

To: Michael Sullivan
New Green Willets
Fr: Douglas Schoen
Schoen Cooperman Research
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Re: Strong Community Support For Citi Field Area Project

Overview: Understanding & Engagement Leading To Greater Support

Schoen Cooperman Research has conducted interviews with registered voters in Queens to better understand the perceptions and support around different ideas to reimagine the 50 acres of asphalt around Citi Field.

The main takeaway from our findings is that there is very strong support boroughwide for building something that improves upon the space surrounding Citi Field. The majority of respondents were already aware of the discussions around reimagining the area around Citi Field in Queens, and even before being told potential ideas or concepts, **70%** of respondents agreed that “something new should be built” on the site. Just 18% said “it should be kept as 50 acres of asphalt.” Support for pursuing a project increased to **78%** after respondents were given greater detail about the key elements of the project being contemplated. Those key elements included public green space, a Queens food hall, a hotel with a live music venue and gaming, community space and athletic fields, new connections to the waterfront, improved public transit and parking, and thousands of good paying jobs.

Significantly, as outlined below, we found that the project’s inclusive and proactive approach to engaging the community and soliciting feedback is having a substantial positive impact. The fact that the Queens community has had an active role in the process, with the NGW team interacting with over 12,000 residents of the neighborhoods around Citi Field, in larger community listening sessions, smaller group meetings with community and non-profit groups and 1x1 in-person interactions over the last few months led respondents to be more likely to support the project.

Individual elements of the potential future vision are also extremely popular with Queens residents. The most popular benefits of the project include access to public green space, local job creation, and improved public transit and parking infrastructure.

Furthermore, we found that a majority of respondents (**65%**) are more supportive of the project if it includes a hotel with a live music venue, casino gaming, and conference spaces. Respondents are even more supportive of gaming as an element of the project when they learn more specific features of a casino. This is significantly stronger than similar polling from Siena, which last year found just 53% of NYC voters supported downstate casinos, and in January found support for a Manhattan casino was only at 38%

Sixty-eight percent (**68%**) of respondents were more likely to support the project with gaming as the necessary economic engine, which we believe is recognition that 365-day entertainment and recreation options is the best way to draw people to the area year round.

Positive Impact From Community Engagement

Over the past 18 months, the New Green Willets team has made significant effort to engage the local community and hear their insights and feedback on what they hope to see from any vision for the area around Citi Field. The NGW team has held over 200 meetings with community leaders, in addition to 15 community workshops that were attended by over 1,000 local residents.

This inclusive approach is having a significant positive impact on community perceptions. Respondents overwhelmingly said that learning about these community engagement efforts made them more likely to support the project.

- **78%** of respondents said that the “15 community workshops have been held with 1,000’s of local residents to gain input into the details of the proposed project” made them more likely to support the project.



Queens Future Community Visioning Sessions

Methodology

Schoen Cooperman Research completed multi-language interviews with 600 registered voters in Queens from April 7-14, 2023 on behalf of New Green Willets. Respondents were reached using random selection procedures and the poll utilized a mixed methodology of live phone, text-to-web, and online interviews. The margin of error for the main sample is +/-4% at the 95% confidence level.