

TO: Ken Schmidt AICP, Director of Development Services
Town of Addison, Texas

FROM: Karen Walz FAICP, Principal
Strategic Community Solutions LLC

DATE: July 9, 2021

RE: Keypad Polling Results, Community Open House #1



On June 10, 2021, the first Community Open House for the Sam’s Club Special Area Study was held at the Addison Athletic Club. Seventy people signed in at the event. As part of this session, keypad polling was used to gauge the group’s perspectives on priorities and ideas for future development. This memo presents the results of this polling.

Keypad Polling

Keypad polling is a technique for obtaining input or feedback from a group of participants. It uses hand-held keypads and wireless technology to poll all participants at once. The polling is immediate and anonymous. The results are projected on the screen so participants can immediately see the results. As a result, all participants can quickly gain a sense of the group’s degree of agreement and the extent to which an individual’s own perspective is shared by other group members. This technique summarizes the responses from all group members to specific questions, so it complements the individual comments received through other participation techniques, such as open-ended question and answer sessions.

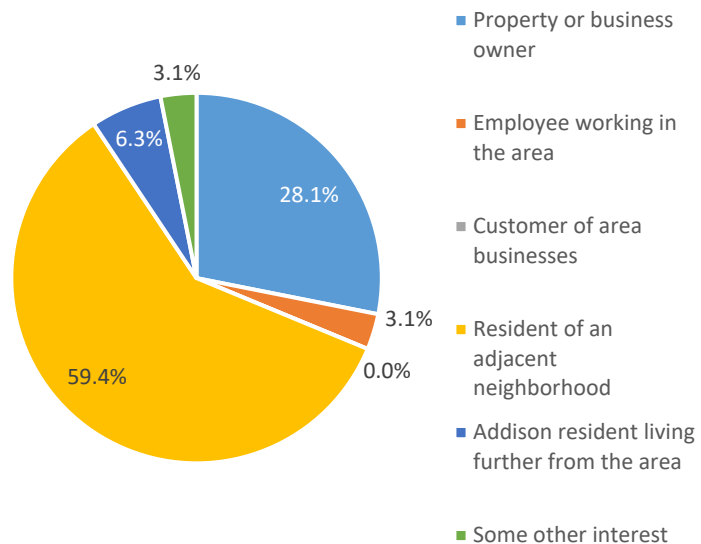
Participants can choose whether or not to respond to each individual keypad question. In some cases, participants do choose not to respond. The analysis below presents the results based on those who responded to each question.

Exhibit 1: What is your primary involvement in this Study Area?

Participants

Keypads were provided to Open House participants as they arrived at the registration area. Though 70 people signed in, the keypad results indicate that a total of 72 people participated in some part of the keypad polling. The difference is probably the result of a few people choosing not to sign in, or the choice by some couples to sign in once even though both partners participated.

The number of responses to individual questions ranged from 58 to 66.



The first polling question (after two practice questions) asked participants to indicate the reason for their involvement in this project. Exhibit 1 shows these responses. Clearly, most participants were at

the Open House because they live near the study area. These nearby residents comprised 59.4% of participants. The next major group of participants were property owners in the area, who represented 28.1% of the participants.

Keypad Results

All other questions used the same format and asked participants to indicate how important a particular idea was to the future of the area. These ideas were grouped into three categories:

- Ideas that would make the study area a place people want to **work or locate a business**;
- Ideas that would make the study area a place people want to **live**; and
- Ideas that would make the study area a place people want to **come to visit, shop or be entertained**.

Exhibit 2 shows the responses to these ideas. They are presented below ranked by the percentage of 'very important' responses and then the percentage of 'somewhat important' responses.

The most important ideas for each group were:

- A place to work or locate a business: 'reduce auto traffic congestion on Midway or Belt Line'
- A place to live: 'enhance or expand the parks, open spaces and trails'
- A place to visit, shop or be entertained: 'include small grocery stores or specialty food markets'.

The details of these rankings are presented below, after the exhibit.

Exhibit 2: Keypad Responses

How important are these ideas so this Study Area is a place people want to ...						
Work or locate a business?						
Idea	Very important	Somewhat important	Neutral	Not very important	Very unimportant	I'm not sure
Reduce auto traffic congestion on Midway or Belt Line	68.3%	12.7%	6.3%	4.8%	1.6%	6.3%
Continue support for entrepreneurs and start-up businesses	35.5%	30.6%	21.0%	9.7%	1.6%	1.6%
Help property owners update or enhance their buildings	33.9%	30.6%	14.5%	12.9%	8.1%	0.0%
Provide more parking	28.6%	27.0%	20.6%	15.9%	6.3%	1.6%
Connect the business areas to nearby neighborhoods	26.2%	29.5%	14.8%	16.4%	11.5%	1.6%
Have places where people can live & work in the same building	6.6%	23.0%	26.2%	23.0%	19.7%	1.6%

How important are these ideas so this Study Area is a place people want to ...						
Live?						
Idea	Very important	Somewhat important	Neutral	Not very important	Very unimportant	I'm not sure
Enhance or expand the parks, open spaces and trails	58.1%	29.0%	11.3%	0.0%	0.0%	1.6%
Make it easier to get around the area by bike or on foot	53.1%	29.7%	9.4%	6.3%	1.6%	0.0%
Provide housing for seniors who need some daily assistance	38.7%	27.4%	19.4%	4.8%	8.1%	1.6%
Provide housing choices for Addison residents who want to 'downsize'	32.3%	45.2%	6.5%	4.8%	9.7%	1.6%
Provide housing choices for young professionals	30.6%	29.0%	17.7%	9.7%	12.9%	0.0%
Connect the business areas to nearby neighborhoods	24.1%	19.0%	20.7%	17.2%	19.0%	0.0%
Provide housing choices for families with children	23.0%	27.9%	13.1%	19.7%	16.4%	0.0%
Have more housing choices as part of mixed use areas	21.0%	32.3%	16.1%	17.7%	12.9%	0.0%
Provide live-work spaces for artists or entrepreneurs	21.0%	19.4%	22.6%	14.5%	21.0%	1.6%
Come visit, shop or be entertained?						
Idea	Very important	Somewhat important	Neutral	Not very important	Very unimportant	I'm not sure
Include small grocery stores or specialty food markets	58.5%	27.7%	4.6%	1.5%	7.7%	0.0%
Create a strong identity or brand for the Study Area	54.7%	15.6%	12.5%	12.5%	4.7%	0.0%
Make it easier to get around the area by bike or on foot	53.8%	26.2%	6.2%	9.2%	4.6%	0.0%
Include plazas or other outdoor gathering places	50.8%	24.6%	12.3%	7.7%	4.6%	0.0%
Add more restaurants	41.3%	31.7%	12.7%	6.3%	7.9%	0.0%
Include pet-friendly amenities and businesses	36.4%	24.2%	12.1%	9.1%	16.7%	1.5%
Include a variety of medical services	32.3%	40.3%	11.3%	9.7%	6.5%	0.0%
Include unique public art	24.2%	30.3%	13.6%	12.1%	16.7%	3.0%

How important are these ideas so this Study Area is a place people want to ...						
Come visit, shop or be entertained?						
Idea	Very important	Somewhat important	Neutral	Not very important	Very unimportant	I'm not sure
Include new performance spaces	23.1%	29.2%	20.0%	9.2%	15.4%	3.1%
Include hotels for business travelers	13.8%	21.5%	24.6%	13.8%	26.2%	0.0%
Include hotels for conventions or large meetings	11.1%	20.6%	25.4%	15.9%	25.4%	1.6%
Include big box retail	3.1%	4.7%	9.4%	15.6%	67.2%	0.0%

Work or Locate a Business

The most important idea, in terms of making this a place to work or locate a business, was to ‘reduce auto traffic congestion on Midway or Belt Line’, with over 68% saying this is ‘very important’ and a total of 81% saying it was either ‘very important’ or ‘somewhat important’. This was the only idea that received a majority of ‘very important’ responses in this group. However, most of the other ideas were thought to be ‘very important’ or ‘somewhat important’ by a majority of respondents. Only one did not reach this level of support. ‘Have places where people can live & work in the same building’ was thought to be ‘very important’ or ‘somewhat important’ by only 29.6% of participants.

Live

Most important to making this area a place to live was ‘enhance or expand the parks, open spaces and trails’, with 58.1% believing this was ‘very important’ and a total of 87% saying it was either ‘very important’ or ‘somewhat important’. A second idea, ‘make it easier to get around the area by bike or on foot’ was also ‘very important’ to a majority (53.1%) of participants.

All but two ideas were thought to be ‘very important’ or ‘somewhat important’ by a majority of respondents. The two below this level were ‘connect the business areas to nearby neighborhoods’, with 43.1% having these responses, and ‘provide live-work spaces for artists or entrepreneurs’, with 40.4% having these responses. Notably, 19.0% of respondents felt that ‘connect the business areas to nearby neighborhoods’ was ‘very unimportant’ to make this area a place to live. Presumably, these are either residents who don’t see a value in walking or biking to commercial uses, residents who are concerned about additional vehicular traffic in their neighborhood, or business and property owners who do not see nearby residents as a substantial part of their market.

Visit, Shop or Be Entertained

Most important to making this area a place to visit, shop or be entertained was ‘include small grocery stores or specialty food markets’, with 58.5% believing this was ‘very important’ and a total of 86.2% saying it was either ‘very important’ or ‘somewhat important’. Other ideas that were ‘very important’ to a majority of participants were:

- Create a strong identity or brand for the Study Area;
- Make it easier to get around the area by bike or on foot; and
- Include plazas or other outdoor gathering places.

Three ideas were 'very important' or 'somewhat important' to less than a majority of respondents. These ideas were:

- Include hotels for business travelers;
- Include hotels for conventions or large meetings; and
- Include big box retail.

This last idea – include big box retail – received the highest response of 'very unimportant', with 67.2% of respondents expressing this view. This certainly reflects the experience of residents and property owners since the closure of big box retail – the Sam's Club store – in this Study Area.

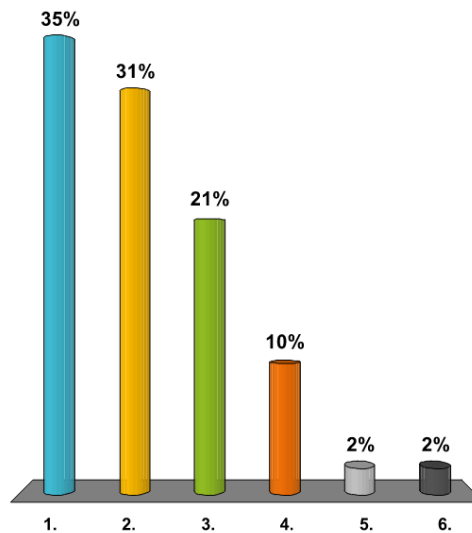


LIVE POLLING RESULTS

How Important are these ideas so this Study Area is a place where people want to work or locate a business?

Continue support for entrepreneurs and start-up businesses

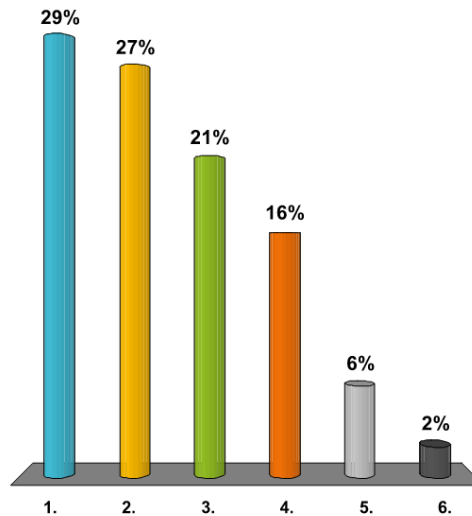
- 1. Very important
- 2. Somewhat important
- 3. Neutral
- 4. Not very important
- 5. Very unimportant
- 6. I'm not sure



Sam's Club Special Area Study

Provide more parking

- 1. Very important
- 2. Somewhat important
- 3. Neutral
- 4. Not very important
- 5. Very unimportant
- 6. I'm not sure



Sam's Club Special Area Study

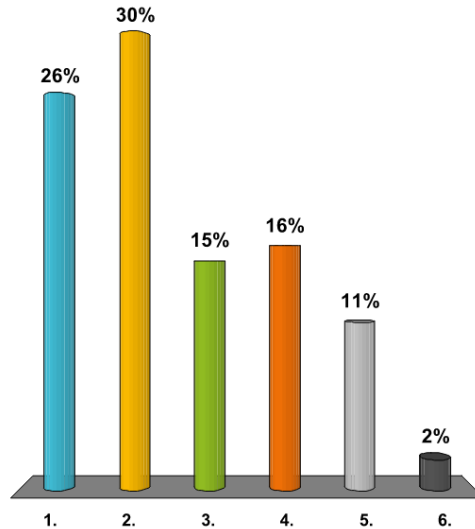


LIVE POLLING RESULTS

How Important are these ideas so this Study Area is a place where people want to work or locate a business?

Connect the business areas to nearby neighborhoods

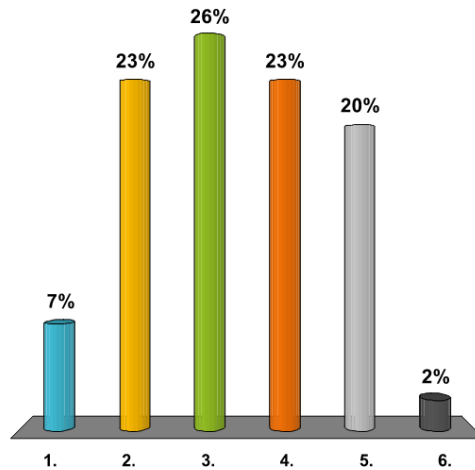
- 1. Very important
- 2. Somewhat important
- 3. Neutral
- 4. Not very important
- 5. Very unimportant
- 6. I'm not sure



Sam's Club Special Area Study

Have places where people can live & work in the same building

- 1. Very important
- 2. Somewhat important
- 3. Neutral
- 4. Not very important
- 5. Very unimportant
- 6. I'm not sure



Sam's Club Special Area Study

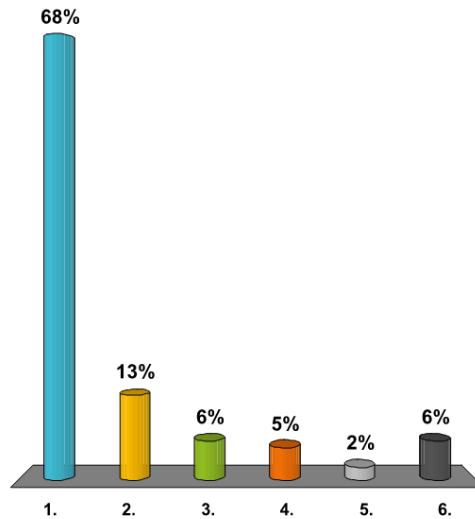


LIVE POLLING RESULTS

How Important are these ideas so this Study Area is a place where people want to work or locate a business?

Reduce auto traffic congestion on Midway or Belt Line

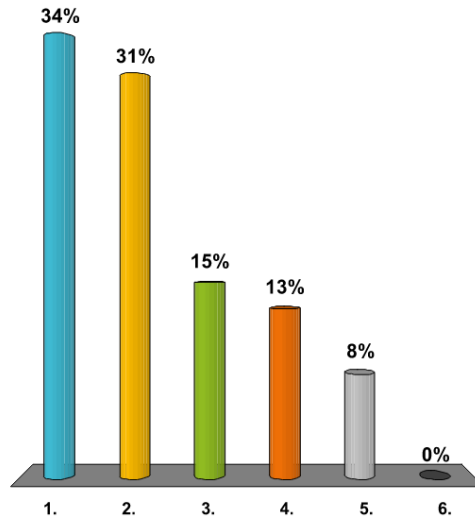
- 1. Very important
- 2. Somewhat important
- 3. Neutral
- 4. Not very important
- 5. Very unimportant
- 6. I'm not sure



Sam's Club Special Area Study

Help property owners update or enhance their buildings

- 1. Very important
- 2. Somewhat important
- 3. Neutral
- 4. Not very important
- 5. Very unimportant
- 6. I'm not sure



Sam's Club Special Area Study

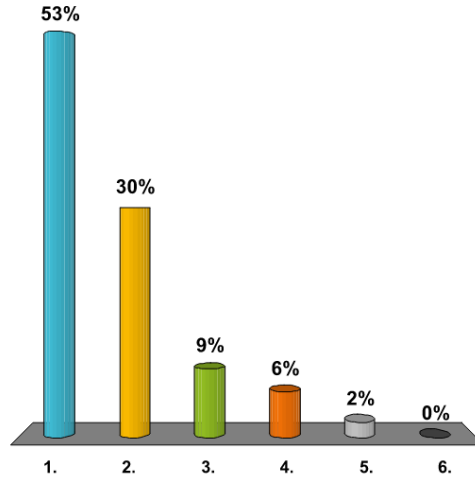


LIVE POLLING RESULTS

How Important are these ideas so this Study Area is a place where people want to live?

Make it easier to get around the area by bike or on foot

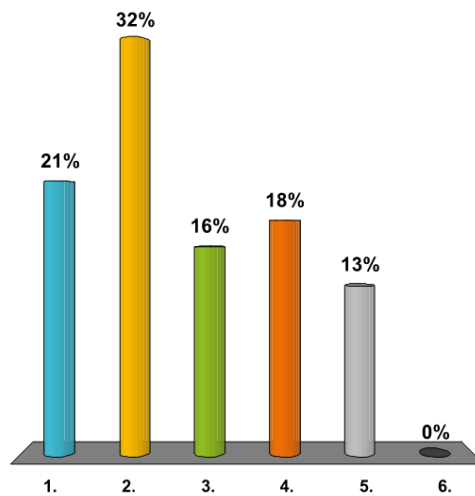
- 1. Very important
- 2. Somewhat important
- 3. Neutral
- 4. Not very important
- 5. Very unimportant
- 6. I'm not sure



Sam's Club Special Area Study

Have more housing choices as part of mixed use areas

- 1. Very important
- 2. Somewhat important
- 3. Neutral
- 4. Not very important
- 5. Very unimportant
- 6. I'm not sure



Sam's Club Special Area Study

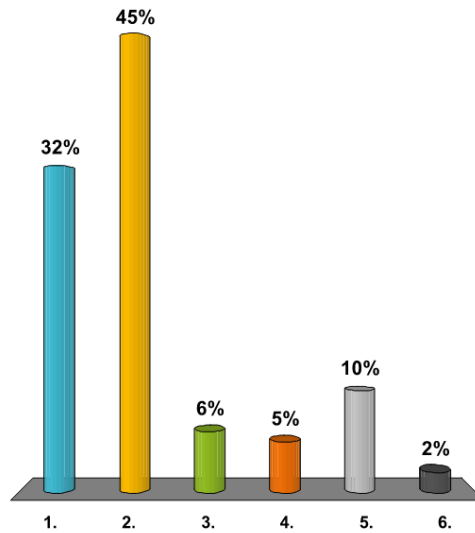


LIVE POLLING RESULTS

How Important are these ideas so this Study Area is a place where people want to live?

Provide housing choices for Addison residents who want to 'downsize'

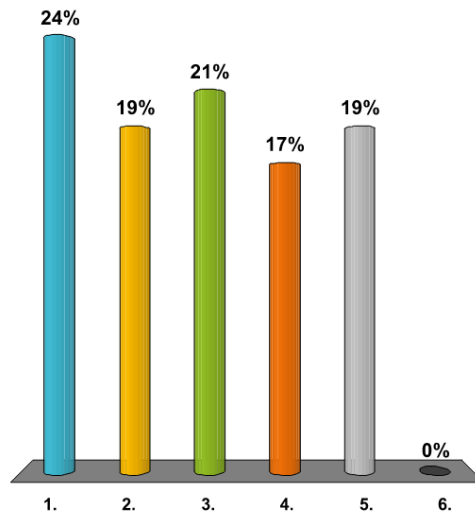
- 1. Very important
- 2. Somewhat important
- 3. Neutral
- 4. Not very important
- 5. Very unimportant
- 6. I'm not sure



Sam's Club Special Area Study

Connect the business areas to nearby neighborhoods

- 1. Very important
- 2. Somewhat important
- 3. Neutral
- 4. Not very important
- 5. Very unimportant
- 6. I'm not sure



Sam's Club Special Area Study

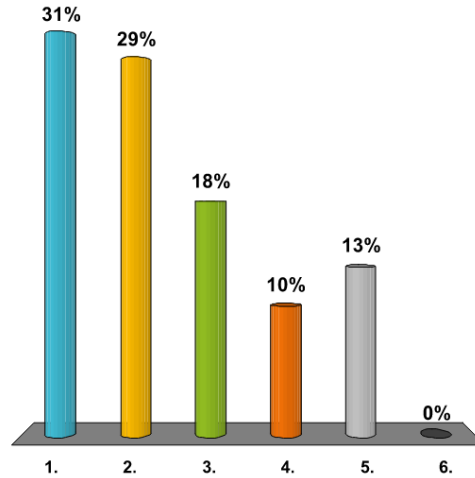


LIVE POLLING RESULTS

How Important are these ideas so this Study Area is a place where people want to live?

Provide housing choices for young professionals

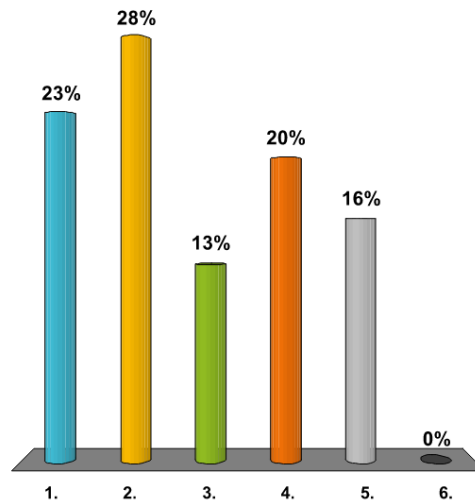
- 1. Very important
- 2. Somewhat important
- 3. Neutral
- 4. Not very important
- 5. Very unimportant
- 6. I'm not sure



Sam's Club Special Area Study

Provide housing choices for families with children

- 1. Very important
- 2. Somewhat important
- 3. Neutral
- 4. Not very important
- 5. Very unimportant
- 6. I'm not sure



Sam's Club Special Area Study

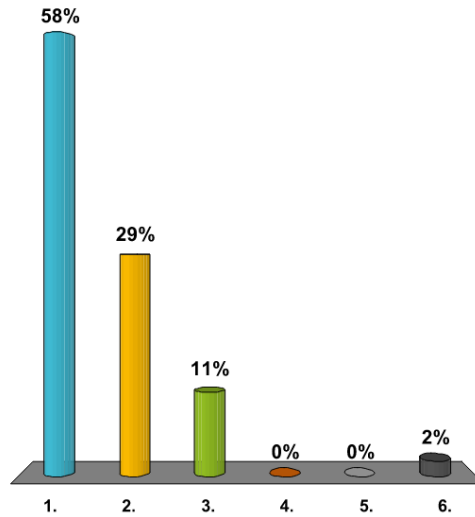


LIVE POLLING RESULTS

How Important are these ideas so this Study Area is a place where people want to live?

Enhance or expand the parks, open spaces and trails

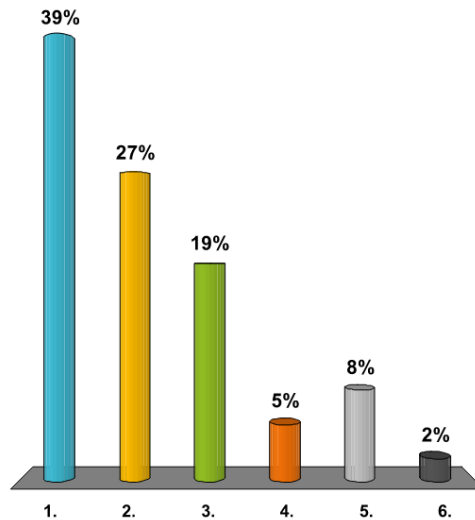
- 1. Very important
- 2. Somewhat important
- 3. Neutral
- 4. Not very important
- 5. Very unimportant
- 6. I'm not sure



Sam's Club Special Area Study

Provide housing for seniors who need some daily assistance

- 1. Very important
- 2. Somewhat important
- 3. Neutral
- 4. Not very important
- 5. Very unimportant
- 6. I'm not sure



Sam's Club Special Area Study

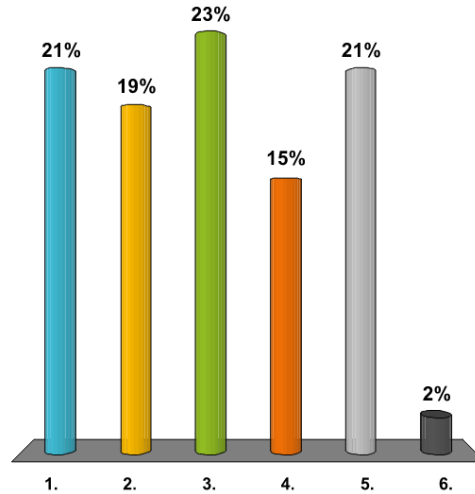


LIVE POLLING RESULTS

How Important are these ideas so this Study Area is a place where people want to live?

Provide live-work spaces for artists or entrepreneurs

- 1. Very important
- 2. Somewhat important
- 3. Neutral
- 4. Not very important
- 5. Very unimportant
- 6. I'm not sure



Sam's Club Special Area Study

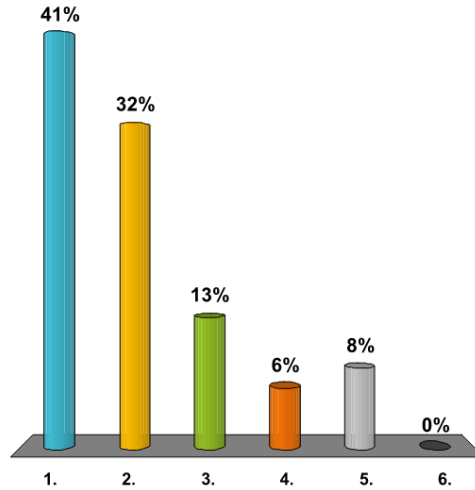


LIVE POLLING RESULTS

How Important are these ideas so this Study Area is a place where people want to visit, shop, or be entertained?

Add more restaurants

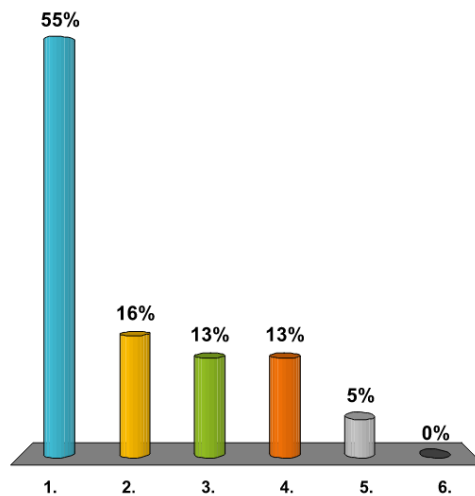
- 1. Very important
- 2. Somewhat important
- 3. Neutral
- 4. Not very important
- 5. Very unimportant
- 6. I'm not sure



Sam's Club Special Area Study

Create a strong identity or brand for the Study Area

- 1. Very important
- 2. Somewhat important
- 3. Neutral
- 4. Not very important
- 5. Very unimportant
- 6. I'm not sure



Sam's Club Special Area Study

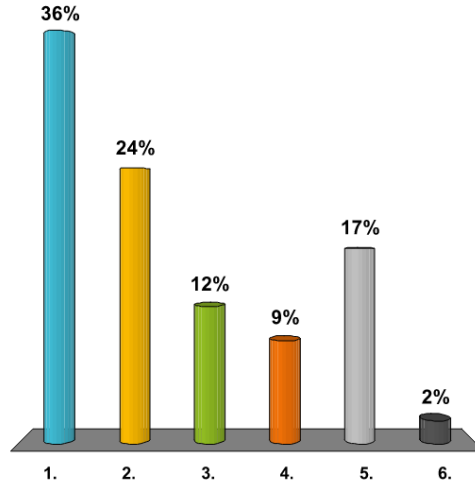


LIVE POLLING RESULTS

How Important are these ideas so this Study Area is a place where people want to visit, shop, or be entertained?

Include pet-friendly amenities and businesses

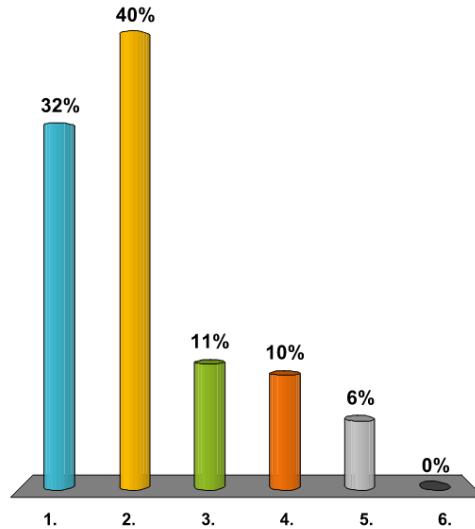
- 1. Very important
- 2. Somewhat important
- 3. Neutral
- 4. Not very important
- 5. Very unimportant
- 6. I'm not sure



Sam's Club Special Area Study

Include a variety of medical services

- 1. Very important
- 2. Somewhat important
- 3. Neutral
- 4. Not very important
- 5. Very unimportant
- 6. I'm not sure



Sam's Club Special Area Study

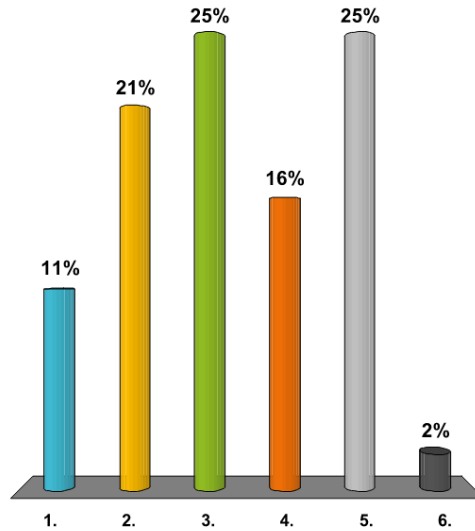


LIVE POLLING RESULTS

How Important are these ideas so this Study Area is a place where people want to visit, shop, or be entertained?

Include hotels for conventions or large meetings

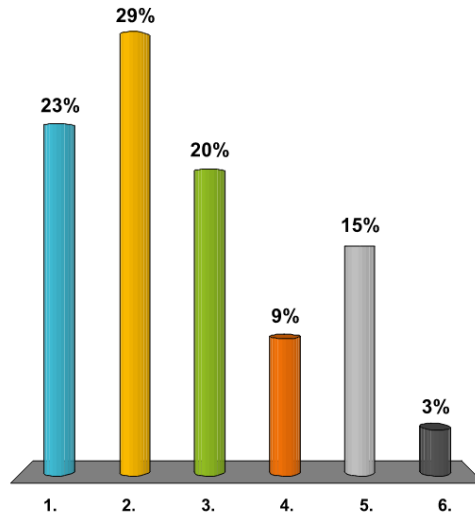
- 1. Very important
- 2. Somewhat important
- 3. Neutral
- 4. Not very important
- 5. Very unimportant
- 6. I'm not sure



Sam's Club Special Area Study

Include new performance spaces

- 1. Very important
- 2. Somewhat important
- 3. Neutral
- 4. Not very important
- 5. Very unimportant
- 6. I'm not sure



Sam's Club Special Area Study

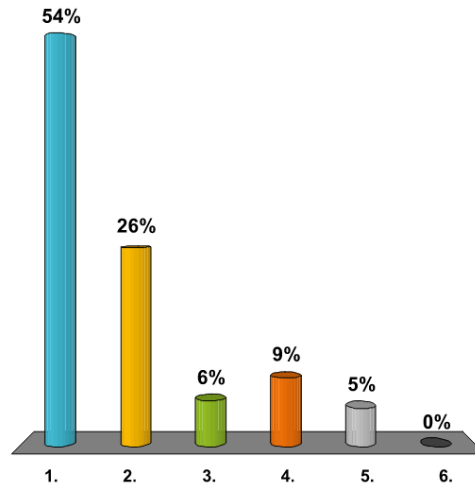


LIVE POLLING RESULTS

How Important are these ideas so this Study Area is a place where people want to visit, shop, or be entertained?

Make it easier to get around the area by bike or on foot

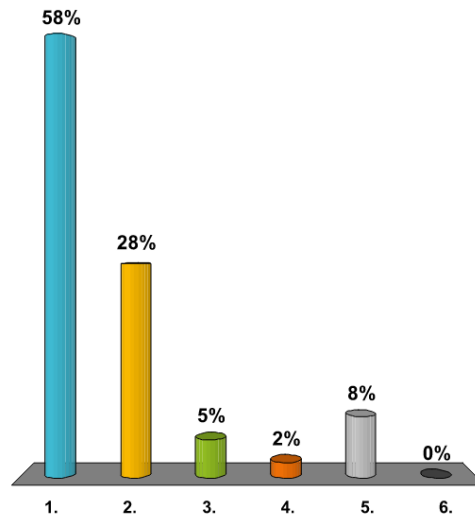
- 1. Very important
- 2. Somewhat important
- 3. Neutral
- 4. Not very important
- 5. Very unimportant
- 6. I'm not sure



Sam's Club Special Area Study

Include small grocery stores or specialty food markets

- 1. Very important
- 2. Somewhat important
- 3. Neutral
- 4. Not very important
- 5. Very unimportant
- 6. I'm not sure



Sam's Club Special Area Study

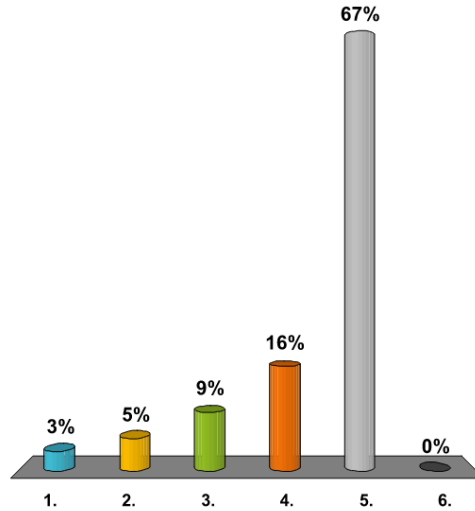


LIVE POLLING RESULTS

How Important are these ideas so this Study Area is a place where people want to visit, shop, or be entertained?

Include big box retail

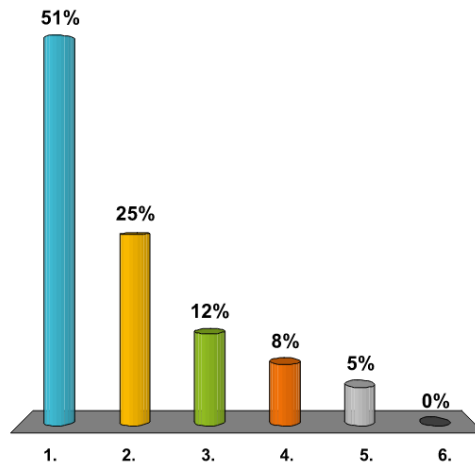
- 1. Very important
- 2. Somewhat important
- 3. Neutral
- 4. Not very important
- 5. Very unimportant
- 6. I'm not sure



Sam's Club Special Area Study

Include plazas or other outdoor gathering places

- 1. Very important
- 2. Somewhat important
- 3. Neutral
- 4. Not very important
- 5. Very unimportant
- 6. I'm not sure



Sam's Club Special Area Study

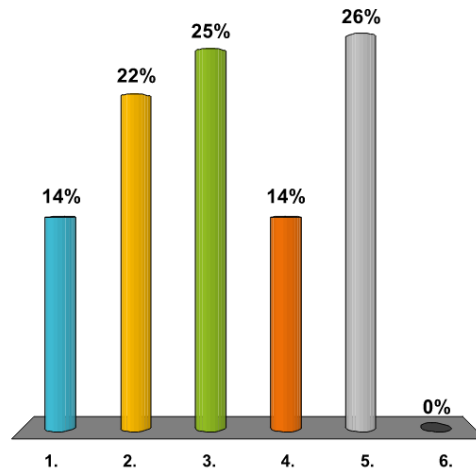


LIVE POLLING RESULTS

How Important are these ideas so this Study Area is a place where people want to visit, shop, or be entertained?

Include hotels for business travelers

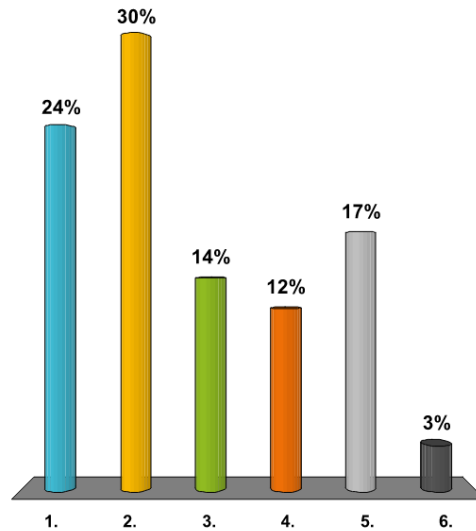
- 1. Very important
- 2. Somewhat important
- 3. Neutral
- 4. Not very important
- 5. Very unimportant
- 6. I'm not sure



Sam's Club Special Area Study

Include unique public art

- 1. Very important
- 2. Somewhat important
- 3. Neutral
- 4. Not very important
- 5. Very unimportant
- 6. I'm not sure



Sam's Club Special Area Study