

LEWISVILLE 2025
Supplemental Appendix D
Online Surveys



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Executive Summary

There were 324 people who completed at least part of the online public survey. As this was an opt-in survey with no random sampling, the results cannot be considered scientifically valid. However, they do provide a good anecdotal snapshot of public opinions at the time the survey was conducted.

One thing to note in reviewing survey results is the importance of intensity in a stated opinion. While the specific wording differed, most rating questions in our survey gave respondents five choices – strong support, support, opposition, strong opposition and no opinion. People selecting the “strong” options generally have more intense feeling about that topic, while the two categories in the middle often are less committed to their opinion. In practical application, this means something with 90 percent support but only 20 percent strong support might face a tougher road in an election than something with only 70 percent support but 50 percent strong support. Likewise, something with 30 percent total opposition but 25 percent strong opposition probably would face more public criticism and controversy than something with 40 percent opposition but only 10 percent strong opposition. Basically, those with intense views are more likely to vote, more likely to participate in public discussions or debates, and less likely to change their minds.

There are some clear trends in certain areas of the survey.

Participants: More than half of the respondents (53 percent) said they have lived in Lewisville more than 10 years, which means the majority of participants had a vested interest in Lewisville and presumably some personal experiences on which to base their views. While that does not help determine the perceptions held by new residents, it does lend some validity to the long-range perceptions of Lewisville residents.

Finances: This area shows some of the most readily identifiable trends. For example, asked to rate various factors for attracting or retaining businesses, 86 percent said maintaining a low property tax rate. That fell behind public safety, roads and marketing (*Category 2, Question 4*), but is still a strong response. However, there also is apparent public support for seeking new tax revenue for some capital projects, especially roads. Respondents showed (*Category 8, Question 1*) 67 percent support for new revenue through bonds or property taxes to fund major street projects. They showed notably less support (*Category 8, Question 2*) for new revenue to fund park projects at 51 percent. In addition, when asked about “pay-as-you-go” for major street and park projects, only 18 percent favored that approach for roads but 40 percent favored it for parks.

BIG MOVE #1 – GREEN CENTERPIECE

Responses to a question about the importance of Lewisville Lake (*Category 6, Question 1*) showed a desire to maintain the natural aspects of the lake while also encouraging public use as a destination center. Of eight options given, respondents were supportive of all options that included public use and were generally unsupportive of the two options that would restrict or eliminate public access. The top-rated option by a narrow margin was providing a place for Lewisville resident to enjoy active recreation such as swimming, boating, picnics and athletic fields (94 percent support, 55 percent strong support). The option for maintaining natural settings that include opportunities for the public to interact with the environment was rated second overall with 90 percent support. By comparison, 65 percent said they support reduced public access and just 25 percent supported strict limits on public access. Open-ended

comments included a large number of suggestions to make the lake a visitor destination, and about 85 percent of respondents supported that approach.

BIG MOVE #2 – EXTENDING THE GREEN

Perhaps the easiest trend to pull from the survey results is the overwhelming public desire for more and improved trails. Asked to rank eight possible park amenities (*Category 5, Question 1*), the runaway top ranking was for a trail system along Lewisville Lake (55 percent ranked it first or second). Asked to rank eight possible recreation amenities (*Category 5, Question 2*), the top answer by a wide margin was creating new and expanded hike/bike trails (52 percent ranked it first or second). These results are consistent with the public survey conducted during development of the Parks Master Plan, although the Lewisville 2025 survey showed a higher level of support.

The desire for trails was expressed not only as a recreational aspect but also as a means for moving around the city. As previously noted, walkability was ranked as the second-most important factor in Old Town revitalization. In addition, when asked to rate various “green” initiatives being used in other communities (*Category 9, Question 3*), the third-highest rating (with 91.3 percent support) was assigned to “create attractive and easily accessible pedestrian connections between residential areas, commercial districts, public transit stations and recreation facilities.” Also, when respondents were asked to rate the importance of various enhancements to road projects (*Category 7, Question 2*), the highest rating went to “enhanced sidewalks and other amenities that encourage pedestrian traffic” with 81.3 percent marking it as important, ahead of median treatments, bike lanes and underground utilities.

BIG MOVE #3 – OLD TOWN

There is wide support for continued revitalization of Old Town, with some disagreement as to specific steps. The four most important steps according to the survey results (*Category 3, Question 2*) are adding restaurants and entertainment venues, walkability, cultural events, and retail stores. Public parking ranked fifth, although even then it was marked as “very important” or “important” by 93.8 percent of respondents.

BIG MOVE #4 – THRIVING NEIGHBORHOODS

When asked to rate the importance of various actions as they relate to sustaining strong and viable residential neighborhoods (*Category 1, Question 2*), survey respondents gave their strongest support to removing dilapidated or condemned structures (99 percent agreement, with 72 percent saying it is “very important”). This also is consistent with survey results and comments elsewhere that identified vacant and aging commercial buildings as a priority for economic development and growth. The results seem to indicate that residents are well aware of the aging stock of residential and commercial properties around Lewisville and are strongly interested in seeing those properties updated. The second-highest rating of important was for aggressive code enforcement to ensure clean, well-maintained properties (92 percent support, but only 50 percent strong support). The lowest ratings were assigned to restrictions to on-street parking (62 percent support, 25 percent strong support), and stricter rule for building materials, color schemes and landscaping (66 percent support, only 25 percent strong support).

Other than trails, the potential parks project with the strongest public support was building a new modern recreation center. This was the second-highest project on the Recreation Amenities ranking (*Category 5, Question 2*) and matched trails for the most “Number One” rankings from respondents. More than 40 percent of respondents listed a new recreation center as either the first or second recreation priority in Lewisville, second only to trails (51 percent), which is a good measure of intensity. Third was an indoor aquatics facility, with 26 percent ranking it first or second (however, 28 percent ranked it seventh or eighth, so there is a wide disparity of opinion about an aquatics center). A recreation center was mentioned in the open-ended responses more than any other item except for trails. Including an indoor aquatics center received less support, although the Flower Mound CAC was listed as an example by many respondents and that facility does have indoor and outdoor aquatic features.

BIG MOVE #5 – NEW NEIGHBORHOOD CHOICES

There was not a quantifiable survey question that asked about new housing options for Lewisville, but there were open-ended questions. When asked (*Category 9, Question 4*) what is needed to be attractive to new residents, the top responses were quality housing products, quality schools, public safety, cleanliness, and aesthetics. Asked how to attract families with young children (*Category 9, Question 5*), top answers were parks, safety, education, family activities and events, and more single-family residential. For attracting single young adults (*Category 9, Question 6*), the most frequent responses were nightlife, affordable housing, jobs, mixed-use development, and entertainment. For attracting active seniors (*Category 9, Question 7*), top choices were transit, Senior Center expansion, community identity, safety, and outdoor recreational opportunities.

While the four sets of answers clearly differ, there are some commonalities that could be useful. Public safety was a frequent theme in all four groups (which is consistent with Resident Satisfaction surveys from 2000, 2002 and 2004 as well as other questions in this survey). The need for increased housing options also was mentioned frequently in all four areas, especially for young single adults and families with children. Quality schools also was a frequent response.

BIG MOVE #6 – EMPLOYMENT CENTERS

There is considerable public support for active economic development efforts, but also a lot of disagreement as to what specific efforts should be taken. There is a consensus seen (*Category 2, Question 2*) that upgrading and filling current commercial space should be a priority. And while opinions were widely spread over how best to accomplish that, there is strong (84%) support for direct City involvement in that redevelopment process (*Category 2, Question 5*).

BIG MOVE #8 – COMMUNICATIONS & MARKETING

Resident Satisfaction Surveys conducted in 2002 and 2004 show the early signs of a public desire for increased electronic communications. That trend is fully developed as a public demand in the Lewisville 2025 survey results. The top four communication outlets in the survey (*Category 4, Question 1*) were city website, email subscriptions, emergency phone/text notifications, and social media. Nothing else

averaged above the midpoint. Open-ended comments showed similar results, with more than 90 percent of all comments referencing website, social media, email or text.

BIG MOVE #9 – SUSTAINABILITY

Elsewhere in the survey, there is support voiced for improving the appearance of roadway medians. However, when asked directly what type of median treatment is more desired (*Category 4, Question 3*), residents were overwhelming in their preference for water-saving native Texas plantings (76.4 percent) as opposed to flowing plants, grass with ornamental trees, or hardscapes. Plantings that require year-round watering received only 2.7 percent support.

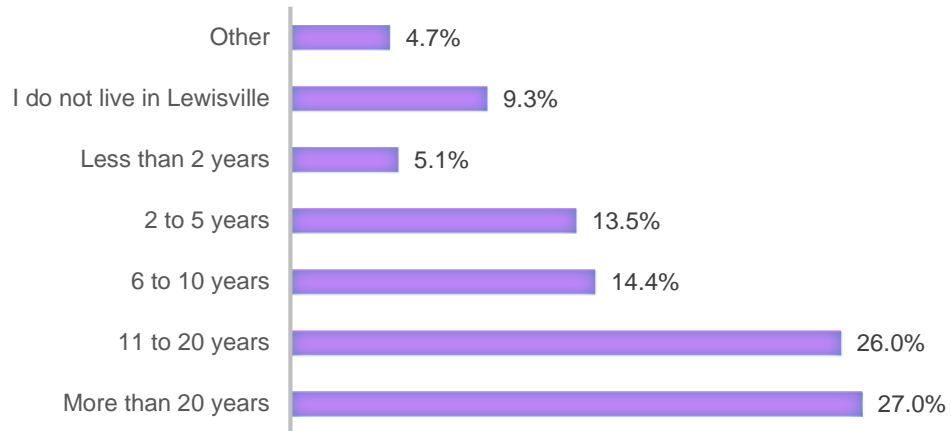
In another part of the survey (*Category 4, Question 4*), respondents were asked to share their thoughts on environmental programs that other cities have enacted; while they express majority support for all the listed programs, the intensity of that support is lacking in many cases. For example, 79 percent supported a public composting program, but only 34 percent were strongly in favor. About 57 percent supported reduction of nighttime light pollution, but 13 percent strongly opposed it. The highest level of support was for expanded recycling (92 percent), water conservation education (90 percent) and using “green” programs at City facilities to encourage private property owners to do the same (89 percent). Of the entire list, only expanded recycling received more than 50 percent as “strongly support.”

A similar question was asked later in the survey (*Category 9, Question 3*) with a different list of potential programs. Once again, every item received majority support, but only two received a majority of strong support. At the top was actively promoting water conservation by residents (93 percent/49 percent strongly) followed by mandatory recycling at apartment complex (87 percent/58 percent strongly), pedestrian connections (91 percent/53 percent strongly) and actively promoting energy conservation (89 percent/44 percent strongly). Lowest rated were alternate energy at City facilities (67 percent/29 percent strongly) and impermeable materials for parking lots (81 percent/38 percent strongly). Alternate energy at City facilities also received the highest count of strong opposition (6.7 percent), although the question did include language stating “even if it costs more than traditional energy sources.” The implication from these two sets of responses seems to be that there is general, but not intense, support for environmentally friendly programs, but that support wanes when there is an added cost involved or a City mandate on residents and businesses.

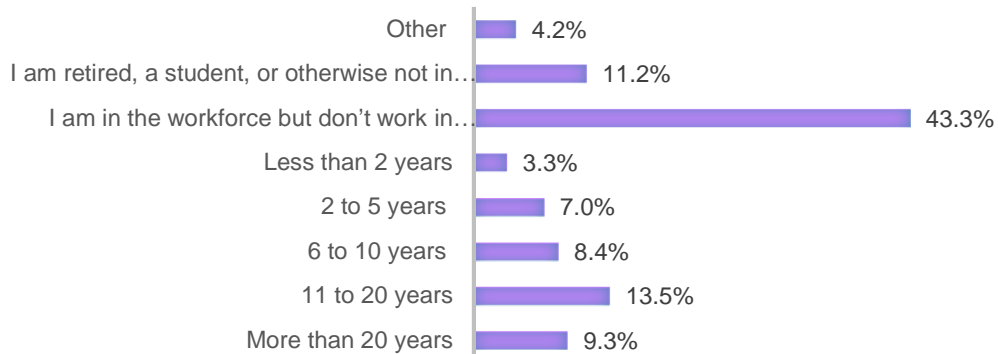
There were three sets of Public Surveys: 1) a Detailed Survey for the public, 2) a Detailed Survey for City Employees, and 3) an Open-Ended Question Survey. There were a total of 324 individuals who filled out at least part of the Detailed Survey, including 41 of which were City employees (as of July 30, 2013). At the end of the survey, the respondents were asked for demographic information, on a voluntary basis.

Online Survey for the Public

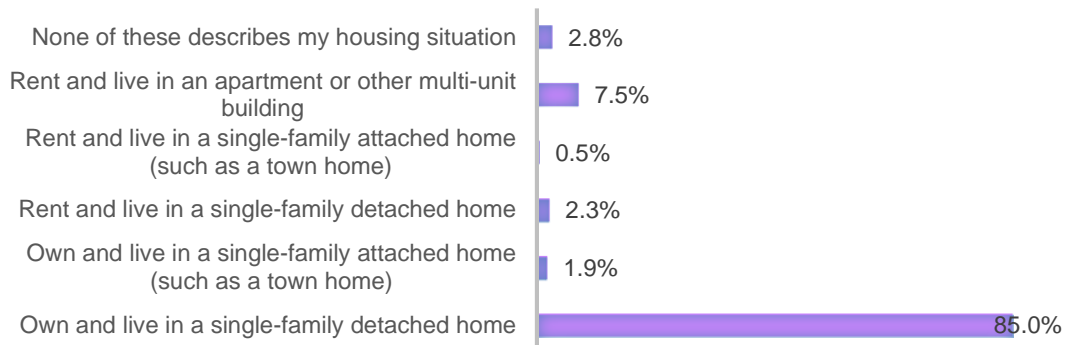
1. How long have you lived in Lewisville?



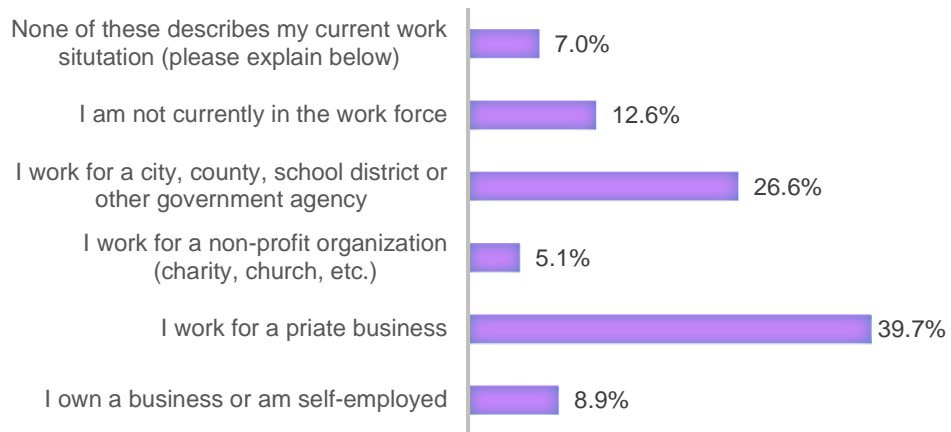
2. How long have you worked in Lewisville?



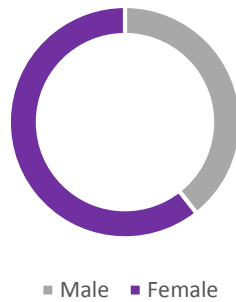
3. What is your current housing situation?



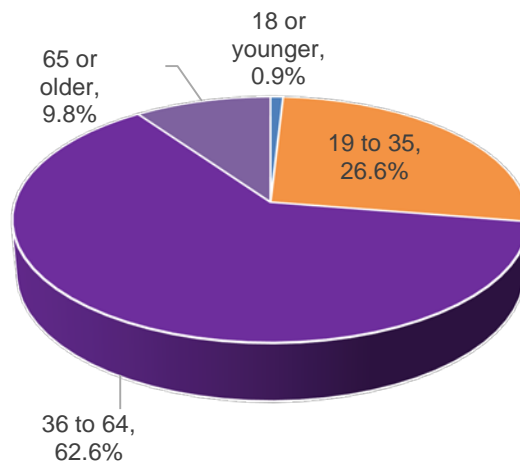
1. What is your current work situation?



2. I am



6. My age is



The Detailed Survey for the Public was divided into 9 categories, excluding the previously mentioned demographic information: 1) Housing and Neighborhoods, 2) Business and Development, 3) Old Town Revitalization, 4) City Services, 5) Parks and Recreation, 6) Lewisville Lake, 7) Streets and Transportation, 8) Taxes and Finance, 9) Lewisville and the Future. The following is a synopsis of the Detailed Survey for the public.

CATEGORY 1 – HOUSING AND NEIGHBORHOODS

Question 1: What would you say is the single most important characteristic of a strong and viable residential neighborhood? Out of 283 Detailed Survey respondents, 225 answered and 58 skipped this open-ended question. Based on responses, words or phrases that were repeated more often than others were identified as keywords, and those keywords were developed into common themes. Below is a list of top ten common themes:

- Safety
- Maintenance of property
- Family-friendly
- Appearance/Aesthetics
- Quality of homes
- Sense of Pride
- Sense of community and neighborhood interaction
- Green spaces & connectivity
- Strict code enforcement
- Single-family residential

Question 2: How important are the following items as they relate to sustaining strong and viable residential neighborhoods in Lewisville? Out of 283 respondents, 278 answered and 5 skipped this particular question. The respondents were asked to answer “very important”, “important”, “unimportant”, “very unimportant”, or “no opinion”. Although percentages are used for this question, they should be understood as having only relative weight, given the small sample size.

	Very Important	Important	Unimportant	Very Unimportant	No Opinion	Rating Average
Aggressive code enforcement to ensure clean, well-maintained properties	50.2%	41.5%	5.8%	2.2%	0.4%	4.39
Aggressive efforts to remove dilapidated or condemned structures	71.9%	27.4%	0.7%	0.0%	0.0%	4.71
Creating financial incentives for homeowners to repair, maintain or rebuild their property	34.4%	44.9%	12.7%	6.2%	1.8%	4.02

Stricter rules for building materials, color schemes, landscaping, fences and property maintenance	25.0%	40.9%	25.7%	7.6%	0.7%	3.81
Restrictions to on-street parking	25.3%	37.2%	28.9%	6.1%	2.5%	3.74
Proximity to quality public parks	43.6%	43.3%	9.8%	2.5%	0.7%	4.26

Question 3: Do you have any other thoughts you would like to share related to sustaining strong and viable residential neighborhoods in Lewisville? Out of 283 respondents, 106 answered and 177 skipped this open ended question. Based on responses, words or phrases that were repeated more often than others were identified as keywords, and those keywords were developed into common themes. Below is a list of top ten common themes:

- Code enforcement for property maintenance
- Provide a feeling of neighborhood safety
- Connectivity of green spaces, trails, homes and schools
- Economic incentives for businesses
- Provide more family-friendly entertainment/amenities/events
- Sustainable and quality of life
- Affordable housing
- Neighborhood revitalization
- Improve street lighting
- Promote home ownership

CATEGORY 2 – BUSINESS AND DEVELOPMENT

Question 1: What would you say is the single most important thing Lewisville can do to encourage job and business growth in the city? Out of 283 respondents, 173 answered and 110 skipped this open-ended question. Based on responses, words or phrases that were repeated more often than others were identified as keywords, and those keywords were developed into common themes. Below is a list of top ten common themes:

- More office buildings
- Promote redevelopment of existing properties
- Improve quality of schools
- Incentives for business owners/businesses
- Tax breaks for business owners
- Clean up vacant buildings and undesirable locations
- More corporate jobs
- More high-end residential development
- Improve transportation
- Ease the process of getting permits

Question 2: Please rank the following potential programs by how important you think they are to the economic future of Lewisville. Out of 283 respondents, 232 answered and 51 skipped this question. The respondents were asked to rank the following category on a scale of 1 through 7, with 1 being the most important and 7 being the least important. The averages of each rating are used here to identify the rankings based on the responses.

	1	2	3	4	5	6	7	Rating Average
Work directly with Vista Ridge Mall to ensure its long term-economic viability	15.0%	8.1%	12.0%	18.8%	15.8%	12.4%	17.9%	4.21
Work directly with property owners to upgrade and fill vacant commercial buildings, such as shopping centers and office buildings	23.5%	23.1%	18.4%	15.0%	9.8%	5.6%	4.7%	3.00
Working with property owners to phase out undesirable commercial land uses	13.7%	14.2%	13.7%	16.3%	21.0%	12.4%	8.6%	3.88
Work with developers to identify and promote redevelopment of existing commercial property into more desirable uses	19.7%	16.2%	20.5%	15.0%	12.4%	11.1%	5.1%	3.38
Attract new commercial development for vacant properties	12.4%	15.0%	15.0%	10.3%	12.4%	21.9%	12.9%	4.12
Work with developers to identify and promote redevelopment of existing residential property into higher-valued uses	9.8%	15.4%	8.5%	13.7%	15.8%	17.1%	19.7%	4.40
Attract new residential development for vacant properties	6.0%	8.1%	12.0%	11.1%	12.8%	19.7%	30.3%	4.97

Question 3: Please rank in order of importance the following potential benefits of business development in Lewisville. Out of 283 respondents, 230 answered and 53 skipped this question. The respondents were asked to rank the following category on a scale of 1 through 5, with 1 being the most important and 5 being the least important. The averages of each rating are used here to identify the rankings based on the responses.

	1	2	3	4	5	Rating Average
Adds value to the tax base, which helps keep the property tax rate low	19.4%	24.1%	14.7%	20.7%	21.1%	3.00
Generates retail sales tax to fund city services without impacting the property tax rate	22.4%	20.7%	25.9%	19.4%	11.6%	2.77
Creates new jobs for Lewisville residents	22.0%	18.1%	16.4%	15.5%	28.0%	3.09

Brings employees and customers to Lewisville, where they might also conduct business at other Lewisville establishments	15.9%	22.0%	19.0%	26.7%	16.4%	3.06
Provides new local opportunities for shopping, attaining services or seeking entertainment	20.3%	15.1%	24.1%	17.7%	22.8%	3.08

Question 4: How important are the following items in keeping and attracting quality businesses? Out of 283 respondents, 235 answered and 48 skipped this question. The respondents were asked to answer “very important”, “important”, “unimportant”, “very unimportant”, or “no opinion”. Although percentages are used for this question, they should be understood as having only relative weight, given the small sample size.

	Very Important	Important	Unimportant	Very Unimportant	No Opinion	Rating Average
Maintain a low property tax rate	43.8%	42.5%	10.3%	2.1%	1.3%	4.24
Offer economic incentives to development projects that meet minimum levels of investment or job creation	31.6%	50.9%	12.8%	3.0%	1.7%	4.06
Provide assistance to current commercial property owners interested in finding a potential buyer/developer for their property	20.0%	53.2%	20.0%	4.3%	2.6%	3.81
Actively market Lewisville's advantages (such as low tax rates and a desirable location within the region) to potential developers	58.4%	34.2%	4.8%	1.3%	1.3%	4.46
Provide effective and efficient public safety services (police, fire, emergency medical)	71.8%	26.9%	1.3%	0.0%	0.0%	4.71
Maintain public roadways to ensure an effective transportation system	69.1%	29.2%	0.9%	0.4%	0.4%	4.66
Work with local schools and institutions of higher learning to encourage training and education programs for the local work force	41.0%	40.2%	12.8%	4.7%	1.3%	4.14

Question 5: How active should the City be in the redevelopment of existing commercial properties (such as shopping centers) that have become chronically vacant or are at risk of falling into disrepair?

Out of 283 respondents, 235 answered and 48 skipped this question. The respondents were asked to rank “strongly agree”, “agree”, “disagree”, “strongly disagree”, or “no opinion” to the following statements.

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Rating Average
The city should use aggressive code enforcement to encourage property owners to maintain or redevelop their distressed or vacant buildings or shopping centers	58.4%	30.5%	7.3%	2.1%	1.7%	4.4
The city should purchase distressed properties, remove the old buildings, and sell the vacant land to quality developers to re-development ("land banking")	30.9%	33.0%	22.7%	9.0%	4.3%	3.73
The city should offer grants and other direct monetary incentives for redevelopment projects in designated areas	21.3%	47.2%	19.1%	6.4%	6.0%	3.66
The city should offer tax rebates or abatements for redevelopment projects in designated areas	27.5%	52.8%	13.3%	3.9%	2.6%	3.96
The city should actively recruit developers and business for commercial redevelopment projects	45.0%	42.4%	9.5%	1.3%	1.7%	4.26
The city should only provide infrastructure such as streets, sidewalks and utilities in redevelopment areas	15.0%	25.2%	35.0%	17.5%	7.3%	3.16
The city should have no direct involvement with redevelopment projects	5.6%	6.0%	35.3%	48.3%	4.7%	2.55

Question 6: Do you have any other thoughts you would like to share related to business and economic development in Lewisville?

Out of 283 respondents, 62 answered and 221 skipped this open-ended question. Based on responses, words or phrases that were repeated more often than others were identified as keywords, and those keywords were developed into common themes. Below is a list of top ten common themes:

- Redevelop Old Town
- Clean up

- Property maintenance
- Quality living
- Focus on filling up existing empty spaces before building new ones
- Incentives for businesses
- Stricter code enforcement
- Upscale shopping and restaurants
- Higher paying jobs
- More tech and professional jobs

CATEGORY 3 - OLD TOWN REVITALIZATION

Question 1: Describe Old Town Lewisville as you would like it to be in 2025. Out of 283 respondents, 170 answered and 113 skipped this open-ended question. Based on responses, words or phrases that were repeated more often than others were identified as keywords, and those keywords were developed into common themes. Below is a list of top ten common themes:

- Comparisons to surrounding cities
- Old Town as heart of city/city center
- Revitalize but the keep the Old Town charm
- Attract local and regional visitors
- More shops and restaurants choices
- More parking
- Facelift of historic structures to be more cohesive
- Make Old Town a destination for families
- Clean, clean, clean
- Vibrant Old Town

Question 2: How important are the following features to the successful revitalization of Old Town Lewisville? Out of 283 respondents, 226 answered and 57 skipped this question. The respondents were asked to answer “very important”, “important”, “unimportant”, “very unimportant”, or “no opinion”. Although percentages are used for this question, they should be understood as having only relative weight, given the small sample size.

	Very Important	Important	Unimportant	Very Unimportant	No Opinion	Rating Average
Historic preservation	47.8%	38.5%	11.1%	0.9%	1.8%	4.28
Places to live	28.9%	41.8%	21.8%	3.1%	4.4%	3.83
Offices and places of employment	29.6%	47.3%	17.7%	1.8%	3.5%	3.94
Retail stores	53.3%	39.6%	5.7%	0.0%	1.3%	4.42
Restaurants and entertainment venues	69.6%	29.5%	0.4%	0.0%	0.4%	4.67

Cultural events (such as concerts, stage performances and art exhibits)	57.3%	32.4%	6.2%	3.1%	0.9%	4.41
Outdoor public art in the Old Town Core	32.0%	36.4%	23.6%	3.1%	4.9%	3.83
Gathering place for citywide celebrations	54.4%	32.7%	9.3%	1.3%	2.2%	4.34
Parks, trails and open spaces	50.9%	34.1%	12.4%	0.9%	1.8%	4.3
Directional and informational signage	27.4%	55.8%	13.3%	2.2%	1.3%	4.04
Walkability	67.4%	29.5%	1.8%	0.4%	0.9%	4.61
Bicycle access	29.5%	44.6%	18.8%	3.1%	4.0%	3.88
Public parking	51.8%	42.0%	3.1%	0.4%	2.7%	4.37
Free public Wi-Fi	32.0%	38.2%	19.1%	4.9%	5.8%	3.80

Question 3: What parts of Old Town Lewisville should be the top target for development or redevelopment? Out of 283 respondents, 136 answered and 147 skipped this open-ended question. Based on responses, words or phrases that were repeated more often than others were identified as keywords, and those keywords were developed into common themes. Below is a list of top five target areas that were repeated.

- Main St
- Mill St
- A-train station area
- Business 121 and I-35 corridor
- Area south of City Hall

Question 4: Do you have any other thoughts you would like to share related to Old Town Lewisville and its role in the future of Lewisville? Out of 283 respondents, 77 answered and 206 skipped this open ended question. Based on responses, words or phrases that were repeated more often than others were identified as keywords, and those keywords were developed into common themes. Below is a list of top ten common themes:

- Outdoor venues for entertainment
- Continuity of architectural designed buildings
- Provide safety in Old Town
- Comparison to Grapevine’s downtown
- Maintain the Feed Mill store
- Make Old Town a unique destination
- Promote Old Town’s history
- Better marketing strategies for Old Town
- Improve parking in Old Town
- Overall maintenance needed throughout Old Town

CATEGORY 4 – CITY SERVICES

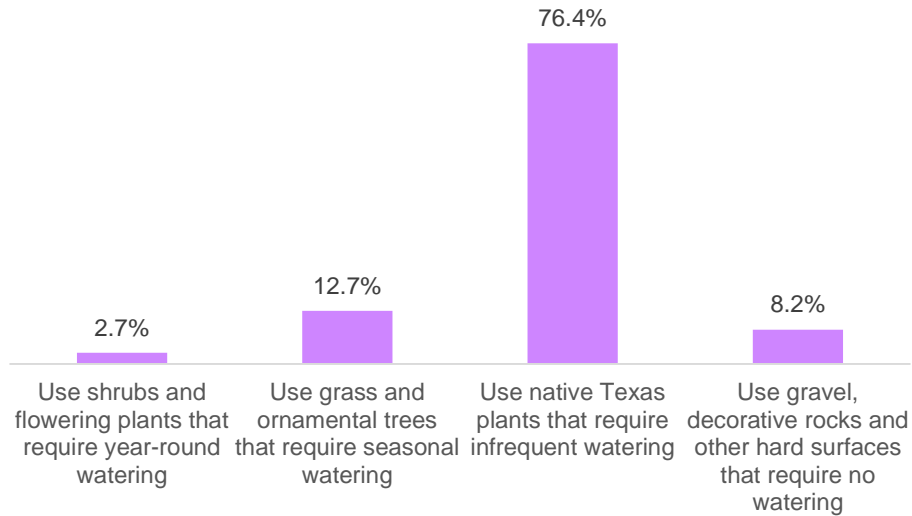
Question 1: How important are the following communication tools for the City to use in trying to inform residents about programs, policies and events? Out of 283 respondents, 223 answered and 60 skipped this question. The respondents were asked to answer “very important”, “important”, “unimportant”, “very unimportant”, or “no opinion”. Although percentages are used for this question, they should be understood as having only relative weight, given the small sample size.

	Very Important	Important	Unimportant	Very Unimportant	No Opinion	Rating Average
Updated, interactive City website	65.9%	30.0%	3.6%	0.0%	0.5%	4.60
Timely direct interaction using online social media, such as Facebook and Twitter	42.3%	31.8%	19.5%	4.5%	1.8%	4.06
Video content, delivered through the city's cable television station	9.5%	31.1%	36.9%	18.5%	4.1%	3.19
Video content, delivered online through the City website or other sides such as YouTube and Facebook	31.4%	38.6%	23.6%	2.7%	3.6%	3.88
Email communications that I can sign up to receive	53.2%	35.6%	9.9%	0.9%	0.5%	4.40
A subscriber-based "Reverse 911" system that can reach me by phone or text message in the event of an emergency	43.7%	39.6%	10.4%	2.3%	4.1%	4.13
Roadside electronic message boards or digital billboards	17.6%	43.7%	28.4%	8.1%	2.3%	3.64
Notes or inserts with the monthly water bill	16.2%	34.7%	31.1%	14.9%	3.2%	3.43
Postcards or flyers mailed to my home address	15.8%	35.7%	28.5%	18.6%	1.4%	3.45
Door-hangers left on the front door of my house or apartment	6.3%	16.1%	43.5%	31.8%	2.2%	2.90
Local news media outlets (newspapers, bloggers, television, radio)	28.6%	48.2%	15.9%	6.8%	0.5%	3.97
Public town hall meetings	22.5%	54.1%	17.1%	5.0%	1.4%	3.90
Smaller informal opportunities to meet with City staff members and elected officials	19.2%	53.9%	19.2%	2.7%	5.0%	3.74

Question 2: Looking at the list of communication tools listed above, which is the single best way for you personally to receive information from the city? Out of 283 responded, 192 answered and 91 skipped this open-ended question. Below are the top three preferred methods of communications for the respondents.

- E-mail
- Social media
- City website

Question 3: Attractive medians can greatly improve the visual appeal of major roadways. Different types of median treatments carry varying installation costs and ongoing water needs. Which of the following options do you think should be the City’s first choice for median treatments? Out of 283 respondents, 219 answered and 64 skipped this question. The respondents were asked to choose one out of four options for median treatments.



Question 4: Many cities around Texas have adopted policies or programs designed to reduce environmental impact and protect limited natural resources. Would you support each of the following potential policies or programs? Out of 283 respondents, 222 answered and 61 skipped this question. The respondents were asked to answer “strongly support”, “support”, “oppose”, “strongly oppose”, or “no opinion”.

	Strongly Support	Support	Oppose	Strongly Oppose	No Opinion	Rating Average
Expand residential commercial and government recycling efforts in order to reduce the flow of solid waste into landfills	55.4%	36.9%	4.5%	1.8%	1.4%	4.42

Create and encourage a publicly supported composting program that would allow residents and businesses to turn organic waste into environmentally friendly compost	33.9%	45.2%	8.1%	2.3%	10.4%	3.80
Actively use education programs and materials to encourage water conservation by residents and businesses	37.1%	52.5%	3.6%	0.9%	5.9%	4.08
Use Financial incentives or disincentives to encourage water conservation by residents and business	29.6%	43.0%	16.6%	5.8%	4.9%	3.82
Enact programs and design standards intended encourage pedestrian traffic, bicycle traffic and use of mass transit as a way to reduce toxic air emissions caused by motor vehicle traffic	44.1%	36.0%	10.4%	4.5%	5.0%	4.05
Enact programs and design standards intended to reduce the amount of nighttime artificial lighting as a way to reduce "light pollution"	22.1%	34.7%	23.0%	12.6%	7.7%	3.43
Implement environmentally friendly programs and designs at City facilities in order to encourage private property owners to voluntarily do the same	38.3%	50.5%	3.6%	1.8%	5.9%	4.08

Question 5: Do you have any other thoughts you would like to share related to the delivery of City services? Out of 283 respondents, 55 answered and 228 skipped this open-ended question. Based on responses, words or phrases that were repeated more often than others were identified as keywords, and those keywords were developed into common themes. Below is a list of top five common themes:

- Efficient lighting throughout city
- Eco-friendly city
- Concerns over ROI on green installations
- Homeowners and businesses to recycle more
- City to set example for the public

CATEGORY 5 – PARKS AND RECREATION

Question 1: Please rank the order of importance for the following potential additions to the Lewisville parks system. Out of 283 respondents, 210 answered and 73 skipped this question. The respondents were asked to rank the following category on a scale of 1 through 8, with 1 being the most important and 8 being the least important. The averages of each rating are used here to identify the rankings based on the responses.

	1	2	3	4	5	6	7	8	Rating Average
Obtain more land for development of active parks	10.4%	17.5%	11.4%	15.6%	15.2%	10.4%	12.8%	6.6%	4.23
Obtain more land to retain in a natural setting	15.6%	13.7%	17.1%	10.9%	9.5%	9.0%	10.0%	14.2%	4.23
Develop more lighted athletic fields for league tournament play	4.7%	10.9%	6.6%	11.8%	9.5%	19.0%	16.6%	20.9%	5.38
Develop more unlighted athletic fields for recreational and practice use	4.7%	5.2%	11.8%	10.9%	13.3%	13.3%	23.2%	17.5%	5.43
Create a trail system adjacent to Lewisville Lake	38.9%	16.6%	15.6%	8.1%	6.6%	5.7%	5.2%	3.3%	2.82
Develop the 221-acre East Hill Park, located in eastern Lewisville near Pier 121 Marina	9.5%	10.9%	16.6%	11.4%	17.5%	14.7%	8.5%	10.9%	4.49
Install more picnic tables, grills and pavilions at city parks	8.1%	13.7%	11.8%	15.6%	16.1%	13.7%	11.4%	9.5%	4.52
Enhance and expand the campground at Lake Park	8.1%	11.4%	9.0%	15.6%	12.3%	14.2%	12.3%	17.1%	4.90

Question 2: Please rank the order of importance for the following potential additions to Lewisville’s recreation opportunities. Out of 283 respondents, 213 answered and 70 skipped this question. The respondents were asked to rank the following category on a scale of 1 through 8, with 1 being the most important and 8 being the least important. The averages of each rating are used here to identify the rankings based on the responses.

	1	2	3	4	5	6	7	8	Rating Average
Build a multi-court tennis center	3.3%	4.2%	5.1%	11.7%	14.0%	20.1%	20.1%	21.5%	5.77
Add outdoor basketball courts to more city parks	2.8%	6.5%	9.8%	12.1%	18.7%	15.0%	16.8%	18.2%	5.41
Provide easy public access to the Trinity River canoe/kayak trail	10.3%	14.5%	14.0%	14.0%	17.8%	11.7%	8.9%	8.9%	4.29
Create new and expanded hike/bike trails	26.2%	25.2%	19.2%	9.8%	8.9%	4.2%	5.1%	1.4%	2.90
Build a modern recreation center with a range of indoor facilities	26.2%	14.5%	14.0%	15.0%	6.1%	14.5%	6.5%	3.3%	3.46
Build an indoor aquatics center	8.4%	17.8%	11.7%	10.3%	9.8%	13.6%	15.9%	12.6%	4.63
Add bicycle lanes to city streets	11.7%	8.4%	13.6%	12.1%	10.3%	10.7%	12.6%	20.6%	4.86
Expand the Senior Activity Center facility and programs	11.2%	8.9%	12.6%	15.0%	14.5%	10.3%	14.0%	13.6%	4.67

Question 3: What is the single most important addition that should be made to the Lewisville parks and recreation system? Out of 283 respondents, 139 answered and 144 skipped this open-ended question. Below is a list of top ten repeated items that are considered an important addition to the Lewisville parks and recreation system.

- Provide Hike/bike trails
- Plant more trees for shade
- Build a modern recreation center that is accessible and affordable
- Expand or build bigger Senior Activity Center
- Greenbelt
- Utilize the lake more
- Build an indoor swimming pool
- Upgrade existing facilities including campground
- More development around the lake
- Cleaning and maintaining existing park facilities

Question 4: Do you have any other thoughts you would like to share related to the City parks and recreation services? Out of 283 respondents, 63 answered and 220 skipped this open-ended question. Based on responses, words or phrases that were repeated more often than others were identified as keywords, and those keywords were developed into common themes. Below is a list of top ten common themes:

- Follow neighboring cities’ examples of parks, hike and bike trails
- Plant trees for shading
- Overall, the City have done have nice job with the parks
- Continue maintaining Railroad Park
- Reduce rates for recreational programs
- More sports facilities that include athletic fields
- Update existing park and lake facilities
- Provide trail system along lake
- Build/improve new recreation center
- Build more pocket parks

CATEGORY 6 – LEWISVILLE LAKE

Question 1: How important are the following aspects of Lewisville Lake to Lewisville’s future? Out of 283 respondents, 218 answered and 65 skipped this question. The respondents were asked to answer “very important”, “important”, “unimportant”, “very unimportant”, or “no opinion”. Although percentages are used for this question, they should be understood as having only relative weight, given the small sample size.

	Very Important	Important	Unimportant	Very Unimportant	No Opinion	Rating Average
Providing a place for Lewisville residents to enjoy active recreation such as swimming, boating, picnics, athletic fields, etc.	54.8%	39.6%	3.2%	0.9%	1.4%	4.44
Providing recreational destinations that attract people from outside Lewisville	49.5%	34.9%	11.9%	1.8%	1.8%	4.27
Ensuring public access to the lake through boat ramps, marinas, fishing docks, etc.	38.6%	47.4%	8.4%	0.9%	4.7%	4.10
Creating a gathering place for citywide events and celebrations	36.7%	44.7%	12.6%	3.7%	2.3%	4.07
Maintaining natural settings with limited public access in order to minimize impact on the environment	27.4%	37.3%	21.7%	3.3%	10.4%	3.58

Maintaining natural settings that include opportunities for the public to interact with the environment	50.0%	40.2%	6.1%	0.9%	2.8%	4.31
Increasing the visibility of Lewisville Lake and tying it to the City's identity within the region	53.7%	30.7%	10.6%	1.4%	3.7%	4.26
Strictly limiting public access to Lewisville Lake in order to protect a vital water reservoir	6.0%	18.6%	36.3%	24.7%	14.4%	2.63

Question 2: Do you have any other thoughts you would like to share related to Lewisville Lake and its role in the future of Lewisville? Out of 283 respondents, 43 answered and 240 skipped this open-ended question. Based on responses, words or phrases that were repeated more often than others were identified as keywords, and those keywords were developed into common themes. Below is a list of top five common themes:

- Building more marinas
- Make Lewisville Lake a destination
- Turn Lewisville Lake into a resort
- Improve the lake's reputation
- Make lake more family-friendly

CATEGORY 7 – STREETS AND TRANSPORTATION

Question 1: Do you agree with the following statements about mass transit options in Lewisville? Out of 283 respondents, 219 answered and 64 skipped this question. The respondents were asked to rank “strongly agree”, “agree”, “disagree”, “strongly disagree”, or “no opinion” to the following statements.

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Rating Average
The focus of mass transit should be on expanding service times for commuter rail	31.6%	39.5%	11.6%	4.2%	13.0%	3.60
The focus of mass transit should be on expanding the number of places in the region that can be reached from Lewisville using commuter rail	44.5%	36.2%	7.8%	5.0%	6.4%	4.01
The focus of mass transit should be on increasing the number of frequency of buses connecting locations within Lewisville	17.4%	33.8%	22.1%	13.6%	13.1%	3.15

I expect to see increased use of commuter rail during the next 10 years	49.1%	35.2%	6.0%	5.1%	4.6%	4.14
I expect to see increased use of public bus service during the next 10 years	22.1%	33.6%	24.4%	10.6%	9.2%	3.40
I would like to see the public transit system serving Lewisville expand during the next 10 years	42.7%	35.8%	7.8%	6.9%	6.9%	3.94
If I could use reliable and affordable bus/train service to get to work each day, I would be likely to use public transit on a regular basis	37.3%	28.1%	14.7%	12.0%	7.8%	3.67
Convenience is more important to me than price in making the decision to use public transit	27.1%	39.0%	22.0%	5.5%	6.4%	3.68
Public transit services are a good use of public funds	33.9%	39.9%	12.4%	8.3%	5.5%	3.83
The city should actively encourage transit-oriented developments, including a mix of residential and commercial uses, adjacent to the commuter rail stations	44.4%	36.6%	6.0%	5.1%	7.9%	3.97

Question 2: How important are the following items when planning future construction or replacement of city streets? Out of 283 respondents, 219 answered and 64 skipped this question. The respondents were asked to answer “very important”, “important”, “unimportant”, “very unimportant”, or “no opinion”. Although percentages are used for this question, they should be understood as having only relative weight, given the small sample size.

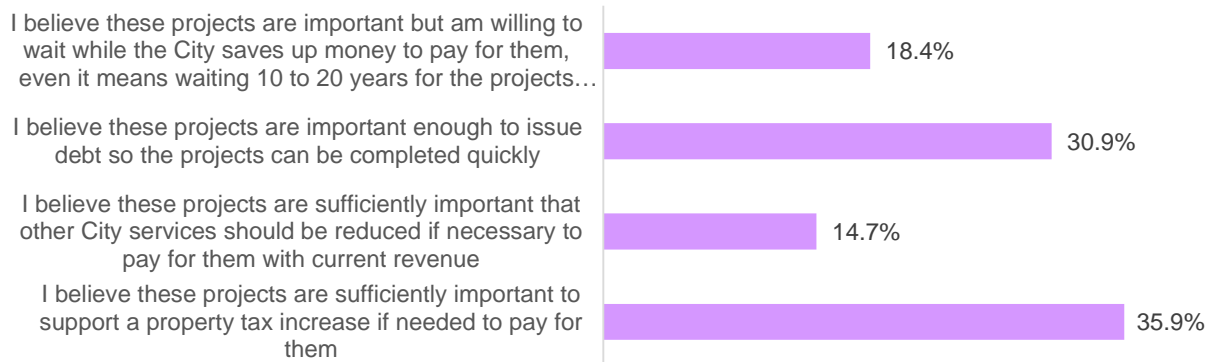
	Very Important	Important	Unimportant	Very Unimportant	No Opinion	Rating Average
Relocating utility lines (electric, phone, cable) underground at City expense	26.0%	35.2%	25.6%	4.1%	9.1%	3.56
Including enhanced sidewalks and other amenities that encourage pedestrian traffic	44.0%	41.3%	11.0%	1.8%	1.8%	4.22
Including bicycle lanes, even if it means reducing the number of vehicle lanes in some cases	13.2%	22.7%	42.7%	18.2%	3.2%	3.21
Installing visually appealing landscape and similar features in rights-of-way and medians	36.7%	41.7%	15.1%	2.3%	4.1%	4.00

Question 3: Do you have any other thoughts you would like to share related to city streets, Interstate 35E construction or mass transit options in Louisville? Out of 283 respondents, 47 answered and 236 skipped this open-ended question. Based on responses, words or phrases that were repeated more often than others were identified as keywords, and those keywords were developed into common themes. Below is a list of top five common themes:

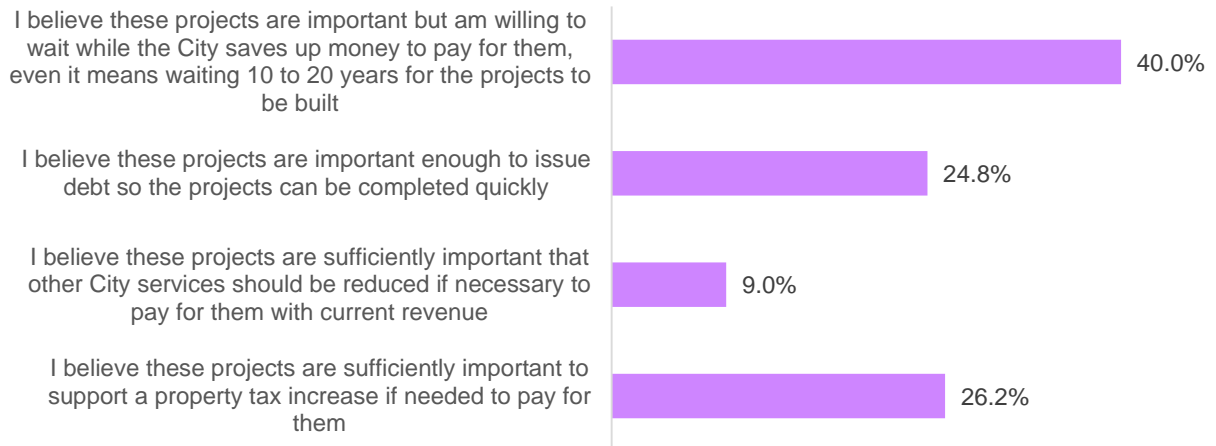
- More transit but with flexibility
- Improve traffic congestion
- I-35 corridor improvements
- Reduce rates for mass transit
- Gateways to mark entrance into city

CATEGORY 8 – TAXES AND FINANCE

Question 1: The City is in the final year of a voter-approved \$60 million bond package that included construction projects on neighborhood streets and major roadways around town. Building new roads, or upgrading existing roads, is expensive and can require additional revenue sources beyond the regular operating budget. Which of the following statements most closely describes your opinion on paying for major road construction and repair projects? Out of 285 respondents, 217 answered and 68 skipped this question.



Question 2: The Parks Board has drafted a \$130 million long-range plan for the city’s parks and recreation system, far exceeding the capacity of the voter-approved quarter-cent 4B sales tax. Some additional revenue source would be required in order to fund all portions of that plan. Which of the following statements most closely describes your opinion on paying for large park projects? Out of 285 respondents, 310 answered and 75 skipped this question.



Question 3: Do you have any other thoughts you would like to share related to City taxes and finance in Lewisville? Out of 285 respondents, 34 answered and 251 skipped this open-ended question. Based on responses, words or phrases that were repeated more often than others were identified as keywords, and those keywords were developed into common themes. Below is a list of top five common themes:

- No tax increases
- No city debts
- Road infrastructures are more important than recreational amenities
- Finish existing road projects first
- Building with city budget

CATEGORY 9 – LEWISVILLE AND THE FUTURE

Question 1: In your vision, how do you want Lewisville to be different in 2025 from what it is today? Out of 285 respondents, 161 answered and 124 skipped this open-ended question. Based on responses, words or phrases that were repeated more often than others were identified as keywords, and those keywords were developed into common themes. Below is a list of top ten common themes:

- More viable city
- More public transportation
- More clean-up
- Improve safety level
- Turn Lewisville into a destination of community and identity
- More businesses in operation
- More modern and cohesive architecture structures
- Make Lewisville unique and different from other cities
- More sustainable and environmentally conscience
- More single-family and less multi-family residential

Question 2: What is the single most important step Lewisville could take now to prepare for life in 2025? Out of 285 respondents, 148 answered and 137 skipped this open-ended question. Based on responses, words or phrases that were repeated more often than others were identified as keywords, and those keywords were developed into common themes. Below is a list of top ten common themes:

- Put a halt on multi-family residential
- Start the implementation process fast
- Stricter code enforcement
- Become more sustainable
- Clean-up throughout city
- Bring in more businesses
- Preservation of history
- I-35 corridor revitalization
- Infrastructure improvements
- Beautification

Question 3: Following are some programs cities in other parts of the country have implemented. Is it a good idea for Lewisville to attempt similar programs? Out of 285 respondents, 214 answered and 71 skipped this question. The respondents were asked to rank “very good”, “good”, “bad”, “very bad”, or “no opinion” to the following statements.

	Very Good	Good	Bad	Very Bad	No Opinion	Rating Average
Encourage higher density development in the city core, centered on public transit and walkability, so people can live, work, shop and seek recreation with less dependence on vehicular traffic	46.9%	34.6%	8.1%	5.7%	4.7%	4.09
Gradually shift to the use of renewable energy sources (such as solar panels) to power City buildings, even if it costs more than traditional energy sources	29.5%	37.1%	19.0%	6.7%	7.6%	3.67
Create a set of optional "green" development standards to reduce environmental impact of new constructions	41.5%	40.1%	8.7%	1.9%	7.7%	3.98
Allow the use of pervious materials for parking lots when surface conditions are suitable as a way to reduce stormwater runoff and reduce heat island effects	38.3%	43.1%	2.9%	0.5%	15.3%	3.73

Let residents take their own environmental steps, including wind turbines, solar panels, rain recycling and environmentally friendly building materials	36.2%	45.1%	9.9%	1.4%	7.5%	3.93
Require apartment complexes and businesses to participate in on-site recycling programs	58.3%	28.9%	5.7%	1.9%	5.2%	4.28
Actively promote energy conservation by residents and businesses	44.3%	44.8%	4.8%	1.4%	4.8%	4.18
Actively promote water conservation by residents and businesses	49.8%	43.1%	2.4%	1.4%	3.3%	4.31
Create attractive and easily accessible pedestrian connections between residential areas, commercial districts, public transit stations and recreation facilities	52.7%	38.6%	1.4%	1.4%	5.8%	4.25

Question 4: What does Lewisville need to do or have in order to be attractive to new residents? Out of 285 respondents, 156 answered and 129 skipped this open-ended question. Based on responses, words or phrases that were repeated more often than others were identified as keywords, and those keywords were developed into common themes. Below is a list of top five common themes:

- Quality housing products
- Quality schools
- Safe environment
- More clean-up
- Focus on aesthetics of the city

Question 5: What does Lewisville need to do or have in order to be attractive to families with children? Out of 285 respondents, 154 answered and 131 skipped this open-ended question. Based on responses, words or phrases that were repeated more often than others were identified as keywords, and those keywords were developed into common themes. Below is a list of top five common themes:

- Update or building new parks
- Promote neighborhood safety
- Focus on education quality
- More family-friendly activities and events
- More single-family residential

Question 6: What does Lewisville need to do or have in order to be attractive to single young adults?

Out of 285 respondents, 143 answered and 142 skipped this question. Based on responses, words or phrases that were repeated more often than others were identified as keywords, and those keywords were developed into common themes. Below is a list of top five common themes:

- Improve nightlife activities
- More affordable housing
- Provide job opportunities
- Live/work/play development
- More entertainment activities

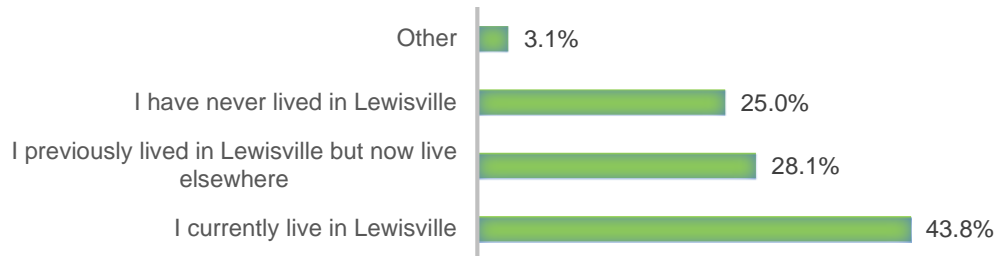
Question 7: What does Lewisville need to do or have in order to be attractive to active seniors?

Out of 285 respondents, 131 answered and 154 skipped this open-ended question. Based on responses, words or phrases that were repeated more often than others were identified as keywords, and those keywords were developed into common themes. Below is a list of top five common themes:

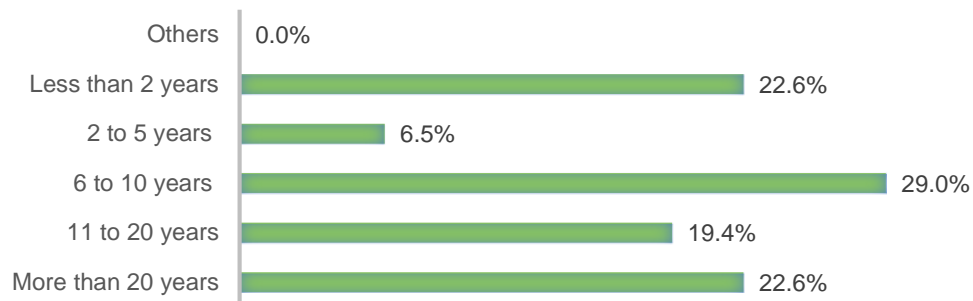
- Improve public transportation, particularly bus transportation for seniors
- Expand and improve Senior Activity Center
- Create a community identity
- Improve safety levels for seniors
- More indoor and outdoor recreational opportunities for seniors

Online Survey for City Employees

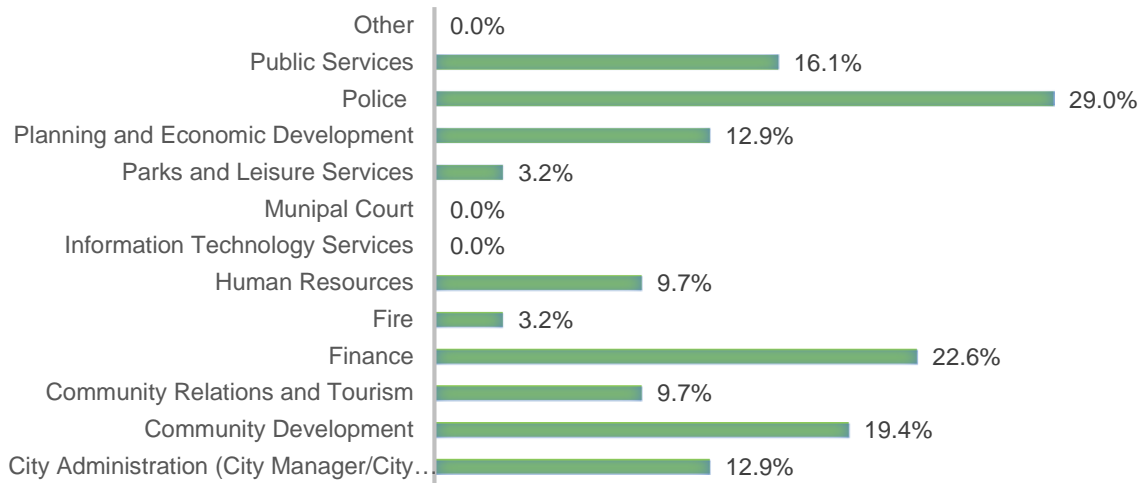
1. Are you a current or former Lewisville resident?



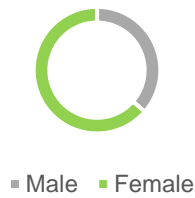
2. How long have you worked for Lewisville?



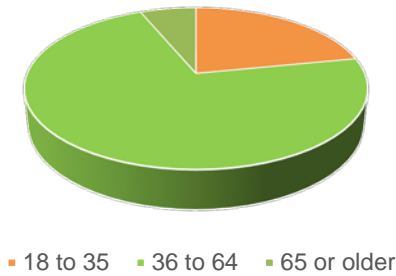
3. In what City departments have you worked?



4. I am



5. My age is



The Detailed Survey for City Employees was divided into 9 categories, excluding the previously mentioned demographic information: 1) Housing and Neighborhoods, 2) Business and Development, 3) Old Town Revitalization, 4) City Services, 5) Parks and Recreation, 6) Lewisville Lake, 7) Streets and Transportation, 8) Taxes and Finance, 9) Lewisville and the Future. The following is a synopsis of the Detailed Survey for City Employees.

CATEGORY 1 – HOUSING AND NEIGHBORHOODS

Question 1: What would you say is the single most important characteristic of a strong and viable residential neighborhood? Out of 41 Detailed Survey respondents, 33 answered and 8 skipped this

open-ended question. Based on responses, words or phrases that were repeated more often than others were identified as keywords, and those keywords were developed into common themes. Below is a list of top ten common themes:

- Safety
- Maintenance of property
- Family-friendly
- Appearance/Aesthetics
- Quality of homes
- Sense of homeownership and pride
- Sense of community and neighborhood interaction
- Clean
- Code compliance
- Responsibility of home owners

Question 2: How important are the following items as they relate to sustaining strong and viable residential neighborhoods in Lewisville? Out of 41 respondents, 41 answered and 0 skipped this particular question. The respondents were asked to answer “very important”, “important”, “unimportant”, “very unimportant”, or “no opinion”. Although percentages are used for this question, they should be understood as having only relative weight, given the small sample size.

	Very Important	Important	Unimportant	Very Unimportant	No Opinion	Rating Average
Aggressive code enforcement to ensure clean, well-maintained properties	65.9%	31.7%	0.0%	0.0%	2.4%	4.56
Aggressive efforts to remove dilapidated or condemned structures	82.5%	15.0%	0.0%	0.0%	2.5%	4.73
Creating financial incentives for homeowners to repair, maintain or rebuild their property	51.2%	34.1%	9.8%	4.9%	0.0%	4.32
Stricter rules for building materials, color schemes, landscaping, fences and property maintenance	26.8%	53.7%	14.6%	4.9%	0.0%	4.02
Restrictions to on-street parking	31.7%	36.6%	31.7%	0.0%	0.0%	4.00
Proximity to quality public parks	43.9%	43.9%	12.2%	0.0%	0.0%	4.32

Question 3: Do you have any other thoughts you would like to share related to sustaining strong and viable residential neighborhoods in Lewisville? Out of 41 respondents, 14 answered and 27 skipped this open ended question. Based on responses, words or phrases that were repeated more often than others were identified as keywords, and those keywords were developed into common themes. Below is a list of top five common themes:

- Code enforcement for property maintenance
- Provide a feeling of neighborhood safety
- Affordable single-family housing

- Neighborhood revitalization
- Promote home ownership

CATEGORY 2 – BUSINESS AND DEVELOPMENT

Question 1: What would you say is the single most important thing Lewisville can do to encourage job and business growth in the city? Out of 41 respondents, 28 answered and 13 skipped this open-ended question. Based on responses, words or phrases that were repeated more often than others were identified as keywords, and those keywords were developed into common themes. Below is a list of top five common themes:

- More businesses
- Clean up vacant buildings and undesirable locations
- End the construction of apartment complexes
- More high-end residential development
- Improve transportation

Question 2: Please rank the following potential programs by how important you think they are to the economic future of Lewisville. Out of 41 respondents, 35 answered and 6 skipped this question. The respondents were asked to rank the following category on a scale of 1 through 7, with 1 being the most important and 7 being the least important. The averages of each rating are used here to identify the rankings based on the responses.

	1	2	3	4	5	6	7	Rating Average
Work directly with Vista Ridge Mall to ensure its long term-economic viability	11.4%	25.7%	11.4%	17.1%	14.3%	11.4%	8.6%	3.66
Work directly with property owners to upgrade and fill vacant commercial buildings, such as shopping centers and office buildings	28.6%	28.6%	14.3%	8.6%	11.4%	5.7%	2.9%	2.74
Working with property owners to phase out undesirable commercial land uses	17.1%	11.4%	11.4%	22.9%	14.3%	2.9%	20.0%	3.94
Work with developers to identify and promote redevelopment of existing commercial property into more desirable uses	11.4%	14.3%	28.6%	14.3%	8.6%	11.4%	11.4%	3.74
Attract new commercial development for vacant properties	14.3%	0.0%	14.3%	8.6%	22.9%	28.6%	11.4%	4.57
Work with developers to identify and promote redevelopment of existing residential property into higher-valued uses	5.7%	14.3%	8.6%	20.0%	17.1%	11.4%	22.9%	4.54
Attract new residential development for vacant properties	11.4%	5.7%	11.4%	8.6%	11.4%	28.6%	22.9%	4.80

Question 3: Please rank in order of importance the following potential benefits of business development in Lewisville. Out of 41 respondents, 35 answered and 6 skipped this question. The respondents were asked to rank the following category on a scale of 1 through 5, with 1 being the most important and 5 being the least important. The averages of each rating are used here to identify the rankings based on the responses.

	1	2	3	4	5	Rating Average
Adds value to the tax base, which helps keep the property tax rate low	14.3%	25.7%	20.0%	20.0%	20.0%	3.06
Generates retail sales tax to fund city services without impacting the property tax rate	14.3%	20.0%	22.9%	25.7%	17.1%	3.11
Creates new jobs for Lewisville residents	22.9%	14.3%	17.1%	17.1%	28.6%	3.14
Brings employees and customers to Lewisville, where they might also conduct business at other Lewisville establishments	22.9%	25.7%	14.3%	20.0%	17.1%	2.83
Provides new local opportunities for shopping, attaining services or seeking entertainment	25.7%	14.3%	25.7%	17.1%	17.1%	2.86

Question 4: How important are the following items in keeping and attracting quality businesses? Out of 41 respondents, 35 answered and 6 skipped this question. The respondents were asked to answer “very important”, “important”, “unimportant”, “very unimportant”, or “no opinion”. Although percentages are used for this question, they should be understood as having only relative weight, given the small sample size.

	Very Important	Important	Unimportant	Very Unimportant	No Opinion	Rating Average
Maintain a low property tax rate	48.6%	42.9%	8.6%	0.0%	0.0%	4.40
Offer economic incentives to development projects that meet minimum levels of investment or job creation	34.3%	60.0%	5.7%	0.0%	0.0%	4.29
Provide assistance to current commercial property owners interested in finding a potential buyer/developer for their property	28.6%	62.9%	5.7%	0.0%	2.9%	4.11
Actively market Lewisville's advantages (such as low tax rates and a desirable location within the region) to potential developers	71.4%	25.7%	2.9%	0.0%	0.0%	4.69

Provide effective and efficient public safety services (police, fire, emergency medical)	65.7%	34.3%	0.0%	0.0%	0.0%	4.66
Maintain public roadways to ensure an effective transportation system	65.7%	34.3%	0.0%	0.0%	0.0%	4.66
Work with local schools and institutions of higher learning to encourage training and education programs for the local work force	42.9%	42.9%	11.4%	0.0%	2.9%	4.20

Question 5: How active should the City be in the redevelopment of existing commercial properties (such as shopping centers) that have become chronically vacant or are at risk of falling into disrepair?

Out of 41 respondents, 35 answered and 6 skipped this question. The respondents were asked to rank “strongly agree”, “agree”, “disagree”, “strongly disagree”, or “no opinion” to the following statements.

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Rating Average
The city should use aggressive code enforcement to encourage property owners to maintain or redevelop their distressed or vacant buildings or shopping centers	52.9%	32.4%	8.8%	0.0%	5.9%	4.21
The city should purchase distressed properties, remove the old buildings, and sell the vacant land to quality developers to re-development ("land banking")	42.9%	40.0%	8.6%	2.9%	5.7%	4.06
The city should offer grants and other direct monetary incentives for redevelopment projects in designated areas	28.6%	45.7%	22.9%	2.9%	0.0%	4.00
The city should offer tax rebates or abatements for redevelopment projects in designated areas	31.4%	62.9%	2.9%	0.0%	2.9%	4.17
The city should actively recruit developers and business for commercial redevelopment projects	48.6%	40.0%	5.7%	0.0%	5.7%	4.20
The city should only provide infrastructure such as streets, sidewalks and utilities in redevelopment areas	20.0%	20.0%	34.3%	14.3%	11.4%	3.11
The city should have no direct involvement with redevelopment projects	0.0%	2.9%	37.1%	51.4%	8.6%	2.26

Question 6: Do you have any other thoughts you would like to share related to business and economic development in Lewisville?

Out of 41 respondents, 3 answered and 38 skipped this open-ended question. The following are comments left by the respondents:

- Lewisville East and West shopping centers as well as Old Orchard Shopping Center need to be torn down or drastically improved. They need to follow a design plan that emulates Old Town. Also, the businesses along Mill Street need a major facelift.
- Residents should be involved in the selection phase of new businesses.

- Renovate existing shopping centers that are outdated or in disrepair. Demolish businesses that reflect an undesirable impression of the city (Pines Motel).

CATEGORY 3 - OLD TOWN REVITALIZATION

Question 1: Describe Old Town Lewisville as you would like it to be in 2025. Out of 41 respondents, 31 answered and 10 skipped this open-ended question. Based on responses, words or phrases that were repeated more often than others were identified as keywords, and those keywords were developed into common themes. Below is a list of top five common themes:

- Comparisons to surrounding cities
- More shops and restaurants choices
- Pedestrian-friendly environment
- Clean, clean, clean
- Vibrant and dynamic Old Town

Question 2: How important are the following features to the successful revitalization of Old Town Lewisville? Out of 41 respondents, 35 answered and 6 skipped this question. The respondents were asked to answer “very important”, “important”, “unimportant”, “very unimportant”, or “no opinion”. Although percentages are used for this question, they should be understood as having only relative weight, given the small sample size.

	Very Important	Important	Unimportant	Very Unimportant	No Opinion	Rating Average
Historic preservation	42.9%	42.9%	8.6%	0.0%	5.7%	4.11
Places to live	41.2%	44.1%	11.8%	2.9%	0.0%	4.24
Offices and places of employment	37.1%	48.6%	11.4%	2.9%	0.0%	4.20
Retail stores	62.9%	31.4%	5.7%	0.0%	0.0%	4.57
Restaurants and entertainment venues	82.9%	17.1%	0.0%	0.0%	0.0%	4.83
Cultural events (such as concerts, stage performances and art exhibits)	57.1%	37.1%	2.9%	2.9%	0.0%	4.49
Outdoor public art in the Old Town Core	25.7%	37.1%	28.6%	2.9%	5.7%	3.69
Gathering place for citywide celebrations	48.6%	40.0%	11.4%	0.0%	0.0%	4.37
Parks, trails and open spaces	44.1%	44.1%	11.8%	0.0%	0.0%	4.32
Directional and informational signage	40.0%	48.6%	8.6%	2.9%	0.0%	4.26

Walkability	60.0%	31.4%	8.6%	0.0%	0.0%	4.51
Bicycle access	22.9%	54.3%	17.1%	5.7%	0.0%	3.94
Public parking	51.4%	42.9%	5.7%	0.0%	0.0%	4.46
Free public Wi-Fi	40.0%	40.0%	17.1%	0.0%	0.0%	4.11

Question 3: What parts of Old Town Lewisville should be the top target for development or redevelopment? Out of 41 respondents, 26 answered and 15 skipped this open-ended question. Based on responses, words or phrases that were repeated more often than others were identified as keywords, and those keywords were developed into common themes. Below is a list of top five target areas that were repeated.

- Main St
- Mill St
- A-train station area
- Business 121 and I-35 corridor
- Area south of City Hall

Question 4: Do you have any other thoughts you would like to share related to Old Town Lewisville and its role in the future of Lewisville? Out of 41 respondents, 16 answered and 25 skipped this open ended question. Based on responses, words or phrases that were repeated more often than others were identified as keywords, and those keywords were developed into common themes. Below is a list of top five common themes:

- More retail and restaurants needed
- Better plan from the city
- Make Old Town a unique destination
- Tear down old buildings for new development
- Overall maintenance needed throughout Old Town

CATEGORY 4 – CITY SERVICES

Question 1: How important are the following communication tools for the City to use in trying to inform residents about programs, policies and events? Out of 41 respondents, 35 answered and 6 skipped this question. The respondents were asked to answer “very important”, “important”, “unimportant”, “very unimportant”, or “no opinion”. Although percentages are used for this question, they should be understood as having only relative weight, given the small sample size.

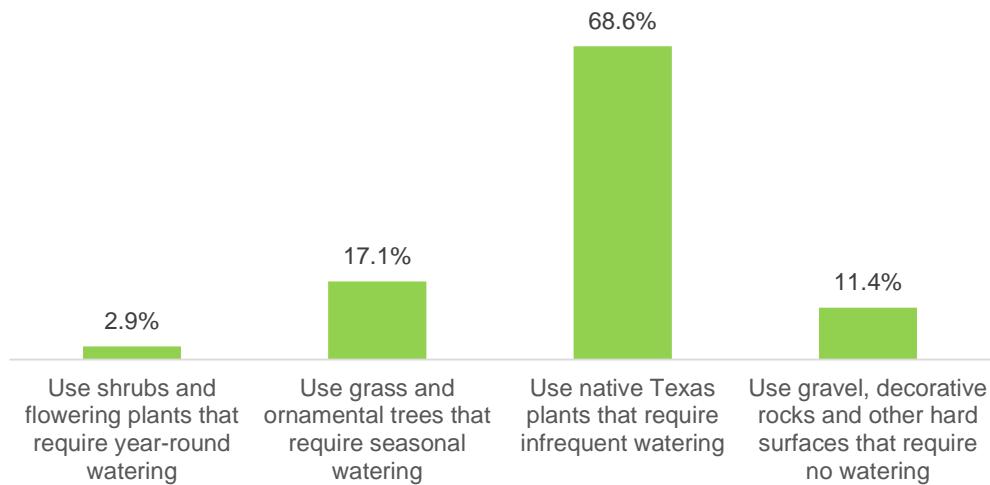
	Very Important	Important	Unimportant	Very Unimportant	No Opinion	Rating Average
Updated, interactive City website	51.4%	45.7%	2.9%	0.0%	0.0%	4.49
Timely direct interaction using online social media, such as Facebook and Twitter	37.1%	37.1%	17.1%	2.9%	5.7%	3.91
Video content, delivered through the city’s cable television station	11.8%	44.1%	35.3%	2.9%	5.9%	3.47

Video content, delivered online through the City website or other sides such as YouTube and Facebook	31.4%	40.0%	22.9%	2.9%	2.9%	3.91
Email communications that I can sign up to receive	48.5%	48.5%	3.0%	0.0%	0.0%	4.45
A subscriber-based "Reverse 911" system that can reach me by phone or text message in the event of an emergency	42.9%	54.3%	0.0%	2.9%	0.0%	4.37
Roadside electronic message boards or digital billboards	28.6%	51.4%	14.3%	5.7%	0.0%	4.03
Notes or inserts with the monthly water bill	22.9%	51.4%	20.0%	5.7%	0.0%	3.91
Postcards or flyers mailed to my home address	17.1%	45.7%	20.0%	14.3%	2.9%	3.57
Door-hangers left on the front door of my house or apartment	11.4%	25.7%	45.7%	17.1%	0.0%	3.31
Local news media outlets (newspapers, bloggers, television, radio)	22.9%	65.7%	8.6%	2.9%	0.0%	4.09
Public town hall meetings	8.6%	65.7%	17.1%	5.7%	2.9%	3.69
Smaller informal opportunities to meet with City staff members and elected officials	17.6%	64.7%	8.8%	5.9%	2.9%	3.85

Question 2: Looking at the list of communication tools listed above, which is the single best way for you personally to receive information from the city? Out of 41 responded, 27 answered and 14 skipped this open-ended question. Below are the top three preferred methods of communications for the respondents.

- E-mail
- City website
- Postcards/Fliers

Question 3: Attractive medians can greatly improve the visual appeal of major roadways. Different types of median treatments carry varying installation costs and ongoing water needs. Which of the following options do you think should be the City's first choice for median treatments? Out of 41 respondents, 35 answered and 6 skipped this question. The respondents were asked to choose one out of four options for median treatments.



Question 4: Many cities around Texas have adopted policies or programs designed to reduce environmental impact and protect limited natural resources. Would you support each of the following potential policies or programs? Out of 41 respondents, 35 answered and 6 skipped this question. The respondents were asked to answer “strongly support”, “support”, “oppose”, “strongly oppose”, or “no opinion”.

	Strongly Support	Support	Oppose	Strongly Oppose	No Opinion	Rating Average
Expand residential commercial and government recycling efforts in order to reduce the flow of solid waste into landfills	50.0%	47.1%	0.0%	0.0%	2.9%	4.38
Create and encourage a publicly supported composting program that would allow residents and businesses to turn organic waste into environmentally friendly compost	44.1%	38.2%	11.8%	0.0%	5.9%	4.09
Actively use education programs and materials to encourage water conservation by residents and businesses	32.4%	61.8%	0.0%	0.0%	5.9%	4.09
Use Financial incentives or disincentives to encourage water conservation by residents and business	45.7%	31.4%	20.0%	0.0%	2.9%	4.14
Enact programs and design standards intended encourage pedestrian traffic, bicycle traffic and use of mass transit as a way to reduce toxic air emissions caused by motor vehicle traffic	42.4%	39.4%	9.1%	3.0%	6.1%	4.03

Enact programs and design standards intended to reduce the amount of nighttime artificial lighting as a way to reduce "light pollution"	22.9%	31.4%	31.4%	2.9%	11.4%	3.40
Implement environmentally friendly programs and designs at City facilities in order to encourage private property owners to voluntarily do the same	37.1%	54.3%	2.9%	0.0%	5.7%	4.11

Question 5: Do you have any other thoughts you would like to share related to the delivery of City services? Out of 41 respondents, 9 answered and 32 skipped this open-ended question. The one common theme revolves around conservation of water.

CATEGORY 5 – PARKS AND RECREATION

Question 1: Please rank the order of importance for the following potential additions to the Lewisville parks system. Out of 41 respondents, 31 answered and 10 skipped this question. The respondents were asked to rank the following category on a scale of 1 through 8, with 1 being the most important and 8 being the least important. The averages of each rating are used here to identify the rankings based on the responses.

	1	2	3	4	5	6	7	8	Rating Average
Obtain more land for development of active parks	6.5%	9.7%	12.9%	12.0%	16.1%	16.1%	12.9%	12.9%	4.87
Obtain more land to retain in a natural setting	16.1%	16.1%	9.7%	3.2%	9.7%	12.9%	19.4%	12.9%	4.55
Develop more lighted athletic fields for league tournament play	12.9%	6.5%	9.7%	12.9%	22.6%	12.9%	12.9%	9.7%	4.65
Develop more unlighted athletic fields for recreational and practice use	3.1%	6.5%	6.5%	12.9%	6.5%	22.6%	12.9%	29.0%	5.77
Create a trail system adjacent to Lewisville Lake	38.7%	29.0%	12.9%	3.2%	6.5%	0.0%	0.0%	9.7%	2.58
Develop the 221-acre East Hill Park, located in eastern Lewisville near Pier 121 Marina	9.7%	9.7%	19.4%	19.4%	12.9%	6.5%	12.9%	9.7%	4.35

Install more picnic tables, grills and pavilions at city parks	9.7%	6.5%	19.4%	22.6%	6.5%	19.4%	9.7%	6.5%	4.39
Enhance and expand the campground at Lake Park	3.1%	16.1%	9.7%	12.9%	19.4%	9.7%	19.4%	9.7%	4.84

Question 2: Please rank the order of importance for the following potential additions to Lewisville’s recreation opportunities. Out of 41 respondents, 32 answered and 9 skipped this question. The respondents were asked to rank the following category on a scale of 1 through 8, with 1 being the most important and 8 being the least important. The averages of each rating are used here to identify the rankings based on the responses.

	1	2	3	4	5	6	7	8	Rating Average
Build a multi-court tennis center	3.1%	12.5%	12.5%	9.4%	15.6%	12.5%	18.8%	15.6%	5.13
Add outdoor basketball courts to more city parks	6.3%	3.1%	9.4%	9.4%	6.3%	18.8%	21.9%	25.0%	5.75
Provide easy public access to the Trinity River canoe/kayak trail	9.4%	9.4%	12.5%	21.9%	18.8%	12.5%	6.3%	9.4%	4.41
Create new and expanded hike/bike trails	28.1%	28.1%	15.6%	6.3%	15.6%	3.1%	3.1%	0.0%	2.75
Build a modern recreation center with a range of indoor facilities	28.1%	9.4%	12.5%	18.8%	15.6%	3.1%	3.1%	9.4%	3.53
Build an indoor aquatics center	6.3%	12.5%	18.8%	15.6%	6.3%	21.9%	9.4%	9.4%	4.53
Add bicycle lanes to city streets	12.5%	9.4%	9.4%	12.5%	6.3%	15.6%	15.6%	18.8%	4.94
Expand the Senior Activity Center facility and programs	6.3%	15.6%	9.4%	6.3%	15.6%	12.5%	21.9%	12.5%	4.97

Question 3: What is the single most important addition that should be made to the Lewisville parks and recreation system? Out of 41 respondents, 25 answered and 16 skipped this open-ended question. Below is a list of top three repeated items that are considered an important addition to the Lewisville parks and recreation system.

- Provide Hike/bike trails
- Tennis center
- Build a modern recreation center

Question 4: Do you have any other thoughts you would like to share related to the City parks and recreation services? Out of 41 respondents, 10 answered and 31 skipped this open-ended question. Based on responses, words or phrases that were repeated more often than others were identified as keywords, and those keywords were developed into common themes. Below is a list of top three common themes:

- Dog park
- A new recreational facility
- Park maintenance

CATEGORY 6 – LEWISVILLE LAKE

Question 1: How important are the following aspects of Lewisville Lake to Lewisville’s future? Out of 41 respondents, 34 answered and 7 skipped this question. The respondents were asked to answer “very important”, “important”, “unimportant”, “very unimportant”, or “no opinion”. Although percentages are used for this question, they should be understood as having only relative weight, given the small sample size.

	Very Important	Important	Unimportant	Very Unimportant	No Opinion	Rating Average
Providing a place for Lewisville residents to enjoy active recreation such as swimming, boating, picnics, athletic fields, etc.	64.7%	32.4%	2.9%	0.0%	0.0%	4.62
Providing recreational destinations that attract people from outside Lewisville	52.9%	38.2%	8.8%	0.0%	0.0%	4.44
Ensuring public access to the lake through boat ramps, marinas, fishing docks, etc.	51.5%	45.5%	3.0%	0.0%	0.0%	4.48
Creating a gathering place for citywide events and celebrations	41.2%	50.0%	5.9%	0.0%	2.9%	4.24
Maintaining natural settings with limited public access in order to minimize impact on the environment	32.4%	44.1%	14.7%	5.9%	2.9%	3.94
Maintaining natural settings that include opportunities for the public to interact with the environment	50.0%	47.1%	0.0%	0.0%	2.9%	4.38
Increasing the visibility of Lewisville Lake and tying it to the City's identity within the region	58.8%	32.4%	5.9%	0.0%	2.9%	4.41
Strictly limiting public access to Lewisville Lake in order to protect a vital water reservoir	3.0%	18.2%	42.4%	24.2%	12.1%	2.64

Question 2: Do you have any other thoughts you would like to share related to Lewisville Lake and its role in the future of Lewisville? Out of 41 respondents, 4 answered and 37 skipped this open-ended question. Comments included a need for aesthetics improvements and providing security around the lake area.

CATEGORY 7 – STREETS AND TRANSPORTATION

Question 1: Do you agree with the following statements about mass transit options in Lewisville? Out of 41 respondents, 34 answered and 7 skipped this question. The respondents were asked to rank “strongly agree”, “agree”, “disagree”, “strongly disagree”, or “no opinion” to the following statements.

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Rating Average
The focus of mass transit should be on expanding service times for commuter rail	32.4%	38.2%	17.6%	0.0%	11.8%	3.68
The focus of mass transit should be on expanding the number of places in the region that can be reached from Lewisville using commuter rail	41.2%	52.9%	0.0%	0.0%	5.9%	4.18
The focus of mass transit should be on increasing the number of frequency of buses connecting locations within Lewisville	20.6%	41.2%	14.7%	5.9%	17.6%	3.24
I expect to see increased use of commuter rail during the next 10 years	48.5%	39.4%	6.1%	3.0%	3.0%	4.24
I expect to see increased use of public bus service during the next 10 years	23.5%	41.2%	11.8%	5.9%	17.6%	3.29
I would like to see the public transit system serving Lewisville expand during the next 10 years	50.0%	35.3%	5.9%	0.0%	8.8%	4.09
If I could use reliable and affordable bus/train service to get to work each day, I would be likely to use public transit on a regular basis	41.2%	32.4%	14.7%	8.8%	2.9%	3.97
Convenience is more important to me than price in making the decision to use public transit	35.3%	44.1%	11.8%	0.0%	8.8%	3.88
Public transit services are a good use of public funds	35.3%	41.2%	15.7%	0.0%	8.8%	3.85
The city should actively encourage transit-oriented developments, including a mix of residential and commercial uses, adjacent to the commuter rail stations	50.0%	38.2%	8.8%	0.0%	2.9%	4.29

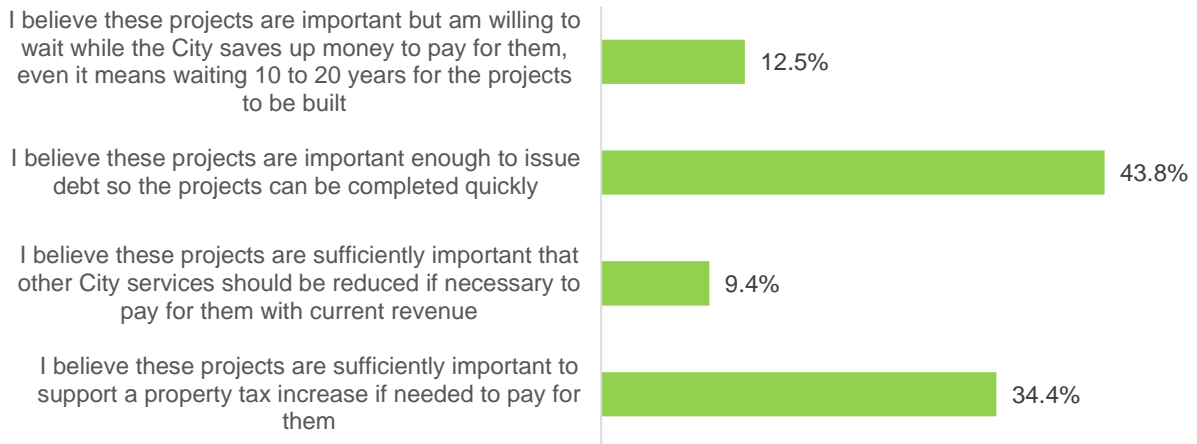
Question 2: How important are the following items when planning future construction or replacement of city streets? Out of 41 respondents, 34 answered and 7 skipped this question. The respondents were asked to answer “very important”, “important”, “unimportant”, “very unimportant”, or “no opinion”. Although percentages are used for this question, they should be understood as having only relative weight, given the small sample size.

	Very Important	Important	Unimportant	Very Unimportant	No Opinion	Rating Average
Relocating utility lines (electric, phone, cable) underground at City expense	17.6%	50.0%	17.6%	5.9%	8.8%	3.53
Including enhanced sidewalks and other amenities that encourage pedestrian traffic	54.5%	42.4%	3.0%	0.0%	0.0%	4.52
Including bicycle lanes, even if it means reducing the number of vehicle lanes in some cases	11.8%	32.4%	38.2%	17.6%	0.0%	3.38
Installing visually appealing landscape and similar features in rights-of-way and medians	35.3%	50.0%	8.8%	5.9%	0.0%	4.15

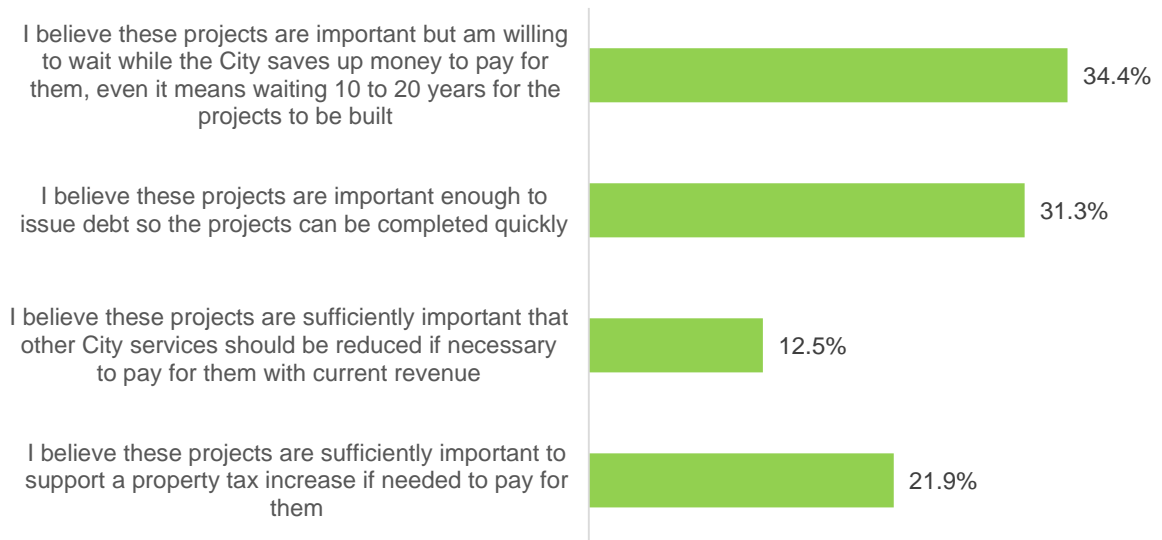
Question 3: Do you have any other thoughts you would like to share related to city streets, Interstate 35E construction or mass transit options in Lewisville? Out of 41 respondents, 9 answered and 32 skipped this open-ended question. There were concerns over the construction along I-35E corridor. There were also compliments for the City for doing a great job of planning vehicle transportation needs and upgrading streets.

CATEGORY 8 – TAXES AND FINANCE

Question 1: The City is in the final year of a voter-approved \$60 million bond package that included construction projects on neighborhood streets and major roadways around town. Building new roads, or upgrading existing roads, is expensive and can require additional revenue sources beyond the regular operating budget. Which of the following statements most closely describes your opinion on paying for major road construction and repair projects? Out of 41 respondents, 32 answered and 9 skipped this question.



Question 2: The Parks Board has drafted a \$130 million long-range plan for the city’s parks and recreation system, far exceeding the capacity of the voter-approved quarter-cent 4B sales tax. Some additional revenue source would be required in order to fund all portions of that plan. Which of the following statements most closely describes your opinion on paying for large park projects? Out of 41 respondents, 32 answered and 9 skipped this question.



Question 3: Do you have any other thoughts you would like to share related to City taxes and finance in Lewisville? Out of 41 respondents, 5 answered and 36 skipped this open-ended question. There were a wide range of comments from never reducing city services to improving road infrastructures to providing more parks.

CATEGORY 9 – LEWISVILLE AND THE FUTURE

Question 1: In your vision, how do you want Lewisville to be different in 2025 from what it is today?

Out of 41 respondents, 27 answered and 14 skipped this open-ended question. Based on responses, words or phrases that were repeated more often than others were identified as keywords, and those keywords were developed into common themes. Below is a list of five ten common themes:

- More entertainment and activities
- Old Town requires a facelift
- More businesses in operation
- More sustainable and environmentally conscience
- More single-family and less multi-family residential

Question 2: What is the single most important step Lewisville could take now to prepare for life in 2025? Out of 41 respondents, 20 answered and 21 skipped this open-ended question. The most popular comments involved continuing with this process and getting inputs from the public.

Question 3: Following are some programs cities sin other parts of the country have implemented. Is it a good idea for Lewisville to attempt similar programs? Out of 41 respondents, 33 answered and 8 skipped this question. The respondents were asked to rank “very good”, “good”, “bad”, “very bad”, or “no opinion” to the following statements.

	Very Good	Good	Bad	Very Bad	No Opinion	Rating Average
Encourage higher density development in the city core, centered on public transit and walkability, so people can live, work, shop and seek recreation with less dependence on vehicular traffic	60.6%	24.2%	9.1%	3.0%	3.0%	4.33
Gradually shift to the use of renewable energy sources (such as solar panels) to power City buildings, even if it costs more than traditional energy sources	27.3%	45.5%	18.2%	3.0%	6.1%	3.79
Create a set of optional "green" development standards to reduce environmental impact of new constructions	54.5%	33.3%	6.1%	0.0%	6.1%	4.24
Allow the use of pervious materials for parking lots when surface conditions are suitable as a way to reduce stormwater runoff and reduce heat island effects	36.4%	54.5%	3.0%	0.0%	6.1%	4.09
Let residents take their own environmental steps, including wind turbines, solar panels, rain recycling and environmentally friendly building materials	36.4%	48.5%	3.0%	0.0%	12.1%	3.85

Require apartment complexes and businesses to participate in on-site recycling programs	66.7%	27.3%	3.0%	3.0%	0.0%	4.58
Actively promote energy conservation by residents and businesses	48.5%	42.4%	0.0%	0.0%	9.1%	4.12
Actively promote water conservation by residents and businesses	45.5%	45.5%	0.0%	0.0%	9.1%	4.09
Create attractive and easily accessible pedestrian connections between residential areas, commercial districts, public transit stations and recreation facilities	65.6%	31.3%	0.0%	0.0%	3.1%	4.53

Question 4: What does Lewisville need to do or have in order to be attractive to new residents? Out of 41 respondents, 23 answered and 18 skipped this open-ended question. Based on responses, words or phrases that were repeated more often than others were identified as keywords, and those keywords were developed into common themes. Below is a list of top three common themes:

- Quality and affordable housing products
- Quality schools
- More retail

Question 5: What does Lewisville need to do or have in order to be attractive to families with children? Out of 41 respondents, 25 answered and 16 skipped this open-ended question. Based on responses, words or phrases that were repeated more often than others were identified as keywords, and those keywords were developed into common themes. Below is a list of top three common themes:

- Focus on education quality
- Focus on parks and recreational opportunities
- Safe neighborhoods

Question 6: What does Lewisville need to do or have in order to be attractive to single young adults? Out of 41 respondents, 25 answered and 16 skipped this question. Based on responses, words or phrases that were repeated more often than others were identified as keywords, and those keywords were developed into common themes. Below is a list of top three common themes:

- More affordable housing
- Entertainment venues and activities
- More upscale shopping, dining and entertainment

Question 7: What does Lewisville need to do or have in order to be attractive to active seniors? Out of 41 respondents, 22 answered and 19 skipped this open-ended question. Based on responses, words or phrases that were repeated more often than others were identified as keywords, and those keywords were developed into common themes. Below is a list of top three common themes:

- Improve public transportation, particularly bus transportation for seniors
- Expand and improve Senior Activity Center
- Pedestrian-friendly areas

Open-Ended Survey

Below is the synopsis of the Open Ended survey questions.

Question 1: Imagine Lewisville as you want it to be in 2025. What is it like? Write a brief description of the Lewisville you want for the future. Out of 117 respondents, 114 answered and 3 skipped this question. Based on responses, words or phrases that were repeated more often than others were identified as keywords, and those keywords were developed into common themes. Below is a list of top ten common themes:

- Sustainable and livable community
- A city with diversity of housing, education, entertainment, employment and recreational choices
- Encourage pride in Lewisville
- Improve the safety level by
- Family-friendly environment
- Encourage city beautification
- Stricter code enforcement
- More cohesive building designs
- Make Lewisville a unique destination
- Utilize Old Town more often

Question 2: What three changes would do the most to create the city you want in the future?

Out of 117 respondents, 115 answered and 2 skipped this question. The top three responses are below:

- Trail connections
- Neighborhood revitalization
- Beautification that include planting trees, cleaning up, building cohesion, etc.

Question 3: What are the most important features of a livable, thriving and desirable neighborhood?

Out of 117 respondents, 115 answered and 2 skipped this question. Out of 117 respondents, 114 answered and 3 skipped this question. Based on responses, words or phrases that were repeated more often than others were identified as keywords, and those keywords were developed into common themes. Below is a list of top five common themes:

- Safety
- Clean, well maintained setting
- Sense of community/friendly neighbors
- Green space and walkability
- Quality of education

Question 4: What types of jobs and businesses are most important so Lewisville's economy is sound and successful? Out of 117 respondents, 103 answered and 14 skipped this question. Below is a list of top five industry types based on the responses.

- Professional services such as medical, dental, insurance, etc.
- Manufacturing jobs
- Technology
- Small businesses
- Healthcare services

Question 5: What place, even or other feature do you think of first when you think of Lewisville? Out of 117 respondents, 111 answered and 6 skipped this question. Based on responses, the top five listed features are shown below.

- Lake Lewisville (positive and negative)
- Old Town
- Western Days
- Vista Ridge Mall
- MCL Grand Theater

Question 6: What services or facilities provided by the City of Lewisville are most important to you?

Out of 117 respondents, 112 answered and 5 skipped this question.

The top three listed facilities are:

- Library
- MCL Grand Theater
- Recreation Center

The top three listed services are:

- Police department
- Fire department
- Recycling programs

Question 7: What are the two things you like most about Lewisville today? Out of 117 respondents, 109 answered and 8 skipped this question. The top five are listed below.

- Shopping
- Neighbors
- Small town feeling
- Location within the metroplex and convenience to major highways
- Proximity to Lewisville Lake

Question 8: What are the two things you like least about Lewisville today? Out of 117 respondents, 109 answered and 8 skipped this question. Below are the top five responses.

- Lack of maintenance on older buildings and neighborhoods
- Deteriorating neighborhoods
- Traffic congestion
- Overflow of apartments and multi-family residential
- Low median household income compared to surround cities

Question 9: What other ideas should be considered in shaping the plan for Lewisville 2025? Out of 117 respondents, 96 answered and 21 skipped this question. Based on responses, words or phrases that were repeated more often than others were identified as keywords, and those keywords were developed into common themes. Below is a list of top five common themes:

- More recreational activities and events
- Keep the old town atmosphere
- Embrace the cultural and ethnic diversity
- More urban spaces that include green spaces, community gardens, water parks, etc.
- Improve transportation system

