

**2021 Business Improvement District Performance Survey
Resident Survey Results**

BID District: Hillcrest

Management Organization: Hillcrest Business Improvement Association, Inc.

Chief Executive: Benjamin Nicholls

Open During: October 11, 2021 – November 19, 2021

Total Respondents: 48

Q1: How aware or unaware are you of the Hillcrest Business Improvement Association, Inc.? (48 respondents)

Response	Number	Percent
Very aware	30	63%
Somewhat aware	16	33%
Unaware	2	4%

Q2: How would you rate the effectiveness of the Hillcrest Business Improvement Association, Inc. in supporting this local business community? (46 respondents)

Response	Number	Percent
Great	9	20%
Good	8	17%
Fair	9	20%
Poor	15	33%
Don't know	5	11%

Q3: How would you rate the Hillcrest Business Improvement Association, Inc. in promoting neighborhood identity? (46 respondents)

Response	Number	Percent
Great	14	30%
Good	14	30%
Fair	6	13%
Poor	11	24%
Don't know	1	2%

Q4: How would you rate the Hillcrest Business Improvement Association, Inc. in attracting customers to local businesses? (46 respondents)

Response	Number	Percent
Great	10	22%
Good	9	20%
Fair	7	15%
Poor	17	37%
Don't know	3	7%

Q5: How would you rate the Hillcrest Business Improvement Association, Inc. on responding to inquiries in a timely manner? (46 respondents)

Response	Number	Percent
Great	8	17%
Good	8	17%
Fair	5	11%
Poor	11	24%
Don't know	14	30%

Q6: How would you rate the Hillcrest Business Improvement Association, Inc. on holding regular, accessible board and committee meetings? (46 respondents)

Response	Number	Percent
Great	12	26%
Good	16	35%
Fair	6	13%
Poor	5	11%
Don't know	7	15%

Q7: How would you rate the Hillcrest Business Improvement Association, Inc. on maintaining a current and easy-to-navigate website? (46 respondents)

Response	Number	Percent
Great	11	24%
Good	9	20%
Fair	6	13%
Poor	13	28%
Don't know	7	15%

Q8: How would you rate the Hillcrest Business Improvement Association, Inc. on providing opportunities for participation? (46 respondents)

Response	Number	Percent
Great	12	26%
Good	8	17%
Fair	9	20%
Poor	12	26%
Don't know	5	11%

Q9: How would you rate the Hillcrest Business Improvement Association, Inc. on promoting inclusivity?
(46 respondents)

Response	Number	Percent
Great	15	33%
Good	8	17%
Fair	3	7%
Poor	15	33%
Don't know	5	11%

Q10: How would you rate the performance of Benjamin Nicholls, the chief executive of the Hillcrest Business Improvement Association, Inc.? (45 respondents)

Response	Number	Percent
Great	7	15%
Good	10	22%
Fair	4	9%
Poor	15	33%
Don't know	9	20%

Q11: How would you rate the performance of the Hillcrest Business Improvement Association, Inc. Board of Directors? (44 respondents)

Response	Number	Percent
Great	7	15%
Good	9	20%
Fair	7	15%
Poor	10	22%
Don't know	11	24%

Q12: Is there anything else you'd like to share with the City of San Diego regarding the Hillcrest Business Improvement Association? For example: What does it do well? How could it improve? What additional services would you like to see in your community? (40 Comments were provided by 27 Respondents)

Comment Subject	Number	Percent
Cleanliness (i.e. Trash, Graffiti)	9	23%
Homelessness	7	18%
Leadership Concerns	6	15%
Organizational Visibility/Prominence	6	15%
Concerns with the City	2	5%
More Communication/Transparency	2	5%
Biking	1	3%
Events	1	3%
Organization/Board Concerns	1	3%
Other	1	3%
Resident Participation	1	3%
Safety	1	3%
Strong Communication	1	3%
Transportation/Infrastructure/Traffic Concerns	1	3%