

# 2026 Goals

## CORE

### Clean Public Realm

- Sustain Downtown's stability by optimizing Clean and Outreach team staffing, expanding workforce development with Renewal, Inc., and securing long-term funding for these services.
- Keep Downtown riverfronts, public spaces, and key corridors across Downtown, Uptown, and the South Side clean and welcoming through neighborhood partnerships.
- Improve coordination during inclement weather and strengthen property owner engagement to address accessibility concerns.
- Strengthen Clean + Safe forums as trusted platform for convening partners and advancing strategies for a cleaner, safer, and more welcoming Downtown for all.

### Safe & Secure Public Spaces

- Expand youth engagement programs by supporting partnerships and community-based initiatives.
- Strengthen collaboration with public safety and outreach partners to address challenges and connect people to existing and new services.

## ACTIVATION

### Events & Activations

- Support the successful execution of the 2026 NFL Draft, welcoming tens of thousands of visitors to Downtown.
- Produce four large-scale annual festivals that attract visitors from across the region and beyond.
- Activate Market Square with a new robust, year-round event calendar through diverse partnerships that engage workers and residents.

### Constituent Services

- Promote local businesses and drive customer traffic to support the retention and growth of Downtown's retail and restaurant community.
- Strengthen member-to-member connections through events, partnerships, and promotional opportunities.

### Streets & Transportation

- Support implementation of Smithfield Street Reconstruction Phase I and advance planning for future phases from Fort Pitt Boulevard to Liberty Avenue.
- Support development of a new vision for Boulevard of the Allies to better connect First Avenue with the heart of the Central Business District.
- Promote alternatives to single-occupancy commuting and improve access to affordable parking for service workers.

### Public Realm

- Support Market Square restaurants through grants and design assistance to create a world-class public space in the heart of Downtown.
- Design and install public art and lighting projects that make streets and alleys more vibrant and inviting.

## TRANSFORMATION

### Diverse & Resilient Neighborhoods

- Continue supporting new retail through the Downtown Rent Abatement Program and Project Pop-Up while identifying additional ways to encourage investment along commercial corridors.
- Engage government, nonprofit, and private-sector partners in developing innovative economic development strategies to support the redevelopment of historic office buildings.

### Stakeholder Collaboration & Collective Action

- Position the PDP as a trusted leader and authority in Downtown Pittsburgh.
- Showcase Pittsburgh's achievements and culture while driving engagement with Downtown during the NFL Draft.

## FUNDAMENTAL PRINCIPLES

### Strategic Communications

- Shape the regional and national narrative around Downtown Pittsburgh's recovery and transformation.
- Expand digital reach and audience engagement to promote Downtown events, businesses, and initiatives.
- Promote Downtown as a premier cultural, dining, and entertainment destination.
- Keep members and stakeholders informed through clear, consistent communication about Downtown progress.



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