellefield), but all of Oakland was safe, accessible, and inclusive. OPDC led this charge and continues to work diligently on access and acceptance of all people. It is only because of our space needs that forced us to leave the neighborhood for a larger facility, or we would still be a part of the action there.

We wish all the amazing folks at OPDC, and the community in general not only a happy 35th anniversary, but all the best for the upcoming years."

*Al Condoluci*  
Executive Director, CLASS

## Oakwatch fights blight through community organizing and advocacy

**SINCE 2011, OAKWATCH:** The Oakland Code Enforcement Project has evolved into a highly collaborative force, driven by citizens working alongside building inspectors, police, and elected officials to reduce blight and crime. OPDC regularly fields calls from neighborhoods across the city looking to replicate the Oakwatch model in their own community. We applaud our residents and partners for working together on the challenging issues that confront Oakland. Here are some recent outcomes we're proud to share on their behalf.

- Oakwatch has increased engagement with the University of Pittsburgh Student Government Board to bolster student participation in neighborhood improvement activities.
- Communication between the community and landlords is stronger. OPDC convenes bi-monthly roundtables where landlords discuss concerns, communicate about resources, and work with law enforcement to keep their properties nuisance-free.
- Tucked behind Bates Street between Semple Street and McKee Place, St. James Place is no longer an eyesore. When the alley became overwhelmed with litter, graffiti, and broken concrete, a resident sought help from

## Oakwatch continued

Oakwatch. OPDC's Keep It Clean, Oakland (KICO) Manager contacted eight neighboring property owners who mobilized to remove all the graffiti. Additionally, Merante Plumbing replaced a water pipe that ran beneath the alley and in doing so, resurfaced a portion of the alley. The KICO Manager organized volunteers to pick up the litter and weeds regularly over the course of the year. The alley needs regular maintenance, and the surrounding property owners have become more diligent and involved.

- On Parkview Avenue, an illegal dumping site returned to a green hillside. Residents photographed the illegal dumping and shared it with 311, Oakwatch, and City Council. Oakwatch found that the truck belonged to a construction company affiliated with the property owner. A City of Pittsburgh Building Inspector and Pittsburgh Police Community Relations Officer met with the property manager to outline a plan to clean up the hill. When the case hit Housing Court, neighbors rallied to testify and call for enforcement. The owners removed several dumpster loads of garbage, built a fence around their dumpsters to keep trash secure, and committed to taking all future debris to the dump.



- Bates Street's Sphinx Café remained alcohol-free after neighbors protested their application for a liquor license. In 2007, Sphinx proprietors pledged not to operate past midnight or serve alcohol. When they reneged on this promise, Oakwatch mobilized neighbors within 500 feet of the premises to petition the Pennsylvania Liquor Control Board to deny their application. Later, the Sphinx withdrew its application for a liquor license.
- The city's Disruptive Property Ordinance is no longer a stranger to Oakland. Oakwatch began calling for stronger enforcement of the ordinance years ago to better motivate landlords to keep properties nuisance-free. Residents have since lobbied council, the mayor's office, the public safety director, and our Zone 4 police commander to empower officers to enforce the ordinance. The city's disruptive properties coordinator now has a standing spot on the monthly Oakwatch agenda, notices to landlords have increased, and the University of Pittsburgh Police are looking into equipping their officers to also enforce the ordinance.

*"I didn't know about **OPDC** until I was house hunting and ended up buying a home from them eight years ago.*

I'm so happy I found them because my house is a dream I never actually thought I'd be able to achieve. Since getting to know the organization, I've learned about all the different ways to be involved in my community that I never even realized.

Oakwatch has been the most helpful. We have some issues with vacant lots in my neighborhood and it's so nice to have the mayor's office and both Pitt and Pittsburgh Police at that meeting every month. I don't have to figure out who to call at the city when I need help with something — I can talk to them face-to-face each month at the Oakwatch meeting."

*Camille Burgess*

South Oakland resident





## Oakwatch continued

- The conversation about overcrowding has gained traction throughout the city. Pittsburgh's Zoning Code states that no more than three unrelated people can occupy a single-family home. Oakland residents identified rampant violation of this code as one of the main threats to neighborhood quality. Last year, residents worked with the Department of Permits, Licenses, & Inspections and the City's Law Department to bring two over occupancy cases to Housing Court, and mobilized neighbors to attend the hearings. Magisterial District Court found both property owners guilty and fined them heavily. At print time, both cases remain under appeal. Simultaneously, partners at the University of Pittsburgh increased educational efforts to make incoming students aware of this code and ensure they do not sign leases that put them at risk.
- For the third consecutive year, we partnered with the University of Pittsburgh on a Good Neighbor Campaign to improve relations between students and permanent residents. We were thrilled to include Pitt's Resident Advisors, thanks to the support of the new PittServes program. All 160 of the university's undergraduate RAs participated. They assembled and distributed many of the 1,300 welcome bags, learned about public safety best practices, and about Oakland community expectations. Additional student volunteers worked with long-term resident volunteers to distribute the bags chock-full of information.



*"I've lived in Oakland for  
24 years, and so much has  
changed in that time.  
What I really enjoy about*

the Oakland neighborhood is that it has also changed to keep pace with the world today.

It's a dynamic place, whether you consider the transformation of Schenley Plaza, new bike lanes or high-tech installation art, OPDC has led the way for us to experience Oakland to the fullest. And it's an organization that also promotes involvement by individuals and neighborhood groups such as BACA.

The team at OPDC has done a wonderful job, and congratulations on 35 years of successful contributions and leadership!"

*Adam Butkus*

North Oakland resident

# School 2 Career

OPDC

## **SCHOOL 2 CAREER EMPOWERS PITTSBURGH YOUTH TO OVERCOME POVERTY** OPDC's

School 2 Career youth program has grown by leaps and bounds since joining with OPDC in 2007. We now have capacity to serve up to 40 students each year and place them in a variety of mentored work placements throughout the city. In its early days, UPMC was S2C's only employer partner; today they continue to be a strong anchor for the program. Our list of employer partners has grown, though. Organizations including Weisshouse, the YMCA, Dress for Success, the Carnegie Science Center, and Pitt's Human Engineering Research Laboratory, to name only a few, work regularly with our students to prepare them for life in the workforce. Through these new partnerships, we provide more diverse career exploration opportunities for students interested in fields ranging from nonprofit management to architecture and design. S2C empowers Pittsburgh's most vulnerable teens to beat the cycle of poverty in their communities.

We work closely with Higher Achievement, the Hill Youth Partnership for Enrichment (HYPE), and are a Quality Campaign Member of United Way's Allegheny Partners for Out-of-School Time (APOST) program. These new collaborations will help more families learn about S2C and help our staff share best practices, outcomes, and data with other afterschool service providers.

We said goodbye to five graduating seniors in the 2014-2015 academic year, all of whom enrolled in college and were eligible for Pittsburgh Promise scholarship funds. We certified ten of our students in Microsoft Word, Microsoft PowerPoint and Microsoft Outlook. In addition to the thousands of hours students logged throughout the year with tutors at our Teen Center and with their mentors out in the workplace, they traveled to Harrisburg to rally for increased afterschool funding, attended cultural events across the city, and met with financial aid advisors to prepare for college.

As we look back on how far we've come, we're pleased to share these alumni updates.

## **DARRYL GENE DAUGHTRY, JR.**

Age 22 — S2C Class of 2011, Originally from West Oakland

Darryl, known by his peers as DJ, graduated from City Charter High School, where he first discovered his passion for theatre. DJ went on to pursue his Bachelor's Degree in Drama from Temple University, where he graduated in 2015. During his undergraduate years, he starred in 19 different productions throughout Philadelphia and was nominated for a Barry Moore award (the "Philadelphia Tony Awards" as he calls it). While thinking about post-graduate plans, he applied to The Juilliard School, "...mostly for fun. Getting in didn't even cross my mind," he said. To his surprise, he was one of 18 out of 2,000 applicants accepted into the program after several rounds of auditions. He is now in their four-year program to earn his Master's Degree in Drama. He plans to stay in New York City and use the connections he makes through the Juilliard community to eventually produce his own work.

**Darryl:** "Though it's exhausting, I'm loving Juilliard. We are in class and rehearsals from 9am til 10pm every day. One thing that S2C taught me that has stayed with me all these years was discipline. They never let me slack off and they always encouraged me when I did good work. That's the discipline I need to succeed in the competitive field I'm in today. The stability and repetition of the School 2 Career program really helps kids stay productive and learn how to focus. I take that focus with me to class today."

## *Our School 2 Career Alumni*





# OPDC *mm, Where are they now?*

## ALEXIS PAYNE

Age 18 — S2C Class of 2015, Originally from South Oakland

Alexis graduated from Pittsburgh Creative and Performing Arts School (CAPA) where she received multiple accolades for outstanding achievements in literary arts and leadership, including a National & Regional Scholastic Writing Award, a Princeton Book Award, a Science Student of the Year award, a Tribune Review Outstanding Young Citizen award, a YWCA Racial Justice Award for Youth Achievement, an Advanced Placement Scholar Award, and was the Winner of City Theatre's Young Playwright's Contest. Her high school resume is exhausting — she did everything from participating in Mayor Ravenstahl's Civic Youth Leadership Academy to volunteering at soup kitchens, to raising money for victims of international disasters, and serving as an ambassador for the Pittsburgh Opera. Alexis was one of 1,000 students out of 56,000 applicants selected for a Gates Millennium Scholarship. The grant will cover all four years of her education at Yale University, where she is currently studying.

**Alexis:** "The support S2C provided was unlike anything I received anywhere else or from anyone else. Being a person of color, I didn't have a lot of role models in my life besides my parents until I met Ms. Karla, Ms.



Lavel and Ms. Bea at School 2 Career. They prepared me for life in the real world. They taught me how to prepare a resume and interview for jobs. I really believe this helped me ace my interview when applying to Yale. They connected me to really educational mentoring opportunities. When I first started with S2C, I thought I wanted to be an international lawyer, so they placed me in a corporate setting at UPMC where I could see how those types of jobs really work. Thankfully, that experience helped me see I wasn't really cut out for law after all. My next placement was completely different — I worked at Steeltown Entertainment Project, a film production studio. This was when I learned that arts and the community work together, and I want to use that experience in whatever career path I end up choosing."

## A'ISHA JACKSON

Age 23 — S2C Class of 2010, Originally from East Liberty

A'Isha graduated from Schenley High School in 2010. When she entered the School 2 Career Program, she knew college was in her future but didn't have any ideas what to pursue beyond a general interest in healthcare. After receiving guidance from S2C, A'Isha earned her degree in Biobehavioral Health from Penn State University, where she graduated in 2014. She is now the Lead Teacher in the Infant Room at The Children's Home of Pittsburgh's Child's Way, a Pediatric Extended Care Center that provides care and therapy for medically-fragile children. A'Isha also volunteered at The Children's Home during her School 2 Career tenure, which she says helped her navigate the hiring process there after college. She has worked at The



Children's Home for seven months now and says she's learned "a ton" during that time. One child currently under her care is one of only eight people in the world who's been diagnosed with the rare disease she suffers from. Her goal is to help each child in her room reach their full potential as they cope with their disability.



**A'Isha:** "My mom was the first in our family to go to college. In her time, many women were encouraged to pursue education and didn't have all the opportunities we have today. Because her experience was all I really knew about college, I figured I'd have to pursue one of the typical jobs. You know, a doctor, a lawyer, a teacher. Without S2C, I wouldn't have known what to do. I knew I was interested in healthcare but had no idea how to focus that interest. At S2C I also learned a lot of important life skills that I hadn't learned in high school like business etiquette and balancing a checkbook. I got a leg up getting those skills as a kid and preparing me for the real world."



# *Financial Report*

OPDC 2014 – 2015



## ASSETS

### CURRENT ASSETS

Cash & Cash Equivalents	\$ 255,000
Accounts Receivable	64,000
Prepaid Items	17,000
<b>Total Current Assets</b>	<b>336,000</b>

Property, Buildings & Equipment	4,016,000
Accumulated Depreciation	(1,869,000)
<b>Total Fixed Assets</b>	<b>2,147,000</b>

Investments in Real Estate Held	292,000
Notes Receivable	51,000
<b>Total Other Assets</b>	<b>343,000</b>

**Total Assets \$ 2,826,000**

## LIABILITIES

Accounts Payable	\$ 38,000
Security Deposits Held	36,000
Current Notes Payable	48,000
<b>Total Current Liabilities</b>	<b>122,000</b>

Long-term Debt	2,858,000
Forgivable Notes	75,000
<b>Total Other Liabilities</b>	<b>2,993,000</b>

**Total Liabilities \$ 3,055,000**

**Net Assets \$ (229,000)**

ALL NUMBERS ARE UNAUDITED

## REVENUE

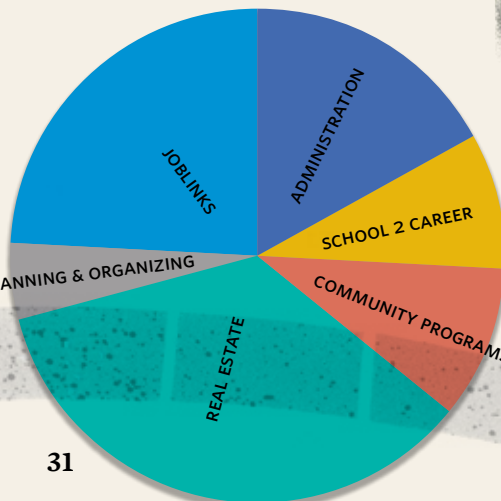
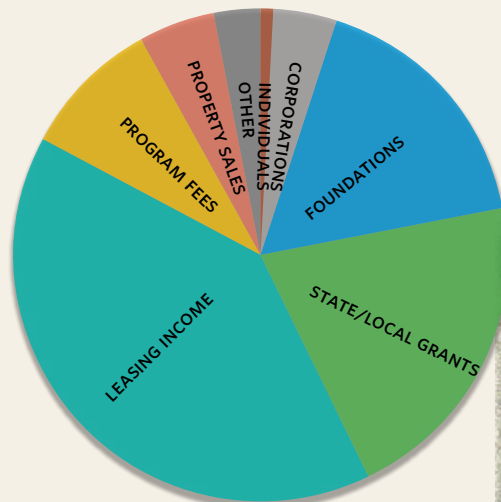
Individuals	\$ 20,000	1%	■
Corporations	75,000	4%	■
Foundations	298,000	17%	■
State and Local Grants	378,000	21%	■
Leasing Income	721,000	40%	■
Program Fees	151,000	9%	■
Property Sales	86,000	5%	■
Other	58,000	3%	■

**Total Revenue \$ 1,787,000 100%**

## EXPENSES

Administration	345,000	17%	■
School 2 Career	181,000	9%	■
Community Programs	200,000	10%	■
Real Estate	726,000	35%	■
Planning & Organizing	106,000	5%	■
JobLinks	485,000	24%	■

**Total Expenses \$ 2,043,000 100%**



## FUNDERS

American Eagle Outfitters Foundation  
Bridgeway Capital  
City of Pittsburgh  
Dollar Bank  
The Heinz Endowments  
McAuley Ministries  
Neighborhood Allies  
Northwest Savings Bank  
The Pittsburgh Foundation  
PNC Foundation  
Three Rivers Workforce Investment Board  
University of Pittsburgh

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Ten Thousand Villages  
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UPMC Health Plan  
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Wagner Agency, Inc.  
Dr. S Rand and Karen Werrin  
Gary Willingham-McLain  
The Wilson Group, LLC  
Matthew Young

## IN HONOR AND MEMORIAM

Kimberly Cadney, in honor of R'annoni Sargent  
  
Dorothea Peniel, in honor of LaRonn and DaVonn Brown  
  
Chuck Sanders, in honor of Nyia Bradford and Tonika Lincoln  
  
Martha Ann Terry, in honor of Tara Sherry-Torres  
  
Fred Watts, in memory of Dr. Andrew Fisher

## IN-KIND SUPPORTERS

Antoon's Pizza  
Bike Pittsburgh  
Carnegie Library of Pittsburgh  
City of Pittsburgh Department of Public Safety  
Clear Story Studio  
Jimmy Johns  
Legume  
Market on Forbes IGA  
Mellinger Beer Distributor  
Original Milano Pizza  
Pittsburgh Action Against Rape  
Pittsburgh Pirates  
Pizza Romano  
Planned Parenthood of Western Pennsylvania  
PNC Bank  
Print Tech  
Rita's Italian Ice  
Tickets for Kids  
Uber  
University of Pittsburgh  
UPMC Facilities and Support Services  
Wells Fargo Housing Foundation  
Western Pennsylvania School for Blind Children  
WPTS Radio  
Zipcar

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Allegheny County Department of Children, Youth and Family Services  
Allegheny Partners for Out-of-School Time (APOST)  
American Red Cross  
Baum Centre Initiative  
Bellefield Area Citizens Association  
Bike Pittsburgh  
Carlow University  
Carnegie Library of Pittsburgh  
Carnegie Mellon University  
Charles Morris Nursing and Rehabilitation Center of the Jewish Association on Aging  
City of Pittsburgh  
Coalition of Oakland Residents  
Community Human Services Corporation  
Diamond and Associates  
Community Living and Support Services  
East End Cooperative Ministries  
Friendship Community Presbyterian Church  
Green Building Alliance  
Grow Pittsburgh  
GTECH Strategies  
Harrisburg Area Community College



Higher Achievement  
Housing Authority of the City of Pittsburgh  
Hill Youth Partnership for Enrichment (HYPE)  
Jewish Federation of Greater Pittsburgh  
Loysen + Kreuthmeier Architects  
Marian Manor of the Vincentian Collaborative System  
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Oakcliffe Community Organization of South Oakland  
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Oakland Green Team  
Oakland Square Historic District Community Organization  
Oakland Task Force  
Oakland Transportation Management Association  
Oakwatch: The Oakland Code Enforcement Project  
Office of Councilman Dan Gilman  
Office of Councilman R. Daniel Lavelle  
Office of Council President Bruce Kraus  
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Office of PA State Representative Dan B. Frankel  
Office of PA State Representative Jake Wheatley  
Office of PA Senator Jay Costa  
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Peoples Oakland  
Pittsburgh Community Reinvestment Group  
Pittsburgh Parks Conservancy  
Pittsburgh Public Schools  
Port Authority of Allegheny County  
Presbyterian SeniorCare  
PULSE  
Rebuilding Together Pittsburgh  
Regional Housing Legal Services  
Schenley Farms Civic Association  
Sota Construction Services  
South Oakland Neighborhood Group  
StartUptown  
The Corner  
Transitional Services, Inc.  
Tree Pittsburgh  
University of Pittsburgh  
UPMC  
UPMC Canterbury Place  
Uptown Partners of Pittsburgh  
Urban League of Greater Pittsburgh  
Urban Redevelopment Authority  
West Oakland Neighborhood Council  
Western Pennsylvania Conservancy

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Dress for Success Pittsburgh  
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Schenley Heights Community Development Program at Grace Memorial  
Grace Robinson State Farm Insurance Agency  
Pittsburgh Center for the Arts  
Josh Gibson Foundation  
Sisters of Mercy Convent  
Steeltown Entertainment Project  
University of Pittsburgh Department of Biological Outreach  
University of Pittsburgh Department of Biology  
University of Pittsburgh Human Engineering Research Laboratory  
UPMC Center for Diversity and Inclusion  
UPMC Corporate Risk Management  
UPMC Department of Anesthesiology  
UPMC Magee Women's Hospital



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\* Thanks to the staff and interns who completed their service this year.



## *"For 35 years*

OPDC has played a vital role in promoting the synergies that benefit all of our community's stakeholders. The Schenley Farms Civic Association is most grateful for the partnership that we have developed with OPDC. Our mission to preserve the residential and historic character of Schenley Farms and to provide for the general welfare of our 110 year old neighborhood has been consistent with and has benefited from OPDC efforts and vigilance over the past three and a half decades.

As OPDC celebrates its 35th year, SFCA recognizes our 95th! On Behalf of our Board of Directors we congratulate OPDC, we wish you "youngsters" continued success and look forward to many years of constructive collaboration.

*Norman J. Cleary*

President, Schenley Farms Civic Association







historic Kresge and Cohen. The DeSoto Street entrance to the 2-wing (Central Blood Bank) is closed as work continues.

**Lothrop Street** remains one way southbound from Terrace Street to Fifth Avenue as work continues

Kathleen's parking have not yet been established. The second half of the lot is now under construction and is expected to be finished by mid-November. Once all construction is completed, landscaping sur-

rounded by architect Henry Hornbostel, who was also the college's first dean. The building's interior features plans, sculptures and paintings of historically great buildings, architects, musicians, dramatists, and others intended to

project to an abstract art. The project was revived in 1986 by alumnus Verner S. Purnell, an art major at Carnegie Institute of Technology who graduated in 1926. Purnell, an interior designer who supervised the decoration of Pittsburgh's Heinz Hall, donated \$850,000 toward the completion of the project. From 1986 until his death last summer, Purnell worked closely with CFA deans on plans for completing the niches.

Purnell's gift, augmented by CMU, will fund the execution of the project by Cathedral Stoneworks, a New York City company specializing in major stone embellishment projects requiring 13th-century craftsmanship and 21st-century computer design and robotic technology.

Cathedral Stoneworks held an international competition to select the carvers for the work. Five European carvers were chosen from hundreds of applicants and will work under the direction of master carver, Nicholas Fairplay of Great Britain. The restoration team will be in residence at Carnegie Mellon and work year-round on the project for the next two years. Students and the public are invited to watch the work.

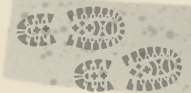


Half of the Schenley Plaza parking lot is open while the remainder is under construction. The lot, which now has attendant parking, will be completed by mid-November.

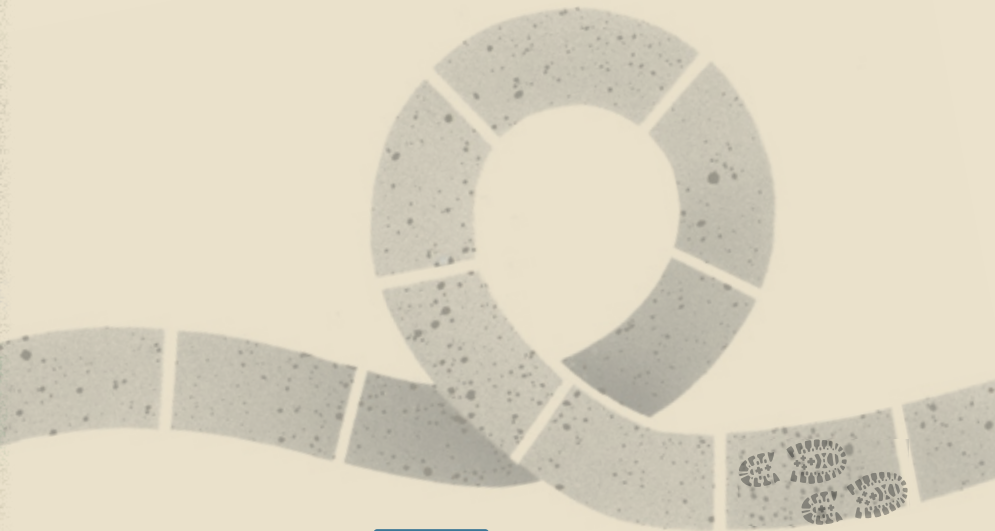
NOVEMBER 1990



The historic articles and photos included in this report are all from *Oakland*, a free community newspaper which OPDC published from 1988 until 1998.







**OPDC**

Community Improvement through Involvement

**Oakland Planning and Development Corporation**

235 Atwood Street, Pittsburgh, PA 15213

**[www.opdc.org](http://www.opdc.org)**