



*Parks fuel the economy.*

*Parks make us healthier.*

*Parks clean and cool the air.*

*Parks clean and manage stormwater.*

*Parks renew the spirit.*

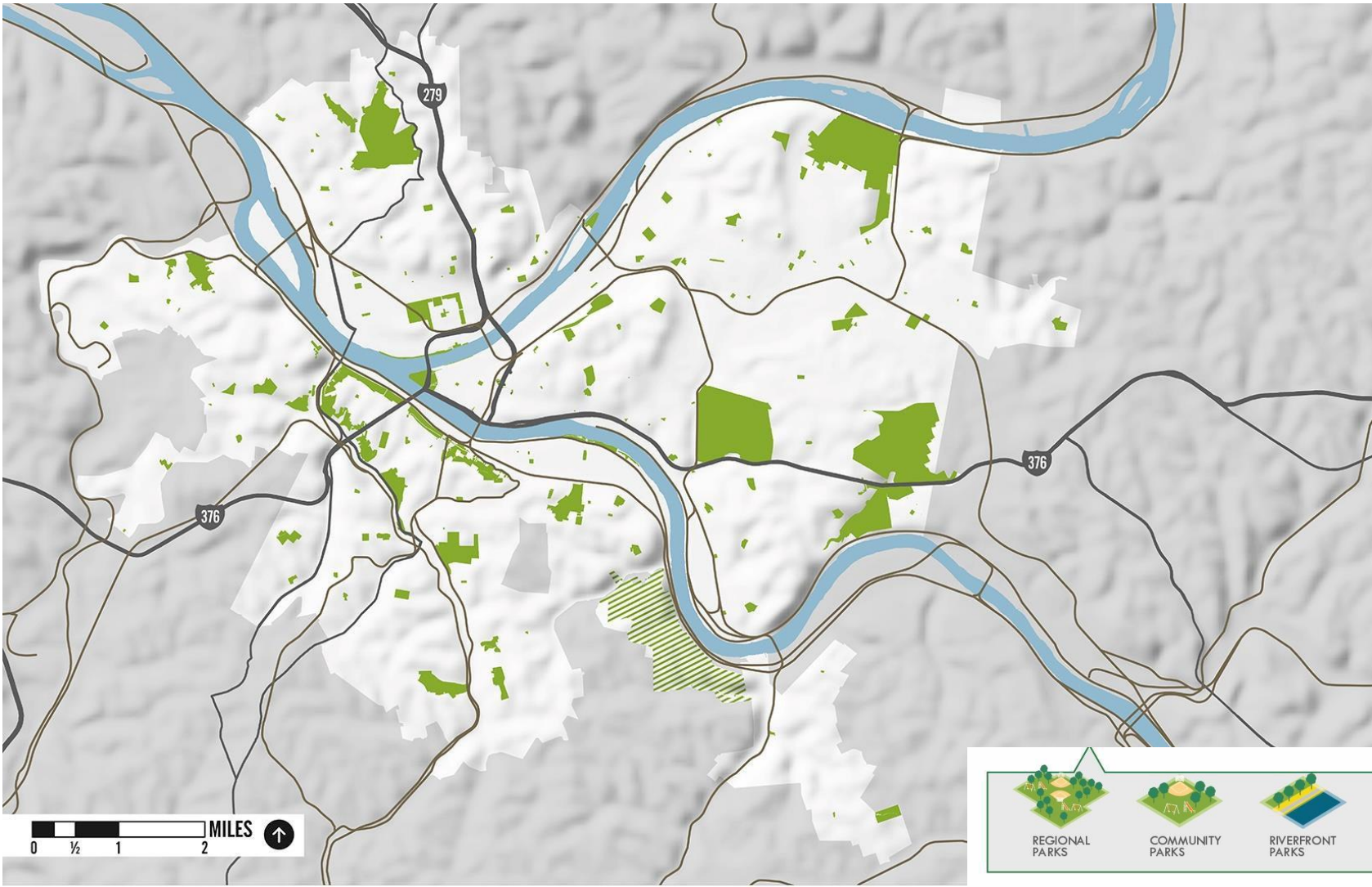
*Parks create community.*

**Parks are free.**

**Parks are for everyone.**

**Parks Transform Cities.**

# PITTSBURGH IS A CITY OF PARKS & GREEN SPACE



## PGH PARK SYSTEM LEGEND

- Rail
- Hydrology
- Park / Open Space
- New Park

**165**  
Parks & Rec  
Sites

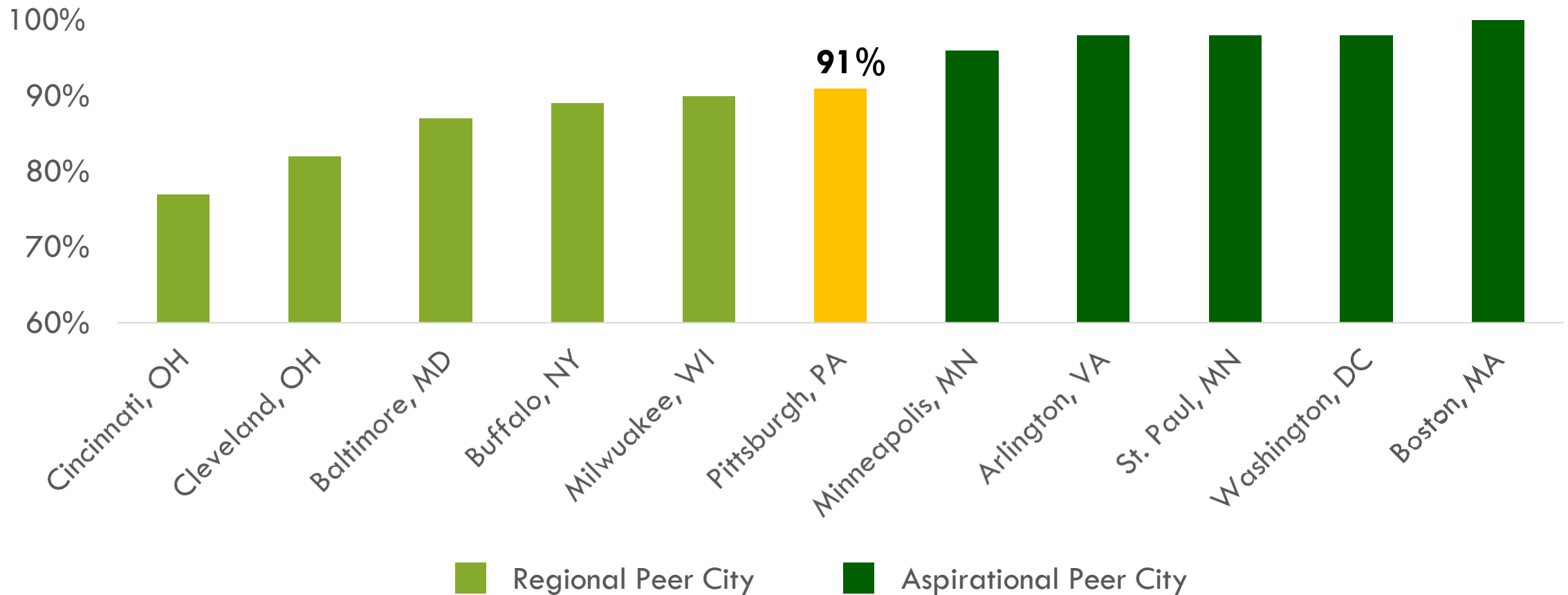
A row of six icons representing different types of parks and recreation sites: Regional Parks (large green area with trees), Community Parks (medium green area with trees), Riverfront Parks (green area along a blue waterway), Neighborhood Parks (small green area with trees), Parklets (small green area with a tree), and Rec & Senior Centers (yellow building icon).

REGIONAL PARKS    COMMUNITY PARKS    RIVERFRONT PARKS    NEIGHBORHOOD PARKS    PARKLETS    REC & SENIOR CENTERS

# BENEFITS OF PITTSBURGH'S PARKS SYSTEM

Pittsburghers have better access to open space than their regional peers. As in aspirational cities, 90+% of residents can walk to a park.

Percent of Residents within a Half-Mile Walk of a Park

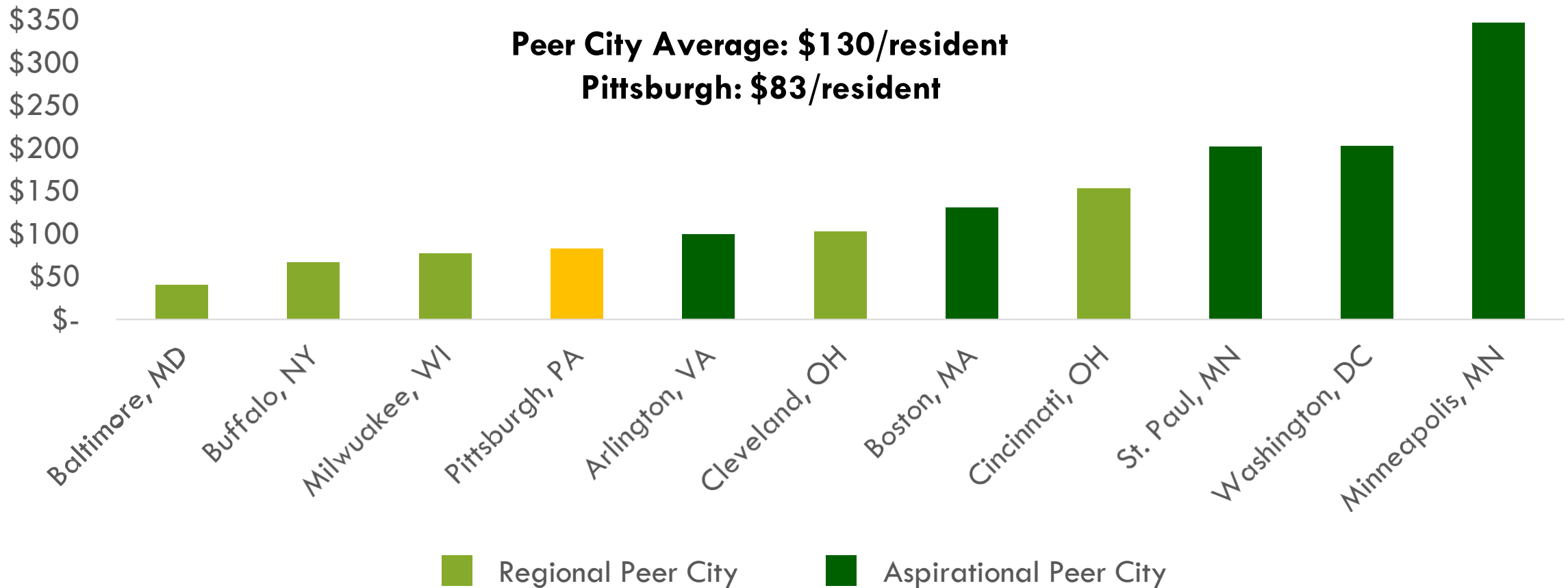


Source: Trust for Public Land, 2019

# BENEFITS OF PITTSBURGH'S PARKS SYSTEM

Despite relatively good access to green space, Pittsburgh parks are underinvested in compared to both Regional and Aspirational Peers.

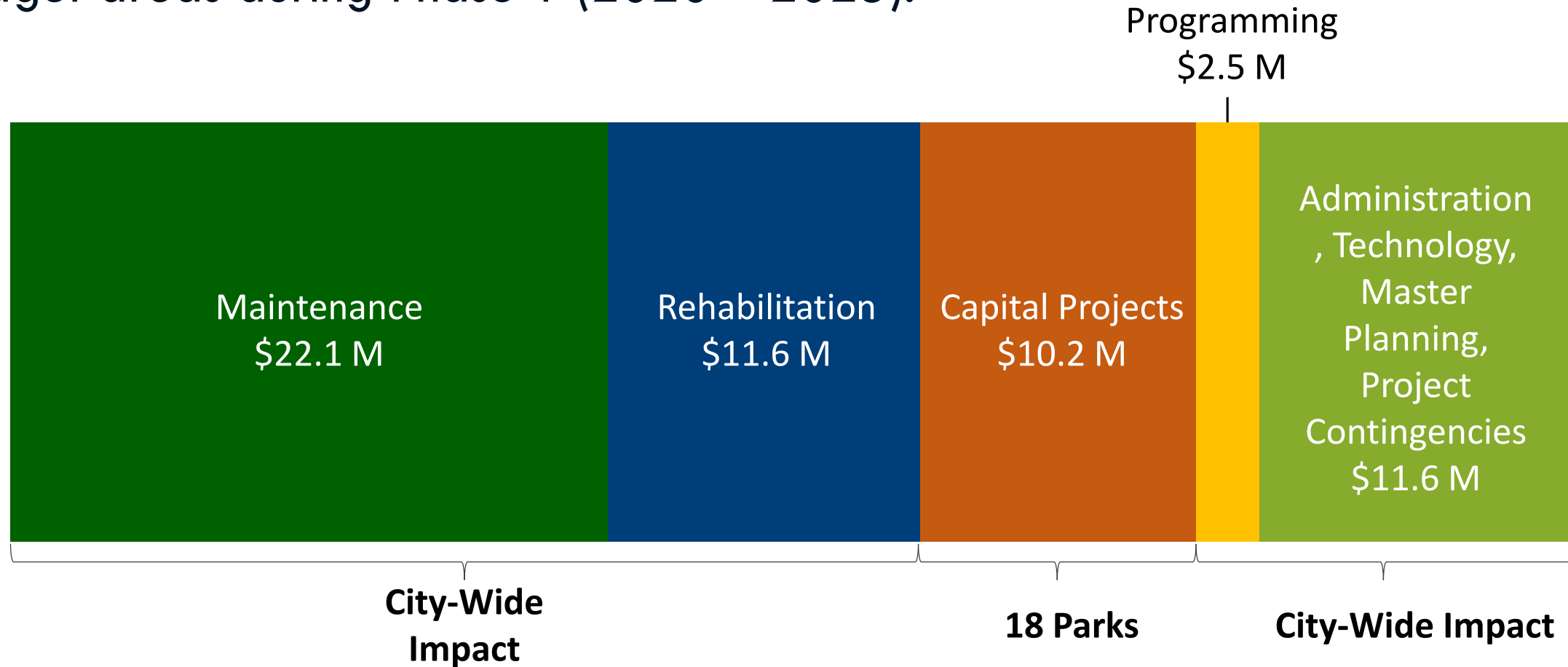
## Park Spending (Operations & Capital) per Resident



Source: Trust for Public Land, 2019

# THE BENEFITS OF RESTORING PITTSBURGH'S PARKS SYSTEM

The proposed referendum will allocate **\$57 million in new funds** across five budget areas during Phase 1 (2020 – 2025).



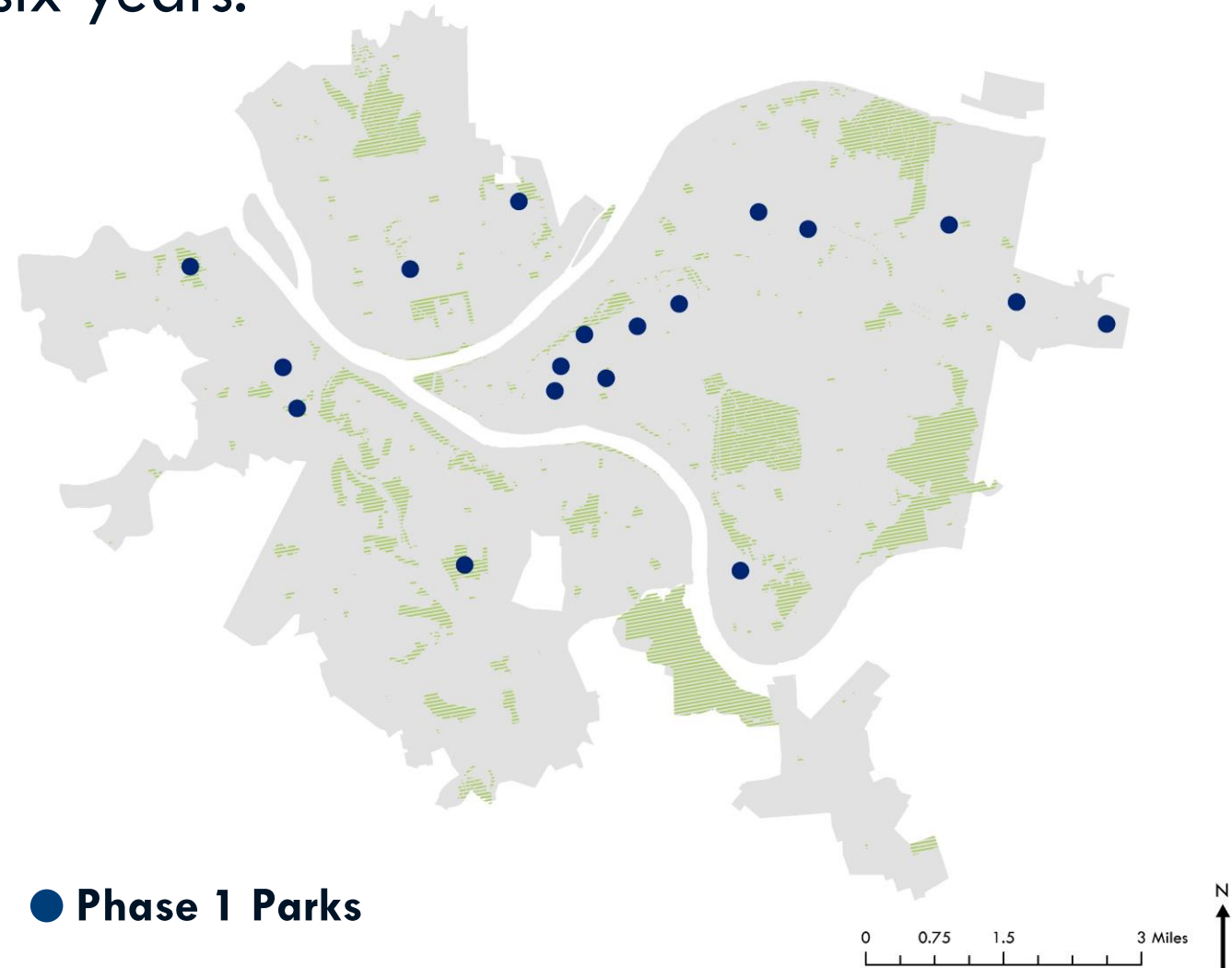
Over 80% of new referendum funds will be directed to improving **all parks in every neighborhood**.

# THE BENEFITS OF RESTORING PITTSBURGH'S PARKS SYSTEM

Over \$10 million will target capital transformations in **18 neighborhood parks** across **15 neighborhoods** in the first six years.

## Phase 1 Capital Allocation

<b>1</b>	Baxter Park	<b>10</b>	Albert Turk Graham Park
<b>2</b>	McKinley Park	<b>11</b>	West End Park
<b>3</b>	Spring Hill Park	<b>12</b>	Fort Pitt Park
<b>4</b>	Kennard Park	<b>13</b>	Robert E. Williams Park
<b>5</b>	Ammon Park	<b>14</b>	Vincennes Park
<b>6</b>	Paulson Rec Center	<b>15</b>	Granville Park
<b>7</b>	Kite Hill Park	<b>16</b>	Jefferson Park
<b>8</b>	East Hills Park	<b>17</b>	Sheraden Park
<b>9</b>	Lewis Park	<b>18</b>	Townsend Park



# INVESTING IN PITTSBURGH'S PARKS SYSTEM

Restoring Pittsburgh Parks is **an opportunity to invest in neighborhoods that have historically been underserved.**

**Neighborhoods with Parks  
Receiving Capital Investments  
in First 6 Years**

**City**

**Families Living  
Below Poverty  
Line**

**31%**

**15%**

**Median  
Household  
Income**

**\$30,236**

**\$44,092**

**Non-White  
Population**

**70%**

**34%**

The first 18 parks to receive major capital investment serve neighborhoods of greatest need.

*\* Park data based on census tracts*

*Source: American Community Survey 5-Year Estimates (2013-2017), HR&A analysis*



# INVESTING IN PITTSBURGH'S PARKS SYSTEM

The **return on investment** in park system restoration will be high. The cost will be **equitably distributed**.

- Three-quarters of *homeowners* will pay less than \$66 per year. Three-quarters of *renters* will pay less than \$30 per year.
- Commercial property owners will pay at least a third of the total cost.
- Investment will increase home values without displacing residents or altering community character.
- High-quality park systems attract employers, accelerate the pace of commercial development, and generate new tax revenue.
- Well-maintained and programmed parks cost-effectively provide entertainment, wellness and childcare.
- Timely maintenance reduces future costs and ensures safety.
- Cities that are home to this country's greatest parks systems are also its healthiest cities.



# INVESTING IN PITTSBURGH'S PARKS SYSTEM

Across the country, healthy parks and park systems are creating value and driving economic development.

## Katy Trail

*Dallas, TX*

Residential property  
values:  
+25% in 7 years

## Fountain Square

*Cincinnati, OH*

Commercial owners:  
invested \$150M after  
renovation

*Access to quality open space was a criterion for  
site selection of Amazon's HQ2.*



Major employers:  
nationally, the #5 driver of site selection

# INVESTING IN PITTSBURGH'S PARKS SYSTEM

In residential neighborhoods, investment and reinvestment in parks increases home values by 5-25%, depending on location and analytic methodology.

## Toronto Waterfront

*Toronto, ON*

~5% premium, condo resale prices compared to the city over 8 years

## Barton Creek Greenbelt

*Austin, TX*

~12% premium, home value compared to nearby over 2 years

## The 606

*Chicago, IL*

~25% premium, home prices compared to the city over 3 years

In established neighborhoods protected by zoning, neighborhood plans, and/or effective community advocates, the Park Premium is mostly due to increases in value of existing properties, *not* new development.

Continuing to defer park maintenance will increase costs for our children and other future Pittsburghers.

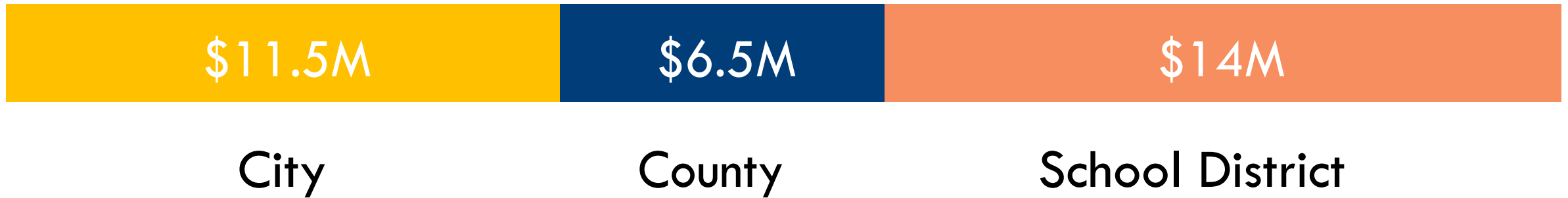
National experience suggests the proposed Phase 1 \$33.6M maintenance & rehabilitation expenditure **will become \$168M if deferred.**

### **Deferring maintenance can lead to:**

- Liability from hazards (e.g. tripping)
- A rise in repair costs due to asset deterioration
- Increased capital replacement costs
- Greater labor costs from emergency labor and overtime
- A decline in public perception

# INVESTING IN PITTSBURGH'S PARKS SYSTEM

Conservatively, implementation of RPP may yield a 10% increase in property values within park walksheds, mostly from commercial property appreciation.



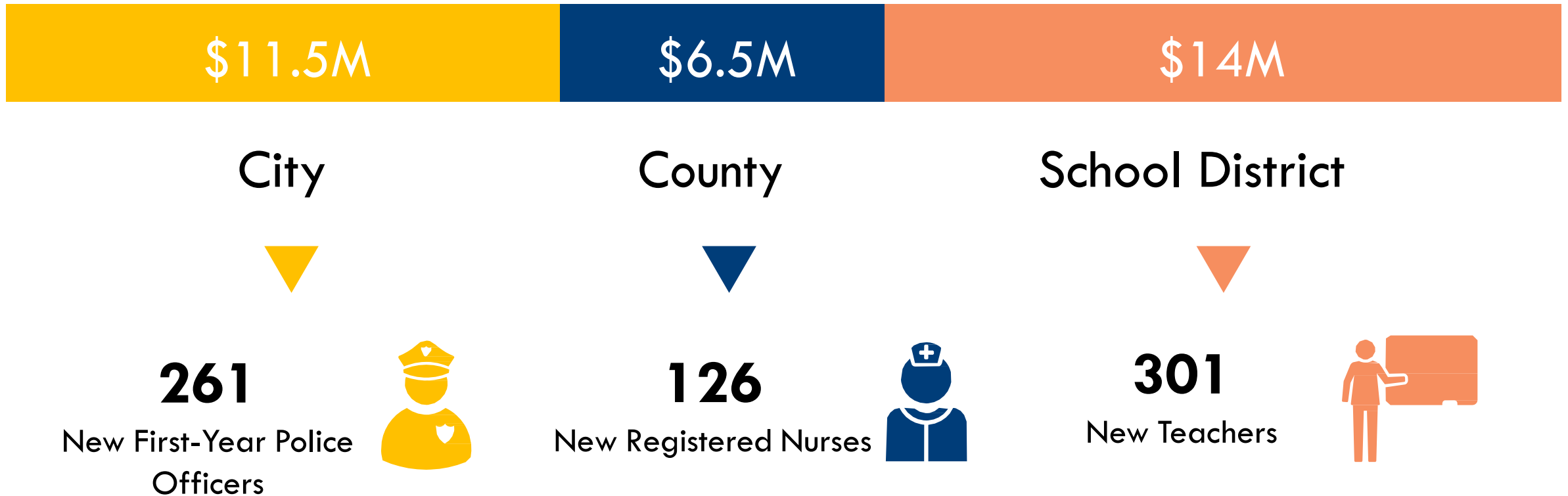
- From 2016 to 2019, as Pittsburgh has continued to reinvest in itself, growth in commercial value has been 3X+ residential value growth.
- RPP will strengthen both residential and commercial areas, but fiscal impact is likely to be greatest in commercial areas.
- Led by job-creating commercial development, \$32 million in new tax revenues are plausible.

\* Assumes a 10-year time horizon.

Source: WPRDC Property Assessments (2019), HR&A analysis

# INVESTING IN PITTSBURGH'S PARKS SYSTEM

\$32M in new public revenues could provide a variety of benefits.



\* Assumes a 10-year time horizon.

Source: WPRDC Property Assessments (2019), Pittsburgh Gov't Payroll, HR&A analysis



# INCREASED VALUE FOR HOMEOWNERS

As in the rest of the country, reinvestment in Pittsburgh parks increases property owners' home values and long-term wealth-building.

**50%**

2009 – 2019 value growth in residential properties within 3 blocks of August Wilson Park



**37%**

2009 – 2019 value growth in residential properties within the entire August Wilson Park walkshed



# INCREASED VALUE FOR HOMEOWNERS

After RPP, we should expect a market response in other Pittsburgh neighborhoods similar to that seen in the Hill District.

**\$185,000**

Average market value in West End walkshed for single family, condominium and cooperative units

**13%**

Potential premium above baseline growth, following investment in West End Park

**\$209,000**

Potential average market value supported by investments in West End Park

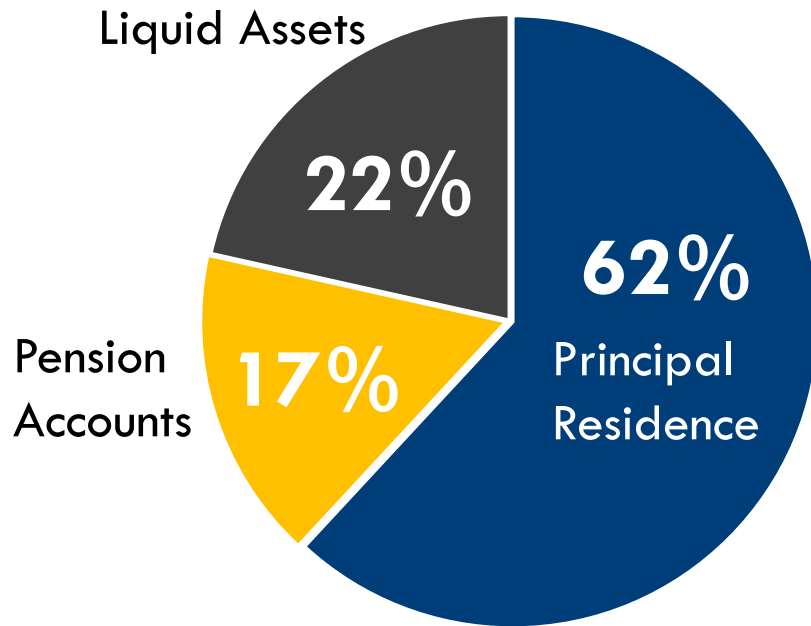




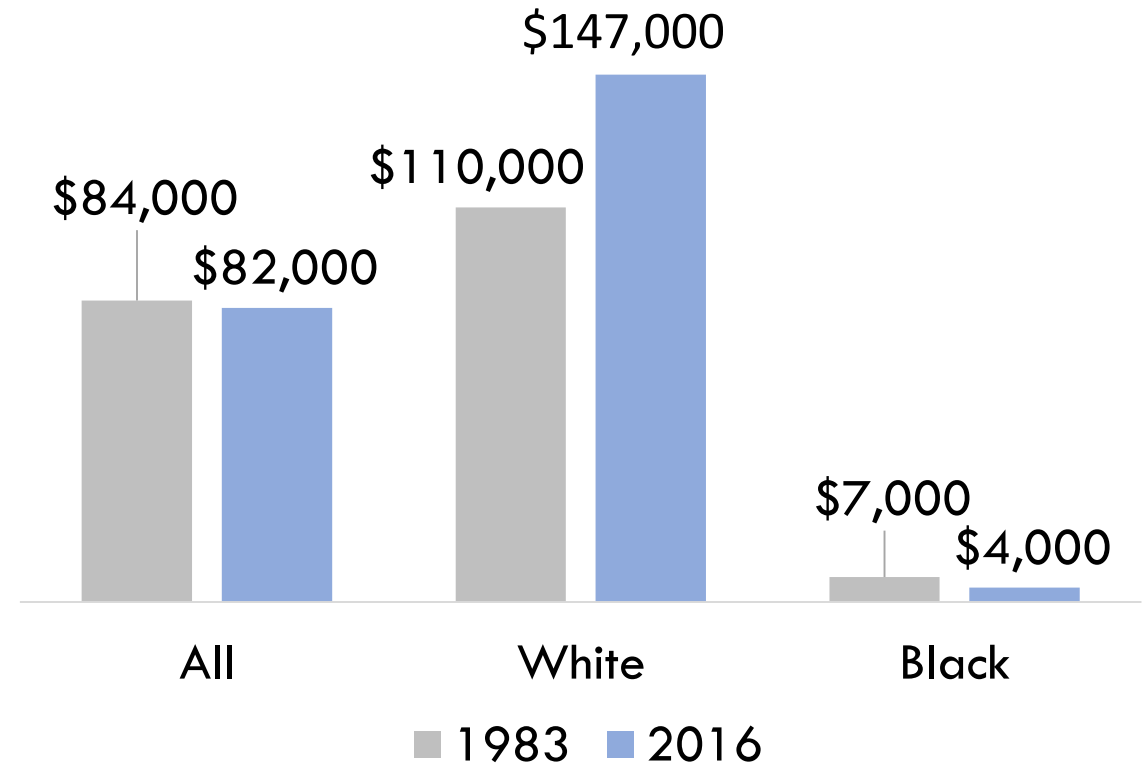
# INCREASED VALUE FOR HOMEOWNERS

Home value is the main source of wealth for most middle-class households. Stabilizing home value is a highly effective way to combat inequality.

### Composition of National Middle-Class Wealth in terms of % of Gross Assets



### National Average Wealth By Race



Source: Edward N. Wolff, *Deconstructing Household Wealth Trends in the United States, 1983 to 2016*, 11/2017. Chuck Collins et al., *Dreams Deferred: How Enriching the 1% Widens the Racial Wealth Divide*, Institute for Policy Studies, 1/2019.

# ECONOMIC AND CULTURAL DIVERSITY PRESERVED

Increasingly, cities are creating equitable investment strategies to provide quality amenities and neighborhood parks that benefit all.



## Minneapolis, MN

Equity-based criteria  
inform investments



## Miami-Dade, FL

Master Plan identifies  
underserved  
communities



## Los Angeles, CA

Needs assessment  
highlights funding  
inequities



## Washington, D.C.

11<sup>th</sup> Street Bridge Park  
planning engages  
vulnerable communities



## ECONOMIC AND CULTURAL DIVERSITY PRESERVED

The successful restoration of August Wilson Park is an example of an equitable park planning and implementation process in Pittsburgh.



2009



2019



# ECONOMIC AND CULTURAL DIVERSITY PRESERVED

August Wilson has become an important hub and anchor location for local organizations that:

Keep children, youth, and seniors active and engaged.



Ozanam Basketball Clinic

Provide opportunities for community members to learn and create.



Art in the Park for Seniors

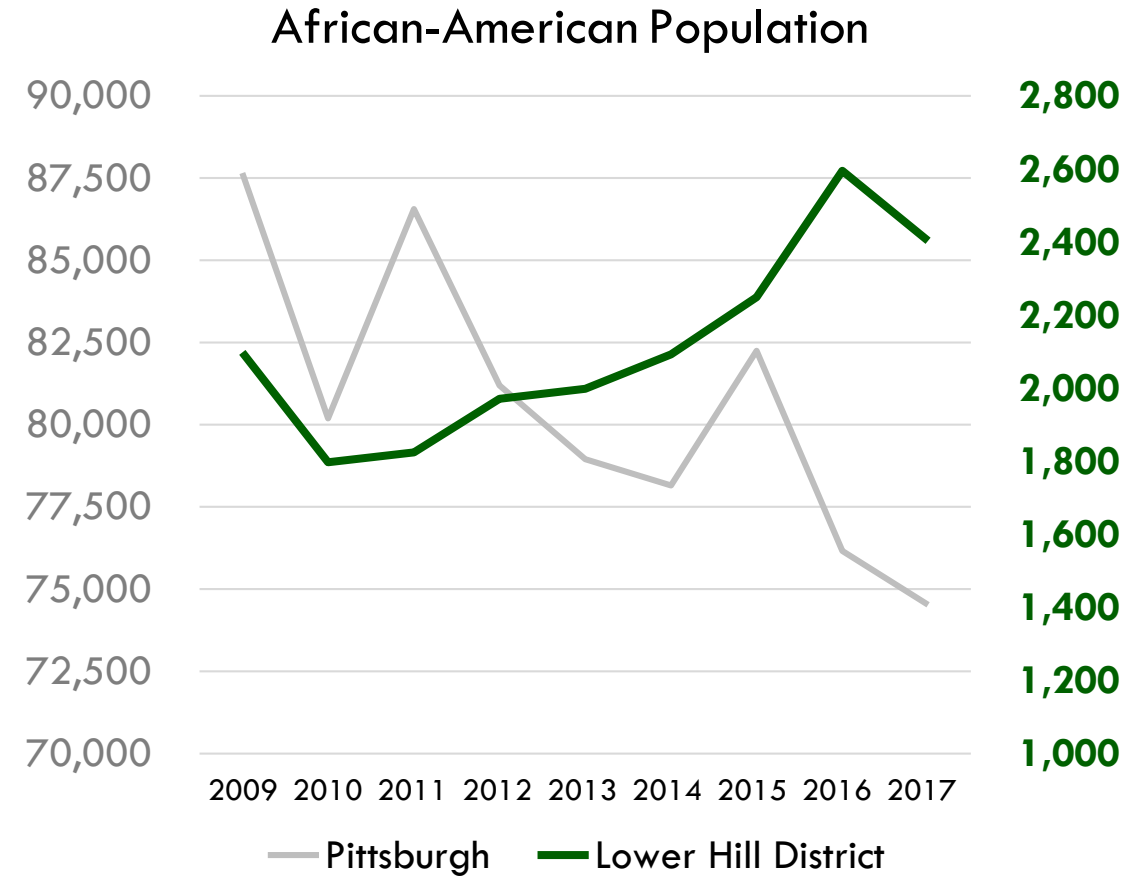
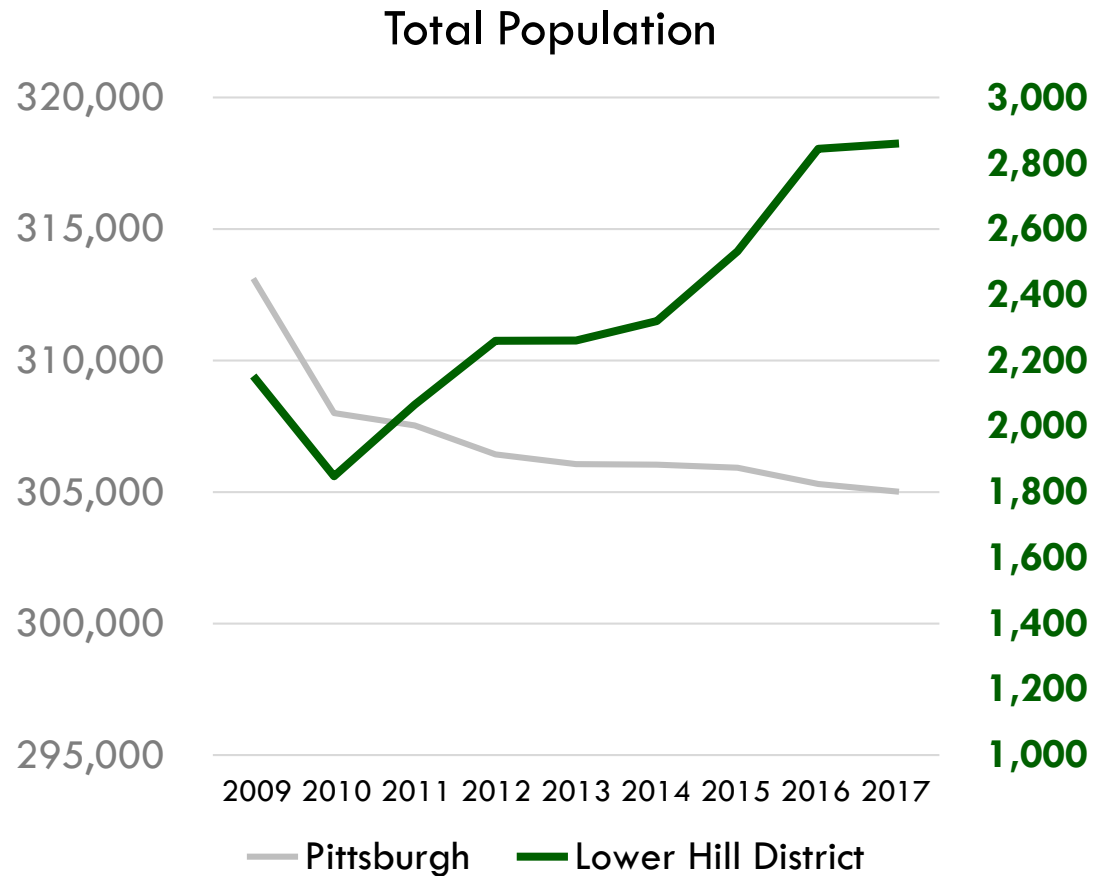
Bring the community together.



Hill District Block Party

# ECONOMIC AND CULTURAL DIVERSITY PRESERVED

Neighborhood stabilization, led by smaller projects including implementation of the Greenprint Plan, is well underway.



Source: American Community Survey, 3-yr and 5-yr estimates, 2009-2017

# ECONOMIC AND CULTURAL DIVERSITY PRESERVED

The RPP initiative aims to benefit all communities, following on the example of August Wilson Park.

## Planning

### Park Equity Assessments



*Citywide needs assessment, integration with community planning*

### Broad Engagement



*Parks Listening Tours, community survey over 5 months*

## Funding

### Equitable Investment



*Focus on 18 highest-need parks, increased maintenance standards across the city*

## Implementation

### Community-Supporting Outcomes



*Neighborhood park investments that create local employment opportunities*

# LIVING WAGE JOBS

Working for Pittsburgh parks provides Pittsburghers with quality public sector jobs and benefits.



The people who keep Pittsburgh's parks clean and safe receive high quality benefits, including:

- Health coverage
- Life and disability insurance
- Retirement plan
- Tuition reimbursements\*
- Transportation benefits

\* Tuition reimbursements apply to City employees only. City employees also receive municipal pension plan.

Source: City of Pittsburgh, Pittsburgh Parks Conservancy.



# LIVING WAGE JOBS

Working for Pittsburgh parks is an opportunity for career growth and to learn new skills.

**“Working as a lifeguard has honed my public speaking and conflict resolution skills. I’ve learned to manage people. My confidence has grown a lot in my seven years here.”**

**Veronica, 24, Head Lifeguard**

**“With my promotion, I’ve absolutely learned new skills, including managerial and leadership skills. I am responsible for coordinating across multiple sites and teams in the city.”**

**Sara, Site Monitor, CitiParks Food Program**

## Example DPW Career Trajectory

### Laborer

Mowing lawns, doing weed work, etc.

**Salary**

**\$42k**

### Foreman

Overseeing laborers

**\$47k**

### Operations Manager

Handling park team logistics

**\$72k**

### Assistant Director

Overseeing all operations

**\$99k**

## LIVING WAGE JOBS

Park improvement projects provide opportunities to partner with organizations to meet local workforce development goals.

The redevelopment of **McKinley Park**, underway since 2016, sought partnerships with **community organizations** and bids from **neighborhood contractors** to support **local employment**.\*



**GO SUPREME** ➔



\* 10% of total McKinley Park contracts were awarded to GoSupreme and Landforce, local organizations with workforce development missions.

## LIVING WAGE JOBS

Collaborations between workforce development organizations like Landforce and Pittsburgh parks create economic opportunities and foster career growth.

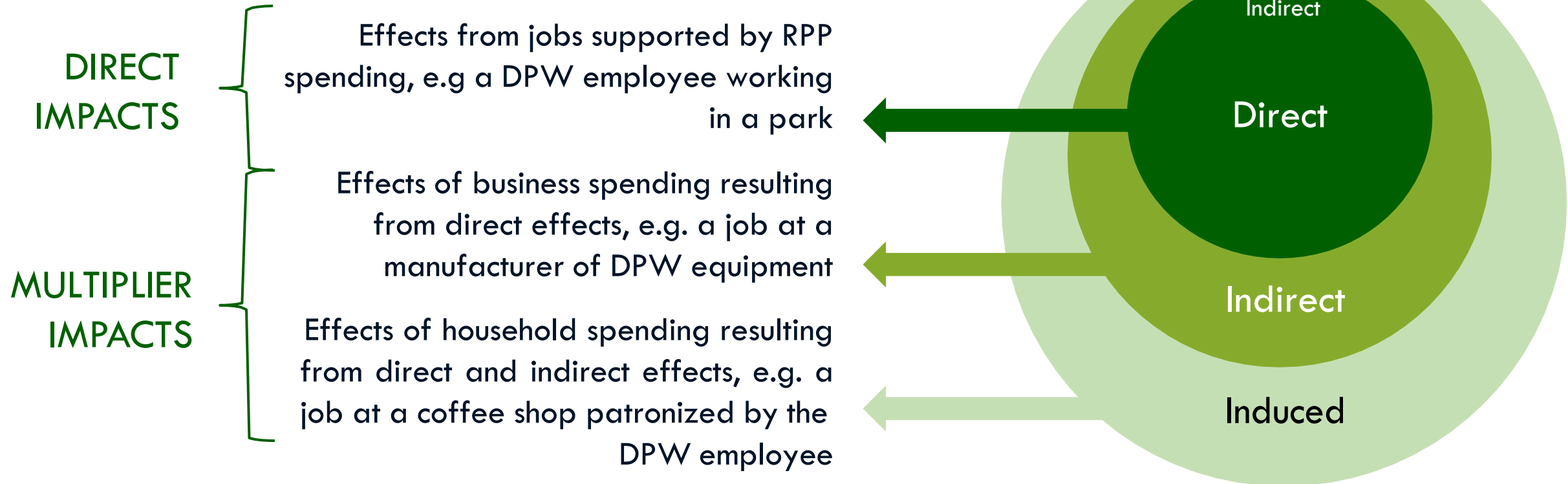


- Deron had thousands of dollars in fines tied to a suspended driver's license.
- While a Landforce crew member, Deron worked in **three of Pittsburgh's parks** and saved diligently.
- Landforce helped Deron stay on track with his payment plan, **identify potential career pathways**, and secure a spot in a plumber's **apprentice training program** with a clean driver's license.
- Deron has been employed ever since, **supporting his family and setting new goals for himself**.

# LIVING WAGE JOBS

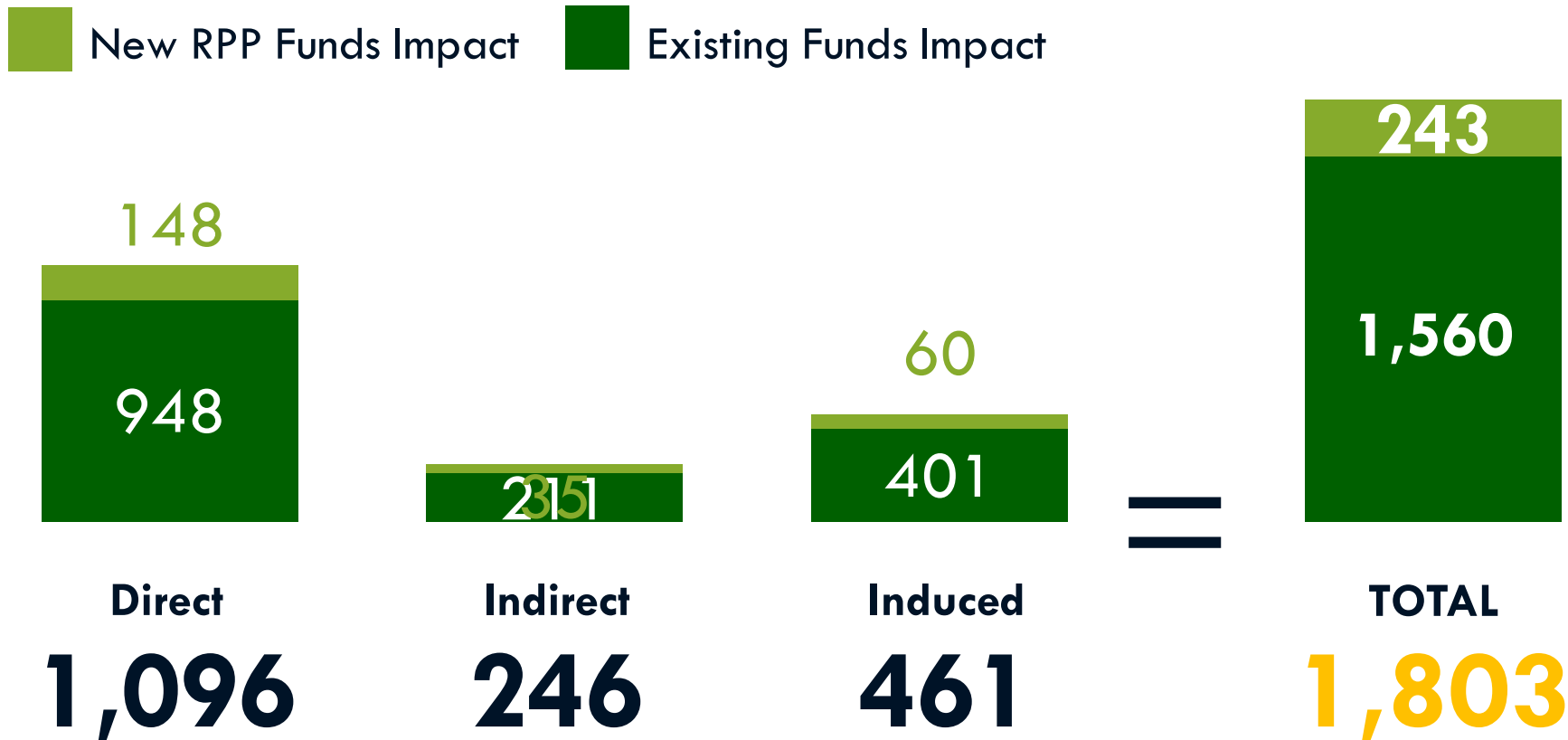
Economic impact analysis estimates the multiplier effects of direct impacts in the economy.

HR&A's analysis considers **the one-time and ongoing impacts of RPP's proposed budget spending**, in terms of **additional spending and jobs supported across Allegheny County**.



# LIVING WAGE JOBS

RPP's capital investment may create **243 new construction-related jobs, a 16% increase** over the impact of existing funds.



**With a matching commitment from foundations, the impact could be more than doubled, supporting a total of 559 new jobs.**

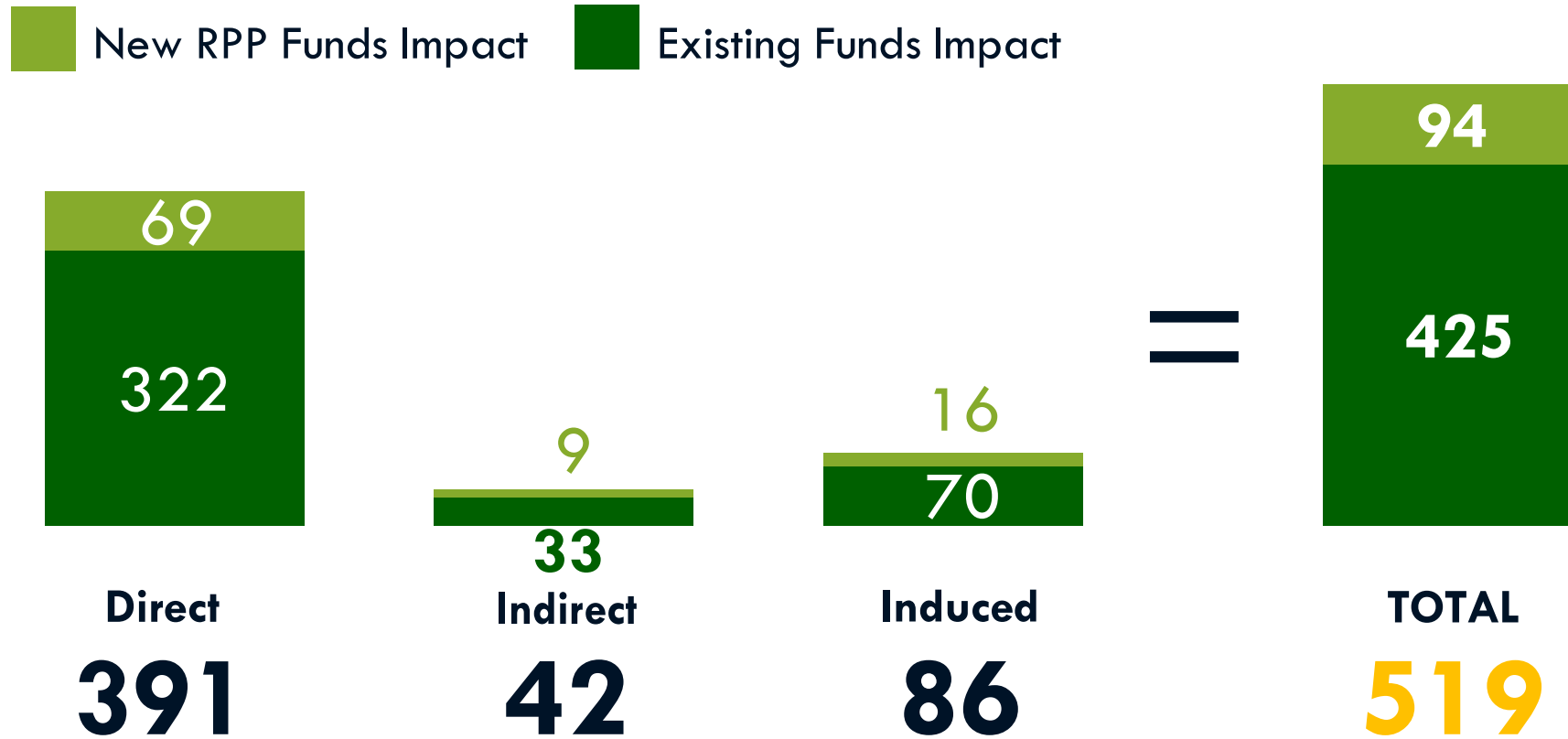
\* Although the calculated impacts are across Allegheny County, most of the direct and induced impacts are expected to be within the City of Pittsburgh, due to residency requirements.

Source: Pittsburgh Parks Conservancy, IMPLAN, HR&A analysis



# LIVING WAGE JOBS

The referendum will also support additional maintenance and programming, creating **94 new permanent jobs in the local economy.**



**With a matching commitment from foundations, the number of new permanent jobs supported could increase to 176.**

\* Although the calculated impacts are across Allegheny County, most of the direct and induced impacts are expected to be within the City of Pittsburgh, due to residency requirements.

Source: Pittsburgh Parks Conservancy, IMPLAN, HR&A analysis

# STRONGER NEIGHBORHOOD AND COMMERCIAL CENTERS

Major improvement efforts in Mellon Square and Highland Park strengthened the local commercial centers adjacent to these parks.

## Highland Park

In 2005, the Pittsburgh Parks Conservancy and the Highland Park community restored this grand park entry garden.



## Mellon Square

Mellon Square reopened in 2014 after a six-year restoration, bringing urban revitalization through historic preservation.





# STRONGER NEIGHBORHOOD AND COMMERCIAL CENTERS

Both on neighborhood “Main Streets” and in the heart of downtown, investment in parks spurs investment in commercial activity.

## Highland Park

**80%**

2009 – 2019 value growth in commercial properties within 4 blocks of Highland Park entrance (half of the entire walkshed)

**49%**

2009 – 2019 value growth in commercial properties within the entire Highland Park walkshed

**31%**

Premium above baseline growth

## Mellon Square

**87%**

2009 – 2019 value growth in commercial properties within 1 block of Mellon Square

**34%**

2009 – 2019 value growth in commercial properties within the entire Mellon Square walkshed

**53%**

Premium above baseline growth

\* Commercial properties include mixed-use and multifamily buildings (with 5 and more dwelling units), which are a part of the commercial real estate stock with institutional investors, as opposed to the smaller owner-occupied and -rented stock.

Source: WPRDC Property Assessments (2009, 2019), HR&A analysis

## STRONGER NEIGHBORHOOD AND COMMERCIAL CENTERS

Allegheny Commons is well-positioned for development to support a more vibrant and active neighborhood.

The recently restored Northeast Fountain anchors a prominent corner of Allegheny Commons, in the Allegheny West Historic District.

Together with pathways, signage, benches and other amenities, the fountain is the first step towards the transformation of the park.



## STRONGER NEIGHBORHOOD AND COMMERCIAL CENTERS

After RPP, growth in commercial property values similar to that seen in Downtown or on Bryant Street could be seen around Allegheny Commons.

**\$275M**

Current total assessed value of commercial properties within 3 blocks of Allegheny Commons

**31% - 53%**

Range of potential premiums above 10-year baseline growth, following investment in Allegheny Commons

**\$85M - \$146M**

Potential total range of Park Premium over 10 years, within 3 blocks of Allegheny Commons





# STRONGER NEIGHBORHOOD AND COMMERCIAL CENTERS

The increased property tax revenues from commercial properties around Allegheny Commons could cover the yearly cost of the following amenities:\*

City



**15 - 26**

New First-Year Police  
Officers



County



**8 - 13**

New Registered  
Nurses

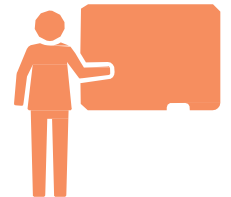


School District



**18 - 31**

New Teachers



\* Assumes 2019 millage rates and a 10-year time horizon.

Source: WPRDC Property Assessments (2009, 2019), HR&A analysis

## HEALTHIER COMMUNITIES

Pittsburghers experience health risks typical of the country, but at higher rates than in Aspirational Peer cities.

- 1** in **10** Pittsburghers suffer from asthma compared to... **8%** of St. Paul residents
- 1** in **10** Pittsburghers have diabetes compared to... **6%** of Minneapolis residents
- Nearly **1** in **3** Pittsburghers are obese compared to... **22%** of Bostonians

# HEALTHIER COMMUNITIES

Cities that invest more in their parks and recreation facilities are healthier and more active.

		Aspirational Peers					Regional Peers					
		Pittsburgh	Arlington	Minneapolis	Washington	St. Paul	Boston	Milwaukee	Buffalo	Baltimore	Cincinnati	Cleveland
Healthy Outcomes	Fitness Index Ranking	16	1	3	6	7	19	25	41	52	57	65
	Percent of Population in Excellent or Very Good Health	56%	71%	57%	66%	53%	54%	49%	51%	47%	49%	45%
Park Quality and Investment	TPL Park Score Ranking	22	4	3	1	2	13	24	47	66	8	35
	Park Spending per Resident	\$83	\$100	\$347	\$203	\$202	\$130	\$77	\$67	\$40	\$153	\$103

Source: Trust for Public Land, 2019; ACSM, American Fitness Index, 2019.

## HEALTHIER COMMUNITIES

The referendum will raise over \$19 million\* in funding for programming, facility improvements and new personnel, supporting more fitness opportunities.

Examples of investment in health programs and facilities include:

**\$500k**

**Hire more lifeguards  
and extend swimming  
hours**

**\$100k**

**Replace gym floors for  
increased youth rec  
programs**

**\$1M+**

**Add new fitness  
equipment at all rec  
centers**

**\$1M**

**Upgrade fitness facilities  
at 13 senior centers**

**\$750k**

**Upgrade HVAC  
equipment at gyms**

**\$70k per shuttle**

**Increase senior access to  
facilities**

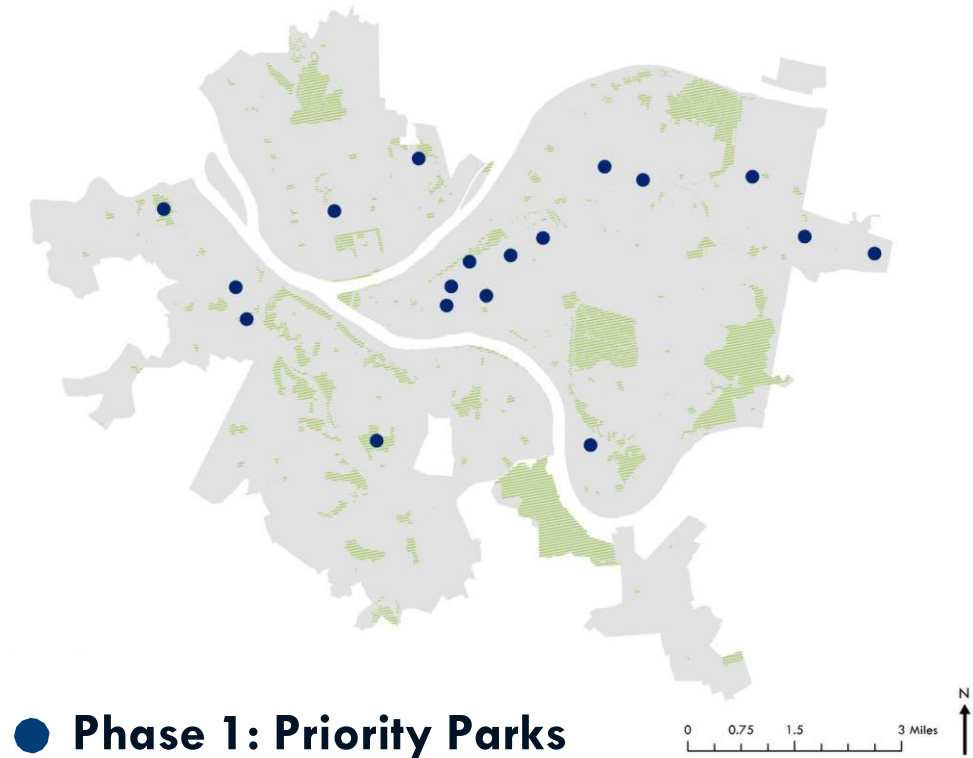
\* \$19 million is the combined total of programming and rehabilitation funds that would be allocated in the first six years, as well as the allocated funding for capital improvements to the Paulson Rec Center.



# HEALTHIER COMMUNITIES

The referendum will also deliver capital improvements directly to neighborhoods with higher rates of unhealthy conditions.

	Asthma	Diabetes	Obesity	Poor Physical Health	Poor Mental Health
Pittsburgh	11%	10%	30%	12%	13%
18 Priority Parks	<b>13%</b>	<b>17%</b>	<b>41%</b>	<b>17%</b>	<b>17%</b>



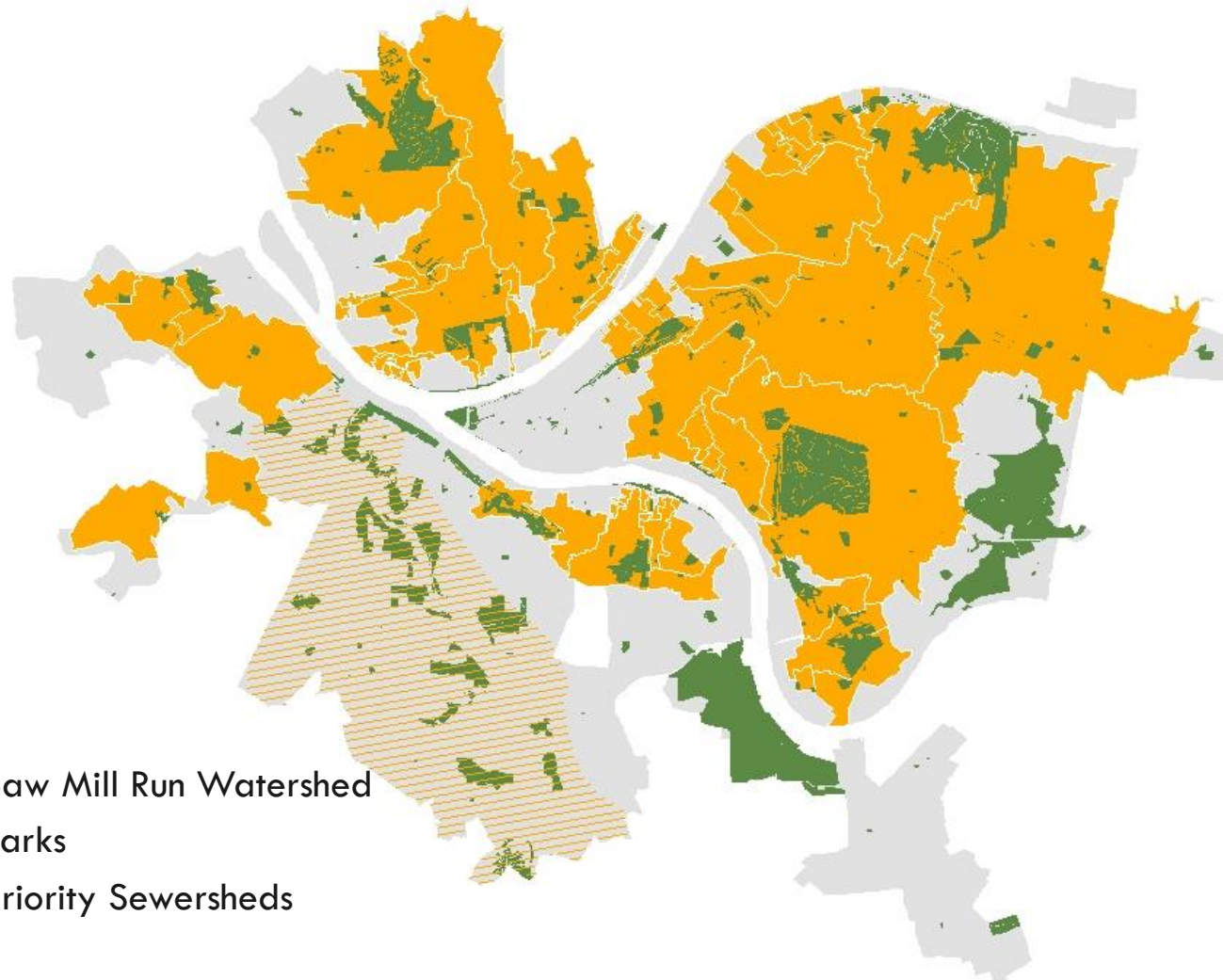
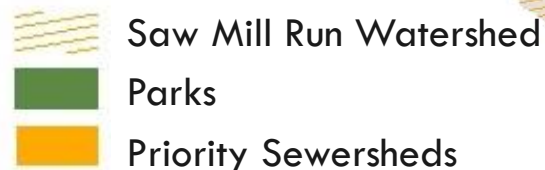
Source: Center for Disease Control, 500 Cities Project, 2018.

# AN ENVIRONMENTALLY SUSTAINABLE FUTURE

Investment in parks is an investment in Pittsburgh's ability to manage flood risk and stormwater.

**81%** of Pittsburgh parks acreage is located in priority sewersheds\*

Over **80%** of Pittsburgh's CSO\* reductions can be addressed in just six of the 30 highest priority sewersheds



Source: Pittsburgh Parks Conservancy, PWSA, ALCOSAN

\*A sewershed is an area of land where all the sewers flow to a single point. Priority sewersheds include the 55 sewersheds identified by PWSA as those that generate the highest volumes of stormwater runoff as well as Saw Mill Run sewershed.

\*\*A combined sewer overflow (CSO) occurs when rain causes the sewer system to reach capacity and overflow, discharging a mix of stormwater and sewage.

0 0.75 1.5 3 Miles



# AN ENVIRONMENTALLY SUSTAINABLE FUTURE

PWSA's City-Wide Green First Plan positions the city's **parks as a solution** to Pittsburgh's historic and ongoing flooding issues.

The plan proposes **green infrastructure designs and interventions** to achieve CSO reduction in the following parks:

**Schenley Park**



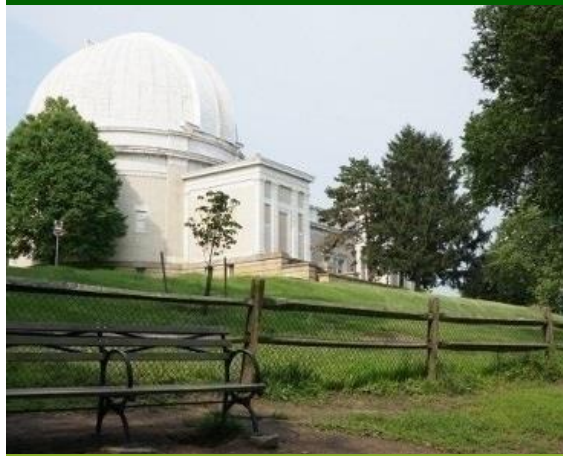
**>7% annual CSO  
reduction**

**South Side Park**



**>12% annual CSO  
reduction**

**Riverview Park**



**>14% annual CSO  
reduction**

**Highland Park**



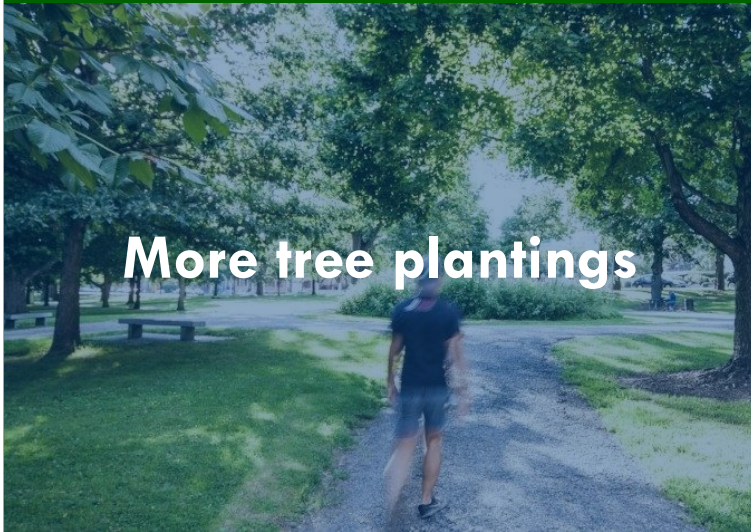
**>22% annual CSO  
reduction**



# AN ENVIRONMENTALLY SUSTAINABLE FUTURE

RPP will allocate over \$55\* million more that could support green infrastructure improvements in parks throughout the city, leading to a more resilient Pittsburgh.

## Maintenance



**More tree plantings**

*Capture rainwater and CO2 emissions*

## Rehabilitation



**Increasing permeable surfaces in park paths and trails**

*Mitigate stormwater runoff*

## Capital Projects



**Alignment with citywide green infrastructure initiatives in 5 of the first 18 priority parks**

*Make park improvements in highest priority sewersheds*

\* \$44 million is the combined total of maintenance and rehabilitation funds that would be allocated in the first six years, as well as the allocated funding for capital improvements in 4 priority parks located in highest priority sewer sheds.



## AN ENVIRONMENTALLY SUSTAINABLE FUTURE

The Pittsburgh Climate Action Plan 3.0 calls for increased tree canopy across Pittsburgh. Park land plays an important role in achieving this goal.

The Pittsburgh Climate Action Plan 3.0 aims to increase the city's tree canopy from 42% to **60%** by 2030.

There are **~700** acres of available park land where **~840,000** new trees could be planted.

**Urban trees improve air quality, capture and slow stormwater, and sequester CO<sub>2</sub>.**





# AN ENVIRONMENTALLY SUSTAINABLE FUTURE

Furthermore, smart parks operations can help achieve the Climate Action Plan's greenhouse gas reduction goals by investing in energy-efficient technology.

## Solar Energy



*Capital funding can be used to cover parking lots in the city's parks with solar panels, generating clean energy and reducing CO2 emissions.*

## Fuel-Efficient Vehicles



*Maintenance funding can be used to replace the park maintenance fleet with fuel-efficient vehicles, reducing CO2 emissions and saving money on fuel.*