



A Comprehensive Plan for Excellence



A few helpful hints:

- The demographic data asked about you at the end of the survey is summarized and all information is confidential and will not be used to identify any survey taker.
- It will take less than 15 minutes to answer the survey.
- Please answer all of the questions.
- Questions number 3, 6, 8-10, 12-14 require ranking your preferences. The number “1” represents the item of most importance to you.

Return your printed survey to:

City of Plano
Planning Department
1520 K Avenue, Suite 250
Plano, TX 75074

The survey may also be obtained and completed at the Municipal Center, if preferred. All surveys must need to be returned to the City by Sunday, December 1, 2013.

Have questions about the survey or Plano Tomorrow?

E-mail Steve Sims at stevesi@plano.gov

972-941-7151

Office hours: Monday through Friday, from 8:00 a.m. to 5:00 p.m.

Your participation and ideas regarding the City of Plano Comprehensive Plan Survey is important so that our planners understand the major issues and priorities for the next phase of the Plano Tomorrow project.

We value your time – to reward the survey takers, there will be a random drawing of all those who complete the survey to win one of three \$100 VISA gift cards. To be eligible, enter your email address at the end of the survey.



1. Please rate each of the following aspects of the quality of life in Plano today.

	Excellent	Above Average	Average	Below Average	Poor	N/A
a. The city as a place to live	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Your neighborhood as a place to live	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. A place to raise children	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. A place to work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. A place to retire	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Sense of community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Openness and acceptance toward people of diverse backgrounds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. The overall quality of life in the city	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>







2. How would you rate the following opportunities available in Plano?

	Excellent	Above Average	Average	Below Average	Poor	N/A
a. Shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Recreation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Private Community Events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Cultural Activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Religious or Spiritual Events and Activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Employment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Sporting events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Number in order of importance the challenges you think are facing Plano. Use “1” to represent the item of most importance.

- Aging residential neighborhoods and homes
- Aging infrastructure (streets, water, and sewer line, city facilities)
- Underutilized and aging retail centers at major thoroughfare intersections
- Crime
- Water and drought
- Property maintenance and code enforcement
- Changing demographics (aging population and increasing diversity)

4. Select your favorite places in Plano. May select more than one choice.

 <p><input type="checkbox"/> Arbor Hills</p>	 <p><input type="checkbox"/> Bob Woodruff Park</p>
 <p><input type="checkbox"/> Bike trails and greenbelts</p>	 <p><input type="checkbox"/> Downtown Plano</p>
 <p><input type="checkbox"/> Historic neighborhoods near Downtown</p>	 <p><input type="checkbox"/> Shops at Legacy</p> <p>(continued on next page →)</p>

	
<input type="checkbox"/> Oak Point Park and Nature Preserve	<input type="checkbox"/> Shops at Willow Bend

Other (please specify)

5. Select the areas in Plano you would like to see change. May select more than one choice.

- a. Collin Creek Mall
- b. Older residential neighborhoods
- c. U.S. Highway 75 corridor
- d. Central Plano
- e. East Plano
- f. West Plano
- g. K Avenue corridor
- h. Corner retail centers
- Other (please specify)

6. Please organize your preferences of the following actions to improve the living and working environment of the city from 1 to 7, with 1 being most important.



 <p><input type="checkbox"/> a. Improve the appearance of the overall built environment (screening walls, street trees, lighting, sidewalks, building materials, etc.)</p>	 <p><input type="checkbox"/> b. Attract more employment opportunities to the city</p>
 <p><input type="checkbox"/> c. Attractive, innovative retail development</p>	 <p><input type="checkbox"/> d. Increase the variety of higher density housing options</p>
 <p><input type="checkbox"/> e. Enhance open space areas to encourage neighborhood interaction and pedestrian friendly activity</p>	 <p><input type="checkbox"/> f. Provide more transportation options (continued on next page →)</p>

	
<p><input type="checkbox"/> g. Encourage the development of a more green and resilient city</p>	

7. Select the services and amenities that you frequent most outside of Plano. May select more than one choice.

- a. Entertainment
- b. Restaurants
- c. Shopping
- d. Parks and recreation activities
- e. Arts/culture/museums
- f. Festivals and special events
- g. Sporting events

8. State the order of choices for new housing products you would prefer to see built in Plano today.

	
<p><input type="checkbox"/> a. Traditional single-family detached house (over 2,500 square feet)</p>	<p><input type="checkbox"/> b. Smaller, one story single-family home on smaller lot (under 2,500 square feet) (continued on next page →)</p>



c. Contemporary or modern single-family home.



d. Townhouses or Condominiums



e. Lower density apartments



f. Senior housing (independent living, assisted living, and long term care facilities)



g. Mid-rise apartments or condominiums



h. Higher density apartments and townhouses in an urban center



i. New urban loft apartments

9. Undeveloped land comprises less than 8% of the city’s total land area. Organize the choices you think are most desirable of how this land should be used.

- General and corporate offices
- Retail and entertainment uses
- Manufacturing (technology, pharmaceuticals, medical equipment)
- Research and development businesses
- Special needs housing (retirement housing, housing for persons with disabilities)
- Residential (apartments, townhouses, single-family homes)
- Agricultural (local food production)

10. Identify your top preferences for transportation choices you would like to see increase today and in the future.

- Personal vehicle
- Rideshare (car pool or van)
- Bicycle (dedicated trails and bike ways)
- Walking
- Rail Transit
- Bus
- Bus Rapid Transit (limited stops between major destinations within dedicated bus lanes)

11. Please rate each of the following aspects of mobility within Plano today.




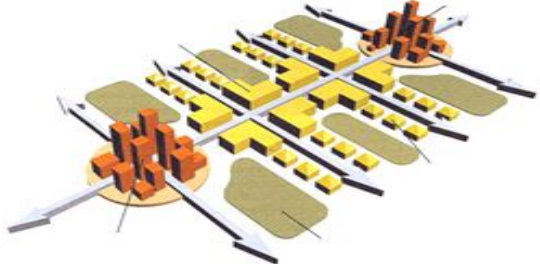
	Excellent	Above Average	Average	Below Average	Poor	N/A
a. Traffic flow on expressways (Dallas North Tollway, President George Bush Turnpike, Sam Rayburn Tollway, U.S. Highway 75)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Traffic flow on major streets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Ease of use of light rail transportation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Ease of use of bus transportation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Ease of bicycle travel (continued on next page →)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Excellent	Above Average	Average	Below Average	Poor	N/A
f. Ease of walking in Plano	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Availability of paths and walking trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. From the choices listed below, order your preference of the transportation investment options that are most important to you.

- Maintenance of and improvements to the existing road system
- Improve/expand bus service
- Expand commuter rail service
- Expansion and maintenance of bicycle and hiking trails
- Safe crossings of bicycle trails with major thoroughfares and highways
- Enhance on-street pedestrian safety with contiguous sidewalks and handicapped ramps
- Return of the Safe Streets Program which addresses speeding on neighborhood streets

13. Order the options below, with 1 being most important, in terms of actions necessary to ensure Plano is a strong, viable, and resilient city.

 <p><input type="checkbox"/> a. Add a mix of uses to office parks</p>	 <p><input type="checkbox"/> b. Enhancement of industrial areas</p>
 <p><input type="checkbox"/> c. Targeted neighborhood improvements (continued on next page →)</p>	 <p><input type="checkbox"/> d. Revitalize four corner retail shopping centers by adding housing and updating layout and design</p>

 	
<p><input type="checkbox"/> e. Regional Mall redevelopment</p>	<p><input type="checkbox"/> f. Continue Downtown redevelopment</p>

14. Organize, in order of importance, the options you would choose to make Plano more of an environmentally friendly city.

- Conserve water through use of native plants for landscaping
- Improve air quality by using other transportation options such as walking, bicycles, alternative fuel vehicles, and mass transit
- Construct new and renovate existing housing and commercial buildings with environmentally sound design concepts which consume less energy and water
- Preserve historical residential and commercial structures and neighborhoods for future use and enjoyment
- Reduce energy consumption by utilizing wind turbines and solar panels
- Retain agricultural lands for community gardens, livestock, and local food production
- Create walkable neighborhoods for residential and commercial areas

15. Is there anything you would like to share with the city not covered in the survey?

16. What is your zip code?

- 75023
- 75024
- 75025
- 75074
- 75075
- 75093
- Other (please specify)

17. What is your gender?

- Male
- Female

18. How long have you lived in Plano?

- Don't live in Plano
- Less than 1 year
- 1 to 5 years
- 6 to 10 years
- 11 to 20 years
- More than 20 years

19. What is your connection to Plano (select all that apply to you):

- Resident – full-time (live within city nine to twelve months per year)
- Resident – part-time (live outside of city three or more months per year)
- Non-resident
- Business owner
- Employed in Plano
- Land owner
- Other (please specify)

20. Do you rent or own your home?

- Rent
- Own

21. What is your age?

- Under 18 years
- 18 to 24 years
- 25 to 34 years
- 35 to 44 years
- 45 to 64 years
- 65 to 74 years
- 75 to 84 years
- 85 years and older

22. Please select the race/ethnicity which best describes you.

- African American or Black
- Native American/Alaska Native
- Asian Indian
- Chinese/Korean/Vietnamese
- Other Asian
- Middle Eastern
- Caucasian or White
- Hispanic or Latino
- Some other race/ethnicity
- Two or more races

23. What languages are spoken in your home?

- a. English
- b. Spanish
- c. Hindi
- d. Mandarin Chinese
- e. Korean
- f. Vietnamese
- g. Arabic
- h. Other European
- Other (please specify)

24. Select the type of household you live in

- Live alone
- Shared housing (2 or more non related)
- Spouse/Partner only
- Spouse/Partner with children under 18 years
- Spouse/Partner with children 18 years and older
- Spouse/Partner with parent
- Spouse/Partner with children and parent

25. Which of the following ranges contains your household income?

- Under \$40,000
- \$40,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$250,000
- Over \$250,000

THANK YOU FOR YOUR TIME!

As a reward for your time and input, three lucky survey takers will each receive a \$100 VISA gift card. We will draw three winners at random from those who completed the survey and provided their email address. Winners will be selected at random. Winners will be notified via email on or about December 2, 2013. No purchase necessary, – must be over 18 to be eligible for the Visa gift card however, all ages may participate in the survey. This is sponsored by the City of Plano Planning Department and the Plano Tomorrow Project.



First and Last Name: _____

Email Address: _____