

2019 COMMUNITY SURVEY REPORT

August 2019
Lavon, Texas



Prepared by:



Survey Summary

Averaged 10 Minutes to Complete

Feedback Themes



Introduction

The survey results were very positive overall. Oftentimes when there are major things wrong in a city, there is a much more fearful, negative, and upset tone to comments. In Lavon, frustrations generally relate to rising expectations of amenities and economic development, and there are also some concerns pertaining to maintenance and provision of infrastructure, but the community seems to appreciate being asked for their feedback.

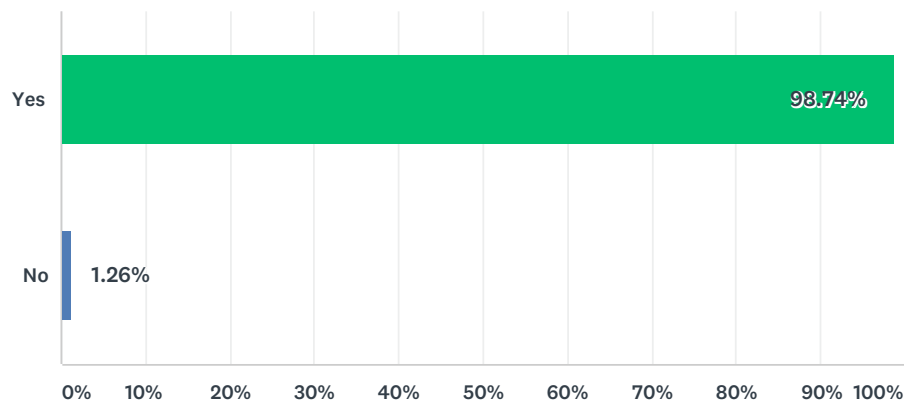
The city, according to the results, has been experiencing a large in-migration of new residents over the past few years. Although both new residents and long-time residents alike moved to Lavon in its small town state, there is a large and significant push for additional shopping, restaurants, amenities (ex. parks, recreation, library, etc.), infrastructure, and an advanced school district. The survey feedback reflects that Lavon is growing, and with that growth comes many new challenges and opportunities in the eyes of both new and long-time residents.

Lavon has some big decisions to make. Residents want low taxes and recently voted down a bond program, but most of the things desired for improvements cost millions of dollars each. An area for further community feedback and exploration is the level to which residents would like the city to be urbanized. If significant urban amenities are desired (as reflected overwhelmingly in the survey), certain economic development and spending priorities with associated funding must be launched, and multi-family residential (i.e. apartments) will need to be part of the picture. If Lavon wants to remain a small town with basic infrastructure (i.e. roads, utilities, limited drainage capabilities, etc.), no large capital improvements and spending, and no multi-family residential, it must be understood that amenities and available shopping and dining will be limited. The community can explore these options further.

When reviewing the strengths, weaknesses, challenges, and opportunities, there are categories, such as economic development or growth and development, that span multiple or all four categories. It is necessary to look at each topic under the lens under which it is mentioned. For example, taking economic development: under **strengths**, residents really appreciate the new businesses coming in and the growth in Lavon; under **weaknesses**, residents want more economic development and shopping and dining; under **challenges**, residents fear that without enhanced economic development, the city will not diversify its tax base and become susceptible to economic downturns; and under **opportunities**, residents have many ideas for new shops and restaurants and businesses that they would like to see in Lavon.

City leaders have utilized this feedback to inform the city's 2019-2021 Strategic Planning efforts and the Envision Lavon event in September 2019.

Q1: Are you a Lavon resident?



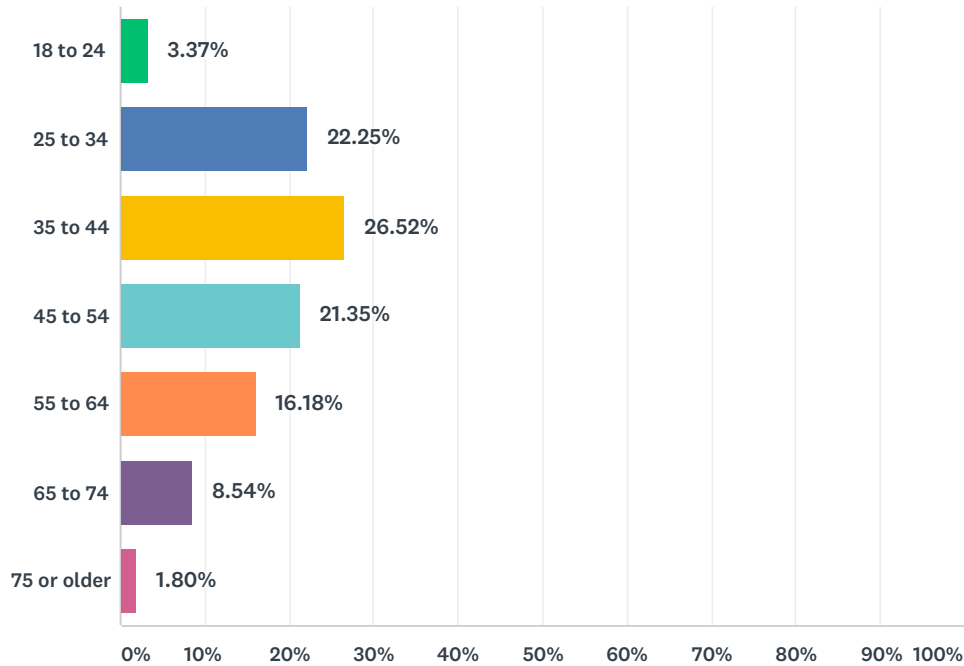
ANSWER CHOICES	RESPONSES	
Yes	98.74%	471
No	1.26%	6
TOTAL		477

Analysis Notes:

The survey was designed to gather feedback from Lavon residents only. The survey ended if a participant answered “no” to the question “Are you a Lavon resident?”

471 resident responses is a highly successful response rate for a community survey. As of January 2019, the population estimate for Lavon was 3,860 people. The responses represent a response rate of over 12 percent of residents, with an expected response rate of less than five percent of residents.

Q2: What is your age?

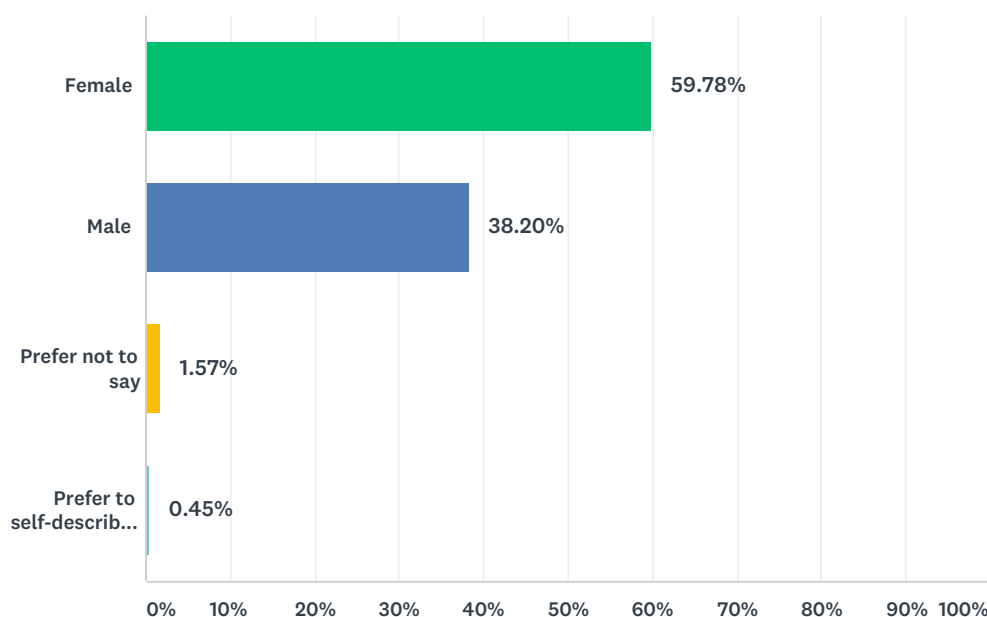


ANSWER CHOICES	RESPONSES	
18 to 24	3.37%	15
25 to 34	22.25%	99
35 to 44	26.52%	118
45 to 54	21.35%	95
55 to 64	16.18%	72
65 to 74	8.54%	38
75 or older	1.80%	8
TOTAL		445

Analysis Notes:

The distribution of age groups in Lavon reflects a fairly young community, as compared to many other cities in the region. Feedback throughout the survey focused on developing the city to be family-friendly and attracting new entrainment and dining options, local employment, amenities, and businesses, which is consistent with the age groups represented.

Q3: What is your gender?

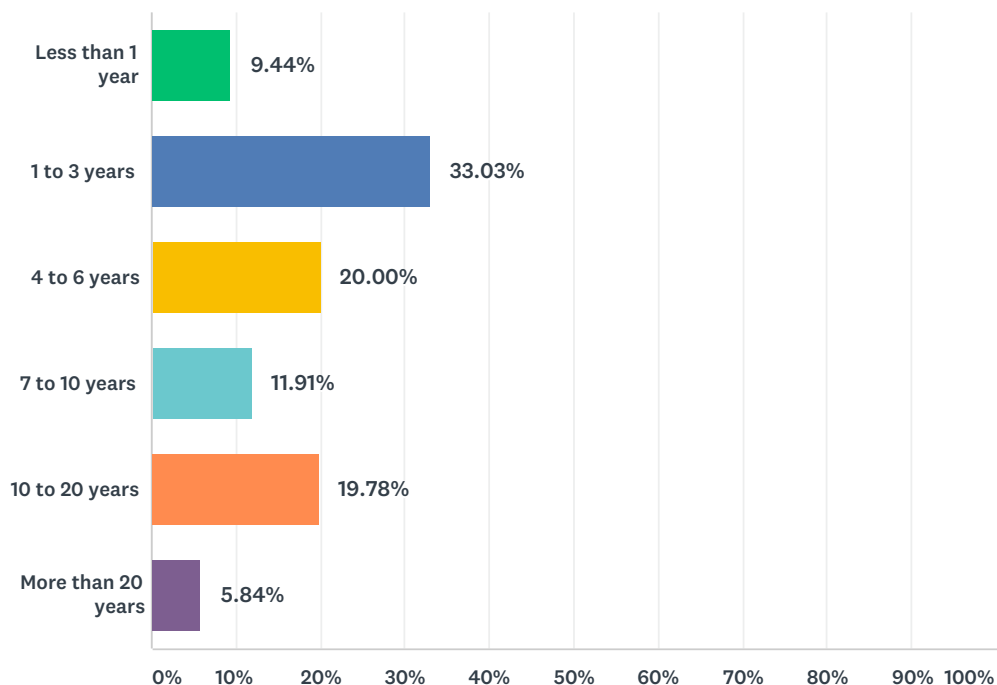


ANSWER CHOICES	RESPONSES	
Female	59.78%	266
Male	38.20%	170
Prefer not to say	1.57%	7
Prefer to self-describe (please specify)	0.45%	2
TOTAL		445

Analysis Notes:

There was a typical distribution for gender of respondents. Although online, public surveys are fairly free from gender bias, since they are available for broad participation from any gender, voluntary surveys are typically completed at a higher rate by females than other genders.

Q4: How long have you lived in Lavon?

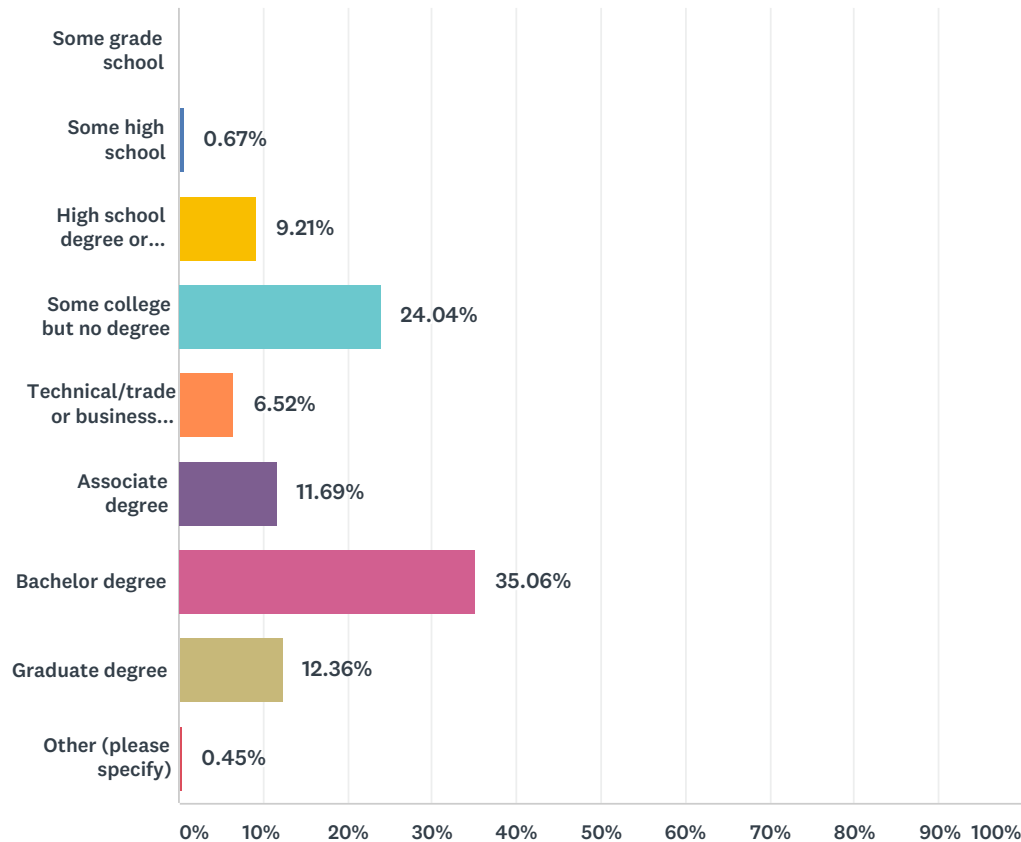


ANSWER CHOICES	RESPONSES	
Less than 1 year	9.44%	42
1 to 3 years	33.03%	147
4 to 6 years	20.00%	89
7 to 10 years	11.91%	53
10 to 20 years	19.78%	88
More than 20 years	5.84%	26
TOTAL		445

Analysis Notes:

Over 40 percent of respondents have lived in Lavon for less than four years. Residents perceive Lavon as an affordable city, attracting new housing and businesses, and that could be attributed to this relatively recent influx of new residents. When levels of satisfaction (Q8) are compared with longevity in Lavon (this question), the levels of satisfaction do not vary significantly based on longevity in the city. The survey feedback reflects that Lavon is growing, and with that growth comes many new challenges and opportunities in the eyes of both new and long-time residents.

Q5: What is the highest level of school you have completed or the highest degree you have received?

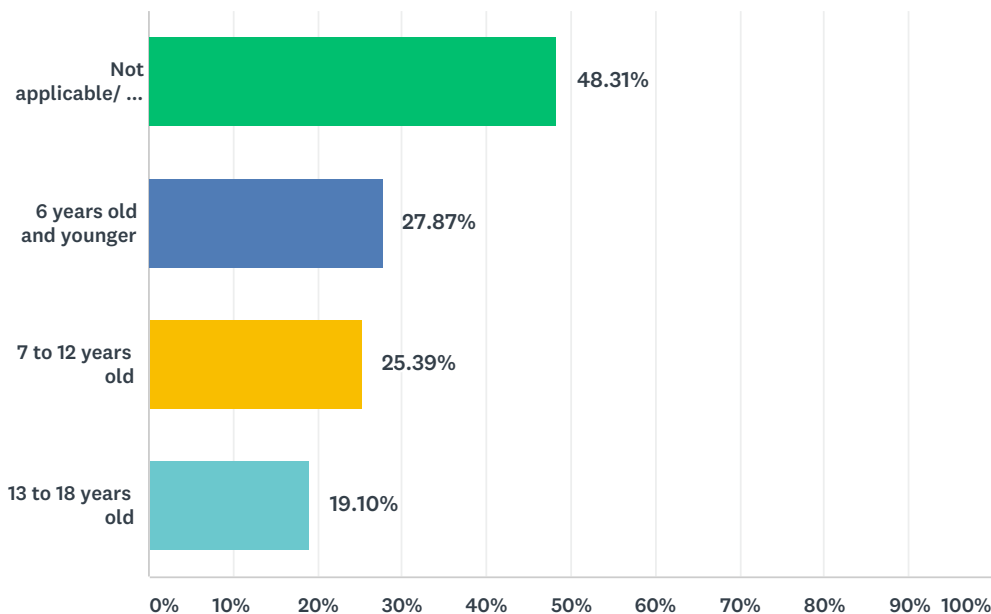


ANSWER CHOICES	RESPONSES	
Some grade school	0.00%	0
Some high school	0.67%	3
High school degree or equivalent (e.g., GED)	9.21%	41
Some college but no degree	24.04%	107
Technical/trade or business school	6.52%	29
Associate degree	11.69%	52
Bachelor degree	35.06%	156
Graduate degree	12.36%	55
Other (please specify)	0.45%	2
TOTAL		445

Analysis Notes:

Lavon has a higher than average educational attainment than the State of Texas overall, with approximately 83 percent of respondents having some college education or college degrees. The number of respondents with technical/trade or business school education is higher than some cities within the region.

Q6: If you have children under the age of 19 currently living in your home, what age(s) are they? Choose all that apply.

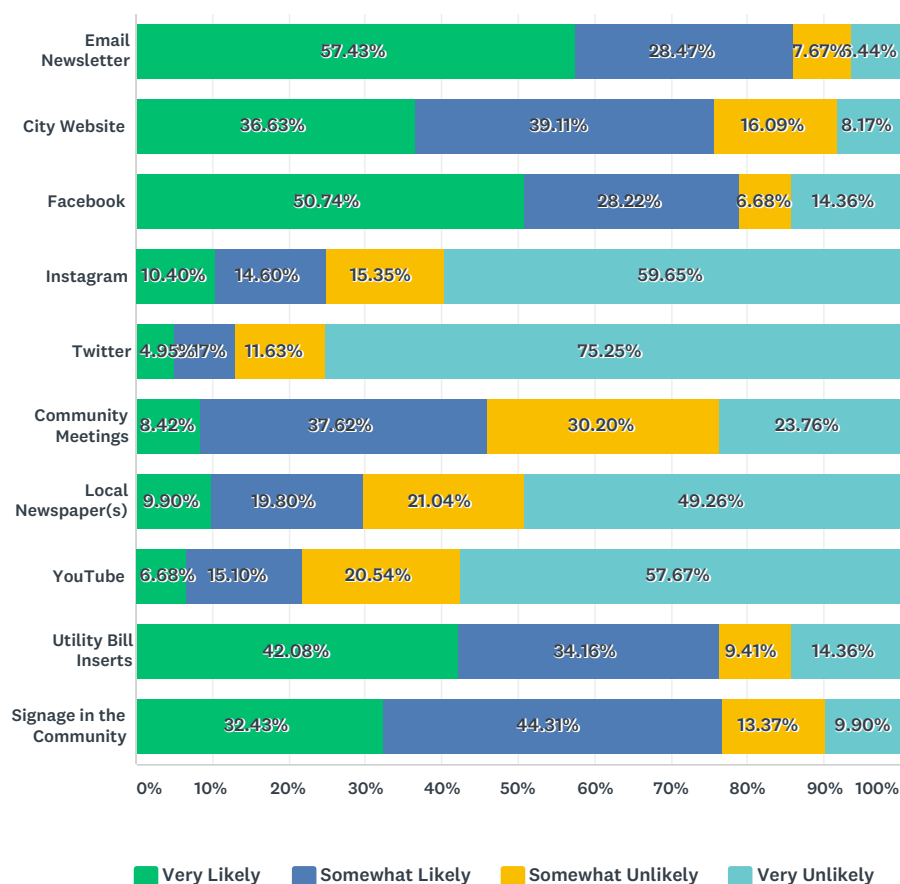


ANSWER CHOICES	RESPONSES	
Not applicable/ no children currently living in your home	48.31%	215
6 years old and younger	27.87%	124
7 to 12 years old	25.39%	113
13 to 18 years old	19.10%	85
Total Respondents: 445		

Analysis Notes:

Although approximately 48 percent of respondents do not have children currently living in the home, more respondents that took the survey have at least one child under the age of 19 in the home than not. The question does not inquire how many children are living in the home, but the survey feedback reflects a high demand for family-friendly amenities, such as parks and recreation facilities and programming.

Q7: How likely would you be to utilize the following sources to receive communications from the City?



	VERY LIKELY	SOMEWHAT LIKELY	SOMEWHAT UNLIKELY	VERY UNLIKELY	TOTAL
Email Newsletter	57.43% 232	28.47% 115	7.67% 31	6.44% 26	404
City Website	36.63% 148	39.11% 158	16.09% 65	8.17% 33	404
Facebook	50.74% 205	28.22% 114	6.68% 27	14.36% 58	404
Instagram	10.40% 42	14.60% 59	15.35% 62	59.65% 241	404
Twitter	4.95% 20	8.17% 33	11.63% 47	75.25% 304	404
Community Meetings	8.42% 34	37.62% 152	30.20% 122	23.76% 96	404
Local Newspaper(s)	9.90% 40	19.80% 80	21.04% 85	49.26% 199	404
YouTube	6.68% 27	15.10% 61	20.54% 83	57.67% 233	404
Utility Bill Inserts	42.08% 170	34.16% 138	9.41% 38	14.36% 58	404
Signage in the Community	32.43% 131	44.31% 179	13.37% 54	9.90% 40	404

Q7: How likely would you be to utilize the following sources to receive communications from the City? (continued...)

Analysis Notes:

Feedback suggests that residents are open to a mix of traditional and digital forms of communication. Platforms such as Instagram, Twitter, YouTube, and newspapers were identified as outlets less likely to be utilized.

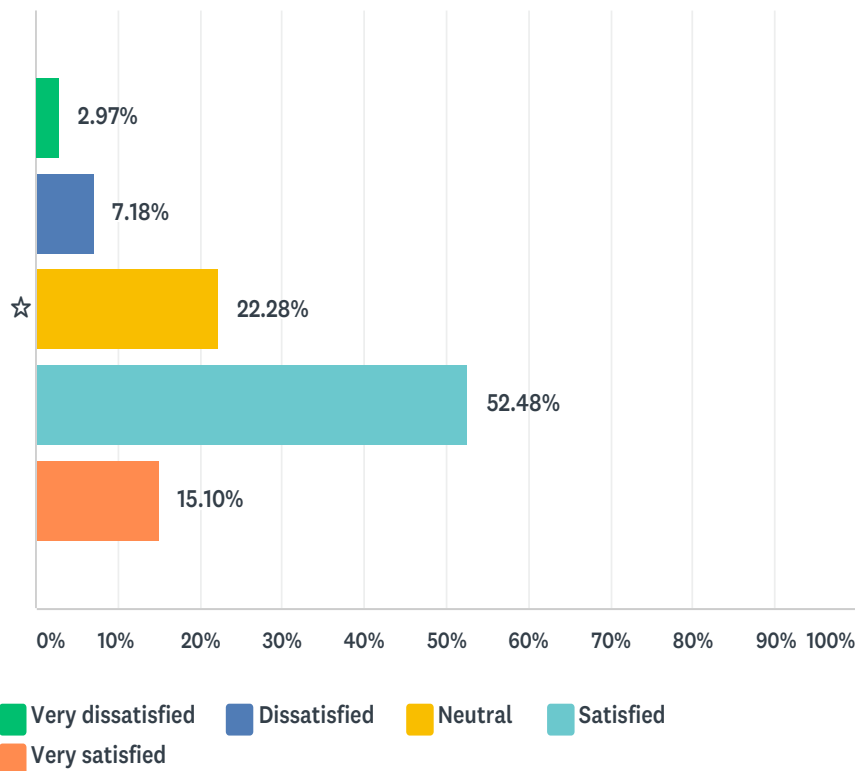
The top forms of communication, that residents are most likely to utilize for City communications, are the following:

1. Email Newsletter
2. City Website
3. Signage in the Community
4. Facebook
5. Utility Bill Inserts

There were several write-in comments for this question that also suggested text messages for a communication option for residents.

Residents were clear, throughout multiple questions in the survey, that communication, transparency, accessibility to City Staff and public officials, and community engagement are very important. Although many residents cite these as strengths of the city already, still others cited them as areas for potential improvement. Since communication methods and preferences are constantly evolving, fresh feedback, such as these communication preferences, is important to incorporate in how residents receive information and how they can “plug in” to what is going on in the community.

Q8: Please indicate your level of satisfaction with quality of life in Lavon.

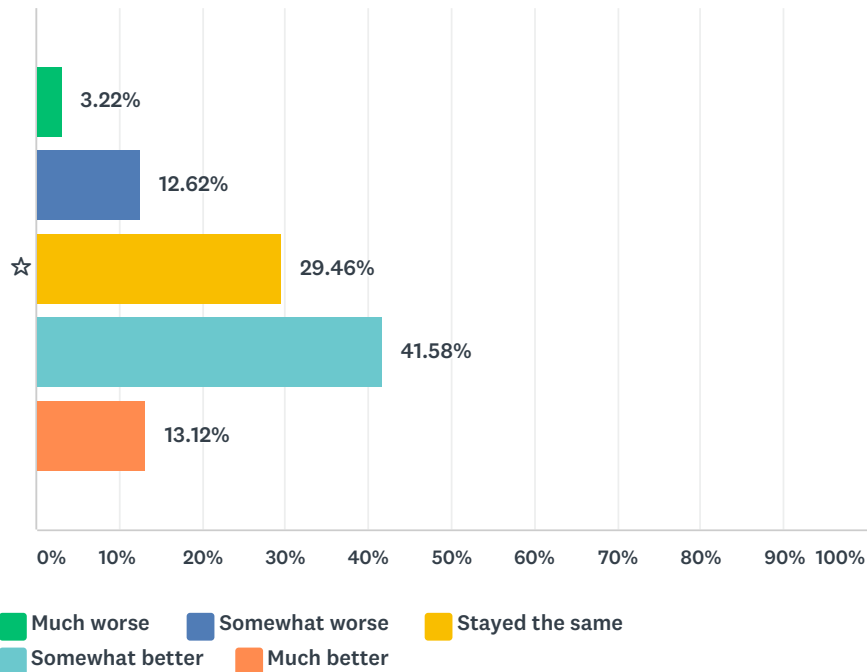


	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	SATISFIED	VERY SATISFIED	TOTAL	WEIGHTED AVERAGE
☆	2.97%	7.18%	22.28%	52.48%	15.10%		
	12	29	90	212	61	404	3.70

Analysis Notes:

Approximately 68 percent of respondents indicated that they are satisfied or very satisfied with the quality of life in Lavon. When the “neutral” category is included as a positive level of satisfaction, approximately 90 percent of respondents have a positive view of quality of life in Lavon. That being said, 12 respondents said that they were very dissatisfied and 29 said they were dissatisfied with the quality of life in the city. Throughout the feedback, many commented on the City’s emergency services, small town feel, and new growth as strengths but also underscored the City’s infrastructure, amenities, and economic development as areas for potential improvements.

Q9: Which of the following best describes changes in Lavon, as a community, over the last five years?



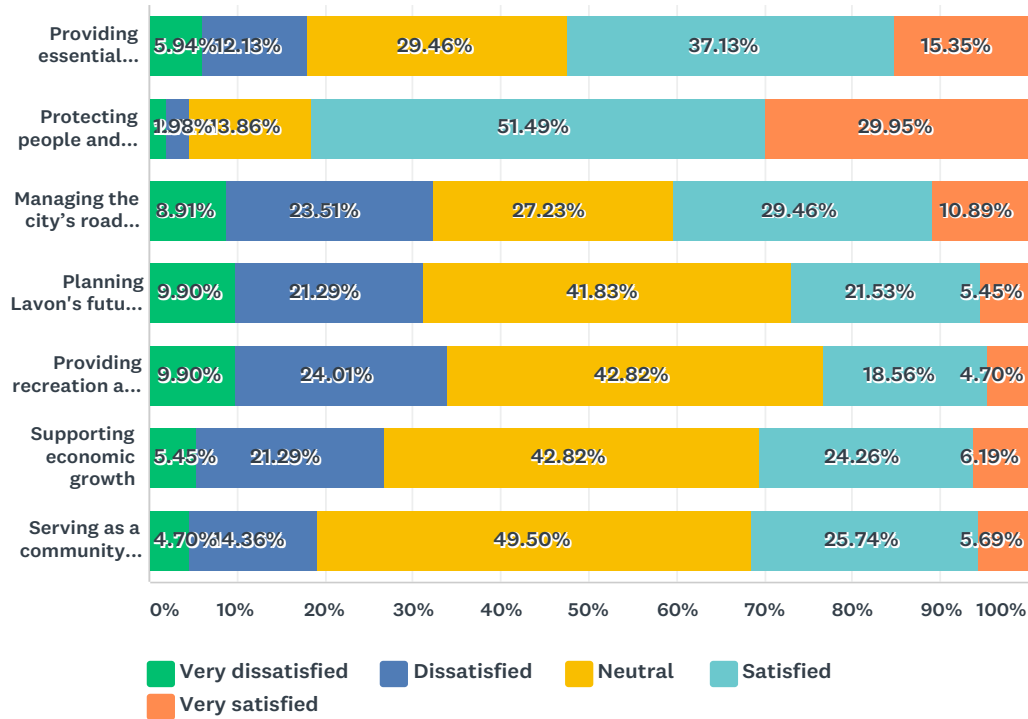
	MUCH WORSE	SOMEWHAT WORSE	STAYED THE SAME	SOMEWHAT BETTER	MUCH BETTER	TOTAL	WEIGHTED AVERAGE
☆	3.22% 13	12.62% 51	29.46% 119	41.58% 168	13.12% 53	404	3.49

Analysis Notes:

More than half of the survey respondents (approximately 55 percent) perceive recent changes in Lavon as “somewhat better” or “much better.” The survey feedback, through the write-in comments on this question, suggests that the high number of new residents selected “stayed the same” because they said they had not been in Lavon long enough to have a solid opinion on the topic.

There is room for improvement in Lavon, just like there is in other cities. With so many changes occurring in Lavon due to growth and development, the community wants to be assured that growth and development is happening with solid planning in mind and a vision consistent with what the community would like to see. Residents also feel very strongly about the need to improve and maintain infrastructure, amenities, and economic development.

Q10: Please indicate your level of satisfaction with the work the City of Lavon has done in each of the following areas in the last five years or so:



	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	SATISFIED	VERY SATISFIED	TOTAL	WEIGHTED AVERAGE
Providing essential utility services (water/sewer) for daily living	5.94% 24	12.13% 49	29.46% 119	37.13% 150	15.35% 62	404	3.44
Protecting people and property, making Lavon a safe community	1.98% 8	2.72% 11	13.86% 56	51.49% 208	29.95% 121	404	4.05
Managing the city's road system	8.91% 36	23.51% 95	27.23% 110	29.46% 119	10.89% 44	404	3.10
Planning Lavon's future development	9.90% 40	21.29% 86	41.83% 169	21.53% 87	5.45% 22	404	2.91
Providing recreation and leisure opportunities	9.90% 40	24.01% 97	42.82% 173	18.56% 75	4.70% 19	404	2.84
Supporting economic growth	5.45% 22	21.29% 86	42.82% 173	24.26% 98	6.19% 25	404	3.04
Serving as a community information and resource center	4.70% 19	14.36% 58	49.50% 200	25.74% 104	5.69% 23	404	3.13

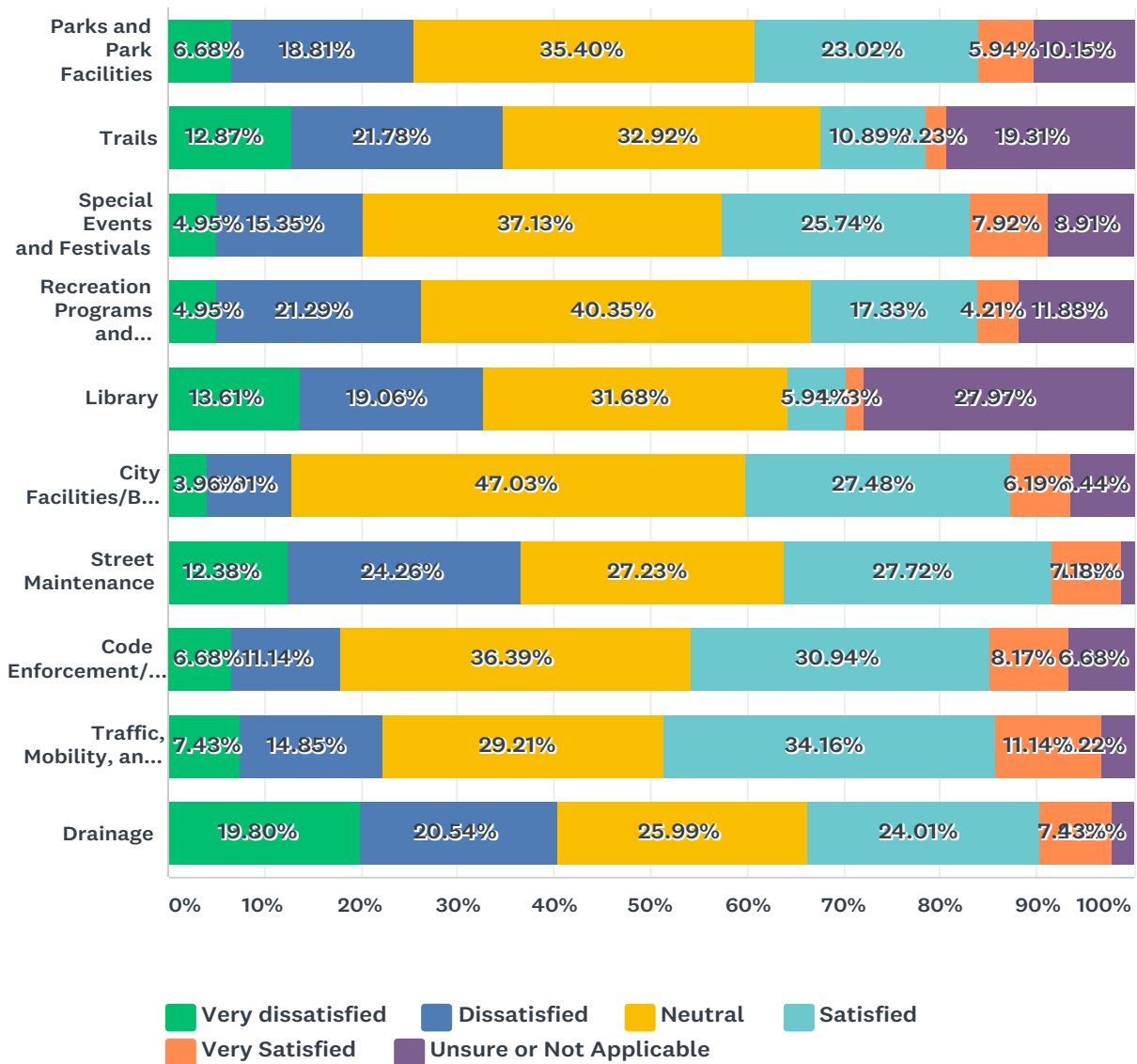
**Q10: Please indicate your level of satisfaction with the work the City of Lavon has done in each of the following areas in the last five years or so:
(continued...)**

Analysis Notes:

Emergency Services gets very high marks across multiple questions in the survey feedback, and that is consistent in this question with “Protecting people and property, making Lavon a safe community” getting the most favorable levels of satisfaction (over 80 percent of residents are satisfied or very satisfied). “Providing essential utility services (water/sewer) for daily living” got the next most favorable levels of satisfaction, but only at approximately 52 percent satisfied or very satisfied.

Levels of neutrality are high amongst most categories, which could be a reflection of the newer residents not being familiar with some of the services the City provides and to what level they are being provided. Levels of dissatisfaction and write-in comments for explanation reflect frustrations with infrastructure provision and maintenance, economic development, and amenities available for residents.

Q11: Please indicate your level of satisfaction with the following City services or amenities over the last five years or so:



Q11: Please indicate your level of satisfaction with the following City services or amenities over the last five years or so: (continued...)

	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	SATISFIED	VERY SATISFIED	UNSURE OR NOT APPLICABLE	TOTAL	WEIGHTED AVERAGE
Parks and Park Facilities	6.68% 27	18.81% 76	35.40% 143	23.02% 93	5.94% 24	10.15% 41	404	3.0
Trails	12.87% 52	21.78% 88	32.92% 133	10.89% 44	2.23% 9	19.31% 78	404	2.6
Special Events and Festivals	4.95% 20	15.35% 62	37.13% 150	25.74% 104	7.92% 32	8.91% 36	404	3.1
Recreation Programs and Facilities	4.95% 20	21.29% 86	40.35% 163	17.33% 70	4.21% 17	11.88% 48	404	2.9
Library	13.61% 55	19.06% 77	31.68% 128	5.94% 24	1.73% 7	27.97% 113	404	2.4
City Facilities/Buildings	3.96% 16	8.91% 36	47.03% 190	27.48% 111	6.19% 25	6.44% 26	404	3.2
Street Maintenance	12.38% 50	24.26% 98	27.23% 110	27.72% 112	7.18% 29	1.24% 5	404	2.9
Code Enforcement/Animal Control	6.68% 27	11.14% 45	36.39% 147	30.94% 125	8.17% 33	6.68% 27	404	3.2
Traffic, Mobility, and Connectivity	7.43% 30	14.85% 60	29.21% 118	34.16% 138	11.14% 45	3.22% 13	404	3.2
Drainage	19.80% 80	20.54% 83	25.99% 105	24.01% 97	7.43% 30	2.23% 9	404	2.7

Analysis Notes:

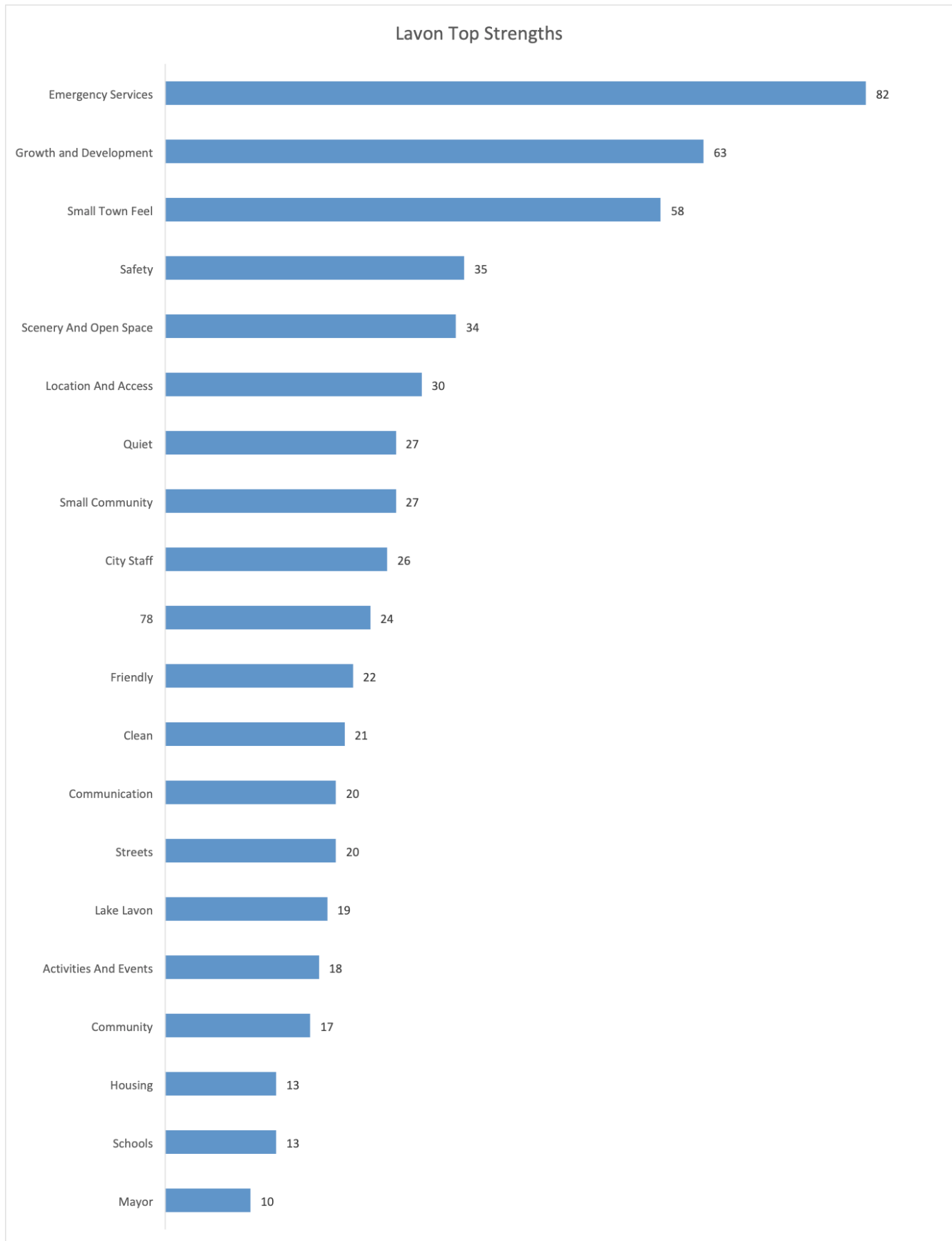
Location and access are notable strengths in the survey feedback, and that is reflected in this question with “Traffic, Mobility, and Connectivity” receiving the highest levels of satisfaction amongst the services and amenities listed. Also of note were “Code Enforcement/Animal Control,” “Special Events and Festivals,” and “City Facilities/Buildings” receiving good marks on levels of satisfaction.

One of the categories, “Street Maintenance,” has a large degree of polarization, i.e. almost the same proportion of residents is satisfied or very satisfied (35 percent) as they are dissatisfied or very dissatisfied with this service (37 percent). This could reflect that street maintenance is not consistent in all areas of the city.

High levels of dissatisfaction were expressed for “Drainage,” “Trails,” and “Library.” The survey feedback indicates the need and desire for a great library and trails for recreation, bikability, and walkability. Drainage and flooding is a prevalent theme throughout the survey feedback as in need of improvement.

Levels of neutrality and uncertainty are high amongst most categories which could be a reflection of the newer residents not being familiar with some of the services the City provides and to what level they are being provided.

Q12: Please list one to three top strengths of Lavon. What is Lavon doing right? What are Lavon's biggest assets?



Q12: Please list one to three top strengths of Lavon. What is Lavon doing right? What are Lavon's biggest assets? (continued...)

Analysis Notes:

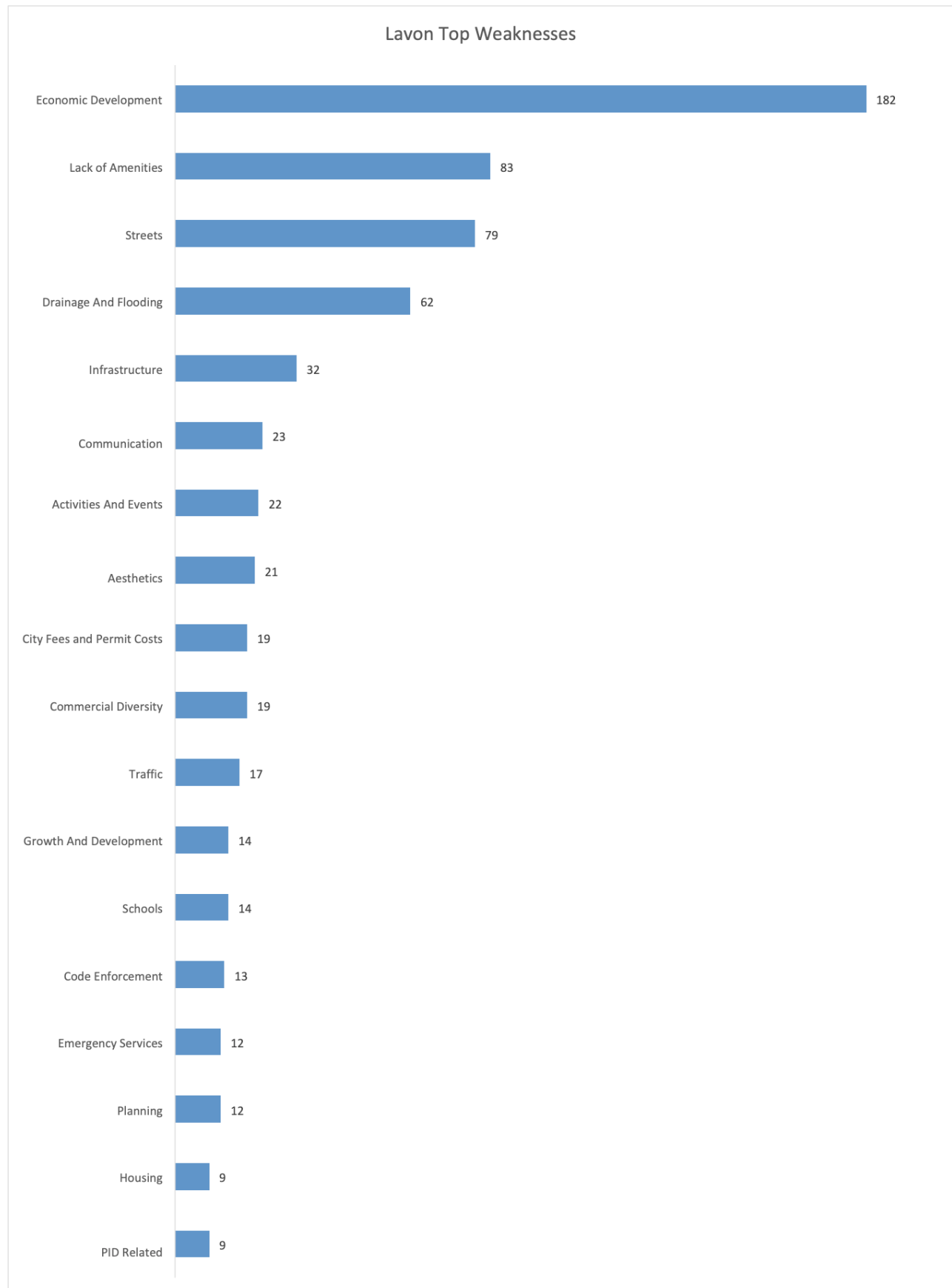
Each comment in response to this question was given one to two "tags" or categories to assist with analysis. Although the tags are used to graphically illustrate the feedback in summary format, in the associated graph, and to allow for easier usage of the data for planning efforts, all comments are analyzed as they read, regardless of the tag(s) assigned.

Residents are generally very satisfied with the level of service they receive from City Staff, the Mayor and other City leaders, and emergency services. Growth and development were identified as top strengths-- residents are generally happy to see new development coming to Lavon.

The small town feel of Lavon is a prevailing theme throughout the survey feedback. There is significant overlap and relationship in the tags assigned to comments in the following associated categories: small town feel, scenery and open space, location and access, quiet, small community, friendly, and community. When taken together, the small town feel of Lavon and the associated sentiments rise to the top above all other categories.

Residents feel like Lavon has potential, it is affordable, and that it has a quiet way of life and beautiful natural areas. Proximity to Lake Lavon, in particular, is viewed as a major strength of the City. Residents enjoy Lavon's location and cite its convenient access and proximity to major highways also as strengths.

Q13: Please list one to three top weaknesses of Lavon. What is Lavon not doing well? What does Lavon need to improve?



Q13: Please list one to three top weaknesses of Lavon. What is Lavon not doing well? What does Lavon need to improve? (continued...)

Analysis Notes:

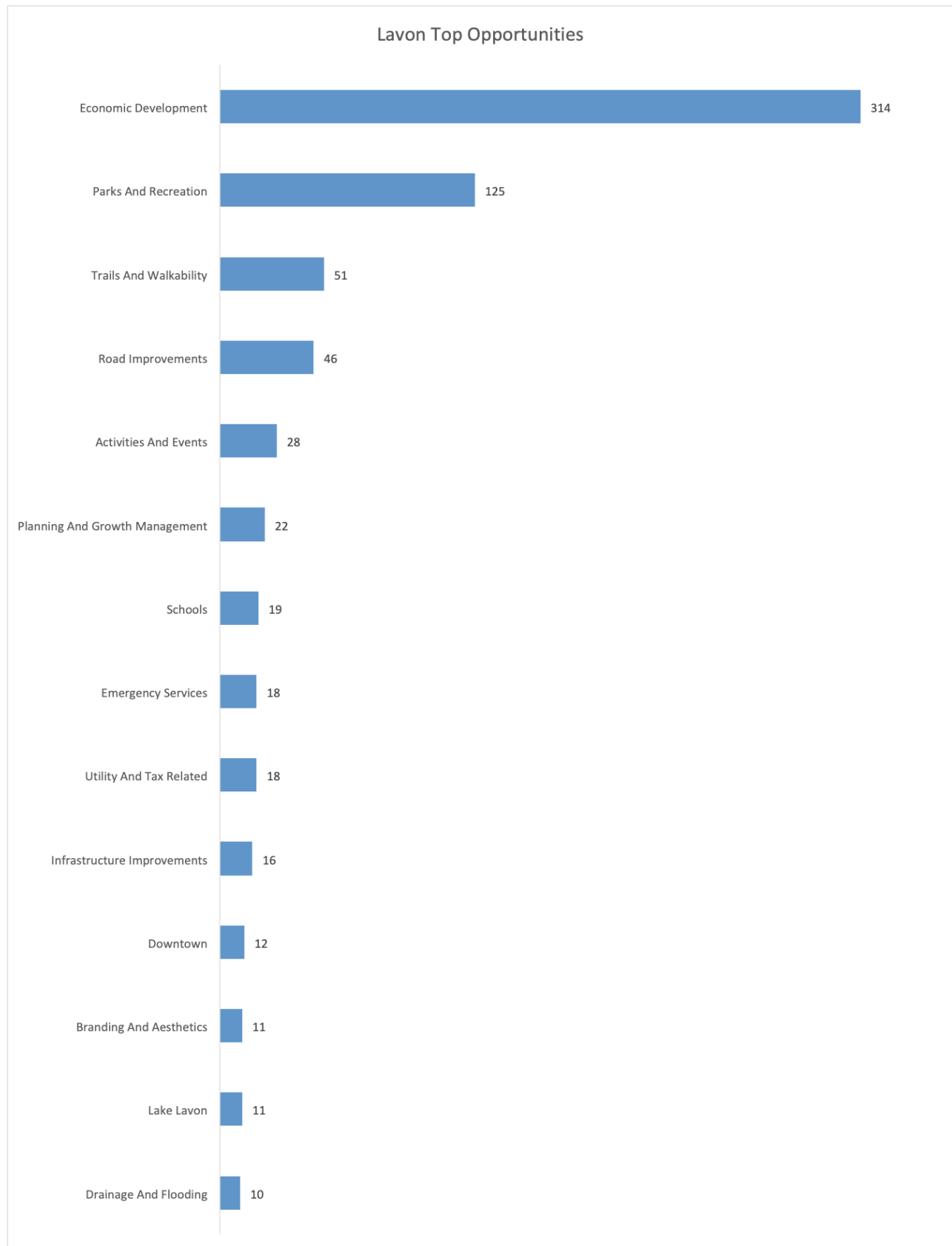
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Economic development and lack of amenities are the top weaknesses identified by the community. The community is concerned about Lavon’s local economy and wants a wide variety of shopping, dining, entertainment, parks, and recreation opportunities. Attracting a grocery store and a variety of dining and shopping options are top priorities for residents. Furthermore, residents are interested in developing mixed-use commercial centers, special gathering spaces, and a vibrant downtown, full of activity with a brand that is unique to Lavon.

There were many comments regarding concerns or dislikes of higher density housing or multi-family housing. One of the areas for exploration in future visioning, planning, and communication efforts is the fact that many of the retailers and types of uses the community is expecting and wanting depend on nodes of housing density. Lavon can explore how the wants and needs for economic development of residents match up to the city’s revenue generators and amenity generators.

Also prevalent themes among the weaknesses feedback are infrastructure-related concerns: drainage and flooding, street maintenance, traffic, planning and provision of infrastructure, and utilities/ providers/ fees pertaining to infrastructure. Residents would like the City to invest more in infrastructure and safety features such as roads, utilities, mobility (including trails and multi-modal alternatives), and lighting. The City could explore studying Lavon’s infrastructure through associated master planning or analysis, which could integrate needed mobility and roadway improvements with stormwater management strategies. Residents also expressed significant dissatisfaction with the Special Utility District and Public Improvement District fees in the city and lack of variety in franchise (private) utility providers.

Q14: Please list one to three top opportunities Lavon can pursue within the next 10 to 15 years. What ideas do you have to make Lavon better? What does Lavon need that it doesn't have already?



Q14: Please list one to three top opportunities Lavon can pursue within the next 10 to 15 years. What ideas do you have to make Lavon better? What does Lavon need that it doesn't have already? (continued...)

Analysis Notes:

Each comment in response to this question was given one to two “tags” or categories to assist with analysis. Although the tags are used to graphically illustrate the feedback in summary format, in the associated graph, and to allow for easier usage of the data for planning efforts, all comments are analyzed as they read, regardless of the tag(s) assigned.

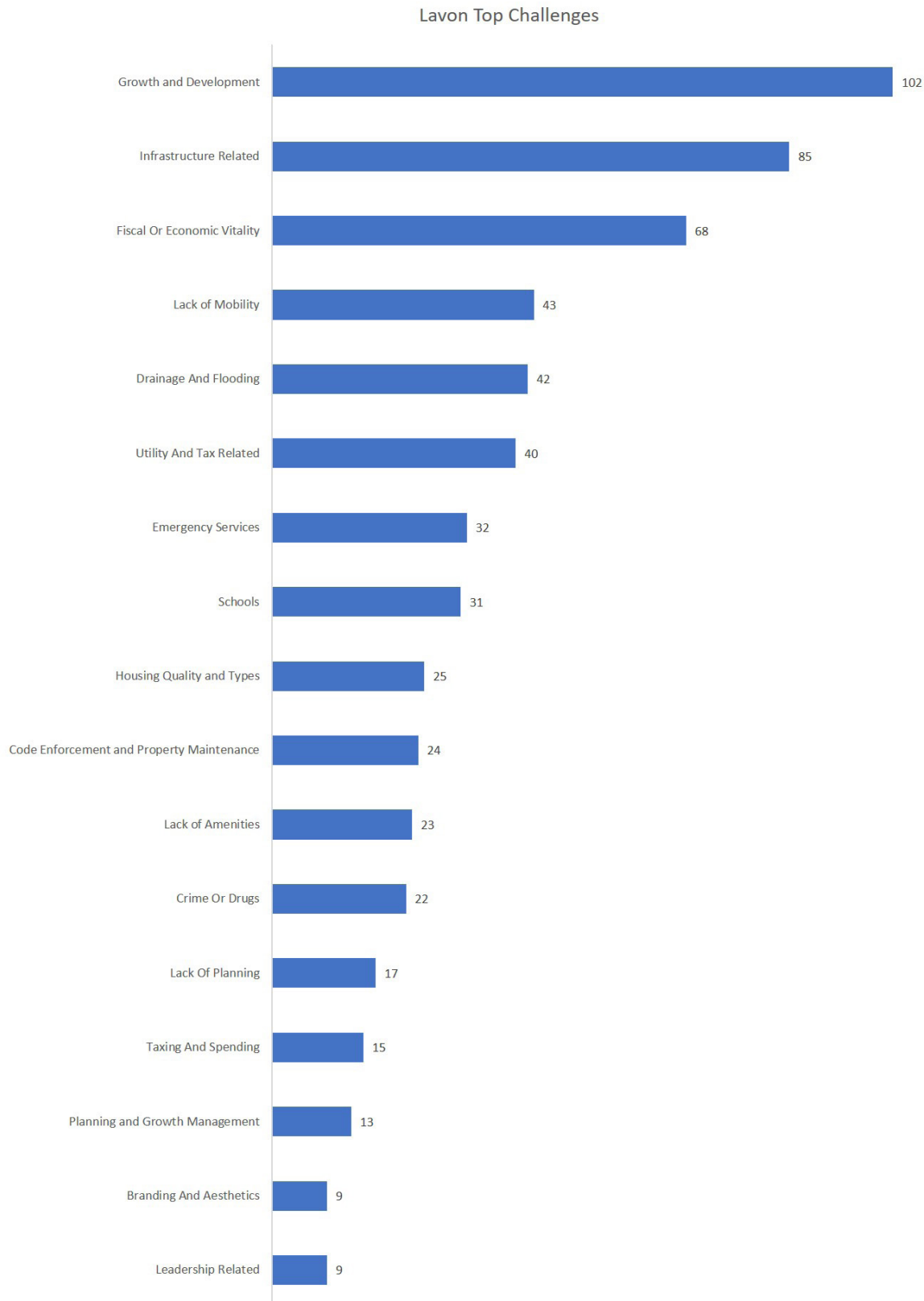
Directly related to weaknesses, discussed above, economic development and provision of more amenities are the greatest themes in the comments regarding opportunities Lavon can pursue. See notes in *Weaknesses* above. Residents expressed a desire to develop a robust parks and recreation system, connected by trails, and would like to see investments in recreational programming and community facilities that support a variety of athletics including soccer, tennis, and aquatics. Lake Lavon, in particular, was identified by the community as a special opportunity that could invite seasonal employment opportunities, local residents, and tourists to enjoy lake-oriented activities (ex. boating, fishing, picnicking) and tourism.

Residents would like for planning efforts to be undertaken and express that Lavon's infrastructure and utilities should be top priorities. Achieving the desired level of amenities and infrastructure improvements will depend greatly on the community's vision for future economic vitality and associated implementation.

Lavon residents are passionate about making space for community gathering, both outside and indoors. Many comments underscored the opportunities for activities, events, public spaces, and community programming. Residents said that special places should embrace walkability, beautiful landscaping, parks and recreation, trails, the arts, nightlife attractions, Lake Lavon, and/or programming. Feedback also indicates an interest in establishing more annual community events that celebrate Lavon and bring the community together.

Many comments in the survey feedback, in both weaknesses and opportunities, referred to the School District and schools. As schools are essential in quality of life satisfaction and economic development, but are largely outside the City's control, the City can explore ways to partner with the School District on implementing what residents perceive to be school-specific opportunities.

Q15: Please list one to three top threats or challenges Lavon has in the next 10 to 15 years? What can affect Lavon negatively if not taken care of? What should be planned to prevent or avoid to the greatest extent possible?



Q15: Please list one to three top threats or challenges Lavon has in the next 10 to 15 years? What can affect Lavon negatively if not taken care of? What should be planned to prevent or avoid to the greatest extent possible? (continued...)

Analysis Notes:

Each comment in response to this question was given one to two “tags” or categories to assist with analysis. Although the tags are used to graphically illustrate the feedback in summary format, in the associated graph, and to allow for easier usage of the data for planning efforts, all comments are analyzed as they read, regardless of the tag(s) assigned.

Typically threats and challenges reflect fears of the community that the weaknesses will not be fixed, the strengths will not be maintained, and the opportunities will not be achieved. That is the case in Lavon. Growth and development are seen as the top threats in Lavon because although residents are excited about the possible new commercial uses it brings, residents would like to see more planning, and be assured that issues, such as flooding and drainage, schools, and infrastructure and utilities are being addressed.

Although schools in Lavon are largely controlled by the School District, schools and education-related issues can directly and significantly affect community members, economic development, and quality of life. As stated above, continued efforts can be made by the City to partner with the School District to encourage community dialogue on opportunities for Lavon’s schools and education.

Lavon’s obstacles are not uncommon for a small city experiencing significant growth, within a greater region also experiencing significant growth and a rise in cost of living. Residents want Lavon to stand out in a special way, and they are eager to be involved in creating Lavon’s future. Efforts to engage the community will likely be very meaningful in fostering a sense of ownership in the vision moving forward.

Q16: Not required: Please share any additional thoughts (if any) that you may have on what should be considered in the City's upcoming planning efforts?

Analysis Notes:

The comments for question 16 significantly mirror the comments for questions 12 through 15, mainly emphasizing feedback provided elsewhere within the survey. Refer to the feedback from questions 12 through 15 for details.