



Village of South Orange

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Executive Summary



What can the Office of Elected Officials do on their end to be able to give South Orange the feeling of a "College Town"?



After a conducted focus group, we administered and delivered a Qualtrics Survey to as many Seton Hall University students



Our assumptions and takeaways about transportation, communication, safety, and dining options from the first focus group were confirmed as being of *most importance* to SHU students



Following the analysis of the survey and the developed recommendations, we hope to act on the ones soon and possibly re-administer the survey to a younger demographic

What Are We Trying to Solve?

Business Issue: How can South Orange be more of a college town?

- What is a college town?
- Is South Orange current a college town?
- Why/why not?
- What do students enjoy the most about South Orange?
- What do students want changed the most in South Orange?

Phase I: Focus Group

- One, 50-minute long interview
- 10 Participants
 - All full-time Seton Hall students
- Incentive: \$25 Village Trattoria gift card

Goal: Compiling qualitative data to better understand our target consumer.



6/8/2020

Phase II: Online Survey

XM South Orange Community Survey

- 89 respondents
- 81% live in South Orange and shop in town frequently
- About 2/3 were juniors or seniors

How we can take advantage:

- Advertising Restaurant specials in Seton Village
- Partnering with businesses for directional signage



What is the student perception of Village of South Orange?



Communication is Key

When asked about methods of communication:

- 40% of respondents “**Strongly Agreed**” with the statement that they “*Would value an app to stay informed about South Orange*”

How do we reach these consumers??

- Text: 59% of respondents said text message
- Email: 36% of respondents listed email

What does this all mean?

* **Businesses have a unique opportunity to decide how they want to interact with Seton Hall University & students.**



What benefits do students desire?



Shopping Food Student
Services

- 1) Majority of students wanted more diverse food options
 - Bubble Tea, Vegan options, Mexican
- 2) Students want to shop off-campus
- 3) When it came to services students wanted a more reliable means of transportation around town
 - Potential Solution: Lime bikes or scooters

Key Takeaway: Putting a bookstore by Seton Village would bring more traffic to the area. In addition, the idea of scooters and bikes within the town was well received; solving the problem of accessible transportation as well.

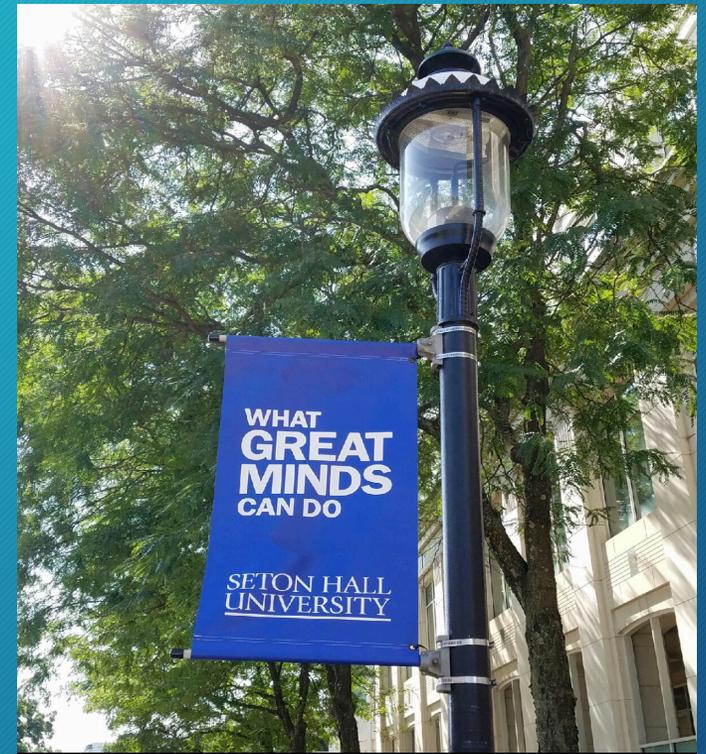
How can the community satisfy the consumer?

More interaction with the South Orange community:

- Food specials (more grab and go, less sit down)
- Off-campus bookstore
- Better lighting
- Increased promotional mix

Key Takeaway: Students desire a more inclusive atmosphere around South Orange and want to engage in a unified experience while interacting with the community.

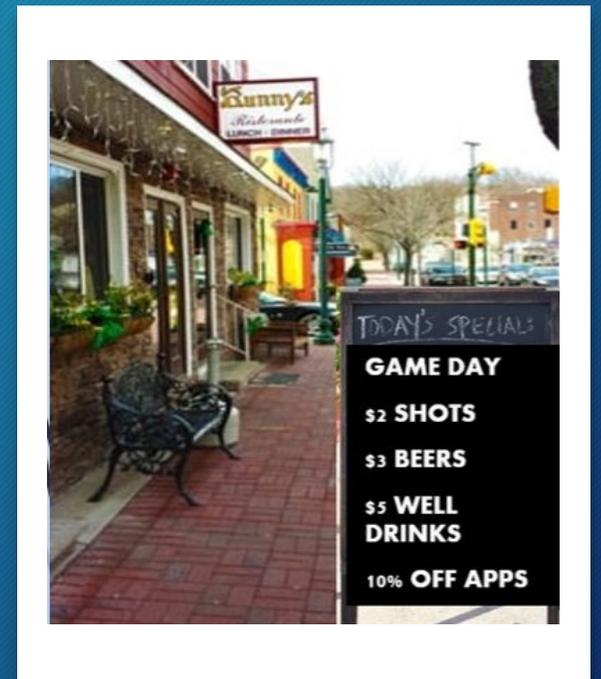




How to Boost Pirate Pride

Bringing Business out of the Gates

Key Takeaway: The gates of Seton Hall present a psychological barrier. Students need incentives to leave campus.



Implications for South Orange

Problems and Opportunities

- Lack of late-night spaces for students
- Inefficient Lighting
- Students unaware of local events

Alternative Solutions

- Directional Signage, Extended business & park hours, Email Blasts, Dedicated App, Event Calendars around South Orange

Implications of Recommendations



Benefits

Increased Awareness
Bolster relationship with
Students
Boost in South Orange patronage



Costs

Retail Development
App / Content Development
Lighting
Increased Signage



Potential Risks

Affordability / Partnership for
Local Businesses
Township & SOPD Regulations
Building Permits
Licensing Agreements

Survey Questions: Appendix

Thank you for taking the time to participate in our [survey](#)! All responses recorded are completely confidential and will not be shared with outside sources.



At the end of the survey, you will be eligible to [enter](#) for a free drawing for one of three \$25 [gift](#) cards to the Village Trattoria.



Q1 Do you currently attend Seton Hall University?



- Yes
- No



Condition: No Is Selected. Skip To: End of Survey.

Q2 Where do you currently live?



- On campus
- Off Campus with other students
- Off Campus alone
- At home with family



Q3 What is your current year?



- Freshmen
- Sophomore
- Junior
- Senior



Q4



What range includes your average commute time to campus?

- 5 - 15 minutes
- 16 - 25 minutes
- 26 - 45 minutes
- 46 - 60 minutes
- Over an hour

Q5



What words or thoughts come to mind when you think of South Orange?

Q7



What defines a "college town" in your opinion? Please describe in a short sentence or two.

Q8



Do you view South Orange as a "college town"? If not, explain why in a short sentence or two.

- Yes
- No

Q13

How often do you use social media?

- Once a week
- On the weekends
- Once a day
- Multiple times a day
- Never

Q14

State how many times per week you use the following modes of transportation, on average, to get around South Orange.

SHUFly	0
Car	0
Walking	0
Bike/Skateboard	0
SafeRide	0
Uber/Lyft	0
<hr/>	
Total	0

Q15

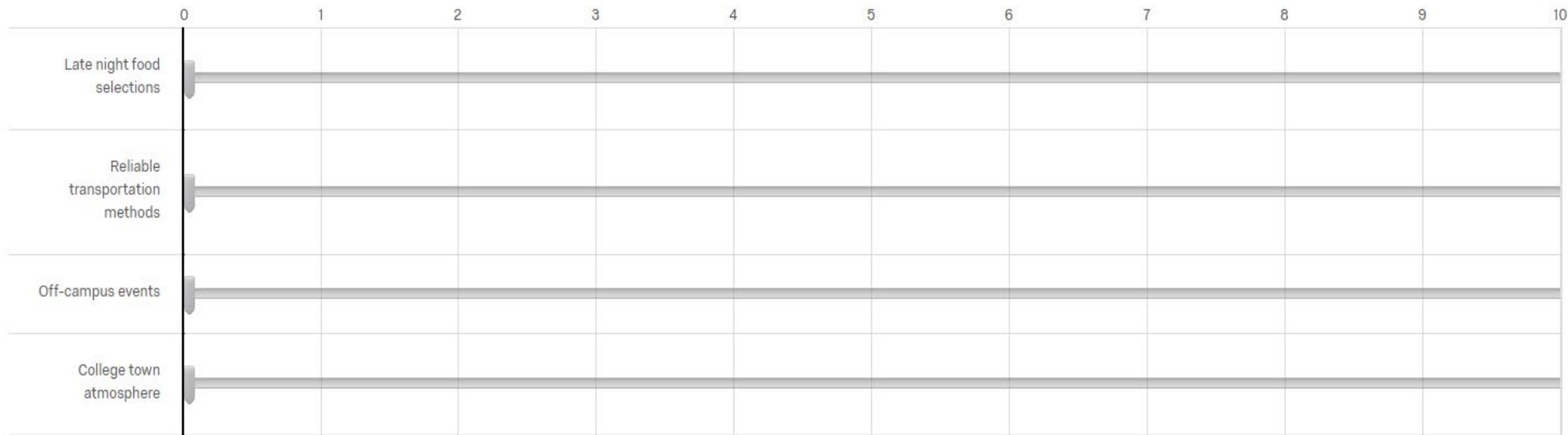
Drag to rank the following from most to least important when assessing if a town is for college-students friendly? (Scale: 1 = most important, 6 = least important)

Safety	1
Nightlife opportunities	2
Off-campus housing	3
Late night food options	4
Easily accessible transportation method	5
Off-campus student events	6



Q16

Drag to rate the quality of the following categories from 1 -10 based on your experience with them in South Orange. (Scale: 1 = lowest, 10 = highest).



Q17

What type of student discounts would be most useful? Select all that apply.



- Laundry discounts
- Entertainment discounts
- Happy hour discounts
- Restaurant discounts
- Shopping discounts
- Other (Please specify)

Q18

How many of these **South Orange** restaurants have you ordered from? Select all that apply.

- Village Trattoria
- Miti Miti
- The Fox & Falcon
- Jackie & Sons
- Elitist Coffee
- Boccone South
- Giorgio's
- Pandang
- BayLeaf Indian Cuisine
- Gaslight Brewery
- Pirates Pizza
- Chris' Family Restaurant
- Reservoir
- None

Q19

How many of these **South Orange** restaurants have you ordered from? Select all that apply.

- Village Pizzeria
- Village Diner
- Toro Loco
- BGR
- Bunnies
- J&J Caribbean
- Mozzarella Pizza
- Cluck-U
- Ariyoshi
- Harusame
- Dominos
- Papillion25
- None

Q20

Briefly explain why you enjoy visiting the places you do when you leave campus?

Q21

How many of the **Seton Village** restaurants have you ordered from? Select all that apply. (**Seton Village** is located off *Ward* and on *Irvington Avenue*)

- Lalibela Ethiopian
- Inkosi's Cafe
- Munchie's
- Tung Tin Chinese
- Guanaticos Restaurant
- Village Sub Shop
- El Greco Pizza
- Blue Ocean Chinese
- University Subs
- None
- » Village Pizzeria
- » Village Diner
- » Toro Loco
- » BGR
- » Bunnies
- » J&J Caribbean
- » Mozzarella Pizza
- » Cluck-U
- » Ariyoshi
- » Harusame
- » Dominos
- » Papillion25
- » None

Q22

What part of South Orange would you like to see improved? Select all that apply.

- Parks
- Train station
- Seton Village
- Downtown
- Other (Please specify)

Q23

What would you like to see added to the areas you selected in the previous question? Select all that apply.



Parks

Better lighting

Directional signage

Extended business hours

Enhanced safety

Reliable transportation to/from

Seton Hall University colors



Train Station



Seton Village

Downtown

Other

Q24

How many times do you frequent each activity per month?



Live events (music, farmer's market, etc)

Daily

Weekly

Once a month

Never



Eating downtown

Visiting Seton Village

Seeing a show at SOPAC

Taking the train into NYC

Watching sports downtown

Q25

What types of businesses do you think are missing in Seton Village? Please list a few in each category.



Restaurant



Shopping



Services

Q26

What is the overall level of satisfaction of *your experience* in South Orange?



Extremely satisfied



Satisfied

Neither satisfied nor unsatisfied

Unsatisfied

Extremely unsatisfied

Q27

Please enter your email to be included in the gift card raffle.



ANY
QUESTIONS?

