



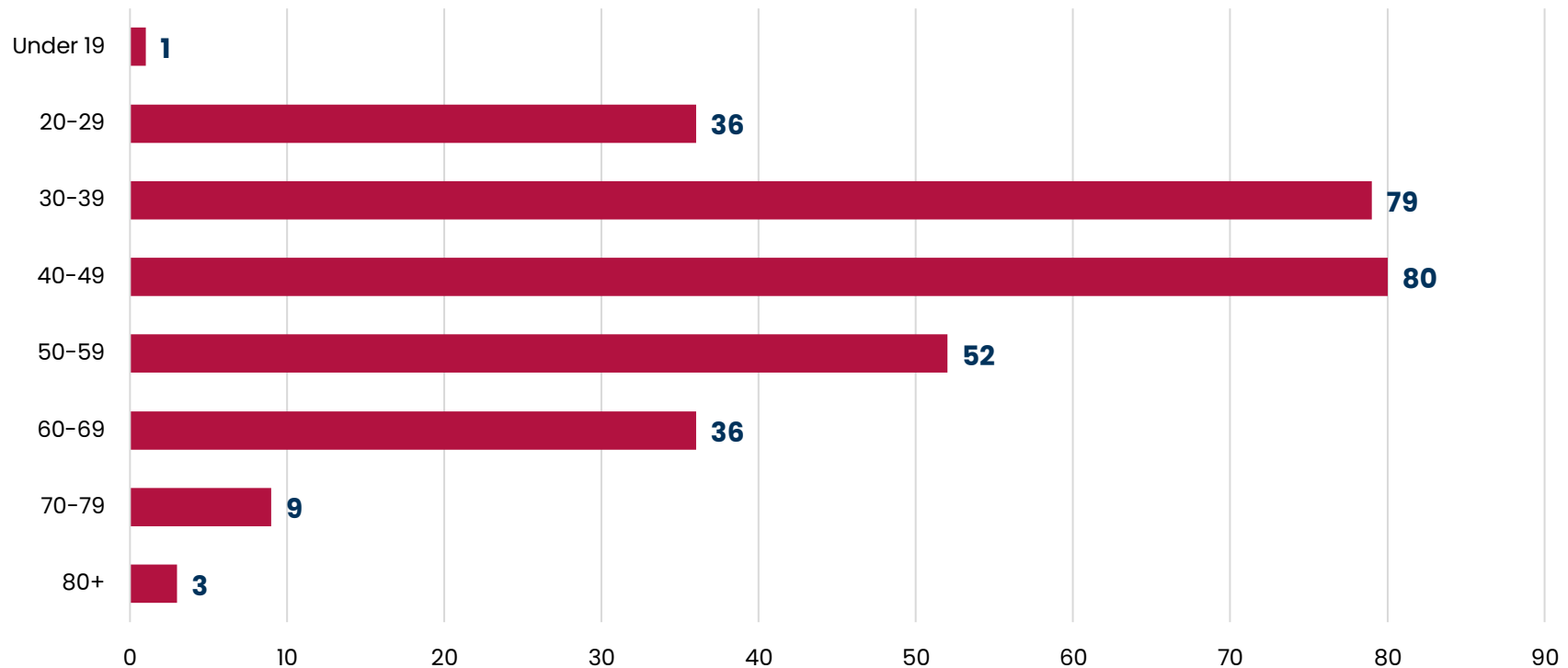
KAUFMAN *FORWARD*
Comprehensive Plan
Survey Recap

January 2026

Introduction

The Kaufman Forward Comprehensive Plan Survey was launched on November 13, 2025, and remained open until January 19, 2026. The survey achieved a high level of participation, with 299 individuals participating. Figure 1 presents the distribution of respondents by age and shows that the 30 to 39 and 40 to 49 age groups together account for more than half of all survey participants.

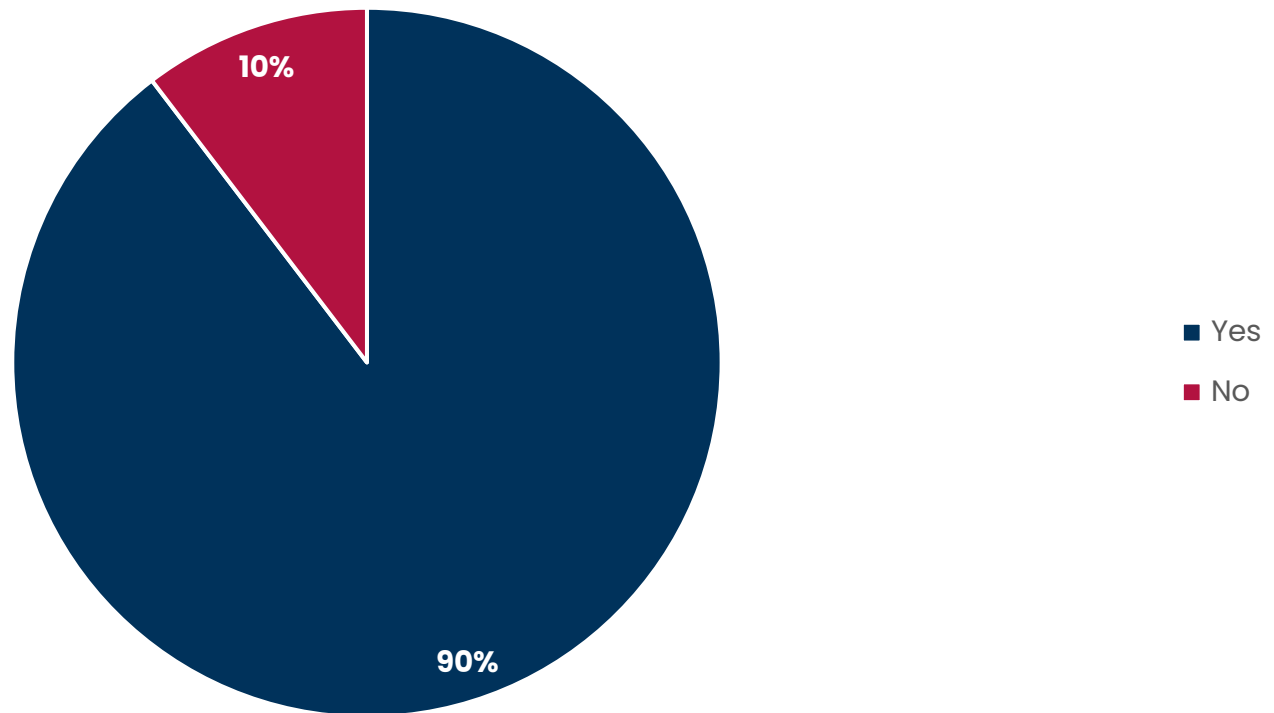
Figure 1 | Survey Respondents by Age



Question 1: Do you live in Kaufman

Figure 2 shows that most survey respondents live in Kaufman. Approximately 90 percent of participants answered “yes” to this question, indicating that the survey sample is largely representative of individuals living in the community.

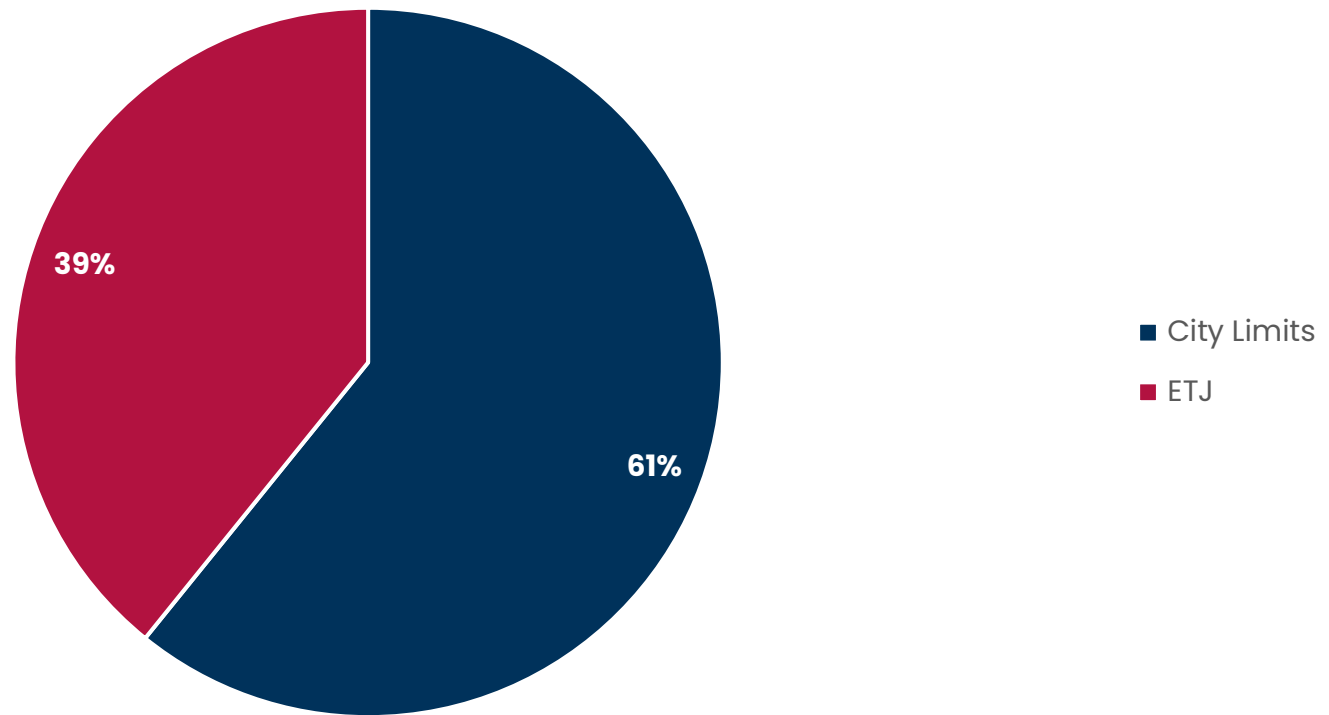
Figure 2 | Do you live in Kaufman?



Question 2: Do you live in the City Limits or ETJ?

Of the 268 individuals surveyed, representing 90 percent of respondents who answered “yes” to the previous question, 69 percent reported living within the city limits, while 39 percent reported residing within the extraterritorial jurisdiction (ETJ).

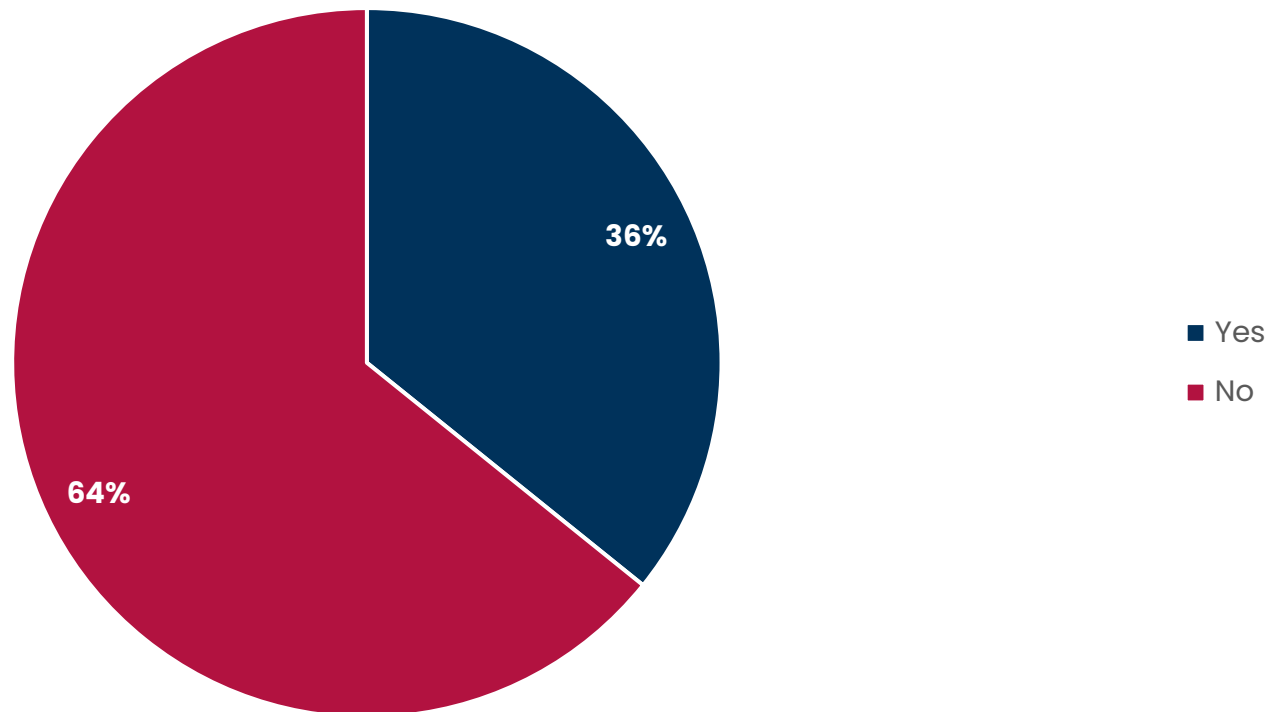
Figure 3 | Do you live in the City Limits or ETJ?



Question 3: Do you work in Kaufman?

Figure 4 illustrates the employment location of survey respondents. The results show that 36 percent of respondents work within the City of Kaufman, while 64 percent work outside the City.

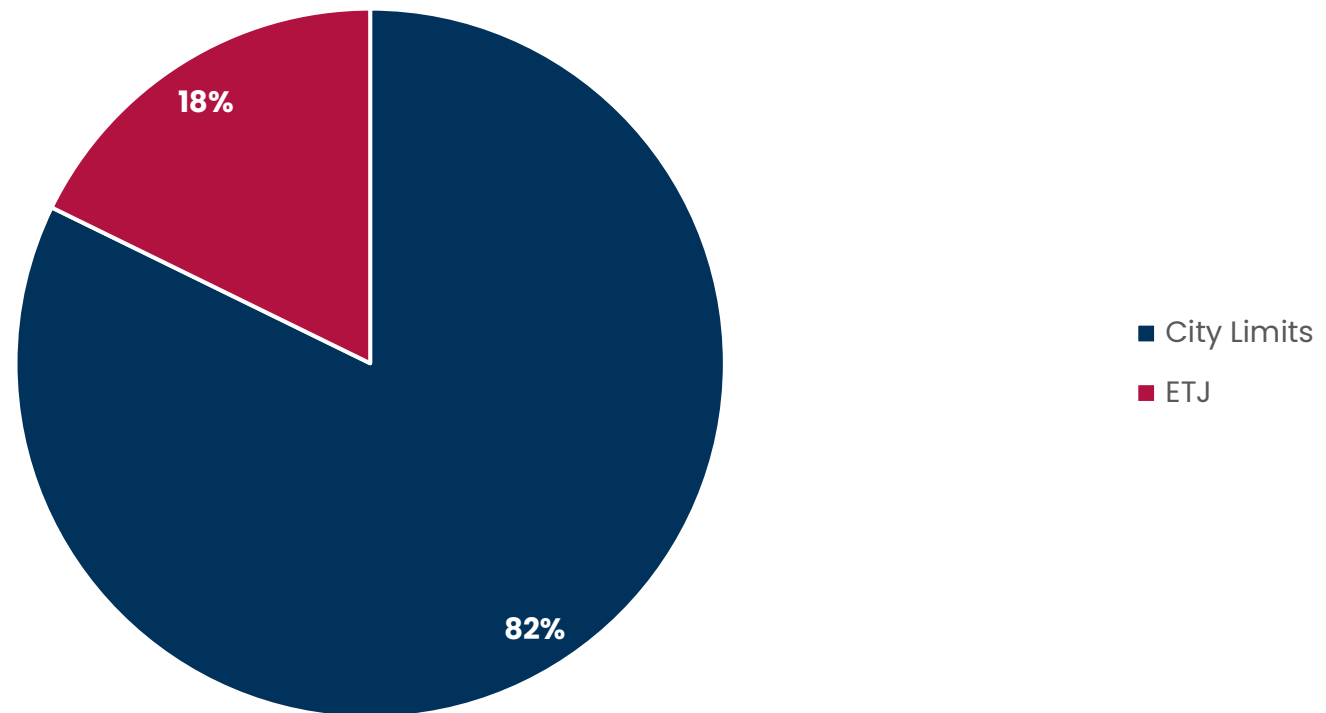
Figure 4 | Do you work in Kaufman?



Question 4: Do you work in the City Limits or ETJ?

Among the 107 survey respondents who indicated that they work in Kaufman, Figure 5 further illustrates their place of employment. Approximately 82% of these respondents work within the city limits, while 18% reported working within the ETJ.

Figure 5 | Do you work in the City Limits or ETJ?



Question 5: What is one word that you would use to describe Kaufman today?

Figure 6 presents a word cloud of the words respondents gave when describing Kaufman today. The term "growing" stands out as the most frequently mentioned word by a significant margin. Many of the other commonly used words convey positive feelings about the City, including "community," "quaint," "family," "home," and "peaceful." However, some respondents also used more negative terms, such as "overcrowded," "lacking," and "busy."

Figure 6 | One word that you would use to describe Kaufman today?



Question 6: How would you describe the Kaufman you envision 20-years from now?

Figure 7 highlights the common themes and words that emerged from respondents' descriptions of their vision for Kaufman 20 years from now. These themes are explored in greater detail in the following takeaways section.

Figure 7 | How would you describe the Kaufman you envision 20-years from now?





Takeaways

Maintain Small-Town Feel: Residents strongly value preserving the town's small-town charm, country feel, and close-knit community, even as growth occurs. The strong sense of community and slower pace of life are seen as defining qualities worth protecting.

Controlled Growth and Infrastructure: There is a recurring concern about managing growth responsibly. Respondents emphasize the need for infrastructure investment, like roads and utilities, to keep pace with development to avoid problems experienced in nearby communities such as Forney.

Balanced Economic Development: Many residents support growth that brings more businesses, shops, restaurants, recreational spaces, and job opportunities, while still maintaining the town's character. There is interest in more diverse dining and entertainment options beyond fast food.

Roads and Traffic Improvements: Traffic congestion and road conditions are frequent concerns. Residents want proactive planning to ensure thoroughfares can handle increased traffic from new housing and commercial development.

Community-Focused Amenities: A strong sense of community is essential, with support for parks, trails, recreation centers, events, and gathering spaces, especially those that engage families and youth.

Safety and Crime Prevention: Maintaining a safe environment is a priority. Some residents worry that population growth could increase crime.

Housing and Affordability: Concerns include housing affordability, rising taxes, no section 8 housing, overpopulation, and ensuring new housing does not strain resources or reduce the quality of life.

Community Appearance and Character: People hope for cleaner streets, well-maintained public spaces, and efforts to modernize while preserving Kaufman's character.

Question 7: What will help achieve that vision for the community over the next 20-years?

Figure 8 highlights the common themes and words that emerged from respondents' thoughts on how to achieve their future vision for Kaufman. Many participants emphasized the importance of smart growth and planning, improved infrastructure, and continued investment in the community, among other key ideas. These themes are discussed in greater detail in the takeaways section.

Figure 8 | What will help achieve that vision for the community over the next 20-years?





Takeaways

Infrastructure Improvement: Prioritizing the development and maintenance of roads, utilities, and public services to handle growth. This includes better traffic management, widening streets, and ensuring that infrastructure keeps pace with development.

Controlled and Thoughtful Growth: Emphasizing responsible and managed growth that does not overwhelm the community. Limiting high-density housing and section 8 housing, avoiding overcrowding, and ensuring new developments have green spaces and community amenities.

Community Engagement: Increasing public involvement through town events, supporting local businesses, and creating gathering spaces. More community-centric events and activities to foster a strong community spirit.

Maintain Small-Town Feel: Retaining the small-town charm while modernizing. Avoiding becoming like larger, more congested nearby towns by carefully considering the types of businesses and housing developments allowed.

Economic Development: Attracting diverse businesses and job opportunities to the area. Supporting small and local businesses while avoiding an overreliance on large national chains.

Public Safety and Services: Investment into law enforcement, the justice system, and public safety measures. Offering competitive pay for law enforcement and other public services to ensure community security.

Educational and Recreational Facilities: Expanding schools to accommodate growth and facilities for youth and families. Creating recreational programs and after school programs that engage teenagers and pre-teens.

Housing Character: Encouraging residential developments that align with the community's character and larger lot sizes.



Environmental Preservation and Expansion: Keeping green spaces, trees, and parks integrated into development plans.

Tax and Economic Policies: Keeping taxes reasonable while ensuring they are utilized efficiently for community improvement.

Engagement and Communication: Improving communication with citizens about town planning, meetings, and development projects to ensure public input and awareness.

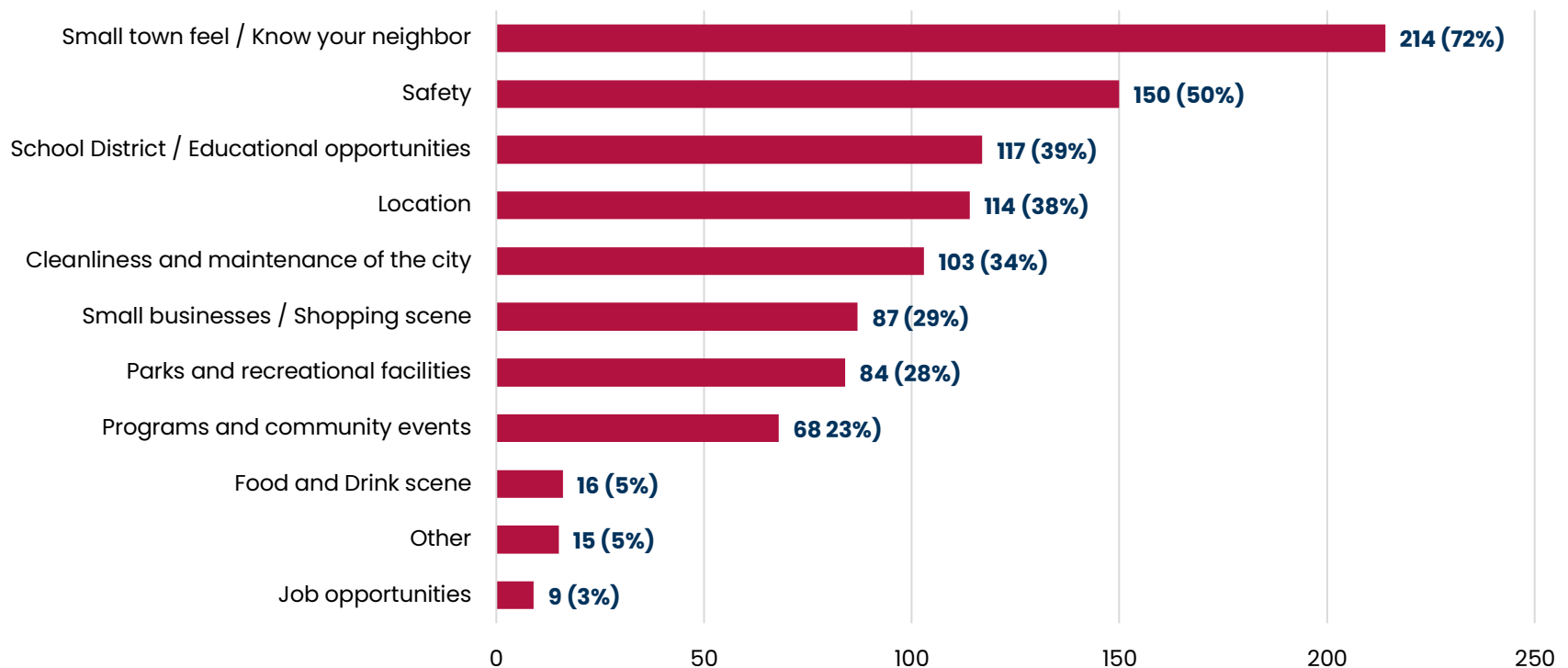
Youth Programs: Developing more programs and facilities for youth, including sports complexes, community centers, and other activities.

Quality of Life: Focused efforts on maintaining and improving the overall living standards by enhancing public amenities, outdoor activities, and family-friendly spaces.

Question 8: What are some of Kaufman's greatest assets or strengths as a City today?

Throughout the document, preserving the small-town feel has consistently emerged as a common theme. As shown in Figure 9, it is not surprising that 72% of survey respondents identified this as the City's greatest strength. Safety followed at 50%, a topic also reflected in several of the earlier takeaways. The school district ranked next at 39%, followed closely by the City's location at 38%.

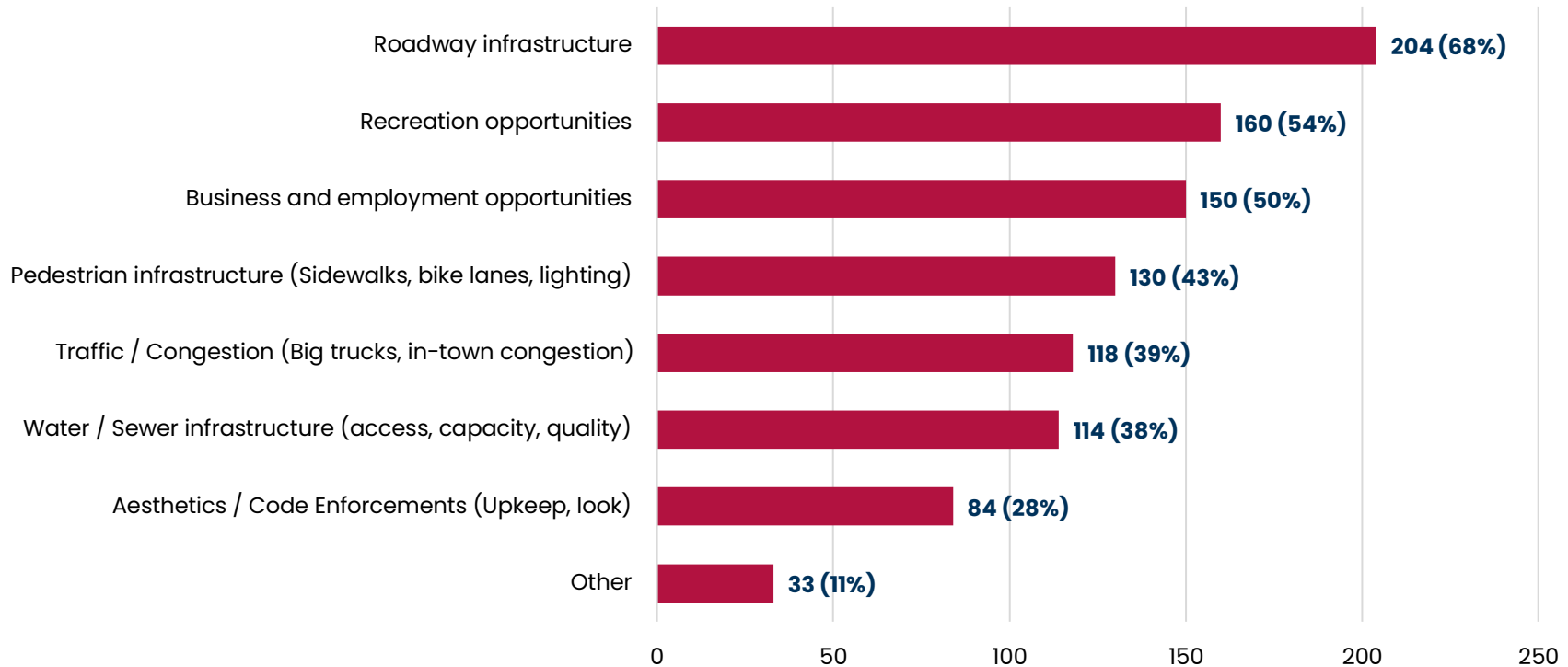
Figure 9 | What are some of Kaufman's greatest assets or strengths as a City today?



Question 9: What areas of Kaufman do you think need the most improvement?

Infrastructure has consistently been highlighted as an area in need of improvement and investment throughout the visioning questions. As shown in Figure 10, 68% of respondents identified roadway infrastructure as an area in need of improvement. Recreation opportunities followed with 54%, reflecting repeated calls for expanded amenities. Improvements in business and employment opportunities were selected by 50% of respondents, indicating that many see potential for economic growth within the community.

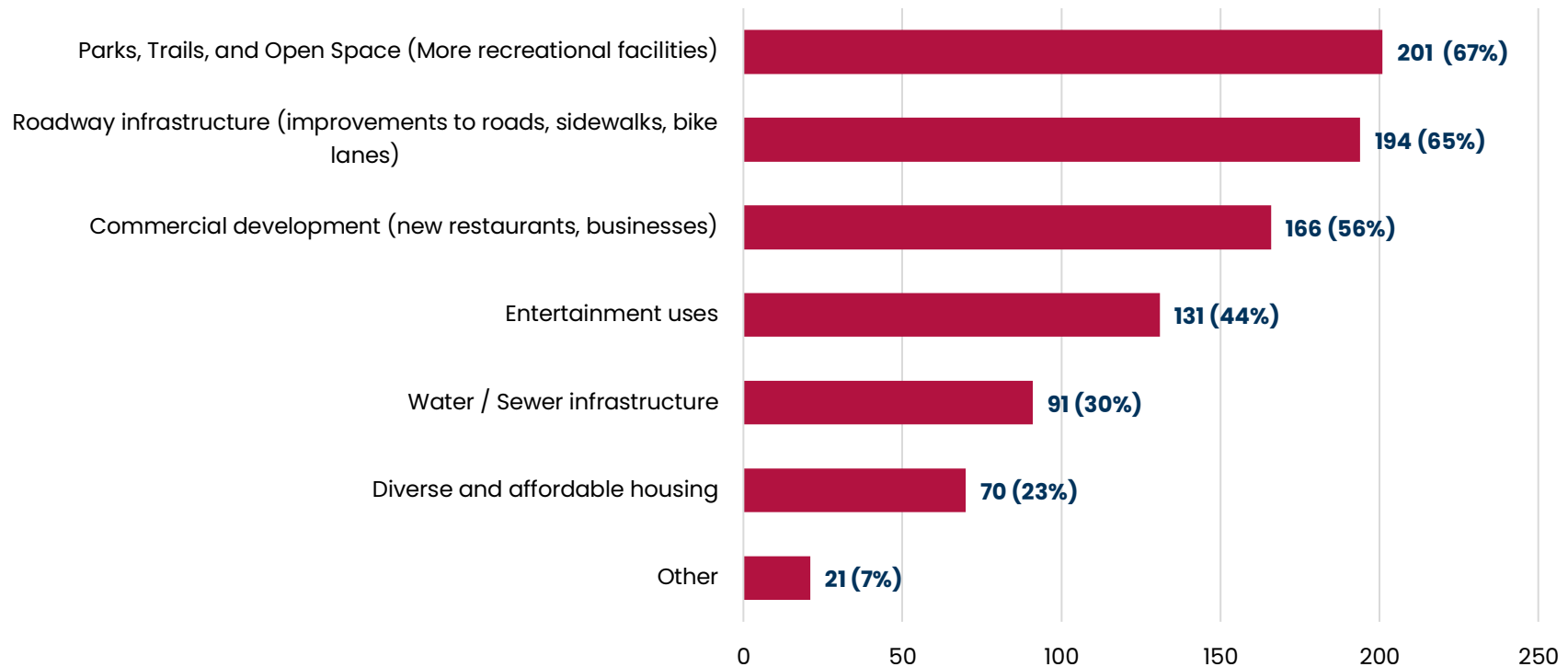
Figure 10 | What areas of Kaufman do you think need the most improvement?



Question 10: What are some of Kaufman's greatest opportunities for the future?

Question 10 builds on the previous question by identifying Kaufman's greatest opportunities, many of which align with the areas previously noted as needing improvement. As shown in Figure 11, parks, trails, and open space were identified as the top opportunity by 67% of respondents, followed closely by roadway infrastructure at 65%. Diversifying commercial development through new restaurants and businesses was selected by 56% of respondents, while entertainment uses were selected by 44%.

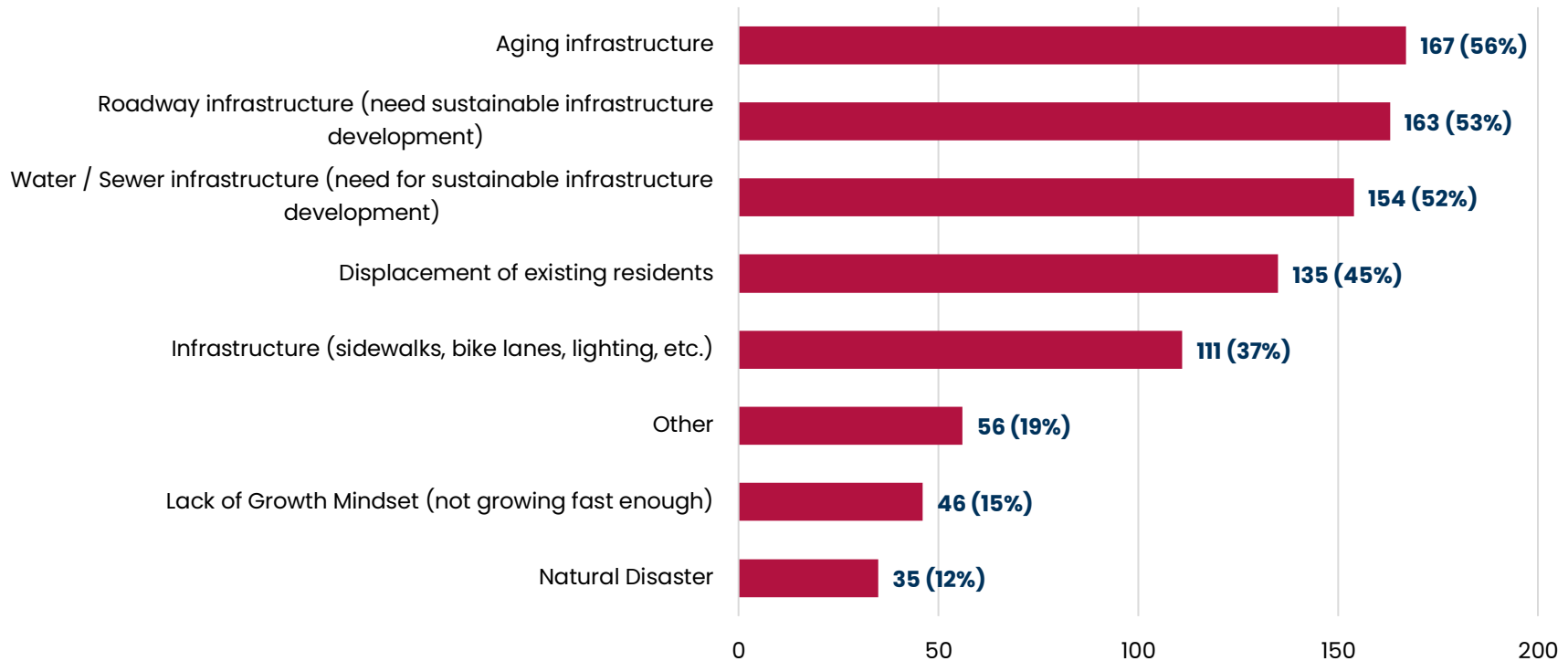
Figure 11 | What are some of Kaufman's greatest opportunities for the future?



Question 11: What are some threats or challenges that Kaufman could face in the future?

Infrastructure continues to emerge as the primary concern for Kaufman’s future, with a majority of respondents identifying it as the City’s greatest potential threat. The top three selections were all infrastructure-related, including aging infrastructure at 56%, roadway infrastructure at 53%, and water and sewer infrastructure at 52%. Displacement of existing residents followed at 45%, reflecting concerns expressed in the visioning responses about preserving the City’s small-town feel.

Figure 12 | What are some threats or challenges that Kaufman could face in the future?



Question 12: Do you have any additional thoughts you would like to share about Kaufman's strengths, weaknesses, opportunities, and/or threats?

Question 12 invited respondents to share any additional comments regarding Kaufman's strengths, weaknesses, opportunities, or threats. Figure 13 highlights the key words and phrases that emerged from these responses, which are further discussed in the takeaways section.

Figure 13 | Additional Thoughts Word Cloud





Growth and Infrastructure: Residents express concern about overdevelopment without adequate supporting infrastructure. Roads, utilities, and schools must keep pace with growth to avoid straining existing services. Many emphasize the importance of prioritizing infrastructure improvements before approving additional housing or large-scale development.

Learning from Other Cities: Respondents frequently reference the challenges experienced by nearby communities, such as Forney, and stress the importance of using those lessons to guide future planning.

Maintain Small Town Feel: Residents consistently express strong support for preserving Kaufman's small-town feel and close-knit community identity. There is concern that growing too quickly or becoming overbuilt could erode the character that makes Kaufman unique.

Roadway Improvements: Many residents feel that streets within Kaufman are neglected and in need of renovation. Traffic congestion is worsening, and respondents emphasize the importance of upgrading and expanding roadways before additional population growth occurs.

Public Services: Some respondents report negative experiences with local government services, along with concerns about water system reliability and power outages.

Safety and Crime: Concerns include rising crime associated with rapid growth, traffic safety, road conditions, and ensuring that new development does not compromise overall community safety.

Community and Amenities: Residents desire more recreational and entertainment options for youth and families, such as parks, pools, skate parks, and recreation centers. There is support for attracting a wider variety of businesses and restaurants while avoiding oversaturation.

Property Taxes: Many residents express frustration over increasing property taxes without corresponding improvements to services or property conditions.



Environmental and Aesthetic Concerns: Flooding and stormwater management are ongoing issues. Residents also support beautification efforts, improved sidewalk connectivity, clean public spaces, and the preservation of Kaufman.

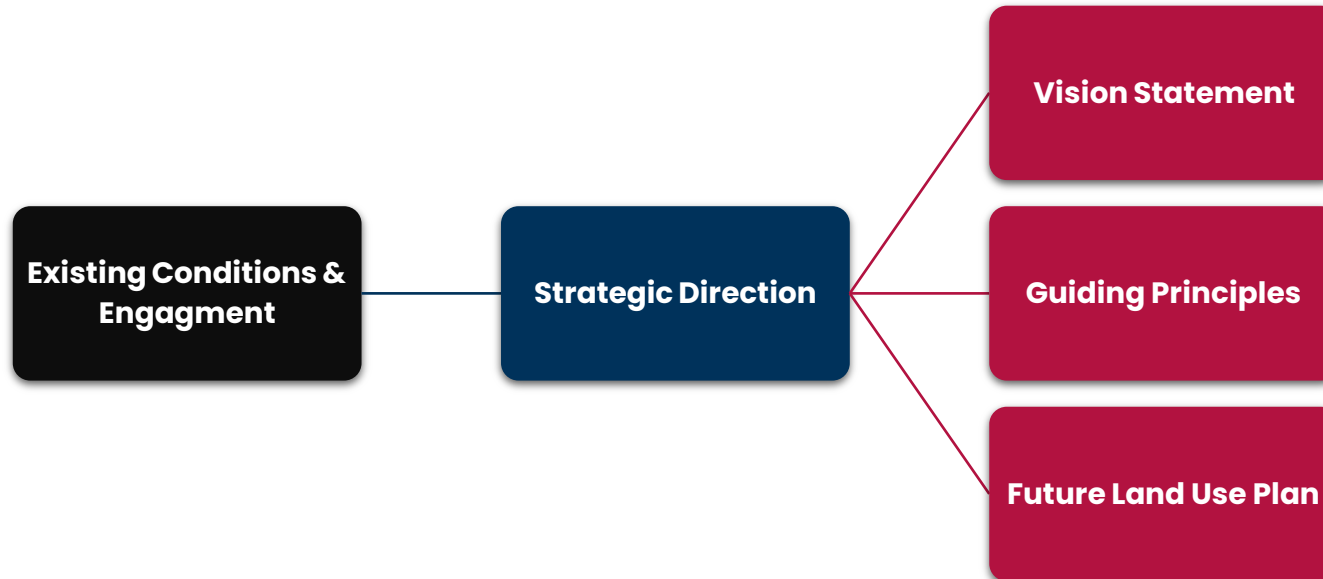
Educational Considerations: Residents emphasize the importance of allowing students in the ETJ to enroll in Kaufman ISD rather than Crandall ISD. Maintaining a high-quality education remains a priority, with growth occurring at a pace the school district can reasonably support.

Senior Residents: Residents express a need for quality housing options for independent seniors, distinct from nursing homes or assisted living facilities. Well-designed, community-style developments that offer private residences, shared gathering spaces for recreation and amenities that appeal to senior residents.

Purpose of the Survey

The survey results will help ensure that community input directly informs the Kaufman Forward Comprehensive Plan. Public engagement and analyzing the existing conditions are the first step in shaping the Strategic Direction, which establishes a long-term vision for future growth. The Strategic Direction aims to provide clear guidance to City staff and elected officials as they make decisions over time. As illustrated in Figure 14, the Strategic Direction includes the vision statement, guiding principles, and the future land use plan.

Figure 14 | Strategic Direction



Public engagement shapes a shared community vision, which forms the foundation for the Vision Statement and Guiding Principles. These elements direct the organization of the plan, ensuring policies and strategies remain consistent. Each Strategic Direction component is described below and will be further detailed as the planning progress continues.

Vision Statement

The **Vision Statement** describes the future that is desired by the community in terms of physical, social and economic conditions.

- It is an aspirational statement, not intended to describe the current situation
- It is designed to create an inspiring image of the future that the community seeks to achieve

What is it's Role?

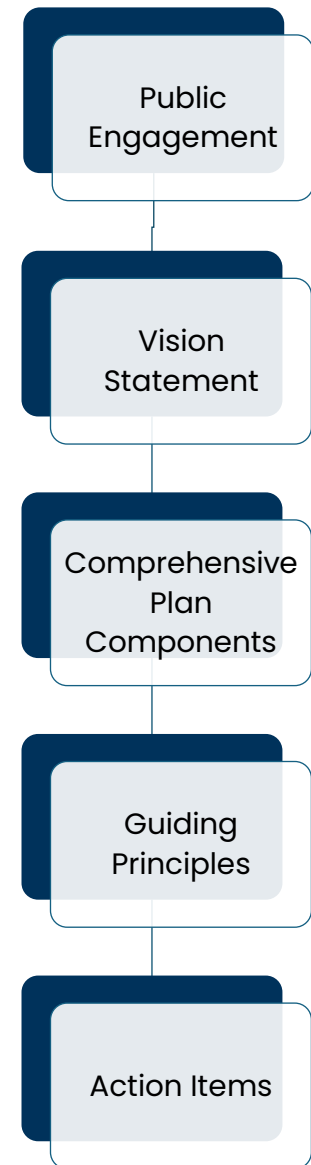
- It should be used as a reference point for decision-making and serve as a guide for future policies

Guiding Principles

- Guiding Principles are high-level values or priorities that shape decision-making throughout the planning process.
- Helps maintain consistency across the four different plan elements (e.g., land use, mobility, infrastructure & facilities, and Resilience & Hazard Mitigation)

Future Land Use Plan

- The Future Land Use Plan will be developed through a collaborative planning process to establish the preferred development framework for the community.



Tradeoffs

While achieving every item on the community's responses would be ideal, practical constraints require balancing competing priorities and perspectives. Each desired outcome involves trade-offs, making it necessary to consider different approaches to balancing priorities. The following trade-off scenarios are provided as illustrative examples to help explore these choices and are not intended to represent final or set decisions.

Tradeoffs of Limiting Higher-Density Housing

Reduced Affordability & Housing Choice: Reduces availability of diverse housing options for all generations. Additionally, with rising land costs, affordability is reduced.

Slower Economic Growth: Lower density will reduce Kaufman's growth potential, limiting the town's ability to attract new businesses, impacting local economic development.

Limited Job Opportunities: Less growth may result in fewer jobs.

Increased Infrastructure Costs: Lower Density increases the distances that infrastructure must expand, increasing costs and reducing efficiency.

Decreased Value Per Acre: Lower densities result in lower land values per acre, limiting the City's ability to capture taxable values, which results in long-term maintenance vulnerabilities.

Investing in More Community Amenities & Events

Pros

Enhanced Quality of Life: More parks, trails, and family-oriented events enhance the living experience and community bonding.

Attractive for Families: Improved amenities make the town more attractive for families

Fosters Community Spirit: Community amenities and events strengthen the sense of community and engagement among residents.

Cons

Potential Budget Constraints: Funding for more amenities could limit budgets available for critical infrastructure projects, possibly necessitating higher taxes or debt.

Overpopulation: Enhanced amenities could attract more residents, leading to more residents that can strain existing infrastructure.

Potential for Overuse: Without supporting infrastructure, new amenities might be overused, leading to maintenance challenges and resource strain



Prioritizing Local Business and Limiting Larger Retail Development

Pro

Unique Community Character: Supporting small businesses helps maintain Kaufman's unique charm and promotes local entrepreneurship.

Economic Resilience: A diverse base of local businesses can create a more resilient local economy less dependent on national chains.

Community Loyalty: Residents are likely to support businesses they feel connected to, fostering a strong local economy.

Cons

Limited Retail Options: Focusing heavily on small businesses may limit the availability of diverse shopping and dining options for residents.

Economic Scale: Small businesses might not generate the same level of economic activity or tax revenue as larger retail establishments.

Prioritizing Roadway Improvements

Pro

Reduced Traffic Congestion: Upgrading and expanding roadways will alleviate traffic issues, making commuting easier for residents.

Improved Safety: Better roads and traffic management will enhance safety.

Cons

Construction Disruption: Road upgrades can lead to temporary but significant disruptions for residents and businesses.

Increased Costs: High costs associated with infrastructure improvements could strain the town's budget.



Conclusion

When considering these trade-offs, the focus is on finding the right balance as the City plans for future growth. Through smart and thoughtful planning, the goal is to minimize potential drawbacks while maximizing community benefits.

Figure 15 provides an example of how balanced planning aspects can interconnect and influence each other. For instance, introducing more diverse housing options and higher density can support affordability, increase the value per acre, and attract businesses. This economic development can lead to job creation and greater investment in local businesses, helping to maintain Kaufman's small-town feel. As businesses diversify, particularly in restaurants and retail, the local economy strengthens, expanding the tax base.

Increased tax revenue derived from this economic growth can be reinvested in areas such as infrastructure improvements, safety enhancements, public amenities, preservation of local landmarks, and community events. This reinvestment enhances residents' overall quality of life, supports recreational opportunities, and maintains the town's character and identity.

This example is not intended to represent a fixed outcome, but rather to illustrate how planning choices are connected and involve trade-offs. The City will continue to refine these ideas using survey feedback and ongoing community engagement in the months ahead.

Figure 15 | Example of Balanced Growth

