

2011 BID Community Survey

Summary Report

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

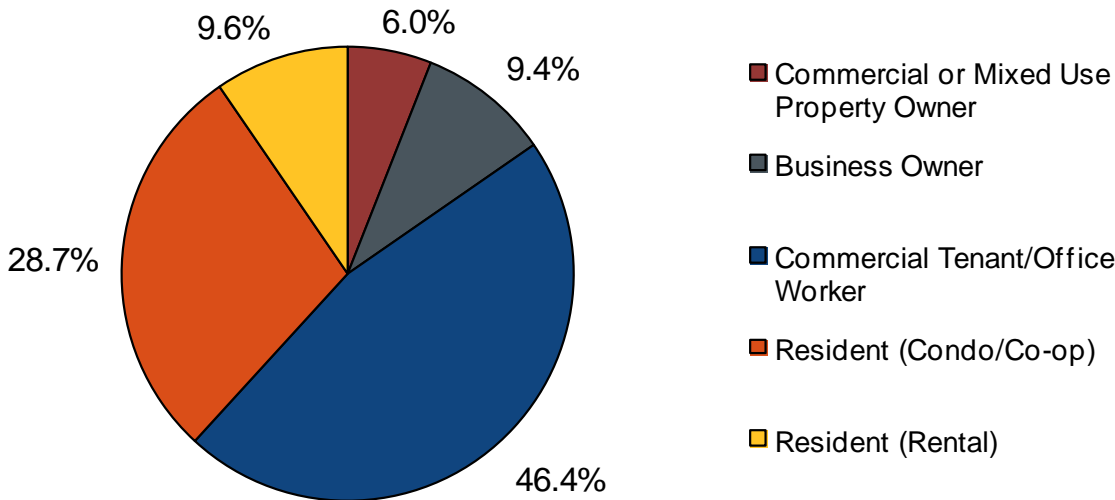
Overview

Between October 24, 2011 and January 6, 2012, 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.

Respondents

At the close of the survey on January 6, 2012, 655 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 – 6.0%, business owners – 9.4%, commercial tenants and office workers – 46.6%, residents of condos and co-ops – 28.7%, and rental residents – 9.6%).

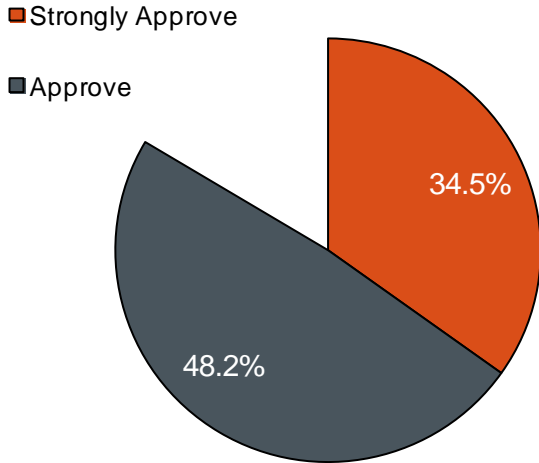


56% of survey respondents work in the BID, and 22% visit the BID at least once a month.

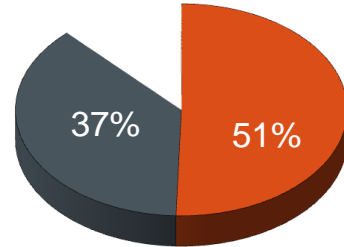
BID Programs & Performance

Overall BID Performance:

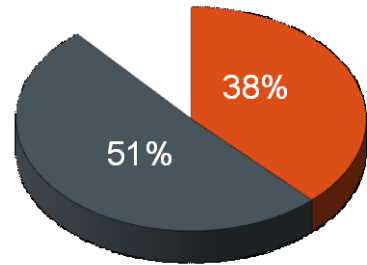
Nearly half of respondents “approve” (48.2%) while over one third “strongly approve” (34.2%) of the job the Flatiron/23rd Street Partnership is doing, with only 2 respondents (.6%) “disapproving” or “strongly disapproving.”



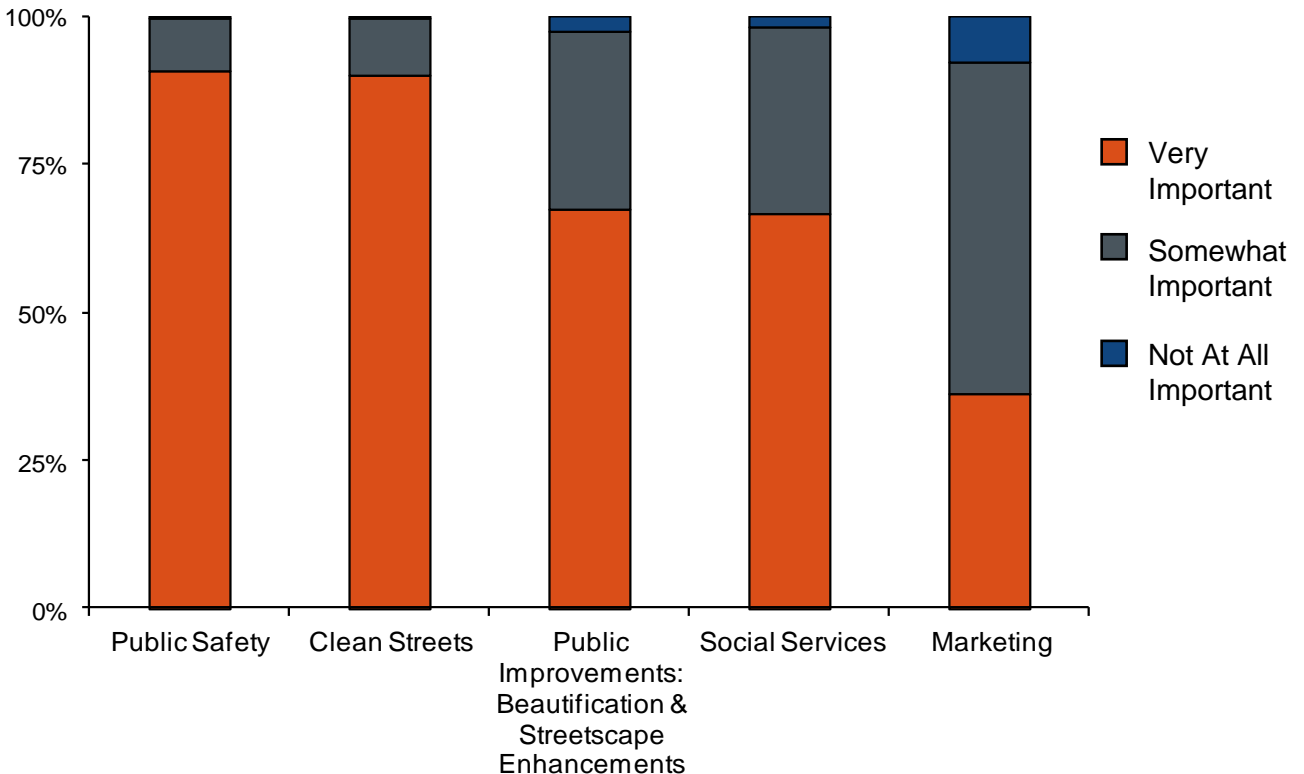
Business & Commercial Property Owners



Residents



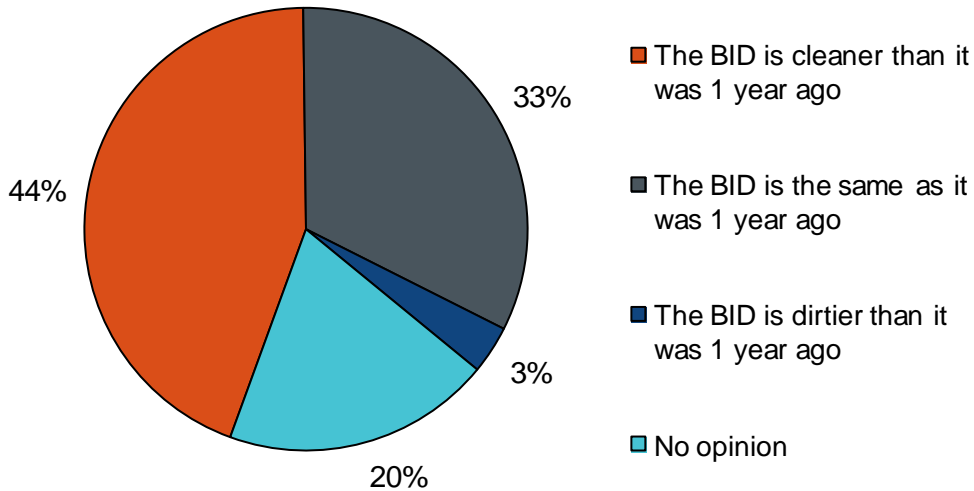
When asked to rank the importance of the BID’s programmatic areas, Public Safety, Clean Streets and Public Improvements received the highest ratings of “Very Important.”



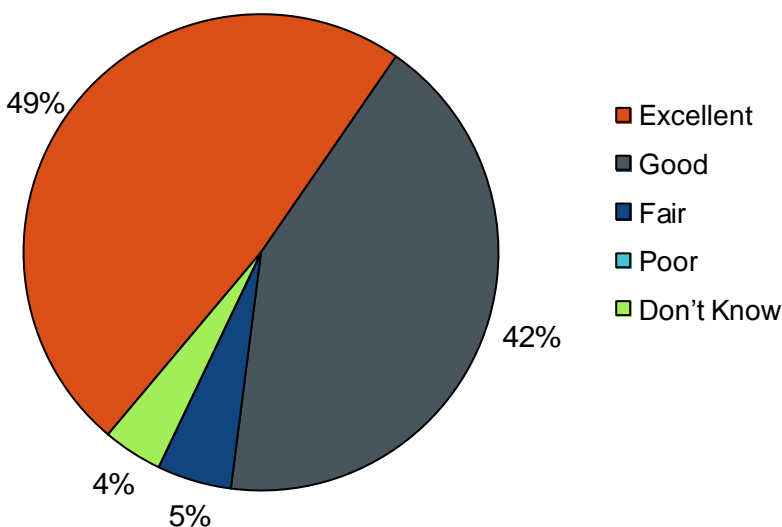
BID Programs & Performance

Clean Streets:

Overall, 44% of respondents perceive the district to be cleaner than it was one year ago.



Of those respondents who are aware of the BID's Clean Streets Program (55%), 90% rate the impact on the district as "good" or "excellent."

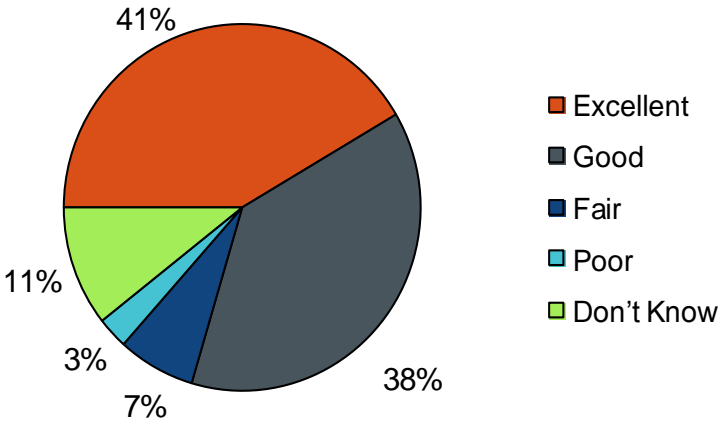


52% of respondents said that the BID is cleaner than most neighborhoods in Manhattan, while 39% believe it is as clean as other areas.

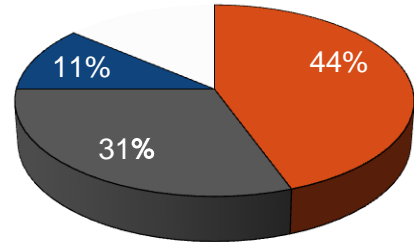
BID Programs & Performance

Public Safety:

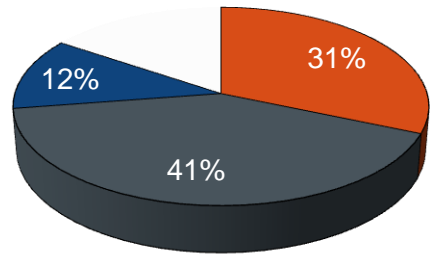
Of those respondents who are aware of the BID's Public Safety Program (29%), 79% rate the impact of the Public Safety program on the district as "good" or "excellent."



Business & Commercial Property Owners

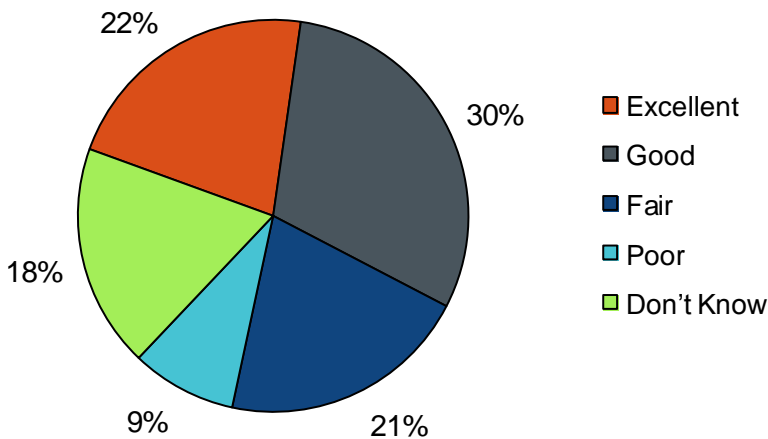


Residents



Social Services:

Of those respondents who are aware of the BID's Homeless Outreach Program (19%), more than half (52%) rate the impact on the district as "good" or "excellent."



When asked about the single most important issue facing the district today, 16% of respondents cited homelessness and/or shelters, 15.5% cited traffic issues, and 11.5% cited commercial property concerns.

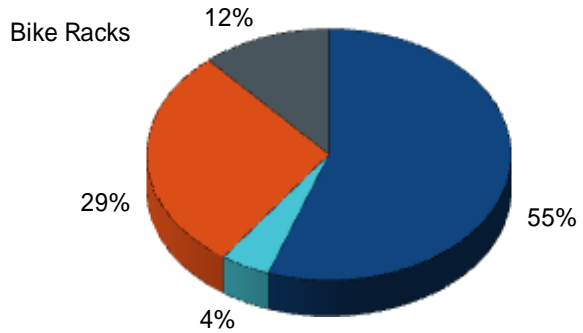
BID Programs & Performance

Streetscape Beautification and Enhancements:

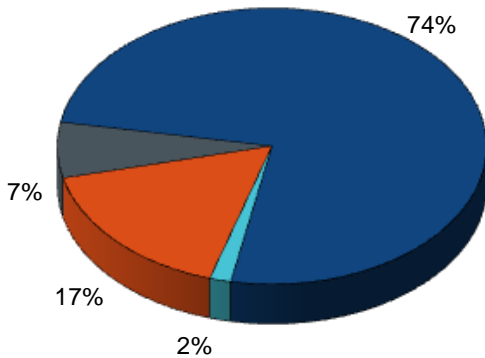
The Flatiron/23rd Street Partnership has implemented several projects as part of the BID's Master Plan for Streetscape and Beautification, released in 2008.

Respondents overwhelmingly like the enhancements and over 80% would like to see the program expanded into other parts of the district.

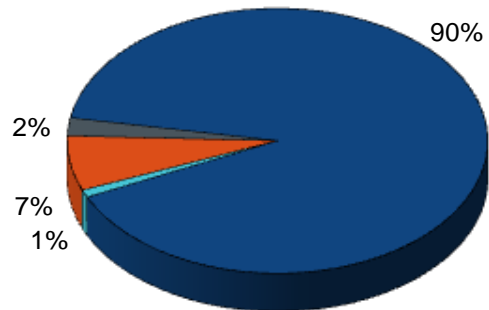
- I like them
- I dislike them
- I haven't noticed
- I have noticed but have no opinion



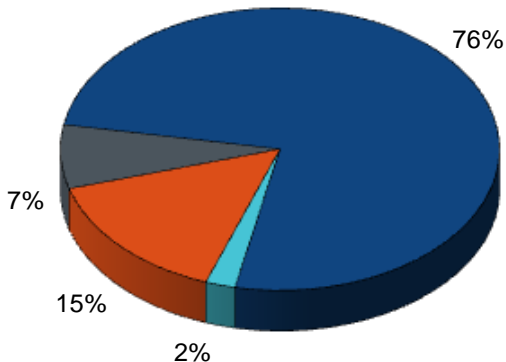
Tree Pit Guards & Plantings



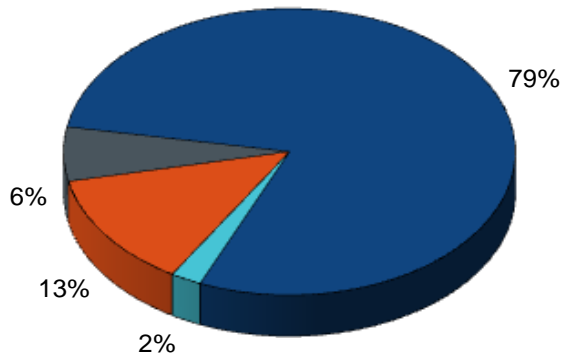
Street Trees



Lamppost Flower Baskets



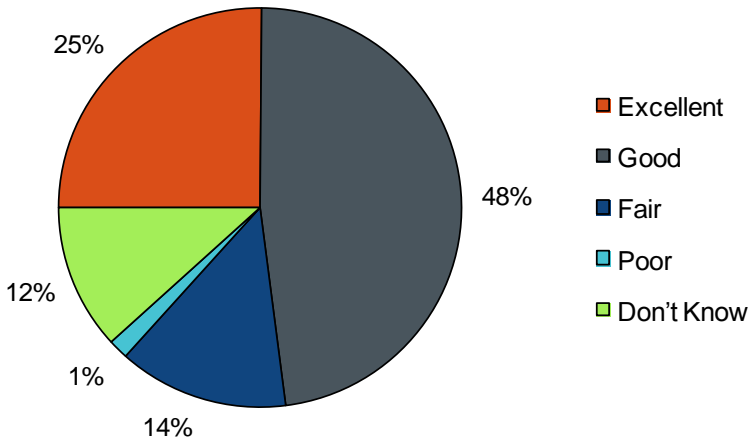
Park Avenue South Median Mall Beautification & Plantings



BID Programs & Performance

Marketing and Communications:

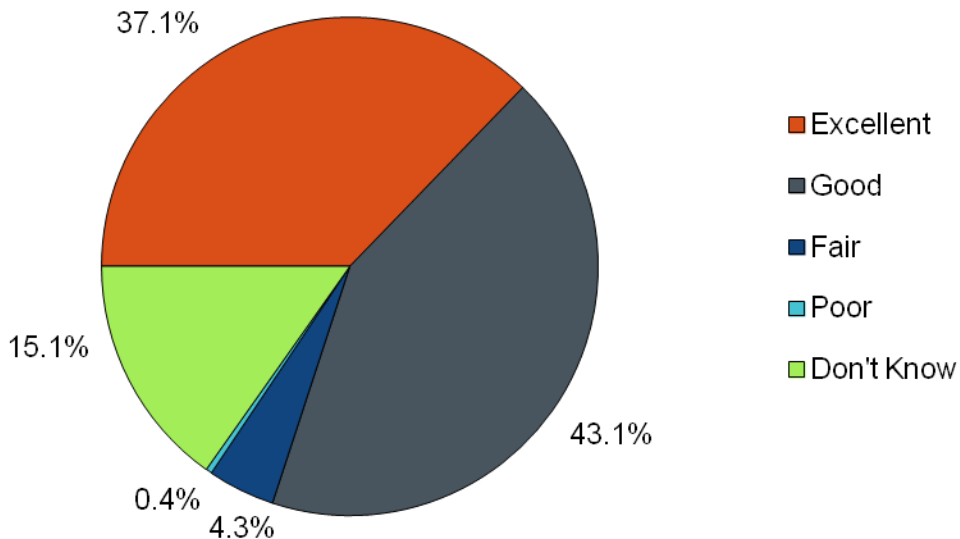
Overall, 73% of respondents rate the marketing and communications efforts of the Flatiron/23rd St. Partnership as “good” or “excellent.”



36.2% of respondents stay informed about the Flatiron/23rd St. Partnership via our electronic newsletter, while 25% do so through email and 23.1% through our webpage. To learn more visit us at discoverflatiron.org.

District Identity

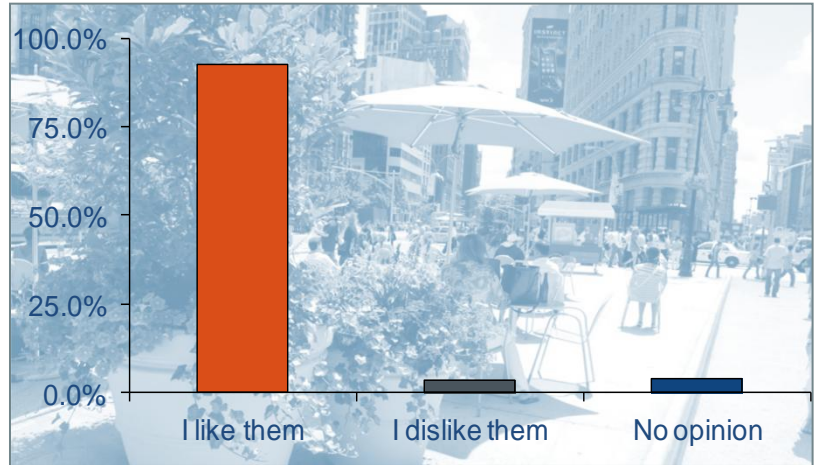
In 2011, we asked for the first time how the Flatiron/23rd Street Partnership contributed to strengthening district identity. Over 80% rated the impact on the district as “good” or “excellent.”



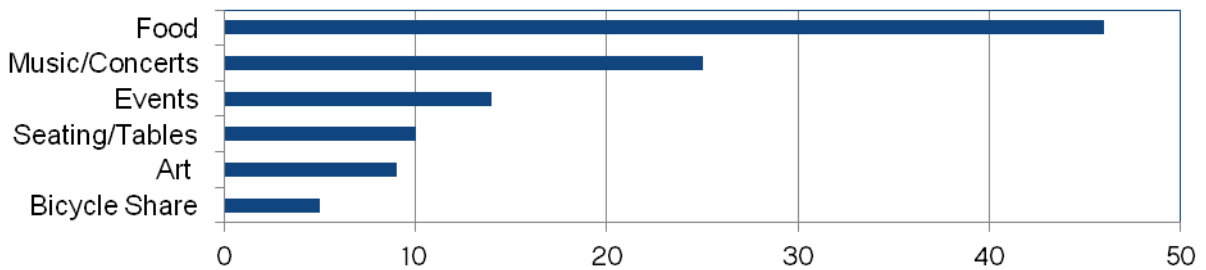
Flatiron Neighborhood

Public Plazas

The Public Plazas at the intersection of 23rd Street, Broadway and Fifth Avenue have been in place for over three 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 a 92.6% approval rating, up from 89.4% in 2010.



Of the 214 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:



The top reasons that visitors frequent the Flatiron District:



The most important issues facing the Flatiron District today:

