



# ANNUAL SURVEY

Hillsborough Street | 2022

# ABOUT THE SURVEY

- **17** Questions based on
  - Baseline Demographics
  - MSD Contract Metrics
  - Stakeholder Feedback
  - Community & Health Precautions
- Open from **June** to **July**
- **286** Participants
- Typical Time Spent: **5 min. 29 sec.**
- Participants incentivized by a drawing for 10 \$100 Hillsborough Street Dollars gift cards.

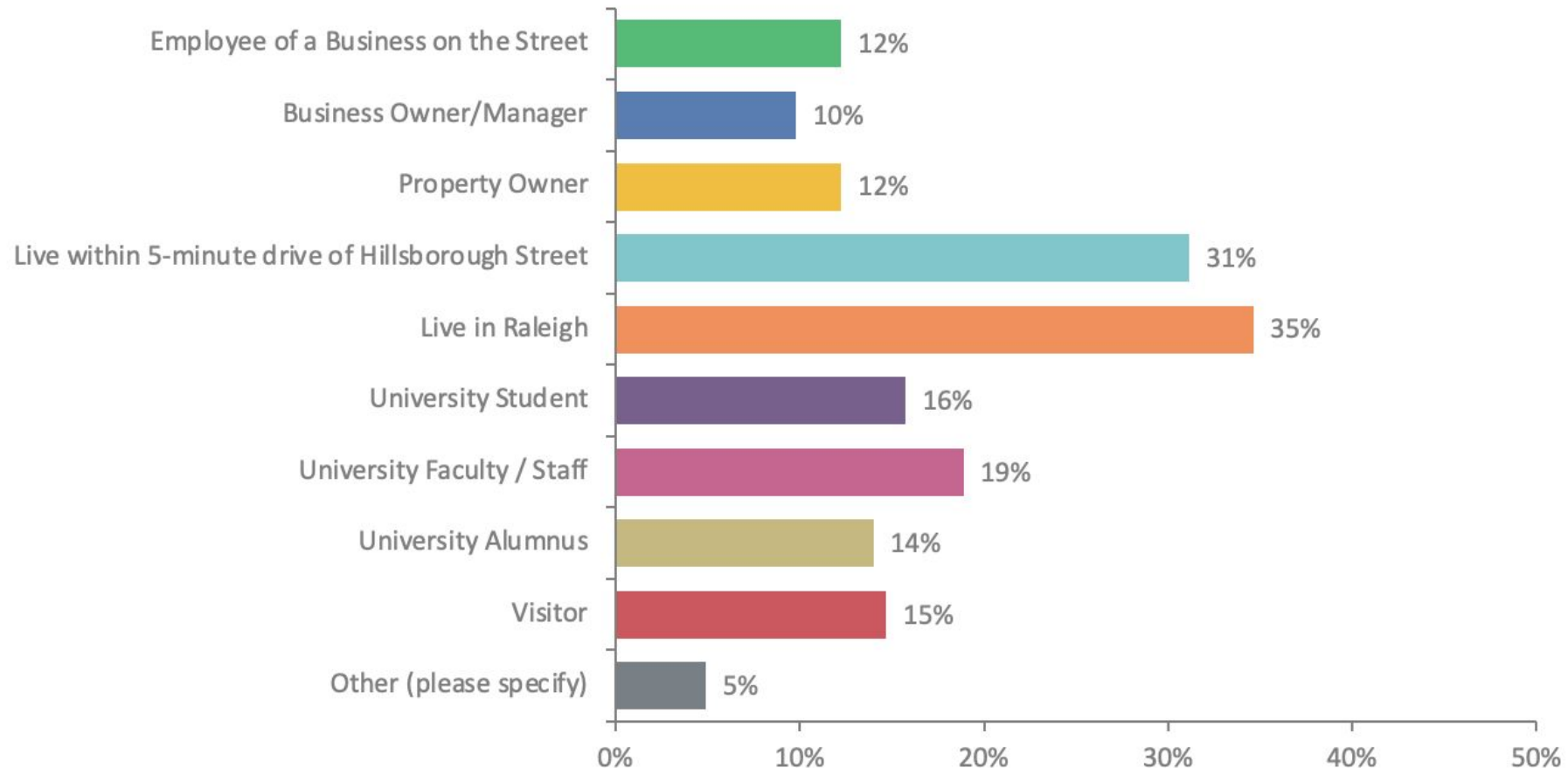


# SURVEY DISTRIBUTION

- **Distribution Methods**
  - Mass E-newsletter
  - Merchant & Property E-newsletter
  - Social Media
    - Twitter
    - Facebook
    - Instagram
  - Direct Email
  - List-serves

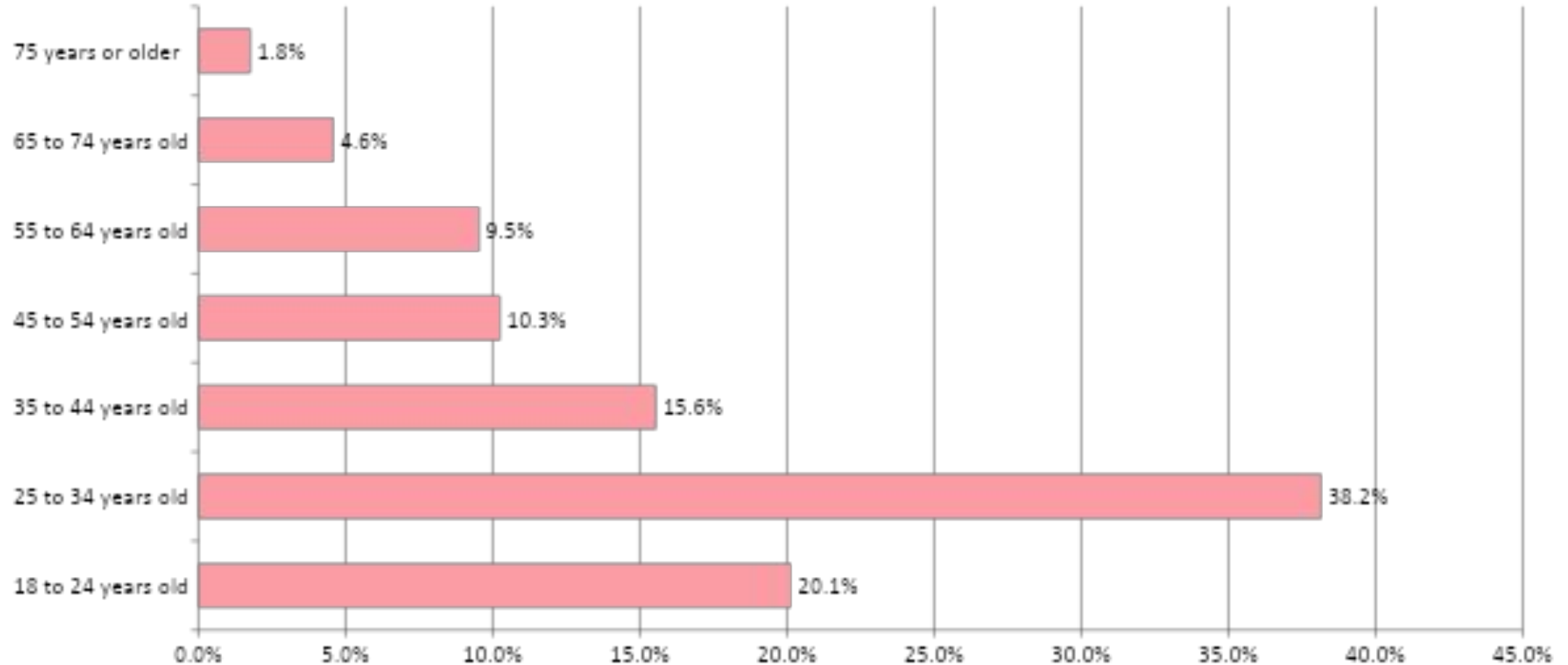
# DEMOGRAPHIC TYPE

## What is your affiliation with Hillsborough Street?



# DEMOGRAPHIC AGE


What is your age?





# MSD CONTRACT METRICS

64.7% '22




56.3% '21

79.5% '20

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

92.6% '22




97.5% '21

98.6% '20

feel **safe** on  
Hillsborough St.

90.8% '22



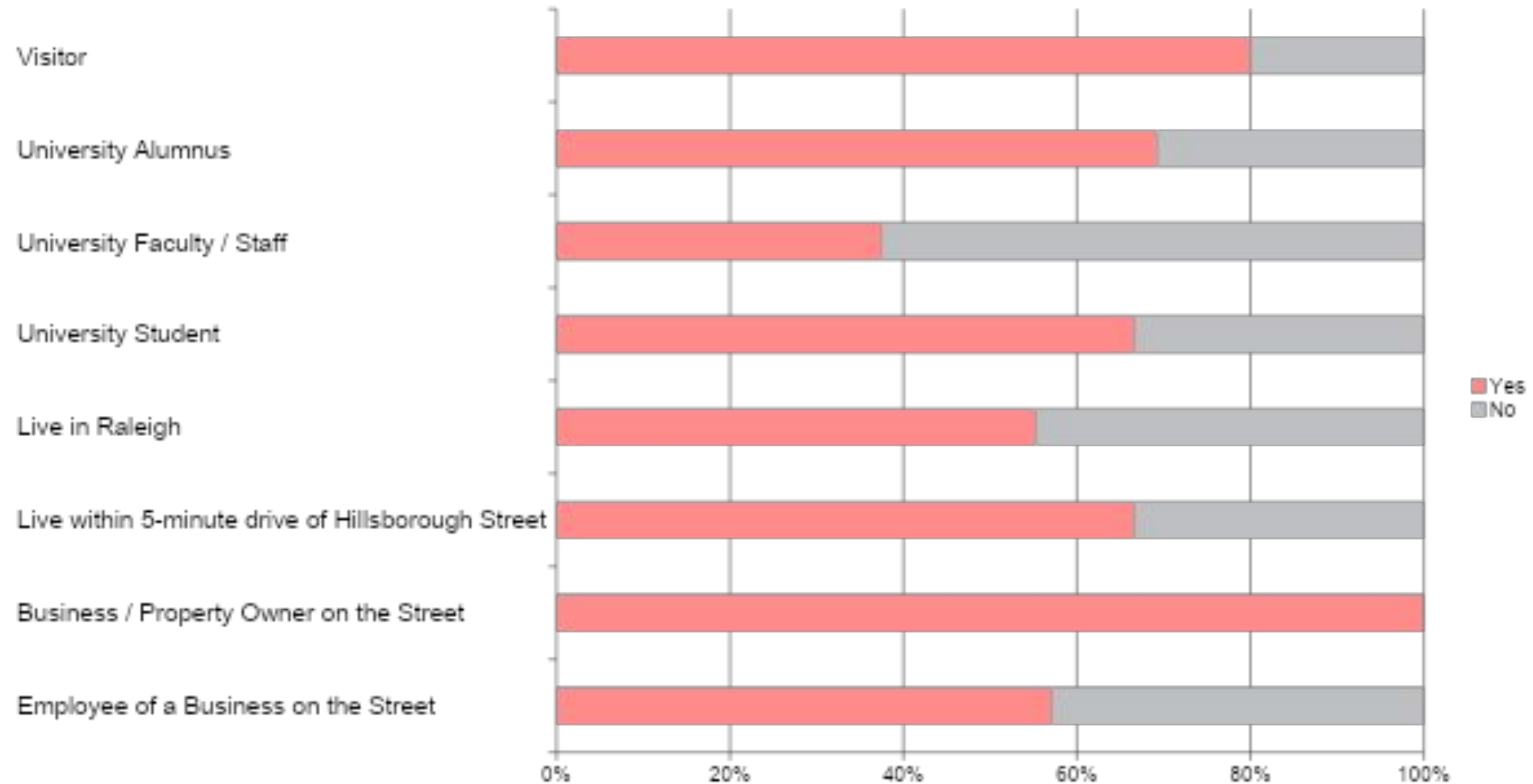
93.3% '21

96.6% '20

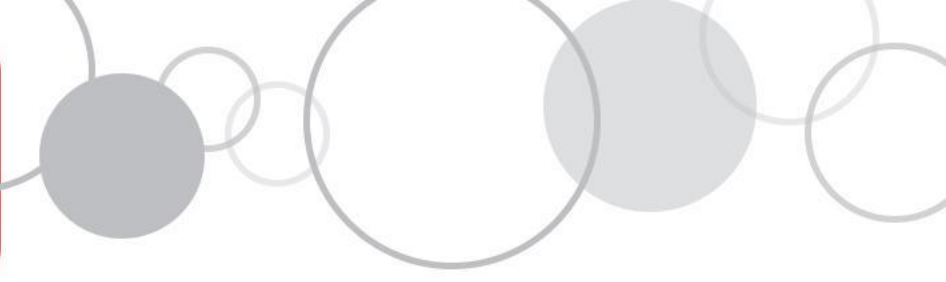
feel **conflicts** are  
resolved effectively

# ADDITIONAL STUDY

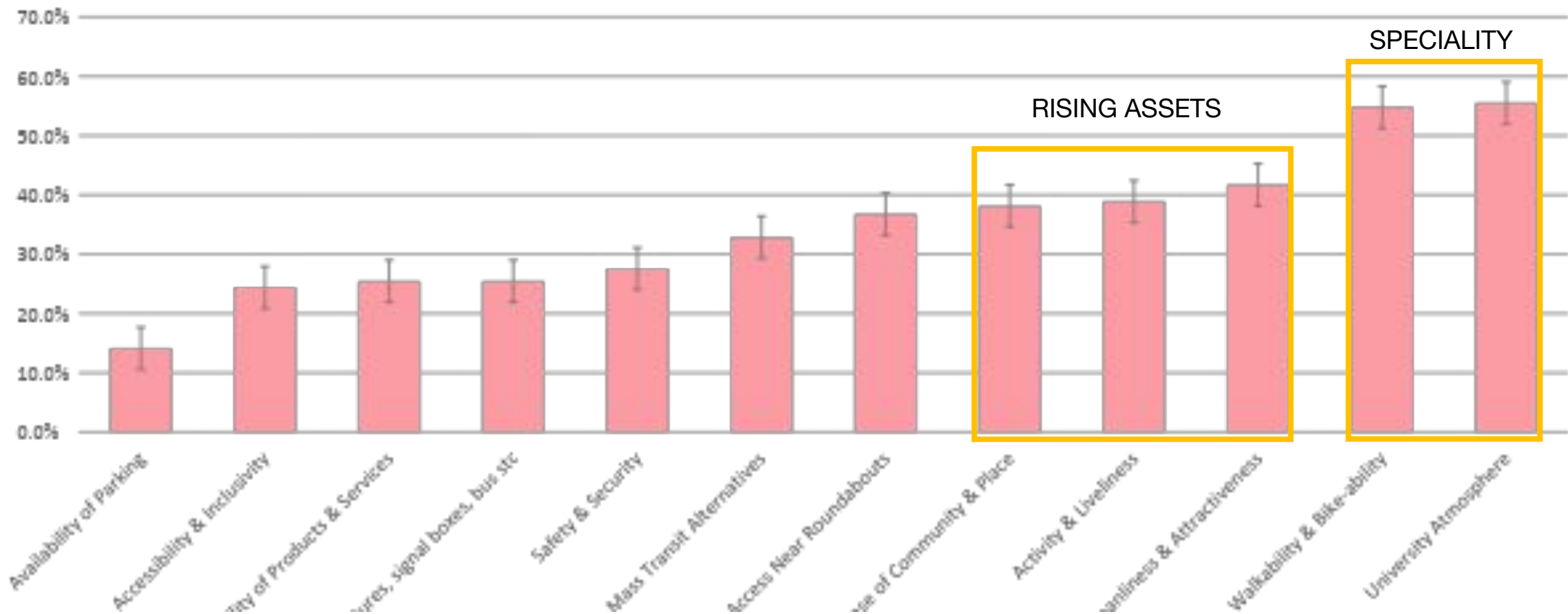
Are you aware that Hillsborough Street has Clean and Safe Ambassadors?



# COMMUNITY GAUGE

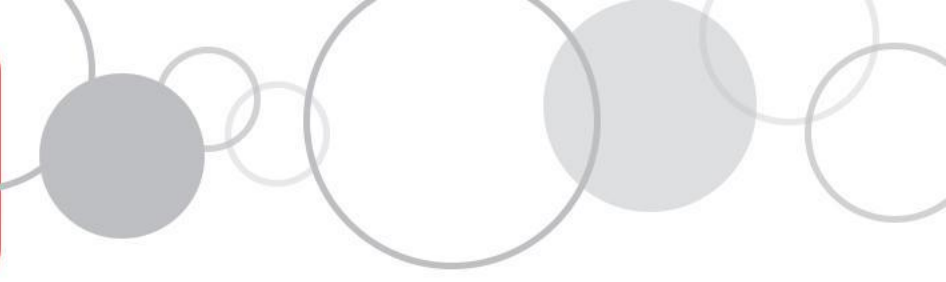


Which of the following would you consider STRENGTHS of Hillsborough Street compared to other areas of Raleigh?

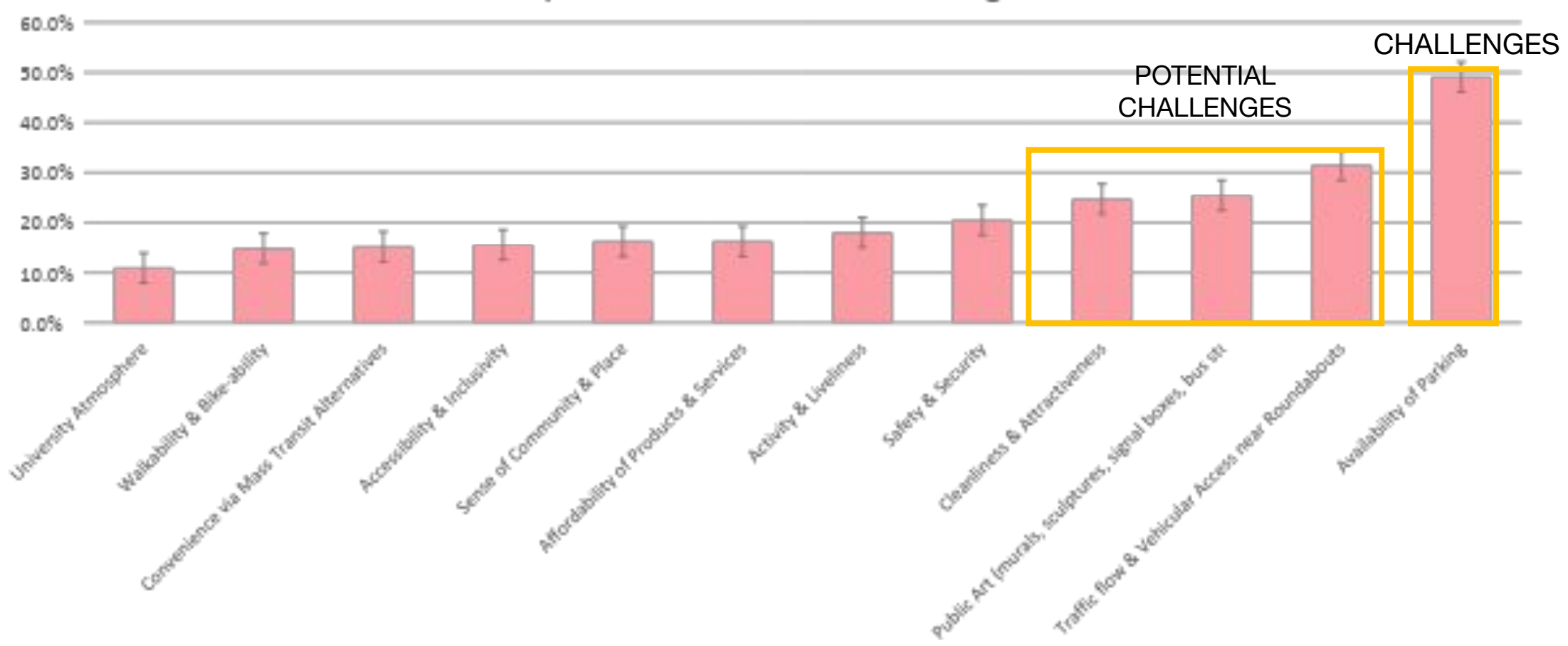




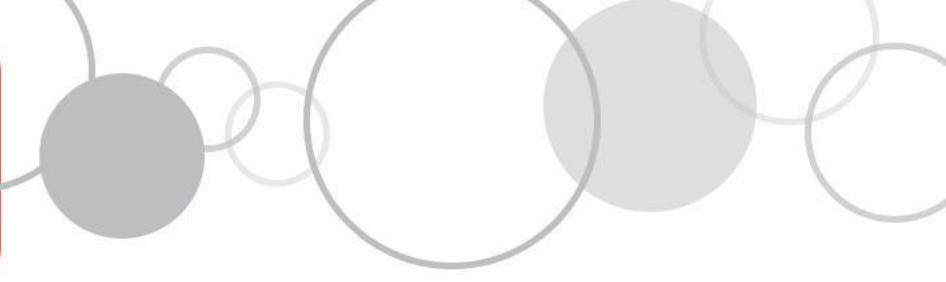
# COMMUNITY GAUGE



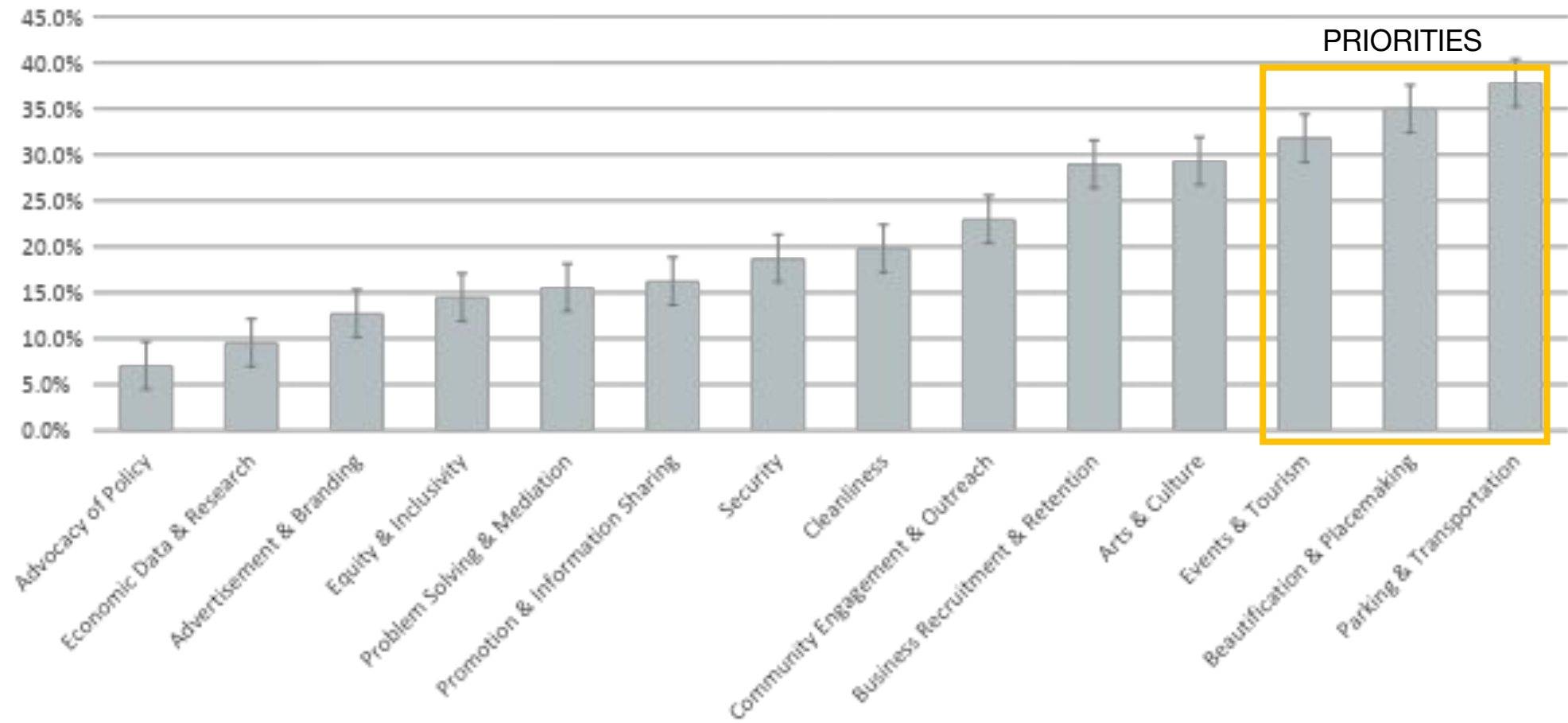
Which of the following would you consider CHALLENGES for Hillsborough Street compared to other areas of Raleigh?



# FUTURE FOCUS AREAS



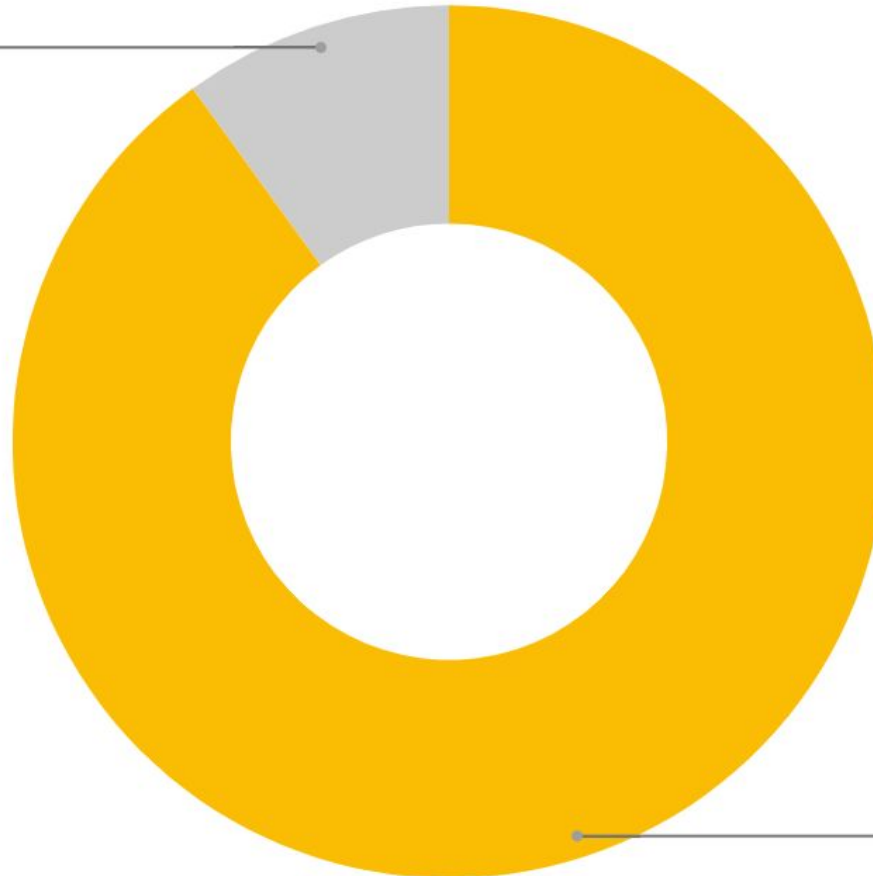
In which of the following areas should Live It Up! Hillsborough Street more focus its attention and resources in 2021-2022 to better achieve its mission?



# NEW QUESTION

Would you support the addition of a Clean and Safe Ambassador to primarily assist with Safety and Social Service issues?

No  
10.0%

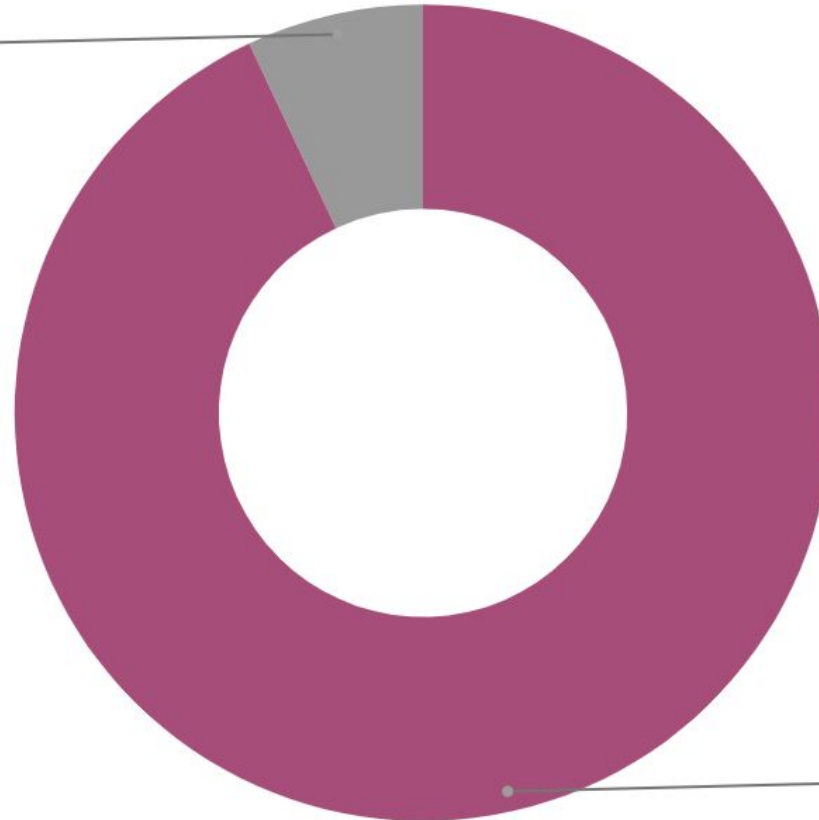


Yes  
90.0%

# NEW QUESTION

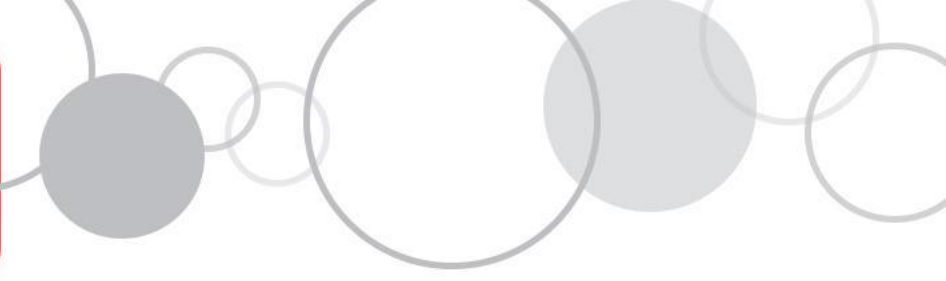
Are you in support of Live it Up Hillsborough efforts to upgrade the maintenance and seasonal landscaping in the district roundabouts along the corridor?

No  
7.0%

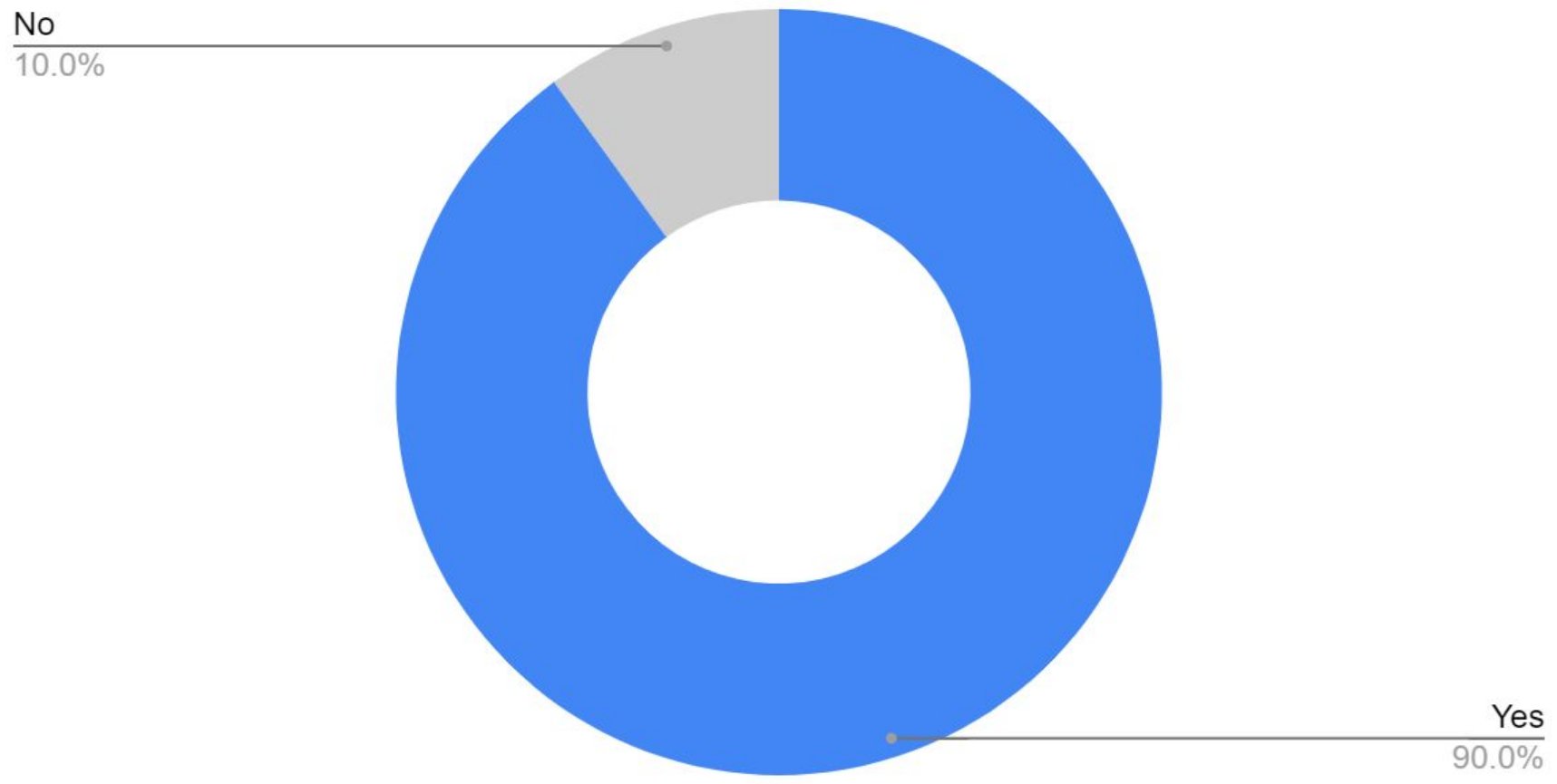


Yes  
93.0%

# NEW QUESTION



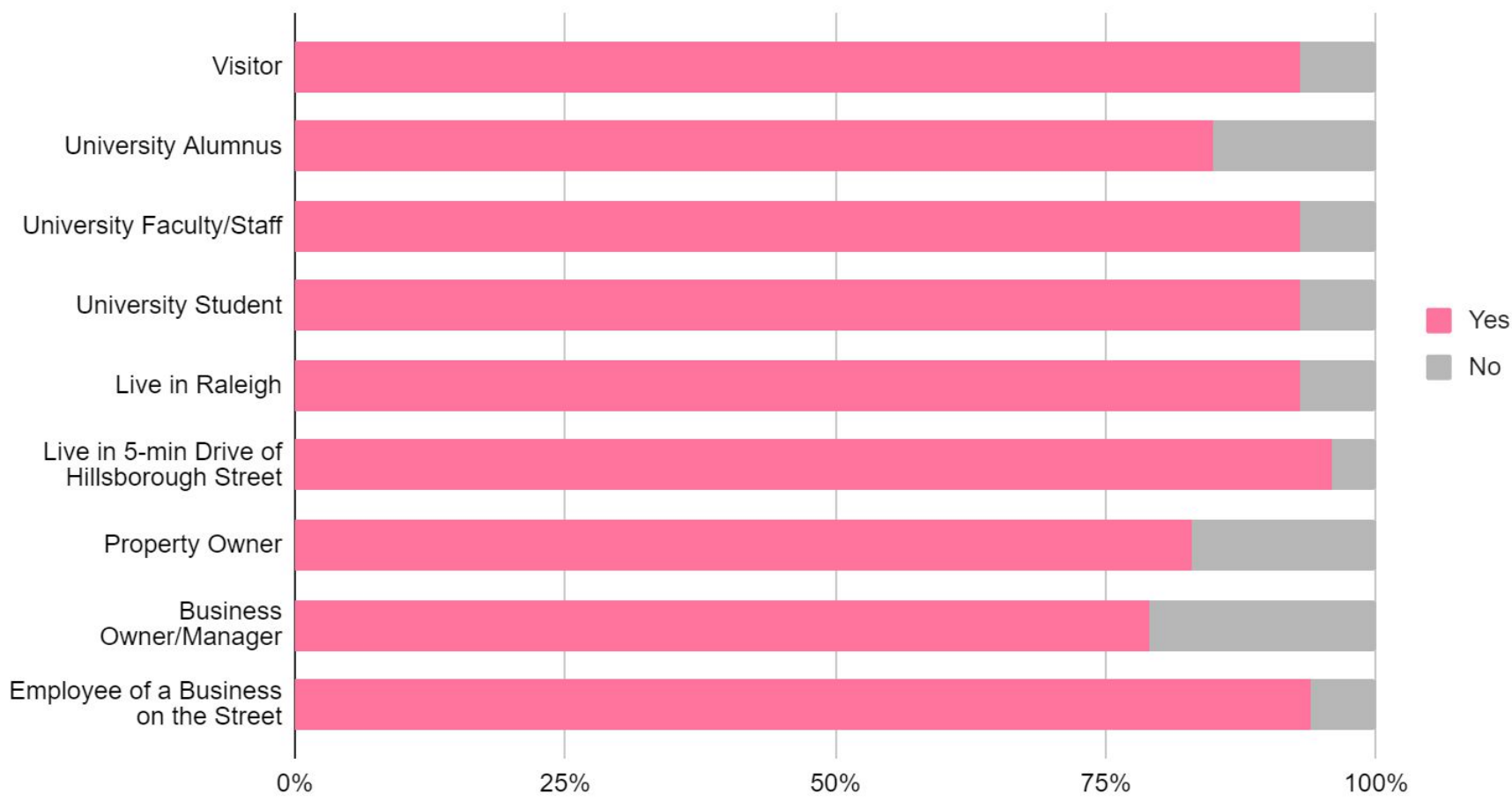
Do you support Live It Up Hillsborough providing additional programs for women and minority owned businesses?





# NEW QUESTION

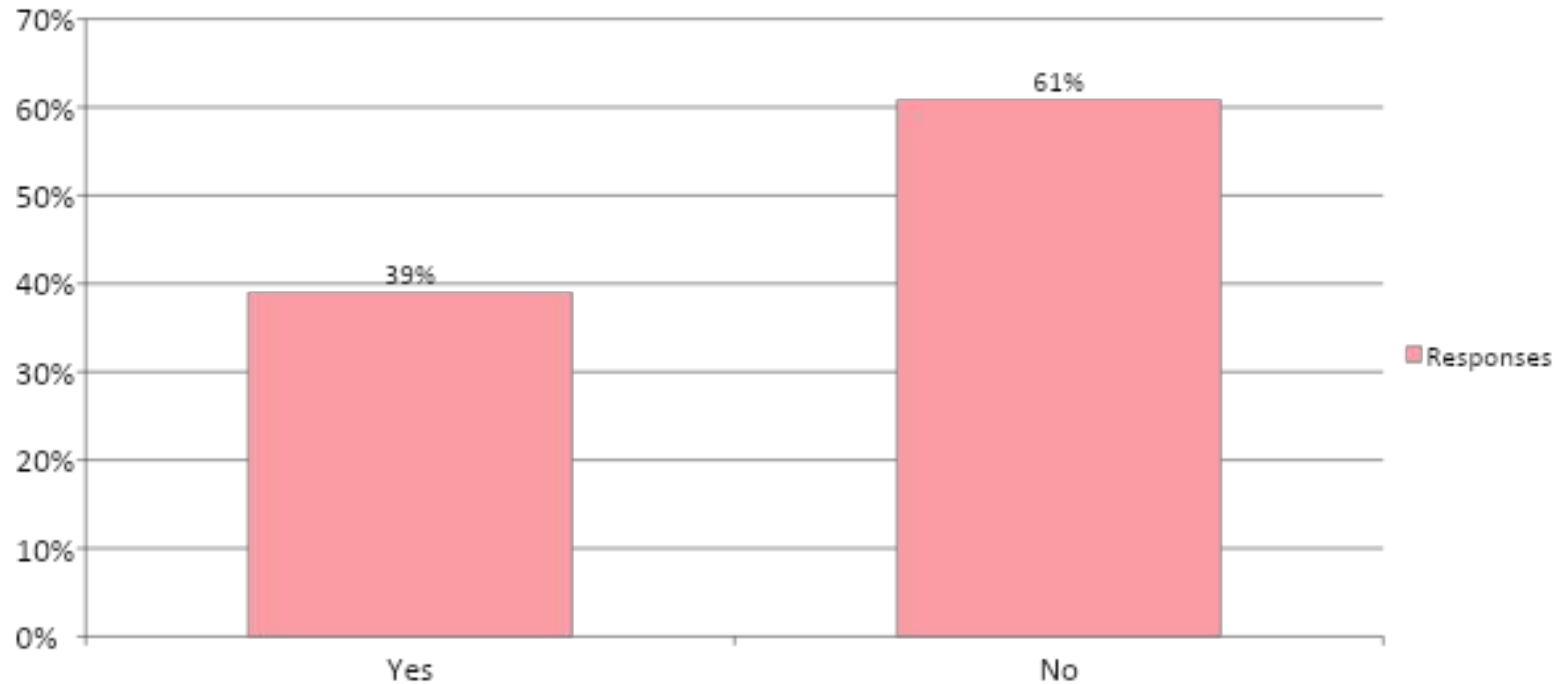
Do you support Live It Up Hillsborough investing in more public art such as murals and art activations within the corridor?





# NEW QUESTION

Prior to taking this survey, were you aware of Hillsborough Street Dollars, the new neighborhood e-gift card program redeemable at participating locations, and how it works?




For more information about the program go to:

<https://www.hillsboroughstreet.org/public-engagement/hillsborough-street-dollars>

Or Contact Brittany Lewis at  
Brittany@hillsboroughstreet.org

# RESPONSES/FEEDBACK



*“ Would like to see Hillsborough St. take steps to improve bike safety for regular users/commuters.”*  
- **response 39**



*“You guys are doing a great job! Thank you for everything!”* – **response 4**



*Hillsborough Street always looks clean and tidy,”* – **response 14**

# QUESTIONS/DISCUSSION

**Questions? Comments?**

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