

CITY OF PILOT POINT

2024 COMMUNITY SURVEY REPORT

Pilot Point, Texas
March 2024

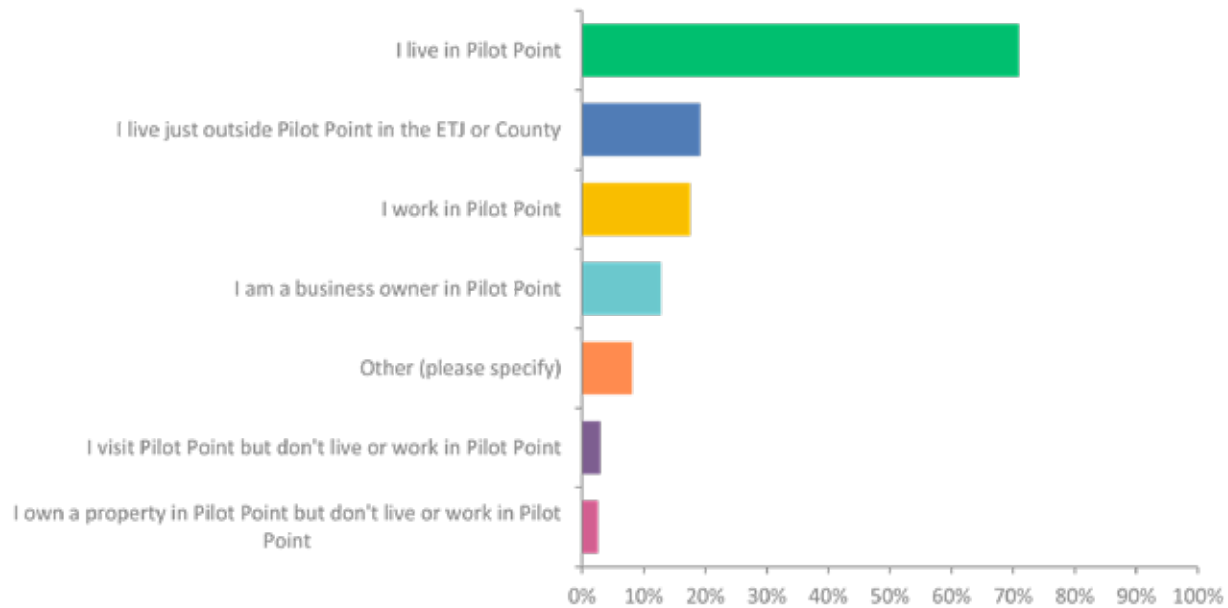
Prepared by LJA





PILOT POINT
BEARCATS

Q1: Which of the following best characterize your role(s) in Pilot Point? (check all that apply)

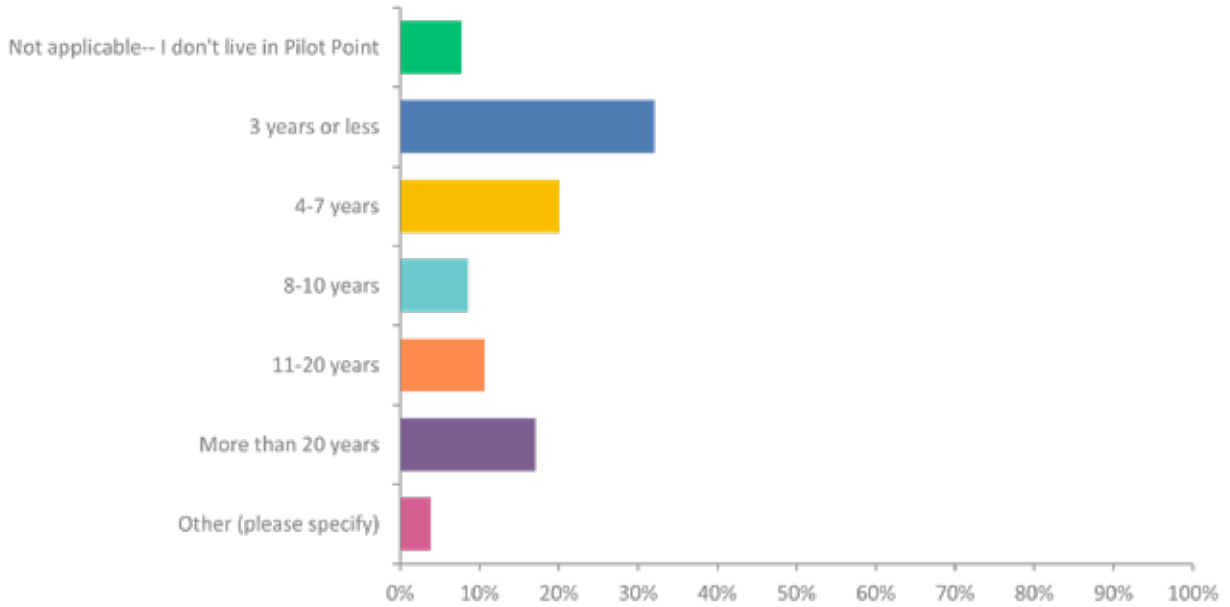


ANSWER CHOICES	RESPONSES	
I live in Pilot Point	70.94%	166
I live just outside Pilot Point in the ETJ or County	19.23%	45
I work in Pilot Point	17.52%	41
I am a business owner in Pilot Point	12.82%	30
Other (please specify)	8.12%	19
I visit Pilot Point but don't live or work in Pilot Point	2.99%	7
I own a property in Pilot Point but don't live or work in Pilot Point	2.56%	6
TOTAL		314

Analysis Notes:

With respondents able to “check all that apply” for this question, it allows the data to be analyzed utilizing residents only, business owners only, commercial stakeholders (work in Pilot Point and own a business and Pilot Point respondents), etc., with various topics within the survey. Approximately 71 percent of respondents live in Pilot Point.

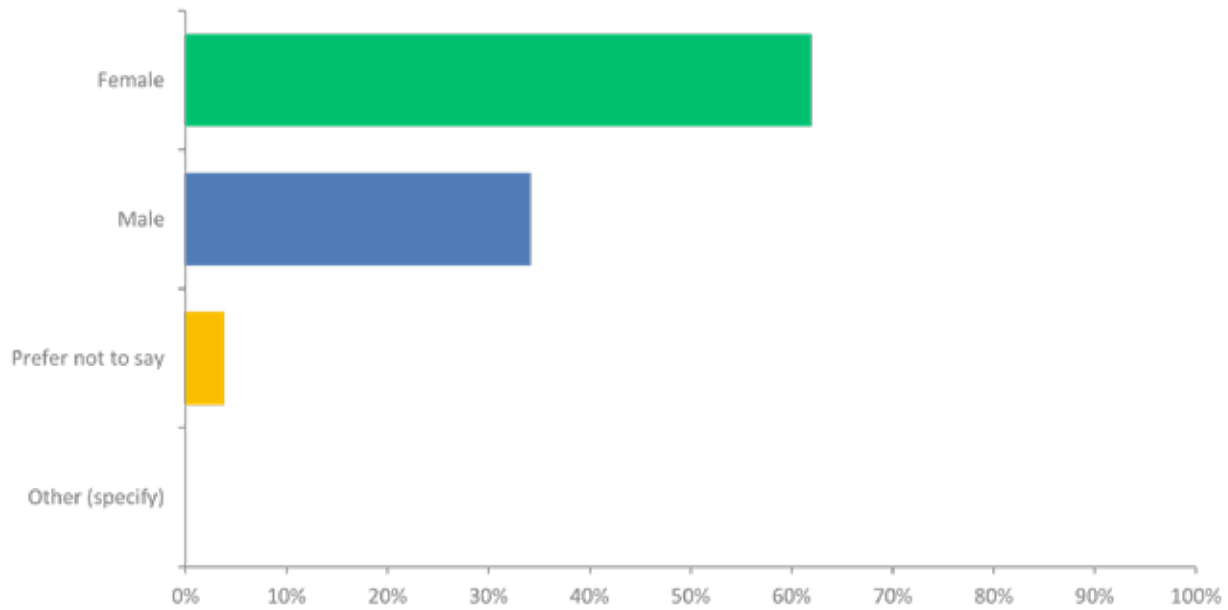
Q2: Approximately how long have you lived in Pilot Point?



ANSWER CHOICES	RESPONSES	
Not applicable- I don't live in Pilot Point	7.69%	18
3 years or less	32.05%	75
4-7 years	20.09%	47
8-10 years	8.55%	20
11-20 years	10.68%	25
More than 20 years	17.09%	40
Other (please specify)	3.85%	9
TOTAL		234

Analysis Notes: Almost a third of respondents (32%) have lived in Pilot Point for less than three years and over half of respondents have lived in Pilot Point for seven years or less. This suggests a recent surge and “in migration” of new residents. Approximately 17 percent have lived in Pilot Point over 20 years, representing a smaller, but significant, community of long-time residents.

Q3: What is your gender?

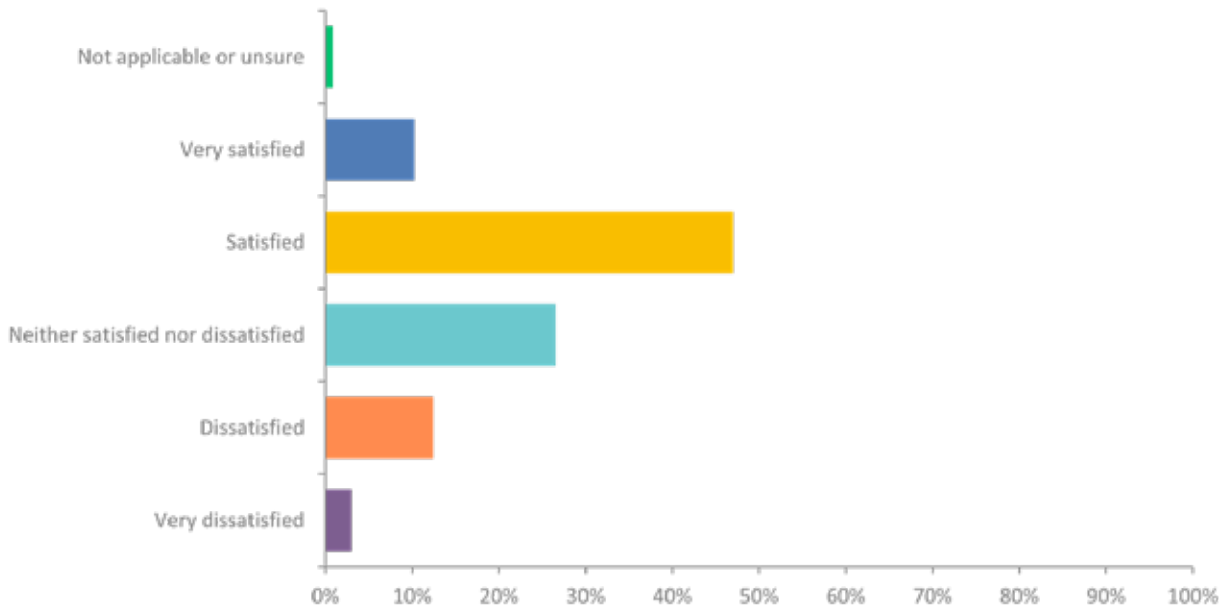


ANSWER CHOICES	RESPONSES	
Female	61.97%	145
Male	34.19%	80
Prefer not to say	3.85%	9
Other (specify)	0%	0
TOTAL		234

Analysis Notes:

More females took the Community Survey than males. Since online surveys are publicly distributed and are available for broad participation, they are typically free from gender bias, in terms of opportunity to complete. Voluntary surveys are typically completed at a higher rate by females than males, however, and Pilot Point has more females than males, according to available demographic data.

Q4: Please indicate your overall level of satisfaction with Pilot Point.

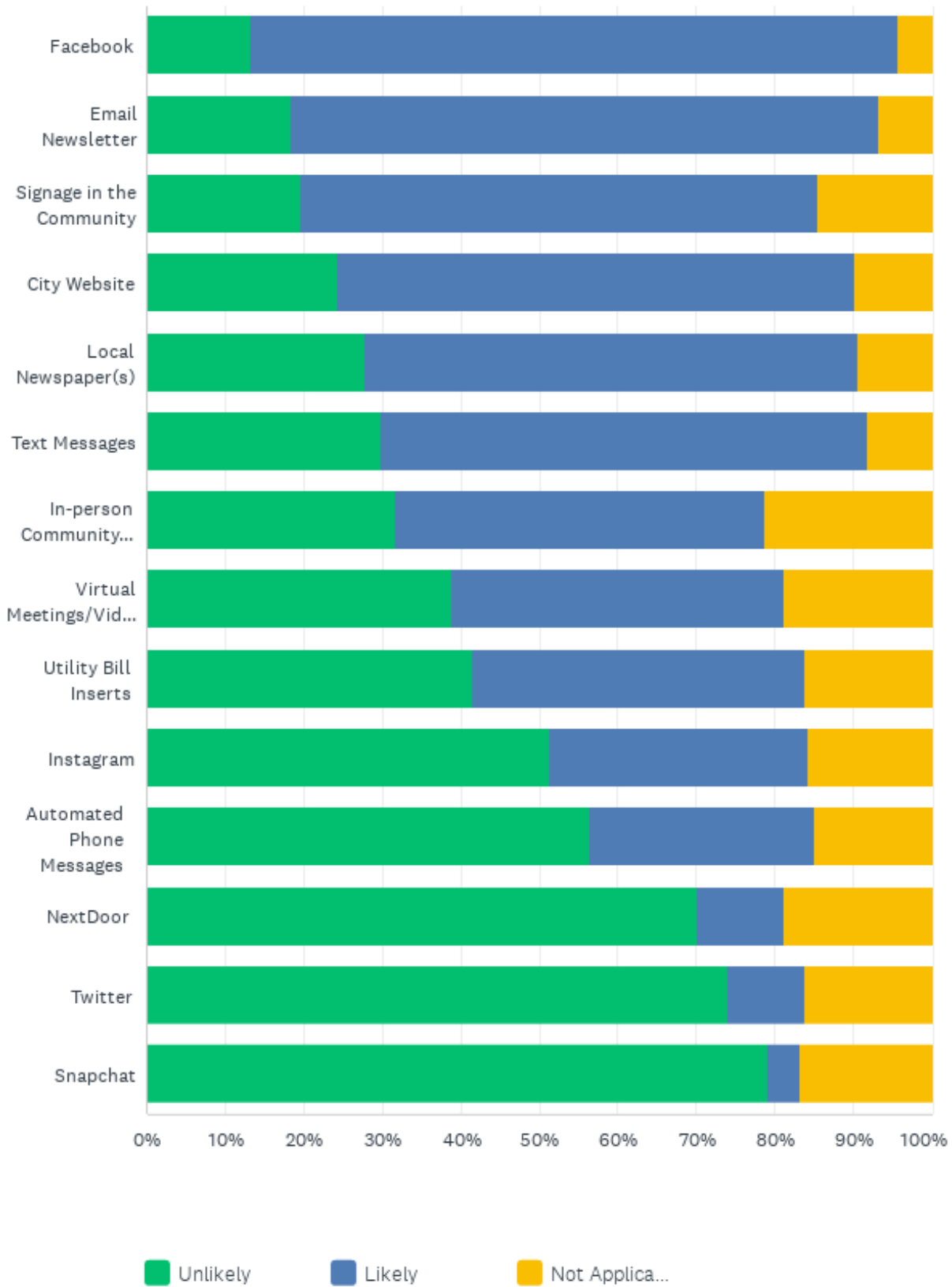


ANSWER CHOICES	RESPONSES	
Not applicable or unsure	0.85%	2
Very satisfied	10.26%	24
Satisfied	47.01%	110
Neither satisfied nor dissatisfied	26.50%	62
Dissatisfied	12.39%	29
Very dissatisfied	2.99%	7
TOTAL		234

Analysis Notes:

Satisfaction in the community is high with approximately 84 percent of respondents reporting they are very satisfied, satisfied, or neutral with Pilot Point, and over half of respondents indicating they are satisfied or very satisfied with Pilot Point. Although this represents room to improve, the levels of dissatisfaction among respondents is relatively low. Overall, while many residents appreciate the small-town atmosphere and community, there are significant concerns about infrastructure, city ordinances, growth management, and the future direction of the city. The comments reflected mixed feelings about the balance between maintaining the historical feel and embracing new development.

Q5: Please indicate if you are likely to prefer the following sources of communications from the City, if the City were to utilize each source:



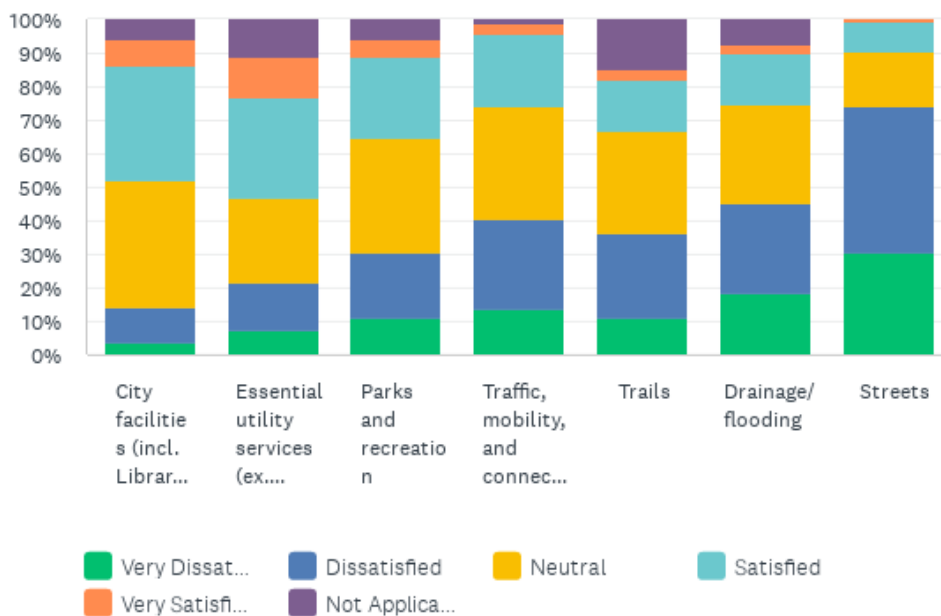
Q5: Please indicate if you are likely to prefer the following sources of communications from the City, if the City were to utilize each source: (continued)

	UNLIKELY	LIKELY	NOT APPLICABLE, MAYBE, OR UNSURE	TOTAL	WEIGHTED AVERAGE
Facebook	13.25% 31	82.48% 193	4.27% 10	234	1.86
Email Newsletter	18.38% 43	74.79% 175	6.84% 16	234	1.80
Signage in the Community	19.66% 46	65.81% 154	14.53% 34	234	1.77
City Website	24.36% 57	65.81% 154	9.83% 23	234	1.73
Local Newspaper(s)	27.78% 65	62.82% 147	9.40% 22	234	1.69
Text Messages	29.91% 70	61.97% 145	8.12% 19	234	1.67
In-person Community Meetings	31.62% 74	47.01% 110	21.37% 50	234	1.60
Virtual Meetings/Videos (i.e. Zoom and On Demand Recordings)	38.89% 91	42.31% 99	18.80% 44	234	1.52
Utility Bill Inserts	41.45% 97	42.31% 99	16.24% 38	234	1.51
Instagram	51.28% 120	32.91% 77	15.81% 37	234	1.39
Automated Phone Messages	56.41% 132	28.63% 67	14.96% 35	234	1.34
NextDoor	70.09% 164	11.11% 26	18.80% 44	234	1.14
Twitter	73.93% 173	9.83% 23	16.24% 38	234	1.12
Snapchat	79.06% 185	4.27% 10	16.67% 39	234	1.05

Analysis Notes:

Respondents are most likely to prefer Facebook to receive communications from the City, with approximately 82 percent selecting “likely.” Email Newsletter is the second choice for respondents at approximately 75 percent likely to prefer it. From there, Signage in the Community, City Website, Local Newspapers and Text Messages are the next batch of preferences. The community is not likely to prefer communications on NextDoor, Twitter/X, or Snapchat. Broad distribution of important updates is a best practice, even if a preference is not high. Some of the outlets/methods may have skewed preferences, slightly, if the City does not actively use it currently.

Q6: Please indicate your level of satisfaction with the following infrastructure-related items within the City Limits:

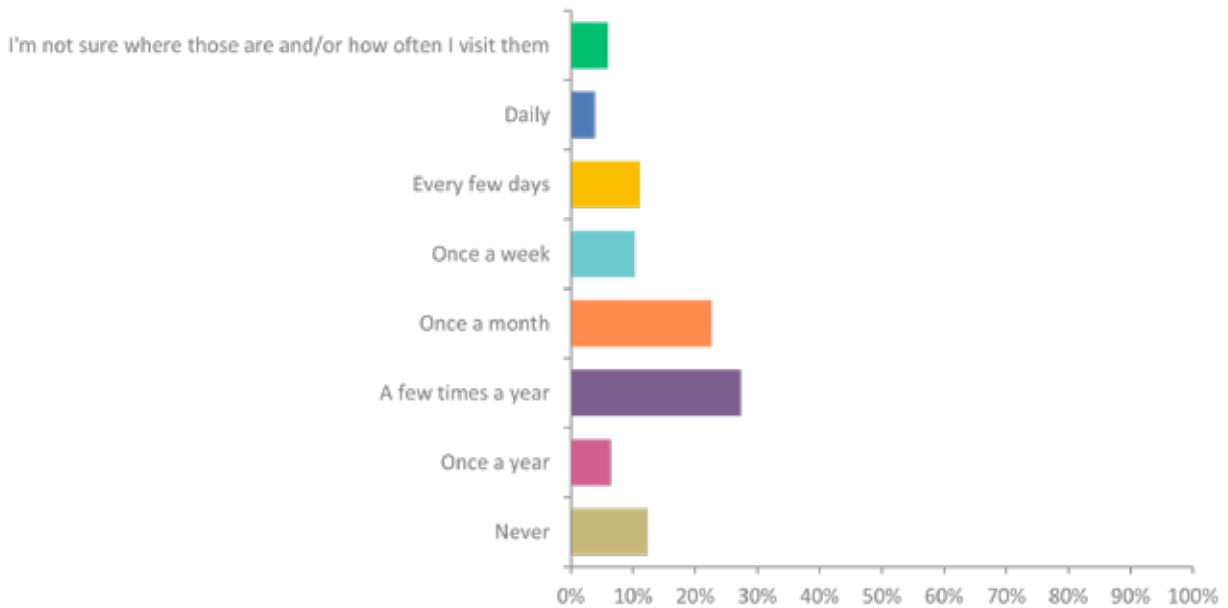


	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	SATISFIED	VERY SATISFIED	NOT APPLICABLE OR UNSURE	TOTAL	WEIGHTED AVERAGE
City facilities (incl. Library, City Hall, etc.)	3.85% 9	10.26% 24	38.03% 89	34.19% 80	8.12% 19	5.56% 13	234	3.34
Essential utility services (ex. water/sewer) for daily living	7.26% 17	14.10% 33	25.64% 60	29.91% 70	11.97% 28	11.11% 26	234	3.28
Parks and recreation	11.11% 26	19.23% 45	34.62% 81	23.93% 56	5.13% 12	5.98% 14	234	2.92
Traffic, mobility, and connectivity	13.68% 32	26.92% 63	33.76% 79	21.37% 50	2.99% 7	1.28% 3	234	2.73
Trails	11.11% 26	25.21% 59	30.34% 71	15.38% 36	2.99% 7	14.96% 35	234	2.69
Drainage/flooding	18.38% 43	26.92% 63	29.49% 69	14.96% 35	2.99% 7	7.26% 17	234	2.54
Streets	30.34% 71	44.02% 103	16.24% 38	8.97% 21	0.43% 1	0% 0	234	2.05

Analysis Notes:

City Facilities have the highest satisfaction rate of infrastructure-related items among respondents, with approximately 80 percent reporting they feel very satisfied, satisfied, or neutral. Most notable on the responses is that respondents are dissatisfied with the streets, with approximately 74 percent of respondents indicating they are very dissatisfied or dissatisfied. There are concerns about the City's ability to support rapid growth, particularly regarding water supply, road/traffic flow, and infrastructure. Overall, the feedback suggests a pressing need for better infrastructure planning, maintenance, and management to support current residents and future growth.

Q7: How often do you visit one of the four Pilot Point parks (i.e. the middle of the Downtown Square, Old City Park, Allen Groff III Memorial Park, or Pullen Park)?

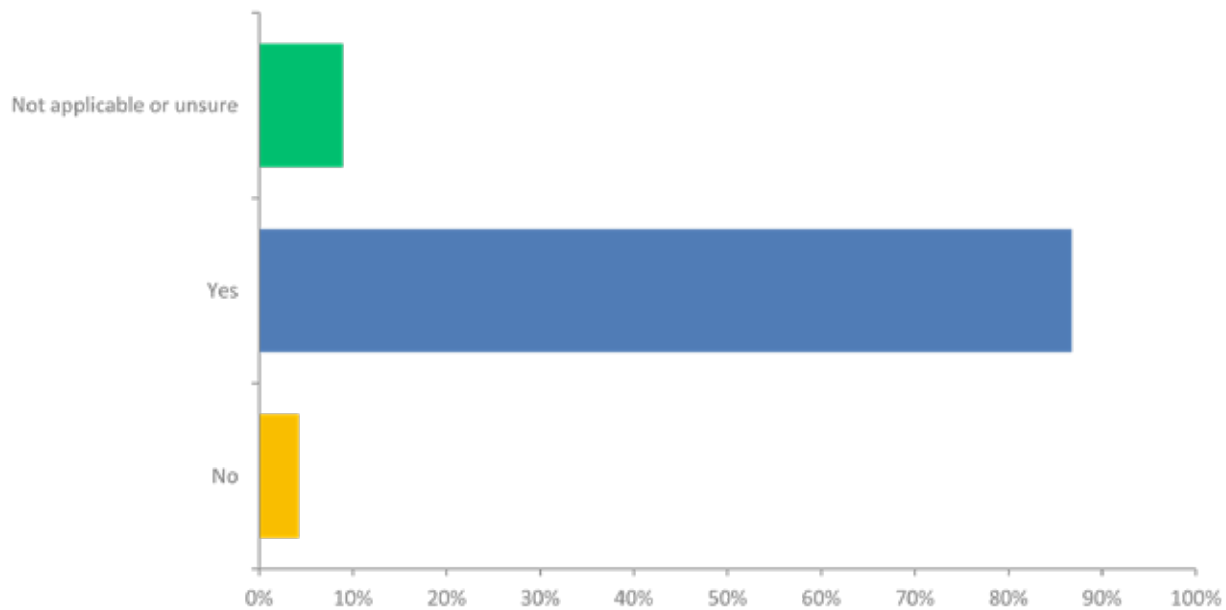


ANSWER CHOICES	RESPONSES	
I'm not sure where those are and/or how often I visit them	5.98%	14
Daily	3.85%	9
Every few days	11.11%	26
Once a week	10.26%	24
Once a month	22.65%	53
A few times a year	27.35%	64
Once a year	6.41%	15
Never	12.39%	29
TOTAL		234

Analysis Notes:

Responses to this question are indicative that parks and recreation offerings within Pilot Point have room to grow. Activity within the City parks is below average, compared to similar cities. Comment responses reflect that many residents are unaware of some parks, such as Pullen Park, or do not recognize the Downtown Square as a park. There is a strong desire for upgrades and enhancements to existing park facilities, especially the Downtown Square. Residents generally express a need for more engaging, well-maintained, and accessible park spaces to enhance the community's quality of life.

Q8: Does Pilot Point need more parks, trails, and protected open space?

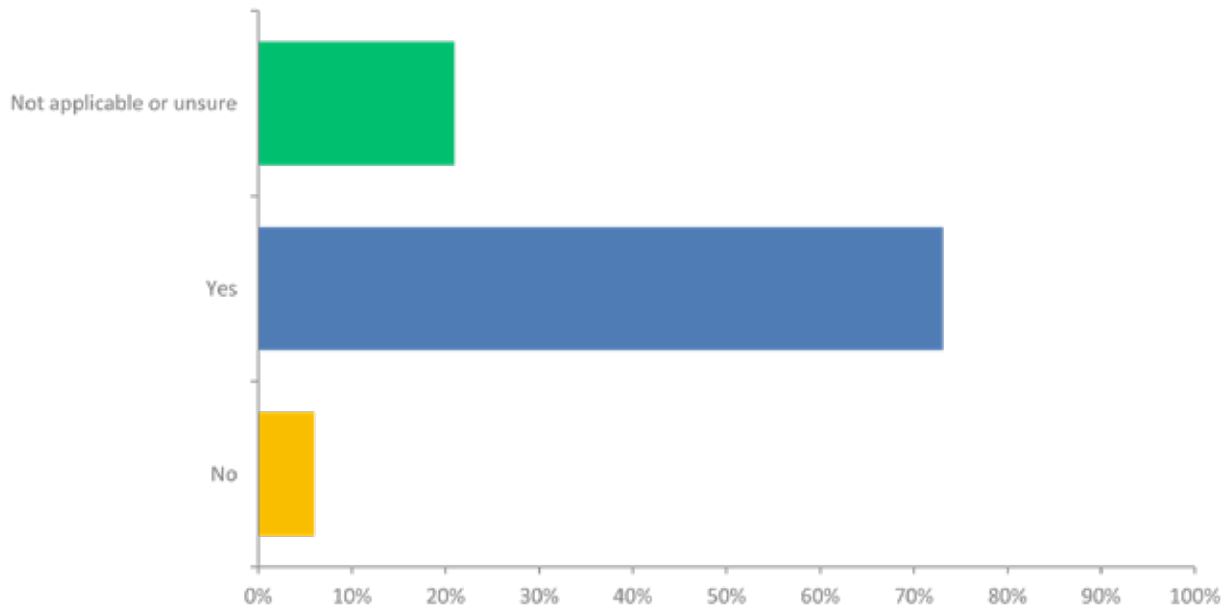


ANSWER CHOICES	RESPONSES	
Not applicable or unsure	8.97%	21
Yes	86.75%	203
No	4.27%	10
TOTAL		234

Analysis Notes:

Approximately 87 percent of respondents indicated that Pilot Point needs more parks, trails, and open space, with nine percent responding “not applicable or unsure.” Comment responses place an emphasis on protecting Pilot Point’s unique ecological space, particularly as urbanization increases. Preserving open spaces is seen as vital for maintaining the city’s rural character and history. Ideas for park amenities include: trails and paths, dog parks, splash/aquatics, lake-oriented recreation, and equine-friendly spaces. Residents express a clear desire for enhanced recreational opportunities, emphasizing the importance of trails, parks, and open spaces while balancing growth and preservation.

Q9: Does Pilot Point need more recreation programming?



ANSWER CHOICES	RESPONSES
Not applicable or unsure	20.94% 49
Yes	73.08% 171
No	5.98% 14
TOTAL	234

Analysis Notes:

Approximately 73 percent of respondents indicated that Pilot Point needs more recreation programming, and 21 percent responded “Not applicable or unsure.” A high percentage of uncertainty (coupled with the comment responses) indicates that respondents are unsure about what “recreational programming” would include. This could be an area to ask additional questions about on upcoming engagements to clarify (despite consensus). Some comment responses indicate that more recreation programming depends on first developing necessary facilities. Overall, respondents express a desire for expanded recreational facilities and programs to meet the needs of a growing and diverse community, while indicating a need for better awareness of existing programs.

Q10: OPTIONAL: Please provide any additional, summarized comments regarding what you else you would like to would like to see (if anything) for Pilot Point parks and recreation.

Analysis Notes:

The feedback regarding parks and recreation in Pilot Point highlights a wide range of desires and concerns from the community, emphasizing the need for improved facilities, more recreational options, and better connectivity. ***Overall, the feedback reflects a community eager for more comprehensive and inclusive recreational facilities and programs, improved safety and connectivity, and a well-maintained, vibrant public space that meets the needs of its growing population.***

Key Themes:

Indoor and Outdoor Facilities:

Community Recreation Center: There is a strong desire for a central community recreation center that includes sports activities, a pool, exercise classes, and spaces for meetings and events.

Pickleball and Tennis Courts: Many responses call for more pickleball courts, both indoor and outdoor, with proper lighting.

Swimming Pool: A public swimming pool is frequently mentioned as a desired addition.

Dog Parks: There is significant interest in creating dog parks within the community.

Equestrian and Golf Facilities: Suggestions include developing a public equestrian center and a municipal golf course to honor local heritage and attract tourism.

Connectivity and Safety:

Trails and Sidewalks: There is a strong demand for more trails and sidewalks to connect different parts of town, including safe routes for walking and biking, especially between Downtown and Jordan Park. The current lack of sidewalks and road conditions for pedestrians and cyclists are significant concerns.

Traffic and Safety: Concerns about speeding, inadequate lighting, and stray dogs affecting safety for pedestrians and cyclists. Need for more stop signs, lower speed limits, and street lighting improvements.

Programs and Events:

Recreational Programs: Suggestions include more youth and adult programming, summer camps, organized sports leagues, and senior citizen activities.

Community Events: There is a desire for more community events such as outdoor concerts, festivals, fun runs, and BBQ events, particularly at Groff Park.

Maintenance and Accessibility:

Park Maintenance: Concerns about the condition of existing facilities, including maintenance of baseball fields and bathrooms. Emphasis on making all parks accessible to everyone.

Green Spaces: Encouragement to protect open spaces and incorporate more trees and landscaping into park areas, enhancing the city's identity and appeal.

Economic and Community Development:

Business and Tourism: There is a desire for more diverse restaurants and retail options, as well as attractions like a movie theater or bowling alley to stimulate local economy and tourism.

Community Cohesion: Calls for inclusive community planning that welcomes new residents and respects the city's diverse population.

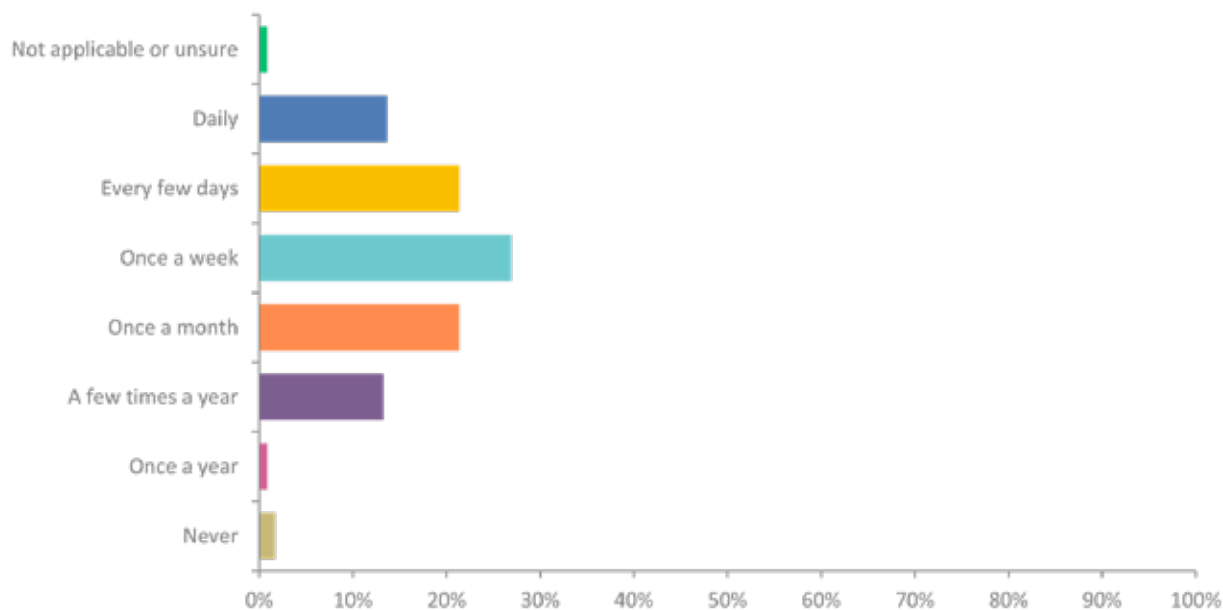
Greff Park Regulations

1. No alcohol, tobacco, or other substances are allowed on the premises.
2. No dogs, cats, or other animals are allowed on the premises. Please leash your dog and clean up after your pet.
3. No smoking or drinking alcohol on the premises.
4. No glass containers, except for soft drinks, are allowed on the premises.
5. No drugs or other substances are allowed on the premises.
6. No pets allowed.

City of Moor Park Division, 800-787-2727



Q11: How often do you visit Downtown Pilot Point?



ANSWER CHOICES	RESPONSES	
Not applicable or unsure	0.85%	2
Daily	13.68%	32
Every few days	21.37%	50
Once a week	26.92%	63
Once a month	21.37%	50
A few times a year	13.25%	31
Once a year	0.85%	2
Never	1.71%	4
TOTAL		234

Analysis Notes:

Approximately 62 percent of respondents indicated that they visit Downtown Pilot Point at least once a week. Over a third of respondents indicated that they visit Downtown Pilot Point monthly or less. This distribution of responses indicates that there is significantly more capture of activity that could happen Downtown if there were additional destinations and amenities there.

Q12: OPTIONAL: What improvements or additions (if any) would encourage you to visit Downtown Pilot Point more often?

Analysis Notes:

The feedback about visiting downtown Pilot Point highlights a strong desire for increased business presence, particularly diverse dining and retail options, alongside maintaining the historical charm of the area. **Overall, the feedback highlights a strong desire for a vibrant downtown with diverse businesses, family-friendly activities, and events that draw both locals and visitors, while also maintaining the area's historical charm and improving its infrastructure.**

Key Themes:

Business and Economic Development:

Diverse Dining Options: Many responses emphasize the need for more restaurants, particularly non-Mexican options such as steakhouses, cafes, and other unique dining experiences. There is a strong desire for restaurants that would attract visitors and offer alternatives to existing eateries.

Variety of Businesses: There is a call for more retail stores and unique shops to increase foot traffic and enhance the shopping experience. Suggestions include antique stores, arcades, and shops offering local merchandise.

Filling Vacancies: Respondents urge for the vacant buildings to be leased to businesses that can draw people to the Square. There is a concern about high rental costs and the difficulty of setting up shop due to perceived regulatory barriers.

Community and Cultural Enhancements:

Community Events: Suggestions include hosting more events, such as farmers markets, craft shows, and festivals to draw people Downtown. There is interest in seasonal events like spring festivals and bringing back traditional events like Pioneer Days. Some responses indicate that residents may not be aware of the programming already offered Downtown (such as farmers markets).

Family-Friendly Spaces: There is a desire for more activities and spaces for families and children, such as parks, picnic areas, and recreational spaces with outdoor music and games.

Live Music and Entertainment: Respondents express interest in live music and entertainment venues, outdoor dining spaces, and activities that make Downtown feel lively, especially in the evenings.

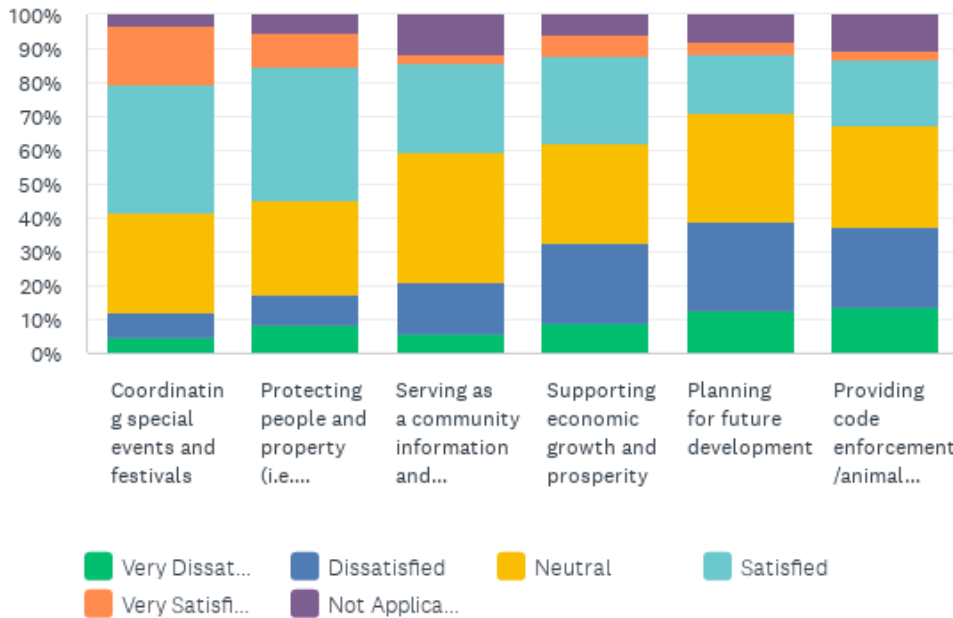
Infrastructure and Aesthetic Improvements:

Historical Preservation: While there is a desire for new businesses, respondents also emphasize maintaining the historical look and charm of Downtown. Suggestions include using historical architectural styles for new buildings.

Beautification Projects: Suggestions include improving landscaping, adding more green spaces, and enhancing the gazebo area. There is interest in art or mural installations that reflect the city's character.

Walkability and Accessibility: Respondents call for better infrastructure, such as improved sidewalks, bike racks, and traffic calming measures, to make Downtown more pedestrian-friendly and accessible.

Q13: Please indicate your level of satisfaction with the following City services:



	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	SATISFIED	VERY SATISFIED	NOT APPLICABLE OR UNSURE	TOTAL	WEIGHTED AVERAGE
Coordinating special events and festivals	4.70% 11	7.26% 17	29.49% 69	38.03% 89	17.09% 40	3.42% 8	234	3.58
Protecting people and property (i.e. safety)	8.55% 20	8.97% 21	27.78% 65	39.32% 92	10.26% 24	5.13% 12	234	3.36
Serving as a community information and resource center	5.56% 13	15.38% 36	38.46% 90	26.50% 62	2.56% 6	11.54% 27	234	3.06
Supporting economic growth and prosperity	8.97% 21	23.50% 55	29.49% 69	26.07% 61	5.98% 14	5.98% 14	234	2.96
Planning for future development	12.82% 30	26.07% 61	32.05% 75	17.52% 41	3.85% 9	7.69% 18	234	2.71
Providing code enforcement/ animal control	13.68% 32	23.50% 55	30.34% 71	19.23% 45	2.56% 6	10.68% 25	234	2.70

Analysis Notes:

Approximately 85 percent of respondents indicated a positive level of satisfaction, when “neutral” is included, with “Coordinating Special Events and Festivals.” Events and festivals, such as Bonnie & Clyde Days, are well-liked in the community, and feedback mostly reflects that the community wants more events and festivals. Code Enforcement/Animal Control received the lowest level of satisfaction, and respondents indicated on several areas of the survey that it needs improvement. Growth continues to be at top of mind of respondents, so “Planning for Future Development” also landed on the “needs improvement” side of feedback, among other topics.



NE IRICK MUSEUM
FERSON STREET

Nadene Irick Museum

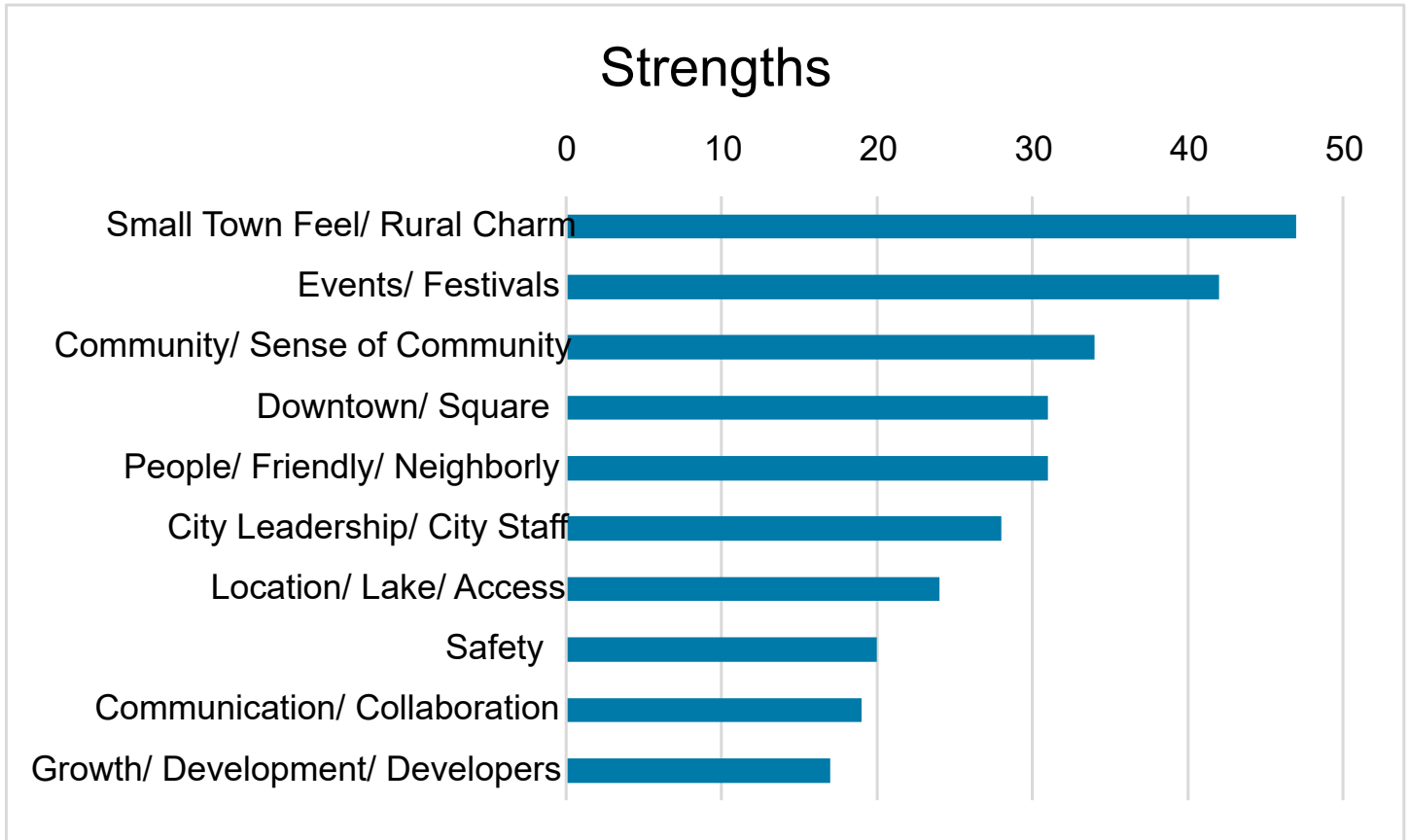
Pilot Point, Texas





Strengths, Weaknesses, Opportunities, Threats/Challenges (SWOT) Analysis

Q14: Please list one or two top strengths of Pilot Point. What is Pilot Point doing right? What are Pilot Point's biggest assets? (State as simply as possible, ONE PER BOX, characters are limited)



Hundreds of comments were provided in the Community Survey for Pilot Point' Strengths. Each comment was classified in one general category with some comments receiving a second category as well if it directly related to two topics. This classification is done for illustrative and analysis purposes to make the feedback useful and easily understood during the planning process. Some comments could easily fall in multiple categories, but the classification is done to distill the large quantity of feedback into themes. Provided on the next page is an overall analysis of the Strengths feedback to complement this "Top 10" list.

Overall, Pilot Point's strengths lie in its community spirit, historic charm, safety, natural beauty, and commitment to preserving its small-town atmosphere while encouraging thoughtful growth and community involvement.

CONTINUED

Q14: Please list one or two top strengths of Pilot Point. What is Pilot Point doing right? What are Pilot Point's biggest assets?

Analysis Notes:

Pilot Point possesses many strengths that were identified in the Community Survey. The number one strength recognized by respondents was the community's ***Small Town Feel and Rural Charm***. This sentiment reflects the community's ambiance, characterized by a quaint atmosphere and open spaces, which fosters a unique sense of identity and belonging among residents. There is a strong appreciation for the friendly, neighborly culture and kind-hearted residents, and there is a desire to balance growth and development, while preserving the city's unique character.

The number two strength recognized by respondents was ***Events and Festivals***. Respondents noted the Farmers Market, Bonnie & Clyde Days, and holiday celebrations, many of which take place on the Square. Respondents indicated that the events and festivals foster a sense of togetherness. ***Community/Sense of Community*** came in next, reflecting that involvement opportunities for residents and diverse, friendly community interactions contribute to the same sense of togetherness that the events and festivals contribute to as well.

The number five top strength identified by respondents was ***People/ Friendly/ Neighborly***. Coupled with ***Community/ Sense of Community***, these sentiments both reflect tight knit, supportive residents, employees, and visitors who make up the community. Respondents appreciate the friendly and welcoming atmosphere, where people know and support each other.

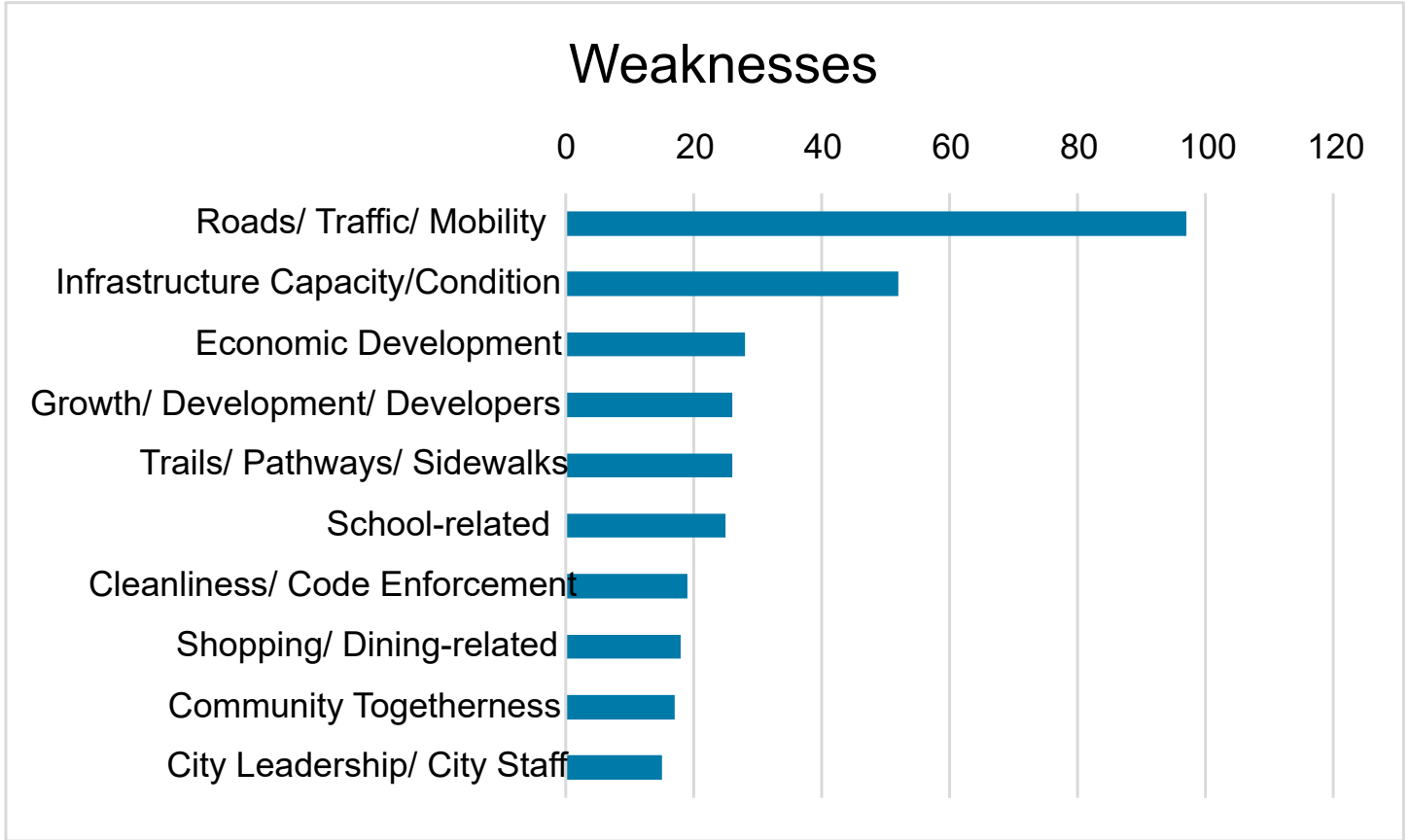
The fourth top strength identified by respondents is Pilot Point's ***Downtown and the Square***. Downtown's history and aesthetics, as well as the events held there, contribute to its identification as a top asset by the community. Respondents indicate a deep appreciation for the historic buildings, Downtown preservation efforts, and the charming Square.

Sentiment relating to Pilot Point's ***City Leadership/ City Staff and Safety*** were also top strengths identified by respondents, ranking at numbers six and eight respectively. Responses within these categories frequently included the Mayor, City Council, and various City departments. Specific to safety, respondents cited Pilot Point's Police and Fire Departments, as well as the general sense of safety in the community. Another city-related strength was ***Communication and Collaboration*** (number nine), specifically between the City and residents. Residents appreciate the City's leadership and communication efforts, including the involvement of the Mayor and City Council in community matters. The City encourages resident input and community engagement, with many events and opportunities for involvement.

The strength ranked seventh by respondents was Pilot Point's ***Location, Proximity to the Lake, and its easy access***. Respondents note the proximity to Lake Ray Roberts and the State Parks offer recreational opportunities and scenic beauty. Also noted was that the city is surrounded by open spaces, farms, and ranches, contributing to its picturesque landscape. Many respondents also mentioned Pilot Point's strategic proximity and access to the DFW Metroplex.

Rounding out the top strengths was sentiment related to ***Growth, Development, and Developers***. Many respondents expressed optimism about direct and indirect impacts of growth, such as a growing tax base and the likelihood that growth will bring more amenities.

Q15: Please list one or two top weaknesses of Pilot Point. What is Pilot Point not doing so well? What does Pilot Point need to improve? (State as simply as possible, ONE PER BOX, characters are limited)



Hundreds of comments were provided in the Community Survey for Pilot Point' Weaknesses. Each comment was classified in one general category with some comments receiving a second category as well if it directly related to two topics. This classification is done for illustrative and analysis purposes to make the feedback useful and easily understood during the planning process. Some comments could easily fall in multiple categories, but the classification is done to distill the large quantity of feedback into themes. Provided on the next page is an overall analysis of the Strengths feedback to complement this Top 10 list.

Overall, the feedback indicates a strong desire for improved infrastructure, better city planning and growth management, enhanced communication and leadership, and a more supportive environment for businesses and community services.

CONTINUED

Q15: Please list one or two top weaknesses of Pilot Point. What is Pilot Point not doing so well? What does Pilot Point need to improve?

Analysis Notes:

The top two weaknesses identified in Pilot Point were both related to infrastructure. Number one was **Roads, Traffic, and Mobility**, with respondents citing roadway width and capacity, condition and maintenance, connectivity, and congestion; this applied to both local roads and major thoroughfares. Numerous traffic safety concerns were mentioned along US 377. The number two weakness identified was **Infrastructure Capacity and Condition**, specifically water and wastewater, water quality, and the ability of the City to provide infrastructure that can support growth. Insufficient drainage is an issue, and flooding is of concern. Inadequate infrastructure, including outdated and limited roads was also mentioned in this overlapping category.

Economic Development was the third top weakness identified by respondents. This category included sentiment regarding the availability of jobs and employees, workforce development, business retention and attraction, expanded tax base, and land use diversity. Respondents cited the difficulty in attracting and supporting small businesses and the potential negative economic impact of big developers and chains. Also frequently cited was the need for more diverse retail and dining options.

The fourth top weakness related to **Growth/ Development/ Developers**. Sentiments in this category included concerns over development of rural land, lack of control or planning for future growth, the need for increased Code Enforcement, and the potential quality of new developments.

Rounding out the top five weaknesses was **Trails/ Pathways/ Sidewalks**. Many respondents specifically cited lack of sidewalks in neighborhoods, though lack of trails and bike lanes were also mentioned as weaknesses. This category had significant overlap with the top two weaknesses identified.

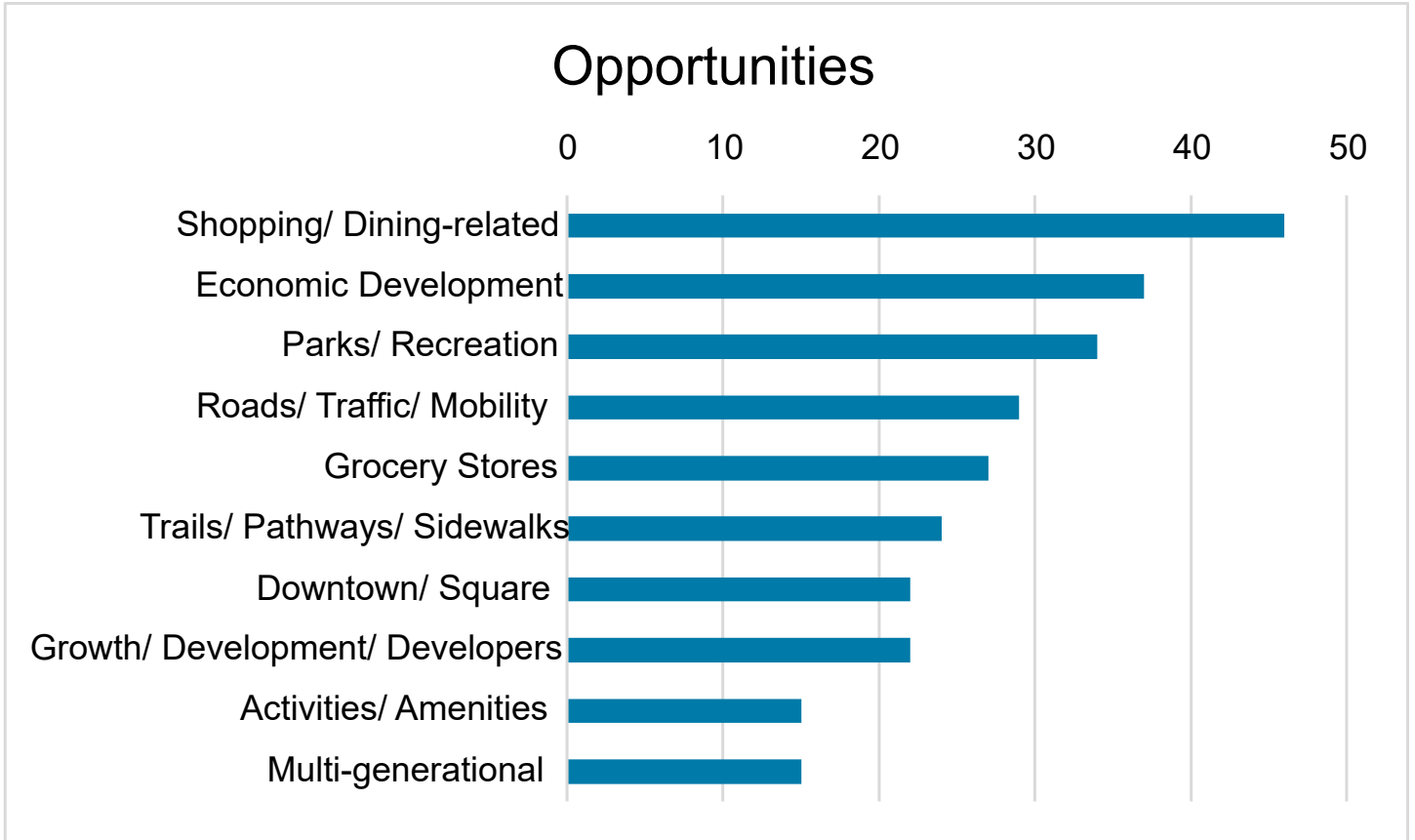
After school-related concerns that are outside of the City's control, **Cleanliness and Code Enforcement** concerns came in at number seven, with respondents citing unmaintained properties and vacant buildings. This feedback referenced major thoroughfares, neighborhoods, and Downtown structures.

The number eight top weakness was **Shopping/ Dining-related** sentiment. Much of the feedback on this topic was related to the quantity and variety of locally-owned retail and dining options Downtown. However, a significant share of respondents also expressed desire for high-end or chain restaurants, more fast food, and a desire for "big box stores" like Target, Walmart, and Home Depot. This category had high overlap with the 15th top weakness, which was lack of **Grocery Stores**.

Rounding out the top 10 weaknesses are two topics related to **Community Togetherness** and **City Leadership/ Staff**, which were ironically top identified strengths as well. This feedback reflected passionate disagreements linked to growth and the future. Other themes were: lack of clear and coherent communication from City leadership (including unproductive internal community conflicts), perceived unwillingness of leaders to engage with residents, issues with services and operations, and a desire for more cohesive leadership and transparent governance.

Several key topics were just outside of the top 10 weaknesses, such as concerns about maintaining the city's cultural identity and community feel, issues relating to Downtown, lack of activities and amenities for youth and families, and the need for increased police presence as the city grows.

Q16: Please list one or two top opportunities Pilot Point can pursue within the next 10 to 15 years. What ideas do you have to make Pilot Point better? What does Pilot Point need that it doesn't have already? ((State as simply as possible, ONE PER BOX, characters are limited)



Hundreds of comments were provided in the Community Survey for Pilot Point' Opportunities. Each comment was classified in one general category with some comments receiving a second category as well if it directly related to two topics. This classification is done for illustrative and analysis purposes to make the feedback useful and easily understood during the planning process. Some comments could easily fall in several categories, but the classification is done to distill the large quantity of feedback into themes. Provided on the next page is an overall analysis of the Strengths feedback to complement this Top 10 list.

Overall, the feedback suggests a desire to balance growth with preservation, enhancing infrastructure and amenities while maintaining the unique character and community spirit of Pilot Point.

CONTINUED

Q16: Please list one or two top opportunities Pilot Point can pursue within the next 10 to 15 years. What ideas do you have to make Pilot Point better? What does Pilot Point need that it doesn't have already?

Analysis Notes:

There is significant overlap between the Opportunities and the Weaknesses, suggesting respondents feel that significant opportunity exists in addressing the identified weaknesses.

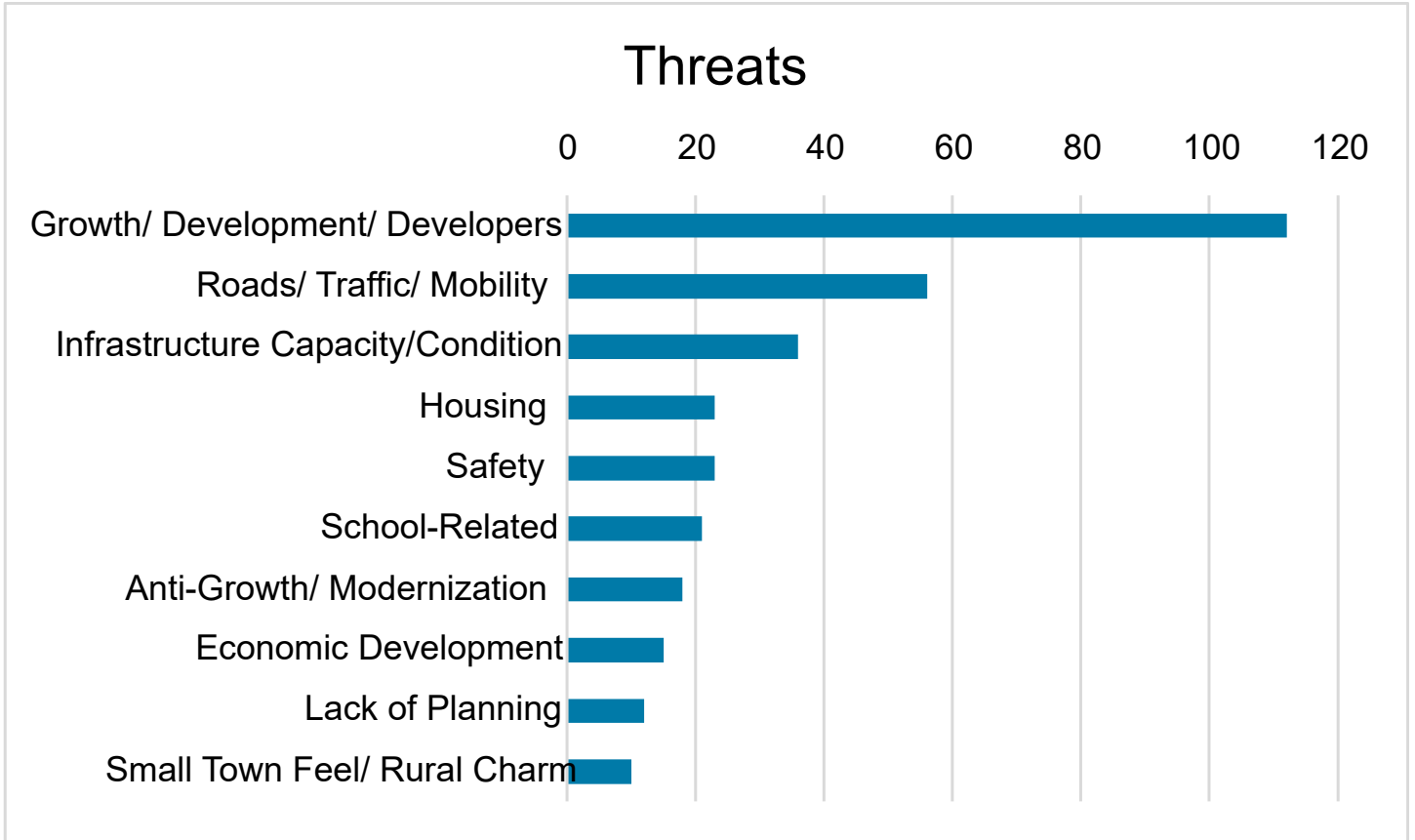
The top two opportunities identified by survey respondents are **Shopping/ Dining-related** sentiment and **Economic Development**. These closely related topics category included sentiment regarding the quantity and variety of retail and dining options, availability of jobs and employees, workforce development, business retention and attraction, and land use diversity. The community wants to see an increase in nice, sit-down restaurants around the community, with specific restaurants listed. The community would like to see more upscale dining and more shopping in Pilot Point. Respondents would like to see the encouragement of economic development by supporting local entrepreneurs and offering business incentives. Other ideas included promoting Pilot Point as a destination for entertainment and tourism and supporting the horse industry and related businesses. At number five on the opportunities list, **Grocery Stores** reiterated the community's desire for expanded food and general merchandise offerings in Pilot Point.

Ranked as top seven and top eight opportunities were **Downtown/Square** and **Growth/ Development/ Developers** respectively. These topics significantly relate to the prior three listed above. Respondents called for improvement of the infrastructure and appearance of the Downtown area, including street repairs and better signage, as well as provision of parking off the Square to accommodate more visitors and residents. Respondents referred to successful models, such as Celina, to attract more businesses and visitors. Noted was the need to balance growth and development with the preservation of historical and cultural assets, while developing spaces for family-friendly spaces and events (both in Downtown and in other areas of the city, such as US 377). Feedback frequently reflected the opportunity to preserve natural areas, green spaces, and the rural character of the community as new development comes in. Promoting the horse community and protecting equestrian and country lifestyles, while encouraging sustainable and well-planned development.

The fourth top opportunity is **Roads/ Traffic/ Mobility**. Feedback related to improving transportation options, such as introducing public transit and walking/biking trails and sidewalks and addressing traffic congestion and safety with better planning and infrastructure. Respondents also indicated a desire for strategic focus of improvements and high quality development along/on US 377.

Parks and Recreation was the number three opportunity identified by respondents, with much of the feedback focused on a recreation center or improved community center and more parks, both with a focus on Multi-generational offerings. Notably, **Multi-generational** activities and amenities for diverse ages were the number 10 opportunity. Closely related to these sentiments, **Trails, Pathways, and Sidewalks** ranked number six, with respondents optimistic about the opportunities to build sidewalks and trails, for recreation and connectivity. Also, top opportunity nine, **Activities and Amenities** included calls for encouragement of the development of a larger library and educational facilities, improving access to healthcare and medical services, and developing public spaces and recreation facilities that support a variety of activities for all age groups (including Downtown and parks/recreation).

Q17: Please list one or two top threats or challenges Pilot Point has in the next 10 to 15 years? What can affect Pilot Point negatively if not taken care of? What should be planned to prevent or avoid to the greatest extent possible? (State as simply as possible, ONE PER BOX, characters are limited)



Hundreds of comments were provided in the Community Survey for Pilot Point' Challenges. Each comment was classified in one general category with some comments receiving a second category as well if it directly related to two topics. This classification is done for illustrative and analysis purposes to make the feedback useful and easily understood during the planning process. Some comments could easily fall in several categories, but the classification is done to distill the large quantity of feedback into themes. Provided on the next page is an overall analysis of the Strengths feedback to complement this Top 10 list.

Overall, the feedback highlights the importance of strategic planning and infrastructure development to manage growth while preserving Pilot Point's unique identity and community values.

CONTINUED

Q17: Please list one or two top threats or challenges Pilot Point has in the next 10 to 15 years? What can affect Pilot Point negatively if not taken care of? What should be planned to prevent or avoid to the greatest extent possible?

Analysis Notes:

There is notable overlap between perceived future threats and present day weaknesses, suggesting respondents feel that not addressing the identified weaknesses is a threat to Pilot Point's future. There is an overall acknowledgment and, in some cases dreading, of impending development and population growth on the horizon. Highlights of the importance of Pilot Point's leadership planning for growth, while managing expectations of how much the city can control within allowable regulatory environments, is something that should be top of mind.

The top threat identified by respondents related to **Growth/ Development/ Developers**, similar to other categories in the Survey. Sentiments distrustful of continued growth included feedback pertaining to the loss of rural land, potential quality of development, and fear of lack of control over future growth. The threats ranked second and third correspond closely to future growth: **Roads/ Traffic/ Mobility** and **Infrastructure Capacity/ Condition**. These two factors were the top present day weaknesses, so it is connected that respondents would see potential unmitigated strain on these issues as a threat to Pilot Point's future. Respondents are concerned about insufficient infrastructure to support rapid growth, including outdated roads, drainage, and utility systems. Feedback also highlighted concerns about the ability to handle increased traffic and congestion, particularly on highways 377 and 455. There were calls for significant infrastructure investments to accommodate growth and improve roads, water supply, and drainage systems. Fear of growth was also apparent in the seventh and tenth top threats, with **Anti-Growth/ Modernization** and fears that Pilot Point could lose its **Small Town Feel or Rural Charm** respectively.

Growth continued to be an indirect influence in a number of the top perceived future threats, including **Housing** at number four. Respondents voiced concern about the quality of potential future development and housing options that could be more affordable. Some respondents seek large lot options, while other seek workforce housing or retirement housing.

At number five, respondents were concerned about the City's future ability to maintain high levels of public **Safety** amid growth.

The eighth highest threat identified by respondents was **Economic Development**. This category included sentiment regarding the need for jobs and employees, workforce development, business retention and attraction, and land use diversity.

School-related concerns made the list at number six, but any current and long-term concerns with local schools and school district-related issues are outside of the City's direct control.

The ninth top identified threat is **Lack of Planning**. As this Survey is part of a large planning effort, the City is taking steps to mitigate this threat.

Q18: OPTIONAL: Every city is unique and has its own personality. What do you think the character or soul of Pilot Point is? How would you describe Pilot Point if it were a person?

Responses were combined into the following narrative:

If Pilot Point, Texas, were a person, it would be described as having a complex and evolving personality. This person would embody a quintessentially Texan spirit, marked by a rugged, pioneering nature and a deep connection to tradition and roots. They would be charming and friendly, reminiscent of beloved Western characters like Gus McCrea and Woodrow Call, but with an artistic and slightly eccentric side.

They'd be a mix of old soul wisdom and youthful enthusiasm, embodying the character of a small-town Texan with a historic background. They would be welcoming, warm-hearted, and community-focused, reflecting a town known for its friendly residents, horse and cattle culture, and scenic surroundings, including proximity to Ray Roberts State Park.

However, this person would also be struggling with growing pains, like a teenager on the brink of adulthood. They would be caught between preserving their small-town charm and adapting to rapid growth and new influences. They might feel a bit unsure of their identity and direction, like someone standing at a crossroads, searching for common ground between longtime residents and newcomers.

This person would have a touch of nostalgia, cherishing their historic character and horse-country roots. They would possess untapped potential, aspiring to be a vibrant community hub and tourist destination. Despite facing challenges with change and welcoming newcomers, they would remain resilient and hopeful for a future where tradition and progress coexist harmoniously. Ultimately, Pilot Point would be a friendly, eclectic, and somewhat quirky character, with a unique charm that leaves a lasting impression.

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PILOT POINT, TX

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