

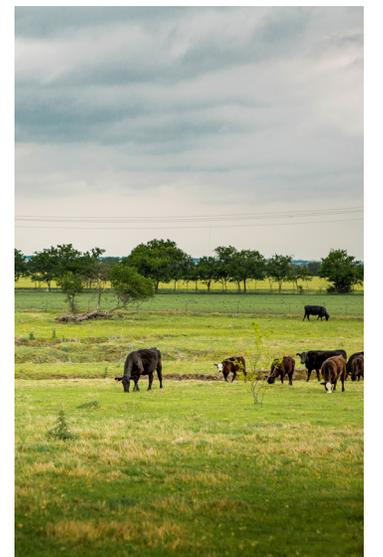
CITY OF CELINA

2020 CELINA COMMUNITY SURVEY REPORT

AUGUST 2020
CELINA, TX



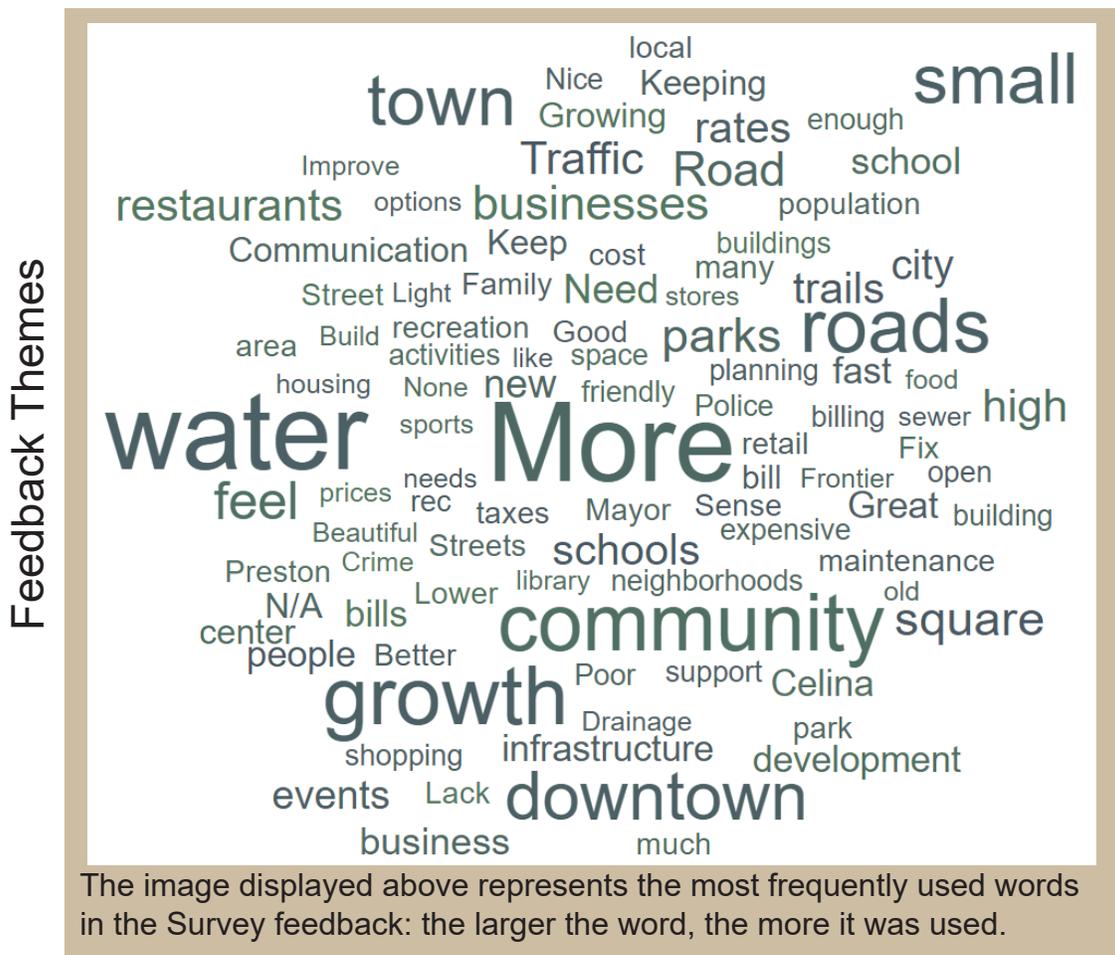
Life Connected.



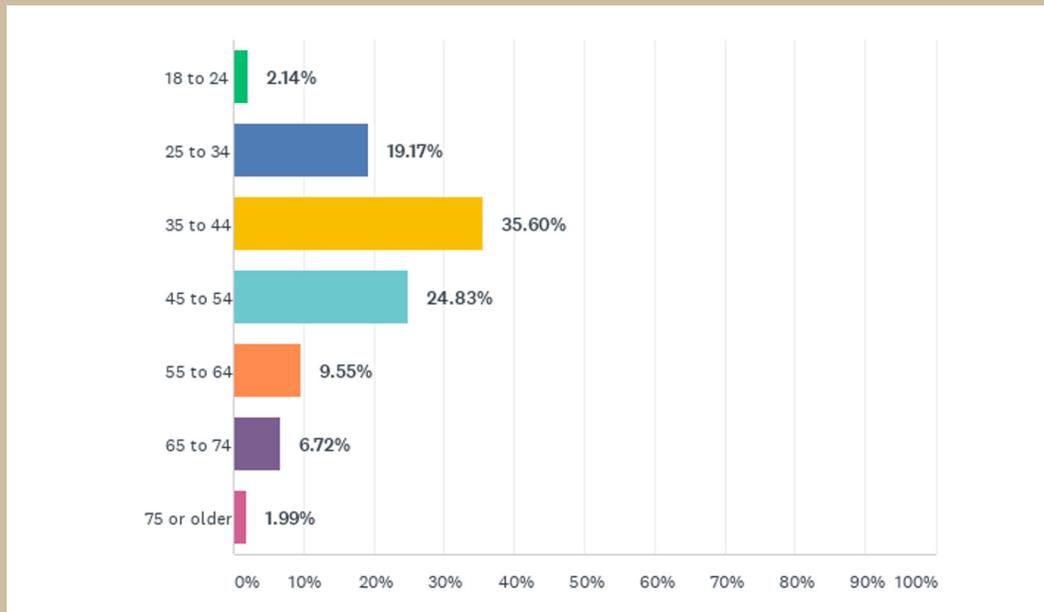
Survey Summary

- 1,309 Responses (6.1% of Estimated 2020 Population)
- 4 Weeks (5/27/2020-6/25/2020)
- 15 Questions
- Averaged 7 Minutes to Complete

The 2020 Celina Community Survey had a phenomenal response rate, with more than three times a healthy minimum for a city (i.e. two percent) and 550 more responses than the 2018 Survey, which also had a high response rate. The Survey asked the community for their thoughts and opinions of current events, trends, and happenings within Celina. Overall the Survey respondents are pleased with the current economic development and planning efforts in Celina, especially in terms of Downtown and supporting local businesses, and there is an interest in seeing the City continue to explore additional opportunities to strengthen Downtown, expand parks and recreation amenities, and improve infrastructure. Respondents also feel Celina embraces a strong sense of community with a small town feel. Weaknesses and threats related to fears of losing the sense of community and rural character with rapid and unplanned growth. There were also concerns expressed about the high cost of City utilities, especially water. Through this Survey, Celina is able to more accurately respond to the community's needs and vision for the future, in addition to understanding how the efforts of the City have been perceived so far. With this Survey Report in hand, the community can prioritize what comes next and what the vision for the future holds.



Q1: What is your age?



ANSWER CHOICES	RESPONSES
18 to 24 (1)	2.14% 28
25 to 34 (2)	19.17% 251
35 to 44 (3)	35.60% 466
45 to 54 (4)	24.83% 325
55 to 64 (5)	9.55% 125
65 to 74 (6)	6.72% 88
75 or older (7)	1.99% 26
TOTAL	1,309

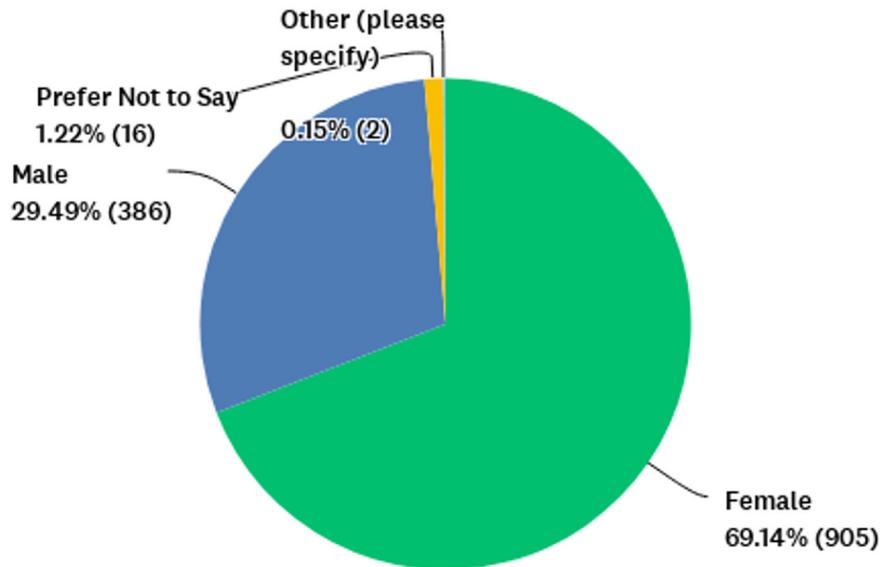
Versus 2018 Survey:

Age distributions were similar, but there is more than double the percentage of respondents between 18 and 24, some increase in 35 to 44, and a decrease in percentage of respondents over age 55.

Analysis Notes:

There was a typical distribution for age groups of respondents for Celina's demographics, with the most respondents between the ages of 35 and 44.

Q2: What is your gender?



ANSWER CHOICES	RESPONSES	
Female (1)	69.14%	905
Male (2)	29.49%	386
Prefer Not to Say (3)	1.22%	16
Other (please specify) (4)	Responses 0.15%	2
TOTAL		1,309

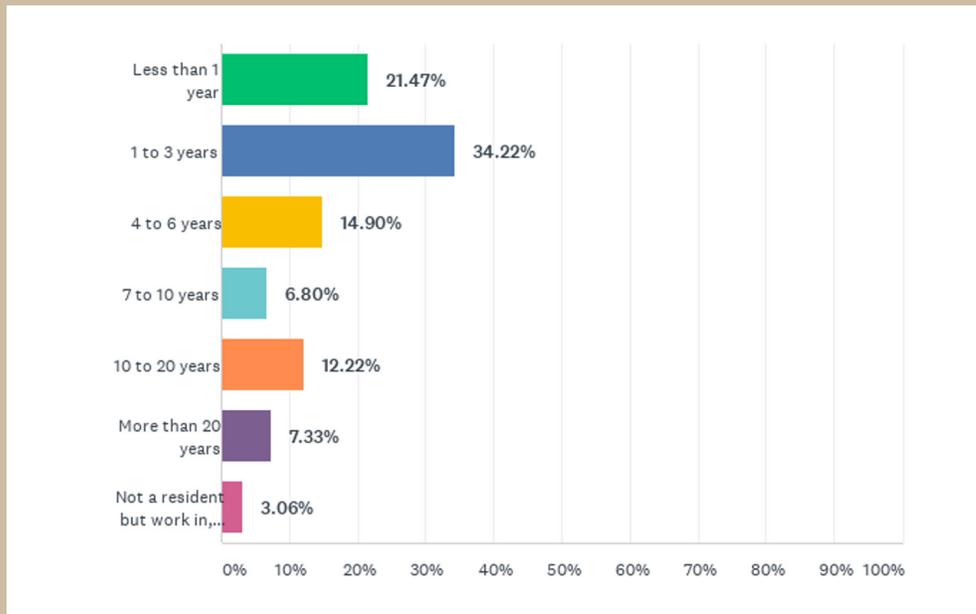
Versus 2018 Survey:

The answer choices were edited from 2018 to include not only male and female but also “prefer not to say” and “other,” which gathered 18 respondents between the two options. The 2020 Community Survey saw an increase in percentage of participation from females versus other gender groups with a rise in 13 percent from 2018.

Analysis Notes:

Female participants were a majority of the respondents (69%). Although online public surveys are generally free from gender bias since they are available for broad participation, voluntary surveys are typically completed at a higher rate by females than males and other gender groups, so this gender response distribution is common. It is common for females to complete the survey for the family.

Q3: How long have you lived in Celina?



ANSWER CHOICES	RESPONSES
Less than 1 year (1)	21.47% 281
1 to 3 years (2)	34.22% 448
4 to 6 years (3)	14.90% 195
7 to 10 years (4)	6.80% 89
10 to 20 years (5)	12.22% 160
More than 20 years (6)	7.33% 96
Not a resident but work in, own property in, or visit Celina (7)	3.06% 40
TOTAL	1,309

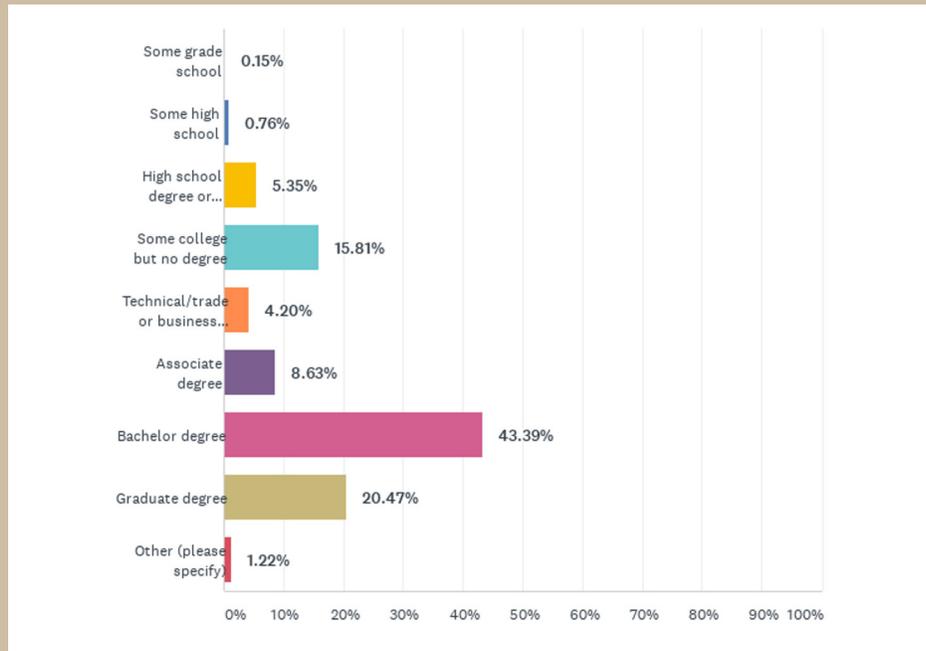
Versus 2018 Survey:

More than half of respondents (55%) have lived in Celina for less than four years, with a significant increase in those who have resided in Celina from one to three years (10% increase from 2018). In 2018, exactly half (50%) of respondents had lived in Celina for less than four years.

Analysis Notes:

The survey feedback, combined with the 2018 and 2015 survey feedback, reflects the continued growth that Celina has experienced over the recent years. Approximately 55% of the survey respondents have lived in Celina for less than four years, which is a high percentage of new residents. Approximately 67% of respondents who have lived in Celina less than four years are between the ages 25 and 44, reflecting Celina's current attraction ability to Millennials and Generation X.

Q4: What is the highest level of school you have completed or the highest degree you have received?



ANSWER CHOICES	RESPONSES
Some grade school (1)	0.15% 2
Some high school (2)	0.76% 10
High school degree or equivalent (e.g., GED) (3)	5.35% 70
Some college but no degree (4)	15.81% 207
Technical/trade or business school (5)	4.20% 55
Associate degree (6)	8.63% 113
Bachelor degree (7)	43.39% 568
Graduate degree (8)	20.47% 268
Other (please specify) (9)	Responses 1.22% 16
TOTAL	1,309

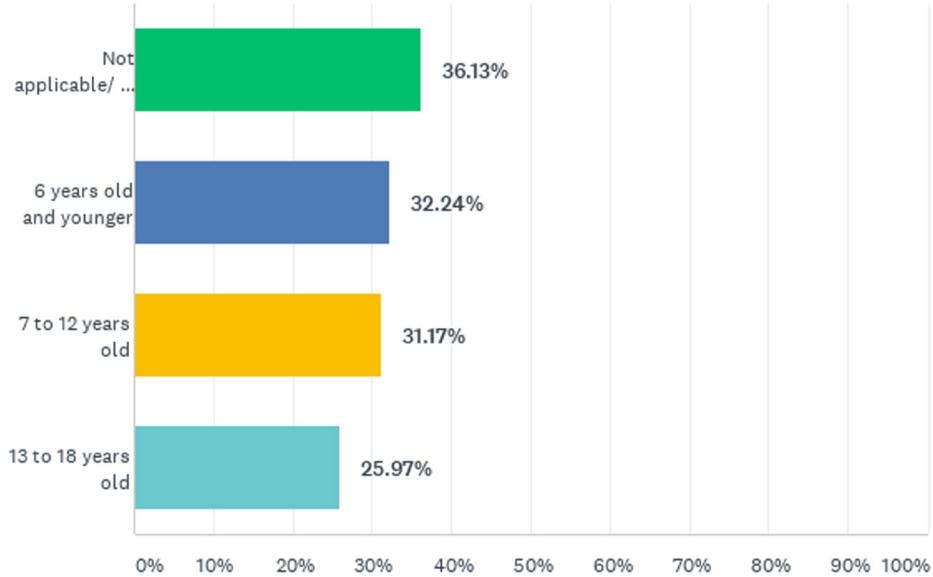
Versus 2018 Survey:

The distribution of education levels was similar. There was a slight increase in percentage of respondents who hold bachelor's degrees.

Analysis Notes:

Over 85 percent of respondents have some college education or college degrees.

Q5: If you have children under the age of 19 currently living in your home, what age(s) are they? Choose all that apply.



ANSWER CHOICES	RESPONSES	
Not applicable/ no children currently living in your home (1)	36.13%	473
6 years old and younger (2)	32.24%	422
7 to 12 years old (3)	31.17%	408
13 to 18 years old (4)	25.97%	340
Total Respondents: 1,309		

Versus 2018 Survey:

Similar responses were shown with a fairly even distribution of ages. There was a decrease in percentage of respondents who do not have children living in the home/question was not applicable, and there was an increase in percentage of respondents with children six years old and younger.

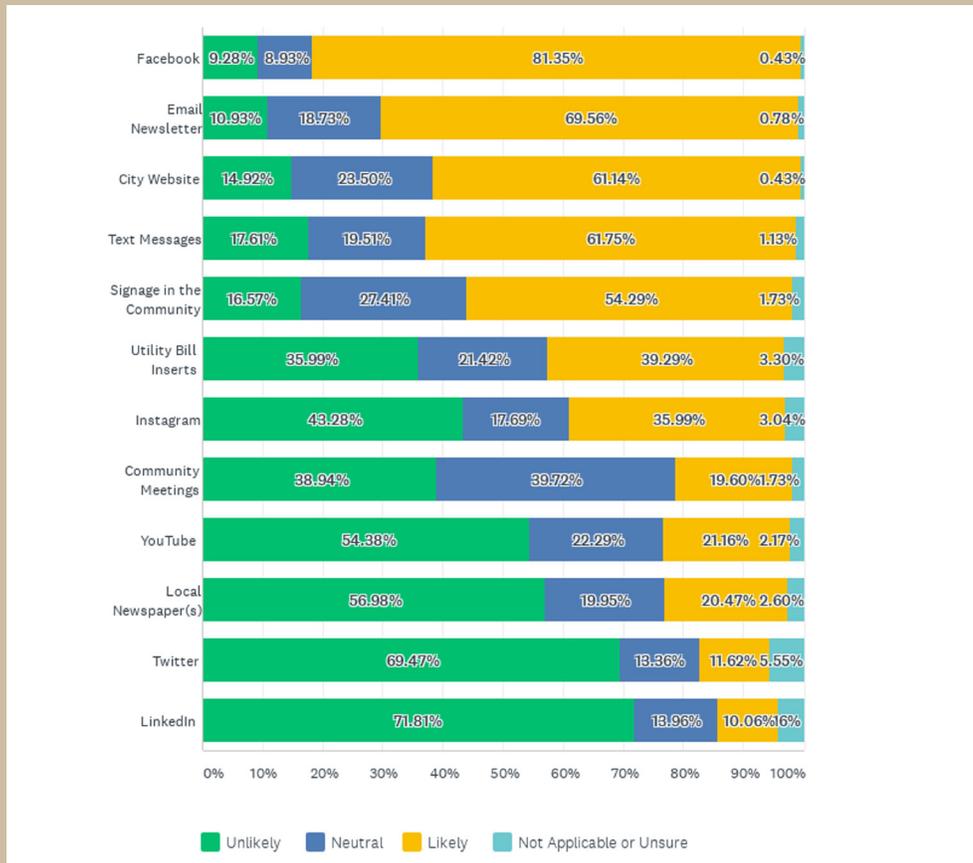
Analysis Notes:

The majority of respondents have at least one child living in the home. Approximately 74% of respondents who have lived in Celina less than four years have at least one child living in their home.



Preferences, Levels of Service, and Quality of Life

Q6: How likely would you be to utilize the following sources to receive communications from the City?



	UNLIKELY (1)	NEUTRAL (2)	LIKELY (3)	NOT APPLICABLE OR UNSURE	TOTAL	WEIGHTED AVERAGE
Facebook	9.28% 107	8.93% 103	81.35% 938	0.43% 5	1,153	2.72
Email Newsletter	10.93% 126	18.73% 216	69.56% 802	0.78% 9	1,153	2.59
City Website	14.92% 172	23.50% 271	61.14% 705	0.43% 5	1,153	2.46
Text Messages	17.61% 203	19.51% 225	61.75% 712	1.13% 13	1,153	2.45
Signage in the Community	16.57% 191	27.41% 316	54.29% 626	1.73% 20	1,153	2.38
Utility Bill Inserts	35.99% 415	21.42% 247	39.29% 453	3.30% 38	1,153	2.03
Instagram	43.28% 499	17.69% 204	35.99% 415	3.04% 35	1,153	1.92
Community Meetings	38.94% 449	39.72% 458	19.60% 226	1.73% 20	1,153	1.80
YouTube	54.38% 627	22.29% 257	21.16% 244	2.17% 25	1,153	1.66
Local Newspaper(s)	56.98% 657	19.95% 230	20.47% 236	2.60% 30	1,153	1.63
Twitter	69.47% 801	13.36% 154	11.62% 134	5.55% 64	1,153	1.39
LinkedIn	71.81% 828	13.96% 161	10.06% 116	4.16% 48	1,153	1.36

CONTINUED

Q6: How likely would you be to utilize the following sources to receive communications from the City?

Versus 2018 Survey:

Text messages and LinkedIn were added to the answer choices in 2020. In addition, the 2018 Survey options included “somewhat likely” and “somewhat unlikely,” but the options were simplified for survey simplicity in 2020 to just include “unlikely,” “neutral,” and “likely.” Four of the top five categories from 2018 (email newsletter, city website, signage, and utility bill inserts) all saw a decrease in preference. Facebook saw a significant increase of likely/very likely from 73 percent of respondents in 2018 to 81 percent of respondents in 2020, and text messages was a great new source to add to the Survey as it picked up 62 percent of respondents likely to prefer them for communications from the City. Write-in comments regarding communication and transparency were generally significantly more positive than comments in 2018, reflecting improvement in this area. As will be seen in the SWOT feedback later in the Report, communications/transparency/engagement went from a top weakness in 2018 to a top strength in 2020.

Analysis Notes:

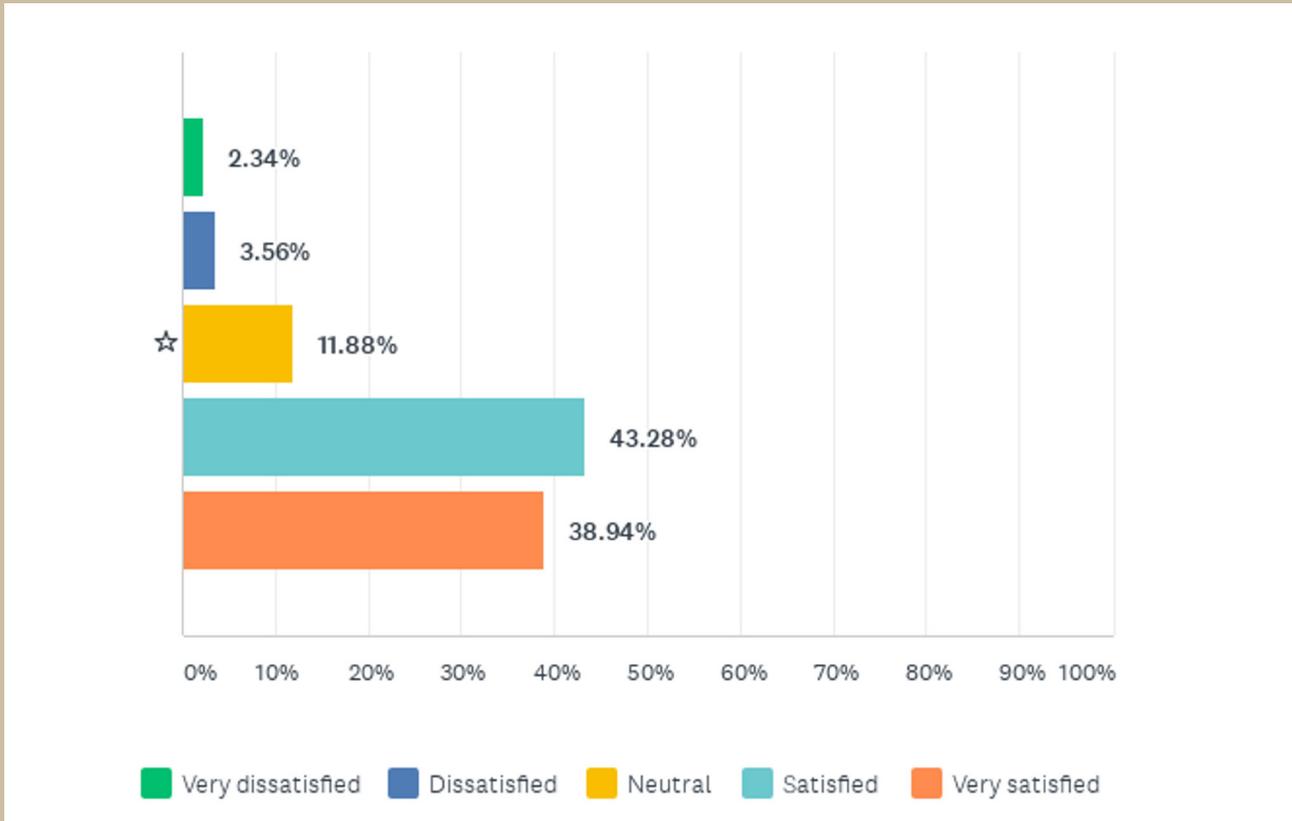
The top forms of preferred communication from the City are generally as follows:

1. Facebook
2. Email Newsletter
3. City Website
4. Text Messages
5. Signage in the Community

Many survey respondents noted the City’s communication through Facebook as a strength. In addition to City-specific outreach, the Mayor’s nightly Facebook Live meetings were mentioned numerous times, especially for updates on current and important information (ex. COVID-19 updates). Continued focus on utilizing resources on the top outreach preferences would greatly assist in addressing community feedback regarding the strengths and opportunities for increasing communication. The City’s email newsletter, Facebook, and website are all well-maintained and curated, which contributes to their success as top communication preferences within the community.

Although there are strong preferences for different communication sources, it is best practice for communication and engagement to occur across a litany of outlets, including those less used by some, such as local newspapers, Twitter, and LinkedIn. Those that rely on Twitter more heavily tend to be tech savvy, commercial users and business owners who could be looking for City communication on quality of life and transparency so it is important to recognize the need for broad communication for efforts such as economic development or engaging different demographics, yet focus in on Facebook, the Email Newsletter, the City website, and text messages for primary communication.

Q7: Please indicate your level of satisfaction with the quality of life in Celina, on a scale of 1 to 5 stars.



	VERY DISSATISFIED (1)	DISSATISFIED (2)	NEUTRAL (3)	SATISFIED (4)	VERY SATISFIED (5)	TOTAL	WEIGHTED AVERAGE
☆	2.34% 27	3.56% 41	11.88% 137	43.28% 499	38.94% 449	1,153	4.13

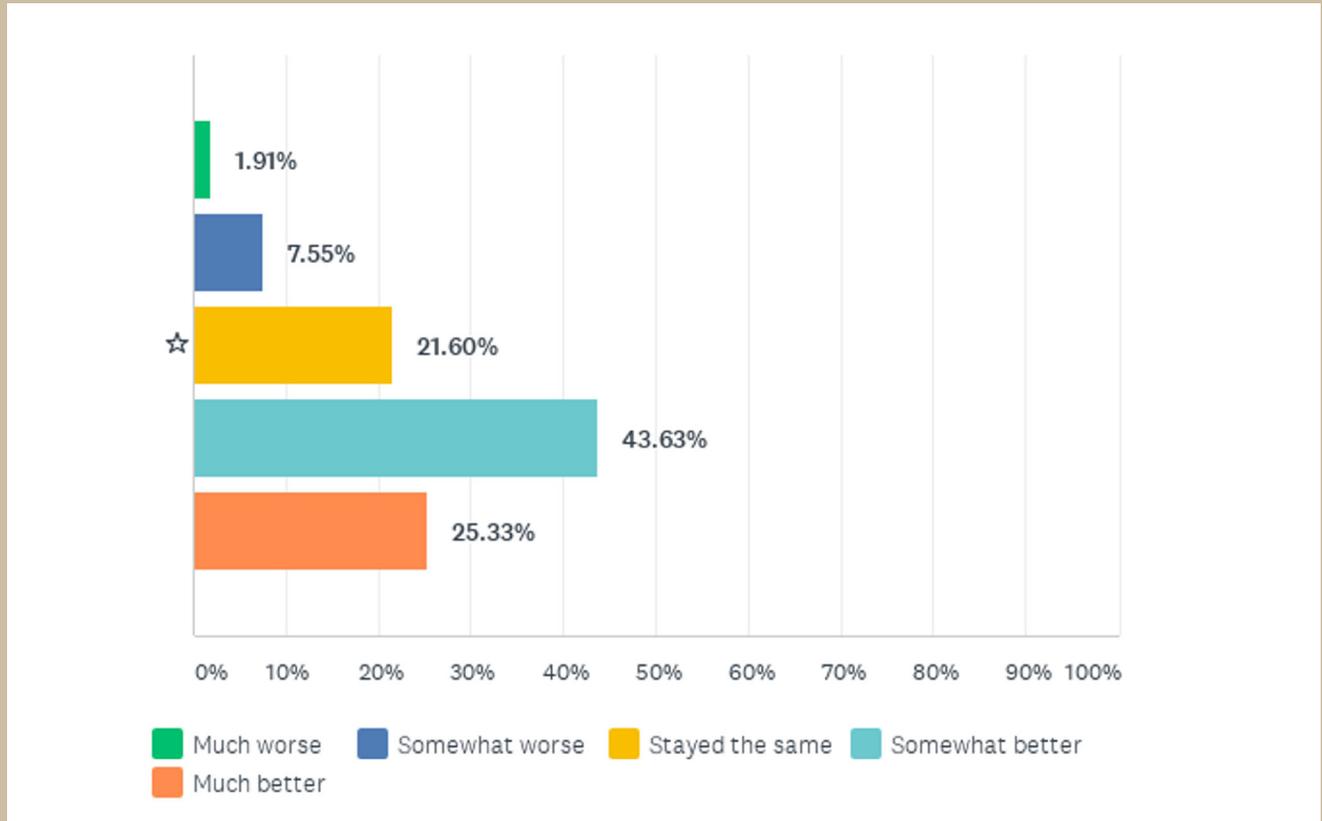
Versus 2018 Survey:

Overall positive levels of satisfaction (neutral, satisfied, or very satisfied) increased since 2018 with 93% of respondents responding favorably in 2018 and 94% of respondents responding favorably in 2020. Weighted average increased from 3.93 in 2018 to 4.13 in 2020. This indicator also increased in favorable response percentage (i.e. satisfied and very satisfied) from 2018 to 2020 by approximately seven percent of respondents when the neutral category is *not* included.

Analysis Notes:

94 percent of respondents selected a positive level of satisfaction when the neutral category is included, which is a very high level of satisfaction. Write-in comments expressed strong support for economic development and the continued improvements in Downtown and across the City.

Q8: Which of the following best describes changes in Celina, as a community, over the last five years, on a scale of 1 to 5 stars?



	MUCH WORSE (1)	SOMEWHAT WORSE (2)	STAYED THE SAME (3)	SOMEWHAT BETTER (4)	MUCH BETTER (5)	TOTAL	WEIGHTED AVERAGE
☆	1.91% 22	7.55% 87	21.60% 249	43.63% 503	25.33% 292	1,153	3.83

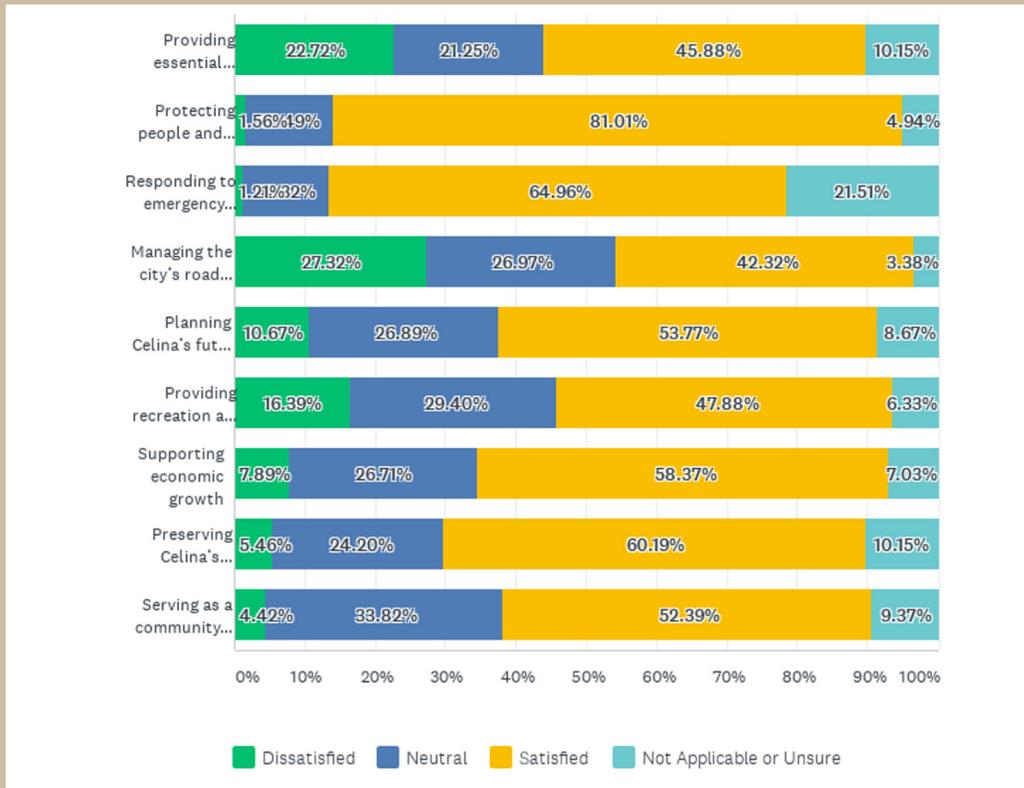
Versus 2018 Survey:

There was a significant increase in positive responses to changes over the last five years versus the 2018 survey (91 percent in 2020 vs. 82 percent in 2018) when the “stayed the same” category is included. “Much better” responses alone saw over a 10 percent increase in percentage of respondents, and negative responses (i.e. “much worse” and “somewhat worse”) dropped by over eight percent in percentage of respondents, reflecting marked improvement.

Analysis Notes:

Results on this indicator show significant improvement from 2018, and they were positive in 2018. Write-in comments reflect consistencies with the SWOT analysis contained in the next section of this Report (ex. respondents love the strengths and dislike the weaknesses, etc.).

Q9: Please indicate your level of satisfaction with the work the City of Celina has done in each of the following areas in the last five years or so:



	DISSATISFIED (1)	NEUTRAL (2)	SATISFIED (3)	NOT APPLICABLE OR UNSURE	TOTAL	WEIGHTED AVERAGE
Protecting people and property, making Celina a safe community	1.56% 18	12.49% 144	81.01% 934	4.94% 57	1,153	2.84
Responding to emergency services	1.21% 14	12.32% 142	64.96% 749	21.51% 248	1,153	2.81
Preserving Celina's history and heritage	5.46% 63	24.20% 279	60.19% 694	10.15% 117	1,153	2.61
Supporting economic growth	7.89% 91	26.71% 308	58.37% 673	7.03% 81	1,153	2.54
Serving as a community information and resource center	4.42% 51	33.82% 390	52.39% 604	9.37% 108	1,153	2.53
Planning Celina's future development	10.67% 123	26.89% 310	53.77% 620	8.67% 100	1,153	2.47
Providing recreation and leisure opportunities	16.39% 189	29.40% 339	47.88% 552	6.33% 73	1,153	2.34
Providing essential utility services (water/sewer) for daily living	22.72% 262	21.25% 245	45.88% 529	10.15% 117	1,153	2.26
Managing the city's road system	27.32% 315	26.97% 311	42.32% 488	3.38% 39	1,153	2.16

CONTINUED

Q9: Please indicate your level of satisfaction with the work the City of Celina has done in each of the following areas in the last five years or so:

Versus 2018 Survey:

The 2020 Survey did not include a very satisfied and very dissatisfied category like the 2018 Survey did in order to streamline respondent survey experience. In addition, a “not applicable or unsure” category was added. It is important to add a not applicable category because some respondents may not interact with the listed services. Overall, there was an increase in levels of satisfaction for most categories, with two showing slight decline (“Responding to Emergency Services” and “Providing Essential Utility Services (Water/Sewer) for Daily Living.” Four categories saw increases of at least 10 percent, with “Serving as a Community Information and Resource Center” seeing 21% increase in satisfaction.

Analysis Notes:

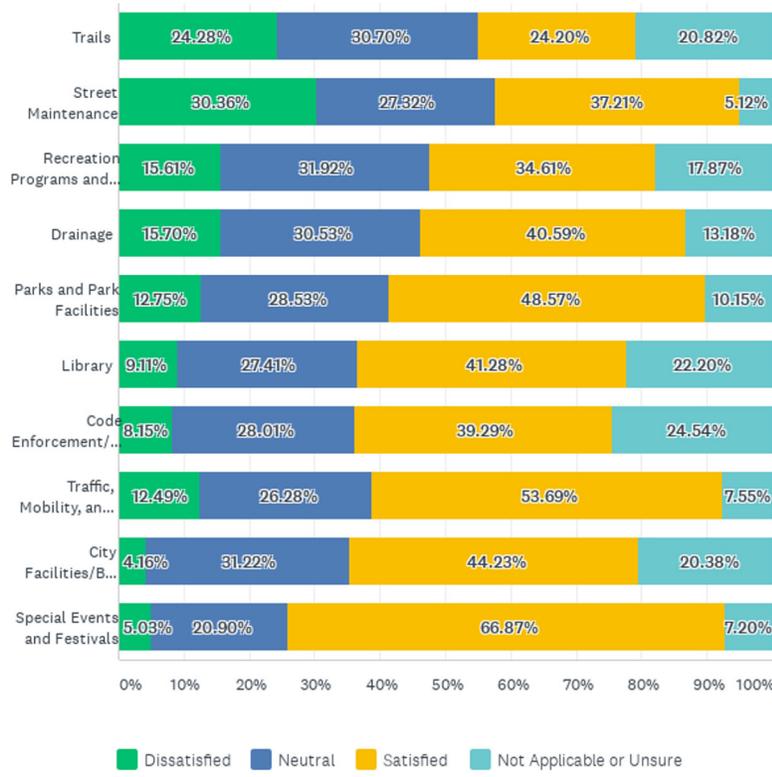
“Protecting People and Property, Making Celina a Safe Community” remained the most favorable category. Similarly, “Responding to Emergency Services” also received a high approval rating. A large portion of survey respondents mentioned low crime, public safety, and emergency services as a strength of Celina. Despite the large approval, there were also some who saw public safety as an area of opportunity. When the community identifies something as a strength, issues that occur will likely be more noticeable, even when they are infrequent. Public safety was also a threat mentioned by many but in terms of fear of crime rates increasing with the population growth and concerns of maintaining high safety standards (not that they felt unsafe currently).

Approximately 60 percent of respondents noted satisfaction with “Preserving Celina’s history and heritage.” The small town feel of Celina was a top strength and is identified in numerous City plans as something the community wants to ensure is preserved. Along with being a strength, a major threat was also the overdevelopment and unplanned growth of Celina. As the city grows, developments could reflect the small town feel of the community by practicing approaches such as “Rural by Design.”

“Managing the City’s road system” received the lowest ratings, and similar results are reflected in the SWOT comments (following this section). With the exponential growth the community is seeing, many of the roads are strained to support the continued growth, although extensive improvements are being completed. In addition, with the conditions of many rural roads, respondents noted the lowering quality of the system overall. The construction and improvement of roads is one of the highest priorities to support growth of the city.

The second lowest ratings were for “Providing Essential Utility Services (Water/Sewer) for Daily Living.” Disapproval is very similar to the 2018 results, showing that changes are not being felt community-wide. In the SWOT analysis, a top weakness of the community relates to utility costs/supply, also seen in the 2018 SWOT results.

Q10: Please indicate your level of satisfaction with the following City services or amenities over the last five years or so:



	DISSATISFIED (1)	NEUTRAL (2)	SATISFIED (3)	NOT APPLICABLE OR UNSURE	TOTAL	WEIGHTED AVERAGE
Special Events and Festivals	5.03% 58	20.90% 241	66.87% 771	7.20% 83	1,153	2.67
City Facilities/Buildings	4.16% 48	31.22% 360	44.23% 510	20.38% 235	1,153	2.50
Traffic, Mobility, and Connectivity	12.49% 144	26.28% 303	53.69% 619	7.55% 87	1,153	2.45
Library	9.11% 105	27.41% 316	41.28% 476	22.20% 256	1,153	2.41
Code Enforcement/Animal Control	8.15% 94	28.01% 323	39.29% 453	24.54% 283	1,153	2.41
Parks and Park Facilities	12.75% 147	28.53% 329	48.57% 560	10.15% 117	1,153	2.40
Drainage	15.70% 181	30.53% 352	40.59% 468	13.18% 152	1,153	2.29
Recreation Programs and Facilities	15.61% 180	31.92% 368	34.61% 399	17.87% 206	1,153	2.23
Street Maintenance	30.36% 350	27.32% 315	37.21% 429	5.12% 59	1,153	2.07
Trails	24.28% 280	30.70% 354	24.20% 279	20.82% 240	1,153	2.00

Versus 2018 Survey:

Since the 2018 survey, this question was streamlined for respondent survey experience to condense six categories to four. “Very Satisfied” and “Satisfied” were combined to “Satisfied,” and “Very Dissatisfied” and “Dissatisfied” were put into one “Dissatisfied” category. All 10 categories went up in levels of satisfaction except “Parks and Park Facilities” which went down by 1.8 percent in percentage of respondents satisfied.

Analysis Notes:

The high satisfaction feedback related to Special Events and Festivals similarly reflects those that were gathered in the 2018 survey. More than two-thirds of respondents indicated they were satisfied with Celina’s efforts for Special Events and Festivals. The continued support for Downtown events and the Friday Night Market was mentioned numerous times as a strength in the SWOT feedback (next section).

Approximately 24 percent of respondents indicated they are satisfied with Celina’s trails, which is the lowest satisfaction rate of all categories presented in this question. Although low, this satisfaction rate is still higher than the rate of satisfaction in the 2018 Survey, which was approximately 17 percent. The Trails Master Plan was adopted in March of 2019, and the continued implementation can help improve the approval rating.

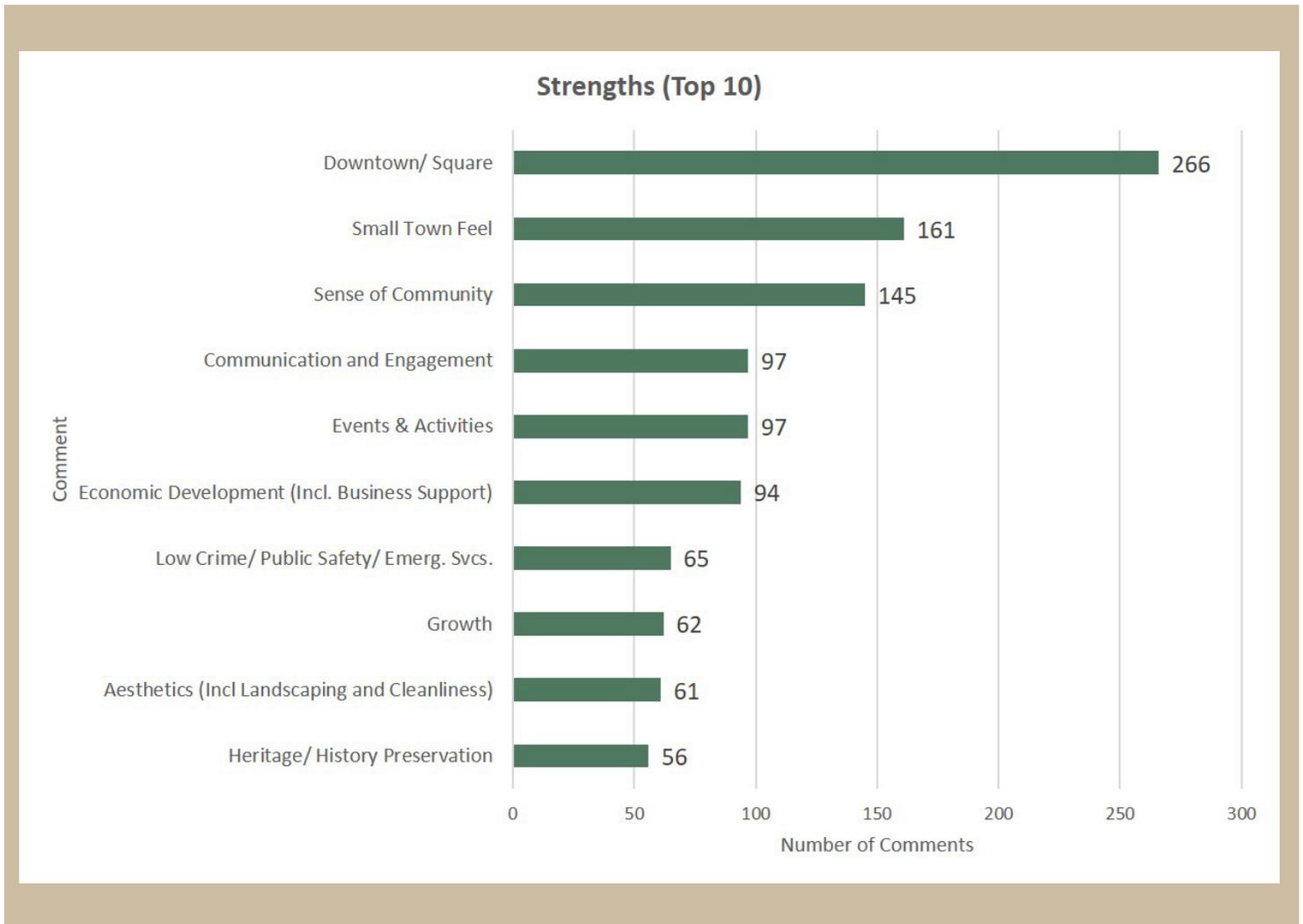
It is interesting to note the high levels of dissatisfaction in the “Street Maintenance” category compared to the high levels of satisfaction in the “Traffic, Mobility, and Connectivity” category. Approximately 30 percent of respondents indicate they are dissatisfied with the street maintenance in Celina, however over 53 percent of survey respondents indicate they are satisfied with the City’s traffic, mobility, and connectivity efforts.

There are high numbers of neutrality across all categories which indicates a potential opportunity for increased communications, education, and marketing regarding the City’s efforts in the listed categories, which the community may not be aware of yet. It could also reflect the significant numbers of new residents who may not be aware of the services or how they are performing.



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

Q11: Please list one or two top strengths of Celina. What is Celina doing right? What are Celina’s biggest assets? (State as simply as possible-- ex. “pretty buildings” instead of “the buildings are pretty, and I like them a lot.” Please provide only one response in each box.)

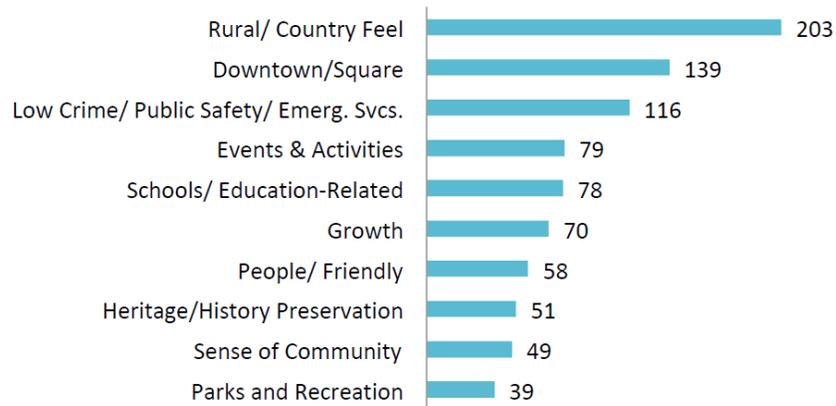


Thousands of comments were provided in the Community Survey for Celina’s Strengths. Each comment was classified in one general category with some comments receiving a second category as well if it directly related to two categories. This classification is done for illustrative and analysis purposes to 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.

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Q11: Please list one or two top strengths of Celina. What is Celina doing right? What are Celina's biggest assets?

Versus 2018 Survey:



Analysis Notes:

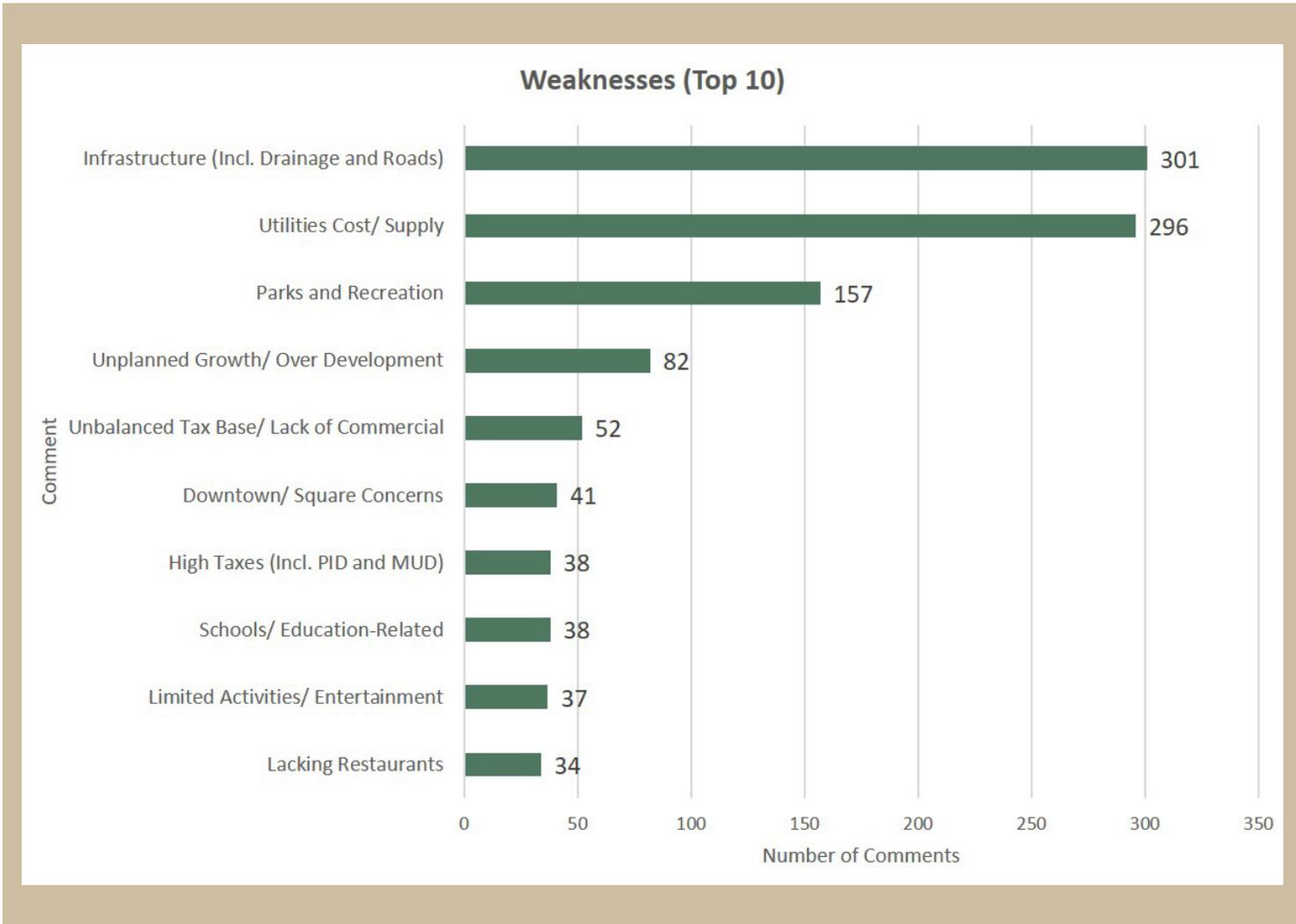
Celina's biggest strength identified in the 2020 Survey was Downtown/Square, knocking Rural/Country Feel from its top spot in 2018 (now #11), although there is significant overlap between "Small Town Feel" (#2) and "Rural/ Country Feel." Celina continues to treasure its Downtown and sees all of the planning and economic development efforts as big positives. The support of small businesses Downtown is a repeated theme throughout the comments. Downtown is representative of the small town feel that respondents like, with overlap in categories, such as rural/country feel, family friendly, restaurants, and sense of community. The historic structures and aesthetics contribute to the character of the area and many want to see it preserved. Reflected as an opportunity, Downtown was also seen as an area that can be enhanced. The 2019 Downtown Master Plan addressed potential improvements, and implementation is underway. These improvements have been noticed and were also shown as a strength for Celina.

Public Safety remained a top strength in Celina, and the community recognizes the low crime and safe neighborhoods. In addition, the community is also concerned about maintaining the low crime rate with the increase in growth and population and about having enough emergency services to keep up with growth.

In an amazing improvement, "Communication and Engagement" went from a top 10 weakness in 2018 to a top 5 strength in 2020. The City's communication efforts received positive feedback, especially the Mayor's extra efforts to reach out to the community on Facebook Live regarding important updates (especially COVID-19 related).

Planning rose on the top strengths list (from #21 to #14), and this may be attributed to the multiple plans that have been approved over the last two years since the last survey, including the Strategic Plan, Downtown Master Plan, Trails Master Plan, Parks Master Plan, and the Comprehensive Plan (currently in progress). While Growth is the number eight-ranked strength of Celina, Unplanned Growth/Over Development is also seen as a top weakness, and it is the largest threat identified for Celina. The positive side of Growth is that many respondents are excited about the improvements it is bringing.

Q12: Please list one or two top weaknesses of Celina. What is Celina not doing well? What does Celina 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.” Please provide only one response in each box.)

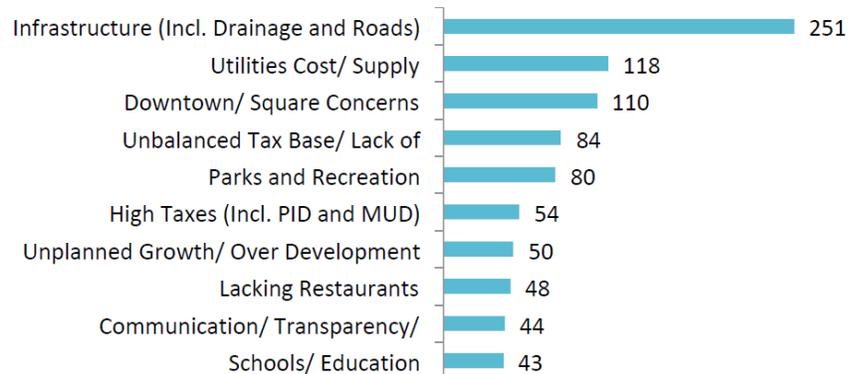


Thousands of comments were provided in the Community Survey for Celina’s Weaknesses. Each comment was classified in one general category with some comments receiving a second category as well if it directly related to two categories. This classification is done for illustrative and analysis purposes 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 Weaknesses feedback to complement this Top 10 list.

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Q12: Please list one or two top weaknesses of Celina. What is Celina not doing well? What does Celina need to improve?

Versus 2018 Survey:



Analysis Notes:

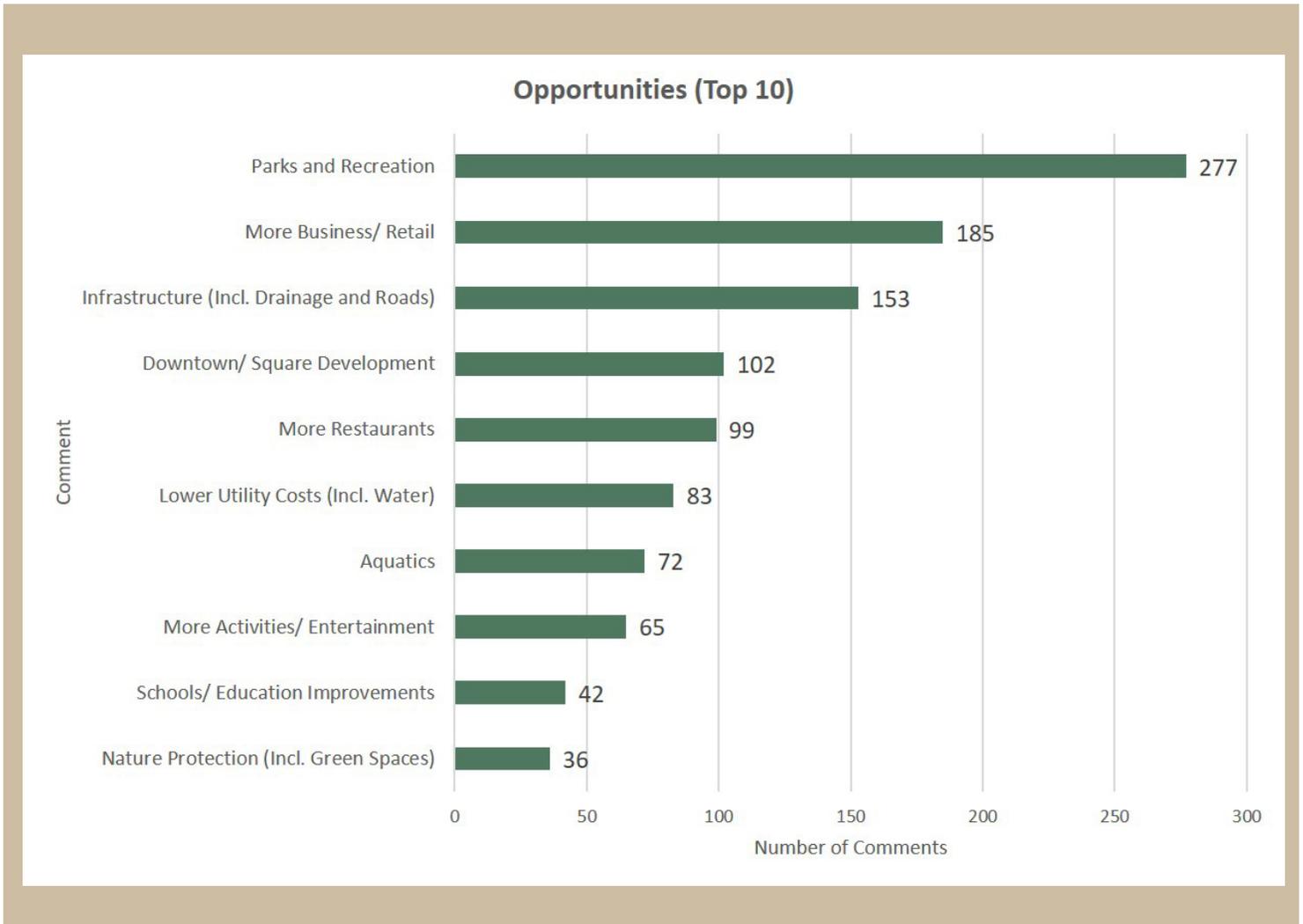
“Infrastructure (including Drainage and Roads)” and “Utilities Cost/Supply” remained the top two weakness identified by the community. All top 10 weaknesses from 2018 remained top 10 weaknesses in 2020 except communication/transparency/engagement, which rose to a top five strength. Road conditions, capacity/traffic, and mobility planning are prime concerns, especially as they relate to rapid/unplanned growth. Infrastructure is continuously being improved in the City, and some roadways and other infrastructure components have been improved since the last community survey, but respondents still see room for improvement.

Feedback regarding Utilities Cost/ Supply repeated frequently that water bills are too high, and some respondents also reported high sewer rates. In a similar vein, high taxes (incl. PIDs and MUDs) were also reported as a weakness. Benchmarking data regarding utility costs and taxes in other similar, high growth cities could help shed light on this topic. Should benchmarking data reflect higher than typical utility costs and/or taxes, appropriate revisions could be coordinated, and should benchmarking data reflect lower or average utility costs and/or taxes, a communication and awareness campaign could be launched. Regardless of benchmarking outcome, future planning efforts can help align the community’s expectations with services.

Demand for improvements for Parks and Recreation continues as the category moved up to #3 (vs. #5 in 2018). The community would like to see more parks available and better amenities provided. More pedestrian, hiking, and biking trails were noted as essential to provide and improve. The City completed both the Trails Master Plan and Parks Master Plan in 2019, which are guiding new improvements in parks, recreation, and trails.

Unplanned Growth/ Over Development noted concerns of keeping up with the pace of growth and being prepared. Many respondents are concerned with the loss of natural areas and not preserving enough land for open space. There is also frustration with the number of housing developments and an associated increase in students that could adversely affect the school system. Comments mentioned the overcrowding of schools and the need for more, although that is not within the control of the City of Celina (the School District constructs new schools). Additionally, an increase in traffic was a frequent concern mentioned.

Q13: Please list one or two top opportunities Celina can pursue within the next 10 to 15 years. What ideas do you have to make Celina better? What does Celina 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." Please provide only one response in each box.)

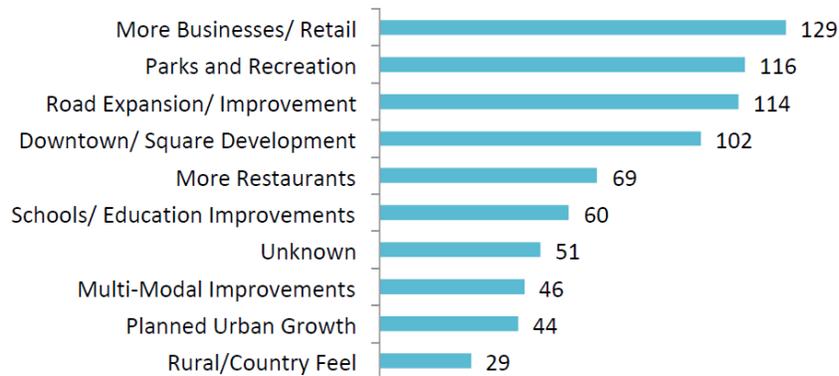


Thousands of comments were provided in the Community Survey for Celina's Opportunities. Each comment was classified in one general category with some comments receiving a second category as well if it directly related to two categories. This classification is done for illustrative and analysis purposes 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 Opportunities feedback to complement this Top 10 list.

CONTINUED

Q13: Please list one or two top opportunities Celina can pursue within the next 10 to 15 years. What ideas do you have to make Celina better? What does Celina need that it doesn't have already?

Versus 2018 Survey:



Analysis Notes:

The top five opportunities in 2018 remained top five opportunities in 2020. “Parks and Recreation” knocked “More Businesses/Retail” out of its top spot from 2018, although it remained in the top two. Comments about Parks and Recreation revolved around wanting more amenities and more diverse options, including basketball, tennis, and skating places. In addition, a community center or recreation center is also desired. Alongside generically wanting more parks in the city, there were also comments regarding having a dog park and hiking and biking trails. There was significant overlap between “Parks and Recreation” and “Aquatics.” Respondents would like to have a city pool, in addition to splash pads and a water park.

Consistent with the weaknesses of Celina, “More Business/ Retail” was also a top opportunity for Celina. Many comments noted the desire for more commercial uses locally. Downtown/Square Development overlapped with some of the sentiment, with many wanting to see the continued development of the core with more shopping and restaurant opportunities.

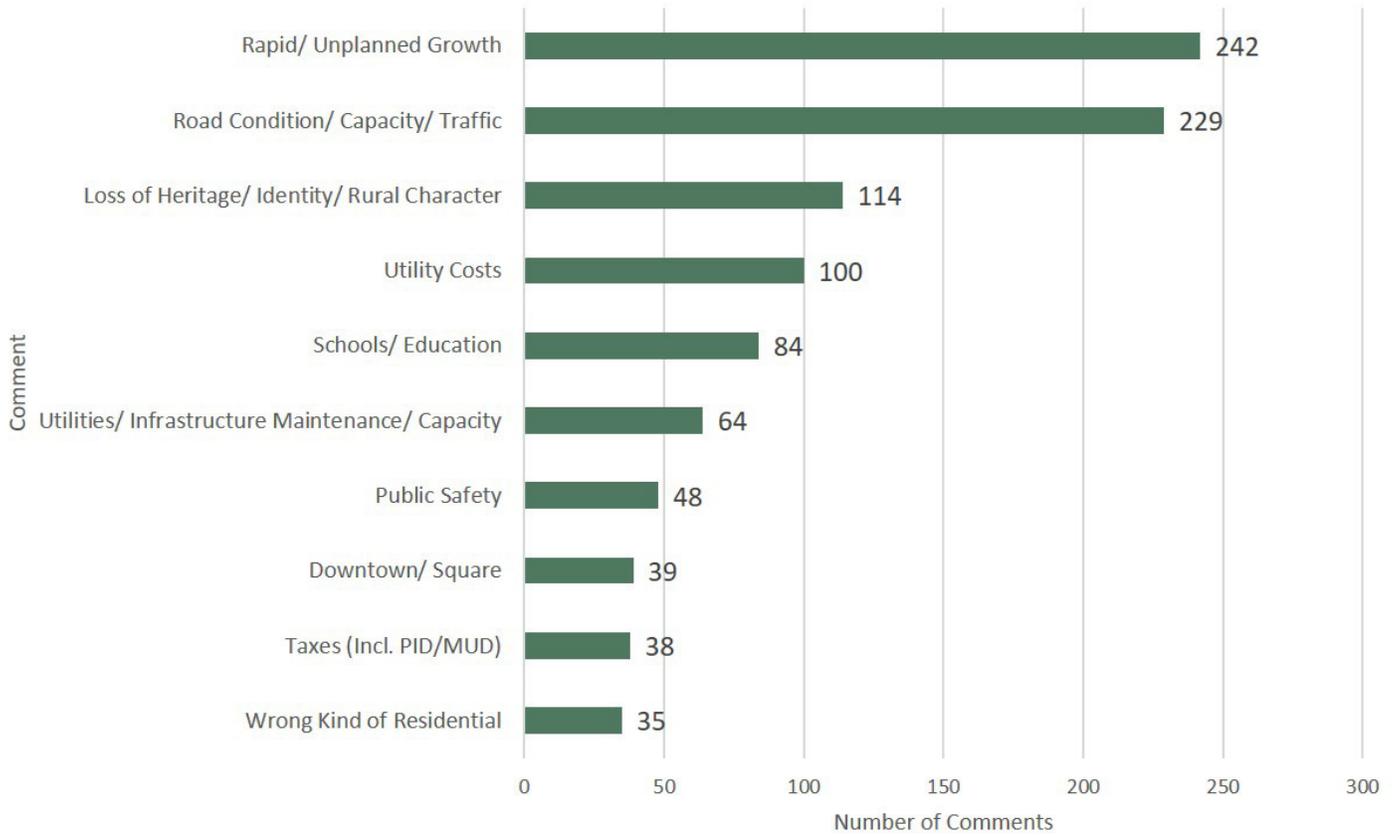
“Infrastructure (incl. Drainage and Roads)” also continued to be an opportunity as it was in 2018. Comments mentioned supporting the increase in traffic and widening roads, specifically Preston Road. Others mentioned the Dallas North Tollway, in support of and against the continued construction. Additionally, overall comments mentioned improvements to roads being needed. Similarly, utility costs were also mentioned, respondents wanting water rates to decrease.

Support for continued activities and entertainment was also mentioned with respondents wanting more activities in town. Comments mentioned having activities for older generations, younger generations, and family-friendly gatherings, and some mentioned the desire for a movie theater. Relating to Downtown, respondents want more festivals and expanding/continuing the Friday Night Market.

While some respondents support the growth of Celina, they generally want it to be done in a way that is respectful of the environment and natural areas that are present. Careful and controlled growth were mentioned, in addition to growth that keeps the small town feel. Respondents want green spaces incorporated and preserved within new development.

Q14: Please list one or two top threats or challenges Celina has in the next 10 to 15 years. What can affect Celina 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." Please provide only one response in each box.)

Threats/Challenges (Top 10)

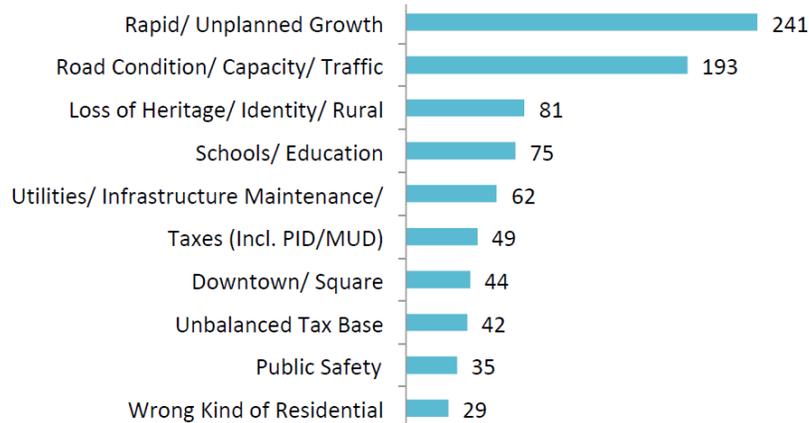


Thousands of comments were provided in the Community Survey for Celina’s Threats. Each comment was classified in one general category with some comments receiving a second category as well if it directly related to two categories. This classification is done for illustrative and analysis purposes to 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 Threats feedback to complement this Top 10 list.

CONTINUED

Q14: Please list one or two top threats or challenges Celina has in the next 10 to 15 years. What can affect Celina negatively if not taken care of? What should be planned to prevent or avoid to the greatest extent possible?

Versus 2018 Survey:



Analysis Notes:

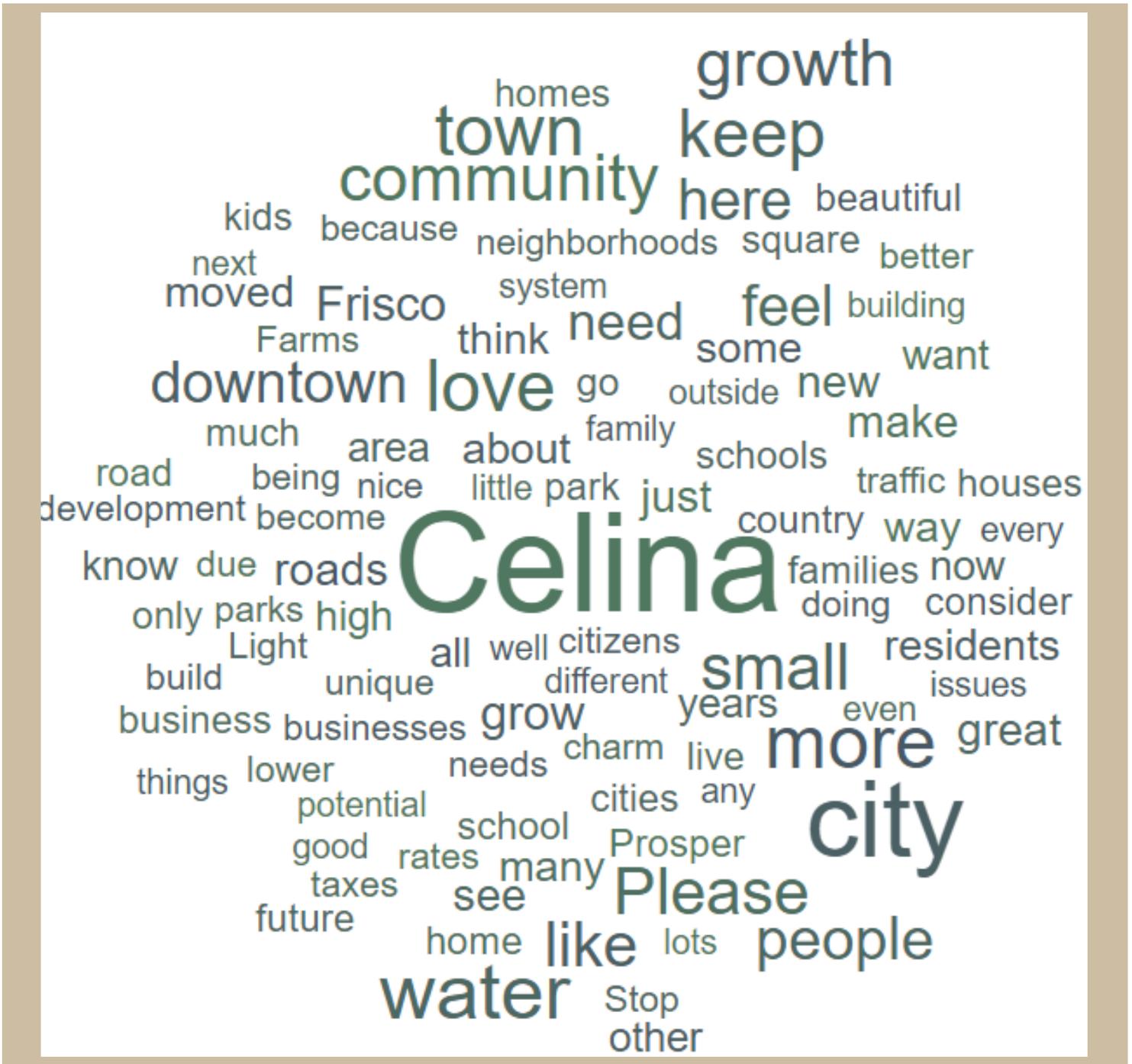
Reflective of the 2018 Survey results, “Rapid/Unplanned Growth” remained the top threat identified by the community. Many of the top categories overlapped with the sentiment (including Road Condition/ Capacity/Traffic, Loss of Heritage/Identity/Rural, Schools/ Education, Utilities/Infrastructure Maintenance, and others). With the rapid growth that Celina continues to experience, many are concerned with if the City can keep up and provide the necessary services to continue supporting the community. With the Comprehensive Plan currently underway (and the recent adoption of other plans) the City is working to address the concerns of the community and ensure that high quality services are provided. The cost of utilities and taxes continued into the threats/challenges feedback.

In addition to school capacity, respondents also noted other threats relating to the quality of schools, including economic disparities, maintaining a top rating, losing school pride, and the overall school system. Although schools in Celina are largely controlled by the School District, schools and education-related issues directly and significantly affect community members, economic development efforts, and quality of life. Schools and education deeply affect the community, and future planning efforts should define potential partnerships with the School District and Collin County Community College (CCCC) and identify actions the City can take to address school and education-related concerns within the community.

Downtown continues to be of concern to respondents, but the comments pertain to mainly aesthetic concerns with dilapidated homes and litter around the area and vacant structures. Respondents want to keep Downtown special so the main threat would be anything that would adversely affect Downtown.

Respondents noted many comments regarding residential uses, and are looking for Celina to grow with character and preserve unique natural features. Generic track housing and density in locations not preferred were noted as threats.

Q15: OPTIONAL: Please share any additional thoughts (if any) that you may have on what should be considered in the City's upcoming planning efforts.



The image displayed above represents the most-used words in response to this question. The larger the word, the more it was used.



AUGUST 2020
CELINA, TX

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