



Strategic Plan Council Work Session

April 29, 2024



BENCHMARK

Agenda

- Review of Community Survey Results
- Emerging Themes / Focus Areas Discussion
- Draft Vision Discussion
- Next Steps

Process Update

- Focus group meetings with city departments *(Jan/Feb)*
- Focus group meetings with community and business leaders *(Feb)*
- Community survey for broader community-wide input *(March)*
- Work sessions with City Council *(Feb 19, April 29, May TBD, June TBD)*
- Coordination with senior staff to develop the draft *(May)*

Who Took the Survey

967

Total Respondents

283

Emails Collected

90.9%

Are Residents

11.0%

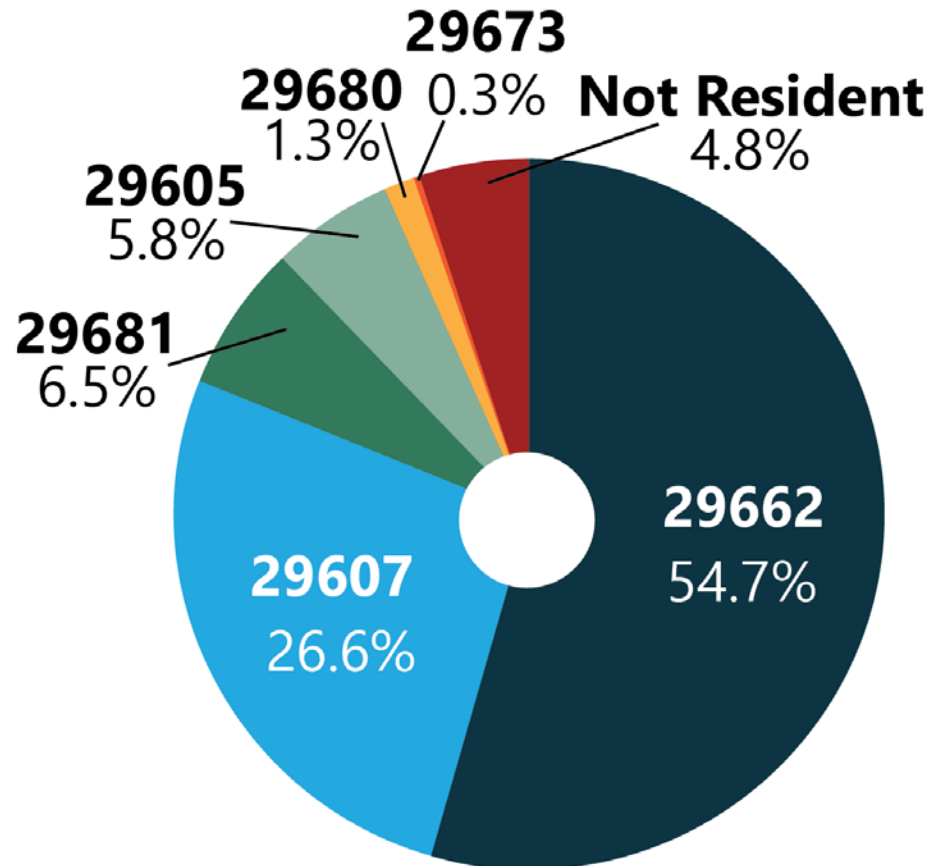
**Own Business or
Property in City**

7.5%

Work in the City

Who Took the Survey

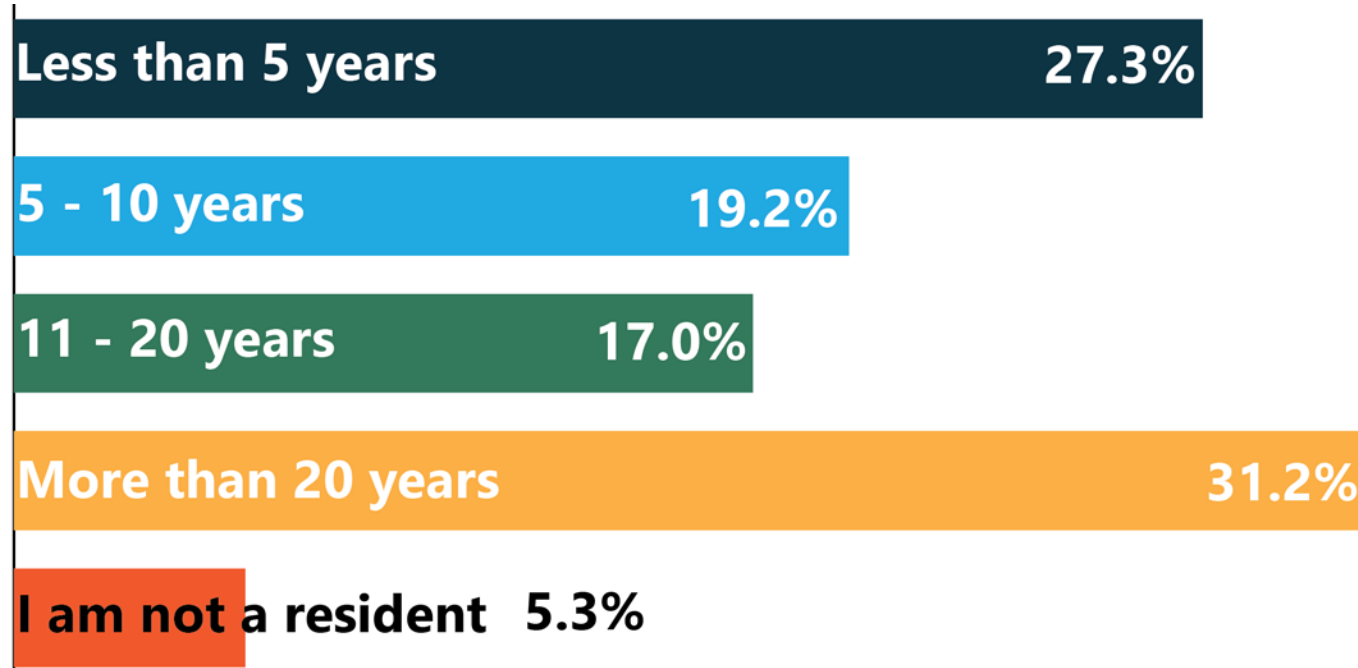
Zip Codes Where Respondents Live:



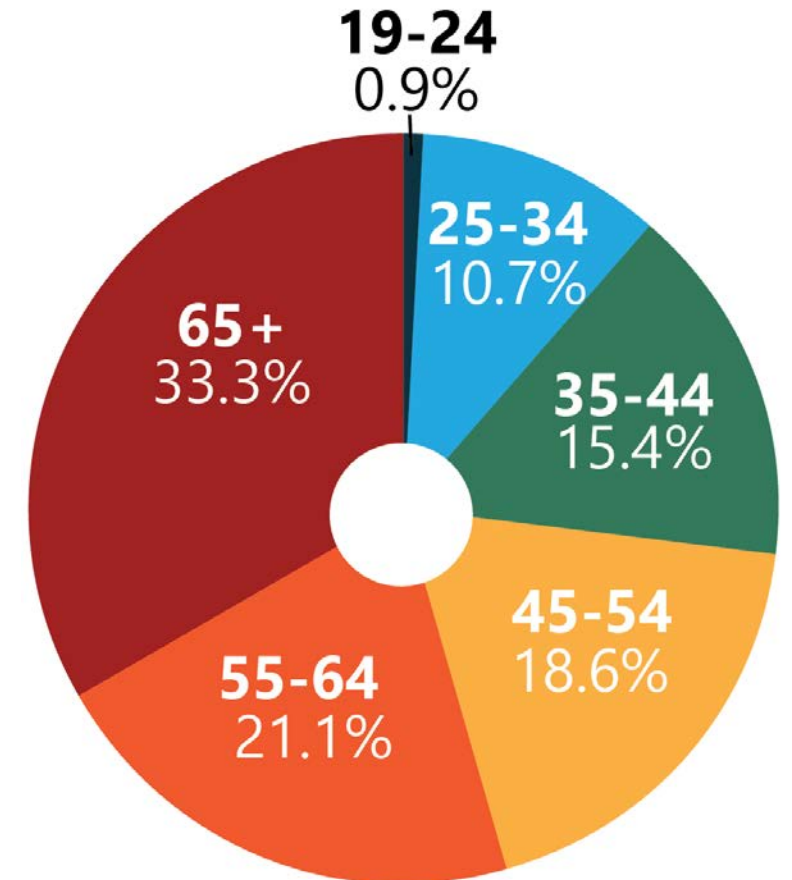
Non Resident Zip Codes	# of Respondents
29607	7
29681	7
29605	3
29615	3
29644	2
29651	2
29687	2

Who Took the Survey

How long have you lived here?

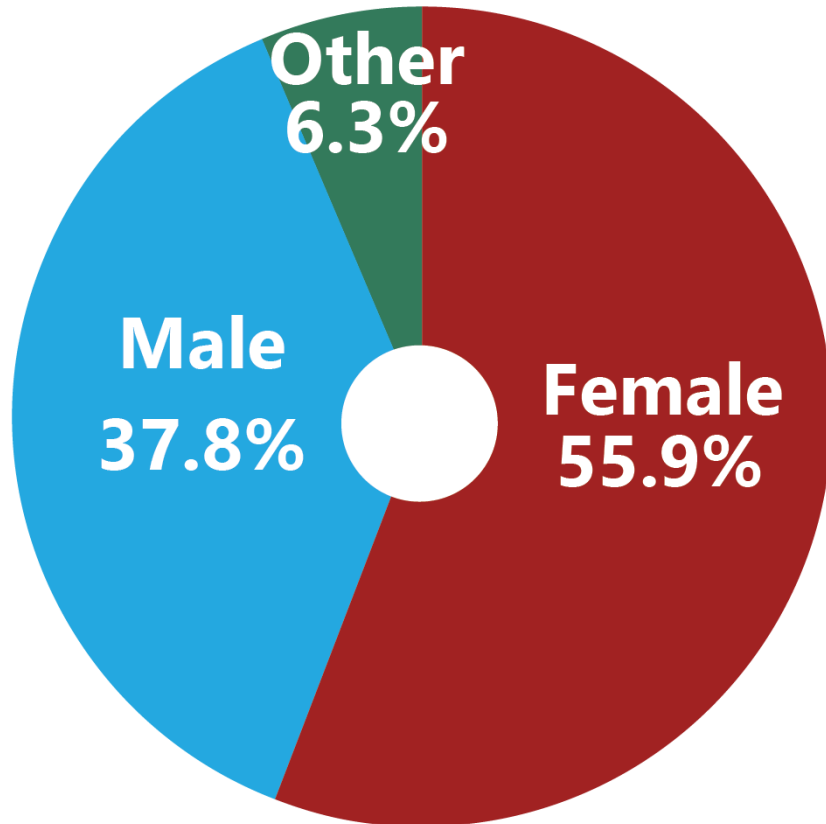


Please indicate your age group:

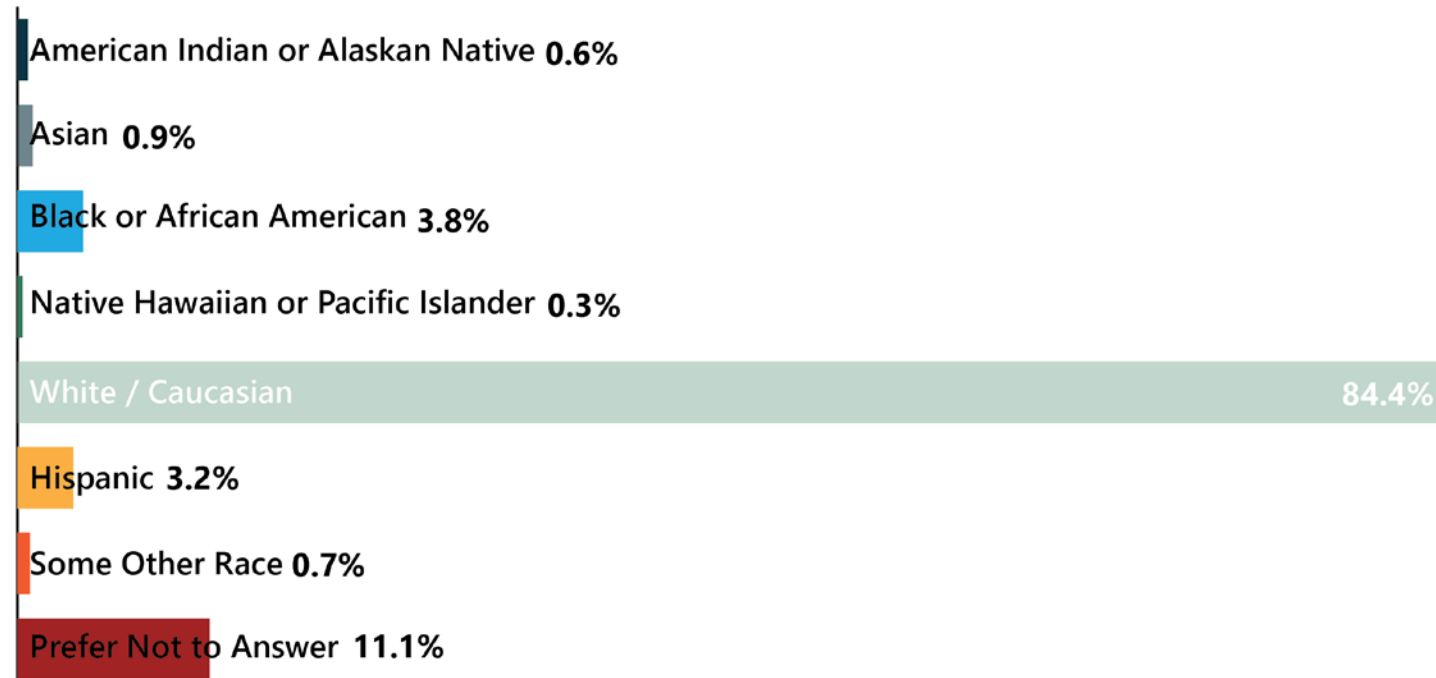


Who Took the Survey

What gender do you identify with most closely?



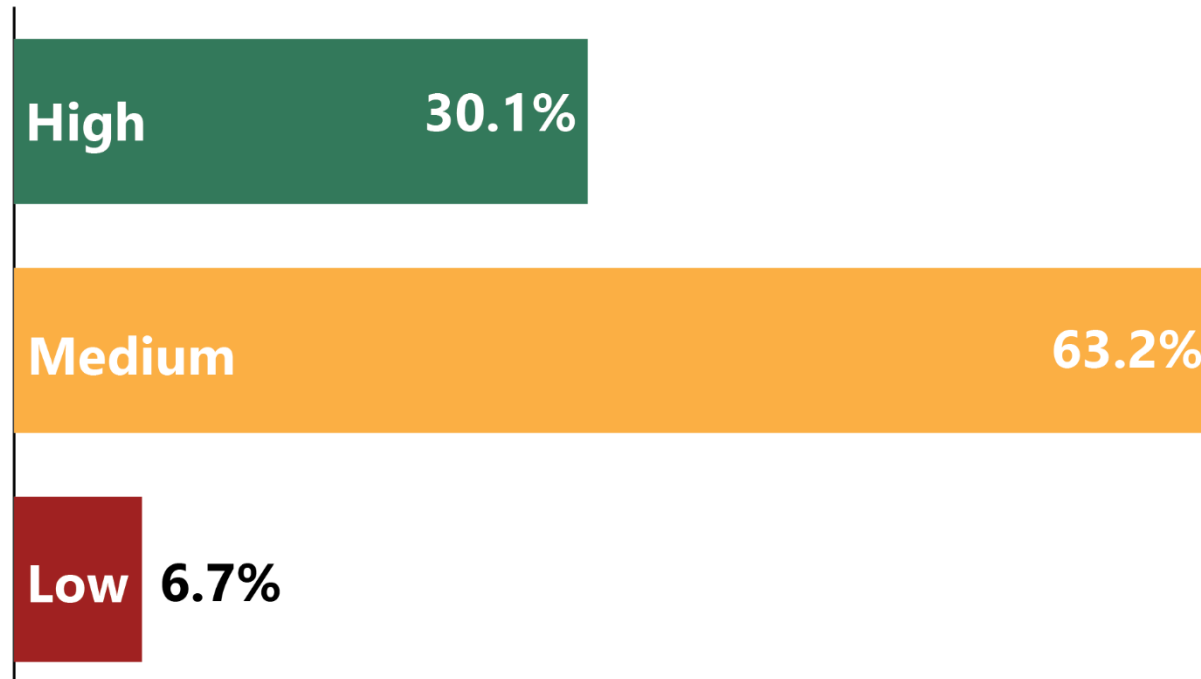
What racial/ethnic groups do you identify with?



#1

Quality of Life

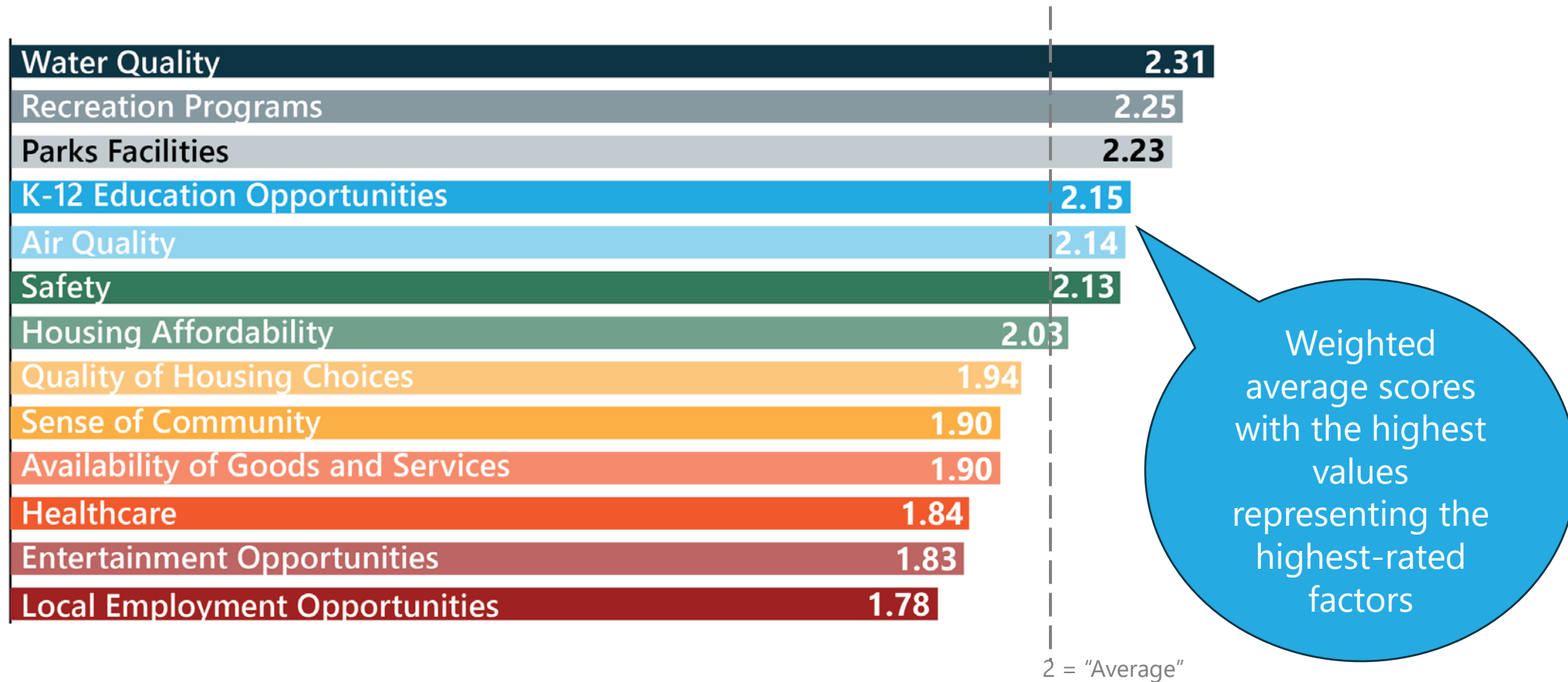
How would you rate the overall quality of life you experience in Mauldin?



#2

Quality of Life

How would you rate the following quality of life factors?



#2

Quality of Life

Top quality of life factors:

#1

Water
Quality

#2

Recreation
Programs

#3

Parks
Facilities

#4

K-12
Education

#5

Air Quality

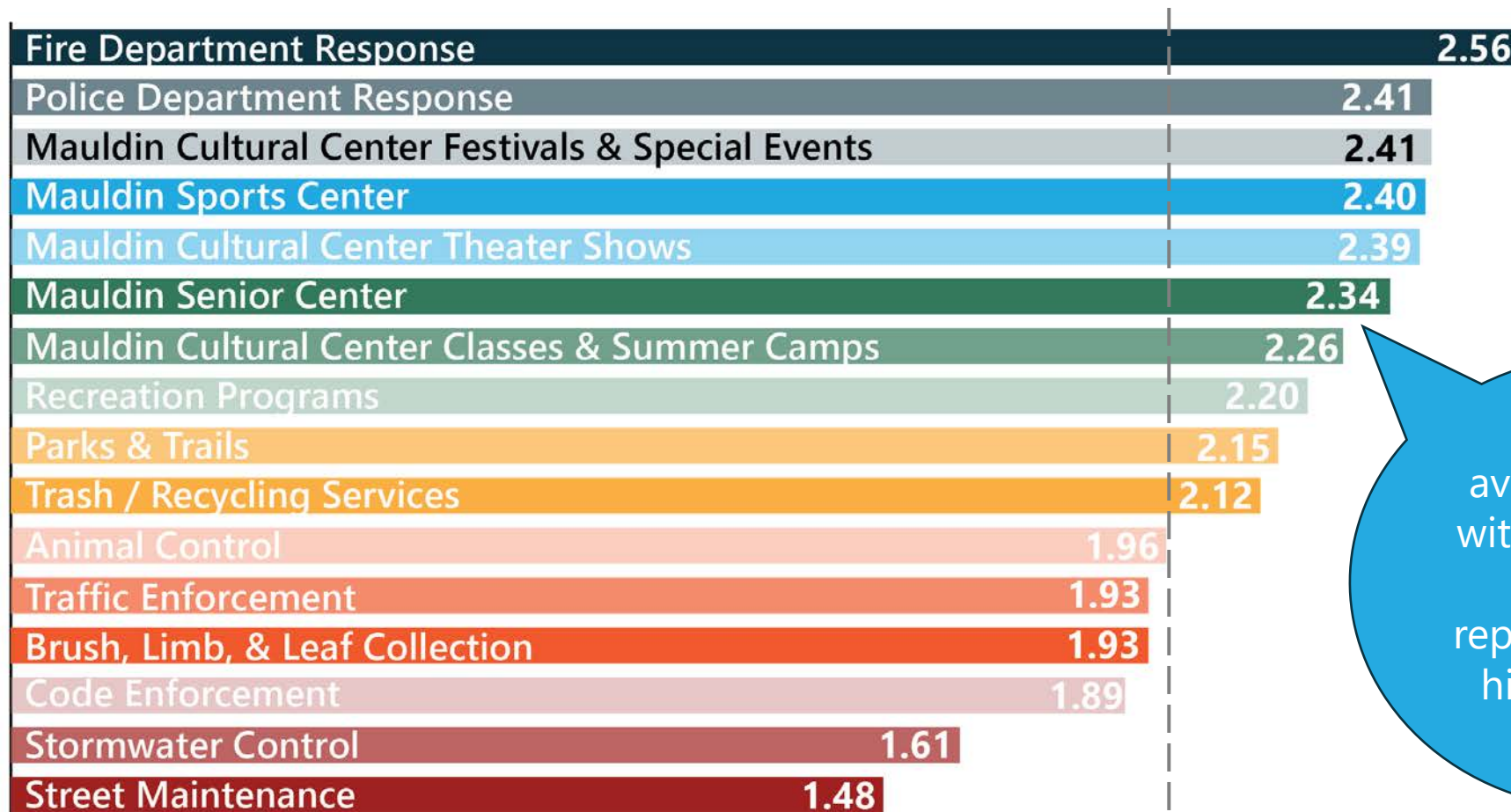
#6

Safety

#3

City Services

How would you rate the following services provided by the City?



Weighted average scores with the highest values representing the highest-rated factors

2 = "Average"

#3

City Services

Best- and Least-Rated City Services:

#1

Fire
Department
Response

#2

Police
Department
Response

#3

Cultural
Center
Events

#4

Mauldin
Sports
Center

#5

Cultural
Center
Theater

#6

Mauldin
Senior
Center

#10

Animal
Control

#11

Traffic
Enforcement

#12

Brush, Limb,
Leaf
Collection

#13

Code
Enforcement

#14

Stormwater
Control

#15

Street
Maintenance

#4

City Services

If you rated any of the City services as “below average,” please tell us what improvements are needed?



#4

City Services

If you rated any of the City services as “below average,” please tell us what improvements are needed?

Services	Number of Respondents
Improved Roads	227
Fix Flooding	130
Improve Yard Waste Pick Up	81
Traffic Enforcement	64
Reduce Traffic	63
Improve Trash Collection	61
Better Parks and Trails	39
Code Enforcement	37
Improve Recycling	32
More Sidewalks	26

#5

City Services

Are there any services that are not currently provided that you would like the City to begin offering?

Services	Number of Respondents
Better Parks and Recreation	35
More Recycling Options	32
Community Events and Programs	26
Sidewalks	23
Retail and Restaurants	21
Stronger Regulations	20
Improved Road Maintenance	17
Clean Up Litter	15
Trails	12
Public Transportation	12

#6

City Services

How would you rank the importance of the services provided?



#7 Resource Prioritization – Police

If you were allocating financial resources, how would you prioritize resources in the following areas?

#1

Increase
Presence in
the
Community

#2

Emergency
Response
Time

#3

Equipment
and Vehicles

#4

Traffic and
Speed
Enforcement

#5

Code
Enforcement
/ Animal
Control

#8

Resource Prioritization – Fire

If you were allocating financial resources, how would you prioritize resources in the following areas?

#1

Emergency
Response
Time

#2

Equipment
and Vehicles

#3

Increased
Presence in
the
Community

#4

Fire
Prevention
and
Education

#5

Inspections
and
Enforcement

#9 Resource Prioritization – Public Works

If you were allocating financial resources, how would you prioritize resources in the following areas?



#10 Resource Prioritization – Cultural Center

If you were allocating financial resources, how would you prioritize resources in the following areas?



#11 Resource Prioritization – Recreation

If you were allocating financial resources, how would you prioritize resources in the following areas?

#1

Youth Sports
Programming

#2

Adult Sports
Programming

#3

Mauldin
Senior Center
Programs &
Services

#4

Mauldin
Sports Center
Programs &
Services

#12 Resource Prioritization – Parks & Trails

If you were allocating financial resources, how would you prioritize resources in the following areas?

#1

Improve
Existing
Parks

#2

Expand
Walking /
Biking Trails

#3

Preserve or
Increase
Green Space

#4

Build New
Parks

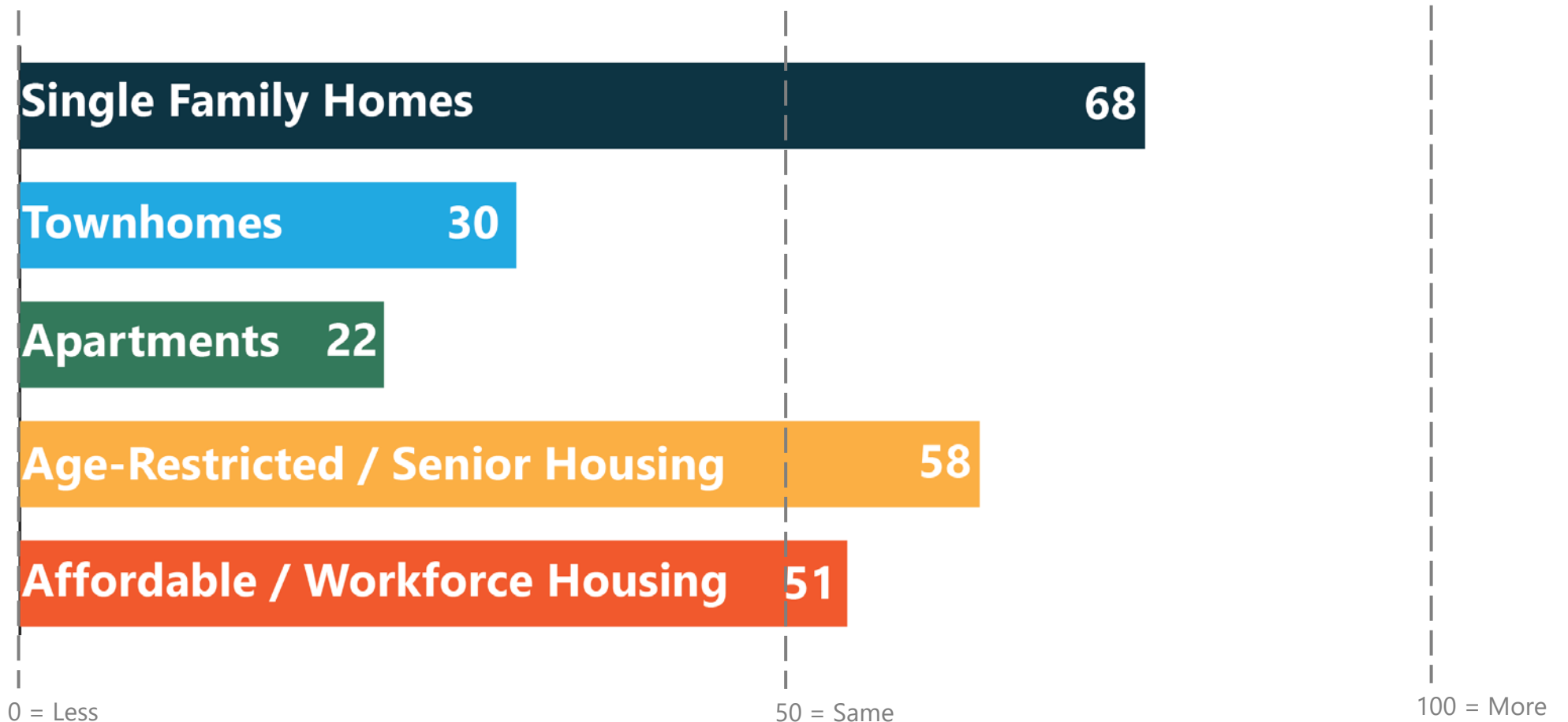
#5

Add Sports
Fields and
Courts

#13-17

Share of Housing

Please indicate the relative share of each housing type you think the City should aim to have in relation to the current mix.



Describe Mauldin

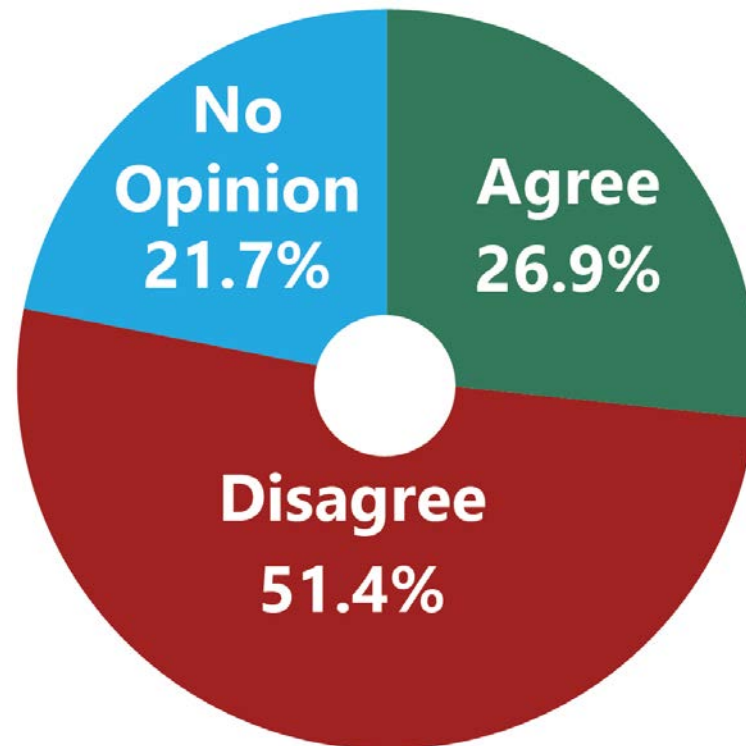
How would you describe Mauldin?

Description	Number of Respondents
Not Enough To Do	107
Great Place to Live	105
Poorly Planned / Too Much Traffic and Development	102
Bedroom Community / Suburb of Greenville	95
Conveniently Located	84
Small Town	70
Growing	63
Pass Through	44
Safe	36
Great Community	32
Lots of Community Events and Activities	30
Up and Coming	30

#19

Identity & Sense of Place

Please tell us whether you agree with: "The City of Mauldin has a strong and recognizable identity and sense of place that differentiates it from neighboring communities."



#20

What is Unique about Mauldin

What is the most unique thing about the City of Mauldin?

Unique Element	Number of Respondents
Central Location / Proximity to Destinations	54
Nothing	53
Cultural Center and Arts Events	49
Bridgeway Station	44
Lack of Downtown	38
Conestee Park	23
Community / People	22
Amphitheater and Festivals	20
Sports Center	20
Small Town Feel / Hometown	16
Parks	13

#21

Like About Living in Mauldin

What do you like MOST about living in Mauldin?

What They Like	Number of Respondents
Access to Goods and Services / Central Location	245
Proximity to Greenville and Other Cities	90
Feels Safe	57
Sense of Community	47
Good Community Facilities and Programs	44
Small Size / Not Overcrowded	43
Quiet and Peaceful	39
Affordable	30
Trees, Parks, and Green Spaces	29
Neighborhoods / Homes	26
Lack of Traffic / Ease of Transit	24

#22

Dislike About Living in Mauldin

What do you like LEAST about living in Mauldin?

What They Dislike	Number of Respondents
Traffic	197
Roads (condition, appearance, 2-lanes)	117
Not Enough Restaurants and Retail	79
Overdevelopment	71
Appearance	54
Not Enough To Do	50
Multi-Family Development	46
Not Walkable	40
Lack of Downtown / Town Center	36
Lack of Planning	27
Amount of Fast Food, Chains, Car Dealerships, etc.	22
Lack of Recreation	22

How would you like the City of Mauldin to change over the next 5

Change	Number of Respondents
Improve Roads	114
Mitigate Traffic	94
Improve Appearance	83
Create a Walkable Downtown	73
More Retail	63
Better Sidewalk Network / More Walkable	63
More Restaurants	61
More Recreation	59
Preservation of Green Spaces	49
Plan to Slow Development	47
Prioritize Infrastructure	43

Concerns

What concerns you the most about the future of the City of Mauldin?

Concerns	Number of Respondents
Over Development	222
Traffic	120
Infrastructure	59
Multi-Family Housing	52
Lack of a Plan	49
Roads	46
Crime	43
Leadership	42
Loss of Green Space	24
Lack of Identity	23
Appearance	22

Model City

Is there a city you are familiar with that you think Mauldin should try to model itself after?

City (reason)	Number of Respondents
Simpsonville (lots to do downtown, walkable, safe, outdoors)	105
Fountain Inn (identity but small town feel, downtown)	53
Greer (similar but walkable downtown, farmers market, quiet)	52
Greenville (clean aesthetic downtown, parks, redevelopment)	45
Just be Mauldin but make improvements	36
Travelers Rest (well planned, downtown, recreation, entertainment, trails)	36
Brevard (well kept, downtown, recreation, gathering, entertainment, trails)	4
Hendersonville (brick, sidewalks, landscaping, shops, restaurants, galleries)	3
Hilton Head (controlled growth, infrastructure, building cohesion)	3
Suwanee, GA (town center, park)	3

Emerging Themes / Focus Areas

- Providing services to meet growing demand
- Defining the city's identity
- Creating a walkable, mixed-use urban form
- Building on community events and cultural activities
- Increasing public safety presence throughout the community
- Expanding parks and recreation facilities and programming
- Sustaining the city's natural resources
- Maintaining a clean and attractive environment

Vision Statement Components

- Vibrance
- Robust services
- Sense of place
- Walkable and urban
- Culture and community

Next Steps

- Work closely with staff to:
 - Prepare the vision statement
 - Develop implementation strategies
 - Develop the draft strategic plan
- Council Work Session to review (Late May TBD)
- As necessary, Council Work Session(s) to finalize (June TBD)
- Finalize the Strategic Plan (June/July)