## Denton Plan 2030 Phone Survey - Top Line Results

April 23, 2013

## Rate each item on . . . "real strength of the City of Denton"

	Top three box	Top box
Universities	92%	66%
Downtown Donton small businesses restaurants square	83	49
Downtown Denton - small businesses, restaurants, square, arts, music, events and creative culture	83	49
arts, music, events and creative culture	00	70
Safe place for families / low crime rate	81	39
Medical resources	79	36
Sense of community	78	34
Parks and recreational opportunities	75	36
A culture friendly to small and local businesses	75	35
Neighborhoods and residential areas	72	30
Regional transportation access (A-train and I-35)	70	32
Historic character	68	26
Natural surroundings and environment	63	27
A variety of job opportunities	56	23
Walkability and bicycle network	54	25
Attention to sustainability	45	23
Denton Enterprise Airport	30	13

(N = 300 for all tables)

("Top three box" is percentage rating 7,8, or 9 on a 9-point scale; "Top box" is percentage rating a 9)

## Rate each item on . . . "serious, potential weakness"

Traffic congestion 60% 31% Aging infrastructure, streets, sidewalks 60 26 Impact of population growth on infrastructure, utilities, schools, housing, transportation 51 23 Competition in N Texas for jobs, business and skilled workers 50 17 Safety and security 48 23 Keeping our brightest high school and college graduates in Denton 48 15 Impacts of taxes, regulation, permitting procedures on economic growth and small businesses  Demand for improved public transit 44 16 Diversity of job opportunities 44 15 Commercial and retail diversity and entertainment options 44 15 Transparency of city government 43 18 Supply and condition of sidewalks and bike paths 43 15 Air quality decline 42 17 Parking supply and demand 42 14 Tree canopy or number of trees 41 20 Homeless population and access to social services 40 14 Identity and the City's image 40 16 Increasing number of gas wells 39 21 Access to parks, community gardens, recreational 39 10 Relations between the universities and surrounding 37 13 Relations between the universities and surrounding 37 10 Community engagement 37 9 Representation and advancement opportunities 36 11 Impacts of population growth on Denton's historic and cultural identity and existing neighborhoods Condition and appearance of gateways and streetscapes 32 12		Top three	Top box
Aging infrastructure, streets, sidewalks Impact of population growth on infrastructure, utilities, schools, housing, transportation  Quality of public schools Competition in N Texas for jobs, business and skilled workers Safety and security Keeping our brightest high school and college graduates in Denton Impacts of taxes, regulation, permitting procedures on economic growth and small businesses  Demand for improved public transit Diversity of job opportunities  Demand for improved public transit Diversity of job opportunities  Commercial and retail diversity and entertainment options 44 15 Transparency of city government Supply and condition of sidewalks and bike paths Air quality decline Parking supply and demand 42 17 Parking supply and demand 42 14 Identity and the City's image 40 Increasing number of gas wells Access to parks, community gardens, recreational opportunities Vacant and/or deteriorated buildings and lots Development patterns Relations between the universities and surrounding neighborhoods Development patterns Community engagement Representation and advancement opportunities for minorities Increasing number of population growth on Denton's historic and cultural identity and existing neighborhoods		box	
Impact of population growth on infrastructure, utilities, schools, housing, transportation  Quality of public schools Competition in N Texas for jobs, business and skilled workers Safety and security 48 23 Keeping our brightest high school and college graduates in Denton Impacts of taxes, regulation, permitting procedures on economic growth and small businesses  Demand for improved public transit Diversity of job opportunities 44 16 Diversity of job opportunities 44 15 Commercial and retail diversity and entertainment options 44 15 Transparency of city government Supply and condition of sidewalks and bike paths 43 15 Alr quality decline 42 17 Parking supply and demand 42 14 Tree canopy or number of trees Homeless population and access to social services 40 14 Increasing number of gas wells Access to parks, community gardens, recreational opportunities Vacant and/or deteriorated buildings and lots Housing diversity, options, opportunities  Relations between the universities and surrounding Relations between the universities and surrounding and lots Development patterns Community engagement Representation and advancement opportunities for minorities Representation and advancement opportunities for minorities Inpacts of population growth on Denton's historic and cultural identity and existing neighborhoods			
Schools, housing, transportation  Quality of public schools Competition in N Texas for jobs, business and skilled workers So 17 Safety and security 48 23 Keeping our brightest high school and college graduates in Denton Impacts of taxes, regulation, permitting procedures on economic growth and small businesses  Demand for improved public transit 44 16 Diversity of job opportunities 44 15 Commercial and retail diversity and entertainment options 44 15 Transparency of city government 43 18 Supply and condition of sidewalks and bike paths 43 18 Air quality decline 42 17 Parking supply and demand 42 14 Tree canopy or number of trees 41 20 Homeless population and access to social services 40 14 Increasing number of gas wells 39 21 Access to parks, community gardens, recreational 39 15 Opportunities Vacant and/or deteriorated buildings and lots 39 12 Housing diversity, options, opportunities 39 10 Relations between the universities and surrounding 37 13 Relations between the universities and surrounding 37 9 Representation and advancement opportunities for minorities 36 11 Impacts of population growth on Denton's historic and cultural identity and existing neighborhoods	0 0	60	26
Quality of public schools5123Competition in N Texas for jobs, business and skilled workers5017Safety and security4823Keeping our brightest high school and college graduates in Denton4815Impacts of taxes, regulation, permitting procedures on economic growth and small businesses4620Demand for improved public transit4416Diversity of job opportunities4415Commercial and retail diversity and entertainment options4415Transparency of city government4318Supply and condition of sidewalks and bike paths4315Air quality decline4217Parking supply and demand4214Tree canopy or number of trees4120Homeless population and access to social services4014Identity and the City's image4016Increasing number of gas wells3921Access to parks, community gardens, recreational opportunities3915Vacant and/or deteriorated buildings and lots3915Housing diversity, options, opportunities3910Relations between the universities and surrounding neighborhoods3713Revelopment patterns379Community engagement Representation and advancement opportunities for minorities3611Impacts of population growth on Denton's historic and cultural identity and existing neighborhoods3610		58	25
Competition in N Texas for jobs, business and skilled workers  Safety and security  Keeping our brightest high school and college graduates in Denton  Impacts of taxes, regulation, permitting procedures on economic growth and small businesses  Demand for improved public transit  Demand for improved public transit  Demand for improved public transit  Diversity of job opportunities  Commercial and retail diversity and entertainment options  Transparency of city government  Supply and condition of sidewalks and bike paths  Air quality decline  Parking supply and demand  Tree canopy or number of trees  Homeless population and access to social services  Homeless population and access to social services  Homeless population and access to social services  Access to parks, community gardens, recreational opportunities  Wacant and/or deteriorated buildings and lots  Housing diversity, options, opportunities  Relations between the universities and surrounding neighborhoods  Development patterns  Community engagement  Representation and advancement opportunities for minorities  36 11  Impacts of population growth on Denton's historic and  20 21 2 3 2 3 2 3 4 4 4 4 1 5 6 6 7 6 7 6 7 6 7 6 7 6 7 6 7 6 7 6 7	schools, housing, transportation		
Competition in N Texas for jobs, business and skilled workers  Safety and security  Keeping our brightest high school and college graduates in Denton  Impacts of taxes, regulation, permitting procedures on economic growth and small businesses  Demand for improved public transit  Demand for improved public transit  Demand for improved public transit  Diversity of job opportunities  Commercial and retail diversity and entertainment options  Transparency of city government  Supply and condition of sidewalks and bike paths  Air quality decline  Parking supply and demand  Tree canopy or number of trees  Homeless population and access to social services  Homeless population and access to social services  Homeless population and access to social services  Access to parks, community gardens, recreational opportunities  Wacant and/or deteriorated buildings and lots  Housing diversity, options, opportunities  Relations between the universities and surrounding neighborhoods  Development patterns  Community engagement  Representation and advancement opportunities for minorities  36 11  Impacts of population growth on Denton's historic and  20 21 2 3 2 3 2 3 4 4 4 4 1 5 6 6 7 6 7 6 7 6 7 6 7 6 7 6 7 6 7 6 7			
Safety and security  Keeping our brightest high school and college graduates in Denton  Impacts of taxes, regulation, permitting procedures on economic growth and small businesses  Demand for improved public transit  Demand for improved public transit  Demand for improved public transit  Diversity of job opportunities  Commercial and retail diversity and entertainment options  Transparency of city government  Supply and condition of sidewalks and bike paths  Air quality decline  Parking supply and demand  Tree canopy or number of trees  Homeless population and access to social services  Homeless population and access to social services  Honity and the City's image  Increasing number of gas wells  Access to parks, community gardens, recreational opportunities  Vacant and/or deteriorated buildings and lots  Pelations between the universities and surrounding neighborhoods  Development patterns  Community engagement  Representation and advancement opportunities for minorities  Impacts of population growth on Denton's historic and cultural identity and existing neighborhoods			
Keeping our brightest high school and college graduates in Denton4815Impacts of taxes, regulation, permitting procedures on economic growth and small businesses4620Demand for improved public transit4416Diversity of job opportunities4415Commercial and retail diversity and entertainment options4318Transparency of city government4318Supply and condition of sidewalks and bike paths4315Air quality decline4217Parking supply and demand4214Tree canopy or number of trees4120Homeless population and access to social services4016Increasing number of gas wells3921Access to parks, community gardens, recreational opportunities3915Vacant and/or deteriorated buildings and lots3912Housing diversity, options, opportunities3910Relations between the universities and surrounding neighborhoods3710Development patterns3710Community engagement379Representation and advancement opportunities for minorities3611Impacts of population growth on Denton's historic and cultural identity and existing neighborhoods10		50	17
Demton Impacts of taxes, regulation, permitting procedures on economic growth and small businesses  Demand for improved public transit Diversity of job opportunities Commercial and retail diversity and entertainment options 44 15 Transparency of city government Supply and condition of sidewalks and bike paths Air quality decline Parking supply and demand 42 17 Percanopy or number of trees Homeless population and access to social services 40 Increasing number of gas wells Access to parks, community gardens, recreational opportunities Vacant and/or deteriorated buildings and lots Pevelopment patterns Community engagement Representation and advancement opportunities for minorities Representation and advancement opportunities on the demonstration of the supportunities Representation and advancement opportunities for minorities Impacts of population growth on Denton's historic and cultural identity and existing neighborhoods	Safety and security	48	23
Demand for improved public transit  Demand for improved public transit  Diversity of job opportunities  Commercial and retail diversity and entertainment options  Transparency of city government  Supply and condition of sidewalks and bike paths  Air quality decline  Parking supply and demand  Tree canopy or number of trees  Homeless population and access to social services  Homeless population and access to social services  Homeless opportunities  Access to parks, community gardens, recreational opportunities  Vacant and/or deteriorated buildings and lots  Pelations between the universities and surrounding neighborhoods  Development patterns  Representation and advancement opportunities for minorities  Representation and advancement opportunities of population growth on Denton's historic and cultural identity and existing neighborhoods		48	15
Demand for improved public transit  Diversity of job opportunities  Commercial and retail diversity and entertainment options  Transparency of city government  Supply and condition of sidewalks and bike paths  Air quality decline  Parking supply and demand  Tree canopy or number of trees  Homeless population and access to social services  Homeless population and access to social services  Licreasing number of gas wells  Access to parks, community gardens, recreational opportunities  Vacant and/or deteriorated buildings and lots  Parking diversity, options, opportunities  Relations between the universities and surrounding neighborhoods  Development patterns  Community engagement  Representation and advancement opportunities for minorities  Impacts of population growth on Denton's historic and cultural identity and existing neighborhoods		46	20
Diversity of job opportunities  Commercial and retail diversity and entertainment options  Transparency of city government  Supply and condition of sidewalks and bike paths  Air quality decline  Parking supply and demand  Tree canopy or number of trees  Homeless population and access to social services  Homeless population and access to social services  Increasing number of gas wells  Access to parks, community gardens, recreational opportunities  Vacant and/or deteriorated buildings and lots  Pelations between the universities and surrounding neighborhoods  Development patterns  Community engagement  Representation and advancement opportunities for minorities  Increasing number of gas wells  Representation and advancement opportunities for minorities  To population growth on Denton's historic and cultural identity and existing neighborhoods			
Diversity of job opportunities  Commercial and retail diversity and entertainment options  Transparency of city government  Supply and condition of sidewalks and bike paths  Air quality decline  Parking supply and demand  Tree canopy or number of trees  Homeless population and access to social services  Homeless population and access to social services  Increasing number of gas wells  Access to parks, community gardens, recreational opportunities  Vacant and/or deteriorated buildings and lots  Pelations between the universities and surrounding neighborhoods  Development patterns  Community engagement  Representation and advancement opportunities for minorities  Increasing number of gas wells  Representation and advancement opportunities for minorities  To population growth on Denton's historic and cultural identity and existing neighborhoods	Demand for improved public transit	44	16
Commercial and retail diversity and entertainment options  Transparency of city government  Supply and condition of sidewalks and bike paths  Air quality decline  Parking supply and demand  Tree canopy or number of trees  Homeless population and access to social services  Access to parks, community gardens, recreational opportunities  Vacant and/or deteriorated buildings and lots  Housing diversity, options, opportunities  Relations between the universities and surrounding neighborhoods  Development patterns  Community engagement  Representation and advancement opportunities for minorities  36  11  Impacts of population growth on Denton's historic and cultural identity and existing neighborhoods	Diversity of job opportunities	44	15
Supply and condition of sidewalks and bike paths  Air quality decline  Parking supply and demand  Tree canopy or number of trees  Homeless population and access to social services  Homeless population and access to social services  Homeless population and access to social services  Increasing number of gas wells  Access to parks, community gardens, recreational opportunities  Vacant and/or deteriorated buildings and lots  Housing diversity, options, opportunities  Relations between the universities and surrounding neighborhoods  Development patterns  Community engagement  Representation and advancement opportunities for minorities  10  11  12  13  14  15  14  16  17  20  16  16  17  18  18  19  19  10  10  11  11  11  11  11  11	Commercial and retail diversity and entertainment options	44	15
Supply and condition of sidewalks and bike paths  Air quality decline  Parking supply and demand  Tree canopy or number of trees  Homeless population and access to social services  Homeless population and access to social services  Homeless population and access to social services  Increasing number of gas wells  Access to parks, community gardens, recreational opportunities  Vacant and/or deteriorated buildings and lots  Housing diversity, options, opportunities  Relations between the universities and surrounding neighborhoods  Development patterns  Community engagement  Representation and advancement opportunities for minorities  10  11  12  13  14  15  14  16  17  20  16  16  17  18  18  19  19  10  10  11  11  11  11  11  11	Transparency of city government	43	18
Air quality decline 42 17 Parking supply and demand 42 14 Tree canopy or number of trees 41 20 Homeless population and access to social services 40 14 Identity and the City's image 40 16 Increasing number of gas wells 39 21 Access to parks, community gardens, recreational 39 15 opportunities Vacant and/or deteriorated buildings and lots 39 12 Housing diversity, options, opportunities 39 10  Relations between the universities and surrounding 37 13 neighborhoods Development patterns 37 10 Community engagement 37 9 Representation and advancement opportunities for minorities 36 11 Impacts of population growth on Denton's historic and cultural identity and existing neighborhoods		43	15
Tree canopy or number of trees  Homeless population and access to social services  Identity and the City's image  Increasing number of gas wells  Access to parks, community gardens, recreational opportunities  Vacant and/or deteriorated buildings and lots  Housing diversity, options, opportunities  Relations between the universities and surrounding neighborhoods  Development patterns  Community engagement  Representation and advancement opportunities for minorities  40  14  14  16  17  18  19  10  10  11  11  11  11  11  11  11		42	17
Homeless population and access to social services  Identity and the City's image  Increasing number of gas wells  Access to parks, community gardens, recreational opportunities  Vacant and/or deteriorated buildings and lots  Housing diversity, options, opportunities  Relations between the universities and surrounding neighborhoods  Development patterns  Community engagement  Representation and advancement opportunities for minorities  Impacts of population growth on Denton's historic and cultural identity and existing neighborhoods	Parking supply and demand	42	14
Identity and the City's image4016Increasing number of gas wells3921Access to parks, community gardens, recreational opportunities3915Vacant and/or deteriorated buildings and lots3912Housing diversity, options, opportunities3910Relations between the universities and surrounding neighborhoods3713Development patterns3710Community engagement379Representation and advancement opportunities for minorities3611Impacts of population growth on Denton's historic and cultural identity and existing neighborhoods3610	Tree canopy or number of trees	41	20
Increasing number of gas wells  Access to parks, community gardens, recreational opportunities  Vacant and/or deteriorated buildings and lots  Housing diversity, options, opportunities  Relations between the universities and surrounding neighborhoods  Development patterns  Community engagement  Representation and advancement opportunities for minorities  Impacts of population growth on Denton's historic and cultural identity and existing neighborhoods	Homeless population and access to social services	40	14
Access to parks, community gardens, recreational opportunities  Vacant and/or deteriorated buildings and lots  Housing diversity, options, opportunities  Relations between the universities and surrounding neighborhoods  Development patterns  Community engagement  Representation and advancement opportunities for minorities  Impacts of population growth on Denton's historic and cultural identity and existing neighborhoods	Identity and the City's image	40	16
opportunities Vacant and/or deteriorated buildings and lots Housing diversity, options, opportunities  Relations between the universities and surrounding neighborhoods  Development patterns  Community engagement  Representation and advancement opportunities for minorities  Impacts of population growth on Denton's historic and cultural identity and existing neighborhoods  39 10 37 13 10 27 10 28 29 20 30 31 31 31 32 32 33 34 35 36 36 36 36 37 37 37 38 38 38 38 38 38 38 38 38 38 38 38 38		39	21
Vacant and/or deteriorated buildings and lots Housing diversity, options, opportunities  Relations between the universities and surrounding neighborhoods  Development patterns Community engagement Representation and advancement opportunities for minorities Impacts of population growth on Denton's historic and cultural identity and existing neighborhoods  39 10 10 11 11 11 11 11 11 11 11 11 11 11		39	15
Housing diversity, options, opportunities 39 10  Relations between the universities and surrounding a17 13 neighborhoods  Development patterns 37 10 Community engagement 37 9  Representation and advancement opportunities for minorities 36 11 Impacts of population growth on Denton's historic and cultural identity and existing neighborhoods		39	12
neighborhoods  Development patterns  Community engagement  Representation and advancement opportunities for minorities  Impacts of population growth on Denton's historic and cultural identity and existing neighborhoods  37 9 10 11 10 11 11 11 11 11 11 11 11 11 11	·	39	10
Community engagement379Representation and advancement opportunities for minorities3611Impacts of population growth on Denton's historic and cultural identity and existing neighborhoods3610		37	13
Community engagement379Representation and advancement opportunities for minorities3611Impacts of population growth on Denton's historic and cultural identity and existing neighborhoods3610	Development patterns	37	10
Representation and advancement opportunities for minorities 36 11 Impacts of population growth on Denton's historic and 36 10 cultural identity and existing neighborhoods		37	9
Impacts of population growth on Denton's historic and cultural identity and existing neighborhoods 36 10		36	11
	Impacts of population growth on Denton's historic and	36	10
The second of th		32	12
	somether and appearance of gateways and streetsedpes	02	

## Rate each item on . . . "would make the City better in the future"

	Top three box	Top box
Promote Denton as a hub for higher education	83%	52%
Enhance K through 12 education	81	48
Expand economic and technology partnerships	78	35
Encourage entrepreneurship	76	37
Promote Denton's downtown and uniqueness to advance economic development	76	34
Diversity employment opportunities	75	36
Retain the best and brightest high school and college graduates	73	36
Expand Denton's role as a leader in sustainability efforts and programs	72	34
Expand special events that are unique to Denton	72	32
Expand rail and public transit system	70	38
Improve bicycle mobility, walkability, transit connections	70	32
Protect Denton's local character	69	32
Expand resources and venues for artists and musicians	68	30
Protect and celebrate communities and neighborhoods	67	31
Expand and improve regional access	67	30
Promote Denton as a hub for medical services	66	26
Encourage mixed used development and "place-making" in future planning	65	25
Improve community involvement and volunteerism	65	25
Capitalize on Denton's land availability and growth potential	63	27
Promote Denton as a unique shopping destination	57	21
Add more programs to represent Denton's diverse population	51	21
Encourage infill development (within existing developed areas)	51	18
Denton Enterprise Airport as an engine of growth	47	21