An Atlas of the East Hills Neighborhood
of Pittsburgh 1977

EAST HILLS

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PITTSBURGH NEIGHBORHOOD ATLAS

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SUPPORTIVE INSTITUTIONS

Pittsburgh Neighborhood Alliance
Center for Urban Research of the Univ. of Pgh.
School of Social Work of the Univ. of Pgh.
Architect Workshop
City Council of the City of Pgh.
Allegheny County Department of Elections
ACTION-Housing, Inc.
Department of City Planning of the City of Pgh.
Southwestern Penna. Regional Planning Commission
ACTION-Vista (Volunteers in Service to America)
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Initiated by the PITTSBURGH NEIGHBORHOOD ALLIANCE

INTRODUCTION

The Pittsburgh Neighborhood Alliance was formed in 1969 by a number of neighborhood organizations that were concerned with improving the city's neighborhoods and their relations with city government. The members of the Alliance recognized that in order to negotiate effectively with city government about such major concerns as public service needs, capital improvements and transportation, it was necessary to obtain accurate, up-to-date information about the neighborhoods. Unfortunately, this information was not available.

To remedy this situation, the Alliance developed its Pittsburgh Neighborhood Atlas project. First, the boundaries of the city's neighborhoods had to be determined. The Pittsburgh Neighborhood Atlas asked people attending community meetings to name and describe the boundaries of the neighborhoods in which they lived. This information was also provided by an Atlas-initiated survey. Responses from every voting district of the city were analyzed to assure citizen involvement at the neighborhood level. Seventy-eight neighborhoods were thus identified, each made up of one or more whole voting districts in order to comply with provisions in Pittsburgh's home rule charter relating to the election of community advisory boards.

The Atlas then gathered a body of useful and up-to-date information for every neighborhood. It is the beginning of a neighborhood information system that more closely reflects neighborhood boundaries as defined by residents instead of by public officials. In the past, statistics about sections of the city have been based on information published for relatively large areas such as census tracts. For the atlas, much of the material describing neighborhood characteristics came from figures compiled for smaller areas: voting districts or census blocks. As a result, detailed information is now available for neighborhoods whose boundaries differ substantially from census tract boundaries.

The information in this atlas provides an insight into current neighborhood conditions and the direction in which the neighborhood is moving. The best indicators showing the health of the neighborhood are provided by citizen satisfaction with the neighborhood, and changes in residential real estate transaction prices. Comparison of these statistics to those for the entire city provide a basis to begin understanding issues of neighborhood stability. In the years to come, as additional data are gathered for each of these indicators, trends will become more obvious.

It is important to recognize that neighborhood change is a complex process and that one indicator by itself may not be useful. Neighborhoods may be healthy regardless of their level of income, and therefore income-related statistics may not be useful guides by themselves. Neighborhoods must be viewed over time in terms of relative changes compared to the city as a whole, and any analysis of neighborhood conditions must focus upon all of the data in order to provide a comprehensive understanding.

To learn about specific sections of the neighborhood, figures by individual voting district or census tract may be obtained. Additional information on the neighborhood or the information system is available through the Center for Urban Research of the University of Pittsburgh, which has made an outstanding contribution to the development of this atlas.

NEIGHBORHOOD DESCRIPTION

  East Hills is approximately 6.6 miles east of downtown. It is estimated to be 133.4 acres in size, containing 0.4% of the city's land and 0.4% of its 1974 population. The voting district in the neighborhood is #17, Ward 13. (See Appendix for a listing of the neighborhood's census tracts.)

NEIGHBORHOOD HISTORY
EAST HILLS

East Hills was a vacant area until its purchase by ACTION-Housing, Inc. in the early 1960's.

Residential development in the neighborhood falls into three phases. East Hills Park was developed by ACTION-Housing initially. It contains 187 non-subsidized, individually owned townhouses and 91 subsidized rental units for moderate income rental households. East Hills II, completed in 1969, contains 326 townhouses and apartments renting to families with incomes ranging from $7,000 to $9,000. The third phase, East Hills III, was completed in 1972, contains 140 subsidized units, and was converted from a rental project to a cooperative, owned by the residents, in 1975.

EAST HILLS
SUMMARY STATISTICS

	Neighborhood	Pittsburgh
Population (1974)	1,823	479,276
% Change (1970-1974)	-15%	-8%
% Black population (1970)	67%	20%
Housing units (1974)	663	166,625
% Vacant	15%	6%
% Owner-occupied housing units (1970)	36%	50%
Average sales price of owner-occupied dwellings (1975)	$20,568	$23,518
% Residential real estate transactions with mortgages provided by financial institutions (1975)	44%	59%
Crime rate (1975)	0.072	0.053
% Satisfied with neighborhood (1976)	42%	41%
Major neighborhood problems (1976)	Burglary Stray dogs Vandalism	Poor roads Dog litter Burglary

CITIZEN SURVEY

The purpose of the citizen survey was to obtain attitudes about the quality of the neighborhood environment. Citizens were asked to respond to questions concerning the neighborhood as a whole, neighborhood problems, and public services. The attitudinal data, heretofore not available, are key indicators of the relative health of the neighborhood. By specifying neighborhood problems or public service needs, the information may be a useful guide for public investment or service delivery decisions.

The city-wide survey was mailed to a randomly selected sample of registered voters. Of approximately 35,000 households contacted, 9,767 responded. The sample provides a 5% response rate for each of the city's 423 voting districts. (See Appendix for a profile of the respondents as well as for statistics on voter registration.)

I. Neighborhood Satisfaction

        East Hills residents are generally more satisfied with their neigh-borhood than residents city-wide. Table 1 shows that 42% of the citizens responding to the survey were satisfied with their neighborhood compared to 41% in all city neighborhoods. When asked to state whether the neighborhood is better or worse than two years ago, 6% said that it was better which was less than the city-wide response of 12%. Given the opportunity to move from the neighborhood, 40% said they would continue to live there compared to a response of 45% for the city as a whole. The responses to these satisfaction questions indicate a mixed attitude of residents toward their neighborhood compared to citizens city-wide.

TABLE 1

Neighborhood Satisfaction
East Hills

Question 1: Generally, how satisfied are you with conditions in the neighborhood?

	Satisfied (%)	Dissatisfied (%)	Neither (%)
East Hills	42	38	15
All neighborhoods	41	37	21

Question 2: Do you think this neighborhood has gotten better or worse over the past two years?

	Better (%)	Worse (%)	Not Changed (%)
East Hills	6	50	42
All neighborhoods	12	49	36

Question 3: If you had your choice of where to live, would you continue living in this neighborhood?

	Yes (%)	No (%)	Not Sure (%)
East Hills	40	44	13
All neighborhoods	45	32	18

SOURCE: Citizen Survey, 1976.

NOTE: The percent responses to each question do not add up to 100%. The difference is accounted for by the following: "don't know", "unable to evaluate", or no answer.

II. Neighborhood Problems

In order to identify specific neighborhood problems, residents were asked to consider twelve problems usually associated with urban communities and rate them for the neighborhood. Table 2 compares the problem ratings of the respondents from East Hills to those from all city neighborhoods. Areas of particular concern for the neighborhood include burglary, vandalism, and stray dogs.

III. Satisfaction with Public Services

Table 3 shows the satisfaction of East Hills residents with their public services and compares the responses to data for all city neighborhoods. City-wide, residents are least satisfied with street and alley maintenance. East Hills residents are more satisfied with respect to garbage collection and the sewage system, and less satisfied with respect to street and alley maintenance, and public transportation.

The Citizen Survey also asked the respondents to list the services with which they were the least satisfied and to explain the reasons for their dissatisfaction. Residents from East Hills gave the greatest number of reasons for dissatisfaction to the services listed below. Included is a summary of the major reasons for their dissatisfaction.

1. Public transportation: Need for more efficient transportation system; need better bus scheduling.

2. Street and alley maintenance: Poor maintenance; need better street repair program; problems with potholes.

TABLE 2

Neighborhood Problems
East Hills

Problem Category	Problem Rating - Percent Response		
	Not a Problem	Minor or Moderate	Big or Very Serious
Unsafe streets			
East Hills	31	35	21
All neighborhoods	25	45	21
Vandalism			
East Hills	13	42	31
All neighborhoods	13	49	28
Rats			
East Hills	33	33	13
All neighborhoods	34	33	12
Burglary			
East Hills	6	35	38
All neighborhoods	14	44	29
Poor roads			
East Hills	29	33	25
All neighborhoods	17	41	33
Trash and litter			
East Hills	27	44	17
All neighborhoods	27	41	24
Vacant buildings			
East Hills	58	17	2
All neighborhoods	49	24	13
Undesirable people moving into the neighborhood			
East Hills	25	25	27
All neighborhoods	42	28	15
Stray dogs			
East Hills	17	36	38
All neighborhoods	25	38	18
Dog litter			
East Hills	21	42	23
All neighborhoods	21	38	32

SOURCE: Citizen Survey, 1976.

NOTE: The percent responses to each question do not add up to 100%. The difference is accounted for by the following: "don't know", "unable to evaluate", or no answer. The problem categories of alcoholism and drug abuse are not included in the table because the response rates to these questions were low.

TABLE 3

Satisfaction with Public Services
East Hills

Service	Percent Response		
	Satisfied	Neither	Dissatisfied
Parks and Recreation			
East Hills	40	15	25
All neighborhoods	51	15	23
Schools			
East Hills	42	19	13
All neighborhoods	46	12	21
Street maintenance			
East Hills	33	13	46
All neighborhoods	32	15	49
Alley maintenance			
East Hills	27	6	25
All neighborhoods	20	13	39
Garbage collection			
East Hills	83	6	4
All neighborhoods	74	10	13
Police			
East Hills	42	17	29
All neighborhoods	51	17	23
Public transportation			
East Hills	38	19	31
All neighborhoods	61	11	23
Fire Department			
East Hills	60	15	2
All neighborhoods	78	7	3
Sewage system			
East Hills	65	10	2
All neighborhoods	63	10	13
Condition and cost of housing			
East Hills	42	10	23
All neighborhoods	44	17	22

SOURCE: Citizen Survey, 1976.

NOTE: The percent responses to each question do not add up to 100%. The difference is accounted for by the following: "don't know", "unable to evaluate", or no answer. Public health and mental health/mental retardation services are not included in the table because the response rates to these questions were low.

CRIME RATE

The crime rate for major crimes has increased over the last three years (Table 4). In 1973 the number of major crimes per capita was .036 compared to .072 in 1975. The crime rate in the neighborhood was greater than the city per capita rate of .053 in 1975.

TABLE 4

Crime Rate: Major Crimes
East Hills

Year	Major Crimes Number	Crime Rate Neighborhood	Crime Rate Pittsburgh
1973	66	.036	.043
1974	109	.060	.047
1975	131	.072	.053

SOURCE: City of Pittsburgh, Bureau of Police.

NOTE: Major crimes are murder, rape, robbery, assault, burglary, and theft. The neighborhood crime rate is computed by dividing the number of crimes committed in the neighborhood by its adjusted population for 1974.

THE PEOPLE

Table 5 and Table 6 present data on the characteristics of the neighborhood population and compare them to city-wide statistics.

In 1974, the estimated population of East Hills was 1,823, down by 15% since 1970. This compares to a city-wide population decline of 8% during the same period. Information on the racial composition of the neighborhood is not available for 1974; however, the Black population increased during the decade of the sixties and comprised 67.0% of the neighborhood's population in 1970, compared to 20.2% city-wide.

The average household size in the neighborhood was 2.81 persons in 1974, down from 1970. The percentage of the population 65 years and older was 5.6% in 1970, compared to 13.5% for the city as a whole.

TABLE 5

Population and Housing Characteristics, 1970 and 1974
East Hills

| | Neighborhood | | Pittsburgh | |
	1970	1974	1970	1974
Population				
% Black	67.0%	....	20.2%	....
% 65 years and over	5.6%	....	13.5%	....
Households				
% One-person households	10.5%	15.1%	25.4%	25.5%
% Retired head-of-household	....	19.7%	....	26.3%
% Households with children	....	40.1%	....	32.7%
% Female head-of-household with children	....	9.4%	....	6.4%
% In owner-occupied housing unit	35.6%	....	50.3%	54.2%
% Households changing place of residence within past year	....	36.8%	....	27.0%
Average household size	3.06	2.81	2.82	2.67

SOURCES: U. S. Census (1970) and R. L. Polk & Co. (1974).

NOTE: Dotted lines (....) indicate data unavailable for that year.

The turnover rate of households in the neighborhood exceeds that for all of the city's neighborhoods. During 1973, 36.8% of the households in the neighborhood changed their place of residence compared to a rate of 27.0% for the city. (The figures represent households who have moved within the neighborhood or city as well as those moving into or out of the neighborhood or city.)

Female-headed households with children in 1974 comprised 9.4% of the total households in the neighborhood compared to 6.4% for the city as a whole. In 1974, one-person households consisted of 15.1% of the total households in the neighborhood compared to 25.5% city-wide and to 10.5% for the neighborhood in 1970.

TABLE 6

Neighborhood Change: 1960-1970 and 1970-1974
East Hills

| | Number | Percent Change | |
	Neighborhood	Neighborhood	Pittsburgh
Population			
1960	461		
1970	2,135	+363	-14
1974	1,823	-15	- 8
Households[1]			
1960	137		
1970	697	+409	- 6
1974	584	-16	-12
Black households[2]			
1960	1		
1970	430		+15
1974	(not available)		
Housing units			
1960	144		
1970	729	+406	- 3
1974	663	- 9	-12

SOURCES: U. S. Census (1960; 1970) and R. L. Polk & Co. (1974).

NOTE: The population figures reported by Polk are adjusted to account for under-reporting. Population includes persons living in institutions and other group quarters, such as nursing homes, dormitories or jails. Differences in the population, household, or housing unit count between 1970 and 1974 are due primarily to changes occurring in the neighborhood. A small percentage of the difference may be accounted for, however, by variations in data gathering techniques. Census statistics were compiled from information provided by all city households answering a standard questionnaire either by mail or interview on or about April 1, 1970. R. L. Polk collected its information by a door-to-door survey carried out over a period of several months. (See Appendix.)

[1] The number of occupied housing units equals the number of households.

[2] Non-white households in 1960.

NEIGHBORHOOD INCOME

The average family income in the neighborhood for the year 1969 could not be calculated; however, the average family income for census tract #1306, of which East Hills is a part, was $9,500, 90% of the city average. R. L. Polk and Company computes an income index for each city census tract. In 1974, the income index for census tract #1306 was 96% of the figure for the city as a whole. It is derived from the occupation of heads of households living within the census tract.

Table 7 shows the number of neighborhood households receiving cash grants in 1974, 1975 and 1976 under the public assistance program of the Pennsylvania Department of Welfare. Public assistance in the form of food stamps, Medicaid, and various social services are also available to these households, as well as to other households in need. Public assistance payments were made to 38.9% of the neighborhood households in 1976, a higher proportion than for the city overall and an increase since 1974.

TABLE 7

Public Assistance: Households Receiving Cash Grants
East Hills

| Year | Neighborhood | | Pittsburgh |
	Number	Percent	Percent
1974	197	33.7	16.0
1975	219	37.5	17.2
1976	227	38.9	18.0

SOURCE: Allegheny County Board of Assistance.

NOTE: The percentages are based on 1974 Polk households. Only households receiving cash grants under Aid to Dependent Children, Aid to Dependent Children-Unemployed Parent; General Assistance, and State Blind Pension programs are tabulated. The count is of those on assistance as of April 5, 1974, February 28, 1975, and February 27, 1976; households whose grants were terminated between reporting dates are not included.

HOUSING

Table 6 shows that the number of housing units in East Hills increased during the decade of the sixties and decreased from 1970 to 1974. Of the occupied housing units, 35.6% were owner-occupied in 1970, compared to a city-wide rate of 50.3%. The vacancy rate for the neighborhood was 14.6% which was greater than the rate for the city as a whole. (See Table 8.)

The average value of owner-occupied housing in the neighborhood was $17,700 in 1970, compared to a city-wide average of $14,800.

TABLE 8

Housing Characteristics, 1970 and 1974
East Hills

| | Neighborhood | | Pittsburgh | |
	1970	1974	1970	1974
Housing units				
% Vacant	4.4	14.6	6.2	6.2
% One-unit structures	51.6	....	52.9	....
Occupied housing units				
% Owner-occupied*	35.6	....	50.3	54.2
Average value: owner-occupied units[1]	$17,700	....	$14,800	....

SOURCES: U. S. Census (1970) and R. L. Polk & Co. (1974).

[1]Average value rounded to nearest one hundred dollars.

* As stated in the methodology a method of proration was used with neighborhoods that shared census tracts. An assumption was made that the neighborhood characteristics were evenly distributed within the neighborhood: however, in East Hills the results of prorating the percentage of owner-occupied housing units for 1974 seemed misleading. Therefore, this figure was not reported.

REAL ESTATE AND MORTGAGE LOAN TRANSACTIONS

The average sales price of owner-occupied housing was $20,568 in 1975. (See Table 9.) Although the average price was less than the city-wide average, the implications of this divergence are difficult to judge because of variations in the quality and size of the structures among city neighborhoods. As additional data are obtained, however, the trend in real estate prices for the neighborhood can be compared to the trend for the city as a whole in order to determine relative differences.

In order to evaluate the extent to which private lenders are involved in the neighborhood, the number of mortgage loans made on residential property each year must be divided by the number of residential real estate transactions for that year. The percentage of residential real estate transactions financed through financial institutions was 44% in 1975 in East Hills compared to a city-wide rate of 59%. The implications of the difference between the two rates are difficult to discern because of variations in risk factors and income levels among city neighborhoods. However, as additional data become available, trends in lending activity within the neighborhood compared to other neighborhoods or to the city as a whole can be assessed.

TABLE 9

Real Estate and Mortgage Loan Statistics
East Hills

	Neighborhood	Pittsburgh
Average sales price: owner-occupied dwellings		
1974	$16,851	$21,582
1975	$20,568	$23,518
Number of residential mortgages		
1973	12	
1974	10	
1975	12	
% Residential real estate transactions with mortgages provided by financial institutions		
1974	41%	58%
1975	44%	59%

SOURCE: City of Pittsburgh, Department of City Planning.

APPENDIX

a. Data Sources: Information for the atlas was obtained from the 1960 and 1970
U. S. Census of Population and Housing; R. L. Polk and Company's "Profiles of
Change" for Pittsburgh in 1974; Pittsburgh's Department of City Planning and
Bureau of Police; the Allegheny County Board of Assistance, and Department of
Elections and Voter Registration; Southwestern Pennsylvania Regional Planning
Commission; and the Citizen Survey conducted by the Pittsburgh Neighborhood Atlas.

b. Neighborhood Census Tract: Part of 1306.

c. Methodology: The opinions and characteristics of survey respondents, as well
as voter registration, were recorded by voting district and then compiled for
East Hills by the Pittsburgh Neighborhood Atlas in conjunction with the Center
for Urban Research, University of Pittsburgh. Other material in the atlas was
drawn from statistics tabulated for city census tracts or census blocks.

The neighborhood boundaries, which were determined on the basis of whole voting
districts, do not conform exactly to census tract boundaries, so minor boundary
adjustments were made wherever possible to simplify data collection efforts. In
East Hills and in other parts of the city where substantial portions of a census
tract fall in more than one neighborhood, the neighborhood characteristics for
1960 and 1970 were arrived at by adding together data for the census blocks in the
neighborhood, item by item. The statistics from sources other than the U. S. Census
were made available only by census tract, not by census block; therefore a method
for prorating the data among neighborhoods was developed. The procedure allocated
data for each neighborhood containing partial census tracts on the basis of the
proportion of total tract population, households, or housing units contained in
each sub-section.

To compensate for under-reporting, the 1974 figure for the neighborhood population
has been increased by 1.11, a factor that was derived from the U. S. Bureau of the
Census 1973 population estimate for Pittsburgh. An additional adjustment has
been made where applicable, since Polk and Co. does not count persons living in
institutions or other group quarters. To arrive at the total estimated population
for 1974, the neighborhood population was further increased by adding the number
of persons in group quarters for the neighborhood according to the 1970 Census.

D. Characteristics of the Sample: In East Hills, 48 citizens answered the question-
naires. Based on the number of replies to each question, the characteristics of
the respondents can be generally described as follows: an average age of 54; 62%
female; 70% Black; 91% with at least four years of high school education; 68%
homeowners; and an average of 10 years in the neighborhood. The median household
income falls in the range of $10,000 to $14,999; the average household size is 2.92
persons; and 52% of the households have no members under 18 years old living in the
home.

The total sample (all respondents to the survey) was over-represented by homeowners
(68% compared to 50% for Pittsburgh in 1970) and under-represented by Blacks (14%
compared to a city Black population of 20% in 1970).

e. Voter Registration: In November, 1976, 1,180 residents of the neighborhood
were registered to vote, an increase of 210 (+21.6%) since November, 1975. In
this period, city registration increased by 1.3% to 233,028.

In the process of collecting data for this
publication, the Pittsburgh Neighborhood
Atlas staff was assisted by many community
organizations. The following list reflects
the organization that we were able to make
contact with in East Hills:

East Hills Community Council
2320 East Hills Drive
Apartment # 2
Pittsburgh, Pa. 15221
c/o Mrs. Segernia Saunders
255-2887

Note: Dates in parenthesis indicate when
organization started.