

2015 POINT BREEZE ORGANIZATION RESIDENT & BUSINESS OWNER SURVEY

Introduction

The Point Breeze Organization (PBO) is an all-volunteer 501(c)(3) non-profit organization. Its mission is to engage residents and businesses to enhance the quality of life in Point Breeze. So that we can do a better job, we ask that you complete this short survey about current (and maybe future) PBO initiatives. We thank you in advance for your feedback and ideas.

Responded: 108

Asked to be contacted: 15

Received reply from the PBO: 15

Volunteered for an activity/event: 2

Q1. PBO organizes and/or supports several community activities & events. The PBO Board would like your help in knowing where to focus our limited resources and funds. Please rate current PBO sponsored activities & events as follows:

| (listed as they occur) | <u>A must activity:</u> make sure to have the needed volunteers and funds (3) | <u>Nice activity:</u> hold if sufficient volunteers and funds to carry it out (2) | <u>Ok activity:</u> continue only if very easy & inexpensive to execute (1) | Total | Weighted Average (out of 3) |
|--|---|---|---|-------|-----------------------------|
| Community Meetings (Feb., Jun., Oct.) | 68.32% 69 | 26.73% 27 | 4.95% 5 | 101 | 2.63 |
| Marathon Cheering Station (May) | 9.52% 10 | 60.00% 63 | 30.48% 32 | 105 | 1.79 |
| National Night Out (Aug.) | 19.42% 20 | 51.46% 53 | 29.13% 30 | 103 | 1.90 |
| Porch Crawl (Aug.) | 13.46% 14 | 54.81% 57 | 31.73% 33 | 104 | 1.82 |
| Neighborhood Yard Sale (Sep.) | 47.66% 51 | 44.86% 48 | 7.48% 8 | 107 | 2.40 |
| Bonfire & Hayride (Oct.) | 49.52% 52 | 38.10% 40 | 12.38% 13 | 105 | 2.37 |
| Light Up Point Breeze (Dec.) | 42.99% 46 | 47.66% 51 | 9.35% 10 | 107 | 2.34 |

Q 2. What suggestions do you have for improving current PBO sponsored activities & events? (grouped by subject matter by the PBO)

| Community Meetings (Feb., June, Oct.) |
|--|
| procedures/content/timing: |
| I care a LOT about our community, but I've never made a single community meeting in the many years we've lived here. |
| Childcare at the meeting would make it easier for us to attend. 6pm start time also would be better. I would like to discuss how the PBO can play a constructive role in the gentrification going on around us (East Liberty and upcoming Larimer and Homewood) to prevent massive displacement of African-Americans. We have the positive example of North Point Breeze and the neighborhood actions to preserve that neighborhood, and its diversity. This could be getting involved in citywide discussions with developers and housing agencies, engage Peduto in an informal discussion as to his vision of gentrification of the East End, interacting with the various CDCs, public education. I spoke to Mary Anne about this at the block party. One simple action might be a clean-up, repainting, lighting of the foot bridge that connects Point Breeze and Homewood. Maybe we could encourage families to use those parks and the public library more as a walk able destination. |
| Quality speakers and programs on topics of interest |
| The spring meeting was very informative, appreciate hearing from PBO officers, police update, 9 Mile Run and Homewood Historical Fund |
| Try to keep the meetings within 1.5 hours. Maybe ask police, Councilpeople, etc. to plan to stick around afterwards, so if anyone has questions or comments for them they can address the officers or city officials then, and not take up so much time during the meeting itself. Or, possibly have one (or two) meetings per year specifically run by the various committees -- focusing on public safety/ traffic, events, beautification, etc. -- so those things don't take up so much time at the regular public PBO meetings. |
| Community meetings have a stigma that I'm not sure will be possible to shake. I would only participate if there were a clear agenda that I could know beforehand and means of participating that felt meaningful, with actual follow-through. |
| Make sure that our council rep is on hand for the meeting. |
| The meetings are informative and the topics covered are interesting, they run too darn long though. |
| Keep to one hour max |
| Community website & news and events are great, maybe large meeting only once or twice a year. |
| 2 TIMES A YEAR |
| More frequent |
| communications/publicity |
| Email agenda prior to meeting |
| Advance notice so I can get a sitter |
| Advertise more on Facebook and further in advance! |
| Better publicity to residents |

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|---|
| Didn't know these existed |
| I think more publicity is needed for all events. Most of the time I don't hear about it until the day of the event. I'm on the email list and Facebook sites. |
| More info on topics before the meetings. |
| Marathon Cheering Station (May) |
| <i>compliments</i> |
| (have yet to attend one but it's so important, i'd see these as the backbone of a strong community organization) |
| Good, they just happen to be scheduled when I am out of town. On Oct 6, I will be in Minnesota for work & will miss another. |
| The runners appreciate neighborhoods that support them. |
| <i>procedures/content/timing:</i> |
| Call for volunteers and signs for point breeze runners |
| Create signs for the Point Breeze residents running the marathon. |
| Invite Pt Breeze agencies/orgs (churches, etc) to join forces for marathon presence, would increase volunteer pool and create stronger presence at the Marathon |
| Lots of people set up their own sponsored or informal marathon cheering sections. It would be great if this were coordinated so that the stations are spread out more and not so conflicting in terms of sound/performances. I'd be happy to DJ this! |
| We actually cheer at S. Lang and Penn so have not made it to the station. |
| I live on S. Linden and we have a decent turn out at the end of our street. Maybe a couple people on each street could organize a cheering station so that Penn Ave is full with people. I would be happy to promote it on our street. |
| Move to Penn and Dallas intersection |
| <i>communications/publicity</i> |
| Better publicity to residents |
| More likely to run than cheer |
| National Night Out (Aug.) |
| <i>compliments</i> |
| Great event |
| This was a great meeting! |
| More food or pot luck |
| <i>procedures/content/timing:</i> |
| Acknowledge those blocks |
| Individual presentation stations, where actual informative presentations are given. (I.e. Top 10 way to keep your home safe) |
| Let me know how I can help or participate: kids crafts or something |
| See "Neighborhood Yard Sale." I'd like if this were coordinated in advance, with people given ample time to plan, communicate back about their plans, and for all of those plans to be shared out back with the community. Having it concentrated in just one area doesn't do much to spur people to strengthen their sense of community and walk about after dark. |
| <i>communications/publicity</i> |
| Better publicity to residents |
| Didn't know about it |

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| I didn't know about this one |
| More publicity. |
| Better publicity, better snacks |
| Move to May (away from Porch crawl date) |
| We are away in early August |
| Porch Crawl (Aug.) |
| <i>procedures/content/timing:</i> |
| Provide more information about what each porch can do/supply. Stagger the neighborhood by section so that everyone can see porches AND showcase their own. |
| I feel like National Night Out makes this redundant. |
| Too close to national night out. Hard to host and crawl at the same time... |
| Move up in summer so not so close to NNO |
| While there are advantages to have the porch crawl during National Night Out, if they are in the same short span of time (as was the case this week), those of us on vacation for that one week miss both. |
| Offer on a quarterly basis |
| We are away in early August |
| <i>communications/publicity</i> |
| Better publicity to residents |
| Didn't know about it |
| I didn't know about this one, either |
| More publicity. |
| Neighborhood Yard Sale (Sep.) |
| <i>compliments</i> |
| Always seems to be a success |
| This is also great |
| <i>procedures/content/timing:</i> |
| Encourage those with off street parking to use that parking during the neighborhood yard sale to allow potential shoppers to park easily on the streets |
| Have you ever considered doing this as a "one-stop" type of event? Like the Neighborhood Flea in the Strip? Maybe we could use Sterrett's or St. Bede's parking lots or fields (or close down a block like National Night Out) and have people have tables at the one centralized location, rather than have the sales spread out among various houses. Maybe local crafts people, artists, and artisans would want to participate then, too, so it could be more of a quasi Yard Sale/ Arts Fest? |
| Make this more coordinated like the Regent Square yard sale. Include a Google map that people can submit their addresses and description of items sold to, so that people can go "paperless." |
| Maybe have one central location (i.e. Sterrett) for those of us who don't have enough items to do our own sale. |
| More volunteers |
| Add another date or move the yard sale to spring |
| Schedule in fall |
| <i>communications/publicity</i> |
| Online listings of blocks where people are participating |

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| Advertise on craigslist |
| More advertising |
| This is the only event that seems well marketed to residents. |
| Bonfire & Hayride (Oct.) |
| <i>compliments</i> |
| Great community event |
| Love it! Why didn't it happen last year |
| Love this event - it's our favorite. |
| This is also a good event. |
| <i>procedures/content/timing:</i> |
| I've offered to volunteer several times but no one ever asks for help. |
| Not environmentally sound. Find alternative. |
| Pumpkin and apple fest |
| Would love to help |
| More lights in the area so parents can keep track of kids |
| Advertise earlier. I made a different commitment, and need to miss most of it this year. |
| <i>communications/publicity</i> |
| Better publicity |
| Better publicity to residents |
| We didn't get the email in 2013 and just caught the tail end. It looked like a blast! |
| Always concern for safety /liability |
| I've always assumed this was for families with children, so I avoid it each year. |
| Light Up Point Breeze (Dec.) |
| <i>compliments</i> |
| This is one of our favorites. Glad it's back. |
| This was a fun event last year despite the rainy weather. Hope it gets tried again and gets a larger turnout. |
| <i>procedures/content/timing:</i> |
| All white Lights that cover Reynolds overhead, similar to Walnut Street's would look amazing. |
| Have fundraising item available (e.g., poinsettias, PBO magnets or tote bags) |
| Hot chocolate! |
| Lots of people are now using "Malibu lights": solar powered porch lights. Cheap at you local store. |
| Loved when we had fires and caroling and the carriage |
| Map of Christmas lights/decorations in the neighborhood |
| More lights if possible? Maybe some Carole's/holiday music? |
| I have not made it yet as I think it is after work. Maybe do on a Friday, Saturday, Sunday evening and combine with an open house at Point Brugge?? |
| <i>communications/publicity</i> |
| Better publicity to residents |
| Haven't been to it so not sure. More publicity would be good. |
| I was not aware that this was a thing. |

Q3. Please suggest new PBO event(s). (grouped by subject matter by the PBO)

| New Events |
|--|
| None |
| adult oriented |
| Adults only event |
| Anything for +55 yrs residents |
| It would be great if there were more late night, adult-oriented events--especially because we are getting more young adults moving into the area. You could call it Point Break! I am a DJ and would enjoy giving something like this a try. You could partner with The Room Upstairs or the Mine Factory. |
| While I raised my children here and appreciate the important of a family-friendly neighborhood, there is also something to be said for having some kind of adult only or adult focused event from time to time - a happy hour perhaps? There are many younger singles or younger couples (plus lots of us post-launch-of-kids couples) who would enjoy an adults only gathering from time to time. |
| arts/music |
| Music on the corner. Pop up classical concert |
| Artist/Gallery Crawl |
| I made it market or craft fair one day on reynolds, music etc |
| PBO Artists show case |
| Point breeze night market |
| Little Free Libraries |
| something centered around the Little Free Libraries |
| More contests (submit photos of funniest lawn ornament, etc.) on Facebook |
| child & pet oriented |
| A Willard St. soap box derby - maybe on national night out |
| Early September neighborhood playdate and listserve for families with young children; listing of babysitters in the neighborhood. |
| Kids night out - nature hikes or the like? |
| Pet and bike (kids) parade around Point Breeze business district (4th July, Memorial day, something similar) |
| (Friendly) Dog Parade |
| community building |
| Block parties. |
| Block party |
| Neighborhood Block Block |
| Neighborhood Block Party(ies) |
| Community Block Party or Spring/Summer picnic |
| Some sort of gear for more local block party events e.g. tents, bbqs |
| Discussed shared equipment for all neighbors (neighborhood pickup truck, ladders, etc.) |
| I think building on the existing events would be great. Christmas decorating contest to go along with the light up night. Make the bonfire more of a Point Breeze Community day. I just went to the Edgewood Community day and it was pretty nice. They had a lot of booths and community involvement. |

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| Cocktails and Community networking/sign-up event to get neighbors involved in community organizations, schools in the area etc together. |
| Beat the winter blues party in late February |
| Keep the 2 traditions strong: bonfire and light up |
| PBO-sponsored outreach to our counterparts in Homewood maybe around vegetable gardening, or cooking, or activities for young children. |
| Skill sharing activities |
| Tool lending library |
| Tool sharing program |
| Annual help-your-neighbor day? |
| Anything for newcomers? |
| <i>food/drink</i> |
| Ice cream social |
| Wine tastings |
| Food truck night! What if it were 1x/ month (for example 2nd friday each month) |
| Friendship does a progressive dinner that has a big following. |
| Progressive dinners |
| PBO Cooks a taste of the Neighborhood |
| We have so much green space how about a picnic? |
| <i>health/recreation/nature</i> |
| Hike in the park spring fall and winter |
| Segway tours |
| Neighborhood road/park race (like Run Around the Square) |
| Pollinator-friendly gardens per Penn State Co-op Ext. |
| <i>history/architecture</i> |
| Activities that highlight the history of the neighborhood or PBZ night at First Friday or block parties for the neighborhood hosted by a street |
| I would love to hear a talk on the history of the mid-century moderns of Point Breeze (maybe Mary Brignano?) |
| House tours |
| <i>neighborhood improvement</i> |
| Beautify point breeze- pick up garbage, paint, etc. |
| Community clean up day in the spring? |
| Pick up litter day? |
| Neighborhood Spring Cleaning Yard Sale |
| New Year's Eve luminaries lining the sidewalks and street |
| <i>public safety</i> |
| Why aren't there listings of crimes in the area or police bulletins or updates on a regular basis? |

Q4. PBO holds 3 community meetings per year focusing on special topics. Please suggest topics for future meetings (even if it's to repeat past topics). (grouped by subject matter by the PBO)

| Topics |
|--|
| <i>children-oriented</i> |
| Halloween activities |
| Point breeze kid volunteer days (clean up, garden, care for elderly neighbor |
| Lemonade stand tour |
| Halloween activities. What is each block doing? Should we set up hot chocolate stands, etc? |
| <i>community building/involvement</i> |
| Focus on Point Breeze, I'm not interested in hearing about affordable housing in Lincoln-Larimer. |
| Sharing equipment (pickup trucks, tools, etc) |
| Summer kickoff--ice cream social |
| 2016 events and volunteer/chair outreach |
| Opportunities to volunteer or get more involved (bc some folks have more time in the summer!) |
| <i>government & schools</i> |
| public education |
| Is there anything we can do at the neighborhood level about property tax assessment and making it more comparable across properties on the same street? |
| Public parks |
| <i>nature & environment</i> |
| Let's hear from the new solar homeowners in Pt Breeze |
| Pollinator Friendly Gardens (PSU Co-op Ext. speaker) |
| Spring is coming--native plants, water gardens, etc. |
| City repairs to hardscape using porous pavers |
| RAINWATER CONTROL, EVEN 25 MI IS TOO FAST FOR SOME AREAS WITH PARKED CARS |
| <i>neighborhood development</i> |
| Planning and local developments |
| Discussion with Peduto about gentrification of the East End of Pittsburgh and what we can do to help make it more equitable. |
| DEVELOPMENT PLANS IN THE AREA |
| Stats on the breeze- rental vs single family, crime stats etc |
| zoning |
| Public transportation |
| <i>neighborhood improvements</i> |
| Environment and Beautification. Think about projects we could begin when the weather gets better (community clean-up, graffiti removal, maybe planting flowers around the neighborhood?). Also mention solar power sources/ Solarize Allegheny progress. |
| Point Breeze farmer's market, maybe organized by Maggie? |

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| Neighborhood cleanliness and beautification |
| <i>pet oriented</i> |
| We need a meeting to create a committee, dedicated to reducing the number of off leash dogs in Frick Park. The goal of the committee would be to work with the local representatives, put up more signs, etc. The safety of our children and dogs on leash, are at stake. |
| Animals -- have someone from Animal Care & Control, one of the shelters, etc. come to address animal issues (spay/ neuter programs, microchipping, feral cats, etc.) |
| <i>public safety/car-related</i> |
| Bike/ Pedestrian Safety (maybe coordinate with someone from Bike Pittsburgh?) since this is getting into the time of year when more folks are out biking, walking, etc. |
| Parking/traffic |
| SPEED LIMIT CONTROL |
| Impact of increasing bus and family traffic at PGH Linden K-5 and parking of full time faculty and stuff resulting safety issue; emergency vehicle not able to pass |
| Safety school kids/pedestrians enforcement speeding |
| <i>public safety/security</i> |
| Community policing |
| Security in neighborhood |
| Crime |
| Policeman patrol on foot or bike |
| <i>public safety/winter</i> |
| How to encourage more consistent sidewalk snow removal |
| Keeping sidewalks clear, helping each other clear corners, etc of snow. |
| Walkway clearing mandates |
| Winter sidewalks |
| <i>misc.</i> |
| I confess I have never been to [a community meeting] - I am hoping I get a reminder for those in the future. |
| I never can make it because I'm a GS troop leader and have schedule conflicts |
| So I'd like to participate in ones you had that I couldn't attend |

Q 5. On a scale of 5 (very likely) to 1 (never), please rate how likely you are or would be to learn about community events from the various forms of PBO communications:

| (listed highest to lowest rating) | 5 very likely | 4 decent chance | 3 possibly | 2 unlikely | 1 never | Total | Weighted Average (out of 5) |
|---|------------------------------|--------------------------------|-----------------------|-----------------------|---------------------|--------------|--|
| PBO Email List (via pointbreezepgh@gmail.com) | 70.10% 68 | 20.62% 20 | 5.15% 5 | 3.09% 3 | 1.03% 1 | 97 | 4.56 |
| Posted signs in neighborhood (stores, poles, etc.) | 26.04% 25 | 32.29% 31 | 31.25% 30 | 8.33% 8 | 2.08% 2 | 96 | 3.72 |
| PBO Website (www.pointbreezepgh.org) | 25.77% 25 | 35.05% 34 | 20.62% 20 | 16.49% 16 | 2.06% 2 | 97 | 3.66 |
| PBO Facebook page (www.facebook.com/PBZOrg) | 29.90% 29 | 22.68% 22 | 10.31% 10 | 16.49% 16 | 20.62% 20 | 97 | 3.25 |
| Nextdoor Point Breeze (pointbreeze.nextdoor.com) | 25.81% 24 | 18.28% 17 | 16.13% 15 | 16.13% 15 | 23.66% 22 | 93 | 3.06 |
| Printed newsletter (not currently available due to cost & time requirements) | 16.13% 15 | 11.83% 11 | 30.11% 28 | 20.43% 19 | 21.51% 20 | 93 | 2.81 |
| PBO Twitter (@PointBreezePGH) | 11.11% 10 | 11.11% 10 | 12.22% 11 | 14.44% 13 | 51.11% 46 | 90 | 2.17 |
| PBO Instagram (instagram.com/pointbreezepgh) | 3.30% 3 | 14.29% 13 | 6.59% 6 | 18.68% 17 | 57.14% 52 | 91 | 1.88 |

| Other |
|---|
| Is there any way to make folks who are new to the neighborhood more aware of all of these resources? I was only aware of the FB page! |
| Can we start advertising more in the free Shady Avenue and/ or Squirrel Hill magazines? |
| Online newsletter, not printed, seems more effective. |
| Text messages |
| Though I would read a printed newspaper if it was there, I don't think the expense is really worth it |
| Word of mouth |

Q6. What else should we have asked about in this survey or include in a future one?
(grouped by subject matter by the PBO)

| Suggested survey questions |
|---|
| <i>compliments</i> |
| I think you've done great job in covering issues |
| Nope...just keep up the good work! |
| <i>communications/publicity</i> |
| What works/doesn't on Next door point Breeze website. |
| I had never heard about porch crawl or Nextdoor pointbreeze |
| <i>community building/involvement</i> |
| I think it would be good to have some community get together to mingle and meet some neighbors. Especially when the weather is colder and you're unable to be outside. |
| If there would be interest in compiling a Point Breeze directory. |
| Add the question: Would you like to get involved with PBO events? If so, please enter your information. |
| How to get more people involved in the organization. |
| I'm just learning about PBO from neighbors. I guess members should spread the word about getting involved. |
| Maybe asking what might be holding people back from getting more involved. I know for me, I would love to take a more active role in the neighborhood, but I often find out about opportunities way too late. |
| Name of folks who want to be involved. |
| What I could do to help. Tell me the web address. |
| Would you be willing to volunteer? |
| <i>government</i> |
| I like the contact with the city representatives at the meetings. |
| <i>neighborhood development</i> |
| Address the geographic boundaries of the NEIGHBORHOOD of point breeze...for public clarity |
| How increasing development on Penn will impact point breeze traffic patterns as pass through zones/interest in working with traffic dept in discouraging |
| <i>public safety</i> |
| Updates on parking, speeding, crime |
| Questions about safety issues |
| Do we really need constant updates about the condition of injured rodents in Frick Park? That went on way too long... |
| Interest in online buy/ sell/wanted or as part of the newsletter |

Q7. Please feel free to send us any suggestions or comments about the Point Breeze Organization and its activities, events & publications. (grouped by subject matter by the PBO)

| Suggestion/Comments |
|--|
| <i>compliments</i> |
| keep up the good work |
| Thank you and keep up the great work! |
| thanks for setting this up and making it work! |
| <i>communications/publicity</i> |
| Electronic outreach seems to be working great, and even if I don't participate in events, I feel that PBO keeps us connected |
| How can I get included as a business... I'm a local business and resident but never seem to get notices or invitations to participate in anything other than the yard sale... In spite of having been involved in the past. It does nothing to make me feel welcome in or supportive of my own community. |
| Will do! |
| <i>events</i> |
| Love the bonfire, but skip the big fire and provide a small charcoal fire for roasting marshmallows. The big fire is not eco-friendly |
| I am not available on Tuesday nights. I would be more likely to attend the community meetings on another night. |
| Quick idea -- could we maybe arrange for a neighborhood/ group tour of Homewood Cemetery? I think this would be a fun way to not only learn more about some aspects of Point Breeze history, but a good way for neighbors to interact and meet one another (and be active while walking around together)! Maybe a fall foliage walk would be nice? Or if that's too soon to plan, a walk when the weather gets nicer (but before it gets TOO hot) in the spring. |
| <i>community building</i> |
| What else can we do to knit North and South Point Breeze together? So we are more racially integrated? |
| <i>public safety</i> |
| Aspinwall has a community phone system (not sure who runs it, maybe police?) That alerts them on break ins, water line breaks, etc. That would be great to have for PB |
| Discussions regarding safety suggestions/ improvements. We need a crosswalk on Reynolds between Gettysburg and Hastings. None now. We need a stop sign at Reynolds and Gettysburg and at Beechwood and Reynolds . The "over the hill" part of Point Breeze has gone through many recent changes. |

I mentioned this earlier in the form, but perhaps this was the appropriate space for the suggestion. I'd love to see the PBO, with volunteers, take an active stance in reducing the Laissez Faire attitude of off leash dog owners in Frick Park. I have seen on leash dogs attacked, children charged, and missing dog posters regularly. By the time animal control is called, the dog and owner are no where in sight. It's a huge park. We need to do something before someone (human or canine) gets seriously hurt. A dedicated group to put up more signs, as well as work with the local councilman and park authorities to monitor adherence to leash LAWS, and even create more open off leash spaces, will go a long way. I have spoken to many great PBZ residents who have told me they bought their house because of Frick Park, and now can't utilize this amazing amenity, due to having small children and off leash dogs EVERYWHERE. Anything the PBO can do is better than nothing. Please do the right thing. It will be the best thing the PBO ever accomplished.

misc.

I will try to do some mapping of Point Breeze data here at CCAC in my GIS program.