

Annual Report 2017/2018

OPDC



Oakland Planning and Development Corporation

Building Our Vision for the Future

PHOTO BELOW: Geovette Washington — Senior Vice Chancellor and Chief Legal Officer of University of Pittsburgh
Wanda Wilson — OPDC Executive Director



We celebrate new Oakland Community Land Trust homeowners this year — with more CLT homes available for sale and the CLT fully up and running. This program will make a big difference in our residential neighborhoods.

The Oakland CLT’s objective is to retain the community-created value in the land for the community benefit. The community will steward the land knowing that the purpose is ownership for the common good. The land trust eliminates absentee control while fostering homeowner equity and local stability. These words: trust, stewardship, community, local control, welfare of all — are true to OPDC’s mission and core values. We are thrilled to put them into practice in yet another community-serving program.

We now have residents living at newly renovated Oakland Affordable Living apartments. This development, too, fulfills our mission and values. OPDC will steward this new development for the long-range welfare of all. The development is attractive and improves the appearance of one of the gateway entrances into Oakland. The apartments are brand new inside, look great on the outside, and will serve our community well for years to come.

Our community came together this year in the face of a threatening development proposal that was vastly inconsistent with the *Oakland 2025 Master Plan*. Speaking with a common voice with the support of our elected officials from many levels of government made a big difference and gave the community relief. With more development pressure, not all of it bad, coming our way this coming year, we will need this same engagement from community members, elected officials, and public agency partners to ensure development is an asset for the neighborhood, not at the neighborhood’s expense.

As is the case each year, OPDC said farewell to members of our staff team and welcomed new ones. We value the impact our former colleagues have had on our work. New team members add their value and make a difference on OPDC’s work each day as we move programs forward in service to the community. We also thanked board members for their service as they departed the board and welcomed new board members and new board officers. So many people contribute to our work — we are grateful for our funders, supporters, residents, and partners — all of you make our work possible. Stay in touch, stay involved, and let us know how we can work together more fully to build a better Oakland and help neighbors thrive.


KEVIN STILES, PRESIDENT,
OPDC BOARD OF DIRECTORS


WANDA E. WILSON
EXECUTIVE DIRECTOR

PHOTO BELOW: Anna Coleman — University of Pittsburgh junior and co-founder of the Central Oakland Student Council (COSC)



Connecting with Our Neighbors

Anna Coleman, University of Pittsburgh junior and co-founder of the Central Oakland Student Council (COSC)

“We all live in this community together. We are neighbors.”

Thank you to our Oakland resident organization partners:



- Baum Centre Initiative (BCI)
- Bellefield Area Citizens Association (BACA)
- Central Oakland Student Council (COSC)
- Coalition of Oakland Residents (COR)
- Coltart and Halket neighborhood
- Panther Hollow neighborhood
- Oakcliffe Community Organization of South Oakland
- Oakland Square Historic District Community Organization (OSHCO)
- Oakwatch:
- The Oakland Code Enforcement Project
- Schenley Farms Civic Association
- South Oakland Neighborhood Group (SONG)
- West Oakland Neighborhood Council (WONC)

OPDC is uniquely positioned to drive collaborative efforts among landlords, developers, students, the institutions, and residents. Through our community programs, we support and represent the Oakland community, build strong relationships, and provide opportunities for public participation.



Neighborhood Beautification

Central to our work is realizing the vision of Oakland as a beautiful, sought-after neighborhood. In summer 2017, we invited Oakland landlords to participate in a “dumpster project” to control litter. Several landlords pitched-in to rent dumpsters for students disposing of unwanted belongings during move-out. We collected 42 tons of trash and contained waste overflow on Oakland’s sidewalks. This year, we planned a greener alternative to managing waste for summer 2018. Building on our relationship with the landlords, we connected with the University of Pittsburgh’s Office of Sustainability and local donation centers to organize a collection drive that would reduce waste and promote reuse. Together, we planned two “Clutter for a Cause” events for student residents to recycle their unwanted – but still usable – stuff. OPDC also coordinated numerous volunteer efforts to manage waste in target locations.

This year, we organized **8** “Adopt-A-Block” litter collection events and collected **430** bags of trash. A total of **402** unique volunteers dedicated **1,095** hours to cleaning up Oakland’s streets and clearing blighted lots.

Student Engagement

This past fall, a group of students approached OPDC to collaborate on developing effective outreach strategies to educate and inform Oakland’s student residents.

“Our project goal is to increase general engagement – getting students involved in the community,” explained Anna Coleman, University of Pittsburgh junior and co-founder of the Central Oakland Student Council (COSC).

“Everyone kept telling us that outreach to students is really hard. We wanted to establish something that would carry on every year without the same people needing to lead it.”

With the help of OPDC staff, Anna’s group launched COSC to provide an opportunity for off-campus students to convene and discuss methods for engaging their peers with Oakland’s long-time residential community. “The vision of [COSC] is to be a liaison between OPDC and off-campus students,” explained Anna, “or at least help OPDC identify ways to better communicate with students.”

At the start of the academic year, OPDC also began utilizing a text message service geared towards Oakland’s student population. This approach allows us to send neighborhood alerts and updates directly to students to keep them in touch with the neighborhood.

Resident Outreach

In response to the rising concern regarding lead levels in Pittsburgh’s drinking water, OPDC coordinated an outreach effort to connect residents with lead prevention and protection resources. Staff and volunteers spent 70 hours canvassing large portions of South and West Oakland to register 128 households for a lead test kit provided by the Pittsburgh Water and Sewer Authority. We also partnered with local organizations, including Women for a Healthy Environment, to educate residents on how to identify lead pipes and what precautions can be taken to protect themselves.

Collaboration with Landlords

This year, the Oakland Landlord Roundtable took on a new name, The Oakland Landlord Alliance (OLA). OPDC facilitates this group to build strong relationships and ensure effective communication. Bob Kelly chairs the group.



One of OLA’s 2018 projects aimed to mitigate the overwhelming amount of trash and debris generated by a dense residential population. Many of the group’s members invested in 735 Toter trash and recycling bins to more effectively contain trash on their properties and increase Oakland’s recycling rate. OPDC managed the project and, by working together, the landlords paid a lower price per unit because of bulk ordering direct from the supplier.

Advocating for a Better Oakland

Bruce Kraus, Pittsburgh City Council President

“It is great that Oakland has a group like OPDC to bring people together around an issue of common concern.”



Code Enforcement

Via Oakwatch: The Oakland Code Enforcement Project, Oakland residents collaborate with OPDC and many agency partners to deliver a healthy and sustainable quality of life for all. At the group’s monthly meetings, community members speak one-on-one with enforcement partners such as public safety, building inspection, the health department, Oakland universities, City Council, and the Mayor’s Office. OPDC supports the group and facilitates meetings. We attend housing court and zoning board hearings, document problem properties and bring them to the attention of the city’s building inspector, work with university and city public safety officers regarding safety concerns, and communicate with Oakland landlords on projects to address code enforcement challenges.

Design Development Review

An important part of OPDC’s work is advocating for good design. We want to ensure that all development — big or small — is good for Oakland. That means it should be compatible with zoning and *The Oakland 2025 Master Plan*, adhere to the zoning code’s residential compatibility standards, and include a transparent community process.



In November 2017, we hosted a town hall about a development concept that posed a significant threat to the community. Several of our elected officials and public partners participated in the panel discussion to address the community’s apprehensions. Pittsburgh City Council President Bruce Kraus worked actively

with OPDC to allay resident concerns caused by the misleading statements of this predatory investment group. Council President Kraus stated, “I was pleased to join with OPDC, other elected officials, and the community to make it clear that this outrageous proposal had no place in our community. It is great that Oakland has a group like OPDC to bring people together around an issue of common concern.”

In January 2018, the Coalition of Oakland Residents (COR) advocated for the inclusion of a crossing guard to help ensure safe and efficient traffic and pedestrian flow in the University of Pittsburgh and City of Pittsburgh’s redesign of Bigelow Boulevard. Blithe Runsdorf, a Schenley Farms resident and Oakwatch representative for COR, writes, “COR is the only committee that regularly brings a representative from each of Oakland’s eight neighborhoods together.

COR provides a space for OPDC staff to communicate what’s going on in the neighborhood so that we can inform our neighbors. It makes it easier for Oakland residents to find consensus and uncover new solutions to the issues we face on a daily basis.”

PHOTO BELOW: Cheyenne Vining and Rashawanda Catlin — School 2 Career CEOs



Igniting Bright Futures

Cheyenne Vining, School 2 Career CEO

“My involvement at S2C resulted in some incredible opportunities, including getting accepted to my top choice school and receiving a huge merit-based scholarship.”

School 2 Career Placement Partners



**Carnegie Museum of Natural History
Carnegie Science Center Fab Lab
University of Pittsburgh
Biological Science Department
UPMC Magee Hospital
Medical Surgical Unit
Ortho/Bariatric Unit
Nursing Unit
Citizen Science Lab
Urban League
ACH Clear Pathways**

S2C provides area youth a path out of poverty. At S2C, teenagers from Pittsburgh's urban core, primarily from at-risk minority populations, graduate from high school prepared to pursue a career and post-secondary education. Forty high school students, grades 9 to 12, from low-income households gain career readiness skills, academic support, and professional-mentored job experiences in the career field of their choice.



This past year, our students — Career Exploration Officers (CEOs) —

— achieved an average GPA of **3.0**, logged over **4,000** hours of mentored job shadowing, volunteering, and training in multiple career fields, and attended over **41** educational events. S2C continues to uphold its **100%** graduation rate, **100%** college acceptance rate, and **100%** Pittsburgh Promise eligibility rate.

For the second year in a row, an S2C CEO won a \$2,500 scholarship from the Hill Youth Partnership for Enrichment (HYPE) for exhibiting leadership among peers and demonstrating a strong commitment to her post-secondary goals.

Many volunteers help our students achieve success. We offer one-on-one tutoring with the help of volunteers from local universities. Our network of employer partners mentor our students at their paid work experiences.

Tyra Raquel Galloway, the winner of HYPE's \$2,500 scholarship, became an S2C CEO at the beginning of her sophomore year. She majored in dance at CAPA High School and was placed at the Pittsburgh Ballet Theater (PBT) as part of her mentored work experience. "While at S2C, I had a placement that suited me. I worked

in the arts education offices at PBT, where I got to work with children and see the dancers firsthand."

S2C helped Tyra prepare for her next steps after high school. She discovered her passion for creativity and the program helped her access scholarships and support for college.

"The S2C experience made me want more. I think the program brought out the best in me; working hard for my place and accomplishing goals."

Tyra is currently pursuing a career in fashion at Kent State University, where she has declared a major in fashion merchandising. She also works part-time in retail. "If I didn't participate in S2C, I don't think I would have been so well-prepared for college and my job. I got everything I needed through S2C, including resume writing skills, certifications in Microsoft Office, Outlook, and PowerPoint, and building confidence in a professional setting."



Thanks to generous funding provided by McAuley Ministries, OPDC launched the first year of Future Makers, a weekend enrichment program that offers hands-on workshops in STEM (science, technology, engineering, and math), business, arts, health care, and college preparation, to 7th-12th grade youth living in Oakland

and the Hill District. Through this program, S2C can reach more students and continue to broaden its impact in the community.

"I like the experience of feeling like I'm in a real-world situation," said tenth grader Jaymar. Jaymar is an S2C CEO who has been attending Future Makers since the program began. "In the DNA Detectives workshop, it felt like a real crime scene. The workshop was very hands-on and I learned a lot."

During Future Maker workshops — Maker Days — students learn directly from industry professionals, establish career goals, and prepare for success in college the first two Saturdays of each month. We are grateful for our agency partners, including Citizen Science Lab, Drafting Dreams, UPMC Sports Medicine, ALCOSAN, and Trust Arts Education, who delivered engaging workshops for program youth.

"[Future Makers] not only provides a great opportunity for us to engage in hands-on, deep learning about the arts," explained Lisa Leiberling, from Trust Arts Education, "but it also provides a space for our teaching artists to have meaningful conversations with young people about what it means to be an artist and how, they too, might embark on a career in the arts as well."

PHOTO BELOW: Jazlynn Worthy — JobLinks client



Blazing a Path Out of Poverty

Jazlynn Worthy, JobLinks client

“JobLinks helped me make my vision a reality.”



SERVICES:

- Financial coaching
- Public benefit screening and application
- Credit repair
- Household budgeting
- Financial goal setting
- CPR and First Aid training
- Career counseling
- Resume building
- Mock interviews
- Job readiness training
- Skill development (soft skills, computer skills, transferable skills)

JobLinks is more than just a traditional career service center. At JobLinks Financial Opportunity Center, our staff take a personalized approach to helping our community members reach their financial and career goals.

Our services combine personal financial coaching with our workforce development and income support services.

During the 2017-2018 year, we helped **207** participants improve their credit, **59** participants increase their net income, **20** participants increase their net worth, and **19** participants get student loans out of default.

We tailor our support to meet the needs of each client. Our employment specialists help clients identify areas for growth and work with them one-on-one to build confidence, outline goals, and develop employability skills.



Through our First Aid and CPR training courses, we equip clients with skills required to secure a job in the health care industry. This year, 72% of our enrollments and walk-ins received certifications. Our instructors will even provide a translator for our hearing-impaired clients.

Jazlynn Worthy came to JobLinks through Pittsburgh's Employment, Advancement and Retention Network (EARN) at a turning point in her life. She just gave birth to her third child and was contemplating the future of her career as a masseuse. "It has always been a dream of mine to have my own establishment," explains Jazlynn. "That's where JobLinks came in. [The staff] helped me set goals and find solutions to overcome obstacles."

With the help of our financial coach, Jazlynn improved her credit and identified ways to prioritize her spending. She also took advantage of the CPR and First Aid certification classes available through JobLinks. "Health care is such a large part



of my profession," says Jazlynn. "You need to be First Aid certified to manage your own massage establishment."

Jazlynn, pictured above with JobLinks staff, Karen Craig and Camille Smith, found a support network through JobLinks; our employment specialists worked with her on building confidence and realizing her potential. "The staff is very encouraging. They always tell me, 'You don't have to settle for anything,'" she says. "They taught me that, if I want that house or that business, I can have it."

I'm glad I came to [JobLinks], not only for the services, but also for the people who provide them."

OPDC creates direct paths to the jobs in our communities through partnering with local employers. This year, we helped 115 participants find employment. Stephenie Ware came to JobLinks in January 2018, after struggling to find a job that met her career interests and scheduling needs. "Many of the jobs I found were for weekends or evenings. Day jobs are better for childcare," explains Stephenie. "It was hard to find something that coincided with my kids' schedules."

JobLinks staff helped Stephenie improve her resume and connected her with numerous networking events. "JobLinks has a lot of connections in the city. They informed me of career fairs happening so that I could talk with people and get my resume out," says Stephenie.

After six months of networking and job searching, Stephenie was offered a Membership Coordinator position at the Homewood YMCA branch. She now utilizes her background in business management and applies the skills she learned through financial coaching at JobLinks. "I am responsible for budgeting and planning in my department," says Stephenie. "The services provided by JobLinks have helped me both in my personal life and work life."

PHOTO BELOW: Bey family — Oakland Affordable Living residents



Building an Equitable Community

Maya Bey, Oakland Affordable Living resident

“Moving into Allequippa Place has made things so much easier for me and my girls.”

Oakland Affordable Living Development Team and Funding Partners



Sota Construction

Loysen + Kreuthmeier Architects

Pennsylvania Housing Finance Agency (PHFA)

PNC Bank

Urban Redevelopment Authority (URA)

Region Housing Legal Services (RHLS)

O PDC is committed to making sure there are affordable housing options in the neighborhood. Our vision is that all people, regardless of income, can continue to call Oakland home and enjoy the neighborhood's accessibility to transit, jobs, recreation, and opportunity.

Our portfolio of rental apartments is available at affordable rents to a mix of seniors, individuals with disabilities, and families.

We rent **90%** of the portfolio below market rate. This year was an exciting one for OPDC's affordable rental program. After years of planning, design, contracts, red tape, and spreadsheets, we started construction on Oakland Affordable Living, **49**-units in West Oakland financed with low-income tax credits from the state. The development consists of a new **25**-unit building, **2520** Wadsworth, and **24** renovated units, known as Allequippa Place.



Residents are now living in the renovated Allequippa Place units, which we finished in summer 2018. Renovations included a complete overhaul of the units, including new flooring, bathrooms, windows, landscaping, central air, and new kitchens with stainless steel appliances. We also installed new energy efficient furnaces and water heaters.

Maya Bey moved to Allequippa Place with her two daughters, ages two and six. Maya grew up in the West End of Pittsburgh, but when she got a job at UPMC Presbyterian, she wanted a home closer to work. "I was so excited about my new job and wanted to



live closer to [work]," says Maya. "Now, I practically work in my backyard — only a six minute walk — and being so close to work has really increased my passion for nursing."

It was a challenge for Maya to find quality, affordable rental housing in a high demand area like Oakland. "Given that I use a housing voucher, it was really hard to find competitive housing options, where the properties are well-maintained," says Maya. "The apartments at [Oakland Affordable Living] really stood out to me, because they provided the best pricing, with the largest number of bedrooms, and OPDC is a very responsible manager." Still new to Oakland, she already feels at home.

"I really like how the neighborhood feels," says Maya. "I like the mix of it all, and I like how busy it is — it makes me feel safe knowing that someone's always nearby."

Wesley Allen was a resident of Allequippa Place before renovations began. OPDC ensured that Wesley had the necessary support and resources to temporarily relocate. Wesley was excited to return to an updated version of his home. "I wanted to move back, because [Allequippa Place] is in a convenient location.

It's easy to get Downtown or to the South Side," say Wesley. "The environment here is nice, too. People in the neighborhood look out for each other."

Construction is moving forward at 2520 Wadsworth Street after delays due to excessive rainfall and challenging subsurface conditions beyond what we anticipated. The 25 unit building will have six units that are mobility accessible and two that are hearing and visual accessible.

PHOTO BELOW: Bob Kollar — Oakland CLT homeowner



Strengthening Our Residential Neighborhoods

Randy Sargent, South Oakland resident and CLT Committee member

“I strongly believe that the best way to help members of our community stay together is to help renters become homeowners.”

Oakland CLT by the numbers:



- 2** signed CLT leases
- 2** homes for sale as part of the CLT
- 1** CLT home under renovation
- 9** CLT committee members
- 20+** other properties and vacant lots in CLT pipeline

The Oakland Community Land Trust (CLT) is a game changing strategy for our community. This past year we finalized the Oakland CLT ground lease. This document guides the structure of the CLT. It ensures that CLT homes are affordable, owner occupied, and stewarded by the community.

This year, we signed our first two Oakland CLT leases! In April 2018, Bob Kollar, a long time Oakland resident, became the first Oakland CLT homeowner. He purchased a house in the Oakland Square Historic District, from neighbors Andrea Boykowycz and Golan Levin, pictured below.



“As a CMU employee, finding a home in Oakland was a huge perk,” explained Kollar. “Not only do I get to live in a neighborhood that I know and love, but I also get to enjoy a short commute to work.”

Pinlei Lu and his wife Jie Jiang were also looking for a home in Oakland with a short walk to the University of Pittsburgh where Pinlei works. In September 2018, they purchased an income-restricted CLT home that OPDC renovated in West Oakland. Pinlei and Jie spent several months looking for a home in Oakland, but they were unable to compete in Oakland’s high-priced, investor-driven market. “It seems like prices for housing keep rising in Pittsburgh,” said Pinlei. “We were really happy to find the [CLT] house.” They are expecting their first child in December and are excited to have a home to call their own. Pinlei also said they are happy to be in a neighborhood with other homeowners and long-term residents.

“When we lived in an apartment, everyone was a student or transient. There were not many chances to meet them and say hi,” says Pinlei. “We hope to have more chances to connect with our neighbors in the future.”



In addition to Pinelei and Jie’s new home, we renovated two other homes in West Oakland that we will sell as part of the CLT. We continue to acquire properties for renovation and are also working with residents who want to sell their homes as part of the CLT. Charles “Buck” Holbert Jr. had been renovating his South Oakland home when he passed away suddenly last year. His daughter, Betsy Trively, wants to ensure that another homeowner will care for the house as much as her father had. “He would want someone to stay and love the house and finish it,” says Betsy, “He loved the neighborhood and would want someone to enjoy it as much as he did.” She has listed her father’s home as part of the Oakland CLT to preserve his legacy.

This year we also established the CLT advisory committee who will steward the CLT in service to the community. CLT leaseholders will hold the majority of seats on the CLT advisory committee.

CLT Committee member Randy Sargent has lived with his wife and son in South Oakland for 11 years. In that time, he has observed numerous families being displaced from South Oakland due to rising rents.

“We see a lot of long-term families who can’t stay because rents go up,” says Randy, “and families who can stay because they own their homes. I think the Oakland Community Land Trust provides a fantastic opportunity to bring homeownership at reasonable costs in a market which is quite inflated.”

Preserving homeownership in Oakland is especially important to Randy and his family who have built meaningful relationships with their neighbors. “As we became more connected to the people in the community, we knew we wanted to stay long term,” explains Randy. As a member of the CLT Committee, Randy strives to educate existing community members about how the CLT makes houses affordable and what residents can do to stay in the neighborhood they call home.

The Creation of a Community Land Trust Home

One of the main ways OPDC brings homes into the Oakland Community Land Trust is by renovating houses to sell to low- to moderate-income buyers. We purchase most of our homes from former residents who are looking to downsize or from family members of residents who have passed away. We also acquire vacant and abandoned properties throughout the neighborhood. Most of these houses are older and have significant deferred maintenance.

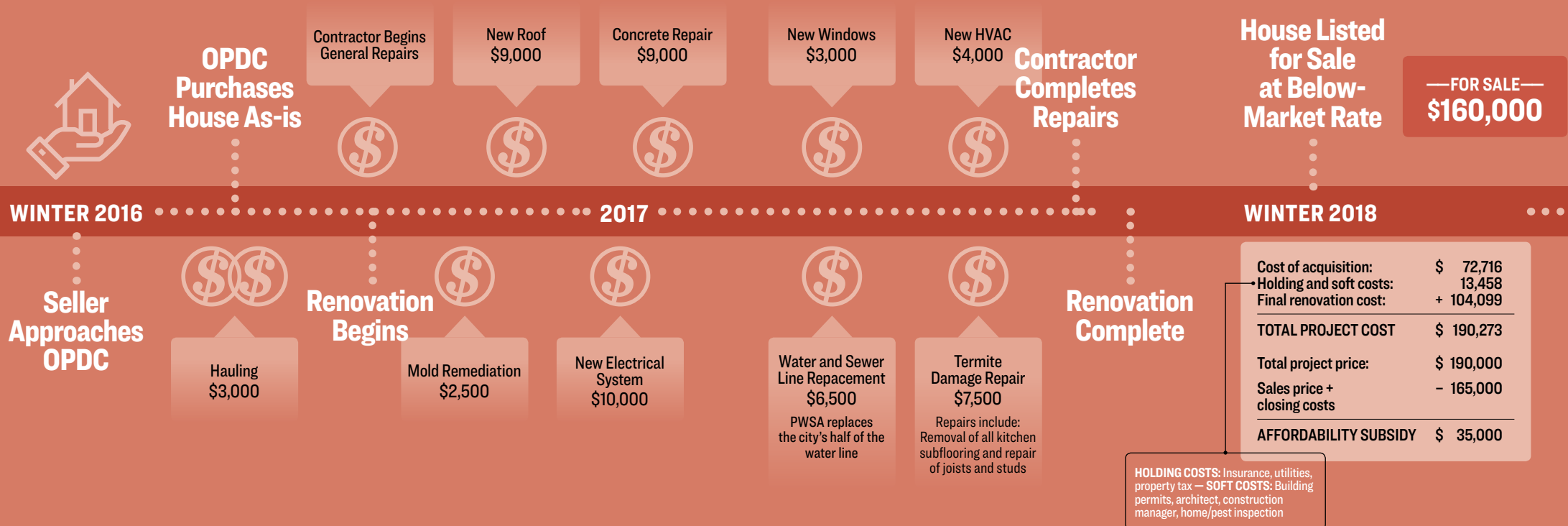
We renovate these homes to a safe, move-in ready condition before selling to a working family. In most cases that means we are repairing or replacing all of the major systems in a house.



Our goal is to improve the neighborhood and provide permanently affordable homes for families who might not otherwise be able to afford a home in Oakland. In order to sell these homes at below market value, we raise significant subsidy. The CLT protects this subsidy permanently, ensuring that multiple families can benefit from this investment.

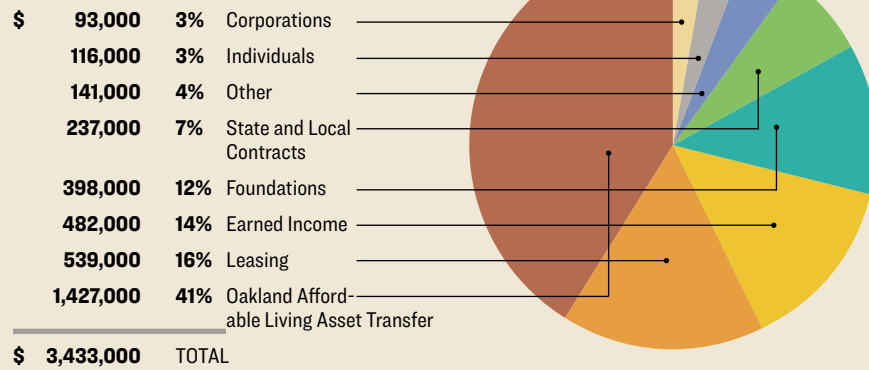
For more information visit OPDC.ORG/CLT

The timeline below highlights some of the steps involved in preparing one CLT house for a buyer at or below 100% Area Median Income (AMI).

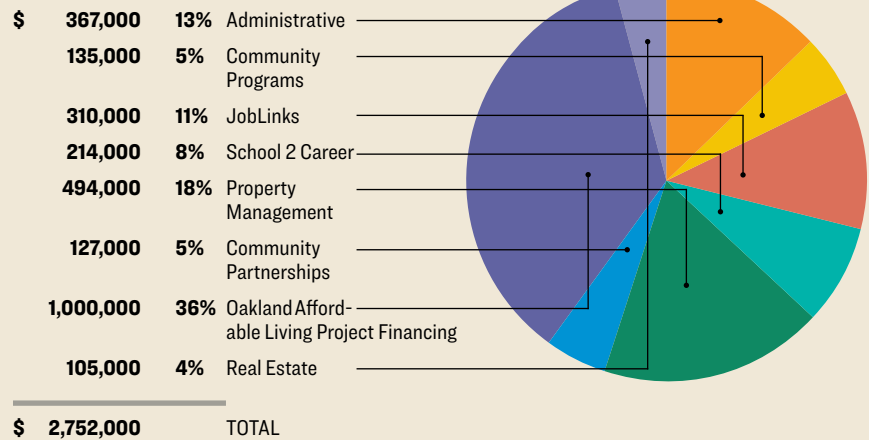


Financials — 2017-2018

Revenue



Expenses



Assets

\$ 776,000	Cash and Cash Equivalents
59,000	Contributions and Accounts Receivable
21,000	Prepaid Items
247,000	Notes and Interest Receivable
588,000	Project Development
1,345,000	Property and Equipment, Net
\$ 3,036,000	TOTAL ASSETS

Liabilities

\$ 84,000	Accounts Payable
103,000	Lines of Credit
32,000	Current Portion of Long-Term Debt
31,000	Security Deposits Held
1,214,000	Long-Term Debt
1,096,000	Forgivable Debt
\$ 2,560,000	TOTAL LIABILITIES

\$ 476,000 NET ASSETS

ALL NUMBERS ARE UNAUDITED

PHOTO BELOW: Blithe Runsdorf and Elena Zaitsoff — Oakland residents



Contributions — 2017-2018

Funders & Supporters

The Allegheny Relief Fund of The Pittsburgh Foundation
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Elena Zaitsoff
David Zwier and Karin Fast

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Joshua Cohen, in memory of Jeffrey H. Cohen
Sean and Carol Hughes, in memory of Judith Wilson
Michelle Lally, in memory of James F. Lally
Constantina Lardas in memory of Mary Ballerini

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Fanny Edel Falk Laboratory School
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OPDC

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www.opdc.org



Liz Bennett, Oakland Affordable Living resident

***“OPDC really helps
people get invested in
the community.”***