

SSA Renewal Needs Assessment Survey

Introduction | Howard Street + Jarvis Square Stakeholders, thank you! Your thoughts and ideas about the Howard Street and Jarvis Square Area have helped us understand the current needs for services and how SSA #19 can best support the area upon renewal. We started this process by engaging the community in-person, learning a lot about the needs and concerns of local businesses and property owners. Always part of the plan – but especially helpful given our stay-at-home orders – this survey helped us hear from a larger audience. Thanks again for taking a few moments of your time to help Rogers Park Business Alliance and SSA #19 put its best foot forward for Howard Street Area businesses!

90+

insights

43

participants

18,700

followers

4

newsletters

6

e-mail
distributions

Survey Marketing | To get the word out, the survey was shared in RPBA's weekly "Happenings" and "Business Essentials" Newsletters; on Facebook via the [Howard Street](#) page, [Friends Living in Rogers Park](#) page, and [Rogers Park Neighborhood News](#) group page; and via e-mails to Howard Street businesses, SSA #19 Commissioners and Renewal Advisory Committee.

Response | The Needs Assessment Survey was open for 3-weeks, going live on Thursday, April 16th and closing Tuesday, May 12th, 2020. During that time, 43 participants took the survey, sharing their perspectives about what services are most needed in the Howard Street Area, needs for additional or new services, and their top priorities going forward. We received a total of over 90 suggestions!

How will this information be used? | SSA #19 is currently applying for renewal to continue services beyond 2021. A key part of the renewal process is engagement with the community to learn about successes and needs for services and programs. This survey focused specifically on service needs and represents just one way there will be input into the SSA's service priorities. Interviews, Commission and Advisory Committee meetings, a mail-back survey in the Howard Street SSA#19 Renewal Brochure, and two community meetings will also inform these priorities.

Next Steps | These results will help inform the application for renewal and the preparation of a 2022 budget based on the identified service priorities of the area. Taken together, the results of the outreach tools will inform the Advisory Committee's recommendations for service priorities for the SSA.

Special Service Area #19

Survey Results: Graphic Summary

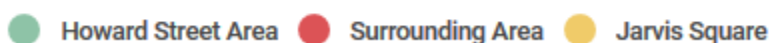
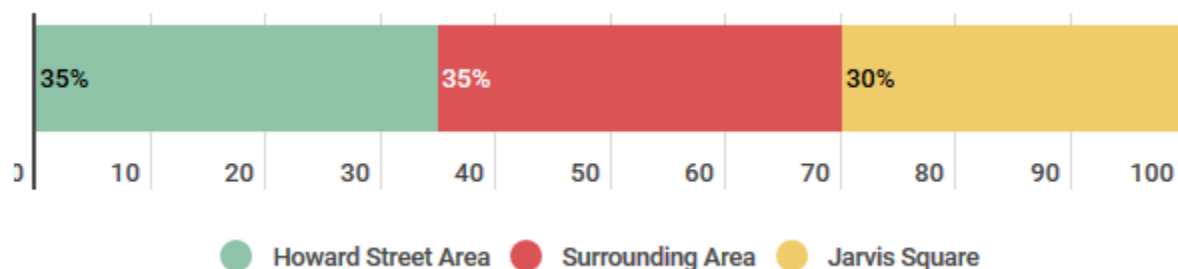
A summary of the findings from the Needs Assessment Survey is provided below. We heard from area residents, business owners, property owners, and stakeholders. While most of the questions and answers are straightforward, questions about service needs and priorities necessarily needed to be a bit more complex. We received over 90 suggestions in total and more detailed insights gave us a greater understanding of priorities moving forward—as well as the commitment and love locals have for the Howard Street Area and businesses.

Q1: Which best describes you?



Q2: Where is your home, business or property located?

Respondents that chose “Surrounding Area” indicated areas within Rogers Park neighborhood, including Glenwood Arts District, near Loyola University, and Devon Street area.



Special Service Area #19

Q4: Do you rent or own?



70%

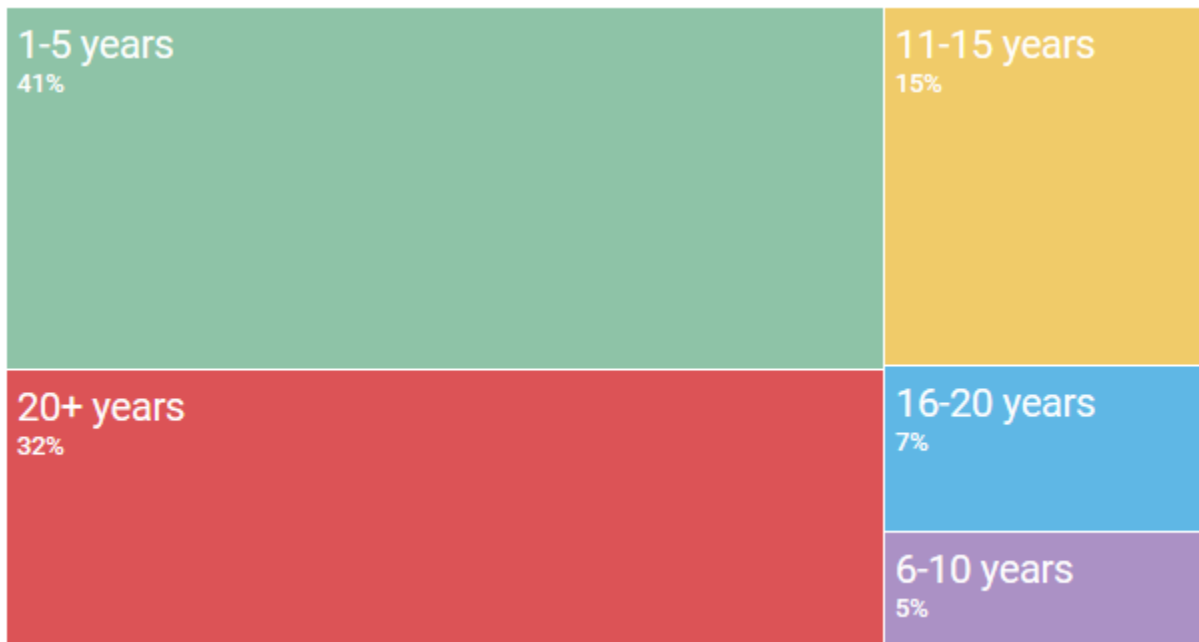
Own their business location or home.



30%

Rent their business location or home.

Q5: How many years have you been there?

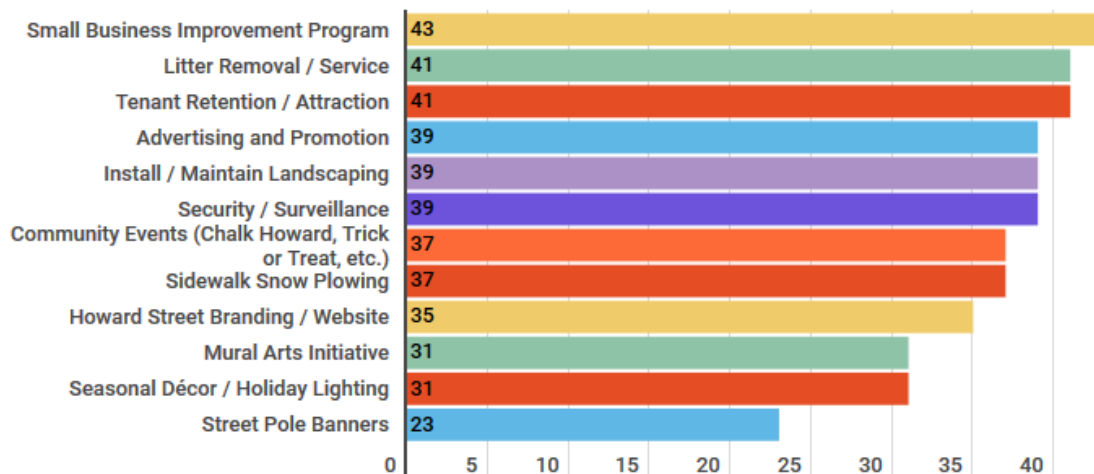


Special Service Area #19

Q6: Please rate the need for the following services and programs:

To better understand specific needs and priorities, participants were asked to rank twelve service categories as *important*, *very important*, or *not important*. To better understand how each of the services stacked up, we did a little math:

SCORE = very important + important – not important



Top Six Service Categories:



Small Biz Improvement Program



Litter Removal



Tenant Retention / Attraction



Security / Surveillance



Install / Maintain Landscaping



Advertising + Promotion

Special Service Area #19

Q7: Which services are your TOP priorities? What additional or new services would you like to see?

Branding, Marketing + General Promotion

"Howard Street has an asset not many communities have: **a strong brand**. Continuing to activate this brand through **marketing, events, street banners, web and social media** will drive attention, traffic and spending ... success breeds success."

"The coordination of both neighborhood marketing and raising our profile along with delivering a quality community experience to **showcase our neighborhood** as a destination for visitors and residents to support our small business[es]..."

Business Promotion

"Advertising and promotion/**ongoing business attraction**...auxiliary informational and promotional messaging such as posters and flyers; the **seasonal decor/holiday lighting** ... has helped the street."

Mix of Businesses

"I would love more small businesses with a **commitment to improving and participating in the community**, Sol Café, Smack Dab and Common Cup do a great job with this."

Maintenance + Beautification

"Continued beautification of the area, especially around Howard. More **public art** prioritizing artists in the Rogers Park community. I would love to **holiday lighting** carried over to Jarvis Square."

"Original facade restoration. This important and largely intact **historic neighborhood** should some Landmark protection."

Events + Decor

"**Seasonal Decor**, Community Events and advertising. I would like to see **more events** happening so we can continue to **activate the corridor** for pedestrian traffic."

Safety + Surveillance

"**More safe social gathering locations and events** (e.g. coffee houses, bars, block parties, plays in the park)."