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# Durant, Oklahoma Resident Perception Survey Results

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# Guiding Principles for Respectful Conversation

- Respond to the conversation at hand before starting a new thread; building on ideas enables dialogue to go deeper
- Seek an understanding of other people's points of view
- Practice the ability to disagree with an idea without attacking
- Belittling, humiliating comments are major roadblocks to dialogue
  - Tackle issues, not people
- Assume positive intent; everyone is here because they love this community
- Pay attention to sharing speaking time; allow others to be a part of the conversation
- There will be multiple discussion opportunities throughout the presentation
  - Follow the 40 second rule
    - Mark Goulston, author of Just Listen says that when someone talks more than 40 seconds, people begin to feel like they are “hogging the floor”



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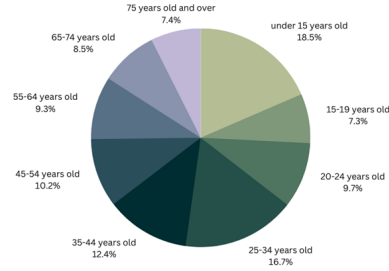
# Demographic Information



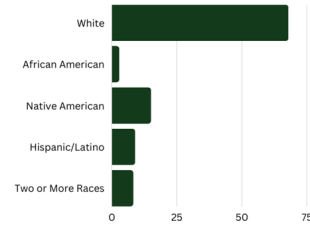
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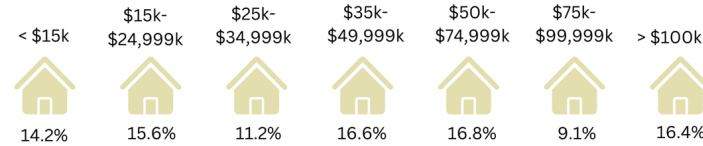
## Age



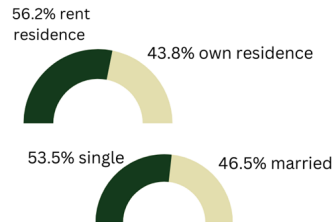
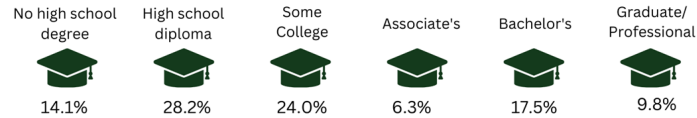
## Race



## Household Income



## Education



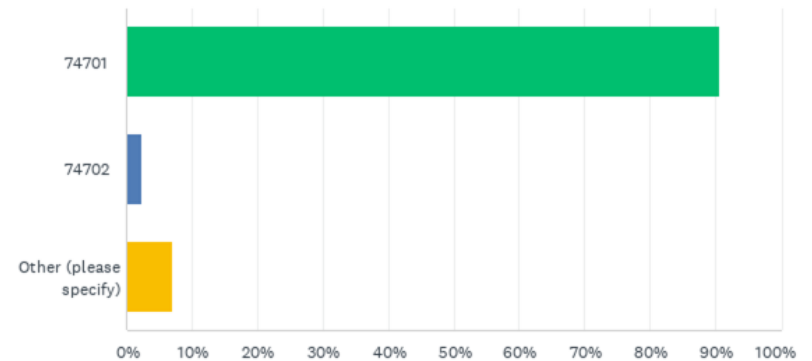
1 in 4 adults have children under 18 in household

# Zip Code

90.53% of participants of the Durant, Oklahoma Resident Perception Survey lived in the Zip code of 74701

- **90.53%** reside within 74701
- **2.33%** reside within 74702
- **7.14%** of all other Zip Codes

Q1 What is your ZIP code?

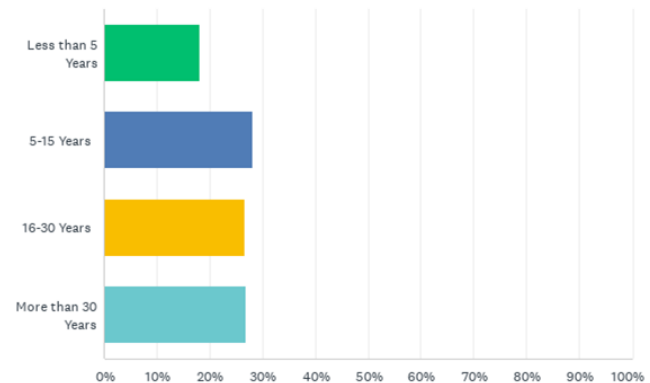


# How long have you lived in Durant?

Of the 2,146 surveys completed, participants reported having lived in Durant as follows:

- **18.14%** Less than 5 years
- **28.20%** 5-15 Years
- **26.74%** 16-30 Years
- **26.93%** More than 30 Years

Q2 How long have you lived in Durant?



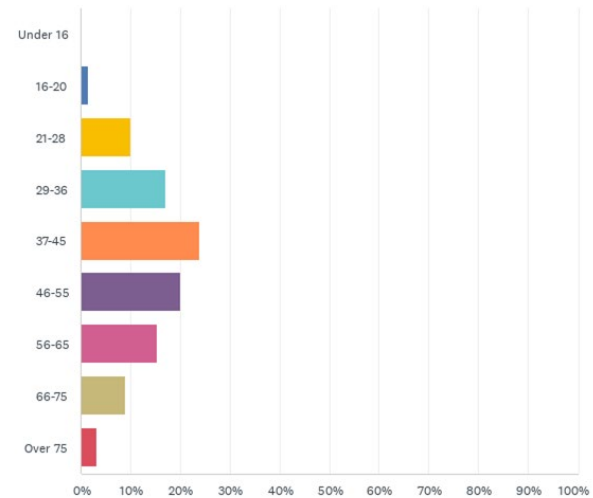
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# Age

- **0.05%** Under 16 years old
- **1.54%** 16-20 years old
- **10.09%** 21-28 years old
- **17.09%** 29-36 years old
- **23.82%** 37-45 years old
- **19.99%** 46-55 years old
- **15.27%** 56-66 years old
- **8.87%** 66-75 years old
- **3.27%** Over 75 years old

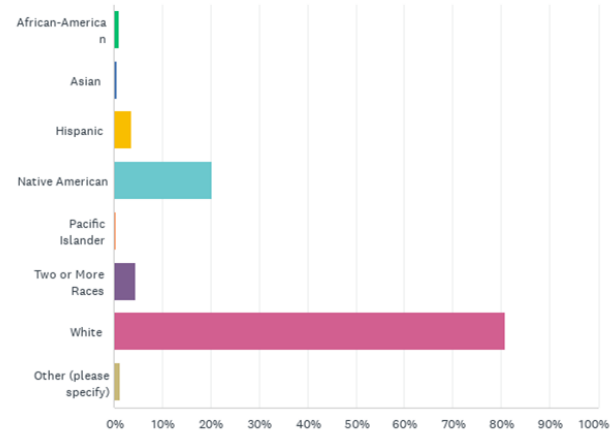
Q3 Please select your age range:



# Race

- 80.88% White
- 1.08% African American
- 20.34% Native American
- 3.56% Hispanic/Latino
- 4.50% Two or More Races
- 1.31% Other

Q4 Which of these best describes your racial background? (Mark all that apply)

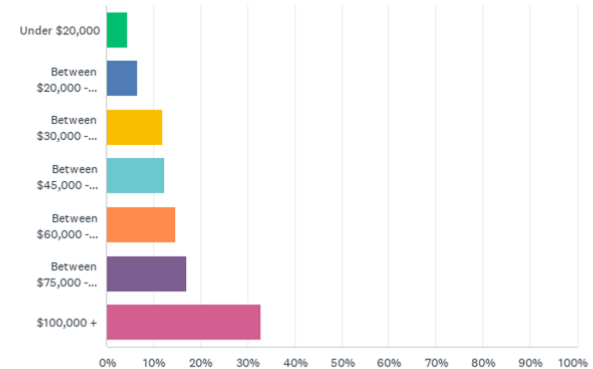




# Household Income

- 4.47% less than \$20,000
- 6.66% between \$20,000-\$29,999
- 12.04% between \$30,000-\$44,999
- 12.28% between \$45,000-\$59,999
- 14.61% between \$60,000-\$74,999
- 17.04% between \$75,000-\$99,999
- 32.89% \$100,000 and more

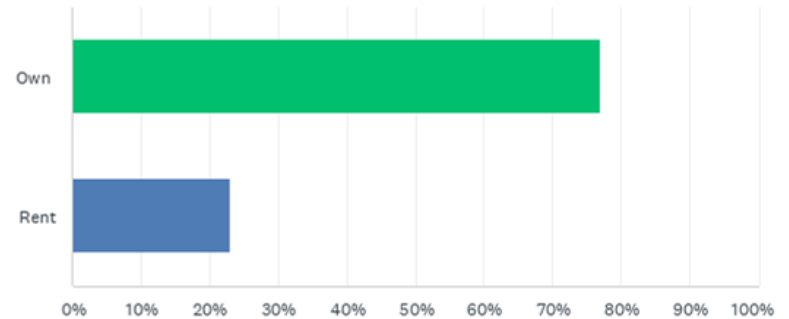
Q5 Please mark the answer that best describes your annual household income.



# Rent/Owning a Residence

- 76.88% own their residence
- 23.12% rent their residence

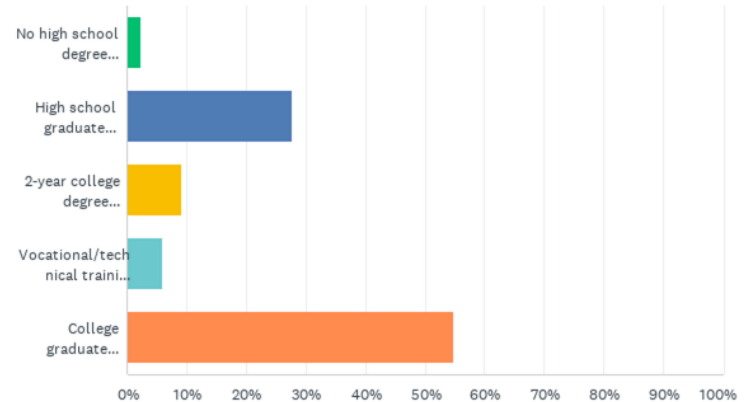
Q6 Do you own or rent your primary residence?



# Highest Form of Education

- **2.29%** do not hold a high school degree
- **27.74%** hold a high school diploma
- **9.12%** hold an associate degree
- **5.99%** hold a vocational/training degree or certificate
- **54.86%** hold a bachelors or higher degree

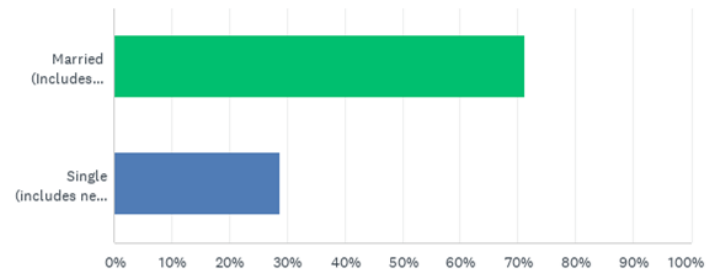
Q7 Please mark your highest level of education.



# Marital Status

- **71.11%** of participants are married (includes living in a long term partnered relationship)
- **28.89%** of participants are single (includes never married, widowed, separated, and divorced)

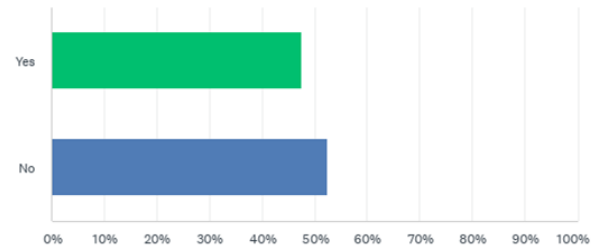
Q8 Please mark the category that best describes your marital status.



# Children Under the Age of 18

- **47.61%** of participants currently have children under the age of 18 living in their household.
- **52.39%** of participants do not have children under the age of 18 living in their household.

Q9 Do you currently have children under the age of 18 living in your household?





# Discussion Opportunity



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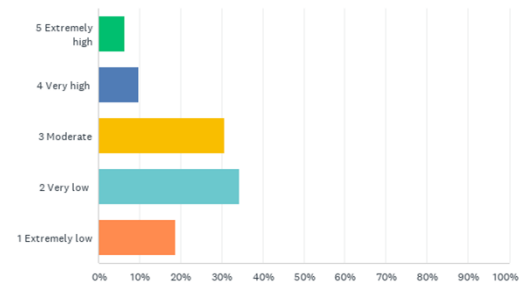


# **Crime and Safety**

# How would you rate the level of crime in your neighborhood?

- 6.45% of survey respondents said Extremely High
- 9.78% of survey respondents said Very High
- 30.68% of survey respondents said Moderate
- 34.33% of survey respondents said Very Low
- 18.76% of survey respondents said Extremely Low

Q10 On a five-point rating scale (where 5 is extremely high and 1 is extremely low) how would you rate the level of crime in your neighborhood?

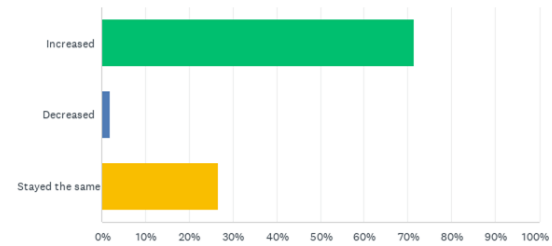




# Would you say the crime level in this community has increased, decreased, or stayed about the same over the past 5 years?

- **71.39%** of respondents answered that they thought crime has increased in the past five years
- **2.02%** of respondents answered that they thought crime has decreased in the past five years
- **26.59%** of respondents answered that they thought crime has stayed the same in the past five years

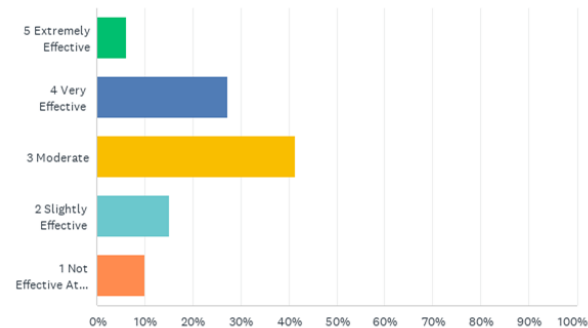
Q11 Would you say the crime level in this community has increased, decreased or stayed about the same over the past 5 years?



# How would you rate the effectiveness of the local police?

- **6.23%** of survey respondents said Extremely Effective
- **27.35%** of survey respondents said Very Effective
- **41.26%** of survey respondents said Moderately Effective
- **15.08%** of survey respondents said Slightly Effective
- **10.07%** of survey respondents said Not Effective at All

Q12 On a five-point rating scale (where 5 is extremely effective and 1 is not effective at all) how would you rate the effectiveness of the local police?



# Crime Statistics for Durant, Oklahoma

- **Total crime has decreased over the last 5 years and increased in 2021**
  - 2017: 1,003
  - 2018: 966
  - 2019: 848
  - 2020: 600
  - 2021: 610
- **Property crime rates follow the same trend**
- **Violent crime rates have fluctuated over the last 5 years**
  - High of 67 in 2019, low of 40 in 2020
- **Durant Police Department**
  - Mission: to safeguard the lives and property, reduce the incidence and fear of crime, while working with the community to improve their quality of life
- **Choctaw Nation Department of Public Safety**
  - Serves tribal facilities and land
  - Cross-deputized with other local law enforcement agencies
  - SWAT tactical unit
  - In 2022 released new patrol cars that offer enhanced safety elements

# Crime Statistics for Durant, Oklahoma

In 2021, the total number of reported crimes was 610 (31.95 per 1000 residents)

- **557 property crimes**

- Larceny - 400
- Burglary - 93
- Auto theft - 63
- Arson - 1

- **53 violent crimes**

- Murder - 1
- Robbery - 4
- Rape - 7
- Aggravated assault - 41



# Discussion Opportunity



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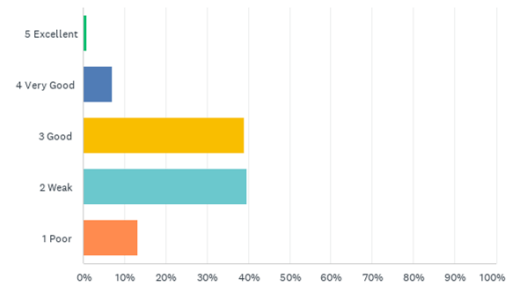


# **Economy and Jobs**

# How would you rate the economic conditions in Durant?

- **0.89%** of survey respondents said Excellent
- **7.06%** of survey respondents said Very Good
- **39.10%** of survey respondents said Good
- **39.76%** of survey respondents said Weak
- **13.19%** of survey respondents said Poor

Q15 On a five-point rating scale (where 5 is excellent and 1 is poor) how would you rate the economic conditions in Durant?



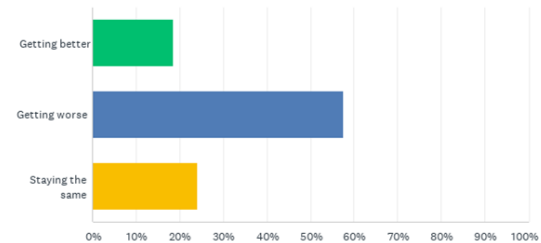
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# Do you believe economic conditions are getting better or worse in Durant?

- 18.45% of participants responded that they think economic conditions are getting better
- 57.51% of participants responded that they think economic conditions are getting worse
- 24.04% of participants responded that they think economic conditions are staying the same

Q14 Right now, do you believe economic conditions are getting better or getting worse in Durant?

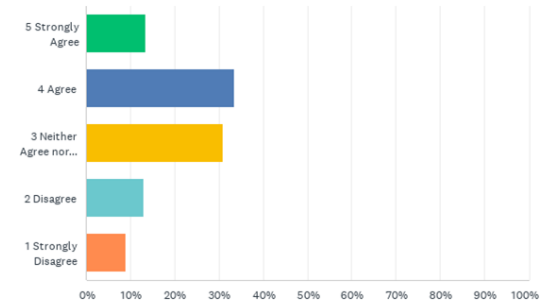




# How much do you agree that now is a good time to find a job in Durant?

- **13.43%** of survey respondents Strongly Agree
- **33.50%** of survey respondents Agree
- **30.93%** of survey respondents Neither Agree nor Disagree
- **13.10%** of survey respondents Disagree
- **9.03%** of survey respondents Strongly Disagree

Q16 On a five-point scale (where 5 means strongly agree and 1 means strongly disagree) how much do you agree that now is a good time to find a job in Durant?





# Biggest Obstacles to Business Development

Top ten obstacles, listed from greatest to least amount of responses (aggregated):

1. Infrastructure (610 responses)
2. Economy (275 responses)
3. Local Government (216 responses)
4. Workforce (202 responses)
5. Housing (161 responses)
6. Homelessness (103 responses)
7. Taxes (88 responses)
8. Casino (86 responses)
9. Drugs (57 responses)
10. Community Support (27 responses)



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# Durant Economic Data

- **2021 median individual income was \$25,304**
  - Median income has increased in the past 5 years, from \$20,600 in 2017
  - Lower than OK state median income (\$30,967)
  - Comparison cities:
    - Ada, OK (16,842 pop.): \$25,181
    - Ardmore, OK (24,893 pop.): \$25,872
    - McAlester, OK (18,244 pop.): \$25,257
    - Denison, TX (25,179 pop.): \$25,639
- **62.3% of Durant's population (over the age of 16) participates in the civilian labor force (9,046 people)**
  - Unemployment rate of 2.3%
  - Lower than OK state unemployment rate of 5.9%

# Durant Economic Data

- **Largest sectors by number of people employed:**
  - Office and Administrative Support Occupations (2,459)
  - Sales and Related Occupations (2,382)
  - Management Occupations (1,856)
  - Food Preparation and Serving (1,678)
- **Local companies that launched expansion projects in 2022**
  - Choctaw Nation
  - Bruscepac
  - SG Blocks (114-acre mixed use development)
  - Cardinal Glass
  - ETS Lindgren
  - Gamco
- **Choctaw Nation Foundation economic impact (FY22):**
  - \$1,077,351 capital infused
  - \$3,555,042 capital impact
  - 38 (\$190,000) small businesses started/expanded
  - 14 (\$887,351) community development projects

*(U.S. Census Bureau, Oklahoma Department of Commerce, City of Durant, Choctaw Nation Development Fund Annual Report)*



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# Discussion Opportunity



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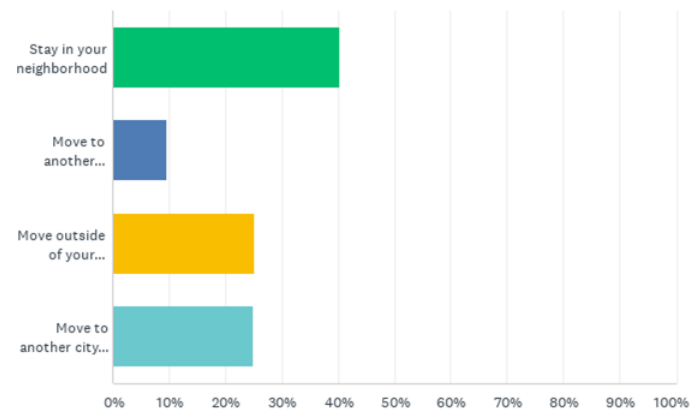


# Quality of Life

# If you had the choice of where to live, would you rather...

- **40.24%** would stay in their neighborhood
- **9.50%** move to another neighborhood in their community
- **25.25%** move outside of your community, but stay in the region
- **25.01%** move to another city and state altogether

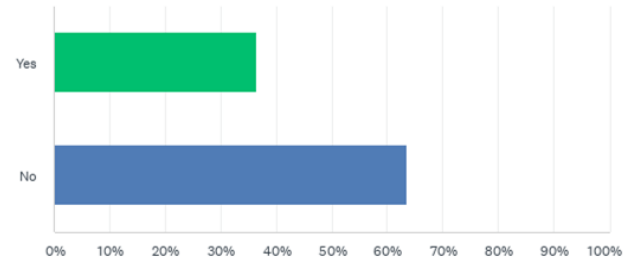
Q18 If you had the choice of where to live, would you rather:



# Do you think Durant is a better place to live today than five years ago?

- 36.45% answered Yes
- 63.55% answered No

Q19 Do you think Durant is a better place to live today compared to five years ago?

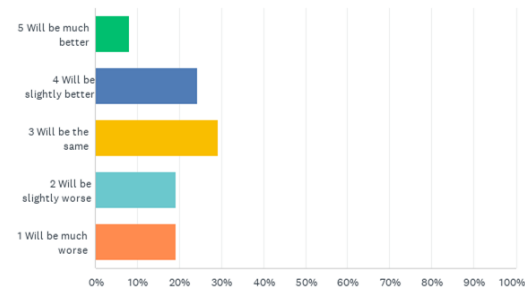




# How do you think Durant will be as a place to live in ten years compared to today?

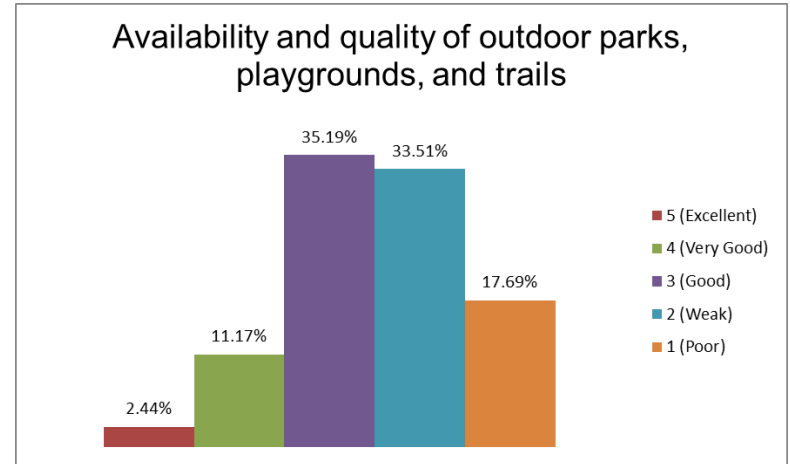
- 8.11% of participants think Durant will be much better
- 24.25% of participants think Durant will be slightly better
- 29.20% of participants think Durant will be the same
- 19.25% of participants think Durant will be slightly worse
- 19.20% of participants think Durant will be much worse

Q20 On a five-point scale (where 5 means will be much better and 1 means will be much worse), in the next 10 years, how do you think Durant will be as a place to live compared to today?



# How would you rate the availability and quality of outdoor parks, playgrounds, and trails?

- 2.44% of survey respondents said Excellent
- 11.17% of survey respondents said Very Good
- 35.19% of survey respondents said Good
- 33.51% of survey respondents said Weak
- 17.69% of survey respondents said Poor





# Comparative Parks Data

- **Durant (population 19,088)**
  - 15 parks totaling 1146 acres of land
  - Amenities include: Lake, nature trail, disc golf, baseball, softball, and soccer fields, concessions, swimming pool, basketball courts, playground equipment, pavilions, and public restrooms
  - Success story: Durant received a \$400,000 grant to transform an old railroad corridor into a walking, hiking and running trail
- **Comparison City: Ada (population 16,842)**
  - 21 city-owned parks (including pocket parks) totaling 257 acres
  - Amenities include 150-acre Wintersmith Park, two aquatics centers, and sports complex
- **Comparison City: McAlester (population 18,244)**
  - 18 parks totaling 150 acres
  - Amenities include: playgrounds, skateboard parks, trails, 3 splash pads, 2 archery ranges, and dog park. Recreational facilities include softball complex, wading and swimming pools, disc golf, and basketball/volleyball courts

*(Cities of Durant, Ada, and McAlester)*

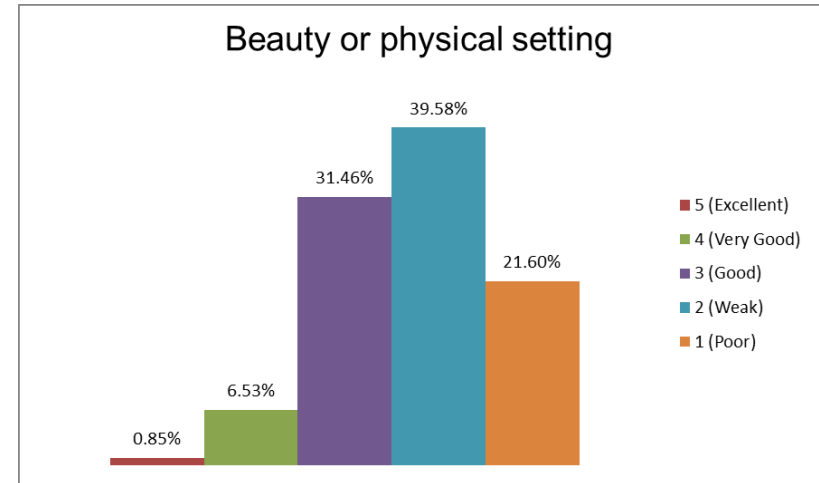


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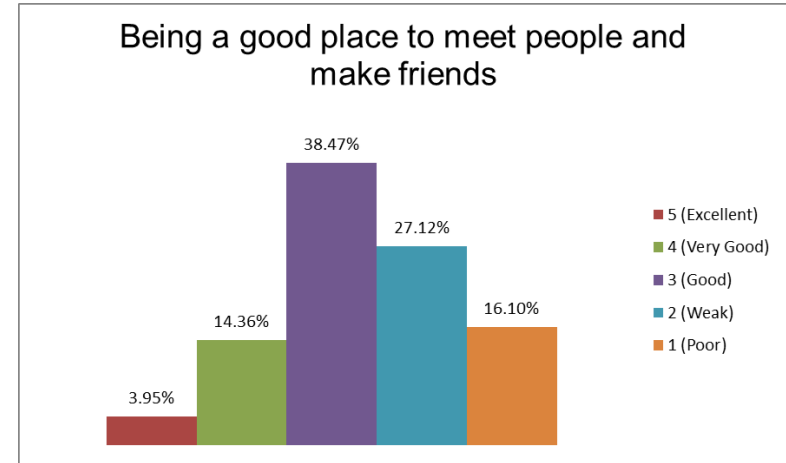
# How would you rate the beauty or physical setting?

- 0.85% of survey respondents said Excellent
- 6.53% of survey respondents said Very Good
- 31.46% of survey respondents said Good
- 39.58% of survey respondents said Weak
- 21.60% of survey respondents said Poor



# How would you rate being a good place to meet people and make friends?

- 3.95% of survey respondents said Excellent
- 14.36% of survey respondents said Very Good
- 38.47% of survey respondents said Good
- 27.12% of survey respondents said Weak
- 16.10% of survey respondents said Poor

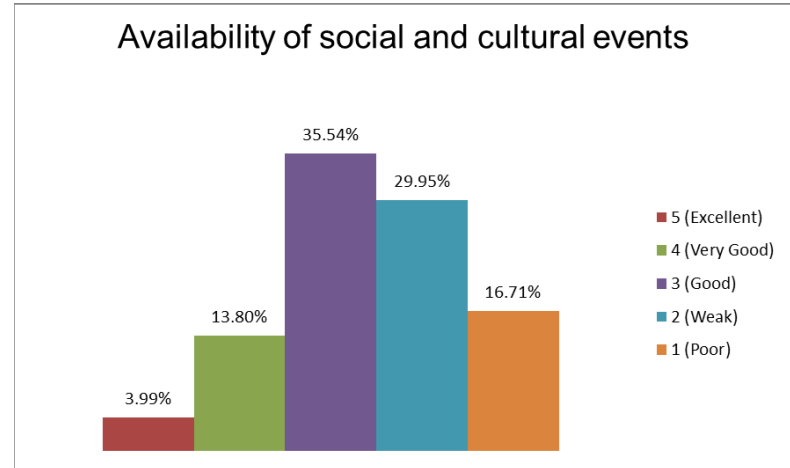


# Durant Social Capital Data

- Based on Social Capital Atlas analysis of Facebook Connections, Durant has:
  - Low economic connectedness: 37.7% of friends of low-income people have high incomes
  - Low social cohesiveness: 9.9% of friends are also friends with each other
  - High volunteering rates: Durant is in the 94th percentile of people participating in volunteering groups

# How would you rate the availability of social and cultural events (festivals, music, museums, picnics, parades, etc.)?

- 3.99% of survey respondents said Excellent
- 13.80% of survey respondents said Very Good
- 35.54% of survey respondents said Good
- 29.95% of survey respondents said Weak
- 16.71% of survey respondents said Poor





# Social and Cultural Events in Durant

- **Magnolia Festival**
  - 3-day festival held annually in June – features music, vendors, carnival, fireworks, children’s activities, art sale, and fun run
- **Oklahoma Shakespearean Festival**
  - Summer theater program and year-round events
  - 2023 season includes Much Ado about Nothing, Footloose the Musical, The Addams Family, and Madagascar Jr.
- **The Grand Theater at Choctaw Casino and Resort**
  - Upcoming performances include Journey, Keith Urban, Chris Stapleton, and the Killers
- **Choctaw Nation historical presence and cultural events**
  - Offers a Choctaw Artist Registry to recognize and publicize Choctaw artisans
  - Offers cultural outreach upon request, including customized presentations, storytelling, classes, exhibits, and demonstrations



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# Social and Cultural Events in Durant

- **Southeastern Oklahoma University hosts events on-campus for the public to enjoy including:**
  - NCAA Division II Great American Conference sports:
    - Baseball and softball
    - Men's and women's basketball
    - Football
    - Men's and women's tennis
    - Men's golf
    - Rodeo
    - Women's cross country
    - Cheerleading
    - Women's volleyball
  - Other events and programming through:
    - The Theatre at Southeastern
    - Visual and Performing Arts Center
    - Semple Family Museum
    - Esports Arena
    - Sports clinics
    - Little Sweetheart Dance
    - Calm Before the Storm
    - Native November
    - Haunted Trail and Safe Trick or Treat
    - Mobile health clinics

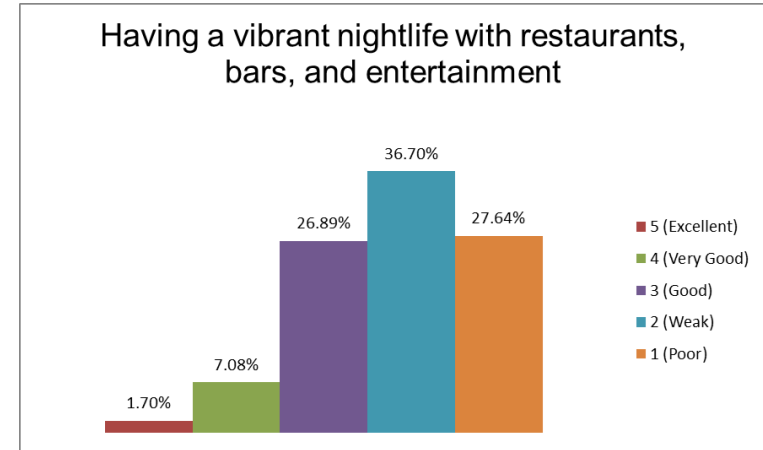


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# How would you rate having a vibrant nightlife with restaurants, bars, and entertainment venues?

- 1.7% of survey respondents said Excellent
- 7.08% of survey respondents said Very Good
- 26.89% of survey respondents said Good
- 36.70% of survey respondents said Weak
- 27.64% of survey respondents said Poor



# Restaurant and Entertainment Usage

- 46.4% of adults attended a movie in the last 6 months
- 17.8% went to a bar/nightclub in the last 12 months
- 50.2% dined out in the last 12 months
- 66.6% went to a family restaurant in the last 6 months
- 90.6% went to a fast food/drive-in restaurant in the last 6 months
- 10.2% gambled at a casino in the last 12 months

(ESRI, 2023)



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# Restaurants in Durant

- 70-80 restaurants listed on Google and Tripadvisor
- Majority of restaurants are rated 3.5 stars and above
- Based on reviews of 50 restaurant listings on Google:
  - Majority of restaurants close by 10:00 p.m
  - Around half are closed on at least one day, usually Sunday and/or Monday

*(Google Reviews, TripAdvisor)*



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# Restaurants in Durant

- Top-rated across social platforms:
  - Main Street Barbecue
  - Roma Italian Restaurant
  - Villegas Panadera and Mexican
  - Roadhouse Bar and Grill
  - Rib Crib
  - 1832 Steakhouse
  - Magnolia Cafe
  - Old Ice House
  - Jalapeno's Mexican Restaurant

*(Google Reviews, TripAdvisor)*

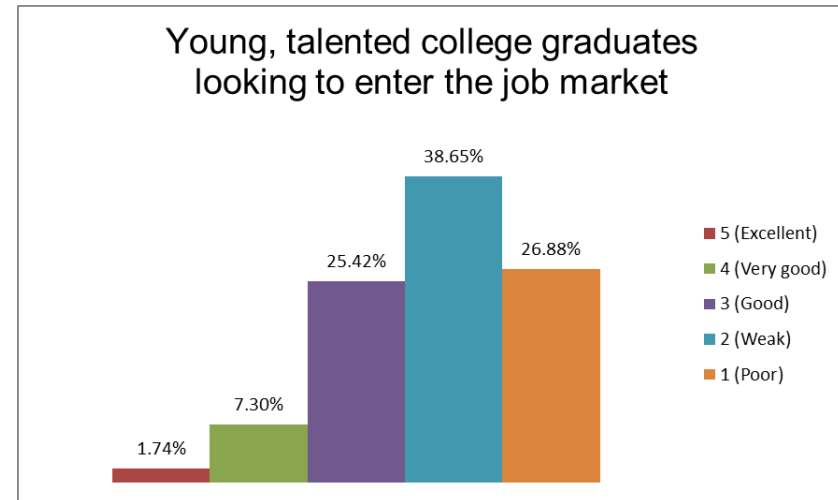


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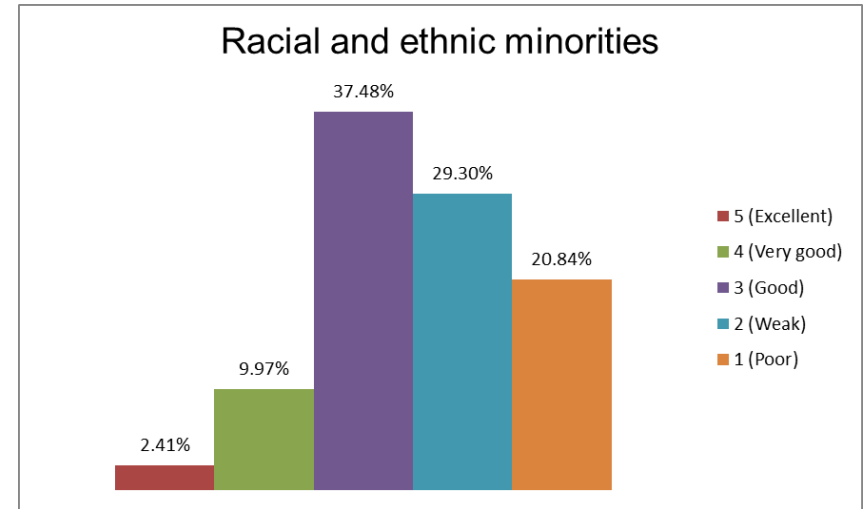
# How would you rate Durant as a place to live for young, talented college and technical graduates to enter the job market?

- 1.74% of survey respondents said Excellent
- 7.30% of survey respondents said Very Good
- 25.42% of survey respondents said Good
- 38.65% of survey respondents said Weak
- 26.88% of survey respondents said Poor



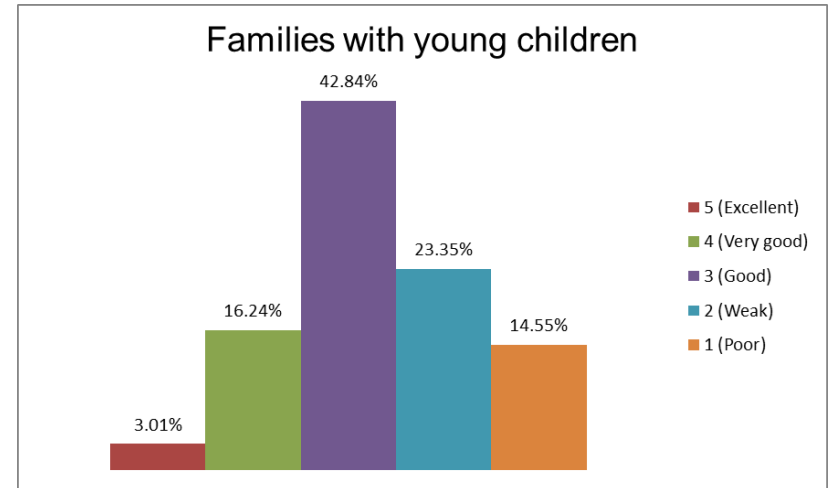
# How would you rate Durant as a place to live for racial and ethnic minorities?

- 2.41% of survey respondents said Excellent
- 9.97% of survey respondents said Very Good
- 37.48% of survey respondents said Good
- 29.30% of survey respondents said Weak
- 20.84% of survey respondents said Poor



# How would you rate Durant as a place to live for families with young children?

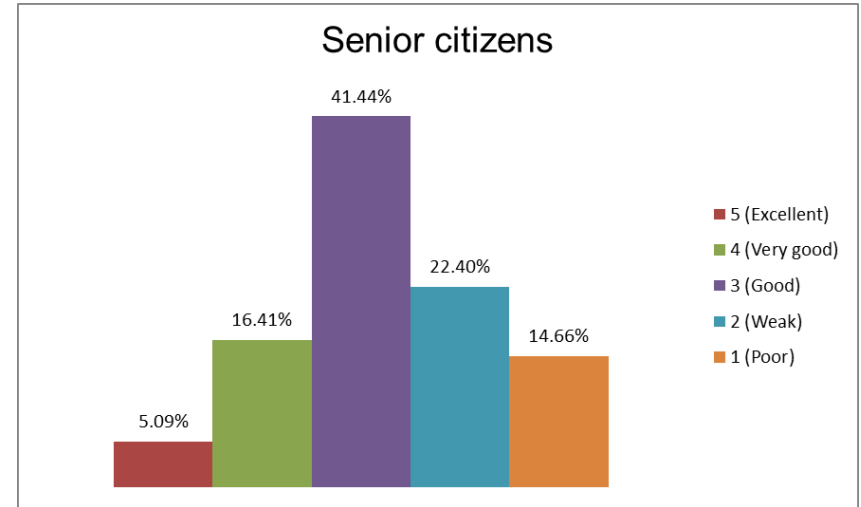
- 3.01% of survey respondents said Excellent
- 16.24% of survey respondents said Very Good
- 42.84% of survey respondents said Good
- 23.35% of survey respondents said Weak
- 14.55% of survey respondents said Poor





# How would you rate Durant as a place to live for senior citizens?

- 5.09% of survey respondents said Excellent
- 16.41% of survey respondents said Very Good
- 41.44% of survey respondents said Good
- 22.40% of survey respondents said Weak
- 14.66% of survey respondents said Poor



# Median Age

- Median age for Durant: 33.9 years old
  - Median age state of Oklahoma: 36.7
    - Comparison cities:
      - Ada, OK (16,842 pop.): 31.4
      - Ardmore, OK (24,893 pop.): 37.4
      - McAlester, OK (18,244 pop.): 35.5
      - Denison, TX (25,179 pop.): 39.1

# Childcare

- Availability of childcare
  - Total of 23 childcare facilities located in Durant
    - 13 childcare facilities rated 5 star
    - 3 rated 4 star
    - 3 rated 3 star
    - 2 rated 2 star
    - 2 rated 1 star
  - Comparison cities:
    - Ada, OK (16,842 pop.): 18 facilities
    - Ardmore, OK (24,893 pop.): 27 facilities
    - McAlester, OK (18,244 pop.): 16 facilities
    - Denison, TX (25,179 pop.): no data available
- Choctaw Nation offers 3 high-quality child care facilities

*(Oklahoma Human Services), (Daycare.com), (Google Reviews), and (Choctawnation.com)*



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# Discussion Opportunity



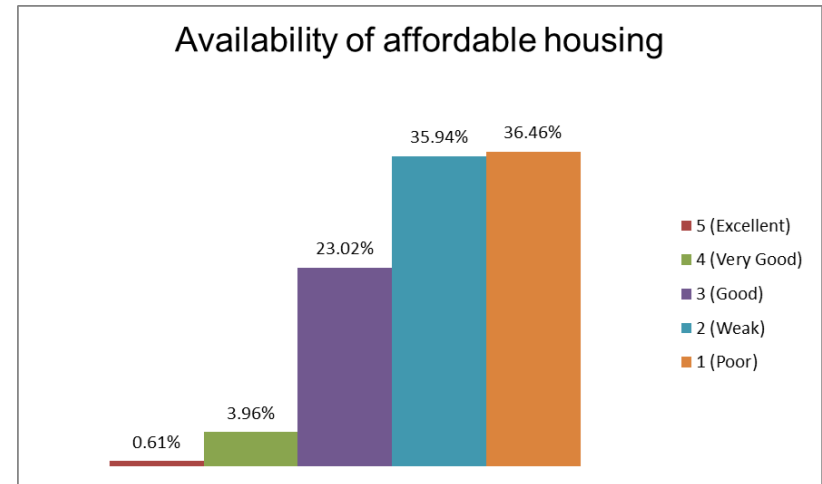
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# Housing

# How would you rate the availability of affordable housing?

- 0.61% of survey respondents said Excellent
- 3.96% of survey respondents said Very Good
- 23.02% of survey respondents said Good
- 35.94% of survey respondents said Weak
- 36.46% of survey respondents said Poor



# Durant Housing Data

- **Median home value in 2021: \$232,286**
  - Up from \$227,888 in 2020
  - OK state median home value: \$186,100
- **Median monthly housing costs for homeowners**
  - \$1,500-\$1,700 (2021)
  - \$1,200 (2020)
  - \$994 (2019)
- **Median rent**
  - \$1400 (2021)
  - \$1200 (2020)
  - \$748 (2019)
- **698 total vacant housing units in 2020**
  - Down from 871 in 2010
- **60 single-family and 11 multi-family housing developments began construction in 2022**
- **Choctaw Nation**
  - “The Haven” complex 216 multi-family units

*(U.S. Census Bureau)*



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# Discussion Opportunity



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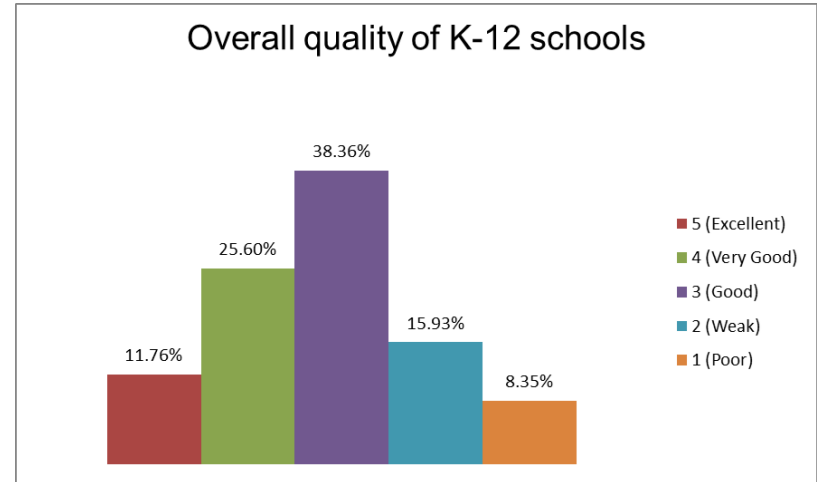




# Education

# How would you rate the overall quality of K-12 schools?

- 11.76% of survey respondents said Excellent
- 25.60% of survey respondents said Very Good
- 38.36% of survey respondents said Good
- 15.93% of survey respondents said Weak
- 8.35% of survey respondents said Poor



# K-12 Education Data

- **High School**

- 98.5% graduation rate (OK state rate: 79.4%)
- 22.5 average ACT score (OK state average: 19.4)
- 71.6% of students participate in career technical education
- 60% of graduates enroll into higher education
- Ranks #47 out of 408 in the state of Oklahoma and #5,943 out of 17,843 nationally

- **Middle School**

- Ranks #54 in the state of Oklahoma with an overall score of 86.23/100 according to the U.S. News and World Report
- Grades 3-8 scored 180 points higher than the Oklahoma state average in the Oklahoma Academic Performance rating

- **Faculty**

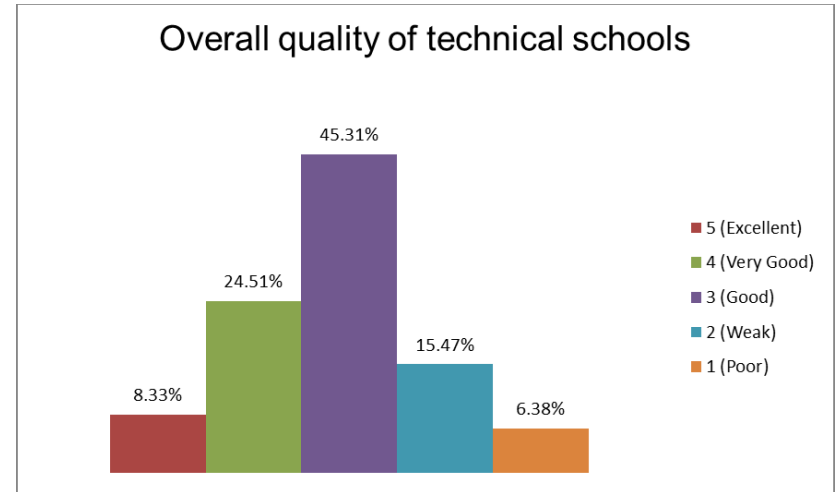
- Over 71% of faculty hold advanced degrees in their field of study
- 2017 Oklahoma Teacher of the Year Recipient

- **Choctaw Nation provides the Partnership of Summer School Education (POSSE) program**

- 24-day summer program aimed at sustaining and improving young children's learning (serves pre-K through 3rd grade)

# How would you rate the overall quality of technical schools?

- 8.33% of survey respondents said Excellent
- 24.51% of survey respondents said Very Good
- 45.31% of survey respondents said Good
- 15.47% of survey respondents said Weak
- 6.38% of survey respondents said Poor



# Technical Education Data

- **Kiamichi Tech**

- Kiamichi Tech – Durant campus provides full-time and short-time education programs and services to high school and adult students as well as customized training for business and industry in Bryan County.
- Eight full-time career training programs
- 82% Completion & Retention Rate: Students who have completed their program or are returning to complete their training
- 95% Positive Placement Rate: Students who are employed, joined the military or continued their education
- \$21.93 Average Wage: Reported starting wage for program completers employed related to their program

- **Campus Highlights**

- Opened a second location in Bryan County in 2021, the Center for Workforce Advancement, that houses all short-term and customized industry training.
- #1 Ranked Practical Nursing Program in Oklahoma (2021)
- 2022 ACTE Region IV Teacher of the Year, Leslie Powell, Biomedical Sciences Instructor

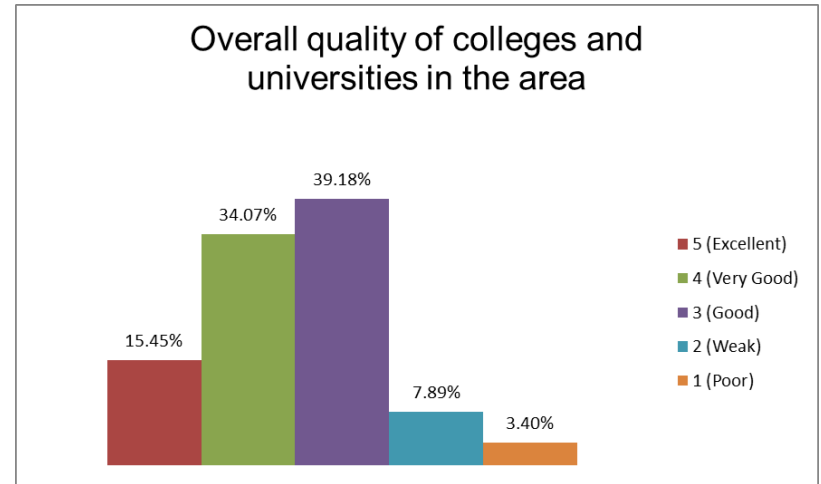


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# How would you rate the colleges and universities in the area?

- 15.45% of survey respondents said Excellent
- 34.07% of survey respondents said Very Good
- 39.18% of survey respondents said Good
- 7.89% of survey respondents said Weak
- 3.4% of survey respondents said Poor



# College/University Education Data

- **Southeastern Oklahoma State University**
  - Four year/postsecondary university
  - 16.3% graduation rate in four years, 30.1% graduation rate in six years
  - 5,376 total students (Fall 2022)
  - Average cost for student that lives on campus: \$7,420 a semester
  - Top three undergraduate majors are:
    - Liberal Arts and Applied Science - 13.8%
    - Occupational Safety and Health - 12.1% of degrees
    - Management - 7.9% of degrees
- **Rankings based U.S. Department of Education data**
  - 2023 Best College in America - #1334/6828
  - 2023 Best College in Oklahoma - #15/131
  - 2023 Best Public Colleges in Oklahoma- #9/74

*(National Center for Education Statistics), (U.S. Department of Education College Scorecard), (Southeastern Oklahoma State University)*



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# Discussion Opportunity



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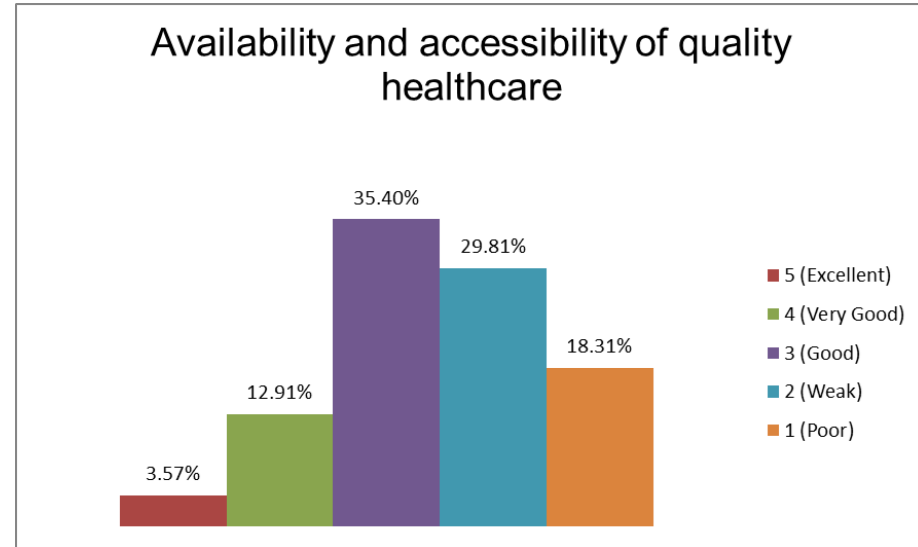




# Healthcare

# How would you rate the availability and accessibility of quality healthcare?

- 3.57% of survey respondents said Excellent
- 12.91% of survey respondents said Very Good
- 35.40% of survey respondents said Good
- 29.81% of survey respondents said Weak
- 18.31% of survey respondents said Poor



# Bryan County Healthcare Data

- 14% of people in Bryan County were uninsured in 2021 (down from 19.6% in 2015)
  - On par with 2021 state estimate (14%)
- 41% of people have adequate access to locations for physical activity (2021)
- 6.5/10 on food environment index (measure of factors that contribute to healthy food access) (2019)
- Population to physician ratio is 2,720:1 (less access than state average) (2019)
- Population to mental health provider ratio is 120:1 (more access than state average) (2021)

# Choctaw Nation Healthcare Data

- Choctaw Nation offers comprehensive healthcare services to the American Indian/Alaskan Native population, including:
  - Behavioral Health
  - Emergency Care
  - Diabetes Wellness Center
  - Family Medicine
  - Occupational, Physical, and Speech Therapy
  - Seniors Farmers Market Nutrition Program (financial assistance to seniors for fresh produce from local farmers)
  - Residential Substance Use Disorder Treatment Facility



# Discussion Opportunity



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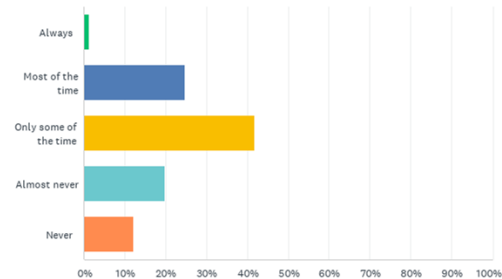


# City Government

# How much of the time do you think you can trust the local government of Durant to do what is right?

- 1.32% answered Always
- 24.69% answered Most of the Time
- 41.86% answered Only Some of the Time
- 19.90% answered Almost Never
- 12.23% answered Never

Q13 How much of the time do you think you can trust the local government of Durant to do what is right?



# What do you think are the strengths of the city of Durant?

Top ten strengths, listed from greatest to least amount of responses:

- **Community (525 responses)**
  - Includes words: People, come together, friendly, live, town, and community
- **Education (369 responses)**
  - Includes words: College, university, school system, schools, education
- **Retail/Recreation (330 responses)**
  - Includes words: Lake, parks, shopping, restaurants, main street, downtown
- **Choctaw Nation/Casinos (315 responses)**
  - Includes words: casino, choctaw, choctaw nation
- **Economy (225 responses)**
  - Includes words: job opportunities, new businesses, jobs, small businesses
- **Infrastructure (187 responses)**
  - Includes words: HWY 70, major highway, location, traffic
- **Low Crime (98 responses)**
  - Includes words: crime, police
- **Growth (80 responses)**
  - Includes words: growing, potential
- **Government/City Services (73 responses)**
  - Includes phrases: public safety, fire and police, effort, government that cares
- **Location (65 responses)**
  - Includes phrase: proximity to Texas



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# What do you think are the most important challenges facing Durant today?

Top ten challenges, listed from greatest to least amount of responses (aggregated):

1. Roads (746 responses)
2. Infrastructure (422 responses)
3. Homelessness (326 responses)
4. Housing (268 responses)
5. City Government (267 responses)
6. Crime/Safety (244 responses)
7. Drugs (183 responses)
8. Economy/Businesses (151 responses)
9. Job Opportunities/Pay (148 responses)
10. Police/Healthcare (124 responses)



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# Discussion Opportunity



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# 10-Step Community Development Process

- Step 1: Begin the process
- Step 2: Engage the community and legitimize the process
- Step 3: Identify an organizational structure
- Step 4: Develop a strategic vision and action plan
- Step 5: Seek feedback and commitment from the community
- Step 6: Publicize the plan
- Step 7: Implement the plan
- Step 8: Evaluate the effort
- Step 9: Celebrate your success
- Step 10: Create an ongoing development process



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# Next Steps

- Final survey report will be available by the end of the month
  - Access to raw survey data will be included
- This survey identifies priorities, opportunities, and challenges
  - Serves as a foundation to kick start development efforts
- Share your contact information to keep informed and engaged
- Action team creation to support the development of a community-focused strategic plan



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# Questions?

**Shelby Fiegel**

Director

Center for Community and Economic  
Development at the University of Central Arkansas

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