



AGENDA
CITY OF TAYLOR, TEXAS
SPECIAL CALLED CITY COUNCIL WORKSHOP
TAYLOR PUBLIC LIBRARY, MEETING ROOM
801 VANCE STREET, TAYLOR, TX 76574
FEBRUARY 23, 2026, 6:00 PM

CALL TO ORDER AND DECLARE A QUORUM

AGENDA ITEM

Presentation and discussion of the Comprehensive Plan and Land Development Code diagnostic prepared by Freese & Nichols, including possible direction to staff and consultants regarding findings and next steps.

ADJOURN

The Council may vote and/or act upon each of the items listed in this Agenda. As authorized by Section 551.071(2) of the Texas Government Code, the Workshop Meeting and/or Regular Meeting may be convened into Closed Executive Session for the purpose of seeking confidential legal advice from the City Attorney on any agenda item listed herein.

I certify that the notice of meeting was posted in the Taylor City Hall Lobby before 5:00 p.m. on February 17, 2026, and remained posted for at least three business days before the scheduled date of said meeting. I further certify that the following news media was notified of this meeting: Taylor Press.

In compliance with the ADA the Taylor Public Library and its Meeting Room are wheelchair accessible. Reasonable accommodations will be provided for persons attending city council meetings in need of special assistance. Please contact the City Clerk at least 24 hours prior to the meeting for special assistance.

Posted by: Lucy Aldrich Date: February 17, 2026



City Council Meeting February 23, 2026 Transmittal Letter

STRATEGIC PILLAR

Agenda Item Number: 1.

Agenda Title: **Presentation and discussion of the Comprehensive Plan and Land Development Code diagnostic prepared by Freese & Nichols, including possible direction to staff and consultants regarding findings and next steps.**

Council Action to be Taken: No action.

Department Submitted: City Management

Staff Contact:

1. PURPOSE / DESCRIPTION

The purpose of this item is to receive a presentation from Freese & Nichols regarding Phase 1 of the Comprehensive Plan diagnostic along with an overview of public input received through the scientific random survey, the online open survey, stakeholder meetings, and public open houses. Staff will then seek direction from the City Council on the next steps for implementation of the diagnostic information and public input.

2. STAFF ANALYSIS / BACKGROUND / PRIOR COUNCIL ACTIONS

The City released a RFQ on May 5, 2025, to solicit proposals for consulting services to update the City's Comprehensive Plan and Land Development Code. On August 28, 2025, the City Council selected Freese and Nichols to complete Phase 1 of the project called "Diagnostic and Visioning," which included project management and quality control, a diagnostic kickoff, review of the current plan and code, and public engagement.

3. PROS and CONS	
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<u>PROS</u>	<u>CONS</u>
• N/A	• N/A

4. RECOMMENDATION

N/A

5. FUNDING SOURCE

N/A

6. TIMELINE

N/A

7. OTHER OPTIONS

N/A

8. ATTACHMENTS

1. 2026.02.09. ETC Survey Findings Taylor
2. Non-Random Survey Results Taylor (021726)
3. Presentation - Comp Plan Update



2026 City of Taylor Resident Survey Findings Report

Submitted to the City of Taylor, Texas

February 2026



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2026 City of Taylor Resident Survey Executive Summary

Overview

ETC Institute administered a resident survey in the City of Taylor during the winter of 2026. This survey will be used to help determine land use and zoning priorities for the community and is an important part of the City's ongoing effort to identify and respond to the needs of the community.

Methodology

ETC Institute mailed a survey packet to a random sample of households in the City of Taylor. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. After the surveys were mailed, ETC Institute followed up with respondents to encourage participation. Random sampling is the foundation of ETC Institute's statistically valid survey methodology because it ensures that every household in the community has an equal and known chance of being selected to participate. This approach helps prevent bias and allows the survey results to reflect the full range of resident perspectives, not just those who choose to respond on their own. When households are selected randomly and accurately distributed across geographic areas and key demographic groups, the sample becomes a reliable cross-section of the entire community. As a result, even a relatively small number of surveys completed can accurately represent the opinions of thousands of residents. This is because the goal of random sampling is representativeness, not sheer volume, and the findings can be generalized to the larger population within a clearly defined margin of error. In short, ETC Institute's random-sample methodology provides decision-makers with trustworthy, community-wide insights grounded in proven scientific research standards.

The goal was to collect a minimum of 400 surveys from randomly selected households. The goal was met with 457 surveys collected. The overall results for the sample of 457 surveys have a precision of at least +/- 4.6 at the 95% level of confidence.

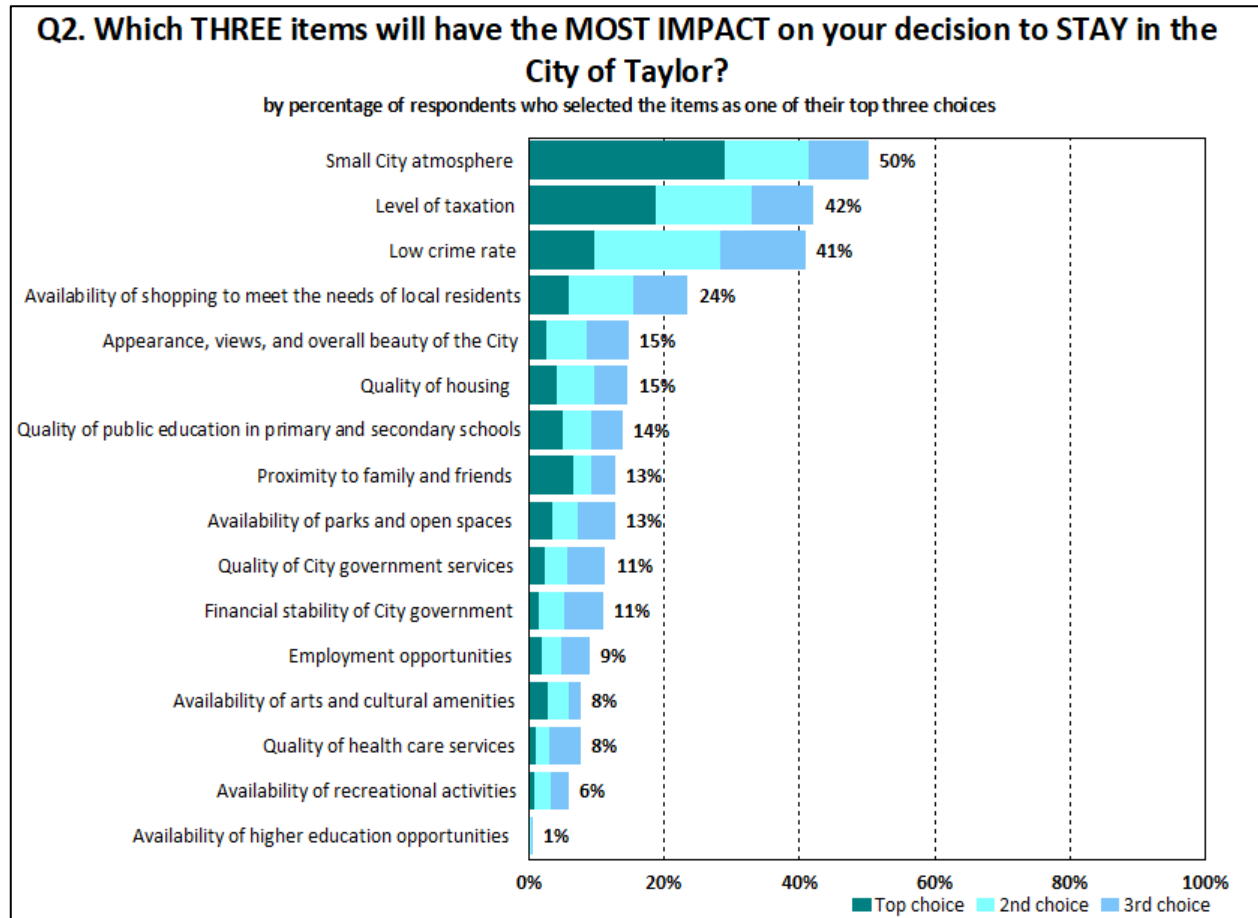
This report contains the following:

- Charts showing the overall results of the survey (Section 1)
- Importance-Satisfaction analysis (Section 2)
- Tabular data showing the overall results for all questions on the survey (Section 3)
- A copy of the cover letter and survey instrument (Section 4)

The major findings of the survey are summarized below and on the following pages.

Major Findings

Reasons to Live in Taylor. Respondents were asked to indicate how important a list of reasons were in their decision to live in Taylor. The highest rated reasons, based upon extremely important and very important percentages, were low crime rate (87%), financial stability of City government (77%), and level of taxation (75%). Respondents were then asked to select which three of those items will have the most impact on their decision to stay in the City of Taylor. Fifty percent of respondents (50%) selected small City atmosphere, 42% selected level of taxation, and 41% selected low crime rate.



Housing. Respondents were asked what they would be most interested in if they were in the market for a new home. Eighty-one percent of respondents (81%) would be most interested in a single-family detached home, 4% selected mixed-use development, and 3% selected a condominium. Respondents were then asked to indicate what would be the biggest obstacles to them purchasing or renting a home. Thirty-eight percent (38%) indicated that a Homeowners Association would be their biggest obstacle, 29% selected light, traffic, or noise from nearby commercial or industrial businesses, and 28% indicated zoning or building code restrictions that prohibit changes.

Future of the City. Presented with a list of statements, respondents were asked to indicate which one best described how they feel about the community’s direction. Half of respondents (50%) selected Taylor is growing too quickly, 31% selected Taylor is not growing fast enough,

12% selected Taylor is growing in a way that improves quality of life, and 8% selected growth is well balanced between old & new areas. Respondents were then asked to select which words best describe the kind of community they want Taylor to be in the future. The most selected words were family friendly (71%), affordable (62%), and quiet and residential (44%).

Preservation and Development. Respondents were asked to indicate how important two items related to preservation and development are to them. Sixty-three percent of respondents (63%) indicated that the City of Taylor continues to preserve and reinvest in historic buildings and neighborhoods is either “extremely important” (35%) or “very important” (28%) to them. Thirty-seven percent (37%) indicated that the City of Taylor continues to invest in new developments that expand new eras of Taylor for continued revitalization and growth is either “extremely important” (20%) or “very important” (17%) to them.

Land Use and Development. Presented with a list of potential land uses, respondents were asked to indicate if they would like more, about the same, or fewer of the types of places in Taylor. The top three places that respondents would like to see more of are restaurants, coffee shops, and bakeries (72%), entertainment establishments (72%), and grocery stores/pharmacies/and other shops for necessities (62%).

Positive Aspects of Recent Growth. Respondents were asked to indicate what aspects of recent growth and development have been the most positive. The most selected items were new shopping & dining options (35%), revitalization of historic buildings or downtown (34%), and community events & gathering places (23%). When asked what items they would like to see more of, most respondents selected improved infrastructure (68%).

Opportunities in Residential Development. Respondents were asked to rate their satisfaction with 19 aspects of new residential developments completed in Taylor during the past three years. Of the 19 areas that were assessed, respondents were most satisfied, based on the sum of “very satisfied” and satisfied” responses with the proximity of developments to family and friends, the access to schools, and the proximity to healthcare providers. Respondents were least satisfied with the street condition associated with these developments as well as how close the homes are to one another. Respondents were also asked to rate which three of the 19 items they believe should receive the most emphasis from City leaders over the next five years. Based on the sum of the respondents’ top three choices street condition, the overall feeling of safety and security, and how close the homes are to one another were the items respondents would like the city to provide the most emphasis on moving forward.

To help the City identify investment priorities for the next five years, ETC Institute conducted an Importance-Satisfaction analysis. This analysis examined the emphasis residents placed on each item as well as the level of satisfaction in each area. By identifying items with high importance and low satisfaction, the analysis identifies which areas will have the greatest impact on overall satisfaction with residential developments over the next five years. If the City wants to improve overall satisfaction with residential developments, the City should prioritize investments in areas with the highest Importance-Satisfaction ratings. Details regarding the methodology for this analysis can be found in Section 2 of this report.

Based on the results of the Importance-Satisfaction Analysis, the residential development areas that are considered to be very high and high priorities are listed below:

- Street condition
- Density, how close the homes are to one another
- Feeling of safety and security
- Overall maintenance
- Traffic congestion
- Overall design and appearance
- Access to shopping and services

The Importance-Satisfaction Analysis for seven of the 19 areas analyzed is shown in the table below. The remainder of the Importance-Satisfaction Analysis can be found in Section 2 of this report.

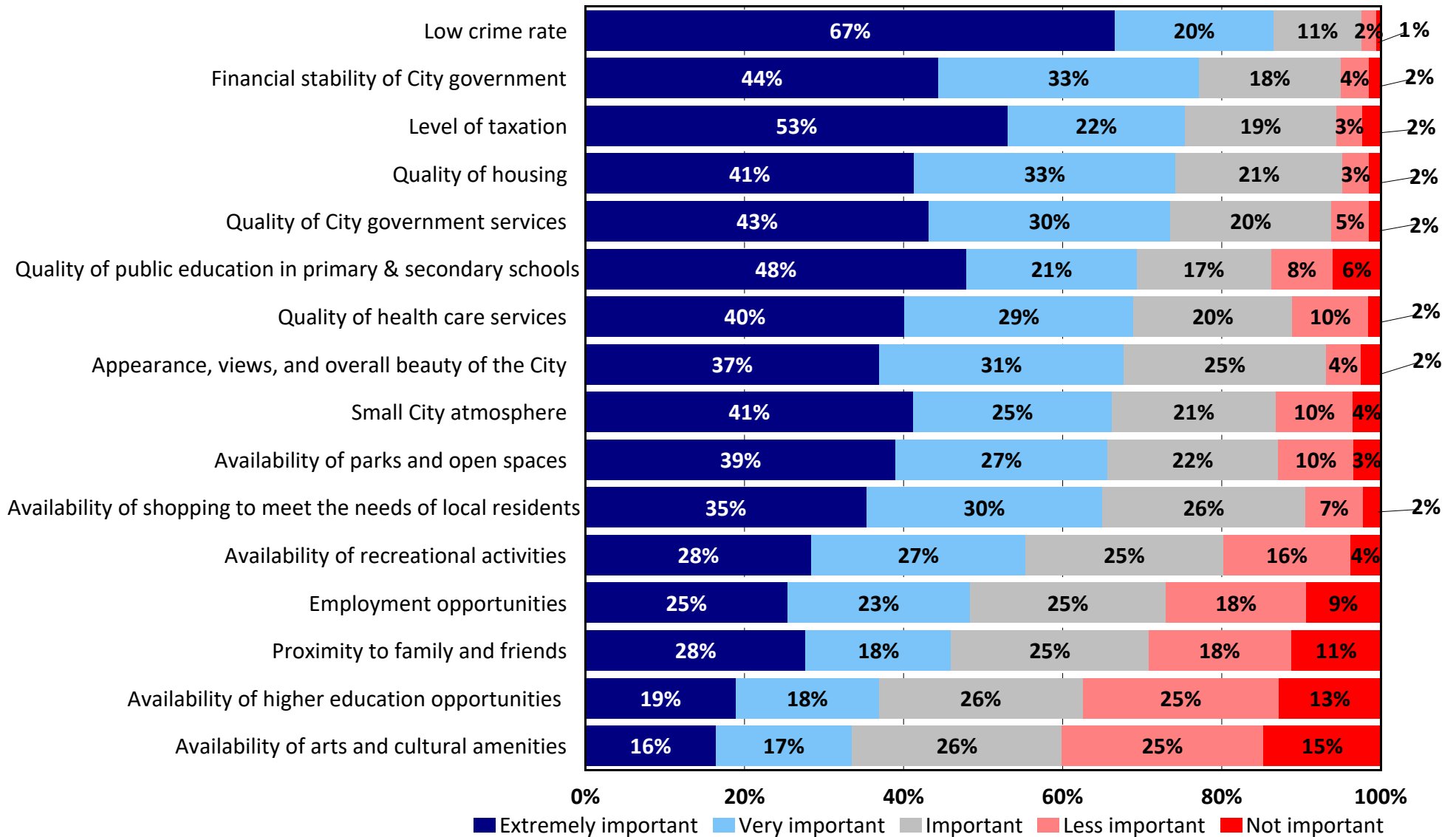
2026 Importance-Satisfaction Rating Taylor, Texas Residential Development				
Category of Service	Most Important Rank	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>				
Street condition	1	19	0.4487	1
<u>High Priority (IS .10-.20)</u>				
Density, how close the homes are to one another	3	18	0.1855	2
Feeling of safety and security	2	4	0.1845	3
Overall maintenance	4	17	0.1538	4
Traffic congestion	7	12	0.1142	5
Overall design and appearance	8	14	0.1064	6
Access to shopping and services	5	7	0.1005	7



Charts and Graphs

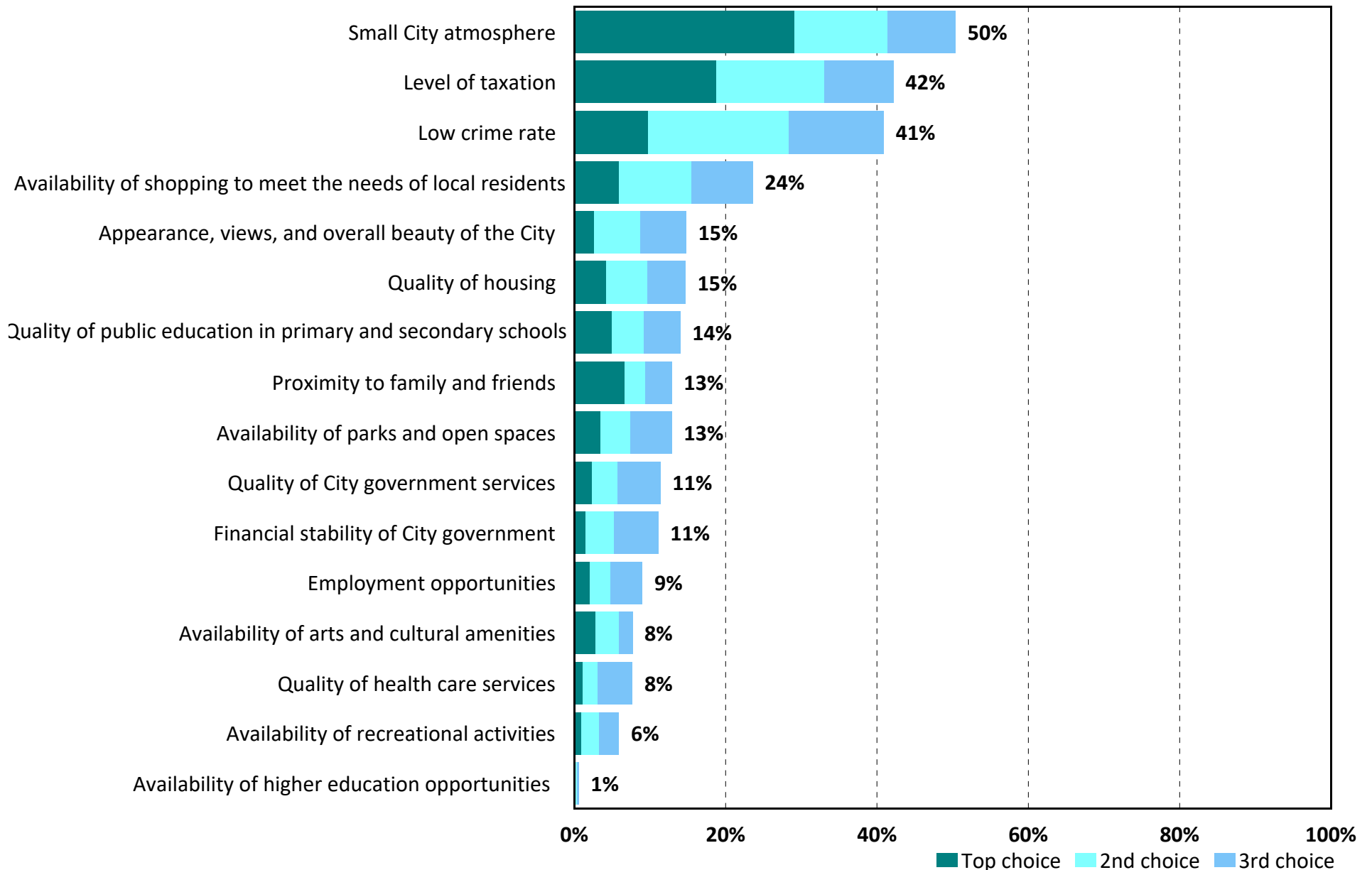
Q1. Please indicate how important each of the following reasons were in your decision to live in Taylor.

by percentage of respondents (excluding "not provided")



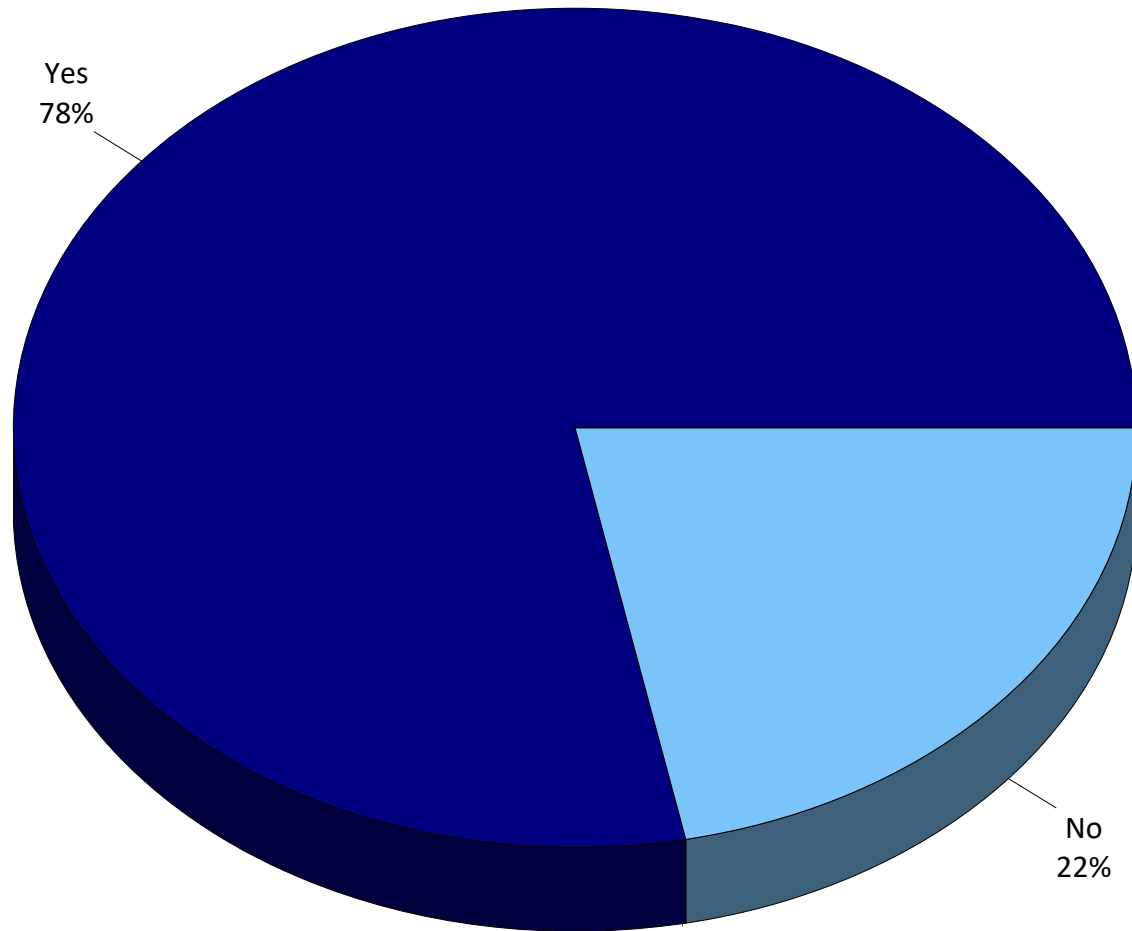
Q2. Which THREE items will have the MOST IMPACT on your decision to STAY in the City of Taylor?

by percentage of respondents who selected the items as one of their top three choices



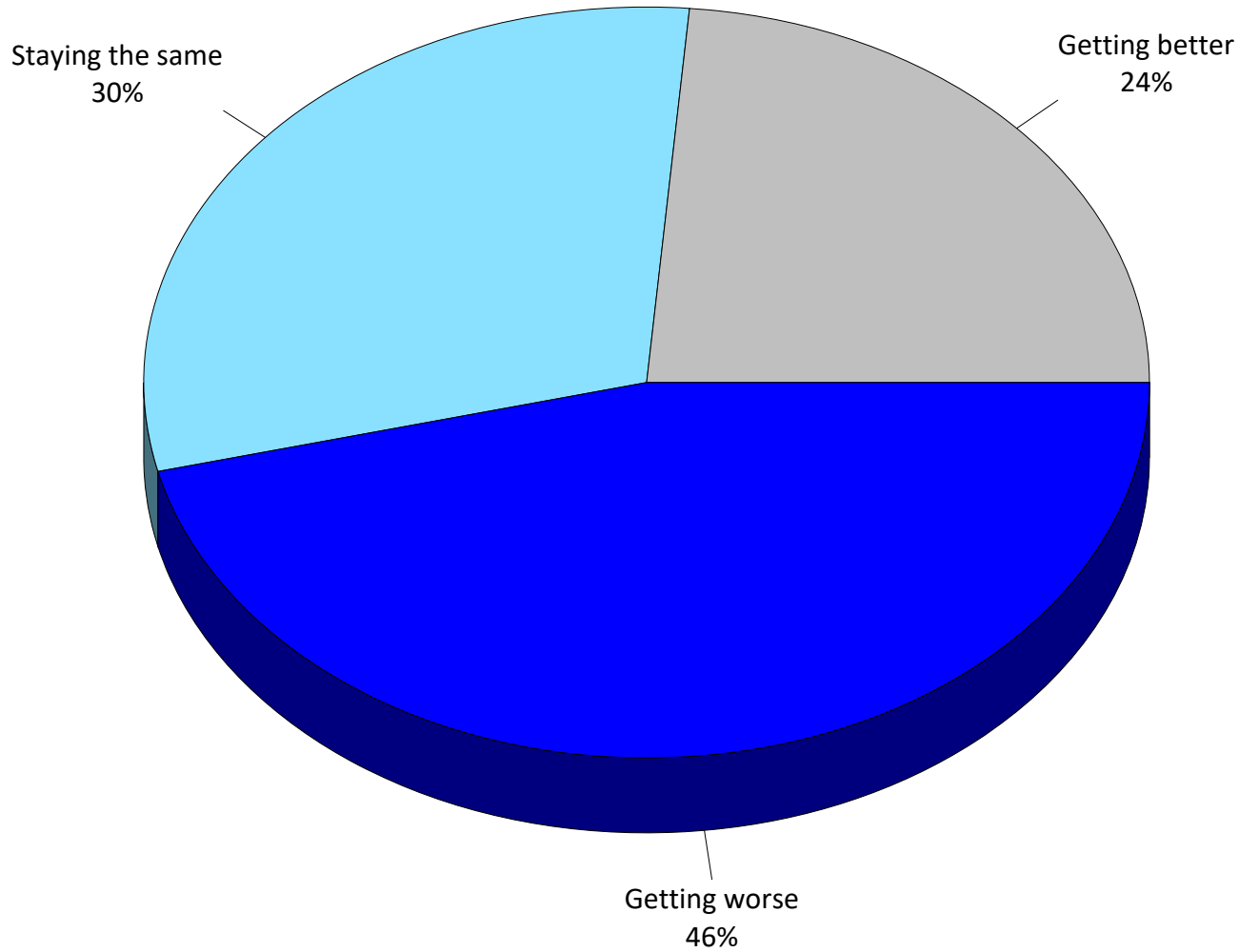
Q3. Do you think you will be living in the City five years from now?

by percentage of respondents (excluding "don't know")



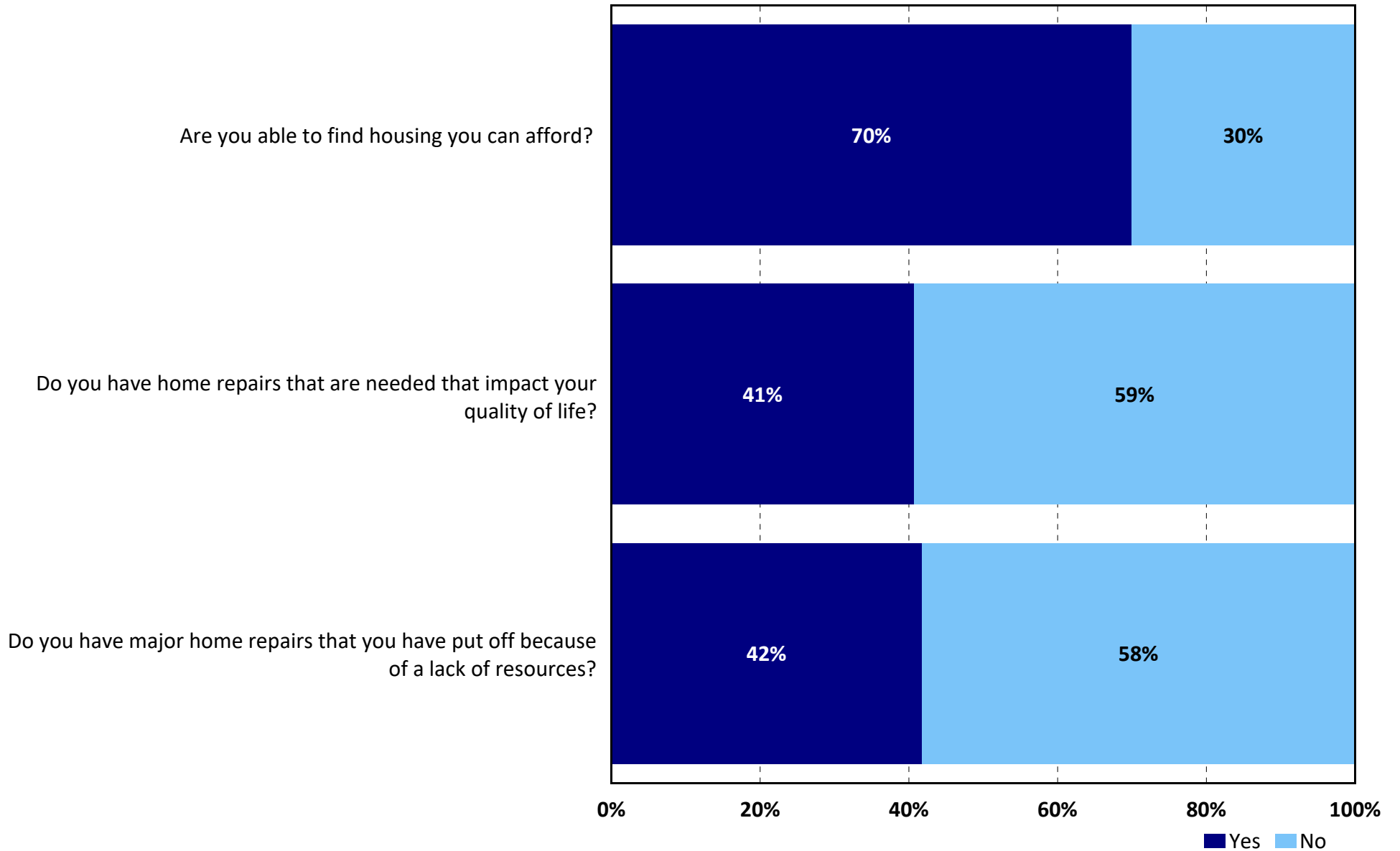
Q4. Do you think the overall quality of life in the City is getting better, staying the same, or getting worse?

by percentage of respondents who have visited (excluding "not provided")



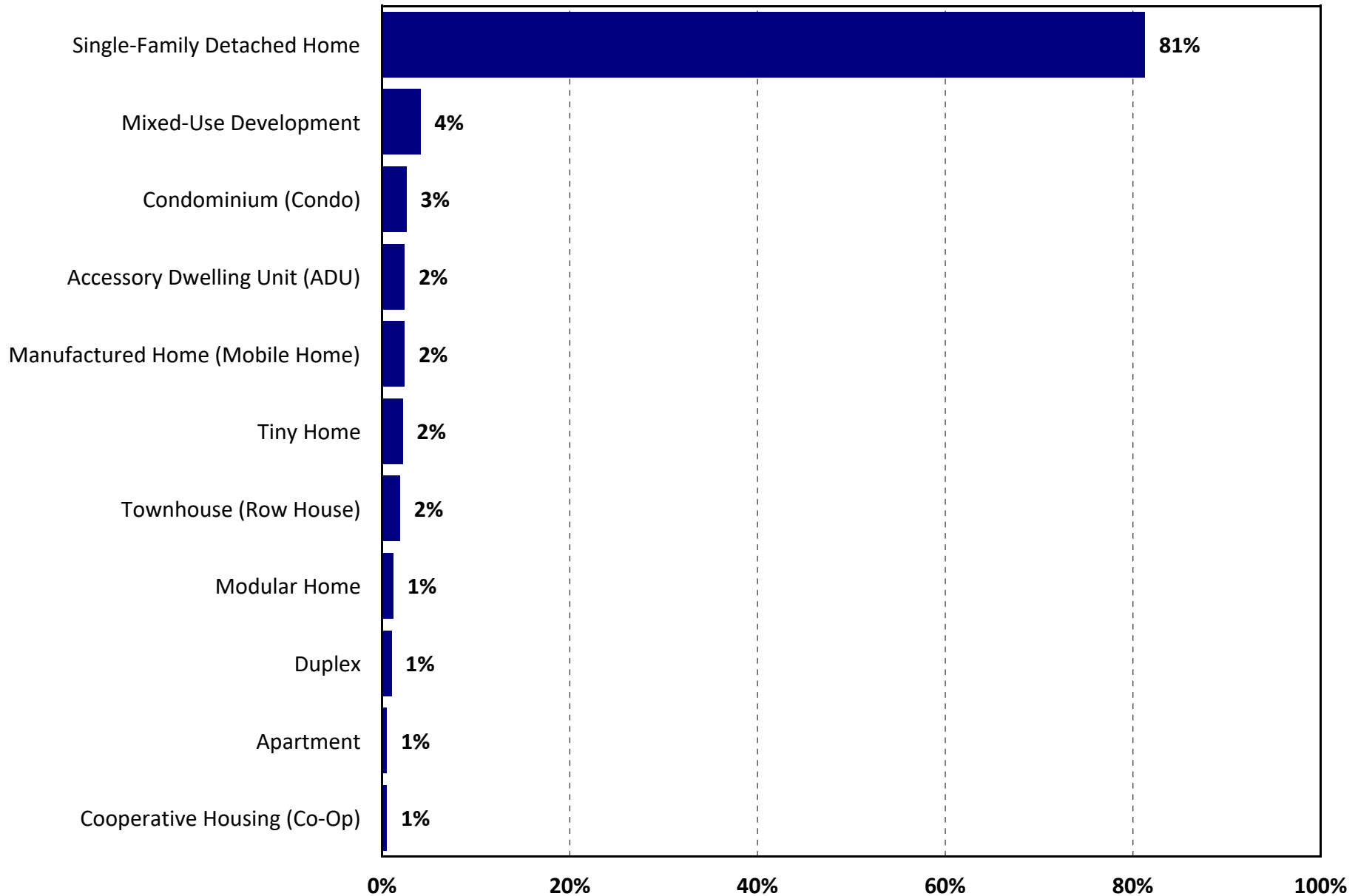
Q5. Please answer the following questions by circling either "Yes" or "No."

by percentage of respondents (excluding "not provided")



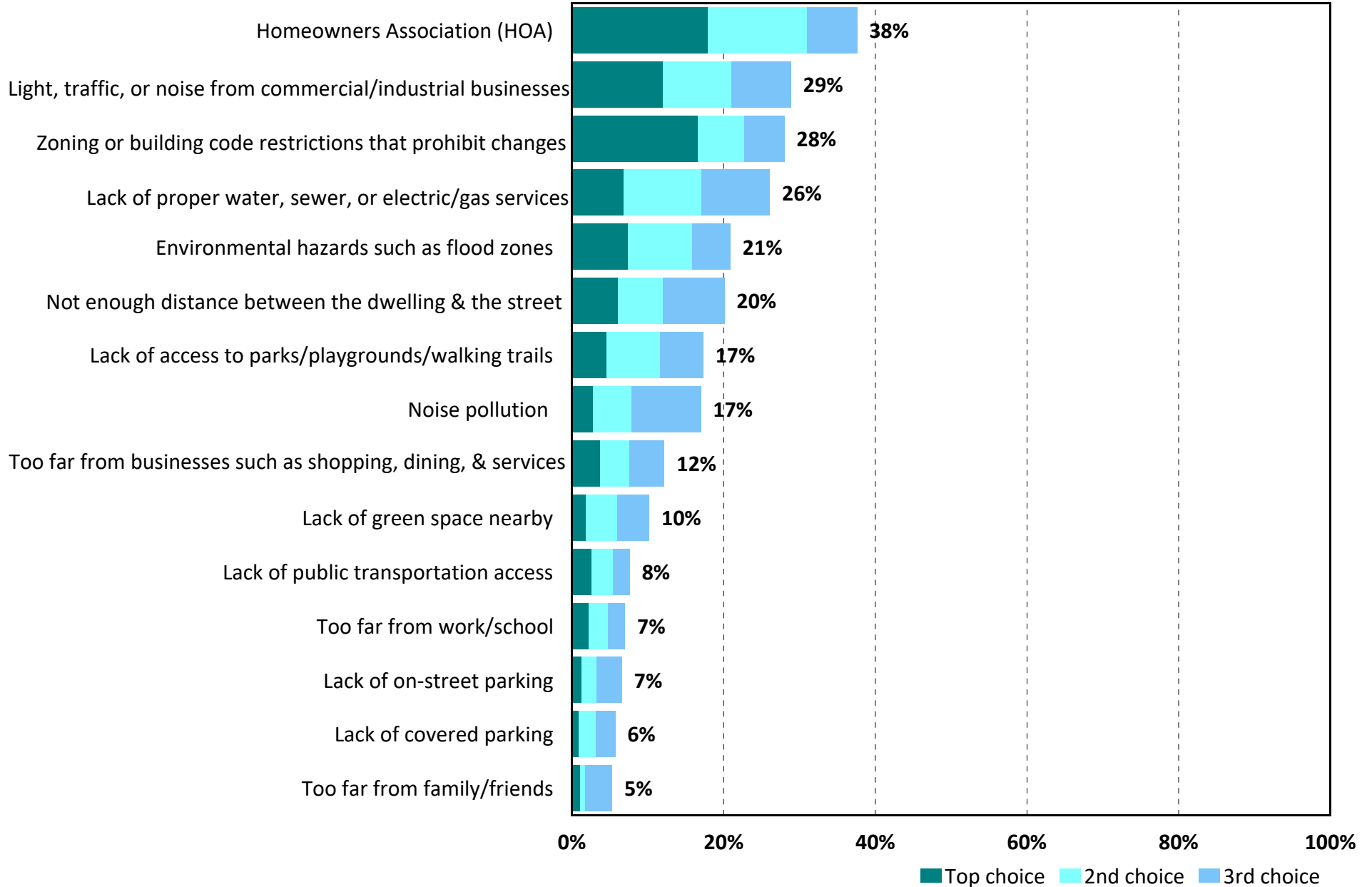
Q6. If you were in the market for a new home, which ONE of the following would you be MOST INTERESTED in?

by percentage of respondents (excluding "not provided")



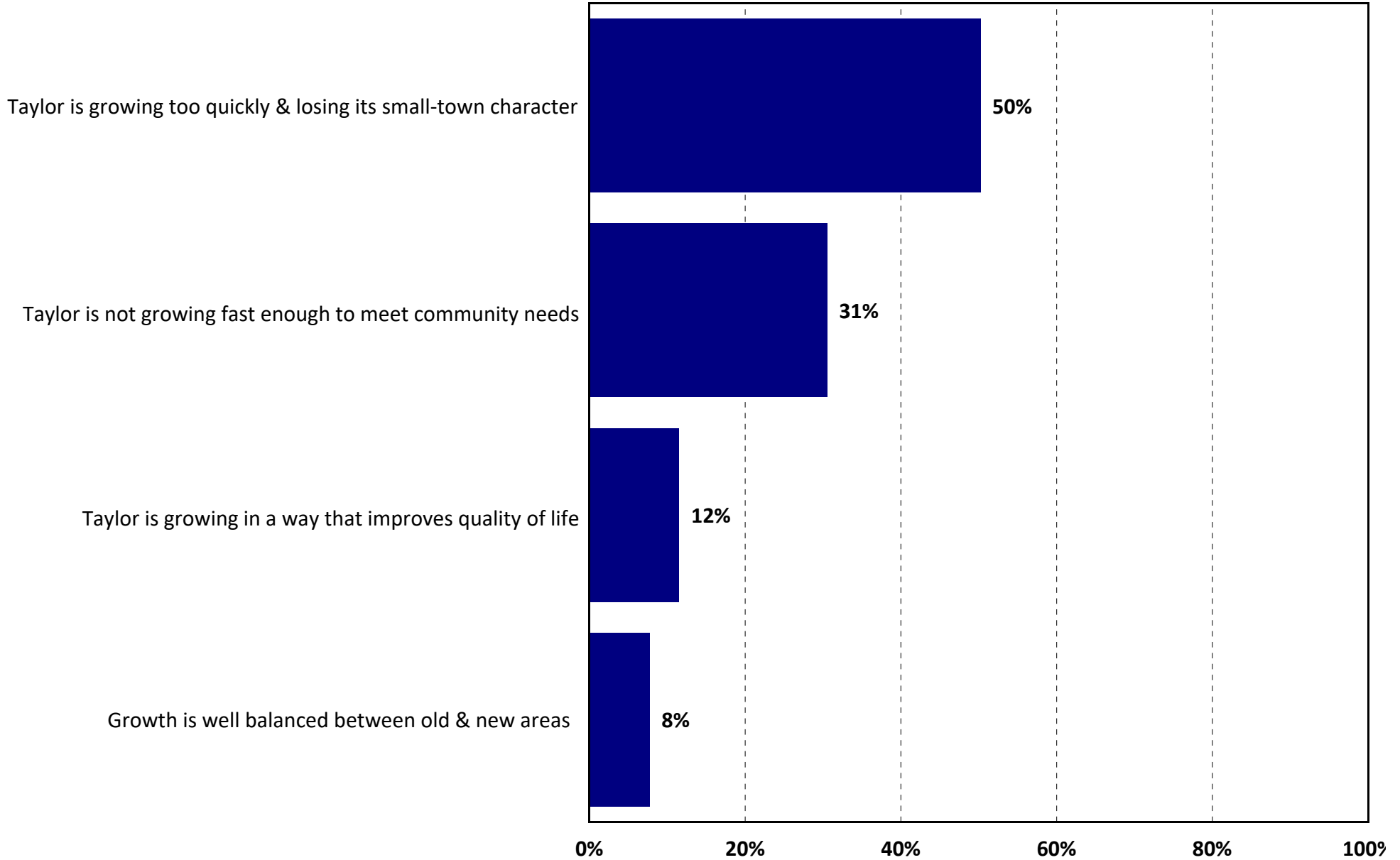
Q6a. If you were interested in purchasing or renting a new home, which would be your THREE biggest obstacles to purchasing or renting a home today?

by percentage of respondents who selected the items as one of their top three choices



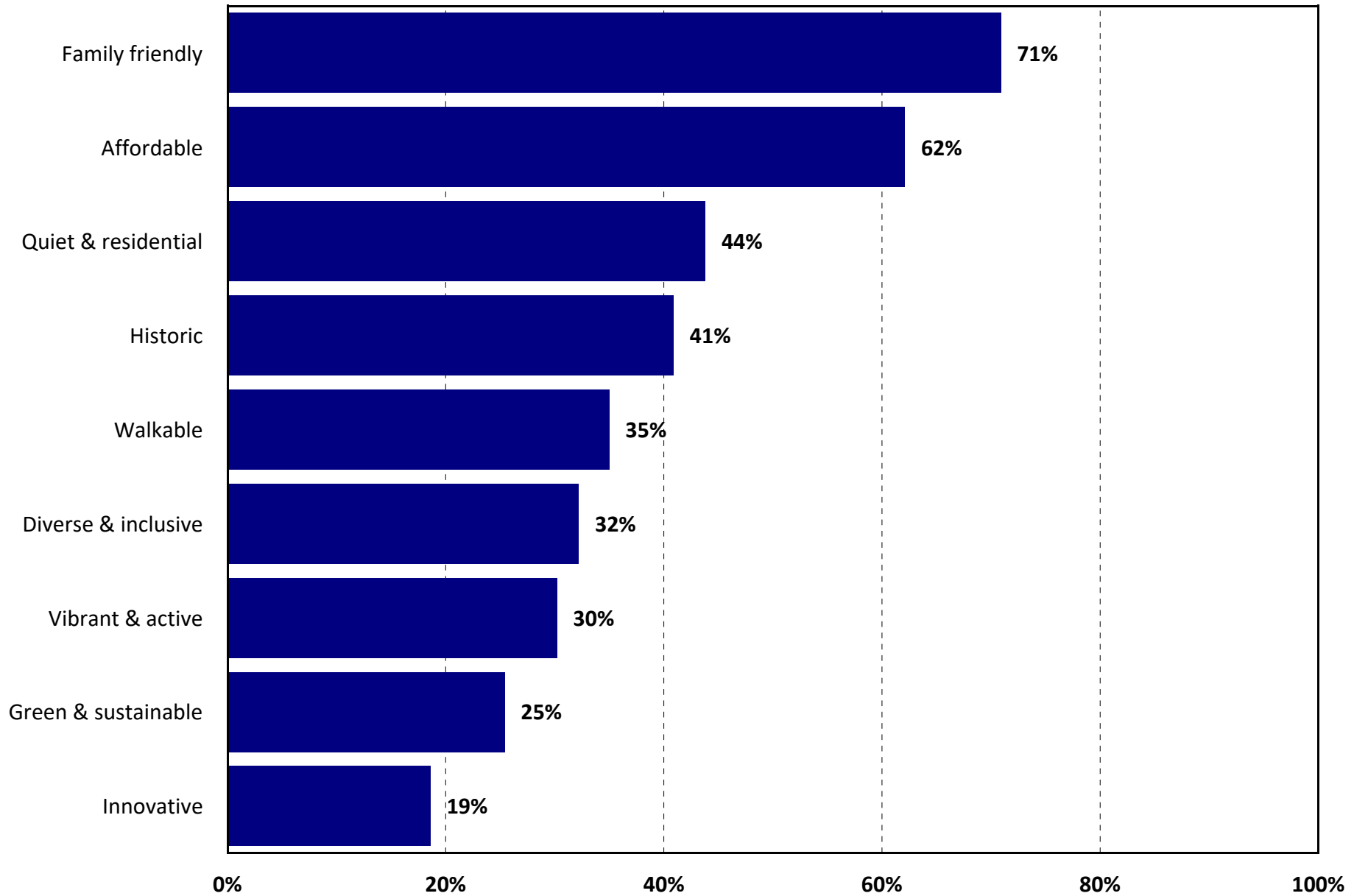
Q7. When you think about the City of Taylor, which statement best describes how you feel about the community's direction?

by percentage of respondents (excluding "don't know")



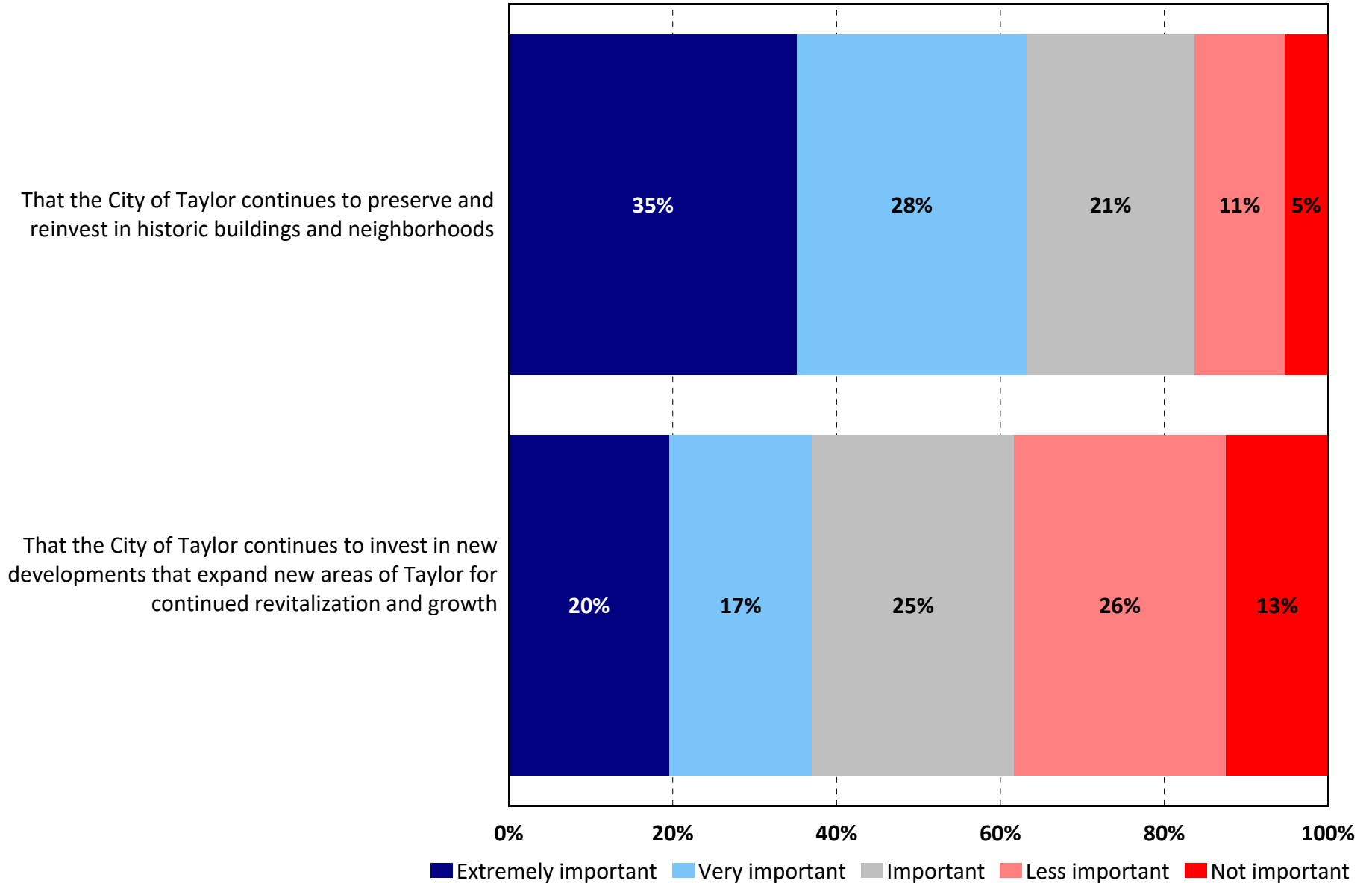
Q8. Which words best describe the kind of community you want Taylor to be in the future?

by percentage of respondents (multiple selections allowed)



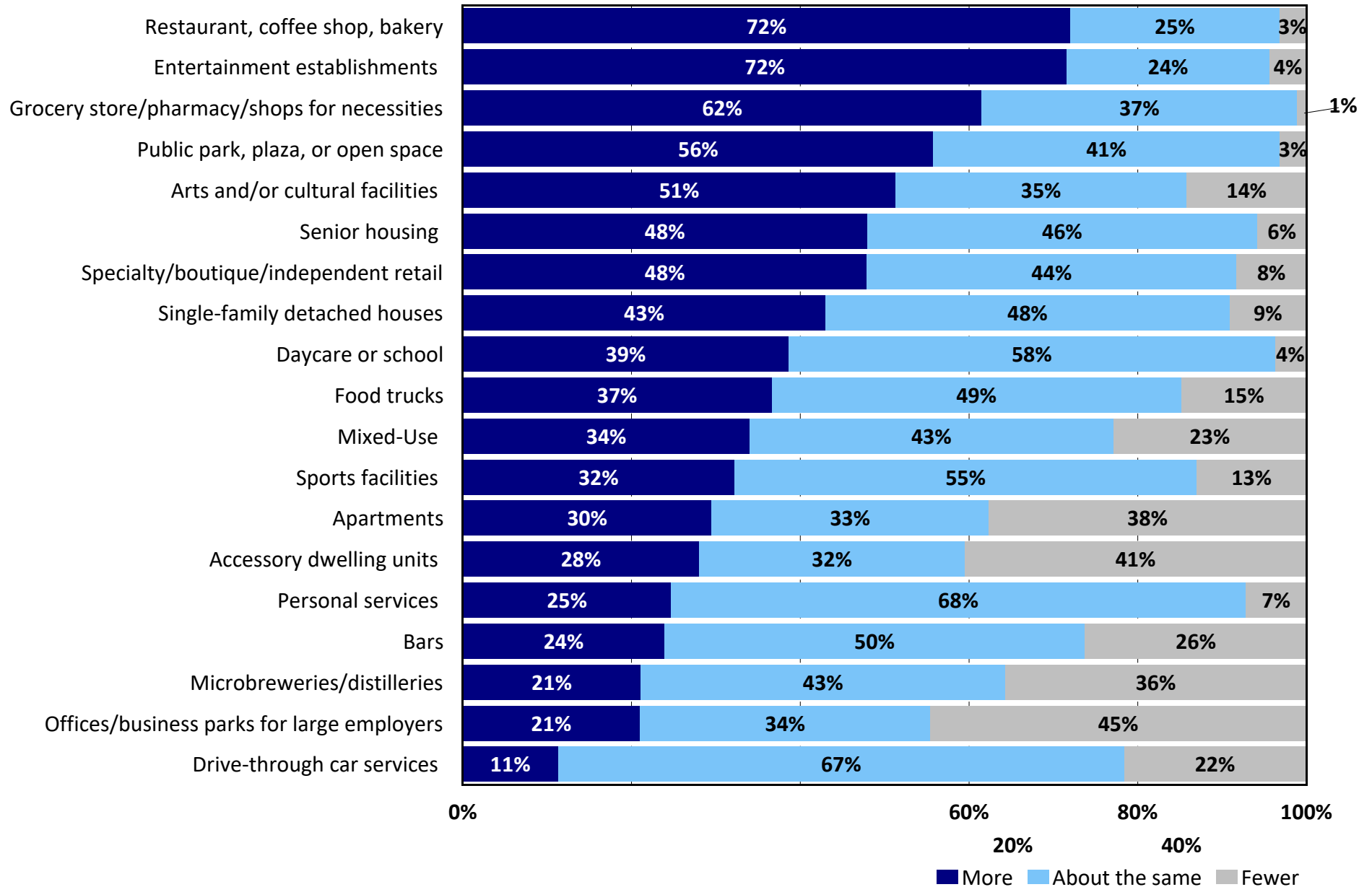
Q9. Please rate the importance of each item listed below.

by percentage of respondents (excluding "not provided")



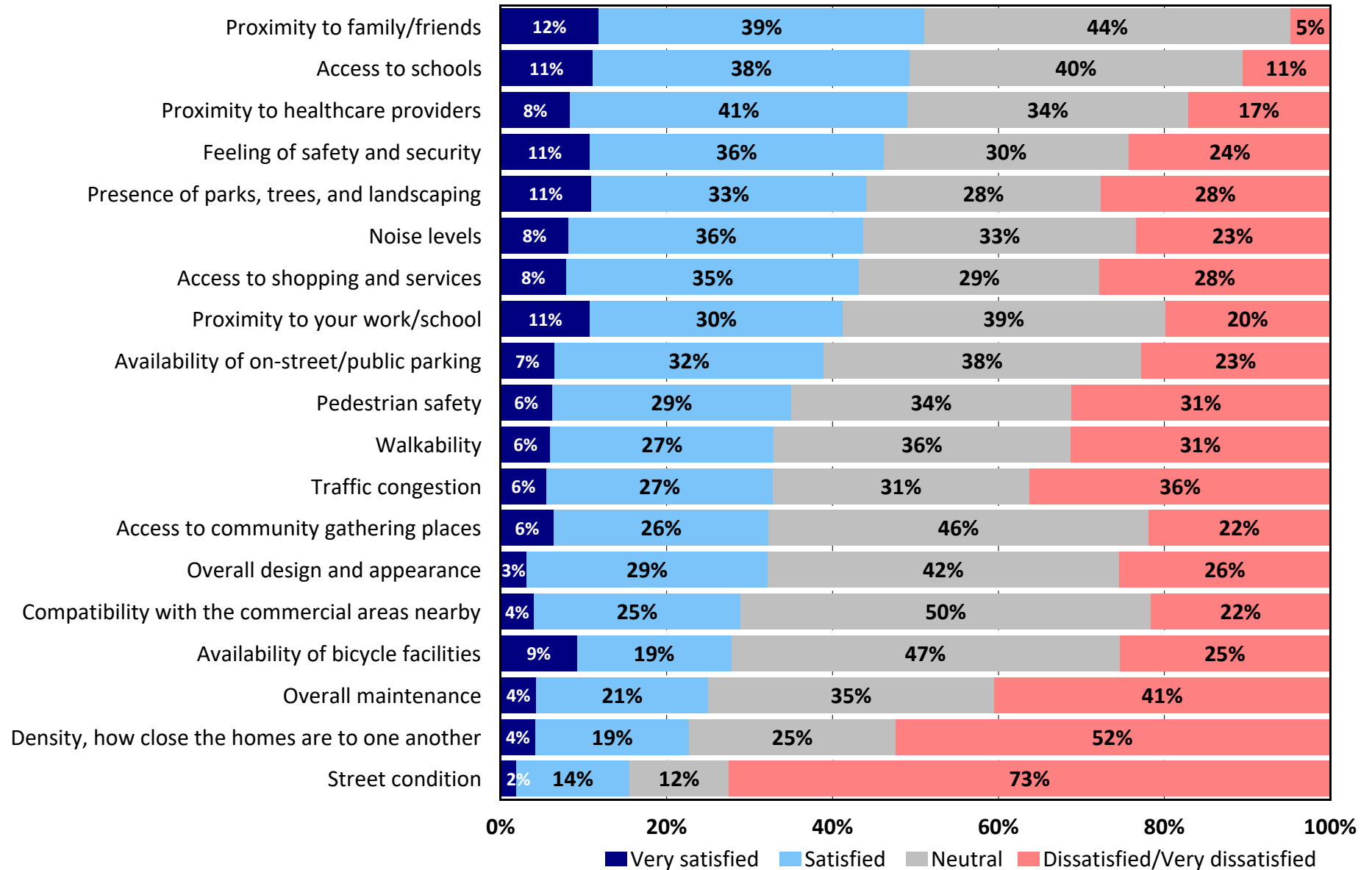
Q10. Please indicate if you would like to see “More,” “About the same,” or “Fewer” of the following types of places in Taylor.

by percentage of respondents (excluding "don't know")



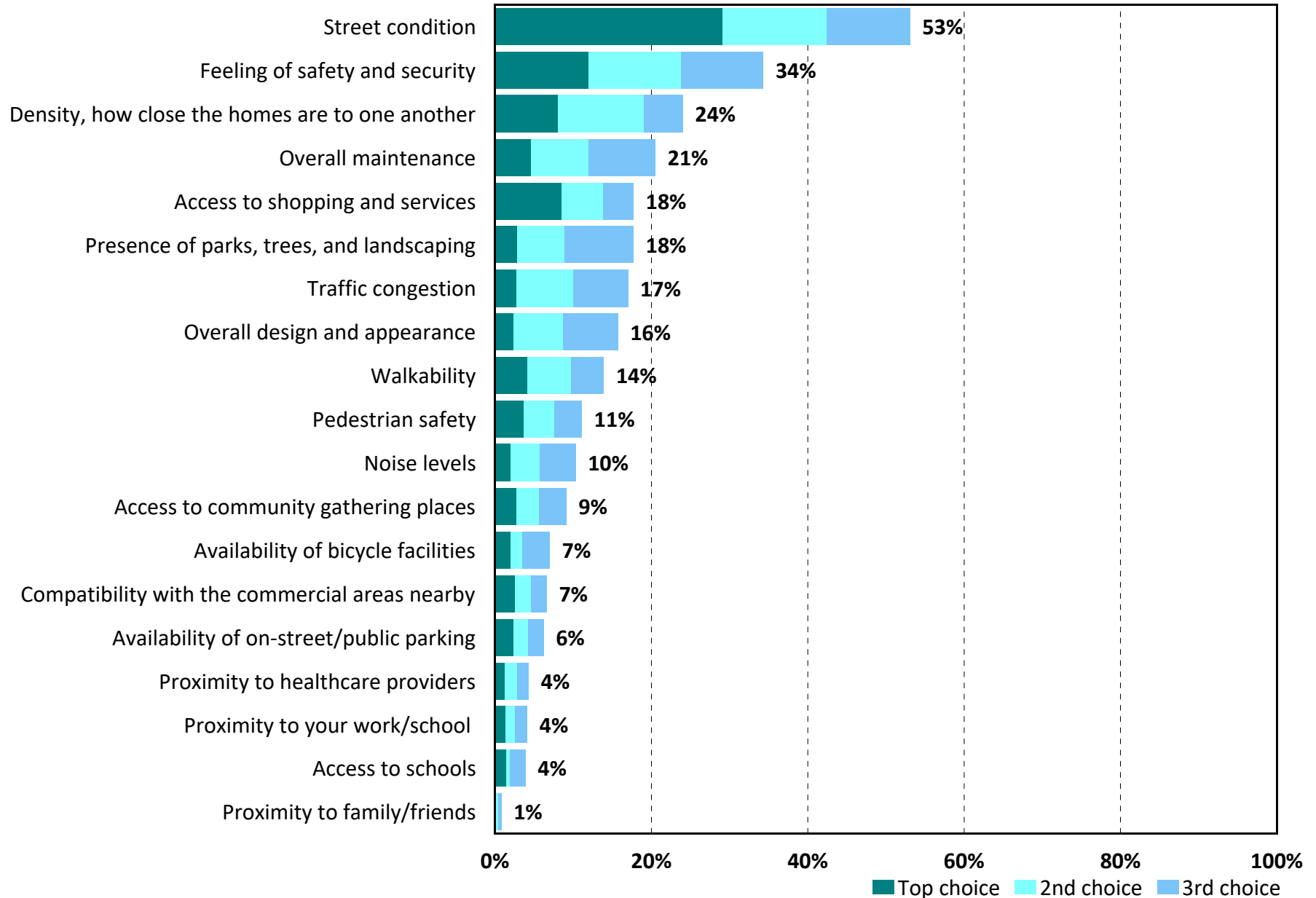
Q12. Please indicate how satisfied you are with the following aspects of new residential development that have been completed in the City of Taylor during the past 3 years.

by percentage of respondents (excluding "don't know")



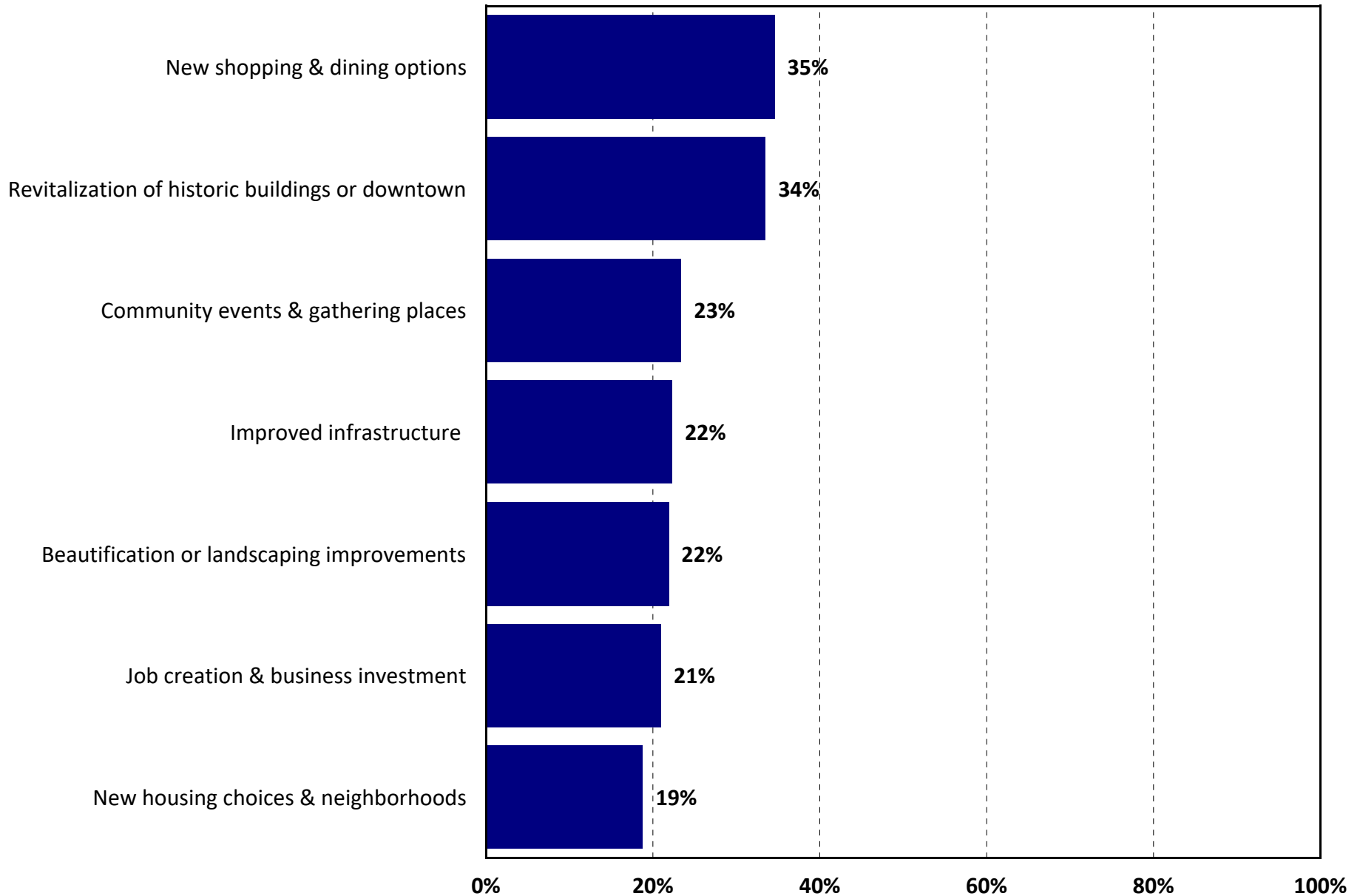
Q13. Which THREE of the items listed receive the MOST EMPHASIS from City leaders over the next 5 years?

by percentage of respondents who selected the items as one of their top three choices



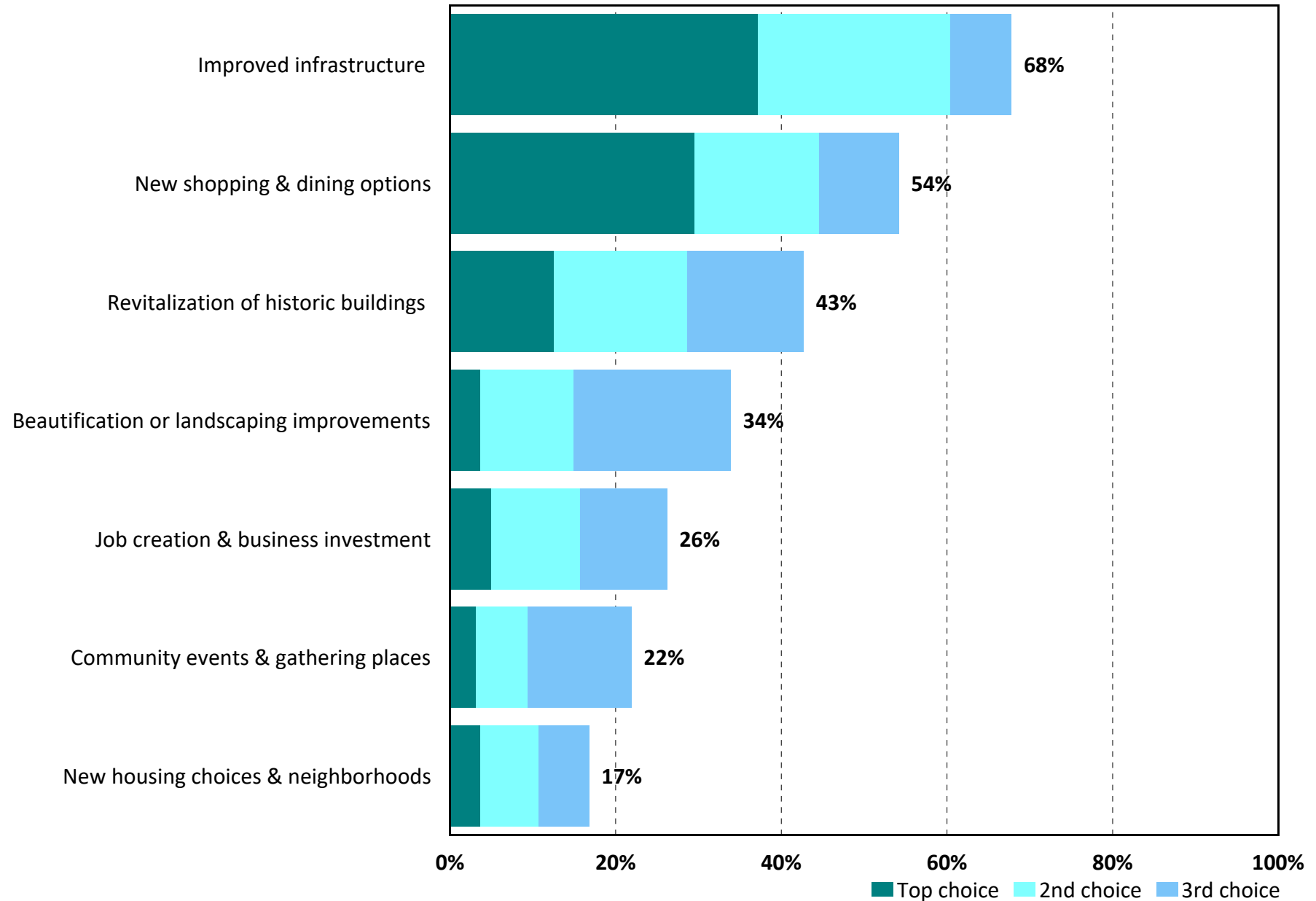
Q14. When you think about recent growth and development in Taylor, what aspects have been most positive?

by percentage of respondents (multiple selections allowed)



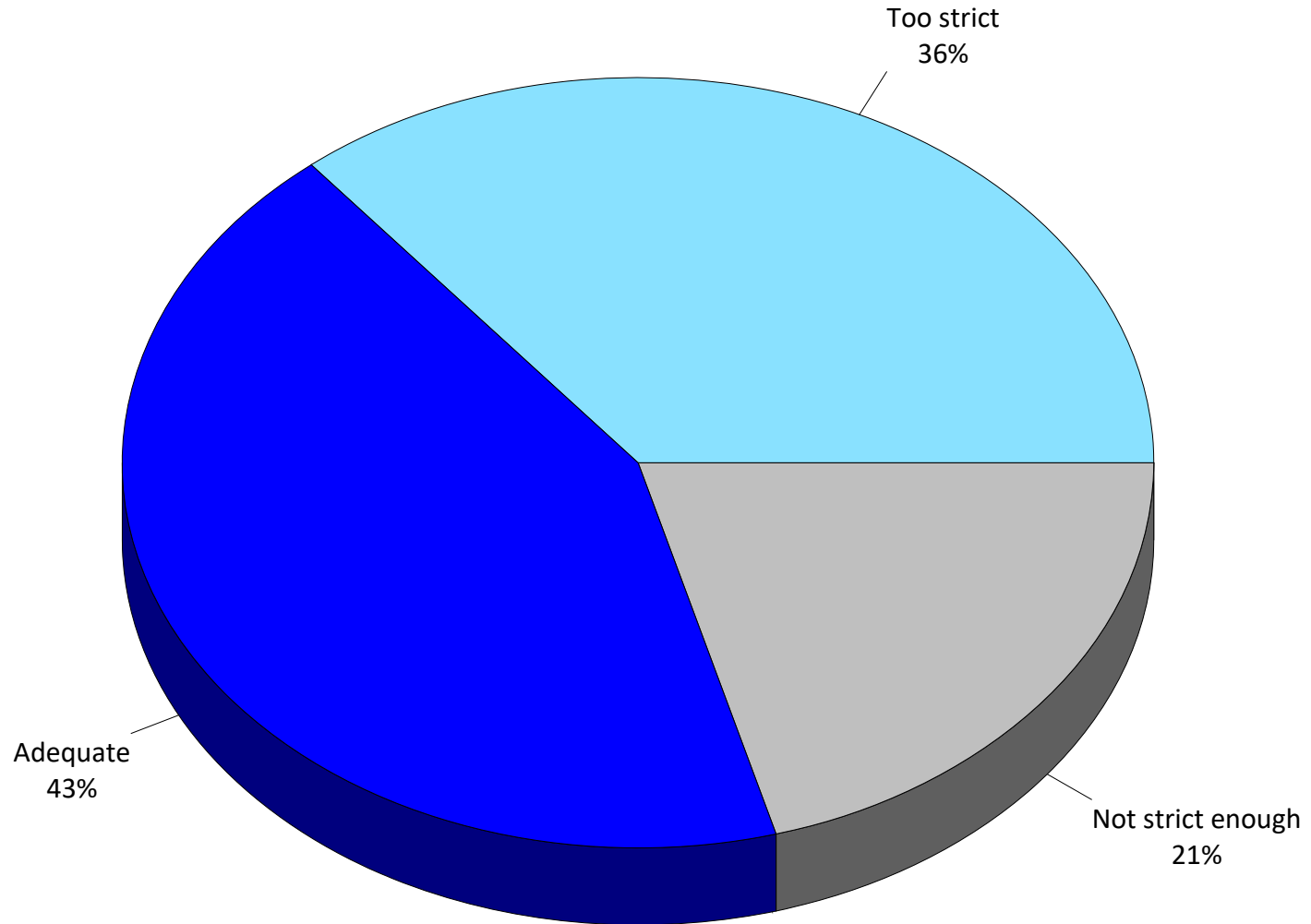
Q15. Which of the THREE items listed would you like to see MORE of in the City of Taylor?

by percentage of respondents who selected the items as one of their top three choices



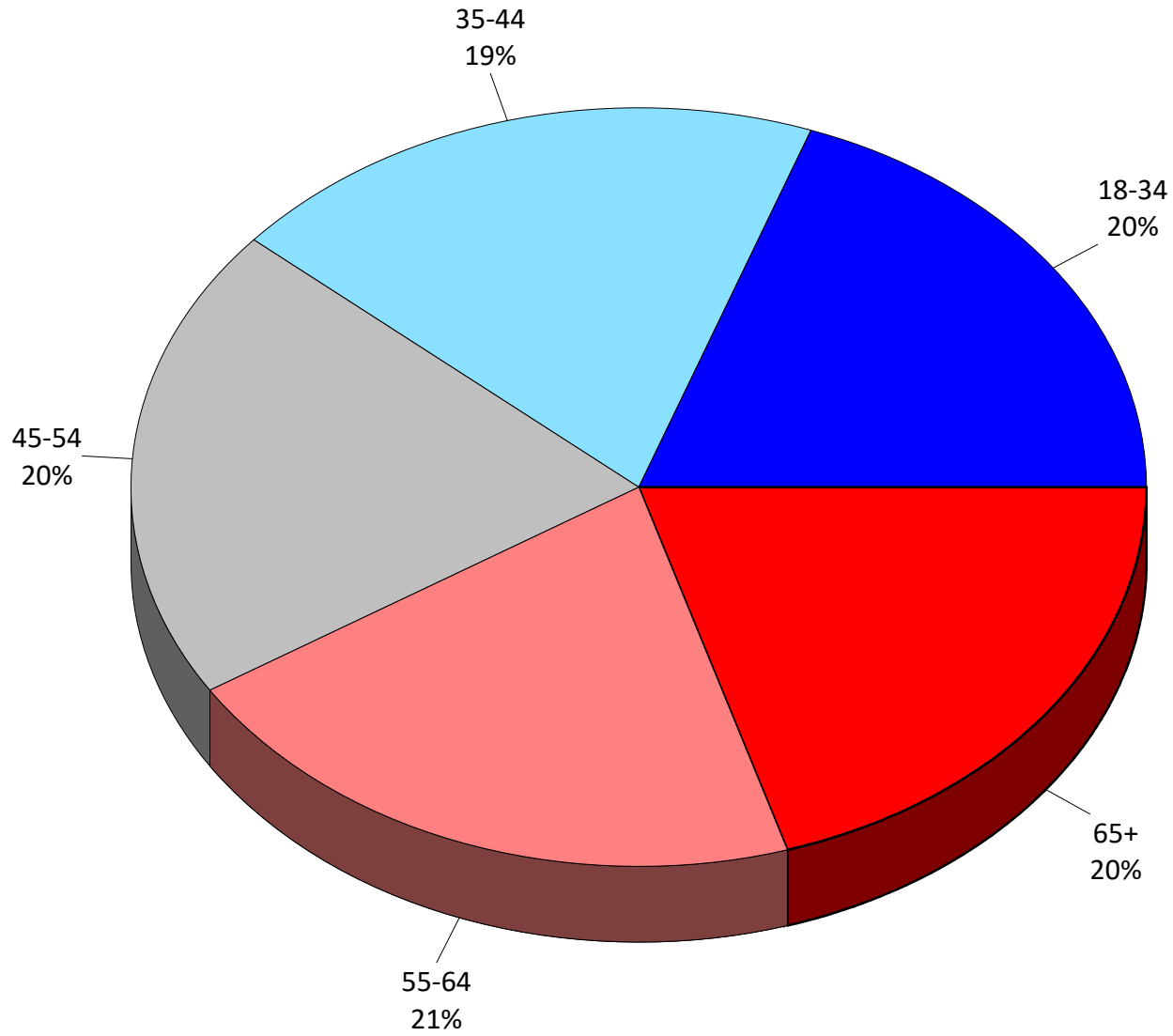
Q16. Current zoning regulations are...

by percentage of respondents who have visited (excluding "don't know")



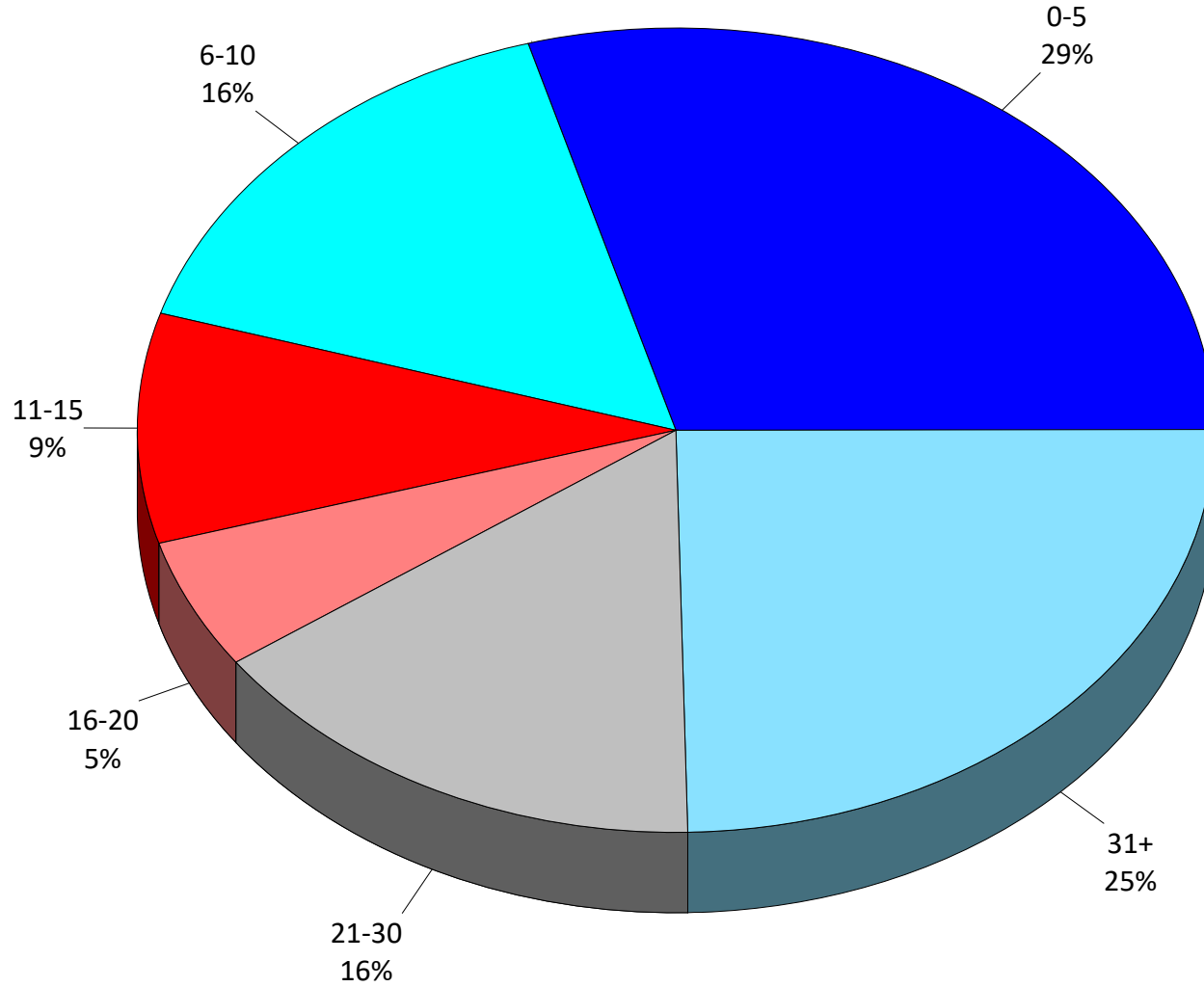
Q17. What is your age?

by percentage of respondents (excluding "not provided")



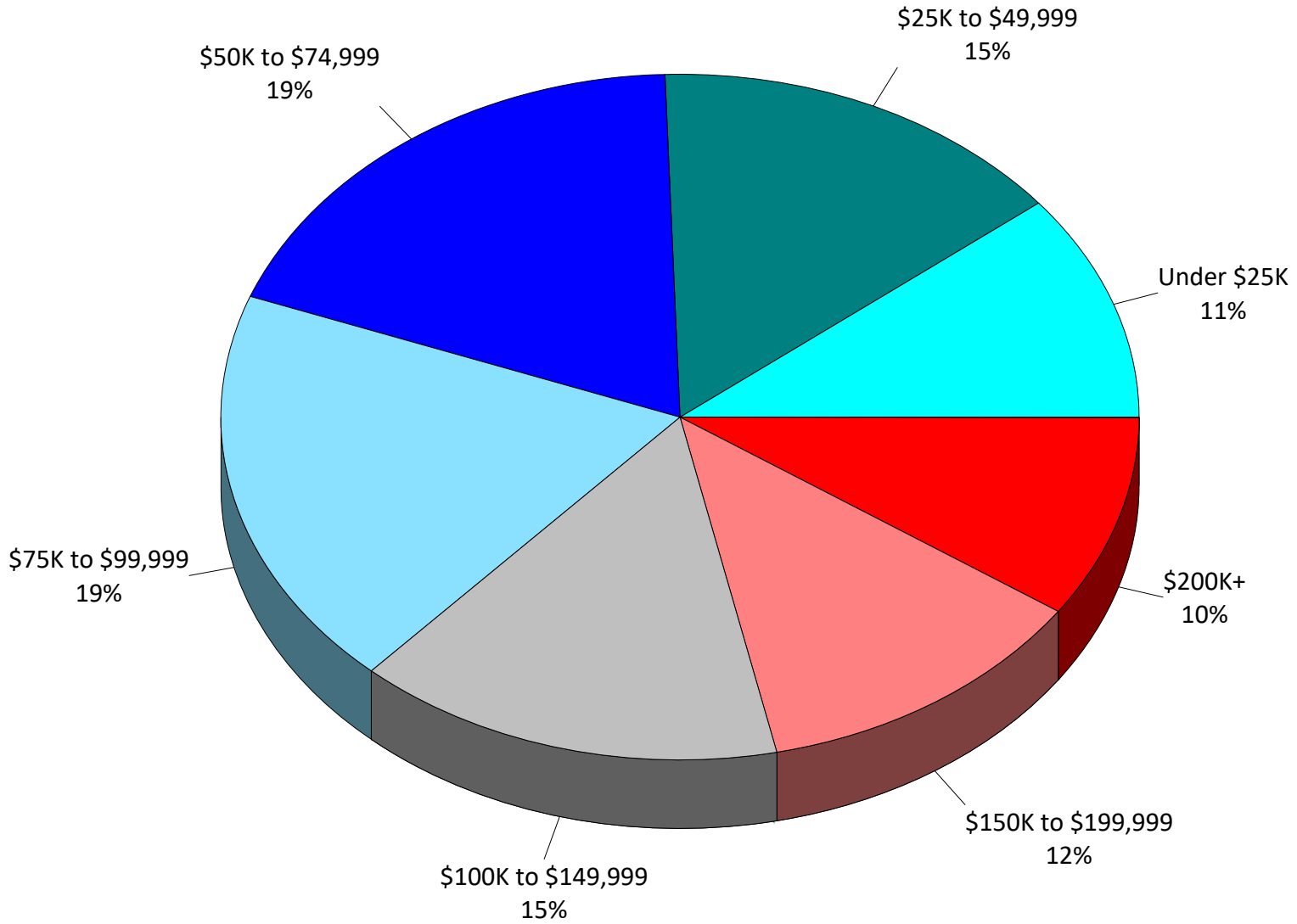
Q18. Approximately how many years have you lived in the City of Taylor?

by percentage of respondents (excluding "not provided")



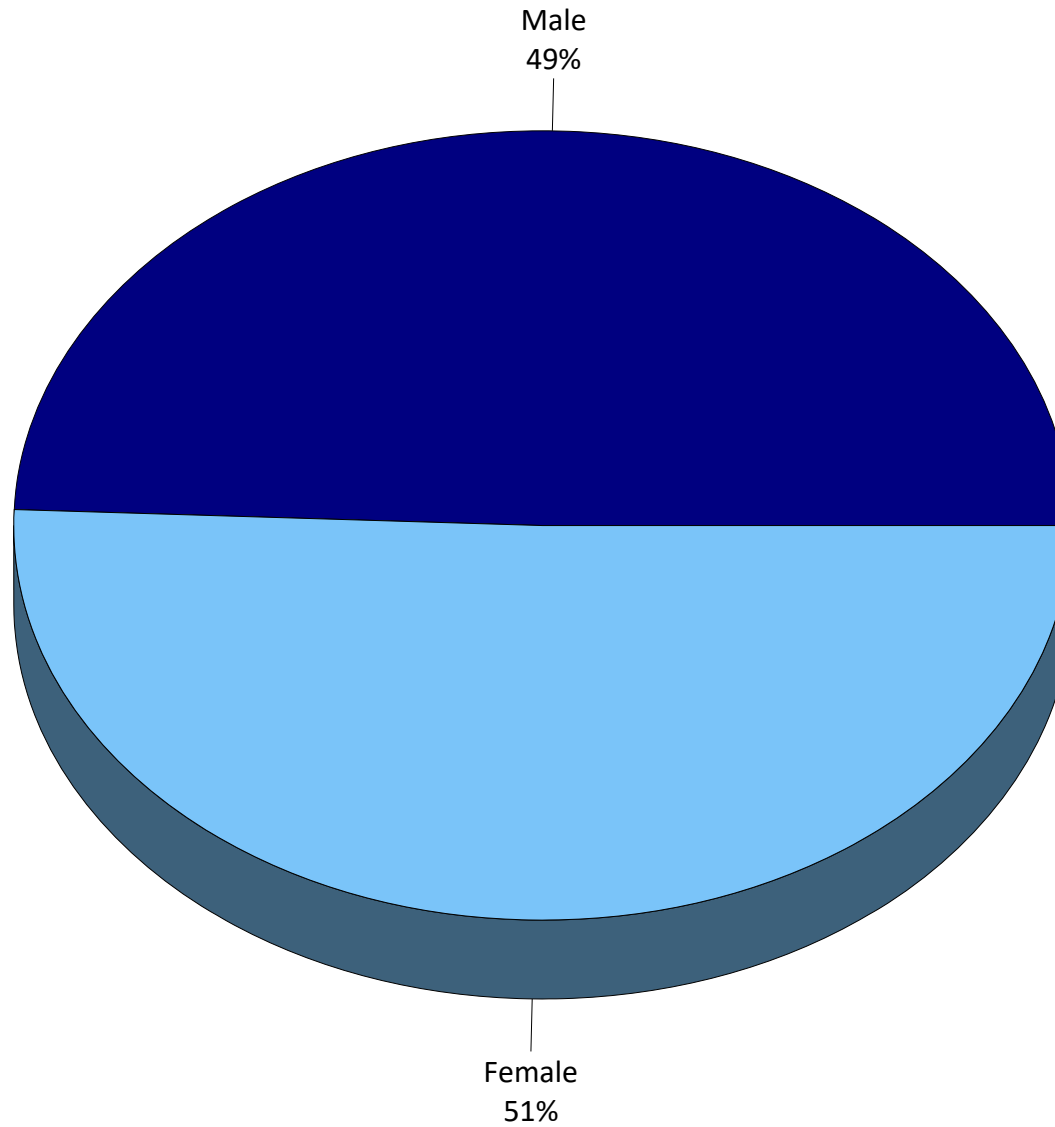
Q19. What is your total household income?

by percentage of respondents (excluding "not provided")



Q20. What is your gender?

by percentage of respondents (excluding "not provided")





2 Importance-Satisfaction Analysis

City of Taylor Resident Survey Importance-Satisfaction Analysis

Overview

Today, City officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

Example of the Calculation: Respondents were asked to identify the aspects of new residential development that should receive the most emphasis from City leaders over the next 5 years. Fifty-three percent (53.1%) of respondents selected street condition as one of the most important aspects that should receive emphasis.

With regard to satisfaction, 15.5% of respondents surveyed rated street condition as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for street conditions was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 53.1% was multiplied by 85% (1-0.155). This calculation yielded an I-S rating of 0.4487 which ranked first out of 19 residential development aspects.

The maximum rating is 1.00 and it would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one of the three most important areas for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ($IS \geq 0.20$)
- Increase Current Emphasis ($0.10 \leq IS < 0.20$)
- Maintain Current Emphasis ($IS < 0.10$)

The results for the City of Taylor are provided on the following pages.

2026 Importance-Satisfaction Rating

Taylor, Texas

Residential Development

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Street condition	53%	1	16%	19	0.4487	1
<u>High Priority (IS .10-.20)</u>						
Density, how close the homes are to one another	24%	3	23%	18	0.1855	2
Feeling of safety and security	34%	2	46%	4	0.1845	3
Overall maintenance	21%	4	25%	17	0.1538	4
Traffic congestion	17%	7	33%	12	0.1142	5
Overall design and appearance	16%	8	32%	14	0.1064	6
Access to shopping and services	18%	5	43%	7	0.1005	7
<u>Medium Priority (IS <.10)</u>						
Presence of parks, trees, and landscaping	18%	6	44%	5	0.0989	8
Walkability	14%	9	33%	11	0.0933	9
Pedestrian safety	11%	10	35%	10	0.0722	10
Access to community gathering places	9%	12	32%	13	0.0616	11
Noise levels	10%	11	44%	6	0.0580	12
Availability of bicycle facilities	7%	13	28%	16	0.0505	13
Compatibility with the commercial areas nearby	7%	14	29%	15	0.0469	14
Availability of on-street/public parking	6%	15	39%	9	0.0379	15
Proximity to your work/school (within a 15-minute walk or 5-minute drive)	4%	17	41%	8	0.0241	16
Proximity to healthcare providers	4%	16	49%	3	0.0219	17
Access to schools	4%	18	49%	2	0.0198	18
Proximity to family/friends	1%	19	51%	1	0.0039	19

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.



3

Tabular Data

Q1. Reasons to Live in Taylor. Using a scale of 5 to 1, where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following reasons were in your decision to live in Taylor.

(N=457)

	Extremely important	Very important	Important	Less important	Not important	Not provided
Q1-1. Small city atmosphere	40.7%	24.7%	20.4%	9.6%	3.5%	1.1%
Q1-2. Availability of shopping to meet needs of local residents	34.8%	29.3%	25.2%	7.2%	2.2%	1.3%
Q1-3. Low crime rate	65.9%	19.7%	10.9%	1.8%	0.7%	1.1%
Q1-4. Quality of housing	40.9%	32.6%	20.8%	3.3%	1.5%	0.9%
Q1-5. Level of taxation	52.5%	22.1%	18.8%	3.3%	2.2%	1.1%
Q1-6. Employment opportunities	24.9%	22.5%	24.3%	17.3%	9.2%	1.8%
Q1-7. Availability of arts & cultural amenities	16.2%	16.8%	26.0%	24.9%	14.7%	1.3%
Q1-8. Quality of City government services	42.5%	29.8%	19.9%	4.6%	1.5%	1.8%
Q1-9. Financial stability of City government	44.0%	32.4%	17.7%	3.5%	1.5%	0.9%
Q1-10. Appearance, views, & overall beauty of City	36.5%	30.4%	25.2%	4.4%	2.4%	1.1%
Q1-11. Proximity to family & friends	27.1%	17.9%	24.3%	17.5%	11.2%	2.0%
Q1-12. Availability of parks & open spaces	38.5%	26.3%	21.2%	9.4%	3.3%	1.3%
Q1-13. Availability of recreational activities	28.0%	26.5%	24.5%	15.8%	3.7%	1.5%
Q1-14. Quality of health care services	39.6%	28.4%	19.7%	9.4%	1.5%	1.3%
Q1-15. Availability of higher education opportunities (college/jr. college)	18.4%	17.5%	24.9%	24.1%	12.5%	2.6%

Q1. Reasons to Live in Taylor. Using a scale of 5 to 1, where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following reasons were in your decision to live in Taylor.

	Extremely important	Very important	Important	Less important	Not important	Not provided
Q1-16. Quality of public education in primary & secondary schools	47.0%	21.0%	16.6%	7.7%	5.9%	1.8%
Q1-17. Other	9.8%	3.1%	0.9%	0.0%	0.7%	85.6%

WITHOUT DON'T KNOW

Q1. Reasons to Live in Taylor. Using a scale of 5 to 1, where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following reasons were in your decision to live in Taylor. (without "don't know")

(N=457)

	Extremely important	Very important	Important	Less important	Not important
Q1-1. Small city atmosphere	41.2%	25.0%	20.6%	9.7%	3.5%
Q1-2. Availability of shopping to meet needs of local residents	35.3%	29.7%	25.5%	7.3%	2.2%
Q1-3. Low crime rate	66.6%	19.9%	11.1%	1.8%	0.7%
Q1-4. Quality of housing	41.3%	32.9%	21.0%	3.3%	1.5%
Q1-5. Level of taxation	53.1%	22.3%	19.0%	3.3%	2.2%
Q1-6. Employment opportunities	25.4%	22.9%	24.7%	17.6%	9.4%
Q1-7. Availability of arts & cultural amenities	16.4%	17.1%	26.4%	25.3%	14.9%
Q1-8. Quality of City government services	43.2%	30.3%	20.3%	4.7%	1.6%
Q1-9. Financial stability of City government	44.4%	32.7%	17.9%	3.5%	1.5%
Q1-10. Appearance, views, & overall beauty of City	36.9%	30.8%	25.4%	4.4%	2.4%
Q1-11. Proximity to family & friends	27.7%	18.3%	24.8%	17.9%	11.4%
Q1-12. Availability of parks & open spaces	39.0%	26.6%	21.5%	9.5%	3.3%
Q1-13. Availability of recreational activities	28.4%	26.9%	24.9%	16.0%	3.8%
Q1-14. Quality of health care services	40.1%	28.8%	20.0%	9.5%	1.6%

WITHOUT DON'T KNOW

Q1. Reasons to Live in Taylor. Using a scale of 5 to 1, where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following reasons were in your decision to live in Taylor. (without "don't know")

	Extremely important	Very important	Important	Less important	Not important
Q1-15. Availability of higher education opportunities (college/jr. college)	18.9%	18.0%	25.6%	24.7%	12.8%
Q1-16. Quality of public education in primary & secondary schools	47.9%	21.4%	16.9%	7.8%	6.0%
Q1-17. Other	68.2%	21.2%	6.1%	0.0%	4.5%

Q2. Which THREE of the items listed in Question 1 will have the MOST IMPACT on your decision to STAY in the City of Taylor?

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Small city atmosphere	133	29.1 %
Availability of shopping to meet needs of local residents	27	5.9 %
Low crime rate	45	9.8 %
Quality of housing	19	4.2 %
Level of taxation	86	18.8 %
Employment opportunities	9	2.0 %
Availability of arts & cultural amenities	13	2.8 %
Quality of City government services	11	2.4 %
Financial stability of City government	7	1.5 %
Appearance, views, & overall beauty of City	12	2.6 %
Proximity to family & friends	30	6.6 %
Availability of parks & open spaces	16	3.5 %
Availability of recreational activities	4	0.9 %
Quality of health care services	5	1.1 %
Availability of higher education opportunities (college/jr. college)	1	0.2 %
Quality of public education in primary & secondary schools	23	5.0 %
None chosen	16	3.5 %
Total	457	100.0 %

Q2. Which THREE of the items listed in Question 1 will have the MOST IMPACT on your decision to STAY in the City of Taylor?

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Small city atmosphere	56	12.3 %
Availability of shopping to meet needs of local residents	44	9.6 %
Low crime rate	85	18.6 %
Quality of housing	25	5.5 %
Level of taxation	65	14.2 %
Employment opportunities	13	2.8 %
Availability of arts & cultural amenities	14	3.1 %
Quality of City government services	15	3.3 %
Financial stability of City government	17	3.7 %
Appearance, views, & overall beauty of City	28	6.1 %
Proximity to family & friends	13	2.8 %
Availability of parks & open spaces	18	3.9 %
Availability of recreational activities	11	2.4 %
Quality of health care services	9	2.0 %
Availability of higher education opportunities (college/jr. college)	1	0.2 %
Quality of public education in primary & secondary schools	19	4.2 %
None chosen	24	5.3 %
Total	457	100.0 %

Q2. Which THREE of the items listed in Question 1 will have the MOST IMPACT on your decision to STAY in the City of Taylor?

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Small city atmosphere	41	9.0 %
Availability of shopping to meet needs of local residents	37	8.1 %
Low crime rate	57	12.5 %
Quality of housing	23	5.0 %
Level of taxation	42	9.2 %
Employment opportunities	19	4.2 %
Availability of arts & cultural amenities	8	1.8 %
Quality of City government services	26	5.7 %
Financial stability of City government	27	5.9 %
Appearance, views, & overall beauty of City	28	6.1 %
Proximity to family & friends	16	3.5 %
Availability of parks & open spaces	25	5.5 %
Availability of recreational activities	12	2.6 %
Quality of health care services	21	4.6 %
Availability of higher education opportunities (college/jr. college)	1	0.2 %
Quality of public education in primary & secondary schools	22	4.8 %
None chosen	52	11.4 %
Total	457	100.0 %

TOP THREE**Q2. Which THREE of the items listed in Question 1 will have the MOST IMPACT on your decision to STAY in the City of Taylor? (top 3)**

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Small city atmosphere	230	50.3 %
Availability of shopping to meet needs of local residents	108	23.6 %
Low crime rate	187	40.9 %
Quality of housing	67	14.7 %
Level of taxation	193	42.2 %
Employment opportunities	41	9.0 %
Availability of arts & cultural amenities	35	7.7 %
Quality of City government services	52	11.4 %
Financial stability of City government	51	11.2 %
Appearance, views, & overall beauty of City	68	14.9 %
Proximity to family & friends	59	12.9 %
Availability of parks & open spaces	59	12.9 %
Availability of recreational activities	27	5.9 %
Quality of health care services	35	7.7 %
Availability of higher education opportunities (college/jr. college)	3	0.7 %
Quality of public education in primary & secondary schools	64	14.0 %
None chosen	16	3.5 %
Total	1295	

Q3. Do you think you will be living in the City five years from now?

Q3. Will you be living in the City five years from now	Number	Percent
Yes	252	55.1 %
No	70	15.3 %
Don't know	135	29.5 %
Total	457	100.0 %

WITHOUT DON'T KNOW**Q3. Do you think you will be living in the City five years from now? (without "don't know")**

Q3. Will you be living in the City five years from now	Number	Percent
Yes	252	78.3 %
No	70	21.7 %
Total	322	100.0 %

Q4. Do you think the overall quality of life in the City is getting better, staying the same, or getting worse?

Q4. What do you think of overall quality of life in the City	Number	Percent
Getting better	105	23.0 %
Staying the same	133	29.1 %
Getting worse	205	44.9 %
Not provided	14	3.1 %
Total	457	100.0 %

WITHOUT NOT PROVIDED

Q4. Do you think the overall quality of life in the City is getting better, staying the same, or getting worse? (without "not provided")

Q4. What do you think of overall quality of life in the City	Number	Percent
Getting better	105	23.7 %
Staying the same	133	30.0 %
Getting worse	205	46.3 %
Total	443	100.0 %

Q5. Please answer the following questions by circling either "Yes" or "No."

(N=457)

	Yes	No	Not provided
Q5-1. Are you able to find housing you can afford in the City	66.1%	28.4%	5.5%
Q5-2. Do you have home repairs that are needed that impact your quality of life	38.9%	56.7%	4.4%
Q5-3. Do you have major home repairs that you have put off because of a lack of resources	39.8%	55.6%	4.6%

WITHOUT NOT PROVIDED

Q5. Please answer the following questions by circling either "Yes" or "No." (without "not provided")

(N=457)

	Yes	No
Q5-1. Are you able to find housing you can afford in the City	69.9%	30.1%
Q5-2. Do you have home repairs that are needed that impact your quality of life	40.7%	59.3%
Q5-3. Do you have major home repairs that you have put off because of a lack of resources	41.7%	58.3%

Q6. If you were in the market for a new home, which ONE of the following would you be MOST INTERESTED in?

Q6. In which following would you be most interested if you were in the market for a new home

	Number	Percent
Accessory Dwelling Unit (ADU)	10	2.2 %
Apartment	2	0.4 %
Condominium (Condo)	11	2.4 %
Cooperative Housing (Co-Op)	2	0.4 %
Manufactured Home (Mobile Home)	10	2.2 %
Mixed-Use Development	17	3.7 %
Modular Home	5	1.1 %
Single-Family Detached Home	338	74.0 %
Tiny Home	9	2.0 %
Townhouse (Row House)	8	1.8 %
Duplex	4	0.9 %
Not provided	41	9.0 %
Total	457	100.0 %

WITHOUT NOT PROVIDED

Q6. If you were in the market for a new home, which ONE of the following would you be MOST INTERESTED in? (without "not provided")

Q6. In which following would you be most interested if you were in the market for a new home

	Number	Percent
Accessory Dwelling Unit (ADU)	10	2.4 %
Apartment	2	0.5 %
Condominium (Condo)	11	2.6 %
Cooperative Housing (Co-Op)	2	0.5 %
Manufactured Home (Mobile Home)	10	2.4 %
Mixed-Use Development	17	4.1 %
Modular Home	5	1.2 %
Single-Family Detached Home	338	81.3 %
Tiny Home	9	2.2 %
Townhouse (Row House)	8	1.9 %
Duplex	4	1.0 %
Total	416	100.0 %

Q6a. If you were interested in purchasing or renting a new home, which would be your THREE biggest obstacles to purchasing or renting a home today?

Q6a. Top choice	Number	Percent
Zoning or building code restrictions that prohibit changes to the dwelling (historic preservation, impact fees)	76	16.6 %
Environmental hazards such as flood zones	34	7.4 %
Light, traffic, or noise from nearby commercial or industrial businesses	55	12.0 %
Homeowners Association (HOA)	82	17.9 %
Lack of access to parks/playgrounds/walking trails/greenways	21	4.6 %
Lack of covered parking	4	0.9 %
Lack of green space nearby	8	1.8 %
Lack of on-street parking	6	1.3 %
Lack of proper water, sewer, or electric/gas services	31	6.8 %
Lack of public transportation access	12	2.6 %
Noise pollution (located near areas with high noise levels)	13	2.8 %
Not enough distance between the dwelling & the street (setbacks)	28	6.1 %
Too far from businesses such as shopping, dining, & services	17	3.7 %
Too far from family/friends	5	1.1 %
Too far from work/school	10	2.2 %
None chosen	55	12.0 %
Total	457	100.0 %

Q6a. If you were interested in purchasing or renting a new home, which would be your THREE biggest obstacles to purchasing or renting a home today?

<u>Q6a. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Zoning or building code restrictions that prohibit changes to the dwelling (historic preservation, impact fees)	28	6.1 %
Environmental hazards such as flood zones	39	8.5 %
Light, traffic, or noise from nearby commercial or industrial businesses	41	9.0 %
Homeowners Association (HOA)	60	13.1 %
Lack of access to parks/playgrounds/walking trails/greenways	32	7.0 %
Lack of covered parking	10	2.2 %
Lack of green space nearby	19	4.2 %
Lack of on-street parking	9	2.0 %
Lack of proper water, sewer, or electric/gas services	47	10.3 %
Lack of public transportation access	13	2.8 %
Noise pollution (located near areas with high noise levels)	23	5.0 %
Not enough distance between the dwelling & the street (setbacks)	27	5.9 %
Too far from businesses such as shopping, dining, & services	18	3.9 %
Too far from family/friends	3	0.7 %
Too far from work/school	12	2.6 %
None chosen	76	16.6 %
Total	457	100.0 %

Q6a. If you were interested in purchasing or renting a new home, which would be your THREE biggest obstacles to purchasing or renting a home today?

<u>Q6a. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Zoning or building code restrictions that prohibit changes to the dwelling (historic preservation, impact fees)	24	5.3 %
Environmental hazards such as flood zones	23	5.0 %
Light, traffic, or noise from nearby commercial or industrial businesses	36	7.9 %
Homeowners Association (HOA)	30	6.6 %
Lack of access to parks/playgrounds/walking trails/greenways	26	5.7 %
Lack of covered parking	12	2.6 %
Lack of green space nearby	19	4.2 %
Lack of on-street parking	15	3.3 %
Lack of proper water, sewer, or electric/gas services	41	9.0 %
Lack of public transportation access	10	2.2 %
Noise pollution (located near areas with high noise levels)	42	9.2 %
Not enough distance between the dwelling & the street (setbacks)	37	8.1 %
Too far from businesses such as shopping, dining, & services	21	4.6 %
Too far from family/friends	16	3.5 %
Too far from work/school	10	2.2 %
None chosen	95	20.8 %
Total	457	100.0 %

TOP THREE**Q6a. If you were interested in purchasing or renting a new home, which would be your THREE biggest obstacles to purchasing or renting a home today? (top 3)**

Q6a. Top choice	Number	Percent
Zoning or building code restrictions that prohibit changes to the dwelling (historic preservation, impact fees)	128	28.0 %
Environmental hazards such as flood zones	96	21.0 %
Light, traffic, or noise from nearby commercial or industrial businesses	132	28.9 %
Homeowners Association (HOA)	172	37.6 %
Lack of access to parks/playgrounds/walking trails/greenways	79	17.3 %
Lack of covered parking	26	5.7 %
Lack of green space nearby	46	10.1 %
Lack of on-street parking	30	6.6 %
Lack of proper water, sewer, or electric/gas services	119	26.0 %
Lack of public transportation access	35	7.7 %
Noise pollution (located near areas with high noise levels)	78	17.1 %
Not enough distance between the dwelling & the street (setbacks)	92	20.1 %
Too far from businesses such as shopping, dining, & services	56	12.3 %
Too far from family/friends	24	5.3 %
Too far from work/school	32	7.0 %
None chosen	55	12.0 %
Total	1200	

Q7. When you think about the City of Taylor, which statement best describes how you feel about the community's direction?

Q7. How do you feel about community's direction	Number	Percent
Taylor is growing in a way that improves quality of life	48	10.5 %
Taylor is growing too quickly & losing its small-town character	209	45.7 %
Taylor is not growing fast enough to meet community needs	127	27.8 %
Growth is well balanced between old & new areas	32	7.0 %
Don't know	41	9.0 %
Total	457	100.0 %

WITHOUT DON'T KNOW

Q7. When you think about the City of Taylor, which statement best describes how you feel about the community's direction? (without "don't know")

Q7. How do you feel about community's direction	Number	Percent
Taylor is growing in a way that improves quality of life	48	11.5 %
Taylor is growing too quickly & losing its small-town character	209	50.2 %
Taylor is not growing fast enough to meet community needs	127	30.5 %
Growth is well balanced between old & new areas	32	7.7 %
Total	416	100.0 %

Q8. Which words best describe the kind of community you want Taylor to be in the future?

Q8. What kind of community do you want Taylor to be in the future	Number	Percent
Family friendly	324	70.9 %
Innovative	85	18.6 %
Historic	187	40.9 %
Green & sustainable	116	25.4 %
Walkable	160	35.0 %
Affordable	284	62.1 %
Diverse & inclusive	147	32.2 %
Quiet & residential	200	43.8 %
Vibrant & active	138	30.2 %
Other	18	3.9 %
Total	1659	

Q9. Preservation and Development. Using a scale of 5 to 1, where 5 is "Extremely Important" and 1 is "Not Important," please rate the importance of each item listed below.

(N=457)

	Extremely important	Very important	Important	Less important	Not important	Not provided
Q9-1. City of Taylor continues to preserve & reinvest in historic buildings & neighborhoods	35.0%	27.8%	20.4%	10.9%	5.3%	0.7%
Q9-2. City of Taylor continues to invest in new developments that expand new areas of Taylor for continued revitalization & growth	19.5%	17.3%	24.5%	25.6%	12.5%	0.7%

WITHOUT NOT PROVIDED

Q9. Preservation and Development. Using a scale of 5 to 1, where 5 is "Extremely Important" and 1 is "Not Important," please rate the importance of each item listed below. (without "not provided")

(N=457)

	Extremely important	Very important	Important	Less important	Not important
Q9-1. City of Taylor continues to preserve & reinvest in historic buildings & neighborhoods	35.2%	28.0%	20.5%	11.0%	5.3%
Q9-2. City of Taylor continues to invest in new developments that expand new areas of Taylor for continued revitalization & growth	19.6%	17.4%	24.7%	25.8%	12.6%

Q10. Land Use and Development. When you think about the number and variety of places to live, work, and shop in Taylor, would you like to see "More," "About the Same," or "Fewer" of the following types of places in Taylor?

(N=457)

	More	About the same	Fewer	Don't know
Q10-1. Single-family detached houses	40.3%	44.9%	8.5%	6.3%
Q10-2. Apartments	27.6%	30.6%	35.2%	6.6%
Q10-3. Accessory dwelling units (e.g., granny flats, garage apartments, casita)	25.2%	28.2%	36.3%	10.3%
Q10-4. Senior housing (including independent living, assisted living, & long-term care facilities)	44.9%	43.3%	5.5%	6.3%
Q10-5. Grocery store, pharmacy, & other shops for necessities	60.2%	36.5%	1.1%	2.2%
Q10-6. Specialty/boutique/independent retail	46.6%	42.7%	8.1%	2.6%
Q10-7. Restaurant, coffee shop, bakery	70.5%	24.3%	3.1%	2.2%
Q10-8. Bars	22.8%	47.5%	25.2%	4.6%
Q10-9. Food trucks	34.6%	46.0%	14.0%	5.5%
Q10-10. Entertainment establishments (e.g., movie theater, arcade)	67.8%	22.8%	4.2%	5.3%
Q10-11. Arts and/or cultural facilities (e.g., theaters, museums, galleries)	48.1%	32.4%	13.3%	6.1%
Q10-12. Sports facilities (e.g., training facilities, recreational sports venues)	29.8%	50.8%	12.0%	7.4%
Q10-13. Microbreweries/distilleries	19.0%	38.9%	32.2%	9.8%
Q10-14. Mixed-use (office and/or retail on a floor with residential above)	30.9%	39.2%	20.8%	9.2%
Q10-15. Offices/business parks for large employers	19.3%	31.5%	40.9%	8.3%
Q10-16. Personal services (e.g., hair salons, nail salons)	23.4%	64.6%	6.8%	5.3%

Q10. Land Use and Development. When you think about the number and variety of places to live, work, and shop in Taylor, would you like to see "More," "About the Same," or "Fewer" of the following types of places in Taylor?

	More	About the same	Fewer	Don't know
Q10-17. Daycare or school	35.0%	52.3%	3.3%	9.4%
Q10-18. Public park, plaza, or open space	53.8%	39.6%	3.1%	3.5%
Q10-19. Drive-through car services (e.g., express oil change, car wash)	10.7%	63.5%	20.4%	5.5%
Q10-20. Other	6.3%	1.3%	0.7%	91.7%

WITHOUT DON'T KNOW**Q10. Land Use and Development. When you think about the number and variety of places to live, work, and shop in Taylor, would you like to see "More," "About the Same," or "Fewer" of the following types of places in Taylor? (without "don't know")**

(N=457)

	More	About the same	Fewer
Q10-1. Single-family detached houses	43.0%	47.9%	9.1%
Q10-2. Apartments	29.5%	32.8%	37.7%
Q10-3. Accessory dwelling units (e.g., granny flats, garage apartments, casita)	28.0%	31.5%	40.5%
Q10-4. Senior housing (including independent living, assisted living, & long-term care facilities)	47.9%	46.3%	5.8%
Q10-5. Grocery store, pharmacy, & other shops for necessities	61.5%	37.4%	1.1%
Q10-6. Specialty/boutique/independent retail	47.9%	43.8%	8.3%
Q10-7. Restaurant, coffee shop, bakery	72.0%	24.8%	3.1%
Q10-8. Bars	23.9%	49.8%	26.4%
Q10-9. Food trucks	36.6%	48.6%	14.8%
Q10-10. Entertainment establishments (e.g., movie theater, arcade)	71.6%	24.0%	4.4%
Q10-11. Arts and/or cultural facilities (e.g., theaters, museums, galleries)	51.3%	34.5%	14.2%
Q10-12. Sports facilities (e.g., training facilities, recreational sports venues)	32.2%	54.8%	13.0%
Q10-13. Microbreweries/distilleries	21.1%	43.2%	35.7%
Q10-14. Mixed-use (office and/or retail on a floor with residential above)	34.0%	43.1%	22.9%
Q10-15. Offices/business parks for large employers	21.0%	34.4%	44.6%
Q10-16. Personal services (e.g., hair salons, nail salons)	24.7%	68.1%	7.2%

WITHOUT DON'T KNOW

Q10. Land Use and Development. When you think about the number and variety of places to live, work, and shop in Taylor, would you like to see "More," "About the Same," or "Fewer" of the following types of places in Taylor? (without "don't know")

	More	About the same	Fewer
Q10-17. Daycare or school	38.6%	57.7%	3.6%
Q10-18. Public park, plaza, or open space	55.8%	41.0%	3.2%
Q10-19. Drive-through car services (e.g., express oil change, car wash)	11.3%	67.1%	21.5%
Q10-20. Other	76.3%	15.8%	7.9%

Q11a. What is the reason for your response above in Question 11?

Q11a. Reasons for your response above in Question 11	Number	Percent
The business itself	60	13.1 %
Design style of the building	90	19.7 %
Quality of the development	83	18.2 %
Landscaping & outdoor areas	71	15.5 %
Its location	119	26.0 %
It added new shopping, dining, or entertainment options to the area	98	21.4 %
It helped revitalize or reuse a historic building or property	137	30.0 %
It improved overall appearance or character of the community	124	27.1 %
It created a stronger sense of place or community identity	121	26.5 %
It brought new jobs or economic opportunities to the area	39	8.5 %
It provided needed housing or helped create a new neighborhood	21	4.6 %
It improved walkability, connectivity, or access to nearby areas	44	9.6 %
It included attractive architecture or design features	71	15.5 %
It incorporated parks, plazas, or public gathering spaces	55	12.0 %
It balanced old & new development in a way that fits the community	106	23.2 %
It made use of vacant or underutilized land or buildings	94	20.6 %
It reflects the type of growth or investment the community needs	100	21.9 %
Other	11	2.4 %
Total	1444	

Q12. Residential Development. How satisfied are you with the following aspects of new residential development that have been completed in the City of Taylor during the past 3 years?

(N=457)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Access to community gathering places	5.7%	23.0%	40.7%	12.9%	6.6%	11.2%
Q12-2. Access to schools	9.8%	33.9%	35.7%	7.0%	2.4%	11.2%
Q12-3. Access to shopping & services	7.4%	33.0%	27.1%	18.4%	7.7%	6.3%
Q12-4. Availability of bicycle facilities	7.9%	16.0%	40.3%	12.5%	9.4%	14.0%
Q12-5. Availability of on-street/public parking	5.9%	29.3%	34.6%	15.5%	5.0%	9.6%
Q12-6. Compatibility with the commercial areas nearby	3.5%	21.7%	43.1%	12.3%	6.6%	12.9%
Q12-7. Density, how close the homes are to one another	3.9%	17.3%	23.2%	31.7%	17.1%	6.8%
Q12-8. Feeling of safety & security	10.1%	33.5%	27.8%	16.2%	6.8%	5.7%
Q12-9. Noise levels	7.7%	33.0%	30.6%	16.8%	4.8%	7.0%
Q12-10. Overall design & appearance	2.8%	27.1%	39.4%	18.2%	5.7%	6.8%
Q12-11. Overall maintenance	3.9%	18.8%	31.3%	25.6%	11.2%	9.2%
Q12-12. Pedestrian safety	5.7%	26.3%	30.9%	18.6%	9.8%	8.8%
Q12-13. Presence of parks, trees, & landscaping	10.1%	30.6%	26.0%	18.8%	6.8%	7.7%
Q12-14. Proximity to family/friends	10.3%	34.1%	38.3%	2.8%	1.3%	13.1%
Q12-15. Proximity to healthcare providers	7.7%	37.0%	30.9%	11.6%	3.9%	9.0%

Q12. Residential Development. How satisfied are you with the following aspects of new residential development that have been completed in the City of Taylor during the past 3 years?

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-16. Proximity to your work/school (within a 15-minute walk or 5-minute drive)	9.2%	25.8%	33.0%	9.0%	7.9%	15.1%
Q12-17. Street condition	1.8%	12.7%	11.2%	24.7%	42.9%	6.8%
Q12-18. Traffic congestion	5.0%	25.2%	28.4%	22.1%	11.4%	7.9%
Q12-19. Walkability	5.5%	24.5%	32.6%	19.5%	9.0%	9.0%

WITHOUT DON'T KNOW**Q12. Residential Development. How satisfied are you with the following aspects of new residential development that have been completed in the City of Taylor during the past 3 years? (without "don't know")**

(N=457)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Access to community gathering places	6.4%	25.9%	45.8%	14.5%	7.4%
Q12-2. Access to schools	11.1%	38.2%	40.1%	7.9%	2.7%
Q12-3. Access to shopping & services	7.9%	35.3%	29.0%	19.6%	8.2%
Q12-4. Availability of bicycle facilities	9.2%	18.6%	46.8%	14.5%	10.9%
Q12-5. Availability of on-street/public parking	6.5%	32.4%	38.3%	17.2%	5.6%
Q12-6. Compatibility with the commercial areas nearby	4.0%	24.9%	49.5%	14.1%	7.5%
Q12-7. Density, how close the homes are to one another	4.2%	18.5%	24.9%	34.0%	18.3%
Q12-8. Feeling of safety & security	10.7%	35.5%	29.5%	17.2%	7.2%
Q12-9. Noise levels	8.2%	35.5%	32.9%	18.1%	5.2%
Q12-10. Overall design & appearance	3.1%	29.1%	42.3%	19.5%	6.1%
Q12-11. Overall maintenance	4.3%	20.7%	34.5%	28.2%	12.3%
Q12-12. Pedestrian safety	6.2%	28.8%	33.8%	20.4%	10.8%
Q12-13. Presence of parks, trees, & landscaping	10.9%	33.2%	28.2%	20.4%	7.3%
Q12-14. Proximity to family/friends	11.8%	39.3%	44.1%	3.3%	1.5%

WITHOUT DON'T KNOW

Q12. Residential Development. How satisfied are you with the following aspects of new residential development that have been completed in the City of Taylor during the past 3 years? (without "don't know")

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-15. Proximity to healthcare providers	8.4%	40.6%	33.9%	12.7%	4.3%
Q12-16. Proximity to your work/school (within a 15-minute walk or 5-minute drive)	10.8%	30.4%	38.9%	10.6%	9.3%
Q12-17. Street condition	1.9%	13.6%	12.0%	26.5%	46.0%
Q12-18. Traffic congestion	5.5%	27.3%	30.9%	24.0%	12.4%
Q12-19. Walkability	6.0%	26.9%	35.8%	21.4%	9.9%

Q13. Which THREE of the items listed in Question 12 should receive the MOST EMPHASIS from City leaders over the next 5 years?

<u>Q13. Top choice</u>	<u>Number</u>	<u>Percent</u>
Access to community gathering places	13	2.8 %
Access to schools	7	1.5 %
Access to shopping & services	39	8.5 %
Availability of bicycle facilities	9	2.0 %
Availability of on-street/public parking	11	2.4 %
Compatibility with the commercial areas nearby	12	2.6 %
Density, how close the homes are to one another	37	8.1 %
Feeling of safety & security	55	12.0 %
Noise levels	9	2.0 %
Overall design & appearance	11	2.4 %
Overall maintenance	21	4.6 %
Pedestrian safety	17	3.7 %
Presence of parks, trees, & landscaping	13	2.8 %
Proximity to family/friends	1	0.2 %
Proximity to healthcare providers	6	1.3 %
Proximity to your work/school (within a 15-minute walk or 5-minute drive)	6	1.3 %
Street condition	133	29.1 %
Traffic congestion	13	2.8 %
Walkability	19	4.2 %
None chosen	25	5.5 %
Total	457	100.0 %

Q13. Which THREE of the items listed in Question 12 should receive the MOST EMPHASIS from City leaders over the next 5 years?

<u>Q13. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Access to community gathering places	13	2.8 %
Access to schools	2	0.4 %
Access to shopping & services	24	5.3 %
Availability of bicycle facilities	7	1.5 %
Availability of on-street/public parking	8	1.8 %
Compatibility with the commercial areas nearby	9	2.0 %
Density, how close the homes are to one another	50	10.9 %
Feeling of safety & security	54	11.8 %
Noise levels	17	3.7 %
Overall design & appearance	29	6.3 %
Overall maintenance	34	7.4 %
Pedestrian safety	18	3.9 %
Presence of parks, trees, & landscaping	28	6.1 %
Proximity to family/friends	1	0.2 %
Proximity to healthcare providers	7	1.5 %
Proximity to your work/school (within a 15-minute walk or 5-minute drive)	6	1.3 %
Street condition	61	13.3 %
Traffic congestion	33	7.2 %
Walkability	25	5.5 %
None chosen	31	6.8 %
Total	457	100.0 %

Q13. Which THREE of the items listed in Question 12 should receive the MOST EMPHASIS from City leaders over the next 5 years?

<u>Q13. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Access to community gathering places	16	3.5 %
Access to schools	9	2.0 %
Access to shopping & services	18	3.9 %
Availability of bicycle facilities	16	3.5 %
Availability of on-street/public parking	9	2.0 %
Compatibility with the commercial areas nearby	9	2.0 %
Density, how close the homes are to one another	23	5.0 %
Feeling of safety & security	48	10.5 %
Noise levels	21	4.6 %
Overall design & appearance	32	7.0 %
Overall maintenance	39	8.5 %
Pedestrian safety	16	3.5 %
Presence of parks, trees, & landscaping	40	8.8 %
Proximity to family/friends	2	0.4 %
Proximity to healthcare providers	7	1.5 %
Proximity to your work/school (within a 15-minute walk or 5-minute drive)	7	1.5 %
Street condition	49	10.7 %
Traffic congestion	32	7.0 %
Walkability	19	4.2 %
None chosen	45	9.8 %
Total	457	100.0 %

TOP THREE**Q13. Which THREE of the items listed in Question 12 should receive the MOST EMPHASIS from City leaders over the next 5 years? (top 3)**

<u>Q13. Top choice</u>	<u>Number</u>	<u>Percent</u>
Access to community gathering places	42	9.2 %
Access to schools	18	3.9 %
Access to shopping & services	81	17.7 %
Availability of bicycle facilities	32	7.0 %
Availability of on-street/public parking	28	6.1 %
Compatibility with the commercial areas nearby	30	6.6 %
Density, how close the homes are to one another	110	24.1 %
Feeling of safety & security	157	34.4 %
Noise levels	47	10.3 %
Overall design & appearance	72	15.8 %
Overall maintenance	94	20.6 %
Pedestrian safety	51	11.2 %
Presence of parks, trees, & landscaping	81	17.7 %
Proximity to family/friends	4	0.9 %
Proximity to healthcare providers	20	4.4 %
Proximity to your work/school (within a 15-minute walk or 5-minute drive)	19	4.2 %
Street condition	243	53.2 %
Traffic congestion	78	17.1 %
Walkability	63	13.8 %
None chosen	25	5.5 %
Total	1295	

Q14. When you think about recent growth and development in Taylor, what aspects have been most positive?

Q14. What aspects about recent growth & development have been most positive	Number	Percent
New shopping & dining options	158	34.6 %
Improved infrastructure (roads, sidewalks, utilities)	102	22.3 %
Revitalization of historic buildings or downtown	153	33.5 %
New housing choices & neighborhoods	86	18.8 %
Job creation & business investment	96	21.0 %
Community events & gathering places	107	23.4 %
Beautification or landscaping improvements	100	21.9 %
Other	10	2.2 %
Total	812	

Q15. Which of the THREE items listed in Question 14 would you like to see MORE of in the City of Taylor?

Q15. Top choice	Number	Percent
New shopping & dining options	135	29.5 %
Improved infrastructure (roads, sidewalks, utilities)	170	37.2 %
Revitalization of historic buildings or downtown	57	12.5 %
New housing choices & neighborhoods	17	3.7 %
Job creation & business investment	23	5.0 %
Community events & gathering places	14	3.1 %
Beautification or landscaping improvements	17	3.7 %
None chosen	24	5.3 %
Total	457	100.0 %

Q15. Which of the THREE items listed in Question 14 would you like to see MORE of in the City of Taylor?

Q15. 2nd choice	Number	Percent
New shopping & dining options	69	15.1 %
Improved infrastructure (roads, sidewalks, utilities)	106	23.2 %
Revitalization of historic buildings or downtown	74	16.2 %
New housing choices & neighborhoods	32	7.0 %
Job creation & business investment	49	10.7 %
Community events & gathering places	29	6.3 %
Beautification or landscaping improvements	51	11.2 %
None chosen	47	10.3 %
Total	457	100.0 %

Q15. Which of the THREE items listed in Question 14 would you like to see MORE of in the City of Taylor?

Q15. 3rd choice	Number	Percent
New shopping & dining options	44	9.6 %
Improved infrastructure (roads, sidewalks, utilities)	34	7.4 %
Revitalization of historic buildings or downtown	64	14.0 %
New housing choices & neighborhoods	28	6.1 %
Job creation & business investment	48	10.5 %
Community events & gathering places	57	12.5 %
Beautification or landscaping improvements	87	19.0 %
None chosen	95	20.8 %
Total	457	100.0 %

TOP THREE**Q15. Which of the THREE items listed in Question 14 would you like to see MORE of in the City of Taylor? (top 3)**

Q15. Top choice	Number	Percent
New shopping & dining options	248	54.3 %
Improved infrastructure (roads, sidewalks, utilities)	310	67.8 %
Revitalization of historic buildings or downtown	195	42.7 %
New housing choices & neighborhoods	77	16.8 %
Job creation & business investment	120	26.3 %
Community events & gathering places	100	21.9 %
Beautification or landscaping improvements	155	33.9 %
None chosen	24	5.3 %
Total	1229	

Q16. Current zoning regulations are...

Q16. Current zoning regulations	Number	Percent
Too strict	107	23.4 %
Adequate	129	28.2 %
Not strict enough	62	13.6 %
Don't know	159	34.8 %
Total	457	100.0 %

WITHOUT DON'T KNOW**Q16. Current zoning regulations are... (without "don't know")**

Q16. Current zoning regulations	Number	Percent
Too strict	107	35.9 %
Adequate	129	43.3 %
Not strict enough	62	20.8 %
Total	298	100.0 %

Q17. What is your age?

Q17. Your age	Number	Percent
18-34	89	19.5 %
35-44	87	19.0 %
45-54	92	20.1 %
55-64	94	20.6 %
65+	93	20.4 %
Not provided	2	0.4 %
Total	457	100.0 %

WITHOUT NOT PROVIDED**Q17. What is your age? (without "not provided")**

Q17. Your age	Number	Percent
18-34	89	19.6 %
35-44	87	19.1 %
45-54	92	20.2 %
55-64	94	20.7 %
65+	93	20.4 %
Total	455	100.0 %

Q18. Approximately how many years have you lived in the City of Taylor?

Q18. How many years have you lived in City of

Taylor	Number	Percent
0-5	133	29.1 %
6-10	73	16.0 %
11-15	41	9.0 %
16-20	24	5.3 %
21-30	71	15.5 %
31+	112	24.5 %
Not provided	3	0.7 %
Total	457	100.0 %

WITHOUT NOT PROVIDED**Q18. Approximately how many years have you lived in the City of Taylor? (without "not provided")**

Q18. How many years have you lived in City of

Taylor	Number	Percent
0-5	133	29.3 %
6-10	73	16.1 %
11-15	41	9.0 %
16-20	24	5.3 %
21-30	71	15.6 %
31+	112	24.7 %
Total	454	100.0 %

Q19. What is your total household income?

Q19. Your total household income

	Number	Percent
Under \$25K	45	9.8 %
\$25K to \$49,999	62	13.6 %
\$50K to \$74,999	79	17.3 %
\$75K to \$99,999	79	17.3 %
\$100K to \$149,999	63	13.8 %
\$150K to \$199,999	51	11.2 %
\$200K+	40	8.8 %
Not provided	38	8.3 %
Total	457	100.0 %

WITHOUT NOT PROVIDED**Q19. What is your total household income? (without "not provided")**

Q19. Your total household income	Number	Percent
Under \$25K	45	10.7 %
\$25K to \$49,999	62	14.8 %
\$50K to \$74,999	79	18.9 %
\$75K to \$99,999	79	18.9 %
\$100K to \$149,999	63	15.0 %
\$150K to \$199,999	51	12.2 %
\$200K+	40	9.5 %
Total	419	100.0 %

Q20. What is your gender?

Q20. Your gender	Number	Percent
Male	221	48.4 %
Female	226	49.5 %
Not provided	10	2.2 %
Total	457	100.0 %

WITHOUT NOT PROVIDED**Q20. What is your gender? (without "not provided")**

Q20. Your gender	Number	Percent
Male	221	49.4 %
Female	226	50.6 %
Total	447	100.0 %



4

Survey Instrument



Dear Taylor Resident,

We want to hear from you. The City of Taylor is conducting a survey to help determine land use and zoning priorities for the community. These items contribute significantly to our quality of life in Taylor, and your opinions are very important to us.

We appreciate your time and realize this survey will take approximately 15-20 minutes to complete.

Each question is important. The time you invest in completing this survey will aid the City in taking a resident-driven approach to land use planning to enhance our community and improve the quality of life for all residents.

You have been randomly selected.

Your response to this survey will remain confidential and will be reported in group form only. Please return your completed survey within the next two weeks using the enclosed postage-paid, return-reply envelope addressed to ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061. If you prefer to take the survey online, please visit [TaylorSurvey.org](https://www.taylorsurvey.org).

If you have any questions, please contact ETC Institute's project manager, Ryan Murray, at ryan.murray@etcinstitute.com or at 913-254-4598.

Don't miss this opportunity to have your voice heard and help us take a resident-driven approach to land use planning.

Sincerely,

City of Taylor

[WWW.TAYLORTX.GOV](https://www.taylortx.gov)

400 PORTER ST. • TAYLOR, TX 76574
512.352.3675

2026 Taylor Resident Survey

Your input is an important part of the City's ongoing effort to identify and respond to the needs of the community. Please have an adult (age 18 or older) take a few minutes to fill out this survey. You may send the completed survey back in the postage-paid envelope or complete the survey online at TaylorSurvey.org. Thank you for your time!

1. Reasons to Live in Taylor. Using a scale of 5 to 1, where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following reasons were in your decision to live in Taylor.

How important is...	Extremely Important	Very Important	Important	Less Important	Not Important
01. Small City atmosphere	5	4	3	2	1
02. Availability of shopping to meet the needs of local residents	5	4	3	2	1
03. Low crime rate	5	4	3	2	1
04. Quality of housing	5	4	3	2	1
05. Level of taxation	5	4	3	2	1
06. Employment opportunities	5	4	3	2	1
07. Availability of arts and cultural amenities	5	4	3	2	1
08. Quality of City government services	5	4	3	2	1
09. Financial stability of City government	5	4	3	2	1
10. Appearance, views, and overall beauty of the City	5	4	3	2	1
11. Proximity to family and friends	5	4	3	2	1
12. Availability of parks and open spaces	5	4	3	2	1
13. Availability of recreational activities	5	4	3	2	1
14. Quality of health care services	5	4	3	2	1
15. Availability of higher education opportunities (college/jr. college)	5	4	3	2	1
16. Quality of public education in primary and secondary schools	5	4	3	2	1
17. Other (please specify): _____	5	4	3	2	1

2. Which THREE of the items listed in Question 1 will have the MOST IMPACT on your decision to STAY in the City of Taylor? [Write in your answers below using the numbers from the list in Question 1, or circle "NONE."]

1st: ____ 2nd: ____ 3rd: ____ NONE

3. Do you think you will be living in the City five years from now?

____(1) Yes ____ (2) No ____ (9) Don't know

4. Do you think the overall quality of life in the City is getting better, staying the same, or getting worse?

____(3) Getting better ____ (2) Staying the same ____ (1) Getting worse

5. Please answer the following questions by circling either "Yes" or "No."

	Yes	No
1. Are you able to find housing you can afford in the City?	1	2
2. Do you have home repairs that are needed that impact your quality of life?	1	2
3. Do you have major home repairs that you have put off because of a lack of resources?	1	2

6. If you were in the market for a new home, which ONE of the following would you be MOST INTERESTED in? [Check only ONE.]

- (01) Accessory Dwelling Unit (ADU)
- (02) Apartment
- (03) Condominium (condo)
- (04) Cooperative housing (Co-Op)
- (05) Manufactured home (mobile home)
- (06) Mixed-use development
- (07) Modular home
- (08) Single-family detached home
- (09) Tiny home
- (10) Townhouse (row house)
- (11) Duplex

6a. If you were interested in purchasing or renting a new home, which would be your THREE biggest obstacles to purchasing or renting a home today? [Write your answers for your top 3 choices using the numbers from the list below. For example, if "Environmental hazards such as flood zones" is your 1st Choice, enter "2" in the space next to "1st" below, or circle "NONE."]

- 01. Zoning or building code restrictions that prohibit changes to the dwelling (historic preservation, impact fees)
- 02. Environmental hazards such as flood zones
- 03. Light, traffic, or noise from nearby commercial or industrial businesses
- 04. Homeowners Association (HOA)
- 05. Lack of access to parks/playgrounds/walking trails/greenways
- 06. Lack of covered parking
- 07. Lack of green space nearby
- 08. Lack of on-street parking
- 09. Lack of proper water, sewer, or electric/gas services
- 10. Lack of public transportation access
- 11. Noise pollution (located near areas with high noise levels)
- 12. Not enough distance between the dwelling and the street (setbacks)
- 13. Too far from businesses such as shopping, dining, and services
- 14. Too far from family/friends
- 15. Too far from work/school

1st: _____ 2nd: _____ 3rd: _____ NONE

7. When you think about the City of Taylor, which statement best describes how you feel about the community's direction?

- (1) Taylor is growing in a way that improves quality of life
- (2) Taylor is growing too quickly and losing its small-town character
- (3) Taylor is not growing fast enough to meet community needs
- (4) Growth is well balanced between old and new areas
- (9) Don't know

8. Which words best describe the kind of community you want Taylor to be in the future? [Check ALL that apply.]

- (01) Family friendly
- (02) Innovative
- (03) Historic
- (04) Green and sustainable
- (05) Walkable
- (06) Affordable
- (07) Diverse and inclusive
- (08) Quiet and residential
- (09) Vibrant and active
- (10) Other (please specify): _____

9. Preservation and Development. Using a scale of 5 to 1, where 5 is "Extremely Important" and 1 is "Not Important," please rate the importance of each item listed below.

How important is it...		Extremely Important	Very Important	Important	Less Important	Not Important
1.	That the City of Taylor continues to preserve and reinvest in historic buildings and neighborhoods	5	4	3	2	1
2.	That the City of Taylor continues to invest in new developments that expand new areas of Taylor for continued revitalization and growth	5	4	3	2	1

10. Land Use and Development. When you think about the number and variety of places to live, work, and shop in Taylor, would you like to see "More," "About the Same," or "Fewer" of the following types of places in Taylor?

	More	About the Same	Fewer	Don't Know
01. Single-family detached houses	3	2	1	9
02. Apartments	3	2	1	9
03. Accessory dwelling units (e.g., granny flats, garage apartments, casita)	3	2	1	9
04. Senior housing (including independent living, assisted living, and long-term care facilities)	3	2	1	9
05. Grocery store, pharmacy, and other shops for necessities	3	2	1	9
06. Specialty/boutique/independent retail	3	2	1	9
07. Restaurant, coffee shop, bakery	3	2	1	9
08. Bars	3	2	1	9
09. Food trucks	3	2	1	9
10. Entertainment establishments (e.g., movie theater, arcade)	3	2	1	9
11. Arts and/or cultural facilities (e.g., theaters, museums, galleries)	3	2	1	9
12. Sports facilities (e.g., training facilities, recreational sports venues)	3	2	1	9
13. Microbreweries/distilleries	3	2	1	9
14. Mixed-Use (office and/or retail on a floor with residential above)	3	2	1	9
15. Offices/business parks for large employers	3	2	1	9
16. Personal services (e.g., hair salons, nail salons)	3	2	1	9
17. Daycare or school	3	2	1	9
18. Public park, plaza, or open space	3	2	1	9
19. Drive-through car services (e.g., express oil change, car wash)	3	2	1	9
20. Other (please specify): _____	3	2	1	9

11. What is your favorite building or site developed in the City (name of development/address/notable tenant), and why?

11a. What is the reason for your response above in Question 11? [Check all that apply.]

- ___ (01) The business itself
- ___ (02) The design style of the building
- ___ (03) The quality of the development
- ___ (04) The landscaping and outdoor areas
- ___ (05) Its location
- ___ (06) It added new shopping, dining, or entertainment options to the area
- ___ (07) It helped revitalize or reuse a historic building or property
- ___ (08) It improved the overall appearance or character of the community
- ___ (09) It created a stronger sense of place or community identity
- ___ (10) It brought new jobs or economic opportunities to the area
- ___ (11) It provided needed housing or helped create a new neighborhood
- ___ (12) It improved walkability, connectivity, or access to nearby areas
- ___ (13) It included attractive architecture or design features
- ___ (14) It incorporated parks, plazas, or public gathering spaces
- ___ (15) It balanced old and new development in a way that fits the community
- ___ (16) It made use of vacant or underutilized land or buildings
- ___ (17) It reflects the type of growth or investment the community needs
- ___ (18) Other (please specify): _____

12. Residential Development. How satisfied are you with the following aspects of new residential development that have been completed in the City of Taylor during the past 3 years?

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Access to community gathering places	5	4	3	2	1	9
02. Access to schools	5	4	3	2	1	9
03. Access to shopping and services	5	4	3	2	1	9
04. Availability of bicycle facilities	5	4	3	2	1	9
05. Availability of on-street/public parking	5	4	3	2	1	9
06. Compatibility with the commercial areas nearby	5	4	3	2	1	9
07. Density, how close the homes are to one another	5	4	3	2	1	9
08. Feeling of safety and security	5	4	3	2	1	9
09. Noise levels	5	4	3	2	1	9
10. Overall design and appearance	5	4	3	2	1	9
11. Overall maintenance	5	4	3	2	1	9
12. Pedestrian safety	5	4	3	2	1	9
13. Presence of parks, trees, and landscaping	5	4	3	2	1	9
14. Proximity to family/friends	5	4	3	2	1	9
15. Proximity to healthcare providers	5	4	3	2	1	9
16. Proximity to your work/school (within a 15-minute walk or 5-minute drive)	5	4	3	2	1	9
17. Street condition	5	4	3	2	1	9
18. Traffic congestion	5	4	3	2	1	9
19. Walkability	5	4	3	2	1	9

13. Which THREE of the items listed in Question 12 should receive the MOST EMPHASIS from City leaders over the next 5 years? *[Write in your answers below using the numbers from the list in Question 12, or circle "NONE."]*

1st: ____ 2nd: ____ 3rd: ____ NONE

14. When you think about recent growth and development in Taylor, what aspects have been most positive? *[Check ALL that apply.]*

- ____(1) New shopping and dining options
- ____(2) Improved infrastructure (roads, sidewalks, utilities)
- ____(3) Revitalization of historic buildings or downtown
- ____(4) New housing choices and neighborhoods
- ____(5) Job creation and business investment
- ____(6) Community events and gathering places
- ____(7) Beautification or landscaping improvements
- ____(8) Other: _____

15. Which of the THREE items listed in Question 14 would you like to see MORE of in the City of Taylor? *[Write in your answers below using the numbers from the list in Question 14, or circle "NONE."]*

1st: ____ 2nd: ____ 3rd: ____ NONE

16. Current zoning regulations are...

- ____(3) Too strict
- ____(2) Adequate
- ____(1) Not strict enough
- ____(9) Don't know

Demographics

17. What is your age? ____ years

18. Approximately how many years have you lived in the City of Taylor? ____ years

19. What is your total household income?

- ____(1) Under \$25,000
- ____(2) \$25,000 to \$49,999
- ____(3) \$50,000 to \$74,999
- ____(4) \$75,000 to \$99,999
- ____(5) \$100,000 to \$149,999
- ____(6) \$150,000 to \$199,999
- ____(7) \$200,000 or more

20. **What is your gender?** ____ (1) Male ____ (2) Female ____ (3) Non-Binary

21. **Would you be willing to participate in future surveys sponsored by the City of Taylor?**

____ (1) Yes [Answer Q21a.] ____ (2) No

21a. **Please provide your contact information.**

Mobile Phone Number: _____

Email Address: _____

This concludes the survey. Thank you for your time!

Please return your survey in the postage-paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information shown to the right will ONLY be used to help ensure the survey results are statistically representative of residents in the area. Thank you.



2026 City of Taylor Resident Survey Findings Non-Random Results

Submitted to the City of Taylor, Texas

February 2026



Q1. Reasons to Live in Taylor. Using a scale of 5 to 1, where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following reasons were in your decision to live in Taylor.

(N=192)

	Extremely important	Very important	Important	Less important	Not important	Not provided
Q1-1. Small city atmosphere	44.3%	27.6%	16.1%	7.3%	2.1%	2.6%
Q1-2. Availability of shopping to meet needs of local residents	38.0%	27.6%	24.0%	4.7%	2.6%	3.1%
Q1-3. Low crime rate	69.8%	17.2%	8.3%	1.0%	0.5%	3.1%
Q1-4. Quality of housing	39.1%	32.8%	22.4%	2.1%	0.5%	3.1%
Q1-5. Level of taxation	56.3%	20.3%	16.7%	2.1%	0.5%	4.2%
Q1-6. Employment opportunities	27.6%	21.4%	24.5%	13.0%	8.3%	5.2%
Q1-7. Availability of arts & cultural amenities	10.4%	15.6%	29.2%	26.6%	13.5%	4.7%
Q1-8. Quality of City government services	43.2%	28.1%	19.8%	3.1%	2.6%	3.1%
Q1-9. Financial stability of City government	43.2%	27.6%	21.4%	3.6%	1.0%	3.1%
Q1-10. Appearance, views, & overall beauty of City	30.2%	33.3%	25.0%	6.8%	2.1%	2.6%
Q1-11. Proximity to family & friends	19.8%	23.4%	26.6%	14.1%	12.0%	4.2%
Q1-12. Availability of parks & open spaces	30.7%	28.6%	25.0%	8.9%	3.1%	3.6%
Q1-13. Availability of recreational activities	21.4%	28.1%	27.1%	15.6%	4.7%	3.1%
Q1-14. Quality of health care services	45.3%	28.6%	17.7%	5.2%	0.5%	2.6%

Q1. Reasons to Live in Taylor. Using a scale of 5 to 1, where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following reasons were in your decision to live in Taylor.

	Extremely important	Very important	Important	Less important	Not important	Not provided
Q1-15. Availability of higher education opportunities (college/jr. college)	18.2%	18.2%	26.6%	24.5%	8.3%	4.2%
Q1-16. Quality of public education in primary & secondary schools	44.3%	21.4%	20.3%	5.7%	2.1%	6.3%
Q1-17. Other	7.8%	1.0%	1.0%	0.0%	0.0%	90.1%

WITHOUT "DON'T KNOW"

Q1. Reasons to Live in Taylor. Using a scale of 5 to 1, where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following reasons were in your decision to live in Taylor. (without "don't know")

(N=192)

	Extremely important	Very important	Important	Less important	Not important
Q1-1. Small city atmosphere	45.5%	28.3%	16.6%	7.5%	2.1%
Q1-2. Availability of shopping to meet needs of local residents	39.2%	28.5%	24.7%	4.8%	2.7%
Q1-3. Low crime rate	72.0%	17.7%	8.6%	1.1%	0.5%
Q1-4. Quality of housing	40.3%	33.9%	23.1%	2.2%	0.5%
Q1-5. Level of taxation	58.7%	21.2%	17.4%	2.2%	0.5%
Q1-6. Employment opportunities	29.1%	22.5%	25.8%	13.7%	8.8%
Q1-7. Availability of arts & cultural amenities	10.9%	16.4%	30.6%	27.9%	14.2%
Q1-8. Quality of City government services	44.6%	29.0%	20.4%	3.2%	2.7%
Q1-9. Financial stability of City government	44.6%	28.5%	22.0%	3.8%	1.1%
Q1-10. Appearance, views, & overall beauty of City	31.0%	34.2%	25.7%	7.0%	2.1%
Q1-11. Proximity to family & friends	20.7%	24.5%	27.7%	14.7%	12.5%
Q1-12. Availability of parks & open spaces	31.9%	29.7%	25.9%	9.2%	3.2%
Q1-13. Availability of recreational activities	22.0%	29.0%	28.0%	16.1%	4.8%
Q1-14. Quality of health care services	46.5%	29.4%	18.2%	5.3%	0.5%

WITHOUT "DON'T KNOW"

Q1. Reasons to Live in Taylor. Using a scale of 5 to 1, where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following reasons were in your decision to live in Taylor. (without "don't know")

	Extremely important	Very important	Important	Less important	Not important
Q1-15. Availability of higher education opportunities (college/jr. college)	19.0%	19.0%	27.7%	25.5%	8.7%
Q1-16. Quality of public education in primary & secondary schools	47.2%	22.8%	21.7%	6.1%	2.2%
Q1-17. Other	78.9%	10.5%	10.5%	0.0%	0.0%

Q2. Which THREE of the items listed in Question 1 will have the MOST IMPACT on your decision to STAY in the City of Taylor?

Q2. Top choice	Number	Percent
Small city atmosphere	58	30.2 %
Availability of shopping to meet needs of local residents	11	5.7 %
Low crime rate	30	15.6 %
Quality of housing	8	4.2 %
Level of taxation	21	10.9 %
Employment opportunities	3	1.6 %
Availability of arts & cultural amenities	3	1.6 %
Quality of City government services	3	1.6 %
Financial stability of City government	1	0.5 %
Appearance, views, & overall beauty of City	3	1.6 %
Proximity to family & friends	15	7.8 %
Availability of parks & open spaces	1	0.5 %
Quality of health care services	3	1.6 %
Quality of public education in primary & secondary schools	13	6.8 %
None chosen	19	9.9 %
Total	192	100.0 %

Q2. Which THREE of the items listed in Question 1 will have the MOST IMPACT on your decision to STAY in the City of Taylor?

Q2. 2nd choice	Number	Percent
Small city atmosphere	28	14.6 %
Availability of shopping to meet needs of local residents	23	12.0 %
Low crime rate	28	14.6 %
Quality of housing	9	4.7 %
Level of taxation	27	14.1 %
Employment opportunities	4	2.1 %
Availability of arts & cultural amenities	4	2.1 %
Quality of City government services	6	3.1 %
Financial stability of City government	6	3.1 %
Appearance, views, & overall beauty of City	5	2.6 %
Proximity to family & friends	7	3.6 %
Availability of parks & open spaces	4	2.1 %
Availability of recreational activities	3	1.6 %
Quality of health care services	9	4.7 %
Quality of public education in primary & secondary schools	6	3.1 %
None chosen	23	12.0 %
Total	192	100.0 %

Q2. Which THREE of the items listed in Question 1 will have the MOST IMPACT on your decision to STAY in the City of Taylor?

Q2. 3rd choice	Number	Percent
Small city atmosphere	13	6.8 %
Availability of shopping to meet needs of local residents	11	5.7 %
Low crime rate	21	10.9 %
Quality of housing	10	5.2 %
Level of taxation	27	14.1 %
Employment opportunities	5	2.6 %
Availability of arts & cultural amenities	2	1.0 %
Quality of City government services	5	2.6 %
Financial stability of City government	10	5.2 %
Appearance, views, & overall beauty of City	5	2.6 %
Proximity to family & friends	9	4.7 %
Availability of parks & open spaces	13	6.8 %
Availability of recreational activities	7	3.6 %
Quality of health care services	10	5.2 %
Availability of higher education opportunities (college/jr. college)	2	1.0 %
Quality of public education in primary & secondary schools	8	4.2 %
None chosen	34	17.7 %
Total	192	100.0 %

SUM OF TOP 3 CHOICES

Q2. Which THREE of the items listed in Question 1 will have the MOST IMPACT on your decision to STAY in the City of Taylor? (top 3)

Q2. Top choice	Number	Percent
Small city atmosphere	99	51.6 %
Availability of shopping to meet needs of local residents	45	23.4 %
Low crime rate	79	41.1 %
Quality of housing	27	14.1 %
Level of taxation	75	39.1 %
Employment opportunities	12	6.3 %
Availability of arts & cultural amenities	9	4.7 %
Quality of City government services	14	7.3 %
Financial stability of City government	17	8.9 %
Appearance, views, & overall beauty of City	13	6.8 %
Proximity to family & friends	31	16.1 %
Availability of parks & open spaces	18	9.4 %
Availability of recreational activities	10	5.2 %
Quality of health care services	22	11.5 %
Availability of higher education opportunities (college/jr. college)	2	1.0 %
Quality of public education in primary & secondary schools	27	14.1 %
None chosen	19	9.9 %
Total	519	

Q3. Do you think you will be living in the City five years from now?

Q3. Will you be living in the City five years from

<u>now</u>	<u>Number</u>	<u>Percent</u>
Yes	106	55.2 %
No	22	11.5 %
Don't know	64	33.3 %
Total	192	100.0 %

WITHOUT "DON'T KNOW"**Q3. Do you think you will be living in the City five years from now? (without "don't know")**

Q3. Will you be living in the City five years from

<u>now</u>	<u>Number</u>	<u>Percent</u>
Yes	106	82.8 %
No	22	17.2 %
Total	128	100.0 %

Q4. Do you think the overall quality of life in the City is getting better, staying the same, or getting worse?

Q4. What do you think of overall quality of life in the City	Number	Percent
Getting better	38	19.8 %
Staying the same	55	28.6 %
Getting worse	94	49.0 %
Not provided	5	2.6 %
Total	192	100.0 %

WITHOUT "NOT PROVIDED"

Q4. Do you think the overall quality of life in the City is getting better, staying the same, or getting worse? (without "not provided")

Q4. What do you think of overall quality of life in the City	Number	Percent
Getting better	38	20.3 %
Staying the same	55	29.4 %
Getting worse	94	50.3 %
Total	187	100.0 %

Q5. Please answer the following questions by circling either "Yes" or "No."

(N=192)

	Yes	No	Not provided
Q5-1. Are you able to find housing you can afford in the City	63.0%	24.5%	12.5%
Q5-2. Do you have home repairs that are needed that impact your quality of life	34.9%	54.2%	10.9%
Q5-3. Do you have major home repairs that you have put off because of a lack of resources	42.2%	48.4%	9.4%

WITHOUT "NOT PROVIDED"

Q5. Please answer the following questions by circling either "Yes" or "No." (without "not provided")

(N=192)

	Yes	No
Q5-1. Are you able to find housing you can afford in the City	72.0%	28.0%
Q5-2. Do you have home repairs that are needed that impact your quality of life	39.2%	60.8%
Q5-3. Do you have major home repairs that you have put off because of a lack of resources	46.6%	53.4%

Q6. If you were in the market for a new home, which ONE of the following would you be MOST INTERESTED in?

Q6. In which following would you be most interested if you were in the market for a new home

	Number	Percent
Accessory Dwelling Unit (ADU)	4	2.1 %
Apartment	6	3.1 %
Condominium (Condo)	5	2.6 %
Manufactured Home (Mobile Home)	3	1.6 %
Mixed-Use Development	4	2.1 %
Modular Home	6	3.1 %
Single-Family Detached Home	123	64.1 %
Tiny Home	5	2.6 %
Townhouse (Row House)	4	2.1 %
Duplex	4	2.1 %
Not provided	28	14.6 %
Total	192	100.0 %

WITHOUT "NOT PROVIDED"**Q6. If you were in the market for a new home, which ONE of the following would you be MOST INTERESTED in? (without "not provided")**

Q6. In which following would you be most interested if you were in the market for a new home

	Number	Percent
Accessory Dwelling Unit (ADU)	4	2.4 %
Apartment	6	3.7 %
Condominium (Condo)	5	3.0 %
Manufactured Home (Mobile Home)	3	1.8 %
Mixed-Use Development	4	2.4 %
Modular Home	6	3.7 %
Single-Family Detached Home	123	75.0 %
Tiny Home	5	3.0 %
Townhouse (Row House)	4	2.4 %
Duplex	4	2.4 %
Total	164	100.0 %

Q6a. If you were interested in purchasing or renting a new home, which would be your THREE biggest obstacles to purchasing or renting a home today?

<u>Q6a. Top choice</u>	<u>Number</u>	<u>Percent</u>
Zoning or building code restrictions that prohibit changes to the dwelling (historic preservation, impact fees)	25	13.0 %
Environmental hazards such as flood zones	17	8.9 %
Light, traffic, or noise from nearby commercial or industrial businesses	28	14.6 %
Homeowners Association (HOA)	29	15.1 %
Lack of access to parks/playgrounds/walking trails/greenways	6	3.1 %
Lack of covered parking	2	1.0 %
Lack of green space nearby	2	1.0 %
Lack of on-street parking	3	1.6 %
Lack of proper water, sewer, or electric/gas services	16	8.3 %
Lack of public transportation access	6	3.1 %
Noise pollution (located near areas with high noise levels)	9	4.7 %
Not enough distance between the dwelling & the street (setbacks)	3	1.6 %
Too far from businesses such as shopping, dining, & services	9	4.7 %
Too far from family/friends	4	2.1 %
<u>None chosen</u>	<u>33</u>	<u>17.2 %</u>
Total	192	100.0 %

Q6a. If you were interested in purchasing or renting a new home, which would be your THREE biggest obstacles to purchasing or renting a home today?

Q6a. 2nd choice	Number	Percent
Zoning or building code restrictions that prohibit changes to the dwelling (historic preservation, impact fees)	18	9.4 %
Environmental hazards such as flood zones	14	7.3 %
Light, traffic, or noise from nearby commercial or industrial businesses	22	11.5 %
Homeowners Association (HOA)	16	8.3 %
Lack of access to parks/playgrounds/walking trails/greenways	9	4.7 %
Lack of covered parking	3	1.6 %
Lack of green space nearby	6	3.1 %
Lack of on-street parking	5	2.6 %
Lack of proper water, sewer, or electric/gas services	15	7.8 %
Lack of public transportation access	4	2.1 %
Noise pollution (located near areas with high noise levels)	13	6.8 %
Not enough distance between the dwelling & the street (setbacks)	9	4.7 %
Too far from businesses such as shopping, dining, & services	11	5.7 %
Too far from family/friends	2	1.0 %
Too far from work/school	3	1.6 %
None chosen	42	21.9 %
Total	192	100.0 %

Q6a. If you were interested in purchasing or renting a new home, which would be your THREE biggest obstacles to purchasing or renting a home today?

Q6a. 3rd choice	Number	Percent
Zoning or building code restrictions that prohibit changes to the dwelling (historic preservation, impact fees)	11	5.7 %
Environmental hazards such as flood zones	10	5.2 %
Light, traffic, or noise from nearby commercial or industrial businesses	8	4.2 %
Homeowners Association (HOA)	14	7.3 %
Lack of access to parks/playgrounds/walking trails/greenways	6	3.1 %
Lack of covered parking	4	2.1 %
Lack of green space nearby	4	2.1 %
Lack of on-street parking	5	2.6 %
Lack of proper water, sewer, or electric/gas services	17	8.9 %
Lack of public transportation access	6	3.1 %
Noise pollution (located near areas with high noise levels)	19	9.9 %
Not enough distance between the dwelling & the street (setbacks)	12	6.3 %
Too far from businesses such as shopping, dining, & services	6	3.1 %
Too far from family/friends	5	2.6 %
Too far from work/school	8	4.2 %
None chosen	57	29.7 %
Total	192	100.0 %

SUM OF TOP 3 CHOICES**Q6a. If you were interested in purchasing or renting a new home, which would be your THREE biggest obstacles to purchasing or renting a home today? (top 3)**

Q6a. Top choice	Number	Percent
Zoning or building code restrictions that prohibit changes to the dwelling (historic preservation, impact fees)	54	28.1 %
Environmental hazards such as flood zones	41	21.4 %
Light, traffic, or noise from nearby commercial or industrial businesses	58	30.2 %
Homeowners Association (HOA)	59	30.7 %
Lack of access to parks/playgrounds/walking trails/greenways	21	10.9 %
Lack of covered parking	9	4.7 %
Lack of green space nearby	12	6.3 %
Lack of on-street parking	13	6.8 %
Lack of proper water, sewer, or electric/gas services	48	25.0 %
Lack of public transportation access	16	8.3 %
Noise pollution (located near areas with high noise levels)	41	21.4 %
Not enough distance between the dwelling & the street (setbacks)	24	12.5 %
Too far from businesses such as shopping, dining, & services	26	13.5 %
Too far from family/friends	11	5.7 %
Too far from work/school	11	5.7 %
None chosen	33	17.2 %
Total	477	

Q7. When you think about the City of Taylor, which statement best describes how you feel about the community's direction?

Q7. How do you feel about community's direction	Number	Percent
Taylor is growing in a way that improves quality of life	15	7.8 %
Taylor is growing too quickly & losing its small-town character	100	52.1 %
Taylor is not growing fast enough to meet community needs	49	25.5 %
Growth is well balanced between old & new areas	9	4.7 %
Don't know	19	9.9 %
Total	192	100.0 %

WITHOUT "DON'T KNOW"

Q7. When you think about the City of Taylor, which statement best describes how you feel about the community's direction? (without "don't know")

Q7. How do you feel about community's direction	Number	Percent
Taylor is growing in a way that improves quality of life	15	8.7 %
Taylor is growing too quickly & losing its small-town character	100	57.8 %
Taylor is not growing fast enough to meet community needs	49	28.3 %
Growth is well balanced between old & new areas	9	5.2 %
Total	173	100.0 %

Q8. Which words best describe the kind of community you want Taylor to be in the future?

Q8. What kind of community do you want Taylor
to be in the future

	Number	Percent
Family friendly	126	65.6 %
Innovative	25	13.0 %
Historic	74	38.5 %
Green & sustainable	45	23.4 %
Walkable	45	23.4 %
Affordable	108	56.3 %
Diverse & inclusive	52	27.1 %
Quiet & residential	84	43.8 %
Vibrant & active	50	26.0 %
Other	9	4.7 %
Total	618	

Q9. Preservation and Development. Using a scale of 5 to 1, where 5 is "Extremely Important" and 1 is "Not Important," please rate the importance of each item listed below.

(N=192)

	Extremely important	Very important	Important	Less important	Not important	Not provided
Q9-1. City of Taylor continues to preserve & reinvest in historic buildings & neighborhoods	32.8%	32.3%	18.8%	6.8%	6.3%	3.1%
Q9-2. City of Taylor continues to invest in new developments that expand new areas of Taylor for continued revitalization & growth	14.6%	16.1%	28.1%	23.4%	12.0%	5.7%

WITHOUT "NOT PROVIDED"

Q9. Preservation and Development. Using a scale of 5 to 1, where 5 is "Extremely Important" and 1 is "Not Important," please rate the importance of each item listed below. (without "not provided")

(N=192)

	Extremely important	Very important	Important	Less important	Not important
Q9-1. City of Taylor continues to preserve & reinvest in historic buildings & neighborhoods	33.9%	33.3%	19.4%	7.0%	6.5%
Q9-2. City of Taylor continues to invest in new developments that expand new areas of Taylor for continued revitalization & growth	15.5%	17.1%	29.8%	24.9%	12.7%

Q10. Land Use and Development. When you think about the number and variety of places to live, work, and shop in Taylor, would you like to see "More," "About the Same," or "Fewer" of the following types of places in Taylor?

(N=192)

	More	About the same	Fewer	Don't know
Q10-1. Single-family detached houses	39.6%	43.8%	7.8%	8.9%
Q10-2. Apartments	21.9%	34.4%	30.7%	13.0%
Q10-3. Accessory dwelling units (e.g., granny flats, garage apartments, casita)	18.8%	26.0%	31.8%	23.4%
Q10-4. Senior housing (including independent living, assisted living, & long-term care facilities)	50.5%	31.3%	3.6%	14.6%
Q10-5. Grocery store, pharmacy, & other shops for necessities	63.0%	30.2%	1.0%	5.7%
Q10-6. Specialty/boutique/independent retail	41.7%	43.2%	8.9%	6.3%
Q10-7. Restaurant, coffee shop, bakery	66.1%	26.0%	2.6%	5.2%
Q10-8. Bars	15.6%	40.1%	32.8%	11.5%
Q10-9. Food trucks	25.5%	44.8%	17.7%	12.0%
Q10-10. Entertainment establishments (e.g., movie theater, arcade)	63.0%	27.1%	2.6%	7.3%
Q10-11. Arts and/or cultural facilities (e.g., theaters, museums, galleries)	40.1%	31.8%	14.6%	13.5%
Q10-12. Sports facilities (e.g., training facilities, recreational sports venues)	29.2%	47.4%	10.4%	13.0%
Q10-13. Microbreweries/distilleries	10.4%	35.9%	39.6%	14.1%
Q10-14. Mixed-use (office and/or retail on a floor with residential above)	23.4%	35.4%	21.4%	19.8%
Q10-15. Offices/business parks for large employers	18.8%	28.1%	38.5%	14.6%
Q10-16. Personal services (e.g., hair salons, nail salons)	19.8%	58.3%	10.4%	11.5%

Q10. Land Use and Development. When you think about the number and variety of places to live, work, and shop in Taylor, would you like to see "More," "About the Same," or "Fewer" of the following types of places in Taylor?

	More	About the same	Fewer	Don't know
Q10-17. Daycare or school	31.8%	43.8%	5.2%	19.3%
Q10-18. Public park, plaza, or open space	46.4%	36.5%	5.7%	11.5%
Q10-19. Drive-through car services (e.g., express oil change, car wash)	11.5%	58.9%	17.2%	12.5%
Q10-20. Other	3.6%	1.0%	2.1%	93.2%

WITHOUT "DON'T KNOW"**Q10. Land Use and Development. When you think about the number and variety of places to live, work, and shop in Taylor, would you like to see "More," "About the Same," or "Fewer" of the following types of places in Taylor? (without "don't know")**

(N=192)

	More	About the same	Fewer
Q10-1. Single-family detached houses	43.4%	48.0%	8.6%
Q10-2. Apartments	25.1%	39.5%	35.3%
Q10-3. Accessory dwelling units (e.g., granny flats, garage apartments, casita)	24.5%	34.0%	41.5%
Q10-4. Senior housing (including independent living, assisted living, & long-term care facilities)	59.1%	36.6%	4.3%
Q10-5. Grocery store, pharmacy, & other shops for necessities	66.9%	32.0%	1.1%
Q10-6. Specialty/boutique/independent retail	44.4%	46.1%	9.4%
Q10-7. Restaurant, coffee shop, bakery	69.8%	27.5%	2.7%
Q10-8. Bars	17.6%	45.3%	37.1%
Q10-9. Food trucks	29.0%	50.9%	20.1%
Q10-10. Entertainment establishments (e.g., movie theater, arcade)	68.0%	29.2%	2.8%
Q10-11. Arts and/or cultural facilities (e.g., theaters, museums, galleries)	46.4%	36.7%	16.9%
Q10-12. Sports facilities (e.g., training facilities, recreational sports venues)	33.5%	54.5%	12.0%
Q10-13. Microbreweries/distilleries	12.1%	41.8%	46.1%
Q10-14. Mixed-use (office and/or retail on a floor with residential above)	29.2%	44.2%	26.6%
Q10-15. Offices/business parks for large employers	22.0%	32.9%	45.1%
Q10-16. Personal services (e.g., hair salons, nail salons)	22.4%	65.9%	11.8%

WITHOUT "DON'T KNOW"

Q10. Land Use and Development. When you think about the number and variety of places to live, work, and shop in Taylor, would you like to see "More," "About the Same," or "Fewer" of the following types of places in Taylor? (without "don't know")

	More	About the same	Fewer
Q10-17. Daycare or school	39.4%	54.2%	6.5%
Q10-18. Public park, plaza, or open space	52.4%	41.2%	6.5%
Q10-19. Drive-through car services (e.g., express oil change, car wash)	13.1%	67.3%	19.6%
Q10-20. Other	53.8%	15.4%	30.8%

Q11a. What is the reason for your response above in Question 11?

Q11a. Reasons for your response above in

<u>Question 11</u>	<u>Number</u>	<u>Percent</u>
The business itself	19	9.9 %
Design style of the building	30	15.6 %
Quality of the development	29	15.1 %
Landscaping & outdoor areas	23	12.0 %
Its location	33	17.2 %
It added new shopping, dining, or entertainment options to the area	33	17.2 %
It helped revitalize or reuse a historic building or property	46	24.0 %
It improved overall appearance or character of the community	36	18.8 %
It created a stronger sense of place or community identity	36	18.8 %
It brought new jobs or economic opportunities to the area	13	6.8 %
It provided needed housing or helped create a new neighborhood	6	3.1 %
It improved walkability, connectivity, or access to nearby areas	12	6.3 %
It included attractive architecture or design features	19	9.9 %
It incorporated parks, plazas, or public gathering spaces	15	7.8 %
It balanced old & new development in a way that fits the community	26	13.5 %
It made use of vacant or underutilized land or buildings	29	15.1 %
It reflects the type of growth or investment the community needs	27	14.1 %
<u>Other</u>	<u>3</u>	<u>1.6 %</u>
Total	435	

Q12. Residential Development. How satisfied are you with the following aspects of new residential development that have been completed in the City of Taylor during the past 3 years?

(N=192)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Access to community gathering places	6.8%	18.8%	42.2%	13.0%	4.7%	14.6%
Q12-2. Access to schools	8.9%	29.7%	31.8%	6.8%	2.1%	20.8%
Q12-3. Access to shopping & services	7.3%	27.1%	25.5%	22.4%	5.2%	12.5%
Q12-4. Availability of bicycle facilities	8.9%	15.6%	32.3%	12.0%	5.2%	26.0%
Q12-5. Availability of on-street/public parking	6.3%	22.9%	32.3%	17.7%	6.3%	14.6%
Q12-6. Compatibility with the commercial areas nearby	2.6%	21.9%	37.5%	15.6%	3.6%	18.8%
Q12-7. Density, how close the homes are to one another	2.1%	18.8%	22.9%	26.6%	15.6%	14.1%
Q12-8. Feeling of safety & security	7.3%	33.9%	28.1%	12.0%	6.8%	12.0%
Q12-9. Noise levels	3.6%	29.7%	33.3%	15.1%	5.2%	13.0%
Q12-10. Overall design & appearance	3.6%	21.4%	38.5%	18.8%	6.8%	10.9%
Q12-11. Overall maintenance	2.1%	20.8%	29.7%	19.8%	14.1%	13.5%
Q12-12. Pedestrian safety	2.6%	25.5%	26.6%	22.4%	7.3%	15.6%
Q12-13. Presence of parks, trees, & landscaping	7.3%	32.8%	24.5%	16.1%	7.3%	12.0%
Q12-14. Proximity to family/friends	9.9%	30.2%	29.7%	3.6%	1.6%	25.0%
Q12-15. Proximity to healthcare providers	7.8%	30.7%	28.1%	12.5%	6.8%	14.1%

Q12. Residential Development. How satisfied are you with the following aspects of new residential development that have been completed in the City of Taylor during the past 3 years?

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-16. Proximity to your work/school (within a 15-minute walk or 5-minute drive)	9.9%	24.0%	35.4%	6.3%	3.1%	21.4%
Q12-17. Street condition	1.6%	7.8%	12.0%	26.6%	41.7%	10.4%
Q12-18. Traffic congestion	1.6%	21.9%	25.0%	22.4%	17.2%	12.0%
Q12-19. Walkability	3.6%	20.3%	37.0%	12.5%	9.4%	17.2%

WITHOUT "DON'T KNOW"**Q12. Residential Development. How satisfied are you with the following aspects of new residential development that have been completed in the City of Taylor during the past 3 years? (without "don't know")**

(N=192)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Access to community gathering places	7.9%	22.0%	49.4%	15.2%	5.5%
Q12-2. Access to schools	11.2%	37.5%	40.1%	8.6%	2.6%
Q12-3. Access to shopping & services	8.3%	31.0%	29.2%	25.6%	6.0%
Q12-4. Availability of bicycle facilities	12.0%	21.1%	43.7%	16.2%	7.0%
Q12-5. Availability of on-street/public parking	7.3%	26.8%	37.8%	20.7%	7.3%
Q12-6. Compatibility with the commercial areas nearby	3.2%	26.9%	46.2%	19.2%	4.5%
Q12-7. Density, how close the homes are to one another	2.4%	21.8%	26.7%	30.9%	18.2%
Q12-8. Feeling of safety & security	8.3%	38.5%	32.0%	13.6%	7.7%
Q12-9. Noise levels	4.2%	34.1%	38.3%	17.4%	6.0%
Q12-10. Overall design & appearance	4.1%	24.0%	43.3%	21.1%	7.6%
Q12-11. Overall maintenance	2.4%	24.1%	34.3%	22.9%	16.3%
Q12-12. Pedestrian safety	3.1%	30.2%	31.5%	26.5%	8.6%
Q12-13. Presence of parks, trees, & landscaping	8.3%	37.3%	27.8%	18.3%	8.3%
Q12-14. Proximity to family/friends	13.2%	40.3%	39.6%	4.9%	2.1%

WITHOUT "DON'T KNOW"

Q12. Residential Development. How satisfied are you with the following aspects of new residential development that have been completed in the City of Taylor during the past 3 years? (without "don't know")

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-15. Proximity to healthcare providers	9.1%	35.8%	32.7%	14.5%	7.9%
Q12-16. Proximity to your work/school (within a 15-minute walk or 5-minute drive)	12.6%	30.5%	45.0%	7.9%	4.0%
Q12-17. Street condition	1.7%	8.7%	13.4%	29.7%	46.5%
Q12-18. Traffic congestion	1.8%	24.9%	28.4%	25.4%	19.5%
Q12-19. Walkability	4.4%	24.5%	44.7%	15.1%	11.3%

Q13. Which THREE of the items listed in Question 12 should receive the MOST EMPHASIS from City leaders over the next 5 years?

Q13. Top choice	Number	Percent
Access to community gathering places	3	1.6 %
Access to schools	3	1.6 %
Access to shopping & services	17	8.9 %
Availability of bicycle facilities	1	0.5 %
Availability of on-street/public parking	3	1.6 %
Compatibility with the commercial areas nearby	4	2.1 %
Density, how close the homes are to one another	15	7.8 %
Feeling of safety & security	21	10.9 %
Noise levels	4	2.1 %
Overall design & appearance	3	1.6 %
Overall maintenance	7	3.6 %
Pedestrian safety	7	3.6 %
Presence of parks, trees, & landscaping	2	1.0 %
Proximity to healthcare providers	4	2.1 %
Street condition	56	29.2 %
Traffic congestion	11	5.7 %
Walkability	6	3.1 %
None chosen	25	13.0 %
Total	192	100.0 %

Q13. Which THREE of the items listed in Question 12 should receive the MOST EMPHASIS from City leaders over the next 5 years?

Q13. 2nd choice	Number	Percent
Access to community gathering places	2	1.0 %
Access to schools	3	1.6 %
Access to shopping & services	11	5.7 %
Availability of bicycle facilities	3	1.6 %
Availability of on-street/public parking	4	2.1 %
Compatibility with the commercial areas nearby	4	2.1 %
Density, how close the homes are to one another	13	6.8 %
Feeling of safety & security	22	11.5 %
Noise levels	9	4.7 %
Overall design & appearance	3	1.6 %
Overall maintenance	22	11.5 %
Pedestrian safety	5	2.6 %
Presence of parks, trees, & landscaping	13	6.8 %
Proximity to family/friends	1	0.5 %
Proximity to healthcare providers	9	4.7 %
Street condition	17	8.9 %
Traffic congestion	18	9.4 %
Walkability	5	2.6 %
None chosen	28	14.6 %
Total	192	100.0 %

Q13. Which THREE of the items listed in Question 12 should receive the MOST EMPHASIS from City leaders over the next 5 years?

Q13. 3rd choice	Number	Percent
Access to community gathering places	5	2.6 %
Access to schools	4	2.1 %
Access to shopping & services	8	4.2 %
Availability of bicycle facilities	5	2.6 %
Availability of on-street/public parking	6	3.1 %
Compatibility with the commercial areas nearby	3	1.6 %
Density, how close the homes are to one another	8	4.2 %
Feeling of safety & security	16	8.3 %
Noise levels	6	3.1 %
Overall design & appearance	8	4.2 %
Overall maintenance	13	6.8 %
Pedestrian safety	6	3.1 %
Presence of parks, trees, & landscaping	16	8.3 %
Proximity to family/friends	1	0.5 %
Proximity to healthcare providers	6	3.1 %
Proximity to your work/school (within a 15-minute walk or 5-minute drive)	2	1.0 %
Street condition	24	12.5 %
Traffic congestion	18	9.4 %
Walkability	4	2.1 %
None chosen	33	17.2 %
Total	192	100.0 %

SUM OF TOP 3 CHOICES**Q13. Which THREE of the items listed in Question 12 should receive the MOST EMPHASIS from City leaders over the next 5 years? (top 3)**

Q13. Top choice	Number	Percent
Access to community gathering places	10	5.2 %
Access to schools	10	5.2 %
Access to shopping & services	36	18.8 %
Availability of bicycle facilities	9	4.7 %
Availability of on-street/public parking	13	6.8 %
Compatibility with the commercial areas nearby	11	5.7 %
Density, how close the homes are to one another	36	18.8 %
Feeling of safety & security	59	30.7 %
Noise levels	19	9.9 %
Overall design & appearance	14	7.3 %
Overall maintenance	42	21.9 %
Pedestrian safety	18	9.4 %
Presence of parks, trees, & landscaping	31	16.1 %
Proximity to family/friends	2	1.0 %
Proximity to healthcare providers	19	9.9 %
Proximity to your work/school (within a 15-minute walk or 5-minute drive)	2	1.0 %
Street condition	97	50.5 %
Traffic congestion	47	24.5 %
Walkability	15	7.8 %
None chosen	25	13.0 %
Total	515	

Q14. When you think about recent growth and development in Taylor, what aspects have been most positive?

Q14. What aspects about recent growth & development have been most positive	Number	Percent
New shopping & dining options	77	40.1 %
Improved infrastructure (roads, sidewalks, utilities)	45	23.4 %
Revitalization of historic buildings or downtown	54	28.1 %
New housing choices & neighborhoods	42	21.9 %
Job creation & business investment	28	14.6 %
Community events & gathering places	47	24.5 %
Beautification or landscaping improvements	31	16.1 %
Other	4	2.1 %
Total	328	

Q15. Which of the THREE items listed in Question 14 would you like to see MORE of in the City of Taylor?

<u>Q15. Top choice</u>	<u>Number</u>	<u>Percent</u>
New shopping & dining options	53	27.6 %
Improved infrastructure (roads, sidewalks, utilities)	69	35.9 %
Revitalization of historic buildings or downtown	16	8.3 %
New housing choices & neighborhoods	3	1.6 %
Job creation & business investment	11	5.7 %
Community events & gathering places	4	2.1 %
Beautification or landscaping improvements	6	3.1 %
None chosen	30	15.6 %
Total	192	100.0 %

Q15. Which of the THREE items listed in Question 14 would you like to see MORE of in the City of Taylor?

<u>Q15. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
New shopping & dining options	24	12.5 %
Improved infrastructure (roads, sidewalks, utilities)	41	21.4 %
Revitalization of historic buildings or downtown	29	15.1 %
New housing choices & neighborhoods	10	5.2 %
Job creation & business investment	18	9.4 %
Community events & gathering places	15	7.8 %
Beautification or landscaping improvements	16	8.3 %
None chosen	39	20.3 %
Total	192	100.0 %

Q15. Which of the THREE items listed in Question 14 would you like to see MORE of in the City of Taylor?

Q15. 3rd choice	Number	Percent
New shopping & dining options	16	8.3 %
Improved infrastructure (roads, sidewalks, utilities)	15	7.8 %
Revitalization of historic buildings or downtown	22	11.5 %
New housing choices & neighborhoods	18	9.4 %
Job creation & business investment	16	8.3 %
Community events & gathering places	19	9.9 %
Beautification or landscaping improvements	31	16.1 %
None chosen	55	28.6 %
Total	192	100.0 %

SUM OF TOP 3 CHOICES**Q15. Which of the THREE items listed in Question 14 would you like to see MORE of in the City of Taylor?****(top 3)**

Q15. Top choice	Number	Percent
New shopping & dining options	93	48.4 %
Improved infrastructure (roads, sidewalks, utilities)	125	65.1 %
Revitalization of historic buildings or downtown	67	34.9 %
New housing choices & neighborhoods	31	16.1 %
Job creation & business investment	45	23.4 %
Community events & gathering places	38	19.8 %
Beautification or landscaping improvements	53	27.6 %
None chosen	30	15.6 %
Total	482	

Q16. Current zoning regulations are...

<u>Q16. Current zoning regulations</u>	<u>Number</u>	<u>Percent</u>
Too strict	53	27.6 %
Adequate	58	30.2 %
Not strict enough	20	10.4 %
Don't know	61	31.8 %
Total	192	100.0 %

WITHOUT "DON'T KNOW"**Q16. Current zoning regulations are... (without "don't know")**

<u>Q16. Current zoning regulations</u>	<u>Number</u>	<u>Percent</u>
Too strict	53	40.5 %
Adequate	58	44.3 %
Not strict enough	20	15.3 %
Total	131	100.0 %

Q17. What is your age?

<u>Q17. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	16	8.3 %
35-44	39	20.3 %
45-54	18	9.4 %
55-64	34	17.7 %
65+	70	36.5 %
Not provided	15	7.8 %
Total	192	100.0 %

WITHOUT "NOT PROVIDED"**Q17. What is your age? (without "not provided")**

<u>Q17. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	16	9.0 %
35-44	39	22.0 %
45-54	18	10.2 %
55-64	34	19.2 %
65+	70	39.5 %
Total	177	100.0 %

Q18. Approximately how many years have you lived in the City of Taylor?

Q18. How many years have you lived in City of

Taylor	Number	Percent
0-5	45	23.4 %
6-10	31	16.1 %
11-15	24	12.5 %
16-20	9	4.7 %
21-30	21	10.9 %
31+	44	22.9 %
Not provided	18	9.4 %
Total	192	100.0 %

WITHOUT "NOT PROVIDED"

Q18. Approximately how many years have you lived in the City of Taylor? (without "not provided")

Q18. How many years have you lived in City of

Taylor	Number	Percent
0-5	45	25.9 %
6-10	31	17.8 %
11-15	24	13.8 %
16-20	9	5.2 %
21-30	21	12.1 %
31+	44	25.3 %
Total	174	100.0 %

Q19. What is your total household income?

Q19. Your total household income	Number	Percent
Under \$25K	4	2.1 %
\$25K to \$49,999	24	12.5 %
\$50K to \$74,999	15	7.8 %
\$75K to \$99,999	26	13.5 %
\$100K to \$149,999	42	21.9 %
\$150K to \$199,999	18	9.4 %
\$200K+	10	5.2 %
Not provided	53	27.6 %
Total	192	100.0 %

WITHOUT "NOT PROVIDED"

Q19. What is your total household income? (without "not provided")

Q19. Your total household income	Number	Percent
Under \$25K	4	2.9 %
\$25K to \$49,999	24	17.3 %
\$50K to \$74,999	15	10.8 %
\$75K to \$99,999	26	18.7 %
\$100K to \$149,999	42	30.2 %
\$150K to \$199,999	18	12.9 %
\$200K+	10	7.2 %
Total	139	100.0 %

Q20. What is your gender?

Q20. Your gender	Number	Percent
Male	52	27.1 %
Female	109	56.8 %
Non-Binary	2	1.0 %
Not provided	29	15.1 %
Total	192	100.0 %

WITHOUT "NOT PROVIDED"

Q20. What is your gender? (without "not provided")

Q20. Your gender	Number	Percent
Male	52	31.9 %
Female	109	66.9 %
Non-Binary	2	1.2 %
Total	163	100.0 %



Comprehensive Plan & Land Development Code

City Council Diagnostic Workshop

February 23, 2026

TEAM



Chance Sparks, FAICP
Principal-in-Charge



David Jones, AICP, ENV SP
Project Manager



Evan Olszewski, AICP
Project Planner
Codes



Dan Sefko, FAICP
Senior Advisor



Lahari Peluri
Assistant Project Manager
Comprehensive Plan



Erica Craycraft, AICP, LEED
Green Associate
Code Lead



Ryan Murray
Community Research
Comprehensive Plan



AGENDA

1

Project Overview & Purpose

2

Community Input & Key Themes

3

Diagnostic Findings

4

Alignment & Policy Questions

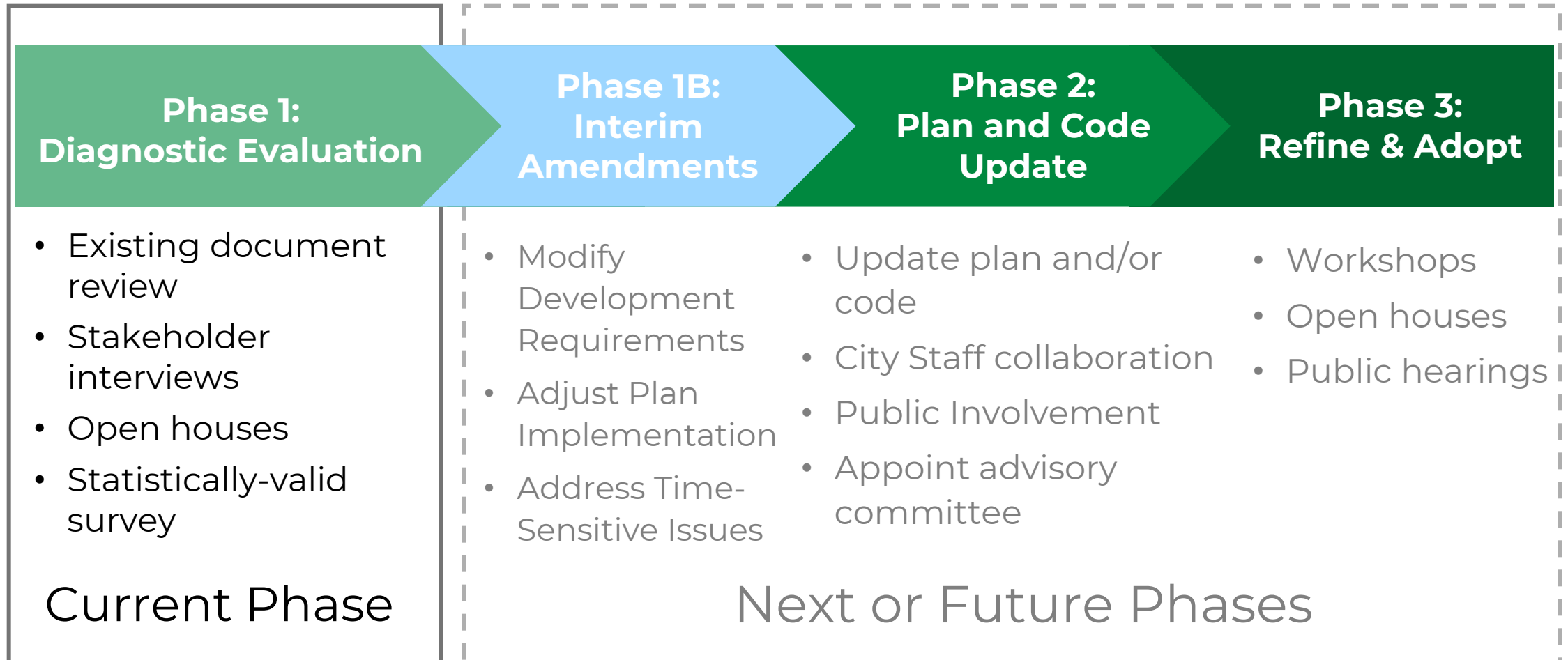
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Next Steps

Project Overview & Purpose



Project Overview





Project Overview

- **Where We Are in the Process**

- Engagement + survey completed
- Plan and Code reviewed
- Diagnostic reports drafted

- **Why We're Here**

- Present key findings from engagement and technical review
- Identify areas of alignment and tradeoffs
- Identify possible priority amendments to complete in 3-6 mos.
- Receive Council direction before moving into Phase 2



Project Overview

- **Where We Go Next**

- Presentation of housing study March 11th
- Responses to tonight's discussion
- Confirm direction before concluding Phase 1

Community Input & Key Themes





Stakeholder Engagement

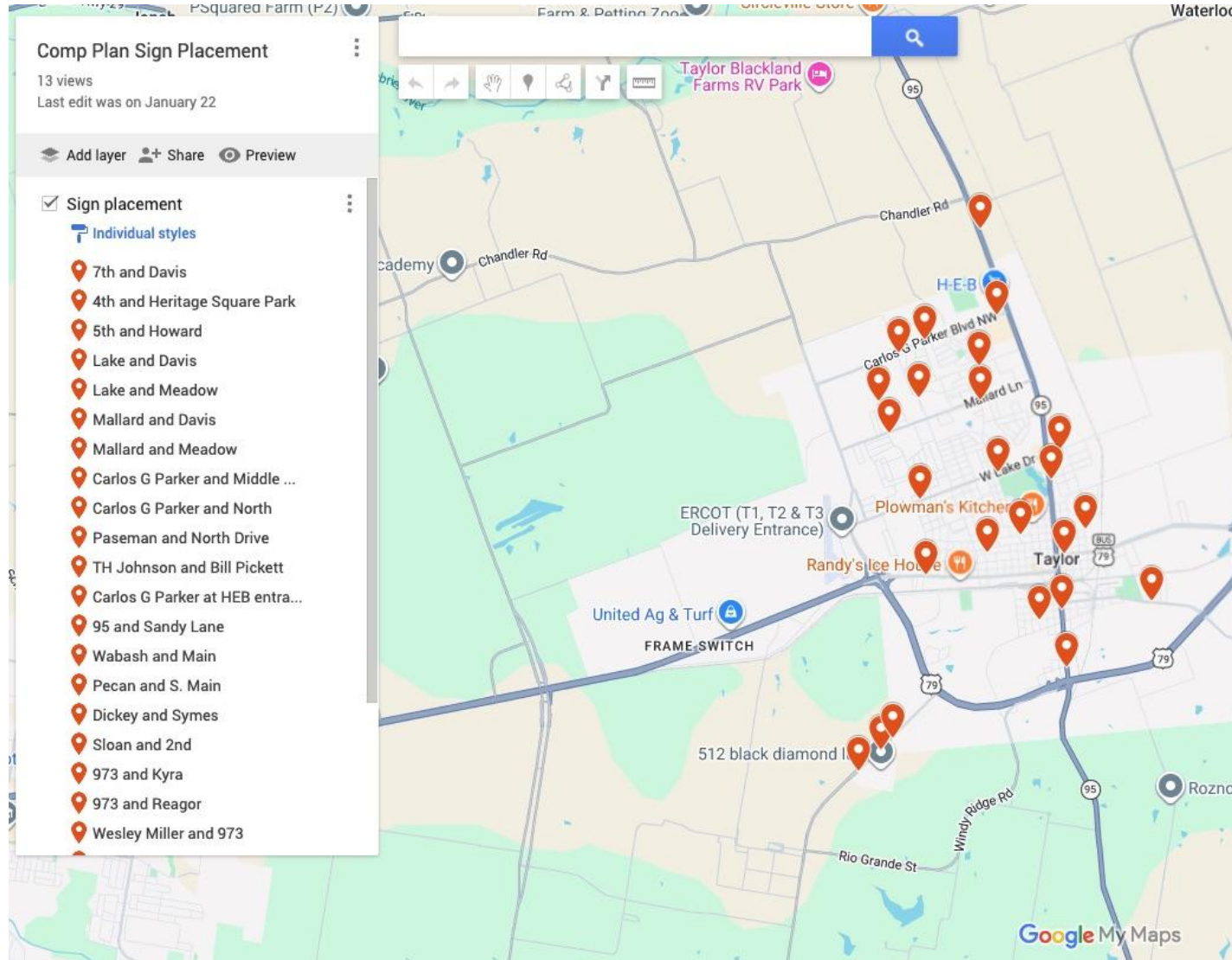
- Around 80 stakeholders interviewed
- Included representatives from:
 - Business owner community
 - Chamber of Commerce
 - City Council
 - City Staff
 - Contractors
 - EDC
 - Faith leaders
 - Greater Taylor Foundation
 - Library Board
 - P&Z
 - Past City leadership
 - Property owners
 - Public Arts Advisory Board
 - Realtors
 - Residents
 - Taylor Housing Authority
 - Taylor ISD
 - ZBA
 - Pop-up neighborhood event (Sat, Feb 7)

Public Engagement

- Open Houses on Mon, Feb 9 and Wed, Feb 11
- Approximately 140 attendees



Advertising For Engagement





Public Outreach & Advertising Summary

- **Website – Calendar Events (Open Houses #1 & #2)**
Posted 2/5 | Distributed to 579 Community Events subscribers and 17 Main Street subscribers
- **Website – News Article (Open Houses #1 & #2)**
Posted 2/5 | Distributed to 90 News subscribers
- **Press Release**
Issued 2/6
- **Media Coverage**
02/09 – KVUE: “City to Host Two Open Houses on Comprehensive Plan”
02/13 – Taylor Press: “Residents Speak Out About City’s Roadmap”
- **Facebook Events** (Posted 2/3)
Open House #1 – 16 RSVPs
Open House #2 – 24 RSVPs
- **Facebook Posts**
2/5 Post – 2,361 views | 7 shares
2/8 Post – 6,794 views | 19 shares
- **On-the-Ground Outreach**
25 bandit signs installed citywide (map on the previous slide)



Stakeholder and Engagement Takeaways

What We Heard

Community Identity & Pride

- Strong small-town character and multi-generational roots
- Deep neighborhood pride
- Desire to preserve historic downtown and established neighborhoods
- Growth should not erase Taylor's identity

Infrastructure is the Top Priority

- Roads, traffic safety, and drainage improvements
- Water and wastewater system upgrades
- Sidewalks, bike lanes, and trail connectivity
- Improved streetlighting and nighttime visibility
- Utility reliability and resilience (power outages, water pressure)
- Jar Exercise Result: Clear preference for investing in roads, utilities, sidewalks, and drainage first.



Stakeholder and Engagement Takeaways

What We Heard

Neighborhood Safety & Quality of Life

- Need for traffic calming (speed control, safer intersections)
- Heavy truck traffic affecting residential areas
- Desire for safer walkability, especially near parks and schools
- Improved maintenance, cleanliness, and basic services

Housing & Affordability

- Strong support for starter homes, workforce housing, and senior housing
- Single-family homes remain important
- Smaller homes and gentle density are acceptable if well-designed
- Mixed views on additional multifamily/apartments
- Affordability concerns are widespread and growing

Growth & Development Direction

- Growth is generally accepted — but should be “about right”
- Industry should be buffered from neighborhoods, schools, and parks
- Downtown and Main Street should remain the focus of growth



Stakeholder and Engagement Takeaways

What We Heard

Utilities & Industrial Concerns

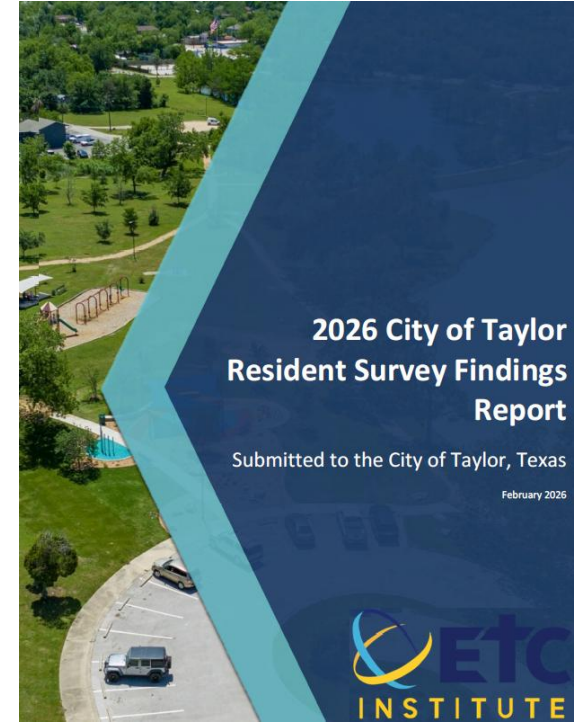
- Fear of flooding from additional concrete and development
- Worry about water and power strain from data centers
- Questions about long-term infrastructure capacity
- Concern that infrastructure is not keeping pace with growth

Development Process & Predictability

- Code is overly complex and difficult for applicants to navigate
- Inconsistent interpretations create confusion and uncertainty
- Lengthy review timelines with multiple revision cycles
- Frequent need for variances and SUPs to achieve typical projects
- Permitting fees and requirements seen as burdensome for small-scale development
- Perception of high risk and limited predictability in approvals
- Strong desire for clearer standards, objective criteria, defined timelines, and administrative flexibility

Survey Highlights

- Statistically-Valid Survey
- 457 respondents for the statistically-valid survey and 193 for the online survey
- Top 3 things that will keep people in Taylor:
 - Small city atmosphere
 - Level of taxation
 - Low crime rate
- 50% feel Taylor is **growing too quickly**
- 31% feel Taylor is **not growing fast enough**
- Street conditions rank as the top residential priority
- Infrastructure improvements (roads, utilities, sidewalks) rank highest among future investment priorities



Core Themes





Online Survey Highlights

Overall Sentiment

- Majority believe Taylor is growing too quickly.
- Nearly half feel overall quality of life is declining.
- Small-town character, low crime, and community feel are the strongest defining attributes.

Top Priorities

- Street conditions are the #1 issue residents want addressed.
- Infrastructure upgrades (roads, utilities, sidewalks) rank highest among future investment priorities.
- Traffic congestion and safety are major concerns.

Growth & Character

- Strong preference for preserving historic buildings and established neighborhoods.
- Limited support for expansion into established neighborhoods or higher-intensity development.
- Residents want growth to maintain Taylor's family-friendly, affordable identity.

Housing Preferences

- Clear preference for single-family detached homes.
- Mixed to limited support for apartments, ADUs, and mixed-use development.
- Perceived barriers include zoning constraints, infrastructure limits, flood risk, and nearby commercial/industrial impacts.

Amenities & Retail

- Demand for more restaurants, grocery options, parks, and entertainment.
- Lower enthusiasm for bars, high-density housing, and large business parks.

Zoning & Policy

- Opinion on zoning is evenly split, with no clear majority view, and a significant share of residents unsure.
- A significant portion are unsure about zoning impacts.



Key Overall Themes

- **What We Heard:**

- Strong desire to preserve small-town character
- Infrastructure and street conditions are top concerns
- Mixed views on pace of growth
- Housing demand is increasing, but supply is constrained
- Frustration with unpredictability in development processes



Key Overall Themes

- **What We Heard:**

- Need for a broader mix of housing types (missing middle, workforce, senior)
- Frustration with unpredictability and inconsistency in development review processes
- Desire for clearer alignment between land use decisions and infrastructure capacity
- Continued support for downtown as a key community and economic asset

Diagnostic Findings

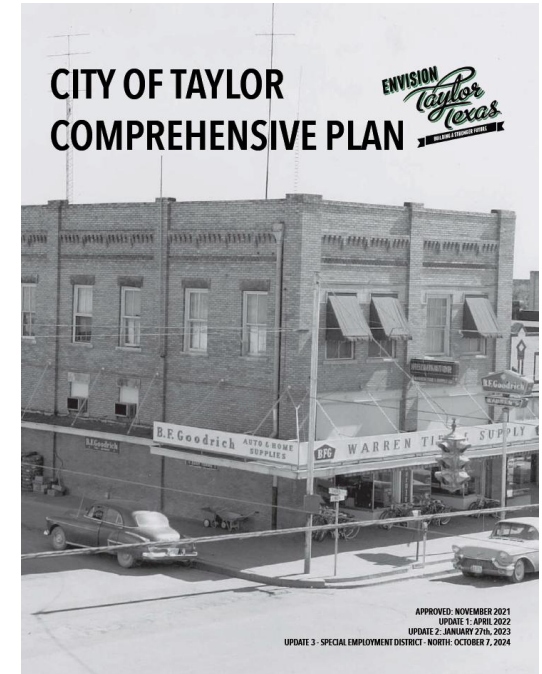


Envision Taylor: What's Working

- **Plan Strengths**

- Clear emphasis on community character
- Strong focus on downtown as a civic anchor
- Support for a mix of housing types
- Walkability and connectivity principles
- Integrated planning framework

- *These values remain aligned with community priorities*





Envision Taylor: Key Gaps

- **Areas for Refinement**

- Place type framework is complex and difficult to apply
 - Infrastructure capacity not fully integrated into land use policy
 - Implementation steps lack clarity and prioritization
 - Recent employment-driven growth not fully anticipated
 - Too much growth pressure focused on infill in city core
-
- *The vision remains strong, but the structure needs simplification and updating*



Envision Taylor: Key Gaps

• Areas for Refinement

- Place type framework is complex and difficult to apply
- Infrastructure capacity not fully integrated into land use policy
- Implementation steps lack clarity and prioritization
- Recent employment-driven growth not fully anticipated
- Too much growth pressure focused on infill in city core

Discussion:

Where should Taylor grow in the future, when and how intensely?

How should the Plan describe responsible growth outside the core of Taylor?

Council Retreat Takeaways

August 22, 2025

- Plans currently out of date and doesn't adequately account for Samsung or related development driven by Samsung.
- Legislative environment has changed, leading to a more competitive environment in the absence of annexation, ETJ release potential, etc. Water and wastewater infrastructure/capacity are our key leverage points.



Council Retreat Takeaways

August 22, 2025

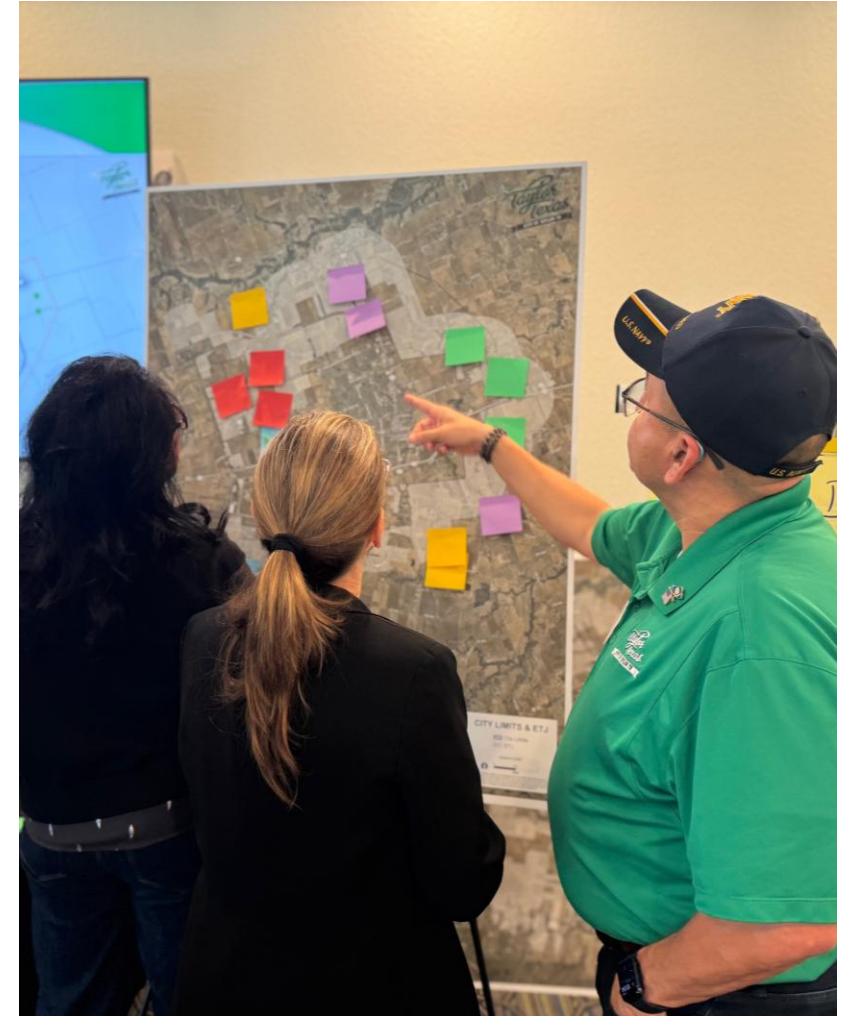
- Mustang Creek WWTP is 40 years old, permitted for 4MGD.
- Based on current comprehensive plan, no expansion is needed until 2040.
- This may not be reliable, as the plan assumes growth will happen as infill.



Council Retreat Takeaways

August 22, 2025

- Competitive environment: Hutto and Jonah are aggressively expanding to capture our ETJ and limit our growth control/revenue.
- Alignment with Williamson County roadway projects. Comprehensive Plan should better with the County.





Envision Taylor: Considerations

- **Potential Updates**

- *Streamline the development process while retaining focus on fiscally-responsible growth*
- *Increase the flexibility of place types and building types to reduce the need for specialized development experience and allow for quality single-use and infill development*
- *Create a vision for fast-growth corridors such as Highway 79 and F.M. 973 that provides specific guidance for development pressure driven by naturally-occurring uses (e.g., industrial and big box) and future reuse considerations*



Envision Taylor: Considerations

• Potential Updates

- *Improve alignment between land use, transportation, infrastructure and capital planning by updating based on W/WW master plan study and transportation studies*
- *Revise land use map and mobility plan to address growth outside of loop, including emerging employment clusters and new housing construction*
- *Provide more tools for housing construction and development that is market-responsive while still mitigating impacts, staying appropriate to the character of Taylor and ensuring amenities are provided*



Envision Taylor: Considerations

• Potential Updates

- *Order actions within the implementation matrix by priority and include links to capital planning and metrics for success*
- *Create policies and rules for special utility and financing districts in outlying areas*
- *Coordinate plans with regional partners, including TXDOT, Williamson County, and neighboring jurisdictions*
- *Address uses that require a large amount of services (e.g., data centers)*

Development Form and Character

- Sprawl versus compact
- Dense versus low-density



Development Form and Character

- Sprawl versus compact
- Dense versus low-density



Discussion:

Where should Taylor grow in the future, when and how intensely?

How does the Plan describe responsible growth outside the core of Taylor?

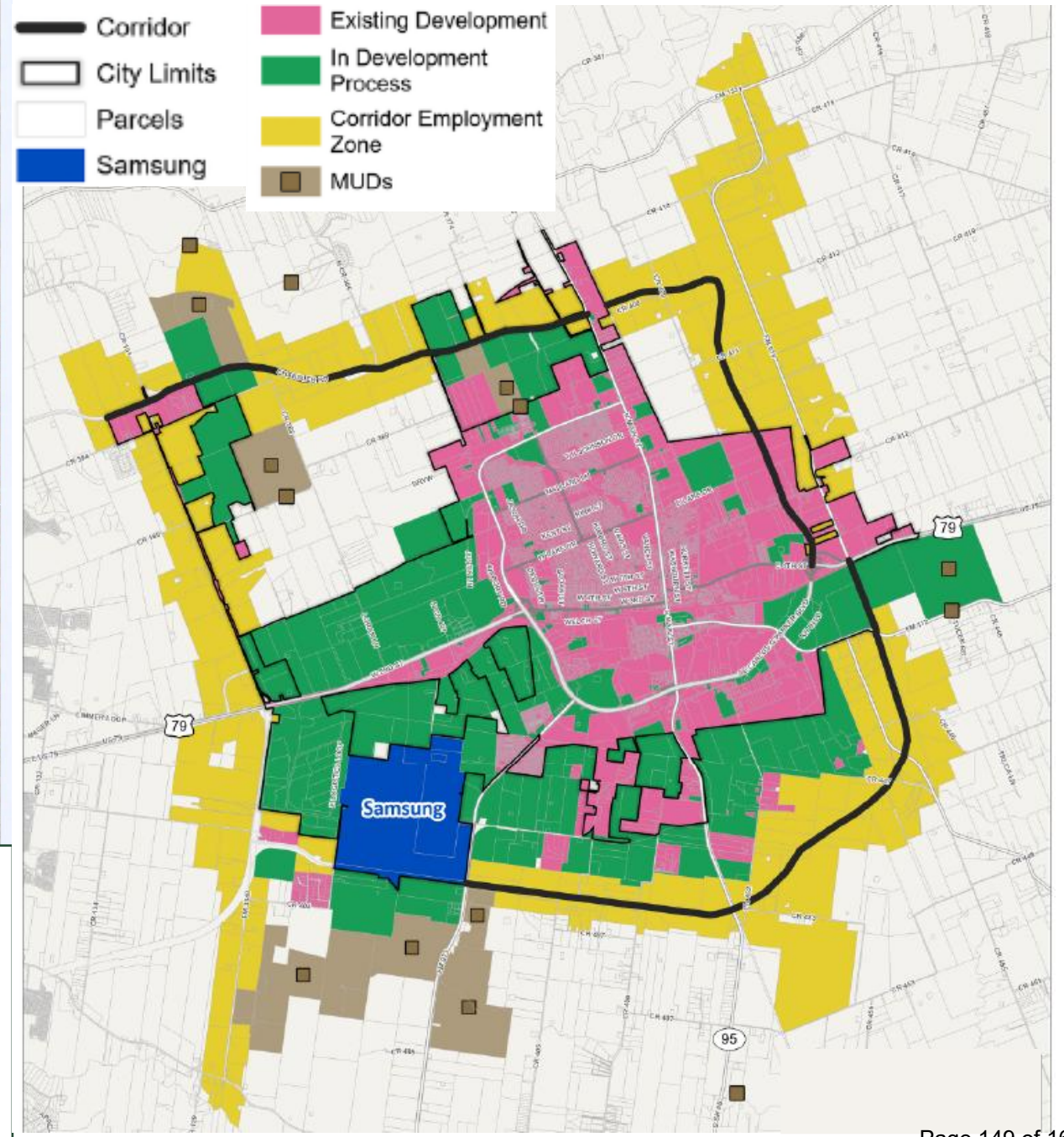


PRIORITY AREA 3

PRIORITY AREA 1

PRIORITY AREA 2

- Parks
- Retail/Commercial
- Multi-Family
- Residential
- Industrial
- Civic (Gov, Schools, Medical)

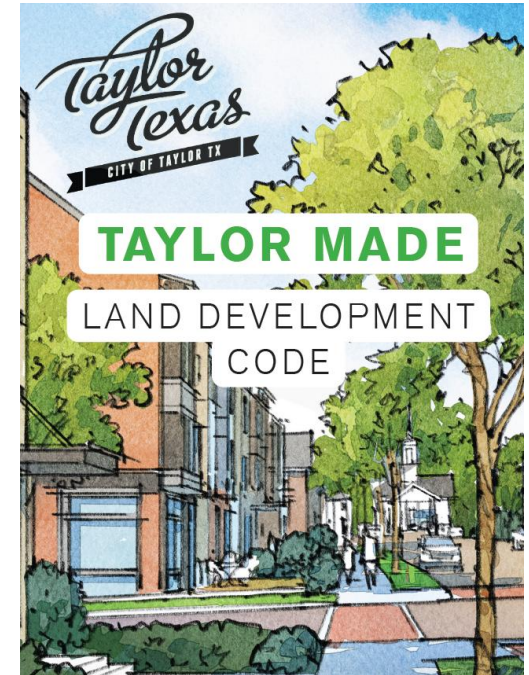


Land Development Code: What's Working

- **Code Strengths**

- High-quality design expectations
- Strong historic preservation tools
- Emphasis on walkable neighborhood structure
- Comprehensive and aspirational development standards

- *The Code promotes quality outcomes*





Land Development Code: Key Issues

• **Challenges Identified**

- Development process is difficult to navigate
 - Heavy reliance on staff interpretation
 - Limited by-right predictability
 - Unfamiliar terminology and place type structure
 - Process complexity may delay housing delivery
-
- *Stakeholders consistently asked for clarity and predictability*



Land Development Code: Considerations

• Potential Amendments

- *Add a permitted use chart*
- *Use conventional language familiar in the region*
- *Keep building type restrictions only in Downtown rather than broadly*
- *Remove (or increase the threshold for) the requirement of Neighborhood Plans, Infill Neighborhood Plans, and Employment Center Plans*
- *Make expectations clearer for development costs*



Land Development Code: Considerations

- **Potential Amendments**

- *Remove design charrette requirement and design professional requirement*
- *Review block configuration, access and alley requirements*
- *Clarify civic space requirements, pedestrian sheds*
- *Addition of fee-in-lieu of parkland*

Alignment & Policy Questions





Alignment & Key Policy Tradeoffs

- **Where Plan, Code, and Community Align**
 - Infrastructure is a top priority
 - Downtown remains central to identity
 - Safety and quality of life matter
 - Strong desire to preserve community character
- **Where We See Policy Tradeoffs to Navigate**
 - Preserving character while accommodating growth
 - Single-family preference alongside broader housing needs
 - Maintaining design quality while improving predictability
 - Balancing infill priorities with outward growth pressures
- *These are policy choices that require balancing community priorities*



Discussion

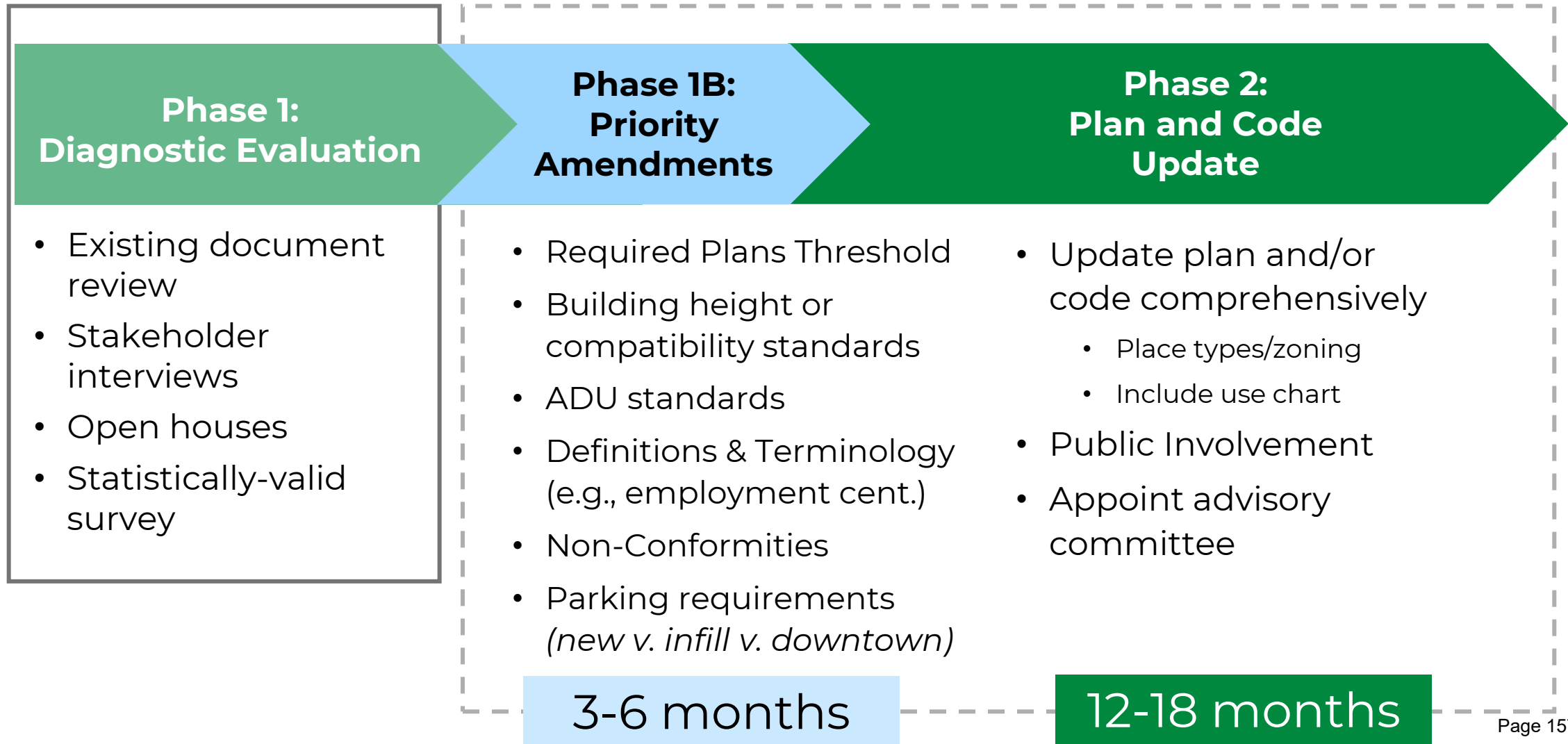
- **Confirmation:**

- Do these findings align with your understanding of current conditions?
- Is there anything that surprised you?

- **Gaps:**

- What should be added, clarified, or expanded?

Next Steps: Priority Items



Next Steps





Project Overview

- **Where We Go Next**

- Presentation of housing study March 11
- Responses to tonight's discussion
- Confirm direction before concluding Phase 1



Engagement Approach

- **Immediate**

- Are there other key groups who should be contacted before concluding Phase 1?

- **Next Phase**

- Consider the engagement strategy for Phase 2
- Consider an advisory committee and their role
- Traditional and dynamic engagements
 - What types of engagements should be utilized?
 - At what points would they be most efficient?



Next Steps

- **Immediate**

- Incorporate Council feedback
- Finalize Diagnostic Reports
- Define Phase 2 scope and priorities

- **Next Phase**

- Work with City Staff to draft refinements
- Align infrastructure, land use, and housing policy
- Continue community engagement strategy