



## **Sierra House 2016-2017 Greenwood Area Community Study Results**

On Saturday, October 15, Sierra House hosted the 1<sup>st</sup> Annual Greenwood Community Street Festival. This event was an exciting opportunity for the community to come together, enjoy music, engage in activities, and meet local business owners. The festival was advertised via facebook, Sierra House newsletter, and TAPinto East Orange online newspaper.

Sierra House is pleased to announce that more than 350 people attended the festival. Thanks to our sponsors, ProudLiving, WillDog Property Preservation & Management, and E. Klein, Sierra House was able to conduct a survey during the festival to get basic information about the community. The survey was instrumental in obtaining data on community needs, shopping and dining interests, basic demographics, economic status, traveling patterns, most-used banks, interest in purchasing a home, and much more.

Sierra House collected 259 surveys. Of the completed surveys, 206 were completely filled out and useable. One-hundred and fifty-nine of 206 surveys were completed by East Orange residents, stakeholders, and/or business owners. Forty-seven of 159 were completed by visitors who did not live, work, own businesses, or attend school in the city. Because the survey was designed for residents, stakeholders, and business owners, Sierra House excluded the surveys completed by visitors (47).

Sierra House will use the data collected to create a Greenwood Neighborhood Plan for the purpose of developing a guide for making future community development decisions related to housing, education, public safety, jobs, economic development, and more. Below is a glimpse of some of the data collected. The East Orange residents surveyed offered the following data:

### **Gender:**

- 69% were female
- 31% were male

### **Average age:**

- The average age was 44 years old

### **Do you own a business?**

- 12% owned their own business
- 88% were not business owners

### **How many years have you lived in East Orange?**

- 17.5 is the average number of years lived in the city



### **What is your level of education?**

- 48% have a high school diploma /GED
- 7% did not have a high school diploma/GED
- 13% have a trade school certificate/licenses
- 29% have a college degree
- 1% have some college
- 2% have both a college degree and hold a trade certificate or some type of license

### **Are you employed?**

- 67% are employed
- 33% are unemployed

### **Employment status:**

- 78% work full-time
- 22% work part-time

### **What is your annual salary?**

- 15% earn less than \$10k annually
- 17% earn between \$10,001k - \$20k annually
- 15% earn between \$20,001k - \$30k annually
- 8% earn between \$30,001k - \$40k annually
- 19% earn between \$40,001k - \$60k annually
- 2% earn between \$60,001k - \$80k annually
- 5% earn between \$80,001k - \$90k annually
- 3% earn between \$90,001k - \$100k annually
- 16% did not disclose their income

### **What is your marital status?**

- 19% are married
- 12% are divorced
- 66% have never been married
- 3% are widows



### **How many children do you have?**

- 77% have children
- 23% do not have children

### **Average number of children**

- 2.33 is the average number of children in a family

### **How they travel to NYC**

- 17% travel to NYC by car
- 46% travel to NYC by train
- 3% travel to NYC by bus
- 15% travel to NYC by both bus & train
- 3% travel to NYC by all means of transportation (car, bus, and train)
- 1% use other resources to travel to NYC
- 15% do not travel to NYC

### **Reopening of the Ampere Train Station**

- 85% would utilize the Ampere train station if reopened
- 15% would not utilize the Ampere train station if reopened

### **Own or rent**

- 13% were homeowners
- 87% were renters

### **Rebuilding of the Greenwood Housing Stock**

- 99% said they would like to see the housing stock in the Greenwood area rebuilt
- 1% said they would not like to see the housing stock in the Greenwood area rebuilt

### **Type of housing wanted in the Greenwood area**

- 22% would like to see 1 family homes
- 13% would like to see 2 family homes
- 5% would like to see 1 & 2 family homes
- 31% would like to see townhouses
- 3% would like to see 1 family homes and townhouses
- 3% would like to see 2 family homes and townhouses



- 19% would like to see apartments
- 3% would like to see apartments & townhouses
- 1% would like to see 3 family homes

### **Buy in the city of East Orange**

- 65% would buy in East Orange
- 35% would not buy in East Orange

### **Buy in Greenwood area**

- 64% would buy in the Greenwood area
- 36% would not buy in the Greenwood area

### **If the Greenwood area were rebuilt, would you buy there?**

- 82% would buy if rebuilt
- 18% would not buy if rebuilt

### **Qualify to buy a house today?**

- 42% would qualify for a home loan
- 58% would not qualify for a home loan

### **What barriers or obstacles are preventing you from homeownership?**

- 13% No down payment
- 21% Low credit score
- 66% Both- no down payment and low credit score

### **If East Orange city workers lived in the city, do they think the city would be safer?**

- 74% agree that the city would be safer if city workers lived in the city
- 26% do not agree that the city would be safer if city workers lived in the city

### **Would you like to see a supermarket in the Greenwood area?**

- 93% would like to see a supermarket in the Greenwood area
- 7% do not want a supermarket in the Greenwood area

### **Would you like to see a ladies'/men's shoe store in the Greenwood area?**

- 91% would like to see a ladies'/mens' shoe store in Greenwood
- 9% do not want a ladies'/mens' shoe store in Greenwood



**Would you like to see more restaurants in the Greenwood area?**

- 93% would like more restaurants in Greenwood
- 7% do not want more restaurants in Greenwood

**Do you dine out often?**

- 83% dine out often
- 17% do not dine out often

**Source of transportation to work:**

- 54% travel by car
- 38% travel by bus
- 4% travel by bus & train
- 2% travel by bus, train & car
- 2% travel by car & bus

**What kind of restaurants do you dine at?**

- 46% dine at national franchises such as Red Lobster, Friday's, Olive Garden, etc.
- 17% dine at local restaurants
- 1% dine at Black-owned restaurants
- 36% dine at a combination of all restaurants

**Where do you bank?**

- 16% bank at TD Bank
- 8% bank at Chase Bank
- 2% bank at City Bank
- 2% bank at Wells Fargo
- 2% bank at PNC Bank
- 38% bank at Bank of America
- 1% bank at Providence Bank
- 2% bank at Investors Bank
- 1% bank at Capital One Bank
- 1% bank at Credit Union
- 1% bank at Chase Bank & TD Bank
- 26% do not utilize banks at all



**Would you like to see a bank on 4<sup>th</sup> Avenue? If yes, name of bank?**

- 8% would like to see TD Bank on 4<sup>th</sup> Avenue
- 5% would like to see Chase Bank on 4<sup>th</sup> Avenue
- 1% would like to see City Bank on 4<sup>th</sup> Avenue
- 7% would like to see Wells Fargo on 4<sup>th</sup> Avenue
- 4% would like to see PNC Bank on 4<sup>th</sup> Avenue
- 13% would like to see Bank of America on 4<sup>th</sup> Avenue
- 2% would like to see Providence on 4<sup>th</sup> Avenue
- 2% would like to see Capital One on 4<sup>th</sup> Avenue
- 2% would like to see Credit Union on 4<sup>th</sup> Avenue
- 19% would like to see any bank on 4<sup>th</sup> Avenue
- 37% do not want to see a bank on 4<sup>th</sup> Avenue

**Would you like to see a track & field stadium where Oval Park is located?**

- 92% would like a track and field stadium where Oval Park is located
- 8% do not want a track and field stadium where Oval Park is located

**Should there be more afterschool or Saturday recreational programs for children?**

- 99% agree that there should be more afterschool or Saturday recreational programs for children
- 1% do not agree that there should be more afterschool or Saturday recreational programs for children

**Do you think additional afterschool recreations would lead children to be more active and grow up healthier?**

- 99% think additional afterschool recreations would lead children to be more active and grow up healthier
- 1% do not think additional afterschool recreations would lead children to be more active and grow up healthier

**Are you interested in joining the Greenwood Revitalization Committee?**

- 61% are interested in joining the Greenwood Revitalization Committee
- 39% are not interested in joining the Greenwood Revitalization Committee



**Attachment A:**

**GREENWOOD AREA COMMUNITY STUDY SURVEY QUESTIONS**

**About You:**

- 1. Are you a: Male or Female **Yes or No (circle one)**
- 2. How old are you?
- 3. Do you own a business in East Orange? **Yes or No (circle one)**
- 4. What city do you live in? \_\_\_\_\_ Which ward do you live in? \_\_\_\_\_
- 5. How long have you lived in the community? \_\_\_\_\_
- 6. Highest level of education?  
 No HS Diploma     HS Diploma/GED     Trade School Certificate/License     College Degree
- 7. Are you currently employed?     YES     NO
- 8. If employed are you:     PART-TIME     FULL-TIME
- 9. What was your annual salary?  
 Less than \$10,000                       \$40,001 to \$60,000  
 \$10,001 to \$20,000                       \$60,001 to \$80,000  
 \$20,001 to \$30,000                       \$80,001 to \$100,000  
 \$30,001 to \$40,000                       Over \$100,000
- 10. What is your marital status?  
 Never been married     Married     Divorced     Widowed
- 11. Do you have any children?     YES     NO
- 12. If you have children, how many do you have and what are their ages?  
12a. Number of children: \_\_\_\_\_  
12b. Ages: \_\_\_\_\_



13. Which of these was the major reason you decided to live in this community? (**select all that applies**)
- |  |   |   |
|--|---|---|
| <input type="checkbox"/> To live near family or friends        | <input type="checkbox"/> Safety in the community            | <input type="checkbox"/> Born here            |
| <input type="checkbox"/> Schools for my children               | <input type="checkbox"/> Affordability of housing           | <input type="checkbox"/> Close to work        |
| <input type="checkbox"/> Access to highways                    | <input type="checkbox"/> Proximity to public transportation | <input type="checkbox"/> College/Trade School |
| <input type="checkbox"/> Something else, please specify: _____ |   |   |

14. How often do you travel to NYC? (**select one**)

- 5 or more times per week  
 1-5 times a week or more a week  
 1-4 times a month  
 1-4 times a quarter  
 0-1 times a year

15. How do you primarily travel to NYC? Car Train Both (**circle one or please specify**) Other \_\_\_\_\_

16. If the Ampere Train Station reopened, would you catch the train from this station? **Yes or No (circle one)**

17. Overall, considering everything, how satisfied would you say you are living in your community? Are you....?

- Satisfied  
 Very satisfied  
 Somewhat satisfied  
 Very dissatisfied  
 Somewhat dissatisfied  
 Dissatisfied

Why: \_\_\_\_\_

18. Do you currently rent or own your home? **Rent Own Both**

**Housing:**

1. Do you believe housing stock in the Greenwood Area needs to be rebuilt? **Yes or No (circle one)**
2. What type of housing would you like to see in Greenwood Area (**Circle 1 or 2**)?  
**1 Family 2 Family Apartments Townhouses**
3. Would you consider buying a home in East Orange? **Yes or No (Circle one)**
4. Would you consider buying a home in Greenwood? **Yes or No (Circle one)**
5. If the Greenwood Area was re-built do you think you would buy a house there? **Yes or No (Circle one)**





6. Do you think you would qualify to buy a house today? **Yes or No (Circle one)**
7. What would prevent you from owning your own home?  
**Low credit score      No down payment money      Both      (Circle one)**
8. Do you believe if a Police Officer, Fire Fighter, Teacher, Municipal Employee lived on your street, your street would be cleaner and safer? **Yes or No (Circle one)**

**Economic Development:**

1. Do you believe there is a need for a supermarket in the Greenwood Area? **Yes or No (circle one)**
2. Would you like to see a ladies/men's shoe store in the Greenwood Area? **Yes or No (circle one)**
3. Would you like to see more restaurants in the Greenwood Area? **Yes or No (circle one)**
4. Do you dine out often? **Yes or No (circle one)**
5. About how much money do spend dining out per month? \_\_\_\_\_
6. What form of transportation do you use to travel to work?  
Automobile    Bus    Train    Other \_\_\_\_\_ **(Circle 1 or 2)**

**General Questions:**

1. Compared to five years ago, how has this community changed overall? Would you say the community has:
  - a. Improved a lot
  - b. Improved some
  - c. Stayed about the same
  - d. Declined some
  - e. Declined a lot
2. What, if anything, do you think the people in this neighborhood can do to make it a better place to live?  
\_\_\_\_\_
3. Which type of restaurants do you dine at? (May select more than one)
  - a. Red Lobsters
  - b. Applebees
  - c. Local restaurants
  - d. Friday's
  - e. Panera Bread
  - f. IHOP



4. What stores would you like to see added in the neighborhood? \_\_\_\_\_  
\_\_\_\_\_

5. What restaurants would you like to see added in the neighborhood? \_\_\_\_\_  
\_\_\_\_\_

6. Where do you bank at? \_\_\_\_\_

7. Would you like to see a bank on 4<sup>th</sup> Avenue? If so, which bank? \_\_\_\_\_

**Recreation/Arts:**

8. What type of recreation would you like to see in the Greenwood Area Redevelopment Plan?  
\_\_\_\_\_

9. What type of Fine Arts Programs would you like to see in the Greenwood Area Redevelopment Plan?  
\_\_\_\_\_

10. Do you think that building a track & field stadium where Oval Park is located, could be good for the Greenwood Community & for the City of East Orange

11. Do you believe there is a need for more afterschool or Saturday recreation programs for children?  
**Yes or No (circle one)**

12. Do you believe that more afterschool recreation will cause children to be more active and therefore, grow up healthier?  
**Yes or No (circle one)**

13. Are you interested in joining the Greenwood Revitalization Committee, a newly created committee to plan and take part in revitalizing East Orange? **Yes or No (circle one)**

14. Do you notice gang activity here in the Greenwood Area? **Yes or No (circle one)**

15. Do you feel safe in the Greenwood Area?

***Optional Information:***

Name: \_\_\_\_\_ Address: \_\_\_\_\_ Email \_\_\_\_\_ Phone: \_\_\_\_\_