



**CREATING A MORE WELCOMING PITTSBURGH**  
A ROADMAP FOR CHANGE



# A More Welcoming Pittsburgh INTRODUCTION

Immigration and migration drove the early 20th-century economic and population growth that built Pittsburgh into a city of 700,000 and one of America’s great industrial centers. Pittsburgh has seen substantial population loss in recent generations and an accompanying decline from a thriving destination for immigrants to the lowest percentage of new immigration of any of America’s top 40 metropolitan areas. “America’s Most Livable City” includes 25% of city residents who have yet to share in that livability. Stagnant population growth, diminished diversity, and persistent hurdles to opportunity demand a comprehensive approach for Pittsburgh to thrive in the 21st century.

## OPPORTUNITY TO ACT NOW

Mayor William Peduto has committed to growing Pittsburgh’s population by 20,000 new residents over the next 10 years, creating a more welcoming city that embraces all immigrants and is also a most livable city for its current residents. The Mayor’s modernization efforts underway across City departments will develop more accessible, responsive, and accountable City government for all residents, while also providing an ideal opportunity for key City functions to become more accessible for new Americans, too.

## A ROADMAP FOR CHANGE

Mayor Peduto launched Welcoming Pittsburgh in May 2014, convening a 40-person Advisory Council to develop recommendations and create a roadmap plan to guide implementation. The process included seven Advisory Council planning sessions, as well as a broad public-outreach initiative that engaged more than 3,000 people to ensure a community-driven planning process. Public input included 50 one-on-one interviews, five public meetings, two public surveys, outreach at 14 community events, and communications support by 130 partner organizations.

all photos by Larry Rippel



## WHAT WE LEARNED

Foreign-born residents of Pittsburgh make up 7.4% of its total population, compared to a level of 12.9% for the U.S. The city’s percentage of net annual international migration – approximately 0.05% – is the lowest of any of the country’s 40 largest metropolitan areas. Asians (2.1%) and Latinos (1.3%) are the largest sources of our foreign-born population. Three quarters of foreign-born survey respondents usually or always feel generally welcome, accepted, and safe, and identified their largest challenges as transportation, employment, and connecting and making friends.

Survey respondents born in the U.S. believe Pittsburgh needs new immigrants (88% of respondents) to be a more vibrant, competitive city, but indicated their greatest level of concern about attracting new residents to be the attitude of current Pittsburgh residents. Responses from the two surveys indicated significant commonalities between foreign-born residents and residents born in the U.S. When residents born in the U.S. were asked what would make their own neighborhood most livable for everyone, four of their top five responses (safety, affordable housing, transportation, and more acceptance of diversity) matched the top priorities of respondents to the immigrant survey,

The clear commonalities between these two distinct communities offer a unique opportunity for Pittsburgh to coordinate efforts and succeed in creating both a more welcoming city for new immigrants and more livable communities for those who have been left behind as our city has prospered.

The 40-person Advisory Council participated in 7 planning sessions.



# Welcoming Pittsburgh THE VISION

**As Pittsburgh continues to grow and evolve, we envision a cultural shift in our community, where:**

- All immigrants are recognized for the value they bring to the city.
- Pittsburghers are more culturally competent and welcome diversity.
- Immigrants play an active role in the vibrancy of our city, from government to workforce to our neighborhoods.
- We provide accessible resources for people of all backgrounds in transportation, education, communications, and services.
- Pittsburgh includes a wide variety of cultural options and is a global model for welcoming communities.

## A CALL TO ACTION

Recommendations developed with the Advisory Council focus on understanding and building on commonalities, envisioning a cultural shift in our community as Pittsburgh continues to grow and evolve. The Welcoming Pittsburgh plan is designed to move forward together, rooted in the shared strengths, needs, and aspirations of all Pittsburghers.

The Mayor's Office and the City of Pittsburgh will take the lead on many of the recommendations, while also striving through partnerships and collaboration to ensure that the work is owned by the communities, organizations, and partners whose input helped craft the plan. The Mayor will support community-driven implementation through the creation of three Welcoming Action Teams that will advance collaboration and implementation of recommendations.

The Welcoming Pittsburgh plan includes a broad set of recommendations prioritized as Short term (6 months to 1 year), Mid term (1 to 2 years), Long term (3 to 5 years), and Ongoing, and grouped into three categories:

- *Welcome, Neighbor!*,
- *Bridge to the City*, and
- *Prospering Together*



CONNECTIONS  
CIVICS + CITIZENSHIP  
COMMUNICATIONS  
LEARNING + TEACHING  
COMMUNITY





# BRIDGE TO THE CITY RECOMMENDATIONS

## GOVERNMENT + POLICY

15. Launch a municipal ID program MID TERM
16. Establish a Welcoming City employee resource group SHORT TERM
17. Pass a Welcoming City Ordinance MID TERM
18. Establish a City office to house immigrant integration efforts MID TERM
19. Implement City cultural awareness and access training programs MID TERM
20. Review, update, and translate key city documents MID TERM
21. Expand City civic engagement and leadership opportunities SHORT TERM
22. Develop and enforce a City language access plan MID TERM
23. Work for local, state, and federal immigration reform ONGOING

## HOUSING

24. Improve housing access systems MID TERM
25. Create accessible, multi-lingual housing information MID TERM
26. Rehab vacant housing stock MID TERM

## SERVICES

27. Commit to a community policing approach MID TERM
28. Promote increased transportation accessibility ONGOING
29. Improve and scale up refugee services LONG TERM

# PROSPERING TOGETHER RECOMMENDATIONS

## BUSINESS + JOB CREATION

30. Promote best practices to increase hiring of immigrants MID TERM
31. Grow immigrant and minority businesses SHORT TERM

## EMPLOYMENT + EMPOWERMENT

32. Provide multi-lingual employee-rights support MID TERM
33. Improve immigrant integration in workforce systems MID TERM
34. Host job fairs that are welcoming to the immigrant community SHORT TERM
35. Support immigrant wealth-building MID TERM
36. Improve U.S. professional recertification processes LONG TERM
37. Launch a leadership mentoring match SHORT TERM

