

Today

Topic	Duration	Presenter
Opening statements <ul style="list-style-type: none">• Office of Equity• Department of City Planning	10 min	Chief Powell, Director Dash
Numbers and experiences, part 1 <ul style="list-style-type: none">• City Planning• Residents• Students	60 min	Derek Dauphin, Steering Committee
Discussion <ul style="list-style-type: none">• Takeaways from presentations• What would you like to know more about?	40 min	Megan Ziegler, Steering Committee
Homework	10 min	Martell Covington

Draft Existing Conditions Data by Topic Area

Community

Population, Age, Race, Income
Educational Attainment
Student Enrollment
Educational Institutions and Schools
Entertainment, Art, and Cultural
Attractions

Infrastructure

Stormwater
Tree Canopy
Parks and Open Spaces
Heat Island

Development

Historic Districts, Sites, Building Age
Urban Form and Zoning
Office Space
Street Character
Tax Revenue and Ownership

Mobility

Bicycle and Pedestrian Infrastructure
Travel Patterns
Traffic Volume and Crashes
Transit System and Ridership
Shuttles
Parking



Oakland Pittsburgh

Population: 19,964 Employees: 48,625 Size (Sq Mile): 1.5



Midtown Atlanta

Population: 16,605 Employees: 65,000 Size (Sq Mile): 0.9



University City Philadelphia

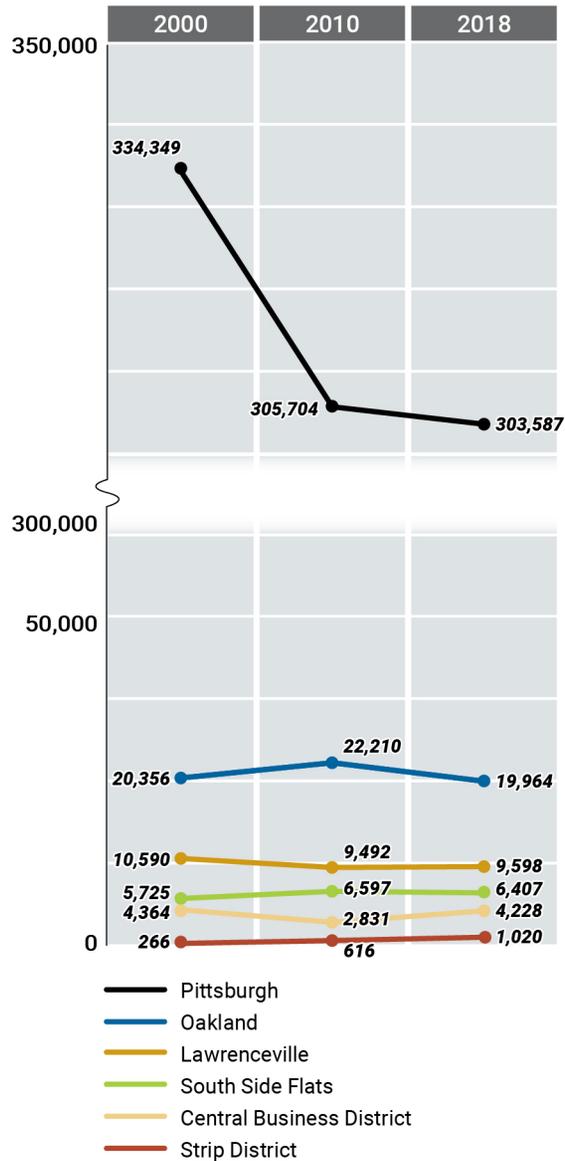
Population: 25,065 Employees: 85,000 Size (Sq Mile): 1.16



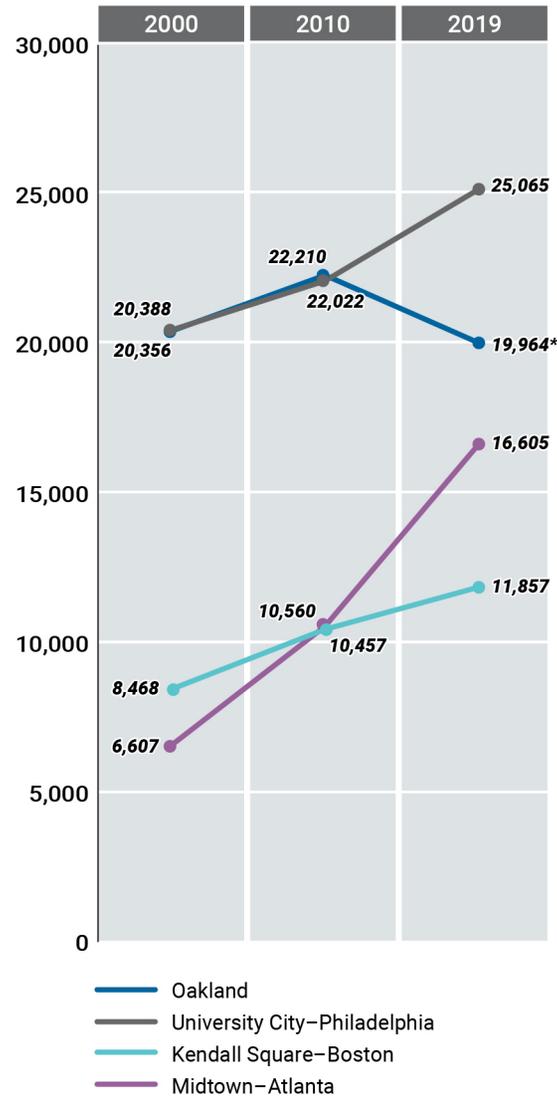
Kendall Square Cambridge

Population: 11,857 Employees: 50,000 Size (Sq Mile): 0.7

Population Trends | Pittsburgh, Oakland, and Peer Neighborhoods



Population Trends | Oakland and Other Innovation Districts



Oakland's Population Compared to National Innovation Districts

Oakland has more neighborhood residents than Kendall Square or Midtown Atlanta, but is similar in population to University City.

Residents are essential to sustaining a live-work-play environment and ensuring activity and vibrancy outside of business hours.

Each of these other innovation districts have grown consistently in population since 2000, Oakland lost population between 2010 and 2018.

*** Oakland 2019 data is a 2018 5-Year estimate.**

Sources: United States Census, 2000 and 2010; ESRI for Other Innovation Districts' 2019 population; American Community Survey 2018 5-Year Estimates

Oakland residents are overwhelmingly college-aged.

Over two-thirds of Oakland's residents —13,000—are between 18-24 years old. In reality, this percentage is likely higher, as many students may claim their parents' home address as their place of residence during school. As would be expected from the presence of the University of Pittsburgh, Carnegie Mellon University, and Carlow University, Oakland has a population profile similar to a college town. Oakland also has a greater percentage of residents aged 75+ than the city as a whole.

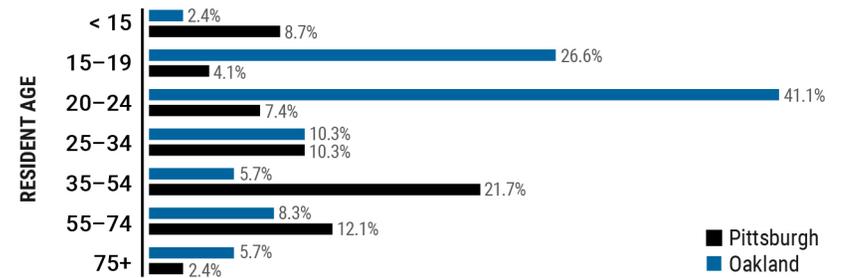
While considerably smaller in overall population size than Oakland, Lawrenceville and South Side Flats have more 25-34 year olds than Oakland. Oakland's residents are overwhelmingly young. Only 16% of Oakland's population is in the prime working age cohort of 25 to 54 years old. In other peer neighborhoods this cohort ranges from 40% to 76% of residents.

Oakland Population by Age Cohort, 2018

Oakland		
	#	% of Total
<5	197	1.0%
5-9	77	0.4%
10-14	202	1.0%
15-17	148	0.7%
18-24	13,374	67.0%
25-34	2,047	10.3%
35-44	583	2.9%
45-54	547	2.7%
55-64	899	4.5%
65-74	757	3.8%
75-84	678	3.4%
85+	455	2.3%
TOTAL	19,964	

Source: American Community Survey, 2018 5-Year Estimates

Population by Age | Pittsburgh and Oakland

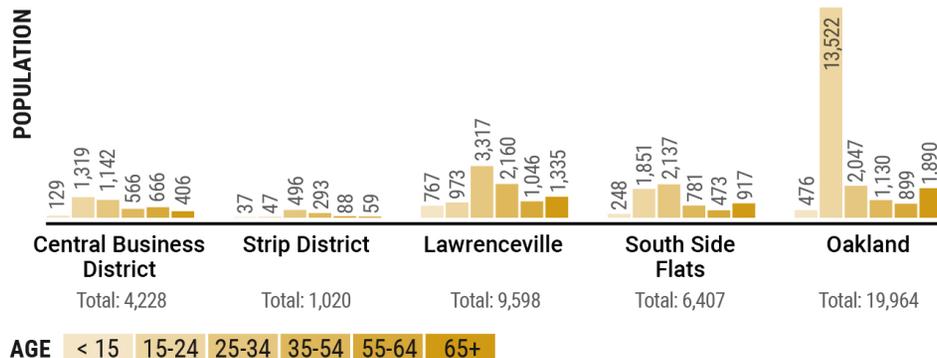


Age Distribution by Oakland Neighborhood, 2018

	North Oakland		Central Oakland		West Oakland		South Oakland	
	#	% of Total	#	% of Total	#	% of Total	#	% of Total
<5	66	0.7%	0	0.0%	47	2.8%	84	2.5%
5-14	50	0.5%	15	0.3%	42	2.5%	172	5.0%
15-24	6,357	67.9%	4,568	83.1%	817	48.0%	1,780	52.3%
25-34	996	10.6%	271	4.9%	263	15.4%	517	15.2%
35-44	280	3.0%	86	1.6%	53	3.1%	164	4.8%
45-54	110	1.2%	134	2.4%	119	7.0%	184	5.4%
55-64	387	4.1%	125	2.3%	169	9.9%	218	6.4%
65-74	380	4.1%	108	2.0%	100	5.9%	169	5.0%
75-84	731	7.8%	191	3.5%	93	5.5%	118	3.5%
TOTAL	9,357	100.0%	5,498	100.0%	1,703	100.0%	3,406	100.0%

Source: American Community Survey, 2018 5-Year Estimates

Population by Age | Oakland and Pittsburgh Innovation Districts, 2018

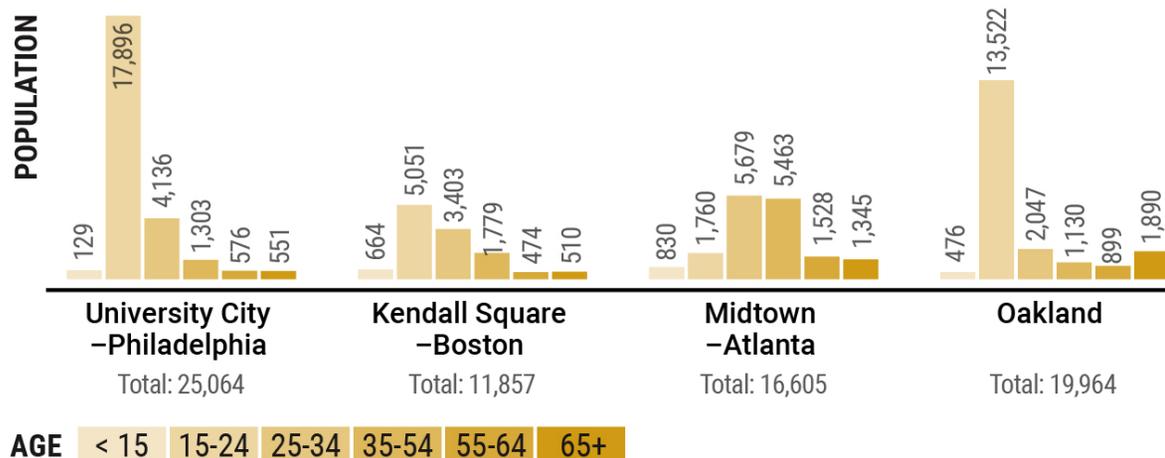


Source: American Community Survey 2018 5-Year Estimates

Compared to National Innovation Districts

Oakland has the smallest number of residents age 25-34 years old of any of the peer innovation districts, in terms of absolute number and as a percentage of neighborhood population. Oakland and University City both have high concentration of students age 18-24, but University City has many more residents aged 25-34 years old as compared to Oakland—4,136 to Oakland’s 2,047. Over half of the population residing in Kendall Square and Midtown are over the age of 25.

Population by Age | Oakland and National Innovation Districts, 2019



Sources: ESRI; American Community Survey 2018 5-Year Estimates

Educational Institutions

K-12 SCHOOLS

Private Schools

- 1** The Campus Laboratory School of Carlow University (Grades 0–8; 234 students)
- 2** Fanny Edel Falk Laboratory School (Grades K–8; 429 students)
- 3** Western Pennsylvania Institute for the Blind Children (Grades 0–Adult; 200 students)
- 4** Oakland Catholic High School (Grades 9–12; 555 students)

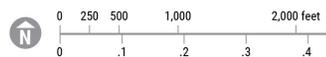
Public Schools

- 5** Pittsburgh Science & Technology Academy (Grades 6–12; 589 students)

HIGHER EDUCATION

- Carlow University (1,764 FTE students)**
- Carnegie Mellon University (14,058 FTE students)**
- University of Pittsburgh (26,935 FTE students)**

Sources: Parks (2017), City of Pittsburgh; Pittsburgh Boundary (2019), Private and Public Schools (2018), Rivers (2015), Streets (2017), Allegheny County. Parcels owned by each university from Carnegie Mellon University, Carlow University, and University of Pittsburgh



There are 7,121 households in Oakland.

A household includes all the persons who occupy a housing unit as their usual place of residence, whether a family or a group of a roommates.

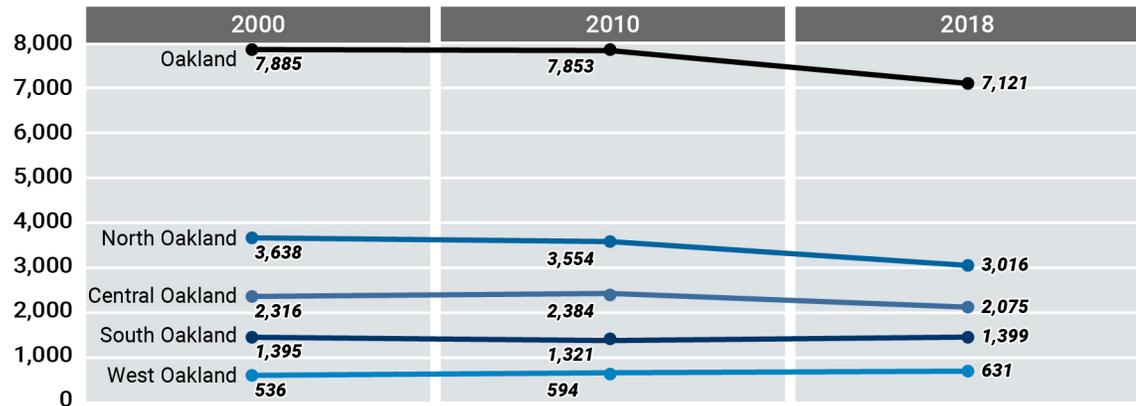
Approximately 31% of Oakland’s population lived in group quarters in 2018. More than likely these are students living in dormitories.

The number of households in Oakland declined from 2000 to 2018, reflecting the decline in population from 2000 to 2018. Most of the loss of households occurred in Central and North Oakland between 2010 and 2018.

Only 19% of Oakland households are family households. As would be expected given the University presence, Oakland households are mostly non-family and young households. Across the city overall, 43% of households are family households.

South and West Oakland lost family households over 2000-2018, where North Oakland and Central Oakland gained a small number of family households.

Household Trends | Oakland Neighborhoods | 2000, 2010, 2018



Source: U.S. Census 2000 and 2010; American Community Survey 2018 5-Year Estimates

Households and Family Households | Oakland Neighborhoods | 2010 and 2018

	2010			2018			Change 2010 - 2018		
	HH	Family HH	% Family	HH	Family HH	% Family	HH	Family HH	% Family
North Oakland	3,554	579	16.3%	3,016	589	19.5%	(538)	10	-1.8%
Central Oakland	2,384	274	11.5%	2,075	288	13.9%	(309)	14	-4.5%
West Oakland	594	264	44.4%	631	187	29.6%	37	(77)	-207.4%
South Oakland	1,321	347	26.3%	1,399	256	18.3%	78	(91)	-117.2%
OAKLAND	7,853	1,465	18.7%	7,121	1,320	18.5%	(732)	(145)	19.8%

Source: 2010 Census; American Community Survey 2018 5-Year Estimate

The race of Oakland’s population is more Asian and white and less black than the city overall.

Oakland’s neighborhoods are quite different in terms of their racial composition.

Central Oakland is the most homogeneous with over 80% of the resident population white.

West Oakland is the most diverse racially with almost half of the residents non-white.

The population of black residents has been declining across all Oakland neighborhoods.

The black population has been declining in all neighborhoods, particularly in West Oakland.

The Asian population has grown in all neighborhoods except Central Oakland. North Oakland has seen the greatest Asian population growth since 2000.

Population by Race and Ethnicity | Oakland Neighborhoods | 2018

	North Oakland		Central Oakland		West Oakland		South Oakland	
	#	%	#	%	#	%	#	%
One Race								
White	6,565	70.2%	4,784	87.0%	778	45.7%	2,462	72.3%
Black	807	8.6%	191	3.5%	627	36.8%	554	16.3
Asian	1,689	18.1%	334	6.1%	194	11.4%	142	4.2%
American Indian, Pacific Islander, Other	50	0.5%	50	0.9%	30	1.8%	43	1.3%
2 or More races	246	2.6%	139	2.5%	74	4.3%	205	6.0%
Hispanic	199	2.1%	152	2.8%	59	3.5%	107	3.1%

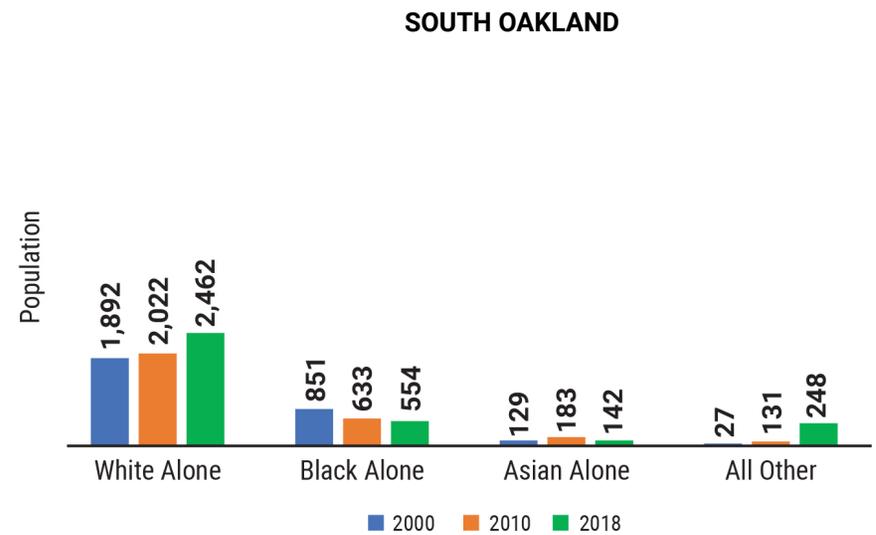
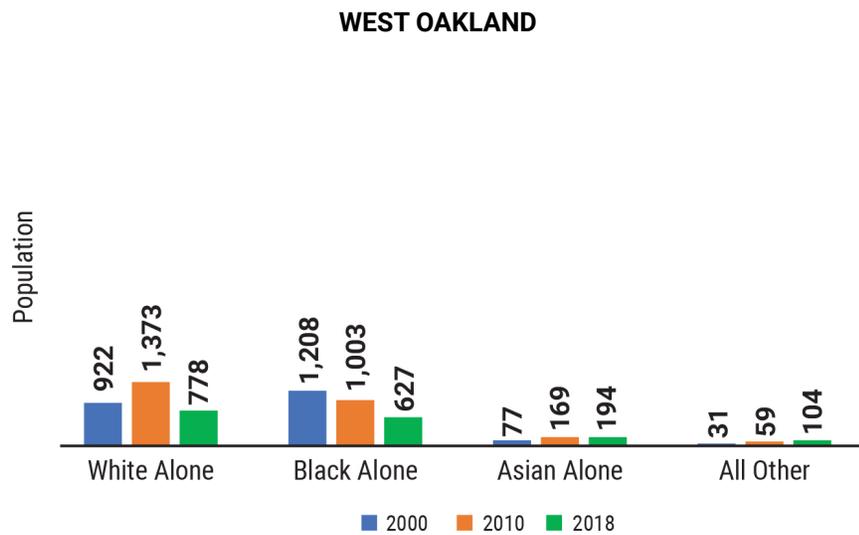
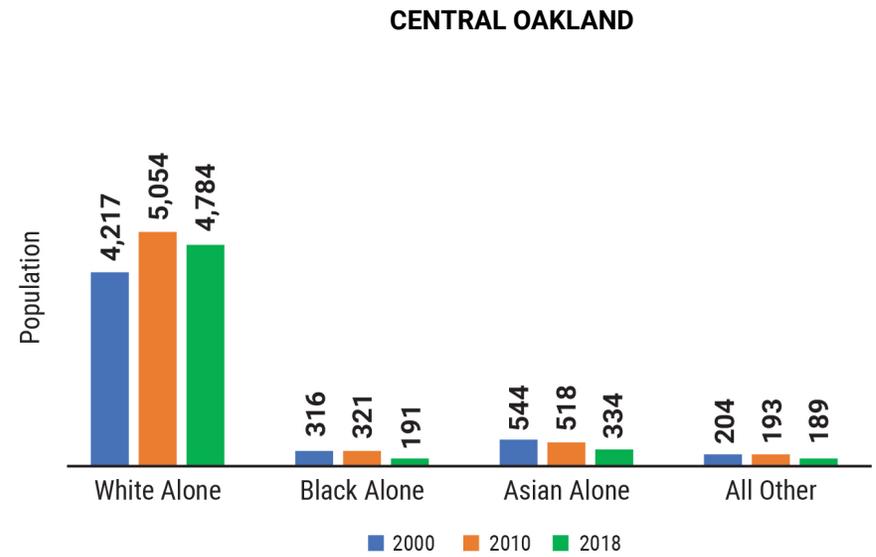
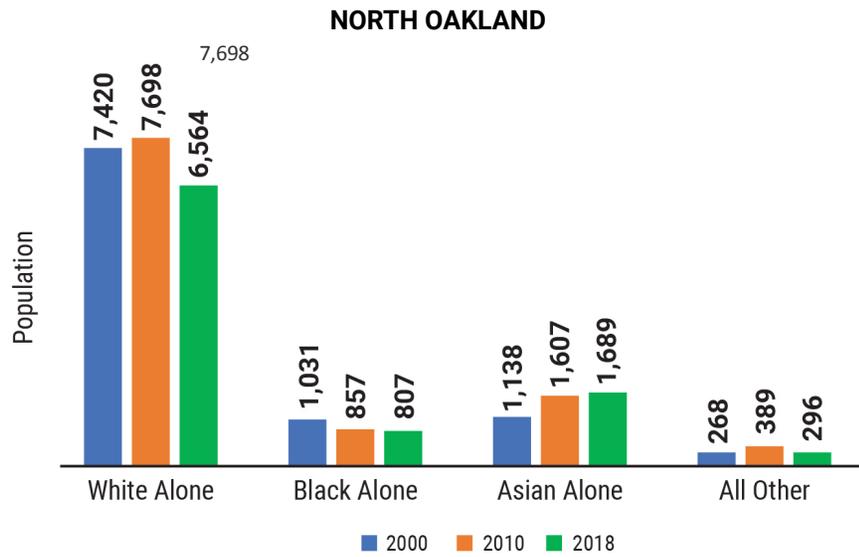
Source: American Community Survey 2018 5-Year Estimate

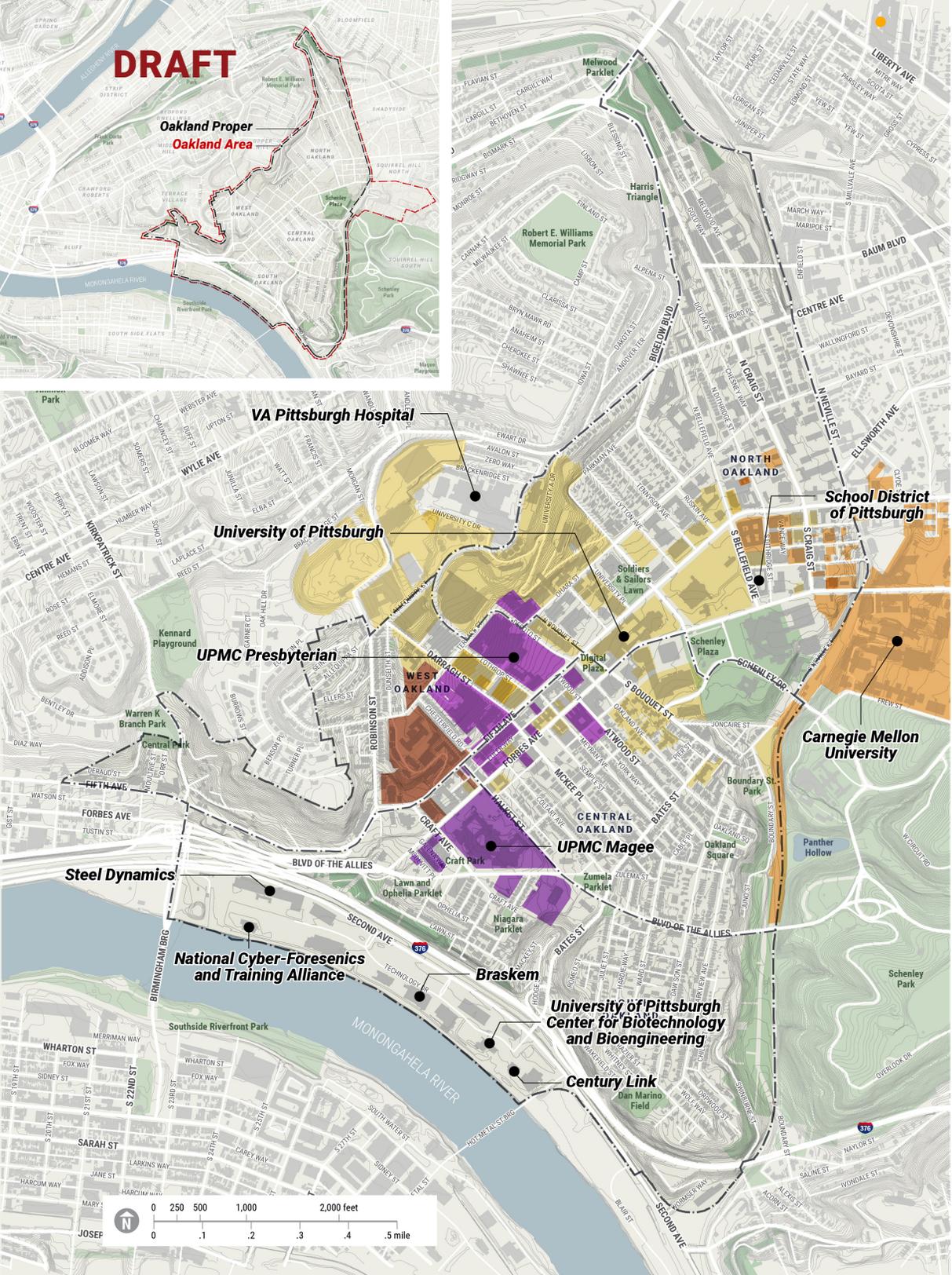
Population by Race and Ethnicity | Pittsburgh and Oakland | 2018

	Pittsburgh	Oakland
One Race		
White	66.9%	73.1%
Black	23.2%	10.9%
Asian	5.7%	11.8%
American Indian, Pacific Islander, Other	0.8%	0.9%
2 or More races	3.5%	3.3%
Hispanic	3.0%	2.6%

Source: American Community Survey 2018 5-Year Estimate

Race Over Time





Major Employers

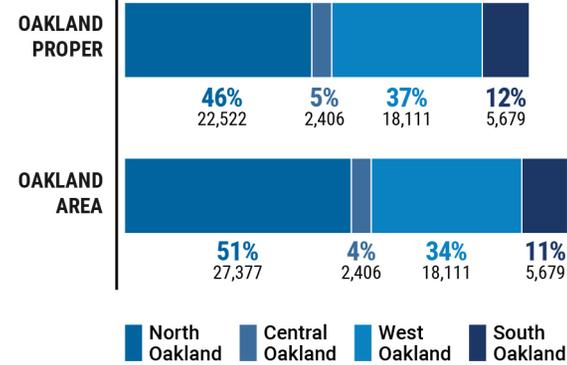
● Major Employers

INSTITUTIONAL OWNERSHIP

- University of Pittsburgh
- Carnegie Mellon University
- Carlow University
- UPMC Magee
- UPMC Oakland

Sources: Major Employers (2019), PA Department of Labor and Industry

Jobs in Oakland by Neighborhood



North Oakland
 Central Oakland
 West Oakland
 South Oakland

The Oakland workforce is predominantly female.

60% of the workers in the Oakland area are female. In West Oakland, where the healthcare industry predominates, almost 70% of workers are female! As a point of reference, women comprised 49% of the city's workforce in 2017.

Oakland's workforce is the most diverse in terms of race of the neighborhoods analyzed.

There are more Asian workers in Oakland than there are in any of the peer neighborhoods.

Over 6% of workers in Oakland are Asian. Oakland also has a higher percentage of Black or African-American employees than the CBD, but less than Lawrenceville and Southside Flats.

Oakland's workforce is less Black or African-American than the city's workforce overall, and less than the city's population.

11.4% of Oakland's residents are Black or African-American, and 11.2% of workers in Oakland are Black or African-American. The city's overall population is 23.6% Black, while its workforce is 12.8% Black.

Jobs by Sex | Oakland Area Neighborhoods | 2017

Sex	North Oakland		Central Oakland		West Oakland		South Oakland		Oakland Area	
Male	12,457	45.5%	1,120	46.6%	5,578	30.8%	2,521	44.4%	21,676	40.5%
Female	14,920	54.5%	1,286	53.4%	12,533	69.2%	3,158	55.6%	31,897	59.5%

Source: LEHD Origin-Destination Employment Statistics; W-ZHA

Oakland Employees by Race | Oakland Area | 2010 - 2017

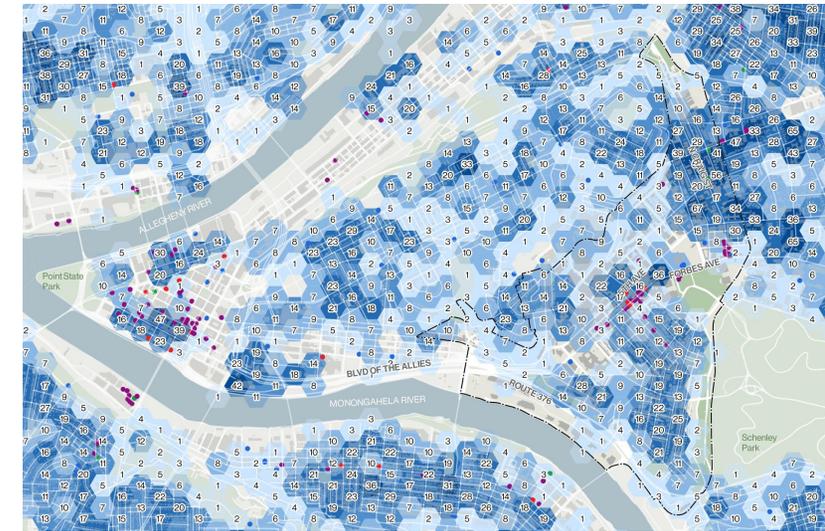
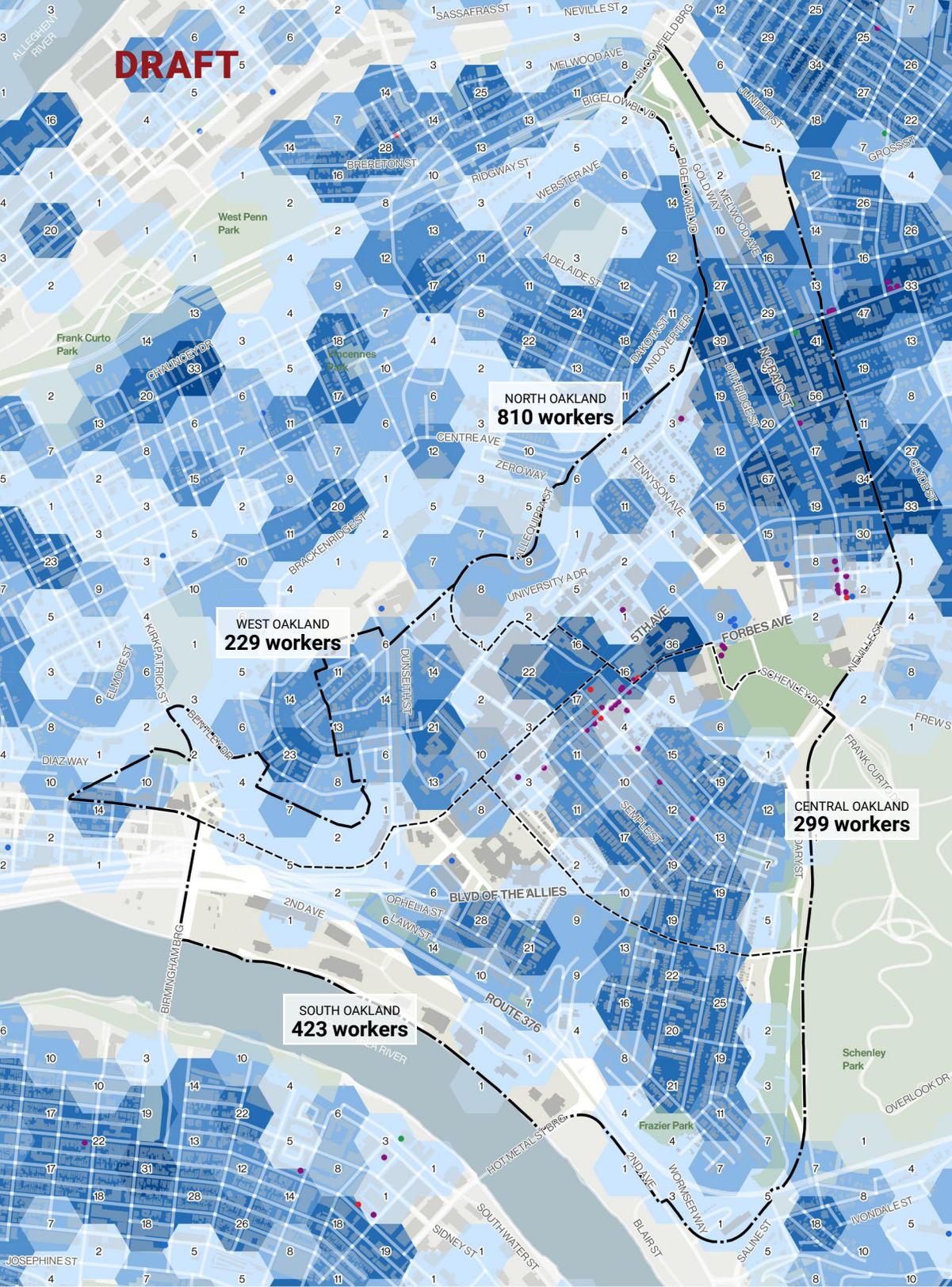
	2010		2017		2010-2017	
	#	%	#	%	#	%
White Alone	44,270	83%	43,470	81%	(800)	-1.8%
Black or African American Alone	5,897	11%	5,987	11%	90	1.5%
Asian Alone	2,887	5%	3,357	6%	470	16.3%
Other Race Alone	124	0%	88	0%	(36)	-29.1%
Two or More Race Groups	479	1%	672	1%	193	40.2%
TOTAL	53,657	100%	53,573	100%	(84)	-0.2%

Source: LEHD Origin-Destination Employment Statistics

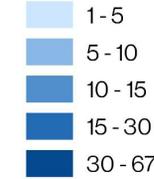
Jobs by Worker Race | Oakland and Peer Neighborhoods | 2017

Worker Race	CBD		The Strip		Lawrenceville		South Side Flats		Oakland		City	
White Alone	63,074	84.9%	6,506	85.6%	7,125	83.8%	9,138	83.7%	43,470	89.4%	203,265	66.6%
Black or African American Alone	7,733	10.4%	734	9.7%	1,076	12.7%	1,303	11.9%	5,987	12.3%	72,073	23.6%
Asian Alone	2,586	3.5%	243	3.2%	181	2.1%	325	3.0%	3,357	6.9%	17,153	5.6%
Other Race Alone	88	0.1%	17	0.2%	22	0.3%	13	0.1%	88	0.2%	2,077	0.7%
Two or More Race Groups	834	1.1%	97	1.3%	95	1.1%	140	1.3%	672	1.4%	10,444	3.4%
TOTAL	74,315		7,597		8,499		10,919		53,573		305,012	

Source: LEHD Origin-Destination Employment Statistics; W-ZHA



Education and Healthcare Worker Residences



Local Amenities



Data Sources

LEHD Origin-Destination Employment Statistics
OpenStreetMap



Retail, dining, and other local amenities and retail spending

The residents of the Oakland neighborhood have approximately \$170 million to \$185 million in consumer spending capacity. Approximately \$160 million of that is in non-automotive retail, with an additional \$20 million in restaurant spending.

Estimated retail sales in Oakland are \$247 million, annually with \$72 million for dining.

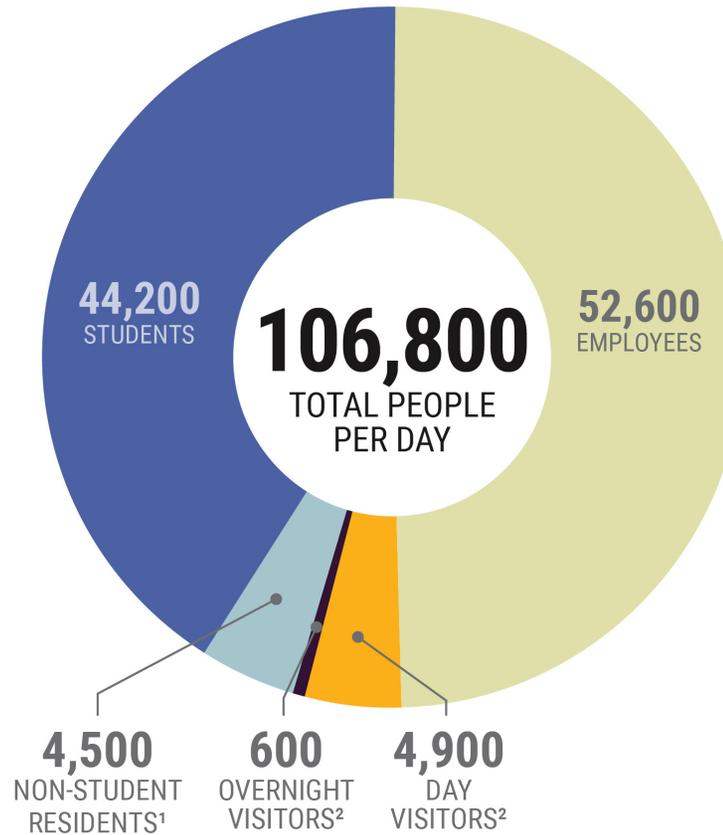
Estimated sales far exceed the consumer spending capacity, demonstrating how Oakland functions as a destination for spending by visitors and workers. However, most of the retail amenity base is student-focused and dominated by fast casual restaurants and sundry-focused retail.

Retail, dining, and entertainment amenities are clustered most intensely on the Fifth and Forbes Avenue Corridors and Craig Street.

With students, residents, employees, and visitors, Oakland is a very busy place during the workday and school year.

There are an estimated 106,800 people in Oakland on a given workday of the school year. The greatest single number of people in Oakland during peak times are workers, who are almost 49% of the daytime population.

Daily Activity (During School Year) in Oakland, 2017



¹ Estimated population under 18 years old and over 35 years old.

² Annual visitation divided by 365 days.

Source: W-ZHA