

2015 Community Opinion Survey Results

UNION SQUARE PARTNERSHIP

To better serve the Union Square neighborhood, the Union Square Partnership (USP) conducted its eighth annual Community Opinion Survey in July 2015 and received feedback from 580 newsletter respondents, our largest response to date,

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

Improving quality-of-life in the Union Square neighborhood is a top priority for USP. We are elated that over 96% surveyed feel we do a good job cleaning, promoting, and beautifying the community. 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. USP is committed to improving service delivery and uses survey results to identify community requests and develop policy and programmatic recommendations.



USP strives to create the best possible neighborhood by working diligently to keep the district clean, safe, and beautiful.



Popular Public Investments Funded By USP

Bistro Chairs, Tables & Umbrellas



Complimentary Wireless



Decorative Holiday Lights



Planters & Landscaping



Solar Trash Compactors



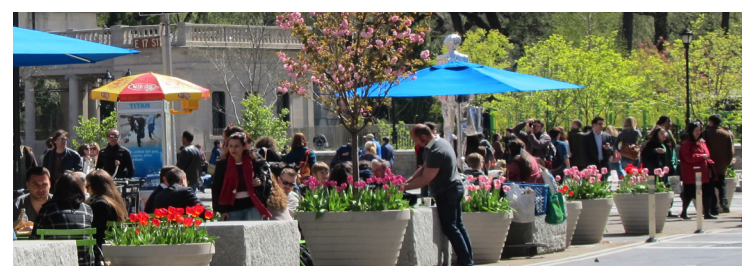
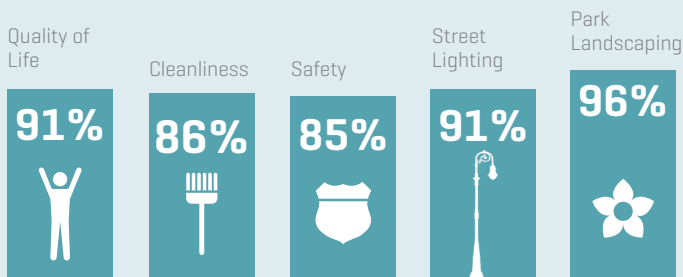
Core District Services

Union Square's popularity experienced a 10% increase in visitor activity over the past two years. With 383,000 daily pedestrians and almost 36 million annual transit riders, USP works hard to keep the district clean, safe and attractive. 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. Our Public Safety team patrols on foot, providing information and assistance, and reporting serious conditions to our law enforcement partners. Survey respondents continue to show gratification with USP's core district services, with the following amenities receiving satisfaction scores over 85%.

Public Investments

To support the neighborhood's natural vibrancy, USP funds a number of public investments that enhance the Union Square area. Not only do we provide annual park landscaping, this year we beautified medians along Union Square East with seasonal plantings, expanded complimentary public Wi-Fi throughout the park to 150,000 annual users, and worked with AT&T to bring back free solar-powered mobile charging stations. During the holiday season, USP installed lights around the district to provide a little extra festive cheer and encourage neighborhood shopping. Most recently, we implemented a new neighborhood branding campaign to increase community pride and express Union Square's unique sense of identity.

Satisfaction with USP Services in the District



USP furnishes and maintains public spaces with hundreds of iconic green bistro tables, chairs, and bright blue umbrellas.

Community Programming

In response to last year's survey data indicating a desire for more free community programming, USP added a weeklong health and fitness festival, *Union Square Sweat Fest*, and new family-friendly events *Fall for All* and winter's *Picture Perfect USQ*. Additionally, survey respondents requested outdoor movie nights and more fitness classes. As a result, USP hosted two new movie nights, 63 fitness classes and 40 kids' activities during our popular nine-week entertainment series, *Summer in the Square*. Other well-attended events which helped to drive foot traffic and invigorate the neighborhood include our signature fundraiser, *Harvest in the Square*, showcasing over 50 of the best local restaurants in support of Union Square Park, and our Annual Meeting and Networking Reception at the W New York-Union Square.



With generous support from our sponsors, USP hosted more than 148 free community events and activities throughout Union Square.

Marketing & Communications

Aided by a thriving newsletter following and a strong social media presence, USP produces marketing materials that promote and spread awareness of the area's numerous attractions, diverse businesses, and unique local happenings. When surveyed, 93% are satisfied with the frequency of contact they receive from USP. The monthly newsletter communicates with 7,000 subscribers and serves as our most widely viewed publication. Other useful marketing materials and initiatives include the Visitor Map & Guide, District Deals coupon book, and our summer information kiosk. Area residents, workers, and visitors also frequently enjoy our online event calendar and neighborhood blog.

WE'RE ON A ROLL

*"I've been impressed with your work to **create community**. Thanks for all of your work!"*

*"I think all of you are doing an **excellent job** and it reflects in how **beautiful and well organized** things are in our Union Square area. Great job!"*

*"Keep up the great work, this is a hard park/area to keep up with given the location and amount of people. **You're doing SO much good work!**"*

Neighborhood Amenities

Anchored by NYC's iconic Union Square Park and the bustling Greenmarket, Union Square is a diverse and active neighborhood known for its cultural significance, historical charm and popular appeal. According to survey respondents, some of the area's most enjoyed neighborhood amenities include the Greenmarket [81%], Union Square Park [71%], easy public transportation access [71%], and the variety of shopping and dining selections [65%]. Most important community attributes consist of easy public transportation access [77%], public safety [76%], green space [70%], and clean sidewalks [67%]. Additionally, most respondents indicated that they are most likely to spend money at grocery stores and the Greenmarket [80%], restaurants [63%], and retail stores [56%].

Most Enjoyed Neighborhood Amenities

Greenmarket



Shopping & Dining



Union Square Park



Transportation Hub



Join the Conversation!

In the coming year, USP will work with our City partners and use the results to recommend transportation, safety, and sanitation improvements, as well as to prioritize district amenities and activities. We encourage you to contact us with any additional feedback and to follow us @UnionSquareNY.

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.

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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