Mayor Ravenstahl's servePGH

CITY OF
PITTSBURGH
"AMERICA'S MOST LIVABLE CITY"
LUKE RAVENSTAHL, MAYOR

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"The City of Pittsburgh has a rich culture of neighbors-helping-neighbors and in these difficult economic times, service is more important than ever. The viability of our City depends upon engaging citizens to work hand-in-hand with local government to address the needs of Pittsburgh neighborhoods and residents."

-Mayor Luke Ravenstahl

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Message from Our Mayor

Dear Neighbors,

When President Obama signed the Edward M. Kennedy Serve America Act into law on April 21, 2009 and rallied the nation to service, he spoke of being "possessed by the most American of ideas, that people who love this country can change it."

Similarly, we have long known that the answers to Pittsburgh's most pressing challenges cannot come from government alone. Throughout our City's history, volunteers have played a critical role in providing essential services to residents, and building leadership and capacity among citizens to address community concerns. I am proud of Pittsburgh's strong tradition of neighbors-helping-neighbors.

ServePGH builds on our City's rich history of service. It is a comprehensive, citywide blueprint for using impact volunteerism to achieve measurable progress on pressing local challenges. Within servePGH are a number of service initiatives that were created to meaningfully impact Pittsburgh neighborhoods and the lives of Pittsburgh youth. But as ambitious as this plan may be, it will only take us so far. It will take citizens who are willing to step up to the plate and invest their time, skills, and energies for the betterment of our City.

I have no doubt that Pittsburghers are up to the task. Time and again, I have been inspired by the generosity of residents who volunteer their time to build playgrounds, coach little league, mentor and read to children, serve on boards and commissions, and the list goes on.

Like President Obama, I believe that "people who love this country can change it." People who love this City can make a difference.

Sincerely,

Luke Ravenstahl

Luke Ravenstahl
Mayor, City of Pittsburgh

Executive Summary

On September 10, 2009, Mayor Luke Ravenstahl pledged that the City of Pittsburgh would help the country achieve the goals of the Edward M. Kennedy Serve America Act by joining Mayor Bloomberg and 15 other mayors from across our nation to launch the Cities of Service coalition. By signing the Declaration of Service, Mayor Ravenstahl committed to develop a coordinated effort to utilize impact volunteerism as a significant municipal strategy to address local challenges.

The City of Pittsburgh's service blueprint, servePGH, seeks to leverage local human capital through impact volunteerism directed towards two of Mayor Ravenstahl's top priorities: neighborhood development and youth. Through an intensive landscape analysis process, a number of specific challenges facing our city were identified, and initiatives that engage citizens in the solution were developed to address them.

These initiatives capitalize on the city's already strong service infrastructure. Each one is supported by a dynamic coalition of partners committed to cross-sector collaboration. To learn more and sign-up to participate, check out **servepgh.pittsburghpa.gov,** a new website created to connect volunteers with the high impact service initiatives described within servePGH.

Love Your Block

Love Your Block is a new block revitalization program created to provide resources for volunteers to reduce blight and instill neighborhood cohesion and pride. Neighborhood groups from across the City will be invited to propose volunteer-led projects to transform up to 20 blocks a year with a small grant and the support of key City departments.

Redd Up Zone

Redd Up Zone is a new initiative that engages volunteers in enhancing Pittsburgh's quality of life and reducing blight through coordinated litter clean-up efforts. Businesses and organizations recruit volunteers to remove litter from a designated area, a 'Redd Up Zone', and coordinate year-round opportunities to enhance the appearance, safety and cleanliness of Pittsburgh's streets.

Snow Angels

Snow Angels is a new referral program through which willing volunteers will be matched with individuals in need of assistance with shoveling their sidewalk throughout the winter, thereby building social capital and developing a culture of neighbors-helping-neighbors.

Mayor's Mentoring Initiative

Through the Mayor's Mentoring Initiative, Mayor Ravenstahl made a commitment to Pittsburgh's youths by enabling City employees to serve as middle-school mentors during the work week and encouraging local institutions to develop similar mentorship opportunities. This initiative was launched in partnership with Be A 6th Grade Mentor, the largest mentoring recruitment effort in our region's history, initiated by the leadership of the Youth Futures Commission, and developed through the collaboration of United Way of Allegheny County, Pittsburgh Public Schools, and the Mentoring Partnership of Southwestern Pennsylvania. The ultimate goal of the initiative is to dramatically increase the number of mentors and thereby increase participating students' engagement in school.

Civic Leadership Academy

In the City of Pittsburgh, many residents participate in neighborhood revitalization by joining community groups, starting block watches, stewarding community gardens, and much more. The vast majority of these efforts are carried out by volunteers. The Civic Leadership Academy, a 10-week course about local government, aims to support these efforts by fostering informed, effective and inspired community and civic leadership. At the end of the course, participants develop and implement one or more service projects based upon their experience in the program. Courses are offered three times a year, with a summer session open to high-school aged youth.

CITIES OF SERVICE

CITIESOFSERVICE.ORG

Founded in New York City on September 10, 2009 by 17 mayors from cities around the nation, Cities of Service is a bipartisan coalition of mayors who have committed to work together to engage citizens in a multi-year effort to address pressing city needs through impact volunteerism. The coalition has rapidly grown since its inception and now includes more than 100 mayors, representing more than 49 million Americans across the nation.

American cities face serious challenges, and many mayors want to take advantage of every resource available to them – including the time and energy of public-spirited residents — to address those challenges. However in cities across America , citizen service is often an under utilized or inefficiently utilized strategy by municipal governments. Cities of Service supports mayors to leverage citizen service strategies, address local needs and make government more effective.

All Cities of Service efforts are characterized by a concept called "impact volunteering" – volunteer strategies that target community needs, use best practices, and set clear outcomes and measures to gauge progress.

In June of 2010, the City of Pittsburgh was one of ten cities to receive a Cities of Service Leadership Grant. Funded jointly by Bloomberg Philanthropies and the Rockefeller Foundation, the two-year grants enable cities to hire Chief Service Officers responsible for developing and implementing high-impact service plans.

Cities of Service Methodology

In addition to funding, all Cities of Service Leadership Grant recipients receive technical assistance and support from Cities of Service to develop high-impact service plans. Much of this support follows a methodology outlined in the Cities of Service Playbook. [1]

Like all Cities of Service Leadership Grant recipients, the City of Pittsburgh first conducted a landscape analysis to identify both the specific challenges the City would address through service and the resources and opportunities available to support the effort. This landscape analysis included:

- Focus groups with key stakeholders, including representatives from city agencies, nonprofit organizations, colleges and universities, local businesses, and foundations;
- Surveys of volunteer-using nonprofit organizations, city agencies, and K-12 schools; and
- Expert interviews with local and national leaders, including Chief Service Officers from cities across the nation.

After completing the landscape analysis, the City of Pittsburgh developed a unique set of Cities of Service initiatives: "Impact Service Initiatives" to address specific challenges in the City's priority need areas and "Infrastructure Initiatives" to address cross-cutting service challenges. Next, metrics were developed to gauge the progress of each initiative and operational plans for implementation.

Service in Our City

Between September and December of 2010, the City of Pittsburgh conducted an assessment of existing service levels and stakeholders within the City to establish a benchmark for future comparison purposes. Through this assessment, priority need areas, specific challenges, resources, and opportunities in the City of Pittsburgh were identified.

The following outreach tools were used:

Focus Groups with Key Stakeholders

In the development of servePGH, the City of Pittsburgh convened over 40 local organizations in focus groups to: 1) identify existing service programs in Pittsburgh; 2) identify challenges facing our City that could be addressed through service; and 3) identify other organizations or individuals that could be invited to participate moving forward. Key stakeholders who engaged in this process included volunteer-connecting organizations, neighborhood development organizations, youth-serving organizations, colleges and universities, and the philanthropic community.

Surveys

In addition, online surveys were sent to over 450 local nonprofit organizations, City agencies, and K-12 public schools. The surveys collected data on:

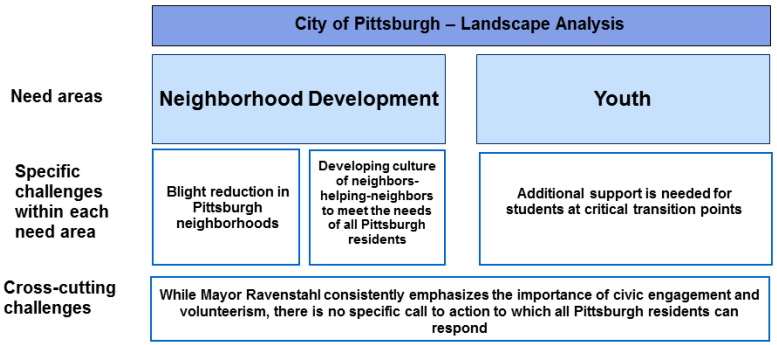
- Challenges in engaging more individuals in service efforts
- Characteristics of successful volunteer programs
- Common metrics used to track outcomes
- Methods used to recruit volunteers
- Percentage of agencies that have a staff person dedicated to volunteer coordination

Expert Interviews

Over a dozen one-on-one meetings and expert interviews with representatives from philanthropic; corporate; university; nonprofit; and government sectors, as well as individual volunteers themselves, were documented and used in the development of servePGH.

Key Findings

The following key challenges facing our City at large and the service community in particular were identified through the landscape analysis:



Other key findings about Pittsburgh's service landscape include:

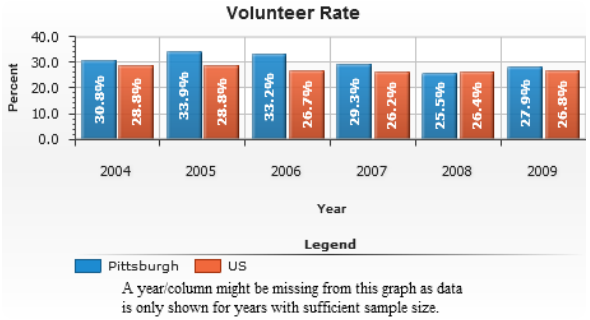
- 78.2% of the surveyed nonprofits address neighborhood development through volunteer efforts. 65.5% work with youth through volunteer efforts.
- Among surveyed nonprofits, the top two challenges cited for engaging more individuals in service efforts include: lack of time/ money/staff to create new volunteer opportunities and lack of time/ money/staff to manage existing volunteer opportunities.
- 50.9% of responding non profits have a person dedicated to volunteer management.
- Five City departments currently engage volunteers directly in their efforts, and four others that do not currently engage volunteers believe that volunteers could be helpful in supporting their work.
- All ninth grade students in the Pittsburgh Public Schools engage in a service project as a part of their 9th Grade Nation Civics course work. Civics teachers are primarily responsible for implementing this and are supported by a specific curriculum and Pittsburgh Cares, a key nonprofit partner.
- A semester-long Public Service course is offered in multiple Pittsburgh Public High Schools, and focuses primarily on service-learning.

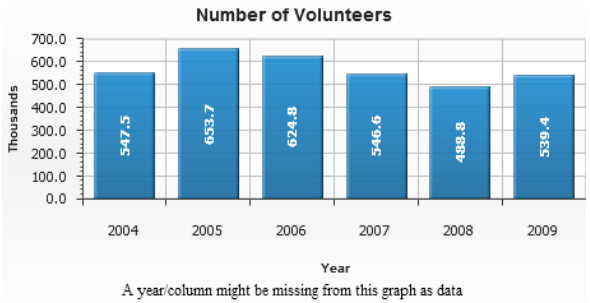
Existing Research

The Corporation for National and Community Service and the Bureau of Labor Statistics partnered to collect Volunteering in America data through the Current Population Survey's (CPS) annual Supplement on Volunteering. Today the CPS is a monthly survey of about 60,000 households (approximately 100,000 adults), conducted by the U.S. Census Bureau for the Bureau of Labor Statistics every September. The purpose of the September supplement is to obtain information on the incidence of volunteering, the characteristics of volunteers, and civic life indicators in the United States. For the purposes of this report, volunteers are persons age 16 and older who serve through or with an organization without pay at any point during a 12 month-period between September of one year and September of the following year.

The bullets below are all based on an average using 2007 to 2009 data from the City of Pittsburgh:[2]

- 524,900 volunteers.
- 27.5% of residents volunteer - ranking Pittsburgh 25th within the 51 largest cities.
- Lowest rate of volunteerism are ages 20-24 and 65-74 at 21.5% and 20.7% respectively.
- 37.4 hours per resident - ranking Pittsburgh 19th within the 51 largest cities.
- The volunteer retention rate in Pittsburgh is 66.5 percent, compared to the national rate of 65 percent.
- $1.5 billion of service contributed.
- Top volunteer activity in Pittsburgh is fund-raising, followed by food service and distribution.
- People volunteer most frequently within their religious communities and educational institutions.





servePGH Initiatives

Using Service to Respond to City Challenges

servePGH: *A Blueprint for Promoting Service as a Strategy to Impact Local Challenges*

Neighborhood Development

Challenge: Blight reduction in Pittsburgh neighborhoods

Initiative:

Love Your Block

Initiative:

Redd Up Zone

Challenge: Developing culture of neighbors-helping-neighbors to meet the needs of all Pittsburgh residents

Initiative:

Snow Angels

Youth

Challenge: Additional support is needed for students at critical transition points

Initiative: Mayor's Mentoring Initiative

Challenge: While Mayor Ravenstahl consistently emphasizes the importance of civic engagement and volunteerism, there is no specific call to action to which all Pittsburgh residents can respond

Initiative: Civic Leadership Academy

Love Your Block

Love Your Block is a block revitalization program created to reduce blight in the City of Pittsburgh by leveraging mini-grants and City services. Pittsburgh has lost 50% of its population over the past five decades, resulting in neighborhood blight. In addition, the City of Pittsburgh currently has 1,400 condemnations, 6,000 vacant buildings, and 14,000 vacant lots, all significant blight indicators that primarily affect low-to-moderate income neighborhoods. Love Your Block provides resources for volunteers to improve and beautify up to 20 City blocks a year, thereby reducing blight and instilling neighborhood cohesion and pride.

Through Love Your Block, neighborhood groups from across the City will be invited to propose volunteer-led projects to transform their blocks with a small grant and the support of key City departments.

The following impact metrics will be tracked: number of blocks revitalized, number of green spaces/gardens created, number of trees planted, and amount of litter collected. Participation metrics will include the number of volunteers participating.

The City of Pittsburgh is grateful to the Home Depot Foundation for its investment in Love Your Block and its national commitment to vibrant and sustainable communities.

"Having a vacant lot in our business district transformed into a community greenspace is a great amenity for residents and businesses alike. There is so much value in having a project that the whole neighborhood can work together on. Projects like these make a big impact in helping to revitalize our community and attracting more businesses and residents to continue that revitalization."

-Maya Henry, Business District Manager, Lawrenceville Corporation

"Pittsburgh is a beautiful City, and it is everyone's responsibility to keep it that way. Litter impacts all of us. Simply by taking the time to clean up our streets, individuals, groups and businesses can make a big difference by improving the environment for all residents and visitors to the City of Pittsburgh."

-Boris Weinstein, Founder of Citizens Against Litter and Chairman of the Clean Pittsburgh Commission

Redd Up Zone

Redd Up Zone is a new initiative that engages volunteers in enhancing Pittsburgh's quality of life and reducing blight through coordinated litter clean-up efforts. Through this program, businesses and organizations recruit volunteers to "adopt" a designated area, a 'Redd Up Zone', and coordinate year-round cleanup efforts to enhance the appearance, safety and cleanliness of Pittsburgh's streets. In recognition for their efforts, the City of Pittsburgh provides street signage that publically acknowledges their commitment to keeping Pittsburgh litter-free, along with relevant cleanup materials and resources.

Litter and illegally dumped materials attract crime and repel economic development in urban areas. A significant blight indicator, litter decreases property values, increases urban decay, and indicates a lack of concern and loss of local pride. Redd Up Zone will provide opportunities and support for volunteers to combat blight and beautify their neighborhood in partnership with the City of Pittsburgh.

The following impact metrics will be tracked: number of designated Redd Up Zones, number of cleanups and number of blocks maintained. Participation metrics will include the number of volunteers.

"While we may see our neighbors less in times of blustery winds and freezing rain, these times are when we truly know they are there. Volunteering to remove snow that others can't is not about the thank yous or the acknowledgments. It's about banding together to fight through the season's isolation and to continue to create and sustain communities. It's about making it through the dark until spring's thaw with our community intact."

-Jen Kirk, Stairwell Steward, Member of Polish Hill Civic Association

Snow Angels

Snow Angels, a referral program connecting volunteers and individuals in need of assistance with snow-shoveling in the winter, aims to develop a culture of neighbors-helping-neighbors in Pittsburgh communities. Allegheny County has one of the highest concentrations of elderly citizens in the nation. Census projections show that the U.S. is not expected to reach a similar concentration of elderly until 2025-2030. Snow Angels was created to build social capital and assist residents in need by connecting those requesting assistance (and without the financial resources to otherwise pay for the service) with willing volunteers.

Individuals seeking assistance must be 65 years or older or have a disability, and not have the financial resources to pay for similar services on their own.

The following impact metrics will be tracked: number of program recipients with a committed volunteer. Participation metrics will include the number of volunteers.

Mayor's Mentoring Initiative

Through the Mayor's Mentoring Initiative, City employees will be offered leave time to serve as mentors through the Be A 6th Grade Mentor Program during the work week beginning in the Fall of 2011. In addition, Mayor Ravenstahl will work collaboratively with the United Way of Allegheny County to encourage local corporations and institutions to offer similar opportunities to their employees. The ultimate goal of the initiative is to dramatically increase the number of mentors and thereby increase participating students' engagement in school.

The Be A 6th Grade Mentor program is the largest mentoring recruitment effort in our region's history, initiated by the leadership of the Youth Futures Commission and developed through the collaboration of The United Way of Allegheny County, Pittsburgh Public Schools and the Mentoring Partnership of Southwestern Pennsylvania.

Research supports that students who end sixth grade over age for grade experience substantial disengagement during middle school; nearly one quarter drop out; and those who remain have significant declines in school attendance. By building relationships with a caring adult, Be A 6th Grade Mentor aims to support at-risk students to achieve academic success and take advantage of the Pittsburgh Promise scholarship program, which Mayor Ravenstahl co-created with former Superintendent Mark Roosevelt.

The following impact metrics will be tracked: number of sixth grade students with a mentor, number of students identifying mentors as trusted resources, number of students with increased engagement in school, and knowledge of Pittsburgh Promise Scholarship Program and its eligibility criteria. Participation metrics will include the number of volunteers.

"One of the most important things you can do is impact a child's life in a positive way."

-Tamara Davis, Pittsburgh Police Bureau and mentor with the Be A 6th Grade Mentor initiative

Civic Leadership Academy

The Civic Leadership Academy, a 10-week course about local government, aims to foster informed, effective, and inspired community and civic leadership. In each session, 20 participants get an up-close and personal view of a different City department. At the end of the course, participants are expected to develop and implement a group, participant-led service project based upon their experience in the class. The Civic Leadership Academy is offered three times per year; two classes are available to adults, and one is available to high school-aged youths.

Citizen participation in local government is known to produce more efficiency in programs, as well as to promote good governance. Residents and local business owners who participate in the course will be empowered to make a positive difference in the revitalization of their neighborhood and the growth of our City.

The following metrics will be tracked: number of program graduates, number of service projects, and impact of the service projects.

"I remember our first class, when we were asked what we planned on getting out of this course. I answered, 'to understand how the City operates.' I did get a better understanding of how the City operates, but I also am glad I did this so I can teach my son about responsibility, to show him at the age of 16 how you must get involved in your community, in the city in which you live. Being a decent, involved, and responsible citizen goes much further than paying your taxes on time. In just 10 short weeks, I feel like a better, more informed, more invested, and more responsible citizen."

-Louis Stamerra, Brookline resident,
Civic Leadership Academy graduate

Other Opportunities to Volunteer in Pittsburgh

Green Up Pittsburgh

Green Up Pittsburgh, created by Mayor Ravenstahl in 2006, aims to stabilize City-owned vacant lots to reduce blight, inspire community pride, and promote environmental values. By working with the community, this innovative initiative converts blighted lots into stable, community green spaces, transforming the City's liabilities into assets. Through this program, hundreds of volunteers have engaged in transforming more than 100 vacant lots into community green spaces. More information may be found at greenup.pittsburghpa.gov, or by calling (412) 255-2439.

TreeVitalize

TreeVitalize is a public-private partnership to help restore tree cover, educate citizens about planting trees as an act of caring for our environment, and build capacity among local governments to understand, protect and restore their urban trees. TreeVitalize aims to plant one million trees across the Commonwealth in the next five years with the help of 10,000 trained volunteers.

For more information about TreeVitalize Pittsburgh, contact the TreeVitalize Coordinator at (412) 393-0154.

Clean Pittsburgh Commission

The Clean Pittsburgh Commission is a network of city departments, nonprofits, businesses, and community groups working to improve the environmental quality of life of Pittsburgh residents. In 2009, over 20,000 volunteers participated in clean-up events supported by the Clean Pittsburgh Commission.

Additional information about the Clean Pittsburgh Commission may be found at cleanpittsburgh.org.

Operation Weed and Seed

Operation Weed and Seed is a Federally-funded, comprehensive, joint law enforcement and community investment strategy designed to make communities safer. It is a community-driven strategy led by residents, community leaders, business owners, law enforcement, social service providers, and other key stakeholders who volunteer their time to plan and implement programs that address the strengths and needs of their neighborhoods. Mayor Ravenstahl and the U.S. Attorney of Western Pennsylvania co-chair Weed and Seed Steering Committees in the City of Pittsburgh. For additional information, please see weedandseed.pittsburghpa.gov or call (412) 255-4772.

Block Watches

The City of Pittsburgh has a strong, active block watch network including over 75 block watches that develop public safety strategies and support the work of public safety officials. The majority of these block watches are organized and led by active and engaged citizens and their neighbors.

For more information, please check out the Community Safety website at: communitysafety.pittsburghpa.gov, or call (412) 255-4772.

Mayor's Youth Council

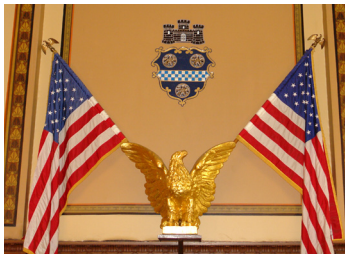
The Mayor's Youth Council, established in 2006, involves youth in decision-making processes in the City of Pittsburgh. Thirty youths volunteer as members of the Council and make recommendations to the City on matters affecting Pittsburgh youth. They also engage in community service activities throughout the year including community cleanups, toy drives, and the creation of summer activity guides for youth. For additional information, please check out http://www.pittsburghpa.gov/youthpolicy/advisorygroups/ or call (412) 255-2637.

Citiparks Community Services

The City of Pittsburgh Citiparks has over 600 volunteers (seniors, community members, and university students) that provide organizational and programmatic support to senior centers. These volunteer efforts are valued at $1.5 million, the equivalent of 50 full-time employees. During a recent snow emergency, volunteers made over 11,000 phone calls to vulnerable seniors. Senior volunteers also mentor youth at local schools through literacy programs, health programs, and tutoring. For additional information, please go to http://www.city.pittsburgh.pa.us/parks/ or call (412) 255-8895.

Boards, Authorities and Commissions

The City of Pittsburgh has a number of Boards, Authorities and Commissions with which citizen participation is vital. Further information, as well as an application, is available at http://www.pittsburghpa.gov/mayor/bac.htm.



Non-City Volunteer Opportunities

The following websites have information about other volunteer opportunities in the City of Pittsburgh:

Pittsburgh Cares – www.pittsburghcares.org

United Way of Allegheny County – www.unitedwaypittsburgh.org

VolunteerMatch – www.volunteermatch.org

United We Serve – www.serve.gov

Corporation for National and Community Service - www.nationalservice.gov

Special thanks to the following

Mayor's Service Advisory Council - Duquesne University/Southwestern Pennsylvania Regional Network for the Growth of Service-Learning (SPRING Network), Forbes Funds, Mentoring Partnership of Southwestern Pennsylvania, Pittsburgh Cares, Pittsburgh Community Reinvestment Group, Pittsburgh Interfaith Impact Network, Pittsburgh Public Schools, The Pittsburgh Promise, United Way of Allegheny County, Urban League and WESCO – for graciously guiding the development of servePGH and committing to see it through to success.

Mayor Michael R. Bloomberg and NYC Service for their vision.

The Rockefeller Foundation, Bloomberg Philanthropies, and Cities of Service for supporting the City of Pittsburgh in utilizing volunteerism and service as a change strategy.

McKinsey & Company and Sagawa/Jospin for their guidance and inspiration during the planning process.

The Corporation for National and Community Service for their dedication of AmeriCorps VISTA resources to support servePGH.

The Home Depot Foundation for its investment in Love Your Block and its national commitment to vibrant and sustainable communities.

And to all of the many non profits, philanthropies, corporations, and faith communities for the amazing work they do every day to empower community and to affect social change.

Endnotes/References

1. The Cities of Service Playbook is available for download at citiesofservice.org
2. http://www.volunteeringinamerica.gov/PA/Pittsburgh

Photo Credits

Duquesne University, 29 (top image)
Cities of Service, 9
Pittsburgh Cares, 7 (bottom), 10, 15, 26 (bottom image), 27
Myra Falisz, Polish Hill Civic Association, 20
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Initiatives At a Glance

servePGH: *A Blueprint for Promoting Citizen Service as a Strategy to Impact Local Challenges*

Priority Need Area	Specific Challenge	Initiative	Description	Impact Metrics	Participation Metrics	Initiative Lead	Start Date
Neighborhood Development	Blight reduction in Pittsburgh neighborhoods	Love Your Block	Love Your Block is a new block revitalization program created to provide resources for volunteers to reduce blight and instill neighborhood cohesion and pride. Neighborhood groups from across the City will be invited to propose volunteer-led projects to transform up to 20 blocks a year with a small grant and the support of key City departments.	# of blocks revitalized, # of green spaces/gardens created, # of trees planted, amount of litter collected	# of volunteers	Mayor's Office of Neighborhood Initiatives	Spring 2011
		Redd Up Zone	Redd Up Zone is a new initiative that engages volunteers in enhancing Pittsburgh's quality of life and reducing blight through coordinated litter clean-up efforts. Businesses and organizations recruit volunteers to remove litter from a designated area, a 'Redd Up Zone', and coordinate year-round opportunities to enhance the appearance, safety and cleanliness of Pittsburgh's streets.	# of designated Redd Up Zones, # of cleanups, # of blocks maintained	# of volunteers	Department of Public Works	Fall 2011
	Developing culture of neighbors-helping-neighbors to meet the needs of all Pittsburgh residents	Snow Angels	Snow Angels is a new referral program through which willing volunteers will be matched with individuals in need of assistance with shoveling their sidewalk throughout the winter, thereby building social capital and developing a culture of neighbors-helping-neighbors.	# of program recipients with a committed volunteer	# of volunteers	Mayor's 311 Response Line	Fall 2011
Youth	Additional support needed for students at critical transition points	Mayor's Mentoring Initiative	Through the Mayor's Mentoring Initiative, Mayor Ravenstahl made a commitment to Pittsburgh's youths by enabling City employees to serve as middle-school mentors during the work week and encouraging local institutions to develop similar mentorship opportunities. This initiative was launched in partnership with Be A 6th Grade Mentor, the largest mentoring recruitment effort in our region's history, initiated by the leadership of the Youth Futures Commission and developed through the collaboration of United Way of Allegheny County, Pittsburgh Public Schools, and the Mentoring Partnership of Southwestern Pennsylvania. The ultimate goal of the initiative is to dramatically increase the number of mentors and thereby increase participating students' engagement in school.	# of 6th grade students with a mentor, # of students identifying mentors as trusted resources, # of students with increased engagement in school, knowledge of the Pittsburgh Promise Scholarship Program and its eligibility criteria	# of volunteers	United Way of Allegheny County	Spring 2011
Cross-Cutting Challenge		**Initiative**	**Description**	**Metrics**		**Initiative Lead**	**Start Date**
While Mayor Ravenstahl consistently emphasizes the importance of civic engagement and volunteerism, there is no specific call to action to which all Pittsburgh residents can respond		Civic Leadership Academy	In the City of Pittsburgh, many residents participate in neighborhood revitalization by joining community groups, starting block watches, stewarding community gardens, and much more. The vast majority of these efforts are carried out by volunteers. The Civic Leadership Academy, a 10-week course about local government, aims to support these efforts by fostering informed, effective and inspired community and civic leadership. At the end of the course, participants develop and implement one or more service projects based upon their experience in the program. Courses are offered three times a year, with a summer session open to high-school aged youth.	# of graduates, # of service projects, impact of service projects		Mayor's Office of Neighborhood Initiatives	Spring 2011

Mayor Ravenstahl's
serve
PGH

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CITY OF PITTSBURGH
"AMERICA'S MOST LIVABLE CITY"
LUKE RAVENSTAHL, MAYOR

CITIES OF SERVICE
CITIESOFSERVICE.ORG

The City of Pittsburgh does not discriminate against anyone on the basis of race, color, religion, ancestry, national origin, place of birth, sexual orientation, familial Qstatus, age (40 & over), or non-disqualifying physical or mental disability, or any other basis protected by federal, state, or local law.