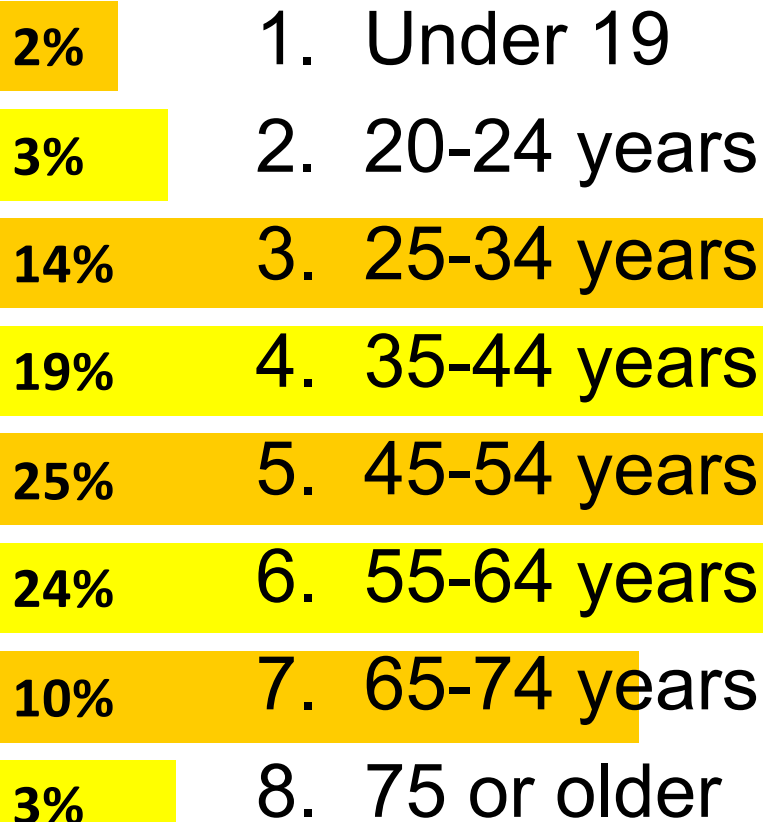


Demographics

What is your age?



Which racial group you most closely identify with:

- 2% 1. Asian
- 5% 2. Black/African-American
- 17% 3. Hispanic or Latino
- 1% 4. Native American
- 67% 5. White/Caucasian
- 5% 6. Two or more races
- 2% 7. Other

What is your educational level?

2%

1. Less than a high school diploma

5%

2. High school diploma

17%

3. Some college

39%

4. Associate or Bachelor's Degree

37%

5. Masters Degree / Ph.D.

How long have you lived in the Lubbock area?



Why are you at the Summit?

- | | |
|-----|---|
| 8% | 1. My boss made me |
| 16% | 2. My own curiosity |
| 16% | 3. I participated at the public meetings |
| 6% | 4. I participated through the project website |
| 5% | 5. My spouse or relative made me |
| 12% | 6. My profession |
| 20% | 7. I was personally invited |
| 12% | 8. I have a regional interest |
| 4% | 9. Other |

Five categories, twenty topics

- Partnerships
- People
- Place
- Play
- Prosperity

Partnerships

- Community spirit
- Government
- Natural resources
- Water

People

- Education
- Health
- Safety
- Social equity

Place

- Beautification
- Biking and walking
- Development patterns
- Downtown
- Roads and transit

Play

- Arts and culture
- Attractions and events
- Parks and recreation

Prosperity

- Economic development
- Jobs and workforce
- Marketing and image
- Shopping, restaurants, and nightlife

Next Step: The Lubbock Charrette

December 1 to December 5



Partnerships

Partnerships

1. **Community Spirit** – A positive inclusive community that rallies together, ensures equality, cares, volunteers, and proactively participate in implementing its vision.
2. **Government** – City government collaborates and partners with county, institutions, and the private sector to reduce duplication of services and to modernize infrastructure and invest in new technology that is fiscally sound and uses tax dollars in a responsible manner.
3. **Natural Resources** – A community that prepares for the future, practices system-wide recycling, pursues energy efficiency, preserves and conserves its natural resources, and aims at energy independence engaging residents, businesses, and local governments.
4. **Water** – Residents, local governments, and businesses work together to conserve, recycle, and reclaim water while planning for long term water conservation and supply and engaging in water sensitive development.

Which of these goals is the most important to you?

- 19%** 1. **Community Spirit** – A positive inclusive community that rallies together, ensures equality, cares, volunteers, and proactively participate in implementing its vision.
- 10%** 2. **Government** – City government collaborates and partners with county, institutions, and the private sector to reduce duplication of services and to modernize infrastructure and invest in new technology that is fiscally sound and uses tax dollars in a responsible manner.
- 16%** 3. **Natural Resources** – A community that prepares for the future, practices system-wide recycling, pursues energy efficiency, preserves and conserves its natural resources, and aims at energy independence engaging residents, businesses, and local governments.
- 55%** 4. **Water** – Residents, local governments, and businesses work together to conserve, recycle, and reclaim water while planning for long term water conservation and supply and engaging in water sensitive development.

Which of these goals is the most important to the city?

18%

1. **Community Spirit** – A positive inclusive community that rallies together, ensures equality, cares, volunteers, and proactively participate in implementing its vision.

20%

2. **Government** – City government collaborates and partners with county, institutions, and the private sector to reduce duplication of services and to modernize infrastructure and invest in new technology that is fiscally sound and uses tax dollars in a responsible manner.

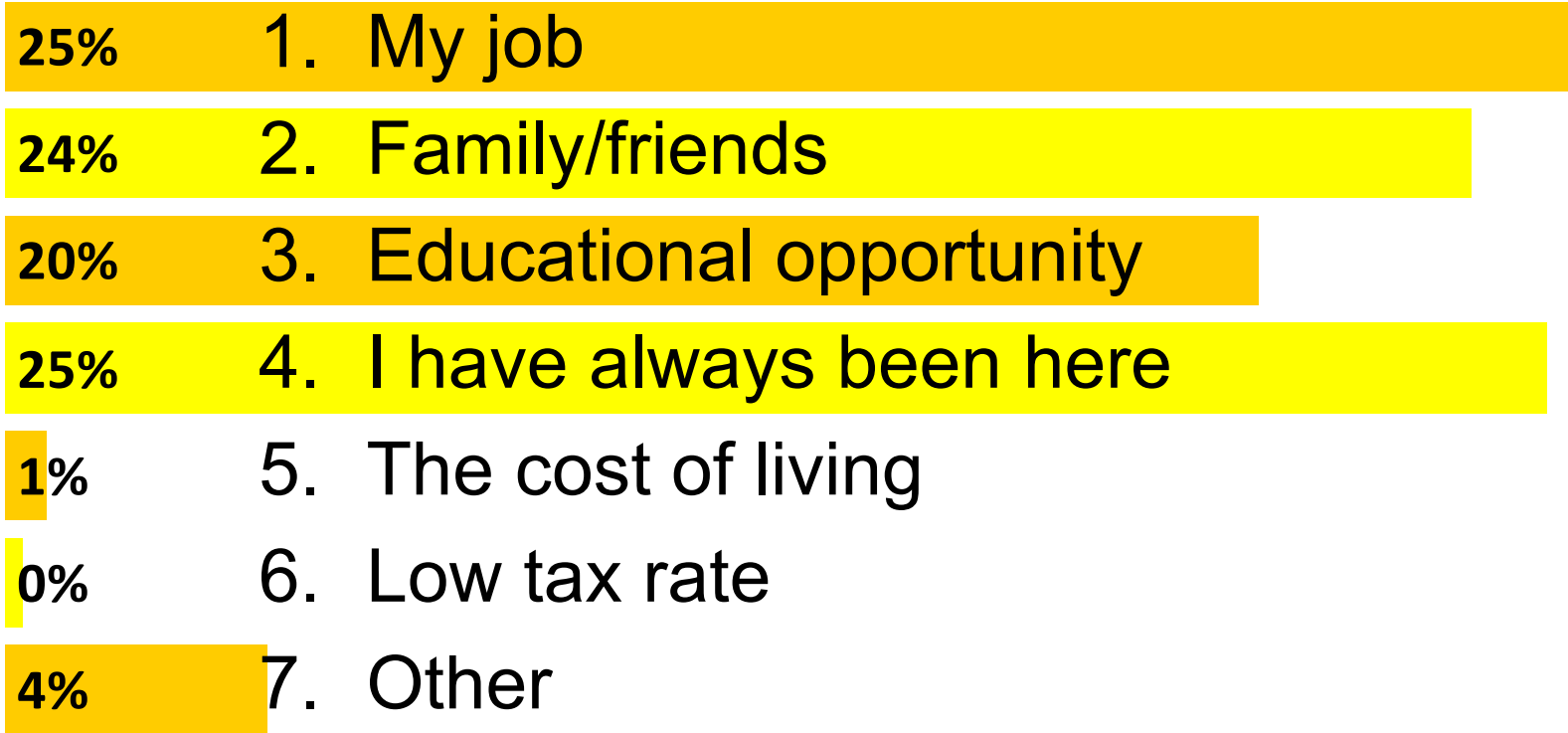
14%

3. **Natural Resources** – A community that prepares for the future, practices system-wide recycling, pursues energy efficiency, preserves and conserves its natural resources, and aims at energy independence engaging residents, businesses, and local governments.

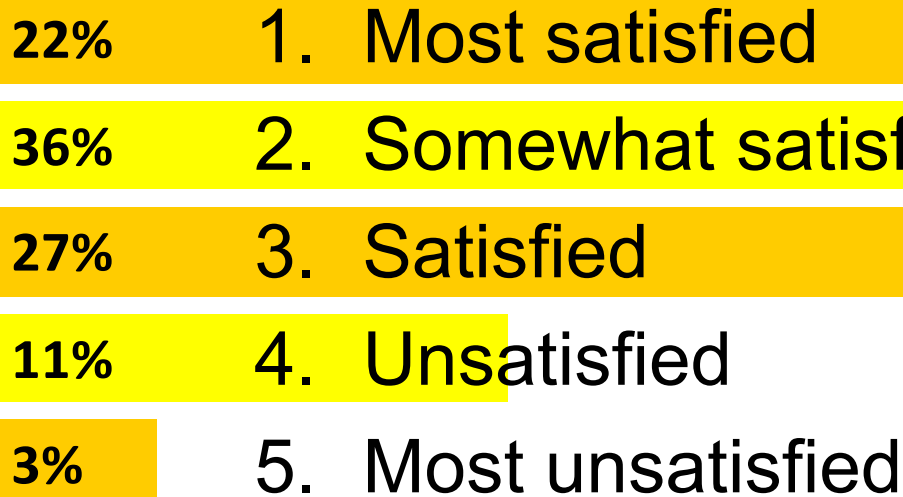
48%

4. **Water** – Residents, local governments, and businesses work together to conserve, recycle, and reclaim water while planning for long term water conservation and supply and engaging in water sensitive development.

What brought you to Lubbock?



Please rate your level of satisfaction with LUBBOCK'S OVERALL QUALITY OF LIFE



People

People

- 1. Education** – An equitable school system supports high quality education for all Lubbock students, with upgraded school facilities, increasing graduation rates, and access to a range of opportunities including higher education, a strong community college presence, and vocational training options.
- 2. Health** – A comprehensive health care system that supports the well-being of all Lubbock residents by ensuring access to high-quality medical facilities, providing health education opportunities, and promoting healthy lifestyles.
- 3. Safety** – Lubbock’s residents and visitors feel safe, with a strong police presence, low crime rates, and reliable emergency services.
- 4. Social Equity** – Affordable housing is available for all residents, and strong, well-coordinated community (combination public/private) systems are in place to serve needy populations, including the homeless, disabled people, and the elderly.

Which of these goals is the most important to you?

56%

1. **Education** – An equitable school system supports high quality education for all Lubbock students, with upgraded school facilities, increasing graduation rates, and access to a range of opportunities including higher education, a strong community college presence, and vocational training options.

12%

2. **Health** – A comprehensive health care system that supports the well-being of all Lubbock residents by ensuring access to high-quality medical facilities, providing health education opportunities, and promoting healthy lifestyles.

17%

3. **Safety** – Lubbock's residents and visitors feel safe, with a strong police presence, low crime rates, and reliable emergency services.

16%

4. **Social Equity** – Affordable housing is available for all residents, and strong, well-coordinated community (combination public/private) systems are in place to serve needy populations, including the homeless, disabled people, and the elderly.

Which of these goals is the most important to the city?

45%

1. **Education** – An equitable school system supports high quality education for all Lubbock students, with upgraded school facilities, increasing graduation rates, and access to a range of opportunities including higher education, a strong community college presence, and vocational training options.

9%

2. **Health** – A comprehensive health care system that supports the well-being of all Lubbock residents by ensuring access to high-quality medical facilities, providing health education opportunities, and promoting healthy lifestyles.

30%

3. **Safety** – Lubbock's residents and visitors feel safe, with a strong police presence, low crime rates, and reliable emergency services.

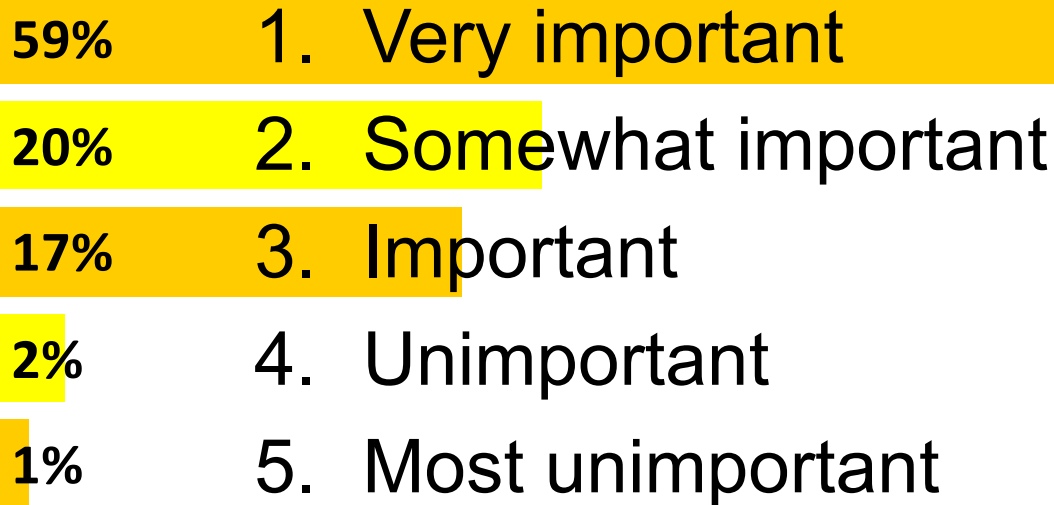
16%

4. **Social Equity** – Affordable housing is available for all residents, and strong, well-coordinated community (combination public/private) systems are in place to serve needy populations, including the homeless, disabled people, and the elderly.

What most makes you feel like a part of Lubbock?

- | | |
|-----|---|
| 29% | 1. My work |
| 2% | 2. Media I read or listen to |
| 7% | 3. My education |
| 12% | 4. Community initiatives |
| 9% | 5. Neighborhoods |
| 12% | 6. Recreation or cultural opportunities |
| 7% | 7. Employment |
| 16% | 8. My faith community or church |
| 8% | 9. I don't feel connected |

How important is a **SENSE OF COMMUNITY** to you?



Places

Place

1. **Beautification** – A beautiful clean and well-maintained city with gateways that welcome visitors, waterwise landscaping, sustainable tree planting, and public spaces that bring the community together.
2. **Biking and Walking** – An improved network of bike lanes and accessible sidewalks throughout the community to make Lubbock a safer and healthier city.
3. **Development Patterns** – A city that encourages and supports appropriate planning and zoning for revitalization and future development.
4. **Downtown** – A revitalized downtown, connected to Texas Tech university, attracts residents, visitors, students and businesses with attractive buildings, housing, vibrant shops, markets, and restaurants, and cultural facilities and events.
5. **Roads and Transit** – A comprehensive multimodal transportation system that balances improved public transportation opportunities with private vehicle mobility, expands service, improves roads and thoroughfares, and connects the city to its region with regional rail connections.

Which of these goals is the most important to you?

- 12% 1. **Beautification** – A beautiful clean and well-maintained city with gateways that welcome visitors, waterwise landscaping, sustainable tree planting, and public spaces that bring the community together.
- 12% 2. **Biking and Walking** – An improved network of bike lanes and accessible sidewalks throughout the community to make Lubbock a safer and healthier city.
- 22% 3. **Development Patterns** – A city that encourages and supports appropriate planning and zoning for revitalization and future development.
- 39% 4. **Downtown** – A revitalized downtown, connected to Texas Tech university, attracts residents, visitors, students and businesses with attractive buildings, housing, vibrant shops, markets, and restaurants, and cultural facilities and events.
- 15% 5. **Roads and Transit** – A comprehensive multimodal transportation system that balances improved public transportation opportunities with private vehicle mobility, expands service, improves roads and thoroughfares, and connects the city to its region with regional rail connections.

Which of these goals is the most important to the city?

8%

1. **Beautification** – A beautiful clean and well-maintained city with gateways that welcome visitors, waterwise landscaping, sustainable tree planting, and public spaces that bring the community together.

7%

2. **Biking and Walking** – An improved network of bike lanes and accessible sidewalks throughout the community to make Lubbock a safer and healthier city.

24%

3. **Development Patterns** – A city that encourages and supports appropriate planning and zoning for revitalization and future development.

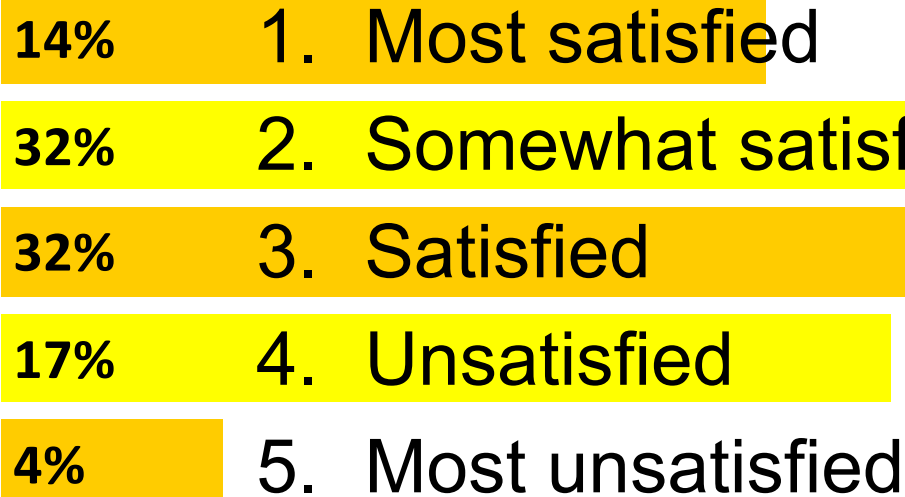
44%

4. **Downtown** – A revitalized downtown, connected to Texas Tech university, attracts residents, visitors, students and businesses with attractive buildings, housing, vibrant shops, markets, and restaurants, and cultural facilities and events.

17%

5. **Roads and Transit** – A comprehensive multimodal transportation system that balances improved public transportation opportunities with private vehicle mobility, expands service, improves roads and thoroughfares, and connects the city to its region with regional rail connections.

Please rate your level of satisfaction with YOUR OVERALL FEELING OF SAFETY IN LUBBOCK



Play

Play

- 1. Arts and Culture** – A community with a variety of arts and entertainment opportunities tied to Lubbock’s unique culture, history, music and heritage.
- 2. Attractions and Events** – Lubbock is a regional center for entertainment by fostering the development of attractions for sports, music, shopping, and other venues that attract visitors to the city.
- 3. Parks and Recreation** – An extensive, safe, well-maintained parks and recreation system that features a range of natural areas, multi-use trails, community spaces, and sporting facilities to support the health and well-being of all Lubbock residents.

Which of these goals is the most important to you?

28%

1. **Arts and Culture** – A community with a variety of arts and entertainment opportunities tied to Lubbock’s unique culture, history, music and heritage.

40%

2. **Attractions and Events** – Lubbock is a regional center for entertainment by fostering the development of attractions for sports, music, shopping, and other venues that attract visitors to the city.

32%

3. **Parks and Recreation** – An extensive, safe, well-maintained parks and recreation system that features a range of natural areas, multi-use trails, community spaces, and sporting facilities to support the health and well-being of all Lubbock residents.

Which of these goals is the most important to the city?

19%

1. **Arts and Culture** – A community with a variety of arts and entertainment opportunities tied to Lubbock’s unique culture, history, music and heritage.

48%

2. **Attractions and Events** – Lubbock is a regional center for entertainment by fostering the development of attractions for sports, music, shopping, and other venues that attract visitors to the city.

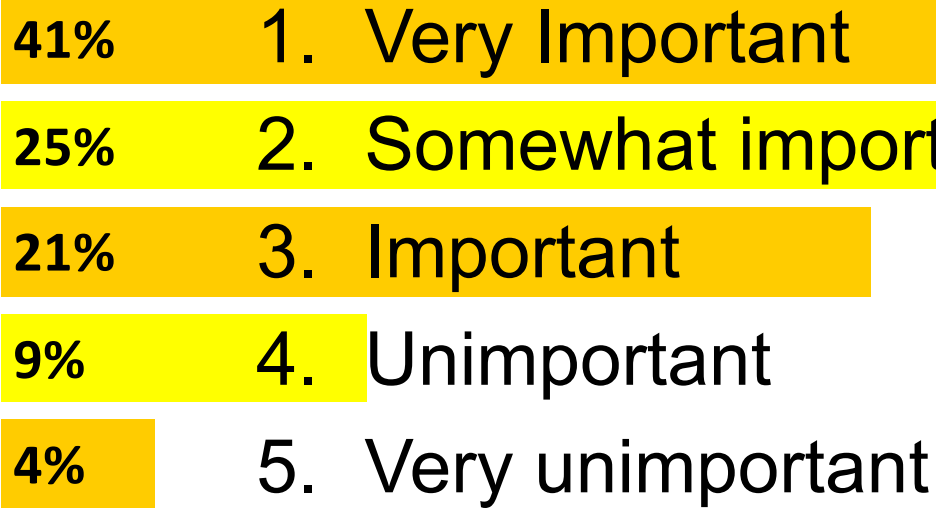
33%

3. **Parks and Recreation** – An extensive, safe, well-maintained parks and recreation system that features a range of natural areas, multi-use trails, community spaces, and sporting facilities to support the health and well-being of all Lubbock residents.

What keeps you in Lubbock?



How important are ENTERTAINMENT/ ATTRACTIONS OPTIONS to you?



What would you talk about to convince someone to move here?

3%

1. Neighborhoods

2%

2. Shopping & entertainment

8%

3. Schools

31%

4. Cost of living

1%

5. Low tax rates

6%

6. Access to medical care

38%

7. Our attitude or values

10%

8. Other

Prosperity

Prosperity

- 1. Economic Development** – Where Lubbock has the opportunity to prosper through a comprehensive economic development strategy that supports community-wide development through encouragement of entrepreneurship, small business development, solid infrastructure and service delivery, increased/improved air and rail service, and incentives and policies to attract a diverse array of industries to Lubbock.
- 2. Jobs and Workforce** – Lubbock’s workers shall be able to choose from a variety of well-paying job opportunities, with job creation initiatives succeeding in attracting new businesses and providing attractive employment options for college graduates.
- 3. Marketing and Image** – A comprehensive publicity and marketing campaign to highlight Lubbock’s assets, enhance the community’s image, attract new businesses, and connect visitors to key local attractions.
- 4. Shopping, Restaurants, and Nightlife** – A dynamic community where residents have the opportunity to meet their shopping needs, and choose from a range of dining and entertainment options.

Which of these goals is the most important to you?

- 49%** 1. **Economic Development** – Where Lubbock has the opportunity to prosper through a comprehensive economic development strategy that supports community-wide development through encouragement of entrepreneurship, small business development, solid infrastructure and service delivery, increased/improved air and rail service, and incentives and policies to attract a diverse array of industries to Lubbock.
- 31%** 2. **Jobs and Workforce** – Lubbock’s workers shall be able to choose from a variety of well-paying job opportunities, with job creation initiatives succeeding in attracting new businesses and providing attractive employment options for college graduates.
- 6%** 3. **Marketing and Image** – A comprehensive publicity and marketing campaign to highlight Lubbock’s assets, enhance the community’s image, attract new businesses, and connect visitors to key local attractions.
- 14%** 4. **Shopping, Restaurants, and Nightlife** – A dynamic community where residents have the opportunity to meet their shopping needs, and choose from a range of dining and entertainment options.

Which of these goals is the most important to the city?

- 61%** 1. **Economic Development** – Where Lubbock has the opportunity to prosper through a comprehensive economic development strategy that supports community-wide development through encouragement of entrepreneurship, small business development, solid infrastructure and service delivery, increased/improved air and rail service, and incentives and policies to attract a diverse array of industries to Lubbock.
- 25%** 2. **Jobs and Workforce** – Lubbock’s workers shall be able to choose from a variety of well-paying job opportunities, with job creation initiatives succeeding in attracting new businesses and providing attractive employment options for college graduates.
- 7%** 3. **Marketing and Image** – A comprehensive publicity and marketing campaign to highlight Lubbock’s assets, enhance the community’s image, attract new businesses, and connect visitors to key local attractions.
- 7%** 4. **Shopping, Restaurants, and Nightlife** – A dynamic community where residents have the opportunity to meet their shopping needs, and choose from a range of dining and entertainment options.

Picture Lubbock 20 years from now. What is the #1 issue or challenge Lubbock will be facing then?

6%

1. Transportation and Transit

7%

2. Public Education

11%

3. Economic Development and Jobs

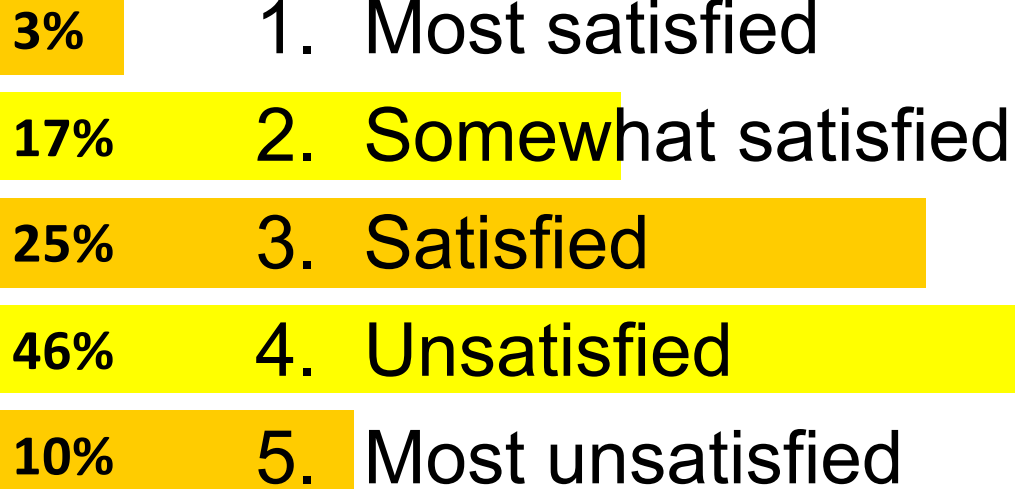
62%

4. Water Supply

13%

5. Energy & Utilities

Please rate your level of satisfaction with THE AVAILABILITY OF QUALITY JOBS IN LUBBOCK



Which of the categories of topics you just discussed is the most important to you?

14% 1. Partnerships

28% 2. People

11% 3. Place

11% 4. Play

36% 5. Prosperity

Which of the categories of topics you just discussed is the most important to the city?

17% 1. Partnerships

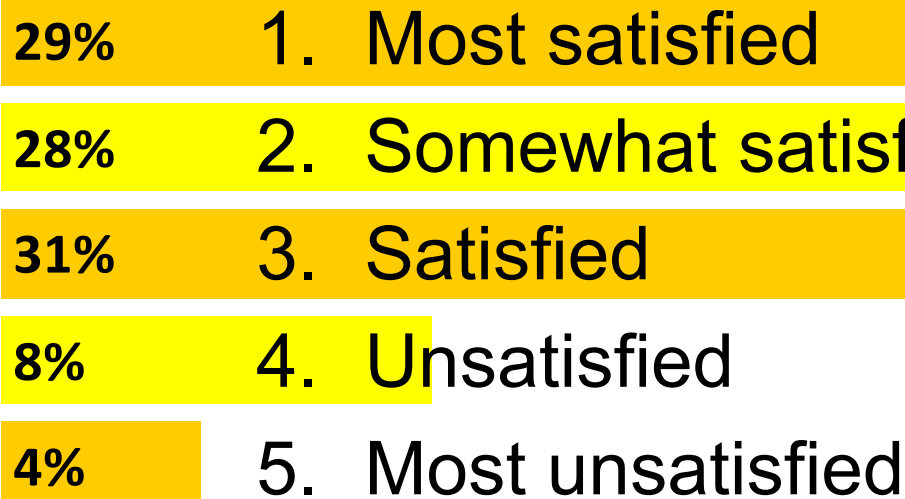
17% 2. People

7% 3. Place

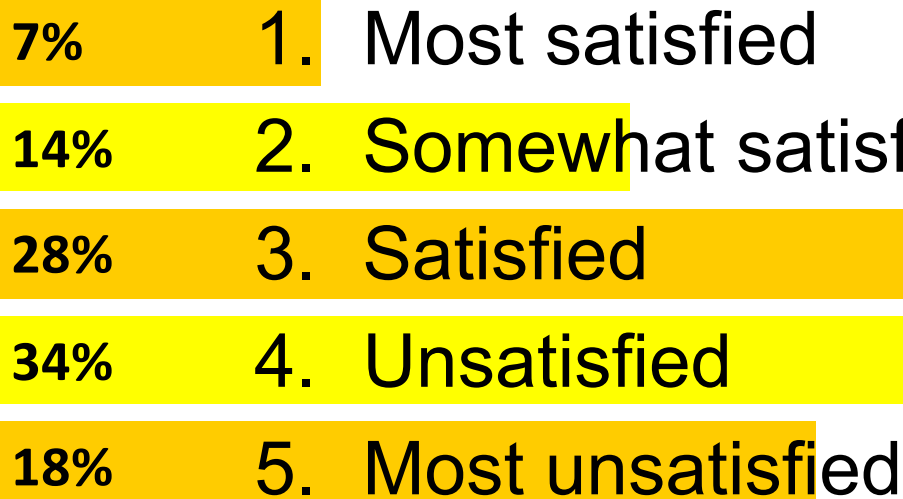
6% 4. Play

53% 5. Prosperity

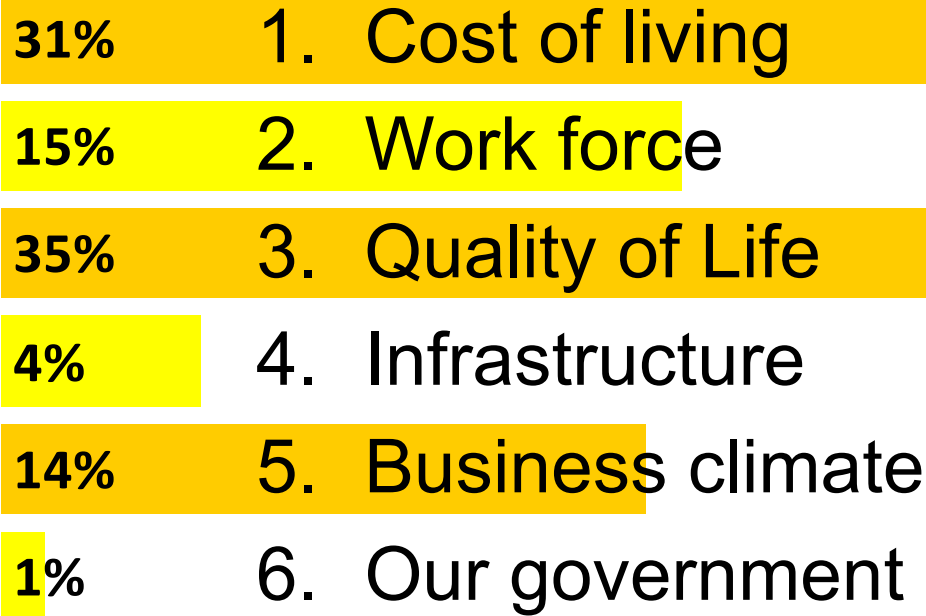
Please rate your level of satisfaction with Lubbock AS A PLACE TO RAISE CHILDREN?



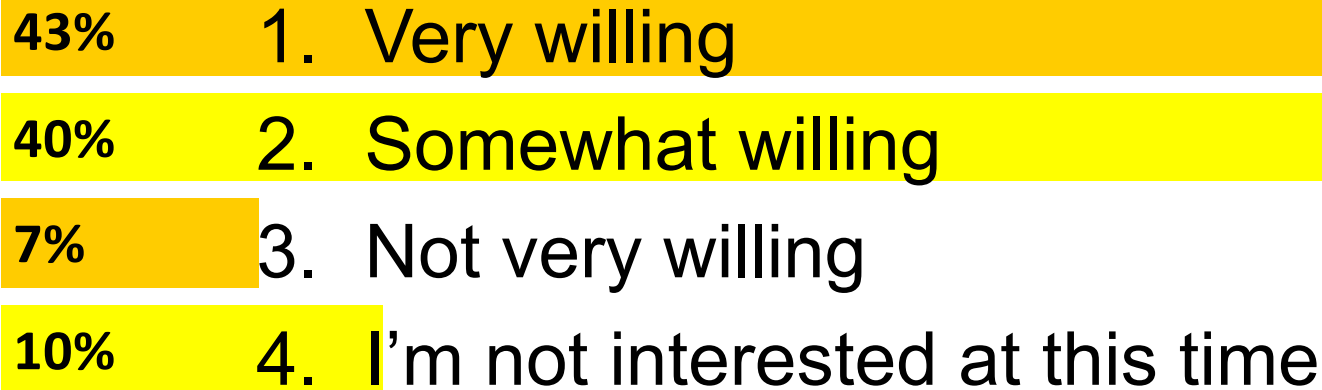
Please rate your level of satisfaction with Lubbock AS A PLACE TO SHOP?



What would you talk about to convince a business to move here?



How willing are you to get involved?



Would you come to a vision update session?

84% 1. Yes

16% 2. No

How will you help implement the Vision?

- | | |
|-----|---------------------------------------|
| 22% | 1. Join a group |
| 24% | 2. Stay informed |
| 25% | 3. Through my job or organization |
| 1% | 4. Donate money |
| 13% | 5. Donate time |
| 10% | 6. Promote the vision |
| 5% | 7. Implement an element of the vision |

**Thank You
Lubbock!!!!**

