

## 2021 Online Engagement Results

TO: City of Lewisville

FROM: Karen Walz FAICP, Principal  
Strategic Community Solutions LLC

DATE: April 14, 2021

RE: Results of Online Engagement, Lewisville 2025 Update Recommendations



### Overview

After extensive community engagement in the early stages of the Lewisville 2025 vision plan update, COVID-19 prevented the City of Lewisville from having in-person community discussions on the update's recommendations in 2021. Instead, an online survey was used to provide opportunities for any interested Lewisville residents, business or property owners to provide input on these draft recommendations.

This report summarizes the key comments received from Lewisville stakeholders through this virtual involvement. The appendices contain all the comments received, with no editing.

### Survey Logistics

An online survey was designed using the SurveyMonkey tool. The survey gave respondents the option of responding to questions about each section of the draft plan or making comments only on sections they selected. Multiple choice questions were used to gain a sense of the level of agreement with the proposed goals and policies. Ranking questions gave respondents the ability to indicate which action items they felt were most important. Throughout the survey, open-ended questions provided the opportunity for respondents to comments on any other aspects of the topics or the plan in general. All survey questions (except the two related to the participant's connection to Lewisville and the Lewisville 2025 process) were optional, so respondents could and did skip questions. The analysis below presents the responses of those who replied to each question. The actual survey is provided in Appendix 1. Information on the responses to all quantitative questions is provided in Appendix 2, and all written responses to open-ended questions are provided in Appendix 3.

The City of Lewisville used several techniques to invite neighbors to participate in the survey. Posts were shared on the City's website and its social media platforms, including Facebook and Twitter. Individuals who had been involved in the process previously also received individual emails.

### Survey Respondents

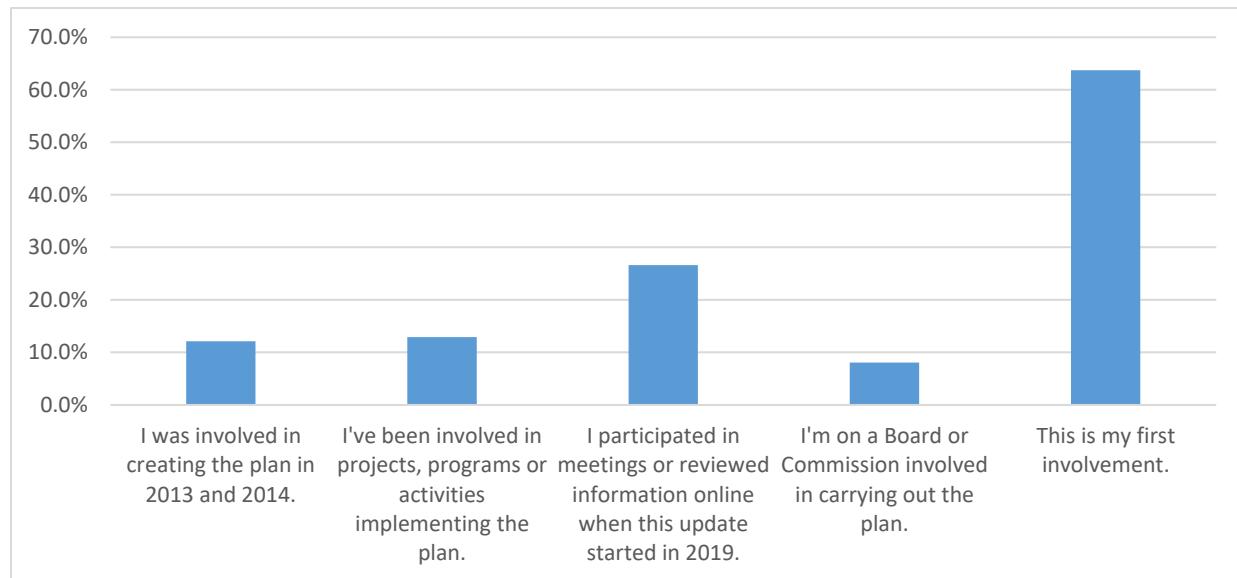
This online survey became available on March 24, 2021 and was closed on April 1, 2021. There were 124 respondents during that time.

The first two survey questions asked respondents about their past involvement with the Lewisville 2025 process and their connections to Lewisville. As Exhibit 1 shows, most respondents (64%) indicated this

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was their first involvement with this planning process. A substantial share of respondents (27%) had been involved in the earlier stages of outreach in 2019 and early 2020. A quarter of respondents had either been involved in creating the original plan or have been involved in its implementation. For this question, respondents could check multiple boxes, so the responses total more than 100%.

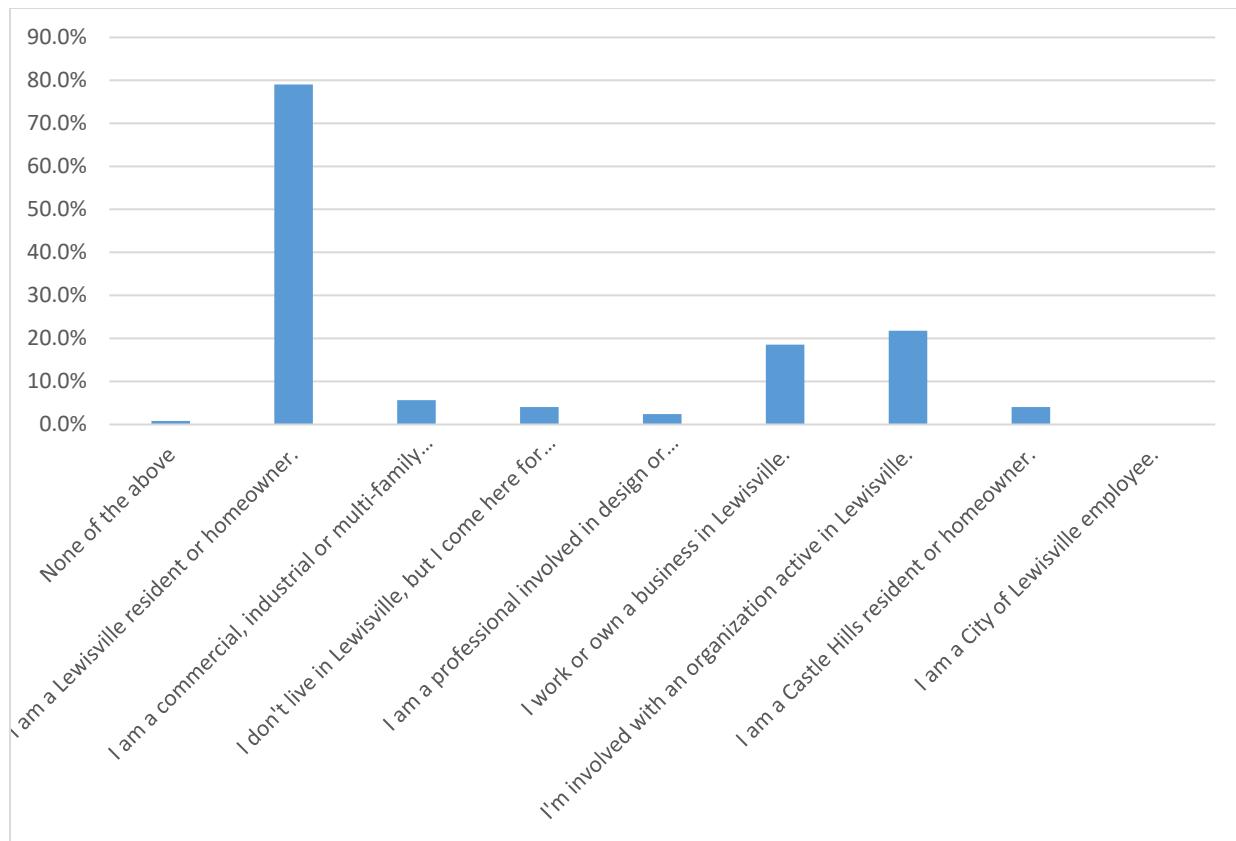
*Exhibit 1: Respondents' Involvement with Lewisville 2025*



Responses to the second question are shown in Exhibit 2. Most respondents (79%) indicated they were Lewisville residents or homeowners. A much smaller percentage (22%) were involved in an organization in Lewisville, and a similar share (19%) owned or worked in businesses in Lewisville. As with the first question, respondents could check multiple boxes, so the responses total more than 100%.

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Exhibit 2: Respondents' Interest in Lewisville



## Agreement with Policy Direction

The plan's draft Vision Statement and the Goals and Objectives for each of the Big and Strategic Moves were presented in the survey. Questions then asked respondents how consistent these items are with their own views about Lewisville's future. The responses to these questions are shown in Exhibit 3.

Exhibit 3: Respondents' Agreement with Policy Statements

	Consistent (Very or Somewhat)	Very consistent	Somewhat consistent	Somewhat inconsistent	Very inconsistent	I'm not sure
Vision Statement	86.5%	52.1%	34.4%	5.2%	3.1%	5.2%
Goals and Objectives						
Big Move 1: Green Centerpiece	88.4%	69.8%	18.6%	5.8%	0.0%	5.8%
Big Move 2: Extending the Green	92.5%	79.1%	13.4%	3.0%	0.0%	4.5%

	Consistent (Very or Somewhat)	Very consistent	Somewhat consistent	Somewhat inconsistent	Very inconsistent	I'm not sure
Big Move 3: Old Town	81.1%	43.2%	37.8%	6.8%	8.1%	4.1%
Big Move 4: Diverse and Thriving Neighborhoods	87.5%	55.4%	32.1%	3.6%	3.6%	5.4%
Big Move 5: Economic Vitality	86.3%	56.9%	29.4%	7.8%	0.0%	5.9%
Big Move 6: Identity, Place and Communications	90.3%	56.1%	34.2%	2.4%	2.4%	4.9%
Big Move 7: Sustainability	94.7%	81.6%	13.2%	0.0%	2.6%	2.6%
Strategic Move 1: Values-Driven Organization	88.6%	62.9%	25.7%	2.9%	5.7%	2.9%
Strategic Move 2: Data-Driven Organization	86.2%	65.5%	20.7%	3.5%	3.5%	6.9%
Strategic Move 3: Connected City	94.5%	66.7%	27.8%	0.0%	2.8%	2.8%

These responses show a very high level of agreement with the policy statements in the draft plan. For each topic, the percentage of respondents who found the statements consistent with their own ideas (at the level of 'very consistent' or 'somewhat consistent') is over 80%. This is a particularly strong level of support considering that so many of the respondents had not been involved in the Lewisville 2025 process before. The highest level of agreement was on the Sustainability Big Move, where 82% of respondents said the policies were 'very consistent' and 95% said they were 'very consistent' or 'somewhat consistent'. About half of the respondents, or more, agreed that the statements on most topics were 'very consistent' with their own views. The only exception was the Big Move for Old Town, where 43% felt the direction was 'very consistent'. Even this Big Move enjoys over 80% support as 'very consistent' or 'somewhat consistent'.

Respondents had the ability to add written comments in addition to their rankings on this policy direction. These comments are found in Appendix 3 of this report.

## Action Priorities

Each Big and Strategic Move within the Lewisville 2025 vision plan update includes a set of recommended action items. The survey asked respondents to check the items they believe are important to accomplish in the next five years. Overall, there is strong support for the proposed action

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priorities. The highest-ranked action priority – related to new economic activity at the Main Street Identity Focal Point – was selected by 96% of those who responded to that question. Exhibit 4 below shows the seventeen action priorities that were selected by 70% or more of the respondents. Only eleven action priorities were selected by 30% or fewer respondents as being “important to do in the next five years”.

*Exhibit 4: Top-Ranked Action Priorities*

<b>Lewisville 2025 Vision Plan Update -- Top-Ranked Action Priorities</b>	
<i>This list shows the proposed Action Priorities that were considered important to do in the next five years by 70% or more of those who responded to the action items for that Big or Strategic Move.</i>	
<b>Big Move 1: Green Centerpiece</b>	
Expand the network of hike and bike trails, interpretive materials in multiple languages, and online information to make the Green Centerpiece accessible to people in all Lewisville neighborhoods.	74.1%
Develop a plan for the landfills and other adjacent properties so their future use enhances the Green Centerpiece.	71.6%
<b>Big Move 2: Extending the Green</b>	
Use park and trail investments to give Lewisville residents access to these systems within a 10-minute walk from where they live by 2025 (or before).	75.0%
Enhance creeks and greenbelts to improve the ecosystem services they provide and to create places nearby residents can enjoy.	73.4%
Create inclusive parks and playgrounds where people of all abilities can play together.	67.2%
<b>Big Move 3: Old Town</b>	
Continue support for restaurants and broaden dining options to include choices like food trucks, family dining with a playground area and late-night dining.	76.7%
Encourage a smaller-scale grocery store that can provide variety with the quality and price found at supermarkets, and timed to support residents as new housing is occupied.	74.0%
<b>Big Move 6: Identity, Place &amp; Communications</b>	
<b>All Gateway and Identity Focal Points</b>	
Use design, new development, public art, lighting, open spaces, graphics and marketing to express each area's identity and reinforce the sense of place for each of these special locations within Lewisville.	72.7%
<b>Southern Gateway</b>	
Lead a collaboration with Music City Mall of Lewisville area owners and investors to create a new concept and implement revitalization of this area.	76.9%
<b>Northern Gateway</b>	
Work with a master developer and land owners to help incentivize Lewisville's potential to create a waterfront resort on the east side of IH-35E.	71.4%
<b>Eastern and Southwestern Gateways</b>	
Work with private property owners and interested developers to create a new Southwestern Gateway for Lewisville that uses Green Ribbon landscape design, signage and other	70.0%

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techniques to introduce people and business arriving from DFW Airport to Lewisville's distinctive character.	
<b>Central IH-35E Identity Focal Point</b>	
Work with owners and offer incentives to redo, improve or redevelop commercial centers.	71.8%
<b>Main Street and Crown Center Identity Focal Points</b>	
Main Street Subdistrict Identity Focal Point: Work with Medical City Lewisville, other private property owners and interested developers to leverage the presence of a major hospital and emphasize medical, health and wellness businesses and resources in this area along with other commercial activities, using economic development policy as appropriate to support these approaches.	96.0%
<b>Distinctive Places</b>	
Gateways and key destinations within Lewisville should include green spaces and design features that connect that particular place to the City's identity, celebrate its unique natural, cultural or historic features and invite people to gather.	74.3%
<b>Big Move 7: Sustainability</b>	
Manage Lewisville's water and watersheds to support the health of natural systems, reduce safety and erosion impacts of stormwater, and increase the efficient use of water while minimizing water waste for residents and businesses.	75.0%
Implement sustainability measures in City operations to reduce waste and consumption, and to serve as a role model for the community's businesses and residents.	72.5%
Add access and use of Green Space and Extend the Green with pedestrian-friendly corridors from Lewisville Lake to and throughout the entire community.	70.0%
<b>Strategic Move 1: Values-Driven Organization</b>	
Enhance transparency about City decisions, spending, operations and outcomes.	72.7%
<b>Strategic Move 3: Connected City</b>	
Provide free public WIFI at all public parks within Lewisville and continue to install smart technologies at these public locations, with highest priority given to low and moderate income areas.	71.8%

The complete ranked list of all action priorities is presented in Exhibit 5 below, in priority order.

*Exhibit 5: Survey Respondents' Action Priorities*

<b>Lewisville 2025 Vision Plan Update -- Ranking of All Action Priorities</b>	
<i>These lists contain the proposed Action Priorities for the next five years. The percentage reflects the share of the respondents that Move's Action Priorities who thought this item was important to do in the next five years. The items are ranked by these percentages.</i>	
<b>Big Move 1: Green Centerpiece</b>	
Expand the network of hike and bike trails, interpretive materials in multiple languages, and online information to make the Green Centerpiece accessible to people in all Lewisville neighborhoods.	74.1%
Develop a plan for the landfills and other adjacent properties so their future use enhances the Green Centerpiece.	71.6%

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Update Lake Park and other properties under lease from the U.S. Army Corps of Engineers to be key Green Centerpiece destinations.	56.8%
Work with the Friends of LLELA, Keep Lewisville Beautiful and other organizations to offer Green Centerpiece experiences and programming to schools, faith-based institutions and community organizations serving people in all Lewisville neighborhoods.	56.8%
Secure adequate Green Centerpiece resource and funding commitments for the updated Master Strategy and Nature Center.	44.4%
Evaluate and implement new branding, signage, public art and outreach so the Green Centerpiece in general, and Lewisville Lake Environmental Learning Area (LLELA) in particular, are more widely recognized.	42.0%
Enhance and expand community outreach programs about living in and with nature.	40.7%
Update the Green Centerpiece Master Strategy to focus on enhancing its role for Lewisville residents, businesses, schools and the community.	38.3%
Develop infrastructure in and adjacent to the Green Centerpiece using 'green infrastructure' best practices and design standards that exemplify the Green Centerpiece.	38.3%
Enhance and expand the educational and research programs in the Green Centerpiece area, with particular emphasis on programs with LISD.	37.0%
Grow ecotourism in Lewisville through investment in and promotion of the Green Centerpiece and LLELA.	34.6%
Update Nature Center concepts to meet the needs and interests of Lewisville residents.	33.3%
Modify existing and design future facilities in the Green Centerpiece to promote health, vitality and safety.	33.3%
<b>Big Move 2: Extending the Green</b>	
Use park and trail investments to give Lewisville residents access to these systems within a 10-minute walk from where they live by 2025 (or before).	75.0%
Enhance creeks and greenbelts to improve the ecosystem services they provide and to create places nearby residents can enjoy.	73.4%
Create inclusive parks and playgrounds where people of all abilities can play together.	67.2%
Provide financial support to existing community gardens that serve low-to-moderate income clientele or that provide produce to local food banks in order to build capacity and provide inexpensive fresh produce to those Lewisville residents in greatest need.	57.8%
Create a stronger connection to the Green Centerpiece by creating unique green destinations, investing in highly utilized parks and open spaces, and enhancing the urban tree canopy throughout Lewisville.	57.8%
Connect Lewisville's parks and trails to those in neighboring cities and across the region.	56.3%
Prioritize parks investments to meet needs and support healthy lifestyles in underserved areas.	53.1%

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Update the City's adopted Trails and Parks Plans to implement this Lewisville 2025 future, and provide resources for operation and maintenance of these areas and facilities.	46.9%
Leverage the development of and programs offered at sustainable, liminal recreation facilities such as Thrive and the future nature center at LLELA to promote healthy lifestyles, create stronger social cohesion and develop a deeper connection with nature.	43.8%
Use education, incentives and other techniques to encourage existing Lewisville businesses to embrace green practices and connect to the green destinations and trails citywide.	42.2%
Develop a structure for public, private and non-profit engagement in funding, creating, managing and maintaining this green network.	35.9%
<b>Big Move 3: Old Town</b>	
Continue support for restaurants and broaden dining options to include choices like food trucks, family dining with a playground area and late-night dining.	76.7%
Encourage a smaller-scale grocery store that can provide variety with the quality and price found at supermarkets, and timed to support residents as new housing is occupied.	74.0%
Attract retail that will charm and create a sense of identity for Old Town.	65.8%
Expand and enhance Old Town events and festivals to create a unique identity but find ways to reduce impact of festival-goers on adjacent neighborhoods.	57.5%
Continue to provide complete streets to ensure that Old Town is walkable and bikeable, making it a place where people have primacy over cars.	56.2%
Evaluate additional activities that would bring people to Old Town (such as higher education classes, training, makerspace, incubator business, pop-up stores).	56.2%
Use Wayne Ferguson Park and other public spaces in Old Town to promote health, vitality and safety and create common ground in the heart of Lewisville where the community can gather to celebrate, learn, speak and mourn.	54.8%
Continue emphasis on a residential infill program for Old Town to support restaurant, retail and small businesses.	46.6%
Use design standards and guidelines to ensure that new development continues the existing character of Old Town.	45.2%
Continue to look for ways to create new levels of emotional connectivity to Old Town.	37.0%
Develop a prioritized list of needed infrastructure improvements and criteria to guide public investments in land and infrastructure.	37.0%
Partner with existing non-profit organizations, such as Main/Mill Association, KLB, and Cloud 9 Charities, etc., to operate a number of quality events that create a unique identity for the core.	35.6%
Encourage residential options including high-end lofts, live/work units and townhomes to increase density.	34.3%
Find additional ways to celebrate and educate about Lewisville's heritage and diversity in Old Town.	34.3%

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Enhance and implement a clear branding strategy for the district that solidifies its identity.	28.8%
Identify medical and other employment infill project opportunities between Old Town and IH-35E.	21.9%
Update the Old Town real estate investment analysis to identify catalytic development sites.	16.4%
<b>Big Move 4: Diverse and Thriving Neighborhoods</b>	
Explore and expand crime reductions programs for areas with high incidence of crime.	66.7%
Continue and expand the Police and Code Compliance Departments' Nuisance Abatement programs for multi-family and hotel/motel properties.	60.0%
Develop a strategy for maintenance and rehabilitation of existing apartment complexes that improves residents' quality of life while continuing to include affordable housing.	50.0%
Include sustainability considerations (such as energy and water efficiency) in the design of new housing, adaptive reuse and rehabilitation assistance.	50.0%
Continue actions to address neighborhood needs in Old Town North, Southwest Lewisville, and the area between IH-35E, Business 121 and Corporate Drive, and utilize neighborhood names and other materials to strengthen neighborhood identities.	45.0%
Conduct a housing study to examine current housing supply and demand in Lewisville and use this study as the basis for an action plan to meet identified needs and address any identified inequities.	43.3%
Complete the annexation of Castle Hills.	41.7%
Explore and expand programs for community preparedness and emergency management.	40.0%
Update the designation of targeted neighborhoods to consider equity as part of planning and public investment, and use data-based analysis and community feedback so neighborhood grants and resources for small area planning reach under-represented communities.	38.3%
Engage residents, private sector, medical providers, non-profit organizations, faith-based communities and others in an initiative to define a set of 'essential neighborhood resources and services', identify current gaps in availability and create a strategy to address these.	35.0%
Assess the use of the Housing Finance Corporation's resources and assets to meet affordable housing needs.	35.0%
Work with owners of multi-family zoned vacant land, and multi-family or non-residentially zoned land ripe for revitalization, to create a plan for those parcels that provides a good return for the property owner and a land use mix and design quality that meet community needs.	35.0%
Work with the community to define the boundaries of Lewisville neighborhoods and create a structure of public, private and non-profit leaders to support their long-term vitality.	33.3%
Utilize the public safety clown program to teach fire and water safety in Lewisville schools.	31.7%
Support and promote high-density housing in mixed-use configurations in areas around the three DCTA stations, in or near Old Town and at the four nodes along IH-35E.	26.7%

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<b>Big Move 5: Economic Vitality</b>	
Partner with education providers so children growing up in Lewisville learn the values and skills needed to fill the green jobs of the future and to be leaders in environmental stewardship.	56.9%
Partner with education providers and community organizations to help Lewisville residents gain the skills they need to succeed in the workforce, with a particular focus on inclusion in education, training and access to jobs.	54.9%
Provide access to technology and cultivate lifelong learning, including career and workforce development, through resources at the Public Library.	54.9%
Attract or grow businesses that serve, or are based in, Lewisville's diverse communities.	54.9%
Attract or grow businesses that benefit from and strengthen Lewisville's character as a green community.	54.9%
Continue effective code enforcement with an emphasis on signage, façade and parking lot conditions on all commercial properties.	52.9%
Work with businesses impacted by the IH-35E widening to retain, redevelop or relocate from affected locations.	49.0%
Promote a sense of pride between businesses and community service providers whereby companies in employment centers get involved and are connected with various service opportunities, charity events, and other forms of community involvement.	49.0%
Expand the share of housing in Lewisville that is affordable to people who work in Lewisville and ensure connectivity to transportation hubs across the region's public transportation network.	43.1%
Create and support quarterly small business development workshops with a focus on assisting startups, entrepreneurs, minority and women owned businesses to grow and succeed in Lewisville.	43.1%
Continue to regularly review current economic incentive programs and funding, aligning their resources to support Lewisville 2025 objectives and beyond, including sustainability and provision of affordable housing.	39.2%
Partner with other organizations to ensure that Lewisville residents and businesses have access to emerging technologies.	37.3%
Partner with the Lewisville Chamber of Commerce and other business-support organizations to facilitate the retention and expansion of Lewisville businesses with a strong focus on sustainability and resiliency.	35.3%
Support the long-term success of employment centers through City policies and investments.	33.3%
Develop an inventory of retail establishments in Lewisville, for use in communication, marketing and business support.	31.4%
Review and revise incentives and codes to support redevelopment and reinvestment that creates coordinated and compatible development patterns.	29.4%

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Pursue Lewisville achieving an ISO Class 1 rating.	25.5%
Support the creation of a business park liaison within each employment center, in order to streamline communication, engagement, and workforce development efforts.	19.6%
<b>Big Move 6: Identity, Place &amp; Communications</b>	
<b>All Gateway and Identity Focal Points</b>	
Use design, new development, public art, lighting, open spaces, graphics and marketing to express each area's identity and reinforce the sense of place for each of these special locations within Lewisville.	72.7%
Continue to improve gateways into Lewisville to provide distinctive entrances and create a unique sense of place for pedestrians and cyclists as well as drivers.	61.4%
Engage community residents, property owners and other stakeholders in each of these areas to create appropriate and appealing names for these places.	59.1%
Incorporate energy efficiency and sustainable design in improvements to gateways and identity focal points.	47.7%
<b>Southern Gateway</b>	
Lead a collaboration with Music City Mall of Lewisville area owners and investors to create a new concept and implement revitalization of this area.	76.9%
Collaborate with area stakeholders to create a unique sports, entertainment and hospitality destination connecting the DCTA Hebron Station and the Elm Fork, with access from IH-35E and 121.	59.0%
Communicate with shopping center owners about new allowable uses and other tactics to enliven the gateway area and create synergy among new projects.	56.4%
Investigate the expansion of special districts (such as Tax Increment Finance Districts and Public Improvement Districts) and incentive strategies to maintain existing improvements and construct new infrastructure.	35.9%
<b>Northern Gateway</b>	
Work with a master developer and land owners to help incentivize Lewisville's potential to create a waterfront resort on the east side of IH-35E.	71.4%
Coordinate with owners to implement the mixed use/ urban village concept of the Northern Gateway Plan for transit-oriented development on the west side of IH-35E.	45.7%
Work with private property owners and interested developers in a collective approach to achieve the vision of these two development districts; use economic development policy as appropriate to initiate these concepts.	45.7%

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<b>Eastern and Southwestern Gateways</b>	
Work with private property owners and interested developers to create a new Southwestern Gateway for Lewisville that uses Green Ribbon landscape design, signage and other techniques to introduce people and business arriving from DFW Airport to Lewisville's distinctive character.	70.0%
Coordinate with developers and property owners to create a new Eastern Gateway for Lewisville and Castle Hills in the area surrounding the interchanges of Sam Rayburn Tollway (Highway 121), Josey Lane and Windhaven Parkway.	56.7%
Use economic development policy to support international trade and distribution businesses located in the Southwestern Gateway area.	40.0%
<b>Central IH-35E Identity Focal Point</b>	
Work with owners and offer incentives to redo, improve or redevelop commercial centers.	71.8%
Work with TxDOT to create a green identity design and funding concept including the planting of additional pine trees at the intersection as part of the IH-35E bridge reconstruction and Mill/Business 121 rerouting project.	66.7%
Apply code enforcement tools to address the legal non-conforming uses, property structures and infrastructure along 121 Corridor from IH-35E to Elm Fork of the Trinity River.	66.7%
Work with property owners to define a new land use and investment concept for the intersection area and consider engaging a master developer to energize redevelopment.	43.6%
Keep the best of current retail tenants in this focal point area.	43.6%
Identify potential barriers to private land assembly in this area and address any the City can remove.	15.4%
<b>Main Street and Crown Center Identity Focal Points</b>	
Main Street Subdistrict Identity Focal Point: Work with Medical City Lewisville, other private property owners and interested developers to leverage the presence of a major hospital and emphasize medical, health and wellness businesses and resources in this area along with other commercial activities, using economic development policy as appropriate to support these approaches.	96.0%
Crown Center Identity Focal Point: Coordinate with owners to implement the mixed-use development concept for this area and create a new focal point here for Castle Hills and Lewisville.	40.0%
<b>Distinctive Places</b>	
Gateways and key destinations within Lewisville should include green spaces and design features that connect that particular place to the City's identity, celebrate its unique natural, cultural or historic features and invite people to gather.	74.3%

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Way-finding, messaging and informational materials should create inviting and understandable routes between Lewisville's distinctive places.	54.3%
New developments in Lewisville should create new distinctive destinations for residents, employees and visitors.	42.9%
<b>Communications</b>	
Continue and enhance the City's heritage and public art initiatives.	60.5%
Maintain active two-way communications with all segments of the Lewisville community through welcoming messaging, inclusive engagement and the use of innovative engagement techniques as they change over time.	60.5%
Maintain, implement, coordinate and update communication plans for Lewisville that establish a deliberate communications strategy and define anticipated outcomes to measure its success.	44.7%
Maintain, implement, coordinate and update marketing plans for Lewisville and its distinctive subareas and destinations.	39.5%
Continue to strengthen Lewisville's brand and identity through expanded use of a range of techniques, including a citywide banner program, electronic sign boards, enhanced digital presence and expanded digital events.	34.2%
<b>Big Move 7: Sustainability</b>	
Manage Lewisville's water and watersheds to support the health of natural systems, reduce safety and erosion impacts of stormwater, and increase the efficient use of water while minimizing water waste for residents and businesses.	75.0%
Implement sustainability measures in City operations to reduce waste and consumption, and to serve as a role model for the community's businesses and residents.	72.5%
Add access and use of Green Space and Extend the Green with pedestrian-friendly corridors from Lewisville Lake to and throughout the entire community.	70.0%
Encourage the reduction of waste and an increase in recycling through voluntary programs and educational initiatives.	62.5%
Meet the anticipated energy needs of the City and the community with initiatives directed at conservation, energy efficiency, renewable sources and energy generation.	55.0%
Assist Lewisville residents and City staff in improving their health and wellness.	55.0%
Reduce the use of fossil fuels in transportation by making the use of renewable fuels and alternative modes of transportation more feasible, available and effective.	55.0%
Actively engage and include under-represented populations in City programs and services across the Lewisville community to ensure equitable opportunities for all residents.	52.5%
Conduct community outreach and education efforts that provide information on sustainability practices to Lewisville community partners and residents.	40.0%

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<b>Strategic Move 1: Values-Driven Organization</b>	
Enhance transparency about City decisions, spending, operations and outcomes.	72.7%
Involve the entire diverse community in implementation of Lewisville 2025 and in service on City Boards and Commissions.	66.7%
Expand dialogue with communities of color to understand their experiences and identify actions to improve Lewisville as a place for them to live and work.	60.6%
Value residents by ensuring competitive rates and fees when compared to survey cities.	60.6%
Provide annual training to City of Lewisville employees on diversity and inclusiveness.	54.6%
Incorporate "Listen, Learn, Lead" results into Lewisville Way training to maintain and expand our culture of acceptance, respect and teamwork.	51.5%
Focus on recruitment and retention efforts and contracting practices to help ensure racial inclusiveness within the City of Lewisville organization and with its vendors and contractors.	51.5%
Increase infrastructure investment annually, especially when cash can be used instead of debt.	48.5%
Share construction and operating costs for facilities such as the Training Tower with other cities to help reduce cost impact.	48.5%
Develop and implement a social equity model for recreation opportunities.	45.5%
Continue to implement the Public Art Plan, as recommended annually.	42.4%
Build Lewisville's future through engagement with Lewisville 2025 Advisory Committee and Blue Ribbon Committee in advance of rolling out the next General Obligation Bond Election.	36.4%
<b>Strategic Move 2: Data-Driven Organization</b>	
Use data to identify demographics and geographies where more events and interaction are needed between residents and City staff.	63.3%
Continue the conversation on racial inclusiveness and ideas which will help Lewisville be the kind of place where all residents want to work and live.	63.3%
Continue transparency of information through education about the dashboard at Citizens' University and City Board and Commission sessions.	60.0%
Maintain technology (hardware and software) utilized by City employees to be able to utilize data for decision-making.	60.0%
Understand and monitor the impact of COVID 19 on implementation of long-range plans.	56.7%
Conduct a Touchpoint-type process at least every five years to engage the community, evaluate progress toward these goals and consider refinements to reflect changing circumstances.	53.3%
Analyze data for smaller geographic areas to identify any disparities and monitor change over time.	50.0%
Utilize technology to provide accessibility to City programs and services.	50.0%
Utilize data generated by volunteers and non-profit groups to form needed connections throughout the community.	46.7%

<b>Lewisville 2025 Vision Plan Update -- Ranking of All Action Priorities</b>	
<i>These lists contain the proposed Action Priorities for the next five years. The percentage reflects the share of the respondents that Move's Action Priorities who thought this item was important to do in the next five years. The items are ranked by these percentages.</i>	
Identify data to use in monitoring issues among populations in group quarters, such as senior living centers.	43.3%
Strengthen data-sharing collaborations with counties, hospitals and medical providers to track health issues.	43.3%
Use the metrics on the City's department dashboard to drive operational decisions.	40.0%
Prioritize 24/7 access to City-owned databases for metric development.	33.3%
Expand use of Legistar to all City boards and commissions.	23.3%
Prioritize data set compilation, access and dashboard design to facilitate resident use and understanding.	20.0%
<b>Strategic Move 3: Connected City</b>	
Provide free public WIFI at all public parks within Lewisville and continue to install smart technologies at these public locations, with highest priority given to low and moderate income areas.	71.8%
Broaden the use of the 10-Minute Walk-to-Park initiative to help provide connections for travel to destinations in addition to parks.	61.5%
Work with DCTA to improve transit service and coordination by leveraging new technology, creating a more intuitive and navigable transit system, and supporting DCTA's partnership with ride sharing and other micro-mobility providers for last mile services and/or replacement of ineffective existing fixed routes.	61.5%
Have more community gardens so people connect with their neighbors.	59.0%
Improve DCTA efficiency, effectiveness and connection to DART to serve Lewisville residents and businesses.	56.4%
Work with the community to provide desired and effective connectivity for people on foot or bike, using community input to identify system gaps, needs or opportunities, and addressing these through techniques such as pedestrian pass-throughs, way-finding signage, safety features, and shade or other comfort enhancements.	56.4%
Amend City's zoning and development code to incorporate a new complete streets policy and require pedestrian connectivity to adjacent areas of destination (i.e. parks, trails, retail, job parks etc....).	53.9%
Improve the access and connection of all residents to jobs, education and resources.	53.9%
Ensure easy access to library materials City-wide.	53.9%
Increase collaboration with social service agencies, non-profits, utility providers and others to help the Lewisville community become more adaptable and resilient, and to offer the community coordinated support in times of crisis.	53.9%
Actively participate in the North Texas Council of Government's Denton County Transit Study (initiating in 2021) to ensure that Lewisville's public transportation system connects to any future county-wide efforts.	51.3%

<b>Lewisville 2025 Vision Plan Update -- Ranking of All Action Priorities</b>	
<i>These lists contain the proposed Action Priorities for the next five years. The percentage reflects the share of the respondents that Move's Action Priorities who thought this item was important to do in the next five years. The items are ranked by these percentages.</i>	
Fully implement the Traffic Signal Connectivity Project so it's easier to reach destinations around town.	51.3%
Evaluate the need for another library or other City facility to serve the east side of town.	51.3%
Continue to provide opportunities for virtual engagement in City meetings activities and decision-making, in addition to in-person formats, so Lewisville residents have more options for engagement.	48.7%
Expand community engagement events throughout the community.	46.2%
Provide access to recreation programs in multiple locations throughout the community through Play Lewisville on Wheels.	46.2%
Evaluate, improve and communicate the connections needed to provide assistance to residents during a crisis.	43.6%
Pursue joint venture technology projects to include public/private partnerships to enhance community connectivity.	38.5%
Continue to implement and deploy IOT devices to create a smart city ecosystem. Examples of these technologies could include air quality monitors, smart waste monitors and automated meter reading.	38.5%
Focus micro-mobility and other transit efforts where they address disparities of access.	35.9%
Provide updated communications about mobility options.	30.8%
Promote innovation and community technology engagement through events such as hackathons to garner ideas and eliminate blind spots on how best to utilize datasets.	28.2%
Expand the existing Complete Streets policy to provide equitable mobility.	25.6%

### Individual Comments

The survey offered 34 distinct opportunities for respondents to provide written, open-ended comments. The section below reviews key aspects of the comments provided. All comments are found in Appendix 3, and in this appendix no editing has been done to the respondent comments.

In general, only a small percentage of survey respondents choose to make written comments. Often, these are people who are most interested in or most concerned about a particular topic. As a result, these comments do not usually reflect the views of a majority of the people who respond to the survey. The quantitative responses to questions reported above are more representative of the overall perspectives of respondents. For this reason, the written comments should be viewed as input reflecting individuals with specialized interests or strong feelings for or against a topic.

In this survey, 141 written comments were received. Since an individual respondent could make written comments on all questions, the actual number of individuals who provided written comments is much smaller. In fact, the wording of responses to multiple questions shows clearly that the same individual replied to more than one. The question with the most written comments received 14 responses, representing 11% of all survey respondents. The more typical question received 5 or fewer written comments, reflecting less than 4% of respondents.

## 2021 Online Engagement Results

Many of the responses to questions demonstrate the range of views held by Lewisville residents and other survey participants. One example is seen with questions related to sustainability and resilience. Some comments strongly support efforts to make Lewisville more sustainable, while others express the idea that this is an unrealistic or unimportant idea. The overall strong support from survey respondents for sustainability is reflected in the fact that 95% of respondents felt the direction on this Big Move was consistent with their own views. Also, a majority of respondents said that all but one of the action priorities for sustainability were important to do in the next five years. These responses suggest that the plan reflects the broader community's views on a topic where there are clearly differences of opinion.

Another topic with divergent perspectives is the approach on Old Town. Some respondents view Old Town as an important focus for Lewisville; they made specific suggestions about the best next steps for the area. A few respondents did not believe effort should be spent on Old Town, either because it was not a good investment or because they wanted it to remain as it was in the past. The suggestions for action will be considered as part of implementation for this Big Move.

A third topic with differing views is higher-density residential development. Some comments express concern or a desire for "no more apartments". Others support higher densities or mixed use development, as part of transit-oriented development; support is also expressed for affordable housing, housing for the homeless and housing that remains viable for existing residents.

Comments for several Big and Strategic Moves show support for trails, sidewalks and bike paths. Parks and open spaces also receive strong support.

A final note is that several comments relate to the need to bridge the digital divide and to provide reliable internet throughout the community. These comments reflect the importance of this infrastructure for 21<sup>st</sup> century success.

## Appendix 1: Online Survey

The actual wording of the survey questions and response choices is provided on the following pages.



## Lewisville 2025 Vision Plan Update -- Key Recommendations

Please provide your input on the recommended updates to the *Lewisville 2025 Plan*.

**The City of Lewisville is seeking your feedback! The City adopted the "Lewisville 2025" vision plan in 2014. It's been successful and has won many awards. Starting in 2019, the City began asking residents, business owners and other stakeholders for ideas to consider in an update to this important plan. Many individuals and groups were involved in this dialogue through meetings and events in late 2019 and early 2021. Since the COVID-19 pandemic began, work to update the plan has continued virtually. We now have a draft of updated objectives and action priorities for you to consider.**

**If you have a stake in Lewisville's future, we are interested in your feedback on these recommendations. This survey is organized according to the sections of the new draft document.**

**These are:**

- Vision Statement
- Green Centerpiece
- Extending the Green
- Old Town
- Diverse and Thriving Neighborhoods
- Economic Vitality
- Identity, Place and Communications
- Sustainability
- Values-Driven Organization
- Data-Driven Organization
- Connected City

**You can comment on each section, or you can choose to comment only on certain topics. Within a section, all the questions are optional so you can select the ones you want to answer.**

**\* 1. How involved have you been with the "Lewisville 2025" vision plan? Please check all that apply.**

- I was involved in creating the plan in 2013 and 2014.
- I've been involved in projects, programs or activities implementing the plan.
- I participated in meetings or reviewed information online when this update started in 2019.
- I'm on a Board or Commission involved in carrying out the plan.
- This is my first involvement.

\* 2. Why are you interested in Lewisville? Please check all that apply.

- I am a Lewisville resident or homeowner.
- I am a commercial, industrial or multi-family property owner in Lewisville.
- I don't live in Lewisville, but I come here for shopping or events.
- I am a professional involved in design or construction of new developments.
- I work or own a business in Lewisville.
- I'm involved with an organization active in Lewisville.
- I am a Castle Hills resident or homeowner.
- None of the above

I'm interested for another reason. See below:



### Lewisville 2025 Vision Plan Update -- Key Recommendations

3. Would you like to review proposed updates to the plan's Vision for the future?

- Yes
- No, I'd like to skip it



### Lewisville 2025 Vision Plan Update -- Key Recommendations

#### Vision Statement

**These questions are all optional.**

Here is the proposed new Vision Statement:

**By 2025 and beyond, Lewisville will be a community characterized by diversity, connectivity, resource management and growth.**

**Diversity**

Lewisville will be an inclusive community that values and appeals to people of all ages, ethnicities, income levels, backgrounds, abilities, and interests.

**Connectivity**

Lewisville will offer choices that enable its people to connect effectively with one another and with the City government both online and in person, and to desired destinations and community spaces by using many transportation options.

**Resource Management**

Lewisville's natural, human, energy, and capital assets will be the foundation for a distinctive, desirable, and efficiently-managed sustainable community.

**Growth**

Lewisville will be a unique community that attracts and welcomes businesses and residents and is positioned for growth and success.

4. How consistent is this Vision Statement with the Lewisville you would like to see by 2025?

- Very consistent
- Somewhat consistent
- Somewhat inconsistent
- Very inconsistent
- I'm not sure

5. Please share your additional thoughts, comments or questions here.



Lewisville 2025 Vision Plan Update -- Key Recommendations

6. Would you like to review changes and updates to Big Move 1: Green Centerpiece?

Yes

No, I'd like to skip it



## Lewisville 2025 Vision Plan Update -- Key Recommendations

### Big Move 1: Green Centerpiece

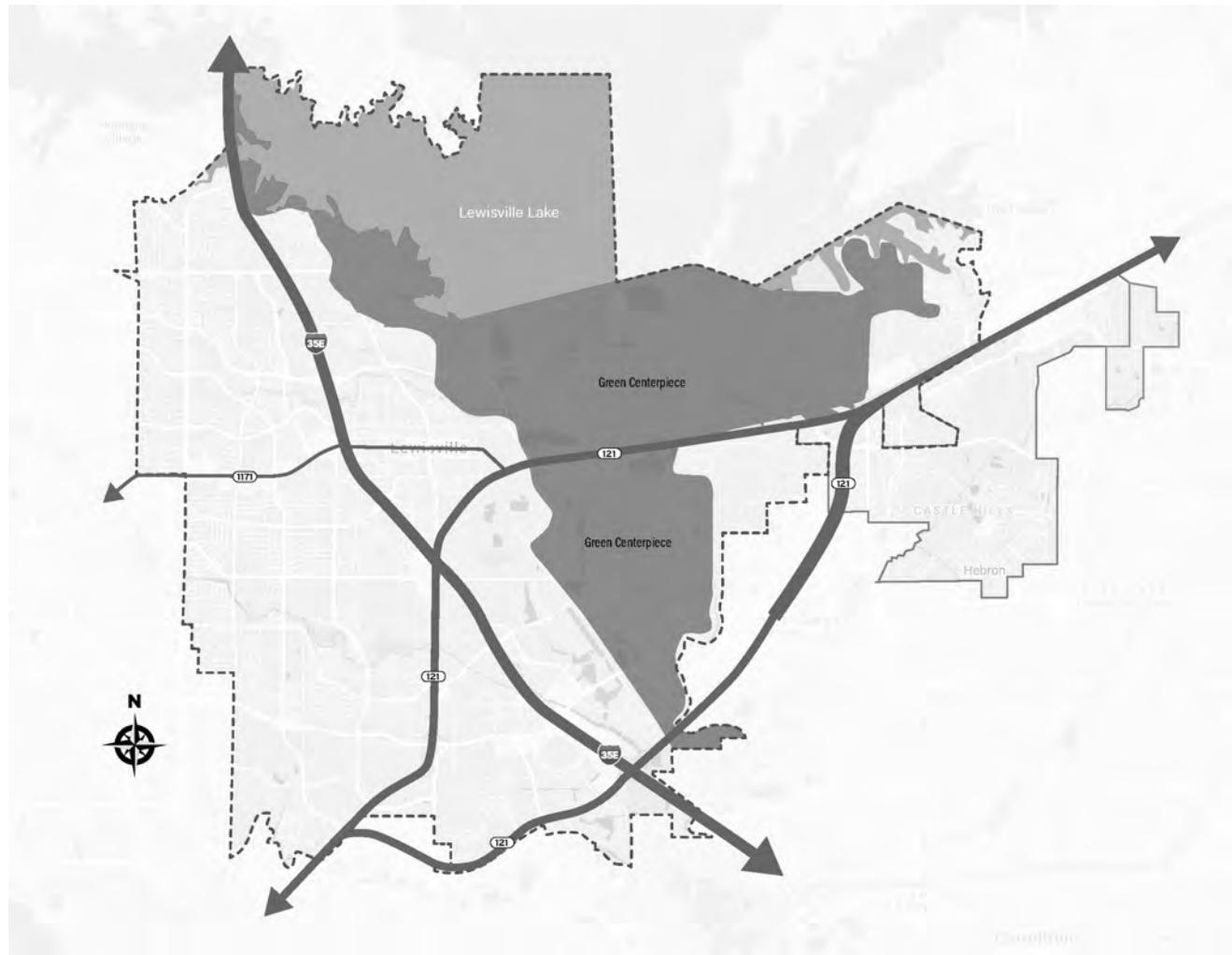
**These questions are all optional.**

**GOAL:** Create a Green Centerpiece within the large natural floodplain area within the large natural floodplain area of the Elm Fork floodplain and around Lewisville Lake.

#### Objectives

1. Make Lewisville distinctive by focusing the community around a special Green Centerpiece including Lewisville Lake, its floodway and adjacent properties, creating a natural open space and urban wilderness that can be part of everyday life for all Lewisville residents.
2. Increase and enhance connections to the Green Centerpiece, through physical linkages, educational experiences, outdoor activities and shared information, particularly for Lewisville residents who have not used it in the past.
3. Use this Green Centerpiece to position Lewisville as a unique community within the DFW Metroplex.

This map shows the Green Centerpiece, including LLELA.



7. How consistent is this Goal and its objectives with the way you'd like Lewisville to address Lewisville Lake and nearby natural areas?

- Very consistent
- Somewhat consistent
- Somewhat inconsistent
- Very inconsistent
- I'm not sure

8. These are the proposed Action Priorities for the next five years. How important do you think they are to achieve this goal? Check the ones you think are important to do in the next five years.

- Update the Green Centerpiece Master Strategy to focus on enhancing its role for Lewisville residents, businesses, schools and the community.
- Update Nature Center concepts to meet the needs and interests of Lewisville residents.
- Secure adequate Green Centerpiece resource and funding commitments for the updated Master Strategy and Nature Center.
- Evaluate and implement new branding, signage, public art and outreach so the Green Centerpiece in general, and Lewisville Lake Environmental Learning Area (LLELA) in particular, are more widely recognized.
- Update Lake Park and other properties under lease from the U.S. Army Corps of Engineers to be key Green Centerpiece destinations.
- Develop a plan for the landfills and other adjacent properties so their future use enhances the Green Centerpiece.
- Enhance and expand the educational and research programs in the Green Centerpiece area, with particular emphasis on programs with LISD.
- Enhance and expand community outreach programs about living in and with nature.
- Modify existing and design future facilities in the Green Centerpiece to promote health, vitality and safety.
- Grow ecotourism in Lewisville through investment in and promotion of the Green Centerpiece and LLELA.
- Develop infrastructure in and adjacent to the Green Centerpiece using 'green infrastructure' best practices and design standards that exemplify the Green Centerpiece.
- Expand the network of hike and bike trails, interpretive materials in multiple languages, and online information to make the Green Centerpiece accessible to people in all Lewisville neighborhoods.
- Work with the Friends of LLELA, Keep Lewisville Beautiful and other organizations to offer Green Centerpiece experiences and programming to schools, faith-based institutions and community organizations serving people in all Lewisville neighborhoods.

Please share any other comments about these Action Priorities here.

9. Are there other important actions for the next five years to achieve this goal? If you have additional suggestions, please add those here.

10. Please share your additional thoughts, comments or questions here.



## Lewisville 2025 Vision Plan Update -- Key Recommendations

### 11. Would you like to review changes and updates for Big Move 2: Extending the Green?

Yes  
 No, I'd like to skip it



## Lewisville 2025 Vision Plan Update -- Key Recommendations

### Big Move 2: Extending the Green

**These questions are all optional.**

**GOAL:** Extending the Green by expanding the Green Centerpiece and trail system, both physically and visually, to connect with other parts of the City.

#### Objectives

1. Connect the Green Centerpiece to Lewisville's neighborhoods and business areas so the benefits of this distinctive center translate to all the places where people live and work in Lewisville.
2. Provide parks, trails, community gardens or open spaces close enough to all Lewisville neighborhoods that they are a part of all residents' daily lives.
3. Enhance the City's parks and recreation system to provide aesthetic, health and other benefits in all neighborhoods and throughout the community.
4. Attract the new businesses and people who want a healthy green lifestyle through public investments and the design of new private developments that include trails, open spaces and urban forests.

12. How consistent is this Goal and its objectives with the way you'd like Lewisville to connect neighborhoods to parks and open spaces?

- Very consistent
- Somewhat consistent
- Somewhat inconsistent
- Very inconsistent
- I'm not sure

13. These are the proposed Action Priorities for the next five years. How important do you think they are to achieve this goal? Check the ones you think are important to do in the next five years.

- Update the City's adopted Trails and Parks Plans to implement this Lewisville 2025 future, and provide resources for operation and maintenance of these areas and facilities.
- Leverage the development of and programs offered at sustainable, liminal recreation facilities such as Thrive and the future nature center at LLELA to promote healthy lifestyles, create stronger social cohesion and develop a deeper connection with nature.
- Prioritize parks investments to meet needs and support healthy lifestyles in underserved areas.
- Provide financial support to existing community gardens that serve low-to-moderate income clientele or that provide produce to local food banks in order to build capacity and provide inexpensive fresh produce to those Lewisville residents in greatest need.
- Use park and trail investments to give Lewisville residents access to these systems within a 10-minute walk from where they live by 2025 (or before).
- Create inclusive parks and playgrounds where people of all abilities can play together.
- Create a stronger connection to the Green Centerpiece by creating unique green destinations, investing in highly utilized parks and open spaces, and enhancing the urban tree canopy throughout Lewisville.
- Use education, incentives and other techniques to encourage existing Lewisville businesses to embrace green practices and connect to the green destinations and trails citywide.
- Develop a structure for public, private and non-profit engagement in funding, creating, managing and maintaining this green network.
- Enhance creeks and greenbelts to improve the ecosystem services they provide and to create places nearby residents can enjoy.
- Connect Lewisville's parks and trails to those in neighboring cities and across the region.
- Please share other comments about these Action Priorities here.

14. Are there other important actions for the next five years to achieve this goal? If you have additional suggestions, please add those here.

15. Please share your additional thoughts, comments or questions here.



## Lewisville 2025 Vision Plan Update -- Key Recommendations

16. Would you like to review changes and updates to Big Move 3: Old Town?

- Yes
- No, I'd like to skip it



## Lewisville 2025 Vision Plan Update -- Key Recommendations

### Big Move 3: Old Town

**These questions are all optional.**

## GOAL: Continue investment in Old Town.

### Objectives

1. Continue Old Town's role as the central place anchoring Lewisville's unique identity and offering experiences and environments that make it a regional destination.
2. Enhance the core of Old Town, expand development to create memorable places in the entire Old Town district, and connect this district to the DCTA station area and IH-35.

### 05 Big Moves



17. How consistent is this Goal and its objectives with the way you'd like Old Town Lewisville to be in the future?

- Very consistent
- Somewhat consistent
- Somewhat inconsistent
- Very inconsistent
- I'm not sure

18. These are the proposed Action Priorities for the next five years. How important do you think they are to achieve this goal? Check the ones you think are important to do in the next five years.

- Continue to look for ways to create new levels of emotional connectivity to Old Town.
- Enhance and implement a clear branding strategy for the district that solidifies its identity.
- Attract retail that will charm and create a sense of identity for Old Town.
- Update the Old Town real estate investment analysis to identify catalytic development sites.
- Identify medical and other employment infill project opportunities between Old Town and IH-35E.
- Continue emphasis on a residential infill program for Old Town to support restaurant, retail and small businesses.
- Continue support for restaurants and broaden dining options to include choices like food trucks, family dining with a playground area and late-night dining.
- Encourage a smaller-scale grocery store that can provide variety with the quality and price found at supermarkets, and timed to support residents as new housing is occupied.
- Develop a prioritized list of needed infrastructure improvements and criteria to guide public investments in land and infrastructure.
- Continue to provide complete streets to ensure that Old Town is walkable and bikeable, making it a place where people have primacy over cars.
- Evaluate additional activities that would bring people to Old Town (such as higher education classes, training, makerspace, incubator business, pop-up stores).
- Expand and enhance Old Town events and festivals to create a unique identity but find ways to reduce impact of festival-goers on adjacent neighborhoods.
- Partner with existing non-profit organizations, such as Main/Mill Association, KLB, and Cloud 9 Charities, etc., to operate a number of quality events that create a unique identity for the core.
- Encourage residential options including high-end lofts, live/work units and townhomes to increase density.
- Use Wayne Ferguson Park and other public spaces in Old Town to promote health, vitality and safety and create common ground in the heart of Lewisville where the community can gather to celebrate, learn, speak and mourn.
- Find additional ways to celebrate and educate about Lewisville's heritage and diversity in Old Town.
- Use design standards and guidelines to ensure that new development continues the existing character of Old Town.
- Please share other comments about these Action Priorities here.

19. Are there other important actions for the next five years to achieve this goal? If you have additional suggestions, please add those here.

20. Please share your additional thoughts, comments or questions here.



## Lewisville 2025 Vision Plan Update -- Key Recommendations

21. Would you like to review changes and updates to Big Move 4: Diverse and Thriving Neighborhoods?

Yes  
 No, I'd like to skip it



## Lewisville 2025 Vision Plan Update -- Key Recommendations

### Big Move 4: Diverse and Thriving Neighborhoods

**These questions are all optional.**

**GOAL:** Maintain and enhance Lewisville's Diverse and Thriving Neighborhoods.

#### Objectives

1. **Provide expanded neighborhood and housing options to make Lewisville the location of choice for people of all ages, backgrounds and incomes.**
2. **Partner with the private and non-profit sectors to make essential resources and services available within an accessible distance of all neighborhoods.**
3. **Maintain the desirability and property value of existing neighborhoods through infrastructure and other public investments and programs.**

4. Ensure that public safety resources and services are adequate and appropriate to provide safety and security to residents in all Lewisville neighborhoods.
5. Include Castle Hills and its residents as an integral part of the Lewisville community.
6. Encourage new development that expands available housing choices, particularly near Denton County Transportation Authority (DCTA) stations and through redevelopment of aging strip commercial properties.
7. Create a cohesive and connected group of neighborhood, non-profit and business leaders who help keep existing neighborhoods thriving in the future.

22. How consistent is this Goal and its objectives with the future you want for neighborhoods throughout Lewisville?

- Very consistent
- Somewhat consistent
- Somewhat inconsistent
- Very inconsistent
- I'm not sure

23. These are the proposed Action Priorities for the next five years. How important do you think they are to achieve this goal? Check the ones you think are important to do in the next five years.

- Conduct a housing study to examine current housing supply and demand in Lewisville and use this study as the basis for an action plan to meet identified needs and address any identified inequities.
- Complete the annexation of Castle Hills.
- Engage residents, private sector, medical providers, non-profit organizations, faith-based communities and others in an initiative to define a set of 'essential neighborhood resources and services', identify current gaps in availability and create a strategy to address these.
- Work with the community to define the boundaries of Lewisville neighborhoods and create a structure of public, private and non-profit leaders to support their long-term vitality.
- Continue actions to address neighborhood needs in Old Town North, Southwest Lewisville, and the area between IH-35E, Business 121 and Corporate Drive, and utilize neighborhood names and other materials to strengthen neighborhood identities.
- Update the designation of targeted neighborhoods to consider equity as part of planning and public investment, and use data-based analysis and community feedback so neighborhood grants and resources for small area planning reach under-represented communities.
- Assess the use of the Housing Finance Corporation's resources and assets to meet affordable housing needs.
- Develop a strategy for maintenance and rehabilitation of existing apartment complexes that improves residents' quality of life while continuing to include affordable housing.
- Utilize the public safety clown program to teach fire and water safety in Lewisville schools.
- Continue and expand the Police and Code Compliance Departments' Nuisance Abatement programs for multi-family and hotel/motel properties.
- Explore and expand crime reductions programs for areas with high incidence of crime.
- Explore and expand programs for community preparedness and emergency management.
- Support and promote high-density housing in mixed-use configurations in areas around the three DCTA stations, in or near Old Town and at the four nodes along IH-35E.
- Work with owners of multi-family zoned vacant land, and multi-family or non-residentially zoned land ripe for revitalization, to create a plan for those parcels that provides a good return for the property owner and a land use mix and design quality that meet community needs.
- Include sustainability considerations (such as energy and water efficiency) in the design of new housing, adaptive reuse and rehabilitation assistance.
- Please share other comments about these Action Priorities here.

24. Are there other important actions for the next five years to achieve this goal? If you have additional suggestions, please add those here.

25. Please share your additional thoughts, comments or questions here.



## Lewisville 2025 Vision Plan Update -- Key Recommendations

26. Would you like to review changes and updates to Big Move 5: Economic Vitality?

Yes  
 No, I'd like to skip it



## Lewisville 2025 Vision Plan Update -- Key Recommendations

### Big Move 5: Economic Vitality

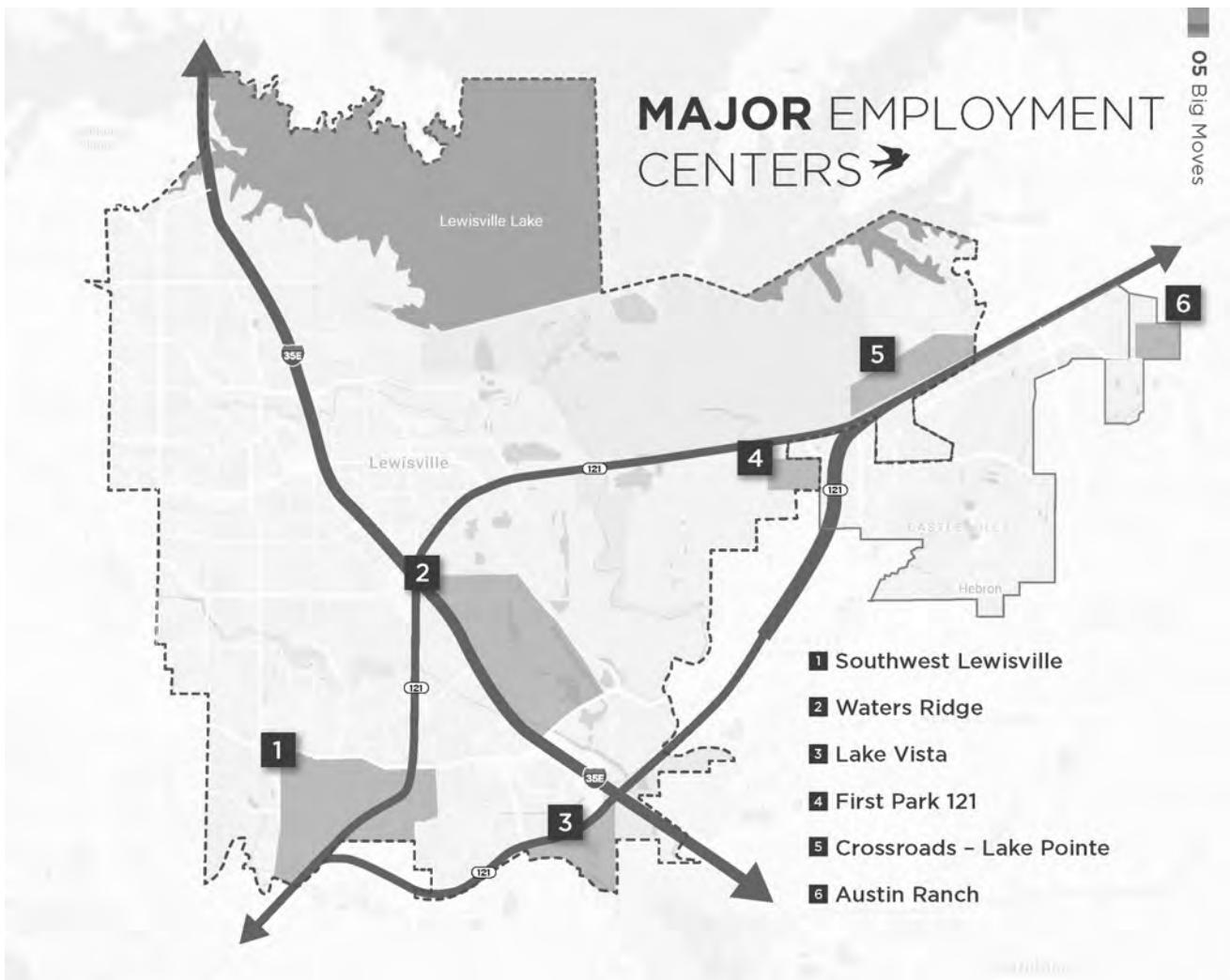
**These questions are all optional.**

**GOAL:** Sustain Lewisville's Economic Vitality by assisting its residents, supporting its businesses and enhancing its major employment centers.

#### Objectives

1. Take strategic advantage of Lewisville's prime location within the region and its access to regionally significant activity centers to attract and retain a diverse range of businesses consistent with Lewisville's character as described by Lewisville 2025.
2. Enhance existing employment center areas and encourage future businesses that provide a stable tax base for the City.

3. Support locations for smaller, mixed-use employment nodes in or near the neighborhoods their businesses serve.
4. Support economic development, job training and other initiatives that enable the people who live in Lewisville to work here as well.
5. Promote Lewisville as a community that provides a variety of employment options for residents who select the range of housing and neighborhood choices available here.
6. Support workforce training, lifelong learning and career readiness for Lewisville residents.
7. Support a mix of housing types and price points in Lewisville that enable the people who work here to also live in this community.



27. How consistent is this Goal and its objectives with your ideas for keeping Lewisville's economy thriving?

- Very consistent
- Somewhat consistent
- Somewhat inconsistent
- Very inconsistent
- I'm not sure

28. These are the proposed Action Priorities for the next five years. How important do you think they are to achieve this goal? Check the ones you think are important to do in the next five years.

- Continue to regularly review current economic incentive programs and funding, aligning their resources to support Lewisville 2025 objectives and beyond, including sustainability and provision of affordable housing.
- Review and revise incentives and codes to support redevelopment and reinvestment that creates coordinated and compatible development patterns.
- Support the long-term success of employment centers through City policies and investments.
- Partner with education providers and community organizations to help Lewisville residents gain the skills they need to succeed in the workforce, with a particular focus on inclusion in education, training and access to jobs.
- Partner with education providers so children growing up in Lewisville learn the values and skills needed to fill the green jobs of the future and to be leaders in environmental stewardship.
- Provide access to technology and cultivate lifelong learning, including career and workforce development, through resources at the Public Library.
- Work with businesses impacted by the IH-35E widening to retain, redevelop or relocate from affected locations.
- Continue effective code enforcement with an emphasis on signage, façade and parking lot conditions on all commercial properties.
- Promote a sense of pride between businesses and community service providers whereby companies in employment centers get involved and are connected with various service opportunities, charity events, and other forms of community involvement.
- Support the creation of a business park liaison within each employment center, in order to streamline communication, engagement, and workforce development efforts.
- Develop an inventory of retail establishments in Lewisville, for use in communication, marketing and business support.
- Expand the share of housing in Lewisville that is affordable to people who work in Lewisville and ensure connectivity to transportation hubs across the region's public transportation network.
- Create and support quarterly small business development workshops with a focus on assisting startups, entrepreneurs, minority and women owned businesses to grow and succeed in Lewisville.
- Attract or grow businesses that serve, or are based in, Lewisville's diverse communities.
- Attract or grow businesses that benefit from and strengthen Lewisville's character as a green community.
- Partner with other organizations to ensure that Lewisville residents and businesses have access to emerging technologies.
- Partner with the Lewisville Chamber of Commerce and other business-support organizations to facilitate the retention and expansion of Lewisville businesses with a strong focus on sustainability and resiliency.
- Pursue Lewisville achieving an ISO Class 1 rating.
- Please share other comments about these Action Priorities here.

29. Are there other important actions for the next five years to achieve this goal? If you have additional suggestions, please add those here.

30. Please share your additional thoughts, comments or questions here.



### Lewisville 2025 Vision Plan Update -- Key Recommendations

31. Would you like to review changes to Big Move 6: Identity, Place & Communications?

- Yes
- No, I'd like to skip it



### Lewisville 2025 Vision Plan Update -- Key Recommendations

#### Big Move 6: Identity, Place and Communications

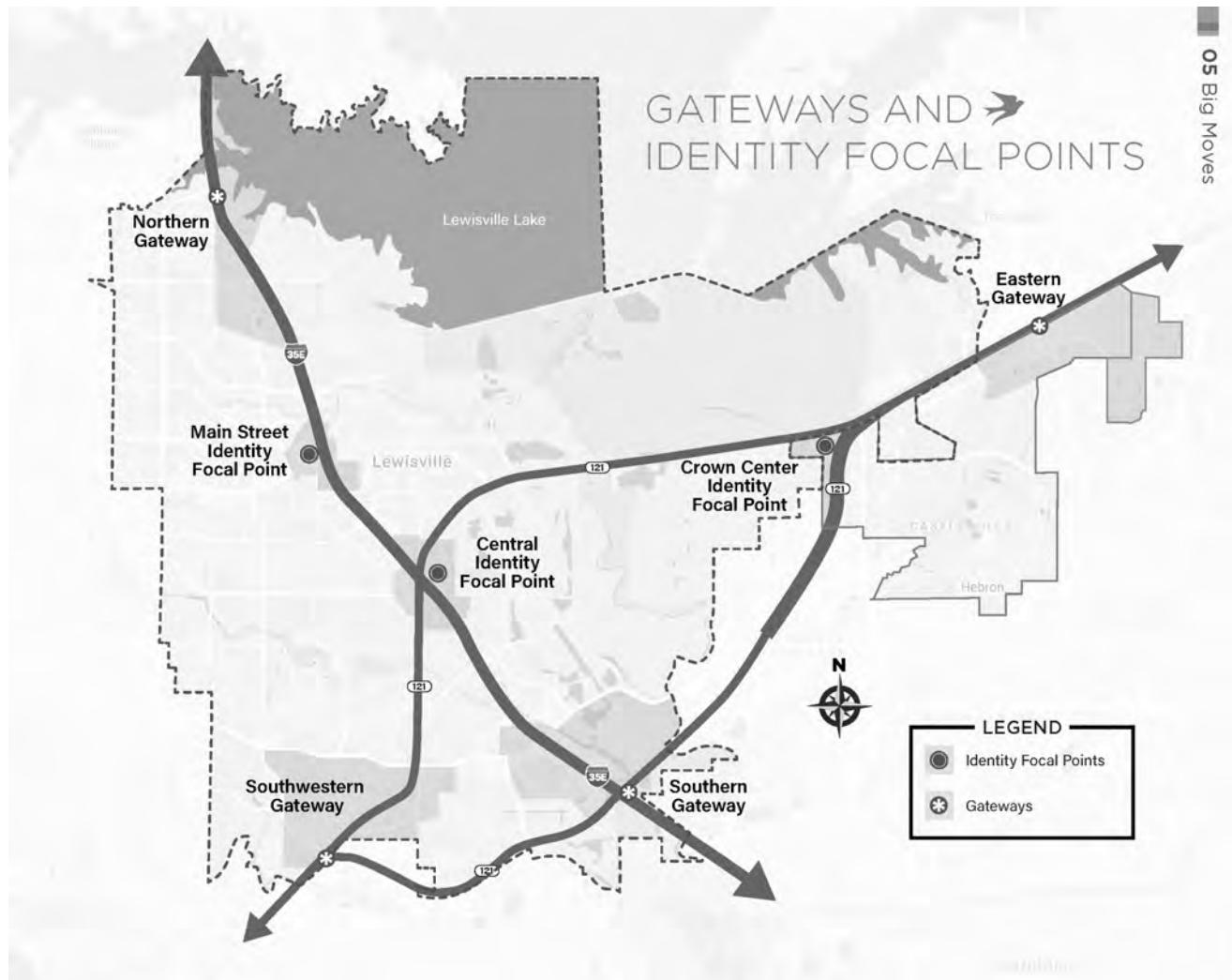
**These questions are all optional.**

## GOAL: Use Identity, Place and Communications to create and share Lewisville's unique character.

### Objectives

1. Establish and communicate a particular identity for the City of Lewisville and its distinctive subareas to current residents and businesses, and to people who live or work outside this community.
2. Celebrate and communicate Lewisville's diversity and heritage through public art and community events and activities citywide.
3. Ensure that official City channels are widely viewed by the public as the trusted primary source for information about City programs and services.
4. Create distinctive Gateways into the City and Identity Focal Points at additional key intersections.
5. Develop or enhance community gathering spaces, including public art and green spaces, as part of new development, redevelopment and adaptive reuse projects.

The proposed Gateways and Identity Focal Points are shown on the map below.



32. How consistent is this Goal and its objectives with your ideas for a distinctive identity for Lewisville?

- Very consistent
- Somewhat consistent
- Somewhat inconsistent
- Very inconsistent
- I'm not sure

33. These are the proposed Action Priorities for the next five years that would apply to all Gateway and Identity Focal Point areas. How important do you think they are to achieve this goal? Check the ones you think are important to do in the next five years.

- Engage community residents, property owners and other stakeholders in each of these areas to create appropriate and appealing names for these places.
- Use design, new development, public art, lighting, open spaces, graphics and marketing to express each area's identity and reinforce the sense of place for each of these special locations within Lewisville.
- Incorporate energy efficiency and sustainable design in improvements to gateways and identity focal points.
- Continue to improve gateways into Lewisville to provide distinctive entrances and create a unique sense of place for pedestrians and cyclists as well as drivers.
- Please share other comments about these Action Priorities here.

34. These are the proposed Action Priorities for the next five years in the Southern Gateway area. How important do you think they are to achieve this goal? Check the ones you think are important to do in the next five years.

- Communicate with shopping center owners about new allowable uses and other tactics to enliven the gateway area and create synergy among new projects.
- Investigate the expansion of special districts (such as Tax Increment Finance Districts and Public Improvement Districts) and incentive strategies to maintain existing improvements and construct new infrastructure.
- Lead a collaboration with Music City Mall of Lewisville area owners and investors to create a new concept and implement revitalization of this area.
- Collaborate with area stakeholders to create a unique sports, entertainment and hospitality destination connecting the DCTA Hebron Station and the Elm Fork, with access from IH-35E and 121.
- Please share other comments about these Action Priorities here.

35. These are the proposed Action Priorities for the next five years in the Northern Gateway area. How important do you think they are to achieve this goal? Check the ones you think are important to do in the next five years.

- Work with a master developer and land owners to help incentivize Lewisville's potential to create a waterfront resort on the east side of IH-35E.
- Coordinate with owners to implement the mixed use/ urban village concept of the Northern Gateway Plan for transit-oriented development on the west side of IH-35E.
- Work with private property owners and interested developers in a collective approach to achieve the vision of these two development districts; use economic development policy as appropriate to initiate these concepts.
- Please share other comments about these Action Priorities here.

36. These are the proposed Action Priorities for the next five years in the Eastern and Southwestern Gateway areas. How important do you think they are to achieve this goal? Check the ones you think are important to do in the next five years.

- Coordinate with developers and property owners to create a new Eastern Gateway for Lewisville and Castle Hills in the area surrounding the interchanges of Sam Rayburn Tollway (Highway 121), Josey Lane and Windhaven Parkway.
- Work with private property owners and interested developers to create a new Southwestern Gateway for Lewisville that uses Green Ribbon landscape design, signage and other techniques to introduce people and business arriving from DFW Airport to Lewisville's distinctive character.
- Use economic development policy to support international trade and distribution businesses located in the Southwestern Gateway area.
- Please share other comments about these Action Priorities here.

37. These are the proposed Action Priorities for the next five years in the Central IH-35E Identity Focal Point. How important do you think they are to achieve this goal? Check the ones you think are important to do in the next five years.

- Work with TxDOT to create a green identity design and funding concept including the planting of additional pine trees at the intersection as part of the IH-35E bridge reconstruction and Mill/Business 121 rerouting project.
- Work with property owners to define a new land use and investment concept for the intersection area and consider engaging a master developer to energize redevelopment.
- Identify potential barriers to private land assembly in this area and address any the City can remove.
- Keep the best of current retail tenants in this focal point area.
- Work with owners and offer incentives to redo, improve or redevelop commercial centers.
- Apply code enforcement tools to address the legal non-conforming uses, property structures and infrastructure along 121 Corridor from IH-35E to Elm Fork of the Trinity River.
- Please share other comments about these Action Priorities here.

38. These are the proposed Action Priorities for the next five years in the Main Street and Crown Center Identity Focal Points. How important do you think they are to achieve this goal? Check the ones you think are important to do in the next five years.

- Main Street Subdistrict Identity Focal Point: Work with Medical City Lewisville, other private property owners and interested developers to leverage the presence of a major hospital and emphasize medical, health and wellness businesses and resources in this area along with other commercial activities, using economic development policy as appropriate to support these approaches.
- Crown Center Identity Focal Point: Coordinate with owners to implement the mixed-use development concept for this area and create a new focal point here for Castle Hills and Lewisville.
- Please share other comments about these Action Priorities here.

39. In addition to the major Gateways and Identity Focal Points, Lewisville should have many smaller places that make neighborhoods or shopping areas unique. These are the proposed Action Priorities for the next five years to create or enhance these Distinctive Places. How important do you think they are to achieve this goal? Check the ones you think are important to do in the next five years.

- Gateways and key destinations within Lewisville should include green spaces and design features that connect that particular place to the City's identity, celebrate its unique natural, cultural or historic features and invite people to gather.
- New developments in Lewisville should create new distinctive destinations for residents, employees and visitors.
- Way-finding, messaging and informational materials should create inviting and understandable routes between Lewisville's distinctive places.
- Please share other comments about these Action Priorities here.

40. Lewisville must continue to communicate and market itself to residents, businesses and visitors. These are the proposed Action Priorities for the next five years related to communications. Check the ones you think are important to do in the next five years.

- Continue and enhance the City's heritage and public art initiatives.
- Maintain, implement, coordinate and update communication plans for Lewisville that establish a deliberate communications strategy and define anticipated outcomes to measure its success.
- Maintain, implement, coordinate and update marketing plans for Lewisville and its distinctive subareas and destinations.
- Continue to strengthen Lewisville's brand and identity through expanded use of a range of techniques, including a citywide banner program, electronic sign boards, enhanced digital presence and expanded digital events.
- Maintain active two-way communications with all segments of the Lewisville community through welcoming messaging, inclusive engagement and the use of innovative engagement techniques as they change over time.
- Please share other comments about these Action Priorities here.

41. Are there other important actions for the next five years to achieve this goal? If you have additional suggestions, please add those here.

42. Please share your additional thoughts, comments or questions here.



## Lewisville 2025 Vision Plan Update -- Key Recommendations

43. Would you like to review changes to Big Move 7: Sustainability?

- Yes
- No, I'd like to skip it



## Lewisville 2025 Vision Plan Update -- Key Recommendations

### Big Move 7: Sustainability

**These questions are all optional.**

**GOAL:** Create a community that embraces Sustainability.

**For Lewisville, sustainability means that limited resources (such as land, water, energy, clean air, natural assets and public funds) are used efficiently to provide a desirable quality of life and business climate that today's residents and businesses need and want, without reducing Lewisville's ability to provide that same quality of life and business climate to support the success of future generations of residents and businesses.**

### Objectives

- 1. Create a community that is sustainable – desirable and thriving – over the long term.**
- 2. Support the use of sustainable design and practices in City operations and by local partners, including residents, businesses, and community groups, to improve economic, energy and community resiliency in responding to environmental, economic, health and social disruptions or disparities.**
- 3. Adopt and implement a Sustainability Action Plan.**

44. How consistent is this Goal and its objectives with the way you'd like Lewisville to address sustainability?

- Very consistent
- Somewhat consistent
- Somewhat inconsistent
- Very inconsistent
- I'm not sure

45. These are the proposed Action Priorities for the next five years. How important do you think they are to achieve this goal? Check the ones you think are important to do in the next five years.

- Meet the anticipated energy needs of the City and the community with initiatives directed at conservation, energy efficiency, renewable sources and energy generation.
- Manage Lewisville's water and watersheds to support the health of natural systems, reduce safety and erosion impacts of stormwater, and increase the efficient use of water while minimizing water waste for residents and businesses.
- Encourage the reduction of waste and an increase in recycling through voluntary programs and educational initiatives.
- Actively engage and include under-represented populations in City programs and services across the Lewisville community to ensure equitable opportunities for all residents.
- Assist Lewisville residents and City staff in improving their health and wellness.
- Reduce the use of fossil fuels in transportation by making the use of renewable fuels and alternative modes of transportation more feasible, available and effective.
- Add access and use of Green Space and Extend the Green with pedestrian-friendly corridors from Lewisville Lake to and throughout the entire community.
- Implement sustainability measures in City operations to reduce waste and consumption, and to serve as a role model for the community's businesses and residents.
- Conduct community outreach and education efforts that provide information on sustainability practices to Lewisville community partners and residents.
- Please share other comments about these Action Priorities here.

46. Are there other important actions for the next five years to achieve this goal? If you have additional suggestions, please add those here.

47. Please share your additional thoughts, comments or questions here.



### Lewisville 2025 Vision Plan Update -- Key Recommendations

48. Would you like to review changes to Strategic Move 1: Values-Driven Organization?

- Yes
- No, I'd like to skip it



### Lewisville 2025 Vision Plan Update -- Key Recommendations

#### Strategic Move 1: Values-Driven Organization

**These questions are all optional.**

## GOAL: Operate the City of Lewisville as a Values-Driven Organization.

### Objectives

- 1. Continue to achieve the Lewisville Way throughout City operations (Value People, Build Our Future, Serve Every Day).**
- 2. Maintain a stable, experienced and high-performance workforce.**
- 3. Have a City workforce that reflects the diversity of the Lewisville community.**
- 4. Empower employees to accomplish their performance objectives effectively and innovatively.**
- 5. Inclusively engage diverse residents so they shape and support the City's programs, operations and use of resources.**

49. How consistent is this Goal and its objectives with the way you'd like the City of Lewisville to live its values?

- Very consistent
- Somewhat consistent
- Somewhat inconsistent
- Very inconsistent
- I'm not sure

50. These are the proposed Action Priorities for the next five years. How important do you think they are to achieve this goal? Check the ones you think are important to do in the next five years.

- Expand dialogue with communities of color to understand their experiences and identify actions to improve Lewisville as a place for them to live and work.
- Develop and implement a social equity model for recreation opportunities.
- Involve the entire diverse community in implementation of Lewisville 2025 and in service on City Boards and Commissions.
- Incorporate "Listen, Learn, Lead" results into Lewisville Way training to maintain and expand our culture of acceptance, respect and teamwork.
- Provide annual training to City of Lewisville employees on diversity and inclusiveness.
- Focus on recruitment and retention efforts and contracting practices to help ensure racial inclusiveness within the City of Lewisville organization and with its vendors and contractors.
- Build Lewisville's future through engagement with Lewisville 2025 Advisory Committee and Blue Ribbon Committee in advance of rolling out the next General Obligation Bond Election.
- Increase infrastructure investment annually, especially when cash can be used instead of debt.
- Share construction and operating costs for facilities such as the Training Tower with other cities to help reduce cost impact.
- Continue to implement the Public Art Plan, as recommended annually.
- Value residents by ensuring competitive rates and fees when compared to survey cities.
- Enhance transparency about City decisions, spending, operations and outcomes.
- Please share any other comments about these Action Priorities here.

51. Are there other important actions for the next five years to achieve this goal? If you have additional suggestions, please add those here.

52. Please share your additional thoughts, comments or questions here.



### Lewisville 2025 Vision Plan Update -- Key Recommendations

53. Would you like to review changes to Strategic Move 2: Data-Driven Organization?

- Yes
- No, I'd like to skip it



### Lewisville 2025 Vision Plan Update -- Key Recommendations

#### Strategic Move 2: Data-Driven Organization

**These questions are all optional.**

**GOAL: Manage the City of Lewisville as a Data-Driven Organization.**

**Objectives**

- 1. Use the intelligence and insights assembled from data on the outcomes of City processes, procedures and operations to direct continual improvement, promote innovation and increase inclusion.**
- 2. Control the cost of service delivery.**
- 3. Enhance the integrity and consistency of data used to evaluate City services and the transparency with which data and service outcomes are shared.**
- 4. Enhance systems and procedures so members of the Lewisville community can communicate to the City and can see how the comments, data or information they shared is evaluated and used.**
- 5. Remove bureaucratic barriers to creativity so Lewisville functions as a “nimble” city.**
- 6. Be a city that is socially, technologically, and economically advanced.**
- 7. Ensure the City continually operates under a Council-adopted long-term vision plan.**
- 8. Maintain the City’s financial stability.**

54. How consistent is this Goal and its objectives with the way you'd like Lewisville to use data to make operations effective?

- Very consistent
- Somewhat consistent
- Somewhat inconsistent
- Very inconsistent
- I'm not sure

55. These are the proposed Action Priorities for the next five years. How important do you think they are to achieve this goal? Check the ones you think are important to do in the next five years.

- Use data to identify demographics and geographies where more events and interaction are needed between residents and City staff.
- Analyze data for smaller geographic areas to identify any disparities and monitor change over time.
- Identify data to use in monitoring issues among populations in group quarters, such as senior living centers.
- Strengthen data-sharing collaborations with counties, hospitals and medical providers to track health issues.
- Use the metrics on the City's department dashboard to drive operational decisions.
- Utilize data generated by volunteers and non-profit groups to form needed connections throughout the community.
- Prioritize data set compilation, access and dashboard design to facilitate resident use and understanding.
- Continue transparency of information through education about the dashboard at Citizens' University and City Board and Commission sessions.
- Prioritize 24/7 access to City-owned databases for metric development.
- Continue the conversation on racial inclusiveness and ideas which will help Lewisville be the kind of place where all residents want to work and live.
- Understand and monitor the impact of COVID 19 on implementation of long-range plans.
- Maintain technology (hardware and software) utilized by City employees to be able to utilize data for decision-making.
- Utilize technology to provide accessibility to City programs and services.
- Expand use of Legistar to all City boards and commissions.
- Conduct a Touchpoint-type process at least every five years to engage the community, evaluate progress toward these goals and consider refinements to reflect changing circumstances.
- Please share any other comments about these Action Priorities here.

56. Are there other important actions for the next five years to achieve this goal? If you have additional suggestions, please add those here.

57. Please share your additional thoughts, comments or questions here.



## Lewisville 2025 Vision Plan Update -- Key Recommendations

58. Would you like to review changes to Strategic Move 3: Connected City?

Yes  
 No, I'd like to skip it



## Lewisville 2025 Vision Plan Update -- Key Recommendations

### Strategic Move 3: Connected City

**These questions are all optional.**

**GOAL:** Use technology and design to be a Connected City.

#### Objectives

- 1. Enhance a system of multi-modal connections (car, bike, rail, carpools, carsharing, fixed route/on demand services) so Lewisville residents, businesses and visitors have mobility choices.**
- 2. Provide quality transportation via traffic devices, services, streets, sidewalks and trails.**
- 3. Use information from global best practices to benefit from changing technologies and methodologies, and use innovation to reduce the negative effects of these changes.**
- 4. Help the City of Lewisville organization, Lewisville residents, and businesses stay connected through technology.**
- 5. Focus on inclusiveness when connecting Lewisville residents to City services and opportunities.**

59. How consistent is this Goal and its objectives with the way you'd like Lewisville to be connected?

- Very consistent
- Somewhat consistent
- Somewhat inconsistent
- Very inconsistent
- I'm not sure

60. These are the proposed Action Priorities for the next five years. How important do you think they are to achieve this goal? Check the ones you think are important to do in the next five years.

- Evaluate, improve and communicate the connections needed to provide assistance to residents during a crisis.
- Amend City's zoning and development code to incorporate a new complete streets policy and require pedestrian connectivity to adjacent areas of destination (i.e. parks, trails, retail, job parks etc....).
- Broaden the use of the 10-Minute Walk-to-Park initiative to help provide connections for travel to destinations in addition to parks.
- Work with DCTA to improve transit service and coordination by leveraging new technology, creating a more intuitive and navigable transit system, and supporting DCTA's partnership with ride sharing and other micro-mobility providers for last mile services and/or replacement of ineffective existing fixed routes.
- Improve DCTA efficiency, effectiveness and connection to DART to serve Lewisville residents and businesses.
- Actively participate in the North Texas Council of Government's Denton County Transit Study (initiating in 2021) to ensure that Lewisville's public transportation system connects to any future county-wide efforts.
- Improve the access and connection of all residents to jobs, education and resources.
- Work with the community to provide desired and effective connectivity for people on foot or bike, using community input to identify system gaps, needs or opportunities, and addressing these through techniques such as pedestrian pass-throughs, way-finding signage, safety features, and shade or other comfort enhancements.
- Focus micro-mobility and other transit efforts where they address disparities of access.
- Expand community engagement events throughout the community.
- Continue to provide opportunities for virtual engagement in City meetings activities and decision-making, in addition to in-person formats, so Lewisville residents have more options for engagement.
- Expand the existing Complete Streets policy to provide equitable mobility.
- Fully implement the Traffic Signal Connectivity Project so it's easier to reach destinations around town.
- Have more community gardens so people connect with their neighbors.
- Provide updated communications about mobility options.
- Evaluate the need for another library or other City facility to serve the east side of town.
- Ensure easy access to library materials City-wide.
- Provide access to recreation programs in multiple locations throughout the community through Play Lewisville on Wheels.
- Increase collaboration with social service agencies, non-profits, utility providers and others to help the Lewisville community become more adaptable and resilient, and to offer the community coordinated support in times of crisis.
- Pursue joint venture technology projects to include public/private partnerships to enhance community connectivity.
- Provide free public WIFI at all public parks within Lewisville and continue to install smart technologies at these public locations, with highest priority given to low and moderate income areas.
- Continue to implement and deploy IOT devices to create a smart city ecosystem. Examples of these technologies could include air quality monitors, smart waste monitors and automated meter reading.
- Promote innovation and community technology engagement through events such as hackathons to garner ideas and eliminate blind spots on how best to utilize datasets.
- Please share any other comments about these Action Priorities here.

61. Are there other important actions for the next five years to achieve this goal? If you have additional suggestions, please add those here.

62. Please share your additional thoughts, comments or questions here.



### Lewisville 2025 Vision Plan Update -- Key Recommendations

#### Other Comments

63. If you have other thoughts about the **Lewisville 2025** vision plan and its update, please share those here.

64. If you would like to receive information about this plan update and opportunities for involvement, please provide your contact information (email, phone and/or mailing address) below.

## Appendix 2: Quantitative Survey Responses

The table below presents the detailed information about the responses to multiple-choice questions. It also shows the number of respondents who replied or skipped each question, including those offering the ability to make a written comment. Those written comments are provided in Appendix 3. The final question of the survey asked respondents to provide contact information if they were interested in further involvement in the Lewisville 2025 update process. This personal information has been provided to the City staff so announcements can be sent; it is not provided in this report.

Lewisville 2025 Vision Plan Update -- Key Recommendations		
<b>Q1. How involved have you been with the "Lewisville 2025" vision plan? Please check all that apply.</b>		
Answer Choices		Responses
I was involved in creating the plan in 2013 and 2014.	12.1%	15
I've been involved in projects, programs or activities implementing the plan.	12.9%	16
I participated in meetings or reviewed information online when this update started in 2019.	26.6%	33
I'm on a Board or Commission involved in carrying out the plan.	8.1%	10
This is my first involvement.	63.7%	79
	<b>Answered</b>	<b>124</b>
	<b>Skipped</b>	<b>0</b>
<b>Q2. Why are you interested in Lewisville? Please check all that apply.</b>		
Answer Choices		Responses
None of the above	0.8%	1
I am a Lewisville resident or homeowner.	79.0%	98
I am a commercial, industrial or multi-family property owner in Lewisville.	5.7%	7
I don't live in Lewisville, but I come here for shopping or events.	4.0%	5
I am a professional involved in design or construction of new developments.	2.4%	3
I work or own a business in Lewisville.	18.6%	23
I'm involved with an organization active in Lewisville.	21.8%	27
I am a Castle Hills resident or homeowner.	4.0%	5
I am a City of Lewisville employee.	0.0%	0
I'm interested for another reason. See below:		4
	<b>Answered</b>	<b>124</b>
	<b>Skipped</b>	<b>0</b>
<b>Q3. Would you like to review proposed updates to the plan's Vision for the future?</b>		
Answer Choices		Responses
Yes	89.3%	108
No, I'd like to skip it	10.7%	13
	<b>Answered</b>	<b>121</b>
	<b>Skipped</b>	<b>3</b>

## 2021 Online Engagement Results

Lewisville 2025 Vision Plan Update -- Key Recommendations		
Answer Choices	Responses	
<b>Q4. How consistent is this Vision Statement with the Lewisville you would like to see by 2025?</b>		
Very consistent	52.1%	50
Somewhat consistent	34.4%	33
Somewhat inconsistent	5.2%	5
Very inconsistent	3.1%	3
I'm not sure	5.2%	5
	<b>Answered</b>	<b>96</b>
	<b>Skipped</b>	<b>28</b>
<b>Q6. Would you like to review changes and updates to Big Move 1: Green Centerpiece?</b>		
Answer Choices	Responses	
Yes	91.5%	97
No, I'd like to skip it	8.5%	9
	<b>Answered</b>	<b>106</b>
	<b>Skipped</b>	<b>18</b>
<b>Q7. How consistent is this Goal and its objectives with the way you'd like Lewisville to address Lewisville Lake and nearby natural areas?</b>		
Answer Choices	Responses	
Very consistent	69.8%	60
Somewhat consistent	18.6%	16
Somewhat inconsistent	5.8%	5
Very inconsistent	0.0%	0
I'm not sure	5.8%	5
	<b>Answered</b>	<b>86</b>
	<b>Skipped</b>	<b>38</b>
<b>Q8. These are the proposed Action Priorities for the next five years. How important do you think they are to achieve this goal? Check the ones you think are important to do in the next five years.</b>		
Answer Choices	Responses	
Update the Green Centerpiece Master Strategy to focus on enhancing its role for Lewisville residents, businesses, schools and the community.	38.3%	31
Update Nature Center concepts to meet the needs and interests of Lewisville residents.	33.3%	27
Secure adequate Green Centerpiece resource and funding commitments for the updated Master Strategy and Nature Center.	44.4%	36

## 2021 Online Engagement Results

<b>Lewisville 2025 Vision Plan Update -- Key Recommendations</b>		
Evaluate and implement new branding, signage, public art and outreach so the Green Centerpiece in general, and Lewisville Lake Environmental Learning Area (LLELA) in particular, are more widely recognized.	42.0%	34
Update Lake Park and other properties under lease from the U.S. Army Corps of Engineers to be key Green Centerpiece destinations.	56.8%	46
Develop a plan for the landfills and other adjacent properties so their future use enhances the Green Centerpiece.	71.6%	58
Enhance and expand the educational and research programs in the Green Centerpiece area, with particular emphasis on programs with LISD.	37.0%	30
Enhance and expand community outreach programs about living in and with nature.	40.7%	33
Modify existing and design future facilities in the Green Centerpiece to promote health, vitality and safety.	33.3%	27
Grow ecotourism in Lewisville through investment in and promotion of the Green Centerpiece and LLELA.	34.6%	28
Develop infrastructure in and adjacent to the Green Centerpiece using 'green infrastructure' best practices and design standards that exemplify the Green Centerpiece.	38.3%	31
Expand the network of hike and bike trails, interpretive materials in multiple languages, and online information to make the Green Centerpiece accessible to people in all Lewisville neighborhoods.	74.1%	60
Work with the Friends of LLELA, Keep Lewisville Beautiful and other organizations to offer Green Centerpiece experiences and programming to schools, faith-based institutions and community organizations serving people in all Lewisville neighborhoods.	56.8%	46
Please share any other comments about these Action Priorities here.		11
	Answered	81
	Skipped	43
<b>Q11. Would you like to review changes and updates for Big Move 2: Extending the Green?</b>		
Answer Choices	Responses	
Yes	81.5%	75
No, I'd like to skip it	18.5%	17
	Answered	92
	Skipped	32
<b>Q12. How consistent is this Goal and its objectives with the way you'd like Lewisville to connect neighborhoods to parks and open spaces?</b>		
Answer Choices	Responses	
Very consistent	79.1%	53
Somewhat consistent	13.4%	9

## 2021 Online Engagement Results

<b>Lewisville 2025 Vision Plan Update -- Key Recommendations</b>		
Somewhat inconsistent	3.0%	2
Very inconsistent	0.0%	0
I'm not sure	4.5%	3
	<b>Answered</b>	<b>67</b>
	<b>Skipped</b>	<b>57</b>
<b>Q13. These are the proposed Action Priorities for the next five years. How important do you think they are to achieve this goal? Check the ones you think are important to do in the next five years.</b>		
Answer Choices	Responses	
Update the City's adopted Trails and Parks Plans to implement this Lewisville 2025 future, and provide resources for operation and maintenance of these areas and facilities.	46.9%	30
Leverage the development of and programs offered at sustainable, liminal recreation facilities such as Thrive and the future nature center at LLELA to promote healthy lifestyles, create stronger social cohesion and develop a deeper connection with nature.	43.8%	28
Prioritize parks investments to meet needs and support healthy lifestyles in underserved areas.	53.1%	34
Provide financial support to existing community gardens that serve low-to-moderate income clientele or that provide produce to local food banks in order to build capacity and provide inexpensive fresh produce to those Lewisville residents in greatest need.	57.8%	37
Use park and trail investments to give Lewisville residents access to these systems within a 10-minute walk from where they live by 2025 (or before).	75.0%	48
Create inclusive parks and playgrounds where people of all abilities can play together.	67.2%	43
Create a stronger connection to the Green Centerpiece by creating unique green destinations, investing in highly utilized parks and open spaces, and enhancing the urban tree canopy throughout Lewisville.	57.8%	37
Use education, incentives and other techniques to encourage existing Lewisville businesses to embrace green practices and connect to the green destinations and trails citywide.	42.2%	27
Develop a structure for public, private and non-profit engagement in funding, creating, managing and maintaining this green network.	35.9%	23
Enhance creeks and greenbelts to improve the ecosystem services they provide and to create places nearby residents can enjoy.	73.4%	47
Connect Lewisville's parks and trails to those in neighboring cities and across the region.	56.3%	36
Please share other comments about these Action Priorities here.	6.3%	4
	<b>Answered</b>	<b>64</b>
	<b>Skipped</b>	<b>60</b>

## 2021 Online Engagement Results

Lewisville 2025 Vision Plan Update -- Key Recommendations		
Answer Choices	Responses	
<b>Q16. Would you like to review changes and updates to Big Move 3: Old Town?</b>		
Yes	89.5%	77
No, I'd like to skip it	10.5%	9
	<b>Answered</b>	<b>86</b>
	<b>Skipped</b>	<b>38</b>
<b>Q17. How consistent is this Goal and its objectives with the way you'd like Old Town Lewisville to be in the future?</b>		
Answer Choices	Responses	
Very consistent	43.2%	32
Somewhat consistent	37.8%	28
Somewhat inconsistent	6.8%	5
Very inconsistent	8.1%	6
I'm not sure	4.1%	3
	<b>Answered</b>	<b>74</b>
	<b>Skipped</b>	<b>50</b>
<b>Q18. These are the proposed Action Priorities for the next five years. How important do you think they are to achieve this goal? Check the ones you think are important to do in the next five years.</b>		
Answer Choices	Responses	
Continue to look for ways to create new levels of emotional connectivity to Old Town.	37.0%	27
Enhance and implement a clear branding strategy for the district that solidifies its identity.	28.8%	21
Attract retail that will charm and create a sense of identity for Old Town.	65.8%	48
Update the Old Town real estate investment analysis to identify catalytic development sites.	16.4%	12
Identify medical and other employment infill project opportunities between Old Town and IH-35E.	21.9%	16
Continue emphasis on a residential infill program for Old Town to support restaurant, retail and small businesses.	46.6%	34
Continue support for restaurants and broaden dining options to include choices like food trucks, family dining with a playground area and late-night dining.	76.7%	56
Encourage a smaller-scale grocery store that can provide variety with the quality and price found at supermarkets, and timed to support residents as new housing is occupied.	74.0%	54
Develop a prioritized list of needed infrastructure improvements and criteria to guide public investments in land and infrastructure.	37.0%	27

## 2021 Online Engagement Results

<b>Lewisville 2025 Vision Plan Update -- Key Recommendations</b>		
Continue to provide complete streets to ensure that Old Town is walkable and bikeable, making it a place where people have primacy over cars.	56.2%	41
Evaluate additional activities that would bring people to Old Town (such as higher education classes, training, makerspace, incubator business, pop-up stores).	56.2%	41
Expand and enhance Old Town events and festivals to create a unique identity but find ways to reduce impact of festival-goers on adjacent neighborhoods.	57.5%	42
Partner with existing non-profit organizations, such as Main/Mill Association, KLB, and Cloud 9 Charities, etc., to operate a number of quality events that create a unique identity for the core.	35.6%	26
Encourage residential options including high-end lofts, live/work units and townhomes to increase density.	34.3%	25
Use Wayne Ferguson Park and other public spaces in Old Town to promote health, vitality and safety and create common ground in the heart of Lewisville where the community can gather to celebrate, learn, speak and mourn.	54.8%	40
Find additional ways to celebrate and educate about Lewisville's heritage and diversity in Old Town.	34.3%	25
Use design standards and guidelines to ensure that new development continues the existing character of Old Town.	45.2%	33
Please share other comments about these Action Priorities here.	16.4%	12
	<b>Answered</b>	<b>73</b>
	<b>Skipped</b>	<b>51</b>
<b>Q21. Would you like to review changes and updates to Big Move 4: Diverse and Thriving Neighborhoods?</b>		
Answer Choices		Responses
Yes	79.5%	66
No, I'd like to skip it	20.5%	17
	<b>Answered</b>	<b>83</b>
	<b>Skipped</b>	<b>41</b>
<b>Q22. How consistent is this Goal and its objectives with the future you want for neighborhoods throughout Lewisville?</b>		
Answer Choices		Responses
Very consistent	55.4%	31
Somewhat consistent	32.1%	18
Somewhat inconsistent	3.6%	2
Very inconsistent	3.6%	2
I'm not sure	5.4%	3

## 2021 Online Engagement Results

Lewisville 2025 Vision Plan Update -- Key Recommendations		
Answer Choices	Responses	
Conduct a housing study to examine current housing supply and demand in Lewisville and use this study as the basis for an action plan to meet identified needs and address any identified inequities.	43.3%	26
Complete the annexation of Castle Hills.	41.7%	25
Engage residents, private sector, medical providers, non-profit organizations, faith-based communities and others in an initiative to define a set of 'essential neighborhood resources and services', identify current gaps in availability and create a strategy to address these.	35.0%	21
Work with the community to define the boundaries of Lewisville neighborhoods and create a structure of public, private and non-profit leaders to support their long-term vitality.	33.3%	20
Continue actions to address neighborhood needs in Old Town North, Southwest Lewisville, and the area between IH-35E, Business 121 and Corporate Drive, and utilize neighborhood names and other materials to strengthen neighborhood identities.	45.0%	27
Update the designation of targeted neighborhoods to consider equity as part of planning and public investment, and use data-based analysis and community feedback so neighborhood grants and resources for small area planning reach under-represented communities.	38.3%	23
Assess the use of the Housing Finance Corporation's resources and assets to meet affordable housing needs.	35.0%	21
Develop a strategy for maintenance and rehabilitation of existing apartment complexes that improves residents' quality of life while continuing to include affordable housing.	50.0%	30
Utilize the public safety clown program to teach fire and water safety in Lewisville schools.	31.7%	19
Continue and expand the Police and Code Compliance Departments' Nuisance Abatement programs for multi-family and hotel/motel properties.	60.0%	36
Explore and expand crime reductions programs for areas with high incidence of crime.	66.7%	40
Explore and expand programs for community preparedness and emergency management.	40.0%	24
Support and promote high-density housing in mixed-use configurations in areas around the three DCTA stations, in or near Old Town and at the four nodes along IH-35E.	26.7%	16

## 2021 Online Engagement Results

<b>Lewisville 2025 Vision Plan Update -- Key Recommendations</b>		
Work with owners of multi-family zoned vacant land, and multi-family or non-residentially zoned land ripe for revitalization, to create a plan for those parcels that provides a good return for the property owner and a land use mix and design quality that meet community needs.	35.0%	21
Include sustainability considerations (such as energy and water efficiency) in the design of new housing, adaptive reuse and rehabilitation assistance.	50.0%	30
Please share other comments about these Action Priorities here.	18.3%	11
	<b>Answered</b>	<b>60</b>
	<b>Skipped</b>	<b>64</b>
<b>Q26. Would you like to review changes and updates to Big Move 5: Economic Vitality?</b>		
Answer Choices	Responses	
Yes	77.0%	57
No, I'd like to skip it	23.0%	17
	<b>Answered</b>	<b>74</b>
	<b>Skipped</b>	<b>50</b>
<b>Q27. How consistent is this Goal and its objectives with your ideas for keeping Lewisville's economy thriving?</b>		
Answer Choices	Responses	
Very consistent	56.9%	29
Somewhat consistent	29.4%	15
Somewhat inconsistent	7.8%	4
Very inconsistent	0.0%	0
I'm not sure	5.9%	3
	<b>Answered</b>	<b>51</b>
	<b>Skipped</b>	<b>73</b>
<b>Q28. These are the proposed Action Priorities for the next five years. How important do you think they are to achieve this goal? Check the ones you think are important to do in the next five years.</b>		
Answer Choices	Responses	
Continue to regularly review current economic incentive programs and funding, aligning their resources to support Lewisville 2025 objectives and beyond, including sustainability and provision of affordable housing.	39.2%	20
Review and revise incentives and codes to support redevelopment and reinvestment that creates coordinated and compatible development patterns.	29.4%	15
Support the long-term success of employment centers through City policies and investments.	33.3%	17
Partner with education providers and community organizations to help Lewisville residents gain the skills they need to succeed in the workforce, with a particular focus on inclusion in education, training and access to jobs.	54.9%	28

## 2021 Online Engagement Results

<b>Lewisville 2025 Vision Plan Update -- Key Recommendations</b>		
Partner with education providers so children growing up in Lewisville learn the values and skills needed to fill the green jobs of the future and to be leaders in environmental stewardship.	56.9%	29
Provide access to technology and cultivate lifelong learning, including career and workforce development, through resources at the Public Library.	54.9%	28
Work with businesses impacted by the IH-35E widening to retain, redevelop or relocate from affected locations.	49.0%	25
Continue effective code enforcement with an emphasis on signage, façade and parking lot conditions on all commercial properties.	52.9%	27
Promote a sense of pride between businesses and community service providers whereby companies in employment centers get involved and are connected with various service opportunities, charity events, and other forms of community involvement.	49.0%	25
Support the creation of a business park liaison within each employment center, in order to streamline communication, engagement, and workforce development efforts.	19.6%	10
Develop an inventory of retail establishments in Lewisville, for use in communication, marketing and business support.	31.4%	16
Expand the share of housing in Lewisville that is affordable to people who work in Lewisville and ensure connectivity to transportation hubs across the region's public transportation network.	43.1%	22
Create and support quarterly small business development workshops with a focus on assisting startups, entrepreneurs, minority and women owned businesses to grow and succeed in Lewisville.	43.1%	22
Attract or grow businesses that serve, or are based in, Lewisville's diverse communities.	54.9%	28
Attract or grow businesses that benefit from and strengthen Lewisville's character as a green community.	54.9%	28
Partner with other organizations to ensure that Lewisville residents and businesses have access to emerging technologies.	37.3%	19
Partner with the Lewisville Chamber of Commerce and other business-support organizations to facilitate the retention and expansion of Lewisville businesses with a strong focus on sustainability and resiliency.	35.3%	18
Pursue Lewisville achieving an ISO Class 1 rating.	25.5%	13
Please share other comments about these Action Priorities here.	2.0%	1
	<b>Answered</b>	<b>51</b>
	<b>Skipped</b>	<b>73</b>
<b>Q31. Would you like to review changes to Big Move 6: Identity, Place &amp; Communications?</b>		
Answer Choices	Responses	
Yes	68.7%	46

## 2021 Online Engagement Results

<b>Lewisville 2025 Vision Plan Update -- Key Recommendations</b>		
No, I'd like to skip it	31.3%	21
	<b>Answered</b>	<b>67</b>
	<b>Skipped</b>	<b>57</b>
<b>Q32. How consistent is this Goal and its objectives with your ideas for a distinctive identity for Lewisville?</b>		
Answer Choices		Responses
Very consistent	56.1%	23
Somewhat consistent	34.2%	14
Somewhat inconsistent	2.4%	1
Very inconsistent	2.4%	1
I'm not sure	4.9%	2
	<b>Answered</b>	<b>41</b>
	<b>Skipped</b>	<b>83</b>
<b>Q33. These are the proposed Action Priorities for the next five years that would apply to all Gateway and Identity Focal Point areas. How important do you think they are to achieve this goal? Check the ones you think are important to do in the next five years.</b>		
Answer Choices		Responses
Engage community residents, property owners and other stakeholders in each of these areas to create appropriate and appealing names for these places.	59.1%	26
Use design, new development, public art, lighting, open spaces, graphics and marketing to express each area's identity and reinforce the sense of place for each of these special locations within Lewisville.	72.7%	32
Incorporate energy efficiency and sustainable design in improvements to gateways and identity focal points.	47.7%	21
Continue to improve gateways into Lewisville to provide distinctive entrances and create a unique sense of place for pedestrians and cyclists as well as drivers.	61.4%	27
Please share other comments about these Action Priorities here.	4.6%	2
	<b>Answered</b>	<b>44</b>
	<b>Skipped</b>	<b>80</b>
<b>Q34. These are the proposed Action Priorities for the next five years in the Southern Gateway area. How important do you think they are to achieve this goal? Check the ones you think are important to do in the next five years.</b>		
Answer Choices		Responses
Communicate with shopping center owners about new allowable uses and other tactics to enliven the gateway area and create synergy among new projects.	56.4%	22

## 2021 Online Engagement Results

<b>Lewisville 2025 Vision Plan Update -- Key Recommendations</b>		
Investigate the expansion of special districts (such as Tax Increment Finance Districts and Public Improvement Districts) and incentive strategies to maintain existing improvements and construct new infrastructure.	35.9%	14
Lead a collaboration with Music City Mall of Lewisville area owners and investors to create a new concept and implement revitalization of this area.	76.9%	30
Collaborate with area stakeholders to create a unique sports, entertainment and hospitality destination connecting the DCTA Hebron Station and the Elm Fork, with access from IH-35E and 121.	59.0%	23
Please share other comments about these Action Priorities here.	12.8%	5
	<b>Answered</b>	<b>39</b>
	<b>Skipped</b>	<b>85</b>
<b>Q35. These are the proposed Action Priorities for the next five years in the Northern Gateway area. How important do you think they are to achieve this goal? Check the ones you think are important to do in the next five years.</b>		
Answer Choices		Responses
Work with a master developer and land owners to help incentivize Lewisville's potential to create a waterfront resort on the east side of IH-35E.	71.4%	25
Coordinate with owners to implement the mixed use/ urban village concept of the Northern Gateway Plan for transit-oriented development on the west side of IH-35E.	45.7%	16
Work with private property owners and interested developers in a collective approach to achieve the vision of these two development districts; use economic development policy as appropriate to initiate these concepts.	45.7%	16
Please share other comments about these Action Priorities here.	14.3%	5
	<b>Answered</b>	<b>35</b>
	<b>Skipped</b>	<b>89</b>
<b>Q36. These are the proposed Action Priorities for the next five years in the Eastern and Southwestern Gateway areas. How important do you think they are to achieve this goal? Check the ones you think are important to do in the next five years.</b>		
Answer Choices		Responses
Coordinate with developers and property owners to create a new Eastern Gateway for Lewisville and Castle Hills in the area surrounding the interchanges of Sam Rayburn Tollway (Highway 121), Josey Lane and Windhaven Parkway.	56.7%	17
Work with private property owners and interested developers to create a new Southwestern Gateway for Lewisville that uses Green Ribbon landscape design, signage and other techniques to introduce people and business arriving from DFW Airport to Lewisville's distinctive character.	70.0%	21
Use economic development policy to support international trade and distribution businesses located in the Southwestern Gateway area.	40.0%	12
Please share other comments about these Action Priorities here.	6.7%	2

## 2021 Online Engagement Results

<b>Lewisville 2025 Vision Plan Update -- Key Recommendations</b>		
	<b>Answered</b>	<b>30</b>
	<b>Skipped</b>	<b>94</b>
<b>Q37. These are the proposed Action Priorities for the next five years in the Central IH-35E Identity Focal Point. How important do you think they are to achieve this goal? Check the ones you think are important to do in the next five years.</b>		
Answer Choices	Responses	
Work with TxDOT to create a green identity design and funding concept including the planting of additional pine trees at the intersection as part of the IH-35E bridge reconstruction and Mill/Business 121 rerouting project.	66.7%	26
Work with property owners to define a new land use and investment concept for the intersection area and consider engaging a master developer to energize redevelopment.	43.6%	17
Identify potential barriers to private land assembly in this area and address any the City can remove.	15.4%	6
Keep the best of current retail tenants in this focal point area.	43.6%	17
Work with owners and offer incentives to redo, improve or redevelop commercial centers.	71.8%	28
Apply code enforcement tools to address the legal non-conforming uses, property structures and infrastructure along 121 Corridor from IH-35E to Elm Fork of the Trinity River.	66.7%	26
Please share other comments about these Action Priorities here.	7.7%	3
	<b>Answered</b>	<b>39</b>
	<b>Skipped</b>	<b>85</b>
<b>Q38. These are the proposed Action Priorities for the next five years in the Main Street and Crown Center Identity Focal Points. How important do you think they are to achieve this goal? Check the ones you think are important to do in the next five years.</b>		
Answer Choices	Responses	
Main Street Subdistrict Identity Focal Point: Work with Medical City Lewisville, other private property owners and interested developers to leverage the presence of a major hospital and emphasize medical, health and wellness businesses and resources in this area along with other commercial activities, using economic development policy as appropriate to support these approaches.	96.0%	24
Crown Center Identity Focal Point: Coordinate with owners to implement the mixed-use development concept for this area and create a new focal point here for Castle Hills and Lewisville.	40.0%	10
Please share other comments about these Action Priorities here.	4.0%	1
	<b>Answered</b>	<b>25</b>
	<b>Skipped</b>	<b>99</b>

## 2021 Online Engagement Results

<b>Lewisville 2025 Vision Plan Update -- Key Recommendations</b>		
<b>Q39. In addition to the major Gateways and Identity Focal Points, Lewisville should have many smaller places that make neighborhoods or shopping areas unique. These are the proposed Action Priorities for the next five years to create or enhance these Distinctive Places. How important do you think they are to achieve this goal? Check the ones you think are important to do in the next five years.</b>		
Answer Choices		Responses
Gateways and key destinations within Lewisville should include green spaces and design features that connect that particular place to the City's identity, celebrate its unique natural, cultural or historic features and invite people to gather.	74.3%	26
New developments in Lewisville should create new distinctive destinations for residents, employees and visitors.	42.9%	15
Way-finding, messaging and informational materials should create inviting and understandable routes between Lewisville's distinctive places.	54.3%	19
Please share other comments about these Action Priorities here.	2.9%	1
	<b>Answered</b>	<b>35</b>
	<b>Skipped</b>	<b>89</b>
<b>Q40. Lewisville must continue to communicate and market itself to residents, businesses and visitors. These are the proposed Action Priorities for the next five years related to communications. Check the ones you think are important to do in the next five years.</b>		
Answer Choices		Responses
Continue and enhance the City's heritage and public art initiatives.	60.5%	23
Maintain, implement, coordinate and update communication plans for Lewisville that establish a deliberate communications strategy and define anticipated outcomes to measure its success.	44.7%	17
Maintain, implement, coordinate and update marketing plans for Lewisville and its distinctive subareas and destinations.	39.5%	15
Continue to strengthen Lewisville's brand and identity through expanded use of a range of techniques, including a citywide banner program, electronic sign boards, enhanced digital presence and expanded digital events.	34.2%	13
Maintain active two-way communications with all segments of the Lewisville community through welcoming messaging, inclusive engagement and the use of innovative engagement techniques as they change over time.	60.5%	23
Please share other comments about these Action Priorities here.	5.3%	2
	<b>Answered</b>	<b>38</b>
	<b>Skipped</b>	<b>86</b>
<b>Q43. Would you like to review changes to Big Move 7: Sustainability?</b>		
Answer Choices		Responses
Yes	67.2%	43
No, I'd like to skip it	32.8%	21
	<b>Answered</b>	<b>64</b>
	<b>Skipped</b>	<b>60</b>

## 2021 Online Engagement Results

Lewisville 2025 Vision Plan Update -- Key Recommendations		
Answer Choices	Responses	
<b>Q44. How consistent is this Goal and its objectives with the way you'd like Lewisville to address sustainability?</b>		
Very consistent	81.6%	31
Somewhat consistent	13.2%	5
Somewhat inconsistent	0.0%	0
Very inconsistent	2.6%	1
I'm not sure	2.6%	1
	<b>Answered</b>	<b>38</b>
	<b>Skipped</b>	<b>86</b>
<b>Q45. These are the proposed Action Priorities for the next five years. How important do you think they are to achieve this goal? Check the ones you think are important to do in the next five years.</b>		
Meet the anticipated energy needs of the City and the community with initiatives directed at conservation, energy efficiency, renewable sources and energy generation.	55.0%	22
Manage Lewisville's water and watersheds to support the health of natural systems, reduce safety and erosion impacts of stormwater, and increase the efficient use of water while minimizing water waste for residents and businesses.	75.0%	30
Encourage the reduction of waste and an increase in recycling through voluntary programs and educational initiatives.	62.5%	25
Actively engage and include under-represented populations in City programs and services across the Lewisville community to ensure equitable opportunities for all residents.	52.5%	21
Assist Lewisville residents and City staff in improving their health and wellness.	55.0%	22
Reduce the use of fossil fuels in transportation by making the use of renewable fuels and alternative modes of transportation more feasible, available and effective.	55.0%	22
Add access and use of Green Space and Extend the Green with pedestrian-friendly corridors from Lewisville Lake to and throughout the entire community.	70.0%	28
Implement sustainability measures in City operations to reduce waste and consumption, and to serve as a role model for the community's businesses and residents.	72.5%	29
Conduct community outreach and education efforts that provide information on sustainability practices to Lewisville community partners and residents.	40.0%	16
Please share other comments about these Action Priorities here.	10.0%	4
	<b>Answered</b>	<b>40</b>
	<b>Skipped</b>	<b>84</b>
<b>Q48. Would you like to review changes to Strategic Move 1: Values-Driven Organization?</b>		
Answer Choices	Responses	
Yes	71.0%	44
No, I'd like to skip it	29.0%	18
	<b>Answered</b>	<b>62</b>

## 2021 Online Engagement Results

Lewisville 2025 Vision Plan Update -- Key Recommendations		
	Skipped	62
<b>Q49. How consistent is this Goal and its objectives with the way you'd like the City of Lewisville to live its values?</b>		
Answer Choices	Responses	
Very consistent	62.9%	22
Somewhat consistent	25.7%	9
Somewhat inconsistent	2.9%	1
Very inconsistent	5.7%	2
I'm not sure	2.9%	1
	<b>Answered</b>	<b>35</b>
	<b>Skipped</b>	<b>89</b>
<b>Q50. These are the proposed Action Priorities for the next five years. How important do you think they are to achieve this goal? Check the ones you think are important to do in the next five years.</b>		
Answer Choices	Responses	
Expand dialogue with communities of color to understand their experiences and identify actions to improve Lewisville as a place for them to live and work.	60.6%	20
Develop and implement a social equity model for recreation opportunities.	45.5%	15
Involve the entire diverse community in implementation of Lewisville 2025 and in service on City Boards and Commissions.	66.7%	22
Incorporate "Listen, Learn, Lead" results into Lewisville Way training to maintain and expand our culture of acceptance, respect and teamwork.	51.5%	17
Provide annual training to City of Lewisville employees on diversity and inclusiveness.	54.6%	18
Focus on recruitment and retention efforts and contracting practices to help ensure racial inclusiveness within the City of Lewisville organization and with its vendors and contractors.	51.5%	17
Build Lewisville's future through engagement with Lewisville 2025 Advisory Committee and Blue Ribbon Committee in advance of rolling out the next General Obligation Bond Election.	36.4%	12
Increase infrastructure investment annually, especially when cash can be used instead of debt.	48.5%	16
Share construction and operating costs for facilities such as the Training Tower with other cities to help reduce cost impact.	48.5%	16
Continue to implement the Public Art Plan, as recommended annually.	42.4%	14
Value residents by ensuring competitive rates and fees when compared to survey cities.	60.6%	20
Enhance transparency about City decisions, spending, operations and outcomes.	72.7%	24
Please share any other comments about these Action Priorities here.	6.1%	2
	<b>Answered</b>	<b>33</b>
	<b>Skipped</b>	<b>91</b>

## 2021 Online Engagement Results

Lewisville 2025 Vision Plan Update -- Key Recommendations		
<b>Q53. Would you like to review changes to Strategic Move 2: Data-Driven Organization?</b>		
Answer Choices	Responses	
Yes	58.6%	34
No, I'd like to skip it	41.4%	24
	<b>Answered</b>	<b>58</b>
	<b>Skipped</b>	<b>66</b>
<b>Q54. How consistent is this Goal and its objectives with the way you'd like Lewisville to use data to make operations effective?</b>		
Answer Choices	Responses	
Very consistent	65.5%	19
Somewhat consistent	20.7%	6
Somewhat inconsistent	3.5%	1
Very inconsistent	3.5%	1
I'm not sure	6.9%	2
	<b>Answered</b>	<b>29</b>
	<b>Skipped</b>	<b>95</b>
<b>Q55. These are the proposed Action Priorities for the next five years. How important do you think they are to achieve this goal? Check the ones you think are important to do in the next five years.</b>		
Answer Choices	Responses	
Use data to identify demographics and geographies where more events and interaction are needed between residents and City staff.	63.3%	19
Analyze data for smaller geographic areas to identify any disparities and monitor change over time.	50.0%	15
Identify data to use in monitoring issues among populations in group quarters, such as senior living centers.	43.3%	13
Strengthen data-sharing collaborations with counties, hospitals and medical providers to track health issues.	43.3%	13
Use the metrics on the City's department dashboard to drive operational decisions.	40.0%	12
Utilize data generated by volunteers and non-profit groups to form needed connections throughout the community.	46.7%	14
Prioritize data set compilation, access and dashboard design to facilitate resident use and understanding.	20.0%	6
Continue transparency of information through education about the dashboard at Citizens' University and City Board and Commission sessions.	60.0%	18
Prioritize 24/7 access to City-owned databases for metric development.	33.3%	10
Continue the conversation on racial inclusiveness and ideas which will help Lewisville be the kind of place where all residents want to work and live.	63.3%	19

## 2021 Online Engagement Results

<b>Lewisville 2025 Vision Plan Update -- Key Recommendations</b>		
Understand and monitor the impact of COVID 19 on implementation of long-range plans.	56.7%	17
Maintain technology (hardware and software) utilized by City employees to be able to utilize data for decision-making.	60.0%	18
Utilize technology to provide accessibility to City programs and services.	50.0%	15
Expand use of Legistar to all City boards and commissions.	23.3%	7
Conduct a Touchpoint-type process at least every five years to engage the community, evaluate progress toward these goals and consider refinements to reflect changing circumstances.	53.3%	16
Please share any other comments about these Action Priorities here.	10.0%	3
	<b>Answered</b>	<b>30</b>
	<b>Skipped</b>	<b>94</b>
<b>Q58. Would you like to review changes to Strategic Move 3: Connected City?</b>		
Answer Choices		Responses
Yes	68.4%	39
No, I'd like to skip it	31.6%	18
	<b>Answered</b>	<b>57</b>
	<b>Skipped</b>	<b>67</b>
<b>Q59. How consistent is this Goal and its objectives with the way you'd like Lewisville to be connected?</b>		
Answer Choices		Responses
Very consistent	66.7%	24
Somewhat consistent	27.8%	10
Somewhat inconsistent	0.0%	0
Very inconsistent	2.8%	1
I'm not sure	2.8%	1
	<b>Answered</b>	<b>36</b>
	<b>Skipped</b>	<b>88</b>
<b>Q60. These are the proposed Action Priorities for the next five years. How important do you think they are to achieve this goal? Check the ones you think are important to do in the next five years.</b>		
Answer Choices		Responses
Evaluate, improve and communicate the connections needed to provide assistance to residents during a crisis.	43.6%	17
Amend City's zoning and development code to incorporate a new complete streets policy and require pedestrian connectivity to adjacent areas of destination (i.e. parks, trails, retail, job parks etc...).	53.9%	21
Broaden the use of the 10-Minute Walk-to-Park initiative to help provide connections for travel to destinations in addition to parks.	61.5%	24

## 2021 Online Engagement Results

Lewisville 2025 Vision Plan Update -- Key Recommendations		
Work with DCTA to improve transit service and coordination by leveraging new technology, creating a more intuitive and navigable transit system, and supporting DCTA's partnership with ride sharing and other micro-mobility providers for last mile services and/or replacement of ineffective existing fixed routes.	61.5%	24
Improve DCTA efficiency, effectiveness and connection to DART to serve Lewisville residents and businesses.	56.4%	22
Actively participate in the North Texas Council of Government's Denton County Transit Study (initiating in 2021) to ensure that Lewisville's public transportation system connects to any future county-wide efforts.	51.3%	20
Improve the access and connection of all residents to jobs, education and resources.	53.9%	21
Work with the community to provide desired and effective connectivity for people on foot or bike, using community input to identify system gaps, needs or opportunities, and addressing these through techniques such as pedestrian pass-throughs, way-finding signage, safety features, and shade or other comfort enhancements.	56.4%	22
Focus micro-mobility and other transit efforts where they address disparities of access.	35.9%	14
Expand community engagement events throughout the community.	46.2%	18
Continue to provide opportunities for virtual engagement in City meetings activities and decision-making, in addition to in-person formats, so Lewisville residents have more options for engagement.	48.7%	19
Expand the existing Complete Streets policy to provide equitable mobility.	25.6%	10
Fully implement the Traffic Signal Connectivity Project so it's easier to reach destinations around town.	51.3%	20
Have more community gardens so people connect with their neighbors.	59.0%	23
Provide updated communications about mobility options.	30.8%	12
Evaluate the need for another library or other City facility to serve the east side of town.	51.3%	20
Ensure easy access to library materials City-wide.	53.9%	21
Provide access to recreation programs in multiple locations throughout the community through Play Lewisville on Wheels.	46.2%	18
Increase collaboration with social service agencies, non-profits, utility providers and others to help the Lewisville community become more adaptable and resilient, and to offer the community coordinated support in times of crisis.	53.9%	21
Pursue joint venture technology projects to include public/private partnerships to enhance community connectivity.	38.5%	15
Provide free public WIFI at all public parks within Lewisville and continue to install smart technologies at these public locations, with highest priority given to low and moderate income areas.	71.8%	28
Continue to implement and deploy IOT devices to create a smart city ecosystem. Examples of these technologies could include air quality monitors, smart waste monitors and automated meter reading.	38.5%	15
Promote innovation and community technology engagement through events such as hackathons to garner ideas and eliminate blind spots on how best to utilize datasets.	28.2%	11

## 2021 Online Engagement Results

<b>Lewisville 2025 Vision Plan Update -- Key Recommendations</b>		
Please share any other comments about these Action Priorities here.	5.1%	2
	<b>Answered</b>	<b>39</b>
	<b>Skipped</b>	<b>85</b>

## Appendix 3: Written Responses to Open-Ended Questions

This appendix contains all the individual responses received to those questions where the respondent had the ability to provide written comments. Each respondent could have chosen to respond to each of these 34 questions and many people did respond to multiple questions. These responses have not been edited.

<b>Lewisville 2025 Vision Plan Update -- Responses to Open-Ended Questions</b>
<b>Q2. Why are you interested in Lewisville? Please check all that apply.</b>
I'm interested for another reason. See below:  Lewisville has been my hometown since 1970. My children were educated here and I resigned from LISD after teaching for 38 years. All aspects of the city are of interest to me because my quality of my life is impacted by city growth, infrastructure, parks and rec facilities, etc.
I was brought the lewisville because of the new cute townhomes off main. The 2025 plan brought me here so I would like to see it through
I am responsible for planning and implementing Community Health Improvement Activities for my employer in Denton and Wise Counties.
I am not happy with the way the city has decided to change in this plan. I moved to Lewisville over 30 years ago because of the small town feeling it provided. If I wanted to live in a metropolitan city, I would move to a city that has always been known for that. This plan has actually caused me to seriously consider moving out of Lewisville after all these years. The city does not think that true homeowners matter when it comes to their ideas.
<b>Q5. Please share your additional thoughts, comments or questions [on the Vision Statement] here.</b>
I would like to see Lewisville continue to improve the many parks both in landscaping, recreation and many more trees. Also, I am concerned that many old beautiful trees are being killed by mistletoe parasite that need an arborist to save them.
I love what Lewisville is becoming!
The city needs to attract big businesses. Buy "rundown" property near 35 and Round Grove, entice big businesses to relocate. Stop allowing "low class" businesses in. Generate traffic to local businesses.
Green communities and energy options, embracing new technologies, clean neighborhoods, developing high quality infrastructures for the families and businesses residing within
Would love to see lewisville grow with more buisnesses
It would be nice if Wellness (Access to care, behavioral/mental health, chronic disease, etc.) was incorporated into the objectives
An actual grocery store (not Walmart) within easy striking of Old Town is SO needed. You have people buying \$300,000+ townhomes, homes, and condos that don't have access to an actual grocery store!!

## 2021 Online Engagement Results

As a life long area resident, Flower Mound in my youth and Lewisville after high school, I am saddened by losing the small town country vibe with farms and trees. I value the city's efforts to improve green areas and add parks and walkable areas to the city.
Need controlled and well planned growth
The city is not inclusive of all ages, etc. They are only appealing to the Millennials. The majority of the city is nothing but rentals.
The city is not positioned for growth and success. They do not have the manpower to handle the city's needs and problems when the city was pre-2025. They do not have the resources to handle the problems with the way the city is now. The city is only focusing their efforts and concerns on Old Town and the Castle Hills area. In other words, the rest of the city is treated like the forgotten stepchild. If you bring a concern to any of the departments of the city we already know that nothing will really be done about the situation. Our areas don't matter anymore.
Seems to be a gentrification plan
Odd question...
I really dislike the street changes in Old Town. Turning right from Main St to Charles with a full size pickup is challenging and if towing a trailer, well the sidewalk is getting run over.
Whoever planned this should be fired, they have no knowledge of traffic.
The MCL Grand Gallery, Theater, classroom, music venues have all been implemented. However, the plans for parking fall very short of availability for people to park and enjoy the events. Most persons do not, or physically can not walk, long distances to see an event. I have watched this problem get worse, since the MCL Grand, along with Ferguson Park, were finished.
I have heard this comment every time an event is scheduled.
<b>Q8. These are the proposed Action Priorities for the next five years [for the Green Centerpiece].</b>
<b>Please share any other comments about these Action Priorities here.</b>
Clean up Main Street, clean up LLELA, I finally checked it out two years ago and was very disappointed 😞 make money by giving parking tickets for parking the wrong way.
I believe all the above is important.
Trails trail trails!! These are a must to feel safe to go on a bike ride or jog... Lights would be very helpful
Continue and/or expand the community garden to increase consumption of fresh produce and encourage residents to reap the benefits (physical and mental) associated with gardening.

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I think they are all important and many of them are interconnected. It would be great not to leave any of them behind. Getting the community involved would be key.
Making Communications and updates about these options available with residents would be appreciated. Often times, I don't learn of a new area unless I happen to drive by. Businesses in Dfw have created "social media" areas to encourage visitors to take pictures and post on social media spreading awareness of locations the public might not otherwise learn about.
Please don't underestimate the importance of low density recreation; I've looked at the proposed master plan for Lake Park and it almost completely disregards that Lake Park is a hotspot for birds and birders; not everything needs to be intensely developed in green spaces.
All of these are important in achieving the goals.
Bike trails are woefully behind and unmarked
Take a look at Grapevine and Flower Mound, they have a beautiful city.
Build, Promote, Manage
<b>Q9. Are there other important actions for the next five years to achieve this goal? If you have additional suggestions, please add those here.</b>
Clean up the areas along I35
Builders need to be more responsible for contributing to the "greening" of our city. A recent subdivision was completed adjacent to my neighborhood. Moccasin Street now goes from Garden Ridge Blvd. to McGee Lane. An opportunity was missed by not making the builder plant more than just grass in this road. Native grasses, small trees, etc. could have been planted to increase the aesthetic quality and to add more diversity to the environment.
N/a
Get rid of all the mask signs
Tell us where the \$5.8mm in covid funds went
Secure Federal funding to pay for these upgrades to the Green Plan.
More bike bike trails, partners with LISD to use facilities
Keeping the roads clean and put more restrictions on home ownership.
<b>Q10. Please share your additional thoughts, comments or questions here.</b>
How close are we to completing these goals? Also any news on public events coming back after covid?
Hiking trails, outdoor activities, FIX MAIN STREET. Bring more businesses to Lewisville.
We would use LLELA Park if it was dog friendly.

## 2021 Online Engagement Results

The plan may look good on paper, but who is actually going to take care of it and maintain it? I get to walk in dog shit in my neighborhood, because people do not believe they need to clean up after their pets. I have to encounter dogs daily being off of leash, because people do not believe they need to follow the ordinances the city has in place. This is in a neighborhood with small parks. What happens when people feel that they can do the same on these paths and trails. Who is going to make sure ordinances are upheld? When you complain to animal control, they say "Oh, well. There's nothing we can do about it unless we see it happen." Now what?

Don't treat LLELA like just another developed park that happens to have nature trails in it. LLELA is already well known in the birding/naturalist community for being a good place to hike and observe/photograph wildlife, and it needs to be specifically managed to avoid conflicts between those users and other recreational users like fishermen.

I live next to LL Woods Park. Being able to get outdoors and into green space has always been important to me, but it has been essential during this last year. Yesterday, I walked the trail in the new park across from Thrive. It is well done and a delight to explore. Thank you. What is the name of this park?

Keep LLELA and Lake Park bicycle and pet free. All natural with no playgrounds or additional playing fields.

**Q13. These are the proposed Action Priorities for the next five years [for Extending the Green].**

**Please share other comments about these Action Priorities here.**

New developments need to be required to contribute to the tree canopy. Our strip shopping centers are concrete jungles which is a poor reflection of our city's priorities.

this "green" theory is getting out of hand. I feel the city is miss-spending tax money to give in to this agenda. we have streets that are falling apart that haven't been fixed from the last bond election.

Again, all are important.

Each of the above serve to implement the goals and objectives of Extending the Green. Eliminating even one weakens the overall concept and objective.

**Q14. Are there other important actions for the next five years to achieve this goal? If you have additional suggestions, please add those here.**

educate all LISD students so they spread the word

**Q15. Please share your additional thoughts, comments or questions here.**

All those proposed actions are important. Again they should be executed together for a comprehensive approach

**Q18. These are the proposed Action Priorities for the next five years [for Old Town].**

**Please share other comments about these Action Priorities here.**

We need to develop more diverse businesses for Old Town for all residents.

## 2021 Online Engagement Results

<p>The small grocery store sounds awesome</p>
<p>I personally think Old Town is a lost cause. We have invested time and money, and we fail to create a destination such as Grapevine or McKinney. We are pouring money into a pit. I wish it was not so. I have supported the Old Town restaurants, attended the summer concerts, etc., but there is just not enough to draw people to Old Town.</p>
<p>I do have concerns about connecting it to the DCTA station.</p>
<p>If Kealy Ave continues to be the detour for events, please update and expand. It needs curbs and sidewalks. It also needs something to prevent large trucks from blocking road to unload. Very dangerous.</p>
<p>fix Railroad st. you keep patching. it needs to be fixed</p>
<p>Increase art exhibits, art festivals, music on the streets, and other related events</p>
<p>Infrastructure for neighborhoods is awful</p>
<p>No more lofts or townhouses. This destroys the feel of old town.</p>
<p>Need to include focus on inclusion of affordable housing. Many of current residential redevelopment projects result in overpriced housing options.</p>
<p>Embrace the OLD in Old Town, not enough is being done to preserve Old Town.</p>
<p>Each of the above serve this initiative and it deserves to be a top priority for the obvious benefits to Lewisville citizens.</p>
<p><b>Q19. Are there other important actions for the next five years to achieve this goal? If you have additional suggestions, please add those here.</b></p>
<p>anything that will increase foot traffic in the area will work towards this goal</p>
<p>Diversifying the experiences - I think you've been working towards that. I would like to see Wayne Ferguson stage rentable for a very low price (or possibly free) for student groups to encourage plays and performances downtown.</p>
<p>Grocery store, sandwich shop/ deli are important retail options</p>
<p>Fashion boutiques, and other small business</p>
<p>Match restaurants to demographic of city</p>
<p>Embrace the Old in Old Town, work with property owners to embrace the Old not make everything NEW. It is OLD town... not NEW town.</p>
<p><b>Q20. Please share your additional thoughts, comments or questions here.</b></p>
<p>Complete projects in a timely manner. Main Street was left unfinished for over a year while they started on Mill street. Complete underground projects before paving streets and sidewalks. It is frustrating to see workers come back in a few months to tear up the new pavement.</p>
<p>This is a hard one. I would like to take a page out of Grapevine....but it's not the same culture or framework. I love the Friday night gatherings....but covid. I would love to see opportunities for gathering once it's safe. Just look at the change one coffee shop brought to the "culture/norms" of a city. Yes, I know we also have other things but a Coffee shop is something a wide range of people can participate in over something like a bar.</p>

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Concerned that we not push our current residents when we make Old Town fabulous.
Clean up old town areas and start enforcing city codes and ordinances to clean up the residential areas
Unless you are in the market for a wedding gown or wine, there is not really a reason to go to Old Town except for the events at WFP. Old Town needs some kind of retail/experience that appeals to a broad range of people and that will want to make them go there repeatedly. Infrastructure needs to happen first; there's not enough public parking available in Old Town for it to be a regional destination. I would like to "buy local"; unfortunately the small businesses in Old Town do not match with my family's purchasing needs.
Schedule evening outdoor events during the cool months, spring and fall.
Pricing older residents out of old town is a concern.
Embrace old town, embrace the business that are there and support them as opposed to discouraging their existence.
<b>Q23. These are the proposed Action Priorities for the next five years [for Diverse and Thriving Neighborhoods].</b>
<b>Please share other comments about these Action Priorities here.</b>
Develop housing for our homeless population
U
I think Airbnbs should NOT be allowed. When I purchased my current home in 2002, I moved into a single family neighborhood. Now one of the homes operates as an Airbnb causing numerous problems. Typically the house is rented to travelling youth sport teams. There are as many as 6 cars parked at one home. There is increased noise, trash, late-night comings and goings, etc. My neighbors did not purchase their homes with the idea of a pseudo Motel 6 being part of the bargain. Ban Airbnbs! Other cities have!
The city needs a dedicated emergency operations center with atleast 4 full-time staff members to coordinate disaster preparedness and special events.
I do not support high density housing at the corners of I-35 and the DCTA stations.
They are all good and important
Cleaning up the neighborhoods and enforcing city codes and ordinances
the plan can be described as UN Agenda21 and 2030/ Sustainable living
cramming the area with townhomes and apartment is good for your tax base but ruins old town's small town appeal
See little progress here
We need more home ownership in Lewisville.
Completion of Castle Hills annexation should be a high priority with representation from that area included in every initiative of the city.
<b>Q24. Are there other important actions for the next five years to achieve this goal? If you have additional suggestions, please add those here.</b>
H

<p><b>Q25. Please share your additional thoughts, comments or questions here.</b></p> <p>Though I believe in affordable quality housing is important, it has concerned me that too many apartment complexes have caused certain areas in the city to be too crowded with the effect of lowering the quality of life and put a strain on the environment and our citizens.</p>
<p>H</p>
<p>Why is Castle Hills so important? What about the rest of Lewisville?</p>
<p>Man, this is a long important list of goals. I think the only way to make it easier is to involve the cities areas that haven't been utilized. Thus the crime prevention and invested in areas that aren't activated.</p>
<p>Enough apartments!!!! No more!!</p>
<p>Gentrification is what we want?</p>
<p>Need to attract more businesses other than discount stores and warehouses. The I35 area around the mall needs enhancement; the mall is a huge wasted opportunity. Glad to see Dick's Sporting Goods and Ulta come into town.</p>
<p><b>Q28. These are the proposed Action Priorities for the next five years [for Economic Vitality].</b></p> <p><b>Please share other comments about these Action Priorities here.</b></p> <p>The above actions are necessary for maintaining Lewisville's competitive position for sustainable business and economic growth.</p>
<p><b>Q29. Are there other important actions for the next five years to achieve this goal? If you have additional suggestions, please add those here.</b></p> <p>Start code enforcement finally</p>
<p><b>Q30. Please share your additional thoughts, comments or questions here.</b></p> <p>Need reliable high speed internet</p>
<p>The next eight questions relate to proposed Action Priorities within the Identity, Place and Communications Big Move.</p>
<p><b>Q33. These are the proposed Action Priorities for the next five years that would apply to all Gateway and Identity Focal Point areas. How important do you think they are to achieve this goal? Check the ones you think are important to do in the next five years.</b></p> <p><b>Please share other comments about these Action Priorities here.</b></p> <p>More color.</p> <p>More artist involvement.</p> <p>No additional comments at this time.</p>
<p><b>Q34. These are the proposed Action Priorities for the next five years in the Southern Gateway area. How important do you think they are to achieve this goal? Check the ones you think are important to do in the next five years.</b></p>

<p><b>Please share other comments about these Action Priorities here.</b></p>
<p>I do not agree with connecting DCTA Hebron to Elm Fork.</p>
<p>I firmly believe the Music City Mall area is in desperate need to create a new concept &amp; revitalization of the area. In turn, this is a TOP priority for consideration.</p>
<p>Unfortunately, Vista Ridge should have been torn down like its Collin Creek counterpart. That sale to the new owner was a disappointment. Very tacky place now.</p>
<p>No additional comments at this time.</p>
<p>The Mall area is a huge priority, although private owner might have ideas different from our.</p>
<p><b>Q35. These are the proposed Action Priorities for the next five years in the Northern Gateway area. How important do you think they are to achieve this goal? Check the ones you think are important to do in the next five years.</b></p>
<p><b>Please share other comments about these Action Priorities here.</b></p>
<p>We are years behind here</p>
<p>Have some concerns about prioritizing residential density in Northern Gateway via huge multi-family properties.</p>
<p>ALL of these are important for creating a destination (resort),expanding TOD, and enhancing the Northern Gateway into Lewisville with its natural resource, Lewisville Lake.</p>
<p>Keep Lake Park area affordable.</p>
<p>No additional comments at this time.</p>
<p><b>Q36. These are the proposed Action Priorities for the next five years in the Eastern and Southwestern Gateway areas. How important do you think they are to achieve this goal? Check the ones you think are important to do in the next five years.</b></p>
<p><b>Please share other comments about these Action Priorities here.</b></p>
<p>Ughhhh FIX MAIN STREET</p>
<p>New roads, restaurants, stores</p>
<p>No additional comments at this time.</p>
<p><b>Q37. These are the proposed Action Priorities for the next five years in the Central IH-35E Identity Focal Point. How important do you think they are to achieve this goal? Check the ones you think are important to do in the next five years.</b></p>
<p><b>Please share other comments about these Action Priorities here.</b></p>
<p>I feel as though this gateway is the most vital to revamp.</p>
<p>Lack of support for current businesses and residents</p>
<p>No additional comments at this time.</p>
<p><b>Q38. These are the proposed Action Priorities for the next five years in the Main Street and Crown Center Identity Focal Points. How important do you think they are to achieve this goal? Check the ones you think are important to do in the next five years.</b></p>
<p><b>Please share other comments about these Action Priorities here.</b></p>

No additional comments at this time.
<b>Q39. In addition to the major Gateways and Identity Focal Points, Lewisville should have many smaller places that make neighborhoods or shopping areas unique. These are the proposed Action Priorities for the next five years to create or enhance these Distinctive Places. How important do you think they are to achieve this goal? Check the ones you think are important to do in the next five years.</b>
<b>Please share other comments about these Action Priorities here.</b>
No additional comments at this time.
<b>Q40. Lewisville must continue to communicate and market itself to residents, businesses and visitors. These are the proposed Action Priorities for the next five years related to communications. Check the ones you think are important to do in the next five years.</b>
<b>Please share other comments about these Action Priorities here.</b>
Néed Spanish / chin communications.
No additional comments at this time.
<b>Q45. These are the proposed Action Priorities for the next five years [for Sustainability].</b>
<b>Please share other comments about these Action Priorities here.</b>
I do think that we are not taking full advantage of recycling. I think there needs to be much greater information/workshops put out to the citizens on why they need to recycle and use their bins.
The city needs to permanently implement work from home procedures used during covid to reduce the carbon footprint. It was brought to my attention that all city employees were forced back to work creating unnecessary pollution and fossil fuel use commuting to work.
These all sound good but reality is that we need fossil fuel.
We will always have waist so the distributor will need to change not the city.
Sorry but this is pie in the sky BS. I do wish it was true but it's just a feel good story.
No additional comments at this time.
<b>Q46. Are there other important actions for the next five years to achieve this goal? If you have additional suggestions, please add those here.</b>
The city needs to permanently implement work from home procedures used during covid to reduce the carbon footprint. It was brought to my attention that all city employees were forced back to work creating unnecessary pollution and fossil fuel use commuting to work.
<b>Q50. These are the proposed Action Priorities for the next five years [for Values-Driven Organization].</b>
<b>Please share any other comments about these Action Priorities here.</b>
Diversity and inclusiveness sound good but you should just hire the most qualified.

No additional comments at this time.
<b>Q51. Are there other important actions for the next five years to achieve this goal? If you have additional suggestions, please add those here.</b>
Lewisville needs to competitively pay their employees. 3% raises should be increased to 5% for performance and 3% for market. Hire more staff to reduce stress and workload so that employees are happier. Continue covid safety procedures, allow flexible work schedules, and allow people to work from home permanently. Many jobs don't have to physically be at the office to meet over Teams or Zoom.
<b>Q55. These are the proposed Action Priorities for the next five years [for Data-Driven Organization].</b>
<b>Please share any other comments about these Action Priorities here.</b>
The city needs to permanently implement work from home procedures used during covid to reduce the carbon footprint. It was brought to my attention that all city employees were forced back to work creating unnecessary pollution and fossil fuel use commuting to work.
No data analysis and critical look at successes and failures - example 3 restaurants in old town have failed
No additional comments at this time.
<b>Q56. Are there other important actions for the next five years to achieve this goal? If you have additional suggestions, please add those here.</b>
Look critically at each incentive performance.
<b>Q60. These are the proposed Action Priorities for the next five years [for Connected City].</b>
<b>Please share any other comments about these Action Priorities here.</b>
Need connectivity to internet. Digital divide
No additional comments at this time.
<b>Q61. Are there other important actions for the next five years to achieve this goal? If you have additional suggestions, please add those here.</b>
Complete lack of city leadership during pandemic
<b>Q63. If you have other thoughts about the Lewisville 2025 vision plan and its update, please share those here.</b>
My biggest concern is the influx of both Illegal and Political-cared-for Immigrants in the City. They are all Refugees and needing assistance but coming into our neighborhoods and have little to no skills to maintain a home. They are here without skills to work nor a desire to become a US Citizen. Just drive your neighborhoods and you will find this situation.
I feel for their issues but not to the detriment of my Community nor the value of my Property
Keep up the good work & community input!

## 2021 Online Engagement Results

I have lived in many communities in other states and Lewisville continues to impress me with their library and the available green space. Today, I will be enjoying LLELA while I check bluebird nest boxes.

No additional comments at this time.

Embrace Old Town, instead of forcing the 2025 plan on it. It feels as if 2025 is a new city that happens to be in Old town... not the other way around. Not enough embracing is being done. No more apartments.