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?

- Resident (co-op): 23%
- Area employee: 20%
- Visitor: 18%
- Resident (rent): 16%
- Com'l tenant: 10%
- Other: 6%
- Resident (condo): 4%
- Com'l or mixed use property owner: 3%

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

- Over 20 years: 32%
- 10 to 20 years: 22%
- 6 to 9 years: 14%
- 1 to 5 years: 22%
- Less than a year: 10%
Survey Demographics

What is your age?

- 65+: 8%
- 56 to 65: 20%
- 46 to 55: 28%
- 36 to 45: 17%
- 26 to 35: 19%
- 18 to 25: 8%
- 0 to 18: 3%

What is your annual household income?

- Over $250,000: 11%
- $200,001 to $250,000: 9%
- $160,001 to $200,000: 9%
- $120,001 to $160,000: 8%
- $80,001 to $120,000: 23%
- $40,001 to $80,000: 24%
- Under $40,000: 15%
Survey Demographics

What is your gender?
- Male: 33%
- Female: 67%

What is the highest level of education you have received?
- Advanced/Graduate Degree: 43%
- Bachelor's degree: 42%
- Associate's degree: 7%
- High School diploma/GED: 5%
- Some high school: 7%
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?**

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<td>227</td>
<td>49</td>
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<td>74%</td>
<td>16%</td>
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* 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)

- Art Installations: 72%
- Music Performances: 63%
- Food & Drink: 55%
- Educational programs: 35%
- Other: 14%

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

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<td>3</td>
<td>21</td>
<td>60</td>
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<tr>
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<td>60%</td>
<td>5%</td>
<td>35%</td>
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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.

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<tr>
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<th>Hurt</th>
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<td>80%</td>
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Business Survey Responses
Business Survey Responses

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

Green  
Improved my business

Blue  
No impact on my business
For more information please contact:

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