

# 2008 BID Community Survey

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## Summary Report

*Presented by the Flatiron/23rd Street Partnership  
For copies or questions please call 212-741-2323*

# 2008 BID Community Survey

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# Overview

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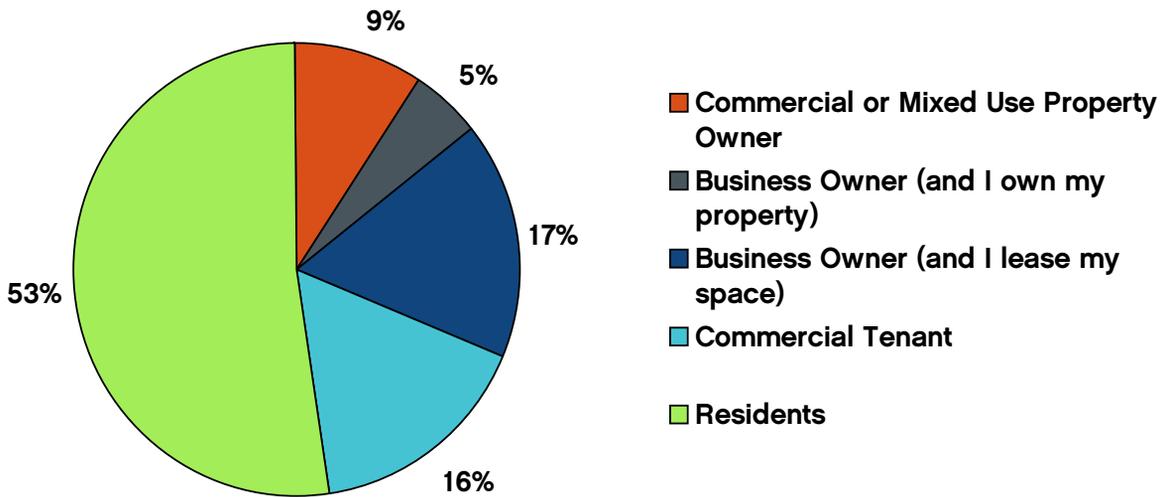
In November and December of 2008, the Flatiron 23rd Street Partnership (BID) disseminated a survey to the Flatiron community, visitors, partners and stakeholders via email, regular mail, street level distribution and a link on the BID's homepage.

This report presents the results of selected questions in three sections. The first section discusses the respondents to the survey. The second section presents information and an evaluation of the BID's programmatic areas, beginning with the performance of the BID overall. The final section presents responses to questions about the Flatiron district as a neighborhood.

# Respondents

At the close of the survey on December 31, 2008, 636 respondents answered the survey questions.

Respondents were asked about their affiliation with the BID - Of those respondents approximately 364 identified themselves as BID members (Commercial or Mixed-use Property Owners – 9%, Business owner & owns their property – 5%, Business owner and leases space – 17%, Commercial tenants – 16%, Residents of Co-ops, Condos & Rentals – 53%).

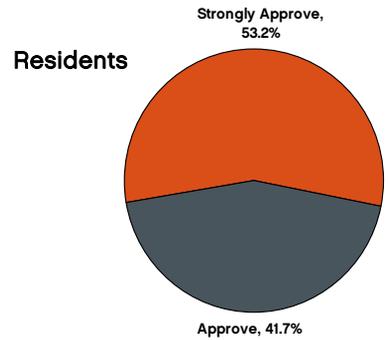
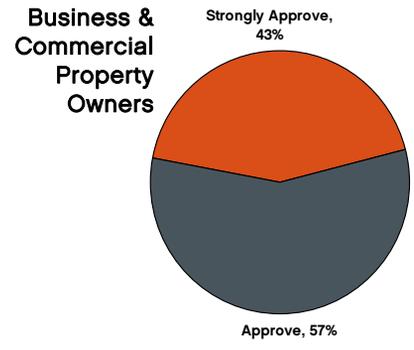
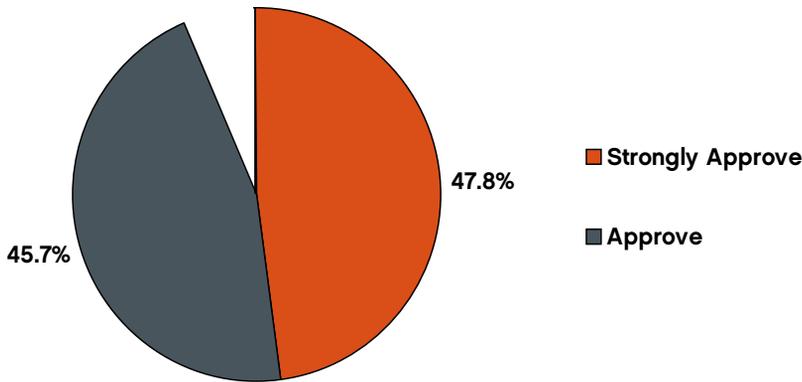


Approximately 43% of respondents work in the BID.

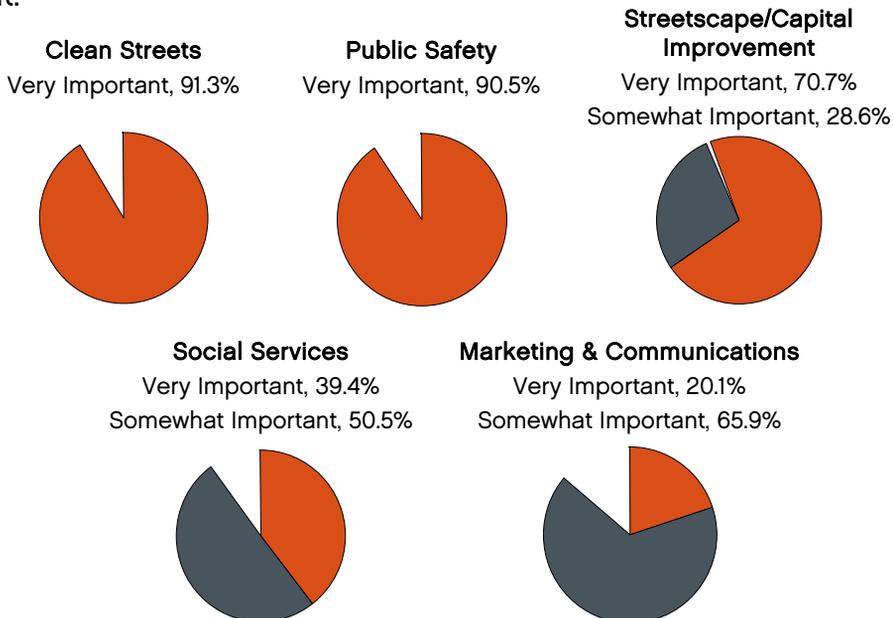
# BID Programs & Performance

## Overall BID Performance:

Respondents overwhelmingly **approve (45.7%)** or **strongly approve (47.8%)** of the job the Flatiron 23rd Street Partnership is doing with only 1 respondent (.2%) disapproving; of those who attempted to contact the BID 70% were satisfied with the response they received to their concern or request.



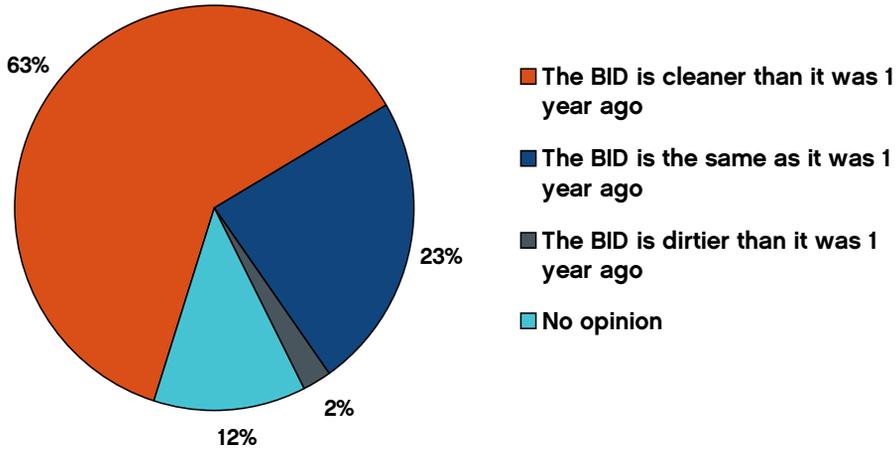
When asked to rank the importance of the BID's programmatic areas, Public Safety, Clean Streets and Streetscapes/Public Improvement received the highest ranking of "Very Important."



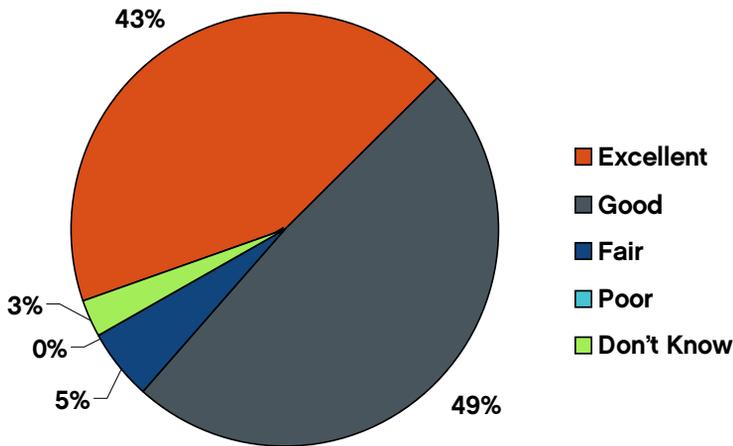
# BID Programs & Performance

## Clean Streets:

Overall, 63% of respondents perceive the district to be cleaner than it was 1 year ago.



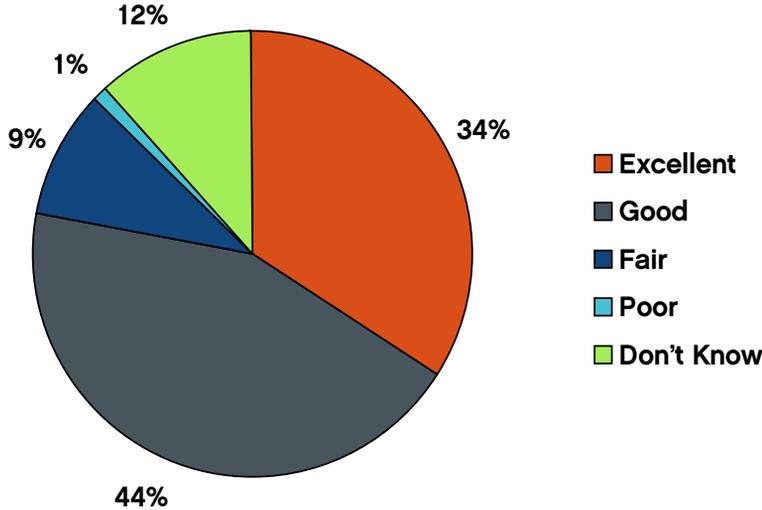
For those respondents aware of the BID's Clean Streets Program (71.3%), over 90% rate the impact on the district as good or excellent, with 0% ranking it as poor.



# BID Programs & Performance

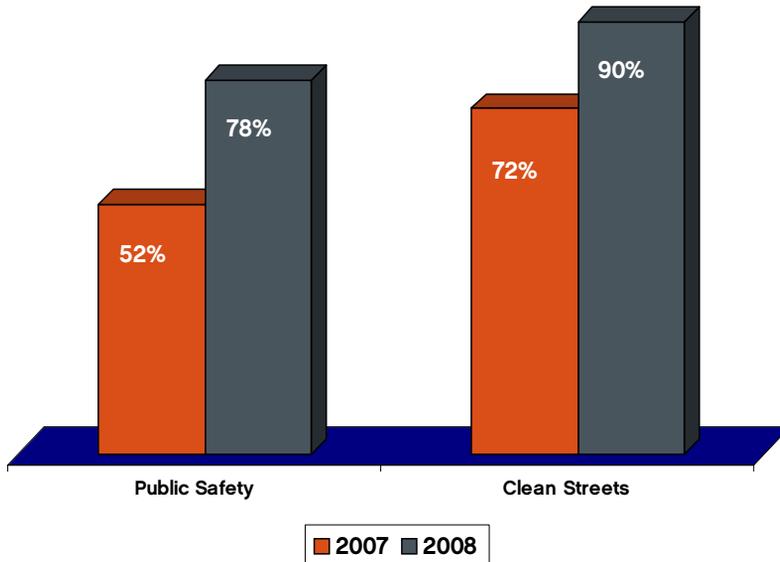
## Public Safety:

Approximately 78% of respondents rate the impact of the Public Safety program on the district as good or excellent.



## Comments:

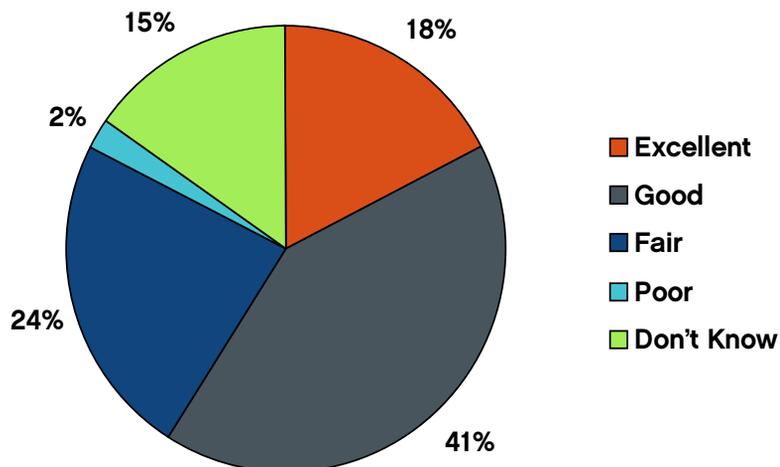
*In the 2007 BID Community Survey 52% of respondents rated the Public Safety Program as good or excellent and 72% rated the Clean Streets program as good or excellent. In 2008, those numbers increased to 78% and 90%, respectively.*



# BID Programs & Performance

## Social Services:

According to the survey, 58.8% of respondents rate the impact of the BID's Homeless Outreach Program on the district as good or excellent.



# BID Programs & Performance

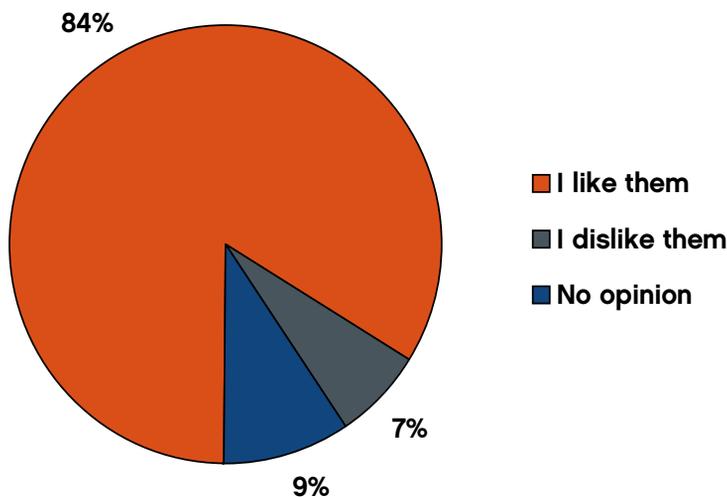
## Streetscape & Capital Improvements:

When asked to rate potential district improvement projects, respondents chose street lights and trees, tree pit plantings, guards and flower baskets as their top choices.

Rank	District Improvement Project
1	Street lights
2	Trees, tree pit planting & guards, flower baskets
3	Historic signage, wayfinding and street signs
4	Bike racks
5	Awning & canopy enhancement
6	Park Avenue South mall landscaping & maintenance
7	Custom paving
8	Overall district façade design guidelines
9	News boxes

## Public Plazas

The new public plazas at the intersection of 23rd Street, Broadway and Fifth Avenue, a new addition to the district by the NYC Department of Transportation, have been a major success. Asked whether they like or dislike them, respondents gave the plazas an 84% approval rating.

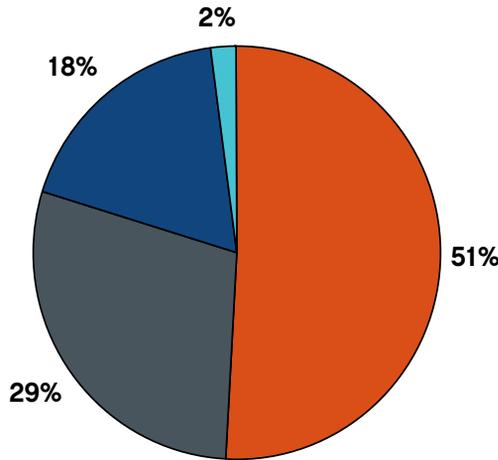


Some form of art, culture or entertainment ranked first (50) among amenities, events or services respondents would like to see in the plazas. Food-related services followed (38). Shopping or other retail opportunities were also mentioned (14).

# BID Programs & Performance

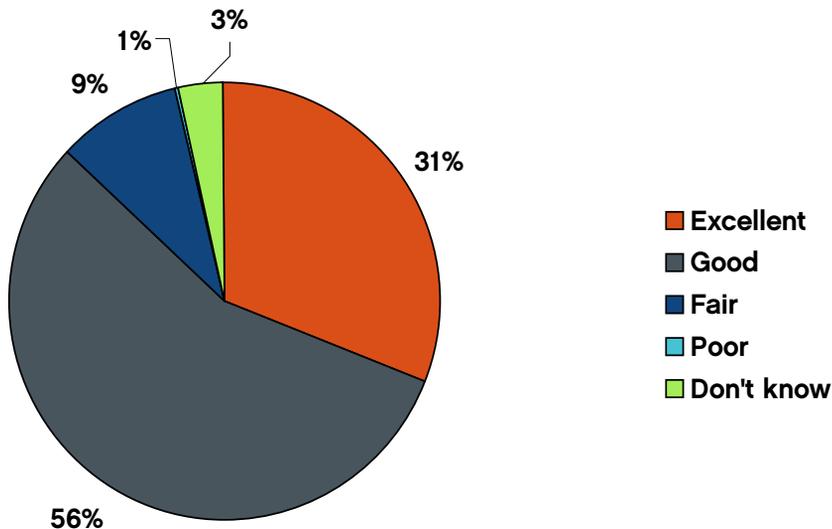
## Marketing and Communications:

Covering a wide range of items, programs and projects, respondents were asked which marketing and communication tools they were most familiar with. The BID newsletter and map are the most well known and popular.



- eNewsletter, Discover Flatiron Map, Holiday Shopping Guide, BID Website
- Banners, Trash Receptacles
- Walking Tour, Speaker Series
- I am not familiar with the BID's marketing & communications efforts

When asked how respondents would rate the BID's Marketing & Communication efforts, over 85% rated it good or excellent.



- Excellent
- Good
- Fair
- Poor
- Don't know

# BID Programs & Performance

## Marketing and Communications:

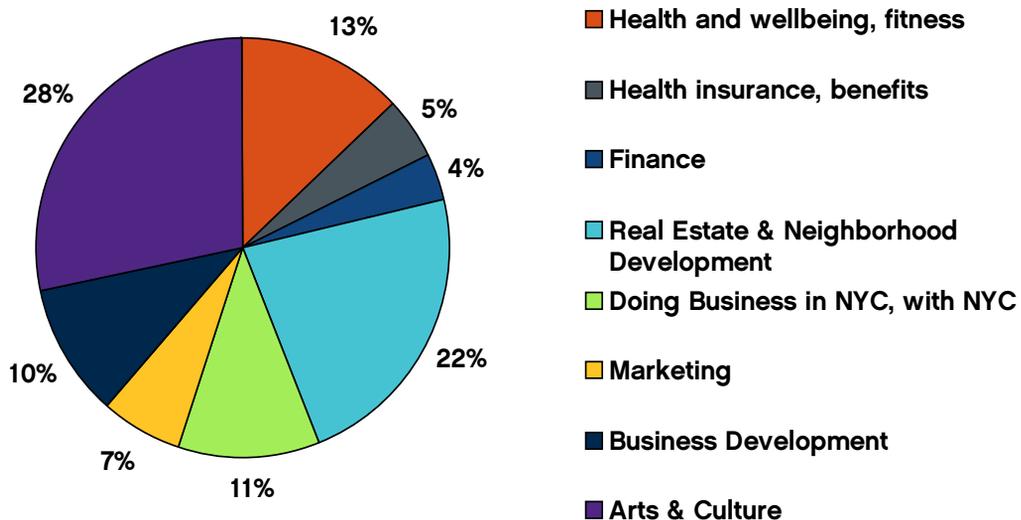
To promote the work of the BID and communicate the many positive aspects of the Flatiron district, the Marketing and Communications program utilizes several tools as previously referenced.

*Weekly Walking Tour:* The BID's free weekly walking tour is described as a positive experience (97.3%) by those who have taken it. The BID asked respondents why they may not have taken the tour; the most common reason given was "no time" (43.2%). The second most common reason was that respondents were "not aware of the tour" (33.4%). Of those that were aware of the tour, 56.7% found out about it through the BID's monthly electronic newsletter.

*Newsletter:* Over 80% of respondents receive the BID's monthly electronic newsletter. The most useful and/or interesting sections of the newsletter according to respondents are the events listings, the district history (Flatiron Flashbacks, Discover Flatiron), BID news, and new business announcements.

*Website:* The BID's other main communication tool is the website, [www.discoverflatiron.org](http://www.discoverflatiron.org). Over 45% of respondents visit the BID website on a monthly or weekly basis to gain valuable information about news and events in the district and about the BID itself. Roughly one third of respondents use the website to find out information about local businesses and services.

*Events & Programming:* Since the BID's inception in 2006 there have been numerous events aimed at educating the district about local issues, facilitating networking opportunities and informing the public about the BID itself. In order to plan for future events, respondents were asked what subjects they would most like to know about. Arts & Culture and Real Estate & Neighborhood Development were the two most popular choices. Additionally, 63.7% of respondents were interested in attending a BID sponsored or organized networking event.



# Flatiron Neighborhood

## Overall Impression:

Respondents were asked to describe their most recent visit to the Flatiron district as positive, negative or neither - 87.7% would describe their most recent visit as a positive one.

Here are some selected comments:

*"Always very clean"*

*"I worked in the area for 20 years and miss the location. Not as crowded as Garment District where I now work"*

*"Love the plazas and traffic pattern shift on the west side of Mad Sq Park. . . I especially love the many more trash cans."*

*"Makes me smile"*

*"I think it's a beautiful neighborhood"*

*"I was just there in August and really noticed a change in the cleanliness and look of the area"*

*"Nighttime experience, felt very safe to stroll around, very active, lots of people around"*

*"The area is well maintained and I feel safe here"*

*"I've been a resident since 1984 and I'm thrilled by the evolution of the neighborhood"*

*"I feel very much at home here"*

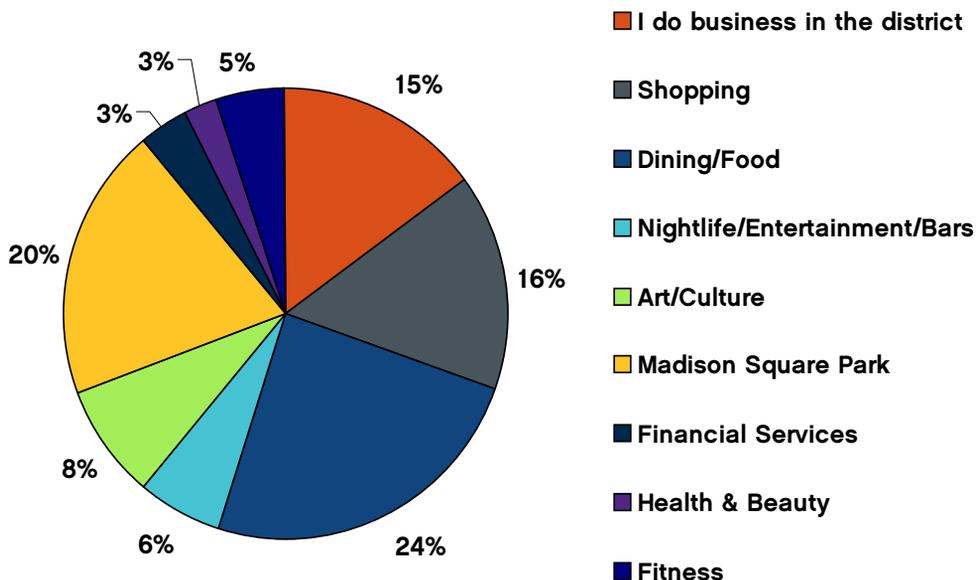
*"Always a pleasure to walk and feel the vibe of the flatiron!"*

*"I am happy to be in this area as soon as I get off the subway"*

*"We just enjoy being there. It feels safe and comfortable. Even though it's part of the City, it has a 'neighborhood' feel."*

*"My company is in the area and the building we manage is in the area and the new traffic routes are great with the tables"*

When asked what are the reasons that respondents frequent the Flatiron district; "Dining/Food," "Madison Square Park," and "Shopping" were the most popular answers.



# Flatiron Neighborhood

## Overall Impression:

Respondents were also asked what they liked most and what they liked least about the Flatiron District. We received 434 responses to what people liked about the district and 393 responses to what people did not like about the district.

## **Selected things people like most about the district:**

*"I love seeing the BID staff on the street. They are friendly and helpful"*

*"What's not to love?"*

*"Interesting and varied architecture; proximity to Madison Square Park and Union Square; convenient subway access; good restaurants and shopping"*

*"It has all the conveniences of the larger areas in the city and still has a neighborhood feel."*

*"Central location, easy access via subway to anywhere in the city; great restaurants, shopping and services within a short walk."*

*"The clean, neat streets, and variety of shops and residences (especially 20<sup>th</sup>-22<sup>nd</sup> streets). Oh, and I love the pedestrian improvements at the Broadway/5<sup>th</sup> Avenue /23<sup>d</sup> Street intersection."*

*"Its central location to public transportation and other neighborhoods in the City I frequent, close to work, interesting restaurants, architecture, convenient shopping..."*

*"I love its convenience, its scale, the restaurants, the park, the Flatiron Building itself, Home Depot. . . "*

*"Variety of business. Madison Square Park. Proximity to flower district."*

## **Selected things people do not like about the district:**

*"Not much foot traffic after 6pm"*

*"Northwest corner of the Flatiron district feels dangerous, especially the night club on 24<sup>th</sup> . . ."*

*"I'm not happy about the new building on 23/Madison which cast a long shadow over the park. 23<sup>d</sup> Street is still a bit too dirty but improving."*

*"Construction and scaffolding around the Toy Building"*

*"Broadway, where there are wholesale grungy stores"*

*"NW area is not very welcoming as a non-resident"*

*"Noisy clubs on 24<sup>th</sup> Street. Crowded sidewalks these days. Too many high rise rentals along 6<sup>th</sup> Avenue"*

*"23<sup>d</sup> Street is kind of dismal. Traffic along Park can be bothersome. Needs better businesses (cafes, grocery stores) above 24<sup>th</sup> street."*

*"Not enough biking infrastructure – Bike paths & protect bike parking lost in particular..."*

*"Need a Whole Foods on the East Side in the 20's otherwise I love everything. . . "*

*"Crowded sidewalks at peak times, noise from construction, scaffolding remaining in place for years for no apparent reasons"*

*". . .lack of trees on streets! Lots of empty storefronts on 5<sup>th</sup> Ave. btw 25<sup>th</sup>-28<sup>th</sup>"*

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