

2012 WORK PLAN & ASSESSMENT

Date: July 2011 (FINAL)

SSA # 33 WPB

SSA Tax Authority Term:
12/7/2005 to Tax Year 2014

Chicago Department of Housing and Economic Development

SSA Chairperson: David Ginople PH: (773) 772-4296 Email: david@findables.com

Service Provider Agency: The Wicker Park Bucktown Chamber of Commerce

Agency Contact: Eleanor Mayer PH: (773) 235-6385 Email: eleanor@wickerparkbucktown.org

SSA Boundary:	North Ashland Ave. from W. Division to the Kennedy Expressway; North Damen Ave. from W. Schiller to the Kennedy Expressway; North Western Ave. from W. Division to W. Fullerton; W. Division from N. Western Ave. to the Kennedy Expressway and West North Avenue from North Western Ave. North Noble Street.
Authorized Services:	Maintenance and beautification activities, coordinated marketing and promotional activities, parking and transit programs, area strategic planning, business retention/recruitment initiatives, building facade improvements, security services and other technical assistance activities to promote community and economic development.
SSA Mission:	WPB is the Special Service Area for the Wicker Park and Bucktown neighborhoods. The mission of WPB is to sustain and promote the prosperity and unique qualities of life of the Wicker Park/Bucktown neighborhood and commercial district, whilst preserving its diverse character for the benefit of its residents, visitors, and businesses through the wise and discerning investment of resources to enhance our public ways.
2012 SSA Strategy	To continue to fulfill WPB's Mission, while providing the most efficiently delivered scope authorized services. In 2012 WPB will also continue to implement the recommendations as described in the WPB Master Plan adopted by the WPB Commission in early 2009.

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1.00 Advertising & Promotion	1.01 Website and/or Social Media	Maintain SSA website, Facebook Page, and Twitter Account		10,000 website hits annually 700 total Facebook friends 1,000 Twitter Followers			
1.00 Advertising & Promotion	1.02 Public and/or Media Relations	Continue working with Time Out Chicago to create an annual neighborhood guide that incorporates a local map and event calendar for wide distribution.		Increased awareness of neighborhood assets, Neighborhood Navigation piece is requested by stores, hotels, etc; increased foot traffic and interest in neighborhood.			
1.00 Advertising & Promotion	1.03 Special Events	Special Events include: holiday events in WPB, Bike to Work Week Commuter Station, Bike Light Giveaways (3 nights), Saturday shredding and electronics recycling events in 2012 (total 5), continue Polish Triangle or Jan Metzger Court Marketplace activities.		Increased event attendees overall from 2011 vs. 2012. Increased day-of sales and post-event sales for merchants 2011 vs. 2012. SSA stakeholder survey identifies event benefits.			
1.00 Advertising & Promotion	1.04 Display Advertising						

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1.00 Advertising & Promotion	1.05 Print Materials	Create leave-behind booklet that will alert residents and business owners to WPB's services. Create a simple leave-behind booklet or Arts Directory that will alert residents and business owners to artistic resources in WPB.		More participation in and awareness of WPB's programs. Increased applicants for Façade Improvement programs, grant applications, increased committee participation. More participation in and awareness of available and ongoing arts resources and programs in WPB.			
1.00 Advertising & Promotion	1.06 Festivals	Continue to support the marketing of local street festivals through monetary support and physical presence. Ongoing: Do Division, Wicker Park Fest, Renegade Craft Fair. New: Green Music Fest		SSA stakeholder surveys show impact of neighborhood festival events on area. Increased tourism in neighborhood 2011 vs. 2012. Policy for fest funding is developed.			
1.00 Advertising & Promotion	1.07 Grants	Community Grant Program to [15+] applicants for neighborhood events/programs that improve quality of life; encourage tourism of area.		SSA stakeholder surveys and individual follow up reports show impact of events. Increased tourism and neighborhood promotion is observed in 2012 vs. 2011.			
1.00 Advertising & Promotion	1.08 Holiday/ Seasonal Promotions	Work with Chamber members to support a winter holiday shopping event, e.g. December on Damen.		Increased retail sales and exposure to the neighborhood. Shopping/promotion event is effective, retailers report record sales for 4th quarter 2012 vs 2011.			
2.00 Public Way Maintenance	2.01 Sidewalk Cleaning	Vendor (Cleanslate) completes sidewalk cleaning: trash can top off, sidewalk/tree pit sweeping, emptying of 33 "worst cans" in WPB. 7 days/ per week summer schedule (Apr-Nov), 4 days/per week winter schedule (Dec-Mar).		Cleaner walkways; fewer illegal signs; more inviting community in 2012 vs 2011 observations. Ongoing surveys and reports from vendor will indicate the effectiveness of the program and people's perception of cleanliness in the area; will determine the effectiveness of adding more cans/services.			
2.00 Public Way Maintenance	2.02 Sidewalk Snow Plowing	Removal of snow from sidewalks and crosswalks in event of 1"+ accumulation of snow Nov-April. Two vendors (Cleanslate and Olsen), three equal snow removal routes for contract annually in WPB.		Clear walkways for residents, business owners, and visitors alike. Consistent removal of snow from all SSA streets in qualifying snow event.			
2.00 Public Way Maintenance	2.04 Acid Etching Removal and/or Prevention	Sidewalk cleaning crew to expand services to address graffiti in neighborhood. Service will include light painting and removal on non-porous surfaces.		Less evidence of graffiti in the district; increased cleanliness. Over time, graffiti damage goes down significantly, which makes for a cleaner, more welcoming business district.			

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2.00 Public Way Maintenance	2.09 Neighborhood and Commercial Recycling	A pilot program for commercial recycling is tested in the district, and WPB continues to provide recycling opportunities in the pedestrian way.		Participating businesses save on scavenger costs and become more aware of responsible business practices. The commercial recycling pilot is successful and can be replicated throughout the district. Business owners find the program easy and beneficial. Sidewalk cleaning vendor tracks the number of "blue bags" picked up each week vs. number of garbage bags in the pedestrian way. Reduction in trash that goes to landfill; increase in reclaimed materials to be recycled, with time, the number of bags of recyclables collected will increase while the number of bags of garbage decreases.			
2.00 Public Way Maintenance	2.10 Street Furniture	Upgrades of existing and new street furniture pieces are purchased for public spaces in WPB including chairs, benches, bike racks, kiosks, fences.		Upgrades and replacements of existing street furniture make WPB inviting for pedestrians, bike riders, visitors, residents and business owners to enjoy public plazas and open spaces. Visitors to the area increase in 2012 vs. 2011.			
3.00 Public Way Aesthetics	3.01 Streetscape Elements (trash receptacles, planters, benches, etc.)	Repaint (vendor TBD) fences surrounding tree pits along North Ave. Milwaukee/Wood/Wolcott Intersection Improvements are designed and installed.		Ongoing surveys and reports will indicate the effectiveness of the fence repainting on people's perception of cleanliness in the area, will determine the effectiveness of expanding fence painting project. When the IL DOT upgrades the signal at this intersection, the City of Chicago also adds improvements for pedestrians and cyclists. Surveys indicate after improvements are made, the area around this intersection is easier to navigate, safer, and nearby businesses experience more foot traffic.			
3.00 Public Way Aesthetics	3.02 Decorative Banners and/or Holiday Decorations	Holiday Decoration contract with HAP Industries (3 year term) includes: area snowflakes for 70 light poles and tree lighting in Polish Triangle.		Seasonal neighborhood decorations improve quality of life; encourage tourism of area. Seasonal decoration also supports the identity and vitality of the neighborhoods. Outcomes include: increased retail sales in 2012 vs 2011 and exposure to the neighborhood in winter months.			

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3.00 Public Way Aesthetics	3.04 Public Art	WPB Public Arts Program. Work with local artists to identify locations in the SSA district that could support public art to camouflage undesirable aspects of neighborhood and create visual interest. Pair jury selected mural artists with empty walls in WPB for large format mural painting.		A series of public art displays attracts people from other areas; increases foot traffic to the area, at or above 2011 levels. Areas that are often graffiti, instead display permanent (or semi-permanent) art pieces that are not vandalized.			
3.00 Public Way Aesthetics	3.05 Landscaping (plants, watering, etc.)	Vendors provide services on annual Tree and Landscape maintenance contracts. Scope of work includes: Area-wide tree pruning (4x per year), maintain planter boxes on North Ave. Maintain tree pits on Division st. Maintain planters in Jan Metzger Court, Maintain other tree pits throughout district, watering (3x months).		Outcomes include: Field checks show landscaping done per terms of contract. Survey and merchant interviews show landscaping attracts customers and enhances the experience of the district. Other outcomes: healthy plants/trees, uniform look, minimal to no debris in tree pits in District.			
3.00 Public Way Aesthetics	3.10 Landscape Inventory (Hosting and Training)	Vendors (Futurity Inc. and Tree Contractor, TBD) create and host online landscape inventory of WPB's Tree and Plant Assets.		Accurate tracking of urban forest health in WPB over time. With proper data entry, potential outcomes include identifying areas of WPB that need extra landscaping/tree care support, developing rich baseline data for future environmental studies of the neighborhood.			
4.00 Tenant Retention/Attraction	4.01 Data Collection	Directory Development: maintain database of vacant/occupied properties in district and creation of area Business Directory. Update WPB Master Plan market study identifying market segments present/needed in WPB with 2010 census data and survey business owners and stakeholders about transit choice in WPB.		Update existing database as changes occur (new vacancy/tenancy/market etc), Outcomes include: robust knowledge of space in district, a clear understanding of what market segments (retail niches) are needed and supported in WPB, a wealth of knowledge about available space is shared. Review of business owners and patrons desire for diversified transit options (i.e. shuttles) are completed.			
4.00 Tenant Retention/Attraction	4.02 Site Marketing (Materials, Services, etc.)	Assist existing businesses to expand and encourage new businesses to locate in targeted vacancies along Western and Ashland Aves. Provide area-wide zoning recommendations. Create a robust and attractive print and online directory of local business and a comprehensive marketing piece for SSA district businesses.		The directory will increase neighborhood visitors from 2011 levels. Merchant survey indicates directory and district tenant marketing piece help bolster sales in 2012 (vs. 2011 levels). Zoning recommendations contribute to zoning changes that create consistent expectations for area developers and tenants alike.			

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5.00 Façade Improvements	5.01 Façade Enhancement Program	Continue the WPB Façade Enhancement Program. Update policy and application for 2012. Target 3 new applicants for completed façade rebate projects in 2012.		\$15,000 in Façade funds distributed for 2012 applicants. Field check shows applicants complied with program and a visual improvement to the streetwall; historic aspects of the neighborhood restored; fewer teardowns with reinvestment, landmark districts respected.			
5.00 Façade Improvements	5.05 Graffiti Abatement Program	Continue the Graffiti Abatement Program, Updated policy and application for 2012. Target 50 rebate applicants/abatement work completed in 2012.		\$10,000 program funds for 2012 graffiti abatement applicants distributed in 2012. Field check shows applicants complied with program, a visual improvement to the streetwall and buildings are protected from future damage.			

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6.00 Parking/ Transit/ Accessibility	6.04 Bicycle Transit Enhancements	Install (20) additional bike racks including (2) on-street bike parking installations.		Increased bike parking capacity on all SSA district streets; More secure bike parking; Fewer fences damaged by bike parking; People are encouraged to bike more because secure parking is easy to find.			
6.00 Parking/ Transit/ Accessibility	6.05 Public Transit Enhancements	Expand Bus Tracker Program targeting 4 SSA businesses to install bus tracker screens in their business. Continue to support CTA Adopt-a-Station Program at 3 CTA Blue Line stations in SSA boundary (Division, Damen, Western) by installing public art by local artists.		SSA stakeholder feedback indicates Bus Tracker program is very useful and businesses with Bus Tracker screens report increased sales. Field checks and stakeholder feedback indicate public art at CTA stations (under the Adopt-a-Station program) help identify the neighborhood, provide opportunity for local artists, and show local stewardship.			
7.00 Safety Programs	7.03 Safety Improvement Program - Rebates	Work with Active Trans, Bike Ambassadors and Police districts to help raise awareness of Bike light Giveaways and continue to purchase bike lights for giveaways to support program.		Through awareness programs, bike/vehicle and ped/vehicle crashes are reduced in 2012 (vs. 2011 incidents); stakeholder surveys/feedback indicate perceptions of Wicker Park and Bucktown as safe, comfortable places to walk and bike.			
7.00 Safety Programs	7.05 Lighting, Tree Pruning	Expanded seasonal lights and tree pruning at Polish Triangle, solar lights for Mautene Court.		Increased lighting and improved landscaping increases perception of safety in public spaces in neighborhood, encourages safe 24 hour active use of public space.			
8.00 District Planning	8.01 SSA Designation or Reconstitution	For a revised PIN/address list of all WPB properties		The 2005 PIN list is outdated, and an updated address list would better define our current SSA stakeholders and assist in planning for re-constitution in 2015.			
8.00 District Planning	8.03 Strategic Planning	Work to improve difficult and dangerous intersections in district; Assist in beautification of Milwaukee/Wood/Wolcott intersection realignment.		Hire traffic engineers to study key intersections for possible improvements to improve safety. Due to thorough study of key intersections, IDOT and CDOT decide to make improvements. Provide additional funding for pedestrian plaza and landscaping at Milwaukee/Wood/Wolcott intersection; to be completed when IDOT realigns intersection. Intersection is easier to navigate and safer for all forms of transportation; a new pedestrian plaza is created. The intersection is easier to navigate and crashes are reduced. Nearby businesses see increase in foot traffic due to the new amenity (pedestrian plaza) nearby.			

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10.00 Personnel and 11.00 Admin Non-Personnel	Compliance	Support Commission (and Agency itself) to comply with applicable laws and policies		Compliance with the IL Open Mtgs Act In-house bookkeeping Timely and accurate program and fiscal reports Coordinate filling four SSA Commission seats per the Nominating and Application processes.			
10.00 Personnel and 11.00 Admin Non-Personnel	Monitoring/ Assessment and FOIA Responses	The Agency will participate in monitoring/assessment and FOIA responses		Programs executed consistent with City, Commission, and agency expectations Programs monitored consistent with City, Commission, and agency expectations FOIA responses to the City provided within the requestor's timeline			
10.00 Personnel and 11.00 Admin Non-Personnel	Best Practices	Contribute to SSA Best Practices Library		WPB will continue to contribute best practices to the City's library; including Snow Removal RFP, Call to Artists for Murals and Fence Re-painting RFPs.			
10.00 Personnel and 11.00 Admin Non-Personnel	Best Practices	RFP Process		WPB continually updates its RFPs for service vendors resulting in transparent process and appropriate vendor selection			
10.00 Personnel and 11.00 Admin Non-Personnel	2011 SSA Annual Report	Prepare a 2011 SSA Annual Report (print and digital)		WPB committees and Commissioners review the WPB Master Plan implementation matrix (of both short and long term planning recommendations) every six months. An updated matrix describing progress on tasks will serve a both a digital and print SSA Annual Report compiled after the Long Term Planning Committee meeting in April and October 2012.			
10.00 Personnel and 11.00 Admin Non-Personnel	2011 SSA Audit	Retain a subcontractor to prepare the 2011 SSA Audit and coordinate SSA Commission review		WPB submits an accurate audit by the deadline; responds to findings SSA Commission mtg mins show approval of SSA audit review, conducted by audit vendor (ACT Group).	Final WPB Audit submitted by 4/30/12; March SSA Commission mtg mins show audit review; City deems audit compliant with SSA Agreement terms	Agency and SSA Commission satisfied with CPA firm selection for 2012 Audit.	2011 Audit completed on time; agency satisfied findings; CPA firm notified as selected for 2012 audit.