

CITY OF SAGINAW

EVENT COPY

2021 COMMUNITY SURVEY REPORT



Saginaw, Texas
March 2021

Prepared by Kimley-Horn



Survey Summary

- 377 Responses
- 4 Weeks (2/8/2021-3/8/2021)
- 18 Questions
- Averaged 10 Minutes to Complete

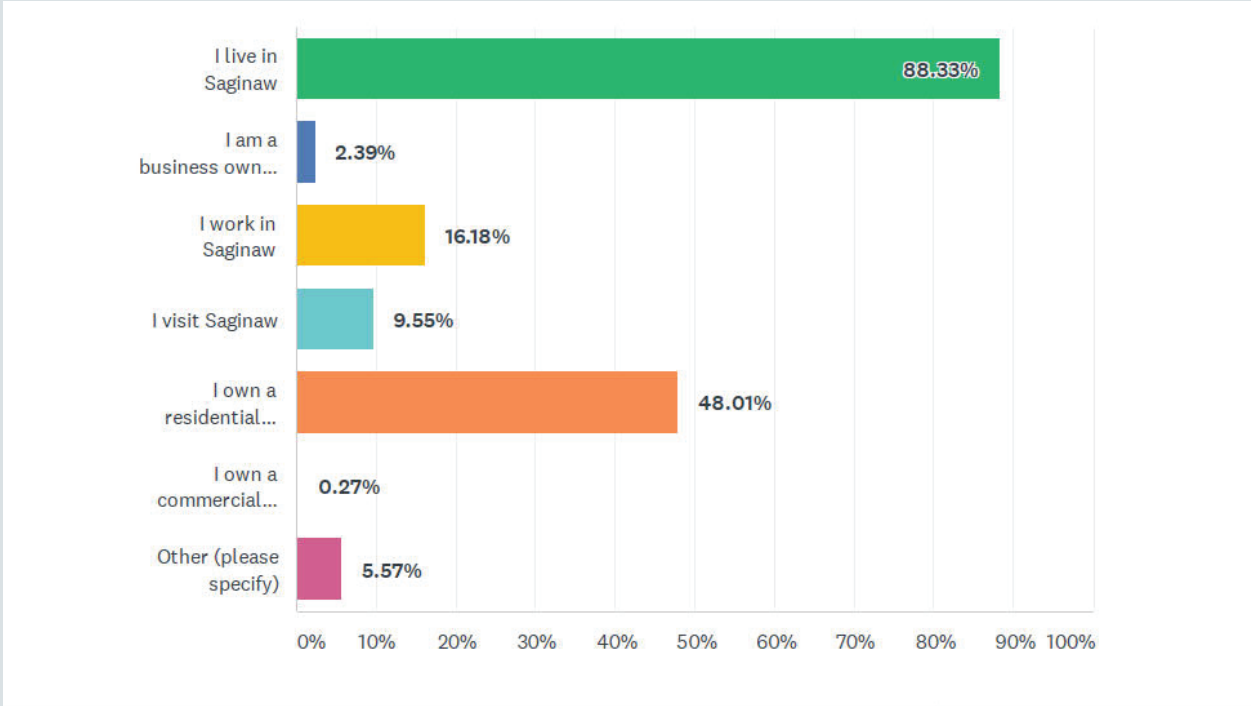
The Community Survey illustrates that Saginaw is a community with high levels of satisfaction and who take pride in the city’s small town feel, and there are big hopes for more good things to come in Saginaw. Major strengths of Saginaw include the parks and recreation opportunities, the small town feel, and the City’s growth and economic development. As the city continues to grow in population, new businesses and ongoing economic development will continue to be seen as a positive, but respondents want growth to be done in a planned and strategic way. Saginaw’s infrastructure, including roads, traffic, and drainage, was the top weakness in the Survey, so special attention to infrastructure as Saginaw grows is on the city’s near and long-term horizon. Respondents want more unique, dine-in restaurants, shops, and activities in Saginaw . Overall, the community is happy with the way things are in Saginaw, but they would like a few improvements and are concerned about future growth.

Feedback Themes:



Displayed words are based on an aggregate of how many times it was used within respondent's full sentence. Words are not meant to be interpreted as full phrases.

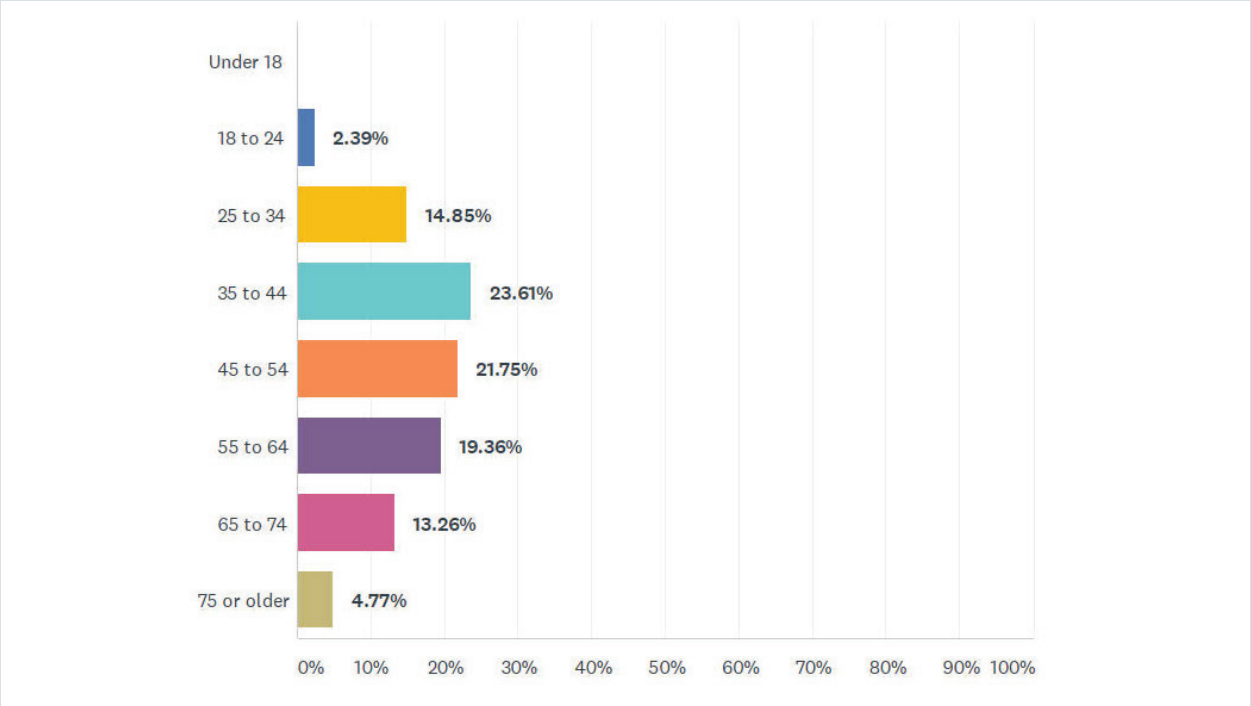
Q1: Which of the following best characterize your role(s) in Saginaw? (check all that apply)



ANSWER CHOICES	RESPONSES	
I live in Saginaw	88.33%	333
I am a business owner in Saginaw	2.39%	9
I work in Saginaw	16.18%	61
I visit Saginaw	9.55%	36
I own a residential property in Saginaw	48.01%	181
I own a commercial property in Saginaw	0.27%	1
Other (please specify)	5.57%	21
Total Respondents: 377		

Analysis Note:
Approximately 88 percent of respondents live in Saginaw. Of the respondents who reported living in Saginaw, just over half reported owning their home, which suggests a significant number of respondents rent their home in Saginaw. Approximately 16 percent of respondents work in Saginaw, illustrating that the people who do live in Saginaw commute to other areas for employment, are retired, or are otherwise not in the workforce at this time. Approximately 10 percent of respondents visit Saginaw, and others reported living along the city limits or in close proximity to the city.

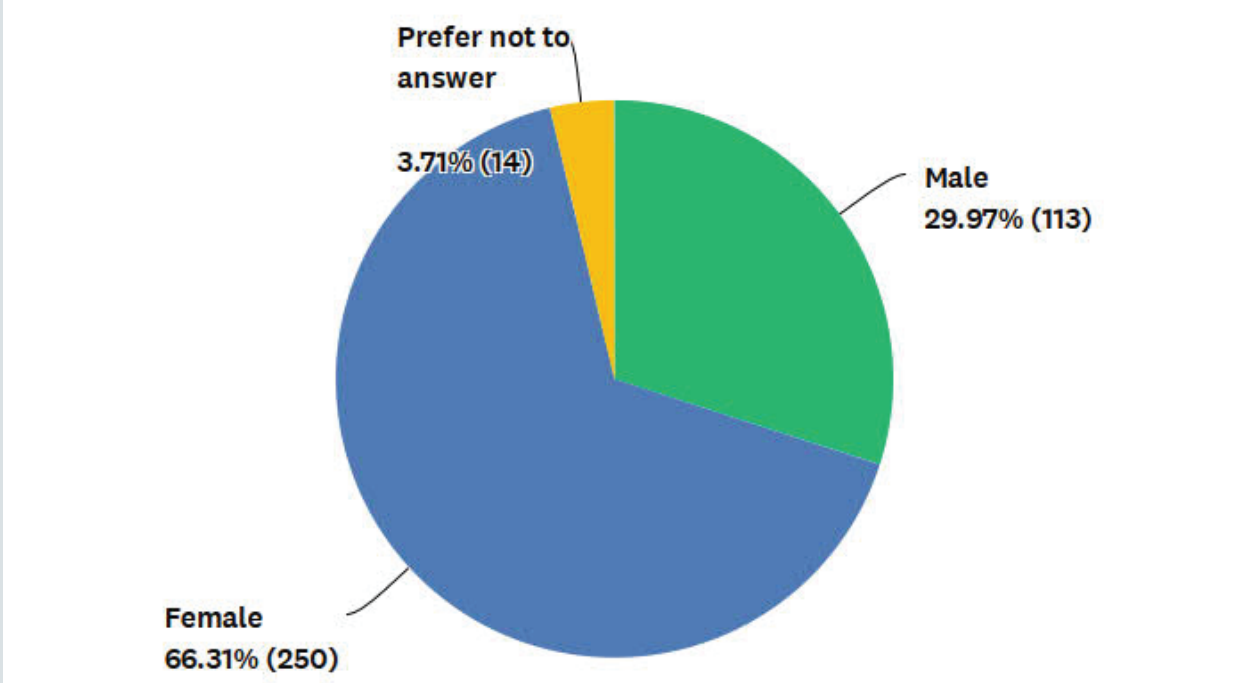
Q2: What is your age?



ANSWER CHOICES	RESPONSES	
Under 18	0.00%	0
18 to 24	2.39%	9
25 to 34	14.85%	56
35 to 44	23.61%	89
45 to 54	21.75%	82
55 to 64	19.36%	73
65 to 74	13.26%	50
75 or older	4.77%	18
TOTAL		377

Analysis Note:
The largest age group of respondents were in the 35 to 44 age category (24 percent), and 18 percent of respondents were over the age of 65 which is more than Tarrant county; no respondents were under the age of 18.

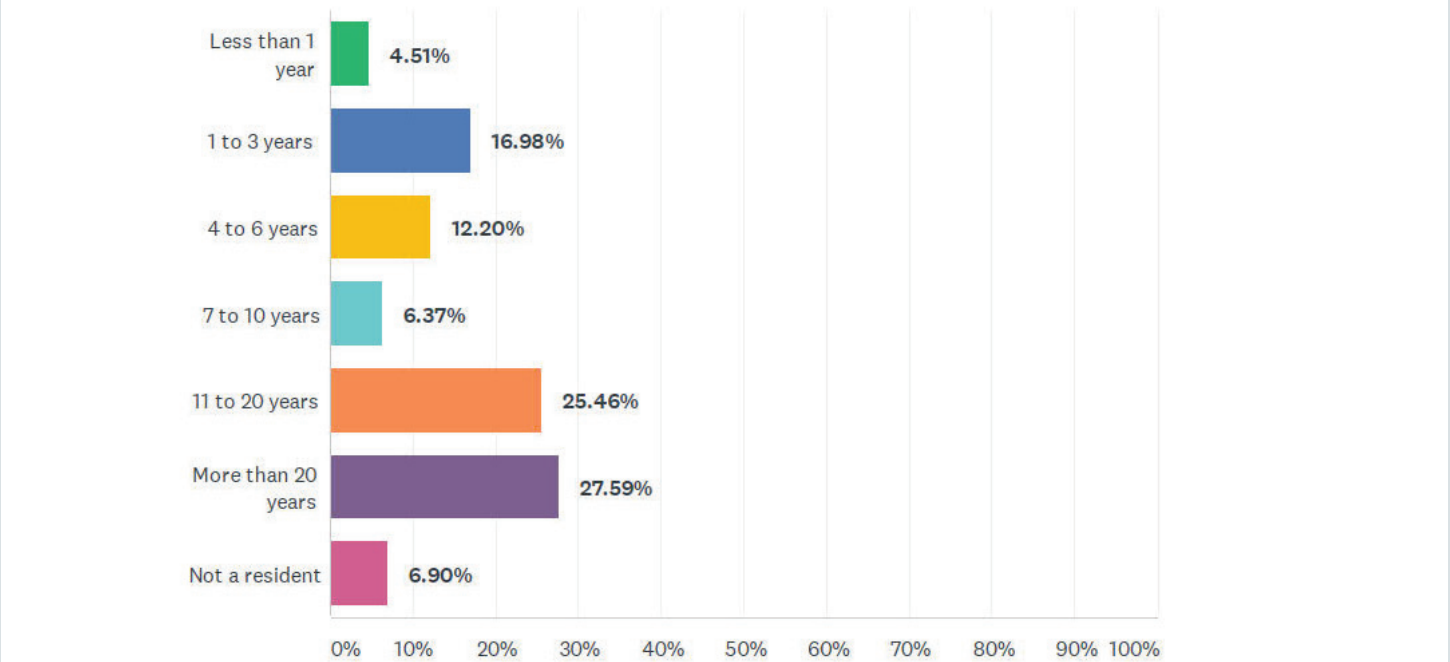
Q3: What is your gender?



ANSWER CHOICES	RESPONSES	
Male	29.97%	113
Female	66.31%	250
Prefer not to answer	3.71%	14
Other (please specify)	0.00%	0
TOTAL		377

Analysis Note:
More females took the Community Survey than males. Since online surveys are publicly distributed and are available for broad participation, they are typically free from gender bias in terms of opportunity to complete the survey. Voluntary surveys are typically completed at a higher rate by females than males, and research suggests that females will often complete a survey for the family. This distribution of respondent gender is common. Saginaw has more females than males according to available demographic data.

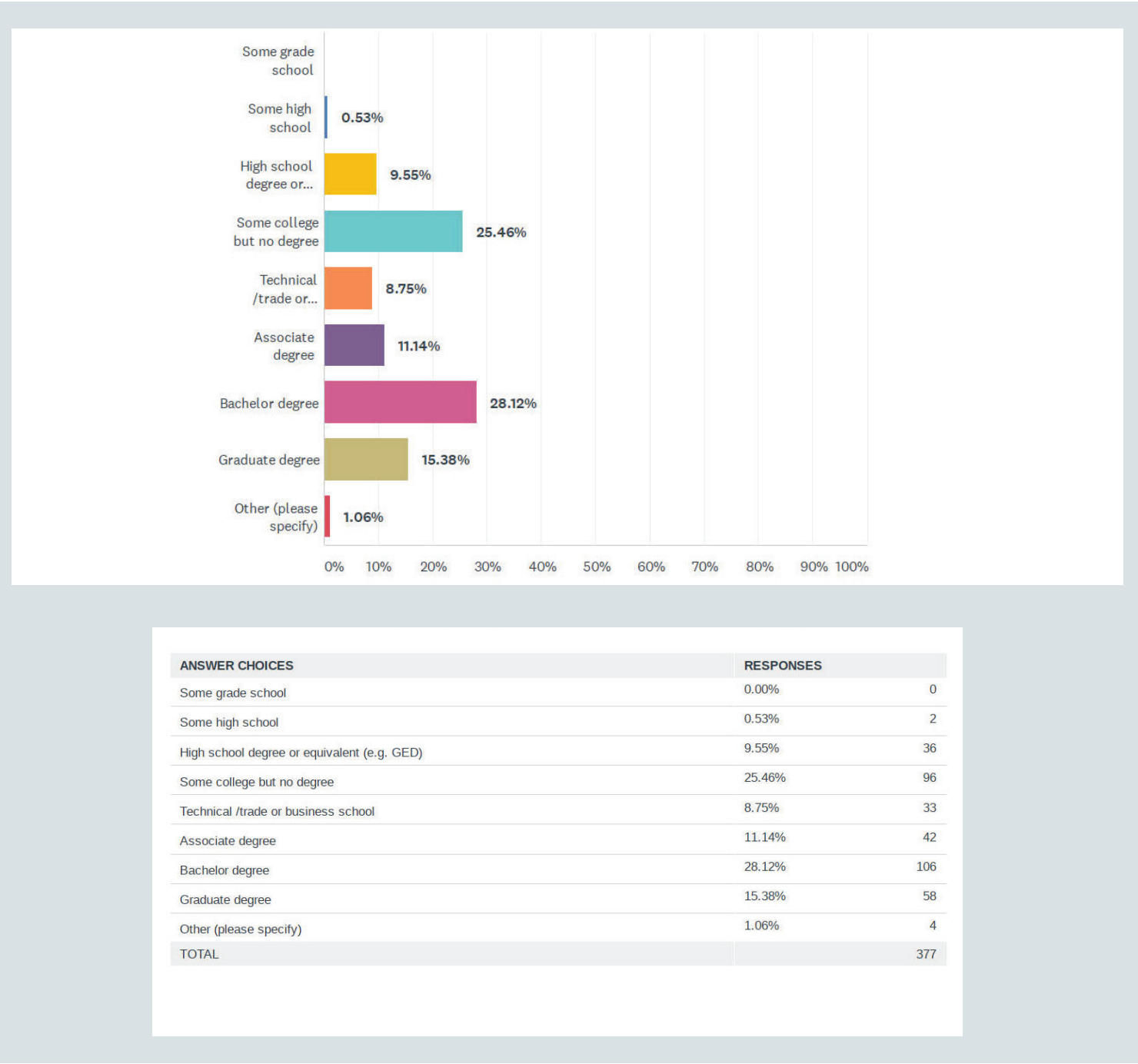
Q4: How long have you lived in Saginaw?



ANSWER CHOICES	RESPONSES	
Less than 1 year	4.51%	17
1 to 3 years	16.98%	64
4 to 6 years	12.20%	46
7 to 10 years	6.37%	24
11 to 20 years	25.46%	96
More than 20 years	27.59%	104
Not a resident	6.90%	26
TOTAL		377

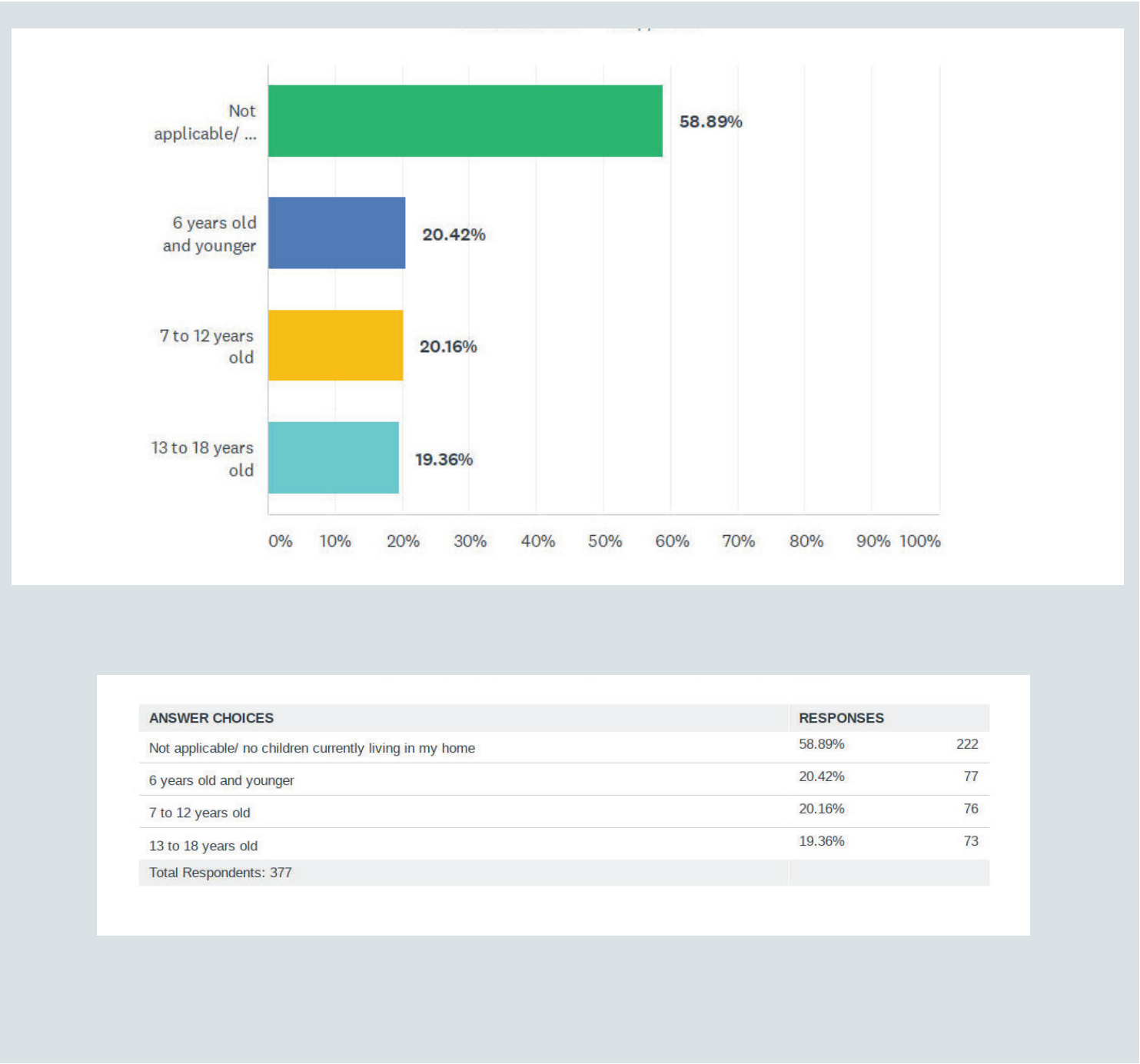
Analysis Note:
Tenure in the community is of mixed distribution, but approximately 53 percent of respondents have lived in Saginaw for 11 years or more. The survey feedback reflects that Saginaw is a growing community, but it also shows retention of residents who move to Saginaw.

Q5: What is the highest level of school you have completed or the highest degree you have received?



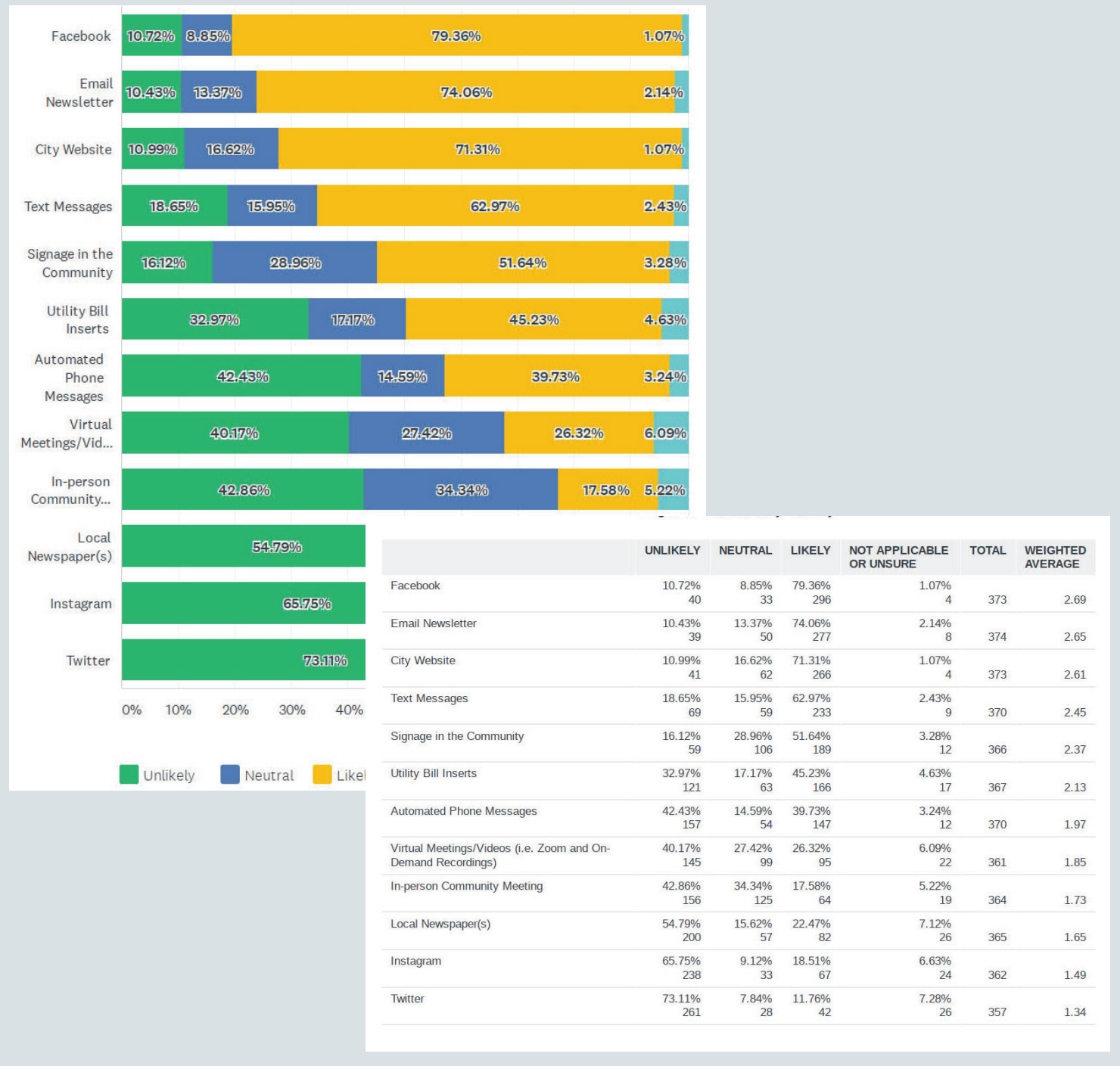
Analysis Note:
Approximately 89 percent of respondents have post-secondary education, and approximately 44 percent of respondents have a bachelor’s degree or higher. The distribution of educational attainment reflects a population with more schooling than average in Tarrant County.

Q6: If you have children under the age of 19 currently living in your home, what age(s) are they? (check all that apply)



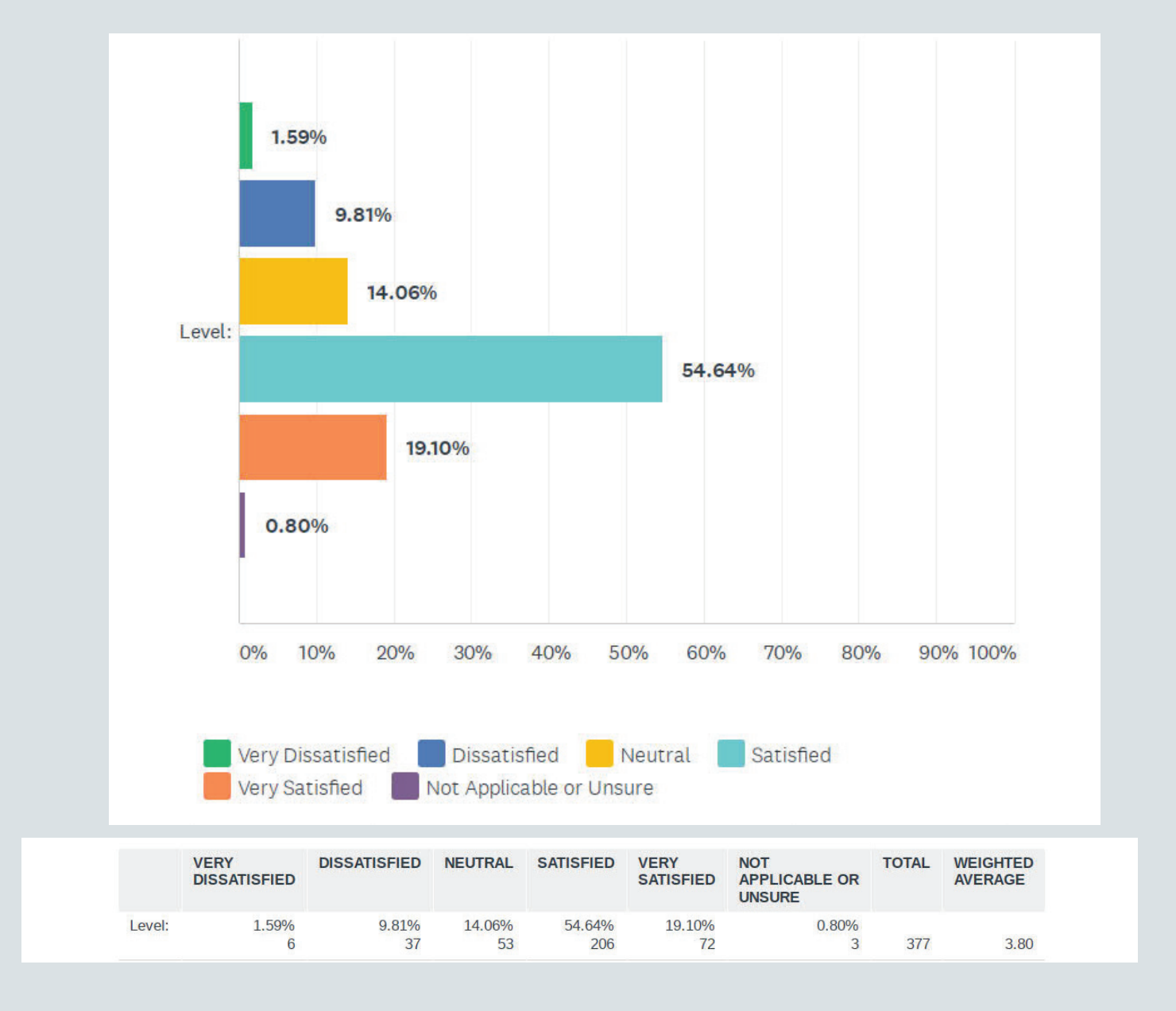
Analysis Note:
Approximately 59 percent of respondents do not have children living in the home, and those with children living in the home are generally evenly distributed amongst the three age groups. While the majority of respondents do not have children in the home, residents can still have visitors or grandchildren (etc.) who may want to utilize park facilities and other family-friendly amenities. Addition of family-friendly amenities can be a driver of economic development.

Q7: Please indicate if you are likely to utilize the following sources to receive communications from the City:



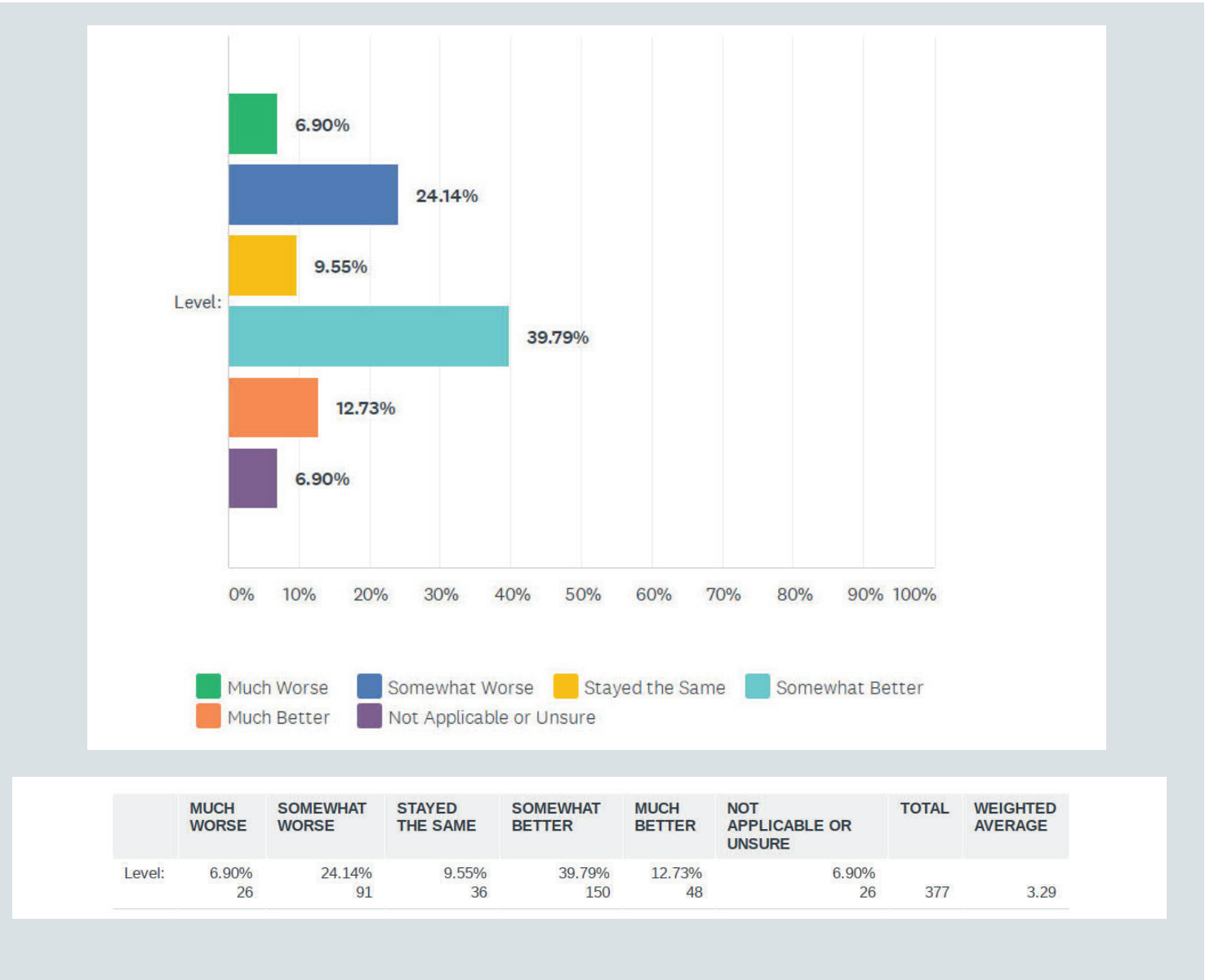
Analysis Note:
Respondents are most comfortable with Facebook (79 percent likely), Email Newsletters (74 percent likely), and the City Website (71 percent likely) to receive information from the City. From there, likely to use communication preferences drop, with residents least likely to use Twitter, Instagram, or Local Newspapers for City communication. Broad distribution of important updates is best practice.

Q8: Please indicate your overall level of satisfaction with the quality of life in Saginaw:



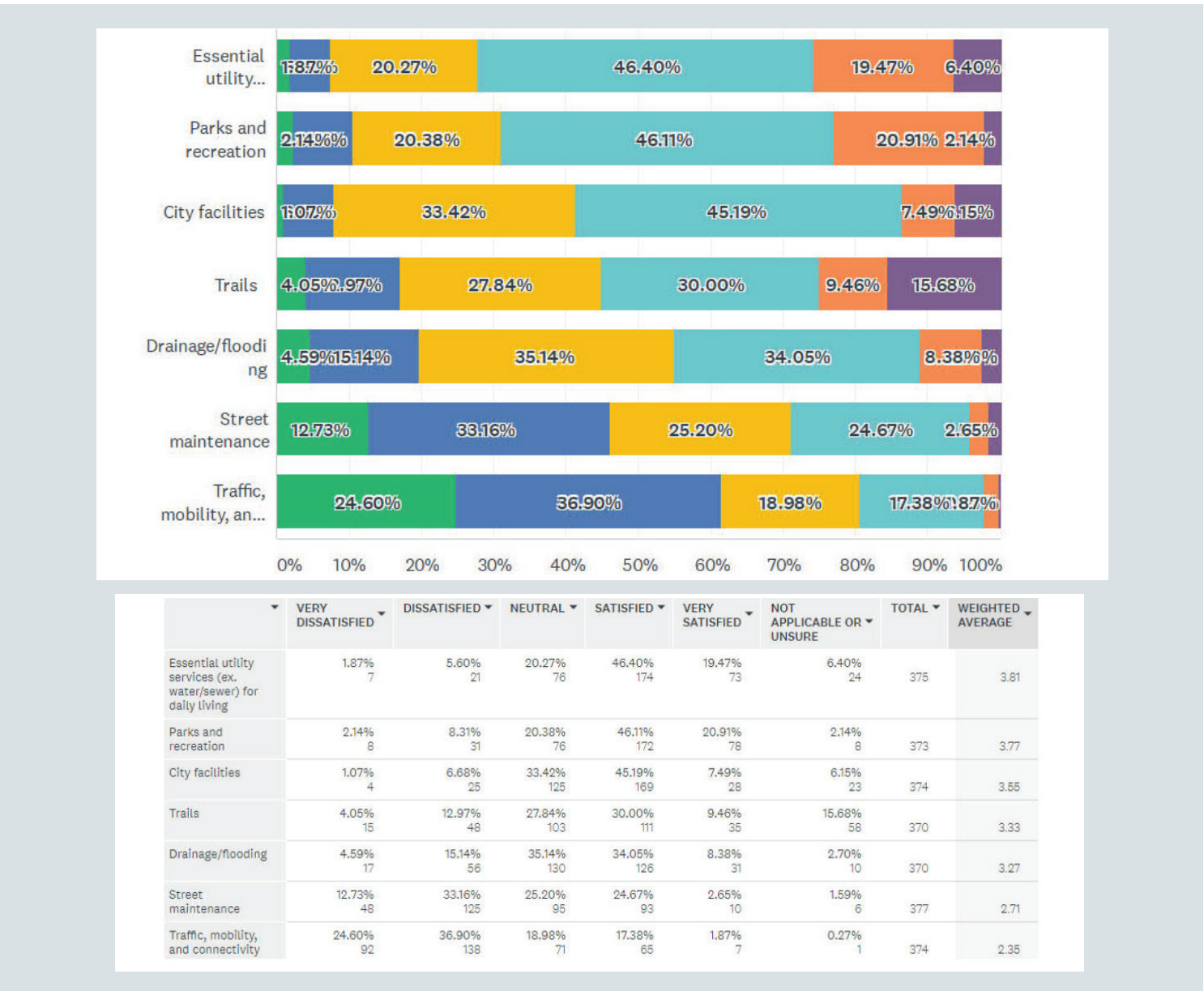
Analysis Note:
Quality of life in Saginaw is high with approximately 74 percent of respondents reporting a positive level of satisfaction (“Very Satisfied” or “Satisfied”). The positivity rate jumps to approximately 89 percent when “Neutral” responses are included. The category with the highest number of responses is “Satisfied,” gathering a 55 percent response rate. Approximately 11 percent reported being “Very Dissatisfied” or “Dissatisfied” with the quality of life in Saginaw, but only six respondents of that share answered they are “Very Dissatisfied.” There is not a statistical correlation between length of tenure in Saginaw and overall level of satisfaction.

Q9: Which of the following best describes changes in Saginaw, as a community, over the last five years or so:



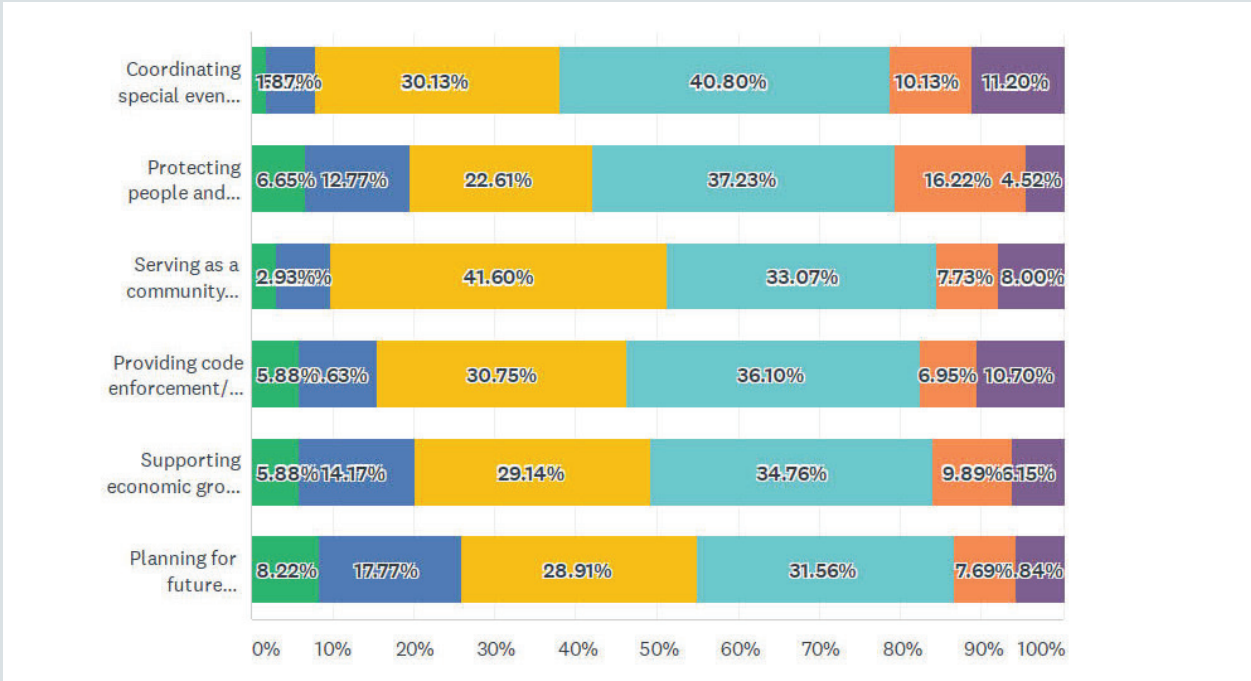
Analysis Note:
Respondents provided mixed feedback to the changes seen in Saginaw over the past five years or so, but over half of respondents (approximately 53 percent) describe the changes positively (i.e. “Much Better” or “Somewhat Better”). Approximately 31 percent indicate changes as “Much Worse” or “Somewhat Worse.” All other responses reported that Saginaw “Stayed the Same,” they were unsure, or the question was not applicable to them. Positive write-in comments mentioned growth, economic development, infrastructure improvements, new businesses, new restaurants, and the construction of the Bailey Boswell overpass. Negative comments pertained to the continuing need for more economic development, in addition to the aesthetic improvements.

Q10: Please indicate your level of satisfaction with the following infrastructure-related items within the City in the last five years or so:



Analysis Note:
Survey respondents are most satisfied with “Essential Utility Services (Water/Sewer) for Daily Living” and “Parks and Recreation.” Also reflected as some of the highest weaknesses (Q13), “Street Maintenance” and “Traffic, Mobility, and Connectivity” received the highest dissatisfaction rates for changes over the last five years or so. Parks and Recreation received the second highest satisfaction rate, with many respondents also mentioning parks and recreation as a top strength of Saginaw (Q12). High levels of “Neutral” are seen throughout the categories, and this can reflect a lack of awareness regarding changes in the community in these categories. This is an opportunity to market the work being done in Saginaw to gather more definitive feedback responses on future surveys.

Q11: Please indicate your level of satisfaction with the following City services over the last five years or so:



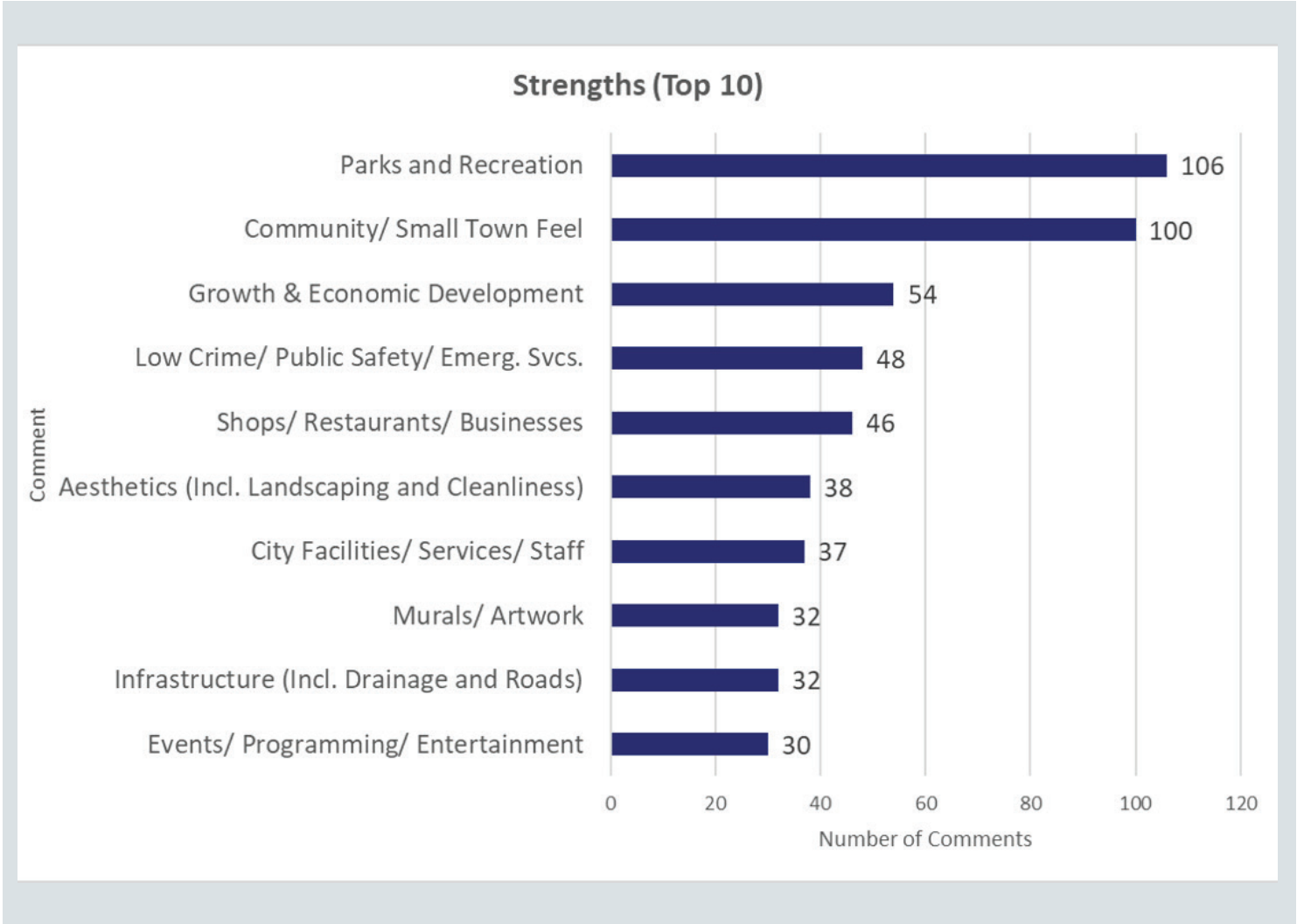
	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	SATISFIED	VERY SATISFIED	NOT APPLICABLE OR UNSURE	TOTAL	WEIGHTED AVERAGE
Coordinating special events and festivals	1.87% 7	5.87% 22	30.13% 113	40.80% 153	10.13% 38	11.20% 42	375	3.58
Protecting people and property (i.e. safety)	6.65% 25	12.77% 48	22.61% 85	37.23% 140	16.22% 61	4.52% 17	376	3.46
Serving as a community information and resource center	2.93% 11	6.67% 25	41.60% 156	33.07% 124	7.73% 29	8.00% 30	375	3.39
Providing code enforcement/animal control	5.88% 22	9.63% 36	30.75% 115	36.10% 135	6.95% 26	10.70% 40	374	3.32
Supporting economic growth and prosperity	5.88% 22	14.17% 53	29.14% 109	34.76% 130	9.89% 37	6.15% 23	374	3.30
Planning for future development	8.22% 31	17.77% 67	28.91% 109	31.56% 119	7.69% 29	5.84% 22	377	3.14

Analysis Note:
The highest levels of satisfaction for City services over the last five years or so are for “Coordinating Special Events and Festivals” and “Protecting People and Property (i.e. Safety).” Write-in comments mention the community events, farmers market, and food trucks as strengths of Saginaw. In addition, “Low Crime/ Public Safety/ Emerg. Svcs.” was one of the top strengths as well. All categories received generally positive feedback, but “Serving as a Community Information and Resource Center” received the highest feedback of “Neutral” – this being a potential opportunity for the City to increase its marketing of information to the community. While the results show “Protecting People and Property (i.e. Safety)” as the second highest level of satisfaction, there are also concerns of declining safety with a growing population, as reflected in the top threats (Q15).



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

Q12: Please list one or two top strengths of Saginaw. What is Saginaw doing right? What are Saginaw’s biggest assets? (State as simply as possible - ex. “pretty buildings” instead of “the buildings are pretty, and I like them a lot.”)



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

CONTINUED
Q12: Please list one or two top strengths of Saginaw. What is Saginaw doing right? What are Saginaw’s biggest assets?

Analysis Notes:

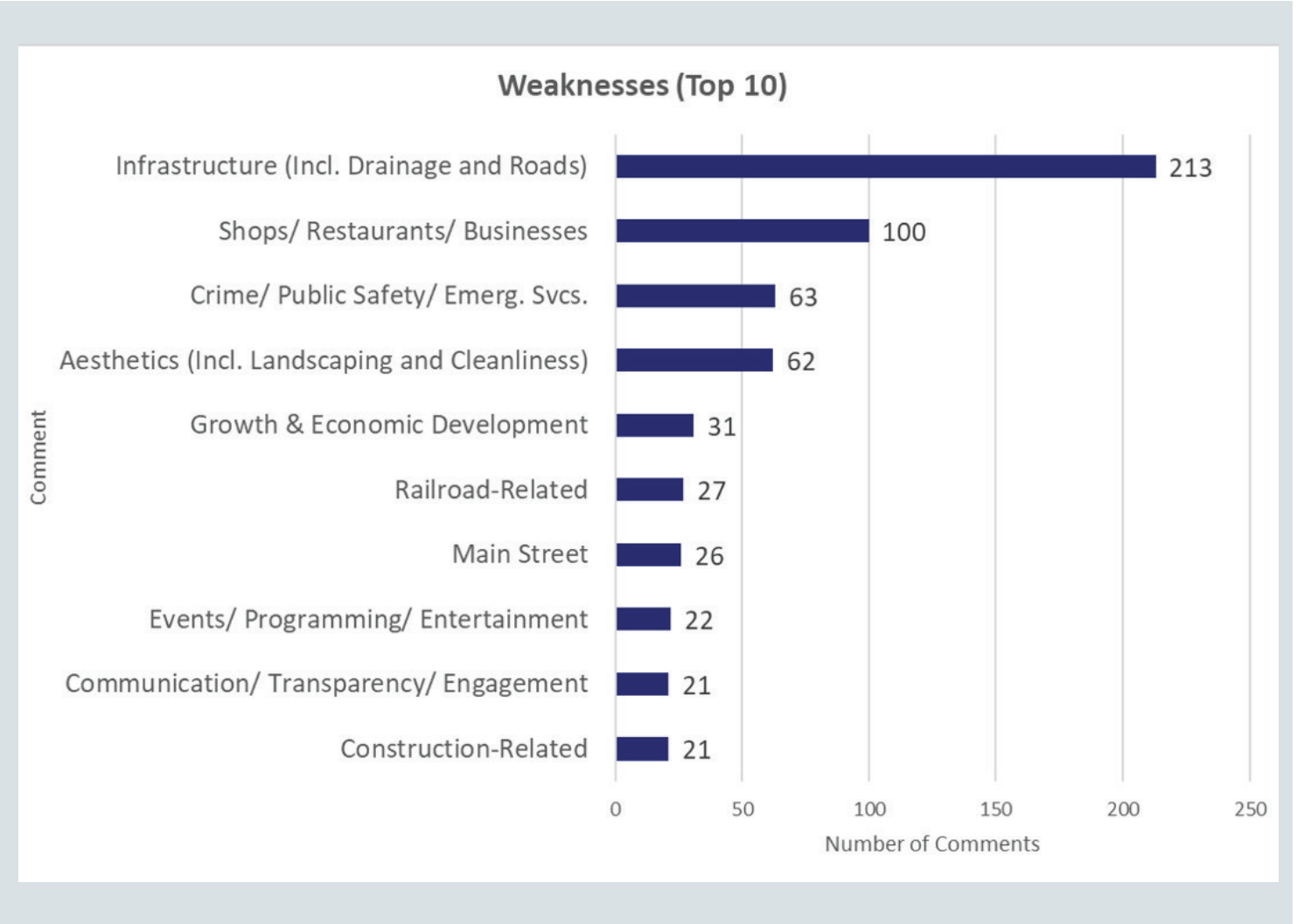
Saginaw possesses many strengths that were identified in the Community Survey. The number one strength recognized by respondents was the high-quality parks and recreation opportunities found in Saginaw. Respondents think the parks are well-maintained and have great amenities. They are appreciative of the recent improvements constructed in Chisholm Ridge Park and Willow Creek Park. The recently constructed children’s playground is also a highlight for the community. Overall, respondents are very pleased with the amount and quality of Saginaw’s park and recreation infrastructure, although it will show up again as a top opportunity.

The second major strength for Saginaw is its community/small town feel. Survey respondents enjoy living in a tight-knit community and enjoy the small town atmosphere. Respondents are loyal to local business and shop owners, and they would like to see more local shops, restaurants, and retail (a major opportunity shared). The local library has activities for children and teens to be involved in. There are many examples of Saginaw providing a family-friendly environment to all who come to live or visit that were highlighted, and this creates a strong sense of community for the city. Respondents recognize the importance of this character and would like to see it remain.

The third major strength classified was growth and economic development. Respondents are enjoying seeing new businesses and developments coming to Saginaw. These businesses are bringing new jobs and more revenue to the city, and they also provide more destinations for those who live nearby. Respondents recognize and appreciate this new development, and they are excited to see Saginaw continue to grow the local business base in a strategic manner.

Other strengths identified in the top 10 list include low crime, public safety, and emergency services (#4), shops, restaurants, and businesses (#5), and the aesthetics of the City, including landscaping and cleanliness (#6). Respondents are pleased with the quality of the police and emergency services and the safety of Saginaw, although it shows up again in the feedback as a top weakness and top threat as well. This reflects an opportunity to take a closer look at crime perceptions throughout the community through the planning efforts underway. The shops, restaurants, and businesses category closely relates to the growth and economic development discussion, where respondents enjoy the new dining and shopping opportunities in the City and want more of certain businesses (ex. local retail and sit down restaurants). Respondents are also pleased with the look and feel of the city, and praise the upkeep and maintenance efforts done to keep Saginaw looking beautiful, but that is another category that ends up as a top weakness and threat as well. Respondents indicated that certain areas of Saginaw are in more need of beautification than others, but the strengths indicate the beauty and great aesthetics of some areas, including the murals on Saginaw Boulevard.

Q13: Please list one or two top weaknesses of Saginaw. What is Saginaw not doing so well? What does Saginaw need to improve? (State as simply as possible - ex. “ugly buildings” instead of “the buildings are ugly, and I don’t like them at all.”)



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

CONTINUED
Q13: Please list one or two top weaknesses of Saginaw. What is Saginaw not doing so well? What does Saginaw need to improve?

Analysis Notes:

The top weakness identified in Saginaw relates to Infrastructure (Including Drainage and Roads). Survey respondents are concerned with road maintenance and upkeep, such as drainage issues and run-down conditions on Saginaw Boulevard (# 7 weakness). Respondents attribute many of the maintenance issues to the large presence of heavy trucks on Saginaw’s roadway system. This category also covers respondent’s concerns about traffic in Saginaw and the associated delays caused by the railways (# 6 weakness). Traffic congestion is seen as a weakness, as well as traffic light timing, specifically on Saginaw Boulevard. Another weakness identified in Saginaw related to infrastructure is railroad related concerns which includes train noise and traffic congestion related to the railroad.

The second weakness identified in the Community Survey is Shops/Restaurants/Businesses. Respondents want to see more dining options and locally-owned shops in Saginaw. Respondents acknowledge there is a presence of fast-food restaurants, but they are more interested in seeing local, dine-in restaurants and coffee shops-- variety in what is available. Respondents also want to see more shopping options and unique destinations to spend their free time. They are uninterested in the typical suburban development patterns that include strip center shops, auto shops, and fast-food restaurants. They would rather see unique, local experiences special to Saginaw.

The third weakness identified is Crime/Public Safety/Emergency Services. Although a similar category showed up as a top strength, respondents are concerned there may be a lack of police patrol throughout neighborhoods and a rise in crime. Respondents are interested in seeing an enhanced police presence and safety improvements throughout Saginaw.

Other major weaknesses identified include Aesthetics (including Landscaping and Cleanliness) (#4), Growth and Economic Development (#5), Events/Programming/Entertainment (#8), Communication/ Transparency/Engagement (#9), and Construction-Related issues (#10). Respondents are concerned about the aesthetics and maintenance of the City and would like to see additional efforts put into enhancing the city’s appearance. Aesthetics and Growth/Economic Development were also listed as top strengths categories in the feedback reflecting a potential for additional discussions on which components to these areas are preferred versus not preferred.

Q14: Please list one or two top opportunities Saginaw can pursue within the next 10 to 15 years. What ideas do you have to make Saginaw better? What does Saginaw need that it doesn't have already? (State as simply as possible - ex. "construct more buildings" instead of "we should construct more buildings because I think more buildings would be great.")



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

CONTINUED
Q14: Please list one or two top opportunities Saginaw can pursue within the next 10 to 15 years. What ideas do you have to make Saginaw better? What does Saginaw need that it doesn't have already?

Analysis Notes:

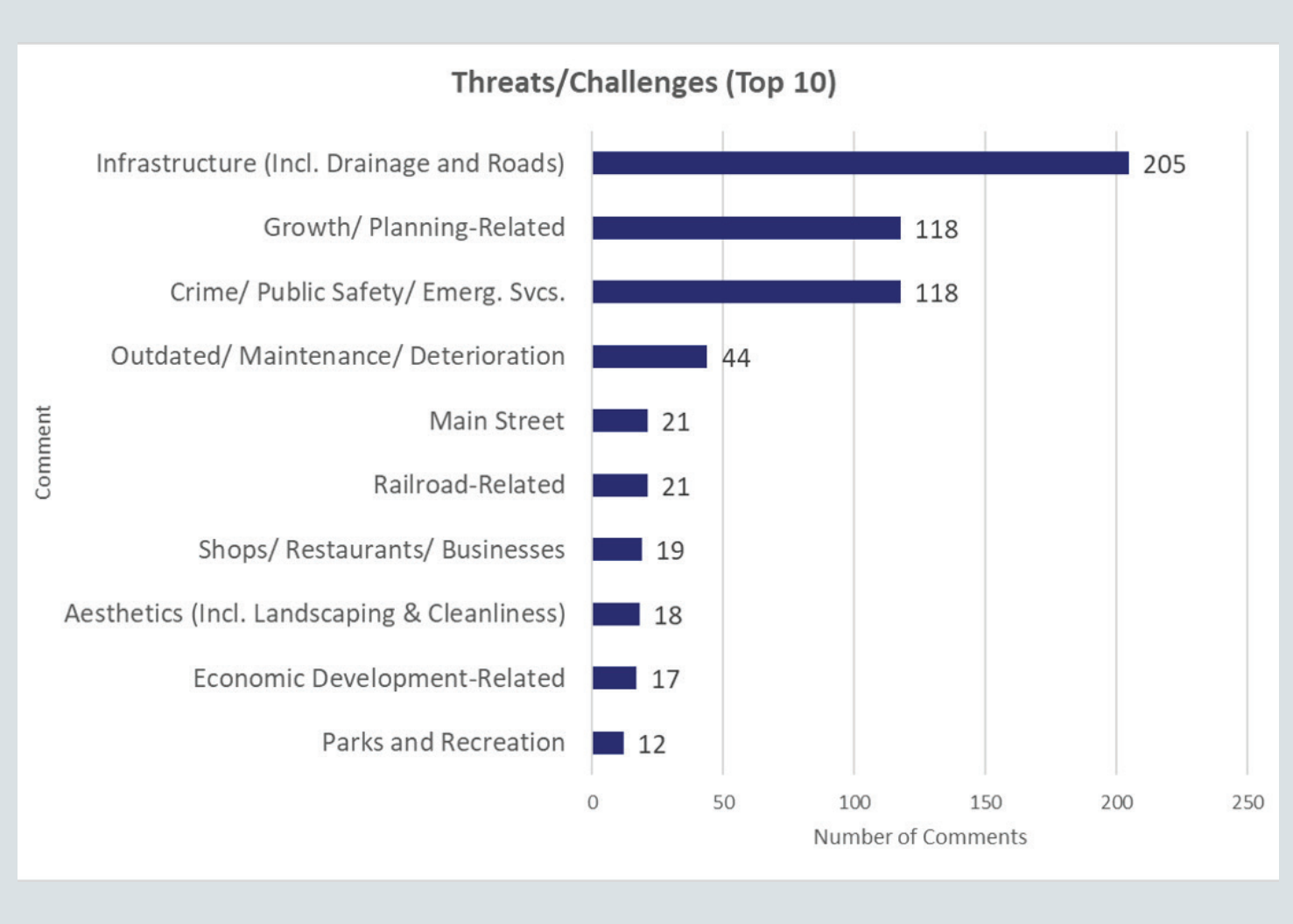
There was one opportunity category that was mentioned over 100 more times than any other category: Shops/Restaurants/Businesses. Many survey respondents see a great opportunity to attract more commercial and dining opportunities to Saginaw. Respondents want to see shopping centers, small businesses, upscale dining, coffee shops, grocery stores (such as an H-E-B or Sprouts), and local boutiques. Survey respondents are yearning for things to do locally and note that Saginaw's residents are spending their money in neighboring cities. This category relates to the Grocery Store category (#9), which also was seen as an opportunity for Saginaw.

The second largest opportunity seen in Saginaw is Infrastructure (incl. Drainage and Roads). Respondents see opportunities in road repairs, traffic improvements, and infrastructure along major corridors, such as Saginaw Boulevard. Saginaw Boulevard was a prominent theme in the Survey, showing up across all four categories (murals as a strength), and made it to the eighth spot on the opportunities list. It was clear to respondents, however, that more than just the roadway was an opportunity-- there are additional opportunities for revitalization of the properties along Saginaw Boulevard.

The third major opportunity for Saginaw consists of Parks and Recreation. Respondents are interested in seeing more parks and trails in the city. Other unique ideas were mentioned, such as a splash pad, a fishing pond, a recreation center, a golf course, or a water park. Adding park amenities in existing parks were also discussed, such as adding park benches or new playgrounds.

Other opportunities seen in Saginaw include Events/Programming/Entertainment (#4), Aesthetics (Including Landscaping and Cleanliness) (#5), Crime/Public Safety/emergency Services (#6), Stop Growth/less Growth/Less Housing (#7), Downtown/Gathering Space (#10).

Q15: Please list one or two top threats or challenges Saginaw has in the next 10 to 15 years? What can affect Saginaw negatively if not taken care of? What should be planned to prevent or avoid to the greatest extent possible? (State as simply as possible - ex. “condition of buildings” instead of “the condition of our buildings has the potential to negatively impact us in the near future.”)



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

CONTINUED
Q15: Please list one or two top threats or challenges Saginaw has in the next 10 to 15 years? What can affect Saginaw negatively if not taken care of? What should be planned to prevent or avoid to the greatest extent possible?

Analysis Notes:

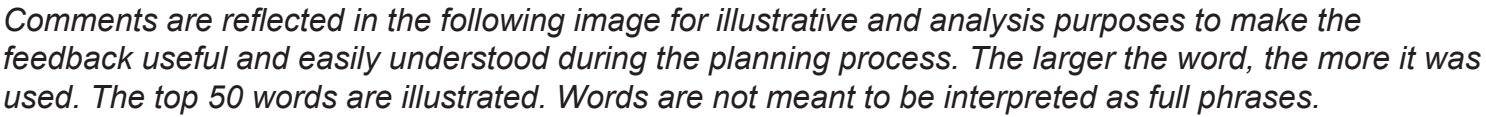
The top challenge identified in the Community Survey was Infrastructure (Including Drainage and Roads). Respondents have concerns that continued heavy truck usage on local streets and increased traffic will have a negative impact on future growth and attracting businesses to Saginaw, and traffic was a major theme in the comments. Street maintenance, seen in many of the other categories, is seen as a threat to Saginaw’s longevity, beauty, and sustainability as a city. Outdated/Maintenance/Deterioration (#4) was a top challenge mentioned and comments regarding the general maintenance and look of the city and the buildings were identified as having a potential negative impact on Saginaw’s future. Saginaw Boulevard’s traffic and street maintenance, as well as its aesthetics were a top challenge (#5).

The second largest threat/challenge identified in the Survey related to Growth/Planning. Respondents expressed concerns about over-development and over-crowding with traffic and infrastructure at top of mind. Proactive and strategic planning to ensure growth occurs in the best locations and is consistent with what the community wants are interests of respondents.

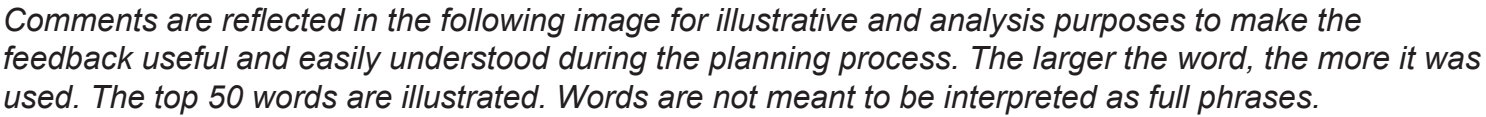
The third major challenge identified is Crime/Public Safety/Emergency Services. Respondents listed concerns about keeping up with increasing crime as population continues to grow. As this topic is also listed as a major strength in Saginaw, it represents an opportunity to explore safety in Saginaw, perceptions, and areas where people feel safe versus areas that feel unsafe.

In general, respondents stated that growth and development could be a threat to Saginaw if not planned for and accommodated through proper infrastructure and safety measures. Respondents are looking for a more modern and updated Saginaw, with safety, economic vibrancy, amenities, and beautification at the forefront in years to come.

Q16: OPTIONAL: Every city is unique and has its own personality. What do you think the character or soul of Saginaw is? How would you describe Saginaw if it were a person?



Q17: OPTIONAL: This won't be the last opportunity for input, but please provide any additional comments or feedback you have about what should be addressed in Saginaw's future planning efforts or other ideas you have.





MARCH 2021
SAGINAW, TX

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Expect More. Experience Better.