



ENVISION CALDWELL

Public and Stakeholder Engagement Summary

“The Future is in Your Hands”

Special thanks to the Core Team and Task Force Members, for volunteering their time to work on this project:

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A note of thanks to the citizens of Caldwell who participated in the Public Planning Workshops and those who attended the Task Force meetings.

Texas A&M University Course

The following courses, students, and faculty were involved in the plan development and engagement process:

PLAN 661: Communication in Planning

Students in the course worked with Texas Target Communities (TxTC) to lead the community and stakeholder engagement process. The course was instructed by Justin Golbabai, AICP.

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Executive Summary

Introduction

The Caldwell engagement process, a collaborative, semester-long project between the PLAN 661 course, Texas Target Communities, and several dedicated residents, delineates the purpose, process, and findings of the public engagement process within the community of Caldwell. Stakeholder groups were formed, and various meetings were held to determine community issues, assets, challenges, and opportunities through the scope of each stakeholder group. Additionally, several different engagement activities were taken to gather ideas, thoughts, and opinions from the general community. All of these efforts culminated in the collection of valuable data that will be used to influence policies and recommendations within the final Comprehensive Plan.

Key Findings

Stakeholder Interviews

Caldwell has a small town feel with a great sense of community. Residents are proud to be a Texas Main Street community and a gateway to the Brazos Valley. The city's proximity to the Bryan/ College Station area and transportation infrastructure including State Highways 21 and 36, a rail junction, and an airport offer the potential for growth in tourism and industry.

With current growth projections comes the need to improve infrastructure, especially internet and electricity supply. Health services will need to expand, including more medical specialists. Schools need to offer more trade classes to prepare graduates for local jobs and retain young people. The school-age population would benefit from more youth programming, while upgrading local athletic facilities could attract regional tournaments.

Participants stressed the need for construction of more affordable housing, especially "missing middle" types that would better serve a diverse and growing population. Other priorities included attracting additional retail options, especially grocery stores that could offer greater variety and lower prices. To build on the city's assets, stakeholders suggested additional downtown beautification efforts, increased signage pointing highway travelers to downtown, signage welcoming visitors to the Brazos Valley, and promoting construction of hotels to encourage visitors to stay rather than simply pass through. Residents would like to see the city do more to attract and support business development.

Community Engagement - Social Pinpoint

Community engagement was accomplished through three online exercises, hosted on SocialPinpoint, an online engagement platform. The three exercises selected were a mapping tool, an idea wall, and a survey. The survey was also distributed in a physical, paper format to facilitate engagement from those unwilling or unable to use SocialPinpoint. The mapping exercise revealed that downtown Caldwell and Davidson Creek Park are local favorites, while nearly every section of the map received general enthusiasm for current conditions as well. Common suggestions for improvement were calls for in-

creased commercial diversity, attention to historic and aesthetic heritage in the city, pedestrian and road safety upgrades, and a desire for more programmed activities.

Idea wall responses favored more affordability in grocery options, desire for a stronger local commercial and industrial base, and updates to local facilities. Bus service was suggested by a number of respondents. The largest point of contention within the idea wall exercise was Community Vision. Most respondents enjoyed Caldwell's "small town character" and wished to maintain elements of it in the future, but opinions on how much growth should be facilitated by the city were quite polarized. The survey results broke similarly on this issue, while general appreciation of downtown and Davidson Creek Park, desires for sidewalks and street lighting, more street greenery and a strong economy were generally agreed upon.

Demographically, respondents were disproportionately women, significantly older than the city's average, and nearly three-quarters white. Disability representation was high, with about one in six respondents identifying as disabled in some manner. Educational attainment was well-distributed but slightly overrepresentative of those with bachelor's degrees. Four in five respondents were homeowners, and fewer than one-third worked in the city. Forty percent of the respondents have lived in Caldwell for over three decades, while only a quarter of respondents have lived in the city for ten or fewer years.

Table of Contents

Executive Summary	4
Table of Contents	7
1. Stakeholder Engagement	8
1.1 Overview and Purpose	9
1.2 What We Did	9
1.3 What We Learned	10
1.4 Who We Heard From	11
2. Public Engagement	12
1.1 Overview and Purpose	13
1.2 What We Did	13
1.3 What We Learned	16
3. Appendices	21
A. Marketing Materials and Infographics	22
B. Stakeholder Interviews	28
C. Public Comments and Survey Result	44
Activity 1: Mapping Places	44
Activity 2: Idea Wall	66
Activity 3: Survey Questionnaire and Answers	86



1. Stakeholder Engagement

1.1 Overview and Purpose

Upon the recommendation of the task force, we contacted several individuals within 14 categories and invited them to participate in focus groups.

Approximately 135 people were identified as possible participants. Potential participants were organized into 25 groups with a group size of 3-10 people. Individual interviews were also scheduled with community members representing significant populations within the Caldwell community. The duration of the interview was scheduled for a half-hour (for individual interviews) or one-hour Zoom discussions with one student facilitator and a note-taker.

Purpose of Engagement

Community input was being sought to identify community issues, assets, challenges, and opportunities to develop a Comprehensive Plan that reflects the Caldwell community.

Methodology

Potential stakeholders were contacted through phone calls and emails, using contacts found either online, through the city, or provided by Task Force members. After initial contact was made each interviewee was asked for their preferred form of contact. This was used to send them the meeting invites to Zoom meetings (including toll free telephone numbers for participants without reliable internet access or video/audio capability).

Stakeholder categories invited for interviews:

1. Economic Development
2. Downtown
3. Tourism
4. Construction/Housing
5. Education
6. Health
7. Environment
8. Religious Institutions
9. Community Facilities
10. Public Safety
11. Social Services
12. Community Associations
13. Transportation
14. Regional Partners

1.2 What We Did

Interview

The interview questions were based on a Strength, Weakness, Opportunities, and Threats (SWOT) analysis. In order to avoid overlapping questions and to encourage open-ended responses, 5 main questions were asked in each interview session, with a list of follow-up questions provided to interviewers. Although interviewers were not required to ask follow-up questions, a list was provided to guide the discussion towards more specific, detailed responses.

Questions We Asked:

- 1) What is working well?
- 2) What is not working well?
- 3) Do you have any ideas for how to improve?
- 4) What are you worried about or what conflicts and challenges do you foresee?
- 5) Is there anything we missed or that you would like to mention?

Interviews were conducted via phone and Zoom video conferencing due to the COVID-19 pandemic. Facilitators set expectations of respectful discussion, held focus groups to a schedule, and encouraged all participants to speak. Note-takers recorded responses without identifying who engaged in the conversation at any specific time.

Exit survey

Concluding the interview session, facilitators gave participants a demonstration of Social Pinpoint and provided a link to the virtual engagement platform. Before participants left the interview, they were informed that an email would be sent to them with a link to Social Pinpoint and an exit survey and was highly encouraged to fill out both. The responses to the exit surveys would have provided insight into the overall satisfaction with the interviews and the demographics of the participants. There were no responses to the exit survey.

1.3 Who We Heard From

Attendance

Almost 140 people were contacted, of which 25 responded positively or indicated that they would participate if their schedule permitted. Five more stakeholders agreed to participate in the interview process during the project development phase, which raised the total number of participating stakeholders to 30. Ultimately, 30 participated, while 6 residents did not show up to scheduled interviews or did not reply with an attempt to reschedule.

Out of the original 14 categories, we received feedback from the following groups:

1. Economic Development
2. Downtown/Tourism
3. Construction/Housing
4. Education
5. Environment
6. Community Facilities
7. Health/Public Safety
8. Social Services
9. Community Associations
10. Transportation
11. Policy

1.4 What We Learned

Strengths

The citizens of Caldwell feel that the city's small-town lifestyle is a strong point. With a small population, the community generally feels well-connected. As such, community involvement is an important aspect of the town. The community also feels a sense of pride regarding their downtown area, which is part of the Texas Main Street Program. Finally, Caldwell's modern airport is seen as a significant asset for economic development.

Issues

Utility services, including electricity and telephone and internet services, are considered insufficient and unreliable by the citizens. This leads to business owners having to rely on generators for power. There is a gap in the housing supply for middle-density housing opportunities, and citizens would like to see a broader range of housing options. Rental properties are scarce and there is a need for more affordable housing in the area. The lack of affordable grocery stores means residents have to travel to the Bryan/ College Station area to shop for essentials.

Opportunities for improvement

With a significant young population, it is important to encourage members of this age group to remain in Caldwell. Strengthening vocational education (such as trade schools) could help retain recent high school graduates. Upgrading the Athletic Complex to host tournaments could encourage physical activity and attract visitors to Caldwell. Several participants suggested promoting hotel development to support potential visitors. Economic development efforts could emphasize Caldwell's transportation infrastructure, including easy airport, road, and rail access. Citizens would like to see visual improvements along the main corridors of Highways 21 and 36.

Potential Conflicts or Challenges

Some conflicts and challenges noted by the residents include the gradual spillover growth coming from the Bryan/College Station hub into Caldwell. While some residents noted that they would like to keep Caldwell small, others stated that they were in favor of the accelerated growth and the potential to attract major corporations to the city. Additional funding sources will need to be identified to ensure infrastructure and community services (especially healthcare) keep pace with population growth.

Major themes and takeaways

Overall, it is clear that the City of Caldwell and local leaders can leverage the city's location, transportation facilities, infrastructure, and historic downtown to ensure steady growth in the years ahead. However, efforts must be made to support business growth, clarify planning and zoning goals (including Downtown preservation), increase and broaden housing supply, attract health professionals and grocery stores, match education with in-demand skills and trades, and encourage tourism.



2. Public Engagement

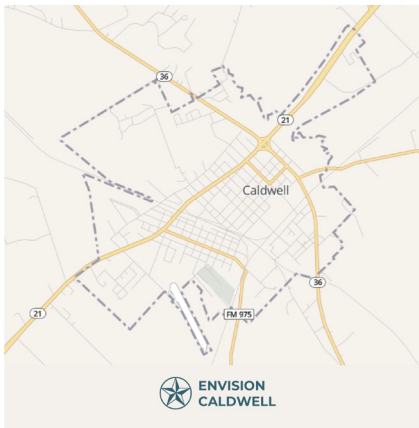
2.1 Overview and Purpose

Between October 5 and November 6, 2020, engagement activities were made available for the community to collect ideas on the public's perception and comments of Caldwell. Typically, the public engagement process is conducted in the way of interacting with community members with in-person activities for a more intimate conversation. However, due to the COVID-19 pandemic, Social Pinpoint was used to create engagement activities for the community.

The purpose of online engagement is to identify community issues, assets, challenges, and opportunities. Social Pinpoint is an online tool that utilizes activities to engage community members and stakeholders in the planning process. Social Pinpoint provides a broad range of online tools for thousands of community members that want to state their opinion on their community. The three engagement exercises on Social Pinpoint were interactive mapping, ideas wall, and surveys. The following sections describe these tools and how it was utilized for public engagement.

2.2 What We Did

Provide Community Profile and Information about the Plan



To provide basic information of Caldwell and its planning process, an infographic and a quick Q&A were created in the Step 1 and 2 section. They are placed above the actual engagement activities as the Step 3 in the Social Pinpoint webpage.

Community Profile: I Know Your City! (Step 1)

A community profile was created in the form of a fact sheet. It contains data representing Caldwell's major characteristics, such as demography, housing, economy, environment, transportation, public facilities, etc. The

main source of the data is the 2018 5-year American Community Survey.

Introduction to Comprehensive Plan: Why Do We Need a Comprehensive Plan? (Step 2)

A Q&A section was prepared to introduce a comprehensive plan. Because the engagement activity is one of the planning processes of a comprehensive plan, it is important to understand why comprehensive plan is needed and how it relates to the engagement with the public. This information might help to encourage the



public to have more motivation to participate in the planning process in the future. Below are the questions and answers about a comprehensive plan.

What is a comprehensive plan?

A comprehensive plan is a long-range strategic document designed to guide development decisions of the municipality for the next 20 years. The core elements of the plan can include housing, infrastructure, economy development, environment, community facilities, and land use. Plans may include other plans for specific parts of the city that require attention, such as a small area, historic preservation, and transportation plans.

Who is involved in the planning process?

Local community members and leaders as well as local stakeholders work together with Texas Target Communities from Texas A&M University to develop a comprehensive plan. Once adopted, the comprehensive plan will be used by city policymakers and staff to guide zoning, transportation, economic development, and other land use related decisions for the City of Caldwell.

Who uses the comprehensive plan?

The comprehensive plan is used by the city staff, boards and commissions, and city council. The city staff provide land use recommendations based on the contents of the plan. The boards and commissions use the plan to create policy recommendations for the city council, which the city council then uses to enact land use policy. Citizens can use the plan to defend development and zoning variances on their property. You can also use the comprehensive plan to become informed on the trends in Caldwell and how they are to be dealt with.

How does the comprehensive plan affect me?

The goal of the planning process is to create a buzz that will get the public involved. The planning process is a participatory process in which the entire community is actively engaged in creating a comprehensive plan. Community involvement is also responsible for creating the 20-year vision of the city. Your needs and desires directly influence the future of Caldwell. Without community involvement, future development efforts in the city will not accurately reflect the needs and desires of Caldwell residents and stakeholders. It is important for you to stay up to date on the city website and social media pages, as well as signing up for community notifications at caldwelltx.gov/live. This way you can insure to make an impact on Caldwell for generations to come by participating in the planning process.

Engagement Activities

Three activities were conducted in the Social point webpage, Interactive Mapping, Idea Wall, and Survey.

Activities via Social Pinpoint: Engage In Building Your Future! (Step 3)

Activity 1: Interactive Mapping [Show Us The Places](#)

The interactive mapping exercise provides a mapping platform that lets community

members show the team exact places in the community where their feedback, ideas, and concerns relate. They can from three pins: places I love, ideas and suggestions, and let's do better and drag and drop the pin to the place and comment opinions. Anyone in the community can view and add their suggestions to current pins that others posted. They can also "like or dislike" a thread and share to their social media platforms. This activity allows community members to express, share, and communicate their thoughts and feelings about Caldwell.



Activity 2: Idea Wall Promote Community Ideas

The ideas wall exercise brings a "post-it note on a wall" concept virtually so that community members can brainstorm for internal collaboration, public engagement, discussion and more for ideas that can't be shown on a map. The Wall has six themes: transportation, housing, environment, facilities and parks, community vision, and economic growth so that the ideas can be connected and color coded for easy visual tracking. This exercise includes a similar commenting concept where community members can add a comment, like or dislike, and share to social media and view the entire discussion as a whole.

Activity 3: Survey Tell us more

In the third activity, participants were asked to fill out a survey. The survey exercise collects feedback from the community to understand the targeted demographics and their thoughts, opinions, and feelings which contribute to the overall decision making process. Their responses will help formulate the vision statement and policy framework for future plans.

Other Engagement Activities

Physical Survey

A paper survey was created in order to create an accessible and inclusive survey process. The paper version was sent out to every household in the City of Caldwell and included printed versions of the three Social Pinpoint exercises and a pre-stamped envelope to encourage the return of a filled out version. Residents were encouraged to complete either the online version or the paper version and return it to the city. As filled out paper versions were returned to the city, the Caldwell Community Development Department inputted all responses into the online Social Pinpoint. There were a total of 147 filled out paper surveys returned to the City.

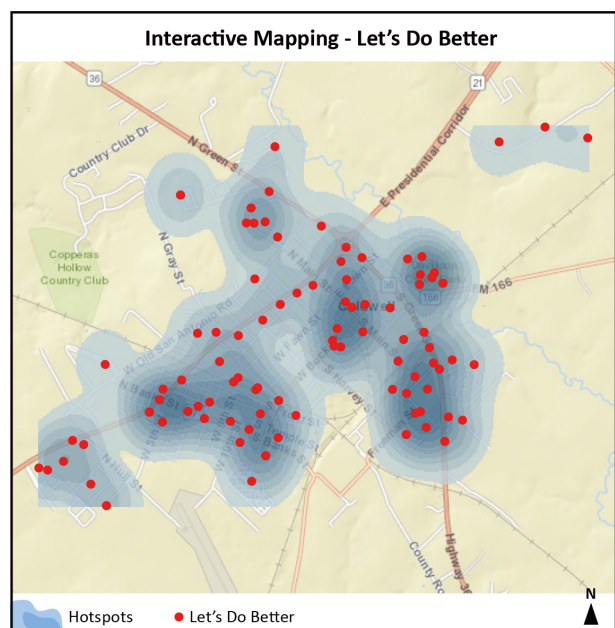
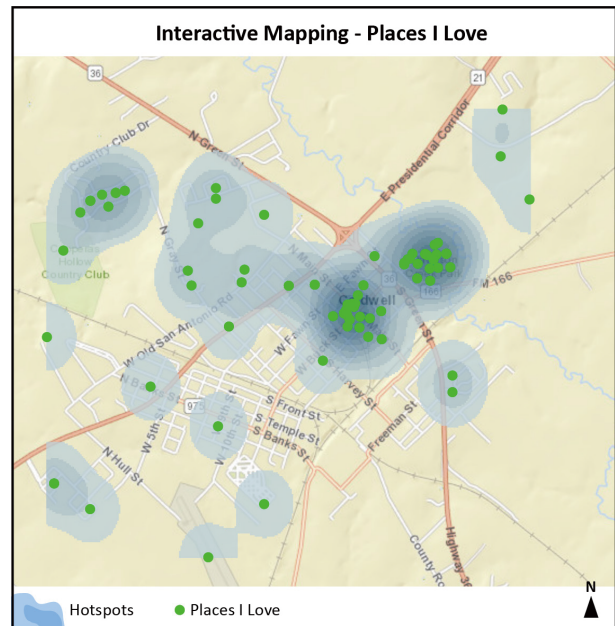
2.3 What We Learned

Mapping Exercise

The spatial distribution between mapping exercise categories “Places I Love”, “Ideas & Suggestions”, and “Let’s Do Better” shared some commonalities, but differed in a few noticeable ways as well. All three have nodes of high interaction around downtown and Davidson Creek Park, but these are most pronounced in “places I love”. Many entries come outside of these locations as well, but are more sparsely distributed than these two most popular locations. North of highway 21 has a significant minority of the overall entries. Of note, none of the entries under “Places I love” are within proximity of the main rail route through town.

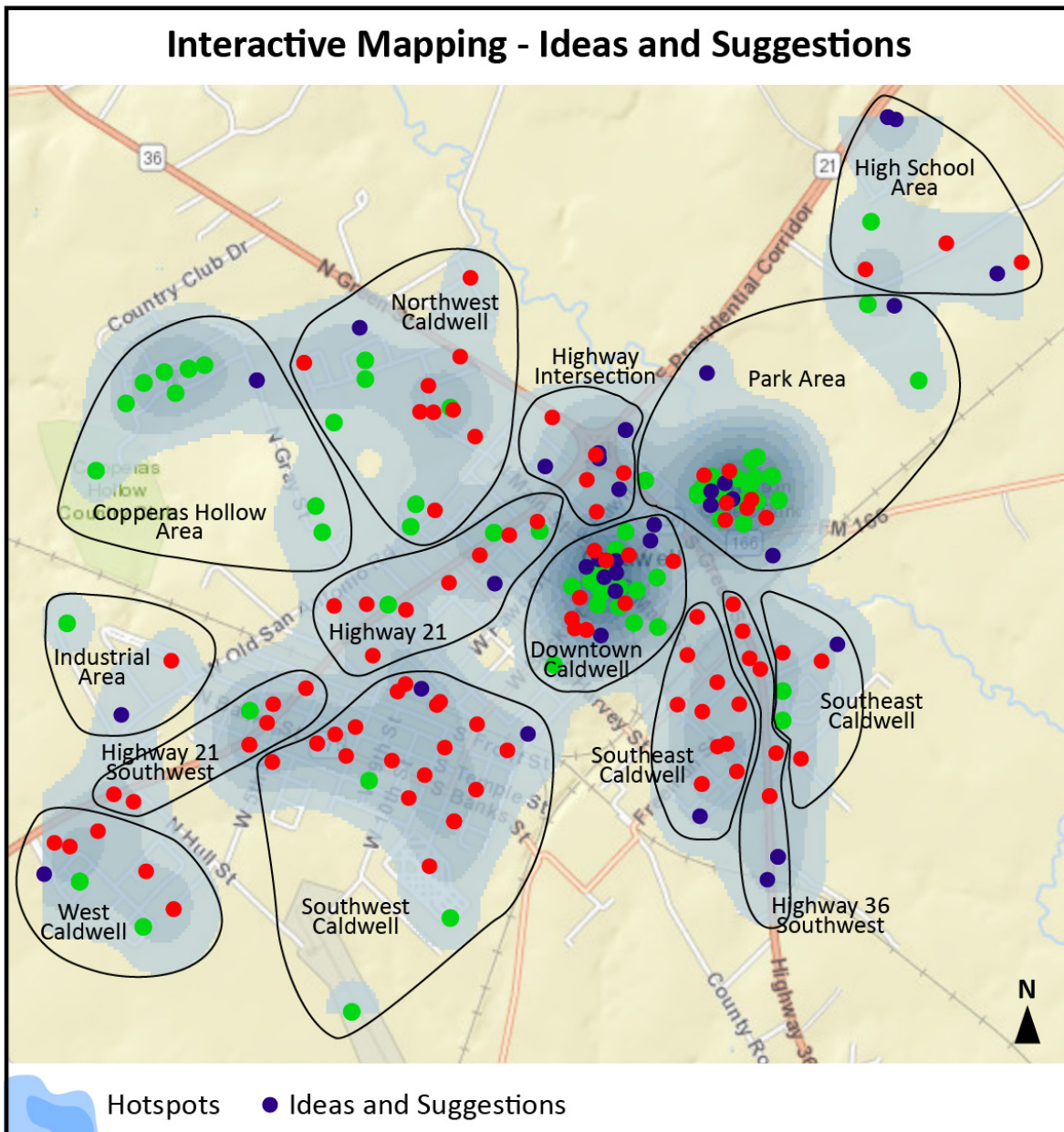
In “Ideas & Suggestions”, there is a third major node of activity around the 21/36 intersection and another sizable cluster around the 36 South area. The “Let’s do Better” category was more evenly distributed, but many of the points were in the town’s Western grid, around the hospital, and around 36 South.

By neighborhood, the responses were varied, but generally positive. In Copperas, there was some desire for bicycle and walkability improvements in addition to general enthusiasm for the neighborhood. In downtown, there was significant general enthusiasm for present conditions, but a number of comments in support of increased walkability, commercial diversity, programmed events



and general clean up initiatives. General historic preservation concerns were also named. In the hospital area, there were calls for street and pedestrian safety upgrades, general enthusiasm for the present conditions, and calls for increased attention to gateways. Along the 21 corridor, there were more mixed emotions toward present conditions, but many comments calling for lighting updates, gateway projects and code enforcement. Appreciation of existing public facilities was high. Along 36 south, gateway improvements and cleanup initiatives were mentioned. The industrial area had little interaction.

At the major intersection of 21 and 36, commercial redevelopment, particularly for restaurants was a common request. Traffic flow concerns and gateway initiatives were identified



Theme Areas and Mapped Comments

as well. In the Northwest, the park received significant general enthusiasm with some comments for improvement. The present facilities and pathways were appreciated, but with several comments requesting additional facilities or updates to those that are perceived as aging. A park and ride facility was mentioned as well.

By the high school, walkability, gateways, and park and ride / public transit facilities were identified as community desires. In the city's Southeast, there was a desire for a community center, increased park facilities, attention to the danger of crossing 36 to access Davidson Creek Park, and concerns about building in the floodplain and deferred maintenance issues. In the city's Southwest, historic preservation of existing heritage and revitalization of existing historic buildings into commercial and event space was suggested, in addition to calls for road and pedestrian safety upgrades and park facility improvements.

*Appendix C lists the comments of each point according to their theme areas.

Idea Wall Exercise

In the idea wall, there were a significant number of comments in each category. Under transportation, citizens identified a strong desire for basic public transit, as well as commuter transit to the nearby Bryan-College Station metro area. Sidewalks and safety infrastructure were desired, and support was identified for connective street grids and low off-street parking, especially contiguous to downtown. Under housing, housing choice, particularly in rental options was identified as a major need. Use of CDBG grants to incentivize home improvement was suggested. Affordability, senior housing, and existing housing stock quality issues were identified as major concerns as well.

In the environment, there seemed to be some confusion with the Community Vision category, but the relevant comments identified a desire for increased street trees and general greening, as well as a sewage and recycling system upgrade. One comment mentioned desiring an exaction from businesses in order to accomplish greater landscaping aesthetic cohesion. Parks received a significant number of comments, particularly in positive perceptions of Davidson Creek Park, some desire for additional facilities in Davidson Creek Park, and one comment with a large number of upvotes identifying a desire for a disability-driven park experience. Some comments called for specific athletic facilities to be included in park development.

Community vision was one of the more polarizing categories. Among the visions mentioned was a desire for greater disability services, a more frequent hosting of community events, racial inclusivity, and balancing growth with small town amenities. Much of the community's polarization seems to come at the last two, moreso in regards to how and how much to facilitate these goals, rather than their validity as a whole. In economic growth, a number of comments identified a larger commercial base and a number identified a larger industrial base as key for future growth. Labor training initiatives were mentioned to allow better access to quality jobs. Sustainable residential growth rates were mentioned, as well as food price accessibility and internet connectivity.

Idea or Potential Improvements by Themes

1. Community Vision

A majority of respondents enjoy Caldwell's small town lifestyle, although many are open to further population growth. The most consistent wish list item is an affordable grocery store such as H-E-B. Also, some residents expressed a need for better schools and additional services for special needs populations.

2. Economic Growth

Respondents suggested that the most urgent needs for Caldwell residents are additional grocery store options (such as H-E-B) and high-speed internet, especially in the context of the COVID-19 pandemic. Participants stressed the need for more job opportunities, with some calling for efforts to attract national or multinational corporations, while others worried about the potential impacts of this strategy on local businesses.

3. Facilities & Parks

Davidson Creek park satisfied most people among those responses so they would like to have more accessible and multi-functional parks rather than an out-dated and limited pool with the expensive membership. A response with the most up-votes suggests to see a special needs area prepared for children who have a medically complex or disabilities. Others would like to have more emphasis on schools as well.

4. Environment

Many participants suggested that Caldwell's small-town and leafy character is a strength that the city can continue to build on through landscaping and increased lighting. By doing so, Caldwell will be able to attract more travelers and boost more businesses. One area of concern is water pollution due to inadequate sewerage and oil drilling activity. They suggested introducing rules to improve water quality, enhancing sewage systems, and installing recycling facilities.

5. Housing

Respondents identified insufficient housing, high property taxes and rent, junk in residential yards, abandoned housing, and the proportion and condition of mobile homes as the principal housing challenges in Caldwell. For housing supply problems, new residential subdivisions and affordable apartment construction were proposed. Also, some people suggested strict regulations on backyards and repairs or redevelopment of abandoned homes to improve residential areas' appearance. Community Development Block Grant Funds was also introduced as a funding source to encourage homeowners to renovate their homes.

6. Transportation

Many people suggested public transportation for work, hospital, and shopping to travel, especially between BCS regions. Shuttle, taxi, bus, etc., were proposed for public transportation types, and there were some opinions that shared vehicles such as Uber and Lyft should be more activated. Other opinions expressed that the city should maintain the grid road system for accessibility to highways, the city needs sidewalks and bike paths, and the city needs parking spaces in downtown areas.

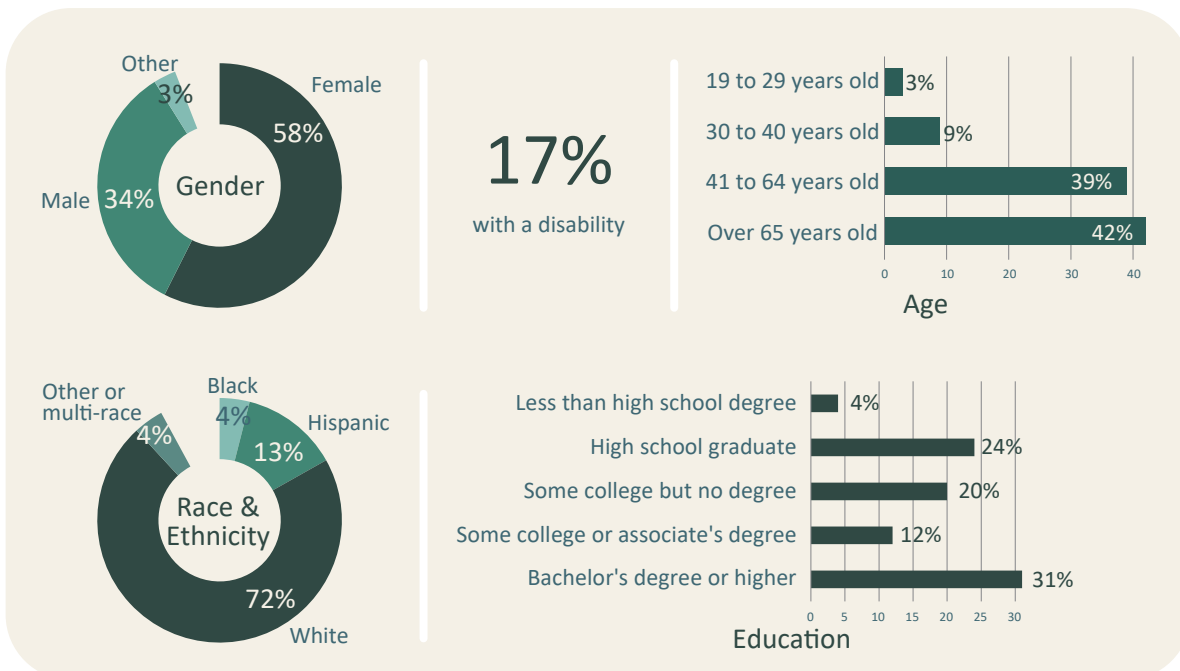
Survey Results

The survey responses identified about three quarters of respondents feeling satisfied or very satisfied about the community. Responders felt positively about the town’s compactness, friendliness, safety, and affordability, though there were some critical comments about how and to whom the community was friendly. Responders identified aspects of community as the most important existing conditions, with infrastructure and transportation advantages next. Friendliness and closeness to family made up nearly half of the responses.

Several residents identified a desire for greater diversity in leadership, and more responsive governance in general, as well as a more effective communication system from the city. Growth v. Tradition was a major point of contention among responders, with some favoring a next to no growth approach, and some favoring rapid growth. The majority of respondents desired sustainable and controlled growth. Employment was the most important future condition, with character next, followed by affordability.

Demographics at a Glance

Demographically, the survey was significantly over representative of women, at 58%. One in six respondents identified as having a disability. Eighty percent of responders were over forty, with a significant number being over 60. Nearly 30% of city residents are under the age of 20, meaning that young people were underrepresented. 72% of responders were white. Educational attainment was fairly diverse among responders, but those with bachelor’s degrees were overrepresented by a fair margin, while those without high school degrees were a much smaller portion of responders than they represent in the community. 81% of responders were homeowners. Of note, only 29% of responders said that they worked in Caldwell, while just over half work elsewhere. Length of residence was fairly polarized as well, with 40% of responders having lived in the community for more than 30 years, with only 25% having lived in town for ten or fewer.



*See page 102 for detailed demographics



Appendices

A. Marketing Materials and Infographics

Logo



**ENVISION
CALDWELL**

Color Scheme

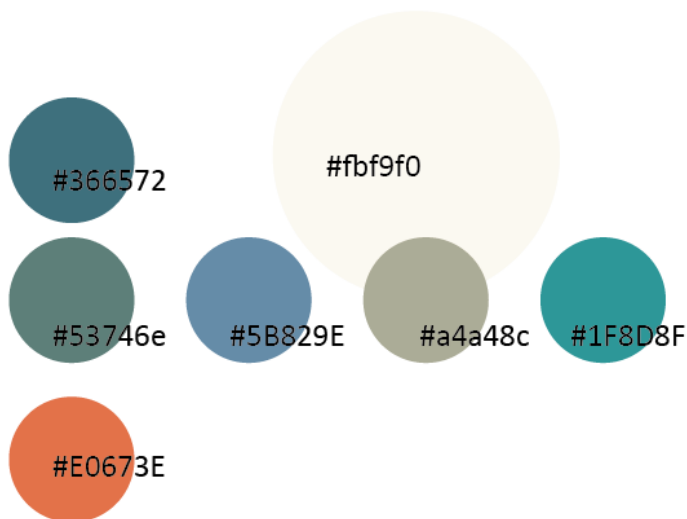
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Secondary Colors (shapes, boxes, or categories that need differentiation):

#53746e, #5b829e, #a4a48c, #1f8d8f

Accent Colors (to be used sparingly, highlights): **#e0673e**

Background colors: **#fbf9f0**



Poster



Together, Let's make life well in Caldwell!

Text or Call to leave voicemail about the comprehensive plan: 979-258-1118

Why do cities plan?

Planning is a proactive process that establishes goals and policies for directing and managing future growth and development. Planning also helps account for future demand for services/capacity.

Let us know your idea here:





THE FUTURE IS IN YOUR HANDS!



Participate in the process of creating
Caldwell's **FIRST** Comprehensive Plan!

We're interested in your ideas on
reshaping the future of Caldwell.

How should the City of Caldwell grow
and develop? You're **INVITED** to a focus
group to discuss conditions and
opportunities in the Caldwell
community.





FAQ

What is a comprehensive plan?

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How does the comprehensive plan affect me?

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For more information or questions, please call 979-567-3901 or email communitydevelopment@caldwelltx.gov

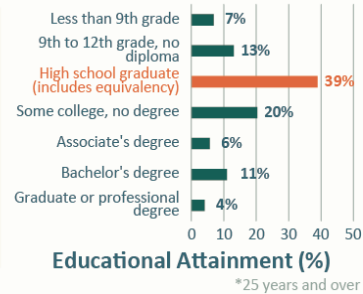
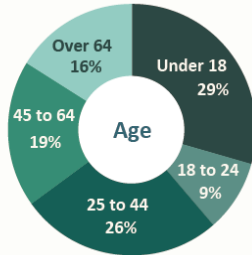
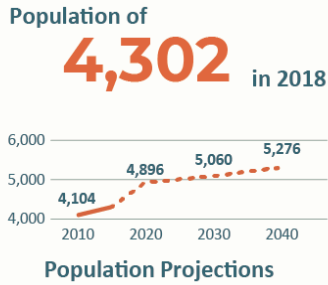


Infographics of Community Profile

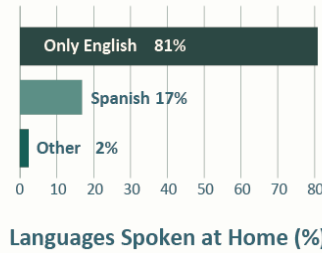
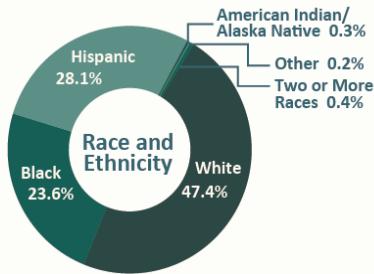
CITY OF CALDWELL

Community Profile

DEMOGRAPHICS



DEMOGRAPHICS



13%
of the Population
with a Disability

DEMOGRAPHICS

17%
of the Population
Poverty Status Determined

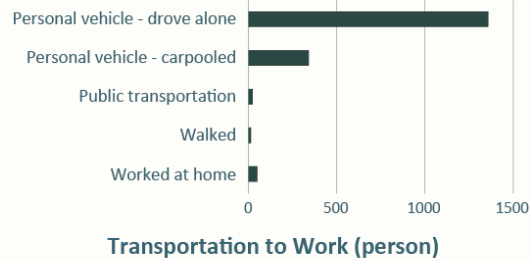
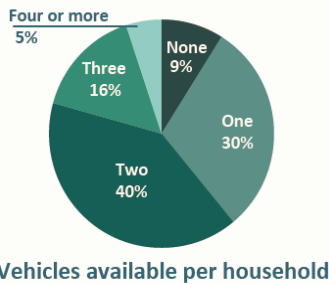
5%
Unemployment Rate for
Individuals over 16 years old

TECHNOLOGY

78%
Households
have a Computer

67%
Households
have a Internet Access

TRANSPORT

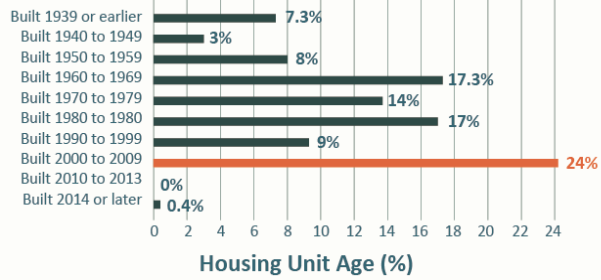
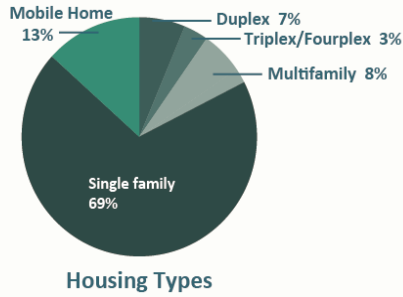


*Data source: U.S. Census Bureau, 2018 ACS 5-year estimates unless stated otherwise

CITY OF CALDWELL

Community Profile

HOUSING



HOUSING

Average Household **2.85** People
 Average Family Size **2.60** People
 Total Housing Units **1,685** Units
39% Renters Paying more than 30% Income on Housing
14% Owners Paying more than 30% Income on Housing

61% Owner-Occupied Housing Units
39% Renter-Occupied Housing Units

Vacancy Rate **10%**
0% rented or for rent
 19% sold, not occupied
 19% seasonal, occasional use

Median House Values **\$107,400**

ECONOMY

Industry	Employees	%
Educational Services, Healthcare, and Social Assistance	500	28%
Manufacturing	236	13%
Public Administration	134	7%
Wholesale Trade	82	5%

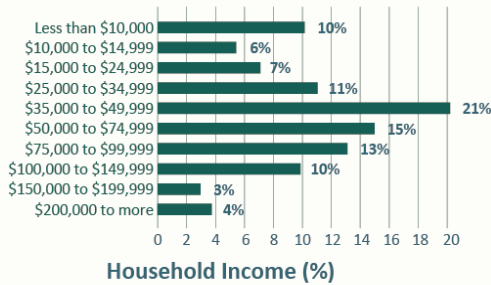
Caldwell's Largest Industries

Employment Growth Rate **30%**



Median Household Income **\$46,280**

ECONOMY



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B. Stakeholder Interviews

Policy	
Strengths	The city has a more rural community and is very welcoming for people coming from big cities to the rural community.
	Caldwells proximity to B/CS and Austin provides excellent opportunities for future growth and development
	The city has close to major hubs with more affordable land values opportunities.
	There are programs that are focused on fund creation and funded by various Federal or State entities.
	Policies to keep subsidies geared towards the local business community.
	The city is financially strong
	Davidson Creek Park is an excellent asset to the community
	The civic center is widely yet still underused and has potential for wider uses in the future.
	Strongest economic sectors include oil/gas, and agriculture.
	Changes in the school system have improved the city’s educational standards and draws people in.
	City crime rate is relatively low and the police department does a great job
	Being a Main Street City has encouraged beautification and constant improvement.
	Many residents are proud of their Czech heritage.
	The airport is a big asset, currently has seven hangers and has potential for future growth. Big industries appreciate an airport of Caldwell’s size when considering company growth.
Challenges and Weakness	City council has a lack of vision, people on council “going through the motions.”
	Lack of diverse industry, need to bring in more jobs to encourage individuals to stay in the area.
	Railroad is a mess especially at (Buck Street & Mustang); needs to be cleaned up
	Civic Center needs to be maintained and updated (technology); need to encourage people to use the Civic Center
	Elderly population is struggling to find support. Due to COVID-19 the senior citizen center is currently closed. There is also a lack of housing for Seniors

Challenges and Weakness	Franchise businesses could help with bringing jobs; not just manufacturing; furniture/ clothing/sporting goods/grocery stores; fast food would be a big asset. We're on the edge to make the crossover to where chain stores identify the city as a place of growth; the city needs to figure out how to let chains know that the city is growing.
	Need industry for younger generation
	Need to look into ways of how to keep the main highway attractive as people drive through the city.
	There is a lack of signage entering the community.
	The city needs to make sure infrastructure meets the needs of the growth of the community
	There is a lack of adequate power sources throughout the community.
	There is a lack of hotels in the city. This may discourage people from stopping or staying in Caldwell.
Future Concerns	Afraid the community is losing momentum. The city needs to make sure to take advantage of opportunities.
	Preparedness on connection to the BCS hub, needs to stay independent from the hub and have its own identity.
	Keeping up with infrastructure and waste water as population growth continues.
Recommendations from Stakeholders	Encourage stronger economic development (Anchor businesses offering high-paying jobs).
	Offer strong trade options for local young workforce. Aim to hold onto young talent for a healthy population growth
	Unique sign suggestion stating something like "Gateway to the Brazos Valley"
	Bring in sports tournaments. Build an indoor/outdoor regulation athletic field/swimming pool/court/etc.
	Get schools and children involved in projects around the city, and support school programs.
	Encourage clean industries to come to Caldwell.
	Find budget friendly ways to spruce up main street and downtown. Especially focusing on lighting.
Caldwell is a unique town and actions should be taken to draw attention to all it has to offer, specifically encouraging people passing through to stop.	
Questions from Stakeholders	Make a program that helps people start a small business, perhaps "Startup Caldwell?" A startup Caldwell program needs to have a sense of urgency.
	Focus on cleanup of points of ingress into the town, and keep the Main Street strong.

Economic Development	
Strengths	The city has a small town feel, peaceful, welcoming for family oriented neighborhoods and a great place to live because it is quiet.
	The people are willing to do what they need to do for the community and they are drawn to the area to start businesses.
	Historic preservation (refurbish old buildings);
	Loyal customers, Great customer service
Challenges and Weakness	Looking for programs to help single parents.
	Most of the businesses are struggling currently and dealing with Covid-19.
	Need more fast food options, a whataburger, HEB, more restaurants and shopping centres.
	Most businesses are struggling currently dealing with Covid-19. Not enough knowledge from the local government. They do not have a lot of experience and they need help foreseeing the future vision of Caldwell and helping develop the city.
	Infrastructure is weak and unreliable. Electricity went out over the weekend in the entire city. It happens way too often and does damage to equipment over the years. It is unreliable, they have been speaking about this to the city for many years and nothing has been done. The city need to update equipment and systems but do not seem to be doing it. This improvement will help economic development tremendously and can attract better and bigger businesses. Currently, there is the possibility of losing hundreds of thousands of dollars in business due to damage caused by power outages. This has caused \$500,000 damage. Its hard to stay in Caldwell as a business owner with these issues.
	Need better WiFi. They need to upgrade or create a better service. There are three different types of companies in Caldwell, but they all don't work well.
	They only have one grocery store, lower income can't afford it. They often drive to Bryan to get things which account for approx. 95%. Not enough choice or selection at their current store and prices are higher than in Bryan.
	There is a storage of properties for sale and there is a drawback for businesses coming to the area. Downtown buildings badly need repair or renovation.
	There is no city planning or permitting department.
	There is no guidance for people looking for loans or any financial help.
	The downtown is not affordable for people who plan a business as the rents/property price is high. There is no room for downtown to grow, Only about 3-4 vacant buildings in downtown.
There is no good incentive system for businesses.	
Future Concerns	Hard to start a business. Took two years for one of them to start theirs. They had to get connected with the right people. Caldwell is hard, Bryan is easier to start a business. Needs an easier process.

Future Concerns	The city doesn't have zoning regulations and was built on who you know and who you don't know. The city strongly needs a planning department and people with more local knowledge. They need standard building codes and regular inspection.
	It is hard for someone to protect the property. He has 25 acres and wants to turn it into industrial land but people can come in and build homes in your backyard or a restaurant. Has a hard time fighting when people want to build next to his business.
	There are not many people connected to the actual environment with low income individuals. They need more programs for businesses to be able to connect with low income people and let them know, they can help or can hire them.
	The city tends to expect development to happen closer to Bryan and College Station. So, there is no desire to try and encourage the development closer to the city.
	Making everyone aware of what is available in Caldwell would help attract visitors as well as businesses. There is a lake in Somerville (different city). If people knew more about it then they would come.
	The city needs more local jobs and economic opportunities. People usually work at two places and there is high uncertainty for finding new jobs. They need job security and diverse options to choose. One person will work for Sonic and then Walmart, but if they eliminate one then they don't have many options of places to work left. There are Spanish restaurants but you need to know Spanish to work there. Need to diversify the businesses a little bit more. Businesses have a hard time hiring because there aren't enough people to hire from either. Homes are coming in but there are no jobs to attract people here to want to live.
	The city needs a diverse economy, good paying jobs and workforce solutions to maintain it.
Recommendations from Stakeholders	The city needs more buildings for businesses, places for people to work. More people will draw more people to get out of downtown. People move out when they have more functions going on.
	Need businesses that are more stable that will employ and pay a decent wage and will spend the money and afford a new home.
	Revitalize downtown.
	Seen a lot of businesses come and go because they don't have the foot traffic. Diversify the businesses and maybe they could draw more people in.
	The longhorn would not sell their property. People who own the buildings need to be convinced to let them go so someone can do something with them.
	Businesses thrive best on the highway because they have the flow of traffic and people know where they are. Need better visibility for businesses that are downtown. Draw more people downtown. Rooftops generate money. Keeps the economy going. Keep the city alive with taxes alone. The city needs to get motivated in that direction.
	The city needs a self-starter shop for low-income people and prospective business owners and also needs advertising events through Social/Media/advertising/billboards Character/Wayfinding.

Recommendations from Stakeholders	The city need year-round lighting of courthouse
	Prohibition of certain businesses in square (Street level facilities must be retail/restaurants) is recommended.
Outside Comments	The city needs to make sure there is better electricity and WiFi and process it. There seems to be no response when they request better services. It is detrimental to their business and fixing this would help economic development.
	City is perceived as lacking in expertise and planning capacity.

Housing	
Strengths	Builders come and build starter homes in Caldwell. They have good style craft and blackstone and help keep pace with demand. New multi-family/apartment development called “Caldwell Heights” has 70 units of 1, 2, and 3 bedroom apartments. They are subsidized in rent on section 8. They are planning a 50+ house subdivision. They are valued at about ~\$165k but you can get easy loans and even get one for only about \$3,000. Some other apartments that offer section 8 are in front of Davidson Creek Park and over off Hwy 21 going west.
	There are a lot of old houses getting remodeled or renovated.
	There’s some other multi-family called the Commons in downtown that has about 10 units, that’s more limited though.
	Caldwell is a smaller community where you can raise kids and everybody knows everybody. Real estate in Caldwell is more affordable and is an easy commute to Bryan/College Station or even Austin.
	Caldwell has a good location, it is only a matter of time and it will grow.
	Proximity to Rellis campus will make Caldwell grow, and it will keep on growing.
	Caldwell’s temperate weather is a strength, lived here for 15years, and had no catastrophic weather events.
	Caldwell has a great aquifer and underground water quality.
	The rolling hills of Caldwell are a scenic and beautiful landscape that presents a good opportunity.
Challenges and Weakness	The sentiment from city and contacts within the housing community is that Caldwell is a small town with a small amount of available housing. While, properties sell quickly it’s because of the limited housing market, demand is outpacing supply.
	The houses on the market for 40, 50, or 60k are the homes that typically need an investment of 30-40k to make them livable, not really affordable.
	Demand for nice housing is out in the country not so much in the city. These homes are typically located about 10+ minutes driving from Caldwell or so.
	Demand for Caldwell is relatively low because there is a need for more restaurants and local entertainment. Need more commercial activity in Caldwell.

Challenges and Weakness	Caldwell depends a lot on the Bryan/College Station area, a satellite or bedroom community where families can live and commute to the Bryan/College Station area for work.
	The only affordable housing ownership option right now is Style Craft. There are more subsidized rental options than affordable ownership options.
	There's a gap between the people who take the subsidized rent options and people who can afford Style Craft homes. This isn't being filled by mobile home parks that are allowed to locate close to Caldwell. Typically the mobile home parks are farther out in Burleson County.
	Kay Lake and Beaver Creek were developments from the 50's and 60's and have been grandfathered into Caldwell. They were poorly planned and have bad infrastructure and reputation. They have sanitary and septic problems, and poorly paved roads, some of them are not even all-weather roads. They are known as a hotspot for delinquency and present law enforcement issues, a sense of lawlessness there.
	Lots of good people live in Kay Lake and Beaver creek but it's because they don't have other options for affordable housing.
	Pandemic will help small towns like Caldwell grow. People know they can work remotely now. They can come to Caldwell for affordable real estate with good acreage and nice backyards and have a better lifestyle. They can take walks in the small community and be relaxed.
	Saw more people moving into Caldwell rather than leaving in the Pandemic.
Future Concerns	The future of whether supply will keep pace with demand for housing in Caldwell is uncertain.
	Historically, not many willing to develop the land they own around Caldwell could be a future issue for needed development to answer growth.
	Growth in Caldwell needs to be sustainable. Needs to be a natural and healthy growth. You can't have a community made up of houses. Need to see growth in commerce and jobs along with housing growth in Caldwell.
	Worried about the Independent School District (ISD), it's not the best and needs to get better because people with kids value highly rated school districts. You need a good school district to improve education to have a nicer town with good quality jobs. The ISD is a big challenge for Caldwell's future.
Recommendations from Stakeholders	Properties on the southside of town and have brought ideas for developing affordable housing to the City a few times.
	Caldwell could use a good affordable mobile home park. The City doesn't want a mobile home park inside the City limits.
	Would like to see smaller size homes that are of high quality for small families. Those families who are retirees or those with no kids who don't need the extra cost of a larger home but would like to save money.
	Need to bring more commerce to Caldwell so that people want to move to Caldwell. Attractions like chain restaurants and entertainment.

Recommendations from Stakeholders	As a small-town community Caldwell needs to think outside the box with non-conventional options for housing. This could mean tiny houses or modular homes, perhaps pockets of clustered development or renovating historic buildings to serve as community centers.
	Need to attract people that want to live and work from home, present types of housing that make hobbies and crafts like woodworking easy to do because you will have more time to do them if you work from home. If Caldwell is planned with quality of place it can grow up to be a very nice community in Texas.
	A friend working and living in Silicon valley. Imagine, him just working from home in Caldwell and the money he could save and have more space to live and start a family. Need those educated peoples, they bring a lot of positive impact to the community.
	Local government needs to incentivize business investments and give developers incentives so Caldwell can grow.
	The city and community want quality affordable housing.
Outside Comments	High-end housing is developing on the periphery of Caldwell and farther out in Burleson County. These homes are usually on large lots and have >3,000 sq. ft. of floor space. Not many of these types of houses or high-end housing in Caldwell.
	Lots of comments about how Caldwell needs commerce so people will want to move and stay in Caldwell.
	Education and the independent school district (ISD) is a big issue in Caldwell, education must be a key issue to address for Caldwell.

Community and Recreational Facilities	
Strengths	They are projected to have a 11% job increase within the next 5 years.
	Food bank is really good, and the community has been coming together to help and donate; especially during covid.
	There is land and opportunity for those living in the B/CS area to move out to Caldwell.
	The BVCOG is a great resource for data and funding sources that are available for Caldwell.
	New programs that bring free library resources to parks - 4 parks like Davidson Creek Park Sports fields in parks are well utilized especially by children
	Bringing in more micro-communities
	The Civic Center is busy on most days with weddings, bridal showers and other events. This traffic has dampened slightly due to COVID but now picking up
	Program being planned to educate elderly population on how to use the computer.
	Sports fields in parks are well utilized especially by children.

Challenges and Weakness	Kids graduate from high school and feel they have to move away for work. They want programs offered in school that teach about jobs in Caldwell and prepare them to stay and work after they graduate.
	There is a need for middle housing.
	Roads need fixing, and flooding is a prominent issue.
	Utility supply is sporadic and not reliable throughout the city, and more people have to rely on generators when the power randomly goes out.
	Parks need maintenance to maximize potential
	Pavilions are utilized but no way to know how well they are actually being utilized
	Library: considerably underutilized - hours of service etc. are now adjusted on a trial and error basis - often some strategies have been a waster of money and time - Missing senior housing
	There needs to be more programs for young children (Jr. High) in the city - get them more involved
	Technology: no capability to project presentations for meetings in the community center
Future Concerns	The bike trails are in support of this stakeholder meeting, but they worry the funding is going to be the problem.
	Medical facilities: only a single hospital in the city- no facilities for surgeries or immediate care.
	There is a need for more entertainment facilities to attract and keep families with children in the community
	There needs to be more funding to improve and upgrade the community facilities
	Library needs more space to expand - needs to grow its history archives about the different families - need more volunteers in the library for more programs
Recommendations from Stakeholders	Create a stronger utility supply
	Need school programs to show kids that they can stay in the city post graduation
	Create middle housing
	Look at workflow patterns and where people are going for work (for those who leave the city for work)
	Encourage community involvement to improve parks and facilities- painting events etc.
	Promote community partnering with organizations to sponsor improvements in the city - donations in money or kind
	Increase Spring clean - need someone to head it up and manage it better
	Maybe give more recognition in the newspaper to community donors
	There is a lot of duplication of efforts between different groups and organizations - the need for coordination for stronger and better execution

	Have a community calendar that is accessible to all members of the community
	Need an animal shelter
Outside Comments	Need more senior housing

Community Associations	
Strengths	They started an initiative to get rid of vacant buildings that are a hazard to the community and store fronts and downtown.
	Mainstreet initiative has helped downtown.
	The County has been working for years now to improve and expand wifi network to help the schools, hospitals, other essential businesses and residents.
Challenges and Weakness	Shortage of restaurants
	Shortage of big industries and grocery stores to shop at reasonable price.
	Shortage of rental properties and the prices are too high. They are getting new apartment complexes opening up on the outskirts of the town that might help.
	Brookshires gas is also more expensive.
	Too high energy dependency to Beaumont and the city often lose energy randomly for hours. The problem get worse when hazards occurs in Beaumont even if the city has nice weather. The city needs to find a better supplier of electricity.
Future Concerns	Traffic problems as the city is growing
	Better housing and jobs to meet the needs of growing population
Recommendations from Stakeholders	New businesses to get more choices.
	Traffic could get worse and important to keep an eye on.
	They like the central location of Caldwell by jumping in a vehicle and can go where they need.

Health/Public Safety	
Strengths	New programs that bring free library resources to parks. 4 parks like Davidson Creek Park
	Bringing in more micro-communities
	The Civic Center is busy on most days with weddings, bridal showers and other events. Dampened slightly due to COVID but now picking up
	Program being planned to educate elderly population on how to use the computer.
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	A lot of duplication of efforts between different groups and organizations - the need for coordination for stronger and better execution
	Have a community calendar that is accessible to all members of the community
	Need an animal shelter
Outside Comments	Need more senior housing

Social Services	
Strengths	Senior Center on courthouse square puts on lots of activities for seniors and caregivers (closed since March)
	Meals on Wheels provides meals to seniors
	flu clinic and health fair offered
	A lot of healthcare available for a town this small due to local clinics and specialists visiting 1 day a week
	lots of volunteer organizations and community spirit
Challenges and Weakness	Affordable housing is a major problem, not just for seniors;
	Lots of subdivisions being built for young families, but not always handicap accessible or suited to use of assistance devices
	Molly Street Apartments for low-income seniors have long wait list
	no regular public transportation
	Limited home delivery services
	Some medical specialties not available
Future Concerns	Population is growing, which might put strain on existing clinics
	Need better funding and staff for Burleson County Health Resource Office, Senior Center
Recommendations from Stakeholders	There is room at existing clinics for more providers, not just in Caldwell but also in Somerville
	Have to recruit quality people to maintain medical standards

Education	
Strengths	The City manager and Mayor have a great relationship with the schools.
	They always look forward to improving the schools and facilities for students.
	The schools have a good transport system for students. The city council also helps the schools to set their expos in parks and celebrate special occasions.
	The schools are supported with a funding of \$20M each for outside and inside of the city. They are planning to have a District improvement plan for federal funding.
	The school has invested in a huge kitchen where students learn culinary skills. They have a kitchen that was built with high infrastructure to help the students to build skills.
	High school students were encouraged to go nursing.

Challenges and Weakness	Growing poverty in the city has a significant effect on school children which is the one the reasons behind high school dropouts and to reduce that, schools have come up with food facilities for students.
Challenges and Weakness	The schools are right at the edge of the electrical grid which raise high electricity costs and they often lose servers and freezers.
Future Concerns	The city is not racial diverse and students are impacted with low density of Hispanic population. Seems like all races are not getting equal opportunity (teaching opportunities). The communities have challenges in treating the kids of color.
Recommendations from Stakeholders	Recommended for partnership with library. Training the high school students on summer jobs would help them learn and get through the college.
Outside Comments	Roads were not in a good condition.
	Downtown is overly focused and the rents are being hiked. Instead, highway 21 & 36 need to be developed.
	Newcomers for the city would face challenges initially to settle down as one cares about opinions.

Transportation (TxDOT, Public Works)	
Strengths	Ridership has gone down in Caldwell due to covid. Services run Monday through Friday 6am - 6pm. People use service that goes from Burleson County to Brazos County to get groceries. They have to call and then get dropped off at their destination. It is the best service that they can offer right now in Caldwell due to ridership demand and they would like to transfer it to a fixed route service in the future.
Challenges and Weakness	There isn't connectivity and would like to see more of a choice between different land uses.
Future Concerns	Fixed route service and more bus stops. More research to see how the city is growing and where it will be growing and try to connect more transit out there.
	Communication with the city could be better, not a lot of people know about the services provided. Not a lot of contact.
Recommendations from Stakeholders	Recommended to expand to a fixed route service. The service is in the planning development stage. There are about 6 bus stops that would be incorporated. It should be more than just a demand and response service.
	Future challenges would be communicating with the community about the services provided and doing meetings to see what is needed. They are not sure of a thoroughfare plan.
	Caldwell needs a transportation plan for the future and weighs their future goals. Is Caldwell a multi modal community or auto heavy community? What are their goals?
	Downtown needs to be improved with better lighting and sidewalks, restrooms, and facilities available to the public.

Land Use / Planning	
Strengths	Not a lot is working well in Caldwell in terms of Environmental concerns.
Challenges and Weakness	Lack of personal responsibility and individual accountability in the county as a whole.
	Abandoned vehicles, mobile homes, reluctance on the part of owners to clean up the debris.
	The debris becomes a habitat for vectors- health and sanitation issues.
	It is hard to get people on board with environmental protection issues.
	Agricultural practices and garbage disposal, is partly due to generational status quo. A sentiment of this is how we've done it before and how we will continue to do so.
	Old oil wells coming alive (uncapping?) and causing disasters.
	Lots of derelict oil and gas equipment abandoned by companies - not maintained or accounted for - a potential disaster if someone tries to break ground there for some other kind of development.
Future Concerns	As BCStat grows, agricultural land is bound to disappear, and need to protect them.
	Septic systems: As the number of septic systems increases in concentration in areas served by small water companies, this could cause water quality issues ie water contamination.
	Water quality also becomes an issue with growth and impacts the aquifer due to exhaustion of resources.
	Mismanaged growth leading to more environmental concerns with respect to poor means of garbage disposal.
	Work from home: People would want to live in quieter areas and work from there instead of cities which could lead to more growth in cities like Caldwell.

Downtown	
Strengths	There are 11 banks in the town and they invested a lot in new buildings.
	Couple of other people are restoring historic buildings, which is exciting.
	Bought a building over a year, developed business, in the process hoped to create more opportunities.
	In terms of downtown, lots of things we can use to make it more inviting to people. Main street advisory board --power lines-- would like to get ---- downtown, overlay ordinances.
	We need more businesses that are not nonprofit. We end up with a workforce office, they're not a great addition to downtown settings.
	The city needs renovation of buildings.
	The city has two city buildings downtown. They proposed to build a new city hall. Looking for a lead as the contractor has struggled to sell. Bank next door and created a beautiful addition to downtown. They want to sell the old one.

	<p>There is a senior citizen center downtown which is not a great thing for downtown. Suggested for relocation that is just two blocks away from current location.</p>
	<p>Couple of different properties that need renovation. Super excited about the attention downtown is getting.</p>
	<p>The Caldwell area is starting to expand out, helpful for people to come out and do more shopping and getting more involved. With a lot of renovations, new structures downtown, it's going to bring Caldwell more alive, more people coming into this area bc of rellis campus.</p>
	<p>Little shops in the area Square itself. If they get more advertisement would be helpful with community and the City</p>
	<p>Businesses should be advertised through social media/events. Lots of events that we have downtown. They're all on the Chamber website. They help promote the downtown area with different events.</p>
	<p>The city has a couple of restaurants/bars where they have live music almost every weekend and that's huge for a town our size. These things should be advertised to get the people to town.</p>
	<p>City and county a big pavilion. The plan was a removable, detachable size wall, and it's not gone any further. It was part of the original plan, right now starting to get more and more use of that pavilion, and want it to look prettier.</p>
Challenges and Weakness	<p>The city needs to encourage building to make it more inviting and nice, and sell or lease them out to people.</p>
	<p>Get proposer owners, be more selective to who they rent out too. Big space where they have a tire station that broke down, and historic calaboose, which are only 18 left in the state of Texas. Caldwell shows off that history a little bit more. Just surrounded over there, land around it, we could do better with developing that area and show it off.</p>
	<p>If the city had more roads, people would know more about caldwell. There is heavy traffic on 21 and 36, need to get people to stop by to the downtown</p>
	<p>There's signs that point towards downtown, but the city does not advertise downtown.</p>
	<p>The city has banks, three title companies, three or four stores, hardware, coffee shops, antique stores, bars, dry cleaners in the downtown.</p>
	<p>More retail would be good for us. Maybe another restaurant. Convention center. Only problem, all events are closed. One building being renovated for events to rent out. More of what we have would be useful. More activity downtown, the better.</p>
	<p>Someone had a plan to put a hotel in the building. There's no nice place to stay here. Hope people would stay and use downtown to walk around and spend time there. Having revitalization workshops has been a huge topic of conversation.</p>
	<p>The city has a Caldwell taxi, this has been coped well with covid. The taxi service delivers food, and takes you to bryan. Transportation is not really an issue here.</p>

	The city should be more pedestrian friendly and encourage people to walk around and enjoy the aesthetics. Need pretty lightful for street lights, etc.
Future Concerns	Local business needs to be encouraged over online shopping and have to grab small customers.
	Have to find a way to get people to come across the river from college station for the day. We need people from out of town to come in. There was a whole big table from BCS that wanted to advertise and wanted to come back. We want to attract more people. I'm not sure that just our community will help our downtown rise as much as I'd like it to do.
	the city needs to be on board to promote our downtown.
	There will be a huge impact on second Saturday events that usually go through the year by advisory board. The COVID-19 made made a huge impact on the events.
Recommendations from Stakeholders	Need more street lights, signage and advertisements.
	Things like drawings for businesses to bring people to downtown.
	Try to promote and develop, second saturday, each business downtown is trying to build their identity. Everyone has their own thing, as that grows, that will help.
	Need to find smart ways to cope up with the covid situation specially for small businesses.
	Business: BCS area is growing and hopes it overflows other ways.
	Rellis will hopefully bring more businesses to the town.
Outside Comments	Improve aesthetics of downtown and make it more inviting. People moving into the city is a great asset.

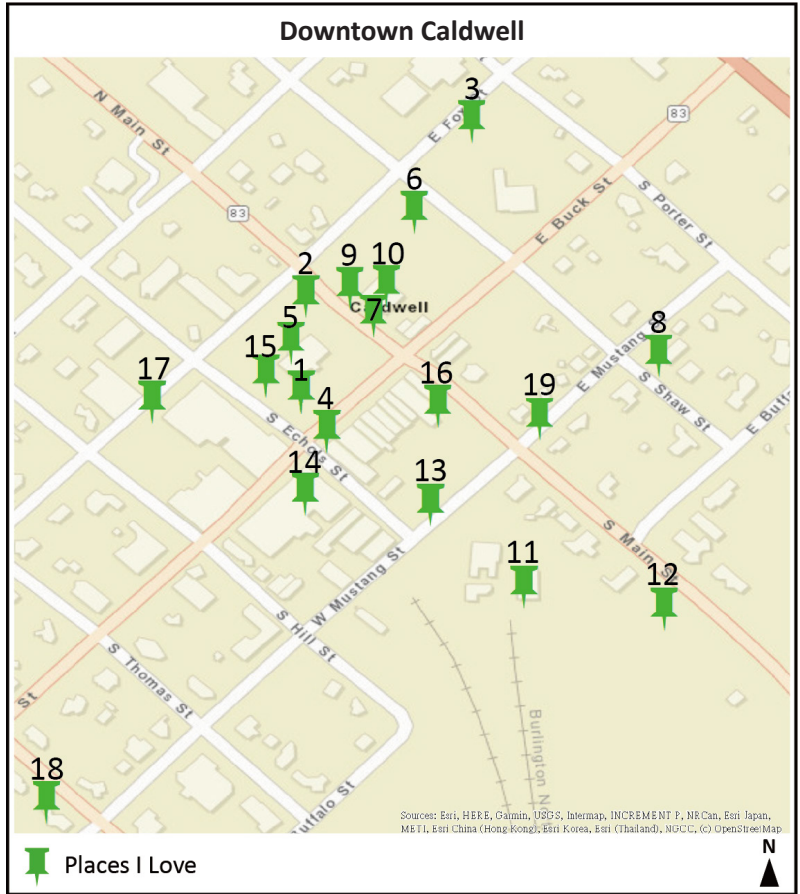
Environment	
Strengths	Not a lot is working well in Caldwell in terms of Environmental concerns.
Challenges and Weakness	Lack of personal responsibility and individual accountability in the county as a whole.
	Abandoned vehicles, mobile homes, reluctance on the part of owners to clean up the debris
	The debris becomes a habitat for vectors- health and sanitation issues.
	It is hard to get people on board with environmental protection issues.
	Agricultural practices and garbage disposal, is partly due to generational status quo. A sentiment of this is how we've done it before and how we will continue to do so.
	Old oil wells coming alive (uncapping?) and causing disasters.
	Lots of derelict oil and gas equipment abandoned by companies - not maintained or accounted for - a potential disaster if someone tries to break ground there for some other kind of development.
Future Concerns	As BCStat grows, agricultural land is bound to disappear, and need to protect them.
	Septic systems: As the number of septic systems increases in concentration in areas served by small water companies, this could cause water quality issues ie water contamination.
	Water quality also becomes an issue with growth and impacts the aquifer due to exhaustion of resources.
	Mismanaged growth leading to more environmental concerns with respect to poor means of garbage disposal.
	Work from home: People would want to live in quieter areas and work from there instead of cities which could lead to more growth in cities like Caldwell.
Recommendations from Stakeholders	A comprehensive listing of the water system and a map showing who it serves.
	Companies Should be held accountable and should get rid of the equipment that is not being used or is being underutilized.
	Process for identification of potential environmental problems and tagging who owns what and hold them accountable.
	Great opportunity for growth as Caldwell is surrounded by three highways - have regulations at the county level to protect the environment and to have good growth management.
	Create opportunities to educate the public about environmental issues especially about the oil and gas industry
	Stronger regulation for environmental protection - not a lot of permits at the moment as people do not want to be too restricted.

C. Social Pinpoint

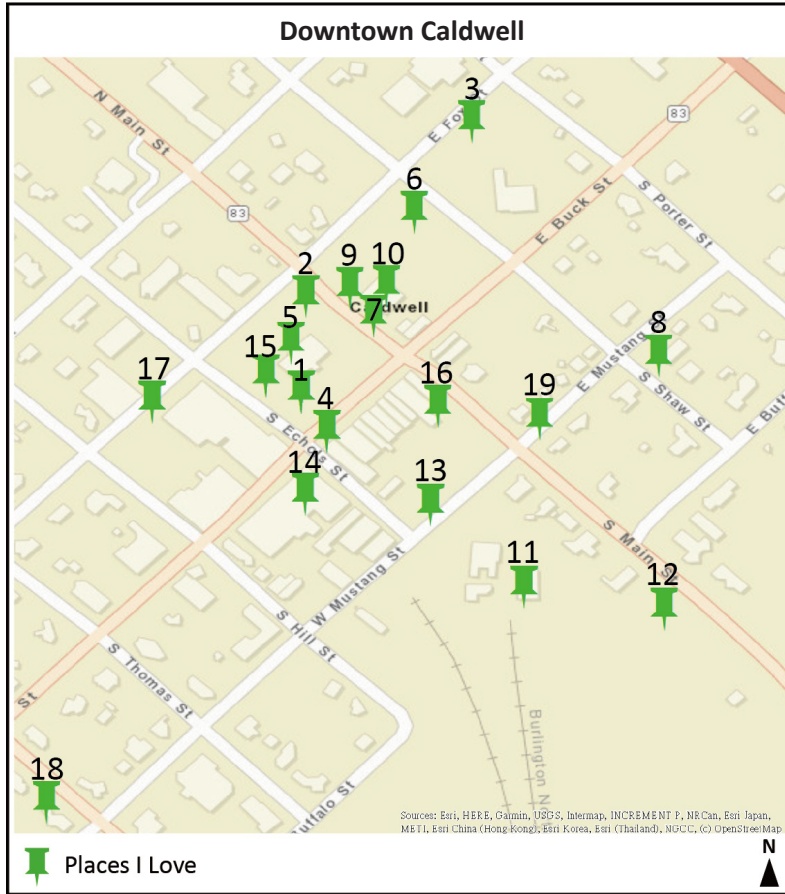
Data resulting from both the map and idea wall of Social Pinpoint are shown below. The comments collected are presented as points on the map, with numbers on the left column corresponding to its spatial location. The number of up and downvotes for each comment is shown on the right column of the tables, under “+” for upvote and “-” for downvote. The following points and their comments are categorized by theme areas.



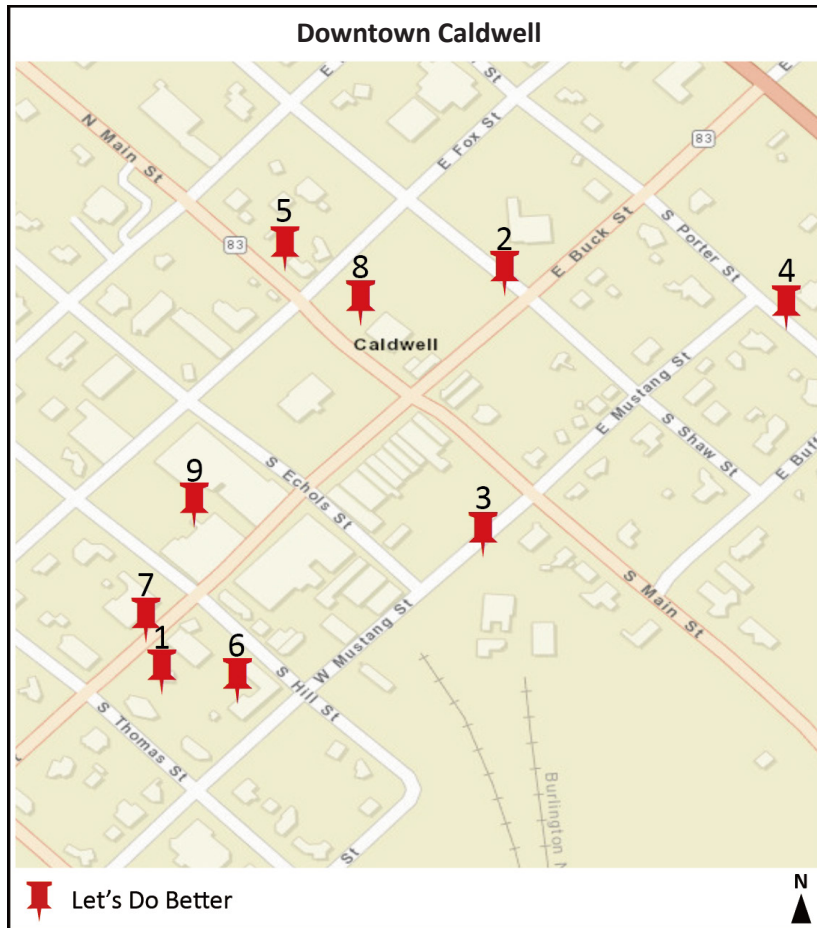
Pinned Comments in Copperas Hollow Area			+	-
Places I Love				
1	Loves this area.			
2	Like this neighborhood.			
3	Love this neighborhood.			
4	Love this area.			
5	Love this area of town.			
6	Love this area too.			
6	Love this area of town.			
7	Love this area of town.			
8	This is my neighborhood where I live			
5	Love this area of town.			
5	Love this area of town too!			
9	Love the Copperas Hollow Country Club.			
Ideas and Suggestions				
1	golf cart access as well.		2	
2	I would be nice to have bicycle access through creek crossing.			



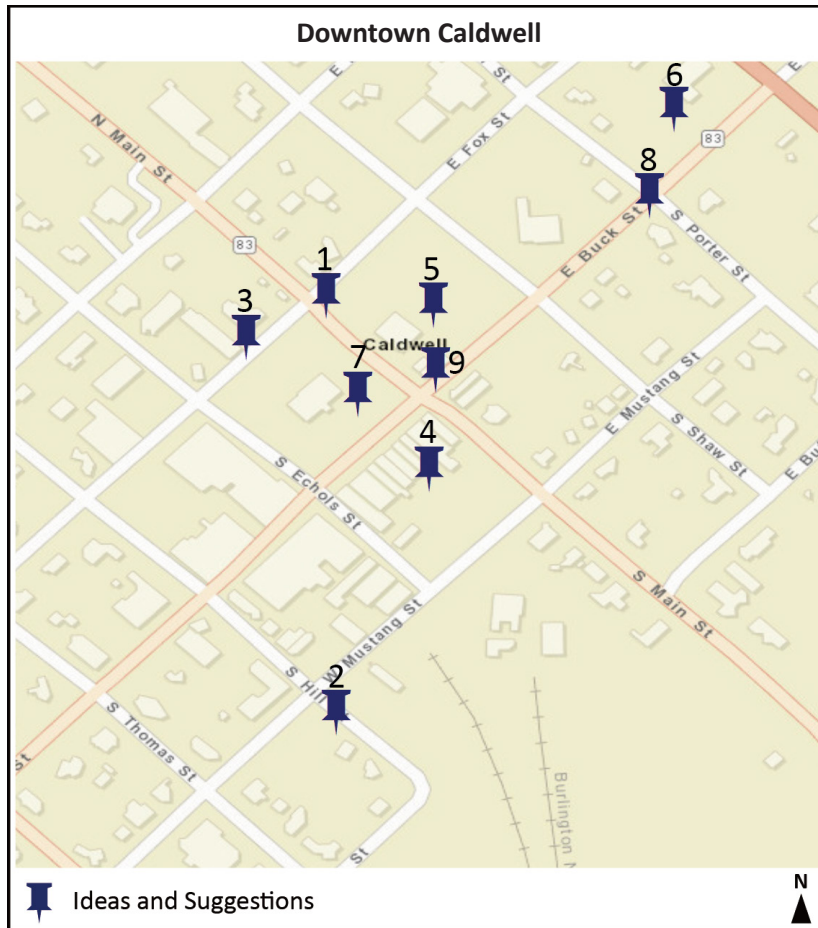
Pinned Comments in Downtown Caldwell		
Places I Love		
	+	-
1	Our square is very well maintained, beautiful, and so quaint!!!	2
2	Humble Life is great for the community and tries to help the main street program	
3	Love this area of town.	
4	Likes town square	
4	Love town square	
1	Love downtown!	
5	Love the courthouse.	
6	Loves town!	
7	Loves this area.	
8	Loves downtown.	
9	Our downtown area is also very nice.	
10	LOVE LOVE LOVE the city square.	
11	I love to shop on the square and dine at Lisa's and wish we had a small park area near downtown to take a break while shopping.	
1	Love the way our downtown is shaping up. I hope our main street project continues.	
12	This is my 3rd time to live in Caldwell. Buck St is busy with people enjoying the city. Keep working on Quality of life. That is the key to a healthy, educated and working city. We do not want to grow just for growth like Hutto or Cypress.	1
13	Love this area.	



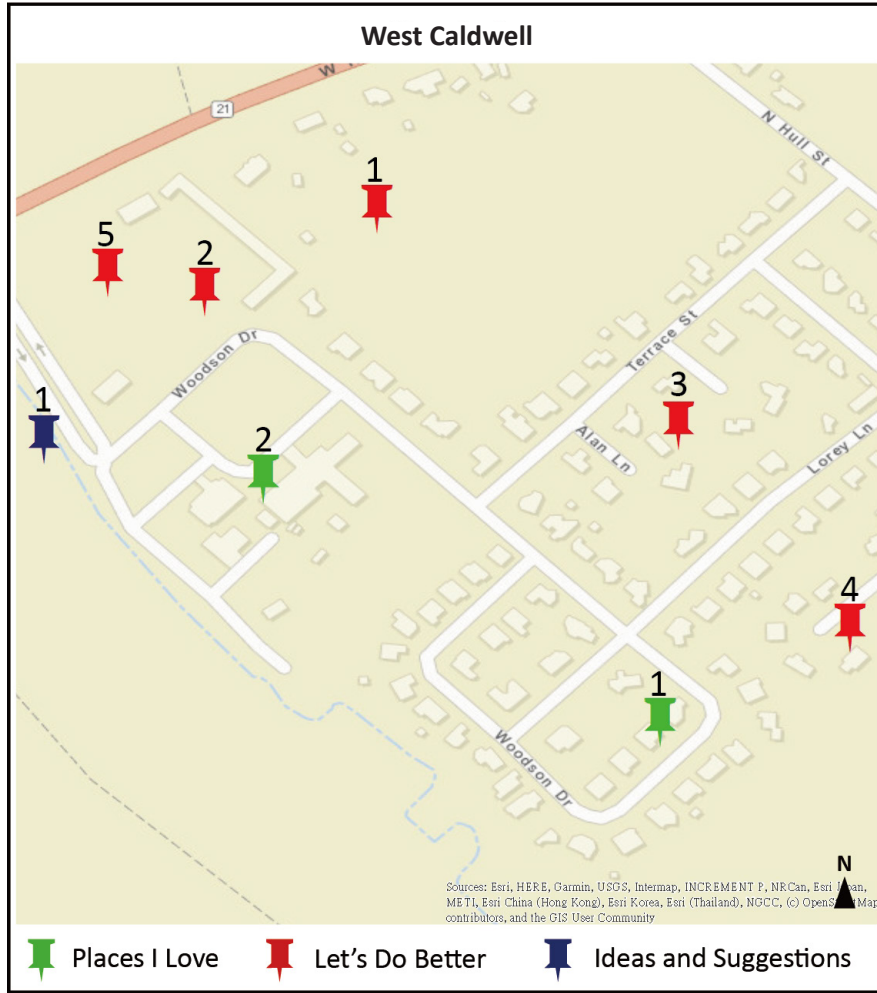
Pinned Comments in Downtown Caldwell			
Places I Love		+	-
4	Downtown Caldwell has so much potential both in historic perservation and commerial opportunities.		
14	Love the Downtown Shops		
15	Love Downtown Caldwell		
16	Love Downtown.		
17	Love the downtown.		
18	Love this area of town.	1	
1	Great area of town.		
15	Love downtown too.		1
19	The square is the heart of the town. It's history and events keep me supporting the locals.		
1	Great area of town.		



Pinned Comments in Downtown Caldwell		
Let's Do Better		
	+	-
1	Improve sidewalks through out town to encourage citizens to use them while walking/exercising without having to be on road	
2	Not specific to downtown but greening up Caldwell. Primarily tree planting.	
3	Downtown needs shopping stores for residents- also restaurants.	
4	Needs improvement.	
5	Clean up, plant trees, gardens, benches, picnic tables around downtown. Bring in affordable businesses/events. Add small kids park/area.	
6	Our Caliboose is historic and we should find a way to preserve and showcase it. Right now it is surrounded by left over concrete from the Fire Station that was torn down. We can definitely do better!	2
7	This property is an eyesore and should be addressed.	1
8	Agree. this needs ACTION not words and excuses from the contractor and the architect. If we can't do this how are we going to manage a city master plan with multiple moving parts.	
6	A professor from TAMU hosted a website on historical Texas Caliboose's in various cities/counties. Caldwell's was not listed when I viewed the website several years ago. Obviously he was unaware we had one, being tucked away behind the old firehouse.	
9	I LOVE our downtown square and all of the activities that are now happening there. I would love to see more retail businesses as our city grows. I also would love to continue to see the buildings get a facelift while maintaining their character!	
8	Finish City Hall.	1



Pinned Comments in Downtown Caldwell			
Ideas and Suggestions		+	-
1	Would love to see more shopping and restaurants.		
2	I love our downtown area, but we need more activities.		
3	Have more downtown events like Brenham to bring people in.		
4	Do a local city clean up. Get residents involved.		
5	Love downtown- wish there were more things to do.		
6	The old Sonic building needs to be demolished or repurposed.	2	
7	Would like to see healthier dining options. Mediterranean, etc. I understand the demand has to be there but Burleson County has very high obesity rate so if we can generate a demand it would benefit the community.	1	
8	Not specific to downtown but improve aesthetics over time. Bury power lines, better looking utility poles/lights, etc.		



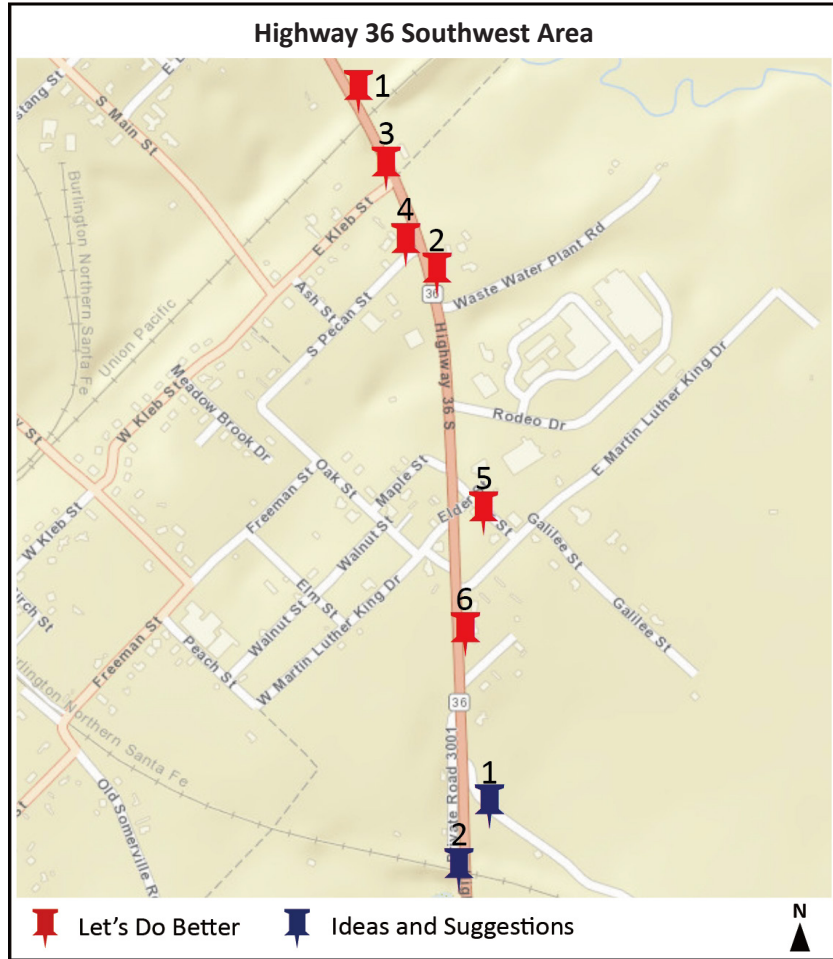
Pinned Comments in West Caldwell				
Let's Do Better			+	-
1	Condemn and tear down that bed bug rat infested Caldwell motel. Shameful that is a place we help people find shelter. DISGUSTING.			
2	Remove motel. Update facilities around it.			
3	Subdivision needs improvement.	1		
4	First, let me start by saying I do not live in the neighborhood. My child has friends that live there and I also have family that live there. If I have to travel there at night I tend to slow down to a crawl so that if something or someone should dart	2		
5	I live on this street and certainly agree. Cheryl drive has no street lights and it is hazardous.			
5	Attention needs to be brought to this motel. There can be a pandemic of bed bugs to all our landlords who rent homes. There is a confirmed case of bedbugs in this motel, and they have not hired a professional exterminator to treat per their manager and			
Ideas and Suggestions				
1	Add "Welcome to Caldwell" features along SH 21 and SH 36.	1		
Places I Love				
1	Love this neighborhood.			
2	Love this area of town.			
2	Love the Hospital!			



Pinned Comments in Highway 21 Area			+	-
Let's Do Better				
1	Area needs improvement.			
2	OSR roads are so rough and are highly traveled.		1	
3	Swimming pool is a joke.			
4	The Hospital District needs to maintain and clean up the old hospital site - mostly by keeping it mowed. Also, this site is ripe for development - why is the hospital district holding on to it?		4	
5	Hard to love places on the map, Always room for improvement, keep a open mind to all.			
6	Better enforcement of property use. No junk cars, yards kept cut, trash picked up on private property. Better code enforcement.			
7	Additional Lighting throughout town could be used.			
8	We should promote the use of the Civic Center to include programs, seminars, educational programs, etc. The Center needs to have upgraded wifi capabilities and a technology package to accommodate the use. Also, TAMU is 25 miles away and has many outreac		1	
Ideas and Suggestions				
1	Pet owners should keep pets on leash, not let loose. Animal control sticker / fridge magnets should be provided to residents.			
Places I Love				
1	a great marketing tool and useful facility for a city this size.		1	
2	Love this area of town.			
1	Love the Civic Center!			
3	Love the Library!			
2	Love this area of town too.			



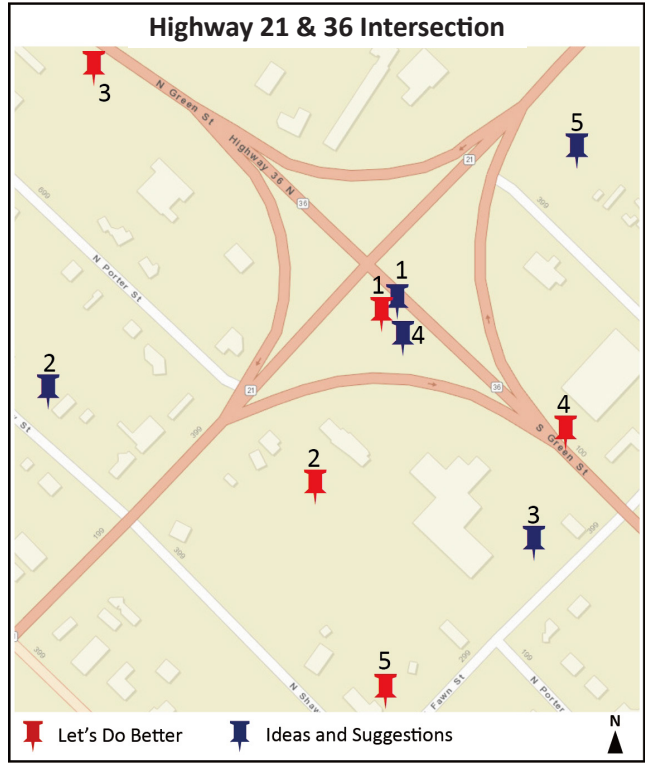
Pinned Comments in Highway 21 Southwest Area			
Let's Do Better		+	-
1	This area needs improvement.		
2	Increase traffic enforcement. ie: speeding vehicles.		
3	Drainage needs improvement and streets need repaired. So uneven- seems like riding horse erosion bad in some areas.		
4	This side of town has been negligent for years. No curbs, bad streets, no city ordinance enforced regarding mobile homes. There are historical house on this side of town also falling into disrepair.	2	
5	Better traffic enforcement entering the city on Hwy 21 or add a traffic light at the hospital to slow traffic.		
6	This area could be improved.		
1	This area of town needs improved.		
1	This area of town needs improvement	1	
Places I Love			
1	Love this area of town.		



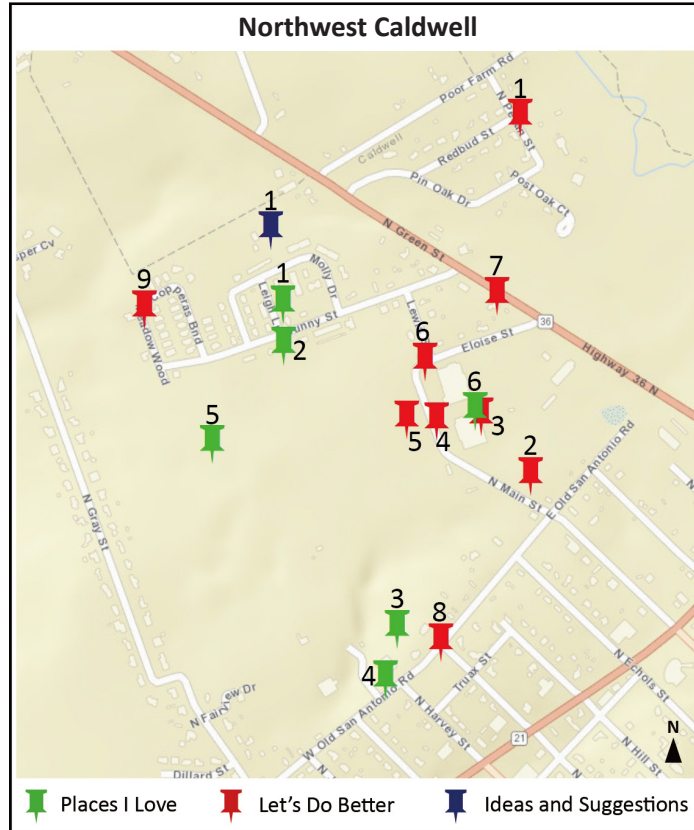
Pinned Comments in Highway 36 Southwest Area			
Let's Do Better		+	-
1	Entrance into Caldwell from 36S looks rough. (PS47)	1	
2	Clean up 36. So much trash as you drive in. Makes Caldwell look bad. (PS75)		
3	Clean up areas on Main St. 36S entering town. Plant trees along Hwy 36 to block older and uncared for homes. Bushes? Signs to downtown. (PS81)		
4	Terrible first impression while entering Caldwell.		
5	The streets Fir & MLK formerly known as Holly are not wide enough for traffic that will be driven in from the new residents living in the apartment complex. The homes are too close to the street and need to follow city setbacks in order for the roads	1	
6	This area of town needs improvement.		
6	This area needs improvement		
Ideas and Suggestions			
1	The SH 36 corridor through Caldwell is unattractive and gives a poor image of the city to visitors traveling this route. I suggest screening requirements for businesses along SH 36 and SH 21 to improve appearances.	4	1
1	I second this.		
2	In addition to the idea regarding the archway on Highway 21 coming in from Bryan, I would like to see the train bridge beautified to match/complement the entrances.		1



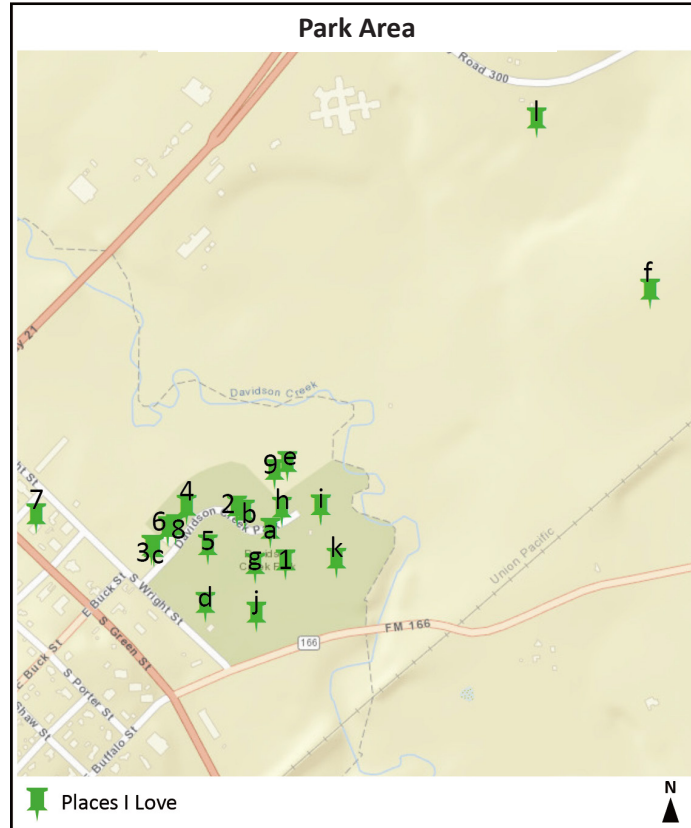
Pinned Comments in Industrial Area			
Let's Do Better		+	-
1	Sell business locations that not being used. Bring in useful business and jobs.	1	
Ideas and Suggestions			
1	Expand recycle center if possible, I know recycling is a major issue everywhere.		
Places I Love			
1	Love Caldwell! It is irrelevant to what places are on the map. You are not in big city.		



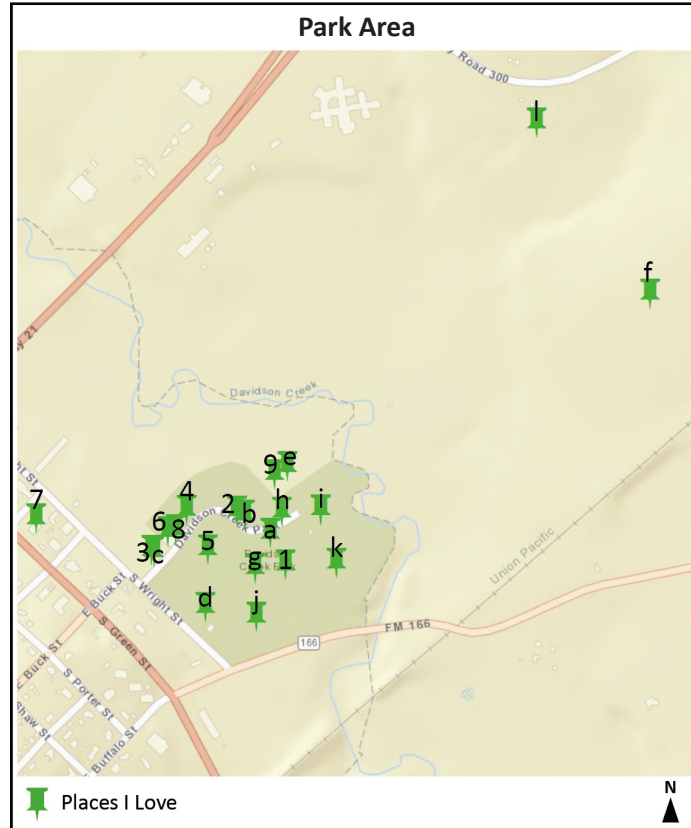
Pinned Comments in Highway 21 & 36 Intersection			
Let's Do Better		+	-
1	Dangerous intersection for the amount of traffic.		
2	The location of our McDonalds needs to improve.		
3	Terrible first impression while entering Caldwell.		
4	Can the lawn mowers being repaired be stored somewhere else besides at the busiest intersection in Caldwell? Perhaps move them to the rear of the building along with the open mechanics garage.		
5	This area could be improved.		
Ideas and Suggestions			
1	Need a real visitors center on the highway. Bring a brew pub to downtown. Look for artist to set up shop in downtown. High speed internet.		1
2	This area on the NW quadrant of the SH 21/SH 36 intersection is an economically depressed neighborhood, but it is in a prime location for commercial development in the future. The City should consider an acquisition program to consolidate properties		1
3	I would like better communication between TXDOT and the city regarding construction of more lanes, better signal light sequencing. We need more restaurants located in this area for people traveling through town.	3	
4	I would love to see more restaurants/fast food places come to Caldwell. I know some places require a certain amount of population but we do also carry 2 major highways through town that I think would help.	5	
5	A "welcome" archway over the Davidson Creek bridge would be a way to alert people that they are entering the city of Caldwell.	1	1
5	I completely agree! In addition to the archway entrance, we should consider cleaning up the creek on both sides of the bridge to make it complement the archway, which I have access to facilitate the project.		



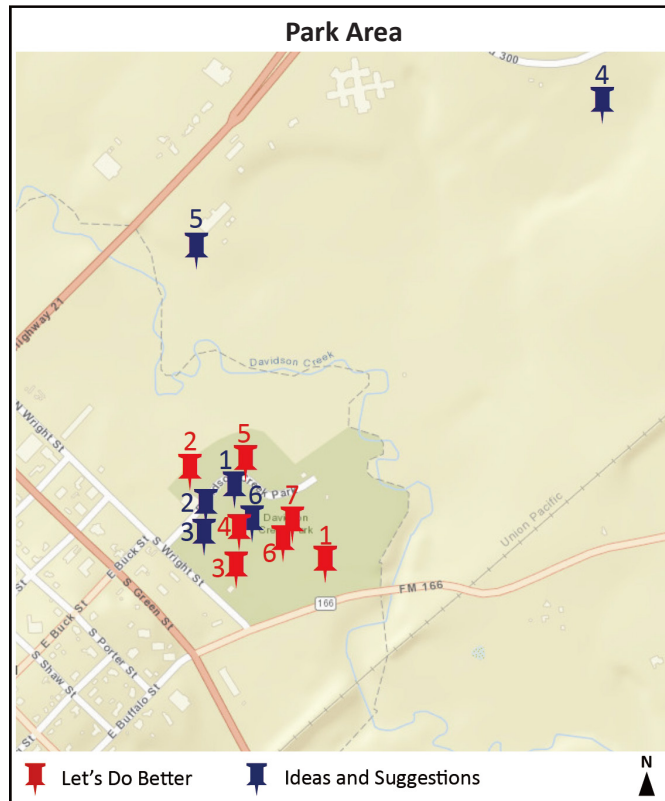
Pinned Comments in Northwest Caldwell			
Places I Love		+	-
1	Likes this place		
2	I love my area (Sunny St.). It's quiet and safe, and conveniently located.		
3	I love my neighborhood and the location of my church (St. Mary's).		
4	Love St. Mary's church.		
5	Nice residential area.		
6	Love our stores.		
Let's Do Better			
1	Area needs improvement.		
2	Brookshire Brothers is too expensive. Get HEB.		
3	Walmart-need bigger, updated Walmart.		
4	Can be better.		
5	Look at other areas for outdoor activities like walking and bicycling. Possibly add bicycle lanes on some street.		1
6	Needs improvement.		
7	In front of Walmart dead space. Bring in business or expand grocery stores. HEB!		
8	This area of town can be better.		
9	Almost finished homes on Copperas Bend, untended.		
9	Poorly designed detention pond/pillway.		
Ideas and Suggestions			
1	Widen Hwy 36 N to make it safer. I live in Chreisman and hate pulling on & off this highway it is so dangerous with all the truck traffic.	2	



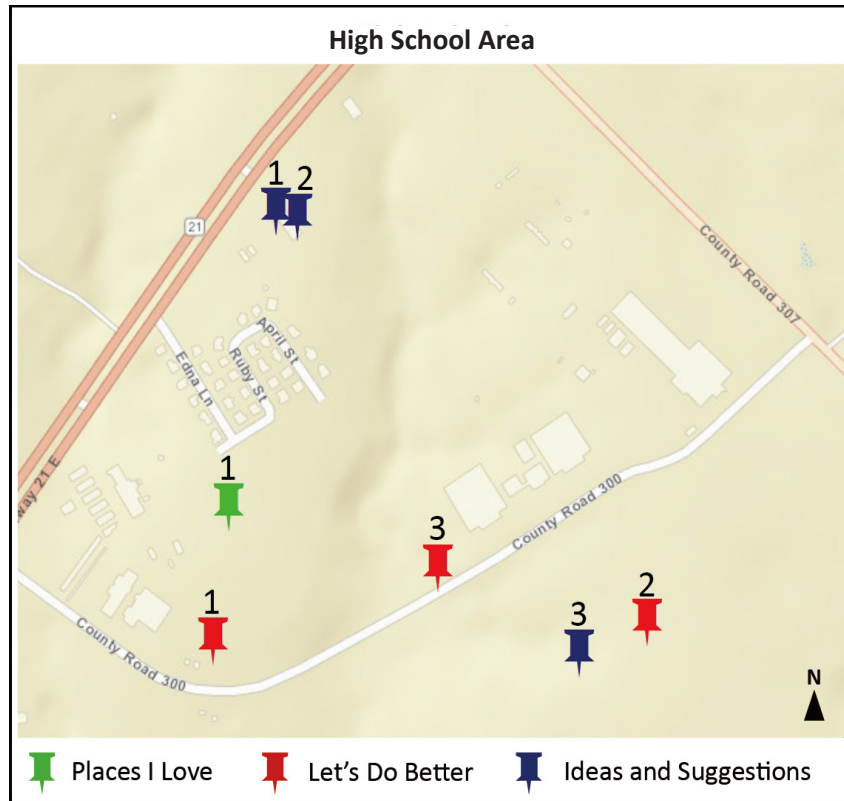
Pinned Comments in Park Area		
Places I Love		
	+	-
1	Love the paved trails at the park. Paving could be improved in some places though. Update signs with maps/add distance markers along trails. Expansion would be great, if possible.	
2	Love this area of town.	
3	I love the open feel of the park and the walking trails that have been provided. I think the city does a great job of maintaining it.	
4	Park well maintained	
5	Love the park.	
6	Love the park.	
7	Loves this area.	
8	Loves the park.	
9	Loves this area.	
a	Love the park.	
b	Davidson Creek Park is a great place for walking.	
c	well constructed - well maintained park; see if you can get the vultures relocated	
c	Love this park for walking and quiet lunch breaks	
d	Love this place	
e	I love Davidson Creek Park and the running trail. It wasn't there when I was growing up and I appreciate a safe place to exercise when I come back to town with my family.	
f	I love our park!!!! Awesome for such a small town! Miles of trails! So well maintained!!!!	2



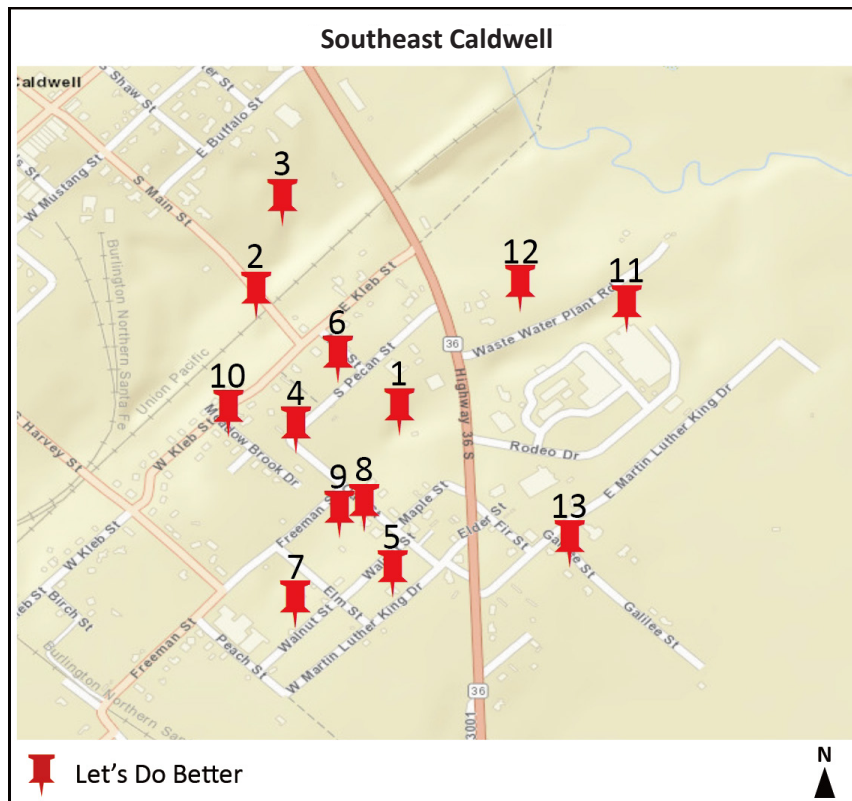
Pinned Comments in Park Area			
Places I Love		+	-
g	I love Davidson Creek Park. It is a wonderful place to walk and has many options for recreation. We are so fortunate to have this park in Caldwell. I feel that we also need more neighborhood parks.		
h	Keep up Davidson Creek Park.	1	
i	Love Davidson Creek Park	4	
j	Love this park in town.		
k	Great area, I hike there 3 times a week.		
i	Love this area of town.		
l	Love the parks		
2	Love Davidson Creek Park!		
i	Love this as well.		



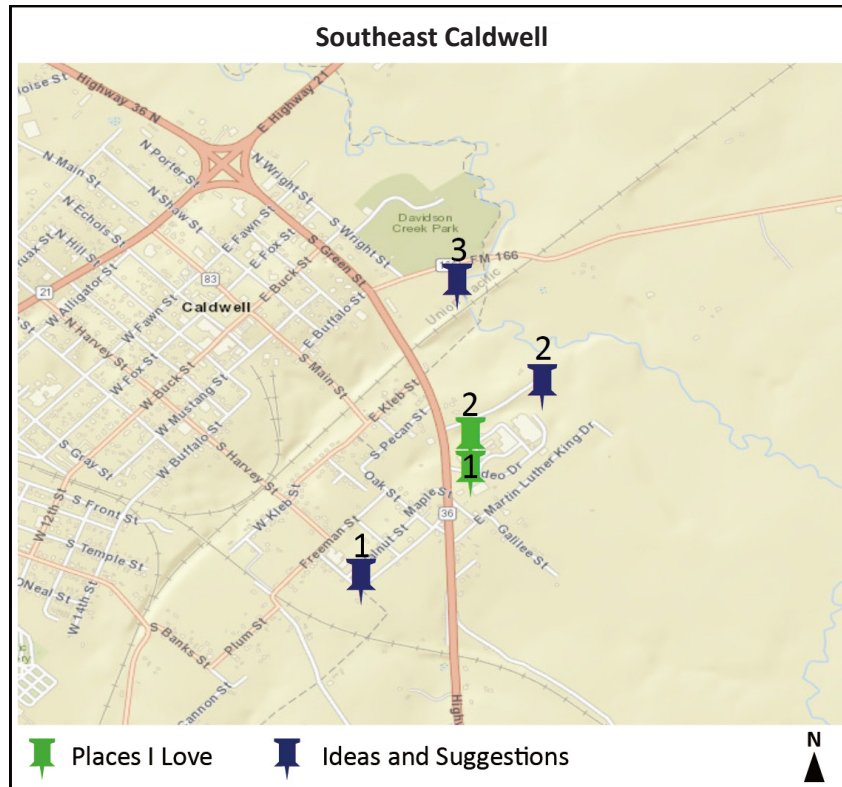
Pinned Comments in Park Area		
Let's Do Better	+	-
1	We have a great park but it needs improvement. 1. control vultures, 2. Fountain aerator inoperable, 3. floating nesting island for ducks.	
2	Would be nice if kids could play under tents at the park so they don't get burned.	
3	Can be better.	
4	Davidson Creek Park could be expanded to offer more.	
5	Parks, pools, fields, improve for childrens play and activities. Aquatic center open to public. Better splash pad. Too much flooding with sports. Conserve/channel energy.	
6	Love going to the park, but it needs some major improvements to the splashpad and playground.	
1	I love the park and all it brings to our city; however, the equipment needs updating and it is starting to feel its age... I hope we can update the park as it is such an asset to our community!	1
7	"Redevelop the courthouse square to an inviting interactive space that will Attract locals and visitors to spend time and \$ downtown"	
Ideas and Suggestions		
1	If Davidson Creek could be controlled, a river walk with restaurants.	
2	The Davidson Creek Park can have more equipment to play on.	
3	Add a municipal pool that is open to everyone.	1
4	Develop a Park & Ride lot on the City property and work with Brazos Transit District to give students & employees at TAMU or Blinn an option for better transportation into BCS. This may also allow food trucks to service potential customers here	1
5	Having a dog run where we can let dogs off their lease would be great.	1
6	Love Davidson Creek park, but can be better.	



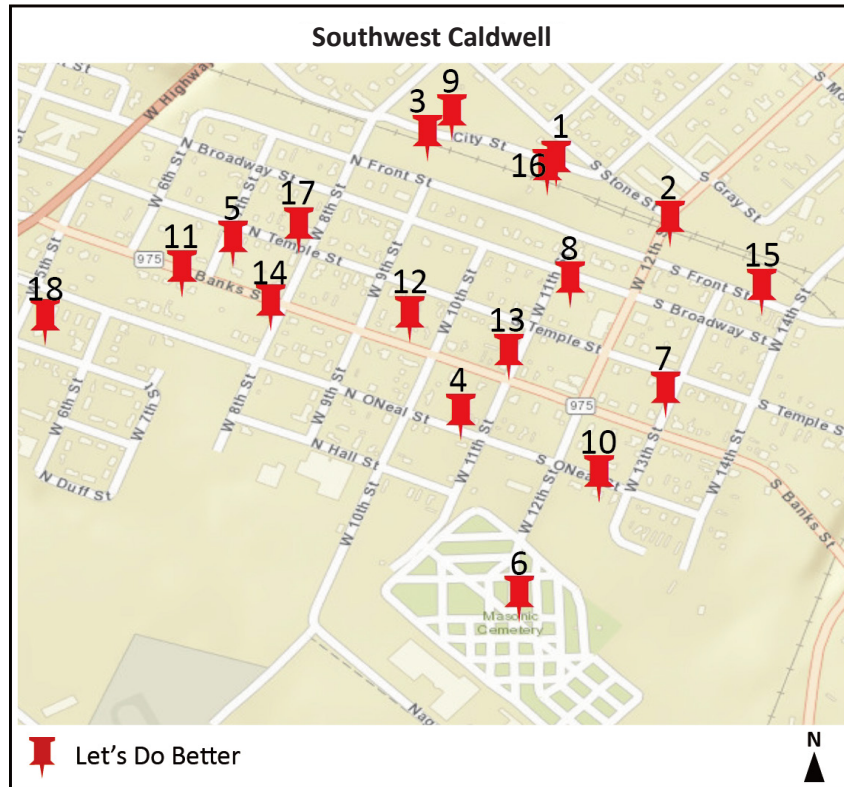
Pinned Comments in High School Area			
Places I Love		+	-
1	Love this area of town.		
Let's Do Better			
1	Widen the roads in front of the elementary and intermediate schools		
2	Arrowhead Farms is great, but let's incorporate Caldwell ISD's school into the city limits. (Unable to comment outside of the city limits).		
3	Support kids more.		
Ideas and Suggestions			
1	A "welcome to Caldwell" sign or matching structure to the one already at the four-way light to alert people they are about to enter Caldwell.	1	1
2	Investigate the use of CISD parking lots for temporary parking during large TAMU events. Provide bus transportation to and from the campus similar to the way Bryan does in their downtown. Consider adding RV hookups for use during these events.	3	1
3	Add sidewalks on CR 300 to give students from the new subdivision a place to walk safely to school. (Same comment applies around all schools in the city.)	4	
1	Agree, and erect the sign to compliment an archway/architectural element at the Davidson Creek bridge to continue the flow into the city and to peek interest in people driving through.		



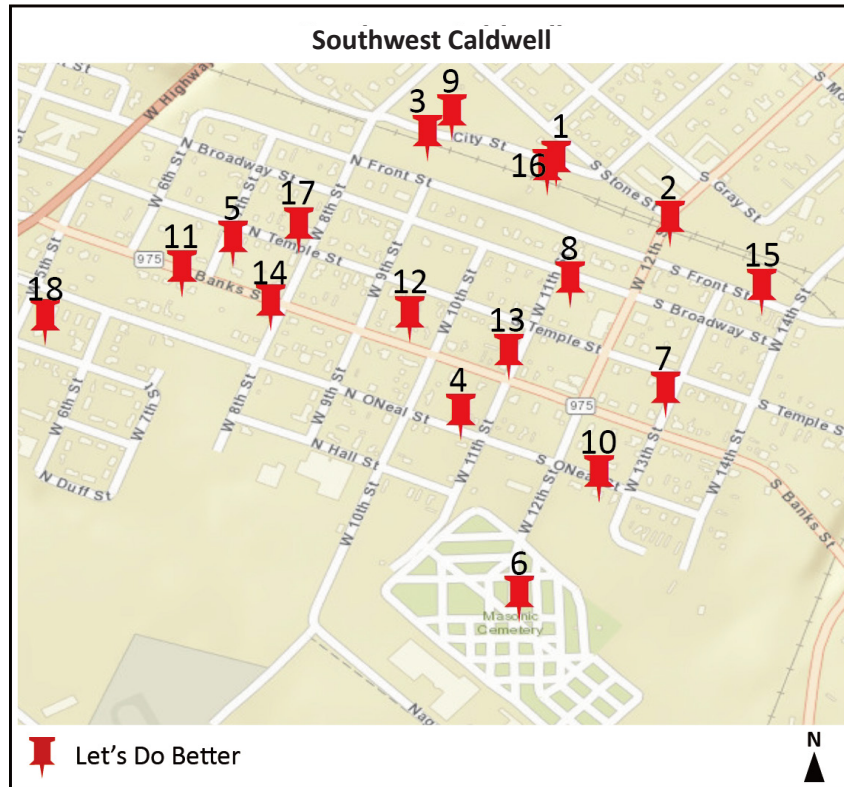
Pinned Comments in Southeast Caldwell			
Let's Do Better		+	-
1	Does not like this area.		
2	Street needs improvement.		
3	Update		
4	Needs improvement.		
5	Area needs improvement.		
6	Needs improvement.		
7	The park and other recreation areas in Freeman Community are minimal and unappealing. Greater attention to recreational activities in this area are needed.	3	
7	The park does need to be updated.		
8	This area of town needs improvement.		
9	The park in this area has not been touched in years. The children in this area need this park to be upgraded so they don't have to cross a major highway to go to Davidson Creek, which can be unsafe if the younger ones try to cross the highway incorrectly	1	
10	Roads in this area need to be repaved not just patched. New homes are being built in this area that should help increase the value of the area which should aid to the roads being fixed correctly not just patch work here or there.	1	
8	This area needs improved.		
11	Area needs improvement.		
12	Larger and nicer expo center.		
13	Holly Street is in poor condition and is about to get a lot more traffic from the new apartment complex being built by the fairgrounds. It needs to be widened and upgraded. The intersection with SH 36 will likely need signalization because of the acute	1	



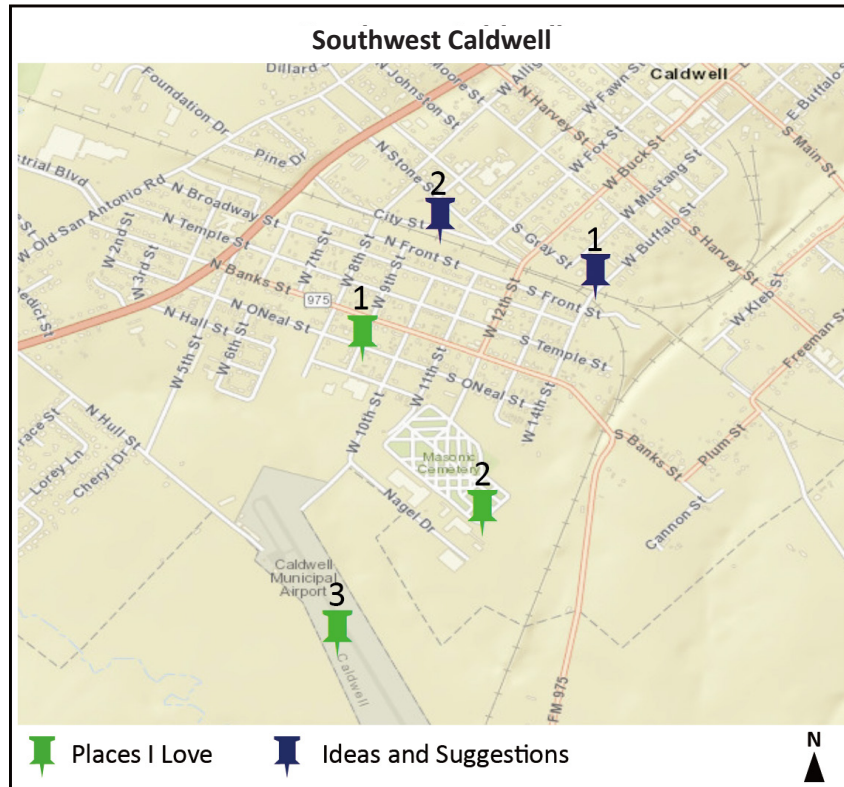
Pinned Comments in Southeast Caldwell			
Ideas and Suggestions		+	-
1	Consider providing a community venue similar to Lincoln Center in College Station that supports the minority population in Freeman Community.	2	
2	Does the City's sewer treatment plant have capacity for additional growth in population? Sewer plants take a long time to plan and build so the City should be looking ahead. If capacity is a limiting factor to growth, it should be addressed before	1	
3	Develop a policy requiring developers to give floodplains to the City to protect drainage pathways and for use as greenways, linear parks, trails, public golf courses or other uses.	2	
Places I Love			
1	The Burlison County Fair is well done and brings a lot of people into the community.		
2	The area has been cleaned up but I would like to see better mowing and care taken of this area by the city. It is our entrance form the South of Texas. Better housing needs to be added and maybe community out reach to remodel substandard housing.		



Pinned Comments in Southwest Caldwell		
Let's Do Better	+	-
1 Improve this park area	1	
2 Fix RR Crossing on Buck St.	1	
3 Would be nice if kids could play under tents at the park so they don't get burned!!		
4 Area needs improvement.		
5 Area needs improvement.		
6 Area needs improvement.	1	
7 Area needs improvement.		
8 Broadway, Temple, Banks side of town needs cleanup, better drainage, trees cut off electrical lines. Better up keep.	1	
9 Improved athletic facilities here and elsewhere around town would encourage greater participation and potentially allow tournaments to be held in Caldwell.	1	
10 This side of town has been neglected for years. No curbs, streets needing repaired, and no city ordinances enforced regarding mobile homes and abandoned houses. There are historical house on this side of town also.	3	
11 Banks Street needs work because it is horrible to drive down with so many bumps, going the speed limit can send you airborne if you hit them just right.	2	
12 Most residential areas of the city do not have sidewalks which forces walker onto streets. Undertake a sidewalk program that makes pedestrian mobility easier and safer.	2	



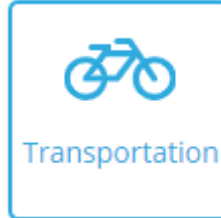
Pinned Comments in Southwest Caldwell			
Let's Do Better		+	-
13	Most residential areas have few or no streetlights. Additional lighting would greatly improve safety for residents and traffic.	2	
14	All of banks street has bumps and divots in the road	1	
15	Better streets and drainage. (PS8)	1	
16	Better parks for kids to play all sports on. (PS8)	1	
17	This area of town needs improvement. (PS9)		
18	I feel like this area could use improvement and since it is right off of the hwy, Caldwell could update that are.		
11	Banks street needs improvement. (PS19)		
10	This area of town needs improvement. (PS29)		
10	This area needs improvement. (PS25)		



Pinned Comments in Southwest Caldwell			
Ideas and Suggestions		+	-
1	I'm not sure what the old building is at the corner of Mustang and Gray, but it seems to be a candidate for conversion into an entertainment venue (music, food, conferences) with local historical flare. This would help build up this side of the City.		
2	Would love to see this park given a facelift. It's within walking distance to many families and would be a great asset if given some TLC	7	
Places I Love			
1	Love this area of town.		
2	Love the masonic cemetery.		
3	Love the airport!		

Activity 2: Idea Wall

Similar to the section above the data resulting from the idea wall will be made up of very similar sections that pay respect to the categories of origin.



Transportation			
S.no.	Comment	+	-
1	We have no public transportation.		
2	Due to the number of big truck traffic would like to see Hwy. 36 north be a two-lane from 21/36 intersection to walmart. Many near accidents have occurred near Jackie's café.		
3	Not needed except for emergency issues. More red lights on 21 should be addressed at hospital, between 975 and main to slow traffic.		
4	Ha! Ha! Ha! Y'all can't even put in sidewalks or have the state put in sidewalks so people can safely walk down 21&36. Joke!!		
5	The road down OSR needs to be fixed.	1	
6	Improve roads city and country wide. Industrial area and county fixes paved roads with gravel.		
7	Traffic flow is good.		
8	Traffic flow seems smooth just congestion around school red lights.		
9	Getting around Caldwell is easy with access to the highways. Grid system streets make communities/cities easy to navigate and encourage tourism. Fight the urge for new development/neighborhoods to have cul-de-sacs/ curved roads/dead ends.		
10	No public transportation offered.		
11	Highway 36 N to 4 lane through town.		
12	3 lane roads.		
13	Traffic through the city can be overwhelming at times. Possibly add a route around the city that limits could help with traffic congestion.		1
14	Have taxi. Heavy traffic on 21/36 but we want to keep our travel routes for the city. McDonalds entry is a place where accidents are waiting to happen. People go over two lanes to get drive through.	1	
15	More parking for the downtown area. Workers do not use downtown parking.		
16	There is no public transportation.		

17	Update streets. New asphalt top on main streets.		
18	Fix county road 316. Worst county road in town.		
19	As Caldwell grows, I see the need for small bus or some other type of small vehicle transport around Caldwell and too and from BCS area.		
20	Need more routing for traffic especially Hwy 21 W also traffic lights.		
21	One Caldwell taxi. Allow Uber to work area (more jobs). School buses routes are limited (won't go down N. Gray St. 3/4 mile long road). Rental scooters for teenagers downtown? Shuttle around town or to BCS 2-3 times a day.	1	
22	Close watch of traffic growth and approach before the need greatly arises.	1	
23	Greyhound bus connection. Better roads. Already have plenty of speed traps.		
24	We need a traffic light at the intersection of Hwy 21 by the swimming pool road.		
25	What transportation?		
26	Do we have a taxi service?		
27	Sidewalks so people can walk along Hwy 21 & 36 to area businesses- Walmart, Tractor Supply, Poppa G's.	1	
28	Advertise available transportation for the public and prices.		
29	We are good.		
30	Street conditions? Enforce traffic laws throughout city business areas and neighborhoods.	1	
31	There appears to be more people walking to their places of employment along Hwy 21. Should we consider a mini-shuttle with stops around town?		
32	Need more taxi type service for people who don't have a way to go to doctor, get their groceries, etc.		
33	More public transportation to assist elderly.		
34	Public transportation for elderly.		
35	Van service for community to Rellis Campus, doctors appointments, and Caldwell shopping.		
36	Highway 21&36 are both very busy and heavily traveled. Consulting with the THDpt. to make sure traffic remains manageable is important to city. Emergency services are a top priority as well as fire and police dept., rescue, EMT, etc.	1	
37	I understand hard to do much in rural area. Maybe Uber?		
38	Needed for elderly and for hospital visits, grocery shopping.		
39	Limited options but options are available.		
40	Add passing lanes on Hwy 36, every 3 miles (State)		
41	What transportation?		
42	Fix pot holes.		
43	Many 18 wheelers are coming through downtown Caldwell. They especially keep Moore St. torn up. Couldn't they use one route and the companies sending them pay more road maintenance (railroad and woodson)?		

44	To and from work, for elderly to get to doctors offices here in Caldwell or dentist so they can be independent living at home.		
45	A loop or bypass that we are engaged in developing.		
46	Public bus.		1
47	I would love to see additional walking /bike lanes to promote outdoor exercise!	1	
48	21 and 36 intersection is busy.		
49	Better roads,		
50	Roads need improvement bad.		
51	Public transportation for the elderly would be useful. Trolley system might be nice too. I love and like the transportation service at fair time.		
52	Need public transportation for access to shopping and medical facilities.		
53	Very limited right now.		
54	Shuttle service by bus city-wide and by taxi.		
	Personal auto and company auto.		
55	Okay.		
56	Public transportation needed for elders		
57	Okay		
58	The west side of town over the railroad tracks, need curbs traffic signs at proper height and zoning laws enforced.		
59	We could have a shuttle on a smaller scale of Bryan/College Station or even to there. The resource center is a godsend to for folks. Other than lyft, uber, or taxi's.		



Housing			
S.no.	Comment	+	-
1	Not enough housing options.		
2	Investigate the use of Community Development Block Grant funds for grants/loans to homeowners to renovate their houses. I think College Station has been doing this for years.		
3	Provide affordable housing subdivisions.		
4	More affordable.		
5	A touchy subject. New houses, not apartments can be a draw and a hindrance?		

6	Decent housing for our elderly, disabled and economically disadvantaged. I bet none of you have ever been inside those slums. Most are roach infested.		
7	Our property taxes are high for not having much in the town, rent is expensive.		
8	The new house subdivisions are a benefit to our community.		
9	Rental housing is a need.		
10	Housing is a process- or so we can hear- we certainly need more houses for families- medium range.		
11	Not many options for housing.		
12	Bulldoze down the motel for \$35 place- makes town look bad. All apartments need a major facelift.		
13	No issues.		
14	More affordable housing with the possibility of lower property taxes would help.		
15	Stricter rules enforcing sheds being built randomly in backyards. Tighter standards on trailer homes/manufactured homes.		
16	Very little housing- not affordable.		
17	Specified senior independent living area. Small new subdivisions near town.		
18	More needed.		
19	More housing would help.		
20	We need public housing for poor people. More units available. We just have a few units.		
21	Affordable. All houses are maintained by law.		
22	Follow trends in area and be ready to accommodate the population.		
23	Need more nice neighborhoods.		
24	Our elderly population continues to grow. I see current and future needs for assisted living housing. Of course we need more areas for home construction but do not need to concentrate building in areas that will cause extreme traffic congestion.		
25	Not enough. Is expensive, over taxed, and limited. Few affordable rentals that are advertised properly. Small homes, outdated are expensive. High taxes with not enough give back with community stores or options. NO/little entertainment options within neighborhoods or community. Bring backyard beautification awards.		
26	Need the housing projects for home and smaller electric bills and gas bills.		
27	Good housing, affordable probably not enough rental properties.		
28	We need more fair affordable housing.		
29	Zoning and planned communities. Affordable single dwellings.		1
30	Please do not bring in apartments or housing on Buck St. It's awful and junks up that whole area.		
31	Poor housing that is unsafe with no zoning for neighborhoods that allow for emergency care by emerging medical care.		
32	Not enough housing in Caldwell. We need more apartments, condos, and small homes. We need affordable, new, government housing where rent is based on income.		

33	We are good.		
34	Plan for more rental property for city growth.		
35	More affordable housing. Not just HUD and Section 8.		
36	Affordable whether for rent or to buy better way for people to get loans cheaper rates require less to be put down.		
37	Some of the housing should be reviewed and updates. Motels/housing near Texas across from Groce's gas. These are along Hwy stops. There are not enough apartment complexes which are updated with modern appliances-style. Code enforcement of "junk" yards in residential areas.		
38	Reasonable housing for families that have a resident and plan to be lifelong resident without losing home because of high taxes.		
39	More restriction.		1
40	Must be affordable and ample, but not overbuilt or a glut of apartments. "Balance"-zoning restrictions perhaps? Low rates for city services: water, electrical, etc. Taxes.		
41	Multiple options but need to be utilized.		
42	Options for different price points would be good to see. Seems like the "starter homes" are needing repairs or homes are \$300,000. Tough market.		
43	Good.		
44	Be different and keep the subdivisions away and add to the houses no city blocks to keep a small town feel.		
45	Abandoned structures (houses,etc.) should be torn down. Adequate housing exists, unless we get more growth in our economy.		
46	More restrictions on types of housing and maintenance of property.		1
47	More affordable housing.		
48	Invest in trees/plants and gardens around low income area for beautification. Utilize Rellis and HS students to do repairs for handicapped, elderly establish old business as safe haven for orphans old enough to work off rent.	1	
49	Affordable.		
50	Need another subdivision with homes larger than 2300 sq. ft. More of a custom home neighborhood.		
51	Housing prices, other than the newer subdivisions, are high in comparison to homes of equal size and condition in neighboring towns. I am excited that new subdivisions are going in, and I am hopeful that it will start to change the market some to make living in Caldwell more affordable.	1	
52	Demand for Residential property is a good sign and adds spending to the local economy which will stimulate growth and new opportunities in the local business sector. As demand goes up, so do prices, until supply catches up.		
53	I feel like the overall housing prices are somewhat high in comparison to other cities of our size. It is great to see additional subdivisions and it would also be great to see more rental homes in the area.	2	

54	I do think it is concerning that 39% of families are spending more than 30% of their income on renting when it could be spent elsewhere in Caldwell for other needs that would help our economy as well.		
55	More rental housing is needed.		
56	More affordable housing is needed.		
57	Need more housing		
58	Affordable housing is already in the works but has to be continuous.		
59	Looks like we are getting there thanks to stylecraft and others.		
60	Need more housing for lower income families; \$150k - \$180k. Single family homes, not apartments where no one is responsible for their property.		
61	Need more affordable housing for younger families.		
62	This is getting better.		
63	Very diverse, homes do not get taken care of cosmetically and yards are unkept visually poor.		
64	Available to all workers, their family, short and long-term stays.		
65	Like as is - great.		
66	Need more affordable single-family housing, need a dependable back up electric system to help avoid all the outages we continue to experience.		
67	Improving.		
68	We are now bringing in subdivisions that are really needed, hopefully there will be more to come.		
69	More affordable apartments and homes.		
70	There are too many mobile homes mixed in residential homes, decreasing property values. Too many abandoned our housing needing significant repair.		



Environment			
S.no.	Comment	+	-
1	Clean up areas known for drug activity. More street lights are needed.		
2	Green up the city. Plant border trees to soften some of the industrial/commercial sites.		
3	Improve overall appearance along major highways 21&36. Make more inviting for travelers to stop at fast food restaurants and other businesses.		

4	Cleaning every neighborhood will draw to new residents. A neighbor's junk yard kills the sale of any property. Recycling plan. Keel new businesses away from the 21/36 intersection simply for safety issues.		
5	Our community needs more accessible recycling facilities and the need to recycle things like plastics and cardboard.		
6	Good thing the schools have some activities and there are sport clubs for kids. Caldwell is dull, boring, and caters to its friends of friends.		
7	The environment in Caldwell is one of security and safety! Appreciate our small town atmosphere and cultures!		
8	Some sewer lines have problems with back up- in the city area. Town entrance area is attractive.		
9	Mowing in city limits needs improvements.		
10	No issues.		
11	Work on facelift throughout the city. Improve livability and create a more inviting appearance.		
12	Good environment. Nice clean town.		
13	For my living area, again forbid loud mufflers and fast driving in subdivision. Unsafe for people walking. Better marking on streets of Hwy 21. Some streets do not have a sign.		
14	Abandon cars are removed from city streets. Real estate (houses and lots) are maintained.		
15	I feel safe in Caldwell. I don't worry about any gangs.		
16	Make sure al industries, are playing by the rules.		
17	Needs to be cleaned.		
18	I think that the city father should strive to maintain drinking water standards and clean air. Garbage pickups and sewer disposal should be expanded and updated as the city grows.		
19	Park smells like sewage, low areas, ditches smell the same. air quality ok for being a "bowl" and allergies usually high fall/spring. High or major issue with shifting land/ foundations for homes and building businesses. Seems unnatural.		
20	Chicken fertilizer plant is anything can be done. (The Smell)		
21	More clean up. Enforce ordinances. City landscaping. No dumping. Recycling.		
22	I love the beautiful environment here.		
23	Improve drainage areas.		
24	Would like to see better recycling including plastics and cardboard.		
25	Keep it conservative. Education needs to be made a priority. Hate all the ugly buildings @ 21&36. The mainstreet entrance make it a little better- but it could be beautiful.	1	
26	Limit oil well flares- they can be eliminated- eye sore on the night sky.		
27	Green belts and parks for families with clean water.		

28	We need a trash recycling center for city residents, in-town area, or just outside of the city limits. We need improvements in electrical transformers or replacement of old electrical system.		
29	We are good.		
30	Need comprehensive city codes and enforcement.		
31	Mosquitos can be a real problem. Years ago Caldwell had trucks drive around town spraying to keep them under control. I know there are neighborhoods in Houston that still do that. Considering the very real health hazard of mosquitos I wish our city would at least check into a way to control them.		
32	Clean. Good water and sewer treatment.		
33	Parts of Caldwell need to be cleaned up. Brushy tree limbs hanging on the street stop signs clearly, seen better drainage, people to keep their property clean.		
34	Public water has too much toxic chemical that I have to question on how much longer it will be safe for public use!		
35	Good.		
36	Mandate oil companies to plant trees in between roads and oil/gas tanks. Maintain rural roads-better cut down dust and car problems.		
37	City is clean and attractive. Must be diligent to keep that way. Recycling program is needed if not prohibited.		
38	Main, Buck, and Gray St., along with the country club are not the only places people see. It seems a lot of attention is lacking for anything west of the railroad tracks. Caldwell is a beautiful town, but the care is lacking. The new city administrator Camden is doing noticeable improvements and would like to see this continue.	1	
39	Please keep Caldwell the quiet small town atmosphere.	1	
40	Great community spirit and support, safe & slow pace if you want to retire here but you can still have your own independence.	1	
41	Overall good. Some good, some could clean up to make our city give a better image.		
42	Need to keep up with our parks and roads. The barrier under the railroad bridge has been damaged for months. The taxes are high and needs repair. Some roads need repair as well.		
43	I don't see much change in our environment.		
44	Sewage pump station updates.		
45	Spray for mosquitos.	1	
46	The city trash services are good and recycling is available. However, having a more accessible recycling drop off would be helpful.	2	
47	Recycling is great; but a lot of news sources are saying most recycling ends up in a land-fill anyway. I think it would be great if the city or a business could offer free composting drop off. If you drop off compost materials (veggies and fruit), you could pick up mulch as payment.		

48	True that a lot of recycled items never make it into the recycled stream of materials. One area where this is different is metals. This area does not have an effective metals recycling business and there is a market for it. Drive through town or in the immediate countryside and you will see an abundance of items which are recyclable.		
49	There should be more code reinforcement in environmentally detrimental items sitting in yards like junk vehicles and tires being dumped.	1	
50	We should have an option for our city to pick up recycling.		
51	Slower traffic than town highways 36 and 21.		
52	Seems okay,		
53	Properties should be kept clean. Rodents and diseases should be kept at a minimum. Property owners should be held accountable.		
54	Highway 21 west of the Railroad.		
55	Environment is great.		
56	I understand from a study by Texas A&M that water quality downstream of Davidson Creek is very highly polluted. Is the cause our waste water treatment plant?		
57	We should be tidying up more.		



Facilities & Parks			
S.no.	Comment	+	-
1	I love Davidson creek park, like the updates that have been done.		
2	Develop policies requiring developers to dedicate land and/or money that will be used for parks.		
3	Good.		
4	Keep city parks well maintained.		
5	Not needed until other issues are addressed. Need a public recycling center or notice of a current on which is unknown to most citizens.		
6	The playground equipment at all the parks need updating. Sun covers for equipment to protect from weather. And not sunburn kids!!		
7	The original city park needs an update and needs to be pampered just like Davidson Creek Park.		
8	Needs improvements to ballfields if we ever want to hold competitive sporting events.		
9	I think we need more baseball parks, soccer fields, tennis courts, etc.		
10	Great! Things for kids: bowling, skating rinks, movie theatre are needed. Park needs to get rid of the buzzards if you haven't already.		

11	Needs to build an aquatic center not just a splash pad- similar to Adams Lagoon.		
12	Nice atmosphere when I visit park.		
13	Davidson Creek Park is nice. it could be expanded some. Other areas for outdoor recreation would be an improvement.		
14	Parks are reasonably maintained, would be nice if some were better lit. It would encourage safe use in the darker winter months.		
15	We need more.		
16	Anything that would give teens a place to congregate safely and supervised. (Boys & Girls Club).		
17	Park expansion.		
18	Love that there is wifi at the park right now.		
19	The park need to be open for longer hours.		
20	Develop industrial park, making a walking track close to the curb similar to track at Camp Mabry in Austin.		
21	Need to have more for our youth. Need a real gym in town. It's cheaper to drive to CS than to pay for the tiny one here. More is not here, its out of town.		
22	Currently, Caldwell has a city park that meets and exceeds the needs of the community. Of course as the city grows more parks will be needed.		
23	Outdated, limited pool too expensive \$300-\$500 for membership through 3 months for poor quality pool. Splash pad ALWAYS BROKEN. Country club membership is also \$200-\$400 and small area. Rent unaffordable for land, building to bring more activity. No community clean help, or yard maintenance. Fields for sports not maintained or managed.	1	
24	Great parks		
25	Nice facilities for sports and enjoyment. Bicycle lanes on roads.		1
26	Great park!		
27	Love the park- need more flowers; dog park; and love the bathrooms at the park. Need a sign at 21&36 to announce the park.	1	
28	Need: more parks for kids and recreation for adults/families.		
29	Improve current parks and make bathrooms available with concession stands to make the parks inviting.	1	
30	Update playground at Davidson Creel Park- including splash pad		
31	Good and getting better. A great improvement.		
32	Need more		
33	Swimming pool. Playscapes for kids.		
34	Very good park system for a city of this size.		
35	Summer activities for youths. Minority youth go to other county for swimming.		
36	More activities for people young and old.		

37	Davidson is great-love the upkeep. Would like to see the old central park renovated with fresh paint-lights-beautiful flowers. It's part of our heritage. Keep the equipment but make it a family attraction.		
38	Securing our kids at the parks.		
39	Need several community garden areas- use mulch from tree pick ups. Have large indoor location for people to drop off reusable goods and aluminum cans.		
40	Good.		
41	It is 2020! Where are the black/brown faces in the volunteer fire department, city office staff, and the city/school community swimming pool.	1	
42	Positive marks for parks-convention center. Churches are a local support for many people- a big plus.		
43	Much improved. More need for the youth.		
44	Pleased.		
45	Keep up with them and cleaning and maybe some games.		
46	Put more emphasis on schools. Add trees to the existing park. Add internet towers for better reception.	1	
47	Love the areas to walk at. Davidson Creek Park and the area by the city warehouse.	1	
48	Davidson Creek Park walking trail in the back needs to be cleared better. Too many areas where walker/runner is unseen.		
49	Area for skating or skateboarding. Dog park.	1	
50	Dress up downtown sidewalks and planters. BetterBlock.org	1	
51	Not enough.		
52	Davidson Creek Park is great! Always well maintained and clean.		
53	I would love to see a special needs area at the park for children who are medically complex, or have disabilities. The one handicap swing at the park is great, but with 13% of our population being disabled, I would love to see more options. There are many special needs play equipment that can be utilized by special needs children as well as average children. If we are aiming on growing our community I think this is an area that could be improved.	4	
54	With 74% of our pop. being under 18 (children) and parents (25-64), we need more parks to serve the families living here. Davidson Creek Park is a great park, but it not easily accessible by walking. We have parks that seem neglected, like the park next to the tennis courts. The city maintains a tiny play area in the Copperas Hollow subdivision that never gets used. It would make sense to move this equipment to another park. The city could conduct a survey/study on where to put more parks.	1	
55	Also, it would be nice for the splash pad in Davidson Creek park to be in working condition and offer earlier times in the day when not so hot. I think many parents would a covering on the playground as well as a rubber surface instead of sand. The city or community members could apply for grants like Kaboom, to update playground areas throughout the city.		

56	City looks great! Davidson Creek Park is always immaculate.		
57	Freeman park needs an update.		
58	Need more to offer for young kids.		
59	Water pad (covered, bigger, better)		
	Little league parks		
	more parks around town in different neighborhoods		
	YMCA for all ages.		
60	Need more parks in neighborhoods. Need not be large, but room for picnics and half court basketball.		
61	Caldwell has a nice city park, we visit almost three times per week, walking trails are nice, maybe some art and sculptures could be added!	1	
62	Like the Davidson Creek Park, it looks good.		
63	Keep maintain, clean, have supportive activities, events and occasions. Interaction with any interested residents.		
64	Wonderful Park!		
65	Davidson Creek Park is a good start.		
66	Park is tended by a great crew. Why not have the aerator? How about a floating bird nesting area for ducks and geese, perhaps a boy scout project.		
67	Kept up today, in good repair.		
68	Adequate for current demand.		
69	Better than average for a community our size.		
70	I believe a sports complex will be very helpful in growing our city and bringing in people from other communities. This would boost sales taxes, help our local businesses. A theater, bowling alley, and entertainment of any kind would assist our city in a special way.		
71	There could be improvements to the park, I enjoy walking there.		



Community Vision			
S.no.	Comment	+	-
1	We need to be open to growth.	1	
2	Need to bring more businesses like grocery store that carries good produce.		

3	I love our small town vibe NO NEED to put us out there.		1
4	I would like the community to come together and provide a facility to provide services for Special Needs Adults.		
5	I would like to start a Day-Hab facility for handicap adults. We have needed a place for my students to go when they graduate high school for years. Some young people are not able to maintain a job full time in the community and need an outlet for their energy and abilities. We need a place for those that need care during the day and supervision to participate in job skills, life skills, crafts, and entertainment.		
6	We should look into ways to make Caldwell a destination for visitors. The Kolache Festival is one we have now, but other suggestions are educational/training conferences (agriculture, oil/gas, education), athletic events, historic tours through the city and county, public gardens, birdwatching areas, musical events and other similar attractions.		
7	Small town values.		
8	Accomplish growth while maintaining small town feel.		
9	Communication of events in Caldwell seems to be after-the-fact. The newspaper is useless for this. After 5 years of being here, we still never hear of events before they happen, except Kolache Festival.		
10	We need to keep the small town focus. People move here because that don't want "big city". Keep it local and friendly.		
11	Small town appeal- more stores to shop in and to aid prices by competition.		
12	I would like to see our schools and our business community work together to see what kind of opportunity they could provide for technical training. Kids that aren't going to college need opportunities to learn skills that will provide them jobs when they graduate from high school.		
13	Continue to grow but not lose small town traditional events.		
14	Continue having activities for area residents and for visitors as well.		
15	Growth.		
16	Ongoing activities, especially for the children and students. Continue to improve for the children and students. Continue to improve appearance of buildings and landscape. Labor Force.		
17	Plan for future.		
18	More events, festivals, etc. to make Caldwell a "destination". Not much going on to attract visitors or tourists.		
19	Equal support for all businesses that come into town.		
20	It seems that the community doesn't have a vision of what it wants to be.		
21	A progressive, all inclusive community embracing culture, new business and tourism.		
22	The only thing that is sharp is small town community "well" spirit with Christian foundations. However does slow down growth or development. Need to plan businesses to come in w/small town mindset and affordable prices. Most boutiques, shops, stores pricing too high making little sales not lasting long (can't compete with Amazon).		

23	I foresee that Caldwell will become a bedroom community shadowed by BCS. As long as BCS expand you will see an influx of people looking for the ideal place to live and raise their children. Caldwell is that location. Planning: Affordable homes, excellent schools including technical schools, parks and recreation and transportation.	1	
24	Need police watch for all communities.	1	
25	To grow in quality of lifestyle due to city services and growth vision.		
26	We need to let Caldwell grow with more businesses and more money growing places for Caldwell.		
27	Planned growth. Real leadership. Attractive. Good public relations. A sole source as a recognizable voice for Caldwell. Positive attitudes.		
28	Courthouse needs tasteful decorations. Landscaping and lanterns. Wish it wasn't so ag and fair- wish it was more sophisticated.		1
29	More activity needed in downtown area, like a sandwich shop, places to go eat, gift shops, etc. While shopping or working downtown.		
30	Improve hotel and restaurant availability. Town halls for reports on the economy.		
31	Limited needed. Growth only. Keep Caldwell country small town. Improve city services like trash, sewer, water, electric, etc.		
32	Plan for an attractive and safe city with affordable housing as much as possible.		
33	Senior citizens activity. No drug activity.		
34	So many heritages and multi-generations but nothing to really say we've stepped into the future but still honor our heritage.		
35	Caldwell is a great place to live but if you want people to live here we need better places to shop for groceries not one store like Brookshire Brothers we need a Kroger, HEB, SuperWalmart. Better jobs if you get revenue in and quit raising property taxes.		1
36	Family oriented.		
37	More festivals activity. Senior citizens center needs more activity and the center could be more inviting with some cleaning up.		
38	Invest in bedroom communities to strengthen alliances and enhance view. Provide incentives for alternative health practitioners to set up practices here.		1
39	Two things that have caused us to buy here were City of Caldwell and Mike Southerland because of attitude.		
40	A small town with a big vision for everyone! Continued good city officials and concern for citizens. Good health care for all must be available- especially for seniors and children- here first!		
41	Stuck in 1920. Stalled growth. No vision for our youth limited for youth in all areas.		
42	My vision is that not much will change in Caldwell- city and county government is as it has been for years- and can't accept change- we spend a lot of money on unnecessary projects that would benefit the governing individuals.		
43	The best little town you have never heard of. (We like it being some what of a secret so close to BCS)		

44	Diversity-thru zone voting.		
45	Keep a small town atmosphere.	1	
46	More resources for the children after school, programs or facilities.		
47	Expand hospital services specialties, keep up with streets, clean communities and keep taxes reasonable and not raised yearly.	1	
48	Movie.		
49	I love how the Chamber and other organizations are making Caldwell a “fun” place to live. Their downtown activities, holiday happenings, and other family inclusive projects make Caldwell feel like a very inviting and fun place to live.		
50	I would love to see grants offered or incentives to bring in more home development. Assistance with roads or utilities to these developers.		
51	There seems to be some underlying racial issues here. People need to be more open for diverse groups of people.		
52	A neat clean city one that would entice travelers to stop and look around; perhaps even to make it their home.		
53	Need an HEB, Brookshire brothers are way too expensive are get them to lower their prices. We have to travel out of town when I see my dr. in Bastrop to the HEB to get groceries.	1	
54	Excellent schools would be the best way to increase property values.		
55	Caldwell needs to grow. Bring in manufacturing - hasn't been the same since nagel and sherman wire shutdown. Better grocery store, we are on a fixed income can't afford to shop the one we have here now - go to HEB when I go to my dr. in Bastrop.		
56	Sulphur Springs, Tx is a model small town of how to transform your downtown into an inviting, vibrant, economic engine. You should drive up to see it! The courthouse square is the center of attention thru landscaping, redesigned public space, innovative public bathrooms that are a tourist attraction themselves! , a splash pad for the kids, attention to local history and monuments, surrounded by paver-brick streets and lined with successful businesses. We were there recently and blown away by it.		
57	Grow or Die!! More good jobs our youth have to leave Burleson County to find good paying jobs.		
58	Polite, considerate a welcome to city, attitude, join us today.		
59	Shopping needed especially clothing.		
60	My vision for Caldwell to be a great place with great jobs and health care for all. A community of caring people thriving in life!	1	
61	Would like to see a very family friendly community.		
62	Pleasant and Inviting.		
	Keep it simple.		
63	I have lived here all my life. I love this town. I want it to grow and prosper. I know that along with growth and prosperity comes theft traffic congestion and such.		



Economic Growth			
S.no.	Comment	+	-
1	In order to attract people to the community and grow the economy, we must concentrate our efforts on the things that most people look for when choosing a place to live. For most, the highest priorities are:		
	1. High quality schools		
	2. Affordable/safe housing		
	3. High quality parks and public amenities		
	4. Access to their work (roadways, public transportation, high speed internet)		
2	Once a Land Use Plan is adopted for the ETJ, the City can encourage growth in specific areas of the ETJ by proactively extending utilities (particularly sewer) to places where growth is desired. Fees would then be charged for connections to these utilities to recover costs. This is very effective for encouraging commercial development along major arterial roadways or for residential areas around targeted facilities like schools.		
3	Caldwell could be a hub for retailers to draw people from several small towns in the area.		
4	Better utilize highways 21&36 with eatery's etc. to generate city revenue.		
5	Build businesses for jobs.		
6	What growth? New O' Reily's- big deal we had 2 other auto stores. I know! Let's put in another Mexican Food restaurant or Hamburger joint!! We don't have enough of them! Lol!		
7	Bring in more large companies for jobs.		
8	We need more places to shop for groceries and better places to eat.		
9	We need more places to shop for groceries and better places to eat.		
10	Focus needs to be on industry and oil and gas. They provide good paying jobs to keep our tax base local.		
11	Poor. Need more stores: grocery, clothing, more restaurants other than Mexican. Steak house would be great.		
12	Bring better grocery store- creating jobs. More fast food - jobs.		
13	Need more job opportunities.		
14	Encouraging business growth in the area could grown the city's economy.		
15	Not any.		

16	Development zones need to be distinct, seperate industrial, commercial and residential areas going forward. Consider a program to encourage a new development to bury electrical lines for aesthetics. Right now it cost more to get secondary lines pulled through on owner/contractor provided conduit then dropped overhead from the pole. This would make Caldwell more beautiful/attract business.		
17	Chinese food like the one on Texas by the Verizon Cell I can't think of the name. They are closed because of the virus because of buffet, but it could be by orders.		
18	Possibly more housing choices would create growth and lower taxes. Businesses at Town Center around courthouse. Maintaining historic design.		
19	New businesses.		
20	#1		
21	A super wal-mart and/or HEB store would prevent me from spending my sales tax dollars elsewhere. I would love to keep my money in Caldwell!		
22	More jobs.		
23	We need a real good market. HEB Super market. The one we have is no good. Too expensive.		
24	Could use a HEB and a bigger Wal-mart. Also, more eating establishments.		
25	Need more businesses so that there is competition and we don't have to go to BCS to shop.		
26	Tourism. Movies being made here. HEB. High speed internet.		
27	New businesses. New jobs. Hibbett Sports for local athletes who need something ASAP and can't drive to Academy or BCS. Caldwell needs convenience. Convenience for their residents.		
28	An affordable grocery store.		
29	Slow too non-existent. Too much invested in oil field. Not enough invested in businesses for everyday life. No entertainment for families, no well paying employment opportunities. Our county pays less to employees than all surrounding. TOO MANY MONOPOLIES, same business/family owners. Too many restrictions/contracts to bring new business.		
30	Oil and gas are our bread and butter; however we need to attract the types of businesses that share with not only Caldwell but BCS. Our city and county representatives need to be active in promoting the city and county to manufacturing as well as the sciences including the medical field.		
31	Need the jobs for people and other banks, etc.		
32	More retail. Expand infrastructure. 5G technology for rural residents. Recruit industry that fits our community. More jobs and more tax payers.		
33	The EDC does an excellent job. The city does an excellent job. I wish the square had more business. But the buildings are too expensive to buy and turn into a business.		
34	We need an HEB grocery store.		1

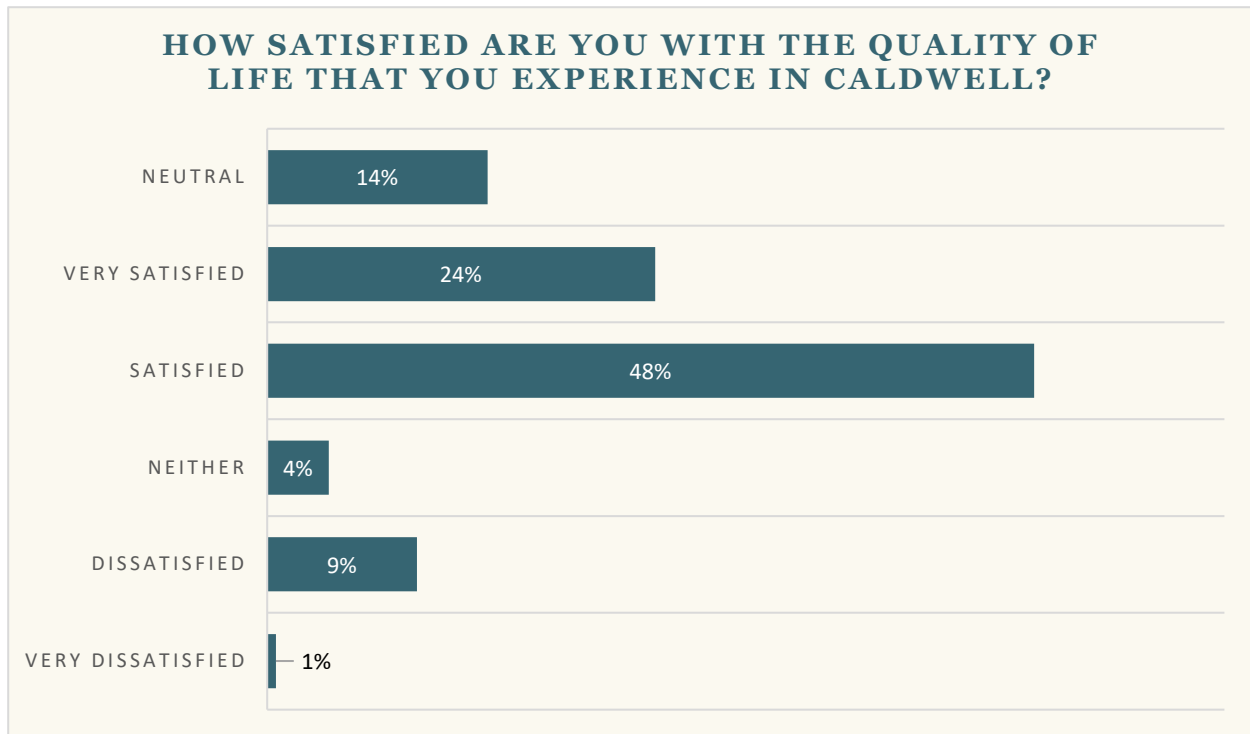
35	We need more restaurants, grocery stores, to accommodate growth like a Kroger, HEB, or Whataburger, Taco Bell, Steak House, etc. Also another washateria to accommodate renters. badly need another vet clinic in town.		
36	Would like to see good solid companies coming to town to stay with good pay and benefits for workers.		
37	Apply for grants to cities to encourage economic growth.		
38	Very good.		
39	Encourage additional dining business.		
40	More jobs available.		
41	More grocery stores, stores that meet the people's need that live here for groceries and medical purposes, daily living, more stores with competitive prices. Jobs- good wages.		
42	Some of the small businesses don't seem to welcome new customers or care. Would love to see us expand similar to Brenham. Spending consumer money in College Station grocery or dining doesn't help our economy.		
43	Sally's Beauty Supply, Walgreens Drug, Kroger Grocery store, and craft shows.		1
44	Develop an economic barter system to self support people and the poor- sweep or clean streets and windows in exchange for barter money at grocery stores and businesses.	1	
45	Better economic system for the community.		
46	Must have infrastructure to keep up with population. More taxes? Maybe so; but if we are not progressing, we are regressing.		
47	Needs additional stimulation for industrial. Downtown survival is a must. Encouragement and assistance, local support to keep current business afloat and open (Surrey Inn)		
48	Much needed.		
49	To begin with, growth will begin with shopping locally. as long as we have to go to BCS to do our shopping, economy here won't change- you have one grocery store that has a monopoly on groceries- too expensive-with driving to BCS- we still have some money.		1
50	Growing daily. More jobs would help.		
51	Bring in new businesses. Expand on whats here and like retail, commercial, and grocery stores. Let new grocery stores in like HEB.		1
52	Be careful allowing big companies in Caldwell because it will push the smaller/ mom&pop companies out of business. Allow the city to grow very slowly if not, you will totally lose control.	1	
53	Better grocery options. No more gas stations. No more liquor stores.		
54	Yes more business needed.		
55	More shopping and businesses. (Love shopping in Navasota... they have great little shops/cafe, etc.) Better internet options.	1	
56	I believe that our community can prosper more if businesses are allowed to come in like a HEB or super walmart, a Lowes or any home improvement company. We are having to go elsewhere for these resources.	1	1

57	Develop a comprehensive plan as to how we want to engage and potentially, but not necessarily, incentivize new businesses and organizations who are considering moving to Caldwell.	1	
58	Not enough jobs.		
59	Search for new industries to bring good-paying jobs to Caldwell.		
60	Broadband/Fiber availability is a vital economic driver of jobs and an attractive benefit to market rural communities for relocations and small businesses.	3	
	Citizens need the Zochnet Fiber Installation Plan (that the City contracted with) better communicated to the public in the form of updates/townhalls/mailers/FB.		
	When is it coming? When specifically? How fast will it be? How much will it cost?		
61	This is an area that needs work in my opinion. I would love to see an HEB, other entertainment options like outdoor movie nights, family concerts, fun runs and other health related activities. It would also be great to have more of a variety of retail and restaurant businesses in town.		
62	I would like the town as a whole to focus more on infrastructure and creating more stable jobs in this area other than oil field. Also, to create more achievable goals that do not raise our taxes sky high. Would love to have more options in eating, kids activities, and the use of our superior water systems to create a vacationing spot here in the town, witch would create revenue and jobs for kids in the community. Collectively I believe we are going in the right direction.	1	
63	...Will it be a monopoly? For citizens to receive the fastest possible service at a lower cost there needs to be healthy competition in this area. Covid-19 has shown a need for more high speed internet access. Businesses, schools, government offices, families, all have all become more dependent on the ability to function through on line communication. I wonder about the costs as well.		
64	Make it easier for new businesses to come.		
65	Bring in businesses that offer opportunities for employment with good pay.		
66	Bring in more grocery stores and eating places, less Mexican food.		
67	Better internet speeds is a must for businesses and especially with more people working from home.	1	
68	The “tool tax” needs to be removed. You want to bring small businesses to Caldwell and this tax on top of all the other taxes is just too much. For example, we sell campers that we repair. We pay taxes when we buy it, we pay taxes on the supplies we purchase to fix it, we pay taxes when we sell it. But if it sits on our lot, you charge us a tool tax. Completely too much.	1	
69	Caldwell is moving upward. New and very nice laundromat - very needed here. Whataburger - can't hardly wait. Small shops downtown are great too! More businesses and more jobs.		
70	Incentives should be extended for new businesses large and small.		

71	Need this bad, connect utility to the City of Bryan and this transformer issue we are having like last Saturday and during the summer is getting bad.		
72	The downtown square is ripe for picking as the center of economic activity including the things people want most: restored historic bldgs, more eating places and shopping opportunities. Other towns have strategically reimagined their downtown square to be both a local and tourist attraction. Study sulphur springs, Tx is THE model of how to accomplish this. Caldwell can do this! We have a great downtown square & adjoining streets that can be vibrant, attractive & feasible.		
73	Growing local business with incentives is key, not a maybe giant employer you will land here. Small business is the backbone of any small town, they are the CORE who support our youth, schools, etc...		
	ditto on incentives for rehabbing downtown buildings. It is very expensive to renovate but is key to revival of the town center.		
74	Add to the existing businesses / start and establish new ones along side or spreading out with new population growth.		
75	Technical things needed to bring in new industries and make them profitable.		
76	In need of more restaurants and grocery stores, no varieties!		
77	Be realistic when planning here.		
78	Need to attract good paying companies to come to Caldwell to fill the needs of our youth. We are an aging community, the city has built a civic center, new fire station, and new city hall with tax dollars but how many new jobs were created?		
79	We need more stores! More businesses and such coming in.		
80	Average for our size.		
81	A couple of more manufacturing businesses. Continue working on our main street projects. Bringing in folks from out of town to shop and do things that are special to them.		

Activity 3: Survey Questionnaire and Answers

This section is very dependent on the Social Pinpoint survey, not enough is known about the Social Pinpoint survey at the time of writing this to give any detailed information. In general the section will be used to validate the experience of Social Pinpoint users and look at how their demographic information compares to ACS data.



What do you appreciate about the Caldwell community?
A small town that has pride.
Been here for 45 years and have adjusted.
Caring community when engaging through the right channels.
Center of places I enjoy going too.
City employees.
“Close to College Station, Vision, Caldwell - a progressive small town that respects its cities history.”
Davidson Creek Park
“Does not find friendly/welcoming. Appreciates the safety; affordable for retirees.”
“Downtown Square with courthouse. Vision - More focus on unique shopping, dining and entertainment in the Downtown area. it has the potential to be a destination for tourism.”
Everything is in a 2 mile radius.
Feel like we do not let other businesses come into our town.

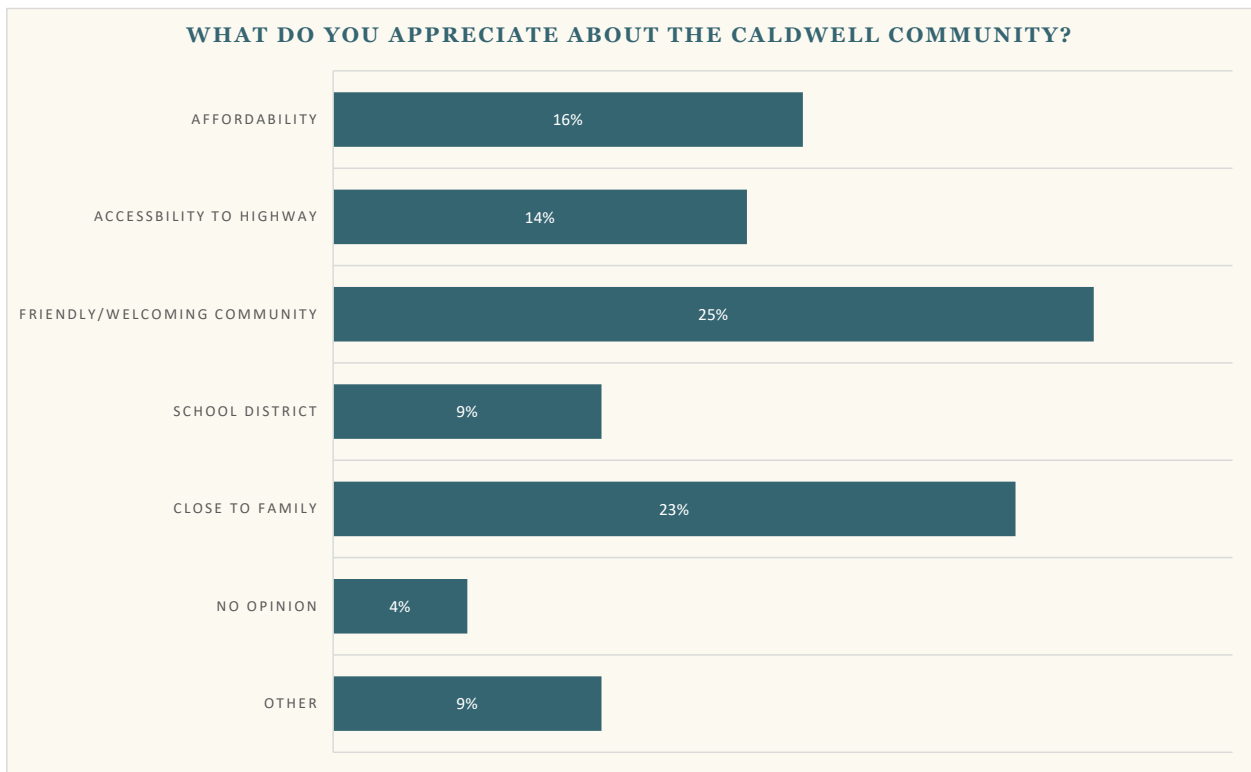
Good people (not all)
Great police department. As a single senior, I feel safe.
I grew up in Caldwell and graduated in 1984. I recently purchased property in the County and will be returning to live with my family once our home is built. I am excited about coming back home, and I see areas of improvement, especially with the influx of my peers who have stayed or returned after moving away.
I was born and raised here and the only reason I am still here is because I want my children to grow up in a small community. I love the 4H programs, BCFA, and the fact that if they get in trouble I will know. I enjoy that my neighborhood is safe on Gray St. for my children as well. However, they don't attend school here, and we don't attend church here because Caldwell can't offer the opportunities that they have in College Station. My husband I both work in Bryan College Station because Caldwell can't offer the same pay that we get in our positions over there.
It's where I was born and grew up. Never had high expectations of Caldwell to be anything other than mediocre.
It's not welcoming if you weren't born here.
Job and Housing availability.
Love the small town atmosphere!!
Vision, all American small town.
Vision, Everyone working together to make this a great place to live.
Vision, Some growth, keeping the small town atmosphere. gaining a few franchise stores or restaurants. A place where some of our young people could be employed here at home. Also some kind of sports complex to bring in out of towners.
Vision, I would like to see more businesses on the square, a bigger walmart, more restaurants and events - outdoor music, etc. during COVID.
Vision - Small friendly town.
I would like us to be more open to spending our money on our kids and future of Caldwell. Less focus on what city wants for their thoughts or needs. Example, City hall was and is a waste of tax dollars.
Vision - A great place for regular families to live in total security and peace. Jobs (good jobs with good pay and benefits) that you wouldn't have to drive to other towns and areas to get. Not walmarts and brookshires and fast food.
Vision - It is a beautiful small community wouldn't change it.
Vision - More jobs.
Vision - Open to new ventures in the city - less political favoritism - teamwork. (PS18)
N/A.
Not much crime.
Our small town. No crowds, no lines, no traffic, family friendly.
Quiet, peaceful, low-crime - I envision a nice, quiet, family-oriented with a very low-crime rate small town. (SMALL TOWN USA)
Safety
Small town atmosphere. Community involvement and caring. Neighbors are friends.
Small town feeling.
Small town/traffic
Unpretentious people (some)
Vision, A bedroom community that is full of art, recreation, shopping and restaurant options. A community that partners with Texas A&M.

Vision, a loving small town community.

Vision, Caldwell is a small friendly city with very few opportunities for growth. That is both good and bad.

Vision, I would love for people to see this as a town to retire too. We are centrally located to most if not all major cities (Austin, Dallas, Houston). I want this town to thrive!

We have lived here for 4 years and what I love is that it is close to a bigger city for more shopping selections. The housing in Caldwell is too expensive and the job market does not pay well enough to buy.



What is the greatest challenge facing the City of Caldwell that the City should plan for in the future? (Open Answer)

Affordable apartment leasing, more restaurants.

Affordable housing for people on fixed incomes that are retired.

Affordable housing; population growth from BCS is right around the corner. And with that, crime rates are sure to climb. Policing should be noticeable in all parts of the city. Number of restaurants need to increase.

Affordable tax base, quality schooling, affordable utilities, street maintenance.

Areas where drugs are.

As above an HEB to provide better shopping.

Attracting business that people want to spend time and money with. Supporting those businesses so they can thrive.

Availability to labor force. An organized way of identifying interested job seekers in this area and identifying the employer needs.

Be friendly.
Before building in town, make sure how it is going to effect the homes around the buildings. I live behind the courthouse annex and had nothing but problems such as flooding twice, in my house due to the courthouse drainage system.
Being able to accommodate the older population without raising their taxes so much.
Better city law enforcement that are not prejudice or favor certain families. We take officers that other cities let go or won't hire.
Better county roads. More grocery stores. Better streets in all neighborhoods.
Better sidewalks.
Bigger grocery stores and one good shopping center and more fast food.
Biggest challenge will be securing a large employer who can bring jobs and money to the area. Will probably have to build on the proximity to RELLIS campus.
Bringing in different types of industries to make the jobs market less volatile than being so dependent on the oil field.
Broadband access.
Brookshire Brother's needs competition so residents do not have to drive to Bryan for groceries.
Caldwell has had issues with not allowing new businesses to enter the market. We need more choices to eat and at least one more grocery store. There isn't much in fast food or restaurants. Too many Mexican food and not enough others.
Caldwell has pretty much been the same my entire life. Very few businesses stay around for long unless a gas station, car dealership... restaurants come and go. We need more to offer to get people to shop locally.
Caldwell really!! Need a 2nd grocery store with competitive prices to other stores.
Change
Change!
Changing the attitude "this has always worked for us". Convincing others to make investments now which pay off in years/decades.
Cheaper electricity. Electricity back-up when a hurricane knocks it out on the coast.
City and county taxes are being raised too much that the elderly can not afford their homes anymore.
City Council....good ol boys don't get it
Clean town up. Make people keep yards mowed. Get rid of junk vehicles. Etc.
Commercial / Industrial need to find an appropriate way to hide or remove materials such as; tires, automobile parts, pipes from view as one is entering or exiting Caldwell.
Competence amongst our leaders. Not afraid to address issues with fear of percussions from key people.
Coordinated and planned growth. It has been challenging over the years due to the hesitation by some to use the available funding through various grants/improvement programs. We need to promote the City and invest the time and energy in improving the amenities and aesthetics, including the entrances to the City, continuing to promote the clean up of the downtown area.
Crime. It seems that crime is on the rise in Burleson County as is the case across the county.
Decent grocery store and shopping. Sadly, I do most of my shopping in Bryan/ College Station because Brookshire Brothers and our tiny Wal-mart are useless.
deciding if we are marketing ourselves as a bedroom community to B/CS or a stand-alone small rural town.
Economic growth and population growth.

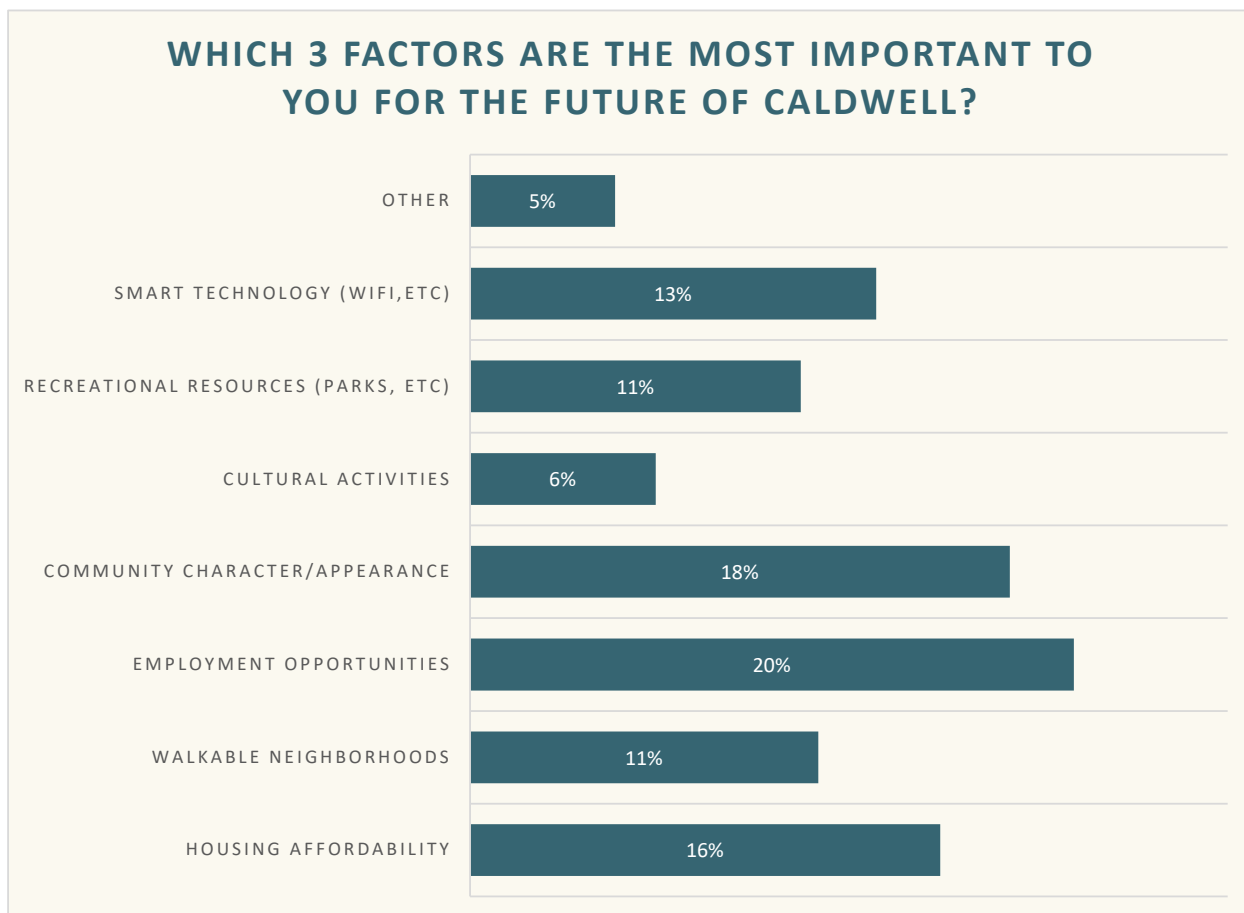
Economic issues without oil field- bring business. Take out expensive Brookshire Brothers- put in HEB. Help small business/restaurants- bring more. Develop energy business bring jobs, energy, and a cleaner community. Seek areas for natural or where energy can be drawn.
Electric providers. Phone providers- no cell provider in town. Internet. Local shops- no evening activity.
Electric utility needs to be changed to a Texas Company.
Employment opportunities. Race.
Expand city limits.
Finding ways for residents and local country people to shop in town for tax revenue and so the business survives. (Ceiling on rent or tax break first couple of years) If buildings are empty, they should look reputable or saleable.
Flood zones
Flooding in neighborhoods and poor street maintenance. Have you seen how they "fixed" the hole in the road at Hull and Terrace? PITIFULL!!
Focus on future for kids and family. Parks suck; activities for all; need a parks and recreation person to create and monitor all activities.
Funding to accomplish transition/ transformation
Future growth coming from RELLIS and inviting new businesses like delivery services and faster internet services.
Getting more larger businesses that people need to be able to shop.
Good paying "jobs" our young kids now leave to find good jobs. Need more job opportunities. I have lived here for 50 years and there has been very little growth. At least 2 manufacturing companies have moved away. Caldwell is dead!
Good paying jobs.
Grocery store. Fix streets. Less tax.
Growing slowly, preserving "small town" aspects that people love while declining with outside influence.
Growing while maintaining a small town feel, maintaining/improving green spaces.
Growth
Growth - housing - enforcing zoning - curbing - beautifying west Caldwell.
Growth that includes housing.
Growth! It is coming, like it or not! We had better be prepared or we will turn into something we will not like!
Growth! We need it and have needed it!
Growth.
Growth/ Crimes/ Drugs
Having infrastructure in place as our city grows.
Healthcare that is available for all.
HEB, shopping center, more chain restaurants.
High cost of living, ethnic bids- labor force in Tunis excluded by most businesses, technology advancements.
High traffic on 36 and 21
Highway traffic and speeding.
Housing, enforcing city ordinances for housing
"I think Caldwell needs a different energy source than the present one with Entergy. Whatever happens to Caldwell, we need to keep our small town values."

I think the city has made great progress identifying itself as its own community, rather than just a bedroom community to BCS. However, I would love to see more businesses and restaurants call Caldwell home. This would also serve the dual purpose of creating more closer to home jobs.
I think your biggest hurdle will be the "lifers" that don't want change. There is an entire generation that doesn't want Caldwell to grow. The other issues are lack of high speed internet services, housing affordability, and the lack of higher paying jobs. Caldwell is great as a commuter town to BCS, but does not have high enough paying jobs for the price of real estate here. I could buy a much larger, newer home in BCS for what I paid for my house in Caldwell. I work in CS to be able to afford to live in Caldwell, but will only do so until my children graduate from school and are on their own. Caldwell is also not very open to other cultures than what is represented in our demographics, and cultural events are lacking greatly in the city if you aren't Czech. I also appreciate the handicap swing at the park, but there are zero other activities within the city for special needs children. Our hospital system is also lacking severely and people with any medical complexity are transferred immediately; with a demographic of 13% disabled you would think there would be a few more options.
I vision Caldwell to be a clean uncluttered option for old and/or new families instead of bad streets and neighborhoods. A place to have kids here then stay here the rest of their lives. I think the biggest challenge is to have the infrastructure to support potential residents. It is looking good for schools and city officials they are very reasonable and cooperative and progressive thinking. One thing lacking is curb appeal of courthouse and some square businesses. We don't need a new courthouse! Clean streets and clean neighborhood.
I would say growth. I feel like we're a little behind with the modern times, which is fine in some cases. Personally, I feel that most of our community shops at other places in other towns because our Walmart isn't up to par and our Brookshire's is way overpriced. We should expand our Walmart even if it is one of the last hometown Walmart's, and we should try and get an HEB. I live in Wharton half of the time because I attend college there, but even they have an HEB and we are the same size. We have two major highways running through Caldwell and it's time to modernize and grow.
In need of more business opportunities. For living within the city, people need to have more pride in their homes and yards, Instead of letting them become a dumping ground for visitors to see.
Increased population, services available, roads, housing, utilities, schools, health care, the needs keep up pace with the new additions arriving and staying on.
Infrastructure, affordable housing, new jobs that need to be brought to the area, decent roadways.
Infrastructure, utilities, schools consider seeking out opportunities in the movie industry. Texas film commission.
Infrastructure. We need to update all infrastructure.
Infrastructure-streets must be better maintained.
It seems to be growth from what I hear to. This growth will demand changes in roads, shopping areas, school accomodations, church availability, and more jobs- Also utilities, water, electrical, and technical capabilities.
Job market and affordable housing
Jobs so people don't have to leave Caldwell to support their families.
Jobs, pricing of housing rent, activities for people to do as families, stores for shopping.
Keep promises about concerns that have been brought up by residents over and over.
Keeping good, God-fearing men in leadership. Preventing the schools from adopting the 1619 project. Keeping the schools conservative, not fearful of the liberal agenda. getting history and teaching facts.
Keeping housing affordable and bringing companies and corporations here.
Keeping residents wanting to stay in the area and build a life here.
Keeping the electricity on and to help eliminate outages. Very costly when food spoils.

Keeping up with the times with moral standards. Keep Caldwell safe for our kids, maintain streets and sewer treatment and water plant facilities.
Loss of revenue and momentum from COVID, finishing city hall.
Maintaining small town values, keeping tax rates affordable, being realistic about growth in a severely unstable financial economy.
Make sure our electricity stays on even when there is a hurricane on the coast.
More cable, phone, technology options. Better trash truck for better service in the future. Kid zones for teenagers! A city pool would be real nice!
More jobs. There is nothing to do in Caldwell. More business. The town of Caldwell, TX is dying. Use to be a very crowd every Sat. Now we have nothing. Need a Taco Bell.
Need more affordable housing and employment opportunities. Finish City Hall and need to to clean up some areas of Caldwell.
Need to help blacks who are trying to stay in business or open a new business.
New business.
New businesses from larger retailers.
New electrical grid.
Nice restaurants, no more Mexican, Wal-mart/HEB.
No competition in grocery market. Also housing with mobile homes next door to homes.
Not business friendly. Too many added taxes preventing businesses from growing.
Not sure if the city has a clear plan to address growing infrastructure needs as the City grows. Many roads need attention now and the needs will only increase with the growth of the community. Caldwell needs a capital improvement program and to consider zoning to handle the increased growth and development.
On 166, the passway under the bridge is very dangerous. I can't see who's coming in front of me. I feel like it should be built wider (like a normal highway) for 2 cars instead of one.
One challenge is power outages. Second challenge notify community by communicating of any news happening. Expand retail, grocery stores, bring in more companies. Hospital district improvement. Elected officials need to meet with community to be known.
Our current city council seems to have dropped the ball with regard to our new city hall. The citizens of Caldwell have been kept in the dark. We need a change in the city council.
Our current infrastructure needs to be updated and we need better internet.
Outside influence that portrays community negatively.
Overall growth. New families coming in every day. Having internet to work from home has been a big challenge. We have a lot of CR and rural area that could benefit from having this as an option.
Plan for more traffic as city grows. We moved here because it was a small town and would hate to see it expand with big commercial businesses.
Please bring a real HEB supermarket. Build more apartments for rent.
Police Department needs change bad. South Banks st. needs to be patrolled more often. We've complained about the speeding and racing down the road since 2011. Nothing has happened, the only results I had was when I called DPS in Austin. They worked the road for 2 weeks in 2019. The Chief knows of this issue and he just lets it go. It made him mad and he called me about it.
Population growth related to proximity of Bryan/College Station. Maintaining a level of medical care for all citizens.
Power cost.
Prepare for growth, infrastructure, schools, add businesses for jobs.
Price of groceries and Walmart are climbing for us older people. I'm 84.

Providing affordable utilities (water, electricity. etc.) to citizens.
Put armed guards around schools. I would volunteer to set at gate to protect and keep out anyone that I feel like a threat.
Quality of life. Too much crime in the paper each week.
Recycling opportunities- more than newspaper and clear glass.
Refusal to allow development. Refusal to allow growth. Have seen/watched new comers leave due to treatment from community. Leadership needs change.
"Roads Community growth Transitioning from a small town Business development in the town"
Staying country will attract more business.
Streets and cleaning vacant lots.
Streets and roads to match growth in population.
Streets need attention; resurfacing.
Surrounding communities are experiencing growth. And Caldwell is a "small town sanctuary" for those from larger cities/surrounding communities. Folks are going to want to live here and commute, have second homes as an escape from the cities, and the city needs to be prepared for that.
Sustainable growth while maintaining a small town feel.
Sustainable job opportunities.
Swimming pool center- aquatic, not just splash pad. Better grocery stores. Up to date Walmart. Cleaning up some of the dumpy areas.
Take care and help old, disabled people. I am disabled, nobody asks if I need help or fix me a meal or wash clothes or go to a store for groceries. People here don't care about sickly old people.
Technology- the city is behind- need better service and a cheaper grocery store.
Teen activities.
The biggest problem facing the community is keeping the people of the community buying, trading, and keeping our money local and not to benefit one persons.
The busy highway usage of 21&36 as the community grows. At this point, traffic lights are needed in several places- such as by Rocking G.
The City council members need to have a better vision for future growth of businesses.
The city does not have adequate infrastructure to draw in any kind of large industries. Without good jobs, people have no reason to move here, which hurts the retailers, restaurants, etc.
The city has to be prepared for natural disasters to keep our people safe.
The city should offer the residents more grocery stores, restaurants to enjoy instead of driving to Bryan.
The greatest challenge in my opinion would be cleaning up the city of Caldwell. Most of the streets in our city are old and filled with pot holes. There are lots of abandoned houses that aren't taken care of and make our community look bad.
The need for more subdivisions to build new houses
"The older community that votes against growth. There is no competition for Brookshires Bros and Walmart so the prices are so much higher than spending 30 min driving to Bryan."
The utility provider seems to struggle.
There are not a lot of things to do for families, or single people, with growth we need to be able to entertain and keep our people local if possible.

Traffic is getting worse, Hwy 36.
Traffic management through city areas to greater accommodate out of town, pass through safety.
Trying to explain the excessive spending that's been going on! (Wasteful construction that should not have happened). Put the Civic Center to use for office space if that's what's needed.
Unfortunately, some who have lived here for generations feel they should have the final word and act privileged. There are many "newcomers" that love this community. We need another Mr. Rychlik!
Unregulated unwanted growth.
Utilities to look into for expanding and serving larger area.
Vision, Caldwell should be the safest, most pleasant place to live outside BCS. Students should be exposed to all sorts of career opportunities beyond high school.
Water (clean water)
We have to make plans to grow with the future. In order to recruit industry and provide economic impact to our community we have to improve. employment opportunities, housing, and school district.
We need a bigger Walmart or a different option for grocery shopping.
We need more job opportunities in the community. Everyone has to travel to BCS for employment unless you work for the hospital or school.
We need more technology.
We need to grow.
We never really grow or let new businesses come to Caldwell.
We see a need to bring in more business.



Which 3 factors are the most important to you for the future of Caldwell?
A street that smooth the drive down (Gray St. and OSR).
Allow businesses to come in this community!
Another grocery store with more products and lower prices.
Bring new businesses.
"Change the negativity with vendors about the Kolache Festival and make them want to come back. Does own a smartphone. Does have internet. Communicates through phone call, text message, email, and mail (Postal Service). "
Clean up things. Restaurants other than fast food and Mexican food.
Edna Hills is taxing the older people out of their homes and now some of the younger families have had to move because of the excessive property value for taxes.
Get specialty doctors.
Grocery store
Improved infrastructure.. county wide. The roads in the county are HORRIBLE!!
Internet options.
Keep it peaceful.
Location
Others: safety
Our different races get along well.
quiet
Shopping, Owns a computer or smart phone, has internet, and communicates via phone, text, mail.
"Small town atmosphere. School academics. Local business success."
Smart Technology seemed limited but having 21st century infrastructure: power, internet (multiple competitive providers), streets.
Smoother streets. Better schools.
Staying country.
Variety of local grocery/dining.

Please provide any additional comments which you feel will proactively assist Caldwell in planning for the future
A city of non bias (wanted).
A city that one wants to live in. Caldwell needs another affordable grocery store (i.e., an HEB or a 24 hours Wal-mart).
A city with everything we need on a day to day basis.
A crossroad of opportunities with respect for our many heritages. Caldwell is at the intersection of 21 and 36. Boundless opportunities to showcase the community if citizens were asked to clean and beautify. Homes and businesses along hwy 21 with jun in yards is a reflection of the city (some owned by city employees). Shops/restaurants downtown don't always open late and some days not at all. They don't seem to welcome business from locals and don't want to cater to certain customers.

A friendly place because of our great law enforcement (which we have), not a speed trap, but stop speeders going through 21. I love Caldwell because it's been good to me. More prayers for our leaders and each others and continued racial closeness but be severe on trouble makers and criminals.
A friendly, welcoming city with the family in mind.
A good place to live, a nice quiet town. It would be nice to have a bigger grocery store (HEB).
A new HEB store, so we don't have to shop in Bryan, Brenham, or Rockdale. Shoe and clothes store in downtown. No used clothes.
Born in Caldwell, served in USAF for 21 years and came back to Caldwell. Love this town.
A normal small town. Get a city gov. that's in touch with reality. Need new city decision makers. Stop blaming the virus. Stop operating like a teenager with moms credit card.
A one stop shop town. We really need competition with the grocery store. Affordable groceries also need home improvement stores we need clothing department store coming in small town like Rockdale even has a Brookshire Brothers and a super walmart. We need a variety in this town.
A progressive, all inclusive, updated community. Seek out business and industries to set up shop in Caldwell.
A prosperous, family oriented community with a variety of opportunities for current and future generations.
A quiet town.
A small town that residents as well as travelers could stop and shop in local stores and love lunch or dinner. Pass laws to make residential neighborhoods and business clean up trash (couches on porches) junk in back yards. Fix holes in streets until city can afford to fix streets properly. Make owners of empty houses or abandon houses mow yards and make them look presentable. Condemn old grocery store on Buck St, tear down or fix up buildings.
Accepting new businesses wanting to come to Caldwell so that the people of Caldwell can have more options and shop local.
"Activities for people with disabilities. To grow and attract more businesses, example, pizza delivery, bigger Walmart, and better option for grocery shopping, bigger gym. "
Adoption of a zoning ordinance and additional public investment in growing downtown.
Alternate electrical provider. Grow community so we can have amenities like other small towns. (CVS, Walgreens, grocery store). From what I see in other places to grow you have to have hospital, schools, parks, and a open city to growth.
As a safe, attractive city with an inviting atmosphere. Areas of the city that do not meet codes need enforcement.
As a town that people help each other like the bible says. People who are Christian people God working people, loving people. Get grocery stores like HEB or Kroger, cheaper stores. These will bring groceries to people to their house if you are sick or too old to get themselves. Brookshire Brothers or Walmart won't deliver anything to disabled or old people. Caldwell is pathetic. I paid taxes always but could die in my house but nobody cares.
Attention to litter along roadsides and parking lots, its everywhere! I see piles of tires in the city limits.
Be open to growth. More activities for community and family. Bring Chick Fil-a, Whataburger, and Wings N More. Small square town, with heritage traditions and a great place to call home.
Be open to new opportunities/change.
Bedroom community that has many local businesses. You will never meet the expectations of the citizens without the accessible health care that is located in Caldwell, TX.
Better assist disabled citizens.

Better grocery stores.
Better streets.
Bring in faster internet connection.
Businesses that keep shopping in our community.
Buy the Urbanowsky land on OSR, make it into a nice park and more housing. The city should make a pool or nice splash pad. The pool on 21, is rarely working and a city alternative would be great and welcomed by a lot of the community. We have a really unhealthy population; more parks and more walking/hiking trails would be wonderful.
Caldwell being a strong confident city and that shows. Our community is full of family and business willing to help. Wants more options for middle class family and starter homes. Larger grocery store-feel this would keep business local. Going to CS for groceries would not mean having lunch there instead of Caldwell.
Caldwell exhibits the Kingdom of God to all other counties in Texas, she makes other counties jealous of her prosperity. Caldwell should prepare now for the new technology so it is poised to benefit community members. My suggestion is to incorporate intercession and ethnic groups into meetings so you can be <u>guided by God to fulfill purpose and plan He has here. This brings prosperity.</u>
Caldwell has a small town atmosphere with amenities for all ages- increased downtown shopping, additional restaurants, and street repairs. Communication and the ability for cooperation among residents and officials. Everyone needs a positive attitude for an endeavor to be a success. Revitalizing downtown is a priority also would be very well accepted by visitors,etc. New business helps everyone and all need to <u>encourage and help develop this. Whataburger is a great example. Just be open minded about things.</u>
Caldwell is a friendly city with big dreams.
Caldwell is a great place to live and welcomes all its visitors. We can put more trees to help the air get fresh.
Caldwell is a retirees paradise. Great city services, very safe, and a wonderful walking park. Close enough to BCS for shopping and big city amenities. Our city services (utilities, garbage pick-up, etc.) are fantastic. My only complaint is the lack of shopping facilities. I also appreciate the great police who patrol my area and make the area feel very safe.
Caldwell is a sleepy small town that is waking up. Keep property taxes down.
Caldwell is a small town with small town values, sense of community, and safe place to raise a family.
Caldwell is the best little kept secret in Burleson County. Faith, family, and friends. The infrastructure, internet services, sewage pump stations- local roads need improvement. <u>Corrections of structural mistakes made in some roads throughout the community.</u>
Caldwell is very much a city of generations and for progress to be made, attitudes (beginning with to governing) <u>should and must be opened to new ideas of small town living.</u>
Caldwell needs recreational gyms for youth to play leagues - basketball, volleyball, other sports.
Caldwell needs to offer families more to entice them to live here. Example: growth on main street with <u>movie theatre etc.</u>
Caldwell to be known as a safe friendly location to live. Provide area for sharing the rural products like the multiple uses of cotton, corn, pecans, watermelons, wool, honey, goat milk- to build stronger community ties and <u>map of connecting areas.</u>
Caldwell was great until COVID, bring back senior citizens center.
Cheaper taxes, affordable groceries, and need another grocery chain here in Caldwell.

<p>City is on the right track having events to attract people to downtown on weekends and citizens need to support local businesses. People need to be welcoming to those many in the community- should not be "us" (Caldwell) vs "them" (big cities) mentally. People need to be open minded towards others with opposing views or different views. I've found Caldwell to be very close minded and somewhat a bully to those who don't share the same views.</p>
<p>Clean friendly-business opportunities.</p>
<p>Clean, attractive town. Caldwell has lots of potential. Lots of traffic on Hwy 21 and 36. Utilize that traffic. Bring in more restaurants that people can stop and eat at. No more Mexican food. We needs a Chinese restaurant. More variety. HEB would be nice. I only shop Walmart here. I give all my business to BCS because there is nothing here. Need a Hibbett Sports for our athletes to shop at.</p>
<p>Cleaner apartments. Manufacturing. New wireless and fiber optics.</p>
<p>Dirty. Need to enforce code violation stronger.</p>
<p>Family friendly. I believe this is true now, and I do not want us to lose this wonderful quality. We need more facilities for group activities. Preferably a public swimming pool/recreational water area, a bowling alley, and a movie theater. Things that provide quality entertainment without needing to go out of town.</p>
<p>Fiber Optics</p>
<p>Find a faster way of performing street prospects. The Gray St. upgrade took over a year! It was a pitiful example of planning.</p>
<p>For an improved city, I envision more shopping and eating places, more places for our youth to recreate, better streets (roads), and more homes for children.</p>
<p>"Fresh ideas, new creative concepts. Big small town."</p>
<p>Friendly city with nice motels, a bigger Walmart, an HEB, more restaurants, and just a beautiful place to visit. We need more fast food places. (Whataburger, Taco Bell, Long John Silvers).</p>
<p>Get the issue resolved on Banks St. The speeding is bad, they stop on 12th st. just spin their tires to get on south banks contact Dale Stroud. He called the police chief to complain. Someone is going to get killed out on this road. I stopped calling to complain because its useless, no one listens.</p>
<p>Have a place where blacks can go besides clubs. Legal business can't protect boot leggers for trail rides make all money tax free. House parties not need to have business.</p>
<p>I believe that there needs to be a cross drive on Hwy 21 to Edna Hill subdivision because most of the people in this subdivision are older and do not need to be making u-turns to get access to Edna Hill.</p>
<p>I envision bringing the various programs together to work in coordination with each other (Main Street, Envision Caldwell, etc.) to work together to facilitate the improvement programs efforts.</p>
<p>I feel Caldwell is a friendly caring community and while I would like to see progress in shipping and medical, I am pleased to stay. Additional grocery shopping opportunities. Additional medical and dental options. Dedicated senior living apartments or condos. Really need to have a nice hotel/motel.</p>
<p>I feel that Caldwell needs to improve its image as a safe place to live, work, visit, and do business. Caldwell needs to be ready to combat all types of crime. Also, population increases in the area need to be addressed.</p>
<p>I suggest you correct the spelling of Caldwell on this webpage under "who is involved in the planning process"- hard to take this serious when you can't spell Caldwell.</p>
<p>I think Caldwell needs a comprehensive plan to combat and drug abuse, especially in our school age children.</p>
<p>I think Caldwell should be a more senior friendly city. Keep power costs down.</p>

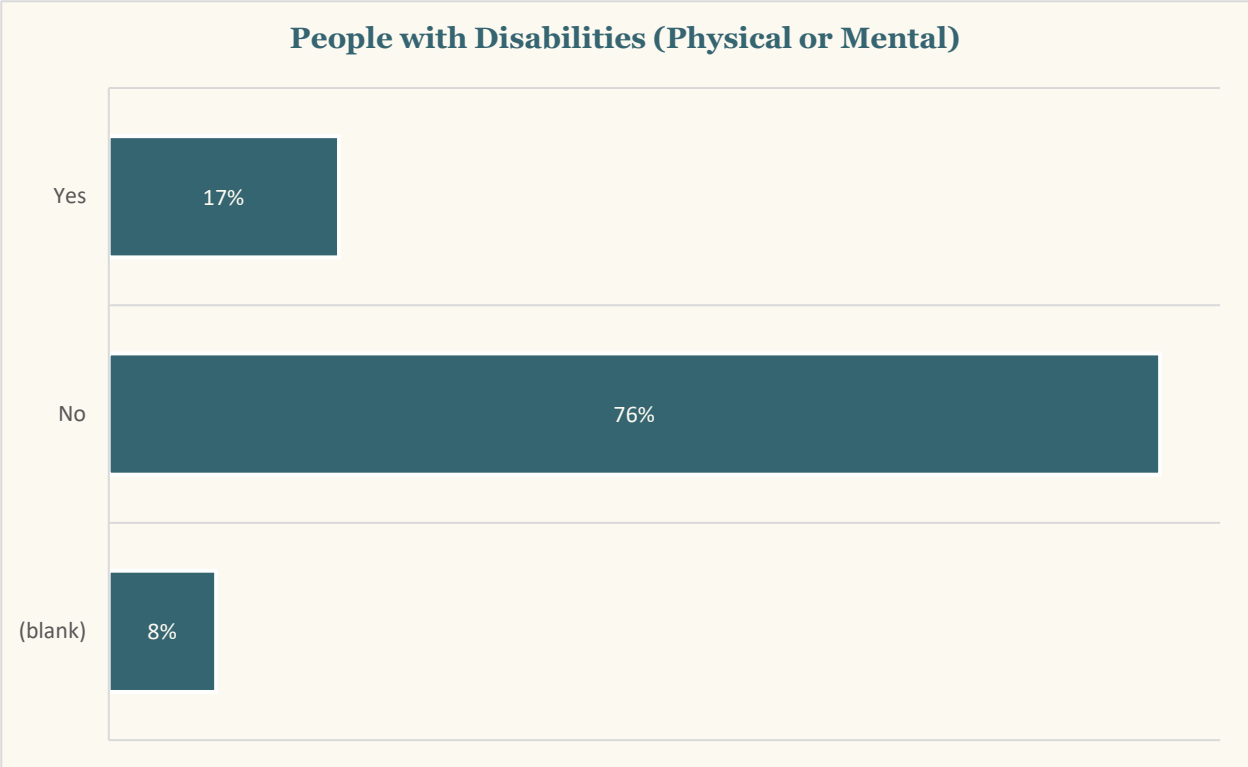
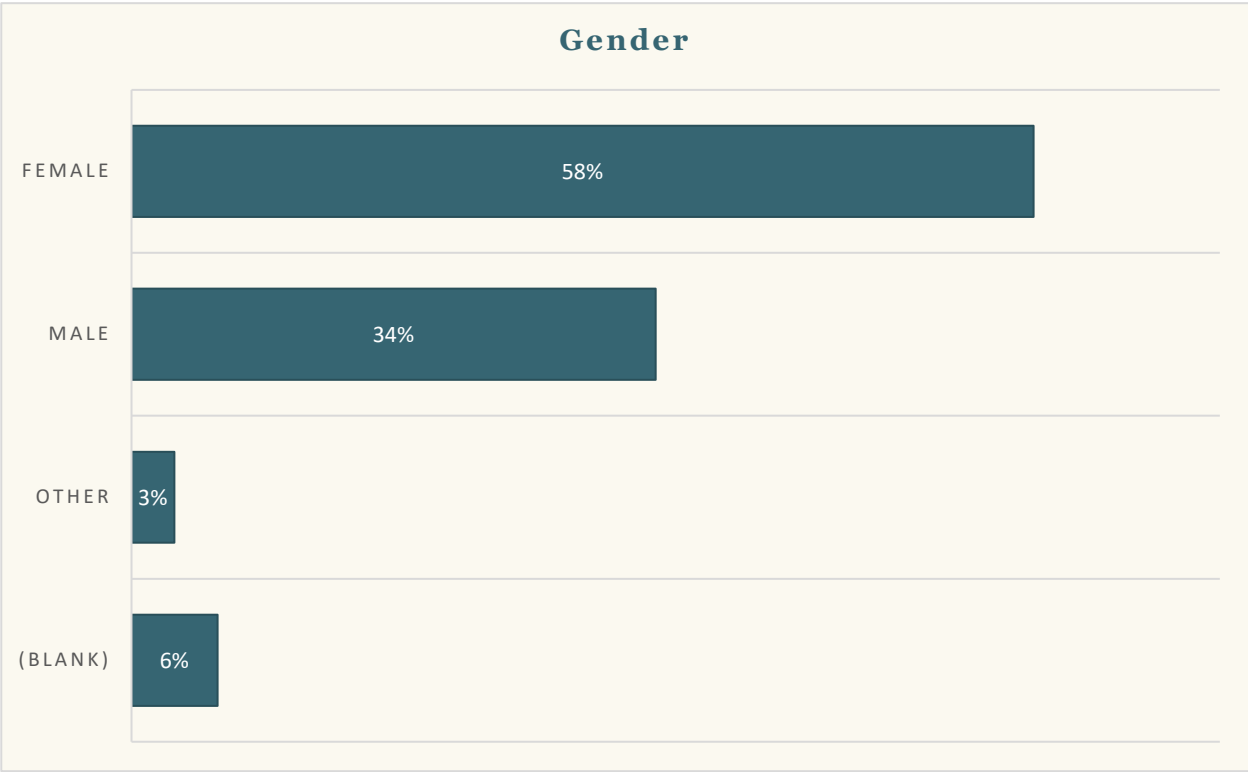
I wish that our city was more culturally diverse and accepting to new people and ideas. So many times when new people come to Caldwell they feel shut out and ostracized by the "locals". This isn't true for all organizations, but I know people who have lived in Caldwell for over a decade and still are considered to be "new". Even myself being born in the Caldwell Hospital have been reminded often, by the older generation, that my parents "moved in". I know that there is nothing that this committee can do to change <u>people's mindsets</u> , but it is a challenge that I want to make sure you are fully aware of.
I would like Caldwell to be identified as a progressive city, open to new people and new ideas. Please consider <u>inviting another grocery chain into town to give Brookshire Brothers some competition.</u>
I would like Caldwell to be known as a great place to raise a family and a great place to retire. Abandoned properties need to be cleaned up and maintained. I would like to see the calaboose landscaped and the area around it beautified.
I would like the city to grow... more delivement (shops and businesses)
I would like to for Caldwell to be more welcoming to new businesses.
Improve on Healthcare.
Is a safe and clean place to raise a family.
Keep up the good work! I love the small town, big heart atmosphere that Caldwell has!
Kolache capital and tourist stop. Upgrade neighborhoods.
More action and less talk.
More children play areas
More grocery stores with better pricing. More restaurant's with longer hours.
More manufactor opportunities.
More recreational activities to address our youth other than drinking beer. Movie theater, miniature golf, game room, etc. Why does everyone go to Bryan/College Station? We have nothing to attract people to stay here. If walmart should ever close, Caldwell would dry up on the vine.
Move to 5000 - 7000 at most in our population.
Movies.
My vision for Caldwell is a community where all necessities are readily available so that residents don't have to travel out of town for things. (Similar to Bastrop). We definitely need better internet in this town with more options such as fiber-optics. .
My vision for the city is to have a HEB. Keep a small town vision and a different hospital that can manage Baylor Scott and White Patients. Have more restaurants. Keep people that meets the needs of the county <u>and good honest teachers and leaders.</u>
My vision for the city of Caldwell would be to become a community the people associate with thriving <u>business and home town values.</u>
Need affordable groceries. Need a HEB. Need some competition.
Need business minded leadership who are aggressive in making Caldwell an attractive place to live because it has a "small town feel" but provides benefits of larger business selection- not just one grocery store. City council needs more open minded aggressive business people that are willing to assist all access to water and electricity not just a few "highly favored" individuals.
Need for more parks and recreational areas to attract visitation and community
Needs diversity- city of Caldwell needs zone voting when electing councilmen/etc.
Neighborhood parks should increase in number. Incentives for attracting additional fast food restaurants.
New city leaders.

No more Mexican food restaurants! I'm tired of traveling outside. Nice places to eat. Super Wal-mart or HEB. Caldwell to eat or shop. I want to spend my money HERE. Mom and Pop Rest and shopping is in the past.
Openings of any kind, welcomes newcomers, includes all people.
Our town needs room for growth and still keep our same values. We need another store to shop at, more variety of places to eat, the taxes are so high for this small town that has not much to offer.
Pave the roads.
People go to Bryan for shopping groceries and other so the sales tax goes to Bryan and College Station instead of Caldwell. We have one grocery store.
Please keep the town small, that is why I choose to live here like many others.
Please tell us the fiber internet plan and have Zochnet communicate better as to the plan.
Provide clear and concise city codes to all new home buyers and renters. Have you seen how trashy Caldwell will allow citizens to live in squaller?
Refresh the look of the city along the highways and bring revenue generating businesses along that corridor. Enhance the downtown area with a green space, have live music during farmers market, maybe food trucks too.
Safe hometown place to live. To me we need more grocery stores and other market type stores, clothing necessities people need to live daily life. One grocery store here is not right. We need competition pricing of groceries are ridiculous for people who can't go anywhere if y'all want people to spend here then get stores like for groceries where you can.
"Seek new businesses and residential developers. Communicate more with Citizens."
Small town friendly. The new city building has been a disgrace to our city. It is overbuilt-over budget, and one of the worst decisions made by our city leaders. Don't overspend, don't try to grow at the cost remaining small town Caldwell- use common sense.
Small town with Christian community with everything you need and want. First appearance is key on highways. Entering town, ample advertisement online, paper, social media, signs. Make environment clean, efficient, organized, get adults/youth involved. Bring businesses that can grow, expand, bring more jobs, not just limit a small boutique, create events for all walks of life, country folk, city folk, sports folk, reading/introvert folk, party folk, youth, children, current events.
Tasteful and serene at the parks and on the square with maintained flower boxes, lamppost, and beautiful Christmas decor- not tacky and mismatched. I wonder why the planter boxes along the square are not full and lush and all the way around. If we can't succeed in the small things. how are we going to tackle this endeavor? Also, until all the owners of the empty buildings decide to care about the city square and sell at a reasonable price, how is the square going to thrive? Why be greedy?
The biggest would be an HEB or Super Walmart- then you can keep your customers at home.
The city of Caldwell is a pretty, clean, from please to businesses to live in just to mention hospital districts. The property taxes are high as Bryan/ College Station, revised and renew them.
The city of Caldwell should be welcoming to all. If you want growth, fix the streets, drainage areas, not just certain parts of town.
The city park, this is a diamond in the rough, it has so much promise. With great planning and vision it could be a show place.
The city should not sell itself short. Assume that growth will come and put strong policies in place (i.e. zoning, thoroughfare plans, development standards), then hold fast to those policies. Don't be afraid to increase taxes when called for to achieve the goals set forth in the Comp Plan.
There needs to be a collaborative effort both city and county to improve infrastructure both in town and in the county. The houses in town sell quickly and many have to look to the county if interested in relocating. Our HORRIBLE road conditions are a deterrent for people wanting to live here.

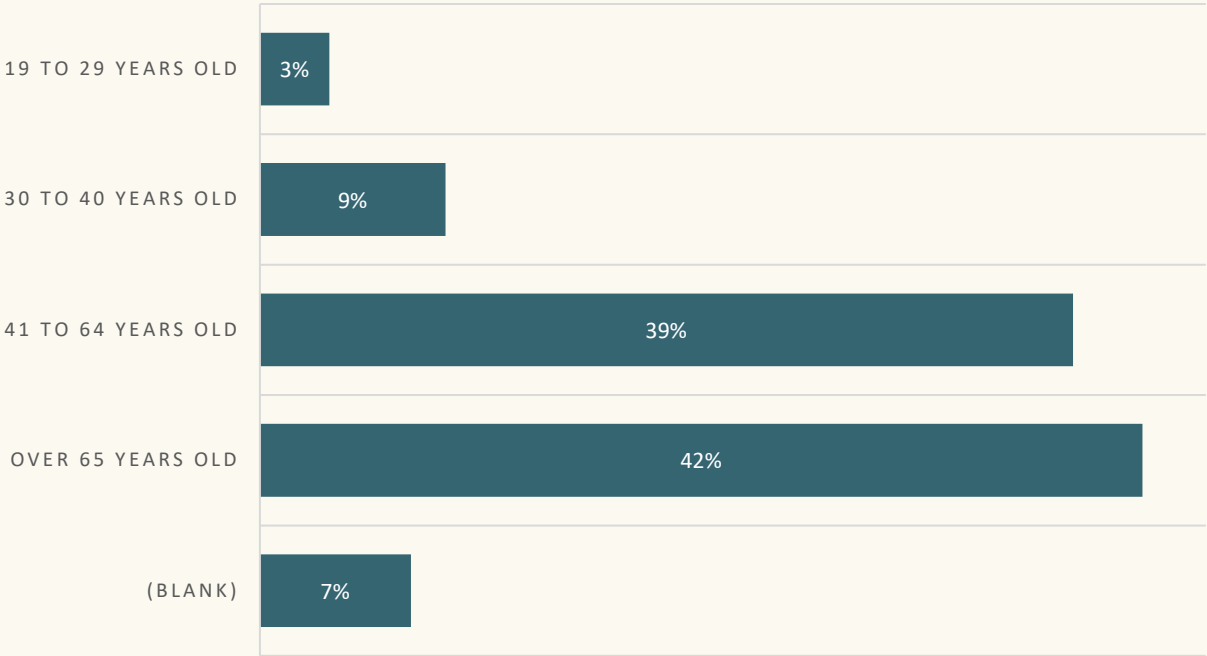
To keep people here and involved, you need: special events; festivals are always nice; outdoor city concerts and entertainment; elder activities such as low impact exercise classes for health and as social outlet!
Town that you feel safe and secure with good streets, religious liberty, good jobs, and retireability and good medical facilities. Stay conservative, love God, keep streets safe-control drug activity, pay police more.
Visions a great place to build your future in a close nit community. With limited options for everyone in the community the first thought is to leave. No growth in jobs, no options for any emergency needs after 9:00PM other than McDonalds and self pay gas.
Visions a thriving small town known for its natural beauty, Christian beliefs/foundation, and good city leadership. Needs better internet and cable services, lower utility bills, sewage lift station replacement, need change of old guard, must approve all major projects from tax base/citizens prior.
Visions Caldwell to be a place where people want to live and raise their children! Be open minded, think outside of the box. Recruit industry to increase tax base and employment, for all generations.
Visions Caldwell to be a safe family friendly small town. Use professional services for future construction projects.
Visions Caldwell to be a shopping place.
Visions Caldwell to be a small town on a map that everyone wants to come see at least one time in life or more.
Visions Caldwell to be a welcoming small town, that has history and attractions so people visit, tell about our town, come back, and bring others.
Wants to get more business and jobs to be the hub of 21&36.
We have no real supermarket. Caldwell needs a good supermarket. Please bring a Burger King restaurant.
We need a Super Wal-mart and a Denny's/Cracker Barrell, I-Hop.
We would like Caldwell to be a small town with mom and pop businesses. We know by experience, as soon as the city allows big corporations to move in it will not be a small town anymore. It will go from a small town to a big city with many problems. If you allow other businesses in- be sure to limit the number you allow in or Caldwell will not be the wonderful quaint town it is.
Working together with other entities for the same common goal.
Working with TXDOT to make sure our roads can handle future traffic and that the traffic signals work properly - especially "turn" arrows
Would be nice to have an HEB or Walmart Supercenter so older people would not have to go to Bryan for reasonable prices of because forced to settle.
You are working with a great City and a City Council and Government that has always saved money/resources and prepared for the future. I hope that this program can assist to move them in the right direction for the future of Caldwell. I would also think that engagement from the locals is good. But many of those folks do not have a "wide-spread" vision of the future as many of those have never left the comforts of their small town. It will be necessary to push and guide the leaders to move things forward!
You have spent enough on government buildings. Both the city and county. Now is the time to spend some on quality of life. Streets and sewer. Do something with the Calaboose so we can enjoy the area

Demographics

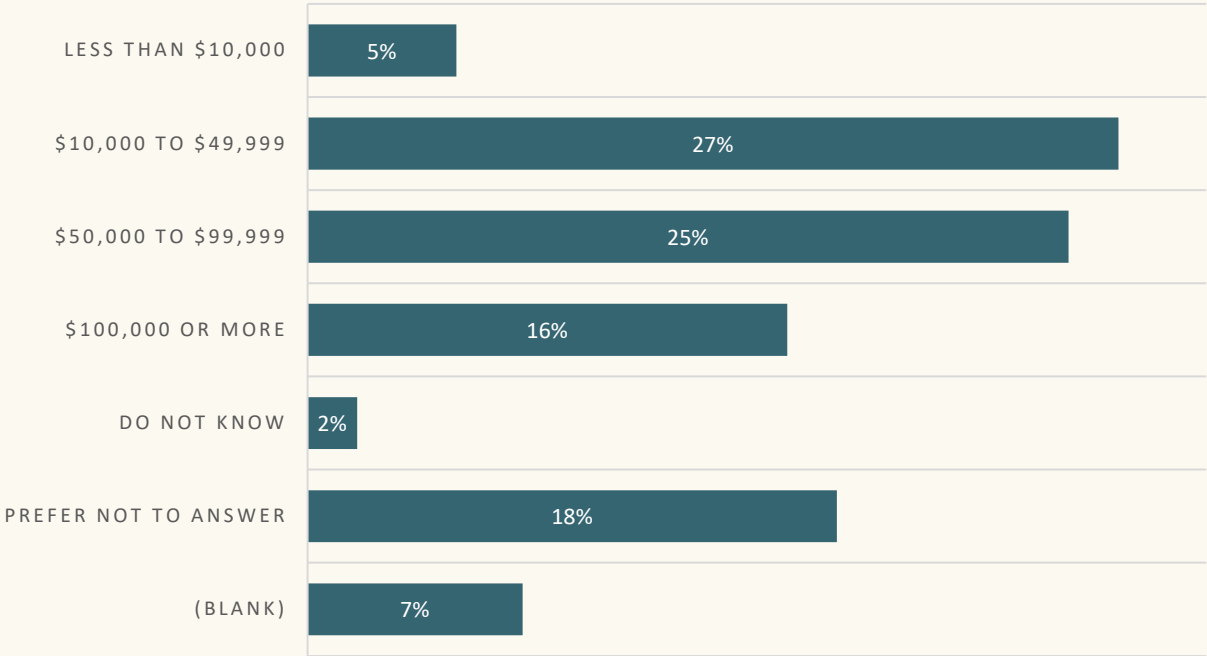
The following graphs show the demographics of survey respondents.



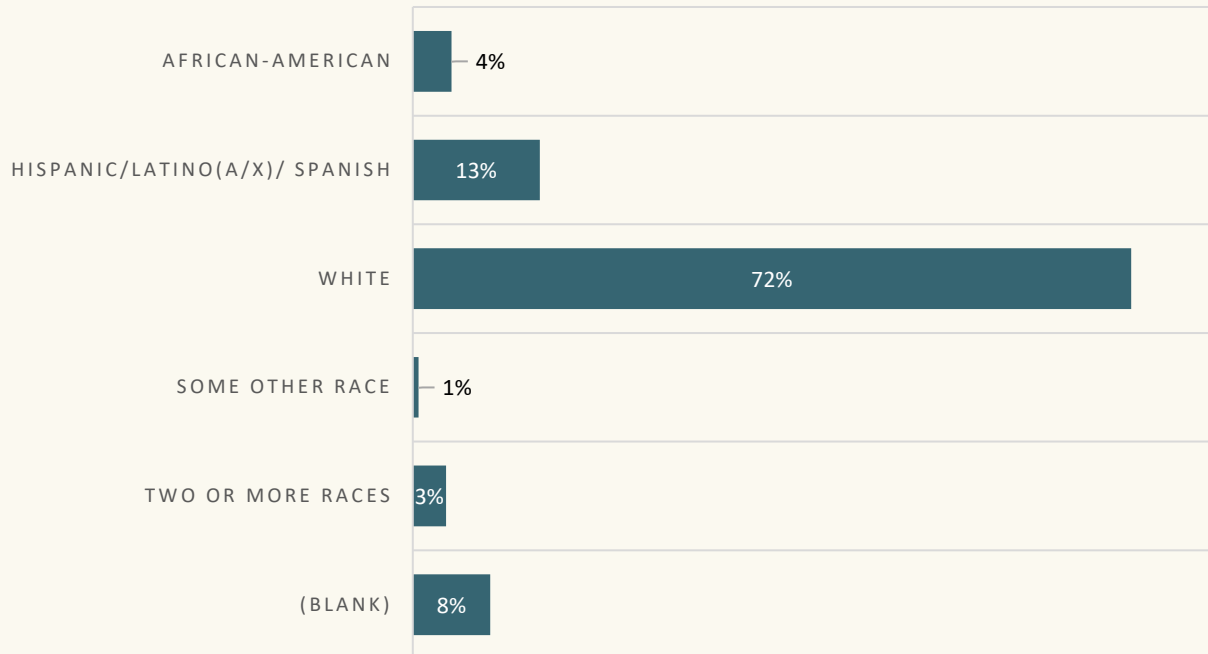
Age Distribution



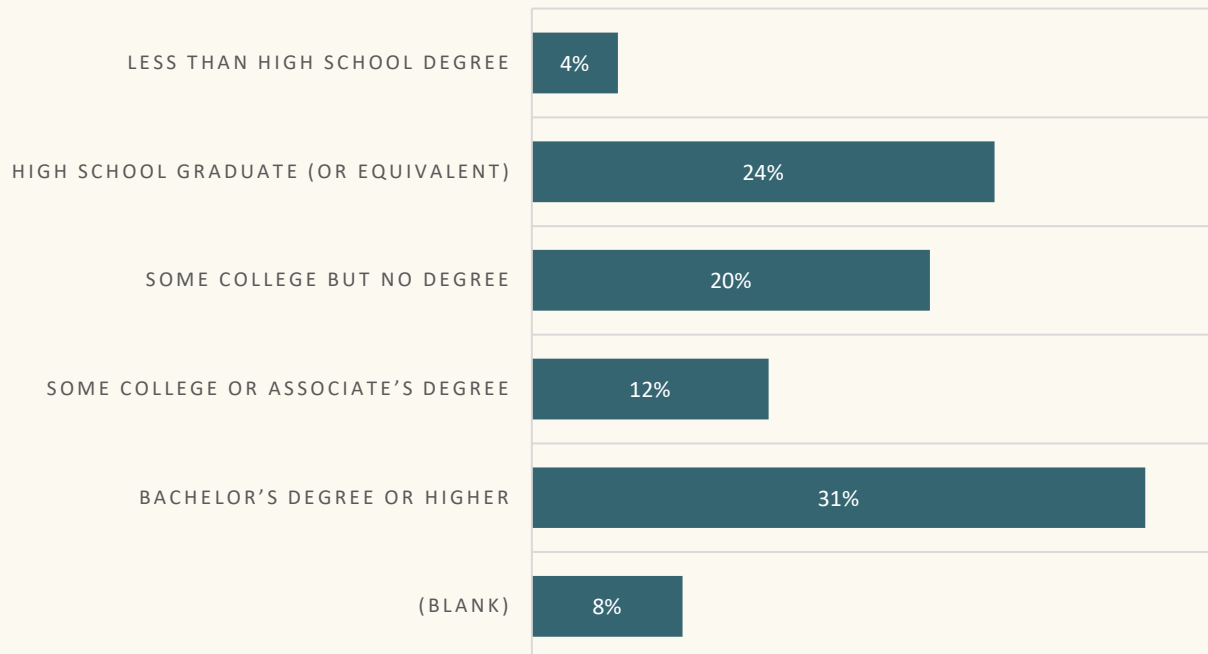
Income Range



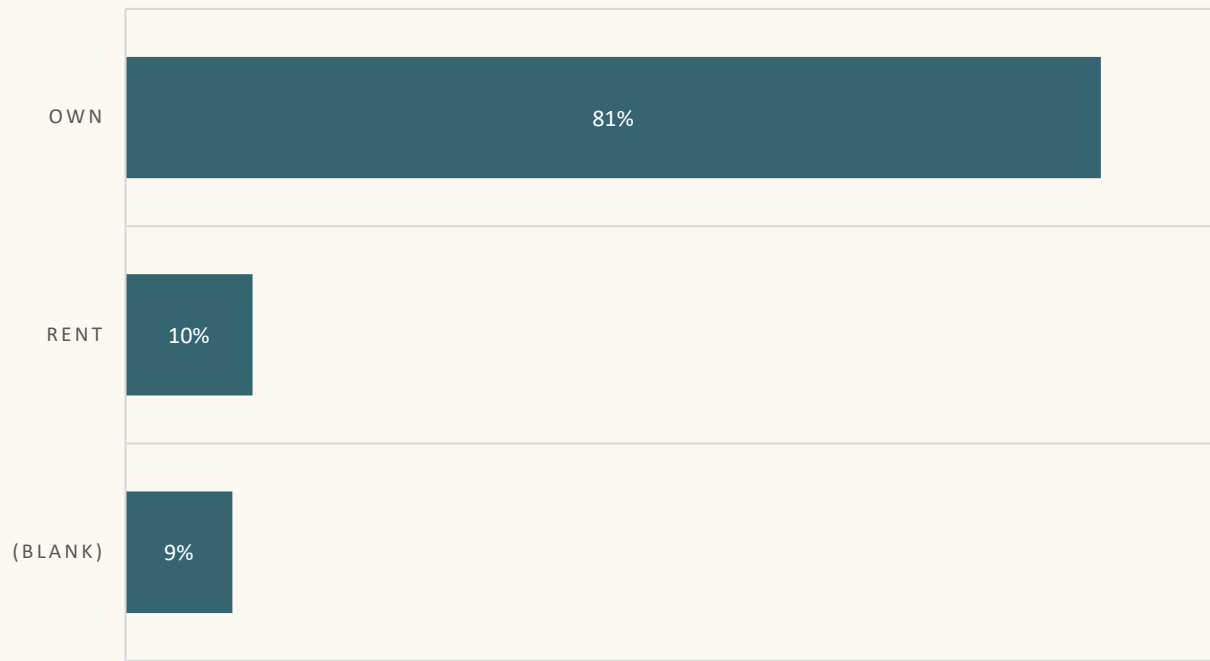
Race and Ethnicity



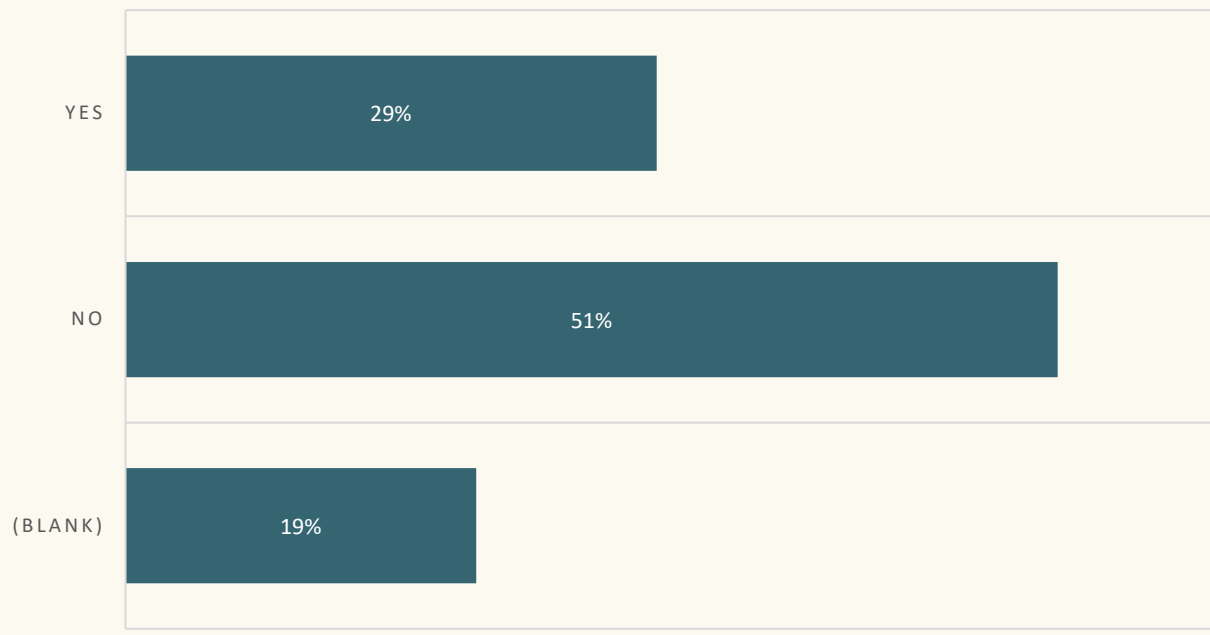
Education (Highest Degree Awarded)



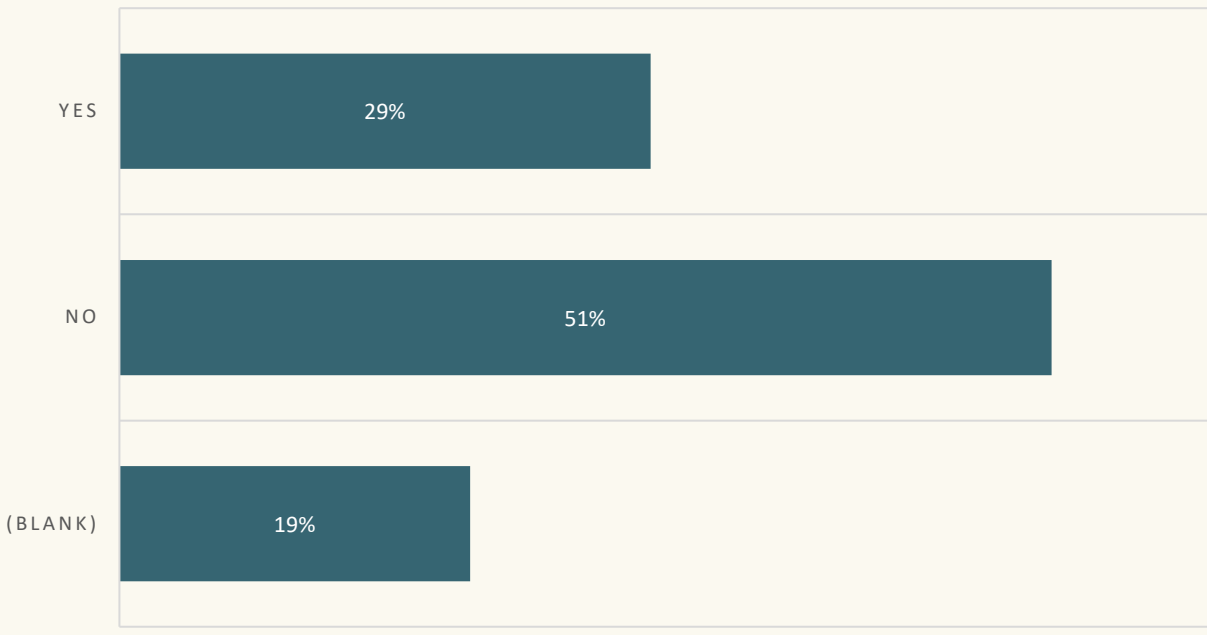
Housing Ownership



Employment in Caldwell (If you are employed, do you work in Caldwell?)



Residency in Caldwell (How Long have you lived in Caldwell?)



ENVISION CALDWELL