

Union Square Partnership Community Opinion Survey Summer 2011



IN JULY 2011, the Union Square Partnership distributed its Fourth Annual Community Opinion Survey via email to district stakeholders in order to collect feedback on existing programs, and to assist Partnership staff with identifying community needs going forward. The survey contained both multiple choice and open response questions, and explored topics ranging from quality-of-life services to marketing and public events. A total of 331 responses were received, compared with 316, 305 and 278 in the three previous years.

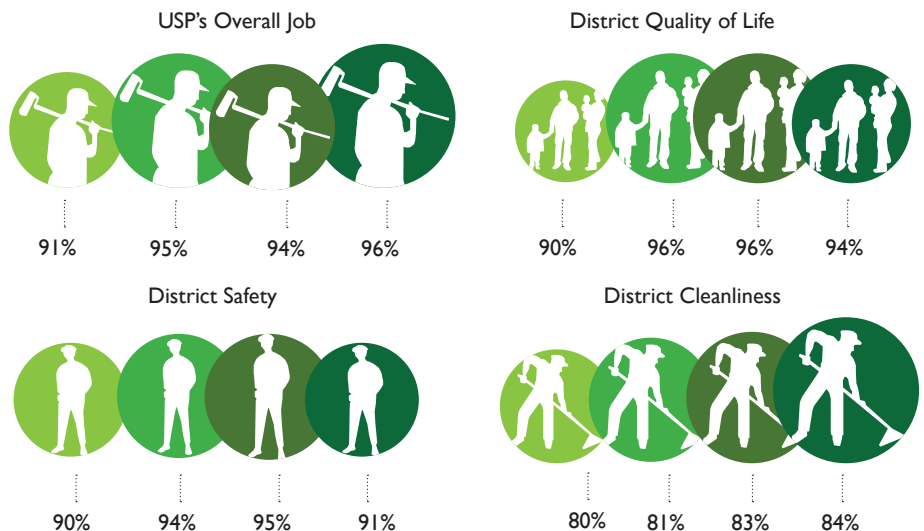


In response to past community opinion surveys, the Partnership worked with the City's Parks Department to build the new 2,700 square foot *West Side Seating Area*, a popular lunchtime gathering spot overlooking Union Square West that features 90 bistro-style chairs and 30 tables, umbrellas, and a weekly *Jazz in the Square* live music performance.

In all, over 96% are satisfied with the organization's efforts to clean, promote, and beautify Union Square.

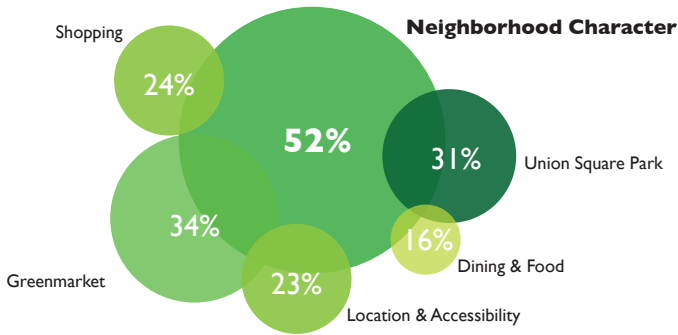
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Survey responses related to quality-of-life issues such as cleanliness and safety revealed that the community is supportive of the Partnership's current sanitation and public safety services. 84% of those surveyed were satisfied with our Clean Team effort, which includes sidewalk sweeping, emptying of litter receptacles, graffiti removal, and power washing. 91% of respondents were satisfied with the neighborhood's overall safety, a combined result of the work of local law enforcement, and UPS's Public Safety Team and our use of the NYPD's Paid Detail Unit. In all, over 96% are satisfied with the organization's efforts to clean, promote, and beautify Union Square.

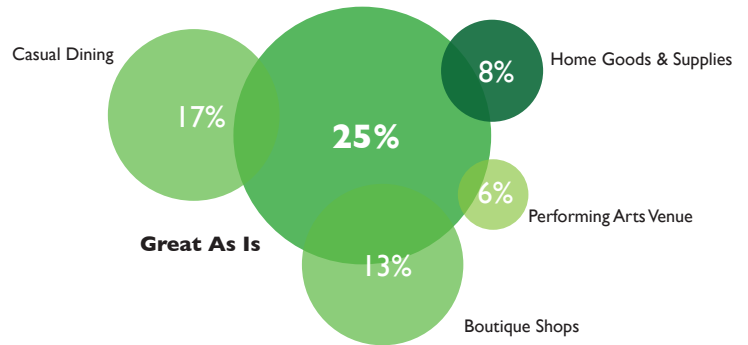


COMMUNITY OPINION SURVEY RESULTS

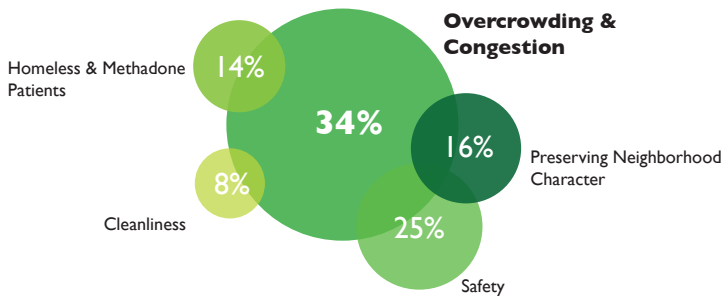
What do you like most about the Union Square neighborhood?



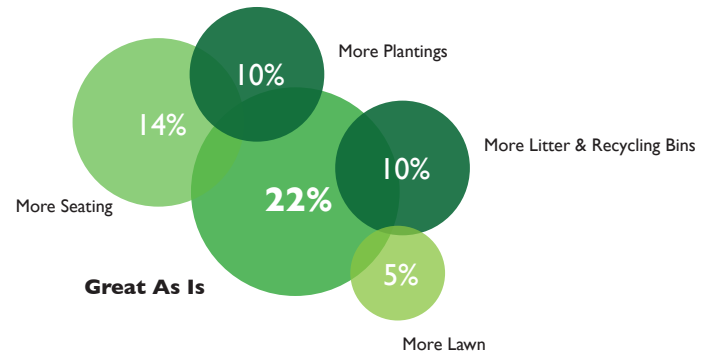
Please list any shops, restaurants, or entertainment options that are not currently offered in the Union Square area that you would like to see.



What is the single most important issue facing the Union Square neighborhood today?



Can you list any physical improvements you would like to be made to Union Square Park?



Data supplied by this year's survey will be used to improve service delivery, launch new capital investments, and develop programming and events for the neighborhood. As a result of past years surveys, the Union Square Partnership has implemented a number of neighborhood improvements, including:

- Programming and maintenance of the new West Side Seating Area in Union Square Park, featuring weekly lunchtime Jazz in the Square performances.
- Installation of 24 new litter receptacles throughout the district and park.
- Beautification of 100 tree pits along 14th Street and around the park.
- Planting of thousands of bulbs, annuals, perennials and shrubs in the park.
- Promotion of new store openings and District Deals on our website unionsquarenyc.org, and production of seasonal coupon books featuring local shopping and restaurant specials.

For more information, contact:
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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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