Pittsburgh – *The Comeback City*

- Brain Gain: one of 10 US Cities to reverse:
  - from 5.7% - 29.1 % from 2000 – 2010
- *Forbes:*
  - Comeback City and #8 as best big city for Jobs
- *RJ Metrics:*
  - Top 5 Fastest Growing Startup Hub in US
- *Washington Post: new “In City”*
- *Grosvenor Research: 5th Most Resilient City in the World – Long Term Real Estate Investment*
- *Bon Appetit: Best new Food City of 2014*
- *Huffington Post: Best Cake ever Made*
Oakland: Pittsburgh’s Innovation Hub

LOCAL IMPACT
• 5.8% Unemployment
• 3rd Largest Economic Generator in PA
• Region’s largest employers: 80,000 people
  • 22% of total region
  • UPMC: #1 and Pitt: #4
• 2nd largest transit hub in Pennsylvania

NATIONAL IMPACT
• ED’s MED’s are 5% of US Jobs
  • 11% in Cities
• Pitt: 3rd in Fed Research Dollars
• In top 100 US Cities
  – 2/3 have Ed/Med as top employer
Oakland Business Improvement District

• One of two BID’s in Pittsburgh
  • Manages the 2nd Downtown
  • Guided by Mall Maintenance Model
  • Established in 1999
  • Over 250 members
    • business and property owners
    • including Ed’s and Med’s
  • Diverse Board Leadership

• Annual Operating Budget: $490,000
  • 50% Property Tax Assessments
  • 80% Ed’s and Med’s
  • 20% Other: Grants and Sponsorships
OBID Programs and Services

Services designed to benefit all stakeholders by strengthening and maintaining the business district

- **Clean and Green** Infrastructure Maintenance and Beautification
- **Promotion and Marketing** services and events targeting the 100,000+ daily people in Oakland
- **Business Retention and Recruitment** services for property and business owners
- **Public Safety** connections w/ Law Enforcement
- **Community Outreach and Organizing**
- **Liaison** with government agencies
Oakland’s Challenges

• Extremely Congested
• Parking Challenged
• Lacks cohesive identity
• Lack of pedestrian oriented signage and connections
• Lack of public art n green space
• Needs better way to reach the thousands of employees in hospital and university buildings
• Needs to celebrate parks, recreation and culture hub
• Needs more Homeowners
Oakland will be America’s 1st comprehensive digital community. Fueled by state of the art technologies, *Innovation Oakland* will combine art, design, place making and way finding solutions to create new interactive public destinations for the use and pleasure of residents, employees and visitors.
The Future is Digital

The integration of physical and digital infrastructures will be of utmost importance for the success and survival of the next generation of cities.

The Industrial City-20th Century

- Analog/ Mechanical/ Electric
- Wires/ Copper
- Telephones/ Poles
- Concrete/ Asphalt Roads
- Delayed/ Static
- Records/ CD’s
- Centralized Office Towers
- Printed Maps
- Talk
- Mail

The Digital City-21st Century

- Digital
- Wireless/ Broadband/ Fiber
- Cellular/ Towers
- Solar Roads
- Real Time/ Immediate Information
- i-Tunes
- Decentralized co-working space
- GPS
- Text
- E-mail
Trends and Opportunities

Global Trends

• 2.4 Billion Global Internet Users
• Global Mobile Traffic is 13% of Internet Traffic

The Rise of The Millennials

• Globally Gen Y is the largest Generation
• 2\textsuperscript{nd} largest population in US after the Boomers

The Digital Divide

• About 30% of Americans—many who live near or below the poverty line—live on the wrong side of the digital divide
• One in five American adults cannot access or use the Internet
• 66 million Americans are without basic digital literacy skills
• Over 80% of Fortune 500 companies require on-line job applications

The first generation of Digital Natives, Gen Y, has never known a world without digital technology
Global Trend Setters

Technology is the key to success for tomorrow’s cities

• Scotland’s Digital Future
• London’s Tech City UK
• Seoul’s Digital Media City
• Singapore’s IT Hub
• Helsinki’s Science/Art Axis
• Portugal’s PlanIT Valley
• New York’s Digital City
• Zaragoza’s Digital Mile
• Boulder’s Smart Grid City
• Australia’s Parramatta 1st Digital City
Global Trend Setters

New York’s Digital City
• Touch n Go Kiosks in Subways
• Over 100 Phone Booths Digitized
• #2 in World for Tech Hub

Scotland’s Digital Future

Infrastructure Action Plan
• Calls for a world-class, future proofed infrastructure that will deliver digital connectivity across the whole of Scotland by 2020
• Glasgow wins $37.8 million Future Cities Demonstrator Grant. Plan includes: real time traffic info, link CCTV to traffic management, Pothole Locator App and Software to monitor City Energy Levels
Innovation Oakland Goals

• Ensure that Oakland’s infrastructure reflects the City of Pittsburgh’s international reputation as an Innovative City

• Brand a regional identity that reflects innovation

• Foster and celebrate technological development happening in Oakland’s research institutions
Innovation Oakland Goals

• Improve navigation and way finding
• Stimulate neighborhood and business revitalization
• Eliminate the *Digital Divide* by providing the entire population access to digital technology
Innovation Oakland Partners

• OBID
• UPMC
• University of Pittsburgh
• Carlow University
• Carnegie Mellon University
• CMU/Traffic 21
• City of Pittsburgh
• Oakland Task Force
• OTMA, OPDC, Community Human Services
• Regional: PDP, NSCC and SPC
Innovation Oakland Outcomes

• Define Oakland’s entrances, main gateways & portals including high volume bus stops

• Remove the Current Signage Clutter & Design a new Sign Family

• Create an Iconic Network of recognizable digital wayfinding and artistic installations to include:
  
  • Central Information Hub connected to smaller focal point areas
  
  • Digital Interactive Art Installations
  
  • Technology enabled tours and games
  
  • Smart transportation and parking/ traffic management
  
  • Web based applications for Kiosks and Smart Phones and/or new Technology
Innovation Oakland Investment

Raised over $1 Million

• 50% funded by Oakland’s Ed’s and Med’s (UPMC/ Pitt/ Carlow and CMU)
• 27% funded by Local Foundations
• 23% funded by Corporations and Government
Project Progress

- Completed Comprehensive Proof of Concept Masterplan & Precedent Study
• New Website www.onlyinoakland.org
• Extensive Community Outreach & Surveys
• Presented to international audiences: NACTO APA and Ecsite
• Prototype Digital Kiosk installed in Hospital Lobby
• Scenable, Pennsylvania’s 1st neighborhood App
• Organized International RFP Process
• Completed 75% Conceptual Design Development
Forbes Plaza: 1st Installation Project

Integrated system of digital canvas screens with sound capability

- Designed to be interactive; screens remotely controlled
- Will showcase local, nation and international digital art
- Will promote community happenings and information
- 75% Funds raised to date (50% by Ed’s and Med’s)
- Project and Construction Management In-Kind
- Site Owned By Pitt and provided In-Kind
Project Progress

• Pedestrian and Vehicular Wayfinding Signage
  • For: Oakland, Downtown and North Side/ North Shore
  • Oakland: Static and Digital
  • Collaborative effort between OBID, OTMA, PDP, NSCC and SPC
  • Plan Underway
  • Completed Sign Audit for Oakland and Downtown
Project Progress

- **Smart Street Tablets**
  - Replaceable/upgradable
  - Apps deliver information

- **Smart Bus Shelter**
  - Integrate w/ BRT
  - Interactive Touch Screens
  - Real Time Info
Project Progress

• Navigation for the Visually and Hearing Impaired

• Partners: FISA Foundation/ Pitt/ UPMC/ CMU

• Planning for:

  • Deployment stations at CMU and University of Pittsburgh Campus locations

  • Joint deployment station at outdoor site in Oakland

• Leveraging over US $5 million Research Funding
Project Progress

• Dynamic Parking Messaging Boards
  – Partners: Benter Foundation/ Pitt/ CMU/UPMC/ Carnegie Museum
  – Manage Parking Garage Spaces
  – Provides Real Time
    • direction/orientation
    • parking information
    • transportation information
• Help ease congestion in Oakland:
  – Special Events
  – University move-in and move-out days
STARTUP Oakland

Pilot Grant Funded by Neighborhood Allies
Public/ Private Partners:
   Oakland Ed’s and Med’s
   OBID, REVV Oakland and Oakland Real Estate

Goals:
   • Further Brand Community Identity as Innovative
   • Create a Culture of Innovation
   • Attract over 100 Technology Companies
STARTUP Oakland

Progress:

• Developed Branding Campaign
  • Website, Banners, Logos
  • PRWeb and Digital Marketing
  • Pitt, CMU and UPMC assisting with promotion
  • Hosted over 30 Meet Ups and Events

• Attracted over 32 Companies to the business district
  • Created 75 Jobs
  • Currently 20 REVV Tenants
    • Three on 2014 Businesses to Watch List
    • No-Wait, Shoefitr and PHRQL