



CLUDs
Commercial Local Urban Districts

SAN DIEGO

BOSTON

ARLTO

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ROME

REGGIO
CALABRIA



FONDO SOCIALE
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Research Methodological tools

CLUDs
PROJECT
2013/14

Survey form template Interview Form A template Interview Form B template

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CLUDs project – Survey Form template



WP2/WP3: Territorial Milieu - Urban-rural interactions and urban management models.

Lead Partner: San Diego State University, CA

Case Study (denomination):

Researcher:

INSTRUCTION TO THE RESEARCHER:

Prior to completion of this survey form, you should consult Annex One and objectives of WP11. For UK researchers, it is essential that you read the June 13th minutes of meeting where specific issues have been identified for investigation in this phase of the project.

Your preliminary document search and literature review on the case study area specifically and San Diego must provide you with the relevant knowledge base for this phase of research.

Survey Form

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1 OVERALL OUTLINE OF THE INITIATIVE

General Information (compulsory)

1.1 Classification	<input type="checkbox"/> BID: Business Improvement District		
	<input type="checkbox"/> PA: Public Agency		
	<input type="checkbox"/> CDC: Community Development Corporation		
	<input type="checkbox"/> SE: Social Enterprise		
	<input type="checkbox"/> NPOMS: Non Profit Organization for implementing the Main Street initiative		
	<input type="checkbox"/> NPCBPO: Non Profit Community-Based Planning Organization other than CDC, SE, MS		
	<input type="checkbox"/> Other: specify		
1.2 Location	Neighbourhood		
	ZIP Code		
	City		
	County		
	State		
1.3 Start-up Source:	Year		
1.4 Years in operation Source:	Year		
1.5 Numbers of renewal Source:	Year		
1.6 Dimension Source:	Area (sq.Km)		
	Residents		
1.7 Partnership Typology Source:	<input type="checkbox"/> GP (general partnership)	Specify:	
	<input type="checkbox"/> LP (limited partnership)	Specify:	
	<input type="checkbox"/> LLP (limited liability partnership)	Specify:	
	<input type="checkbox"/> Non Profit Corporation	Specify:	
1.8 Partnership composition Source:	Name	Public/Private/NGO	% Initial Capital Invested
1.9 Number of board directors Source:			

2. Abstract of the initiative (compulsory)

(Source/s:)

2.1 The case study in brief (What is the case study, max 15 rows)

2.2 The Challenge (Why the case worth discussing, max 5 rows)

2.3 The Context (Salient points about the environment and the circumstances affecting the issues at hand, max 10 rows)

2.4 The Strategy (Brief description of the approach adopted to address the challenges, max 10 rows)

3. Map (please highlight the boundary of the case study on a Google Map satellite view or any other aerial map)

(Source:)

4. Strategic priorities, services and improvements provided by the initiative (compulsory - It has to be referred to the initiative under scrutiny)

(Source:)

Priorities	Description
<input type="checkbox"/> Retail Enhancement	
<input type="checkbox"/> Economic Revitalization	
<input type="checkbox"/> Security and Safety	
<input type="checkbox"/> Building Restoration/Renewal	
<input type="checkbox"/> Innovation/Green Technologies	
<input type="checkbox"/> Education and Training	
<input type="checkbox"/> Job Creation/Social works	
<input type="checkbox"/> Technology Transfer	
<input type="checkbox"/> Capacity Building	
<input type="checkbox"/> Local services/provisions (housing, leisure, etc.)	
<input type="checkbox"/> Local produce valorisation	
<input type="checkbox"/> Cultural enrichment	
<input type="checkbox"/> Natural Beauty, Green Space and biodiversity	
<input type="checkbox"/> Others: specify	

5. Composition of the organization (if relevant)

(Source:)

How are the enterprises engaged with the initiative?

6. Public investment programs (compulsory - It refers to the policy focus of the specific initiative under scrutiny)

(Source:)

Policy focus for public investment program	Description
Tax policy focus	
Fiscal policy focus	
Economic development organizations	
University focus	
Recruitment	
Business Aid (Start-up, Spill Over, funding, copyright, etc.)	
Credit Access	
Local Welfare Policy	
Urban Planning Policy (property rights, land use change, zoning, TDR, preservation, etc.)	

2 SOCIOECONOMIC STRUCTURE

7. Please refer to the Annex 1 (compulsory - The tables have to be filled as in the previous Work Package 1, thus, through the national survey data sources – refer to those who worked on WP1)

- Demographic
- Labour market (employed; Unemployed; In Labour force; Not in labour force; Employees per sector; Establishments by Industry (NAICS 2007 Economic Census)
- Educational Attainment
- Individuals below poverty level
- Per Capita Income (\$)
- Median Household Income (\$)
- Gross Domestic Product (MLN \$)

3 FISCAL ANALYSIS SUMMARY

8. Items of expenditures (compulsory - These are the core data in financial terms)

(Source: NB a potential source are the 990 forms for non profit organisations)

Items	Year	Expenditure (\$)		Total
		Public	Private	
General & administrative				
Social services				
Capital improvements				
Streetscape/ sidewalk maintenance and repair				
Graffiti removal				
Beautification & Horticulture				
Holiday lighting				
Sanitation				
Security				
Marketing, communication special events and tourism				
Education				
Job creation initiative				
Resident initiative				
Other				

9. Source of revenue (compulsory. These are the core data in financial terms)

(Source: NB a potential source are the 990 Tax forms for non profit organisations)

Items	Year	revenue (\$)
Program service revenue		
Special contracts		
Investment income		
Fundraising & special events		
Government Grants		
Private contributions		
Interest		
Assessment (fee or levy)		
Rental income		
Other		

10. Vacancy rate (it has to be referred to the study- area if available. If not, a rough idea of how the vacancy rate has changed because of the initiative implementation might help)

(Source:)

Vacancy	Before the initiative	After the initiative
Vacant commercial property (sqm)		
Vacant housing property (sqm)		
Vacant land (sqm)		

4 MARKETING AND PROMOTION

11. Business attraction, creation, retention and assistance programs promoted by the initiative (compulsory)

(Source:)

Program	Description
Attraction of business new to the area	
Creation of new business (start-ups)	
Retention of business	
Assistance weak business	

5 STAKEHOLDERS AND GOVERNANCE

12. Local development organizations involved in the initiative (compulsory)

(Source.....)

Type(*)	Contribution to the organization

(*)Foundations, banks, real estate, community.... this part needs to highlight the different contribution from the different group of stakeholders

6 SPATIAL DATA

14. Real Estate (if available)

(Source:)

Typology	Average value before the initiative		Average value after the initiative	
	sqm	\$/ sqm	Sqm	\$/ sqm
Housing				
Commerce				
Industry				
Advanced services sector				
Parking				

15. Accessibility (compulsory. It has to be GIS based)

(Source:)

Distance from Central Boston	Time	.Km
By subway		
By bus		
By car		
By rail		

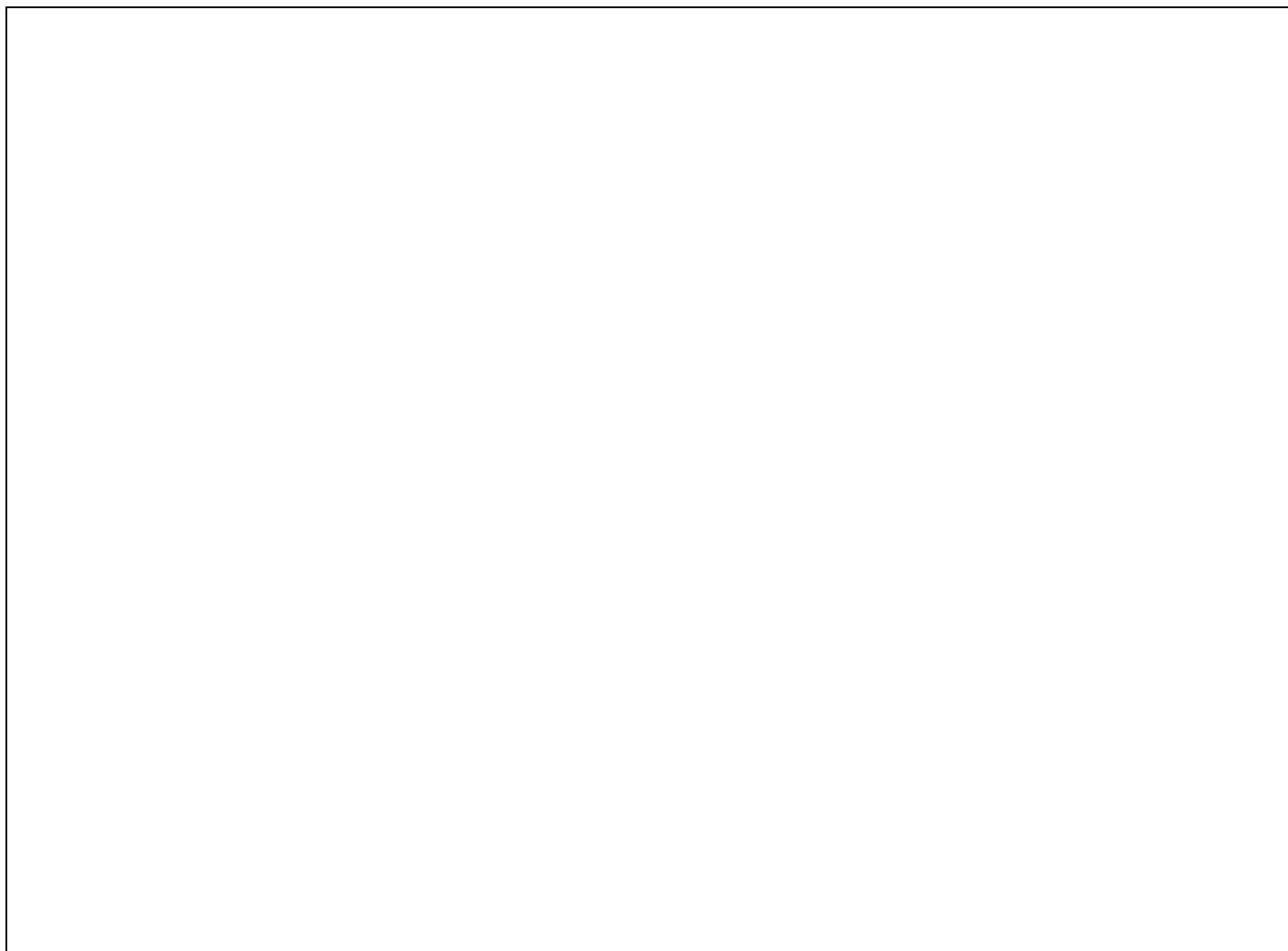
Please refer to the GIS centroid developed by the GIS/ map group

16. Geographical information (GIS based) (Compulsory. It has to be developed as in the previous Work Package 1. These maps can be found in the community plan of the area, please refer to that)

Layer	Description
Land use map	
Ownership	
Zoning map	
Community facilities	
Cultural facilities (Theatres, cinemas, art centres)	
Heritage	
Bicycle ways	
Pedestrian routes and amenities	
Traffic calming measures	
Public spaces (Squares, plazas, streets)	
Green spaces	
Connectivity grid	

7 VISUAL ANALYSIS

17. Map with view points (compulsory. As in the previous Work Package 1)



8 REGIONAL- URBAN LINKAGE

18. Supply chain: the supply of local products (Compulsory)

Please note that the supply chain has to be managed by the initiative as a whole (i.e. the BID, the CDC...) and not by the individual retailer or other company
(Source:.....)

Locally produced (within the region) goods	Description of how the supply chain commonly works in the targeted urban area
Fresh foods	
Foods other than fresh	
Handcrafts	
Others (specify and add lines if needed)	

19. Support organizations (compulsory)

Support organizations are companies or other bodies that help traders maximize their selling potential

Presence of support organizations for local producers	Yes/No	Description of how the organization(s) work(s) (if any)
Fresh foods		
Foods other than fresh		
Handcrafts		
Others		

20. Regional- urban interaction (compulsory)

This point aims to clarify the level of degree that the specific urban area holds with the regional context. The level of degree can be very high, high, medium, low or inexistent

Type of relation	Level of degree	Description of how the relationship between the local urban area and the regional context works
Fresh foods		
Foods other than any		
Handcrafts		
Others		

21. Logistic relationships between local producers and consumers (compulsory)

(This point aims at clarifying the logistic within the region)

Map of the transportation network at regional level (roads and railways)

If exists, accessibility map (from the regional transportation plan)

Pictures (compulsory - As in the previous Work Package)

At least 12; specify number code, date, day of the week, hour, notes on the people presence and or people behaviour, notes on the general quality of the environment.

Picture n.1

Date.....

Day of the week.....

Time.....

Notes.....

.....

Picture n.2

Date.....

Day of the week.....

Time.....

Notes.....

.....

Picture n.3

Date.....

Day of the week.....

Time.....

Notes.....

.....

Picture n.4

Date.....

Day of the week.....

Time.....

Notes.....

.....

Picture n.5

Date.....

Day of the week.....

Time.....

Notes.....

.....

Picture n.6

Date.....

Day of the week.....

Time.....

Notes.....

.....

Picture n.7

Date.....

Day of the week.....

Time.....

Notes.....

.....

Picture n.8

Date.....

Day of the week.....

Time.....

Notes.....

.....

Picture n.9

Date.....

Day of the week.....

Time.....

Notes.....

.....

Picture n.10

Date.....

Day of the week.....

Time.....

Notes.....

.....

Picture n.11

Date.....

Day of the week.....

Time.....

Notes.....

.....

Picture n.12

Date.....

Day of the week.....

Time.....

Notes.....

.....

CLUD's project – Interview Form A template



This handout introduces the subject to the research project and states the objects and ethical procedures that will be taken. Inside you will find a Research Ethical Consent Form that you need to fill out and sign. One copy is to be given to The San Diego State University researcher and one copy is for you to keep for your records. All project point of contacts are enclosed.

About the CLUD's Researcher

Name:

Address:

Email: cludsproject@gmail.com

website: <http://www.cluds-7fp.unirc.it/index.php>

About this Research Project

COMMERCIAL LOCAL URBAN DISTRICTS (CLUDs)

Context: This project is supported by the European Union involving four European Universities (Reggio and Roma in Italy, Aalto in Helsinki Finland, Salford in the UK) and two US universities including San Diego State and Northeastern in Boston. The project comprises three phases. The objective of Phase one is the the construction of the conceptual framework necessary to develop the CLUDs model. Phase two objective is the construction of the CLUDs model aimed at incorporating the territorial milieu (including urban-rural interactions) into local urban regeneration initiatives. Objective of Phase Three is the construction of the CLUDs Local Action Plan.

Phase two aims:

- i. incorporating urban-rural interactions into implementation of urban management tools.
- ii. exploiting the potential of grass-rooted community-driven initiatives into urban management tools.

Specific objectives of the interview with key stake holders:

As key players in involved with policy implementation of urban regeneration initiatives in San Diego State, we seek your views on the overall strategic policy objectives of this initiative and implementation of the project. Your input in this project is highly valued.

Please do not hesitate to contact us should you have any further views about this project.

Interviewer to insert their contact details below

We thank you for your cooperation.

Key University Teams of Contact

University Mediterranea of Reggio Calabria, Reggio Calabria, Italy; The University of Salford, Salford, UK; University of Roma La Sapienza, Roma, Italy; Aalto University, Espoo, Finland; Northeastern University, Boston, MA; San Diego State University, San Diego, CA.

Informed Consent

1. The subject will have the right to withdraw consent once given at any stage, without prejudice, and where appropriate, to withdraw any data collected.
2. The investigator will undertake to protect the confidentiality of the subject.
3. In the event that the results are published, the investigator shall protect the identity of the subject, unless the subject consents to be named.

Interview Form

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1 ETHICAL ISSUES

1.1 Ethical issues and declarations

The “interview form” is a tool finalized to gather qualitative and quantitative data with respect the specific urban area subject to a regeneration process and selected as case study within the CLUDs project.

The qualitative and quantitative data are organized in form of interview to selected actors who play official roles within the partnership.

The qualitative and quantitative data included in the “interview form” are logically and functionally connected with the information included in the “Survey form”. As matter of fact, the interview can be a way to integrate the information included in the “Survey form”, which is a tool that allows to organize the information gathered on desk, by analyzing official documents.

Nevertheless, the qualitative and quantitative data gathered by interviews derive from official sources and refer to facts and do not deal with personal opinions. For this reason, the use of the “interview form” does not imply any connection with ethical issues and it is reasonable to argue that it is not affected by the Federal Regulations to all of our human subject research regardless of the source of support, or lack thereof, as specified by the San Diego State University that has elected to apply the protections of the Federal Regulations.

These Principles of Justice, Autonomy and beneficence are Sept. forth in the Belmont Report: Ethical Principles and Guidelines for the Protection of Human Subjects of Research<<http://ohsr.od.nih.gov/guidelines/belmont.html>> and are codified Regulations as in Title 45 Code of Federal Regulations Part 46 [1991]<<http://ohsr.od.nih.gov/guidelines/45cfr46.html>>

Consent Form for Research Study (*participants copy*)
Title of Project:

I have read the attached research study Information Handout thoroughly and sign below to confirm consent.

1. I confirm that I have read and understand the information sheet attached for the above research study.
2. I have had the opportunity to consider the information, ask questions and have had these answered satisfactorily
3. I understand that my participation is voluntary and that I am free to withdraw at any time, without giving any reason, without my legal rights being affected.
4. I understand that relevant sections of any of notes and data collected during this study may be looked at by responsible individuals from The Università Mediterranea of Reggio Calabria – PAU Department, where it is relevant to my taking part in this research. I give permission for these individuals to have access to my information.
5. I agree to take part in the above research study

I have read and understand the above and consent to participate in this research study. My signature below is not a waiver of any legal rights. Furthermore, I understand that I will be able to keep a copy of the informed consent form for my records.

 Name of Participant

 Date

 Signature

 Name of Person taking consent
 (if different from researcher)

 Date

 Signature

 Researcher

 Date

 Signature

When complete, 1 copy for participant: 1 copy for researcher site file: 1 (original) to be kept with research notes.

Consent Form for Research Study *(researchers copy)*

Title of Project:

Name of Researcher:

I have read the attached research study Information Handout thoroughly and sign below to confirm consent.

6. I confirm that I have read and understand the information sheet attached for the above research study.
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Date

Signature

Researcher

Date

Signature

When complete, 1 copy for participant: 1 copy for researcher site file: 1 (original) to be kept with research notes.

2 THE INTERVIEWED

2.1 Details of the interviewed and role played in the initiative

Name	
Title	
Phone number /s	
Email	
Address	
Role played in the initiative	
Year of involvement in the initiative in the above specified role	

3 CASE STUDY - PROJECT

3.1 Can you provide a brief background to the case study outlining its key objectives?

--

3.2 Which are the best 3 key people who could offer an overview on how the project was developed? Not general categories but specific names are required, because they can be used as contact person to be interviewed in the following step (snowball technique)

Name	Official role	Organization/institution	Influence in putting the initiative forward

4 STRATEGY AND LOCAL DEVELOPMENT

4.1 How the strategy of the specific initiative empowers local resources (cultural capital, human capital, natural capital, economic capital)? And which ones?

--

4.2 How the small retail is part of the strategy of the initiative?

--

4.3 Are you aware of any retailers/investors who have been attracted to locate in the area as a result of the success of the original development?

--

5 STAKEHOLDERS AND GOVERNANCE

5.1 Which major stakeholders pushed the initiative forward in the start-up phase? Please tick and possibly indicate name(s)

Category	Yes or no	Name (optional)
Community		
Private developers		
Private enterprises		
Banks		
Local government		
State		
Public stakeholders other than local government and state (specify)		
Unions		
Farmers		
Tenants		
Landowners		
Residents		
Nonprofit organizations (specify)		
Grassroots movements (specify)		
Others (specify)		

5.2 Which major stakeholders are contributing to the implementation of the initiative currently? Please tick and possibly indicate name(s)

Category	Yes or no	Name (optional)
Federal Government		
State government		
Local government		
Community		
Private developers		
Private enterprises		
Banks		
Local government		
Public stakeholders other than local government and state (specify)		
Unions		
Farmers		
Tenants		
Landowners		
Residents		
Nonprofit organizations (specify)		
Grassroots movements (specify)		
Others (specify)		

6 REGIONAL – URBAN LINKAGE

6.1 Do you have any knowledge of how the goods/ materials/ products arrive in the area?

Yes__ No__ If yes, go to the following questions otherwise go to the 6.2

a) What the origin of the goods/ materials/ products is?

b) Are they re-distributed and how?

c) Does food play a key role as an attractor in the development?

6.2 Has the initiative enhanced the local area reputation at city/ regional/ state/ international level?

6.3 Is there a need for (or has there been) for a support organization that help traders maximize their selling potential? If yes, please provide any specific examples of such organizations

7 NOTES ON THE INTERVIEW

7.1 If is there anything that the interviewed wishes to add, please write it in the box below

7.2 If is there anything that the interviewer wishes to annotate, please add it in the box below within 24 hours from the interview work

CLUD's project – Interview Form B template



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3. I understand that my participation is voluntary and that I am free to withdraw at any time, without giving any reason, without my legal rights being affected.
4. I understand that relevant sections of any of notes and data collected during this study may be looked at by responsible individuals from The Università Mediterranea of Reggio Calabria – PAU Department, where it is relevant to my taking part in this research. I give permission for these individuals to have access to my information.
5. I agree to take part in the above research study

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 Name of Participant

 Date

 Signature

 Name of Person taking consent
 (if different from researcher)

 Date

 Signature

 Researcher

 Date

 Signature

When complete, 1 copy for participant: 1 copy for researcher site file: 1 (original) to be kept with research notes.

Consent Form for Research Study *(researchers copy)*

Title of Project:

Name of Researcher:

I have read the attached research study Information Handout thoroughly and sign below to confirm consent.

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Date

Signature

Name of Person taking consent
(if different from researcher)

Date

Signature

Researcher

Date

Signature

When complete, 1 copy for participant: 1 copy for researcher site file: 1 (original) to be kept with research notes.

2 THE INTERVIEWED

2.1 Details of the interviewed and role played in the farmers market

Name	
Title	
Phone number /s	
Email	
Address	
Role played in the farmers market	
Year of involvement in the farmers market in the above specified role	

3 CASE STUDY – FARMERS MARKET

3.1 Can you provide a brief background to the farmers market and its key objectives?

--

3.2 Which are the best 3 key people who could offer an overview on how the farmers market was developed? Not general categories but specific names are required, because they can be used as contact person to be interviewed in the following step (snowball technique)

Name	Official role	Organization/institution	Influence in putting the farmers market forward

3.3 How long was the farmers market established?

--

4 STRATEGY AND IMPACTS

4.1 What reasons are behind the selection of the site for the farmers market?

--

4.2 What difference has the presence of the farmers market made on the area in social and physical terms?

--

4.3 Are there spillover effects of the farmers market in social terms (social initiative activated as a consequence of the market and physical effects) and if yes what?

Yes____ No____ If yes, please specify what kind of effects:

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4.4 Are there businesses that are negatively affected by the farmers market?

Yes____ No____ If yes, please specify what kind of businesses:

4.5 Are there additional (urban) services provided by the farmers market and if yes what?

Yes____ No____ If yes, please specify what kind of services:

5 FARMERS MARKET PHYSICAL DETAILS

5.1 What is the area of the farmers market? Sqm _____

5.2 How many businesses are involved? N° _____

5.3 Are the stands permanent (fix structures) or temporary?

Yes____ No____

5.4 Are there complains on the site (i.e., parking...)?

Yes____ No____ If yes, please specify what kind of complains:

6 FARMERS MARKET DEMAND AND SUPPLY CHAIN

6.1 How many people come to the farmers market? N° (roughly) _____

6.2 What kind of customers usually come to the farmers market?

6.2 What is the catching area of the farmers market (consumers and producers)?

6.3 What is the nature of the product sold? Please focus on whether the products are fresh or processed (and if they are processed, then where?)

6.4 How the logistic organization of the farmers market works?

7 NOTES ON THE INTERVIEW

7.1 If is there anything that the interviewed wishes to add, please write it in the box below

7.2 If is there anything that the interviewer wishes to annotate, please add it in the box below within 24 hours from the interview work