

2014 Annual Community Opinion Survey

UNION SQUARE PARTNERSHIP

To better serve the Union Square neighborhood, the Union Square Partnership (USP) conducted its seventh annual Community Opinion Survey in July 2014 and received feedback from 389 newsletter respondents on existing programs

and future neighborhood needs. Highlights from the survey are shown below and focus on topics such as district services, public investments, community programming, marketing and communications, and neighborhood amenities.

Overall Performance

USP is constantly looking to improve quality-of-life in the Union Square neighborhood. We are thrilled that over 97% surveyed feel we do a good job cleaning, promoting, and beautifying the community. By looking closely at the survey data, we develop new programs and events, as well as fund district enhancements and potential upgrades. Our staff is committed to taking the district to greater heights by using survey results to identify future community needs and enhance service delivery.



91% of survey respondents are satisfied with the outdoor seating options and landscaping in UnionSquare Park.

97% Approval Rating

Core District Services

With almost 350,000 daily pedestrians and over 35 million annual transit riders coming through Union Square, keeping the district clean and safe is one of USP's top priorities. Our Clean Team sweeps and power washes sidewalks, removes graffiti, paints street furniture, bags trash, and supports NYC Parks Department staff in Union Square Park. During warmer months, the team sets up, maintains and stores over 200 bistro tables, chairs, and umbrellas within the park and pedestrian plazas. Our Public Safety team is the district's eyes and ears, patrolling on foot, providing information and assistance, and reporting serious conditions to law enforcement partners when necessary.

Public Investments

USP funds a number of public investments to beautify and enhance the Union Square area on an annual basis. In response to community feedback, USP has upgraded park landscaping, installed hanging baskets and flower planters, as well as expanded public seating areas with bistro tables, chairs, and umbrellas. This past year, we increased WiFi capacity in the park, replaced the safety surface of Evelyn's Playground, and installed decorative lighting to promote district shopping, dining, and entertainment during the holidays.

Popular Public Investments funded by USP

Decorative Holiday Lights



Planters & Landscaping



Bistro Chairs & Tables



Complimentary Wireless



Satisfaction with USP Services

District Cleanliness

87%



District Safety

90%



Park Landscaping

92%



District Quality of Life

89%



Working with our partners at NYC Parks, USP funded and replaced the safety surface of Evelyn's Playground in 2014.

Community Programming

USP enlivens the Union Square neighborhood with free community programming each year. Last year, survey respondents requested evening fitness classes at our nine-week entertainment series Summer in the Square. Our organization responded with more CrossFit, yoga and a running club on summer Thursday nights. We also added free children’s arts and crafts on Tuesdays at The Pavilion. Other well-attended events include our signature event, Harvest in the Square, showcasing over 50 of the best local restaurants to raise money for our efforts in the park, and our Annual Meeting and Networking Reception at the W New York – Union Square.



70% of respondents have participated in USP community programs including fitness activities as part of Summer in the Square.

Marketing & Communications

To promote Union Square’s numerous attractions, assets and amenities, USP produces marketing materials and engages in social media. When surveyed, 84% of respondents categorize our marketing and communications efforts as good to excellent, and 93% are satisfied with the contact they receive from us. Our online event calendar and District Deals are the most visited website sections, while our monthly newsletter, Visitor Map & Guide, District Deals coupon book, and the summer information kiosk were found to be the most useful marketing materials and initiatives.

Additionally, social media channels like Facebook, Twitter, Instagram, and the Union Square Blog let area residents, workers and visitors know the latest neighborhood news and development.



Neighborhood Amenities

Known for its cultural significance, historical charm and popular appeal, Union Square is a diverse and active neighborhood anchored by NYC’s iconic Union Square Park and the bustling Greenmarket. Understanding the priorities and perceptions of those who live, work and play in Union Square helps USP create a cleaner, safer, and more pleasant neighborhood. Survey respondents indicated public safety, clean sidewalks, easy public transportation access, and green space as some of the area’s most important attributes. Most enjoyed neighborhood amenities include the Greenmarket, Union Square Park, the variety of shopping and dining selections, and easy public transportation access.



Contact Us!

For more information about our programs and services or to get involved with our work, contact us at 212.460.1200 or info@unionsquarenyc.org or follow us [@UnionSquareNY](https://www.instagram.com/UnionSquareNY).