

May 20, 2020



Advisory Committee

Kickoff Meeting

AGENDA

- Project overview
- Role of the Advisory Committee
- First Impressions
- Visioning



PLANNING TEAM

- City Project Team
- Advisory Committee
- Residents
- Business and Property Owners
- Elected Officials and City Staff
- Planning Commission
- KPS Group Planning Team

CONSULTANT TEAM

KPS Group – Jason Fondren
city planning, project manager

Sain – Becky White
transportation planning

Zimmerman Volk – Laurie Volk
housing demand analysis

Dr. Arthur Allaway
population projections

PLAN ISSUES

- Land use + development
- Economic development
- Transportation
- Housing + neighborhoods
- Infrastructure
- Public facilities + services
- Annexation

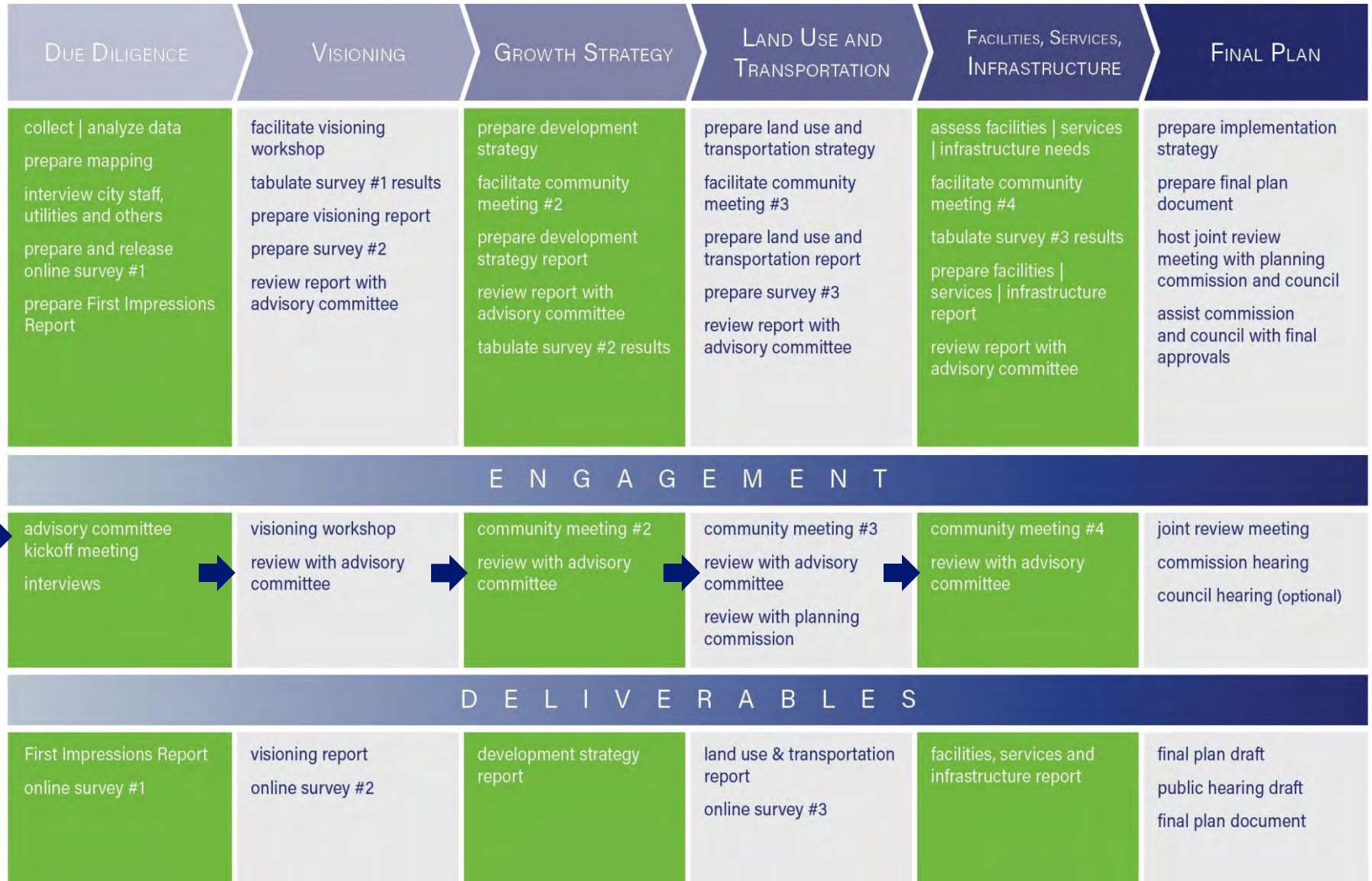


ADVISORY COMMITTEE

- broad community representation
- review emerging plan materials
- provide guidance to consultant team
- meet about once every six weeks



PROCESS



SCHEDULE

- Data collection and analysis Mar-Apr
- Survey 1 May-June
- Visioning Session June 23
- Vision / Growth Strategy June-July
- Survey 2 July-Aug
- Workshop #2 Aug
- Land Use / Transportation Aug
- Workshop #3 Sept
- Infrastructure / Facilities Sept
- Survey 3 Sept-Oct
- Workshop #4 Oct
- Priorities and Implementation Oct
- Plan review and adoption Nov-Dec

ONLINE ENGAGEMENT



projectprattville.com



2040 Comprehensive Plan

The City of Prattville is now updating the citywide comprehensive plan to guide growth and improvement in the community. Throughout the process the planning team will engage residents, property and business owners and other stakeholders through public forums, surveys and discussions about the issues that will be most critical to

Upcoming Meetings

Join us for the following public meetings!

SURVEY #1

- How is Prattville doing?
- How has it changed?
- What's important looking forward?

A screenshot of a survey displayed on a tablet. At the top is the "Project Prattville 2040" logo. Below it is the title "Plan Survey 1". The main question is "1. How do you rate your overall quality of life in Prattville?". There are five radio button options: "Very Good", "Good", "Fair", "Unsatisfactory", and "Very Unsatisfactory". At the bottom of the survey area, a green bar indicates "0 of 17 answered".

surveymonkey.com/r/PrattvillePlanSurvey1

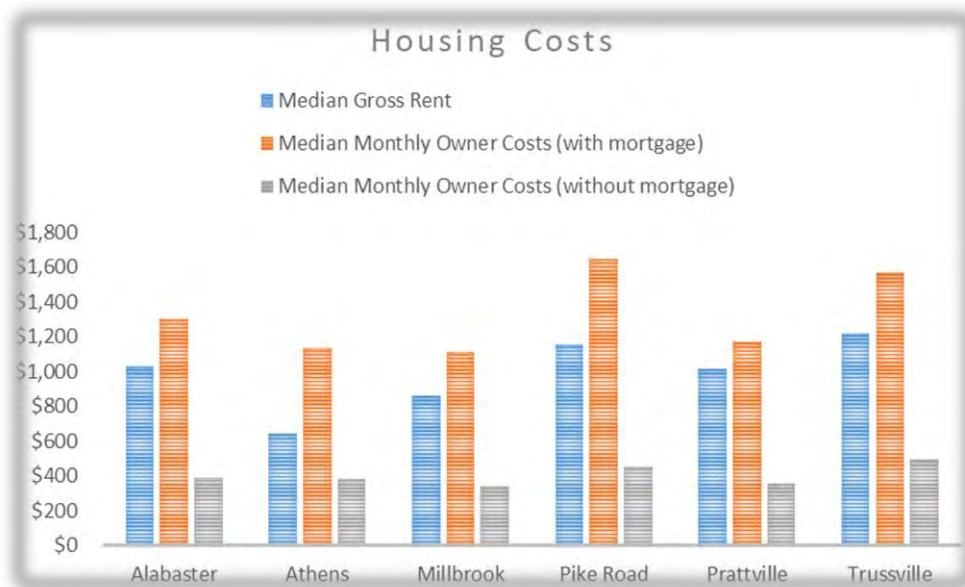
DATA COLLECTION + ANALYSIS



Collect and review demographic, mapping and other information to gain a better understanding of the community.

Peer Community Analysis

- Alabaster
- Athens
- Millbrook
- Pike Road
- Prattville
- Trussville

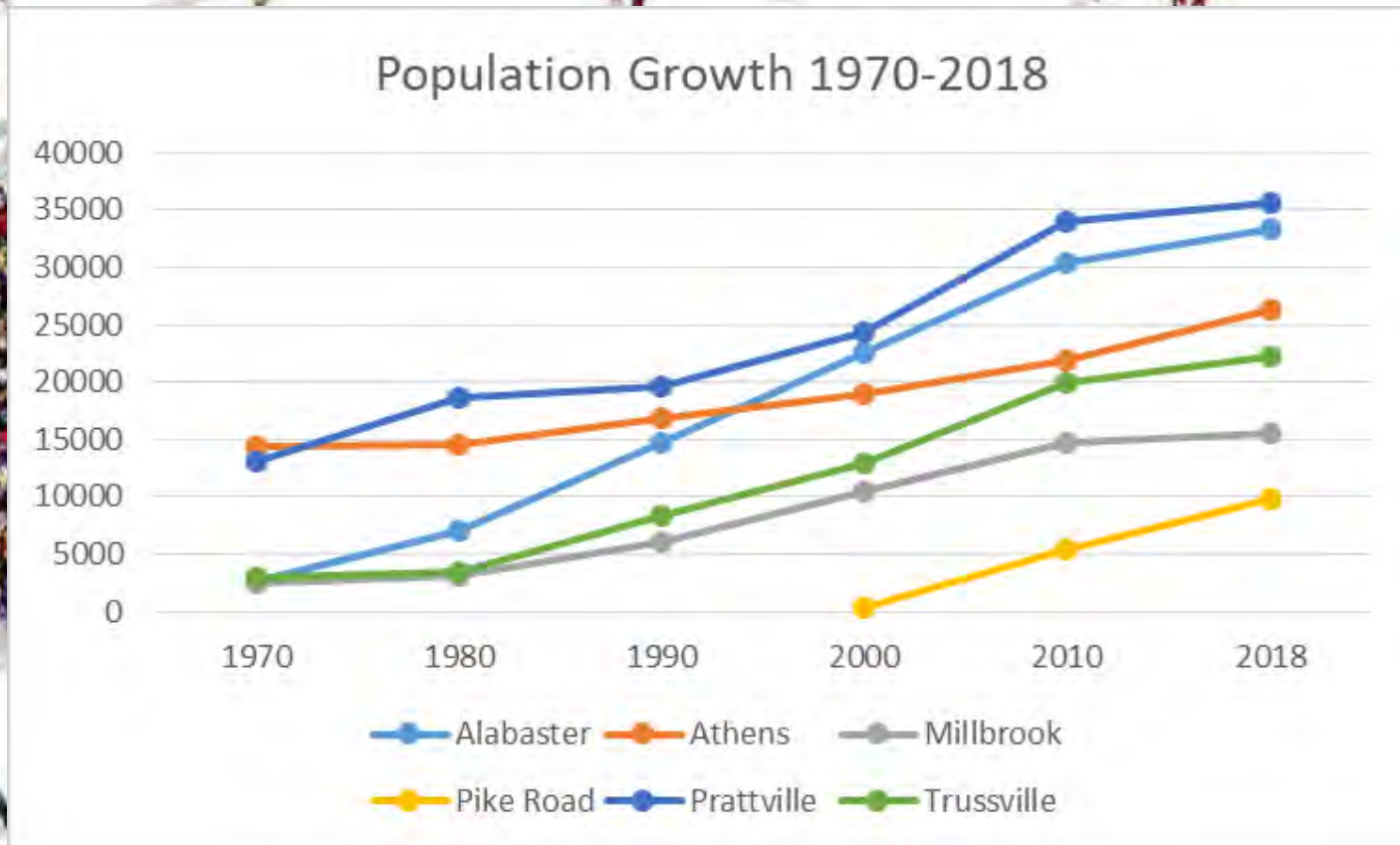


GROWTH RATE

Population Growth

1970	13,116	---
1980	18,647	+42%
1990	19,587	+5%
2000	24,303	+24%
2010	33,960	+40%
2018	35,662	+5%

GROWTH RATE

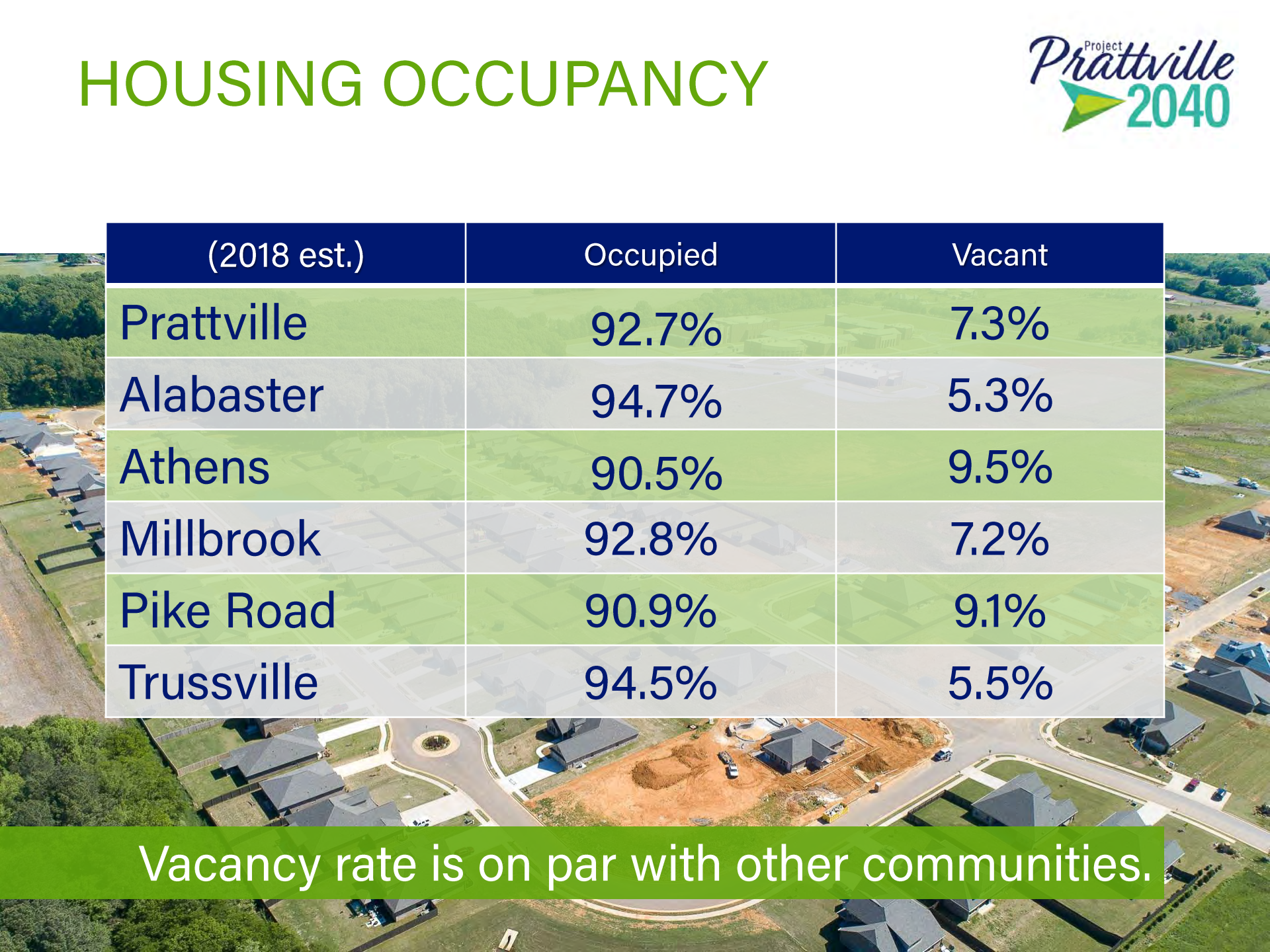


INCOME

(2018 est.)	Household Income	Family Income
Prattville	\$59,822	\$73,726
Alabaster	\$78,071	\$87,771
Athens	\$49,549	\$68,809
Millbrook	\$59,443	\$74,628
Pike Road	\$105,203	\$110,938
Trussville	\$88,371	\$104,391

Income levels are lagging.

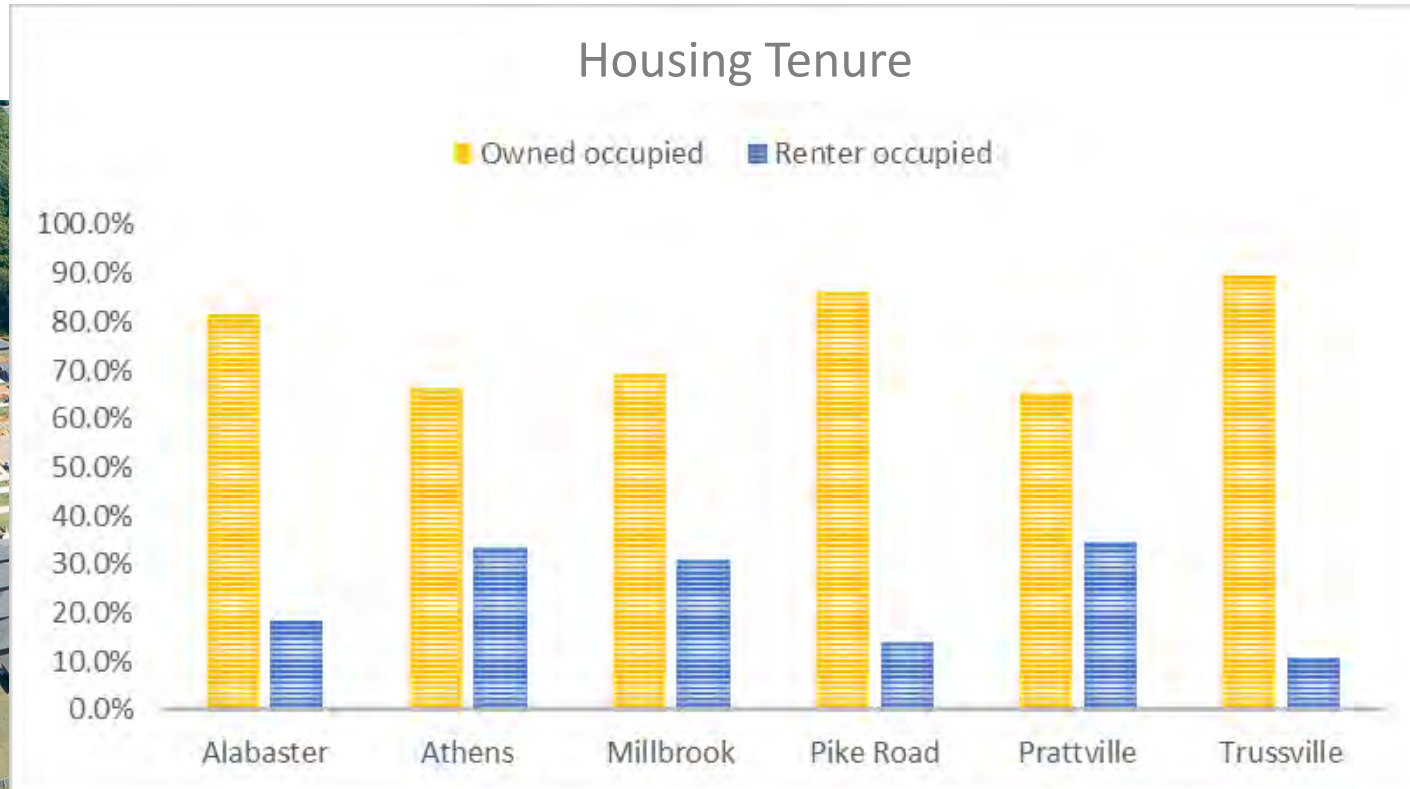
HOUSING OCCUPANCY

An aerial photograph of a residential development with several houses, some under construction, and green spaces. The image is used as a background for the table and the bottom banner.

(2018 est.)	Occupied	Vacant
Prattville	92.7%	7.3%
Alabaster	94.7%	5.3%
Athens	90.5%	9.5%
Millbrook	92.8%	7.2%
Pike Road	90.9%	9.1%
Trussville	94.5%	5.5%

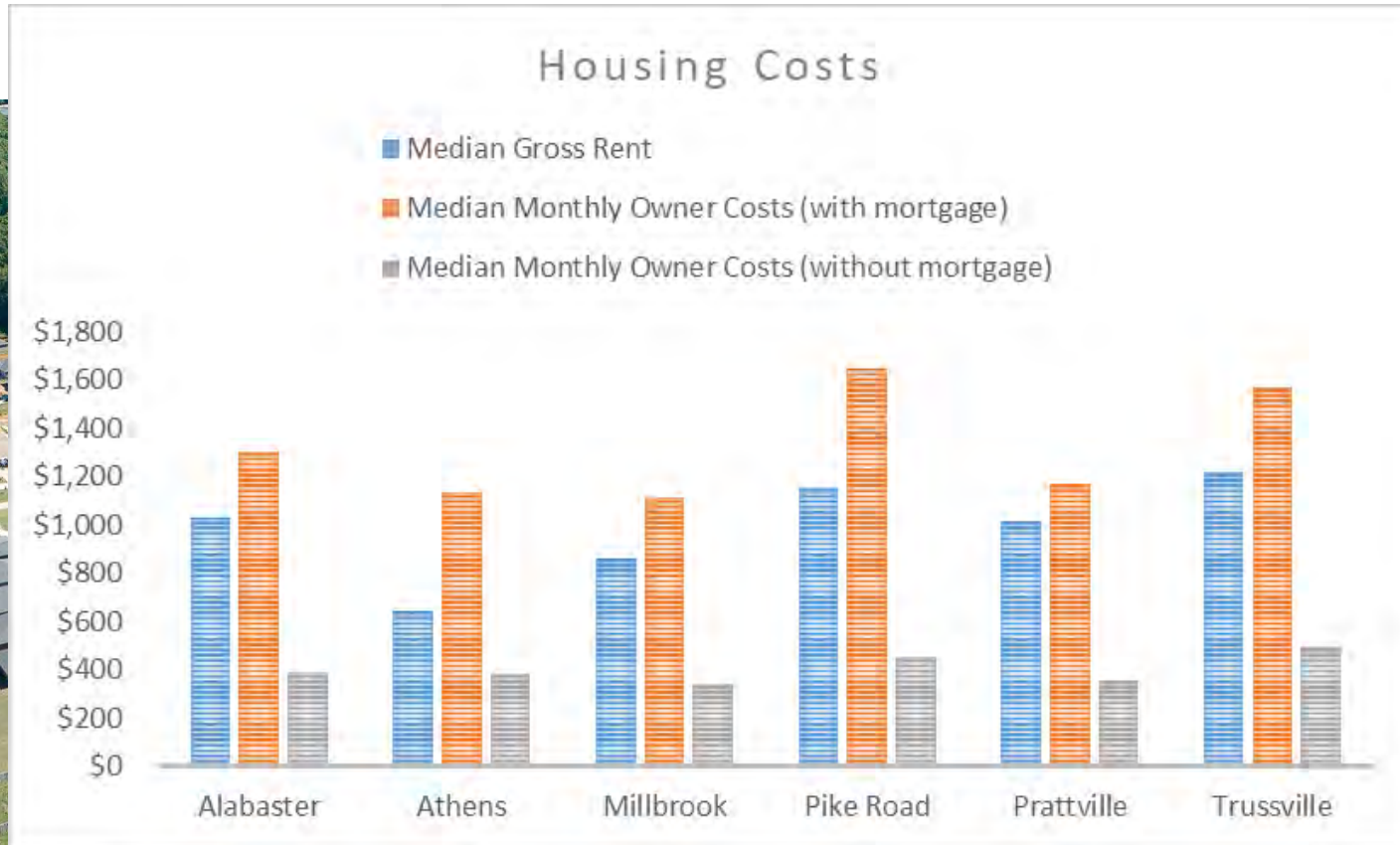
Vacancy rate is on par with other communities.

HOUSING TENURE



Prattville has similar owned-rental ratio as US.

HOUSING COSTS

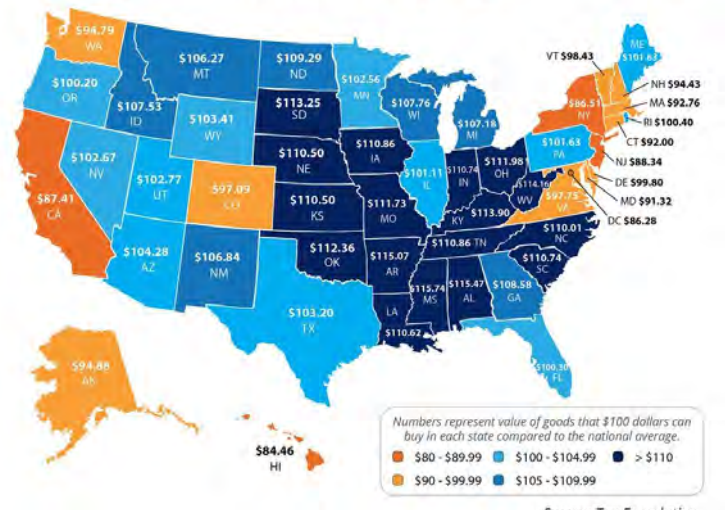


Rental costs are similar to monthly mortgage costs.

COST OF LIVING

Cost of Living Index	
Prattville	85.8
Alabaster	87.3
Athens	81.8
Millbrook	85.2
Pike Road	83.9
Trussville	89.2

Low Cost of Living		High Cost of Living	
Mississippi	\$115.74	Hawaii	\$84.46
Alabama	\$115.47	Washington, DC	\$86.28
Arkansas	\$115.07	New York	\$86.51
West Virginia	\$114.16	California	\$87.41
Kentucky	\$113.90	New Jersey	\$88.34



Prattville is an inexpensive place to live.

EDUCATION

(2018 est.)	More than High School	Bachelor's or Higher Degree
Prattville	59.8%	30.7%
Alabaster	66.2%	34.7%
Athens	56.2%	27.0%
Millbrook	61.8%	26.8%
Pike Road	82.2%	57.1%
Trussville	72.8%	40.4%



Education level same as US average.

EMPLOYMENT

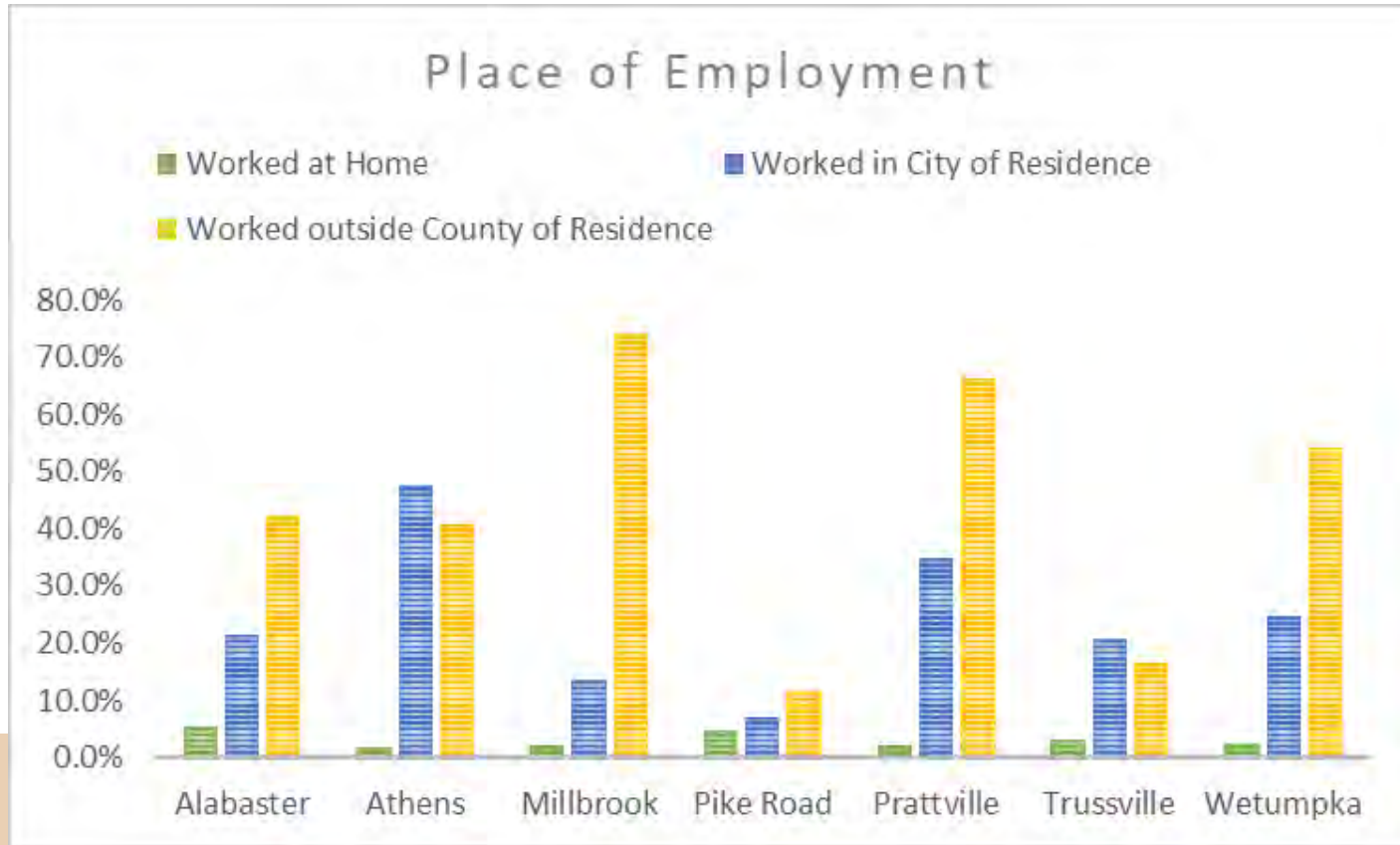
TOP INDUSTRIES

% population 16 yrs + (2017 est.)

Education, healthcare + social services	19.6%
Manufacturing	11.8%
Public administration	11.7%
Arts, entertainment, recreation, lodging & food service	10.6%
Professional, scientific, management, administrative	9.6%
Retail	8.8%



WHERE PEOPLE WORK



Average commute is about 22.5 minutes.



UNEMPLOYMENT

2019 Estimate	
Prattville	5.2%
Alabaster	4.0%
Athens	9.6%
Millbrook	3.7%
Pike Road	2.2%
Trussville	3.4%



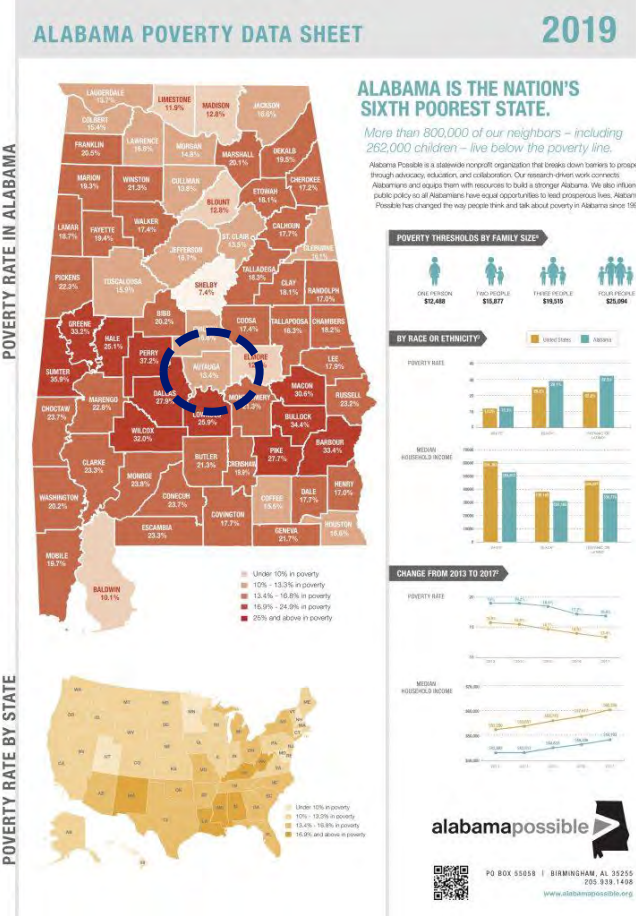
Unemployment rate dropped to 3% by March 2020.

POVERTY



Percent Below Poverty Level (2018 est.)

Prattville	15.0%
Alabaster	10.5%
Athens	14.7%
Millbrook	11.0%
Pike Road	3.9%
Trussville	5.2%

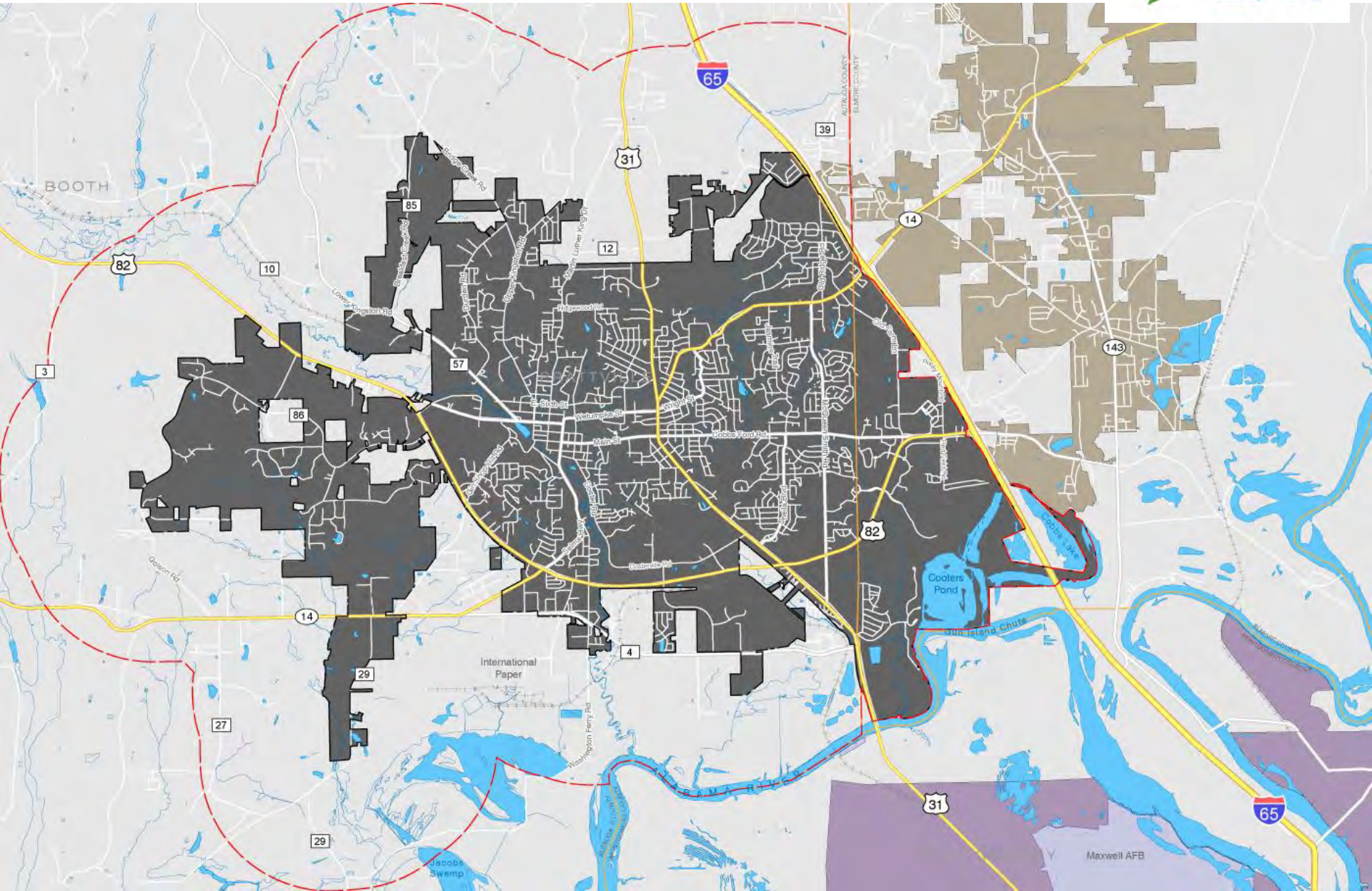


Prattville's poverty rate is relatively high.

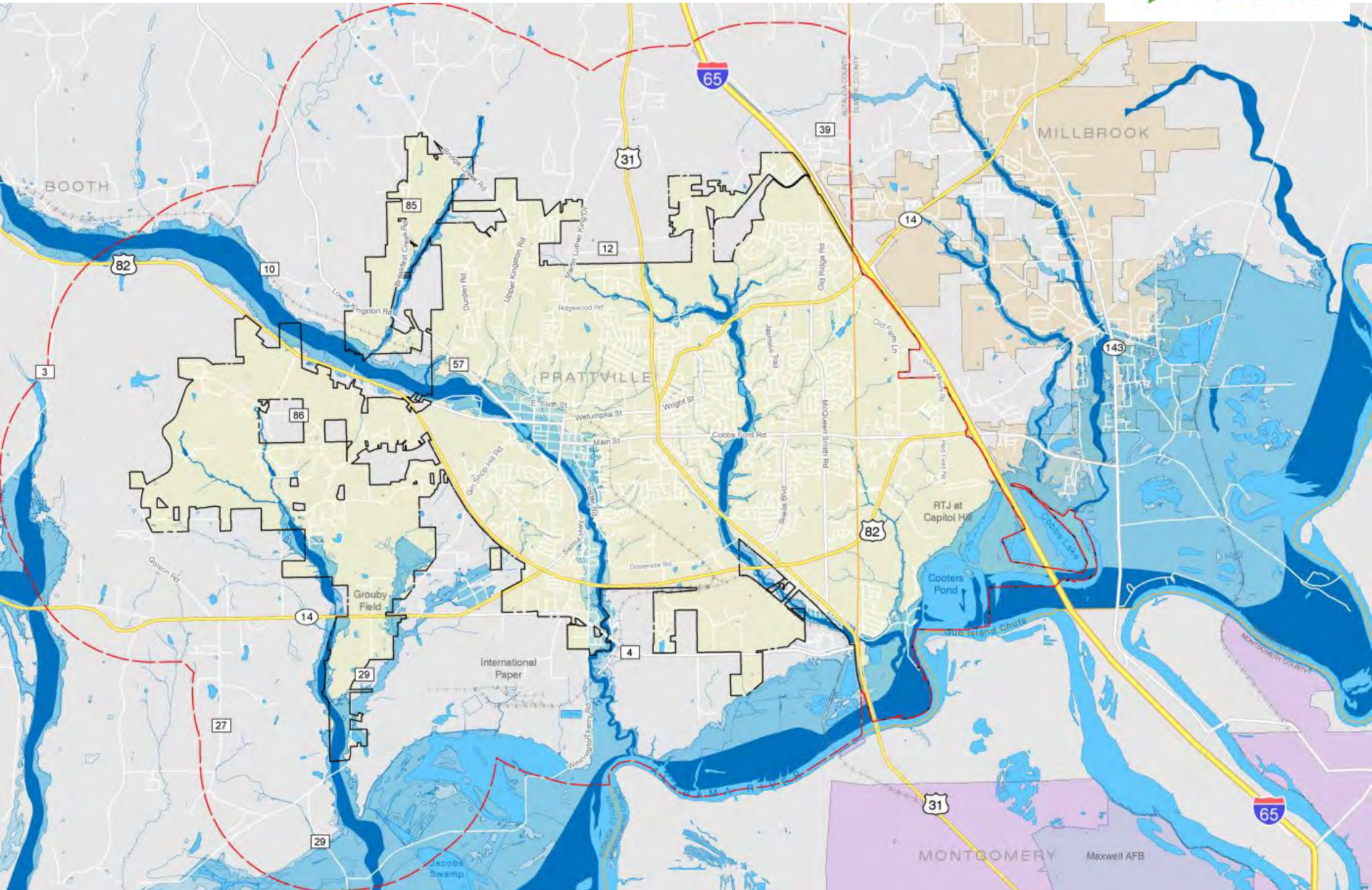
THE REGION



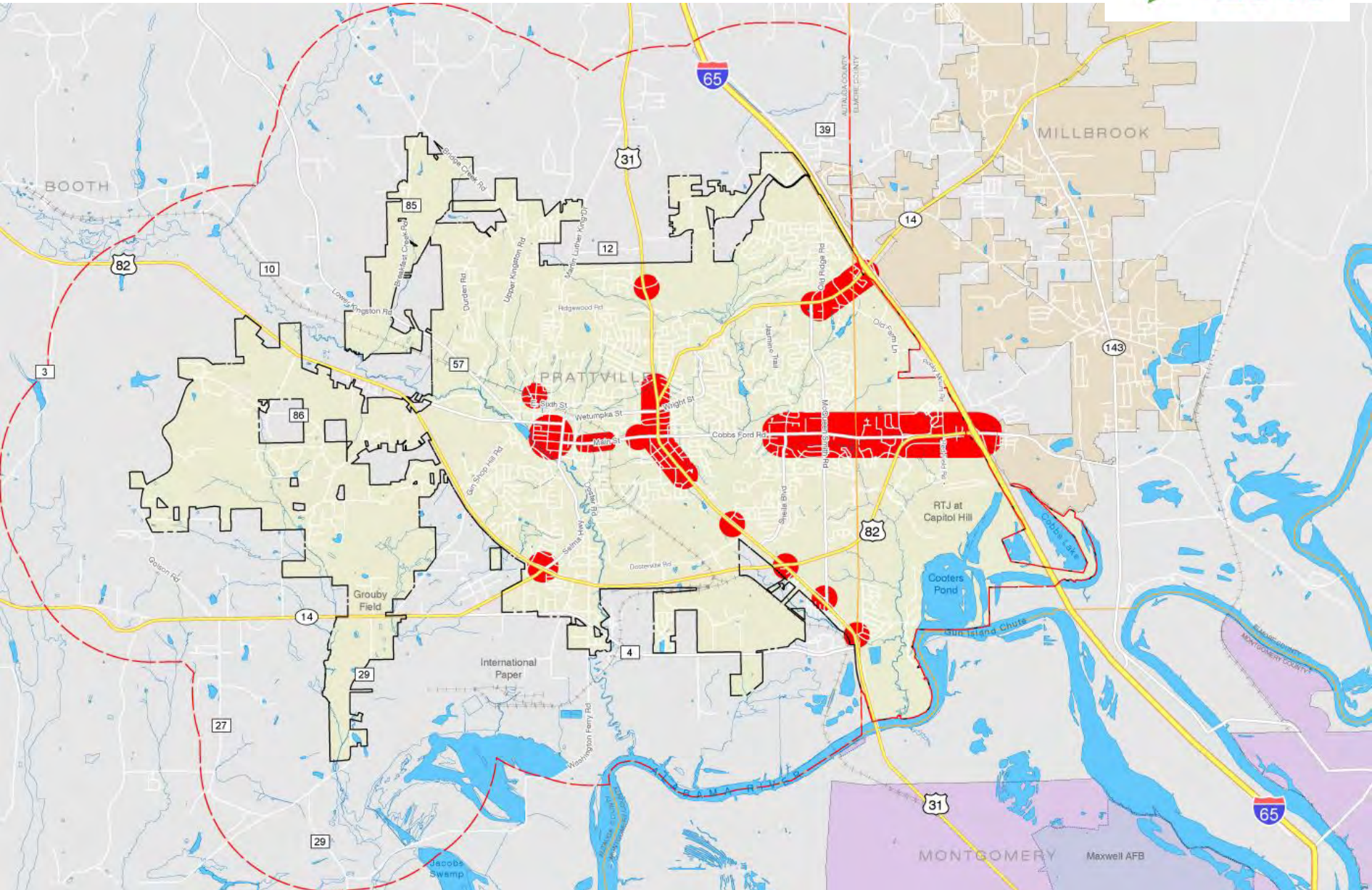
CITY STRUCTURE



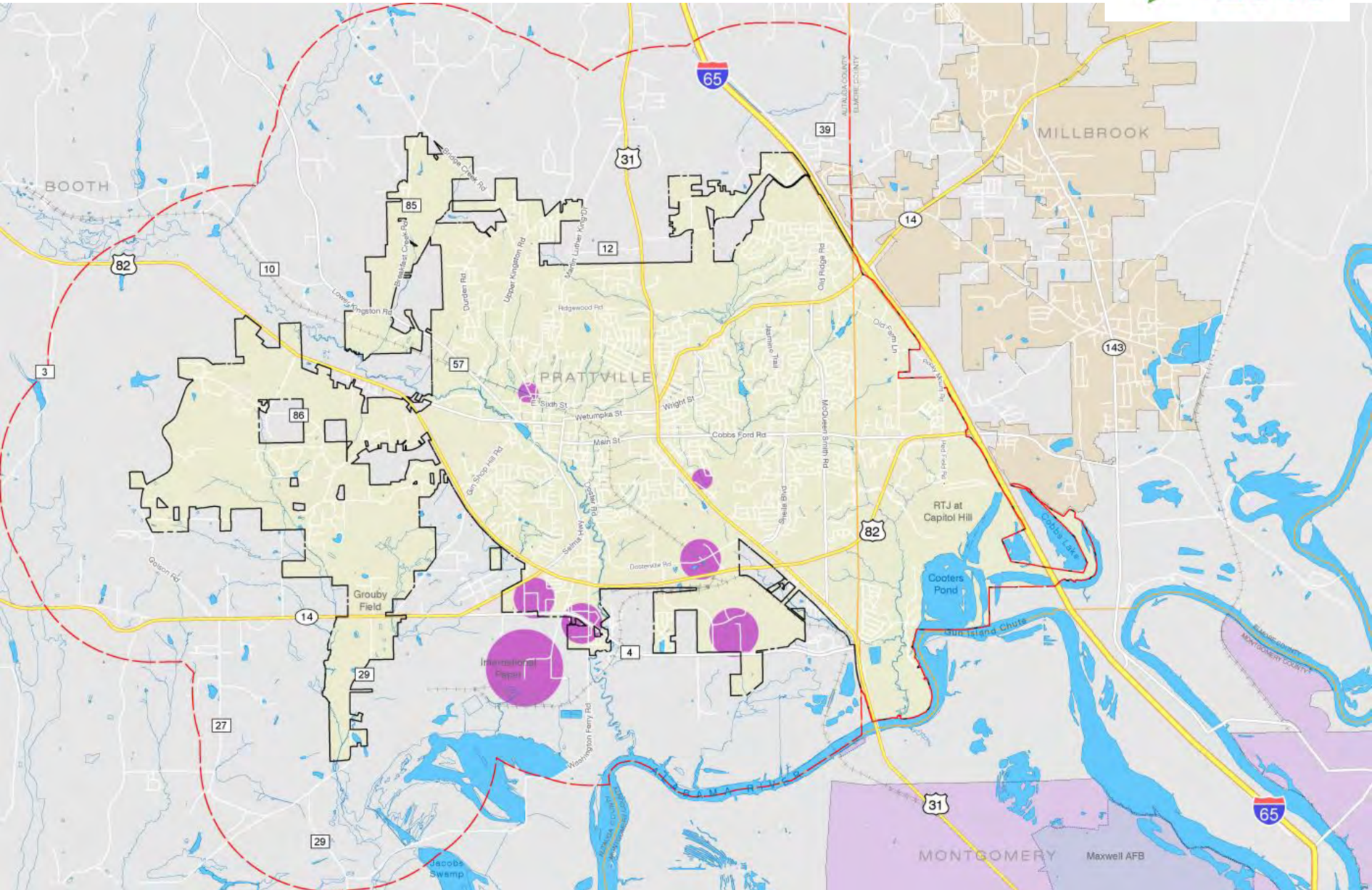
HYDROLOGY



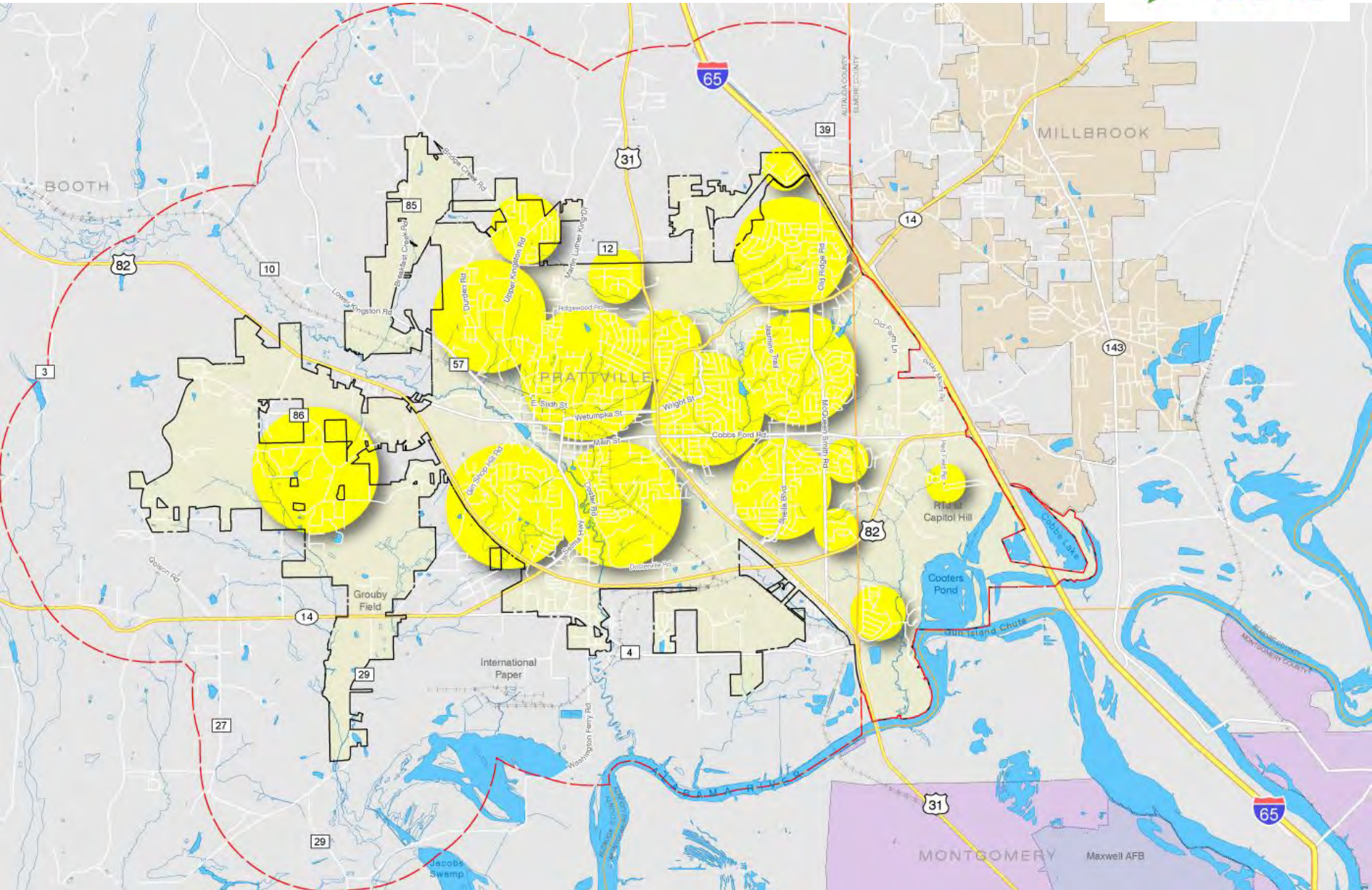
COMMERCE



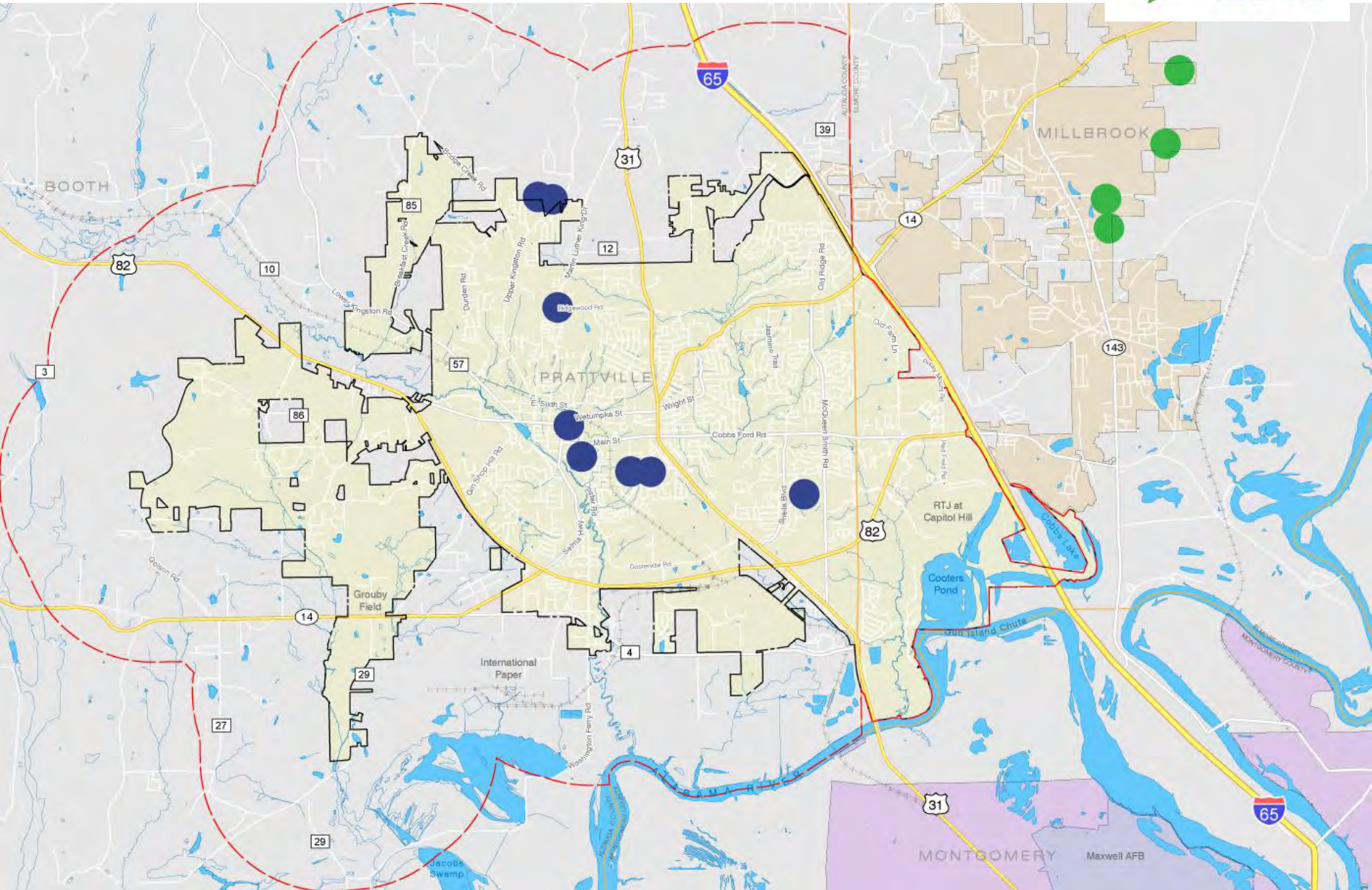
INDUSTRY



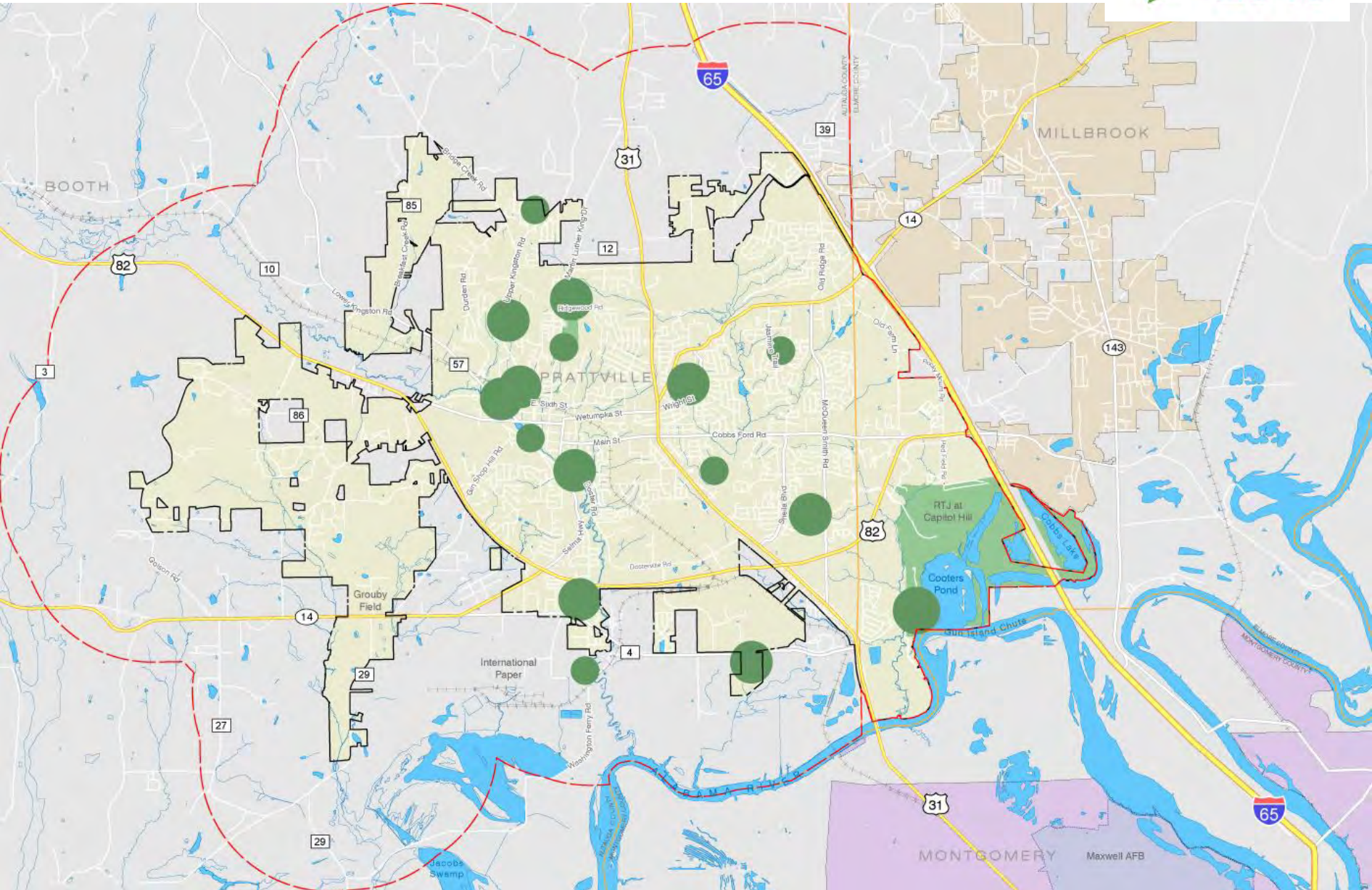
HOUSING



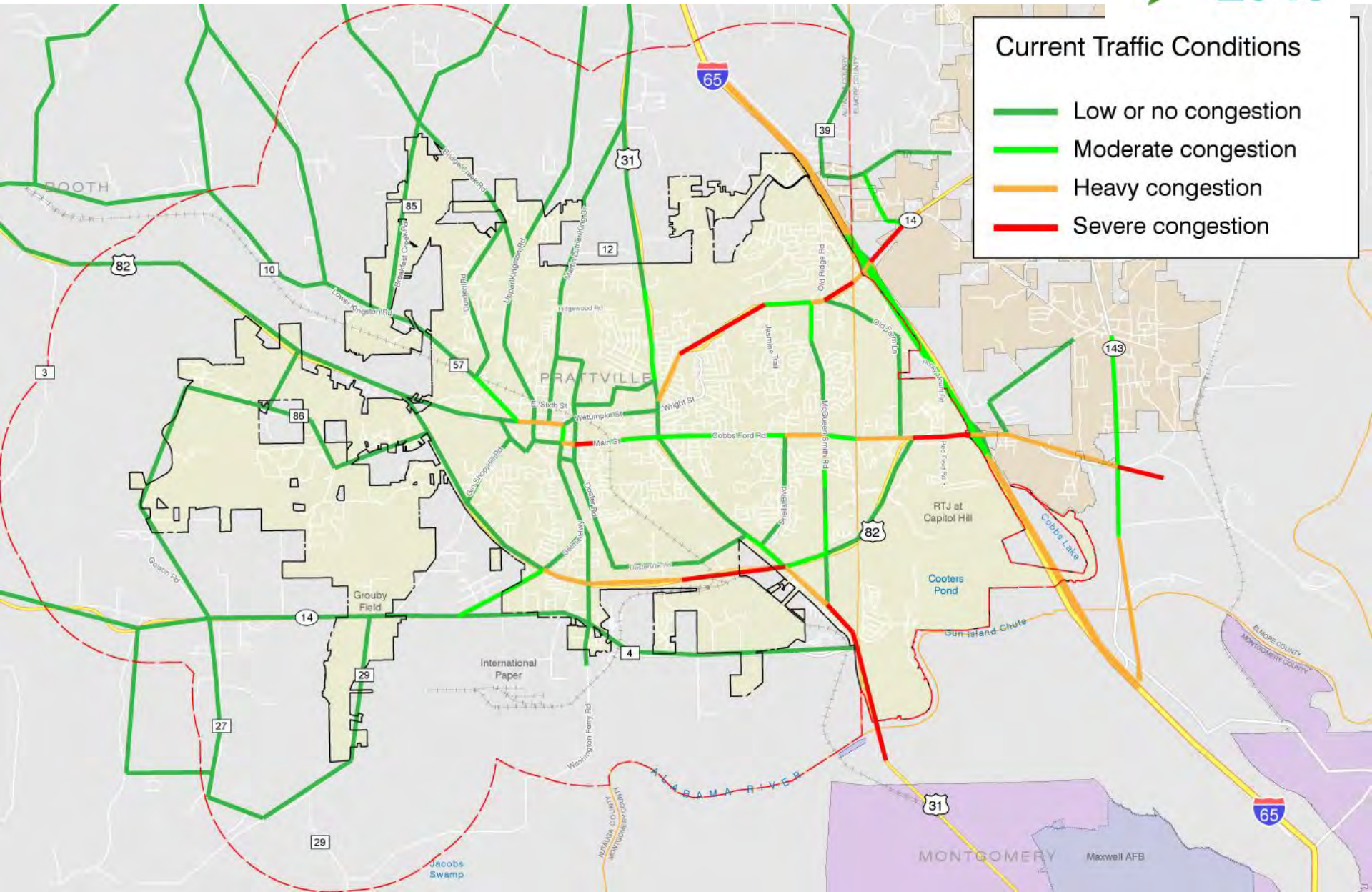
SCHOOLS



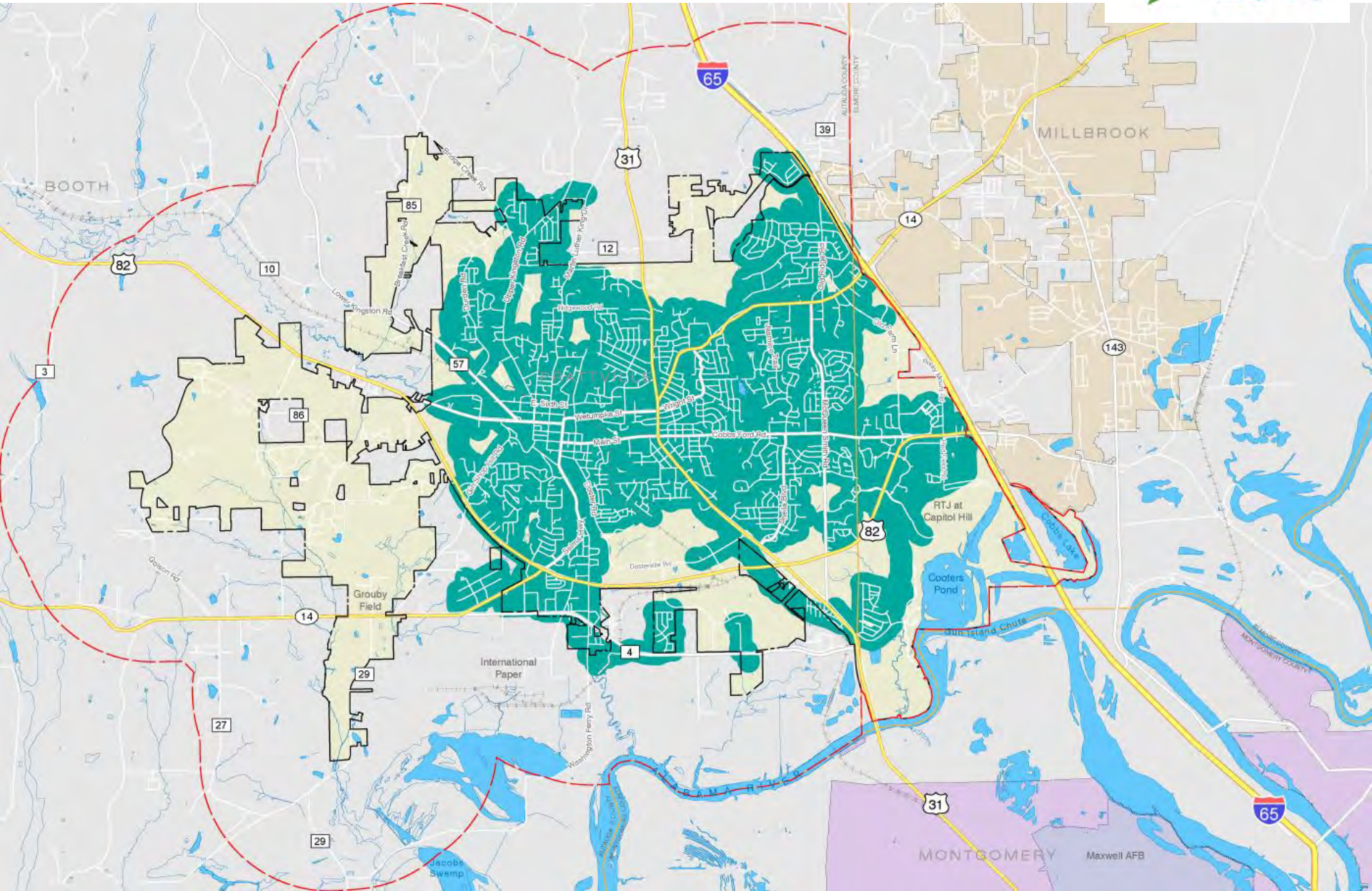
PARKS



STREET NETWORK



SEWER SYSTEM



VISIONING



Let's talk out about your visions for Prattville



ASSETS

Conditions in Prattville that meet or exceed your own personal standards...



ISSUES

Conditions in Prattville that are not up to your own personal standards...



OUTSIDE FORCES

Outside conditions, trends or changes that may affect Prattville in the future, for better or for worse...



SACRED

What is “sacred” to Prattville – things we’d better not suggest that you get rid of or change too much



VISION

Take a moment to consider your own personal vision for Prattville... the way you would like it to be in 15-20 years.

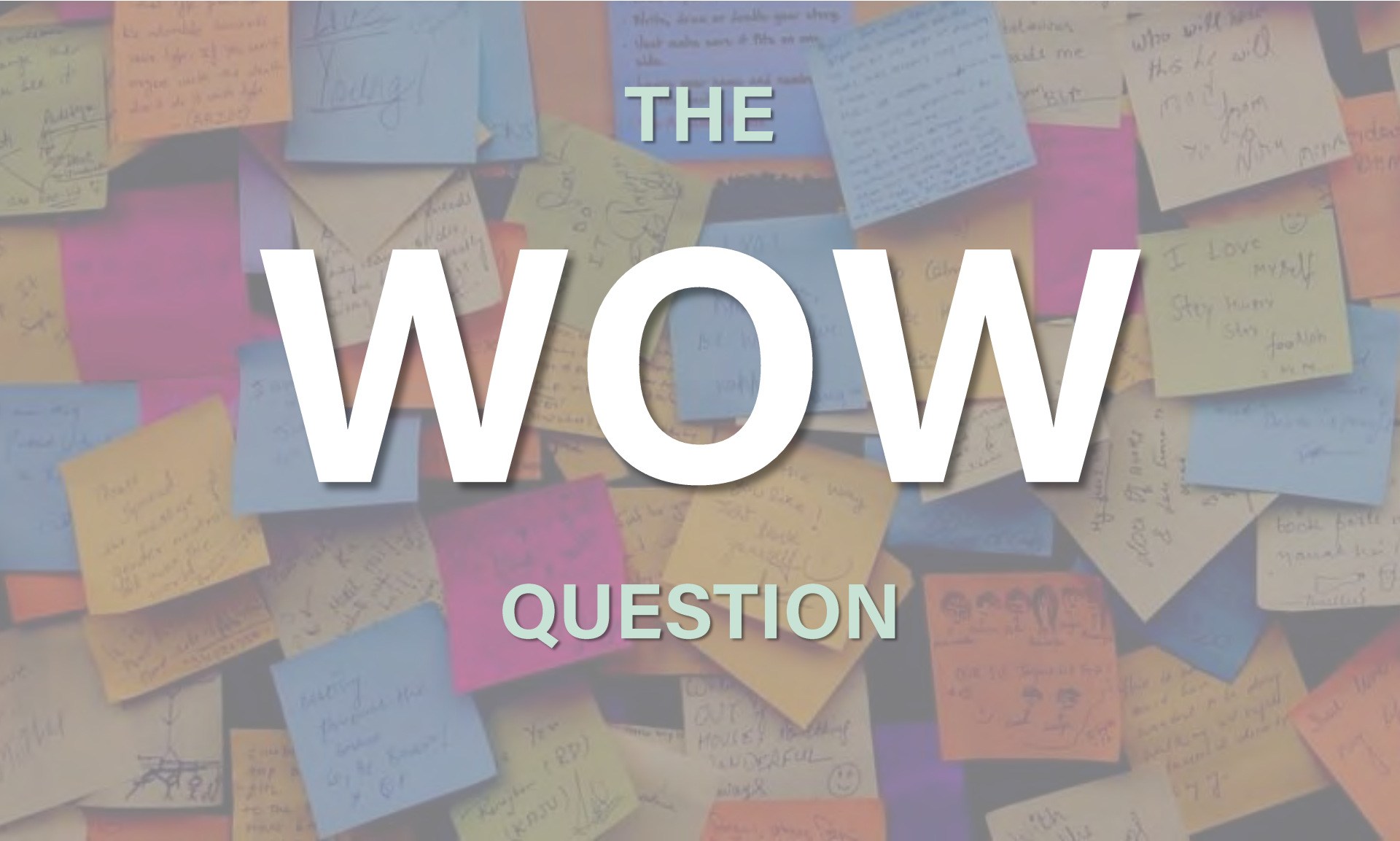


WHAT'S MISSING

Name one thing missing today from your vision for Prattville.



VISION



THE WOW QUESTION

SCHEDULE

- Data collection and analysis Mar-Apr
- Survey 1 May-June
- Visioning Session June 23
- Vision / Growth Strategy June-July
- Survey 2 July-Aug
- Workshop #2 Aug
- Land Use / Transportation Aug
- Workshop #3 Sept
- Infrastructure / Facilities Sept
- Survey 3 Sept-Oct
- Workshop #4 Oct
- Priorities and Implementation Oct
- Plan review and adoption Nov-Dec