

FLATIRON

2023
Community
Survey
Report



NOMAD

Executive Summary

In January 2022, the Flatiron NoMad Partnership Business Improvement District (BID) service area expanded from Flatiron proper to include all of NoMad and extended to 20th Street and Sixth Avenue.

From January 3 - February 6, 2023, the Partnership conducted its annual community survey to gather neighborhood feedback. The survey was tailored to all stakeholders including residents, employees, visitors, students, and business and property owners. The online survey was shared via Partnership e-newsletters, targeted social media outreach, QR-code decals in neighborhood public spaces, and USPS mailings. Results from this survey help inform and prioritize the Partnership's work.



The Partnership's 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.

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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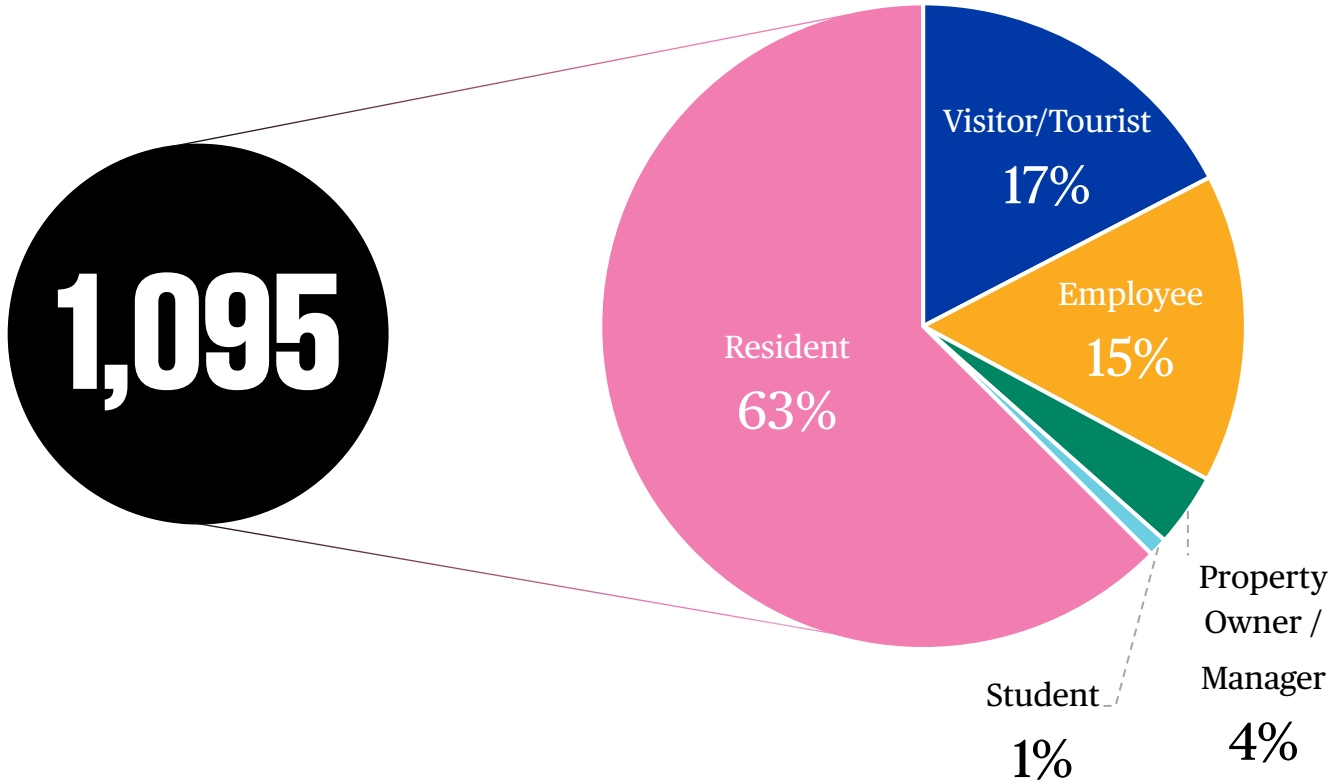
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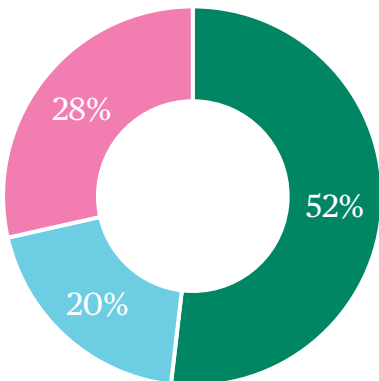
**SURVEY
RESPONDENTS**

RESPONDENT BREAKDOWN



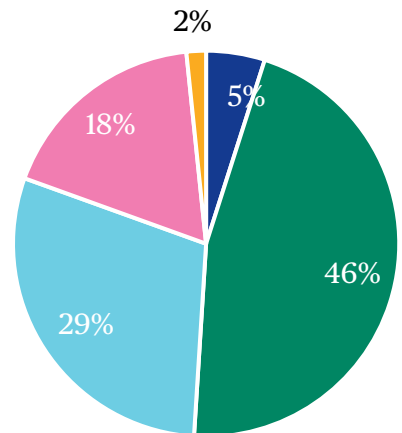
RELATION TO THE BID

BID
Expansion Area
Outside the BID



AGE

18 - 24
25 - 39
40 - 59
60+
Blank



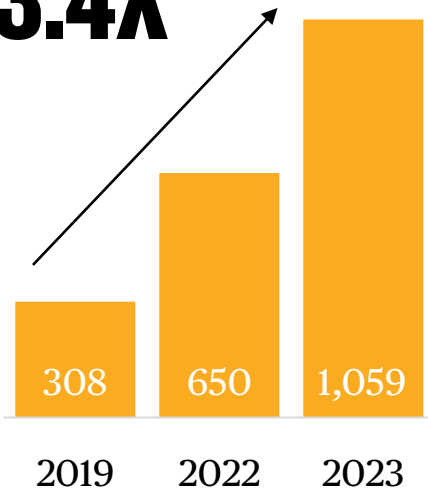
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MAJOR FINDINGS

Takeaway 1: The Partnership's reach grows and diversifies each year.

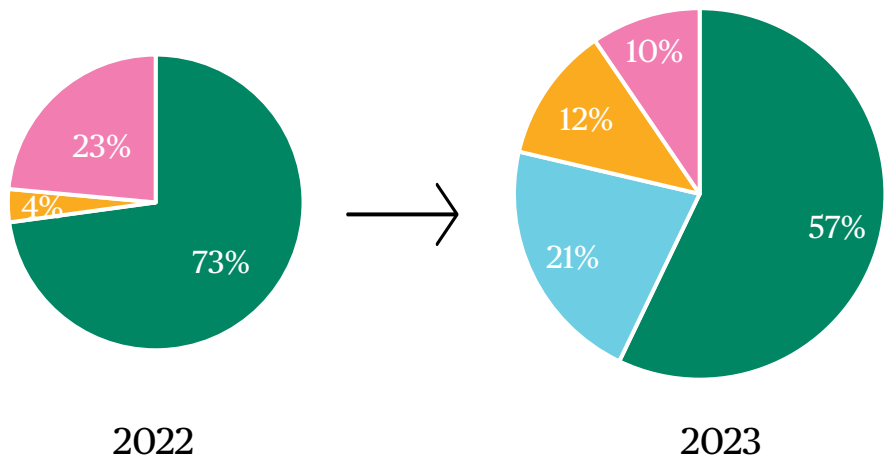
SURVEY RESPONSE GROWTH

3.4X



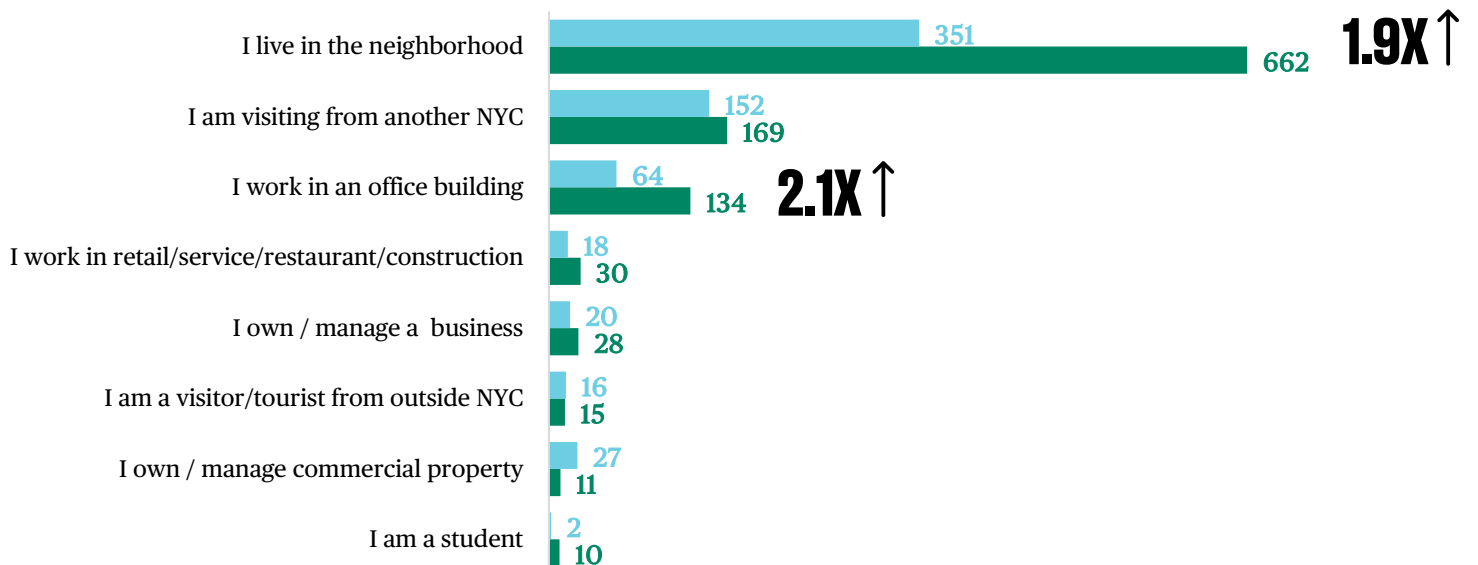
SURVEY ACCESS

Email Newsletter Postal Mailing (EDDM)
Social Media Fliers & Decals (QR Code)



EXPANDED RESIDENTIAL & EMPLOYEE REACH

2022
2023

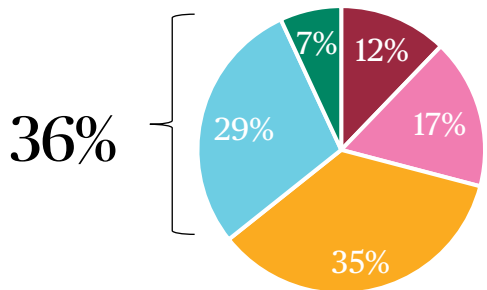


Takeaway 2: The Partnership has had a positive impact in its first year in the expansion area.

Homelessness (2022 compared to 2021)

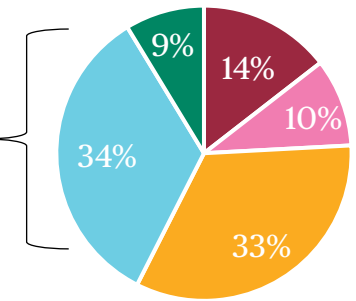
Much More Prevalent Slightly More Prevalent The Same Slightly Less Prevalent Much Less Prevalent

TOTAL



EXPANSION AREA

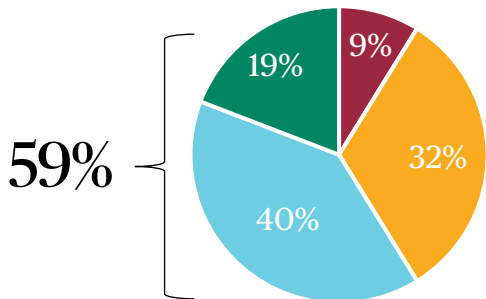
43%
felt less prevalent



Cleanliness (2022 compared to 2021)

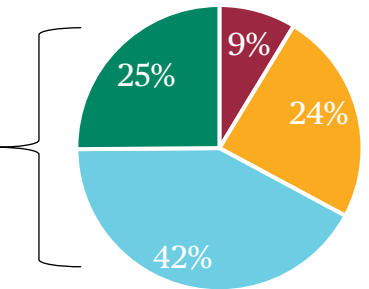
Dirtier The Same Somewhat Cleaner Much Cleaner

TOTAL



EXPANSION AREA

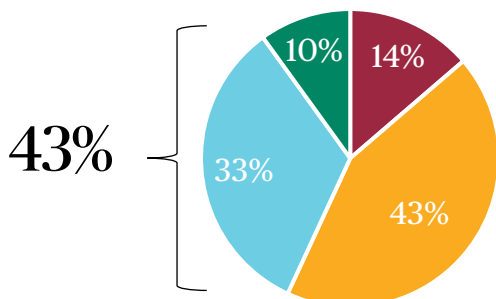
67%
felt cleaner



Public Safety (2022 compared to 2021)

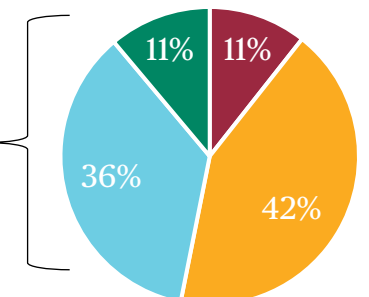
More Dangerous The Same Somewhat Safer Much Safer

TOTAL



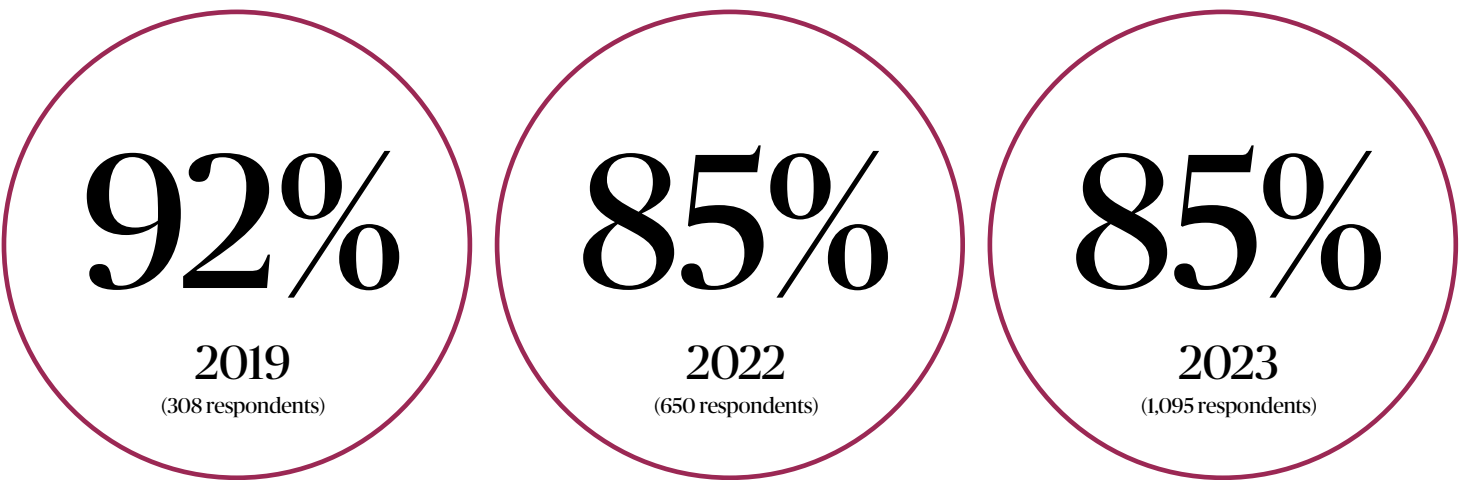
EXPANSION AREA

47%
felt safer

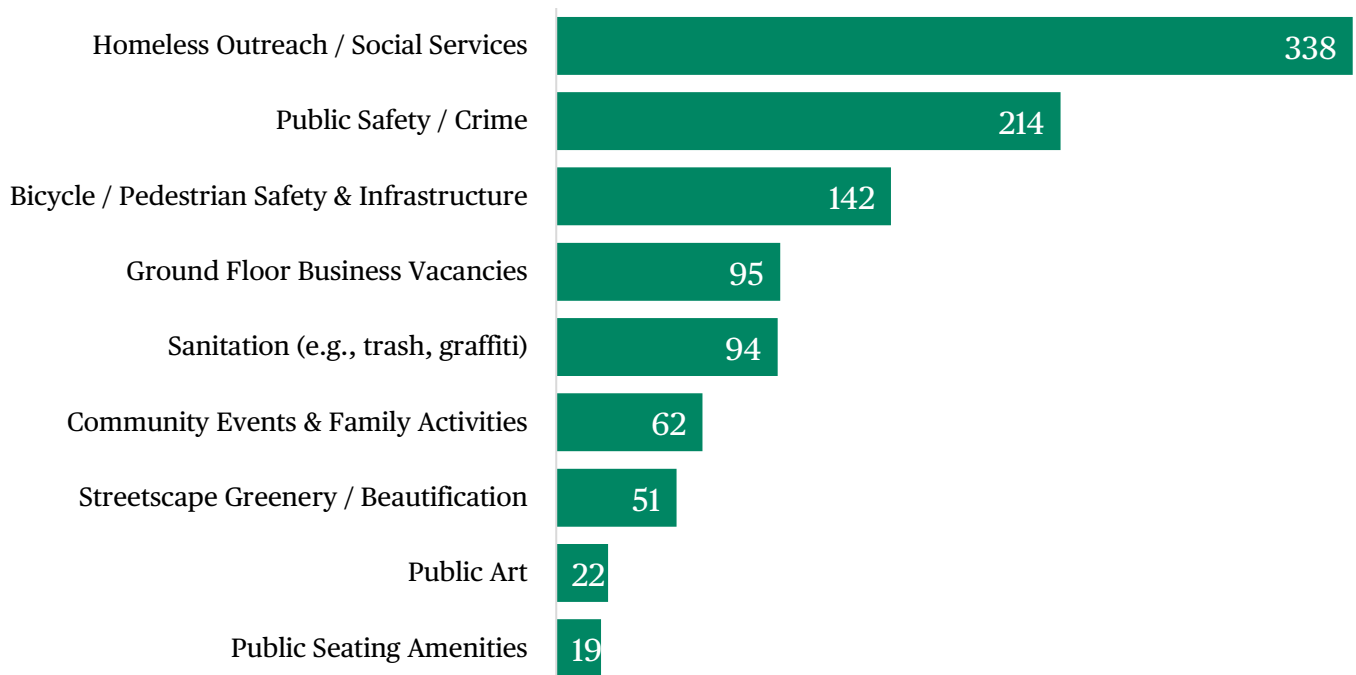


Takeaway 3: Overall, stakeholders strongly approve of the Partnership's work. Homelessness and public safety remain top concerns in the neighborhood.

BID APPROVAL RATINGS

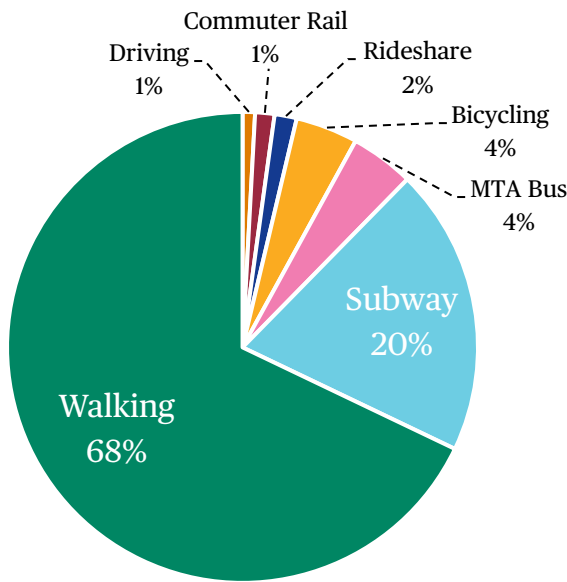


TOP CHALLENGES FOR THE PARTNERSHIP TO PRIORITIZE



Takeaway 4: Flatiron and NoMad are pedestrian-first neighborhoods with an appreciation for public events and programming.

PRIMARY MODE OF TRANSPORTATION

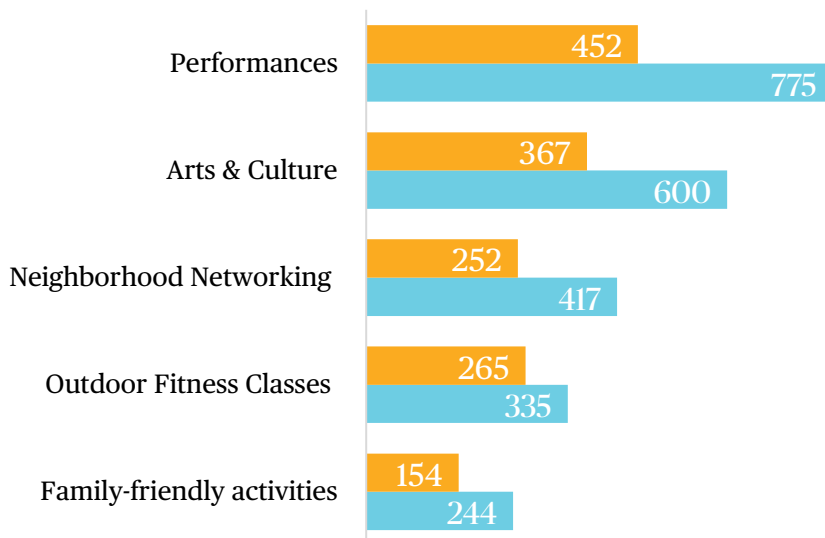


85%

support redesigned and pedestrianized streets

DESIRED PUBLIC EVENTS & PROGRAMMING

2022
2023



73%
of respondents from 2022 and 2023 want more performances

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PROGRAM AREAS

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Field Operations Results

Sanitation

74%

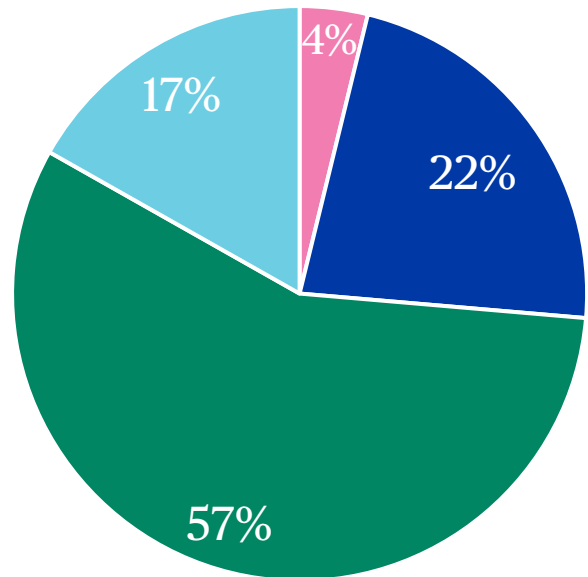
feel Flatiron and
NoMad are **clean**
(up from 69% last year)

77%

support **trash
containerization
efforts**

ARE FLATIRON & NOMAD STREETS CLEAN?

- No, it's a mess
- No, they need work
- Yes, mostly
- Yes, always



Public Safety

82%

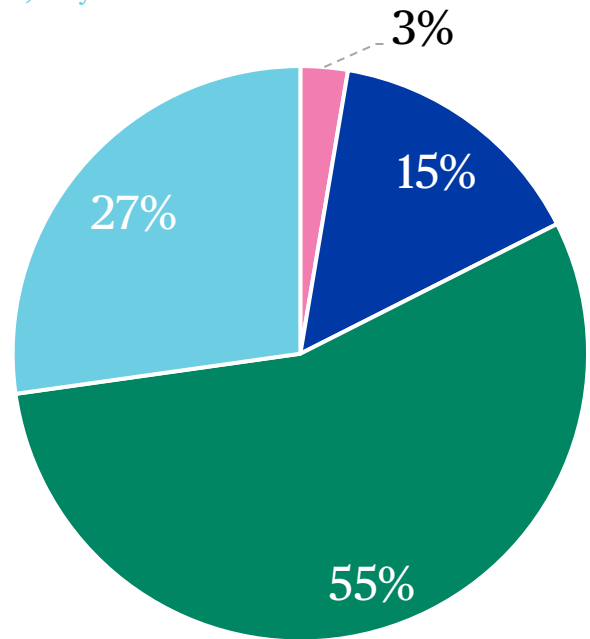
feel Flatiron and
NoMad are **safe**

64%

support additional
street lighting for
safety

IS FLATIRON & NOMAD SAFE?

- No
- Sometimes
- Yes, most of the time
- Yes, very



Homeless Outreach & Social Services

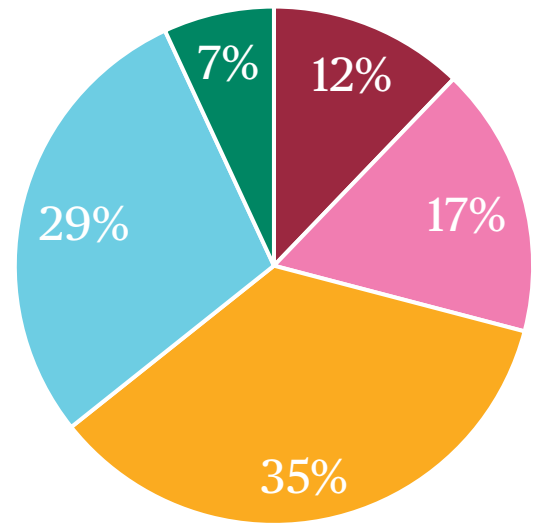
71%

feel street homelessness has **not increased**
(compared to last year)

NEIGHBORHOOD HOMELESSNESS PERCEPTION

(compared to last year)

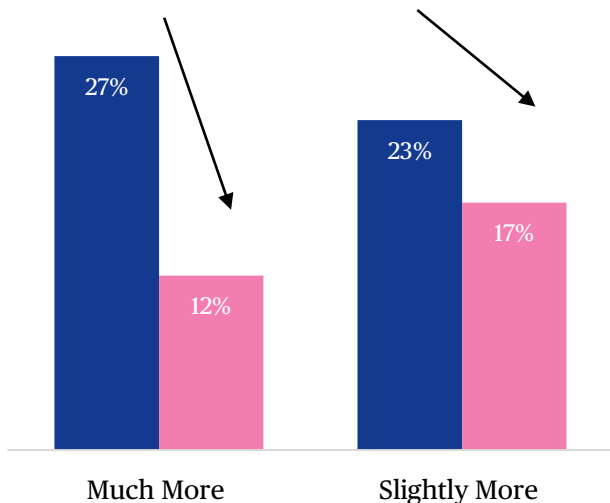
Much More Prevalent Slightly More Prevalent
The Same Slightly Less Prevalent Much Less Prevalent



PERCEPTION OF STREET HOMELESSNESS HAS DECLINED SINCE 2020

2021 compared to 2020 (2022 Survey)

2022 compared to 2021 (2023 Survey)



29%

of 2023 respondents believe street homelessness is **increasing** year-over-year

compared to

50%

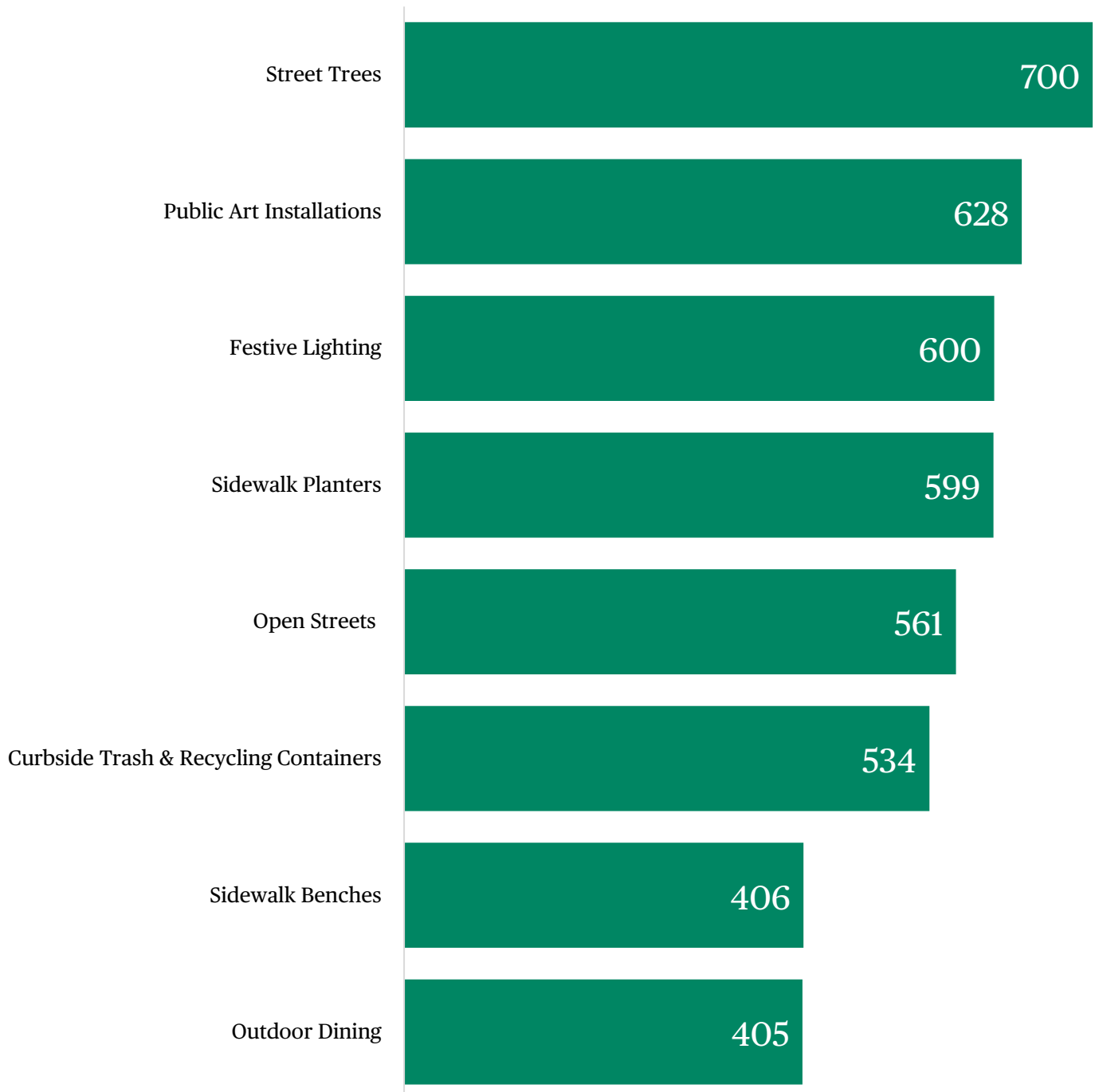
of respondents in 2022

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Streetscape Results

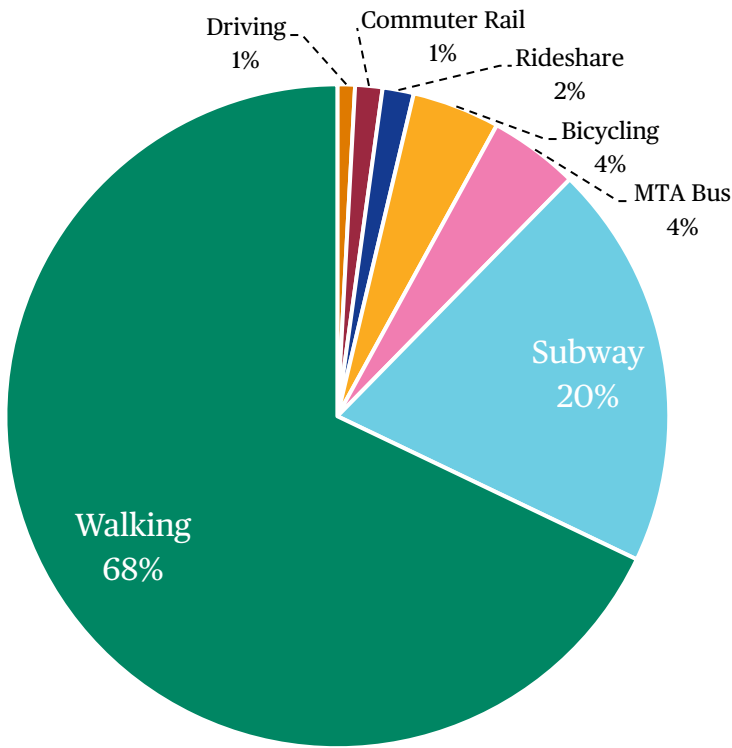
Placemaking

MOST DESIRED HORTICULTURE & PLACEMAKING EFFORTS



Neighborhood Transportation

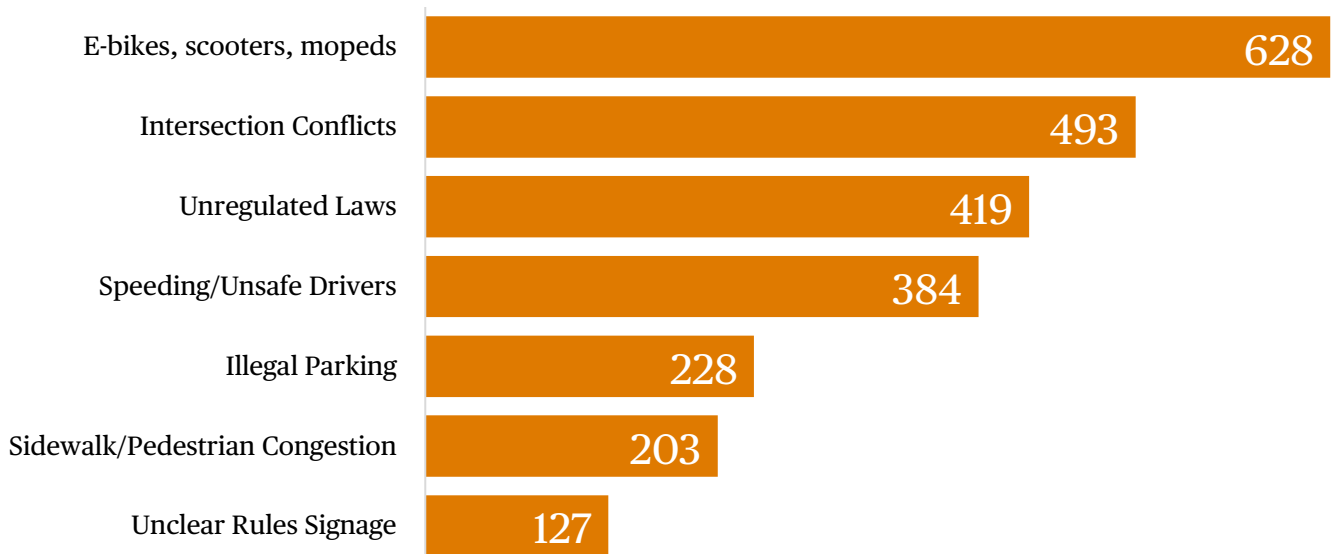
PRIMARY MODE OF TRANSPORTATION



85%

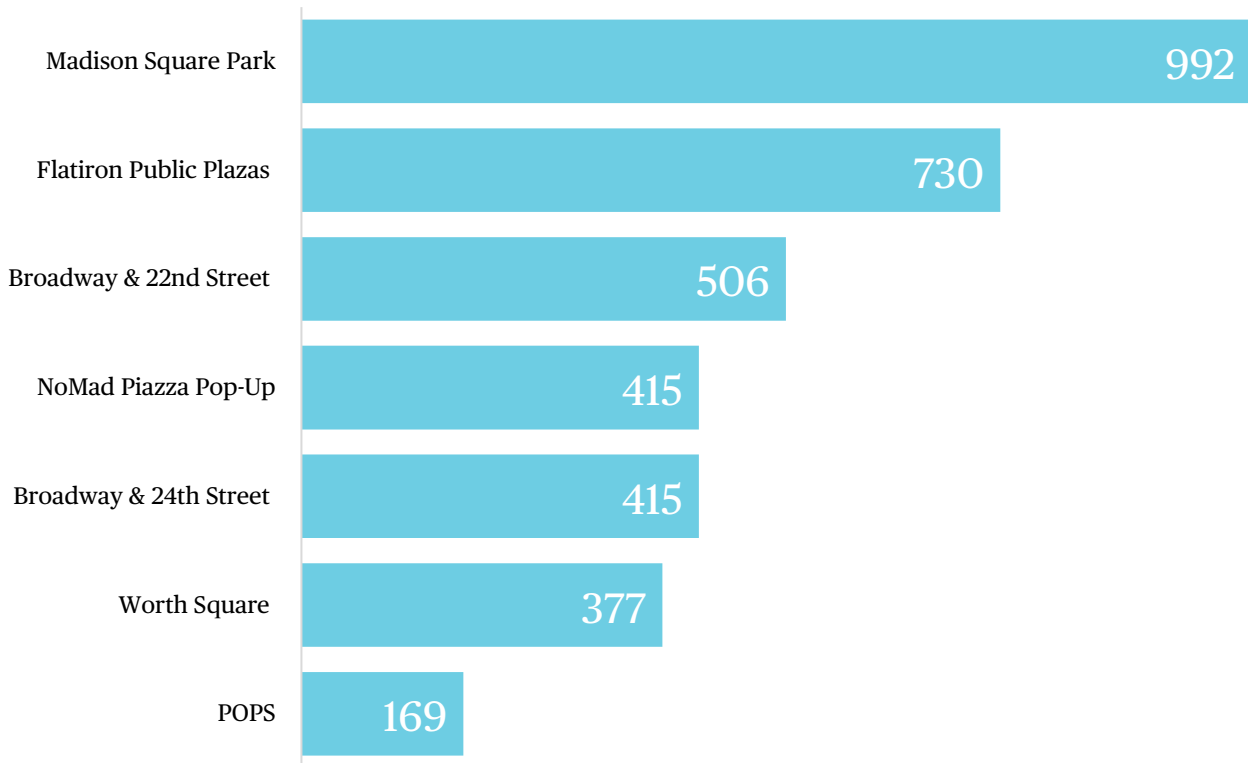
support redesigned and pedestrianized streets

TRANSPORTATION SAFETY CONCERNS

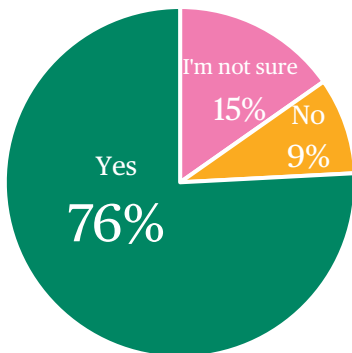


Public Space

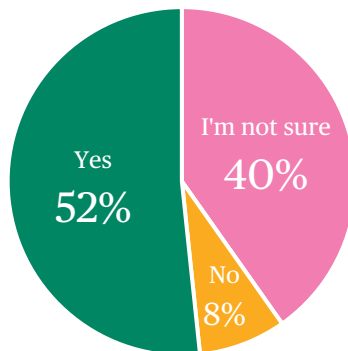
WHICH PUBLIC SEATING AREAS DO YOU USE MOST?



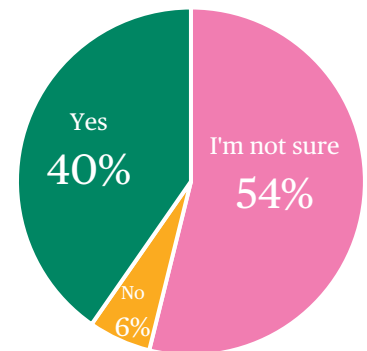
ADEQUATE PUBLIC SEATING?



ADEQUATE CITI BIKE DOCKS?



ADEQUATE BIKE PARKING?



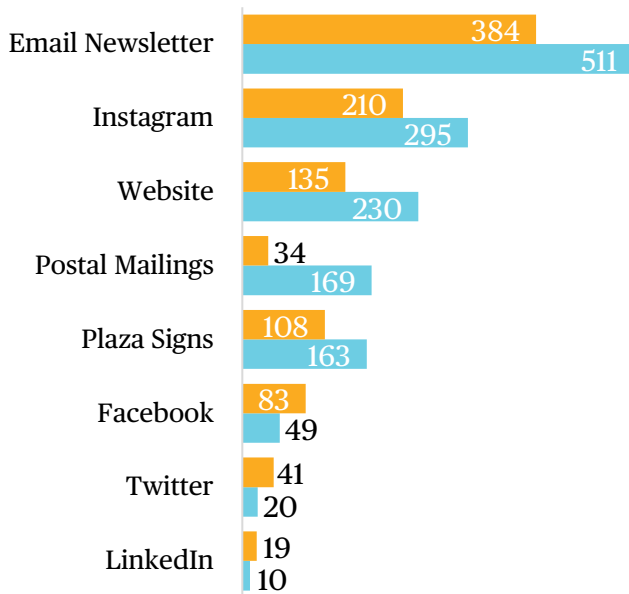
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Marketing Results

Communication Channels & Content

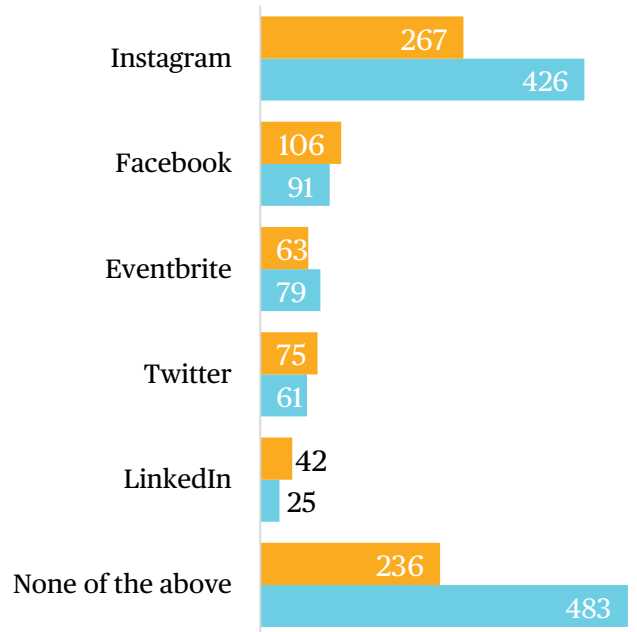
INFORMATION ACCESS

2022 2023

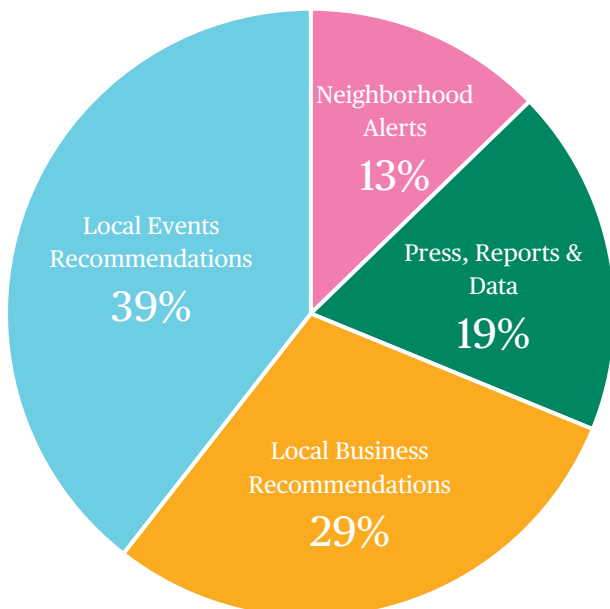


SOCIAL MEDIA FOLLOW

2022 2023



DESIRED CONTENT

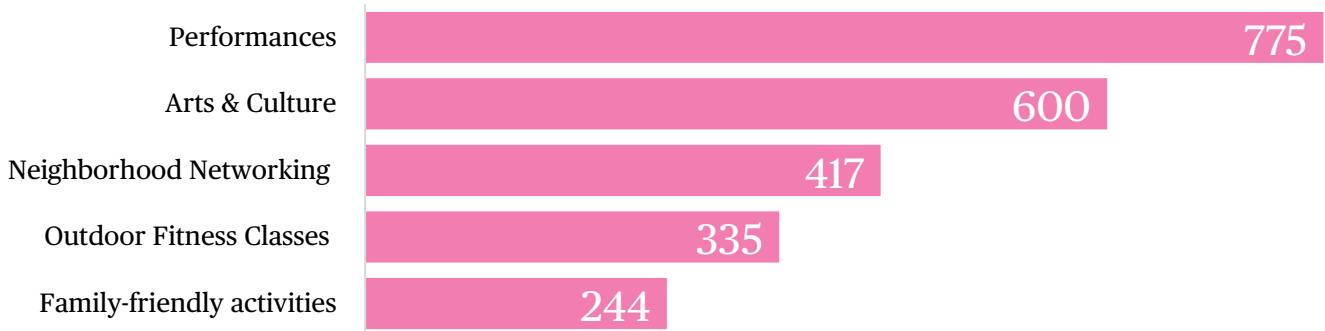


77.1%

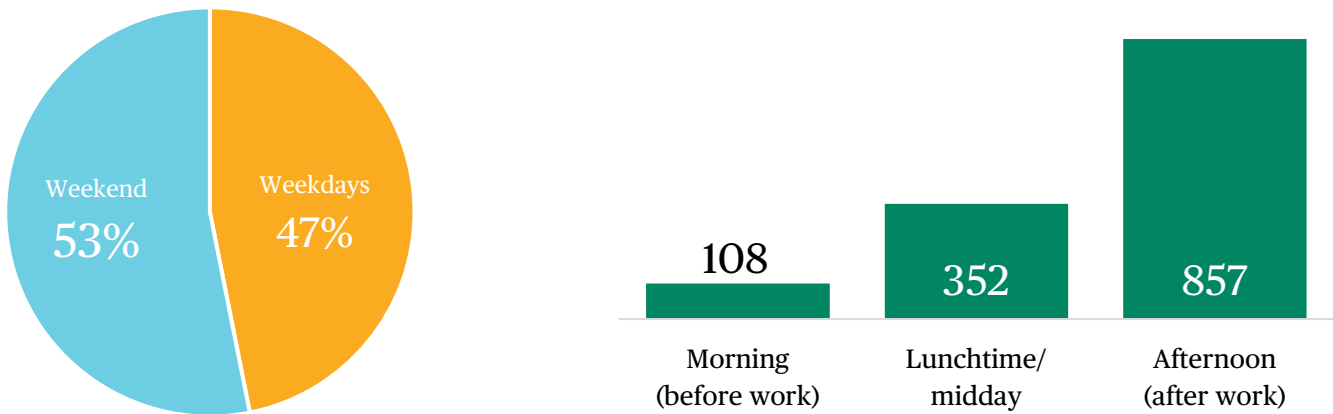
BID awareness

Events

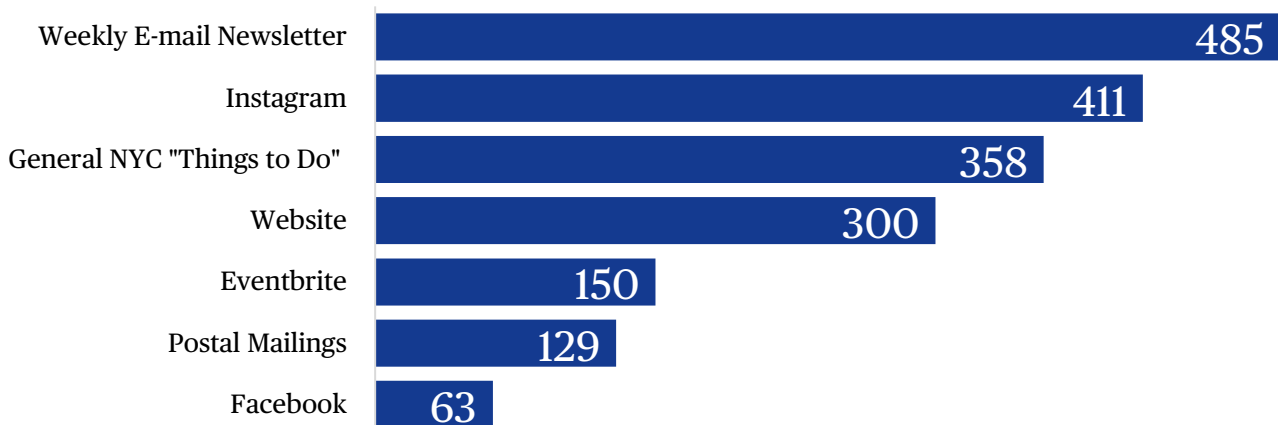
MOST DESIRED EVENTS & PUBLIC PROGRAMMING



DESIRED EVENT TIMES



GO-TO EVENTS RESOURCES



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