

2022

COMMUNITY SURVEY



**Borough of Hillsdale
Bergen County, New Jersey**

Question 1

How long have you lived in Hillsdale?

Years in Hillsdale	No. Residents	%
1 year or less	38	4.6%
2 to 4 years	82	9.8%
5 to 9 years	144	17.3%
10 to 19 years	146	17.5%
20 or more years	424	50.9%
Total	833	100.0%

Question 2

How many people living in your household are under the age of 18?

Number of Children	No. Residents	%
0	395	47.4%
1	118	14.2%
2	214	25.7%
3	63	7.6%
4 or more	44	5.3%
Total	833	100.0%

Question 3

How do you typically get to work?

Category	No. Residents	%
Drive alone	448	47.6%
Carpool	4	0.4%
Pascack Valley train (from Hillsdale)	77	8.2%
Pascack Valley train (from other towns)	3	0.3%
Public/private bus	33	3.5%
Walk	9	1.0%
Bike	1	0.1%
Mostly work from home (don't commute)	180	19.1%
N/A or not currently employed	187	19.9%
Total	942*	100.0%

*Note: the number of answers to question 3 exceeds the total number of survey participants due to responses including additional household members.

Question 4

Rank your top three priorities from the list below that represent what is most important to preserve and improve Hillsdale as a place to live with 1 being your highest priority.

Category	1	2	3	Total	
Quality of Schools	299	124	74	497	21.0%
Public safety & community health	82	116	72	720	30.4%
Diversity among residents & religious institutions	15	24	40	79	3.3%
Downtown as a focal point of the community	28	72	94	194	8.2%
Community events, programs & facilities	9	34	46	89	3.8%
Open space & recreation (parks, fields, etc.)	38	91	84	213	9.0%
Transportation improvements	26	60	75	161	6.8%
Preserve natural resources & promote green building & renewable energy sources	29	50	57	136	5.7%
Strengthen local tax base by promoting business development in town	23	94	78	195	8.2%
Affordability by keeping taxes low	263	118	151	532	22.5%
Total	812	783	771	2,366	100.0%

Question 5

What about Hillsdale makes it a great place to live?

Category	No. Residents	%*
People/community	342	44.1%
Schools	284	36.6%
Small town/quaint	184	23.7%
Convenience/location	184	23.7%
Safety	156	20.1%
Character	121	15.6%
Downtown	114	14.7%
Parks & Open Space	68	8.8%
Community events, programs, activities & recreation	56	7.2%
Proximity & access to New York City	58	7.5%
Family-oriented	52	6.7%
Quiet	48	6.2%
Services	41	5.3%
Walkability	33	4.3%
Diversity	31	4.0%
Library	31	4.0%
Stonybrook Swim Club	25	3.2%
Housing quality	20	2.6%
Affordability	16	2.1%
Community facilities	8	1.0%
Demarest Farm	6	0.8%

*Note: Based on a total of 776 responses. Some respondents identified more than 1 topic.

Question 6

What about Hillsdale needs the most immediate improvements?

Category	No. Residents	%*
Taxes, affordability	192	24.8%
Downtown improvements	157	20.3%
Roads	132	17.1%
Schools	79	10.2%
Fields, courts & recreation	69	8.9%
Parks & open space	57	7.4%
Traffic, speeding & safety	53	6.8%
Preserve character	46	5.9%
Economic development, business support	39	5.0%
Diversity	25	3.2%
Walkability, biking	22	2.8%
Public services	22	2.8%
Industrial Zone (Patterson Avenue)	21	2.7%
Community events, activities & programs	18	2.3%
Public participation	17	2.2%
Senior facilities, programs & resources	16	2.1%
Community center	16	2.1%
Flooding, drainage, Pascack Brook	12	1.6%
Code enforcement	11	1.4%
Community	10	1.3%
Public transportation	9	1.2%
Green building, sustainability	7	0.9%
Train & aircraft noise	7	0.9%
Safety	6	0.8%
Tree preservation, maintenance & installation	6	0.8%
Parking overnight on roads	4	0.5%
Library	4	0.5%
Demarest Farm	3	0.4%
Affordable housing	3	0.4%
Miscellaneous (event facility, traffic, cell service, deer, Stonybrook pool, sign ordinance, aesthetics, internet service, Borough website, electric service)	1 each	0.1%

*Note: Based on a total of 774 responses. Some respondents identified more than 1 topic.

Question 7

What would you like Hillsdale to have or become in the next 5 to 10 years?

Category	No. Residents	%*
Downtown improvements, economic development	245	32.6%
Preserve character, small town, limit development	220	29.3%
Taxes, affordability	134	17.8%
Schools	92	12.3%
Open space, parks & preservation	71	9.5%
Family-oriented	56	7.5%
More diversity	54	7.2%
Community events, activities & programs	52	6.9%
Fields, courts & recreation	50	6.7%
Community/recreation/senior center	42	5.6%
Better sense of community	37	4.9%
Public safety	25	3.3%
Walkable, bikeable	24	3.2%
Green building, sustainability & resiliency	21	2.8%
Roads & infrastructure improvements	18	2.4%
Senior programs & housing	16	2.1%
Public services	13	1.7%
Improve Industrial Zone (Patterson Avenue)	11	1.5%
Modernize	11	1.5%
Traffic improvements	11	1.5%
Stonybrook pool	9	1.2%
Community facilities	9	1.2%
Public transportation improvements	7	0.9%
Community aesthetics	7	0.9%
Affordable housing	6	0.8%
Public participation	4	0.5%
Code enforcement	2	0.3%
Tree preservation & maintenance	2	0.3%
Noise	2	0.3%
Miscellaneous improvements (flooding, historic preservation, mosquitos, deer)	1 each	0.1%

*Note: Based on a total of 751 responses. Some respondents identified more than 1 topic.

Question 8

Please describe any issues specific to your neighborhood that you think should be improved or addressed. Provide a general description of your neighborhood for reference.

Category	No. Residents	%*
Roads, infrastructure, street lighting	171	25%
Traffic, speeding, parking	108	15.9%
Sidewalks, crosswalks	51	7.5%
Code enforcement	40	5.9%
Parks & open space	39	5.7%
Public services	39	5.7%
Property maintenance (public & private)	32	4.7%
Flooding, drainage, Pascack Brook	31	4.6%
Tree preservation, maintenance & installation	24	3.5%
Demarest Farm	17	2.5%
Preserve character	15	2.2%
Taxes & affordability	11	1.6%
Deer	11	1.6%
Overnight parking	10	1.5%
Downtown, economic development	10	1.5%
Fields, courts & recreation	10	1.5%
Electric grid resiliency	8	1.2%
Train & aircraft noise	7	1.0%
Sense of community	7	1.0%
Industrial Zone (Patterson Avenue)	7	1.0%
Safety	5	0.7%
Cell service	4	0.6%
Senior programs & facilities	3	0.4%
Diversity	3	0.4%
Community facilities incl. library	3	0.4%
Community events & programs	3	0.4%
Public transportation	2	0.3%
Internet service	2	0.3%
Stonybrook pool	2	0.3%
Community center	2	0.3%
Miscellaneous (Ordinance review, historic preservation, schools, affordable housing,	1 each	0.1%

*Note: Based on a total of 681 responses. Some respondents identified more than 1 topic.

Question 9

Rank your top three priorities for Hillsdale's community facilities from the list below with 1 being your highest priority.

Category	1	2	3	Total	%
Develop a new community center	77	79	114	270	12.3%
Improve existing community facilities	104	122	139	365	16.6%
Improve public school facilities	270	139	81	490	22.3%
Create new facilities & programs for seniors	65	69	83	216	9.8%
Expand the use of "smart" technology	57	129	118	304	13.9%
Preserve natural resources, promote green building & develop renewable energy sources	204	190	154	548	25.0%
Total	777	728	689	2193	100.0%

Question 10

If Hillsdale develops a community center, what types of spaces or facilities should it include?
Check all that apply from the list below.

Category	No. Residents	%*
Spaces & programs dedicated for seniors	448	60.3%
Spaces & programs (non-sports) for children	453	61.0%
Multi-purpose room(s)	484	65.1%
Recreational facilities & health/fitness center	447	60.2%
Theater space or stage performances & events	295	39.7%
Indoor pool	251	33.8%

*Note: Based on a total of 743 responses.

Question 11

Rank your top three priorities for Hillsdale's Downtown (central business area) from the list below with 1 being your highest priority.

Category	1	2	3	Total	%
Keep Downtown the way it is w/ some minor upgrades	222	57	58	337	14.5%
Promote large scale development/redevelopment	50	18	28	96	4.1%
Allow a modest mix of residential & non-residential uses	33	39	40	112	4.8%
Improve or provide additional parking	53	80	55	188	8.0%
Create a better environment for walking & biking	106	108	90	304	13.0%
Promote new & diverse businesses	120	91	68	279	12.0%
Focus on beautification & creation of new public spaces	84	147	98	329	14.1%
Increase opportunities for outdoor dining	94	140	148	382	16.4%
Provide community events & activities in the Downtown	53	102	148	303	13.0%

Question 12

What type(s) of businesses would you like to see in Hillsdale that aren't there now or would like to see more of? Please list or describe below.

Category	No. Residents	%*
Restaurants, cafes, dining	461	69.7%
Retail, shopping	97	14.7%
Boutiques, niche shops, specialty stores	90	13.6%
Small businesses, mom & pop establishments	54	8.2%
Outdoor dining	51	7.7%
Activity, entertainment, experience, gallery	39	5.9%
Bakery	38	5.7%
Bookstore	17	2.6%
Health/wellness store	14	2.1%
Marijuana dispensary (Y/N)	12/5	1.8%/0.8%
Department store (Target)	10	1.5%
Brewery, wine bar	9	1.4%
Gym/fitness center	7	1.1%
Medical & professional offices	7	1.1%
Theater, performing arts	6	1.0%
Instructional, studios	4	0.6%
Community center	4	0.6%
Market	4	0.6%
Services	3	0.5%
Arts	3	0.5%
Industrial, manufacturing, maker space	3	0.5%
Institutional	2	0.3%
Miscellaneous (tech, childcare, car wash)	1 each	0.2%

*Note: Based on a total of 661 responses. Some respondents identified more than 1 topic.

Question 13

Rank your top three priorities for Hillsdale’s Downtown (central business area) from the list below with 1 being your highest priority.

Category	1	2	3	Total	%
Maintain the Borough, County & State Roads	165	92	126	383	16.8%
Reduce traffic congestion	216	154	95	465	20.4%
Make it easier/safer to walk	168	195	131	494	21.7%
Make it easier/safer to bike	49	111	103	263	11.5%
Promote public transportation (train & bus)	96	80	98	274	12.0%
Improve parking in the Downtown	115	125	159	399	17.5%

Other	No. Residents	%*
Roads, infrastructure, street lighting	39	4.8%
Traffic, speeding	19	2.3%
Walkability, sidewalks, crosswalks	15	1.8%
Downtown parking and circulation	9	1.1%
Public transportation	7	0.9%
Limit development	5	0.6%
Promote biking	3	0.4%
Provide senior transportation	3	0.4%
Demarest Farm traffic	2	0.2%
Miscellaneous (ADA circulation, expand school bus, electric vehicle parking, train noise, overnight parking)	1 each	0.1%

*Note: Based on total of 815 responses.

Question 14

Rank your top three housing priorities for Hillsdale from the list below with 1 being your highest priority.

Category	1	2	3	Total	%
Preserve the existing size and character of single-family homes	533	74	63	670	30.0%
Develop more townhouses	23	32	33	88	3.9%
Develop more rental apartments	6	13	19	38	1.7%
Promote mixed use residential and non-residential development in the Downtown	43	107	75	225	10.1%
Develop more senior housing, assisted living facilities, etc.	33	85	76	194	8.7%
Promote environmentally friendly and "green" development	82	195	163	440	19.7%
Develop more affordable housing for low and moderate-income households	33	42	48	123	5.5%
Preservation of historic homes.	57	207	195	459	20.5%

Other	No. Residents	%*
Preserve character, limit development	42	5.1%
Taxes & affordability	13	1.6%
Historic preservation	4	0.5%
Develop senior housing	3	3.7%
Promote green building	2	2.4%
Tree preservation	2	2.4%
Limit development in flood areas	2	2.4%
Mixed-use development	2	2.4%
Miscellaneous (diversity, review bulk requirements, property maintenance, promote high end housing)	1 each	0.1%

*Note: Based on total of 817 responses.

Question 15

Which parks or fields in Hillsdale need the most attention, upgrades or new facilities? Please describe below or indicate "none" as applicable.

Park/Field	No. Residents	%*
None	223	31.9%
Beechwood	168	24.0%
Harada/Centennial	84	12.0%
Memorial	77	11.0%
N/A, no opinion	69	9.9%
All parks and fields	61	8.7%
Stonybrook	28	4.0%
School facilities	22	3.1%
Sapienza Gardens	6	0.9%
Downtown	5	0.7%
Wood Dale Park	3	0.4%
Maple Avenue	3	0.4%
Manor section park	2	0.3%
Brookdale	2	0.3%
Miscellaneous (Glendale Avenue, High School, the Glenn playground, Laurelwood Park, library, Reservoir, McKinley)	1 each	0.1%

*Note: Based on a total of 699 responses. Some respondents identified more than 1 topic.

Question 16

Which of the following environmental actions or policies should Hillsdale consider implementing in the near future? Check all that apply from the list below.

Action/Policy	No. Residents	%*
Minimize climate change impacts	348	42.4%
Create development incentives for green building	317	38.7%
Preserve wildlife habitats and natural resources	541	66.0%
Promote and develop renewable energy sources	409	49.9%
Provide education to residents and businesses regarding green building	309	37.7%
None – satisfactory as is	109	13.3%
Other	62	7.6%

*Note: Based on a total of 820 responses. Some respondents identified more than 1 topic.

Question 17

Please share any additional comments you have regarding existing or future development in Hillsdale and/or any community improvements that you would like to see occur in the near future.

*Please refer to the individual responses for question 17 provided in a separate document.