



Sherman Comprehensive Plan + Trails Master Plan *Online Survey Summary*

An online survey was available to the public to gather community input for the development of the City of Sherman Comprehensive Plan and City of Sherman Trails Master Plan. Both an English and Spanish version of the survey was provided. The public input received during this effort is an important source of information for developing the community vision and priorities of the Sherman community. This document is a summary of the input received through the survey.

1653 participants

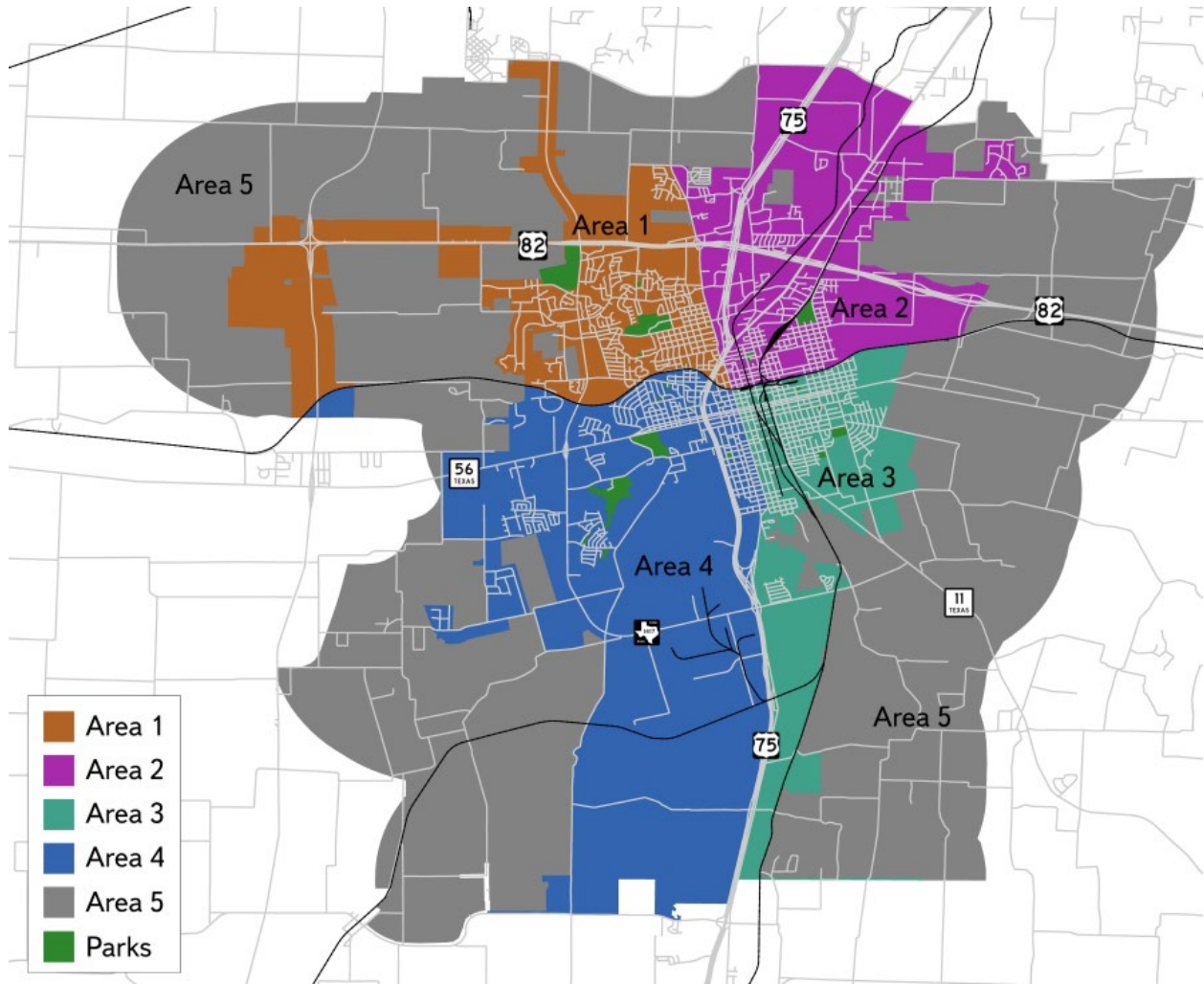
The comments contained in this report are a summarized compilation of respondent's responses, repetitive comments have been made into word clouds where the size of each word is determined by the number of times that word was used as a response. Open-ended comments were directly copied and were not edited.

Open 4/14/2022 thru 5/22/2022



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Question #1 | Where do you live?

Live
Area 1 (30%)
Area 2 (12%)
Area 3 (12%)
Area 4 (34%)
Area 5 (6%)
I do not live in Sherman (6%)



Question #2 | What is your approximate age?

Age
Under 18 (0%)
18-24 (3%)
25-34 (18%)
35-44 (25%)
45-54 (20%)
55-64 (20%)
65+ (14%)

Question #3 | Do you own or rent your home?

1. **Own my home in Sherman (74%)**
2. Rent my home in Sherman (19%)
3. I do not live in Sherman (7%)

Question #4 | If you are a resident of Sherman, why did you choose to live here?

1. **Originally from Sherman (29%)**
2. Family or Personal Reasons (25%)
3. For Work (23%)
4. Cost of Living (6%)
5. Non-Sherman Resident (5%)
6. Other (5%)
7. Sense of Community (3%)
8. Retired Here (2%)
9. School Related (1%)

Question #5 | Which best describes your current employment?

1. **Work in Sherman (46%)**
2. Retired or Not Currently Employed (18%)
3. Work in a Nearby City (14%)
4. Work from Home (13%)
5. Work in the Metroplex (7%)
6. None of the above (3%)



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Question #6 | In one word, describe what you love about Sherman.



Top Three Words:
COMMUNITY • SMALL TOWN • PEOPLE

Question #7 | Please rank the following in order of importance, with one (1) being most important to you and eleven (11) being least important.

Top Three (3) Areas of Importance

1. Housing affordability
2. Quality schools and education
3. Quality neighborhoods

Category	Score
Housing affordability	8.37
Quality schools	8.08
Quality neighborhoods	6.9
Employment opportunities	6.84
Access to healthcare	6.33
Parks and trails	6.27
Aesthetics and appearance of Sherman	5.56
Preservation of open and natural space	5.1
Vibrant downtown	4.7
Ability to walk to shops and restaurants	4.63
Arts and culture	3.58



Question #8 | How likely or unlikely are you to recommend someone to move to Sherman?

1. Very Likely (27%)
- 2. Likely (51%)**
3. Unlikely (18%)
4. Very Unlikely (4%)

Question #9 | Do you feel that Sherman is on the right track with recent growth and development?

- 1. Right Track (46%)**
2. Not Sure (35%)
3. Wrong Track (20%)

Question #10 | What concerns you the most about the future of Sherman?

- 1. Increased housing prices or cost of living (37%)**
2. Increased traffic or strain on infrastructure (24%)
3. Uncoordinated growth and development (19%)
4. Loss of open/natural space (8%)
5. Increased crime (6%)
6. Loss of character or identity (5%)

Question #11 | How satisfied are you with the City of Sherman's performance for each of the following areas?

Top Five (5) Areas of Satisfaction

1. Encouraging economic growth
2. Community events and festivals
3. Quality of parks and recreation
4. Water and wastewater services
5. Maintaining quality of life



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Question #12 | How important is it for the City of Sherman to address the following transportation issues in the near future?

Top Three (3) Transportation Issues

1. Street condition and maintenance
2. Traffic congestion
3. Pedestrian accommodation (i.e., sidewalks, crosswalks, trails, etc.)

Category	Weighted Average
Street condition and maintenance	3.8
Traffic congestion	3.66
Pedestrian accommodation	3.39
Street connectivity	3.24
Traffic calming	2.93
Bicycle accommodation	2.88
Public transportation	2.86
Wayfinding signage	2.8

Question #13 | How important is it for the City of Sherman to address the following issues in your neighborhood in the near future?

Top Three (3) Neighborhood Issues

1. Reducing crime
2. Improving overall condition of housing
3. Improving or adding sidewalks or bike lanes

Category	Weighted Average
Reducing crime	3.52
Improving overall condition of housing	3.13
Improving / adding sidewalks or bike lanes	3.05
Providing additional parks in the neighborhood	2.98
Providing trail connections from your neighborhood to existing parks	2.87
Reducing speed of traffic within my neighborhood	2.84
Increasing code enforcement	2.77

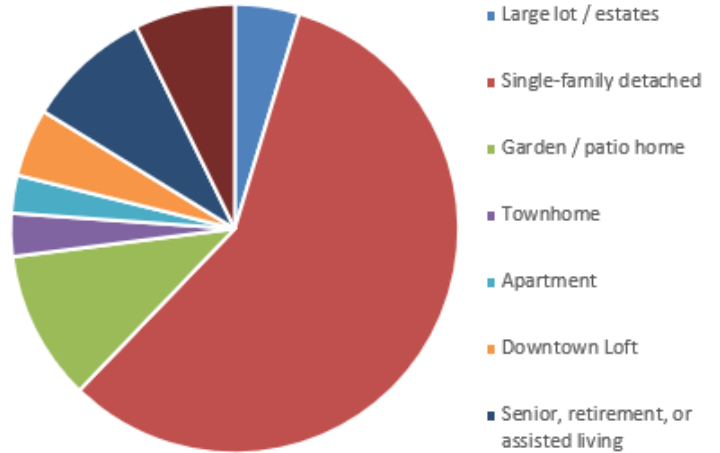


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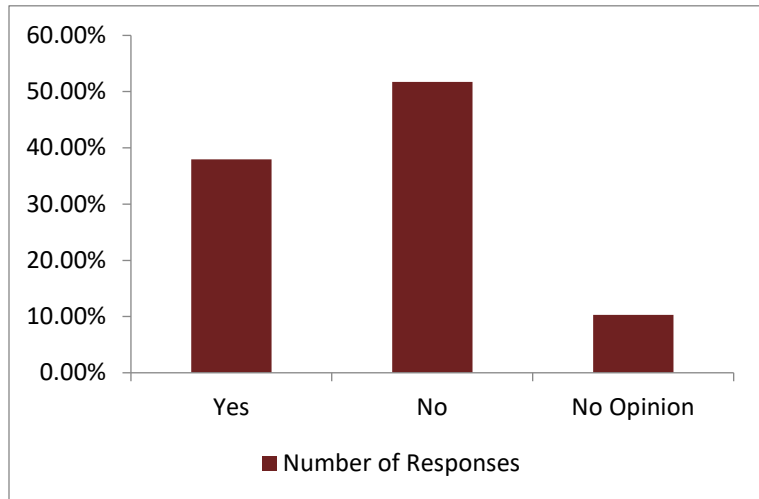
Question #14 | What type of housing is most needed in Sherman?

1. Single-family detached (58%)
2. Garden / patio home (11%)
3. Senior, retirement, or assisted living (9%)
4. Other (7%)
5. Downtown Loft (5%)
6. Large lot / estates (5%)
7. Townhome (3%)
8. Apartment (3%)



Question #15 | In general, do you feel there is enough variety of housing types in Sherman to serve all segments of the population?

1. No (52%)
2. Yes (38%)
3. No opinion (11%)



Question #16 | Select the most important elements you feel would encourage more investment and vitality in Downtown Sherman.

Top Three (3) Elements:

1. More shops and restaurants
2. Better entertainment options
3. More festivals and events



Question #17 | Would you be willing to pay higher City taxes or fees to fund each of the following items?

Options Ranked in Order of Willingness

1. More frequent street repair and maintenance
2. Additional park amenities and recreation facilities
3. Improved pedestrian and bicycle infrastructure
4. Increasing City efforts to promote and enhance Downtown Sherman
5. Interconnected network of trails, greenways, and open space

Question #18 | How important are the following trail features and amenities to you and your family?

Top Five (5) Trail Features and Amenities

1. Lighting and security amenities
2. Shade
3. Restrooms
4. Trailheads with parking
5. Benches and other seating areas

Question #19 | What would be your primary activity on a trail?

1. **Walking or hiking (84%)**
2. Walking a pet (44%)
3. Riding bicycles (28%)
4. Jogging or running (23%)
5. Pushing a stroller (16%)
6. Roller skating, skate boarding, or scootering (7%)
7. Horseback riding (2%)

Question #20 | If the City of Sherman built a trail network connecting various destinations throughout Sherman, what would you like your primary use of the trail to be?

1. **Health and exercise (43%)**
2. Recreation or social interaction (32%)
3. Immersion in nature (19%)
4. Commuting or cross-town transportation (5%)
5. Fitness training (1%)



Question #21 | In your opinion, what are the top two (2) greatest benefits you feel trails can provide?

- 1. Trails provide opportunities for outdoor recreation and social connection (72%)**
- 2. Trails preserve natural greenspace and benefit the environment (56%)**
3. Trails provide active transportation options (32%)
4. Trails provide a boost to the local economy and bring in tourism (7%)
5. Trails do not provide any benefits (5%)
6. Other (4%)

Question #22 | What type of destination or amenity would encourage you to use the trail network more?

- 1. Creek access or recreation opportunity (54%)**
2. Access to shops, businesses, or restaurants (46%)
3. Events or festivals on the trails (43%)
4. Access to downtown (28%)
5. Equipment rental (26%)
6. Museums or cultural/historic sites (26%)
7. Mountain biking (12%)

Question #23 | What would you say is the top priority for the future trail system to better serve the residents of Sherman?

- 1. Safety (36%)**
2. Access to natural areas (25%)
3. Connecting to key destinations within Sherman (20%)
4. Separation of users (9%)
5. Maintenance (8%)
6. Regional connectivity (2%)



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Question #26 | Where would you like to find the latest information from the City of Sherman?

1. **Social media (52%)**
2. City website (28%)
3. Local TV station (10%)
4. Utility bills (5%)
5. Other (3%)
6. Newspaper (2%)