

2014 BID Community Survey

Summary Report

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

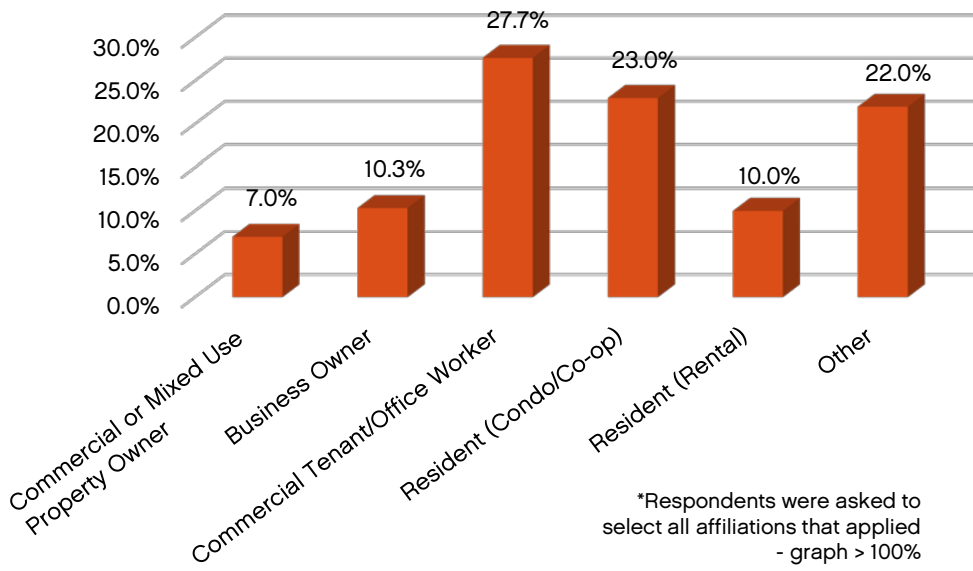
Overview

Between September 10, 2014 and November 7, 2014, 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, 2014, 346 respondents had answered the survey questions.

Respondents

Asked about their affiliation with the BID, approximately 273 respondents identified themselves as BID members.



62.1% of survey respondents live or work in the BID, and 34.9% visit the BID at least once a month. For respondents who do not live or work in the BID, 76.8% indicated that they visit the Flatiron District for dining.

Top 5 Favorite Things About the Flatiron District

1. Madison Square Park
2. Restaurants and Dining
3. Shopping
4. Architecture
5. Variety

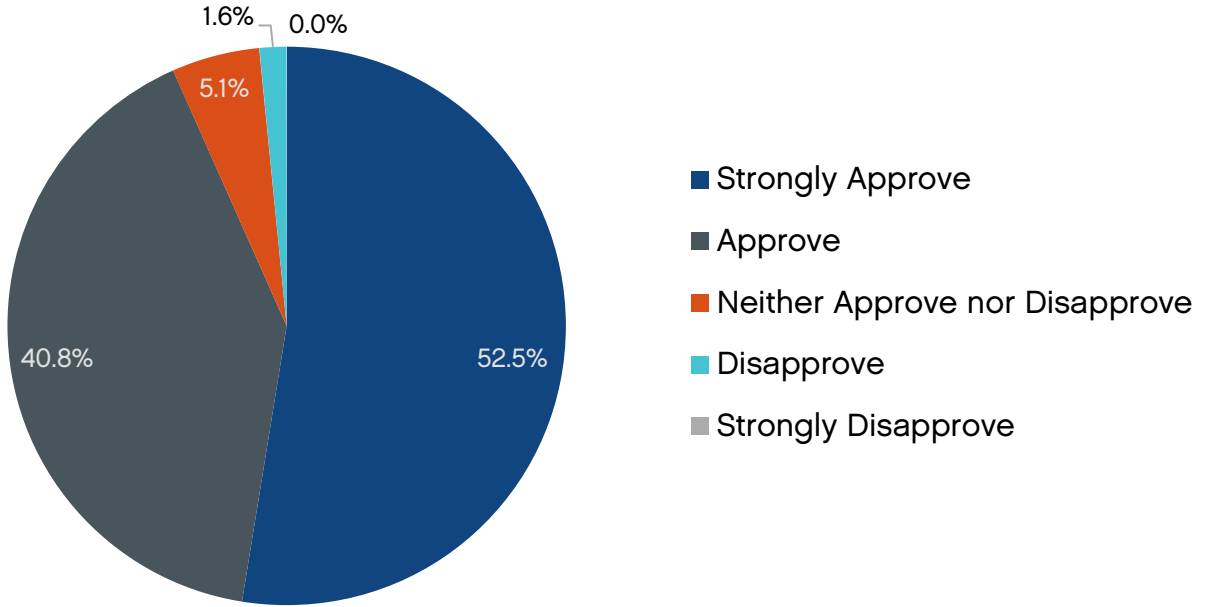
3 Most Important Issues Facing the Flatiron District

1. Homelessness
2. Traffic Congestion
3. Safety

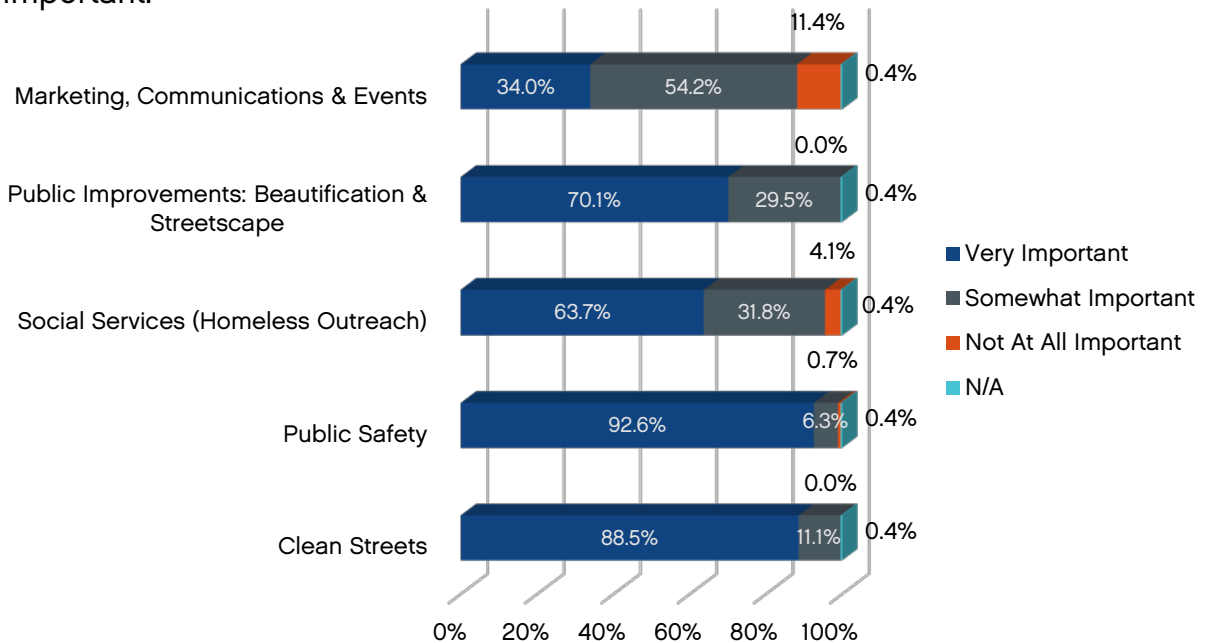
BID Programs & Performance

Overall BID Performance

The Flatiron/23rd Street Partnership received an overwhelming response of approval with 93.3% of respondents answering that they “approve” or “strongly approve” of the job that the BID does.



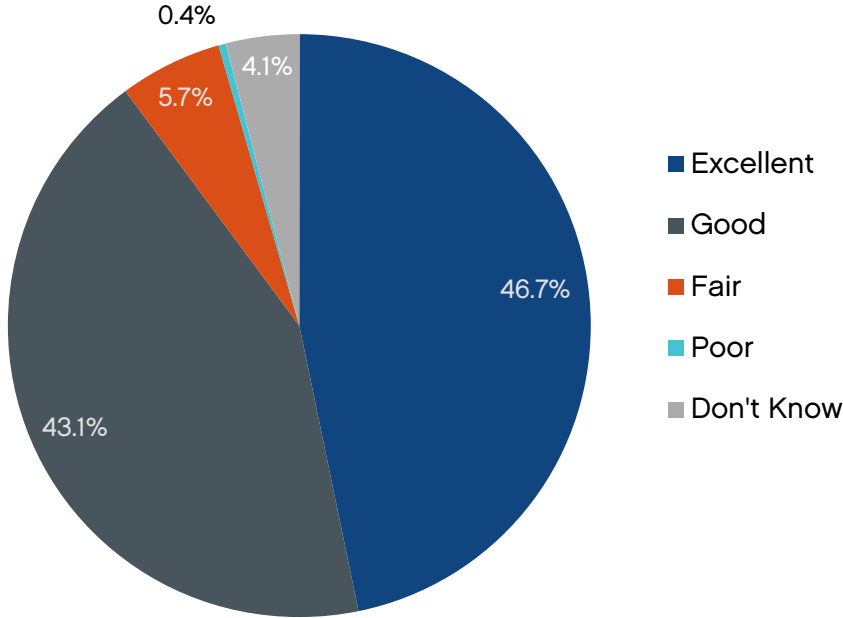
When asked to rank the importance of the BID’s programmatic areas, Public Safety, Clean Streets and Public Improvements received the highest ratings of “Very Important.”



BID Programs & Performance

Clean Streets

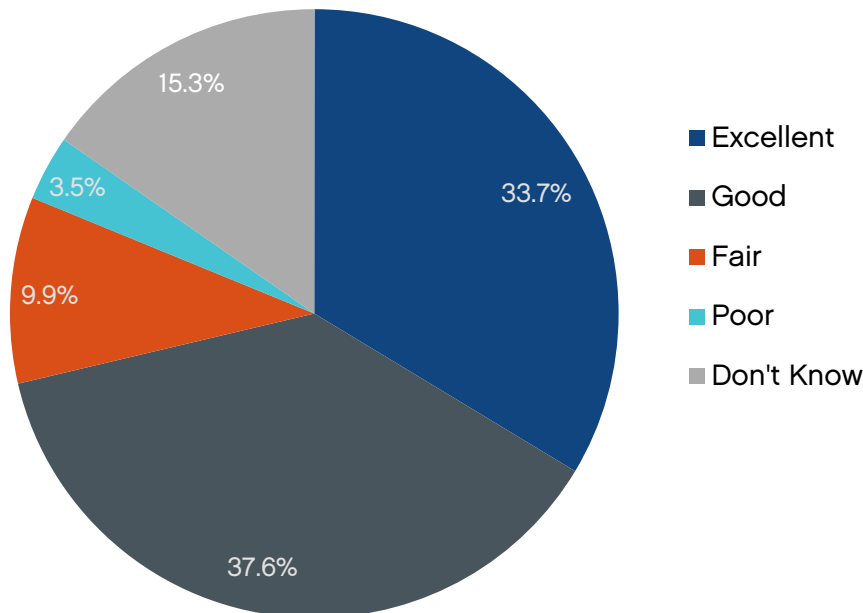
Of those respondents who are aware of the BID's Clean Streets Program, 89.8% rate the impact on the district as "good" or "excellent."



55% of respondents said that the BID is cleaner than most neighborhoods in Manhattan, while 37.6% believe it is as clean as other areas.

Public Safety

Of those respondents who are aware of the BID's Public Safety Program, 70.3% rate the impact of the Public Safety program on the district as "good" or "excellent."

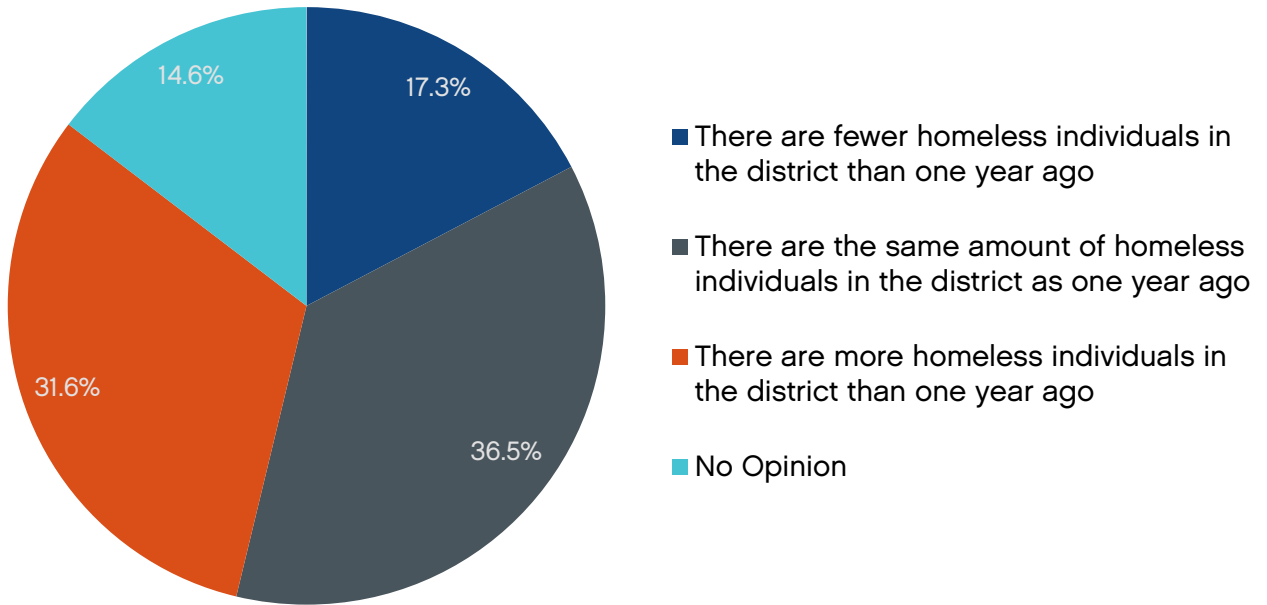


90.6% of respondents said that the BID is safer or as safe as most neighborhoods in Manhattan

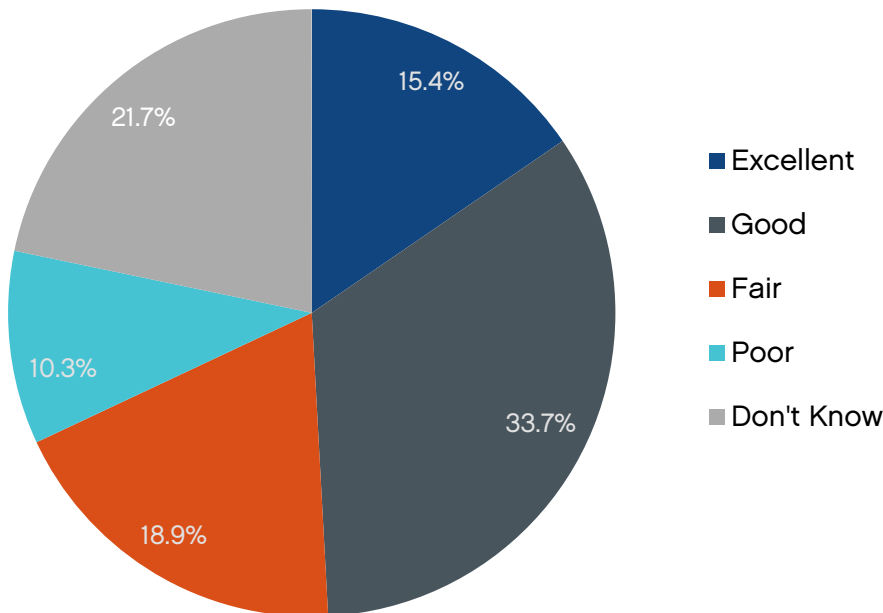
BID Programs & Performance

Social Services

Homelessness is the most important issue facing the district according to respondents. 68.1% believe there are as many or more homeless individuals in the district than last year.



Of the respondents who were aware of the BID's Homeless Outreach Program, almost half (49.1%) rate the impact on the district as "good" or "excellent."

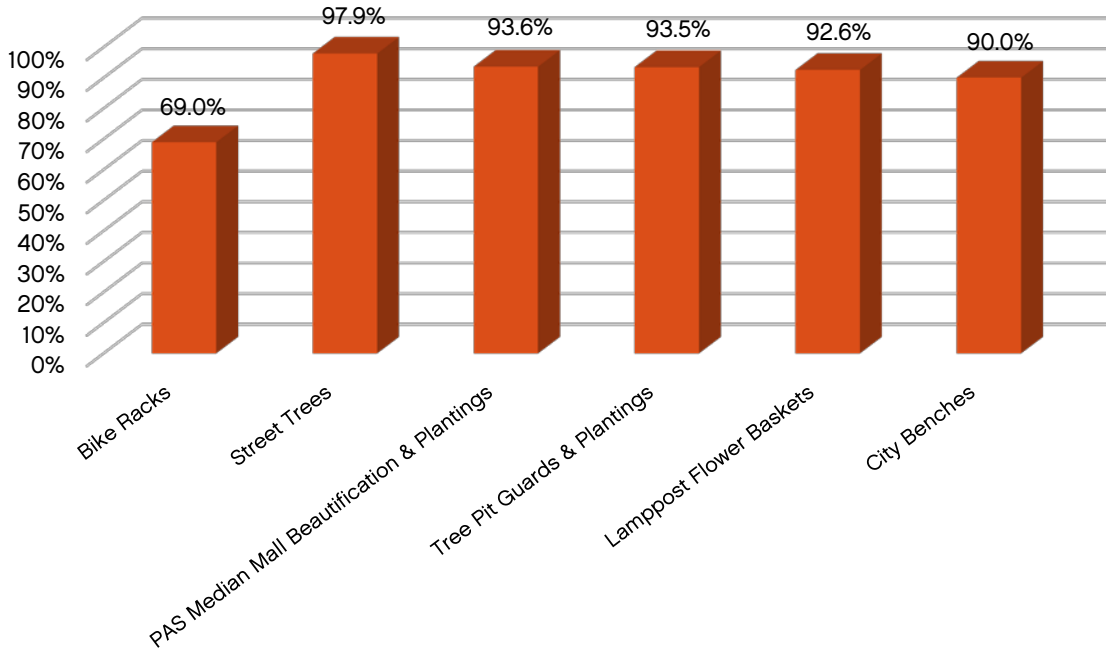


BID Programs & Performance

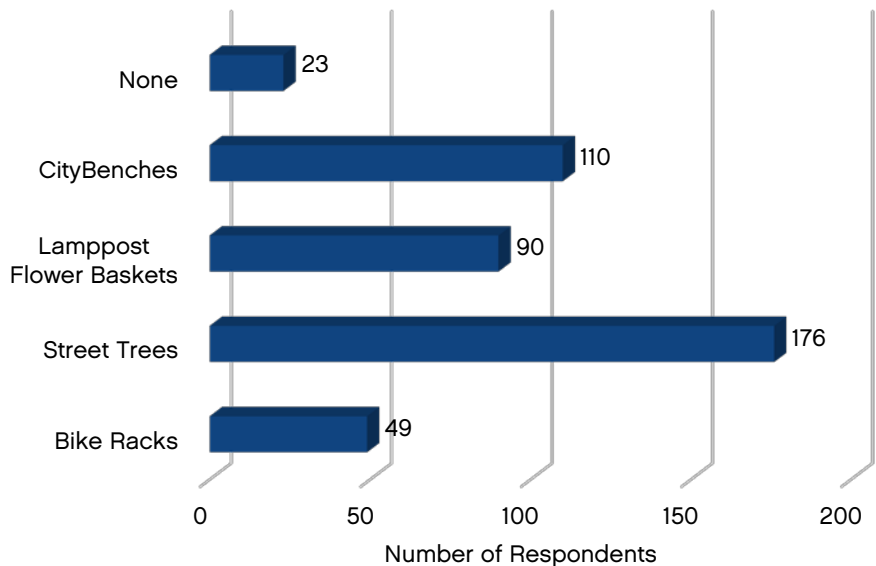
Streetscape Beautification and Enhancements

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 90% or more.

Beautification Approval Ratings



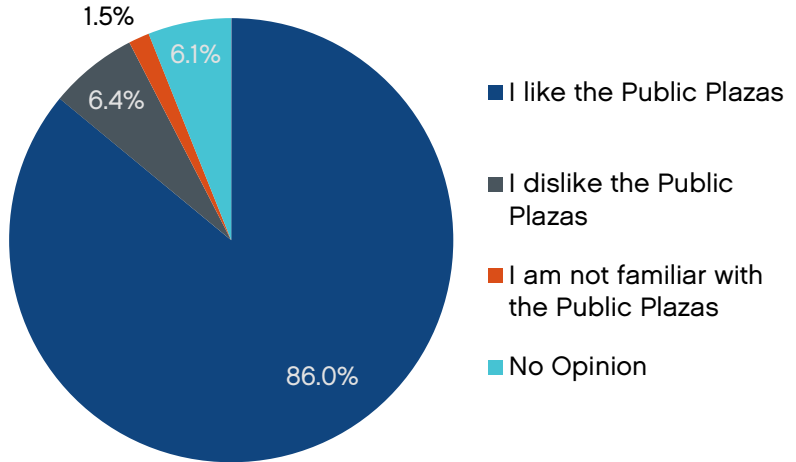
Respondents want to see many of these programs expanded. More than half of the total respondents (50.8%) want more street trees planted, and almost a third (31.7%) want more City Benches.



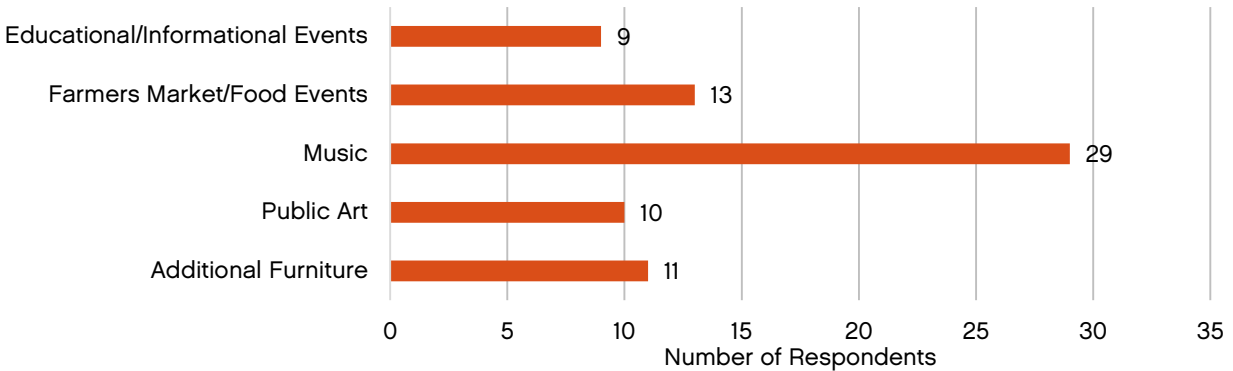
BID Programs & Performance

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 and the Flatiron Partnership, and continue to be a major success. When asked whether they like or dislike them, respondents gave the plazas a 86% approval rating.

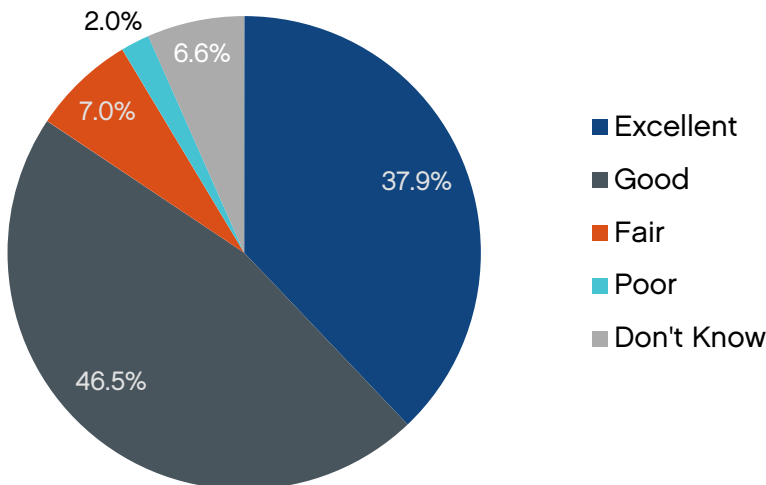


Of the 132 people who responded when asked what, if any, amenities, activities, events or services they wanted to see in the Public Plazas, the most popular responses were:



Marketing and Communications

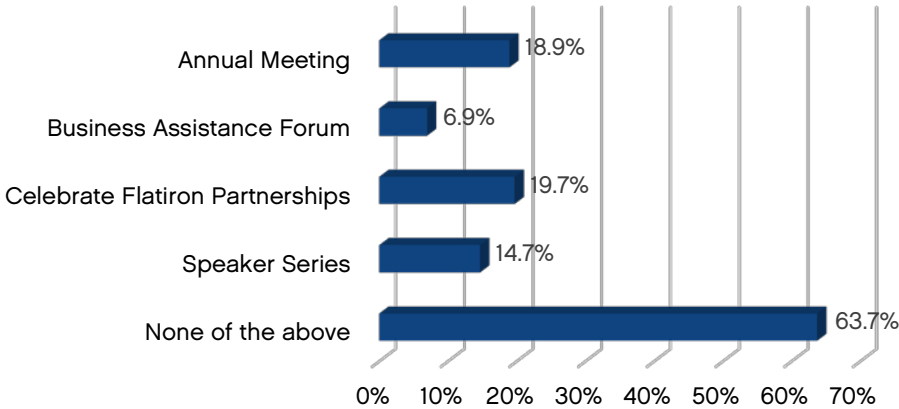
Overall, 84.4% of respondents rate the marketing and communications efforts of the Flatiron/23rd Street Partnership as “good” or “excellent.”



54.3% of respondents stay informed about the Flatiron/23rd Street Partnership via our electronic newsletter, and email blasts, while 17.3% do so through our webpage.

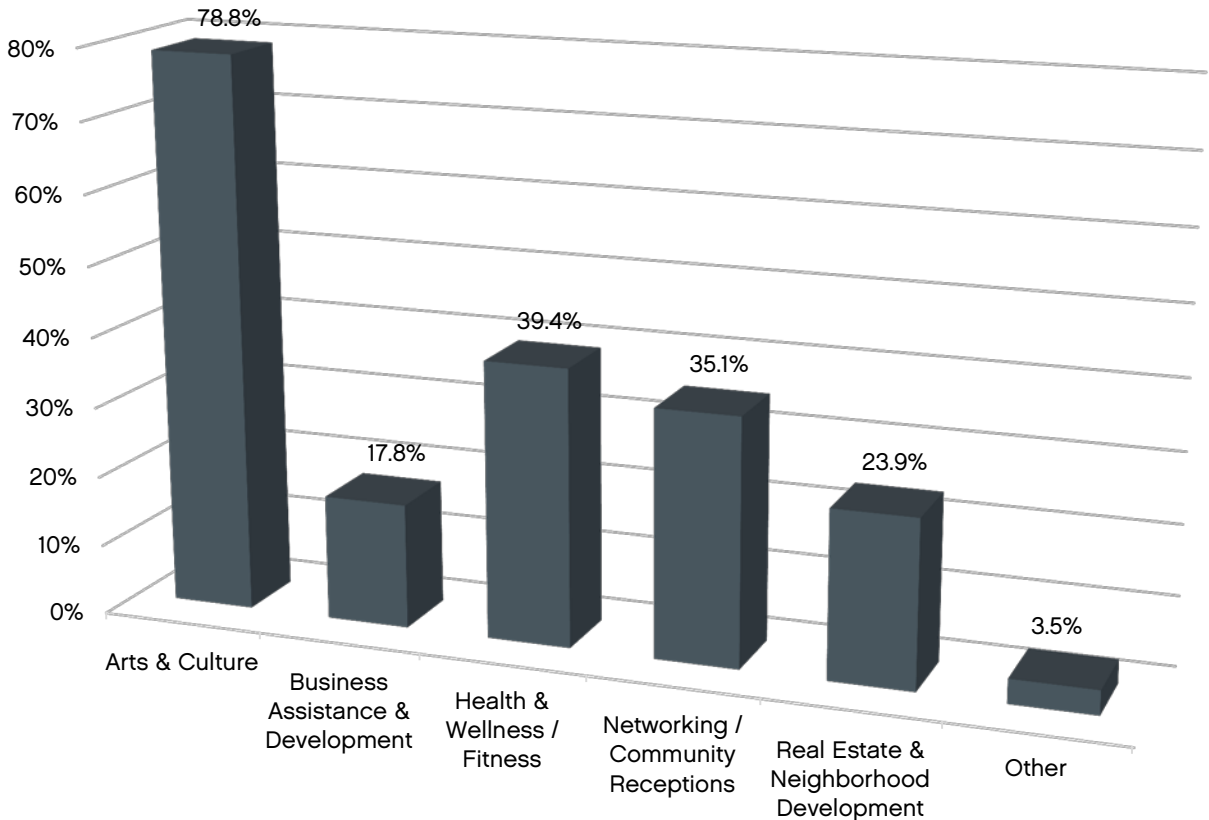
BID Programs & Performance

What Flatiron/23rd Street Partnership events have you attended?



52.9% of respondents were familiar with or participated in the 2014 Flatiron Summer Series, and 51.4% of respondents were familiar with or participated in 23 Days of Flatiron Cheer.

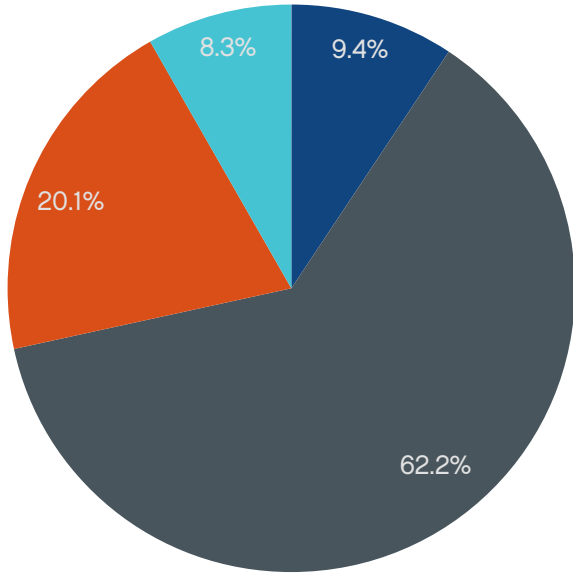
Asked what type of event respondents would like to see the BID plan in the future, the overwhelming favorite was Arts & Culture related programming, which received twice as many responses as any other category.



Flatiron Neighborhood

Citi Bike

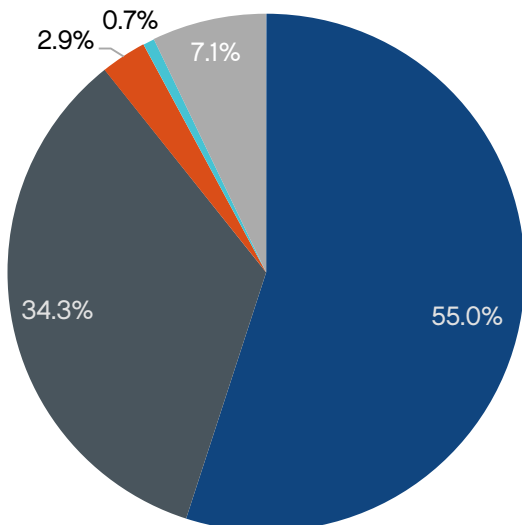
71.6% of respondents approve of the Citi Bike stations in the Flatiron District. Of those that do not like the stations, some concerns were that Citi Bike riders are unsafe and that the stations are not attractive.



- I like the Citi Bike stations and use Citi Bike as my primary commuting mode
- I don't ride Citi Bike often, but I think they are a good addition to the neighborhood
- I don't like the Citi Bike stations
- I haven't noticed the Citi Bike stations in the Flatiron District

District Identity

Asked how the Flatiron/23rd Street Partnership contributed to strengthening district identity, 91.1% of respondents rated the impact on the district as “good” or “excellent.”



- Excellent
- Good
- Fair
- Poor
- Don't Know

65.2% of respondents were familiar with one or more types of BID-branded streetscape item or sponsorship. The most recognized were the Streetlamp Banners (40.5%) and the Discover Flatiron Map Ads (39.4%).

