



CLEAN PITTSBURGH COMMISSION

2018-2021 Strategic Plan

EXECUTIVE SUMMARY

The Clean Pittsburgh Commission (“Commission”) has developed this strategic plan for addressing quality of life issues in the City of Pittsburgh. The plan guides the Commission on how to identify and maximize available resources, partner with community organizations, groups and individuals, and continuously improve and protect the environment in which we live, work, go to school and play.

To lead us in this development, this strategic plan provides a blueprint for the Commission’s work for the next four years building upon what we have accomplished to date. With specific goals and matching objectives to achieve them, this plan sets forth a focused direction for raising our overall effectiveness, educating ourselves and others, and strengthening our operational foundation. To further guide our future scope of work the Commission will reference *Pittsburgh’s Roadmap to Zero Waste* and *Pittsburgh’s Climate Action Plan* to ensure our efforts are in sync with those working at all levels of the City.

At its core, this plan builds on past accomplishments and relies on continued collaboration with others. Collaboration is a major strength of the Commission and this plan helps guide partnerships and cooperation between the City, non-profit and for-profit entities, and individuals to make discernable impacts. Commission remains committed to move forward with putting ideas into action that will responsibly address the Commission’s authorized duties and responsibilities which ultimately serve the people of the City of Pittsburgh.

I: INTRODUCTION

By Bill No. 2005-1579 on August 8, 2005, the City Council of the City of Pittsburgh, PA, passed Ordinance No. 28-2005 amending the Pittsburgh Code, Title One-Administrative, Article IX-Boards, Commission and Authorities, by adding a new section at Chapter 179A in the Pittsburgh Code to create and establish the Clean Pittsburgh Commission.

II: VISION

The vision of the Clean Pittsburgh Commission is to be a driving force to continuously improve the quality of life for everyone in Pittsburgh, to inspire everyone here to clean up and safeguard the City of Pittsburgh as America's most livable city, and to serve as a model for other cities.

III: MISSION

The mission of the Commission is to enhance the quality of life in the City of Pittsburgh through public service and collaborative efforts with public, private and nonprofit organizations and individuals to maintain clean and healthy environments throughout our neighborhoods and business districts.

IV: VALUES

The people and leaders of the City of Pittsburgh have determined that it is of great value to aspire to make Pittsburgh the cleanest city in America with imaginative, passionate and effective coordination and working together throughout our neighborhoods and business districts.

V: MEMBERS, POWERS AND DUTIES

- A. **Commission Members (179A.02)**. The Commission shall consist of a maximum of fifteen (15) member representatives as specified in the Ordinance. Such members shall adopt operational and procedural rules and regulations as they deem necessary. The Mayor and City Council Members or their designees shall serve in an ex officio capacity. The Commission may invite others whose services are needed to serve the Commission on an ad hoc basis.

- B. **Meetings and Chair (179A.03)**. Commission members shall elect its chairperson, vice chair(s) and other board officers as needed and meet at least quarterly as specified in the Ordinance.
- C. **Powers and Duties of Commission (179A.04)**. The Commission is empowered with the following duties:
- (1) Meet at least annually with the Mayor to set priorities, goals and guidelines for the ensuing year's work;
 - (2) Prepare and distribute meeting agendas and minutes to the Mayor and Council Members;
 - (3) Issue and distribute an annual report of accomplishments to the Mayor, Council Members and the public through the Office of the Mayor;
 - (4) Coordinate activities that may include educational events, neighborhood clean-ups and beautification projects, maintenance of a clearinghouse of resource information, and coordination with City departments to help focus departmental efforts;
 - (5) Coordinate recycling initiatives;
 - (6) Coordinate recognition events; and
 - (7) Coordinate other activities consistent with existing laws and policies that further the mission of the Commission.
- D. **Reauthorization of the Commission (179A.05)**. The Council shall reauthorize the Commission every five (5) years. Prior to its reauthorization, the Commission shall report to the Council its mission, goals, objectives and accomplishments.
- E. **Effective Date (179A.06)**. The Ordinance became effective on August 18, 2005, the date that Mayor Thomas J. Murphy, Jr., signed the enabling legislation.

VI: GOALS AND OBJECTIVES

The Commission was established to fulfill the following purposes (179A.01):

A. GOAL: Act as the primary resource for addressing quality of life issues in Pittsburgh’s communities through education, community clean-ups, beautification and Ordinance enforcement:

1. Goal A-1 (Education): Develop environmental and educational service tools and materials to promote and assist community clean-up programs and activities of any kind;

**OBJECTIVE A-1: DEVELOP A STRATEGIC PLAN (REVISITED EVERY 4 YEARS)
AND PLACE ON WEBSITE**

2. Goal A-2 (Education): Support the City’s DPW’s Beautify Our Burgh Program
3. Goal A-3 (Education): Increase public information about graffiti, abandoned cars, vacant land and homes, and proper disposal of recycling. Support and inform the relevant working groups that address these issues; and

**OBJECTIVE A-3a: CONTINUE TO INCLUDE INFORMATION IN THE ANNUAL
REPORT**

OBJECTIVE A-3b: DISTRIBUTE AT LEAST SIX (6) PRESS RELEASES PER YEAR

4. Goal A-4 (Education): Explore development of a prevention strategy that targets home remodelers who illegally dump building material remnants.

**OBJECTIVE A-4: DEVELOP AN INFORMATIONAL BROCHURE FOR USE AT
BUILDING SUPPLY STORES AND CITY PERMIT OFFICE TO ASSIST
REMODELERS WITH LEGAL DISPOSAL**

**OBJECTIVE A-4b: EXPLORE CREATIVE OPPORTUNITIES FOR WASTE
DISPOSAL FOR CONTRACTORS**

B. GOAL: Coordinate communication among neighborhood organizations as to how best to maintain and improve neighborhood environments:

1. Goal B-1 (Clean-Ups): Support clean-ups where needed in the 90 neighborhoods in Pittsburgh;

OBJECTIVE B-1a: PROVIDE INFORMATIONAL MATERIALS AND SUPPLIES AS NEEDED

OBJECTIVE B-1b: OUTREACH TO NON-PARTICIPATING NEIGHBORHOODS

2. Goal B-2 (Clean-Ups): Support incentive plans to encourage business districts to keep their sidewalks, alleys and streets free of litter;

OBJECTIVE B-2: ASSIST WITH EXISTING BUSINESS DISTRICT PROGRAMS AND CREATE ANNUAL “BOB AWARD” TO RECOGNIZE AN INDIVIDUAL BUSINESS FOR EXTRAORDINARY CLEANLINESS

3. Goal B-3 (Clean-Ups): Actively seek effective nontraditional ideas to address the chronic and pervasive problems of litter and illegal dumping; and

OBJECTIVE B-3: CONDUCT A BRAINSTORMING SESSION WITH AT LEAST FOUR (4) LOCAL BUSINESSES AND/OR UNIVERSITIES TO DEVELOP NEW APPROACHES

4. Goal B-4 (Clean-Ups): Engage the nonparticipating neighborhoods to organize their communities for regular and special clean-ups; and

OBJECTIVE B-4a: PROVIDE INFORMATIONAL MATERIALS AND SUPPLIES AS NEEDED

OBJECTIVE B-4b: MEET WITH NONPARTICIPATING GROUPS TO ENCOURAGE THEIR PARTICIPATION AND IDENTIFY RESOURCES

**OBJECTIVE B-4c: SEEK PARTNERSHIPS WITH LOCAL UNIVERSITIES TO
ENGAGE NON-PARTICIPATING NEIGHBORHOODS**

5. **Goal B-5 (Beautification):** Identify and promote existing programs and activities that are in progress to beautify the neighborhoods of Pittsburgh;

**OBJECTIVE B-5a: DEVELOP AND PUBLICIZE A LISTING OF RESOURCE
PROGRAMS AND ACTIVITIES AVAILABLE TO ASSIST NEIGHBORHOOD
GROUPS**

**OBJECTIVE B-5b: INVITE REPRESENTATIVES TO MEETINGS TO LEARN
ABOUT THEIR EXISTING PROGRAMS AND RESOURCES**

6. **Goal B-6 (Enforcement):** Work with the City Department of Public Safety (Police, Fire), the City Department of Public Works (Environmental Services) , City Department of Permits, Licenses and Inspections and judicial systems to develop an effective plan for behavioral change around illegal dumping, blighted properties and litter in public areas; and

**OBJECTIVE B-6a: MEET WITH INDIVIDUAL CITY OFFICIALS AND JUDICIAL
OFFICES TO OUTLINE THE SCOPE OF PROBLEMS**

**OBJECTIVE B-6b: OUTLINE THE CURRENT PROCESS AND SUCCESS FOR THE
EDUCATION, IDENTIFICATION, NOTIFICATION AND ULTIMATE CITATION OF
VIOLATIONS UNDER CITY ORDINANCE 419.09, 601, 619**

**OBJECTIVE B-6c: IDENTIFY, PROMOTE, AND MAKE RECOMMENDATIONS
TO CITY AND ITS RESIDENTS ON CURRENT SUCCESS OR FAILURES IN
CURRENT PROGRAMMING**

7. Goal B-7 (Clean-Ups, Beautification and Enforcement): Choose specific geographic areas (i.e. Neighborhood(s) of Focus) in which to address quality of life issues for a designated time frame.

OBJECTIVE B-7: CHOOSE A TARGET AREA OR AREAS EVERY TWO YEARS BY THE NOVEMBER MEETING FOR WORK THE FOLLOWING TWO YEARS

C. GOAL: Establish communication with neighborhoods and City departments and officials in order to gain assistance in addressing neighborhood problems:

1. Goal C-1 (Neighborhood Communication): Continue to maintain and update the Commission's website; and

OBJECTIVE C-1: ESTABLISH A COMMUNICATIONS LEAD ON THE COMMISSION TO IMPROVE AND COORDINATE USE OF WEBSITE

2. Goal C-2 (Neighborhood Communication): Support the maintenance of a comprehensive database of neighborhood stakeholders and develop an effective strategy to promote communication, cooperation and coordination among neighborhood groups; and

OBJECTIVE C-2(a): UPDATE THE DATABASE OF NEIGHBORHOOD STAKEHOLDERS YEARLY

OBJECTIVE C-2(b): BUILD RELATIONSHIP WITH MAYOR'S OFFICE OF COMMUNITY AFFAIRS FOR STEWARD OUTREACH

3. Goal C-3 (Neighborhood Communication): Create and disseminate comprehensive annual reports on clean-up programs, activities and accomplishments; and

OBJECTIVE C-3: COORDINATE WITH NEIGHBORHOODS TO PREPARE AND DISSEMINATE PERTINENT INFORMATION IN THE ANNUAL REPORT THROUGH THE COMMUNICATIONS LEAD

4. Goal C-4 (Neighborhood Communication): Conduct the annual community awards program known as the “Bob Awards” to recognize individuals, groups, and neighborhoods for their notable community improvements and accomplishments; and

OBJECTIVE C-4: COORDINATE WITH NEIGHBORHOODS TO OBTAIN NOMINATIONS FOR THE “BOB AWARDS”

5. Goal C-5 (City Departments/Officials Communication): Conduct regular monthly meetings of Commission members, some of whom represent City Departments and Officials; and

OBJECTIVE C-5a: MEET MONTHLY WITH STANDING REPORTS AS NEEDED

OBJECTIVE C-5b: IDENTIFY COMMITTEES/LEADS OF THE COMMISSION:

- MEET N’ GREET AND “BOB AWARDS” EVENT
- ANNUAL REPORT
- COMMUNICATIONS

6. Goal C-6 (City Departments/Officials Communication): Invite City officials and leaders to participate in special events and activities; and

OBJECTIVE C-6: PLAN EARLY, INVITE AND OUTREACH TO CITY OFFICIALS AND LEADERS TO ATTEND ANNUAL MEET N’ GREET AND “BOB AWARDS” EVENT, WITH SPECIAL INVITATIONS TO DISTRICT LEADERS OF AWARDEES

7. Goal C-7 (City Departments/Officials Communication): Produce and disseminate an annual report of programs, activities and accomplishments.

OBJECTIVE C-7: COORDINATE WITH CITY OFFICIALS TO PREPARE AND DISSEMINATE INFORMATION IN THE ANNUAL REPORT THROUGH THE COMMUNICATIONS LEAD OR OTHER COMMISSION MEMBER

D. GOAL: Facilitate collaboration between community groups, residents and City government to reach the most effective solutions to neighborhood problems within the Commission’s scope:

1. Goal D-1 (Officials Collaboration): Sponsor a multi-organizational roundtable meeting to promote ongoing communication and development of supportive strategies among local government, nonprofit, corporate partners and the general public that address clean city issues; and

OBJECTIVE D-1a: COORDINATE WITH CITY AND OTHER OFFICIALS AND COMMUNITY ORGANIZATIONS TO CONTACT ORGANIZATIONS THAT HAVE POTENTIAL TO BECOME PARTNER STAKEHOLDERS IN THE ROUNDTABLE

OBJECTIVE D-1b: DEVELOP A COORDINATED PLAN FOR A ROUNDTABLE

OBJECTIVE D-1c: COORDINATE A ROUNDTABLE

2. Goal D-2 (Officials Collaboration): Reassess and update the Commission’s representative composition to include emerging and key organizations; and

OBJECTIVE D-2: ADDRESS THE COMMISSION’S COMPOSITION AT LEAST ANNUALLY UNDER THE LEADERSHIP OF THE CHAIR

3. Goal D-3 (Officials Collaboration): Develop an effective strategy to promote organizational collaboration to maximize efforts and resources to keep Pittsburgh clean.

OBJECTIVE D-3: DEVELOP A STRATEGY THROUGH THE LEADERSHIP OF THE CHAIR OR HIS/HER DESIGNATED REPRESENTATIVE

E. GOAL: Coordinate work with local volunteer organizations and groups to support neighborhood clean-ups:

1. Goal E-1 (Volunteers Coordination): Promote the ongoing communication and improved development of collaborative strategies among volunteer groups that organize year-round clean-ups and related programs and activities.

OBJECTIVE E-1: SUPPORT COMMUNITY CLEAN-UPS WHERE NEEDED (RESOURCES, SUPPLIES, ETC)

F. GOAL: Generate funds to address neighborhood problems on a City-wide basis:

1. Goal F-1 (Generate Funds): Develop a financial plan and budget that includes an estimated forecast of funds needed on an annual basis to achieve the goals and objectives of the strategic plan; and

OBJECTIVE F-1: DEVELOP A FINANCIAL PLAN AND BUDGET WITH REPORTS AND APPROVALS AT MONTHLY MEETINGS AS NEEDED

2. Goal F-2 (Generate Funds): Develop applicable fiduciary policies and procedures based on contemporary best business practices.

OBJECTIVE F-2: DEVELOP FIDUCIARY POLICIES AND A BUDGET WITH REPORTS AND APPROVALS AT MONTHLY MEETING AS NEEDED

G. GOAL: Work cooperatively with groups to reduce air pollution, including greenhouse gases:

1. Goal G-1 (Improve Air Quality): Identify organizations and groups that address air pollution and greenhouse gases in the City and keep informed on leading, effective efforts to improve air quality; and

OBJECTIVE G-1: CHOOSE MEMBERS UNDER THE LEADERSHIP OF THE CHAIR TO IDENTIFY ORGANIZATIONS AND GROUPS

2. Goal G-2: (Improve Air Quality): Explore the role the Commission may play in reducing air pollution and greenhouse gases by working collaboratively with existing air quality management and related groups.

OBJECTIVE G-2: CHOOSE MEMBERS UNDER THE LEADERSHIP OF THE CHAIR TO IDENTIFY THE ROLE OF THE COMMISSION WITH OTHER ORGANIZATIONS AND GROUPS

VII. MILESTONES AND MEASUREMENTS

The Commission is developing comprehensive methods and procedures to measure its work performed in relationship to its mission, vision, goals and objectives and will report its accomplishments as specified in the enabling legislation and this plan.

VIII. CONCLUSION

The Commission recognizes that the strength of its success to date is largely due to individual Commission members and the organizations which they represent, partnerships with public, private and non-profit organizations, and the citizen volunteers of the City of Pittsburgh. It is through these dedicated resources that the Commission intends to use this plan to address the challenges of the complexity of coordination, engaging Commission members and volunteers, and developing initiatives to communicate the Commission's programs and activities.

With this strategic plan, the Commission aims to effect change that will motivate the people of Pittsburgh to protect our quality of life and respect our environment by first keeping our communities clean.

