

2017 Community Opinion Survey Results

UNION SQUARE PARTNERSHIP

To improve quality-of-life and better serve the greater Union Square neighborhood, the Union Square Partnership (USP) conducted its tenth annual Community Opinion Survey in July 2017. We received feedback from over 475 individuals whose input will help shape USP's services, public investments, community programming, and marketing and communications. The results from our annual survey surface trends in resident, business, and visitor's neighborhood experiences and assist USP in developing programs that foster a cleaner, safer, and more pleasant neighborhood.

Overall Performance

A staggering 98.6% of respondents reported that they believe USP does a good job cleaning, promoting, and beautifying the Union Square district. USP is committed to continuously improving our performance and enhancing the community's quality-of-life.



98.6%
Approval Rating
of USP's Work

Core District Services

Programs that help a clean and safe neighborhood remain the most important services provided by USP, according to respondents. The USP's Clean Team sweeps and power-washes sidewalks on high-trafficked corners, removes graffiti, repaints street furniture, bags trash, and supports NYC Parks Department staff in Union Square Park. As one of NYC's busiest destinations with over 344,000 daily visitors and 34.3 million annual transit riders, USP staff patrol the district, providing information and assistance, as well as reporting serious conditions to our law enforcement partners. We're thrilled to report 90% satisfaction with our core district services.

Satisfaction with USP Core Services



Popular Public Investments Funded By USP

Bistro Chairs, Tables & Umbrellas



Seasonal Plantings & Additional Planters



Public Art



Upgraded & Expanded Wifi



Public Investments

Each year USP funds investments that make Union Square a better place to live, work, and visit. We're focused on keeping the landscaping, neighborhood branding, and streetscape improvements. Nearly 95% of respondents indicated their satisfaction with our landscaping and street lighting efforts maintaining Union Square Park and the nearby plazas.

In partnership with NYC Parks, local property owner ORDA Management, and landscape designer HM White, USP overhauled the median malls with a beautiful and lush landscaping design which includes 80 new columnar Sweet Gum trees, shrubs, and perennials. This past spring, USP installed 600 new pieces of bistro furniture to expand public seating areas, noted as our most popular investment by respondents. Additionally, 89% of respondents commended USP on increasing safety through the investment in 70 brighter, energy-efficient LED park lights.



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

Community Programming

USP continues to expand event programming, and partnering with neighborhood businesses to offer over 198 community activities throughout Union Square. USP's 9-week series, *Summer in the Square*, was the most popular program indicated by respondents. This year with the support of Citi, USP expanded the number of activities and shows offered brought on higher caliber performances, and worked with a dozen new neighborhood businesses. USP's *Harvest in the Square* food + wine fundraiser and *Union Square Sweat Fest*, winter health + fitness program were also favorites, with the majority of respondents expressing a desire for more music + dance performances, movie nights, and fitness classes.



Our kids yoga program on the lawn draws hundreds of kids meeting.

Marketing & Communications

With more than 52,000 followers across USP's social media channels, there are more ways than ever to follow and join the conversation with us. 94% of respondents rated USP's marketing + communications efforts Excellent or Good, stating USP is doing a "solid job" and our "social media is phenomenal!" With over 8,500 email subscribers, USP's monthly newsletter was rated the most useful form of communication by over 80% of respondents. Over 95% are satisfied with the frequency of contact with USP and the community noted that the Union Square Partnership website, which received a mobile-friendly upgrade in August, was the second most relied upon communication tool. The majority of respondents indicated a strong desire to learn more about neighborhood events, dining recommendations + specials, and new business openings.



USP upgraded park lighting with 70 brighter, energy-efficient LED bulbs to provide greater safety in the park at night.

**WE'RE
ON A
ROLL**

"We feel so lucky that you make such an effort for the kids in the city"

*"I really enjoy reading about all the **new restaurants and businesses opening** in the USQ area."*

*"**Harvest in the Square** is one of my favorite events of the year!"*

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.



USP enhanced Union Square East with a new median mall landscaping design.

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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