

DRAFT



City of Pittsburgh
Youth and Young Adult
Service Master Plan

This page left Intentionally blank.

ACKNOWLEDGEMENTS

City Council

~~Jelani Killings, Mayor~~
~~Merl Craft, Vice Mayor~~
Holland Barrett White, Mayor
Shanelle Scales-Preston, Vice Mayor
Juan Antonio Banales
~~Jelani Killings, Mayor~~
~~Merl Craft, Vice Mayor~~

Formatted: Spanish (Spain)

Formatted: Space After: 0 pt

City Clerk

Alice Evenson

City Treasurer

Nancy Parent

Youth Advisory Commission

Michaela Aquino, Chair
Aafia Sammee, Vice Chair
Devaniel Maldonado, Commissioner
Gianna Payton, Commissioner
Kathryn Jackson, Commissioner

Formatted: English (United States)

City Manager

Garrett Evans

~~Assistant Deputy~~ City Manager

~~Fritz McKinley~~ Maria Aliotti

City Staff

Kolette Simonton, ~~Assistant~~ Director of ~~Economic Development and~~ Recreation
Jordan Davis, ~~Assistant to the City Manager~~ Director of Community and Economic Development

[Youth Advisory Commission](#)
[Michaela Aquino, Chair](#)
[Aafia Sammeo, Vice Chair](#)
[Devaniel Maldonado, Commissioner](#)
[Gianna Payton, Commissioner](#)
[Kathryn Jackson, Commissioner](#)

Formatted: Space After: 0 pt

Formatted: English (United States)

Formatted: Space After: 0 pt

Consultants

Iris Archuleta, Emerald HPC
Keith Archuleta, Emerald HPC

This page left Intentionally blank.

DRAFT

TABLE OF CONTENTS

[TO FOLLOW]

This page left Intentionally blank.

EXECUTIVE SUMMARY

The City of Pittsburg – along with partners such as Pittsburg Unified School District (PUSD), Mt. Diablo Unified School District (MDUSD), Los Medanos College (LMC), and numerous other non-profit agencies and religious institutions – ~~has a long standing and well-regarded history of providing provide~~ services, programs, and educational opportunities to youth and young adults in the community. The City itself, through the Recreation Department, Police Department’s Police Activities League (PAL), and the Pittsburg Arts and Community Foundation (PACF); operate, manage, and support over a dozen youth-oriented activities, from community service programs to sports, tutoring, and fine arts. In addition, the City provides financial support for specific youth programs that provide before and after school care and tutoring, as well as programs that provide young adults with life and career skills to help prepare them for the workforce.

~~However, a~~As the City’s population continues to grow – California Department of Finance estimates the population to exceed 90,000 by year 2040 – it will become increasingly ~~critical-important~~ for Pittsburg to effectively ~~reach out to and~~ provide services for the growing demographic of young people, and provide opportunities for them to enrich and enhance their lives, physical and mental health, and social development. The City can build on its previous successes and lessons learned, as well as the hard work of other agencies facing similar hurdles, to continue to grow the services and support provided to youth and young adults, and work to create a civic-minded populace.

Staff has researched other youth- and young adult-centered planning efforts, and seeks to include the most applicable and effective goals, policies, and initiatives to the City of Pittsburg’s plan, while continuing to look to our public and private sector partners and peers to help inform and implement the strategies identified herein.

Based on the report prepared by Emerald HPC for the City in 2019, as well as research of other programs and City-led workshops, the goal of the City of Pittsburg through this effort is to:

- Identify gaps in service for youth and young adults;
- Promote health and wellness;
- Provide structure and support for youth during the time between the end of the school day and the return of guardians to the home;
- Increase capacity, collaboration, and effectiveness of all youth services offered in Pittsburg;
- Build life skills and civically responsible adults; and
- Enhance outreach efforts.

This Plan has been developed with input from City Council members, ~~the Youth Advisory Commission,~~ City staff, the Pittsburg Police Department, PUSD Board members and staff, MDUSD Board members, LMC staff, community members, community youth, and young adults.

BACKGROUND

The City of Pittsburg is located in east Contra Costa County, between the Cities of Concord and Antioch, along the Suisun Bay where the San Joaquin and Sacramento Rivers merge. With an estimate population of just over 72,000 as of 2019 – up from an estimated 63,000 in 2010 – the City is generally considered a

suburb of some of the larger Bay Area cities. Pittsburg has historically been known as an industrial city, with large employers such as USS-POSCO and Corteva Agriscience (formerly Dow Chemical Company) calling the northern waterfront home; however, in recent years, the City has begun to experience a greater outflow of its working population, as more residents head to larger job centers to the west.

Pittsburg has one public high school, one continuation school, three junior high schools, and twelve elementary or K-8 schools. These educational facilities are operated by PUSD and MDUSD, though a small portion of southeastern Pittsburg is within the Antioch Unified School District (AUSD) attendance area. The City has one public library, two BART Stations, and is served by the Tri_Delta Transit bus system. Pittsburg is also home to Los Medanos College (LMC), recently ranked in the top six for community colleges nationwide.

The City itself lacks some of the infrastructure helpful in providing youth services. Former youth centers along [Marina Boulevard and Crestview Drive](#) have been closed since the late 1990s. The Pittsburg Youth Development Center, which offers youth classes and sports, is outdated and cannot meet the demand of a city the size of Pittsburg.

PLAN DEVELOPMENT

In May 2019, the City hired Emerald HPC to lead a roundtable discussion of representatives from the City, PUSD, MDUSD, and the Pittsburg Police Department. During the roundtable, the group listed the following common issues regarding the needs of Pittsburg youth:

- more places to gather;
- greater diversity of activities, particularly after school;
- time with parents, guardians, and positive role models/mentors; and
- employment and career pathway opportunities.

Following the roundtable discussion, Emerald HPC conducted additional demographic and background research, and identified several key consideration items that would help inform future policies, programs, or funding allocations targeting youth service. The key findings contained within the reports provided by Emerald HPC are summarized below:

- Many school age children lack supervision during the hours of 3:00 p.m. and 7:00 p.m., in part due to long commute times resulting from an imbalance of jobs in the area. Significant commutes leave less time for parents and caregivers to spend with their families and adversely affects the quality of life for children and youth.
- Social determinants are in part responsible for the unequal and avoidable differences in health status within and between communities.
- Collaboration between families, schools, and law enforcement is critical for youth, and therefore the future of communities, to prosper.
- There are predictable outcomes related to youth who become disengaged for a variety of factors. Adolescents and young adults are particularly sensitive to environmental influences, such as family, peer group, school, neighborhood, policies, and societal cues.
- Economic mobility is key, and poverty, unemployment, transportation, childcare, and homelessness greatly impact career/college preparation.

Following the fact-finding and research phase, staff and Emerald HPC worked together to identify a set of strategies, actions, and next steps. These include:

1. *Employment-focused skills training.* Investing in programs that train at-risk youth, reentry, and other populations in local industries will provide increased access to job opportunities close to home, thereby strengthening both the community and the local economy. Creating stronger partnerships with local community colleges and specialized employment skills training partners can help increase youth access to the skills needed for employment.
2. *Improve neighborhood health and mortality rates.* There is a need to improve the health of the people within low-income communities. This begins with neighborhood and health partnerships that include positive community education and advocacy. Once the campaign is ready for launch, there must be a strategic, facilitated outdoor community information and engagement forum with health professionals, city and county leaders and officials in partnership with respected neighborhood leaders.
3. *Community outreach and engagement to support neighborhoods and public schools.* Prior to the launch of a community outreach and engagement strategy, conversations with key stakeholders must be held so that they are sufficiently versed in agreed upon strategy. Sharing project implementation and success with the community will help residents champion the comprehensive strategy and own the commitment, effort and outcomes that support community health and prosperity.

~~A community outreach and engagement strategy may utilize volunteers who have sufficient interest in the strategy, sufficient time to participate, and collaborative training prior to involvement. These trained and certified volunteers can include parents, members of the religious community, relevant non-profits, school district student services staff, City employees that desire to participate, including those from the Police Department or PAL, and high school and college students enrolled Pittsburg High School and at Los Medanos College.~~

~~Per the direction provided by the Subcommittee members, staff attempted to identify the gaps in service needs. To do this, staff has utilized the recommendations of Emerald HPC to complete an extensive list of programs, activities, and services available to youth of all ages in the City. Upon review, and in light of the challenges noted within Emerald HPC's factfinding efforts, staff, and has identified the most critical gap in service as high school-aged students between the hours of 3:00 and 7:00 p.m. While programs for this age group do exist, the number of spots are often limited, and programs may carry a fee.~~

Initial opportunities noted by the 2x2 Subcommittee members include getting youth involved/engaged in local government; coordinating a youth services network by collaborating with other agencies in informing youth of resources; helping enhance job skills training; and continue to help build capacity for existing organizations.

Youth Advisory Commission

In March 2022, the newly formed Youth Advisory Commission was asked to review and make recommendations on the draft Youth and Young Adult Services Master Plan. The input of the Commission included recommended changes to: ensure an emphasis on safety, mental health, social engagement, access to workforce programs and youth providers, and the addition of a community center/hub. The Commissioners noted that the biggest challenges not a lack of available programming and opportunities.

Formatted: Highlight
Formatted: Justified

[it is that many are not aware of the programs and opportunities that exist.](#)

Formatted: Font: Not Italic

DEMOGRAPHICS AND STATISTICS

The City of Pittsburg has a diverse, and relatively young population, with a large percentage (35%) of residents under the age of 25. The median age of a Pittsburg resident is 35, several years younger than the county average of 40.

As described in the Conceptual Framework prepared by Emerald HPC, and per Contra Costa County Health Department data, in Contra Costa County, a child born in a low-poverty area in 2000 could expect to live more than six years longer than a child born in a high-poverty area. Life expectancy in low-poverty areas was 81.4 years, compared to 74.9 years in high-poverty areas. African Americans in Contra Costa, in particular, had a shorter life expectancy (73.1 years) than any other racial/ethnic group.

Not surprisingly, education levels also play into life expectancy, as it is widely recognized that higher education correlates to lower levels of poverty (U.S. Census Bureau) which, as described above, have a direct impact on life expectancy. Per the Conceptual Framework, a child born in a high-education area in Contra Costa (i.e., all census tracts with less than 5% of residents with less than a high school diploma) in 2000 could expect to live more than seven years longer than a child born in a low-education area (all census tracts with 25% or more residents with less than a high school diploma). As shown in Table 1.2, below, approximately 75% of Pittsburg students surveyed as part of the California Healthy Kids Survey (CHKS) 2016-17, for PUSD responded that their parents either did not have a college degree, or did not know the education level of their parents.

The City does face a poverty rate that exceeds that of the county, approximately 13.6% compared to 9.75%. As shown in Figure 1.2, residents identifying as “Hispanic,” were the most common racial or ethnic group living below the poverty line.

Pittsburg youth also attend after school programs at a low rate. Based on CHKS 2016-17 data, more than 80% of students surveyed in grades 7, 9, and 11 did not attend after school programs at any point during the week.

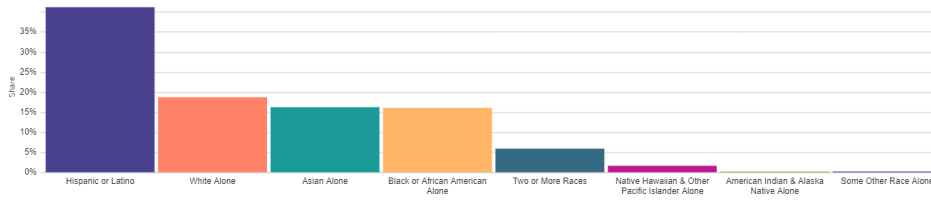
Table 1.1: Population by Age

| | Estimate | Percent |
|------------------------------|----------|---------|
| Total City population | 69,449 | -- |
| Under 5 years | 4,880 | 7.0% |
| 5 to 9 years | 5,226 | 7.5% |
| 10 to 14 years | 4,591 | 6.6% |

| | | |
|-----------------------|-------|------|
| 15 to 19 years | 4,176 | 6.0% |
| 20 to 24 years | 5,462 | 7.9% |

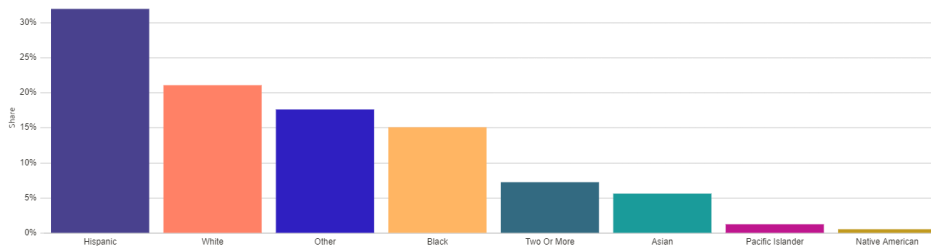
(Sources: U.S. Census ACS 5-Year Estimates)

Figure 1.1: Race or Ethnicity (All Ages)



(Sources: U.S. Census ACS 5-Year Estimates, DataUSA)

Figure 1.2: Poverty by Race or Ethnicity (All Ages)



(Sources: U.S. Census ACS 5-Year Estimates, DataUSA)

Table 1.2: Highest Education of Parents

| | Grade 7 | Grade 9 | Grade 11 | NT ¹ |
|---|---------|---------|----------|-----------------|
| Did not finish high school | 13% | 18% | 25% | 6% |
| Graduated from high school | 20% | 25% | 23% | 5% |
| Attended college but did not complete four-year degree | 9% | 15% | 18% | 6% |
| Graduated from college | 25% | 23% | 24% | - |
| Don't know | 34% | 18% | 9% | 4% |

1: NT includes continuation, community day, and other alternative school types. (Source: CHKS 2016-17)

Table 1.3: Number of Days Attending After School Programming

| | Grade 7 | Grade 9 | Grade 11 | NT ¹ |
|--|---------|---------|----------|-----------------|
|--|---------|---------|----------|-----------------|

| | | | | |
|---------------|-----|-----|-----|-----|
| 0 Days | 82% | 87% | 89% | 95% |
| 1 Day | 1% | 2% | 2% | 0% |
| 2 Days | 1% | 5% | 4% | 0% |
| 3 Days | 2% | 1% | 1% | 0% |
| 4 Days | 3% | 0% | 1% | 0% |
| 5 Days | 10% | 4% | 3% | 5% |

1: NT includes continuation, community day, and other alternative school types. (Source: CHKS 2016-17)

PLAN VISION, OBJECTIVES, and STRATEGIES

The *Youth and Young Adult Service and Outreach Master Plan* is intended to implement the City's vision for a community that supports the education, health, and wellness of its youth and young adults and seeks to develop future generations of civic-minded residents that work and serve the City.

The established Vision of the Plan is reflective of the values of the City and its partners; the adopted Vision will be implemented through six over-arching *Plan* goals and multiple strategies that will rely on the City and key partners for implementation.

Formatted: Font: Not Italic

VISION:

Allow Youth and Young Adults in the City of Pittsburg to realize their full potential through programs and policies that support physical and mental health and wellness as well as economic opportunity.

The formulation of this Plan is a result of feedback gathered from stakeholders and research conducted by the City and via the City's consultant, Emerald HPC. The following objectives will frame the City's actions going forward and will establish strategies for reaching the identified outcome, help provide milestones for Plan implementation, and a gauge to help measure success. Implementation Strategies may include action steps that further break down tasks. This working document will direct the collective efforts of the City and its partners, as applicable. The objectives contained herein are intended to be fluid, and staff anticipates minor modifications as additional research and outreach is conducted.

The following Implementation Strategies have been grouped according to their estimated implementation timing rated on a scale of one to three to gauge the City effort and resources required for implementation; however, due to a variety of contributing factors, the City wishes to convey that the timing of implementation may need to be adjusted as funding, personnel resources, and other factors come to light. "Short term" strategies are likely to be implemented within the first year of Plan adopted, while "medium term" strategies likely will require additional funding, staff time, or outreach with a timeline of 2-5 years. "Long term" strategies require the most outreach, planning, and funding, and thus have the furthest horizon, likely in the 3-10 year range. Many of these strategies are contingent or rely heavily upon implementation of other initiatives, but also may be ongoing once initiated.

Potential funding mechanisms for programs include new tax and lease revenues from specific businesses or developments, private contributions, Pittsburg Power Company contributions, General Fund revenues, event sponsorship, and grants. Funding for facilities and capital projects, such as future recreation or other types of youth centers will likely come from community benefit contributions or other types of private sponsorship; however, staff will explore other financing options, such as enhanced infrastructure financing districts (EIFD) and grants.

OBJECTIVE 1: IDENTIFY GAPS IN YOUTH AND YOUNG ADULT SERVICES

As part of this effort, the City seeks to help fill the voids facing certain groups of youth and young adults that may not benefit from or qualify for traditional after school and summer programs and services such as organized sports or child day care. Identifying these “gaps” will require input from several key partners, as noted below, each with a specific role and expertise. The City’s goal is to identify the group or groups lacking options for unstructured downtime, what opportunities currently exist that may need to be expanded or receive additional support, and how the City’s partners can help create a continuum or services that will guide youth in Pittsburg through their teen and young adult years.

KEY PARTNERS:




- City of Pittsburg
- School District Representatives
- Los Medanos College
- Non-Profit Organizations
- Religious Institutions

RESOURCES NEEDED:



- Information on existing programs throughout the City
- Staff personnel to manage database(s)
- Volunteers for Youth Commission


IMPLEMENTATION STRATEGIES:

Short Term

- 1.1 Establish a database of youth and young adult services to help identify underserved demographics. 
Progress indicators: Database creation
- 1.2 Inventory public and privately-owned facilities within the City to identify needs and spaces for youth programming. 
Progress indicators: Inventory completion
- 1.3 Convene a series of roundtables to discuss the needs of youth and young adults in the City. Align City efforts with local school districts, LMC, and private service providers. 

Medium Term

- 1.4 Discuss workforce needs with area businesses to identify targets. 
Progress indicators: Reach out to a minimum 20 businesses annually
- 1.5 Convene a working group with LMC to identify and address workforce development needs and required skills, as well as programs for teens and young adults. 

- 1.6 Identify an organization or commission comprised of youth and/or young adults that can provide insights to service gaps. 

Progress indicators: ~~Continue and grow the Youth Advisory Commission and their role in reviewing youth initiatives. Establishment of Youth Commission and identifying of commission roles and responsibilities~~

Formatted: Font: Italic

OBJECTIVE 2: PROVIDE A PROGRAM AND SYSTEM THAT SUPPORTS POSITIVE YOUTH DEVELOPMENT.

One of the most critical aspects of providing youth services is ensuring facilities that offer youth and young adults a safe and supportive space where they can learn new life, social, and career skills that will help them throughout their lives. City-operated programs and facilities should be designed to promote youth engagement and growth within underserved populations.

KEY PARTNERS:


City of Pittsburg Staff
 City of Pittsburg Police Activates League (PAL)
 Volunteers

RESOURCES NEEDED:


~~Recreation Community eCenter~~
 Operational and maintenance funding
 Private funding

IMPLEMENTATION STRATEGIES:

Short Term


- 2.1 Inform and educate staff about accepted best youth development program planning practices. 

Progress indicators: Short term: Seminar for staff on best practices; Long term: 75% approval rating for programs in relation to youth development


- 2.2 Establish local branches of youth support initiatives that provide mentorship for minority youth, ~~including but not limited to My Brother's Keeper and Black Girls Code.~~ 

Progress indicators: Establishment of programs and identification of funding mechanisms.


Medium Term

- 2.3 Design and implement teen friendly spaces or venues in designated facilities and properties. 


Progress indicators: Short term: Identification of what is considered "teen friendly"; Long term: Updates to guidelines for development of public spaces and facilities

2.4 Create opportunities through recreation programming for young people to enhance self-esteem, self-confidence, lifetime leisure skills, and connectedness to community. 


Progress indicators: Staff will provide the City Council and Youth Commission with a report on which and how programs are designed to address these needs

2.5 Invest in programs that train at-risk youth, reentry, and other populations in local industries, strengthening both the community and the local economy. 

Progress indicators: Staff will provide the City Council and Youth Commission with a report on which and how programs are designed to address these needs

2.6 Identify potential funding mechanisms to support operation of youth facilities and programs. 

Long Term

2.7 Identify opportunities to partner with a private developer(s) or financier(s) to construct a community recreational center. 

Formatted Table

2.8 [Evaluate and improve safety measures within the city.](#)

[Progress Indicators: Create a city-wide safety system within parks and shopping centers similar to the "Blue Light Alarm" system on college campuses; Continue to evaluate and ensure pedestrian accessibility](#)

Formatted: Font: Italic

Formatted: Font: Italic

Formatted: Font: Italic

OBJECTIVE 3: DEVELOP A MECHANISM FOR YOUTH AND YOUNG ADULT PARTICIPATION IN CIVIC AFFAIRS.

As the City seeks to provide additional opportunities for youth and young adult engagement and service, the participation of these groups in City affairs is critical in helping to create a new generation of civic-minded residents that will lead Pittsburg and other communities for the next several decades. Providing youth and young adults with further knowledge and experience in City operations will create additional transparency and provide valuable insights into how Pittsburg functions, while also contributing fresh ideas and perspectives that reflect emerging voices.

KEY PARTNERS:


City of Pittsburg Staff
Youth Volunteers
PUSD Staff

RESOURCES NEEDED:

Funding for programs [such as Pilot City](#)
School facilities for program implementation
[Community Center](#)

IMPLEMENTATION STRATEGIES:


Short Term

3.1 ~~Acquire and operate a community center or hub to provide a safe and fun place for youth to go during downtime. Establish a youth commission to allow younger Pittsburg residents a forum for providing recommendations on policies, needs, priorities, projects, and budget items.~~ 

Progress indicators: Establishment of a Youth Commission

~~3.2 Acquire and operate a community center or hub to provide a safe and fun place for youth to go during downtime~~

Medium Term


3.2 Increase opportunities for youth civic engagement through service-learning projects and volunteerism. 

Progress indicators: Staff will monitor increases in youth participation in civic events and projects

3.3 Provide opportunities for the whole individual

Progress indicators: Increase in indoor sports for all ages, provide opportunities and programs that support life skills such as Home Economics, Financial Awareness, etc.

Long Term

3.34 Engage high school and college-aged students in development of smart solutions that seek to utilize technology to improve City services. 

Progress indicators: Identification of a program geared toward high school age students and adopted of the student-created solution by the City

~~**OBJECTIVE 4: ESTABLISH POLICIES THAT SEEK TO HELP REDUCE UNSTRUCTURED DOWNTIME AND ALLOW GUARDIANS TO SPEND THE MAXIMUM AMOUNT OF TIME WITH CHILDREN.**~~

~~As discussed previously and conveyed through the Framework prepared by Emerald HPC, many school age children lack supervision during the hours of 3:00 p.m. and 7:00 p.m., in part due to long commute times resulting from an imbalance of jobs in the area; this period of time is commonly referred to as “unstructured downtime,” and has been shown to be detrimental to youth and young adults and contribute to disengagement. Significant commutes leave less time for parents and caregivers to spend with their families and adversely affects the quality of life for children and youth.~~

~~KEY PARTNERS:~~


~~City of Pittsburg Staff
Economic Development Experts
Business Owners/Operators
Real Estate Professionals~~

~~RESOURCES NEEDED:~~


~~Grant funding for plan development
Private funding and development for
infrastructure improvements~~

~~IMPLEMENTATION STRATEGIES:~~

~~Medium Term~~

~~4.1 As part of the General Plan update process, establish goals and policies that seek to bring jobs to East Contra Costa County, reducing commutes and allowing more time at home.~~ 

~~Long Term~~

~~4.2 Identify creative solutions and provide infrastructure that allows for telecommuting or satellite offices in Pittsburg.~~ 
~~Progress indicators: Increase in the number of homes accessing high speed internet~~

OBJECTIVE 5: PROMOTE PHYSICAL AND MENTAL HEALTH AND WELLNESS CONCEPTS INTO ALL PROGRAMS AND FACILITIES.

Low income families and communities of color are disproportionately affected by lack of health care and availability of mental health and wellness services. As described above, there is a need to improve the health of the people within Pittsburg, and particularly children and young adults living in poverty. The City seeks to address these issues in part through neighborhood and health partnerships, community education, and advocacy. Input from youth and young adults regarding the challenges faced on a day-to-day basis is critical to properly address these issues.

KEY PARTNERS:


City of Pittsburg Staff
Health Experts
PUSD/[MDUSD](#) Psychology Staff
LMC Diversity Leaders

RESOURCES NEEDED:




Funding for review of City programs to address health and wellness, nutrition, etc.
[Facility where resources can be implemented](#)

IMPLEMENTATION STRATEGIES:

Short Term

- 5.1 Assess existing programs for health and wellness components. 
Progress indicators: Staff will conduct a review of existing programs that support health and wellness

Medium Term

- 5.2 Incorporate health and fitness components throughout the Department’s youth programs. 
Progress indicators: Staff will include assessments regarding health and fitness when bringing items before the City Council for funding or updates
- 5.3 Establish General Plan goals and policies that encourage health and wellness, specifically for youth from lower-income families. 
- 5.4 Form partnerships to conduct youth programs that promote active, healthy lifestyles and positive development. 

- 5.5 Collaborate with health and wellness professionals to provide accessible mental health programs, classes, groups, etc.
Progress Indicators: Provide a space for access to counselors, therapists, and health experts to provide services.


- 5.6 Provide ~~access to open space~~ opportunities and outdoor activities geared toward junior high and high school aged youth.

Formatted: Font: Italic

Formatted: Font: Italic

Formatted: Font: Not Italic

Long Term

- 5.5 Integrate nutrition education throughout our program offerings. 
Progress indicators: Staff will include assessments regarding nutrition education when bringing items before the City Council for funding or updates

OBJECTIVE 6: COLLABORATE WITH PUBLIC AND PRIVATE ORGANIZATIONS TO COORDINATE EFFORTS AND INVOLVE TARGET DEMOGRAPHICS IN PROCESS OF MARKETING AND OUTREACH.

The City’s community outreach and engagement strategy will include conversations with key stakeholders. Effectiveness of any adopted initiative will rely on the community, faith leaders, and residents to champion the strategies contained within the Plan.

A community outreach and engagement strategy may utilize volunteers who have sufficient interest in the strategy, sufficient time to participate, and collaborative training prior to involvement. These trained and certified volunteers can include parents, members of the religious community, relevant non-profits, school district student services staff, City employees, [and youth](#) that desire to participate, including those from the Police Department or PAL, and high school and college students enrolled Pittsburg High School, [Mt. Diablo High School](#), and at Los Medanos College.

KEY PARTNERS:

City of Pittsburg Staff
 PUSD Staff
[MDUSD Staff](#)
 LMC Staff
 Community Leaders
 Faith-Based Organizations
 Private Youth Service Providers

RESOURCES NEEDED:

Multimedia budget
 Volunteers and organizations to promote initiatives
 Equipment and software for preparation of outreach materials

IMPLEMENTATION STRATEGIES:

Short Term

[Evaluate the current means of communication that the City is using for effectiveness and explore alternative options for youth messaging](#)



Progress indicators: Increase presence on Instagram and TickTok, Work with Youth Commission as communication ambassadors, attend and promote during school club days and events, host open mic nights or Café Talks

Medium Term

6.42 Establish a marketing strategy that will ensure that youth, parents, and other stakeholders are aware of programs, facilities, services and the benefits of participation.



Progress indicators: Conducts follow-up assessments to gauge interaction and effectiveness.

~~**6.23** Develop a comprehensive marketing plan for youth initiatives.~~



~~*Progress indicators: Conducts follow-up assessments to gauge interaction and effectiveness.*~~

6.3 Partner with a multimedia organization (~~for example, BRIDEGOOD~~) to establish an Inspire Pittsburg design challenge and use the process to market youth involvement and civic responsibility.



Long Term

6.4 Partner with LMC to design a campaign intended to promote college and career services to graduating high school seniors and young adults.

Progress indicators: Conducts follow-up assessments to gauge effectiveness.



Formatted Table

6.65 Partner with LMC and PHS to promote and enhance the "College Connect" (former Dual Enrollment program) for High School Seniors



OBJECTIVE 7: REPORTING AND PROGRESS ON IMPLEMENTATION.

This Plan is intended to evolve along with the City, as well as the youth and young adults which it serves. To allow the Plan to continually address the needs of the City as it grows, additional input is received, and funding becomes available, consistent review and analyzing of the policies and strategies of this document will be critical.

KEY PARTNERS:

City of Pittsburg Staff
City Council

RESOURCES NEEDED:

No additional resources required

IMPLEMENTATION STRATEGIES:

Ongoing

7.1 Provide quarterly updates on Plan implementation to the School District(s) Subcommittee (2x2).



7.2 Provide bi-annual updates on Plan implementation to the City Council.



7.3 Evaluate and update this document including data sets every two years

OBJECTIVE AND STRATEGY SPECIFIC TO PARENTS-/ADULTS

Formatted: Centered

OBJECTIVE 1: ESTABLISH POLICIES THAT SEEK TO HELP REDUCE UNSTRUCTURED DOWNTIME AND ALLOW GUARDIANS TO SPEND THE MAXIMUM AMOUNT OF TIME WITH CHILDREN.

As discussed previously and conveyed through the Framework prepared by Emerald HPC, many school age children lack supervision during the hours of 3:00 p.m. and 7:00 p.m., in part due to long commute times resulting from an imbalance of jobs in the area; this period of time is commonly referred to as “unstructured downtime,” and has been shown to be detrimental to youth and young adults and contribute to disengagement. Significant commutes leave less time for parents and caregivers to spend with their families and adversely affects the quality of life for children and youth.

KEY PARTNERS:


City of Pittsburg Staff
Economic Development Experts
Business Owners/Operators
Real Estate Professionals

RESOURCES NEEDED:


Grant funding for plan development
Private funding and development for
infrastructure improvements

IMPLEMENTATION STRATEGIES:

Medium Term

- 1.1 As part of the General Plan update process, establish goals and policies that seek to bring jobs to East Contra Costa County, reducing commutes and allowing more time at home. 

Long Term

- 1.2 Identify creative solutions and provide infrastructure that allows for telecommuting or satellite offices in Pittsburg. 
Progress indicators: Increase in the number of homes accessing high speed internet

Appendix A:
Emerald HPC Conceptual Framework