INTERSECTION OF COMMUNITY DEVELOPMENT & COMMUNITY ECONOMIC DEVELOPMENT

FEDERAL RESERVE POLICY SUMMIT ON HOUSING, HUMAN CAPITAL & INEQUALITY
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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

Self Sufficient Individuals and Families
- Quality pre-K-12 Education
- Affordable Housing

Healthy Communities
- Enhanced Ecological Awareness & Activism
- Respect & Value Diversity
- Excellence in Civic Design

Safe Communities
- Encourage Creativity

Vibrant Democracy
- Research and Dissemination of Findings to Impact Policy

Civic Engagement
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

The East End Community
Pittsburgh, PA

A mixed use community with a large residential base and a high degree of population density
708 employers provide job opportunities to over 21,000 people. This represents 3.3% of Allegheny County’s labor market.
• 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.
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
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
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