

2012 BID Community Survey

Summary Report

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

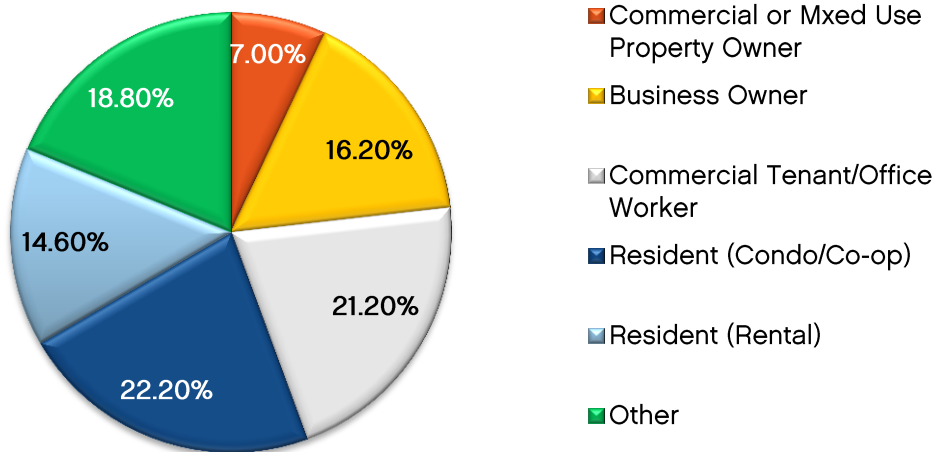
Overview

Between October 26, 2012 and January 11, 2013, 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 e-mails, postcards, and links posted on Twitter and Facebook.

Respondents

At the close of the survey on January 11, 2013, 302 respondents answered the survey questions.

Respondents were asked about their affiliation with the BID. Of those respondents, approximately 245 identified themselves as BID members (commercial or mixed-use property owners – 7%, business owners – 16.2%, commercial tenants and office workers – 21.2%, residents of condos and co-ops – 22.2%, and rental residents – 14.6%).

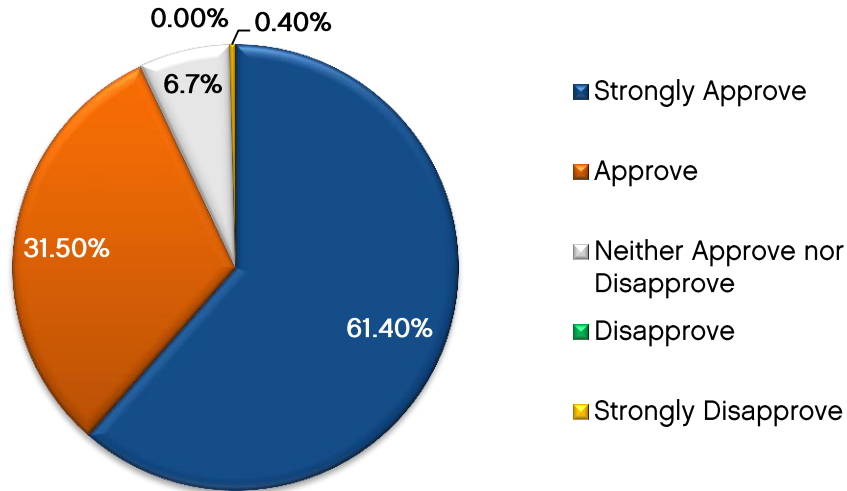


43% of survey respondents work in the BID, and 29.4% visit the BID at least once a month.

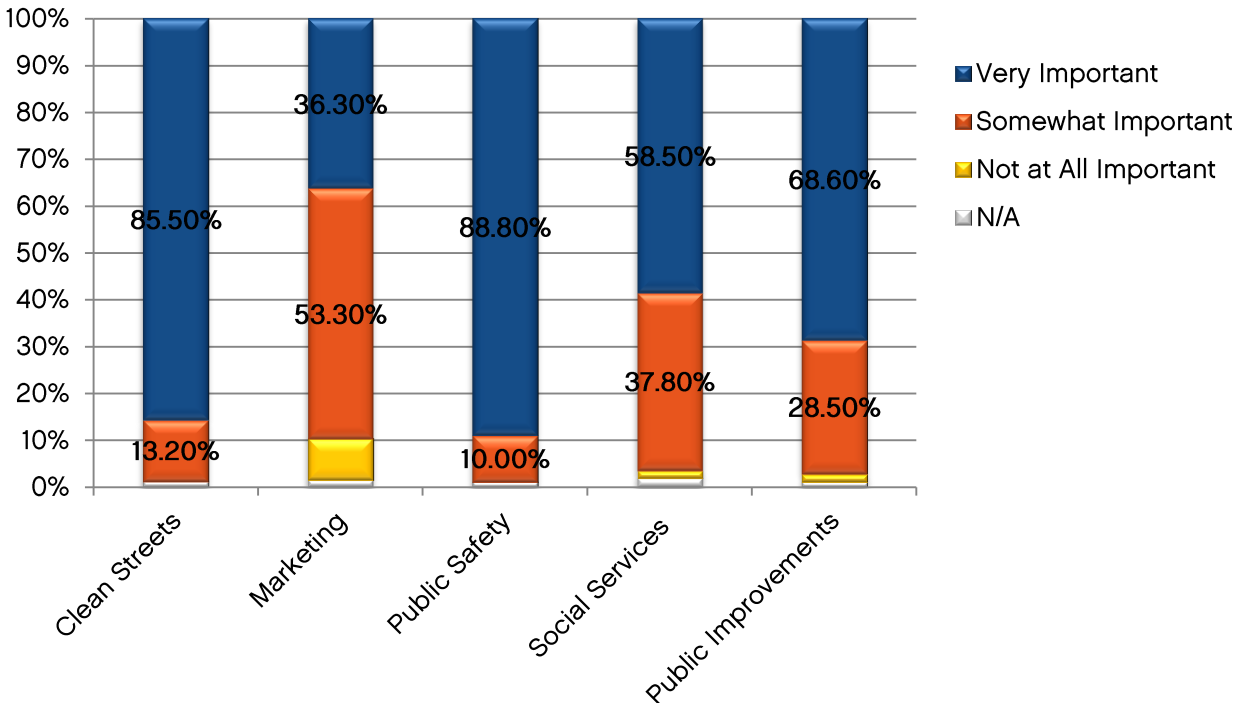
BID Programs & Performance

Overall BID Performance:

The Flatiron 23rd Street Partnership received an overwhelming response of approval with 92.9% of respondents answering that they “approve” or “strongly approve” of the job we are doing. Only one respondent (0.4%) was “strongly disapproving” of our work in 2012.



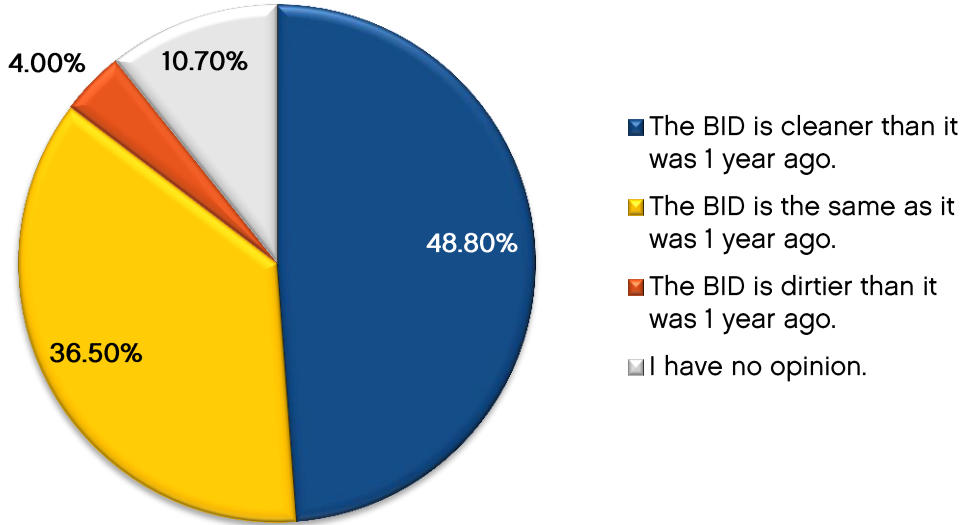
When asked to rank the importance of the BID’s programmatic areas, Public Safety, Clean Streets and Public Improvements received the highest ratings of “Very Important.”



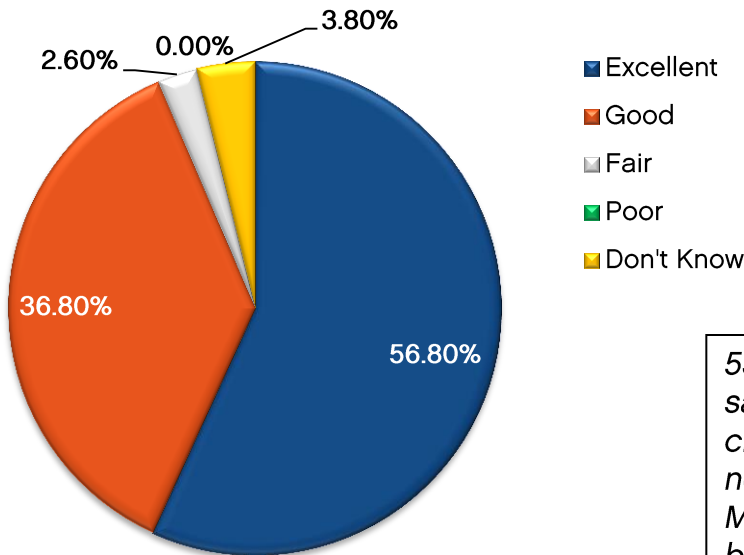
BID Programs & Performance

Clean Streets:

Overall, 48.8% of respondents perceive the district to be cleaner than it was one year ago.



Of those respondents who are aware of the BID's Clean Streets Program (75.7%), 93.6% rate the impact on the district as "good" or "excellent."

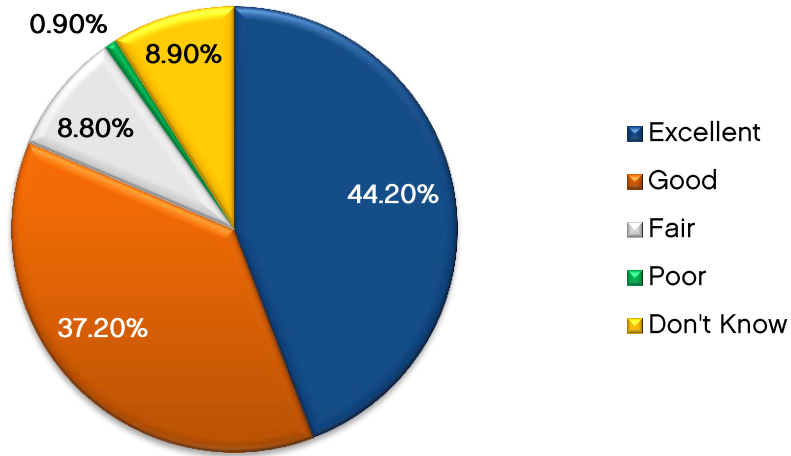


53.2% of respondents said that the BID is cleaner than most neighborhoods in Manhattan, while 36.4% believe it is as clean as other areas.

BID Programs & Performance

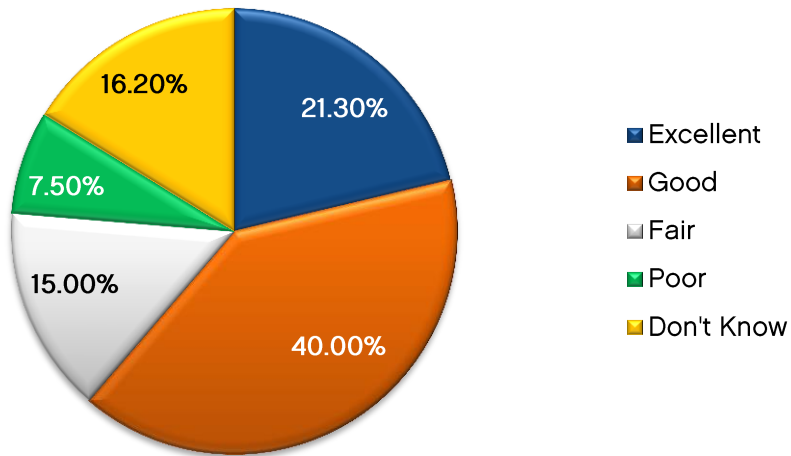
Public Safety:

Of those respondents who are aware of the BID's Public Safety Program (45.4%), 81.4% rate the impact of the Public Safety program on the district as "good" or "excellent."



Social Services:

Of the respondents who were aware of the BID's Homeless Outreach Program (32.7%), more than half (61.3%) rate the impact on the district as "good" or "excellent."



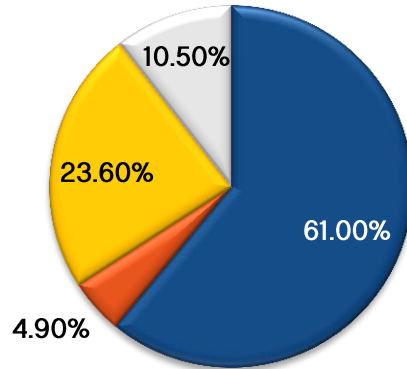
BID Programs & Performance

Streetscape Beautification and Enhancements:

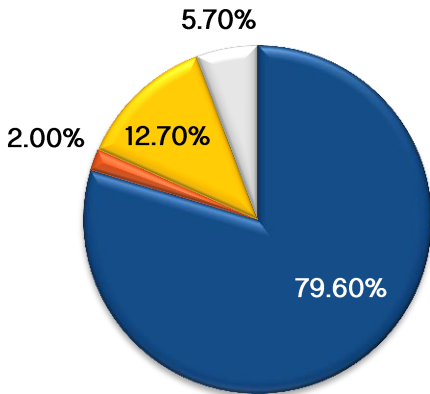
The Flatiron/23rd Street Partnership has implemented several projects as part of the BID's Master Plan for Streetscape and Beautification, released in 2008. Respondents overwhelmingly like the enhancements and over 80% would like to see the program expanded into other parts of the district.

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

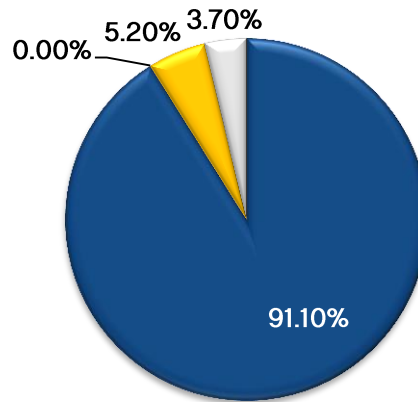
Bike Racks



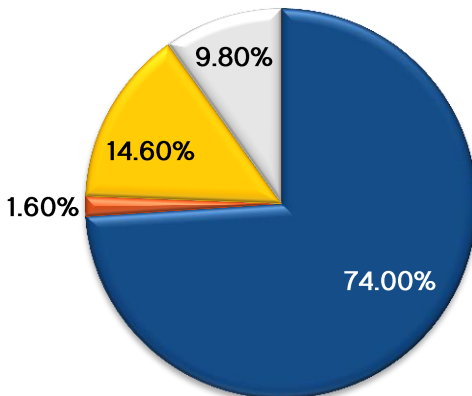
Tree Pit Guards & Plantings



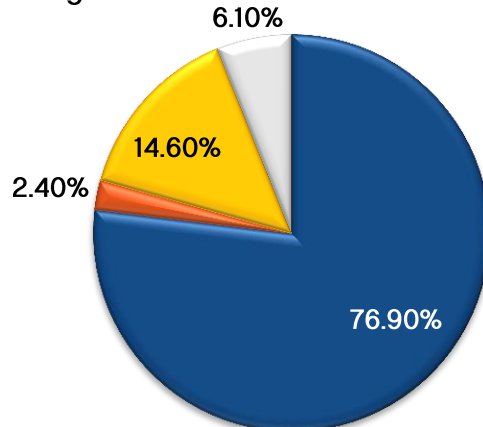
Street Trees



Lamppost Flower Baskets



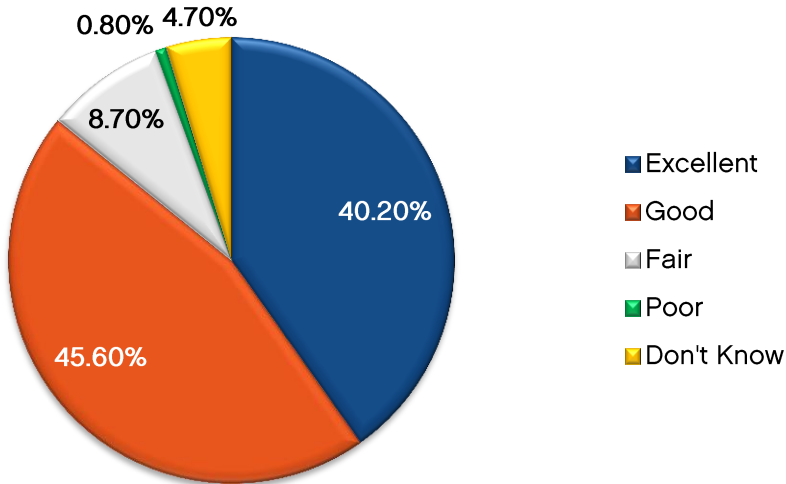
Park Avenue South Median Mall Beautification & Plantings



BID Programs & Performance

Marketing and Communications:

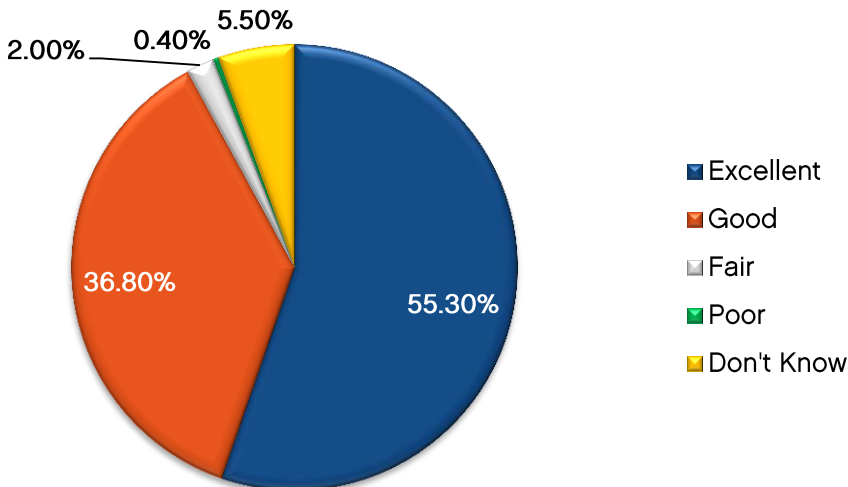
Overall, 85.8% of respondents rate the marketing and communications efforts of the Flatiron/23rd St. Partnership as “good” or “excellent.”



66.7% of respondents stay informed about the Flatiron/23rd St. Partnership via our electronic newsletter, while 43.2% do so through email and 30% through our webpage. To learn more visit us at discoverflatiron.org.

District Identity

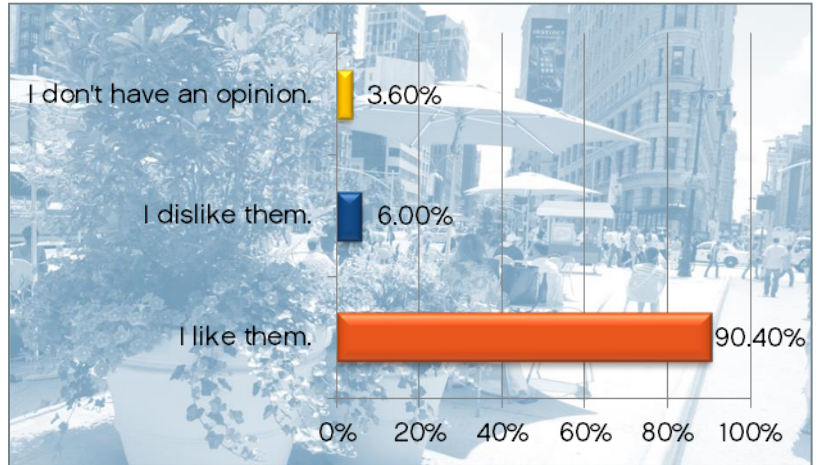
We asked for the second year how the Flatiron/23rd Street Partnership contributed to strengthening district identity. Over 90% rated the impact on the district as “good” or “excellent.”



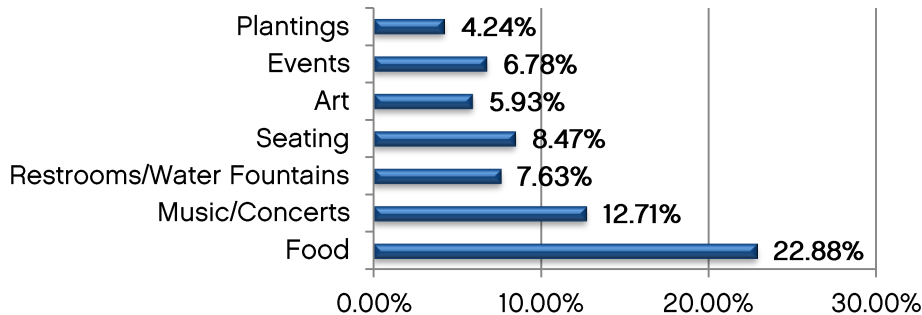
Flatiron Neighborhood

Public Plazas

Since 2008, the Public Plazas at the intersection of 23rd Street, Broadway and Fifth Avenue have been in place, courtesy of the Flatiron Partnership and the NYC Department of Transportation, and continue to be a major success. When asked whether they like or dislike them, respondents gave the plazas a 90.4% approval rating, a slight decrease from 92.6% in 2011.



Of the 118 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:



The top reasons that visitors frequent the Flatiron District:



The most important issues facing the Flatiron District today:

