



2018 RENEWAL SURVEY Final Report

Compiled by:
Arwin Arora & John Luu

INTRODUCTION

Newton Business Improvement Association (BIA), consisting of approximately 550 businesses and property owners, conducts a renewal at the end of every five year term. To better understand the concerns and priorities of its members, the survey renewal survey takes stock of its' members priorities in four key areas: Safety, Marketing & Events, Area Enhancement and Government Relations. At the end of the survey, it asks whether the BIA has each business' support to renew for the upcoming term. Ultimately, with these survey results, we aim to improve the way we perform for the next five-year term (2019-2023).

METHODOLOGY

The interns approached the businesses within the Newton BIA boundary and spoke to a manager or owner. Attempt one was first contact, with the interns conducting the survey with the manager or owner; if unavailable the survey was left with an employee and second visit was scheduled. Attempt two involved, the interns collecting the survey. If it was not completed, the intern reminded an employee to email the survey to the BIA. However, if the survey was still incomplete, then the intern would revisit for a third and final time before marking the business as 'not interested'.

LIMITATIONS

Over the course of the summer, numerous limitations presented themselves. First, many businesses were not aware of the BIA and the programs we offer; some were confused when the interns approached them with a survey regarding the services. For this reason, the interns ensured an explanation of the BIA programs before proceeding with the survey. Additionally, it was often difficult to meet the manager or owner. Depending on the time of the day, the owner or manager may not have been available, so the interns often had to revisit the business. During their first few visits, the interns noticed the hours from 12-2pm were often busy with customers or that the manager or owner have left for lunch.

Secondly, there was a language barrier when approaching particular businesses. Many individuals were unable to communicate with the interns effectively, and this often led to a failure to follow instructions, misplacement of the survey, or a complete lack of interest to complete the survey.

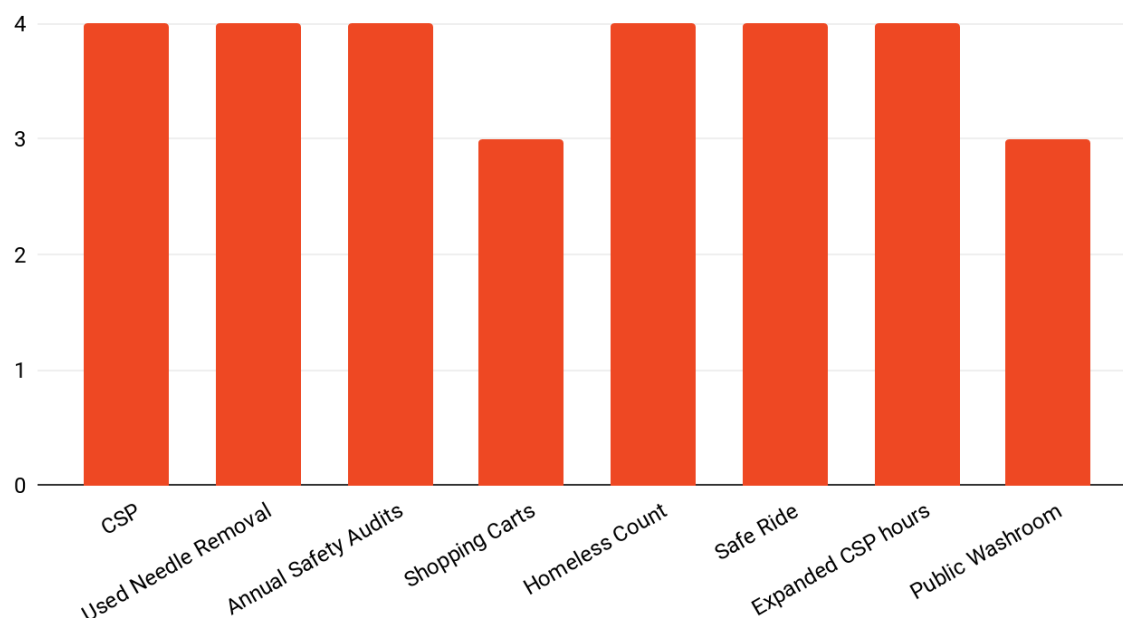
And finally, the interns also noticed that many business owners appeared apprehensive when completing the survey. With the intern's presence, there seemed to be pressure for the owner to complete the survey quickly.

RESULTS

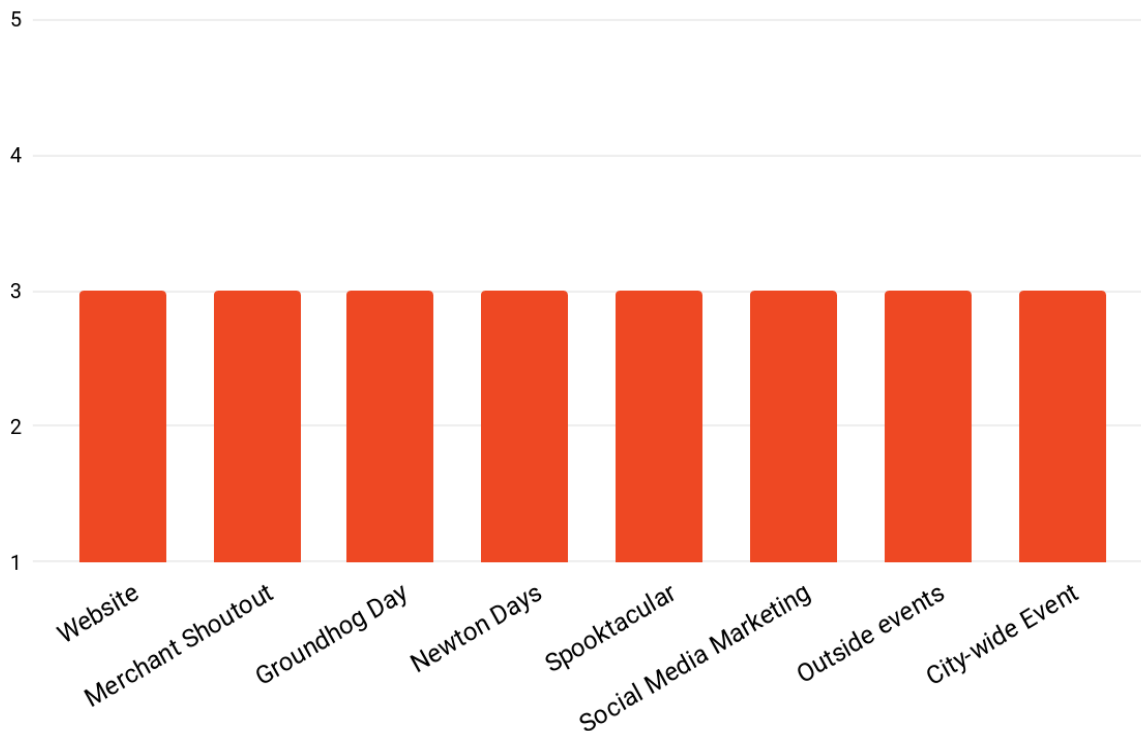
01

The respondents were asked to rate the importance of each Newton BIA program on a scale of 1-5 (1: low priority, 3: average priority, and 5: high priority). The average response is depicted in the results below:

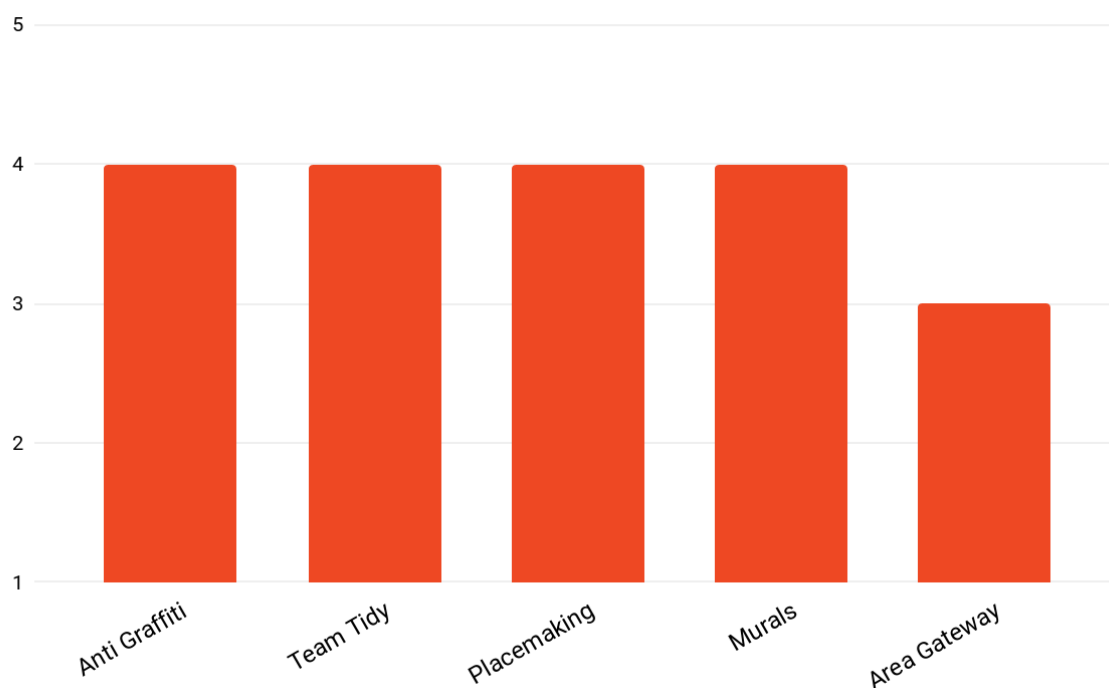
Safety Programs:	Average
Community Safety Patrol - Commissionaires 8am-4pm	4
Used Needle Removal	4
Annual Safety Audits	4
Shopping Cart Retrieval Program	3
Homeless Count	4
Safe Ride	4
Other Suggestions:	
Expanded hours for Community Safety Patrol: 4pm-12am	4
Public Washroom	3



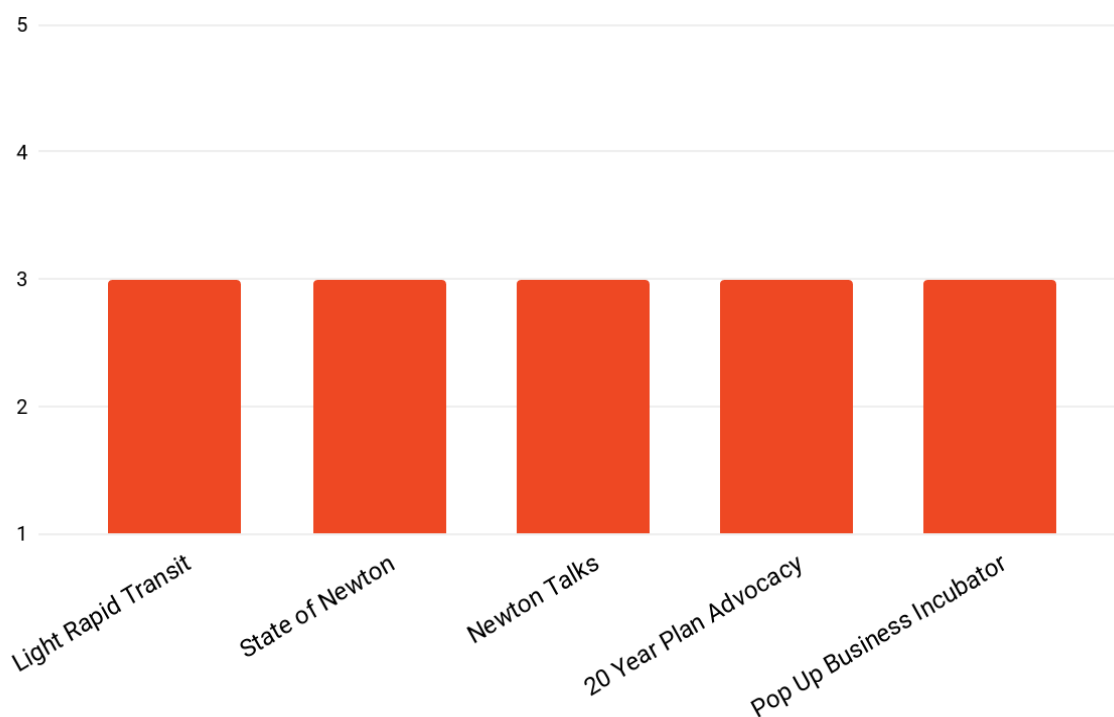
Marketing/Special Events:	Average
Website: www.newtonbia.com	3
Merchant Shoutout	3
Groundhog Day	3
Newton Days	3
Spooktacular Newton	3
Social Media Area Marketing	3
Outside events: Pink Shirt Day, Big Bike etc	3
Other Suggestions:	
Cite-wide Event	3



Area Enhancement Programs:		Average
Anti-Graffiti Program		4
Team Tidy - Clean Street Program		4
Placemaking		4
Murals		4
Other Suggestions:		
Create an area “gateway” or entrance at 72 and King George		3



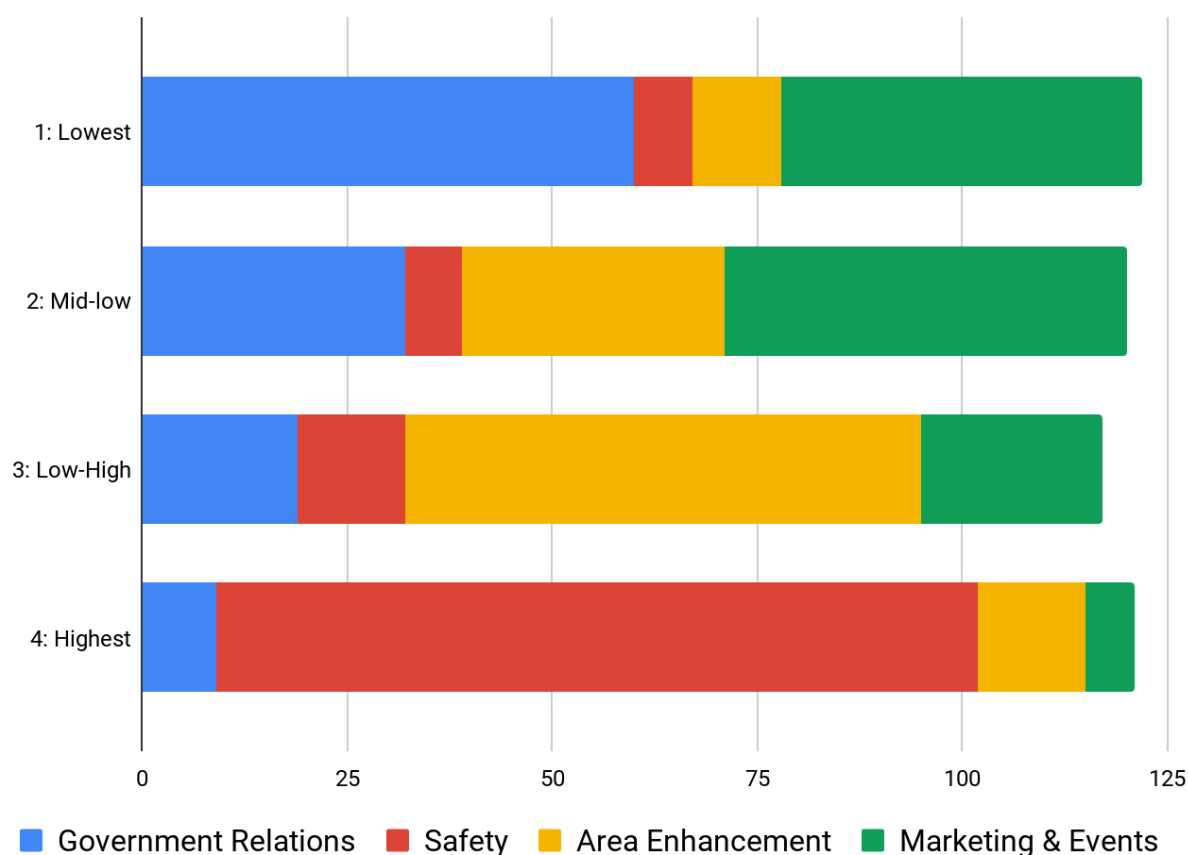
Government Relations and Advocacy:		Average
	Light Rapid Transit	3
	State of Newton	3
	Newton Talks	3
	20 Year Plan Advocacy	3
Other Suggestions:		
	Pop Up Business Incubator	3



02

For the ranking question, respondents were asked to rank the Newton BIA pillars in order of importance; out of the 121 surveys completed, 120 respondents ranked the BIA pillars. (1: lowest, 4: highest)

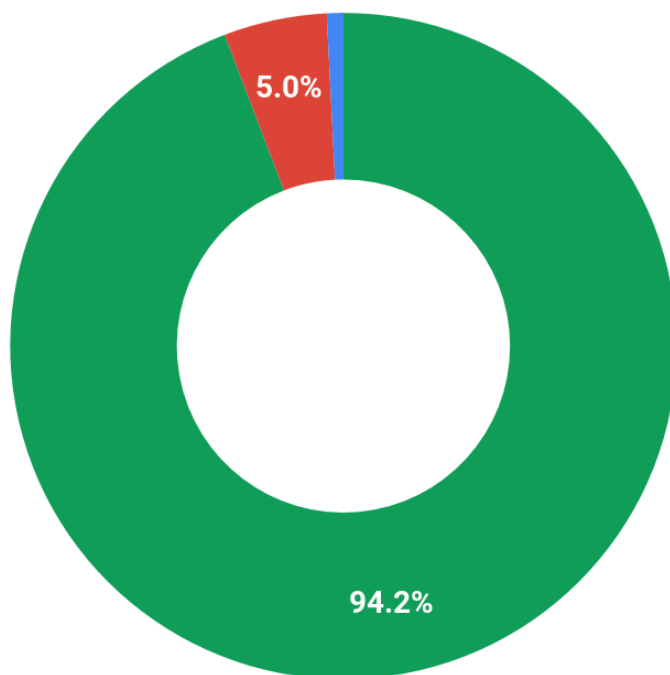
	1	2	3	4	
Government Relations	60	32	19	9	53.1%
Safety	7	7	13	93	82.3%
Area Enhancement	11	32	63	13	55.8%
Marketing and Events	44	49	22	6	43.4%



03

The Newton BIA is asking Property Owners and Business Owners to support the renewal of the Newton BIA for another 5-year term? Of the 121 completed surveys:

Yes	114	94.2%
No	6	5.0%
Declined to Answer	1	0.8%



● Yes ● No ● Declined to Answer

ANALYSIS

Based on the survey results, we can see that safety is the primary concern in the Newton Area. Of the 120 respondents, 93 respondents (82.3%) ranked Safety at 4, meaning it is the most important to them. This is followed by Area Enhancement (55.8%), Government Relations (53.1%), and Marketing + Events (43.4%). As we can see, Safety is a dominant issue, considering it was rated as the most important by more than 75% of the businesses in the area.

Furthermore, the average scores for the Safety were also 4, with the exception of the Shopping Cart Retrieval Program and Public Washroom. Also, it is important to note that Area Enhancement is something that the members of the BIA look towards. According to the ranking question, 63 respondents (55.8%) rated Area Enhancement as a 3. This is also supported by the Area Enhancement Category scores, which all scored an average of 4, except for the creation of an area “gateway”.

CONCLUSION

Overall, after conducting this survey, we reinforced that safety is still the prominent concern in the community. With the opportunity to expand hours for Community Safety Patrol (CSP), this could play a key role in reducing crime statistics throughout the area. The continued presence of the patrol will allow businesses to contact CSP throughout the evening hours of the day and deal with issues accordingly. Also, the presence of CSP will provide a sense of comfort for businesses and individuals in the community. Additionally, the development of a public washroom will reduce the number of individuals using business washrooms, thus reducing the crime associated with businesses.

Ultimately, our goals and future objectives is to reduce crime and build community that strongly align with the City of Surrey’s Public Safety Strategy. As stated in the Safety Strategy, the three guiding goals of public safety are:

1. Increased feelings of safety in our community.
2. Improved quality of life for everyone
3. Improved civic participation and engagement

At the BIA, we hope that the presence of CSP increases feelings of safety, a reduction in crime, and improve the quality of life. Further, by incorporating events and enhancing the area through the inclusion of placemaking and murals, we will further revitalize and beautify Newton. Finally, through events such as Newton Days and government relations activities, such as the State of Newton event and Newton Talks, we aim to improve civic participation and engagement.