

2017 BID Community Survey

Summary Report

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

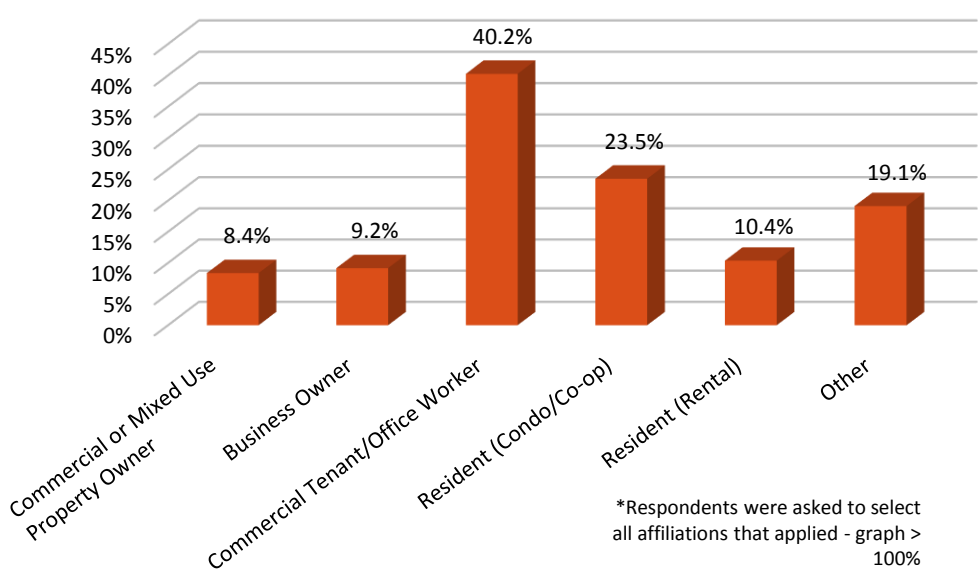
Overview

Between September 13, 2017 and November 16, 2017, 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 16, 2017, 316 respondents had answered the survey questions.

Respondents

Asked about their affiliation with the BID, approximately 251 respondents identified themselves as BID members.



69.1% of survey respondents live or work in the BID, and 32.9% visit the BID at least once a month.

For respondents who do not live or work in the BID, 71.6% indicated that they visit the Flatiron District for dining.

Top Five Favorite Things About the Flatiron District

1. Restaurants and Dining
2. Madison Square Park
3. Central Location
4. Shopping
5. Variety and Diversity

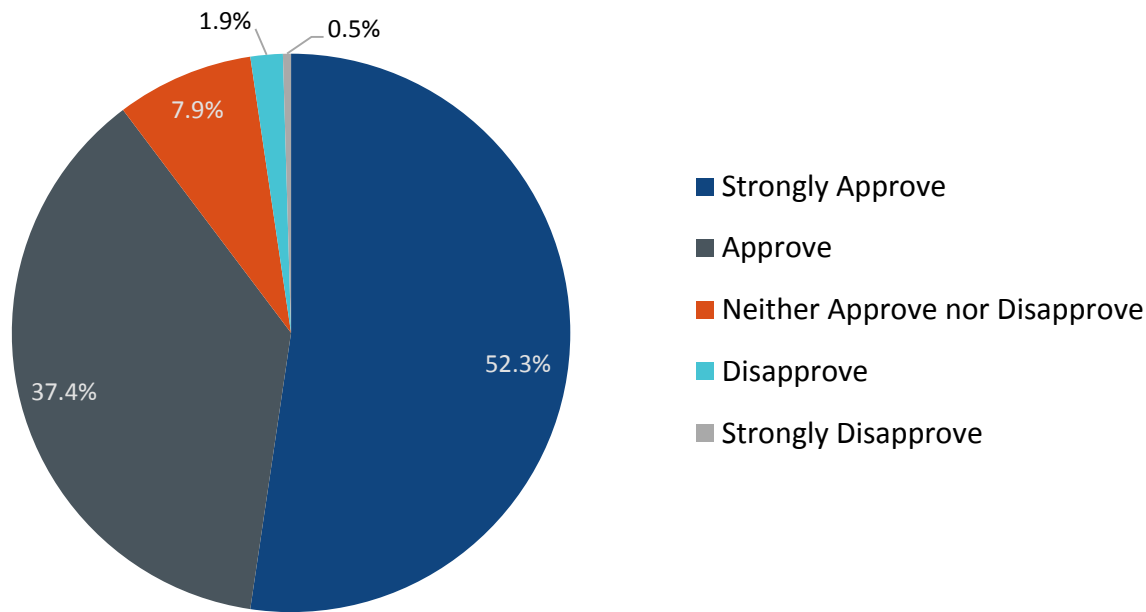
Three Most Important Issues Facing the Flatiron District

1. Homelessness
2. Overcrowding and Noise
3. Affordability

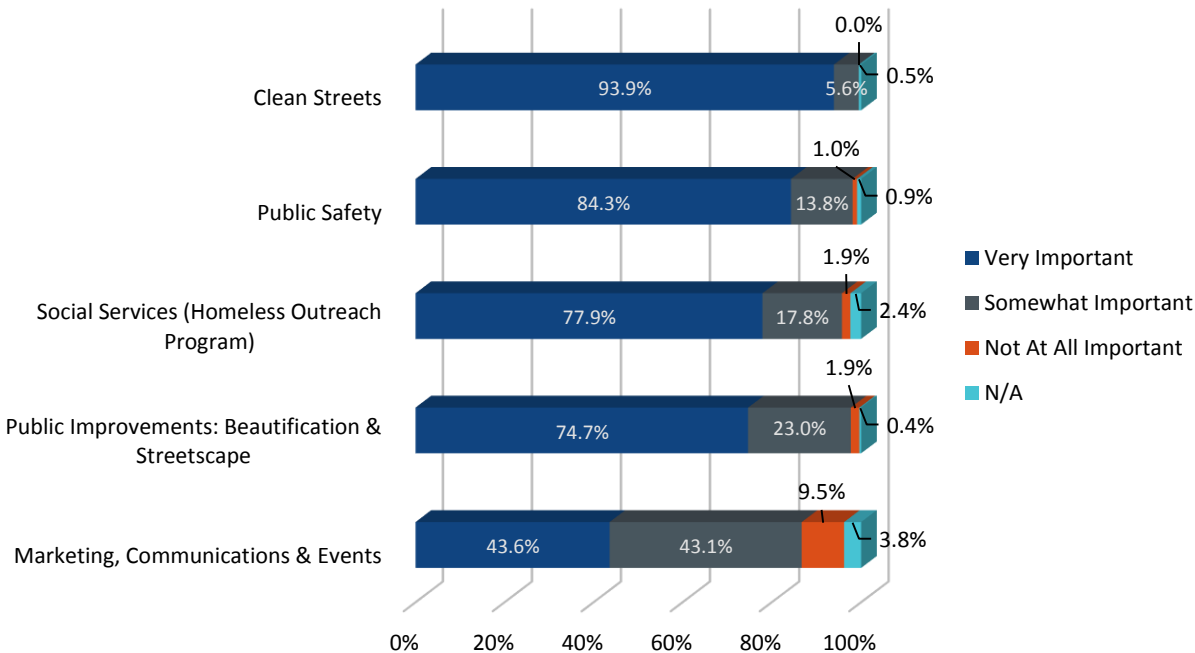
BID Programs & Performance

Overall BID Performance

The Flatiron/23rd Street Partnership received an overwhelming response of approval with 89.7% of respondents answering that they “approve” or “strongly approve” of the job that the BID does.



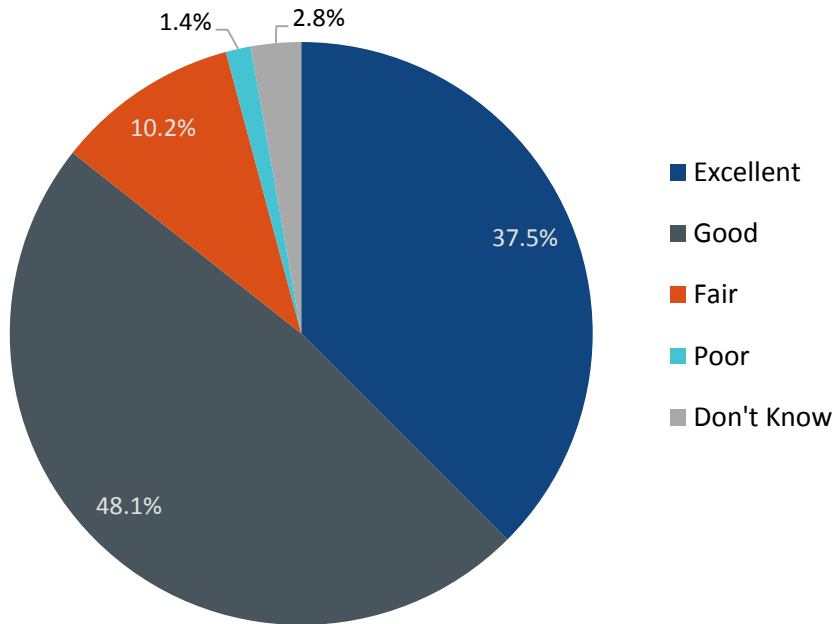
When asked to rank the importance of the BID’s programmatic areas, Clean Streets, Public Safety, and Social Services received the highest ratings of “Very Important.”



BID Programs & Performance

Clean Streets

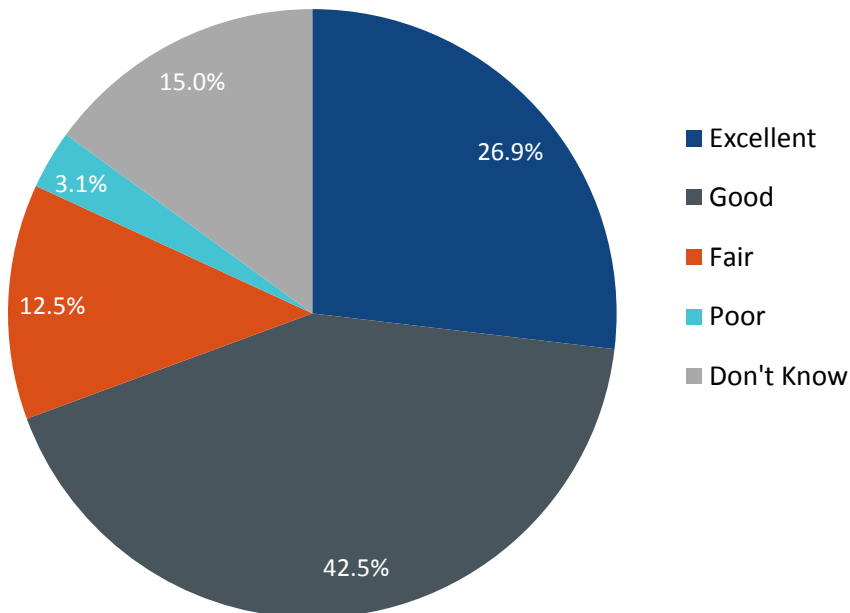
Of those respondents who are aware of the BID’s Clean Streets Program, 85.6% of respondents rate the impact on the district as “good” or “excellent.”



58.1% of respondents said that the BID is cleaner than most neighborhoods in Manhattan, while 31.8% believe it is as clean as other areas.

Public Safety

Of those respondents who are aware of the BID’s Public Safety Program, 69.4% of respondents rate the impact of the Public Safety program on the district as “good” or “excellent.”

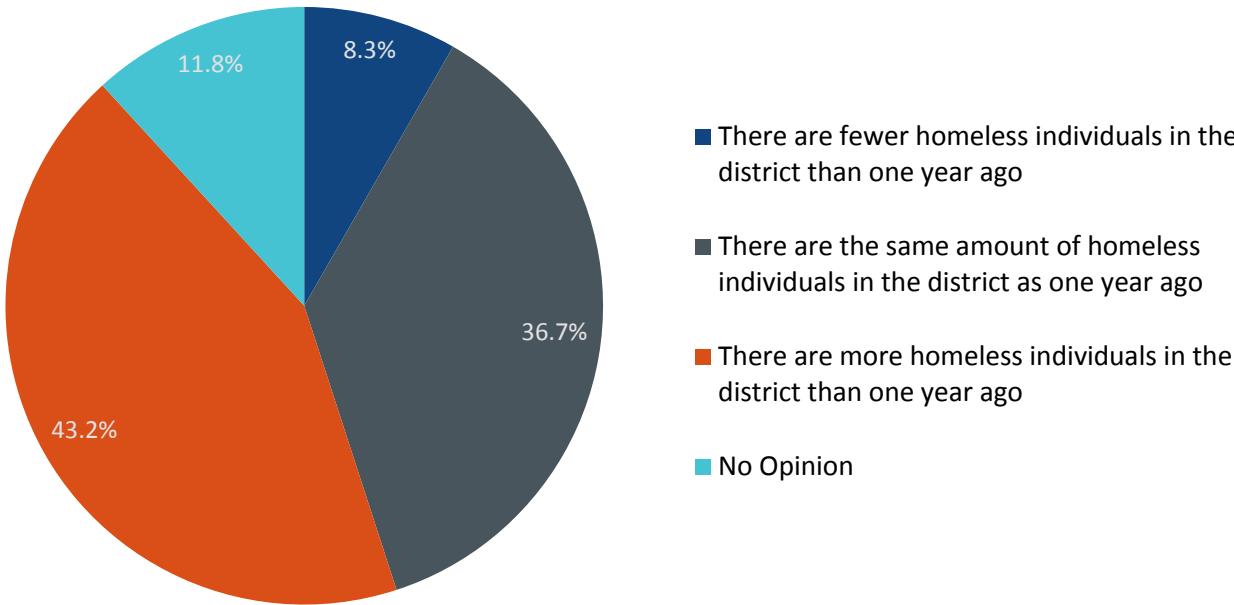


93.1% of respondents said that the BID is safer or as safe as most neighborhoods in Manhattan.

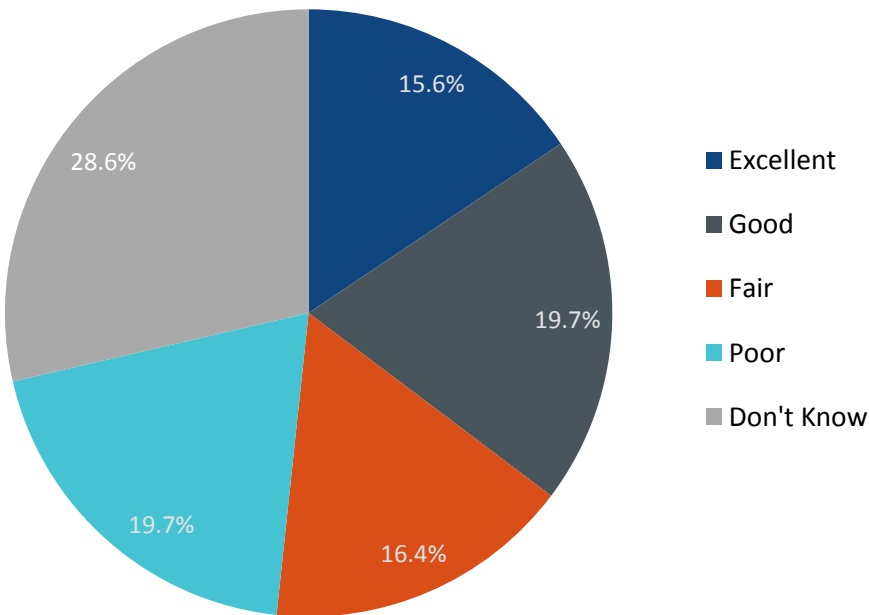
BID Programs & Performance

Social Services

Homelessness is the most important issue facing the district according to respondents. 79.9% of respondents 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, 35.3% of respondents rate the impact on the district as “good” or “excellent.”

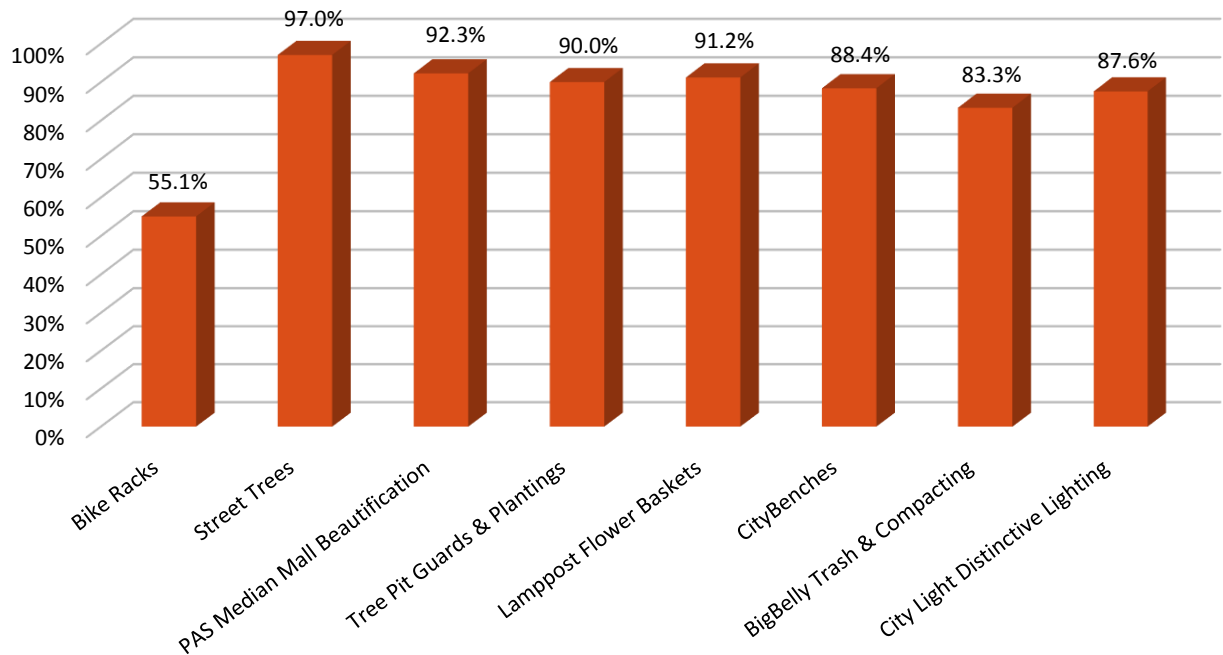


BID Programs & Performance

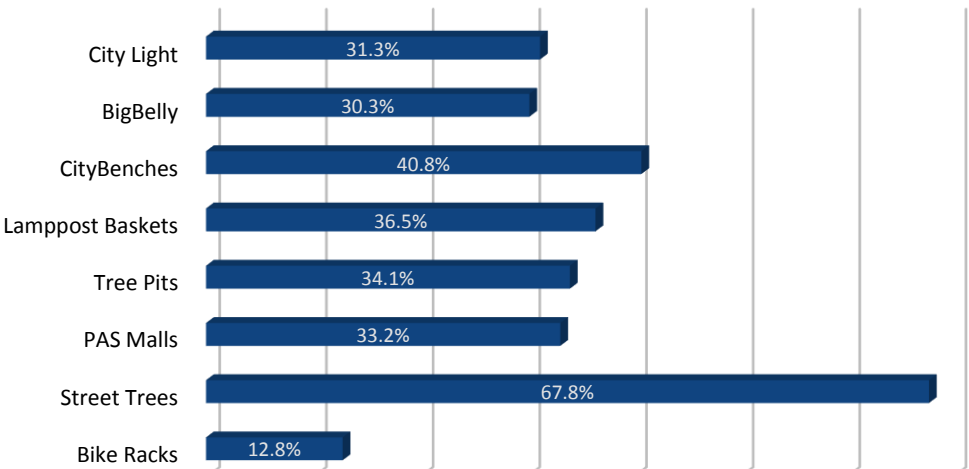
Streetscape Beautification and Enhancements

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 80% or more.

Beautification Approval Ratings



Asked which streetscape and beautification projects respondents would like to see the BID expand in the future, the overwhelming favorite was Street Trees, while CityBenches, Lamppost Flower Baskets, and Tree Pits also received strong positive feedback from survey respondents.

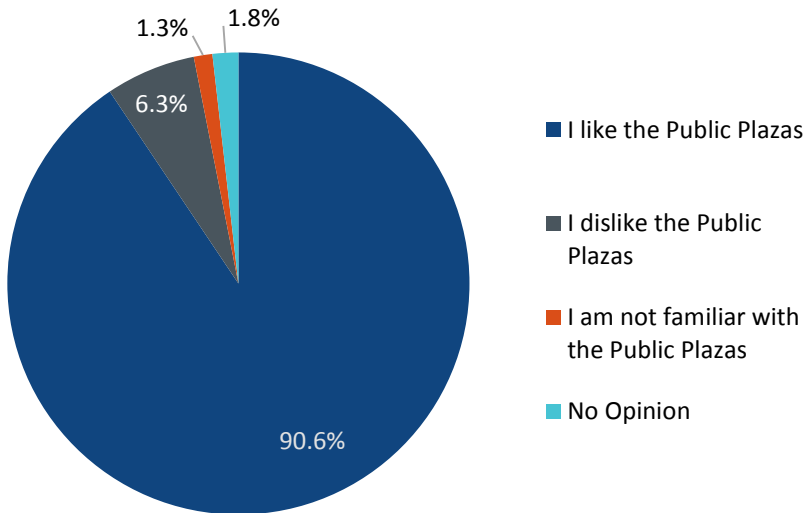


*Respondents were asked to select all choices that applied - graph > 100%

BID Programs & Performance

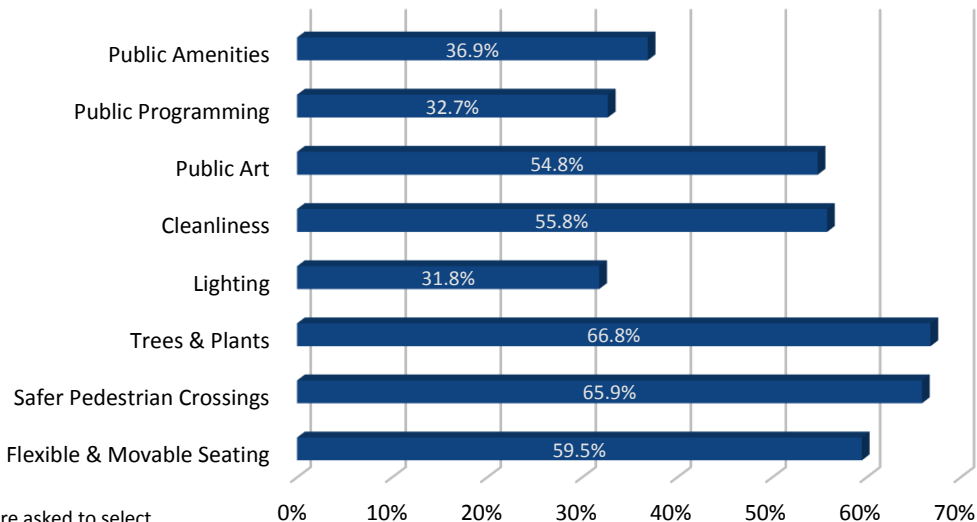
Public Plazas

The Public Plazas at the intersection of 23rd Street, Broadway, and Fifth Avenue were created in 2008, courtesy of the NYC Department of Transportation (DOT) and the Flatiron Partnership, and continue to be a major success. Beginning with a public workshop in November 2015, the BID has been working with the DOT, NYC Department of Parks and Recreation (DPR), and Madison Square Park Conservancy (MSPC) to solicit input from neighborhood stakeholders and members of the public about the permanent design for the Flatiron Public Plazas and Worth Square.



When asked how the permanent design can improve the Public Plazas, survey respondents indicated that enhancing pedestrian safety and adding more greenery were their top two priorities.

When asked which aspects of the Public Plazas respondents like the most, Trees & Plants and Safer Pedestrian Crossings received the highest ratings. Flexible & Movable Seating, Cleanliness, and Public Art also received strong positive feedback from survey respondents.

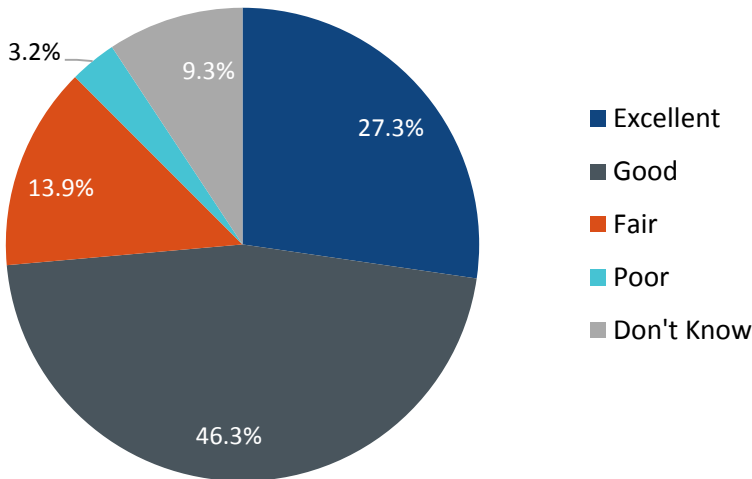


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BID Programs & Performance

Marketing and Communications

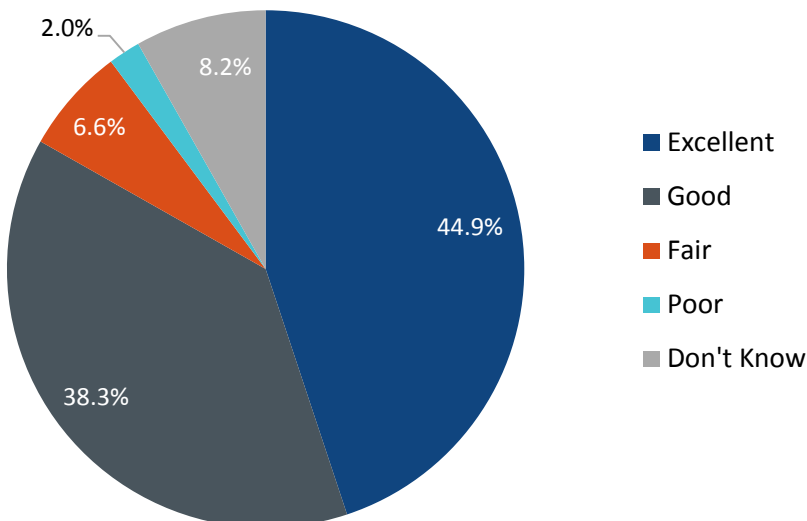
Overall, 73.6% of respondents rate the marketing and communications efforts of the Flatiron/23rd Street Partnership as “good” or “excellent.”



68.5% of respondents stay informed about the Flatiron/23rd Street Partnership via our electronic newsletter, and email blasts, while 21.3% do so through our website.

District Identity

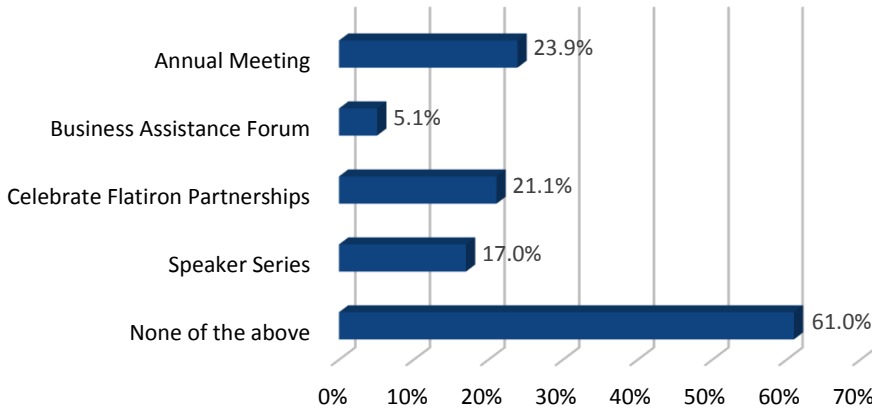
Asked how the Flatiron/23rd Street Partnership contributed to strengthening district identity, 83.2% of respondents rated the impact on the district as “good” or “excellent”.



75.9% of respondents were familiar with one or more types of BID-branded streetscape items or sponsorship. The most recognized were Flatiron Free WiFi (49.5%) and Streetlamp Banners (40.7%).

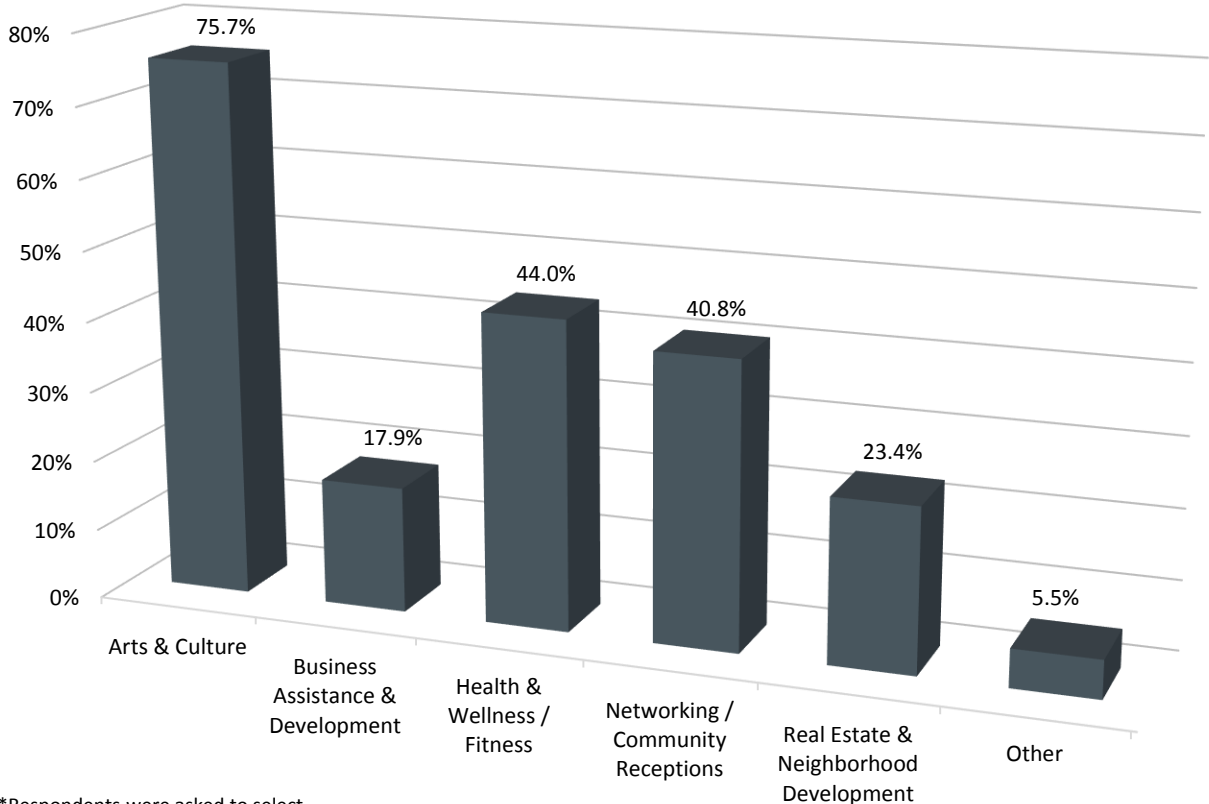
BID Programs & Performance

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



74.0% of respondents were familiar with or participated in the 2017 Flatiron Summer Series, and 58.9% of respondents were familiar with or participated in 23 Days of Flatiron Cheer.

Asked what type of events respondents would like to see the BID produce in the future, the overwhelming favorite was Arts & Culture related programming, while Health & Wellness related programming and Networking & Community Reception events also received strong positive feedback from survey respondents.



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

Flatiron Neighborhood

What People Are Saying About the Neighborhood

A word cloud of the most common descriptions of the Flatiron District.



Top Five Words Used to Describe the Flatiron District

1. Vibrant
2. Busy
3. Fun
4. Trendy
5. Clean