



Executive Summary

2021 Town of Hillsborough Community Survey

Executive Summary



Purpose

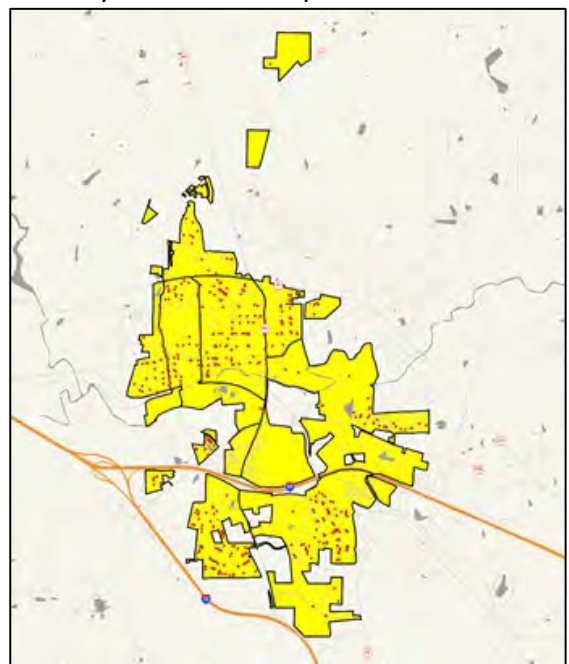
ETC Institute administered a survey to residents of the Town of Hillsborough between December 2021 and February 2022. The purpose of the survey was to help the Town understand community priorities and to gather information about the quality of programs and services. Understanding residents' views on what the Town can do better is a critical part of improving the quality of life in Hillsborough. The Town will use the results of the survey to assess how they are doing in developing, monitoring, and evaluating priorities. Survey responses will have an impact on whether certain priorities need to be maintained, eliminated, or modified. The survey results will also influence what the Town does in the future and how, when, and to what level priorities are supported in the budget.

Methodology

The six-page survey, cover letter and postage-paid return envelope were mailed to a random sample of households in the Town of Hillsborough. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. At the end of the online survey, residents were asked to enter their home address; this was done to ensure that only responses from residents who were part of the random sample were included in the final survey database.

Ten days after the surveys were mailed, ETC Institute sent emails to the households that received the survey to encourage participation. The emails contained a link to the online version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Hillsborough from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The goal was to obtain completed surveys from at least 400 residents. This goal was far exceeded, with a total of 501 residents completing the survey. The overall results for the sample of 501 households have a precision of at least $\pm 4.3\%$ at the 95% level of confidence. To understand how well services are being delivered in different areas of the City, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of respondents to the survey based on the location of their home.



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The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Hillsborough with the results from other communities in ETC Institute’s *DirectionFinder*® database. Since the number of “don’t know” responses often reflects the utilization and awareness of Town services, the percentage of “don’t know” responses has been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

This report contains:

- An executive summary of the methodology for administering the survey and major findings,
- charts showing the overall results for most questions on the survey, including comparisons to the 2017 and 2019 survey results,
- benchmarking data that show how the results for Hillsborough compare to other communities,
- Importance-Satisfaction analysis; this analysis was done to determine priority actions for the Town to address based upon the survey results,
- tables that show the results of the random sample for each question on the survey,
- a copy of the survey instrument.

Overall Perceptions of the Town

Eighty-eight percent (88%) of the residents surveyed, *who had an opinion*, indicated they were “very satisfied” or “satisfied” with the quality of services provided by the Town of Hillsborough; 87% were satisfied with quality of life in the town, 87% were satisfied with quality of life in their neighborhood, and 84% were satisfied with the appearance of Hillsborough.

Overall Ratings of the Community

Ninety-five percent (95%) of the residents surveyed, *who had an opinion*, rated Hillsborough as an “excellent” or “good” place to live. Other areas in which residents gave the town ratings of “excellent” or “good” include: as place to raise children (88%), as a place to visit (82%), and as a place to retire (81%).

Overall Satisfaction with Town Services

The major categories of Town services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: quality of town parks (92%), quality of fire services (90%), quality of police protection (87%), and maintenance of town buildings and facilities (87%). For all nine major categories of Town services that were rated, 68% or more of residents *who had an opinion* were “very satisfied” or “satisfied.” Town leaders have done a great job of ensuring overall satisfaction among residents is very high.

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Based on the sum of their top three choices, the major categories of Town services that residents thought should receive the most emphasis over the next two years were: 1) maintenance of town streets, 2) quality of water and sewer services, and 3) quality of town parks.

Perceptions of Safety and Security

Ninety-two percent (92%) of respondents, *who had an opinion*, indicated they feel “very safe” or “safe” when rating their overall feeling of safety in Hillsborough. Based on the combined percentage of “very safe” and “safe” responses from respondents *who had an opinion*, nearly all respondents indicated they feel most safe in Downtown Hillsborough during the day (98%) and when walking alone in their neighborhood during the day (96%).

Satisfaction with Specific Town Services

- Law Enforcement Services.** The highest levels of satisfaction with law enforcement services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the overall police relationship with their neighborhood (82%) and the Town’s efforts to prevent crime (75%). No fewer than 66% of respondents were satisfied with any aspect of Law Enforcement services.
- Parks and Recreation.** The highest levels of satisfaction with parks and recreation services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the availability of parks (89%) and the availability of greenways and trails (88%).
- Code Enforcement.** Respondents were generally satisfied with the Town’s levels of code enforcement. Based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, respondents were most satisfied with the enforcement of trash and debris cleanup on private property (60%). Overall, respondents were less satisfied with the enforcement of mowing and cutting of weeds on private property (58%).
- Parking and Transit.** The highest levels of satisfaction with parking and transit services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the ease of travel by walking to key destinations (70%), the convenience of downtown parking (67%), and the ease of travel by driving to key destinations (60%). Respondents were least satisfied with the ease of travel by biking to key destinations (29%).

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- **Town Maintenance.** The highest levels of satisfaction with maintenance services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the condition of parks (89%), the condition of greenways (87%), and the condition of streets in neighborhoods (81%). Respondents were least satisfied with the condition of sidewalks in neighborhoods (60%).

Based on the sum of their top two choices, the maintenance services that residents thought should receive the most emphasis over the next two years were: 1) cleanliness and appearance of medians and roadsides and 2) condition of sidewalks in neighborhoods.

- **Solid Waste and Utility Services.** The highest levels of satisfaction with solid waste and utility services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: solid waste collection services (96%), residential bulk trash collection (93%), and yard waste collection services (91%). Respondents were least satisfied with what they are charged for water and sewer services (42%).
- **Town Development.** The highest levels of satisfaction with Town development, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the protection of historic district and local landmarks (75%) and the amount of trees and shrubs retained and/or replaced on new development (39%). Generally, respondents gave “neutral” or dissatisfied ratings for four of the five items rated.
- **Town Communication and Engagement.** The highest levels of satisfaction with communication and engagement, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the community newsletter (with water and sewer bill) (75%) and the availability of information about town programs and services (73%). Respondents were least satisfied with the level of public involvement in local decisions (54%).

Based on the sum of their top three choices, the ways that residents most prefer to receive information about Town issues, services, events, and emergencies are: 1) community newsletter (with water and sewer bill), 2) Hillsborough email subscription list, and 3) the Town website (www.hillsboroughnc.gov).

Additional Findings and Recommendations

- Respondents were asked to indicate how often they typically go outside Hillsborough to shop. Eight percent (8%) of respondents indicated they go outside Hillsborough to shop every day, 28% go a few times per week, 27% go at least once a week, 26% go a few times per month, 7% go a few times per year, 2% go seldom or never, and 2% did not provide a response.

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- Forty-four percent (44%) of respondents indicated someone in their household has contacted employees of the Town of Hillsborough during the past year to seek services, ask a question, or file a complaint. Of those who contacted an employee, the highest levels of satisfaction with customer service received, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the courtesy of employees (89%), the accuracy of information and assistance they were given (81%), and how easy they were to contact (76%). Overall, respondents who contacted employees of the Town of Hillsborough during the past year were generally satisfied with their experience.

Solid Waste/Public Works, Parks and Public Spaces, and Police received the highest marks when respondents were asked to rate the quality of customer service received from each department.

- Forty-five percent (45%) of respondents are against paying higher taxes to support enhancements to Town services. Twenty-two percent (22%) of respondents indicated they don’t know if they would be willing to pay higher taxes to support enhancements to Town services, and 34% would be willing to pay higher taxes.
- Seventy-one percent (71%) of respondents indicated they would be most willing to pay higher taxes to support enhancements to trails and greenways.
- Forty-three percent (43%) of respondents indicated they were not sure if they would be willing to pay fees instead of taxes to pay for improvements to town services they benefit from. Only 33% of respondents indicated they would be “willing” (24%) or “very willing” (9%) to pay fees instead of taxes to pay for improvements to services they use or benefit from.

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Trends Since 2019

The tables below and on the following page show the trends in satisfaction from 2019 to 2021. Increases or decreases of 5% or more are considered significant.

Service	2019	2021	Difference	Category
Ease of paying water and sewer bill	71%	79%	8%	Solid Waste and Utility Services
Quality of water and sewer services	72%	79%	7%	Major Categories of Town Services
Quality of drinking water	73%	79%	6%	Solid Waste and Utility Services
As a place to work	59%	65%	6%	Overall Ratings of the Town
Ease of travel by driving to key destinations	54%	60%	6%	Parking and Transit
Quality of town parks	87%	92%	5%	Major Categories of Town Services
Water and Sewer Billing and Collections	63%	68%	5%	Ratings of Customer Svc. in Various Depts.
Ease of travel within Hillsborough	36%	41%	5%	Perceptions of the Town
Residential bulk trash collection	89%	93%	4%	Solid Waste and Utility Services
Sewer services	82%	86%	4%	Solid Waste and Utility Services
Charges for stormwater services	39%	43%	4%	Solid Waste and Utility Services
Charges for water and sewer services	38%	42%	4%	Solid Waste and Utility Services
Value received for local taxes and fees	53%	57%	4%	Perceptions of the Town
Drainage of town streets	68%	72%	4%	Solid Waste and Utility Services
Condition of streets in neighborhoods	78%	81%	3%	Maintenance
Community newsletter (with water & sewer bill)	72%	75%	3%	Town Communication and Engagement
Overall usefulness of Hillsborough website	65%	68%	3%	Town Communication and Engagement
Quality of services provided by the town	86%	88%	2%	Perceptions of the Town
Convenience of downtown parking	65%	67%	2%	Parking and Transit
Adequacy of street lighting in neighborhoods	69%	71%	2%	Maintenance
Yard waste collection services	89%	91%	2%	Solid Waste and Utility Services
Courtesy of employees	87%	89%	2%	Customer Service from Town Employees
Accuracy of information and assistance given	79%	81%	2%	Customer Service from Town Employees
Availability of info about town programs/services	71%	73%	2%	Town Communication and Engagement
Town efforts to inform about local issues	66%	68%	2%	Town Communication and Engagement
Quality of customer service from town employees	81%	83%	2%	Major Categories of Town Services
Availability of playgrounds	80%	82%	2%	Parks and Recreation
Maintenance of town buildings and facilities	86%	87%	1%	Major Categories of Town Services
Enforcement of codes and ordinances	67%	68%	1%	Major Categories of Town Services
Quality of life in your neighborhood	86%	87%	1%	Perceptions of the Town
Feeling of safety walking alone in neighborhood during the day	95%	96%	1%	Perceptions of Safety and Security
Availability of greenways and trails	87%	88%	1%	Parks and Recreation
Enforcement of mowing/cutting of weeds	57%	58%	1%	Code Enforcement
Condition of parks	88%	89%	1%	Maintenance
Winter weather response on town-maintained streets	76%	77%	1%	Maintenance
Solid waste collection services	95%	96%	1%	Solid Waste and Utility Services
As a place to live	94%	95%	1%	Overall Ratings of the Town
Appearance of Hillsborough	84%	84%	0%	Perceptions of the Town
Feeling of safety in downtown Hillsborough during the day	98%	98%	0%	Perceptions of Safety and Security
Feeling of safety in Hillsborough overall	92%	92%	0%	Perceptions of Safety and Security
Feeling of safety on Riverwalk trails and in town parks	90%	90%	0%	Perceptions of Safety and Security
Availability of parks	89%	89%	0%	Parks and Recreation
Ease of travel by public transit to key destinations	36%	36%	0%	Parking and Transit
Parks and Public Spaces	77%	77%	0%	Ratings of Customer Svc. in Various Depts.
Planning/Land Development	61%	61%	0%	Ratings of Customer Svc. In Various Depts.

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Trends Since 2019 (cont.)

Service	2019	2021	Difference	Category
Effectiveness of communication with the public	80%	79%	-1%	Major Categories of Town Services
Feeling of safety in downtown Hillsborough at night	89%	88%	-1%	Perceptions of Safety and Security
Ease of travel by walking to key destinations	71%	70%	-1%	Parking and Transit
Condition of greenways	88%	87%	-1%	Maintenance
Condition of sidewalks in neighborhoods	61%	60%	-1%	Maintenance
Protection of historic district & local landmarks	76%	75%	-1%	Development
How easy the employees were to contact	77%	76%	-1%	Customer Service from Town Employees
How well issue was handled	73%	72%	-1%	Customer Service from Town Employees
Level of public involvement in local decisions	55%	54%	-1%	Town Communication and Engagement
As a place to raise children	89%	88%	-1%	Overall Ratings of the Town
As a place to visit	83%	82%	-1%	Overall Ratings of the Town
Maintenance of town streets	82%	80%	-2%	Major Categories of Town Services
Quality of life in Hillsborough	89%	87%	-2%	Perceptions of the Town
Feeling of safety walking alone in neighborhood at night	77%	75%	-2%	Perceptions of Safety and Security
Enforcement of local traffic laws	68%	66%	-2%	Law Enforcement Services
Mowing/tree trimming along streets/public areas	73%	71%	-2%	Maintenance
Cleanliness/appearance of medians/roadsides	68%	66%	-2%	Maintenance
As a town moving in the right direction	64%	62%	-2%	Overall Ratings of the Town
Image of Hillsborough	84%	81%	-3%	Perceptions of the Town
As a place to retire	84%	81%	-3%	Overall Ratings of the Town
Quality of fire services	93%	90%	-3%	Major Categories of Town Services
Overall police relationship with neighborhood	85%	82%	-3%	Law Enforcement Services
Eno River protection	77%	74%	-3%	Solid Waste and Utility Services
Time it took for request to be completed	76%	73%	-3%	Customer Service from Town Employees
Resolution to issue or concern	73%	70%	-3%	Customer Service from Town Employees
Water and Sewer Services	75%	72%	-3%	Ratings of Customer Svc. in Various Depts.
Stormwater and Environmental Services	66%	63%	-3%	Ratings of Customer Svc. in Various Depts.
As a place to play	81%	78%	-3%	Overall Ratings of the Town
As a place to start a business	50%	47%	-3%	Overall Ratings of the Town
Availability of arts/cultural offerings	83%	79%	-4%	Perceptions of the Town
As a partner with its residents	70%	66%	-4%	Overall Ratings of the Town
Quality of police protection	91%	87%	-4%	Major Categories of Town Services
Acceptance by community of diverse populations	68%	64%	-4%	Perceptions of the Town
Enforcement of trash & debris cleanup	64%	60%	-4%	Code Enforcement
Solid Waste/Public Works	84%	79%	-5%	Ratings of Customer Svc. in Various Depts.
Visibility of police in neighborhoods	77%	72%	-5%	Law Enforcement Services
Ease of travel by biking to key destinations	35%	29%	-6%	Parking and Transit
Town's efforts to prevent crime	81%	75%	-6%	Law Enforcement Services
Amount of trees/shrubs retained and/or replaced on new development	46%	39%	-7%	Development
Police	80%	73%	-7%	Ratings of Customer Svc. in Various Depts.
Quality of social media outlets	66%	59%	-7%	Town Communication and Engagement
Quality of recent residential development	45%	36%	-9%	Development
Ability to find housing you can afford	38%	27%	-11%	Development
Quality of recent commercial development	44%	32%	-12%	Development

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How the Town of Hillsborough Compares to Other Communities Nationally

Satisfaction ratings for the Town of Hillsborough **rated above the U.S. average in all 46 areas** that were assessed. The Town of Hillsborough rated significantly higher than the U.S. average (difference of 5% or more) in 45 of these areas. Listed below are the comparisons between the Town of Hillsborough and the U.S. average:

Service	Hillsborough	U.S.	Difference	Category
Residential bulk trash collection	93%	47%	46%	Solid Waste and Utility Services
As a place to live	95%	50%	45%	Overall Ratings of the Community
Quality of customer service from town employees	83%	41%	42%	Overall Satisfaction with Town Services
Quality of town parks	92%	51%	41%	Overall Satisfaction with Town Services
Effectiveness of communication with the public	79%	38%	41%	Overall Satisfaction with Town Services
Maintenance of town streets	80%	41%	39%	Overall Satisfaction with Town Services
Solid waste collection services	96%	57%	39%	Solid Waste and Utility Services
Quality of services provided by the town	88%	51%	37%	Perceptions
Yard waste collection services	91%	55%	36%	Solid Waste and Utility Services
On trails and in parks	90%	56%	34%	Perceptions of Safety and Security
Quality of police protection	87%	55%	32%	Overall Satisfaction with Town Services
Sewer services	86%	55%	31%	Solid Waste and Utility Services
Maintenance of town buildings and facilities	87%	57%	30%	Overall Satisfaction with Town Services
Condition of streets in neighborhoods	81%	51%	30%	Town Maintenance
As a place to retire	81%	52%	29%	Overall Ratings of the Community
Appearance of Hillsborough	84%	56%	28%	Perceptions
Enforcement of codes and ordinances	68%	42%	26%	Overall Satisfaction with Town Services
Image of Hillsborough	81%	55%	26%	Perceptions
As a place to raise children	88%	62%	26%	Overall Ratings of the Community
Overall usefulness of website	68%	43%	25%	Town Communication
Quality of water and sewer services	79%	54%	25%	Overall Satisfaction with Town Services
Efforts to prevent crime	75%	50%	25%	Law Enforcement
Availability of info. about programs/services	73%	48%	25%	Town Communication
Efforts to inform about local issues	68%	44%	24%	Town Communication
Overall feeling of safety	92%	68%	24%	Perceptions of Safety and Security
As a place to visit	82%	58%	24%	Overall Ratings of the Community
Value received for local taxes and fees	57%	34%	23%	Perceptions
Drainage of town streets	72%	51%	21%	Solid Waste and Utility Services
Level of public involvement in local decisions	54%	34%	20%	Town Communication
Quality of drinking water	79%	60%	19%	Solid Waste and Utility Services
Quality of social media outlets	59%	40%	19%	Town Communication
Acceptance by community of diverse populations	64%	47%	17%	Perceptions
Winter weather response on town-maintained streets	77%	60%	17%	Town Maintenance
Visibility of police in neighborhoods	72%	55%	17%	Law Enforcement
Enforcement of local traffic laws	66%	51%	15%	Law Enforcement
Mowing/tree trimming along streets/public areas	71%	57%	14%	Town Maintenance
Enforcement of trash & debris cleanup	60%	46%	14%	Code Enforcement
Walking alone in neighborhood during the day	96%	83%	13%	Perceptions of Safety and Security
Quality of fire services	90%	78%	12%	Overall Satisfaction with Town Services
Walking alone in neighborhood at night	75%	63%	12%	Perceptions of Safety and Security
Condition of sidewalks in neighborhoods	60%	48%	12%	Town Maintenance
Enforcement of mowing/cutting of weeds	58%	47%	11%	Code Enforcement
Adequacy of street lighting in neighborhoods	71%	60%	11%	Town Maintenance
Cleanliness/appearance of medians/roadsides	66%	55%	11%	Town Maintenance
As a place to work	65%	58%	7%	Overall Ratings of the Community
Charges for water and sewer services	42%	39%	3%	Solid Waste and Utility Services

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How the Town of Hillsborough Compares to Other Communities Regionally

Satisfaction ratings for the Town of Hillsborough **rated the same or above the average for communities in the Atlantic Region in all 46 areas** that were assessed. The states that make up the Atlantic Region are North Carolina, Virginia, West Virginia, Delaware, Maryland, District of Columbia, and New Jersey. The Town of Hillsborough rated significantly higher than this average (difference of 5% or more) in 43 of these areas. Listed below are the comparisons between the Town of Hillsborough and the Atlantic regional average:

Service	Hillsborough	Atlantic Region	Difference	Category
Residential bulk trash collection	93%	44%	49%	Solid Waste and Utility Services
Quality of customer service from town employees	83%	38%	45%	Overall Satisfaction with Town Services
Quality of town parks	92%	50%	42%	Overall Satisfaction with Town Services
As a place to live	95%	60%	35%	Overall Ratings of the Community
Quality of services provided by the town	88%	54%	34%	Perceptions
Effectiveness of communication with the public	79%	48%	31%	Overall Satisfaction with Town Services
Yard waste collection services	91%	60%	31%	Solid Waste and Utility Services
Solid waste collection services	96%	65%	31%	Solid Waste and Utility Services
Maintenance of town streets	80%	50%	30%	Overall Satisfaction with Town Services
Enforcement of codes and ordinances	68%	39%	29%	Overall Satisfaction with Town Services
On trails and in parks	90%	61%	29%	Perceptions of Safety and Security
Sewer services	86%	58%	28%	Solid Waste and Utility Services
Maintenance of town buildings and facilities	87%	61%	26%	Overall Satisfaction with Town Services
Condition of streets in neighborhoods	81%	56%	25%	Town Maintenance
As a place to retire	81%	56%	25%	Overall Ratings of the Community
Quality of police protection	87%	63%	24%	Overall Satisfaction with Town Services
Value received for local taxes and fees	57%	34%	23%	Perceptions
Overall usefulness of website	68%	46%	22%	Town Communication
Overall feeling of safety	92%	71%	21%	Perceptions of Safety and Security
Quality of water and sewer services	79%	59%	20%	Overall Satisfaction with Town Services
Availability of info. about programs/services	73%	53%	20%	Town Communication
As a place to visit	82%	62%	20%	Overall Ratings of the Community
As a place to raise children	88%	69%	19%	Overall Ratings of the Community
Appearance of Hillsborough	84%	66%	18%	Perceptions
Efforts to prevent crime	75%	58%	17%	Law Enforcement
Quality of drinking water	79%	63%	16%	Solid Waste and Utility Services
Level of public involvement in local decisions	54%	38%	16%	Town Communication
Winter weather response on town-maintained streets	77%	62%	15%	Town Maintenance
Image of Hillsborough	81%	67%	14%	Perceptions
Acceptance by community of diverse populations	64%	50%	14%	Perceptions
Walking alone in neighborhood during the day	96%	82%	14%	Perceptions of Safety and Security
Efforts to inform about local issues	68%	54%	14%	Town Communication
Quality of social media outlets	59%	45%	14%	Town Communication
Enforcement of mowing/cutting of weeds	58%	47%	11%	Code Enforcement
Cleanliness/appearance of medians/roadsides	66%	59%	7%	Town Maintenance
Adequacy of street lighting in neighborhoods	71%	64%	7%	Town Maintenance
Drainage of town streets	72%	65%	7%	Solid Waste and Utility Services
Visibility of police in neighborhoods	72%	66%	6%	Law Enforcement
Mowing/tree trimming along streets/public areas	71%	65%	6%	Town Maintenance
Walking alone in neighborhood at night	75%	70%	5%	Perceptions of Safety and Security
Enforcement of local traffic laws	66%	61%	5%	Law Enforcement
Enforcement of trash & debris cleanup	60%	55%	5%	Code Enforcement
Condition of sidewalks in neighborhoods	60%	55%	5%	Town Maintenance
Charges for water and sewer services	42%	38%	4%	Solid Waste and Utility Services
Quality of fire services	90%	87%	3%	Overall Satisfaction with Town Services
As a place to work	65%	65%	0%	Overall Ratings of the Community

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Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the Town identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each Town service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with Town services over the next two years. If the Town wants to improve its overall satisfaction rating, the Town should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 3 of this report.

Overall Priorities for the Town by Major Category. This analysis reviewed the importance of and satisfaction with major categories of Town services. This analysis was conducted to help set the overall priorities for the Town. The table below shows the importance-satisfaction rating for all nine major categories of Town services that were rated.

2021 Importance-Satisfaction Rating Hillsborough, NC <u>Major Categories of Town Services</u>						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
None						
<u>Medium Priority (IS <.10)</u>						
Maintenance of town streets	48%	1	80%	6	0.0975	1
Quality of water and sewer services	46%	2	79%	8	0.0974	2
Enforcement of codes and ordinances	18%	6	68%	9	0.0579	3
Effectiveness of communication with the public	27%	5	79%	7	0.0552	4
Quality of police protection	37%	4	87%	3	0.0477	5
Quality of town parks	38%	3	92%	1	0.0311	6
Quality of customer service from town employees	12%	8	83%	5	0.0199	7
Maintenance of town buildings and facilities	11%	9	87%	4	0.0150	8
Quality of fire services	15%	7	90%	2	0.0147	9