

A photograph of a street scene in Hillsborough, North Carolina, at dusk. The street is lined with trees and buildings, with lights reflecting on the wet pavement. A large, stylized arrow graphic in shades of teal and blue points from the top left towards the bottom right, partially overlapping the street scene and the text.

Town of Hillsborough 2023 Community Survey

Findings Report

Submitted to the Town of Hillsborough, North Carolina by:

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January 2024



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Executive Summary



Purpose

ETC Institute administered a survey to residents of the Town of Hillsborough in the fall of 2023. 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 five-page survey, cover letter and postage-paid return envelope were mailed to all 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.

ETC Institute followed-up with residents who received the mailed survey by sending texts, postcards, emails, and a second mailing of the survey instrument (if needed) to maximize participation in the survey. ETC Institute also promoted awareness of the survey using social media ads on Facebook and Instagram to encourage participation. All respondents who completed the survey online were required to provide their home address before submitting their responses. ETC Institute then matched the address provided by respondents who completed the survey with the addresses that were selected for the sample to ensure the participant is part of the sample. If a respondent did not provide an address or the address was not part of the sample, it was held separate from the database.

The goal was to obtain completed surveys from at least 400 residents. This goal was far exceeded, with a total of 457 residents completing the survey. The overall results for the sample of 457 households have a precision of at least +/-4.5% 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 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 and major findings
- Charts showing the overall results for most questions on the survey.
- Charts showing the Trends from 2019, 2021, and 2023.
- 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.

Major Findings

Overall Perceptions of the Town

Eighty-nine percent (88.6%) 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; 88% were satisfied with quality of life in the town, 88% were satisfied with quality of life in their neighborhood, and 82% were satisfied with the appearance of Hillsborough.

Overall Ratings of the Community

Ninety-five percent (94.9%) 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 (89%), as a place to retire (84%), and as a place to visit (83%).

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 fire services (94%), quality of town parks (91%), quality of police protection (90%), and quality of customer service you receive from town employees (87%). For all nine major categories of Town services that were rated, 66% 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.

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) quality of water and sewer services, 2) maintenance of town streets, and 3) quality of police protection.



Perceptions of Safety and Security

Ninety percent (90%) 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 (97%) 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 (84%) and the Town’s efforts to prevent crime (75%). No fewer than 64% 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 greenways and trails (86%) and the availability of parks (85%).
- **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 (63%) followed by the enforcement of mowing and cutting of weeds on private property (62%).
- **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 convenience of downtown parking (67%), the ease of travel by walking to key destinations (66%), and the ease of travel by driving to key destinations (62%). Respondents were least satisfied with the ease of travel by biking to key destinations (31%).
- **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 greenways (88%), the condition of parks (88%), and the condition of streets in neighborhoods (79%). Respondents were least satisfied with the condition of sidewalks in neighborhoods (62%).

Based on the sum of their top two choices, the maintenance services that resident’s thought should receive the most emphasis over the next two years were: 1) condition of streets in neighborhoods (27%) and 2) cleanliness and appearance of medians and roadsides (25%).



- **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 (93%), yard waste collection services (89%), and residential bulk trash collection (87%). Respondents were least satisfied with what they are charged for water and sewer services (45%).
- **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 (76%) and the amount of trees and shrubs retained and/or replaced on new development (42%). 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) (76%) and the availability of information about town programs and services (72%). 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) Town website (www.hillsboroughnc.gov) (22%), 2) community newsletter (with water and sewer bill) (20%), and 3) the Hillsborough email subscription list (20%).

Additional Findings and Recommendations

- Respondents were asked to indicate how often they typically go outside Hillsborough to shop. Nine percent (9%) of respondents indicated they go outside Hillsborough to shop every day, 34% go a few times per week, 28% go at least once a week, 21% go a few times per month, 7% go a few times per year, 1% go seldom or never.
- Forty-two percent (42%) 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 (93%), how easy they were to contact (84%), and the accuracy of the information and assistance you were given (84%). Overall, respondents who contacted employees of the Town of Hillsborough during the past year were generally satisfied with their experience.

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

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- Forty-four percent (44%) of respondents are against paying higher taxes to support enhancements to Town services. Eighteen percent (18%) of respondents indicated they don't know if they would be willing to pay higher taxes to support enhancements to Town services, and 38% would be willing to pay higher taxes.
- Of those willing to pay higher taxes to support enhancements to Town service, seventy percent (70%) of respondents indicated they would be most willing to pay higher taxes to support enhancements to trails and greenways.
- Thirty-three percent (33%) 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. Forty-two percent of respondents indicated they would be "willing" (34%) or "very willing" (8%) to pay fees instead of taxes to pay for improvements to services they use or benefit from.

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Trends Since 2021

The tables below and on the following page show the trends in satisfaction from 2021 to 2023. Increases or decreases of 4.5% or more are considered significant.

Service	2021	2023	Difference	Category
Police	73%	88%	15%	Ratings of Customer Svc. in Various Depts.
Stormwater and Environmental Services	63%	77%	14%	Ratings of Customer Svc. in Various Depts.
Water and Sewer Billing and Collections	68%	80%	12%	Ratings of Customer Svc. in Various Depts.
Solid Waste/Public Works	79%	90%	11%	Ratings of Customer Svc. in Various Depts.
Acceptance by community of diverse populations	64%	73%	9%	Perceptions of the Town
How easy the employees were to contact	76%	84%	8%	Customer Service from Town Employees
Water and Sewer Services	72%	80%	8%	Ratings of Customer Svc. in Various Depts.
Quality of recent commercial development	32%	40%	8%	Development
Charges for stormwater services	43%	50%	7%	Solid Waste and Utility Services
Ease of paying water and sewer bill	79%	86%	6%	Solid Waste and Utility Services
Parks and Public Spaces	77%	83%	6%	Ratings of Customer Svc. in Various Depts.
Time it took for request to be completed	73%	78%	5%	Customer Service from Town Employees
Mowing/tree trimming along streets/public areas	71%	76%	5%	Maintenance
Quality of social media outlets	59%	54%	-5%	Town Communication and Engagement
Residential bulk trash collection	93%	87%	-6%	Solid Waste and Utility Services
As a place to work	65%	58%	-7%	Overall Ratings of the Town
Ease of travel within Hillsborough	41%	34%	-7%	Perceptions of the Town
Availability of playgrounds	82%	75%	-7%	Parks and Recreation

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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 47 areas** that were assessed. The Town of Hillsborough rated significantly higher than the U.S. average (difference of 4.5% or more) in 46 of these areas. Listed below are the comparisons between the Town of Hillsborough and the U.S. average:

Service	Hillsborough, NC	U.S. Average	Difference between Hillsborough and U.S. Average %	Category
Quality of customer service from town employees	87%	39%	47%	Major Categories of Town Services
As a place to live	95%	49%	46%	Overall Ratings of the Town
Effectiveness of communication with the public	81%	37%	44%	Major Categories of Town Services
Quality of town parks	91%	49%	42%	Major Categories of Town Services
Maintenance of town streets	82%	41%	42%	Major Categories of Town Services
Residential bulk trash collection	87%	47%	41%	Solid Waste and Utility Services
Quality of services provided by the town	89%	49%	40%	Perceptions of the Town
Quality of police protection	90%	53%	37%	Major Categories of Town Services
Yard waste collection services	89%	54%	36%	Solid Waste and Utility Services
As a place to retire	84%	52%	33%	Overall Ratings of the Town
Feeling of safety on Riverwalk trails and in town parks	87%	55%	32%	Perceptions of Safety and Security
Sewer services	85%	53%	32%	Solid Waste and Utility Services
Image of Hillsborough	84%	53%	31%	Perceptions of the Town
Maintenance of town buildings and facilities	86%	56%	30%	Major Categories of Town Services
Condition of streets in neighborhoods	79%	49%	30%	Maintenance
As a place to raise children	89%	61%	28%	Overall Ratings of the Town
Appearance of Hillsborough	82%	55%	28%	Perceptions of the Town
Quality of water and sewer services	79%	52%	27%	Major Categories of Town Services
Acceptance by community of diverse populations	73%	46%	27%	Perceptions of the Town
Town efforts to inform about local issues	70%	43%	27%	Town Communication and Engagement
Overall usefulness of Hillsborough website	69%	42%	26%	Town Communication and Engagement
Town's efforts to prevent crime	75%	49%	26%	Law Enforcement Services
Enforcement of codes and ordinances	66%	40%	26%	Major Categories of Town Services
As a place to visit	83%	58%	26%	Overall Ratings of the Town
Solid waste collection services	93%	68%	26%	Solid Waste and Utility Services
Availability of info about town programs/services	72%	46%	25%	Town Communication and Engagement
Feeling of safety in Hillsborough overall	90%	66%	24%	Perceptions of Safety and Security
Drainage of town streets	73%	50%	24%	Solid Waste and Utility Services
Value received for local taxes and fees	55%	33%	22%	Perceptions of the Town
Visibility of police in neighborhoods	75%	54%	21%	Law Enforcement Services
Mowing/tree trimming along streets/public areas	76%	55%	20%	Maintenance

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Service	Hillsborough, NC	U.S. Average	Difference between Hillsborough and U.S. Average %	Category
Level of public involvement in local decisions	54%	34%	20%	Town Communication and Engagement
Quality of drinking water	77%	59%	18%	Solid Waste and Utility Services
Winter weather response on town-maintained streets	76%	58%	18%	Maintenance
Enforcement of trash & debris cleanup	63%	45%	18%	Code Enforcement
Condition of sidewalks in neighborhoods	62%	47%	16%	Maintenance
Enforcement of mowing/cutting of weeds	62%	46%	15%	Code Enforcement
Quality of social media outlets	54%	39%	15%	Town Communication and Engagement
Cleanliness/appearance of medians/roadsides	68%	53%	15%	Maintenance
Feeling of safety walking alone in neighborhood during the day	96%	81%	15%	Perceptions of Safety and Security
Enforcement of local traffic laws	64%	50%	14%	Law Enforcement Services
Feeling of safety walking alone in neighborhood at night	75%	61%	14%	Perceptions of Safety and Security
Adequacy of street lighting in neighborhoods	72%	59%	14%	Maintenance
Charges for stormwater services	50%	38%	12%	Solid Waste and Utility Services
Charges for water and sewer services	45%	38%	7%	Solid Waste and Utility Services
As a place to work	58%	57%	1%	Overall Ratings of the Town

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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 of the 47 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 4.5% or more) in 45 of these areas. Listed below are the comparisons between the Town of Hillsborough and the Atlantic regional average:

Service	Hillsborough, NC	Atlantic Region	Difference between Hillsborough and Atlantic Region %	Category
Quality of customer service from town employees	87%	36%	51%	Major Categories of Town Services
Residential bulk trash collection	87%	42%	46%	Solid Waste and Utility Services
Quality of town parks	91%	49%	42%	Major Categories of Town Services
Quality of services provided by the town	89%	52%	37%	Perceptions of the Town
As a place to live	95%	58%	37%	Overall Ratings of the Town
Maintenance of town streets	82%	48%	34%	Major Categories of Town Services
Yard waste collection services	89%	56%	33%	Solid Waste and Utility Services
Effectiveness of communication with the public	81%	48%	33%	Major Categories of Town Services
Quality of police protection	90%	60%	30%	Major Categories of Town Services
As a place to retire	84%	55%	29%	Overall Ratings of the Town
Enforcement of codes and ordinances	66%	37%	29%	Major Categories of Town Services
Sewer services	85%	56%	29%	Solid Waste and Utility Services
Condition of streets in neighborhoods	79%	51%	28%	Maintenance
Maintenance of town buildings and facilities	86%	58%	27%	Major Categories of Town Services
Acceptance by community of diverse populations	73%	46%	27%	Perceptions of the Town
Overall usefulness of Hillsborough website	69%	42%	26%	Town Communication and Engagement
Feeling of safety on Riverwalk trails and in town parks	87%	61%	26%	Perceptions of Safety and Security
Value received for local taxes and fees	55%	31%	24%	Perceptions of the Town
As a place to raise children	89%	67%	22%	Overall Ratings of the Town
As a place to visit	83%	61%	22%	Overall Ratings of the Town
Availability of info about town programs/services	72%	50%	22%	Town Communication and Engagement
Quality of water and sewer services	79%	58%	21%	Major Categories of Town Services
Town's efforts to prevent crime	75%	55%	19%	Law Enforcement Services
Image of Hillsborough	84%	65%	19%	Perceptions of the Town
Feeling of safety in Hillsborough overall	90%	71%	19%	Perceptions of Safety and Security
Solid waste collection services	93%	74%	19%	Solid Waste and Utility Services
Town efforts to inform about local issues	70%	51%	19%	Town Communication and Engagement
Appearance of Hillsborough	82%	64%	18%	Perceptions of the Town
Winter weather response on town-maintained streets	76%	58%	17%	Maintenance
Enforcement of mowing/cutting of weeds	62%	44%	17%	Code Enforcement
Quality of drinking water	77%	60%	17%	Solid Waste and Utility Services

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Service	Hillsborough, NC	Atlantic Region	Difference between Hillsborough and Atlantic Region %	Category
Charges for stormwater services	50%	35%	15%	Solid Waste and Utility Services
Feeling of safety walking alone in neighborhood during the day	96%	81%	14%	Perceptions of Safety and Security
Mowing/tree trimming along streets/public areas	76%	62%	14%	Maintenance
Condition of sidewalks in neighborhoods	62%	50%	13%	Maintenance
Cleanliness/appearance of medians/roadsides	68%	56%	12%	Maintenance
Quality of social media outlets	54%	42%	12%	Town Communication and Engagement
Adequacy of street lighting in neighborhoods	72%	60%	12%	Maintenance
Enforcement of trash & debris cleanup	63%	53%	10%	Code Enforcement
Visibility of police in neighborhoods	75%	65%	10%	Law Enforcement Services
Charges for water and sewer services	45%	36%	9%	Solid Waste and Utility Services
Quality of fire services	94%	85%	9%	Major Categories of Town Services
Drainage of town streets	73%	64%	9%	Solid Waste and Utility Services
Feeling of safety walking alone in neighborhood at night	75%	70%	5%	Perceptions of Safety and Security
Enforcement of local traffic laws	64%	60%	4%	Law Enforcement Services
As a place to work	58%	63%	-4%	Overall Ratings of the Town

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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 4 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.

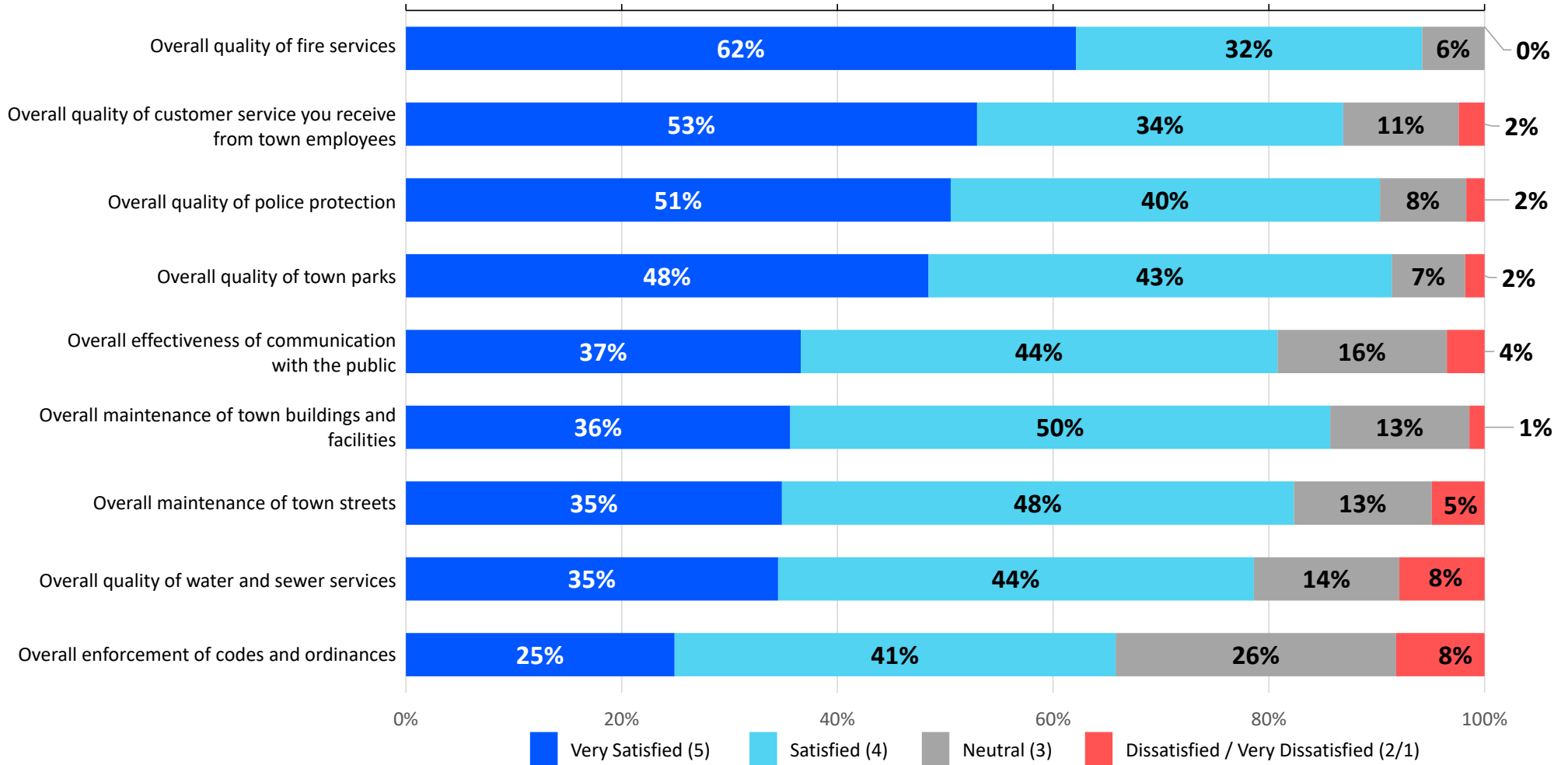
2023 Importance-Satisfaction Rating Hillsborough, NC Major Categories of Town Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Overall quality of water and sewer services	50%	1	79%	8	0.1059	1
Medium Priority (IS <.10)						
Overall maintenance of town streets	45%	2	82%	6	0.0790	2
Overall enforcement of codes and ordinances	18%	7	66%	9	0.0622	3
Overall effectiveness of communication with the public	26%	5	81%	7	0.0495	4
Overall quality of police protection	37%	3	90%	3	0.0357	5
Overall quality of town parks	35%	4	91%	2	0.0306	6
Overall maintenance of town buildings and facilities	16%	8	86%	5	0.0236	7
Overall quality of customer service you receive from town employees	8%	9	87%	4	0.0110	8
Overall quality of fire services	18%	6	94%	1	0.0105	9



Charts and Graphs

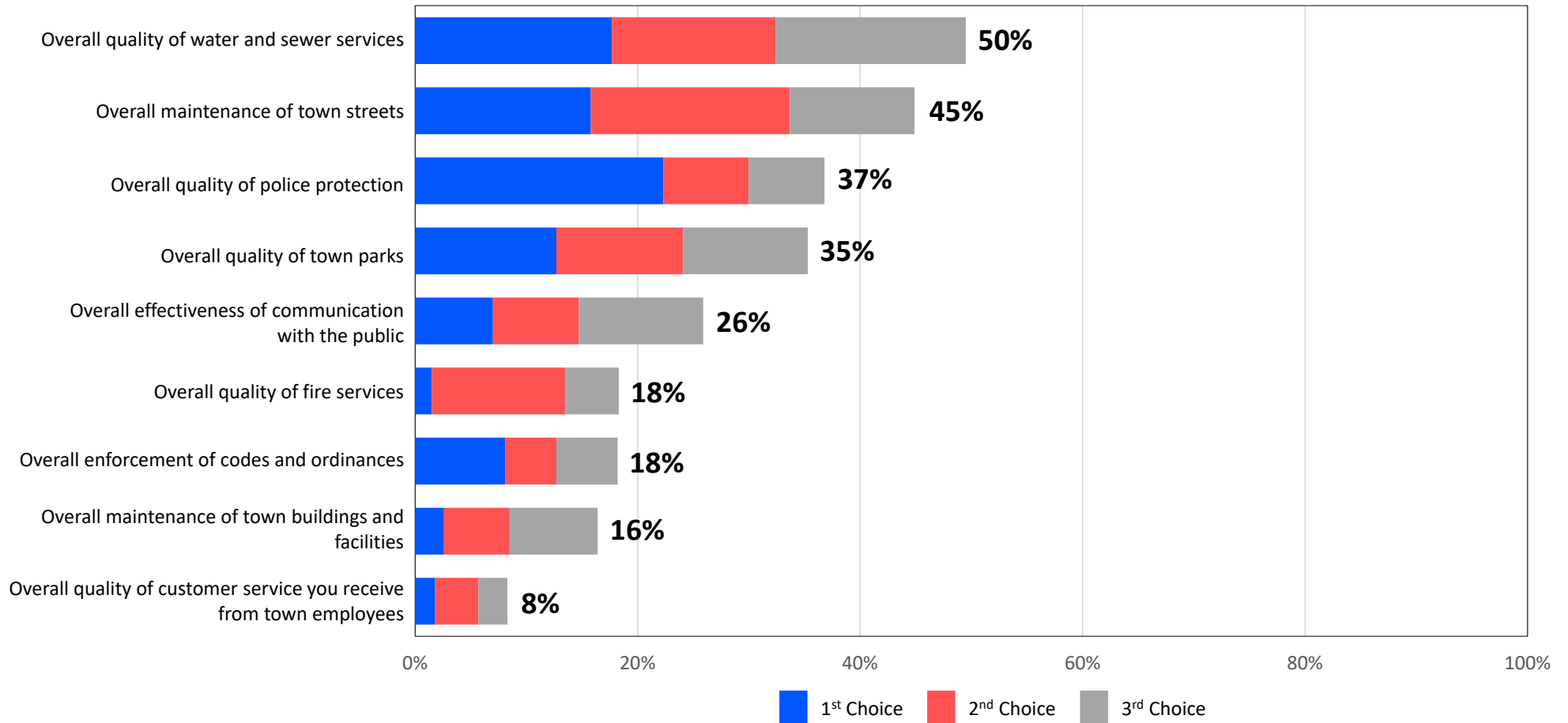
Q1. Satisfaction with Major Town Services

by percentage of respondents (excluding don't know)



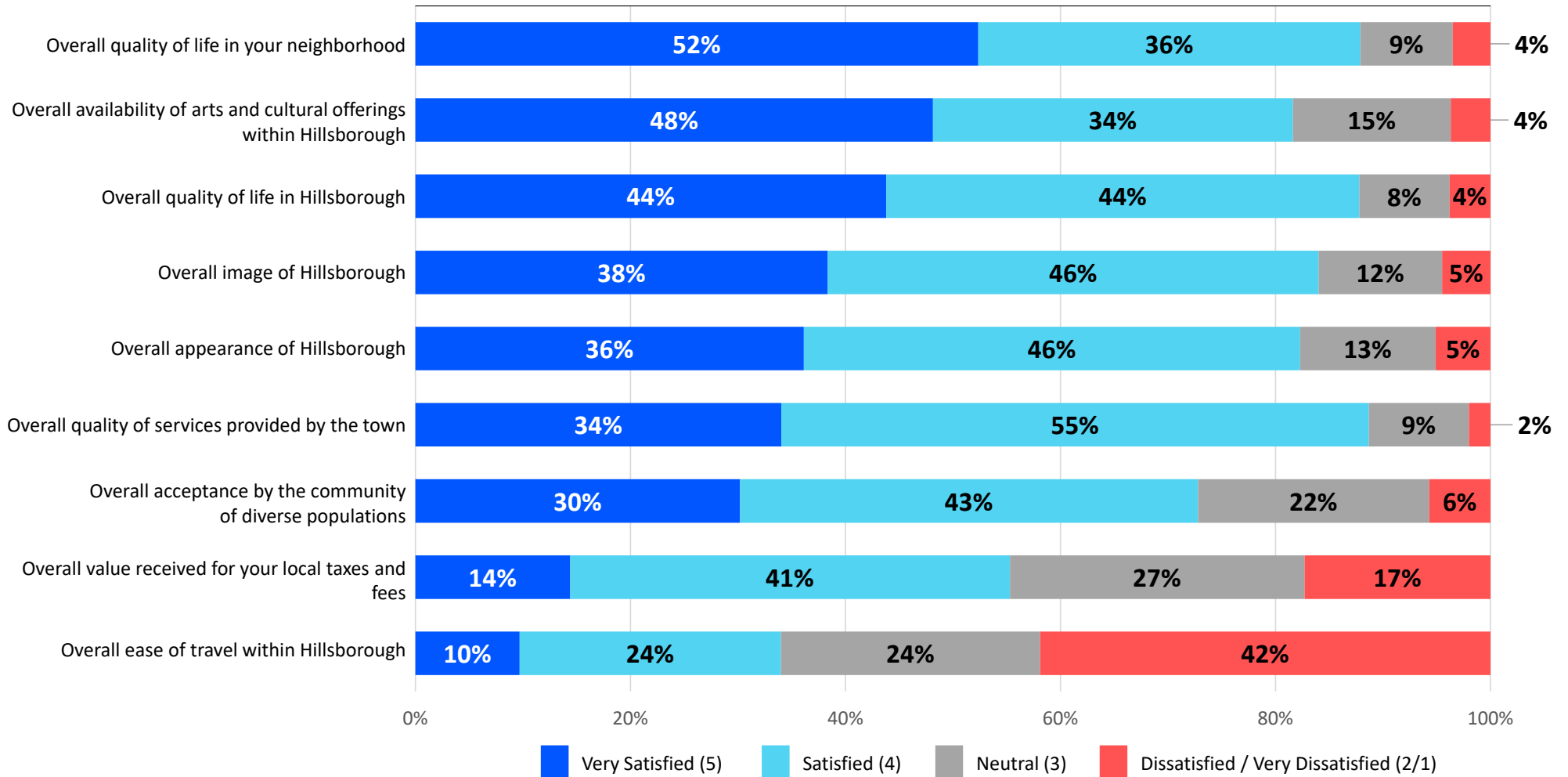
Q2. Major Town Services that are Most Important for the Town to Provide

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



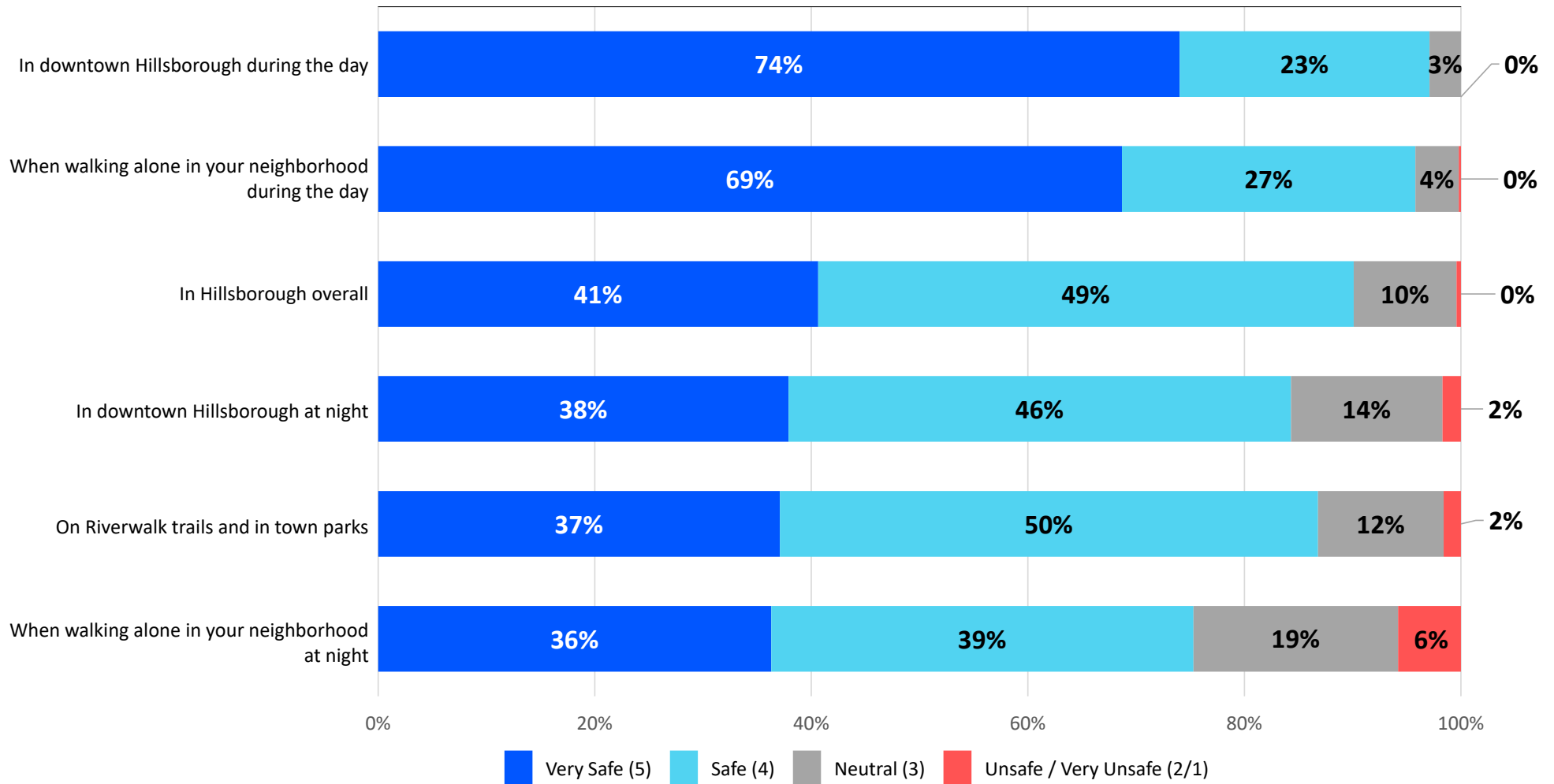
Q3. Satisfaction with Perceptions of Hillsborough

by percentage of respondents (excluding don't know)



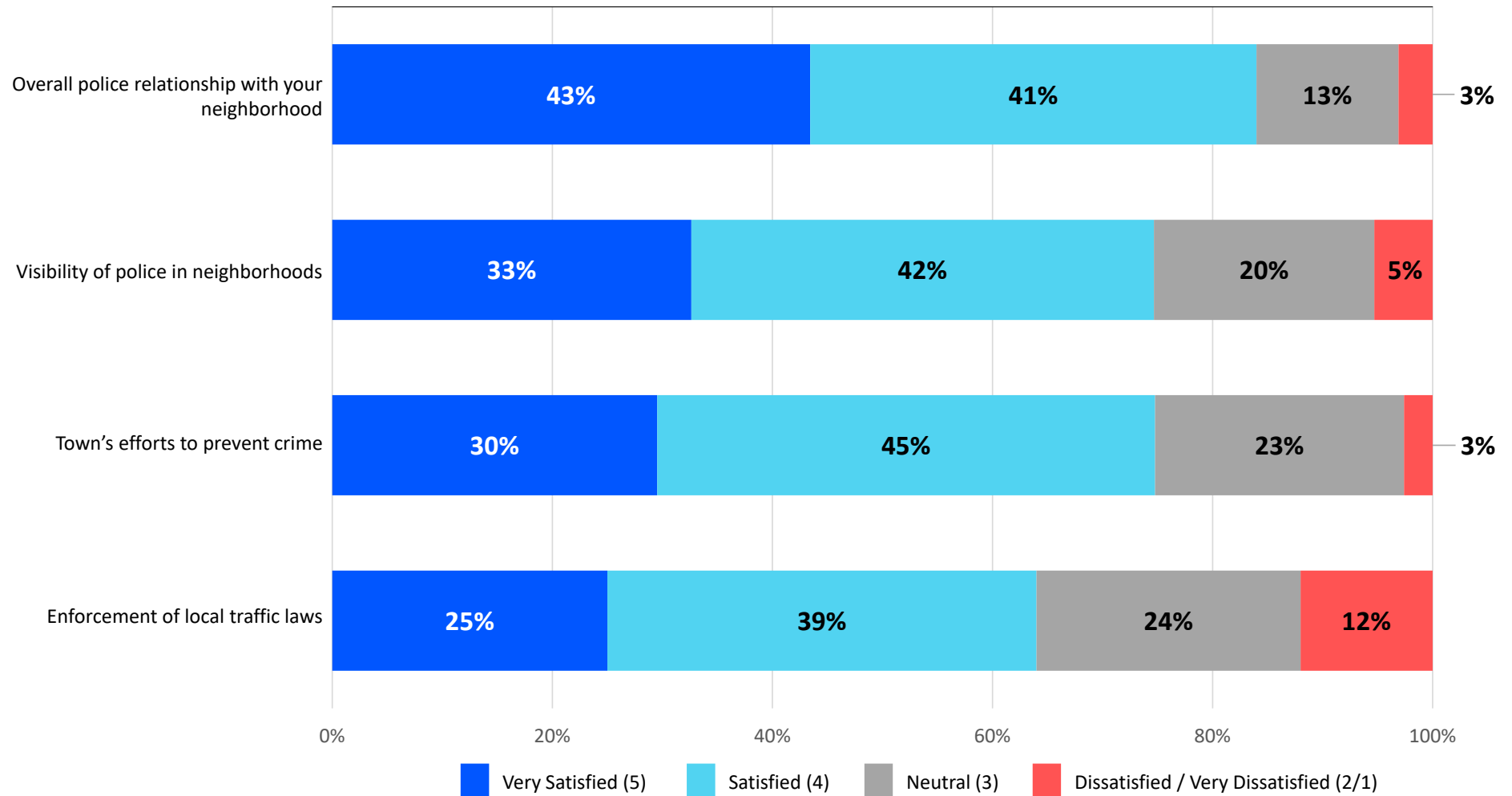
Q4. Satisfaction with Perceptions of Safety and Security

by percentage of respondents (excluding don't know)



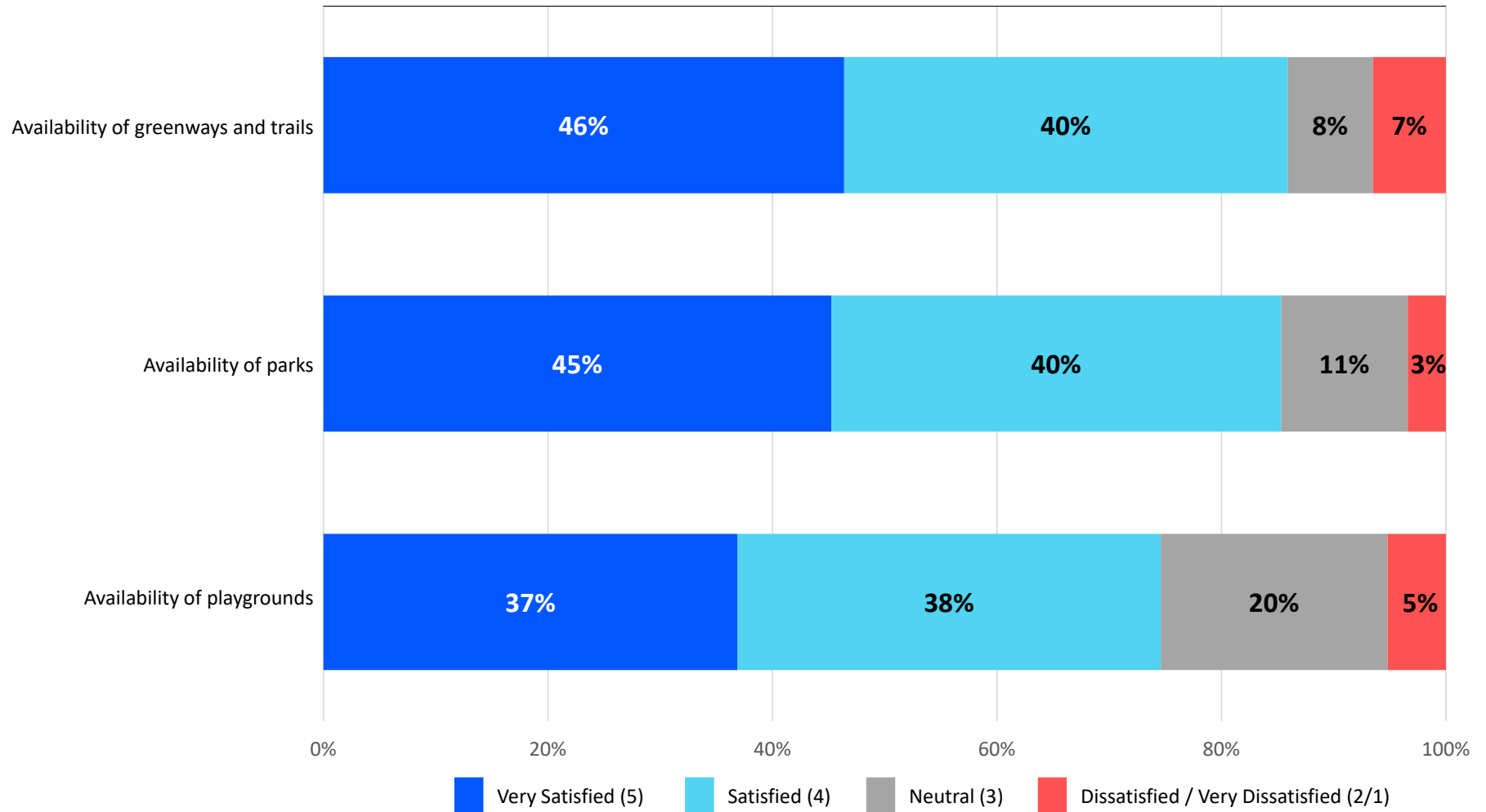
Q5. Satisfaction with Law Enforcement Services

by percentage of respondents (excluding don't know)



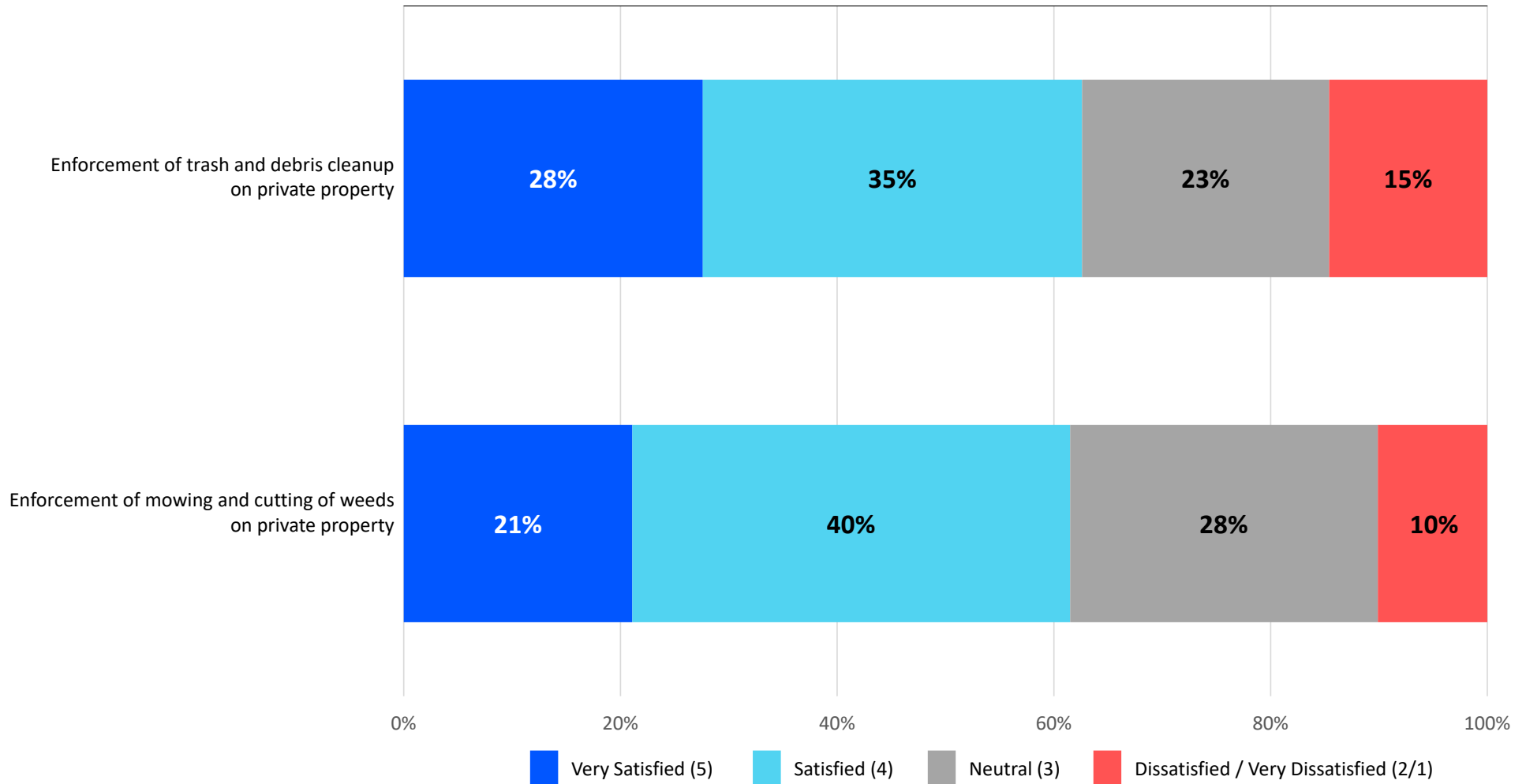
Q6. Satisfaction with Parks and Recreation

by percentage of respondents (excluding don't know)



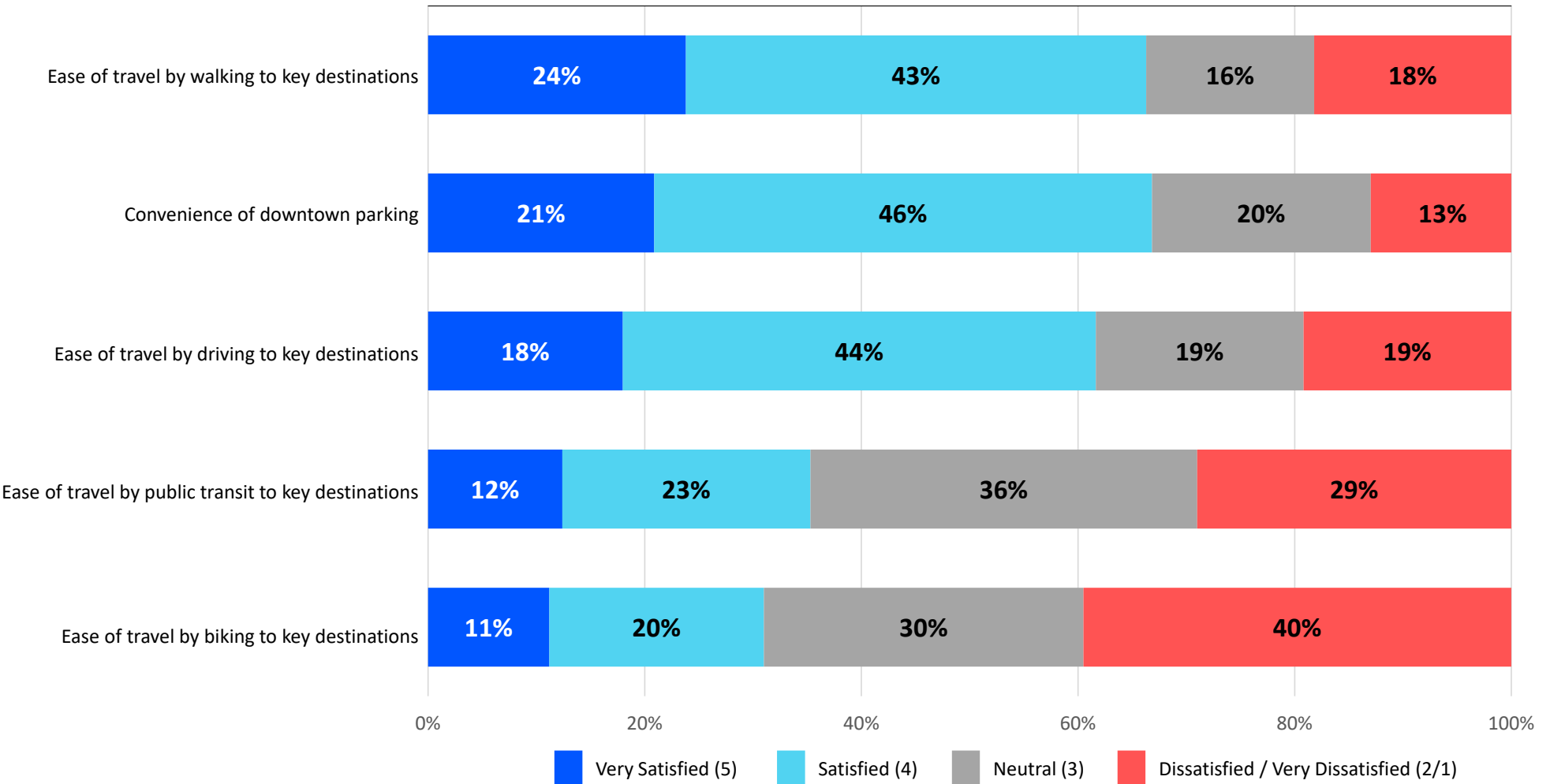
Q7. Satisfaction with Code Enforcement

by percentage of respondents (excluding don't know)



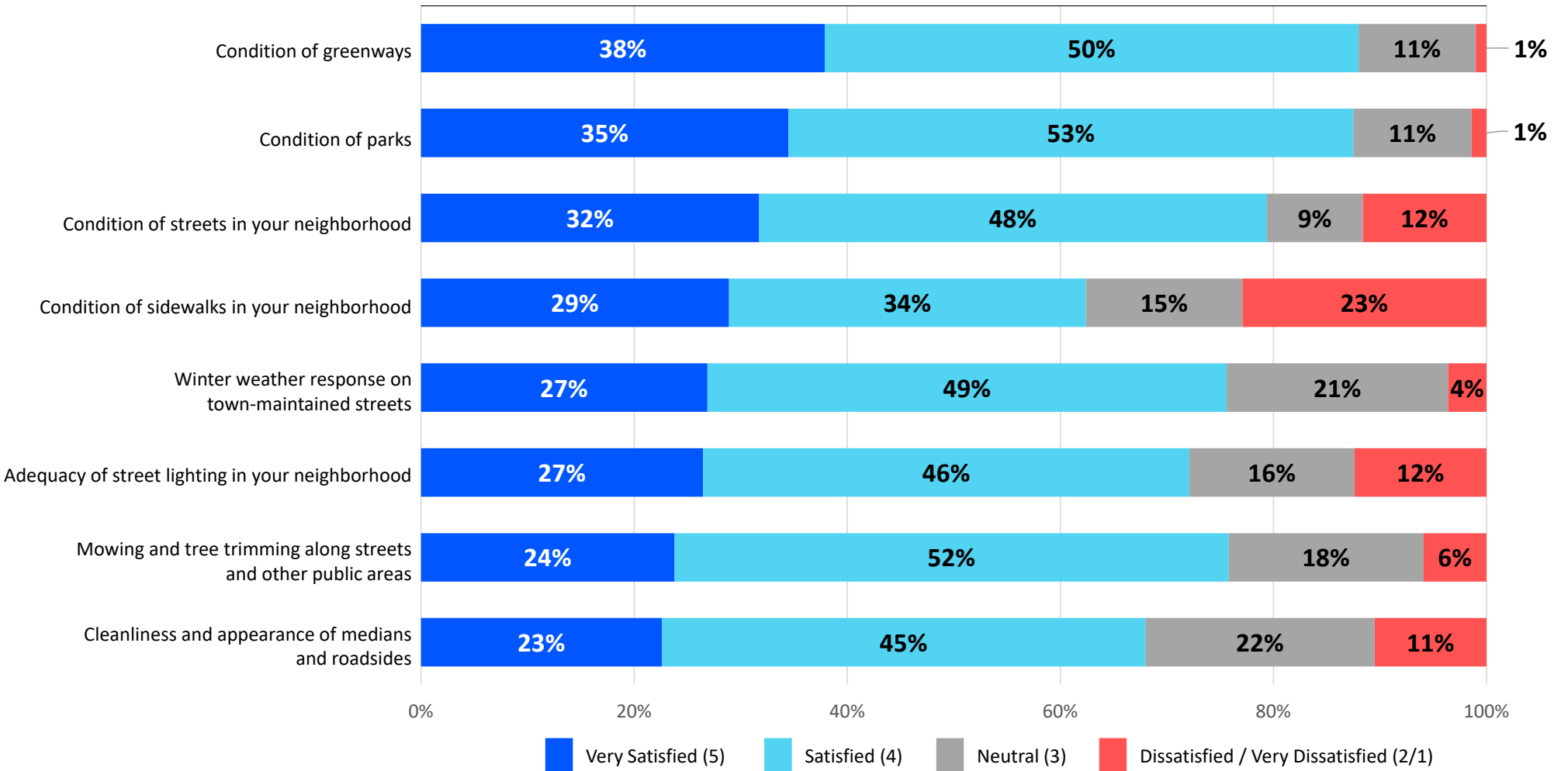
Q8. Satisfaction with Parking and Transit

by percentage of respondents (excluding don't know)



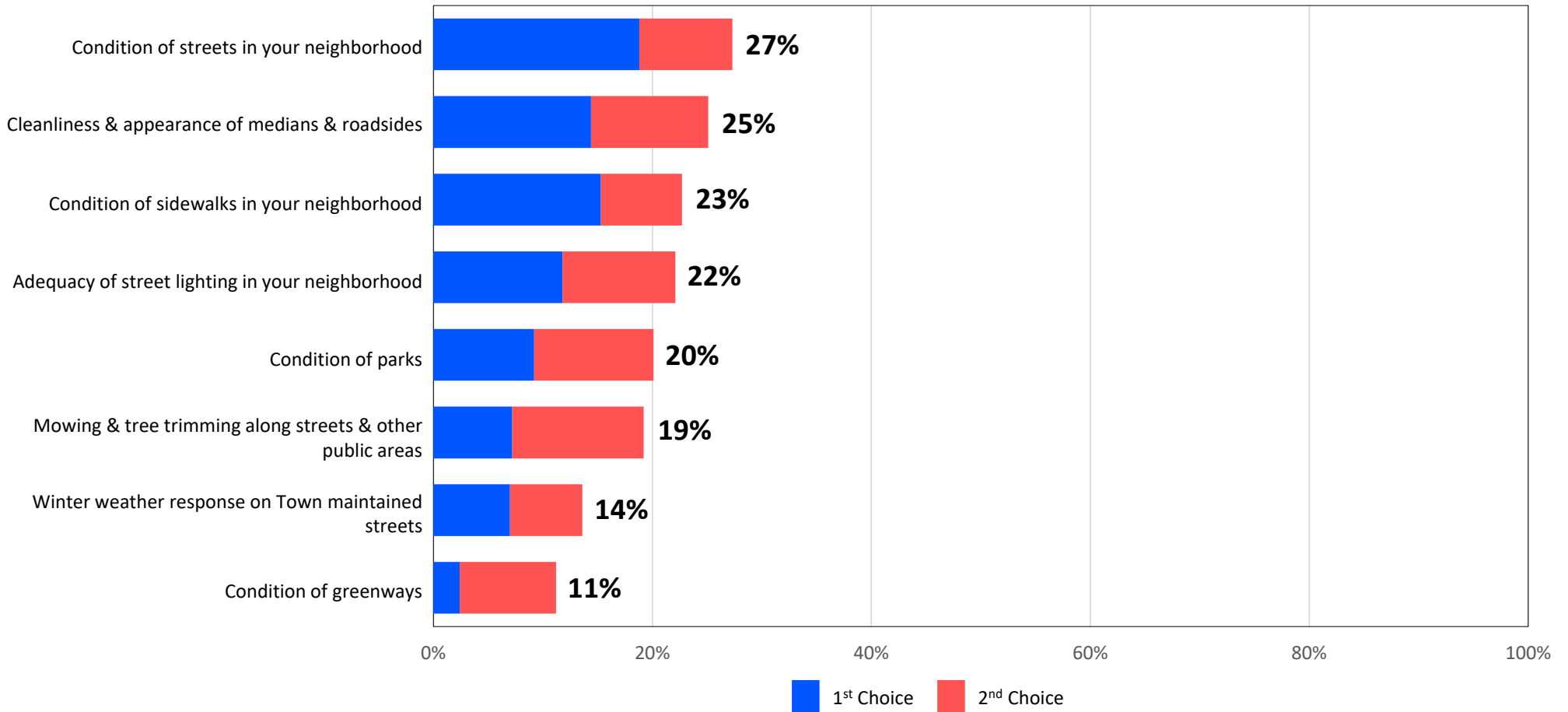
Q9. Satisfaction with Maintenance

by percentage of respondents (excluding don't know)



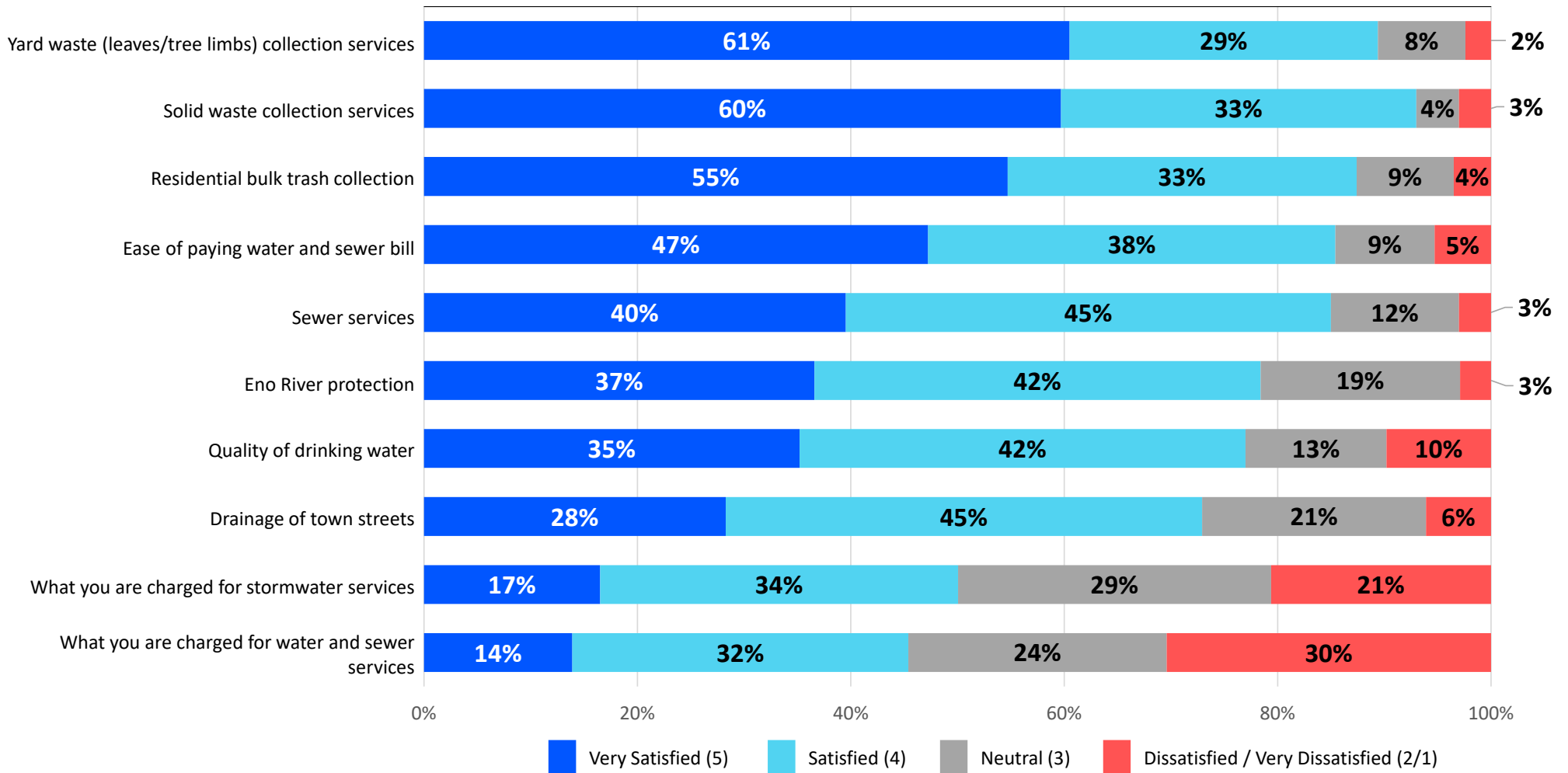
Q10. Maintenance that is Most Important for the Town to Provide

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



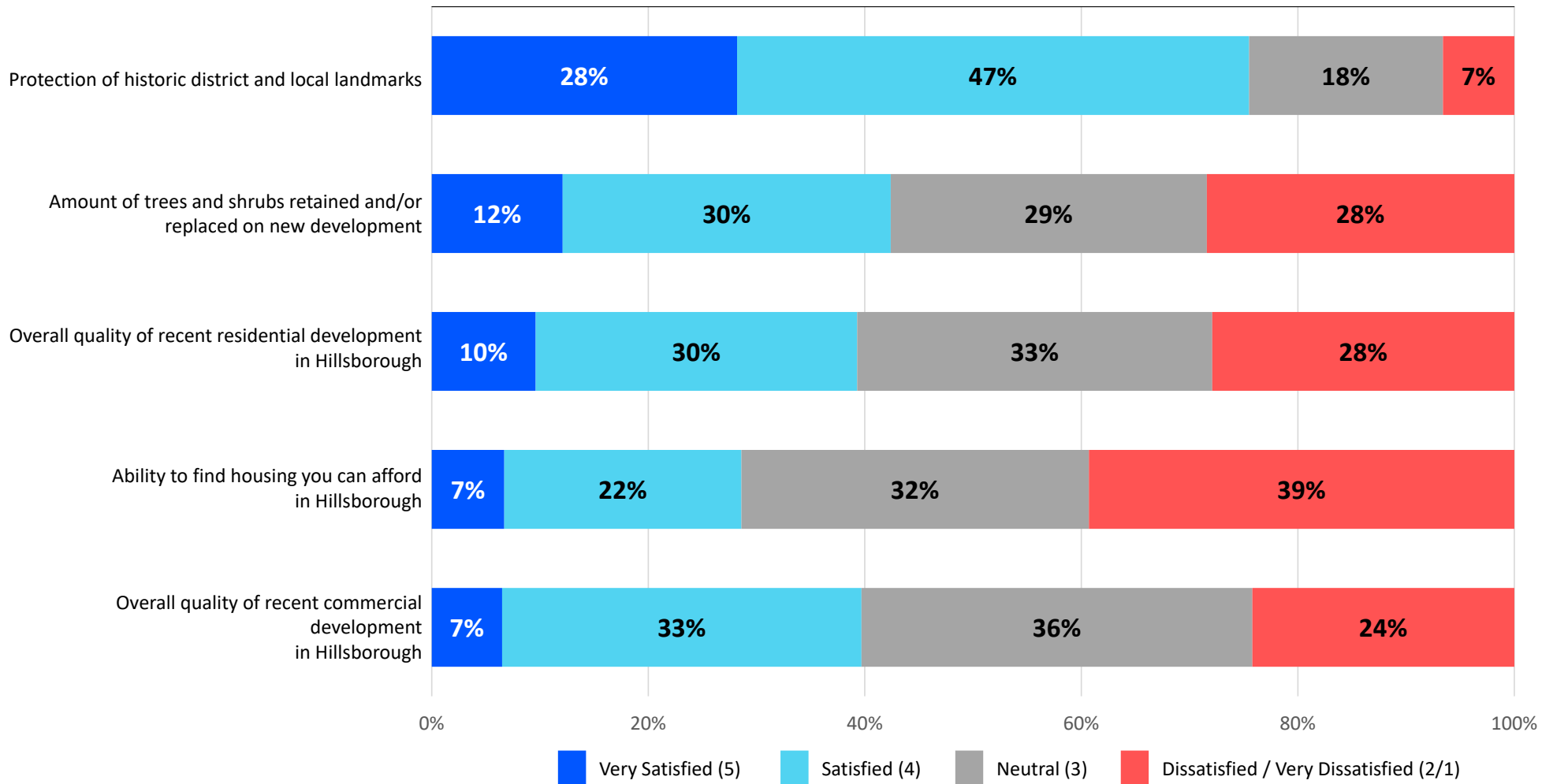
Q11. Satisfaction with Solid Waste and Utility Services

by percentage of respondents (excluding don't know)



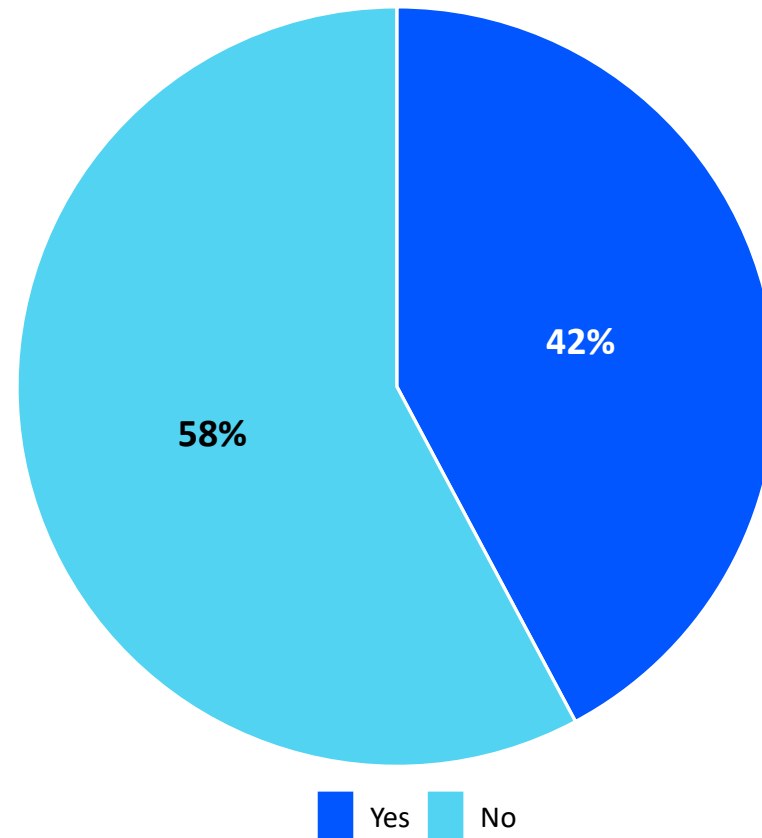
Q12. Satisfaction with Development

by percentage of respondents (excluding don't know)



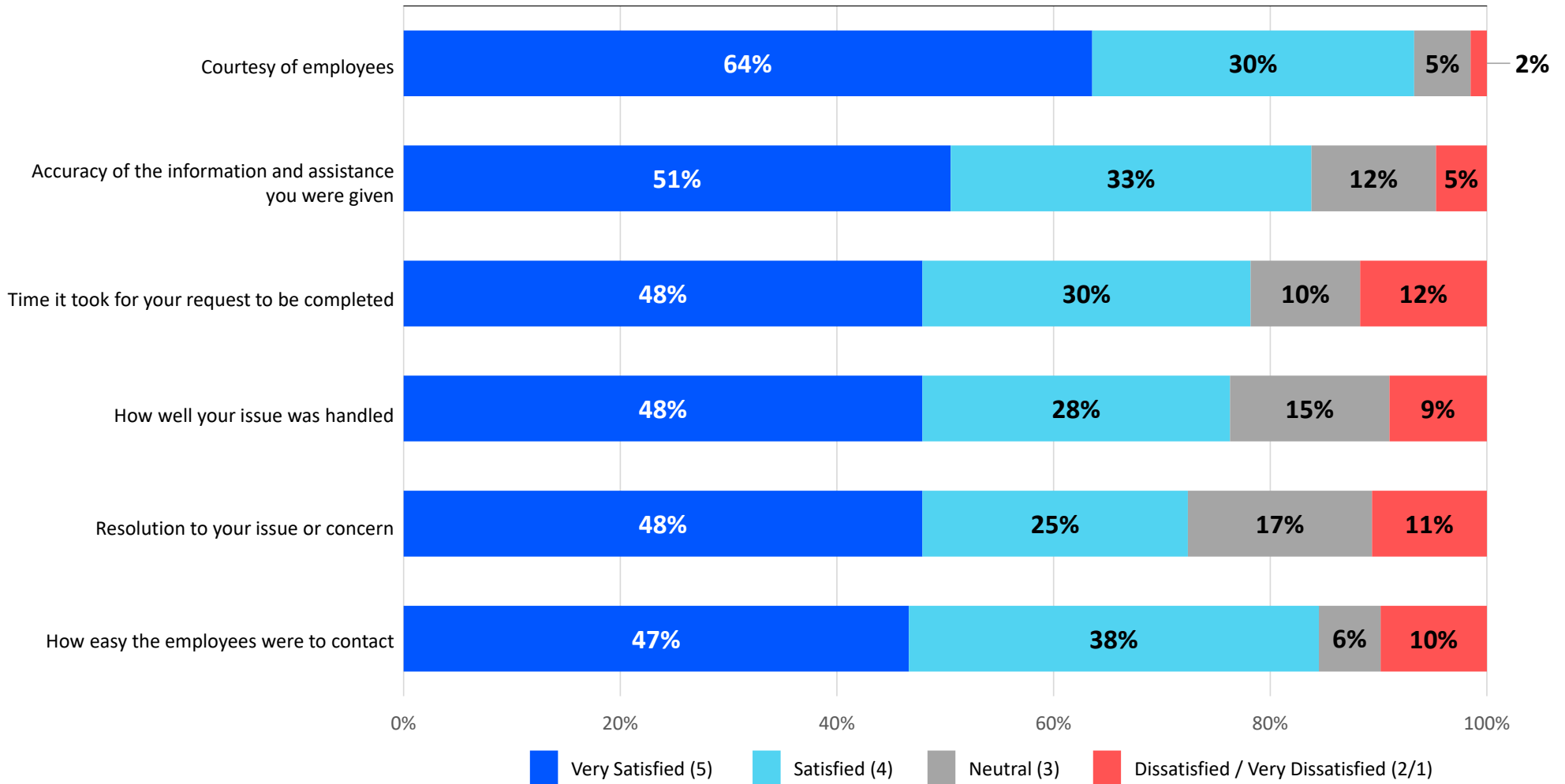
Q13. During the past year, have you or other members of your household contacted employees of the Town of Hillsborough to seek services, ask a question, or file a complaint?

by percentage of respondents

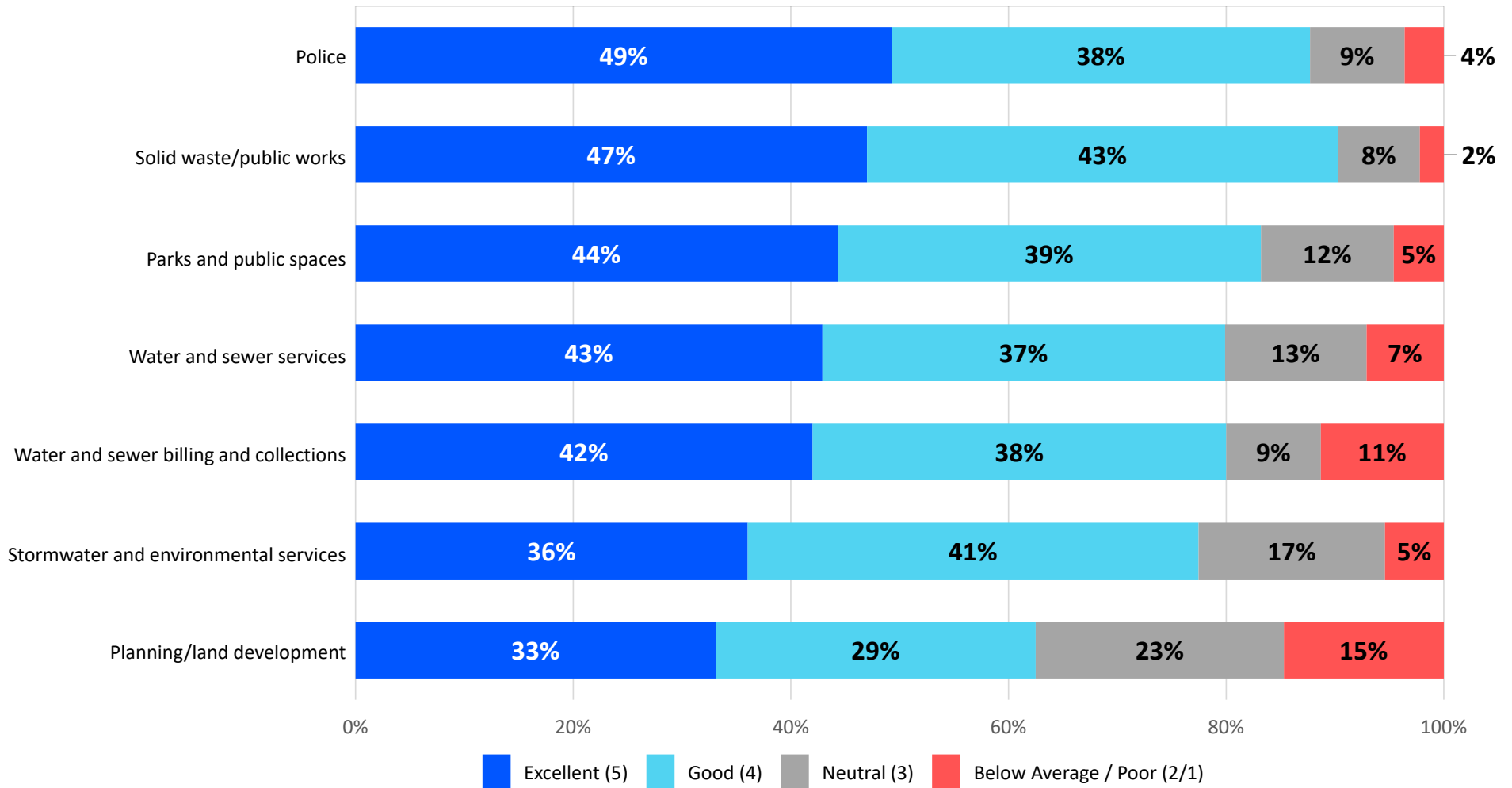


Q13a. If yes on Q13, how satisfied are you with...

by percentage of respondents (excluding don't know)

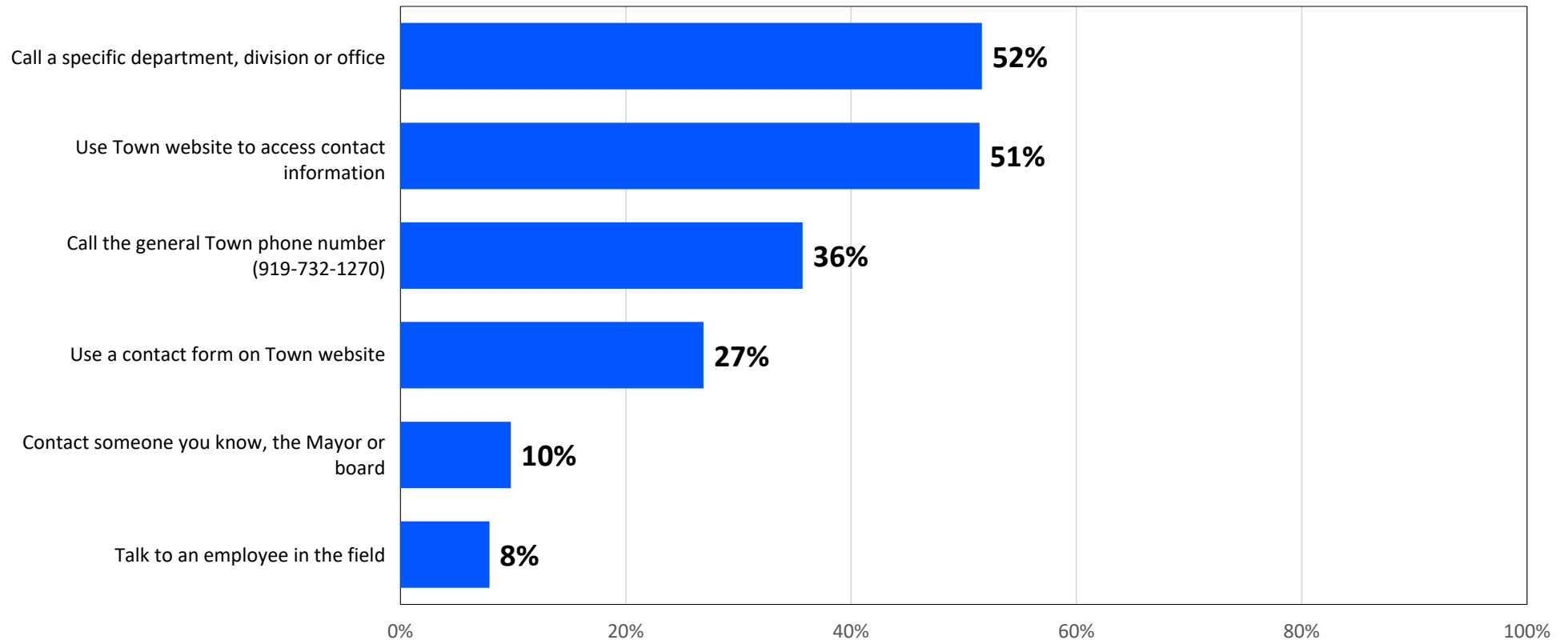


Q13b. If yes on Q13, how would you rate... by percentage of respondents (excluding don't know)



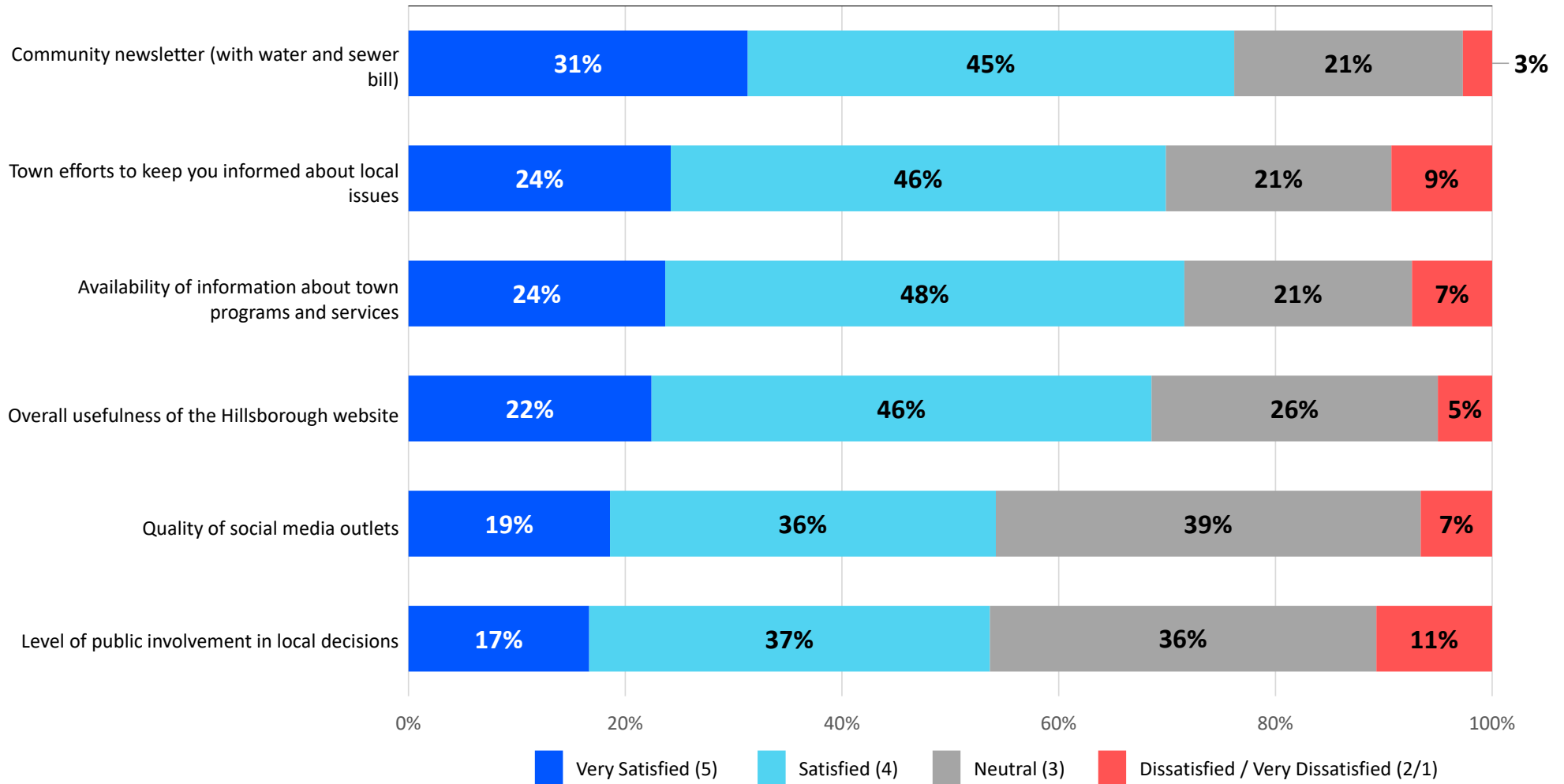
Q14. How Do You Contact The Town When Necessary?

by percentage of respondents (multiple selections could be made)



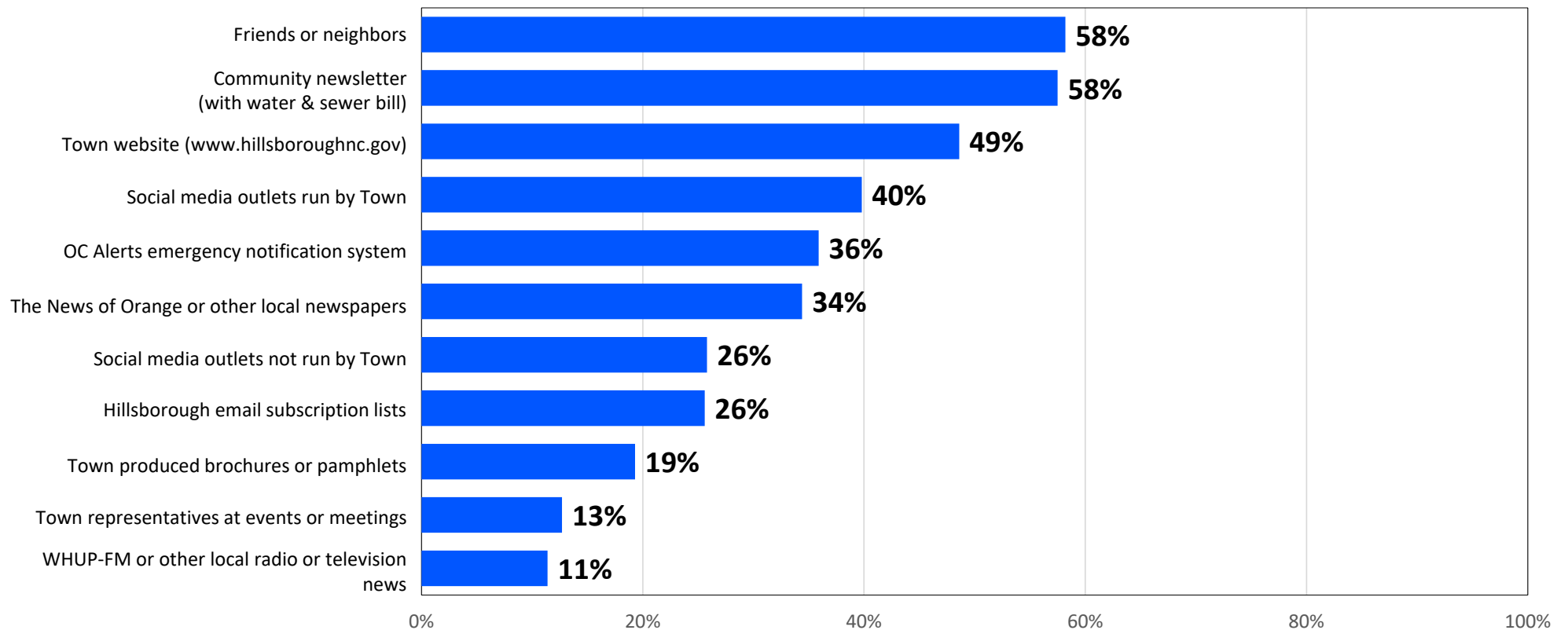
Q15. Satisfaction with Communication and Engagement

by percentage of respondents (excluding don't know)



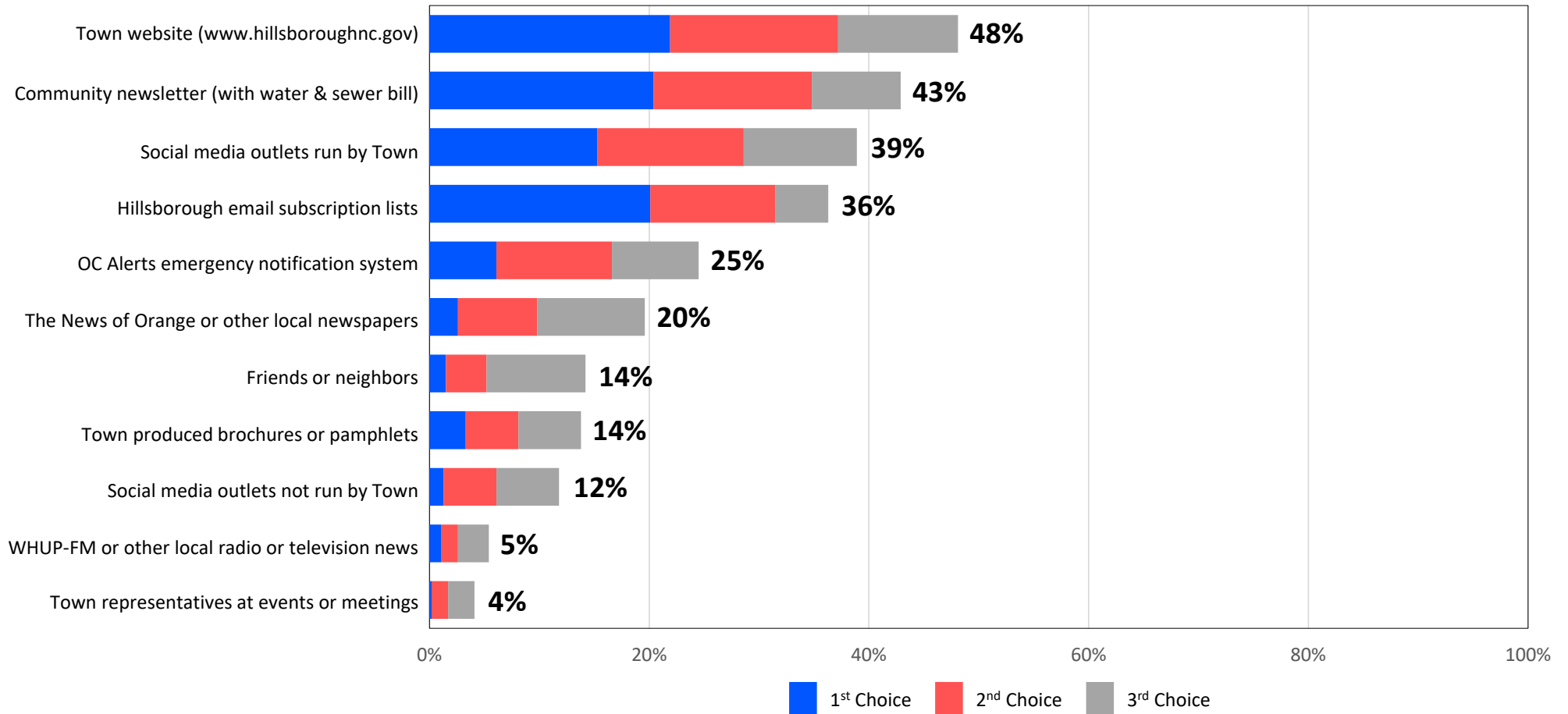
Q16. How do you hear or receive information about community issues, services, and events?

by percentage of respondents (multiple selections could be made)



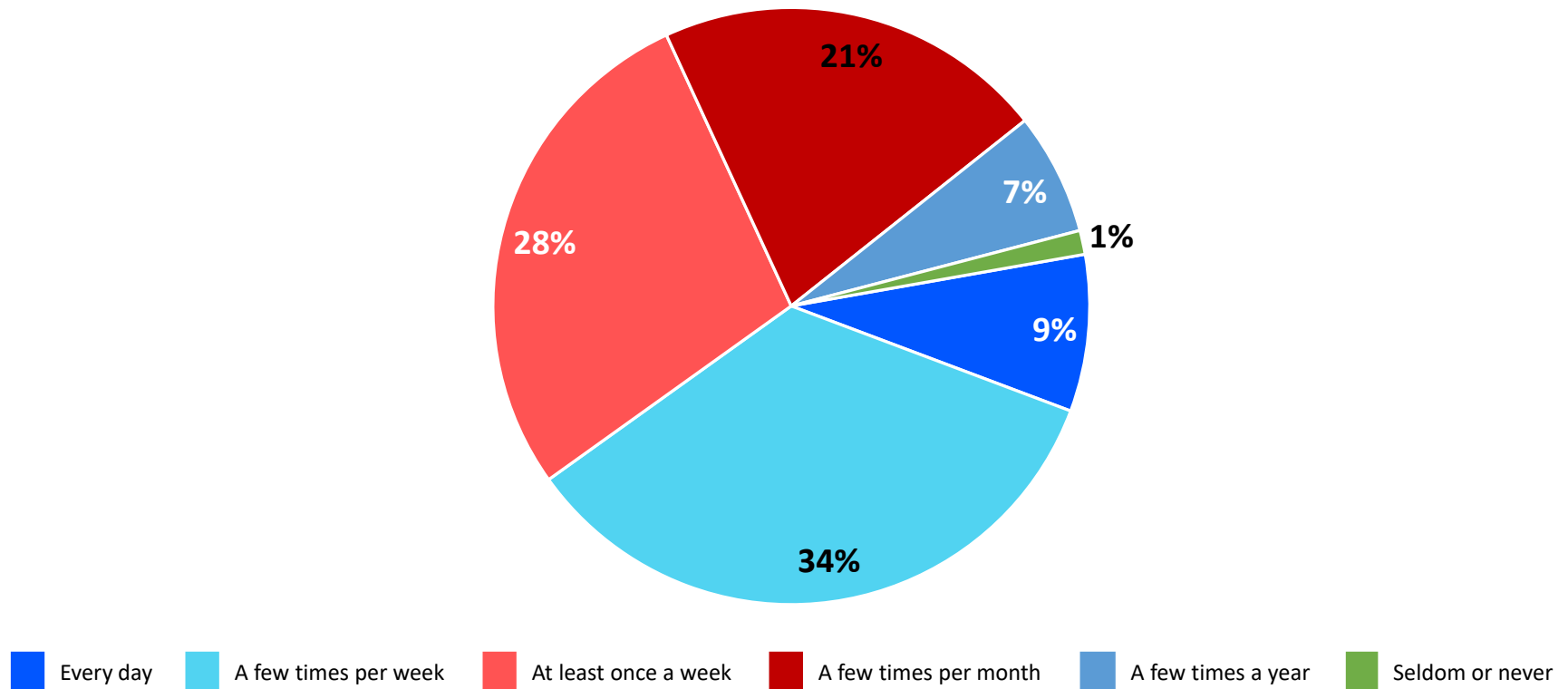
Q17. Sources of Information Residents Most Prefer to Get Information from the Town

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



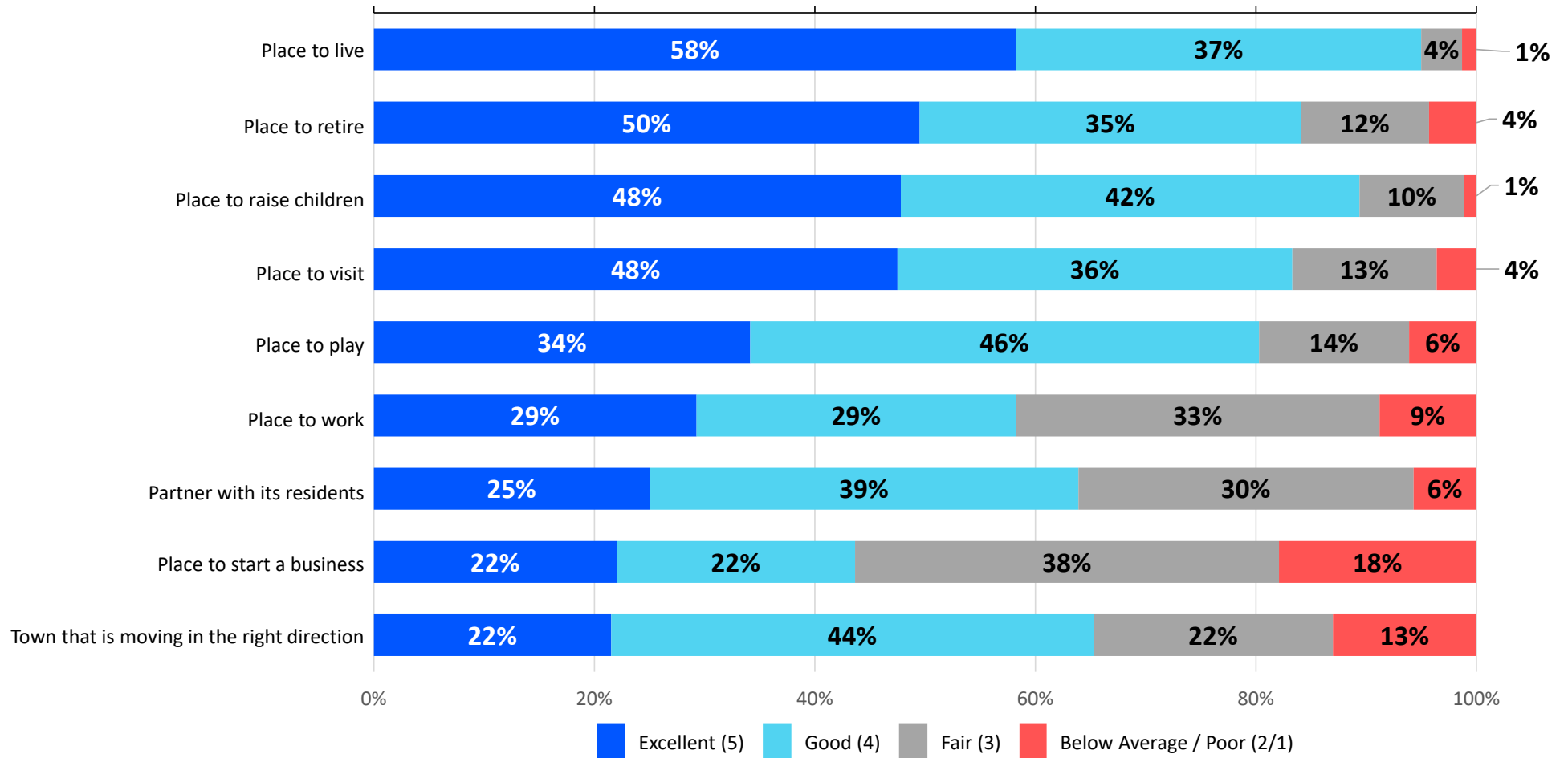
Q18. How often do you go outside Hillsborough town limits to shop?

by percentage of respondents



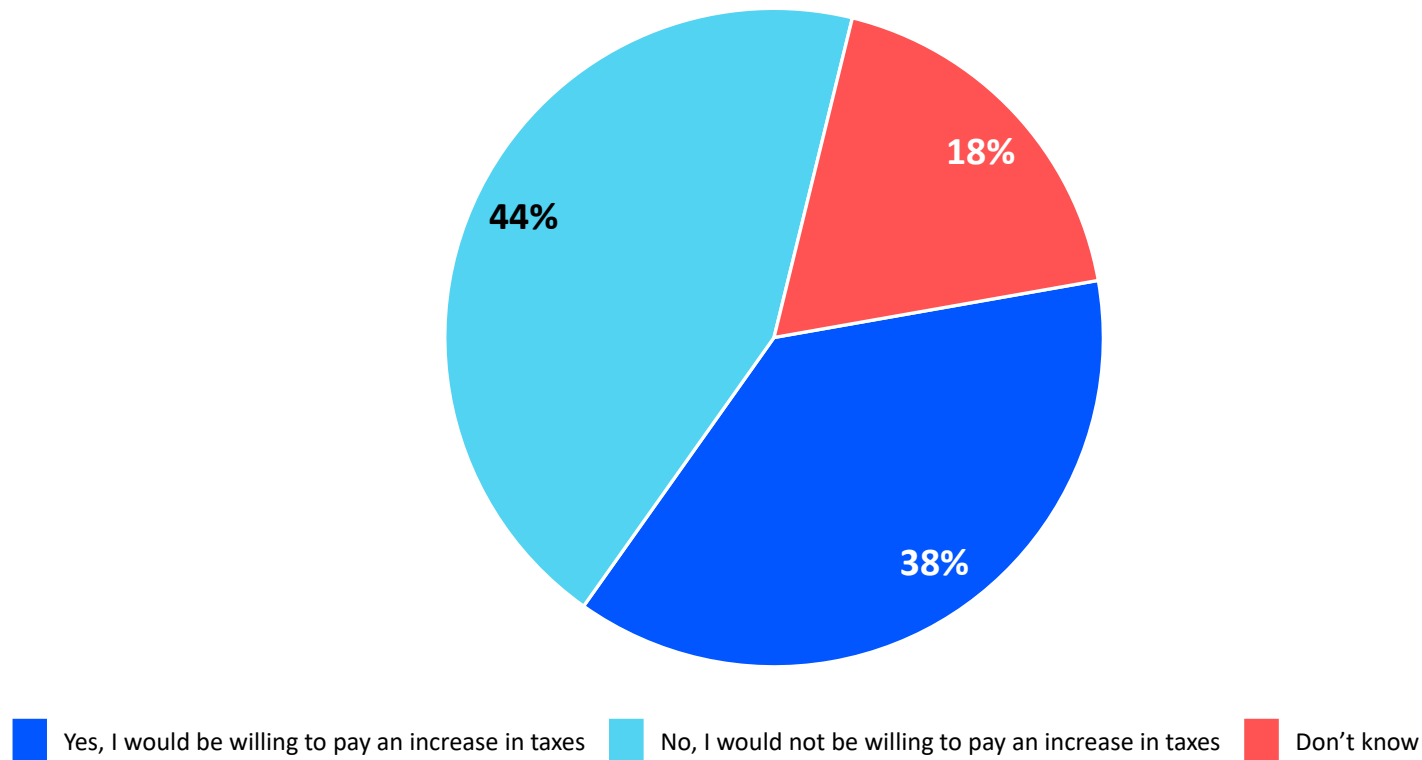
Q19. Overall Ratings of the Community

by percentage of respondents (excluding don't know)



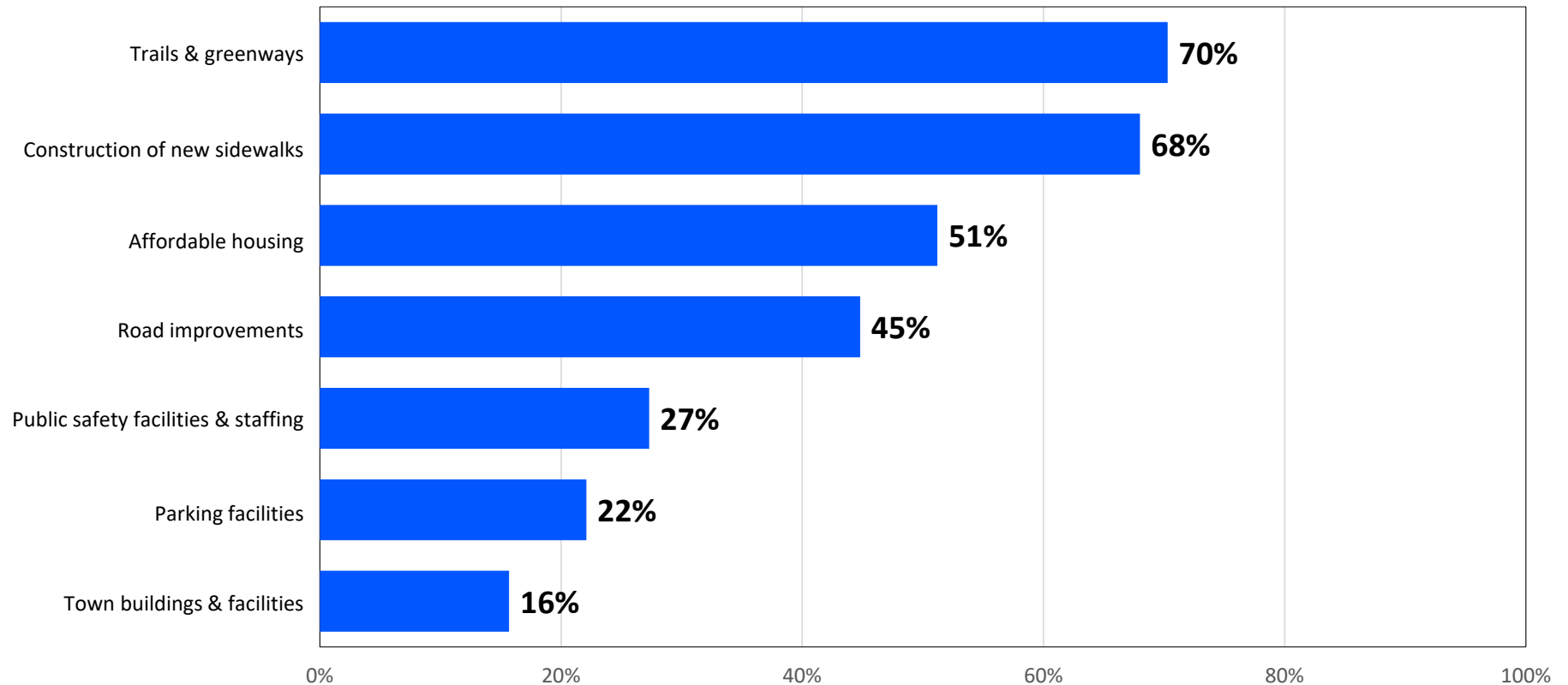
Q20. Would you be willing to pay higher taxes to support enhancements to town services?

by percentage of respondents



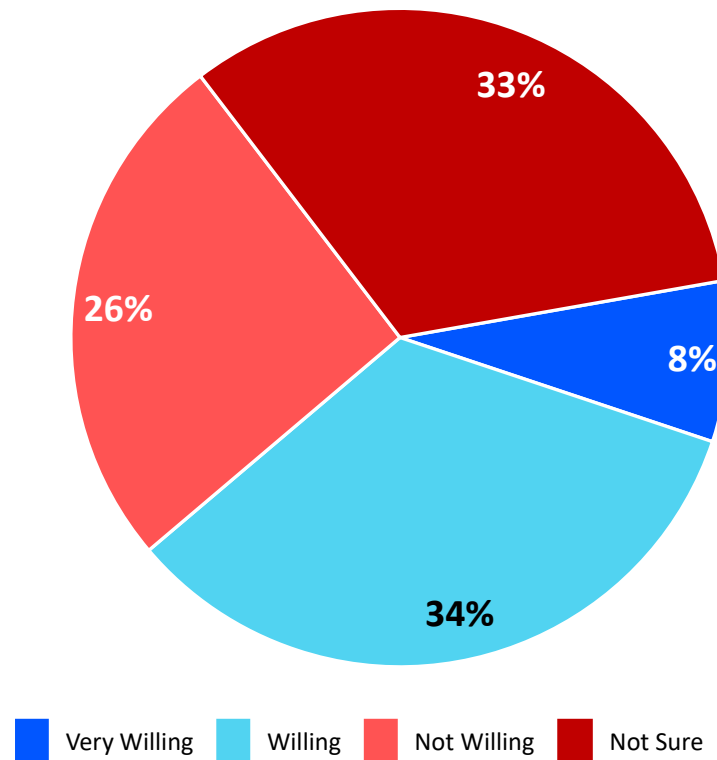
Q20a. If yes to Q20, for which local government services would you be willing to pay higher taxes to support enhancements?

by percentage of respondents (multiple selections could be made)



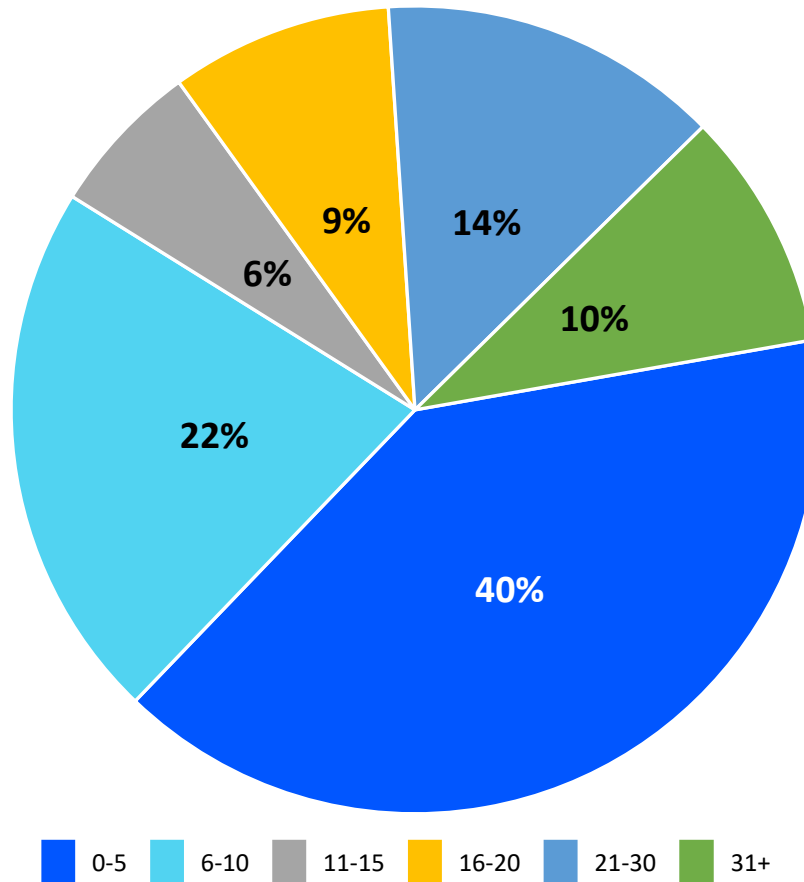
Q21. How willing would you be to pay fees instead of taxes to fund improvements to town services that you use or benefit from?

by percentage of respondents



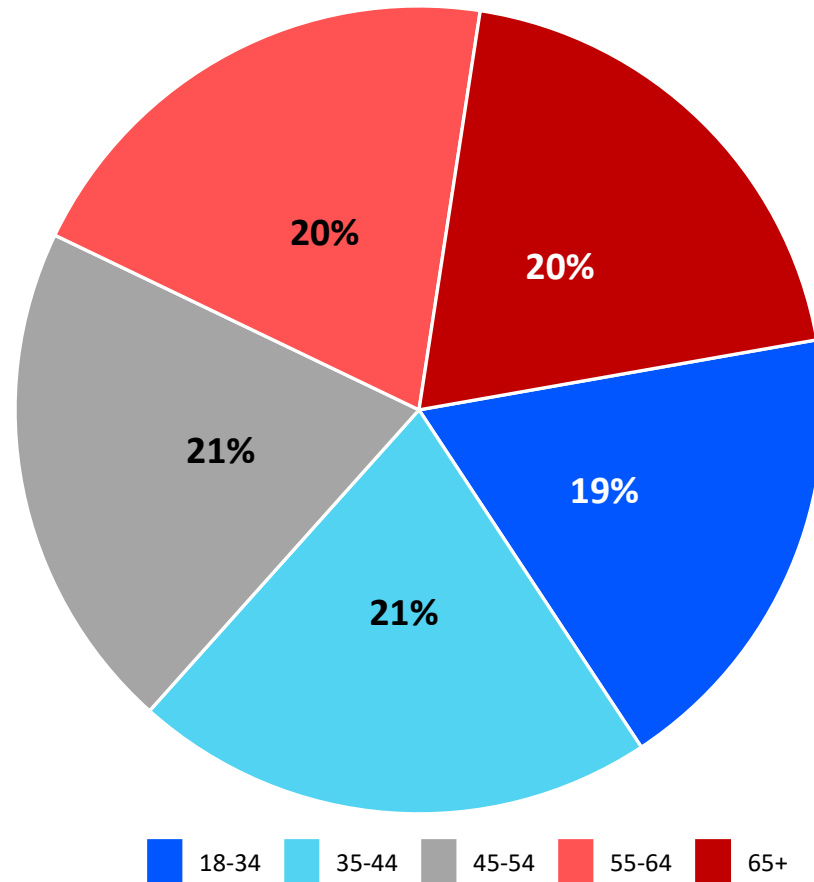
Q26. Demographics: Approximately how many years have you lived in Hillsborough?

by percentage of respondents (excluding not provided)



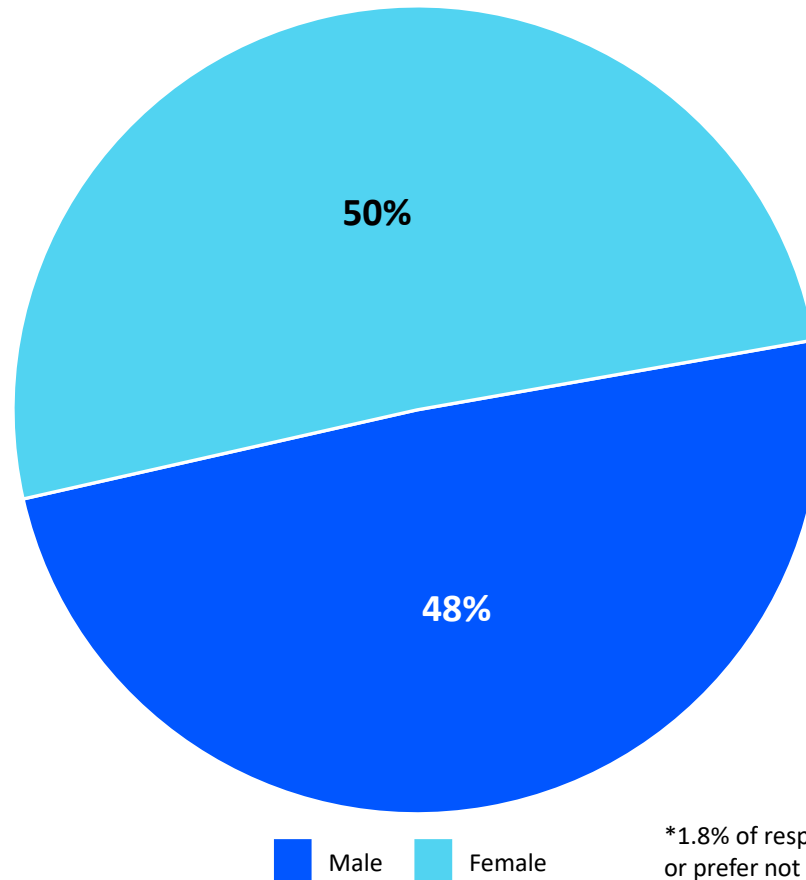
Q27. Demographics: What is your Age?

by percentage of respondents (excluding not provided)



Q28. Demographics: How do you identify yourself?

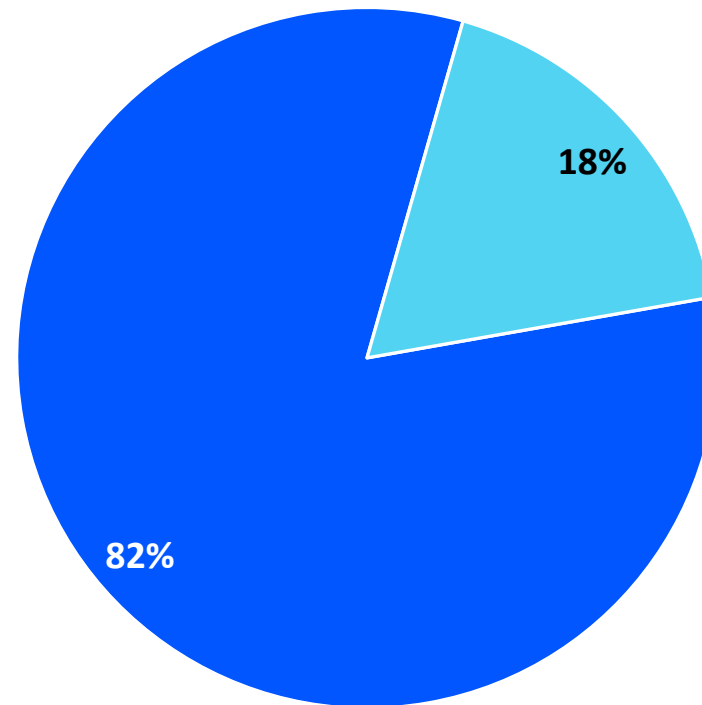
by percentage of respondents (excluding not provided)



*1.8% of respondents prefer to self-identify or prefer not to answer

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

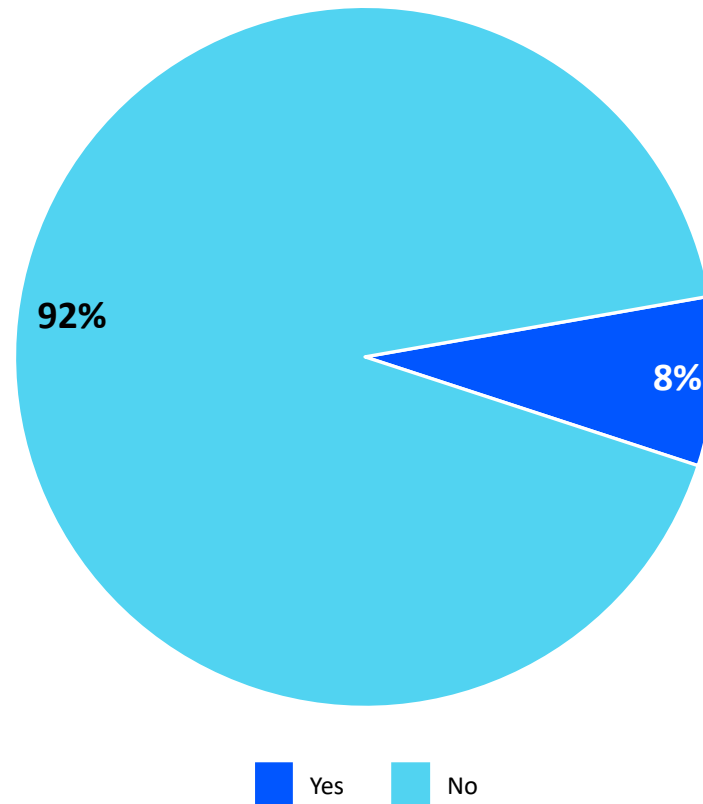
by percentage of respondents (excluding not provided)



Own Rent

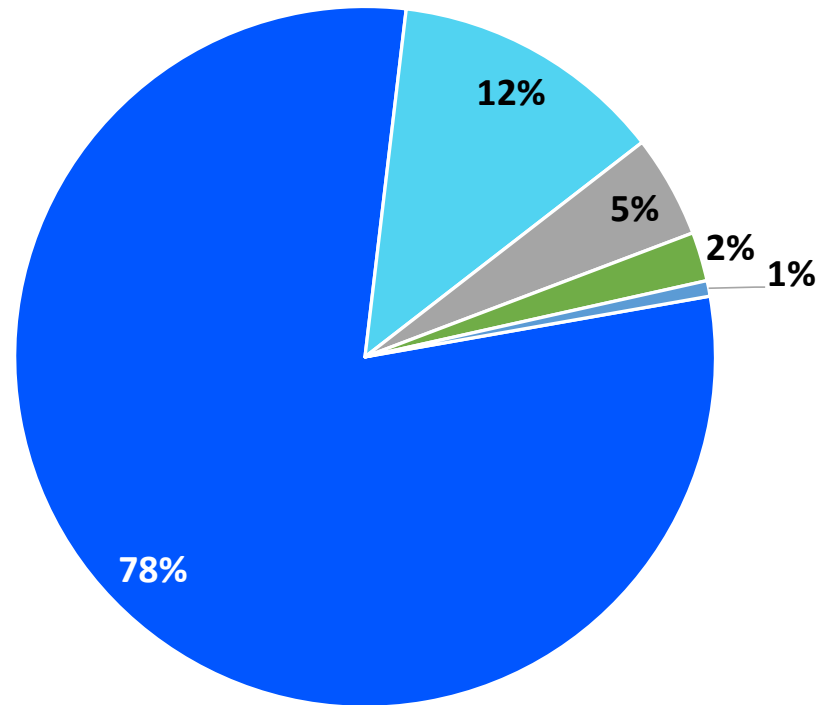
Q30. Demographics: Are you of Hispanic, Latino/a/x or Spanish ancestry?

by percentage of respondents (excluding not provided)



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

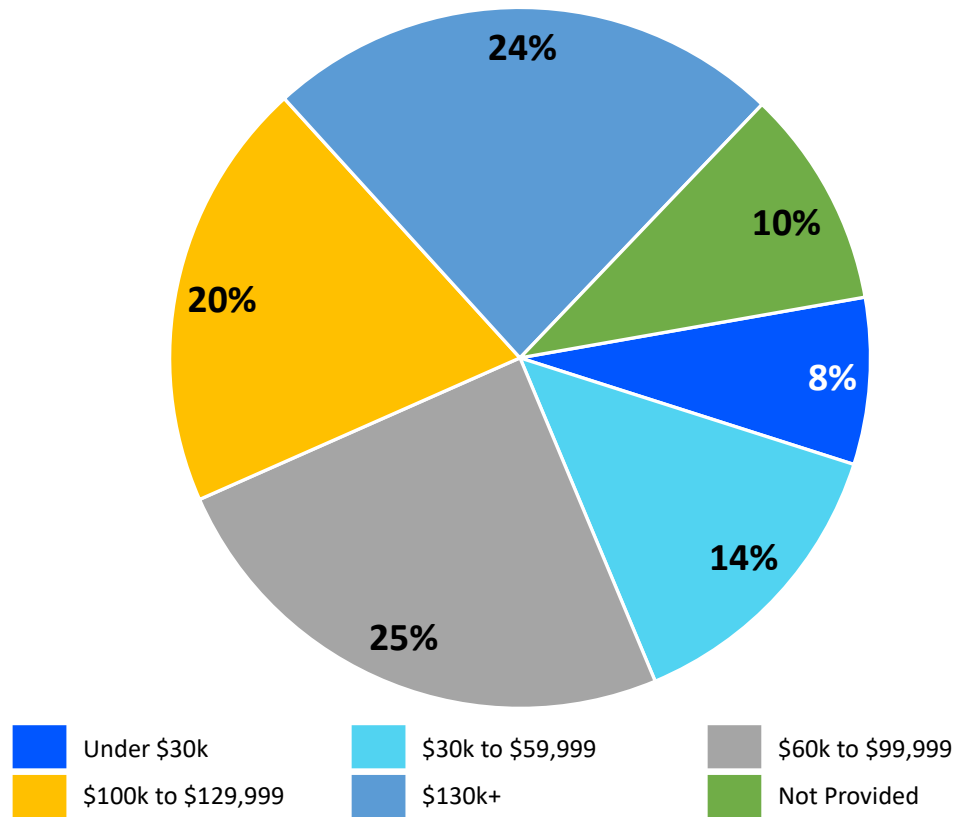
by percentage of respondents



- White or Caucasian
- Black or African American
- Other
- Asian
- American Indian or Alaska Native

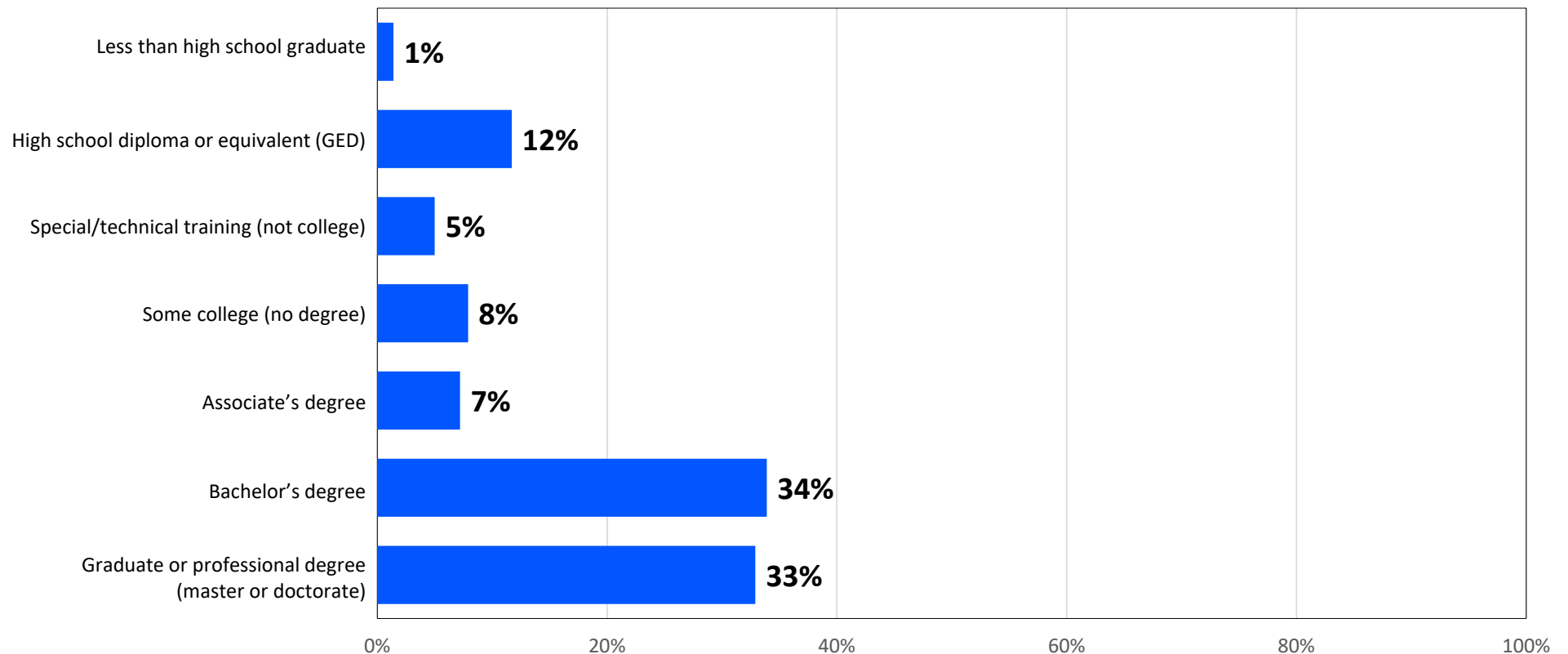
Q35. Demographics: Would you say your total annual household income is...

by percentage of respondents



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

by percentage of respondents (excluding not provided)

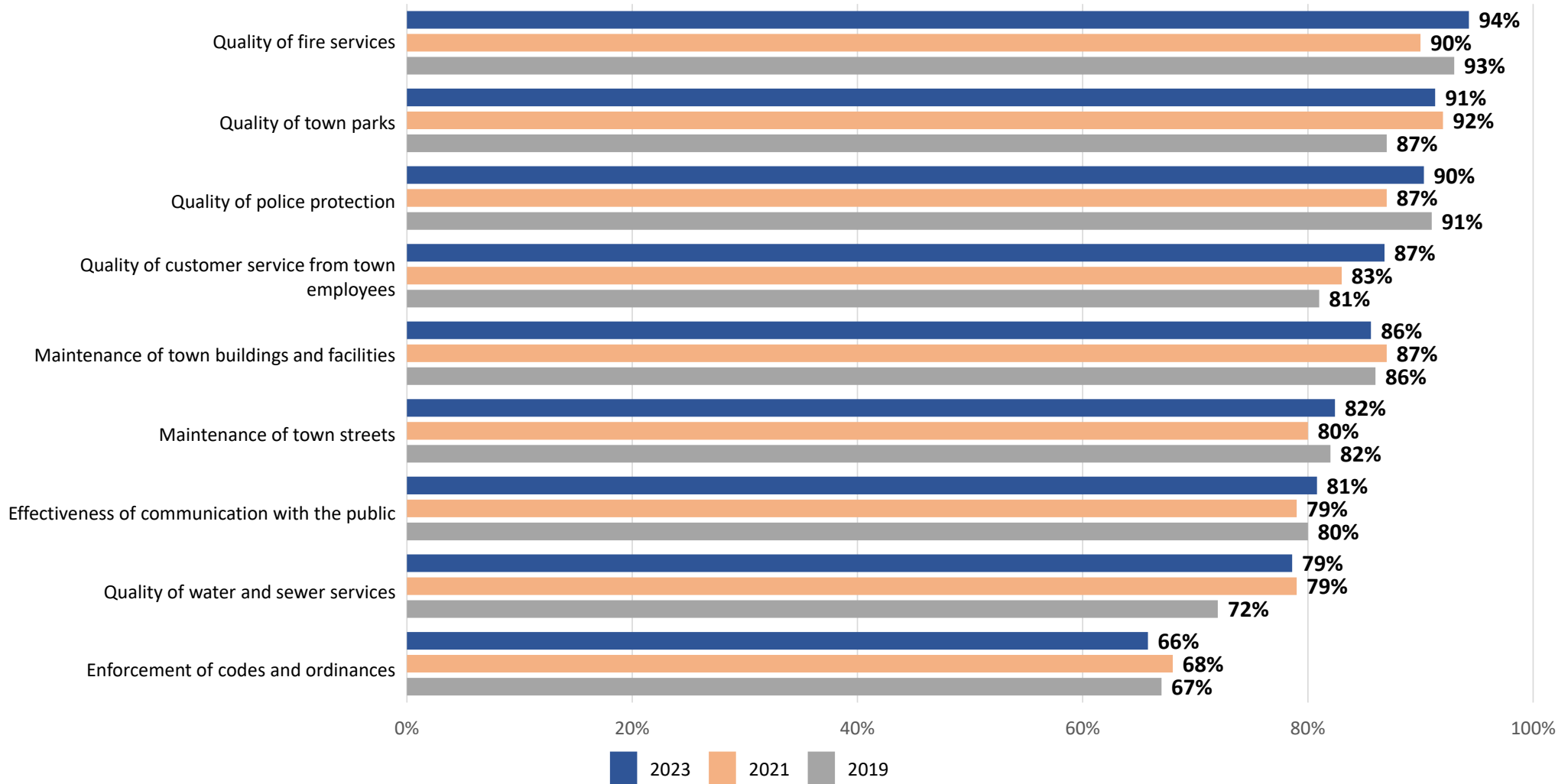


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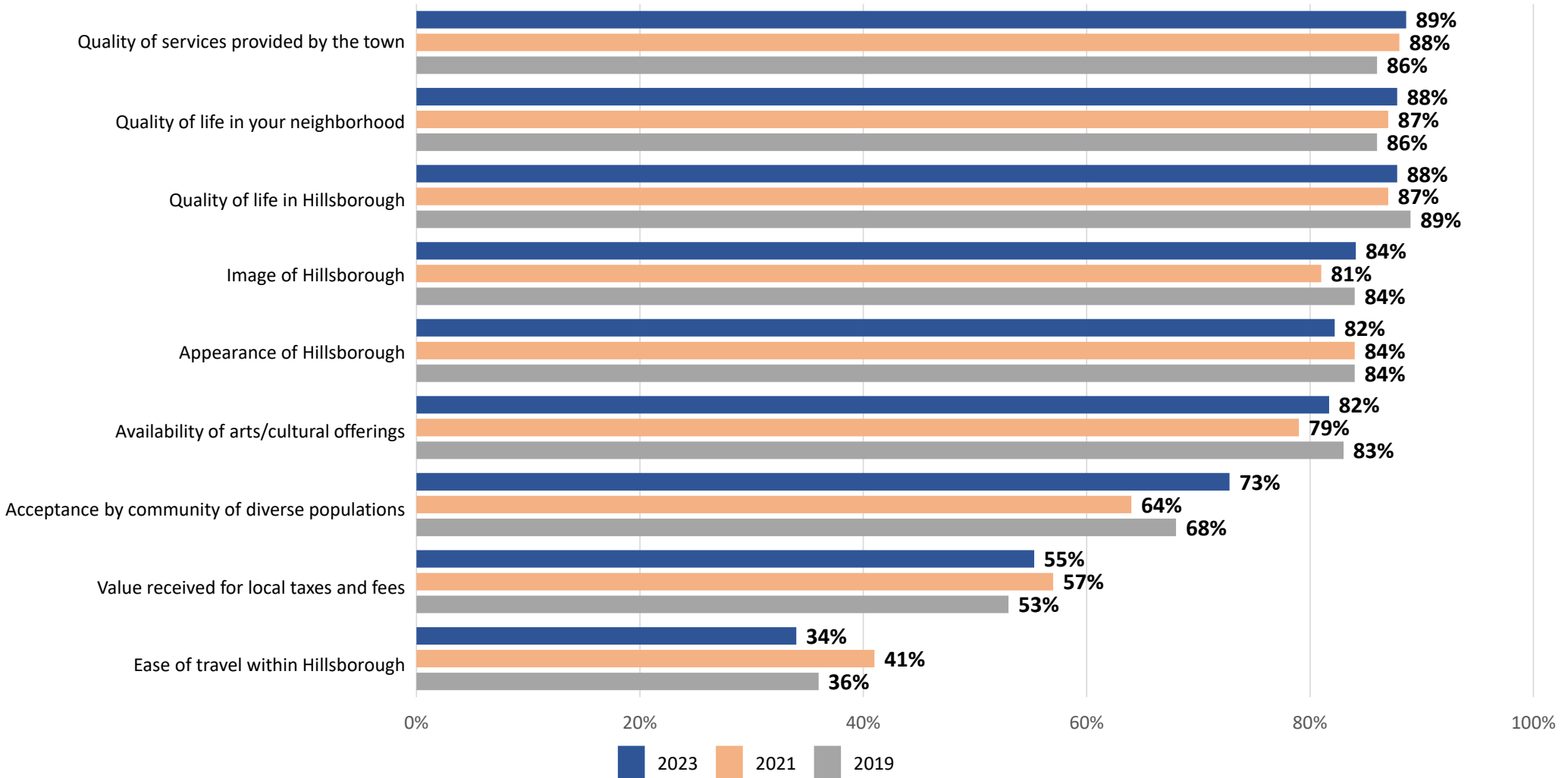
Trend Charts

Q1. Town Services Ratings: Trends

2023 vs 2021 vs 2019

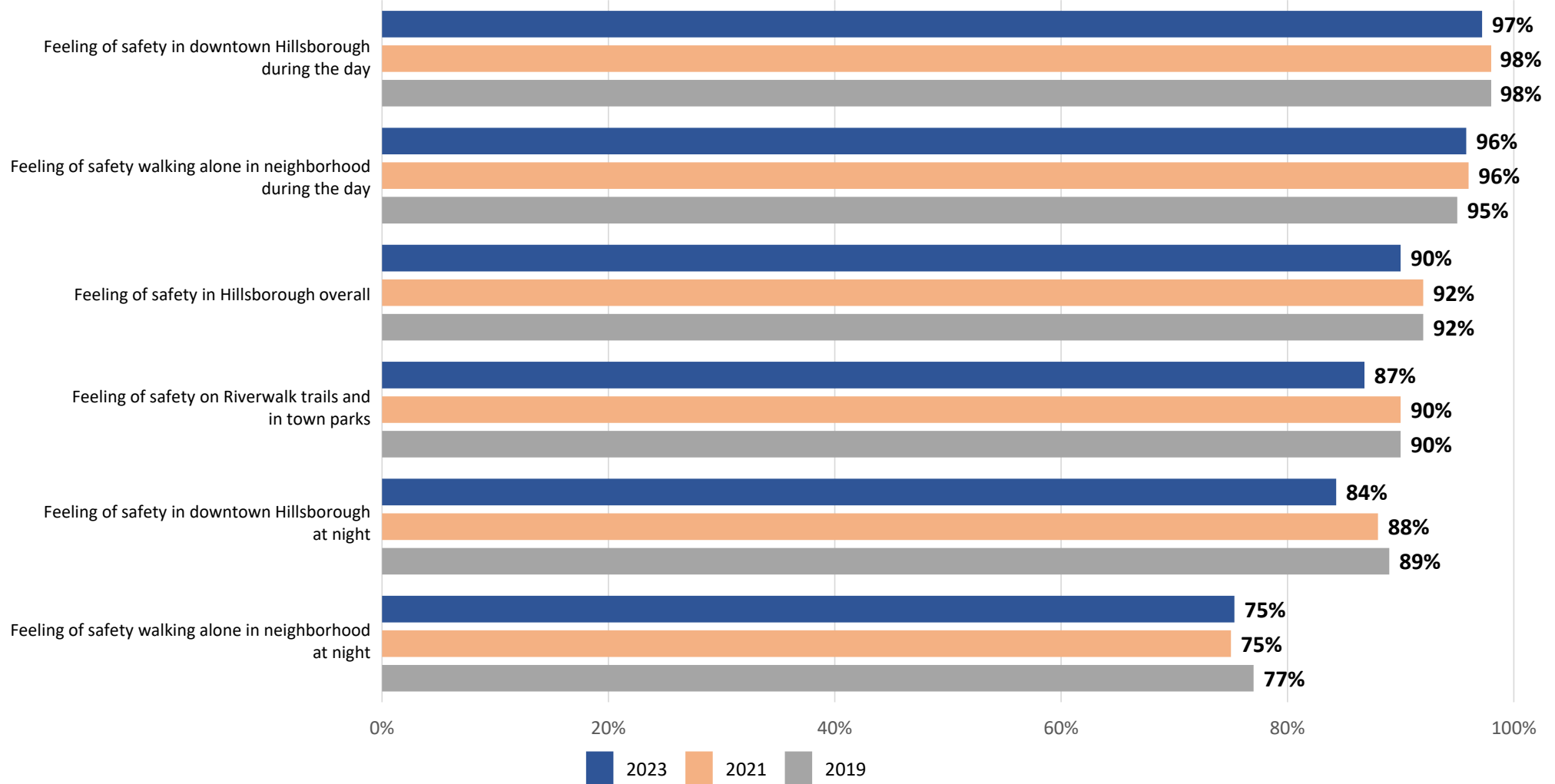


Q3. Perceptions of Hillsborough: Trends 2023 vs 2021 vs 2019

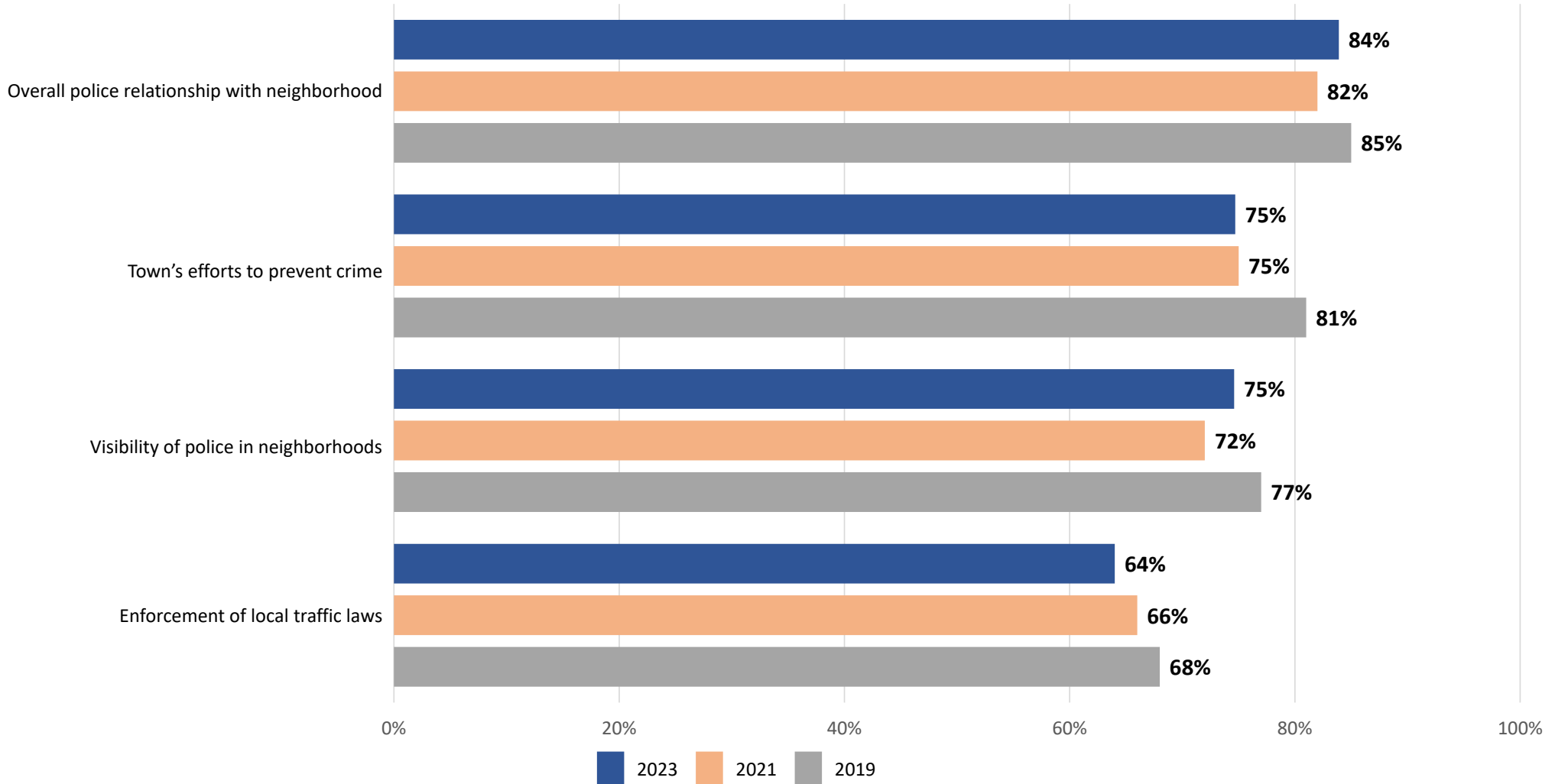


Q4. Perceptions of Safety and Security: Trends

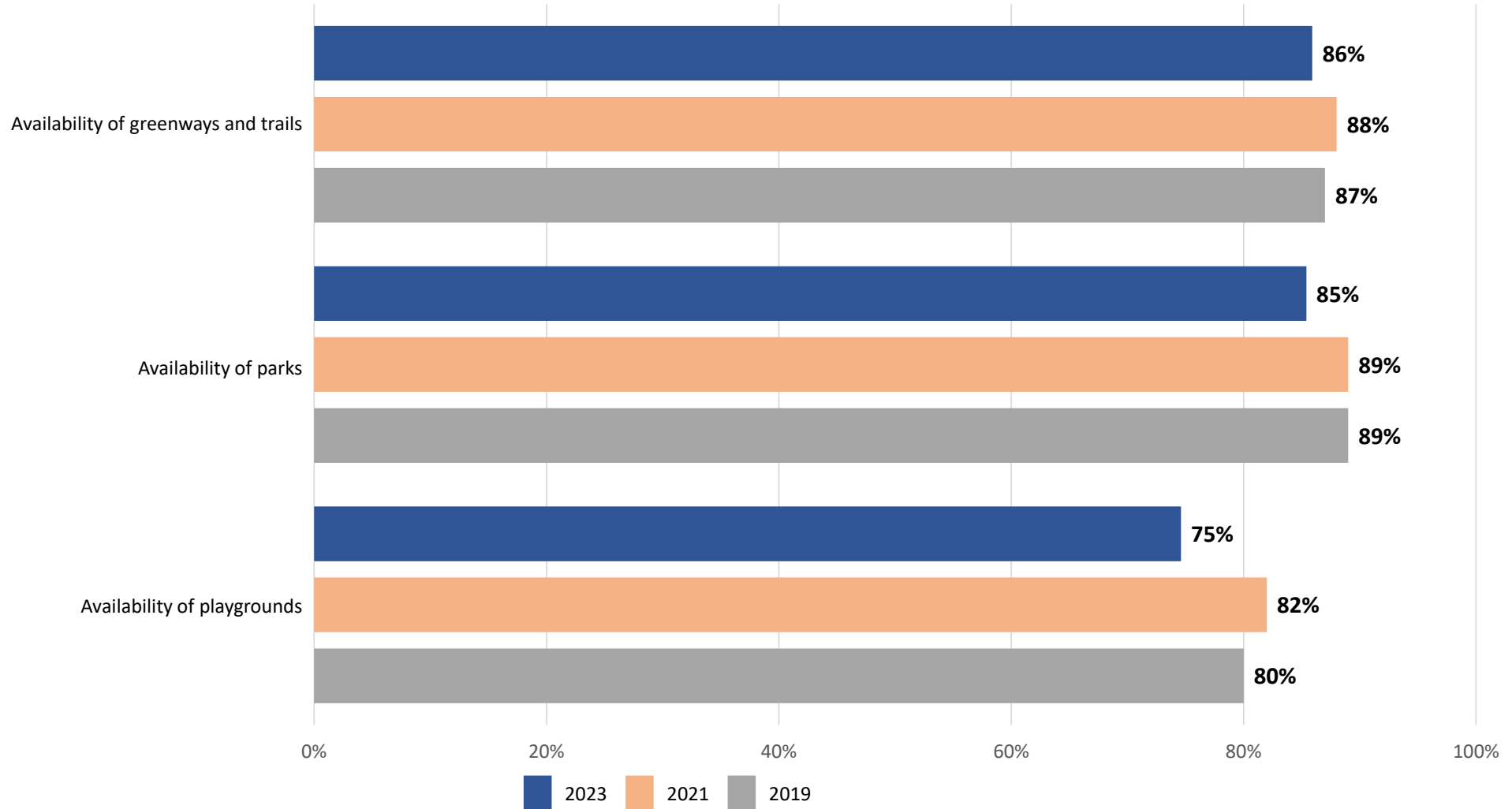
2023 vs 2021 vs 2019



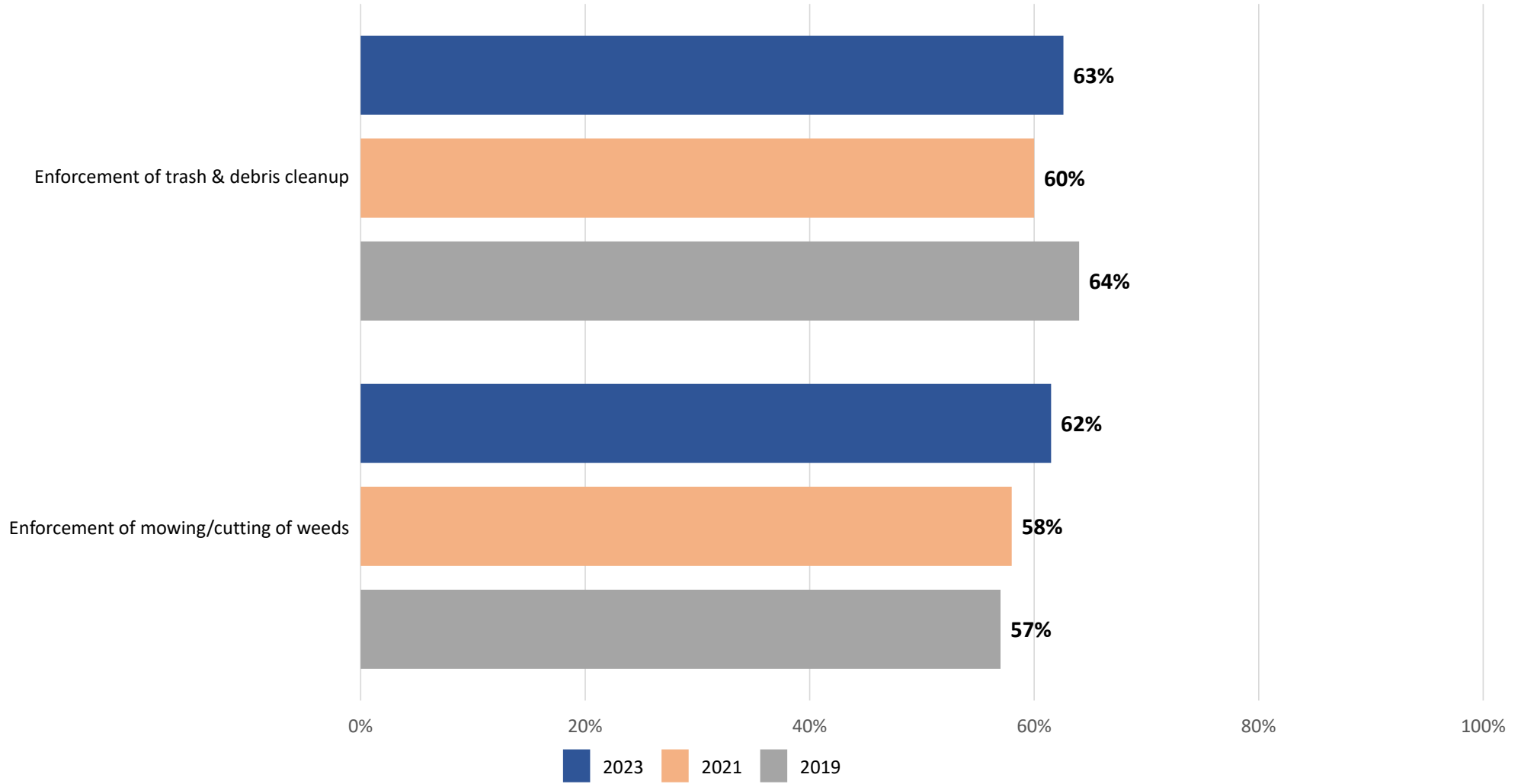
Q5. Law Enforcement Services Ratings: Trends 2023 vs 2021 vs 2019



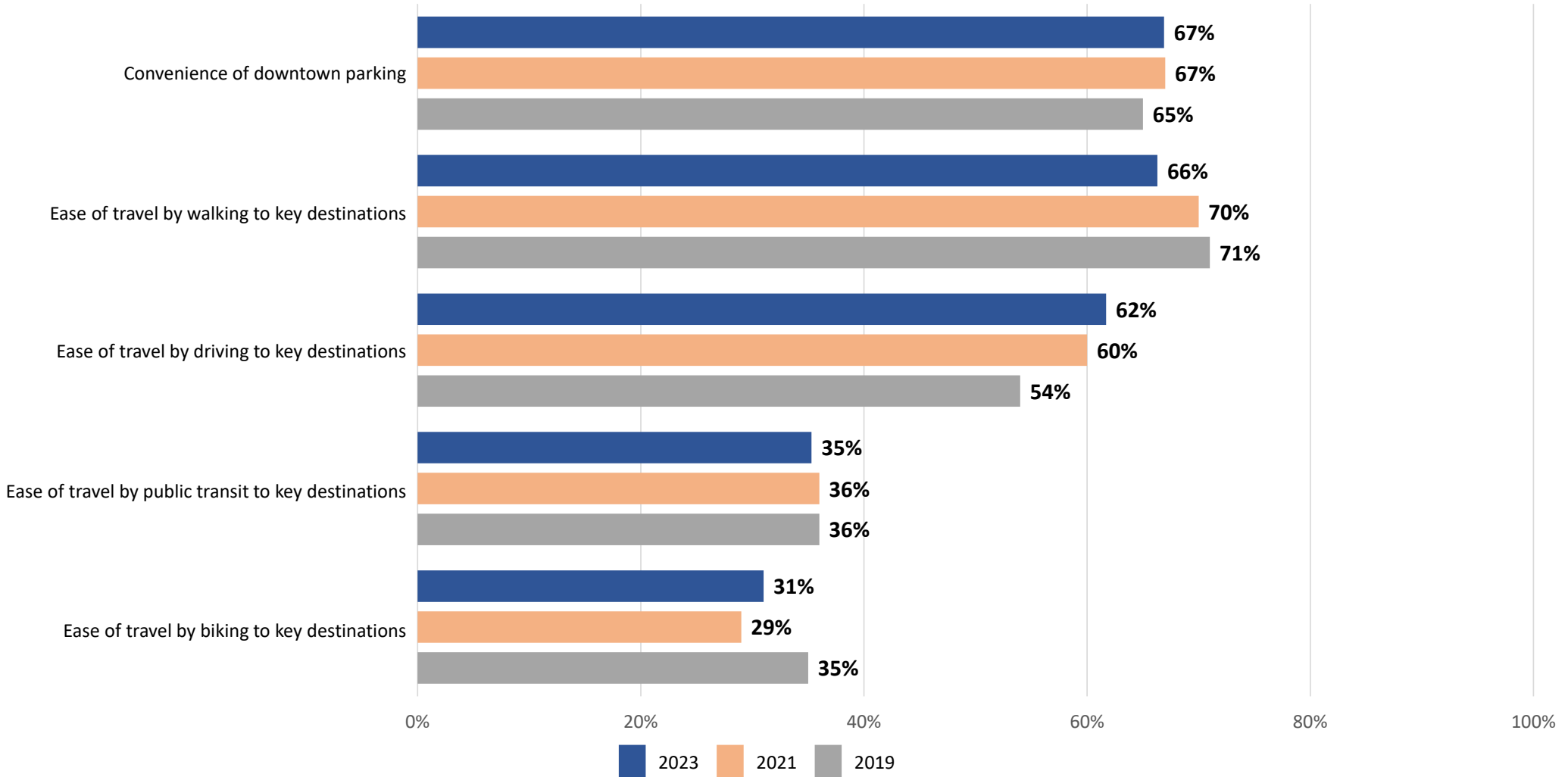
Q6. Parks and Recreation Ratings: Trends 2023 vs 2021 vs 2019



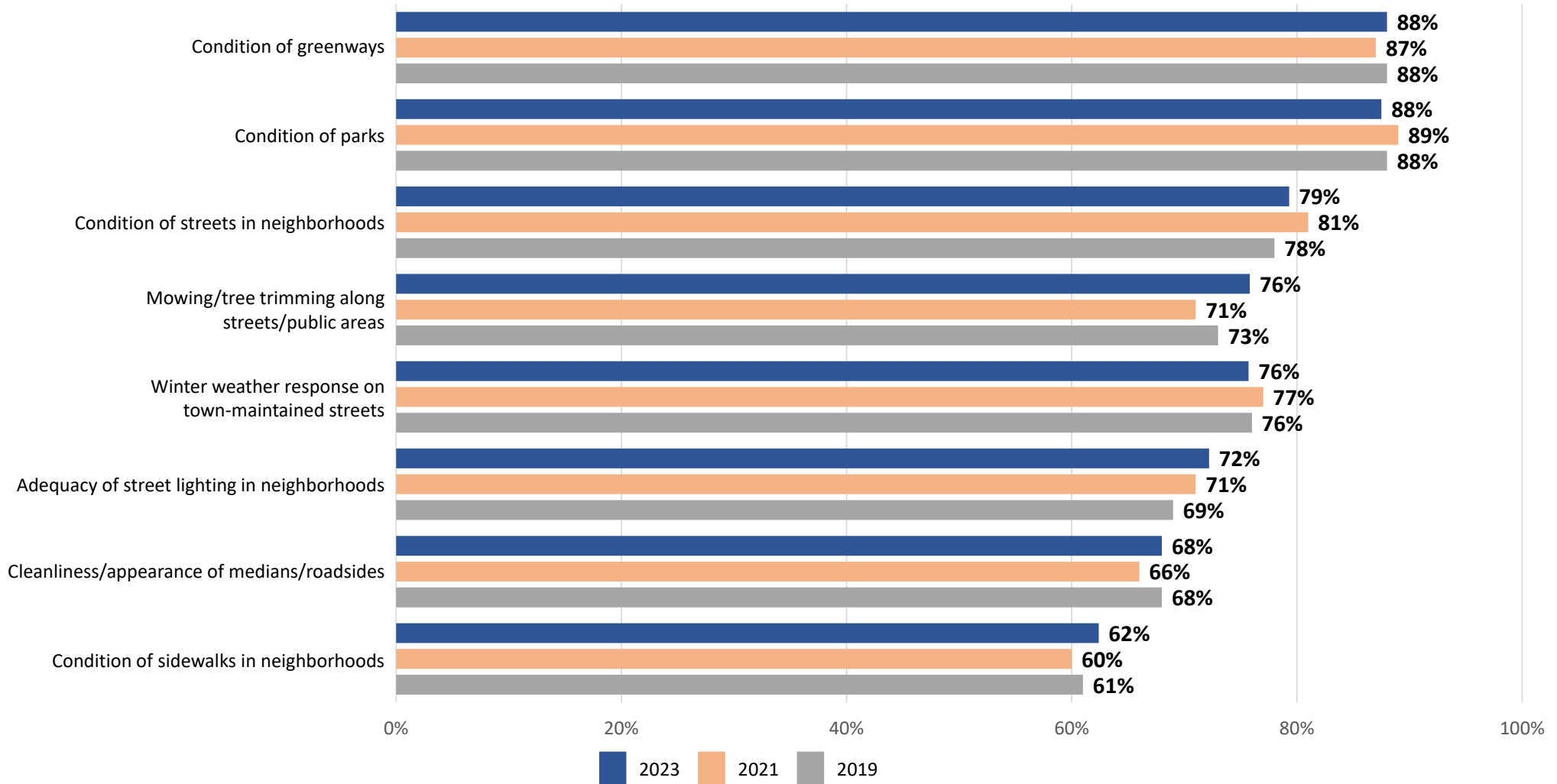
Q7. Code Enforcement Ratings: Trends 2023 vs 2021 vs 2019



Q8. Parking and Transit Ratings: Trends 2023 vs 2021 vs 2019

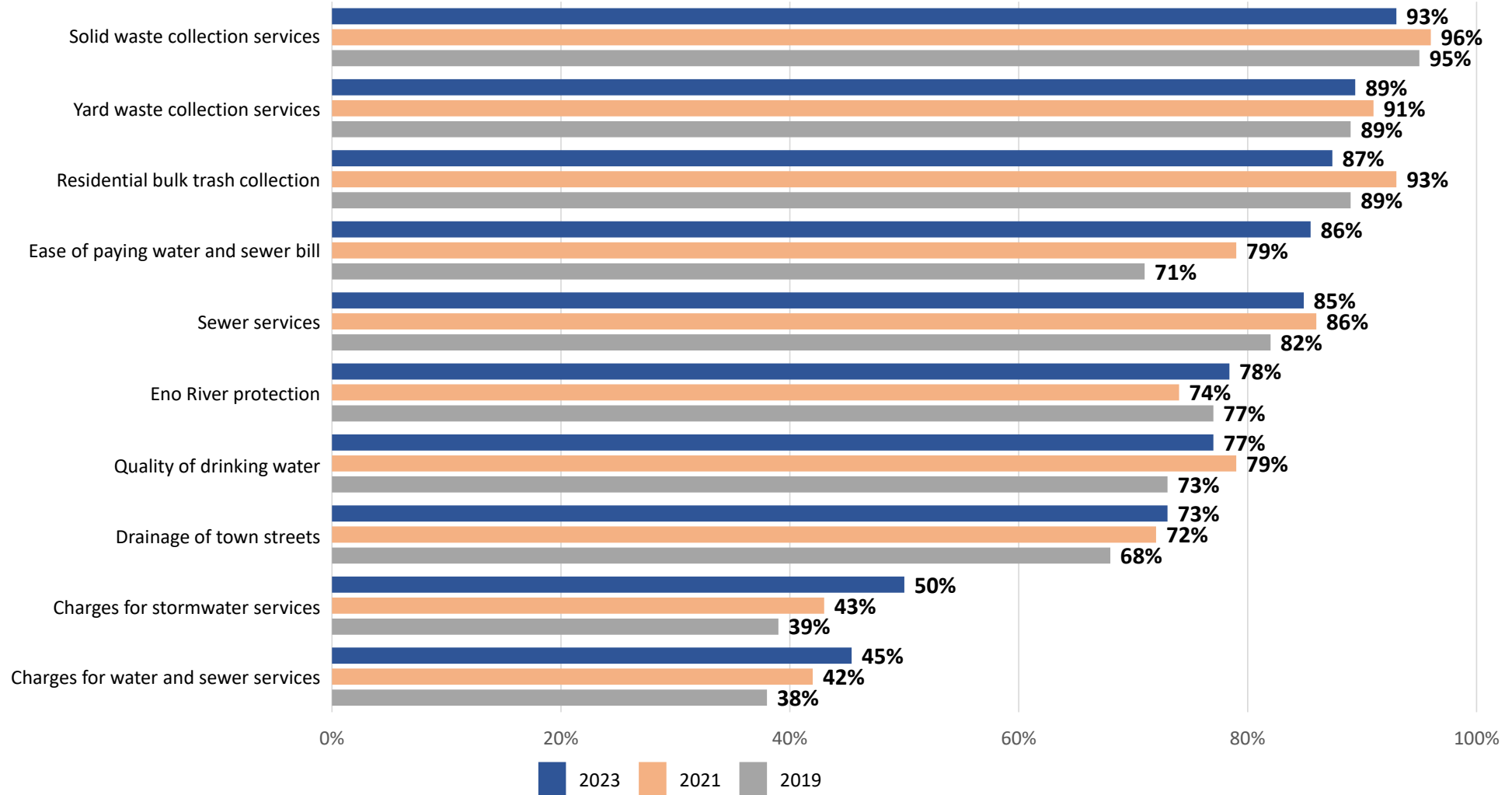


Q9. Maintenance Ratings: Trends 2023 vs 2021 vs 2019

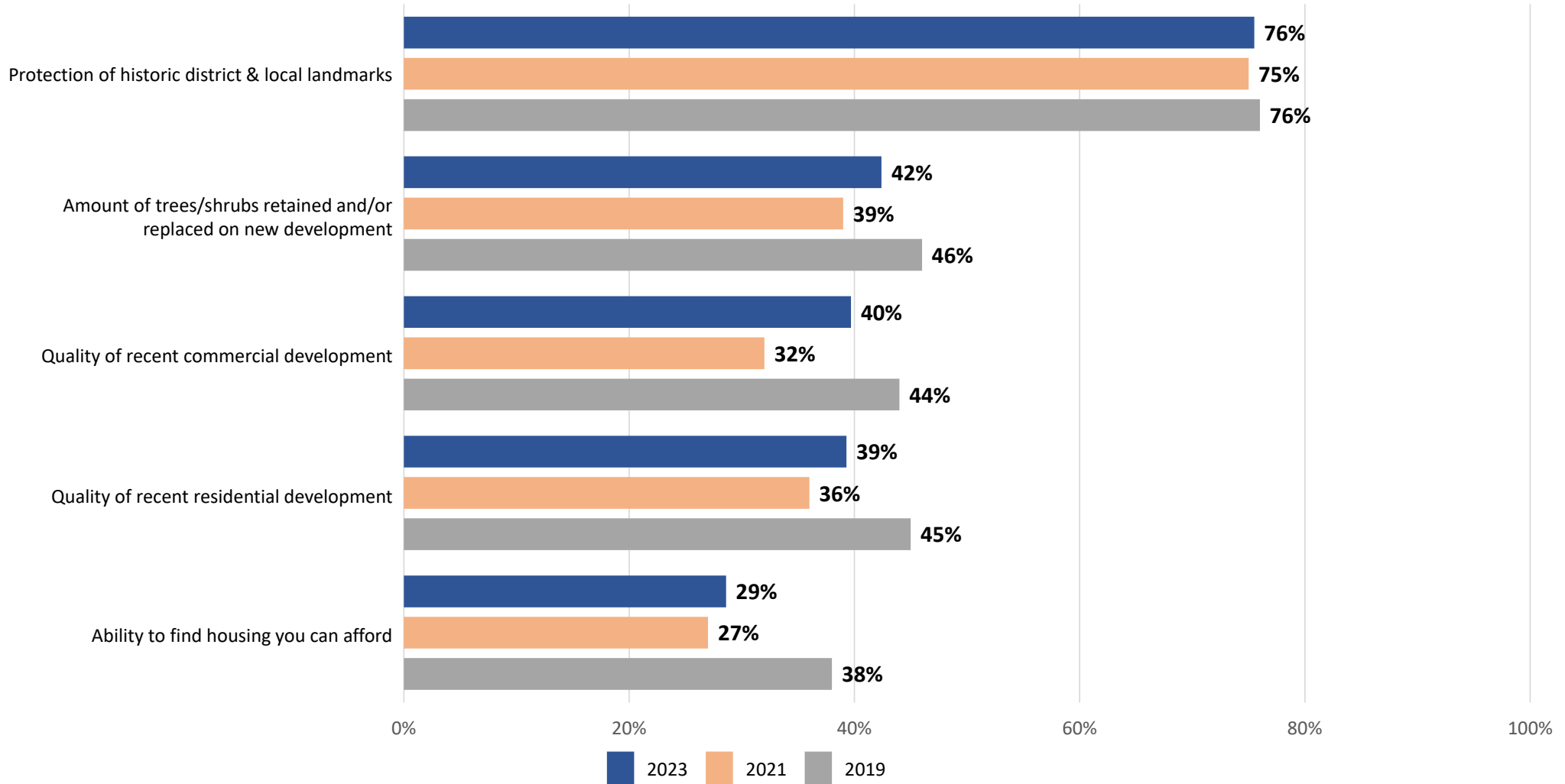


Q11. Solid Waste and Utility Ratings: Trends

2023 vs 2021 vs 2019

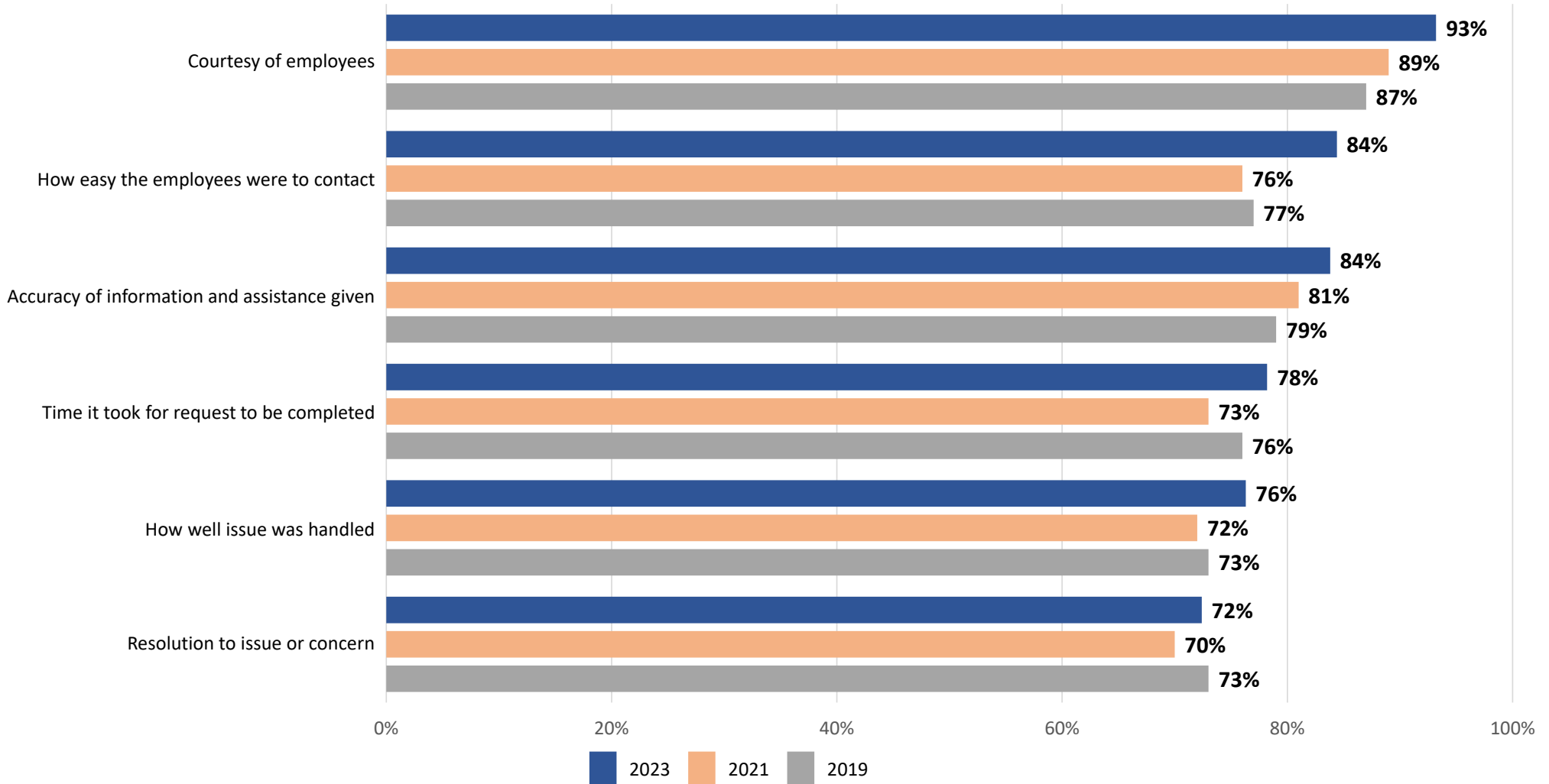


Q12. Development Ratings: Trends 2023 vs 2021 vs 2019

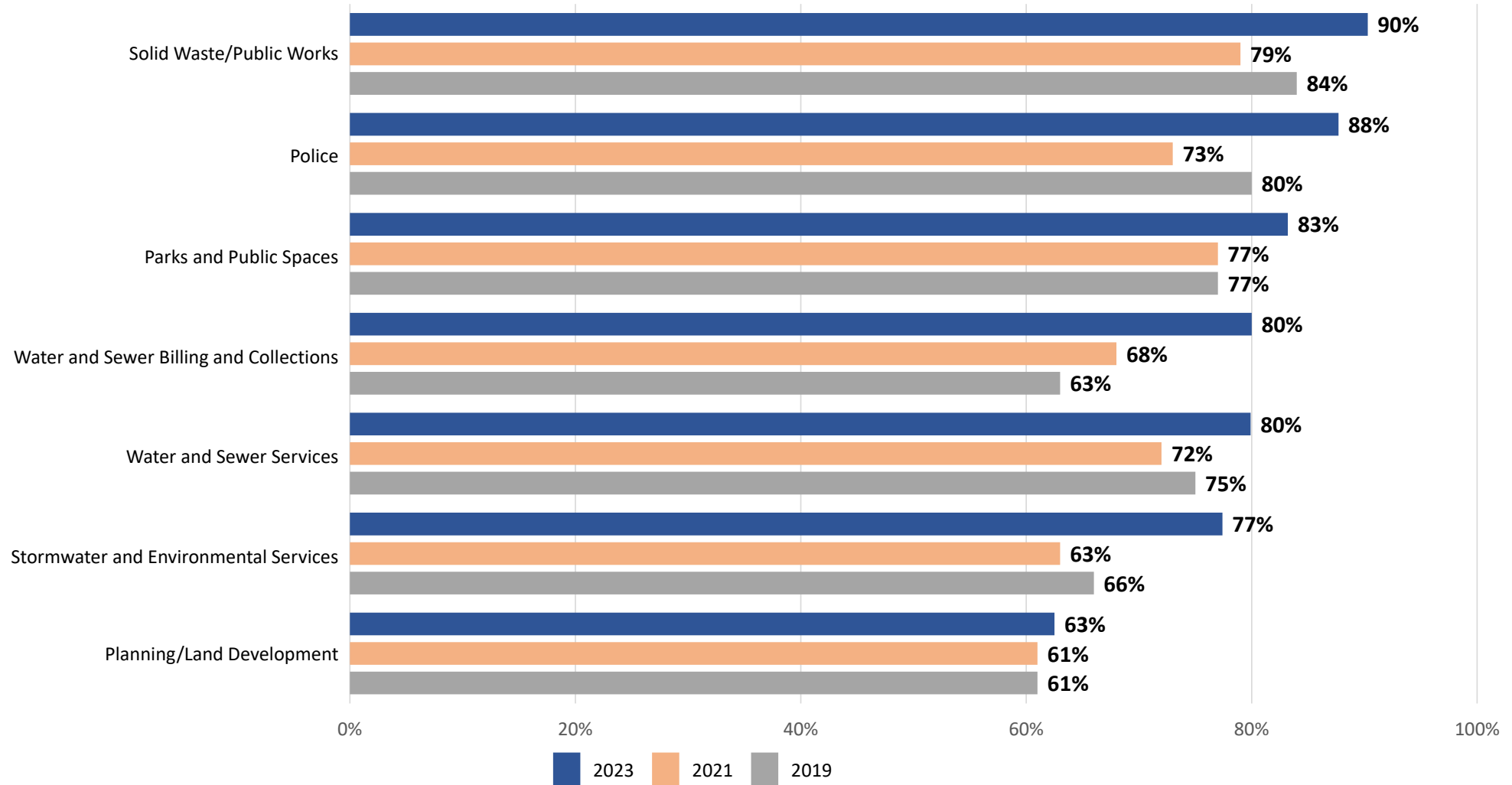


Q13a. Customer Service from Town Employees Ratings: Trends

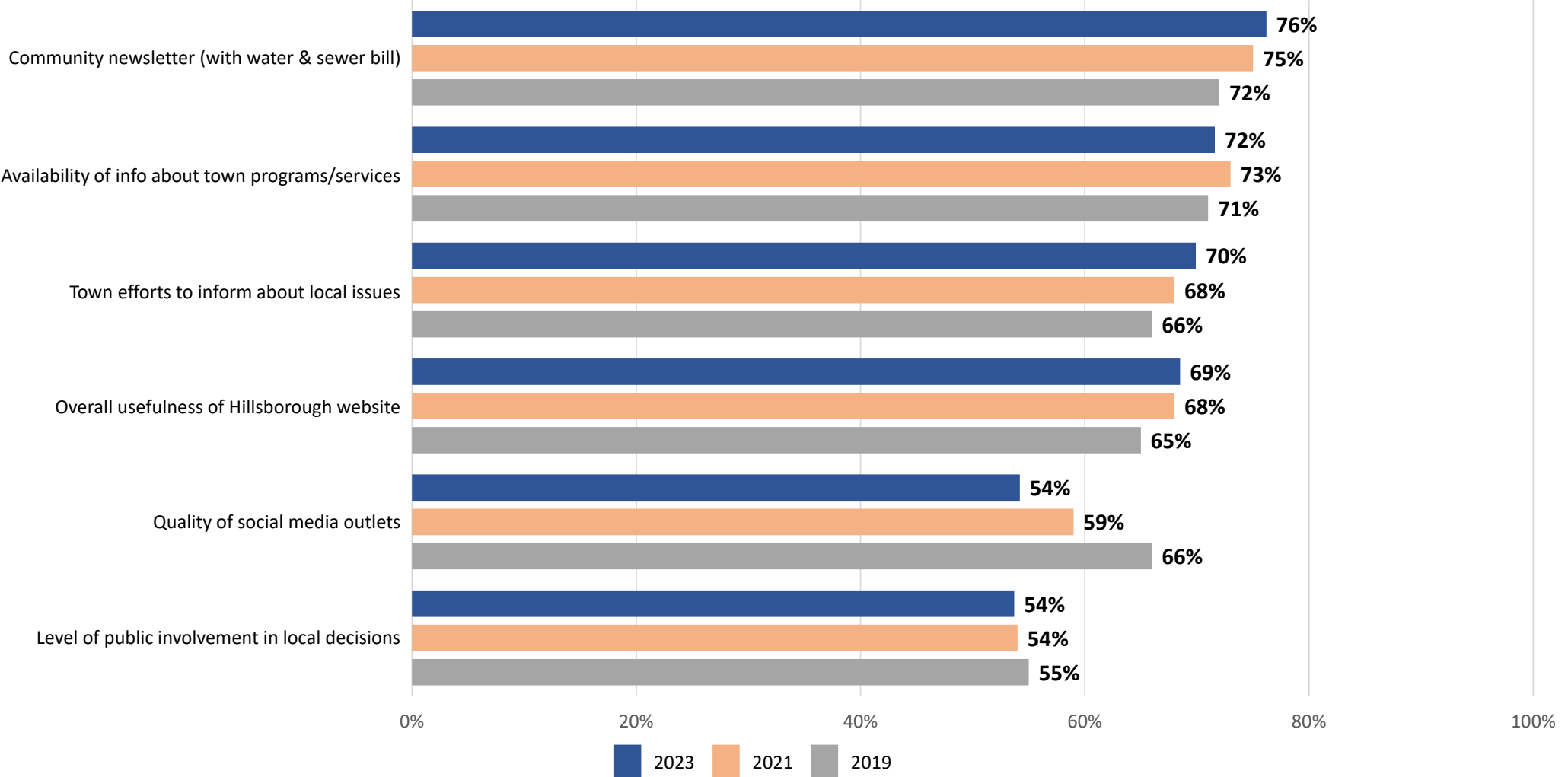
2023 vs 2021 vs 2019



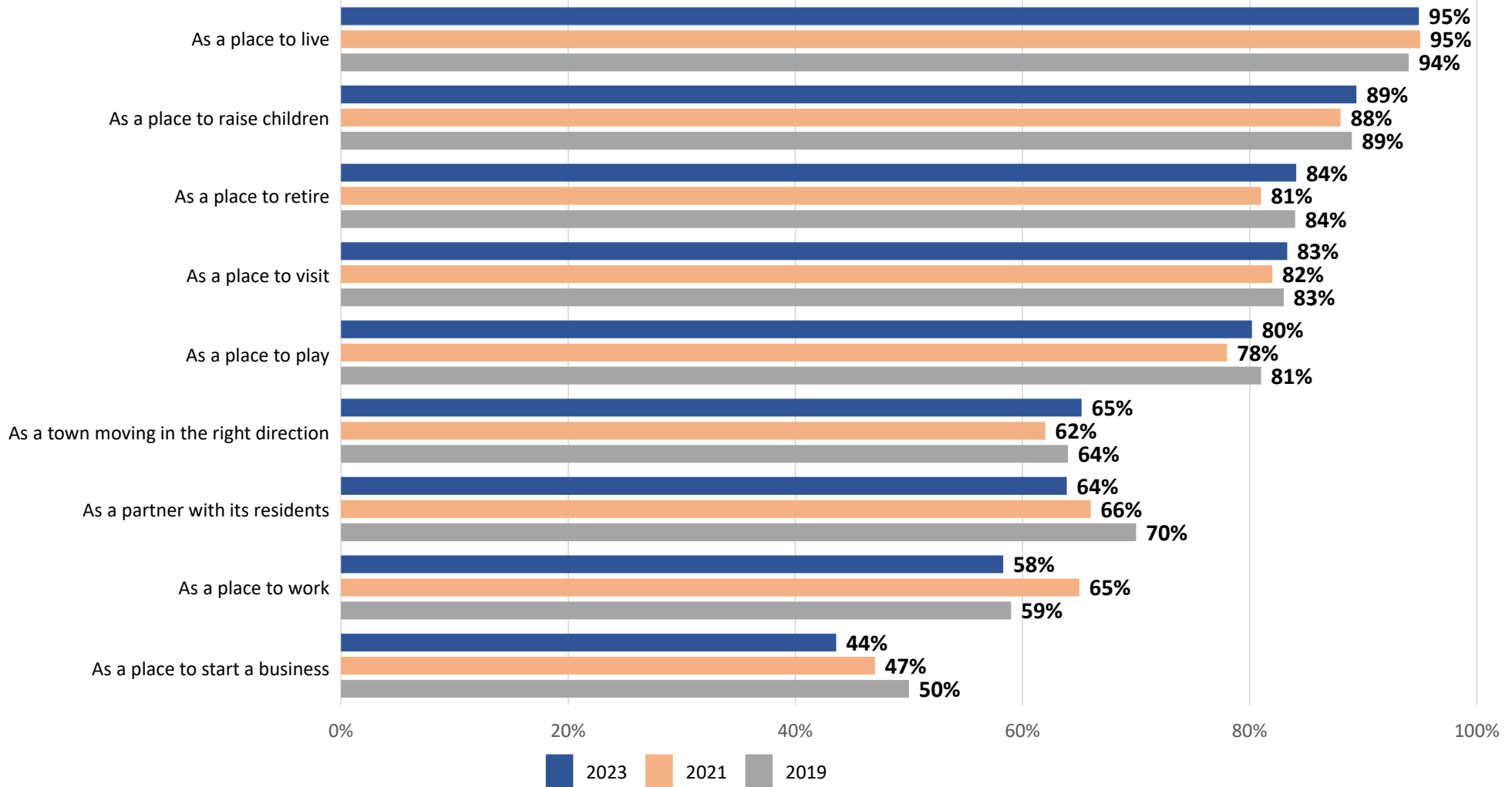
Q13b. Customer Service from Specific Departments Ratings: Trends 2023 vs 2021 vs 2019



Q15. Communication and Engagement Ratings: Trends 2023 vs 2021 vs 2019



Q19. Overall Ratings of the Community: Trends 2023 vs 2021 vs 2019



A large, dark blue circle with a white outline, containing the number '3' in a bold, dark blue font.

Benchmarking Analysis

Benchmarking Analysis



Overview

ETC Institute's *DirectionFinder*[®] program was originally developed in 1999 to help community leaders use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 300 cities and counties in 49 states. Most participating communities conduct the survey on an annual or biennial basis.

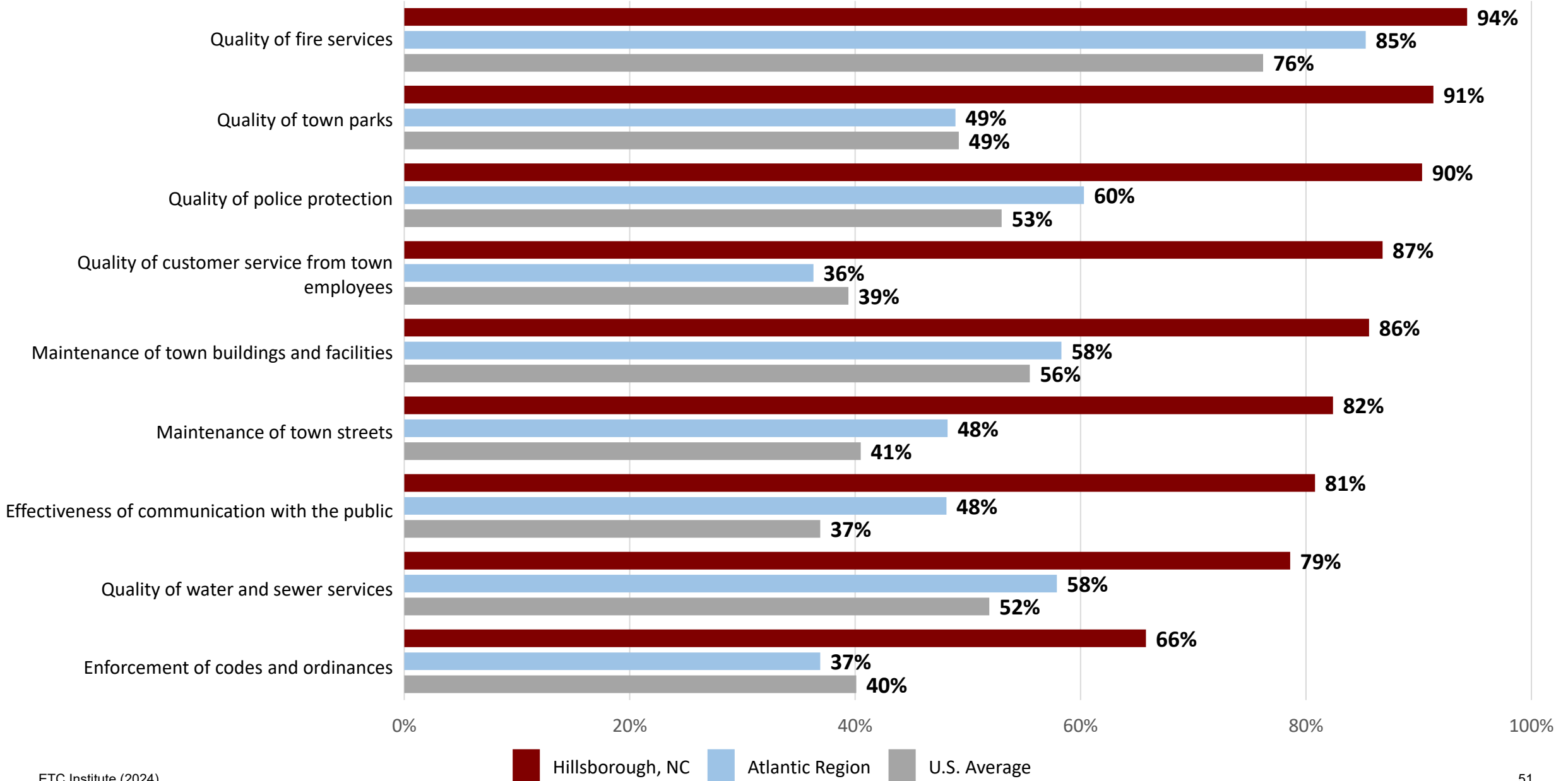
This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the summer of 2023 to a random sample of more than 5,000 residents in the continental United States and (2) from a regional survey administered to a random sample of more than 950 residents in the Atlantic Region of the United States during the winter of 2023. The states that make up the Atlantic Region are North Carolina, Virginia, West Virginia, Delaware, Maryland, District of Columbia, and New Jersey.

The charts on the following pages show how the results for the Town of Hillsborough compare to the national average and the Atlantic Region. The dark red bar shows the results for the Town of Hillsborough. The light blue bar shows the Atlantic Region average. The grey bar shows the results of a national survey that was administered by ETC Institute to a random sample of more than 5,000 U.S. residents during the summer of 2023.

ETC Institute does not maintain benchmarking data for all of the items that were included in the Town's 2023 survey. Only items that ETC Institute maintains benchmarking data for are included in this section.

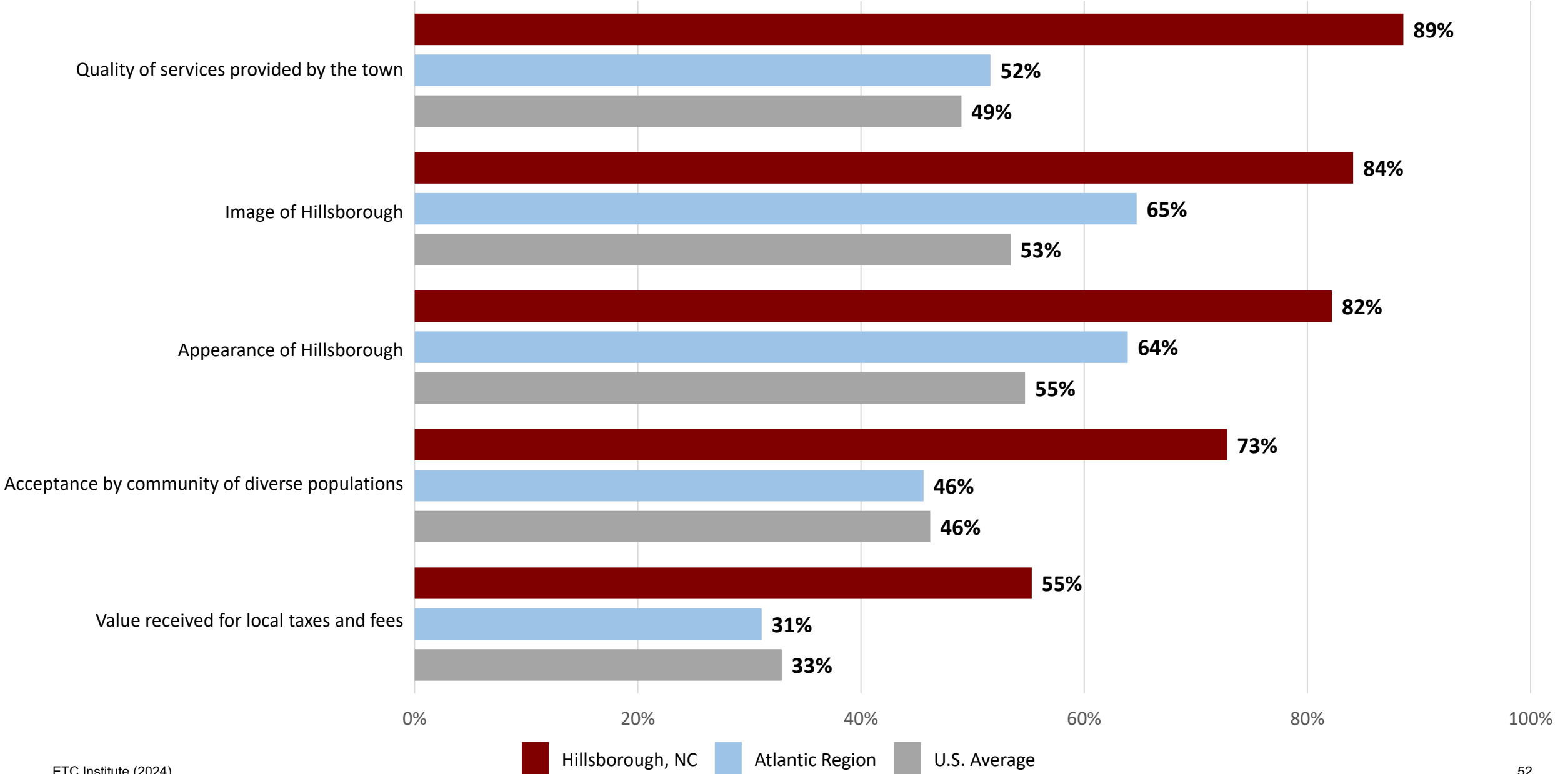
Q1. Town Services Ratings: Benchmarking

Hillsborough, NC vs Atlantic Region vs U.S Average



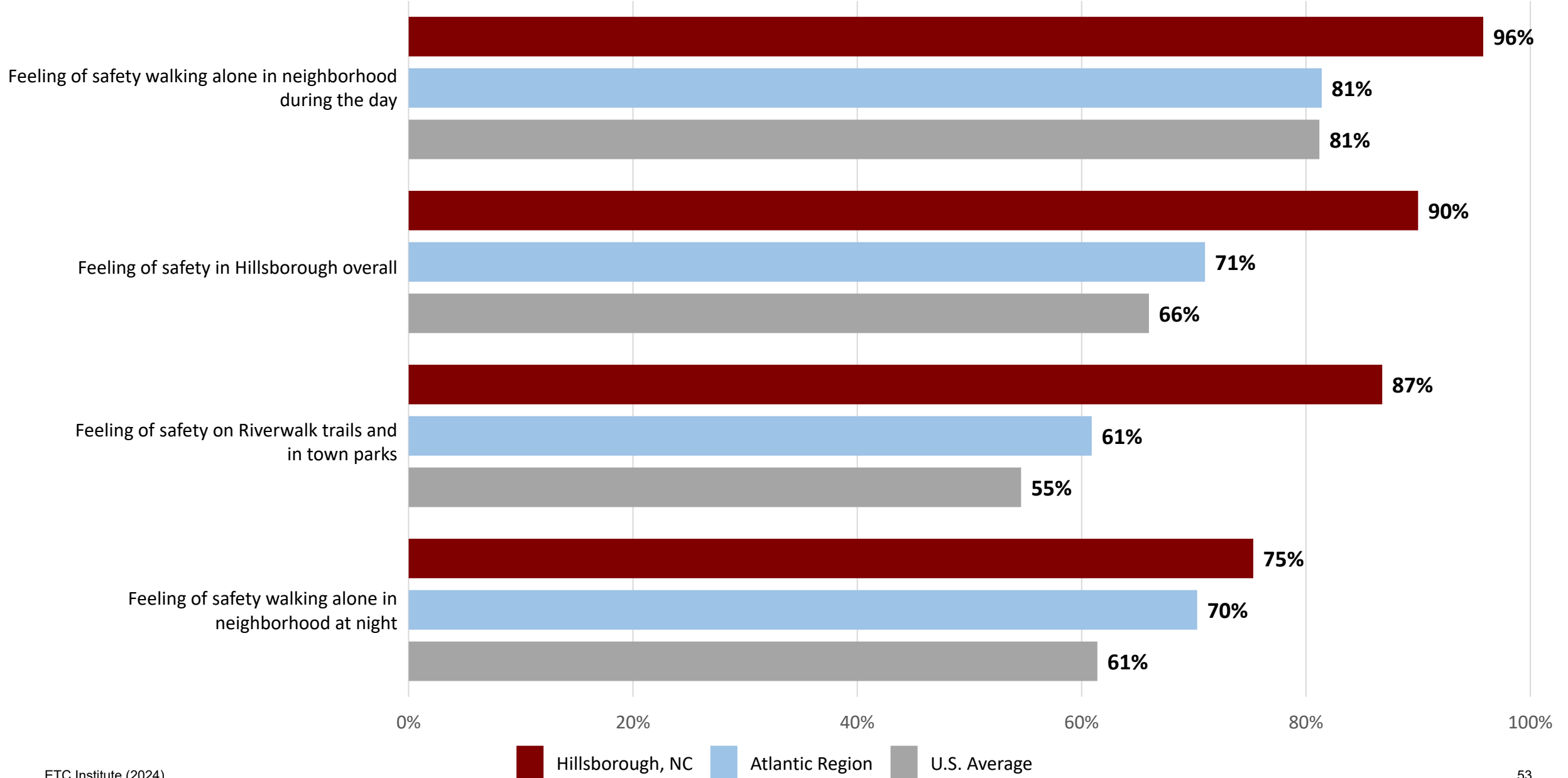
Q3. Perceptions of Hillsborough: Benchmarking

Hillsborough, NC vs Atlantic Region vs U.S Average



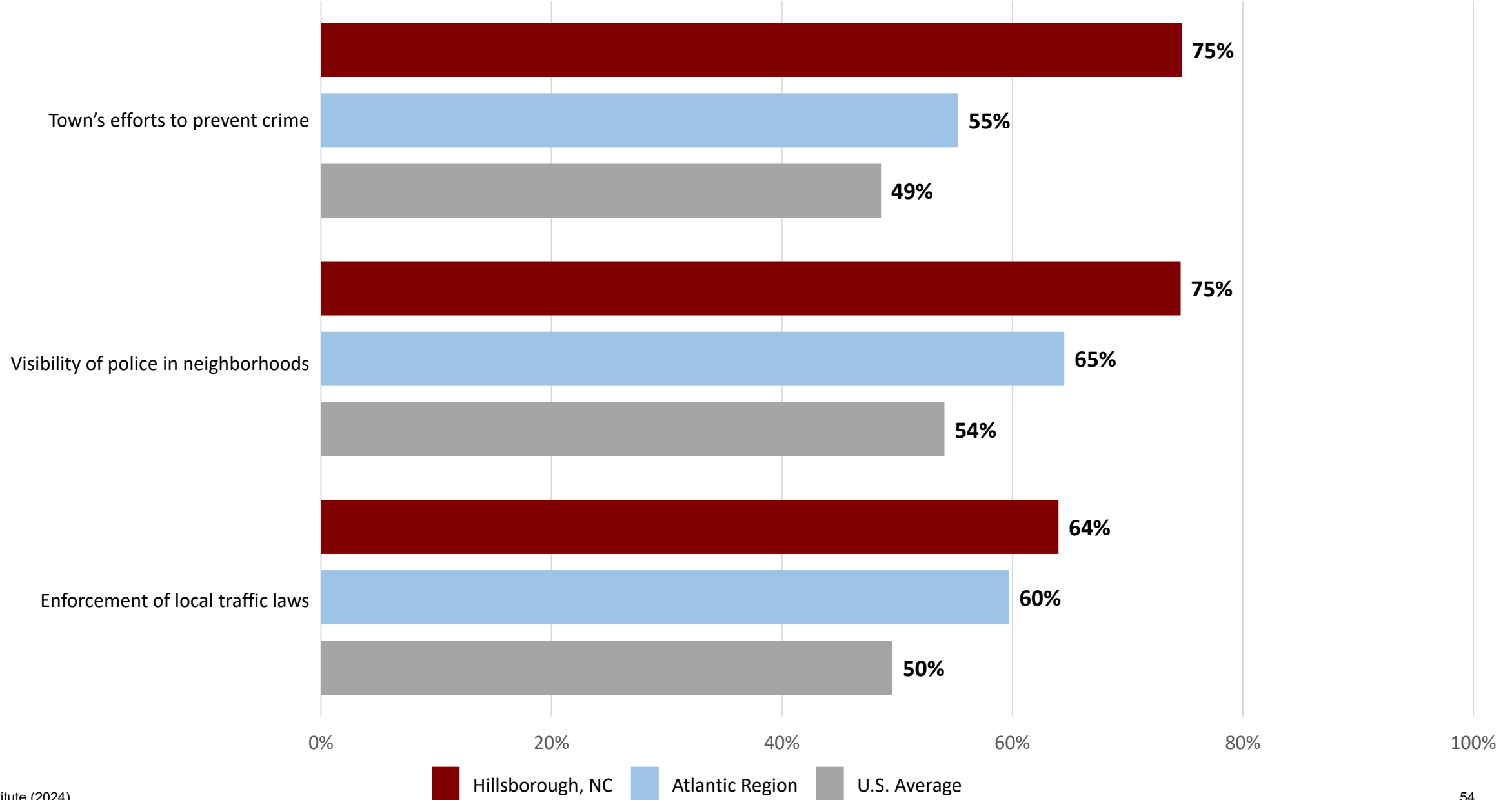
Q4. Perceptions of Safety and Security: Benchmarking

Hillsborough, NC vs Atlantic Region vs U.S Average



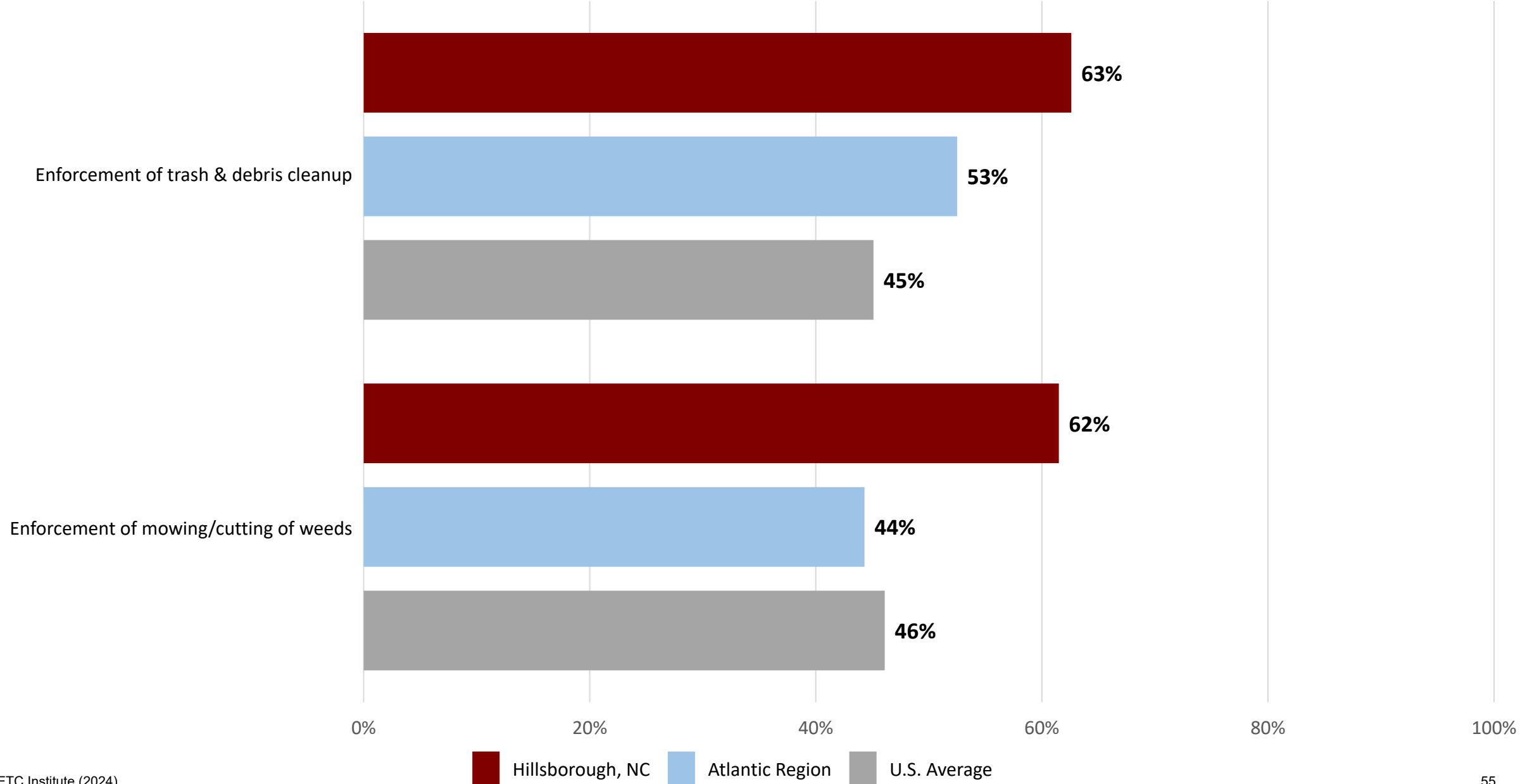
Q5. Law Enforcement Services Ratings: Benchmarking

Hillsborough, NC vs Atlantic Region vs U.S Average



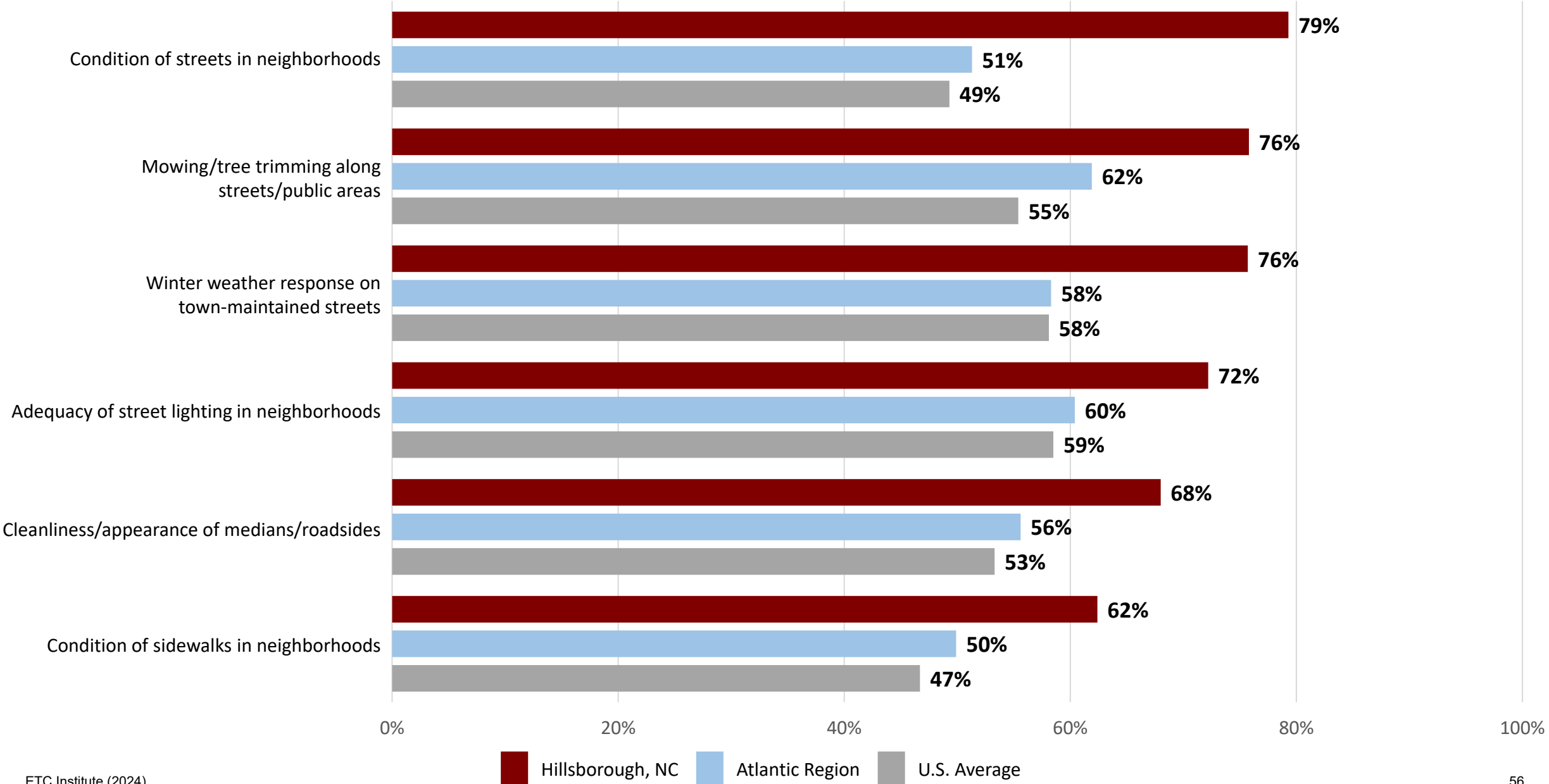
Q7. Code Enforcement Ratings: Benchmarking

Hillsborough, NC vs Atlantic Region vs U.S Average



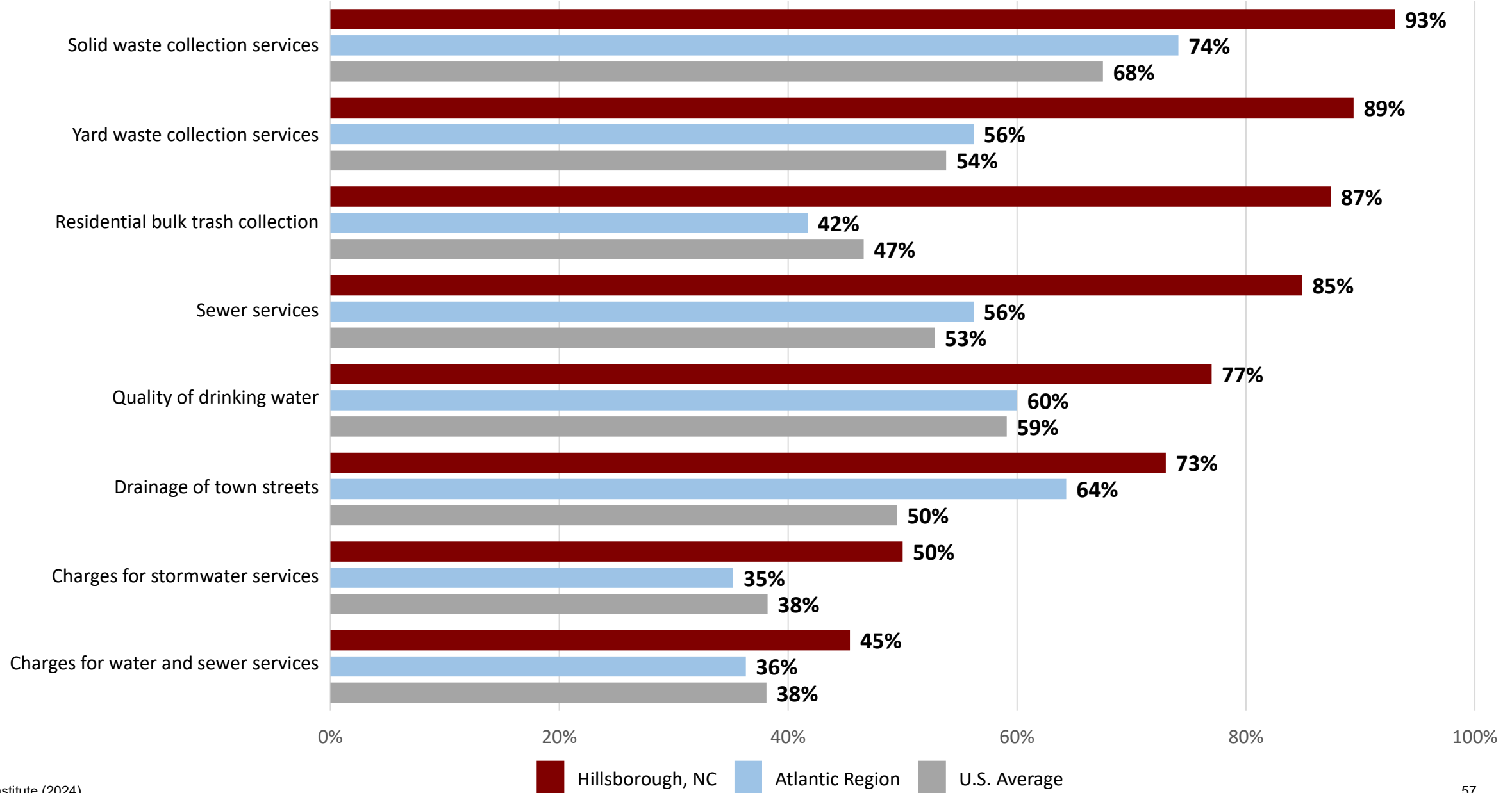
Q9. Maintenance Ratings: Trends

Hillsborough, NC vs Atlantic Region vs U.S Average



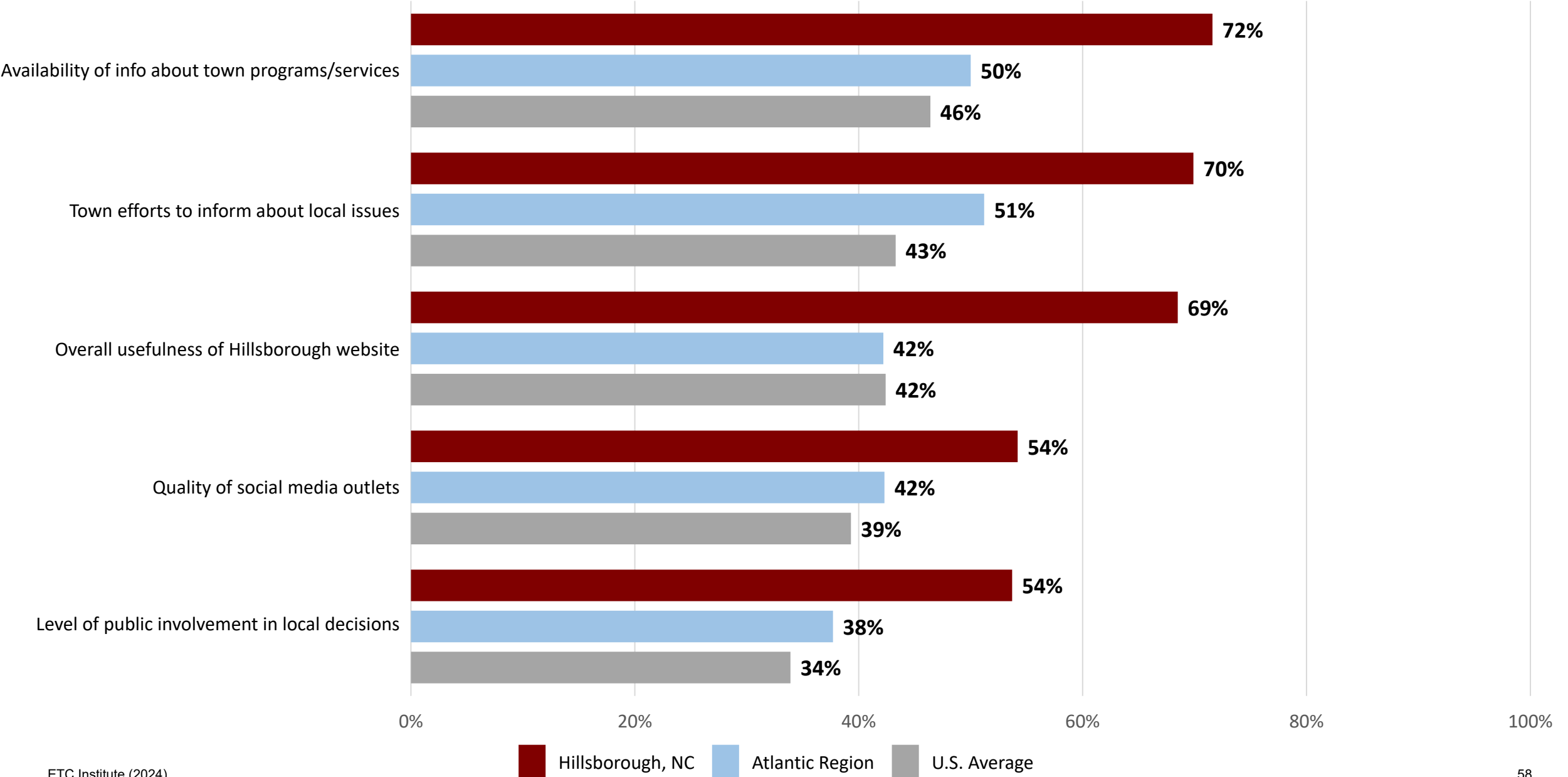
Q11. Solid Waste and Utility Ratings: Benchmarking

Hillsborough, NC vs Atlantic Region vs U.S Average



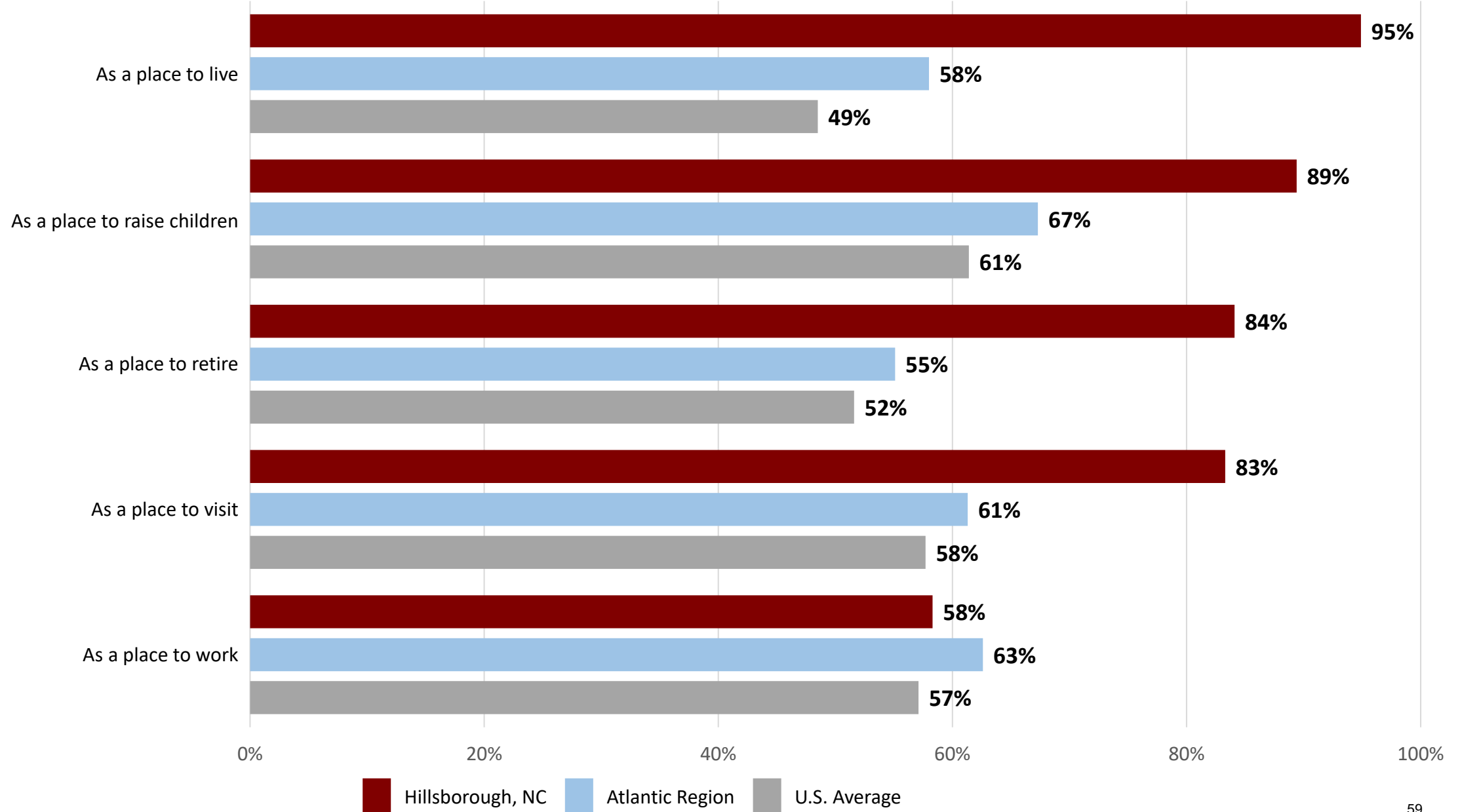
Q15. Communication and Engagement Ratings: Benchmarking

Hillsborough, NC vs Atlantic Region vs U.S. Average



Q19. Overall Ratings of the Community: Benchmarking

Hillsborough, NC vs Atlantic Region vs U.S. Average



A graphic consisting of a dark blue horizontal bar. On the left side of the bar is a white circle containing the number '4' in dark blue. To the right of the circle, the text 'Importance-Satisfaction Analysis' is written in white, bold, sans-serif font, with 'Importance-Satisfaction' on the top line and 'Analysis' on the bottom line.

4 Importance-Satisfaction Analysis

Importance-Satisfaction Analysis



Overview

Today, Town officials 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 (IS) 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 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.

Methodology

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 provide. 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. $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$.

Example of the Calculation: Respondents were asked to identify major categories of Town services they think are most important for the Town to provide. Fifty percent (49.5%) of respondents selected overall quality of water and sewer services as one of the most important services for the Town to provide.

With regard to satisfaction, 79% of respondents surveyed rated the Town's overall quality of water and sewer services, as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for overall quality of water and sewer services was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 49.5% was multiplied by 21% (1-0.79). This calculation yielded an I-S rating of 0.1059 which ranked first out of 9 major categories of Town services.

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 to emphasize over the next two years and 0% indicate they are positively satisfied with the delivery of the service.

Importance-Satisfaction Analysis



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 for the Town to emphasize over the next two years.

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 ($IS \geq 0.20$)
- Increase Current Emphasis ($0.10 > IS < 0.20$)
- Maintain Current Emphasis ($IS < 0.10$)

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

2023 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
High Priority (IS .10-.20)						
Overall quality of water and sewer services	50%	1	79%	8	0.1059	1
Medium Priority (IS <.10)						
Overall maintenance of town streets	45%	2	82%	6	0.0790	2
Overall enforcement of codes and ordinances	18%	7	66%	9	0.0622	3
Overall effectiveness of communication with the public	26%	5	81%	7	0.0495	4
Overall quality of police protection	37%	3	90%	3	0.0357	5
Overall quality of town parks	35%	4	91%	2	0.0306	6
Overall maintenance of town buildings and facilities	16%	8	86%	5	0.0236	7
Overall quality of customer service you receive from town employees	8%	9	87%	4	0.0110	8
Overall quality of fire services	18%	6	94%	1	0.0105	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.

2023 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>						
None						
<u>Medium Priority (IS <.10)</u>						
Condition of sidewalks in your neighborhood	23%	3	62%	8	0.0857	1
Cleanliness & appearance of medians & roadsides	25%	2	68%	7	0.0806	2
Adequacy of street lighting in your neighborhood	22%	4	72%	6	0.0614	3
Condition of streets in your neighborhood	27%	1	79%	3	0.0567	4
Mowing & tree trimming along streets & other public areas	19%	6	76%	4	0.0467	5
Winter weather response on Town maintained streets	14%	7	76%	5	0.0330	6
Condition of parks	20%	5	88%	2	0.0251	7
Condition of greenways	11%	8	88%	1	0.0134	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.



5

Tabular Data

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

(N=457)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall quality of police protection	45.5%	35.9%	7.2%	1.3%	0.2%	9.8%
Q1-2. Overall quality of fire services	49.7%	25.6%	4.6%	0.0%	0.0%	20.1%
Q1-3. Overall quality of Town parks]	46.4%	41.1%	6.6%	1.5%	0.2%	4.2%
Q1-4. Overall maintenance of Town streets	34.6%	47.0%	12.7%	4.2%	0.7%	0.9%
Q1-5. Overall maintenance of Town buildings & facilities	32.6%	45.7%	11.8%	1.3%	0.0%	8.5%
Q1-6. Overall quality of water & sewer services	33.5%	42.9%	13.1%	5.7%	2.0%	2.8%
Q1-7. Overall enforcement of codes & ordinances	18.6%	30.6%	19.5%	5.7%	0.4%	25.2%
Q1-8. Overall quality of customer service you receive from Town employees	46.4%	29.8%	9.4%	2.0%	0.2%	12.3%
Q1-9. Overall effectiveness of communication with the public	34.8%	42.0%	14.9%	2.6%	0.7%	5.0%

WITHOUT DON'T KNOW

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

(N=457)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of police protection	50.5%	39.8%	8.0%	1.5%	0.2%
Q1-2. Overall quality of fire services	62.2%	32.1%	5.8%	0.0%	0.0%
Q1-3. Overall quality of Town parks]	48.4%	42.9%	6.8%	1.6%	0.2%
Q1-4. Overall maintenance of Town streets	34.9%	47.5%	12.8%	4.2%	0.7%
Q1-5. Overall maintenance of Town buildings & facilities	35.6%	50.0%	12.9%	1.4%	0.0%
Q1-6. Overall quality of water & sewer services	34.5%	44.1%	13.5%	5.9%	2.0%
Q1-7. Overall enforcement of codes & ordinances	24.9%	40.9%	26.0%	7.6%	0.6%
Q1-8. Overall quality of customer service you receive from Town employees	52.9%	33.9%	10.7%	2.2%	0.2%
Q1-9. Overall effectiveness of communication with the public	36.6%	44.2%	15.7%	2.8%	0.7%

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

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	102	22.3 %
Overall quality of fire services	7	1.5 %
Overall quality of Town parks	58	12.7 %
Overall maintenance of Town streets	72	15.8 %
Overall maintenance of Town buildings & facilities	12	2.6 %
Overall quality of water & sewer services	81	17.7 %
Overall enforcement of codes & ordinances	37	8.1 %
Overall quality of customer service you receive from Town employees	8	1.8 %
Overall effectiveness of communication with the public	32	7.0 %
None chosen	48	10.5 %
Total	457	100.0 %

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

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	35	7.7 %
Overall quality of fire services	55	12.0 %
Overall quality of Town parks	52	11.4 %
Overall maintenance of Town streets	82	17.9 %
Overall maintenance of Town buildings & facilities	27	5.9 %
Overall quality of water & sewer services	67	14.7 %
Overall enforcement of codes & ordinances	21	4.6 %
Overall quality of customer service you receive from Town employees	18	3.9 %
Overall effectiveness of communication with the public	35	7.7 %
None chosen	65	14.2 %
Total	457	100.0 %

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

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	31	6.8 %
Overall quality of fire services	22	4.8 %
Overall quality of Town parks	51	11.2 %
Overall maintenance of Town streets	51	11.2 %
Overall maintenance of Town buildings & facilities	36	7.9 %
Overall quality of water & sewer services	78	17.1 %
Overall enforcement of codes & ordinances	25	5.5 %
Overall quality of customer service you receive from Town employees	12	2.6 %
Overall effectiveness of communication with the public	51	11.2 %
None chosen	100	21.9 %
Total	457	100.0 %

SUM OF TOP 3 CHOICES

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

<u>Q2. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	168	36.8 %
Overall quality of fire services	84	18.4 %
Overall quality of Town parks	161	35.2 %
Overall maintenance of Town streets	205	44.9 %
Overall maintenance of Town buildings & facilities	75	16.4 %
Overall quality of water & sewer services	226	49.5 %
Overall enforcement of codes & ordinances	83	18.2 %
Overall quality of customer service you receive from Town employees	38	8.3 %
Overall effectiveness of communication with the public	118	25.8 %
None chosen	48	10.5 %
Total	1206	

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

(N=457)

	Very satisfied	Satisfied	Neutral	Dissatisf- ied	Very dissatisfi- ed	Don't know
Q3-1. Overall quality of services provided by Town	32.8%	52.7%	9.0%	1.8%	0.2%	3.5%
Q3-2. Overall appearance of Hillsborough	35.7%	45.5%	12.5%	4.2%	0.9%	1.3%
Q3-3. Overall acceptance by the community of diverse populations	28.2%	39.8%	20.1%	4.8%	0.4%	6.6%
Q3-4. Overall image of Hillsborough	37.9%	45.1%	11.4%	3.7%	0.7%	1.3%
Q3-5. Overall quality of life in Hillsborough	43.1%	43.3%	8.3%	2.8%	0.9%	1.5%
Q3-6. Overall quality of life in your neighborhood	51.6%	35.0%	8.5%	3.1%	0.4%	1.3%
Q3-7. Overall availability of arts & cultural offerings within Hillsborough	46.0%	31.9%	14.0%	3.1%	0.4%	4.6%
Q3-8. Overall ease of travel within Hillsborough	9.6%	24.1%	23.9%	32.8%	8.8%	0.9%
Q3-9. Overall value received for your local taxes & fees	13.8%	39.2%	26.3%	12.7%	3.9%	4.2%

WITHOUT DON'T KNOW

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

(N=457)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall quality of services provided by Town	34.0%	54.6%	9.3%	1.8%	0.2%
Q3-2. Overall appearance of Hillsborough	36.1%	46.1%	12.6%	4.2%	0.9%
Q3-3. Overall acceptance by the community of diverse populations	30.2%	42.6%	21.5%	5.2%	0.5%
Q3-4. Overall image of Hillsborough	38.4%	45.7%	11.5%	3.8%	0.7%
Q3-5. Overall quality of life in Hillsborough	43.8%	44.0%	8.4%	2.9%	0.9%
Q3-6. Overall quality of life in your neighborhood	52.3%	35.5%	8.6%	3.1%	0.4%
Q3-7. Overall availability of arts & cultural offerings within Hillsborough	48.2%	33.5%	14.7%	3.2%	0.5%
Q3-8. Overall ease of travel within Hillsborough	9.7%	24.3%	24.1%	33.1%	8.8%
Q3-9. Overall value received for your local taxes & fees	14.4%	40.9%	27.4%	13.2%	4.1%

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

(N=457)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q4-1. In Downtown Hillsborough during the day	73.7%	23.0%	2.8%	0.0%	0.0%	0.4%
Q4-2. In Downtown Hillsborough at night	35.0%	42.9%	12.9%	1.5%	0.0%	7.7%
Q4-3. In Hillsborough overall	40.0%	48.8%	9.4%	0.4%	0.0%	1.3%
Q4-4. On Riverwalk trails & in Town parks	35.0%	46.8%	10.9%	1.3%	0.2%	5.7%
Q4-5. When walking alone in your neighborhood during the day	68.3%	26.9%	3.9%	0.2%	0.0%	0.7%
Q4-6. When walking alone in your neighborhood at night	34.4%	37.0%	17.9%	5.0%	0.4%	5.3%

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

(N=457)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q4-1. In Downtown Hillsborough during the day	74.1%	23.1%	2.9%	0.0%	0.0%
Q4-2. In Downtown Hillsborough at night	37.9%	46.4%	14.0%	1.7%	0.0%
Q4-3. In Hillsborough overall	40.6%	49.4%	9.5%	0.4%	0.0%
Q4-4. On Riverwalk trails & in Town parks	37.1%	49.7%	11.6%	1.4%	0.2%
Q4-5. When walking alone in your neighborhood during the day	68.7%	27.1%	4.0%	0.2%	0.0%
Q4-6. When walking alone in your neighborhood at night	36.3%	39.0%	18.9%	5.3%	0.5%

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

(N=457)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. Overall police relationship with your neighborhood	39.2%	36.5%	11.6%	2.6%	0.2%	9.8%
Q5-2. Visibility of police in neighborhoods	30.6%	39.4%	18.8%	4.8%	0.2%	6.1%
Q5-3. Town's efforts to prevent crime	24.3%	37.2%	18.6%	1.8%	0.4%	17.7%
Q5-4. Enforcement of local traffic laws	21.4%	33.5%	20.6%	7.9%	2.4%	14.2%

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

(N=457)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Overall police relationship with your neighborhood	43.4%	40.5%	12.9%	2.9%	0.2%
Q5-2. Visibility of police in neighborhoods	32.6%	42.0%	20.0%	5.1%	0.2%
Q5-3. Town's efforts to prevent crime	29.5%	45.2%	22.6%	2.1%	0.5%
Q5-4. Enforcement of local traffic laws	25.0%	39.0%	24.0%	9.2%	2.8%

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

(N=457)

	Very satisfied	Satisfied	Neutral	Dissatisf- ied	Very dissatisfi- ed	Don't know
Q6-1. Availability of greenways & trails	45.3%	38.5%	7.4%	4.6%	1.8%	2.4%
Q6-2. Availability of parks	44.0%	38.9%	10.9%	2.2%	1.1%	2.8%
Q6-3. Availability of playgrounds	30.9%	31.5%	16.8%	3.3%	1.1%	16.4%

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

(N=457)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Availability of greenways & trails	46.4%	39.5%	7.6%	4.7%	1.8%
Q6-2. Availability of parks	45.3%	40.1%	11.3%	2.3%	1.1%
Q6-3. Availability of playgrounds	36.9%	37.7%	20.2%	3.9%	1.3%

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

(N=457)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Enforcement of trash & debris cleanup on private property	22.3%	28.2%	18.4%	9.0%	2.8%	19.3%
Q7-2. Enforcement of mowing & cutting of weeds on private property	16.4%	31.5%	22.1%	6.1%	1.8%	22.1%

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

(N=457)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Enforcement of trash & debris cleanup on private property	27.6%	35.0%	22.8%	11.1%	3.5%
Q7-2. Enforcement of mowing & cutting of weeds on private property	21.1%	40.4%	28.4%	7.9%	2.2%

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

(N=457)

	Very satisfied	Satisfied	Neutral	Dissatisf- ied	Very dissatisfi- ed	Don't know
Q8-1. Convenience of Downtown parking	20.4%	44.9%	19.7%	10.3%	2.4%	2.4%
Q8-2. Ease of travel by walking to key destinations	23.2%	41.4%	15.1%	12.5%	5.3%	2.6%
Q8-3. Ease of travel by driving to key destinations	17.7%	42.9%	18.8%	15.1%	3.7%	1.8%
Q8-4. Ease of travel by biking to key destinations	6.8%	12.0%	17.9%	14.0%	10.1%	39.2%
Q8-5. Ease of travel by public transit to key destinations (GoTriangle & Orange County Public Transportation)	5.7%	10.5%	16.4%	9.8%	3.5%	54.0%

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

(N=457)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-1. Convenience of Downtown parking	20.9%	46.0%	20.2%	10.5%	2.5%
Q8-2. Ease of travel by walking to key destinations	23.8%	42.5%	15.5%	12.8%	5.4%
Q8-3. Ease of travel by driving to key destinations	18.0%	43.7%	19.2%	15.4%	3.8%
Q8-4. Ease of travel by biking to key destinations	11.2%	19.8%	29.5%	23.0%	16.5%
Q8-5. Ease of travel by public transit to key destinations (GoTriangle & Orange County Public Transportation)	12.4%	22.9%	35.7%	21.4%	7.6%

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

(N=457)

	Very satisfied	Satisfied	Neutral	Dissatisf- ied	Very dissatisfi- ed	Don't know
Q9-1. Condition of streets in your neighborhood	30.9%	46.4%	8.8%	9.2%	2.2%	2.6%
Q9-2. Condition of sidewalks in your neighborhood	24.5%	28.4%	12.5%	12.3%	7.2%	15.1%
Q9-3. Cleanliness & appearance of medians & roadsides	22.1%	44.4%	21.0%	7.7%	2.6%	2.2%
Q9-4. Mowing & tree trimming along streets & other public areas	23.0%	50.3%	17.7%	4.4%	1.3%	3.3%
Q9-5. Adequacy of street lighting in your neighborhood	25.8%	44.6%	15.1%	9.6%	2.4%	2.4%
Q9-6. Winter weather response on Town-maintained streets	21.2%	38.5%	16.4%	2.0%	0.9%	21.0%
Q9-7. Condition of parks	31.9%	49.0%	10.3%	1.1%	0.2%	7.4%
Q9-8. Condition of greenways	34.6%	45.7%	10.1%	0.9%	0.0%	8.8%

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

(N=457)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Condition of streets in your neighborhood	31.7%	47.6%	9.0%	9.4%	2.2%
Q9-2. Condition of sidewalks in your neighborhood	28.9%	33.5%	14.7%	14.4%	8.5%
Q9-3. Cleanliness & appearance of medians & roadsides	22.6%	45.4%	21.5%	7.8%	2.7%
Q9-4. Mowing & tree trimming along streets & other public areas	23.8%	52.0%	18.3%	4.5%	1.4%
Q9-5. Adequacy of street lighting in your neighborhood	26.5%	45.7%	15.5%	9.9%	2.5%
Q9-6. Winter weather response on Town-maintained streets	26.9%	48.8%	20.8%	2.5%	1.1%
Q9-7. Condition of parks	34.5%	53.0%	11.1%	1.2%	0.2%
Q9-8. Condition of greenways	37.9%	50.1%	11.0%	1.0%	0.0%

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

<u>Q10. Top choice</u>	<u>Number</u>	<u>Percent</u>
Condition of streets in your neighborhood	86	18.8 %
Condition of sidewalks in your neighborhood	70	15.3 %
Cleanliness & appearance of medians & roadsides	66	14.4 %
Mowing & tree trimming along streets & other public areas	33	7.2 %
Adequacy of street lighting in your neighborhood	54	11.8 %
Winter weather response on Town maintained streets	32	7.0 %
Condition of parks	42	9.2 %
Condition of greenways	11	2.4 %
None chosen	63	13.8 %
Total	457	100.0 %

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

<u>Q10. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Condition of streets in your neighborhood	39	8.5 %
Condition of sidewalks in your neighborhood	34	7.4 %
Cleanliness & appearance of medians & roadsides	49	10.7 %
Mowing & tree trimming along streets & other public areas	55	12.0 %
Adequacy of street lighting in your neighborhood	47	10.3 %
Winter weather response on Town maintained streets	30	6.6 %
Condition of parks	50	10.9 %
Condition of greenways	40	8.8 %
None chosen	113	24.7 %
Total	457	100.0 %

SUM OF TOP 2 CHOICES**Q10. Which TWO maintenance items listed in Question 9 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	125	27.4 %
Condition of sidewalks in your neighborhood	104	22.8 %
Cleanliness & appearance of medians & roadsides	115	25.2 %
Mowing & tree trimming along streets & other public areas	88	19.3 %
Adequacy of street lighting in your neighborhood	101	22.1 %
Winter weather response on Town maintained streets	62	13.6 %
Condition of parks	92	20.1 %
Condition of greenways	51	11.2 %
None chosen	63	13.8 %
Total	801	

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

(N=457)

	Very satisfied	Satisfied	Neutral	Dissatisf- ied	Very dissatisfi- ed	Don't know
Q11-1. Solid waste collection services	56.0%	31.3%	3.7%	2.0%	0.9%	6.1%
Q11-2. Residential bulk trash collection	47.3%	28.2%	7.9%	2.2%	0.9%	13.6%
Q11-3. Yard waste (leaves/tree limbs) collection services	50.3%	24.1%	6.8%	1.3%	0.7%	16.8%
Q11-4. Quality of drinking water	33.9%	40.3%	12.7%	6.3%	3.1%	3.7%
Q11-5. Sewer services	36.8%	42.2%	11.2%	2.0%	0.9%	7.0%
Q11-6. Eno River protection	27.8%	31.7%	14.2%	1.8%	0.4%	24.1%
Q11-7. Drainage of Town streets	24.5%	38.7%	18.2%	4.8%	0.4%	13.3%
Q11-8. Ease of paying water & sewer bill	45.5%	36.8%	9.0%	2.8%	2.2%	3.7%
Q11-9. What you are charged for water & sewer services	13.3%	30.2%	23.2%	19.0%	10.1%	4.2%
Q11-10. What you are charged for stormwater services	12.9%	26.3%	23.0%	10.1%	6.1%	21.7%

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

(N=457)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. Solid waste collection services	59.7%	33.3%	4.0%	2.1%	0.9%
Q11-2. Residential bulk trash collection	54.7%	32.7%	9.1%	2.5%	1.0%
Q11-3. Yard waste (leaves/tree limbs) collection services	60.5%	28.9%	8.2%	1.6%	0.8%
Q11-4. Quality of drinking water	35.2%	41.8%	13.2%	6.6%	3.2%
Q11-5. Sewer services	39.5%	45.4%	12.0%	2.1%	0.9%
Q11-6. Eno River protection	36.6%	41.8%	18.7%	2.3%	0.6%
Q11-7. Drainage of Town streets	28.3%	44.7%	21.0%	5.6%	0.5%
Q11-8. Ease of paying water & sewer bill	47.3%	38.2%	9.3%	3.0%	2.3%
Q11-9. What you are charged for water & sewer services	13.9%	31.5%	24.2%	19.9%	10.5%
Q11-10. What you are charged for stormwater services	16.5%	33.5%	29.3%	12.8%	7.8%

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

(N=457)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Amount of trees & shrubs retained and/or replaced on new development	10.1%	25.2%	24.3%	18.4%	5.3%	16.8%
Q12-2. Overall quality of recent residential development in Hillsborough	8.5%	26.5%	29.3%	19.5%	5.5%	10.7%
Q12-3. Overall quality of recent commercial development in Hillsborough	5.5%	28.0%	30.4%	16.4%	3.9%	15.8%
Q12-4. Protection of historic district & local landmarks	26.3%	44.0%	16.6%	5.5%	0.7%	7.0%
Q12-5. Ability to find housing you can afford in Hillsborough	5.7%	18.6%	27.4%	23.0%	10.5%	14.9%

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

(N=457)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Amount of trees & shrubs retained and/or replaced on new development	12.1%	30.3%	29.2%	22.1%	6.3%
Q12-2. Overall quality of recent residential development in Hillsborough	9.6%	29.7%	32.8%	21.8%	6.1%
Q12-3. Overall quality of recent commercial development in Hillsborough	6.5%	33.2%	36.1%	19.5%	4.7%
Q12-4. Protection of historic district & local landmarks	28.2%	47.3%	17.9%	5.9%	0.7%
Q12-5. Ability to find housing you can afford in Hillsborough	6.7%	21.9%	32.1%	27.0%	12.3%

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 employees of Town of Hillsborough to seek services, ask a question, or file a complaint during past year

	Number	Percent
Yes	193	42.2 %
No	264	57.8 %
Total	457	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=193)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13a-1. How easy the employees were to contact	46.6%	37.8%	5.7%	6.7%	3.1%	0.0%
Q13a-2. Courtesy of employees	63.2%	29.5%	5.2%	1.0%	0.5%	0.5%
Q13a-3. Accuracy of information & assistance you were given	50.3%	33.2%	11.4%	3.1%	1.6%	0.5%
Q13a-4. Time it took for your request to be completed	46.6%	29.5%	9.8%	9.8%	1.6%	2.6%
Q13a-5. How well your issue was handled	47.2%	28.0%	14.5%	5.7%	3.1%	1.6%
Q13a-6. Resolution to your issue or concern	46.6%	23.8%	16.6%	6.7%	3.6%	2.6%

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=193)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13a-1. How easy the employees were to contact	46.6%	37.8%	5.7%	6.7%	3.1%
Q13a-2. Courtesy of employees	63.5%	29.7%	5.2%	1.0%	0.5%
Q13a-3. Accuracy of information & assistance you were given	50.5%	33.3%	11.5%	3.1%	1.6%
Q13a-4. Time it took for your request to be completed	47.9%	30.3%	10.1%	10.1%	1.6%
Q13a-5. How well your issue was handled	47.9%	28.4%	14.7%	5.8%	3.2%
Q13a-6. Resolution to your issue or concern	47.9%	24.5%	17.0%	6.9%	3.7%

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

(N=193)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q13b-1. Water & sewer services	34.2%	29.5%	10.4%	3.1%	2.6%	20.2%
Q13b-2. Water & sewer billing & collections	32.6%	29.5%	6.7%	4.1%	4.7%	22.3%
Q13b-3. Stormwater & environmental services	20.7%	23.8%	9.8%	1.0%	2.1%	42.5%
Q13b-4. Solid waste/public works	32.6%	30.1%	5.2%	0.5%	1.0%	30.6%
Q13b-5. Planning/land development	23.3%	20.7%	16.1%	6.7%	3.6%	29.5%
Q13b-6. Parks & public spaces	30.1%	26.4%	8.3%	2.6%	0.5%	32.1%
Q13b-7. Police	35.2%	27.5%	6.2%	2.1%	0.5%	28.5%

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

(N=193)

	Excellent	Good	Neutral	Below average	Poor
Q13b-1. Water & sewer services	42.9%	37.0%	13.0%	3.9%	3.2%
Q13b-2. Water & sewer billing & collections	42.0%	38.0%	8.7%	5.3%	6.0%
Q13b-3. Stormwater & environmental services	36.0%	41.4%	17.1%	1.8%	3.6%
Q13b-4. Solid waste/public works	47.0%	43.3%	7.5%	0.7%	1.5%
Q13b-5. Planning/land development	33.1%	29.4%	22.8%	9.6%	5.1%
Q13b-6. Parks & public spaces	44.3%	38.9%	12.2%	3.8%	0.8%
Q13b-7. Police	49.3%	38.4%	8.7%	2.9%	0.7%

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 the general Town phone number (919-732-1270)	163	35.7 %
Call a specific department, division or office	236	51.6 %
Use a contact form on Town website	123	26.9 %
Use Town website to access contact information	235	51.4 %
Contact someone you know, the Mayor or board	45	9.8 %
Talk to an employee in the field	36	7.9 %
Other	4	0.9 %
Total	842	

Q14-7. Other

<u>Q14-7. Other</u>	<u>Number</u>	<u>Percent</u>
Facebook	1	25.0 %
Visit office	1	25.0 %
HOA	1	25.0 %
In person	1	25.0 %
Total	4	100.0 %

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

(N=457)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15-1. Availability of information about Town programs & services	22.5%	45.5%	19.9%	6.6%	0.4%	5.0%
Q15-2. Town efforts to keep you informed about local issues	23.0%	43.3%	19.7%	7.7%	1.1%	5.3%
Q15-3. Level of public involvement in local decisions	14.0%	31.1%	30.0%	7.7%	1.3%	16.0%
Q15-4. Quality of social media outlets	13.6%	26.0%	28.7%	4.4%	0.4%	26.9%
Q15-5. Community newsletter (with water & sewer bill)	27.6%	39.6%	18.6%	2.0%	0.4%	11.8%
Q15-6. Overall usefulness of Hillsborough website	19.5%	40.0%	23.0%	3.9%	0.4%	13.1%

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

(N=457)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Availability of information about Town programs & services	23.7%	47.9%	21.0%	6.9%	0.5%
Q15-2. Town efforts to keep you informed about local issues	24.2%	45.7%	20.8%	8.1%	1.2%
Q15-3. Level of public involvement in local decisions	16.7%	37.0%	35.7%	9.1%	1.6%
Q15-4. Quality of social media outlets	18.6%	35.6%	39.2%	6.0%	0.6%
Q15-5. Community newsletter (with water & sewer bill)	31.3%	44.9%	21.1%	2.2%	0.5%
Q15-6. Overall usefulness of Hillsborough website	22.4%	46.1%	26.4%	4.5%	0.5%

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)	222	48.6 %
Hillsborough email subscription lists	117	25.6 %
Community newsletter (with water & sewer bill)	263	57.5 %
Social media outlets run by Town (e.g. Facebook, Nextdoor, Twitter, or YouTube pages)	182	39.8 %
Social media outlets not run by Town	118	25.8 %
Town produced brochures or pamphlets	88	19.3 %
Town representatives at events or meetings	58	12.7 %
OC Alerts emergency notification system	164	35.9 %
The News of Orange or other local newspapers	157	34.4 %
WHUP-FM or other local radio or television news	52	11.4 %
Friends or neighbors	266	58.2 %
Other	15	3.3 %
Total	1702	

Q16-12. Other

Q16-12. Other	Number	Percent
Posted flyers/road signs	1	6.7 %
Google aggregated local news	1	6.7 %
Visit Hillsborough	1	6.7 %
Instagram	1	6.7 %
Flyers posted at the library, yard signs, and flyers stapled to phone poles around town	1	6.7 %
Community development newsletter	1	6.7 %
Nextdoor	1	6.7 %
Weekly digest	1	6.7 %
Neighborhood social media groups	1	6.7 %
At Passmore	1	6.7 %
Map downtown with events posted	1	6.7 %
Orange County Dept of Aging, Orange County Library	1	6.7 %
Billboards	1	6.7 %
Posted signs	1	6.7 %
HOA	1	6.7 %
Total	15	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)	100	21.9 %
Hillsborough email subscription lists	92	20.1 %
Community newsletter (with water & sewer bill)	93	20.4 %
Social media outlets run by Town (e.g. Facebook, Nextdoor, Twitter, or YouTube pages)	70	15.3 %
Social media outlets not run by Town	6	1.3 %
Town produced brochures or pamphlets	15	3.3 %
Town representatives at events or meetings	1	0.2 %
OC Alerts emergency notification system	28	6.1 %
The News of Orange or other local newspapers	12	2.6 %
WHUP-FM or other local radio or television news	5	1.1 %
Friends or neighbors	7	1.5 %
None chosen	28	6.1 %
Total	457	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)	70	15.3 %
Hillsborough email subscription lists	52	11.4 %
Community newsletter (with water & sewer bill)	66	14.4 %
Social media outlets run by Town (e.g. Facebook, Nextdoor, Twitter, or YouTube pages)	61	13.3 %
Social media outlets not run by Town	22	4.8 %
Town produced brochures or pamphlets	22	4.8 %
Town representatives at events or meetings	7	1.5 %
OC Alerts emergency notification system	48	10.5 %
The News of Orange or other local newspapers	33	7.2 %
WHUP-FM or other local radio or television news	7	1.5 %
Friends or neighbors	17	3.7 %
None chosen	52	11.4 %
Total	457	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)	50	10.9 %
Hillsborough email subscription lists	22	4.8 %
Community newsletter (with water & sewer bill)	37	8.1 %
Social media outlets run by Town (e.g. Facebook, Nextdoor, Twitter, or YouTube pages)	47	10.3 %
Social media outlets not run by Town	26	5.7 %
Town produced brochures or pamphlets	26	5.7 %
Town representatives at events or meetings	11	2.4 %
OC Alerts emergency notification system	36	7.9 %
The News of Orange or other local newspapers	45	9.8 %
WHUP-FM or other local radio or television news	13	2.8 %
Friends or neighbors	41	9.0 %
None chosen	103	22.5 %
Total	457	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)	220	48.1 %
Hillsborough email subscription lists	166	36.3 %
Community newsletter (with water & sewer bill)	196	42.9 %
Social media outlets run by Town (e.g. Facebook, Nextdoor, Twitter, or YouTube pages)	178	38.9 %
Social media outlets not run by Town	54	11.8 %
Town produced brochures or pamphlets	63	13.8 %
Town representatives at events or meetings	19	4.2 %
OC Alerts emergency notification system	112	24.5 %
The News of Orange or other local newspapers	90	19.7 %
WHUP-FM or other local radio or television news	25	5.5 %
Friends or neighbors	65	14.2 %
None chosen	28	6.1 %
Total	1216	

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

Q18. How often do you typically go outside

Hillsborough Town limits to shop	Number	Percent
Every day	39	8.5 %
A few times per week	157	34.4 %
At least once a week	128	28.0 %
A few times per month	97	21.2 %
A few times per year	30	6.6 %
Seldom or never	6	1.3 %
Total	457	100.0 %

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

(N=457)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q19-1. Place to live	58.0%	36.5%	3.7%	1.1%	0.2%	0.4%
Q19-2. Place to work	19.0%	18.8%	21.4%	4.2%	1.5%	35.0%
Q19-3. Place to play	31.7%	42.9%	12.7%	5.0%	0.7%	7.0%
Q19-4. Place to raise children	37.4%	32.6%	7.4%	0.9%	0.0%	21.7%
Q19-5. Place to retire	42.9%	30.0%	10.1%	3.3%	0.4%	13.3%
Q19-6. Place to visit	43.5%	32.8%	12.0%	2.4%	0.9%	8.3%
Q19-7. Place to start a business	11.8%	11.6%	20.6%	6.6%	3.1%	46.4%
Q19-8. Partner with its residents	19.3%	30.0%	23.4%	3.1%	1.3%	23.0%
Q19-9. Town that is moving in the right direction	20.1%	40.9%	20.4%	9.4%	2.8%	6.3%

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=457)

	Excellent	Good	Neutral	Below average	Poor
Q19-1. Place to live	58.2%	36.7%	3.7%	1.1%	0.2%
Q19-2. Place to work	29.3%	29.0%	33.0%	6.4%	2.4%
Q19-3. Place to play	34.1%	46.1%	13.6%	5.4%	0.7%
Q19-4. Place to raise children	47.8%	41.6%	9.5%	1.1%	0.0%
Q19-5. Place to retire	49.5%	34.6%	11.6%	3.8%	0.5%
Q19-6. Place to visit	47.5%	35.8%	13.1%	2.6%	1.0%
Q19-7. Place to start a business	22.0%	21.6%	38.4%	12.2%	5.7%
Q19-8. Partner with its residents	25.0%	38.9%	30.4%	4.0%	1.7%
Q19-9. Town that is moving in the right direction	21.5%	43.7%	21.7%	10.0%	3.0%

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 support enhancements to Town services	Number	Percent
Yes, I would be willing to pay an increase in taxes	172	37.6 %
No, I would not be willing to pay an increase in taxes	201	44.0 %
Don't know	84	18.4 %
Total	457	100.0 %

WITHOUT DON'T KNOW**Q20. Would you be willing to pay higher taxes to support enhancements to Town services? (without "don't know")**

Q20. Would you be willing to pay higher taxes to support enhancements to Town services	Number	Percent
Yes, I would be willing to pay an increase in taxes	172	46.1 %
No, I would not be willing to pay an increase in taxes	201	53.9 %
Total	373	100.0 %

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

Q20a. For which local government services would you be willing to pay higher taxes to support enhancements	Number	Percent
Road improvements	77	44.8 %
Town buildings & facilities	27	15.7 %
Trails & greenways	121	70.3 %
Public safety facilities & staffing	47	27.3 %
Construction of new sidewalks	117	68.0 %
Affordable housing	88	51.2 %
Parking facilities	38	22.1 %
Total	515	

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 fund improvements to Town services

	Number	Percent
Very willing	36	7.9 %
Willing	154	33.7 %
Not willing	118	25.8 %
Not sure	149	32.6 %
Total	457	100.0 %

WITHOUT NOT SURE

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? (without "not sure")

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

	Number	Percent
Very willing	36	11.7 %
Willing	154	50.0 %
Not willing	118	38.3 %
Total	308	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	175	38.3 %
6-10	95	20.8 %
11-15	27	5.9 %
16-20	39	8.5 %
21-30	60	13.1 %
31+	42	9.2 %
<u>Not provided</u>	<u>19</u>	<u>4.2 %</u>
Total	457	100.0 %

WITHOUT NOT PROVIDED**Q26. Approximately how many years have you lived in Hillsborough? (without "not provided")**

Q26. How many years have you lived in

<u>Hillsborough</u>	<u>Number</u>	<u>Percent</u>
0-5	175	40.0 %
6-10	95	21.7 %
11-15	27	6.2 %
16-20	39	8.9 %
21-30	60	13.7 %
31+	42	9.6 %
Total	438	100.0 %

Q27. What is your age?

Q27. Your age	Number	Percent
18-34	82	17.9 %
35-44	93	20.4 %
45-54	91	19.9 %
55-64	90	19.7 %
65+	88	19.3 %
Not provided	13	2.8 %
Total	457	100.0 %

WITHOUT NOT PROVIDED**Q27. What is your age? (without "not provided")**

Q27. Your age	Number	Percent
18-34	82	18.5 %
35-44	93	20.9 %
45-54	91	20.5 %
55-64	90	20.3 %
65+	88	19.8 %
Total	444	100.0 %

Q28. How do you identify yourself?

Q28. Your gender	Number	Percent
Male	221	48.4 %
Female	228	49.9 %
Prefer to self-describe	4	0.9 %
Prefer not to answer	4	0.9 %
Total	457	100.0 %

Q28-3. Self-describe your gender:

Q28-3. Self-describe your gender	Number	Percent
XY chromosome	1	25.0 %
Masc Presenting Transgender Women	1	25.0 %
Transfemale	1	25.0 %
Non-binary	1	25.0 %
Total	4	100.0 %

Q29. Do you own or rent your current residence?

<u>Q29. Do you own or rent your current residence</u>	<u>Number</u>	<u>Percent</u>
Own	375	82.1 %
Rent	81	17.7 %
Not provided	1	0.2 %
Total	457	100.0 %

WITHOUT NOT PROVIDED**Q29. Do you own or rent your current residence? (without "not provided")**

<u>Q29. Do you own or rent your current residence</u>	<u>Number</u>	<u>Percent</u>
Own	375	82.2 %
Rent	81	17.8 %
Total	456	100.0 %

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

<u>Q30. Are you of Hispanic, Latino/a/x, or Spanish ancestry</u>	<u>Number</u>	<u>Percent</u>
Yes	34	7.4 %
No	404	88.4 %
Not provided	19	4.2 %
Total	457	100.0 %

WITHOUT NOT PROVIDED**Q30. Are you of Hispanic, Latino or Spanish ancestry? (without "not provided")**

<u>Q30. Are you of Hispanic, Latino/a/x, or Spanish ancestry</u>	<u>Number</u>	<u>Percent</u>
Yes	34	7.8 %
No	404	92.2 %
Total	438	100.0 %

Q31. Which of the following best describes your race?

<u>Q31. Your race</u>	<u>Number</u>	<u>Percent</u>
Asian	10	2.2 %
Black or African American	56	12.3 %
American Indian or Alaska Native	3	0.7 %
White	354	77.5 %
Other	21	4.6 %
Total	444	

Q31-5. Self-describe your race:

<u>Q31-5. Self-describe your race</u>	<u>Number</u>	<u>Percent</u>
Hispanic	12	57.1 %
Mixed	3	14.3 %
Mediterranean	1	4.8 %
Multi-racial	1	4.8 %
Western European	1	4.8 %
Native American	1	4.8 %
Jewish	1	4.8 %
Cuban	1	4.8 %
Total	21	100.0 %

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

<u>Q32. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	35	7.7 %
\$30K to \$59,999	63	13.8 %
\$60K to \$99,999	113	24.7 %
\$100K to \$129,999	91	19.9 %
\$130K+	109	23.9 %
Not provided	46	10.1 %
Total	457	100.0 %

WITHOUT NOT PROVIDED**Q32. Would you say your total annual household income is... (without "not provided")**

<u>Q32. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	35	8.5 %
\$30K to \$59,999	63	15.3 %
\$60K to \$99,999	113	27.5 %
\$100K to \$129,999	91	22.1 %
\$130K+	109	26.5 %
Total	411	100.0 %

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

Q33. Highest level of education you have completed	Number	Percent
Less than high school graduate	6	1.3 %
High school diploma or equivalent (GED)	49	10.7 %
Special/technical training (not college)	21	4.6 %
Some college (no degree)	33	7.2 %
Associate's degree	30	6.6 %
Bachelor's degree	142	31.1 %
Graduate or professional degree (master or doctorate)	138	30.2 %
Not provided	38	8.3 %
Total	457	100.0 %

WITHOUT NOT PROVIDED**Q33. Which of the following is the highest level of education you have completed? (without "not provided")**

Q33. Highest level of education you have completed	Number	Percent
Less than high school graduate	6	1.4 %
High school diploma or equivalent (GED)	49	11.7 %
Special/technical training (not college)	21	5.0 %
Some college (no degree)	33	7.9 %
Associate's degree	30	7.2 %
Bachelor's degree	142	33.9 %
Graduate or professional degree (master or doctorate)	138	32.9 %
Total	419	100.0 %



6

Survey Instrument



TOWN OF
HILLSBOROUGH
NORTH CAROLINA

October 2023/Octubre 2023

Dear Hillsborough Resident/*Querido residente de Hillsborough*:

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

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

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

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

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

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

Sincerely,

Jenn Weaver
Mayor

Eric Peterson
Town Manager



TOWN OF HILLSBOROUGH

2023 Community Survey

Please take a few minutes to complete this survey. Your input will help us identify and respond to resident concerns. Many questions ask you to rate items on a scale of 1 to 5, where 5 is the highest ranking and 1 is the lowest. If you don't know about a program or if you have not used a service, please mark "Don't Know." This survey is for residents within Hillsborough town limits only. If you have questions, please contact the Administrative Services Department at 919-296-9428.

1. Overall Satisfaction with Town Services. Below are major categories of services provided by the town.

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 above should receive the MOST EMPHASIS from town leaders over the next two years? [Using Question 1's numbered listing of service categories, write the numbers for your top three choices or circle "NONE" below.]

1st: ____ 2nd: ____ 3rd: ____ NONE

3. Perception of Hillsborough. Below are items that may influence your perception of Hillsborough.

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 to key destinations (GoTriangle and Orange County Public Transportation)	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 above should receive the MOST EMPHASIS from town leaders over the next two years? [Using Question 9's numbered listing of maintenance items, 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 Question 16's numbered listing of communication methods, write the numbers for your top three choices below.]

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 as a ...	Excellent	Good	Neutral	Below Average	Poor	Don't Know
1. Place to live	5	4	3	2	1	9
2. Place to work	5	4	3	2	1	9
3. Place to play	5	4	3	2	1	9
4. Place to raise children	5	4	3	2	1	9
5. Place to retire	5	4	3	2	1	9
6. Place to visit	5	4	3	2	1	9
7. Place to start a business	5	4	3	2	1	9
8. Partner with its residents	5	4	3	2	1	9
9. 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 through fees and charges.

- (1) Yes, I would be willing to pay an increase in taxes [Answer question 20a.] (9) Don't know [Skip to question 21.]
 (2) No, I would not be willing to pay an increase in taxes [Skip to question 21.]

20a. If "YES" to Question 20, for which local government services 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 fund improvements to town services that you use or benefit from?**
 ___(3) Very willing ___(2) Willing ___(1) Not willing ___(9) Not sure
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 ___(2) Female ___(3) Prefer to self-describe: _____ ___(4) Prefer not to answer
29. **Do you own or rent your current residence?** ___(1) Own ___(2) Rent
30. **Are you of Hispanic, Latino/a/x, or Spanish ancestry?** ___(1) Yes ___(2) No
31. **Which of the following best describes your race? [Check all that apply.]**
 ___(01) Asian ___(04) White
 ___(02) Black or African American ___(05) Native Hawaiian or other Pacific Islander
 ___(03) American Indian or Alaska Native ___(99) 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.