

Union Square Partnership Community Opinion Survey Fall 2010



IN JULY 2010, the Union Square Partnership distributed its 3rd Annual Community Opinion Survey via email to district stakeholders in order to collect feedback on existing programs, and assist Partnership staff with identifying community needs going forward. The survey contained both multiple choice and open response questions, and explored topics ranging from how basic quality-of-life services are being rendered to marketing and events. A total of 316 responses were received, compared with 305 and 278 responses in the two previous years.

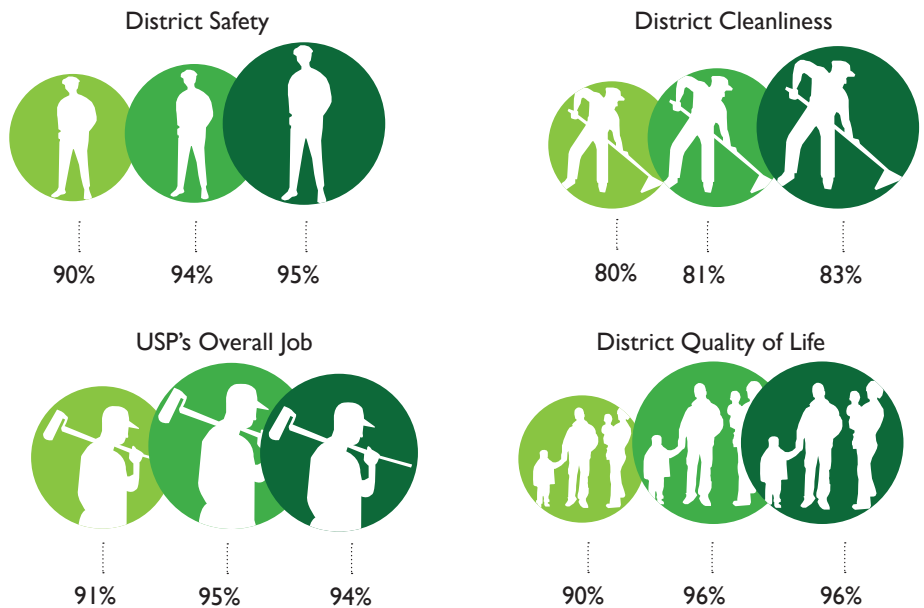
Survey responses related to quality-of-life issues such as cleanliness and safety revealed that the community is supportive of the Partnership's current sanitation and public safety services. 83% of those surveyed were satisfied with the Clean Team's efforts, while 95% of respondents were satisfied with the neighborhood's overall safety, a combined result of the work of local law enforcement, and the Public Safety Team and our use of the NYPD's Paid Detail Unit. In all, over 94% are satisfied with the organization's efforts to clean, promote, and beautify Union Square, and the staff is committed to working hard to take the district to greater heights.

Data supplied by this year's survey will be used to improve service delivery, and develop new programming and events for the neighborhood. Several current initiatives are a result of past year's surveys and these efforts are well underway, including the City's Department of Transportation's Broadway-Union Square Plan, which will increase safety by restructuring pedestrian and vehicular traffic flow throughout the district. In the last year, USP also completed construction on the North End Project, which tripled the size of the playground and renovated the historic Pavilion. The overall quality of life in the district received a tremendously high marks with a 96% approval rating.



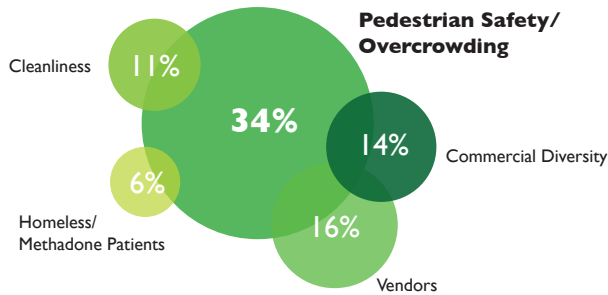
In response to past community surveys, the Partnership advocated for pedestrian safety changes at the intersection of Broadway and 17th Street. The resulting street plazas simplify pedestrian crossings, add seating amenities and provide greenery at Union Square's northern gateway.

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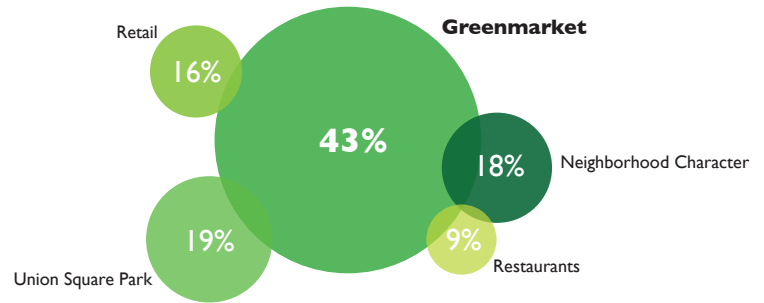


COMMUNITY OPINION SURVEY RESULTS

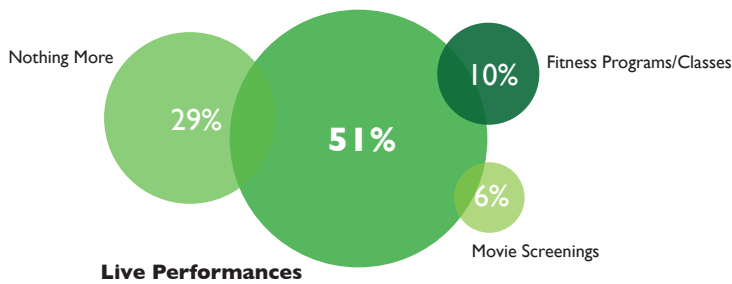
What is the single most important issue facing the Union Square neighborhood today?



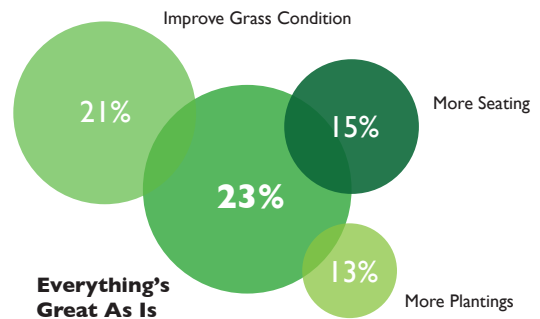
What do you like most about the Union Square neighborhood?



Can you list any programs or activities you would like to see in Union Square Park in the future?



Can you list any physical improvements you would like to be made to Union Square Park?



The Union Square Partnership has made the following improvements just in the past four months as a direct result of this year's and past years' surveys:

- Added 340 bistro chairs, 80 bistro tables, and 10 umbrellas within Union Square Park.
- Added 150 bistro chairs, 50 bistro tables and 47 landscaped planters along the new DOT pedestrian plazas.
- Added 20 hanging baskets and landscaped planters within the park.
- Expanded the Clean Team's work within the park from seasonal to year-round.
- Renovated 56 tree pits along 14th Street, increasing pedestrian safety and beautifying the streetscape.
- Moved Summer in the Square fitness classes to the early morning to better accommodate local residents.
- Planted thousands of bulbs, annuals, perennials and shrubs to enhance the park.

For more information, contact:
 Seth Taylor
 Director of Economic Development
 Union Square Partnership
 (212) 460-1200
staylor@unionsquarenyc.org

The Union Square Partnership works to ensure the community's continued growth and success by providing public safety, sanitation, economic development, and marketing services, and by investing in the beautification of Union Square Park. For more information, visit unionsquarenyc.org

4 IRVING PLACE
 ROOM 1320-S
 NEW YORK, NY 10003
 TEL 212 460-1200
 FAX 212 420-8670

