

2010 BID Community Survey

Summary Report

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

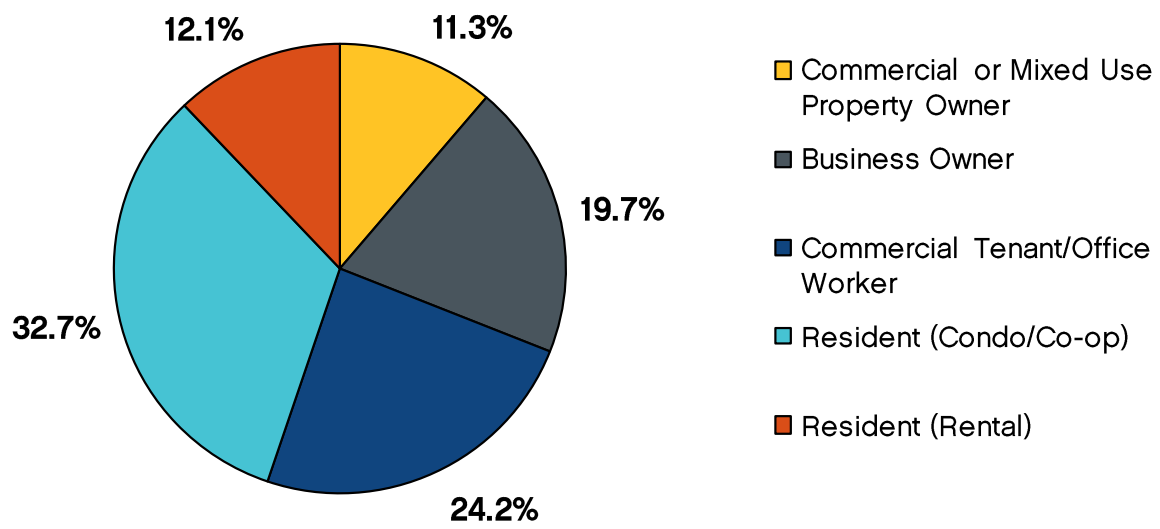
Overview

Between November 10, 2010 and January 18, 2011, the Flatiron 23rd Street Partnership (BID) conducted a survey of the Flatiron community. The survey was made available electronically through the BID's website. Invitations to complete the survey were distributed via email, the BID website, Twitter, Facebook as well as a distribution of postcard invitations to all street level businesses within the BID.

Respondents

At the close of the survey on January 18, 2011; 453 respondents answered the survey questions.

Respondents were asked about their affiliation with the BID. Of those respondents approximately 355 identified themselves as BID members (commercial or mixed-use property owners – 11.3%; business owners – 19.7%, commercial tenants and office workers – 24.2%, residents of condos and co-ops – 32.7%, and rental residents – 12.1%).

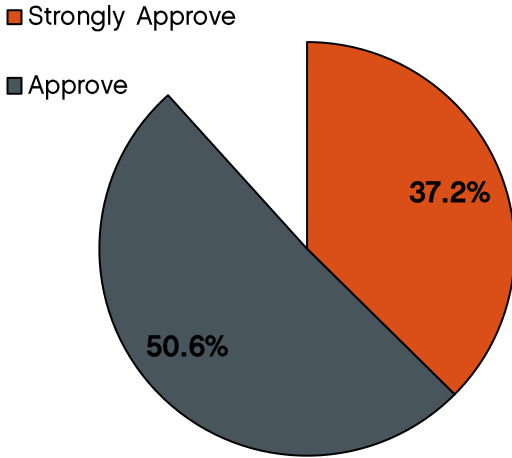


44% of survey respondents work in the BID, and 29% visit the BID at least once a month.

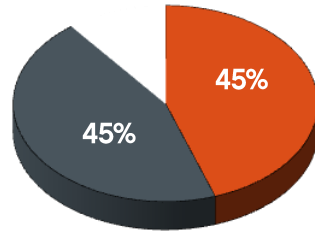
BID Programs & Performance

Overall BID Performance:

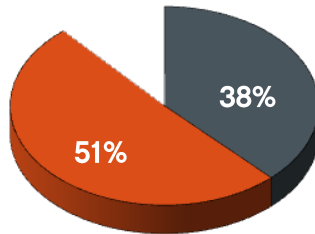
Respondents overwhelmingly “approve” (50.6%) or “strongly approve” (37.2%) of the job the Flatiron/23rd Street Partnership is doing, with only 2 respondents (.6%) “disapproving” or “strongly disapproving.”



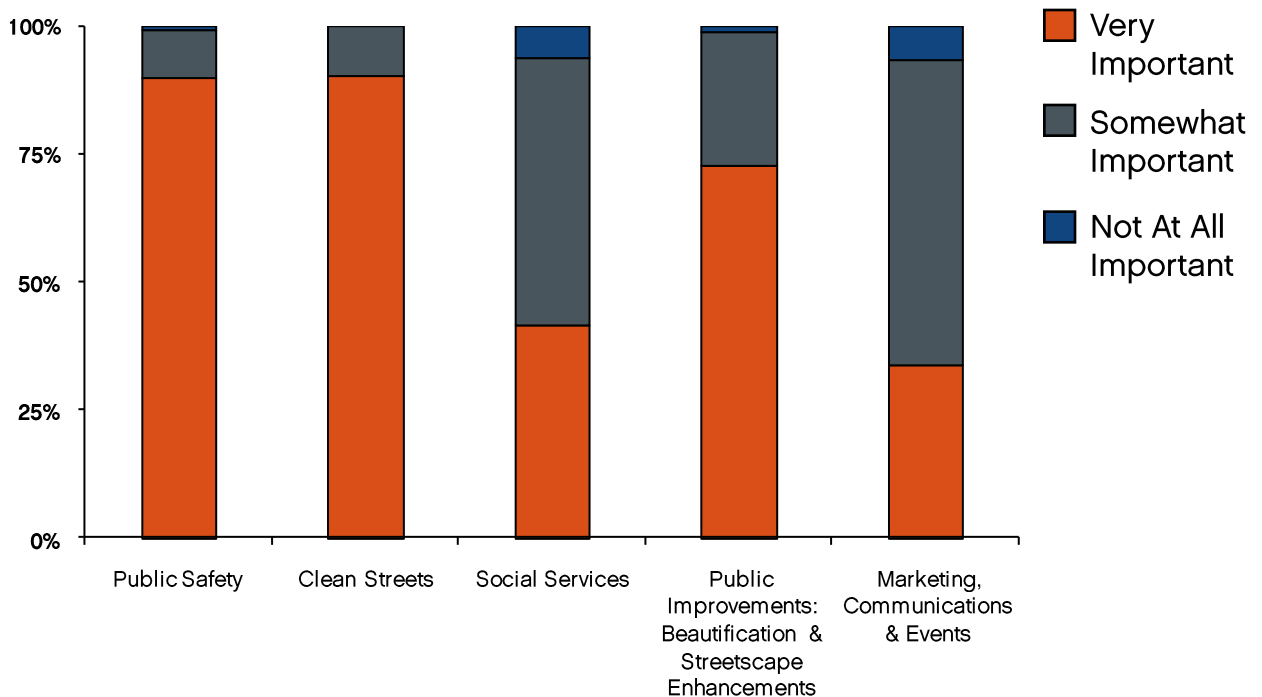
Business & Commercial Property Owners



Residents



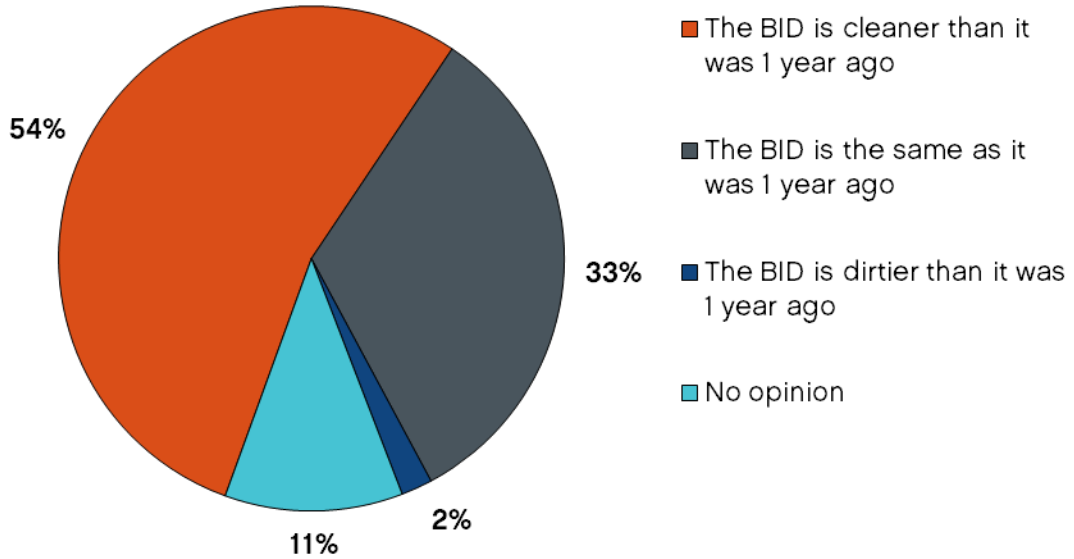
When asked to rank the **importance of the BID's programmatic areas**, Public Safety, Clean Streets and Public Improvement received the highest ratings of “Very Important.”



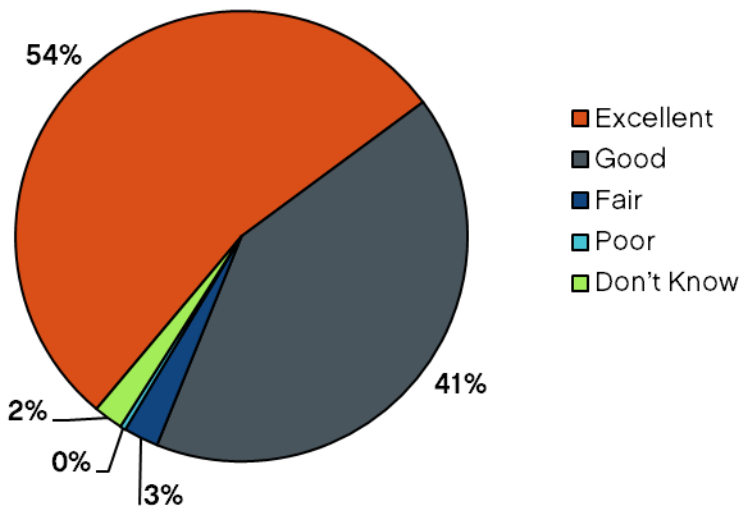
BID Programs & Performance

Clean Streets:

Overall, 54% of respondents perceive the district to be cleaner than it was 1 year ago.



Of those respondents who are aware of the BID's Clean Streets Program (71%), 95% rate the impact on the district as "good" or "excellent," marking the best rating since the start of the program.

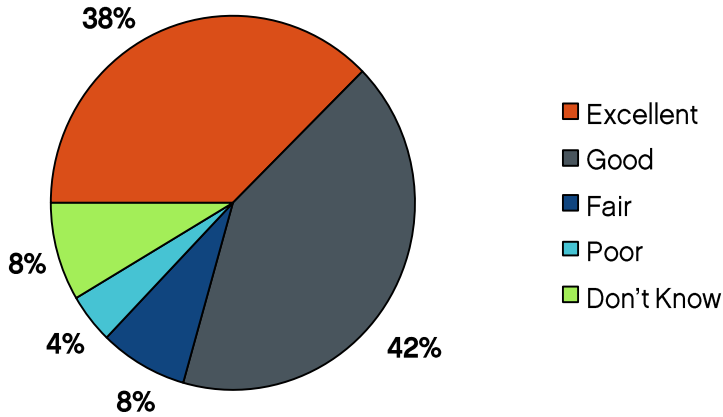


53% of respondents said that the BID is cleaner than most neighborhoods in Manhattan, while 39% believe it is as clean as other areas.

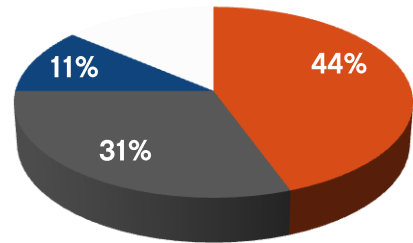
BID Programs & Performance

Public Safety:

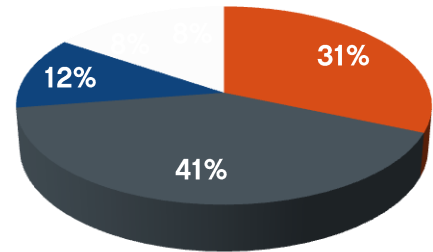
Of those respondents who are aware of the BID's Public Safety Program (42%), 80% rate the impact of the Public Safety program on the district as "good" or "excellent."



Business & Commercial Property Owners

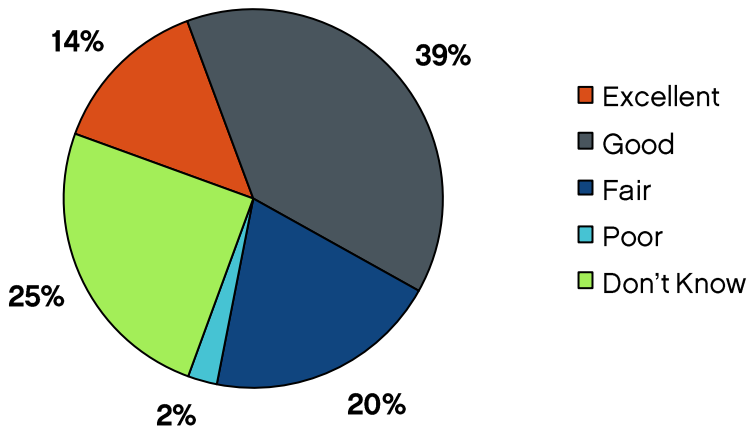


Residents



Social Services:

Of those respondents who are aware of the BID's Homeless Outreach Program (24%), more than half (53%) rate the impact on the district as "good" or "excellent."



When asked about the single most important issue facing the district today, 10% of respondents cited homelessness and/or shelters.

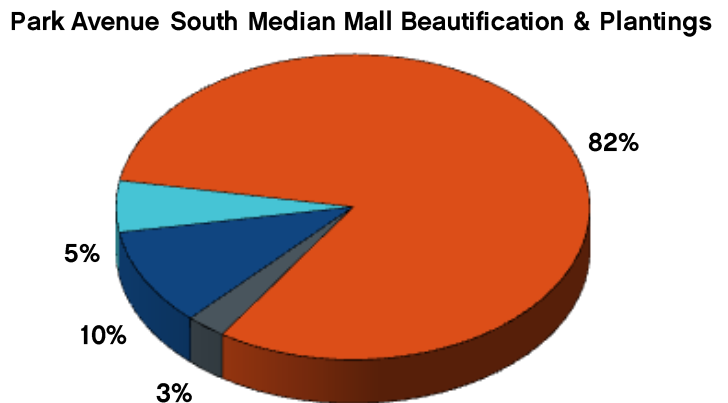
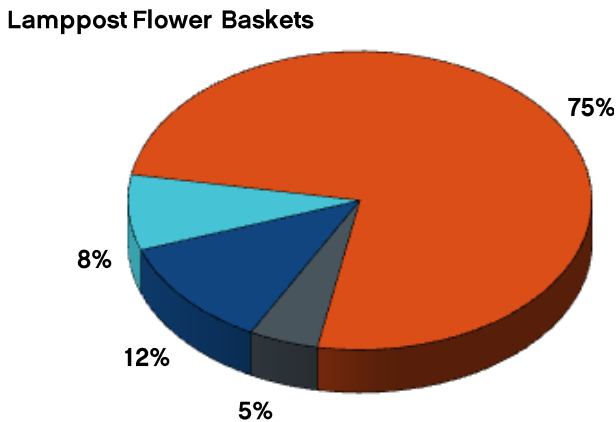
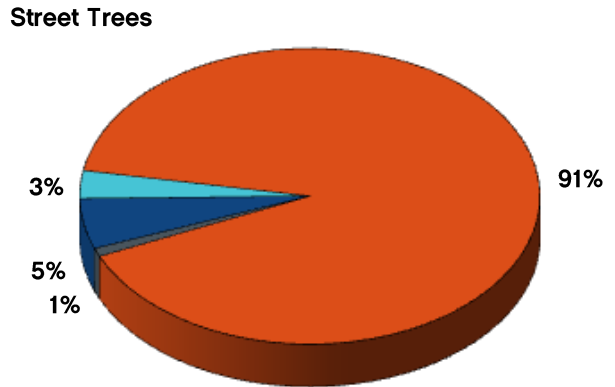
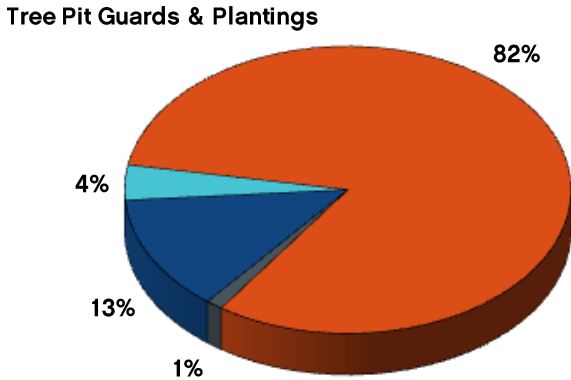
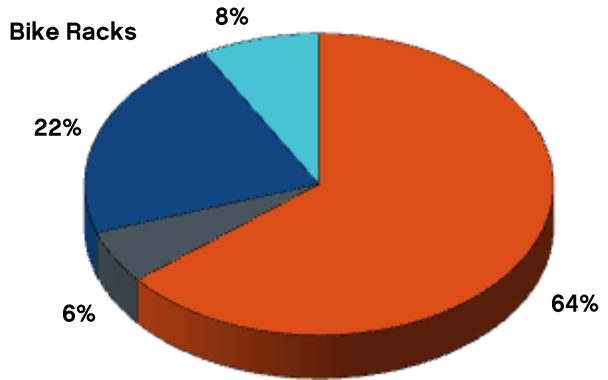
BID Programs & Performance

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 80% would like to see the program expanded into other parts of the district.

- I like them
- I dislike them
- I haven't noticed
- I have noticed but have no opinion

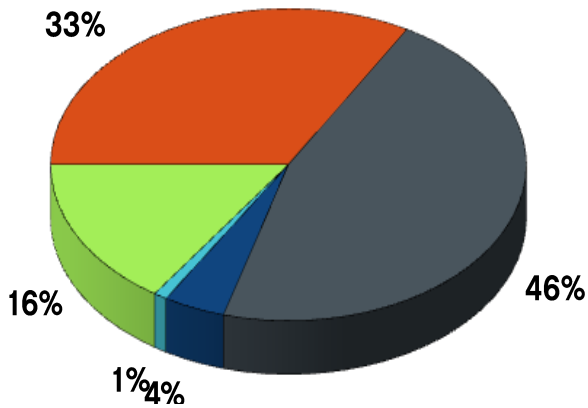
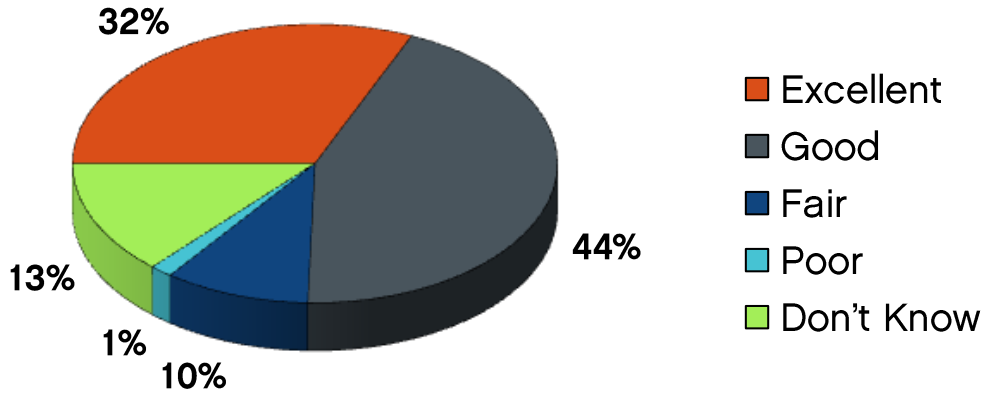


BID Programs & Performance

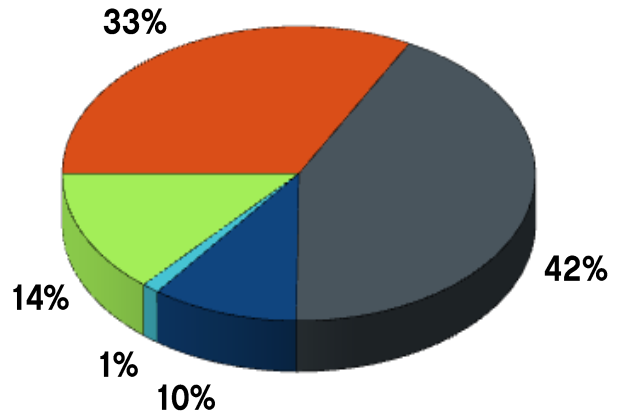
Marketing and Communications:

The Flatiron/23rd Street Partnership's marketing program pursues its goals of promoting the district and communicating the work of the BID to its members through various methods.

Overall Marketing & Communications



Programming & Events

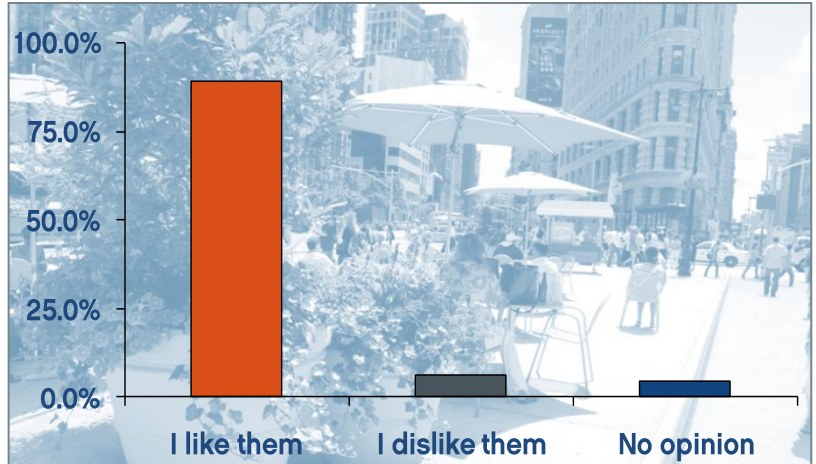


Electronic Marketing & Communications

Flatiron Neighborhood

Public Plazas

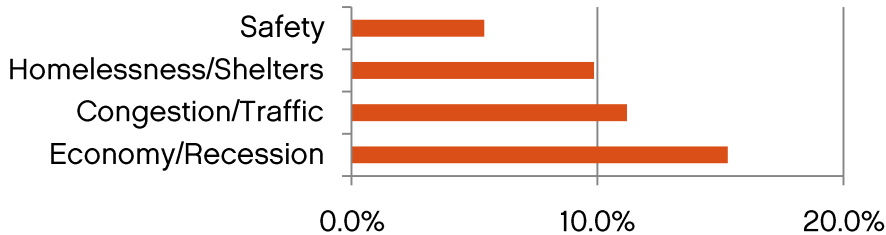
The Public Plazas at the intersection of 23rd Street, Broadway and Fifth Avenue have been in place for over two years, courtesy of the Flatiron Partnership and the NYC Department of Transportation, and continue to be a major success. When asked whether they like or dislike them, respondents gave the plazas an 89.4% approval rating.



Why do visitors frequent and BID members like the Flatiron District?

Dining/Food Arts & Culture Business
Architecture
Shopping Madison Square Park

The most important issues facing the Flatiron District today:



When asked what other services or retail options respondents would like to see in the Flatiron district:

Moderately priced restaurants and coffee shops were noted by 21% of respondents

Grocery stores and specialty food markets were mentioned by 13%