



# POLK COUNTY TEXAS ECONOMIC DEVELOPMENT

March 12 2024

# Survey Analysis Results Residential 2024

## Strengths

Approximately 71.65% of respondents identified natural resources, including forests and waterways, as a significant strength. This underscores the importance placed on preserving the county's environmental assets. Alabama-Coushatta Tribe, Naskila Casino, and Lake Livingston provide an economic benefit to the County. Also, these respondents mentioned the County's location and proximity to Houston.

A majority, 63.78%, highlighted the small-town charm and character as a noteworthy strength. Residents appreciate the unique and intimate atmosphere that contributes to the county's identity.

A substantial 43.57% of respondents recognized community involvement and volunteerism as a strength, emphasizing the importance of an engaged and supportive community.

While a smaller percentage (18.64%) mentioned it, the quality of schools and education was a strength in the county.

Approximately 13.39% noted access to healthcare as a positive aspect, reflecting an awareness of the importance of healthcare services in the community.

## **Survey Analysis Results Residential 2024**

### **Strengths**

Respondents provided additional insights, such as the lower crime rates compared to the Houston metro, concerns about subdividing, historical preservation, diversity, improving the main street, transportation access, support for veterans, and the friendly nature of the people.

Other Strengths included.

Chamber of Commerce

ISD's

Capital from local banks.

## Survey Analysis Results Residential 2024 Challenges

- Limited Job Opportunities (68.15%)
- Poor Public Transportation Options (34.46%)
- Limited Access to Affordable Housing (33.42%)
- Inadequate Infrastructure (48.83%):
- Respond to concerns related to diverse restaurant and grocery options, homelessness, substance abuse, and public safety.

## **Survey Analysis Results Businesses**

48% of the business respondents mentioned they plan to expand in the next two years.

70.51% of respondents believe this is crucial for economic development.

61.54% of respondents see this as a significant factor for economic development.

74.36% of respondents consider supporting small businesses this a key aspect of economic development.

Over 45% listed the following has key to their success

Access to Reliable High-Speed Internet, healthcare, housing, skilled workforce and affordable utilities

## Survey Analysis Elected Officials

### ■ Strengths

Strong Sense of Community

Geographical location

Quality of Life and cultural and historical assets

Recent infrastructure improvements (water, electric - renewables, roads, and bridges)

Lower Taxes

### ■ Challenges

Workforce training

Access to capital

Lack of Affordable Housing

Access to high-speed internet

Keeping pace on infrastructure improvements

## **Main Priorities**

- good jobs with good benefits for the youth in the community to transition into instead of moving away to pursue other opportunities
- a diversified economy that is not based on one industry sector
- quality of life enhancements (access to quality healthcare, good schools, ample retail outlets, entertainment opportunities)
- a highly trained, educated workforce
- a healthy business community with affordable housing
- a growth-friendly political climate

# **Polk County Economic Development Corp.**

**Create an existing business retention and expansion (BR&E) program**

**Marketing/Recruiting**

**Prospect development**

**Workforce and training**

**Buildings and sites**

**Community Preparation**

**Communications (County Wide Survey of all sectors stated a need for better communication)**



## **Key Demographic Data for Polk County**

Polk County Population 52,479; 16% growth since 2010

Estimated 2028 population 54,742.

Polk County has a labor force of 20,650, with an unemployment rate of 5.5.

Median Age is forty-four

### **2023 Income**

Median Household Income \$55,159

Average Household Income \$75,951

## Key Demographic Data for Polk County

- Total Housing Unit -25,637
- Average Home Value if \$215,781
- Owner Occupied Housing Unit- 15430
- Renter Occupied Housing Units- 2313
- 78.05% Of households own their homes in Polk County
- 21.95% Of households rent in Polk County
- 1538 Businesses are in the County with over 15,000 employees.

# Demographic Source

Environmental Systems Research Institute, Inc. (ESRI)

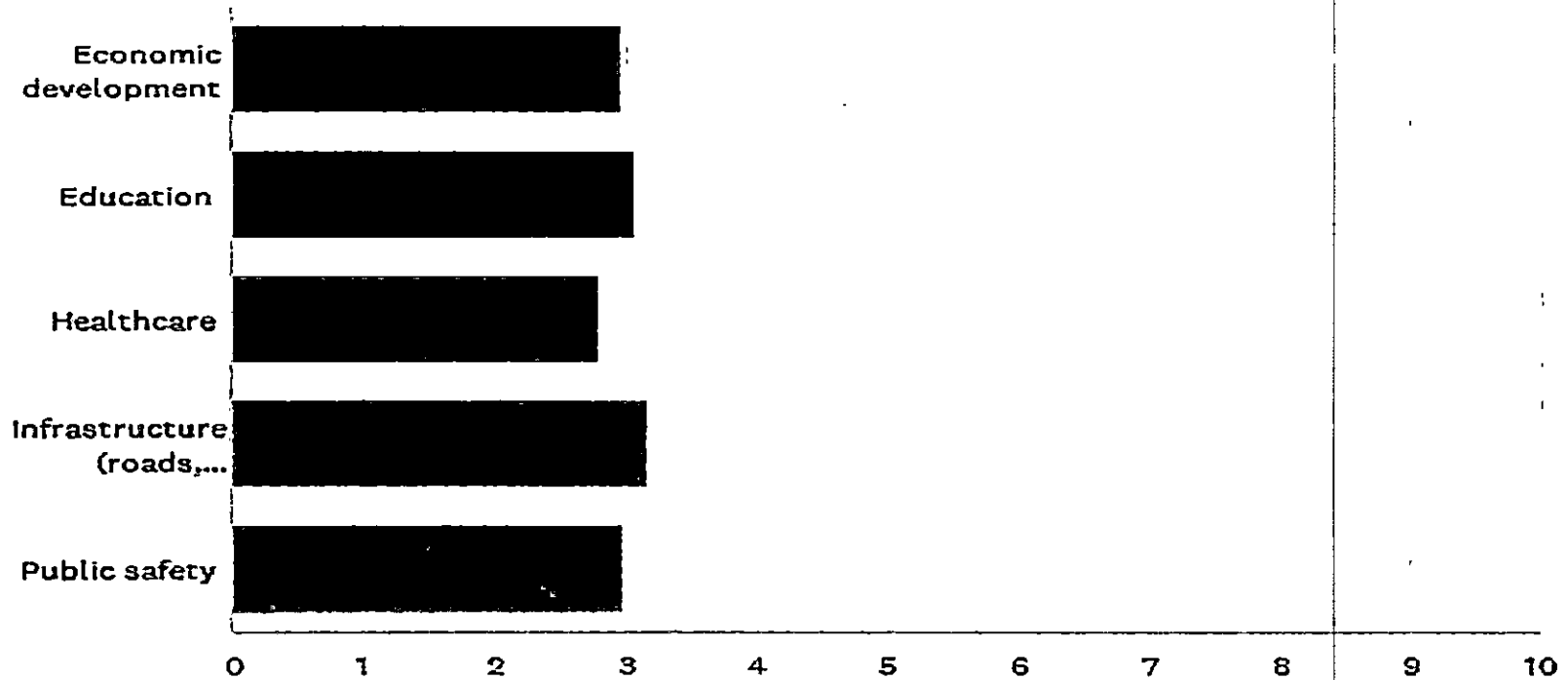


# Polk County, TX - Resident Survey

Complete Responses: 414

**Q1: What do you believe are the most prominent issues facing Polk County today?  
(Please rank in order of importance, with 1 being the most important and 5 being the least important.)**

Answered: 414 Skipped: 0



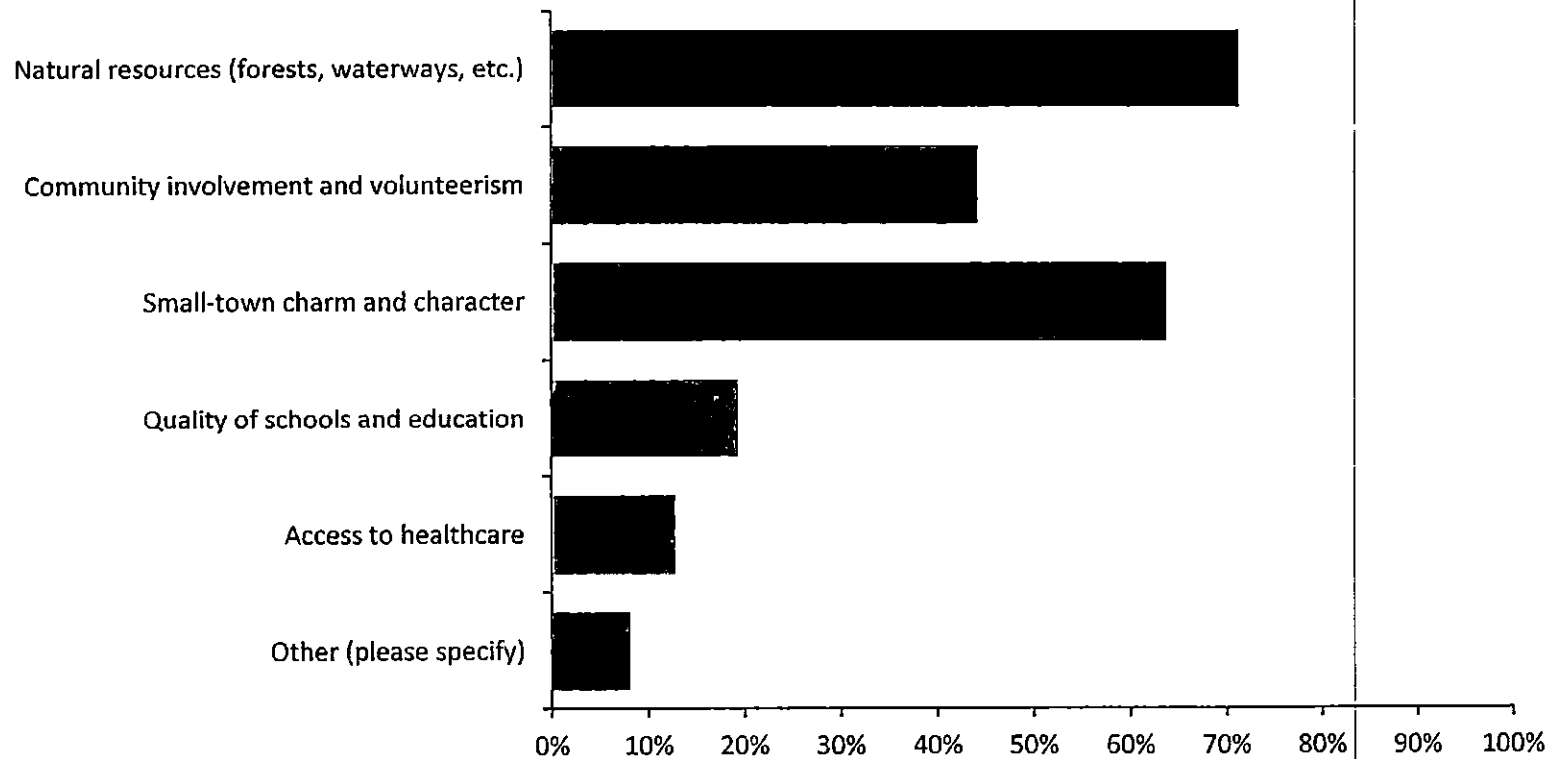
**Q1: What do you believe are the most prominent issues facing Polk County today?  
(Please rank in order of importance, with 1 being the most important and 5 being  
the least important.)**

Answered: 414 Skipped: 0

	1	2	3	4	5	TOTAL	SCORE
Economic development	22.71% 94	17.15% 71	17.39% 72	19.81% 82	22.95% 95	414	2.97
Education	16.91% 70	22.95% 95	24.64% 102	20.05% 83	15.46% 64	414	3.06
Healthcare	13.04% 54	22.71% 94	20.05% 83	19.57% 81	24.64% 102	414	2.80
Infrastructure (roads, bridges, utilities)	25.85% 107	21.01% 87	17.87% 74	16.18% 67	19.08% 79	414	3.18
Public safety	21.50% 89	16.18% 67	20.05% 83	24.40% 101	17.87% 74	414	2.99

## Q2: What do you think are the county's greatest strengths? (Please select up to three.)

Answered: 410 Skipped: 4



**Q2: What do you think are the county's greatest strengths? (Please select up to three.)**

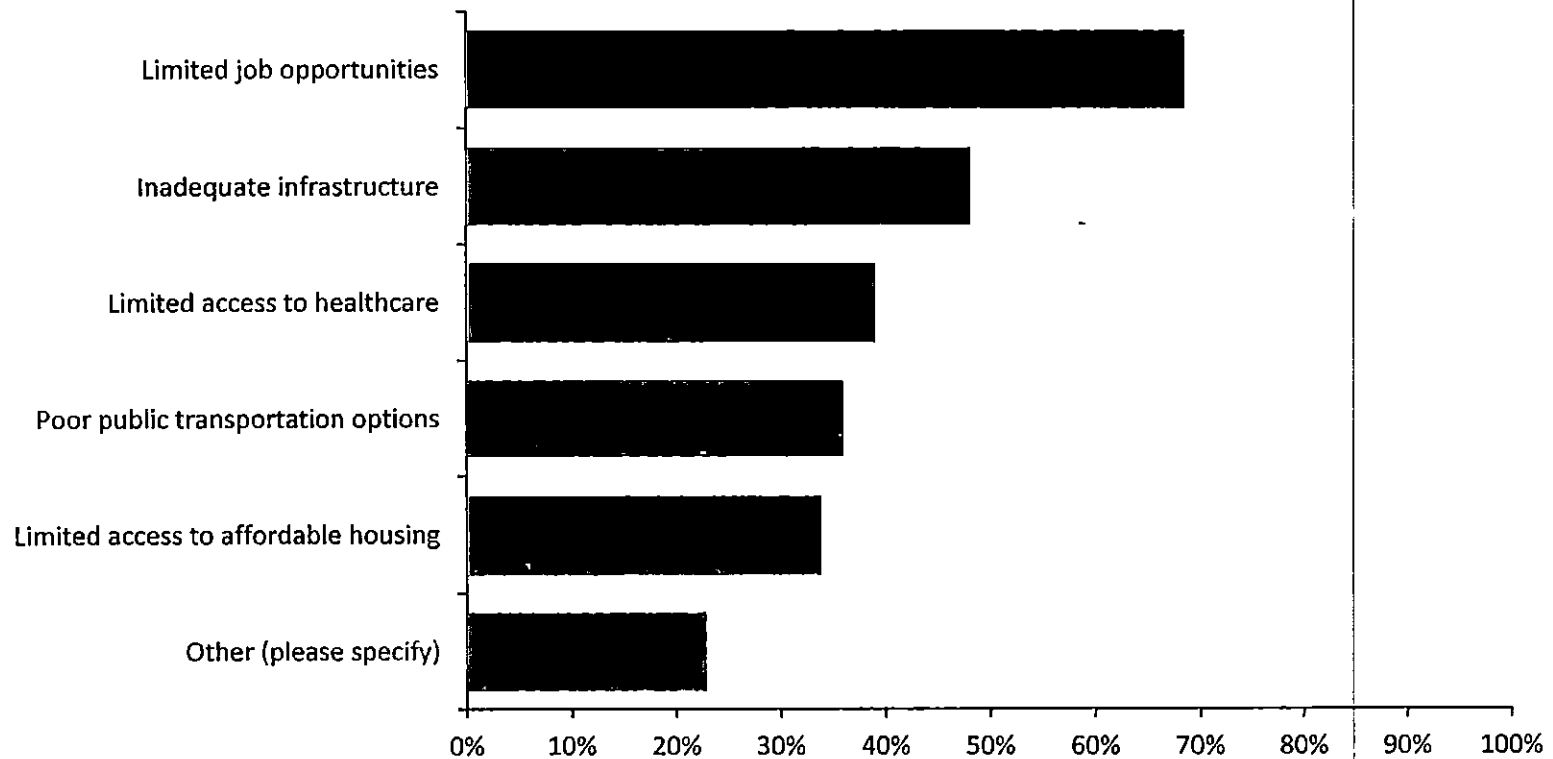
Answered: 410 Skipped: 4

<b>ANSWER CHOICES</b>	<b>RESPONSES</b>	
Natural resources (forests, waterways, etc.)	71.22%	292
Community involvement and volunteerism	44.15%	181
Small-town charm and character	63.66%	261
Quality of schools and education	19.27%	79
Access to healthcare	12.68%	52
Other (please specify)	8.05%	33
<b>TOTAL</b>		<b>898</b>



### Q3: What do you think are the county's greatest challenges? (Please select up to three.)

Answered: 412 Skipped: 2



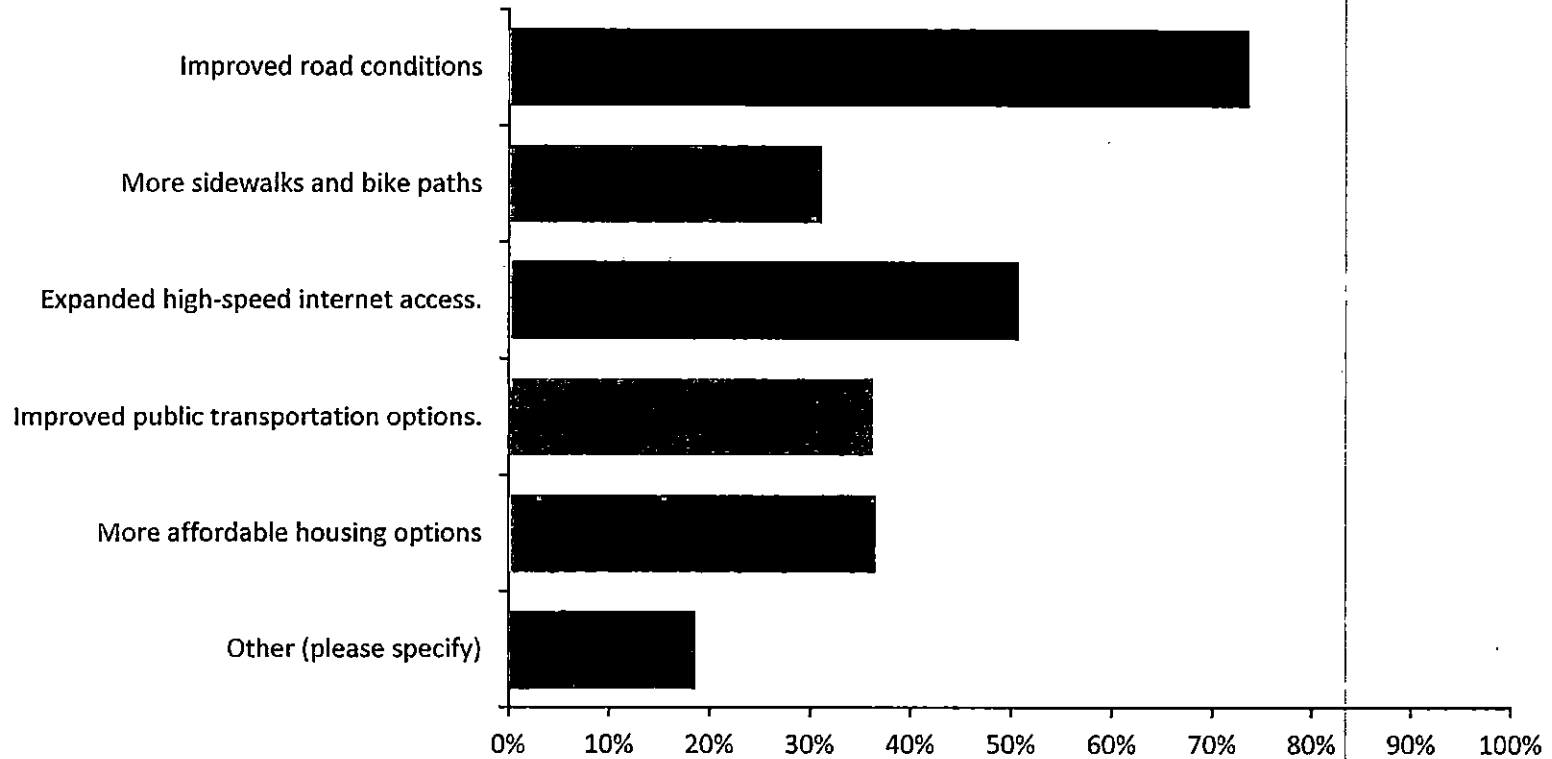
**Q3: What do you think are the county's greatest challenges? (Please select up to three.)**

Answered: 412 Skipped: 2

<b>ANSWER CHOICES</b>	<b>RESPONSES</b>	
Limited job opportunities	68.45%	282
Inadequate infrastructure	48.06%	198
Limited access to healthcare	38.83%	160
Poor public transportation options	35.92%	148
Limited access to affordable housing	33.74%	139
Other (please specify)	22.82%	94
<b>TOTAL</b>		<b>1021</b>

### Q4: What improvements would you like to see in the county's infrastructure? (Please select up to three.)

Answered: 409 Skipped: 5



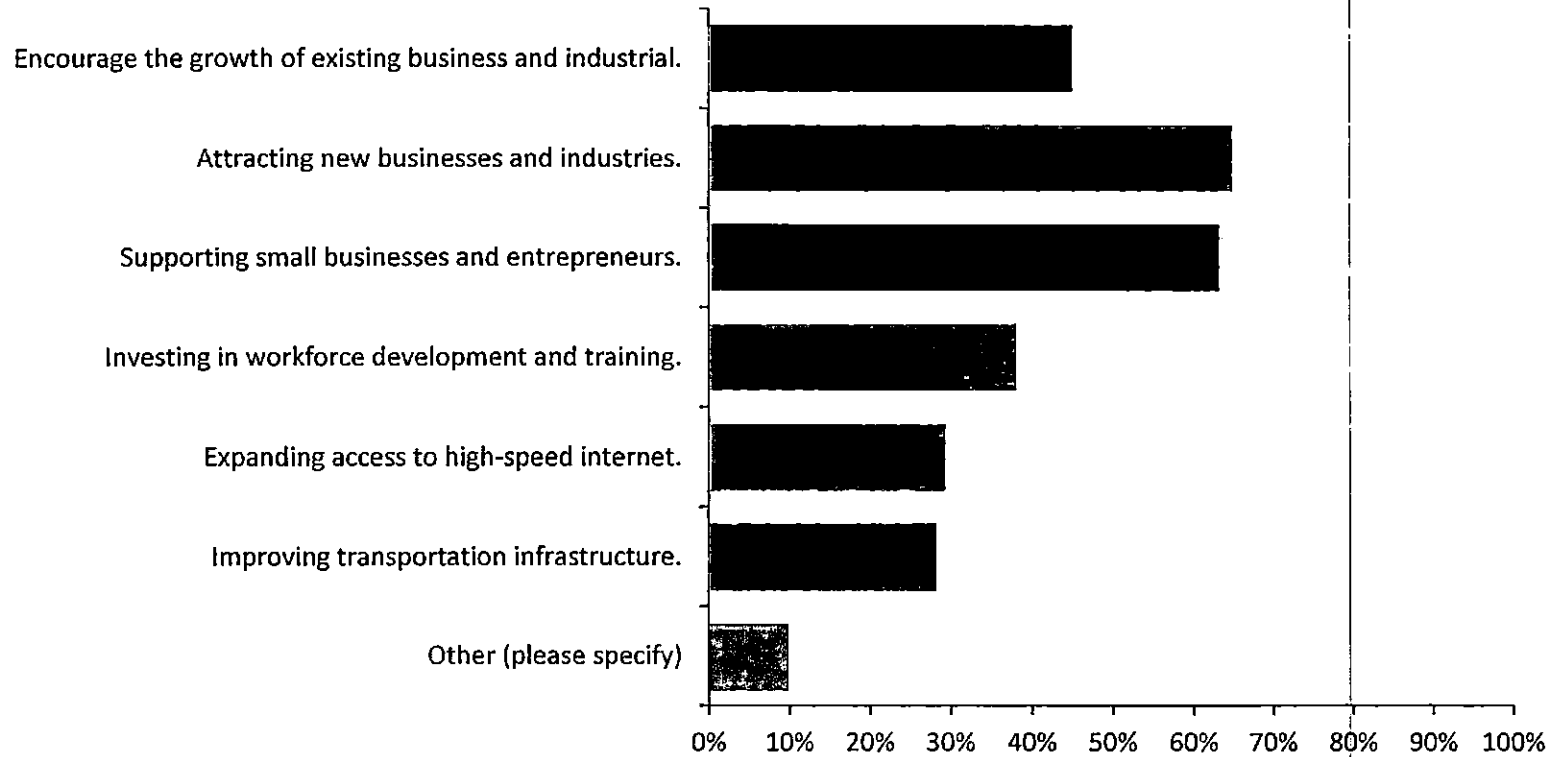
**Q4: What improvements would you like to see in the county's infrastructure?  
(Please select up to three.)**

Answered: 409 Skipped: 5

ANSWER CHOICES	RESPONSES	
Improved road conditions	73.59%	301
More sidewalks and bike paths	31.05%	127
Expanded high-speed internet access.	50.61%	207
Improved public transportation options.	36.19%	148
More affordable housing options	36.43%	149
Other (please specify)	18.58%	76
<b>TOTAL</b>		<b>1008</b>

### Q5: What can be done to improve the economy of the County (Please select up to three.)

Answered: 408 Skipped: 6



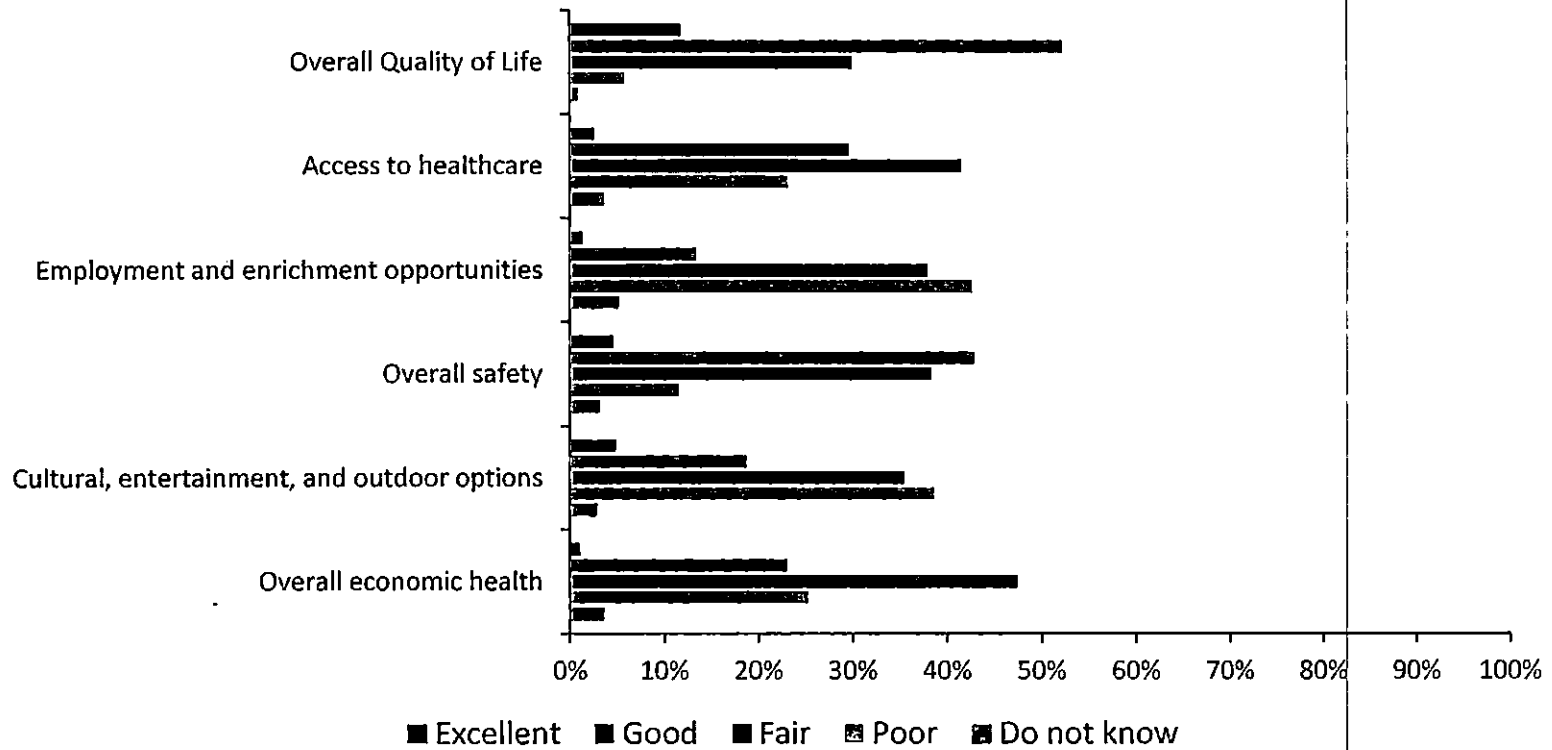
**Q5: What can be done to improve the economy of the County (Please select up to three.)**

Answered: 408 Skipped: 6

ANSWER CHOICES	RESPONSES	
Encourage the growth of existing business and industrial.	44.85%	183
Attracting new businesses and industries.	64.71%	264
Supporting small businesses and entrepreneurs.	62.99%	257
Investing in workforce development and training.	37.99%	155
Expanding access to high-speed internet.	29.17%	119
Improving transportation infrastructure.	28.19%	115
Other (please specify)	9.80%	40
<b>TOTAL</b>		<b>1133</b>

**Q6: Please rate each of the following characteristics of Quality of Life as they relate to the County. (Excellent, Good, Fair, Poor, Do not Know)**

Answered: 414 Skipped: 0



**Q6: Please rate each of the following characteristics of Quality of Life as they relate to the County. (Excellent, Good, Fair, Poor, Do not Know)**

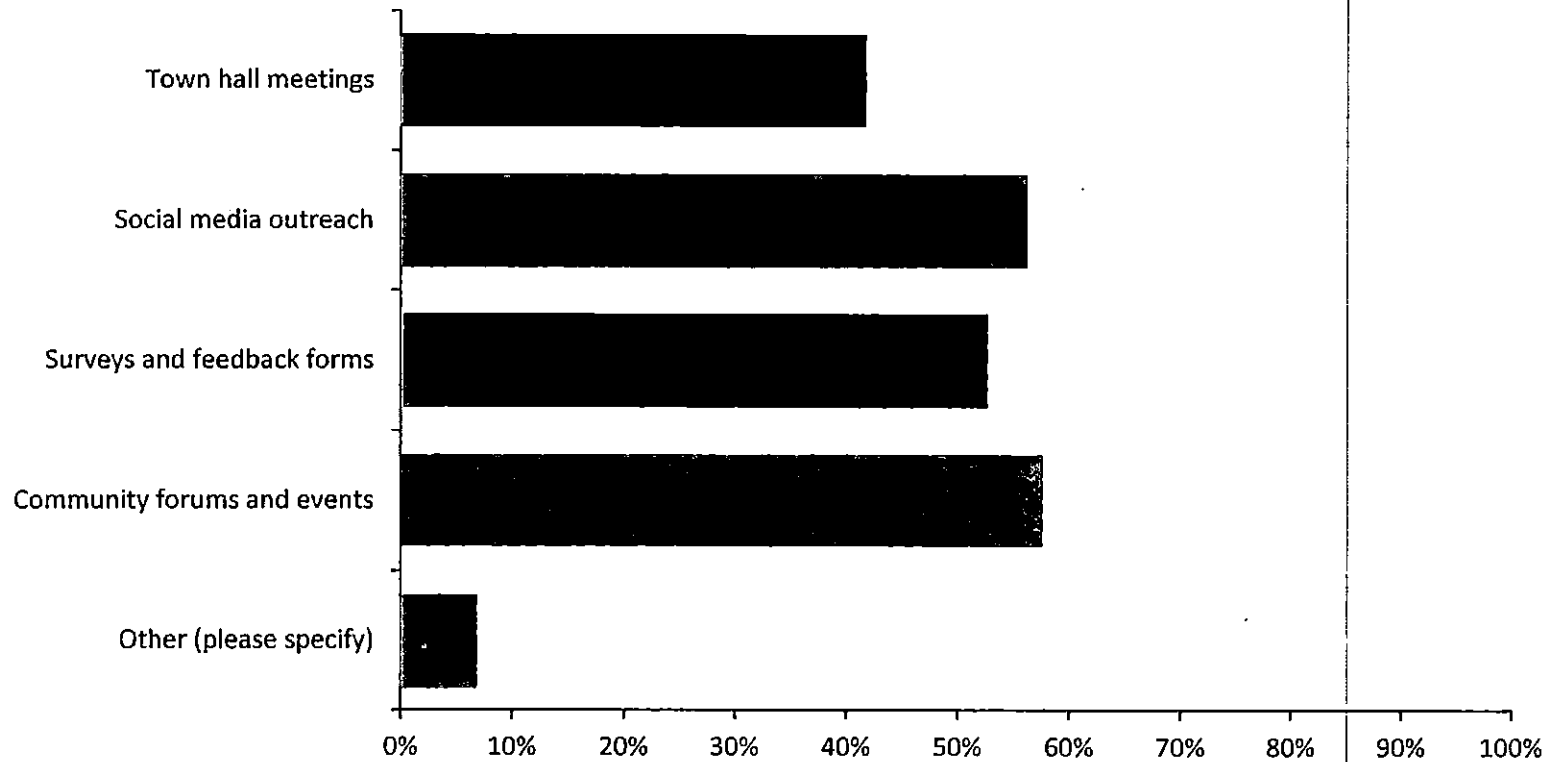
Answered: 414 Skipped: 0

	EXCELLENT	GOOD	FAIR	POOR	DO NOT KNOW	TOTAL	WEIGHTED AVERAGE
Overall Quality of Life	11.66% 47	52.11% 210	29.78% 120	5.71% 23	0.74% 3	403	3.68
Access to healthcare	2.51% 10	29.57% 118	41.35% 165	23.06% 92	3.51% 14	399	3.05
Employment and enrichment opportunities	1.26% 5	13.35% 53	37.78% 150	42.57% 169	5.04% 20	397	2.63
Overall safety	4.49% 18	42.89% 172	38.15% 153	11.47% 46	2.99% 12	401	3.34
Cultural, entertainment, and outdoor options	4.73% 19	18.66% 75	35.32% 142	38.56% 155	2.74% 11	402	2.84
Overall economic health	0.99% 4	23.02% 93	47.28% 191	25.25% 102	3.47% 14	404	2.93



## Q7: How can we best engage residents in the county's decision-making processes and strategic planning efforts?

Answered: 413 Skipped: 1



## Q7: How can we best engage residents in the county's decision-making processes and strategic planning efforts?

Answered: 413 Skipped: 1

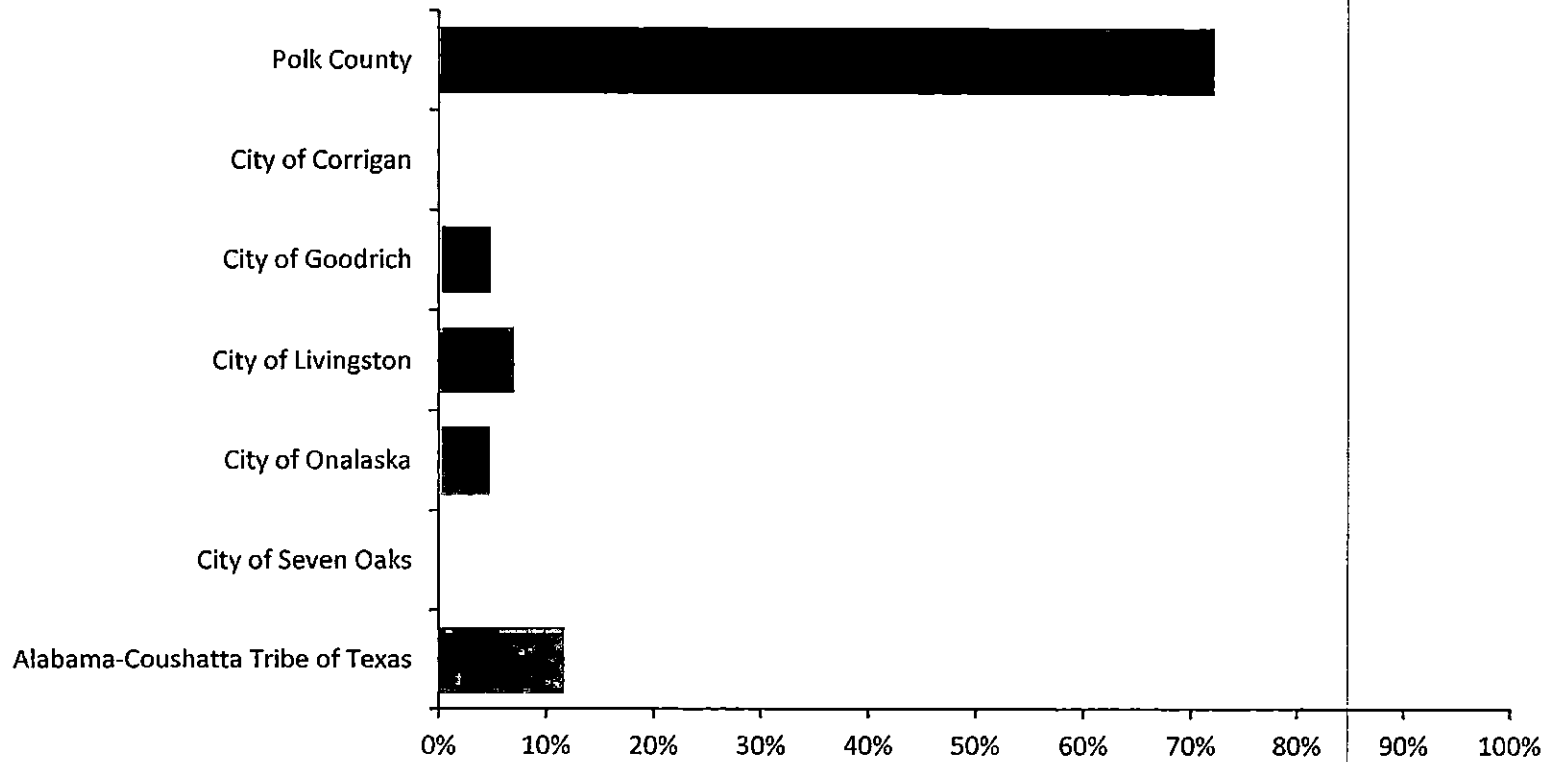
ANSWER CHOICES	RESPONSES	
Town hall meetings	41.65%	172
Social media outreach	56.17%	232
Surveys and feedback forms	52.54%	217
Community forums and events	57.63%	238
Other (please specify)	6.78%	28
<b>TOTAL</b>		<b>887</b>

# **Polk County, TX - Elected Officials / Government Staff Members**

Complete Responses: 43

# Q1: Identify which Entity you work for:

Answered: 43 Skipped: 0



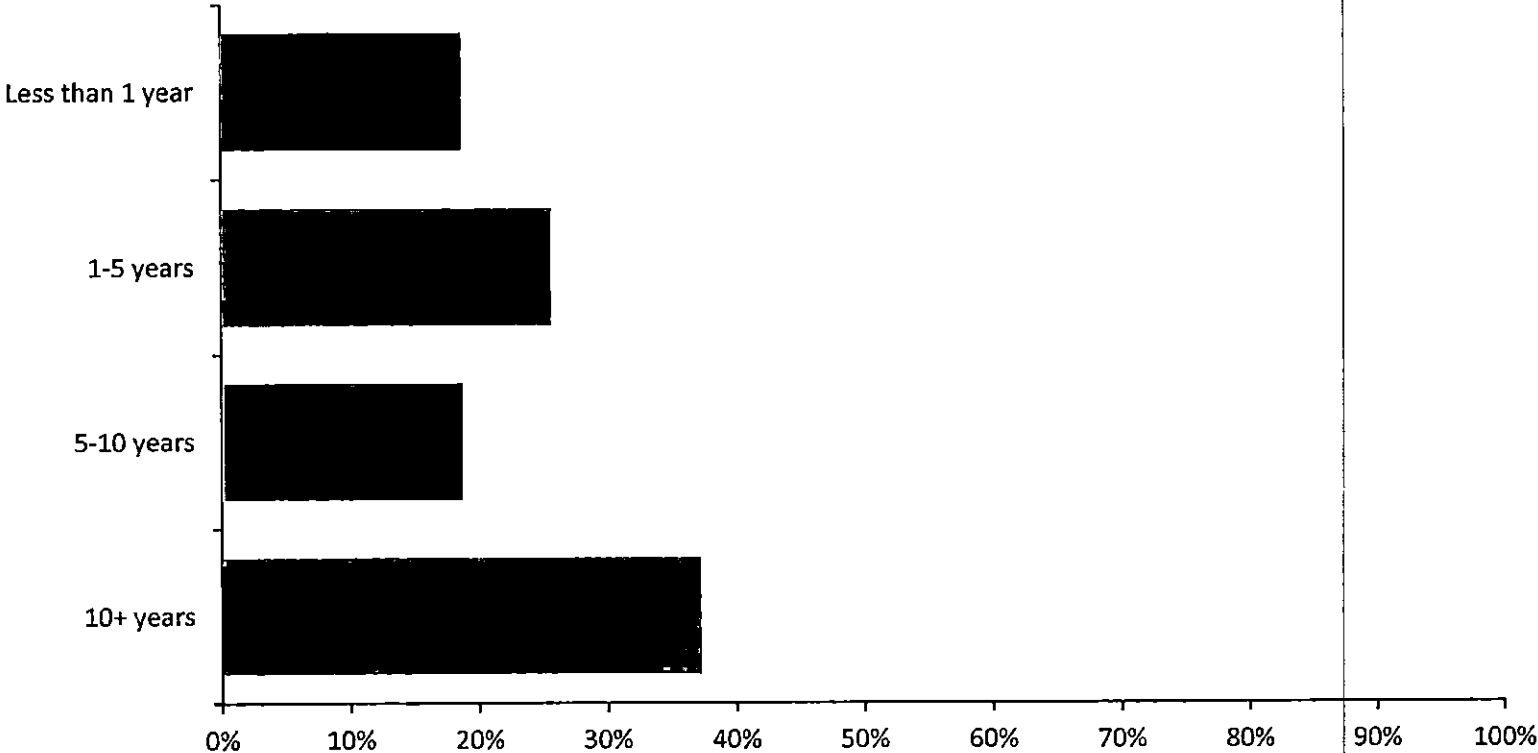
# Q1: Identify which Entity you work for:

Answered: 43 Skipped: 0

ANSWER CHOICES	RESPONSES	
Polk County	72.09%	31
City of Corrigan	0%	0
City of Goodrich	4.65%	2
City of Livingston	6.98%	3
City of Onalaska	4.65%	2
City of Seven Oaks	0%	0
Alabama-Coushatta Tribe of Texas	11.63%	5
<b>TOTAL</b>		<b>43</b>

# Q2: How long have you been working for this Entity?

Answered: 43 Skipped: 0



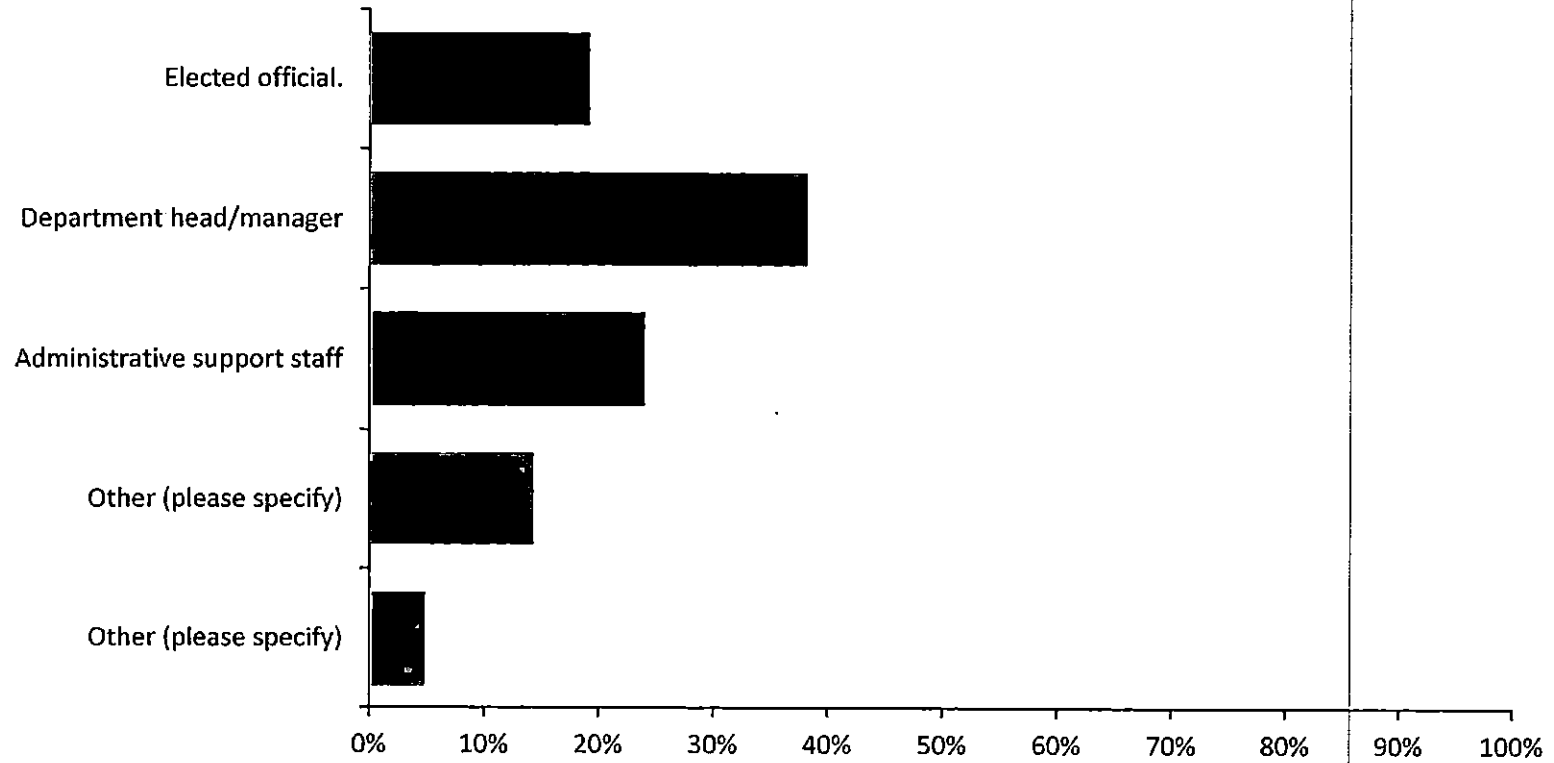
## Q2: How long have you been working for this Entity?

Answered: 43 Skipped: 0

ANSWER CHOICES	RESPONSES	
Less than 1 year	18.60%	8
1-5 years	25.58%	11
5-10 years	18.60%	8
10+ years	37.21%	16
<b>TOTAL</b>		<b>43</b>

### Q3: What is your current position within the Entity?

Answered: 42 Skipped: 1





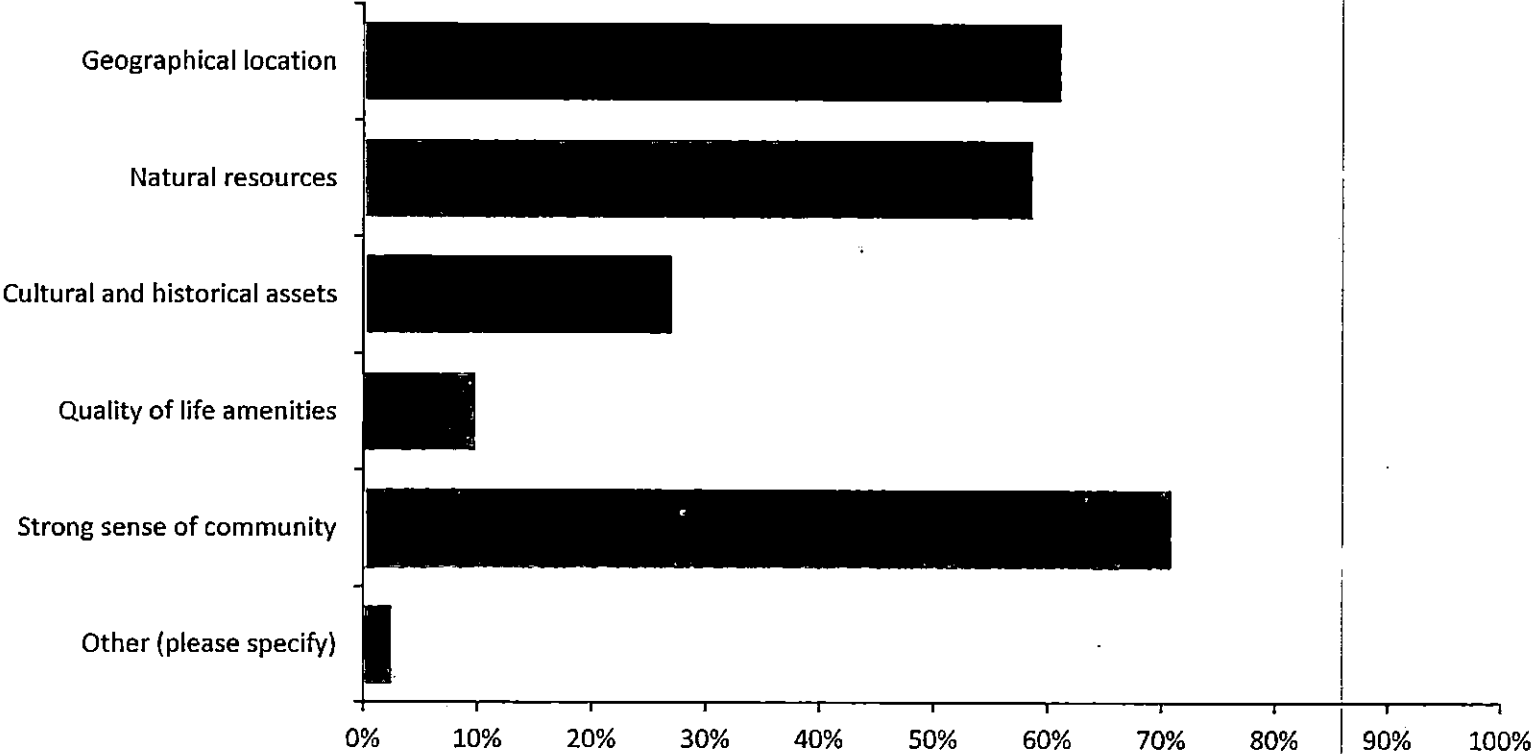
### Q3: What is your current position within the Entity?

Answered: 42 Skipped: 1

ANSWER CHOICES	RESPONSES	
Elected official.	19.05%	8
Department head/manager	38.10%	16
Administrative support staff	23.81%	10
Other (please specify)	14.29%	6
Other (please specify)	4.76%	2
<b>TOTAL</b>		<b>42</b>

**Q4: What do you believe are the county's main strengths? (Please select up to three.)**

Answered: 41 Skipped: 2



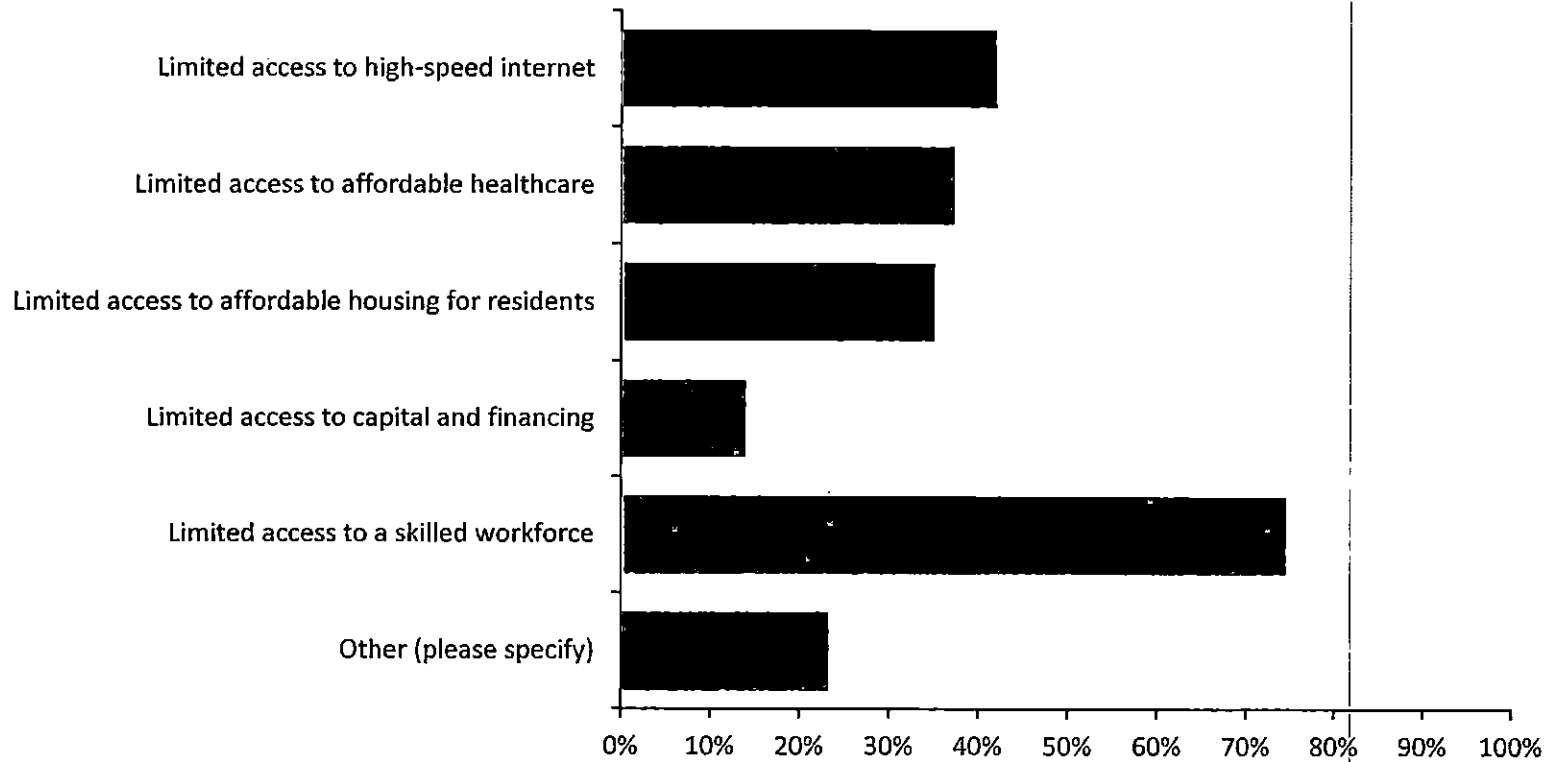
**Q4: What do you believe are the county's main strengths? (Please select up to three.)**

Answered: 41 Skipped: 2

<b>ANSWER CHOICES</b>	<b>RESPONSES</b>	
Geographical location	60.98%	25
Natural resources	58.54%	24
Cultural and historical assets	26.83%	11
Quality of life amenities	9.76%	4
Strong sense of community	70.73%	29
Other (please specify)	2.44%	1
<b>TOTAL</b>		<b>94</b>

### Q5: What do you believe are the county's main challenges? (Please select up to three.)

Answered: 43 Skipped: 0



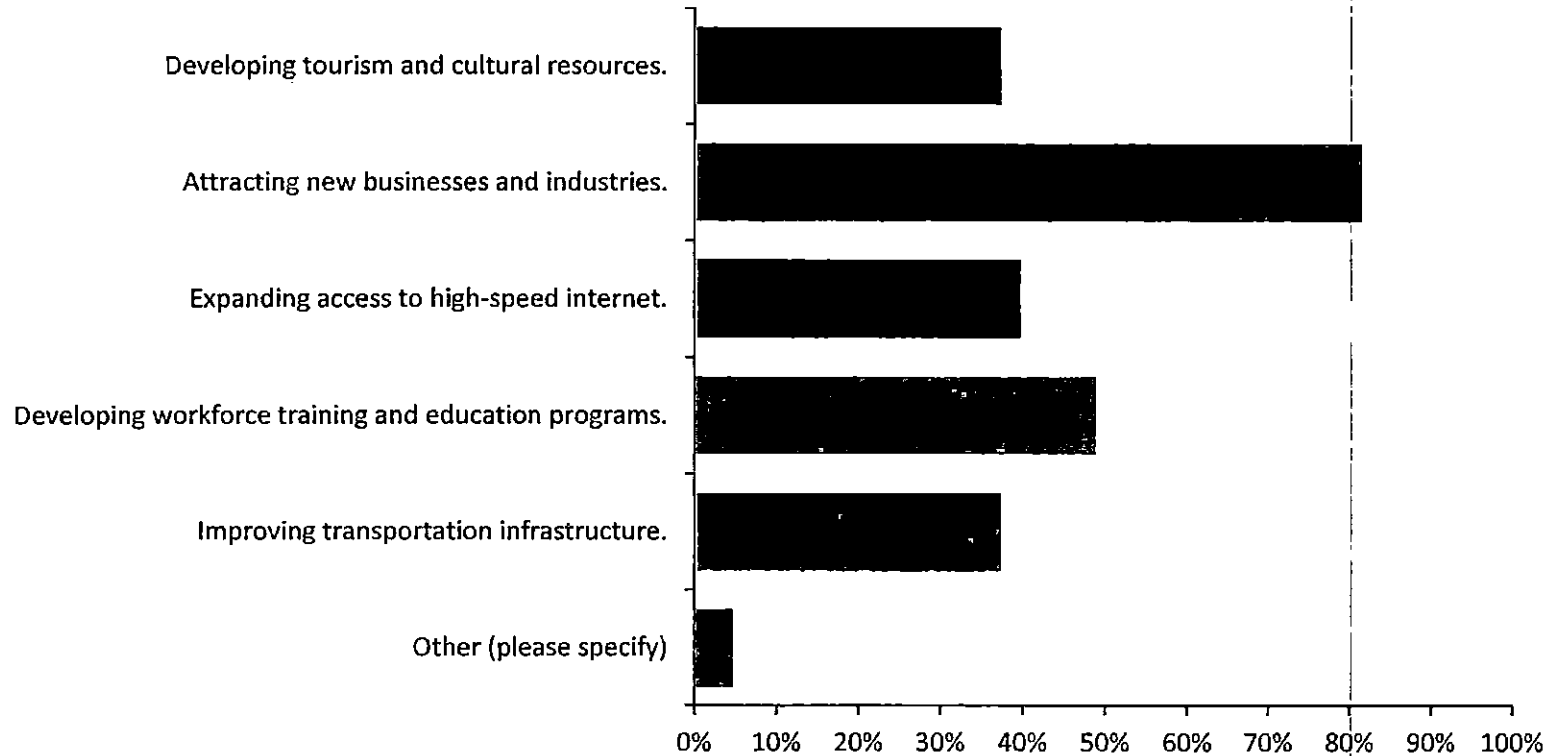
**Q5: What do you believe are the county's main challenges? (Please select up to three.)**

Answered: 43 Skipped: 0

<b>ANSWER CHOICES</b>	<b>RESPONSES</b>	
Limited access to high-speed internet	41.86%	18
Limited access to affordable healthcare	37.21%	16
Limited access to affordable housing for residents	34.88%	15
Limited access to capital and financing	13.95%	6
Limited access to a skilled workforce	74.42%	32
Other (please specify)	23.26%	10
<b>TOTAL</b>		<b>97</b>

## Q6: What do you believe are the county's main opportunities for growth and development? (Please select up to three.)

Answered: 43 Skipped: 0



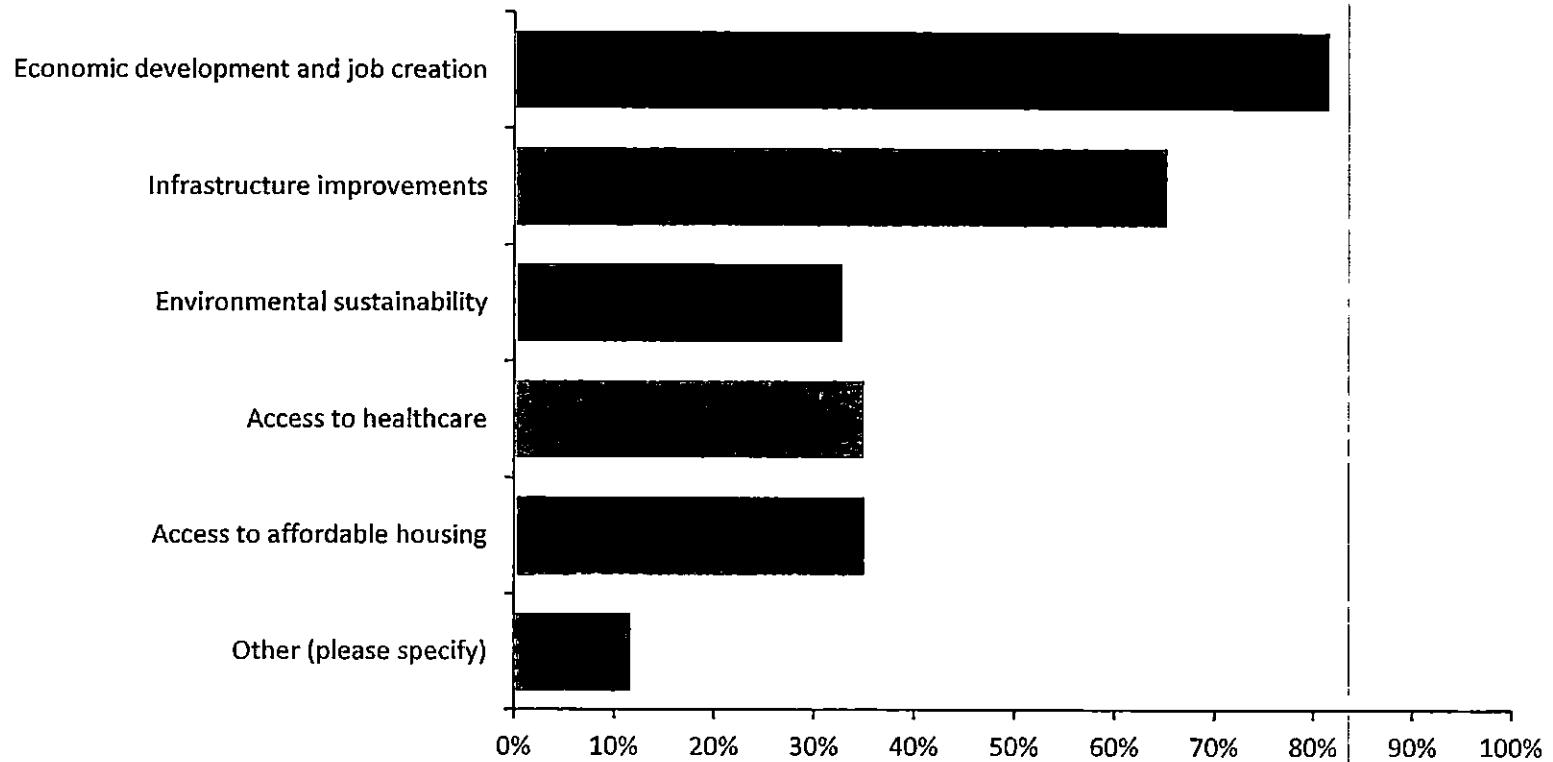
**Q6: What do you believe are the county's main opportunities for growth and development? (Please select up to three.)**

Answered: 43 Skipped: 0

<b>ANSWER CHOICES</b>	<b>RESPONSES</b>	
Developing tourism and cultural resources.	37.21%	16
Attracting new businesses and industries.	81.40%	35
Expanding access to high-speed internet.	39.53%	17
Developing workforce training and education programs.	48.84%	21
Improving transportation infrastructure.	37.21%	16
Other (please specify)	4.65%	2
<b>TOTAL</b>		<b>107</b>

## Q7: What are the top three priorities you believe should be addressed in the county's strategic plan?

Answered: 43 Skipped: 0





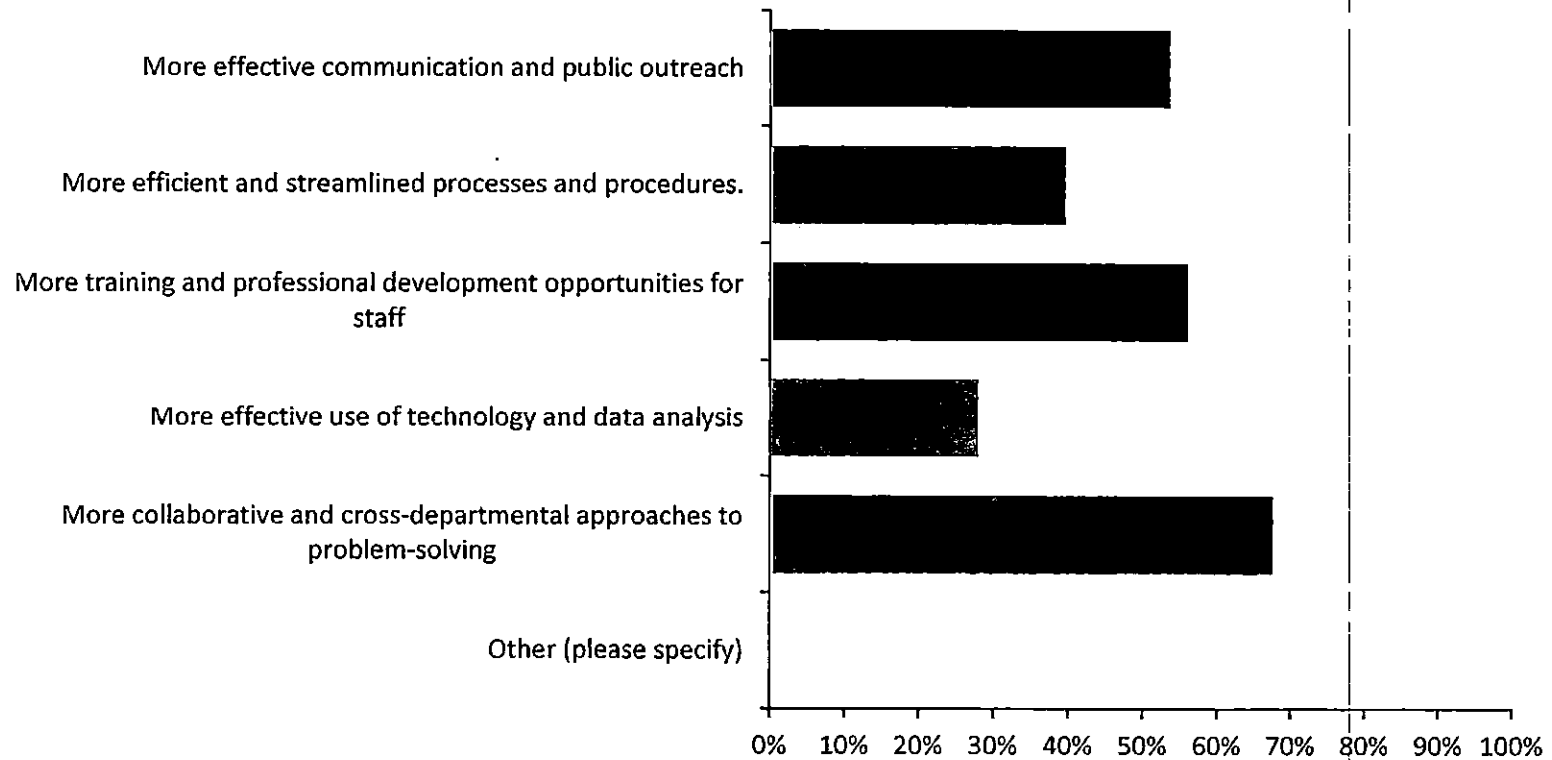
## Q7: What are the top three priorities you believe should be addressed in the county's strategic plan?

Answered: 43 Skipped: 0

ANSWER CHOICES	RESPONSES	
Economic development and job creation	81.40%	35
Infrastructure improvements	65.12%	28
Environmental sustainability	32.56%	14
Access to healthcare	34.88%	15
Access to affordable housing	34.88%	15
Other (please specify)	11.63%	5
<b>TOTAL</b>		<b>112</b>

# Q8: What improvements would you like to see in the county's operations to better support its residents and businesses? (Please select up to three.)

Answered: 43 Skipped: 0



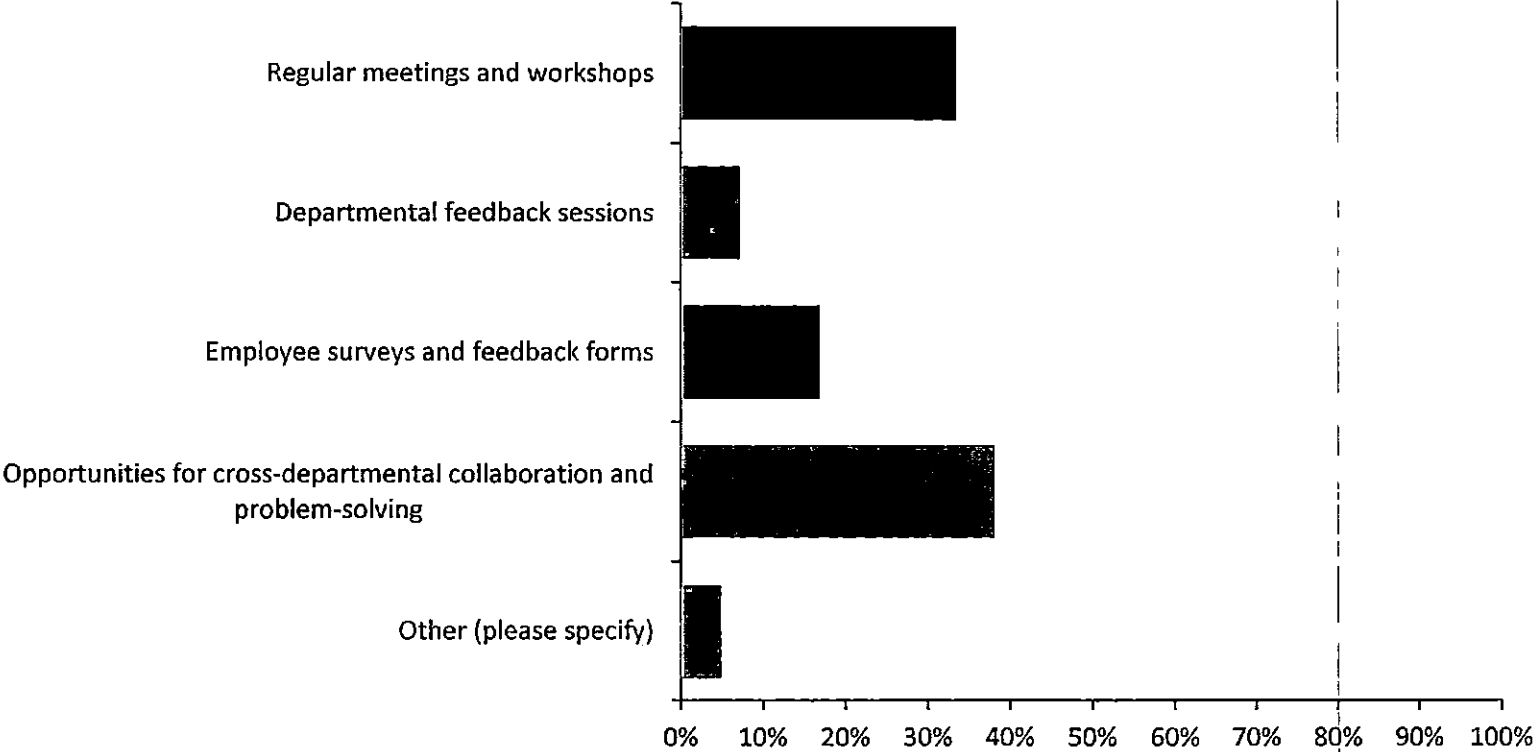
**Q8: What improvements would you like to see in the county's operations to better support its residents and businesses? (Please select up to three.)**

Answered: 43 Skipped: 0

ANSWER CHOICES	RESPONSES	
More effective communication and public outreach	53.49%	23
More efficient and streamlined processes and procedures.	39.53%	17
More training and professional development opportunities for staff	55.81%	24
More effective use of technology and data analysis	27.91%	12
More collaborative and cross-departmental approaches to problem-solving	67.44%	29
Other (please specify)	0%	0
<b>TOTAL</b>		<b>105</b>

# Q9: How can we best engage elected officials and staff in the strategic planning process and decision-making processes?

Answered: 42 Skipped: 1



## Q9: How can we best engage elected officials and staff in the strategic planning process and decision-making processes?

Answered: 42 Skipped: 1

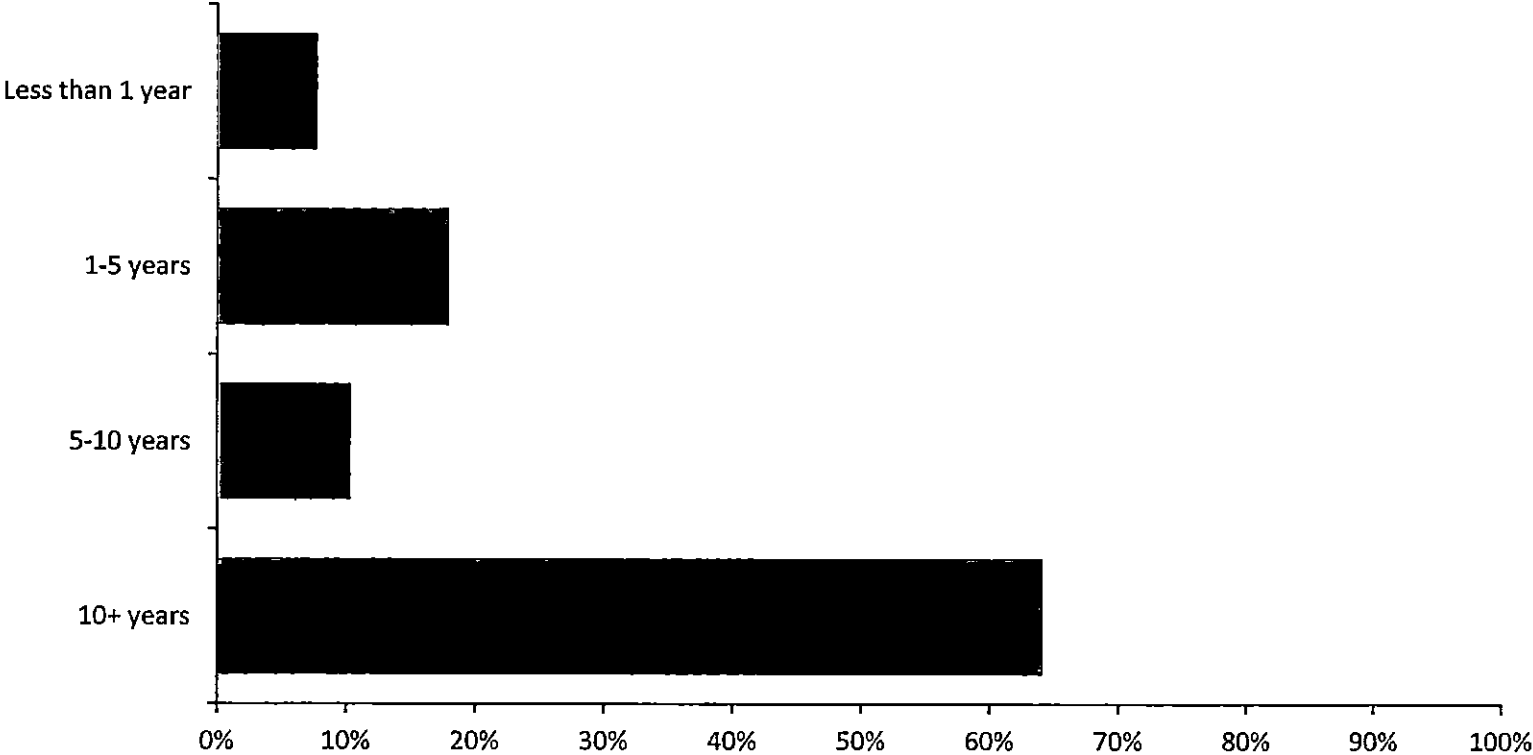
ANSWER CHOICES	RESPONSES	
Regular meetings and workshops	33.33%	14
Departmental feedback sessions	7.14%	3
Employee surveys and feedback forms	16.67%	7
Opportunities for cross-departmental collaboration and problem-solving	38.10%	16
Other (please specify)	4.76%	2
<b>TOTAL</b>		<b>42</b>

# **Polk County, TX - Local Business Survey**

Complete Responses: 78

# Q1: How long have you been operating your business in Polk County?

Answered: 78 Skipped: 0



# Q1: How long have you been operating your business in Polk County?

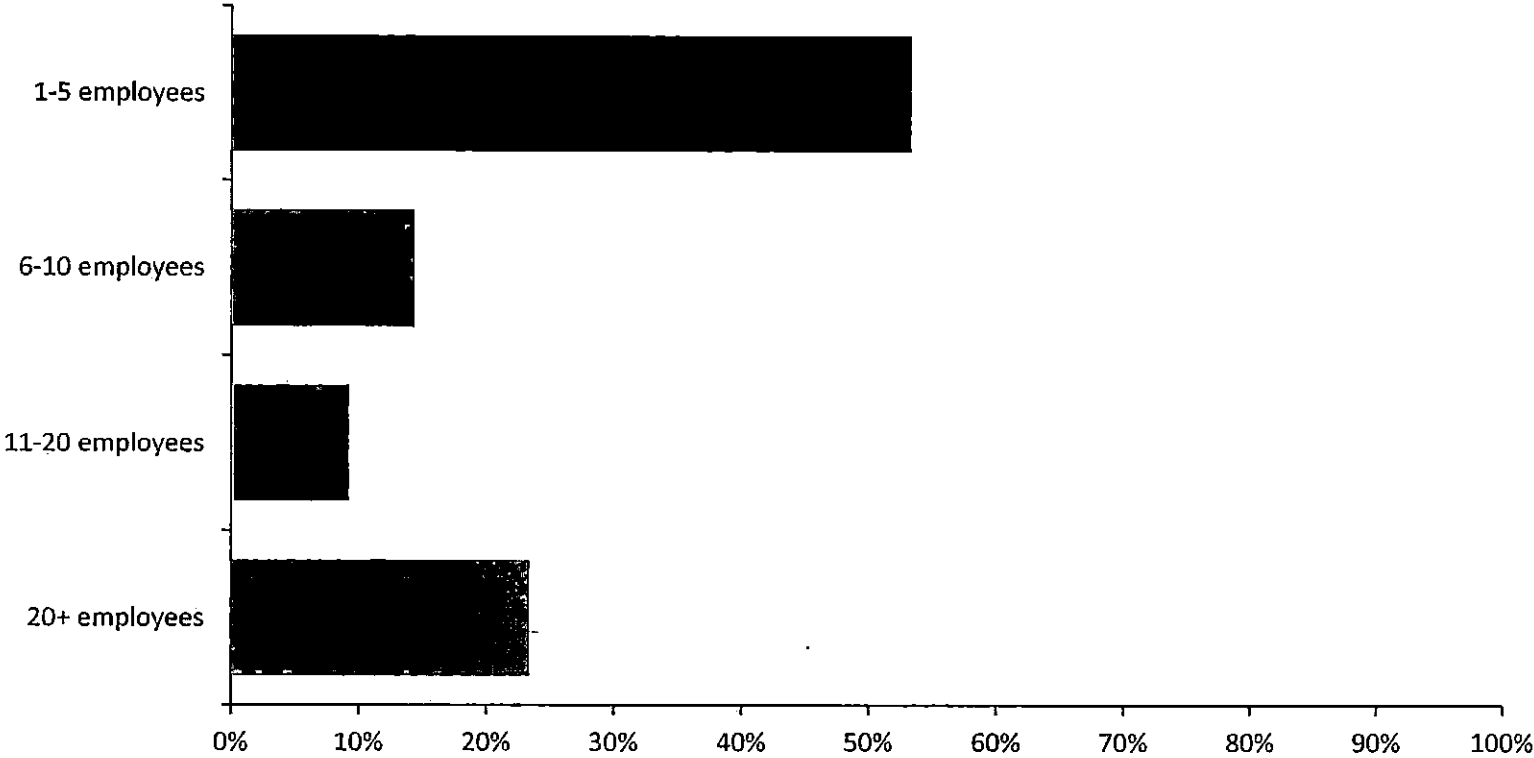
Answered: 78 Skipped: 0

ANSWER CHOICES	RESPONSES	
Less than 1 year	7.69%	6
1-5 years	17.95%	14
5-10 years	10.26%	8
10+ years	64.10%	50
<b>TOTAL</b>		<b>78</b>



# Q2: How many employees does your business have?

Answered: 77 Skipped: 1



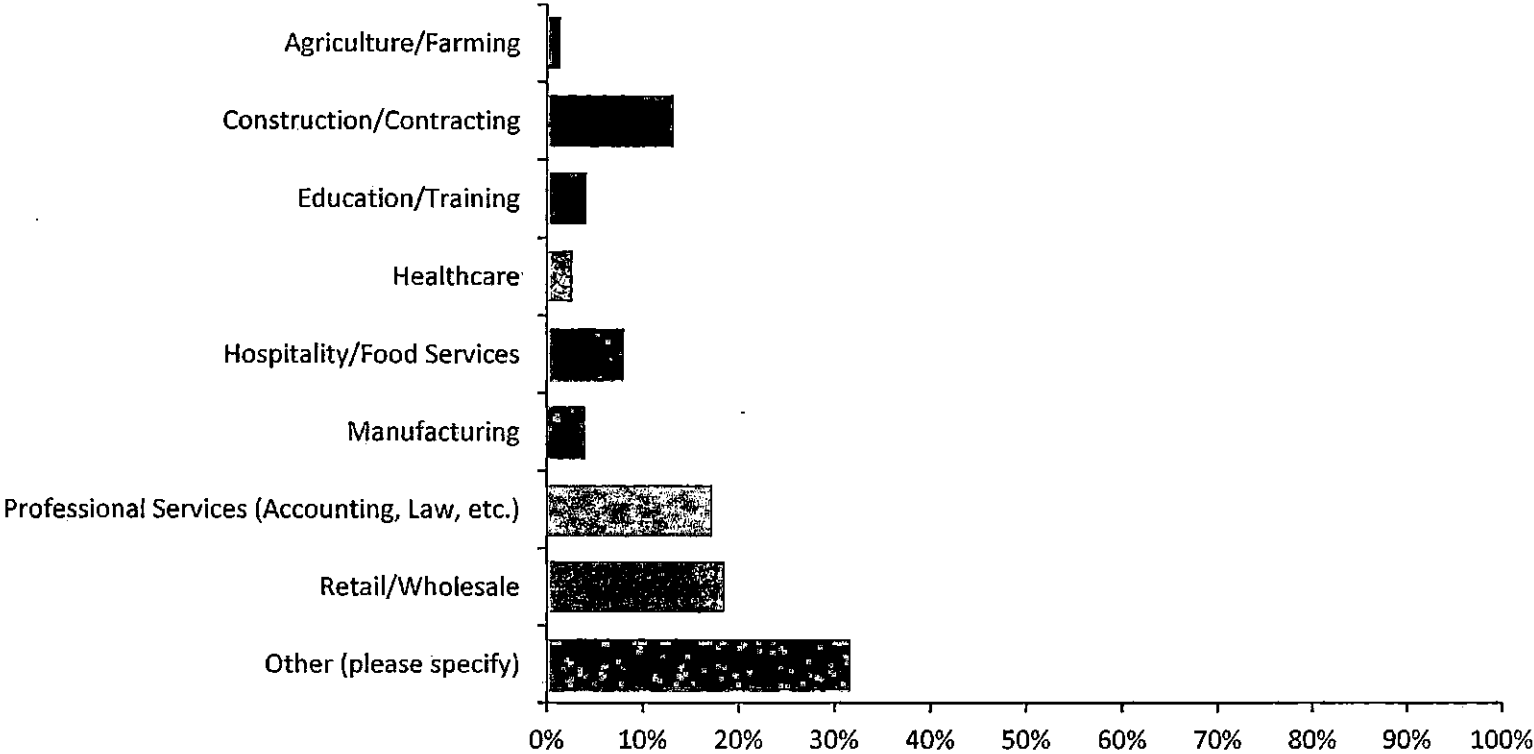
## Q2: How many employees does your business have?

Answered: 77 Skipped: 1

ANSWER CHOICES	RESPONSES	
1-5 employees	53.25%	41
6-10 employees	14.29%	11
11-20 employees	9.09%	7
20+ employees	23.38%	18
<b>TOTAL</b>		<b>77</b>

### Q3: What are the main products or services your business offers?

Answered: 76 Skipped: 2



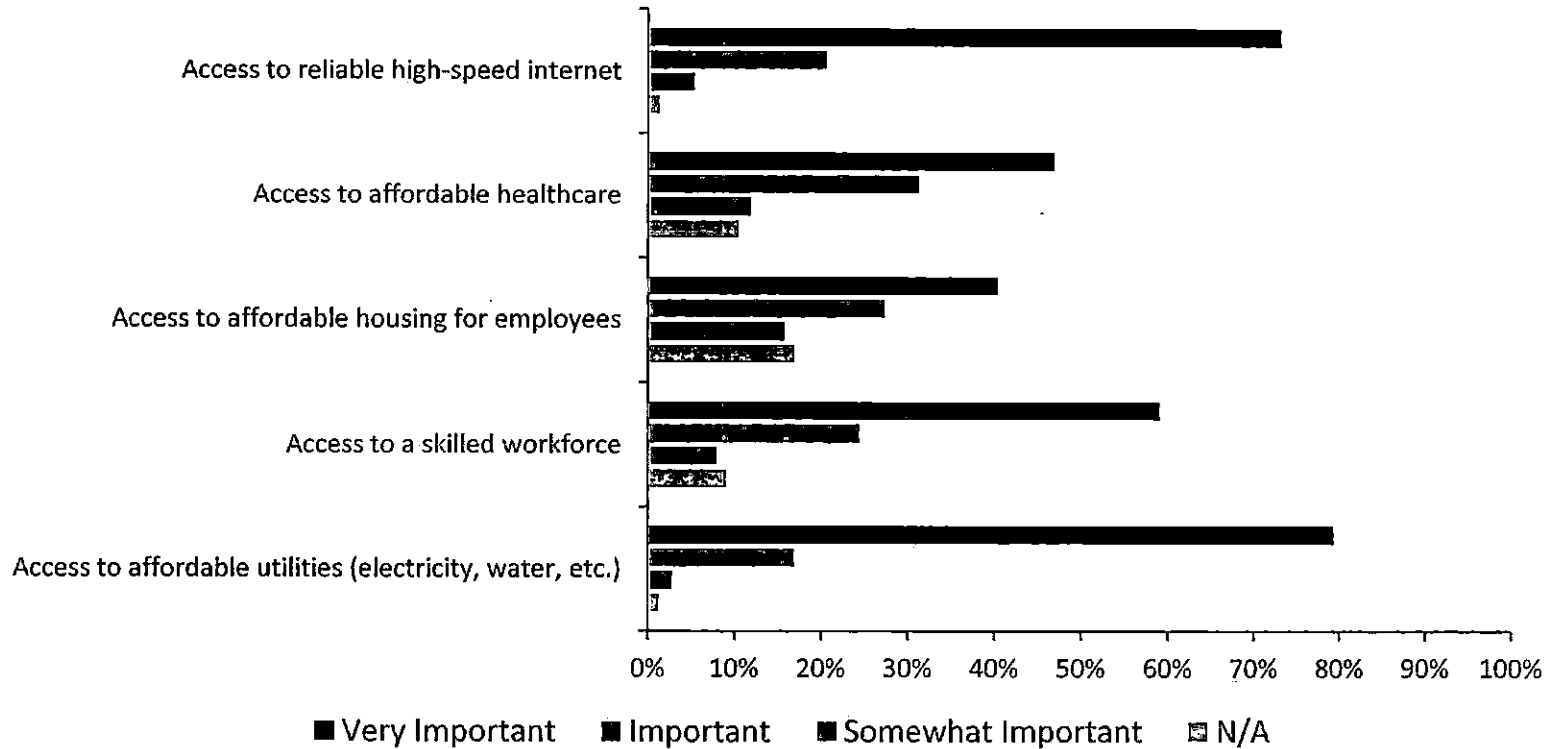
### Q3: What are the main products or services your business offers?

Answered: 76 Skipped: 2

ANSWER CHOICES	RESPONSES	
Agriculture/Farming	1.32%	1
Construction/Contracting	13.16%	10
Education/Training	3.95%	3
Healthcare	2.63%	2
Hospitality/Food Services	7.89%	6
Manufacturing	3.95%	3
Professional Services (Accounting, Law, etc.)	17.11%	13
Retail/Wholesale	18.42%	14
Other (please specify)	31.58%	24
<b>TOTAL</b>		<b>76</b>

# Q4: How important is each of the following to your business's success?

Answered: 78 Skipped: 0



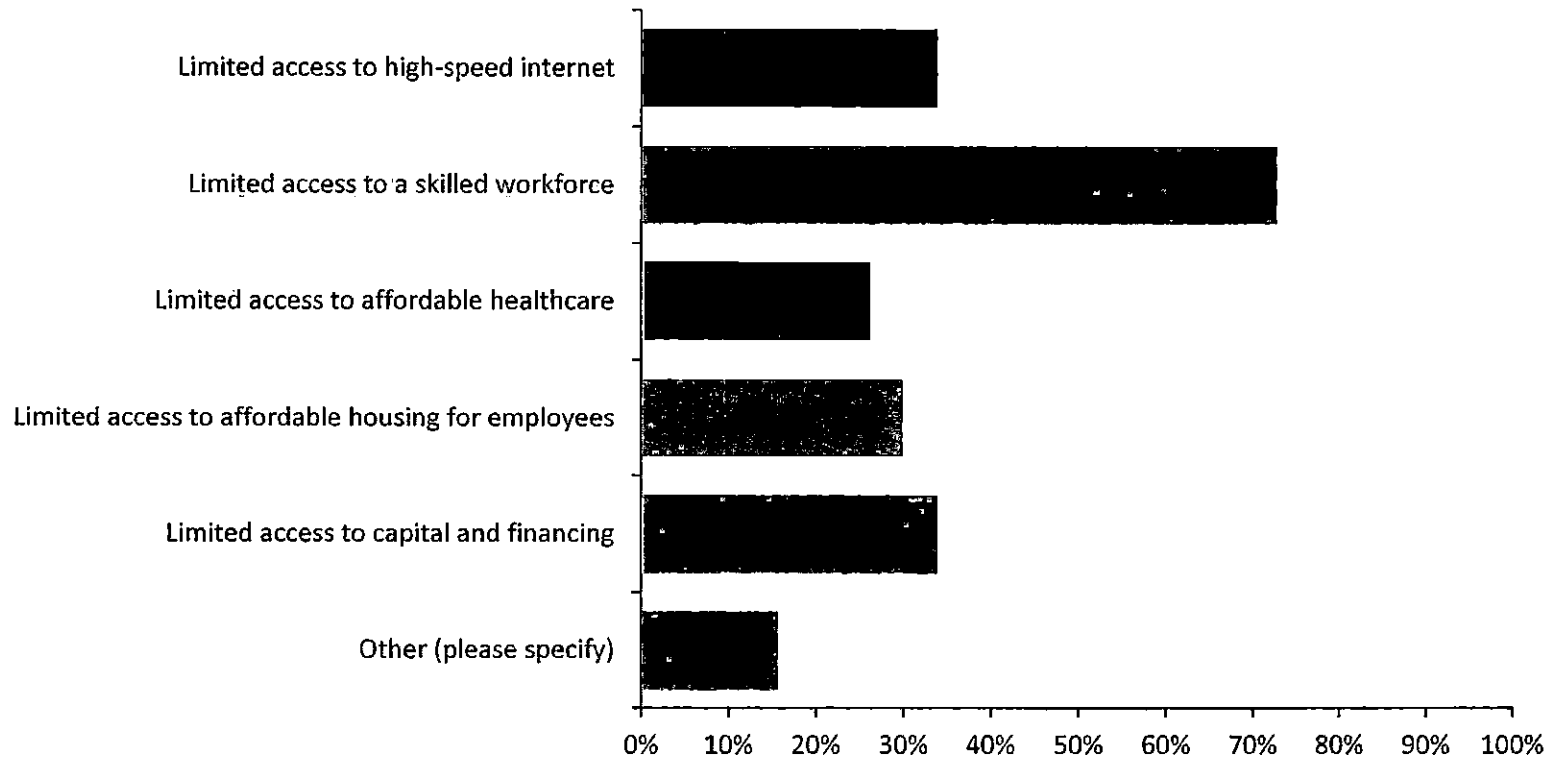
## Q4: How important is each of the following to your business's success?

Answered: 78 Skipped: 0

	VERY IMPORTANT	IMPORTANT	SOMEWHAT IMPORTANT	N/A	TOTAL	WEIGHTED AVERAGE
Access to reliable high-speed internet	73.08% 57	20.51% 16	5.13% 4	1.28% 1	78	2.69
Access to affordable healthcare	46.75% 36	31.17% 24	11.69% 9	10.39% 8	77	2.39
Access to affordable housing for employees	40.26% 31	27.27% 21	15.58% 12	16.88% 13	77	2.30
Access to a skilled workforce	58.97% 46	24.36% 19	7.69% 6	8.97% 7	78	2.56
Access to affordable utilities (electricity, water, etc.)	79.22% 61	16.88% 13	2.60% 2	1.30% 1	77	2.78

### Q5: What do you believe are the main challenges facing businesses in Polk County? (Please select up to three.)

Answered: 77 Skipped: 1



**Q5: What do you believe are the main challenges facing businesses in Polk County? (Please select up to three.)**

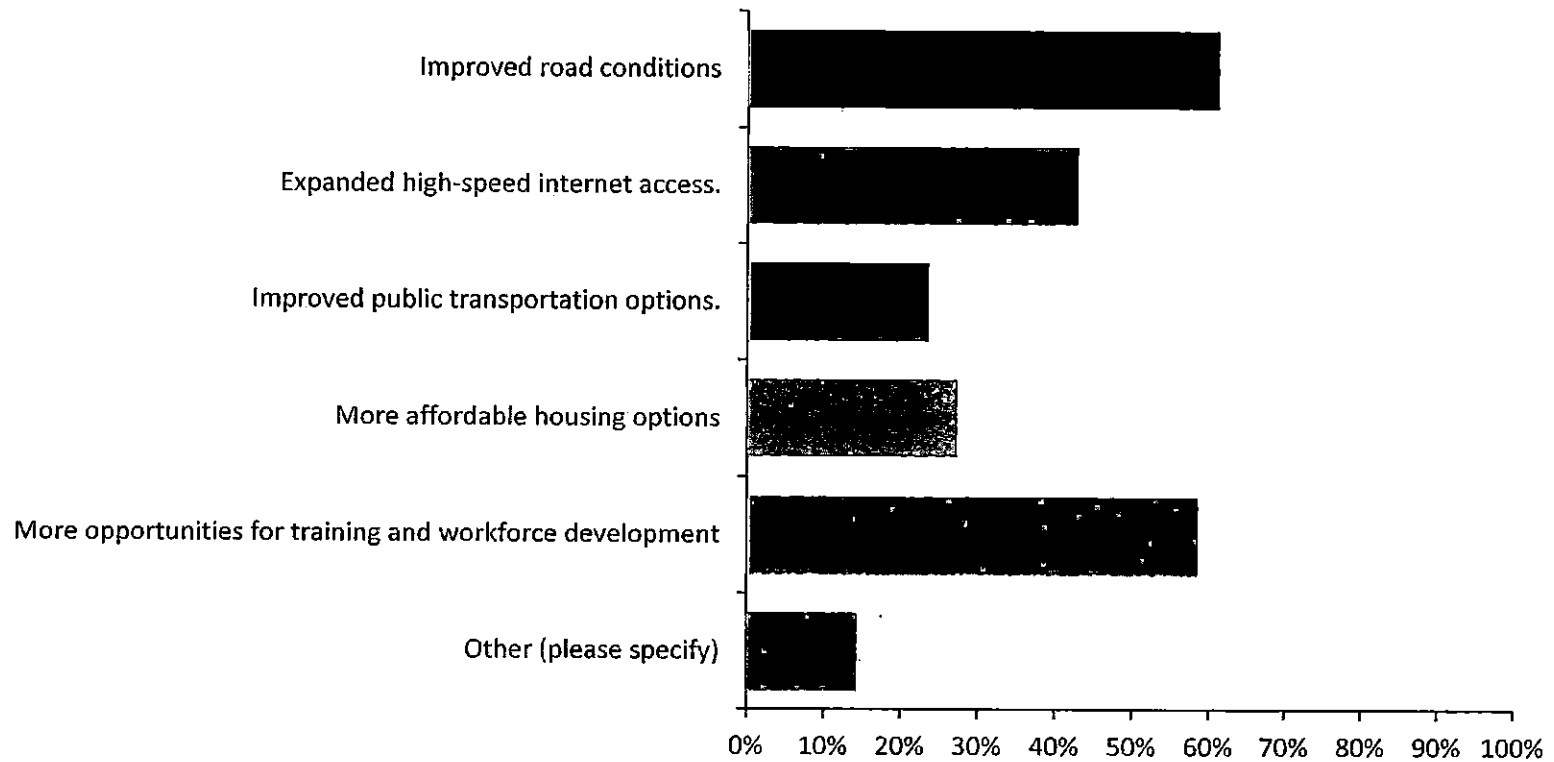
Answered: 77 Skipped: 1

<b>ANSWER CHOICES</b>	<b>RESPONSES</b>	
Limited access to high-speed internet	33.77%	26
Limited access to a skilled workforce	72.73%	56
Limited access to affordable healthcare	25.97%	20
Limited access to affordable housing for employees	29.87%	23
Limited access to capital and financing	33.77%	26
Other (please specify)	15.58%	12
<b>TOTAL</b>		<b>163</b>



**Q6: What improvements would you like to see in the county's infrastructure to support your business? (Please select up to three.)**

Answered: 77 Skipped: 1



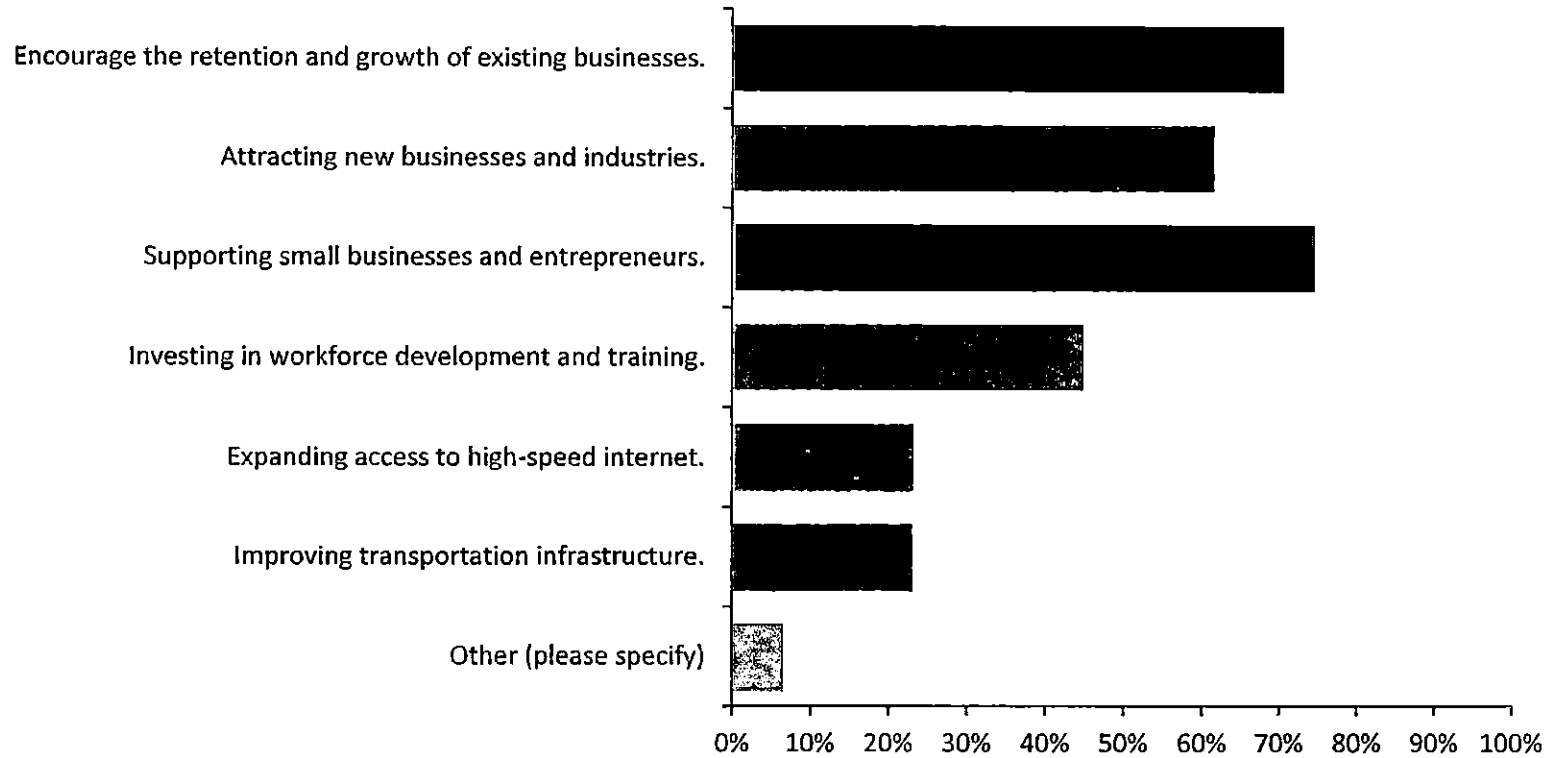
**Q6: What improvements would you like to see in the county's infrastructure to support your business? (Please select up to three.)**

Answered: 77 Skipped: 1

<b>ANSWER CHOICES</b>	<b>RESPONSES</b>	
Improved road conditions	61.04%	47
Expanded high-speed internet access.	42.86%	33
Improved public transportation options.	23.38%	18
More affordable housing options	27.27%	21
More opportunities for training and workforce development	58.44%	45
Other (please specify)	14.29%	11
<b>TOTAL</b>		<b>175</b>

# Q7: What do you think can be done to improve economic development in the county? (Please select up to three.)

Answered: 78 Skipped: 0



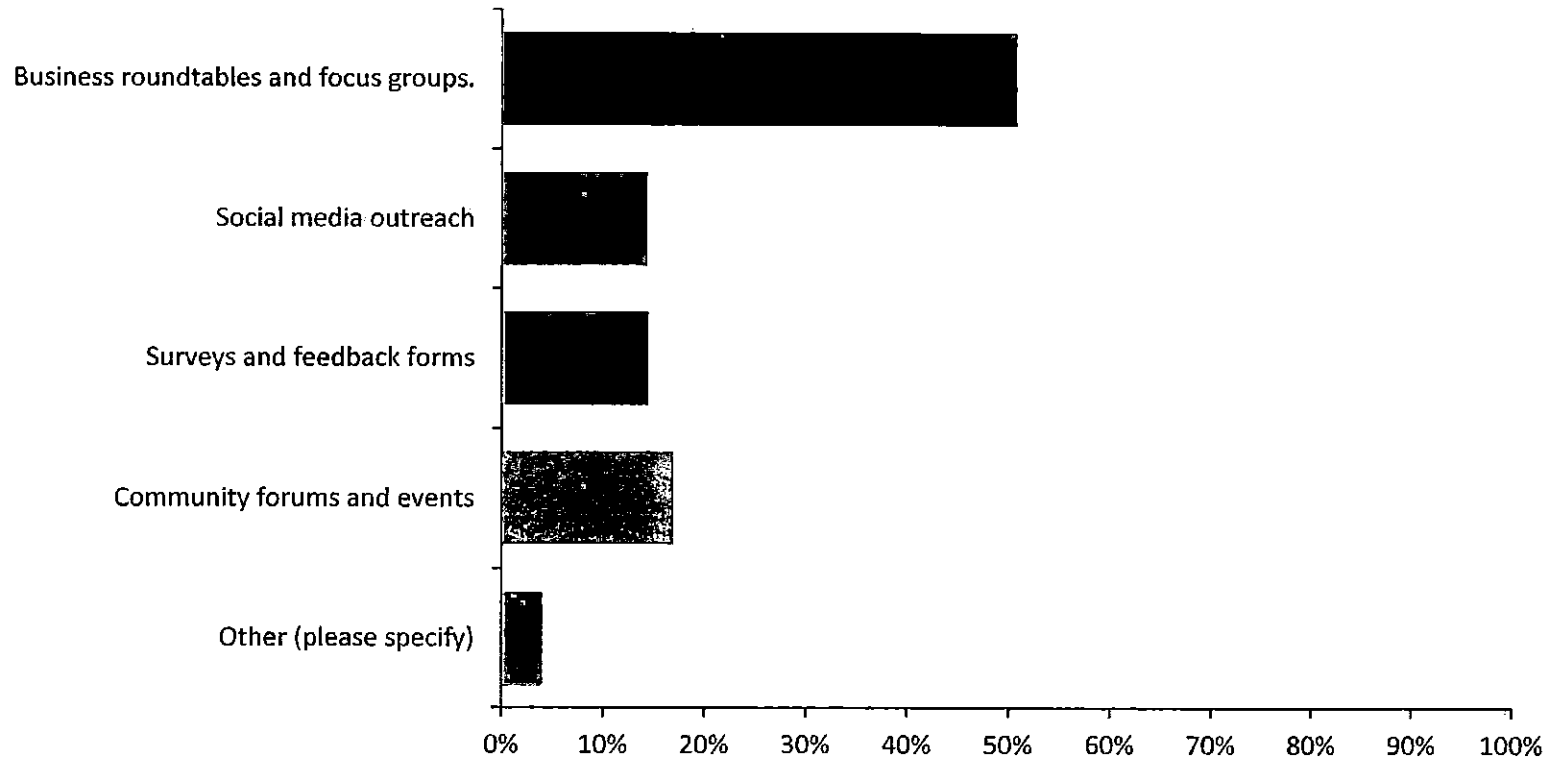
**Q7: What do you think can be done to improve economic development in the county? (Please select up to three.)**

Answered: 78 Skipped: 0

<b>ANSWER CHOICES</b>	<b>RESPONSES</b>	
Encourage the retention and growth of existing businesses.	70.51%	55
Attracting new businesses and industries.	61.54%	48
Supporting small businesses and entrepreneurs.	74.36%	58
Investing in workforce development and training.	44.87%	35
Expanding access to high-speed internet.	23.08%	18
Improving transportation infrastructure.	23.08%	18
Other (please specify)	6.41%	5
<b>TOTAL</b>		<b>237</b>

## Q8: How can we best engage businesses in the county's decision-making processes and strategic planning efforts?

Answered: 77 Skipped: 1



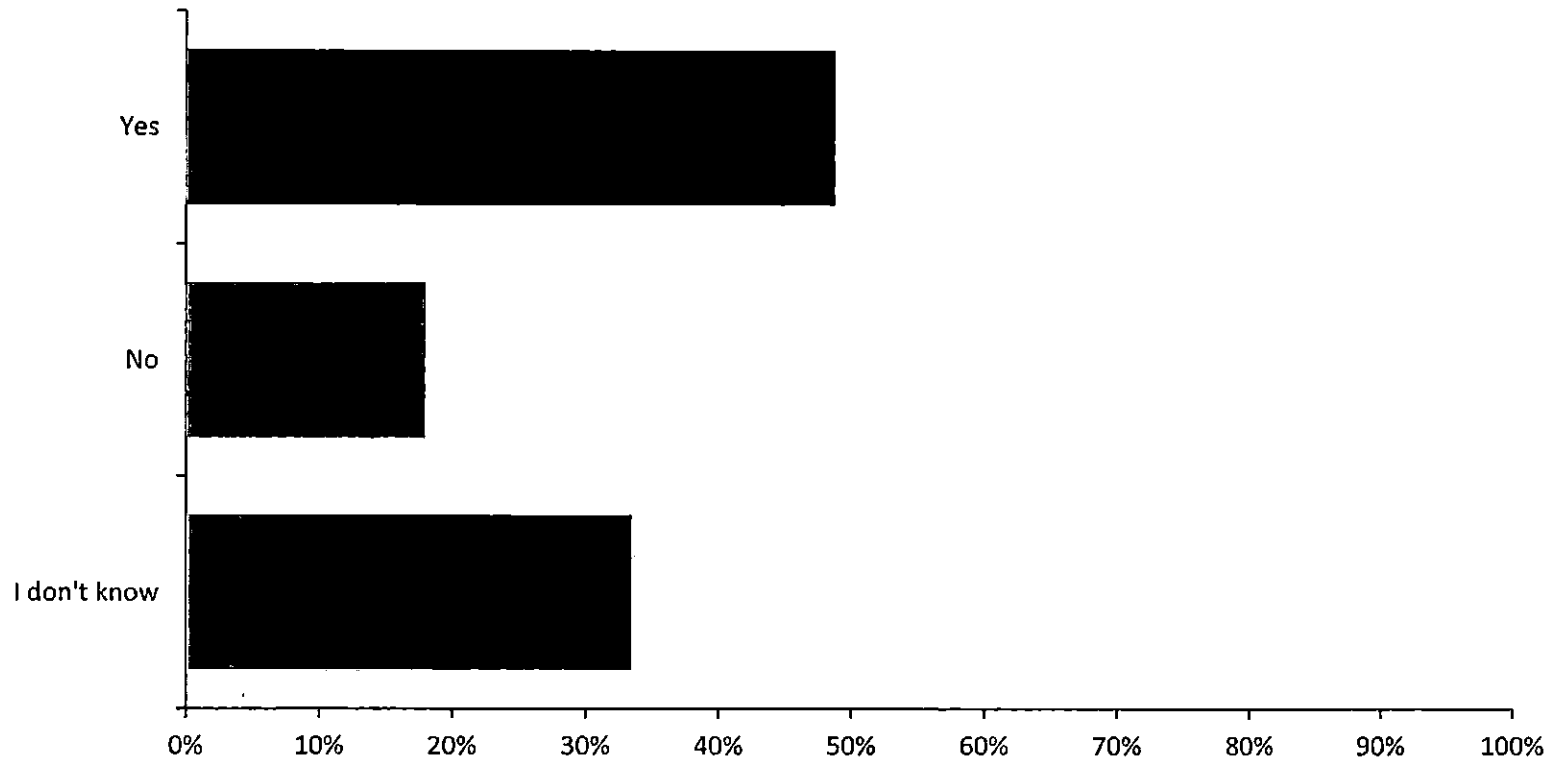
**Q8: How can we best engage businesses in the county's decision-making processes and strategic planning efforts?**

Answered: 77 Skipped: 1

ANSWER CHOICES	RESPONSES	
Business roundtables and focus groups.	50.65%	39
Social media outreach	14.29%	11
Surveys and feedback forms	14.29%	11
Community forums and events	16.88%	13
Other (please specify)	3.90%	3
<b>TOTAL</b>		<b>77</b>

## Q9: Do you plan to expand your business in the next two years?

Answered: 78 Skipped: 0



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Answered: 78 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	48.72%	38
No	17.95%	14
I don't know	33.33%	26
<b>TOTAL</b>		<b>78</b>