



2021 Town of Hillsborough Community Survey Findings Report

Presented to the Town of Hillsborough
North Carolina,
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ETC
INSTITUTE

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Executive Summary

2021 Town of Hillsborough Community Survey

Executive Summary



Purpose

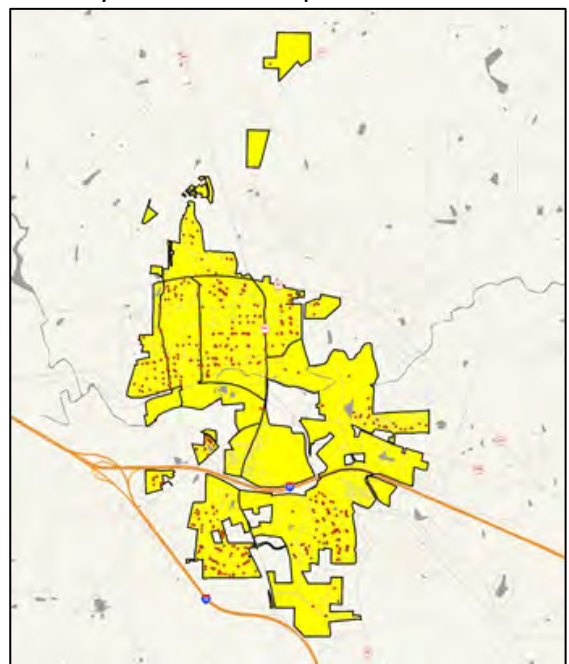
ETC Institute administered a survey to residents of the Town of Hillsborough between December 2021 and February 2022. The purpose of the survey was to help the Town understand community priorities and to gather information about the quality of programs and services. Understanding residents' views on 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.

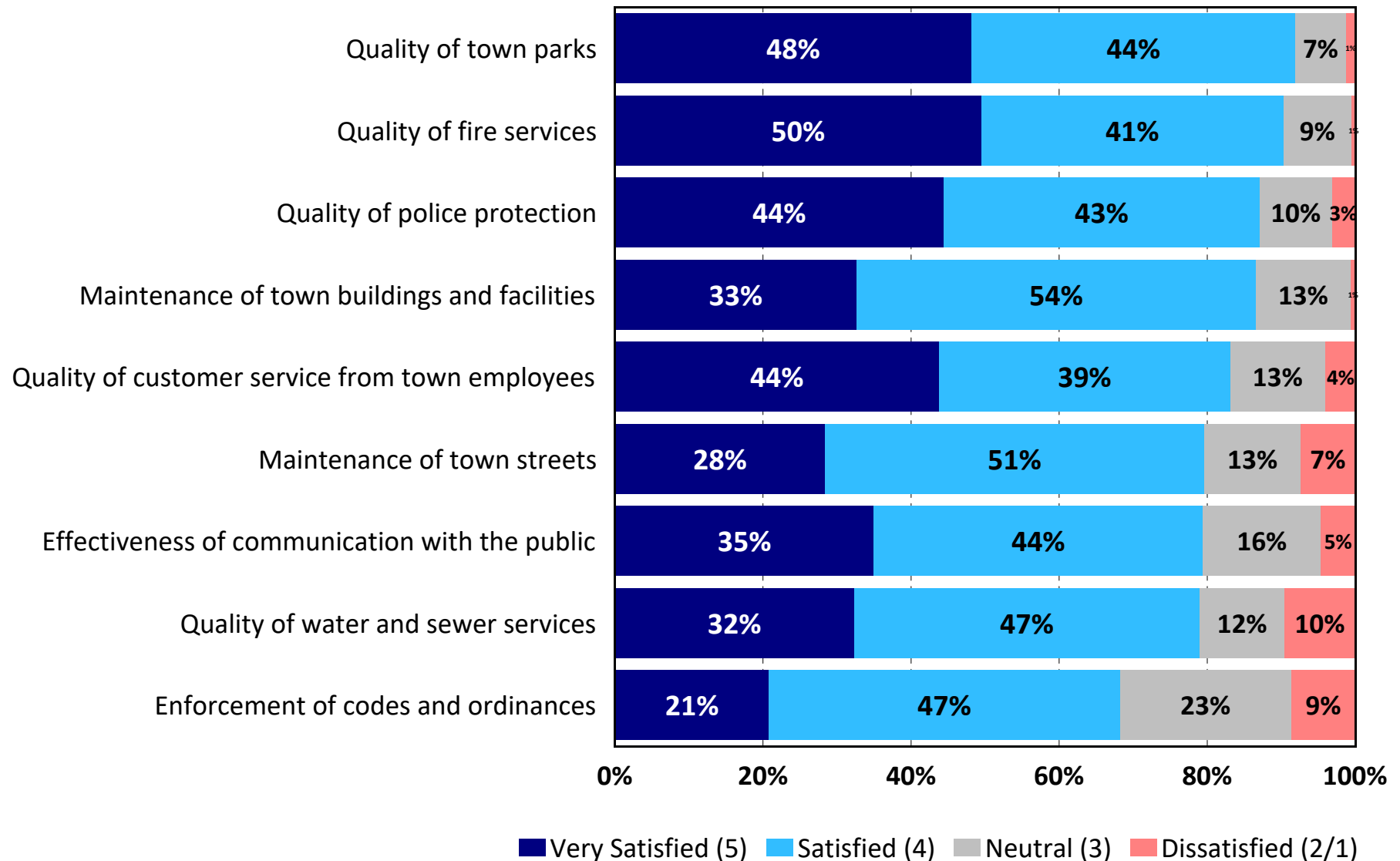
2021 Importance-Satisfaction Rating Hillsborough, NC <u>Major Categories of Town Services</u>						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
None						
<u>Medium Priority (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



Charts and Graphs

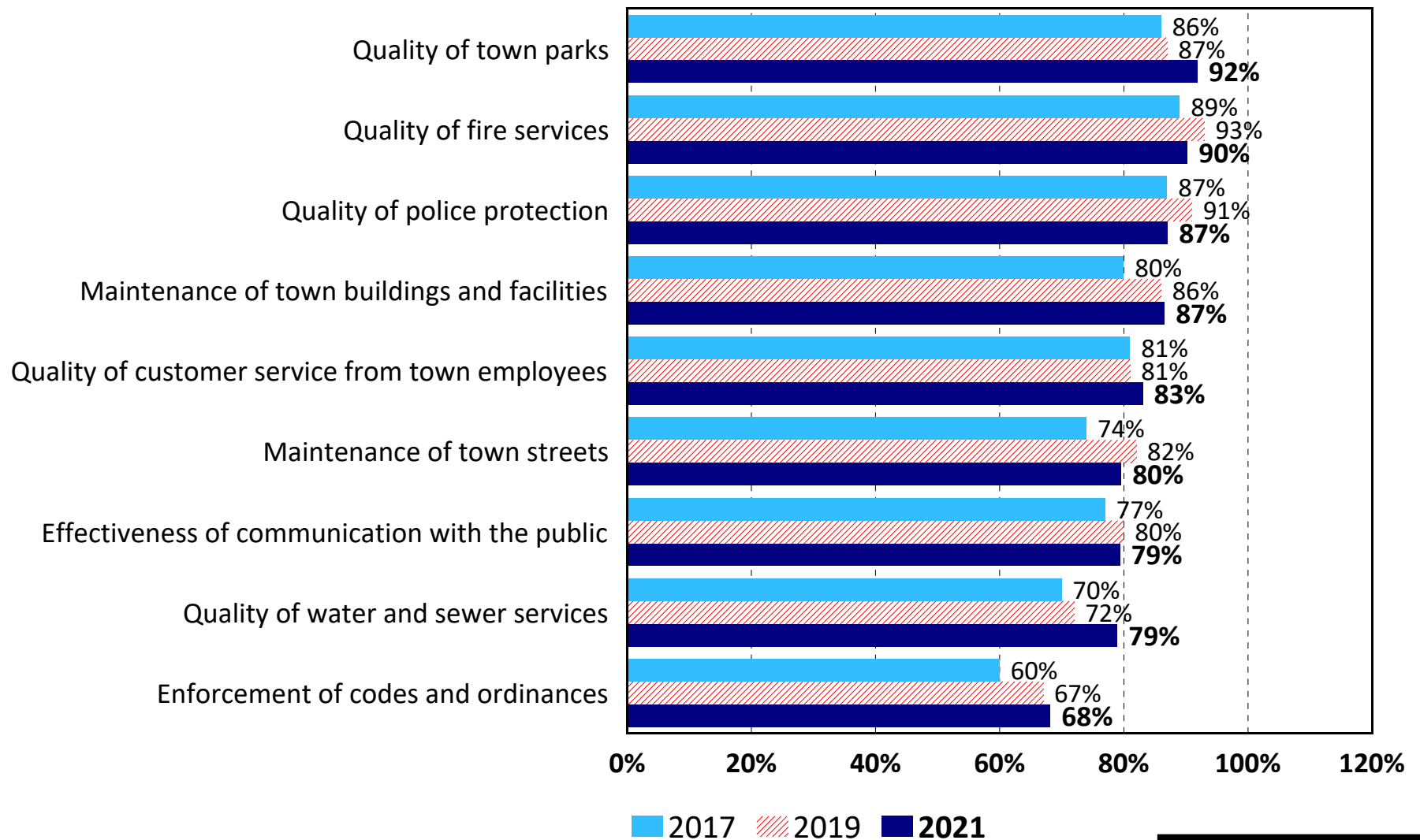
Q1. Satisfaction With Major Categories of Town Services

by percentage of respondents (excluding don't knows)



Satisfaction With Major Categories of Town Services 2017, 2019, 2021

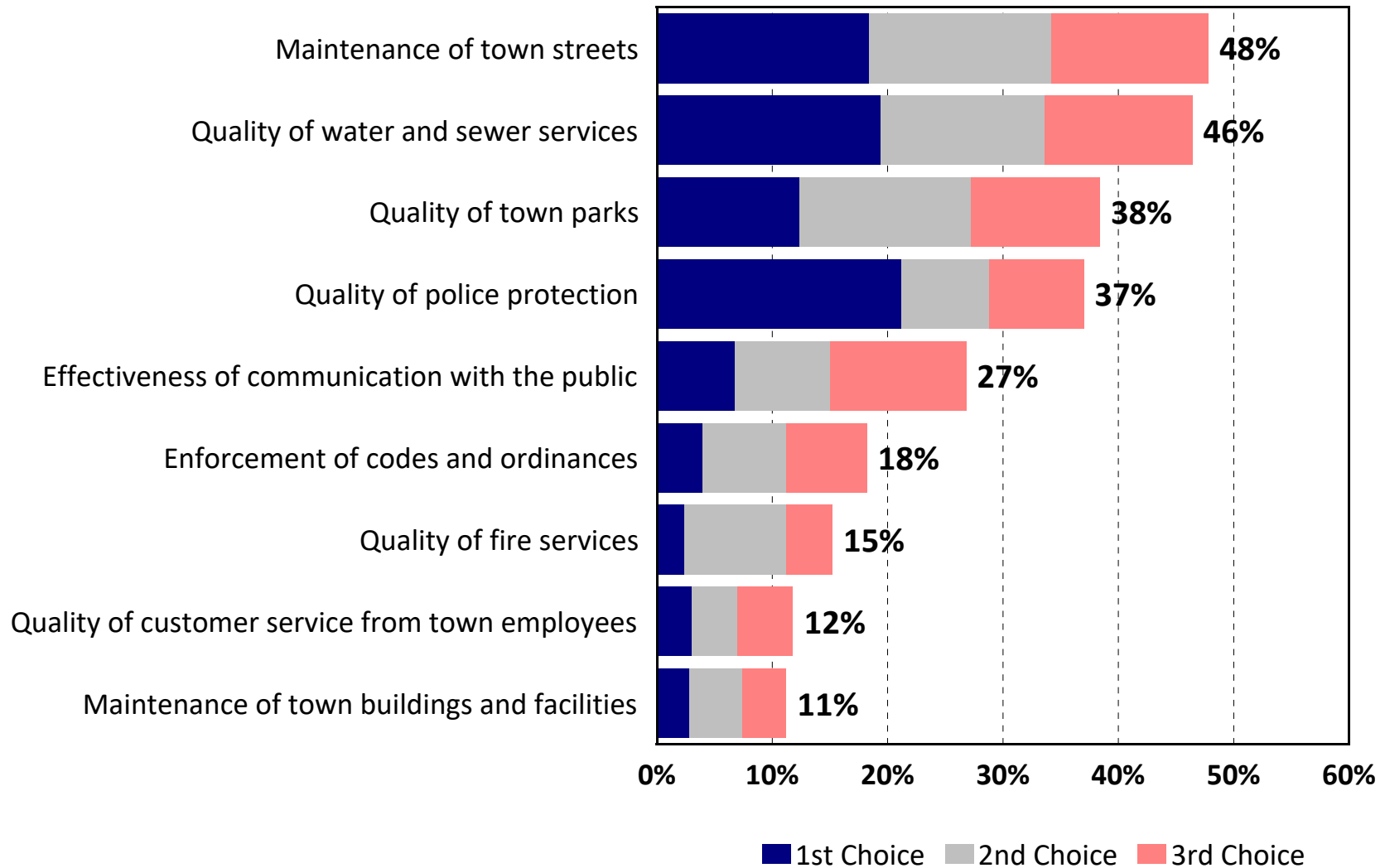
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



TRENDS

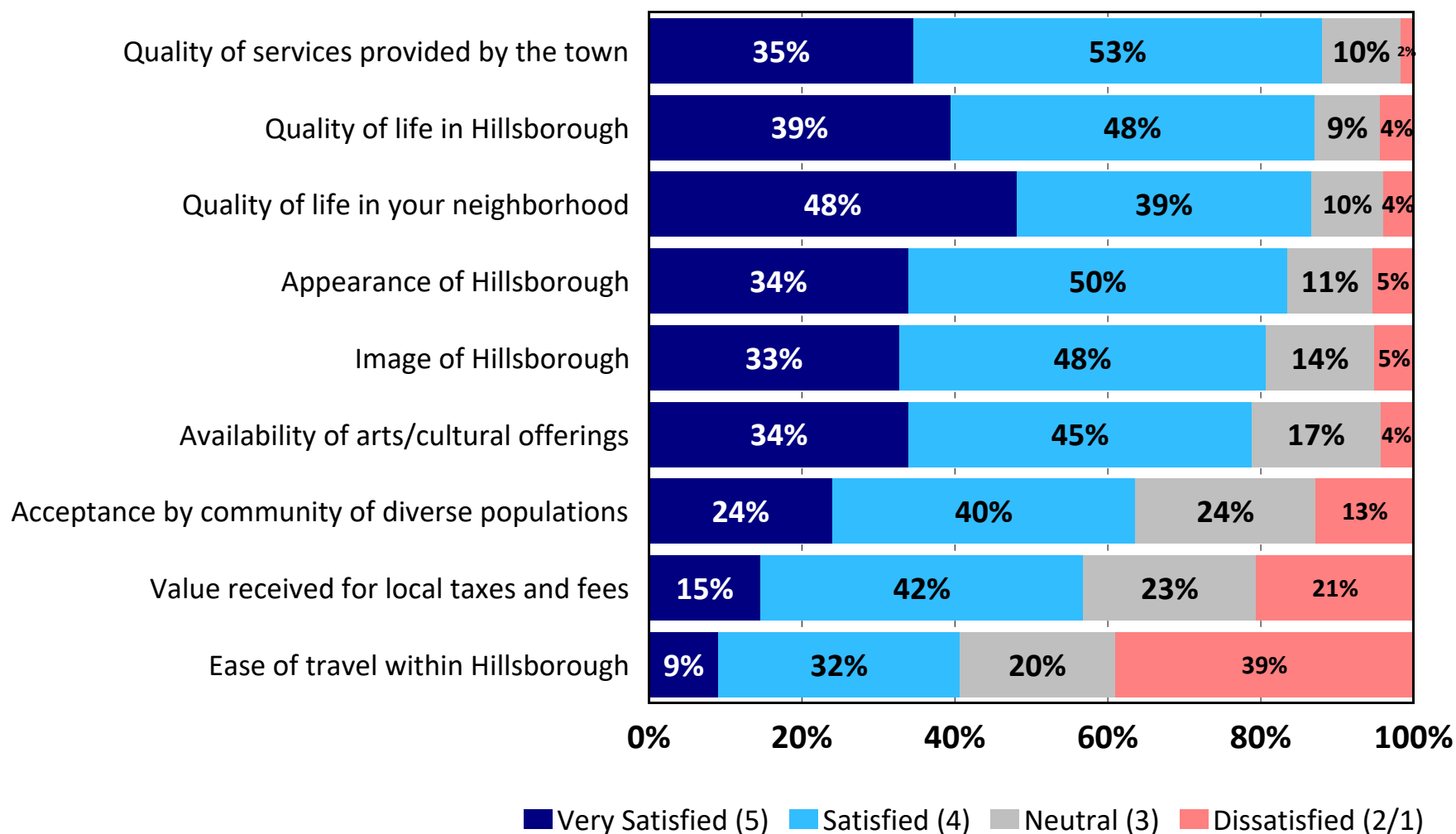
Q2. Major Categories of Town Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top three choices



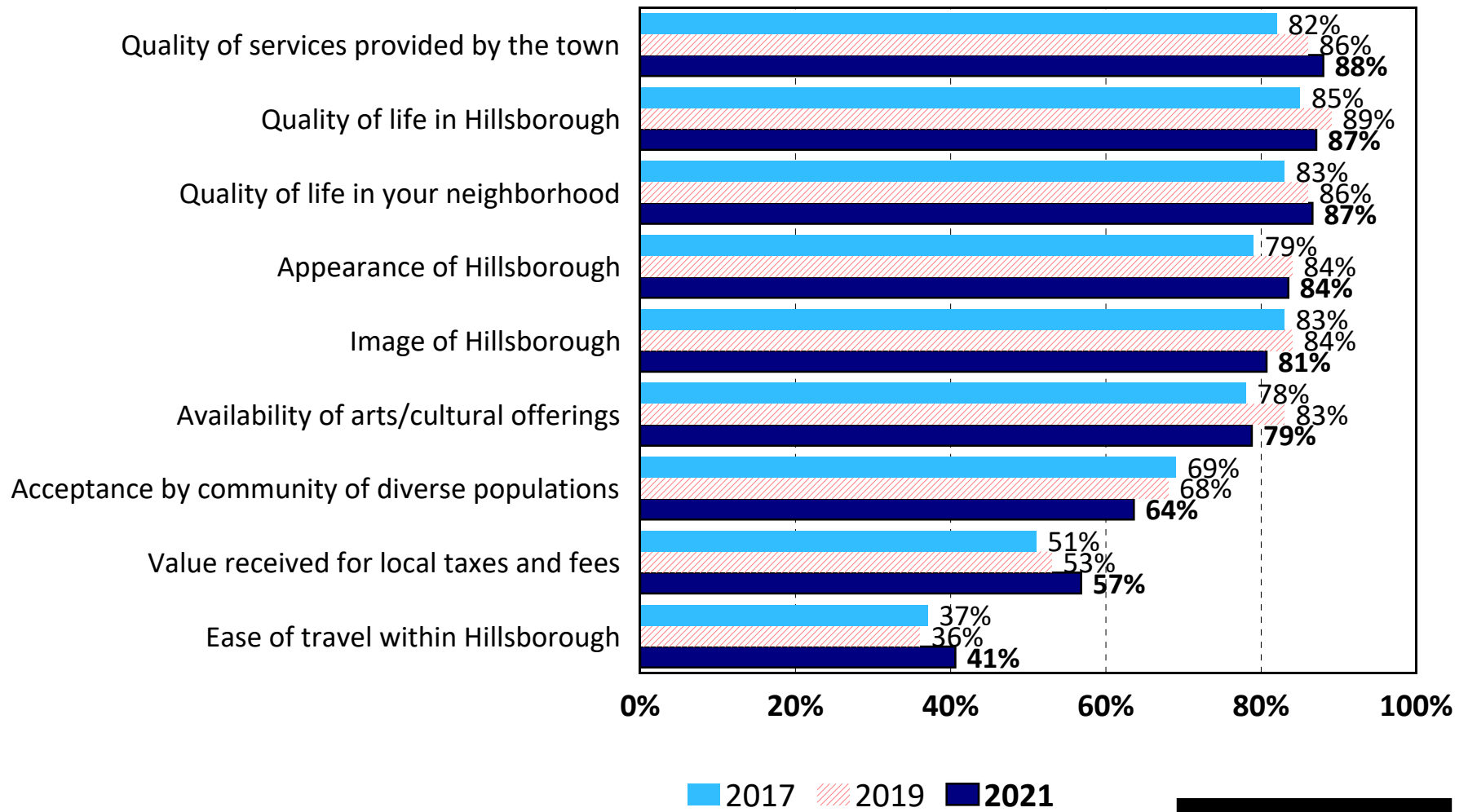
Q3. Satisfaction With Items That Influence Perceptions of the Town

by percentage of respondents (excluding don't knows)



Satisfaction with Items That Influence Perceptions of the Town - 2017, 2019, 2021

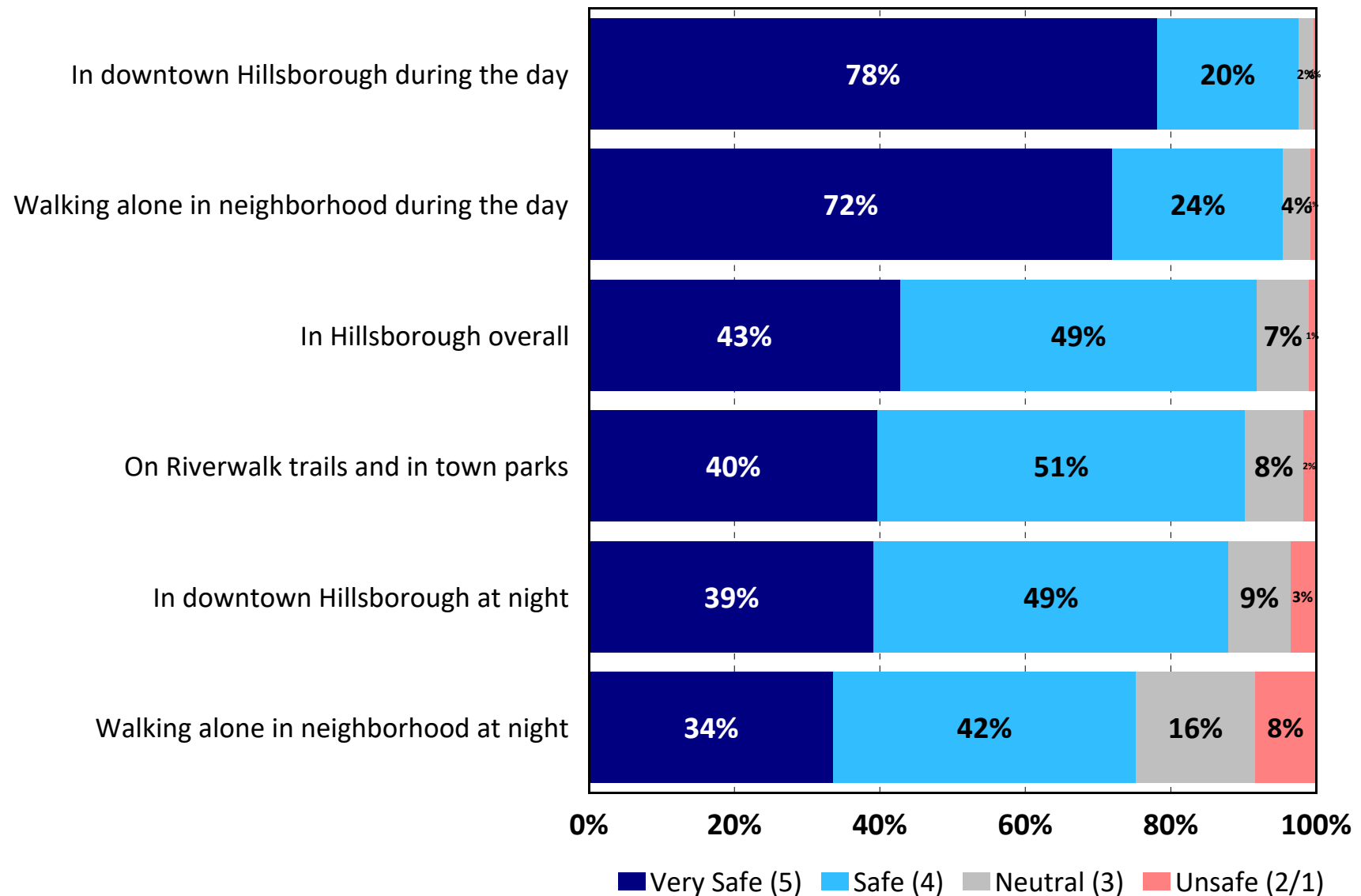
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



TRENDS

Q4. Perceptions of Safety and Security in Hillsborough

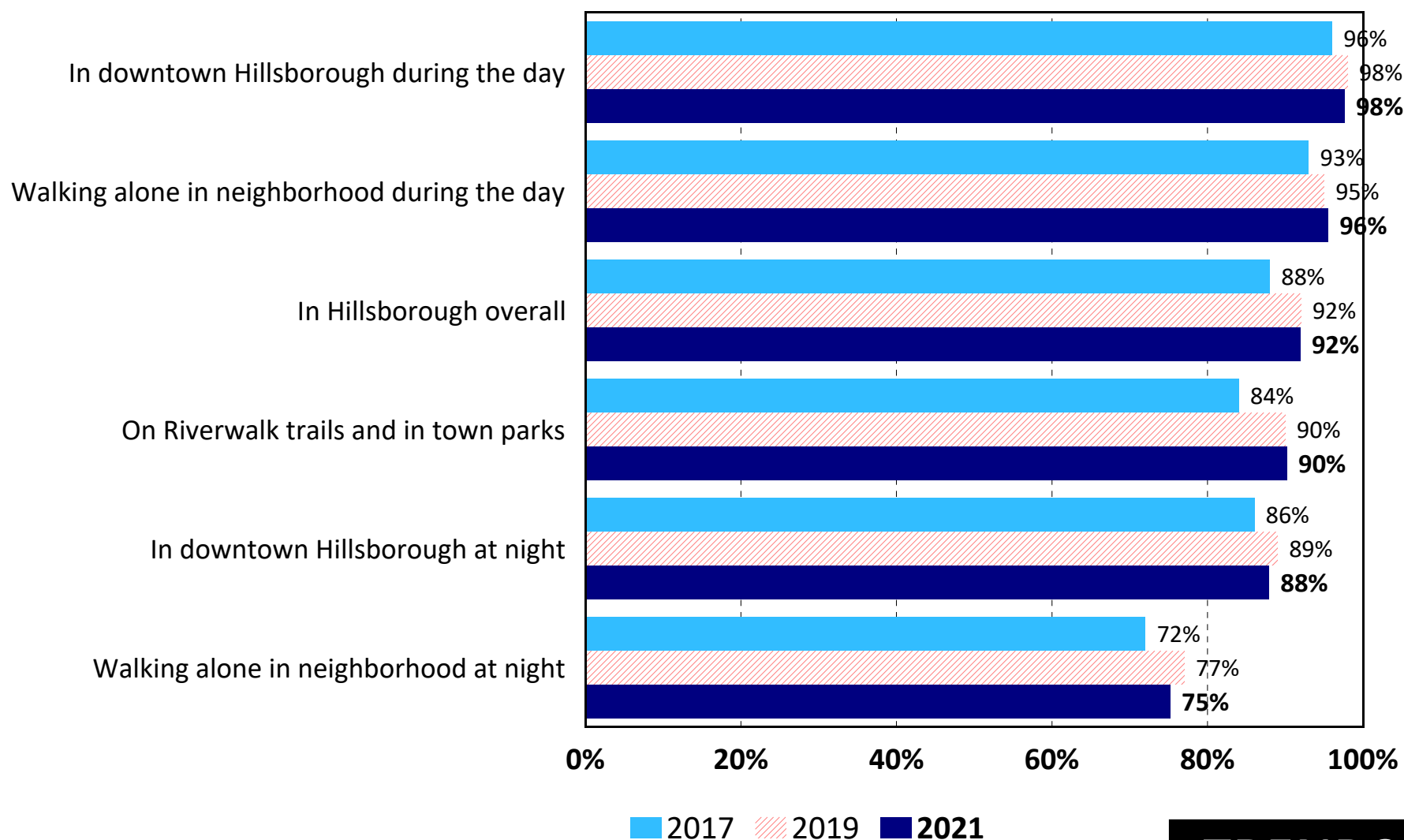
by percentage of respondents (excluding don't knows)



Perceptions of Safety and Security in Hillsborough

2017, 2019, 2021

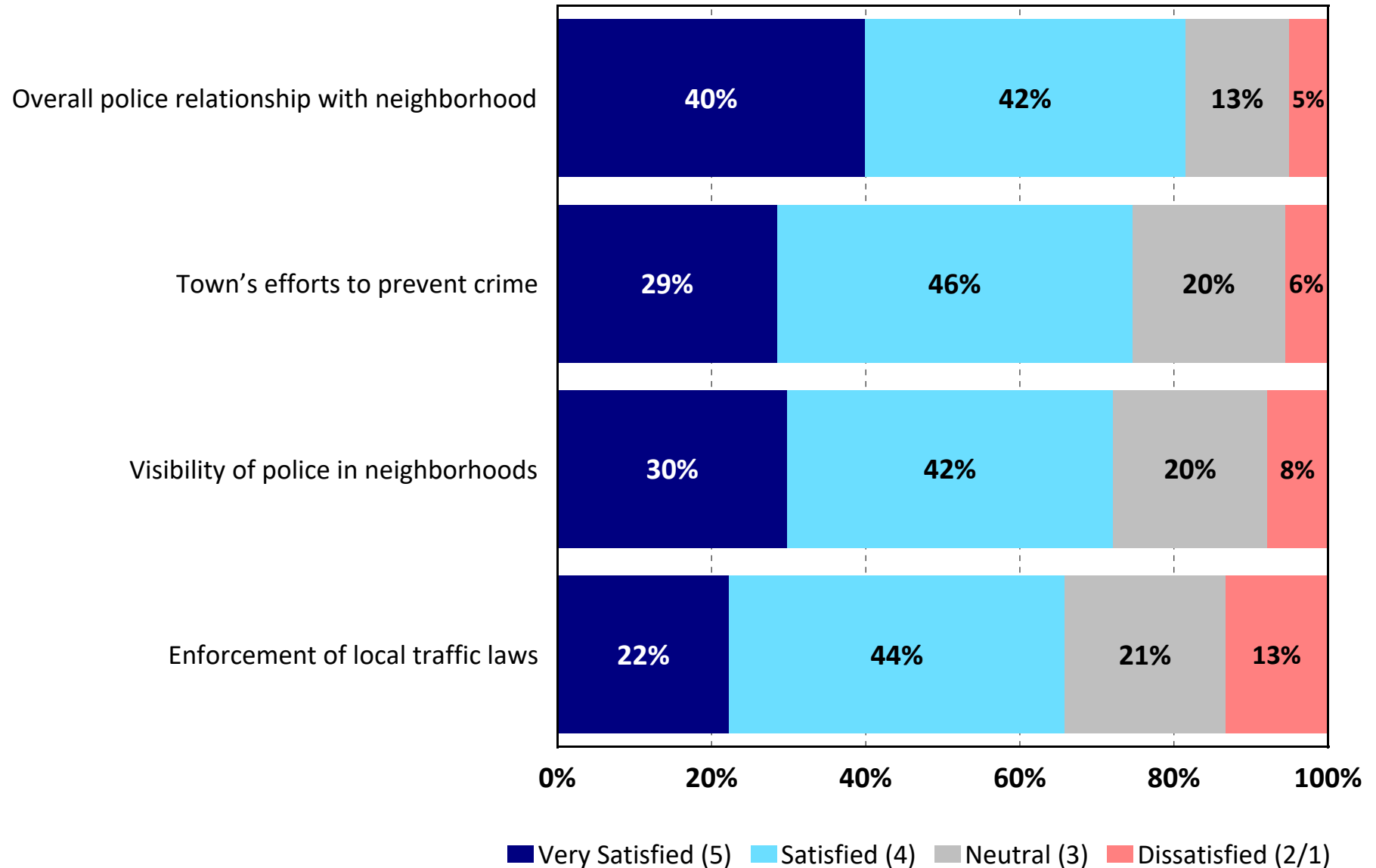
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



TRENDS

Q5. Satisfaction With Law Enforcement Services

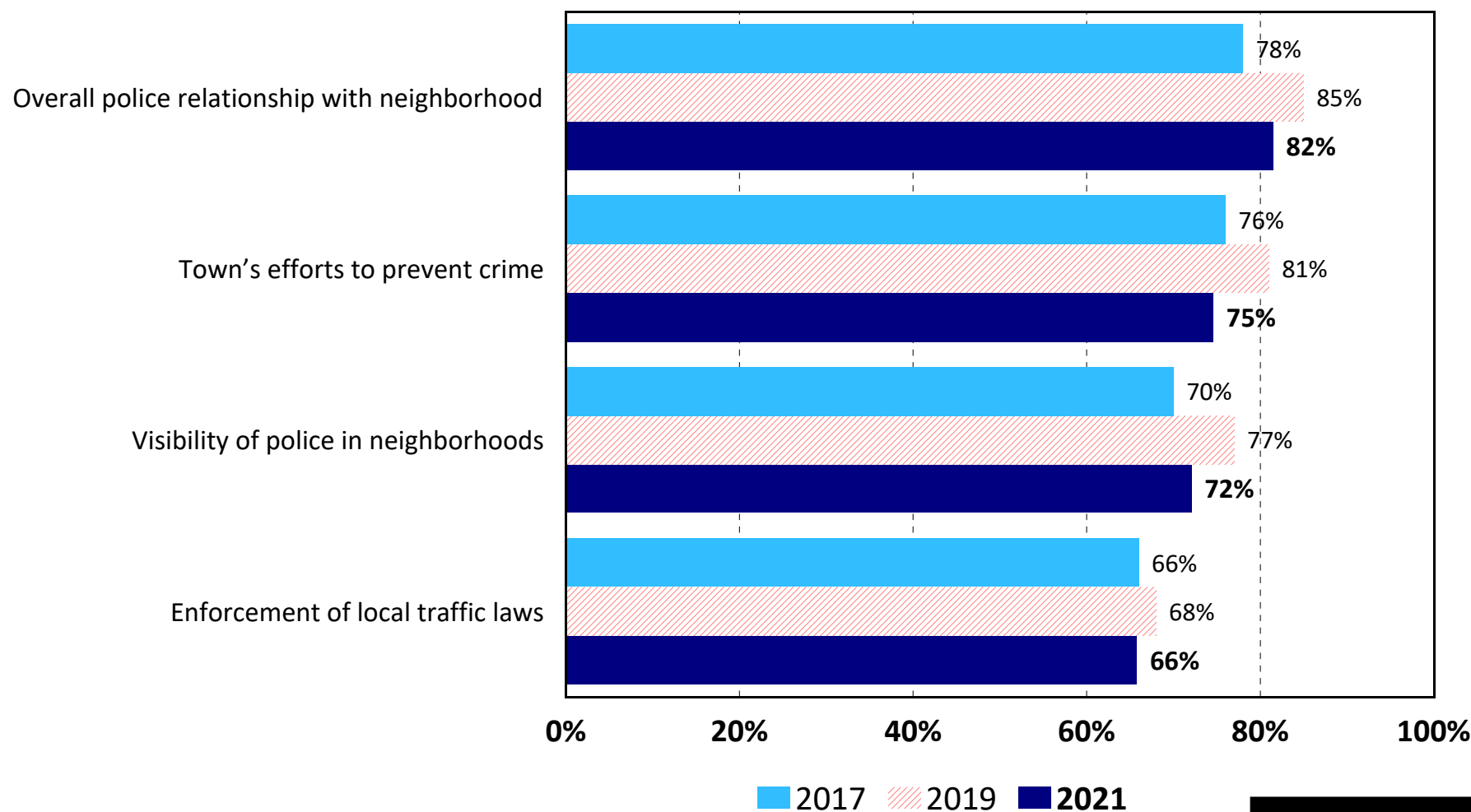
by percentage of respondents (excluding don't knows)



Satisfaction With Law Enforcement Services

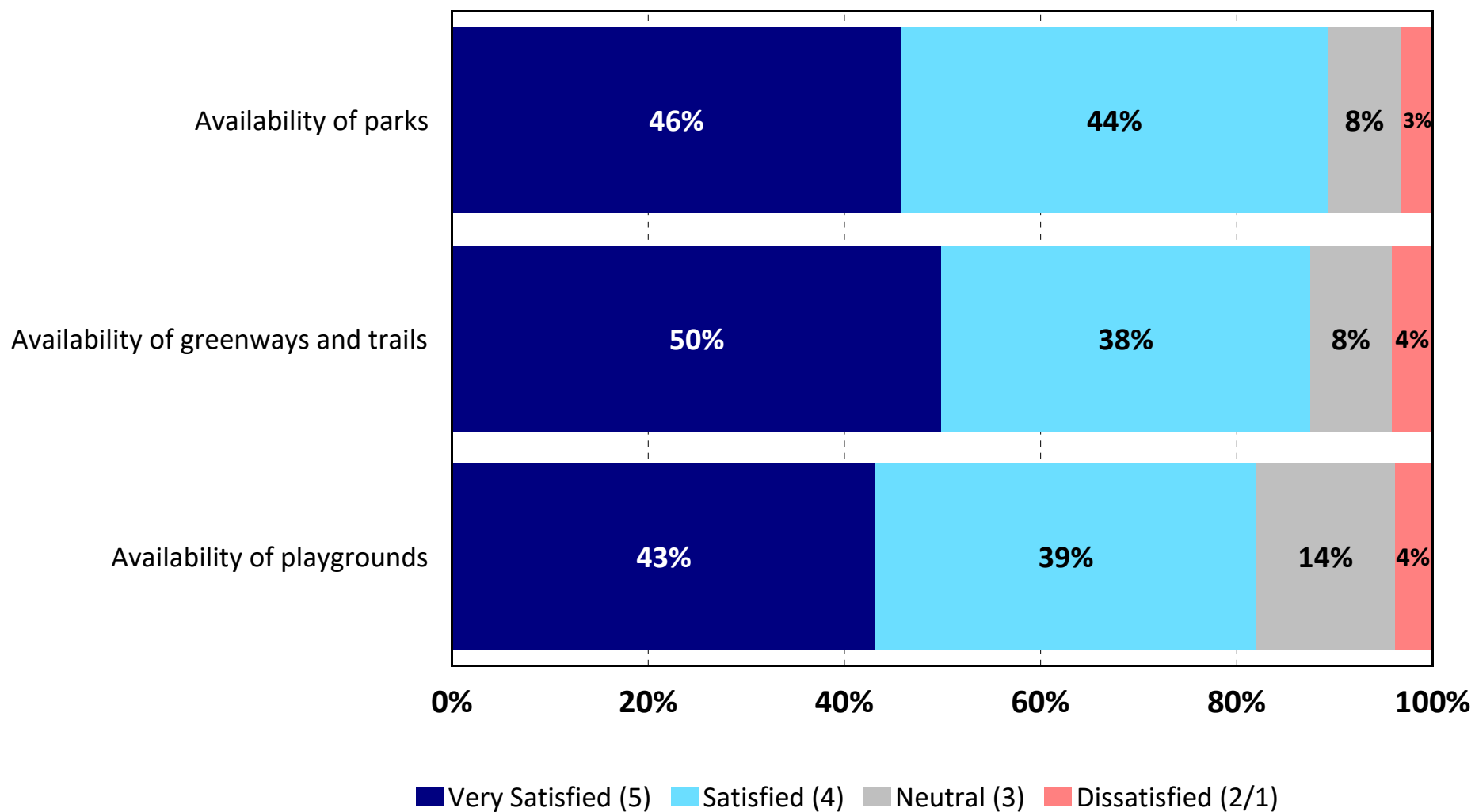
2017, 2019, 2021

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

**TRENDS**

Q6. Satisfaction With Parks and Recreation

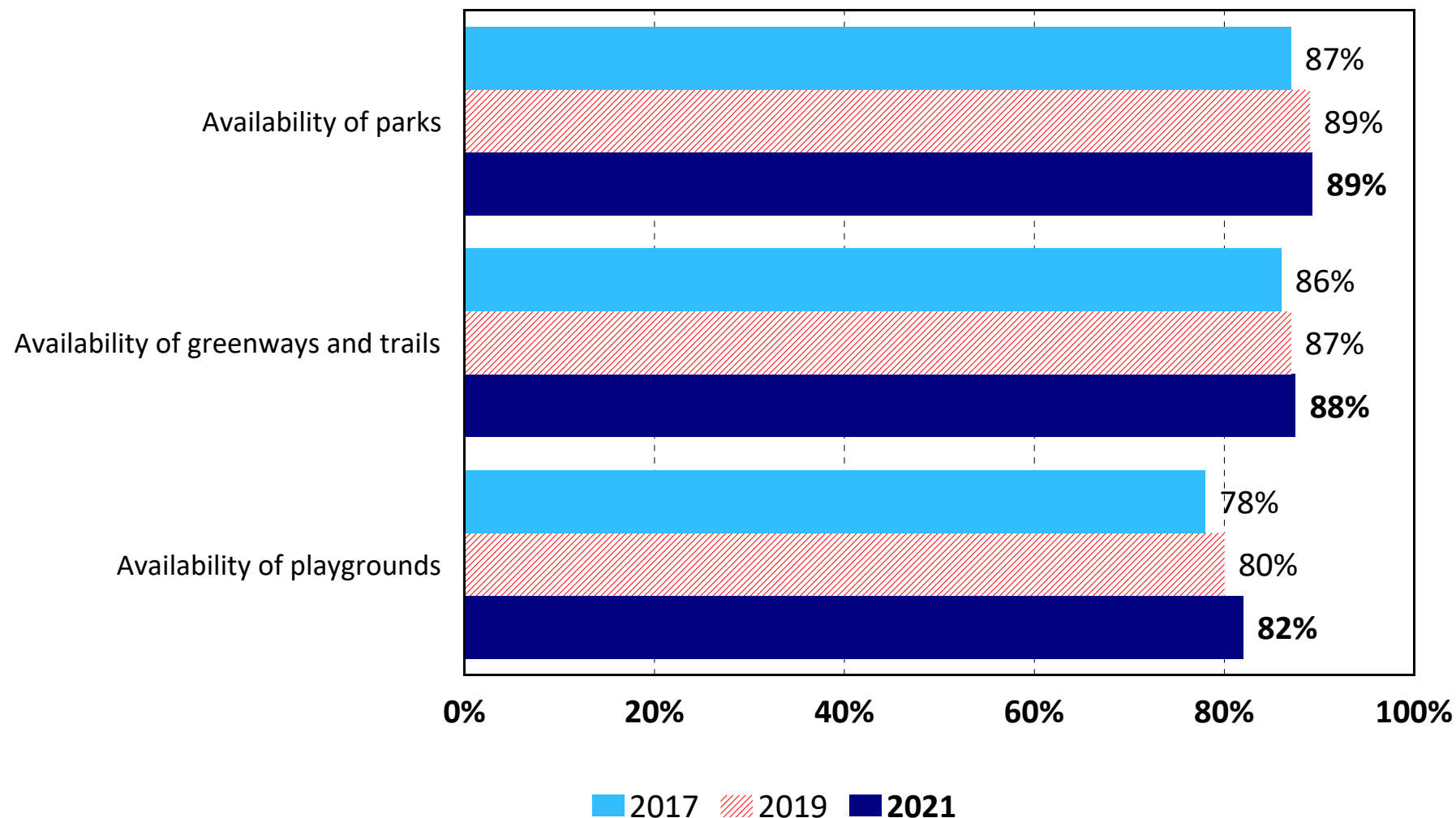
by percentage of respondents (excluding don't knows)



Satisfaction With Parks and Recreation

2017, 2019, 2021

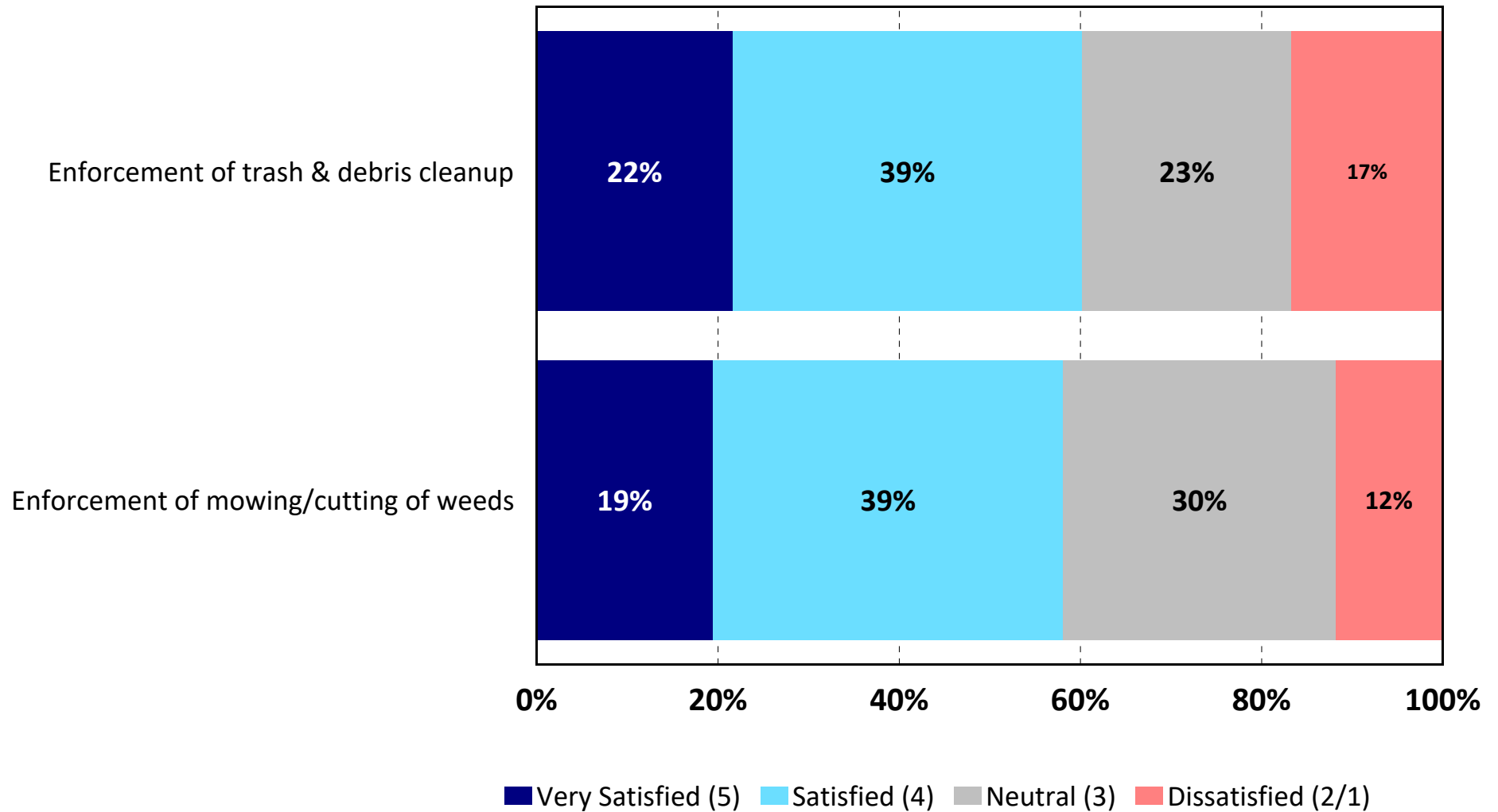
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



TRENDS

Q7. Satisfaction With Code Enforcement

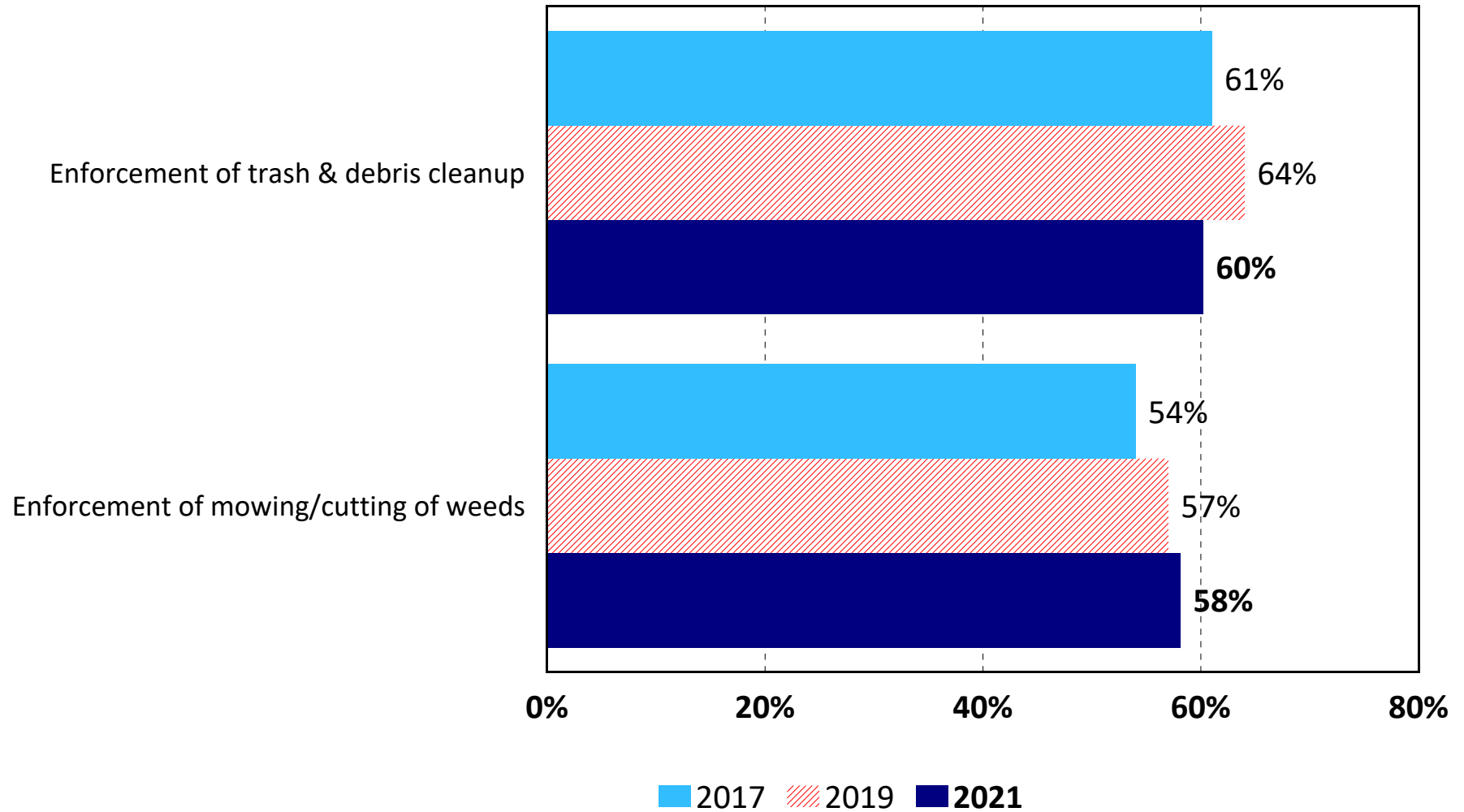
by percentage of respondents (excluding don't knows)



Satisfaction With Code Enforcement

2017, 2019, 2021

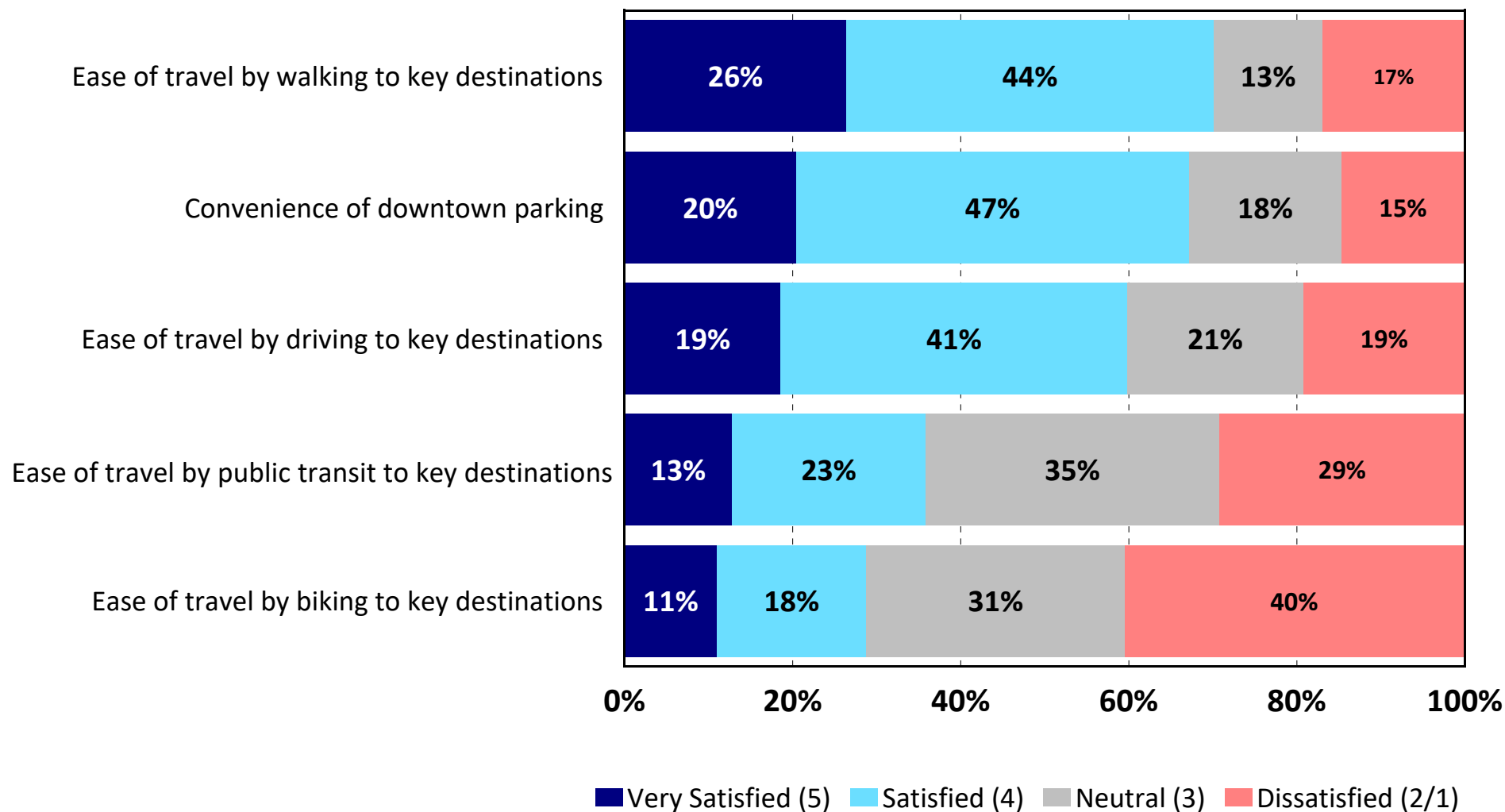
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



TRENDS

Q8. Satisfaction With Parking and Transit

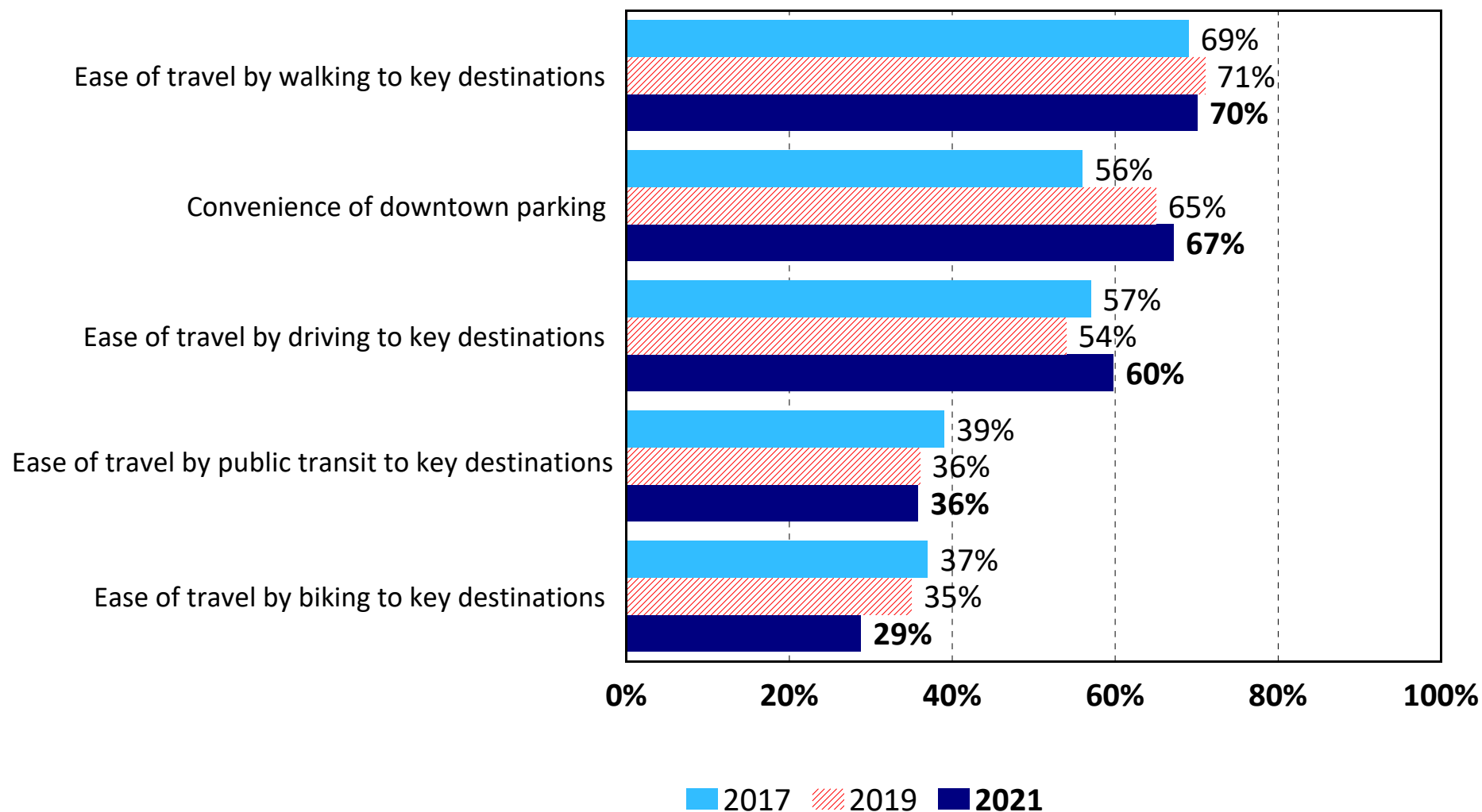
by percentage of respondents (excluding don't knows)



Satisfaction With Parking and Transit

2017, 2019, 2021

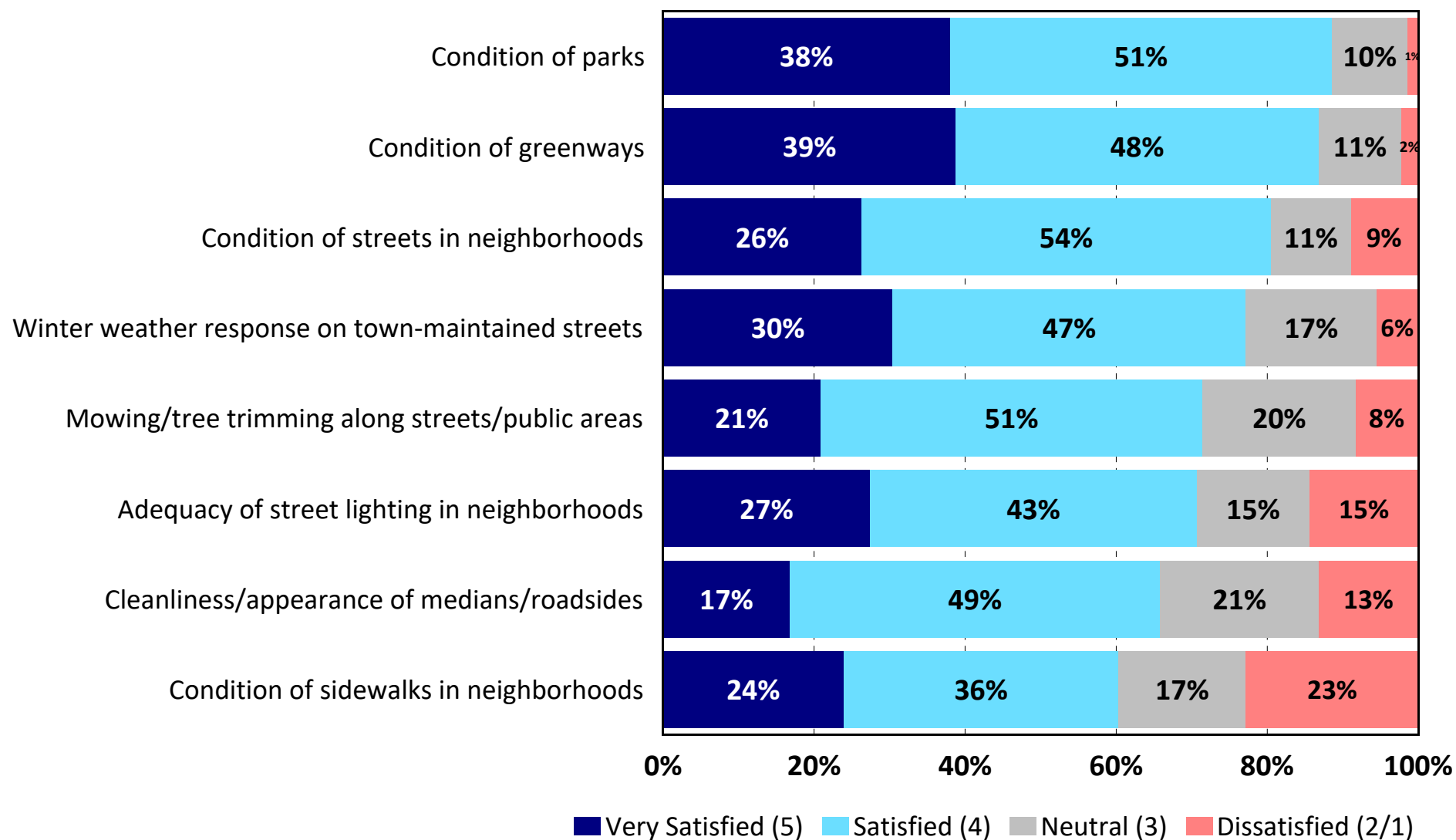
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



TRENDS

Q9. Satisfaction With Maintenance

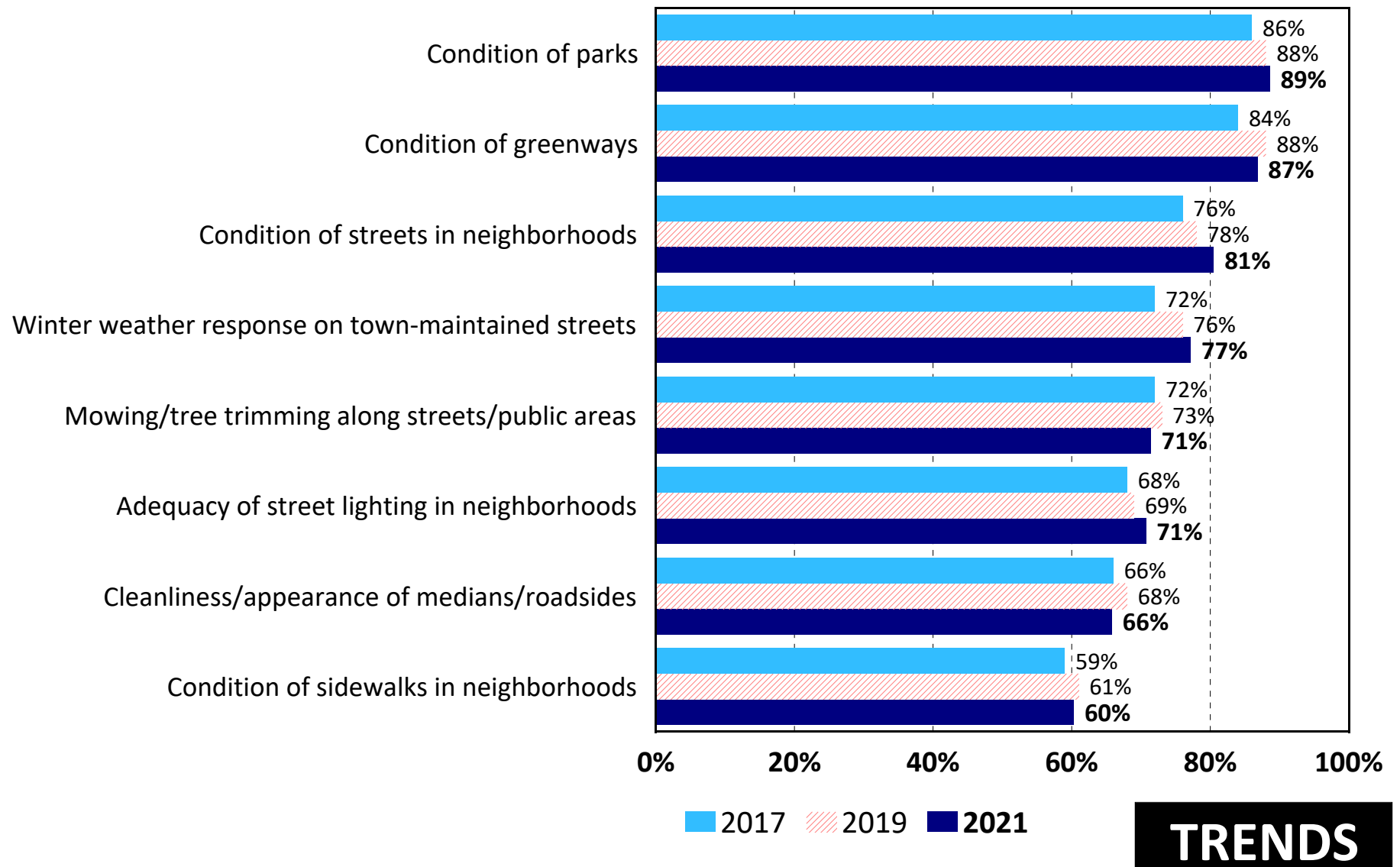
by percentage of respondents (excluding don't knows)



Satisfaction With Maintenance

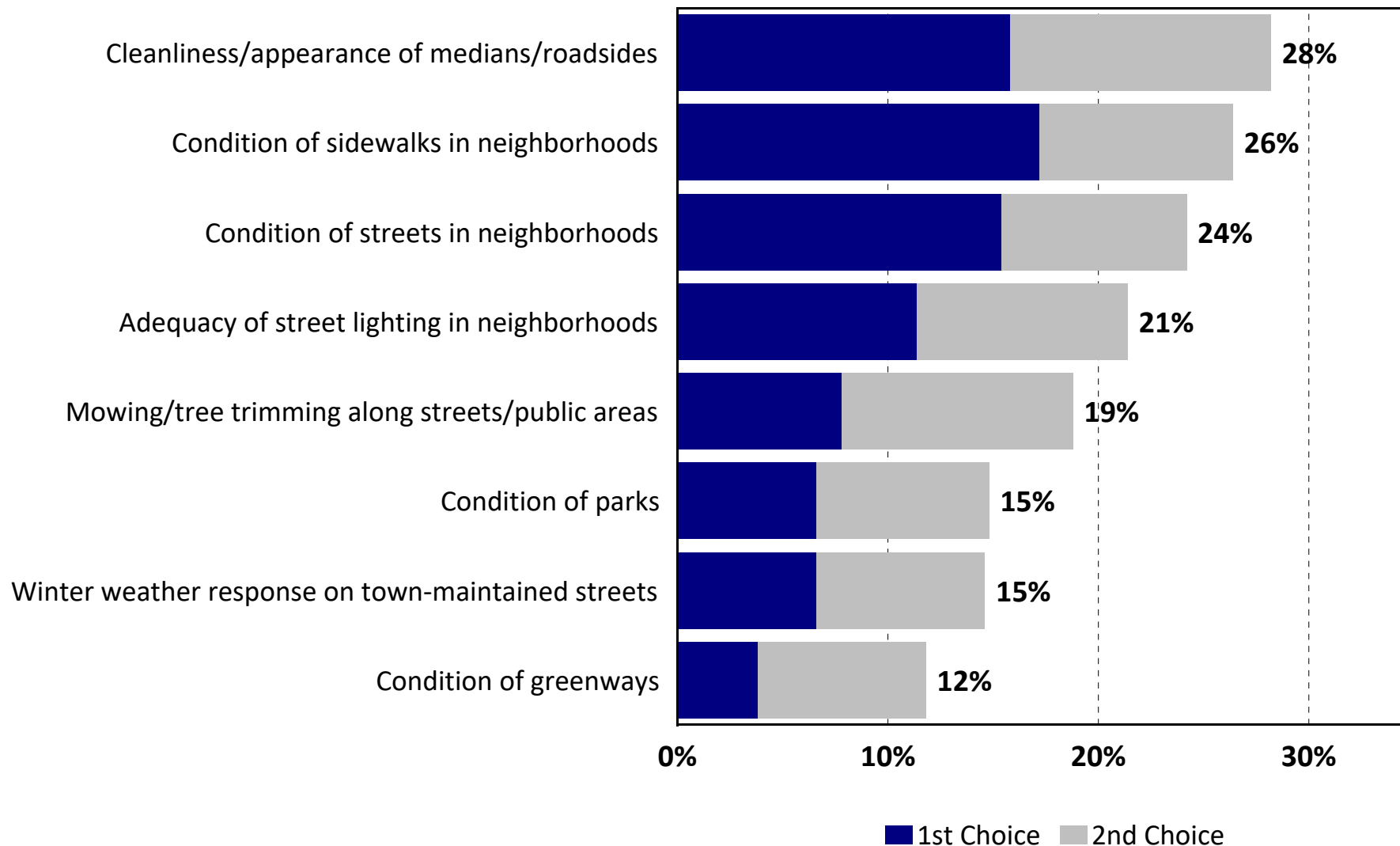
2017, 2019, 2021

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



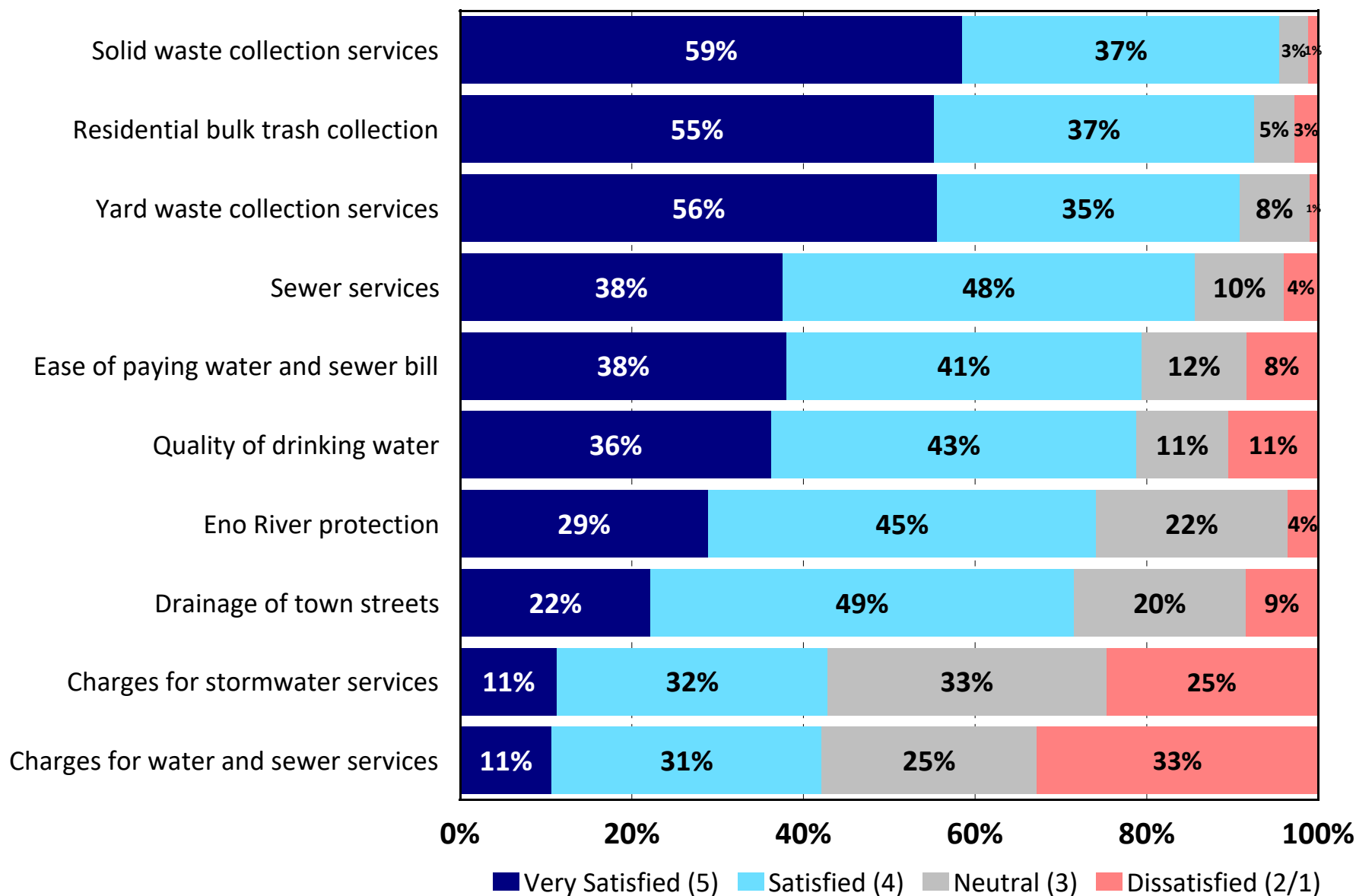
Q10. Maintenance Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top two choices



Q11. Satisfaction With Solid Waste and Utility Services

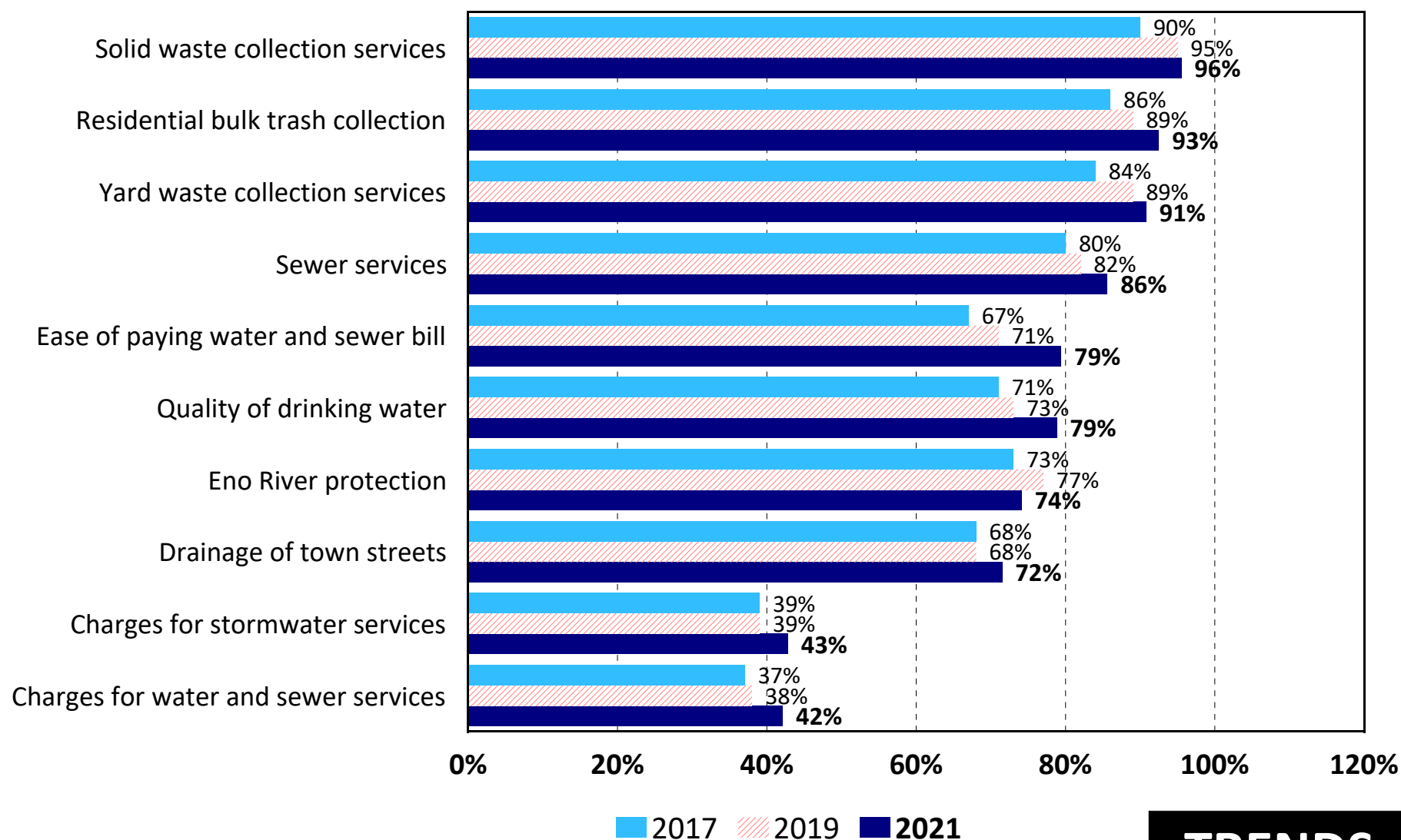
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Satisfaction With Solid Waste and Utility Services

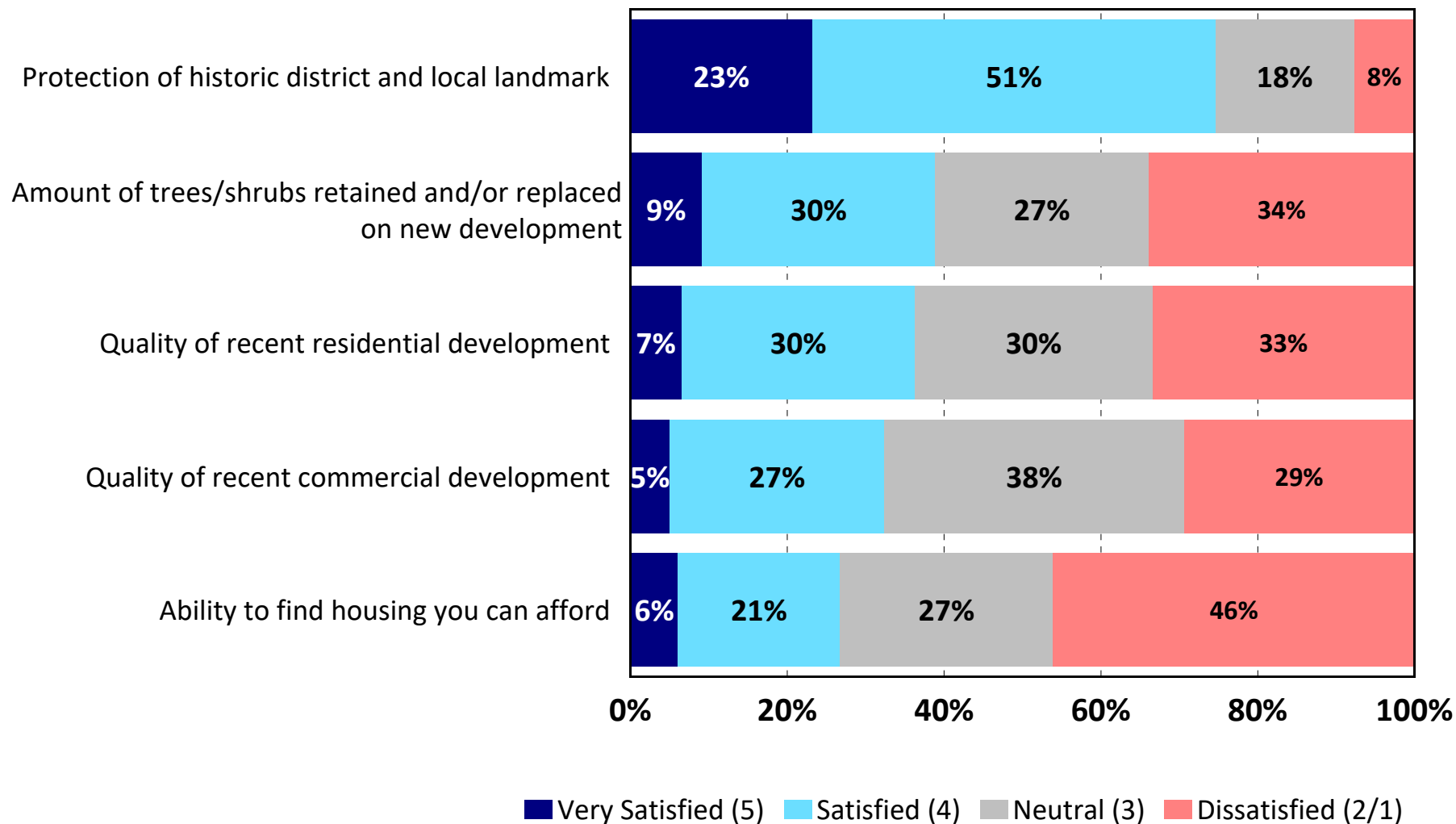
2017, 2019, 2021

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Q12. Satisfaction With Town Development

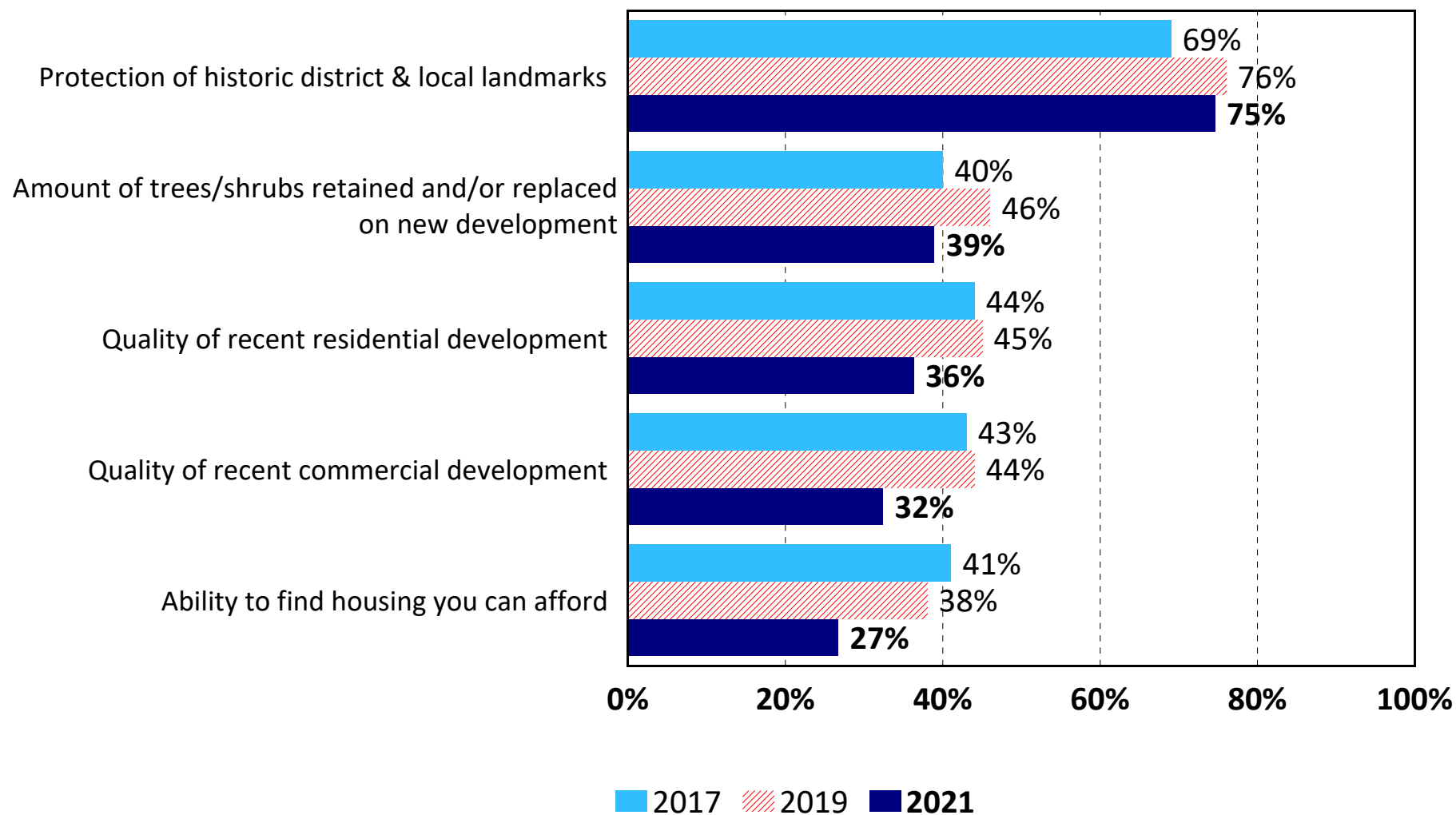
by percentage of respondents (excluding don't knows)



Satisfaction With Town Development

2017, 2019, 2021

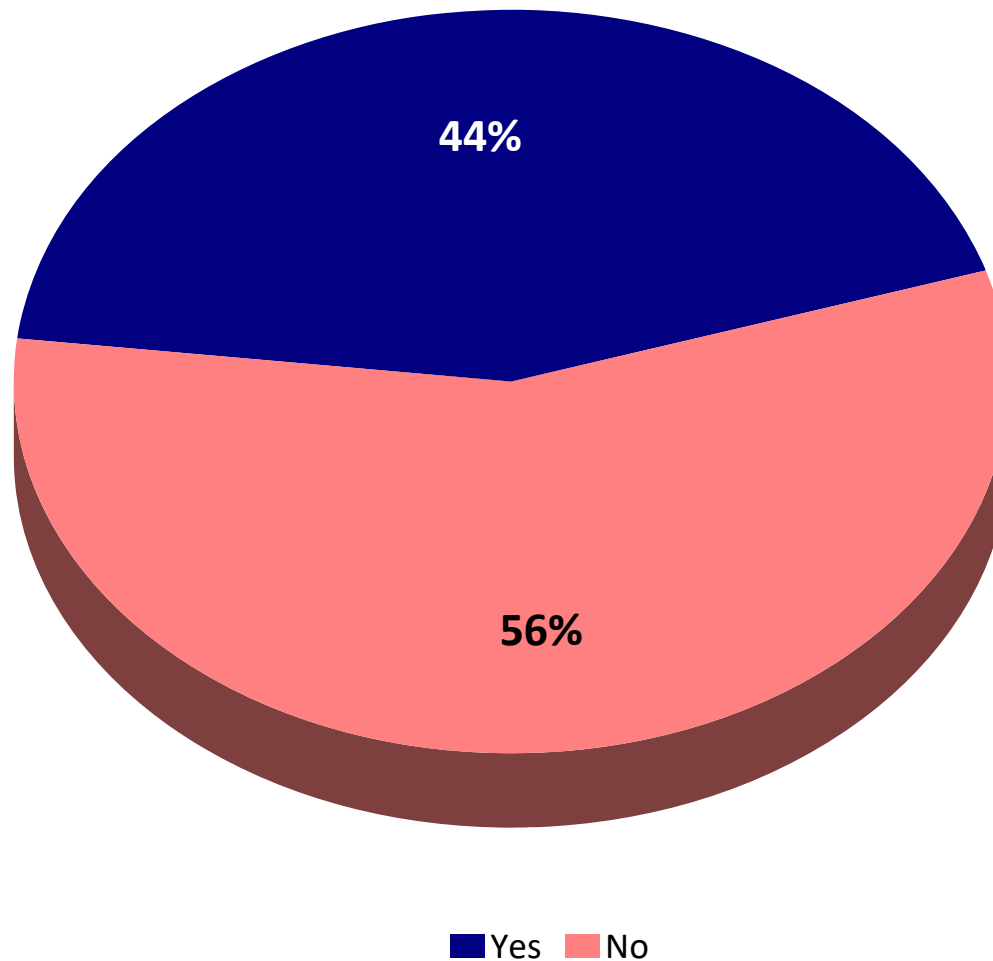
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



TRENDS

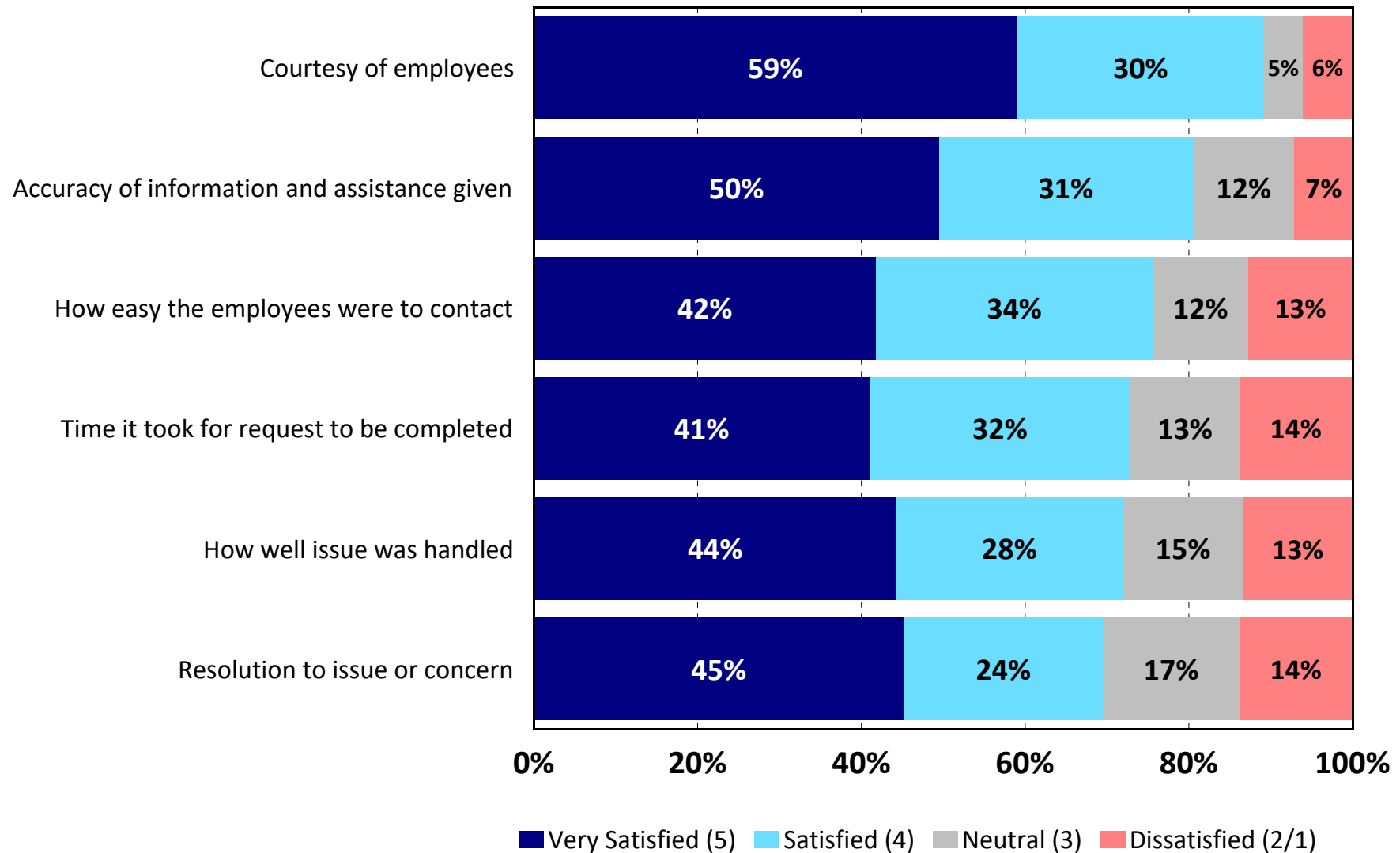
Q13. During the past year, have you or other members of your household contacted employees of the Town of Hillsborough to seek services, ask a question, or file a complaint?

by percentage of respondents



Q13a. Satisfaction With Town Employees Contacted

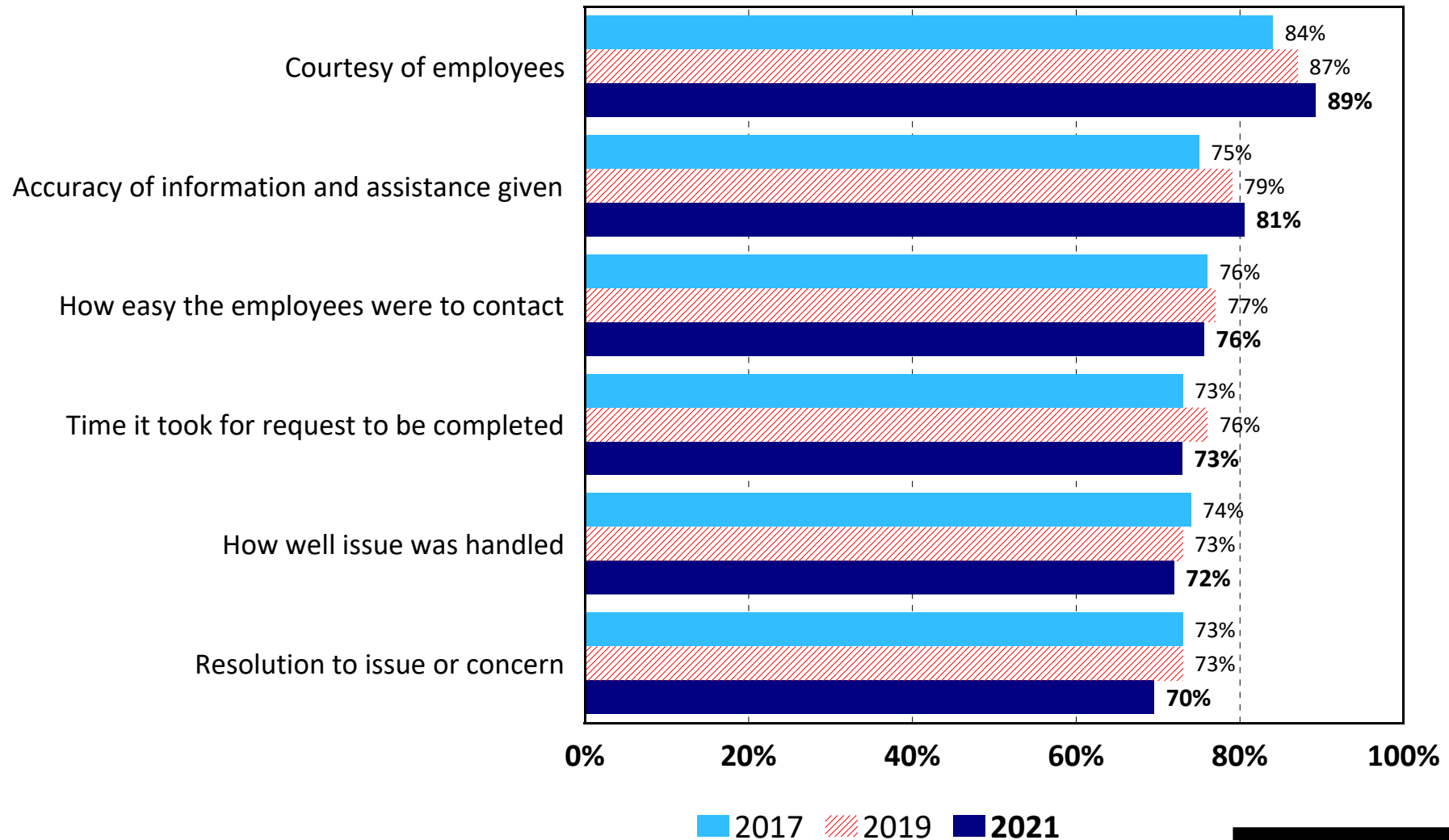
by percentage of respondents who have contacted Town employees during the past year (excluding don't knows)



Satisfaction With Town Employees Contacted

2017, 2019, 2021

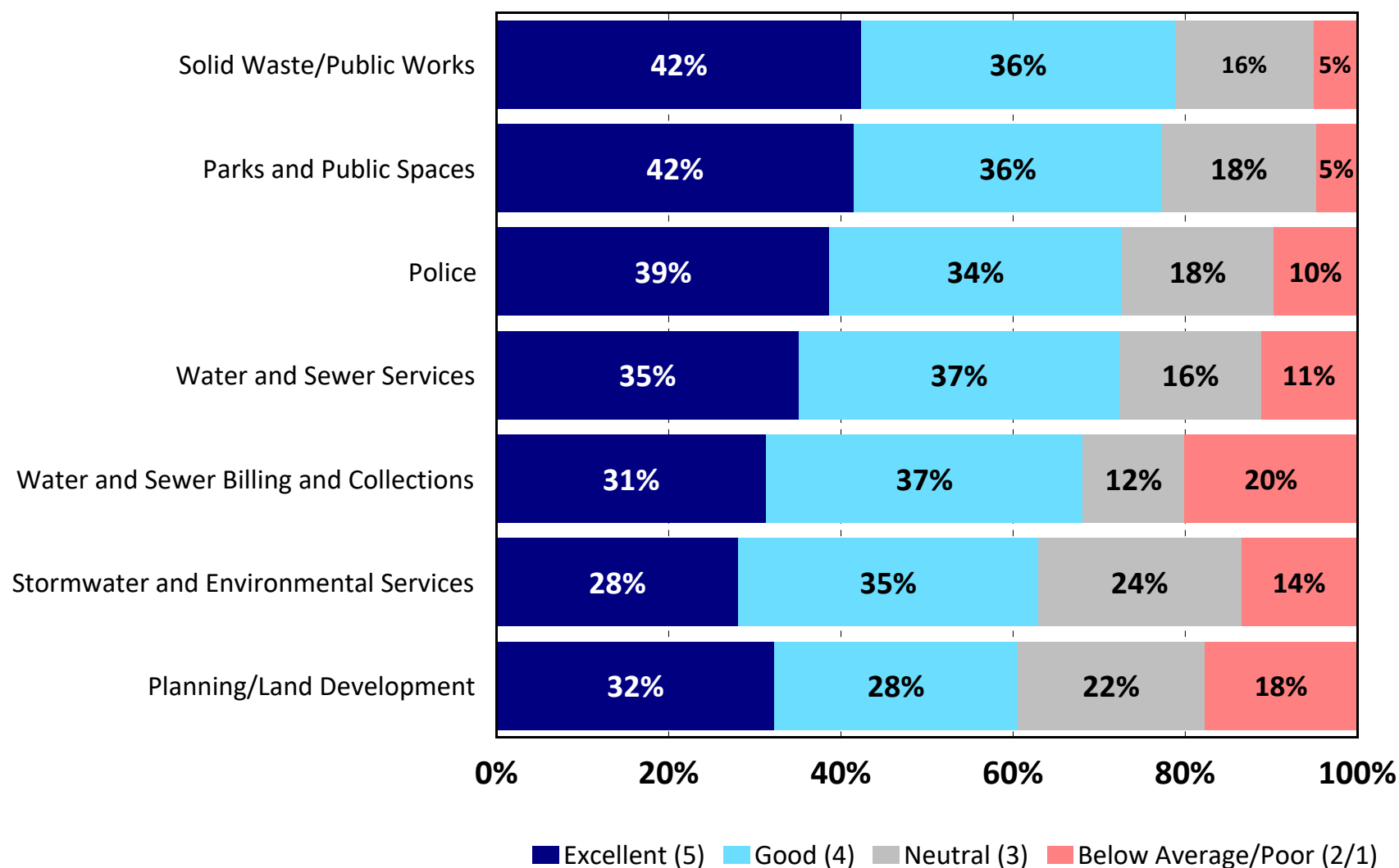
by percentage of respondents who have contacted Town employees during the past year and rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



TRENDS

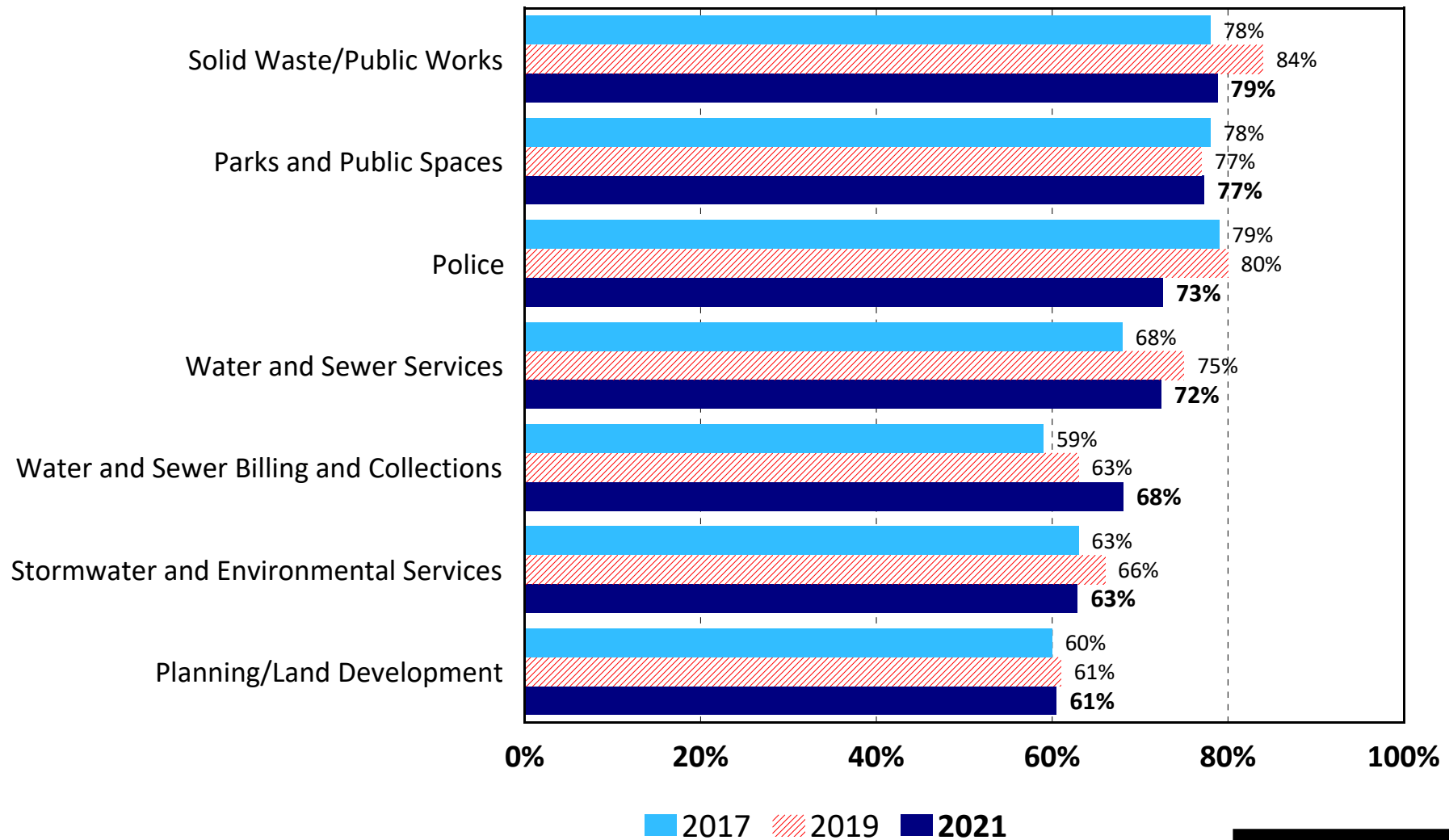
Q13b. Overall Ratings of Customer Service in the Following Areas

by percentage of respondents who have contacted Town employees during the past year (excluding don't knows)



Overall Ratings of Customer Service in the Following Areas - 2017, 2019, 2021

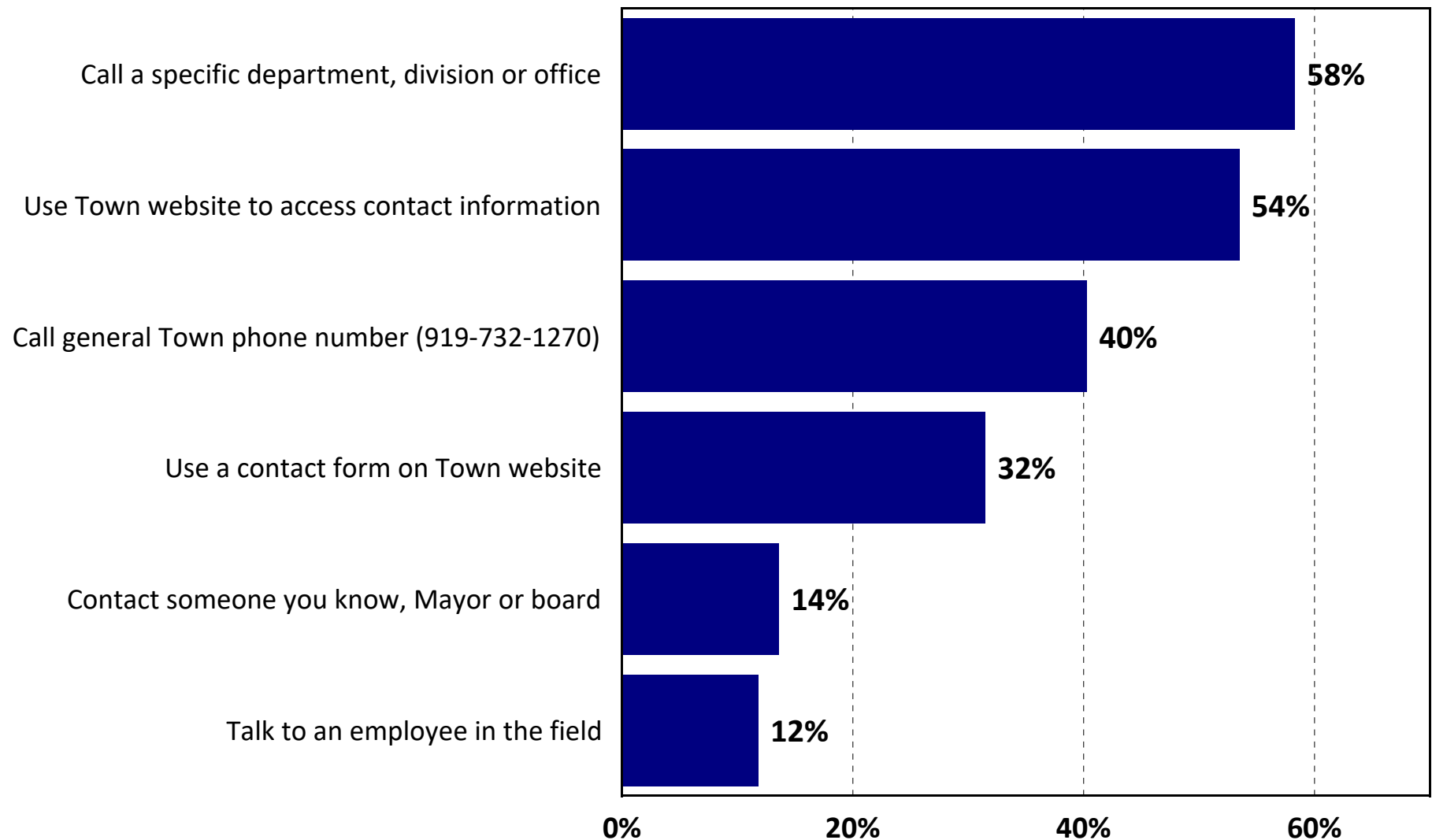
by percentage of respondents who have contacted Town employees during the past year and rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



TRENDS

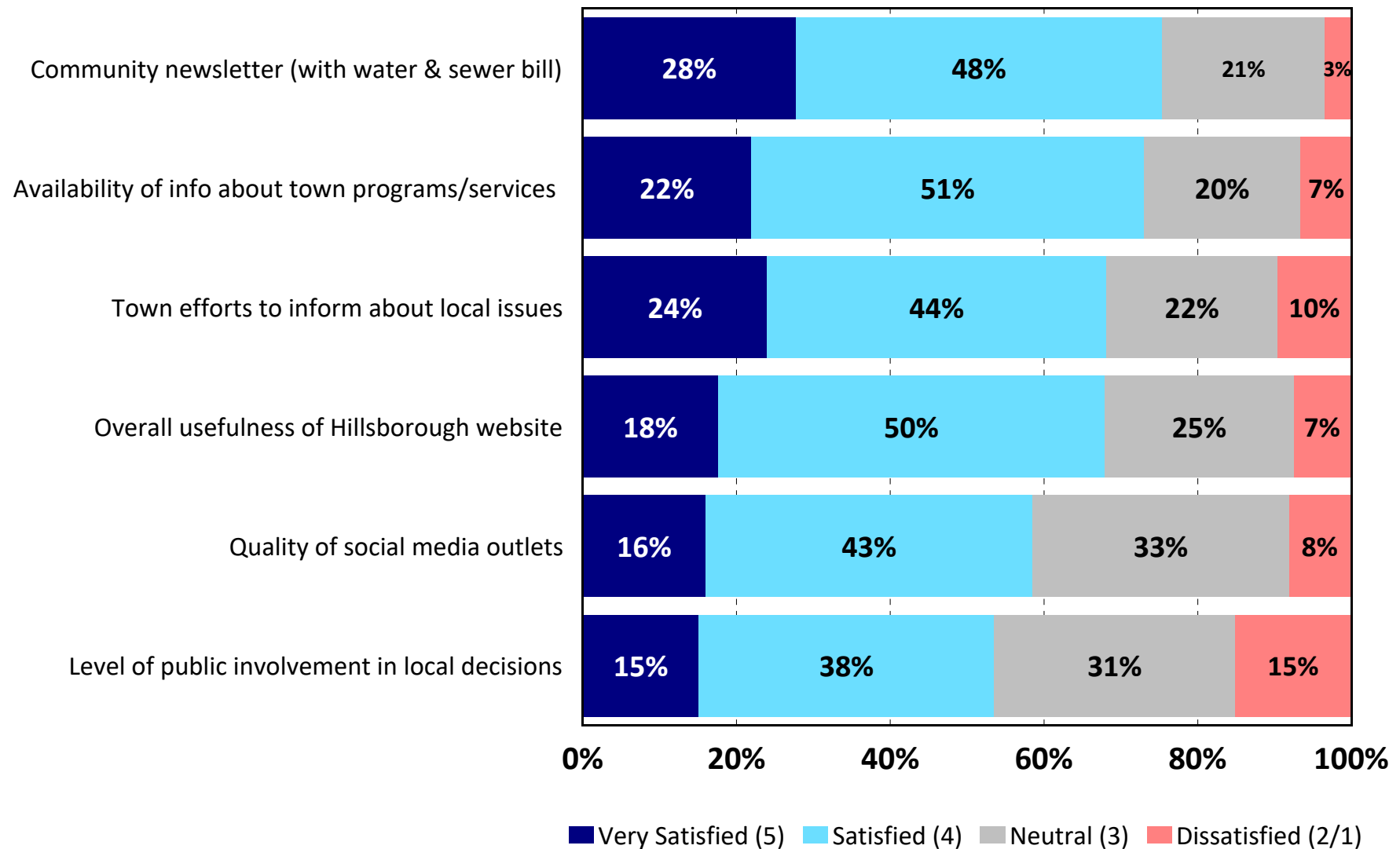
Q14. How Residents Contact the Town When Necessary

by percentage of respondents (multiple selections could be made)



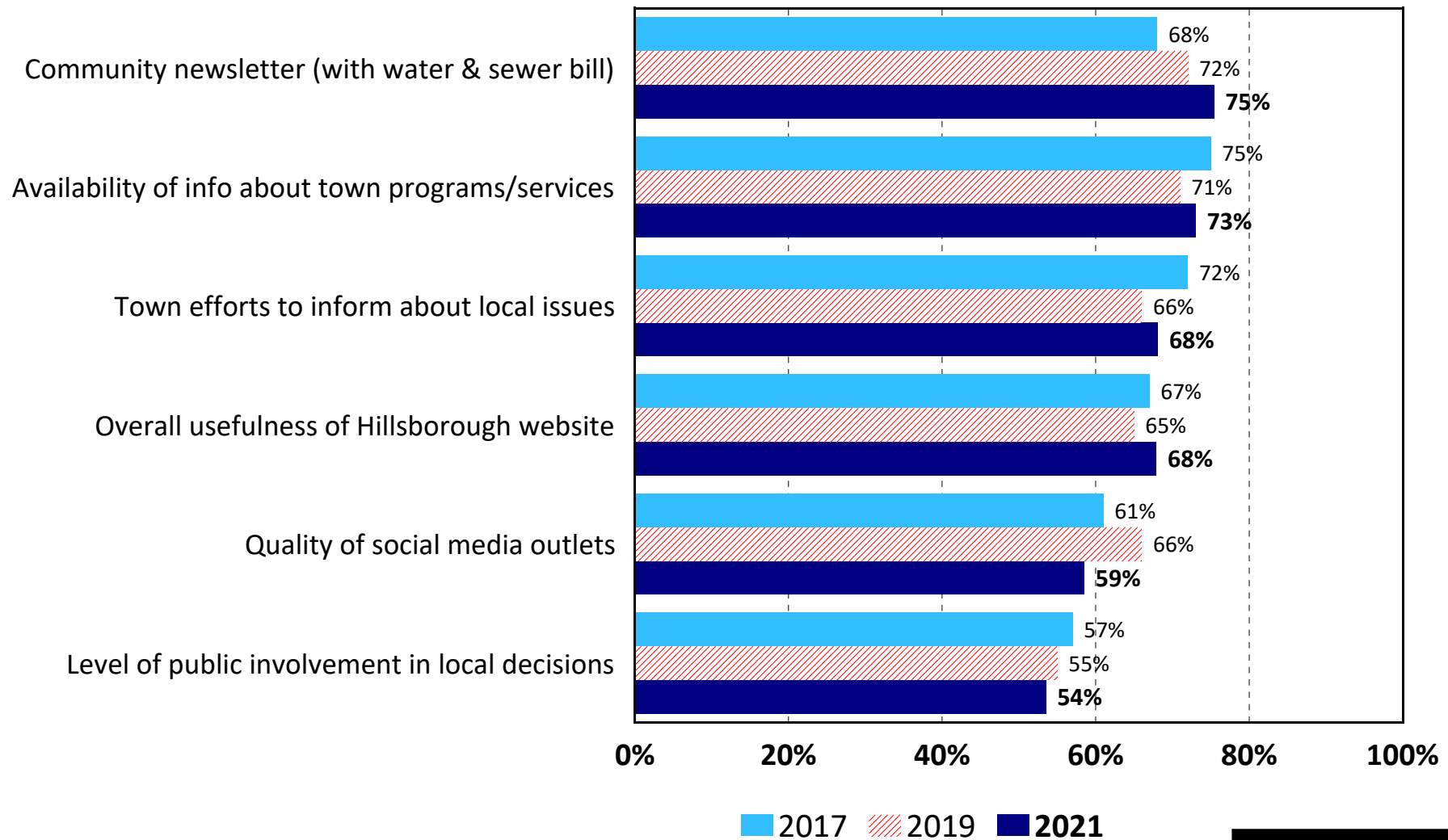
Q15. Satisfaction With Town Communication and Engagement

by percentage of respondents (excluding don't knows)



Satisfaction With Town Communication and Engagement 2017, 2019, 2021

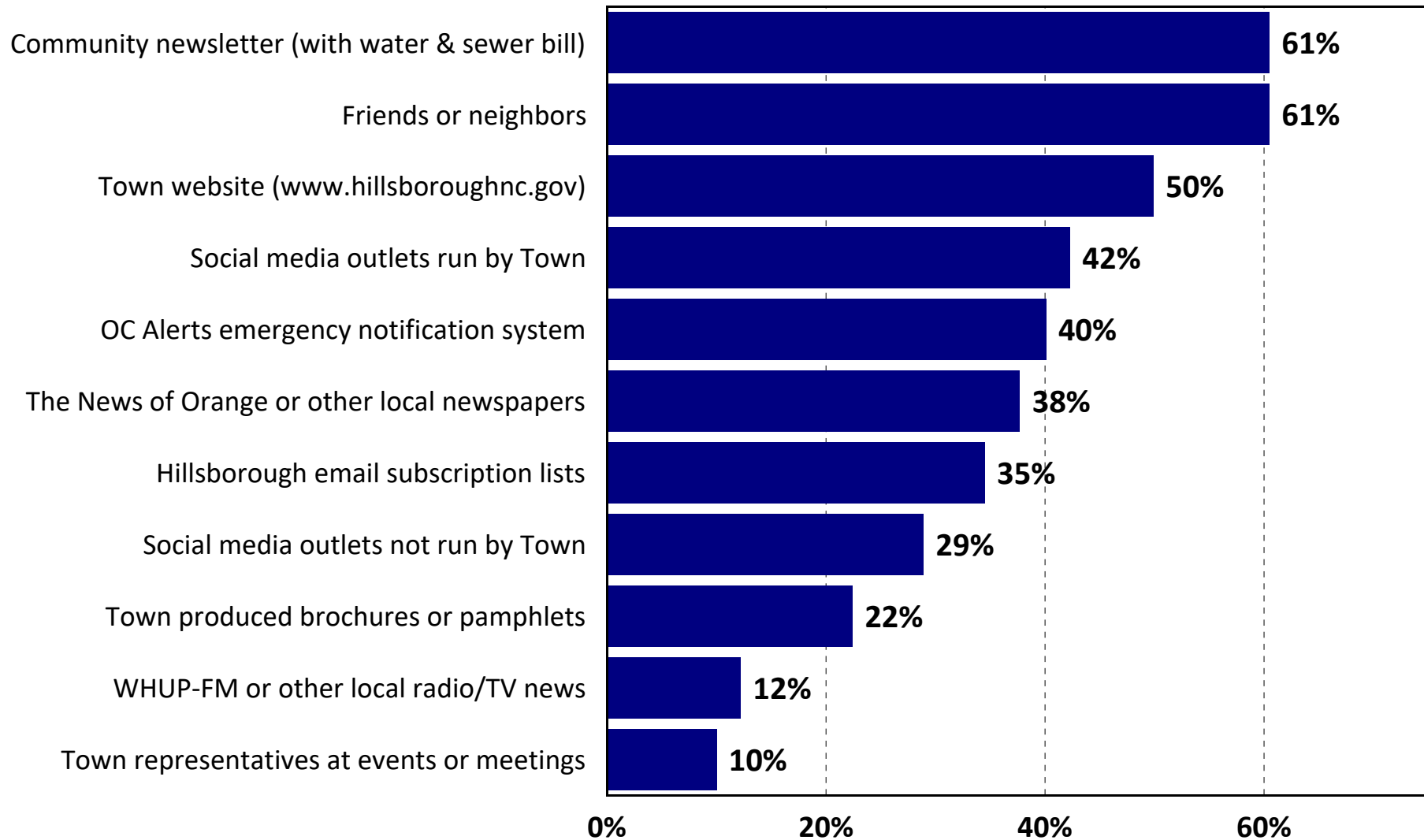
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



TRENDS

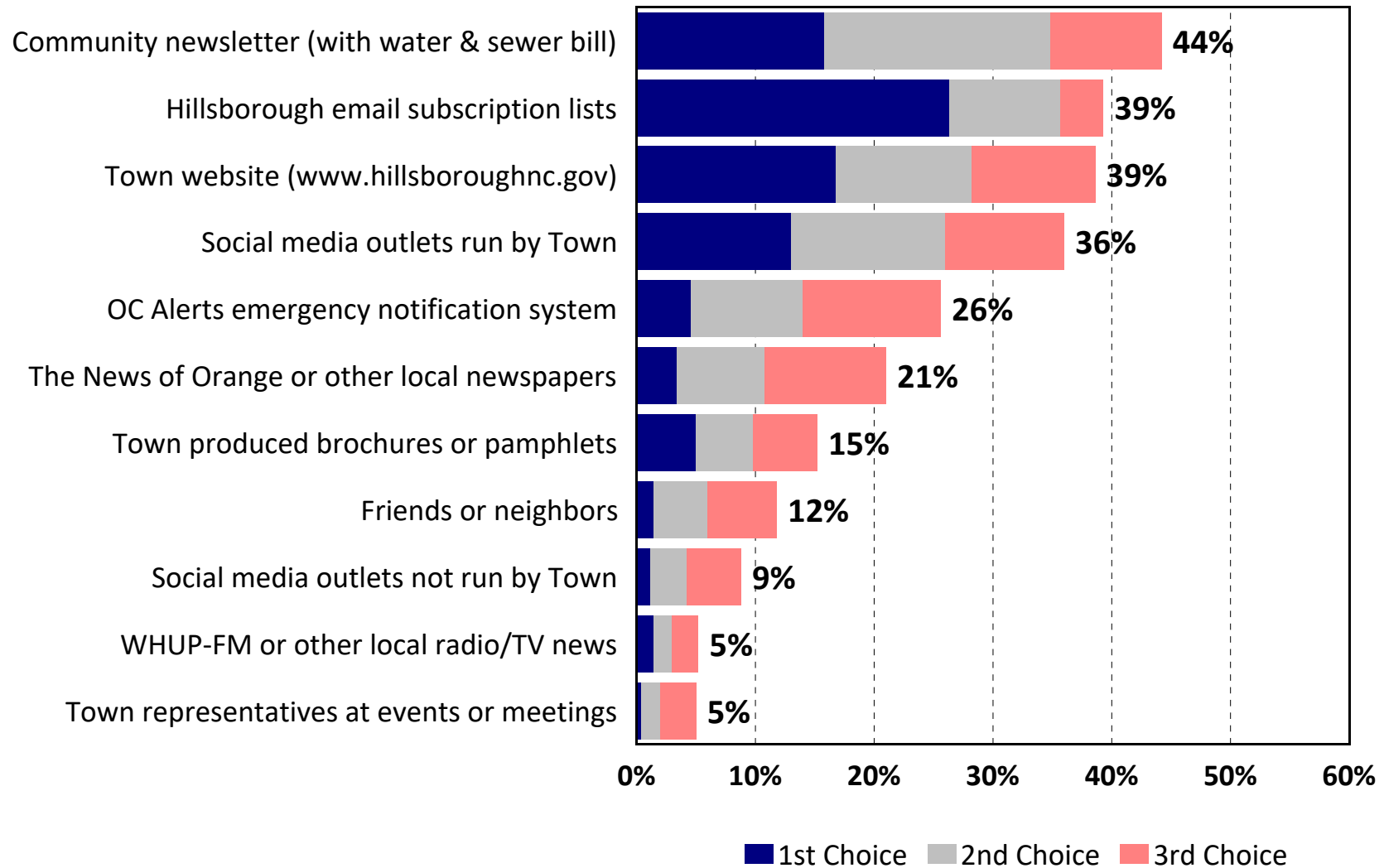
Q16. How Residents Hear or Receive Information About Community Issues, Services, and Events

by percentage of respondents (multiple selections could be made)



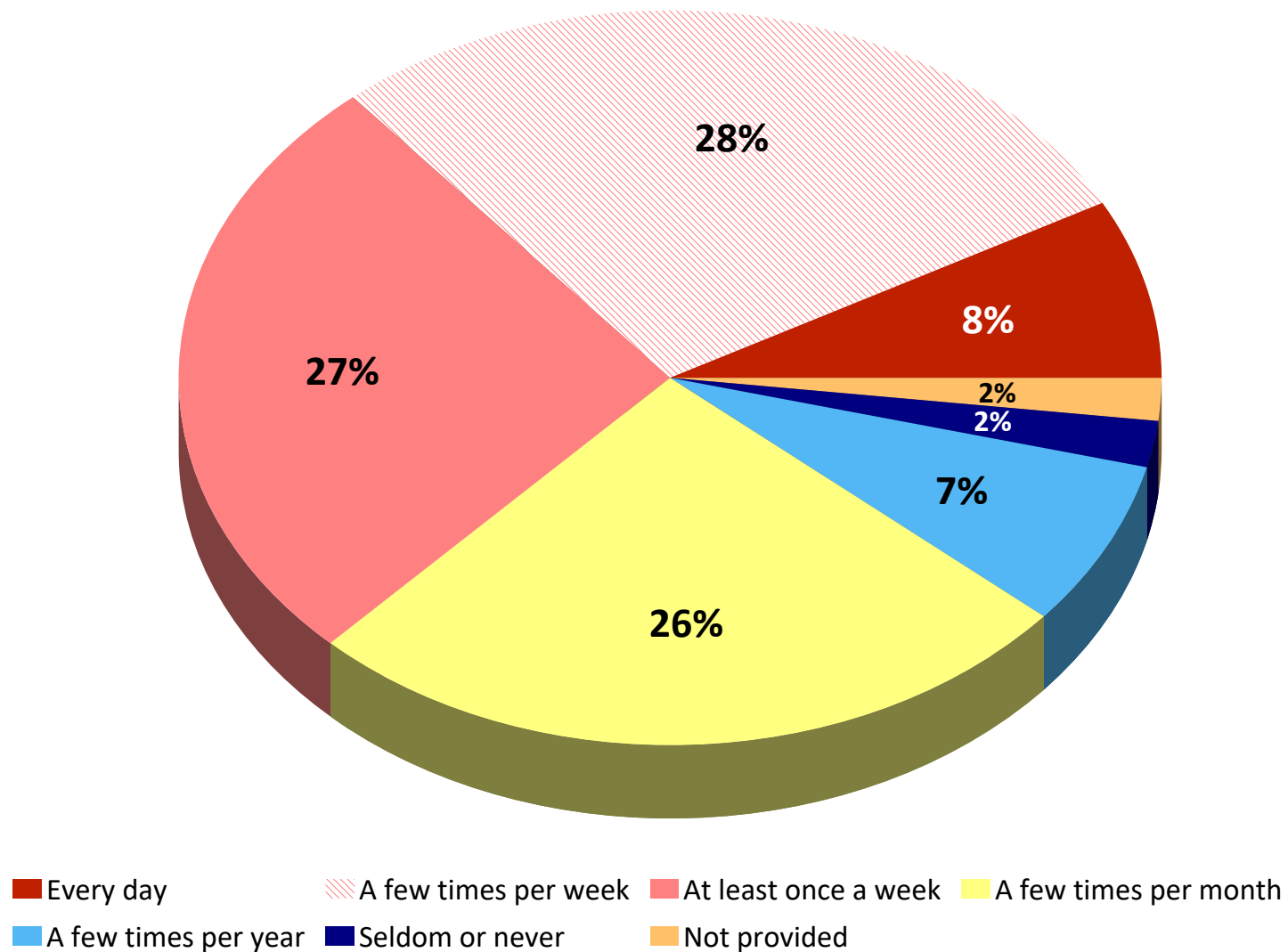
Q17. Ways That Residents Most Prefer to Receive Information About Town Issues, Services, Events, and Emergencies

by percentage of respondents who selected the item as one of their top three choices



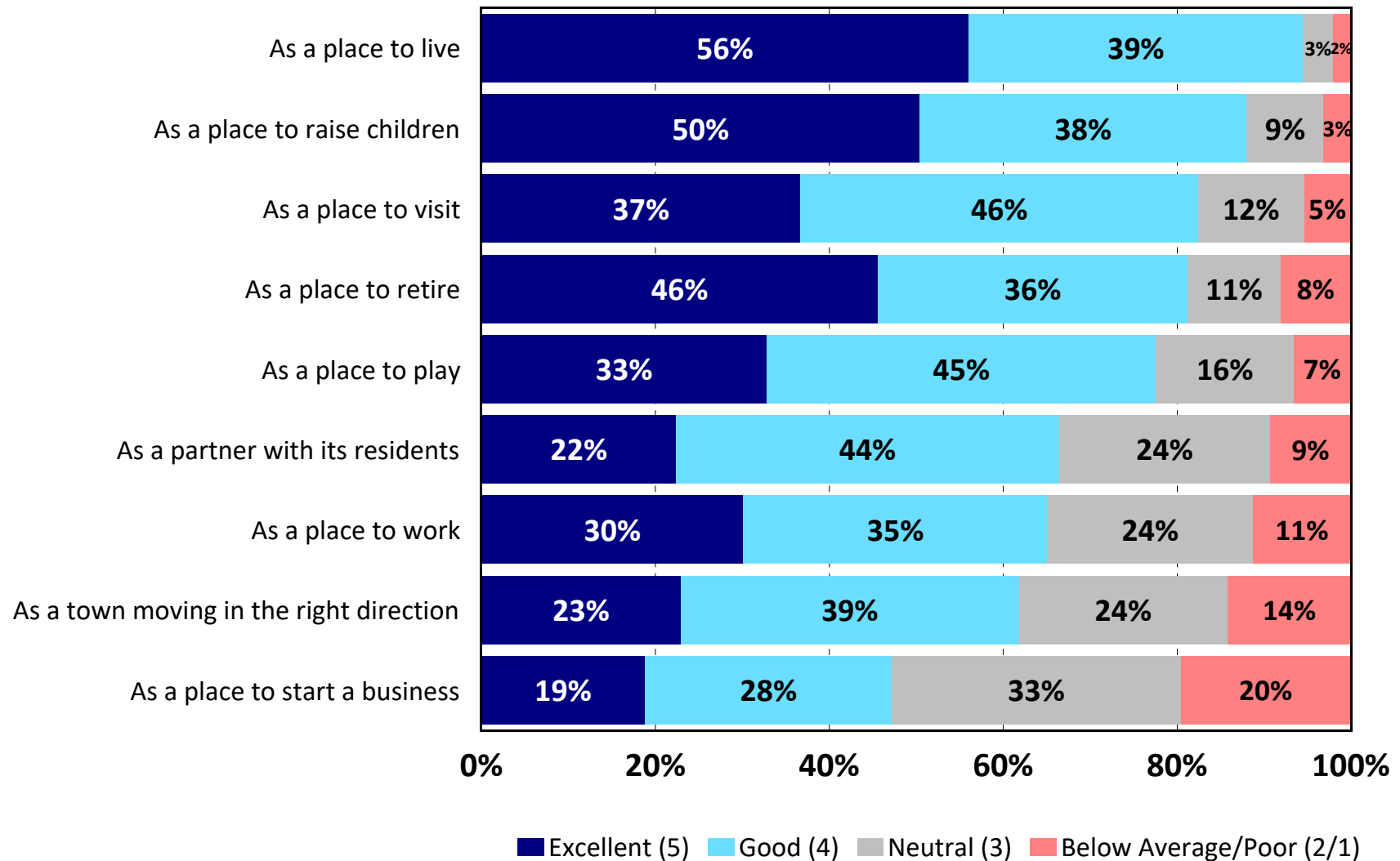
Q18. How often do you typically go outside Hillsborough Town limits to shop?

by percentage of respondents



Q19. Overall Ratings of the Town

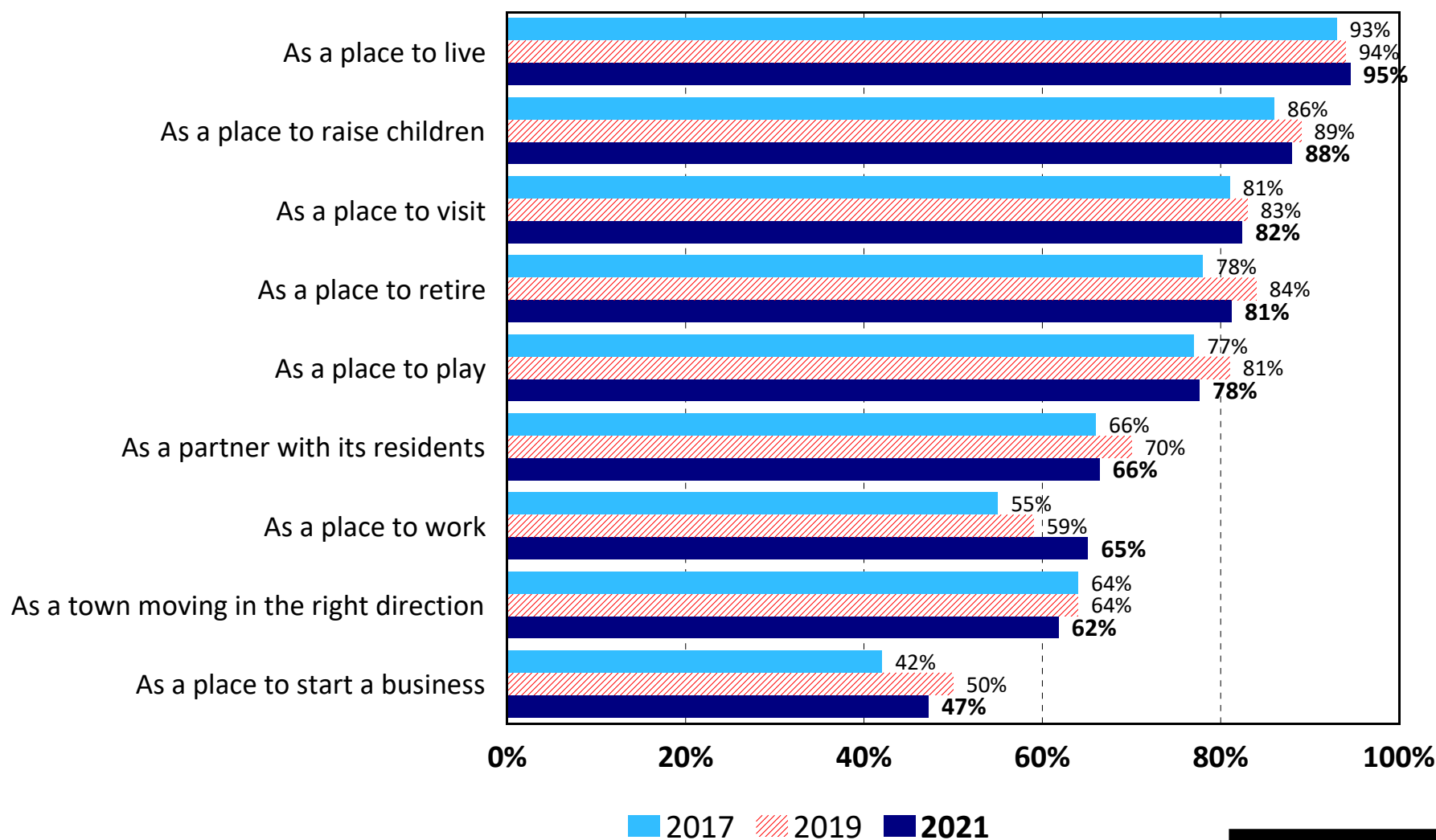
by percentage of respondents (excluding don't knows)



Overall Ratings of the Town

2017, 2019, 2021

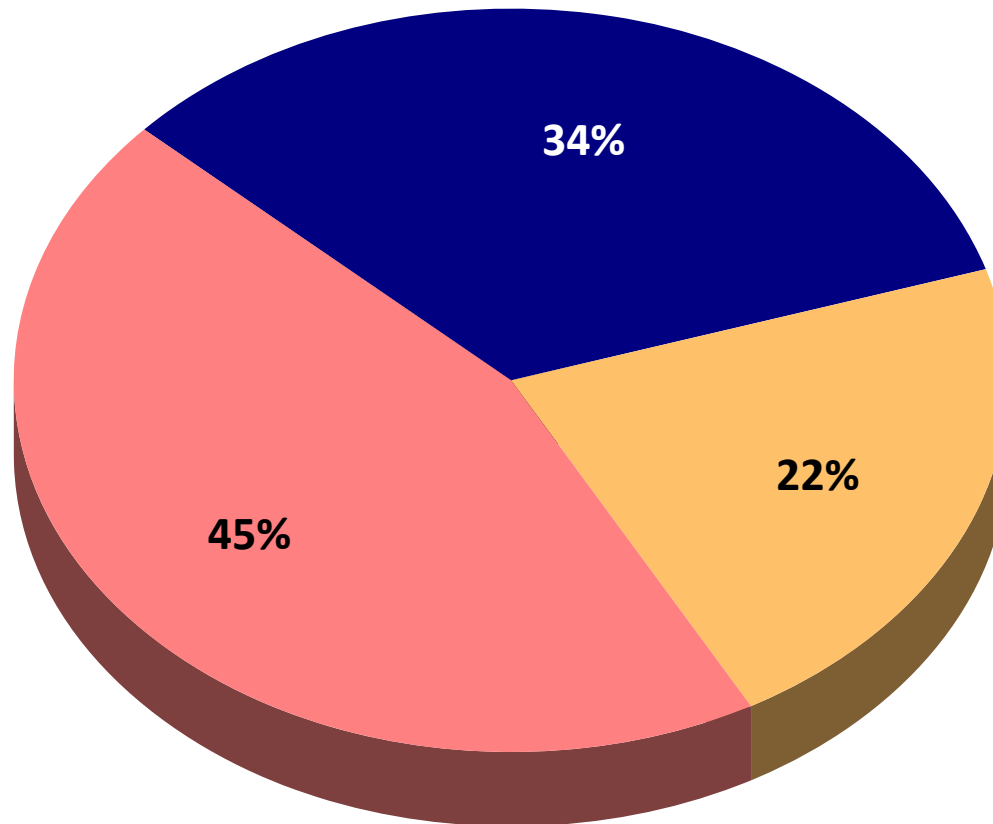
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



TRENDS

Q20. Would you be willing to pay higher taxes to support enhancements to Town services?

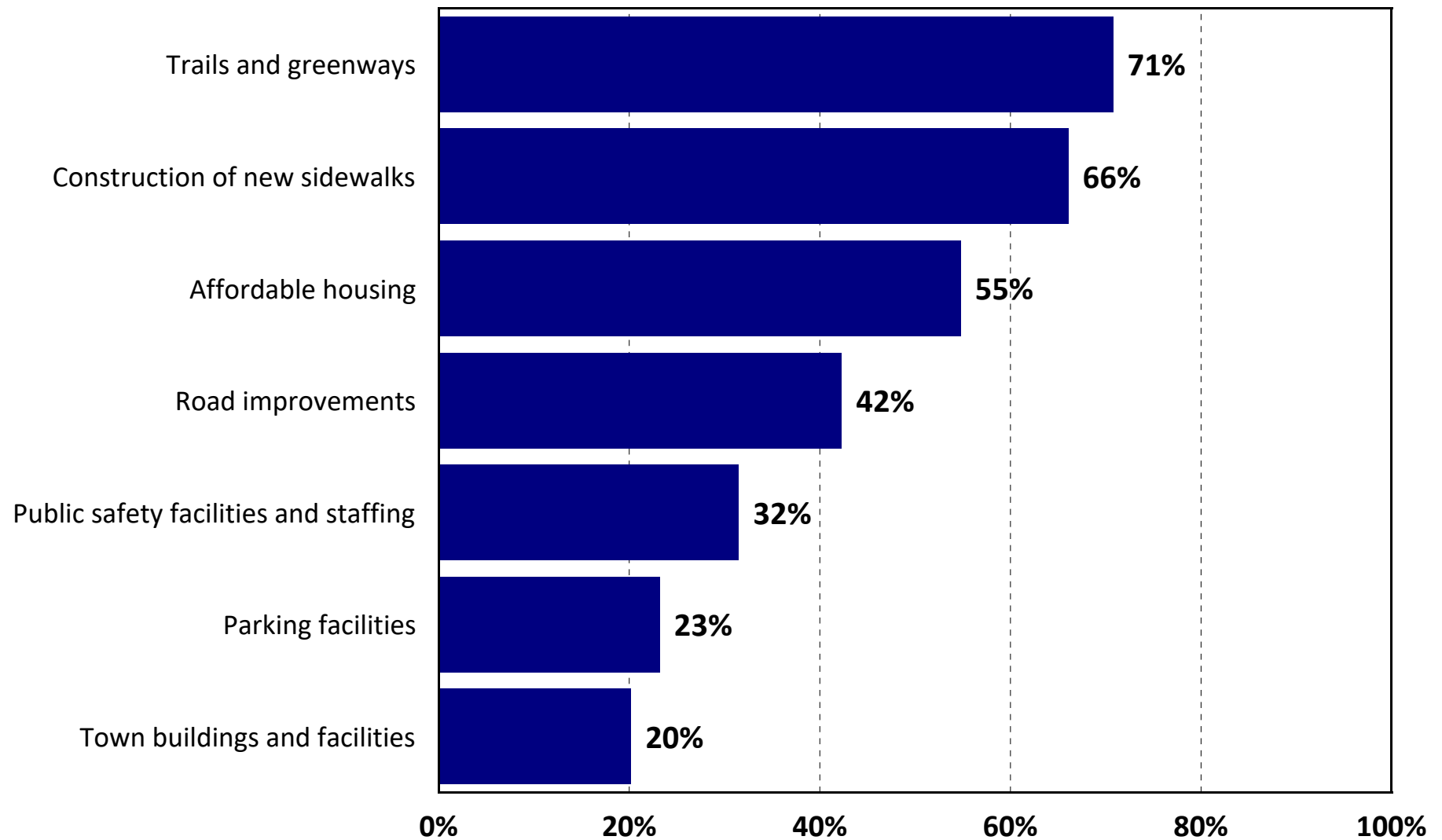
by percentage of respondents



- Yes, I would be willing to pay an increase in taxes
- No, I would not be willing to pay an increase in taxes
- Don't know

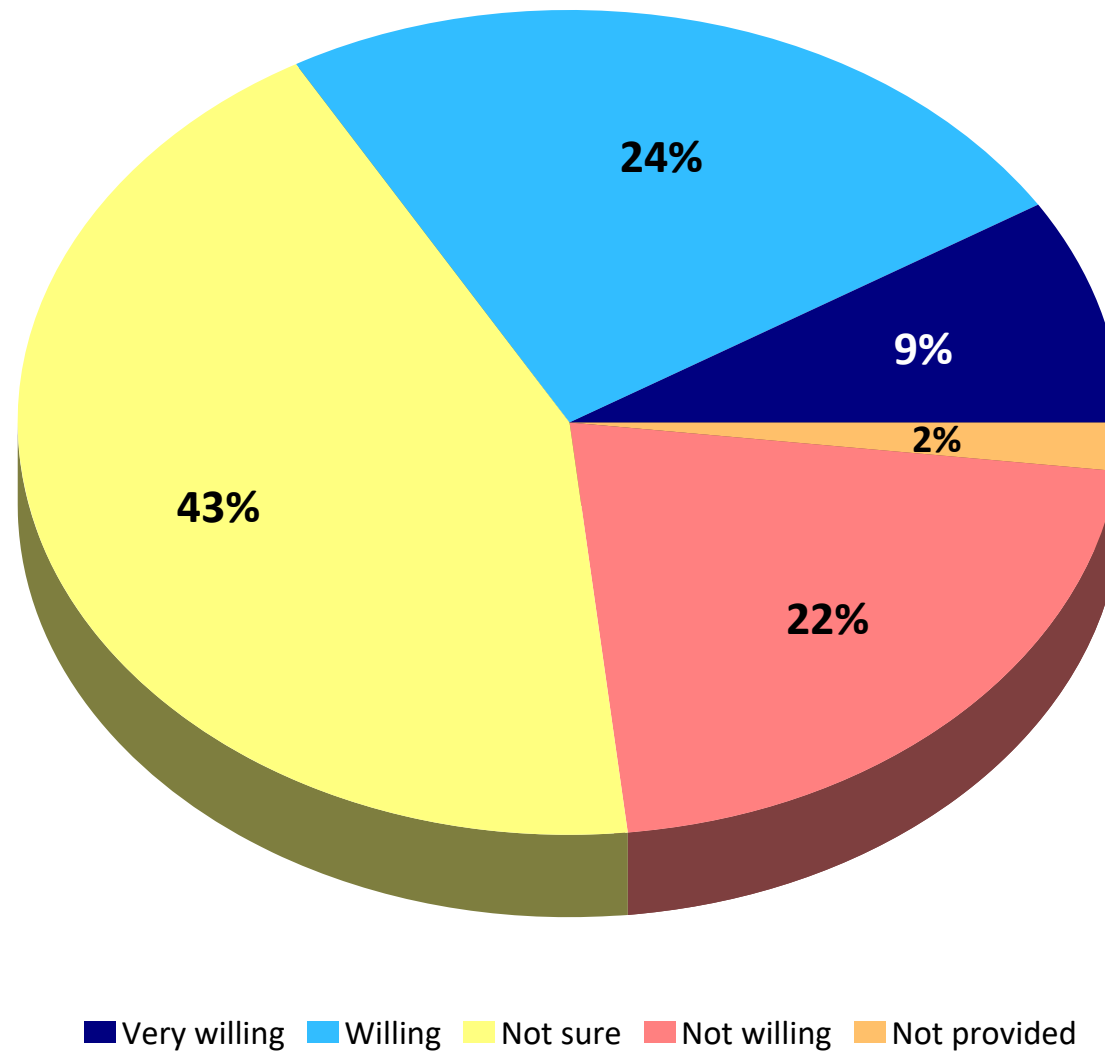
Q20a. For which local government services would you be willing to pay higher taxes to support enhancements?

by percentage of respondents who answered "yes" to Question 20 (multiple selections could be made)



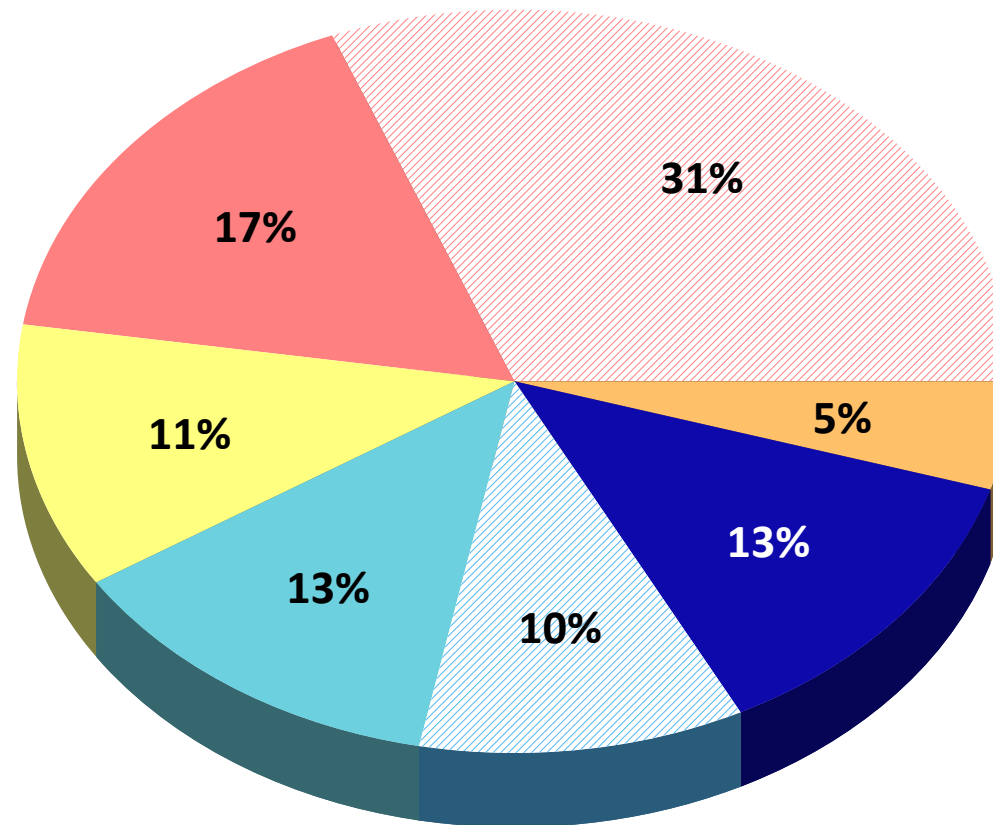
Q21. How willing would you be to pay fees instead of taxes to pay for improvements to Town services that you use or benefit from?

by percentage of respondents



Q26. Demographics: Approximately how many years have you lived in Hillsborough?

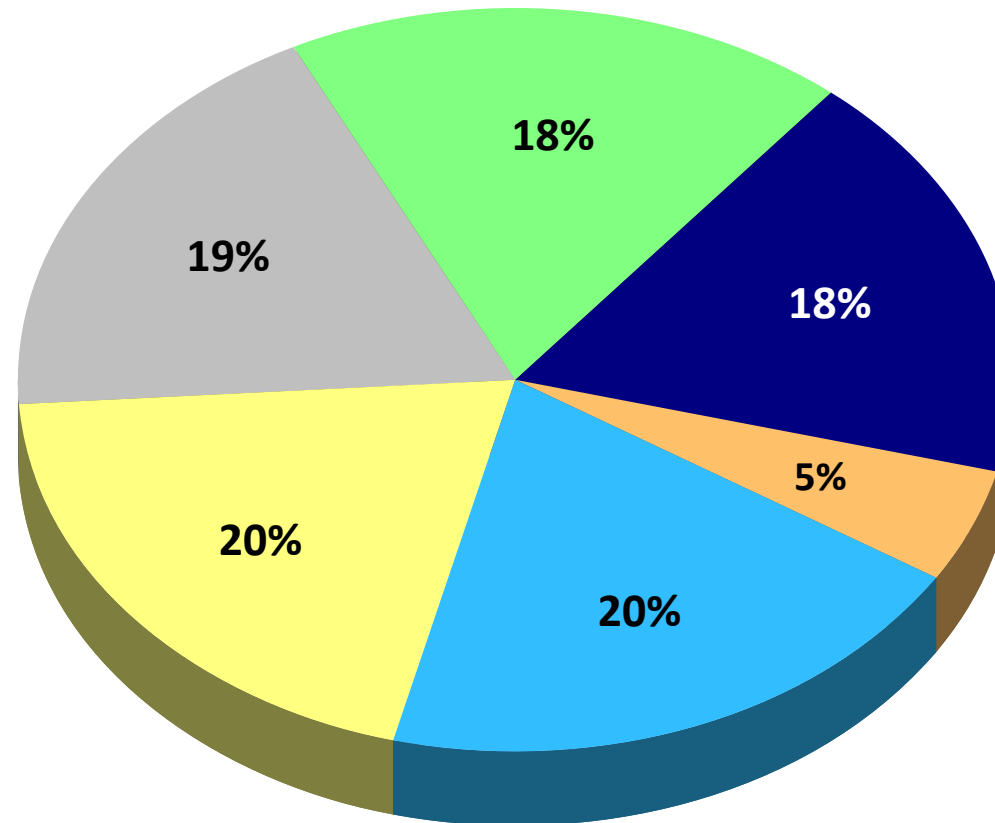
by percentage of respondents



5 years or less 6-10 years 11-15 years 16-20 years
21-30 years 31+ years Not provided

Q27. Demographics: What is your age?

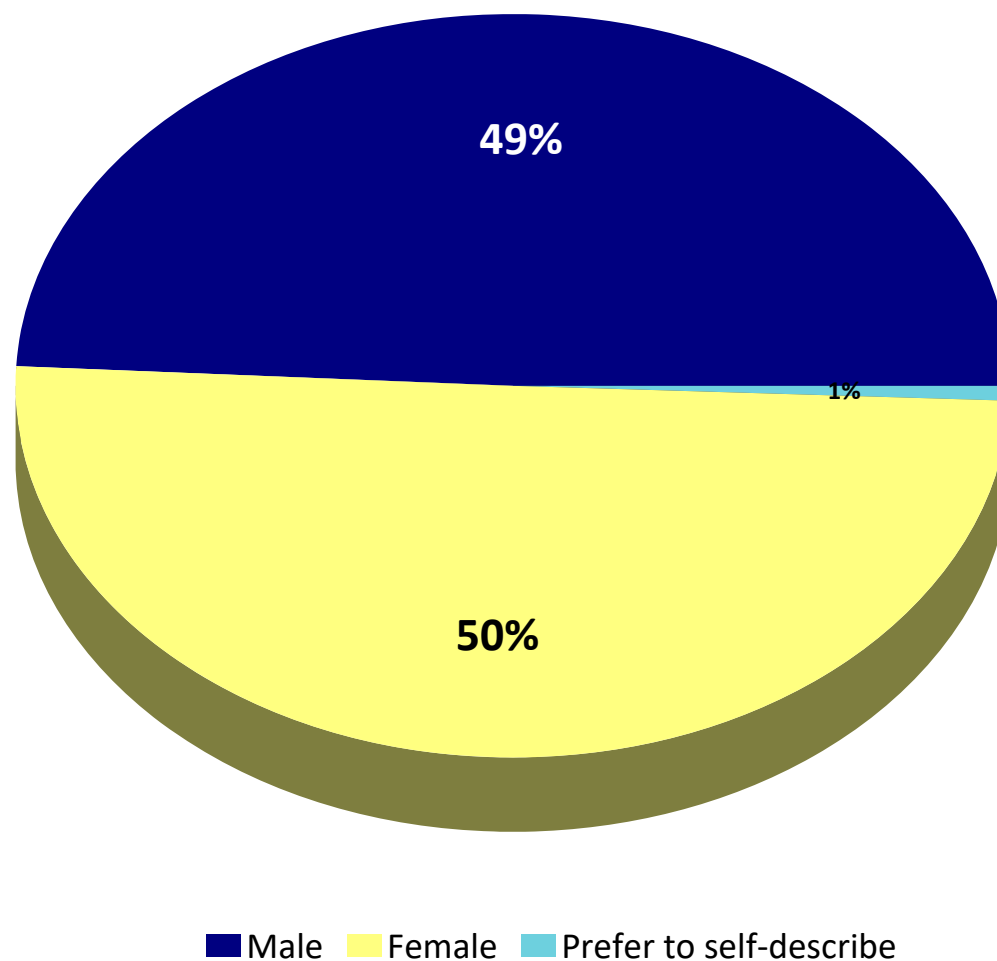
by percentage of respondents



■ Under 35 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+ ■ Not provided

Q28. Demographics: How do you identify yourself?

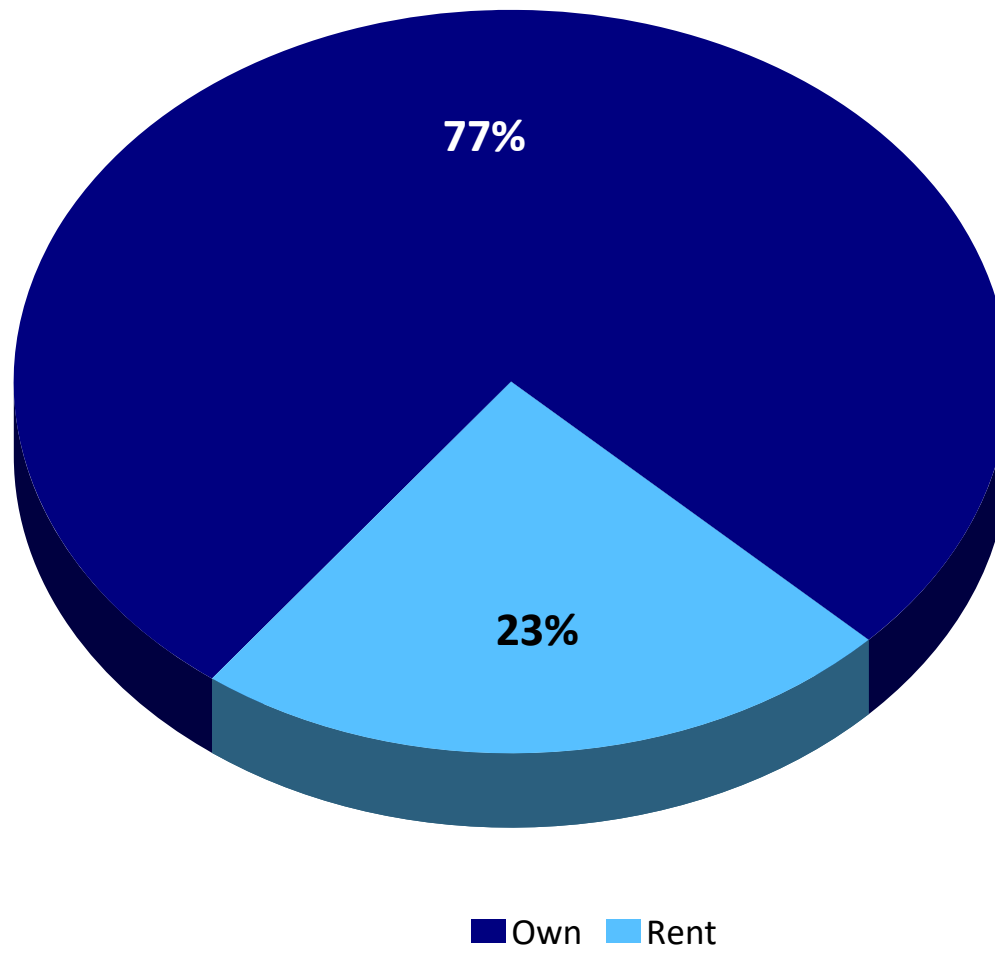
by percentage of respondents



■ Male ■ Female ■ Prefer to self-describe

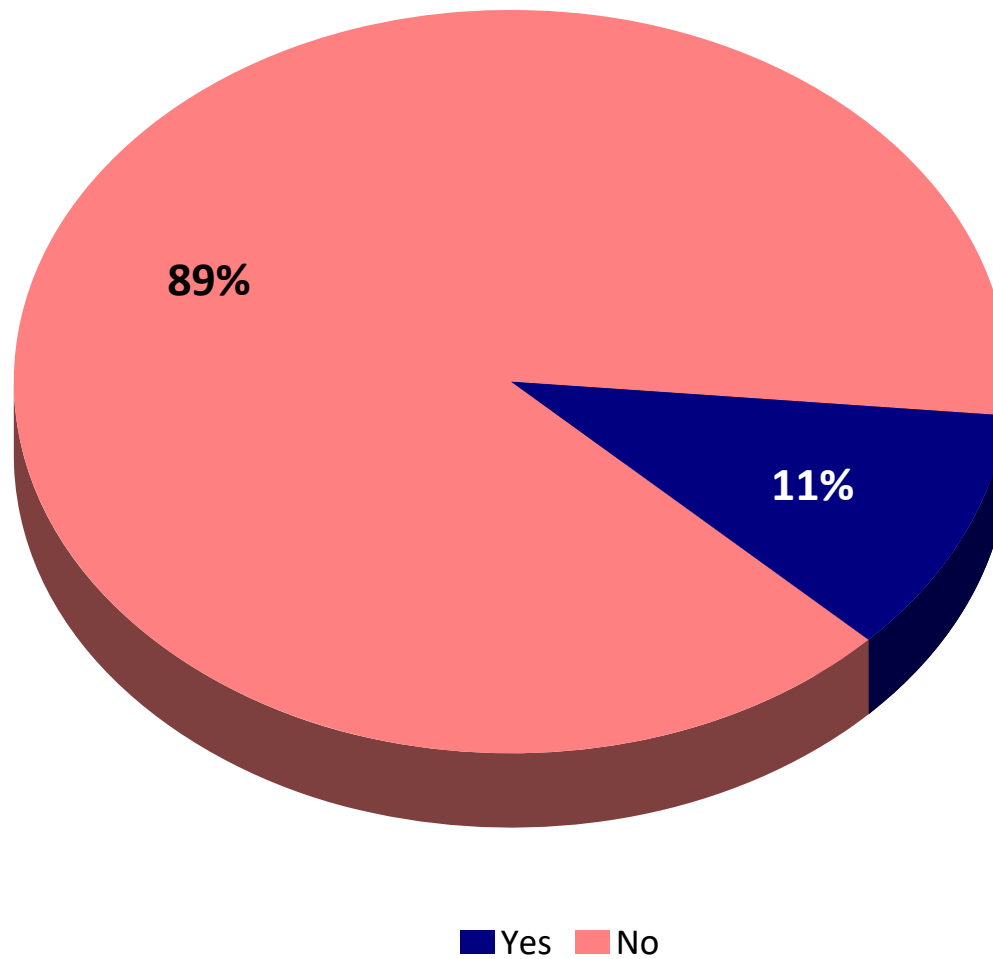
Q29. Demographics: Do you own or rent your current residence?

by percentage of respondents



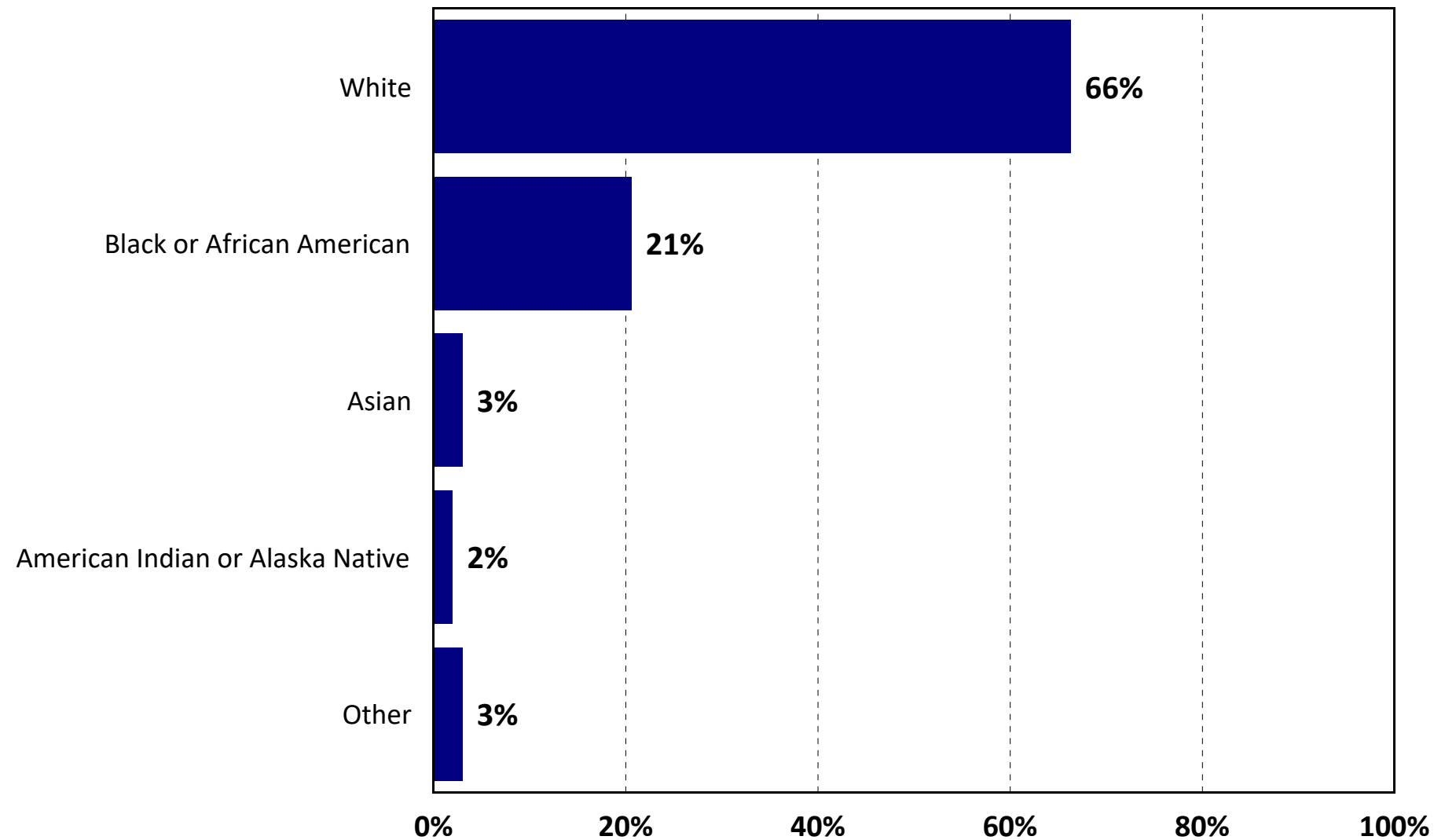
Q30. Demographics: Are you of Hispanic, Latino or Spanish ancestry?

by percentage of respondents



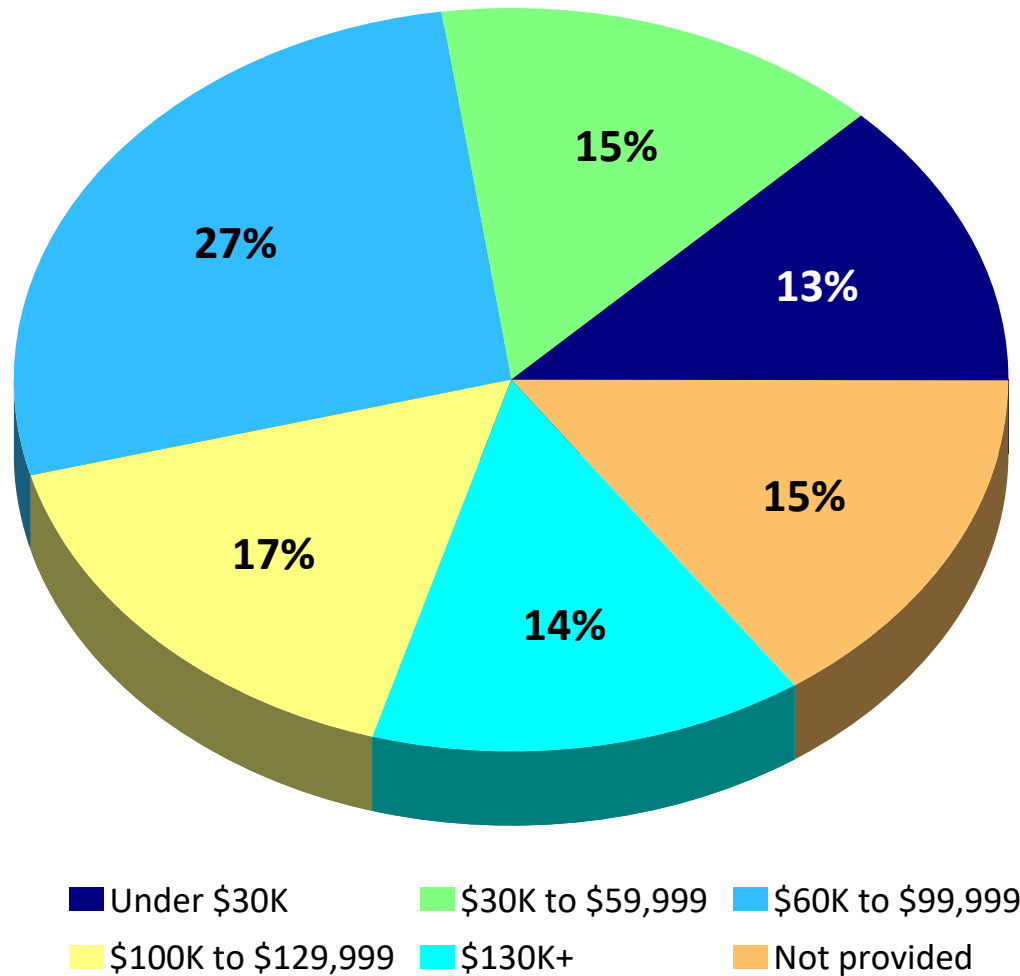
Q31. Demographics: Which of the following best describes your race?

by percentage of respondents (multiple selections could be made)



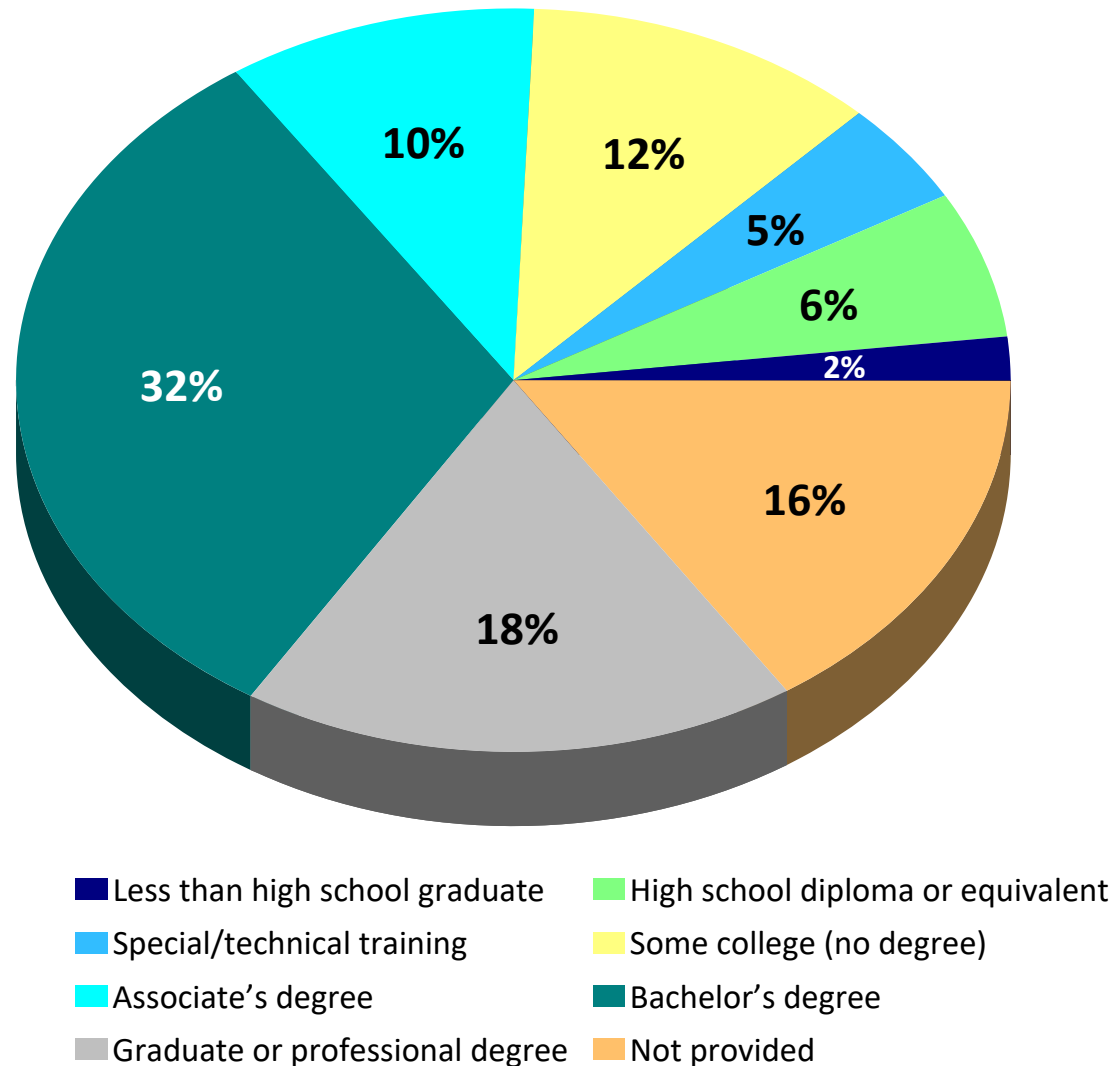
Q32. Demographics: Total Household Income

by percentage of respondents



Q33. Demographics: Which of the following is the highest level of education you have completed?

by percentage of respondents





Benchmarking Analysis

Benchmarking Analysis



Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 1,000 cities and counties in 49 states.

This report contains benchmarking data from two sources. The first source is from a national survey that was administered by ETC Institute during the winter of 2022 to a random sample of more than 9,000 residents in the continental United States. The second source is from a regional survey administered to a random sample of more than 950 residents in the Atlantic Region of the United States during the winter of 2022. The states that make up the Atlantic Region are North Carolina, Virginia, West Virginia, Delaware, Maryland, District of Columbia, and New Jersey.

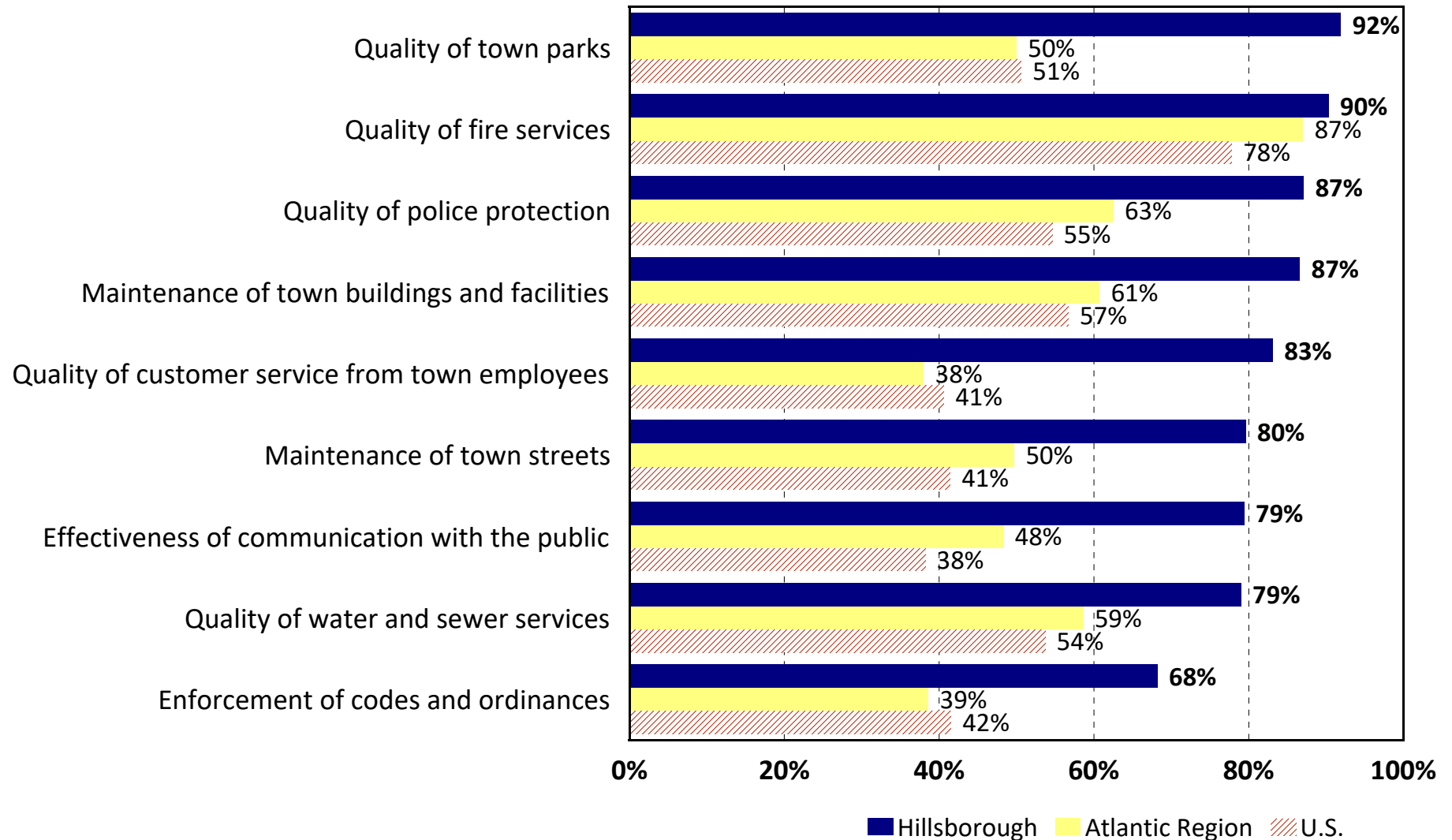
The “U.S. Average” shown in the charts reflects the overall results of ETC Institute’s national survey of more than 9,000 residents; the “Atlantic Regional Average” shown in the charts reflects the results of the regional survey of more than 950 residents in the Atlantic Region.

National Benchmarks

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the Town of Hillsborough is not authorized without written consent from ETC Institute.

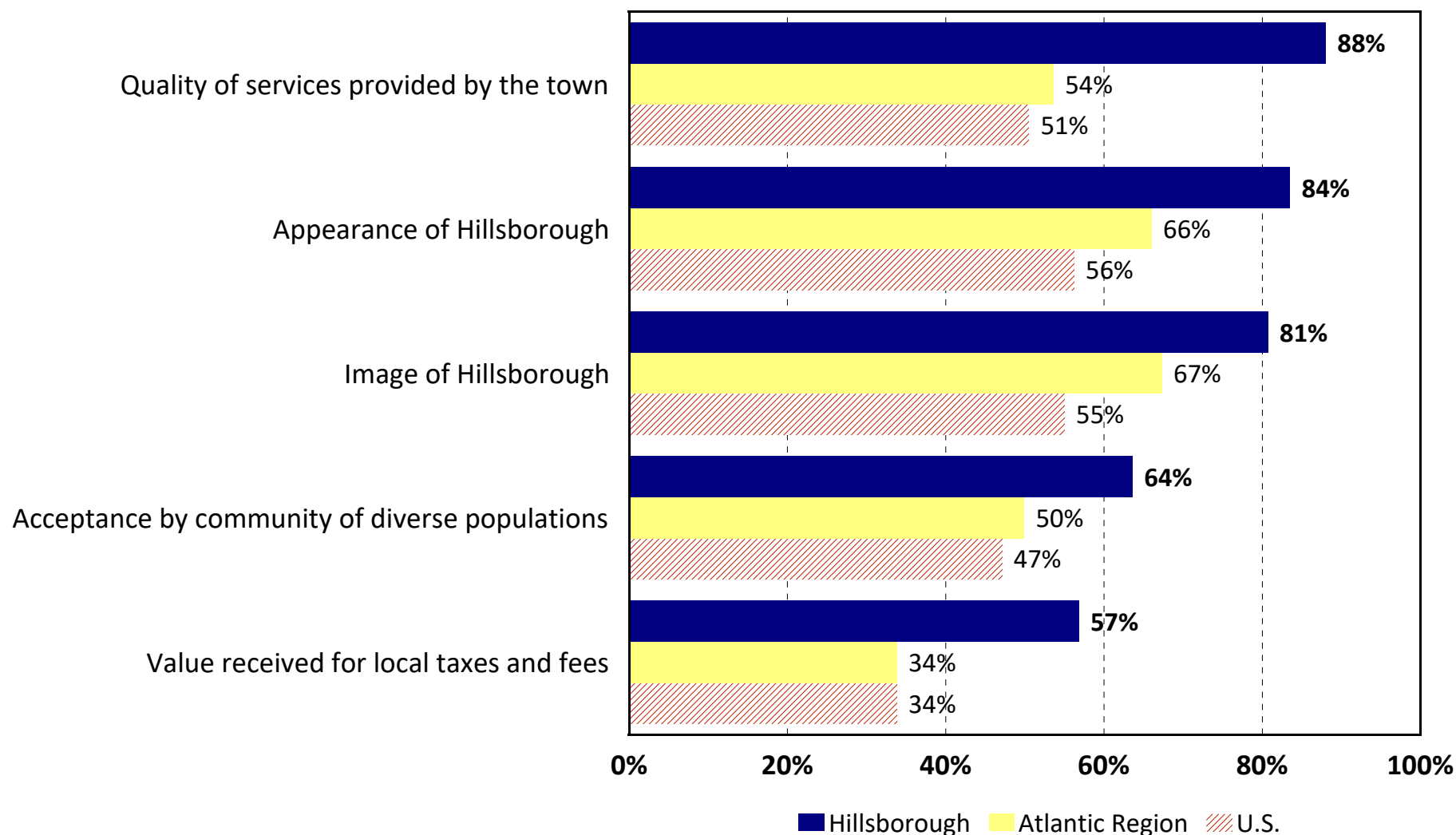
Overall Satisfaction with Town Services Hillsborough vs. Atlantic Region vs. U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Items that Influence Perceptions of the Town Hillsborough vs. Atlantic Region vs. U.S.

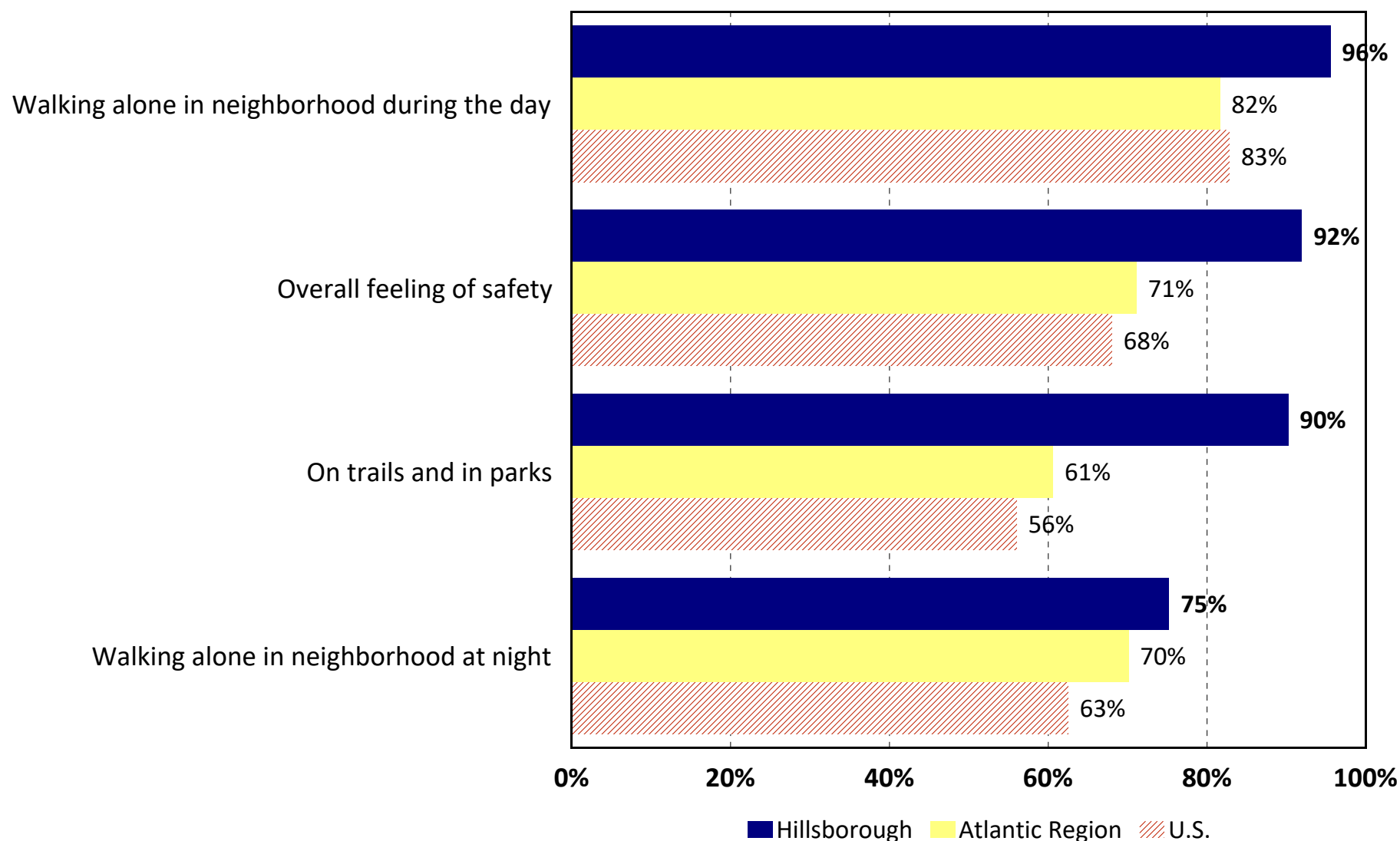
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Perceptions of Safety and Security in the Community

Hillsborough vs. Atlantic Region vs. U.S.

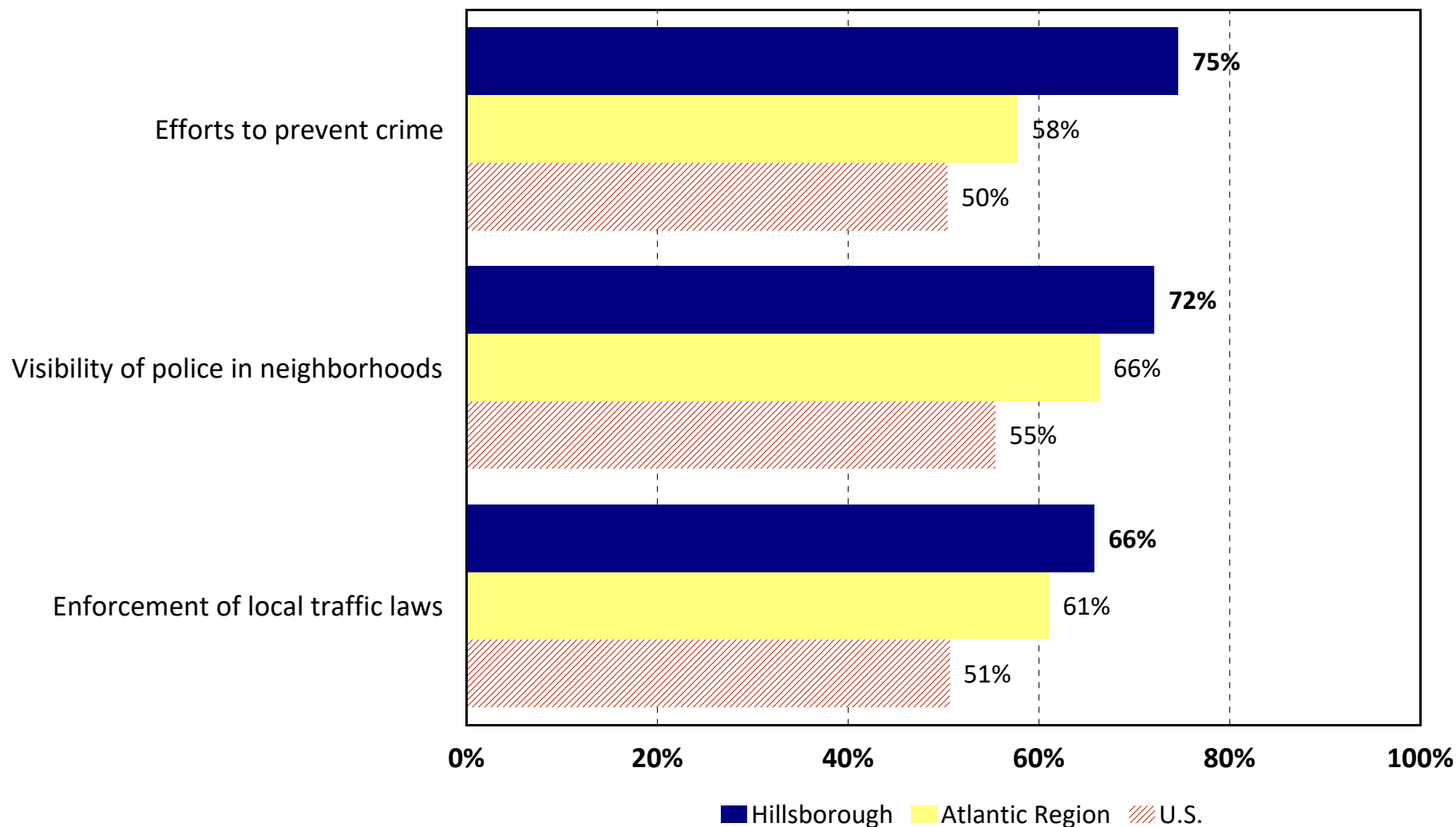
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Law Enforcement

Hillsborough vs. Atlantic Region vs. U.S.

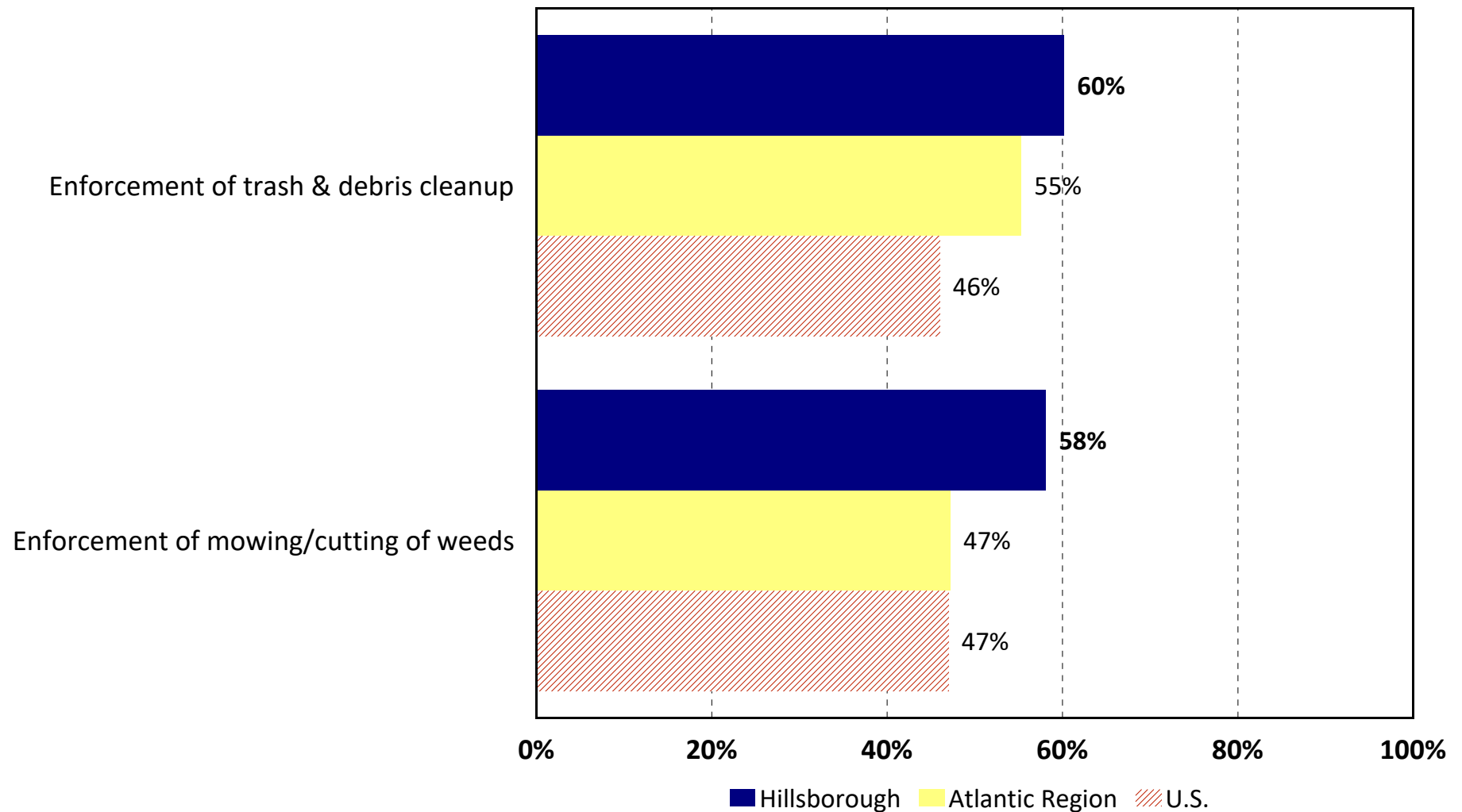
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Code Enforcement

Hillsborough vs. Atlantic Region vs. U.S.

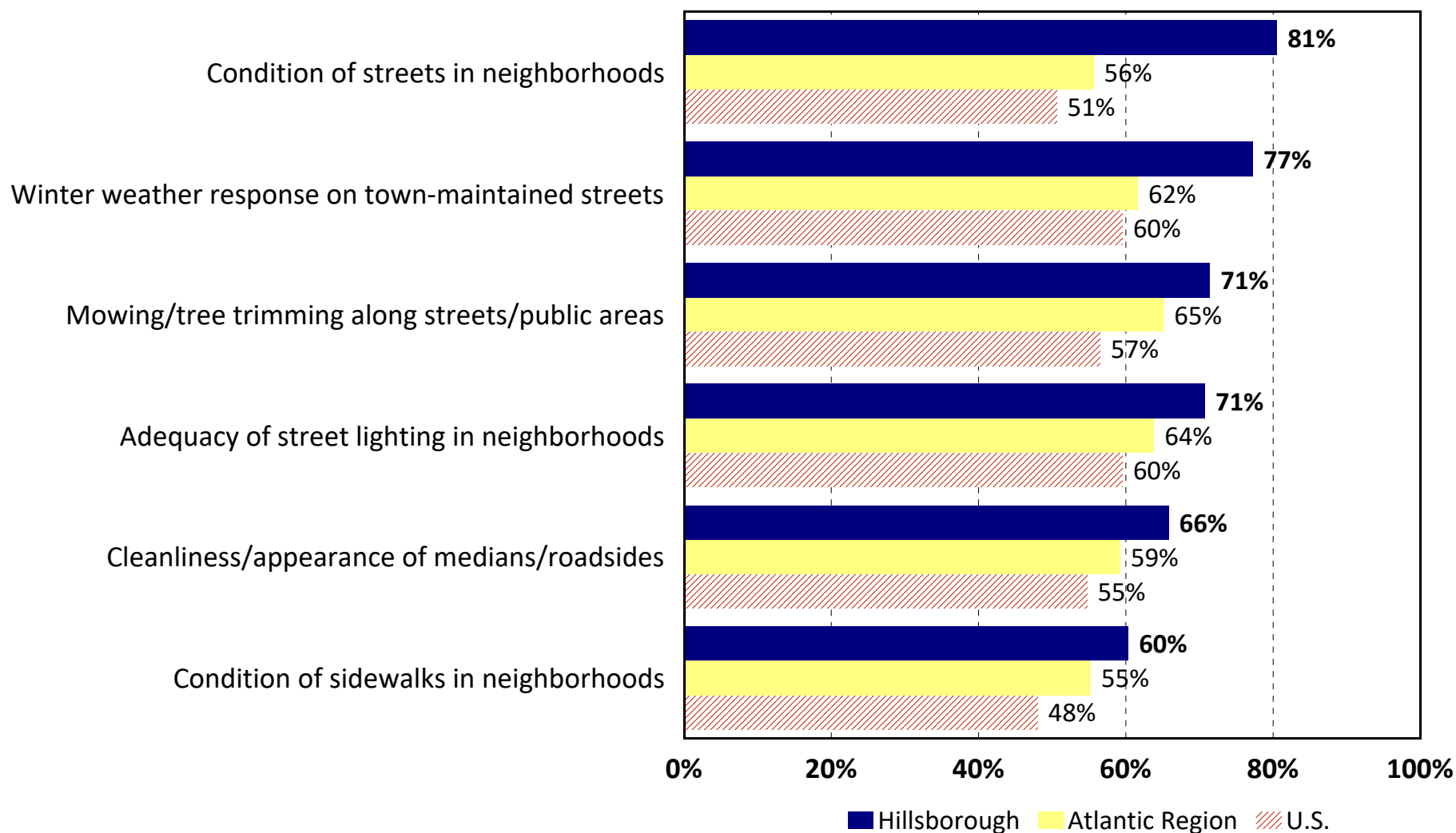
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Town Maintenance

Hillsborough vs. Atlantic Region vs. U.S.

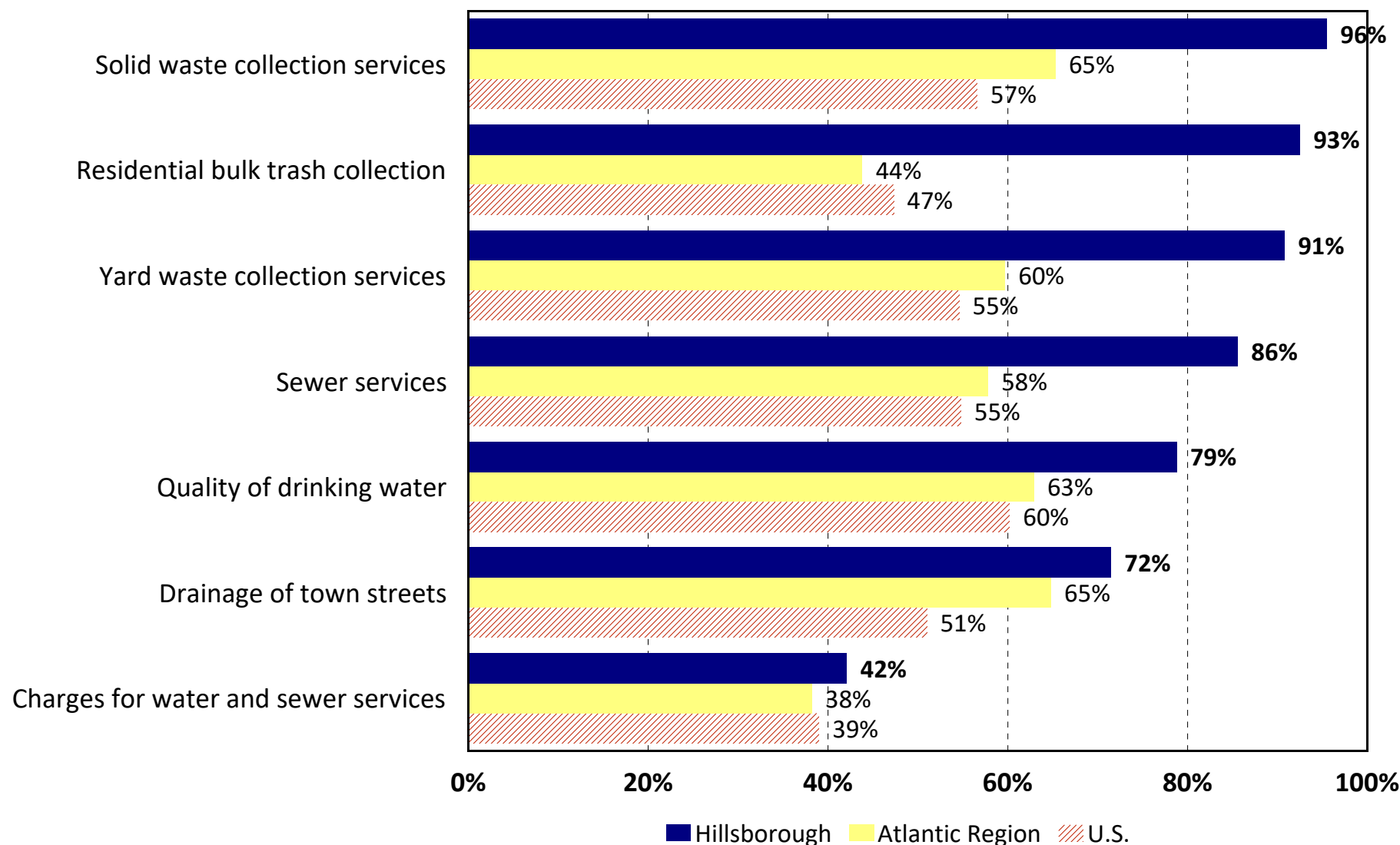
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Solid Waste and Utility Services

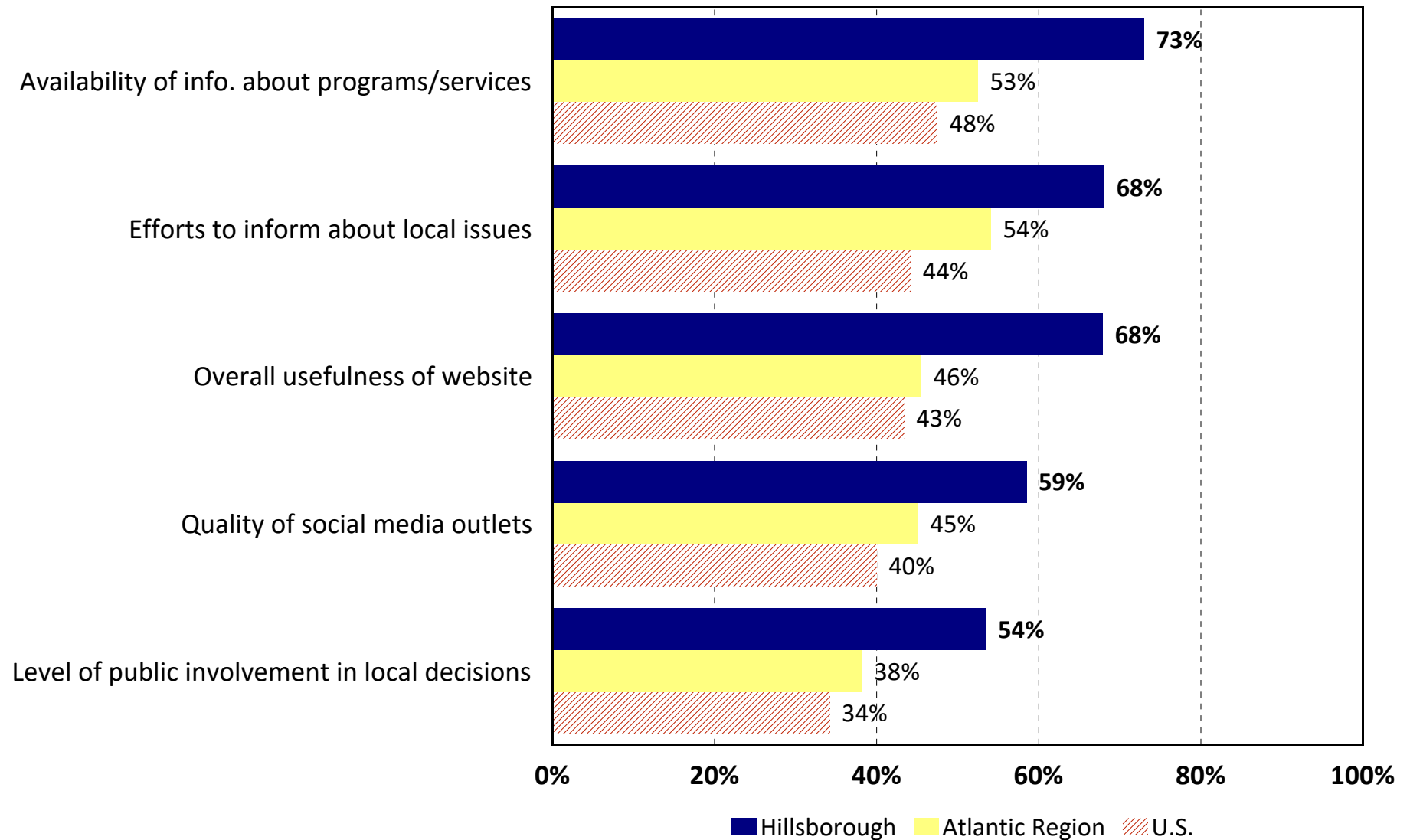
Hillsborough vs. Atlantic Region vs. U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Town Communication Hillsborough vs. Atlantic Region vs. U.S.

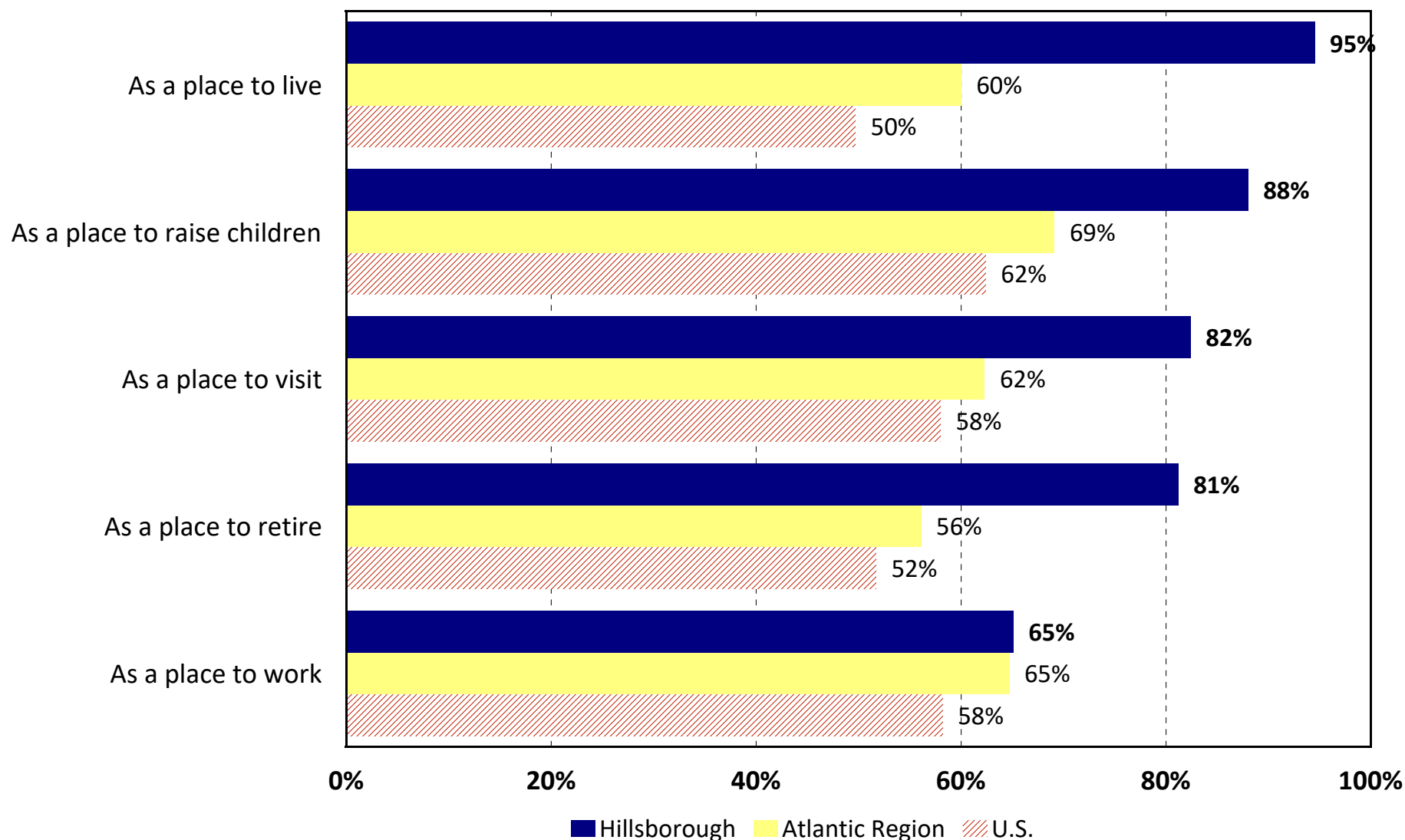
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Ratings of the Community

Hillsborough vs. Atlantic Region vs. U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



3 Importance-Satisfaction Analysis

Importance-Satisfaction Analysis



Overview

Today, community leaders have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction (I-S) rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the Town to emphasize over the next two years. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the Town's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

Example of the Calculation

Respondents were asked to identify the major Town services that were most important to their household. Nearly half (47.8%) of the respondent households selected "*maintenance of town streets*" as one of the most important services for the Town to emphasize over the next two years.

With regard to satisfaction, 79.6% of respondents surveyed rated "*maintenance of town streets*" as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 47.8% was multiplied by 20.4% (1-0.796). This calculation yielded an I-S rating of 0.0975, which ranked first out of nine major categories Town services analyzed.

Importance-Satisfaction Analysis



The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices of importance and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one of the three most important areas.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis (I-S > 0.20)
- Increase Current Emphasis (I-S = 0.10 - 0.20)
- Maintain Current Emphasis (I-S < 0.10)

Tables showing the results for the Town of Hillsborough are provided on the following pages.

2021 Importance-Satisfaction Rating

Hillsborough, NC

Major Categories of Town Services

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

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the Town's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being Very Satisfied and "1" being Very Dissatisfied.

2021 Importance-Satisfaction Rating

Hillsborough, NC

Maintenance

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>						
Condition of sidewalks in neighborhoods	26%	9	60%	8	0.1048	1
<u>Medium Priority (IS <.10)</u>						
Cleanliness/appearance of medians/roadsides	28%	7	66%	7	0.0964	2
Adequacy of street lighting in neighborhoods	21%	6	71%	6	0.0627	3
Mowing/tree trimming along streets/public areas	19%	5	71%	5	0.0538	4
Condition of streets in neighborhoods	24%	1	81%	3	0.0472	5
Winter weather response on town-maintained streets	15%	3	77%	4	0.0333	6
Condition of parks	15%	4	89%	1	0.0169	7
Condition of greenways	12%	2	87%	2	0.0156	8

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should be the Town's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being Very Satisfied and "1" being Very Dissatisfied.



Tabular Data

Q1. Overall Satisfaction with Town Services. Major categories of services provided by the Town are listed below. Please indicate how satisfied you are with each item.

(N=501)

	Very satisfied	Satisfied	Neutral	Dissatisf- ied	Very dissatisfi- ed	Don't know
Q1-1. Overall quality of police protection	40.7%	39.1%	9.0%	1.4%	1.4%	8.4%
Q1-2. Overall quality of fire services	37.7%	31.1%	7.0%	0.2%	0.2%	23.8%
Q1-3. Overall quality of Town parks	46.3%	41.9%	6.6%	1.2%	0.0%	4.0%
Q1-4. Overall maintenance of Town streets	28.1%	50.7%	13.0%	6.2%	1.0%	1.0%
Q1-5. Overall maintenance of Town buildings & facilities	28.5%	47.3%	11.2%	0.6%	0.0%	12.4%
Q1-6. Overall quality of water & sewer services	31.9%	46.1%	11.4%	7.8%	1.6%	1.2%
Q1-7. Overall enforcement of codes & ordinances	16.0%	36.3%	17.8%	5.6%	1.0%	23.4%
Q1-8. Overall quality of customer service you receive from Town employees	38.7%	34.7%	11.4%	3.2%	0.4%	11.6%
Q1-9. Overall effectiveness of communication with the public	33.5%	42.5%	15.4%	3.8%	0.6%	4.2%

WITHOUT DON'T KNOW

Q1. Overall Satisfaction with Town Services. Major categories of services provided by the Town are listed below. Please indicate how satisfied you are with each item. (without "don't know")

(N=501)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of police protection	44.4%	42.7%	9.8%	1.5%	1.5%
Q1-2. Overall quality of fire services	49.5%	40.8%	9.2%	0.3%	0.3%
Q1-3. Overall quality of Town parks	48.2%	43.7%	6.9%	1.2%	0.0%
Q1-4. Overall maintenance of Town streets	28.4%	51.2%	13.1%	6.3%	1.0%
Q1-5. Overall maintenance of Town buildings & facilities	32.6%	54.0%	12.8%	0.7%	0.0%
Q1-6. Overall quality of water & sewer services	32.3%	46.7%	11.5%	7.9%	1.6%
Q1-7. Overall enforcement of codes & ordinances	20.8%	47.4%	23.2%	7.3%	1.3%
Q1-8. Overall quality of customer service you receive from Town employees	43.8%	39.3%	12.9%	3.6%	0.5%
Q1-9. Overall effectiveness of communication with the public	35.0%	44.4%	16.0%	4.0%	0.6%

Q2. Which THREE items listed in Question 1 do you think should receive the MOST EMPHASIS from Town leaders over the next two years?

Q2. Top choice	Number	Percent
Overall quality of police protection	106	21.2 %
Overall quality of fire services	12	2.4 %
Overall quality of Town parks	62	12.4 %
Overall maintenance of Town streets	92	18.4 %
Overall maintenance of Town buildings & facilities	14	2.8 %
Overall quality of water & sewer services	97	19.4 %
Overall enforcement of codes & ordinances	20	4.0 %
Overall quality of customer service you receive from Town employees	15	3.0 %
Overall effectiveness of communication with the public	34	6.8 %
None chosen	49	9.8 %
Total	501	100.0 %

Q2. Which THREE items listed in Question 1 do you think should receive the MOST EMPHASIS from Town leaders over the next two years?

Q2. 2nd choice	Number	Percent
Overall quality of police protection	38	7.6 %
Overall quality of fire services	44	8.8 %
Overall quality of Town parks	74	14.8 %
Overall maintenance of Town streets	79	15.8 %
Overall maintenance of Town buildings & facilities	23	4.6 %
Overall quality of water & sewer services	71	14.2 %
Overall enforcement of codes & ordinances	36	7.2 %
Overall quality of customer service you receive from Town employees	20	4.0 %
Overall effectiveness of communication with the public	41	8.2 %
None chosen	75	15.0 %
Total	501	100.0 %

Q2. Which THREE items listed in Question 1 do you think should receive the MOST EMPHASIS from Town leaders over the next two years?

Q2. 3rd choice	Number	Percent
Overall quality of police protection	41	8.2 %
Overall quality of fire services	20	4.0 %
Overall quality of Town parks	56	11.2 %
Overall maintenance of Town streets	68	13.6 %
Overall maintenance of Town buildings & facilities	19	3.8 %
Overall quality of water & sewer services	64	12.8 %
Overall enforcement of codes & ordinances	35	7.0 %
Overall quality of customer service you receive from Town employees	24	4.8 %
Overall effectiveness of communication with the public	59	11.8 %
None chosen	115	23.0 %
Total	501	100.0 %

SUM OF TOP 3 CHOICES

Q2. Which THREE items listed in Question 1 do you think should receive the MOST EMPHASIS from Town leaders over the next two years? (top 3)

Q2. Sum of Top 3 Choices	Number	Percent
Overall quality of police protection	185	36.9 %
Overall quality of fire services	76	15.2 %
Overall quality of Town parks	192	38.3 %
Overall maintenance of Town streets	239	47.7 %
Overall maintenance of Town buildings & facilities	56	11.2 %
Overall quality of water & sewer services	232	46.3 %
Overall enforcement of codes & ordinances	91	18.2 %
Overall quality of customer service you receive from Town employees	59	11.8 %
Overall effectiveness of communication with the public	134	26.7 %
None chosen	49	9.8 %
Total	1313	

Q3. Perception of Hillsborough. Several items that may influence your perception of Hillsborough are listed below. Please indicate how satisfied you are with each item.

(N=501)

	Very satisfied	Satisfied	Neutral	Dissatisf- ied	Very dissatisfi- ed	Don't know
Q3-1. Overall quality of services provided by Town	33.5%	51.7%	10.0%	1.6%	0.0%	3.2%
Q3-2. Overall appearance of Hillsborough	33.5%	49.1%	11.0%	4.6%	0.8%	1.0%
Q3-3. Overall acceptance by the community of diverse populations	22.4%	36.9%	22.0%	10.4%	1.6%	6.8%
Q3-4. Overall image of Hillsborough	31.9%	46.9%	13.8%	4.6%	0.6%	2.2%
Q3-5. Overall quality of life in Hillsborough	39.1%	47.3%	8.4%	4.0%	0.4%	0.8%
Q3-6. Overall quality of life in your neighborhood	47.3%	37.9%	9.4%	3.0%	0.8%	1.6%
Q3-7. Overall availability of arts & cultural offerings within Hillsborough	32.1%	42.3%	16.0%	3.6%	0.4%	5.6%
Q3-8. Overall ease of travel within Hillsborough	9.0%	31.1%	20.2%	27.9%	10.6%	1.2%
Q3-9. Overall value received for your local taxes & fees	13.8%	39.9%	21.4%	13.0%	6.6%	5.4%

WITHOUT DON'T KNOW

Q3. Perception of Hillsborough. Several items that may influence your perception of Hillsborough are listed below. Please indicate how satisfied you are with each item. (without "don't know")

(N=501)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall quality of services provided by Town	34.6%	53.4%	10.3%	1.6%	0.0%
Q3-2. Overall appearance of Hillsborough	33.9%	49.6%	11.1%	4.6%	0.8%
Q3-3. Overall acceptance by the community of diverse populations	24.0%	39.6%	23.6%	11.1%	1.7%
Q3-4. Overall image of Hillsborough	32.7%	48.0%	14.1%	4.7%	0.6%
Q3-5. Overall quality of life in Hillsborough	39.4%	47.7%	8.5%	4.0%	0.4%
Q3-6. Overall quality of life in your neighborhood	48.1%	38.5%	9.5%	3.0%	0.8%
Q3-7. Overall availability of arts & cultural offerings within Hillsborough	34.0%	44.8%	16.9%	3.8%	0.4%
Q3-8. Overall ease of travel within Hillsborough	9.1%	31.5%	20.4%	28.3%	10.7%
Q3-9. Overall value received for your local taxes & fees	14.6%	42.2%	22.6%	13.7%	7.0%

Q4. Perception of Safety and Security. Please indicate how safe you feel in following areas.

(N=501)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q4-1. In Downtown Hillsborough during the day	77.4%	19.4%	2.0%	0.4%	0.0%	0.8%
Q4-2. In Downtown Hillsborough at night	37.1%	46.1%	8.2%	2.6%	0.6%	5.4%
Q4-3. In Hillsborough overall	42.3%	48.5%	7.0%	1.0%	0.0%	1.2%
Q4-4. On Riverwalk trails & in Town parks	36.7%	46.7%	7.4%	1.2%	0.4%	7.6%
Q4-5. When walking alone in your neighborhood during the day	70.9%	23.2%	3.6%	0.8%	0.0%	1.6%
Q4-6. When walking alone in your neighborhood at night	31.9%	39.5%	15.6%	6.4%	1.6%	5.0%

WITHOUT DON'T KNOW**Q4. Perception of Safety and Security. Please indicate how safe you feel in following areas. (without "don't know")**

(N=501)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q4-1. In Downtown Hillsborough during the day	78.1%	19.5%	2.0%	0.4%	0.0%
Q4-2. In Downtown Hillsborough at night	39.2%	48.7%	8.6%	2.7%	0.6%
Q4-3. In Hillsborough overall	42.8%	49.1%	7.1%	1.0%	0.0%
Q4-4. On Riverwalk trails & in Town parks	39.7%	50.5%	8.0%	1.3%	0.4%
Q4-5. When walking alone in your neighborhood during the day	72.0%	23.5%	3.7%	0.8%	0.0%
Q4-6. When walking alone in your neighborhood at night	33.6%	41.6%	16.4%	6.7%	1.7%

Q5. Law Enforcement Services. Please indicate how satisfied you are with each item.

(N=501)

	Very satisfied	Satisfied	Neutral	Dissatisf- ied	Very dissatisfi- ed	Don't know
Q5-1. Overall police relationship with your neighborhood	36.1%	37.7%	12.2%	2.8%	1.8%	9.4%
Q5-2. Visibility of police in neighborhoods	27.9%	39.7%	18.8%	5.8%	1.6%	6.2%
Q5-3. Town's efforts to prevent crime	22.4%	36.1%	15.6%	2.8%	1.6%	21.6%
Q5-4. Enforcement of local traffic laws	19.2%	37.3%	18.0%	8.0%	3.4%	14.2%

WITHOUT DON'T KNOW**Q5. Law Enforcement Services. Please indicate how satisfied you are with each item. (without "don't know")**

(N=501)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Overall police relationship with your neighborhood	39.9%	41.6%	13.4%	3.1%	2.0%
Q5-2. Visibility of police in neighborhoods	29.8%	42.3%	20.0%	6.2%	1.7%
Q5-3. Town's efforts to prevent crime	28.5%	46.1%	19.8%	3.6%	2.0%
Q5-4. Enforcement of local traffic laws	22.3%	43.5%	20.9%	9.3%	4.0%

Q6. Parks and Recreation. Please indicate how satisfied you are with each item.

(N=501)

	Very satisfied	Satisfied	Neutral	Dissatisf- ied	Very dissatisfi- ed	Don't know
Q6-1. Availability of greenways & trails	47.9%	36.1%	8.0%	3.8%	0.2%	4.0%
Q6-2. Availability of parks	44.1%	41.9%	7.2%	3.0%	0.2%	3.6%
Q6-3. Availability of playgrounds	35.9%	32.3%	11.8%	3.0%	0.2%	16.8%

WITHOUT DON'T KNOW**Q6. Parks and Recreation. Please indicate how satisfied you are with each item. (without "don't know")**

(N=501)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Availability of greenways & trails	49.9%	37.6%	8.3%	4.0%	0.2%
Q6-2. Availability of parks	45.8%	43.5%	7.5%	3.1%	0.2%
Q6-3. Availability of playgrounds	43.2%	38.8%	14.1%	3.6%	0.2%

Q7. Code Enforcement. Please indicate how satisfied you are with each item.

(N=501)

	Very satisfied	Satisfied	Neutral	Dissatisf- ied	Very dissatisfi- ed	Don't know
Q7-1. Enforcement of trash & debris cleanup on private property	17.6%	31.3%	18.8%	10.4%	3.2%	18.8%
Q7-2. Enforcement of mowing & cutting of weeds on private property	14.8%	29.5%	23.0%	6.6%	2.4%	23.8%

WITHOUT DON'T KNOW**Q7. Code Enforcement. Please indicate how satisfied you are with each item. (without "don't know")**

(N=501)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Enforcement of trash & debris cleanup on private property	21.6%	38.6%	23.1%	12.8%	3.9%
Q7-2. Enforcement of mowing & cutting of weeds on private property	19.4%	38.7%	30.1%	8.6%	3.1%

Q8. Parking and Transit. Please indicate how satisfied you are with each item.

(N=501)

	Very satisfied	Satisfied	Neutral	Dissatisf- ied	Very dissatisfi- ed	Don't know
Q8-1. Convenience of Downtown parking	20.2%	46.3%	18.0%	11.2%	3.4%	1.0%
Q8-2. Ease of travel by walking to key destinations	25.9%	42.9%	12.8%	11.8%	4.8%	1.8%
Q8-3. Ease of travel by driving to key destinations	18.4%	40.7%	20.8%	16.2%	2.8%	1.2%
Q8-4. Ease of travel by biking to key destinations	6.8%	11.0%	19.0%	17.0%	8.0%	38.3%
Q8-5. Ease of travel by public transit (GoTriangle & Orange County Public Transportation) to key destinations	5.8%	10.4%	15.8%	9.6%	3.6%	54.9%

WITHOUT DON'T KNOW**Q8. Parking and Transit. Please indicate how satisfied you are with each item. (without "don't know")**

(N=501)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-1. Convenience of Downtown parking	20.4%	46.8%	18.1%	11.3%	3.4%
Q8-2. Ease of travel by walking to key destinations	26.4%	43.7%	13.0%	12.0%	4.9%
Q8-3. Ease of travel by driving to key destinations	18.6%	41.2%	21.0%	16.4%	2.8%
Q8-4. Ease of travel by biking to key destinations	11.0%	17.8%	30.7%	27.5%	12.9%
Q8-5. Ease of travel by public transit (GoTriangle & Orange County Public Transportation) to key destinations	12.8%	23.0%	35.0%	21.2%	8.0%

Q9. Maintenance. Please indicate how satisfied you are with each item.

(N=501)

	Very satisfied	Satisfied	Neutral	Dissatisf- ied	Very dissatisfi- ed	Don't know
Q9-1. Condition of streets in your neighborhood	26.1%	53.9%	10.6%	7.2%	1.6%	0.6%
Q9-2. Condition of sidewalks in your neighborhood	19.8%	30.1%	14.0%	10.6%	8.4%	17.2%
Q9-3. Cleanliness & appearance of medians & roadsides	16.6%	48.3%	20.8%	10.0%	3.0%	1.4%
Q9-4. Mowing & tree trimming along streets & other public areas	20.4%	49.3%	20.0%	6.6%	1.4%	2.4%
Q9-5. Adequacy of street lighting in your neighborhood	27.1%	42.9%	14.8%	10.6%	3.8%	0.8%
Q9-6. Winter weather response on Town maintained streets	26.9%	41.5%	15.4%	4.4%	0.4%	11.4%
Q9-7. Condition of parks	35.5%	47.3%	9.4%	1.2%	0.0%	6.6%
Q9-8. Condition of greenways	35.1%	43.5%	10.0%	1.4%	0.6%	9.4%

WITHOUT DON'T KNOW**Q9. Maintenance. Please indicate how satisfied you are with each item. (without "don't know")**

(N=501)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Condition of streets in your neighborhood	26.3%	54.2%	10.6%	7.2%	1.6%
Q9-2. Condition of sidewalks in your neighborhood	23.9%	36.4%	16.9%	12.8%	10.1%
Q9-3. Cleanliness & appearance of medians & roadsides	16.8%	49.0%	21.1%	10.1%	3.0%
Q9-4. Mowing & tree trimming along streets & other public areas	20.9%	50.5%	20.4%	6.7%	1.4%
Q9-5. Adequacy of street lighting in your neighborhood	27.4%	43.3%	14.9%	10.7%	3.8%
Q9-6. Winter weather response on Town maintained streets	30.4%	46.8%	17.3%	5.0%	0.5%
Q9-7. Condition of parks	38.0%	50.6%	10.0%	1.3%	0.0%
Q9-8. Condition of greenways	38.8%	48.0%	11.0%	1.5%	0.7%

Q10. Which TWO maintenance items listed in Question 9 do you think should receive the MOST EMPHASIS from Town leaders over the next two years?

Q10. Top choice	Number	Percent
Condition of streets in your neighborhood	77	15.4 %
Condition of sidewalks in your neighborhood	86	17.2 %
Cleanliness & appearance of medians & roadsides	79	15.8 %
Mowing & tree trimming along streets & other public areas	39	7.8 %
Adequacy of street lighting in your neighborhood	57	11.4 %
Winter weather response on Town maintained streets	33	6.6 %
Condition of parks	33	6.6 %
Condition of greenways	19	3.8 %
None chosen	78	15.6 %
Total	501	100.0 %

Q10. Which TWO maintenance items listed in Question 9 do you think should receive the MOST EMPHASIS from Town leaders over the next two years?

Q10. 2nd choice	Number	Percent
Condition of streets in your neighborhood	44	8.8 %
Condition of sidewalks in your neighborhood	46	9.2 %
Cleanliness & appearance of medians & roadsides	62	12.4 %
Mowing & tree trimming along streets & other public areas	55	11.0 %
Adequacy of street lighting in your neighborhood	50	10.0 %
Winter weather response on Town maintained streets	40	8.0 %
Condition of parks	41	8.2 %
Condition of greenways	40	8.0 %
None chosen	123	24.6 %
Total	501	100.0 %

SUM OF TOP 2 CHOICES**Q10. Which TWO maintenance items listed in Question 9 do you think should receive the MOST EMPHASIS from Town leaders over the next two years? (top 2)**

<u>Q10. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Condition of streets in your neighborhood	121	24.2 %
Condition of sidewalks in your neighborhood	132	26.3 %
Cleanliness & appearance of medians & roadsides	141	28.1 %
Mowing & tree trimming along streets & other public areas	94	18.8 %
Adequacy of street lighting in your neighborhood	107	21.4 %
Winter weather response on Town maintained streets	73	14.6 %
Condition of parks	74	14.8 %
Condition of greenways	59	11.8 %
None chosen	78	15.6 %
Total	879	

Q11. Solid Waste and Utility Services. Please indicate how satisfied you are with each item.

(N=501)

	Very satisfied	Satisfied	Neutral	Dissatisf- ied	Very dissatisfi- ed	Don't know
Q11-1. Solid waste collection services	55.9%	35.3%	3.2%	0.6%	0.6%	4.4%
Q11-2. Residential bulk trash collection	47.3%	31.9%	4.0%	1.8%	0.6%	14.4%
Q11-3. Yard waste (leaves/tree limbs) collection services	48.5%	30.7%	7.2%	0.8%	0.0%	12.8%
Q11-4. Quality of drinking water	35.3%	41.3%	10.4%	7.2%	3.0%	2.8%
Q11-5. Sewer services	36.1%	46.1%	10.0%	2.4%	1.4%	4.0%
Q11-6. Eno River protection	21.2%	33.1%	16.4%	2.4%	0.2%	26.7%
Q11-7. Drainage of Town streets	19.4%	42.9%	17.4%	5.8%	1.6%	13.0%
Q11-8. Ease of paying water & sewer bill	37.1%	40.5%	12.0%	5.8%	2.4%	2.2%
Q11-9. What you are charged for water & sewer services	10.4%	30.5%	24.4%	19.8%	12.2%	2.8%
Q11-10. What you are charged for stormwater services	9.2%	25.5%	26.3%	11.4%	8.6%	19.0%

WITHOUT DON'T KNOW**Q11. Solid Waste and Utility Services. Please indicate how satisfied you are with each item. (without "don't know")**

(N=501)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. Solid waste collection services	58.5%	37.0%	3.3%	0.6%	0.6%
Q11-2. Residential bulk trash collection	55.2%	37.3%	4.7%	2.1%	0.7%
Q11-3. Yard waste (leaves/tree limbs) collection services	55.6%	35.2%	8.2%	0.9%	0.0%
Q11-4. Quality of drinking water	36.3%	42.5%	10.7%	7.4%	3.1%
Q11-5. Sewer services	37.6%	48.0%	10.4%	2.5%	1.5%
Q11-6. Eno River protection	28.9%	45.2%	22.3%	3.3%	0.3%
Q11-7. Drainage of Town streets	22.2%	49.3%	20.0%	6.7%	1.8%
Q11-8. Ease of paying water & sewer bill	38.0%	41.4%	12.2%	5.9%	2.4%
Q11-9. What you are charged for water & sewer services	10.7%	31.4%	25.1%	20.3%	12.5%
Q11-10. What you are charged for stormwater services	11.3%	31.5%	32.5%	14.0%	10.6%

Q12. Development. Please indicate how satisfied you are with each item.

(N=501)

	Very satisfied	Satisfied	Neutral	Dissatisf- ied	Very dissatisfi- ed	Don't know
Q12-1. Amount of trees & shrubs retained and/or replaced on new development	7.6%	24.8%	22.6%	20.2%	8.0%	17.0%
Q12-2. Overall quality of recent residential development in Hillsborough	5.8%	26.5%	26.9%	21.8%	8.0%	11.0%
Q12-3. Overall quality of recent commercial development in Hillsborough	4.2%	22.8%	31.7%	17.6%	6.8%	17.0%
Q12-4. Protection of historic district & local landmarks	21.2%	46.9%	16.2%	4.8%	2.2%	8.8%
Q12-5. Ability to find housing you can afford in Hillsborough	5.0%	17.0%	22.4%	20.4%	17.6%	17.8%

WITHOUT DON'T KNOW**Q12. Development. Please indicate how satisfied you are with each item. (without "don't know")**

(N=501)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Amount of trees & shrubs retained and/or replaced on new development	9.1%	29.8%	27.2%	24.3%	9.6%
Q12-2. Overall quality of recent residential development in Hillsborough	6.5%	29.8%	30.3%	24.4%	9.0%
Q12-3. Overall quality of recent commercial development in Hillsborough	5.0%	27.4%	38.2%	21.2%	8.2%
Q12-4. Protection of historic district & local landmarks	23.2%	51.4%	17.7%	5.3%	2.4%
Q12-5. Ability to find housing you can afford in Hillsborough	6.1%	20.6%	27.2%	24.8%	21.4%

Q13. During the past year, have you or other members of your household contacted employees of the Town of Hillsborough to seek services, ask a question, or file a complaint?

Q13. Have you contacted Town employees to seek services, ask a question, or file a complaint	Number	Percent
Yes	218	43.5 %
No	283	56.5 %
Total	501	100.0 %

Q13a. If "YES" to Question 13, how satisfied are you with the Town employees you have contacted with regard to each following item?

(N=218)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13a-1. How easy employees were to contact	40.8%	33.0%	11.5%	8.7%	3.7%	2.3%
Q13a-2. Courtesy of employees	57.3%	29.4%	4.6%	4.1%	1.8%	2.8%
Q13a-3. Accuracy of information & assistance you were given	47.7%	29.8%	11.9%	4.6%	2.3%	3.7%
Q13a-4. Time it took for your request to be completed	39.4%	30.7%	12.8%	9.2%	4.1%	3.7%
Q13a-5. How well your issue was handled	42.7%	26.6%	14.2%	9.2%	3.7%	3.7%
Q13a-6. Resolution to your issue or concern	43.6%	23.4%	16.1%	8.3%	5.0%	3.7%

WITHOUT DON'T KNOW**Q13a. If "YES" to Question 13, how satisfied are you with the Town employees you have contacted with regard to each following item? (without "don't know")**

(N=218)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13a-1. How easy employees were to contact	41.8%	33.8%	11.7%	8.9%	3.8%
Q13a-2. Courtesy of employees	59.0%	30.2%	4.7%	4.2%	1.9%
Q13a-3. Accuracy of information & assistance you were given	49.5%	31.0%	12.4%	4.8%	2.4%
Q13a-4. Time it took for your request to be completed	41.0%	31.9%	13.3%	9.5%	4.3%
Q13a-5. How well your issue was handled	44.3%	27.6%	14.8%	9.5%	3.8%
Q13a-6. Resolution to your issue or concern	45.2%	24.3%	16.7%	8.6%	5.2%

Q13b. If "YES" to Question 13, please indicate overall rating of customer service.

(N=218)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q13b-1. Water & Sewer Services	21.6%	22.9%	10.1%	5.0%	1.8%	38.5%
Q13b-2. Water & Sewer Billing & Collections	20.6%	24.3%	7.8%	9.2%	4.1%	33.9%
Q13b-3. Stormwater & Environmental Services	11.5%	14.2%	9.6%	3.7%	1.8%	59.2%
Q13b-4. Solid Waste/Public Works	22.9%	19.7%	8.7%	1.4%	1.4%	45.9%
Q13b-5. Planning/Land Development	18.3%	16.1%	12.4%	7.3%	2.8%	43.1%
Q13b-6. Parks & Public Spaces	20.2%	17.4%	8.7%	1.4%	0.9%	51.4%
Q13b-7. Police	22.0%	19.3%	10.1%	1.4%	4.1%	43.1%

WITHOUT DON'T KNOW**Q13b. If "YES" to Question 13, please indicate overall rating of customer service. (without "don't know")**

(N=218)

	Excellent	Good	Neutral	Below average	Poor
Q13b-1. Water & Sewer Services	35.1%	37.3%	16.4%	8.2%	3.0%
Q13b-2. Water & Sewer Billing & Collections	31.3%	36.8%	11.8%	13.9%	6.3%
Q13b-3. Stormwater & Environmental Services	28.1%	34.8%	23.6%	9.0%	4.5%
Q13b-4. Solid Waste/Public Works	42.4%	36.4%	16.1%	2.5%	2.5%
Q13b-5. Planning/Land Development	32.3%	28.2%	21.8%	12.9%	4.8%
Q13b-6. Parks & Public Spaces	41.5%	35.8%	17.9%	2.8%	1.9%
Q13b-7. Police	38.7%	33.9%	17.7%	2.4%	7.3%

Q14. How do you contact the Town when necessary?

<u>Q14. How do you contact Town when necessary</u>	<u>Number</u>	<u>Percent</u>
Call general Town phone number (919-732-1270)	202	40.3 %
Call a specific department, division or office	292	58.3 %
Use a contact form on Town website	158	31.5 %
Use Town website to access contact information	268	53.5 %
Contact someone you know, Mayor or board	68	13.6 %
Talk to an employee in the field	59	11.8 %
Other	8	1.6 %
Total	1055	

Q14-7. Other

<u>Q14-7. Other</u>	<u>Number</u>	<u>Percent</u>
911 for police	1	12.5 %
Called 911 & got a very quick response	1	12.5 %
Drove to the office, but it was closed due to Covid	1	12.5 %
Email	1	12.5 %
Email town contact	1	12.5 %
Google	1	12.5 %
HOA	1	12.5 %
The website doesn't have direct phone contact info or email addresses	1	12.5 %
Total	8	100.0 %

Q15. Communication and Engagement. Please indicate how satisfied you are with each item.

(N=501)

	Very satisfied	Satisfied	Neutral	Dissatisf- ied	Very dissatisfi- ed	Don't know
Q15-1. Availability of information about Town programs & services	20.4%	47.5%	19.0%	5.4%	0.8%	7.0%
Q15-2. Town efforts to keep you informed about local issues	23.0%	42.1%	21.4%	8.2%	1.0%	4.4%
Q15-3. Level of public involvement in local decisions	12.4%	31.5%	25.7%	9.8%	2.6%	18.0%
Q15-4. Quality of social media outlets	11.6%	30.7%	24.2%	5.2%	0.6%	27.7%
Q15-5. Community newsletter (with water & sewer bill)	24.4%	41.9%	18.6%	2.4%	0.6%	12.2%
Q15-6. Overall usefulness of Hillsborough website	15.2%	43.3%	21.2%	5.6%	0.8%	14.0%

WITHOUT DON'T KNOW**Q15. Communication and Engagement. Please indicate how satisfied you are with each item. (without "don't know")**

(N=501)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Availability of information about Town programs & services	21.9%	51.1%	20.4%	5.8%	0.9%
Q15-2. Town efforts to keep you informed about local issues	24.0%	44.1%	22.3%	8.6%	1.0%
Q15-3. Level of public involvement in local decisions	15.1%	38.4%	31.4%	11.9%	3.2%
Q15-4. Quality of social media outlets	16.0%	42.5%	33.4%	7.2%	0.8%
Q15-5. Community newsletter (with water & sewer bill)	27.7%	47.7%	21.1%	2.7%	0.7%
Q15-6. Overall usefulness of Hillsborough website	17.6%	50.3%	24.6%	6.5%	0.9%

Q16. How do you hear or receive information about community issues, services, and events?

Q16. How do you hear or receive information about community issues, services, & events	Number	Percent
Town website (www.hillsboroughnc.gov)	250	49.9 %
Hillsborough email subscription lists	173	34.5 %
Community newsletter (with water & sewer bill)	303	60.5 %
Social media outlets run by Town (e.g. Facebook, Nextdoor, Twitter, or YouTube pages)	212	42.3 %
Social media outlets not run by Town	145	28.9 %
Town produced brochures or pamphlets	112	22.4 %
Town representatives at events or meetings	50	10.0 %
OC Alerts emergency notification system	201	40.1 %
The News of Orange or other local newspapers	189	37.7 %
WHUP-FM or other local radio or television news	61	12.2 %
Friends or neighbors	303	60.5 %
Other	10	2.0 %
Total	2009	

Q16-12. Other

Q16-12. Other	Number	Percent
Arts council newsletter	1	10.0 %
Chamber	1	10.0 %
Communication from the schools	1	10.0 %
Community Watch	1	10.0 %
Community organizations	1	10.0 %
Email from HOA management company	1	10.0 %
Hillsborough United Methodist Church, Orange County Cooperative	1	10.0 %
Neighborhood watch	1	10.0 %
Networking	1	10.0 %
Orange County Visitors' Bureau eNewsletter	1	10.0 %
Total	10	100.0 %

Q17. What are the THREE ways you most prefer to receive information about Town issues, services, events, and emergencies?

Q17. Top choice	Number	Percent
Town website (www.hillsboroughnc.gov)	84	16.8 %
Hillsborough email subscription lists	132	26.3 %
Community newsletter (with water & sewer bill)	79	15.8 %
Social media outlets run by Town (e.g. Facebook, Nextdoor, Twitter, or YouTube pages)	65	13.0 %
Social media outlets not run by Town	6	1.2 %
Town produced brochures or pamphlets	25	5.0 %
Town representatives at events or meetings	2	0.4 %
OC Alerts emergency notification system	23	4.6 %
The News of Orange or other local newspapers	17	3.4 %
WHUP-FM or other local radio or television news	7	1.4 %
Friends or neighbors	7	1.4 %
Other	4	0.8 %
None chosen	50	10.0 %
Total	501	100.0 %

Q17. What are the THREE ways you most prefer to receive information about Town issues, services, events, and emergencies?

Q17. 2nd choice	Number	Percent
Town website (www.hillsboroughnc.gov)	57	11.4 %
Hillsborough email subscription lists	47	9.4 %
Community newsletter (with water & sewer bill)	95	19.0 %
Social media outlets run by Town (e.g. Facebook, Nextdoor, Twitter, or YouTube pages)	65	13.0 %
Social media outlets not run by Town	15	3.0 %
Town produced brochures or pamphlets	24	4.8 %
Town representatives at events or meetings	8	1.6 %
OC Alerts emergency notification system	47	9.4 %
The News of Orange or other local newspapers	37	7.4 %
WHUP-FM or other local radio or television news	8	1.6 %
Friends or neighbors	23	4.6 %
Other	3	0.6 %
None chosen	72	14.4 %
Total	501	100.0 %

Q17. What are the THREE ways you most prefer to receive information about Town issues, services, events, and emergencies?

Q17. 3rd choice	Number	Percent
Town website (www.hillsboroughnc.gov)	52	10.4 %
Hillsborough email subscription lists	18	3.6 %
Community newsletter (with water & sewer bill)	47	9.4 %
Social media outlets run by Town (e.g. Facebook, Nextdoor, Twitter, or YouTube pages)	50	10.0 %
Social media outlets not run by Town	23	4.6 %
Town produced brochures or pamphlets	27	5.4 %
Town representatives at events or meetings	15	3.0 %
OC Alerts emergency notification system	58	11.6 %
The News of Orange or other local newspapers	51	10.2 %
WHUP-FM or other local radio or television news	11	2.2 %
Friends or neighbors	29	5.8 %
Other	6	1.2 %
None chosen	114	22.8 %
Total	501	100.0 %

SUM OF TOP 3 CHOICES

Q17. What are the THREE ways you most prefer to receive information about Town issues, services, events, and emergencies? (top 3)

Q17. Sum of Top 3 Choices	Number	Percent
Town website (www.hillsboroughnc.gov)	193	38.5 %
Hillsborough email subscription lists	197	39.3 %
Community newsletter (with water & sewer bill)	221	44.1 %
Social media outlets run by Town (e.g. Facebook, Nextdoor, Twitter, or YouTube pages)	180	35.9 %
Social media outlets not run by Town	44	8.8 %
Town produced brochures or pamphlets	76	15.2 %
Town representatives at events or meetings	25	5.0 %
OC Alerts emergency notification system	128	25.5 %
The News of Orange or other local newspapers	105	21.0 %
WHUP-FM or other local radio or television news	26	5.2 %
Friends or neighbors	59	11.8 %
Other	13	2.6 %
None chosen	50	10.0 %
Total	1317	

Q18. How often do you typically go outside Hillsborough Town limits to shop?

Q18. How often do you typically go outside Town

limits to shop	Number	Percent
Every day	39	7.8 %
A few times per week	142	28.3 %
At least once a week	134	26.7 %
A few times per month	130	25.9 %
A few times per year	37	7.4 %
Seldom or never	10	2.0 %
Not provided	9	1.8 %
Total	501	100.0 %

Q19. Overall Ratings of the Community. How would you rate the Town of Hillsborough regarding the following items?

(N=501)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q19-1. As a place to live	55.5%	38.1%	3.4%	1.6%	0.4%	1.0%
Q19-2. As a place to work	18.6%	21.6%	14.6%	5.2%	1.8%	38.3%
Q19-3. As a place to play	30.7%	41.9%	14.8%	4.6%	1.6%	6.4%
Q19-4. As a place to raise children	40.1%	29.9%	7.0%	2.4%	0.2%	20.4%
Q19-5. As a place to retire	38.3%	29.9%	9.0%	5.2%	1.6%	16.0%
Q19-6. As a place to visit	34.1%	42.5%	11.4%	4.2%	0.8%	7.0%
Q19-7. As a place to start a business	9.4%	14.2%	16.6%	5.8%	4.0%	50.1%
Q19-8. As a partner with its residents	18.8%	36.9%	20.4%	4.8%	3.0%	16.2%
Q19-9. As a Town that is moving in the right direction	21.2%	35.9%	22.2%	9.0%	4.2%	7.6%

WITHOUT DON'T KNOW**Q19. Overall Ratings of the Community. How would you rate the Town of Hillsborough regarding the following items? (without "don't know")**

(N=501)

	Excellent	Good	Neutral	Below average	Poor
Q19-1. As a place to live	56.0%	38.5%	3.4%	1.6%	0.4%
Q19-2. As a place to work	30.1%	35.0%	23.6%	8.4%	2.9%
Q19-3. As a place to play	32.8%	44.8%	15.8%	4.9%	1.7%
Q19-4. As a place to raise children	50.4%	37.6%	8.8%	3.0%	0.3%
Q19-5. As a place to retire	45.6%	35.6%	10.7%	6.2%	1.9%
Q19-6. As a place to visit	36.7%	45.7%	12.2%	4.5%	0.9%
Q19-7. As a place to start a business	18.8%	28.4%	33.2%	11.6%	8.0%
Q19-8. As a partner with its residents	22.4%	44.0%	24.3%	5.7%	3.6%
Q19-9. As a Town that is moving in the right direction	22.9%	38.9%	24.0%	9.7%	4.5%

Q20. Would you be willing to pay higher taxes to support enhancements to Town services?

Q20. Would you be willing to pay higher taxes to

<u>support enhancements to Town services</u>	<u>Number</u>	<u>Percent</u>
Yes, I would be willing to pay an increase in taxes	168	33.5 %
No, I would not be willing to pay an increase in taxes	224	44.7 %
Don't know	109	21.8 %
Total	501	100.0 %

Q20a. If "YES" to Question 20: for which local government services, from the list below, would you be willing to pay higher taxes to support enhancements?

Q20a. Local government services you would be willing to pay higher taxes to support

	<u>Number</u>	<u>Percent</u>
Road improvements	71	42.3 %
Town buildings & facilities	34	20.2 %
Trails & greenways	119	70.8 %
Public safety facilities & staffing	53	31.5 %
Construction of new sidewalks	111	66.1 %
Affordable housing	92	54.8 %
Parking facilities	39	23.2 %
Total	519	

Q21. How willing would you be to pay fees instead of taxes to pay for improvements to Town services that you use or benefit from?

Q21. How willing would you be to pay fees instead of taxes to pay for improvements to Town services

	<u>Number</u>	<u>Percent</u>
Very willing	44	8.8 %
Willing	122	24.4 %
Not sure	218	43.5 %
Not willing	108	21.6 %
Not provided	9	1.8 %
Total	501	100.0 %

Q26. Approximately how many years have you lived in Hillsborough?

Q26. How many years have you lived in

<u>Hillsborough</u>	<u>Number</u>	<u>Percent</u>
0-5	155	30.9 %
6-10	84	16.8 %
11-15	57	11.4 %
16-20	65	13.0 %
21-30	52	10.4 %
31+	65	13.0 %
<u>Not provided</u>	<u>23</u>	<u>4.6 %</u>
Total	501	100.0 %

Q27. What is your age?

<u>Q27. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	90	18.0 %
35-44	91	18.2 %
45-54	94	18.8 %
55-64	101	20.2 %
65+	100	20.0 %
<u>Not provided</u>	<u>25</u>	<u>5.0 %</u>
Total	501	100.0 %

Q28. How do you identify yourself?

Q28. Your gender	Number	Percent
Male	243	48.5 %
Female	248	49.5 %
Prefer to self-describe	3	0.6 %
Prefer not to answer	7	1.4 %
Total	501	100.0 %

Q28-3. Self-describe your gender:

Q28-3. Self-describe your gender	Number	Percent
Gender fluid	1	33.3 %
Non-binary	2	66.7 %
Total	3	100.0 %

Q29. Do you own or rent your current residence?

Q29. Do you own or rent your current residence	Number	Percent
Own	385	76.8 %
Rent	115	23.0 %
Not provided	1	0.2 %
Total	501	100.0 %

Q30. Are you of Hispanic, Latino or Spanish ancestry?

Q30. Are you of Hispanic, Latino, or Spanish ancestry	Number	Percent
Yes	54	10.8 %
No	444	88.6 %
Not provided	3	0.6 %
Total	501	100.0 %

Q31. Which of the following best describes your race?

Q31. Your race	Number	Percent
American Indian or Alaska Native	10	2.0 %
Asian	15	3.0 %
Black or African American	103	20.6 %
White	332	66.3 %
Other	15	3.0 %
Total	475	

Q31-6. Self-describe your race:

Q31-6. Self-describe your race	Number	Percent
Cuban	1	6.7 %
English, Irish, Welch, Native American, German	1	6.7 %
Guyanese	1	6.7 %
Hispanic	5	33.3 %
Iberian/African	1	6.7 %
Mixed	3	20.0 %
More than one	1	6.7 %
Multi race	1	6.7 %
Semitic	1	6.7 %
Total	15	100.0 %

Q32. Would you say your total annual household income is:

Q32. What is your total household income	Number	Percent
Under \$30K	63	12.6 %
\$30K to \$59,999	73	14.6 %
\$60K to \$99,999	135	26.9 %
\$100K to \$129,999	83	16.6 %
\$130K+	70	14.0 %
Not provided	77	15.4 %
Total	501	100.0 %

Q33. Which of the following is the highest level of education you have completed?

Q33. What is the highest level of education you
have completed

	Number	Percent
Less than high school graduate	9	1.8 %
High school diploma or equivalent (GED)	32	6.4 %
Special/technical training (not college)	23	4.6 %
Some college (no degree)	58	11.6 %
Associate's degree	50	10.0 %
Bachelor's degree	160	31.9 %
Graduate or professional degree (master or doctorate)	90	18.0 %
Not provided	79	15.8 %
Total	501	100.0 %



Survey Instrument



TOWN OF
HILLSBOROUGH
NORTH CAROLINA

December 2021

Dear Hillsborough Resident,

Your participation is requested in an important community survey about community priorities and the quality of town programs and services. We love Hillsborough, and that means continually working to maintain what's special about our community. Our mission statement outlines our purpose as stewards of the public trust 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 have an impact on whether priorities are continued or modified and will influence what the town does in the future, including influencing the level and timing of support for priorities in the budget. These priorities will be tracked through the annual budget and operational planning process. Later this fiscal year, the mayor, town board, and staff will discuss the 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. We anticipate the survey will take 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 Administrative Services Director Jen Della Valle by phone at 919-296-9424 or by email at jen.dellavalle@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.

*Si tiene preguntas acerca de la encuesta y no habla Ingles, por favor llame al 1-844-811-0411.
Gracias.*

Sincerely,

Jenn Weaver
Mayor

Eric Peterson
Town Manager



TOWN OF HILLSBOROUGH

2021 Community Survey

Please take a few minutes to complete this survey. Your input is important to the town's ongoing effort to identify and respond to resident concerns. Many of the questions below ask you to rate each item on a scale of 1 to 5, where 5 is the highest ranking and 1 is the lowest ranking. If you don't know about a program or if you have not used a service, please mark "Don't Know" rather than "Neutral." This survey is intended for residents within Hillsborough town limits only. If you have questions, please contact the Administrative Services Department at 919-296-9424.

- 1. Overall Satisfaction with Town Services.** Major categories of services provided by the town are listed below.

	How satisfied are you with ...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of police protection	5	4	3	2	1	9
2.	Overall quality of fire services	5	4	3	2	1	9
3.	Overall quality of town parks	5	4	3	2	1	9
4.	Overall maintenance of town streets	5	4	3	2	1	9
5.	Overall maintenance of town buildings and facilities	5	4	3	2	1	9
6.	Overall quality of water and sewer services	5	4	3	2	1	9
7.	Overall enforcement of codes and ordinances	5	4	3	2	1	9
8.	Overall quality of customer service you receive from town employees	5	4	3	2	1	9
9.	Overall effectiveness of communication with the public	5	4	3	2	1	9

- 2. Which THREE items listed above do you think should receive the MOST EMPHASIS from town leaders over the next two years?** Using the numbered listing of service categories in Question 1, write the numbers for your top three choices or circle "none" below.

1st ____ 2nd ____ 3rd ____ NONE

- 3. Perception of Hillsborough.** Several items that may influence your perception of Hillsborough are listed below.

	How satisfied are you with ...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of services provided by the town	5	4	3	2	1	9
2.	Overall appearance of Hillsborough	5	4	3	2	1	9
3.	Overall acceptance by the community of diverse populations	5	4	3	2	1	9
4.	Overall image of Hillsborough	5	4	3	2	1	9
5.	Overall quality of life in Hillsborough	5	4	3	2	1	9
6.	Overall quality of life in your neighborhood	5	4	3	2	1	9
7.	Overall availability of arts and cultural offerings within Hillsborough	5	4	3	2	1	9
8.	Overall ease of travel within Hillsborough	5	4	3	2	1	9
9.	Overall value received for your local taxes and fees	5	4	3	2	1	9

4. Perception of Safety and Security.

	How safe do you feel ...	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
1.	In downtown Hillsborough during the day	5	4	3	2	1	9
2.	In downtown Hillsborough at night	5	4	3	2	1	9
3.	In Hillsborough overall	5	4	3	2	1	9
4.	On Riverwalk trails and in town parks	5	4	3	2	1	9
5.	When walking alone in your neighborhood during the day	5	4	3	2	1	9
6.	When walking alone in your neighborhood at night	5	4	3	2	1	9

5. Law Enforcement Services.

	How satisfied are you with ...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall police relationship with your neighborhood	5	4	3	2	1	9
2.	Visibility of police in neighborhoods	5	4	3	2	1	9
3.	Town's efforts to prevent crime	5	4	3	2	1	9
4.	Enforcement of local traffic laws	5	4	3	2	1	9

6. Parks and Recreation.

	How satisfied are you with ...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Availability of greenways and trails	5	4	3	2	1	9
2.	Availability of parks	5	4	3	2	1	9
3.	Availability of playgrounds	5	4	3	2	1	9

7. Code Enforcement.

	How satisfied are you with ...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Enforcement of trash and debris cleanup on private property	5	4	3	2	1	9
2.	Enforcement of mowing and cutting of weeds on private property	5	4	3	2	1	9

8. Parking and Transit.

	How satisfied are you with ...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Convenience of downtown parking	5	4	3	2	1	9
2.	Ease of travel by walking to key destinations	5	4	3	2	1	9
3.	Ease of travel by driving to key destinations	5	4	3	2	1	9
4.	Ease of travel by biking to key destinations	5	4	3	2	1	9
5.	Ease of travel by public transit (GoTriangle and Orange County Public Transportation) to key destinations	5	4	3	2	1	9

9. Maintenance.

	How satisfied are you with ...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Condition of streets in your neighborhood	5	4	3	2	1	9
2.	Condition of sidewalks in your neighborhood	5	4	3	2	1	9
3.	Cleanliness and appearance of medians and roadsides	5	4	3	2	1	9
4.	Mowing and tree trimming along streets and other public areas	5	4	3	2	1	9
5.	Adequacy of street lighting in your neighborhood	5	4	3	2	1	9
6.	Winter weather response on town-maintained streets	5	4	3	2	1	9
7.	Condition of parks	5	4	3	2	1	9
8.	Condition of greenways	5	4	3	2	1	9

- 10. Which TWO maintenance items listed above do you think should receive the MOST EMPHASIS from town leaders over the next two years?** Using the numbered listing of maintenance items in Question 9, write the numbers for your top two choices or circle "none" below.

1st ____ 2nd ____ NONE

11. Solid Waste and Utility Services.

	How satisfied are you with ...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Solid waste collection services	5	4	3	2	1	9
02.	Residential bulk trash collection	5	4	3	2	1	9
03.	Yard waste (leaves/tree limbs) collection services	5	4	3	2	1	9
04.	Quality of drinking water	5	4	3	2	1	9
05.	Sewer services	5	4	3	2	1	9
06.	Eno River protection	5	4	3	2	1	9
07.	Drainage of town streets	5	4	3	2	1	9
08.	Ease of paying water and sewer bill	5	4	3	2	1	9
09.	What you are charged for water and sewer services	5	4	3	2	1	9
10.	What you are charged for stormwater services	5	4	3	2	1	9

12. Development.

	How satisfied are you with ...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Amount of trees and shrubs retained and/or replaced on new development	5	4	3	2	1	9
2.	Overall quality of recent residential development in Hillsborough	5	4	3	2	1	9
3.	Overall quality of recent commercial development in Hillsborough	5	4	3	2	1	9
4.	Protection of historic district and local landmarks	5	4	3	2	1	9
5.	Ability to find housing you can afford in Hillsborough	5	4	3	2	1	9

13. During the past year, have you or other members of your household contacted employees of the Town of Hillsborough to seek services, ask a question, or file a complaint?

____(1) Yes (Answer Questions 13a-13b.) ____ (2) No (Skip to Question 14.)

13a. If “YES” to Question 13.

	How satisfied are you with ...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	How easy the employees were to contact	5	4	3	2	1	9
2.	Courtesy of employees	5	4	3	2	1	9
3.	Accuracy of the information and assistance you were given	5	4	3	2	1	9
4.	Time it took for your request to be completed	5	4	3	2	1	9
5.	How well your issue was handled	5	4	3	2	1	9
6.	Resolution to your issue or concern	5	4	3	2	1	9

13b. If “YES” to Question 13.

	Overall rating of customer service:	Excellent	Good	Neutral	Below Average	Poor	Don't Know
1.	Water and Sewer Services	5	4	3	2	1	9
2.	Water and Sewer Billing and Collections	5	4	3	2	1	9
3.	Stormwater and Environmental Services	5	4	3	2	1	9
4.	Solid Waste/Public Works	5	4	3	2	1	9
5.	Planning/Land Development	5	4	3	2	1	9
6.	Parks and Public Spaces	5	4	3	2	1	9
7.	Police	5	4	3	2	1	9

14. How do you contact the town when necessary? Check all that apply.

____(1) Call the general town phone number (919-732-1270) ____ (5) Contact someone you know, the mayor or board
 ____ (2) Call a specific department, division or office ____ (6) Talk to an employee in the field
 ____ (3) Use a contact form on the town website ____ (7) Other: _____
 ____ (4) Use the town website to access contact information

15. Communication and Engagement.

	How satisfied are you with ...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Availability of information about town programs and services	5	4	3	2	1	9
2.	Town efforts to keep you informed about local issues	5	4	3	2	1	9
3.	Level of public involvement in local decisions	5	4	3	2	1	9
4.	Quality of social media outlets	5	4	3	2	1	9
5.	Community newsletter (with water and sewer bill)	5	4	3	2	1	9
6.	Overall usefulness of the Hillsborough website	5	4	3	2	1	9

16. How do you hear or receive information about community issues, services, and events? Check all that apply.

- | | |
|--|---|
| <input type="checkbox"/> (01) Town website (www.hillsboroughnc.gov) | <input type="checkbox"/> (07) Town representatives at events or meetings |
| <input type="checkbox"/> (02) Hillsborough email subscription lists | <input type="checkbox"/> (08) OC Alerts emergency notification system |
| <input type="checkbox"/> (03) Community newsletter (with water and sewer bill) | <input type="checkbox"/> (09) The News of Orange or other local newspapers |
| <input type="checkbox"/> (04) Social media outlets run by the town (e.g., Facebook, Nextdoor, Twitter, or YouTube pages) | <input type="checkbox"/> (10) WHUP-FM or other local radio or television news |
| <input type="checkbox"/> (05) Social media outlets not run by the town | <input type="checkbox"/> (11) Friends or neighbors |
| <input type="checkbox"/> (06) Town-produced brochures or pamphlets | <input type="checkbox"/> (12) Other: _____ |

17. What are the THREE ways you most prefer to receive information about town issues, services, events, and emergencies? Using the numbered listing of communication methods in Question 16, write the numbers for your top three choices.

1st: _____ 2nd: _____ 3rd: _____

18. How often do you typically go outside Hillsborough town limits to shop?

- | | | |
|---|--|---|
| <input type="checkbox"/> (1) Every day | <input type="checkbox"/> (3) At least once a week | <input type="checkbox"/> (5) A few times per year |
| <input type="checkbox"/> (2) A few times per week | <input type="checkbox"/> (4) A few times per month | <input type="checkbox"/> (6) Seldom or never |

19. Overall Ratings of the Community.

	How would you rate Hillsborough:	Excellent	Good	Neutral	Below Average	Poor	Don't Know
1.	As a place to live	5	4	3	2	1	9
2.	As a place to work	5	4	3	2	1	9
3.	As a place to play	5	4	3	2	1	9
4.	As a place to raise children	5	4	3	2	1	9
5.	As a place to retire	5	4	3	2	1	9
6.	As a place to visit	5	4	3	2	1	9
7.	As a place to start a business	5	4	3	2	1	9
8.	As a partner with its residents	5	4	3	2	1	9
9.	As a town that is moving in the right direction	5	4	3	2	1	9

20. Would you be willing to pay higher taxes to support enhancements to town services? This does not include stormwater and water and sewer services, which are funded separately through fees and charges.

- | | |
|---|---|
| <input type="checkbox"/> (1) Yes, I would be willing to pay an increase in taxes <i>[Answer Q20a.]</i> | <input type="checkbox"/> (9) Don't know <i>[Skip to Q21.]</i> |
| <input type="checkbox"/> (2) No, I would not be willing to pay an increase in taxes <i>[Skip to Q21.]</i> | |

20a. If YES to Question 20, for which local government services, from the list below, would you be willing to pay higher taxes to support enhancements? Check all that apply.

- | | |
|--|--|
| <input type="checkbox"/> (1) Road improvements | <input type="checkbox"/> (5) Construction of new sidewalks |
| <input type="checkbox"/> (2) Town buildings and facilities | <input type="checkbox"/> (6) Affordable housing |
| <input type="checkbox"/> (3) Trails and greenways | <input type="checkbox"/> (7) Parking facilities |
| <input type="checkbox"/> (4) Public safety facilities and staffing | |

21. How willing would you be to pay fees instead of taxes to pay for improvements to town services that you use or benefit from?

- | | | | |
|---|--------------------------------------|---------------------------------------|--|
| <input type="checkbox"/> (1) Very willing | <input type="checkbox"/> (2) Willing | <input type="checkbox"/> (3) Not sure | <input type="checkbox"/> (4) Not willing |
|---|--------------------------------------|---------------------------------------|--|

22. **Optional: What is the most significant issue(s) you think Hillsborough will face over the next five years?**
-
23. **Optional: What's going well in Hillsborough that you want to see more of?**
-
24. **Optional: What do you like LEAST about living in Hillsborough?**
-
25. **Optional: What are the three words you would use to describe Hillsborough?**
1: _____ 2: _____ 3: _____
26. **Approximately how many years have you lived in Hillsborough?** _____ years
27. **What is your age?** _____ years
28. **How do you identify yourself?**
____(1) Male ____ (3) Prefer to self-describe: _____
____(2) Female ____ (4) Prefer not to answer
29. **Do you own or rent your current residence?** ____ (1) Own ____ (2) Rent
30. **Are you of Hispanic, Latino, or Spanish ancestry?** ____ (1) Yes ____ (2) No
31. **Which of the following best describes your race? Check all that apply.**
____ (1) American Indian or Alaska Native ____ (4) Native Hawaiian or Other Pacific Islander
____ (2) Asian ____ (5) White
____ (3) Black or African American ____ (6) Other: _____
32. **Would you say your total annual household income is...**
____ (1) Under \$30,000 ____ (3) \$60,000 to \$99,999 ____ (5) \$130,000 or more
____ (2) \$30,000 to \$59,999 ____ (4) \$100,000 to \$129,999
33. **Which of the following is the highest level of education you have completed?**
____ (1) Less than high school graduate ____ (5) Associate's degree
____ (2) High school diploma or equivalent (GED) ____ (6) Bachelor's degree
____ (3) Special/technical training (not college) ____ (7) Graduate or professional degree (master or doctorate)
____ (4) Some college (no degree)

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed postage-paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain confidential. The information printed to the right will only be used to help identify which areas of town are having problems with town services. Please correct the address if it is incorrect. Thank you.