

Constant Contact Survey Results

Survey Name: Hebron Community Downtown Vision Survey

Response Status: Partial & Completed

Filter: None

8/3/2020 4:32 PM CDT

TextBlock:

The City of Hebron is currently conducting an important Downtown Revitalization Planning Project. Please take a few minutes and complete the following Survey. Your input will be vital in determining both present and future needs and wants of Downtown Hebron.

PLEASE COMPLETE THIS SURVEY, BY MONDAY, AUGUST 3RD.

Please identify your place of residence. If outside Hebron, please identify your zip code.

Answer	0%	100%	Number of Response(s)	Response Ratio
Within the City of Hebron.			251	62.1 %
Outside the City of Hebron.			70	17.3 %
Other			63	15.5 %
No Response(s)			20	4.9 %
Totals			404	100%

How often do you visit Downtown Hebron?

Answer	0%	100%	Number of Response(s)	Response Ratio
Less than Once a Week.			50	12.3 %
Once or Twice per Week			122	30.1 %
Three to Four Times per Week.			97	24.0 %
Five or More Times per Week.			115	28.4 %
No Response(s)			20	4.9 %
Totals			404	100%

Does Downtown Hebron provide a safe environment for pedestrians and vehicles? If No, please explain.

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			315	77.9 %
No			62	15.3 %
No Response(s)			27	6.6 %
Totals			404	100%

How important, to you, are delivery services from Downtown Hebron?

Answer	0%	100%	Number of Response(s)	Response Ratio
Very Important			73	18.0 %
Somewhat important			145	35.8 %
Not Important			159	39.3 %
No Response(s)			27	6.6 %
Totals			404	100%

Have you experienced income interruption or reduction at any time in the past 18 months?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			124	30.6 %
No			257	63.6 %
No Response(s)			23	5.6 %
Totals			404	100%

Has your ability to live, work or participate in commercial or social events in the Downtown area been impacted by the 2019 flood events?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			74	18.3 %
No			308	76.2 %
No Response(s)			22	5.4 %
Totals			404	100%

Have COVID-19 related disruptions impacted your ability to live, work or participate in commercial or social events in the Downtown area?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			285	70.5 %
No			100	24.7 %
No Response(s)			19	4.7 %
Totals			404	100%

TextBlock:

IF YOU ARE A DOWNTOWN COMMERCIAL BUSINESS OR COMMERCIAL PROPERTY OWNER, PLEASE COMPLETE THE FOLLOWING QUESTIONS. IF NOT, PLEASE SKIP TO THE NEXT PAGE.

Are you a...

Answer	0%	100%	Number of Response(s)	Response Ratio
Commercial Business Owner.			12	2.9 %
Commercial Property Owner.			10	2.4 %
Both.			35	8.6 %
No Response(s)			347	85.8 %
Totals			404	100%

Is your business or property located in the Downtown Revitalization Area (outlined in red)?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			44	10.8 %
No			13	3.2 %
No Response(s)			347	85.8 %
Totals			404	100%

What is your rent rate per square foot?

Answer	0%	100%	Number of Response(s)	Response Ratio
Less Than \$1			8	1.9 %
\$1 - \$1.50			3	<1 %
\$1.51 - \$1.99			3	<1 %
\$2.00+			7	1.7 %
No Response(s)			383	94.8 %
Totals			404	100%

Type of Business?

Answer	0%	100%	Number of Response(s)	Response Ratio
Professional Service			17	4.2 %
Retail			18	4.4 %
Food/Restaurant			1	<1 %
Housing			2	<1 %
Specialty			2	<1 %
Entertainment			0	0.0 %
Automotive			3	<1 %
Banking			1	<1 %
Medical			1	<1 %
Government			0	0.0 %
Other			9	2.2 %
No Response(s)			350	86.6 %
Totals			404	100%

How many years have you been a business/property owner in Downtown Hebron?

Answer	0%	100%	Number of Response(s)	Response Ratio
0-5 Years			9	2.2 %
5-10 Years			6	1.4 %
10-15 Years			6	1.4 %
15-20 Years			3	<1 %
20+ Years			28	6.9 %
No Response(s)			352	87.1 %
Totals			404	100%

If you are a business owner, how many paid employees, besides yourself?

Answer	0%	100%	Number of Response(s)	Response Ratio
0-2 Persons			28	6.9 %
3-5 Persons			12	2.9 %
6-8 Persons			4	<1 %
9-10 Persons			1	<1 %
10+ Persons			4	<1 %
No Response(s)			355	87.8 %
Totals			404	100%

If you are a business owner, What are your business plans during the next five years?

Answer	0%	100%	Number of Response(s)	Response Ratio
Increase/Expand your Business.			16	3.9 %
Remain about the same.			27	6.6 %
Decrease your Business or Retire.			7	1.7 %
No Response(s)			354	87.6 %
Totals			404	100%

Have you considered adding upper-level residential to your property?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			6	1.4 %
No			21	5.1 %
No upper-level available.			24	5.9 %
Already exists.			1	<1 %
No Response(s)			352	87.1 %
Totals			404	100%

General questions about Downtown Hebron.

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
The Downtown is an attractive location in Hebron.						329	2.7
The buildings/storefronts are in good physical condition.						328	2.2
Streetscapes are appealing/attractive to visitors.						323	2.6
There is sufficient parking throughout Downtown.						330	3.8
Alleys are in good condition.						328	2.9
Public/Village buildings are easily found and accessible.						327	3.7
High number of vacant storefronts/buildings exists in Downtown.						329	4.1
Pedestrian safety at crosswalks is very effective.						329	3.4
Streets/sidewalks are well-lit and in good condition.						320	3.2

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

The appearance of Downtown Hebron can be improved with...

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Street & pedestrian lighting.						306	3.5
A facade improvement program.						314	4.2
Crosswalk enhancements						308	3.4
Street trees, benches & landscaping.						316	3.9
Sidewalk cafes and pedestrian seating areas.						306	3.8

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

CONTINUED: The appearance of Downtown Hebron can be improved with...

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Directional signage to municipal buildings.						317	3.4
Restoration/preservation of historic buildings.						327	4.0
Building upper-level reuse for offices & housing.						320	3.7
Gateway entrance signage and advertising.						317	3.6
Design guidelines for existing and new buildings.						317	3.8
Special sales, events and welcome banners.						321	3.7
Historic themed building signage/store signage.						323	3.7

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

The sustainability of Downtown Hebron can be improved with...

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Water, sewer & utility replacement.						302	3.2
Improved streets, sidewalks & alleys						308	3.6
Additional pedestrian safety measures.						304	3.3
Business retention, recruitment & expansion.						315	4.3
Expanded marketing of downtown sales & festivals.						315	4.1

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

CONTINUED: The sustainability of Downtown Hebron can be improved with...

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Coordinated downtown business hours.						316	3.8
Increased advertising of vacant storefronts/buildings.						309	3.9
Development of an incubator business program.						302	3.7
Create stronger visual & physical connections between Downtown and the highway corridor.						310	4.0
Reducing utility costs with alternative energy sources.						304	3.7

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

If money were made available for improvements, it should be used for...

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Housing development/rehabilitation in Downtown.						304	3.7
Recruiting new businesses to Downtown Hebron.						320	4.3
Storefront/facade rehabilitation.						316	4.3
Streetscape enhancements or improvements.						312	3.9
Public infrastructure (water, sewer, electric, etc.).						306	3.3
Low-interest loans for business recruitment.						311	3.9
Energy efficiency improvements.						305	3.7
ADA/Handicap accessibility improvements.						303	3.5
Constructing additional public parking lots.						296	2.7

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

What businesses are, or would be vital to Downtown Hebron?

Answer	0%	100%	Number of Response(s)	Response Ratio
Hardware store.			260	80.2 %
Barber/hairstylist.			232	71.6 %
Grocery store.			269	83.0 %
Men's clothing/shoes.			124	38.2 %
Women's clothing/shoes.			133	41.0 %
Craft/hobby store.			114	35.1 %
Day spa/personal services.			84	25.9 %
Home decor/furnishings.			144	44.4 %
Boutiques/specialty retail.			144	44.4 %
Computer learning/sales.			112	34.5 %
Florist/crafts store.			244	75.3 %
Bank/financial services.			250	77.1 %
Books/music new & used.			90	27.7 %
Art/culture galleries/museums.			65	20.0 %
Breweries, pubs & wineries.			186	57.4 %
Totals			324	100%

CONTINUED: What businesses are, or would be vital to Downtown Hebron?

Answer	0%	100%	Number of Response(s)	Response Ratio
Fast food restaurant.			138	42.0 %
Family style restaurant/cafe.			283	86.2 %
Coffee/deli store.			209	63.7 %
Gift shop.			106	32.3 %
Medical clinic/doctor's office.			113	34.4 %
Art supply/framing store.			38	11.5 %
Antique Store.			115	35.0 %
Appliance Store.			166	50.6 %
Bakery, candy, soda/ice cream.			209	63.7 %
Farmer's market space.			231	70.4 %
Pharmacy.			259	78.9 %
Variety/discount store.			160	48.7 %
Sporting goods.			123	37.5 %
Children's clothing/shoes.			107	32.6 %
Other			16	4.8 %
Totals			328	100%

Would you support the use of Public Grants, Tax Increment Financing, Foundation dollars, etc., along with private financing, to fund improvements and new development in Downtown Hebron?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			298	73.7 %
No			17	4.2 %
No Response(s)			89	22.0 %
Totals			404	100%

Please provide any additional comments regarding the future of Downtown Hebron.

114 Response(s)