



Winter 2015 Community Survey

Summary Report

www.sohobroadway.org

Prepared by Cammie Flippen on April 20, 2015

Executive Summary

Thank you to the over 175 respondents to our first ever Community Survey! This will be an annual process where we check in with the SoHo Broadway community to learn about the performance of our services and how we might better serve the SoHo Broadway Community.

What did the survey tell us? It confirmed that keeping the corridor clean and reducing sidewalk congestion caused by illegal sidewalk uses are the top 2 priorities for the community. We also learned that while public safety remains important, over 85% of respondents reported feeling safe while walking through our district.

The survey also showed us that are other programs that the Initiative might want to consider such as public art and organizing networking opportunities for the community. In addition, while survey takers described the district as crowded, busy and congested, they also described it as hip, energetic and historic. When asked about the district's best features, survey takers used words such as vibrant, convenient and eclectic.

What's next? In November 2014, the Initiative launched its supplemental sanitation program to keep the corridor clean and graffiti free. We are currently tracking sidewalk uses and developing a program to address sidewalk congestion caused by illegal sidewalk uses. We've been meeting with representatives from the City, evaluating programs run by other business improvement districts and started to develop some program resources. We'll also take a deeper look at some of the suggestions to see if there are opportunities to add programming.

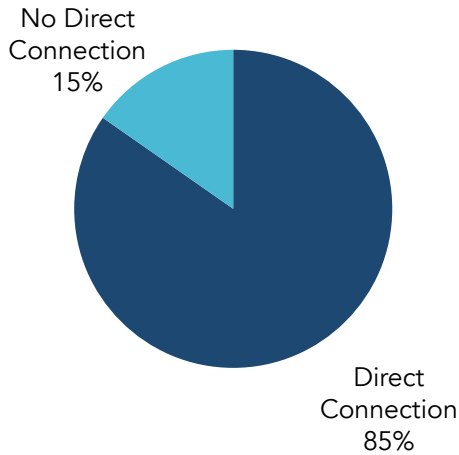
I encourage you take a look at the report. I'm looking forward to continuing to improve the SoHo Broadway corridor so that it stays clean and is more welcoming to our residents, office workers and visitors each and every day!

Best,

Mark Dicus
Executive Director

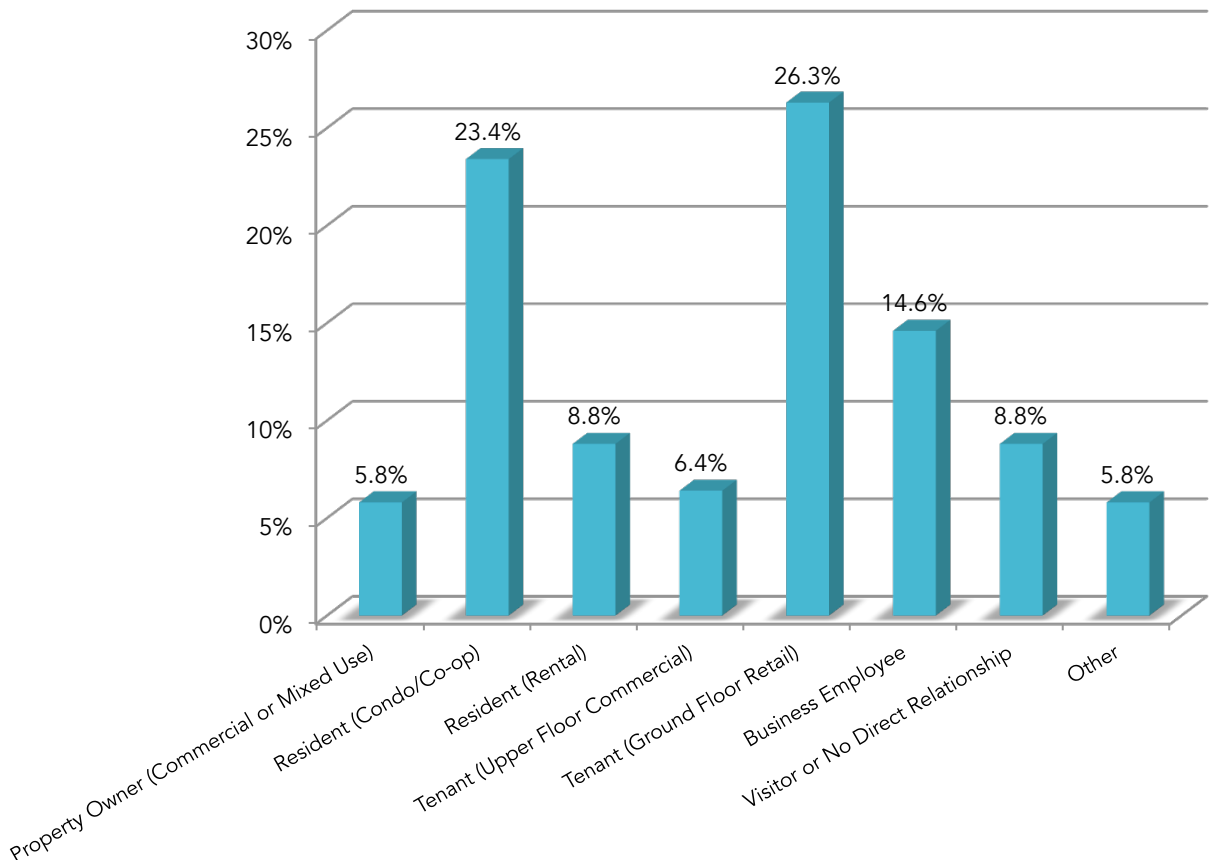
Respondents

When asked about their affiliation to the SoHo Broadway Initiative, 144 out of 177 (85%) respondents identified themselves as having some direct connection to the SoHo Broadway corridor.



The 15% of respondents who did not identify as having a connection to the District, are frequent visitors of the District and/or own, occupy or work near/adjacent to the District.

When asked about their relationship to the Initiative, 32.2% of respondents identified as residents and 26.3% identified as ground floor retail tenants.



Programs & Performance

Describe the District

Asked to describe the District, respondents most frequently described it as busy, crowded, and full of tourists.

Crowded **Commercial**
Shopping **Busy** **Historic**
Tourists **Hip** **Congested**
Energetic

Favorite Features

When asked what they like most about the District, respondents most frequently listed the District's convenience, accessibility by Subway and walking, and the diversity of retail shops.

Architecture **Easy Access**
Convenient **Transportation**
Retail Variety **Eclectic**
Vibrant

Programs & Performance

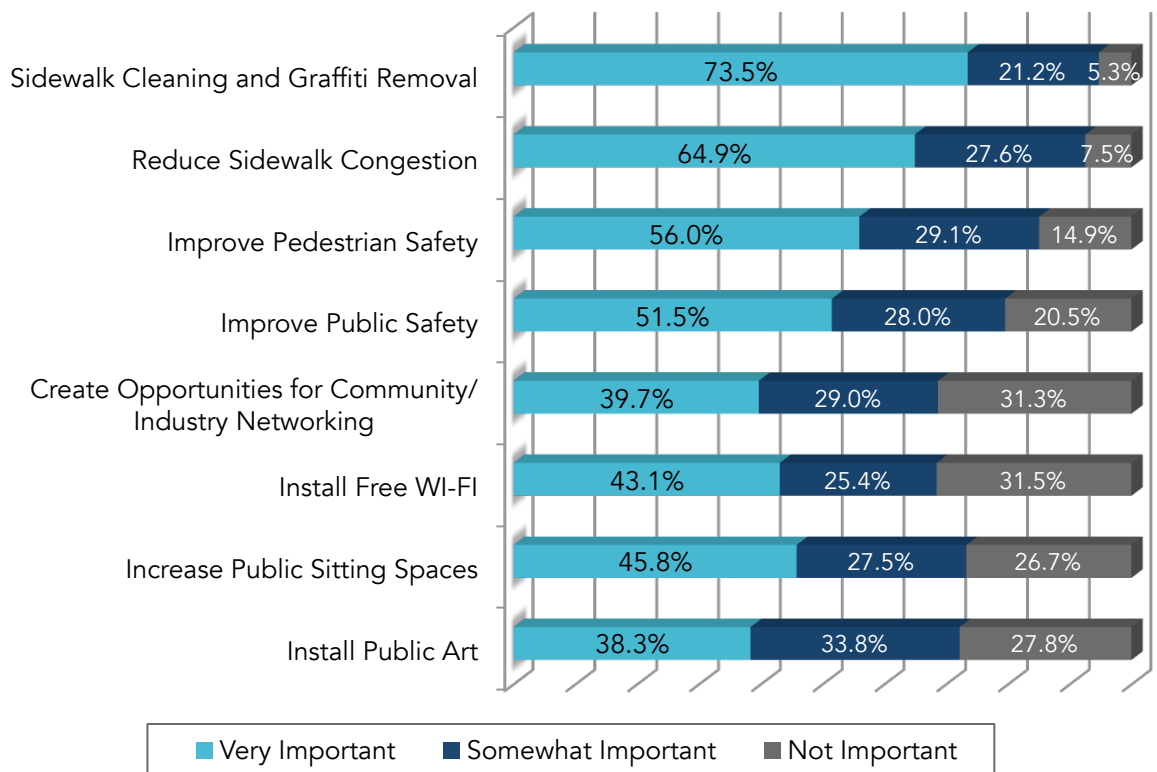
Important Issues

When asked to describe the single most important issue facing the District, the most frequent response was sidewalk congestion.

1. Sidewalk Congestion
2. Traffic Congestion
3. Sanitation

Programmatic Areas

Asked to rank the importance of the Initiative's programmatic areas, the following received the highest rating of "Very Important": sidewalk cleaning and graffiti removal, reducing sidewalk congestion, improving pedestrian safety, and improving public safety.

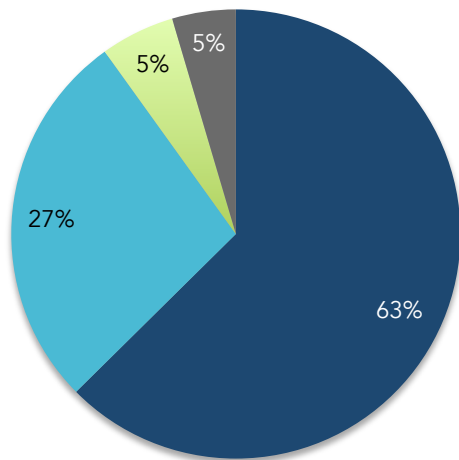


Programs & Performance

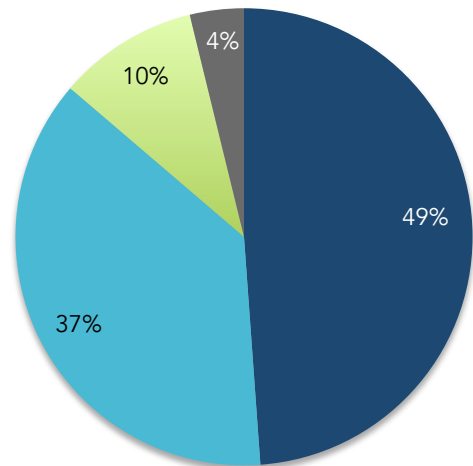
Public Safety

When asked to rank their feeling of safety in the District, 90% indicated that they feel safe during the day and 86% indicated that they feel safe at night.

I feel safe during the day

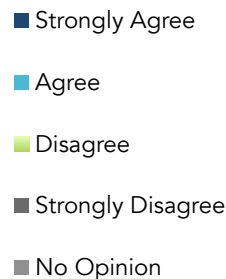
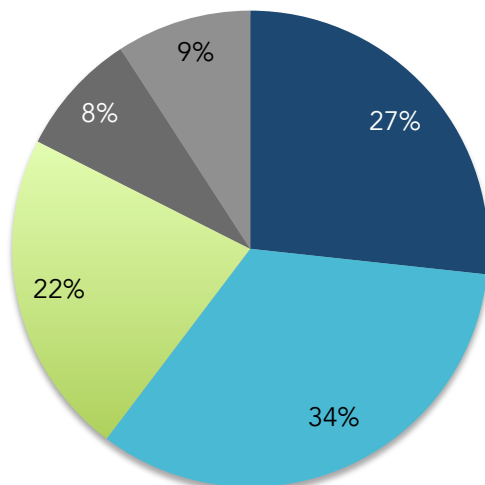


I feel safe at night



When asked about the outdoor lighting in the District, 61% of respondents indicate that the level of lighting is sufficient.

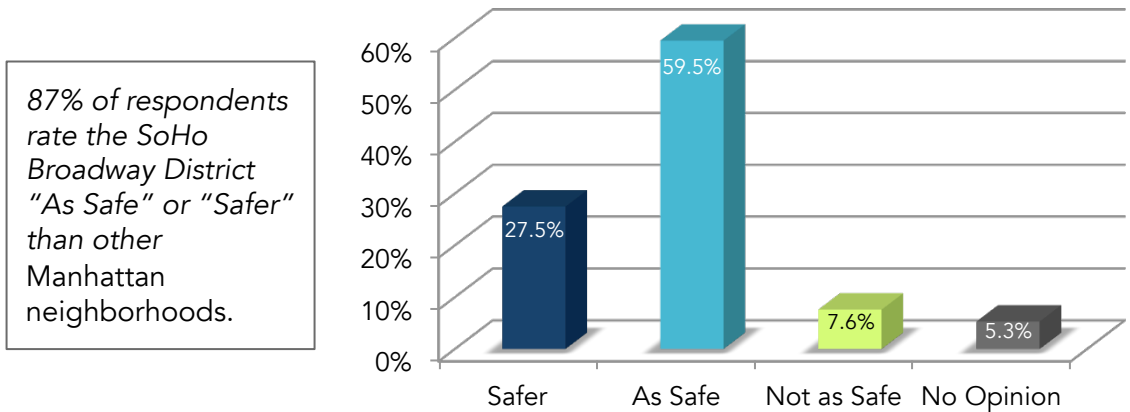
Outdoor lighting is sufficient



Of the 30% that do not agree, only 8% "Strongly Disagree," and another 9% have no opinion.

Programs & Performance

Asked to compare the safety level of the SoHo Broadway District to other Manhattan neighborhoods:



Future Programs

When asked to list stores, recreational/leisure activities or other options for future programs within the SoHo Broadway district, respondents ranked parks and more restaurants as their top choices.

1. Parks and Open Space
2. Fast Casual Dining
3. Restaurants and Fine Dining
4. Grocery Stores
5. Public Art

Additional suggestions:
a ping pong hall, a wine bar, and a SoHo History Museum.

Asked how the SoHo Broadway Initiative can better serve the community, the most frequent responses related to sidewalk vendors.

1. Reduce or Remove Street Vendors
2. Manage Street Vendors
3. Create Connections for Businesses and Residents
4. Enforce Existing Regulations for Noise and Traffic
5. Keep Sidewalks and Streets Clean