



ANNUAL SURVEY | 2023

Hillsborough Street Community Service Corporation

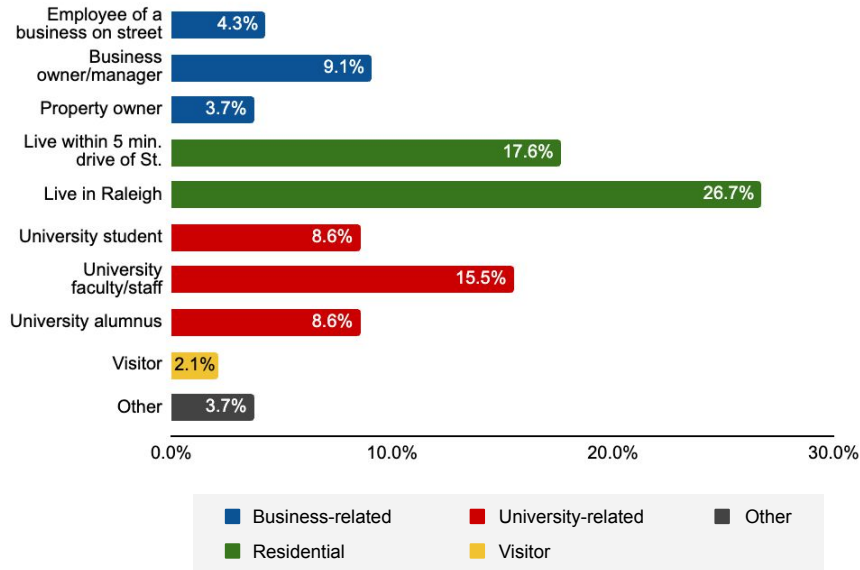


Survey Overview

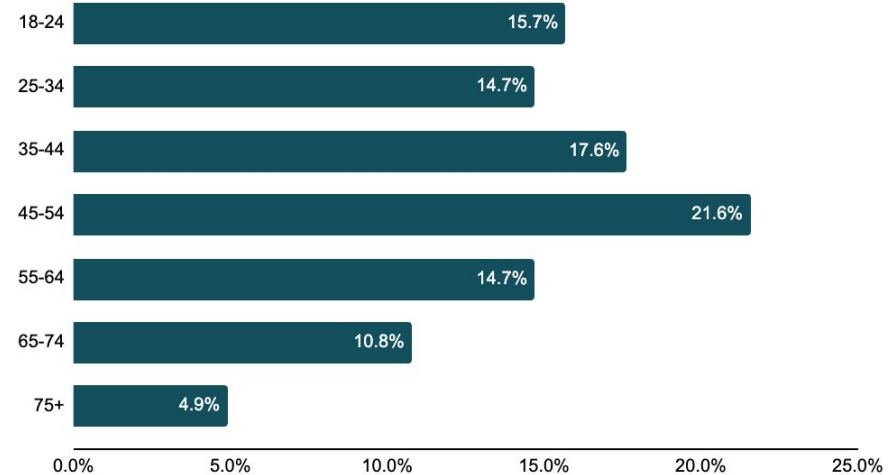
- 12 questions covering:
 - Baseline demographics
 - MSD contract metrics
 - Stakeholder feedback
 - Community health and perceptions
- Conducted via Survey Monkey
- Open from May to June
- 101 survey respondents
- Median survey duration: 3 mins. and 55 secs.
- Participants incentivized via raffle for ten \$100 Hillsborough Street Dollars gift cards

Demographic Profile of Respondents

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

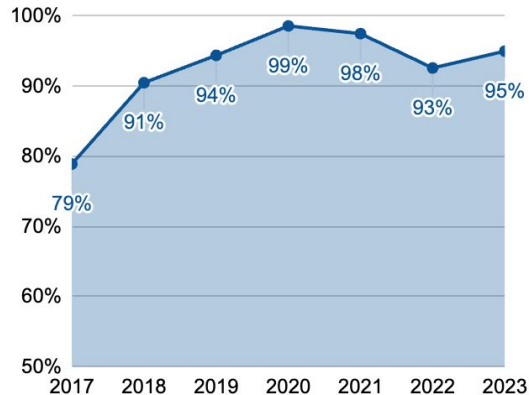


What is your age?

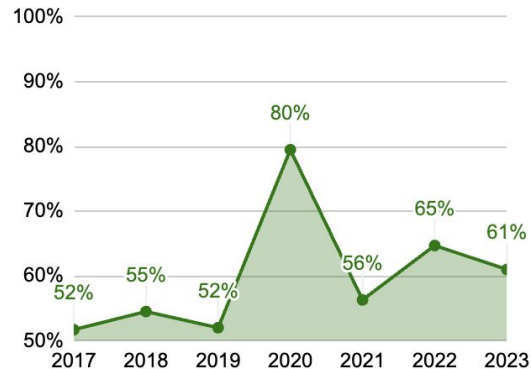


MSD Contract Metrics, 2017-2023

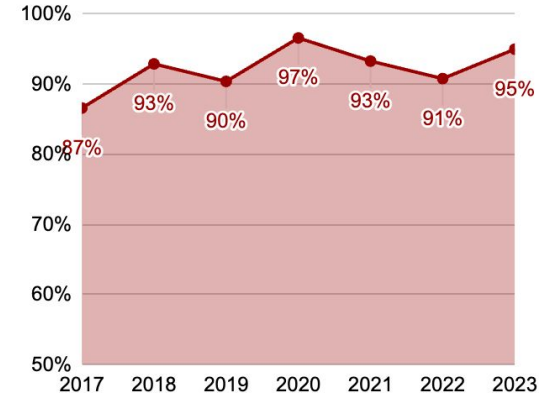
Feel safe on Hillsborough Street



Understand the role of Clean & Safe Ambassadors



Feel conflicts are resolved effectively

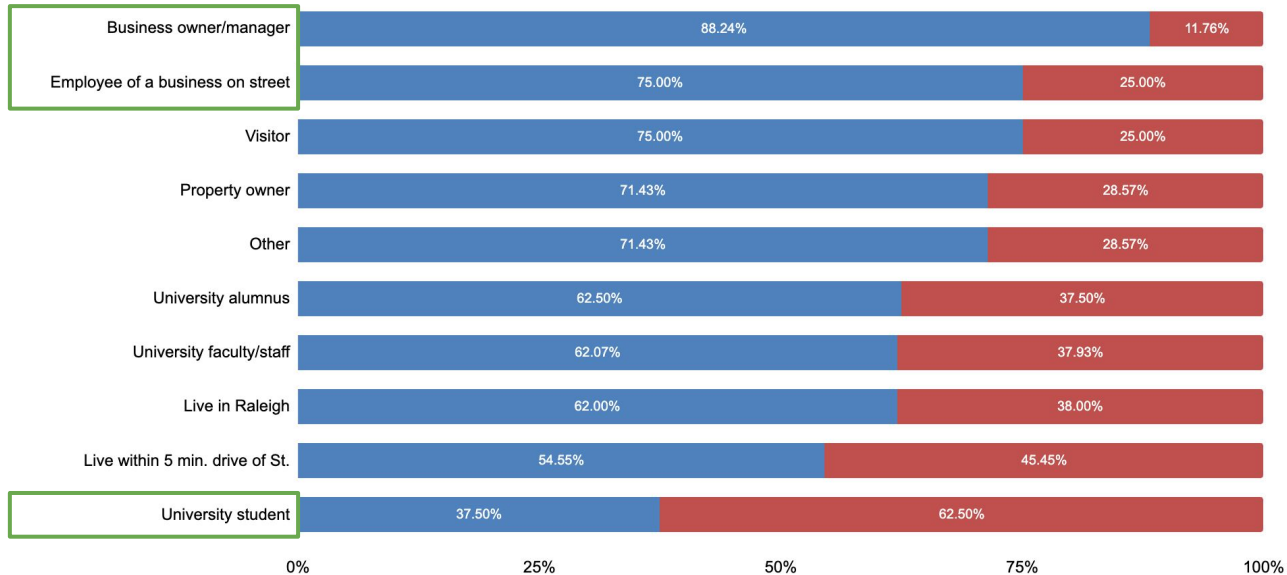


**of those that have an opinion*

Clean & Safe Ambassador Awareness

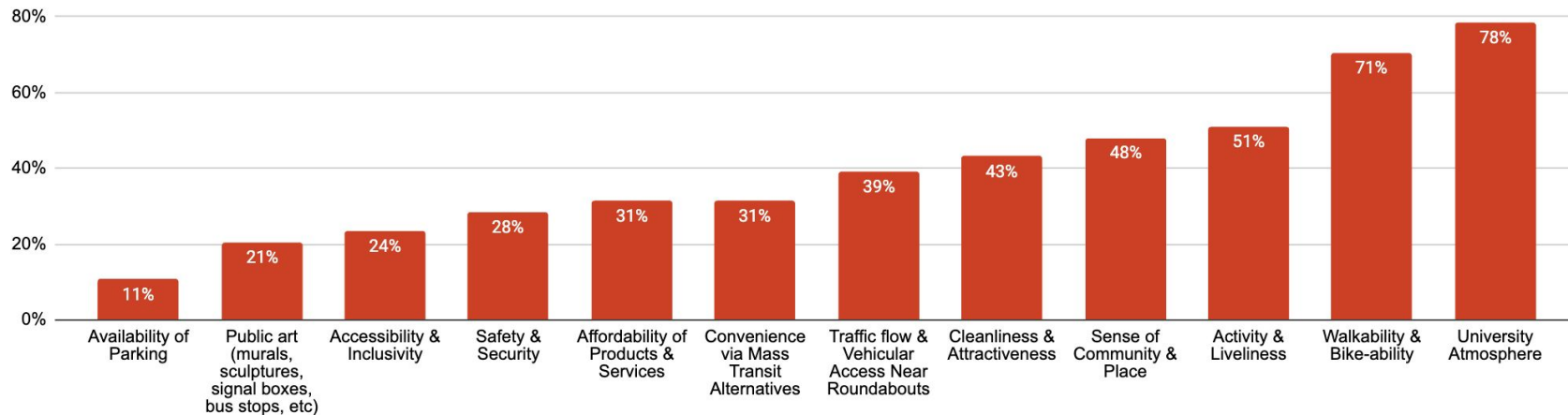
Are you aware that Hillsborough Street has Clean and Safe Ambassadors?

■ Yes ■ No



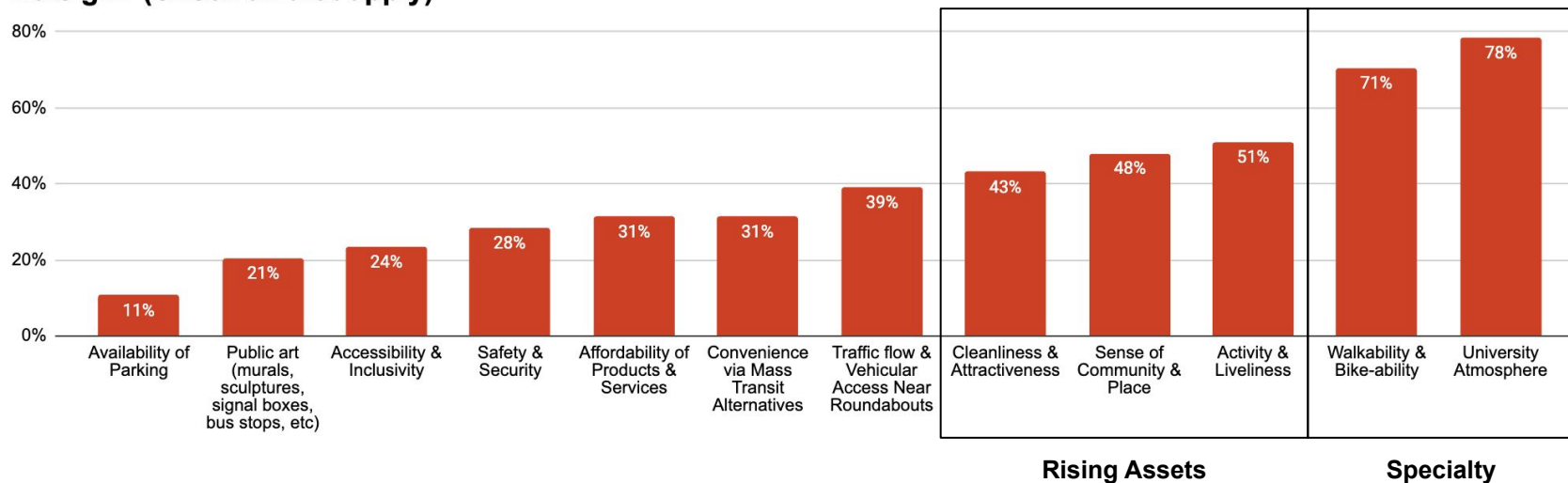
Strengths (2023)

Which of the following would you consider **STRENGTHS** of Hillsborough Street compared to other areas of Raleigh? (Check all that apply)



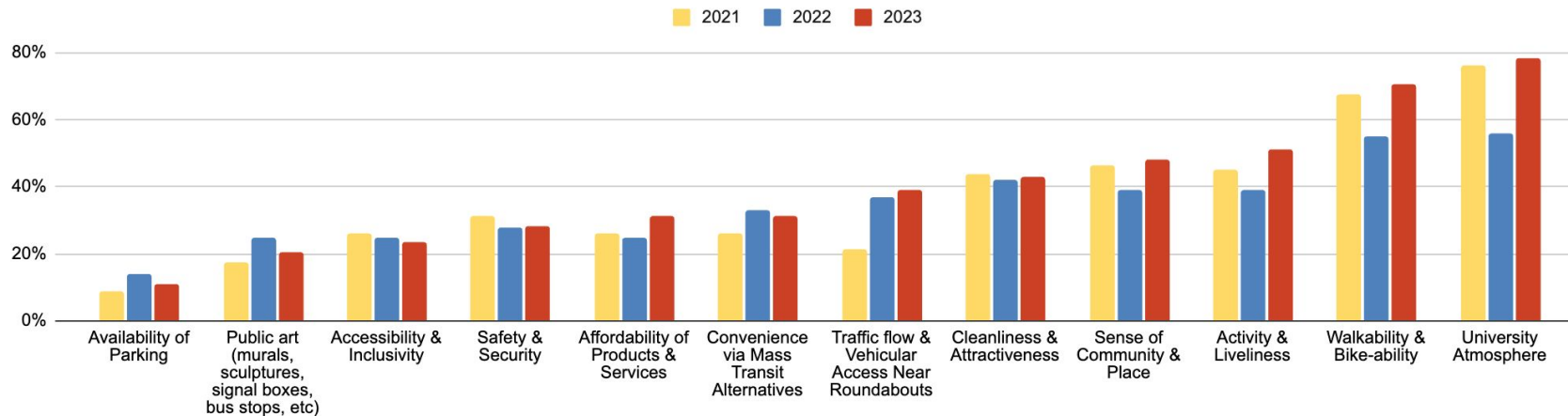
Strengths (2023)

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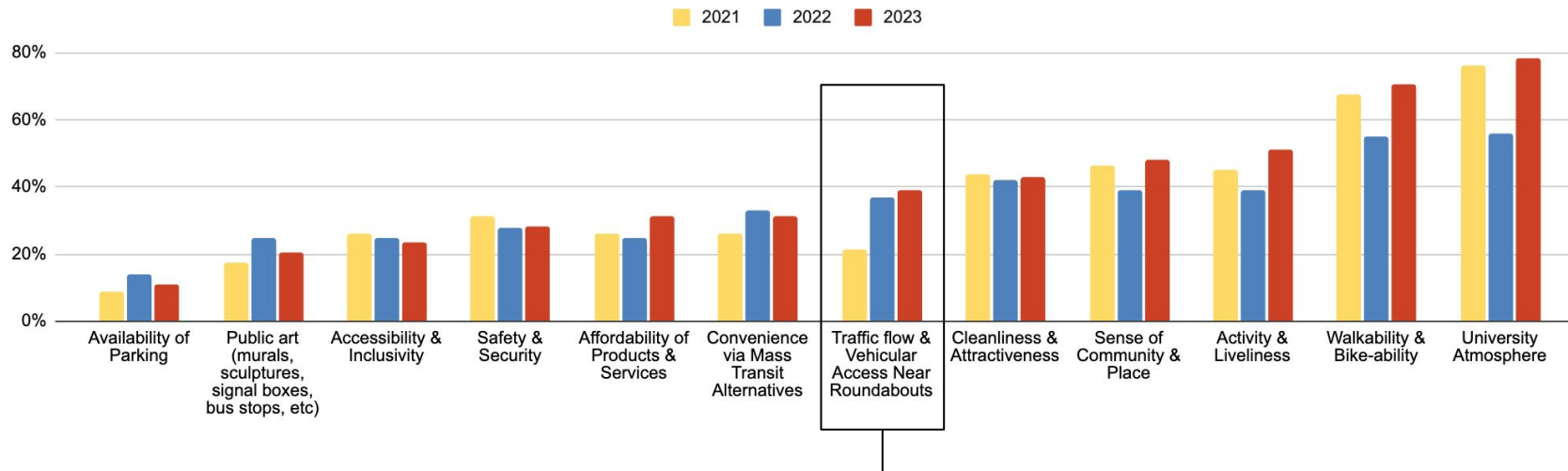
Strengths (YoY)

Which of the following would you consider **STRENGTHS** of Hillsborough Street compared to other areas of Raleigh? (Check all that apply)



Strengths (YoY)

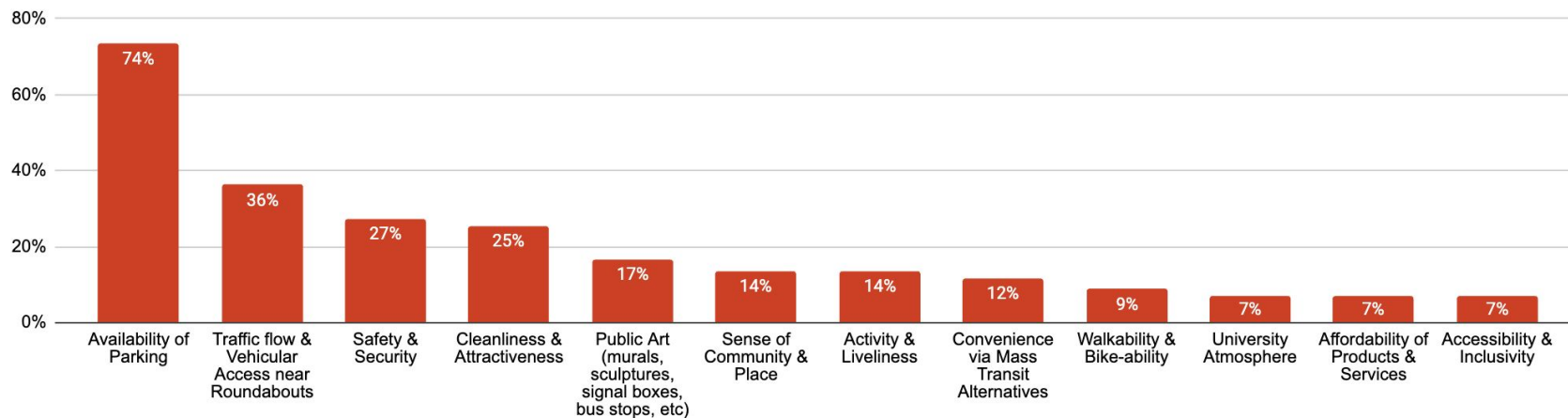
Which of the following would you consider **STRENGTHS** of Hillsborough Street compared to other areas of Raleigh? (Check all that apply)



For three consecutive years, "traffic flow and vehicular access near roundabouts" has risen as a perceived strength of Hillsborough Street.

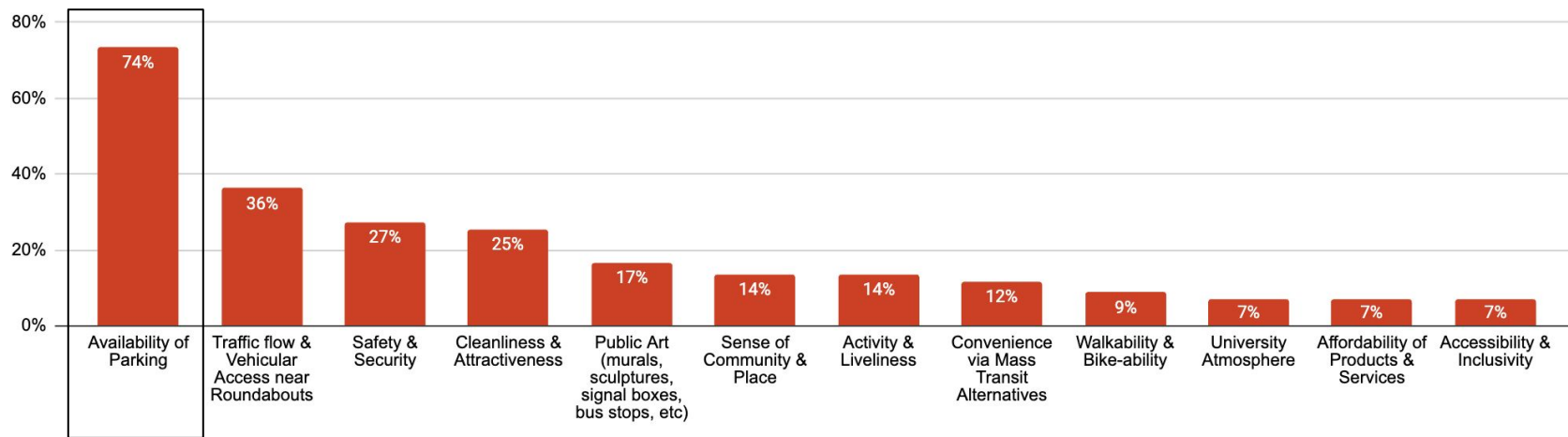
Challenges (2023)

Which of the following would you consider CHALLENGES for Hillsborough Street compared to other areas of Raleigh? (Check all that apply)



Challenges (2023)

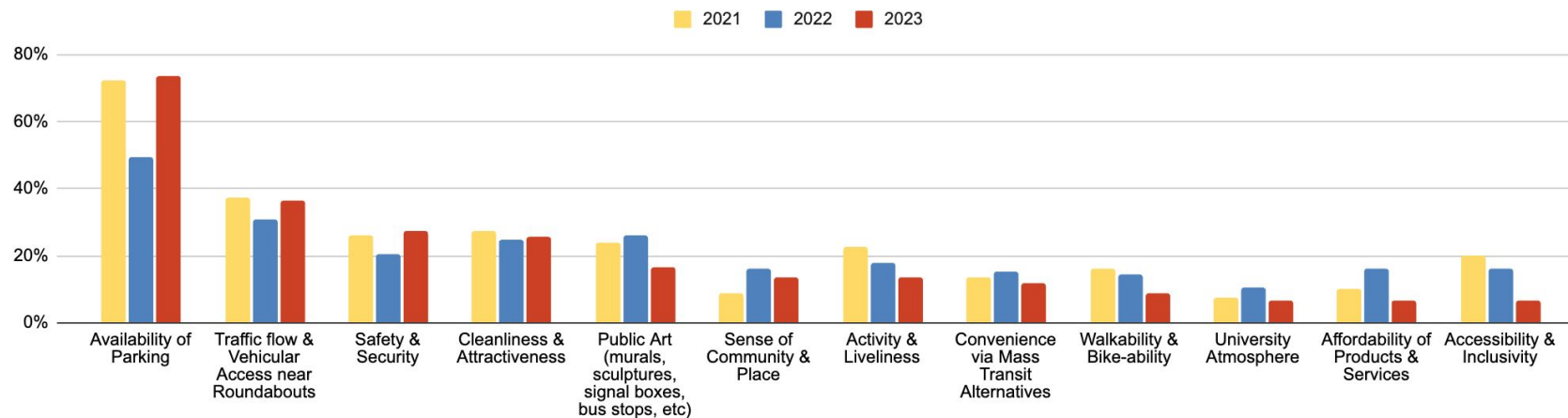
Which of the following would you consider **CHALLENGES** for Hillsborough Street compared to other areas of Raleigh? (Check all that apply)



Primary

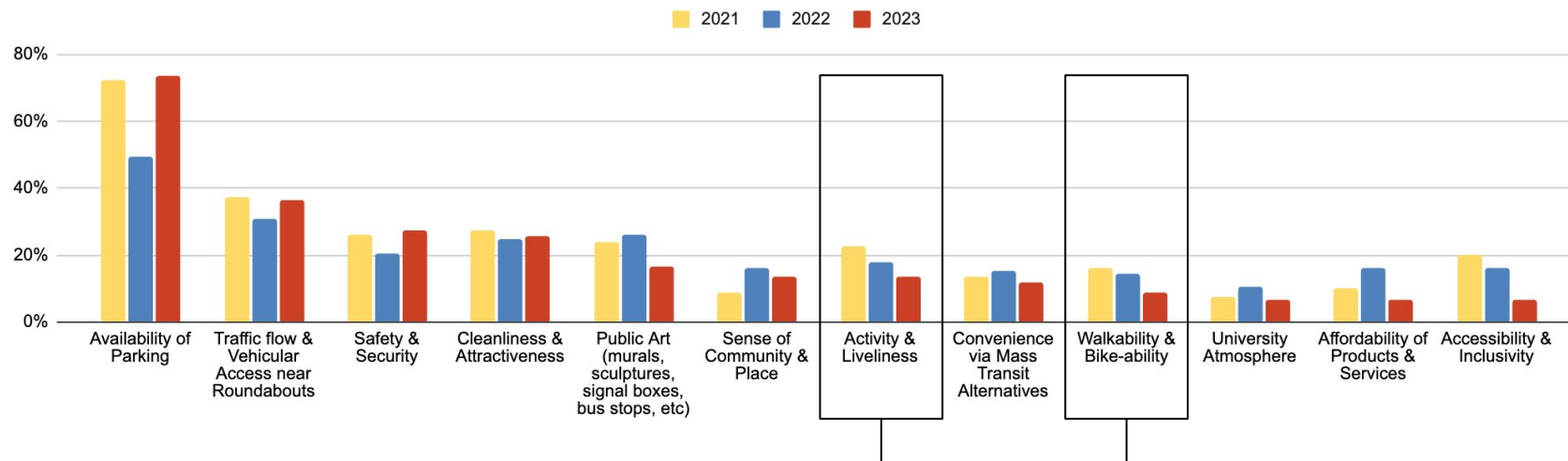
Challenges (YoY)

Which of the following would you consider **CHALLENGES** for Hillsborough Street compared to other areas of Raleigh? (Check all that apply)



Challenges (YoY)

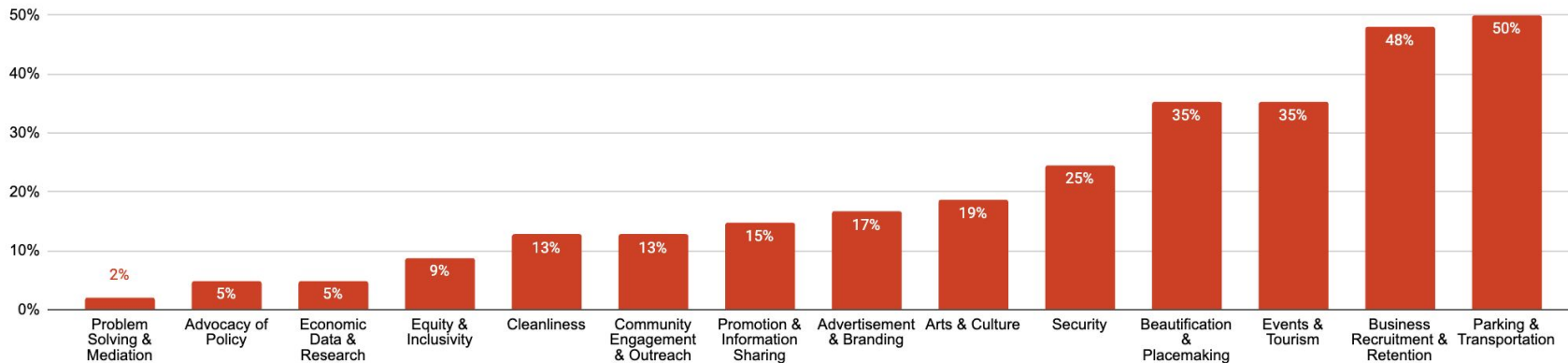
Which of the following would you consider **CHALLENGES** for Hillsborough Street compared to other areas of Raleigh? (Check all that apply)



Both “Activity & Liveliness” and “Walkability & Bike-ability” have decreased as perceived challenges for HS over the past 3 years according to respondents.

Future Focus Area (2023)

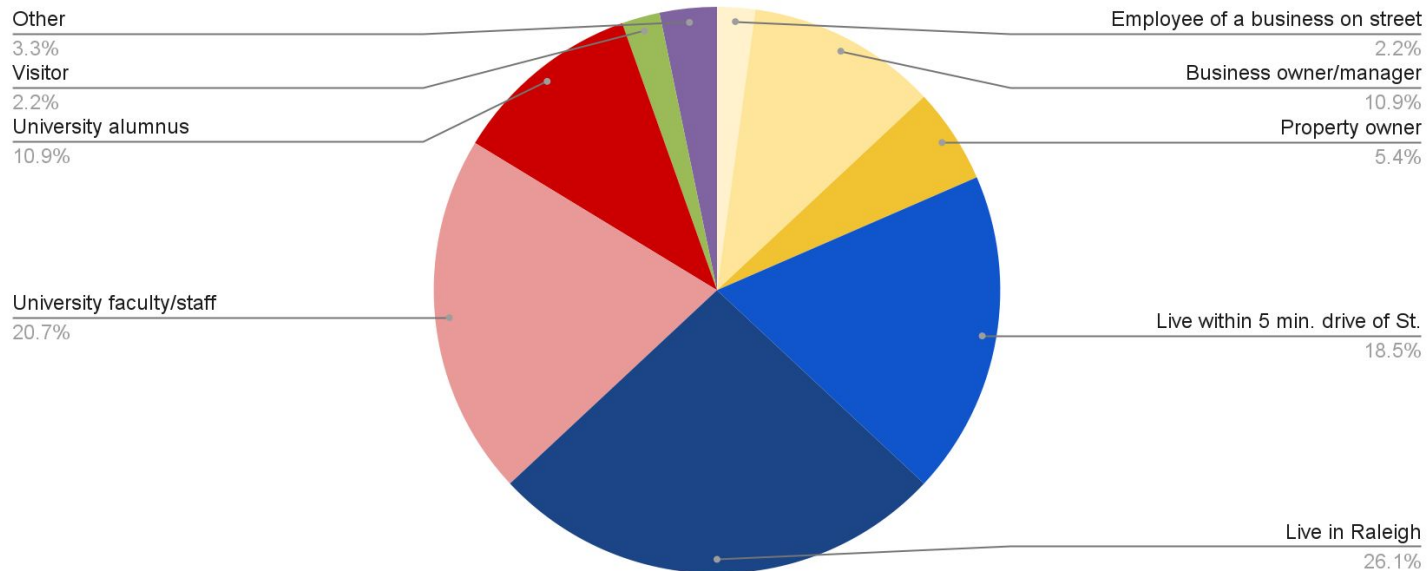
In which THREE of the following areas should Live It Up Hillsborough Street more focus its attention and resources in 2023-2024 to better achieve its mission "to make the Hillsborough Street community a distinct destination in Raleigh by providing services and programs that improve the economic sustainability of the territory's businesses and increase the market value of its properties"? (Choose THREE answer choices.)



Note: See following slide for affiliation analysis

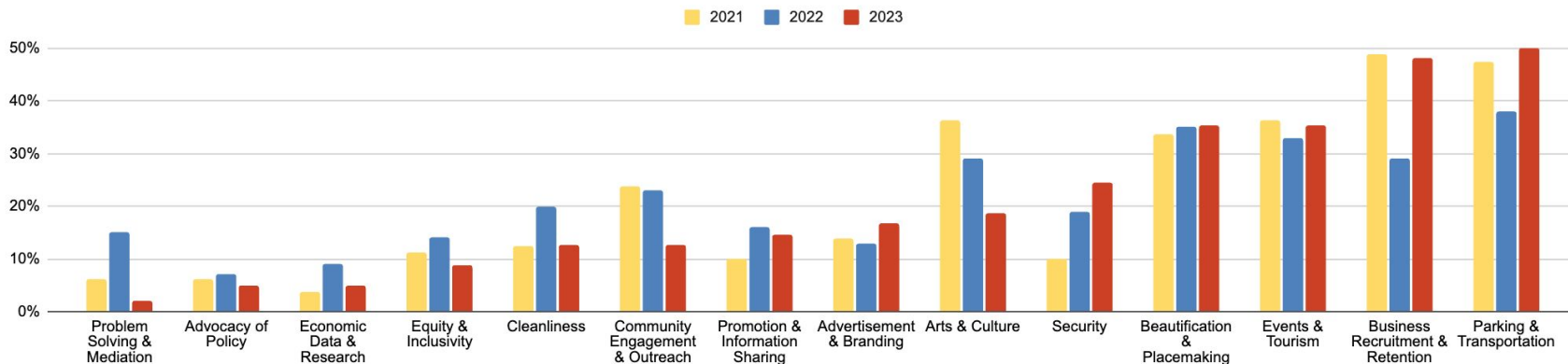
Future Focus Area (2023) - Bus. Recruitment & Retention

Affiliation with Hillsborough Street among those who selected "Business Recruitment & Retention" as a focus area for FY23-24:



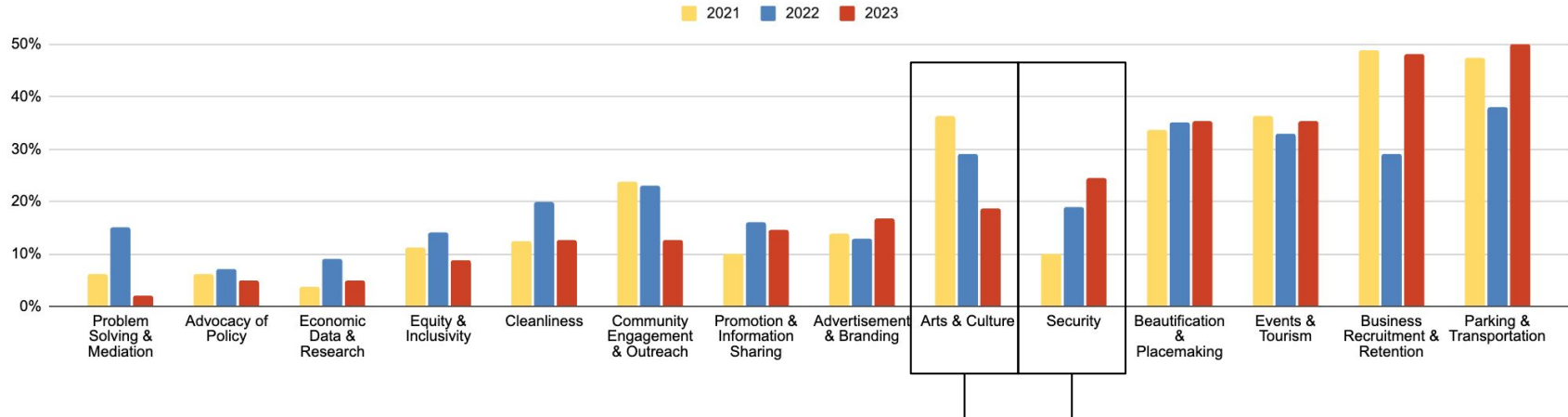
Future Focus Area (YoY)

In which **THREE** of the following areas should Live It Up Hillsborough Street more focus its attention and resources in 2023-2024 to better achieve its mission "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"? (Choose **THREE** answer choices.)



Future Focus Area (YoY)

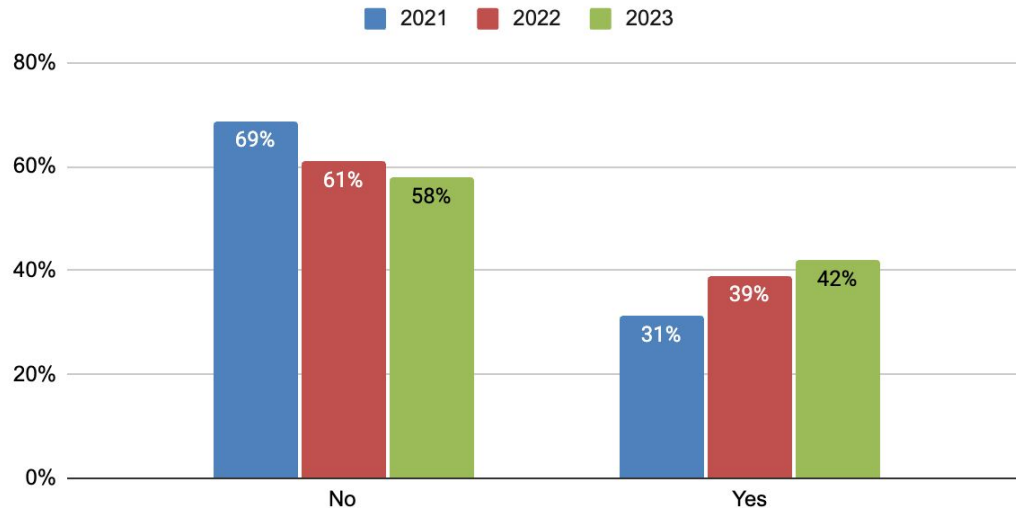
In which **THREE** of the following areas should Live It Up Hillsborough Street more focus its attention and resources in 2023-2024 to better achieve its mission "to make the Hillsborough Street community a distinct destination in Raleigh by providing services and programs that improve the economic sustainability of the territory's businesses and increase the market value of its properties"? (Choose **THREE** answer choices.)



Over the past 3 years, "Arts & Culture" has decreased as a recommended focus area and "Security" has increased.

HS Dollars Awareness

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? (Check ONE only.)



Open-ended responses - Critical feedback (1/4)

1. *my concerns about safety and security are related to people begging along my daily walking route as well as auto traffic where people are not paying attention to bikers/walkers*

2. *I mentioned that cleanliness and attractiveness were challenges, but it's really the attractiveness. Specifically the abandoned hunk of concrete that sits next to Target and other building owners who do not take proper care of the their properties. I also said walkability and bike-ability were challenges, but there only bike-ability. The bike lanes were clearly an afterthought, and on the biggest bike corridor in the city, there should be protected, dedicated bike lanes, not these sharrows and lanes adjacent to car doors opening.*

3. *Please address the horrible road condition of the alley way behind your building. Numerous asphalt patches have been applied over the years but it has never been re paved. Please resolve the argument over whose responsibility it is for upkeep. It's been an ongoing embarrassment for over 20 years now!!*

4. *Homelessness has always been a problem, but in the past year the regular homeless have become more aggressive. This has been making Hillsborough Street less appealing to visit unfortunately. Unfortunately, I'm not sure how this could be addressed.*

Open-ended responses - Critical feedback (2/4)

5. *Would love to see the surface level lots beside North Hall and beside NCSECU have 2-3 level decks to help with non-NCSU employee parking. Would also love to see that Umami location have something like a Sammy's or Amedeo's there. Wasted space right in the middle of everything. Bars down closer to Doak Field would be great as well. Lots of empty retail space.*

6. *We appreciate all your efforts to maintain the street as an urban place. The roadway itself is showing signs of breaking down. I would imagine it will need to be roto milled and resurfaced within the next year or two.*

7. *Would love to see some bars & restaurants like Franklin St. Would vote for that if zoning changes were needed.*

8. *The previous gift card I purchased at Christmas was not accepted at either Global Village or Irregardless even though both were shown on the list of merchants accepting the card*

9. *Do you know when the property next to Target will be completed? It is an eye sore. Also, is there any kind of underground passage? It was something rumored years ago.*

Open-ended responses - Critical feedback (3/4)

10. *There are sections of Hillsborough Street that could really use some additional street lights to illuminate darker areas at night. Is any progress at all on the eyesore by Target? The western portion of Hillsborough is now officially an eyesore also with the lack of progress that City Plat has tried to make on any of their properties. That company now owns and holds the three biggest hollowed out sections of our street, with no signs of progress. The entire street is at the mercy of what they choose to do with these properties - I understand they have additional holdings and plans at the corner of Bagwell and Hillsborough. The building they have developed previously - I believe 105 Friendly Drive - is ugly and doesn't fit the Hillsborough Street aesthetic. That's my two cents on what I see.*

11. *Umami Sushi space/location is amazing, but that space has been underutilized and/or not the relict concept since H-Street opened. People have loved that Mitch's reopened in that area of the street. Would love to see something like Sammy's or Amedeo's open there to effectively utilize that space. Future 3 level parking decks in the surface faculty lot at North Hall and across from Nelson Hall next to NCSECU would be great for parking availability. Excited for what Carolina Capital Partners are doing with the Electric Company Mall. Would be gray to see CityPlat do something with the old Two Guys space. No idea how the leasing has been down under Uncommon and Standard, but a bar or two down that way that catered to State baseball fans would be a big plus for the street.*

Open-ended responses - Critical feedback (4/4)

12. I feel safe but I also feel uncomfortable with the amount of people lingering and asking for money. I get approached too often.

13. The main concern about security is at night. More policing would be advisable.

14. Need to vastly improve the retail and get some decent stores national brands for shopping purposes, to make the area more attractive to everyone. The whole area is still fairly shoddy.

Open-ended responses - Positive feedback (1/1)

1. *I think that the Ambassadors do an excellent job. I like the flags that are put in the roundabouts during special events.*

2. *It looks a lot better overall since you started this program and I love the flags that go out on the roundabout for special holidays!!*

3. *Y'all rock!!!* 👍

4. *I really enjoy the vibe of hillsborough street and making it a place to be when on campus.*

5. *Adam is the man!*

6. *I've loved watching the transformation of the street since I moved to the area in 2013 and I am excited to see how it continues to grow!*

7. *Would love to see more luminous events*

8. *Keep up the Good Work.*

Questions? Comments?



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