

FLATIRON

2024 Community Survey Report



NOMAD



Partnership Mission

We are the Flatiron NoMad Partnership and we serve the businesses, people, and places that help make this district one of Manhattan's most iconic and authentic destinations. Home to a range of retailers and employers, cultural and educational institutions, and a thriving residential community, the Flatiron NoMad Business Improvement District (BID) is a center of activity. From neighborhood enhancements and community building initiatives to the championing of district businesses, we celebrate the quintessential New York attitude with a contemporary edge. Read about our six program areas below.

SANITATION

Clean streets, sidewalks, plazas, and public amenities are foundational to our thriving district. Our Clean Team keeps these spaces inviting to the tens of thousands of residents, commuters, and visitors who enjoy them every day.

PUBLIC SAFETY

Our Public Safety Officers (PSOs) wear many hats to ensure that Flatiron and NoMad are safe and welcoming to all. Their efforts supplement the services of the New York City Police Department (NYPD) and other City-agency partners.

HOMELESS OUTREACH

We are committed to offering a helping hand to those most in need in Flatiron and NoMad. Since 2007, we have worked with social services professionals from the New York City nonprofit organization Urban Pathways to assist people experiencing homelessness in the area.

MARKETING & EVENTS

Our marketing and events serve as the neighborhood cheerleader and megaphone: amplifying the messaging of our businesses and connecting them with enthusiastic locals, visitors, and a network of likeminded entrepreneurs.

STREETSCAPE & BEAUTIFICATION

Since our inception, we have provided the vision, placemaking, and daily tender loving care that have made beautiful public spaces a hallmark of Flatiron and NoMad. We're tireless advocates for Flatiron and NoMad people-first places and spaces that are beautiful, safe, and accessible for all.

DISTRICT ADVOCACY

The interests of Flatiron and NoMad's residents, employees, merchants, property owners, and visitors drive everything we do. That means not only providing our core services, but also communicating with government leaders about our district's needs and working with them on solutions.

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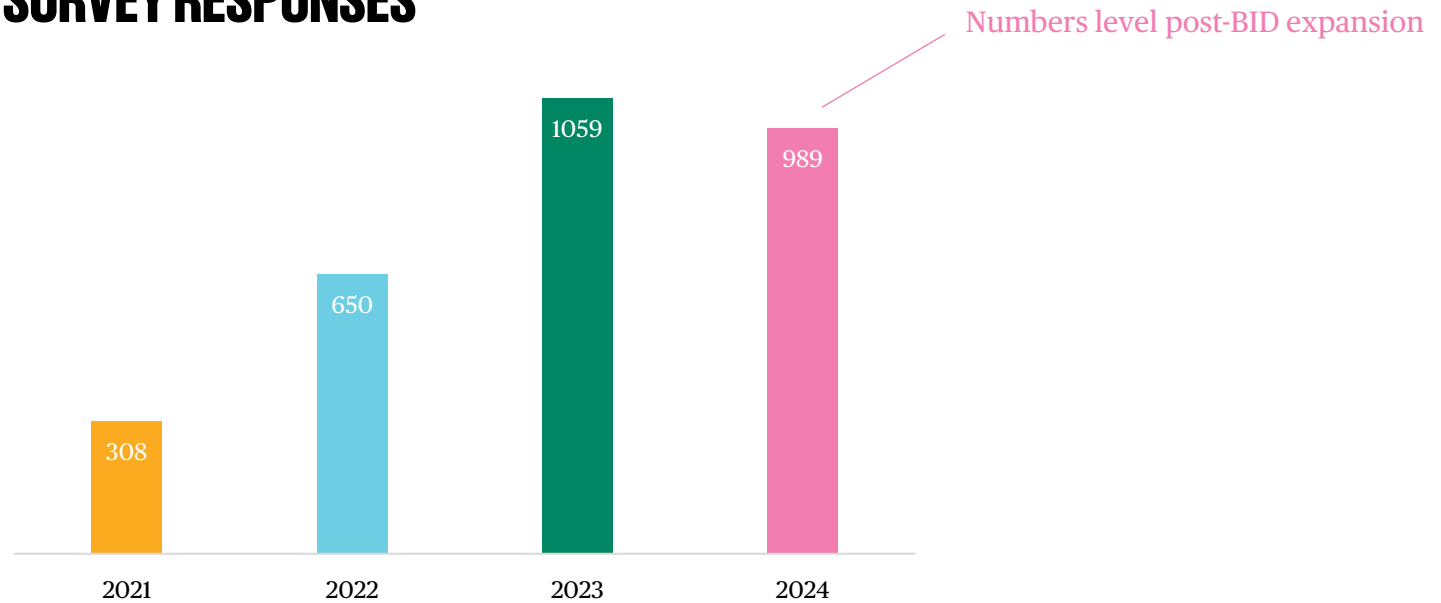
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MAJOR FINDINGS

Takeaway 1: The Partnership’s response audience stabilized one year after expanding services and continues to diversify.

SURVEY RESPONSES

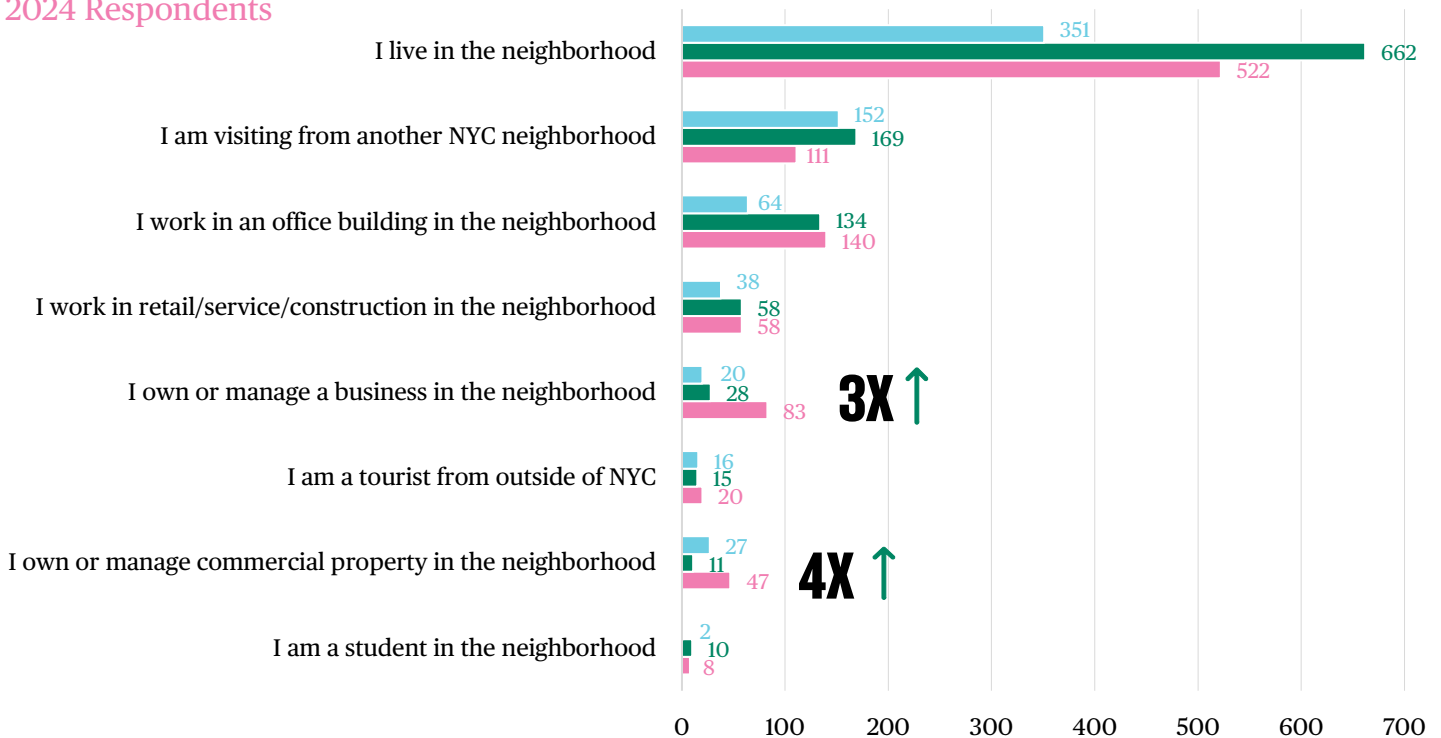


INCREASE IN BUSINESS & PROPERTY OWNER RESPONSE

2022 Respondents

2023 Respondents

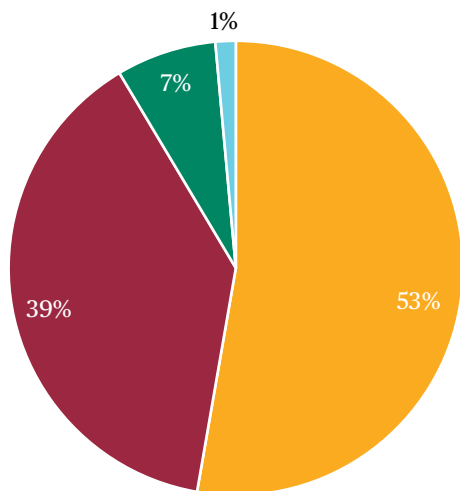
2024 Respondents



Takeaway 2: Compared to other neighborhoods, Flatiron and NoMad have improved perceptions of cleanliness and homelessness.

CLEANLINESS COMPARED TO OTHER NEIGHBORHOODS

Much cleaner
About the same
Less clean
Much less clean



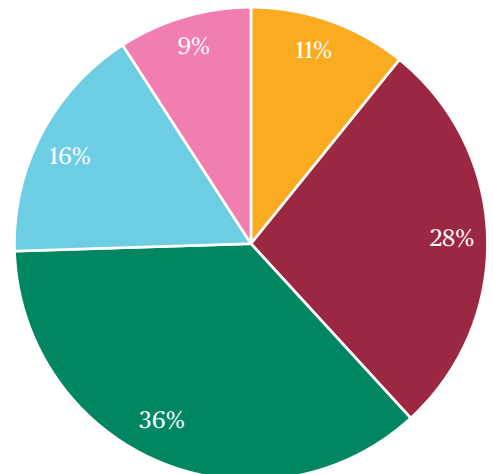
92%

Cleanliness
rating

+18% from 2023

HOMELESSNESS COMPARED TO OTHER NEIGHBORHOODS

Much less prevalent
Slightly less prevalent
Same
Slightly more prevalent
Much more prevalent



75%

Homelessness
rating

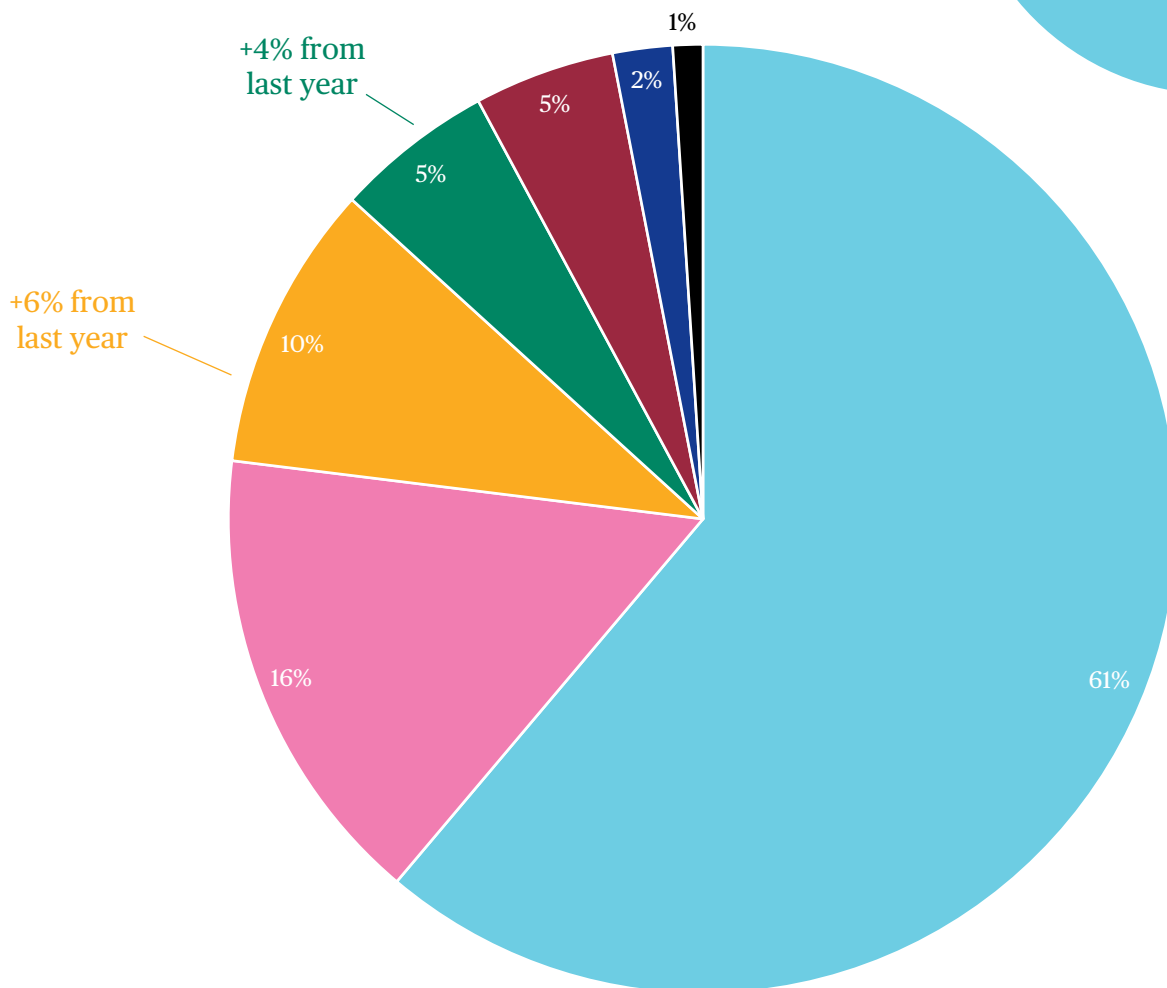
+4% from 2023

Takeaway 3: Flatiron and NoMad remain pedestrian-first neighborhoods, while seeing increased bicycle and commuter rail trips.

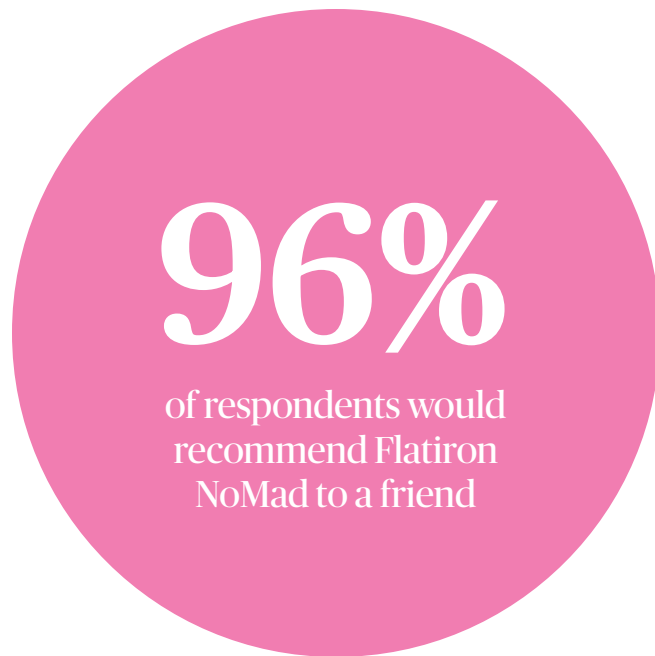
PRIMARY MODE OF TRANSPORTATION

Walk
Subway
Bicycle
Commuter rail (PATH, LIRR, Metro North, NJ Transit) or regional bus
MTA bus
Rideshare (Uber, Lyft, yellow cab)
Drive

97%
of respondents walk, bicycle, or use public transportation



Takeaway 4: Respondents recommend Flatiron and NoMad and are eager to know what's happening in the area.



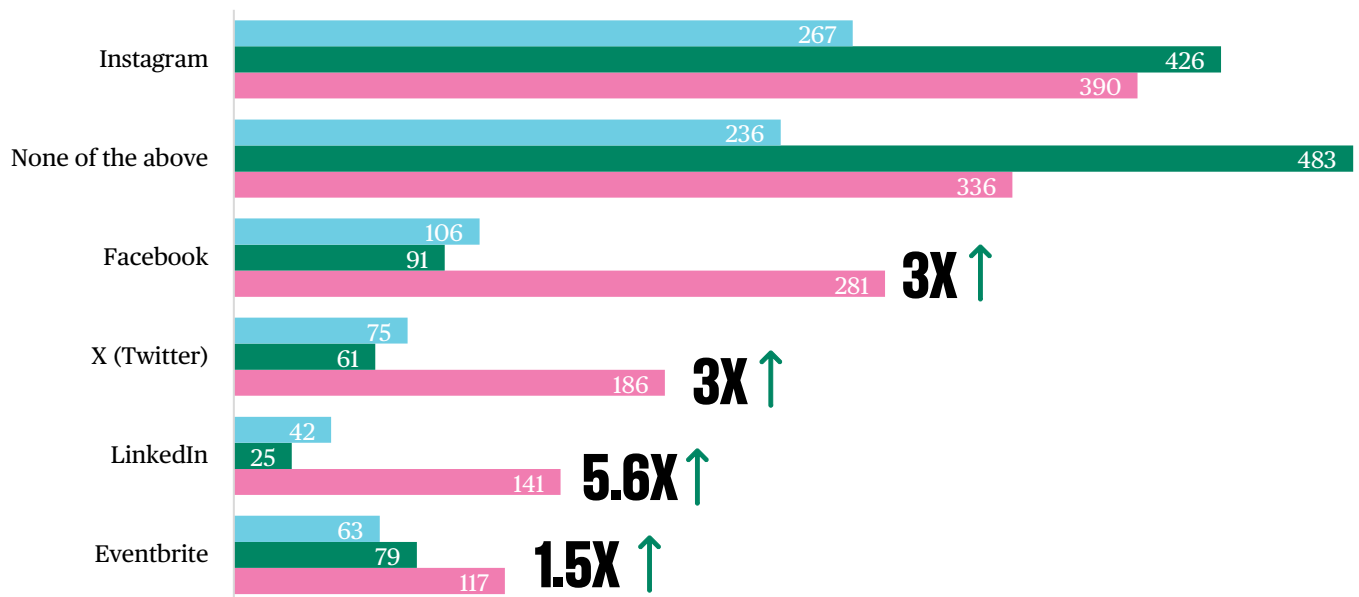
DESIRED CONTENT

Most desired content two years in a row

1. Local events recommendations
2. Local business promotion (New Neighbors, Roundups, etc.)
3. Neighborhood press and news
4. Neighborhood alerts (street closures, parades, film shoots, etc.)
5. Neighborhood data and statistics

INCREASED SOCIAL MEDIA FOLLOWING

2022 2023 2024



GENERAL RESULTS

989 Respondents

12%

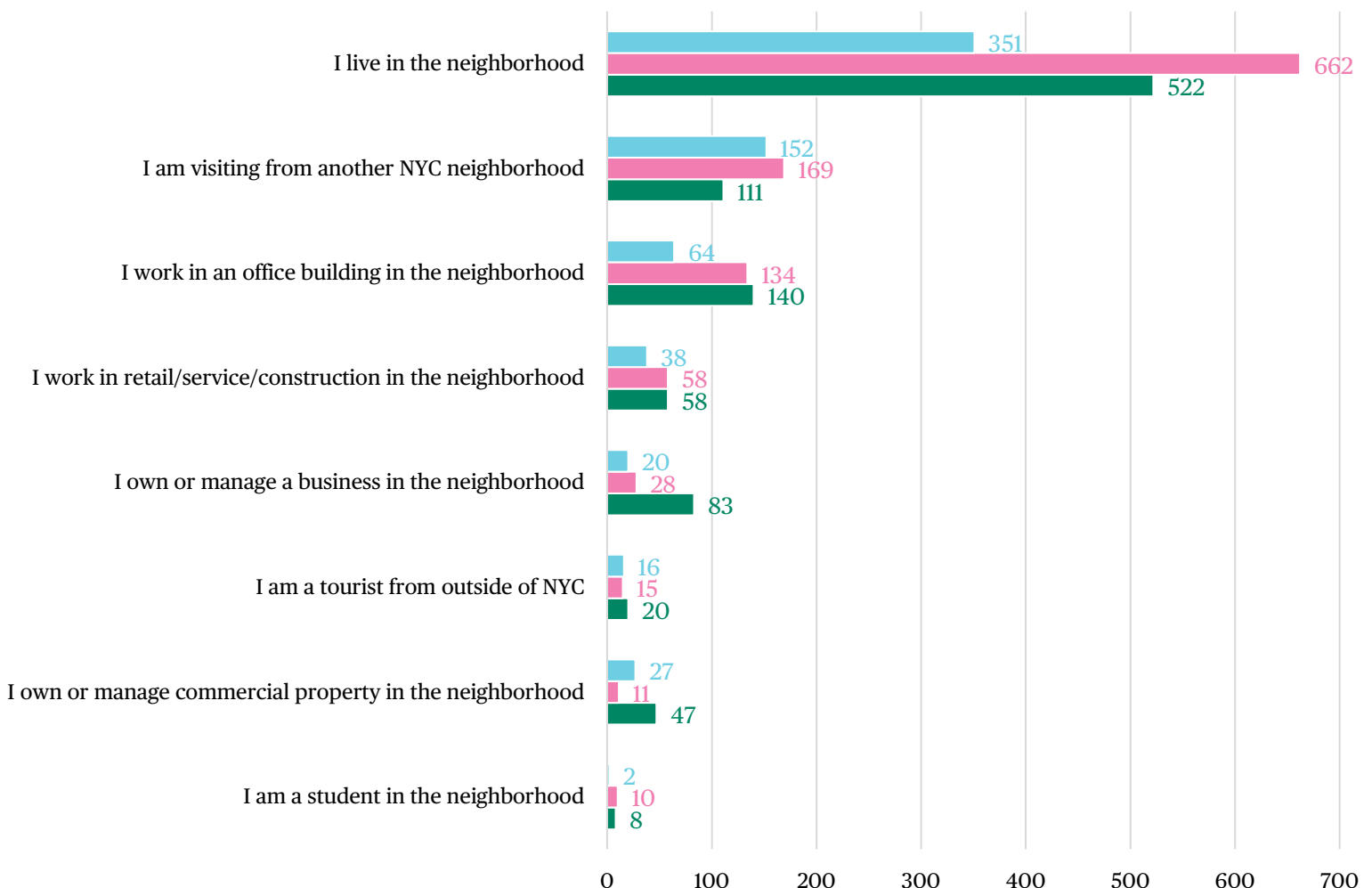
of respondents also
took the 2023
Survey

AFFILIATION TO FLATIRON & NOMAD

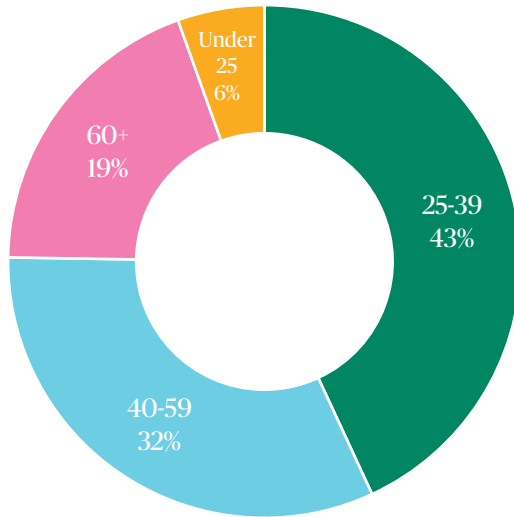
2022 Respondents

2023 Respondents

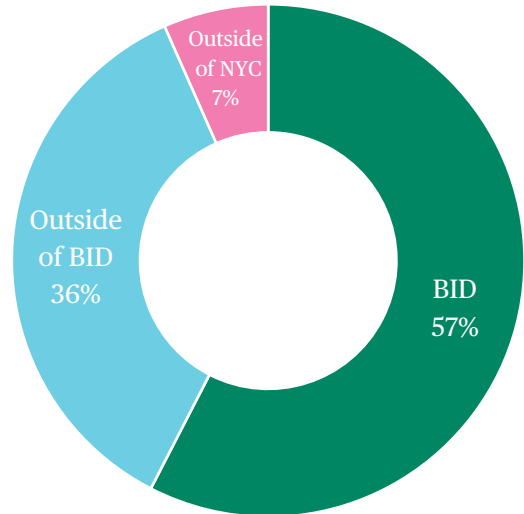
2024 Respondents



AGE

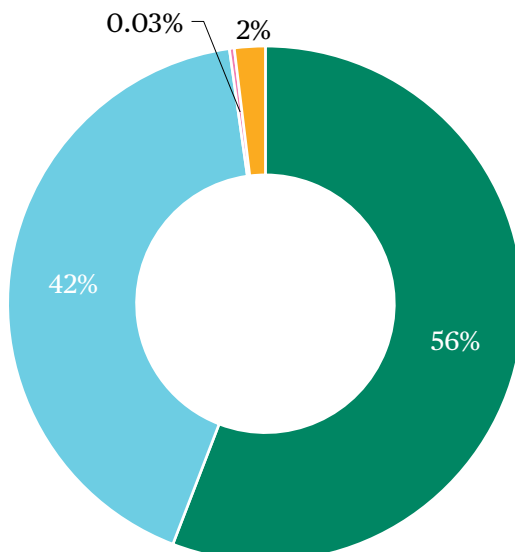


LOCATION



GENDER

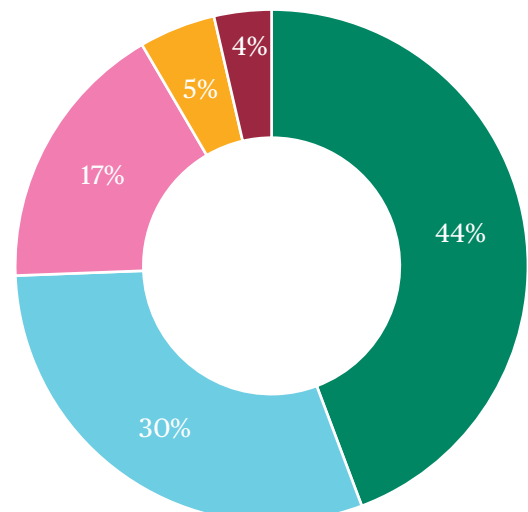
Female
Male
Non-Binary
Prefer Not to Say



VISITATION FREQUENCY

(excluding residents and tourists)

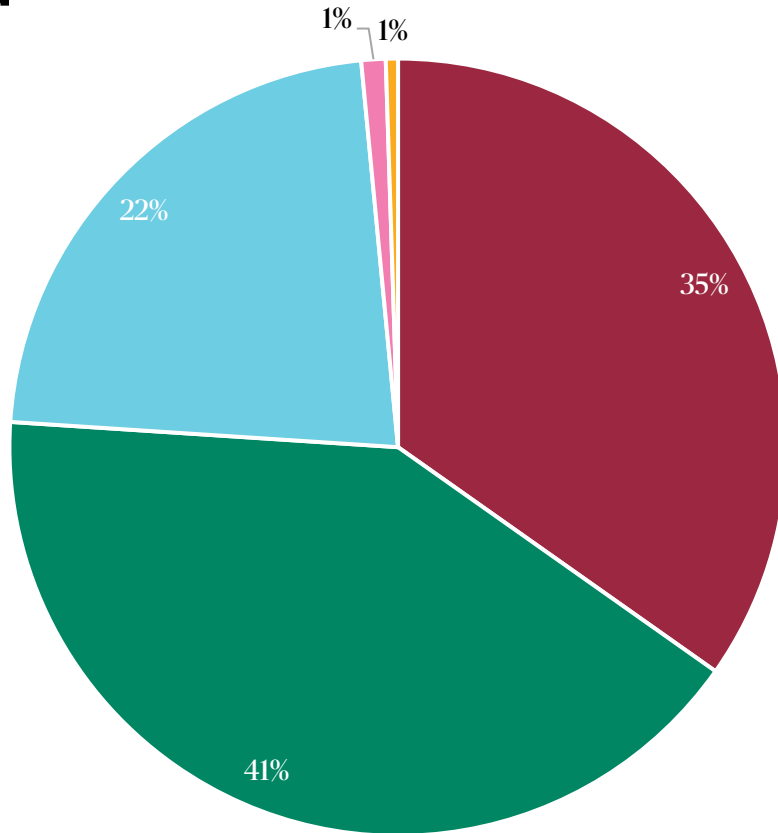
5+ days per week
3-4 days per week
1-2 days per week
Once a month
I work remotely



81% of respondents
shared that their in-office
policies will not change

2024 APPROVAL RATING

Strongly Approve
Approve
Neutral
Disapprove
Strongly Disapprove



CHALLENGES FOR THE PARTNERSHIP TO PRIORITIZE

1. Bicycle / Pedestrian Safety & Infrastructure
2. Homeless Outreach
3. Greenery / Street Beautification (planters, trees, etc)
4. Community Programming & Events / Family Activities
5. Public Safety
6. Sanitation (trash, graffiti, etc.)
7. Public Art
8. Public Seating

Bicycle Safety/Pedestrian Safety rose from #3 in 2023 to #1 in 2024

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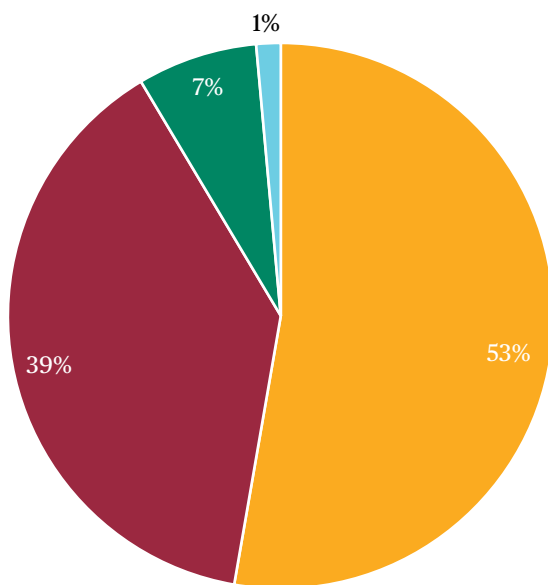
PROGRAM AREAS

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Field Operations Results

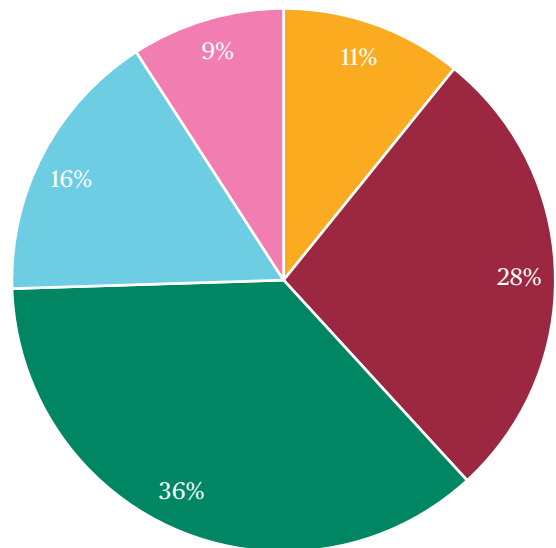
CLEANLINESS COMPARED TO OTHER NEIGHBORHOODS

Much cleaner
About the same
Less clean
Much less clean

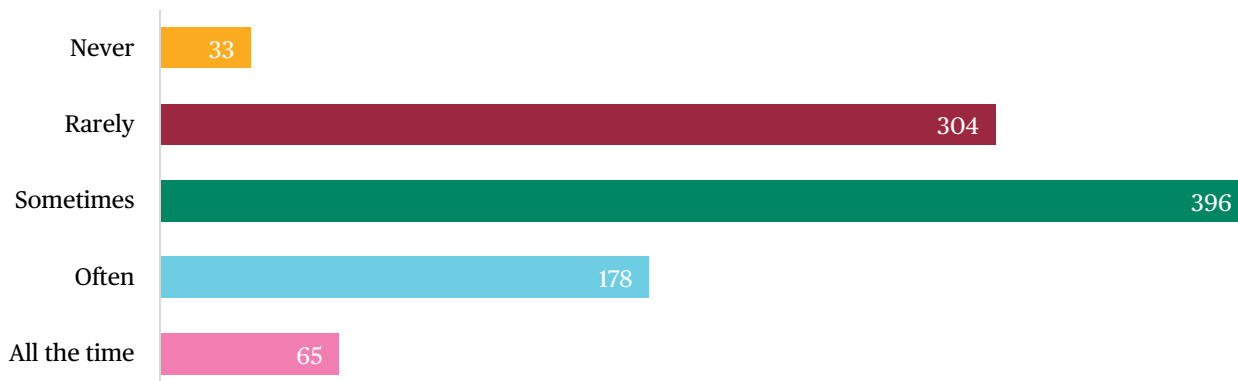


HOMELESSNESS COMPARED TO OTHER NEIGHBORHOODS

Much less prevalent
Slightly less prevalent
Same
Slightly more prevalent
Much more prevalent

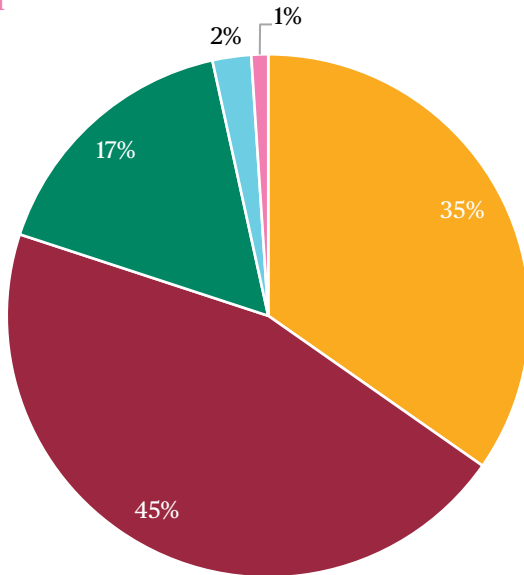


HOW OFTEN DO YOU SEE TRASH/GRAFFITI?



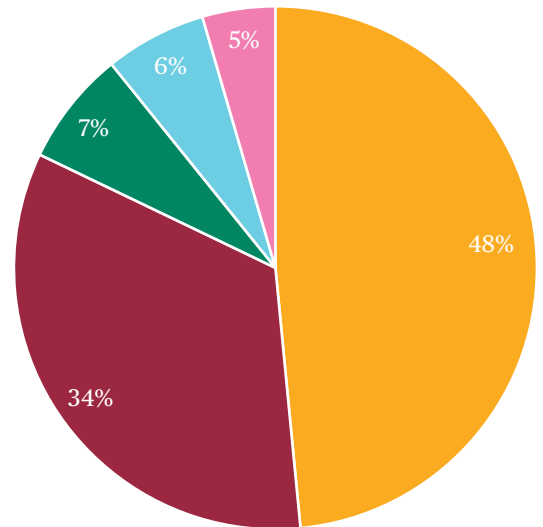
HOW OFTEN DO YOU FEEL SAFE?

All the time
Often
Sometimes
Rarely
Never

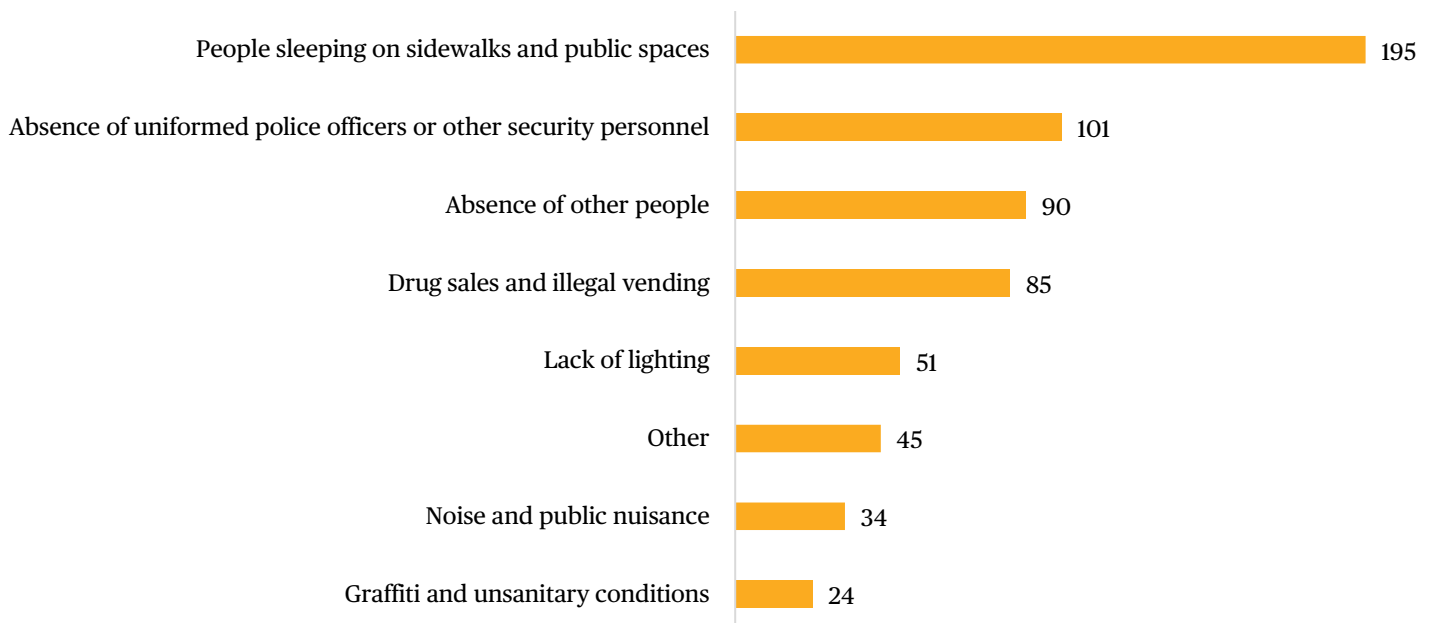


WHEN DO YOU FEEL MOST UNSAFE?

Overnight (1am-6am)
Evening (7pm-12am)
Afternoon (3pm-6pm)
Midday (11am-2pm)
Morning (6am-10am)



WHICH CONDITION MAKES YOU FEEL MOST UNSAFE?

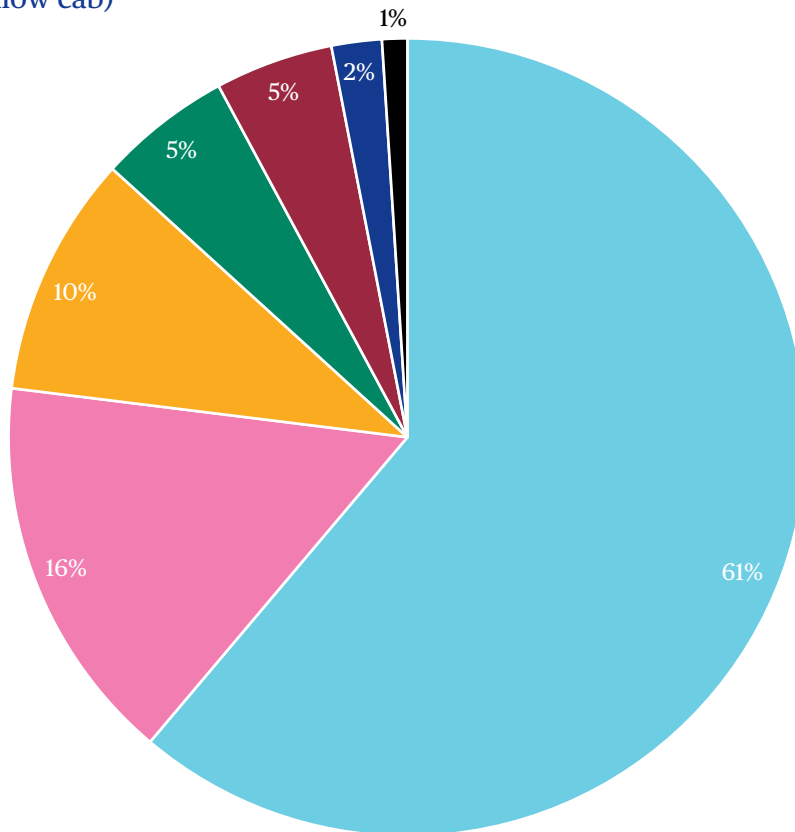


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Streetscape Results

PRIMARY MODE OF TRANSPORTATION

Walk
Subway
Bicycle
Commuter rail (PATH, LIRR, Metro North, NJ Transit) or regional bus
MTA bus
Rideshare (Uber, Lyft, yellow cab)
Drive



TRANSPORTATION CHALLENGES

1. Pedestrian safety and sidewalk access / right-of-way (non-permitted vending, sidewalk dining, signage and clutter, etc.)
2. Curb access (commercial deliveries, online orders, bus stops, rideshare pick-up/drop-off, etc.)
3. Illegal parking (double-parking, parking in bike lanes, obstructing crosswalks, etc.)
4. Unsafe bicycling (including dangerous use of e-bikes, scooters, and mopeds)
5. Unsafe driving (speeding and dangerous use of motor vehicles)
6. Lack of bicycle infrastructure

DESIRED CORRIDOR UPGRADE EFFORTS

1. Sixth Avenue
2. Fifth Avenue
3. 23rd Street
4. Madison Avenue
5. Park Avenue South

DESIRED BEAUTIFICATION EFFORTS

1. Curbside trash containers
2. Bike parking racks and corrals
3. Festive lighting
4. Public plazas and Open Streets
5. Outdoor dining (sidewalk and/or curbside)
6. Citi Bike stations
7. Public art installations
8. Playgrounds and outdoor recreation space
9. Sidewalk benches and public seating areas
10. Sidewalk planters and street trees

In 2023 “Curbside trash containers” ranked #6

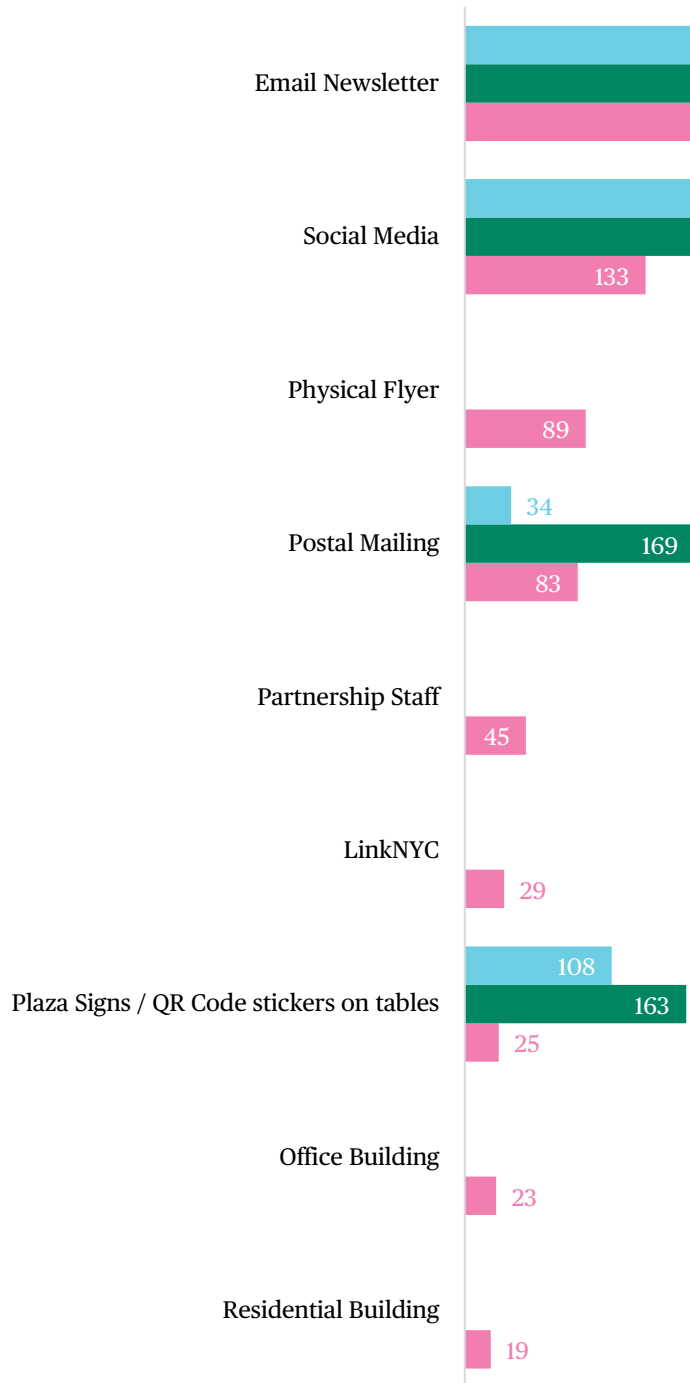


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Marketing & Events Results

SURVEY ACCESS

2022 2023 2024



55%

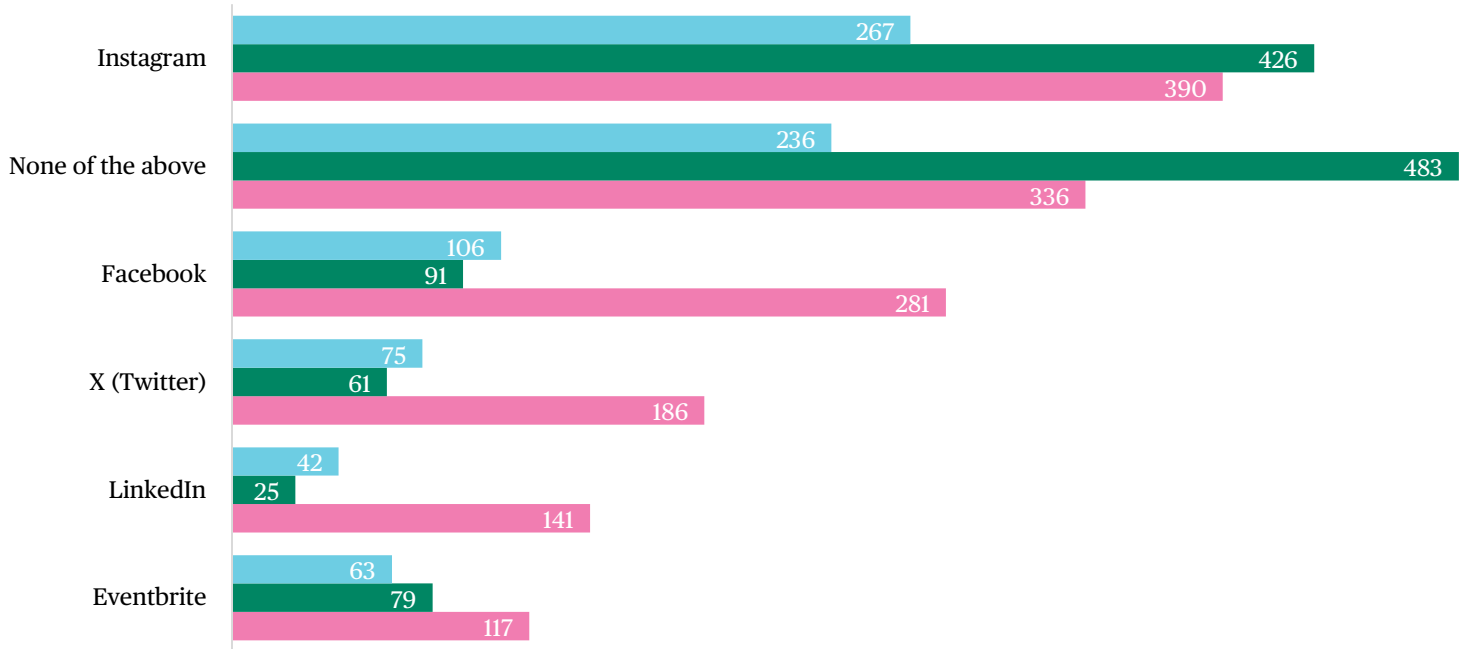
of respondents
accessed via
newsletter

66.5%

of respondents have
heard about the Flatiron
NoMad Partnership

SOCIAL MEDIA FOLLOWING

2022 2023 2024



DESIRED CONTENT

1. Local events recommendations
2. Local business promotion (New Neighbors, Roundups, etc.)
3. Neighborhood press and news
4. Neighborhood alerts (street closures, parades, film shoots, etc.)
5. Neighborhood data and statistics

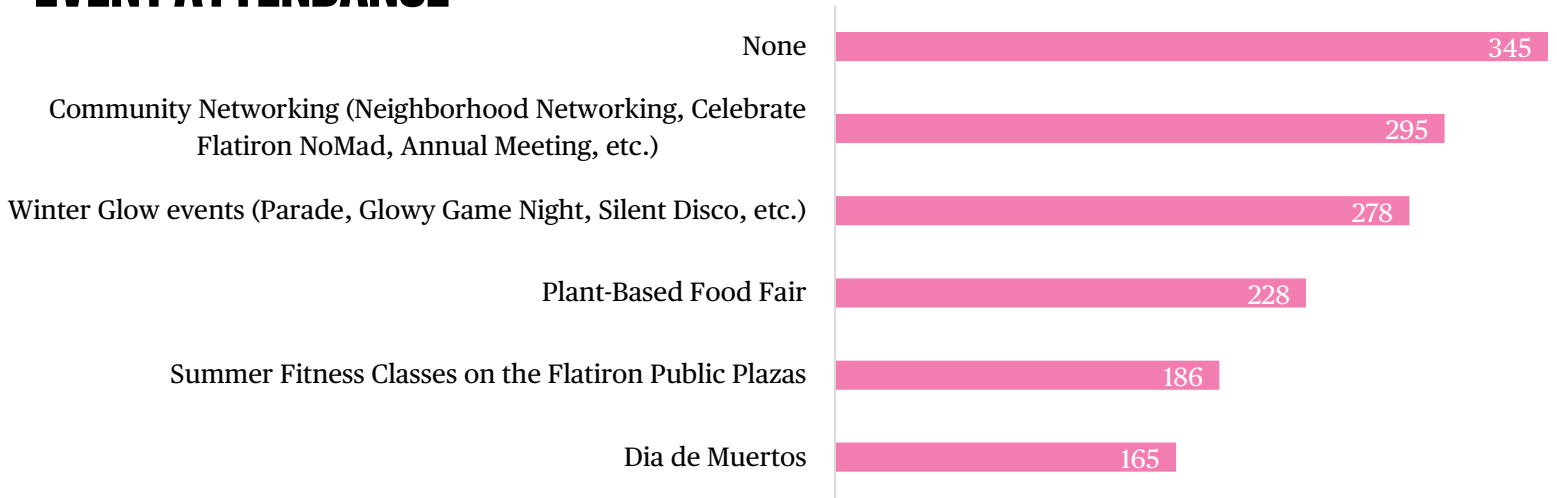
INFORMATION ACCESS

1. Newsletter
2. Website
3. Social media
4. Plaza signs
5. Eventbrite
6. News Outlets

96%

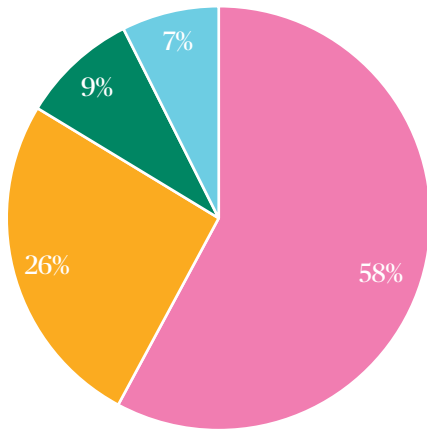
of respondents would
recommend Flatiron
NoMad to a friend

EVENT ATTENDANCE



ABSENT ATTENDEES

Was not aware of event
Not available during event time
Not interested in event topic
Other



DESIRED EVENT TIMES

1. Saturday
2. Monday
3. Thursday
4. Tuesday
5. Wednesday
6. Friday

1. Afternoon (3pm-6pm)
2. TIE: Evening (after 7pm) / Midday (11am-2pm)
3. Morning (before 9am)

DESIRED EVENTS

2023 2024



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