

CLOVERDALE BIA



2017-08-10

Business / Public Safety Report

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Table of Contents

EXECUTIVE SUMMARY	2
RESPONSE SUMMARY	3
COMPLAINTS/FEEDBACK (NON-BIASED/NON-OPINIONATED)	4
APPENDIX: GRAPHS	5

EXECUTIVE SUMMARY

The Cloverdale BIA completed a survey in conjunction with the City of Surrey on business and public safety for businesses in the Cloverdale Town Centre. This report discusses survey progress, survey data analysis, and major complaints alongside feedback and suggestions for the Cloverdale BIA.

To date, 74 businesses in Cloverdale responded and have been analysed. Most **BIA businesses use a website (85%)**. Of those using social media (86%), most favour **Facebook (38%)** followed by twitter (28%), showing less involvement with Instagram (16%) and minimal involvement with Pinterest (4%) or others (0%).

The overwhelming majority of respondents believe the City of Surrey fails to market Cloverdale sufficiently. **Public transit** is the number one investment in infrastructure respondents want to be improved. Additionally, **fraud** (use of counterfeit money) is the leading crime for businesses who experienced incidents within the past year, and 1/3rd of businesses consider moving due to **parking issues**. 74% of businesses are interested in a **crime prevention program**. 88% want to be contacted by the BIA, 84% favour Email for contact. **Illegal dumping** (people dumping bags of garbage into bins; after they got new locks people leave bags beside the bins), **litter**, and **trash** yield diverse responses; they are either a major issue or not an issue at all, however, a significant problem with many businesses.

There are many issues in the Cloverdale Town Centre including drug use and reports of “**sketchy**” people **loitering**. Furthermore, behind Clover Square Mall, the industrial area has been overrun by **homeless** people digging up trash and drug users scattering **needles** on the ground. Moreover, the Brick Yard Station reports homeless people sleeping in and destroying garbage areas behind the offices. Additionally, **shoplifting** is a major concern for many large retailers such as Rexall, Staples, and liquor stores; they all are the largest retailers in Cloverdale. On a positive note, **66% of businesses say that more new customers coming into Cloverdale is an improvement**.

Many respondents’ complaints, concerns, and feedback are discussed in the “major complaints/feedback” section. There are few (10%) surveyed businesses that express issues regarding the BIA’s communication with their establishments, requesting newsletters or some sort of improvement in contact.

RESPONSE SUMMARY

Section 1:

- 54% of respondents are owners
- 74% of respondents did not think Surrey does a sufficient job at marketing Cloverdale
- 70% of respondents do not notice ordinances (zoning/bylaws)
- 63% of respondents believe there is competition in the Cloverdale district
- 54% of respondents believe parking is an issue (covered in later sections)
- majority (58%) believe Public Transit investment should be top priority
- illegal dumping and litter/trash scored 2.52, and 2.40 median on a 1-5 scale (50/50 split between “not at all a problem” and “definite problem”)
- 58% of respondents share concerns through personal contact; 32% do not share concerns at all
- 30 respondents did not answer question regarding operation in Surrey; majority of the responses were said with a confused and careless tone; **people do not like this question**

Section 2:

- fraud is the largest incident experienced within 12 months: 44% (17) of respondents that experienced incidents chose fraud; 56% of whom reported it to the police
- 66% of respondents believe “more new customers coming to my business” is a past year improvement
- majority of security measures are in effect; 47% do **not** use indoor cameras and 68% do **not** use outside cameras
- 84% of respondents do **not** use paid security guards and/or loss prevention officers
- only 22% know about surrey.ca/iris; 78% have never heard of it
- 49% are willing to register to iris; 51% are not

Section 3:

- 36% of respondents considered moving in the past 12 months; parking and space both being the major factor (~20% and ~30% respectively)
- 23% of respondents are in the Trade category (retail/wholesale)
- 19% of respondents are in Accommodation or Foodservice
- 74% are interested in participating in a business crime prevention program
- 88% would like to be contacted by the BIA; 84% of them prefer Email

COMPLAINTS/FEEDBACK (NON-BIASED/NON-OPINIONATED)

This section discloses non-biased, complaints and/or feedback collected from business operators in the Cloverdale district.

Complaints

Some business owners outside the town centre/main street area feel as if they're left out of the decision-making process; they feel they aren't getting any funding (Stampede Tack & Western Wear).

Behind the BIA building in between 176th and 176th A St. in the alley there is a lighting problem; at ~4 PM in the winter its "pitch black" outside giving off a "sketchy feel" (Urban Safari).

North-East bound of Clover Square is known drug housing/problem properties (Clover Square respondents). Furthermore, behind Clover Square's Rusty's Neighbourhood Pub (in the industrial area) there are many discarded needles, and homeless destroying the garbage's (Express Employment, et al.).

Brickyard station respondents share concerns regarding the homeless tampering with their garbage areas (Brickyard Dental). Additionally, Rexall and Staples have significant shoplifting problem averaging 2-3 incidents per shift (Management, Rexall).

Feedback

Companies away from main street want to see an improvement with connection and transparency; focus more time communicating with them and uploading more detailed financial information. Additionally, the businesses on 176th A St. would like to see similar treatment regarding the flower baskets and other beautification on Main Street (176).

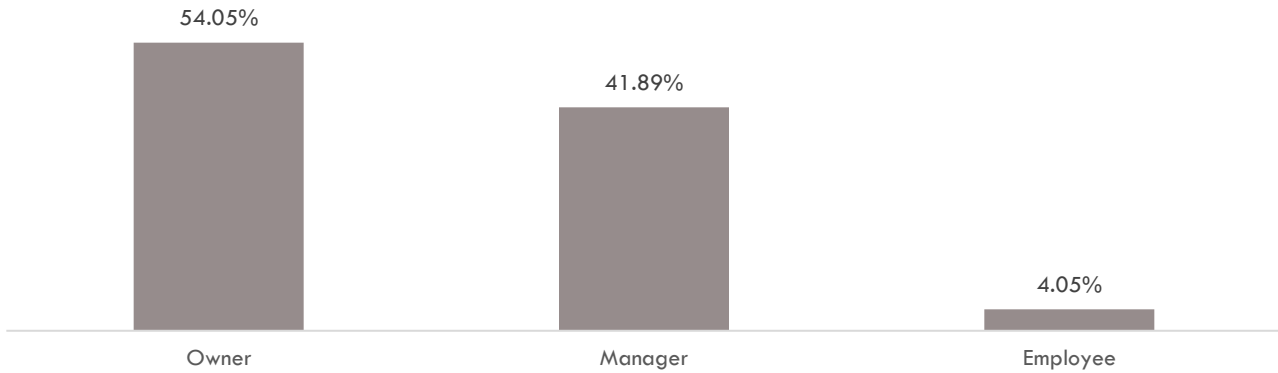
Majority of respondents voiced concerns regarding parking including both reducing and increasing the parking time limit, as well as creating more parking areas.

Additionally, some managers are needing to carpool their employees from work at nighttime due to public transit not running later in the night; main suggestion: increase timeslots for busses running in and out of Cloverdale.

Furthermore, Brickyard Station would like to see a crosswalk on the Southside of the intersection at 57Ave and the by-pass.

APPENDIX: GRAPHS

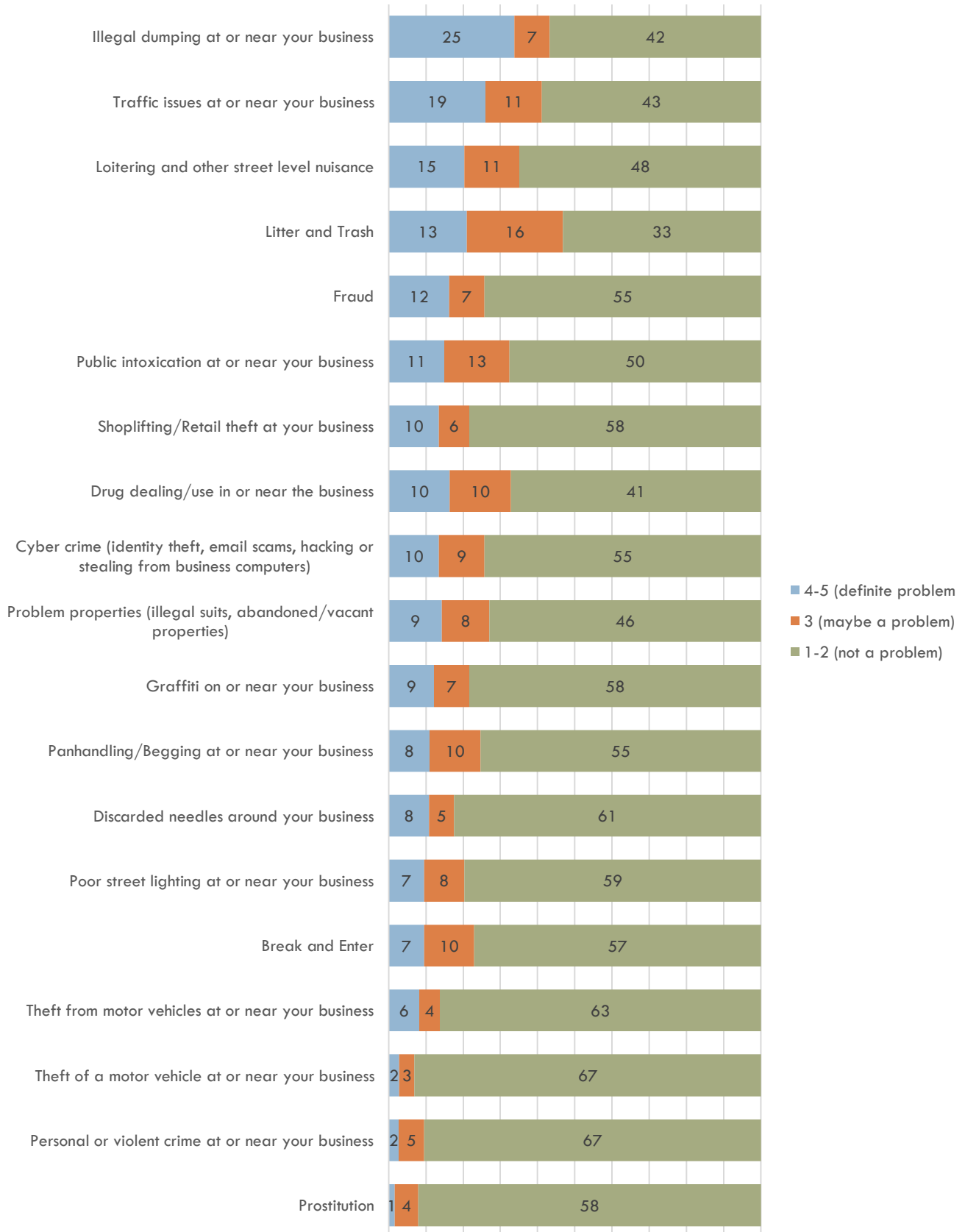
Role of Respondent



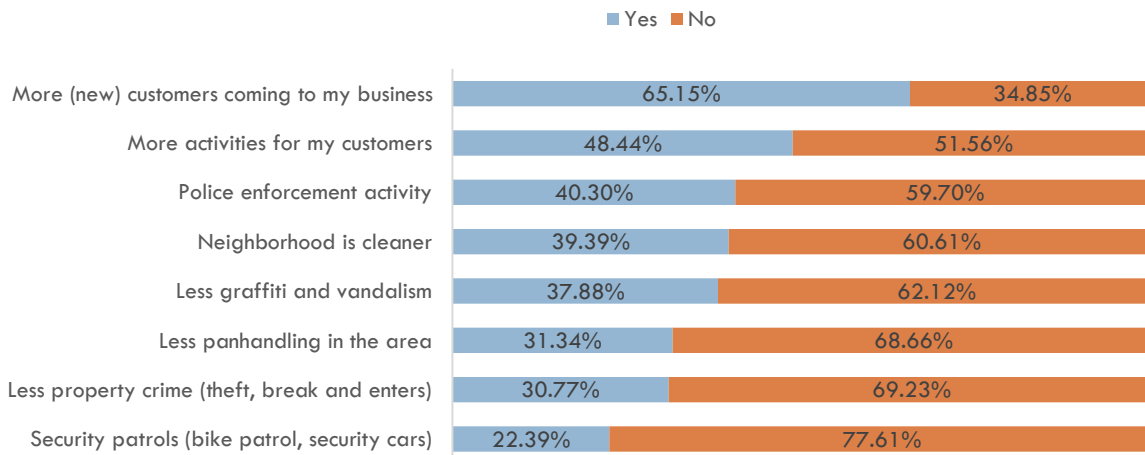
Benefits of Operation - Cloverdale



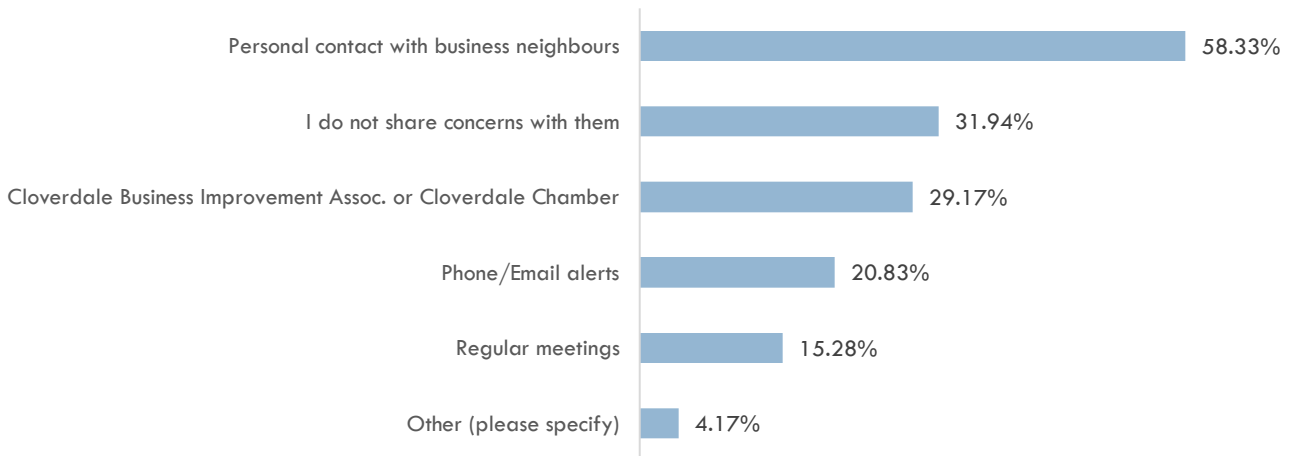
Severity of Problems - Number of Respondants



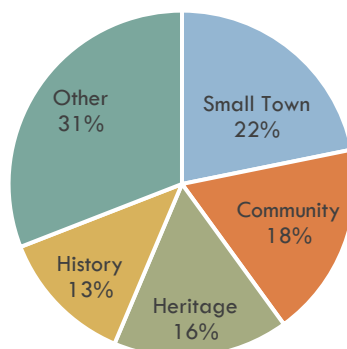
Pasy Year Improvements



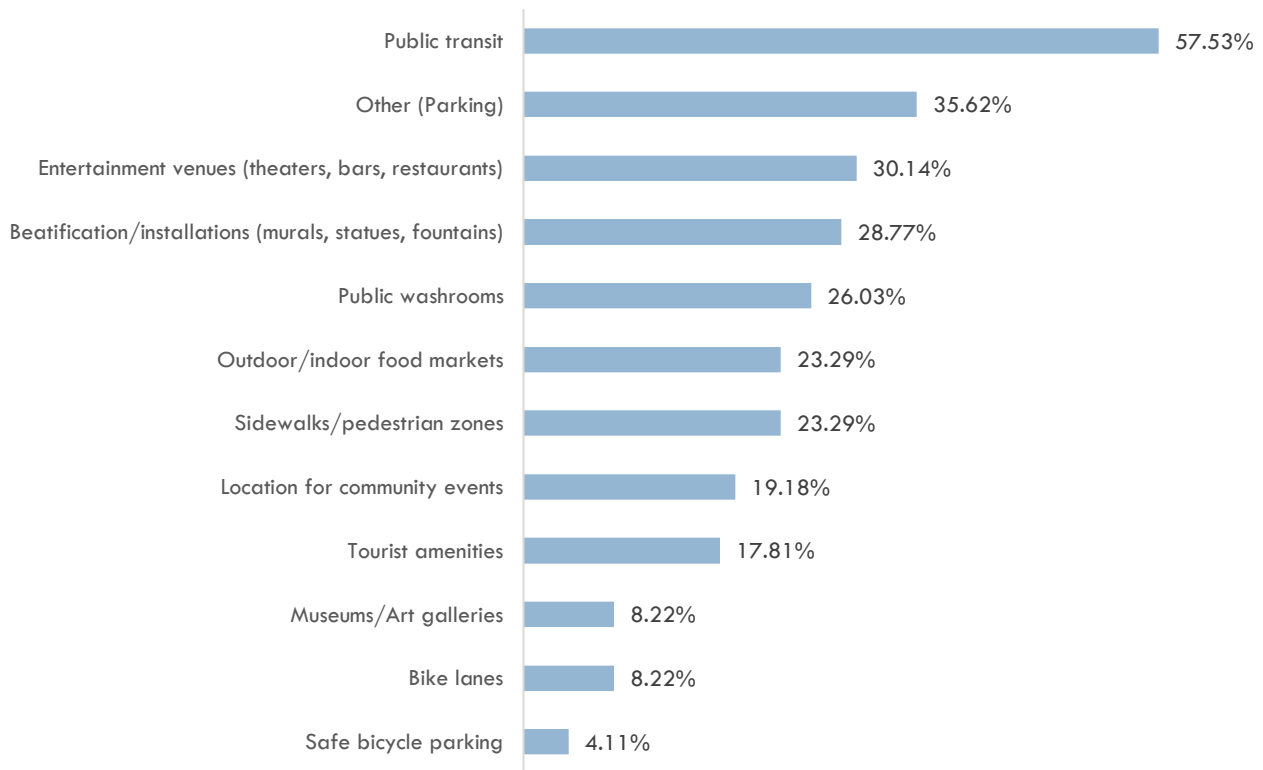
Ways Businesses Share Concerns



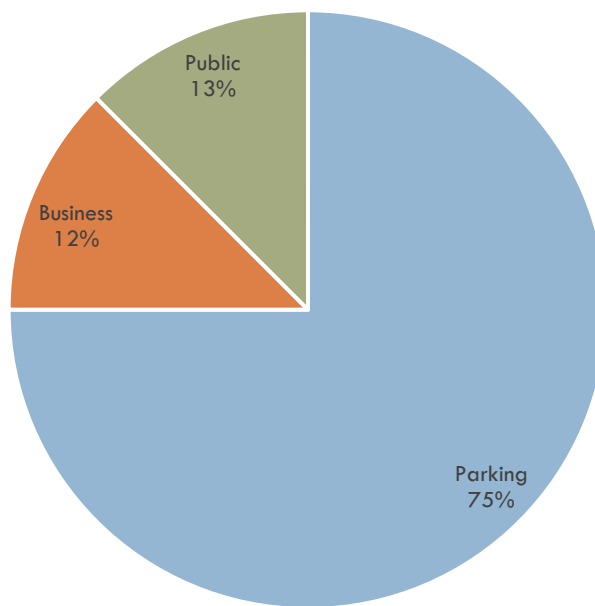
Pride of Cloverdale



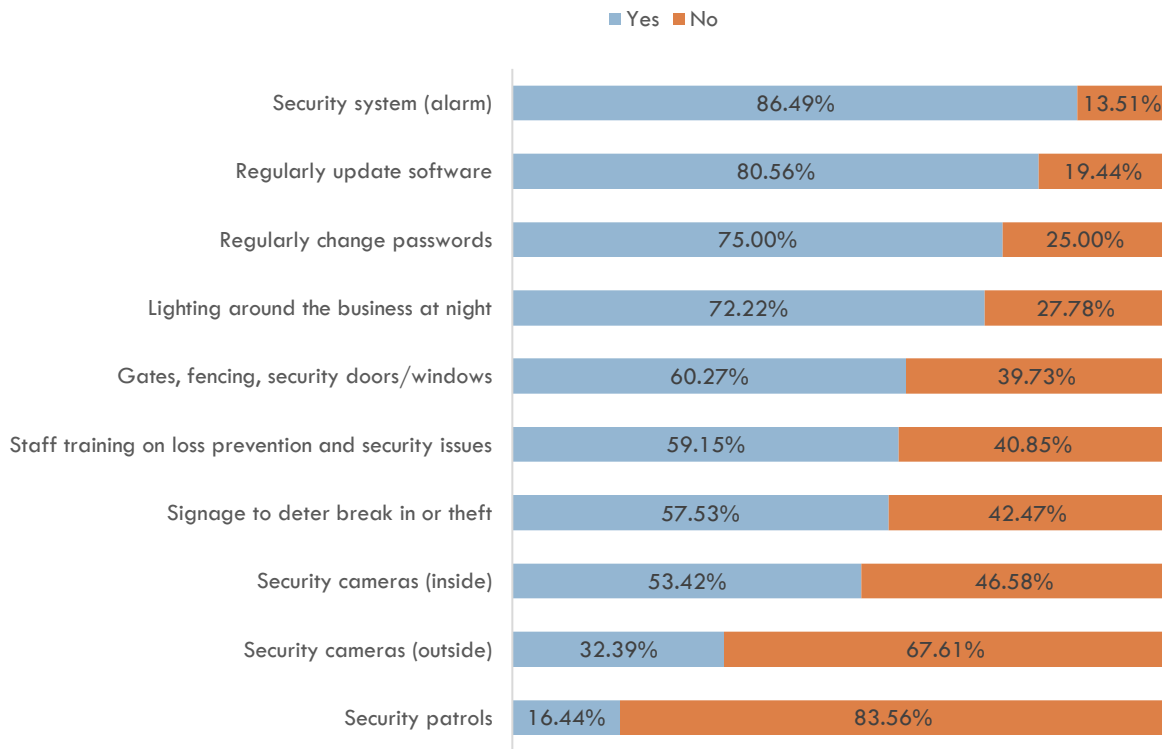
Top Investments in City Infrastructure - Cloverdale



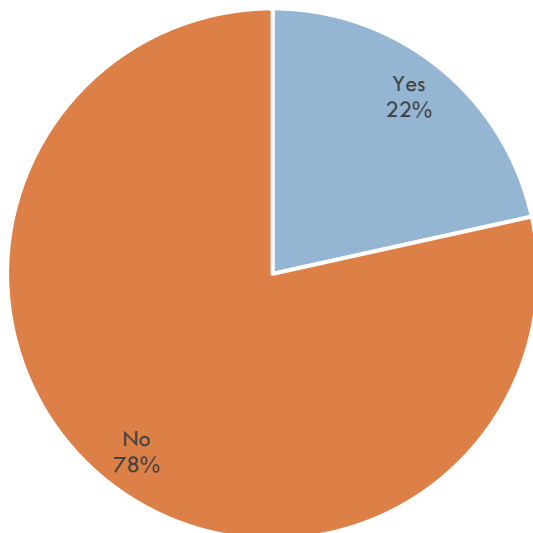
Breakdown of "Other"



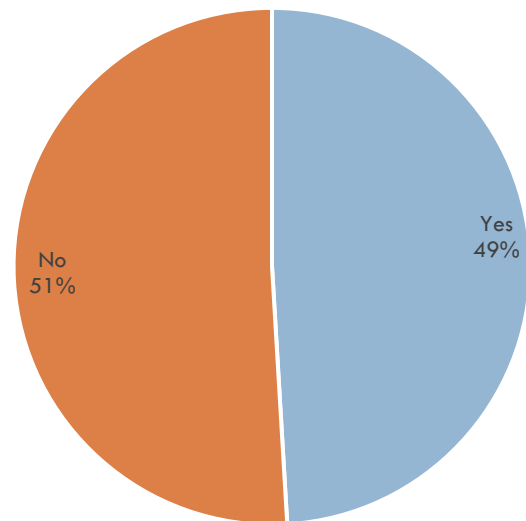
Use of Security Measures



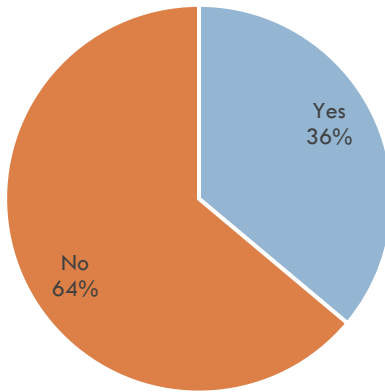
Knowledge of IRIS



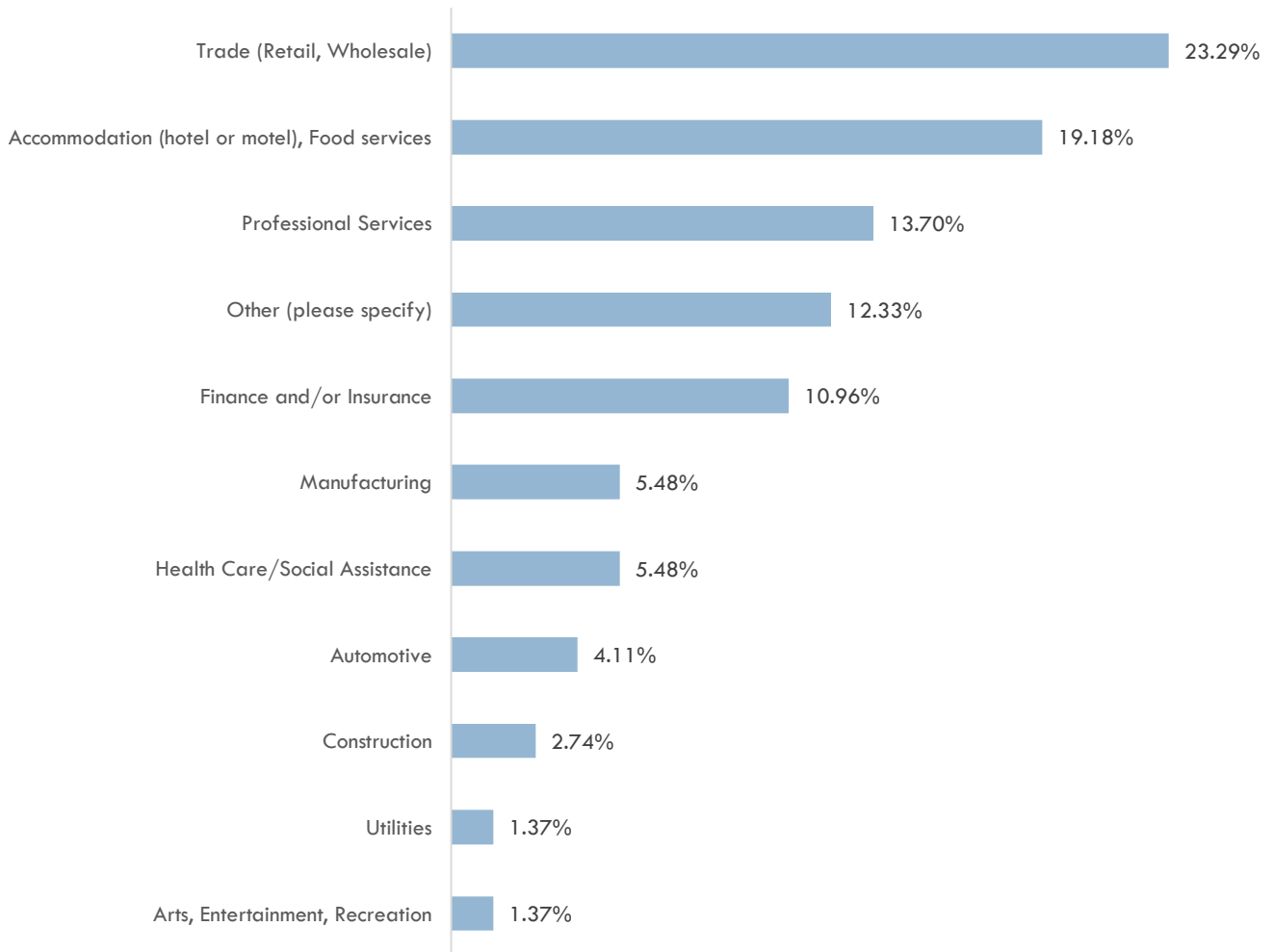
Willingness to Register Camera



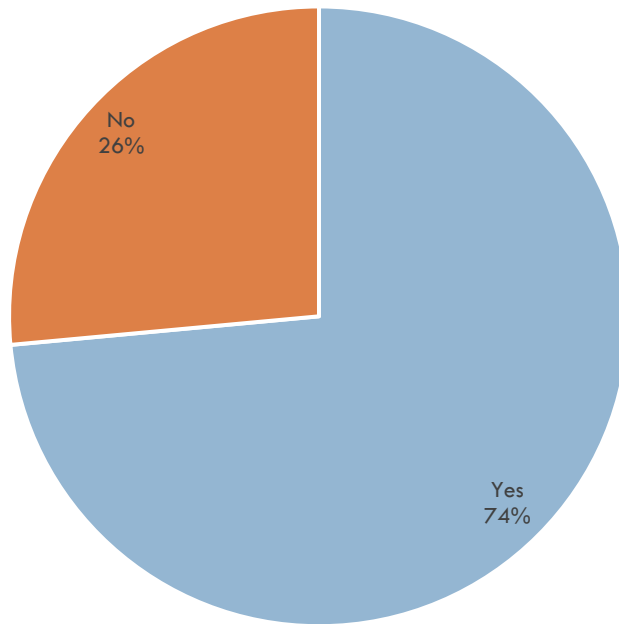
Have You Considered Moving - Opinion



Category of Business



Interest in Crime Prevention Program



Perferred Method of Contact

