SURVEY 2 – SUMMARY RESULTS

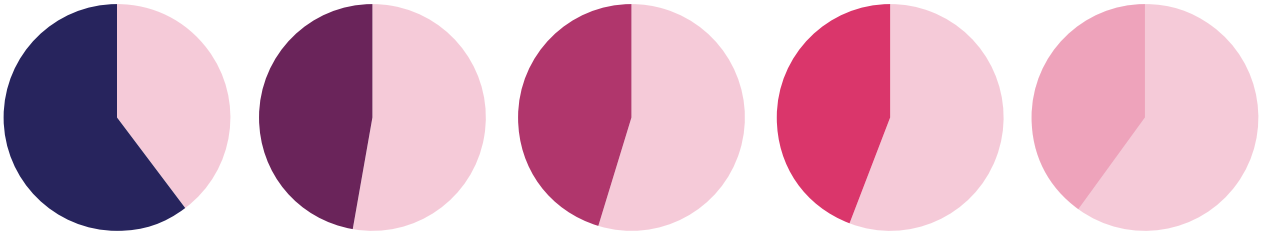
1 Compared to other places in the region, how likely are you to recommend Garland as a place to (weight average)

5 Visit
6 Live
6 Work
6 Shop, dine, attend a concert, etc.

2 How would you currently rate Garland on the following?

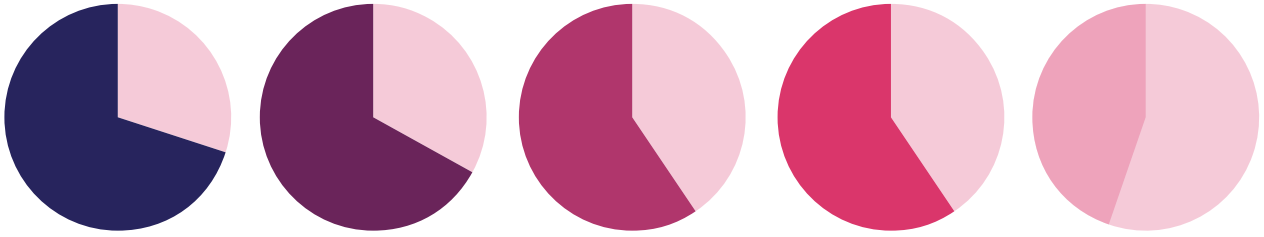
Public Safety – **ABOVE AVERAGE**
Government transparency and authenticity – **AVERAGE**
Civic pride and community involvement – **AVERAGE**
Open spaces, trails, and parks – **ABOVE AVERAGE**
Housing options and affordability – **AVERAGE**
Festivals and events – **AVERAGE**
Arts and culture – **AVERAGE**
Education and childcare options – **AVERAGE**
Overall appearance and appeal – **AVERAGE**
Public transportation – **AVERAGE**
Variety of shopping, dining, and entertainment - **AVERAGE**
Health and wellness – **AVERAGE**
Walkability/bike-ability
Quality of neighborhoods – **AVERAGE**
Street and corridor maintenance – **AVERAGE**
Ability to find a job and/or start a business – **AVERAGE**

3 What do you love about Garland? Choose your top 5 answers from the list.



Central location within the region **60.54%**
Community spirit and diversity **47.3%**
Housing options & affordability **45.41%**
A good place to raise a family **44.32%**
Public safety **40.00%**

4 What values do you believe represent Garland? Choose the top 5 values from the provided list.



Diversity **70.27%**

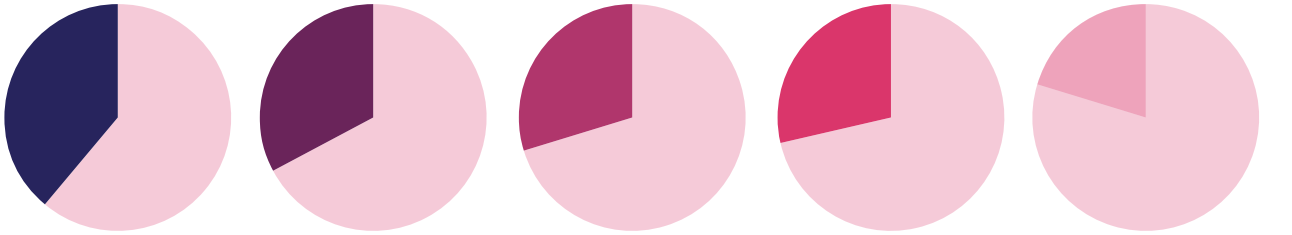
Family-oriented **67.03%**

Community **59.46%**

Hard-working **59.46%**

Growth **44.86%**

5 What are the assets you would like to preserve in Garland? Choose your top 3 assets from the list.



A good place to raise a family **38.92%**

Open spaces, trails, and parks **36.22%**

Community spirit and diversity **29.73%**

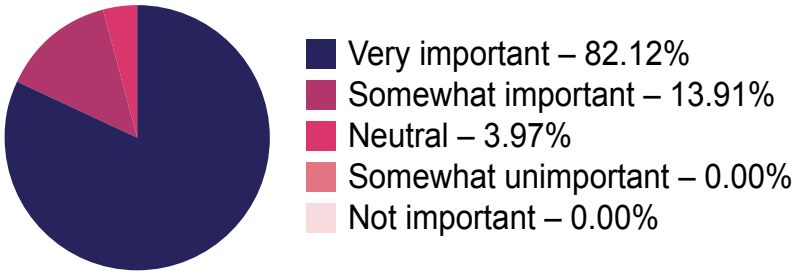
Housing options and affordability **28.65%**

Government transparency and authenticity **20.54%**

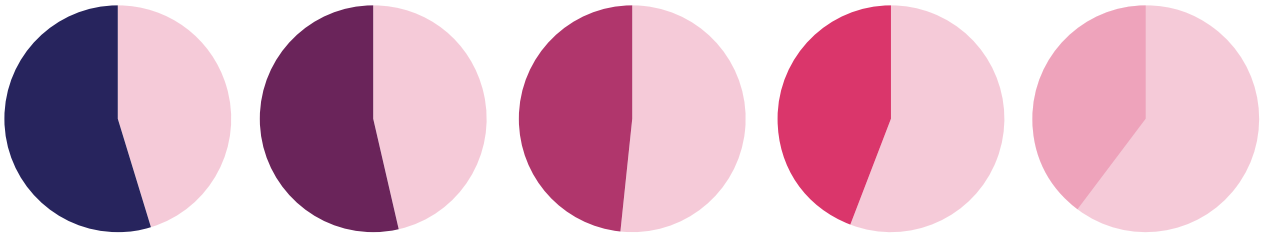
6 In a few words, what should Garland be known for?

A great place to live and raise a family
Diversity
Safe
Quality and variety in food
Affordable

7 How important is the long-term fiscal sustainability of the City of Garland to you?



8 In planning for the future, what should the City of Garland focus on? Choose your top 5 priorities from the list below.



Overall appearance and appeal of revitalization/ redevelopment
54.97%

Business attraction, retention, and development (economic dev)
53.64%

Street and corridor maintenance/ replacement
48.34%

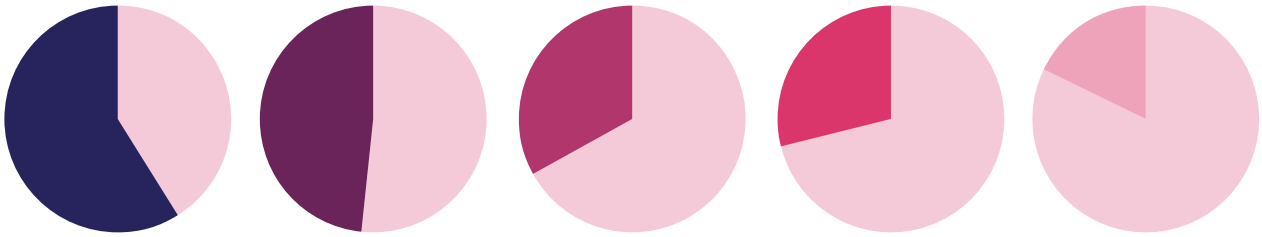
Public safety
44.37%

Code enforcement/ neighborhood preservation
43.71%

9 Garland should...

Make financial sustainability a priority – **STRONGLY AGREE**
Invest in infrastructure maintenance – **STRONGLY AGREE**
Improve overall appearance and appeal – **STRONGLY AGREE**
Prioritize revitalization and redevelopment – **STRONGLY AGREE**
Prioritize more medical options – **STRONGLY AGREE**
Make environmental sustainability a priority – **AGREE/STRONGLY AGREE**
Invest in projects that improve connectivity, safety, & conv. for people walking or biking – **AGREE**
Improve public safety – **AGREE**
Have a wider variety of shops and restaurants – **AGREE**
Invest in projects that improve vehicular mobility(traffic, capacity, parking, etc.) – **AGREE**
Promote accessibility, diversity, and inclusivity – **AGREE**
Support entrepreneurship and local businesses – **AGREE**
Improve access to public transit options – Strongly **AGREE**
Be a place with many different types of housing options for all different stages of life – **AGREE**
Improve recreational and active lifestyle opportunities – **AGREE**
Invest in attractions and amenities that turn Garland into a destination – **NEUTRAL**
Prioritize more education options – **NEUTRAL**
Communicate more often and across more platforms – **AGREE**
Encourage and invest in big, aspirational ideas, and projects – **AGREE**
Invest in more social, cultural, and entertainment opportunities – **AGREE**
Invest in more sports facilities/leagues - **NEUTRAL**

10 Which decision-making principles should decision-makers use as parameters when making city-wide/community decisions? Choose your top three (3) decision-making principles from the list.



Fiscal responsibility **58.94%**

Quality of life **48.34%**

Health and safety **33.11%**

Economic prosperity **29.14%**

Innovation and new ideas **17.88%**

11 As the community evolves and grows, what keywords or phrases do you think should be a part of Garland's long-range vision statement and guiding principles?

Diversity/diverse
Inclusive
Safe
Community
Growth

12 What are your big ideas for the future of Garland?

Activity centers

Multi-modal connections to desired community destinations

Public realm beautification and enhancement

Responsible, sustainable development and stewardship

Expansion of Downtown Garland and replication throughout the city

13 What issues or concerns do you have that may impact growth and development in Garland over the next 10-15 years?

Garland's sub-standard image and reputation compared to other municipalities in the region

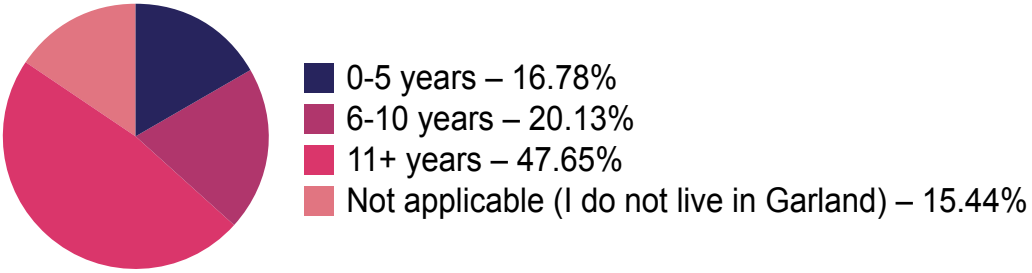
Responsible maintenance of existing infrastructure before accepting new infrastructure

Innovative ideas to repurpose buildings/areas into more vibrant, attractive spaces

14 Please check all that apply.

I LIVE IN GARLAND	82.43%
I OWN A RESIDENTIAL PROPERTY IN GARLAND	64.86%
I WORK IN GARLAND	46.62%
I AM AN EMPLOYEE OF THE CITY OF GARLAND	20.95%
I LIVE SOMEWHERE OTHER THAN GARLAND	10.14%
I SERVE(D) ON ANOTHER BOARD/COMMISSION IN GARLAND	8.78%
I OWN A BUSINESS IN GARLAND	6.76%
I RENT A HOME IN GARLAND	4.05%
I SERVE OR SERVED ON GARLAND'S CITY COUNCIL	2.70%
I SERVE OR SERVED ON GARLAND'S PLAN COMMISSION	1.35%
I AM A PROPERTY DEVELOPER IN GARLAND	0.68%

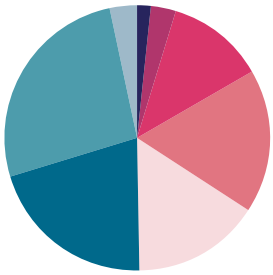
15 How much longer do you plan to live in Garland?



16 What is your race and/or ethnicity? Select all that apply.

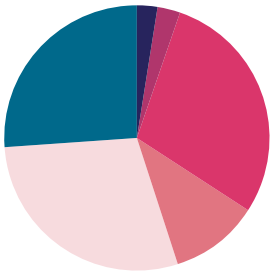
AMERICAN INDIAN	1.36%
MIDDLE EASTERN OR NORTH AFRICAN	0.68%
ASIAN	3.40%
NATIVE HAWAIIAN OR PACIFIC ISLANDER	0.00%
BLACK OR AFRICAN AMERICAN	7.48%
WHITE	77.55%
HISPANIC OR LATINO	14.29%
OTHER	2.72%

17 How old are you?



- Under 18 – 2.01%
- 18-24 – 3.36%
- 25-34 – 12.75%
- 35-44 – 18.79%
- 45-54 – 16.78%
- 55-64 – 22.15%
- 65-74 – 28.41%
- 75+ - 3.36%

18 What best describes you?



- I'm a high school student - 2.68%
- I'm a student at a post-secondary school (undergraduate/graduate programs, technical school, or similar) - 2.68%
- I'm an adult with children under 18 living at home – 28.19%
- I'm an adult with children 18 or over living at home – 10.74%
- I'm an adult with children 18 or over who do not live at home. – 28.19%
- I'm an adult with no children – 25.50%

19 What are your primary modes of transportation? Select all those you use weekly for trips to work, the grocery store, amenities, etc.

20 In what ways, would you be willing to invest more of your time and energy into making Garland better? Please select all that apply.

VOLUNTEERING AT EVENTS, FESTIVALS, SPORTS GAMES, AND OTHER CITY OR COMMUNITY INITIATIVES	54.33%
VOLUNTEERING FOR CLEANUPS, PAINTING, AND MAINTENANCE PROJECTS THAT BENEFIT THE COMMUNITY	53.54%
LEADING OR PARTICIPATING IN NBHD INITIATIVES	45.67%
GATHERING AND SHARING INFORMATION FROM THE CITY	36.22%
RUNNING FOR AND SERVING FOR/ON CITY BOARDS AND COMMISSIONS	26.77%
DONATING RESOURCES FOR EVENTS, FESTIVALS, SPORTS GAMES, AND OTHER CITY OR COMMUNITY INITIATIVES	19.69%
INVESTING IN LOCAL ENTREP AND SMALL DEVELOPERS	13.39%
OTHER	12.60%