

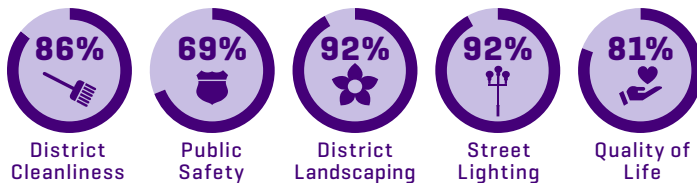
2022 ANNUAL COMMUNITY OPINION SURVEY RESULTS

UNION
SQUARE
PARTNERSHIP

To better serve the Union Square-14th Street neighborhood, the Union Square Partnership (USP) conducted its 13th annual Community Opinion Survey in August 2022. **We received feedback from 608 community members** (a record number!) including residents, employees, and business and property owners. **This year, 96% of respondents reported high satisfaction** with our work. We are grateful for this positive feedback and will continue to work with our partners to prioritize initiatives that support district recovery, business health, and high quality of life.

PRIORITIZING CORE SERVICES

USP's Core Services include supplemental sanitation services, public safety coordination, and district landscaping. Despite the continuing challenges facing neighborhoods across the City, respondents reported similar satisfaction rates compared to the latest pre-pandemic survey, except for the perception of public safety.



Respondents expressed the highest concerns regarding the mentally ill, drug users, and people experiencing homelessness in Union Square. In response, USP continues to work closely with City agencies, law enforcement, and our dedicated Clean Team to help ameliorate the issues and connect individuals to necessary resources and services.

"I see how much the area has improved and those workers do an outstanding job keeping all areas clean." - Visitor Feedback



USP maintains five seating areas in addition to beautification and maintenance of the Union Square area. This year, we introduced a new seating area at the triangle plaza.



USP's Clean Team works seven days a week in rain or shine to beautify the district and address quality of life issues.

PUBLIC SPACE ENHANCEMENTS

USP received valuable feedback on the quality of the streetscape and public space amenities around Union Square-14th Street. According to the survey, street trees (93%) and CityBenches (92%) received the highest rates of satisfaction among City-operated elements, and bistro tables + chairs (97%) and seasonal plantings (96%) received the highest rates among USP-operated amenities. Of USP's investments this past year, the newly restored Union Square Park dog run (95%), Triangle Park upgrades (92%), and the 14th Street mural (90%) received the highest satisfaction ratings.

As USP prioritizes future investments, respondents expressed a desire for better pedestrian lighting, upgrades to public transportation, green infrastructure, trees + greenery, and enhanced park landscaping and restrooms. Bike and pedestrian safety also emerged as a top concern, and respondents shared their experiences at key conflict points around the Square. This feedback aligns with USP's Vision Plan projects and strategies to improve the pedestrian experience through targeted streetscape + lighting investments.

EVENTS + PROGRAMMING

Over the past year, USP continued to support district recovery efforts through community programming that included distributing 10K COVID rapid tests at the Union Square Greenmarket, hosting the 75th blood drive with the NY Blood Center, and flu shot clinics with Mount Sinai Downtown.

USP kicked off in-person programming with a holiday event celebrating the 2021 return of the USQ Holiday Market and resumed the Summer in the Square series, for the first time since 2019, with children's activities and jazz performances. Looking ahead, respondents expressed a desire for more pop-ups, fitness, food, and community-oriented events.

"Union Square has one of the best community environments in New York City."
- Employee Feedback

MARKETING + COMMUNICATIONS

USP shares a range of communications via email and social media that features local news, a weekly events roundup, community resources, and other business promotions. Marketing and communications efforts received a 73% approval rating, with 97% of respondents satisfied with the frequency of emails they receive from USP. Respondents also highlighted that they value physical forms of communication in kiosks, banners, and neighborhood flyers.

Topics that the community would like to learn more about include neighborhood events, neighborhood news, business openings, and volunteer opportunities.



USP welcomed the return of in-person events this year, including the Summer in the Square series, a kick-off event to celebrate the USQ Holiday Market, and community programs focused on health + safety.

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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 action items describe how it is shaping our priorities and initiatives.

1. Continue to coordinate with local law enforcement entities, elected officials, and intergovernmental and agency groups regarding public safety issues.
2. Enhance response efforts to address neighborhood conditions efficiently using data tracking platforms to improve issues reporting and communication with relevant City agencies.
3. Work with the NYC DOT to address key conflict points between bicyclists and pedestrians and improve multi-modal accessibility throughout the district.
4. Implement projects stemming from the USQ Streetscape + Lighting Master Plan that prioritize tree health and increased greenery, public seating, and pedestrian lighting.
5. Promote workforce development programs that support local and diverse hiring initiatives and maximize exposure to Minority + Women-Owned Businesses.
6. Continue to work with City agencies, trade groups, nonprofits, and other community partners to support local business health and recovery.
7. Support innovative in-person events and public space activations including art installations, pop-ups, and community-oriented programming.
8. Expand programming for community members age 60+ and promote entertainment, education, health and wellness, and other neighborhood resources available in Union Square.
9. Strengthen communication tools, including the website and other resources, and continue to find new opportunities to expand USP's reach through digital, print, and in-person marketing.

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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