



JACKSON/CLARK PARTNERS

## MEMO

TO: Penn Hills Community Development Corporation & Community Partners  
FROM: Pat Clark | pat@jacksonclark.net  
RE: Outreach Overview for the Penn Hills Community Census - **DRAFT**  
DATE: 06.07.22

---

### TARGETING INITIAL HOUSEHOLDS

- Penn Hills municipal & L2 proprietary licensed data sources to target occupied households / residents / registered voters
- U of Pitt University Center for Social & Urban Research (UCSUR) contract to provide mapping, analysis & targeting of under-resourced sections of Penn Hills & analysis of non-local SFR REITS purchases of single-family homes

### AWARENESS & COMMUNICATIONS

- Focus efforts & messaging with a neighborhood-level approach
  - Many distinct parts of a greater Penn Hills
  - Begin work with neighborhood-level leaders & organization partners
  - Initial outreach will coordinate neighborhood meeting with flyering, social media & scheduled events on partner organizations' calendars
  - Promote local partners for project brand / identity as trusted leaders
  - Partner with Penn Hills High School student leadership & media / tech staff & potentially 1Hood Media
  - Initial project landing page, website development & on-line video ad production
  - Localized social media communications & ads
- Use neighborhood-based events for initial awareness, input & recruitment
  - Hold events in 6 – 8 geographic sectors of Penn Hills
  - Confirm, plan & produce events at best local partner org location
  - Local partners will provide awareness to their members & neighbors
- Collaborate with Penn Hills Partnership
  - Key collaborating organization on real-time resource connections
  - Tap member organizations' networks & membership
  - Partner on human resource research projects
- Collaborate with Penn Hills business partners & support organizations
  - Individual business owners & Penn Hills Shopping Center developer
  - Rotary, Penn Hills Chamber of Commerce
  - Allegheny Conference & Pittsburgh Chamber for capacity / resources

### INITIAL OUTREACH

- Initial flyering as a part of Community Corps training
- Flyering in each geographic sector to prep for door-to-door data gathering
- Focus on information & visibility, not surveys, but be prepared to schedule times for resident surveys with the Community Corps during flyering
- Identify any vacant / abandoned properties to exclude from outreach
- Identify any non-English speaking households for outreach
- Community Corps leads, Jackson/Clark, steering committee partners available for project information presentations to local organizations

### OUTREACH & DATA GATHERING

- Target under-resourced / hardest-to-reach neighborhoods for door-to-door
  - Follow up neighborhood event with outreach
  - First pass for flyering
  - 2 additional passes for door knocking & data gathering
  - Leave behind flyer / doorhanger “sorry we missed you” with on-line information contact to schedule follow-up
- Target neighborhoods with higher levels of participation & resources on-line
  - One pass for flyering
  - Focus flyers & efforts on on-line survey participation
- Target all neighborhoods for flyering, awareness & supporting local events
- Outreach geographic focus will concentrate on each of the 6 – 8 sectors at a time
  - Two passes for each geographic sector
  - Support with neighborhood partners & local events
- Project posters / flyers at identified local high-visibility / high-traffic sites
- Data gathering will combine in-person data gathered door-to-door with on-line survey data for final data set & reporting

## PROPOSED LOCAL MEETINGS TARGETS

### NORTH SECTION – POTENTIAL MEETING SITES

- Penn Hills VFD #4
- New Life Community Ministries

### MILLTOWN SECTION – POTENTIAL MEETING SITES

- Penn Plum VFW
- Milltown Little Church
- Griffs Grounds

### EAST SECTION – POTENTIAL MEETING SITES

- Penn Hills Service Association
- U.P. Church
- Vacant VFD Building

### EAST-SOUTH SECTION – POTENTIAL MEETING SITES

- Western Pennsylvania Search & Rescue

### CENTRAL SECTION – POTENTIAL MEETING SITES

- Rosedale Civic Association
- Penn Hills High School
- Penn Hills VFD

### CENTRAL-SOUTH SECTION – POTENTIAL MEETING SITES

- Penn Hills Municipal Building
- Penn Hills VFD #1
- Senior Center
- The Barn

### SOUTH-BLACKRIDGE SECTION – POTENTIAL MEETING SITES

- Blackridge Civic Association
- Hebron Community Center
- Penn Hills VFD #5

### WEST SECTION – POTENTIAL MEETING SITES

- Lincoln Park Community Center