

2013 BID Community Survey

Summary Report

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

Overview

Between September 20, 2013 and November 15, 2013, the Flatiron/23rd Street Partnership (BID) conducted a survey of the Flatiron community. The survey was made available electronically through the BID's website, and responses were solicited through e-mails, postcards, and links posted on Twitter and Facebook.

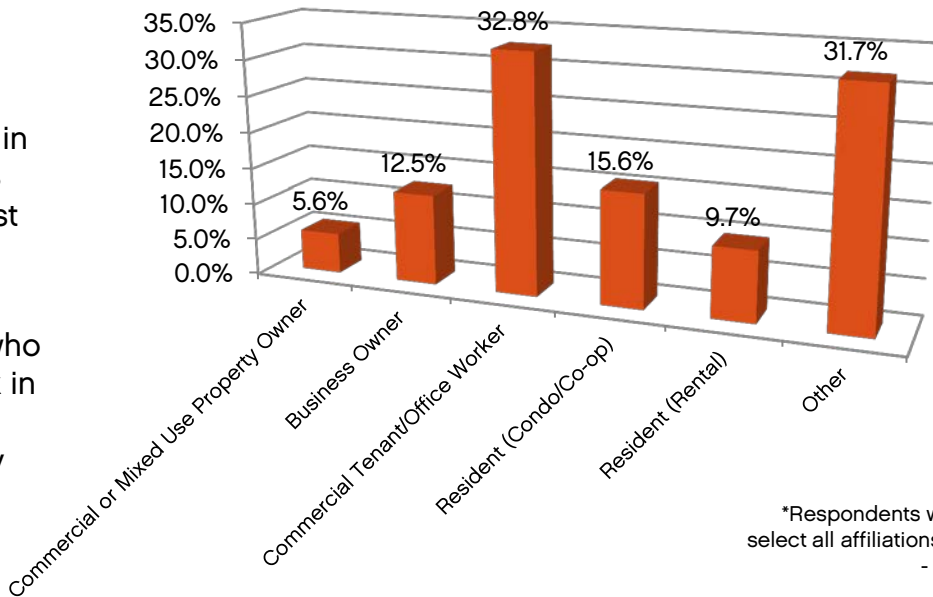
At the close of the survey on November 15, 2013, 462 respondents had answered the survey questions.

Respondents

Respondents were asked about their affiliation with the BID. Of those respondents, approximately 316 identified themselves as BID members (commercial or mixed-use property owners – 5.6%, business owners – 12.5%, commercial tenants and office workers – 32.8%, residents of condos and co-ops – 15.6%, and rental residents – 9.7%).

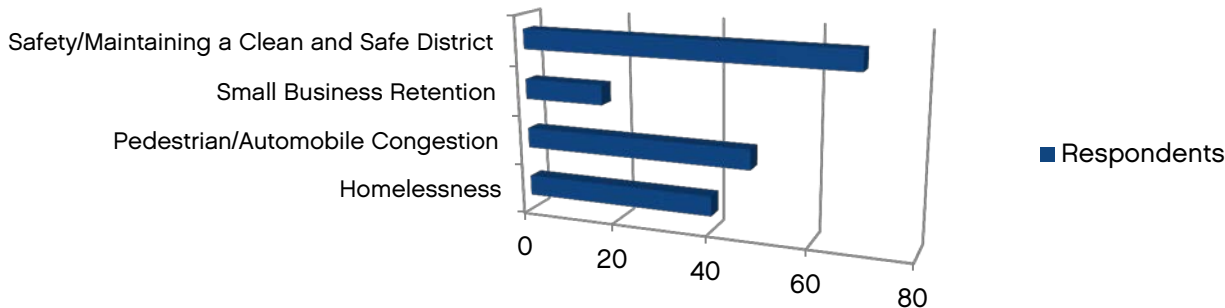
45.5% of survey respondents work in the BID, and 35.8% visit the BID at least once a month.

For respondents who do not live or work in the BID, 77.8% indicated that they visit the Flatiron District for dining.



*Respondents were asked to select all affiliations that applied - graph > 100%

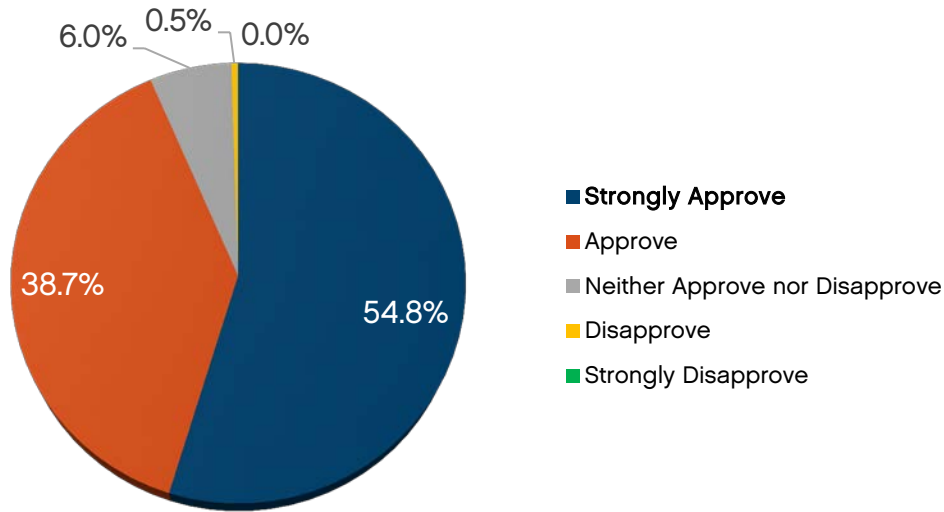
The most important issue facing the Flatiron District:



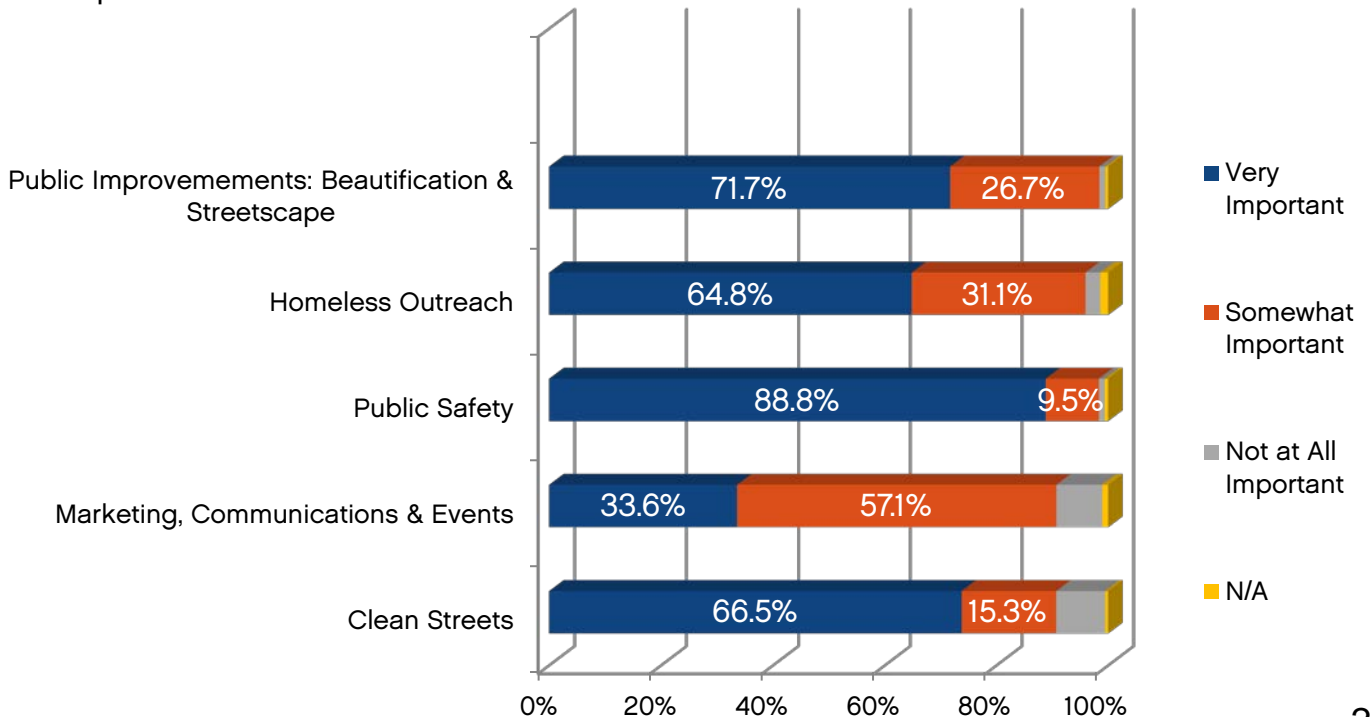
BID Programs & Performance

Overall BID Performance

The Flatiron/23rd Street Partnership received an overwhelming response of approval with 93.5% of respondents answering that they “approve” or “strongly approve” of the job that the BID does. The BID’s approval rating for 2013 was slightly higher than the 2012 rating of 92.9%.



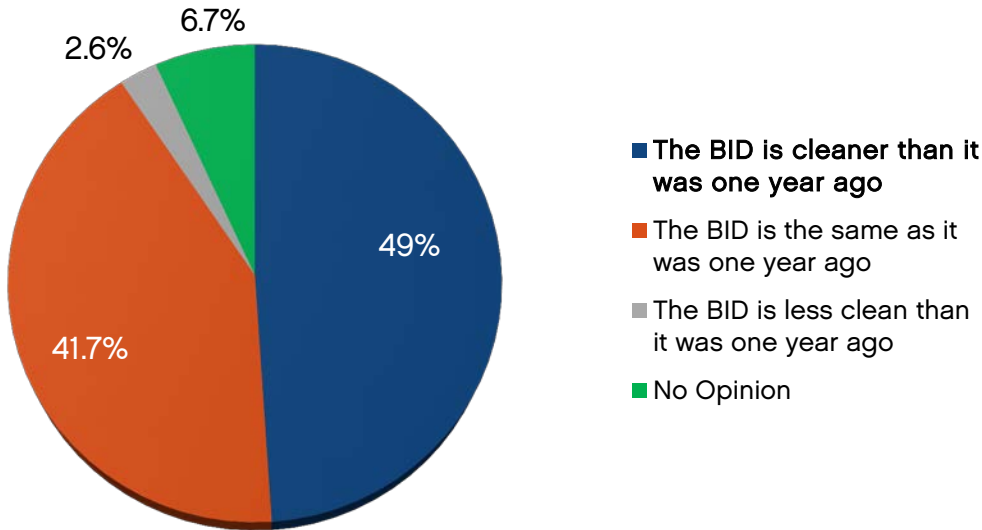
When asked to rank the importance of the BID’s programmatic areas, Public Safety, Clean Streets and Public Improvements received the highest ratings of “Very Important.”



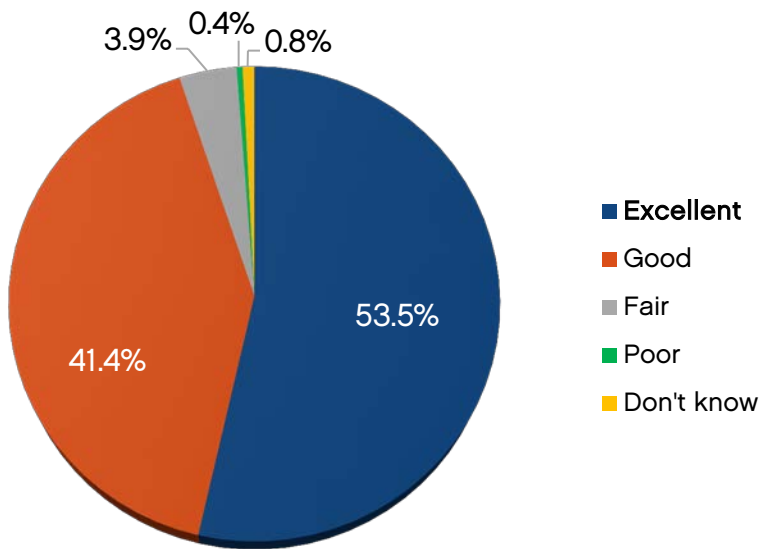
BID Programs & Performance

Clean Streets

Overall, 90.7% of respondents perceive the district to be cleaner, or as clean, as it was one year ago.



Of those respondents who are aware of the BID's Clean Streets Program (68.6%), 94.9% rate the impact on the district as "good" or "excellent."

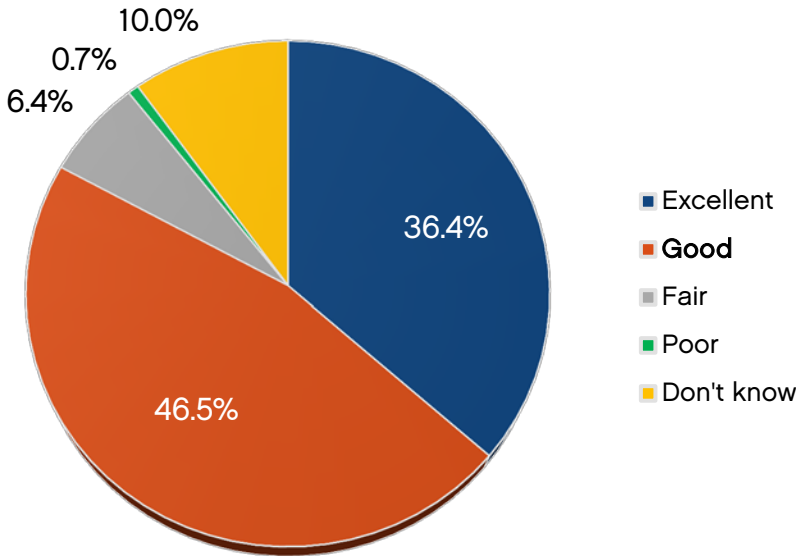


58.1% of respondents said that the BID is cleaner than most neighborhoods in Manhattan, while 37% believe it is as clean as other areas.

BID Programs & Performance

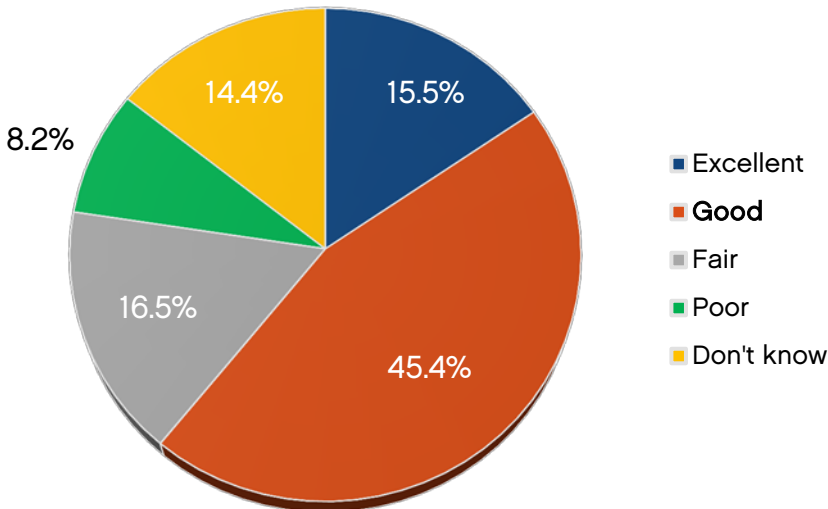
Public Safety

Of those respondents who are aware of the BID's Public Safety Program (37.8%), 82.9% rate the impact of the Public Safety program on the district as "good" or "excellent."



Social Services

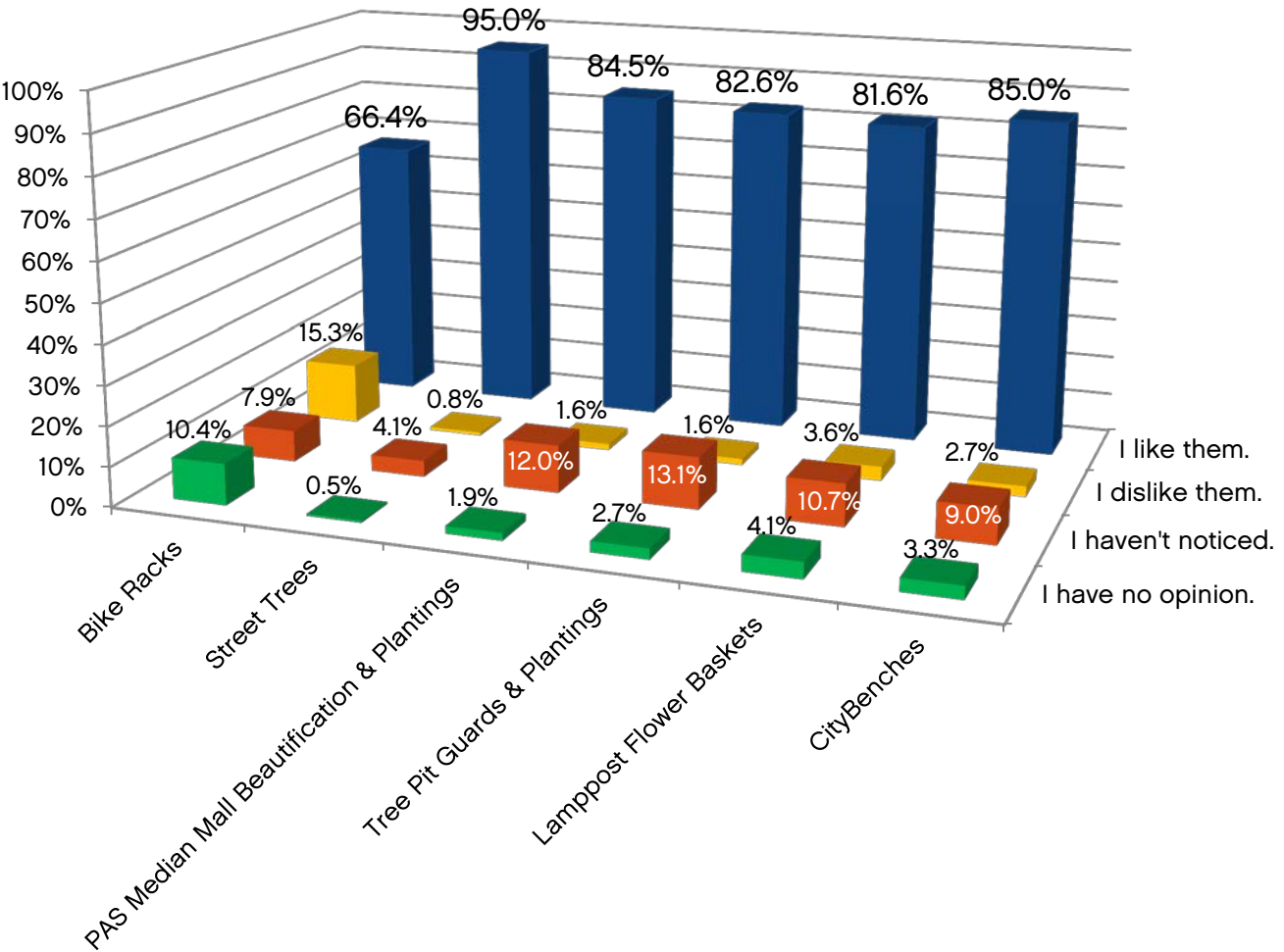
Of the respondents who were aware of the BID's Homeless Outreach Program (26.4%), more than half (60.9%) rate the impact on the district as "good" or "excellent."



BID Programs & Performance

Streetscape Beautification and Enhancements

The Flatiron/23rd Street Partnership has implemented several projects as part of the BID's Master Plan for Streetscape and Beautification, released in 2008. Respondents overwhelmingly like the enhancements and over 91.7% would like to see the program expanded into other parts of the district.

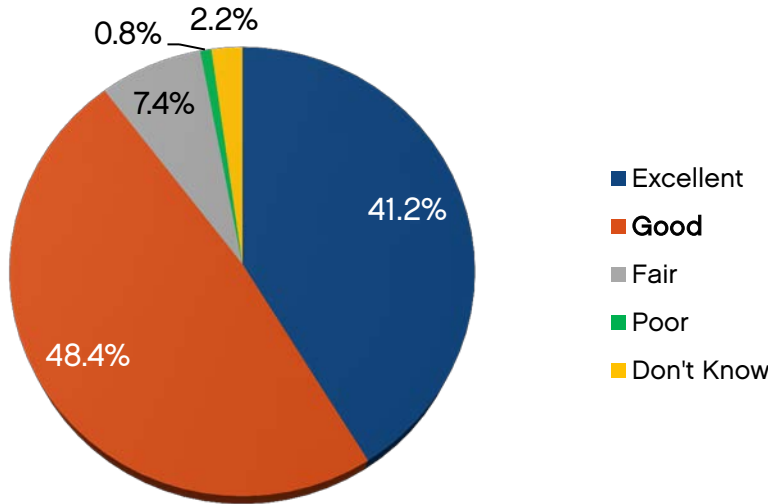


For the 2013 survey, the BID added CityBenches to this question about streetscape beautification and enhancements. CityBenches were first announced by the NYC Department of Transportation in late 2011. Currently, 7 CityBenches have been installed in the Flatiron District at the request of the BID. To request a CityBench, call or e-mail the BID office, at (212) 741 -2323 or info@flatironbid.org. Similarly, street trees and bike racks can also be requested via the BID.

BID Programs & Performance

Marketing and Communications

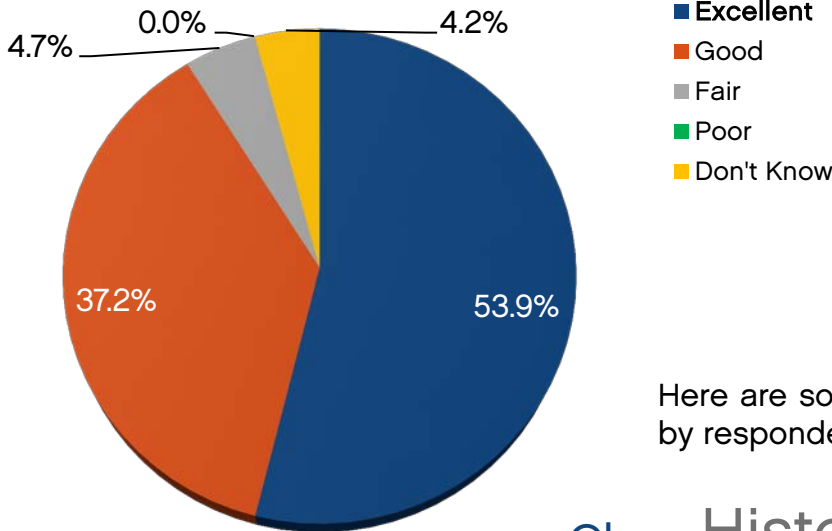
Overall, 89.6% of respondents rate the marketing and communications efforts of the Flatiron/23rd St. Partnership as “good” or “excellent.”



54% of respondents stay informed about the Flatiron/23rd St. Partnership via our electronic newsletter, while 42.7% do so through email blasts and 27.7% through our webpage.

District Identity

For the second year in a row, we asked how the Flatiron/23rd Street Partnership contributed to strengthening district identity. 91.1% rated the impact on the district as “good” or “excellent.”



81% of respondents were familiar with one or more types of BID-branded streetscape item or sponsorship. The most recognized were the District Flatiron Map and Shopping Guide Ads (56%) and the Streetlamp Banners (53.8%).

Flatiron in Three Words

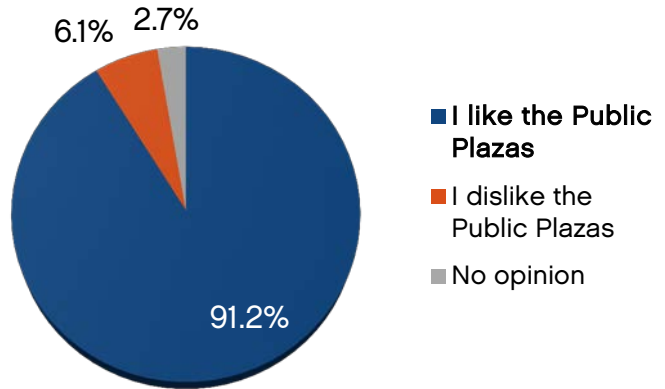
Here are some of the most common words used by respondents to describe the Flatiron District:

Clean Historic Upscale **Diverse**
 Vibrant Accessible Iconic Thriving
 Dynamic **Growing** Eclectic
 Creative Energetic

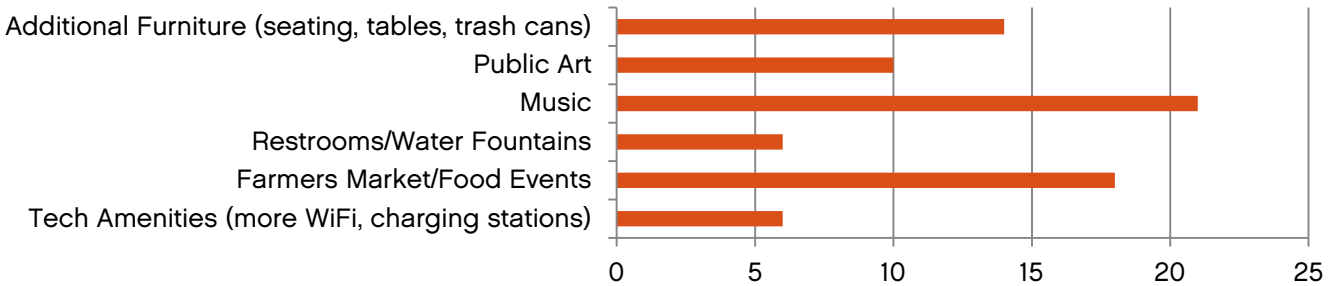
Flatiron Neighborhood

Public Plazas

The Public Plazas at the intersection of 23rd Street, Broadway, and Fifth Avenue were created in 2008, courtesy of the NYC Department of Transportation and the Flatiron Partnership, and continue to be a major success. When asked whether they like or dislike them, respondents gave the plazas a 91.2% approval rating, a slight increase from 90.4 % in 2012.



Of the 195 people who responded when asked what, if any, amenities, activities, events or services they wanted to see in the Public Plazas, the most popular responses were:



Citi Bike

A new question for the Flatiron BID Community Survey in 2013, the NYC Bike Share Program launched in May 2013, and there are over 335 Citi Bike docking stations in and around the Flatiron BID boundaries. Respondents were asked about their usage and/or opinions about the addition to the neighborhood.

