

2024 Community Engagement Survey

Main Street America and the Downtown Somerville Alliance are gathering input via an online survey about Somerville's Commercial District. The results of this survey will inform planning for future economic development and improvements. It should take ten minutes or less to complete.

Your responses will be kept anonymous and will not be attributable to any one person by name. Please be kind and honest when responding to these questions, as this survey is meant to support economic growth in Somerville.

All are welcome to complete the survey.

(If you are a business within the district, you are welcome to complete this survey however there is also a business-specific survey available here: [Somerville Business Needs & Evaluation Survey](#))

To begin, this set of questions asks about your interaction with the Downtown Somerville Alliance, which will be referred to as the "DSA" from now on.

1. Are you familiar with the Downtown Somerville Alliance (DSA)?

Yes

No

2. Have you attended any of our events? If so, please select all of the events listed below that you have attended. *Any events that you may have attended that are not listed here are not originally organized by the DSA.*

Girls' Night Out

Cruise Nights

Restaurant Week

Pride Night

Summer Concert Series

Central Jersey Jazz Festival

Starlit Cinema

Small Business Saturday

Somerville Vendor Market (June)

Holiday Jubilee

Artisan Market (August)

3. If yes, please provide feedback on the events you have attended

4. If you have not attended our events, please explain why.

5. How did you find out about or receive this survey?

- In an email from the DSA
- In an email from from an organization or person other than the DSA
- A social media post by the DSA
- Through a tangible poster or sign posted in public
- Other (please specify)
- At a local event/ Farmer's Market
- Printed Mailing/Postcard
- From a Local Business
- By word of mouth

6. How best can we connect so you know about upcoming events and activities downtown?

- Email Newsletter
- Local Signs/Fliers
- Printed Mailings
- Through a local business/store
- Social Media
- Other (please specify)
- TV Commercial
- Radio (please indicate what station)
- Billboards
- Local News Outlet (please specify which one)
- The DSA Website

7. Have you seen Downtown Somerville on any of the following (check all that apply or none if you have not seen these options)

- Billboards on Route 287
- Billboard on Route 28 by the Somerset Patriots Ballpark
- TV Commercials
- Banner ads on websites (like TapInto, etc)
- Other (please specify)
- Your social media feed(s)
- Your email inbox
- Posters in town (on the sidewalk or in businesses)

- None of the above

Now, let's think about your experience living in or visiting Somerville.

8. Do you have any safety concerns when visiting downtown?

- Yes
- No

9. If yes, please specify your safety concerns.

10. What **one word** comes to mind as you think about things that you *LIKE* about Somerville's commercial district?

11. What **one word** comes to mind as you think about things that you *DISLIKE* about Somerville's commercial district?

12. Which of the following reasons might prevent you from walking downtown regularly?

Safety Concerns

Health Restraints

Distance/Convenience

Parking Availability

Time Constraints

Lack of Public Transportation

Infrastructure Concerns (sidewalks, alleyways, etc)

Personal Preference

Accessibility

Other (please specify)

13. Which of the following are issues in Somerville's commercial district (please select all that apply)?

Inaccessible or unsafe for pedestrians and/or people with mobility challenges

Lack of green space/trees/shade

Difficult or unsafe for bicyclists

Lack of public restrooms

Feels generally unsafe

Dirty/ Littering

Lack of businesses/destinations suited to me and/or my household

Too many vacant storefronts or vacant lots

Not enough human activity

Lack of available housing/ housing insecurity

Buildings are neglected or in need of rehabilitation

Not enough businesses consistently open when I'm out

Not enough parking

Lack of amenities for my age group

Other (please specify)

14. What would make living in Somerville more desirable to you?

- | | |
|---|--|
| <input type="checkbox"/> Fewer vacant storefronts | <input type="checkbox"/> More housing choices (more units available and/or more styles of housing) |
| <input type="checkbox"/> More dog parks and pet amenities | <input type="checkbox"/> Quieter, less busy and/or less traffic |
| <input type="checkbox"/> More parking | <input type="checkbox"/> Housing that's more affordable |
| <input type="checkbox"/> More things to do and places to shop/eat | <input type="checkbox"/> A greater sense of safety |
| <input type="checkbox"/> Livelier, more activity | <input type="checkbox"/> More parks and nature |
| <input type="checkbox"/> Cleaner | <input type="checkbox"/> More basic amenities such as grocery store, laundromat, pharmacy, etc |
| <input type="checkbox"/> Businesses being open more often/ into weekends and evenings | |
| <input type="checkbox"/> Other (please specify) | |

15. Of the issues you selected above, which one detracts from your experience the MOST?

- | | |
|---|--|
| <input type="checkbox"/> Fewer vacant storefronts | <input type="checkbox"/> More housing choices (more units available and/or more styles of housing) |
| <input type="checkbox"/> More dog parks and pet amenities | <input type="checkbox"/> Quieter, less busy and/or less traffic |
| <input type="checkbox"/> More parking | <input type="checkbox"/> Housing that's more affordable |
| <input type="checkbox"/> More things to do and places to shop/eat | <input type="checkbox"/> A greater sense of safety |
| <input type="checkbox"/> Livelier, more activity | <input type="checkbox"/> More parks and nature |
| <input type="checkbox"/> Cleaner | <input type="checkbox"/> More basic amenities such as grocery store, laundromat, pharmacy, etc |
| <input type="checkbox"/> Businesses being open more often/ into weekends and evenings | |
| <input type="checkbox"/> Other (please specify) | |

Thank you! The following questions will focus on your shopping experience and interactions with local businesses.

16. Which businesses do you most often patronize downtown?

1.
2.
3.

17. What three business types would you like to see within the downtown/district that are not currently present?

- | | |
|---|--|
| <input type="checkbox"/> Children's Clothing | <input type="checkbox"/> Coffee shop or bakery |
| <input type="checkbox"/> Women's Clothing | <input type="checkbox"/> Electronics Retail |
| <input type="checkbox"/> Men's Clothing | <input type="checkbox"/> Shoe Store |
| <input type="checkbox"/> Bike Shop/ repair/ rental | <input type="checkbox"/> Antiques/Vintage |
| <input type="checkbox"/> Comics, toys, or gaming store | <input type="checkbox"/> Boutique (gifts, home decor, accessories, etc) |
| <input type="checkbox"/> Sporting goods or outdoors | <input type="checkbox"/> Bookstore |
| <input type="checkbox"/> Arts, crafts, hobby store | <input type="checkbox"/> Hardware Store |
| <input type="checkbox"/> Coworking Space | <input type="checkbox"/> Home goods |
| <input type="checkbox"/> Family entertainment (arcade, escape room, mini golf, etc) | <input type="checkbox"/> Drug Store or Pharmacy |
| <input type="checkbox"/> Arts and Cultural Venues (music venue, art gallery, etc) | <input type="checkbox"/> Grocery |
| <input type="checkbox"/> Bar or Tavern | <input type="checkbox"/> Lodging |
| <input type="checkbox"/> Shared food vendor spaces (food hall, food truck lot, etc) | <input type="checkbox"/> Person services (hair, nail, tanning, massage, etc) |
| <input type="checkbox"/> Fast food restaurant | <input type="checkbox"/> Fitness/ Wellness focused (gym, yoga studio, etc) |
| <input type="checkbox"/> Casual or family restaurant | <input type="checkbox"/> Brewery, winery or distillery |
| <input type="checkbox"/> Fine dining restaurant | |

18. How often do you visit Somerville?

- | | |
|--|--|
| <input type="radio"/> Every day | <input type="radio"/> A few times a month |
| <input type="radio"/> A few times a week | <input type="radio"/> Once a month |
| <input type="radio"/> About once a week | <input type="radio"/> Less than once a month |

19. Typically, how do you get to Somerville?

- | | |
|--|----------------------------|
| <input type="radio"/> I drive alone | <input type="radio"/> Bike |
| <input type="radio"/> I drive with others | <input type="radio"/> Walk |
| <input type="radio"/> Bus, Train or other form of public transport | |
| <input type="radio"/> Other (please specify) | |

20. Typically, how long does it take you to get to Somerville?

- 5 minutes
- 6-15 minutes
- 16-30 minutes
- More than 30 minutes

21. If business hours weren't a barrier, what day of the week would you prefer to visit/shop (not just downtown)?

- | | |
|---------------------------------|--------------------------------|
| <input type="radio"/> Monday | <input type="radio"/> Friday |
| <input type="radio"/> Tuesday | <input type="radio"/> Saturday |
| <input type="radio"/> Wednesday | <input type="radio"/> Sunday |
| <input type="radio"/> Thursday | |

22. If business hours weren't a barrier, what time of day would you prefer to visit/shop (not just downtown)?

- | | |
|------------------------------------|----------------------------------|
| <input type="radio"/> 7 - 9 AM | <input type="radio"/> 1 - 3 PM |
| <input type="radio"/> 9 - 11 AM | <input type="radio"/> 3 - 5 PM |
| <input type="radio"/> 11 AM - 1 PM | <input type="radio"/> After 5 PM |

23. Are the businesses in Somerville that you're interested in generally open when you want to visit?

- Yes
 No

24. What is your relationship to Somerville?

- | | |
|---|--|
| <input type="radio"/> I live in Somerville | <input type="radio"/> I own a business in Somerville |
| <input type="radio"/> I work in Somerville | <input type="radio"/> I visit Somerville regularly |
| <input type="radio"/> I own property (other than a single unit house) in Somerville | <input type="radio"/> I'm a tourist/ Its my first time in Somerville |

25. How long have you been part of the community?

- | | |
|--|---|
| <input type="radio"/> Less than 1 year | <input type="radio"/> More than 10 years |
| <input type="radio"/> 1 - 5 years | <input type="radio"/> N/A - I'm not a member of the community |
| <input type="radio"/> 5 - 10 years | |

26. Do you have an interest in opening a business downtown? If yes, select which type.

- | | |
|---|---|
| <input type="checkbox"/> No Interest | <input type="checkbox"/> Pop-up Business (open temporarily to test a business idea) |
| <input type="checkbox"/> Brewery or distillery | <input type="checkbox"/> Professional office (attorney, accountant, insurance, etc) |
| <input type="checkbox"/> Food Truck | <input type="checkbox"/> Retail business (gifts, antiques, shoes, etc) |
| <input type="checkbox"/> Incubator or shared office space | <input type="checkbox"/> Restaurant |
| <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Service business (salon, spa, printer, car care, etc) |
| <input type="checkbox"/> Other (please specify) | |

27. Please describe why you have not yet opened your business in one or two sentences.

Almost there! The final questions will focus on a few more details about you. This will help us understand who is responding to this survey and which groups are represented in the responses. As a reminder, individual responses to this survey are anonymous and not attributable to anyone by name.

28. How old are you?

- | | |
|--------------------------------|-----------------------------|
| <input type="radio"/> Under 18 | <input type="radio"/> 45-54 |
| <input type="radio"/> 18-24 | <input type="radio"/> 55-64 |
| <input type="radio"/> 25-34 | <input type="radio"/> 65+ |
| <input type="radio"/> 35-44 | |

29. Which of the following reflects your current employment status?

- | | |
|--|--|
| <input type="radio"/> I work in Somerville | <input type="radio"/> I'm retired |
| <input type="radio"/> I work near Somerville in a surrounding town | <input type="radio"/> I'm unemployed |
| <input type="radio"/> I work elsewhere in Somerset County | <input type="radio"/> I'm unable to work |
| <input type="radio"/> I work outside Somerset County | <input type="radio"/> Employed Full Time |
| <input type="radio"/> I commute to Manhattan | <input type="radio"/> Employed Part Time |
| <input type="radio"/> I work at home | <input type="radio"/> Self Employed |
| <input type="radio"/> I'm a student | |

30. How often do you volunteer?

- I do not volunteer regularly
- I volunteer a few times a year
- I volunteer weekly or monthly

31. Do you agree or disagree with this statement: "I personally feel welcome, comfortable, and safe in and around Somerville."

- Agree
- Disagree
- Neither agree nor disagree

32. Which race/ethnicity best describes you?

- | | |
|--|---|
| <input type="radio"/> American Indian or Alaska Native | <input type="radio"/> Middle Eastern or North African |
| <input type="radio"/> Asian or Asian American | <input type="radio"/> Native Hawaiian or other Pacific Islander |
| <input type="radio"/> Black or African American | <input type="radio"/> White |
| <input type="radio"/> Hispanic or Latino | <input type="radio"/> Another race |

33. Which of the following options most closely aligns with your gender?

- Woman
- Man
- Non-binary
- A gender not listed here
- Prefer not to answer

34. What is your approximate household income?

- Under \$15,000
- Between \$15,000 and \$29,999
- Between \$30,000 and \$49,999
- Between \$50,000 and \$74,999
- Between \$75,000 and \$99,999
- Between \$100,000 and \$149,999
- Between \$150,000 and \$174,999
- Between \$175,000 and \$199,999
- Over \$200,000

35. How many individuals reside in your home, including you?

- Just me
- Two
- Three
- Four
- Five
- Six
- More than 6

36. Please enter your email and phone number to win \$100 in Somerville Bills! Winners will be announced after the survey closes on September 10 and notified via email and text. Thank you!

Email Address

Phone Number