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BQOM 2521

Homework 4 – Project Proposal

For me, where I live is one of the most important aspects of my life because it strongly affects how happy and fulfilled I am. Being from Pittsburgh, the neighborhoods have always been a big part of my life and one of the reasons I love this city so much. So when it comes down to where I want to move to next year, it is a big decision. Pittsburgh has so many great neighborhoods within its bounds, Southside, Shadyside, Oakland, Squirrel Hill, Bloomfield, Lawrenceville, Downtown, and the North Shore, it's endless! So to make a decision I used the complex decision making software, Super Decisions, to help me quantify what I like about the neighborhoods and help me compare each factor neighborhood by neighborhood. I built a model that will analyze the benefits, opportunities, costs and risks of each neighborhood to fully grasp all of my interests and concerns. Once the model was completed I was able to get decisive answers on where I should be most interested in moving to.

My model was broken up into a goal, which was the question "Where should I move next year?". Under consideration were the social and economic benefits, opportunities, costs, and risks of each neighborhood. After talking with friends and doing much research on all the neighborhood of Pittsburgh I narrowed my alternatives to just five, Shadyside, Southside, Downtown, North Shore and Lawrenceville. I knew each area had a number of friends living there, had some level of public transit, had enough bars and restaurants for entertainment, and had some housing at costs I could afford. So put those alternatives into Super Decisions and began the process of making a decision.

Under economic benefits, my main concerns were if there was a grocery store within a short distance, was it a very walkable neighborhood with a lot to do close, and was public transit easily available. After making comparisons, I found that downtown was the strongest in this area, with Shadyside not too far behind. My next consideration was social benefits, which my interests were access to parks and recreation, how many of my friends were living in that area, what the food and drink situation was like, and how close to attractions the neighborhood

was. With my friends being a big part of the equation, and most of my friends living in Southside and Shadyside, the weights drew heavy for Southside and Shadyside which effectively tied for first.
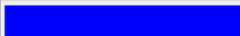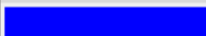
The next thing to consider was the economic opportunities. This included would I be able to walk to work, and if not, is there cheap parking around. With the possibility of walking to work being a significant factor for me, downtown easily came out on top, leaving the rest with much less score. Opportunities social considered how often new restaurants and bars were opening in the area, how many events and concerts were in the area, and what the professional networking opportunities were like. Here Downtown was the leader with North Shore not far behind. This makes sense as these areas are close to where parades are and are within walking distance to the stadiums and concert venues.

The next consideration was economic costs. Here I was concerned about the prices of rent, food and drink, and parking. The clearly most costly here was Downtown, with sky high rents, and high price tags for parking spots. The other four alternatives were well behind Downtown. The social costs revolved around how difficult it was to get around the city from that neighborhood, how difficult it was to leave the city, what the lack of population and diversity was like and if there were a lot of the "hipster" style people in the neighborhood. The two most costly were Lawrenceville and Shadyside. This is most likely due to Lawrenceville's abundance of hipster population, and Shadyside's lack of diversity.

My next consideration was economic risks which factored in increasing rent, difficulty to switch jobs, how expensive the area would be if I was unemployed, and how difficult it would be to find a roommate. The two most risky were Lawrenceville and Downtown, mostly because of the increasing rent and the difficulty to find a roommate in those areas. The social risks consideration came down to how many of my friends were moving out of that neighborhood in upcoming months (due to graduation and new jobs), how limited the nightlife was, how unpopular the area was with my friends, and if there were a lot of not so nice areas in the neighborhood. The most risky were North Shore, Downtown, and Lawrenceville, all close for most socially risky.

In the end, once I synthesized the entire model, I found that the recommendation was that I move to Southside next year! This was not too surprising as I had lived there last year and enjoyed it well. In second place was Shadyside, which also makes sense as I live there now and enjoy it as well. In third was Downtown, fourth was North Shore and fifth was Lawrenceville. Lawrenceville was actually strongly not recommended, which aligns with what I already knew as well. The only reason it was an option I considered was because I have a lot of friends there and it is a well growing community. My sensitivity analysis showed that some neighborhoods were more dependent on some aspects than others. For example, Downtown did well when opportunities were heavily considered, and Shadyside did well when benefits or risks were heavily considered.

Benefits – Economic

Name	Graphic	Ideals	Normals	Raw
Downtown		1.000000	0.315936	0.157968
Lawrenceville		0.179511	0.056714	0.028357
North Shore		0.577202	0.182359	0.091180
Shadyside		0.761931	0.240722	0.120361
Southside		0.646550	0.204269	0.102134

Benefits – Social

Name	Graphic	Ideals	Normals	Raw
Downtown		0.625239	0.169764	0.084882
Lawrenceville		0.402114	0.109181	0.054591
North Shore		0.655891	0.178086	0.089043
Shadyside		0.999751	0.271451	0.135725
Southside		1.000000	0.271518	0.135759

Opportunities – Economic

Name	Graphic	Ideals	Normals	Raw
Downtown		1.000000	0.350534	0.175267
Lawrenceville		0.456760	0.160110	0.080055
North Shore		0.521078	0.182655	0.091328
Shadyside		0.423910	0.148595	0.074297
Southside		0.451046	0.158107	0.079053

Opportunities – Social

Name	Graphic	Ideals	Normals	Raw
Downtown		1.000000	0.312939	0.156469
Lawrenceville		0.515202	0.161227	0.080613
North Shore		0.786001	0.245970	0.122985
Shadyside		0.355785	0.111339	0.055669
Southside		0.538526	0.168526	0.084263

Costs – Economic

Name	Graphic	Ideals	Normals	Raw
Downtown		1.000000	0.438256	0.219128
Lawrenceville		0.260966	0.114370	0.057185
North Shore		0.487514	0.213656	0.106828
Shadyside		0.343997	0.150759	0.075379
Southside		0.189292	0.082959	0.041479

Costs – Social

Name	Graphic	Ideals	Normals	Raw
Downtown		0.276106	0.105222	0.052611
Lawrenceville		1.000000	0.381092	0.190546
North Shore		0.392100	0.149426	0.074713
Shadyside		0.678944	0.258740	0.129370
Southside		0.276892	0.105521	0.052761
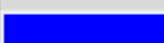
Risks – Economic

Name	Graphic	Ideals	Normals	Raw
Downtown		0.959164	0.312469	0.156234
Lawrenceville		1.000000	0.325772	0.162886
North Shore		0.438650	0.142900	0.071450
Shadyside		0.361120	0.117643	0.058821
Southside		0.310697	0.101216	0.050608

Risks – Social

Name	Graphic	Ideals	Normals	Raw
Downtown		0.916034	0.237479	0.118739
Lawrenceville		0.790874	0.205032	0.102516
North Shore		1.000000	0.259247	0.129623
Shadyside		0.561017	0.145442	0.072721
Southside		0.589403	0.152801	0.076400

Overall decision

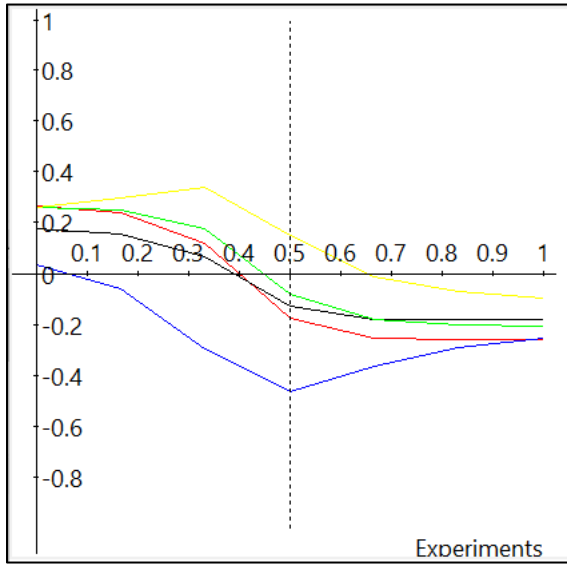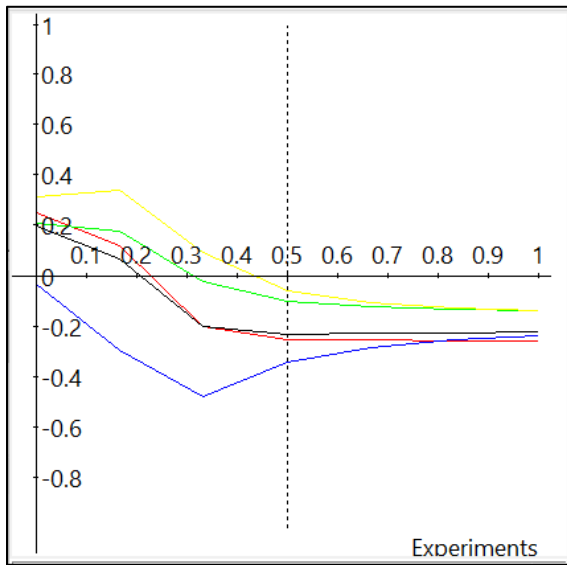| Name	Graphic	Ideals	Normals	Raw
Downtown		0.350914	0.119047	0.069787
Lawrenceville		-0.875105	-0.296877	-0.174034
North Shore		0.199701	0.067748	0.039715
Shadyside		0.521984	0.177082	0.103808
Southside		1.000000	0.339247	0.198872

Sensitivity - Benefits
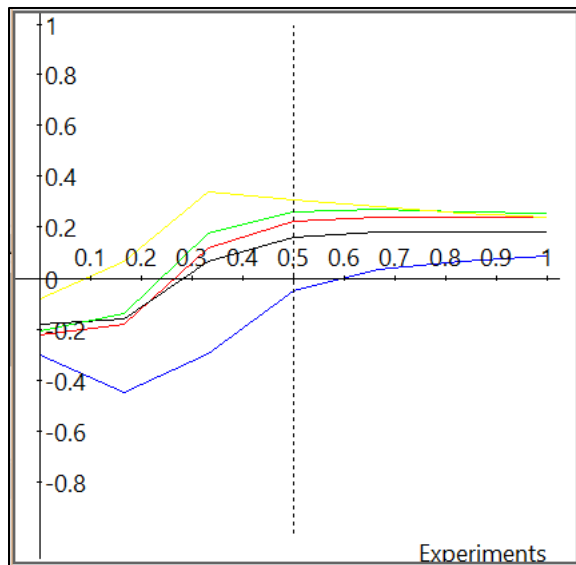
Sensitivity – Opportunities
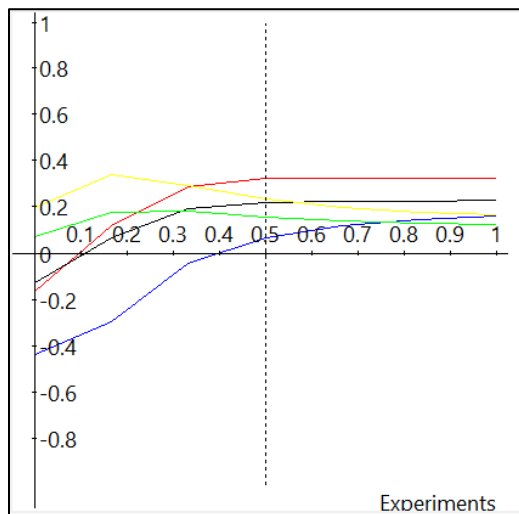
Sensitivity – Costs

Sensitivity – Risks

Shadyside (Green)

Southside (Yellow)

Downtown (Red)

North Shore (Black)

Lawrenceville (Blue)