

# 2009 BID Community Survey

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## Summary Report

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

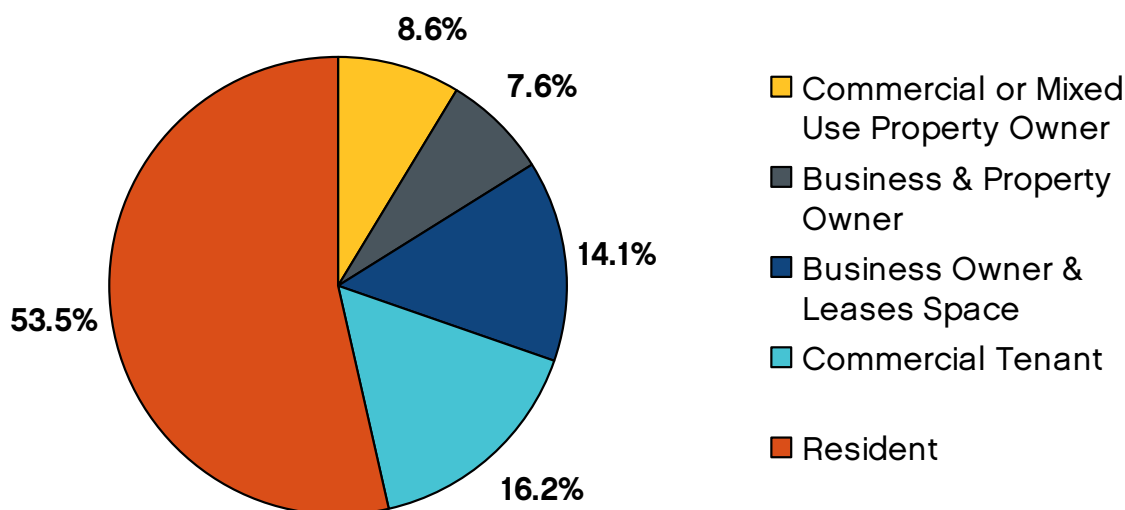
# Overview

Between November 1, 2009 and January 15, 2010, the Flatiron 23rd Street Partnership (BID) conducted a survey of the Flatiron community. The survey was made available electronically through the BID's website. Invitations to complete the survey were distributed via email, the BID website, Twitter, Facebook as well as a distribution of postcard invitations to all street level businesses.

## Respondents

At the close of the survey on January 15, 2010; 489 respondents answered the survey questions.

Respondents were asked about their affiliation with the BID. Of those respondents approximately 320 identified themselves as BID members (commercial or mixed-use property owners – 8.6%; business and property owner – 7.6%, business owner and leases space – 14.1%, commercial tenants – 16.2%, residents of co-ops, condos and rentals – 53.5%).

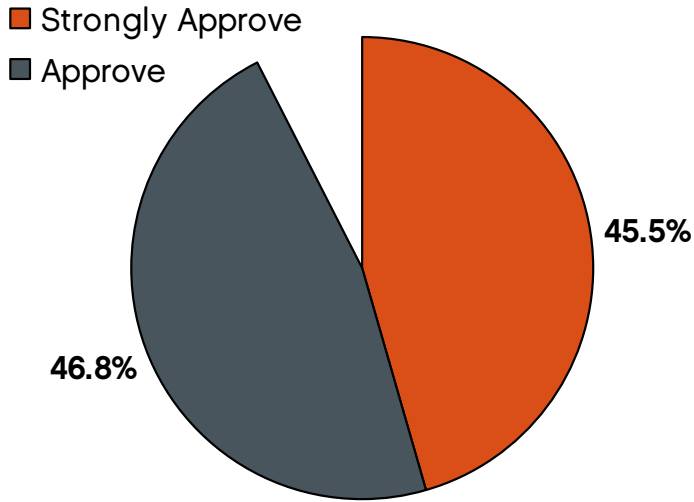


43% of survey respondents work in the BID.

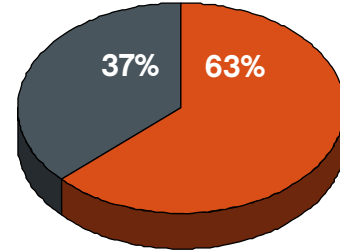
# BID Programs & Performance

## Overall BID Performance:

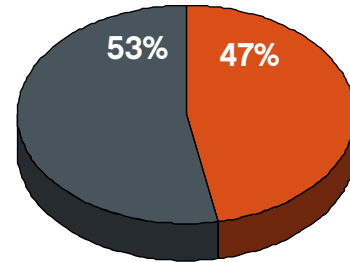
Respondents overwhelmingly “approve” (46.8%) or “strongly approve” (45.5%) of the job the Flatiron/23<sup>rd</sup> Street Partnership is doing, with only 1 respondent (.3%) “strongly disapproving.”



## Business & Commercial Property Owners

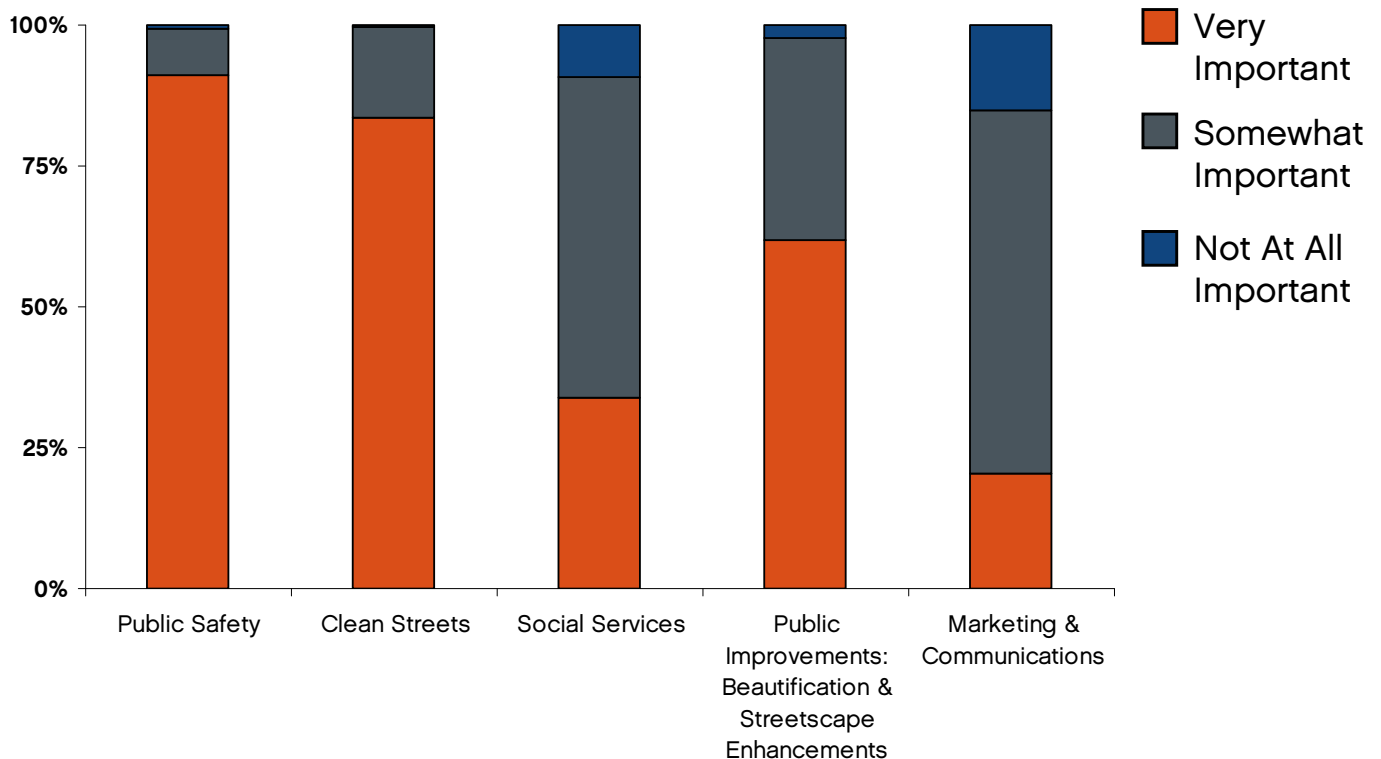


## Residents



Of those respondents who have contacted the BID directly, 85% have been satisfied with the response.

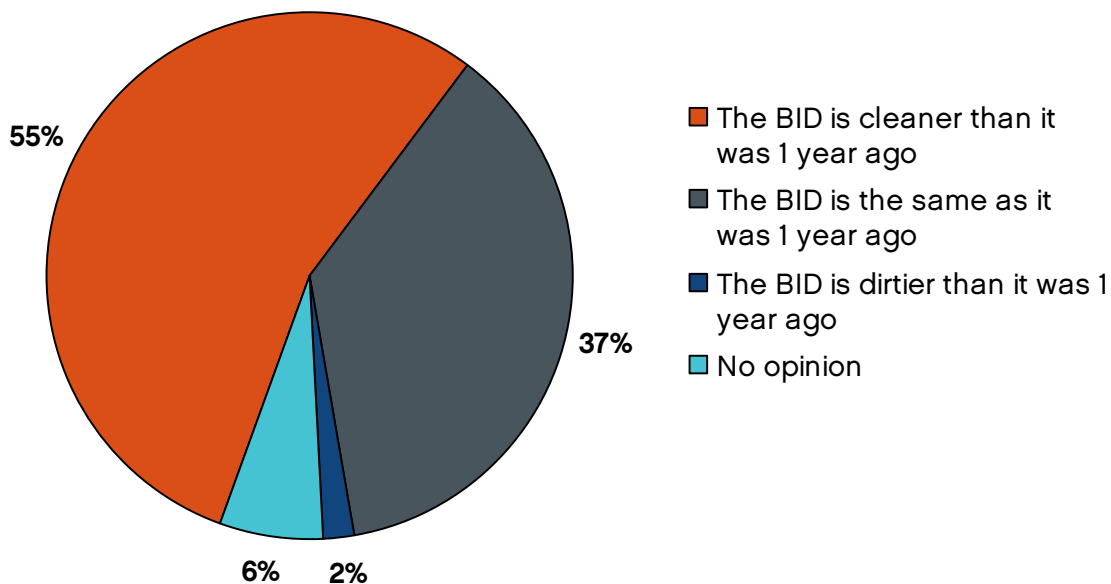
When asked to rank the **importance of the BID's programmatic areas**, Public Safety, Clean Streets and Streetscapes/Public Improvement received the highest ratings of “Very Important.”



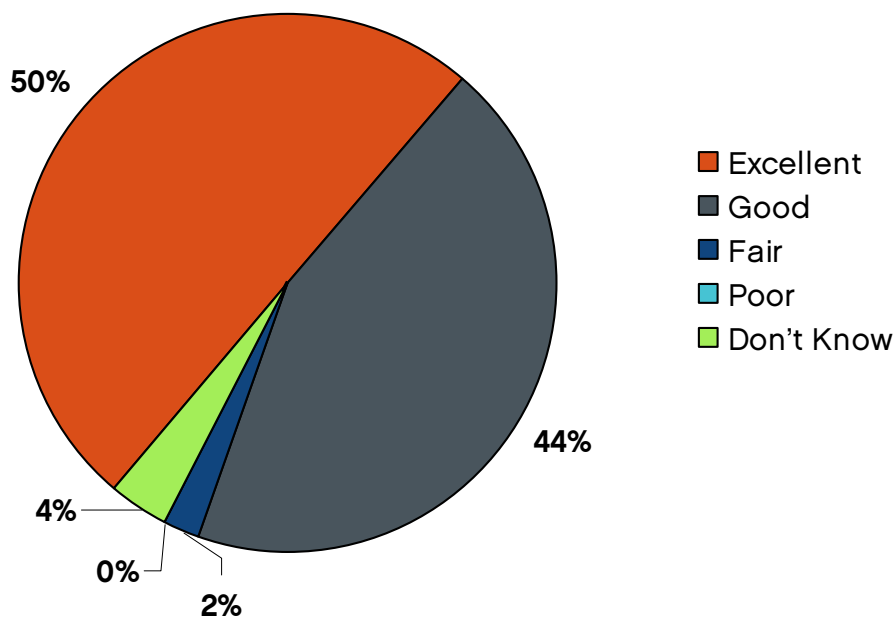
# BID Programs & Performance

## Clean Streets:

Overall, 55% of respondents perceive the district to be cleaner than it was 1 year ago.



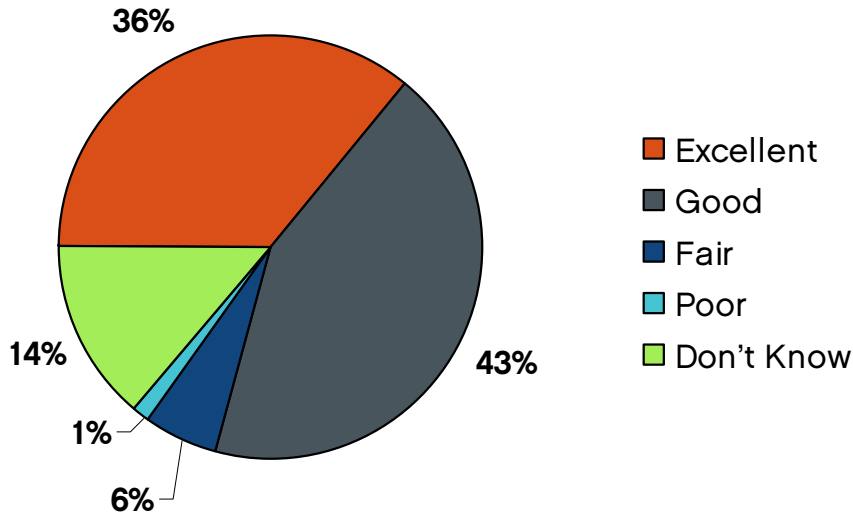
For those respondents who are aware of the BID's Clean Streets Program (68%), over 90% rate the impact on the district as "good" or "excellent," with 0% ranking it as poor for the second year in a row.



# BID Programs & Performance

## Public Safety:

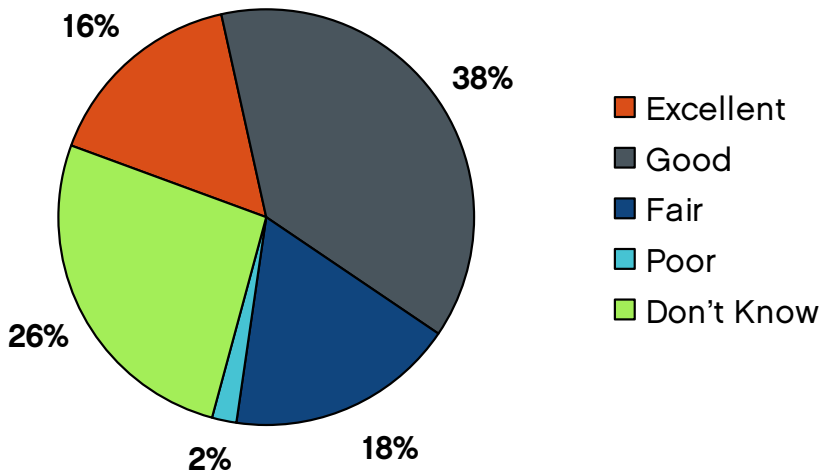
Of those respondents who are aware of the BID's Public Safety Program (41%), nearly 80% rate the impact of the Public Safety program on the district as "good" or "excellent."



*85% of respondents perceive the district to be as safe or safer than it was one year ago, up from 75% of respondents in the previous year's survey.*

## Social Services:

Of those respondents who are aware of the BID's Homeless Outreach Program (28.6%), more than half (54%) rate the impact on the district as "good" or "excellent."



*70% of respondents perceive there to be same amount or fewer homeless individuals in the district than one year ago, up from 60% of respondents in the previous year's survey.*

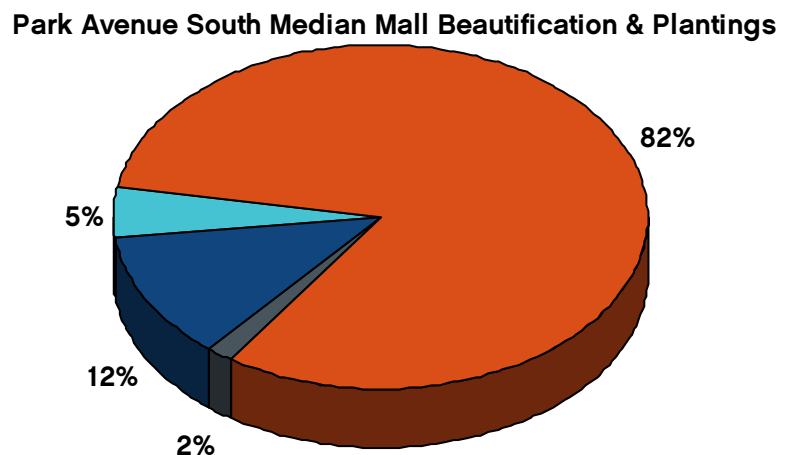
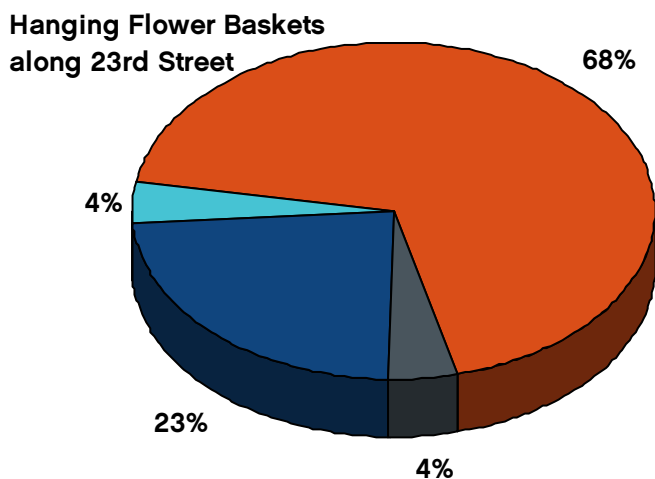
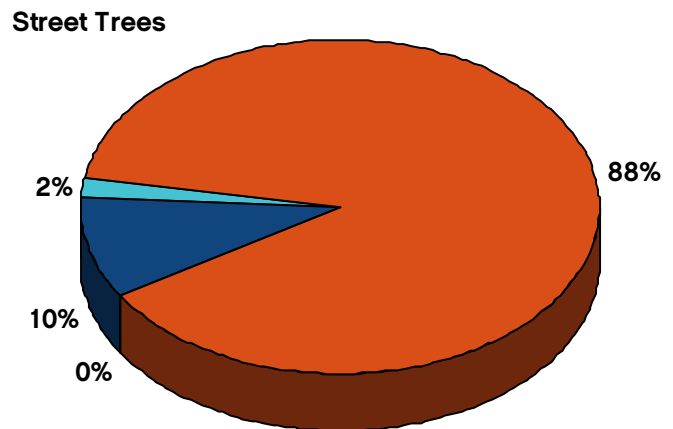
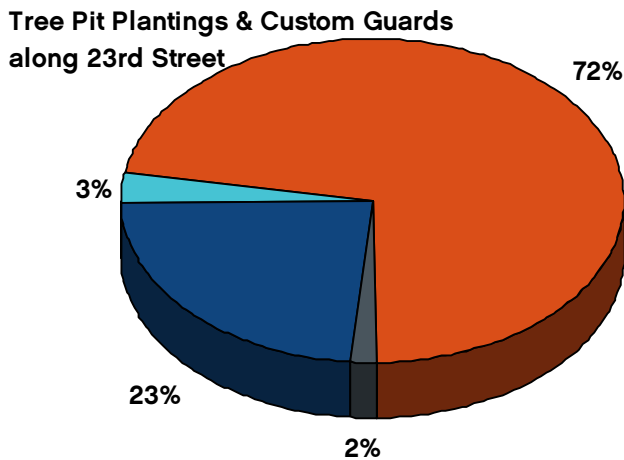
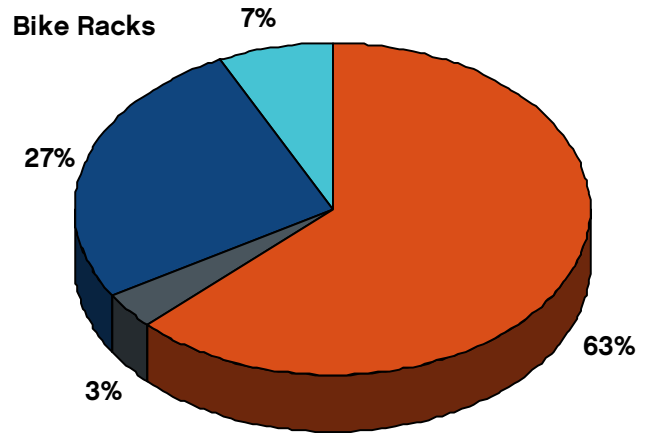
# BID Programs & Performance

## Streetscape Beautification and Enhancements:

The Flatiron/23<sup>rd</sup> Street Partnership has implemented several projects over the past year as part of the BID's Master Plan for Streetscape and Beautification, released in 2008.

Respondents overwhelmingly like the enhancements and over 75% would like to see the program expanded beyond 23<sup>rd</sup> Street, Park Avenue South and the Public Plazas.

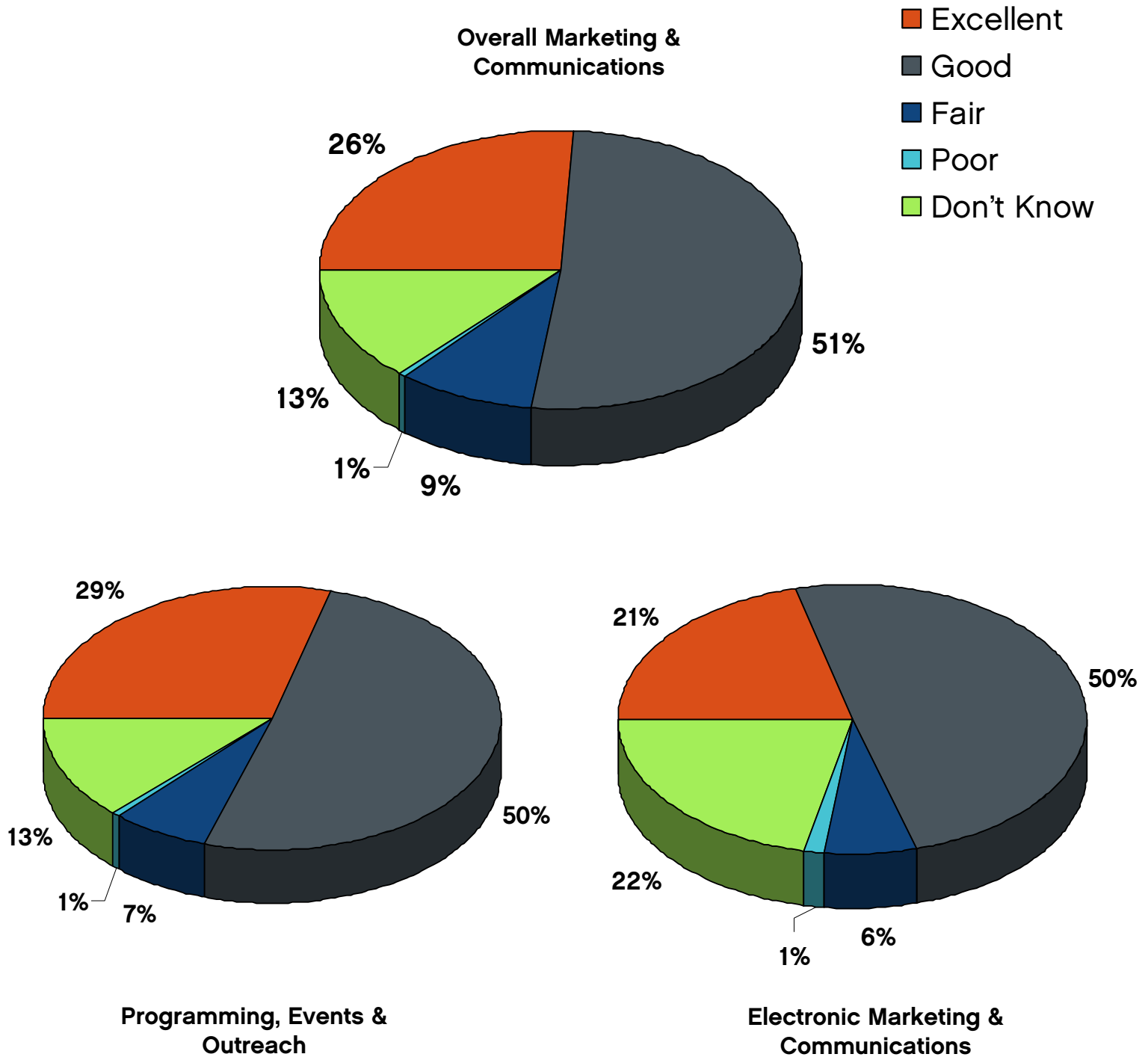
- I like them
- I dislike them
- I haven't noticed
- I have noticed but have no opinion



# BID Programs & Performance

## Marketing and Communications:

The Flatiron/23<sup>rd</sup> Street Partnership's marketing program pursues its goals of promoting the district and communicating the work of the BID to its members through various methods.



# Flatiron Neighborhood

## Public Plazas

The Public Plazas at the intersection of 23rd Street, Broadway and Fifth Avenue have been in place for a full year courtesy of the Flatiron Partnership and the NYC Department of Transportation and continue to be as a major success. When asked whether they like or dislike them, respondents gave the plazas a 91% approval rating, besting last year's 84%.



The top reasons that visitors frequent the Flatiron District:

**Dining/Food**

**Shopping**

**Madison Square Park**

**Arts & Culture**

**Nightlife/Entertainment/Bars**

When asked what other services or retail options respondents would like to see in the Flatiron district:

**A large grocery or supermarket was mentioned 23% of the time**

**Mid/moderately priced restaurants, diners and coffee shops were mentioned 13% of the time**



# Contact Information

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