

2016 Community Opinion Survey Results

UNION SQUARE PARTNERSHIP

To improve quality-of-life and better serve the Union Square neighborhood, the Union Square Partnership (USP) conducted its ninth annual Community Opinion Survey in October 2016. We received feedback from 607 newsletter respondents, our largest response to date, about topics such as district services, public investments, community programming, marketing and communications, and neighborhood amenities. Shared below are survey highlights.

Overall Performance

97% of respondents feel USP does a good job cleaning, promoting, and beautifying the Union Square community. USP is committed to improving our performance and enhancing district quality-of-life. Understanding the experience of the people we serve helps us identify requests and develop recommendations for creating a cleaner, safer, and more pleasant neighborhood.



Respondents value USP's beautification and sanitation efforts throughout the Union Square district, park and plazas.

97%
Approval
Rating of
USP's Work

Popular Public Investments Funded By USP

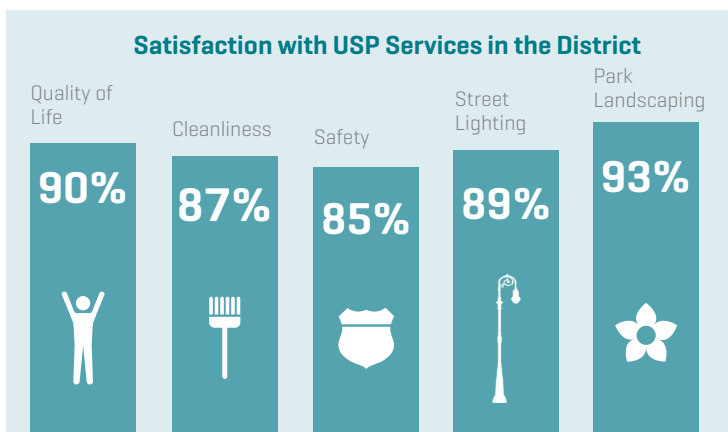
Bistro Chairs, Tables & Umbrellas	Complimentary Wireless	Planters & Landscaping	Public Art

Core District Services

Cleanliness and public safety are two of USP's most important services according to our respondents. 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. As one of NYC's busiest destinations with 344,000 daily visitors and 35.3 million transit riders, USP patrols the district providing information and assistance, and reporting serious conditions to our law enforcement partners. We're happy to report satisfaction scores of 85% and above across our core district services.

Public Investments

Each year USP funds numerous investments that make Union Square a better place to live, work and visit. We're focused on keeping the district attractive with landscaping, neighborhood branding, and streetscape improvements. Recently, we introduced public art piece Morphous by Lionel Smit, replaced more than eighty lights in the park, and worked with NYC Department of Transportation (DOT) to extend the bike network. Respondents provided invaluable feedback regarding public space, including a desire to expand bistro seating areas and ease pedestrian congestion.



USP works with NYC Parks to feature critically acclaimed public art.

Community Programming

USP continues to expand event programming, partnering with neighborhood businesses to offer over 180 community activities throughout Union Square. Most favored events include our popular *Summer in the Square* nine-week entertainment series, our food + wine fundraiser *Harvest in the Square*, and winter's health + wellness week-long *Sweat Fest*. Respondents indicated a desire for more fitness classes, music + dance performances, and movie nights.



With generous support from our sponsors, USP expanded community programming offering more than 180 events to 10,000+ attendees.



The City's largest Greenmarket is Union Square's biggest attraction, with 77% of respondents indicating they are most likely to visit when in the district.

Neighborhood Amenities

Union Square is a diverse and central neighborhood anchored by NYC's iconic Union Square Park, the bustling Greenmarket, and hundreds of the best retailers and restaurants. According to survey respondents, these are the neighborhood amenities most enjoyed with the following rated as the most popular district activities: visiting the Greenmarket [77%], shopping [62%], and eating [59%]. Respondents indicated that they are most likely to spend money at grocery stores and the Greenmarket, restaurants, and retail stores. Union Square's convenient location and easy access was also highly valued with new questions focusing on the L Train shutdown in 2019 and how it will impact riders. USP will share survey input with MTA [State] and NYC DOT [City], and work with them in the coming year to promote upcoming public outreach meetings and gather additional feedback.

Marketing & Communications

More than 44,000 people now follow us on social media! Respondents are especially impressed with our Instagram feed, calling it "top notch" and "incredible." Our community also "depends" on our newsletter, which reaches nearly 8,000 subscribers, as well as our event calendar. 94% of respondents are satisfied with the contact they receive from USP, and 88% rate our communications as Excellent or Good.

**WE'RE
ON A
ROLL**

*"Union Square has become **one of my favorite areas** because of the great work you do."*

*"I **always learn** something from the e-newsletter. Thank you."*

*"Continue your ongoing efforts in **beautifying** the park, **building** community programming, and **creating** a safe space for us all to enjoy.."*

Most Attractive Neighborhood Amenities

Greenmarket



Shopping + Dining



Union Square Park



Location + Access



Join the Conversation!

USP uses survey results to identify community needs, develop programmatic recommendations, and enhance transportation, safety, and sanitation services. We encourage you to contact us with any additional feedback and to follow us @UnionSquareNY. To learn more 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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