



Lufkin Economic Development Corporation

## Downtown Lufkin Economic Development and Public Realm Vision

# Community Priorities Survey Summary



January 2021



ASAKURA  
ROBINSON

# Project Overview

The Lufkin Economic Development Corporation (LEDC) and other stakeholders are working to develop an Economic Development and Public Realm Vision plan for Downtown Lufkin. This project engages City Staff, Council Members, community members, residents, organizations, and other stakeholders to improve the public experience for those living in and around downtown and those visiting Downtown Lufkin. These improvements include infrastructure, beautification, and events, along with a variety of new policies, programs, and projects to help shape the future of Downtown Lufkin.

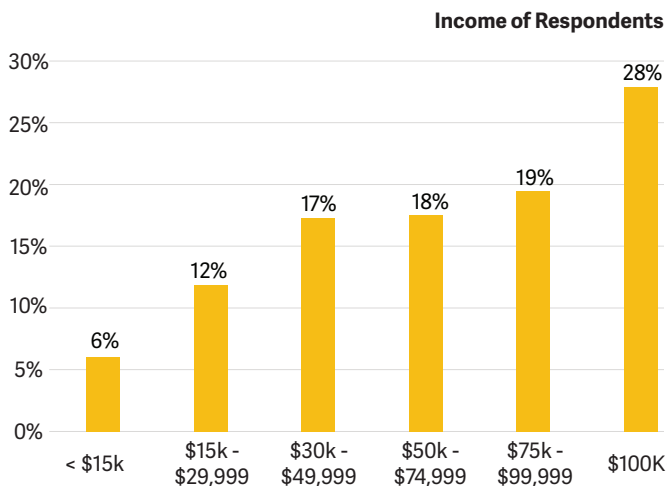
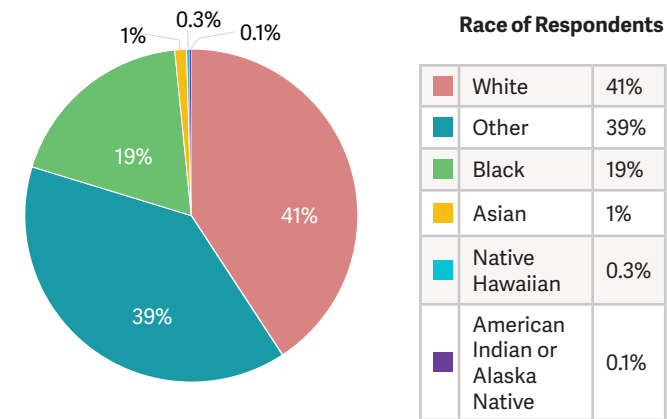
The Client and Consultant teams launched the Lufkin Forward Community Priorities Survey in December 2020 to gather input from residents and stakeholders on priorities and needs for downtown, as well as thoughts regarding the future of Downtown Lufkin. The Consultant team yielded the following goals based on survey responses:

- Downtown Lufkin must be **Dynamic**
- Downtown Lufkin must be **Lively**
- Downtown Lufkin must be **Magnetic**
- Downtown Lufkin must be **Inviting**
- Downtown Lufkin must be **Healthy**

**Over 1,000 responses!**

# Methodology

The Community Priorities Survey asked five (5) questions regarding people’s connection to Downtown Lufkin, people’s perceptions of downtown, and what people would like to see happen now and in the near future for Downtown Lufkin. The survey was open from December 2020 to January 2021 and received over 1,000 responses. Surveys were made available online and posted to the project’s website, [www.LufkinForward.com](http://www.LufkinForward.com). The Client team also distributed print copies of the survey to the public and advertised the survey using social media platforms and postcards. To analyze survey responses, the Consultant team used a statistical software program and a coding system to determine patterns and significance between variables in the responses collected.



# Findings

## What are people's connections to Downtown Lufkin?

Most respondents either go out to eat, shop, or go to events downtown. Specifically, 82% of White respondents and 72% of respondents who identify as a Person of Color said they eat, shop, or go to events in Downtown Lufkin. Only about 3% of survey respondents actually live in Downtown Lufkin. However, 15% of People of Color had no connection to downtown compared to only 3% of White respondents. This is particularly noticeable in Black respondents, of which 21% have no connection to downtown. Moreover, 13% of respondents making less than \$30,000 have no connection to downtown, while 33% of respondents who eat or shop downtown make over \$100,000 per year (compared to all other income categories).

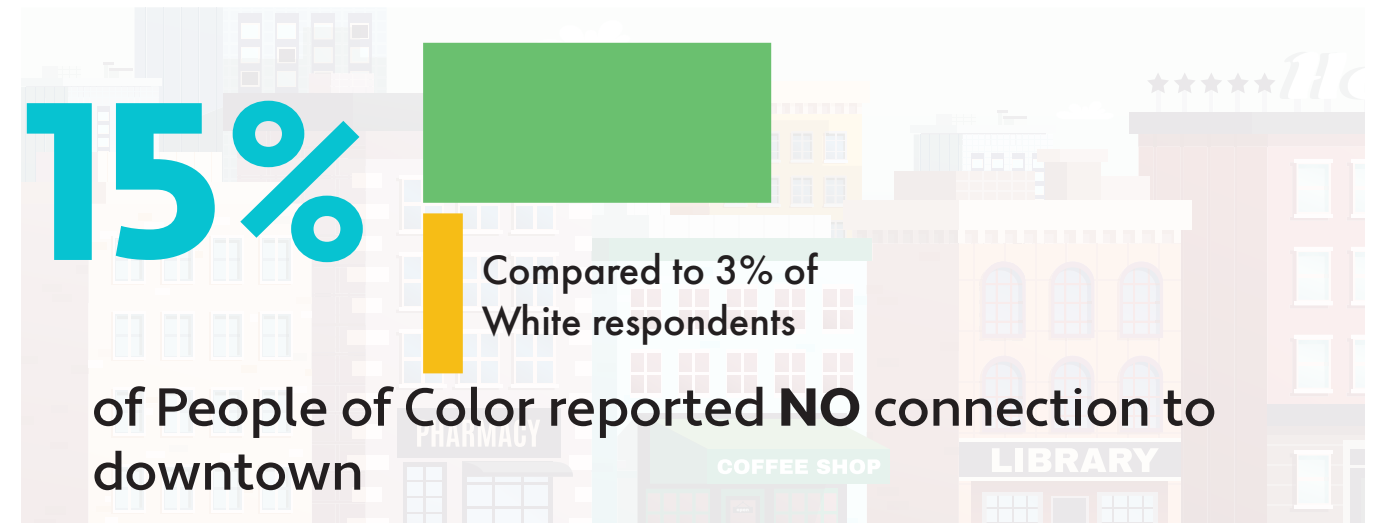
### Key takeaways:

- Not a lot of respondents live downtown, but it is a place where people gather for food and events
- Downtown needs more affordable restaurants, particularly ones that cater to families with children and young adults
- Downtown Lufkin can connect to its diverse neighbors, but it needs more spaces, events, and amenities that are inviting and attractive to everyone

### Connections to five goals:

- Downtown Lufkin must be **Lively**
- Downtown Lufkin must be **Dynamic**
- Downtown Lufkin must be **Inviting**

**33%** of respondents who eat or shop downtown make over \$100K



## What do people think of Downtown Lufkin?

Overall, most respondents were indifferent when answering questions about their perceptions of Downtown Lufkin. Only 18% of People of Color agree that “there’s always something fun to do in Downtown Lufkin”, compared to 35% of White respondents. When asked about downtown’s variety of retailers, services, and dining options, 26% People of Color agree that Downtown Lufkin has a great variety of these amenities that appeal to them, compared to 51% of White respondents. Nonetheless, people both in and outside of Angelina County bring friends and family to Downtown Lufkin.

### Key takeaways:

- People are visiting Downtown Lufkin and want to bring friends, family, and visitors downtown
- Improvements to downtown will not only attract more residents and out-of-town guests, but will also retain young adults and college-age graduates from leaving Lufkin
- Downtown Lufkin needs more nightlife attractions, regularly occurring events, and a variety of entertainment options

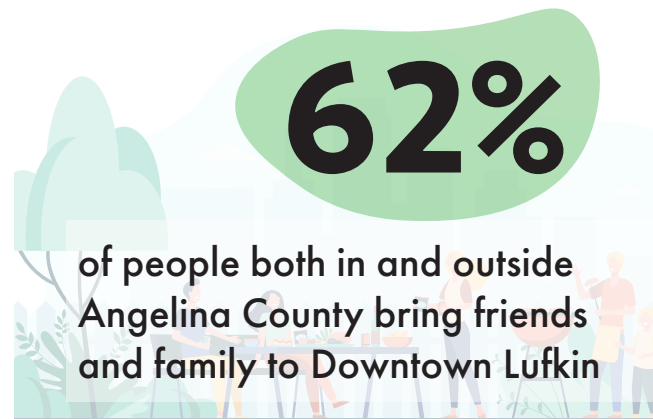
**18%**  
People of Color  
Agree

vs.

**35%**  
White respondents  
Agree

### Connections to five goals:

- Downtown Lufkin must be **Dynamic**
- Downtown Lufkin must be **Magnetic**
- Downtown Lufkin must be **Healthy**



*Designed by pch.vector / Freepik*

**There is always  
something fun to do in  
Downtown Lufkin**

## What are people's priorities for Downtown Lufkin now and in the near future?

All survey respondents said they want more attractions downtown. Survey respondents also said they want to see more variety in retailers and more gathering spaces in Downtown Lufkin. A lot of men requested more stores that provide men's apparel and services. Other retail options that respondents requested include an independent bookstore, grocery store, and toy store. Almost everyone said that Downtown Lufkin needs more kid-friendly places and activities. Furthermore, People of Color prioritized diversity (including minority-owned business, people, and art) for Downtown Lufkin, while more White respondents prioritized restaurants (including outdoor dining spaces, and more variety of restaurants).

### Key takeaways:

- People want more options for things to do downtown and places to go, particularly kid-friendly options and nightlife attractions
- Downtown Lufkin needs to create more diverse spaces, including its retail and small business environment, restaurants, and public spaces
- Downtown needs branding that conveys a sense of place and reflects the Lufkin community

**14%**  
of Men want  
more small  
businesses  
compared to  
**10%** of  
women

### Connections to five goals:

- Downtown Lufkin must be **Dynamic**
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