

2015 BID Community Survey

Summary Report

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

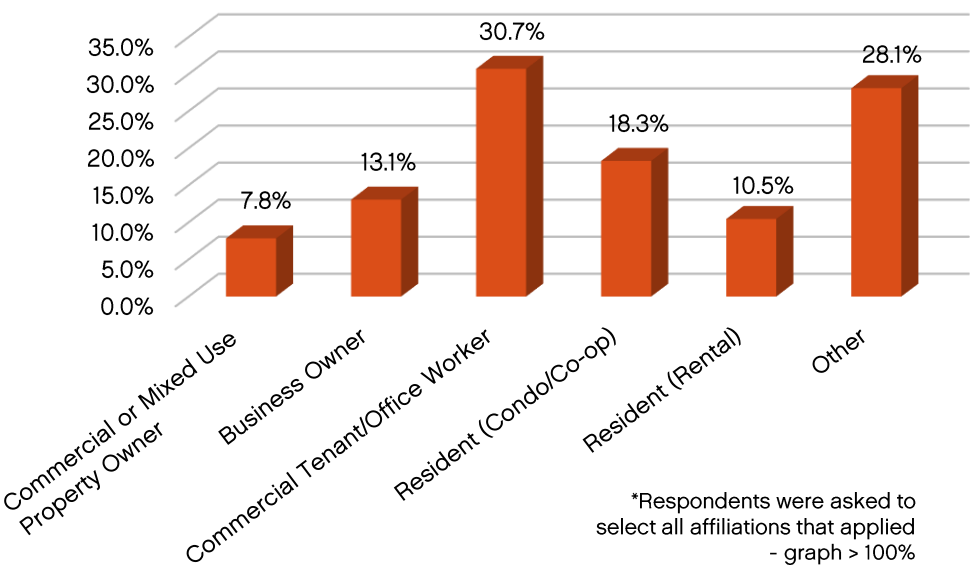
Overview

Between September 29, 2015 and November 16, 2015, 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, 2015, 191 respondents had answered the survey questions.

Respondents

Asked about their affiliation with the BID, approximately 153 respondents identified themselves as BID members.



62.9% of survey respondents live or work in the BID, and 31.2% 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. Restaurants and Dining
2. Madison Square Park
3. Central Location
4. Shopping
5. Variety and Diversity

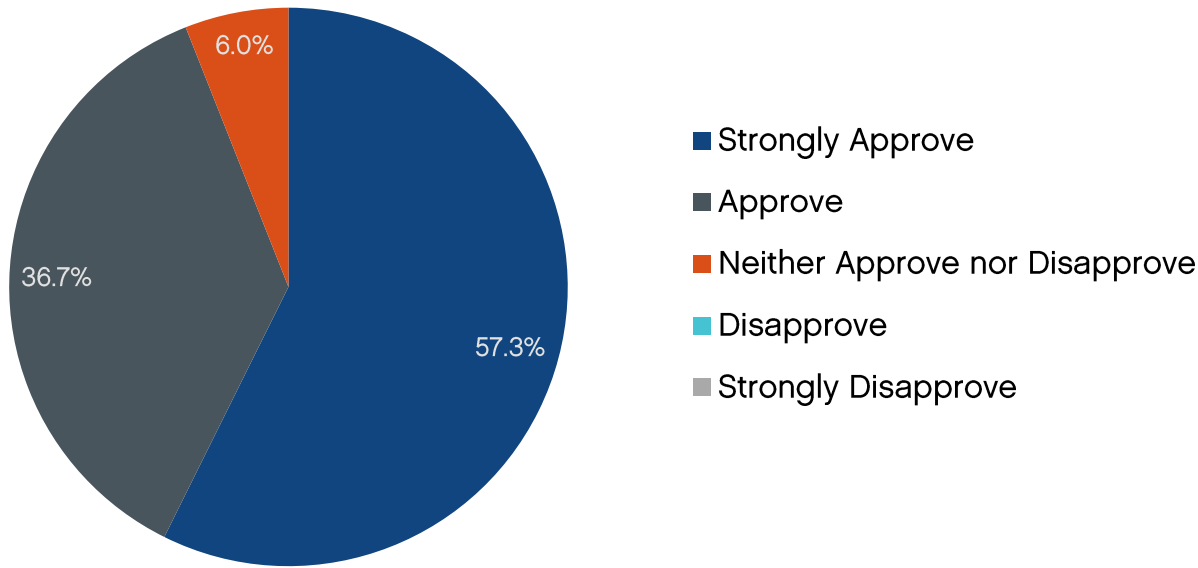
3 Most Important Issues Facing the Flatiron District

1. Homelessness
2. Affordability and Rising Costs
3. Over-development

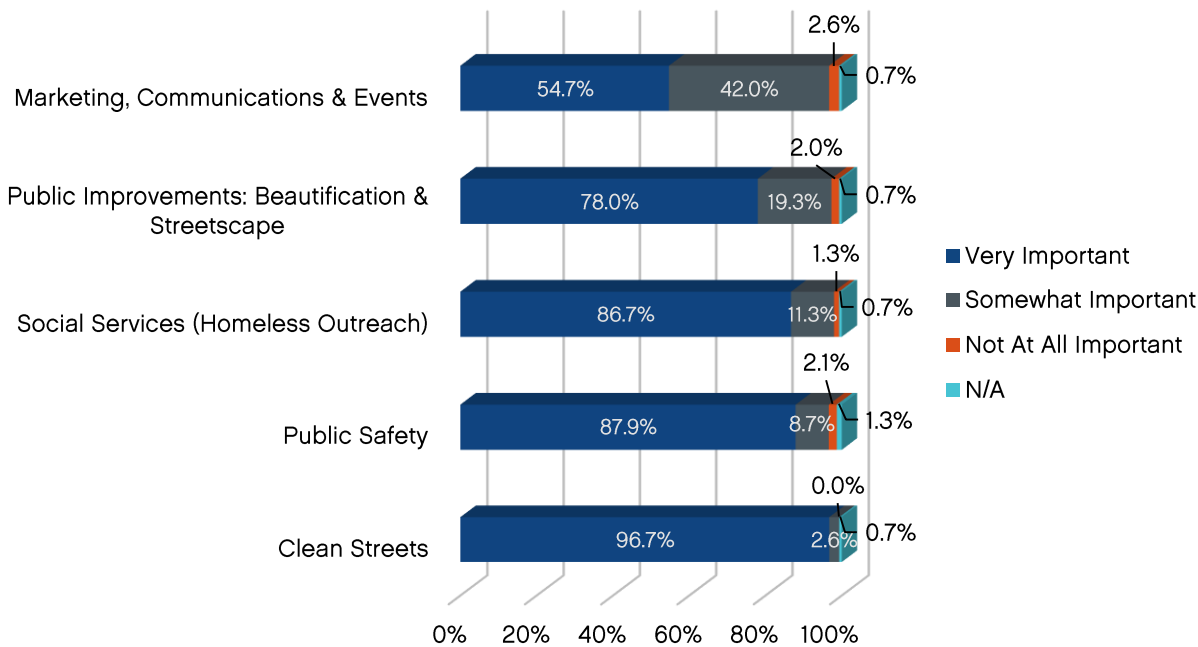
BID Programs & Performance

Overall BID Performance

The Flatiron/23rd Street Partnership received an overwhelming response of approval with 94.0% of respondents answering that they “approve” or “strongly approve” of the job that the BID does. Zero respondents answered that they “disapprove” or “strongly disapprove” of the job that the BID does.



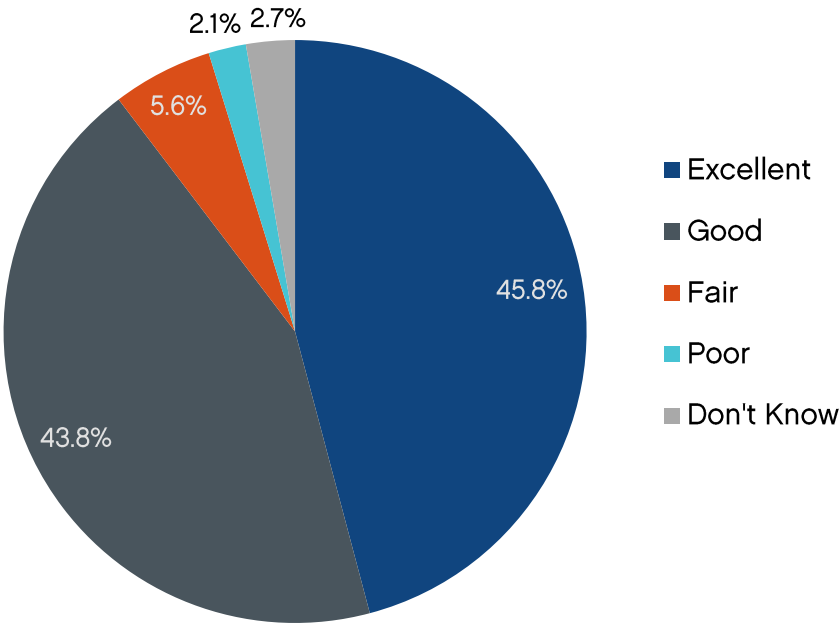
When asked to rank the importance of the BID’s programmatic areas, Clean Streets, Public Safety, and Social Services received the highest ratings of “Very Important.”



BID Programs & Performance

Clean Streets

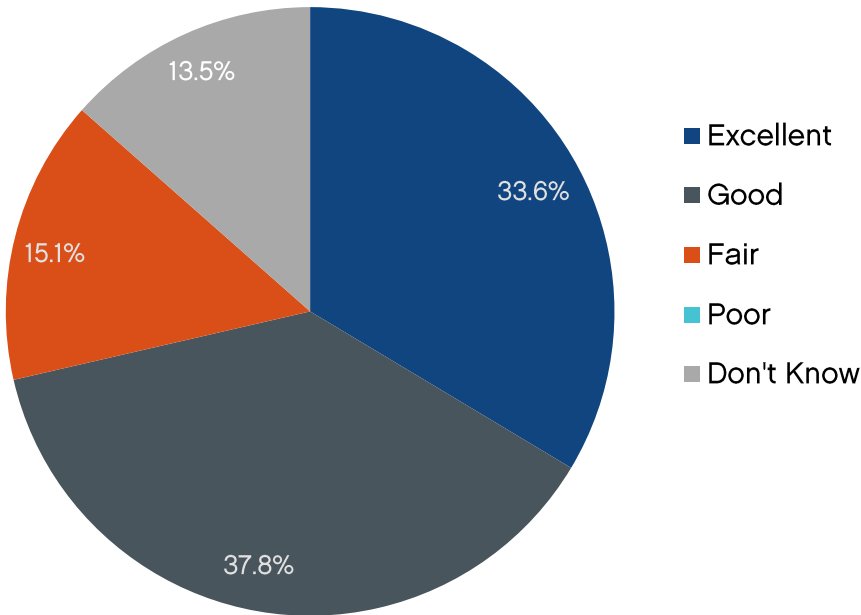
Of those respondents who are aware of the BID’s Clean Streets Program, 89.6% rate the impact on the district as “good” or “excellent.”



61% 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, 71.4% rate the impact of the Public Safety program on the district as “good” or “excellent.” Zero respondents rate the impact on the district as “poor.”

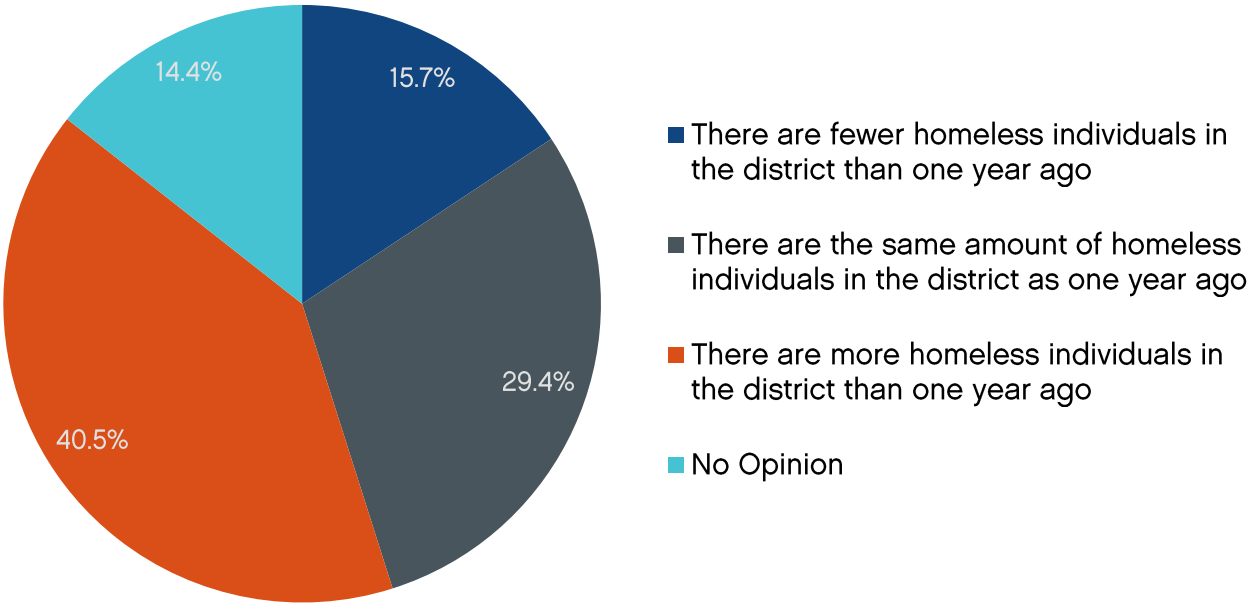


90.3% of respondents said that the BID is safer or as safe as most neighborhoods in Manhattan

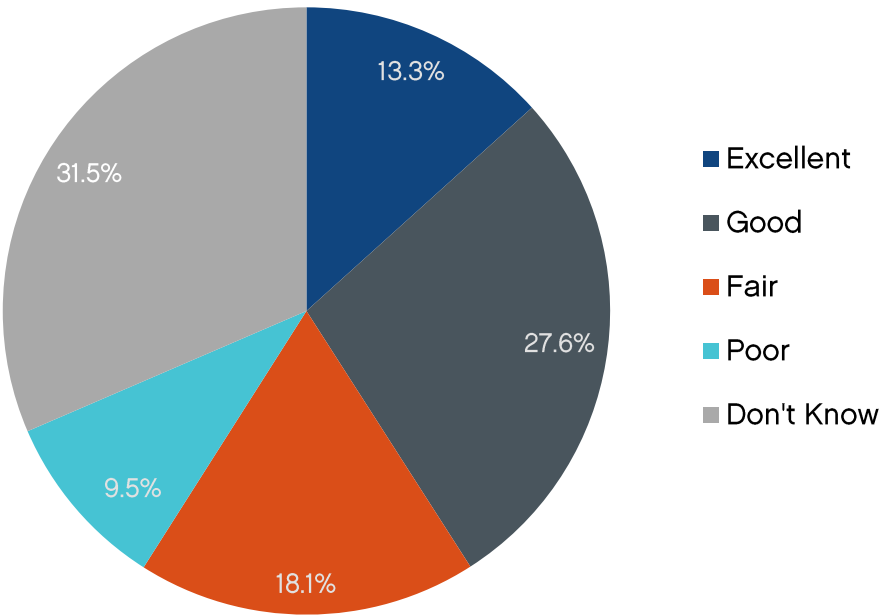
BID Programs & Performance

Social Services

Homelessness is the most important issue facing the district according to respondents. 69.9% 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, 40.9% rate the impact on the district as “good” or “excellent.”



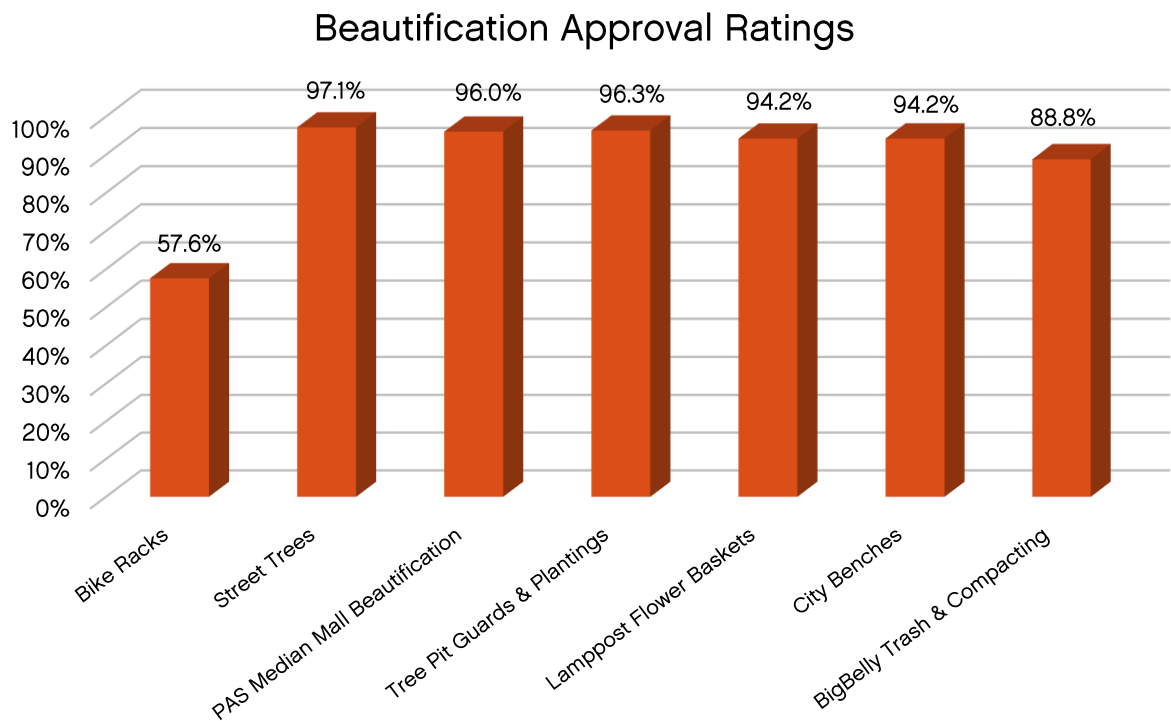
BID Programs & Performance

2015 Streetscape Priority Survey

In addition to the 2015 Community Survey, the BID conducted a Streetscape Priority Survey of the Flatiron community between July 21, 2015 and August, 28 2015. Although all of the proposed projects received considerable interest, it was clear that the permanent reconstruction of the Flatiron Public Plazas and Worth Square was the highest priority streetscape project among survey respondents. Survey respondents also identified the expansion of BigBelly Trash & Compacting units (63.0% of respondents), Free Public WiFi (60.0%), Sidewalk Planters (57.6%), and Side Street Lighting (56.7%) as high priority projects.

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 85% or more.

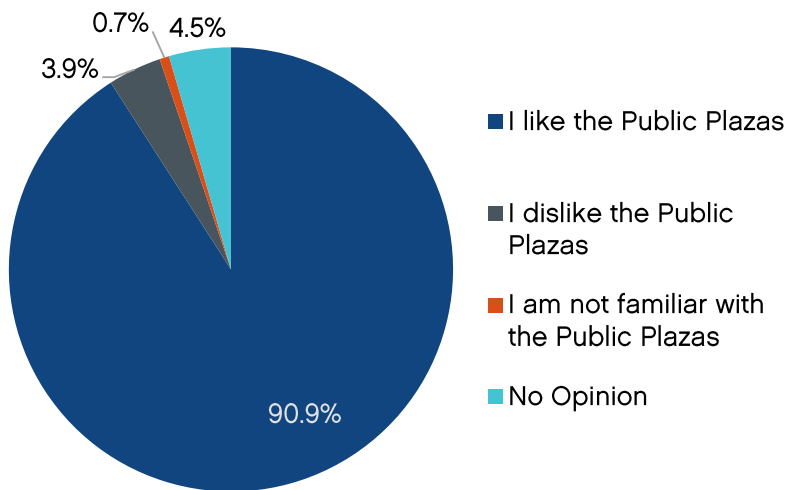


- Top 5 Other Beautification Projects
You Would Like to See More of in
the Future
1. Greenery and Planters
 2. Public Art
 3. Lighting
 4. Trash Receptacles
 5. Benches and Seating Options

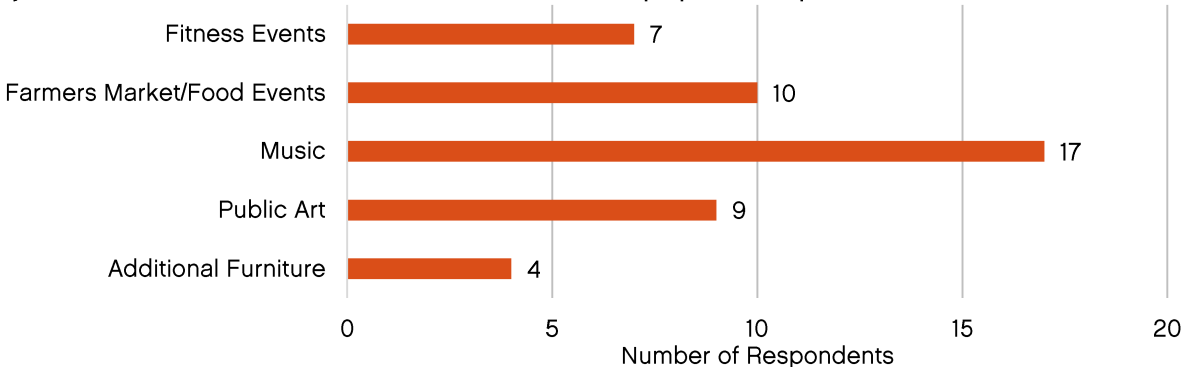
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Public Plazas

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. This fall, the BID was proud to announce the beginning of the design process for the permanent reconstruction of the Public Plazas, in conjunction with DOT, the Department of Design and Construction, the Department of Parks & Recreation, and the Madison Square Park Conservancy.

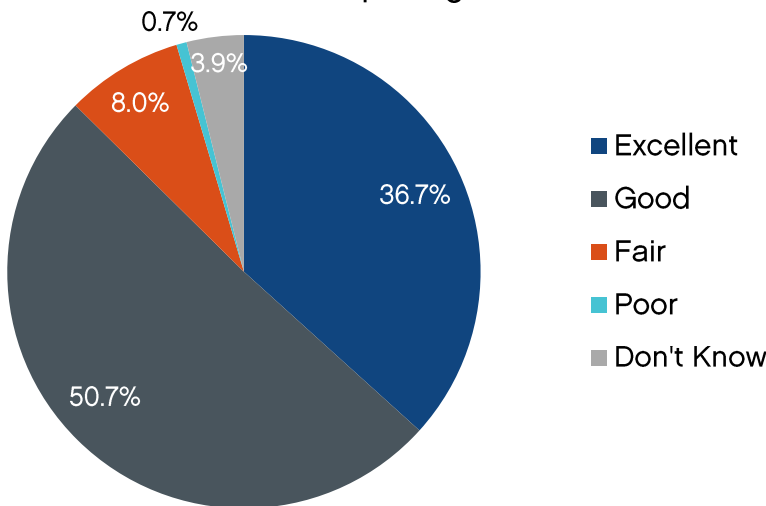


Of the 72 people who responded when asked what, if any, amenities, activities, events or services they wanted to see in the Public Plazas, the most popular responses were:



Marketing and Communications

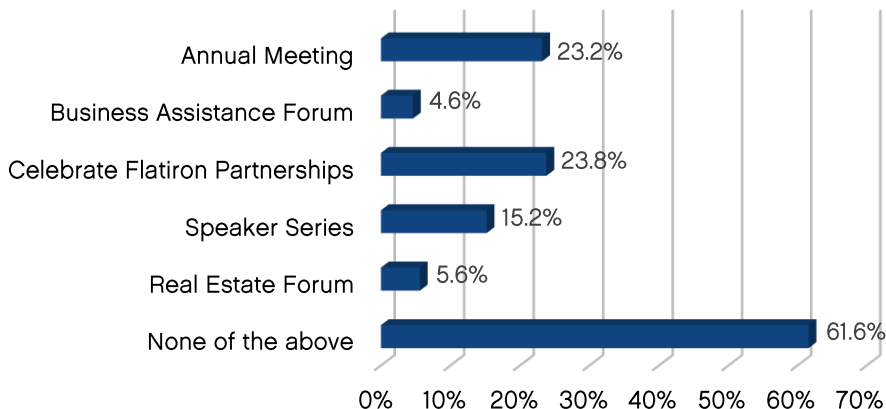
Overall, 87.4% of respondents rate the marketing and communications efforts of the Flatiron/23rd Street Partnership as “good” or “excellent.”



72.7% of respondents stay informed about the Flatiron/23rd Street Partnership via our electronic newsletter, and email blasts, while 29.3% do so through our website.

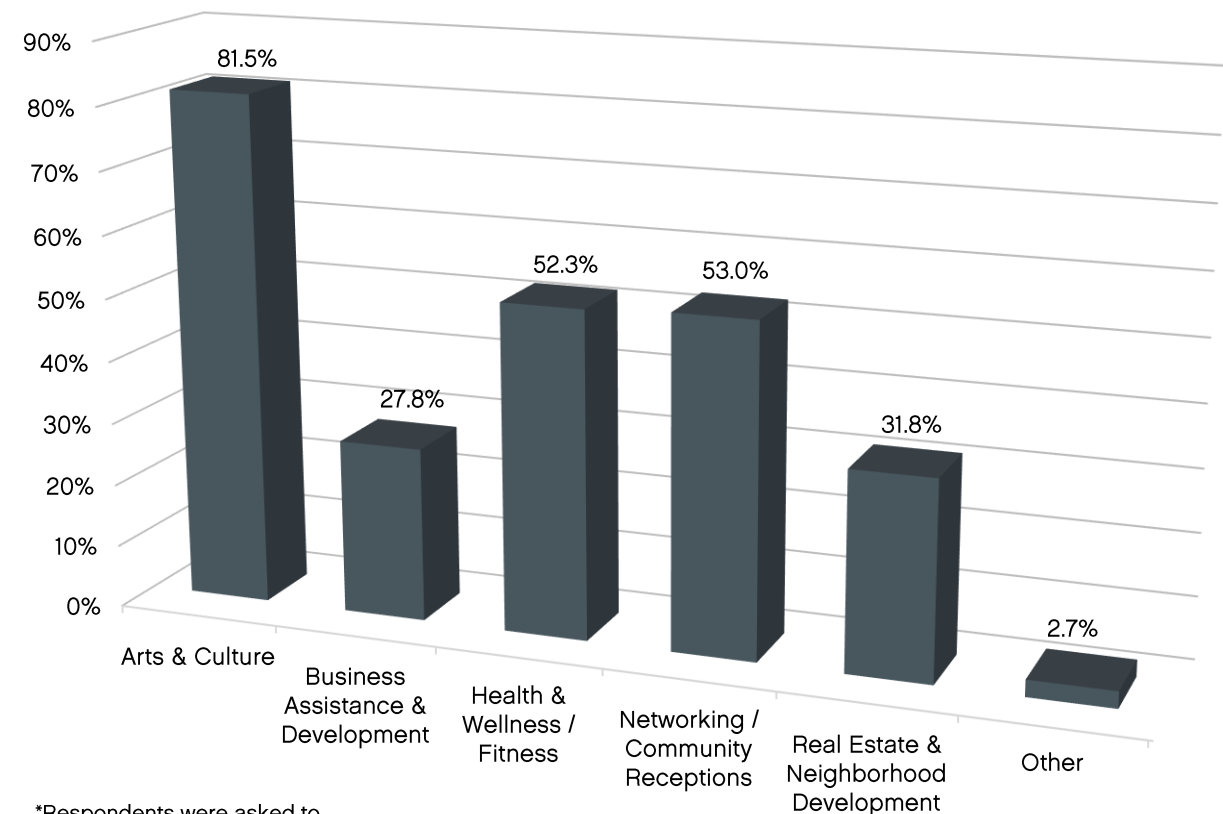
BID Programs & Performance

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



64.5% of respondents were familiar with or participated in the 2015 Flatiron Summer Series, and 53.3% 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.



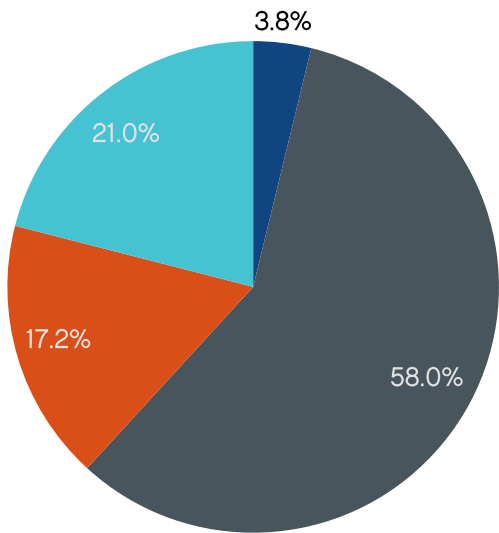
*Respondents were asked to select all choices that applied - graphs > 100%

Flatiron Neighborhood

Citi Bike

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

The Flatiron community continues to take advantage of multimodal transportation options available in the district. 20.3% of respondents ride a bicycle within the Flatiron District at least once a month.

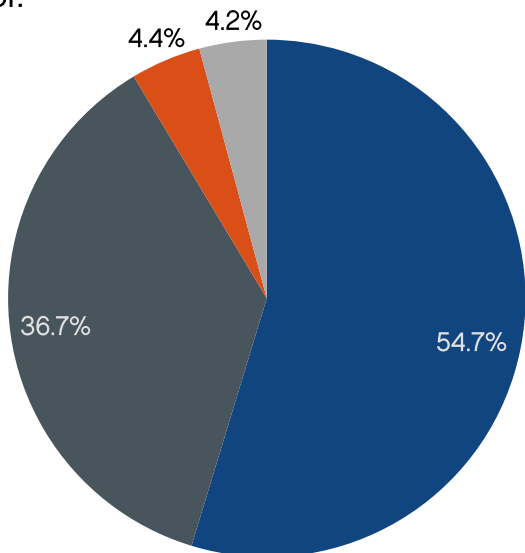


- I like the Citi Bike stations and use Citi Bike as my primary commuting mode
- I don't ride Citi Bike often, but I think they are a good addition to the neighborhood
- I haven't noticed the Citi Bike stations in the Flatiron District
- I don't like the Citi Bike stations

District Identity

Asked how the Flatiron/23rd Street Partnership contributed to strengthening district identity, 91.4% of respondents rated the impact on the district as “good” or “excellent”, and zero respondents rated the impact as “poor.”

71.3% of respondents were familiar with one or more types of BID-branded streetscape item or sponsorship. The most recognized were the Streetlamp Banners (48%) and the Discover Flatiron Map Ads (46.7%).



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

Flatiron Neighborhood

What People Are Saying About the Neighborhood

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

