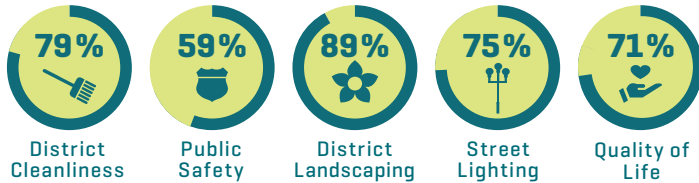


# 2023 ANNUAL COMMUNITY OPINION SURVEY RESULTS

UNION  
SQUARE  
PARTNERSHIP

To better serve the greater Union Square-14th Street neighborhood, Union Square Partnership (USP) conducted its 14th Annual Community Opinion Survey in August 2023. **The survey received feedback from 612 individuals** (the highest response to date). Respondents represent a mix of residents (48%), local employees (32%), business and property owners (20%), and visitors (46%). These results help guide USP's operations, marketing, and economic development initiatives each year.

## Perception of District Conditions



## PRIORITIZING SAFETY

USP maintains high quality-of-life conditions across the Union Square-14th Street District through the Clean + Safe program. Most of this year's survey respondents (72%) believe Public Safety Coordination is one of USP's most important district services. At the same time, respondents report a 59% satisfaction with public safety, a 10% decline from 2022. In June 2023, USP hired a team of Public Safety Officers (PSOs) to patrol the district and assist community members, and USP looks forward to their impact being felt across the district. Already, PSOs have received positive feedback from the community, especially their assistance at the playground.

In addition to public safety, 32% of respondents reported pedestrian safety as a prominent concern. **96% of respondents view safer pedestrian crossings as important priorities** for the **USQNext District Vision Plan** and 19% highlight the importance of pedestrian safety overall. To address this, USP is progressing the plan while advocating for safer crossings district-wide, including coordination with NYC DOT's Broadway Vision expansion into Union Square.



USP's Public Safety Team work to keep the district safe and help community members in need.



USP maintains seating areas in addition to beautification and maintenance of the Union Square area. This year, USP introduced an expanded seating area at Union Square Park's center lawn.

**"Keep moving forward with progress. Amazing transformation over the years and really nice people help clean the park."**

**- Resident Feedback**

## PUBLIC REALM INITIATIVES

81% of respondents believe district-wide landscaping and beautification is one of USP's most important services, a 25% increase from 2022. In 2023, this category received an 89% approval rating with specific appreciation for the upgraded plantings within the park. In the district, **85% are satisfied with street and plaza planters, which extend natural greening into the streetscape.**

In 2023, respondents identified expanded and upgraded public spaces (59%) followed by upgraded transit amenities (40%) as what they would most like to see in the district. Although pedestrian-scale lighting dropped from the top of the list where it sat the year prior, 37 respondents this year still elaborated on the need for improved lighting within the park. Looking ahead, USP is exploring innovative lighting solutions to enhance the pedestrian experience and the perception of safety at night.

## EVENTS + PROGRAMMING

In 2023, USP continued to bring back free public event offerings in the district, including robust Summer in the Square programming for the first time since the start of the pandemic - which saw over 17,000 attendees over the course of the 6-week program. According to the survey, of the Summer in the Square programming, Jazz in the Park Triangle, movie screenings, and the Children's Play Pavilion were the most attended.

Looking to 2024, respondents identified programs they would like to see, including more concerts featuring jazz and classical music, fitness and wellness programs, food-related events, additional movie screenings, and community meetups to build and strengthen networks.

"I work and live here and you all make my neighborhood such a wonderful place to be."  
- Business Owner Feedback

## MARKETING + COMMUNICATIONS

In addition to in-person events, USP engages with the community via e-newsletters, social media, and the website.

**Overall, marketing and communication efforts have a high approval rating of 81%, a 7% increase from 2022.** 84% of respondents are satisfied with the frequency of emails and value receiving updates about community events in the neighborhood. Respondents ranked Instagram as the top social media platform they use to connect with USP (44%). USP continues to think of exciting ways to inform the community about local news, dining recommendations, transit updates, and advancements in our public safety efforts.



The Summer in the Square series is one of USP's most attended events with a children's play pavilion, movie screenings, jazz performances, yoga, meditation, and so much more.

## RESPONDING TO FEEDBACK

USP's Annual Community Opinion Survey provides invaluable feedback that impacts the direction of our work. The following actions are responsive to survey feedback and will be undertaken in the coming year.

- 1 Heighten response to safety concerns** by continuing regular communication with law enforcement and City agencies through Community Link, deploying a community-based team of Public Safety Officers (implemented in 2023), and reporting back to the community on our efforts.
- 2 Advocate for improved pedestrian safety**, including safer crossings and traffic enforcement.
- 3 Implement district lighting programs** to activate and enliven public spaces and improve public safety at night.
- 4 Prioritize district greening** through new trees, landscaping, and plantings that extend the benefits of Union Square Park into the neighborhood.
- 5 Promote new businesses** and unique-to-Union Square experiences such as cultural institutions, venues, and retailers.
- 6 Strategize with local property owners** and developers to attract prospective tenants and activate underutilized storefronts.
- 7 Produce age-friendly neighborhood guide** focused on health and wellness, educational, and entertainment opportunities in Union Square.
- 8 Organize community networking events** to establish relationships, support our local business community, and provide channels for further communication.
- 9 Continue to utilize online tools** like Vibemap to provide visually engaging and more up-to-date information through our website.