



# 2023 RENEWAL SURVEY

# Final Report

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**Compiled by:**  
Newton Business Improvement Association

Last Updated: September 2023



## INTRODUCTION

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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 four-year term (2024-2028).

## METHODOLOGY

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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 a 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

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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 had 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.

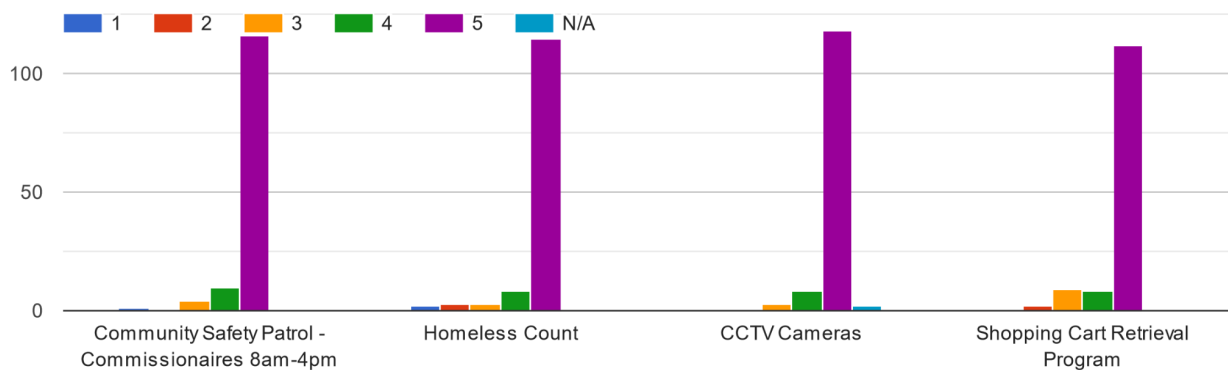
## RESULTS

**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:

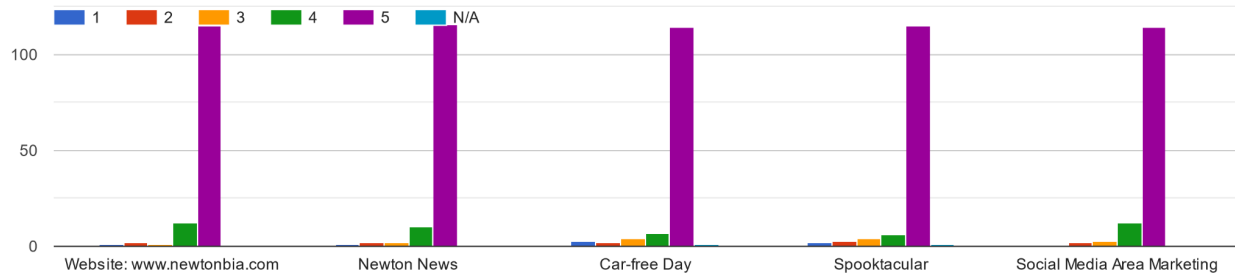
<b>Safety Programs:</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>N/A</b>
Community Safety Patrol	1		4	10	116	
Homeless Count	2	3	3	8	118	
CCTV Camera			3	8	118	2
Shopping Cart Retrieval Program		2	9	8	112	

Safety (Please mark the importance for each of the following: 1=low / 5=high)



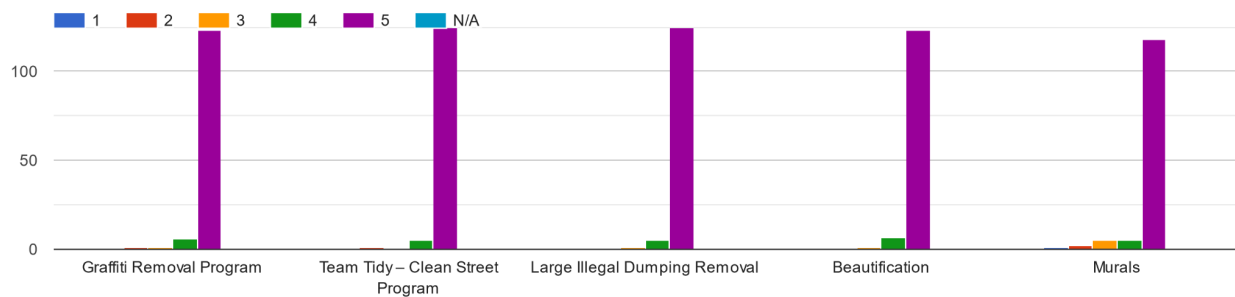
<b>Marketing/Special Events:</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>N/A</b>
Website: <a href="http://www.newtonbia.com">www.newtonbia.com</a>	1	2	1	12	115	
Newton News	1	2	2	10	116	
Car-free Day	3	2	4	7	114	1
Spookacular Newton	2	3	4	6	115	1

Marketing/Special Events (Please mark the importance for each of the following: 1=low / 5=high)



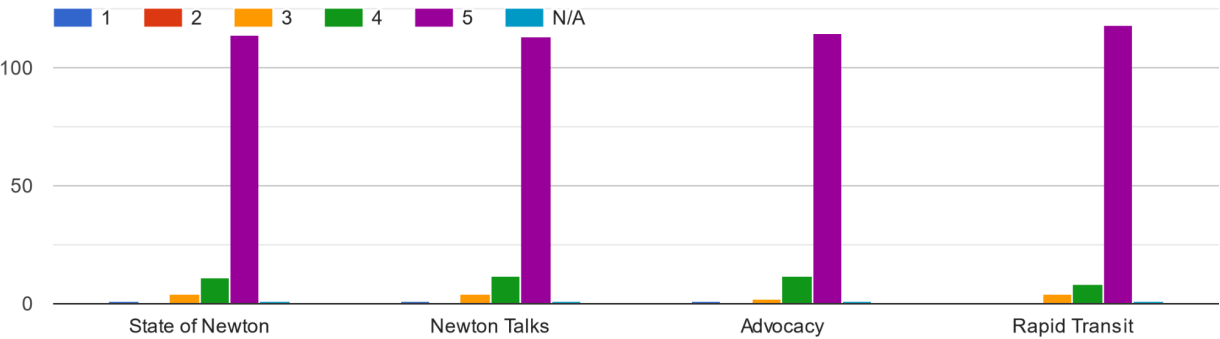
Area Enhancement Programs:	1	2	3	4	5	N/A
Graffiti Removal Program		1	1	6	123	
Team Tidy - Clean Street Program		1		5	125	
Illegal Large Dumping Removal			1	5	125	
Beautification			1	7	123	1

Area Enhancement (Please mark the importance for each of the following: 1=low / 5=high)



Government Relations and Advocacy:	1	2	3	4	5	N/A
State of Newton	1		4	11	114	1
Newton Talks	1		4	12	113	1
Advocacy	1		2	12	115	1
Rapid Transit			4	8	118	1

Government Relations/Advocacy (Please mark the importance for each of the following: 1=low / 5=high)

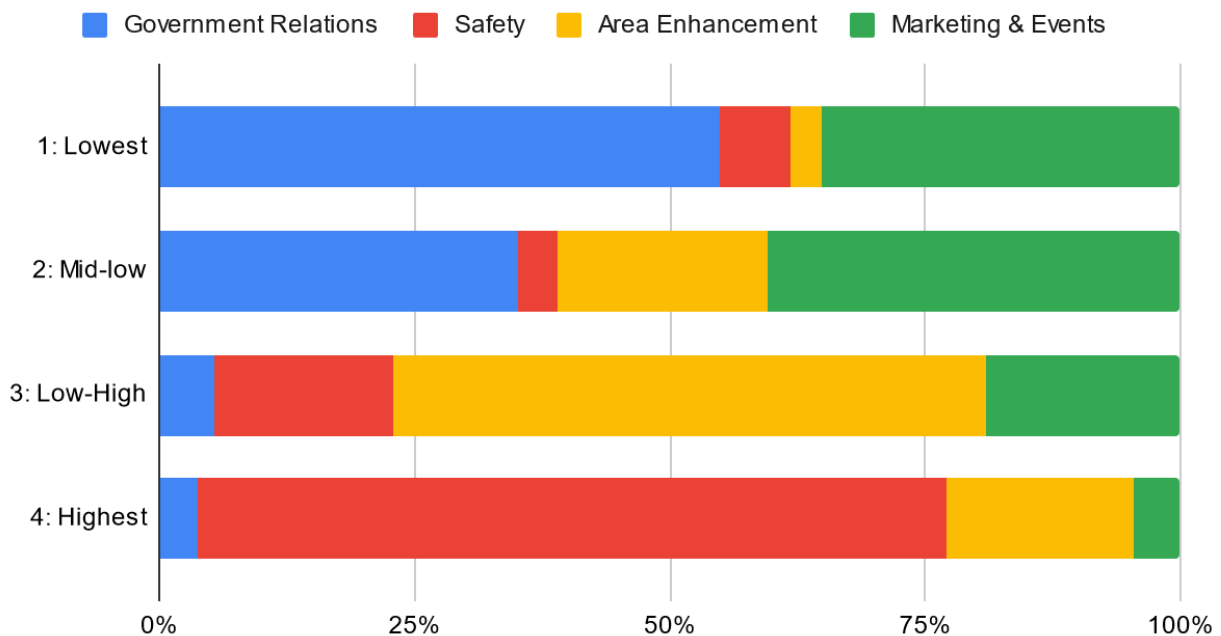


02

For the ranking question, respondents were asked to rank the Newton BIA pillars in order of importance; out of the 131 surveys completed, 131 respondents ranked the BIA pillars. (1: lowest, 4: highest)

	1	2	3	4	
Government Relations	72	46	7	5	55%
Safety	9	5	23	96	73.3%
Area Enhancement	4	27	76	24	58%
Marketing and Events	46	53	25	6	40.5%

1: Lowest, 2: Mid-low, 3: Low-High and 4: Highest



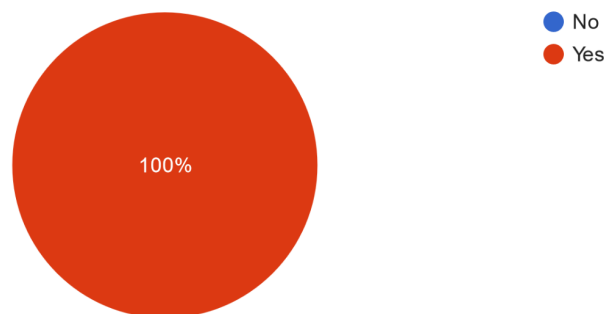
03

The Newton BIA is asking Property Owners and Business Owners to support the renewal of the Newton BIA for another 4-year term? Of the 131 completed surveys:

Yes	131	100%
No	0	0%
Declined to Answer	0	0%

The Newton BIA is asking Property Owners and Business Owners to support the renewal of the Newton BIA for another 4-year term. Do you agree?

131 responses



## MEMBERSHIP OUTREACH

Our goal was to reach out to as many members as reasonably possible. To that end, we employed as many avenues of contact as possible. Total Surveys' completed: 131

### Renewal Surveys

- By mail (416 Business & 75 Property Managers): **491 Total**
- Email (via Mailchimp): **5**
- In-person Surveys Completed: **121**
- Social Media (across all platforms): **48**
  - Facebook: 16
  - Instagram: 16
  - Twitter: 16

### EGM Notices

- By mail (416 Business & 75 Property Managers): **491 Total**
- Email (via Mailchimp): **3**
- Social Media (across all platforms): **9**
  - Facebook: 3
  - Instagram: 3
  - Twitter: 3

## ANALYSIS

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Based on the survey results, we can see that safety is the primary concern in the Newton Area. Of the 131 respondents, 96 respondents (73.3%) ranked Safety at 4, meaning it is the most important to them. This is followed by Area Enhancement (58%), Government Relations (55%), and Marketing + Events (40.5%). As we can see, Safety is a dominant issue, considering it was rated as the most important by more than 70% of the businesses in the area. Furthermore, the average score for Safety was 5, across all four program options. Also, it is important to note that Area Enhancement is something that the members of the BIA look towards. According to the ranking question, 76 respondents (58%) rated Area Enhancement as a 3. This is also supported by the Area Enhancement Category scores, which all scored an average of 5.

## CONCLUSION

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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.

Ultimately, our goals and future objectives are 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.