



Oakland Plan

STEERING COMMITTEE – MEETING 6

Josiah Gilliam, Derek Dauphin

City of Pittsburgh

March 2020



Today

Topic	Duration	Presenter
Homework Report Out	20 min	Steering Committee
Numbers and Experiences, part 2 <ul style="list-style-type: none">• Carlow University• University of Pittsburgh• Carnegie Mellon University• InnovatePGH/Avenu• City Planning	40 min	Steering Committee, Derek Dauphin
Discussion <ul style="list-style-type: none">• Takeaways from presentations• Ideas for next month's meeting	50 min	Josiah Gilliam, Steering Committee, Derek Dauphin
New Homework	10 min	Steering Committee

Homework

- **Last month's assignment: What is your Oakland number? This can be anything that's meaningful to you about your experience of Oakland.**
- Examples: If you live here, for how long? If you work here, how many hours a week do you spend in Oakland? If you study here, how many hours a day do you spend in Oakland?



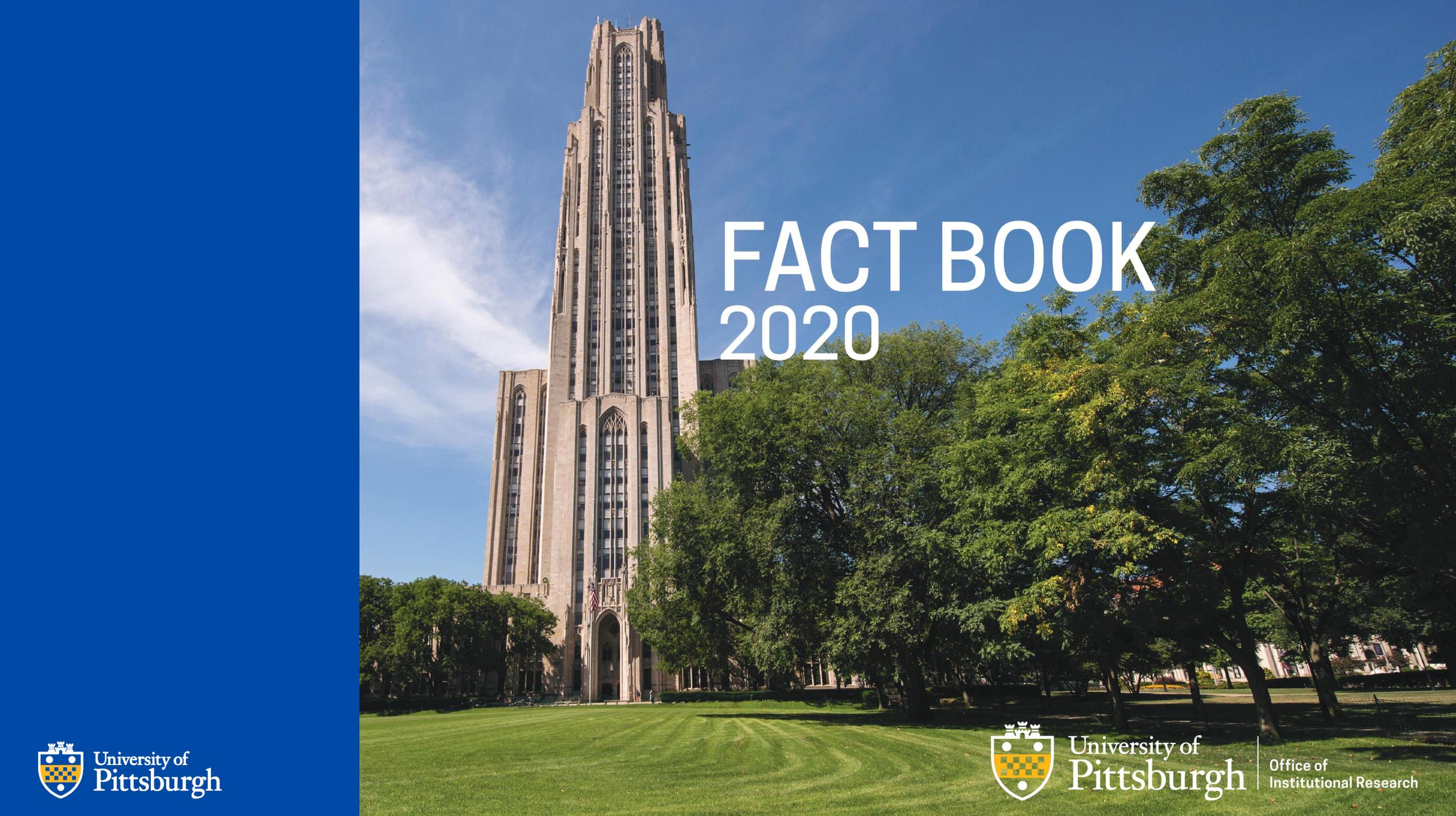
Steering Committee Presentations



Carlow University

What Makes Up The University of Pittsburgh





FACT BOOK 2020

Association of American Universities (AAU) Member

AAU Member Institutions: Public

Georgia Institute of Technology.....GA.....2010	University of California, BerkeleyCA.....1900	University of MichiganMI.....1900
Indiana UniversityIN.....1909	University of California, DavisCA.....1996	University of MinnesotaMN.....1908
Iowa State UniversityIA.....1958	University of California, Irvine.....CA.....1996	University of MissouriMO.....1908
McGill UniversityCN.....1926	University of California, Los AngelesCA.....1974	University of North CarolinaNC.....1922
Michigan State UniversityMI.....1964	University of California, San DiegoCA.....1982	University of OregonOR.....1969
Ohio State UniversityOH.....1916	University of California, Santa BarbaraCA.....1995	University of Pittsburgh.....PA.....1974
Pennsylvania State UniversityPA.....1958	University of California, Santa CruzCA.....2019	University of TexasTX.....1929
Purdue University.....IN.....1958	University of ColoradoCO.....1966	University of Toronto.....CN.....1926
Rutgers, The State University of New Jersey.....NJ.....1989	University of FloridaFL.....1985	University of UtahUT.....2019
Stony Brook University - SUNY ¹NY.....2001	University of IllinoisIL.....1908	University of Virginia.....VA.....1904
Texas A&M University.....TX.....2001	University of Iowa.....IA.....1909	University of Washington.....WA.....1950
University at Buffalo - SUNY ¹NY.....1989	University of KansasKS.....1909	University of WisconsinWI.....1900
University of ArizonaAR.....1985	University of MarylandMD.....1969	

AAU Member Institutions: Private

Boston UniversityMA.....2012	Duke UniversityNC.....1938	Stanford University.....CA.....1900
Brandeis UniversityMA.....1985	Emory University.....GA.....1995	Tulane UniversityLA.....1958
Brown UniversityRI.....1933	Harvard University.....MA.....1900	University of Chicago.....IL.....1900
California Institute of TechnologyCA.....1934	Johns Hopkins University.....MD.....1900	University of Pennsylvania.....PA.....1900
Carnegie Mellon University.....PA.....1982	Massachusetts Institute of Technology.....MA.....1934	University of Rochester.....NY.....1941
Case Western Reserve UniversityOH.....1969	New York UniversityNY.....1950	University of Southern California.....CA.....1969
Columbia UniversityNY.....1900	Northwestern UniversityIL.....1917	Vanderbilt University.....TN.....1950
Cornell University.....NY.....1900	Princeton UniversityNJ.....1900	Washington University.....MO.....1923
Dartmouth CollegeNH.....2019	Rice University.....TX.....1985	Yale UniversityCT.....1900

Race

For Faculty and Staff

The U.S. Department of Labor classification wherein an individual's race is reported in terms of the following: Black or African American, American Indian or Alaskan Native, Asian, Native Hawaiian or Other Pacific Islander, Hispanic or Latino, White and Two or More Races.

For Students

The U.S. Department of Education's classification taxonomy wherein an individual's race is reported in terms of the following: International, Black or African American, American Indian or Alaskan Native, Asian, Native Hawaiian or other Pacific Islander, Hispanic or Latino, White, and Two or More Races.

Students: Headcount Enrollment of International Students by Country of Origin (Fall term 2019)

Country	Pittsburgh Campus	Regional Campuses	University Total
Afghanistan	1		1
Albania	2		2
Argentina	5		5
Armenia	1		1
Australia	10		10
Austria	2		2
Azerbaijan	1		1
Bahamas, The	4	1	5
Bangladesh	9	1	10
Belgium	1		1
Bolivia	1		1
Bosnia and Herze- govina	1		1
Brazil	49		49
Bulgaria	4		4
Burkina Faso	1	1	2
Cambodia	2		2
Cameroon	3		3
Canada	37	1	38
Chile	9	1	10
China	1,868	37	1,905
Colombia	25		25
Congo, Democratic Republic of the	2		2
Costa Rica	6		6
Croatia	2		2
Cyprus	1		1
Czech Republic	2		2

Country	Pittsburgh Campus	Regional Campuses	University Total
Dominican Republic	1		1
Ecuador	5		5
Egypt	19		19
Estonia	1		1
Ethiopia	3		3
France	16		16
Georgia	1		1
Germany	18		18
Ghana	8		8
Greece	7		7
Haiti	1		1
Honduras	1		1
Hong Kong	7		7
Hungary	3		3
Iceland	1		1
India	337	5	342
Indonesia	10	1	11
Iran	52		52
Iraq	1		1
Israel	8		8
Italy	9	1	10
Jamaica	3		3
Japan	21	2	23
Jordan	8		8
Kazakhstan	11		11
Kenya	5		5
Korea, Republic of	101	2	103

Country	Pittsburgh Campus	Regional Campuses	University Total
Kosovo	1		1
Kuwait	6		6
Lebanon	6		6
Libya	2		2
Malawi	1		1
Malaysia	16	2	18
Mali	1		1
Mexico	18		18
Mongolia	1		1
Morocco	3		3
Nepal	8		8
Netherlands	2		2
New Zealand	3		3
Nicaragua	1	1	2
Nigeria	17	2	19
Oman	2	1	3
Pakistan	10		10
Palestinian Territories	1		1
Panama	2		2
Paraguay	1		1
Peru	13		13
Philippines	1		1
Poland	6	1	7
Portugal	2		2
Romania	1		1
Russia	14	1	15
Saudi Arabia	67		67
Serbia	5		5

Students: Headcount Enrollment of International Students by Country of Origin (Fall term 2019)

Country	Pittsburgh Campus	Regional Campuses	University Total
Singapore	8		8
Slovenia	1		1
South Africa	6		6
Spain	13		13
Sri Lanka	4		4
Sudan	1		1
Sweden	3		3
Switzerland	1		1
Syria	1		1

Country	Pittsburgh Campus	Regional Campuses	University Total
Taiwan	66	1	67
Thailand	6		6
Trinidad and Tobago	2		2
Tunisia	2		2
Turkey	25		25
Uganda	2		2
Ukraine	9		9
United Arab Emirates	1		1
United Kingdom	17		17

Country	Pittsburgh Campus	Regional Campuses	University Total
Uruguay	5		5
Venezuela	8		8
Vietnam	21		21
Yugoslavia (former)	2		2
Zambia	1		1
Zimbabwe		1	1
University Total	3,123	63	3,186

Students: Top 10 Countries of Origin

Pitt students come from 105 countries. The following shows the countries with the highest enrollments.

1	China	1,905
2	India	342
3	Korea, Republic of	103
4	Saudi Arabia	67
5	Taiwan	67
6	Iran	52
7	Brazil	49
8	Canada	38
9	Colombia	25
10	Turkey	25

Notes: Pittsburgh Campus enrollment figures include undergraduate, graduate, and doctorate-professional practice students. Regional campuses enrollment figures include, exclusively, undergraduate students.

Full-time Employees by Ethnicity and Sex (fall term 2019)

Note: In this table, international employees are reported respective to race, in accordance with U.S. Department of Labor guidelines. For counts of employees that recognize citizenship, refer to the table, "Full-Time Employees by Citizenship, Ethnicity and Sex".

Pittsburgh Campus		Black or African American	Am. Indian or Alaskan Native	Asian	Native Hawaiian/ Other Pacific Islander	Hispanic or Latino	White	Two or More Races	Race Unknown	Total
Faculty	Male	70	1	564	4	79	1,768	13	16	2,515
	Female	69	2	340	2	72	1,466	6	20	1,977
	Total	139	3	904	6	151	3,234	19	36	4,492
Research Associates and Postdoctoral Associates	Male	5	3	183	2	27	142	1	17	380
	Female	11	2	115		31	135	6	15	315
	Total	16	5	298	2	58	277	7	32	695
Staff	Male	321	1	186	3	49	2,270	34	44	2,908
	Female	383	6	345	2	91	3,549	48	61	4,485
	Total	704	7	531	5	140	5,819	82	105	7,393
Total Employees	Male	396	5	933	9	155	4,180	48	77	5,803
	Female	463	10	800	4	194	5,150	60	96	6,777
	Total	859	15	1,733	13	349	9,330	108	173	12,580

Full-time Employees by Citizenship, Ethnicity and Sex (fall term 2019)

Note: In this table, international employees are reported separate from domestic employees in accordance with U.S. Department of Education guidelines.

For counts of employees without regard to citizenship, refer to the table, "Full-Time Employees by Ethnicity and Sex".

Pittsburgh Campus		International	Black or African American	Am. Indian or Alaska Native	Asian	Native Hawaiian/ Other Pacific Islander	Hispanic or Latino	White	Two or More Races	Race Unknown	Total
Faculty	Male	149	66	1	481	4	70	1,719	12	13	2,515
	Female	92	69	2	292	2	66	1,430	5	19	1,977
	Total	241	135	3	773	6	136	3,149	17	32	4,492
Research Associates and Postdoctoral Associates	Male	265	2		19		6	83		5	380
	Female	185	7		18		9	87	3	6	315
	Total	450	9		37		15	170	3	11	695
Staff	Male	70	320	1	132	3	48	2,259	34	41	2,908
	Female	96	381	5	275	2	85	3,538	47	56	4,485
	Total	166	701	6	407	5	133	5,797	81	97	7,393
Total Employees	Male	484	388	2	632	7	124	4,061	46	59	5,803
	Female	373	457	7	585	4	160	5,055	55	81	6,777
	Total	857	845	9	1,217	11	284	9,116	101	140	12,580



THE K. LEROY IRVIS BLACK HISTORY MONTH PROGRAM

BLACK»»» TO THE FUTURE: A FESTIVAL OF ART, SOCIAL JUSTICE AND DREAMING

Presented by the Africana Studies Department, the African American Alumni Council, the Center for African American Poetry and Poetics, Equipoise, the Jazz Studies Program, Office of Diversity and Inclusion, Office of the Senior Vice Chancellor for Engagement, 1Hood Media and the Kelly Strayhorn Theater. The program is part of the Pitt Year of Creativity.

FEB
26-29
2020

Black to the Future brings together performance and visual artists, musicians, poets and dancers. It will explore a redefinition of culture and blackness itself. It will focus on the critical impact of art, poetry and music in helping to change culture so that what we dream might actually become reality.

FEATURING:

- Alisha B. Wormsley**, interdisciplinary artist
- Assane Konte**, Senegalese founding Artistic Director of KanKouran
- avery r. young**, interdisciplinary composer, performer and poet
- KanKouran West African Dance Company**
- Jaamil Olawale Kosoko**, Nigerian American poet, curator and performance artist
- Jasiri X**, hip-hop artist and activist
- Justin Phillip Reed**, poet and essayist
- Simone White**, poet, scholar and (t)rap music enthusiast
- Tango Eisen-Martin**, poet and organizer

AND MORE

FOR FULL EVENT SCHEDULE, VISIT: diversity.pitt.edu/KLeroyIrvisBHM

ALL EVENTS ARE FREE AND OPEN TO THE PUBLIC





Diversity at University of Pittsburgh

Our Mission

The Office of Diversity and Inclusion strives to advance Pitt's efforts to embed diversity as a transformational force in academic excellence and professional growth through education, the celebration of diversity, and the fair and objective response to complaints and concerns.



Every single year, diversity, equity, and inclusion are central to the University's ability to achieve its mission. During this past academic year, this reality was apparent as our community faced a series of events, tragedies, and challenges that deeply impacted us individually and as a whole. As our community struggled to understand, to mourn, to heal, to disrupt, and ultimately to further knowledge, we came together and worked together to effectuate change. This report provides an opportunity to examine the efforts of ODI over this year and leads me to two reflections.

First, we are stronger if we work together. This report highlights the reach of some ODI diversity and inclusion-related educational initiatives over this past year. Many of these initiatives rely not only on the dedicated ODI team, but also on the expertise of key partners and scholars across campus, for which we are grateful. The thousands of community members participating in educational sessions could not have been engaged without these partnerships, and the increasing number of people seeking out these opportunities is a testament to the quality and relevance of the content.

Second, there is so much more work to do. As we strive to increase knowledge and to increase the reporting of harassment and discrimination, the scope of the issues come into sharper focus. The ODI team is committed to working with our university community to effectuate lasting change.

Respectfully,

A handwritten signature in black ink that reads "Pam Connelly".

Pam Connelly

Vice Chancellor for Diversity and Inclusion

Diversity and Multicultural Programs

Office of Diversity and Inclusion
Celebrations

Black History Month

National Hispanic Heritage Month

LGBT Pride Month

National Disability Employment Awareness
Month

Women's History Month

Veterans Week

ODI funded 10 mini grants = **15,753** in fiscal year 2019

A three-day campus visit by award-winning author Diana Taylor of New York University

Research on ultra-Orthodox Jewish cinema by Haya Feig of the Department of Religious Studies

A Filipino film and cultural event organized by the Filipino Students Association

An East Coast Asian American Student Union summit

Staff education at the National Intergroup Dialogue Institute

Staff workshops on supporting the transgender community

Programs of the Chinese Affinity Group

A concert featuring Christian music sung in Chinese held at Bellefield Hall sponsored

by the Chinese Bible Study Fellowship at Pitt

The 22nd Annual Oratory Competition on diversity and inclusion topics in the Department of Communication

A learning module in the School of Nursing on working with LGBTQIA+ individuals

ODI engaged 2,750 people in educational sessions on diversity and inclusions

“ODI more than quadrupled the number of community members who participated in customized education this year from 559 in fiscal year 2018 to 2,759 in fiscal year 2019’.

Office of Diversity and Inclusion educated

3,500+ graduate students,

4,000 undergraduate students,

3500 employees,

On sexual misconduct prevention

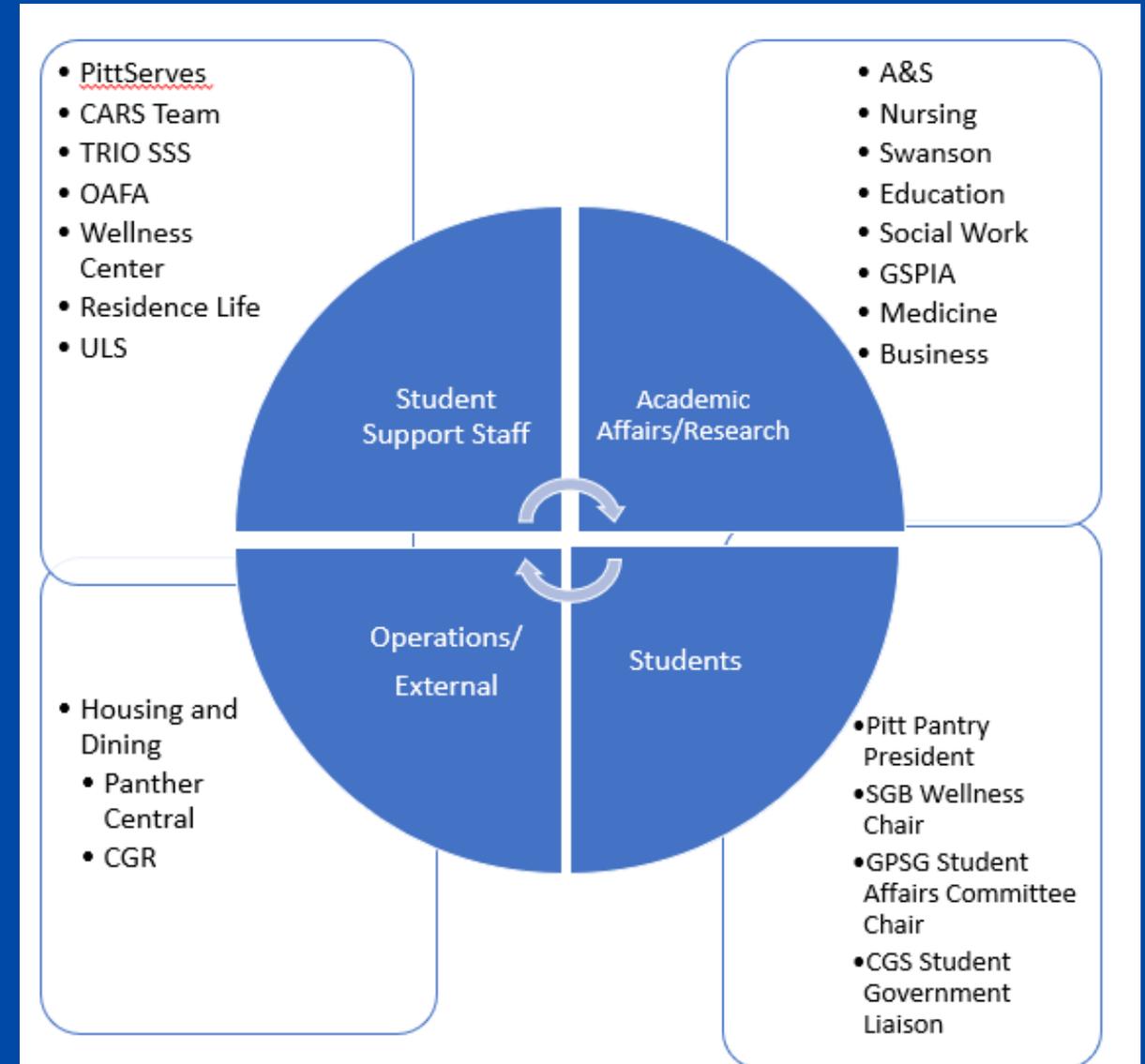


Campus-Wide Basic Needs Committee

Educate staff and faculty about basic needs resources available at Pitt and in the Pittsburgh Community.

Identify gaps and barriers between areas of need and current resource availability and opportunities to address these gaps.

Provide recommendations to senior administration for addressing the holistic well-being of the student population.



Basic Needs Committee Goals for 2020-2021



Improve communication across department to enhance collaborative programming and resources.



Campus-Wide Basic Needs Assessment

Design (Spring/Summer 2020)
Implementation (Early Fall 2020)
Analysis (Fall 2020)
Formal report and recommendations to campus leadership (Spring 2021)



Advise creation and distribution of resource map



*First meeting was February 7th, next (virtual) meeting will be April 6th.

Meal Scholarship Committee

Meal Swipe Donation:

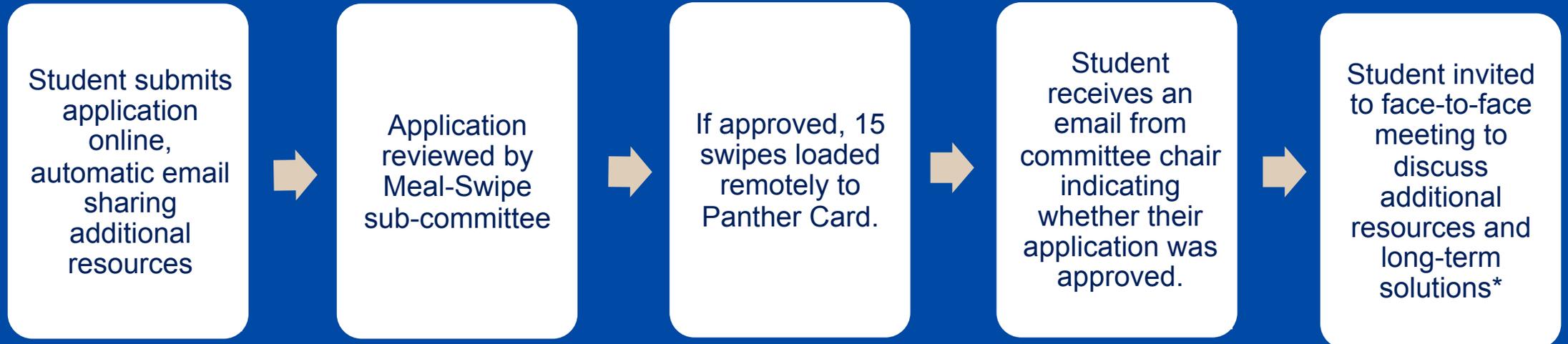
Began Spring 2019

Students can donate one swipe at the end of each semester*

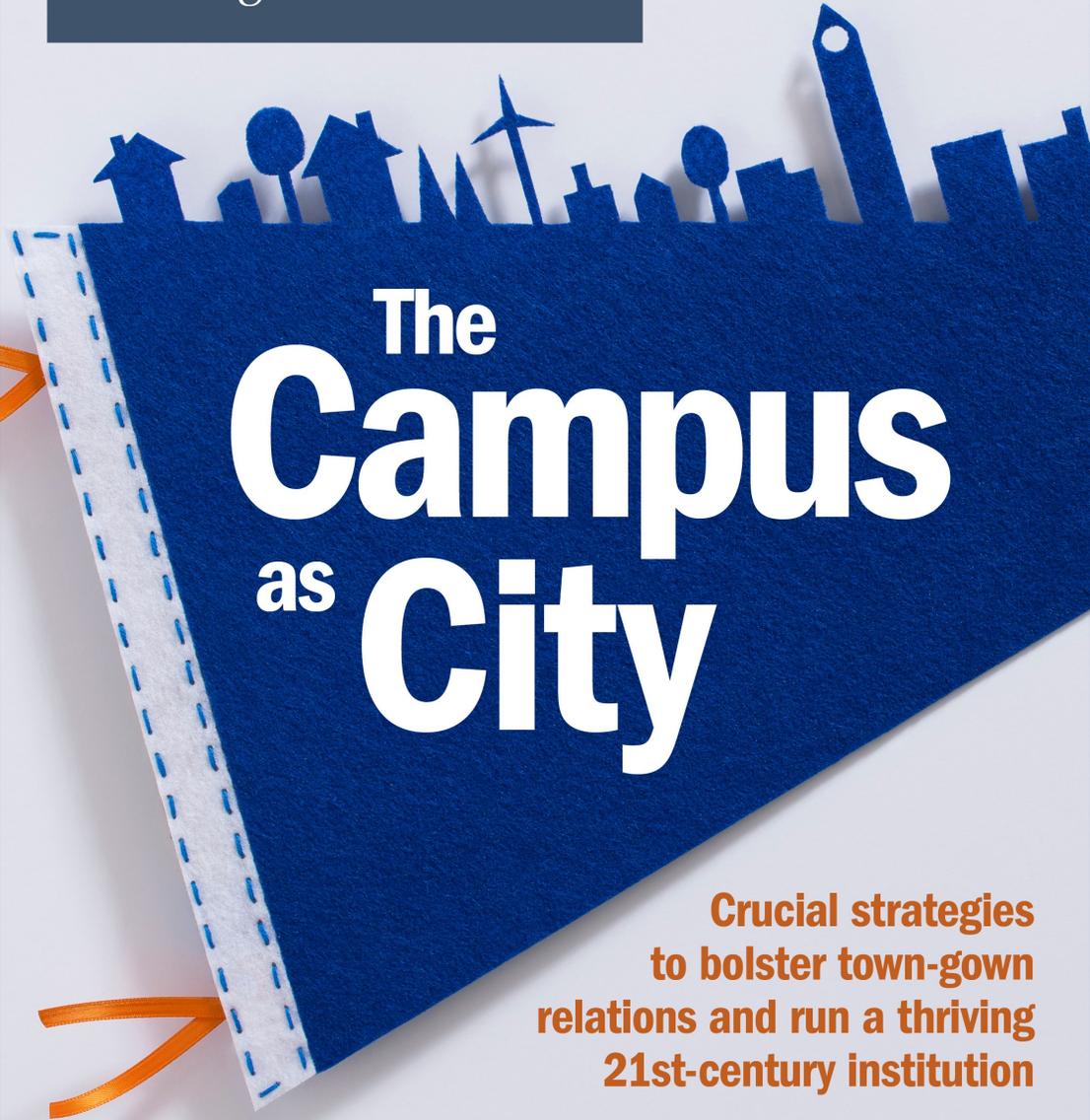
Sodexo matching up to 1787 swipes

Scholarship Applications will open August 2020

Scholarship Application Process:



THE CHRONICLE
of Higher Education®



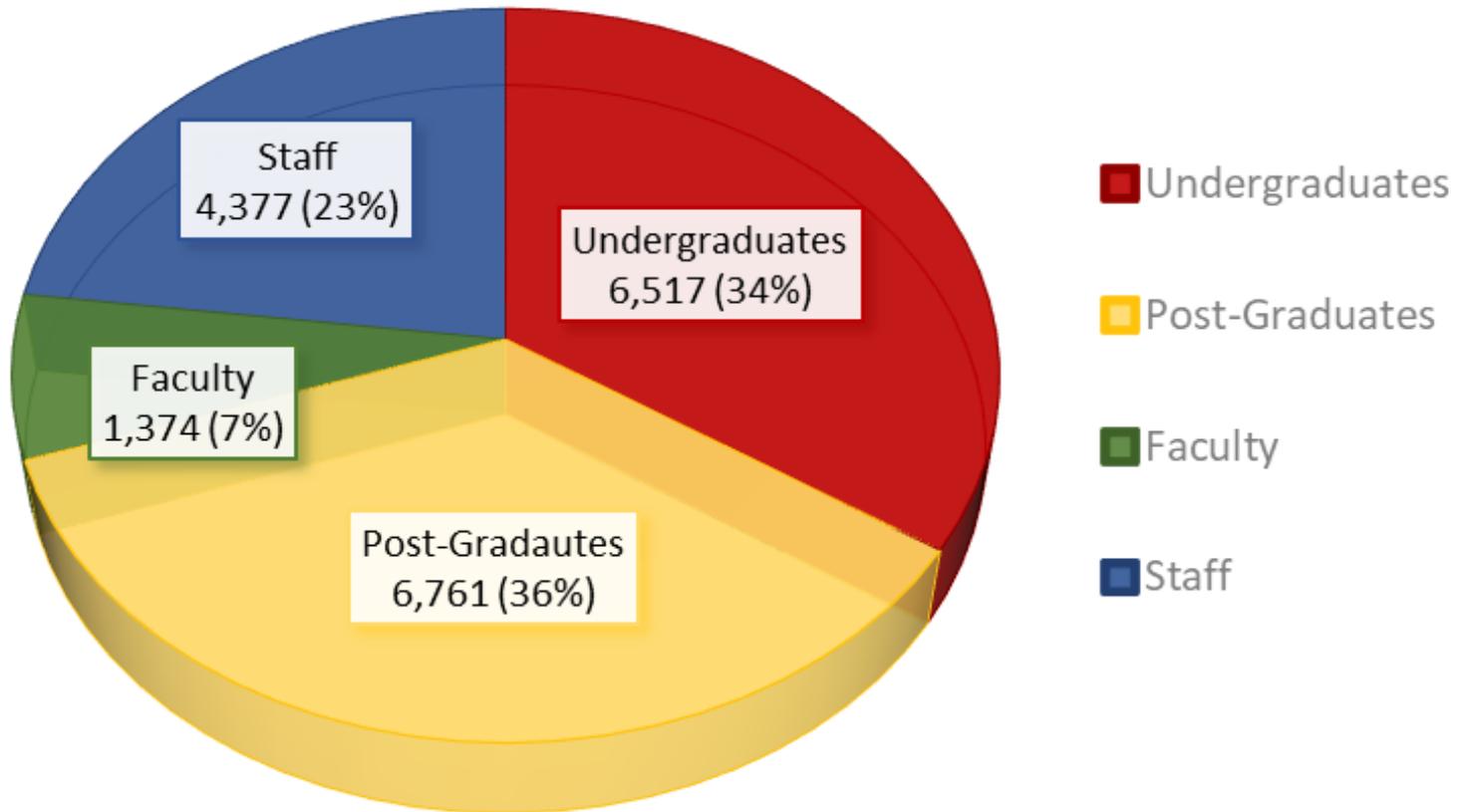
The
Campus
as
City

**Crucial strategies
to bolster town-gown
relations and run a thriving
21st-century institution**



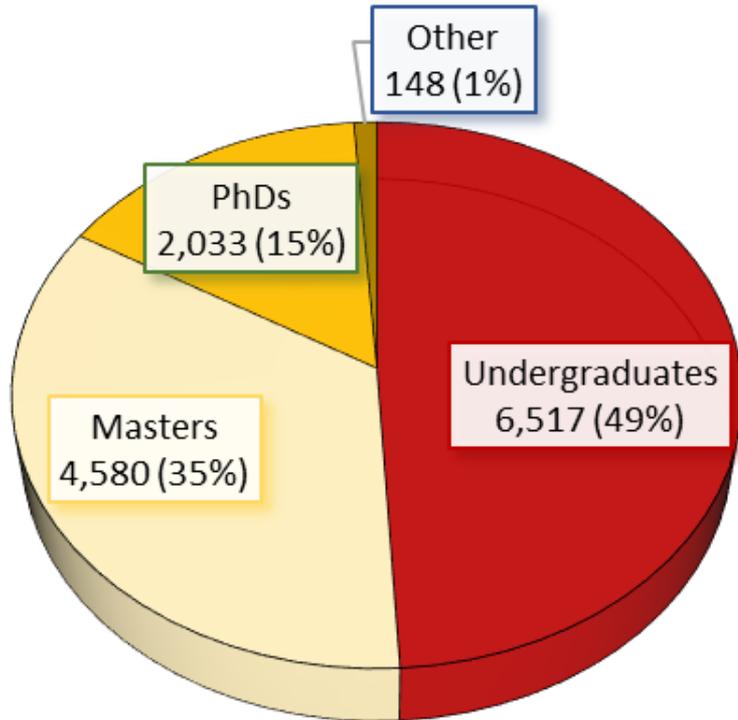
Carnegie Mellon University
March 2020

PTTSBURGH CAMPUS POPULATION

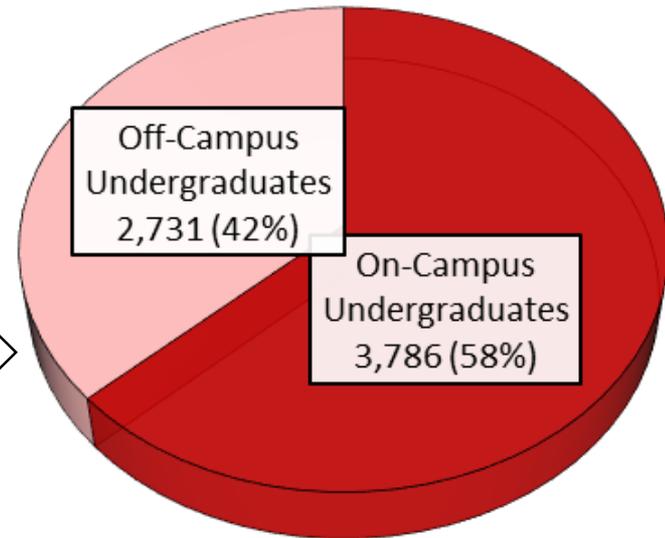


STUDENT POPULATION

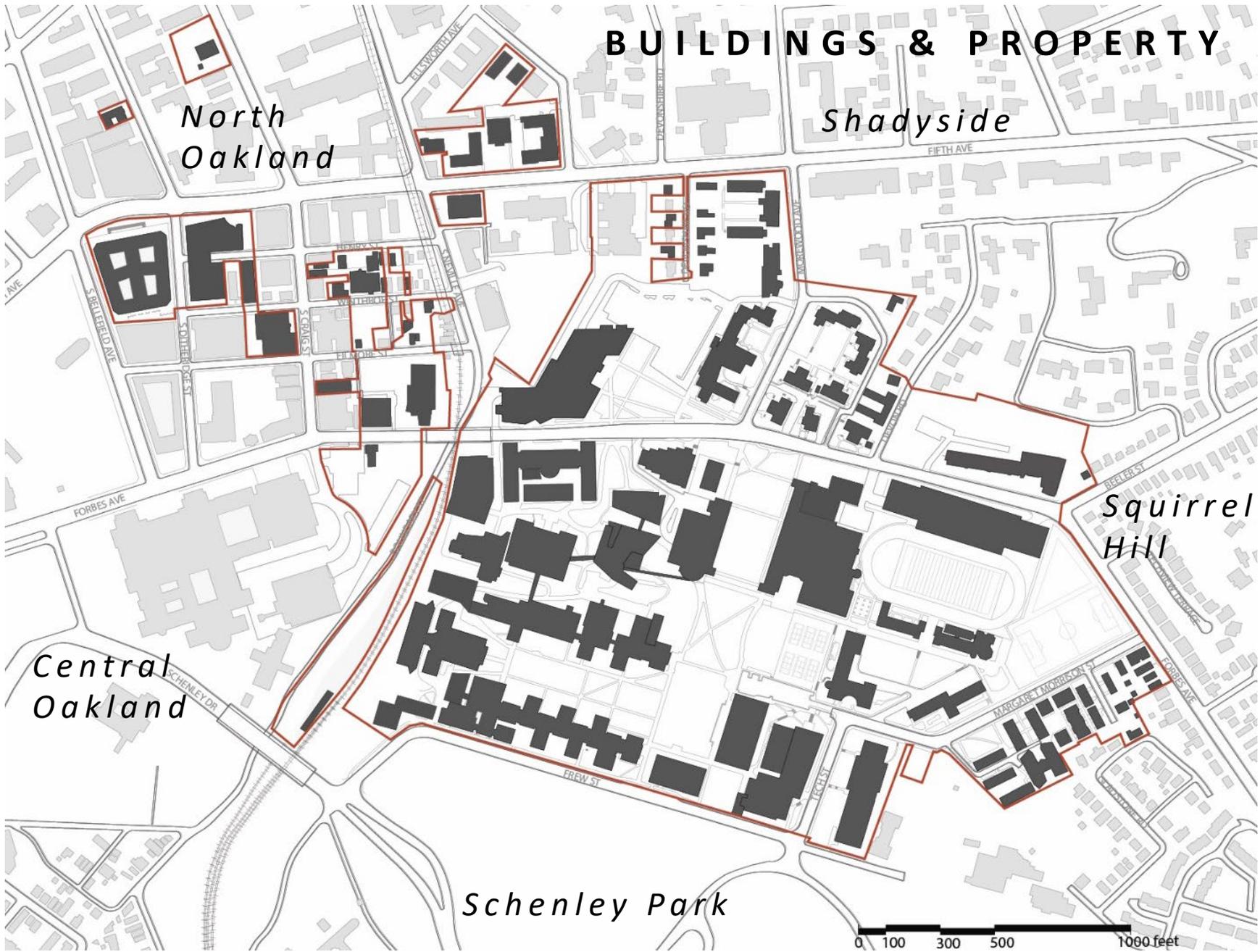
STUDENT BREAKDOWN (PITTSBURGH CAMPUS)



WHERE UNDERGRADUATES LIVE (PITTSBURGH CAMPUS)



BUILDINGS & PROPERTY



*North
Oakland*

Shadyside

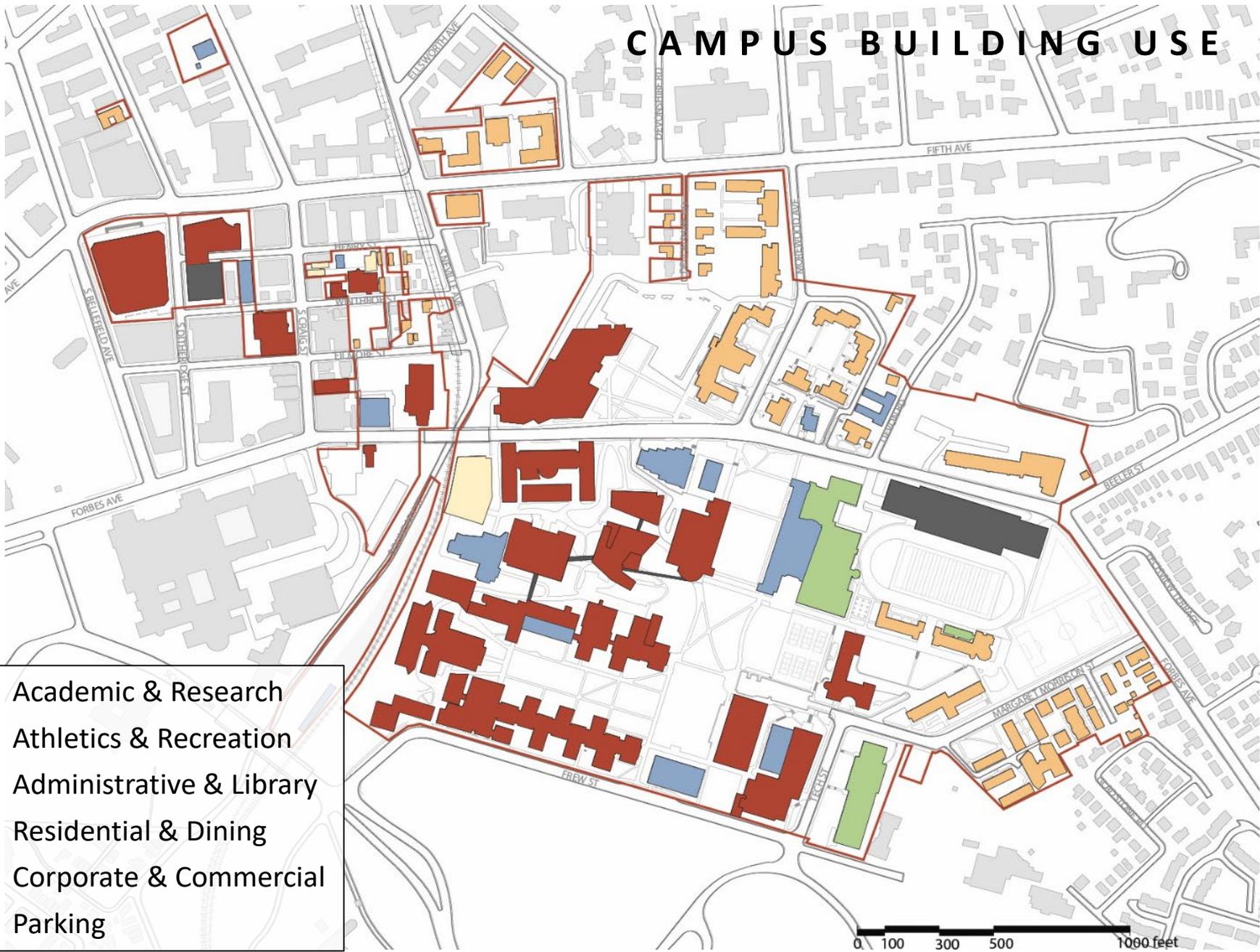
*Squirrel
Hill*

*Central
Oakland*

Schenley Park



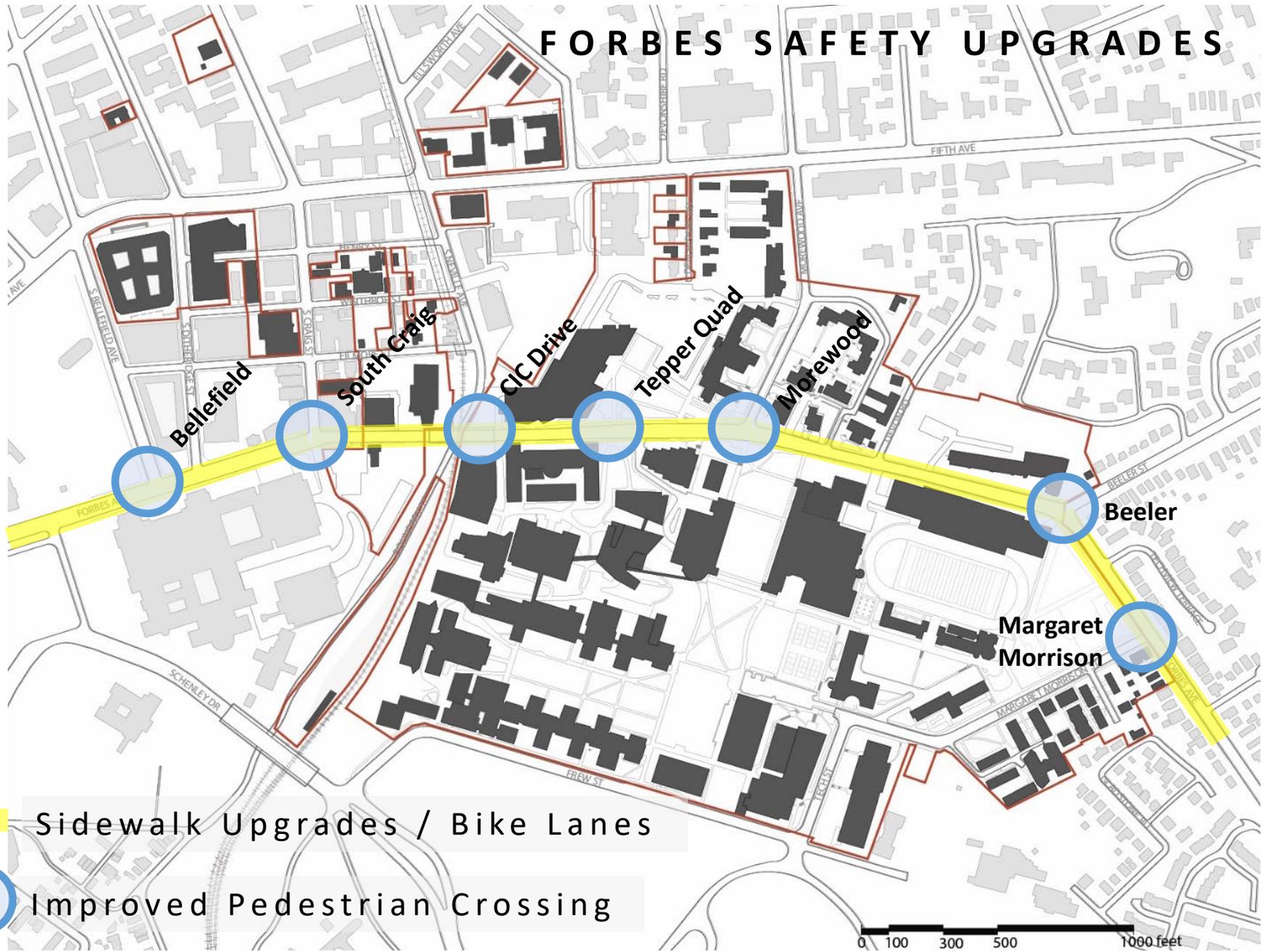
CAMPUS BUILDING USE



- Academic & Research
- Athletics & Recreation
- Administrative & Library
- Residential & Dining
- Corporate & Commercial
- Parking

0 100 300 500 1000 feet

FORBES SAFETY UPGRADES



Sidewalk Upgrades / Bike Lanes

Improved Pedestrian Crossing

The Pittsburgh Innovation District

THE HEART OF PITTSBURGH'S TECH ECOSYSTEM

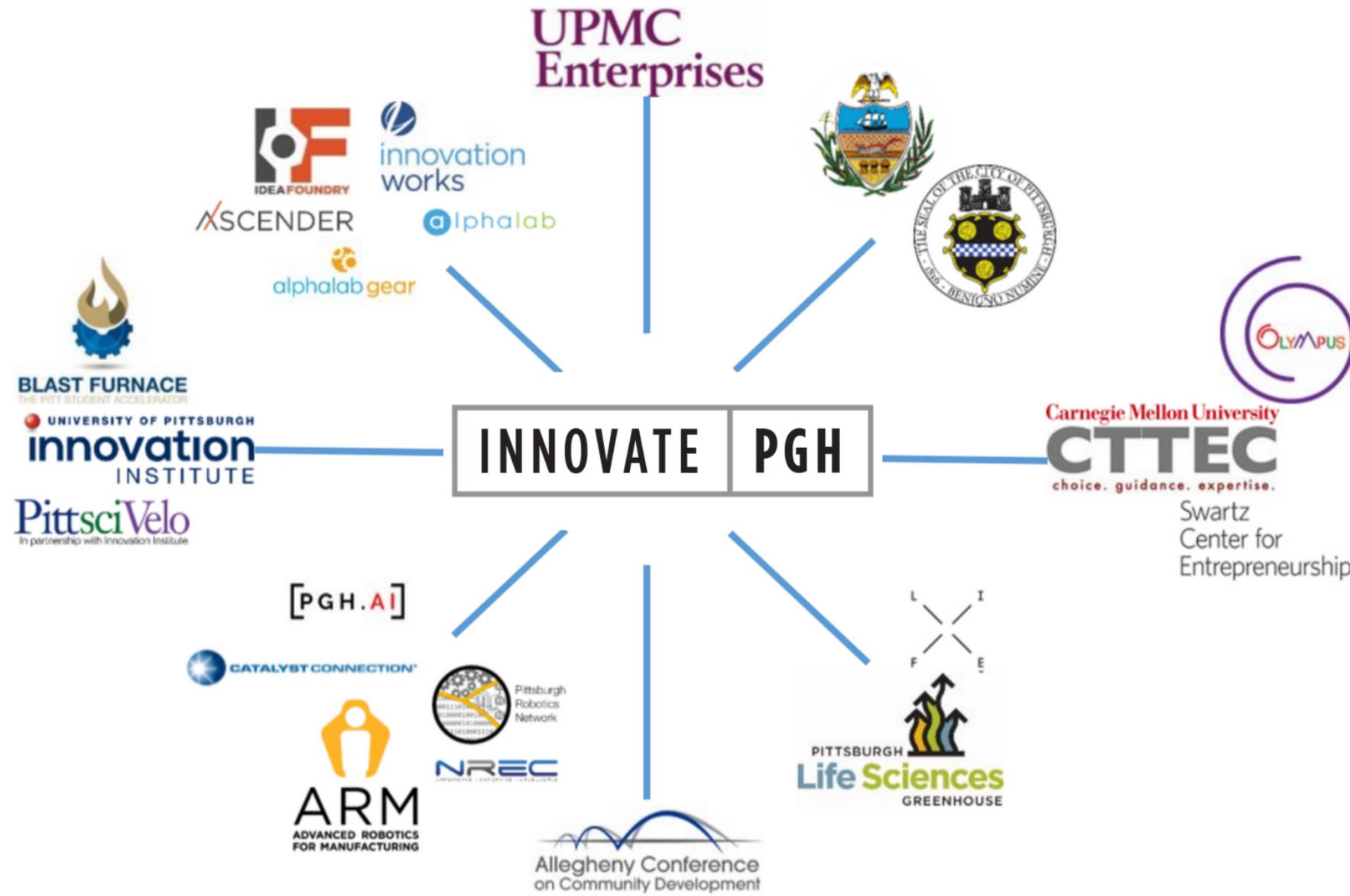
- 40,000 students at four major Universities
- Greater Oakland Keystone Innovation District Tax Credits
- Protected bike network w/ bike share, transit hub, Bus Rapid Transit system
- Access to 500-acre Schenley Park
- Cultural Attractions: Carnegie Museum, Cathedral of Learning, Phipps Conservatory
- \$3.3 billion active office, wet lab, hotel & innovation developments



A UNIFIED, DENSE INNOVATION ECOSYSTEM

Pittsburgh Innovation District

A critical mass of global life science R&D in Pittsburgh's vibrant Oakland neighborhood



InnovatePGH

A one-stop shop connecting Pittsburgh civic, business, and entrepreneurship leaders.



Oakland

10% of city residents

29% of city workers

1/3 of PA's university R&D output



UNIVERSITY OF PITTSBURGH & UPMC

Top 4 NIH Recipient

#1 funding: mental health

#1 funding: women's health

Top 5 spin out generator (23 companies in 2018)

Top 10 Public Institution

CARNEGIE MELLON UNIVERSITY

#1 Computer Science program in the US

#1 Computer Engineering program in the US

#1 Artificial Intelligence program in the US

ECONOMIC IMPACT

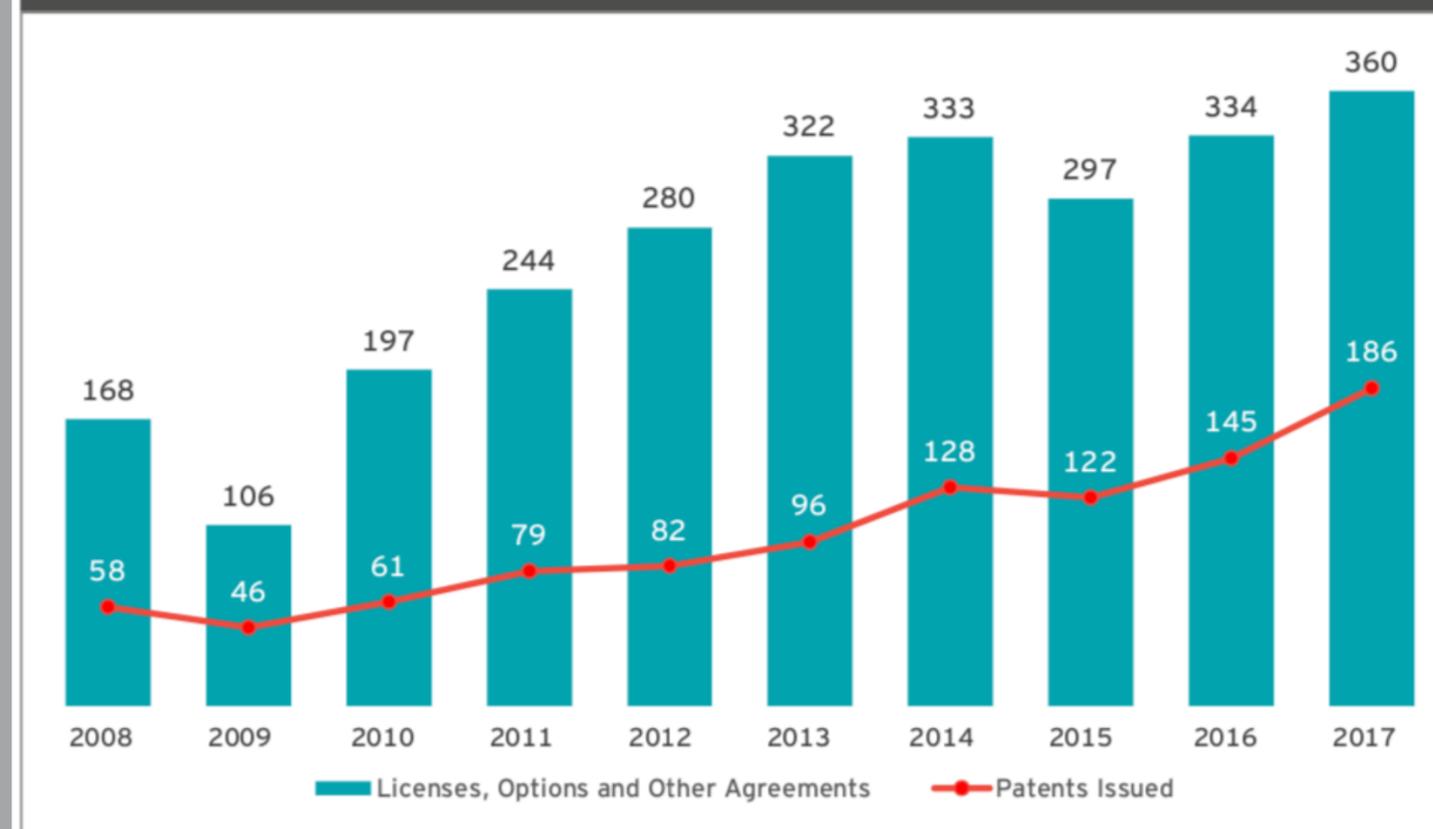
- \$1.2 billion in annual R&D
- Pittsburgh Super Computing Center
- National Robotics Engineering Center (NREC)
- Advanced Robotics Manufacturing Institute
- Immune Transplant and Therapy Center (ITTC)
- Human Engineering Research Laboratories
- McGowan Institute for Regenerative Medicine

WHICH EQUALS....

\$6.65 billion in economic impact

Unrivalled opportunities for corporate research partnerships

Patent generation and licenses from Pittsburgh research universities



Source: Carnegie Mellon University, Duquesne University and the University of Pittsburgh



Avenu:

The Innovation District's Solution for Growing Businesses

AVENU: REVV OAKLAND

Located in the heart of Oakland, provides flexible workspaces ranging from office suites to flex desk coworking.

AVENU: PARAMOUNT FILM EXCHANGE

In neighboring Uptown, PFX offers tenants flexible leases and agile workspace for growing companies.

COMING SOON! AVENU: 211 S. CRAIG

Within walking distance of on-campus resources for startups, this flexible shared workspace will provide space for 3-4 small business tenants.



Existing Conditions: Jobs



Major Employers

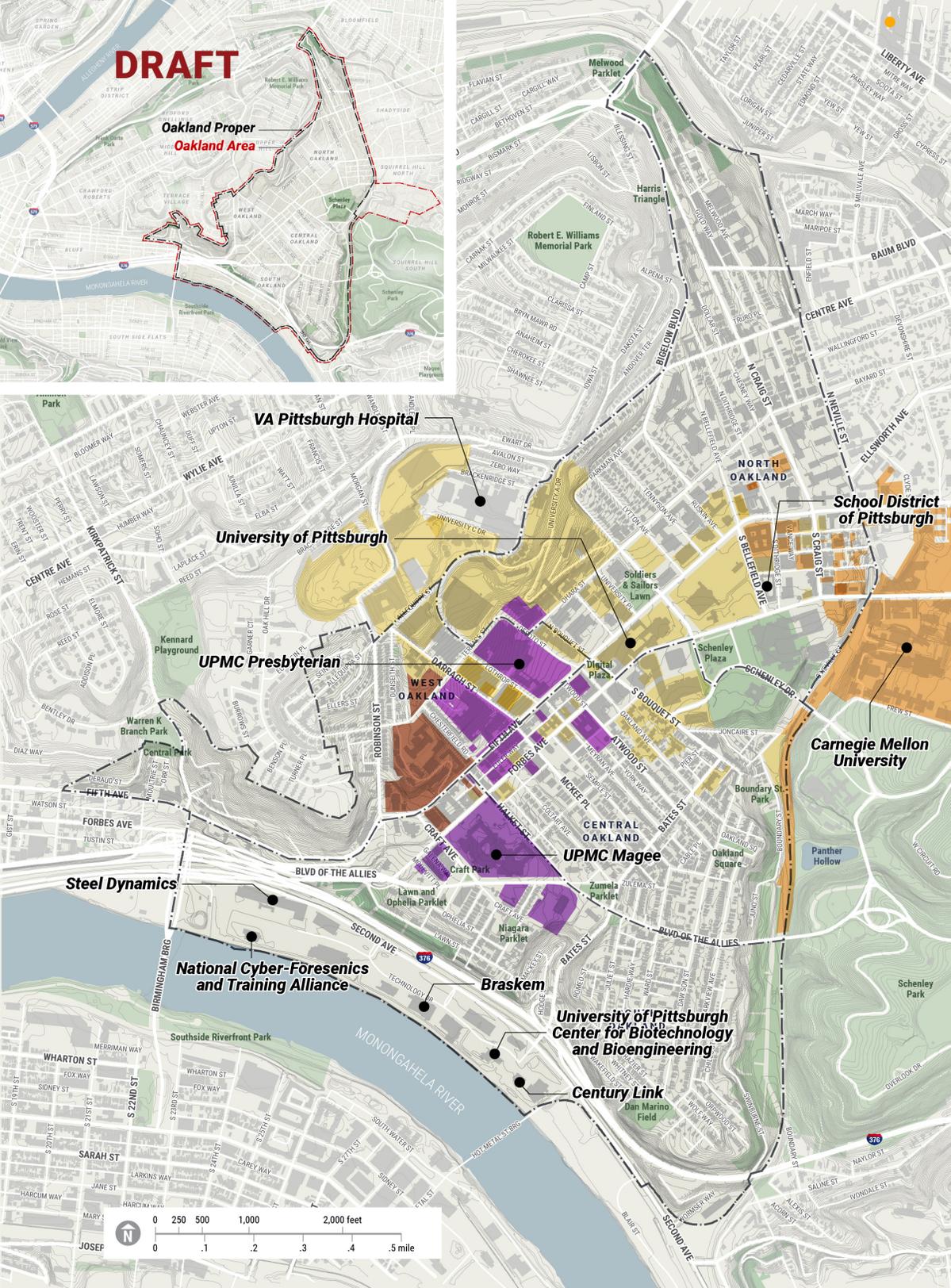
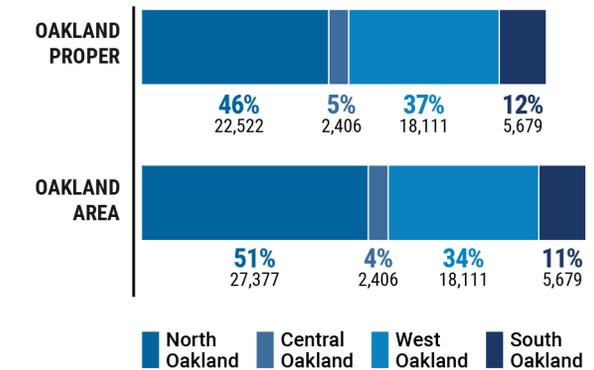
● Major Employers

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





There are an estimated 48,625 jobs in Oakland proper.

If the Census Block Group with most of Carnegie Mellon’s campus is included, there are 53,573 jobs in the Oakland area. There are almost 2.5 times as many workers as residents in Oakland proper. Expanding Oakland further to include more of Squirrel Hill North and the VA Hospital increases the worker count to just over 57,700. The Oakland area is home to 6 of the 50 largest employers in Pittsburgh.

Most of Oakland’s jobs are in West and North Oakland where the hospitals and universities are located.

Together, the institutions employ approximately 30,000 people, or 56% of all jobs in Oakland. While the majority of these jobs are in educational services and health care and social assistance, as coded by LEHD, other support services may be coded differently.

The educational institutions in Oakland employed approximately 19,500 people in 2017.

This includes approximately 4,650 employees at the University of Pittsburgh School of Medicine and represents 36% of the total jobs in Oakland. While the total employment remained essentially the same in the Oakland area from 2010 to 2017, the educational institutions increased employment. Employment at Carnegie Mellon grew from 3,782 to 6,077 over the last two decades, or 60.7%. Employment at Carlow and

Pitt also grew by over 30% in the same time period.

The hospitals are also a significant employment base. According to data included in OBID’s Retail Market Study (2015), the 2014 employment was as follows:

- UPMC Presbyterian (which includes UPMC Montefiore)—6,150 employees
- UPMC Magee-Womens Hospital—2,478 employees
- Western Psychiatric Institute and Clinic—2,270 employees
- VA Pittsburgh Hospital—3,792 employees
- The larger UPMC system employees 53,000 locally and is the largest non-government employer in Pennsylvania.

The Pittsburgh Technology Center also hosts a number of major employers. The Pittsburgh Technology Center has more than 1,000 workers, including major employers at Steel Dynamics, National Cyber-Forensics and Training Alliance, Braskem, the University of Pittsburgh Center for

Biotechnology and Bioengineering, and Century Link.

The School District of Pittsburgh is among the largest employers in the city; while it is headquartered in Oakland, its 39,000 employees work throughout the city.

Overall Employment Number

- In 2012 SnapPGH indicated that there were approximately 72,000 jobs in Oakland. The EcoInnovation District Plan in 2017 indicated 79,000 jobs in Oakland.
- Because the LEHD data is a U.S. Census product, provides data over time by industry, and tracks the characteristics of job holders, this data has been used in this analysis. It provides a consistent baseline for comparison, even as it may undercount compared to other estimates.

Full-Time and Part-Time Job Trends at Educational Institutions | Oakland Area | 2010 and 2017

	2000	2010	2017	2000-2010		2010-2017		2000-2017	
				#	%	#	%	#	%
University of Pittsburgh	9,615	12,667	12,942	3,052	31.7%	275	2.2%	3,327	34.6%
Carnegie Mellon University	3,782	5,089	6,077	1,307	34.6%	988	19.4%	2,295	60.7%
Carlow University	378	547	494	169	44.7%	(53)	-9.7%	116	30.7%
TOTAL	13,775	18,303	19,513	4,528	32.9%	1,210	6.6%	5,738	41.7%

Source: University of Pittsburgh, Office of Institutional Research, “2011 and 2018 Fact Book”; Carnegie Mellon University, “University Factbook 2010-2011 and 2017-2018”; Carlow University institutional research department.

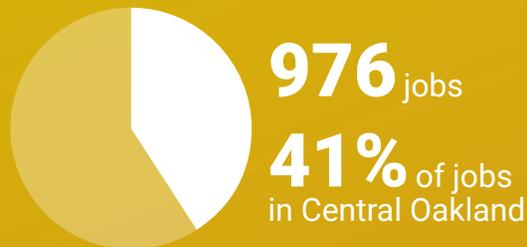


70% of the Oakland area's jobs are in health care or educational services. Close to one half of the jobs in Oakland are in health care and social assistance.

The Oakland area contains approximately 21,650 health care and social service jobs which represented 36% of the city health care and social service jobs in 2017. As a point of reference, 78.5% of the jobs in Philadelphia's University City are in education and healthcare.

The Oakland area has 3,174 jobs in management of companies and enterprises, which is 26% of the city's jobs of this industry. Similarly, there are 2,785 jobs in accommodation and food services, 14.2% of the city's jobs of this industry but only 5% of the jobs in the Oakland area. In University City, this industry accounts for 8% of jobs.

Central Oakland has a relatively high percentage of its jobs in the leisure and hospitality, retail, and other services industries.



People Who Work in Oakland Area and Oakland Proper by Industry | 2017

Industry	Oakland Area			Oakland Proper		
	Employees	% of Total	Oakland's % of City Jobs	Employees	% of Total	Oakland's % of City Jobs
Health Care and Social Assistance	21,653	41.1%	36.1%	21,649	44.5%	36.1%
Educational Services	19,842	29.1%	65.5%	15,347	31.6%	50.6%
Management of Companies and Enterprises	3,174	6.0%	26.0%	3,174	6.5%	26.0%
Accommodation and Food Services	2,785	4.7%	14.2%	2,490	5.1%	12.7%
Public Administration	1,683	10.9%	16.0%	1,683	3.5%	16.0%
Professional, Scientific, and Technical Services	953	1.6%	3.7%	838	1.7%	3.3%
Information	580	1.1%	8.8%	578	1.2%	8.8%
Arts, Entertainment, and Recreation	566	1.1%	8.4%	566	1.2%	8.4%
Other Services	535	1.0%	7.0%	535	1.1%	7.0%
Manufacturing	463	0.9%	7.3%	463	1.0%	7.3%
Retail Trade	405	0.8%	4.0%	405	0.8%	4.0%
Real Estate and Rental and Leasing	268	0.5%	7.3%	268	0.6%	7.3%
Administration & Support, Waste Management and Remediation	226	0.4%	2.4%	190	0.4%	2.0%
Wholesale Trade	221	0.4%	4.0%	221	0.5%	4.0%
Finance and Insurance	169	0.3%	0.5%	168	0.3%	0.5%
Construction	27	0.1%	0.4%	27	0.1%	0.4%
Utilities	14	0.0%	0.6%	14	0.0%	0.6%
Transportation and Warehousing	9	0.0%	0.2%	9	0.0%	0.2%
TOTAL	53,573	100.0%	20.2%	48,625	100.0%	18.4%

Source: LEHD Origin-Destination Employment Statistics as modified by W-ZHA, LLC



Almost all the city's job growth between 2002 and 2010 occurred in Oakland proper.

Between 2002 and 2010, almost 13,500 jobs were added in Oakland proper. Jobs grew by 38% in this eight-year period.

Since 2010, the number of jobs in Oakland proper has declined slightly.

Across the Oakland area, jobs have remained essentially the same. According to the US Census LEHD Origin Destination Employment Statistics, Oakland lost over 1,000 health care and social service jobs between 2010 and 2017. The job loss is likely attributable to UPMC expanding Children's Hospital in Lawrenceville.

Between 2010 and 2017, meaningful job growth occurred in the education services, accommodations and food service, and management industries in Oakland. Professional, scientific, and technical services, typically a mainstay of innovation districts, has not grown markedly since 2002.

Unlike Oakland, jobs in Lawrenceville and South Side Flats grew between 2010 and 2017. The CBD lost over 2,780 jobs between 2010 and 2017.

The Strip has the most diversified employment among the Pittsburgh innovation districts.

Number of At-Place-of-Work Employees | Oakland Proper & Area and Pittsburgh Innovation Districts | 2010 and 2017

Neighborhood	2010	2017	Change	
			#	%
Central Business District	77,188	74,315	(2,873)	-3.7%
The Strip	7,638	7,597	(41)	-0.5%
Lawrenceville	4,787	8,499	3,712	77.5%
South Side Flats	10,059	10,919	860	8.5%
Oakland Proper	49,207	48,625	(582)	-1.2%
Oakland Area	53,657	53,573	(84)	-0.2%

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

Job Trends | The City, Oakland Proper and the Oakland Area | 2002 - 2017

	2002	2010	2017	2002-2010		2010-2017		2002-2017	
				#	%	#	%	#	%
City of Pittsburgh	245,284	259,961	265,273	14,677	6.0%	5,312	2.0%	19,989	8.1%
Oakland Proper	35,743	49,207	48,625	13,464	37.7%	(582)	-1.2%	12,882	36.0%
Oakland Area	40,691	53,657	53,573	12,966	31.9%	(84)	-0.2%	12,882	31.7%

Source: LEHD Origin-Destination Employment Statistics



Jobs by Industry | Oakland Area and Pittsburgh Innovation Districts | 2017

	CBD	The Strip	Lawrenceville	South Side Flats	Oakland Area
Retail Trade	760	526	439	1,062	405
Trans, Warehsg, Util	1,260	36	142	328	23
Information	2,252	181	25	418	578
Financial Activities	28,753	1,512	137	476	436
Prof & Bus Services	24,010	1,865	859	2,244	4,202
Education Services	1,270	271	171	469	15,347
Health Care & Soc. Assist.	2,342	231	3,458	1,836	21,649
Leisure & Hospitality	5,456	1,034	760	2,282	3,056
Other Services	2,341	271	431	314	535
Public Admin	4,353	0	5	0	1,683
Other Industries	1,518	1,670	2,072	1,490	711

While Oakland’s job density is high compared to other Pittsburgh innovation districts, it is low compared to the national innovation districts analyzed.

Oakland proper has 18.4% of the city’s jobs, more than any other district than the CBD.

With its tall buildings and compact form, Pittsburgh’s CBD has a very high concentration of jobs. Compared to other Pittsburgh innovation districts—the Strip, Lawrenceville, and South Side Flats—Oakland has a higher concentration of employees and more jobs overall.

The number of jobs in the Oakland area is comparable to Kendall Square in Cambridge.

University City in Philadelphia has over 30,000 more jobs than the Oakland area.

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

Number of Employees and Employees per Square Mile | Oakland Proper & Area and Pittsburgh Innovation Districts | 2017

Neighborhood	Employees	Employees per Square Mile
Central Business District	74,315	136,741
The Strip	7,597	12,351
Lawrenceville	8,499	6,700
South Side Flats	10,919	11,458
Oakland Proper	48,625	
Oakland Area	53,573	34,505

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

Number of Employees and Employees per Square Mile | National Innovation Districts

	Employees	Employees per Square Mile
University City - Philadelphia ¹	85,000	85,000
Kendall Square - Cambridge ²	50,000	72,464
Midtown - Atlanta ¹	65,000	72,222
Research Triangle Park ¹	39,000	
Oakland Area ²	53,573	32,855

¹ 2019 data | ² 2017 data.

Source: University City, 2019 Annual Report; Midtown Atlanta, “Only In Midtown”; Discover Durham, “Research Triangle Park (April 2019)”; The Boston Globe 12/14/2017, “Booming Kendall Square will get a long-sought supermarket as MIT projects advance”; LEHD data.



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 Pittsburgh innovation districts. 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 Pittsburgh Innovation Districts | 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



Oakland workers have a high level of educational attainment.

43% of Oakland area workers that reported on their education has a Bachelor's degree or higher. Oakland area workers are very similar to CBD workers in terms of educational attainment. Oakland area workers represent 23% of all city workers with a Bachelor's degree or higher.

As would be expected with its concentration of employment in higher education, approximately half of all North Oakland employees reporting educational attainment had a Bachelor's degree or higher.

As compared to other U.S. innovation hubs, Oakland's employees have very high educational attainment.

Percent of Employees with a Bachelor's Degree or Higher in National Innovation Districts

District	Percentage
Oakland Area	43.4%
Research Triangle Park	42.6%
Cambridge (Kendall Square)	40.4%
Boston (Innovation District)	37.3%
Philadelphia (University City)	35.9%
Seattle (South Lake Union)	34.3%
Atlanta (Midtown)	34.1%
San Francisco (Mission Bay)	33.8%
Austin (Downtown)	28.8%

Source: For other districts University City Annual Report 2019; Oakland data ACS 2018 5-Year Estimates

Educational Attainment of Those Workers Reporting on Educational Attainment | Oakland Neighborhoods | 2017

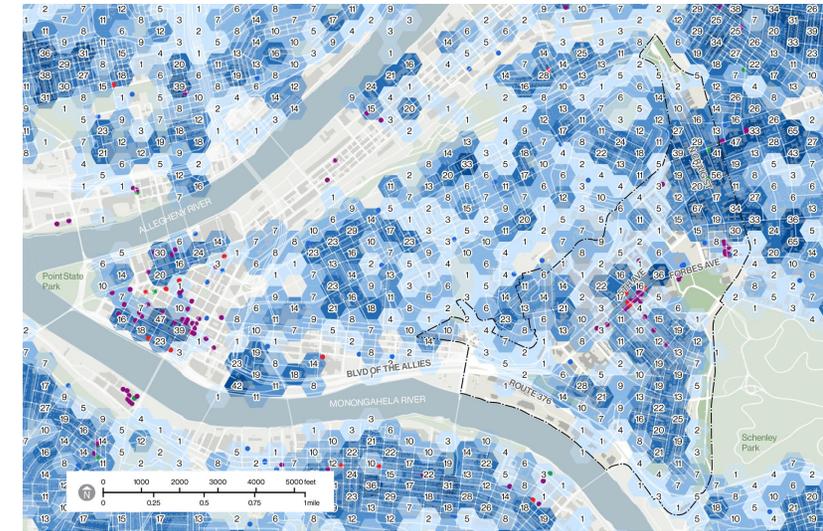
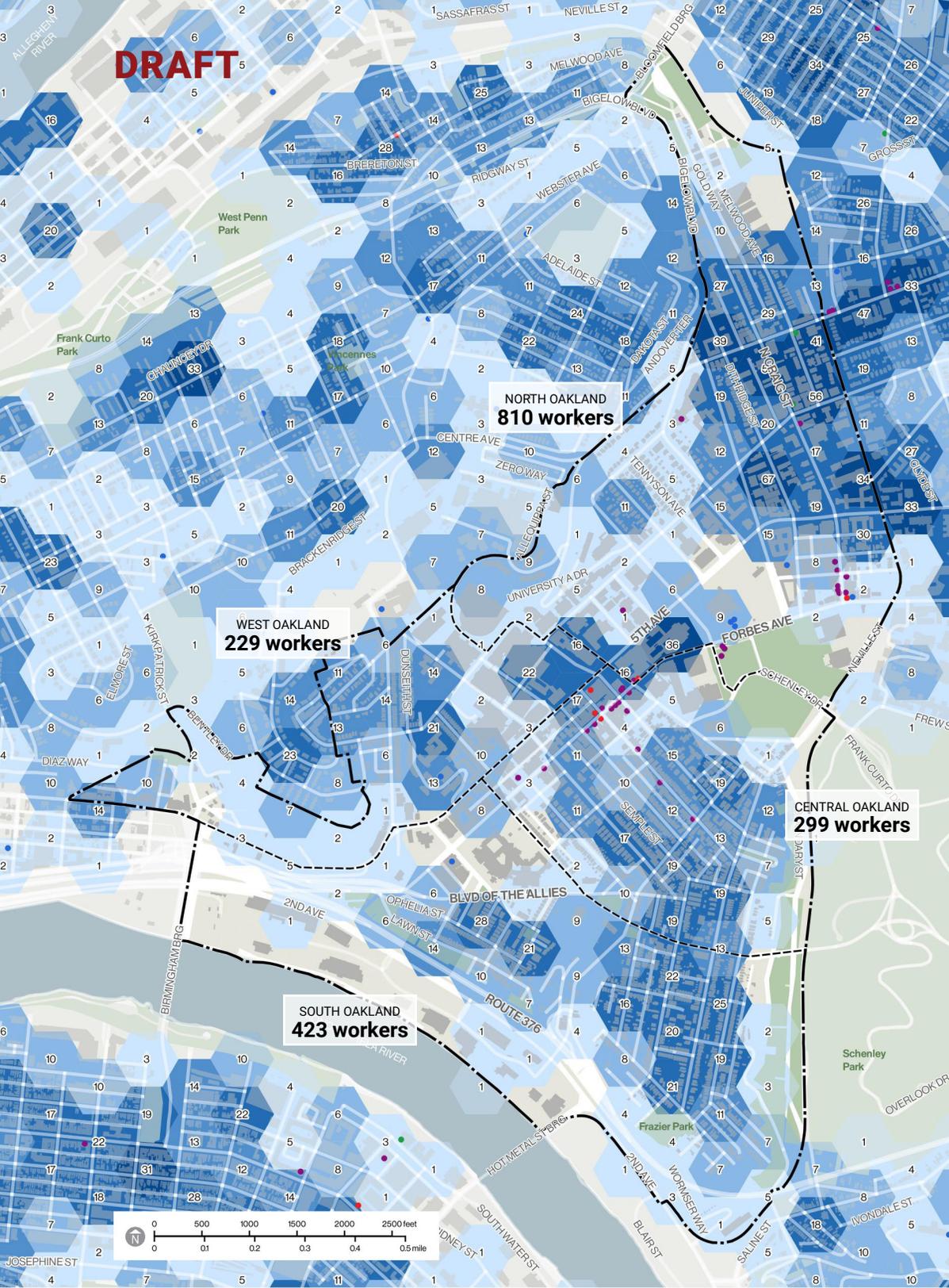
Education Attainment	North Oakland		Central Oakland		West Oakland		South Oakland	
< High School	1,460	6.4%	138	9.2%	915	6.5%	346	8.3%
High School, No College	4,138	18.1%	365	24.3%	3,113	22.0%	1,083	25.9%
Some College or Associates	5,909	25.8%	454	30.2%	4,848	34.2%	1,426	34.1%
Bachelor's-Plus	11,384	49.7%	548	36.4%	5,304	37.4%	1,323	31.7%
Reporting	22,891	100.0%	1,505	100.0%	14,180	100.0%	4,179	100.0%
Not Reporting	4,486	16.4%	901	37.4%	3,931	21.7%	1,500	26.4%

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

Educational Attainment of Those Workers Reporting on Educational Attainment | Oakland Area and Pittsburgh Innovation Districts | 2017

Education Attainment	CBD		The Strip		Lawrenceville		South Side Flats		Oakland Area	
< High School	3,961	6.6%	496	8.3%	614	10.0%	235	9.5%	2,859	6.7%
High School, No College	13,069	21.7%	1,628	27.3%	1,790	29.1%	755	30.5%	8,699	20.3%
Some College or Associates	17,788	29.6%	1,772	29.7%	2,094	34.1%	707	28.5%	12,637	29.6%
Bachelor's-Plus	25,315	42.1%	2,073	34.7%	1,644	26.8%	781	31.5%	18,559	43.4%
Reporting	60,133	100.0%	5,969	100.0%	6,142	100.0%	2,478	100.0%	42,755	100.0%
Not Reporting	14,182	19.1%	1,628	21.4%	2,357	27.7%	730	6.7%	10,818	22.2%

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



Education and Healthcare Worker Residences

- 1-5
- 5-10
- 10-15
- 15-30
- 30-67

Local Amenities

- Bar/Pub
- Entertainment
- Cafe
- Restaurant

Data Sources

LEHD Origin-Destination Employment Statistics
OpenStreetMap



Approximately 28% of workers in Oakland live in the City of Pittsburgh.

The number of workers living in the City of Pittsburgh has fell in recent years. In 2010, approximately 30% of employees that work in Oakland lived in the city.

Of the Oakland employees that live in the city, more live in the adjacent neighborhoods to the east of Oakland. Squirrel Hill has the zip code where the highest percentage of Oakland employees live—nearly 5%.

A higher percentage of Oakland's workers live in the city as compared to the Pittsburgh innovation districts. The Central Business District, which has almost 21,000 more jobs than Oakland, has 17,000 workers who live in the city, or 23%, compared to 13,000 in Oakland, or 28%.

Lawrenceville, which had dramatic growth in employment from 2010 to 2017, nearly doubling the number of jobs and growing employees by over 3,700, added an additional 952 employees who live in the city over the same time period. Lawrenceville is known for its high quality of life.

Top 10 Zip Codes for Where Oakland Workers Live | Primary Workers | 2017

Zip Code	Neighborhood/Place	% of Workers
15217	Squirrel Hill South	4.6%
15206	Larimer	3.9%
15221	Wilkinsburg Borough	3.0%
15237	McKnight (Ross Twnshp)	2.7%
15235	Penn Hills	2.5%
15213	North Oakland	2.4%
15218	Swissvale Borough	1.9%
15232	Shadyside	1.9%
15227	Brentwood	1.8%
15236	West Mifflin Borough	1.7%

Source: LEHD Origin-Destination Employment Statistics

Workers Who Live in the City | Oakland and Pittsburgh Innovation Districts | 2010 and 2017

Neighborhood	2010			2017			Change	
	Total Number of Employees	Neighborhood Workers Who Live in City	% of All Workers	Total Number of Employees	Neighborhood Workers Who Live in City	% of All Workers	#	%
Central Business District	77,188	17,296	22.4%	74,315	17,110	23.0%	(186)	-1.1%
The Strip	7,638	1,811	23.7%	7,597	1,886	24.8%	75	4.1%
Lawrenceville	4,787	1,194	24.9%	8,499	2,146	25.3%	952	79.7%
South Side Flats	10,059	2,793	27.8%	10,919	2,799	25.6%	6	0.2%
Oakland Area	53,657	15,863	29.7%	53,573	13,371	27.5%	(2,492)	-15.7%

Source: LEHD Origin-Destination Employment Statistics as modified by W-ZHA, LLC.



Home's Distance from Employee's Work | Oakland Employees by Earnings | 2017

	< \$1,250		\$1,251-\$3,333		\$3,333+	
SHARE OF TOTAL JOBS	5,127	9.1%	14,504	26.3%	37,977	64.6%
■ Less than 10 miles	3,031	58.2%	9,687	66.2%	24,192	62.2%
■ 10 to 24 miles	1,121	22.4%	2,741	19.1%	9,687	26.4%
■ 25 to 50 miles	284	5.8%	829	5.9%	1,950	5.3%
■ Greater than 50 miles	691	13.7%	1,247	8.7%	2,148	6.1%

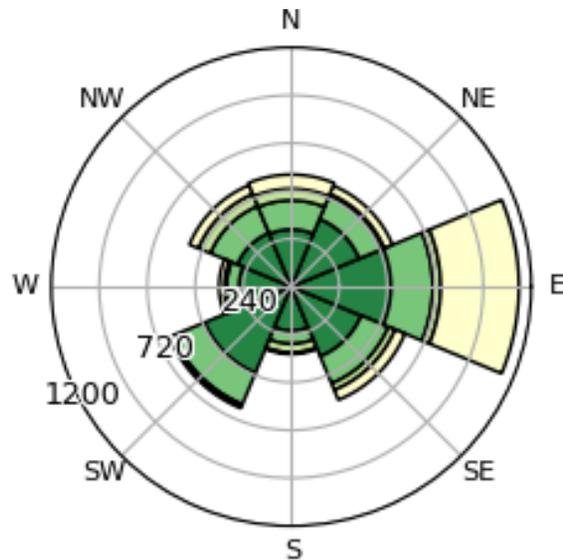
Source: LEHD Origin-Destination Employment Statistics

<\$15,000
part time worker

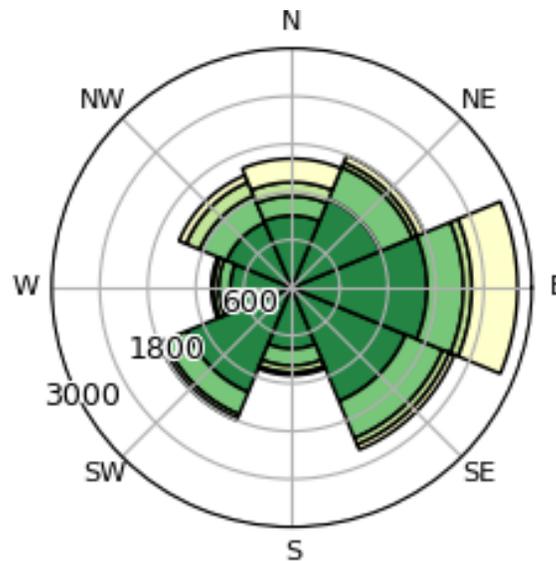
\$15,001-\$39,999
waiter (City mean wage \$25,670)

\$40,000+
lab tech, nurse

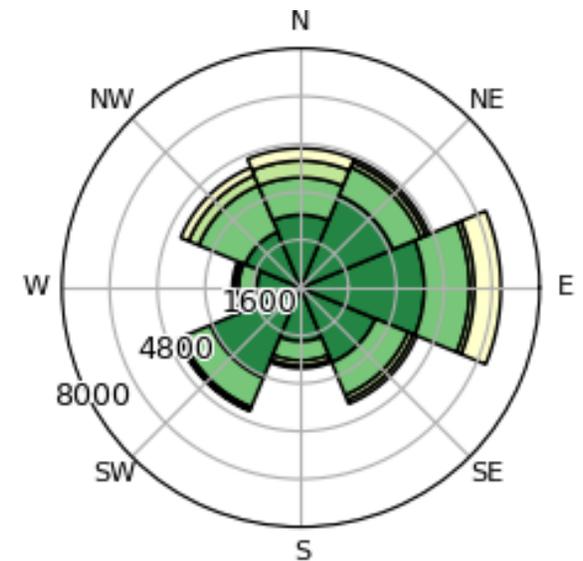
Job Counts by Distance/Direction in 2017



\$1,250 per month or less



\$1,251-\$3,333 per month



\$3,333 per month or more



Employment that requires office space is growing in Pittsburgh, including for technology-focused tenants.

According to CBRE, office-inclined employment grew 12.2% over the last 10 years. Recent office development has occurred in the Strip, Lawrenceville, East Liberty, and, to a lesser extent, Oakland. According to Jones Lang LaSalle, one-third of office leasing activity in 2018 was attributable to technology tenants.

Oakland supply of office space, with a vacancy rate of 1%, is full. There is 3.1 million square feet of office space in Oakland. Oakland's office space has been fully occupied (having less than 5% vacancy), for at least 10 years.

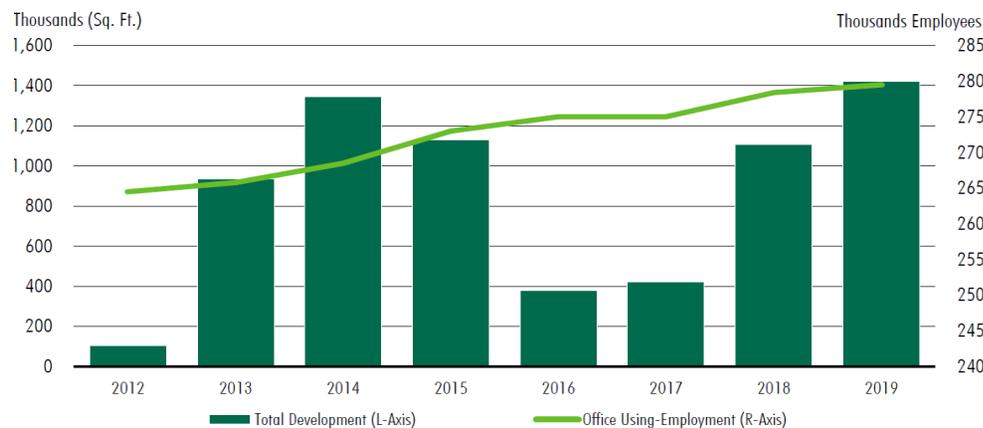
For new office, Oakland commands the highest rents in Pittsburgh at \$40 - \$50 per square foot. Older Class B office space in Oakland goes for less. As a snapshot, in the 3rd Quarter of 2019, the average asking rent in Oakland was the cheapest out of the CBD, Strip District/Lawrenceville, and East End. Given that office space is effectively full, this means that for-lease spaces are likely lower cost, poor quality, and smaller.

Companies want to be in Oakland; there is not enough office space available to accommodate demand. Because of the lack of available space in Oakland, tenants have spread to other innovation submarkets, including Bakery Square, The Strip, Lawrenceville, Southside, Hazelwood Green, and Bloomfield. These submarkets are profiled on page 56–57.

“Peeling back the layers of the technology ecosystem in Pittsburgh reveals that the universities are at the core. Without the intellectual property coming from the universities and the entrepreneurs receiving the training from the post-secondary institutions in the region, the local technology industry would not be where it is today.”

Jones Lang LaSalle, “2019 Pittsburgh Technology Report”

Office-Inclined Employment Growth Driving Office Construction in Pittsburgh



Source: BLS.gov—Pittsburgh MSA; CBRE Research, Q4 2019.

Office Market Conditions | 3rd Quarter 2019

Submarket	SF	Vacancy Rate	3rd Qtr 2019 Average Asking Rent
Central Business District	26,000,000	13.9%	\$26.74
The Strip/Lawrenceville	2,100,000	11.5%	\$33.00
East End	1,800,000	4.7%	\$29.21
Oakland	3,100,000	1.0%	\$22.86

Source: Grant Street Associates; W-ZHA



Transportation needs, small parcel sizes, and limited development capacity are constraining the growth of innovation district space in Oakland according to developers.

There is currently very little lab space that is not institutional; with the research, NIH funding, and patents in Pittsburgh there should be a market for private-sector development. The new 500 Baum Street will have more speculative lab space in Phase II of its development.

Oakland is a highly desirable office, tech and lab location, but access, parking, and height limits are constraints. Many developers and brokers interviewed suggested a series of access and parking improvements, including district parking, public parking, and the need for creative and effective transit solutions. The value of BRT and transit loops to East Liberty and innovative access to Hazelwood Green were mentioned in interviews.

The relatively low height limits of existing zoning, including in the high-density public realm districts, are constraining redevelopment. Lab space often requires higher floor-to-floor heights than office space, resulting in a taller building in feet as compared to number of floors. Lab space often also has major ventilation infrastructure on the top of the building, further increasing height in feet while not increasing rentable floor space. The as-of-right height limit

for the Fifth and Forbes Public Realm District is 85 feet, allowing up to 120 feet by special exception provided the building has frontage on Fifth Avenue. In the other public realm districts that permit significant office development on Craig Street and Boulevard of the Allies, the as-of-right height limit is 60 feet, with 85 feet allowed by special exception. The standards for additional height by special exception require that it not create detrimental impacts on neighboring properties. It is challenging to accommodate significant lab development under the 85' height limit.

The challenges of land assembly and small parcel sizes limit Oakland's development potential. Significant amounts of land and parcels in key locations are owned by the institutions. Assembling sites of sufficient size and at a price point able to accommodate tech office and/or lab space is not easy.

In interviews, developers expressed that bold ideas and investment are necessary to fully leverage Oakland's development potential and grow the Pittsburgh economy. Developers see the evolution of Oakland as a key to Pittsburgh's future growth and economic development. The lack of consensus on issues of density, transit, land-use mix are challenges.



Discussion

Other Business

- Ideas for next month's meeting
- Please fill out the meeting feedback survey
- Other surveys are open for one more week
- Does anyone have a new homework assignment?