

Delridge Business District Survey Project

Presented By: Daw & Associates LLC
October 23, 2017



Seattle
Neighborhoods



Welcome and Agenda

Welcome:

Introductions: Name, Business or organization, Top interest

Agenda:

Project overview

Process

Survey results

Community Feedback

Recommendations



Photo by West Seattle Blog

Introduction to the Project

The Delridge Business Survey and Outreach Project has been managed by a Steering Committee formed of Delridge residents, businesses and stakeholders. The overall goal for this project is to engage in community-supported business development in Delridge. This project is partly funded by the City of Seattle Department of Neighborhoods Small and Simple Matching Fund.



Photo by West Seattle Blog

Process of Project Development

STEERING COMMITTEE FORMED

CONSULTANT HIRED

DISCOVERY AND BENCHMARKING

CATALOG EXISTING BUSINESSES

STAKEHOLDERS MEETING TO DEVELOP SURVEY

IMPLEMENTATION OF SURVEY

SURVEY RESULTS



Survey Process

Delridge Business District Ambassadors went out and surveyed willing business participants between June 15th and August 15, 2017. The goal was to capture responses from 75% of storefront businesses identified on the compiled list. That goal was reach with the Ambassadors successfully collecting 53 surveys of the 86 businesses identified

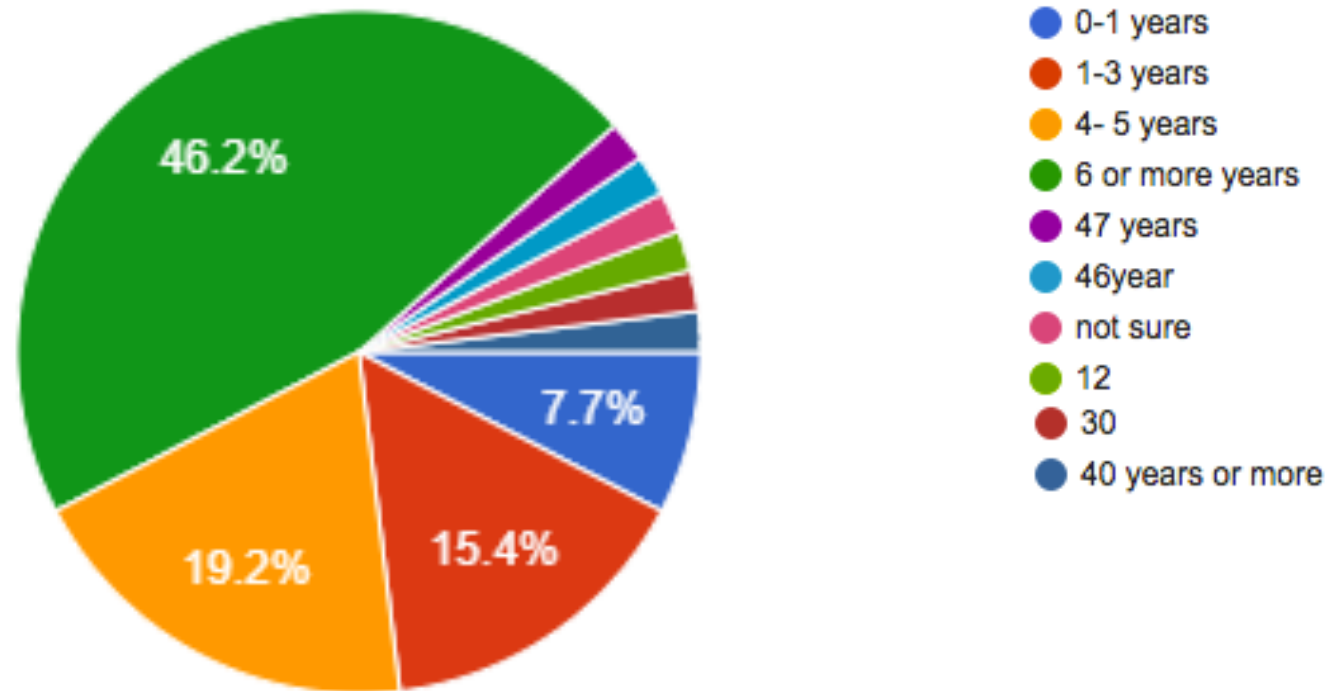


Photo by West Seattle Blog

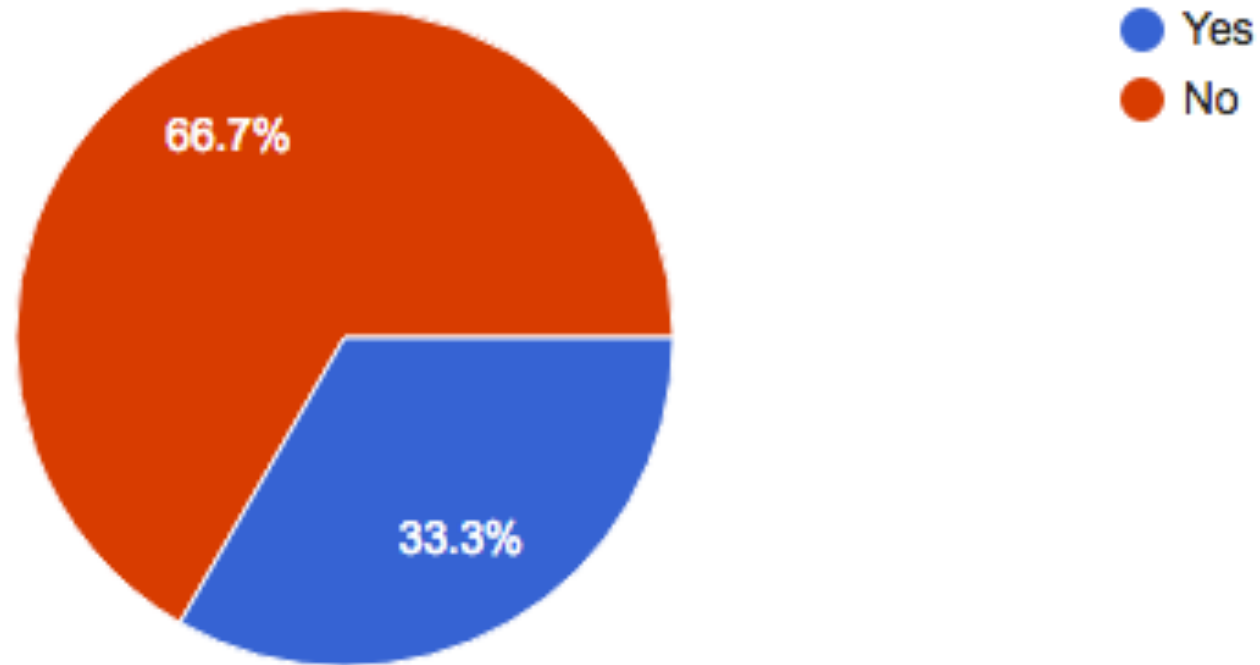
Survey Results

BUSINESS INFORMATION

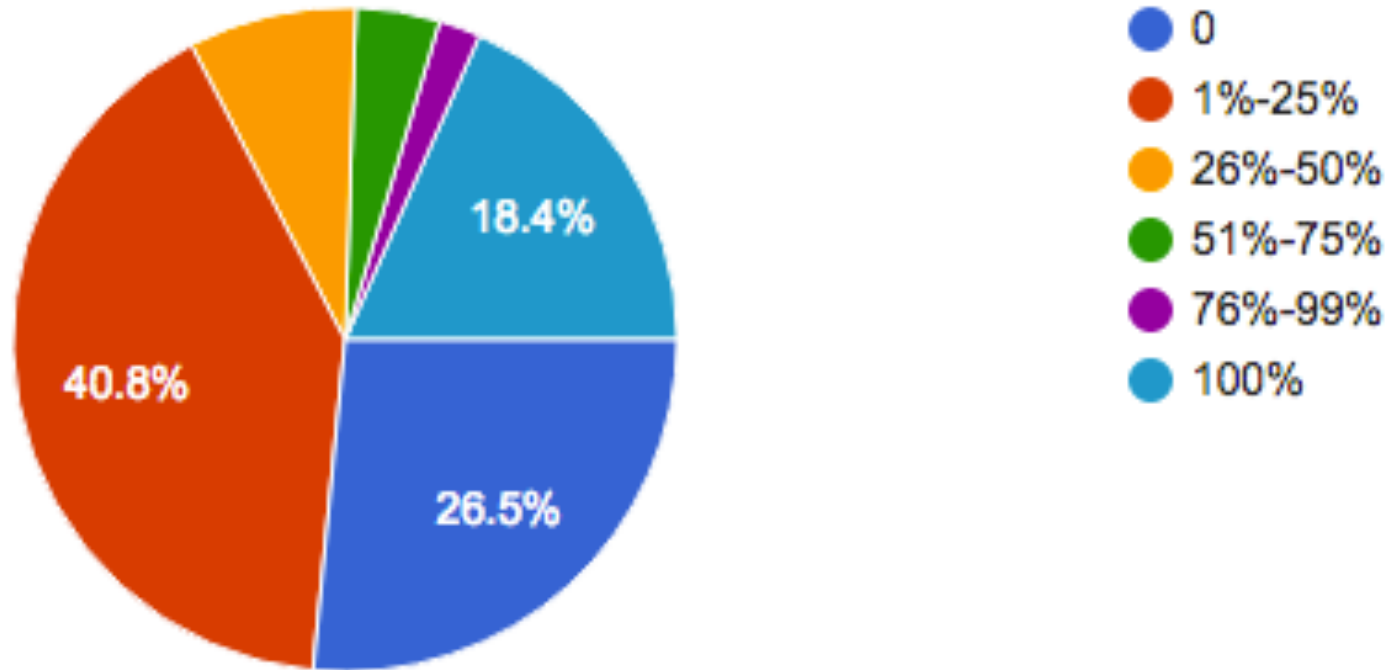
How long have you operated a business in the neighborhood?



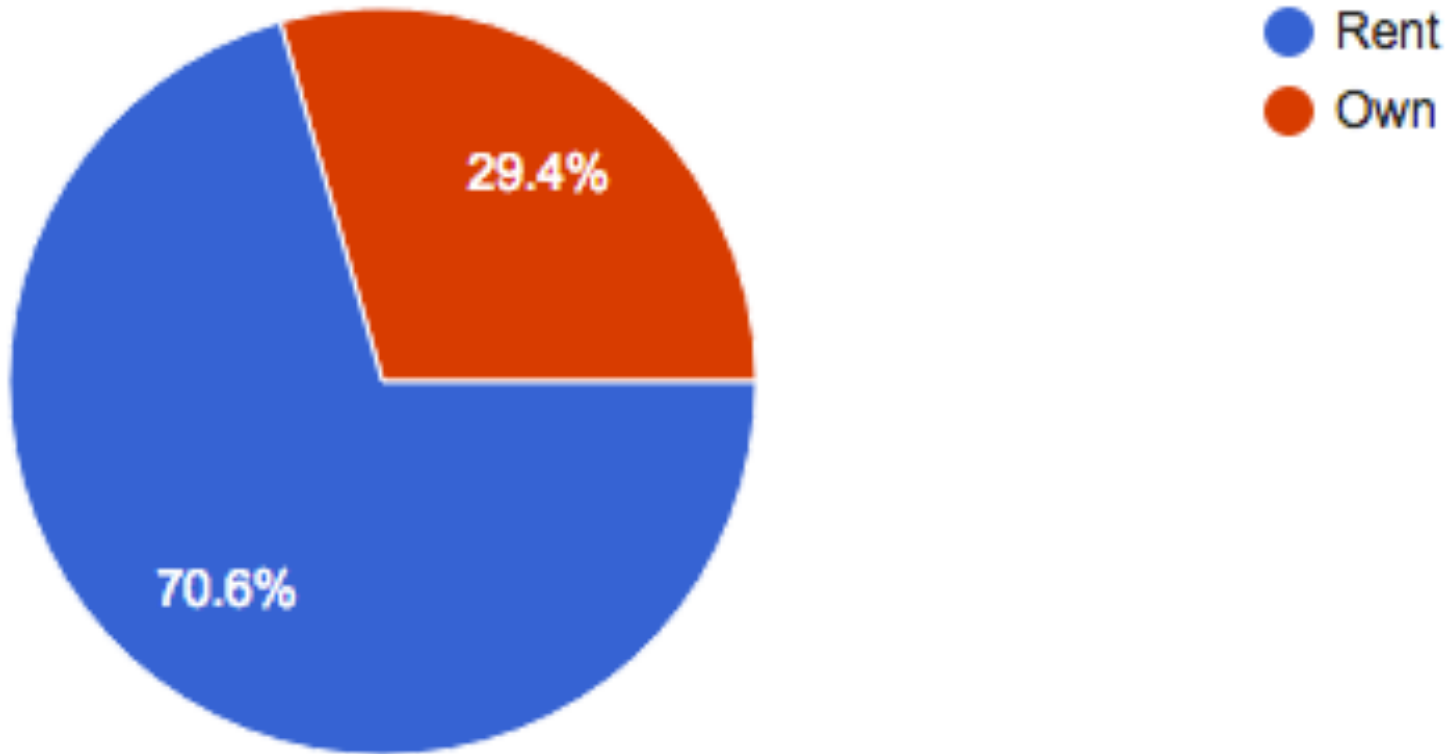
Does the owner of the business live in the Delridge area?



What percentage of your employees live in the neighborhood?



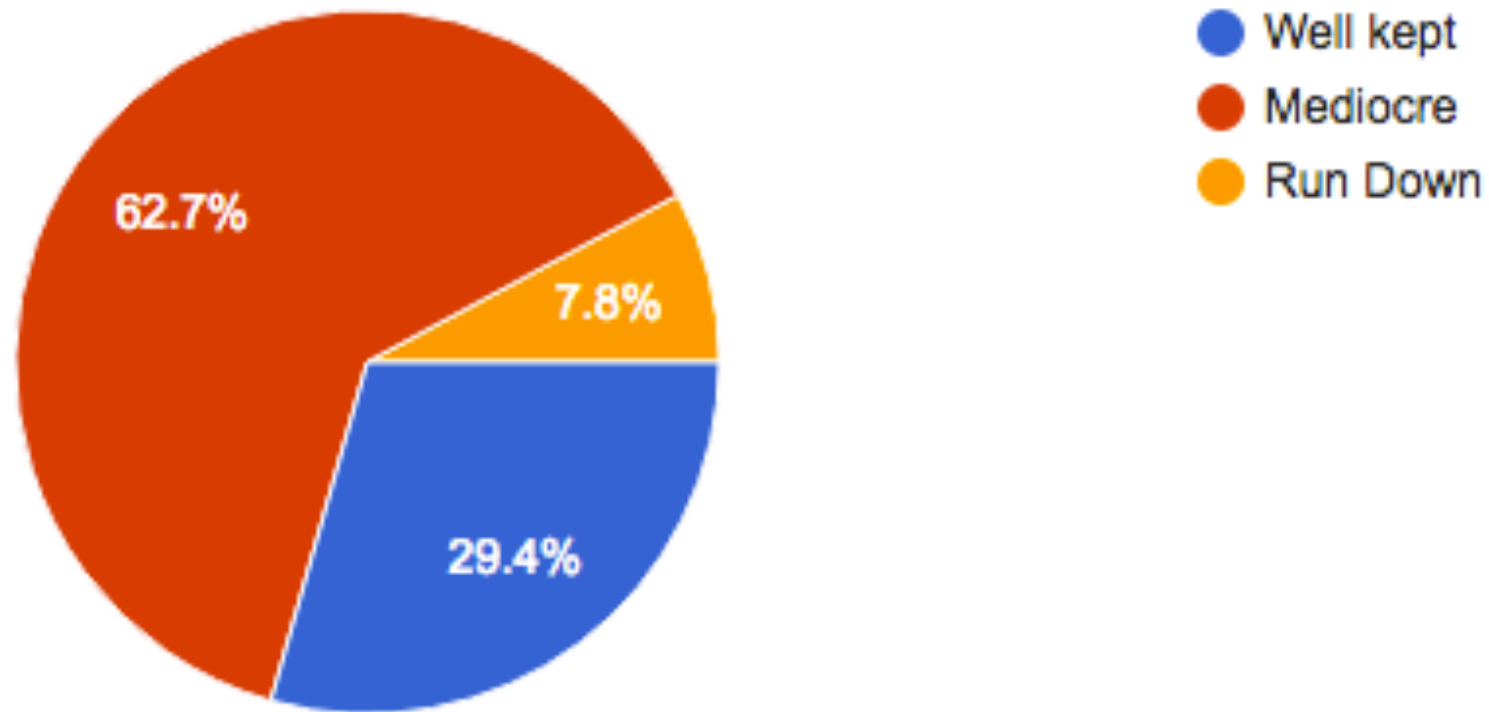
Do you rent or own your space?



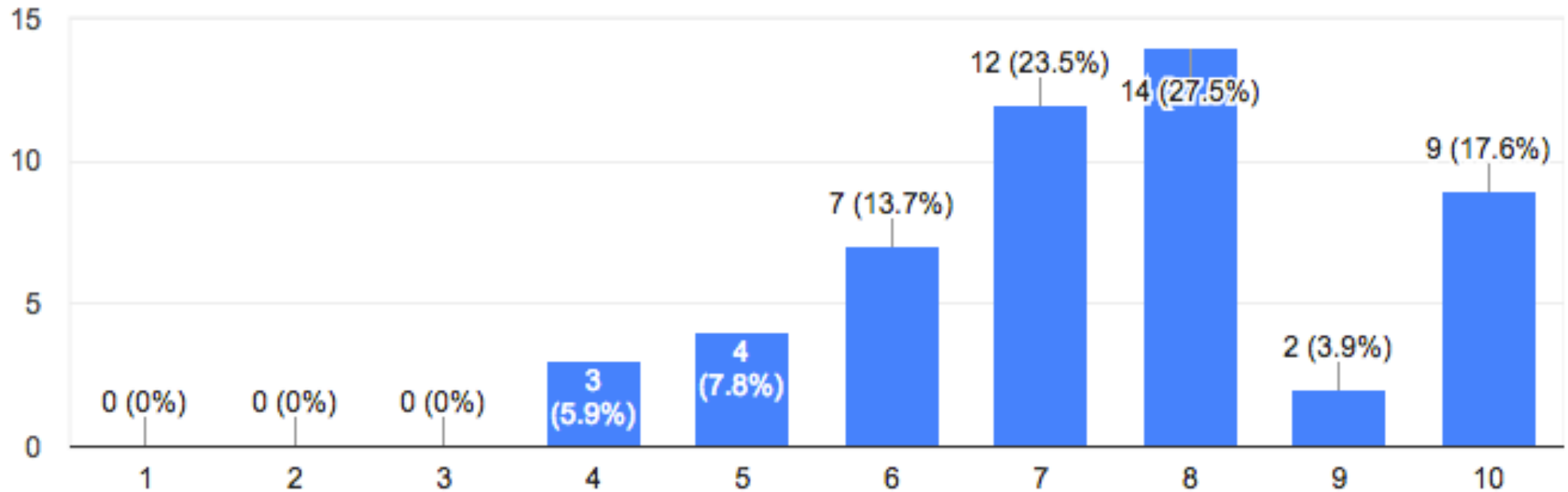
Survey Results

COMMUNITY FEEL

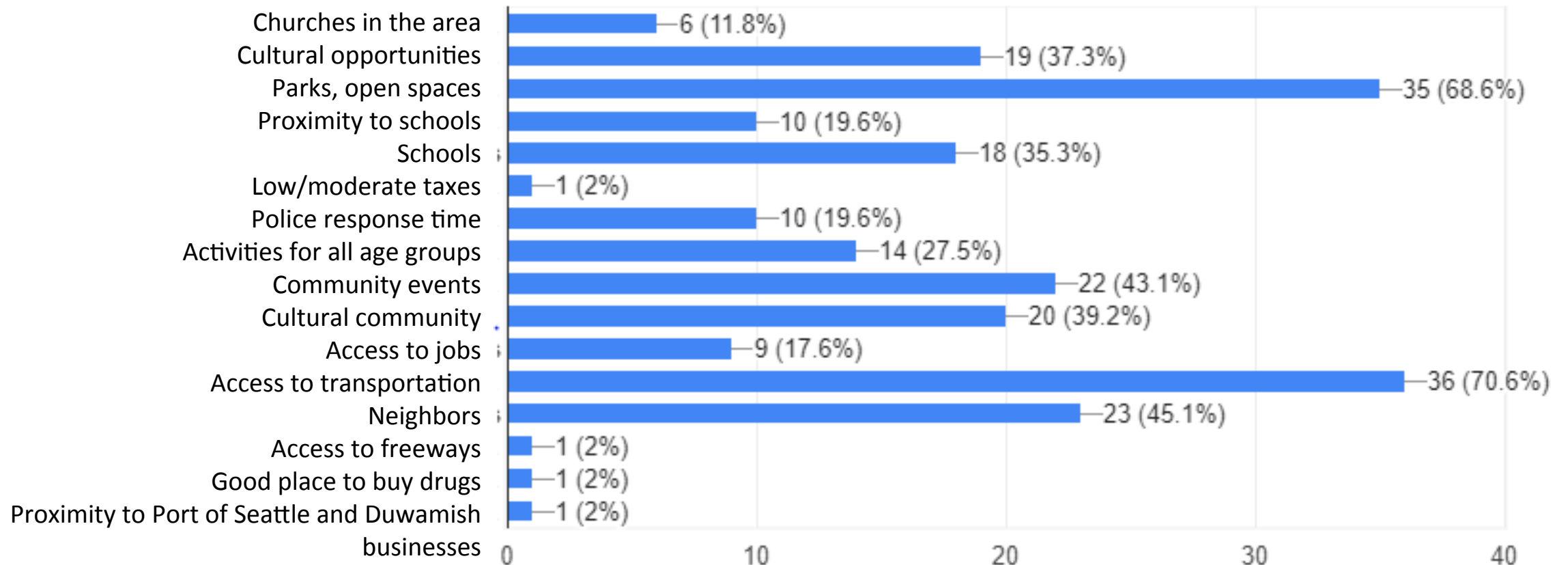
How would you describe the “atmosphere” of your neighborhood?



How satisfied are you with your neighborhood as a place to do business?



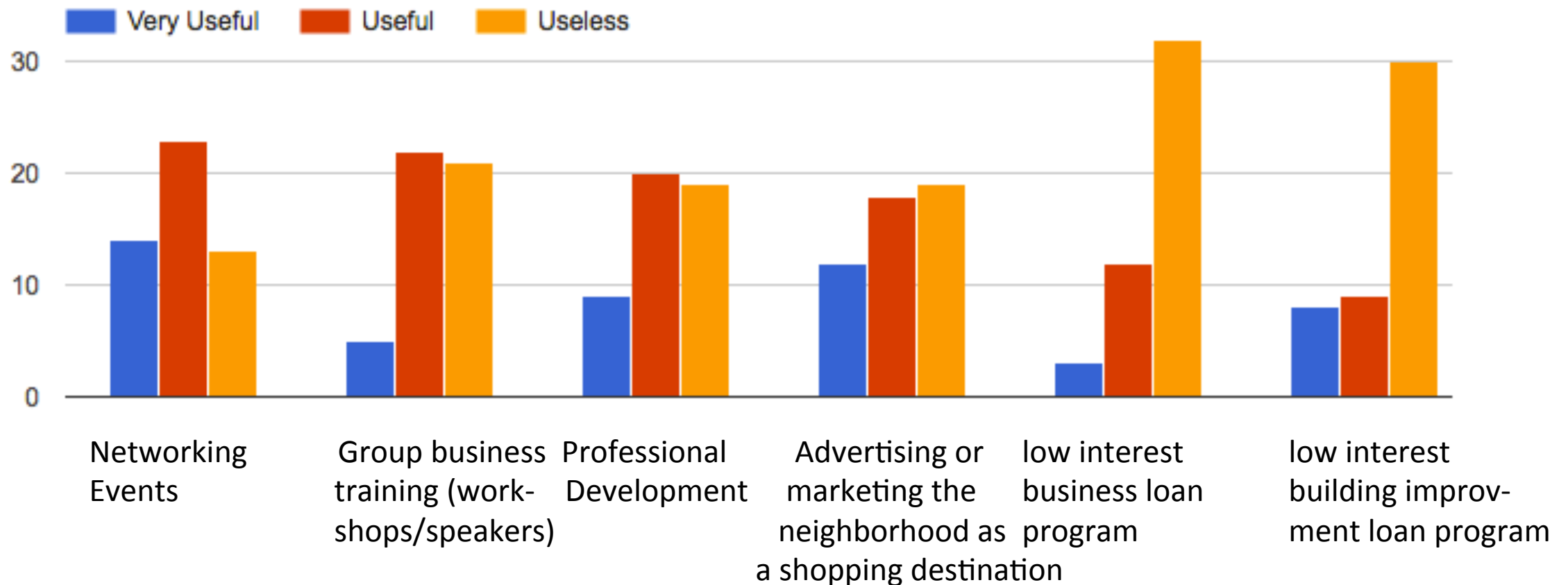
What are some of the assets of the Delridge neighborhood? (check all that apply)



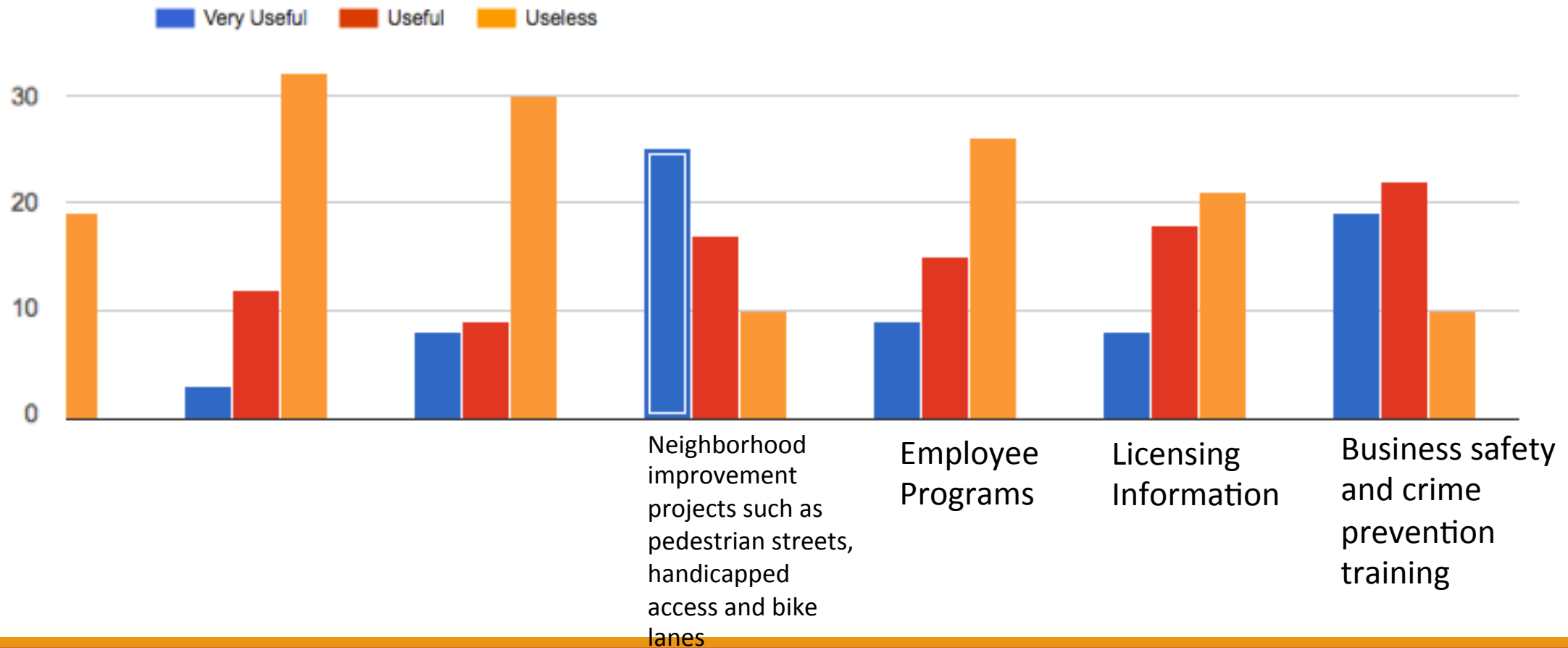
Survey Results

BUSINESS ASSISTANCE NEEDS

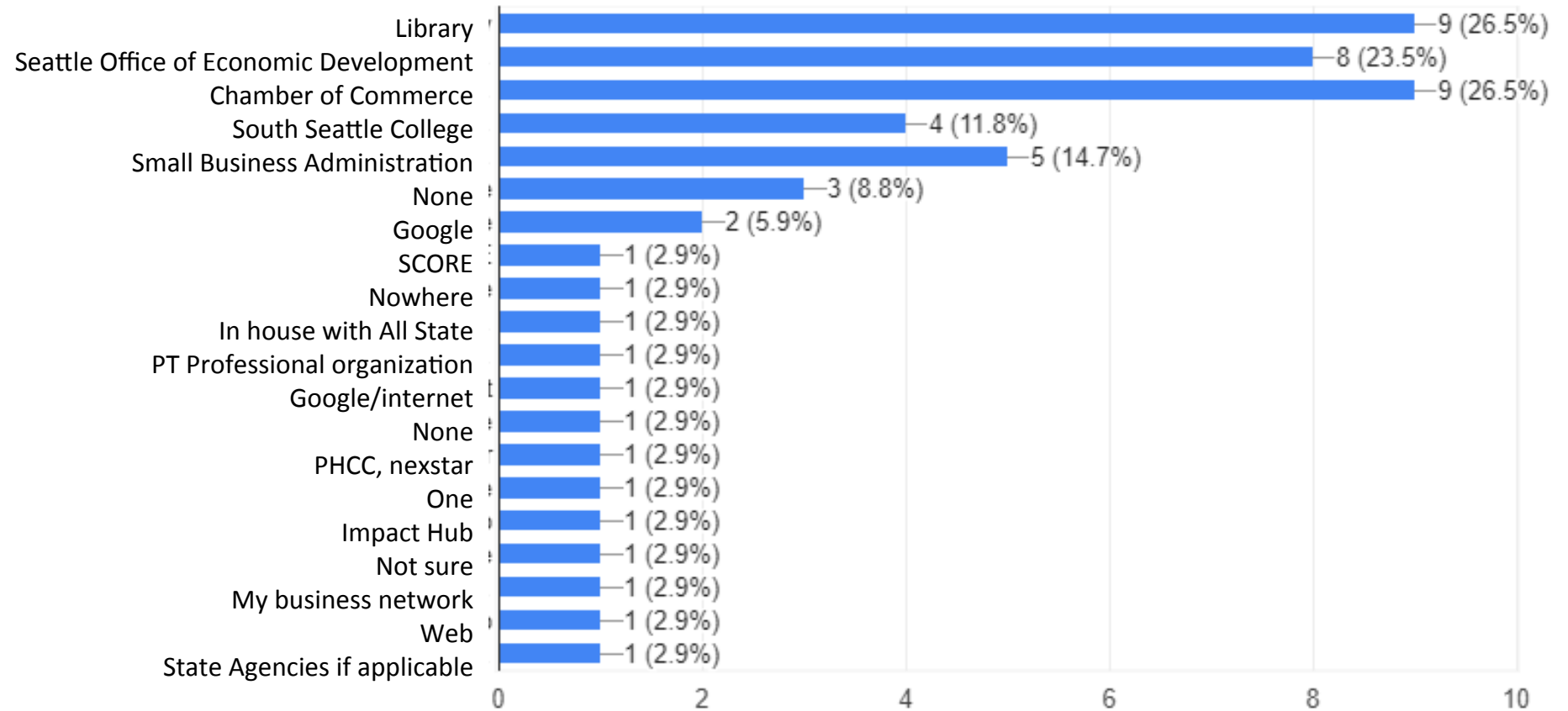
How useful to your business are these products and services?



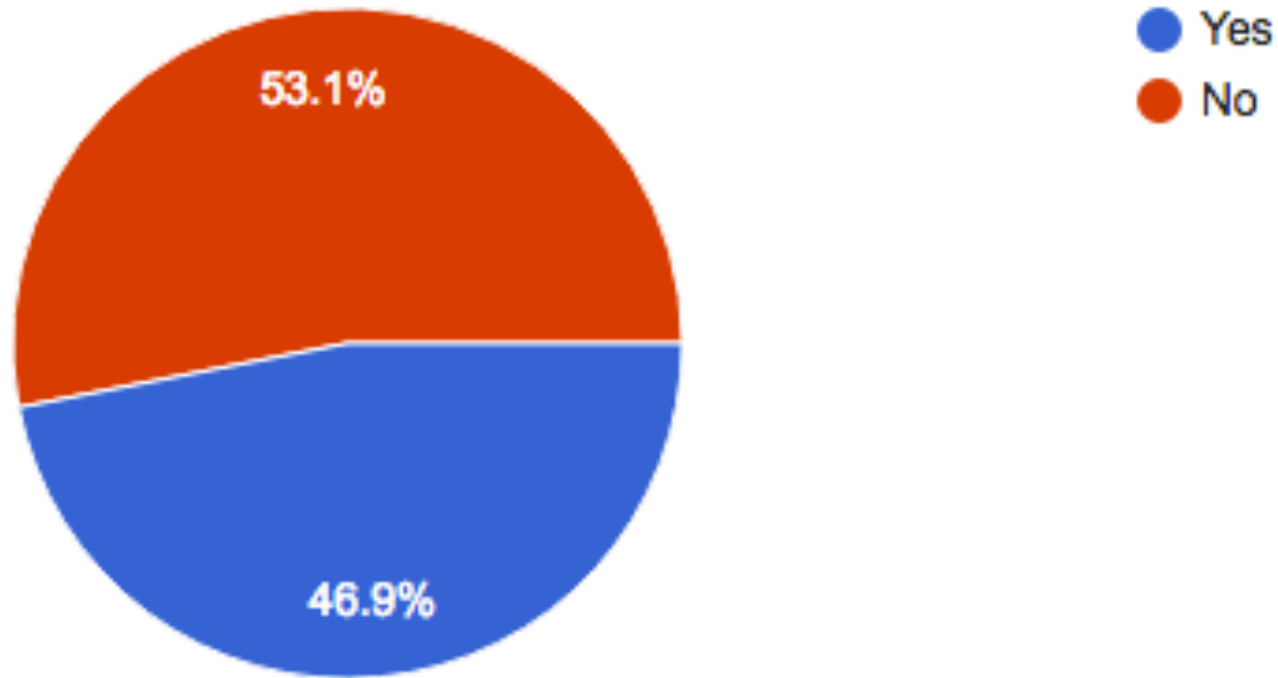
How useful to your business are these products and services? (continued)



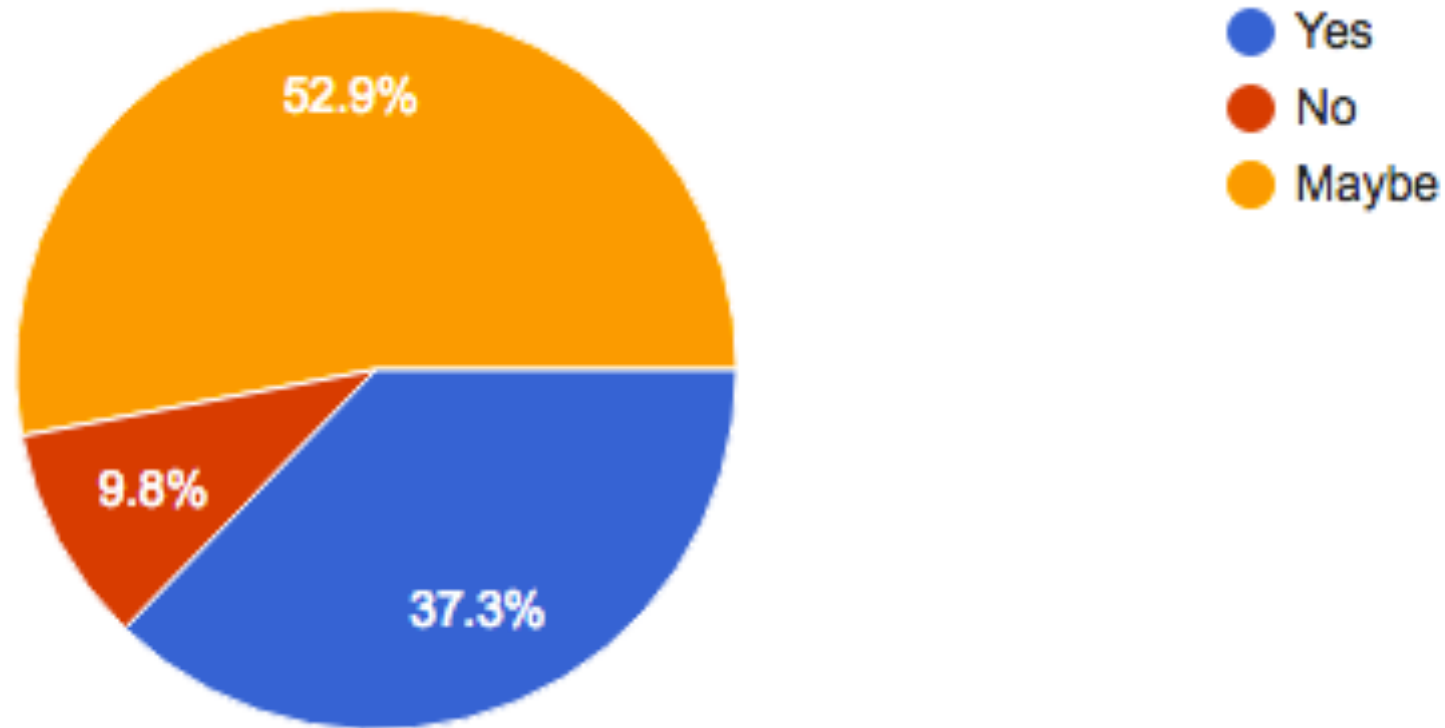
Where do you go for business support services? (Check all that apply)



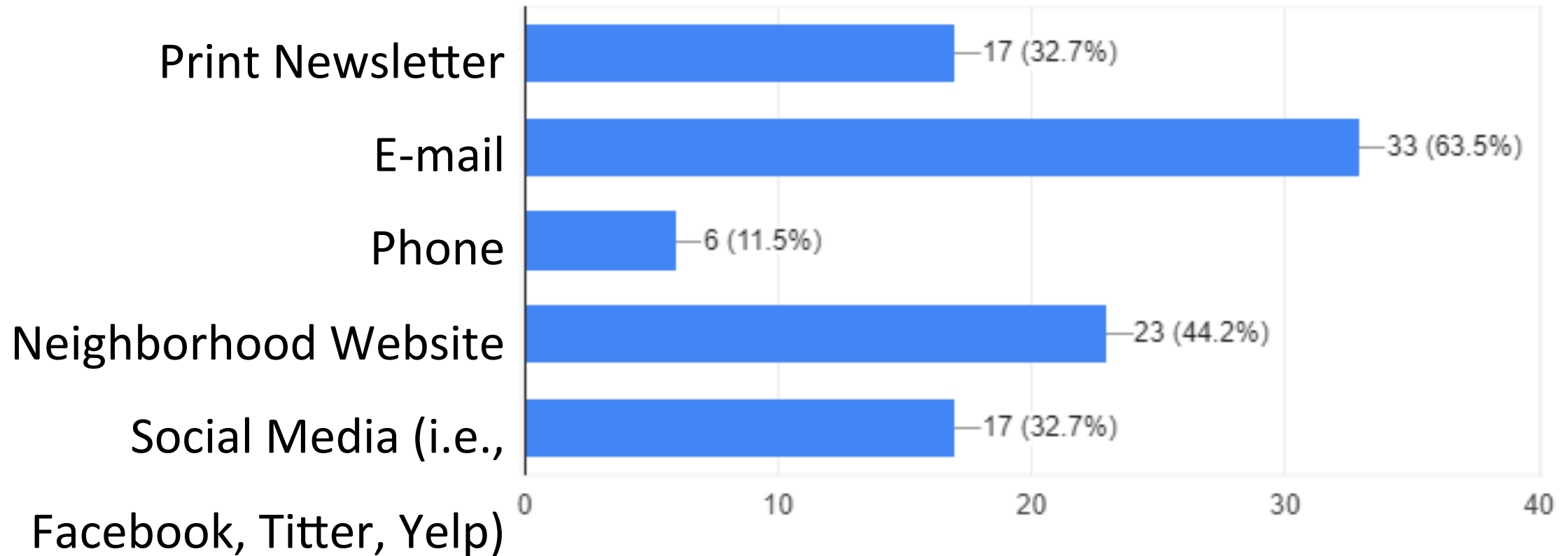
Are you networking with other business owners?



If a neighborhood business association was formed in the neighborhood. Are you interested in becoming involved?



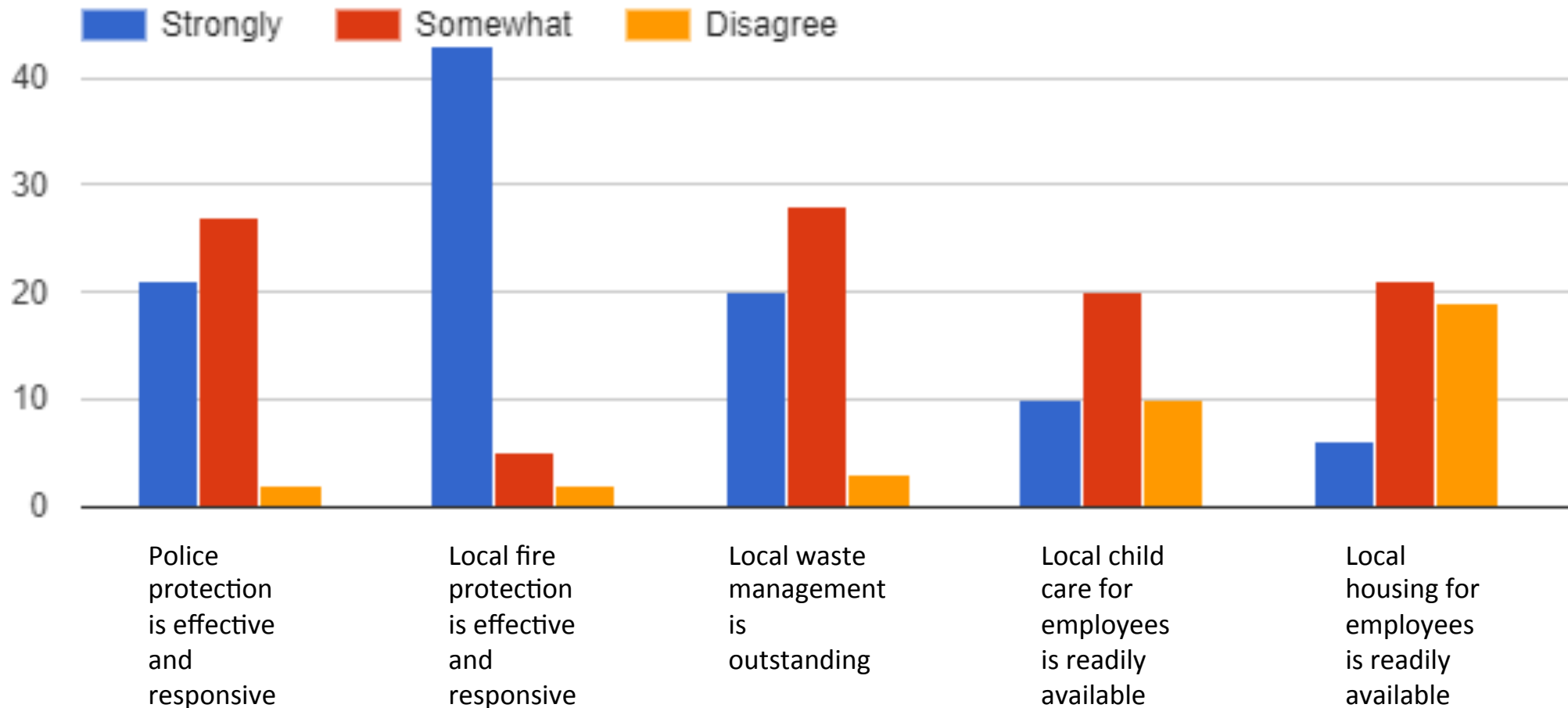
What type of neighborhood communication would be helpful in getting information to you? (Check all that apply)



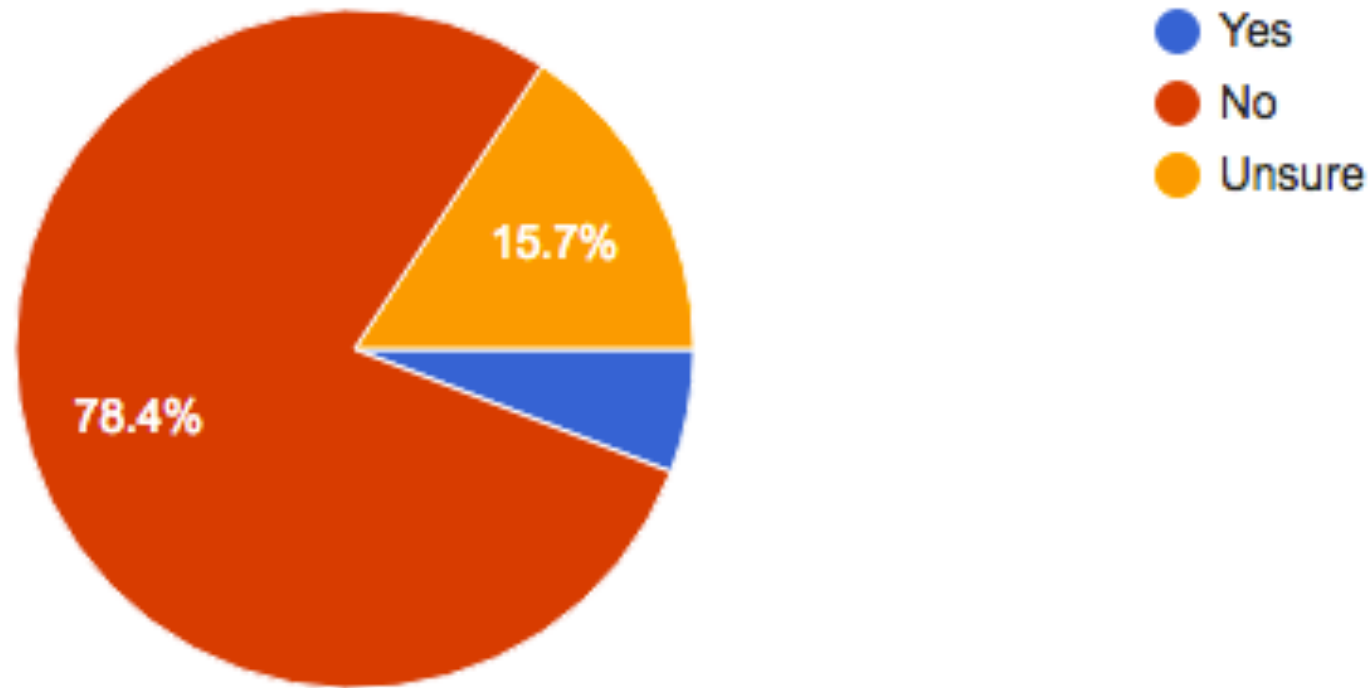
Survey Results

SAFETY AND SERVICES

How strongly do you agree or disagree with the following:



Are you considering moving your business out of the neighborhood in the foreseeable future?

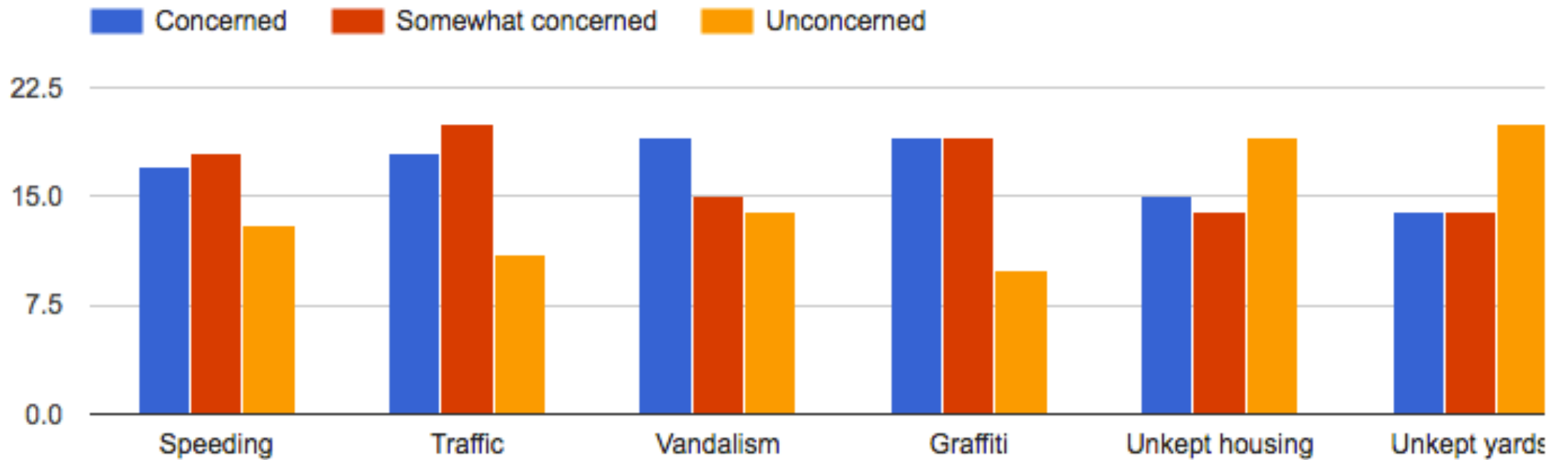


Name 3 other types of businesses you would like to see in the neighborhood.

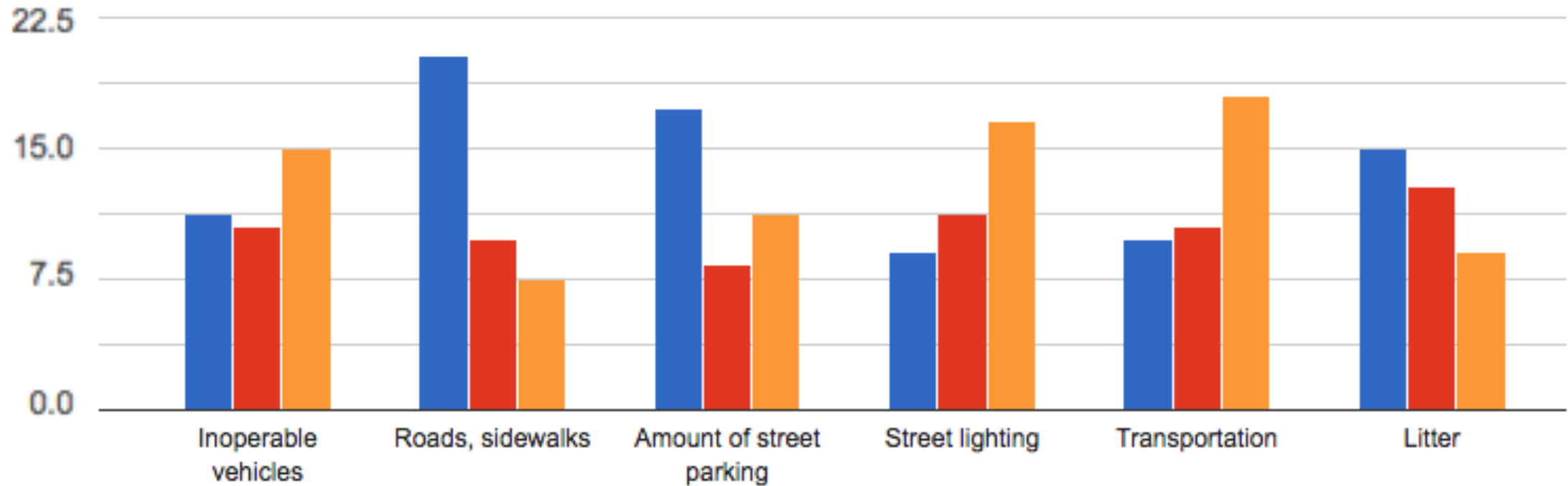
Common responses include:

- Grocery Store
- Restaurants
- Retail – i.e., Target, independent/local, aesthetic services
- Cultural centers – i.e., bookstores, music venues

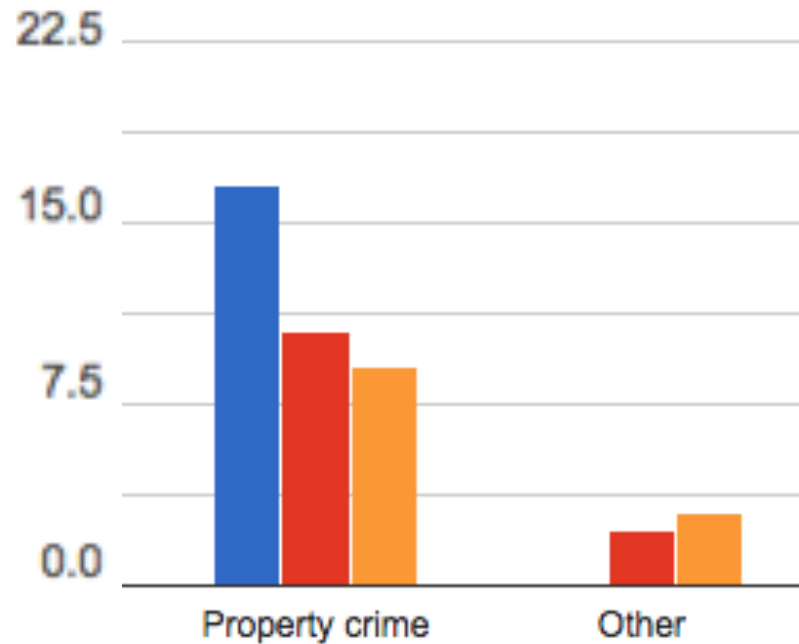
Rate concerns you have for your business:



Rate concerns you have for your business(continued):



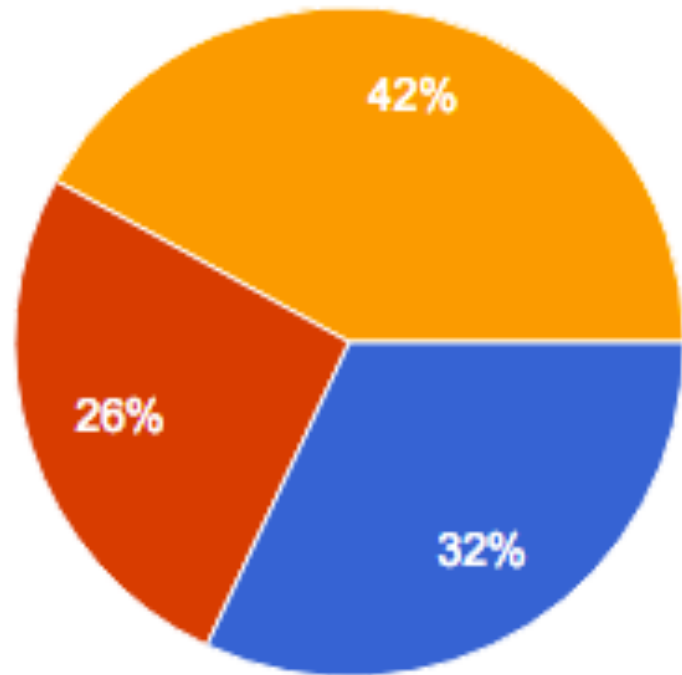
Rate concerns you have for your business(continued):



Survey Results

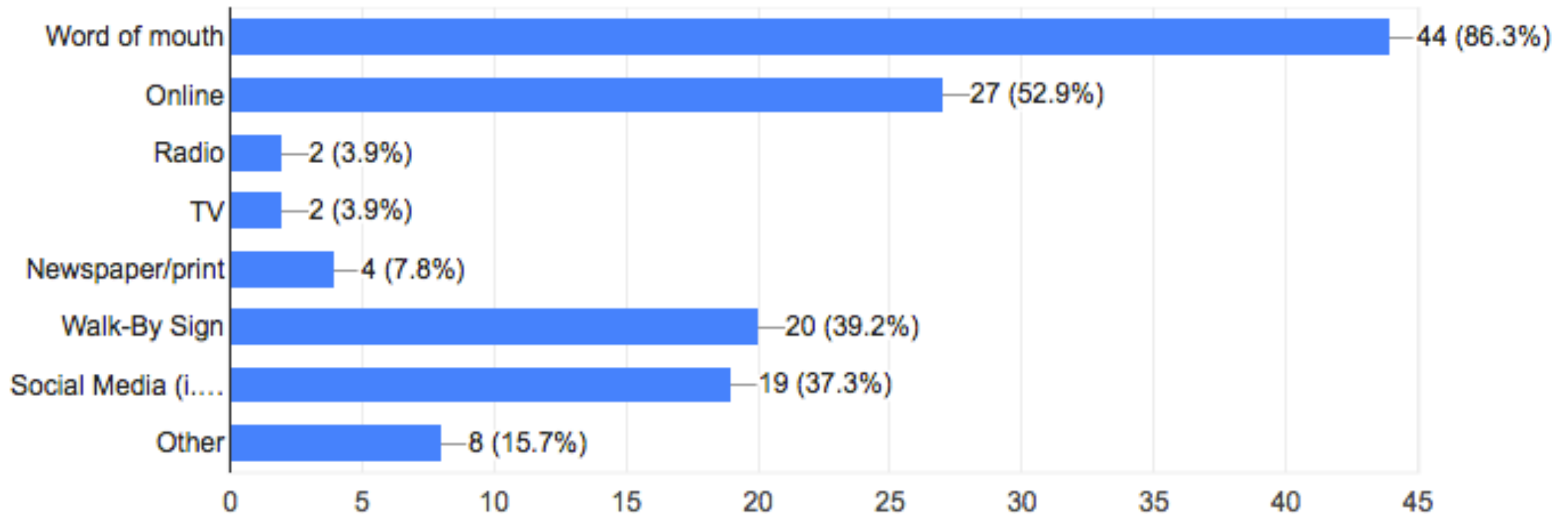
CUSTOMERS

Do you believe most of your customers:



- Live in the community
- Come from outside the neighborhood
- Half and half

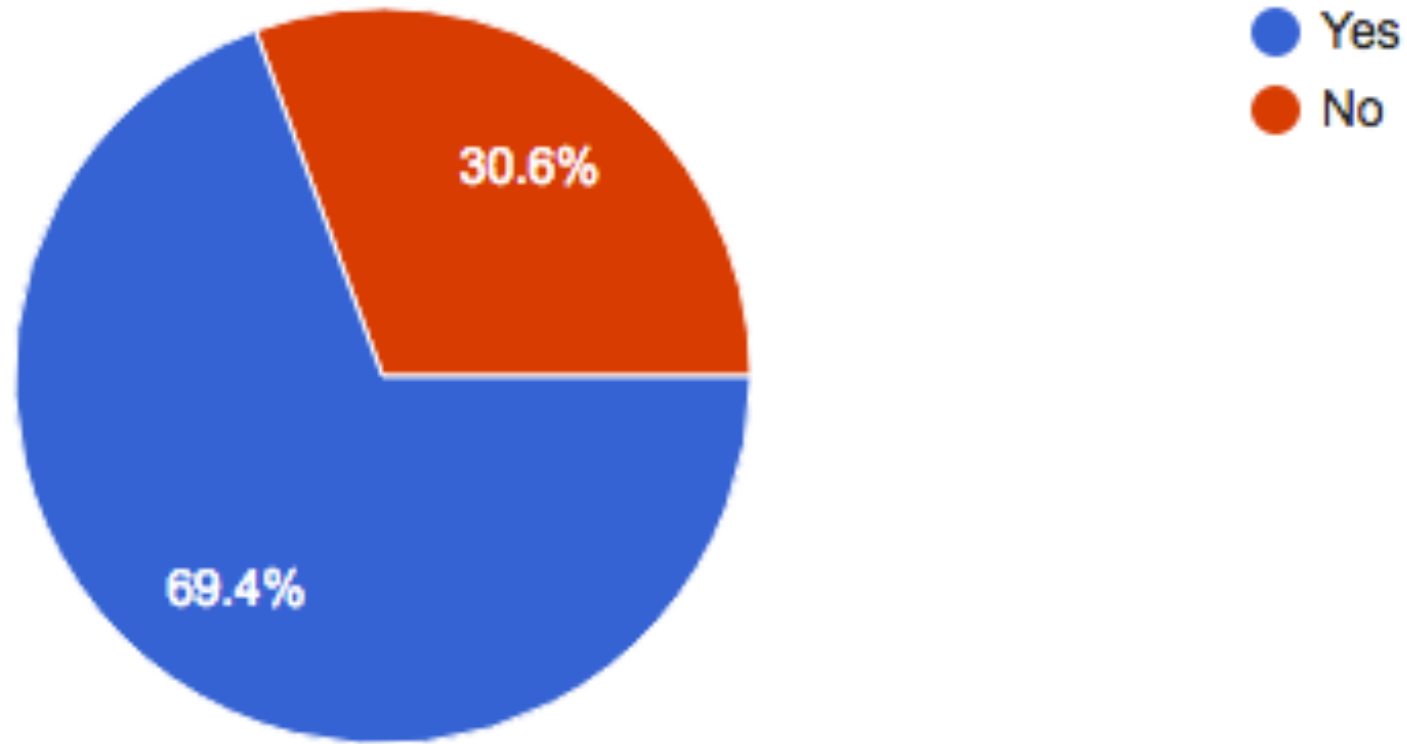
How do most of your customers learn about your business? (Check all that apply)



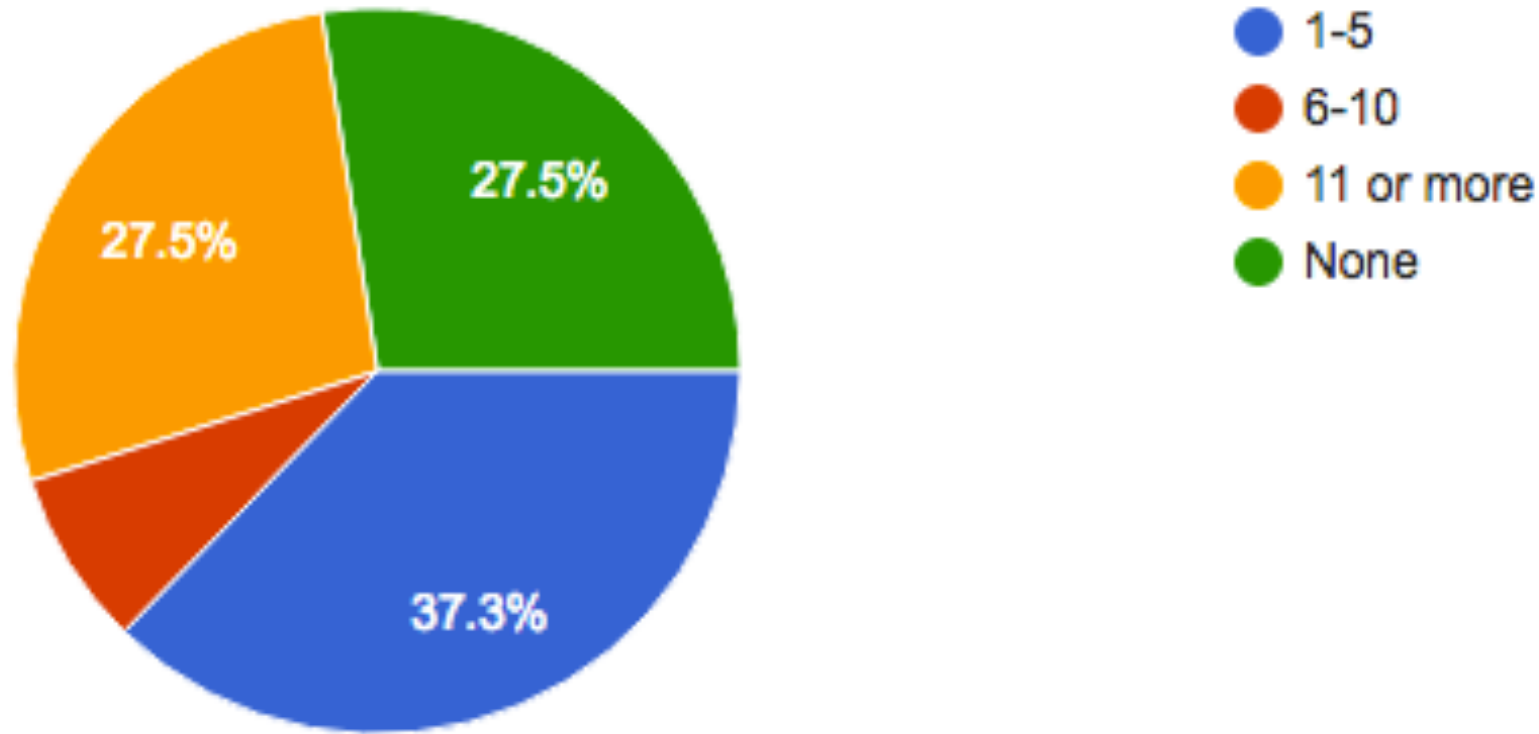
Survey Results

TRANSPORTATION AND PARKING

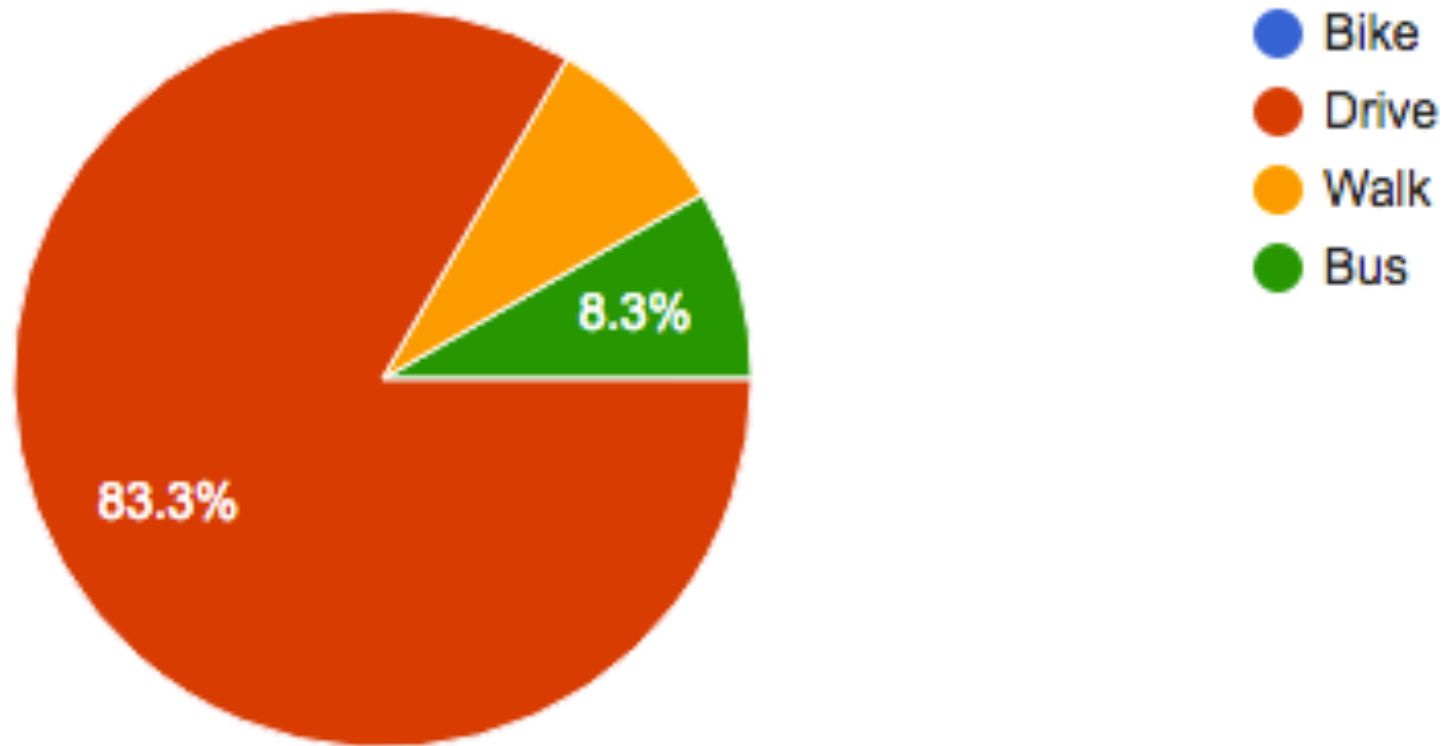
Do you provide off street parking?



How much off street parking do you use?



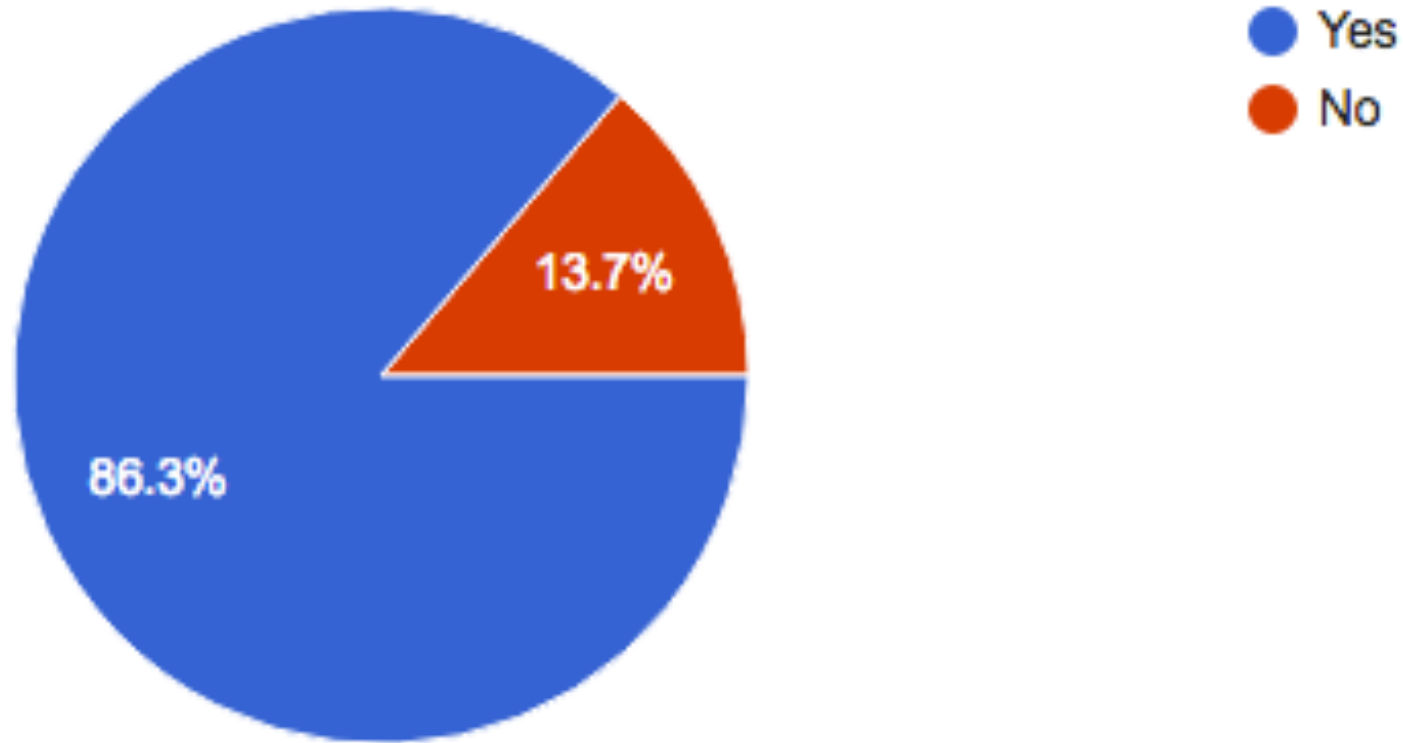
How do a majority of your customers get to your business?



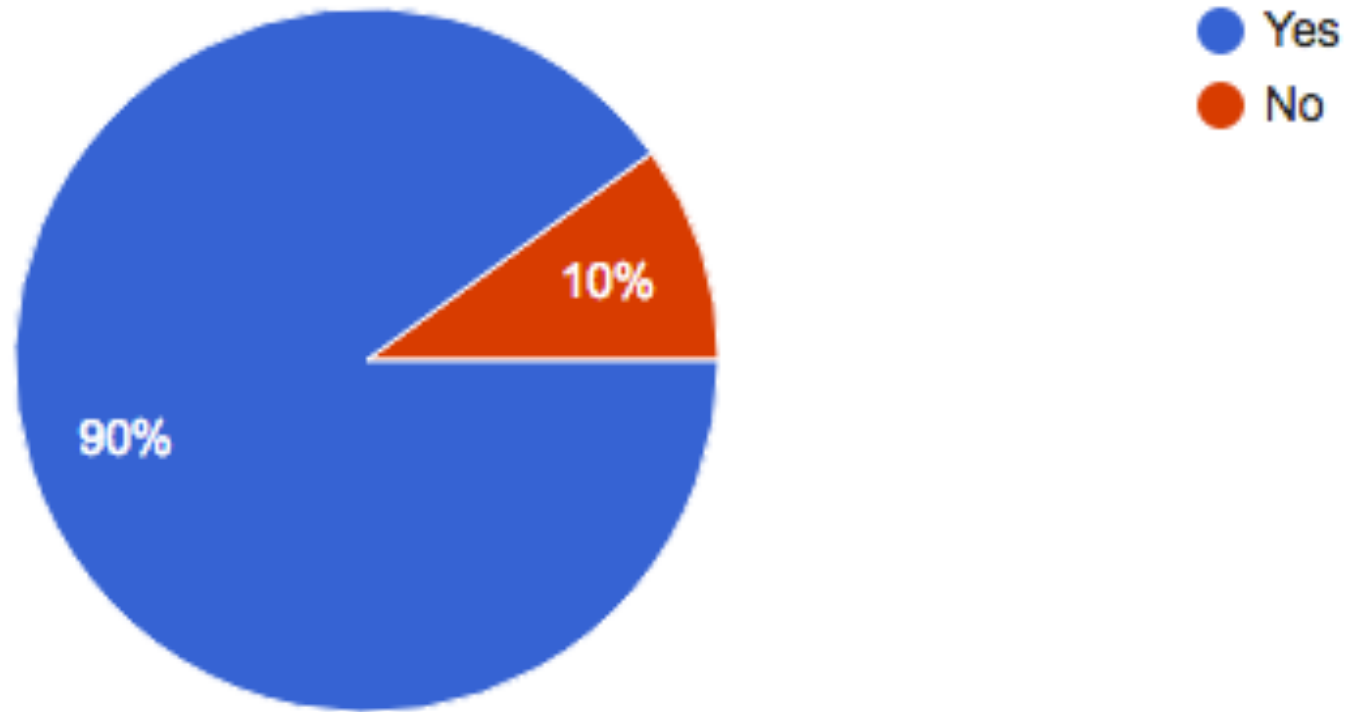
Survey Results

BRANDING

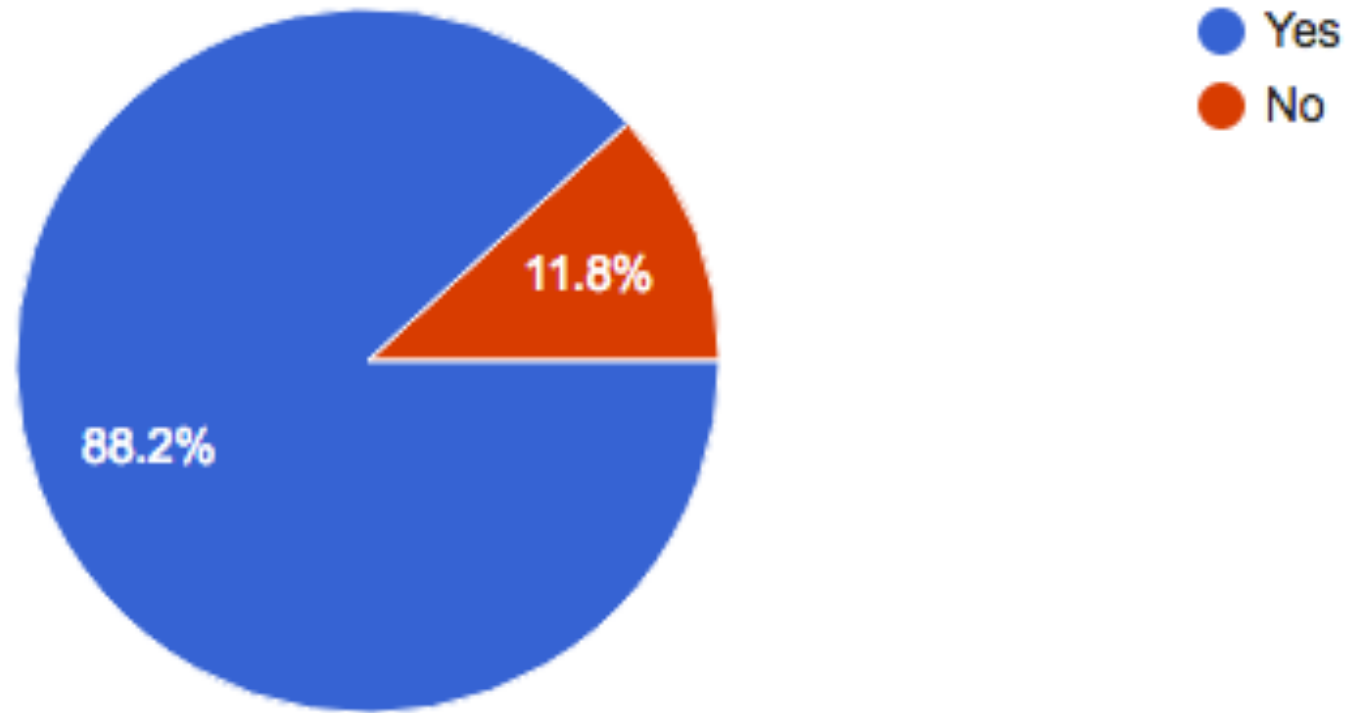
Do you feel Delridge is a good place to have a business?



Do you feel the Delridge neighborhood is changing for the better?



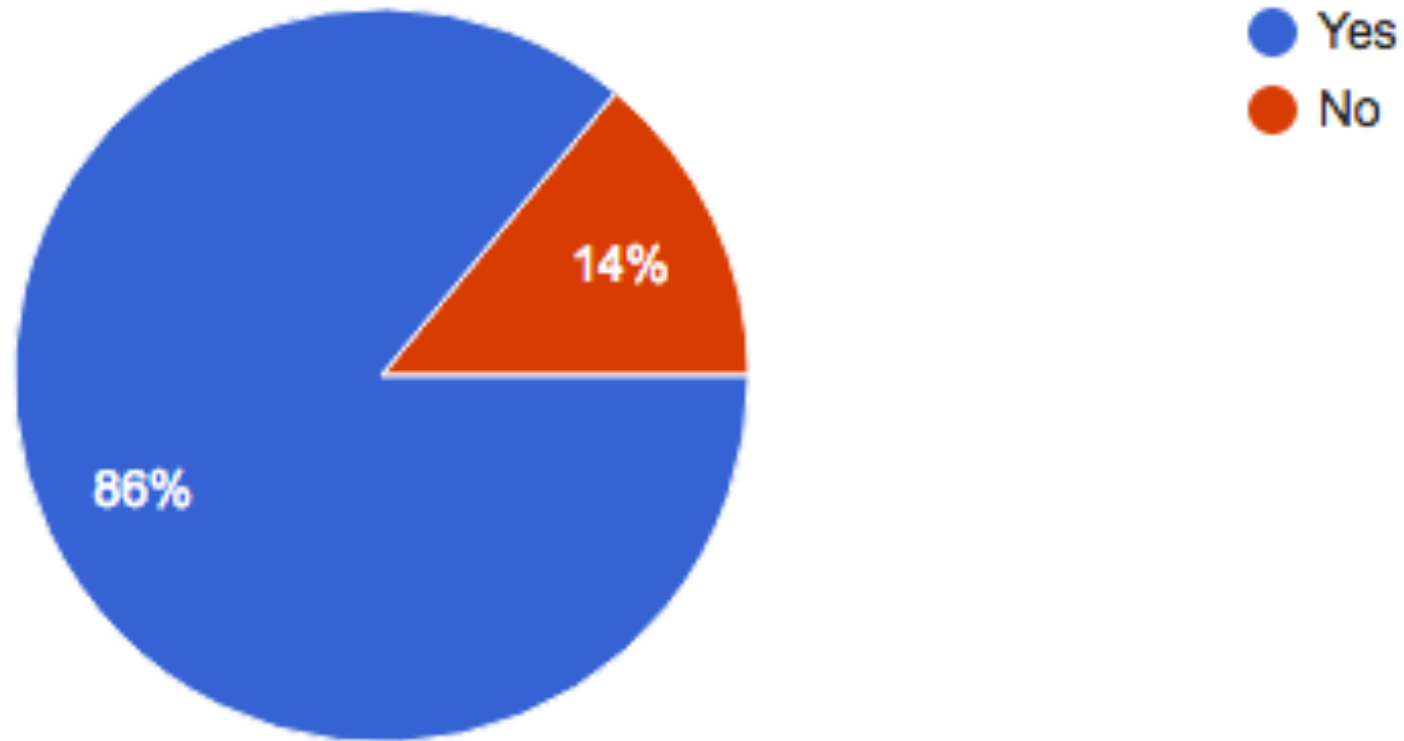
Do you feel like you're part of a neighborhood?



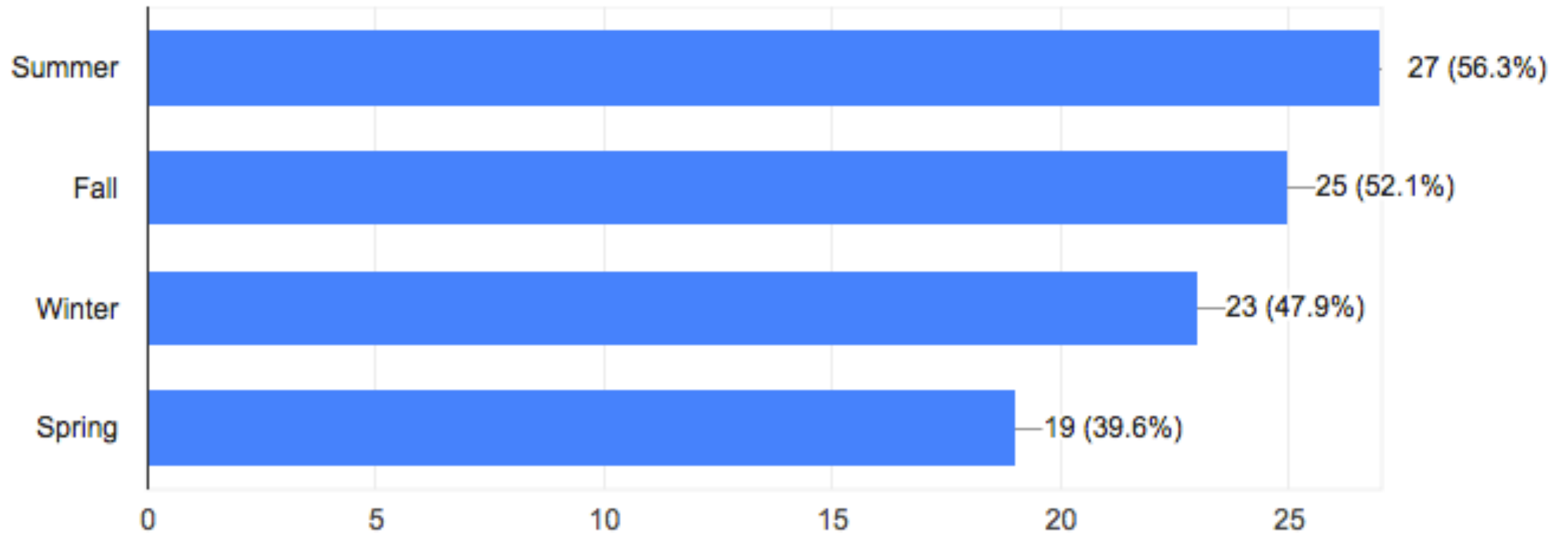
Survey Results

BUSINESS HEALTH

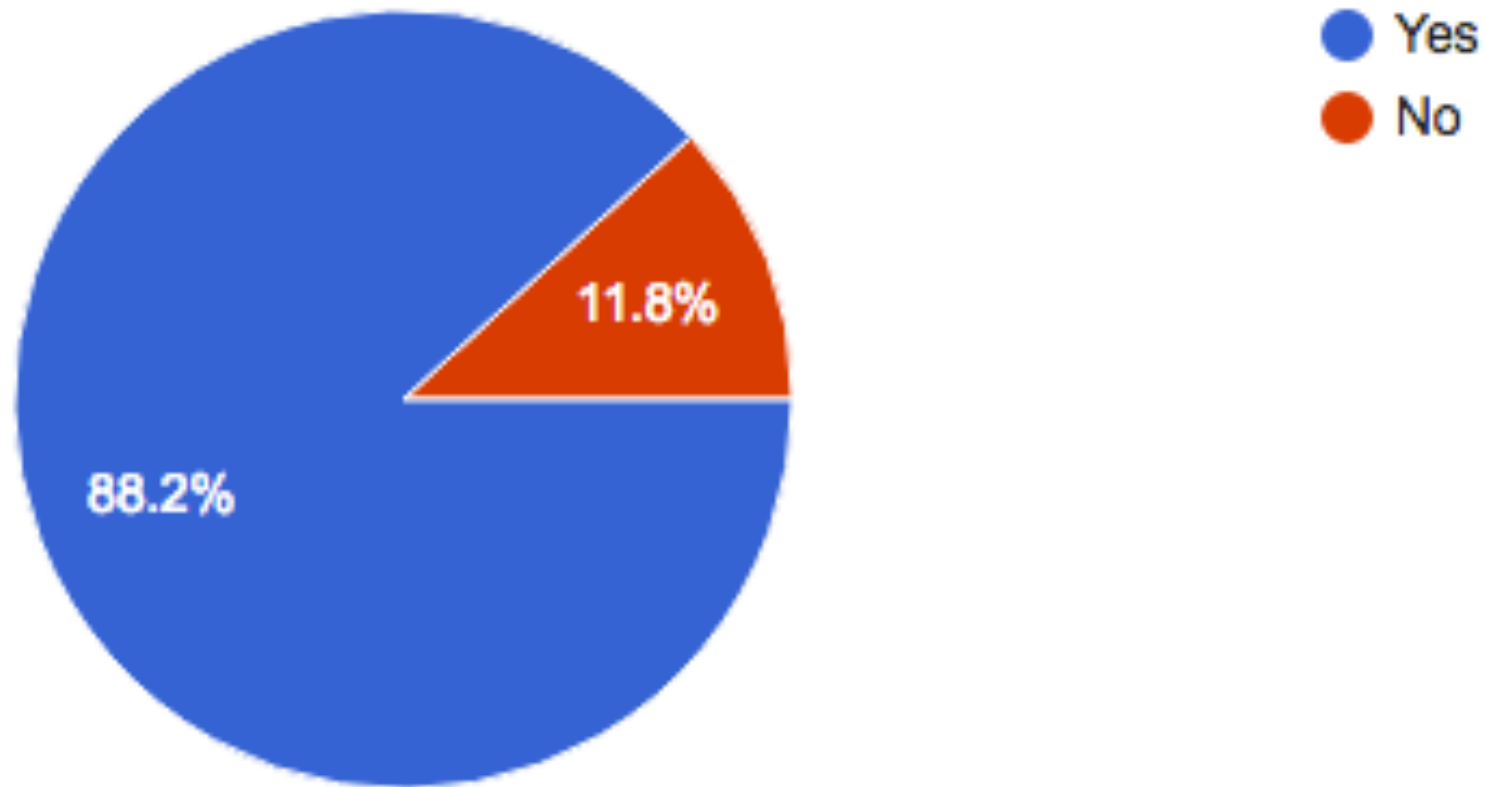
Do you expect your business to grow in the next 12 months?



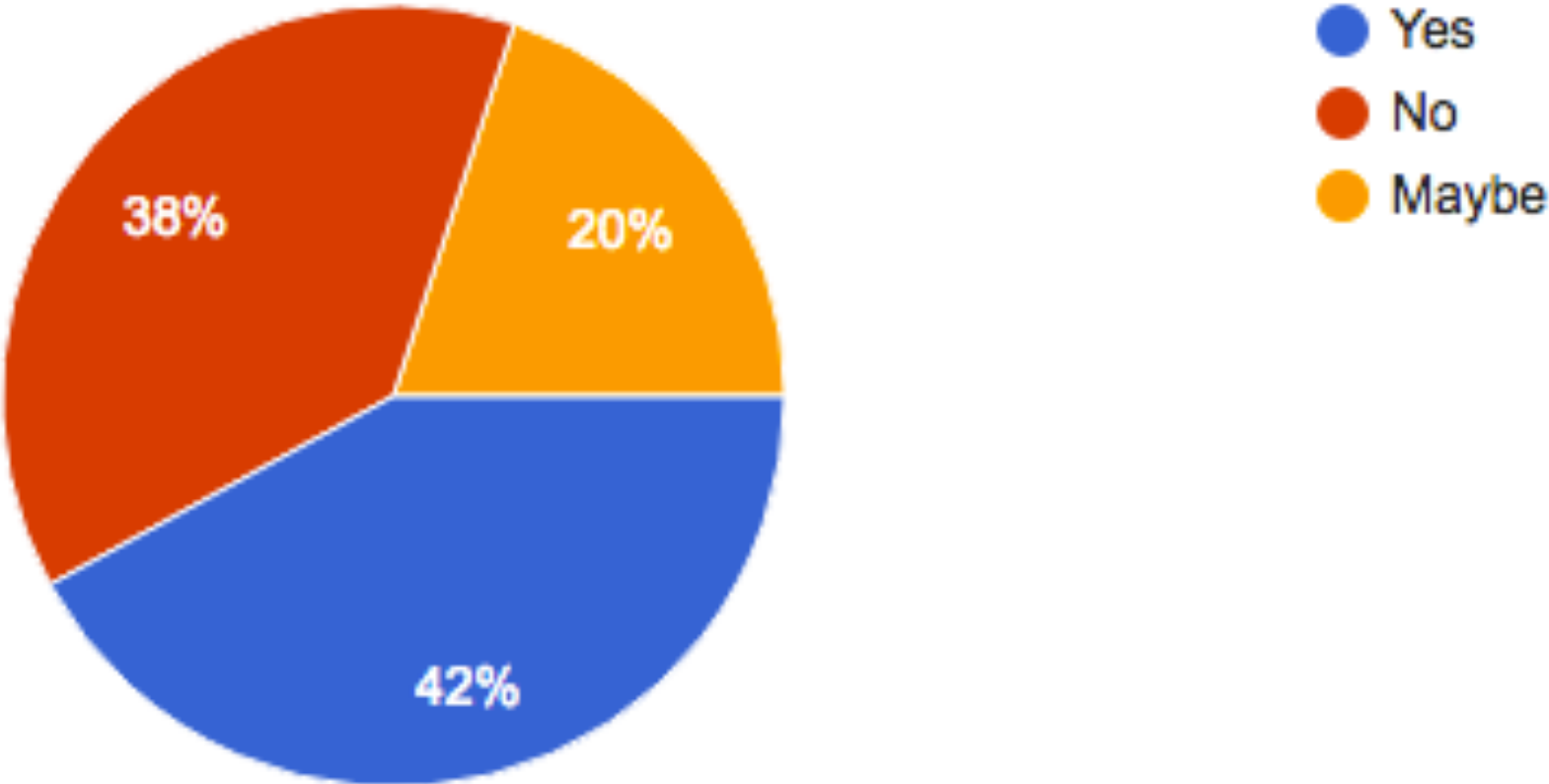
When is your business most profitable?



Are you pleased with the growth of your business since you have been in the Delridge neighborhood?

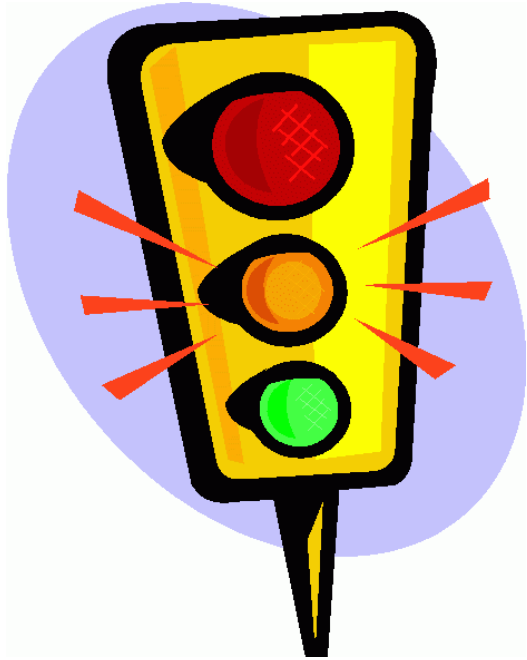


Do you have plans to expand business operations, reduce business operations, or build improvement projects in Delridge in the foreseeable future? Please choose one.



Do you have any additional concerns or suggestions as a business owner in Delridge?

Top concerns of business owners in Delridge include traffic, taxes, crime, the homelessness and keeping the area affordable for all.



Top Concerns of Businesses:

Road and sidewalk conditions

Ability to network with other businesses

Traffic conditions

Lack of amenities in the area such as a grocery store and bank

Vandalism and property crime



Recommendations

A business association should form for the benefit of the businesses in the Delridge community as collaboration between DNDA and the West Seattle Chamber of Commerce. Community revitalization projects, networking activities and unified advertising campaigns are identified as areas of focus for the Delridge business community.



Recommendations

There is a need for a closer working relationship with local businesses and the City of Seattle Department of Transportation, Police and Department of Neighborhoods to address, traffic concerns, road conditions, crime, and potential streetscape and beautification projects.



Recommendations

Additionally , focused community revitalization efforts should be planned such as neighborhood cleanup events, forming a neighborhood public safety committee to address crime concerns and develop activities that draw new people into the community such festivals and joint business events.



Next Steps



Conclusion

The great news is that nearly 90% of businesses who took the survey stated that they had no plans of moving and that they expected business growth in the coming year. Also over 90% of businesses that participated in this project are interested in networking.

Questions?