



## **Propel Pottsboro 2035 Community Input Survey**

To understand the community of Pottsboro and its residents, an online survey was utilized to gather public input as a part of the Propel Pottsboro 2035 Comprehensive Plan. The survey was designed to provide an initial opportunity for community members and stakeholders to submit feedback, helping to guide and establish recommendations, goals, and the vision for the comprehensive plan.

### Survey Period

- October 14, 2024, through December 16, 2024

### Number of Questions

- 37

### Number of Responses

- Total responses: 406
- Complete response: 314

### Collection Methods

- Project website (call-to-action button): 96
- Project website (popup): 201
- Pottsboro social media: 5
- Print flyer: 100
- Door hanger: 4

## Summary and Key Findings

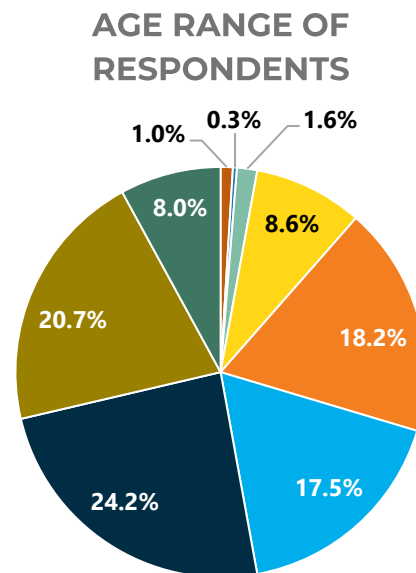
Respondents appear to represent a range of age and interest groups, with a large portion of the population aged 55 and older. The overall sentiment expressed in the survey indicates respondents are generally satisfied with their quality of life in Pottsboro, valuing its small-town character, sense of community, and access to Lake Texoma. However, there are also concerns about potential overdevelopment, the need for improved infrastructure, and the desire for a balance between growth and preservation of natural resources. The following summary is based on the complete responses received.

### Demographic Information

The largest concentration of survey respondents is middle-aged (34–64) homeowners. Respondents aged 65 and older make up over a fifth of all respondents, whereas those 24 and younger represent less than 2%. Females (63.7%) slightly outnumber males in these survey responses.

#### Age of Respondents

- Under 18 (0.3%)
- 18 – 24 (1.6%)
- 25 – 34 (8.6%)
- 35 – 44 (18.2%)
- 45 – 54 (17.5%)
- 55 – 64 (24.2%)
- 65 – 74 (20.7%)
- 75 or older (8.0%)
- Prefer not to say (1.0%)



#### Employment Status

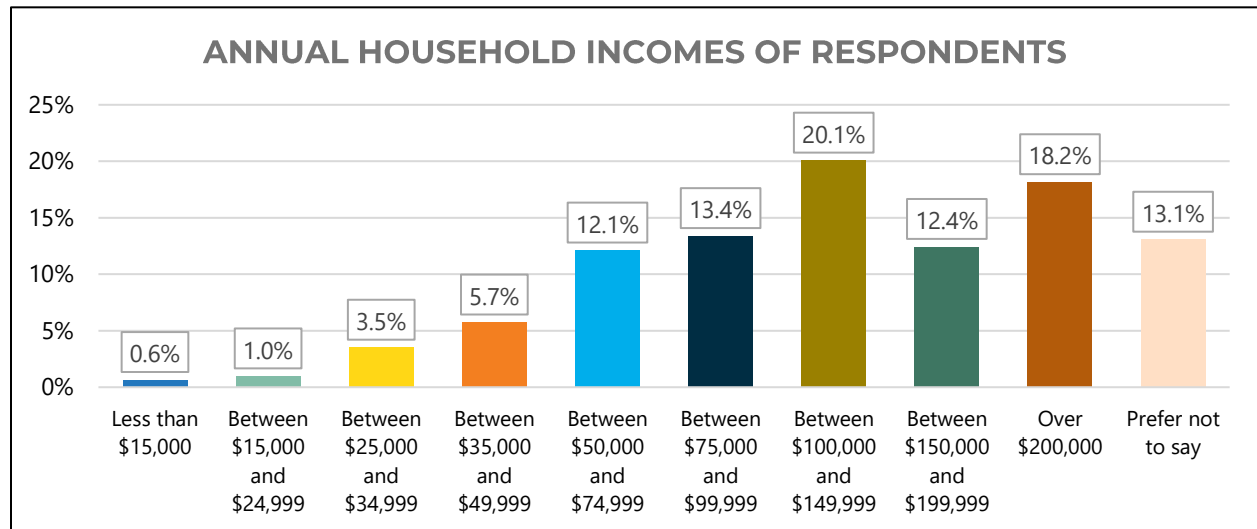
About half of all respondents are employed full-time (50.6%) with a quarter of respondents who are retired (24.5%). Following the largest cohorts of respondents, 15.0% are self-employed, equal parts of respondents are either employed part-time (4.1%) or not employed and not looking (4.1%), 1% are not employed but looking, and 0.6% of respondents represent students.

#### Household Characteristics

Homeownership is a prevalent characteristic of the survey respondents. Nearly 80% of responses are from single-family homeowners (79.9%). Renters only represent 5.4% of all respondents. Those who specified other housing situations indicated leases, RV living, housing provided by their jobs, or college living situations. Participants largely represent households with 2–4 individuals, the greater concentration being 2 people per household (44.6%). Additionally, the majority of respondents do not have school-aged children in Pottsboro ISD (76.4%).

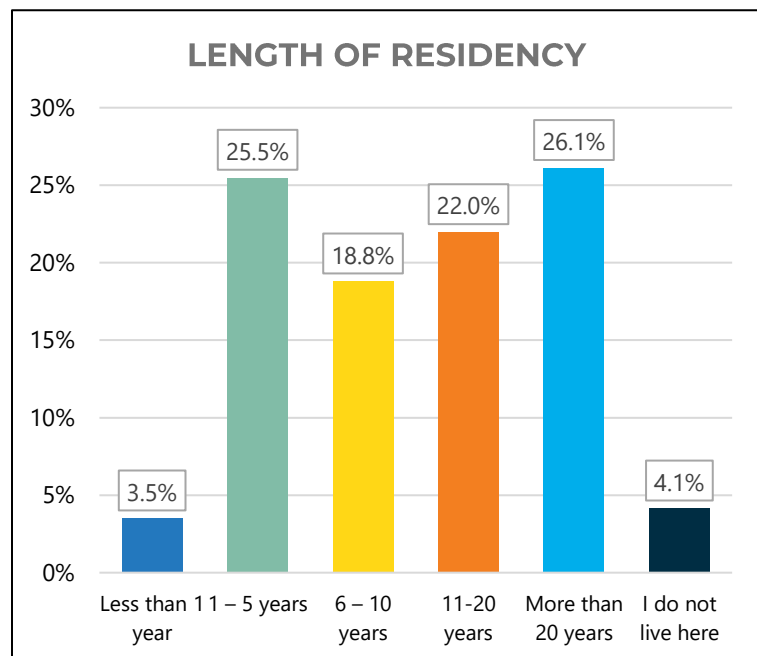
## Household Income

A considerable portion of respondents have higher household incomes. While annual household incomes range between \$15,000 to over \$200,000—covering a diverse range of earnings—the median household income of respondents falls between \$100,000 and \$149,999, highlighting those middle- and upper-income brackets. 13.1% of respondents chose not to disclose their annual income, which is important to note as this profile of household incomes could be slightly skewed.



## Length of Residency

Survey respondents represent individuals who have resided in Pottsville from both short-term and long-term periods of time. In fact, nearly half of respondents have either resided in Pottsville between 1 to 5 years (25.5%) or more than 20 years (26.1%). This span highlights the diversity in respondent residency and likely contributes to varied perspectives on priorities for the city's future. Only 13 of the survey respondents do not live in Pottsville.



## **Current Community Perceptions**

### Quality of Life

The majority of respondents rate their current quality of life in Pottsboro as either “good” (55.41%) or “excellent” (24.52%). There is a smaller but notable percentage (17.52%) who consider it “fair.” This suggests that while respondents are, for the most part, content with the quality of life they experience living in the community, there may still be opportunities for improvement. Less than 3% of respondents rated their response to this question as “very poor” (0.96%) or “poor” (1.59%).

According to respondents, the most frequently used words to describe Pottsboro are **Small, Friendly, Quiet, Community,** and **Safe.**



### Uniquely Pottsboro

Respondents were given the opportunity to share their perception of what they felt makes Pottsboro unique from other communities. Several key strengths and themes emerged in response to this question, including:

- **Lake Advantage**  
Access to Lake Texoma is a standout feature of the city of Pottsboro, with some affectionately describing the city’s atmosphere as a “laid back lake attitude.” The proximity to the lake and ample space for outdoor activities strengthens this desirable feature of the city.
- **Community Strength**  
Residents make it a point to build familiarity with one another, create connections, socialize, and help each other. The tight-knit bond of community members is praised, with neighbors being described as genuine, sincere, and caring.
- **Small-Town Feel**  
Much of Pottsboro’s appeals stems from the municipality’s “small-town feel.” Though respondents appear to value the convenient access to urban amenities in the nearby cities of Sherman and Denison, they also emphasize their enjoyment of a smaller, rural community and its slower pace of life, limited traffic, and sense of safety.
- **Good Schools**  
Pottsboro ISD was repeatedly praised for its quality and its positive impact on the community.

In addition to these positive attributes, respondents also revealed a few key areas of concern and opportunities through response to this question. These are identified as follows:

- **Growth and Development**

While many respondents appeared to appreciate Pottsville's small-town size, there's concern about uncontrolled growth, potential for overdevelopment, and the impact that growth would have on the city's character. Despite this concern, respondents appear to desire attracting and retaining businesses.

- **Infrastructure and Maintenance**

Some respondents expressed concerns about the condition of the city's roads, infrastructure, and the need for improved city services.

- **Community Engagement**

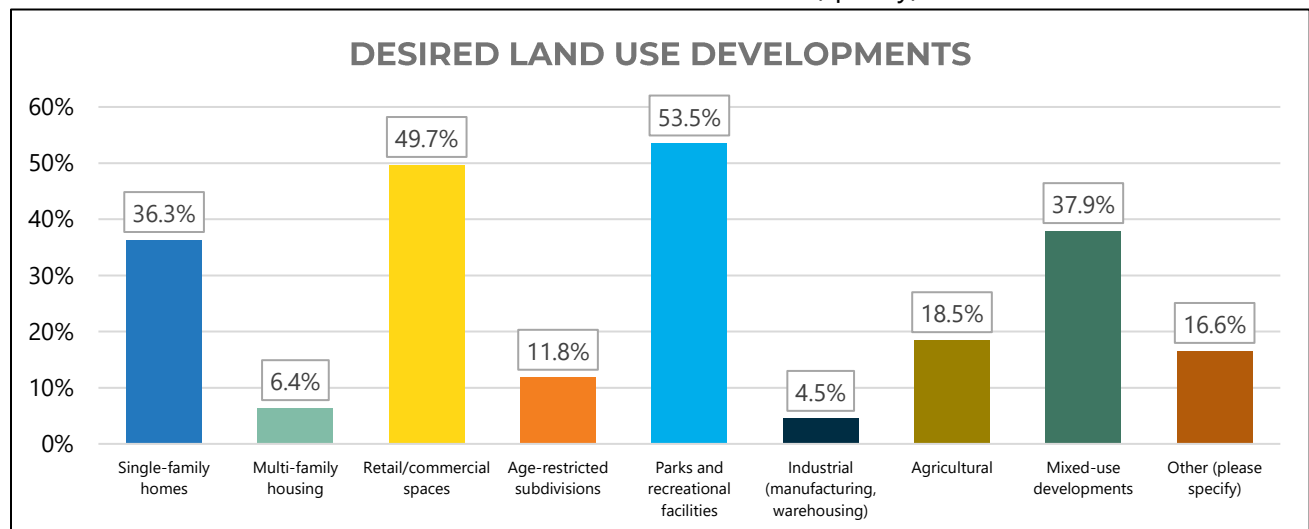
Although the community spirit is strong, some respondents expressed a need for better communication and engagement between residents and local government.

## Land Use and Zoning

### Desired Land Uses

Different land use types and zoning regulations contribute to the form and functionality of a city. Respondents were asked to select up to three land use types that they would want to see more of in Pottsville. Land use options included:

- Single-family housing
- Multi-family housing (apartments, condos, townhouses)
- Retail/Commercial spaces
- Age-restricted subdivisions
- Parks and recreational facilities
- Industrial (manufacturing, warehousing)
- Agricultural
- Mixed-use developments (combination of different uses such as residential, commercial, and industrial)
- Other (specify)



Many respondents voiced a high demand for the dedication of land to parks and recreational facilities (53.5%). The desire to expand outdoor and recreational facilities in the city highlights the perceived importance of outdoor spaces and recreational amenities to the community. Additionally, there appears to be a strong desire for retail/commercial spaces (49.7%) and mixed-use developments (37.9%) for enhancing local economic opportunities and creating more walkable and vibrant areas that combine residential, commercial, and recreational use. While not the top choice, 36.31% of respondents favor the development of more single-family homes over multifamily housing (6.4%). Industrial land uses (4.5%) were the least desired types for Pottsville's future.

A significant number of respondents further elaborated on the types of land uses they want to see, but responses varied. There was no clear overarching theme to these responses, with some expressing interest in middle housing development, affordable housing, and retirement housing options, while others strictly opposed such development. More restaurants, dining and entertainment options, and grocery stores appear to be wanted. Community centers, gyms, and outdoor amenities are also popular responses of participants. Finally, a few respondents feel that nothing needs to be done to Pottsville, in order to maintain its rural character.

#### Land Use and Zoning Concerns

When asked if there are current issues or concerns related to land use, zoning, or conservation, that should be addressed in the comprehensive plan, about half of the respondents are unsure if there are current issues or (47.8%). Of the remaining survey respondents, there is an overwhelming majority (83%) who acknowledged that issues or concerns exist from their perspective. These issues are summarized below.

#### Growth Management

- **Uncontrolled Growth**

A major concern is rapid, uncontrolled growth, particularly residential development. Respondents worry about the impact on the small-town character, increased traffic, and strain on existing infrastructure.

- **Balancing Growth with Preservation**

Perspective from respondents indicates a strong desire to balance growth with the preservation of open spaces, green areas, and, again, the city's rural character.

#### Infrastructure Concerns

- **Water Resource Management and Treatment**

Respondents raised concerns about the adequacy of water resources to support future growth, the quality of drinking water, and the need for improved water infrastructure.

- **Roads and Traffic**

Frequent mentions of inadequate roads, traffic congestion, and the need for improved road maintenance and traffic flow, particularly around the school and major intersections, were made by respondents.

- **General Infrastructure Improvements**

Respondents used this question as a space to comment on the need for infrastructure improvements such as water, electrical, and sewer systems.

### Zoning and Development

- **Inappropriate Zoning**

Respondents expressed concerns about zoning decisions such as allowing high-density development in areas not suitable for it.

- **Discourse about Developers**

Land use regulations and developers are frequently mentioned in survey responses as a source of frustration among respondents. Many feel that zoning laws currently benefit developers too greatly and there is a need for stricter development standards to ensure quality construction, appropriate setbacks, and compatibility with existing neighborhoods. Others express a strong interest in rejecting developers altogether.

### Community Character and Aesthetics

- **Preserving the Small-Town Feel**

This recurring theme is further underscored with respondents using this opportunity to strongly emphasize that overdevelopment could erode the unique qualities of the community.

- **Wildlife Conservation**

Survey respondents worry that development will displace or disrupt wildlife in the area. Respondents value land preservation and conservation efforts but note that greater development of all land use types will present problems.

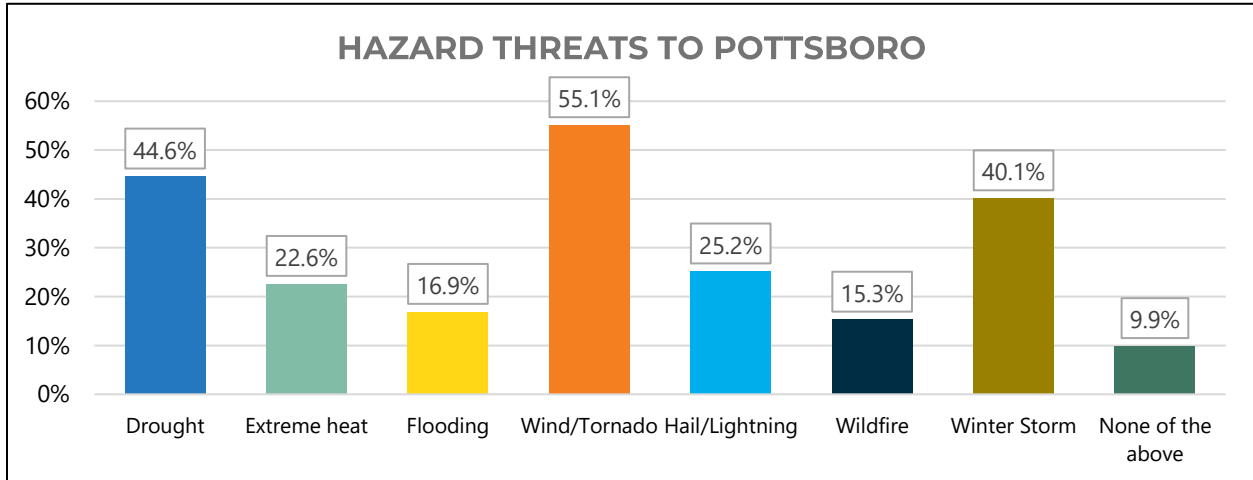
It should be recognized that less than half of all respondents provided a comment on this matter, highlighting that these concerns may not voice or represent all participants in the survey.

## ***Natural Disasters and Emergency Response***

### Natural Disaster Threats

Pottsville has the risk of being impacted by extreme temperatures, hailstorms, tornadoes, drought, and winter storms, so preparedness for nature disasters is critical. Respondents weighed in on what they believed were the greatest hazard threats to Pottsville, particularly on

the city's resilience to these events. According to respondents, wind/tornadoes (55.1%) are the most significant perceived threat to Pottsboro, followed by droughts (44.6%), and winter storms (40.1%). On average, survey respondents are moderately concerned about natural disasters in Pottsboro.

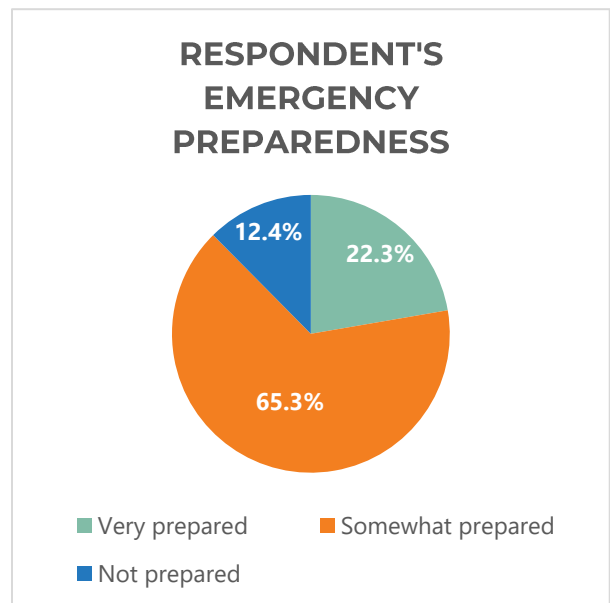


### Disaster Damages

While living in Pottsboro, 63.7% of survey respondents reported that they have not been personally affected by a natural disaster. Those who have elaborated on their experiences regarding natural disaster damage shared those natural disasters—particularly winter storms, tornadoes, droughts, hailstorms, and lightning storms—have caused damaged roofs, electrical outages, and pipe bursts.

### Emergency Preparedness

While many respondents feel somewhat prepared (65.3%) for emergencies, there appear to be gaps in preparedness and a need for improved emergency communication. As the majority of respondents rated the city's communication and education for disaster preparedness as "average" (32.80%) or "poor" (20.38%). There may exist an opportunity to improve this preparedness as Grayson County has instituted the CodeRED Emergency Notification System as only 54.46% of respondents have registered with this free service.





## Transportation & Infrastructure

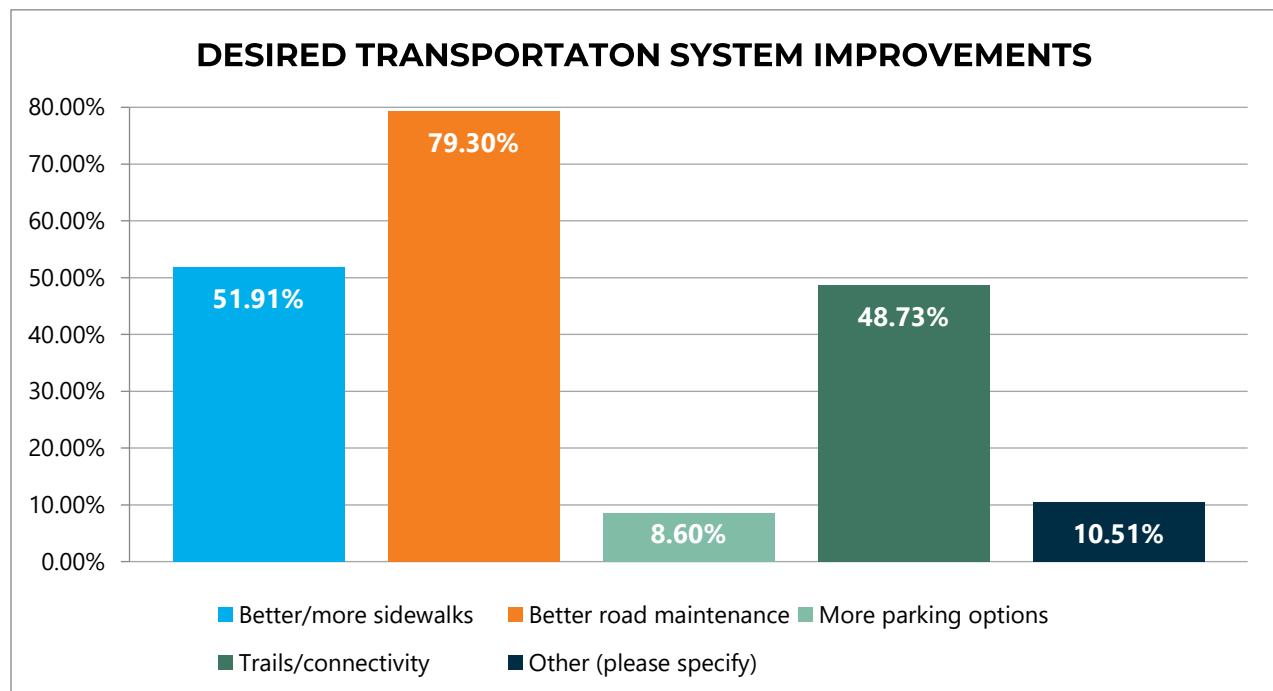
### Transportation in Pottsboro

Driving appears to be the primary mode of transportation for most respondents to this survey, followed by walking and biking, indicating that the community is largely car dependent. The following modes of transportation are presented in terms of importance:

- |                     |                        |   |
|---------------------|------------------------|---|
| 1. Driving (5.64/6) | 3. Biking (3.71/6)     | 5. Texoma Area Paratransit System (TAPS) (2.53/6) |
| 2. Walking (4.74/6) | 4. Ridesharing (3.1/6) | 6. Other (1.28/6)                                 |

Respondents strongly desire better road maintenance and more sidewalks, with an additional emphasis placed on trails & connectivity. Improving the condition of the roads appears to be a top priority with 79.3% of respondents indicating as much.

It is also worth noting that as respondents would like better/more sidewalks (51.9%), there also exists a desire for improved pedestrian safety measures including crosswalks.



### Infrastructure Satisfaction

Overall, respondents are generally dissatisfied with the City's infrastructure. While some areas, such as bridges (3.38/5) and sewer/sanitary (3.07/5) received better satisfaction ratings, others—including water (2.14/5), roads (2.28/5), and sidewalks and crosswalks (2.54/5)—are perceived more critically. These responses correlate with feedback received in earlier portions of the survey. There was a mixed response regarding satisfaction regarding access to and quality of

internet services in Pottsville. Overall, the sentiment with this topic shows respondents lean toward being dissatisfied with a weighted average of 2.78/5. However, 7.32% of respondents are very satisfied.

## ***Public Services***

The next set of questions is on public services satisfaction and the importance of community programming. Overall, the results suggest strong satisfaction with public safety services and waste management, while drinking water quality stands out as an area of opportunity.

- **Police Protection and Public Safety**

The majority of respondents (61.7%) are either somewhat satisfied (25.56%) or satisfied (36.1%) with police protection and public safety, making it the highest-rated service in this question with a weighted average of 3.87/5. Only a small minority (9%) expressed dissatisfaction, while 29.4% remained neutral, suggesting room for further improvement but generally positive sentiment.

- **Fire Protection and Emergency Response**

Satisfaction with fire protection and emergency response is slightly lower but still significant, with 57.4% of respondents reporting satisfaction of somewhat satisfaction. A notable portion (28%) of respondents were neutral, and 14.3% expressed dissatisfaction, indicating potential for enhanced outreach or service improvements.

- **Drinking Water Quality**

This category received the most critical feedback, with 63.7% of respondents expressing dissatisfaction (40.5%) or somewhat dissatisfaction (23.15%). Only 20.9% reported satisfaction or moderate satisfaction, which suggests there may be a need for prioritizing water quality improvements.

- **Trash and Recycling Collection**

Trash and recycling collection were viewed positively by 58.8% of respondents who were satisfied (34.8%) or somewhat satisfied (24%). 26.8% were neutral, indicating general approval but some opportunity for optimization or education about services.

Respondents were then asked to identify the importance of several community programs and amenities, including parks and trails, recreational programming, services for youth, services for senior citizens, health care and medical services, library, community centers, and cultural and arts programs. Respondents placed emphasis on outdoor amenities, healthcare access, and library services.

- **Top Priorities**

87.5% of respondents rated parks and trails as somewhat important (35.2%) or very important (52.3%). Similarly, 81.4% identified healthcare and medical services as somewhat

important (23.4%) or very important (58%). Survey respondents also feel the library is an essential community resource with 23% indicating it is somewhat important and 59.7% indicating it is very important to them. Additionally, 32.9% of respondents believe community centers are somewhat important and 35.2% believe they are very important.

- **Broadly Valued Programs**

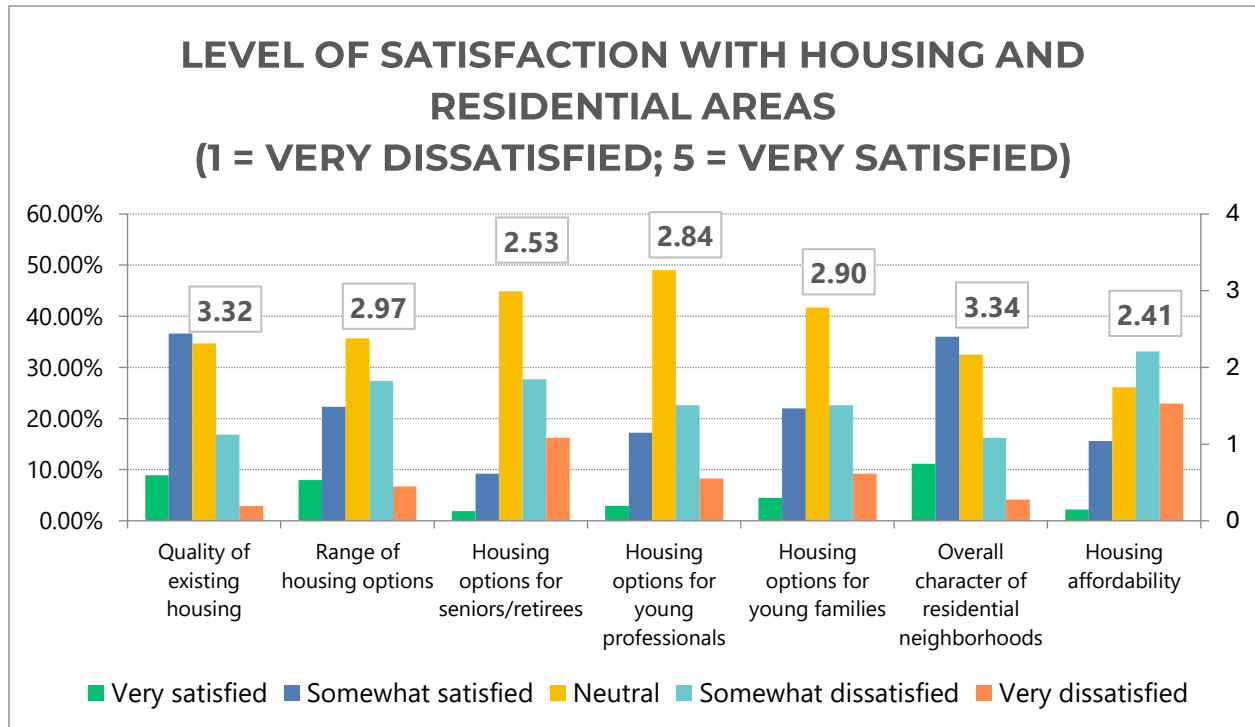
Both services for youth and senior citizens were deemed important by a large majority of respondents (76.4% and 76.9%, respectively), while recreational programming and community centers also garnered significant support (70.8% and 68.1%, respectively).

Finally, while 55.3% rated cultural and arts programs as somewhat important (35.1%) or very important (20.1%), a higher neutral response (29.4%) suggests this category is not as important to overall respondents to the survey.

## Housing

Respondents were asked to share their thoughts on the existing housing and residential areas as well as desired typologies.

Overall, there is a mix of satisfaction levels with various aspects of existing housing. A sizable portion of respondents are neutral (34.7%) or somewhat satisfied (36.6%) with the quality of existing housing in Pottsville. A similar portion of respondents were neutral (32.5%) or somewhat satisfied (36%) with the overall quality of residential neighborhoods. Conversely, 33.1% are somewhat dissatisfied and 22.9% are very dissatisfied with housing affordability.



## Housing Typology

Respondents expressed a strong preference for single-family homes, both on larger lots (65.6%) and smaller lots (43.3%). A large number of respondents expressed interest in age-restricted communities/senior housing (35.6%), which can be largely attributed to the respondents who identified within the 55-75 or older age groups. Factoring in the levels of satisfaction with housing and residential areas above, it seems as though the community has diverse housing needs, ranging from single-family homes to age-restricted communities and multi-family options.

## ***Parks & Recreation***

A significant majority of respondents (77.7%) consider parks and open spaces extremely important (45.5%) or very important (32.2%) with almost two-thirds (64.3%) reporting that they visit parks frequently (29.9%) or somewhat often (34.4%).

While parks and open spaces are highly valued by respondents, the most common barriers to using parks and trails based on survey responses include limited amenities (37.6%), trails suitability/availability (28.7%), parks maintenance (26.4%), and lighting and safety concerns (24.5%). Approximately 9.6% of respondents indicated a lack of interest in visiting parks more often.

## Desired improvements

In an open-ended question, respondents provided suggestions on improvements and additions to the city's parks. These responses can largely be grouped into four categories:

- **Maintenance and Upkeep**

The most recurring theme from the survey responses was an emphasis on better maintenance of existing parks and trails, with specific mentions of regular mowing and landscaping; repairing or upgrading walking paths, playgrounds, and other amenities; cleaning and maintaining restrooms; and addressing litter and debris.

- **Increased Amenities**

Many respondents desire more amenities in green spaces, such as walking and biking trails, inclusive playgrounds, outdoor exercise equipment, pickleball and tennis courts, disc golf courses, dog parks, community gardens, water fountains and restrooms, and lighting and safety features.

- **Accessibility and Connectivity**

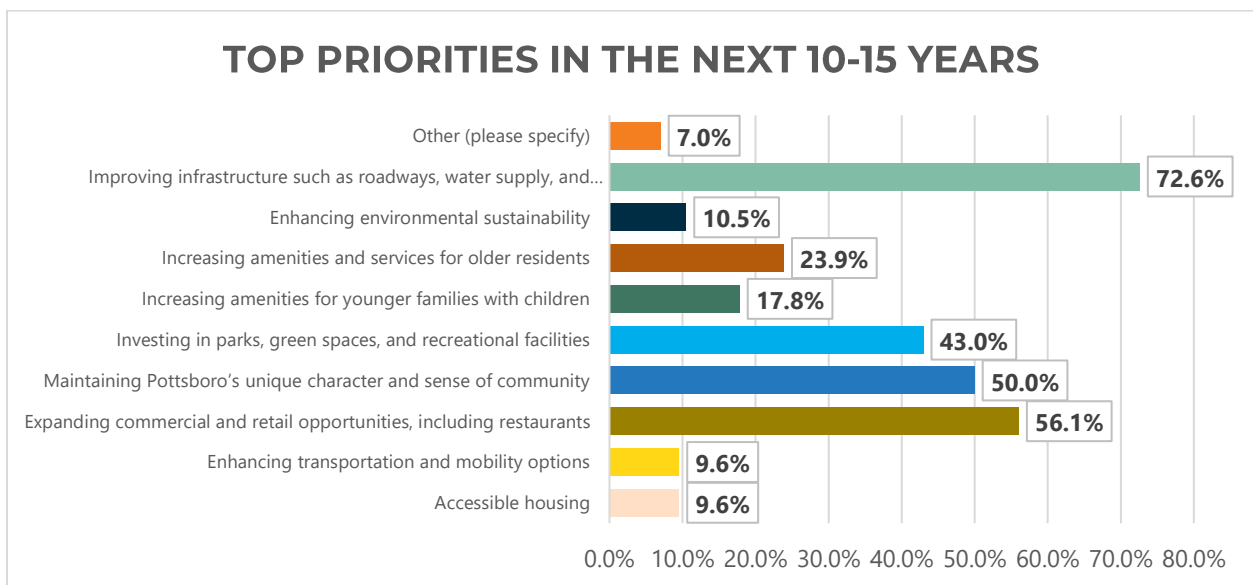
There appears to be desire for increased accessibility from neighborhoods with connecting trails to create a more comprehensive trail system, as well as green spaces in new developments.

## Specific Insights

Based on responses from the survey, Thompson Park received significant attention with concerns about the condition of walking paths, the gazebo, and the pond. Some of the suggestions related to this specific park include improved maintenance, new playground equipment, and additional parking. Festival Park was also noted for having similar improvements to Thompson Park. Overall, it appears that there is a desire for more green spaces in general.

## Looking Forward

Based on the survey results, respondents felt the top three most pressing issues facing Pottsville over the next 10-15 years are improving infrastructure such as roadways, water supply, and sewer lines (72.6%), expanding commercial and retail opportunities, including restaurants (56.1%), and maintaining Pottsville's unique character and sense of community (50%). These findings highlight the community's desire for a strong and well-maintained infrastructure, the preservation of its unique identity, and a thriving local economy.



It's important to note that other priorities, such as investing in parks, green spaces, and recreational facilities, increasing amenities and services for older residents and younger families with children alike also received significant support from respondents. Further, the "other" responses to the priorities question involve a desire for fiscal responsibility with an emphasis on low taxes and responsible budgeting, effective and efficient city services, recognizing the limitations of resources (like water) and its connection to a sustainable population level, and enhancing community amenities within Pottsville.

## Vision for the Future

In the survey's final question, respondents were asked to share their vision for the future of Pottsville. The responses suggest residents of Pottsville envision a future that balances growth with the preservation of its small-town character. There is a strong desire to maintain a close-knit community while accommodating necessary development. According to survey respondents, the vision for Pottsville's future involves:

- **A balance between growth and preservation**  
Accommodating necessary development while maintaining Pottsville's small-town feel with an emphasis on the importance of community, safety, and a relaxed pace of life.
- **Strategic planning and development**  
Implementing a well-planned approach to growth that addresses infrastructure needs and minimizes negative impacts of overdevelopment.
- **Economic Development**  
Respondents expressed a desire for more local businesses, restaurants, and retail options, while also emphasizing the importance of attracting businesses that align with the community's character.
- **Community engagement and involvement**  
Fostering a strong sense of community and actively involving residents in the decision-making process.
- **Prioritizing infrastructure and amenities**  
Investing in essential infrastructure improvements including roads, water quality, drainage, and internet access, and enhancing community amenities such as parks, recreational facilities, a community center, and a revitalized downtown area, to improve the quality of life for residents.

## ***Next Steps***

The number of complete responses to this survey is sufficient for determining with reasonable confidence the general sentiment and opinions of the public. While this data will serve as a guide as the planning process advances, additional opportunities will be provided for residents and stakeholders to further refine our understanding and ensure community input is fully integrated.