

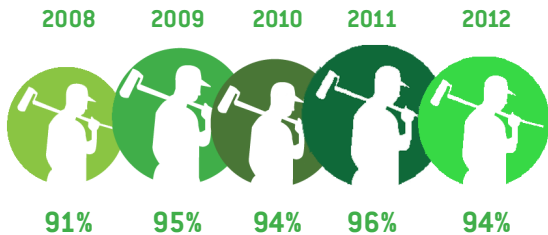
Union Square Partnership

2012 Community Opinion Survey



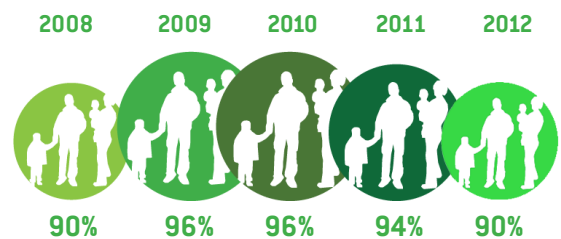
In November 2012, USP conducted our Fifth Annual Community Opinion Survey, receiving feedback on existing programs and future neighborhood needs from 304 respondents. Using multiple choice and open response questions, the survey explored topics such as quality-of-life services, free community programming, marketing, and recent park enhancements and potential upgrades.

USP's Overall Job



Survey responses continue to indicate a high level of satisfaction with USP core services. Overall, respondents report a 94% satisfaction rate with USP services and 90% are pleased with the quality-of-life in the Union Square area.

District Quality of Life



With almost 350,000 pedestrians coming through Union Square each day, keeping the district clean requires an extraordinary effort. 87% of respondents agree that our USP Clean Team is doing a great job – the highest cleanliness satisfaction level since we began surveying. The USP Clean Team is responsible for sweeping sidewalks, removing graffiti, power washing, painting street furniture, bagging trash, and supporting NYC Parks Department staff in Union Square Park. In the warmer months, the Clean Team sets up, maintains and stores nearly 200 bistro tables, umbrellas and chairs.

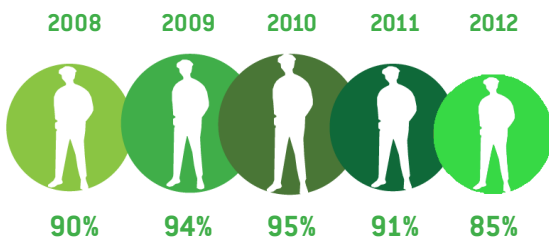


On any given day, throngs of people bask in the sun, check their email and eat lunch in our pedestrian plazas. Created in partnership with NYCDOT in 2010, these plazas add to the increasing popularity of the district.

District Cleanliness



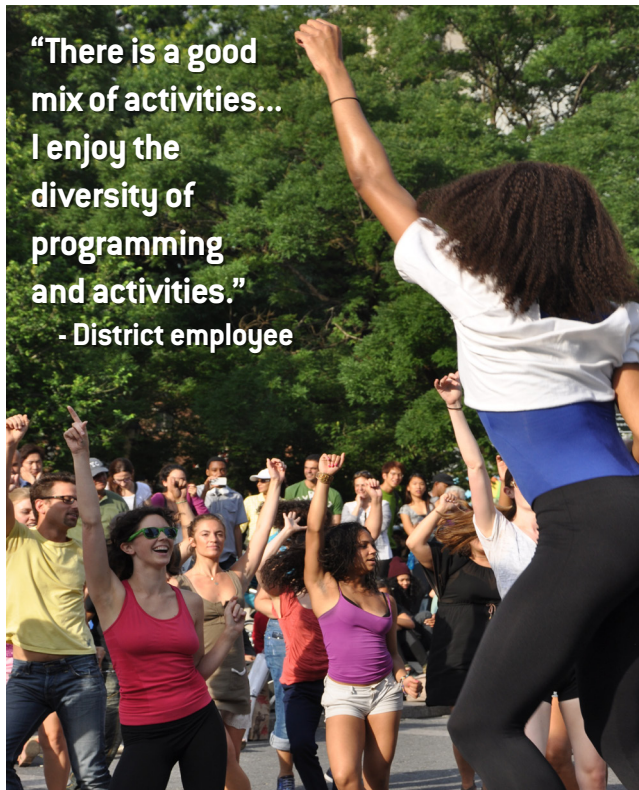
District Safety



This year's survey showed 85% satisfaction in District Safety. This represents a drop from previous years and is attributed to a high-profile incident that occurred last fall. USP is committed to improving this number in the coming year and is dedicated to working with our partners at the 6th, 9th, and 13th precincts and at the Parks Department to increase safety in the district.



In response to our surveys, USP has implemented a number of neighborhood improvements, including new free community programming, small business and networking events, the promotion of local store openings, the District Deals on our website and the District Deals Coupon Book featuring a record number of local retail and restaurant specials this year. We are thrilled that 80% of respondents are satisfied with the level of communication they receive from us. We reach over 6,200 subscribers with our monthly e-newsletter, *On the Square*. The USP Facebook pages communicate with over 5,900 people, Twitter has grown to 5,000 followers, and the Union Square Blog averages 2,500 views each month.



“There is a good mix of activities... I enjoy the diversity of programming and activities.”
- District employee

Nearly half of all respondents attended our *Summer in the Square* programming and a quarter of respondents attended a USP small business forum or networking event. We are planning more business and networking events for the coming year, and are working on expanding our *Summer in the Square* programming to include additional days and events.

For more information, contact:
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landscaping
95%
 satisfied

This year's landscaping initiative included planting hundreds of annuals along the pedestrian plazas as well as 300 perennials, 50 ornamental shrubs and 100 annuals to the park's plant beds. Additionally, USP refurbished over 100 tree pits within the district over the last two years.

More than 95% of respondents are satisfied with USP's landscaping efforts, including planters and flowers along 17th Street and Broadway, hanging baskets, bistro tables, chairs and umbrellas, and upgraded park landscaping. In our efforts to continue Union Square Park beautification, 72% of respondents agree that the triangle at 14th Street and Union Square East is in need of improvements. As a result, USP has budgeted funds for the coming year to invest in both below and above ground upgrades. In response to community feedback, our goal is to create an attractive and relaxing seating area where the community can enjoy a new venue for art installations, small performances, events and readings.



Triangle Upgrade
72%
 approve

Based on community feedback, USP will upgrade the triangle at Union Square Park. The project include the installation of a new irrigation system and the creation of a new seating area with new plantings and programmable space.

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

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