

Community Survey Results Preview

Budget Retreat

February 17, 2024

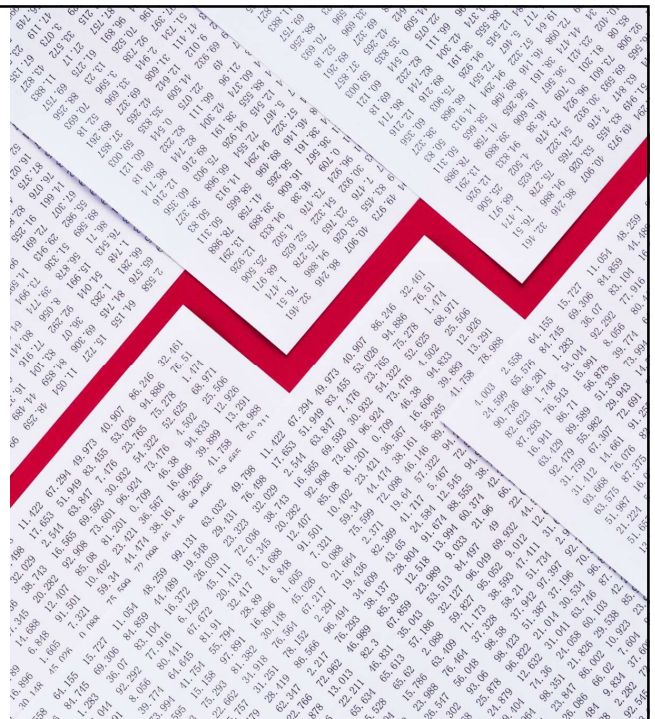


HILLSBOROUGH
NORTH CAROLINA

1

Background


- 4th time ETC conducts survey
 - 2017, 2019, 2021 and 2023
 - Trends data
- Survey conducted from October to December.
- Mailed to all households in-town
- 457 responses (target of 400)



2

2023 Changes

- Cover letter included survey information in Spanish
- Expanded Options for Spanish
 - ✓ Online
 - ✓ Paper copy
- Survey advertisement on Facebook



October 2023/Octubre 2023

Dear Hillsborough Resident/Querido residente de Hillsborough:

Please participate in an important survey about community priorities and the quality of town programs and services. Participe en una encuesta importante sobre las prioridades de la comunidad y la calidad de los programas y servicios de la ciudad. Instrucciones adicionales en español se encuentran al final de esta carta.


We love Hillsborough, and that means working to maintain what's special about our community. We strive to provide the infrastructure, resources, and services that enhance the quality of life here. Getting your views on what the town can do better is critical.


The town will use survey results to assess how we are doing in developing, monitoring, and evaluating priorities. Your opinions will affect whether priorities are continued or modified and will influence future decisions, including the level and timing of support for priorities in the budget. Later this fiscal year, the Board of Commissioners and staff will discuss the survey results and provide direction on changes to be considered. The survey results also will be available on the town's website.

Please take some time to answer the questions attached, and please return your survey as soon as possible. The survey will take about 15 minutes to complete. Your responses will remain confidential. You can return the completed survey in the enclosed postage-paid envelope addressed to ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061. Or you may complete the survey online at hillsboroughsurvey.org.


If you have any questions, please contact Budget and Management Analyst Josh Fernandez by phone at 919-296-9428 or by email at josh.fernandez@hillsboroughnc.gov. Thank you for helping to evaluate the town's operations and to find ways to make Hillsborough an even better place to live, work, play, and visit.

Para realizar la encuesta en español por teléfono, llame al 1-844-811-0411. También puede completar la encuesta en línea en hillsboroughsurvey.org. Para recibir una versión impresa de la encuesta en español, visite el Edificio de Administración en el campus del Ayuntamiento de Hillsborough, ubicado en 101 E. Orange St. Gracias.


Jenn Weaver
Mayor



Eric Peterson
Town Manager

101 E. Orange St., Hillsborough, NC 27278
919-732-1270 | www.hillsboroughnc.gov | [@HillsboroughGov](https://twitter.com/HillsboroughGov)




3

Rating of the Community

Communication	2023	2021	2019
As a place to live	95%	95%	93%
As a place to raise children	89%	88%	86%
As a place to retire	84%	81%	78%
As a place to visit	83%	82%	81%
As a place to play	80%	78%	77%
As a town moving in the right direction	65%	62%	64%
As a partner with its residents	64%	66%	66%
 As a place to work	58%	65%	55%
As a place to start a business	44%	47%	42%

Note:
- Differences of 4.5% or more is considered significant.



4

Satisfaction with Town Services

Town Service	2023	2021	2019
Fire Services	94%	90%	89%
Town Parks	91%	92%	86%
Police Protection	90%	87%	87%
Quality of customer service from town employees	87%	83%	81%
Maintenance of town buildings and facilities	86%	87%	80%
Maintenance of town streets	82%	80%	74%
Effectiveness of communications with public	81%	79%	77%
Quality of water and sewer services	79%	79%	70%
Enforcement of codes and services	66%	68%	60%

Note:
- Differences of 4.5% or more is considered significant.

Safety

	2023	2021	2019
Downtown Hillsborough during the day	97%	98%	96%
Walking alone in neighborhood during the day	96%	96%	93%
Hillsborough overall	90%	92%	88%
Riverwalk trails and in town parks	87%	90%	84%
Downtown Hillsborough at night	84%	88%	86%
Walking alone in neighborhood at night	75%	75%	72%

Note:
- Differences of 4.5% or more is considered significant.

Public Space & Connectivity

	2023	2021	2019
Availability of greenways and trails	86%	88%	86%
Availability of parks	85%	89%	87%
Availability of playgrounds	75%	82%	78%
Ease of travel by walking to key destinations	66%	70%	69%
Ease of travel by driving to key destinations	62%	60%	57%
Ease of travel by biking to key destinations	31%	29%	37%
Convenience of downtown parking	67%	67%	56%

Note:
- Differences of 4.5% or more is considered significant.

Perceptions of Hillsborough

Perceptions	2023	2021	2019
Quality of services provided by the town	89%	88%	82%
Quality of life in your neighborhood	88%	87%	83%
Quality of life in Hillsborough	88%	87%	85%
Image of Hillsborough	84%	81%	83%
Appearance of Hillsborough	82%	84%	79%
Availability of arts/cultural offerings	82%	79%	78%
Acceptance by community of diverse populations	73%	64%	69%
Value received for local taxes and fees	55%	57%	51%
Ease of travel within Hillsborough	34%	41%	37%

Note:
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Communication and Engagement

Communication	2023	2021	2019
Community Newsletter	76%	75%	68%
Availability of info about town programs	72%	73%	75%
Town efforts to inform about local issues	70%	68%	72%
Overall usefulness of Hillsborough website	69%	68%	67%
Quality of social media outlets	54%	59%	61%
Level of public involvement in local decisions	54%	54%	57%

Note:
- Differences of 4.5% or more is considered significant.

Development

	2023	2021	2019
Quality of recent commercial development	40%	32%	43%
Quality of recent residential development	39%	36%	44%
Ability to find housing you can afford	29%	27%	41%

Note:
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What Do You Like Least about Living in Hillsborough?



13

Three Words to Describe Hillsborough



14

Next Steps

- Finalize report
- Additional analysis
 - Full comments on open-ended questions
 - GIS coded responses

Questions?