

Project
Prattville **2040** **VISIONING**
SESSION SUMMARY

June 29, 2020

Prepared by:

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G R O U P

 **SAIN**
ASSOCIATES

INTRODUCTION

On June 23, 2020 the City of Prattville hosted a public visioning session at the Doster Memorial Community Center. Due to the need for social distancing caused by the COVID-19 pandemic, the live session was “broadcast” online to allow those unable to attend the meeting in person to contribute virtually in real time to the discussion. The planning team gave an overview of the ongoing planning process, presented highlights from the First Impressions report and reviewed preliminary results of the first survey (which are also attached to this summary). Following the presentation, the planning team solicited input from live and virtual participants to help understand how the community views the city and how they would like to see it improve in the future. The following is a summary of the community's responses:

ASSETS

Participants were asked to name a condition that meets their standards for the way their community should be or a unique characteristic the city can take advantage of as it plans for the future.

- Location
- Interstate access
- Best people around; involved community; civic organizations
- Downtown being revitalized; business owners investing in downtown
- Safe community, sense of security, low crime rate
- Small town feel but with amenities of a larger city
- History
- Natural resources and beauty, including Autauga Creek and artesian wells
- Best value for education dollar
- Worship opportunities
- Good cost of living
- Autauga County Technology Center
- Opportunities for economic growth
- Relationship with military (i.e., Maxwell AFB)
- Airport
- Railroads
- Industrial parks
- Recreational opportunities
- YMCA
- Community arts; i.e., Way Off Broadway
- City employees (public works, urban management, sanitation) do a good job
- Senior services
- Tourism

ISSUES

Participants were asked to name a condition that does not meet their standards for the way their community should be or a concern that the community must address as it plans for the future.

- Not enough awareness of downtown; inadequate management of downtown development (i.e., commercial overlay); inadequate parking downtown
- Traffic
- Over development
- Infrastructure (water and sewer)
- Library is too small and needs to be upgraded
- Low taxes for education, limited school funding, need to create city school system
- Need larger auditorium, civic or community center for concerts and events
- Not enough recreational activities associated with natural resources
- Lack of public-private partnering
- Not pedestrian-friendly or walkable
- No bike facilities, need bike trails to parks
- No dog park
- Insufficient development of US 31/I-65 interchange
- Empty storefronts, High Pointe Town Center
- Need bolder leadership
- Need financial support/incentives to encourage preservation of historic district
- Limited arts activities
- US 31 north of Prattmont needs to be widened

OUTSIDE FORCES

Participants were asked to name an external condition or circumstance beyond the control of the City that will likely have an impact on Prattville, for better or worse.

- COVID-19 – more people working from home and not commuting
- Increasing internet usage, increased use of technology (future of children)
- Increased online shopping, impact on brick and mortar retail
- Outside developers/investors building in Prattville but leave, not long-term investment in city
- Employment with state government in Montgomery
- Military/Maxwell AFB
- Easy access to community can be positive and negative
- Competition among nearby communities, marketing quality of life
- Crime rate in Montgomery
- City limits in two counties, sales tax distribution
- Adjacent school systems (i.e., Montgomery)
- Outside perceptions about county and other school systems

SACRED

Participants were asked to name a condition or feature in Prattville that is considered sacred or that is an essential element of the community that should be protected as the city plans for its future.

- Downtown
- The Gin Shop
- History
- Desire for excellence
- Small town feel
- Historic district, community of historic churches
- Safety
- Quality education for children
- Artesian wells
- People
- Parades and community events
- Recreational opportunities (Autauga Creek, Alabama River and parks)
- High school, sense of community/team spirit
- Robert Trent Jones Golf Course
- Technology Center
- Two-year college
- Business opportunity

VISION – WHAT'S MISSING

After being given a moment to think about the way they would like Prattville to be in the future, participants were asked to name one difference between the community today and the way that they envision it in the future.

- Expansion along US 31 south for industrial development
- Job growth
- Youth/large scale entertainment amenity(ies)
- Balance of industry and small businesses
- Collaboration with County on development north along US 31
- More focus on industrial growth, a business/industry incubator, high tech industry, green jobs
- Better community representation on Planning and Zoning Commission
- Willingness within community to invest and do the work to improve the community themselves
- More partnerships within the community
- Re-use of the Gin Shop completed
- High Pointe Town Center fully occupied with stores
- An interpretive center or museum
- Better education, a city-run school system
- Development guidelines to assure quality, but not cookie-cutter, development

"WOW" QUESTION

Following up on the discussion of changes they would like to see happen in the future, participants were asked to name one accomplishment Prattville could make that would impress them the most.

- To be the Central Alabama leader in economic and industrial growth that also focuses on family and community
- Leadership in all areas
- For participation in all city board to represent more fully the community
- All top-level leaders working together to achieve a common goal of making our community the best it can be (city, both counties, boards of education, etc.)
- City school system
- Quadruple property taxes
- Interpretive center
- Unified leadership and vision
- Controlled development, don't overdevelop
- Auditorium/meeting venue

INTERIM RESULTS FOR SURVEY #1

(Includes 824 responses as of June 29, 2020)

Q1 How do you rate your overall quality of life in Prattville?

- 90.5% rate life in Prattville as “good” or “very good”

Q2 How has your quality of life changed in the last 5-10 years?

- 61.2% say life in Prattville has “improved” or “somewhat improved” over the last 5-10 years
- 26.4% say life in Prattville has “stayed about the same”

Q3 Which of these factors have contributed positively to your quality of life?

- Access to goods and services 60.9%
- Sense of community 57.5%
- Safety 55.9%
- Cost of living 45.7%
- Parks and recreation amenities 38.8%
- Schools 29.3%
- Access to healthcare 24.4%
- Utilities and infrastructure 23.2%
- Economic opportunity 21.3%
- Arts and cultural amenities 16.0%
- Traffic 14.5%

Q4 Which of these factors have limited or reduced your quality of life?

- Traffic 54.4%
- Schools 22.8%
- Cost of living 20.5%
- Economic opportunity 18.9%
- Arts and cultural amenities 18.9%
- Utilities and infrastructure 18.4%
- Parks and recreation amenities 16.5%
- Safety 14.8%
- Access to healthcare 12.5%
- Access to goods and services 11.3%
- Sense of community 8.4%

Q5 How do you rate the following public facilities and services?

- parks and recreation – 69.7% positive, 7.9% negative
- public schools – 51.0% positive, 11.6% negative
- library – 59.6% positive, 4.3% negative
- road conditions – 52.1% positive, 9.3% negative
- traffic flow – 32.3% positive, 24.3% negative
- sidewalks/pedestrian facilities – 45.3% positive, 21.8% negative
- bicycle facilities – 12.4% positive, 33.9% negative
- planning and zoning – 27.9% positive, 20.8% negative
- fire protection – 85.0% positive, 0.6% negative
- police protection – 87.4% positive, 1.9% negative
- garbage collection – 84.8% positive, 3.5% negative
- recycling – 34.12% positive, 24.0% negative
- water system – 81.4% positive, 3.3% negative
- sewer system – 75.0% positive, 3.2% negative
- stormwater drainage – 60.5% positive, 6.0% negative

Q6 Select three of the following issues that you feel are most important to the future of Prattville.

- | | |
|--|-------|
| • public schools | 67.0% |
| • public safety | 50.0% |
| • business development | 32.5% |
| • downtown revitalization | 26.2% |
| • industrial and workforce development | 24.5% |
| • parks and recreation | 23.6% |
| • utilities and infrastructure | 18.5% |
| • community appearance or image | 17.2% |
| • neighborhood revitalization | 16.9% |
| • arts and cultural amenities | 13.8% |
| • access to healthcare | 12.5% |
| • housing | 10.5% |
| • environmental protection | 8.8% |
| • transportation | 8.3% |

Q7 In your opinion, what improvement would have the most positive, long-term impact on Prattville?

The following graphic represents the frequency with which key words and phrases appeared among responses. More frequent responses are indicated with a larger font:



Q8 Check all of the following that apply to you:

- I live in Prattville 90.9%
- I own property in Prattville 53.0%
- I work in Prattville 37.0%
- I own a business in Prattville 11.3%
- I live near but outside of Prattville 7.8%

Q9 Where do you work?

- In Prattville 38.0%
- In Montgomery 34.8%
- I am retired 13.0%
- I am not working currently 6.0%
- In Autauga County, but outside Prattville 4.9%
- In Elmore County, but outside Prattville 4.7%

Q10 For residents, how long have you lived in Prattville?

- more than 20 years 48.6%
- 11-20 years 22.8%
- 5 years or less 13.0%
- 6-10 years 10.8%

Q11 For residents, do you rent or own your home?

- rent 8.9%
- own 85.6%

Q12 For residents, is your home on public sewer?

- on public sewer 72.8%
- on septic system 18.4%

Q13 What is your gross annual household income?

• \$110,000-149,999	20.7%
• \$90,000-\$109,999	19.6%
• \$70,000-89,999	17.2%
• \$50,000-69,999	13.3%
• \$150,000-199,999	10.5%
• \$30,000-49,999	7.7%
• Under \$30,000	5.7%
• \$200,000 or more	5.2%

Q14 How far did you go in school?

• bachelor's degree	33.5%
• master's degree or higher	23.5%
• some college	21.5%
• high school diploma or equivalent	11.2%
• some college	9.4%
• some high school	0.7%
• 8 th grade or less	0.1%

Q15 For residents, if you have school-aged children, where do they attend school?

• Autauga County Schools	41.5%
• private school	8.8%
• home school	3.2%
• Elmore County Schools	0.1%

Q16 What are the best ways to keep you informed about community events?

• social media	90.7%
• City of Prattville website	51.8%
• email	32.0%
• TV news	25.6%
• school notifications	20.2%
• mailer	19.7%
• radio	12.7%
• newspaper	7.8%

Q17 As the Comprehensive Plan is updated, meetings will be held to get input from the community. Rank the following options based on your availability to participate in planning sessions.

• Monday evening	3.82
• Tuesday evening	3.85
• Thursday evening	3.28
• Friday evening	2.17
• Saturday morning or afternoon	2.26