



## 2016 Community Survey

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### Summary Report

[sohobroadway.org](http://sohobroadway.org)

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Prepared by Karissa Lidstrand May 2016

# Executive Summary

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This year 476 respondents took our Annual Community Survey. That is an 172% increase in respondents from last year's community survey. In a nutshell, respondents love the architecture, shopping and convenience of the SoHo Broadway corridor, but are concerned about sidewalk congestion, store closings, places to eat and noise. Thank you to everyone for your contribution in making SoHo Broadway great!

## What did the survey tell us?

**1: Congestion:** 76% of respondents rank reducing sidewalk congestion as very important and 54% of respondents rank improving pedestrian crossings as important. The Initiative will continue working to improve pedestrian flow and explore solutions that enhance pedestrian crossings along Broadway.

**2: Sanitation:** While 78% of respondents think the district is as clean or cleaner than it was a year ago, respondents also observed that trash receptacles needed to be emptied more frequently. The Initiative will work with the Clean Team to find ways to empty trash receptacles more frequently.

**3: Activating Public Space:** 52% of respondents rate having public spaces to gather as very important. As there are no existing public spaces within the district, the Initiative will need to be creative in identifying and activating public space but must also make sure that such activation does not contribute to further sidewalk congestion. Some popular programming options respondents encouraged us to consider include a farmer's market (52% rated as very important) and visual art (50% rated as very important).

**4: Communications:** During the survey we met many people for the first time, 68% of respondents said they did not access information about the Initiative. While close to 25% of respondents subscribe to our monthly E-Newsletter, we need to bolster our communication efforts to connect with more members of the SoHo Broadway community.

**What's next?** Over the coming months we will be meeting with members of the SoHo Broadway community to share this report. During these sessions we will discuss the challenges highlighted in the survey and brainstorm solutions. We look forward to working together to continue improving the SoHo Broadway district into an even better mixed use community for the residents, office workers and visitors who are here each and every day!

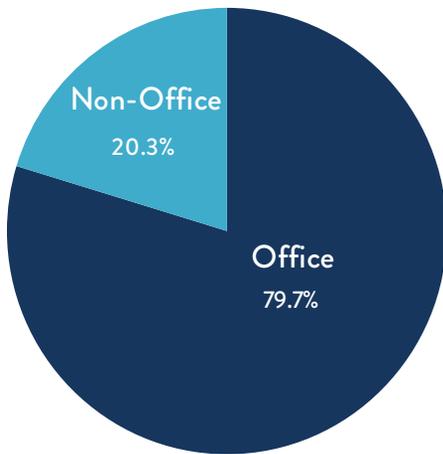
Best,

Mark Dicus  
Executive Director

May 2016

# Respondents

When asked about their relationship to the SoHo Broadway District, 79.7% of respondents identified as someone who **works in the district**.



	# of responses	%
Owner of Commercial Property in the District	9	1.9%
Live in the District	36	7.6%
Work in the District	377	79.7%
Business Owner or Manger in the District	47	9.9%
Visitor of the District	21	4.4%

## Initial Perceptions

### 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. Congestion: pedestrian and automobile (125)
2. Stores Closing (34)
3. Lunch Options (31)
4. Cleanliness (22)

# Initial Perceptions

## Describe the District

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



Top 3: (1) Busy: 31.36% (2) Crowded: 26.22% (3) Tourists: 16.97%

## Favorite Features

When asked what they like most about the District, respondents most frequently listed the District's shopping amenities, historic architecture, and the variety of food options.

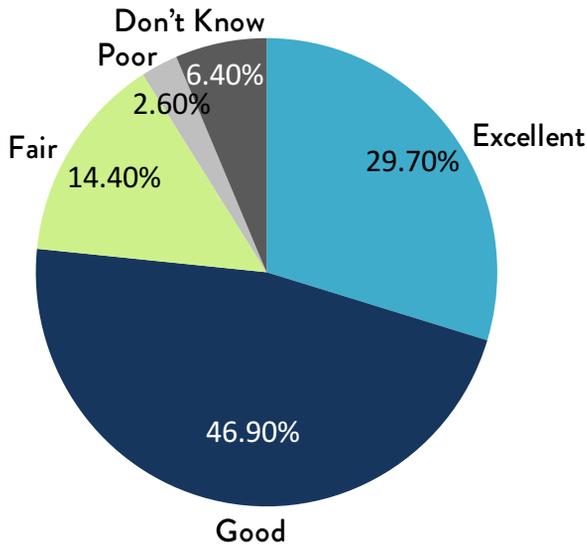


Top 3: (1) Shopping: 28.09% (2) Architecture: 10.31% (3) Restaurants: 9.02%

# Sanitation Program

## Rate the Clean Team

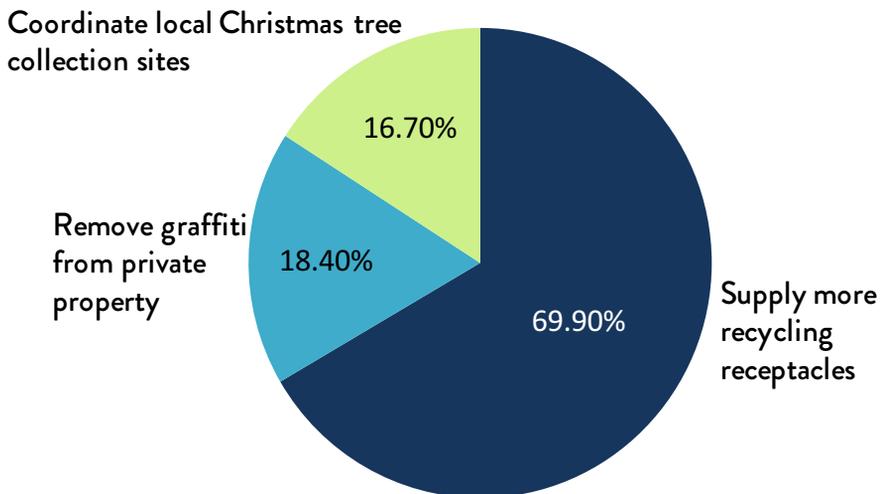
When asked to rate the Clean Teams impact on the District, 76.6% of respondents said it is **good or excellent**.



*78% of respondents perceive the district as being the same or cleaner than it was one year ago.*

## Improvements

When asked what the Initiative can do to improve its sanitation program, 69.9% of respondents chose the option to **supply more recycling containers** within the District.

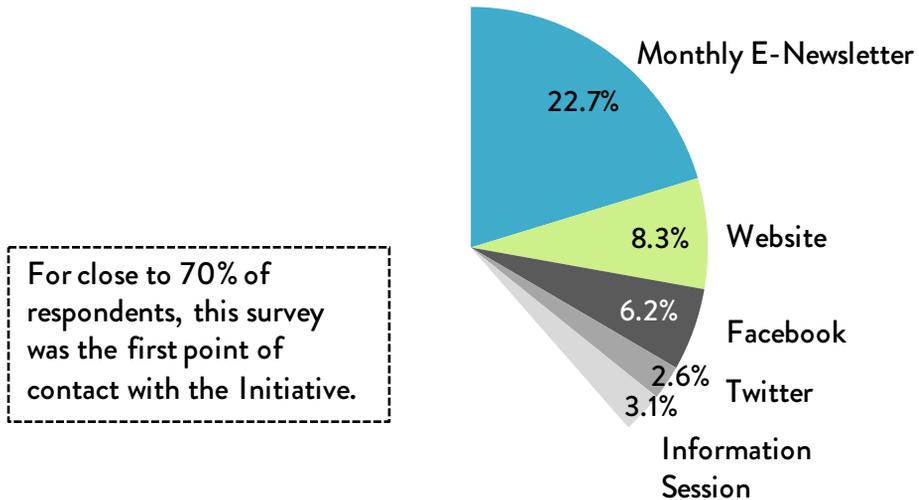


Additional suggestions:

- (1) Empty trash receptacles more frequently
- (2) Research storage solutions for commercial/residential curbside trash collection
- (3) Create areas of opportunity for street art
- (4) Help keep Crosby and Mercer Streets clean

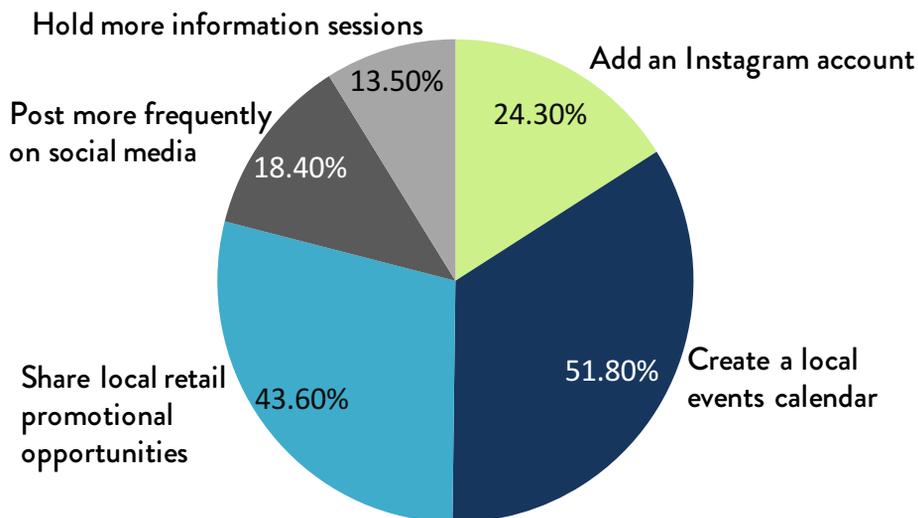
# Communications Program

When asked what the respondents preferred source of information is regarding the SoHo Broadway Initiatives updates, events and programs, close to 25% said they subscribe to the [Monthly E-Newsletter](#). During the survey we increased our email list by 12%, adding 120 new subscribers.



## Suggestions

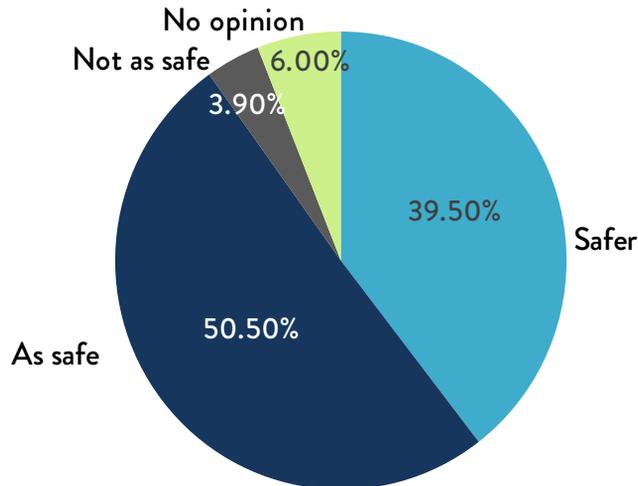
When asked to suggest ways the Initiative could improve its communications program and spread awareness, respondents suggested [creating a local events calendar](#) and [setting up ways to share local retail promotional opportunities](#).



# Quality of Life

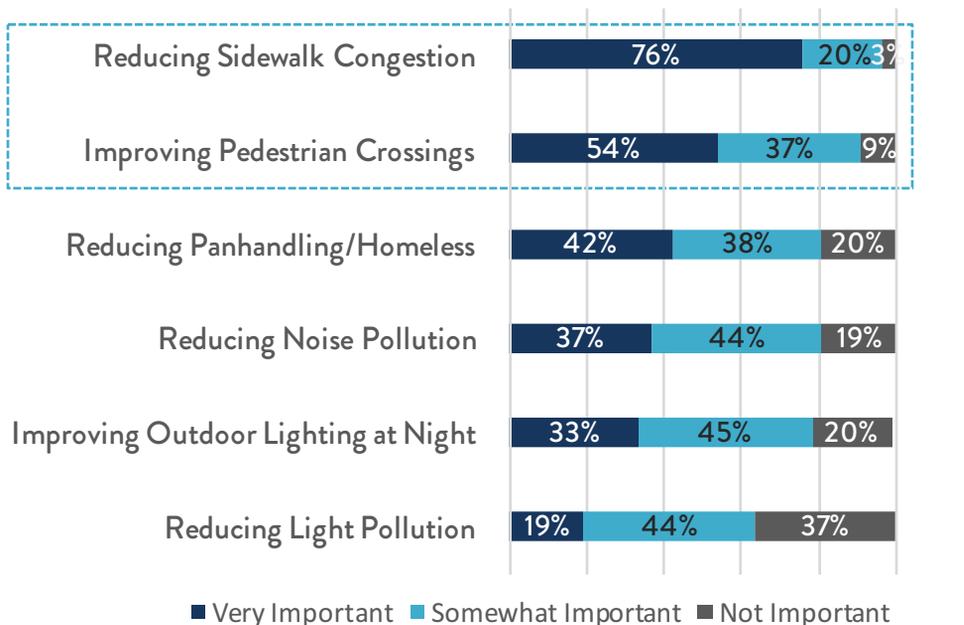
## Safety

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



## Sidewalk Conditions

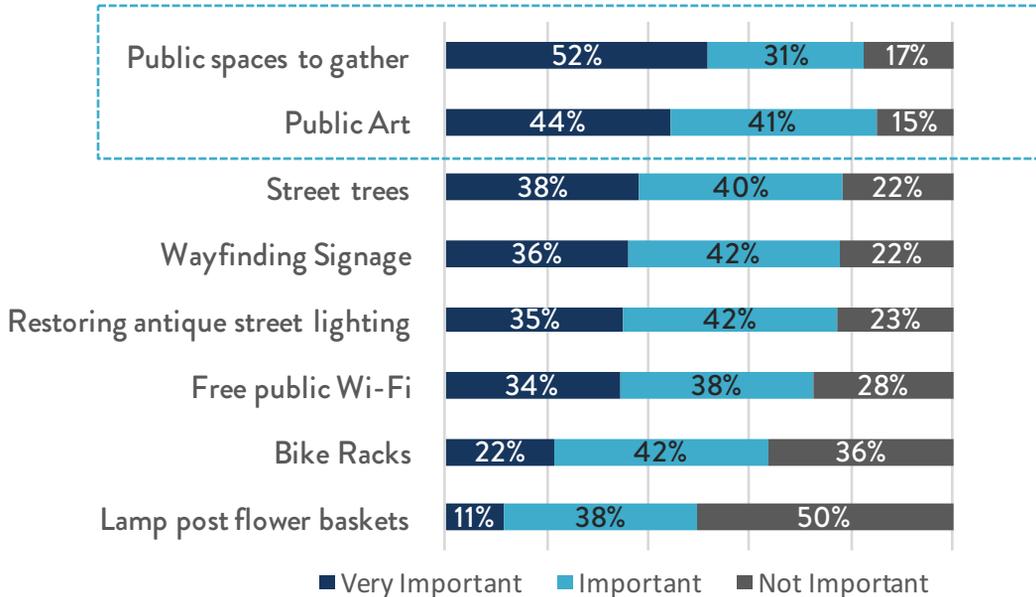
When asked to rate specific quality of life conditions in the neighborhood, **reducing sidewalk congestion** and **improving pedestrian crossings** were ranked *very important* by more than 50%.



# Public Space

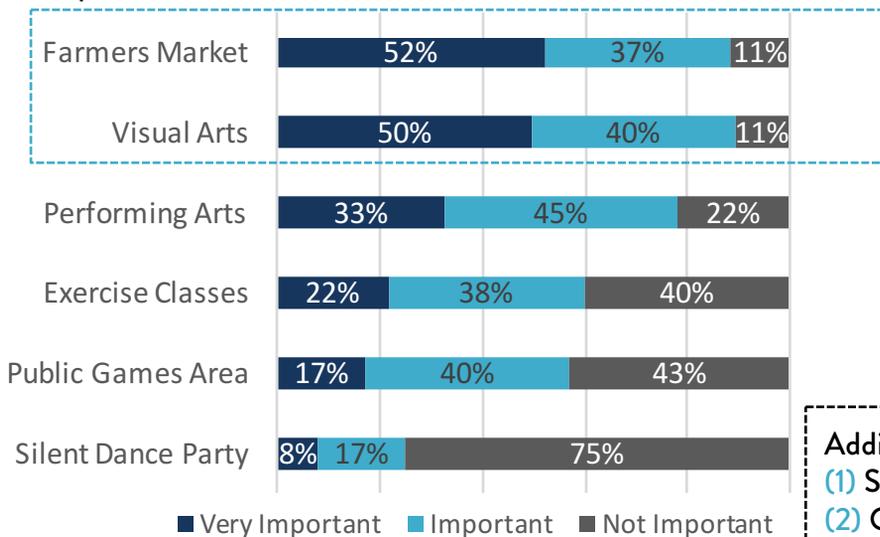
## Improvements

In last year's survey respondents rated public space as one of the top priorities for the district. This year we asked respondents to rate the importance of the following public space improvements and we saw that **public spaces to gather** and **public art** are very important to the community.



## Programming

When respondents were asked to rate the importance of various temporary programming opportunities they mentioned **farmers markets** and **visual arts** as the top two priorities.



Additional suggestions:  
 (1) Summer street closures  
 (2) Outdoor movies

# Future Programs

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When asked to list stores, recreational/leisure activities or other options for future programs within the SoHo Broadway District, respondents ranked more **lunch-time food options** and **park space** as their top choices.

## Top 5 Activities:

1. Lunch-time Food Options
2. Public Space
3. Grocery Stores
4. Restaurants
5. Farmers Market

## Additional suggestions:

- (1) Historic architecture tours
- (2) Pop up shops

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When asked how the SoHo Broadway Initiative can better serve the community, the most frequent response was related to **improving pedestrian walkability**.

1. Improve Pedestrian Crossings at Intersections
2. Manage Pedestrian Flow Along Broadway
3. Fix Uneven Sidewalks and Metal Vaults
4. Enhance the Neighborhood Feel of the District
5. Expand Boundaries to Include Crosby and Mercer Street