To the Strategic Planning Advisory Committee of Baytown, Texas
From the Residents of Baytown:

“I love my city, but most people hate it. That must change somehow.”

“This town has so many good people and I love living among them.”

“I love the work that Baytown does as far as community, beautification, etc. I just wish it was all happening more rapidly because I hate that my beautiful and festive town gets a bad rap for being ‘ugly/gross’.”

“I love living in Baytown. I think we have a bad reputation though.”

“I love Baytown and it has so much potential! I would love to see it grow!”

“I love our city. I want other people to love it too!”

“Really love this city. Just needs improvements on some things.”
Overview

Feedback concerning Baytown was received primarily through the Imagine Baytown survey and focus groups. The survey responses represented 3,182 residents and 632 non-residents of Baytown. Data analysis focuses on three key questions asked of Baytown residents:

1. What do you like most about Baytown?
2. What do you not like about Baytown?
3. Where would you like the city to focus future resources to enhance the community?

Many additional comments illustrating the responses to these questions were received from the open-ended question, “If you were in charge, what would you change about Baytown?”, from which the majority of the survey quotes were taken.

Additional data analysis includes:
1. Resident response to the question “Why did you move to Baytown?”
2. Non-resident response to the question “What would have to change about Baytown in order for you to want to live here?”.
3. Differences in resident and non-resident responses to the three key questions.
Survey Results

1. What do you like most about Baytown?
2. What do you not like about Baytown?
3. Where would you like the city to focus future resources to enhance the community?
4. Additional data analysis
What do you like most about Baytown?

- Employment opportunities: 43.6%
- Parks & recreation: 34.8%
- Sense of community: 29.1%
- Shopping & dining options: 24.4%
- Educational opportunities: 22.9%
- Other: 20.5%
- Neighborhood quality: 18.4%
- Community Safety: 12.6%
- Physical appearance: 5.9%
- City reputation & image: 5.4%

2,967 people responded with 6,456 answers
Residents-Other: What do you like most about Baytown?

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Nothing/Complaints</td>
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<tr>
<td>Location</td>
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<tr>
<td>Family and Friends</td>
<td>13.0%</td>
</tr>
<tr>
<td>Places</td>
<td>9.4%</td>
</tr>
<tr>
<td>Small Town Feel</td>
<td>7.4%</td>
</tr>
<tr>
<td>It's home</td>
<td>7.1%</td>
</tr>
<tr>
<td>Recent Growth/Improvements</td>
<td>7.1%</td>
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<td>Close to Work</td>
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<tr>
<td>Uncategorized</td>
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<tr>
<td>Dining</td>
<td>4.4%</td>
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<tr>
<td>Lee College/Schools</td>
<td>3.6%</td>
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<tr>
<td>Affordability</td>
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<tr>
<td>City Services</td>
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<tr>
<td>Convenience</td>
<td>2.3%</td>
</tr>
<tr>
<td>Family/City History</td>
<td>1.2%</td>
</tr>
<tr>
<td>Neighborhoods</td>
<td>1.0%</td>
</tr>
<tr>
<td>Everything</td>
<td>1.0%</td>
</tr>
</tbody>
</table>

608 people responded to the question “What do you like most about Baytown?” with the answer “Other”. The responses varied, but the most common, with 160 related comments, was that they like nothing about Baytown and/or complained about various aspects of the town. This was by far the most common response. Other common responses were the location (especially proximity to Houston and other nearby cities), family and friends living close by, the places in town (specifically the parks and Sterling Library), and the small town feeling of Baytown.
Baytown’s Assets

Chamber of Commerce

District 1

District 4

District 6

City Staff
Survey Results

1. What do you like most about Baytown?
2. What do you not like about Baytown?
3. Where would you like the city to focus future resources to enhance the community?
4. Additional data analysis
What do you not like about Baytown?

<table>
<thead>
<tr>
<th>Area</th>
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<tbody>
<tr>
<td>Physical appearance</td>
<td>58.5%</td>
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<tr>
<td>City reputation &amp; image</td>
<td>50.4%</td>
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<tr>
<td>Shopping &amp; dining options</td>
<td>47.7%</td>
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<tr>
<td>Community Safety</td>
<td>39.5%</td>
</tr>
<tr>
<td>Neighborhood quality</td>
<td>27.4%</td>
</tr>
<tr>
<td>Other</td>
<td>24.3%</td>
</tr>
<tr>
<td>Parks &amp; recreation</td>
<td>14.4%</td>
</tr>
<tr>
<td>Educational opportunities</td>
<td>14.1%</td>
</tr>
<tr>
<td>Sense of community</td>
<td>13.1%</td>
</tr>
<tr>
<td>Employment opportunities</td>
<td>10.9%</td>
</tr>
</tbody>
</table>

2,967 people responded with 8,903 answers
Physical Appearance

Top concerns: The lack of cleanliness, the run down buildings, and the trashy look of the streets, businesses, and neighborhoods.

“Clean up the entire city. Solicit volunteers to pick up the trash, fine residents & businesses that don't clean up their property.”

“Much has been done to improve the appearance of our community but much more needs to be done.”

“I live in Mont Belvieu and come to Baytown for everyday stuff. City has a bad rap when you talk to other folks. It's known as trashy etc....could use a face lift to keep up with other cities in and around Houston if it doesn't want to be know as trashy and ghetto.”

“The roads and highways are dirty and over grown. In other states it is obvious they take pride in their appearance but here in Baytown, TX there is no pride in having clean and kept streets.”

“Require businesses to conform to more attractive appearance.”

“The overall appearance of the city. There are many buildings that are in disrepair. Also many neighborhoods that are not in good shape.”

“Enforce littering laws and clamp down on businesses, apartments and homeowners to better maintain their appearance and cleanliness.”
Reputation and Image

Top concerns: Outsiders think of Baytown as a dirty, crime ridden, cheap, industrial town. Residents want to have pride in their city by improving its image.

“Reputation. City has a reputation for always being lower class and not supporting upscale establishments.”

“The city’s image. We are known as the cheap, old, boring, violence, and nothing to go there city.”

“I would work toward changing the image of this town. It has such great potential to have many productive and reputable businesses. It is in a central location for many small areas. I would work toward making it a place people want to go and experience.”

“I would have to start on how others view Baytown. Baytown has a trashy, unsafe reputation. When you drive around, it looks dirty. Beautification while trying to change our reputation would be a great start.”

“Try and change the reputation of Baytown being a discount city. All you can eat for cheap.”

“It's blue collar refinery town image. When you say Baytown people go "ew". They believe we are a community with a toxic environment and an ignorant and poorly educated populace. While the air quality may not be the best, and the flaring at Exxon can look hellish, we have a diverse citizenry and more than our fair share of educated people.”
Shopping & Dining Options

Top concerns: The residents strongly dislike the mall and would like to see it destroyed or renovated. They also want more shopping and dining variety, though dining’s status is not as critical.

“The mall needs serious attention. So many new stores moving to the area but the appearance of the mall is atrocious.”

“Encourage higher end retail rather than so much discount retail (Marshalls, Ross, Burlington, nail salons, mattress stores)—no reason to not have retail like Webster-Clear Lake or Pearland.”

“New and exciting dining options. We have enough taquerias, donut places, and burger joints. Bring in something cool and trendy that will have consumers flocking to Baytown.”

“I would continue to improve the quality and increase the quantity of retail shops available.”

“Why do we have to travel to other areas to shop? We need more options in Baytown.”

“When I walk in our mall I feel like I’m walking around an overpriced flea market.”

“I would turn the mall into a better mall/outdoor shopping center (like Baybrook).”

“A mall with stores everyone actually likes to shop at. Take a hint from Baybrook. All the youth go there.”
Community Safety

Top concerns: Some respondents expressed concern that there is not enough police presence, crime control, or law enforcement.

“I would increase the budget for the police department and hire many more patrol officers. Our current police department building is crumbling and overcrowded. A city this size needs to prioritize police services and in time crime rates will decrease!”

“Hire more police to work on the crime and vagrant issues around town.”

“We just need to be sure that the heavily crime laden areas are well policed.”

“There are certain areas known for crime (we're moving out of Baytown for that reason).”

“It's gotten so scary here the last few years. So much crime. I would start by tearing down a lot of the sketchy buildings...namely the mall. It's just a haven for crime. I lived in south Houston for years in a community that was a bit run down. The crime was bad. Once the city started to tear down and rebuild....really put some effort into the beautification and appearance...things started changing for the better.”

“The crime has gotten out of control. That needs to be a major focus. Gang activity even among Junior high students.”
Neighborhood Quality

Top concerns: Residents are worried about crime in the neighborhoods. They want to see higher quality neighborhoods built and fewer cheap apartment buildings, and current neighborhoods cleaned up and maintained.

“Clean up the neighborhoods that are going completely downhill. As well as quit putting in so many income based properties. If we could clean up the neighborhoods maybe it will help to reduce the crime.”

“Improvement of ghetto apartment complexes and demolish the known forever drug den known as Northwood Drive.”

“Clean up some of the older, established neighborhoods. The new neighborhoods are just awful...packed in like sardines. Get people to stop parking on the streets. You can hardly get down the neighborhood streets without weaving in and out due to all the cars.”

“Encourage higher quality home builders rather than lower quality cookie cutter neighborhoods . We have enough neighborhoods like Springfield & Hunters Chase. Larger lot neighborhoods like in Mont Belvieu. Too many government assisted apartments. We are losing quality families to Mont Belvieu and other nearby communities to "get away". This makes me sad. This lack of nice neighborhoods drives away people and their children which hurts the quality of diverse ability students in the schools.”

“No more apartment projects of any kind! No matter how nice the apartments are, once the initial investors make their money and sell the projects off, they eventually become drug infested and increasing crime.”
“Residential neighborhood conditions have been ignored in the singular pursuit of industrial and commercial employment and tax base opportunities. Baytown's regional negative reputation is due to this neglect of residential housing standards that have been enabled by a lack of necessary bench-marking of processes and enforcement efforts common in other more attractive communities. The complaint-only driven enforcement system is flawed, and has allowed residential neighborhoods and older commercial arterial roadways to deteriorate severely into sub-standard conditions easily visible from driving the roads, negatively impacting local real estate values and prohibiting further commercial growth opportunities in the southern part of town.”
Baytown’s Challenges
Survey Results

1. What do you like most about Baytown?
2. What do you not like about Baytown?
3. Where would you like the city to focus future resources to enhance the community?
4. Additional data analysis
Where would you like the city to focus future resources to enhance the community?

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Things to Do</td>
<td>55.7%</td>
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<tr>
<td>Beautification</td>
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<td>Neighborhood Quality</td>
<td>32.9%</td>
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<td>Downtown Development</td>
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<td>Waterfront Development</td>
<td>29.3%</td>
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<tr>
<td>Parks &amp; Trails</td>
<td>28.0%</td>
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<tr>
<td>Places to Eat</td>
<td>25.7%</td>
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<tr>
<td>Sidewalks &amp; Pedestrian Access</td>
<td>23.5%</td>
</tr>
<tr>
<td>Community Events</td>
<td>22.5%</td>
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<tr>
<td>Other</td>
<td>21.6%</td>
</tr>
<tr>
<td>Arts &amp; Culture</td>
<td>19.8%</td>
</tr>
</tbody>
</table>

2,614 people responded with 8,811 answers
Things to Do

Top suggestions: More activities for kids and families, a mall, a golf course, a skating rink, and a convention or event center. Development of Downtown and the Waterfront would also help immensely.

“I would make people want to visit Baytown! Just as much as Baybrook the galleria and Woodlands malls make us want to go there. We need more entertainment more things to do in town. Usually people have to travel out of town to have a little fun. Baytown's population keeps growing day by day and we have nothing but a boring old mall for "entertainment" well at least during winter. During summer EVERYONE in Baytown goes to pirates bay. There's not enough room to accommodate the population that we have now. MORE things to do!”

“Why can't we explore a civic center that can be utilized year around for various functions.”

“Golf course. Golf course. Golf course.”

“We do need more neighborhood parks and things to do with our children.”

“More things to do. Usually have to go out of town to do things and have fun.”

“Things to do besides eat and go to a movie. Add places for kids and family to have fun.”

“Put more things to do here like skating rink, Dave and Busters, paint ball or laser tag.”
Beautification

See “Physical appearance” in previous section.
Neighborhood Quality

See “Neighborhood Quality” in previous section.
Downtown Development

Top suggestions: Revitalize the downtown area and attract new business there.

“I would definitely like to see the older "downtown" Baytown spruced up with newer businesses and restaurants. I think that the downtown Baytown area has good "bones", but needs some money allotted to sprucing up the area/landscaping, starting new businesses and restaurants, and providing entertainment options in the downtown area.”

“I would want to build up the downtown area to a dining/shopping/theatre area.”

“I would develop the old downtown area more by trying to attract businesses to that part of town.”

“Continue to try and revitalize Texas Ave.”

“Continue to beauty the downtown area and encourage new business there.”

“Downtown activities are needed more than ever.”

“Bring back the downtown "feel" of Texas Avenue.”

“I would change safety and beautification of some of the downtown and more historic areas of Baytown.”
Waterfront

Top suggestions: Develop the waterfront to be more of an attraction. Many requested a boardwalk like Kemah, shopping and dining, recreational water opportunities and/or a beach. Some also mentioned the desire to create more waterfront residential properties.

“Develop and implement plans to beautify all waterfront areas of Baytown, to attract more waterfront development, whether residential and/or retail.”

“Waterfront living - lure residential development that has access to boating and fishing on trinity bay.”

“Baytown has tremendous waterfront potential which shall be developed for education and recreation.”

“I would like to see waterfront development....maybe a beach like LaPorte or restaurants on the water like Kemah. Feel like the city is not taking advantage of our location.”

“Take advantage of the recreational water opportunities in Baytown (beaches, water activities, etc.).”

“It would also be great if there could be some sort of a waterfront area to enjoy.”

“Turn the waterfront area into a draw for the city, like having a boardwalk or pier or area similar to Sylvan Beach.”
Residents-Other: Where would you like the city to focus future resources to enhance the community?

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mall/Shopping</td>
<td>21.45%</td>
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<tr>
<td>Attractions/Events</td>
<td>19.86%</td>
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<tr>
<td>Safety/Law Enforcement</td>
<td>19.33%</td>
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<tr>
<td>Roads/Traffic</td>
<td>18.09%</td>
</tr>
<tr>
<td>Revitalize/Upgrade</td>
<td>10.64%</td>
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<td>Cleanliness</td>
<td>4.79%</td>
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<tr>
<td>Education</td>
<td>4.08%</td>
</tr>
<tr>
<td>Bike Lanes/Sidewalks</td>
<td>3.01%</td>
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<td>Animal Control</td>
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<tr>
<td>All of the options given</td>
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<td>Uncategorized</td>
<td>1.77%</td>
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<td>Hospital</td>
<td>1.77%</td>
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<tr>
<td>City Management</td>
<td>1.77%</td>
</tr>
</tbody>
</table>

Of the 564 respondents who chose “Other” for where the town should focus future resources, four areas stood out:

1. A mall and more shopping options
2. More attractions and events
3. Safety of the community
4. Improving the roads and traffic situation
“Other” Areas of Focus

A mall and more shopping options: 121 people commented on the need for a nicer mall and more shopping options, many added that they would like higher quality shopping options and not just discount stores.

More attractions and events: 112 responses expounded on the desire for more things to do. 32 specifically mentioned the need for a golf course. Other common themes were activities for kids and families and a convention or event center.

Safety of the community: 109 people mentioned the need for a safer community. Many recommended a stronger police presence and others called for better law enforcement and crime control.

Improving the roads and traffic situation: 102 responses requested better roads and less traffic. Traffic on Garth road was a very common complaint, and such complaints often blamed new businesses continually being built on Garth road instead of elsewhere.
Where would you like the city to focus future resources to enhance the community?

The word cloud shows the frequency of words and phrases used by respondents in the “Other” option of the question. It emphasizes again the importance to the community of having a mall and places to shop, a golf course, and safety and traffic control.

The “Other” comments aligned well with the previously mentioned results of what the residents don’t like about Baytown and areas where they want to focus their resources. The only other weighty new point brought up in the “other” comments is the road and traffic situation.
**Roads/Traffic**

Top suggestions: Improve Garth Road, which is known for its heavy traffic. Stop adding more businesses to Garth Road, widen the road, and time the lights better.

“I would widen Garth road and time the lights better to ease heavy traffic. Garth road also needs a dedicated turning lane all the way down so people are not stopped in the middle of the road trying to turn across traffic and holding everyone up.”

“How Garth is so packed, open up more street options to get from point A to B.”

“Our traffic has become horrific. I would suggest additional lanes on our busiest streets. I.e. garth rd. and North main.”

“Improve roads and infrastructure; manage traffic better.”

“Garth Road is a nightmare. There are other parts of Baytown that need to see growth other than Garth Road.”

“Cover all the open ditches.”

“Stop building down Garth, it takes too long to get any where with all the traffic.”

“Adding roads to help with congestion, and retiming stop lights.”

“I would build more things on other streets than garth road”
If you were in charge, what would you change about Baytown?

This word cloud closely reflects the comments shared in previous slides.
If I were King/Queen For a Day

District 1

If I were King/Queen

Chamber of Commerce

District 4

If I were King/Queen

City Staff

District 6

If I were King/Queen
Survey Results

1. What do you like most about Baytown?
2. What do you not like about Baytown?
3. Where would you like the city to focus future resources to enhance the community?
4. Additional data analysis
Residents: Why did you move to Baytown?

This word cloud illustrates the most popular responses to this question. Almost all answers were either born and/or raised in Baytown, came to be close to family, or came for an employment opportunity. Aside from these three reasons, few others were given.
What would have to change about Baytown in order for you to want to live here?

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Safety/Law Enforcement</td>
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<tr>
<td>Neighborhood Quality</td>
<td>17.51%</td>
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<td>15.23%</td>
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<td>Traffic/Roads</td>
<td>13.20%</td>
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<td>Shopping &amp; Dining</td>
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<td>Arts/Culture</td>
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<td>Waterfront</td>
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<tr>
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<td>Employment</td>
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<tr>
<td>Downtown</td>
<td>1.27%</td>
</tr>
<tr>
<td>Sidewalks</td>
<td>1.02%</td>
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</tbody>
</table>

394 responses were collected from non-residents who chimed in with the things that are holding them back from moving to Baytown. Comments are detailed on the following slide.
Non-Residents: What would have to change about Baytown in order for you to want to live here?

**Safety/Law Enforcement:** Reduce the crime rates and increase police presence so non-residents can feel safer in Baytown.

**Neighborhood Quality:** Improve the safety and cleanliness of residential areas and provide better quality homes, nicer neighborhoods for middle to higher income housing, and more space between homes.

**Physical Appearance:** Clean the city and work on overall beautification. Suggestions were to clean up the city, demolish or improve rundown buildings, and have more trees and plants.

**Traffic/Roads:** Reduce the amount of traffic congestion. Over 30% of non-residents who complained about the traffic mentioned Garth road as the main problem. Road quality was also a complaint, but not to the same extent as traffic.

**Shopping & Dining:** Upgrade the quality and variety of stores and dining available. The mall is also an issue and needs to be completely revamped or demolished.

**School Quality:** Improve the overall quality of the schools.
Non-residents showed a lot more satisfaction than residents with employment opportunities and shopping and dining options, while showing significantly lower satisfaction with neighborhood quality.

518 non-resident respondents and 2,967 resident respondents.
The differences noted in responses to this question mirror the differences in responses to “What do you like most about Baytown?”. Non-residents expressed much less dissatisfaction for Baytown’s shopping and dining options and employment opportunities than its residents did, though the difference in opinion regarding neighborhood quality is not as significant in these responses as it was in response to the previous question. 518 non-resident respondents and 2,967 resident respondents.
In comparison to residents, non-residents aren’t as concerned about the things to do, sidewalks and pedestrian access, or community events.

394 non-resident respondents and 2,614 resident respondents.
City Growth and Direction: Positive Feedback

“I can see the difference that has been made, in appearance and in the community, in just over the past couple of years, and I love it! I understand this is a progress that takes years to get going, and I (and I'm sure along with a lot of other people) really appreciate the effort being made! Keep doing what you're doing! Yay Baytown.”
City Growth and Direction: Critical Feedback

“I feel like Baytown is not kept as clean as it use to be. I know crime has gone up. Baytown has no attraction as far as shopping, in the form of a mall, our mall Is no longer the mall that you want to go shopping at Christmas, so there fore no one else wants to come here and shop either. Instead we go to Baybrook and spend our dollars there. Community safety is not what it use to be, when we first moved here it was so quaint and safe, you just felt that hometown feeling, I no longer feel that way. When you come to or just thru on the freeway it looks dirty, you never see it looking like it use to. I love Baytown and hate to see it go downward instead do upward.”