

# Union Square Partnership

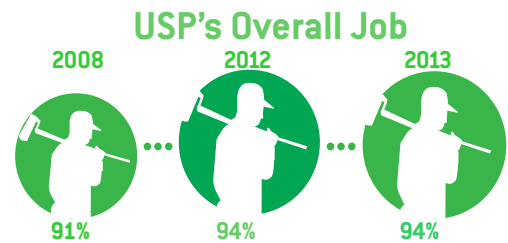
## 2013 Annual Community Opinion Survey



In July 2013, USP conducted our Sixth Annual Community Opinion Survey, receiving feedback on existing programs and future neighborhood needs from 312 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.



With almost 350,000 pedestrians coming through Union Square each day, keeping the district clean requires an extraordinary effort. The Mayor's Office of Operations' Sanitation Scorecard gave USP an average score of 100% for street cleanliness and 99% for sidewalk cleanliness for fiscal year 2013. 85% of respondents agree that the USP Clean Team is doing a great job and 99% of respondents rate district cleanliness as an important neighborhood attribute. The Clean Team sweeps sidewalks, removes graffiti, power washes, paints street furniture, bags trash, and supports NYC Parks Department staff in Union Square Park. In the warmer months, the team sets up, maintains and stores over 200 bistro tables, chairs and umbrellas.



Our 2013 survey also found an increased level of satisfaction concerning district safety. Working with our partners in law enforcement, our Public Safety team facilitates a welcoming environment. They are a familiar presence in the area, patrolling on foot and reporting serious conditions to agency partners when necessary. Survey respondents also continue to report a high level of satisfaction with USP's core services. 3 out of the 4 survey respondents reported steady or increased satisfaction with USP's services with a 94% satisfaction rate with USP's overall job and 93% are pleased with the quality-of-life in the Union Square area. Some programs that contribute to this overall sense of satisfaction include our annual calendar of events, the pedestrian plaza seating areas created in partnership with NYC Department of Transportation in 2010, our upgraded and expanded complimentary Wi-Fi system, and our annual park landscaping and beautification efforts.



**In response to your feedback**, USP has implemented a number of neighborhood improvements, including free community programming, small business networking events and the promotion of local store openings. Additionally our website and the District Deals Coupon Book feature a record number of local retail and restaurant specials this year. We are thrilled that 95% 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 nearly 11,000 people, Twitter has grown to over 7,000 followers, and the Union Square Blog averages 2,500 views each month.



**More than 92% 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 enhancing the district, 84% of respondents are in favor of USP engaging in the process to evaluate the feasibility of replacing the old, outdated Cobra Light Poles on the streets surrounding Union Square Park with the historic Bishops Crook Light Poles already located throughout the park. Additionally, 79% of respondents are in favor of USP re-invigorating the Holiday Lighting Program along 14th Street and around the park to create a festive atmosphere during the holiday season and help promote holiday shopping, evening dining and entertainment from mid-November to early January.



**Our complimentary community programming** is an important element of the work USP conducts to enliven the neighborhood. This year, half of all respondents indicated that they attended our *Summer in the Square* programming and nearly a third of respondents attended a USP small business forum or networking event. In calendar year 2013, USP will produce more than 90 activities and performances over 34 event days – all free and open to the public. Much of the funds needed to make these programs possible are provided by a long list of supporters and partners from within the district, and through funds raised at our annual fall benefit, *Harvest in the Square*.



For more information about our programs and services, or to get involved with our work in the community, contact us at: (212) 460-1200 or [info@unionsquarenyc.org](mailto:info@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](http://unionsquarenyc.org)

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