



Wilkinsburg-Vision 2020 Marketing Strategy Developer

Wilkinsburg Borough
605 Ross Ave
Wilkinsburg, PA 15221

Overall Goals

Develop a Wilkinsburg/Vision 2020; Public relations strategy to promote the numerous impactful community projects occurring in Wilkinsburg in 2019, 2020 and 2021. Using web site marketing, Email database, increased social media presence, traditional media engagement and other methods to ensure public awareness of the positive change and efforts to that end happening in the Borough. The effort will include partnering with a variety of community partners including but not limited to the School District, Chamber of Commerce, Hosanna House, Chatham University, Community Development Corporation, Community Forge, Churches and many others. Connecting with these partners to form a cohesive strategy that will highlight the numerous investments and initiatives that will occur in the next three years and beyond is the goal. Areas of Expertise: Web Site Development, Social Media, Creative Writing, Consensus Building, Marketing, multi-media proficiency, inter-personal communication, general office skills.

Community Impact

The Borough of Wilkinsburg has seen a variety of negative incidents that have dominated the public perception of the community. Through a broad-based community image program, we can inform the residents and general public of the large number of improvements happening in the present. With a better image the Borough can improve resident knowledge of why they should stay and participate, encourage people looking for a place to live to consider Wilkinsburg and increase the interest of investors to be a part of the positive change happening.

Learning Outcomes

Develop a knowledge of the challenges of a rebuilding community while engaging in strategies to overcome those strategies. -Dealing with the individual interest of groups and bring them together to develop consensus. -Learning creative and cost-effective ways to promote community efforts and project in various -Improved writing skills through a variety of platforms; J3-General Public Relations skills. -Office Skills -General knowledge of local government.

Why this Placement Site?

Wilkinsburg-Vision 2020 will offer a unique opportunity to interact with various organizations featuring people with diverse backgrounds and compelling projects of a wide variety. Developing the ability to bring organizations together for the common cause of betterment will be of great reward to the community and the intern & personal growth.



Language Access Plan

Dormont Borough
1444 Hillsdale Ave.
Pittsburgh, PA 15216

Overall Goals

The goal is to create a language access plan that brings the municipality into compliance with federal regulations, provides easy access to both interpretation and translation services, helps notify residents of language services, and trains municipal staff to meet the need of the public.

Community Impact

A language access plan brings important tools to the forefront of public service. Numerous residents need assistance accessing public information and local municipalities are a prime resource to provide for those needs. It is also an obligation of municipalities to create accessible documents for the public. Whether a resident is a non-English speaker (or limited English-Proficient), blind, deaf (or blind and deaf), or illiterate, they are still due the same level of service as all other residents. The creation of a language access plan would go a long way towards bridging the current communication gap that currently exists between local governments and their constituents' resources to provide for those needs. It is also an obligation of municipalities to create accessible documents for the public. Whether a resident is a non-English speaker (or limited English-Proficient), blind, deaf (or blind and deaf), or illiterate, they are still due the same level of service as all other residents. The creation of a language access plan would go a long way towards bridging the current communication gap that currently exists between local governments and their constituents.

Learning Outcomes

The Borough expects to learn more about federal regulations governing language access, including the Americans with Disabilities Act and Title VI of the Civil Rights Act of 1964, as well as the resources available to meet the needs of constituents within our region. Additionally, the Borough expects to learn behavioral and procedural changes that can be made to better communicate with its residents to improve service and connectedness.

Why this Placement Site?

Providing better access is critical to all municipalities, but our community seeks to be a leader in this area. Our Council is dedicated to making all residents feel included and welcome in the activities of the borough. Further, the community itself identified language-access as an area of need during the Strategic Planning Process. With both elected and resident support for the issue, we are confident that the will exists to take this project seriously and to make the results available to other municipalities.



Storm Sewer Mapping Project

Peters Township
610 East McMurray Rd
McMurray, PA 15317

Overall Goals

The storm sewer system, owned and operated by Peters Township, is currently mapped in an ESRI ArcGIS environment and is integrated into the Township's GIS system. This was initially mapped back in 1981 by the Township's consulting engineer and the paper maps that were produced at that time were eventually digitized electronically and transferred to the GIS system. While the Township has endeavored to keep the mapping current, over the years Township Staff has noted significant inaccuracies, missing sections of data, and other anomalies in the mapping. The goal of this project is to increase the accuracy and completeness of our storm sewer mapping by having an intern collect data in the field with Trimble GPS device/Arc Collector and then add the collected data to our GIS system. After the data is updated and mapped, the intern will assist with the creation of a numbering/ID system to identify each structure (manhole, inlet, headwall) in the storm sewer network.

Community Impact

The increased accuracy and completeness of our storm sewer mapping will have many community benefits. Peters Township's storm sewer mapping is referenced daily by the Planning, Engineering, and Public Works departments. It is a vital (and required) component of the Township's MS4 Permit, necessary to the PWD to accurately complete PA One-Calls, critical to assisting in the solution of drainage issues, and an essential tool to tracking the condition of the Township's buried assets. Having an intern dedicated to the task of upgrading our mapping will help reduce engineering fees, thus saving the community money, and, will also free up Township Staff to attend to other essential duties.

Learning Outcomes

It is anticipated that the selected intern's field of study will be of the GIS/Geography/Cartography/Urban Planning/Civil Engineering nature. During this internship they will be working with technology and concepts directly related to their field, namely, data collection hardware, GIS software, and mapping conventions/standards. We anticipate that this intern will not only interact with Township Staff, but, will be interfacing with our consulting engineering firm to complete this project. The intern will thus get a preview both public and private sector work environments. This will be of benefit in deciding a career path after college.

Why this Placement Site?

Peters Township is a vibrant, rapidly growing community in the South Hills of Pittsburgh. During this project, the intern will have the benefit of working directly under the supervision of the Director of Engineering, a licensed professional engineer in the State of Pennsylvania. An experience of this nature is highly desirable and will certainly qualify as relevant work experience to any technically-oriented future employer. The intern will be able to apply things learned in the classroom to a real-world situation which can become part of his/her resume to present to future prospective employers.



Attendance at selected staff meetings and attendance at public meetings will give the intern a feel for how local government operates and how the political process develops at the local level. Because this internship will involve extensive collection of field data, the intern must possess a valid driver's license. All equipment, including a vehicle, will be supplied by Peters Township.



Code Enforcement Program

Munhall Borough
1900 West St
Munhall, PA 15120

Overall Goals

The Borough of Munhall has an active Code Enforcement Department which is seeking to transition to a new information system. This information system will allow for a higher level of code enforcement service, planning and analysis for the Borough of Munhall. Transition to this database system will allow Munhall to work with Steel Rivers COG to examine violations and enforcement activities in a geographic information system.

Community Impact

It is clearly documented that a robust code enforcement program is a key service for communities. It is also well documented that without adequate code enforcement, particularly enforcement of property maintenance codes, blight can quickly grow. Furthermore, blighted properties not only pose a health and safety risk for communities but that they are costly for municipalities because blighted properties reduce property values and command more local government services - police, fire, public works, etc.

Learning Outcomes

Transitioning to a modern information system is a great need for many regional municipalities. The student will be an integral part of the transition for the Borough of Munhall and have an opportunity to help create a new process for documentation. Additionally, the student will work with Munhall Borough and SRCOG to analyze recent code enforcement data and produce GIS maps of this activity. Much of the recent work of the SRCOG has been about blight mitigation, land banking, and community revitalization therefore, the student will have the opportunity to help determine how to support data-driven decisions in those areas within the Borough of Munhall.

Why this Placement Site?

The Borough of Munhall is a mid-sized inner ring suburb just outside the City of Pittsburgh in the Mon Valley region of Allegheny County. It has a small and cohesive staff who are excited to welcome a summer intern. Munhall is a regular participant in LGA programming and several local elected officials have attended the NEOC. Munhall Borough shares LGAs commitment to the Pillars of Good Government and this current initiative demonstrates the goal to continue to leverage technology for better decision making.



Social Media Coordinator and Marketing Liaison

Steel Rivers Council of Governments
1705 Maple Street, Suite 100
Homestead, PA 15120

Overall Goals

The Tri-COG Land Bank (TCLB), staffed by the Steel Rivers Council of Governments was founded in 2017 to transition vacant and blighted properties to productive reuse. Currently, the TCLB does not have a social media presence. The TCLB is currently part of a marketing collaborative with other nonprofits to develop and implement new marketing strategies. The intern's prime responsibility will be to steward the relationship between the TCLB and the collaborative to assist in the development of marketing materials. In addition, the intern will be responsible for establishing and maintaining a social media presence for the organization during the duration of the internship. Other responsibilities will include, updating the TCLB's website, photographing properties, attending community meetings with TCLB staff, attending TCLB Advisory Committee Meetings and Board Meetings, and assisting TCLB staff in administrative tasks.

Community Impact

The TCLB acquires blighted properties and returns them to beneficial reuse. Properties are available to current residents, to-be homeowners, non-profits, investors, and development agencies with countless development opportunities and a clear title. Effective marketing of TCLB programs and opportunities is essential to the work of the organization. Social media and other marketing tools could maximize awareness of available properties allowing TCLB to more quickly transfer properties to responsible owners. The ability to convey the mission and work increases community awareness of TCLB and could also increase partnership opportunities.

Learning Outcomes

As a small and new organization, the internship will provide the opportunity to be innovative and resourceful in many areas. Interns will be an integral part in establishing a social media presence, and assisting in creating marketing materials for the TCLB. In addition to developing and practicing marketing skills, interns will learn about blight, the work of Land Banks, and learn about development at a regional perspective while at the same time being cognizant of individual community's development goals and priorities.

Why this Placement Site?

The TCLB will give an intern the opportunity to be innovative and take initiative to create and implement social media and marketing strategies. TCLB has 29 members and relationships with local governments and nonprofits throughout the region allowing interns to expand their network, learn about different opportunities and develop new relationships.



Intern Engineering & Construction

The Urban Redevelopment Agency of Pittsburgh
200 Ross Street 12th Floor
Pittsburgh, PA 15219

Overall Goals

Enhance performance tracking and MWBE attraction and retention. E&C was identified as the department with the biggest potential impact on increasing MWBE results within the URA. Having a technologically savvy intern that can help coordinate and realize ideas such as a social media campaign to attract MWBE contractors would be immensely helpful. Another important task for an intern would be to better interface with departments such as PLI to take advantage of already established resources such as Contractor databases. Having an intern to assist with performance tracking and incorporating spreadsheets will be immediately effective in conveying the importance and the measurable work that we as a department do.

Technical support to assist staff as we become a more digitized department and rely more heavily on technology. The URA Engineering Department could greatly benefit from the work assistance of an intern, while providing valuable, engaging technical experience for the intern. Much of our work requires technical coordination between local, county, state, and federal agencies, particularly with environmental, water, and code screening, applications, and permitting. Some of the work that our intern can assist with include: GIS-based resource data acquisition; Land Operations Permit with City of Pittsburgh Coordination and follow-up with multi-agency permit applications; Permit closures after project completion; Assisting the E&C department with community outreach activities. Communicating our message more effectively in the community. Preparing power point presentations that will increase our visibility in all Pittsburgh neighborhoods.

Community Impact

The community impact would be immediately recognized from delivering measurable data and a more accurate description of what we do as a department. An intern will help the Engineering and Construction department research communities and the historical presence of the URA within these specific communities. Conducting research and having a better understanding of a historical relationship could better position us to affect these communities positively in the future.

Learning Outcomes

An intern will gain valuable institutional knowledge on public private partnerships and assist with the critical improvements of an evolving department. They can gain operation knowledge of a multi-faceted department and how we impact the URA. Complexity of public funding strategies could be tremendously beneficial in future endeavors, especially in the public realm.

Why this Placement Site?

The E&C department is driven by construction-based initiatives, but we also serve in a support role for all other departments. We interact on every construction project that filters through the URA. This gives



us an immediate opportunity to bring someone in and cross train them on the importance and role of each department. E&C has also been identified as a department that can have the biggest impact on MWBE goals within the URA. The department could benefit on any additional help and resources to achieve these critical goals.



Town of McCandless Sustainability Program

McCandless Township
9955 Grubbs Road
Wexford, PA 15090

Overall Goals

The Town is in the process for applying for the Sustainable PA Community Certification, a voluntary program by Sustainable Pittsburgh and the Pennsylvania Municipal League. As a part of this process, the Town is going to be looking at boosting its sustainability credo (including the writing of a sustainability program/policy, the further implementation of sustainable practices and the construction of a sustainability section on the Town's website).

Community Impact

Certifications such as this can instill a sense of community pride for employees and elected officials, as well as for residents and business owners. These types of certifications are becoming increasingly important for the application of grants – grants which often fund projects that have a direct impact in the local public. Additionally, implementing sustainable practices leads to the real reduction waste and an increase in efficiency.

Learning Outcomes

The intern will get a practical education in policy writing, writing for an internal audience and writing for an external audience (via the Town website and publications). Additionally, the intern will get a view of how a suburban municipality functions by observing and working with other employees and departments past the intern supervisor.

Why this Placement Site?

Although the Town has a fairly large population of 28,000, the administrative staff is relatively small. This will give the intern a chance to interact with different department and employees on a regular basis, and allow them to try their hand at different types of municipal work. Located in the heart of the North Hills, the Town provides an interesting contrast between the new and the old - it is home to undeveloped sites that are ripe for new development as well as older sites that are prime for redevelopment, and it has many lifelong residents and well as many young families who recently have moved in.



Capital and Budget Improvement Plan

Green Tree Borough
10 West Manilla Avenue
Pittsburgh, PA 15220

Overall Goals

Green Tree Borough is one of the most unique Boroughs in Allegheny County. Our Borough is the home of two office parks, hotels, restaurants, local businesses, and approximately 4,900 residents all within 2.1 square miles. The Borough is home to approximately 450 businesses. Commercial property generates 50% of the real estate tax revenue received. The Borough maintains a Standard and Poor Rating of AA+ and is one of only three communities in Allegheny County to establish such a high bond rating. The Borough experiences financial stability because of its reserves and the dedication to fiscal responsibility shared by the Borough Manager, Council, Mayor, and all department administrators. Practicing fiscal responsibility has led to the Borough not increasing real estate tax for seventeen (17) years. The Borough recognizes the fact that there are more and more requirements for proper continued maintenance of all Borough equipment and infrastructure, with an increasing cost to complete such requirements. It is the Borough's intention to not only maintain its financial stability but to also enhance and strengthen that stability as well. To accomplish this goal, the Borough is seeking assistance from an intern who will develop a five (5) year budget and capital improvement plan.

Community Impact

The budget and capital improvement plan will evolve through the intern's ability to analyze current budget revenues and expenditures. The intern will create this plan by reviewing possible reductions to expenditures and increasing revenues, if necessary. The intern will analyze every department's expenditures and make suggestions on what can be reduced or eliminated, while maintaining the highest level of service for the community. The Borough is looking for the intern to propose ways to complete this task and possibly introduce other alternatives for cost savings. The intern will provide the Borough with evaluations to be used as a guide as to what the possibilities are for an increase in real estate tax and fee's and whether or not an increase can be avoided. These evaluations will be conducted on a step by step basis and will be reviewed frequently by the Borough Manager or his designee, for consistency and relevance. The Borough acknowledges that this is a complicated and demanding task. Due to the project's complexities, the Borough staff will provide constant assistance, support, and encouragement to the intern.

Learning Outcomes

This experience will give the intern a direct link between what they have been studying and how it is applicable to the real world, especially local government employment. The intern will be reviewing the budget and by doing so, the intern will gain knowledge and experience of how revenue sources, anticipated projects, and budget allocation all go hand-in-hand. The intern will be provided with an inside look at how departments like the Public Works, Police, Fire, and Library run day-to-day, as well as the policies and decisions implemented by administrator's that ensure the Borough's best interest.



Why this Placement Site?

Green Tree Borough is eager to listen to ideas from interns who are ambitious, dedicated, punctual, and enthusiastic. The intern can use this experience to expand upon their future in local government employment. Interns will be treated like the valued asset they are. New ideas and concepts are encouraged and welcomed.



OneStopPGH Data and Communications Campaign

City of Pittsburgh
200 Ross Street, Floor 2
Pittsburgh, PA 15219

Overall Goals

The PLI LGA summer intern will be responsible for compiling and analyzing survey data and analytics from the Department's website and assisting in outreach efforts to stakeholders. Data will be used to inform and improve current practices and create new content in a variety of mediums in order to more clearly communicate PLI's services and how to navigate them. This project comes at a crucial time, as PLI is launching phase II of OneStopPGH, an online "one-stop-shop" where customers will be able to apply for permits and other development applications online. Phase I of the project allows our business and trade license holders to apply for and renew their licenses online, using technology to provide a greatly improved customer experience. Currently 47% of our website traffic is driven by our permit information pages. We want the content of our website and other public documents that articulate our new online processes to be as clear and easy to navigate as possible.

Clearly communicate goals and functionality of OneStopPGH platform to the general public, elected officials and their staff, and PLI; Evaluate OneStopPGH user experience, and provide feedback and suggestions to supervisors; Evaluate and create reports of data collected in Spring user experience surveys; Write and/or design layout and graphics for communication materials, including social media, to be used to communicate with the general public, elected officials and staff, and PLI customers; Support staff in creation of communication and outreach plan; Assist in addressing general constituent concerns; Research topics pertaining to constituent concerns, such as zoning and building code requirements; Assist with daily OneStopPGH tasks as needed such as user testing and data cleansing.

Community Impact

The core mission of the Department of Permits, Licenses, and Inspections is to ensure public safety and quality of life for all residents of the City of Pittsburgh through enforcement of the building, licensing, and zoning codes. In order to allow for both maximum creativity and life safety, the building code, and our methods of enforcement, can be complex. Customers are more likely to have a positive interaction with the Department through a clear and predictable permitting process that is easy to navigate. A good customer experience means that residents, design professionals, and contractors are more likely to participate in and comply with PLI processes. A transparent process helps to foster a sense of public trust in local government. While many factors come into play in creating a transparent permitting process, open data, materials designed with user experience principles in mind, and strong community outreach are paramount. Those factors aid PLI in educating the public about the benefits of code enforcement and compliance and play a vital part in the roll-out and success of the OneStopPGH platform. The LGA Intern will participate in supporting our efforts and helping to make the ongoing launch of the OneStopPGH platform a success.



Learning Outcomes

Understanding what it takes to launch a public facing service-oriented software system; Learning how to understand, explain, and implement sets of rules and regulations; Developing communication skills needed to succeed in a 21st century workplace; Learning to communicate in a professional manner with the public, often in tense or time sensitive situations; Understanding how to use data to inform decision making; Understanding how to navigate the complexities of government departments and systems; Developing Project management skills.

Why this Placement Site?

Here at PLI, you will find a dedicated staff of public servants who are passionate about their work. We maintain an open and highly collaborative work environment among our different sections, and often must work together to solve complex challenges. Whether your passion is home renovation, engineering, graphic design, data, user experience, city planning, or urban design, you will find that the knowledge and experience you will gain here at the Department of Permits, Licenses, and Inspections will complement the necessary skills needed to succeed in the modern workplace.



MS4 Data Collection, Inspection, and BMP Planning

Shaler Township
300 Wetzel Rd
Glenshaw, PA 15116

Overall Goals

During the past two summers, Shaler Township has worked to build out our storm sewer system mapping through ArcGIS Online. The system's inlets and pipes have been the focus of recent mapping work. Our goals for this year are to continue our mapping efforts by refining the existing pipe and inlet mapping and mapping outfalls in the Township. In addition to updating our system map, Shaler has been inspecting Inlets and Outfalls as required by our MS4 permit. These inspections are an ongoing process and our intent is to utilize this project to help meet our inspection goals as the features are mapped. As our system is further defined during the project, the intern will use the GIS map to aid in identifying opportunities for Best Management Practices projects that will help achieve our Pollution Reduction Plan goals.

Community Impact

As this project is directly tied to our MS4 efforts, it will provide compliance with State and Federal regulations for reducing the pollution and environmental impacts of the municipal storm sewer system. Accurate mapping and up to date inspections of our system benefit our community and our downstream neighbors by improving the water quality of the regional watersheds. Additionally, the mapping produced is used on a daily basis by our Engineer and Department of Public Works as infrastructure projects are planned and executed. Planning for future BMP projects will help to provide cost efficient planning for the Township's budget and construction projects.

Learning Outcomes

The project will offer a combination of office and field work that will expose the intern to multiple aspects of municipal engineering in a hands on environment. The intern will gain experience with infrastructure asset management, construction project planning, coordinating projects with multiple parties, and working with the Online ArcGIS system. Through the involvement of both the Township and our consulting engineer, the intern will also get exposure to both the municipal workplace and the consulting engineer's office.

Why this Placement Site?

The Shaler Township project will offer the intern the experience of working in a large municipality with extensive resources at our disposal. The intern will be actively involved in not just data collection, but the implementation of that data through project planning that will impact the community on a long term basis. The intern will have the opportunity to participate in multiple aspects of our MS4 work and be exposed to the problem solving challenges of working in a built out community.



Jackson Township Public Private Partnership Initiatives

Jackson Township
140 Magill Road
Zelienople, PA 16063

Overall Goals

Jackson Township, Butler County, lies on the I-79 corridor, immediately north of Cranberry Township. The traditionally rural Township has and is experiencing significant residential and commercial growth, beginning in and escalating since 2014. Over the past five years, the Township has undertaken and completed a host of proactive local and regional planning measures including a comprehensive plan, recreation and open space plan, capital improvements plan, traffic impact fees, official map, and zoning ordinance updates. The Township has seeded the incorporation of a nonprofit community development corporation, the Jackson Township CDC, which acts to provide for and sponsor improvements to nascent parks and trails in the Township and also acts as a Neighborhood Improvement District Management Association for Neighborhood Improvement Districts (NID's) used to construct street infrastructure and to extend waterlines to an existing neighborhood in the Township. The Township is currently exploring using the NID model to facilitate construction of a traffic light that minimizes curb cuts and provides access for existing and planned retail and residential units as well as the future location of the local fire department and development community park. A corridor improvement and utility extension project is also planned along the southern SR 19 corridor of the Township, using the same concepts. The Township has also begun to incorporate an authority to facilitate extension of water to underserved portions of the Township by partnering with landowners in the areas to form special rate districts and providing for the financing of such extensions.

The preceding initiatives, while varied in terms of infrastructure, center around the leveraging of private dollars through NID's, special rate districts, and donations and sponsorships to facilitate grass roots community development within the Township. The projects aims to achieve the following overall goals:

1. Develop NID Plans for the SR 19 North Signalization Safety Project to consolidate curb cuts, provide safe access to existing users and the motoring public, and to the planned community park and fire department locations.
2. Develop NID Plans for streetscape enhancements and special rate district for waterline and sewer extensions on the SR 19 South Corridor to promote redevelopment of that gateway area to the Township.
3. Develop a sponsorship program and marketing initiative for the Township's developing park and trail system, to include three municipal parks.

The preceding products will be developed in conjunction with residents and property owners at a neighborhood level, the Jackson Township CDC, Jackson Authority, and the Western Butler County Authority as partners, and will include surveys, maps, and photography to complement the combined legal, planning, and marketing objectives of each.



Community Impact

The initiatives will provide short and long term impacts to encourage redevelopment and economic development of existing sites, provide water to business and residents in need of public water, and enhance transportation safety by providing decreasing curb cuts and providing for an interconnected network of trails to provide alternatives to vehicular travel within the Township. The initiatives will serve to provide for short term recreational improvements while providing for a sponsorship and friends of the park; approach that matches grants and recreation fees with private dollars to develop sustainable recreational development of active and passive recreational opportunities centered around the Township's natural amenities, including the Connoquenessing Creek, adjoining wetlands, and historic nodes including the neighboring boroughs.

Learning Outcomes

The intern will gain exposure to methods of public engagement with a diverse array of residents, businesses, conservation organizations including Wild Waterways and the Connoquenessing Valley Trail Nonprofit. The intern will learn the mechanics of the NID process and creation of special rate districts as a means of facilitating public private partnerships. Depending on the interest and skills of the intern, the intern may further GIS skills, survey skills, and marketing skills. Given that the process is associated with a multi municipal recreation plan and the regional Commodore Perry Regional Trail, the intern will learn and gain exposure to regional planning efforts and the implementation of intergovernmental cooperative planning efforts and agreements.

Why this Placement Site?

The Township is positioned within the path of growth and provides a unique example of the immediate and long term effects of proactive planning efforts, having completing sizable several transportation and recreation projects relative to a Township of just under 5,000 residents. The Township, while experiencing growth, also contains regional historic and natural amenities, including the Connoquenessing Creek and the Mennonite Meetinghouse (on the National Register of Historic Places) The recent and ongoing development in the Township includes park, transportation, and trail development progressing in a manner that an intern may observe them in various stages of development and implementation. The relatively small size of the Township and Township staff will allow for broad hands on experience in the function of local government.



Multi-Municipal Multi-Modal Project Specialist

Quaker Valley Council of Governments
8306 Ohio River Blvd
Pittsburgh, PA 15202

Overall Goals

This exciting project assist QVCOG conduct a Rt 65 Corridor Study in conjunction with the Remaking Cities Institute at Carnegie Mellon University. Regional highway corridors have a tremendous impact on communities that align them, and our project focuses on 4 areas of impact on 19 municipalities: multi-modal transportation and technology (including emerging autonomous vehicle technology), economic development, community design, and multi-jurisdictional decision-making. The Intern working on this project will conduct research, organize community engagement events, and work with diverse teams of elected officials, municipal managers, academics, businesses, and technologists to inform an approach to future intergovernmental cooperation within the corridor. This project helps municipalities to handle the various impacts, and opportunities, presented by the regional highway corridor.

Community Impact

The overall goal of this internship is to mutually benefit the Intern and the QVCOG by successfully completing (1) review and recommendation on multi-municipal decision-making models (2) engage and inform the public on the impacts of the corridor on the lives of citizens. Focusing on multi-municipal decision making, transportation & technology, maximizing the economic benefit of the corridor, and community design/infrastructure will create wide ranging impacts on our community. At a recent kick-off for this project the community expressed interest in topics such as trails, riverfront access, traffic safety, heavy haulers, business development, placemaking, zoning, transit, and autonomous vehicles. What governance can emerge to help to capitalize on the opportunities presented by the highway and diminish the negative impacts? The curious student intern who works with us will be part of figuring that out through their research and civic engagement activities.

Learning Outcomes

Students will attain a range of learning outcomes. In addition to developing their knowledge/expertise in regional decision-making, the intern will gain a greater understanding in municipal management and operations, a user's knowledge of GIS, multi-modal transportation and overall mobility, intergovernmental relations. Our small organization means our intern gain, up-close access to the Board of Directors and direct work with communities.

Why this Placement Site?

Our communities are mixed use and walkable, diverse, and the very kind of places that model and aspire to sustainable development. Our interns are part of our professional team and we treat them as so. We are a small organization so student receives direct supervision and support from the Executive Director and staff. We value and respect the work of Local Government Academy and are committed to providing a student experience that enhances and enriches this very successful program.



Marketing our Main Streets

Beaver County
233 Merchant Street
Ambridge, PA 15003

Overall Goals

As part of Beaver County's Main Street Program, we work with seven (7) low-to-moderate income communities to help revitalize their Main Street Business Districts. Each community has its own Revitalization Organization comprised of community leaders, business owners, non-profit directors and passionate residents. Every year each committee establishes an Action Plan that consists of various activities to promote the community and reduce blight and vacancy. Our Main Street Intern would assist in the implementation of this Action Plan, including: Develop and implement a marketing plan for each community; Assist in creating marketing materials to promote each community and its assets; Increase the online presence for each community and train a committee member on how to effectively use social media to promote their community; Assist in planning and executing community events; Attend monthly meetings for each Local Revitalization Organization; Assist in building a collection of positive stories to promote each community and its businesses; Assist in building capacity and relationships in each Local Revitalization Organization.

Community Impact

Our seven (7) communities were devastated when the steel mills closed. When the mills left, our communities were left with vacant buildings, blighted Main Streets and a lack of hope. While working with our seven Main Street communities, we help assist them in developing an Action Plan that consists of various activities to promote the community and reduce blight and vacancy. We assist in planning community events to bring residents together and attract visitors. We work to attract new businesses to the towns. We work to promote positive stories to change perception. By promoting events and the assets of our communities, we restore pride in its residents and directly contribute to the economic development of our communities.

Learning Outcomes

A working knowledge of how to create and implement marketing plans to promote seven unique communities. Creation and implementation of various strategies to achieve community goals. Knowledge of how government works and insights into the benefits and challenges of working in government. An understanding of what true community engagement is and an opportunity to assist in building capacity in community organizations. Project management experience. Community event planning experience. Build strong connections with business owners, residents, non-profit directors and community leaders.

Why this Placement Site?

While our area is not unique in its struggles, each of our towns is unique in its history and its assets. Our new team member will have the unique advantage of working in seven different communities to help them with their revitalization and marketing efforts. By working with multiple municipalities, you get to



experience various leadership styles, learn how to overcome different issues and build a broader network. Our offices are in a former school building which is also home to a business incubator and coworking space. What does this mean for you? You get to spend your days surrounded by awesome entrepreneurs and business professionals while working to truly have an impact on distressed communities. Collaboration and true team work are the foundation of our organization. Because we are passionate about our communities and the work we do, every single day is rewarding. If you are looking for a boring internship where fetching coffee is your most challenging task, this is not the place for you! Roll up your sleeves and join our team to truly make an impact in these communities!