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Neighborhoods



Delridge Business Survey and Outreach Project

A project fiscally sponsored by Delridge Neighborhoods Development Association

OCTOBER 23, 2017

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Executive Summary

The Delridge Business Survey and Outreach Project has been managed by a Steering Committee formed of Delridge residents, businesses and stakeholders. While there are many businesses along the Delridge corridor that provide goods and services, they have not been formally organized together or under a shared Delridge economic-development vision. Recently, residents in Delridge have expressed their desire to work collectively with small business to define and promote a shared vision for growth and prosperity. 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.

Project Summary:

The Delridge Business Survey and Outreach Project goals are to:

- 1) Catalog existing businesses
- 2) Develop, implement and analyze a survey tool completed by small businesses
- 3) Coordinate meeting with community/government partners
- 4) Produce a final report to share with the neighborhood

Desired results: The goal for this project is to provide a base for further economic development work in Delridge. The recent work of the Delridge Advisory Core Team(ACT) has demonstrated that the individuals within the neighborhood desire a stronger retail and business core, but little is known about the specific actions deemed helpful and desirable from a business perspective to make this vision a reality. The report produced by this project clarifies and prioritizes these needs. Ideally, a core group of business owners and community partners would collaborate and create an implementable plan for working towards the priorities established by this study.

Recommendations from the Consultant Group, Daw & Associates, and LLC: 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.



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Introduction to Project

The Delridge Business Survey and Outreach Project has been managed by a Steering Committee formed of Delridge residents, businesses and stakeholders. While there are many businesses along the Delridge corridor that provide goods and services, they have not been formally organized together or under a shared Delridge economic-development vision. Recently, residents in Delridge have expressed their desire to work collectively with small business to define and promote a shared vision for growth and prosperity. 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.

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- 4) Produce a final report to share with the neighborhood

The Steering Committee chose to hire a consultant to provide overall coordination, communication, marketing and administrative support of these tasks, as well as contributing guidance in the field of economic development and business engagement. Daw& Associates was select as the firm to provide support for the project.

Desired results: The goal for this project is to provide a base for further economic development work in Delridge. The recent work of the Delridge Advisory Core Team(ACT) has demonstrated that the individuals within the neighborhood desire a stronger retail and business core, but little is known about the specific actions deemed helpful and desirable from a business perspective to make this vision a reality. The report produced by this project clarifies and prioritizes these needs. Ideally, a core group of business owners and community partners would collaborate and create an implementable plan for working towards the priorities established by this study.

Survey Area: The focus of the survey and outreach efforts were the businesses with a public interface along or near the Delridge Way corridor - the area between the West Seattle Bridge to the north, and extending south to the area surrounding the intersection with SW Sylvan Way. There are four "nodes" of development identified in the neighborhood plan, which include the



areas around the cross streets of SW Andover Street, SW Genesee Street, SW Brandon Street, and SW Sylvan Way.

Process of Project Development

Phase 1	September	October	November	December
Discovery and Benchmarking	- Review the following expectations & agree on sequence & timeline			
Catalog existing businesses	-Review current business databases from City of Seattle/DNDA/West Seattle Chamber, etc.	-Designate and train Ambassadors for neighborhood canvas to identify additional businesses		
Stakeholders meeting to develop survey	-First meeting of project stakeholders -Follow-up meeting to finalize survey plans	- Create Ambassador training materials -Ambassador training for survey outreach		
Implement Survey	-Web based, email, and hardcopy	-Mid month begin use of ambassadors for survey outreach	-Mid month conclude survey	



Data Analysis			-Stakeholder meeting to discuss results	
Implement Committee			-Recruit 5 members for committee	
Project Report/Action Plan				-Consultant to write project report for review
Community Meeting				-Final Stakeholder meeting

Scope and Deliverables

Over three meetings with the steering committee, the consultant hired for the project worked with the group to define goals and outcomes and lay out process for survey creation, questions and collection.



DISCOVERY AND BENCHMARKING

Initial business landscape surveys were completed; this included compiling a database of business license-holders by zip code in the Delridge area as listed on the City of Seattle Business Office website and a physical canvas of businesses located on Delridge Way and in the surrounding area. This canvas identified over 100 businesses in the catchment area. ACT set a plan to target brick-and-mortar businesses that had a direct service and custom interface.

CATALOG EXISTING BUSINESSES

Through the merging of the City of Seattle Business license database, physical canvas results and lists from the West Seattle Chamber of Commerce, Delridge Neighborhood Development Association and Steering Committee members, we compiled a survey list of 86 businesses. The businesses ranged from large business like Home Depot, midsize businesses like mini-markets and small businesses like one-person consulting companies. Target businesses all had three things in common: they brought people into the area, they are located in the Delridge business corridor and they have visibility as a Delridge business.

STAKEHOLDERS MEETING TO DEVELOP SURVEY

The survey creation process was conducted with multiple-stakeholder participation. Members of the Steering Committee, local business owners and employees, non-profit partners and the City of Seattle came together over four meetings to create the questions for the survey. Each member of the creation committee added input from various views. There were multiple sections added to the survey such as safety, community feel, and marketing needs. Each member expressed a desire to create a comprehensive survey to collect important data and information for the community; a project of this scope has never been done in this community. The survey committee selected 33 questions ranging from demographic information to technical assistance needs.

IMPLEMENTATION OF SURVEY

The Steering Committee selected five Business District Ambassadors made up of members from Delridge Neighborhood Development Association, The West Seattle Chamber of Commerce, community members and business owners to conduct surveys. Each Ambassador went through



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a short cultural competence and survey techniques training conducted by the consultant and was assigned a geographical area along Delridge to focus their efforts.

Delridge Business District Ambassadors went out and surveyed willing business participants between June 15th and August 15th, 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.

Challenges of survey collection were:

- Finding the appropriate time to go out and collect surveys, as businesses had different peak times and not all had 9am-5pm hours.
- Not all businesses saw the value of taking time to complete the survey.
- Some business owners promised to submit survey online and failed to complete them.

Ambassador responsibilities included:

- Conducting surveys in authentic, culturally sensitive ways.
- Weekly communication on progress.
- Returning completed surveys in a timely manner.

Tools:

Ambassadors were given paper surveys as well electronic versions. Ambassadors administered the survey verbally and input the information directly into the form, but if businesses participants preferred to write-in their answers or take the survey online it was also acceptable.

Survey Results

The data received from the surveys has been charted and analyzed by the consultant and put into this report and its corresponding PowerPoint presentation. This presentation of this data is designed to prompt action steps from the City of Seattle and community stakeholders. 53 businesses answered 33 questions, effectively communicating the concerns, interest in resources and changes business owner would like to see in Delridge.

BUSINESS INFORMATION

How long have you operated a business in this neighborhood?



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45.1% of respondents have operated a business in Delridge for 6 or more years.
 19.6% of respondents have operated a business in the area for four to five years.
 15.7% of respondents have operated a business in Delridge for one to three years.
 Other respondents have operated a business in this neighborhood from zero to over forty years.

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

66.7% of the respondents do not live in Delridge
 33.3% of respondents do.

How many people, including employers, does the business employ in each of the following categories?

The most common response for full-time work is one employee.
 The most common response for part-time work is one or two employees
 Those companies that employ seasonal employees most commonly have one employee.

What percentages of your employees live in the neighborhood?

40.8% of respondents reported that 1%-25% of their employees live in the neighborhood.
 26.5% of respondents reported that 0% of their employees live in the Delridge neighborhood.
 18.4% of respondents reported that 100% of company employees live in Delridge.

Do you rent or own your space?

70.6% of respondents reported that they rent their business space
 29.4% of respondents own their business space.

COMMUNITY FEEL

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

62.7% of respondents describe the neighborhood as “mediocre”
 29.4% of respondents describe the Delridge neighborhood as “well-kept”.



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7.6% of respondents describe the neighborhood as “run-down”.

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

Using a scale from 1 to 10, with 10 being most satisfied, the most common response was a scale score of 8, followed by a scale score of 7 and then a scale score of 10.

What are some of the assets of the Delridge neighborhood?

70% of respondents recognized the access to the transportation as an asset of Delridge.
 68% of respondents noted the parks and open spaces of the Delridge neighborhood.
 44% of the respondents recognized the neighbors as an asset in the area.
 42% of respondents recognized the community events as assets.
 40% of respondents noted the cultural community.

BUSINESS ASSISTANCE NEEDS

How useful are these products and services?

- 25 respondents consider Neighborhood improvement projects such as pedestrian streets, handicapped access and bike lanes to be “very useful”, 17 consider it “useful” and 10 consider these neighborhood improvement projects to be “useless”.
- 23 respondents consider Networking Events “useful” and 14 consider networking events “very useful” while 13 consider it “useless”.
- 21 respondents consider Group Business Training to be “useful” and five consider it “very useful” while 21 respondents consider it “useless”.
- 30 to 32 respondents consider Low Interest Business Loan Program and/or Low Interest Business Improvement Loan Program to be “useless” while 28 to 30 of the respondents consider these products to be “useful” or “very useful”.

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

26.5% of respondents reported that they go to the Chamber of Commerce for business support services.
 26.5% of respondents reported that they go to the library.
 23.5% of respondents reported to going to the Seattle Office for Economic Development, Chamber of Commerce for business support services.



Are you networking with other business owners?

53.1% of respondents said no, they do not currently network with other community businesses.
46.9% of respondents network in some way with other business owners.

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

9.6% of respondents said that they mostly likely would not be interested in being involved in a Delridge Business Association.
52.9% said they may be interested.
37.5% said they are interested.

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

63.5% of respondents said email is the best option for communicating with them.
44.2% said neighborhood website.
32.7% said social media page.
33.7% said print newsletter.
11.5% said phone was the best way to communicate with them.

SAFETY AND SERVICE

How strongly do you agree or disagree with the following: (Strongly, somewhat and disagree)?

The service of the local police is good: 21 strongly agreed, two somewhat agreed and two disagreed

Local fire protection is effective: 43 strongly agreed, 5 somewhat agreed and 2 disagreed

Local waste management service is outstanding: 20 strongly agreed, 28 somewhat agreed and three disagreed



Local childcare services are easily available for my employees: 10 strongly agreed, 20 somewhat agreed and 10 disagreed

Local housing is readily available for my employees: 6 strongly agreed, 21 somewhat agreed and 19 disagreed

The look and feel of the neighborhood helps my business: 12 strongly agreed, 23 somewhat agreed and 15 disagreed

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

78.8% said no, they have no plans of moving out of the neighborhood.

15.4% were unsure.

5.8% said yes, they are considering moving out of the neighborhood in the foreseeable future.

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

Grocery store was the clear highest followed by more restaurants and bank or credit union.

Rate concerns you have for your business:

Speeding:17 Concerned, 19 Somewhat Concerned, 13 Unconcerned

Traffic:19 Concerned, 16 Somewhat Concerned, 14 Unconcerned

Vandalism: 19 Concerned, 16 Somewhat Concerned, 14 Unconcerned

Graffiti:19 Concerned, 19 Somewhat Concerned, 11 Unconcerned

Unkempt housing:15 Concerned, 15 Somewhat Concerned, 19 Unconcerned

Unkempt yards:14 Concerned, 15 Somewhat Concerned, 20 Unconcerned

Inoperable vehicles: 15 Concerned, 14 Somewhat Concerned, 20 Unconcerned

Roads, sidewalks:27 Concerned, 13 Somewhat Concerned, 10 Unconcerned

Amount of street parking:23 Concerned, 11 Somewhat Concerned, 15 Unconcerned

Street lighting:12 Concerned, 15 Somewhat Concerned, 22 Unconcerned

Transportation:15 Concerned, 14 Somewhat Concerned, 24 Unconcerned

Litter:20, Concerned, 17 Somewhat Concerned, 12 Unconcerned

Property crime: 22, Concerned, 14 Somewhat Concerned, 12 Unconcerned

CUSTOMERS

Do you believe most of your customers live in the community?



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Business owner believed that about 31.4% of their customers live in the Delridge neighborhood, 27.5% customers come from outside of the area and 41.2% are half and half.

How do most of your customers learn about your business?

- 86.5%- Word of Mouth
- 53.8% - Online
- 38.5%- Street Sign
- 36.5% Social Media

TRANSPORTATION AND PARKING

Do you provide off-street parking?

70% of business owners say they have street parking.
30% said they have no parking.

How much off-street parking do you use?

- 1 – 5 spots: 36.5%
- 6 – 10spots: 9.6%
- 11 or more spots: 26.9%
- None: 26.9%

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

Business owner believe about 83.7% of their customers drive to the business.
8.2% of customers walk the business.
8.2% of customers ride the bus to the business.



BRANDING

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

86.5% Said yes.
13.5% said no.

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

88.2 % responded that they feel the neighborhood is changing for the better.
11.8% said it is not.

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

88.5% feel part of the neighborhood.
11.5% did not feel connection to the community.

BUSINESS HEALTH

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

86.3% said yes they expect business growth in the coming year.
13.7% said no.

When is your business most profitable?

Survey respondents were permitted to respond to more than one option in this question. The data reveals that summer is the most profitable time for most of the Delridge businesses and spring was the least profitable season.

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

88.5% of business owners responded that they are pleased with the growth.



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11.5% of business owners responded with negative growth.

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

41.2% of respondents plan to expand, reduce or build in Delridge in the foreseeable future.

37.3% of respondents do not have plans to change the scale of their business at this time.

21.6% of respondents were indecisive.

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.



RECOMMENDATIONS

Based off of the survey results and the interest of the Steering Committee, a formal business support group should be created. This group could prioritize activities to address items in the survey results. 10 to 15 businesses have expressed a desire to meet with one another; it is the consultant's recommendation that either The Delridge Neighborhood Development Association (DNDA) or the West Seattle Chamber of Commerce take on the task of organizing this new group.

Advantages of DNDA: DNDA could establish a new line of business – Neighborhood Revitalization and Economic Development support. There are resources and grants available for non-profits to create this type of programming including foundations and the City of Seattle. DNDA seems to be the organization that has the most capacity and meeting space is easily available.

Advantage of the West Seattle Chamber of Commerce: The Chamber has a history of working with businesses in the area and has a list of resources and services that could promote business growth. The Chamber also has experience conducting business gatherings and helping businesses network.

Advantage of a partnership between the West Seattle Chamber and DNDA: If both groups worked together they could unite their resources and experience providing greater impact to businesses in the area. I would recommend that DNDA take the lead and provide the infrastructure and support to start this new business group and work with the Chamber to provide technical knowledge and assistance.

Community Feel

62.7% of respondents describe the neighborhood as “mediocre” when asked to rate the atmosphere. This means there is considerable room for neighborhood revitalization efforts. Suggested considerations are: neighborhood cleanup efforts as planned community events; volunteers who sign up to monitor and clean up certain areas; coordinating with the city to identify neighborhood beautification efforts (for example: signage, streetscape, community branding).

Business Assistance Needs

The highest-rated interest was neighborhood improvement projects. To address this item and take action in this area, efforts must be made to work closely with the City of Seattle to identify



possible projects. This effort would be a great project to enlist survey participants and those interested in forming a business group or association.

The second area of potential action is clear by the vast majority of respondents saying networking events would be useful. It is recommended that the first effort of the committee is to plan a series of networking events to bring business owners together in an informal way to build relationships and unity.

Safety and Service

The highest concerns were road and sidewalk conditions; this is another area where a strong relationship with the City of Seattle is needed. Daw & Associates recommends that the newly-formed group write a letter to the Department of Transportation addressing the group's concerns and the possible impacts to business and safety.

The other highly rated issues of concern were vandalism and graffiti. We recommend that the committee or newly formed business group ask for a meeting with local police to express concerns, and see what recommendations and assistance they can provide to help alleviate these problems. Another possible solution would be to create block watches in specific areas.

Customers

A majority of the respondents said they received most of their new clientele by word of mouth. This means there is room for more advertising and promotion of Delridge Businesses. A coordinated effort amongst businesses would be beneficial, and could include a joint coupon book, social media campaign or other joint marketing campaigns.



Conclusion

The Delridge Business District has taken a great first step in pulling together this project and now with data, business interest and the start of a business database is positioned to convene area-businesses to act on the findings.

This project identified multiple needs, concerns and interest that can be the catalyst for future neighborhood vitalization efforts in the Delridge community. The need for a business focused group is evident from the data. The issues of concern in this report cannot be addressed by one single entity acting alone and must be acted on with a collective approach.

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, and crime, streetscape and beatification projects.

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

Delridge Business District Survey Draft Questions List

BUSINESS INFORMATION
1. Business Name
•Address
•Best contact
•Email
•In which industry is your business?
•What are your business hours?
•How long have you lived or owned a business in the neighborhood?
<p>5. How many people, including the owners, does your business employ in each of the following categories?</p> <p>Full time (32 +hours/week) Part time (year-round) Seasonal</p>
8. What percent of your employees live in the neighborhood?
COMMUNITY FEEL
<p>9. How satisfied are you with your neighborhood as a place to do business?</p> <p>Very: ____ Somewhat: ____ Not at ALL: ____</p>
<p>10. What are some of the assets of the Delridge neighborhood?</p> <p>Churches in the community Cultural opportunities Parks, open space, trails Proximity to shopping Schools Low/moderate taxes Police response time Activities for all age groups</p>



Community events			
TECHNICAL ASSISTANCE NEEDS			
11. How useful to your business are these products and services:			
Networking events	<input type="checkbox"/> Very Useful	<input type="checkbox"/> Useful	<input type="checkbox"/> Useless
Group business training (workshops/guest speaker)	Very Useful	Useful	<input type="checkbox"/> Useless
Workforce development	Very Useful	Useful	Useless
Advertising or marketing the neighborhood as a shopping destination	<input type="checkbox"/> Very Useful	<input type="checkbox"/> Useful	<input type="checkbox"/> Useless
Low interest business loan program	<input type="checkbox"/> Low Very Useful	Useful	<input type="checkbox"/> Useless
Low interest building improvement loan program	Very Useful	Useful	<input type="checkbox"/> Useless
Neighborhood improvement projects such as pedestrian streets, handicapped access and bike lanes	<input type="checkbox"/> Very Useful	<input type="checkbox"/> Useful	<input type="checkbox"/> Useless
SAFETY AND SERVICES			
12. How strongly do you agree or disagree with the following? Local police protection is effective and responsive Local fire protection is effective and responsive Local waste management service is outstanding Local child care for employees is readily available Local housing for employees is readily available The look and feel of the neighborhood helps my business	Strongly	Somewhat	Disagree
13. Do you have plans to expand business operations, reduce business operations, or build improvement projects in the foreseeable future?	Yes	No	Maybe
14. How do most of your customers learn about your business? Word of mouth: _____ Online: _____ Advertising Radio: _____ TV: _____ Newspaper/print: _____ Walk-By Sign: _____ Other: _____ _____			



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15. Are you considering moving your business out of the neighborhood in the foreseeable future?	Yes	No	Unsure
16. Do you own or rent your space?	Rent	Own	
17. How would you describe the “atmosphere” of your neighborhood?	Well kept	Mediocre	Run down
18. Do you feel like you’re part of a neighborhood?	Yes	No	
19. What 3 other types of Businesses would you like to see in the neighborhood?			
20. Rate concerns you have for your neighborhood: Speeding Traffic Vandalism Graffiti Unkempt rental units Unkempt yards Inoperable vehicles Roads, sidewalks Bicycle lanes Street lighting	Concerned	Unconcerned	Somewhat
21. If a neighborhood business association was formed in the neighborhood. Are you interested in becoming involved?	Yes	No	Maybe
22. What type of neighborhood communication would be helpful in getting information to you? _____ flier _____ neighborhood website _____ E-mail _____ Phone			
CUSTOMERS			
23. Do you believe most of your customers? Live in the community _____ Come from outside the neighborhood _____ Half and half _____			
TRANSPORTATION AND PARKING			
24. Do you provide off street parking	yes	No	
25. How much off street parking do you use?	1-5	5-10	10+
26. How do a majority of your customers get to your business? Bike: _____ Drive: _____ Walk: _____ Bus: _____			



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BRANDING			
27. Do you feel Delridge is a good place to have business?	Yes	No	
28. Do you feel the Delridge Neighborhood is changing for the better?	Yes	No	
BUSINESS HEALTH			
29. Do you expect your business to grow in the next 12 months?	Yes	No	
30. When is your business most profitable? Summer: _____ Fall: _____ Winter: _____ Spring: _____			
31. Are you pleased with the growth of your business since you have been in the Delridge neighborhood?	Yes	No	
32. Where do you go for business support services?			



Delridge Business District Survey Script

Hi my name is: _____

I am with the: _____

We are conducting a Delridge Neighborhood business survey

May I have 5 to 7 minutes of your time to ask you some questions?

(If the answer is no, ask if there is a better time to come back or if they would consider taking the survey online). If the answer is still no thank them for their time and move on.

Tell them the purpose of the survey

The survey is an opportunity for you to tell us about your business and your business assistance needs. We believe whether you are a longstanding member of the business community, or a recent startup business, everyone has business assistance needs. Our goal is to identify needs and find free or low cost tools to support businesses in this area.

The information you provide will be confidential.

As well the survey results will be analyzed and we will use the information as the cornerstone for future recommendations and action items for the city of Seattle and community partners.

This project is sponsored by the City of Seattle Department of Neighborhoods, Delridge Neighborhood Development Association and the West Seattle Chamber of Commerce.

Key findings of this project will be reported to the public as soon as they are available via local media and through a community meeting.



Letter to Businesses

Dear Business Owner:

The Steering Committee formed of Delridge residents, businesses and stakeholders are asking for your input in planning a vibrant and thriving Delridge Business District.

Over the next few weeks business Ambassadors will be conducting door to door survey gathering as well the survey is also available online at www.dnda.org/survey this is an opportunity for you to tell us about your business and your business assistance needs. Whether you are a longstanding member of the business community, or a recent startup business, you have business assistance needs. We want to take action and provide business support your with your needs in mind. This is a confidential survey, and we will have the survey results analyzed and use the information as the cornerstone for future recommendations to the City of Seattle, community partners and other stakeholders.

· **Why should I fill out this survey?** Your answers will help inform strategies that will allow us to target strategic businesses district action items and individual business needs.

· **Do I have to complete this survey?** No. Your participation in this survey is completely voluntary.

· **Do I have to answer all of the questions?** If you do not want to answer a question or do not have an opinion you can leave it blank. But the more information you provide, the more accurate and useful our analysis will be.

· **How is "Delridge Business District Defined":** Delridge Way corridor, between the West Seattle Bridge to the north, and extending south to the area surrounding the intersection with SW Sylvan Way. There are four "nodes" of development identified in the neighborhood plan, which include the areas around the cross streets of SW Andover Street, SW Genesee Street, SW Brandon Street, and SW Sylvan Way.

This project is sponsored by the City of Seattle Department of Neighborhoods, Delridge Neighborhood Development Association and the West Seattle Chamber of Commerce. Key findings of this project will be reported to the public as soon as they are available via local media and the DNDA website www.DNDA.org and at a community meeting in July.

-Outcomes of Survey

- Ambassadors will conduct surveys for 2 weeks
- Analyze results and generate analysis and recommendations
- Findings will be presented to the community in July
- The data will be used to support next steps for collective action amongst business owners, the City of Seattle, and community non-profit partners and the West Seattle Chamber of Commerce.

We appreciate your time and look forward to your responses. If you have additional questions, please contact Parie Hines - Parie@LDArchDesign.com

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Delridge Neighborhoods Development Association



Delridge Neighborhood Economic Development Steering Committee

Launches

The Delridge Business Survey and Outreach Project

FOR IMMEDIATE RELEASE

Seattle, WA, 6/19/17 - The Delridge Neighborhood Economic Development Steering Committee announces the Delridge Business Survey and Outreach Project. The goal of this project is to gather needed information to support community led business development in the area. The surveying will be taking place during the months of June and July 2017 in person, online and over the phone by community ambassadors. The project report with action plan that summarizes the findings and the priorities will be shared in August 2017.

The project will target businesses in and around the Delridge corridor in an effort to catalog existing business, gather information about business resource and development needs, business owners concerns and feelings about the area. Businesses from Roxbury to Spokane Street will be included in this survey.

While there are many businesses along the Delridge corridor that provide goods and services, they have not been formally organized together or under a shared Delridge economic development vision. Recently, residents in Delridge have expressed their desire to work collectively with small business to define and promote a shared vision for growth and prosperity.

The Delridge Business Survey and Outreach Project is managed by a Steering Committee formed of Delridge residents, businesses and stakeholders including: The Delridge Neighborhood Development Association, The West Seattle Chamber of Commerce and the City of Seattle Department of Neighborhoods.

Interested parties can learn more about the project by visiting the DNDA website at www.DNDA.org. There users will find the survey/project summary/signup sheets, etc.

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