Hilltop District Homeowners & Stakeholders Association 2014 Annual Survey

This survey is intended to gather information from the people that live and do business in our district, and to understand issues concerning our community.

The data gathered will be shared with members of the Hilltop District Homeowners & Stakeholders Association, and will be presented to the city to show what needs the Hilltop District has and what type of resources we need to keep our community thriving.

RESULTS ARE AS FOLLOWS:

Demographics:

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<tr>
<td>Homeowners</td>
<td>88.24%</td>
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<tr>
<td>Business owner</td>
<td>4.71%</td>
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<tr>
<td>Both, homeowner and business owner</td>
<td>2.35%</td>
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<tr>
<td>Renter</td>
<td>4.71%</td>
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Members told us they live in and around Hilltop District:
Country Club Vista, Fairmede, Fairways, Hilltop Village, Lake View, Parkchester Village, Summer Lane, Tara Hills, Tides, Other: Hilltop Knolls, Montalvin

The majority of households have between 1-6 people living in the home. 46% of households have kids.

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<td>Child(ren) that attend a Richmond Public School</td>
<td>7.02%</td>
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<td>Child(ren) that attend a Richmond Charter School</td>
<td>1.79%</td>
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<td>Child(ren) that attend a Richmond Private School</td>
<td>11.11%</td>
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<td>Child(ren) that attend School outside of Richmond</td>
<td>31.03%</td>
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Shopping, Entertainment, and Eating in Hilltop and Richmond:

Shop at Hilltop Mall 65.15%
Shop within the Hilltop District Area 78.13%
Shop in Richmond, outside of Hilltop District 77.27%
Do not shop in Richmond at all 16.36%
Use parks and recreational areas within Hilltop District 68.75%
Use parks and recreational areas in Richmond 61.90%
Eat out within Hilltop District 75.81%
Eat out in Richmond 72.58%
Go out for entertainment in Hilltop District 60.94%
Go out for entertainment in Richmond 46.03%

Comments received:

- “Sadly we leave our community to shop and dine out. We would love to spend our money locally but the options in our area are poor. “
- “I tried to shop locally for basic necessities (food, household goods, etc), but for retail shopping (clothes, electronics), I have to go outside of Richmond because there is nothing exciting around here”
- “Lots more over the freeway in Pinole! How are their city planners grabbing retail and filling the parking lots. I'm thinking about the new TJMaxx and Ulta (by Target) stores and up in Pinole Valley, the jam packed Trader Joe's shopping center. Why can't the Hilltop area compete for some of those retailers?“
- “I wish that the Richmond city officials could see all of the business/tax opportunities in our area. We need Hilltop Mall to be purchased so that we can create jobs and services for the community. We are also in need a grocery store.”
- “I use the YMCA at Hilltop, and sometimes do take out at Sala Thai, that's about it.”
**About businesses in Hilltop:**

My business has this many employees:

- 1-5: 66.67%
- 6-15: 0.00%
- 16-50: 16.67%
- 50-100: 0.00%
- 100+ : 16.67%

My business is located near/around this area:

- Inside Hilltop Mall: 16.67%
- Outside/Around Hilltop Mall Area: 16.67%
- Along the Richmond Parkway: 16.67%
- Hilltop Auto Plaza: 0.00%
- Hilltop Plaza: 0.00%
- Outside of Hilltop District, but inside Richmond: 16.67%
- Outside of Richmond: 33.33%
**About the Hilltop District Special Assessment Tax & District (HLMD):**

Do you feel that your Special Assessment tax money is being managed and used properly by city officials? Hilltop area is clean, maintained, and well landscaped, in all these previous years?

Yes 25%

No 75%

Comments:

- Hilltop is in fair condition. The roars approaching the area are terrible. Hilltop Drive needs repair.
- I don't know much about this Special Assessment Tax so don't feel I can answer.
- The lighting is awfully dim coming off of Atlas at night. ONLY until recently with the LED lighting has there been consistently lighting. There is often garbage dumped off to the side of the road off of Atlas or along Richmond Parkway. The officials don't live in the Hilltop District so they can care less about us.
- Since I moved to the Hilltop District of Richmond in 2004, my community specifically Country Club Vista, has slowly been declining. I am specifically speaking about the cleanliness and upkeep of the streets, sidewalks and community common areas.
- I am not sure at this time. I do not have any data on what is proposed and if all proposed goals have been met.
- There are street lights that have been out over a year on Robert miller drive between hilltop and San Pablo.
- I just moved to the area so my area is clean but I'm not familiar with what is suppose to always be done in the area.
- If the recently improved signage & landscaping around the mall used these funds, then yes. However, this is the first time that I've seen such improvement.
- Look around and you will see it has not and still is not well kept at all....
- I've lived in the HLMD for 14 years. Earlier in those 14 years I don't recall much being done but I have seen a few recent improvements but I have no idea what the money is being spent on, if the tax is being used effectively, or if all of the money is actually being spent in the HLMD.
- I don't know how the money is being used but I do see people working.
- more trees needed less trash more street lights
- Lake area looks unkempt and Robert h Miller drive at Southridge looks unkempt as well.
- Not sure, only lived here for 4 years.
- No, Hilltop Drive near the mall is pitted and urgently needs to be repaved, and signs/lightning were not improved until recently
- The Hilltop area is not very appealing.
- In parts, yes, other areas, no! Look at the corners of Hilltop and San Pablo. One side has a broken down fence; the other corner is a desolate hillscape.
Would you vote to rewrite the guidelines on how this Special Assessment tax can be used, AND to have a community group manage the funds; and keep the assessment to be able to keep the Hilltop District beautiful and thriving?

Yes: 99.9%
No: 0.10%

Comments:
- Of course I want to keep our district beautiful and thriving so I would vote for anything that allows that to happen.
- Need to know more about
- I would like to see a copy of the current guidelines before I can give my opinion.
- I would like to see some of the funds allocated towards street repair, e.g., Hilltop Mall Road. Additionally, I would like to see funds allocated towards private neighborhood security.
- I would not vote for a new tax
- I don't have enough information

About how Hilltop would vote in the next election:

Would you vote to have a resident from the Hilltop District represent us in the City Council?

Yes, we need the Hilltop District to be represented in the City Council 100%
No, it does not matter to me what districts are represented in the City Council 0.00%

Thank you to all who participated in this year’s survey.

Respectfully,

The HDHSA Board of Directors

Cesar Zepeda  Steven Cheavacci  Michelle Marshall
President   Vice President   Secretary

Yolanda Aquino  Ellie White
Acting Treasurer   Member at Large

www.hdhsa.com

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