2016 BID Community Survey
Summary Report

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

Between September 14, 2016 and November 7, 2016, 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 door-to-door outreach, e-mails, postcards, and links posted on Twitter, Instagram, and Facebook.

At the close of the survey on November 7, 2016, 450 respondents had answered the survey questions.

Respondents

Asked about their affiliation with the BID, approximately 358 respondents identified themselves as BID members.

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

74.8% of survey respondents live or work in the BID, and 30.9% visit the BID at least once a month. For respondents who do not live or work in the BID, 66.3% indicated that they visit the Flatiron District for dining.

Top 5 Favorite Things About the Flatiron District

1. Restaurants and Dining
2. Madison Square Park
3. Shopping
4. Central Location
5. Buildings and Architecture

3 Most Important Issues Facing the Flatiron District

1. Homelessness
2. Overcrowding and Noise
3. Traffic
Overall BID Performance
The Flatiron/23rd Street Partnership received an overwhelming response of approval with 88.3% of respondents answering that they “approve” or “strongly approve” of the job that the BID does. Zero respondents answered that they “strongly disapprove” of the job that the BID does.

When asked to rank the importance of the BID’s programmatic areas, Clean Streets, Public Safety, and Social Services received the highest ratings of “Very Important.”
Clean Streets
Of those respondents who are aware of the BID's Clean Streets Program, 87.9% of respondents rate the impact on the district as “good” or “excellent.”

Public Safety
Of those respondents who are aware of the BID's Public Safety Program, 74.1% of respondents rate the impact of the Public Safety program on the district as “good” or “excellent.”

64.2% of respondents said that the BID is cleaner than most neighborhoods in Manhattan, while 28.1% believe it is as clean as other areas.

89.2% of respondents said that the BID is safer or as safe as most neighborhoods in Manhattan.
**Social Services**

Homelessness is the most important issue facing the district according to respondents. 76.1% of respondents believe there are as many or more homeless individuals in the district than last year.

- 37.7%认为没有更多的无家可归者
- 38.4%认为有更多无家可归者
- 10.1%认为没有改变
- 13.8%认为无家可归者更少了
- 7.6%表示无意见

Of the respondents who were aware of the BID's Homeless Outreach Program, 42.2% of respondents rate the impact on the district as “good” or “excellent.”

- 34.6%认为非常好
- 27.0%认为好
- 17.3%认为一般
- 13.5%认为差
- 7.6%表示无意见
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. Every project except for bike racks received an approval rating of 80% or more.

![Bar chart showing beautification approval ratings](chart.png)

** Beautification Approval Ratings **

- Bike Racks: 57.5%
- Street Trees: 97.9%
- PAS Median Mall Beautification: 94.7%
- Tree Pit Guards & Plantings: 92.4%
- Lamppost Flower Baskets: 92.0%
- CityBench: 92.7%
- BigBelly Trash & Compacting: 83.8%

As asked which streetscape and beautification projects respondents would like to see the BID expand in the future, the overwhelming favorite was Street Trees, while CityBench and Lamppost Flower Baskets also received strong positive feedback from survey respondents.

![Bar chart showing project expansion preferences](chart2.png)

- None: 9.8%
- BigBelly: 26.6%
- CityBench: 40.7%
- Lamppost Baskets: 39.7%
- Tree Pits: 33.8%
- PAS Malls: 34.8%
- Street Trees: 61.0%
- Bike Racks: 11.5%

*Respondents were asked to select all choices that applied - graph > 100%*
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 (DOT) and the Flatiron Partnership, and continue to be a major success. Beginning with a public workshop on November 10, 2015, the BID has been working with DOT, the NYC Department of Parks and Recreation (DPR), and the Madison Square Park Conservancy (MSPC) to solicit input from neighborhood stakeholders and members of the public about the permanent design for the Flatiron Public Plazas and Worth Square.

When asked how the permanent design can improve the Public Plazas, survey respondents indicated that enhancing pedestrian safety and adding more seating options were their top two priorities.

Marketing and Communications
Overall, 65.6% of respondents rate the marketing and communications efforts of the Flatiron/23rd Street Partnership as “good” or “excellent.”

45.3% of respondents stay informed about the Flatiron/23rd Street Partnership via our electronic newsletter, and email blasts, while 18.8% do so through our website.
What Flatiron/23rd Street Partnership events have you attended?

- Annual Meeting: 15.2%
- Business Assistance Forum: 6.2%
- Celebrate Flatiron Partnerships: 17.5%
- Speaker Series: 14.6%
- Real Estate Forum: 4.9%
- None of the above: 66.3%

51.9% of respondents were familiar with or participated in the 2016 Flatiron Summer Series, and 34.1% of respondents were familiar with or participated in 23 Days of Flatiron Cheer.

Asked what type of events respondents would like to see the BID produce in the future, the overwhelming favorite was Arts & Culture related programming, while Health & Wellness related programming and Networking & Community Reception events also received strong positive feedback from survey respondents.

*Respondents were asked to select all choices that applied - graphs > 100%
**Biking**
The Flatiron community continues to take advantage of multimodal transportation options available in the district. 23.2% of respondents indicated that they have used a bicycle within the Flatiron District.

- 3.8% I ride a bicycle daily; biking is my primary commuting mode
- 10.3% I ride a bicycle multiple times per week
- 5.3% I ride a bicycle multiple times per month
- 3.8% I ride a bicycle once a month or less
- 76.8% I don't ride a bicycle

Of the respondents who were aware of the number of bike lanes and bike racks within the BID, 68.9% rated their availability as “good” or “excellent.”

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**District Identity**
Asked how the Flatiron/23rd Street Partnership contributed to strengthening district identity, 81.0% of respondents rated the impact on the district as “good” or “excellent”, and zero respondents rated the impact as “poor.”

- Excellent: 42.3%
- Good: 38.7%
- Fair: 6.5%
- Poor: 12.5%
- Don't Know: 0%

75.7% of respondents were familiar with one or more types of BID-branded streetscape item or sponsorship. The most recognized were Flatiron Free WiFi (50.5%) and Streetlamp Banners (40.8%).
Flatiron Neighborhood

What People Are Saying About the Neighborhood
A word cloud of the most common descriptions of the Flatiron District.