# 2019 Community Survey

## Summary Report

# Overview

The Flatiron/23rd Street Partnership conducted a survey of the Flatiron community from October 8th through December 5th. The online survey was shared via the Partnership's newsletter and social media. At the close of the survey, 308 people had submitted responses.

# Respondents



The chart shows the following percentages:
- I visit the BID regularly: 39.6%
- I work in the BID: 30.5%
- I live/work/study in the neighborhood: 23.1%
- I live in the BID: 23.1%
- I own property in the BID: 11%
- I am a business owner in the BID: 3.9%
- I study in the BID: 3.6%
- Other: 2.6%
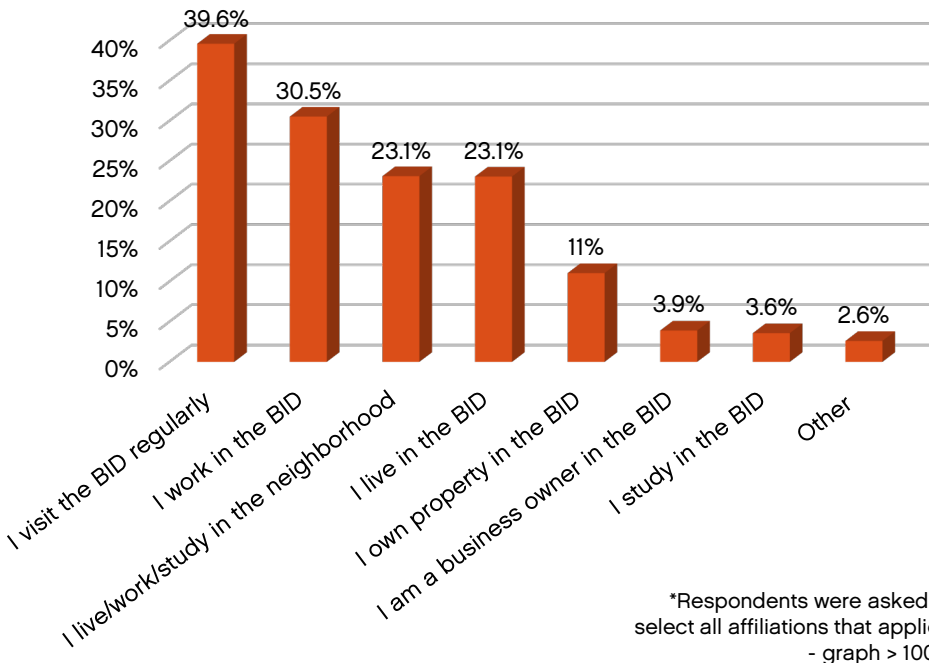
*53.6% of survey respondents live or work in the district, and 39.6% visit Flatiron at least once a month.*

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

## Top Five Favorite Things About the Flatiron District

1. Madison Square Park
2. Ambiance
3. Restaurants & Dining
4. Diversity & Variety
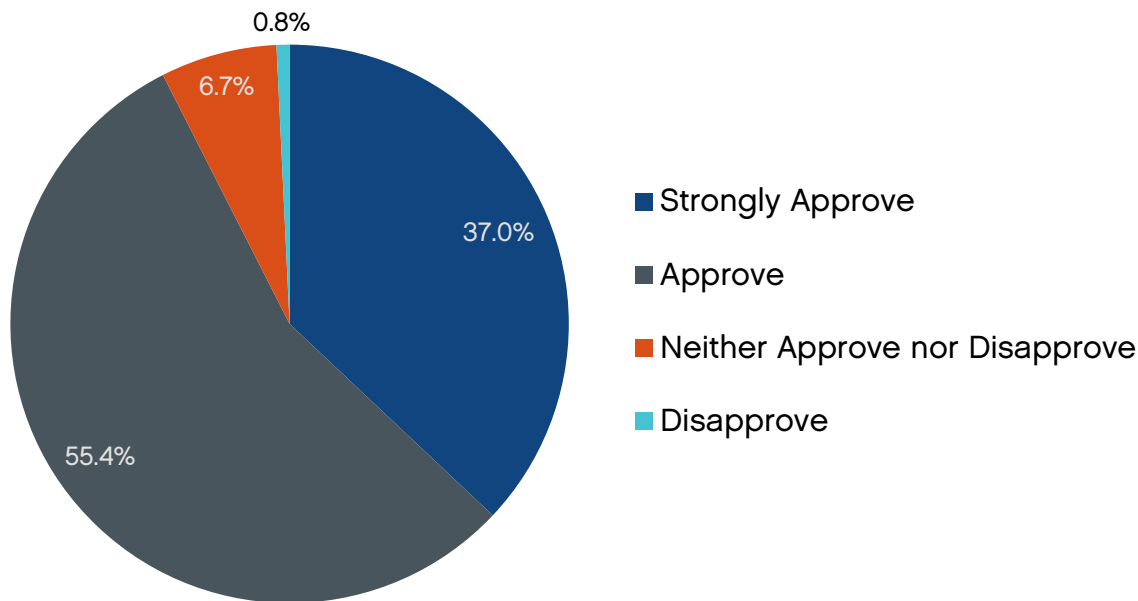5. Central Location & Convenience

## Five Most Important Issues Facing the Flatiron District

1. Homelessness
2. Congestion & Pedestrian Safety
3. Affordability
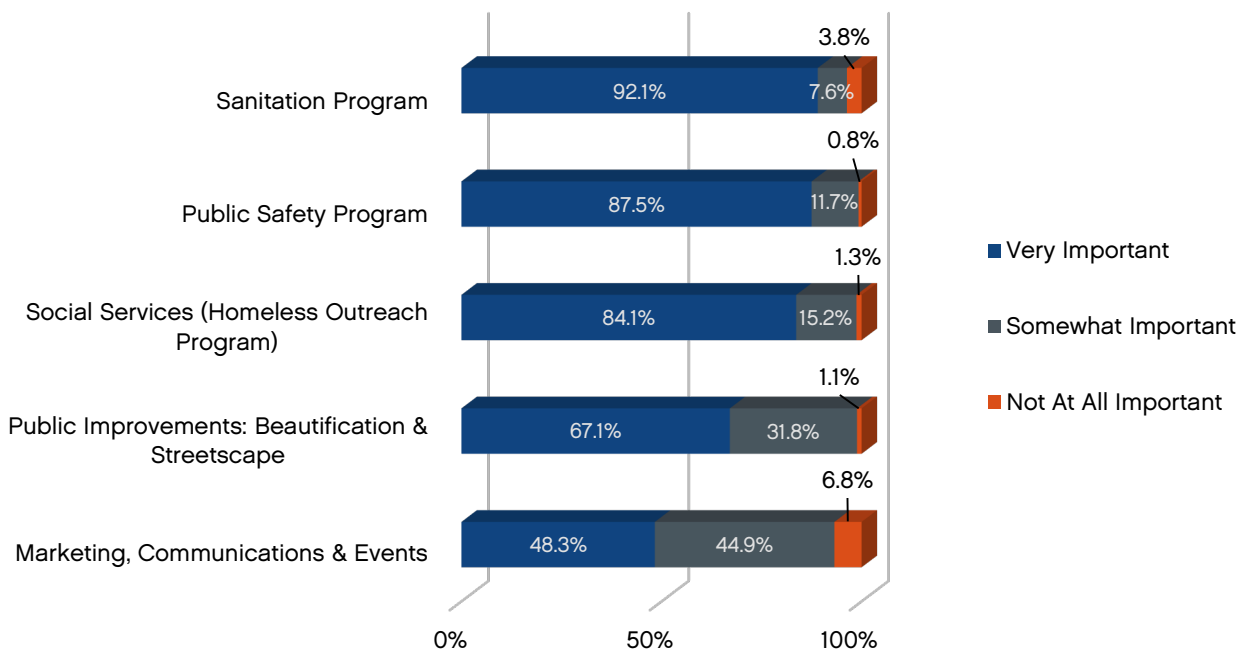4. Construction & Noise
5. Sanitation

1

# Partnership Programs & Performance

## Overall BID Performance

92.4% of respondents stated that they "Approve" or "Strongly Approve" of the Partnership's work in the district.



The Partnership's Sanitation, Public Safety, and Social Services programs were most selected as "Very Important" by respondents.
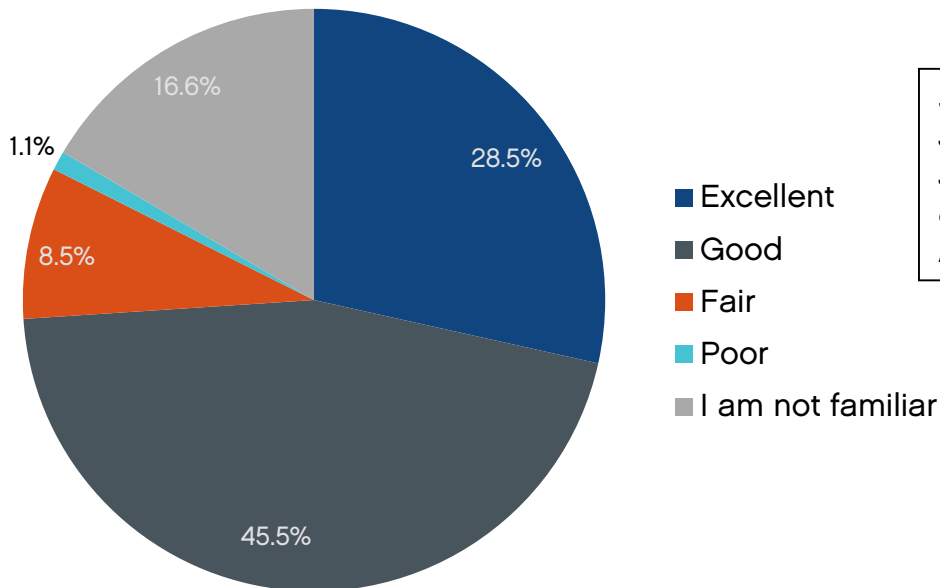
# Partnership Programs & Performance

## Clean Streets

91.5% of respondents **who are familiar with** the Partnership's Clean Streets program rated the impact on the district as "Good" or "Excellent".



- 47.5% Excellent
- 36.3% Good
- 7.1% Fair
- 0.7% Poor
- 8.5% I am not familiar
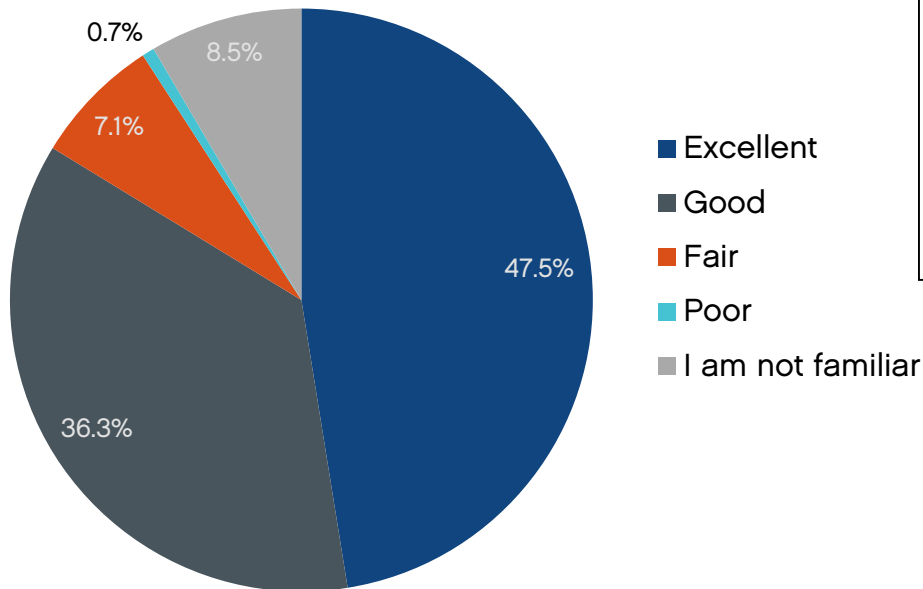
*58.1% of respondents said that Flatiron is cleaner than most neighborhoods in Manhattan, while 36.5% believe it is as clean as other areas.*

## Public Safety

88.6% of respondents **who are familiar with** the Partnership's Public Safety program rated the impact on the district as "Good" or "Excellent".
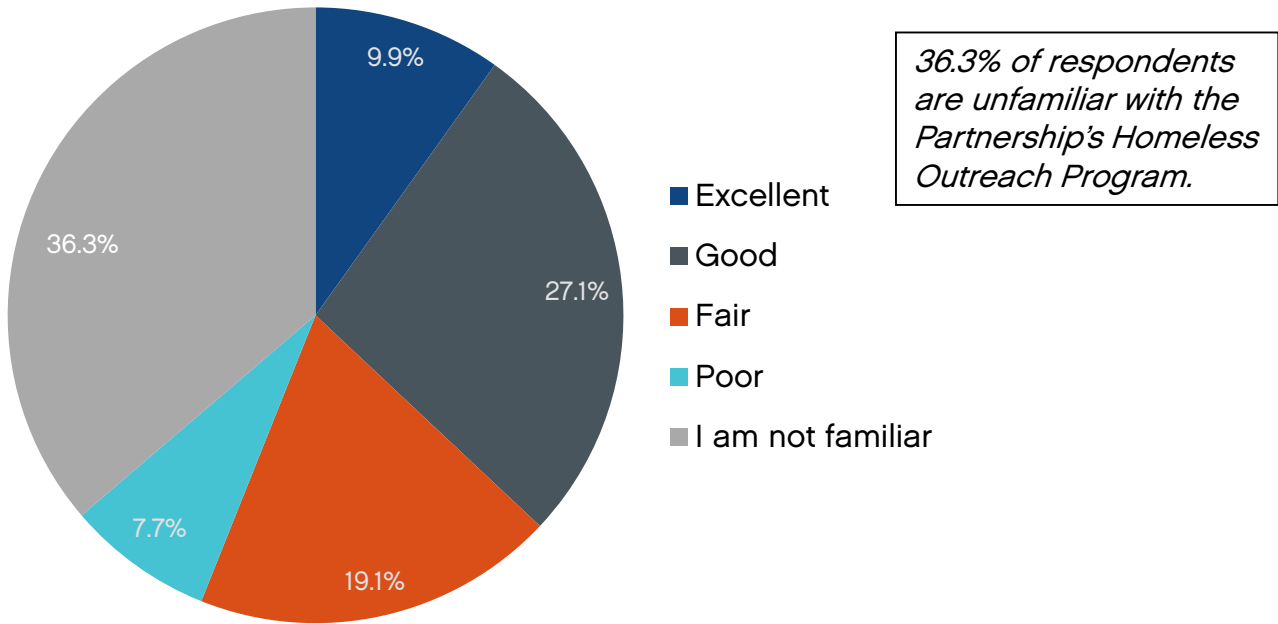


- 28.5% Excellent
- 45.5% Good
- 8.5% Fair
- 1.1% Poor
- 16.6% I am not familiar

*95.9% of respondents said that Flatiron is safer or as safe as other neighborhoods in Manhattan.*
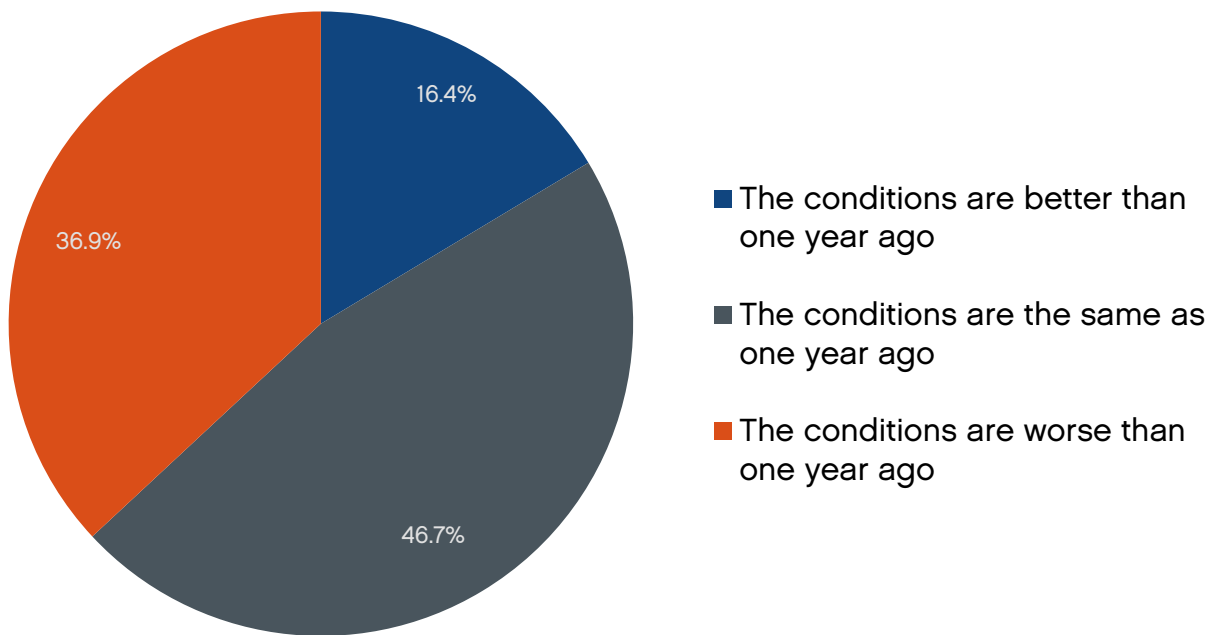
3

# Partnership Programs & Performance

## Social Services

58% of respondents **who were familiar with** the Partnership's Social Service Homeless Outreach Program rated the impact on the district as "Good" or "Excellent".



Pie chart segments:
- Excellent: 9.9%
- Good: 27.1%
- Fair: 19.1%
- Poor: 7.7%
- I am not familiar: 36.3%

*36.3% of respondents are unfamiliar with the Partnership's Homeless Outreach Program.*

Homelessness is consistently cited as the most important issue facing the district. 83.6% of respondents believed the conditions around homelessness are the same, or worse, than one year ago.



Pie chart segments:
- The conditions are better than one year ago: 16.4%
- The conditions are the same as one year ago: 46.7%
- The conditions are worse than one year ago: 36.9%
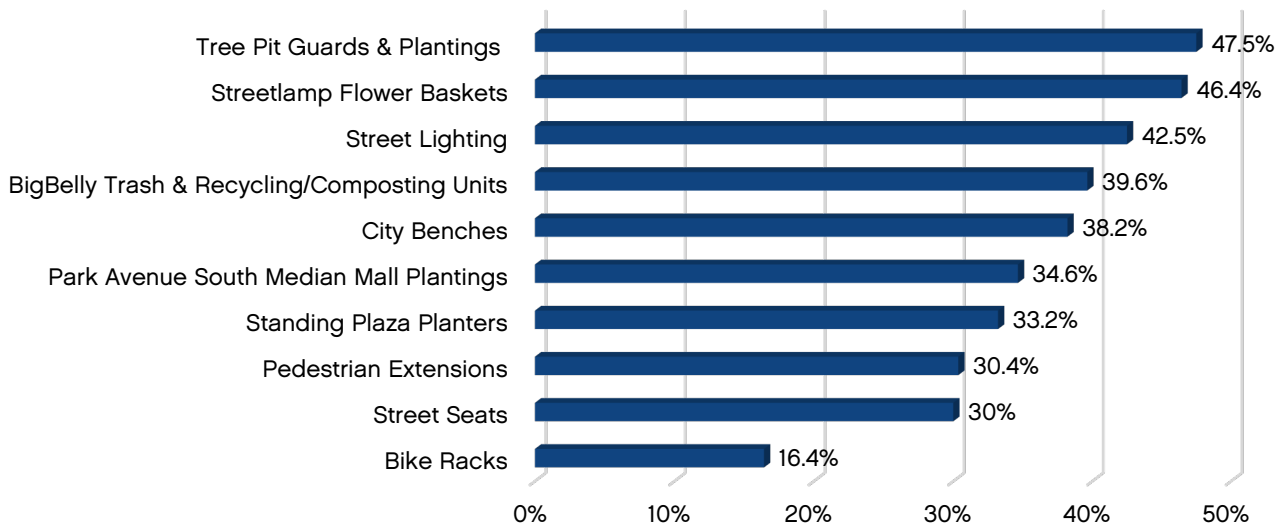
4

# Partnership Programs & Performance

**Streetscape Beautification and Enhancements**

93.3% of respondents **who were familiar with** the Partnership's Streetscape and Beautification program rated the impact on the district as "Good" or "Excellent".



Pie chart with legend:
- Excellent: 49.3%
- Good: 38.4%
- Fair: 5.6%
- Poor: 0.7%
- I am not familiar: 6.0%
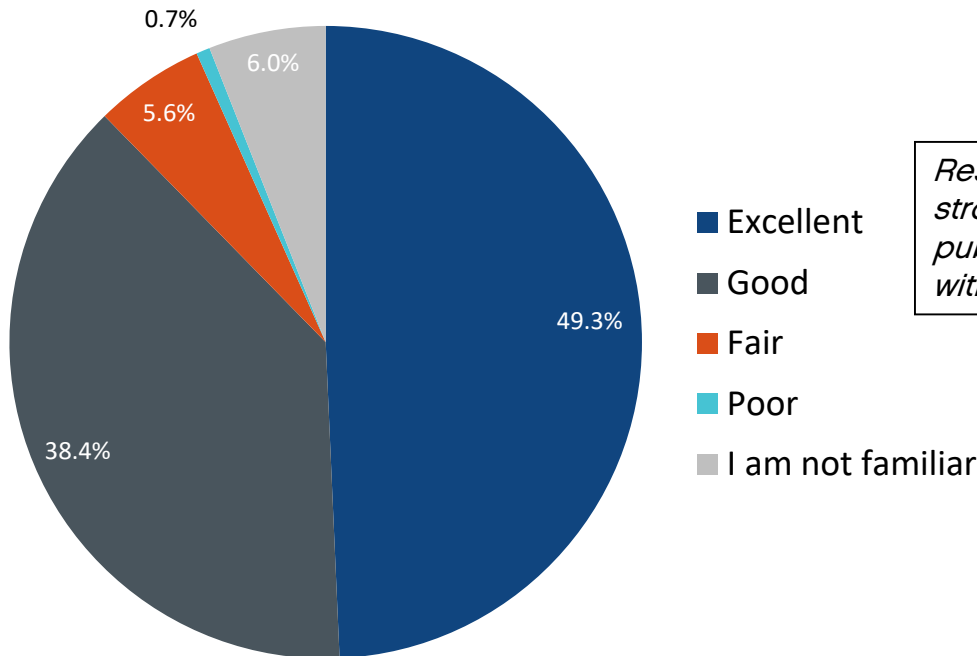
> *Respondents stated a strong interest in more public art, specifically with local artists.*

Respondents stated that they would like to see the Partnership expand tree pit guards & plantings (47.5%), streetlamp flower baskets (46.4%), and enhanced street lighting (42.5%) throughout the district.



Bar chart:
- Tree Pit Guards & Plantings: 47.5%
- Streetlamp Flower Baskets: 46.4%
- Street Lighting: 42.5%
- BigBelly Trash & Recycling/Composting Units: 39.6%
- City Benches: 38.2%
- Park Avenue South Median Mall Plantings: 34.6%
- Standing Plaza Planters: 33.2%
- Pedestrian Extensions: 30.4%
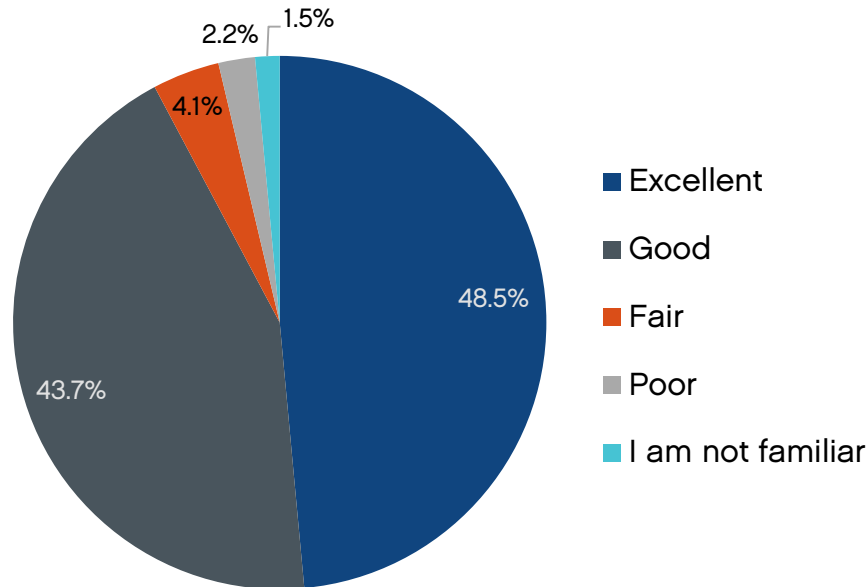- Street Seats: 30%
- Bike Racks: 16.4%

*Respondents were asked to select all choices that applied - graph > 100%
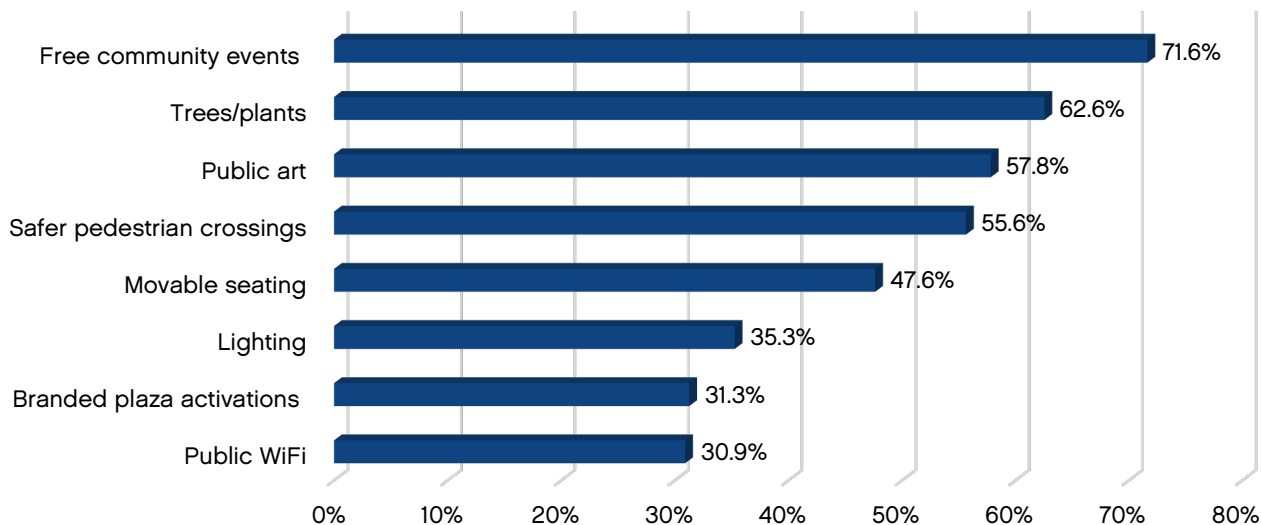
5

# Partnership Programs & Performance

## Public Plazas

93.3% of respondents **who were familiar with** the Partnership's management of the Plazas as "Good" or "Excellent".



*Respondents stated the desire for improved public WiFi, varied types and increased seating, and more community events in the Plazas.*

Pie chart legend:
- Excellent — 48.5%
- Good — 43.7%
- Fair — 4.1%
- Poor — 2.2%
- I am not familiar — 1.5%

When asked which aspects of the Public Plazas respondents like the most, free community events (71.6%) were followed by trees/plants (62.6%), public art (57.8%), safer pedestrian crossings, and movable tables and chairs.



Bar chart:
- Free community events: 71.6%
- Trees/plants: 62.6%
- Public art: 57.8%
- Safer pedestrian crossings: 55.6%
- Movable seating: 47.6%
- Lighting: 35.3%
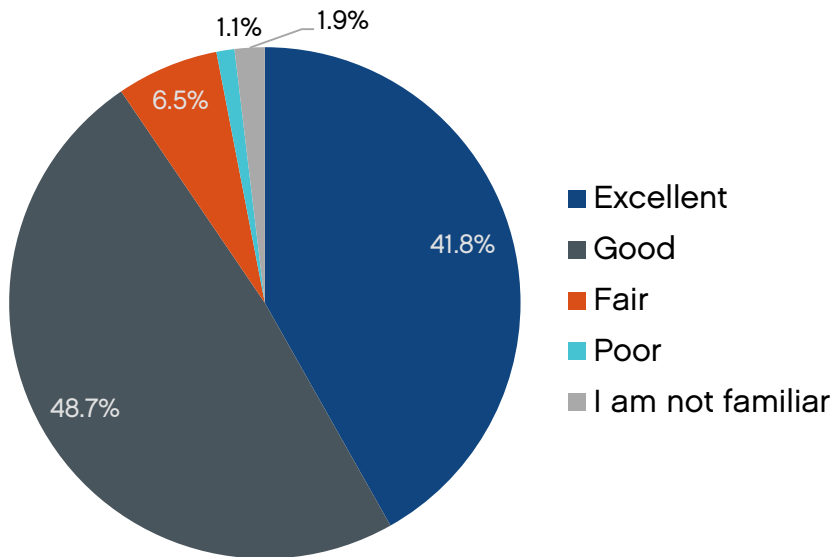- Branded plaza activations: 31.3%
- Public WiFi: 30.9%

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

6

# Partnership Programs & Performance
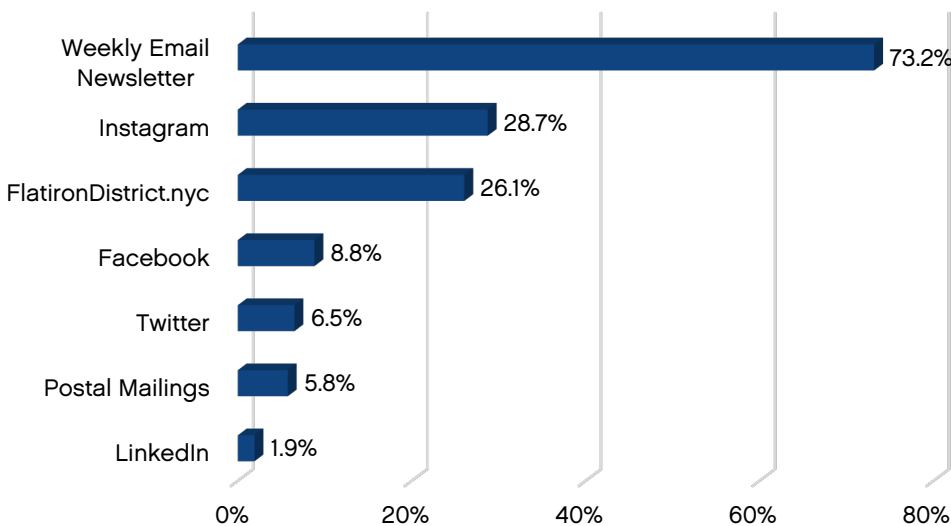
## Marketing & Communications

92.2% of respondents **who were familiar with** the Partnership's Marketing and Communications efforts rated the impact on the district as "Good" or "Excellent".



Pie chart values:
- 41.8% Excellent
- 48.7% Good
- 6.5% Fair
- 1.1% Poor
- 1.9% I am not familiar

Legend:
- ■ Excellent
- ■ Good
- ■ Fair
- ■ Poor
- ■ I am not familiar

> *76.1% of respondents stay informed via the Partnership's electronic newsletter and 22.9% through the website.*

## Neighborhood Communication

73.2% of respondents stated the weekly newsletter as the most effective form of communication, followed by Instagram (28.7%).
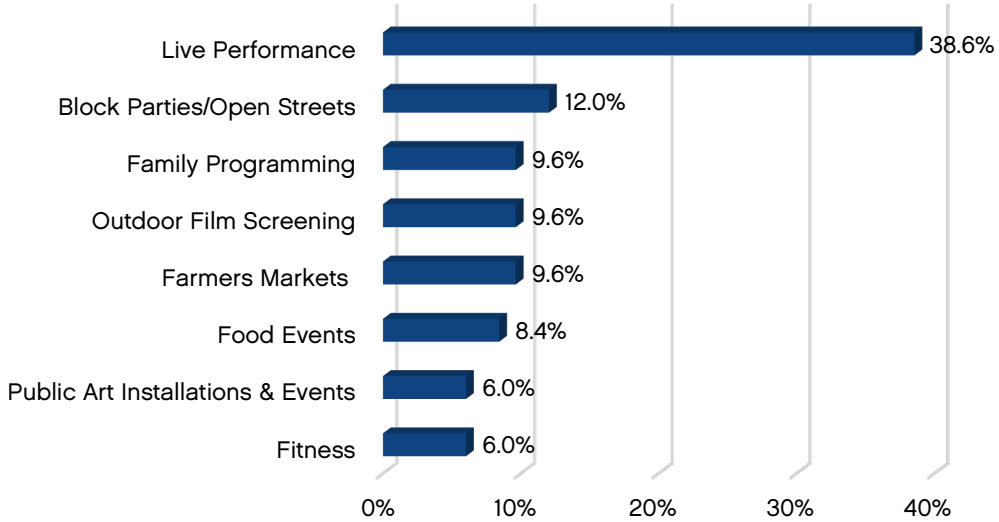


Bar chart values:
- Weekly Email Newsletter: 73.2%
- Instagram: 28.7%
- FlatironDistrict.nyc: 26.1%
- Facebook: 8.8%
- Twitter: 6.5%
- Postal Mailings: 5.8%
- LinkedIn: 1.9%

> *42% of respondents follow @FlatironNY on Instagram, accounting for more than Facebook (14.5%) and Twitter (14.9%) combined.*

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

7

# Partnership Programs & Performance

## Events

Live performances, including music, theater, and dance, and open streets events were the most requested event types within Flatiron.



| Event Type | Percentage |
|---|---|
| Live Performance | 38.6% |
| Block Parties/Open Streets | 12.0% |
| Family Programming | 9.6% |
| Outdoor Film Screening | 9.6% |
| Farmers Markets | 9.6% |
| Food Events | 8.4% |
| Public Art Installations & Events | 6.0% |
| Fitness | 6.0% |

*The majority of respondents stated 6pm-8pm as the best time frame for Partnership events.*

# Flatiron Is...