

Public Engagement Plan (PEP)

for ForgingPGH Comprehensive Plan

City of Pittsburgh, Department of City Planning

September 1, 2020

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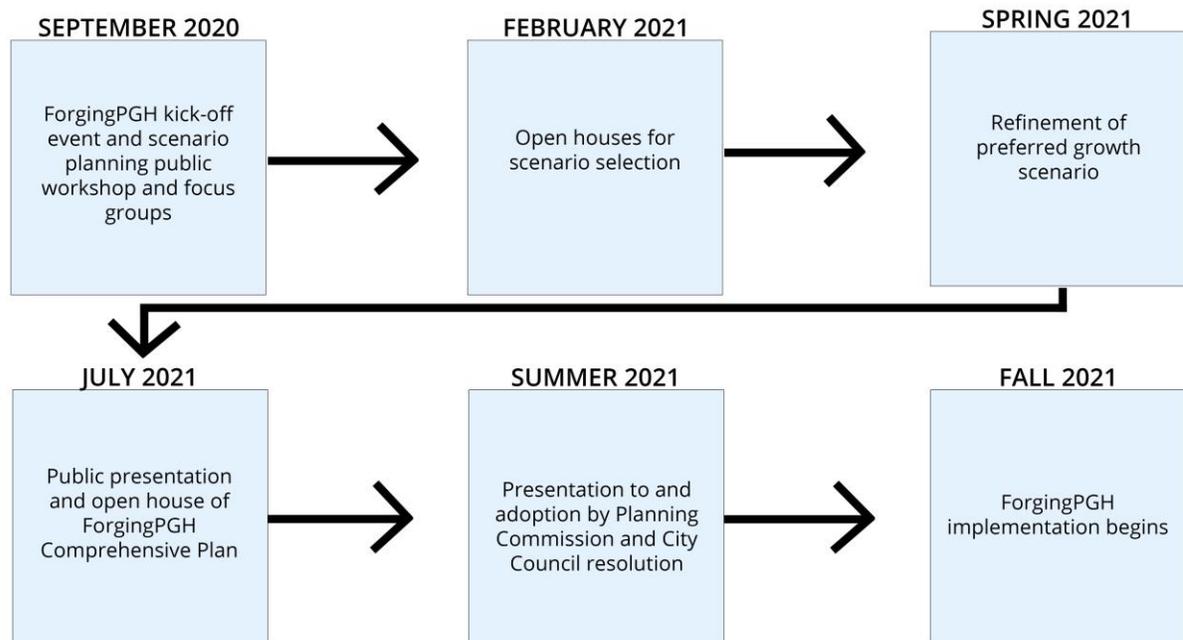
Public Involvement Evaluation & Monitoring of Success

Project Goals & Outcomes

ForgingPGH will be a data- and community-driven comprehensive plan that will guide growth and development for the City of Pittsburgh over the next 20 years or longer. It integrates previous planning efforts and scenario planning around the p4 Framework of People, Planet, Place, and Performance. ForgingPGH focuses on the key elements of housing, mobility, and economic development, recreation and open space, and the environment to create a forward-thinking land use plan that equitably meets the needs of Pittsburgh's 90 neighborhoods. This vision for and by Pittsburghers will:

- Allow the community to express a collective vision for the future
- Provide a guiding framework for lawmakers, developers, and community members
- Allow development planning in a sustainable and beneficial way
- Promote economic development
- Provide guidance for the city's look and feel

Project Timeline



Project Resources, Project Team & Working Groups

The project team includes City of Pittsburgh staff from the Department of City Planning, Department of Mobility & Infrastructure and a group of expert consultants. The resources needed to complete the comprehensive plan include costs associated with the consulting firms, planning and execution of public engagement activities such as workshops, open houses, and surveys. The budget to collect, analyze and present data, develop brand and content guidelines, develop and administer a citywide survey, build a project website, create and execute a public engagement strategy, facilitate scenario planning, draft an existing and future land use map, and write the planning document takes significant human and financial resources to create a

citywide comprehensive plan. Approximately \$390,000 has been budgeted for this year-and-a-half long planning process.

City of Pittsburgh Project Team

- Andrew Dash, Acting Director
- Anthony Kobak, Project Manager and Senior Neighborhood Planner
- Stephanie Joy Everett, Senior Neighborhood Planner
- Martina Battistone, Senior Environmental Planner
- Dara Braitman, Principal Transportation Planner
- Christopher Corbett, Neighborhood Planner
- Hillary Roman, ADA Coordinator
- Sarah Yeager, Energy and Climate Planner
- Alex Holmes, Communications Specialist

Consultants

- Cascadia Partners (lead consultant for scenario planning)
- ThoughtForm, Inc. (lead consultant for branding and design)
- MonWin Consulting
- Campos

Working Groups

Working groups will be established in the different comprehensive plan topic areas. The groups will be practitioners in the various fields of interest in order to assist the project team and consultants throughout the planning process. The working groups will form over the summer and fall of 2020. Their main responsibilities will involve providing feedback for the alternative scenarios creation and policy development (fall 2020), help identify and refine the preferred growth scenario (spring 2021), and help translate the preferred scenario into the future land use map (summer 2021).

Currently, there are six working groups:

1. Housing
2. Mobility
3. Economic Development
4. Recreation & Open Space
5. Environment & Energy
6. Equity

Previous/Concurrent Efforts & Coordination

This planning process will incorporate input and ideas from prior plans, reports and studies including, but not limited to:

- Bike (+) Master Plan (2020)
- Adopted Neighborhood Plans (2017-2020)
 - Greater Hazelwood Neighborhood Plan
 - Homewood Comprehensive Plan

- Manchester-Chateau Neighborhood Plan
- Uptown/ West Oakland EcoInnovation District Plan
- SmartMoves For a Changing Region (2019)
- Next is Now (2019)
- Pittsburgh's Inequality Across Gender and Race (2019)
- Pittsburgh's Water Future 2030 and Beyond (2018)
- Climate Action Plan 3.0 (2018)
- Pittsburgh Equity Indicators (2018)
- Pittsburgh Roadmap for Inclusive Innovation (2018)
- Greenways for Pittsburgh 2.0 (2017)
- Capturing the Next Economy (2017)
- OnePGH Resilience Strategy (2017)
- Inflection Point (2016)
- Pittsburgh Complete Streets Policy (2016)
- Equitable Development: The Path to an All-in Pittsburgh (2016)
- Pittsburgh Housing Needs Assessment (2016)
- Affordable Housing Task Force Report (2016)
- Green First Plan (2016)
- My Brother's Keeper (2015)
- p4 Pittsburgh (2015)
- Regional Parks Master Plan Update (2014)
- OpenSpacePGH (2013)
- PreservePGH (2012)
- Pittsburgh Urban Forest Master Plan (2012)
- Allegheny Places (2008)
- A Regional Strategic Vision for Public Transportation (2006)
- Pittsburgh's Regional Parks Master Plan (2000)
- Pittsburgh Bike Plan (1999)

Additionally, the project team will coordinate with public and nonprofit agencies currently conducting other studies and planning projects in the City of Pittsburgh and region including, but not limited to:

- Downtown Pittsburgh Mobility Plan
- PGH 2070 Mobility Vision Plan
- NEXTransit: A Long-Range Transportation Plan
- SmartMoves Connections
- Neighborhood Planning
 - The Oakland Plan
 - Greater Hill District Master Plan

Decision Making Process

The Pittsburgh City Planning Commission is a nine member panel appointed by the Mayor for six-year terms. The Planning Commission is charged with guiding land use and land development within the City. They are the decision making authority for the project. The final draft of the ForgingPGH Comprehensive Plan will be presented to the Planning Commission to vote on for adoption. The document being reviewed by the Planning Commission will be co-

created between the project team, working groups and other community partners throughout the various public engagement opportunities of this planning process.

The public can attend the briefing and hearing before the Planning Commission to hear discussion, and provide testimony in writing and verbally. Testimony, including letters of support, can be submitted to the Planning Commission up until the day before the hearing and will be shared with the Commission members and kept on file. The public will be informed of final decisions through press releases, the project website, neighborhood networks and social media.

Section II: Public Engagement Process

The principles below were established in the Pittsburgh Department of City Planning's Public Engagement Guide in November 2019 and reflect the values that the ForgingPGH planning process embodies.

Public Engagement Principles

Transparency and Open Communication

Legitimate processes and credibility are built through transparency and open communication with all stakeholders.

Build a Foundation of Trust

Reconcile historic inequities to build a new foundation based on trust.

Center Equity and Fairness

Acknowledge systematic issues and make intentional efforts to address equity considerations in any engagement process.

Value Relationships

Human relationships with the community foster respect and increase engagement from representative community groups and residents. Project leads should value those relationships in any process.

Maximize Participation

Well-designed engagement processes maximize participation of residents and stakeholders.

Public Engagement Overview & Tools (subject to change due to COVID-19 guidelines)

The planning process offers four opportunities for public engagement: scenarios workshop, scenario choosing open houses, public presentation/ open house event unveiling the draft comprehensive plan and the City Planning Commission. Below is an overview of the various public engagement opportunities and the array of tools used for public outreach. Each opportunity or tool carries a label given by the International Association for Public Participation Spectrum of Public Participation – inform, consult, involve, collaborate and/ or empower. (IAP2 Spectrum definitions: *Inform* – to provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities, and/ or solutions; *Consult* – to obtain public feedback on analysis, alternatives, and/ or decisions; *Involve* – to work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered; *Collaborate* – to partner with the public in each aspect of the decision, including the development of alternatives and the identification of the preferred

solution; *Empower* – to place final decision making in the hands of the public.) Please note, some of the in-person engagement might need to be adjusted due to COVID-19 guideline restrictions.

Comprehensive Plan Logo (Inform)

The logo is described by the consultant, ThoughtForm, Inc., in the following manner:

The clean, modern lines of this logo's first word visually propel the viewer into the bare-knuckled "PGH" that anchors the far side. This striking positive/negative space logo suggests Pittsburgh's unadorned authenticity and echoes back to its industrial past.

The official logo was designed by the consultant, in collaboration with the Department of City Planning and Mayor Bill Peduto, along with color and content guidelines for future print and digital material for the comprehensive planning process. The logo and consistent layout scheme will help identify the project in the public realm.



Project Website (Inform)

ForgingPGH.org will display various tabs and links of information to educate the web visitor about the background of the comprehensive plan process, timeline, data and resources, how to participate, news and archived past public events.

Online Engagement Platform (Inform, Consult, Involve, Collaborate)

EngagePGH (www.engage.pittsburghpa.gov) will be an extension of the project website for all online participation exercises.

Social Media (Inform)

Utilize the Pittsburgh Department of City Planning Twitter, Facebook and Instagram accounts to get the word out about the planning process and any upcoming public engagement events.

Email Blasts (Inform)

Utilize the following email lists to get the word out about the planning process and any upcoming public engagement events:

- Pittsburgh City employee 'all user' list (1000+ recipients)
- DCP neighborhood groups (120+ groups and their members)
- DCP newsletter (200+ recipients)

- OCA newsletter (2,000 + recipients)

Flyers/ Posters (Inform)

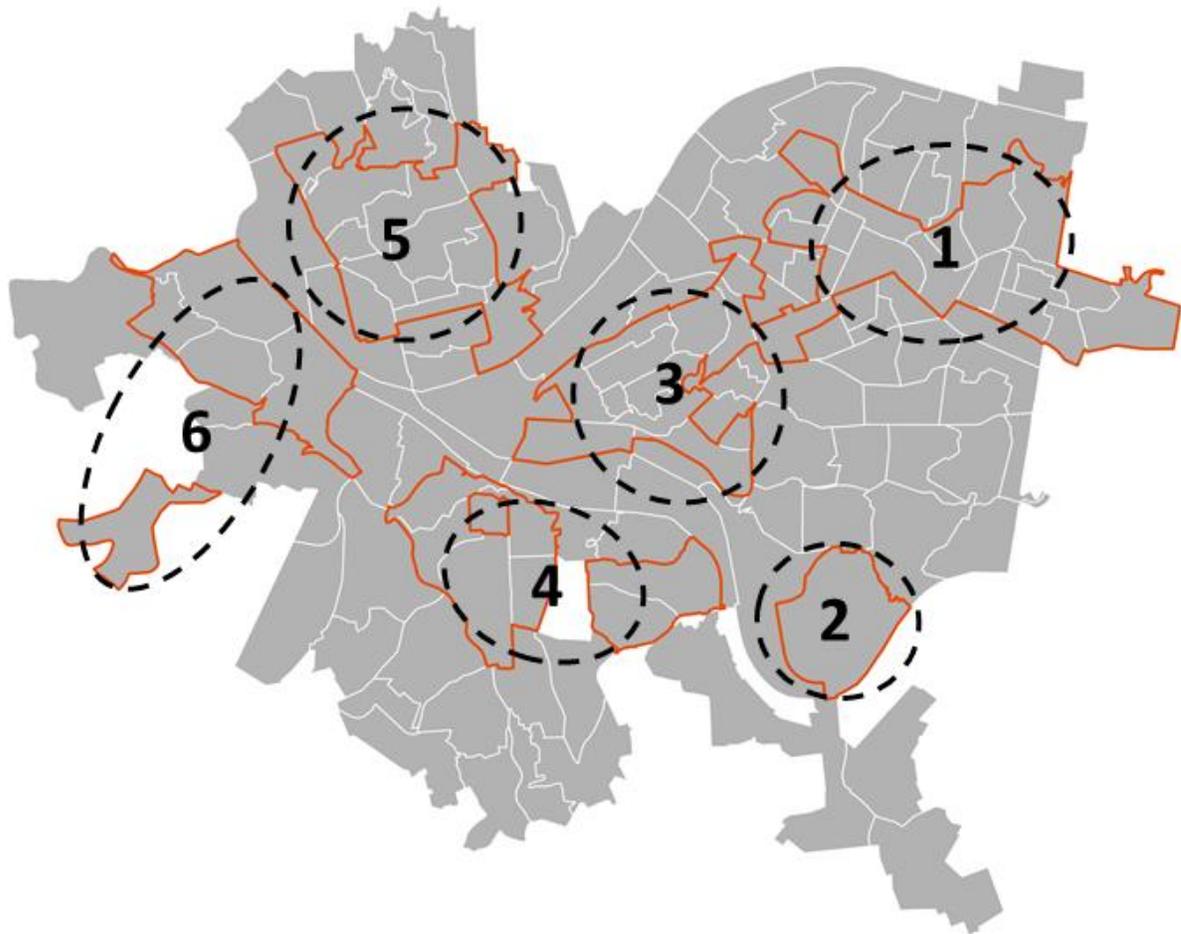
Display flyers and posters in various public places to get the word out about the planning process and any upcoming public engagement events.

Values Research Survey (January 21-February 19, 2020) (Consult)

A statistically significant citywide survey was administered online over a one-month period and completed by 458 residents that live in Pittsburgh. The purpose of the survey was to understand and measure area residents' perceptions of Pittsburgh, what they think the city stands for, what they want it to stand for, and what their chief concerns are about Pittsburgh. The results will lay the groundwork for a set of public priorities used to guide the comprehensive plan as well as development of evaluation criteria and scenario indicators later in the planning process.

Scenarios Workshop (Fall 2020) (Inform, Consult, Involve, Collaborate)

- ***Online Engagement Platform*** - a digital scenarios exercise with three components: a context presentation, polling questions, and a map-based growth allocation exercise. All material will be provided in both Spanish and English.
- ***(6) Focus Groups (in-person)*** - an in-person scenarios exercise will be deployed in six target outreach areas based on the Displacement Vulnerability Index (DVI) from the Conditions and Trends Report (see map below).



- **Intercept Survey #1** – the Pittsburgh Department of City Planning staff will perform intercepts using the digital scenarios exercise from the online engagement platform on devices such as a tablet, laptop computer or smart phone at public events throughout the City.

Scenario Choosing Open Houses (February 2021) (Inform, Consult, Involve, Collaborate)

- **Online Engagement Platform** – a digital input-gathering exercise for a scenario choosing open house. All material will be provided in both Spanish and English.
- **(16) Open Houses (in-person)** - an in-person input-gathering exercise (boards, forms, stickers etc.) for scenario choosing open house.

- **Intercept Survey #2** - the Pittsburgh Department of City Planning staff will perform intercepts using the digital input-gathering exercise from the online engagement platform on devices such as a tablet, laptop computer or smart phone at public events throughout the City.

Public Presentation/ Open House event (July 2021)(Inform, Consult, Involve, Collaborate)

- **Final Open House event** - a final presentation and open house event will take place to unveil and gather final comments on the draft preferred land use vision. All material will be provided in both Spanish and English.
- **Online Engagement Platform** – a final open house presentation with a digital feedback exercise for the future land use map. All material will be provided in both Spanish and English.

City Planning Commission (Fall 2021) (Inform, Consult)

The final draft plan will be presented to Planning Commission members for adoption. Additional public comment is welcomed at this final stage of the planning process.

Advertising Strategy

The ForgingPGH planning process will be advertised throughout the community via various free and paid channels as evaluation and budget availability allow. The following ideas will be considered:

Free Advertising Ideas

- Radio PSA's (94.5/iHeartMedia, Wish 99.7 and WAMO)
- Television PSA (City Channel)
- City Bus Shelters (community section)
- City Public Events Calendar
- Yard Signs (political size)
- City of Youngstown website homepage link

Paid Advertising Ideas

- Radio (Froggy 104.3, KISS 96.1 iHeartMedia, 94.5/ iHeartMedia, Wish 99.7, WAMO, WESA 90.5 Public Radio, WYEP)
- Television (WTAE, KDKA, WPXI, WPGH, WQED PBS – Channel 13.1)
- Print (Pittsburgh Post-Gazette, NEXTPittsburgh, Trib Total Media (i.e. Pittsburgh Tribune Review, TribLive.com, PghTrib.com), Pittsburgh Business Times, The Northside Chronicles, City Paper, South Pittsburgh Reporter, Pittsburgh Catholic, Pittsburgh Current, New Pittsburgh Courier, La Mega Nota, The Bulletin, PublicSource)
- Billboards (Lamar)
- City kiosks
- Port Authority of Allegheny County
- Giveaways (e.g. pens, coasters, magnets etc.)
- Web Banner Ads
- Direct Mailers

