

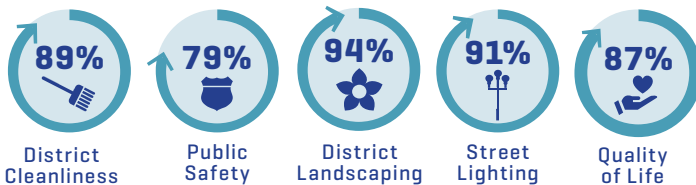
2021 ANNUAL COMMUNITY OPINION SURVEY RESULTS

UNION
SQUARE
PARTNERSHIP

To better serve the greater Union Square-14th Street neighborhood, the Union Square Partnership (USP) conducted its 12th annual Community Opinion Survey in August 2021. **The survey received feedback from 498 individuals**, representing a mix of residents, employees, business and property owners, and visitors. This year, **98.5% of respondents** reported high satisfaction with USP's work across the areas of core services, public investments, community programming, marketing and communications. We are grateful for this positive feedback, and will continue to work diligently with our partners to prioritize initiatives that support district recovery, business health, and a high quality of life.

ENHANCING QUALITY OF LIFE

USP's Core Services, which include supplemental sanitation services, public safety coordination, and district landscaping, are essential to our operations each day. In addition to feedback about USP's work, respondents shared their satisfaction ratings based on the perception of public safety, cleanliness, lighting, and overall quality of life.



Despite the challenges facing neighborhoods across the City, respondents reported similar rates compared to previous years. USP continues to work closely with City agencies, law enforcement, and our dedicated Clean Team to ensure these services are maintained for all who spend time in the area.

"As far as safety goes, I think you all do a great job, considering the issues that are impacting our city right now. - USQ Resident Feedback



Our landscaping team keeps the district and park green and thriving by maintaining beautification and landscape features, including investing in 11,000 new plantings this past year.



USP's Clean Team has ramped up operations since the start of the pandemic, including disinfecting high-touch surfaces, maintaining +125 trash receptacles and removing +19K graffiti and stickers from district properties.

PUBLIC REALM INVESTMENTS

USP received valuable feedback on streetscape elements and public space amenities around the neighborhood, including priorities for infrastructure improvements on surrounding streets and within Union Square Park.

Street trees [91%] and City Benches [87%] received the highest rates of satisfaction among City-operated elements, and seasonal plantings [95%] and bistro tables + chairs [92%] received the highest rates among USP-operated amenities. Respondents expressed a desire for additional trees and seating districtwide, as well as bike racks, protected bus shelters, and investments in the park to enhance landscaping, lighting, public restrooms, and the dog run.

The survey also revealed top priorities for public realm investments, which align with the Union Square-14th Street District Vision Plan. The transportation improvements rated with the highest level of importance include safer pedestrian crossings [97%], pedestrian streets [92%], and an ADA-accessible subway [87%]. 90% of respondents would like Street Seats implemented around the district. USP is incorporating this feedback into the next phases of Vision Plan planning and design efforts.

COMMUNITY PROGRAMMING

In the past 19 months, USP focused on programs to support business recovery and health, including hosting +65 blood drives with the NY Blood Center, flu shot clinics with Mount Sinai Hospital and distributing over 72,000 free masks to businesses. The team also organized industry-specific roundtable discussions, and Community Conversations to hear feedback on the District Vision Plan.

As USP relaunches community programs in 2022, respondents expressed a desire for more pop-up events, photo installations, outdoor fitness classes, and food events.

**"I really enjoy the [USP] updates. Particularly the profiles on local businesses and the people you employ to keep our park safe and beautiful."
- USQ Employee Feedback**

MARKETING + COMMUNICATIONS

Every week, USP shares an abundance of communications featuring local news, events, and resources, while promoting all that the neighborhood has to offer. Marketing and communications efforts received an 87% approval rating, with 93% of respondents indicating satisfaction with the frequency of emails they receive from USP. Topics that the community would like to learn more about include neighborhood events, dining recommendations + specials, neighborhood news, and, new business openings.

This year, USP launched the REUNION SQUARE marketing campaign to encourage people of all ages to make the district their place of reunion at local restaurants, shops, cultural institutions, and outdoor spaces.



Despite the challenges presented by the pandemic, USP executed several events this year including art installations, blood drives, and flu clinics to keep the community connected and engaged.

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RESPONDING TO FEEDBACK

The USP Annual Community Opinion Survey provides invaluable feedback that impacts the direction of our work. The following nine action items describe some of the ways we are using this feedback to shape our priorities and initiatives.

1. Continue to coordinate with local law enforcement entities + elected officials regarding public safety issues. Strengthen engagement with intergovernmental groups + agencies to communicate programs and resources.
2. Enhance response efforts to address neighborhood conditions efficiently, including increasing reports to 311 and following up with relevant City agencies.
3. Continue to work with the NYC DOT to address unsafe street conditions, including key conflict points between bicyclists and pedestrians.
4. Implement early Vision Plan action projects that prioritize public improvements + neighborhood investments focused on safety, greenery, and the addition of public art.
5. Partner with City agencies, trade groups, and other local organizations to provide services that support a healthy business community and initiatives that promote public health + safety.
6. Work with real estate partners to expand the diversity of offerings to include BIPOC-owned businesses, artists, educators, and design leaders.
7. Expand marketing + communications efforts to promote local small businesses, with an emphasis on positive promotional media attention for the district and our partners.
8. Plan for upcoming changes in mayoral administration personnel to ensure there is seamless coordination at the start of the new administration's term.
9. Resume in-person activations such as pop-up events, outdoor fitness + food events, as health conditions improve and local law allows.

The Union Square Partnership works to ensure the community's continued growth and success by providing sanitation, public safety, 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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