

# 20 24 GOALS

Catalysts for Change.  
Redefining Downtown.



## 1 BUILD A CLEAN, SAFE & WELCOMING DOWNTOWN

- Continue to broaden the scope and impact of our enhanced On-Street Services team, which saw a significant expansion last year in both workforce and coverage, leveraging new equipment and a new operations location.
- Foster opportunities for more meaningful engagement with the public through our Golden Triangle Ambassadors, increase hospitality assistance during events and day-to-day.
- Continue to grow the impact and output of our Volunteer Program, engaging workers and residents in opportunities to clean and green Downtown.
- Increase the visibility and scope of our outreach efforts to better support the unhoused population and connect individuals in need with area service providers and resources.
- Explore more ways to support individuals in need, assisting them to access our services.

## 2 REIMAGINE THE PUBLIC REALM & ACCELERATE ECONOMIC GROWTH

- Enhance navigation and connectivity in Downtown through the Pittsburgh Wayfinding Project, which is expected to be completed by the end of 2024.
- Promote economic vitality and business growth through streetscape enhancements on the 900 block of Penn Avenue and 6th Street, continuing to foster a welcoming and vibrant outdoor dining culture.
- Improve aesthetic appeal and safety through alleyway lighting projects and public art, creating a stronger sense of place and creativity in the heart of Downtown.
- Advocate for and support initiatives that attract infrastructure and civic space investments and encourage adaptive reuse of underutilized office buildings and storefronts.
- Support the arrival of new retail businesses Downtown through a range of innovative, recently developed grant and loan resources.



PITTSBURGH  
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PARTNERSHIP

[DowntownPittsburgh.com](https://DowntownPittsburgh.com)

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## 3 CULTIVATE A DESTINATION CITY & A NEIGHBORHOOD ON THE RISE

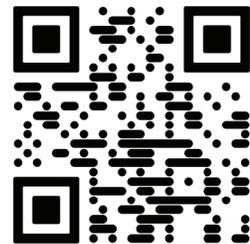
- Continue to activate Mellon Square and Market Square with innovative new programming that builds a sense of community and culture, creating welcoming spaces.
- Develop offerings that engage residents and workers, along with new destination programming that encourages visitor foot traffic year-round.
- Strengthen and build partnerships within the community to help ensure our programming reflects the diversity of our region and supports underrepresented artists, vendors and performers.

## 4 GENERATE AWARENESS & INSPIRE ACTION

- Conduct a complete overhaul of DowntownPittsburgh.com and launch an enhanced website that provides a more user-friendly, informative experience for our growing online audiences, while amplifying Downtown events, stories, businesses and resources.
- Offer enhanced membership offerings and improved stakeholder communications that welcome, inform and connect the most dedicated members of our community across industries.
- Continue to provide robust branding and marketing support to Downtown small businesses and organizations, encouraging engagement, awareness and increased customer foot traffic.

**THE PITTSBURGH DOWNTOWN PARTNERSHIP  
2023 ANNUAL REPORT IS NOW AVAILABLE**

SCAN QR CODE  
FOR DETAILS



PITTSBURGH  
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[DowntownPittsburgh.com](https://DowntownPittsburgh.com)