

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 Denton - small businesses, restaurants, square, arts, music, events and creative culture	83	49
	83	48
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”

	Top three box	Top box
Traffic congestion	60%	31%
Aging infrastructure, streets, sidewalks	60	26
Impact of population growth on infrastructure, utilities, schools, housing, transportation	58	25
Quality of public schools	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	46	20
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 opportunities	39	15
Vacant and/or deteriorated buildings and lots	39	12
Housing diversity, options, opportunities	39	10
Relations between the universities and surrounding neighborhoods	37	13
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	36	10
Condition and appearance of gateways and streetscapes	32	12

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