



To: Department of Transportation

Re: Union Square – 14th Street District, Survey Results

August 2011



A. Fourth Annual Community Opinion Survey

Sent via email

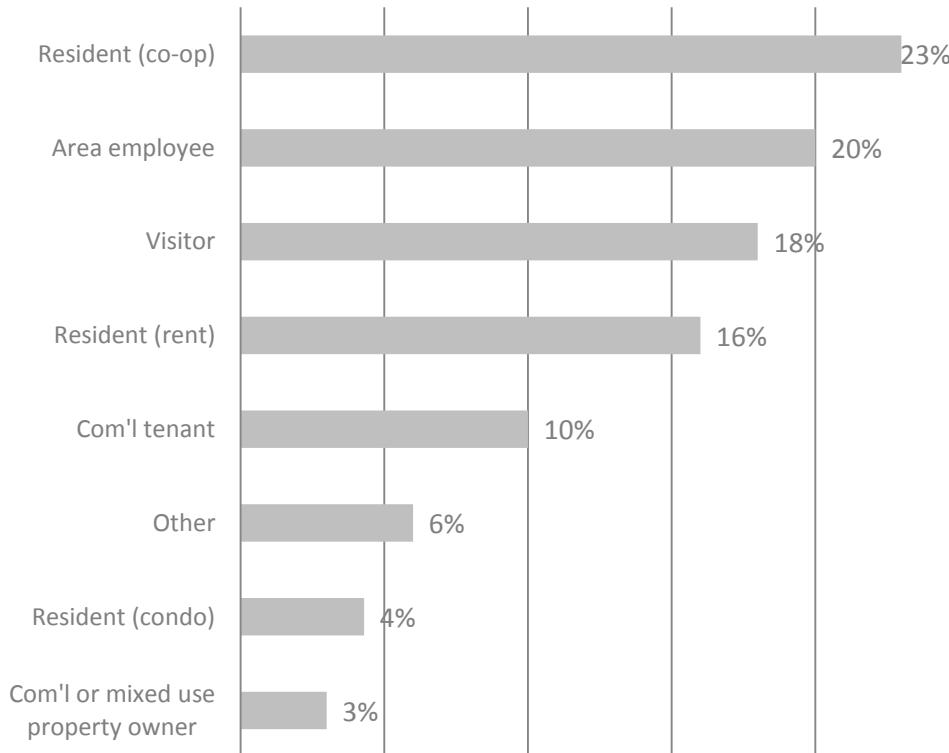
June 29 to July 15, 2011

331 survey responses (6% response rate)

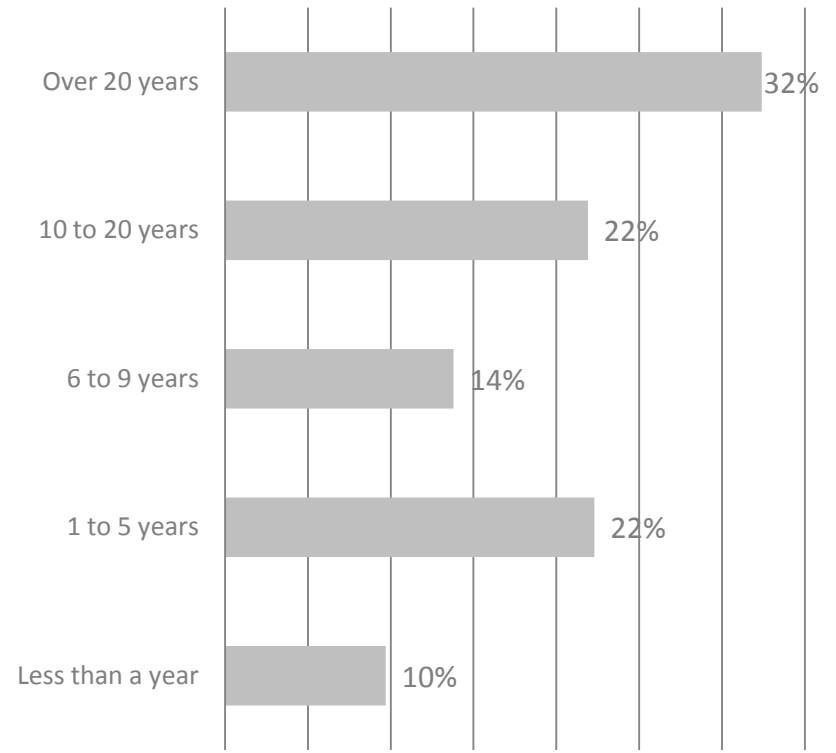


Survey Demographics

What is your affiliation with the Union Square neighborhood?



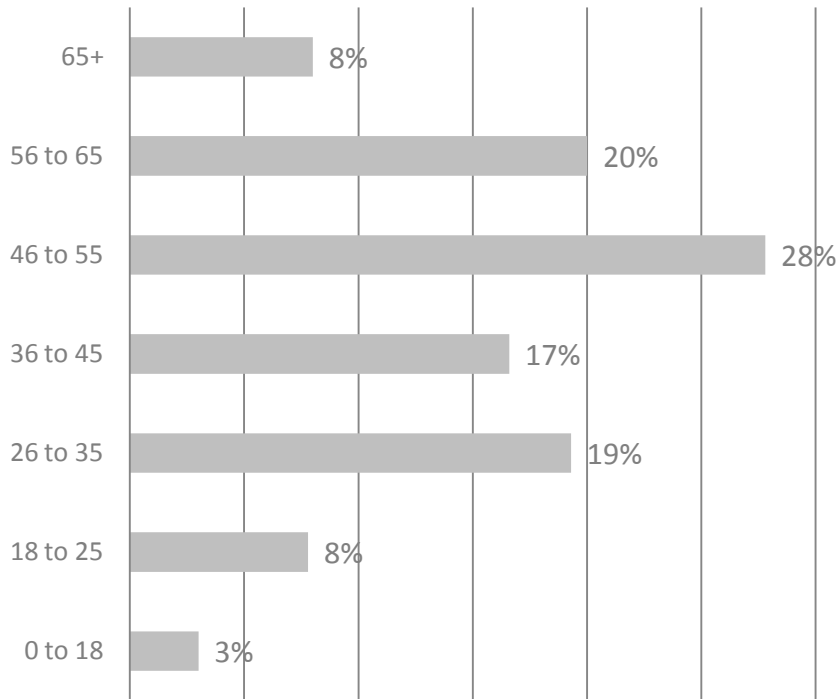
If you live or work in the district, for how long have you done so?



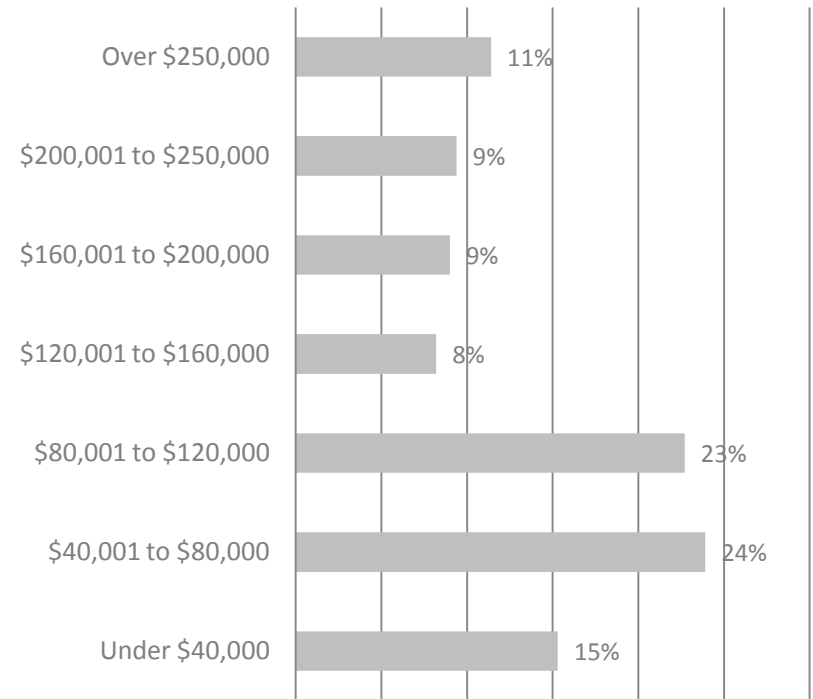


Survey Demographics

What is your age?

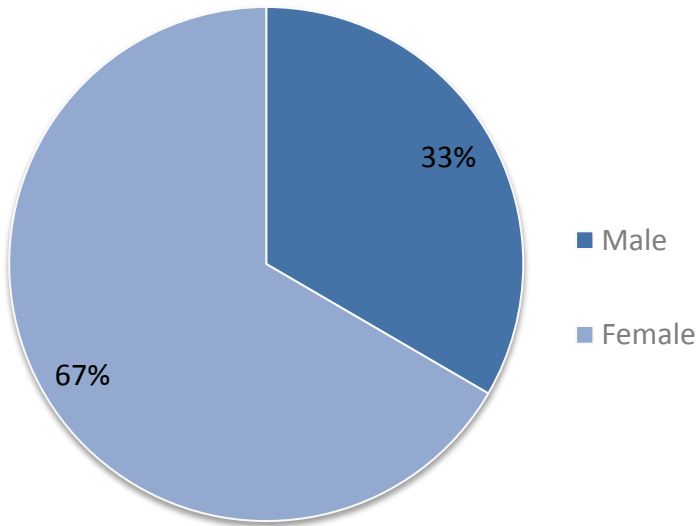


What is your annual household income?

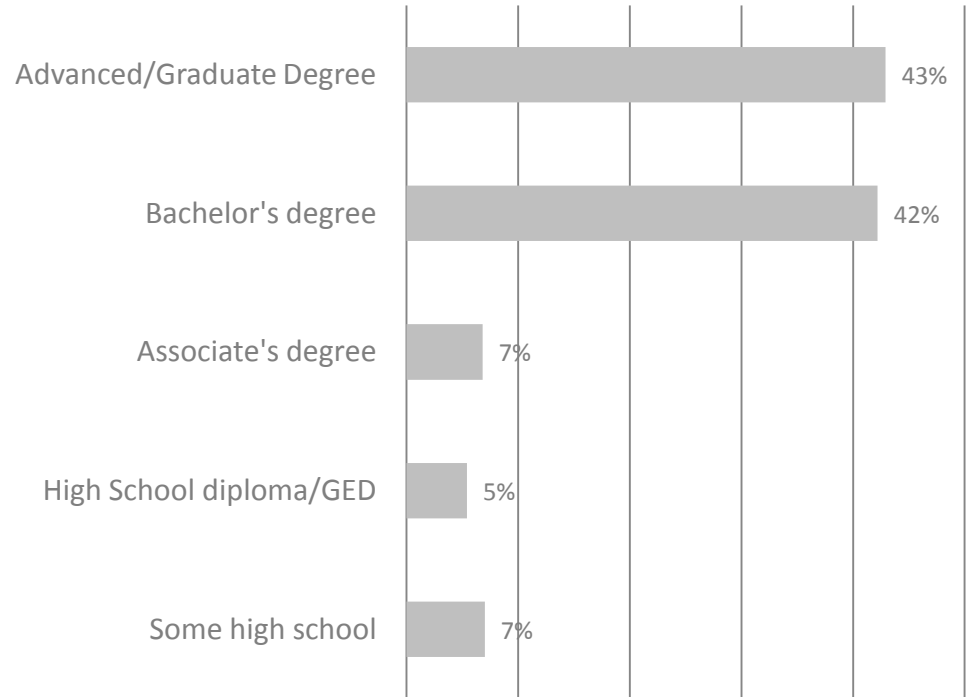


Survey Demographics

What is your gender?

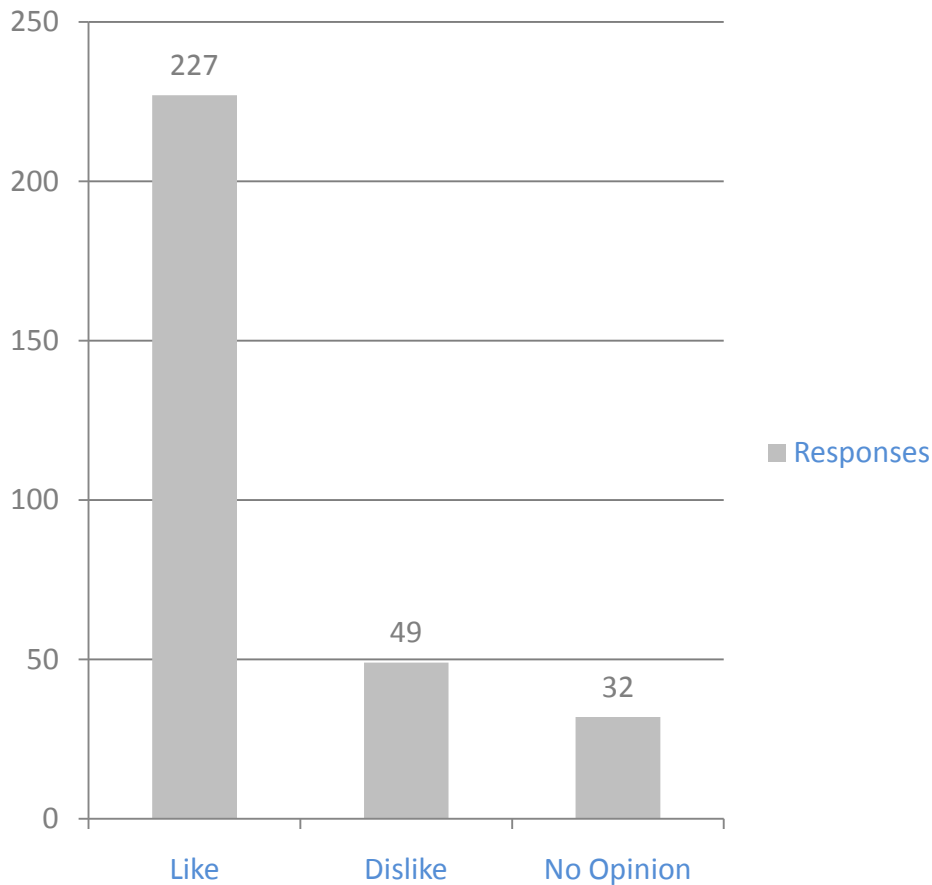


What is the highest level of education you have received?





Over the past year, the City’s Department of Transportation (DOT) made a series of pedestrian & traffic safety improvements to the Union Square District, including a new public plaza on Broadway between 18th & 17th Streets, and a new traffic configuration designed to safely accommodate all users. **How do you feel about these changes?**

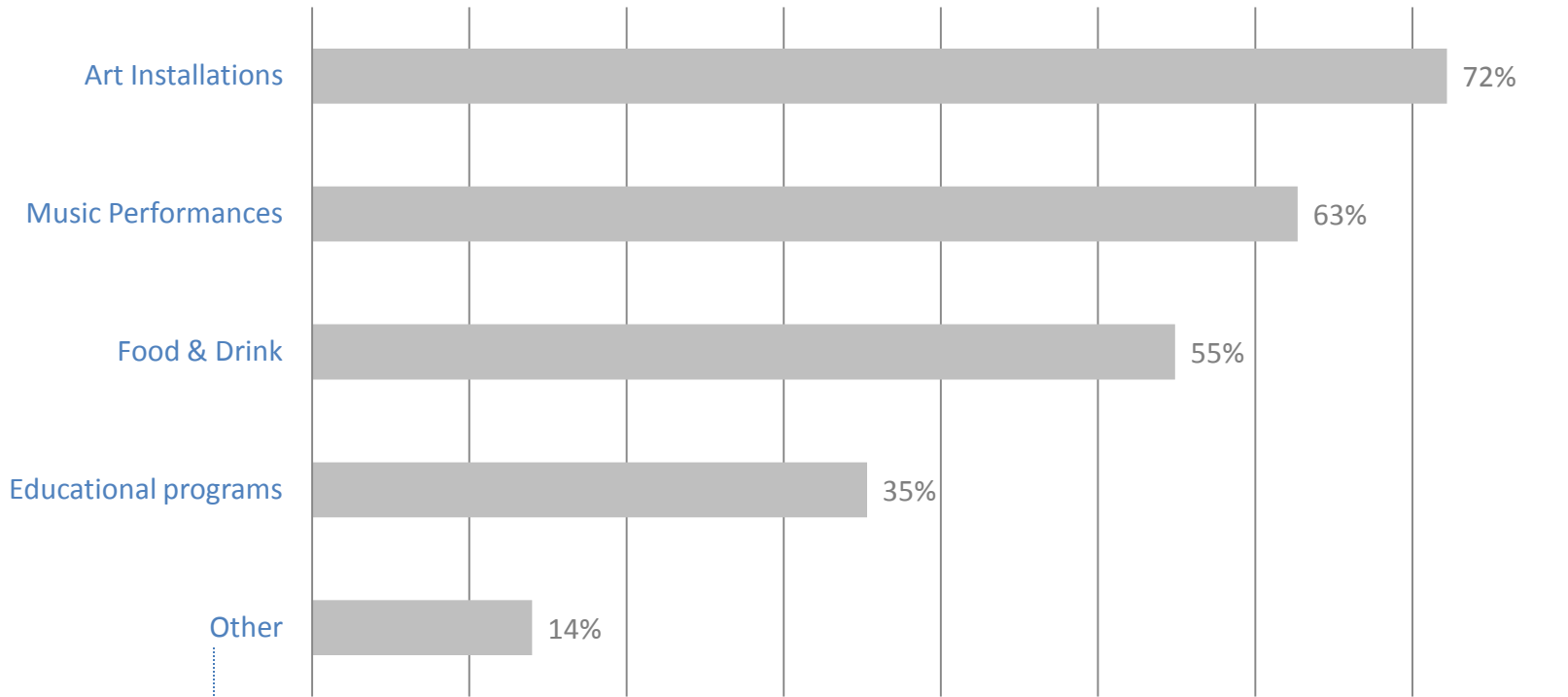


| Like | Dislike | No Opinion | Total |
|------|---------|------------|-------|
| 227 | 49 | 32 | 308 |
| 74% | 16% | 10% | 100% |

* 113 out of the 308 respondents explained their answer to the multiple choice question; those responses are attached in a separate document.



What amenities, events, or services would you like to see in the new plaza along Broadway? (check all that apply)



→ Leave As Is: 72%
Get Rid of : 19%



B. Union Square Business Survey

Door to door survey

July 25th to August 8th

60 responses from area business managers or owners



As you may know, the City's Department of Transportation recently made changes along Broadway near Union Square, including the simplification of the intersection of Broadway and 17th Street by converting 17th Street to one-way westbound. Other new elements include pedestrian islands, new plaza space with seating and plants, the removal of one southbound car lane, and the addition of a protected bicycle lane. **Please answer the following two questions based on your experience with the changes.**

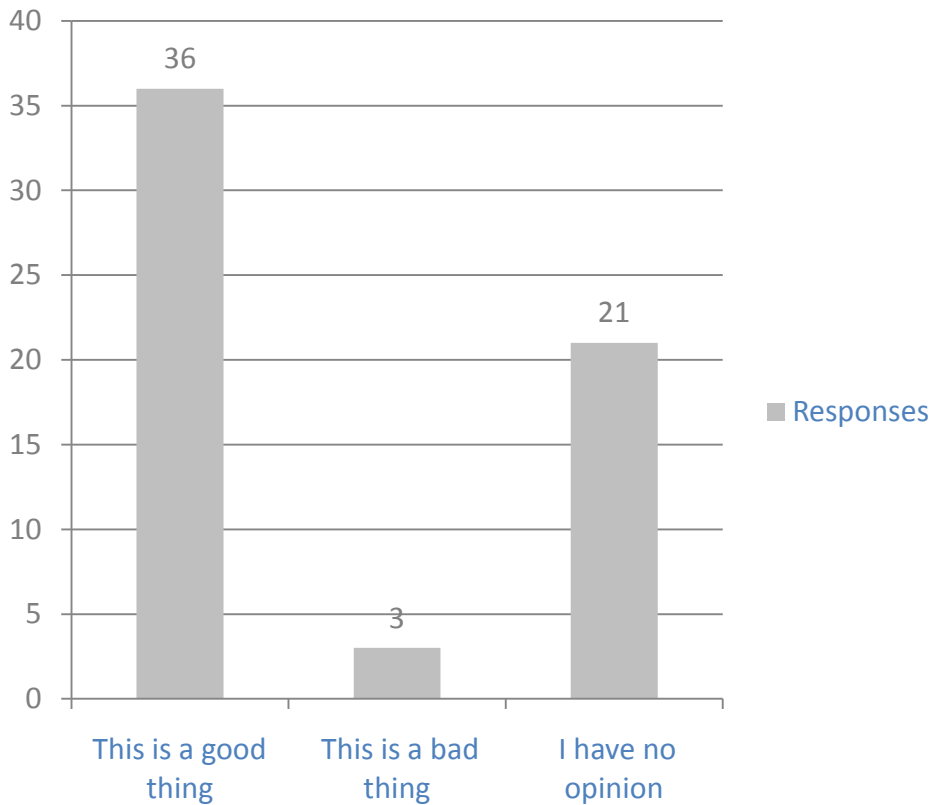


1. Which statement comes closer to your view?

A. This is a good thing because it is easier and more pleasant to navigate through the area and I feel safer crossing the streets.

B. This is a bad thing because the new traffic patterns are confusing and there is less parking.

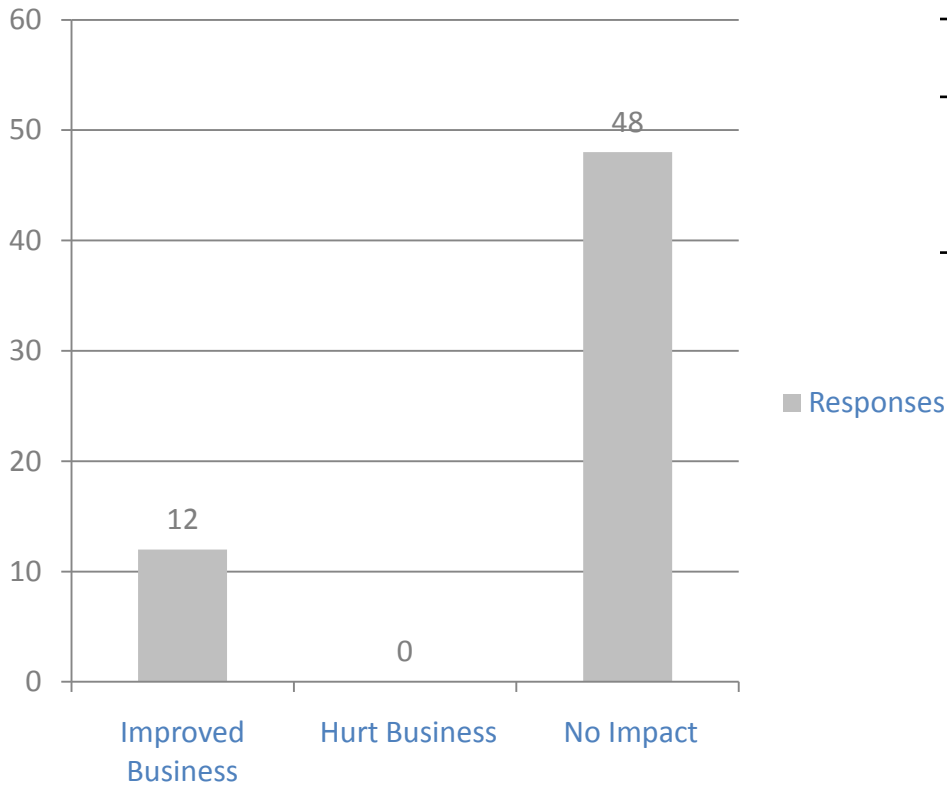
C. I have no opinion



| Good | Bad | No Opinion | Total |
|------|-----|------------|-------|
| 36 | 3 | 21 | 60 |
| 60% | 5% | 35% | 100% |

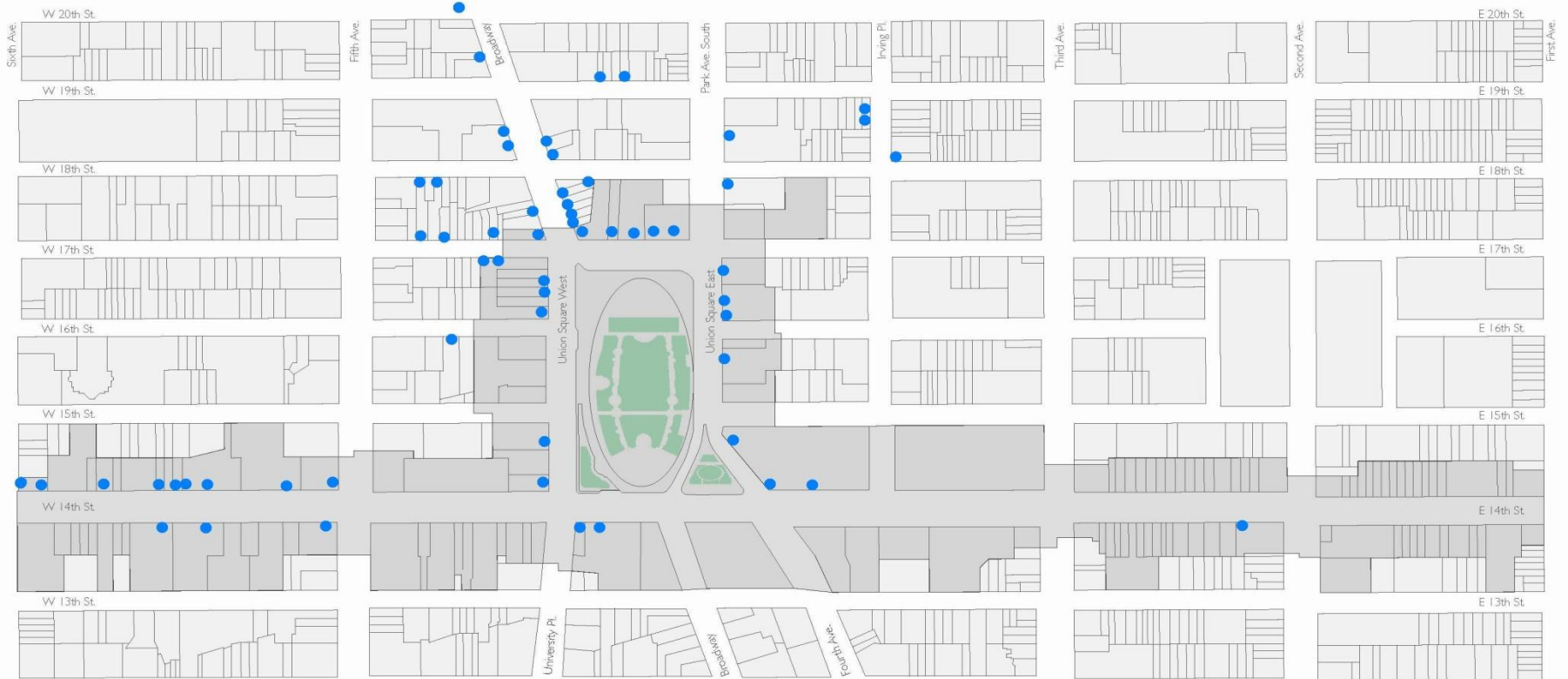



- 2. Which statement comes closer to your view?
 - A. The recent changes have improved my business.
 - B. The recent changes have hurt my business
 - C. I have seen no change in my business that can be related to the recent changes.



| Improved | Hurt | No Impact | Total |
|----------|------|-----------|-------|
| 12 | 0 | 48 | 60 |
| 20% | 0% | 80% | 100% |

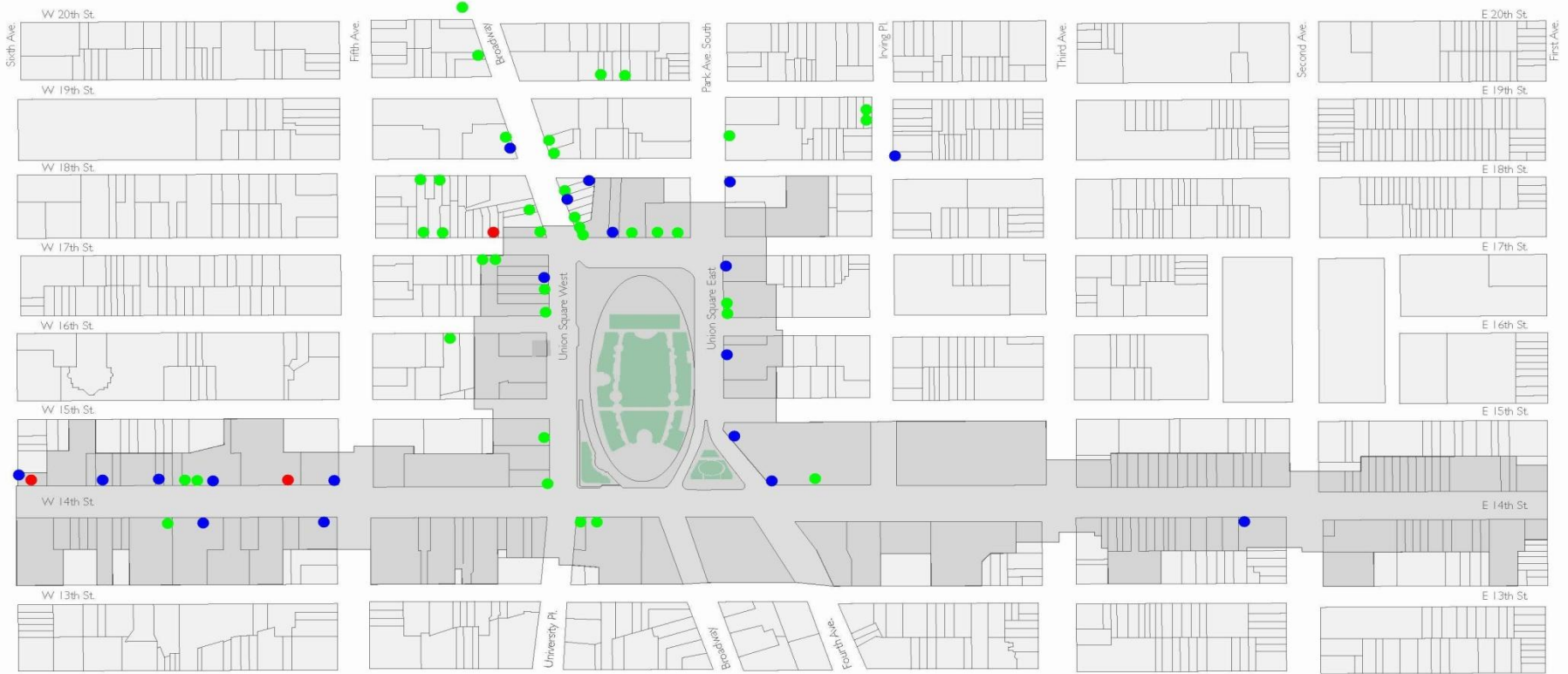
Business Survey Responses




MAP LEGEND
 Business Improvement District Boundary

Business Survey Responses

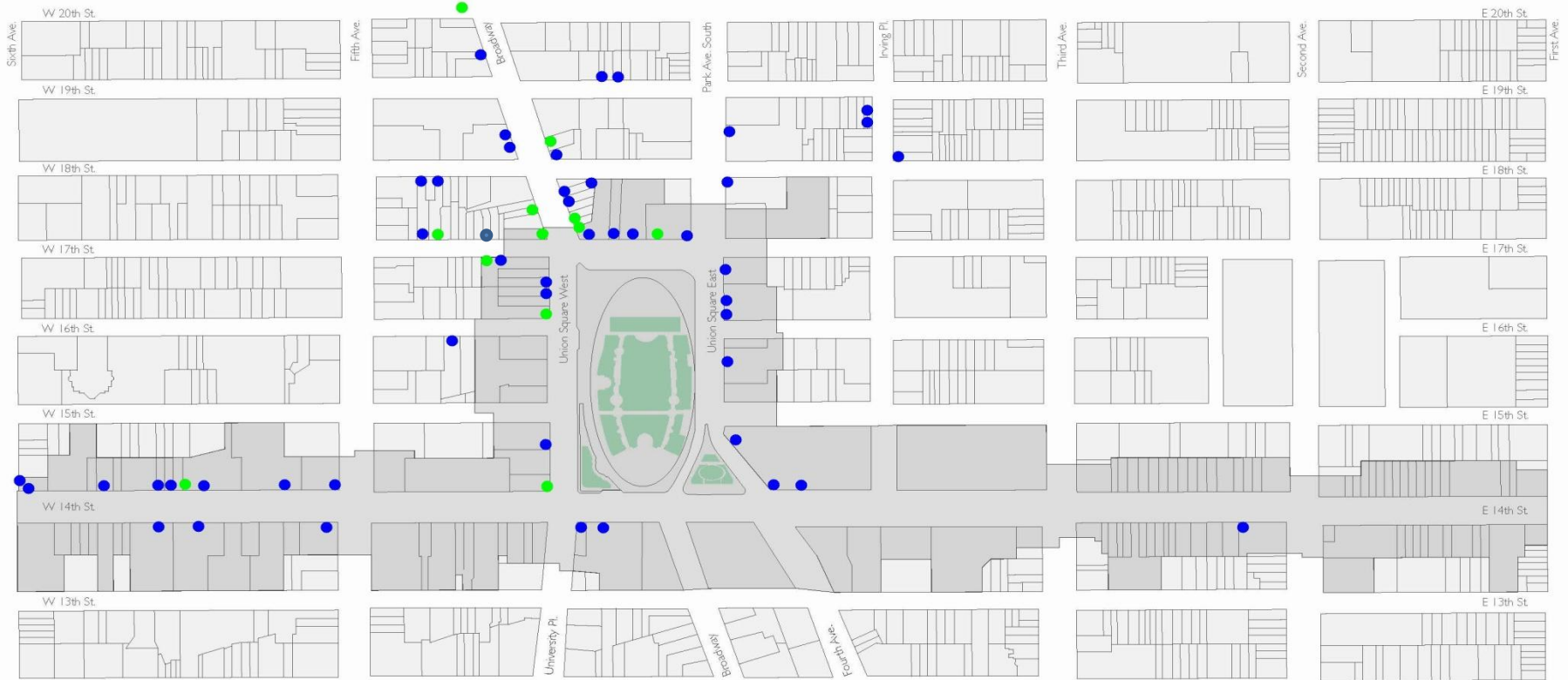
Green This is a good thing
Red This is a bad thing
Blue I have no opinion




MAP LEGEND
 Business Improvement District Boundary

Business Survey Responses

Green Improved my business
Blue No impact on my business



MAP LEGEND
 Business Improvement District Boundary



For more information please contact:

Seth Taylor

Director of Economic Development

Union Square Partnership

(212) 460-1204

staylor@unionsquarenyc.org