



## Sheridan Road | Special Service Area #54

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### SSA Renewal Needs Assessment Survey

**Introduction** | Thank you to the Sheridan Road neighbors and stakeholders who participated in this survey! Your responses have helped us better understand community needs, which will inform SSA #54 as it plans for future programming and services upon renewal. This process began with in-person engagement, where we heard about the needs and concerns of local businesses and property owners. Given the current stay-at-home orders, this needs assessment survey helped us reach additional community members and hear from a larger audience. We appreciate those who took time to help Rogers Park Business Alliance and SSA #54 – your input will help the SSA continue to serve and support Sheridan Road Area businesses!

50+  
insights

32  
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 [RogersEdge](#) page, [Friends Living in Rogers Park](#) page, and [Rogers Park Neighborhood News](#) group page; and via e-mails to Sheridan Road businesses, SSA #54 Commissioners and Renewal Advisory Committee.

**Response** | The Needs Assessment Survey was open for 3-weeks, going live on Thursday, April 16<sup>th</sup> and closing Tuesday, May 12<sup>th</sup>, 2020. During that time, 32 participants took the survey, sharing their perspectives about what services are most needed in the Sheridan Road Area, needs for additional or new services, and their top priorities going forward. We received a total of over 50 suggestions!

**How will this information be used?** | SSA #54 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 Sheridan Road SSA#54 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.



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## 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 50 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 Sheridan Road area and businesses.

### Q1: Which best describes you?

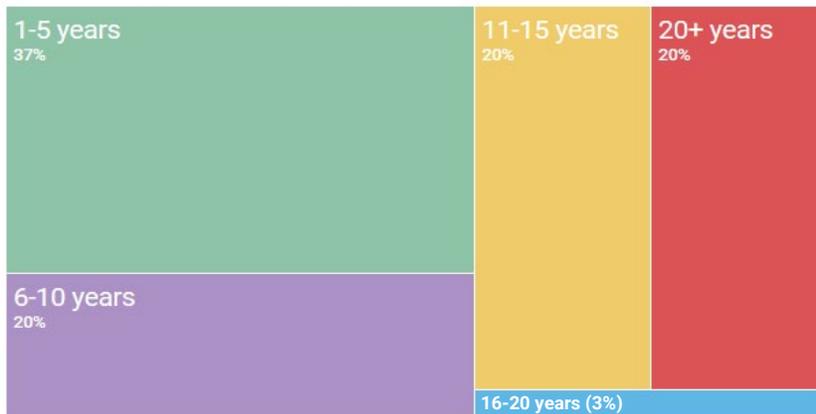


- Neighborhood Resident 58%
- Business Owner 15%
- Other 2%
- Property Owner 15%
- Stakeholder/Non-profit 10%

### Q2: Do you rent or own?



### Q3: How many years have you been there?



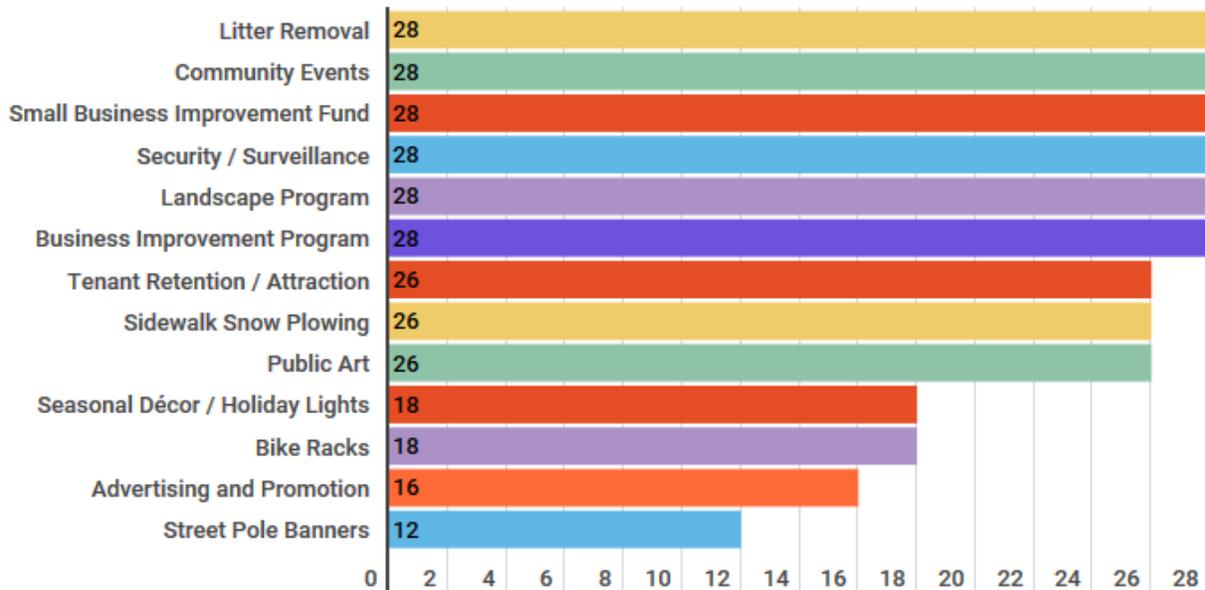


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### Q4: Please rate the need for the following services and programs:

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:





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### Q5: Which services are your TOP priorities? What additional or new services would you like to see?

#### Maintenance + Beautification

"Landscaping on Sheridan is very inconsistent. Some of the anchor businesses on the strip have none (i.e. rocks and gravel, no grass, plants or planters, etc.). I would really like to see this improve."

"Business attraction, business retention, beautification, litter removal, public art, economic development in general."

"Snow removal on sidewalks and activities."

"Security, litter removal, and public art."

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#### Small Business Support

"Help with securing/funding for sidewalk permits; grants for businesses!"

"I think top priorities for me are always safety, the arts, and small businesses. I think by growing those programs it will also help with attracting and keeping residents."

"The vacancies and turnover of businesses along Sheridan is a problem. Rent reductions and concerted promotion of the businesses up and down Sheridan Rd. is needed badly."

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#### Events + Decor

"Seasonal Decor is pretty much at the top of my list. Sheridan and Devon is a very high traffic entry for those who travel north. Wanting it to look good at all times is a must."

"Streetscape and pedestrian improvements, more public art (would love to see murals on some of the big empty walls on Sheridan), maintaining outdoor events in summer."