



COME PLAY. COME STAY.
POTTSBORO
T E X A S

A Vision for Pottsboro, 2019-2025

Produced by Texoma Council of Governments

A City of Pottsboro Vision Plan 2019-2025

EXECUTIVE SUMMARY

The Pottsboro Vision Plan: A Vision for Pottsboro, 2019 – 2025, facilitated by Texoma Council of Governments (TCOG), was initiated by the City of Pottsboro in order to provide a roadmap for the city to follow in the coming years.

The process of visioning enables the citizens and elected officials of Pottsboro to define the future they want by identifying and incorporating community assets, determining how these assets can help achieve the far-seeing goals, and understanding where adjustments are needed to accomplish those goals. Visioning is an important tool for community and economic development that assists cities in preserving what works while preparing for and addressing future needs.

This plan is not designed to serve as a comprehensive review or plan, but rather an overview that will allow prioritization of strategic initiatives by an implementation team to be appointed by the Pottsboro City Council. At that time the next steps (goals, actions, metrics, responsible parties and more) will be discussed.

Vision Statement

The City of Pottsboro, Texas, will be a place where education and life-long learning are valued, where there is a sense of civic pride, and where healthy, active lifestyles find a home in which the natural resources supporting those lifestyles are valued. In support of this vision, the City will:

- ✓ Encourage a vibrant, sustainable economy, including both retail and light/high-tech industry, and actively pursue opportunities that produce stable, well-paying jobs;
- ✓ Create a sense of place and pride by embracing the rich history of Pottsboro, yet being forward thinking, and planning for the challenges of the coming years, especially in relation to infrastructure;
- ✓ Work together with its citizens to produce even safer neighborhoods where families and neighbors, education, and life-long learning are valued;
- ✓ Value greenspace, parks, and recreational areas and leverage Lake Texoma to promote a leisurely yet active outdoor lifestyle, and incorporate this value in all projects and plans;
- ✓ Plan for and embrace change and growth to provide the optimal quality of life for the people of Pottsboro. Zoning and annexation will be strategic, and in accord with these values and this vision.

Strategic Initiatives

- ✓ Capitalize on being a true “Gateway to Lake Texoma”, incorporate that theme in all city publications, and encourage all elements of the community to incorporate this theme. This will be accomplished through a focused marketing plan.
- ✓ Create gathering places in strategic locations of the city, in lieu of one city center or square.
- ✓ Connect these gathering places for the community through bike lanes and paths, sidewalks and walking paths, and strategic use of greenspace.
- ✓ In concert with the Chamber of Commerce and a revitalized Economic Development Corporation, aggressively pursue light or high-tech environmentally-friendly industries that promote an active, outdoor lifestyle, and provide well-paying jobs.
- ✓ Commit to a comprehensive land-use plan, with a focus on developing the 289 Corridor, and the possibility of a Tollway extension and expansion, along with strategic zoning and annexation.
- ✓ Create an infrastructure committee to address current and projected growth; review challenges/solutions related to growth.
- ✓ Capitalize on the designation of Pottsboro as a “Texas Certified Retirement Community” to attract the active retirees of today and the foreseeable future, along with retail opportunities and services.
- ✓ Make a commitment to environmental concerns in order to maintain the natural
- ✓ resources that are so important to the future of Pottsboro.

A Vision for Pottsville, 2019-2025

INTRODUCTION

Goals Guiding the Project

The City of Pottsville recognizes the current and future growth in both population and commerce in Grayson County. Thus, the primary goal for this plan was to create a roadmap to assist the transformation of the community into a first-class destination for visitors, residents, and clean, low-impact industries and service centers. The implementation of this plan should help produce economic development, and will offer an improved tax base, enhanced quality of life, better connectivity, public recreation, tourism opportunities, and planned, sustainable growth. Developing, understanding, and implementing such a plan will preserve valued elements of the community, while paving the way for progress and new opportunities. Assessing the community, evaluating opportunities, and advancing a plan for future growth, while maintaining and even enhancing a desired lifestyle, was the focus of this effort. The following goals guided the project:

- ✓ Maintain and enhance the “small town quality of life” and value the history and heritage of Pottsville;
- ✓ Encourage sustainable, environmentally sensitive development;
- ✓ Enhance a sense of security through safe communities and excellent schools, and enhance the sense of a strong foundation through family, faith, and integrity;
- ✓ Maintain economic sustainability;
- ✓ Enhance and preserve environmentally sensitive areas and natural resources;
- ✓ Create connections and access to community gathering places and existing assets;
- ✓ Support revitalization efforts;
- ✓ Recognize regional initiatives.

Reaching out to the community’s stakeholders and interested public for input, the City of Pottsville staff members and Steering Committee, in collaboration with the Project Team, formulated this plan. The focus was on building upon the community’s assets and character, while preparing for future growth and development. The following critical vision elements, developed by the Steering Committee, guided this plan:

- ✓ A relaxed, yet active lifestyle
- ✓ A variety of businesses to support that lifestyle
- ✓ Friendly, helpful, welcoming community
- ✓ Small town appeal (uncrowded, uncongested traffic)

- ✓ Forward thinking, committed to planning (especially infrastructure)
- ✓ Top-notch education system

Why Do This?

The impetus for this plan was the realization by the Pottsville City Council and city staff that major change in the next ten years is inevitable for the City of Pottsville. The cities of Frisco, Prosper, Celina, Melissa, and Van Alstyne have experienced major growth, and continue to experience progress and change. Some cities have developed a vision and a plan to shape the change and growth to match that vision, or have let the growth drive the character and nature of the city.

A vision plan has two major components: a vision of what the idealized City of Pottsville should be, and strategic initiatives to begin moving toward that vision. A vision plan is not meant to be a comprehensive plan, a focused zoning plan, or an annexation plan. It is meant to provide a visionary guideline and establish the context, themes, and initiatives for these future plans.

Project Team

The project team for *A Vision for Pottsville, 2019-2025* consisted of the following TCOG staff members, and interns:

James Randy McBroom, PhD, Regional Services Director

Molly Guard, MA, GIS & Planning Program Manager

Nathan Voight, GIS Specialist

THE PLANNING PROCESS

The *A Vision for Pottsboro, 2019-2025* plan was created through the following process:

- ✓ **Initial Meeting** – The TCOG planning team met with city officials, the City Manager, and city staff members. The scope of work, data needs, and the composition of the Steering Committee were discussed and determined. Steering Committee members are: Bill Wastoskie, Bobby Hancock, Dana Nixon, Debbie Plyler, Dianne Connery, Frank Budra, Josh Burton, Kevin Farley, Summer Holbrook, and Wanda Poe.
- ✓ **Data Collection** – TCOG planning team members compiled data from numerous sources, including the US Census Bureau, the Texas State Demographers Office, and other sources of official data, such as the Texas Department of Transportation (TxDOT).
- ✓ **Project Kickoff** – TCOG planning team members presented the entire planning process to members of the Steering Committee, key local leaders, and city staff members. Selected City of Pottsboro Census data were also discussed.
- ✓ **Steering Committee Workshop** – In a meeting facilitated by the TCOG planning team, the Steering Committee determined and evaluated Pottsboro values – those principles that should guide the vision and the actions that follow.
- ✓ **SWOC Session** – The TCOG planning team led an extended conversation and prioritization of Pottsboro’s Strengths, Weaknesses, Opportunities, and Challenges.
- ✓ **Public Forum** – Before and after a Pottsboro City Council meeting (held at the local elementary school auditorium), a modified Charrette exercise was held, as well as an open discussion session on the recommended vision for Pottsboro.
- ✓ **Vision Plan Outline Developed** – Based on information to date, the TCOG planning team developed a basic outline of the overall vision plan.
- ✓ **Plan Preparation** – The TCOG planning team, using all of the information and data, as well as data from external sources, began writing *A Vision for Pottsboro, 2019-2025*.

Following input, edits and corrections from Pottsboro Steering Committee Members and City of Pottsboro staff members, the final version of this plan will be presented to the Pottsboro City Council for adoption.

POTTSBORO HISTORICALLY AND TODAY

Pottsboro – An Historical City¹

The city of Pottsboro was developed as the railroad expanded westward during the 1870’s and 1880’s. By 1876, the city of Denison was a rail center and crossroads. Recognizing the need for rail expansion westward, James A. Potts, an early settler of the area, donated land for a town, and the right-of-way for the Missouri, Kansas and Texas railroad westward from Denison. Incorporated in 1880, by 1885 Pottsboro’s population was 200. Several businesses and churches were started at this time, and by 1891, a post office was established. The population grew to 454 in 1920, and 500 in 1925. At that time, there were twenty-five businesses and two schools serving the citizens of Pottsboro. As with many small towns in Texas, population declined during the Great Depression; 358 by 1936 and 312 by 1945. Post-war expansion of the area, along with the creation of Lake Texoma and Perrin Air Field led to a rapid increase in population during the 1950’s. By 1967, Pottsboro had a population of 750, with thirty businesses. By 1990, the population had risen to 1,777, and by 2000, the population was 1,579. By 2010, the population had risen to 2,160.

Pottsboro Today

The demographic picture of Pottsboro today is given in detail in the Pottsboro Data Book, in Appendix A. Except where noted, data from the US Census Bureau are used in the data book, and the majority of information in this section comes from the US Census American Community Survey (ACS).

Population

Since the 2010 Census (see Table 1 below), the City of Pottsboro has shown slow but steady growth, with that growth accelerating over the past four years.

Table 1: Pottsboro Population, 2010 – 2017

Geography	April 1, 2010		Population Estimate (as of July 1)							
	Census	Estimate Base	2010	2011	2012	2013	2014	2015	2016	2017
Pottsboro Town, Texas	2,160	2,149	2,153	2,155	2,171	2,189	2,206	2,241	2,298	2,351

Source: (US Census, American Community Survey)

The Texas Water Board 2016 Regional Water Plan Population projections show that by 2020, Pottsboro is projected to have a population of 2,896 (see Table 2). This projection seems high,

¹ The primary source for this section is *The Handbook of Texas Online*.

but by 2030, the population is projected to reach 3,745. Looking southward into the growth of cities in northern Collin County and southern Grayson County, this 2010 projection seems low, and the population of Pottsboro is almost certain to reach 10,000 well before 2060.

Table 2: Pottsboro Population Projections

Entity ID	City Name	2020	2030	2040	2050	2060	2070
2231	Pottsboro	2,896	3,745	4,582	6,000	10,000	18,000

Source: (Texas Water Development Board, January 2015)

Age, Race, & Ethnicity

Age. Age distributions have remained consistent from 2010 to 2015. In 2010, the median age was 38.7 years; in 2016 the median age was 36. Table 3, below, compares the 2016 age characteristics of Pottsboro to the entire state of Texas. As shown, while the median age is 36 compared to the state median age of 34.2, over one-quarter of the population of Pottsboro is younger than 15, while over one half of the population (52%) is over 60. Several categories stand out; ages 5-14 years, with 21.7% of the population of Pottsboro (14.8% for the state), ages 15-17 years, with 2.8% of the population (4.3% for the state), and, perhaps most telling, only 5.7% of Pottsboro is aged 18-24, compared to 10.2% for the state. This is critical as people in this age category are those most likely to be involved in college and industry, and comprise an important demographic for both industrial and retail location and sales.

Table 3: Comparison of Age Characteristics, Pottsboro and State of Texas

	Pottsboro	Texas
Median Age (years)	36	34.2
Under 5 years	5.30%	7.30%
5 to 14 years	21.70%	14.80%
18 to 24 years	5.70%	10.20%
16 years and older	72.40%	76.40%
18 years and older	70.20%	73.50%
60 years and older	19.00%	16.50%
62 years and older	15.70%	14.40%
65 years and older	13.60%	11.50%
75 years and older	3.70%	4.70%

Source: (US Census, American Community Survey, p. 5 year estimates)

Race & Ethnicity. The percentage of White residents in Pottsboro remained relatively stable between 2010 (95.2%) and 2016 (94.6%). In 2010, Pottsboro reported no Black residents; by 2016, there was an estimated total of 8 Black residents (0.3%). The percentage of Hispanic residents has increased from 2010 (2.7%) to 2016 (7.2%), but still is much lower than the region, state, and nation. Texas Education Agency 2016 data for Pottsboro Independent School District reflect the

census data; Hispanic children make up 6.5% of the total student population, while African American students make up only .2% of the total. Table 4, below compares the racial/ethnic composition of Pottsboro with the entire state of Texas.

As the overall racial and ethnic composition of the state of Texas, the region, and the nation inevitably changes in the next 15 years with projected growth in the Hispanic population, this lack of racial and ethnic diversity may be detrimental to the future of Pottsboro, and probably will not remain.

Table 4: Comparison of Racial & Ethnic Characteristics, Pottsboro and State of Texas

	Pottsboro	Texas
White alone	94.60%	43.40%
Black or African American alone	0.30%	11.60%
Hispanic or Latino	7.20%	38.60%
Other	1.60%	6.40%

Source: (US Census, American Community Survey, p. 5 year estimates)

Income, Poverty, & Education

The American Community Survey 5-year estimates show the 2016 median family income for Pottsboro as \$66,250, the mean as \$93,460, with a per capita income of \$29,557. All of these measures exceed the state as a whole. The same data show that nearly 11.9% of Pottsboro families have annual incomes less than \$15,000, while 11.3% have incomes exceeding \$150,000. The 2016 overall poverty rate for Pottsboro is 12.0%. While this is lower than the county (15.6%), state, and nation, vulnerable populations still exist in the city. As elsewhere, those more likely to be in poverty and near-poverty are females and children, especially children in female-headed households. The people affected the most by poverty and near-poverty are children. In 2016, the poverty rate for those under 18 was 21.3%, while the rate for children under 5 was 20.5%.

Table 5: Income Characteristics, ACS 2016

	Pottsboro	Texas
Median Family Income	\$66,250	\$64,585
Mean Family Income	\$93,460	\$88,231
Per Capita Income	\$29,577	\$27,828
Income Less Than \$15k	11.9%	8.1%
Income More Than \$150k	11.3%	13.8%

Source: (US Census, American Community Survey, p. 5 year estimates)

Table 6: Education Characteristics, ACS 2016

	Pottsboro	Texas
Less Than 9 th Grade	2.0%	8.9%
9 th to 12 th No Diploma	3.2%	8.8%
High School Grad or Equivalent	21.8%	25.1%
Some College, No Degree	37.6%	22.4%
Associate's Degree	10.5%	6.8%
Bachelor's Degree	17.2%	18.5%
Graduate or Professional Degree	7.7%	9.6%

Source: (US Census, American Community Survey, p. 5 year estimates)

Commuting

US Census Bureau data show that a significant number of Pottsboro workers leave the city to work (76.7%), while 23.3% of the 1,109 workers in Pottsboro work in Pottsboro. The mean travel time, however, is a relatively low 20.7 minutes. This indicates that many of those who work outside of Pottsboro work within a relatively short driving distance.

STRENGTHS, WEAKNESSES, OPPORTUNITIES, CHALLENGES ANALYSIS

An in-depth Strengths, Weaknesses, Opportunities, Challenges (SWOC) analysis was completed by the Steering Committee, and then Pottsville residents engaged in a modified Charrette exercise before and after one Pottsville City Council meeting held in the local elementary school auditorium. Posters indicating the strengths, weaknesses, opportunities, and challenges, as well as vision elements (as developed by the Steering Committee) were set up in the Pottsville Elementary School foyer before the 2/13/2017 Pottsville City Council meeting. Attendees were asked to prioritize the top five issues in each category, as determined by the Steering Committee. They also could add, and rank, other issues in each category on color-coded cards. Following the City Council meeting a large number of attendees remained for the second session, and were used as a focus group to provide information on not only the SWOC areas, but on the city as a whole and the planning process. This discussion added deeper qualitative data for the overall SWOC analysis, and the entire vision plan. The issues and comments below result from all components of the SWOC analysis. Each category has five prioritized topics.

Strengths

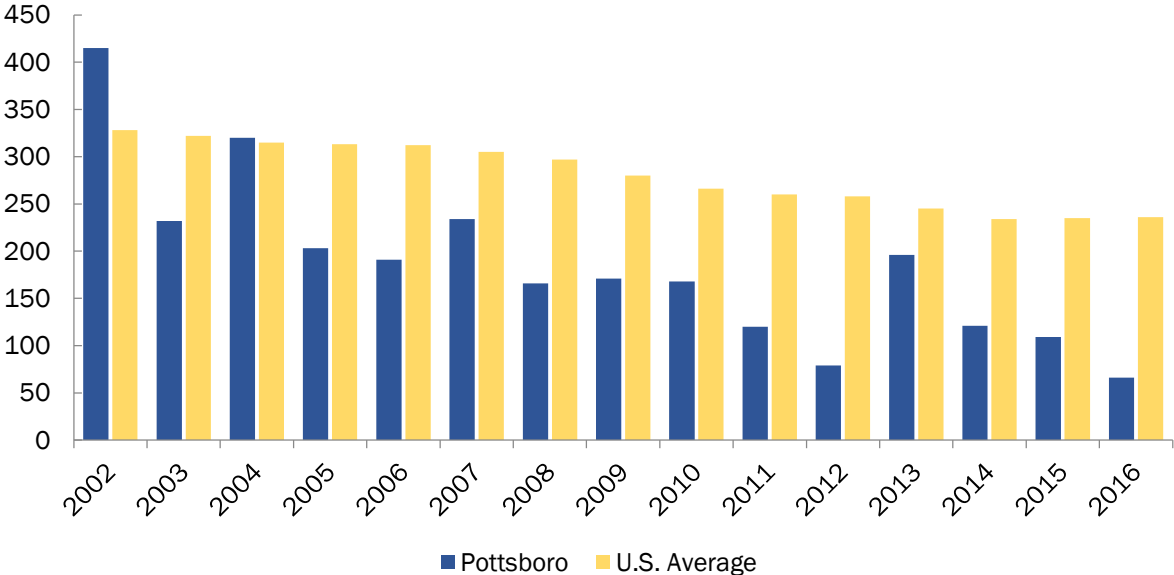
The top five perceived strengths, in order of prioritization, are:

1. **Access to Education – Good Schools, Grayson College.** This strength emerged both in the Steering Committee and public forum SWOC sessions. An overall theme is that Pottsville has “great schools that could be made even better.” In fact, during the public session the Pottsville ISD Superintendent made that statement following a very involved discussion of this topic. Numerous attendees stated the reason they chose to live in Pottsville was due to the excellent school system, and that several had moved to Pottsville to take advantage of the school system, or knew of families that moved for that reason. What is important is that “access” to education was a major component of this strength. Another important component of this strength is the proximity of Grayson College, especially access to the technological skills programs. These educational offerings complement both a vision component and opportunity to attract clean, high-tech industries that provide jobs, as well as fit with the natural resources (air, water, land, greenspace) that are seen as a strength (below), and as a component of the Pottsville Vision. *The research team concurs that this is a current strength, and that the continuation of excellence and enhancement of schools, and the access to Grayson College should be a major consideration in the development of this city’s forward-looking Vision.*
2. **Location – Close to Lake Texoma, Access to Shopping, Hospitals.** Again, there was near-consensus on location as a strength. Proximity to Lake Texoma and its

attendant parks and amenities is a major economic driver. The concept of Pottsboro as the “Gateway to Lake Texoma” was seen as an under-developed asset, and it was noted that renewed marketing needs to take place in order to capitalize on this strength. Respondents also observed that Pottsboro is in a “Goldilocks” position in regards to the northern reaches of the DFW Metroplex, with its world-class medical, shopping, and entertainment opportunities: not too close, but not too far. The proximity of Denison and Sherman was seen as both positive and negative. These cities possess amenities that address all of the everyday needs, but they are so close people can choose to shop there rather than Pottsboro. *The research team recommends a re-energized marketing program centered on the location of Pottsboro, beginning as soon as possible. The team also recommends that this marketing program first define Pottsboro as “The Gateway to Texoma,” and then market to potential residents and businesses in selected segments of the greater Dallas/Fort Worth region.*

- 3. **Quality of Life – Low Crime Rate, Small Town “Feel.”** Steering Committee members as well as the public forum participants agreed that the quality of life in Pottsboro is a major strength. Elements of this quality of life were denoted as a low crime rate (see below), and the small town “feel” that currently exists.

Figure 1: City-data.com crime index



As organized, planned growth occurs, the maintenance of this strength is seen as the number one challenge to the City of Pottsboro. The Pottsboro Vision, as well as strategic initiatives noted later in this study, will address this conundrum.

4. **Natural Resources – Air, Water, Land, Greenspace.** This “strength” is a critical component of the overall Pottsboro Vision. Clean air is a precious commodity in the greater north-central Texas region. Grayson County is designated as “in attainment” in regards to air quality. The counties to the south of Pottsboro are not in attainment; restrictions such as vehicle inspections, speed limits and industrial output are more regulated in Collin County, and other counties of the DFW Metroplex. Perhaps even more precious for the state of Texas is clean water; Pottsboro is fortunate in this resource, having abundant access to enough clean water for both light industry and human consumption for the foreseeable future. Available land and ample greenspace (trees) are also seen as natural resource strengths. As important as this strength is, it may also be the most precarious, potentially affected by decisions and factors outside the control of Pottsboro and its residents. *The research team recommends the City of Pottsboro incorporate environmental concerns in all future planning and activities of the city, and encourage other components of the city (schools, churches, civic organizations) to also give priority to environmental concerns, as vital to the future of Pottsboro.*
5. **A Strong and Diverse Faith Community.** The city is fortunate to have a strong faith presence. This was reflected by the presence of two local pastors on the Steering Committee. There is a wide array of churches in and near Pottsboro, and these churches have an impact on maintaining the safe, welcoming town Pottsboro is and desires to be. These faith communities can be powerful partners in implementing this Vision Plan.

Weaknesses

The top five perceived weaknesses, in order of prioritization, are:

1. **City Appearance – No “Centrality,” Lack of “Downtown,” Not Walkable, No “Pride of Place.”** This perceived weakness came out in the Steering Committee meetings and was mirrored in the public meetings. Originally a “railroad town,” development in Pottsboro is somewhat strung out from East to West. In fact, historical development seems to have occurred in that direction, and continues today. As Pottsboro was not a county seat with a county courthouse square, nor a city that developed around a plaza or a trading zone,, Pottsboro lacks the central common area of those towns. This “lack of a downtown,” however, is not unique to Pottsboro; in fact, many towns in Texas are now addressing the revitalization of county courthouse squares and downtowns. One importance of a square, or downtown, is as the historical “gathering” place for the residents of cities. This lack of a central gathering place is addressed in the Pottsboro Vision, as is the stated weakness that Pottsboro is not “walkable.” These weaknesses are seen as contributing to a lack of “pride or place,” and are addressed in this vision, and in the strategic initiatives.
2. **Lack of Industry/Businesses, Lack of Employment Opportunities (bedroom community).** This weakness is supported by the commuting data and age data shown previously. The fact is that there are very few opportunities for employment outside of retail and service sectors. These sectors are often low-paying, and those employed in these industries have difficulty earning a living wage for a family. It was pointed out that Pottsboro tends to be a “bedroom” community, with a majority of the working population (76.7%) employed outside Pottsboro. Other cities have built upon being a bedroom community as an opportunity, but the Steering Committee and public forum participants choose to address this weakness by incorporating in this vision certain strategic initiatives that will induce environmentally sensitive light industry, high-tech industry and higher-paying service centers to choose Pottsboro as their homes.
3. **High Speed Internet Access – Does Not Have Widespread Broadband.** This “collective attitude” was discussed at both the stakeholder meetings and the public forum. From the public forum, it became apparent that the issue is not that of availability of high-speed broadband, but access to service. Several in the forum stated that they have excellent high-speed internet service, while those living a block away do not have access to this service. Participants with apparent knowledge in the field stated that there is high-speed residential broadband service in Pottsboro, but that this service is spotty, prone to outages, and is not adequate for

the industries/businesses Pottsboro hopes to attract. *This issue must be addressed as the city seeks the desired industries and businesses.*

4. **Resistance to Change, Growth, Opportunities for Commerce.** This weakness again was addressed in the steering committee and the public forum. This weakness is not unique to Pottsboro, but can probably be said of most of the small towns in Texas that are near major population centers. This concern is understandable as many of the residents of Pottsboro have grown up in the city without seeing major change, while many of the newer residents were attracted to the city by these characteristics. However, the real issue here is brought about by the strength of the proximity to the DFW Metroplex. Northward expansion of the Dallas suburbs has contributed to the city of McKinney and Collin County being some of the fastest growing in the state. Northward expansion has continued as available land is utilized for housing developments and business expansion. The cities of Melissa, Van Alstyne, and Howe are now experiencing this rapid growth, and again available land is growing scarcer. With Pottsboro as one of the northernmost cities in Grayson, this expansion may not be as rapid, as soon, and as dramatic as other towns in Grayson County, but the growth and change will inevitably come. This resistance to change is understandable, but it cannot stand for long before the “concrete tsunami” coming from the DFW Metroplex; Pottsboro is prime territory for expansion due to the strengths of the city as outlined above.
5. **Lack of Major Funding – Low Tax Base.** As currently a bedroom community, Pottsboro has an understandably low tax base. The lack of industry and business exacerbates this issue. One way to address this weakness is to raise tax rates; this however is very likely politically unfeasible. This only other way to increase city revenues is to attract the light/high-tech industry and service businesses as discussed above, and later in this report.

Opportunities

The top five perceived opportunities, in order of prioritization, are:

1. **Land Use Planning and Zoning – Develop “289 Corridor.”** The steering committee, along with the form participants, stated that the top opportunity lies in strategic land use planning and zoning to aid in development of the Highway 289 corridor. Some development has already occurred, with apartment buildings and a strong regional grocery. However, strategic land use planning and zoning can both manage and encourage further development of that area. In fact, as in many small cities in Texas, the zoning of Pottsboro is a patchwork of zones, some with reasons that either do not currently exist, or for which there is no apparent reason. *The Research Team recommends that Pottsboro give priority to the Strategic Initiative addressing this opportunity as “low-hanging” fruit.*
2. **Capitalize on Designation as “Texas Certified Retirement Community.”** A great deal of effort was invested in obtaining the designation of Pottsboro as a “Texas Certified Retirement Community.” The age demographics (discussed earlier in this report) indicate that the designation may attracting people of retirement age (this is difficult to support directly). Steering Committee members and forum participants stated that this designation should be capitalized upon in concert with marketing Pottsboro as a place noted for active, outdoor lifestyles, with attendant retail and service sectors. In this way, there is no dichotomy between strategic initiatives attracting those with active, outdoor lifestyles, and retirees.
3. **Plan for the Tollway Extension, Expansion.** Highway 289, or the Dallas North Tollway has been expanding northward for the past twenty years, and plans are in place for an expansion to the Texas border on the Red River. Several specific routes have been discussed, but many believe the most likely route will have an impact on Pottsboro. This express route to Dallas becomes another location positive for Pottsboro, and could enhance vacationers, tourists, and those seeking the active, outdoor lifestyle discussed throughout this Vision Plan. However, there are challenges associated with this extension/expansion of the tollway. The enhanced travel to and from the DFW Metroplex could lead to issues associated with more people on city streets and roads, and strains on the existing infrastructure; thus planning for this extension/expansion is critical.
4. **Expand the Tax Base – Establish Business Incentives, Planned, “Orderly” Growth.** This opportunity has received some discussion earlier in this report. Steering Committee members and forum participants stated that the preferred way to expand the tax base is through attracting environmentally friendly light or high-tech industries or service centers. One way to attract these business partners, which

would increase the tax base, is by offering business incentives. Other small towns in the region offer incentives in the forms of tax abatements, or reduced or free access to city services, as well as other incentives. Often these are supported by Economic Development Corporations.

During Steering Committee discussions, it was stated that Potttsboro has an Economic Development Corporation, but it is underutilized. One way to offer some of these incentives is to leverage the possibilities of an active, aggressive Economic Development Corporations. Potttsboro is also surrounded by large tracts of developable land parcels as possibilities for future annexation. Annexation has many positive impacts for municipalities but the annexation process must be carefully considered and executed, especially in cases of involuntary annexation.

Annexation's greatest benefit is to provide areas for future growth to where the city can expand its services and offer incentives. The process of annexation also can be used as a tool to secure the tax base, further increasing revenue sources. Strategic annexation will allow Potttsboro to use the additional revenue on existing and future planned services. Annexing property allows the city to assert specific zoning and other control on lands previously outside of the cities jurisdiction. This can be specifically valuable when annexing land for industrial parks or related activities. Annexation is a common practice with many benefits but must be carefully considered in concert with the landowners, and in consultation with planning and legal.

5. **Attract Commerce – Commercial Light Industry, Service Centers.** This opportunity has been discussed previously in several areas. Due to the emphasis on the environmental resources, and attracting those with active, outdoor lifestyles, neither the Steering Committee nor forum participants believed Potttsboro is a candidate for heavy industry, no matter how scaled, or business or industry that has a detrimental effect on the natural resources. All agreed that the industry sectors supportive of the other elements of this Vision are environmentally friendly “light” industry and high-tech industry, or customer service centers. Sherman and Denison are already attracting these sectors, and the larger factories in those cities will have subsidiary industrial needs, which makes Potttsboro a prime candidate for these.

Challenges

The top five perceived challenges, in order of prioritization, are:

1. **Maintain Small Town “Quality of Life” as Growth Occurs.** This challenge is not unique to Potttsboro, and is one of the most difficult to address. Perhaps the most critical element in maintaining the desired quality of life is to acknowledge the challenge in a plan such as this. This challenge is also acknowledged as a component of both the Potttsboro Vision Values and the proposed Potttsboro Vision Statement in this plan. The strategic creation of “gathering” centers in Potttsboro, places where people come together as a community, will also address this challenge.
2. **Current and Future Zoning – in Both Developed and Undeveloped Areas.** As with many small towns in Texas, zoning has been done on an ad hoc basis, often with no long-term plan. Potttsboro can address this challenge with a comprehensive land use and zoning plan. This plan needs to take into consideration the elements of this Vision Plan. Incorporating overlay zones is a process many small cities are using, and Potttsboro should look at these and other innovative zoning types in the land use and zoning plan.
3. **Infrastructure Needs for Growth – Implementation of Expanded Infrastructure.** Adequate infrastructure is required to not only meet current demands but also future demands. When infrastructure is exhausted, it impacts current operations and can delay or even terminate future growth and expansion projects in the city. This, coupled with the perceived weakness of an aging infrastructure, raises the importance of revisiting the infrastructure plan, guided by the elements of this Vision Plan. The infrastructure plan should address future residential and retail needs, as well as planned light/high-tech industry and other businesses. This plan should be coupled with the land use and zoning plan mentioned above, as well any future annexation possibilities. This plan should also address the possibility of future housing developments in and near Potttsboro.
4. **Expanding the Tax Base - How to Do It and How to Do It Right.** This challenge has been addressed several times in this plan. The Steering Committee as well as forum participants prefer to expand the tax base by making an aggressive effort to attract environmentally friendly light or high-tech industry and businesses such as consumer call centers. This plan will guide such efforts, and incorporates the vision, values and strategic initiative to “do it, and do it right.”
5. **Employment – Limited Job Opportunities in Potttsboro.** Again, this challenge is addressed several times in this Vision Plan, as indicated above, as an opportunity, and through the vision, values and strategic initiatives.

VISIONING POTTSBORO

Proposed Pottsboro Values and Vision

Multiple “values and vision” sessions with the Steering Committee, as well as input on values at the public forum led to a consensus on the following values the people of Pottsboro hold as paramount.

Sense of “Place”

- ✓ The Ability to Create “My Space”
- ✓ History/Heritage
- ✓ Proud Pottsboro “Community”

Sense of Community

- ✓ Cooperation
- ✓ Volunteerism
- ✓ Friendliness
- ✓ Opportunities for Engagement

Sense of the Outdoors

- ✓ Outdoor Leisure Lifestyles
- ✓ Water & Natural Resources (Lake Texoma, Hagerman)

Sense of Security

- ✓ Safe Community
- ✓ Excellent Schools

Sense of a Foundation

- ✓ Family
- ✓ Faith
- ✓ Integrity

These values can provide a useful guide to projects in the 2019 to 2025 timespan. The growth and change expected during this period should reflect as well as strengthen these values.

Based upon information obtained in the SWOC exercises and SWOC analysis, the values just cited, and further discussions with the Steering Committee and other stakeholders, the following proposed **Vision Statement** emerged.

POTTSBORO VISION STATEMENT

The City of Pottsboro, Texas, will be a place where education and life-long learning are valued, where there is a sense of civic pride, and where healthy, active lifestyles find a home in which the natural resources supporting those lifestyles are valued. In support of this vision, The City will:

- ✓ Encourage a vibrant, sustainable economy, including both retail and light/high-tech industry, and actively pursue opportunities that produce stable, well-paying jobs;
- ✓ Create a sense of “place” and pride by embracing the rich history of Pottsboro, yet being forward thinking, and plan for the challenges of the coming years, especially in relation to infrastructure;
- ✓ Work together with its citizens to produce even safer neighborhoods where families and neighbors, education, and life-long learning are valued;
- ✓ Value greenspace, parks, and recreational areas and leverage Lake Texoma to promote a leisurely yet active, outdoor lifestyle, and incorporate this value in all projects and plans;
- ✓ Plan for and embrace change and growth to provide the optimal quality of life for the people of Pottsboro. Zoning and annexation will be strategic, and in accord with these values and this vision.

The Vision Plan

The following Vision Priorities are derived from the Steering Committee discussions and priorities, public forum results, the goals of this project, the results of the SWOC analysis, the data shown above and in the Data Book, and the values and vision developed above. In fact, these priorities and strategic initiatives are built upon the values Pottsboro residents express and want to remain through any change that comes.

Priorities and Strategic Initiatives

All of these plan priorities, shown as strategic initiatives, are driven by the SWOC analysis and the Pottsboro Values and Vision:

- ✓ Capitalize on being a true “Gateway to Lake Texoma” and incorporate that theme in all city publications, and encourage all elements of the community to incorporate this theme. This will be accomplished through a focused marketing plan.
- ✓ Create “gathering places” in strategic locations of the city, in lieu of one city center or square.
- ✓ Connect these “gathering places” for the community through bike lanes and paths, sidewalks and walking paths, and strategic use of “greenspace.”

- ✓ In concert with the Chamber of Commerce and a revitalized Economic Development Corporation, aggressively pursue light or “high-tech” environmentally-friendly industries that promote an active, outdoor lifestyle, and provide well-paying jobs.
- ✓ Commit to a comprehensive land-use plan, with a focus on developing the “289 Corridor,” and the possibility of a Tollway extension and expansion, along with strategic zoning and annexation.
- ✓ Create an infrastructure committee to address current and projected growth; review challenges/solutions related to growth.
- ✓ Capitalize on the designation of Pottsville as a “Texas Certified Retirement Community” to attract the active retirees of today and the foreseeable future, along with retail opportunities and services.
- ✓ Make a commitment to environmental concerns in order to maintain the natural resources that are so important to the future of Pottsville.

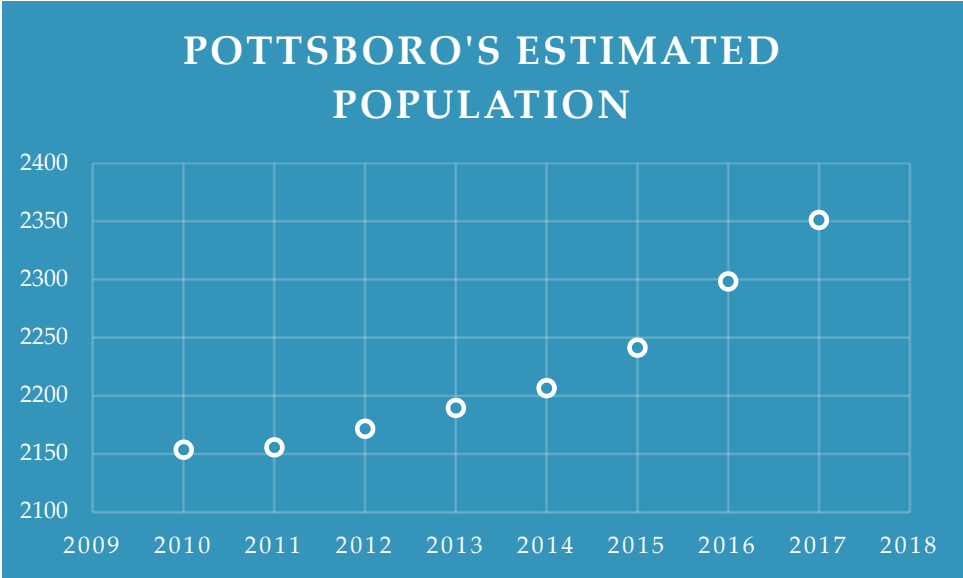
CONCLUSION

This vision plan will be useful only if used as a constant reminder to the City of Pottsville, City staff, elected officials, and others in position to effect policy and change, of how the future of Pottsville needs to be shaped. Ideally, this plan will be a starting place for other, more focused plans.

The City of Pottsville already has major strengths, ample achievable opportunities, and clearly stated values. This vision plan can serve as a roadmap for future decisions, and will help the city and its residents deal with the challenges that will be presented.

The goals of this project, as stated at the beginning, are to: maintain and enhance the “small town quality of life” and value the history and heritage of Pottsville; encourage sustainable, environmentally sensitive development; enhance the sense of security through safe communities and excellent schools; enhance the sense of a strong foundation through family, faith, and integrity; maintain economic sustainability; enhance and preserve environmentally-sensitive areas and natural resources; create connections and access to community gathering places and existing greenspace assets; support revitalization efforts; and recognize the regional initiatives. Hopefully this plan will help Pottsville achieve these goals.

Appendix A: Pottsboro Data Book



	April 1, 2010		Population Estimate (as of July 1)							
	Census	Estimate Base	2010	2011	2012	2013	2014	2015	2016	2017
Pottsboro Town, Texas	2,160	2,149	2,153	2,155	2,171	2,189	2,206	2,241	2,298	2,351

Source: American FactFinder, US Census Bureau

Pottsboro Race and Ethnicity

Subject	Pottsboro, Texas	
	Estimate	Percent
RACE		
Total Population	2,404	
One race	2,344	97.5%
Two or more races	60	2.5%
One race	2,344	97.5%
White	2,273	94.6%
Black or African American	8	0.3%
American Indian and Alaska Native	56	2.3%
Asian	0	0.0%
Native Hawaiian and Other Pacific Islander	0	0.0%
Two or more races	60	2.5%
White and Black or African American	3	0.1%
White and American Indian and Alaska Native	4	0.2%
White and Asian	53	2.2%
Race alone or in combination with one or more other races		
Total Population	2,404	
White	2,333	97.0%
Black or African American	11	0.5%
American Indian or Alaska Native	60	2.5%
Asian	53	2.2%
Some other race	7	0.3%
HISPANIC OR LATINO AND RACE		
Total Population	2,404	
Hispanic or Latino (of any race)	174	7.2%
Other Hispanic or Latino	45	1.9%
Not Hispanic or Latino	2,230	92.8%
White alone	2,106	87.6%
Black or African American alone	8	0.3%
American Indian and Alaska Native alone	56	2.3%
Two or more races	60	2.5%
Two races excluding Some other race, and Three or more races	60	2.5%
Total housing units	873	
CITIZEN, VOTING AGE POPULATION		
Citizen, 18 and over population	1,663	
Male	828	49.8%
Female	835	50.2%

Source: (US Census, American Community Survey), 5-Year Estimates

Occupation by Sex for the Civilian Employed Population 16 Years and Over

Subject	Pottsboro, Texas				
	Total Estimate	Male Estimate	Male % Estimate	Female Estimate	Female % Estimate
Civilian employed population 16 years and over	1,109	568	51.2%	541	48.8%
Management, business, science, and arts occupations	402	190	47.3%	212	52.7%
Management, business, and financial occupations	149	75	50.3%	74	49.7%
Management occupations	103	63	61.2%	40	38.8%
Business and financial operations occupations	46	12	26.1%	34	73.9%
Computer, engineering, and science occupations	30	17	56.7%	13	43.3%
Computer and mathematical occupations	21	14	66.7%	7	32.3%
Architecture and engineering occupations	6	0	0.0%	6	100.0%
Life, physical, and social science occupations	3	3	100.0%	0	0.0%
Education, legal, community service, arts, and media occupations	129	36	27.9%	93	72.1%
Community and social services occupations	24	11	45.8%	13	54.2%
Legal occupations	0	0	-	0	-
Education, training, and library occupations	98	18	18.4%	80	81.6%
Arts, design, entertainment, sports, and media occupations	7	7	100.0%	0	0.0%
Healthcare practitioner and technical occupations	94	62	66.0%	32	34.0%
Health diagnosing and treating practitioners and other technical occupations	59	39	66.1%	20	33.9%
Health technologists and technicians	35	23	65.7%	12	34.3%
Service occupations	194	55	28.4%	139	71.6%
Healthcare support occupations	9	0	0.0%	9	100.0%
Protective service occupations	29	23	79.3%	6	20.7%
Fire fighting and prevention, and other protective service workers including supervisors	6	6	100.0%	0	0.0%
Law enforcement workers including supervisors	23	17	73.9%	6	26.1%
Food preparation and serving related occupations	88	21	23.9%	67	76.1%
Building and grounds cleaning and maintenance occupations	20	11	55.0%	9	45.0%
Personal care and service occupations	48	0	0.0%	48	100.0%
Sales and office occupations	317	143	45.1%	174	54.9%
Sales and related occupations	166	121	72.9%	45	27.1%
Office and administrative support occupations	151	22	14.6%	129	85.4%
Natural resources, construction, and maintenance occupations	36	36	100.0%	0	0.0%
Farming, fishing, and forestry occupations	0	0	-	0	-
Construction and extraction occupations	13	13	100.0%	0	0.0%
Installation, maintenance, and repair occupations	23	23	100.0%	0	0.0%
Production, transportation, and material moving occupations	160	144	90.0%	16	10.0%
Production occupations	86	76	88.4%	10	11.6%
Transportation occupations	50	44	88.0%	16	12.0%
Material moving occupations	24	24	100.0%	0	0.0%

Source: 2012-2016 (US Census, American Community Survey), 5-Year Estimates

Industry by Sex for the Civilian Employed Populations 16 Years and Over

Subject	Pottsboro, Texas				
	Total Estimate	Male Estimate	Male % Estimate	Female Estimate	Female % Estimate
Civilian employed population 16 years and over	1,109	568	51.2%	541	48.8%
Agriculture, forestry, fishing and hunting, and mining	9	9	100.0%	0	0.0%
Agriculture, forestry, fishing and hunting	3	3	100.0%	0	0.0%
Mining, quarrying, and oil and gas extraction	6	6	100.0%	0	0.0%
Construction	49	43	87.8%	6	12.2%
Manufacturing	150	99	66.0%	51	34.0%
Wholesale trade	60	54	90.0%	6	10.0%
Retail trade	180	110	61.1%	70	38.9%
Transportation and warehousing, and utilities	43	37	86.0%	6	14.0%
Transportation and warehousing	38	32	84.2%	6	15.8%
Utilities	5	5	100.0%	0	0.0%
Information	10	5	50.0%	5	50.0%
Finance and insurance, and real estate and rental and leasing	79	28	35.4%	51	64.6%
Finance and insurance	73	22	30.1%	51	69.9%
Real estate and rental and leasing	6	6	100.0%	0	0.0%
Professional, scientific, and management, and administrative and waste management	76	18	23.7%	58	76.3%
Professional, scientific, and technical services	45	13	28.9%	32	71.1%
Management of companies and enterprises	0	0	-	0	-
Administrative and support and waste management services	31	5	16.1%	26	83.9%
Educational services, and health care and social assistance	287	87	30.3%	200	69.7%
Educational services	132	32	24.2%	100	75.8%
Health care and social assistance	155	55	35.5%	100	64.5%
Arts, entertainment, and recreation, and accommodation and food services	80	39	48.8%	41	51.3%
Arts, entertainment, and recreation	4	4	100.0%	0	0.0%
Accommodation and food services	76	35	46.1%	41	53.9%
Other services, except public administration	42	16	38.1%	26	61.9%
Public administration	44	23	52.3%	21	47.7%

Source: 2012-2016 (US Census, American Community Survey), 5-Year Estimates

Educational Attainment

Subject	Pottsboro, Texas					
	Total Estimate	Percent Estimate	Male Estimate	Male % Estimate	Female Estimate	Female % Estimate
Population 18 to 24	138		77		61	
Less than high school graduate	27	19.6%	12	15.6%	15	24.6%
High school graduate (includes equivalency)	41	29.7%	27	35.1%	14	23.0%
Some college or associate's degree	70	50.7%	38	49.4%	32	52.5%
Bachelor's degree or higher	0	0.0%	0	0.0%	0	0.0%
Population 25 years and over	1,549		751		798	
Less than 9th grade	31	2.0%	12	1.6%	19	2.4%
9th to 12th grade, no diploma	50	3.2%	11	1.5%	39	4.9%
High school graduate (includes equivalency)	338	21.8%	165	22.0%	173	21.7%
Some college, no degree	583	37.6%	300	39.9%	283	35.5%
Associate's degree	162	10.5%	56	7.5%	106	13.3%
Bachelor's degree	266	17.2%	133	17.7%	133	16.7%
Graduate or professional degree	119	7.7%	74	9.9%	45	5.6%
Percent high school graduate or higher		94.8%		96.9%		92.7%
Percent bachelor's degree or higher		24.9%		27.6%		22.3%
Population 25 to 34 years	296		125		171	
High school graduate or higher	285	96.3%	125	100.0%	160	93.6%
Bachelor's degree or higher	54	18.2%	25	20.0%	29	17.0%
Population 35 to 44 years	375		183		192	
High school graduate or higher	369	98.4%	177	96.7%	192	100.0%
Bachelor's degree or higher	63	16.8%	25	13.7%	38	19.8%
Population 45 to 64 years	550		280		270	
High school graduate or higher	518	94.2%	263	93.9%	255	94.4%
Bachelor's degree or higher	168	30.5%	94	33.6%	74	27.4%
Population 65 years and over	328		163		165	
High school graduate or higher	296	90.2%	163	100.0%	133	80.6%
Bachelor's degree or higher	100	30.5%	63	38.7%	37	22.4%
RACE AND HISPANIC OR LATINO ORIGIN BY EDUCATIONAL ATTAINMENT						
White alone	1,485		709		776	
High school graduate or higher	1,411	95.0%	693	97.7%	718	92.5%
Bachelor's degree or higher	378	25.5%	200	28.2%	178	22.9%
White alone, not Hispanic or Latino	1,442		691		751	
High school graduate or higher	1,380	95.7%	675	97.7%	705	93.9%
Bachelor's degree or higher	378	26.2%	200	28.9%	178	23.7%

Black alone	8		0		8	
High school graduate or higher	8	100.0%	0	-	8	100.0%
Bachelor's degree or higher	0	0.0%	0	-	0	0.0%
American Indian or Alaska Native alone	33		23		10	
High school graduate or higher	33	100.0%	23	100.0%	10	100.0%
Bachelor's degree or higher	7	21.2%	7	30.4%	0	0.0%
Asian alone	0		0		0	
High school graduate or higher	0	-	0	-	0	-
Bachelor's degree or higher	0	-	0	-	0	-
Native Hawaiian and Other Pacific Islander alone	0		0		0	
High school graduate or higher	0	-	0	-	0	-
Bachelor's degree or higher	0	-	0	-	0	-
Some other race alone	7		7		0	
High school graduate or higher	0	0.0%	0	0.0%	0	-
Bachelor's degree or higher	0	0.0%	0	0.0%	0	-
Two or more races	16		12		4	
High school graduate or higher	16	100.0%	12	100.0%	4	100.0%
Bachelor's degree or higher	0	0.0%	0	0.0%	0	0.0%
Hispanic or Latino Origin	50		25		25	
High school graduate or higher	31	62.0%	18	72.0%	13	52.0%
Bachelor's degree or higher	0	0.0%	0	0.0%	0	0.0%
POVERTY RATE FOR THE POPULATION 25 YEARS AND OVER FOR WHOM POVERTY STATUS IS DETERMINED BY EDUCATIONAL ATTAINMENT LEVEL						
Less than high school graduate		8.6%		0.0%		12.1%
High school graduate (includes equivalency)		3.8%		1.2%		6.4%
Some college or associate's degree		11.1%		7.6%		14.4%
Bachelor's degree or higher		8.6%		13.5%		2.8%
MEDIAN EARNINGS IN THE PAST 12 MONTHS (IN 2016 INFLATION-ADJUSTED DOLLARS)						
Population 25 years and over with earnings	29,479		41,033		24,808	
Less than high school graduate	21,765		-		-	
High school graduate (includes equivalency)	23,958		-		21,477	
Some college or associate's degree	30,648		37,609		26,012	
Bachelor's degree	44,205		59,286		25,391	
Graduate or professional degree	51,776		51,974		-	

Source: 2012-2016 (US Census, American Community Survey), 5-Year Estimates

School Enrollment

Subject	Pottsboro, Texas (estimates)					
	Total	Percent	Public School	% Public School	Private School	% Private School
Population 3 years and over enrolled in school	769			94.3%		5.7%
Nursery school, preschool	37	4.8%	14	37.8%	23	62.2%
Kindergarten to 12 th grade	581	75.6%	574	98.8%	7	1.2%
Kindergarten	55	7.2%	55	100.0%	0	0.0%
Elementary: grade 1 to grade 4	212	27.6%	207	97.6%	5	2.4%
Elementary: grade 5 to grade 8	239	31.1%	239	100.0%	0	0.0%
High school: grade 9 to grade 12	75	9.8%	73	97.3%	2	2.7%
College, undergraduate	134	17.4%	120	89.6%	14	10.4%
Graduate, professional school	17	2.2%	17	100.0%	0	0.0%
Population enrolled in college or graduate school	151	19.6%	137	90.7%	14	9.3%
Males enrolled in college or graduate school	86	19.7%	72	83.7%	14	16.3%
Females enrolled in college or graduate school	65	19.5%	65	100.0%	0	0.0%
Population 3 to 4 years	63					
3 to 4 years old enrolled in school	37	58.7%	14	37.8%	23	62.2%
Populations 5 to 9 years	235					
5 to 9 year olds enrolled in school	213	90.6%	213	100.0%	0	0.0%
Population 10 to 14 years	287					
10 to 14 year olds enrolled in school	287	100.0%	282	98.3%	5	1.7%
Population 15 to 17 years	68					
15 to 16 year olds enrolled in school	64	94.1%	62	96.9%	2	3.1%
Population 18 to 19 years	30					
18 to 19 year olds enrolled in school	30	100.0%	30	100.0%	0	0.0%
Population 20 to 24 years	108					
20 to 24 year olds enrolled in school	29	26.9%	15	51.7%	14	48.3%
Population 25 to 34 years	296					
25 to 34 year olds enrolled in school	46	15.5%	46	100.0%	0	0.0%
Population 35 and over	1,253					
35 years and over enrolled in school	63	5.0%	63	100.0%	0	0.0%
Population 18 to 24 years	138					
Enrolled in college or graduate school	42	30.4%	28	66.7%	14	33.3%
Males 18 to 24 years	77					
Enrolled in college or graduate school	24	31.2%	10	41.7%	14	58.3%
Females 18 to 24 years	61					
Enrolled in college or graduate school	18	29.5%	18	100.0%	0	0.0%

Source: 2012-2016 (US Census, American Community Survey), 5-Year Estimates

Selected Housing Characteristics

Subject	Pottsboro, Texas	
	Estimate	Percent
Housing Occupancy		
Total housing units	873	
Occupied housing units	835	95.6%
Vacant housing units	38	4.4%
Homeowner vacancy rate		
Rental vacancy rate	0.0	
UNITS IN STRUCTURE		
Total housing units	873	
1-unit, detached	690	79.0%
1-unit, attached	15	1.7%
2 units	50	5.7%
3 or 4 units	14	1.6%
5 to 9 units	0	0.0%
10 to 19 units	17	1.9%
20 or more units	57	6.5%
Mobile home	30	3.4%
Boat, RV, van, etc.	0	0.0%
YEAR STRUCTURE BUILT		
Total housing units	873	
Built 2014 or later	0	0.0%
Built 2010 to 2013	0	0.0%
Built 2000 to 2009	209	23.9%
Built 1990 to 1999	209	23.9%
Built 1980 to 1989	145	16.6%
Built 1970 to 1979	146	16.7%
Built 1960 to 1969	81	9.3%
Built 1950 to 1959	66	7.6%
Built 1940 to 1949	11	1.3%
Built 1939 or earlier	6	0.7%
ROOMS		
Total housing units	873	
1 room	0	0.0%
2 rooms	40	4.6%
3 rooms	20	2.3%
4 rooms	94	10.8%
5 rooms	257	29.4%
6 rooms	195	22.3%
7 rooms	138	15.8%
8 rooms	27	3.1%
9 rooms or more	102	11.7%
Median rooms	5.6	
BEDROOMS		

Total housing units	873	
No bedroom	0	0.0%
1 bedroom	62	7.1%
2 bedrooms	121	13.9%
3 bedrooms	540	61.9%
4 bedrooms	127	14.5%
5 or more bedrooms	23	2.6%
HOUSING TENURE		
Occupied housing units	835	
Owner-occupied	560	67.1%
Renter-occupied	275	32.9%
Average household size of owner-occupied unit	3.06	
Average household size of renter-occupied unit	2.51	
YEAR HOUSEHOLDER MOVED INTO UNIT		
Occupied housing units	835	
Moved in 2015 or later	23	2.8%
Moved in 2010 to 2014	356	42.6%
Moved in 2000 to 2009	266	31.9%
Moved in 1990 to 1999	153	18.3%
Moved in 1980 to 1989	23	2.8%
Moved in 1979 and earlier	14	1.7%
VEHICLES AVAILABLE		
Occupied housing units	835	
No vehicles available	31	3.7%
1 vehicle available	279	33.4%
2 vehicles available	351	42.0%
3 or more vehicles available	174	20.8%
HOUSE HEATING FUEL		
Occupied housing units	835	
Utility gas	416	49.8%
Bottled, tank, or LP gas	34	4.1%
Electricity	385	46.1%
Fuel oil, kerosene, etc.	0	0.0%
Coal or coke	0	0.0%
Wood	0	0.0%
Solar energy	0	0.0%
Other fuel	0	0.0%
No fuel used	0	0.0%
SELECTED CHARACTERISTICS		
Occupied housing units	835	
Lacking complete plumbing facilities	0	0.0%
Lacking complete kitchen facilities	0	0.0%
No telephone service available	29	3.5%

OCCUPANTS PER ROOM		
Occupied housing units	835	
1.00 or less	819	98.1%
1.01 to 1.50	16	1.9%
1.51 or more	0	0.0%
VALUE		
Owner-occupied units	560	
Less than \$50,000	52	9.3%
\$50,000 to \$99,999	98	17.5%
\$100,000 to \$149,999	132	23.6%
\$150,000 to \$199,999	123	22.0%
\$200,000 to \$299,999	138	24.6%
\$300,000 to \$499,999	3	0.5%
\$500,000 to \$999,999	14	2.5%
\$1,000,000 or more	0	0.0%
Median (dollars)	149,200	
MORTGAGE STATUS		
Owner-occupied units	560	
Housing units with a mortgage	332	59.3%
Housing units without a mortgage	228	40.7%
SELECTED MONTHLY OWNER COSTS (SMOC)		
Housing units with a mortgage	332	
Less than \$500	0	0.0%
\$500 to \$999	74	22.3%
\$1,000 to \$1,499	147	44.3%
\$1,500 to \$1,999	59	17.8%
\$2,000 to \$2,499	33	9.9%
\$2,500 to \$2,999	9	2.7%
\$3,000 or more	10	3.0%
Median (dollars)	1,271	
Housing units without a mortgage	228	228
Less than \$250	17	7.5%
\$250 to \$399	21	9.2%
\$400 to \$599	92	40.4%
\$600 to \$799	49	21.5%
\$800 to \$999	25	11.0%
\$1,000 or more	24	10.5%
Median (dollars)	561	
SELECTED MONTHLY OWNER COSTS AS A PERCENTAGE OF HOUSEHOLD INCOME (SMOCAPI)		
Housing units with a mortgage (excluding units where SMOCAPI cannot be computed)	332	332
Less than 20.0 percent	175	52.7%
20.0 to 24.9 percent	42	12.7%
25.0 to 29.9 percent	35	10.5%
30.0 to 34.9 percent	24	7.2%
35.0 percent or more	56	16.9%

Housing unit without a mortgage (excluding units where SMOCAPI cannot be computed)	228	228
Less than 10.0 percent	117	51.3%
10.0 to 14.9 percent	38	16.7%
15.0 to 19.9 percent	20	8.8%
20.0 to 24.9 percent	22	9.6%
25.0 to 29.9 percent	5	2.2%
30.0 to 34.9 percent	17	7.5%
35.0 percent or more	9	3.9%
GROSS RENT		
Occupied units paying rent	233	233
Less than \$500	76	32.6%
\$500 to \$999	97	41.6%
\$1,000 to \$1,499	49	21.0%
\$1,500 to \$1,999	11	4.7%
\$2,000 to \$2,499	0	0.0%
\$2,500 to \$2,999	0	0.0%
\$3,000 or more	0	0.0%
Median (dollars)	715	
No rent paid		
	42	
GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME (GRAPI)		
Occupied units paying rent (excluding units where GRAPI cannot be computed)	233	
Less than 15.0 percent	32	13.7%
15.0 to 19.9 percent	19	8.2%
20.0 to 24.9 percent	39	16.7%
25.0 to 29.9 percent	47	20.2%
30.0 to 34.9 percent	4	1.7%
35.0 percent or more	92	39.5%

Source: 2012-2016 (US Census, American Community Survey), 5-Year Estimates

Pottsboro Race and Ethnicity

Subject	Pottsboro, Texas		
	Total Estimate	Male Estimate	Female Estimate
Workers 16 years and over	1,109	568	541
MEANS OF TRANSPORTATION TO WORK			
Car, truck, or van	89.3%	89.8%	88.7%
Drove alone	76.1%	79.0%	73.0%
Carpooled	13.2%	10.7%	15.7%
In 2-person carpool	11.5%	8.1%	15.0%
In 3-person carpool	1.4%	1.9%	0.7%
In 4-or-more person carpool	0.4%	0.7%	0.0%
Workers per car, truck, or van	1.08	1.07	1.10
Public transportation (excluding taxicab)	1.0%	0.0%	2.0%
Walked	0.5%	1.1%	0.0%
Bicycle	0.0%	0.0%	0.0%
Taxicab, motorcycle, or other means	2.7%	5.3%	0.0%
Worked at home	6.5%	3.9%	9.2%
PLACE OF WORK			
Worked in state of residence	94.0%	92.6%	95.4%
Worked in county of residence	86.5%	81.7%	91.5%
Worked outside county of residence	7.5%	10.9%	3.9%
Worked outside state of residence	6.0%	7.4%	4.6%
LIVING AND WORKING IN PLACE OF RESIDENCE			
Living in a place	100.0%	100.0%	100.0%
Worked in place of residence	23.3%	20.2%	26.4%
Worked outside place of residence	76.7%	79.8%	73.6%
Workers 16 years and over who did not work at home	1,037	546	491
TIME LEAVING HOME TO GO TO WORK			
12:00 a.m. to 4:59 a.m.	7.2%	13.0%	0.8%
5:00 a.m. to 5:29 a.m.	0.9%	1.6%	0.0%
5:30 a.m. to 5:59 a.m.	9.7%	2.9%	17.3%
6:00 a.m. to 6:29 a.m.	9.7%	14.8%	4.1%
6:30 a.m. to 6:59 a.m.	6.3%	6.4%	6.1%
7:00 a.m. to 7:29 a.m.	16.1%	17.2%	14.9%
7:30 a.m. to 7:59 a.m.	15.7%	12.1%	19.8%
8:00 a.m. to 8:29 a.m.	8.2%	8.8%	7.5%
8:30 a.m. to 8:59 a.m.	5.2%	0.0%	11.0%
9:00 a.m. to 11:59 p.m.	20.9%	23.1%	18.5%
TRAVEL TIME TO WORK			
Less than 10 minutes	23.6%	23.4%	23.8%
10 to 14 minutes	12.7%	12.6%	12.8%
15 to 19 minutes	23.7%	25.5%	21.8%
20 to 24 minutes	17.8%	15.6%	20.4%
25 to 29 minutes	4.1%	3.1%	5.1%
30 to 34 minutes	6.7%	8.8%	4.3%
35 to 44 minutes	1.6%	0.9%	2.4%

45 to 59 minutes	4.0%	4.2%	3.7%
60 or more minutes	5.8%	5.9%	5.7%
Mean travel time to work (minutes)	20.7	21.0	20.4
VEHICLES AVAILABLE			
Workers 16 years and over in households	1,109	568	541
No vehicle available	1.1%	2.1%	0.0%
1 vehicle available	18.6%	18.0%	19.2%
2 vehicles available	42.7%	44.4%	40.9%
3 or more vehicles available	37.7%	35.6%	39.9%
PERCENT ALLOCATED			
Means of transportation to work	5.9%		
Private vehicle occupancy	8.5%		
Place of work	6.8%		
Time leaving home to go to work	12.8%		
Travel time to work	7.1%		
Vehicles available	0.0%		

Source: 2012-2016 (US Census, American Community Survey), 5-Year Estimates

Demographic and Housing Estimates

Subject	Pottsboro, Texas (estimates)					
	2016		Numerical Change	Percent Change	2010	
	Estimate	Percent			Estimate	Percent
SEX AND AGE						
Total population	2,404		209	0.10	2,195	
Male	1,219	50.7%	168	0.16	1,051	47.9%
Female	1,185	49.3%	41	0.04	1,144	52.1%
Under 5 years	127	5.3%	14	0.12	113	5.1%
5 to 9 years	235	9.8%	85	0.57	150	6.8%
10 to 14 years	287	11.9%	52	0.22	235	10.7%
15 to 19 years	98	4.1%	87	0.47	185	8.4%
20 to 24 years	108	4.5%	24	0.18	132	6.0%
25 to 34 years	296	12.3%	119	0.67	177	8.1%
35 to 44 years	375	15.6%	33	0.10	342	15.6%
45 to 54 years	278	11.6%	61	0.18	339	15.4%
55 to 59 years	144	6.0%	39	0.37	105	4.8%
60 to 64 years	128	5.3%	19	0.13	147	6.7%
65 to 74 years	240	10.0%	60	0.33	180	8.2%
75 to 84 years	76	3.2%	5	0.06	81	3.7%
85 years and over	12	0.5%	3	0.33	9	0.4%
Median age (years)	36.0		2	0.06	38.4	
18 years and over	1,687	70.2%	136	0.09	1,551	70.7%
21 years and over	1,647	68.5%	153	0.10	1,494	68.1%
62 years and over	378	15.7%	30	0.09	348	15.9%
65 years and over	328	13.6%	58	0.21	270	12.3%
18 years and over	1,687		136	0.09	1,551	
Male	828	49.1%	140	0.20	688	44.4%
Female	859	50.9%	4	0.00	863	55.6%
65 years and over	328		58	0.21	270	
Male	163	49.7%	47	0.41	116	43.0%
Female	165	50.3%	11	0.07	154	57.0%
RACE						
Total population	2,404		209	0.10	2,195	
One race	2,344	97.5%	224	0.11	2,120	96.6%
Two or more races	60	2.5%	15	0.20	75	3.4%
One race	2,344	97.5%	224	0.11	2,120	96.6%
White	2,273	94.6%	184	0.09	2,089	95.2%
Black or African American	8	0.3%	8		0	0.0%
American Indian and Alaska Native	56	2.3%	34	1.55	22	1.0%
Cherokee tribal grouping	0	0.0%	0		0	0.0%
Chippewa tribal grouping	0	0.0%	0		0	0.0%
Navajo tribal grouping	0	0.0%	0		0	0.0%

Sioux tribal grouping	0	0.0%	0		0	0.0%
Asian	0	0.0%	9	1.00	9	0.4%
Asian Indian	0	0.0%	0		0	0.0%
Chinese	0	0.0%	2	1.00	2	0.1%
Filipino	0	0.0%	5	1.00	5	0.2%
Japanese	0	0.0%	0		0	0.0%
Korean	0	0.0%	0		0	0.0%
Vietnamese	0	0.0%	2	1.00	2	0.1%
Other Asian	0	0.0%	0		0	0.0%
Native Hawaiian and Other Pacific Islander	0	0.0%	0		0	0.0%
Native Hawaiian	0	0.0%	0		0	0.0%
Guamanian or Chamorro	0	0.0%	0		0	0.0%
Samoan	0	0.0%	0		0	0.0%
Other Pacific Islander	0	0.0%	0		0	0.0%
Some other race	7	0.3%	7		0	0.0%
Two or more races	60	2.5%	15	0.20	75	3.4%
White and Black or African American	3	0.1%	12	0.80	15	0.7%
White and American Indian and Alaska Native	4	0.2%	45	0.92	49	2.2%
White and Asian	53	2.2%	53		0	0.0%
Black or African American and American Indian and Alaska Native	0	0.0%	9	1.00	9	0.4%
Race alone or in combination with one or more other races						
Total population	2,404		209	0.10	2,195	
White	2,333	97.0%	178	0.08	2,155	98.2%
Black or African American	11	0.5%	13	0.54	24	1.1%
American Indian and Alaska Native	60	2.5%	20	0.25	80	3.6%
Asian	53	2.2%	44	4.89	9	0.4%
Native Hawaiian and Other Pacific Islander	0	0.0%	2	1.00	2	0.1%
Some other race	7	0.3%	7		0	0.0%
HISPANIC OR LATINO AND RACE						
Total population	2,404		209	0.10	2,195	
Hispanic or Latino (of any race)	174	7.2%	114	1.90	60	2.7%
Mexican	112	4.7%	60	1.15	52	2.4%
Puerto Rican	17	0.7%	17		0	0.0%
Cuban	0	0.0%	0		0	0.0%
Other Hispanic or Latino	45	1.9%	37	4.63	8	0.4%
Not Hispanic or Latino	2,230	92.8%	95	0.04	2,135	97.3%
White alone	2,106	87.6%	77	0.04	2,029	92.4%
Black or African American alone	8	0.3%	8		0	0.0%
American Indian and Alaska Native alone	56	2.3%	34	1.55	22	1.0%
Asian alone	0	0.0%	9	1.00	9	0.4%
Native Hawaiian and Other Pacific Islander alone	0	0.0%	0		0	0.0%

Some other race alone	0	0.0%	0		0	0.0%
Two or more races	60	2.5%	15	0.20	75	3.4%
Two races including Some other race	0	0.0%	0		0	0.0%
Two races excluding Some other race, and Three or more races	60	2.5%	15	0.20	75	3.4%
Total housing units	873		33	0.04	906	
CITIZEN, VOTING AGE POPULATION						
Citizen, 18 and over population	1,663					
Male	828	49.8%				
Female	835	50.2%				

Source: 2012-2016 (US Census, American Community Survey), 5-Year Estimates

Median Earnings in the Past 12 Months (in 2016 Inflation-Adjusted Dollars) by Sex by Educational Attainment for the Population 25 Years and Over

	Pottsville Estimate
Total:	29,479
Less than high school graduate	21,765
High school graduate (includes equivalency)	23,958
Some college or associate's degree	30,648
Bachelor's degree	44,205
Graduate or professional degree	51,776
Male:	41,033
Less than high school graduate	-
High school graduate (includes equivalency)	-
Some college or associate's degree	37,609
Bachelor's degree	59,286
Graduate or professional degree	51,974
Female:	24,808
Less than high school graduate	-
High school graduate (includes equivalency)	21,477
Some college or associate's degree	26,012
Bachelor's degree	25,391
Graduate or professional degree	-

Source: 2012-2016 (US Census, American Community Survey), 5-Year Estimates