

New Hope Borough Comprehensive Plan

Business Survey Preliminary Update
Presented March 9, 2026



Agenda

Overview

Response Profile

Emergent Priorities

1. Parking

2. Communication

3. Policy

Data Uses & Interpretations

Non-Profits

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Overview

- The business survey was opened December 17th, 2025
- The survey **remains open until March 13th** at least
- The purpose of this survey is to *better understand current conditions, emerging trends, and areas of interest or concern among organizations that serve, employ, or operate within the Borough*
- The purpose of this update is to give a **sneak peek** into some emerging trends amongst respondents

Response Profile

Upper Management



25% Women / LGBT+ owned

Responsive



Residents



Tourists



Remote Customers



Emergent Priorities

As of March 9th



#1: Parking

- #1 challenge businesses anticipate in the next 5-10 years
- 12 of 20 additional comments pertain to parking
- Most question-specific comments pertain to parking
- Identified as the main issue when recruiting/retaining employees
- > 65% have staff that mostly live outside the borough
- Nearly 80% have staff that commute in a personal vehicle
- Different visions for solutions

#2: Communication

The top two actions identified as what the Borough could be doing to support businesses better were:

1. Coordinate/amplify marketing efforts (35%)
 - a. Including tourism marketing
2. Host special events (27%)

And of the 5 business development partners identified on the survey, Visit Bucks County was the only one that had less than 25 respondents as “Unaware” of its existence.

#3: Policy

Of the top three best actions the Borough could be taking to support businesses, these two were tied for third:

3. Implement affordable housing policies and goals (22%) and
Promote mixed use development (22%)

Enforcement, maintenance, and character were recurrent responses and comments throughout the survey

Data Uses & Interpretations

- Most notable commonalities:
 - Flexibility
 - Attainability
 - *Legacy*
- What this might look like in the plan:
 - Providing a wide variety of parking solutions
 - Emphasizing communication strategies throughout
 - Including recommendations that focus on longevity

Non-Profits

- Sent individual emails to 50 non-profits, received 3 responses
 - Friends of NHS Library
 - Bucks County Children's Museum
 - New Hope Historical Society



Questions?