

2018 Community Opinion Survey Results

UNION SQUARE PARTNERSHIP

To better serve the greater Union Square-14th Street neighborhood, the Union Square Partnership [USP] conducted its eleventh annual Community Opinion Survey in October 2018. We received feedback from over 335 individuals whose input will help shape USP's services, public investments, community programming, marketing, and communications. The results of the annual survey surface trends in resident, business, and visitor neighborhood experiences that will help guide the development of long-term capital planning projects and assist USP in creating programs that foster a clean, safe and vibrant neighborhood.

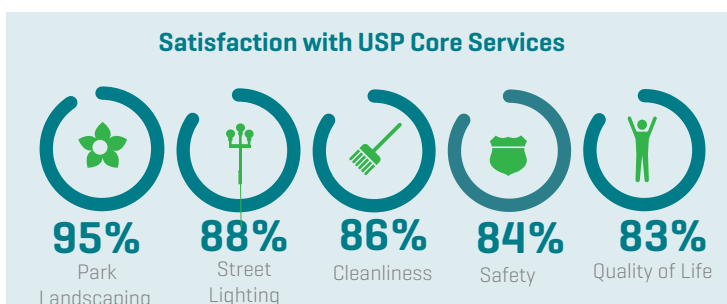
Overall Performance

Maintaining the incredible quality of life of the Union Square neighborhood is USP's top priority. An astounding 98.7% of survey respondents believe USP does a good job cleaning, promoting, and beautifying the Union Square district. Understanding the priorities and perceptions of those who live, work and visit Union Square helps USP create a cleaner, safer, and more dynamic neighborhood. USP is committed to improving service, and uses these survey results to identify community requests and develop policy and programmatic recommendations.



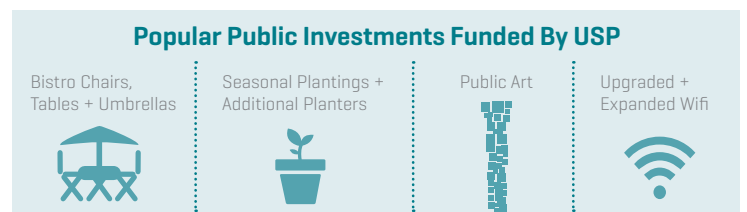
Core District Services

Programs that support a clean and safe neighborhood remain the most important services provided by USP, according to survey respondents. Union Square has reached a critical inflection point with several high-profile projects, such as the Union Square Tech Training Center, and upcoming L train work that promise to bring more businesses, visitors, and pedestrians than ever before. USP is working hard to meet these new demands with our dedicated Clean Team fanning across the district 7 days a week sweeping sidewalks, power washing high-trafficked crosswalks, removing graffiti, painting street furniture, and bagging trash. Survey respondents recognized the USP Clean Team's dedication and hard work, with 86% reporting satisfaction with cleanliness in the district.



Public Investments

Each year USP makes targeted investments that make Union Square a better place to live, work, and visit. We're focused on keeping the neighborhood welcoming and vibrant by enhancing the public realm through new landscaping, world-class public art, and streetscape improvements. Over 95% of respondents indicated satisfaction with our landscaping work in Union Square Park and the nearby plazas.



Last spring USP doubled down on our investment in park seating areas, working with NYC Parks to open and furnish a new seating area on the Park's west side after 2017 survey respondents asked for more seating in Union Square Park. Our bistro tables + chairs and teal umbrellas are one of the most popular investments, as indicated by respondents. Located just north of the Union Square Dog Run, the new seating area builds off the success of the west side's original seating area. With barely any empty chairs each sunny afternoon, this new seating area remained just as popular with lunchtime parkgoers as the Park's other seating areas.



Community Programming

USP continues to build upon our popular event programming, partnering with local businesses, organizations, and institutions to offer over 200 activities throughout Union Square. *Summer in the Square* remained the most popular program among survey participants. In response to our 2017 survey data, USP enhanced our popular summer programming with new activities in 2018 including Tai Chi classes for seniors and even more children's programming, such as Super Soccer Stars and a weekly Bubble Garden. Additionally, USP added a Hydration Station, providing cold water to participants and encouraging the use of refillable water bottles. Through this effort, USP diverted over 16,000 bottles from landfill. USP's *Harvest in the Square* food + wine fundraiser and *Union Square Sweat Fest*, winter health + fitness program, were also favorites. Overall, the majority of respondents requested more music + dance performances, movie nights, and fitness classes.



USP expanded *It's My Park!* Day programming in 2018 with new family activities with a focus on learning sustainable practices.

Marketing & Communications

With more than 60,000 followers across USP's social media channels, there are more ways than ever to follow and join the conversation with us. 90% of respondents rated USP's marketing + communications efforts Excellent or Good, stating USP's communications are "well done" and "professional." With over 8,900 email subscribers, USP's monthly newsletter was rated the most useful form of communication by over 80% of respondents. Over 95% are satisfied with the frequency of contact with USP and the community noted that the Union Square Partnership website was the second most relied upon communication tool. The majority of respondents indicated a strong desire to learn more about neighborhood events, dining recommendations + specials, and new business openings.



From fitness programs and Tai Chi to family shows and movie nights, USP hosts over 211 community activities and events, up from 198 in 2017.

Shaping Union Square's Next Chapter

In addition to our Annual Survey, USP kicked off a 9-month collaborative Neighborhood Visioning and Planning initiative in September 2018 to shape the future of the Union Square - 14th Street district. Throughout late 2018 and early 2019, USP and Marvel Architects are organizing a series of participatory community visioning and planning forums to gather community ideas, shape our neighborhood plan, and help USP prioritize potential near-term projects for the district. The input and guidance gained from this process will ensure that the Union Square - 14th Street district is more vibrant, inclusive, secure, sustainable, and welcoming in the coming decade - and beyond. We encourage you to contact us with any additional feedback and get involved in our planning process at unionsquarenyc.org/planning. To learn more about our programs and services or to get involved with our work, contact us at 212.460.1200 or info@unionsquarenyc.org.



USP conducted extensive community outreach holding community forums, visiting residential buildings, and setting up pop-ups to solicit feedback.

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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