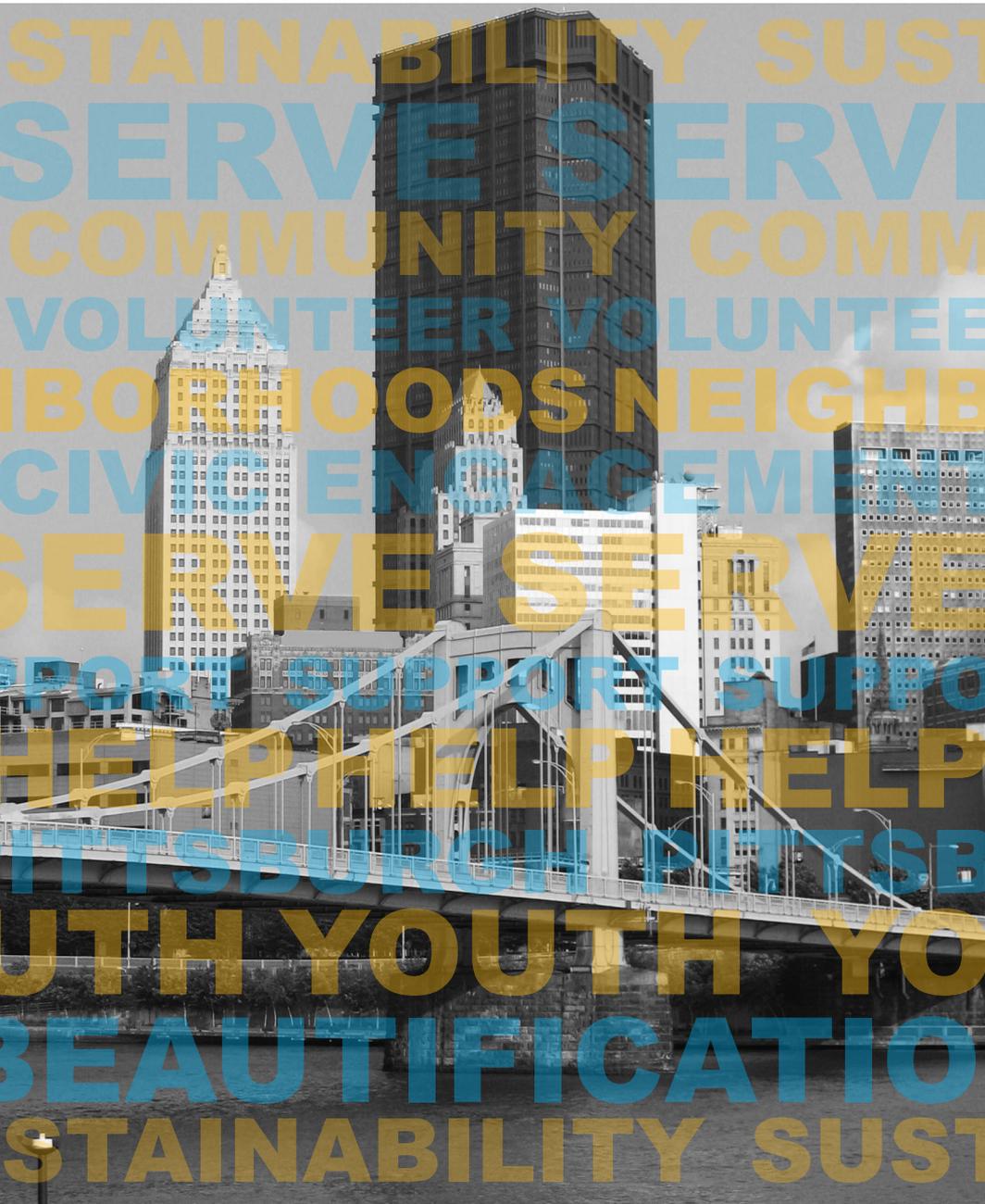




A City of Pittsburgh Initiative

# serve PGH

*Year 3 Report to the Community*





A building in Lawrenceville receives a fresh coat of sealant during a Love Your Block project

# ENGAGING CITIZEN VOLUNTEERS TO TACKLE PITTSBURGH'S GREATEST CHALLENGES

"I look forward to continuing the success of servePGH. For the past three years, servePGH has played an integral part in rebuilding our City from within, creating a better place to live and fostering a greater sense of community among our residents. I'm excited to continue this tradition of giving our residents the opportunity to create substantial change through volunteer efforts."

*-Mayor William Peduto*



A group of University of Pittsburgh students and residents volunteer during a Love Your Block event in Greenfield's Magee Park



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Civic Leadership Academy graduates partnered with Computer Reach to refurbish computers for nonprofit organizations

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# MESSAGE FROM THE MAYOR

Dear Neighbors,

It is an exciting time in the City of Pittsburgh and there are opportunities for transformation everywhere. While some transformations start with our leadership, the greatest and most meaningful changes are ignited by ordinary citizens committed to mobilizing and improving their communities, one project at a time. Millions of Americans volunteer each year, and thousands of those volunteers reside right here in our City. These volunteers help restore our sense of community pride and infuse new energy into our neighborhoods, pushing us towards a brighter future.

Over the past three years, many of you have become mentors, helping guide our City's young people, community stewards committed to greening and cleaning our neighborhoods, and supporters for our neighbors who need a hand shoveling their walkways. Pittsburgh has strong roots in service, and a rich neighbors-helping-neighbors tradition that I hope to continue in the coming years.

We know that government alone cannot solve each and every problem, but together we can tackle our City's most pressing needs. I am proud of the volunteer work we have accomplished over these last few years, and I look forward to partnering with all of you as we work to build a new Pittsburgh. Please join our efforts by volunteering with the servePGH initiative, which is committed to rallying the communities of Pittsburgh to make our city cleaner, greener, safer, and more prosperous through a multitude of service opportunities.

Thank you for your service to our City.

Sincerely,



William Peduto

Mayor  
City of Pittsburgh



# ABOUT CITIES OF SERVICE

Founded in September 2009 in New York City by New York Mayor Michael R. Bloomberg and 16 other mayors from across the nation, Cities of Service is a bipartisan coalition of mayors committed to addressing critical city needs through impact volunteering. American cities face serious challenges and many mayors want to take advantage of every resource available to them – including the time and energy of public-spirited residents – to address those challenges. But in cities across America today, citizen service is often an underutilized or inefficiently utilized strategy by municipal governments. By leveraging citizen service strategies, Cities of Service helps mayors address local needs and make government more effective. To learn more, visit [citiesofservice.org](http://citiesofservice.org) or follow on Twitter @CitiesofService.



The team of AmeriCorps VISTAs that support the City of Pittsburgh's servePGH initiative



# VISTA

Volunteers In Service To America

servePGH is supported by the Corporation for National Community Service and AmeriCorps VISTA. AmeriCorps VISTA members commit to serve full-time for one year at a nonprofit organization or local government agency, working to fight illiteracy, improve health services, create businesses and strengthen community groups, with the ultimate goal to eliminate poverty in the United States. VISTAs develop systems, relationships, and knowledge which they transfer to the organization and the community to sustain long-term.

# INTRODUCTION

On September 10, 2009, the City of Pittsburgh pledged it would help the country achieve the goals of the Edward M. Kennedy Serve America Act by joining New York City and sixteen others mayors from across our nation to launch the Cities of Service coalition. The bipartisan coalition includes more than 100 mayors – representing nearly 50 million Americans – who have committed to work together to engage citizens in a multi-year effort to address pressing city needs through impact volunteerism. By signing the Declaration of Service, the City of Pittsburgh committed to developing a coordinated strategy to utilize service as a significant municipal strategy for addressing local challenges.

In March 2011, the City of Pittsburgh launched servePGH to engage Pittsburgh’s citizens in service and answer President Obama’s national call to volunteerism. As a Cities of Service Leadership City, Pittsburgh is viewed as a model for leveraging volunteers for impact. Through robust and innovative initiatives, ranging from mentoring to block revitalization, to home repair and beyond, servePGH has engaged citizens in volunteer-fueled solutions to revitalize more than 850 City blocks, clean up over 64,000 pounds of litter, and repair over 100 homes for the City’s most vulnerable residents. Over 8,700 volunteers have committed over 57,000 hours of service through servePGH to date. *Additional information is available at [pittsburghpa.gov/servepgh](http://pittsburghpa.gov/servepgh).*

# IMPACT TO DATE

Revitalized **860** City blocks and removed over **64,500** pounds of litter from City streets

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Repaired and weatherized **132** homes, including **31** homes of veterans

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Painted nearly **65,000** sq. ft. of City roofs a reflective white coating , which helps reduce greenhouse gas emissions

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Shoveled over **50,000** sq. ft. of sidewalk for nearly **320** seniors and disabled residents

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Engaged **8,700** volunteers in over **57,000** hours of service to date, and nearly tripled the number of volunteers engaged in past year

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Leveraged nearly **\$2M** in Federal, State and Foundation funding

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During a Cool Roofs event, volunteers coat a roof in Lawrenceville

# INITIATIVES

Love Your Block

Redd Up Zone

Snow Angels

Civic Leadership Academy

Citizen Service Awards

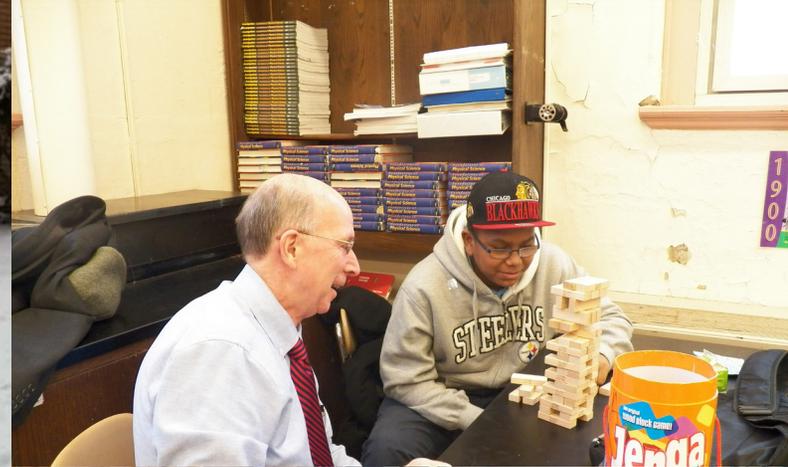
Mayor's Mentoring Initiative

Promise Coaches

Sustainable Home Improvement Partnership

Cool Roofs

Green Up Pittsburgh: Edible Gardens



# ALL ABOUT THE NEIGHBORHOODS

## LOVE YOUR BLOCK

Invite nonprofit organizations from across Pittsburgh to propose projects to transform their blocks with community volunteers and a small grant to purchase supplies and equipment

*"The Love Your Block Program helped us create a message board and living wall which draws warmth, color and texture to a blank and drab corner...it gives the corner a new life along with bringing community involvement and communication back to Beechview."*  
-Estelle Simpson, Beechview



## REDD UP ZONE

Provide support for businesses and organizations to recruit volunteers to adopt a Redd Up Zone in an effort to combat blight and beautify their neighborhood in partnership with the City of Pittsburgh

## SNOW ANGELS

Connect volunteers with residents in need of assistance with shoveling their sidewalks throughout the winter months



# CREATING COMMUNITY

## CIVIC LEADERSHIP ACADEMY

Foster more informed, effective and inspired community and civic leadership through a 10-week course about local government

*"When I moved here I didn't know much about the City of Pittsburgh. I came out of this program a whole new person, with a deeper understanding about the city than some life-long residents."*  
-Ashley Falkowski, Fairywood

## CITIZEN SERVICE AWARDS

Honor individuals and organizations that demonstrate a strong commitment to addressing local challenges and improving the quality of life through service in the City of Pittsburgh

# ENGAGING OUR CITY'S YOUTH

## MAYOR'S MENTORING INITIATIVE

Encourage full-time City employees to serve as mentors to Pittsburgh Public School students during the work day through the City of Pittsburgh's first-ever employee volunteer program



## PROMISE COACHES

Equip adults with the skills and resources needed to mentor students in their lives through high school and onto higher education and successful careers



# GOING GREEN

## GREEN UP PITTSBURGH: EDIBLE GARDENS

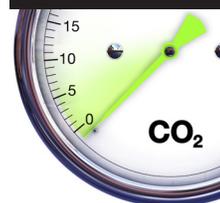
Inspire healthier eating at home by turning vacant lots in identified "food deserts" into high-yielding edible gardens, increase access to fresh produce

## SUSTAINABLE HOME IMPROVEMENT PARTNERSHIP (SHIP)

Repair and weatherize the homes of veterans, seniors and disabled residents in collaboration with local nonprofits and volunteers



## COOL ROOFS



Apply a coating to City roofs to help reduce cooling costs, cut energy usage, and lower greenhouse gas emissions, reducing Pittsburgh's carbon footprint

# LOOKING AHEAD

In three years, the City of Pittsburgh's servePGH initiative has engaged over 8,768 volunteers in over 56,980 hours of service to date.

Moving forward, servePGH will continue to engage communities through innovative and new service strategies to help them meet the unique, pressing challenges each neighborhood faces. By engaging community volunteers, we hope to develop sustainable solutions to meet the pressing challenges our city faces.

We believe the best way to affect local change is not alone, but through strategic partnerships between businesses, organizations and local government. Community members are experts in creating their own solutions. The greatest impact will come from everyone working hand in hand. Thank you for joining us on this journey.



# INITIATIVE PARTNERS



## **LOVE YOUR BLOCK**

The Home Depot Foundation  
Redd Up Zone  
City of Pittsburgh Department of Public Works

## **REDD UP ZONE**

Clean Pittsburgh Commission  
Citizens Against Litter  
City of Pittsburgh Department of Public Works

## **SUSTAINABLE HOME IMPROVEMENT PARTNERSHIP**

The Home Depot Foundation  
Urban Redevelopment Authority  
Neighborhood Allies  
ACTION-Housing, Inc.  
Nazareth Housing Services  
NeighborWorks Western PA  
Pittsburgh Community Services, Inc.  
The Pittsburgh Project  
Rebuilding Together Pittsburgh  
Three Rivers Center for Independent Living

## **MAYOR'S MENTORING INITIATIVE**

United Way of Allegheny County  
Reading Is FUNdamental Pittsburgh: Everybody Wins!  
Be a Middle School Mentor  
Youth Futures Commission  
Pittsburgh Public Schools  
The Mentoring Partnership of Southwestern Pennsylvania

## **PROMISE COACHES**

The Mentoring Partnership of Southwestern Pennsylvania  
Pittsburgh Public Schools  
The Pittsburgh Promise  
United Way of Allegheny County  
The Coca-Cola Foundation

## **GREEN UP PITTSBURGH: EDIBLE GARDENS**

City of Pittsburgh Department of Public Works  
The Penn State Center  
Grow Pittsburgh  
Pittsburgh Water and Sewer Authority

## **COOL ROOFS**

City of Pittsburgh Office of Sustainability and Energy Efficiency  
City of Pittsburgh Department of Public Works

## **servePGH PARTNERS**

Bloomberg Philanthropies  
Rockefeller Foundation  
Corporation for National and Community Service  
AmeriCorps VISTA  
Cities of Service

*The City of Pittsburgh is grateful to The Home Depot Foundation for its investment and its national commitment to vibrant and sustainable communities.*

*The City of Pittsburgh is also grateful to the Coca-Cola Foundation for its investment in sustainable community and education initiatives.*

NEIGHBORHOODS  
STAINABILITY SUST  
SERVE SERVE  
COMMUNITY COMM  
VOLUNTEER VOLUNTEE  
BORHOODS NEIGHB  
CIVIC ENGAGEMENT  
SERVE SERVE  
SUPPORT SUPPORT SUPPO  
HELP HELP HELP  
PITTSBURGH PITTSI  
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CITY OF  
**PITTSBURGH**



**CITIES OF  
SERVICE**  
CITIESOFSERVICE.ORG

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