



THE PITTSBURGH  
FOUNDATION  
The power to do great things.

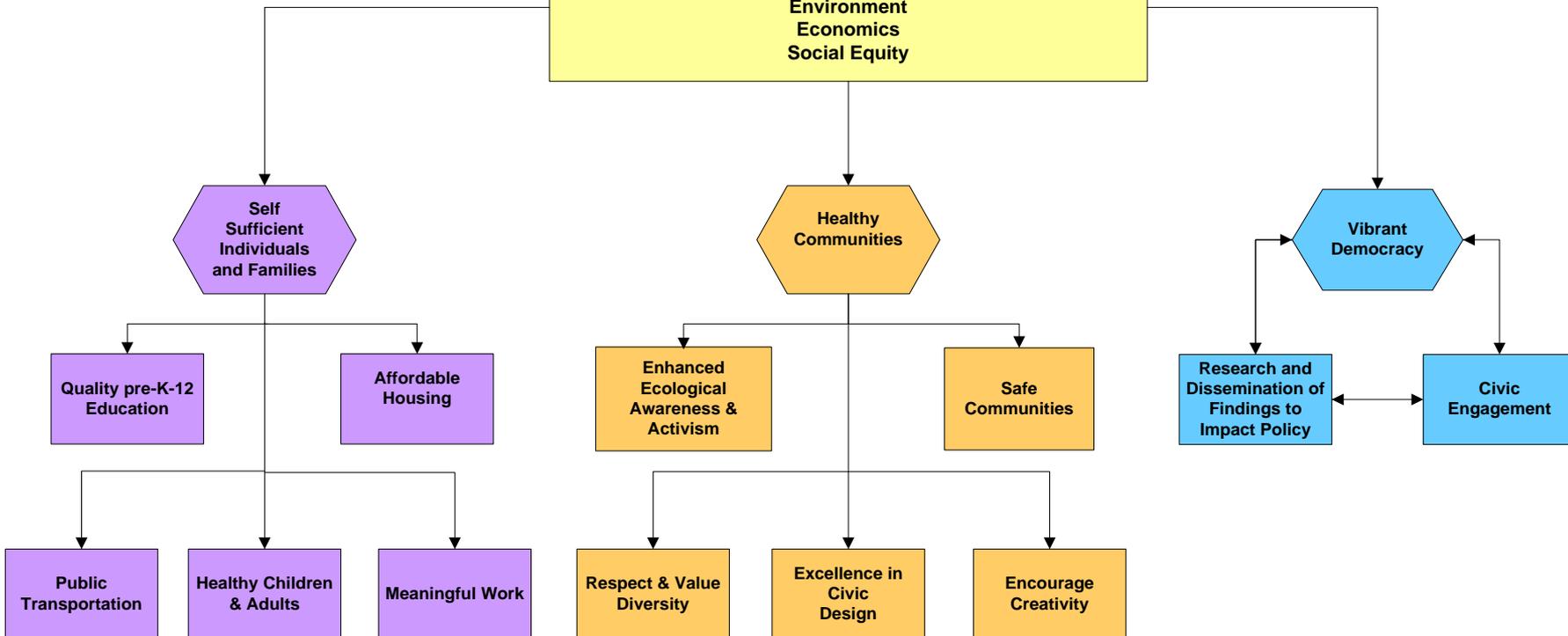
# INTERSECTION OF COMMUNITY DEVELOPMENT & COMMUNITY ECONOMIC DEVELOPMENT

FEDERAL RESERVE POLICY SUMMIT ON HOUSING, HUMAN  
CAPITAL & INEQUALITY  
JUNE 18, 2015  
JANE A. DOWNING

**Belief Statement:**  
The Pittsburgh Foundation will advocate for and participate in regional efforts to create and sustain a community where the health, creativity and economic well being of citizens is seen as our primarily responsibility and a competitive advantage for the region.

**Program Department Mission:**  
To foster sustainable communities, defined as those which seek to seamlessly integrate economic, environmental and social equity goals in order to enhance the quality of life for all citizens.

**A Sustainable Community Focuses on the  
3 E's  
Environment  
Economics  
Social Equity**



# DEFINITIONS

## ▶ COMMUNITY DEVELOPMENT

- Place Making
- People- Based+

## ▶ COMMUNITY ECONOMIC DEVELOPMENT

- Sustainable Business Creation
- Employment Opportunities

## ▶ WORKFORCE DEVELOPMENT

- Demand – Job Opportunities
- Supply – Job Seekers

# POTENTIAL INTEGRATION

## ▶ PLACE

- Real Estate Activities/Locations
  - Residential/Commercial/Industrial
  - Community Facilities
  - Infrastructure
- Business Locations/Jobs

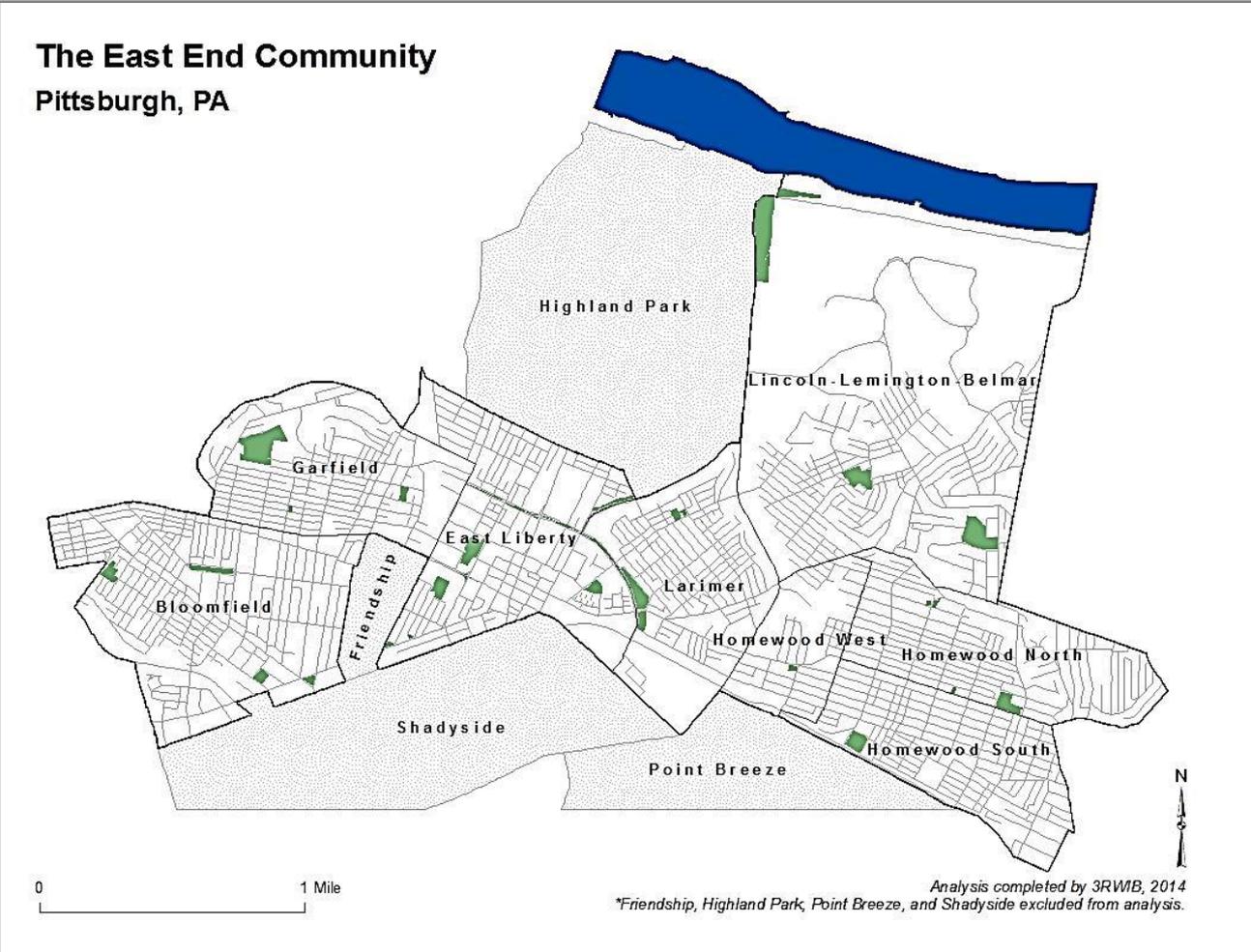
## PEOPLE

Job Training/Placements  
Pre-K – 12 Education  
Service Integration through Case Management  
Asset Building  
Public Safety

# EAST END CASE STUDY

- ▶ Michael Porter – “Competitive Advantage of Inner Cities”
    - Untapped markets for business growth
    - Accessible workforce
  
  - ▶ Why the East End?
    - Choice Neighborhoods Initiative
    - East Liberty Commercial Development
    - 3RWIB Pittsburgh Works Initiative
- 

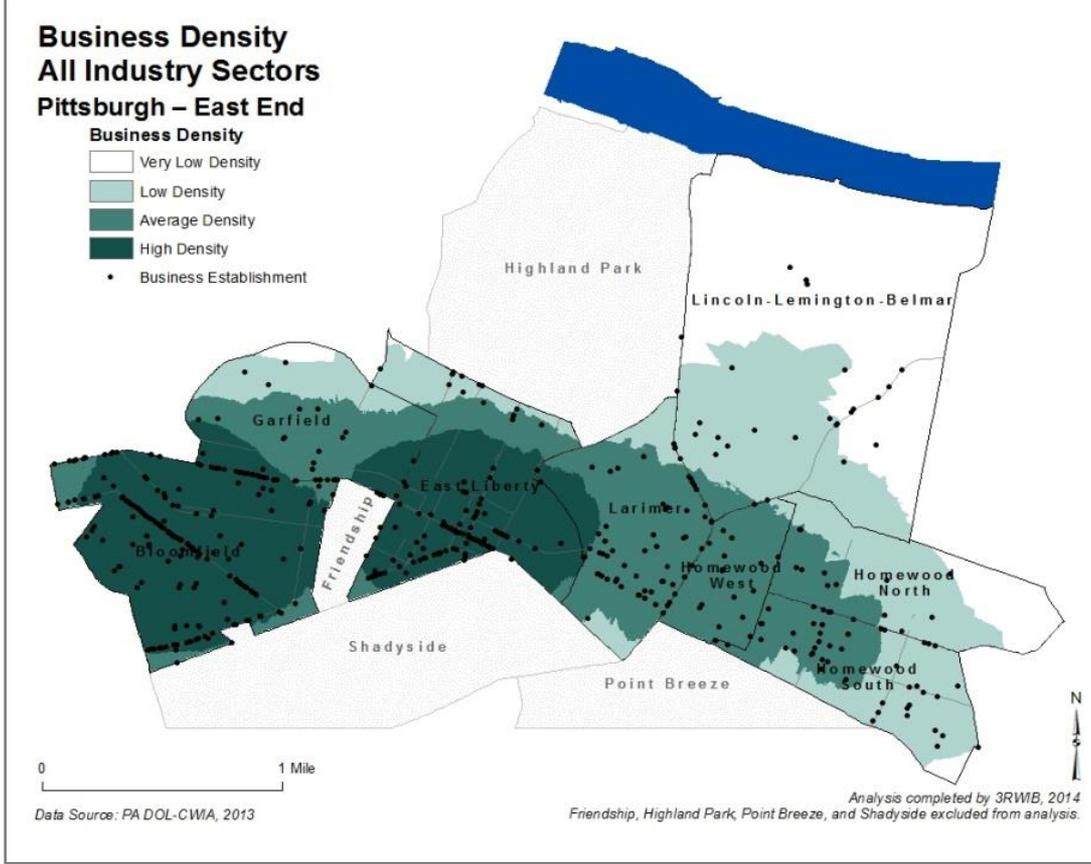
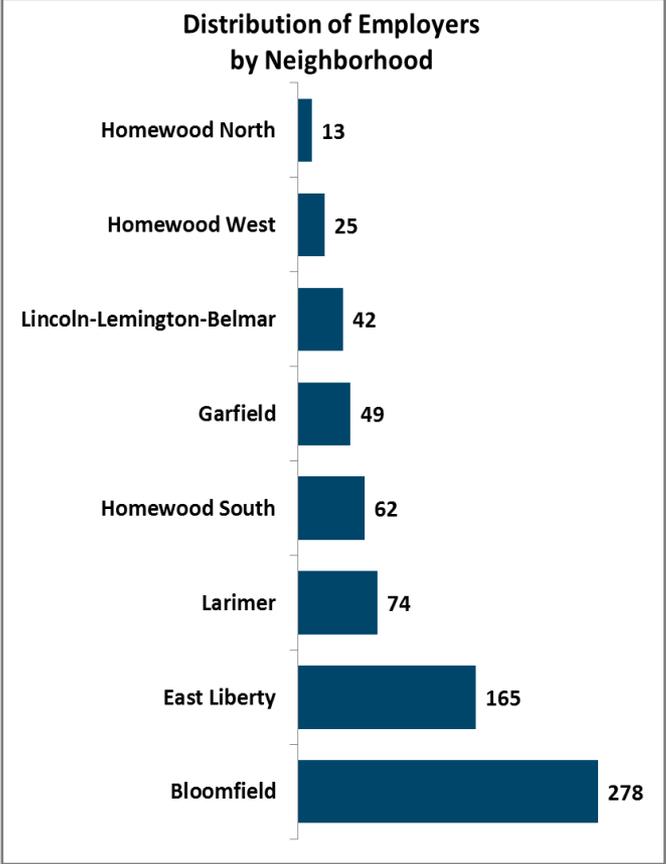
# Pittsburgh's East End



*A mixed use community with a large residential base and a high degree of population density*



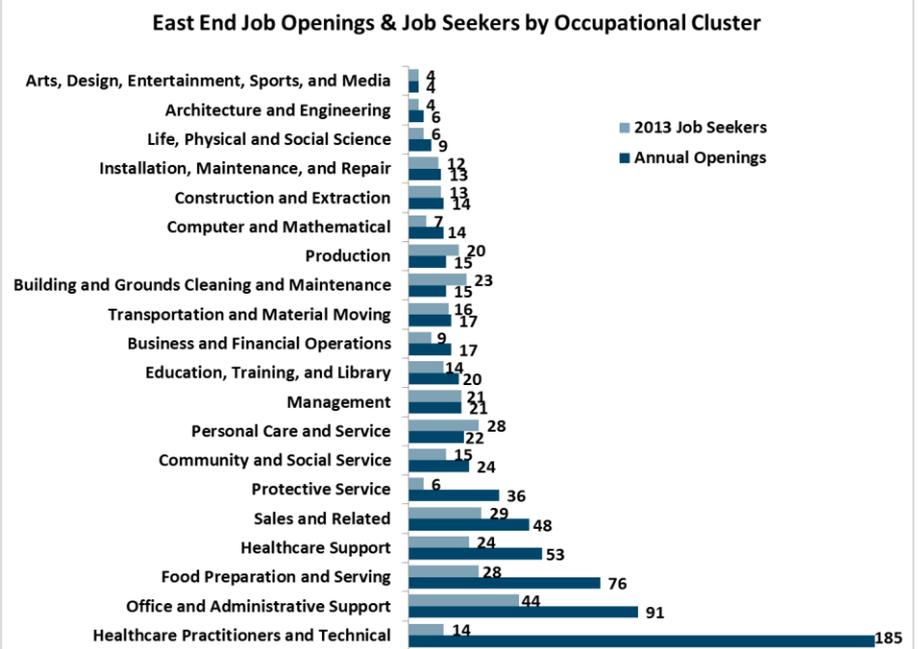
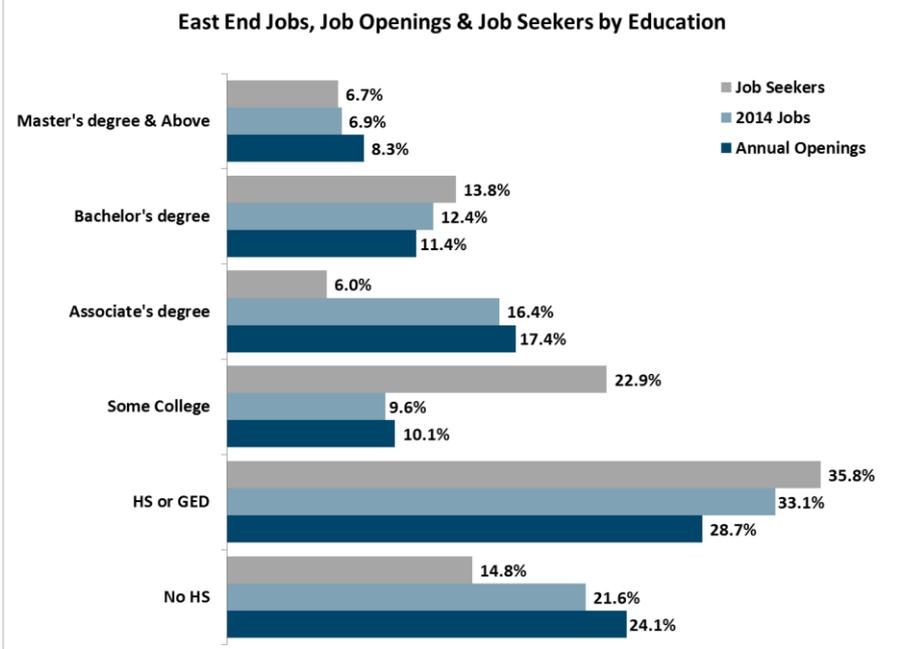
# Labor Market Demand



708 employers provide job opportunities to over 21,000 people. This represents 3.3% of Allegheny County's labor market.



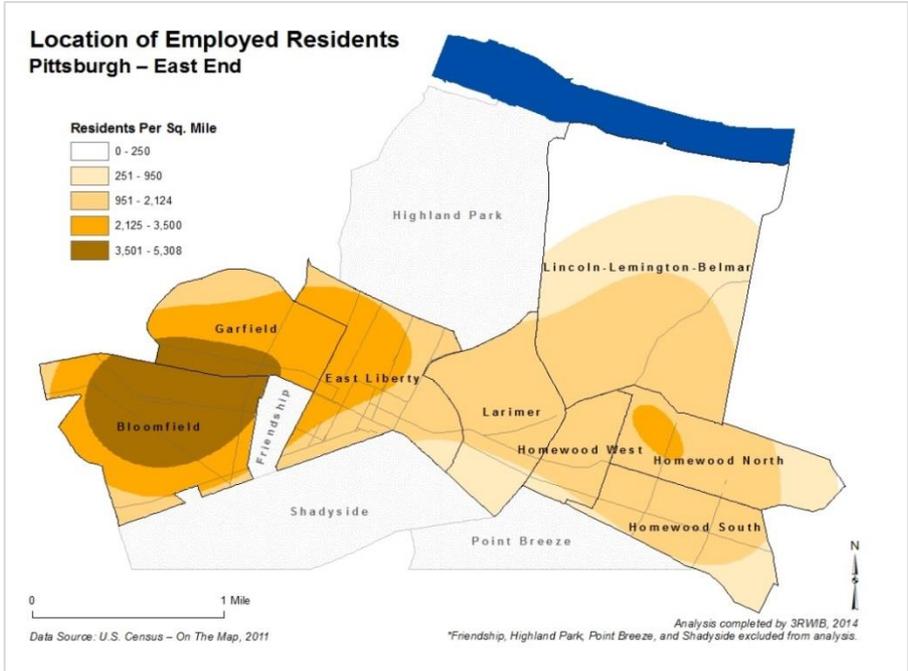
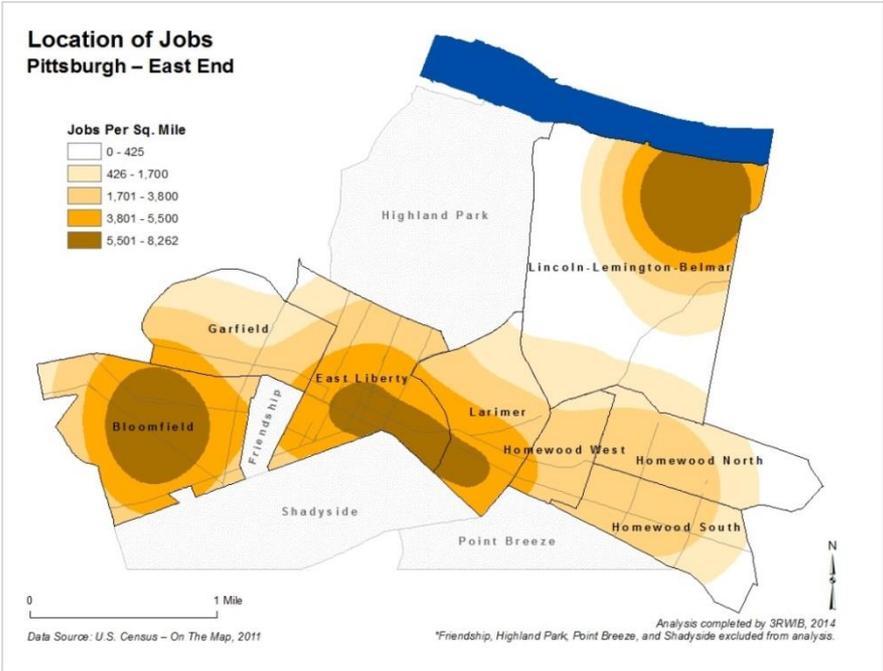
# Supply/Demand (Mis)match



- Individuals with some college education and those without a high school diploma are among the **most disadvantaged** in the local labor market
- A **greater number of jobs than interested job seekers** exists in Healthcare, Administrative Support, and Food Preparation/Serving occupations.



# Geographic Connectivity and Job Access



**Location of Jobs and Workers:** Only 10.5% of the area’s residents actually work in the East End, and only 6.1% of the area’s jobs are held by East End residents.



# Major Challenges and Opportunities: Education/Training

## Short-Term

- High unemployment calls for **work readiness and soft skills development** to reattach individuals to the workforce.

## Medium-Term

- A **mix of specific training opportunities** (pre-employment, apprenticeship, on-the-job, etc.) driven by genuine employer demand should be identified and implemented.

## Long-Term

- A **more holistic approach to workforce development**, beginning with a K-12 focus and family oriented programming, is warranted.



# HOW TO FURTHER SERVICE INTEGRATION?

- ▶ A Real Workforce Development System
  - ▶ Collaborative Networks of Human Service Providers to Support Job Seeker Placement and Retention
  - ▶ Policies / Practices that Encourage Real Estate Developers to Use MWDBE Firms and Local Labor on Construction and End User Contracts
- 

# PITTSBURGH WORKS

- ▶ Collaboration of 80+ WD organizations
  - ▶ Advisory Council—employers, providers, community stakeholders
  - ▶ Goal: Increase the number of job seekers connected to well paying jobs in Pittsburgh and Allegheny County
- 

# PITTSBURGH WORKS

- ▶ **Employers**
  - Access to Talent
    - Aligned System of WD providers
    - Talent Bank
- ▶ **Providers**
  - Employer Talks Series
  - Calendar of Events
  - Efforts to Outcomes Software
- ▶ **Job Seekers**
  - Hiring Events
  - PA Career Link
  - Service Directory
  - Calendar of Events

# PILOT PROJECTS

- ▶ Whole Foods
  - ELDI Equity Position– East End Growth Fund
    - Local Employment Targets –Rent Agreements
- ▶ Target
  - MWDBE targets
  - Workforce Recruitment Coalition
- ▶ Circles
- ▶ Choice Neighborhoods Initiative

# NEW POLICIES/PRACTICES

- ▶ COMMUNITY BENEFITS AGREEMENTS
    - M/W/D/B E Targets
    - Labor Participation Targets
    - Employer Participation in Community Service or Other Projects
- 

# WIOA POTENTIAL

- ▶ Better Access to Education, Training and Employment for People with Barriers
  - ▶ Aligning Workforce Investment, Education and Economic Development Systems
  - ▶ Coordination Among Six Federal Agencies
- 

# CHALLENGES

- ▶ Long-Term Need: Holistic Approach to Workforce Development
    - K-12 Focus
    - Family Oriented Programming
  - ▶ Because Each System is Highly Specialized, Need Intermediaries to Broker Collaboration
  - ▶ Uneven Geography of Opportunity will Continue to Limit Potential Unless We Address Issues of Racial Discrimination
- 