

# 2018 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*

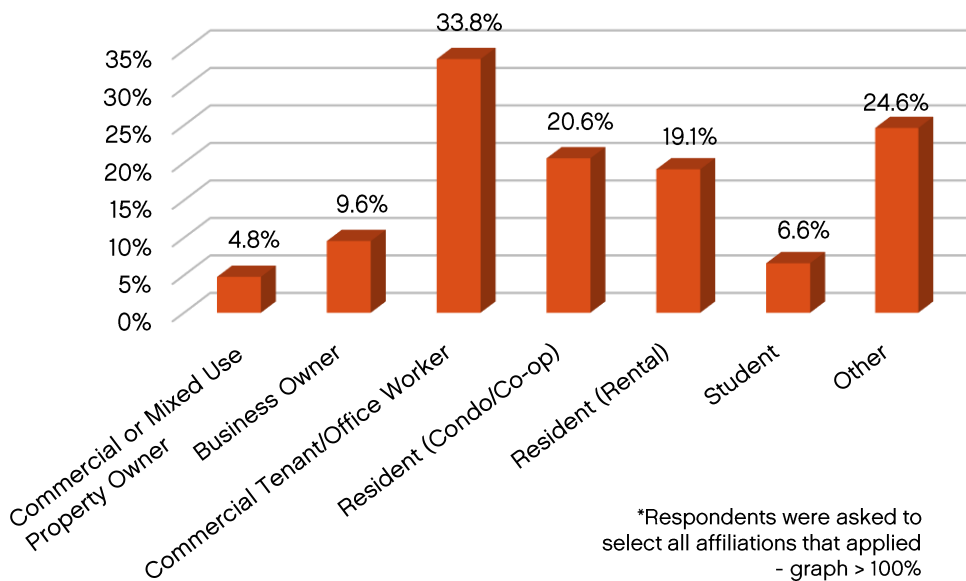
# Overview

Between September 19, 2018 and November 9, 2018, 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 9, 2018, 379 respondents had answered the survey questions.

## Respondents

Approximately 272 respondents identified themselves as affiliated with the BID



55% of survey respondents live or work in the BID, and 40.2% visit the BID at least once a month. For respondents who do not live or work in the BID, 80% indicated that they visit the Flatiron District for dining.

\*Respondents were asked to select all affiliations that applied - graph > 100%

### Top Five Favorite Things About the Flatiron District

1. Restaurants and Dining
2. Madison Square Park
3. Shopping
4. Centrality/Convenience
5. Variety and Diversity

### Three Most Important Issues Facing the Flatiron District

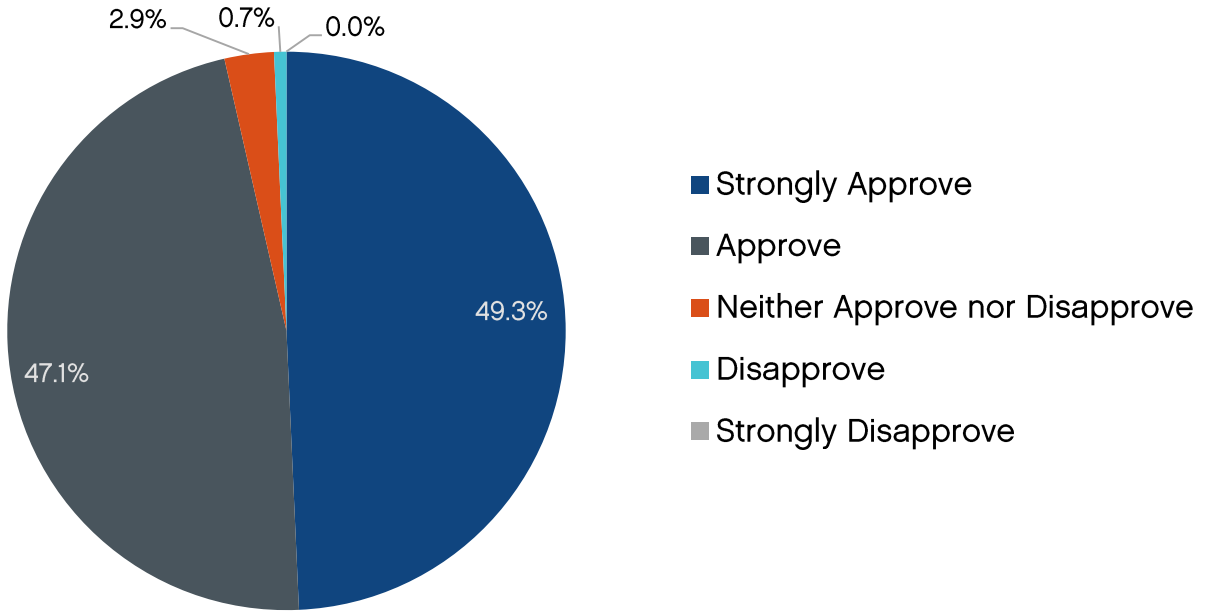
1. Homelessness
2. Sanitation
3. Traffic
4. Overcrowding & Noise
5. Gentrification/Over-commercialization

\*New trending concerns: Infrastructure & Business Turnover

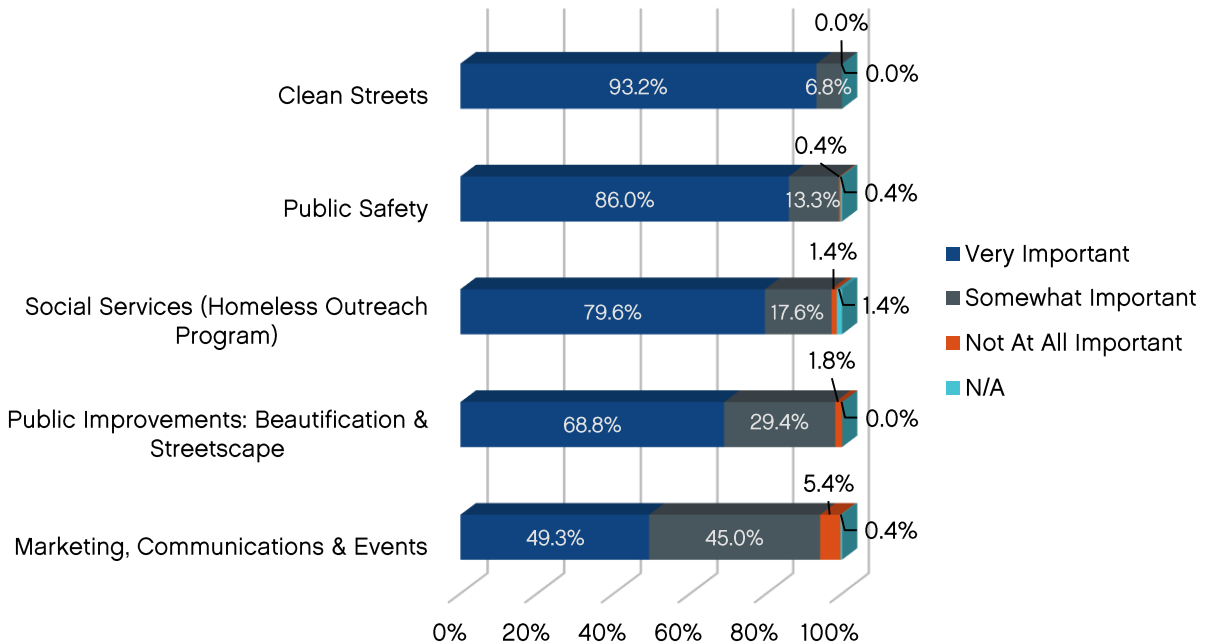
# BID Programs & Performance

## Overall BID Performance

The Flatiron/23rd Street Partnership received an overwhelming response of approval with 96.4% of respondents answering that they “approve” or “strongly approve” of the job that the BID does (up from 89.7% in 2017). This is the highest approval rating the BID has received.



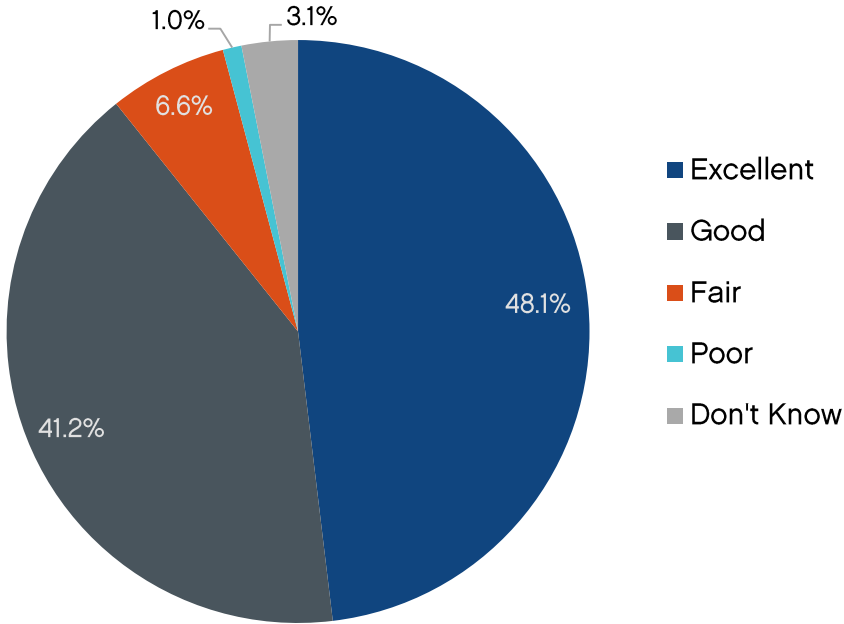
When asked to rank the importance of the BID’s programmatic areas, Clean Streets, Public Safety, and Social Services received the highest ratings of “Very Important.”



# BID Programs & Performance

## Clean Streets

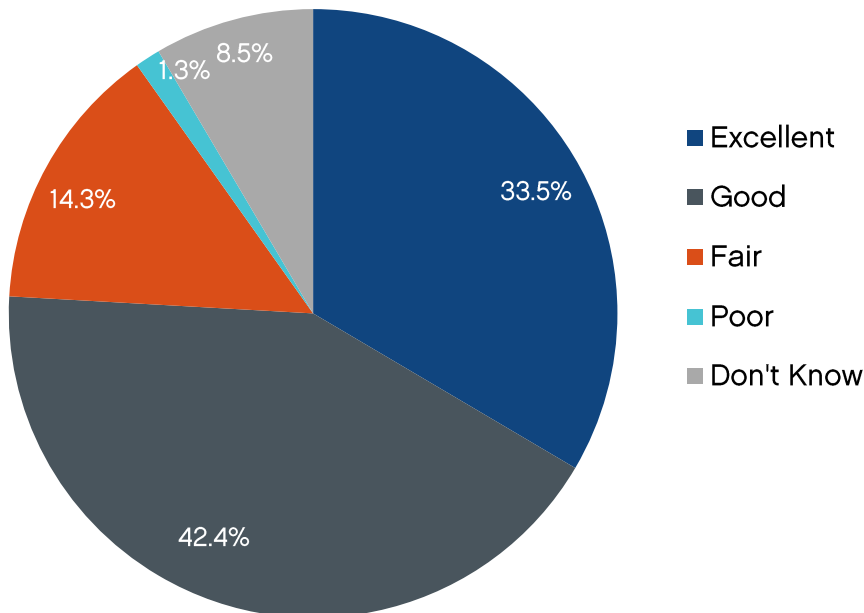
Of those respondents who are aware of the BID's Clean Streets Program, 89.3% of respondents rate the impact on the district as "good" or "excellent" (up from 85.6% in 2017).



*61.3% of respondents said that the BID is cleaner than most neighborhoods in Manhattan, while 32.3% believe it is as clean as other areas.*

## Public Safety

Of those respondents who are aware of the BID's Public Safety Program, 75.9% of respondents rate the impact of the Public Safety program on the district as "good" or "excellent" (up from 69.4% in 2017).

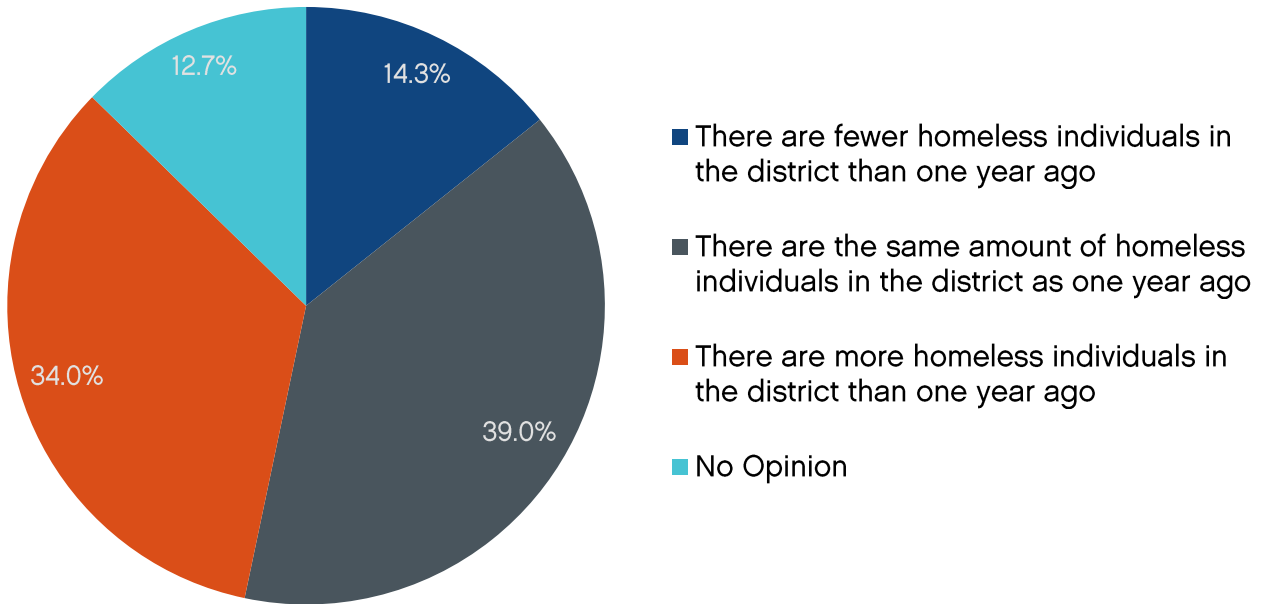


*92.1% of respondents said that the BID is safer or as safe as most neighborhoods in Manhattan.*

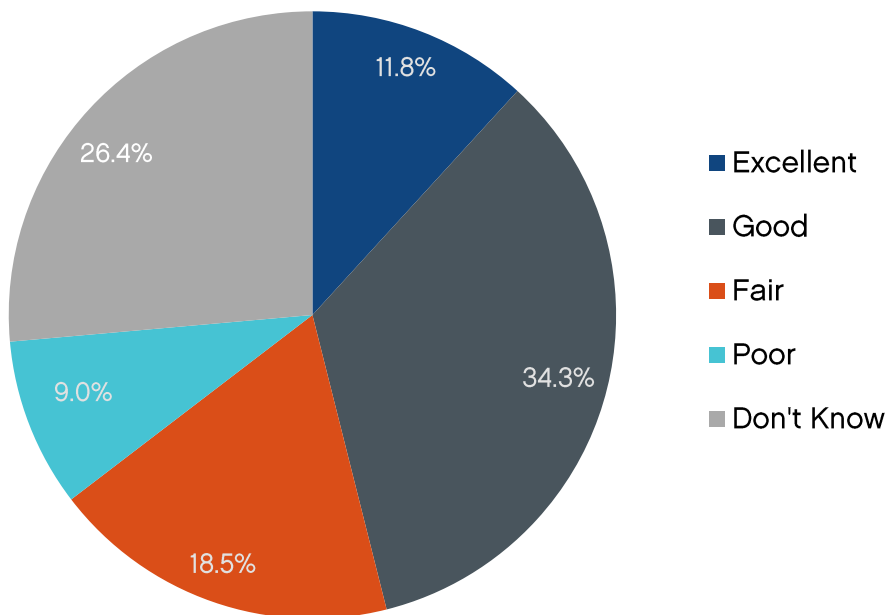
# BID Programs & Performance

## Social Services

Homelessness is the most important issue facing the district according to respondents. 73% of respondents believe there are as many or more homeless individuals in the district than last year (down from 79.9% in 2017).



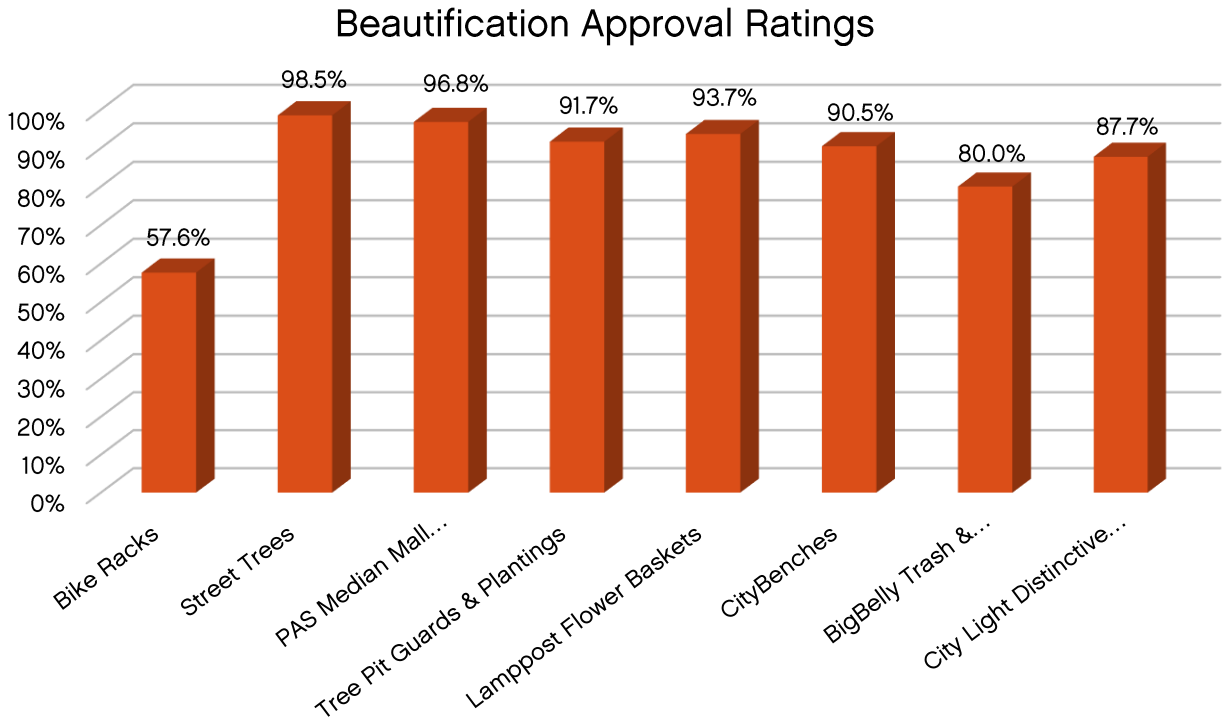
Of the respondents who were aware of the BID's Homeless Outreach Program, 46.1% of respondents rate the impact on the district as "good" or "excellent" (up from 35.3% in 2017).



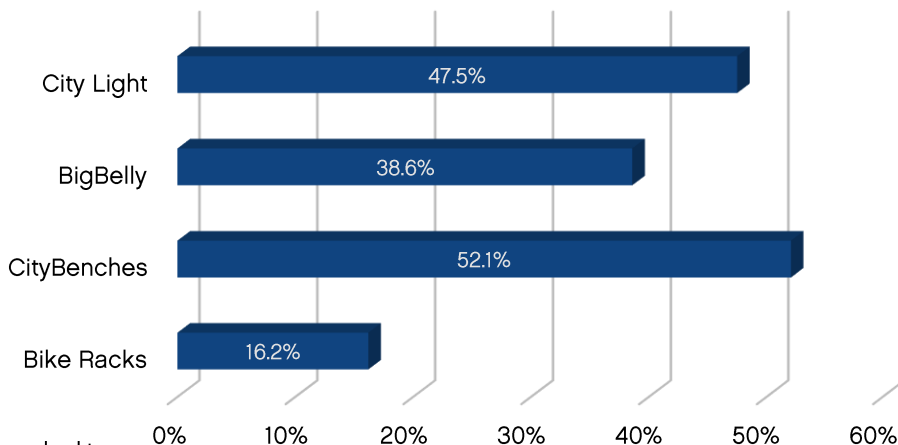
# BID Programs & Performance

## Streetscape Beautification and Enhancements

Respondents who were aware of the Flatiron/23<sup>rd</sup> Street Partnership's streetscape beautification and enhancements overwhelmingly like the individual components.



When respondents weighed in on what they would like to see the BID further expand in the future, City Benches were the favorite (52.1%), and City Lights were the second favorite (47.5%). Many comments suggested the expansion of greenery, although it was not an option to choose from.

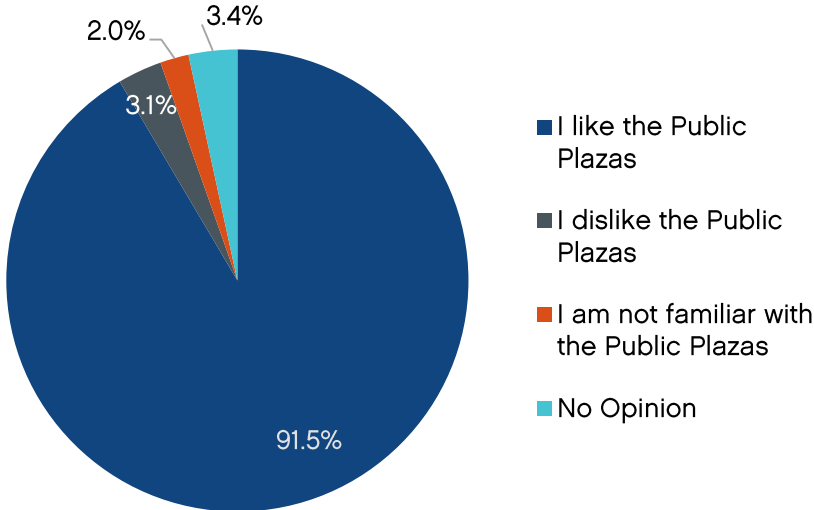


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# BID Programs & Performance

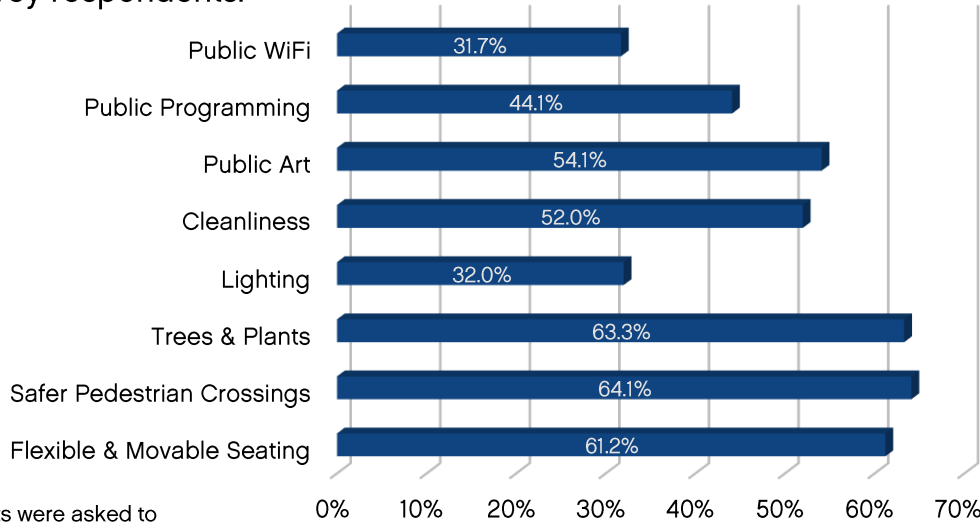
## Public Plazas

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/23<sup>rd</sup> Street Partnership, and continue to be a major success. Beginning with a public workshop in November 2015, the BID has been working with DOT, NYC Department of Design & Construction (DDC), and the Madison Square Park Conservancy (MSPC) to solicit input from neighborhood stakeholders and members of the public about the permanent design for the Flatiron Public Plazas and Worth Square.



*When asked how the permanent design can improve the Public Plazas, survey respondents indicated that increased seating and art (especially permanent), more shaded space, pedestrian/cyclist safety, and more greenery were their top priorities.*

When asked which aspects of the Public Plazas respondents like the most, Safer Pedestrian Crossings and Trees & Plants received the highest ratings. Flexible & Movable Seating, Cleanliness, and Public Art also received strong positive feedback from survey respondents.

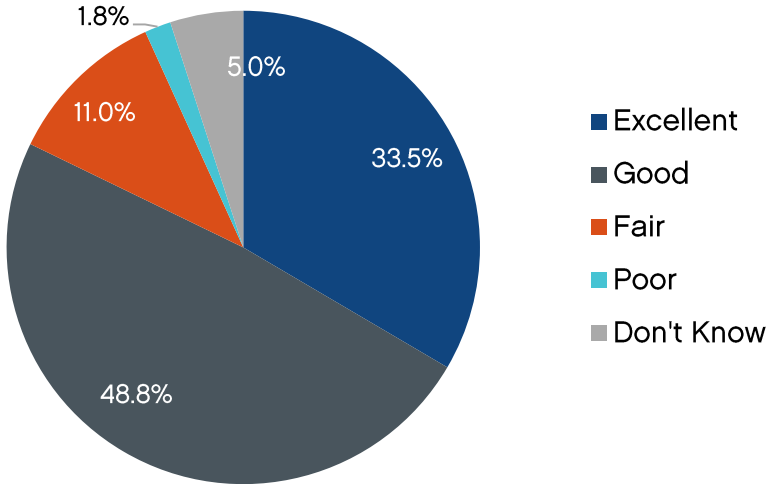


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# BID Programs & Performance

## Marketing and Communications

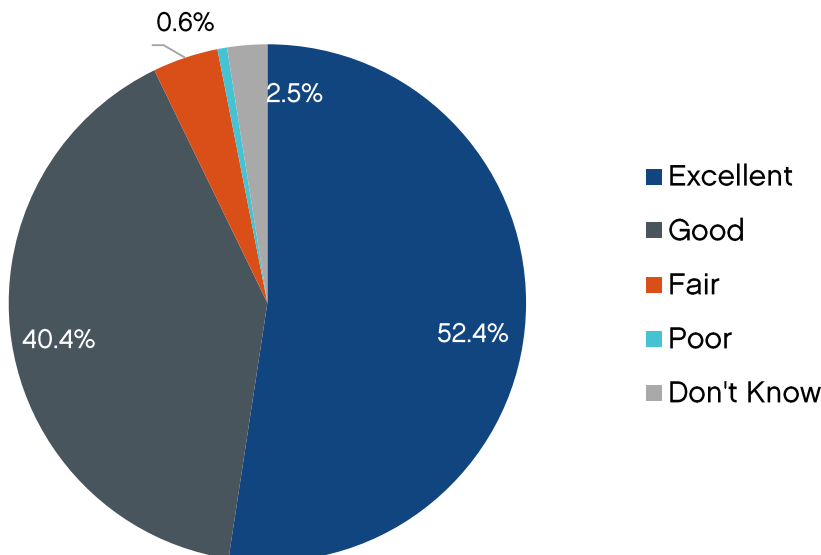
Overall, 82.3% of respondents rate the marketing and communications efforts of the Flatiron/23rd Street Partnership as “good” or “excellent” (up from 73.6% in 2017).



76.1% of respondents stay informed about the Flatiron/23rd Street Partnership via our electronic newsletter, and email blasts, while 22.9% do so through our website.

## District Identity

Asked how the Flatiron/23rd Street Partnership contributed to strengthening district identity, 92.8% of respondents rated the impact on the district as “good” or “excellent” (up from 83.2% in 2017).

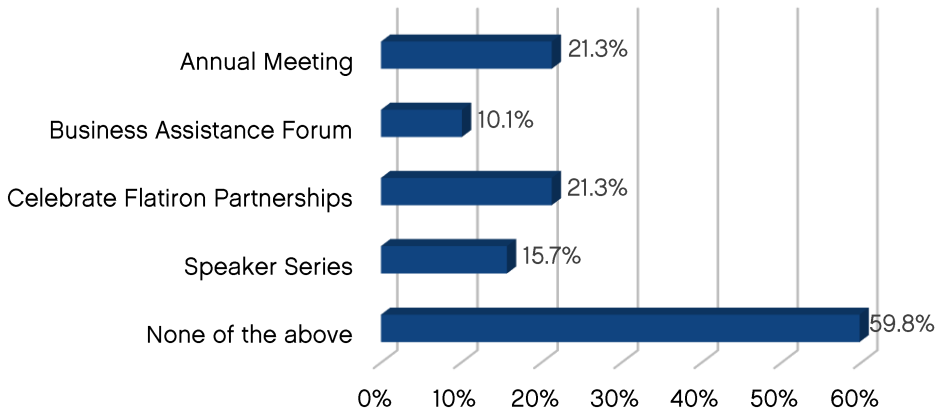


The most recognized BID-branded streetscape items or sponsorship were Streetlamp Banners (56.8%) and Flatiron Free WiFi (51.2%). Recognition of event sponsorship increased from 37% in 2017 to 44.6% in 2018.



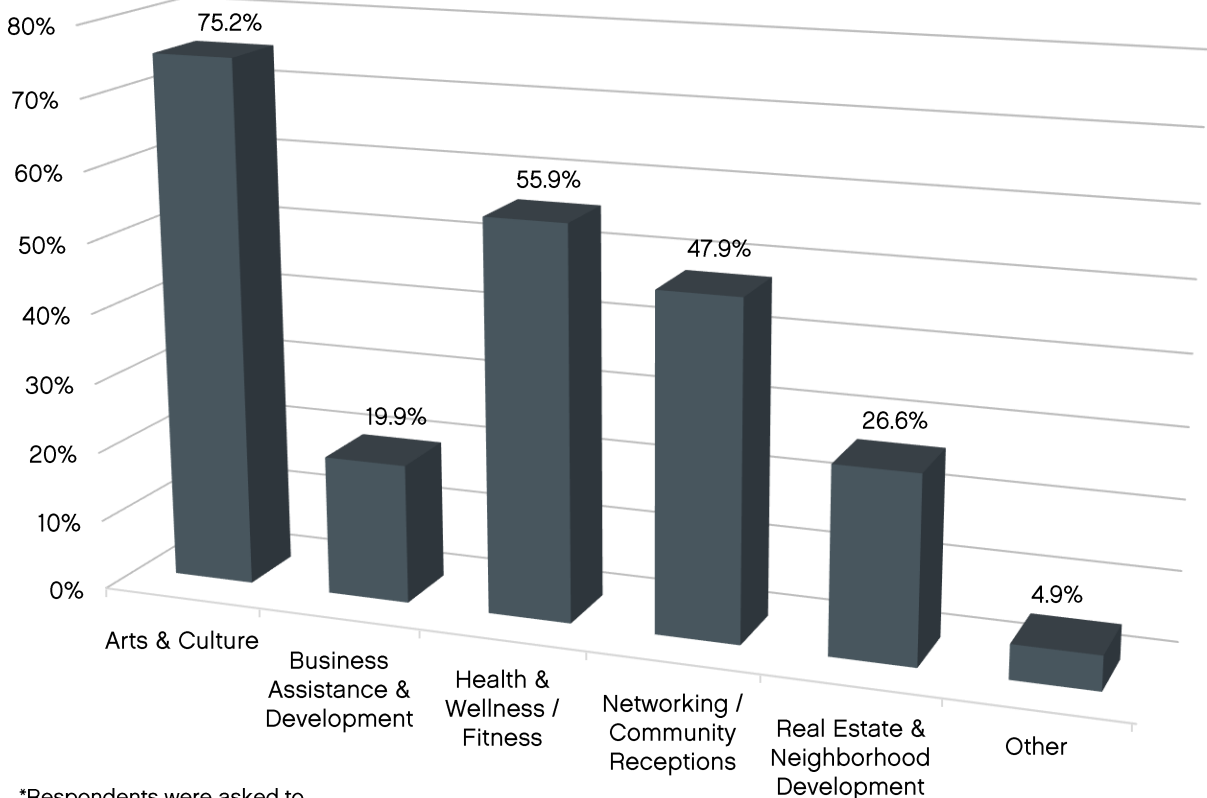
# BID Programs & Performance

Which Flatiron/23<sup>rd</sup> Street Partnership events have you attended?



*Of respondents who were aware of the programs, 91.2% of respondents rated 23 Days of Flatiron Cheer as “good” or “excellent”, and 90.5% of respondents rated Summer Series as “good” or “excellent.”*

When asked which types 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%

