



# NoHo Community Survey Report

2023



The background of the page is a grayscale photograph of a city street scene, featuring multi-story buildings, parked cars, and pedestrians. A semi-transparent red rectangular overlay covers the majority of the page, serving as a backdrop for the white text.

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# Introduction

The NoHo Business Improvement District (BID) sends out an annual survey to gauge community response to quality of life improvements in the neighborhood. The survey was distributed via email and responded to over the course of one month. Of the 48 respondents, the highest representation came from property owners, followed by residents and employees. Other respondents included business owners, nearby residents, visitors, and visiting artists.

Here, the results of the community survey are analyzed and broken down into categories based on neighborhood characteristics. The data reveals that in all sectors the average performance rating of the NoHo BID is a **4.23 out of 5**. More specific performance ratings and key points can be found in the data profiles of each category below.

Overall, the survey data reveals that business owners and employees are typically in the neighborhood either daily or three to four times throughout the week. Property owners are in the neighborhood either daily, three to four times throughout the week or one to two times per week. Most residents are in the neighborhood daily, however two reported to be in only a few times per year. The visiting artist wrote that they visit one to two times per week and the visitor respondent said they visit a few times per year. **Overall, of those who responded to the survey, 83% reported that they visit the neighborhood at least 3 times a week.**

Of the total respondents, 75% say that they receive news about current events in NoHo through NoHo BID social media, emails and newsletters. And, according to respondents, Email communication are ranked the most useful by 66% of respondents, followed by websites, supported by 55.3% of responses, and the third most useful is Instagram, say 38% of respondents. Additionally, 65.2% percent of the total respondents want to see more greenery and planters around the neighborhood, 52.2% of respondents want more public art, and 47.8% of respondents want more events in the neighborhood. When asked about which topics the respondents would like to hear more about, the top responses are district improvements and NoHo BID activities, neighborhood events, and NoHo history.

The survey also invited open ended comments from participants. When asked "what do you like most about NoHo?" notable responses include: **"The community is very intertwined with one another, everyone is very responsive and there for each other. I really enjoy the fact that we have a group chat and that we are up to date with anything that is going on. Cordelia & Chandler are always extremely responsive and such a delight to work with,"** from one local employee, **"It feels like the last neighborhood that hasn't been ruined by influencers in Manhattan,"** wrote one resident, and **"The history! The architecture, the changes, the smallness, and the cobblestone streets,"** said a business owner. One participant commented that **"The terrific team of NoHo BID makes this neighborhood so distinct and wonderful."** Overall, the responses skew towards positivity and appreciation for the neighborhood.

Some criticisms and concerns for the neighborhood were found by asking participants about specific quality of life issues. Responses include: **"Too many pot stores. Facades of many retail buildings are horrible. Block btw Astor place and 4th street,"** said one property owner, and **"a huge increase in homeless & drug addicts,"** reported one business owner. However, many critiques are followed by comments recognizing the BID's efforts, such as **"Graffiti commonly on the old grist edges at W 3rd and Mercer but also often addressed,"** and **"I do see mice occasionally. The street is generally clean."** Respondents were able to honestly report quality of life issues through the survey for the betterment of the community.

# Response Breakdown

## Who answered our survey?

- 31.9% of survey respondents are property owners, 27.7% are residents, 23.4% are employees, 10.6% are business owners and 2.1% live nearby
- 84.9% of total survey respondents report to be in the neighborhood at least three times per week
- 70.2% of total survey respondents are familiar with the services of the NoHo Business Improvement District, the remaining 29.8% are unfamiliar with the services of the BID.
- 61.7% of total survey respondents have directly communicated with the NoHo BID before taking the survey.

## How did they rate the BID?

- The average performance rating of the BID among all categories is a 4.23/5, this average includes ratings of the 29.8% of total respondents who are unfamiliar with the services of the BID and the 38.3% of total respondents who have not communicated directly with the BID prior to taking the survey.
- 81.3% of total respondents rated the overall performance of the BID above a 4/5.
- The average performance rating of the BID among business owners is a 4.4/5, where 100% of business owners rate the performance of the BID over a 4/5.
- The average performance rating of the BID among property owners is 4/5, where 73.4% of property owners rate the BID over a 4/5.
- The average performance rating of the BID among employees is 4.45/5, where 90.9% of employees rate the performance of the NoHo BID above a 4
- The average performance rating of the BID among residents is 4.13/5
- The average performance rating of the BID among visitors is a 4/5

How would you rate the overall performance of the NoHo BID?

48 responses

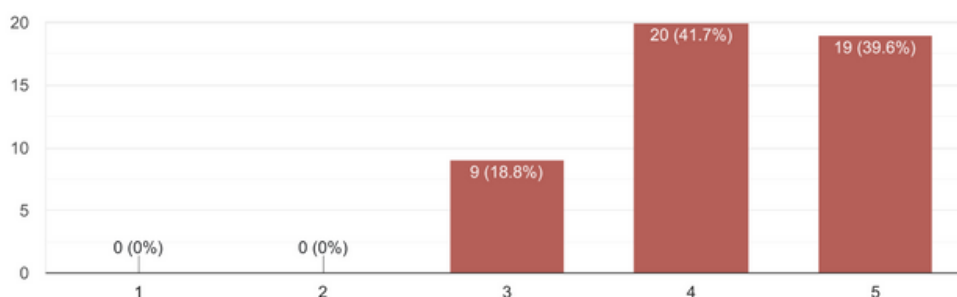


Figure 1: Data results from the annual survey reveal that all respondents, even those unfamiliar with BID services prior to taking the survey, rate the performance of the BID above a 3 out of 5

# Neighborhood Safety

## Safety is Important to Us.

The NoHo BID strives to make all who enter the neighborhood feel safe at all times of the day. The community survey asked the following questions to address safety concerns in the neighborhood:

- Do you agree with the following statements: Pedestrians feel safe during the day.
- Do you agree with the following statement: Pedestrians feel safe at night

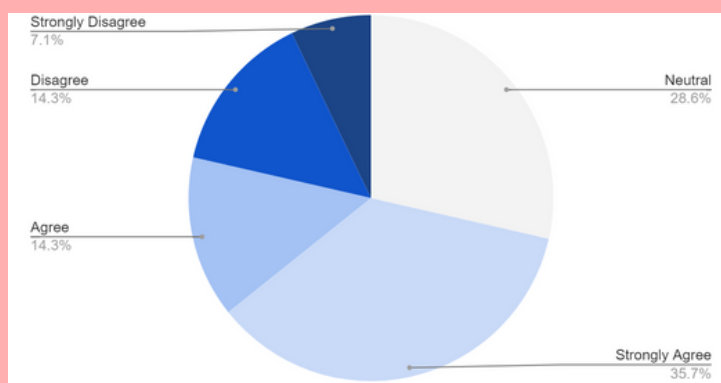
**Respondents chose from the following:**

**STRONGLY AGREE, AGREE, NEUTRAL, DISAGREE AND STRONGLY DISAGREE**

## The Response.

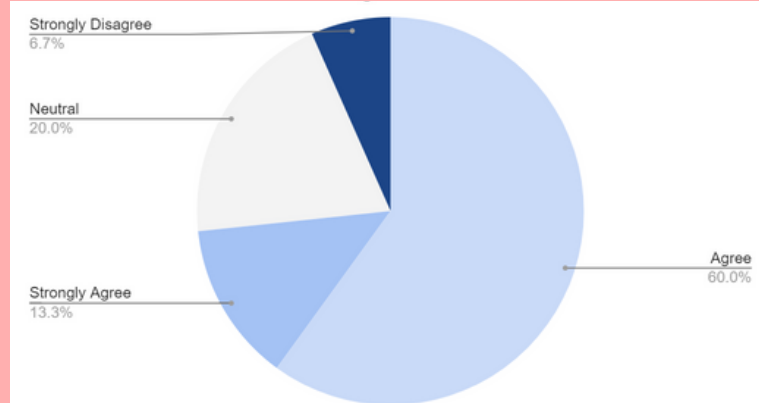
- 83% of the total respondents either agree or strongly agree that pedestrians feel safe during the day in NoHo, while only 59.9% either agree or strongly agree that pedestrians feel safe at night in the neighborhood
- 93.4% of residents feel safe during the day, while only 73.3% feel safe at night
- Only 63.7% of employees feel safe during the day in NoHo and only 54.6% of employees feel safe at night
- 66.6% of visitors feel safe during the day whereas only 33.3% feel safe at night

**Do Employees and Visitors Feel Safe at Night in NoHo?**



**Figure 2:** 21.4% employees and visitors disagree that they feel safe in NoHo at night

**Do Residents Feel Safe at Night in NoHo?**



**Figure 3:** 6.7% of neighborhood residents feel unsafe in the neighborhood

# Cleanliness and Sanitation

## Keeping it Clean.

The NoHo BID Clean Team works hard to keep the neighborhood nice and clean. The community survey asked the following questions to address sanitation concerns in the neighborhood:

- Do you agree with the following statement: Tags and Graffiti are removed in a timely manner
- Do you agree with the following statements: Sidewalks/Streets are clean and well-maintained
- Do you agree with the following statement: NoHo is cleaner than other neighborhoods

**Respondents chose from the following:**

**STRONGLY AGREE, AGREE, NEUTRAL, DISAGREE AND STRONGLY DISAGREE**

## Graffiti Removal Response

- 62.8% of the total respondents either agree or strongly agree that tags and graffiti are removed in a timely manner
- 80% of business owners agree or strongly agree that graffiti is effectively removed by the NoHo BID
- 73.3% of property owners agree or strongly agree that graffiti removal is effective
- only 6.7% of residents disagree that graffiti removal is effective, while 66.7% residents agree or strongly agree that graffiti and tags are removed in a timely manner

Do Business Owners Feel Graffiti Removal is Effective?

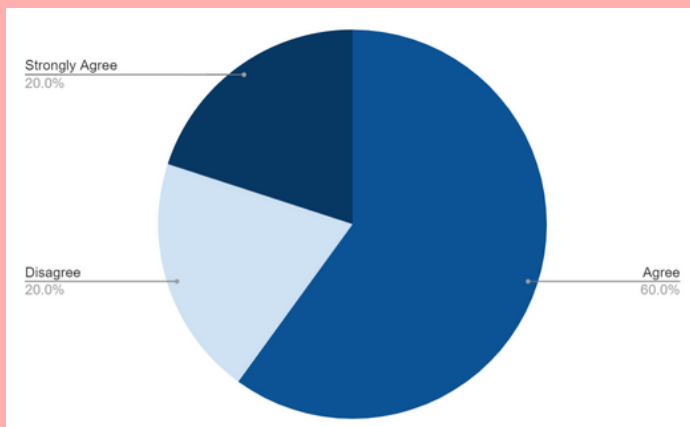


Figure 5: 80% of business owners agree or strongly agree that tags and graffiti are removed in a timely manner

Do Property Owners Feel Graffiti Removal is Effective?

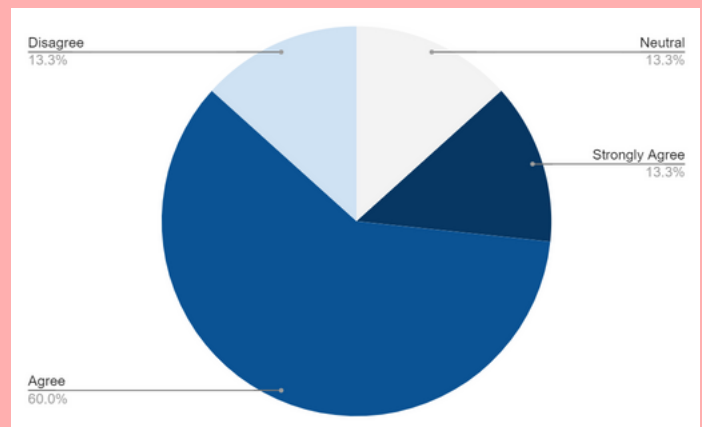


Figure 6: 73.3% of property owners agree or strongly agree that tags and graffiti are removed in a timely manner



## Street and Sidewalk Maintenance Response

- 64.2% of total respondents either agree or strongly agree that streets and sidewalks are clean and well-maintained
- 66.6% of residents agree or strongly agree that sidewalks are clean and well-maintained, only 13.3% disagree
- 80% of business owners agree that NoHo sidewalks and streets are clean and well-maintained

### Do Property Owners Feel Sidewalks and Streets are Clean?

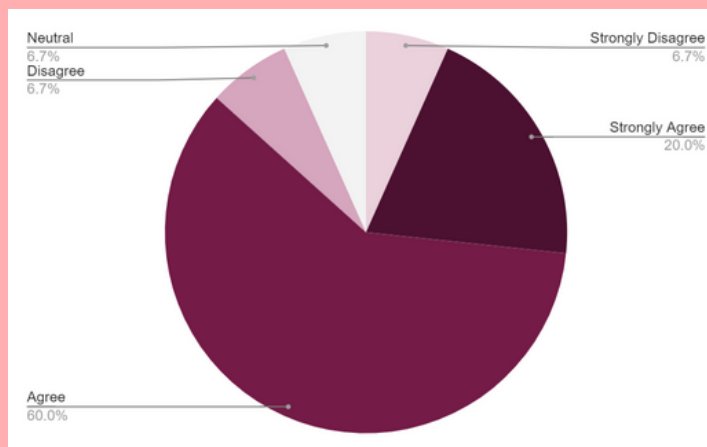


Figure 7: 80% of property owners agree or strongly agree that sidewalks and streets are clean and well-maintained

## Neighborhood Comparison Response

- 65.2% of total respondents either agree or strongly agree that NoHo is cleaner than other neighborhoods
- 60% of business owners agree that NoHo is cleaner than other neighborhoods
- 73.3% of residents agree that NoHo is cleaner than other neighborhoods

### Is NoHo Cleaner than Other Neighborhoods?

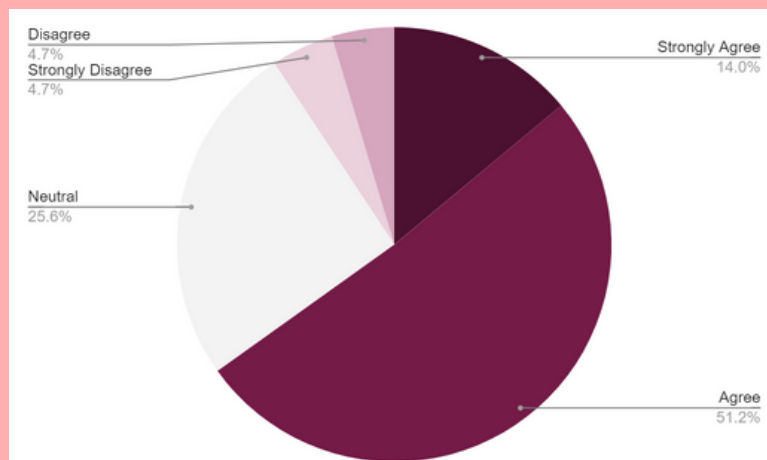


Figure 8: Only 9.4% of total respondents disagree with the statement that NoHo is cleaner than other neighborhoods

# Neighborhood Identity

## The NoHo Identity.

It is important to understand the neighborhood's identity to continuously improve.

The community survey asked the following questions to understand the composition of NoHo:

- Do you agree with the following statements: NoHo has a strong sense of neighborhood identity
- Do you agree with the following statements: NoHo has a wide variety of excellent local retailers

**Respondents chose from the following:**

**STRONGLY AGREE, AGREE, NEUTRAL, DISAGREE AND STRONGLY DISAGREE**

## The Response.

- 67.2% of the total respondents either agree or strongly agree that NoHo has a strong sense of neighborhood identity
- Only 9.1% of employees disagreed with the statement that NoHo has a strong sense of neighborhood identity
- 66.7% of visitors strongly agree that NoHo has a wide variety of local retailers
- Only 9.4% of total respondents disagree with the statement that NoHo has a wide variety of local retailers

## Does NoHo Have Retail Variety?

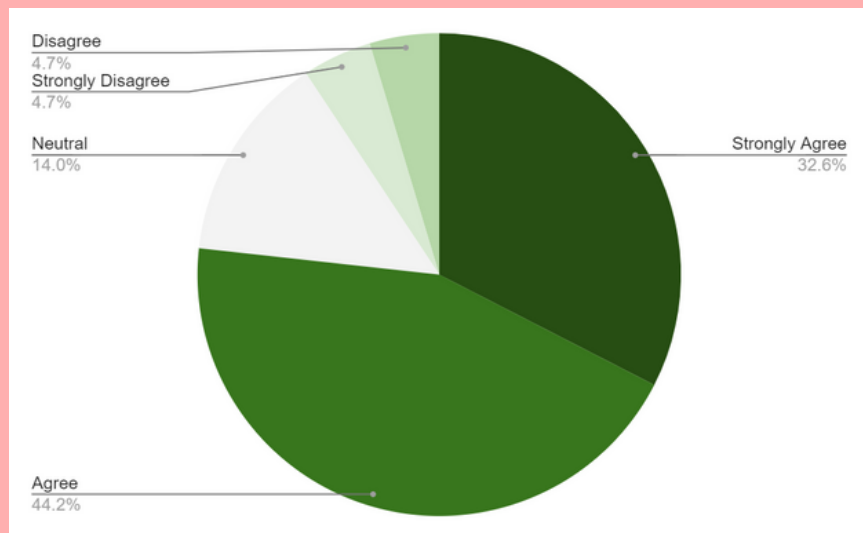


Figure 9: 78.6% of total survey respondents agree or strongly agree that NoHo has a wide variety of excellent local retailers.



# Potential Improvements

## Lets Build an Even Better NoHo.

There is always room for improvement, even in a great neighborhood like NoHo

The community survey asked the following questions to address improvements in the neighborhood:

- Do you agree with the following statements: NoHo Could Use More Streetscape Improvements and Beautification

**Respondents chose from the following:**

**STRONGLY AGREE, AGREE, NEUTRAL, DISAGREE AND STRONGLY DISAGREE**

## The Response.

- 68.1% of the total respondents either agree or strongly agree that NoHo could use more streetscape improvements and beautification
- 66.6% of visitors agree that NoHo could use more streetscape and beautification
- 80% of residents either agree or strongly agree that NoHo could use more streetscape and beautification
- 80% of property owners either agree or strongly agree that NoHo could use more streetscape and beautification

## Does NoHo Need More Streetscape?

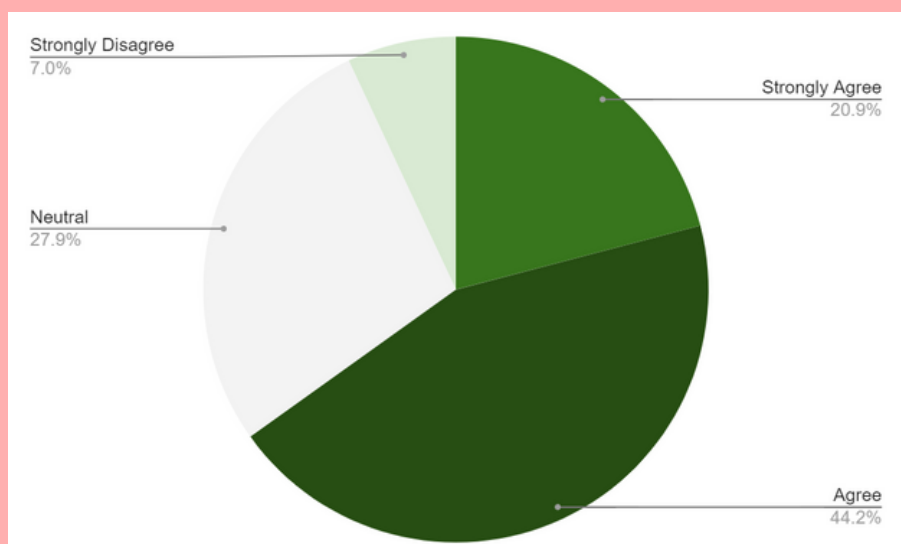


Figure 10: 65.1% either agree or strongly agree that the neighborhood could benefit from streetscape beautification and improvements.

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