

## SUMMARY OF KEYPAD POLLING INPUT

Keypad polling is one of the set of techniques used to obtain input during the initial ONE McKinney 2040 sessions. With this technique, all participants respond to a set of questions shown on the screen. Participants provide their input using electronic keypads and the results for the entire group are shown on the screen.

For this initial phase of involvement, respondents were asked to consider a list of potential issues and respond to the question: *“How important is this issue or approach to the best possible future for the McKinney community?”* The same set of issues was presented to four groups:

- City staff at a workshop held on Wednesday, September 1, 2015. This workshop included representatives of key departments related to community growth and development.
- The ONE McKinney 2040 Advisory Committee, at its initial meeting on Thursday, September 2, 2015. The Advisory Committee is a Council-appointed group charged with representing the community and providing assistance throughout the planning process.
- A Community Summit held on Wednesday, September 16, 2015 at McKinney High School. The summit was open to any interested individual who chose to attend.
- A Community Summit held on Thursday, September 17, 2015 at McKinney Boyd High School. The summit was open to any interested individual who chose to attend.

Between all four groups there was a total of 100 participants. Responses were anonymous. Participants could choose not to respond to any individual question. Also, some individuals participated in more than one session – in particular, Advisory Committee members were encouraged to attend the summit sessions and some attended both of these as well as their own Committee meeting. For this reason, the results are shown below by session.

## Issues Important to All

Exhibit 1 shows the percentage of respondents who rated an issue ‘very important’. Ratings of 80% and higher are shaded in blue, while ratings of 50% to 79% are shaded in yellow. Of the 23 issues presented, seven were rated ‘very important’ by a majority of all four groups. These top items are:

- Keeping existing neighborhoods vital
- Keeping up with growth in population and jobs
- Growing the tax base
- Maintaining City infrastructure (streets, parks, buildings, etc.) over time
- Using energy, water & other resources efficiently
- Determining what happens on remaining vacant lands
- Being economically sustainable (desirable or resilient) over the long term

None of the issues received a ‘very important’ rating from 80% of all groups. Two issues were ‘very important’ to 80% or more of at least three groups. These issues – ‘maintaining City infrastructure (streets, parks, buildings, etc.) over time’ and ‘having quality schools (Kindergarten to college)’ – emphasize the important role of public capital investment by the City and the school districts in creating the McKinney that participants want in the future.

### EXHIBIT 1: ISSUES WITH 'VERY IMPORTANT' RATINGS

| Potential Strategic Issue |   | Group 1 | Group 2 | Group 3 | Group 4 |
|---------------------------|---|---------|---------|---------|---------|
| 1                         | Keeping existing neighborhoods vital  | 58.3%   | 66.7%   | 79.3%   | 82.9%   |
| 2                         | Keeping up with growth in population and jobs                               | 91.7%   | 78.6%   | 69.0%   | 81.1%   |
| 3                         | Growing the tax base  | 75.0%   | 66.7%   | 72.7%   | 64.7%   |
| 4                         | Maintaining City infrastructure (streets, parks, buildings, etc.) over time | 91.7%   | 60.0%   | 86.7%   | 89.2%   |
| 5                         | Providing public transportation choices, to destinations in McKinney        | 0.0%    | 0.0%    | 54.8%   | 34.3%   |
| 6                         | Using energy, water & other resources efficiently                           | 50.0%   | 53.3%   | 93.3%   | 77.8%   |
| 7                         | Determining what happens on remaining vacant lands                          | 58.3%   | 80.0%   | 81.3%   | 75.0%   |
| 8                         | Managing traffic congestion   | 25.0%   | 33.3%   | 80.0%   | 83.8%   |

| Potential Strategic Issue |   | Group 1 | Group 2 | Group 3 | Group 4 |
|---------------------------|---|---------|---------|---------|---------|
| 9                         | Improving quality of life   | 50.0%   | 14.3%   | 79.3%   | 67.6%   |
| 10                        | Having a balance of jobs and housing  | 41.7%   | 20.0%   | 66.7%   | 69.4%   |
| 11                        | Having a strong Downtown  | 27.3%   | 26.7%   | 48.4%   | 48.6%   |
| 12                        | Being economically sustainable (desirable or resilient) over the long term    | 90.9%   | 53.3%   | 76.7%   | 83.3%   |
| 13                        | Providing public transportation choices, to regional destinations             | 16.7%   | 13.3%   | 38.7%   | 30.6%   |
| 14                        | Having a strong and diverse employment base                                   | 33.3%   | 20.0%   | 67.7%   | 66.7%   |
| 15                        | Creating walkable places with a mix of uses                                   | 18.2%   | 40.0%   | 62.5%   | 43.2%   |
| 16                        | Retaining natural assets  | 66.7%   | 40.0%   | 74.2%   | 77.1%   |
| 17                        | Having quality schools (Kindergarten to college)                              | 41.7%   | 93.3%   | 90.3%   | 89.2%   |
| 18                        | Being environmentally sustainable (desirable or resilient) over the long term | 27.3%   | 20.0%   | 71.0%   | 58.3%   |
| 19                        | Attracting major new companies  | 41.7%   | 35.7%   | 61.3%   | 64.9%   |
| 20                        | Helping McKinney small businesses to stay here as they grow                   | 8.3%    | 20.0%   | 78.1%   | 70.3%   |
| 21                        | Creating connected biking & walking routes                                    | 16.7%   | 6.7%    | 51.5%   | 61.1%   |
| 22                        | Having lifelong learning opportunities  | 16.7%   | 20.0%   | 66.7%   | 47.2%   |
| 23                        | Having high quality city services & facilities                                | 58.3%   | 20.0%   | 76.7%   | 58.8%   |

## Priority Among Issues

Exhibit 2 presents the ranking of issues for each of the four groups. This ranking is based first on the percentage of respondents who rated an issue ‘very important’, then ‘somewhat important’, then ‘neutral’. As a result, this exhibit factors in the share of the respondents who believe the issue has some importance, but is not ‘very important’ to McKinney’s future. The issue rated ‘1’ was of greatest importance to each group. This exhibit shows a wide range of perspectives from one session to another.

### EXHIBIT 2: ISSUE RANKING, BY GROUP

| Potential Strategic Issue |   | Group 1 | Group 2 | Group 3 | Group 4 |
|---------------------------|---|---------|---------|---------|---------|
| 1                         | Keeping existing neighborhoods vital  | 7       | 4       | 6       | 5       |
| 2                         | Keeping up with growth in population and jobs                               | 2       | 3       | 14      | 6       |
| 3                         | Growing the tax base  | 4       | 5       | 12      | 15      |
| 4                         | Maintaining City infrastructure (streets, parks, buildings, etc.) over time | 1       | 6       | 3       | 1       |
| 5                         | Providing public transportation choices, to destinations in McKinney        | 23      | 23      | 20      | 22      |
| 6                         | Using energy, water & other resources efficiently                           | 9       | 7       | 1       | 7       |
| 7                         | Determining what happens on remaining vacant lands                          | 8       | 2       | 4       | 9       |
| 8                         | Managing traffic congestion   | 17      | 12      | 5       | 3       |
| 9                         | Improving quality of life   | 10      | 20      | 7       | 12      |
| 10                        | Having a balance of jobs and housing  | 13      | 17      | 17      | 11      |
| 11                        | Having a strong Downtown  | 15      | 13      | 22      | 19      |
| 12                        | Being economically sustainable (desirable or resilient) over the long term  | 3       | 8       | 9       | 4       |
| 13                        | Providing public transportation choices, to regional destinations           | 21      | 21      | 23      | 23      |
| 14                        | Having a strong and diverse employment base                                 | 14      | 14      | 15      | 13      |
| 15                        | Creating walkable places with a mix of uses                                 | 18      | 10      | 18      | 21      |
| 16                        | Retaining natural assets  | 5       | 9       | 11      | 8       |
| 17                        | Having quality schools (Kindergarten to college)                            | 12      | 1       | 2       | 2       |

| Potential Strategic Issue |   | Group<br>1 | Group<br>2 | Group<br>3 | Group<br>4 |
|---------------------------|---|------------|------------|------------|------------|
| 18                        | Being environmentally sustainable (desirable or resilient) over the long term | 16         | 18         | 13         | 18         |
| 19                        | Attracting major new companies  | 11         | 11         | 19         | 14         |
| 20                        | Helping McKinney small businesses to stay here as they grow                   | 22         | 15         | 8          | 10         |
| 21                        | Creating connected biking & walking routes                                    | 19         | 22         | 21         | 16         |
| 22                        | Having lifelong learning opportunities  | 20         | 19         | 16         | 20         |
| 23                        | Having high quality city services & facilities                                | 6          | 16         | 10         | 17         |

## Least Important Issues

Exhibit 3 lists all issues that received at least one response of ‘very unimportant’ in at least one session. Nineteen of the twenty three issues received at least one such response. ‘Providing public transportation choices, to regional destinations’ was the only issue perceived as ‘very unimportant’ by at least one participant in all four sessions; this is also the issue that received the highest percentage of ‘very unimportant’ responses.

### EXHIBIT 3: ISSUES PERCEIVED AS 'VERY UNIMPORTANT'

| Potential Strategic Issue |   | Group 1 | Group 2 | Group 3 | Group 4 |
|---------------------------|---|---------|---------|---------|---------|
| 1                         | Keeping existing neighborhoods vital  | 0.0%    | 0.0%    | 3.4%    | 0.0%    |
| 2                         | Keeping up with growth in population and jobs                                 | 0.0%    | 0.0%    | 3.4%    | 5.4%    |
| 5                         | Providing public transportation choices, to destinations in McKinney          | 0.0%    | 6.7%    | 6.5%    | 0.0%    |
| 6                         | Using energy, water & other resources efficiently                             | 0.0%    | 0.0%    | 0.0%    | 2.8%    |
| 7                         | Determining what happens on remaining vacant lands                            | 0.0%    | 0.0%    | 0.0%    | 2.8%    |
| 8                         | Managing traffic congestion   | 0.0%    | 0.0%    | 0.0%    | 2.7%    |
| 10                        | Having a balance of jobs and housing  | 0.0%    | 0.0%    | 3.3%    | 0.0%    |
| 11                        | Having a strong Downtown  | 0.0%    | 0.0%    | 6.5%    | 2.7%    |
| 13                        | Providing public transportation choices, to regional destinations             | 16.7%   | 13.3%   | 9.7%    | 11.1%   |
| 14                        | Having a strong and diverse employment base                                   | 0.0%    | 0.0%    | 6.5%    | 0.0%    |
| 15                        | Creating walkable places with a mix of uses                                   | 0.0%    | 13.3%   | 6.3%    | 0.0%    |
| 16                        | Retaining natural assets  | 0.0%    | 0.0%    | 0.0%    | 2.9%    |
| 17                        | Having quality schools (Kindergarten to college)                              | 0.0%    | 0.0%    | 3.2%    | 0.0%    |
| 18                        | Being environmentally sustainable (desirable or resilient) over the long term | 0.0%    | 0.0%    | 3.2%    | 2.8%    |
| 19                        | Attracting major new companies  | 0.0%    | 0.0%    | 3.2%    | 2.7%    |

| Potential Strategic Issue |   | Group 1 | Group 2 | Group 3 | Group 4 |
|---------------------------|---|---------|---------|---------|---------|
| 20                        | Helping McKinney small businesses to stay here as they grow | 0.0%    | 0.0%    | 3.1%    | 0.0%    |
| 21                        | Creating connected biking & walking routes                  | 8.3%    | 6.7%    | 3.0%    | 2.8%    |
| 22                        | Having lifelong learning opportunities                      | 0.0%    | 6.7%    | 3.0%    | 0.0%    |
| 23                        | Having high quality city services & facilities              | 0.0%    | 6.7%    | 3.3%    | 2.9%    |

## Initial Observations

These keypad polling responses are only one of several sets of input received during this initial phase of the ONE McKinney 2040 process. All input will be considered as the staff and consultants assess community priorities and areas for focus in the new Comprehensive Plan. A few initial observations are presented below.

- These results show diverse views about McKinney’s future. The ONE McKinney 2040 initiative should help this community to establish a shared vision and direction.
- The responses from each of the four sessions reflect a different set of priorities for McKinney.
  - It seems reasonable that the views of City staff tend to focus more on issues for which the City has responsibility (such as infrastructure) and less on issues that are the responsibility of others (such as schools or small business development).
  - The two Community Summits reflect differing views of these issues, suggesting that the McKinney community includes individuals with a wide range of perspectives.
  - The Advisory Committee members’ responses indicate a greater emphasis on issues important to new development (infrastructure, the future of vacant lands, and schools) while the Community Summit participants reflect a higher concern about issues that maintain the character of McKinney’s existing community (such as keeping existing neighborhoods vital and retaining natural assets).

All of these responses, along with the other input from these sessions, will be considered as the staff and consultant team continue their analysis of existing conditions and market trends.