

HILLSBOROUGH COMPREHENSIVE SUSTAINABILITY PLAN Community Visioning Survey Results

SUMMER
2021

Read through for some of the survey highlights. Stay tuned for a full survey summary in the draft Comprehensive Sustainability Plan.

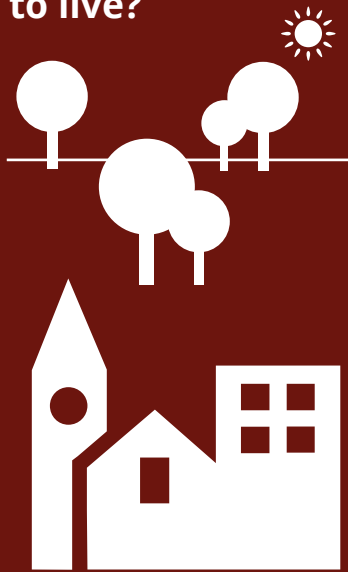
Over 630 people provided their vision for the future of Hillsborough by taking part in the survey.



What makes Hillsborough a great place to live?

Over half of respondents **LOVE** the town's small town feel and natural and scenic areas.

Respondents making less than \$49,000 were 2X as likely to respond that **Having a safe place to live** is important to them.



50% of ALL respondents and 90% of respondents making less than \$49,000 said the biggest challenge for Hillsborough is **AFFORDABILITY.**



Respondents making less than \$49,000 were 2X as likely to be concerned about **LACK OF PUBLIC TRANSPORTATION OPTIONS.**

Native American respondents were 25% MORE likely to be concerned about **ENVIRONMENTAL CONSERVATION** and **SENIOR SERVICES.**



Most respondents want future development to be **energy efficient (91%)** and to **protect and conserve open space (90%).**



Future housing and commercial development most needed, according to respondents:



HOUSING:



Single Family Homes
Accessory Dwellings
Townhouses

Additionally ...

3 in 4 Hispanic respondents said **live/work units** are important.

Respondents making less than \$49,000 preferred **single-family homes**.

COMMERCIAL DEVELOPMENT:



Grocery Stores
Small Retail
Restaurants/Bars/Breweries

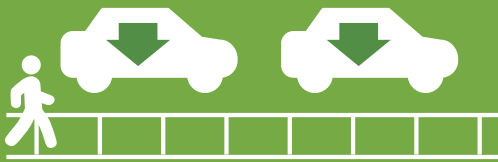
Additionally ...

Native Americans respondents were almost 2X as likely to prefer more **grocery stores**.

Respondents making less than \$49,000 preferred more **medical services**.

Respondents said the town's most pressing needs are:

TRANSPORTATION



Reducing traffic congestion
Expanding sidewalk infrastructure

Hispanic respondents were more than 2X as likely to choose **reducing emissions from vehicles**.



NATURAL RESOURCES



Tree and forest preservation

SUSTAINABILITY

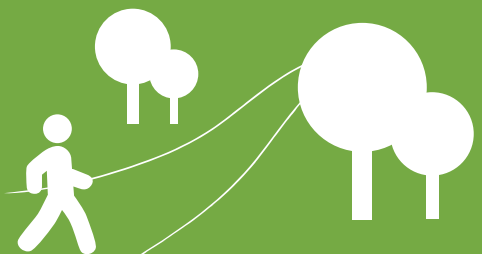


Land conservation and protection
Addressing affordability issues

Hispanic respondents were 2x more likely to want **neighborhood parks and community wellness/exercise facilities** than other respondents.



RECREATION



Greenways and Trails