

Overview

In October and November of 2007, the BID disseminated a community survey via email, regular mail and a website link. The results that we have received thus far have been both useful and encouraging.

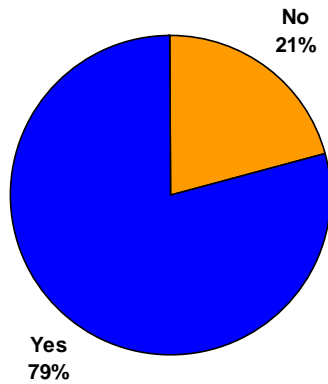
The Respondents

As of January 5, 2008, 495 people have taken the BID survey. Approximately 469 of the respondents took the survey online, with the rest replying via hard copy mailing or fax. Of the respondents, 292 were BID members. Of the BID members, 23% were commercial property owners, 16% of were business owners, 17% were residential co-op owners, 14% were residential condominium owners, 7% were residential renters and 23% listed themselves as “other” (based on written comments, most in the “other” category were employees of area businesses).

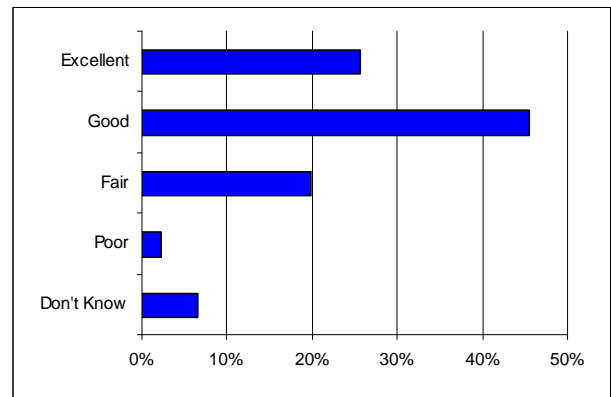
Results

Sanitation

Are you familiar with the Flatiron Partnership's Clean Streets Program?



How would you rate the impact of the Clean Streets Program on the neighborhood?

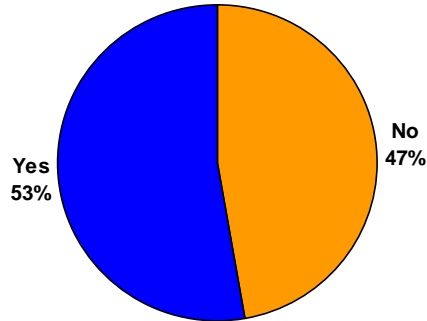


Comments:

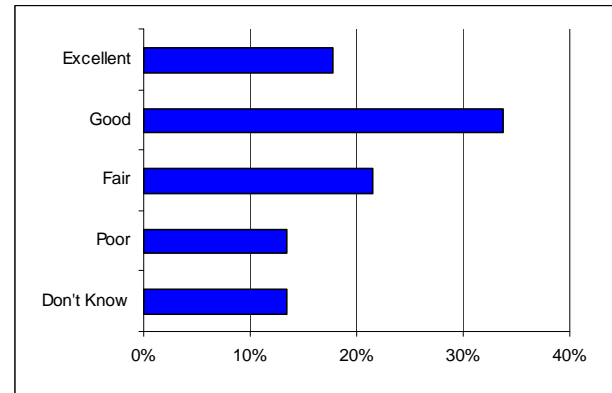
The results of the sanitation section of the survey are encouraging, with nearly 80% of respondents familiar with the BID's Clean Streets program and 72% of respondents rating the program either Good or Excellent.

Public Safety

Are you familiar with the Flatiron Partnership's Public Safety Program?



How would you rate the impact of the Public Safety Program on the neighborhood?

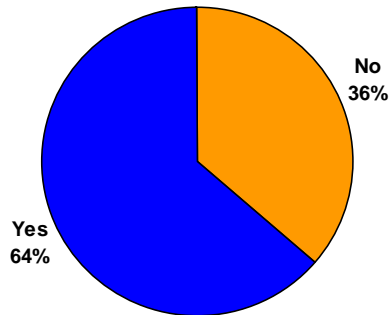


Comments

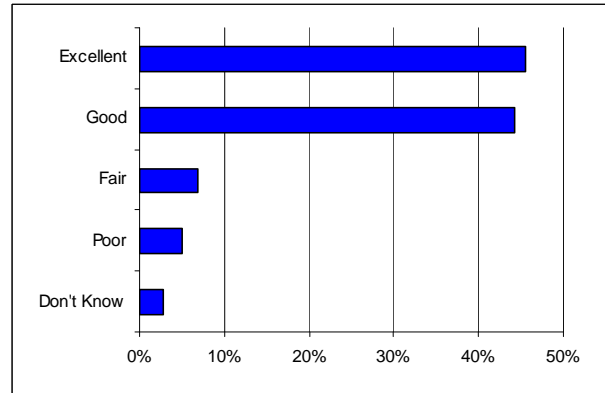
Fewer than half of respondents were familiar with the Public Safety program, which is not entirely surprising as the program is relatively new. Of those respondents familiar with the program, 52% rated the program Good or Excellent.

Marketing

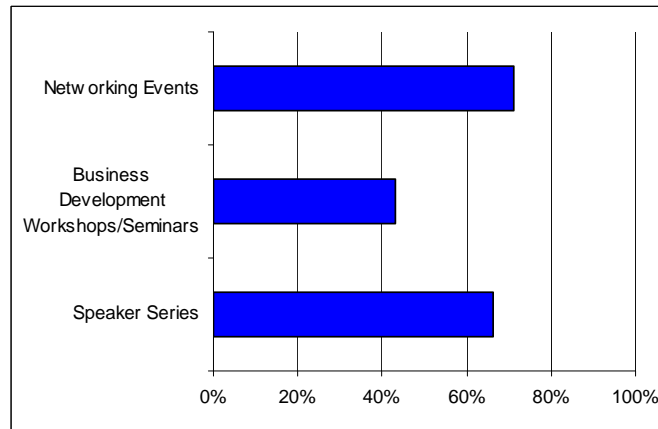
Are you familiar with the Flatiron Partnership's Marketing Program?



How would you rate the BID's current Marketing efforts?



Would you be interested in attending any of the following BID-sponsored events?



Comments

The results of the Marketing section of the survey were quite encouraging. Nearly 65% of respondents were familiar with the BID's Marketing Program (which includes the eNewsletter, website and walking tour program). We would expect this number to improve with the distribution of the BID's neighborhood map/guide and annual report. Of those respondents familiar with the BID's marketing efforts, nearly 90% rated the program as Good or Excellent. Respondents indicated a strong interest in additional BID-sponsored events, particularly networking events and speaker series.

Neighborhood Improvement Projects & Services

Please rate the importance of the following potential neighborhood improvement projects:

Projects	Very Important	Somewhat Important	Not at all Important	Rating Average
Hanging planters, landscaping, beautification projects	70.8%	26.2%	3.1%	1.32
Lighting improvements / custom lighting	61.0%	30.7%	8.4%	1.47
Custom street fixtures (benches, newsboxes, etc.)	55.7%	33.2%	11.1%	1.55
Way finding and directional systems	31.1%	46.6%	22.3%	1.91
Visitor kiosk / visitor booth	17.5%	38.5%	44.0%	2.27

Please rate the importance of the following current and potential BID services:

Projects	Very Important	Somewhat Important	Not at all Important	Rating Average
Street/Sidewalk Sweeping	84.7%	14.9%	0.4%	1.16
Graffiti Removal	76.8%	20.7%	2.0%	1.25
Street Lighting	72.0%	25.6%	2.0%	1.30
Nighttime Security	73.8%	17.5%	6.7%	1.32
Homeless Outreach	55.5%	22.3%	18.5%	1.62
Business Marketing & Promotion	37.0%	43.1%	16.3%	1.78
Daytime Security	36.0%	39.7%	22.1%	1.86

Comments

The results of the Neighborhood Improvement Projects & Services in which respondents were asked to prioritize the importance of a range of current and potential BID projects and services is particularly helpful in determining which projects/services for the BID to pursue.