

The logo for SOHO BROADWAY INITIATIVE. The word "SOHO" is in a large, blue, serif font. Below it, "BROADWAY" is in a smaller, blue, sans-serif font. Below that, "INITIATIVE" is in a very small, blue, sans-serif font, with wide letter spacing.

SOHO
BROADWAY
INITIATIVE

2018 Community Survey

Summary Report

Executive Summary

What did we learn?

The 2018 Community Survey gave the SoHo Broadway Initiative feedback and direction from close to 200 SoHo Broadway residents, workers and visitors. The Initiative learned that over 85% of survey respondents rate the Clean Team's work as good or excellent but wants the Initiative to consider doing more, such as: expanding services to Crosby and Mercer, providing more opportunities to recycle/compost along the corridor and exploring ways to remove unsightly garbage from the sidewalks.

Over 90% of respondents feel that SoHo Broadway is as safe or safer than other neighborhoods in NYC but would like for the Initiative to explore ways to reduce sidewalk congestion, improve pedestrian crossings and add greening/plantings to SoHo Broadway.

We are excited to learn that over 50% of respondents subscribe to the SoHo Broadway email newsletter and 70% of respondents want the Initiative to launch an Instagram account.

We are encouraged to know that there is enthusiasm for more community-focused programming—from neighborhood trivia and movie nights, as well as composting opportunities.

How is the Initiative responding?

I am happy to report that the Initiative has already begun working on a number of items that are supported by the community's survey responses:

- **SoHo Broadway Composting Pilot:** In June, the Initiative helped bring a NY Compost Box to the district, launching the SoHo Broadway Compost Pilot Program for residents. We are currently exploring opportunities to expand the program.
- **Removing Unsightly Garbage from Sidewalks:** The Initiative is conducting a pre-study survey to learn about commercial garbage collections in the district. The aim is to better understand the process and explore new ways to store and collect commercial garbage so that our sidewalks are not overflowing with unsightly (and smelly) garbage waiting for collection.
- **Sidewalk Congestion:** Lead by our Director of Public Safety in partnership with the City of New York, the Initiative continues to prioritize curbing of illegal sidewalk use in an effort to reduce sidewalk congestion.

Executive Summary

What's Next?

As we look to continue our efforts to foster a vibrant and safe SoHo Broadway, here are a few items that we have planned for the future:

- **Pedestrian Safety and Greening:** We are exploring bringing curb extensions and neck downs to a number of congested intersections, which may also lead to the greening of SoHo Broadway using planters.
- **70% of respondents want to connect with the Initiative on Instagram:** We're on it! Look for a launch of our Instagram in the fall.
- **Community Engagement:** Respondents overwhelmingly support a variety of events to engage with the community and improve the Initiative's visibility. We are exploring opportunities to strengthen our relationship and increase our visibility, please look for announcements this fall.

The Initiative thanks you for your feedback and looks forward to working in partnership with you to make SoHo Broadway an even better place to live, work and visit.

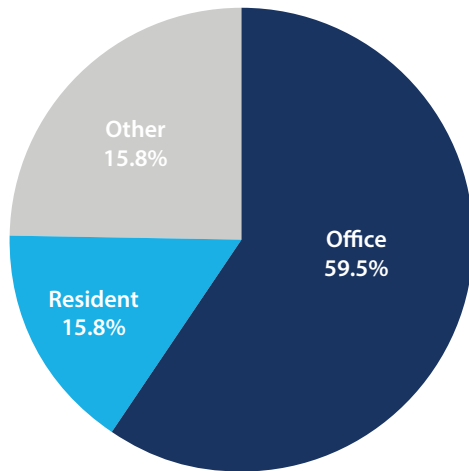
Yours Sincerely,



Mark Dicus
Executive Director of the SoHo Broadway Initiative

Respondents

The SoHo Broadway district is made up of over 20,000 workers and 1,000 residents. When respondents were asked about their relationship to SoHo Broadway, 59% identified as someone who works in the district, 16% identified as residents in the district and 10% identified as visitors.



190 Respondents

	# of responses	%
Owner of Commercial Property in the District	6	3.2%
Live in District	30	15.8%
Work in District	113	59.5%
Business Owner/ Manager	14	7.4%
Visitor of District	19	10%
Other	8	4.2%

Initial Perceptions

Describe the District

We asked survey takers to describe SoHo Broadway in 3-5 words. The following are amongst the top 100 responses:



Top 3: (1) Busy: 22% (2) Crowded: 18% (3) Shopping: 17%

Initial Perceptions

Favorite Features

When asked what they like most about the District, respondents most frequently listed the District’s shopping experience, architecture, stores, buildings and streets.



Top 3: (1) Shopping : 23% (2) Architecture: 17% (3) Stores: 15%

Important Issues

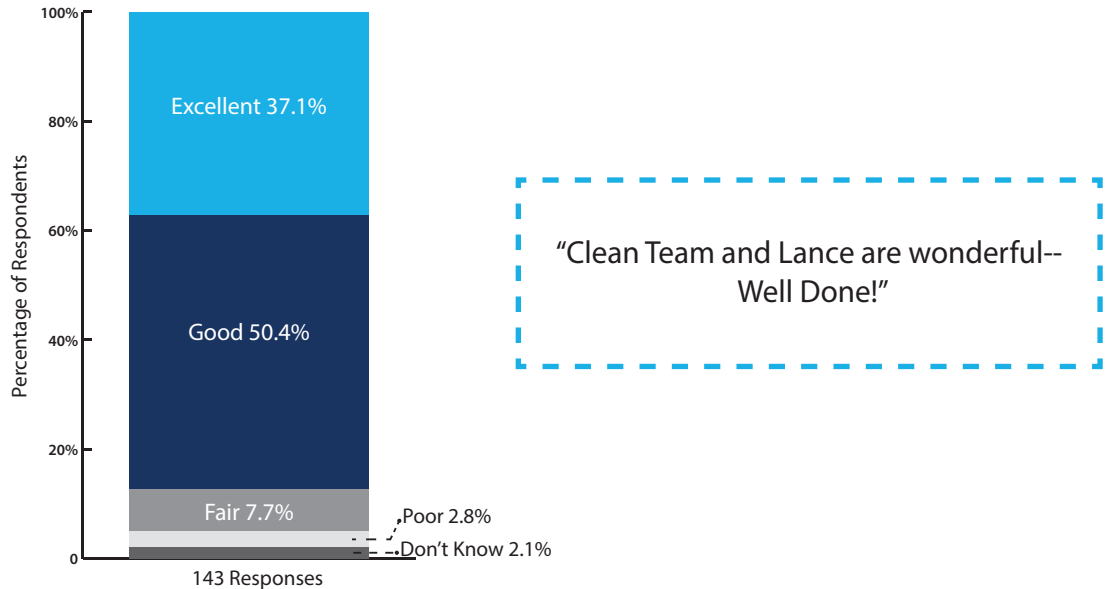
When asked to describe the single most important issue facing the District, the most frequent response was [congestion related to pedestrians and automobiles](#).

- Top 4 Issues:**
- (1) Automobile and Pedestrian Congestion
 - (2) Lunch Options
 - (3) Store Closings
 - (4) Construction

Sanitation Program

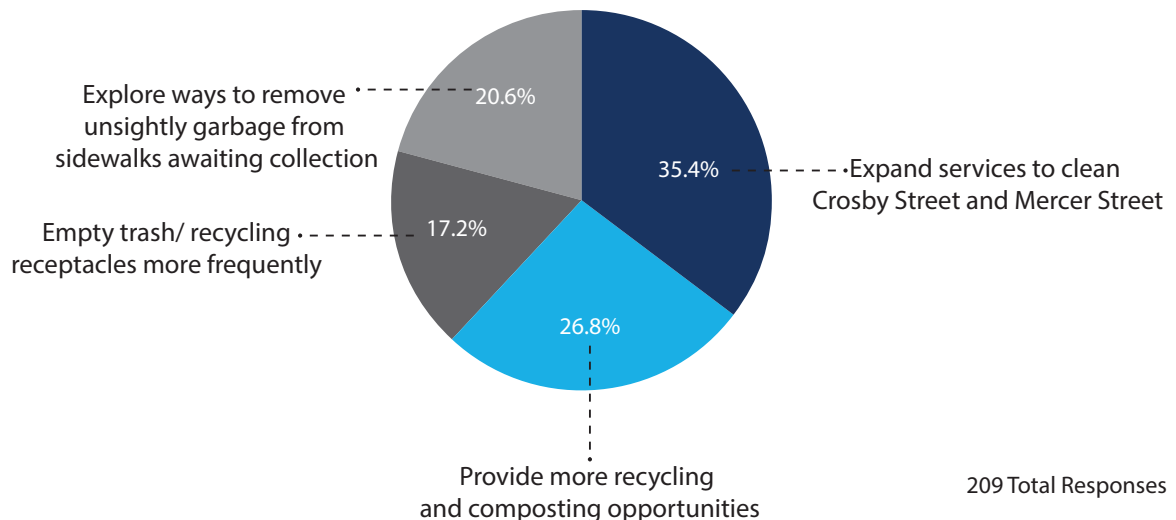
Rate the Clean Team

When asked to rate the Clean Team's impact on the District, 125 of respondents said it has been good or excellent. 37% of responders find SoHo Broadway to be cleaner than it was 1 year ago.



Improvements

When asked what the Initiative could do to improve its sanitation program, 34.4% of respondents chose the option to [expand services to clean Crosby Street and Mercer Street](#).



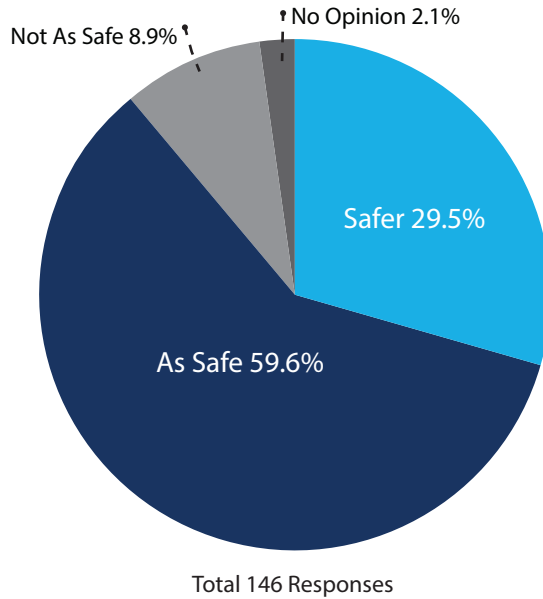
Other suggestions include:

(1) upgrading to new garbage cans **(2)** expanding services to Lafayette Street **(3)** locating garbage collections from the sidewalks to the street.

Quality of Life

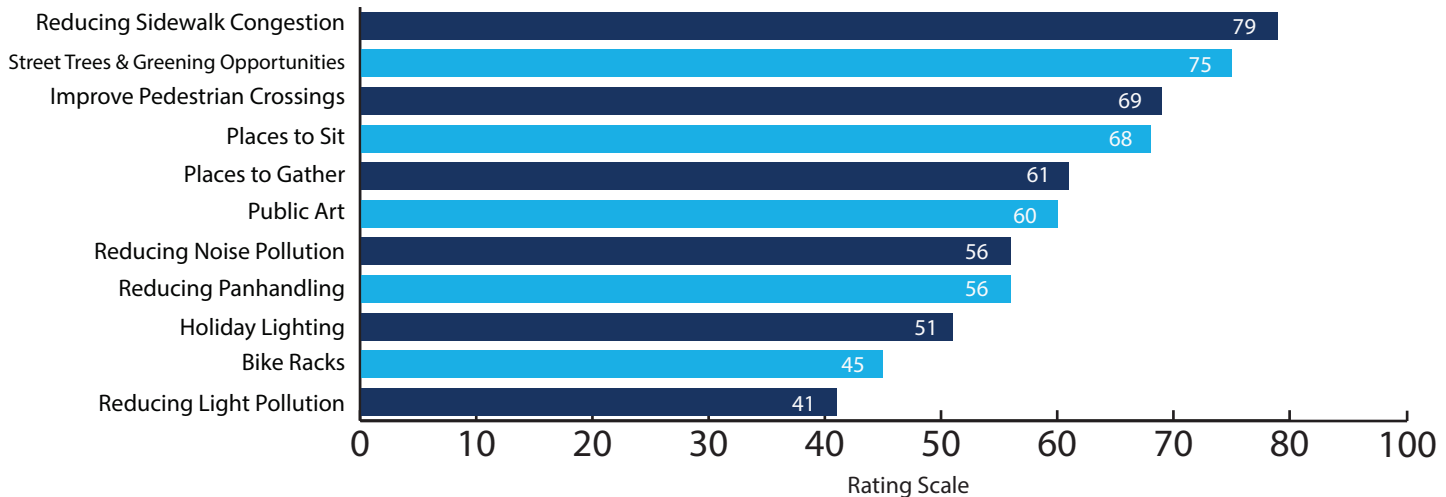
Safety

When asked to compare the SoHo Broadway neighborhood to others in the city, about 90% of respondents said that it was as **safe or safer**.



Sidewalk Conditions

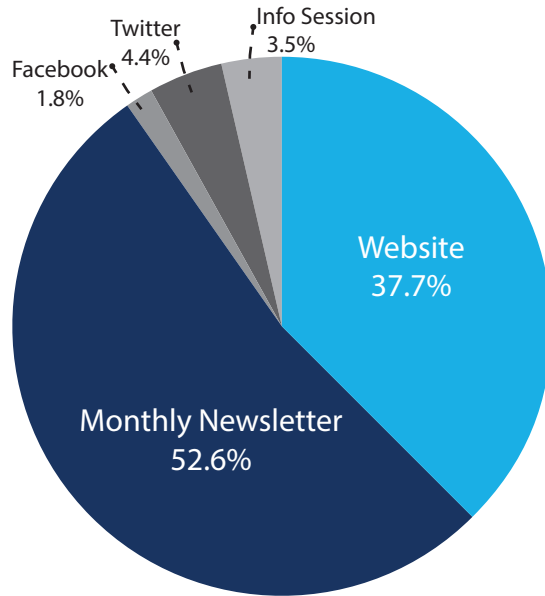
Respondents were asked to help prioritize efforts to improve quality of life by rating the following sidewalk and public space conditions on a scale of 0 to 100. **Reducing sidewalk congestion, creating street trees and greening opportunities, and improving pedestrian crossings** were ranked amongst the top 3 priorities.



Communications Program

Outreach

When we asked the respondents their preferred source of information regarding SoHo Broadway updates, happenings and programs, more than 50% said they subscribe to the [Monthly Newsletter](#).



Over 70% of respondents said the SoHo Broadway Initiative should add an Instagram account.

Website

In November of 2017, the SoHo Broadway Initiative launched its new website. We asked survey takers what they would like to learn from www.sohobroadway.org. Many said they want to learn about free or special events along the corridor, store openings or closings, and interviews with locals that have been here in SoHo for years.

The following web series are featured on the site already and respond to these suggestions:

- **Community Corner and Upcoming Events Calendar** Features information about community programming public events, and announcements from organizations in and neighboring the SoHo Broadway community
- **Welcome to SoHo Broadway** A welcome post to new stores and urban interventions along the corridor
- **Hey Neighbor** Exclusive Q&A interviews with neighbors, inclusive of residents, workers, and friends of the district

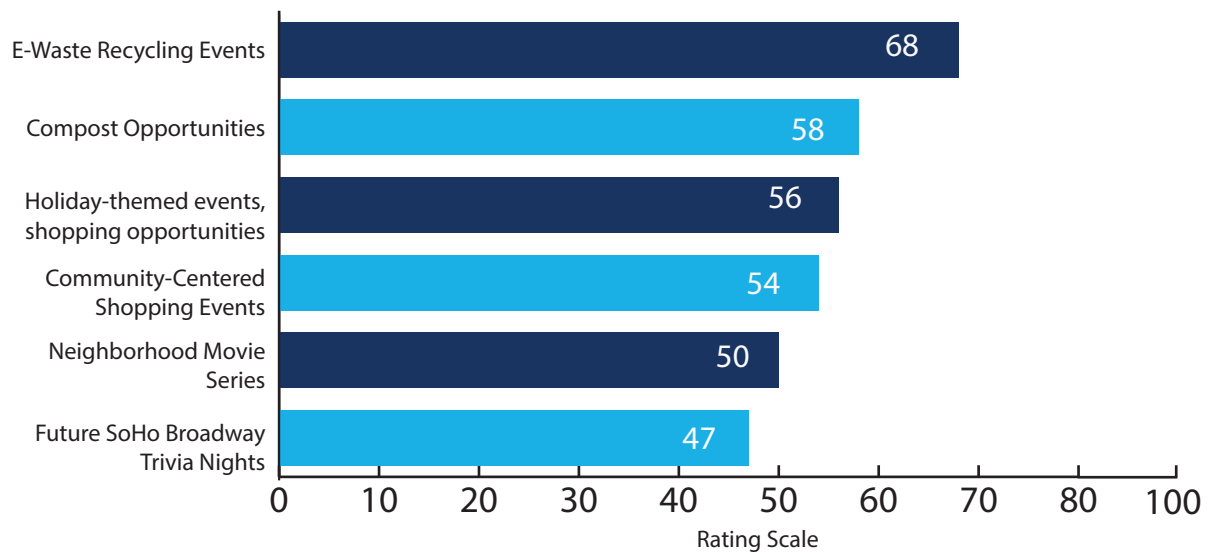
Other suggestions include:

- (1) Posting job and volunteer opportunities in the district
- (2) Posting local service businesses (i.e. plumbing, electricians, notary public)
- (3) Documenting real estate impacts on SoHo Broadway

Community Development

Programming

When respondents were asked to rank the importance of the future programming opportunities along the SoHo Broadway corridor on a scale from 0 to 100, they rated the following:



Future Initiatives

When asked how the SoHo Broadway Initiative can better serve the community, the most frequent responses were related to **community-engaging events and promotions**, **highlighting the community through urban interventions and art**, and **improving the SoHo Broadway Initiative's visibility**.

- Special discount shopping nights / discount cards for residents and workers of the area
- Events to help the environment
- Physical fitness events
- Holiday Lighting
- Arts and Architecture Walking Tours
- Increase the Initiative's visibility on the street and social media
- Share information with local employers