



ANNUAL SURVEY

Hillsborough Street | 2020

HS | About Us

The Hillsborough Street Community Service Corporation is an independent, not for profit municipal service district, which began providing services and programs in the fall of 2010. The district was created by the City of Raleigh in partnership with NC State University and the property owners, merchants and residents on and around Hillsborough Street.

The Corporation's mission is to make the Hillsborough Street community a distinct destination in Raleigh by providing services and programs that improve the economic sustainability of the territory's businesses and increase the market value of its properties.



HS | About Us

For more information visit our website or follow us on social media

- Website: <https://www.hillsboroughstreet.org/>
- Facebook: <https://www.facebook.com/LiveItUpRaleigh/>
- Instagram: <https://www.instagram.com/LiveItUpRaleigh/>
- Twitter: <https://twitter.com/liveitupraleigh>

You can contact us through

- Email: liveitup@hillsboroughstreet.org
- Phone: (919) 800-0135



HS | ABOUT THE SURVEY










- **14** Questions on
 - Baseline Demographics
 - MSD Contract Metrics
 - Stakeholder Feedback
 - Community Health & Perceptions
- Open from **June** to **July**
- **73** Participants
- Typical Time Spent: **4min 24sec**
- Participants incentivized with **\$20-\$100** gift cards to various merchants on the street
- 95% binomial confidence intervals

*This survey was conducted during the 2020 Covid-19 Pandemic and Black Lives Matter civil rights movement. Results and participation have been impacted by these current events.

HS | SURVEY DISTRIBUTION

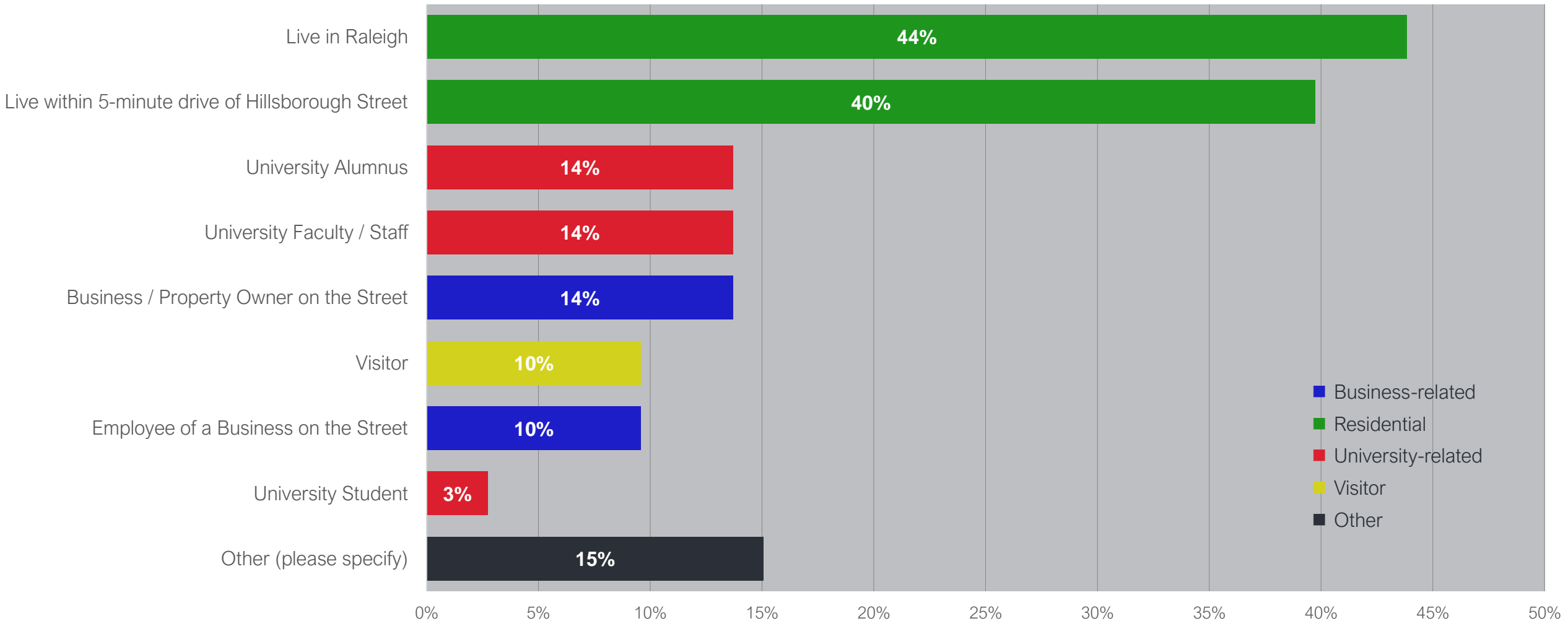
- **Distribution methods:**

- Mass E-newsletter
- Merchant & Prop. E-newsletter
- Social Media
 - Facebook (Boosted)
 - Twitter
 - Instagram
- Direct Email
- Webpage
- Ashton Smith newsletter

	NICKNAME	STATUS	RESPONSES	DATE MODIFIED	
	Instagram Link Created 5/23/2020	CLOSED	0	Thursday, July 09, 2020 3:05 PM	...
	Merchant E-Newsletter Link Created 5/23/2020	CLOSED	0	Thursday, July 09, 2020 3:05 PM	...
	Mass E-Newsletter Link Created 5/23/2020	CLOSED	2	Thursday, July 09, 2020 3:04 PM	...
	Direct Email Link Created 5/23/2020	CLOSED	57	Thursday, July 09, 2020 3:04 PM	...
	Facebook Link Created 5/23/2020	CLOSED	3	Thursday, July 09, 2020 3:04 PM	...
	Twitter Link Created 5/23/2020	CLOSED	2	Thursday, July 09, 2020 3:04 PM	...
	Webpage Link Created 5/23/2020	CLOSED	1	Thursday, July 09, 2020 3:04 PM	...
	Meredith Student Direct Email Link Created 5/23/2020	CLOSED	0	Thursday, July 09, 2020 3:04 PM	...
	NCSU Student Direct Email Link Created 5/23/2020	CLOSED	0	Thursday, July 09, 2020 3:04 PM	...

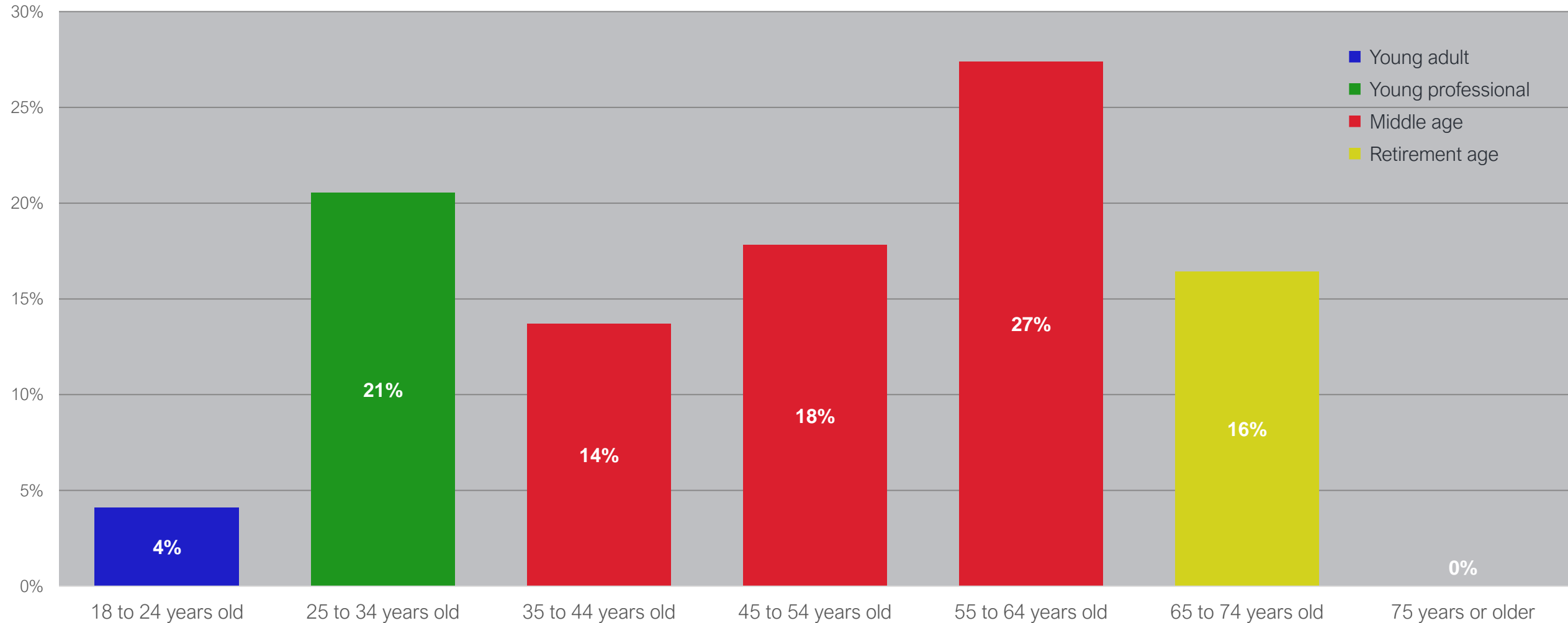
DEMOGRAPHIC PROFILE | TYPE

“What is your affiliation with Hillsborough Street? (Check all that apply).”

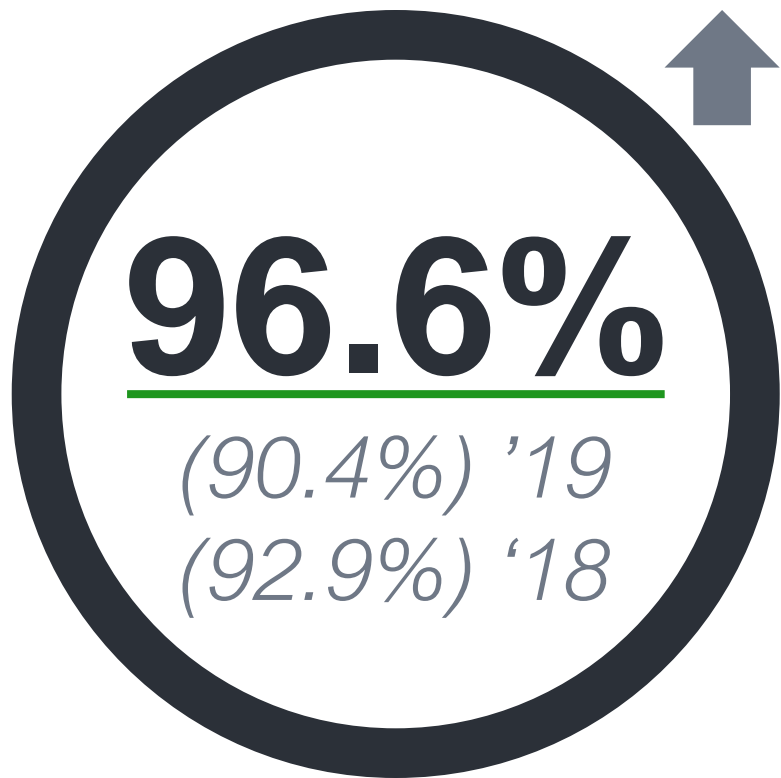
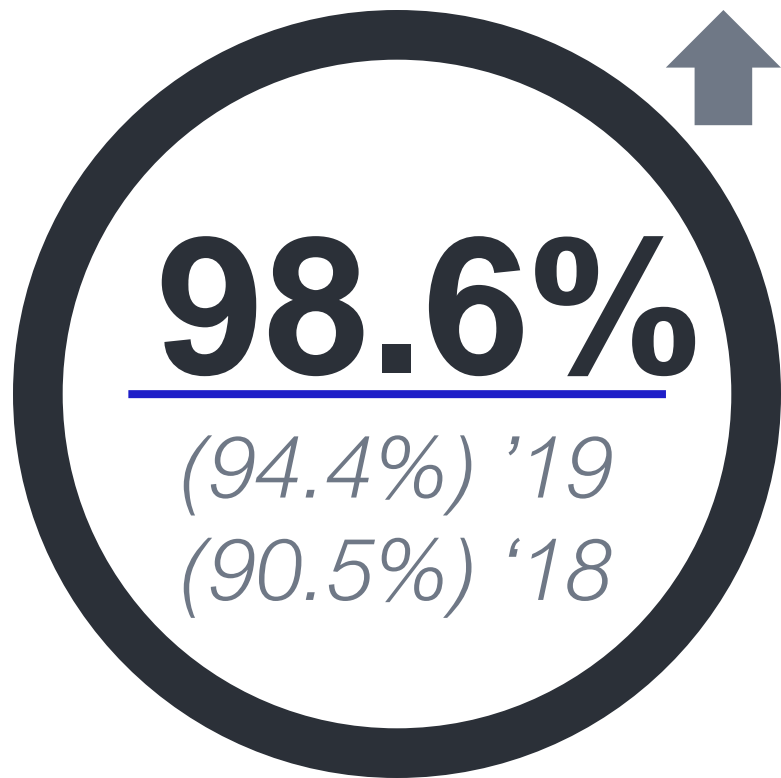
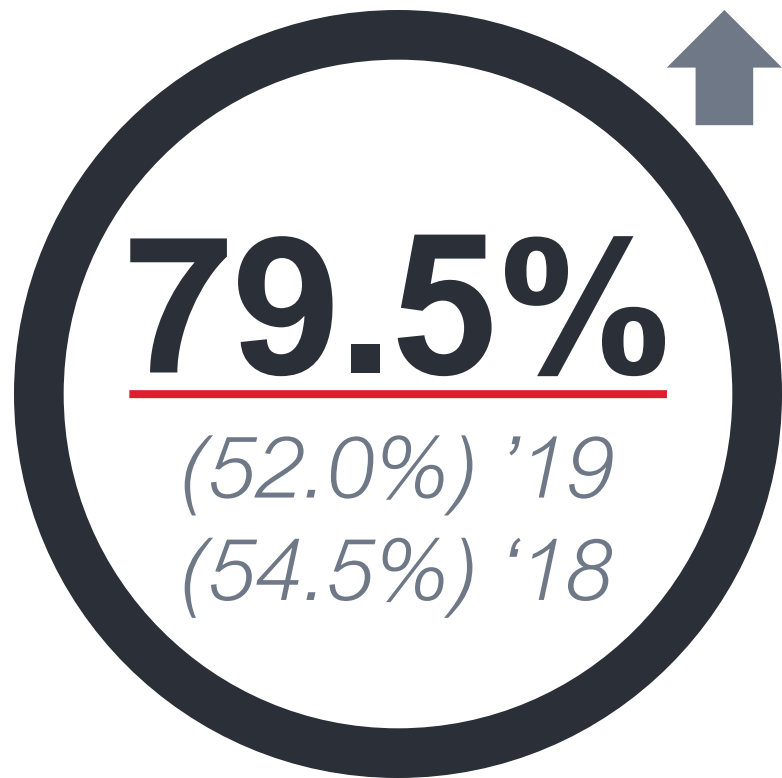


DEMOGRAPHIC PROFILE | AGE

"What is your age?"



HS | MSD CONTRACT METRICS



understand **role** of Clean & Safe Amb.

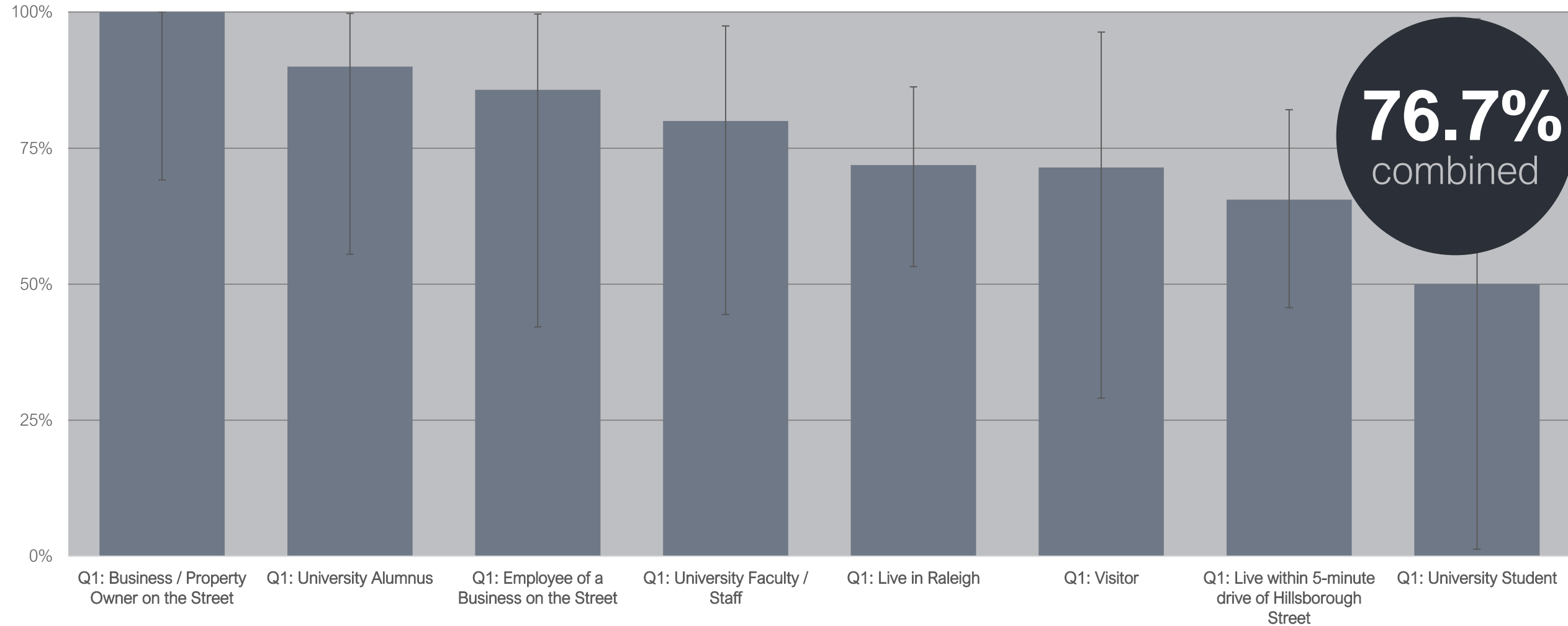
feel **safe** on Hillsborough St.

feel **conflicts** are resolved effectively

of those that have an opinion

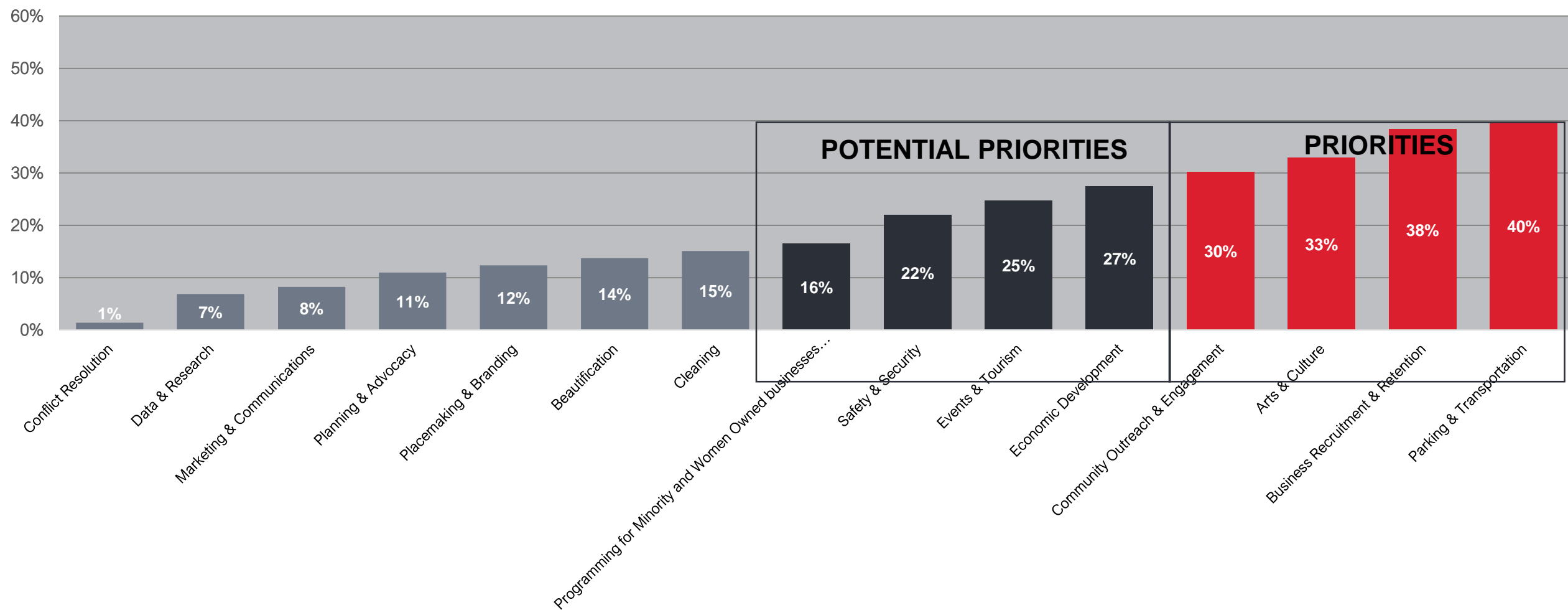
HS | ADDITIONAL STUDY

“Are you aware that Hillsborough Street has Clean and Safe Ambassadors?”



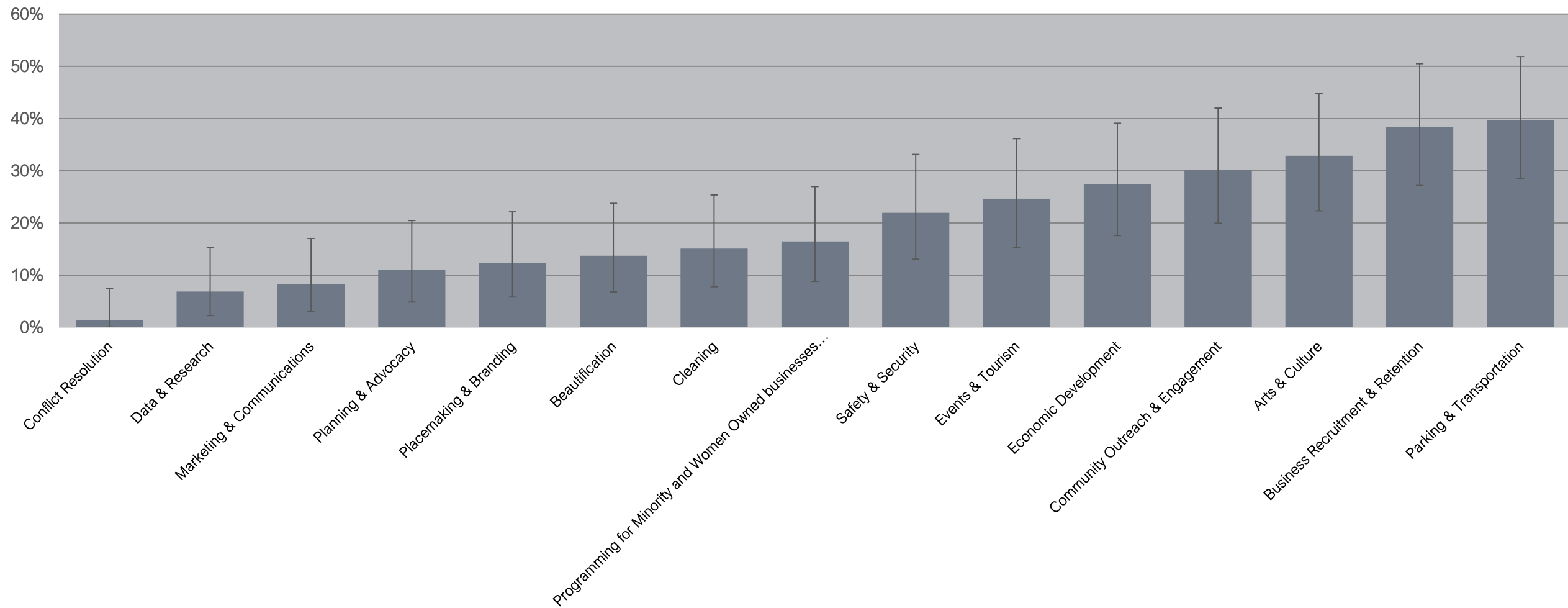
HS | NEW QUESTIONS

“After the events of the last 4 months in which **THREE** of the following areas should Live It Up! Hillsborough Street more focus its attention and resources in 2020-2021 to better achieve its mission, "to make the Hillsborough Street community a distinct de



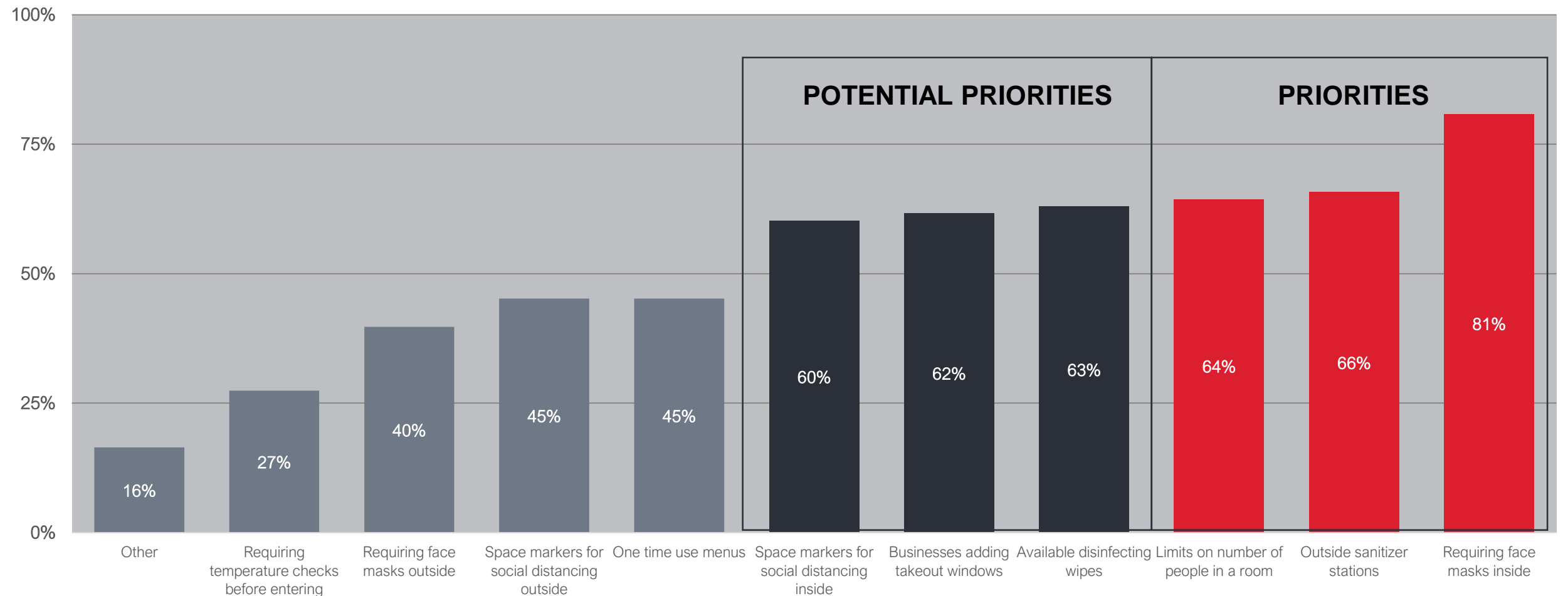
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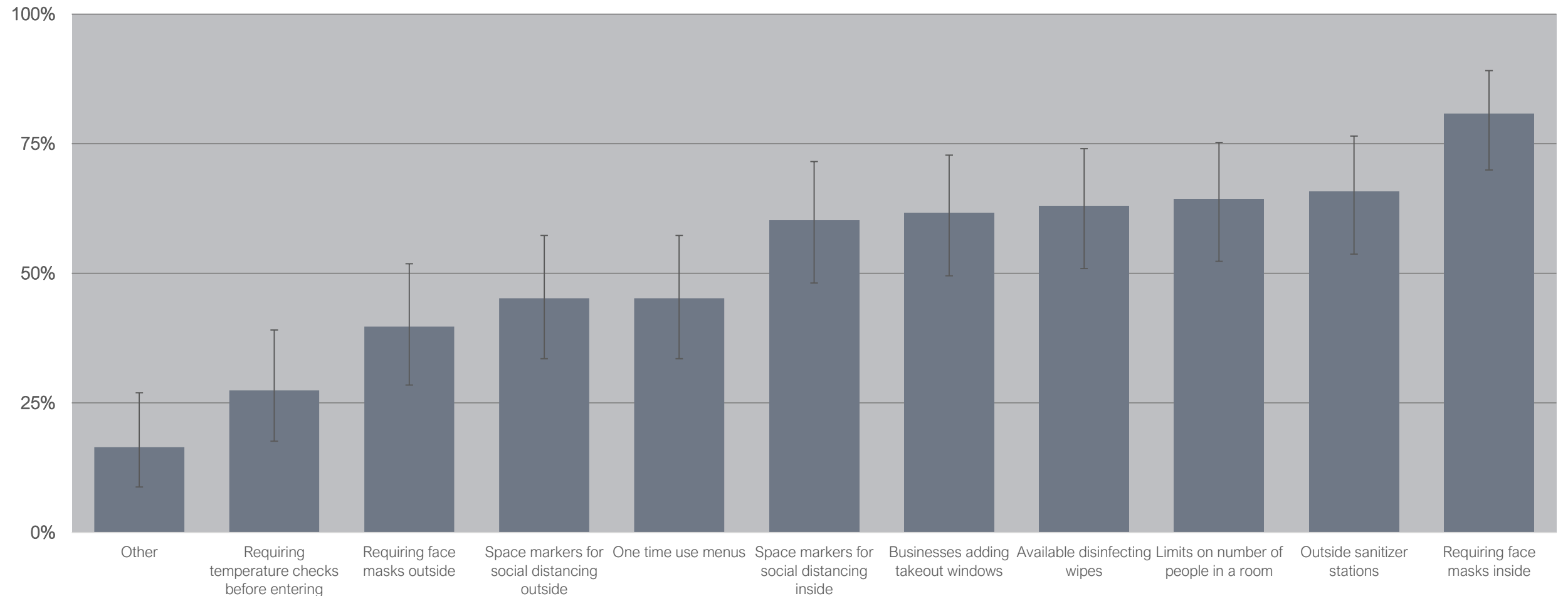
HS | NEW QUESTIONS

“To help inform our stakeholders what measures can be taken in a COVID-19 world to make you feel comfortable while visiting Hillsborough Street? (Check ALL that apply).”



HS | NEW QUESTIONS

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HS | Other Responses

“scheduled appointment hours for visiting businesses” – **University Faculty / Staff**

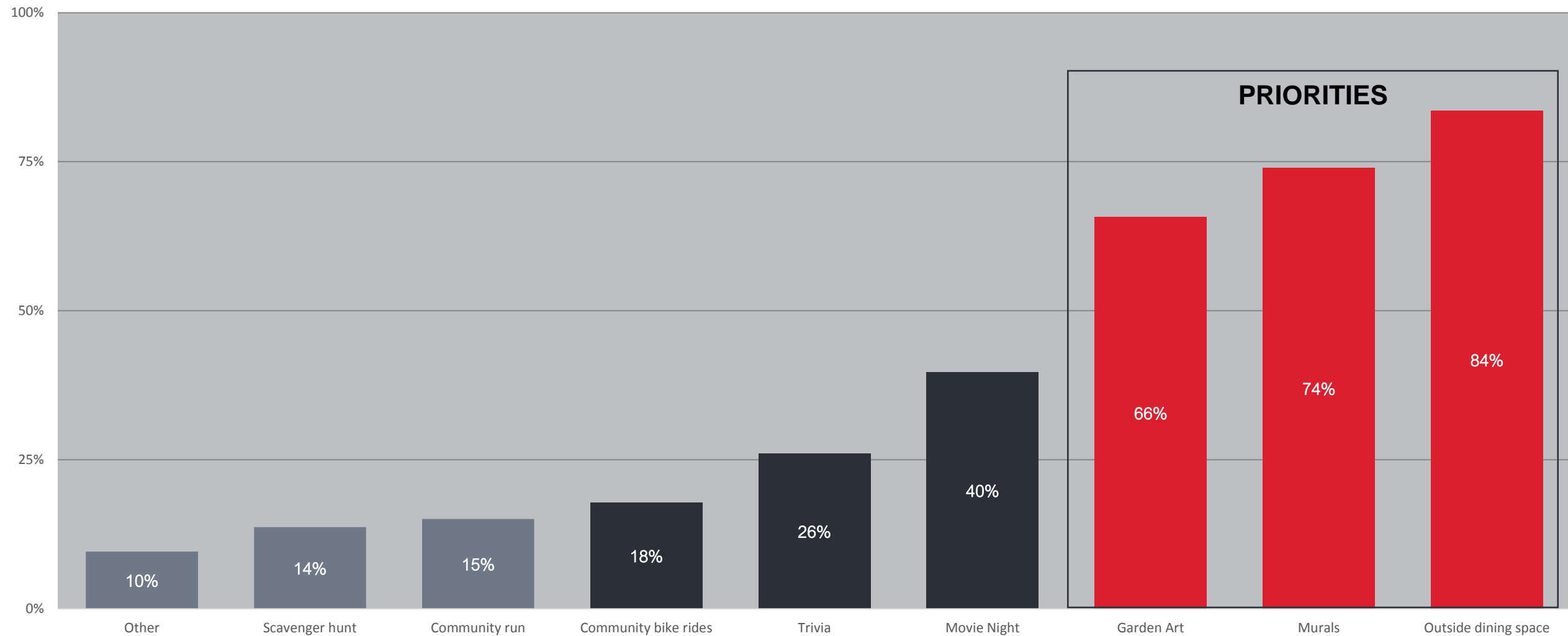
“Open-air dining” – **Local Resident**

“promoting environmentally sustainable options (i.e. menus online with limited one-time use menus available for those who need them)” – **University Faculty / Staff**

“STIR in North Hills is using QR codes to access their menus. Pretty cool solution for Covid-19 concerns and is sustainable long term!”
– **University Alumnus**

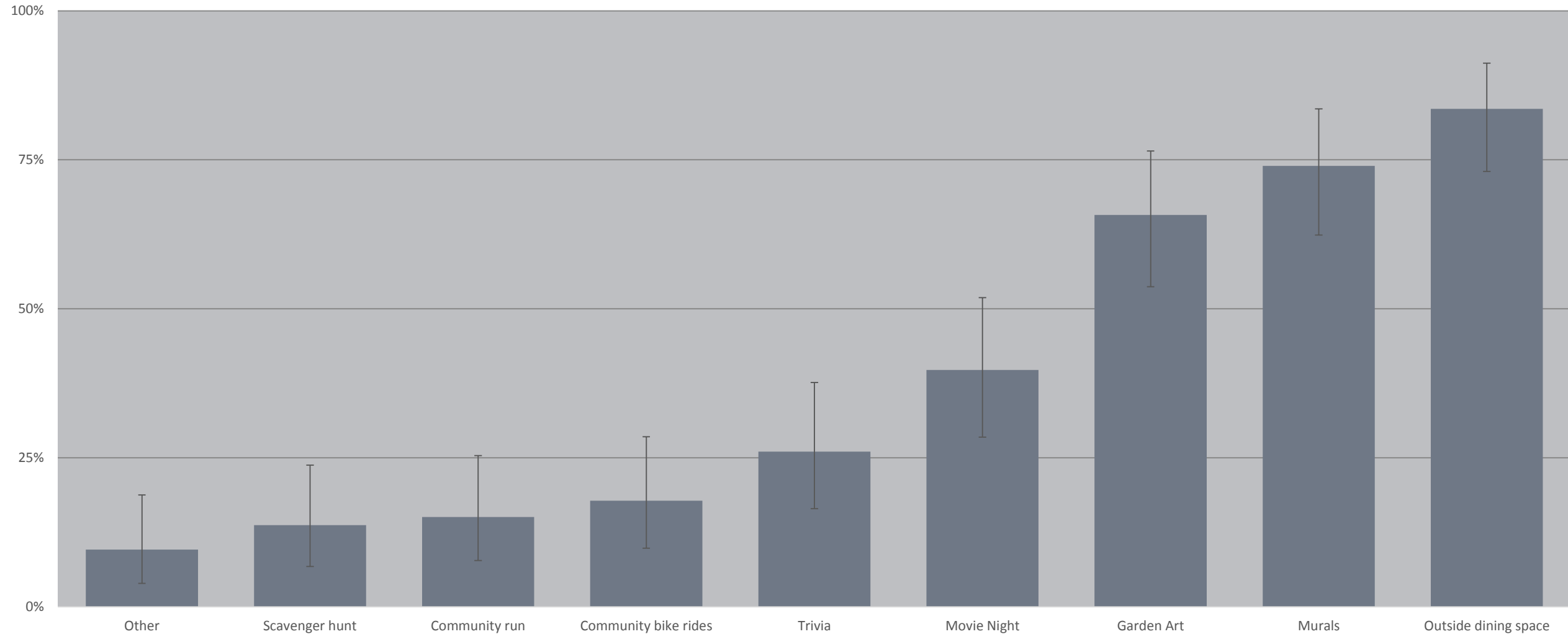
HS | NEW QUESTIONS

“What types of public street activation events would you be interested in? (Check ALL that apply).”



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HS | OTHER RESPONSES

 “community garden” – **Business / Property Owner**

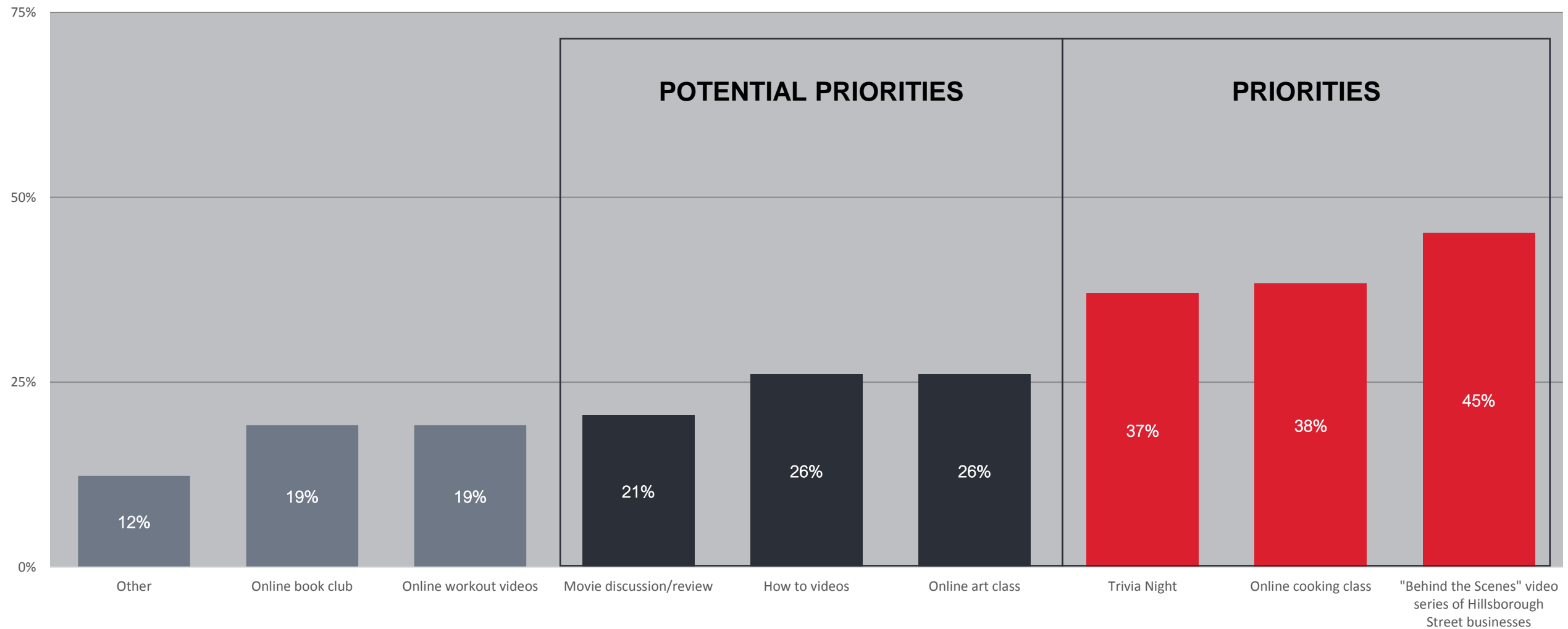
 “Food Tours, live music, food trucks, events for singles” – **Local Resident**

 “Hanging flower baskets instead of banners” – **University Faculty / Staff**

 “volunteer opportunities; increased green infrastructure” – **Local Resident**

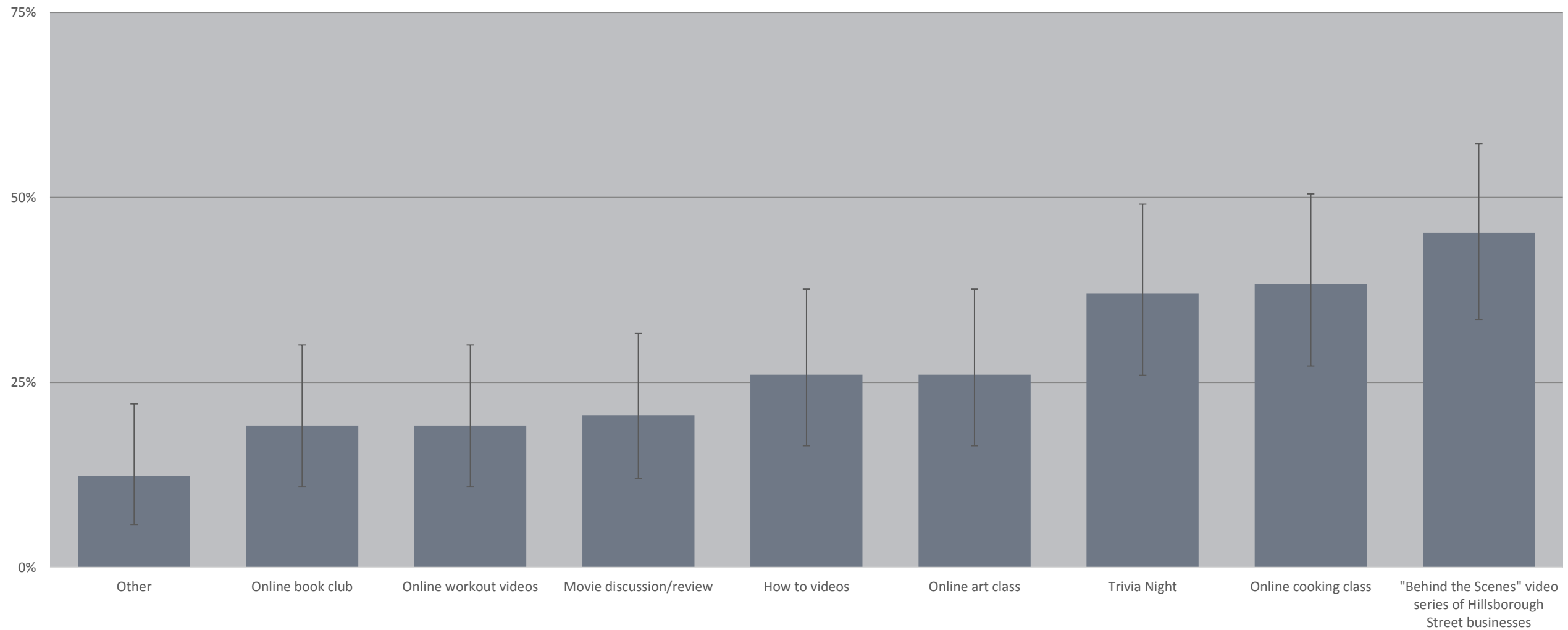
HS | NEW QUESTIONS

What types of **virtual** community activation events would you be interested in? (Check **ALL** that apply).



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HS | OTHER RESPONSES

“Many of us are exhausted with virtual interactions through our work.”
– **University Faculty / Staff**

“promoting environmental stewardship” – **Local Resident**

“History of Hillsborough Street with interesting facts. Things like where was the original location of The Players Retreat? How far out from the Capitol did the street car tracks run? What was the basement underneath David's Noodles restaurant used for in the past? More fun facts.” – **Local Resident**

HS | STAKEHOLDER FEEDBACK

“Hillsborough Street has changed since I was at State. It was the 4 lane disaster back then. Love the changes that have been accomplished over the years, especially extending sidewalks and reducing travel lanes for cars.” – **University Alumnus**

“I think that the ambassadors do a great job keeping Hillsborough Street clean. I enjoyed seeing the USA flags at the roundabouts during Memorial Day weekend.” – **Local Resident**

“Hillsborough Street is a lively street full of energy. It's a great place to have a business.” – **Employee of a Business**

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HS | STAKEHOLDER FEEDBACK

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“ Please supply parking options if you wish to visit the area. Include businesses that are new with a description of services offered. Announce the closing of businesses. Announce monthly specials/savings.”

– **University Faculty / Staff**

“Somehow we need to find an economic approach to recruiting diverse businesses that serve more than the students” – **Local Resident**

“Please figure out a way to stop the building of private dormitories targeted only to undergraduate students” – **University Faculty / Staff**

HS | QUESTIONS & DISCUSSION

Questions? Comments?

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