



# Town of Flower Mound, Texas

*2009 Citizen Survey*

**Report of Results**

December 2009

Prepared by:



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## Executive Summary

### Survey Background and Methods

The 2009 Town of Flower Mound Citizen Survey provided residents the opportunity to rate the quality of life in the Town, as well as the service delivery and overall workings of local government. The survey also permitted residents to provide feedback to government on what is working well and what is not and share their priorities for community planning and resource allocation. This is the first survey of Flower Mound residents.

A randomly selected sample of 3,000 residential addresses within Flower Mound was mailed the 2009 Citizen Survey. Of these, 2,947 were assumed to be delivered to occupied households. A total of 1,134 completed surveys were received, for a response rate of 39%. The margin of error is plus or minus three percentage points around any given percentage point reported for the entire sample.

Survey results were weighted so that respondent age, gender and housing tenure were represented in the proportions reflective of the entire Town.

### Survey Findings

Overall, the quality of life, quality of services, community characteristics and Town employees were rated favorably by Flower Mound residents, with ratings that were typically above average when compared to national benchmarks and benchmarks for jurisdictions with a similar population to Flower Mound.

Residents generally feel safe in their neighborhoods and from various types of crimes occurring in Flower Mound. Most residents said they would be likely to recommend living in Flower Mound to someone who asked and that they plan to remain in Flower Mound over the next five years.

Almost all respondents rated their overall quality of life in Flower Mound, the Town as a place to raise children and their neighborhood as a place to live as “good” or “excellent.” While ratings were lower for Flower Mound as a place to work and retire, about 6 in 10 gave “good” or “excellent” ratings to each.

When asked what they thought the single biggest issue facing the Town of Flower Mound will be over the next several years, traffic and growth topped the list. Another question assessed residents’ opinions about the rate of various types of growth in Flower Mound. Half of residents thought there was the “right amount” of population growth in the Town and nearly half thought the rate was “too fast.” A majority of survey respondents felt that jobs growth in the Town was “too slow.”

Reported community participation in recycling, visiting parks, visiting the Town’s Web site, use of recreation programs and services and attending public meetings was similar to or higher than in other jurisdictions across the country and in jurisdictions with a population of 45,000 to 85,000.

All but three characteristics (opportunities to attend cultural activities, traffic flow on major streets and employment opportunities) of the 16 that were rated by Flower Mound residents were considered “good” or “excellent” by more than half of respondents. The overall image or reputation of Flower Mound and the Town’s overall appearance were the highest rated characteristics. Nine of the 15 characteristics that could be compared to NRC’s benchmark database were rated higher than the national benchmark, two were rated similarly and four were below the national average. Seven were rated higher than the population size benchmark, three were similar and five were rated lower than the population size benchmark.

Ratings for Town services were generally positive. All services were rated as “good” or “excellent” by at least half of respondents and all but seven services were rated as “good” or better by at least 70% of respondents. Nearly all respondents gave “good” or better ratings to fire and ambulance/emergency medical services, with at least half giving an “excellent” rating to each. Street repair received the least favorable ratings, though 51% gave “good” or “excellent” ratings. While this was the lowest rated service,

ratings were still above the national and population size benchmarks. Eighteen services were rated above the national average and 17 were above the population size benchmark. Three were similar to the nation and jurisdictions with a similar population size and two were below the national and population size average ratings.

A Key Driver Analysis (KDA) was conducted for the Town of Flower Mound by examining the relationships between ratings of each service and ratings of the Town of Flower Mound's overall services. Those key driver services that correlated most highly with residents' perceptions about overall Town service quality were: Town parks, traffic enforcement, public library and preservation of open space. Two drivers were above the national benchmark (Town parks and traffic enforcement) and two were similar to the national average (public library and preservation of open space). By targeting improvements in key services, the Town of Flower Mound can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Jurisdictions typically will want to think about improvements to any key driver services that are not at least similar to the benchmark. Since all drivers were at least similar to the national benchmark, it is recommended to first focus on the public library and preservation of open space since these two services were similar to the benchmark.

Survey respondents also were asked to rate the quality of services and programs that currently are being funded by the four dedicated sales taxes, approved by voters in 2007. While at least half of respondents rated each as "good" or "excellent," street maintenance received less favorable ratings than the Fire Control, Prevention and Emergency Medical Services District, the Crime Control and Prevention District and parks and recreation improvements. The lower rating for street maintenance aligns with the lower ratings given by residents when asked to rate the quality of street repair.

When asked to rate their impression of the employee in their most recent contact, between 85% and 89% of respondents rated each aspect of the employee interaction positively and with ratings that were above the national and population size averages.

Ratings for the value of services for taxes paid to Flower Mound and the overall direction that the Town is taking also were positive with 7 in 10 respondents rating each as "good" or "excellent." These ratings also were higher than ratings given in other jurisdictions across the country as well as ratings given in jurisdictions with a population of 45,000 to 85,000.

Relative to other ratings given by respondents, public trust evaluations were generally lower, though still above average when compared to the national and population size benchmarks. About two-thirds of respondents "somewhat" or "strongly" agreed that Flower Mound Town government welcomes citizen involvement. A similar portion of respondents agreed that the Town's local government is run for the benefit of all people. When asked if they agreed or disagreed that local tax dollars are being spent wisely, just over half agreed with this statement. Fifty percent of respondents agreed that they would recommend Flower Mound's Town government as an example of how to provide local government services and nearly two in five respondents neither agreed nor disagreed with this statement.

Several questions on the survey asked residents to indicate their level of interest in a variety of potential projects in Flower Mound. A strong majority reported that they were at least "somewhat" interested in a more extensive recycling program, though fewer (half or less) were supportive of expanding the program if it meant increasing their monthly utility bill. When asked about their level of interest in the Town pursuing options for a yard waste compost station to divert yard waste from going to the landfill, a majority of respondents were at least "somewhat" interested with about a third reporting that they were "very" interested in this idea. Fewer respondents were interested in the Town building a stand-alone Senior Citizen Center or developing a dog park in Flower Mound.

Flower Mound survey respondents were asked to estimate how frequently or infrequently they make purchases within the Town limits as well as why they shop outside of Flower Mound. A strong majority

reported that the “almost always” or “rather frequently” purchase groceries within the Town limits, but a higher proportion of respondents reported infrequent purchases for computers or electronics in Flower Mound than did those who reported frequently purchasing these items within the Town limits. Nearly two-thirds of respondents reported that their reason for shopping outside of Town limits was because the desired item was not available in Flower Mound. Fifty-four percent said that they visited a mall or other major retailers outside the Town limits.

## Survey Background

### Survey Purpose

The Town of Flower Mound contracted with National Research Center, Inc. (NRC) to conduct a community-wide citizen survey. The Flower Mound Citizen Survey serves as a consumer report card for the Town by providing residents the opportunity to rate the quality of life in the Town, as well as the community's amenities, service delivery and their satisfaction with local government. The survey also permits residents to provide feedback to government on what is working well and what is not, and to communicate their priorities for community planning and resource allocation. This is the first Town-wide survey of Flower Mound residents.

The focus on the quality of service delivery and the importance of services helps council, staff and the public to set priorities for budget decisions and lays the groundwork for tracking community opinions about the core responsibilities of Town government, helping to assure maximum service quality over time.

This type of survey gets at the key services that local government controls to create a quality community. It is akin to private sector customer surveys that are used regularly by many corporations to monitor where there are weaknesses in product or service delivery before customers defect to competition or before other problems from dissatisfied customers arise.

### Survey Methods

A randomly selected sample of 3,000 residential addresses within Flower Mound was mailed the 2009 Citizen Survey. Of these, 2,947 were delivered to occupied households. A total of 1,134 completed surveys were received, for a response rate of 39%.

Survey results were weighted so that respondent age, gender and housing tenure were represented in the proportions reflective of the entire Town. The margin of error is plus or minus three percentage points around any given percentage point. More information about the survey methodology can be found in *Appendix E: Survey Methodology*.

### How the Results Are Reported

For the most part, frequency distributions (the percent of respondents giving each possible response to a particular question) are presented in the body of the report. In addition, the "percent positive" also is reported for some questions in the report body tables and charts. The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "strongly agree" and "somewhat agree," "very safe" and "somewhat safe"). A complete set of frequencies for each survey question is presented in *Appendix B: Responses to Survey Questions*.

On many of the questions in the survey, respondents gave an answer of "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in *Appendix B: Responses to Survey Questions* and is discussed in the body of this report if it is 20% or greater. However, these responses have been removed from the analyses presented in the body of the report, unless otherwise indicated. In other words, the majority of the tables and graphs in the body of the report display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select multiple responses. When the total exceeds 100% in a table for a multiple response question, it is because some respondents are counted in multiple categories. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the practice of rounding percentages to the nearest whole number.

## Precision of Estimates

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey is generally no greater than plus or minus three percentage points around any given percent reported for the entire sample (1,134). For comparisons among subgroups, the margin of error rises to approximately plus or minus 4% for sample sizes of 400 to plus or minus 10% for sample sizes of 100.

## Comparing Survey Results

### **Comparing Survey Results by Respondent Demographic Characteristics**

Selected survey results were compared by certain demographic characteristics of survey respondents and are presented as *Appendix D: Responses to Selected Survey Questions by Respondent Characteristics*.

### **Comparing Survey Results to Other Jurisdictions**

Jurisdictions use the comparative information provided by benchmarks to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions, and to measure local government performance. We do not know what is small or large without comparing. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up “good” citizen evaluations, we need to know how others rate their services to understand if “good” is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked. For example, how residents’ ratings of fire service compare to opinions about fire service in other communities is the real question.

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes, and keeps the crime rate low – still has a problem to fix if the residents in the city it intends to protect believe services are not very good compared to ratings given by residents in other cities to their own objectively “worse” departments.

Benchmark data can help that police department – or any city department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. Citizen opinion should be used in conjunction with other sources of data about budget, personnel, and politics to help managers know how to respond to comparative results.

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that we have conducted with those that others have conducted. These integration methods have been described thoroughly in *Public Administration Review*, *Journal of Policy Analysis and Management*, and in NRC’s first book on conducting and using citizen surveys, *Citizen Surveys: how to do them, how to use them, what they mean*, published by the International City/County Management Association (ICMA). Scholars who specialize in the analysis of citizen surveys regularly have relied on our work [e.g., Kelly, J. & Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction, *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331-341]. The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in our proprietary databases.

Jurisdictions in NRC's benchmark database are distributed geographically across the country and range from small to large in population size. Comparisons may be made to subsets of jurisdictions (within a given region or population category). Most commonly (including in this report), comparisons are made to all jurisdictions. Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources, and practices vary, the objective in every community is to provide services that are so timely, tailored, and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride, and a sense of accomplishment.

### **Comparison of Flower Mound to the Benchmarking Database**

National and custom benchmark comparisons have been included in the report when available. Jurisdictions to which Flower Mound was compared nationally and to jurisdictions of similar population size to Flower Mound can be found in *Appendix F: Jurisdictions Included in Benchmark Comparisons*. Benchmark comparisons have been provided when similar questions on the Flower Mound survey are included in NRC's database and there are at least five jurisdictions in which the question was asked, though most questions are compared to more than five other cities across the country or in jurisdictions of similar population size. Where comparisons are available, Flower Mound results are noted as being "above" the benchmark or "more" than the benchmark, "below" the benchmark or "less" than the benchmark or "similar" to the benchmarks. This evaluation of "above/more," "below/less" or "similar" comes from a statistical comparison of Flower Mound's rating to the benchmark.

## Survey Results

### Quality of Life and Community

Residents were asked to rate the quality of life in Flower Mound in six different areas and to assess the quality of 16 different characteristics of the community. Survey respondents also were asked what they think the single biggest issue facing the Town of Flower Mound will be over the next several years. Other survey questions evaluated the rates of different types of growth in Flower Mound, residents' likelihood of recommending living in Flower Mound and remaining in the Town themselves and the frequency with which they participated in a variety of activities and programs in Flower Mound.

#### Quality of Life

When asked to evaluate a variety of aspects of quality of life in Flower Mound, almost all respondents (94%) rated the overall quality of life in Flower Mound as "good" or "excellent," with 46% of residents giving an "excellent" rating (see *Figure 1: Overall Quality of Life in Flower Mound* on the next page). Five percent gave a "fair" rating and no one rated the overall quality of life in the Town as "poor." These ratings were above ratings given in other jurisdictions across the nation and in jurisdictions of similar population size to Flower Mound (45,000 to 85,000). A list of jurisdictions included in these comparisons can be found in *Appendix F: Jurisdictions Included in Benchmark Comparisons*.

Almost all respondents gave "good" or "excellent" ratings to Flower Mound as a place to live and as a place to raise children and about 9 in 10 rated their neighborhood as a place to live as "good" or better, with at least half giving an "excellent" rating. When asked to evaluate Flower Mound as a place to retire and as a place to work, fewer respondents (63% and 62%, respectively) gave "good" or "excellent" ratings; about 10% gave "poor" ratings for the Town as a place to retire and work.

Please note that more than 20% of respondents selected "don't know" when rating Flower Mound as a place to work and as a place to retire. The ratings shown in the report are for those respondents who had an opinion. (A complete set of responses to each question, including don't know, can be found in *Appendix B: Responses to Survey Questions*.)

When compared to jurisdictions across the nation and of similar population size, each aspect of Flower Mound's quality of life was given above average scores by Town respondents. (See a summary of results on the following page.)

Respondents who reported their ethnicity or race to be Hispanic and/or a race other than White were more likely than their counterparts to give positive ratings to Flower Mound as a place to retire, but gave slightly lower ratings for the overall quality of life in Flower Mound. (See *Appendix D: Responses to Selected Survey Questions by Respondent Characteristics*.)

Figure 1: Overall Quality of Life in Flower Mound

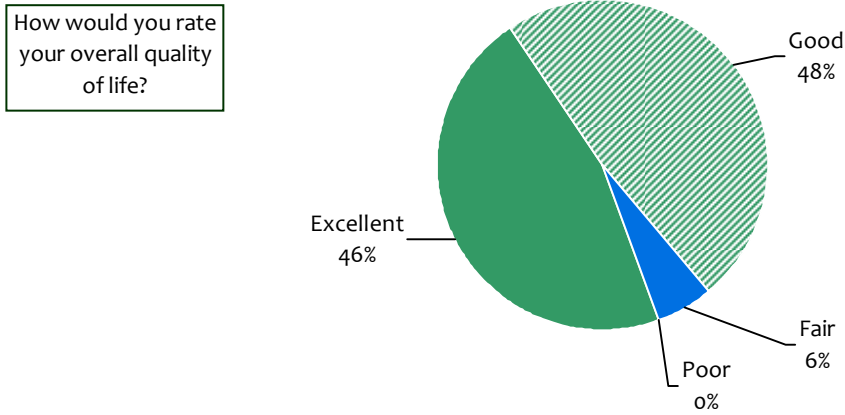
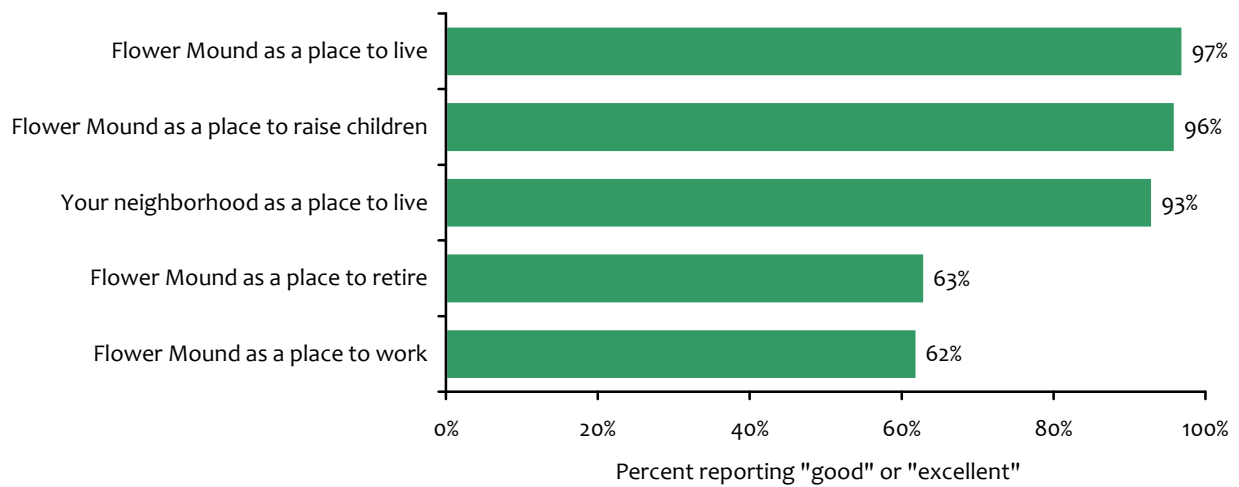


Table 1: Quality of Life Ratings

Please rate each of the following aspects of quality of life in Flower Mound:	Excellent	Good	Fair	Poor	Total	National comparison	Population 45,000 to 85,000 comparison
Flower Mound as a place to live	61%	36%	3%	0%	100%	Above	Above
Flower Mound as a place to raise children	66%	29%	4%	1%	100%	Above	Above
Your neighborhood as a place to live	52%	40%	7%	1%	100%	Above	Above
Flower Mound as a place to retire	29%	35%	27%	10%	100%	Above	Above
Flower Mound as a place to work	26%	36%	24%	13%	100%	Above	Above

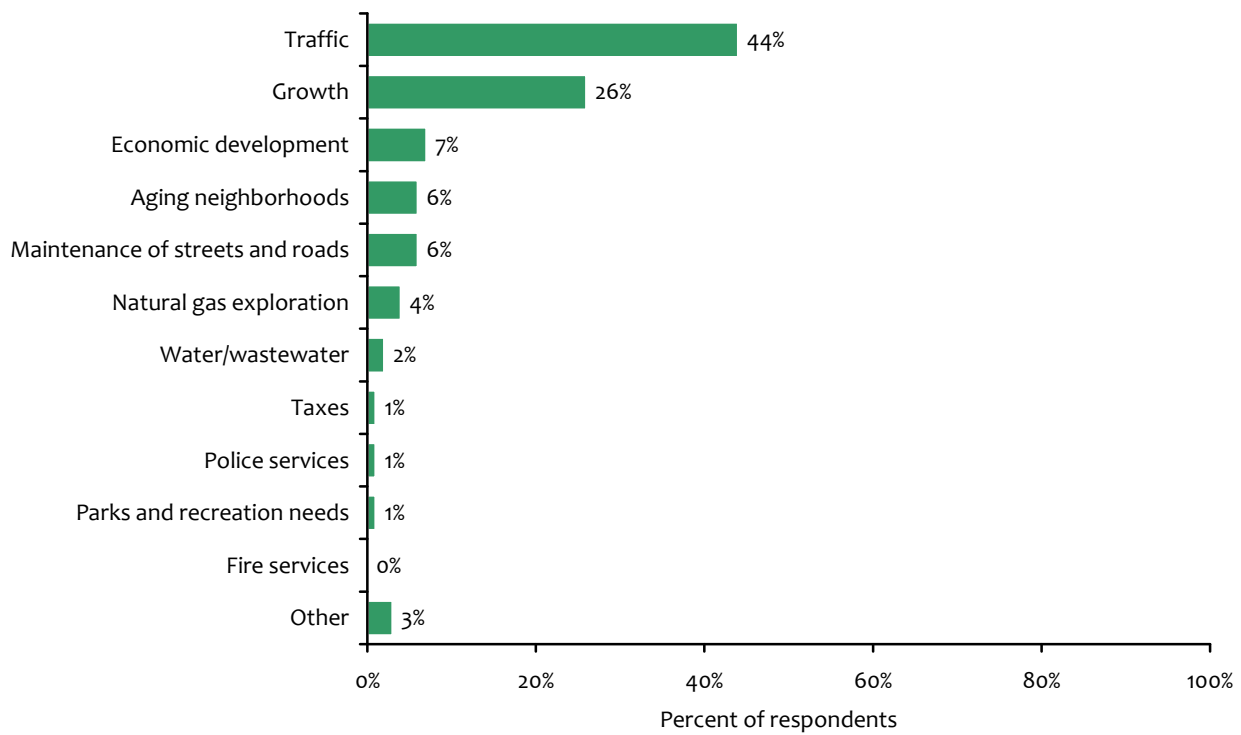
Figure 2: Summary of Quality of Life Ratings



### Single Biggest Issue Facing Flower Mound

Respondents were asked to select from a list what they thought the single biggest issue facing the Town of Flower Mound will be over the next several years. Traffic was overwhelmingly at the top of the list with 44% selecting this issue as the single biggest issue facing the Town in the next several years, followed by 26% reporting that growth would be the number one issue for the Town. An option to write in an issue not already provided in the list also was available for respondents. Other topics listed were selected by fewer than 10% of respondents and 3% opted to write in their own thoughts, which can be read verbatim in *Appendix C: Verbatim Responses to Open-ended Survey Question*.

**Figure 3: Single Biggest Issue Facing Flower Mound**



### Community Participation

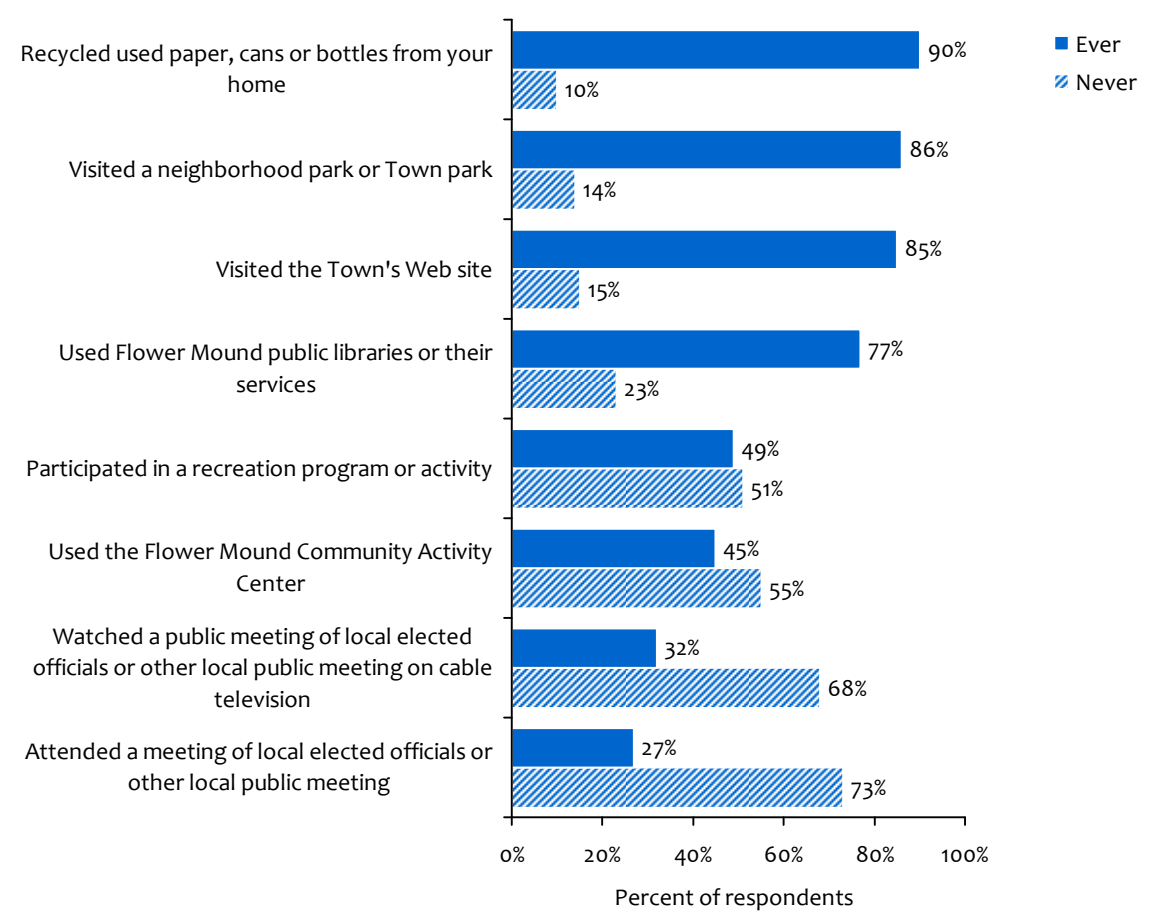
A question was asked on the survey to gauge resident participation in a variety of community activities and events. Three-quarters or more of respondents reported recycling, visiting neighborhood or Town parks, visiting the Town’s Web site and using Flower Mound’s public libraries at least once in the last 12 months. Seventy percent of respondents reported recycling used paper, cans or bottles from their home at least every two weeks, on average. Residents reported lower rates of participation in watching and attending public meetings of local elected officials or other local public meetings. At least two-thirds reported “never” doing each of these in the past 12 months.

Residents’ reported recycling behaviors, use of the Flower Mound library and its services and use of the Town’s Web site were higher than in other jurisdictions across the country and in jurisdictions of similar size (see *Table 2: Participation in Flower Mound Activities*). Park use in Flower Mound was similar to park use in other jurisdictions nationally and in jurisdictions of similar population size. While participation levels in a recreation program or activity and for attending a meeting of local elected officials or other local public meeting were similar to participation levels reported in jurisdictions across the nation, Flower Mound residents reported a higher level of participation in these activities than did those in jurisdictions included in the similar population size comparisons. Fewer Flower Mound respondents reported use of the Community Activity Center and watching a public meeting of local elected officials or other local public meeting on cable television than did those living in other jurisdictions across the nation and in jurisdictions of similar size.

**Table 2: Participation in Flower Mound Activities**

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Flower Mound?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total	National comparison	Population 45,000 to 85,000 comparison
Recycled used paper, cans or bottles from your home	10%	5%	7%	8%	69%	100%	More	More
Visited a neighborhood park or Town park	14%	23%	34%	16%	15%	100%	Similar	Similar
Visited the Town's Web site	15%	26%	42%	14%	4%	100%	More	More
Used Flower Mound public libraries or their services	23%	27%	30%	11%	8%	100%	More	More
Participated in a recreation program or activity	51%	26%	13%	5%	4%	100%	Similar	More
Used the Flower Mound Community Activity Center	55%	16%	15%	6%	8%	100%	Less	Less
Watched a public meeting of local elected officials or other local public meeting on cable television	68%	21%	9%	2%	0%	100%	Less	Less
Attended a meeting of local elected officials or other local public meeting	73%	21%	6%	1%	0%	100%	Similar	More

Figure 4: Summary of Participation in Flower Mound Activities



## Community Characteristics

Residents were provided a list of different characteristics of the community and asked to rate the quality of each. All but three characteristics (opportunities to attend cultural activities, traffic flow on major streets and employment opportunities) were rated as “good” or better by more than half of respondents. The overall image or reputation and the overall appearance of Flower Mound were thought to be “good” or “excellent” by about 9 in 10 respondents with at least a third giving an “excellent” rating to each.

Opportunities to attend cultural activities and traffic flow on major streets were considered “good” or “excellent” by about 3 in 10 respondents and employment opportunities were thought to be “good” or better by about 2 in 10 respondents. At least 2 in 10 gave each of these with a “poor” rating.

More than 20% of respondents selected “don’t know” when asked to rate employment opportunities and opportunities to volunteer. The ratings shown in the report are for those respondents who had an opinion. (A complete set of responses to each question, including don’t know, can be found in *Appendix B: Responses to Survey Questions*.)

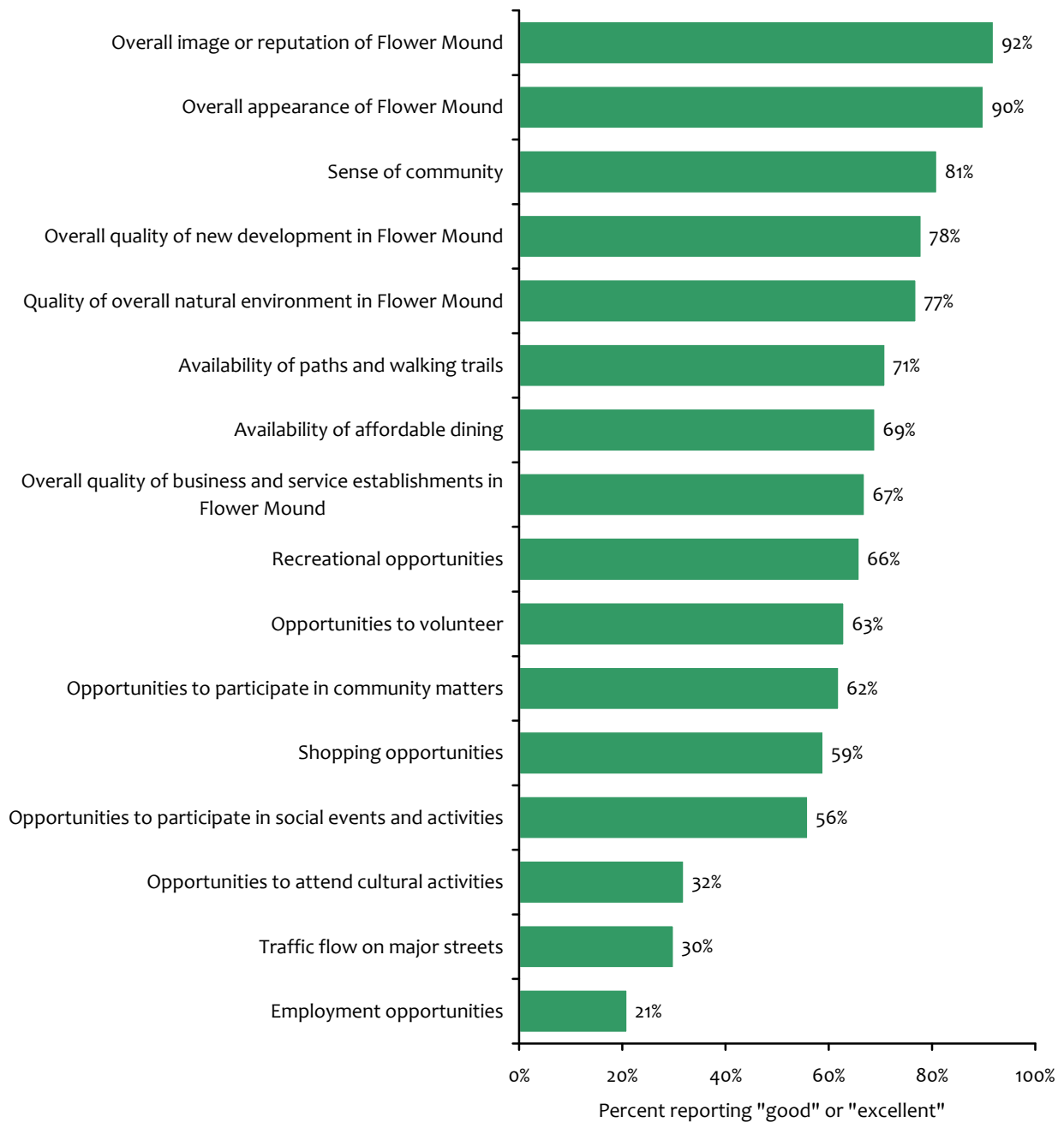
Of the 16 characteristics, 15 were compared to ratings given in jurisdictions across the country and to jurisdictions of similar population size to Flower Mound. Nine were rated higher than the national benchmark, two were rated similarly and four (opportunities to volunteer, opportunities to attend cultural activities, traffic flow on major streets and employment opportunities) were below the national average. Seven were rated higher than the population size benchmark, three were similar and five (opportunities to volunteer, opportunities to participate in social events and activities, opportunities to attend cultural activities, traffic flow on major streets and employment opportunities) were rated lower than the population size benchmark.

Survey participants reporting a longer length of residency gave lower ratings for Flower Mound’s sense of community than did those who reported living in the Town for five years or less. Respondents with a lower annual household income tended to give higher ratings for the following characteristics than those who reported higher annual incomes: overall quality of business and service establishments in Flower Mound, shopping opportunities, opportunities to attend cultural activities, employment opportunities and availability of paths and walking trails. For many community characteristics, older adults (age 55+), male respondents and those reporting their race or ethnicity to be a category other than White were less likely to give favorable ratings than their counterparts. (See *Appendix D: Responses to Selected Survey Questions by Respondent Characteristics*.)

**Table 3: Community Characteristics**

<b>Please rate each of the following characteristics as they related to Flower Mound as a whole:</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>Total</b>	<b>National comparison</b>	<b>Population 45,000 to 85,000 comparison</b>
Overall image or reputation of Flower Mound	37%	54%	7%	1%	100%	Above	Above
Overall appearance of Flower Mound	33%	56%	10%	1%	100%	Above	Above
Sense of community	24%	57%	17%	2%	100%	Above	Above
Overall quality of new development in Flower Mound	25%	54%	18%	4%	100%	Above	Above
Quality of overall natural environment in Flower Mound	21%	56%	21%	2%	100%	Above	Above
Availability of paths and walking trails	29%	42%	21%	8%	100%	Above	Above
Availability of affordable dining	17%	52%	26%	5%	100%	NA	NA
Overall quality of business and service establishments in Flower Mound	18%	49%	27%	6%	100%	Above	Above
Recreational opportunities	18%	47%	28%	6%	100%	Above	Similar
Opportunities to volunteer	15%	48%	32%	5%	100%	Below	Below
Opportunities to participate in community matters	14%	48%	32%	6%	100%	Similar	Similar
Shopping opportunities	20%	39%	32%	9%	100%	Above	Similar
Opportunities to participate in social events and activities	12%	44%	38%	5%	100%	Similar	Below
Opportunities to attend cultural activities	7%	25%	46%	21%	100%	Below	Below
Traffic flow on major streets	3%	26%	40%	30%	100%	Below	Below
Employment opportunities	4%	18%	46%	32%	100%	Below	Below

Figure 5: Summary of Community Characteristics



### Growth in Flower Mound

The survey included a question asking respondents to rate the speed of population, retail and jobs growth as it related to Flower Mound over the past two years. Half of residents thought that the rate of population growth was the “right amount” and 46% thought population growth in Flower Mound was “too fast.” A similar proportion (46%) thought there was the “right amount” of retail growth in Flower Mound with nearly equal proportions thinking it was “too fast” (24%) or “too slow” (30%). A majority of survey respondents (74%) felt that jobs growth in the Town was “too slow” and 24% thought Flower Mound had the “right amount” of jobs growth.

About two in five respondents said “don’t know” when rating the speed of jobs growth in Flower Mound. (A complete set of responses to each question, including don’t know, can be found in *Appendix B: Responses to Survey Questions*.)

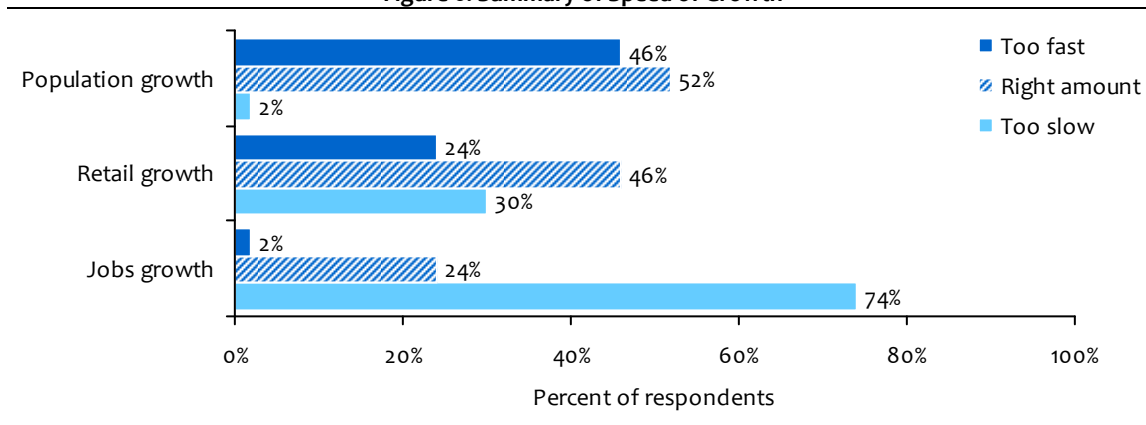
Assessments for the rate of growth in each of the three areas were available for comparison ratings given by residents in other jurisdictions in the nation and in jurisdictions with a population of 45,000 to 85,000. A similar proportion of Flower Mound residents rated population growth as “too fast” when compared to the national benchmark. Fewer Flower Mound residents though population growth was “too fast” than did residents in other jurisdictions of similar size. More respondents in Flower Mound assessed job growth as “too slow” than did other respondents in the nation and of similar population size while fewer Town residents thought retail growth was “too slow” when compared with assessments given in other jurisdictions across the nation. Flower Mound residents’ assessments of retail growth were similar to those given in jurisdictions with a population of 45,000 to 85,000.

**Table 4: Speed of Growth**

Please rate the speed of growth in the following categories in Flower Mound over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total	National comparison	Population 45,000 to 85,000 comparison
								Less
Population growth	0%	1%	52%	36%	11%	100%	Similar	Less
Retail growth	5%	25%	46%	17%	7%	100%	Less	Similar
Jobs growth	22%	52%	24%	1%	1%	100%	More	More

The benchmark for population growth compares to the percent reporting “too fast” and the benchmarks for retail growth and jobs growth compares to the percent reporting “too slow.”

**Figure 6: Summary of Speed of Growth**



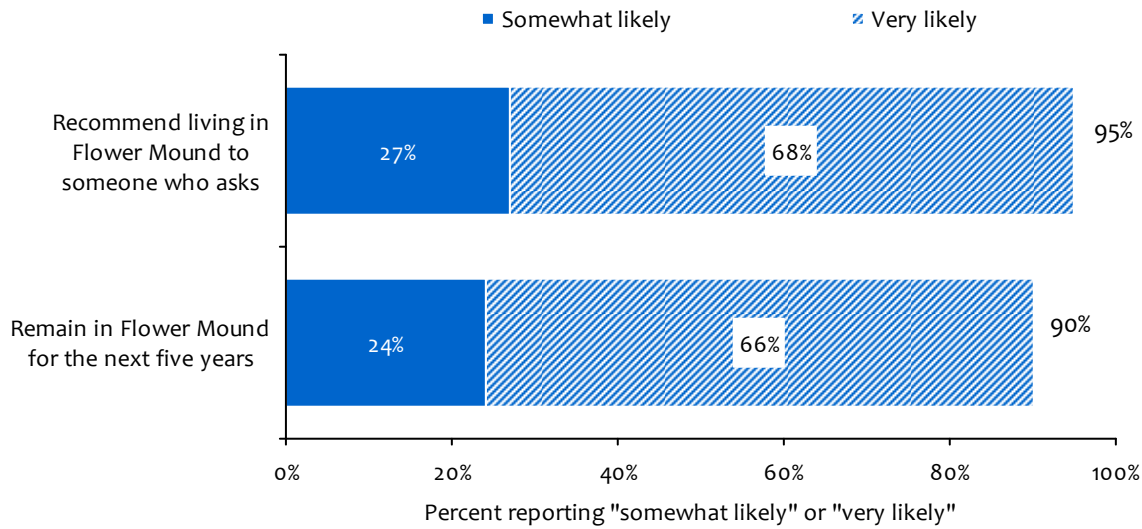
### Living in Flower Mound

Residents were asked how likely or unlikely they would be to recommend living in Flower Mound to someone who asked and their likelihood of remaining in Flower Mound over the next five years. At least 9 in 10 residents reported that they would be “somewhat” or “very likely” to recommend living in Flower Mound to someone who asks and that they would remain in Flower Mound for the next five years, with about two-thirds stating they would be “very likely” to do each. These ratings were above the national and population size benchmark comparisons.

**Table 5: Likelihood of Remaining in Community and Recommending Community**

Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total	National comparison	Population 45,000 to 85,000 comparison
Recommend living in Flower Mound to someone who asks	68%	27%	4%	2%	100%	Above	Above
Remain in Flower Mound for the next five years	66%	24%	5%	5%	100%	Above	Above

**Figure 7: Summary of Likelihood of Remaining in Community and Recommending Community**



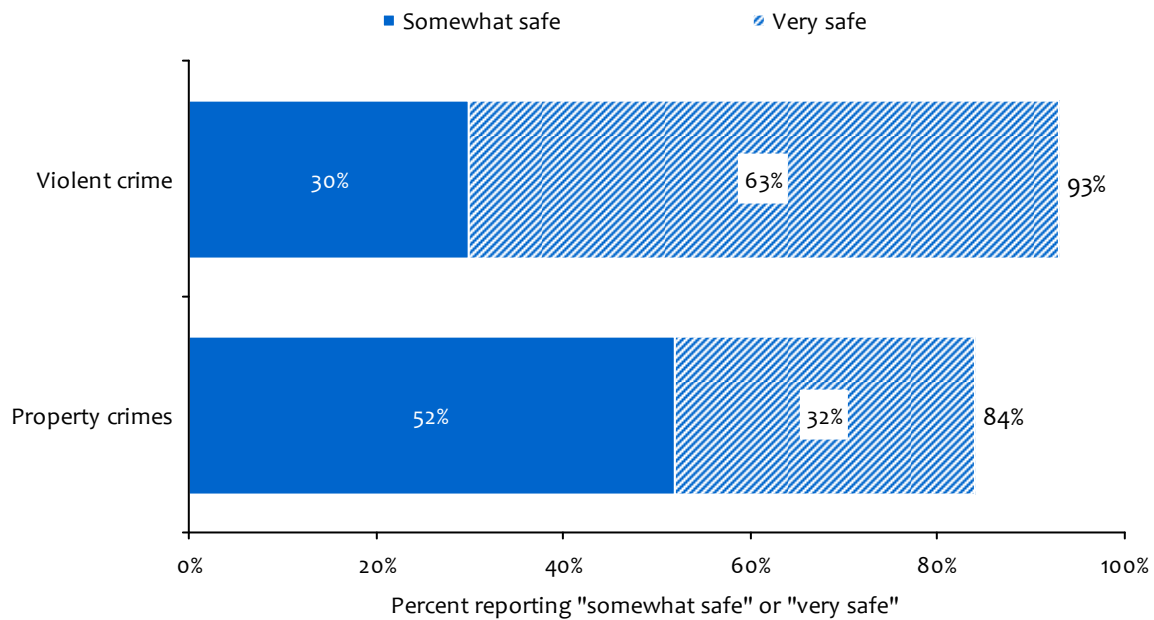
## Safety in Flower Mound

Questions assessing respondents' feelings of safety in Flower Mound were included on the survey. Ninety-three percent of residents reported feeling "somewhat" or "very" safe from violent crime in the Town, with three in five reporting that they felt "very" safe from violent crime in Flower Mound. Eighty-four percent said that they felt at least "somewhat" safe from property crimes, though fewer (32%) reported feeling "very" safe from this type of crime. Ratings of safety were more positive than in jurisdictions across the nation and of similar population size.

**Table 6: Feelings of Safety**

Please rate how safe or unsafe you feel from each of the following in Flower Mound:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total	National comparison	Population 45,000 to 85,000 comparison
Violent crime	63%	30%	4%	2%	1%	100%	Above	Above
Property crimes	32%	52%	9%	7%	1%	100%	Above	Above

**Figure 8: Summary of Feelings of Safety**

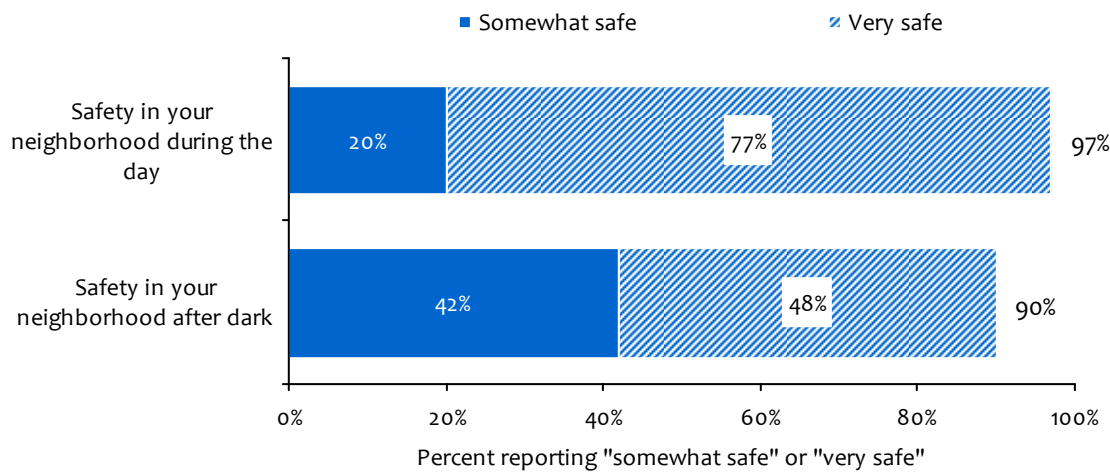


Flower Mound residents also were asked to rate how safe or unsafe they felt in their neighborhood during the day and at night. Nearly all respondents (97%) reported feeling “somewhat” or “very” safe in their neighborhood during the day, with 77% reporting that they felt “very” safe in their neighborhood during the day. Nine in 10 said they felt at least “somewhat” safe in their neighborhood at night, though fewer (48%) reported they felt “very” safe in their neighborhood at night. These ratings of safety were higher than the national and population size benchmarks.

**Table 7: Neighborhood Safety**

Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total	National comparison	Population 45,000 to 85,000 comparison
Safety in your neighborhood during the day	77%	20%	2%	1%	1%	100%	Above	Above
Safety in your neighborhood after dark	48%	42%	6%	3%	1%	100%	Above	Above

**Figure 9: Summary of Neighborhood Safety**



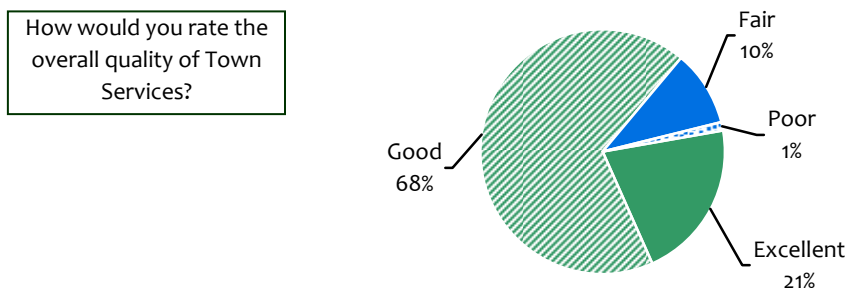
## Town Services and Government

Residents were asked to rate the quality of a number of services provided by the Town, the overall quality of Town services and the quality of services and programs that currently are being funded by the four dedicated sales taxes (each are one-fourth percent), approved by voters in 2007. Survey participants also were asked to rate the current level of code enforcement and to evaluate their experience with contacting Town employees.

### Overall Quality of Services

When asked to rate the overall quality of services in the Town of Flower Mound, 9 in 10 respondents gave a “good” or “excellent” rating. One in 10 rated the overall quality of Town services as “fair” and one percent said “poor.” When compared to jurisdictions across the nation and to a subset of jurisdictions with a population of 45,000 to 85,000, Flower Mound’s ratings for overall quality of Town services were above average.

Figure 10: Overall Quality of Town Services



### Town Services

The survey listed 23 different services provided by the Town of Flower Mound and asked respondents to evaluate the quality of each. All services were rated as “good” or “excellent” by at least half of respondents and all but seven services were rated as “good” or better by at least 70% of respondents. Nearly all respondents gave “good” or higher ratings to fire and ambulance/emergency medical services (97% and 95%, respectively), with at least half giving an “excellent” rating to each.

Services to seniors; economic development; land use, planning and zoning; street lighting; preservation of open space; and street repair were considered “poor” by about 10% of respondents. Street repair received the least favorable ratings, though 51% gave “good” or “excellent” ratings. While this was the lowest rated service, ratings were still above the national and population size benchmarks.

Please note that more than 20% of survey respondents said “don’t know” when asked to rate the following services: fire, ambulance or emergency medical services, municipal courts, recreation programs or classes, Community Activity Center or other recreation facilities, animal control, services to seniors, services to youth, emergency preparedness. (A complete set of responses to each question, including “don’t know,” can be found in *Appendix B: Responses to Survey Questions*.)

Comparisons to jurisdictions across the nation and of similar population size to Flower Mound were available for all 23 services. Eighteen services were rated above the national average and 17 were above the population size benchmark, three were similar to the nation and jurisdictions with a similar population size (public library, garbage collection and preservation of open space) and two were below the national and population size average ratings (services to seniors and street lighting). When compared to

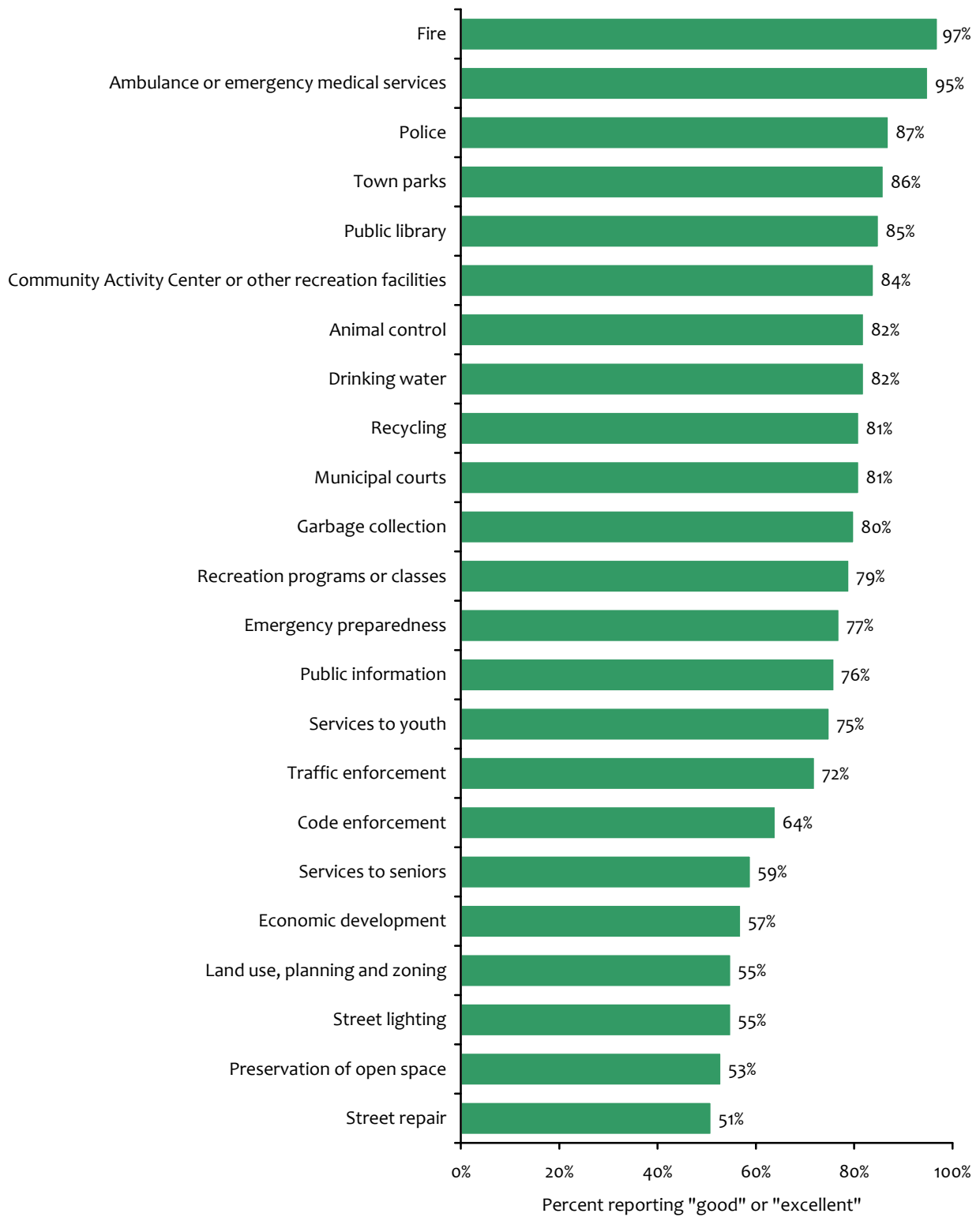
jurisdictions with a population of 45,000 to 85,000, Flower Mound residents gave similar ratings to recreation programs or classes.

Residents living in Flower Mound 11 years or more were less likely to give positive ratings than those reporting a shorter length of residency in the Town for the following services: traffic enforcement; street lighting; land use, planning and zoning; code enforcement; animal control; services to seniors; services to youth; and the public library. Residents reporting their ethnicity and race to be White tended to give more favorable ratings for the following services than did their counterparts: fire; street lighting; drinking water; Town parks; Community Activity Center or other recreation facilities; and services to youth. (See *Appendix D: Responses to Selected Survey Questions by Respondent Characteristics.*)

**Table 8: Quality of Town Services**

<b>Please rate the quality of each of the following services in Flower Mound:</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>Total</b>	<b>National comparison</b>	<b>Population 45,000 to 85,000 comparison</b>
Fire	56%	41%	3%	0%	100%	Above	Above
Ambulance or emergency medical services	51%	45%	4%	0%	100%	Above	Above
Police	43%	44%	9%	4%	100%	Above	Above
Town parks	32%	54%	12%	1%	100%	Above	Above
Public library	33%	52%	12%	3%	100%	Similar	Similar
Community Activity Center or other recreation facilities	34%	50%	13%	2%	100%	Above	Above
Animal control	21%	60%	15%	4%	100%	Above	Above
Drinking water	27%	55%	15%	3%	100%	Above	Above
Recycling	27%	54%	15%	5%	100%	Above	Above
Municipal courts	24%	57%	15%	4%	100%	Above	Above
Garbage collection	26%	54%	18%	3%	100%	Similar	Similar
Recreation programs or classes	18%	61%	19%	2%	100%	Above	Similar
Emergency preparedness	25%	52%	19%	4%	100%	Above	Above
Public information	20%	56%	21%	3%	100%	Above	Above
Services to youth	19%	56%	21%	4%	100%	Above	Above
Traffic enforcement	21%	51%	21%	7%	100%	Above	Above
Code enforcement	15%	49%	28%	8%	100%	Above	Above
Services to seniors	16%	43%	30%	12%	100%	Below	Below
Economic development	11%	46%	32%	11%	100%	Above	Above
Land use, planning and zoning	10%	45%	32%	13%	100%	Above	Above
Street lighting	10%	45%	31%	14%	100%	Below	Below
Preservation of open space	13%	41%	32%	14%	100%	Similar	Similar
Street repair	8%	43%	37%	12%	100%	Above	Above

Figure 11: Summary of Quality of Town Services



## Key Driver Analysis

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis. The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government, core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important Town services. And core services are important. But the Key Driver Analysis digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A Key Driver Analysis (KDA) was conducted for the Town of Flower Mound by examining the relationships between ratings of each service and ratings of the Town of Flower Mound's overall services. Those key driver services that correlated most highly with residents' perceptions about overall Town service quality have been identified. By targeting improvements in key services, the Town of Flower Mound can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality.

The 2009 Town of Flower Mound Action Chart™ on the following page combines two dimensions of performance:

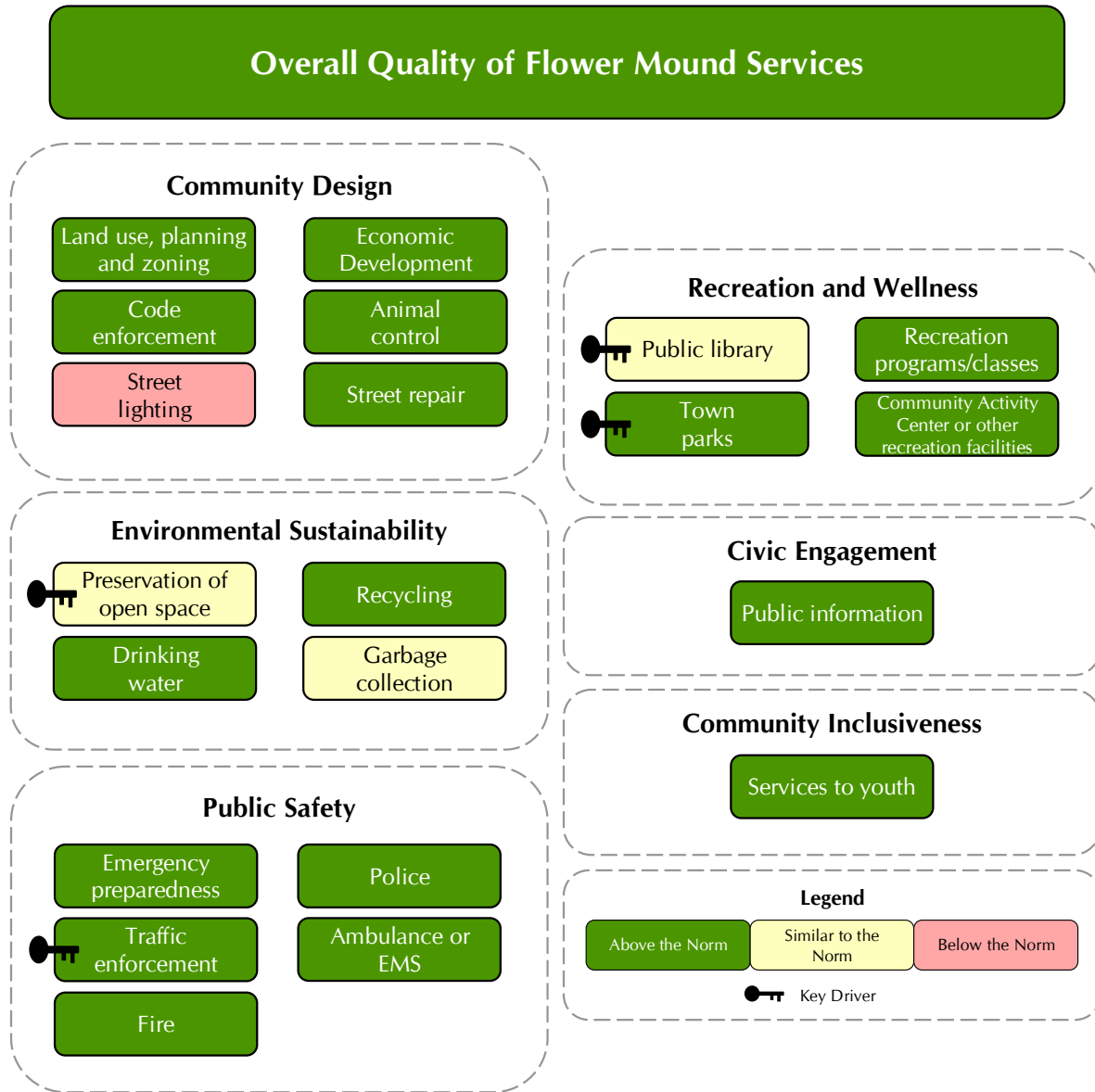
- Comparison to the national benchmark. When a comparison is available, the background color of each service box indicates whether the service is above the norm (green), similar to the norm (yellow) or below the norm (red).
- Identification of key drivers. A black key icon next to a service box notes a key driver.

From the list of services on the survey, 21 services were included in the KDA for the Town of Flower Mound. Four of these services were identified as key drivers for the Town: Town parks, traffic enforcement, public library and preservation of open space. Two drivers were above the national benchmark (Town parks and traffic enforcement) and two were similar to the national average (public library and preservation of open space).

Considering all performance data included in the Action Chart, a jurisdiction typically will want to think about improvements to any key driver services that are not at least similar to the benchmark. Since all drivers were at least similar to the national benchmark, it is recommended to first focus on the public library and preservation of open space since these two services were similar to the benchmark.

Services with a high percent of respondents answering “don't know” (i.e., more than 40%) were excluded from the analysis and were considered services that would be less influential. See *Appendix B: Responses to Survey Questions* for the percent “don't know” for each service.

Figure 12: Flower Mound Action Chart



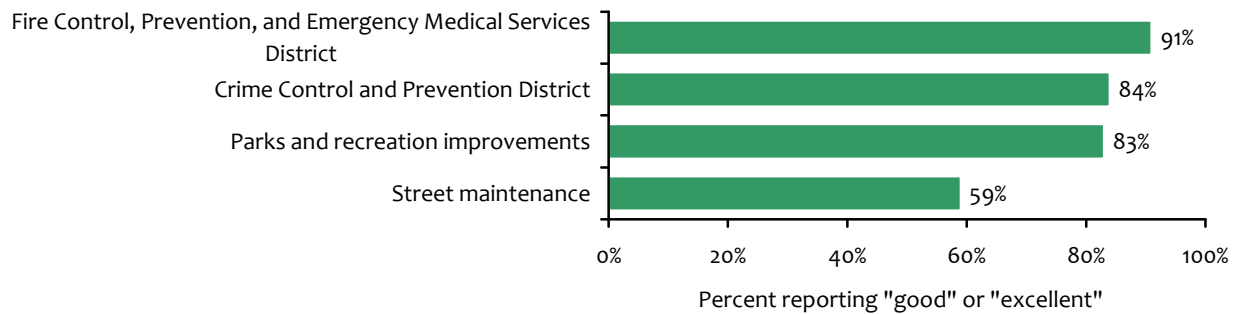
### Dedicated Sales Tax Services

Survey respondents were asked to rate the quality of services and programs that currently are being funded by the four dedicated sales taxes, approved by voters in 2007. While at least half of respondents rated each as “good” or “excellent,” street maintenance received less favorable ratings (59% rated as “good” or “excellent”) than the Fire Control, Prevention and Emergency Medical Services District (91%), the Crime Control and Prevention District (84%) and parks and recreation improvements (83%). The lower rating for street maintenance aligns with the lower ratings given by residents when asked to rate the quality of street repair services (see *Table 8: Quality of Town Services* on page 18).

**Table 9: Quality of Services Funded by Dedicated Sales Tax**

Please rate the quality of each of the following services/programs that currently are being funded by the four dedicated sales taxes (each are one-fourth of one percent), approved by voters in 2007.	Excellent	Good	Fair	Poor	Total
Fire Control, Prevention, and Emergency Medical Services District	32%	59%	9%	0%	100%
Crime Control and Prevention District	26%	58%	13%	3%	100%
Parks and recreation improvements	24%	59%	14%	3%	100%
Street maintenance	10%	48%	31%	11%	100%

**Figure 13: Summary of Quality of Services Funded by Dedicated Sales Tax**



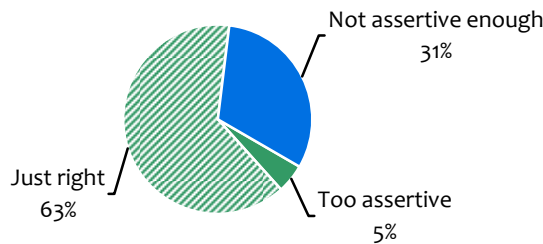
### Code Enforcement

When asked to indicate if they thought the current level of code enforcement provided by the Town was “too assertive,” “not assertive enough” or “just right,” about one in five respondents said “don’t know.” (A complete set of responses to each question, including don’t know, can be found in *Appendix B: Responses to Survey Questions*.)

Of those who had an opinion, three in five said the current level of code enforcement in Flower Mound was “just right” about a third (31%) said it was “not assertive enough” and 5% felt it was “too assertive.”

**Figure 14: Level of Code Enforcement**

Please rate the current level of code enforcement (high grass, falling fences, junk vehicles, etc.) provided by the Town.

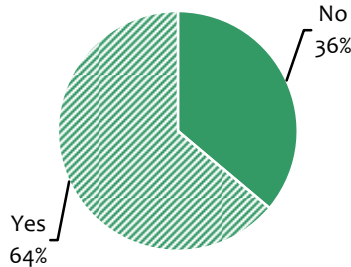


### Town Employees

When asked if they had any in-person or phone contact with a Town employee within the last 12 months, 64% said “yes.” *More Flower Mound residents reported contacting a Town employee than did residents in other jurisdictions across the nation and with a similar population size.*

**Figure 15: Contact with Town Employee**

Have you had any in-person or phone contact with an employee of the Town of Flower Mound within the last 12 months (including police, receptionists, planners, or any others?)



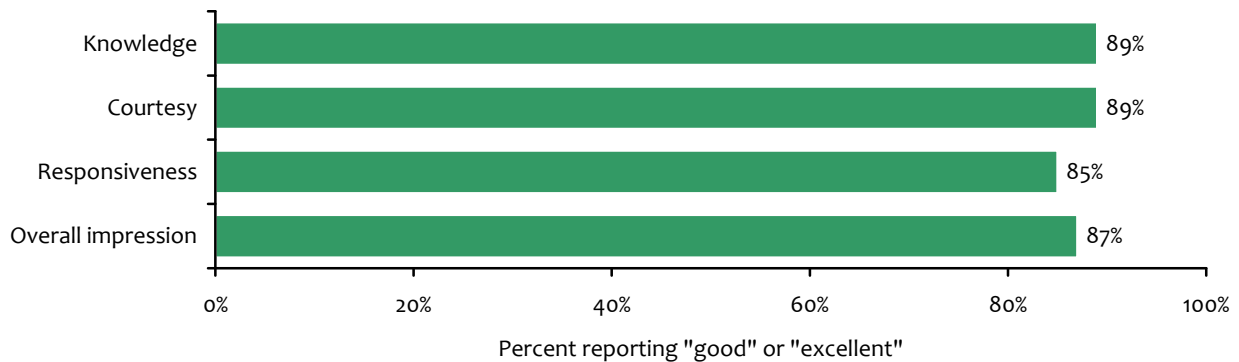
Those who reported having had contact with a Town employee within the last 12 months were asked to rate their impression of the employee in their most recent contact. Between 85% and 89% of respondents rated each aspect of the employee interaction positively and more than half rated employee courtesy as “excellent.” These ratings were above the national and population size averages.

**Table 10: Town Employee Ratings**

What was your impression of the employee(s) of the Town of Flower Mound in your most recent contact?	Excellent	Good	Fair	Poor	Total	National comparison	Population 45,000 to 85,000 comparison
Knowledge	46%	43%	8%	3%	100%	Above	Above
Courtesy	56%	33%	8%	3%	100%	Above	Above
Responsiveness	49%	36%	10%	5%	100%	Above	Above
Overall impression	48%	38%	9%	4%	100%	Above	Above

*This question was asked only of those who reported having had contact with an employee of Flower Mound within the last 12 months*

**Figure 16: Summary of Town Employee Ratings**



## Government Performance

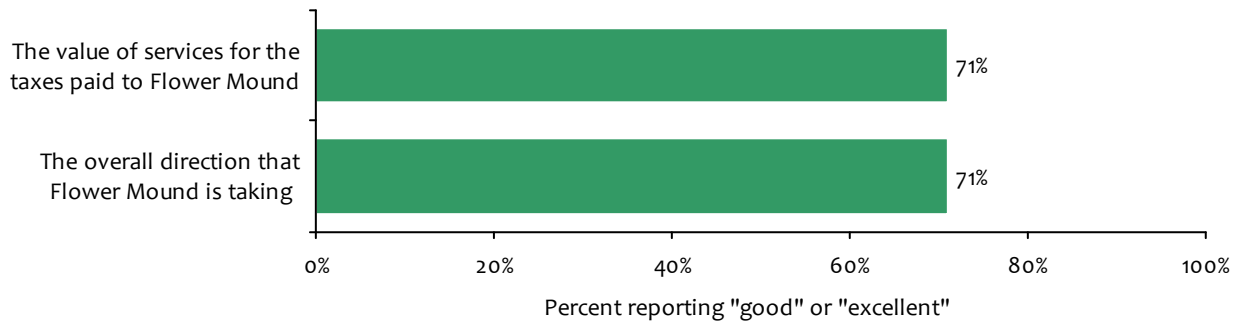
When asked to rate the value of services for taxes paid to Flower Mound and the overall direction that the Town is taking, 7 in 10 respondents rated each as “good” or “excellent.” About a quarter rated each as “fair” and few gave “poor” ratings. These ratings were higher than ratings given in other jurisdictions across the country as well as ratings given in jurisdictions with a population of 45,000 to 85,000.

Younger residents reporting a shorter length of residency gave higher ratings for the overall direction that Flower Mound is taking than older residents who have lived in the Town for at least six years. Female residents and those reporting their race to be White were more likely to give favorable ratings than their counterparts when asked to rate the value of services for the taxes paid. (See *Appendix D: Responses to Selected Survey Questions by Respondent Characteristics.*)

**Table 11: Flower Mound Government Performance**

Please rate the following categories of Flower Mound government performance:	Excellent	Good	Fair	Poor	Total	National comparison	Population 45,000 to 85,000 comparison
The value of services for the taxes paid to Flower Mound	15%	55%	25%	4%	100%	Above	Above
The overall direction that Flower Mound is taking	16%	54%	24%	5%	100%	Above	Above

**Figure 17: Summary of Flower Mound Government Performance**



### Public Trust

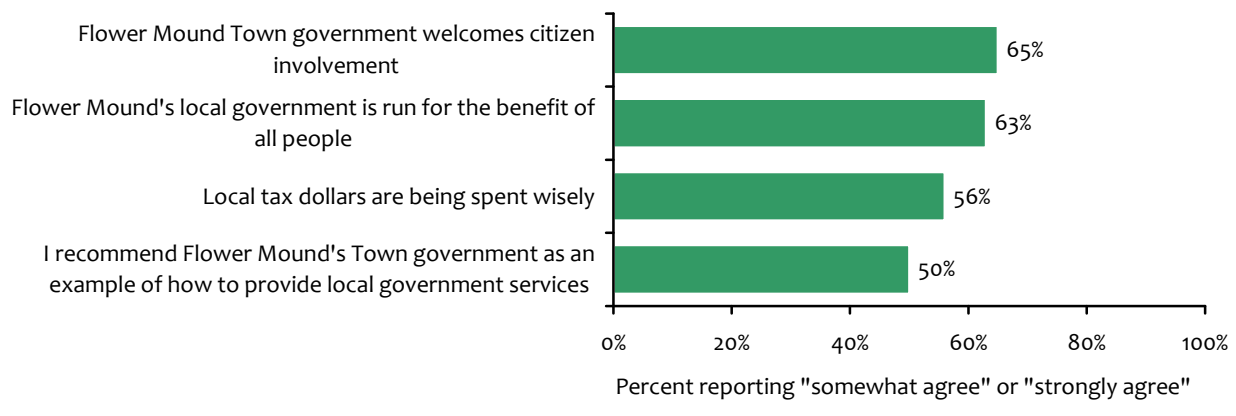
Survey respondents were asked to what extent they agreed or disagreed with a series of positive statements about the Town of Flower Mound government. About two-thirds of respondents (65%) “somewhat” or “strongly” agreed that Flower Mound Town government welcomes citizen involvement and about a quarter of respondents (23%) neither agreed nor disagreed with this statement. A similar portion of respondents (63%) agreed that the Town’s local government is run for the benefit of all people. When asked if they agreed or disagreed that local tax dollars are being spent wisely, just over half (56%) agreed with this statement and 27% had no opinion. Fifty percent of respondents agreed that they would recommend Flower Mound’s Town government as an example of how to provide local government services and nearly two in five respondents neither agreed nor disagreed with this statement.

Comparisons to jurisdictions across the nation were available for three statements and one could be compared to jurisdictions of similar size (see the table below). Flower Mound was rated higher than the benchmark for each available comparison.

**Table 12: Public Trust Ratings**

Please rate the following statements by circling the number that most closely represents your opinion.	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Total	National comparison	Population 45,000 to 85,000 comparison
Flower Mound Town government welcomes citizen involvement	25%	40%	23%	9%	3%	100%	Above	Above
Flower Mound's local government is run for the benefit of all people	18%	45%	21%	13%	4%	100%	Above	NA
Local tax dollars are being spent wisely	14%	42%	27%	13%	4%	100%	Above	NA
I recommend Flower Mound's Town government as an example of how to provide local government services	15%	35%	37%	9%	4%	100%	NA	NA

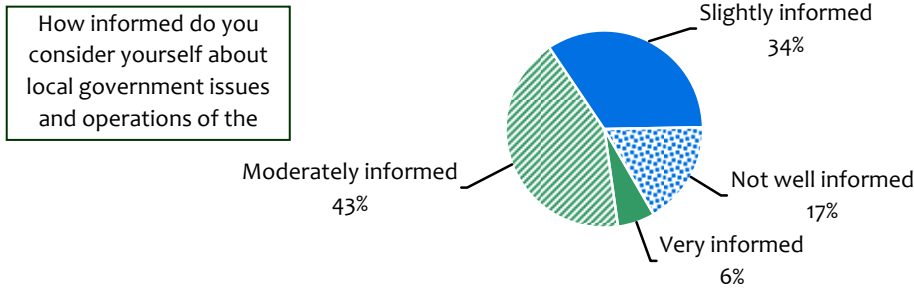
**Figure 18: Summary of Public Trust Ratings**



### Communicating with Residents

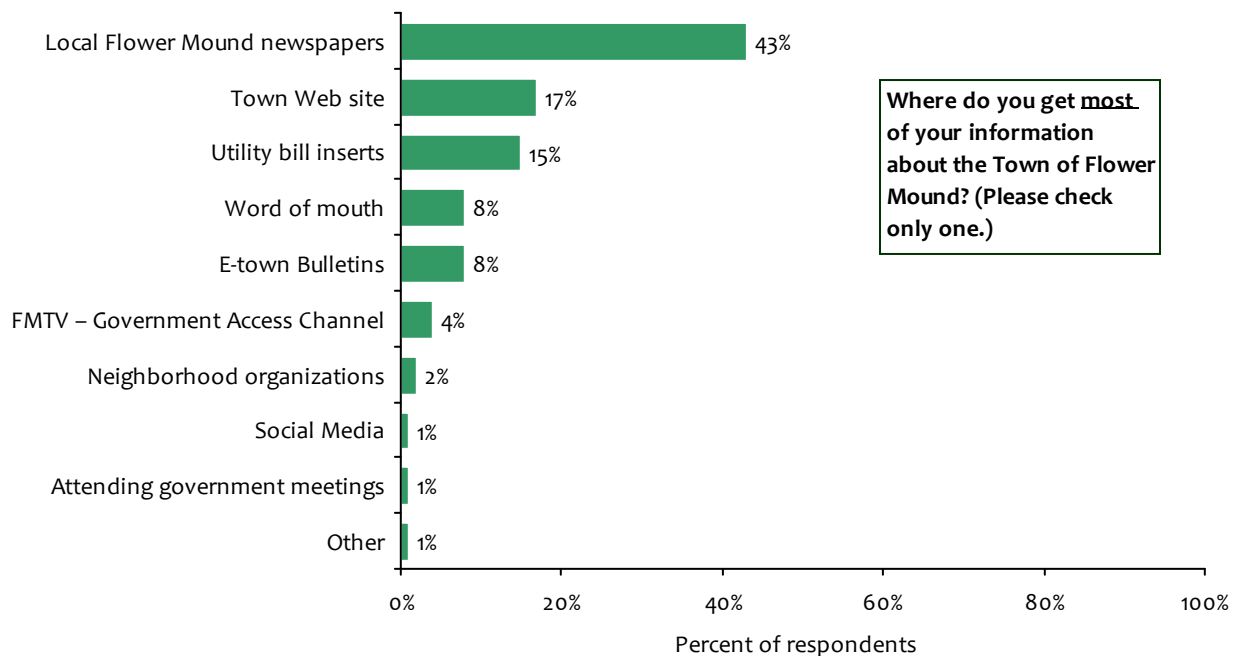
The topics of information sources and communicating with residents also were included on the survey. First residents were asked how informed they considered themselves to be about local government issues and operations of the Town of Flower Mound. Residents were then asked to indicate where they got most of their information about the Town of Flower Mound. Few (6%) considered themselves “very” informed and about two in five (43%) felt “moderately” informed about local government issues and operations in Flower Mound. About third felt “slightly” informed and 17% considered themselves “not well” informed about the Town of Flower Mound government issues and operations.

**Figure 19: Informed About Local Government**



When asked to indicate from which single source they got most of their information about the Town of Flower Mound, 43% reported that they got their information from local newspapers. Seventeen percent used the Town Web site as a source of information, 15% relied on utility bill inserts and fewer than 10% reported using the other sources listed as the way they obtained most of their information about the Town.

**Figure 20: Information Sources**



## Resident Interest in New Projects

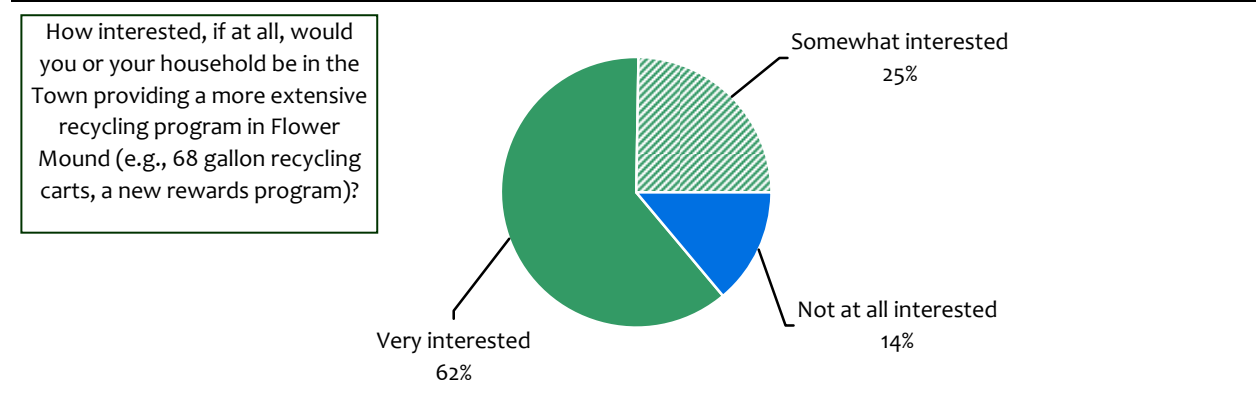
Several questions on the survey asked residents to indicate their level of interest in a variety of potential projects in Flower Mound.

### Recycling and Yard Waste Compost

Flower Mound residents were asked how interested, if at all, they would be in the Town providing a more extensive recycling program in the community and to indicate which program(s) they would support. A strong majority reported that they were at least “somewhat” interested in a more extensive recycling program with 6 in 10 reporting that they would be “very” interested in this idea.

Younger residents, those reporting a length of residency of five years or less, female respondents and those reporting their race or ethnicity to be a category other than White showed more interest in a more extensive recycling program than did their counterparts (see *Appendix D: Responses to Selected Survey Questions by Respondent Characteristics*).

**Figure 21: Interest in More Extensive Recycling Program**

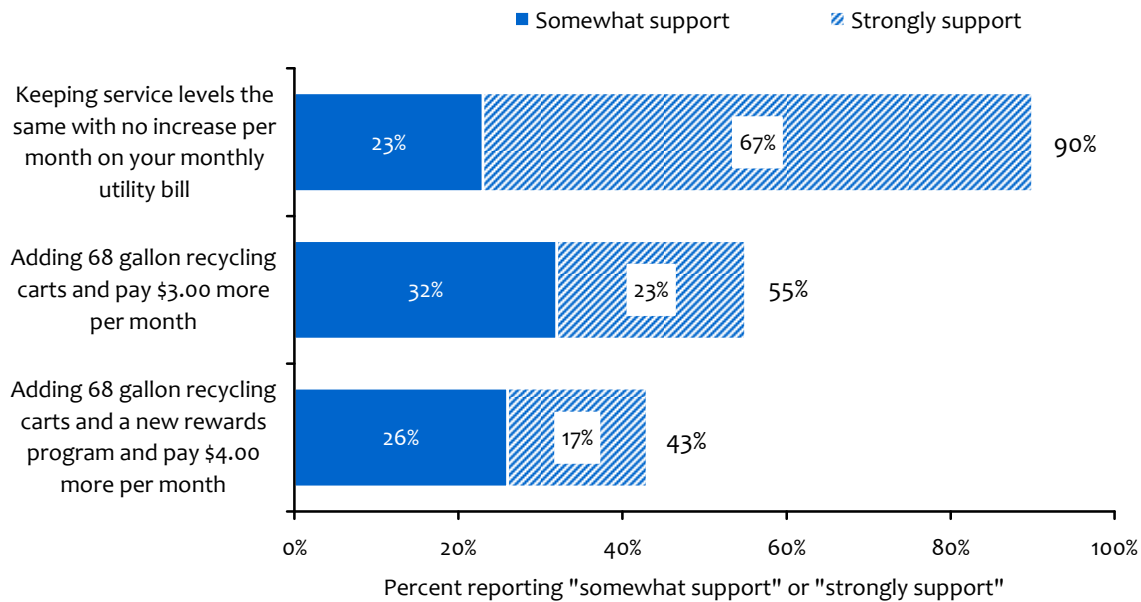


A subsequent question asked residents to indicate the extent to which they would support or oppose various options for a more extensive recycling program. While it was clear that residents were interested in expanding the recycling program, most (90%) said they would prefer to keep the service levels the same if it meant no monthly increase to their utility bill. Just over half (55%) said they would “somewhat” or “strongly” support adding a 68 gallon recycling cart to their service and paying three dollars extra per month and fewer than half (43%) supported adding the 68 gallon recycling cart and a new rewards program while paying four dollars more per month on their utility bill. A higher proportion of respondents opposed options that included an increase to monthly utility bills than supported the ideas.

**Table 13: Possibilities for Recycling Program**

Thinking about the possibility of the Town implementing a more extensive recycling program in Flower Mound, please indicate the extent to which you would support or oppose each of the following:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Keeping service levels the same with no increase per month on your monthly utility bill	67%	23%	5%	5%	100%
Adding 68 gallon recycling carts and pay \$3.00 more per month	23%	32%	17%	28%	100%
Adding 68 gallon recycling carts and a new rewards program and pay \$4.00 more per month	17%	26%	21%	36%	100%

Figure 22: Summary of Possibilities for Recycling Program



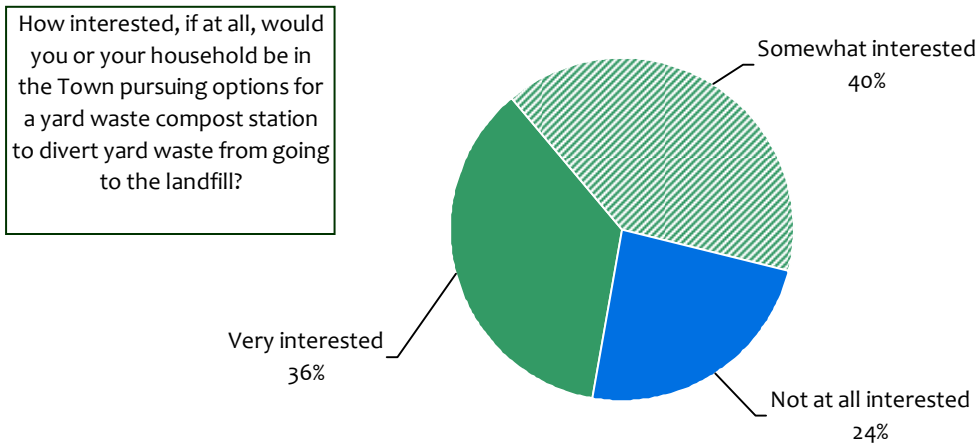
As would be expected, respondents who were not interested in a more extensive recycling program were more likely to support keeping service levels and fees the same. Those interested in expanding the recycling program were more likely to favor adding a 68 gallon recycling cart and paying three dollars more per month than they were to support adding more services and a higher monthly fee.

Table 14: Interest in More Extensive Recycling Program by Support for or Opposition to Service Level and Fee Changes

How interested, if at all, would you or your household be in the Town providing a more extensive recycling program in Flower Mound?		At least somewhat interested	Not at all interested	Total
Keeping service levels the same with no increase per month on your monthly utility bill	Strongly support	63%	85%	67%
	Somewhat support	25%	10%	23%
	Somewhat oppose	6%	1%	6%
	Strongly oppose	5%	4%	5%
	Total	100%	100%	100%
Adding 68 gallon recycling carts and pay \$3.00 more per month	Strongly support	26%	1%	23%
	Somewhat support	37%	2%	33%
	Somewhat oppose	17%	13%	17%
	Strongly oppose	19%	83%	28%
	Total	100%	100%	100%
Adding 68 gallon recycling carts and a new rewards program and pay \$4.00 more per month	Strongly support	20%	0%	17%
	Somewhat support	30%	1%	26%
	Somewhat oppose	23%	12%	21%
	Strongly oppose	28%	87%	36%
	Total	100%	100%	100%

When asked about their level of interest in the Town pursuing options for a yard waste compost station to divert yard waste from going to the landfill, a majority of respondents were at least “somewhat” interested with about a third reporting that they were “very” interested in this idea.

**Figure 23: Interest in Yard Waste Compost Station**

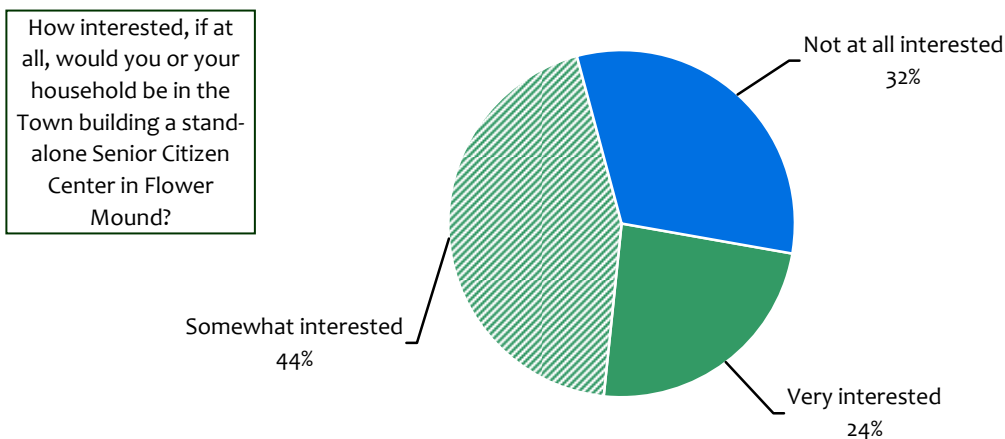


### Stand-alone Senior Citizen Center

Respondents were asked to share their preference regarding the Town building a stand-alone Senior Citizen Center in Flower Mound. While a majority of respondents showed some interest in this idea, a higher proportion of respondents reported being “not at all” interested than did those who said they would be “very” interested in the Town building a stand-alone Senior Citizen Center.

As would be expected, older residents and those reporting a longer length of residency in the Town were more likely to support the idea of the Town building a stand-alone Senior Citizen Center (see *Appendix D: Responses to Selected Survey Questions by Respondent Characteristics*).

**Figure 24: Interest in Stand-alone Senior Citizen Center**

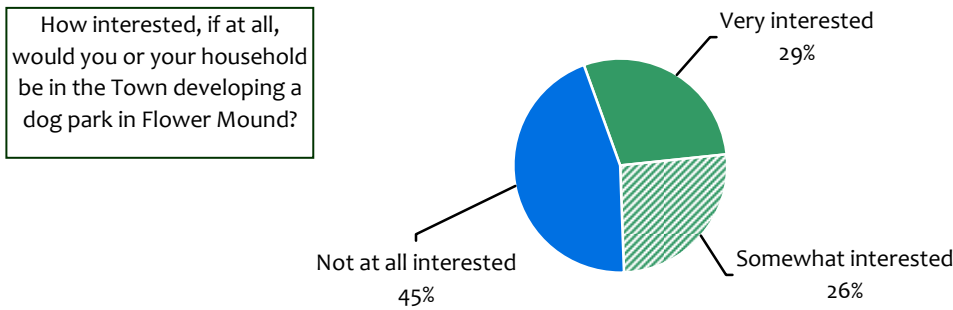


### Dog Park

Residents were asked about the possibility of the Town developing a dog park in Flower Mound as well as how likely or unlikely they would be to use it. Just over half (55%) reported at least some interest in this idea, while 45% said they would not be interested in the Town developing a dog park.

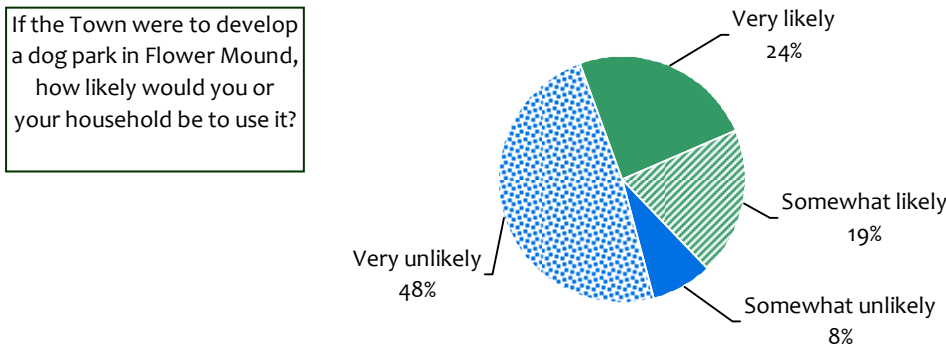
Younger respondents, females and those reporting a shorter length of residency in Flower Mound were more likely to report interest in the Town developing a dog park than older respondents and those who have lived in the Town for more than 11 years (see *Appendix D*).

**Figure 25: Interest in a Dog Park**



When asked to indicate how likely or unlikely they would be to use the dog park if developed in Flower Mound, about two in five (43%) reported that they would use the dog park if developed in the Town, with a slight majority (56%) stating that they would be unlikely to do so. Twice as many respondents reported they would be “very unlikely” to use a dog park if implemented in Flower Mound than did those who said they would be “very likely” to do so. Also, those who reported at least some interest in this development were more likely to indicate that they would use it.

**Figure 26: Likelihood of Using a Dog Park**



**Table 15: Interest in the Town Developing a Dog Park by Likelihood of Using It**

How interested, if at all, would you or your household be in the Town developing a dog park in Flower Mound?		At least somewhat interested	Not at all interested	Total
If the Town were to develop a dog park in Flower Mound, how likely would you or your household be to use it?	Very likely	44%	0%	24%
	Somewhat likely	34%	1%	19%
	Somewhat unlikely	8%	8%	8%
	Very unlikely	14%	91%	48%
	Total	100%	100%	100%

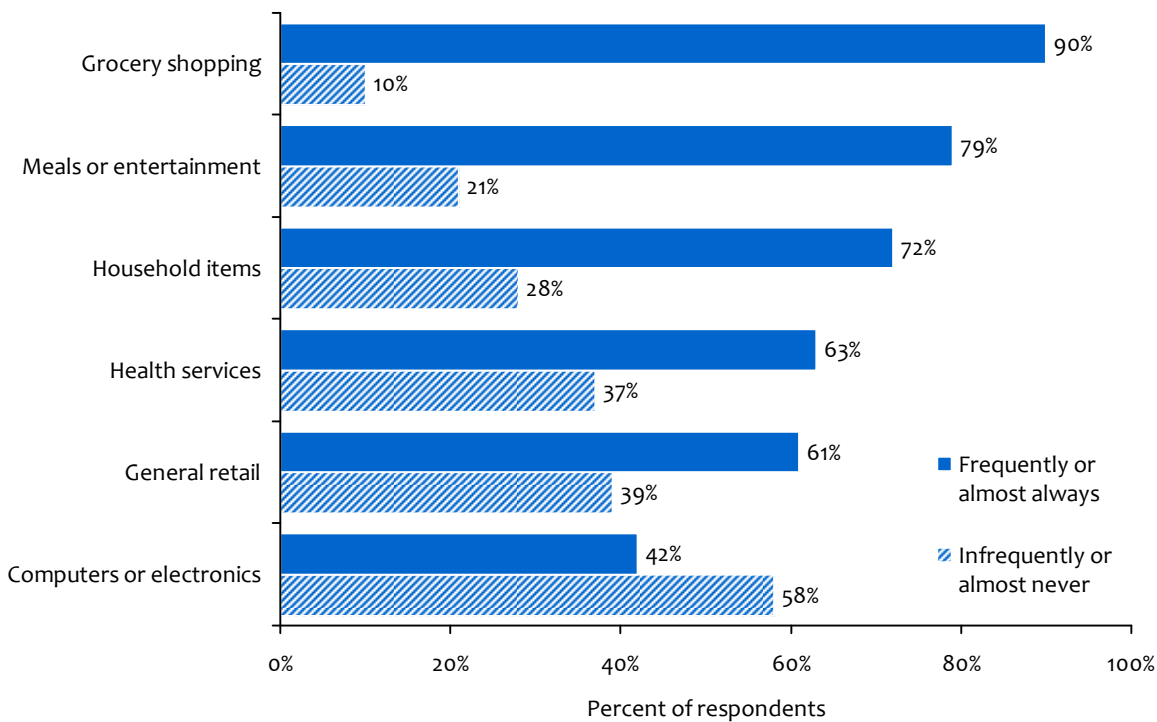
## Shopping in Flower Mound

Flower Mound survey respondents were asked to estimate how frequently or infrequently they make purchases within the Town limits as well as why they shop outside of Flower Mound. A strong majority (90%) reported that the “almost always” or “rather frequently” purchase groceries within the Town limits. About four in five reported frequently purchasing meals or entertainment in Flower Mound and 72% reported similar habits for household item purchases. While about three in five reported purchasing health services and general retail items in Flower Mound on a frequent basis, about two in five reported infrequently doing so. A higher proportion of respondents reported infrequent purchases for computers or electronics in Flower Mound than did those who reported frequently purchasing these items within the Town limits (58% and 42%, respectively).

**Table 16: Frequency of Shopping Within Town Limits**

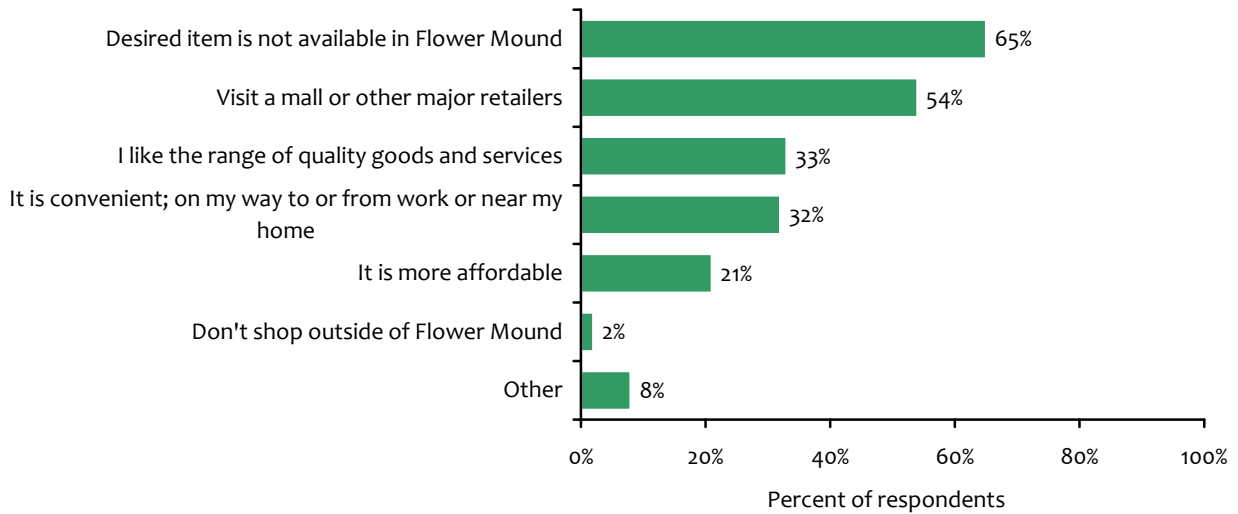
For each type of shopping, please estimate how frequently or infrequently you make purchases within the Town limits of Flower Mound:	Almost never	Rather infrequently	Rather frequently	Almost always	Total
Grocery shopping	3%	7%	16%	74%	100%
Meals or entertainment	3%	18%	54%	25%	100%
Household items	7%	22%	36%	36%	100%
Health services	15%	21%	29%	34%	100%
General retail	10%	29%	39%	22%	100%
Computers or electronics	27%	31%	25%	17%	100%

**Figure 27: Summary of Frequency of Shopping Within Town Limits**



Respondents were asked a follow-up question to identify the reasons for shopping outside of Flower Mound. Nearly two-thirds of respondents reported that their reason for shopping outside of Town limits was because the desired item was not available in Flower Mound. Fifty-four percent said that they visited a mall or other major retailers outside the Town limits and a third reported their reasons for shopping outside of Flower Mound were due to the range of quality goods and services offered elsewhere and that it was convenient (e.g., on their work commute or near their home). Another one in five reported that it was more affordable to shop outside of Flower Mound.

**Figure 28: Reasons for Shopping Outside Town Limits**



*Percents may total to more than 100% as respondents were allowed to select more than one answer.*

## Appendix A: Respondent Demographics

Characteristics of the survey respondents are displayed in the tables and charts on the following pages of this appendix.

Respondent Length of Residency	
How many years have you lived in Flower Mound?	Percent of respondents
0-2 years	15%
3-5 years	21%
6-10years	29%
11 or more years	36%
Total	100%

Respondent Work Location	
What city do you work in or nearest to?	Percent of respondents
In Flower Mound	30%
Outside of Flower Mound	70%
Total	100%

Housing Tenure	
Do you own or rent your residence?	Percent of respondents
Rent	7%
Own	93%
Total	100%

Total Number of Household Members	
How many people (including yourself) live in your household?	Percent of respondents
One	7%
Two	30%
Three	21%
Four	30%
Five or more	11%
Total	100%

Total Number of Youth in the Household	
How many people in your household are under 18 years of age?	Percent of respondents
None	46%
One	19%
Two	26%
Three	7%
Four or more	2%
Total	100%

**Respondent Educational Attainment**

<b>What is the highest degree or level of school you have completed?</b>	<b>Percent of respondents</b>
High School degree or less	7%
More than High School education	93%
Total	100%

**Respondent Race**

<b>What is your race? (Mark one or more races to indicate what race you consider yourself to be.)</b>	<b>Percent of respondents</b>
White	87%
Non-white	13%
Total	100%

**Respondent Ethnicity**

<b>Are you of Hispanic origin?</b>	<b>Percent of respondents</b>
Hispanic origin	4%
Not of Hispanic origin	96%
Total	100%

**Respondent Age**

<b>Which of the following best describes your age?</b>	<b>Percent of respondents</b>
18-34	22%
35-54	56%
55+	22%
Total	100%

**Household Annual Income**

<b>About how much was your household's total income before taxes in 2008?</b>	<b>Percent of respondents</b>
Less than \$25,000	2%
\$25,000 - \$99,999	31%
\$100,000 or more	67%
Total	100%

**Respondent Gender**

<b>Your gender:</b>	<b>Percent of respondents</b>
Female	53%
Male	47%
Total	100%

## Appendix B: Responses to Survey Questions

The following pages contain a complete set of responses to each question on the survey.

Question 1						
Please rate each of the following aspects of quality of life in Flower Mound:	Excellent	Good	Fair	Poor	Don't know	Total
Flower Mound as a place to live	61%	36%	3%	0%	0%	100%
Your neighborhood as a place to live	52%	40%	7%	1%	0%	100%
Flower Mound as a place to raise children	62%	27%	3%	0%	7%	100%
Flower Mound as a place to work	17%	23%	16%	9%	36%	100%
Flower Mound as a place to retire	21%	26%	20%	7%	27%	100%
Overall quality of life in Flower Mound	46%	48%	5%	0%	0%	100%

Question 2	
What do you think will be the single biggest issue facing the Town of Flower Mound over the next several years?	Percent of respondents
Growth	26%
Traffic	44%
Maintenance of streets and roads	6%
Water/wastewater	2%
Parks and recreation needs	1%
Economic development	7%
Aging neighborhoods	6%
Police services	1%
Fire services	0%
Natural gas exploration	4%
Other	3%
Taxes	1%
Total	100%

**Question 3**

<b>Please rate each of the following characteristics as they related to Flower Mound as a whole:</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>Don't know</b>	<b>Total</b>
Sense of community	24%	56%	17%	2%	1%	100%
Overall appearance of Flower Mound	33%	56%	10%	1%	0%	100%
Overall quality of new development in Flower Mound	24%	52%	18%	3%	3%	100%
Overall quality of business and service establishments in Flower Mound	18%	49%	27%	6%	1%	100%
Shopping opportunities	20%	39%	32%	9%	0%	100%
Opportunities to attend cultural activities	7%	23%	42%	19%	9%	100%
Recreational opportunities	17%	46%	27%	6%	4%	100%
Employment opportunities	3%	12%	32%	22%	31%	100%
Opportunities to participate in social events and activities	11%	41%	36%	5%	7%	100%
Opportunities to volunteer	12%	38%	25%	4%	21%	100%
Opportunities to participate in community matters	12%	41%	28%	5%	15%	100%
Availability of paths and walking trails	28%	41%	20%	7%	4%	100%
Traffic flow on major streets	3%	26%	40%	30%	0%	100%
Availability of affordable dining	17%	52%	26%	5%	0%	100%
Quality of overall natural environment in Flower Mound	21%	56%	21%	2%	1%	100%
Overall image or reputation of Flower Mound	37%	54%	7%	1%	1%	100%

**Question 4**

<b>Please rate the speed of growth in the following categories in Flower Mound over the past 2 years:</b>	<b>Much too slow</b>	<b>Somewhat too slow</b>	<b>Right amount</b>	<b>Somewhat too fast</b>	<b>Much too fast</b>	<b>Don't know</b>	<b>Total</b>
Population growth	0%	1%	48%	33%	10%	8%	100%
Retail growth	5%	24%	44%	16%	7%	3%	100%
Jobs growth	13%	30%	14%	1%	0%	42%	100%

**Question 5**

<b>Please rate how safe or unsafe you feel from each of the following in Flower Mound:</b>	<b>Very safe</b>	<b>Somewhat safe</b>	<b>Neither safe nor unsafe</b>	<b>Somewhat unsafe</b>	<b>Very unsafe</b>	<b>Don't know</b>	<b>Total</b>
Violent crime	62%	30%	4%	2%	1%	1%	100%
Property crimes	32%	52%	9%	7%	1%	1%	100%

**Question 6**

<b>Please rate how safe or unsafe you feel:</b>	<b>Very safe</b>	<b>Somewhat safe</b>	<b>Neither safe nor unsafe</b>	<b>Somewhat unsafe</b>	<b>Very unsafe</b>	<b>Don't know</b>	<b>Total</b>
Safety in your neighborhood during the day	77%	20%	2%	1%	1%	0%	100%
Safety in your neighborhood after dark	48%	42%	6%	3%	1%	0%	100%

## Question 7

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Flower Mound?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Flower Mound public libraries or their services	23%	27%	30%	11%	8%	100%
Used the Flower Mound Community Activity Center	55%	16%	15%	6%	8%	100%
Participated in a recreation program or activity	51%	26%	13%	5%	4%	100%
Visited a neighborhood park or Town park	14%	23%	34%	16%	15%	100%
Attended a meeting of local elected officials or other local public meeting	73%	21%	6%	1%	0%	100%
Watched a public meeting of local elected officials or other local public meeting on cable television	68%	21%	9%	2%	0%	100%
Visited the Town's Web site	15%	26%	42%	14%	4%	100%
Recycled used paper, cans or bottles from your home	10%	5%	7%	8%	69%	100%

## Question 8

Please rate the quality of each of the following services in Flower Mound:	Excellent	Good	Fair	Poor	Don't know	Total
Police	40%	41%	8%	4%	7%	100%
Fire	45%	33%	3%	0%	20%	100%
Ambulance or emergency medical services	31%	27%	3%	0%	40%	100%
Municipal courts	11%	26%	7%	2%	54%	100%
Traffic enforcement	19%	46%	19%	7%	10%	100%
Street repair	8%	41%	36%	12%	3%	100%
Street lighting	10%	44%	31%	14%	2%	100%
Garbage collection	25%	54%	17%	3%	1%	100%
Recycling	25%	50%	14%	4%	6%	100%
Drinking water	26%	54%	15%	3%	2%	100%
Town parks	30%	51%	12%	1%	6%	100%
Recreation programs or classes	12%	40%	12%	1%	35%	100%
Community Activity Center or other recreation facilities	22%	33%	9%	2%	34%	100%
Land use, planning and zoning	8%	37%	26%	11%	18%	100%
Code enforcement	13%	41%	24%	7%	16%	100%
Animal control	16%	45%	11%	3%	25%	100%
Economic development	9%	39%	27%	9%	15%	100%
Services to seniors	7%	18%	12%	5%	58%	100%
Services to youth	12%	36%	13%	3%	36%	100%
Public library	27%	44%	10%	3%	16%	100%
Public information	18%	51%	19%	3%	9%	100%
Emergency preparedness	17%	36%	13%	3%	31%	100%
Preservation of open space	11%	36%	28%	13%	12%	100%

**Question 9**

Overall, how would you rate the quality of services in the Town of Flower Mound?	Percent of respondents
Excellent	21%
Good	68%
Fair	10%
Poor	1%
Don't know	1%
Total	100%

**Question 10**

Please rate the quality of each of the following services/programs that currently are being funded by the four dedicated sales taxes (each are one-fourth of one percent), approved by voters in 2007.						Don't know	Total
	Excellent	Good	Fair	Poor			
Parks and recreation improvements	21%	51%	12%	2%	15%	100%	
Street maintenance	10%	47%	30%	10%	4%	100%	
Crime Control and Prevention District	23%	51%	12%	2%	12%	100%	
Fire Control, Prevention, and Emergency Medical Services District	27%	48%	7%	0%	18%	100%	

**Question 11**

Please rate the current level of code enforcement (high grass, falling fences, junk vehicles, etc.) provided by the Town.	Percent of respondents
Too assertive	4%
Just right	50%
Not assertive enough	25%
Don't know	21%
Total	100%

**Question 12**

Have you had any in-person or phone contact with an employee of the Town of Flower Mound within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	36%
Yes	64%
Total	100%

**Question 13**

What was your impression of the employee(s) of the Town of Flower Mound in your most recent contact?						Don't know	Total
	Excellent	Good	Fair	Poor			
Knowledge	46%	43%	8%	3%	0%	100%	
Responsiveness	49%	36%	10%	5%	1%	100%	
Courtesy	56%	33%	8%	3%	0%	100%	
Overall impression	48%	38%	9%	4%	0%	100%	

*This question was asked only of those who reported having had contact with an employee of Flower Mound within the last 12 months*

**Question 14**

<b>Please rate the following categories of Flower Mound government performance:</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>Don't know</b>	<b>Total</b>
The value of services for the taxes paid to Flower Mound	14%	51%	23%	4%	7%	100%
The overall direction that Flower Mound is taking	15%	52%	23%	5%	5%	100%

**Question 15**

<b>Please rate the following statements by circling the number that most closely represents your opinion.</b>	<b>Strongly agree</b>	<b>Somewhat agree</b>	<b>Neither agree nor disagree</b>	<b>Somewhat disagree</b>	<b>Strongly disagree</b>	<b>Don't know</b>	<b>Total</b>
Flower Mound's local government is run for the benefit of all people	16%	40%	18%	11%	3%	11%	100%
Flower Mound Town government welcomes citizen involvement	21%	34%	20%	8%	2%	16%	100%
Local tax dollars are being spent wisely	12%	36%	23%	11%	3%	16%	100%
I recommend Flower Mound's Town government as an example of how to provide local government services	12%	28%	30%	7%	4%	19%	100%

**Question 16**

<b>Please indicate how likely or unlikely you are to do each of the following:</b>	<b>Very likely</b>	<b>Somewhat likely</b>	<b>Somewhat unlikely</b>	<b>Very unlikely</b>	<b>Don't know</b>	<b>Total</b>
Recommend living in Flower Mound to someone who asks	67%	27%	4%	2%	1%	100%
Remain in Flower Mound for the next five years	65%	24%	5%	5%	1%	100%

**Question 17**

<b>How informed do you consider yourself about local government issues and operations of the Town of Flower Mound?</b>	<b>Percent of respondents</b>
Very informed	6%
Moderately informed	43%
Slightly informed	34%
Not well informed	17%
Total	100%

**Question 18**

<b>Where do you get most of your information about the Town of Flower Mound?</b>	<b>Percent of respondents</b>
Attending government meetings	1%
E-Town Bulletins	8%
FMTV – Government Access Channel	4%
Local Flower Mound newspapers	43%
Neighborhood organizations	2%
Social Media	1%
Town Web site	16%
Utility bill inserts	15%
Word of mouth	8%
Don't know	1%
Other	1%
<b>Total</b>	<b>100%</b>

**Question 19**

<b>How interested, if at all, would you or your household be in the Town providing a more extensive recycling program in Flower Mound (e.g., 68 gallon recycling carts, a new rewards program)?</b>	<b>Percent of respondents</b>
Very interested	62%
Somewhat interested	25%
Not at all interested	14%
<b>Total</b>	<b>100%</b>

**Question 20**

<b>Thinking about the possibility of the Town implementing a more extensive recycling program in Flower Mound, please indicate the extent to which you would support or oppose each of the following:</b>	<b>Strongly support</b>	<b>Somewhat support</b>	<b>Somewhat oppose</b>	<b>Strongly oppose</b>	<b>Total</b>
Keeping service levels the same with no increase per month on your monthly utility bill	67%	23%	5%	5%	100%
Adding 68 gallon recycling carts and pay \$3.00 more per month	23%	32%	17%	28%	100%
Adding 68 gallon recycling carts and a new rewards program and pay \$4.00 more per month	17%	26%	21%	36%	100%

**Question 21**

<b>How interested, if at all, would you or your household be in the Town pursuing options for a yard waste compost station to divert yard waste from going to the landfill (e.g., a compost station in Flower Mound or contracting with another city)?</b>	<b>Percent of respondents</b>
Very interested	36%
Somewhat interested	40%
Not at all interested	24%
<b>Total</b>	<b>100%</b>

**Question 22**

<b>How interested, if at all, would you or your household be in the Town building a stand-alone Senior Citizen Center in Flower Mound?</b>	<b>Percent of respondents</b>
Very interested	24%
Somewhat interested	44%
Not at all interested	32%
Total	100%

**Question 23**

<b>How interested, if at all, would you or your household be in the Town developing a dog park in Flower Mound?</b>	<b>Percent of respondents</b>
Very interested	29%
Somewhat interested	26%
Not at all interested	45%
Total	100%

**Question 24**

<b>If the Town were to develop a dog park in Flower Mound, how likely would you or your household be to use it?</b>	<b>Percent of respondents</b>
Very likely	24%
Somewhat likely	19%
Somewhat unlikely	8%
Very unlikely	48%
Total	100%

**Question 25**

<b>For each type of shopping, please estimate how frequently or infrequently you make purchases within the Town limits of Flower Mound:</b>	<b>Almost never</b>	<b>Rather infrequently</b>	<b>Rather frequently</b>	<b>Almost always</b>	<b>Don't know</b>	<b>Total</b>
Grocery shopping	3%	7%	16%	74%	0%	100%
Health services	15%	21%	29%	34%	1%	100%
Meals or entertainment	3%	18%	53%	25%	0%	100%
Household items	7%	22%	36%	36%	0%	100%
Computers or electronics	26%	31%	24%	17%	3%	100%
General retail	10%	29%	39%	22%	0%	100%

**Question 26**

<b>When you shop outside of Flower Mound, why do you shop outside of Flower Mound? (Check all that apply.)</b>	<b>Percent of respondents</b>
Desired item is not available in Flower Mound	65%
Visit a mall or other major retailers	54%
I like the range of quality goods and services	33%
It is convenient; on my way to or from work or near my home	32%
It is more affordable	21%
Don't shop outside of Flower Mound	2%
Other	8%

*Percents may total to more than 100% as respondents were allowed to select more than one answer.*

**Question D1**

<b>How many years have you lived in Flower Mound?</b>	<b>Percent of respondents</b>
0-2 years	15%
3-5 years	21%
6-10years	29%
11 or more years	36%
Total	100%

**Question D2**

<b>What city do you work in or nearest to?</b>	<b>Percent of respondents</b>
I work from home	17%
Allen	0%
Carrollton	4%
Colleyville	0%
Coppell	2%
Dallas	15%
Denton	3%
Flower Mound	13%
Frisco	1%
Ft. Worth	4%
Grapevine	4%
Irving	15%
Lewisville	6%
McKinney	0%
North Richland Hills	0%
Plano	3%
Richardson	1%
Rowlett	0%
Southlake	2%
Other	10%
Total	100%

## Question D3

About how far is the distance between your home and workplace?	Percent of respondents
Less than 5 miles	28%
5 to 10 miles	16%
11 to 20 miles	32%
21 to 30 miles	19%
More than 30 miles	4%
Total	100%

## Question D4

What travel method do you typically use to get to work?	Percent of respondents
Drive alone	91%
Bicycle	0%
Walk	2%
Carpool	2%
Bus	0%
Other	6%
Total	100%

## Question D5

Do you own or rent your residence?	Percent of respondents
Rent	7%
Own	93%
Total	100%

## Question D6

How many people (including yourself) live in your household?	Percent of respondents
One	7%
Two	30%
Three	21%
Four	30%
Five or more	11%
Total	100%

## Question D7

How many people in your household are under 18 years of age?	Percent of respondents
None	46%
One	19%
Two	26%
Three	7%
Four or more	2%
Total	100%

## Question D8

What is the highest degree or level of school you have completed?	Percent of respondents
0-11 years, no diploma	2%
High school graduate	6%
Some college or associate degree	18%
Bachelor's degree	44%
Graduate or professional degree	30%
Total	100%

## Question D9

What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	Percent of respondents
American Indian, Eskimo or Aleut	1%
Asian or Pacific Islander	7%
Black or African American	3%
White or Caucasian	89%
Other	3%

Percents may total to more than 100% as respondents were allowed more than one answer.

## Question D10

Are you of Hispanic origin?	Percent of respondents
Yes	4%
No	96%
Total	100%

## Question D11

Which of the following best describes your age?	Percent of respondents
18-24	2%
25-34	20%
35-44	24%
45-54	32%
55-64	14%
65 years or older	8%
Total	100%

## Question D12

About how much was your household's total income before taxes in 2008?	Percent of respondents
Less than \$25,000	2%
\$25,000 to \$49,999	7%
\$50,000 to \$74,999	10%
\$75,000 to \$99,999	14%
\$100,000 to \$124,999	22%
\$125,000 to \$149,999	12%
\$150,000 or more	34%
Total	100%

## Question D13

Your gender:	Percent of respondents
Female	53%
Male	47%
Total	100%

## Appendix C: Verbatim Responses to Open-ended Survey Question

Following are verbatim responses to open-ended questions on the survey. Because these responses were written by survey participants, they are presented here in verbatim form, including any typographical, grammar or other mistakes. Within each question the responses are in alphabetical order.

### **Question 2: What do you think will be the single biggest issue facing the Town of Flower Mound over the next several years?**

#### **Other**

- All items are concerns!
- All of the above
- An in flux of illegal's.
- Bad air and trucks or going to kill people
- Balancing revenues & expenses
- Bury electric power lines (eyesore) stop cutting down trees to make way for ugly power lines
- Changes in zoning
- Drive thru Town!
- Drugs at FMHS
- Industrial development
- Poor development planning
- Property values
- Proximity to Lewisville which is in crime, etc.
- Schools
- There isn't a single issue
- There's a lot to be learned Flora Plano ISD and South Lake ISD hope to see the level to be equal or better near future!
- Too many monuments in City Parks, parks are for the living!! (Not the dead)
- Too many vacant office buildings
- Transportation
- Unnecessary development & poor traffic planning.
- We have so many rents houses in our neighborhood now.

## Appendix D: Responses to Selected Survey Questions by Respondent Characteristics

Responses to select survey questions are compared by respondents demographic characteristics in this appendix. Cells shaded grey indicate statistically significant differences ( $p \leq .05$ ).

Quality of Life by Length of Residency and Income								
	Respondent length of residency				Annual household income			
	5 years or less	6-10 years	11 or more years	Overall results	Less than \$75,000	\$75,000 to less than \$125,000	\$125,000 or more	Overall results
Flower Mound as a place to live	98%	96%	97%	97%	98%	96%	98%	97%
Your neighborhood as a place to live	92%	94%	91%	92%	88%	92%	95%	93%
Flower Mound as a place to raise children	96%	96%	95%	96%	96%	95%	97%	96%
Flower Mound as a place to work	62%	60%	63%	62%	70%	61%	61%	63%
Flower Mound as a place to retire	65%	63%	62%	63%	68%	64%	62%	64%
Overall quality of life in Flower Mound	96%	94%	93%	94%	92%	95%	96%	95%

Percent reporting "good" or "excellent"

Quality of Life by Age, Gender and Race/Ethnicity										
	Respondent age				Respondent gender			Respondent race/ethnicity		
	18-34	35-54	55+	Overall results	Female	Male	Overall results	White alone, not Hispanic	Hispanic and/or other race	Overall results
Flower Mound as a place to live	98%	97%	95%	97%	97%	97%	97%	97%	95%	97%
Your neighborhood as a place to live	92%	92%	95%	93%	93%	93%	93%	92%	94%	93%
Flower Mound as a place to raise children	97%	96%	95%	96%	95%	97%	96%	96%	95%	96%
Flower Mound as a place to work	70%	58%	64%	62%	67%	57%	62%	63%	57%	62%
Flower Mound as a place to retire	64%	63%	65%	64%	70%	57%	64%	62%	73%	64%
Overall quality of life in Flower Mound	97%	94%	95%	95%	95%	94%	95%	95%	91%	95%

Percent reporting "good" or "excellent"

Community Characteristics by Length of Residency and Income

	Respondent length of residency				Annual household income			
	5 years or less	6-10 years	11 or more years	Overall results	Less than \$75,000	\$75,000 to less than \$125,000	\$125,000 or more	Overall results
Sense of community	85%	80%	78%	81%	82%	81%	81%	81%
Overall appearance of Flower Mound	92%	88%	89%	90%	89%	91%	89%	90%
Overall quality of new development in Flower Mound	82%	77%	76%	78%	78%	81%	78%	79%
Overall quality of business and service establishments in Flower Mound	72%	65%	65%	67%	73%	70%	64%	68%
Shopping opportunities	62%	57%	57%	59%	71%	63%	53%	60%
Opportunities to attend cultural activities	36%	31%	29%	32%	43%	34%	27%	32%
Recreational opportunities	67%	64%	65%	65%	69%	66%	63%	65%
Employment opportunities	23%	19%	22%	21%	35%	21%	17%	22%
Opportunities to participate in social events and activities	60%	55%	53%	56%	62%	57%	54%	57%
Opportunities to volunteer	58%	65%	65%	63%	65%	60%	65%	63%
Opportunities to participate in community matters	62%	62%	62%	62%	64%	62%	62%	62%
Availability of paths and walking trails	73%	66%	73%	71%	73%	76%	67%	71%
Traffic flow on major streets	33%	29%	27%	30%	34%	29%	29%	30%
Availability of affordable dining	71%	68%	67%	69%	68%	71%	70%	70%
Quality of overall natural environment in Flower Mound	78%	79%	74%	77%	79%	79%	75%	77%
Overall image or reputation of Flower Mound	94%	90%	91%	92%	91%	94%	91%	92%

Percent reporting "good" or "excellent"

Community Characteristics by Gender, Age and Race/Ethnicity

	Respondent age				Respondent gender			Respondent race/ethnicity		
	18-34	35-54	55+	Overall results	Female	Male	Overall results	White alone, not Hispanic	Hispanic and/or other race	Overall results
Sense of community	82%	82%	77%	81%	85%	77%	81%	81%	83%	81%
Overall appearance of Flower Mound	91%	89%	89%	90%	90%	90%	90%	90%	87%	90%
Overall quality of new development in Flower Mound	83%	78%	74%	78%	80%	76%	78%	79%	74%	79%
Overall quality of business and service establishments in Flower Mound	67%	67%	67%	67%	71%	63%	67%	70%	50%	67%
Shopping opportunities	61%	57%	60%	59%	62%	55%	59%	60%	51%	59%
Opportunities to attend cultural activities	35%	30%	36%	32%	31%	34%	32%	33%	29%	32%
Recreational opportunities	67%	65%	64%	66%	66%	64%	65%	66%	61%	65%
Employment opportunities	28%	19%	22%	21%	28%	14%	21%	21%	21%	21%
Opportunities to participate in social events and activities	62%	54%	57%	57%	60%	52%	56%	58%	48%	57%
Opportunities to volunteer	59%	63%	66%	63%	60%	65%	62%	64%	56%	63%
Opportunities to participate in community matters	58%	63%	62%	62%	65%	58%	62%	64%	46%	62%
Availability of paths and walking trails	74%	69%	74%	71%	72%	70%	71%	71%	69%	71%
Traffic flow on major streets	31%	29%	30%	30%	29%	31%	30%	29%	31%	30%
Availability of affordable dining	71%	69%	67%	69%	72%	66%	69%	70%	60%	69%
Quality of overall natural environment in Flower Mound	81%	75%	78%	77%	77%	76%	77%	76%	80%	77%
Overall image or reputation of Flower Mound	96%	91%	90%	92%	93%	90%	92%	92%	89%	92%

Percent reporting "good" or "excellent"

**Neighborhood Safety by Length of Residency and Income**

	Respondent length of residency				Annual household income			
	5 years or less	6-10 years	11 or more years	Overall results	Less than \$75,000	\$75,000 to less than \$125,000	\$125,000 or more	Overall results
Safety in your neighborhood during the day	97%	96%	97%	97%	96%	96%	98%	97%
Safety in your neighborhood after dark	89%	89%	90%	90%	87%	89%	92%	90%

Percent reporting "somewhat" or "very safe"

**Neighborhood Safety by Age, Gender and Race/Ethnicity**

	Respondent age				Respondent gender			Respondent race/ethnicity		
	18-34	35-54	55+	Overall results	Female	Male	Overall results	White alone, not Hispanic	Hispanic and/or other race	Overall results
Safety in your neighborhood during the day	97%	97%	96%	97%	96%	97%	97%	97%	93%	97%
Safety in your neighborhood after dark	86%	92%	89%	90%	88%	92%	90%	91%	86%	90%

Percent reporting "somewhat" or "very safe"

**Community Participation by Length of Residency and Income**

	Respondent length of residency				Annual household income			
	5 years or less	6-10 years	11 or more years	Overall results	Less than \$75,000	\$75,000 to less than \$125,000	\$125,000 or more	Overall results
Used Flower Mound public libraries or their services	71%	83%	78%	77%	77%	76%	78%	77%
Used the Flower Mound Community Activity Center	44%	48%	43%	45%	41%	47%	46%	45%
Participated in a recreation program or activity	46%	55%	47%	49%	48%	47%	51%	49%
Visited a neighborhood park or Town park	87%	86%	86%	86%	85%	90%	86%	87%
Attended a meeting of local elected officials or other local public meeting	16%	26%	40%	27%	23%	28%	29%	27%
Watched a public meeting of local elected officials or other local public meeting on cable television	19%	35%	43%	32%	36%	32%	30%	32%
Visited the Town's Web site	87%	87%	82%	85%	79%	88%	86%	85%
Recycled used paper, cans or bottles from your home	89%	91%	89%	90%	83%	91%	92%	90%

Percent reporting "good" or "excellent"

**Community Participation by Age, Gender and Race/Ethnicity**

	Respondent age				Respondent gender			Respondent race/ethnicity		
	18-34	35-54	55+	Overall results	Female	Male	Overall results	White alone, not Hispanic	Hispanic and/or other race	Overall results
Used Flower Mound public libraries or their services	78%	79%	69%	77%	78%	75%	77%	76%	80%	77%
Used the Flower Mound Community Activity Center	42%	51%	30%	45%	47%	43%	45%	44%	52%	45%
Participated in a recreation program or activity	47%	54%	38%	49%	49%	50%	49%	48%	53%	49%
Visited a neighborhood park or Town park	89%	89%	78%	86%	86%	87%	87%	87%	84%	87%
Attended a meeting of local elected officials or other local public meeting	13%	29%	37%	27%	26%	28%	27%	27%	27%	27%
Watched a public meeting of local elected officials or other local public meeting on cable television	20%	34%	38%	32%	31%	33%	32%	33%	29%	32%
Visited the Town's Web site	91%	87%	74%	85%	85%	86%	85%	85%	89%	86%
Recycled used paper, cans or bottles from your home	89%	91%	86%	90%	89%	91%	90%	89%	95%	90%

Percent reporting "good" or "excellent"

Quality of Services by Length of Residency and Income

	Respondent length of residency				Annual household income			
	5 years or less	6-10 years	11 or more years	Overall results	Less than \$75,000	\$75,000 to less than \$125,000	\$125,000 or more	Overall results
Police	88%	89%	84%	87%	86%	87%	88%	88%
Fire	96%	96%	97%	97%	95%	97%	97%	96%
Ambulance or emergency medical services	93%	96%	96%	95%	93%	95%	97%	95%
Municipal courts	83%	81%	80%	81%	78%	84%	80%	81%
Traffic enforcement	78%	71%	66%	72%	73%	75%	70%	73%
Street repair	53%	52%	48%	51%	51%	51%	52%	51%
Street lighting	59%	58%	49%	55%	51%	54%	58%	56%
Garbage collection	78%	80%	81%	80%	81%	79%	81%	80%
Recycling	79%	79%	85%	81%	83%	82%	80%	81%
Drinking water	80%	80%	85%	82%	76%	83%	83%	82%
Town parks	87%	86%	86%	86%	86%	89%	84%	86%
Recreation programs or classes	77%	81%	79%	79%	80%	80%	79%	80%
Community Activity Center or other recreation facilities	82%	88%	84%	84%	85%	87%	84%	85%
Land use, planning and zoning	59%	59%	50%	55%	61%	54%	57%	56%
Code enforcement	67%	67%	59%	64%	65%	58%	70%	65%
Animal control	83%	87%	76%	81%	83%	77%	84%	82%
Economic development	60%	58%	52%	57%	58%	60%	56%	57%
Services to seniors	65%	63%	52%	59%	61%	54%	63%	60%
Services to youth	77%	80%	70%	75%	82%	73%	75%	76%
Public library	79%	87%	88%	85%	80%	88%	84%	85%
Public information	74%	79%	75%	76%	75%	79%	76%	77%
Emergency preparedness	72%	79%	79%	77%	81%	77%	78%	78%
Preservation of open space	51%	57%	53%	53%	52%	53%	56%	54%

Percent reporting "good" or "excellent"

Quality of Services by Gender, Age and Race/Ethnicity

	Respondent age				Respondent gender			Respondent race/ethnicity		
	18-34	35-54	55+	Overall results	Female	Male	Overall results	White alone, not Hispanic	Hispanic and/or other race	Overall results
Police	87%	87%	88%	87%	89%	85%	87%	87%	85%	87%
Fire	94%	97%	97%	97%	97%	96%	97%	98%	90%	97%
Ambulance or emergency medical services	94%	95%	96%	95%	95%	96%	95%	96%	93%	96%
Municipal courts	82%	81%	79%	81%	85%	77%	81%	83%	75%	81%
Traffic enforcement	76%	71%	72%	72%	75%	68%	72%	73%	65%	72%
Street repair	49%	51%	53%	51%	53%	48%	51%	51%	46%	51%
Street lighting	60%	55%	51%	55%	54%	57%	55%	57%	45%	55%
Garbage collection	74%	80%	84%	80%	80%	80%	80%	80%	80%	80%
Recycling	80%	80%	83%	81%	81%	81%	81%	82%	76%	81%
Drinking water	83%	81%	83%	82%	80%	85%	82%	83%	74%	82%
Town parks	85%	86%	88%	86%	89%	84%	86%	88%	77%	86%
Recreation programs or classes	83%	79%	77%	79%	81%	76%	79%	80%	72%	79%
Community Activity Center or other recreation facilities	82%	86%	80%	84%	85%	84%	85%	86%	75%	84%
Land use, planning and zoning	58%	57%	50%	56%	59%	52%	55%	56%	51%	56%
Code enforcement	63%	65%	62%	64%	62%	66%	64%	64%	64%	64%
Animal control	83%	82%	79%	82%	81%	83%	82%	82%	79%	81%
Economic development	63%	56%	54%	57%	65%	48%	57%	57%	52%	57%
Services to seniors	74%	63%	46%	59%	67%	51%	60%	61%	50%	59%
Services to youth	78%	75%	75%	75%	77%	72%	75%	77%	64%	75%
Public library	79%	85%	90%	85%	85%	85%	85%	86%	81%	85%
Public information	76%	76%	77%	76%	79%	72%	76%	77%	72%	76%
Emergency preparedness	77%	77%	77%	77%	77%	77%	77%	77%	76%	77%
Preservation of open space	53%	52%	58%	53%	50%	57%	53%	53%	51%	53%

Percent reporting "good" or "excellent"

**Government Performance by Length of Residency and Income**

	Respondent length of residency				Annual household income			
	5 years or less	6-10 years	11 or more years	Overall results	Less than \$75,000	\$75,000 to less than \$125,000	\$125,000 or more	Overall results
The value of services for the taxes paid to Flower Mound	71%	70%	72%	71%	65%	74%	72%	71%
The overall direction that Flower Mound is taking	76%	68%	68%	71%	75%	71%	70%	71%

Percent reporting "good" or "excellent"

**Government Performance by Age, Gender and Race/Ethnicity**

	Respondent age				Respondent gender			Respondent race/ethnicity		
	18-34	35-54	55+	Overall results	Female	Male	Overall results	White alone, not Hispanic	Hispanic and/or other race	Overall results
The value of services for the taxes paid to Flower Mound	68%	70%	74%	71%	74%	67%	71%	72%	63%	71%
The overall direction that Flower Mound is taking	79%	68%	69%	71%	73%	69%	71%	72%	68%	71%

Percent reporting "good" or "excellent"

**Interest in the Town Pursuing Various Projects by Length of Residency and Income**

	Respondent length of residency				Annual household income			
	5 years or less	6-10 years	11 or more years	Overall results	Less than \$75,000	\$75,000 to less than \$125,000	\$125,000 or more	Overall results
How interested, if at all, would you or your household be in the Town providing a more extensive recycling program in Flower Mound?	90%	87%	83%	87%	82%	88%	89%	88%
How interested, if at all, would you or your household be in the Town pursuing options for a yard waste compost station to divert yard waste from going to the landfill?	78%	78%	73%	76%	75%	78%	77%	77%
How interested, if at all, would you or your household be in the Town building a stand-alone Senior Citizen Center in Flower Mound?	59%	70%	75%	68%	68%	69%	66%	67%
How interested, if at all, would you or your household be in the Town developing a dog park in Flower Mound?	61%	52%	53%	55%	53%	60%	54%	56%

Percent reporting "somewhat" or "very interested"

**Interest in the Town Pursuing Various Projects by Age, Gender and Race/Ethnicity**

	Respondent age				Respondent gender			Respondent race/ethnicity		
	18-34	35-54	55+	Overall results	Female	Male	Overall results	White alone, not Hispanic	Hispanic and/or other race	Overall results
How interested, if at all, would you or your household be in the Town providing a more extensive recycling program in Flower Mound?	95%	88%	74%	87%	89%	84%	87%	86%	93%	87%
How interested, if at all, would you or your household be in the Town pursuing options for a yard waste compost station to divert yard waste from going to the landfill?	83%	78%	66%	77%	78%	75%	77%	76%	79%	77%
How interested, if at all, would you or your household be in the Town building a stand-alone Senior Citizen Center in Flower Mound?	58%	66%	82%	68%	73%	62%	68%	68%	71%	68%
How interested, if at all, would you or your household be in the Town developing a dog park in Flower Mound?	67%	54%	47%	55%	59%	51%	55%	56%	53%	56%

Percent reporting "somewhat" or "very interested"

## Appendix E: Survey Methodology

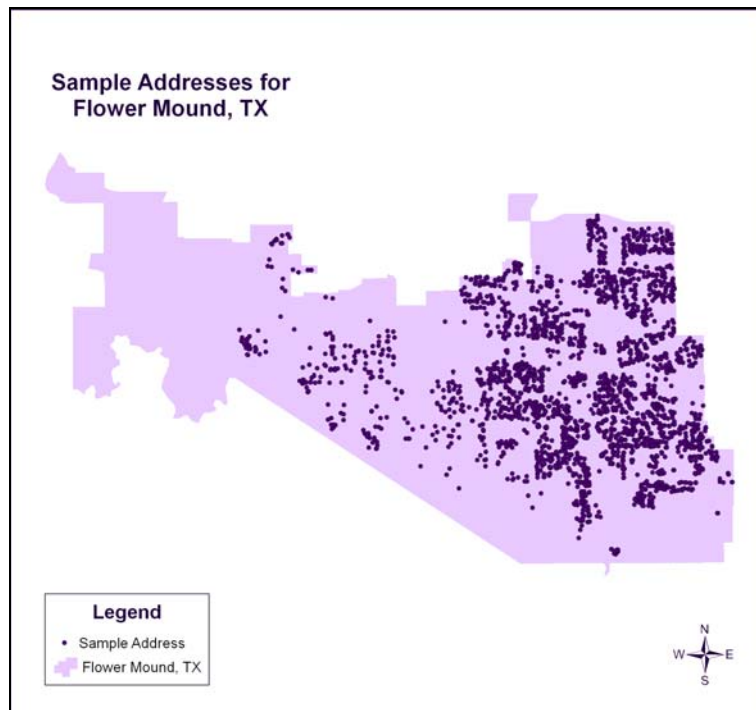
### Developing the Questionnaire

This is the first iteration of the Town of Flower Mound Citizen Survey. General citizen surveys, such as this one, ask recipients their perspectives about the quality of life in the Town, their use of Town amenities, their opinion on policy issues facing the Town and their assessment of Town service delivery. The citizen survey instrument for Flower Mound was developed by starting with a list of general questions that measure the quality of life and services in the Town. A list of topics was generated for new questions; topics and questions were modified to find those that were the best fit for the 2009 questionnaire. In an iterative process between Town staff and NRC staff, a final five-page questionnaire was created.

### Selecting Survey Recipients

“Sampling” refers to the method by which survey recipients are chosen. The “sample” refers to all those who were given a chance to participate in the survey. All households located in the Town of Flower Mound were eligible for the survey. Because local governments generally do not have inclusive lists of all the residences in the jurisdiction (tax assessor and utility billing databases often omit rental units), lists from the United States Postal Service (USPS), updated every three months, usually provide the best representation of all households in a specific geographic location. NRC used the USPS data to select the sample of households.

A larger list than needed was sampled so that a process referred to as “geocoding” could be used to eliminate addresses from the list that were outside the Town boundaries. Geocoding is a computerized process in which addresses are compared to electronically mapped boundaries and coded as inside or outside these boundaries. All addresses determined to be outside the study boundaries were eliminated from the sample. A random selection was made of the remaining addresses to create a final list of 3,000 addresses. Attached units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in detached housing units. Below is a map of sampled households.



An individual within each household was randomly selected to complete the survey using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

### **Survey Administration and Response**

Each selected household was contacted three times. First, a prenotification announcement, informing the household members that they had been selected to participate in the community survey was sent. Approximately one week after mailing the prenotification, each household was mailed a survey containing a cover letter signed by the mayor enlisting participation. The packet also contained a postage paid return envelope in which the survey recipients could return the completed questionnaire to NRC. A reminder letter and survey, scheduled to arrive one to two weeks after the first survey was the final contact. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey.

The mailings were sent in late October and early November 2009. Completed surveys were collected over the following four weeks. About 2% of the 3,000 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 2,947 households to have received a survey, 1,134 completed the survey, providing a response rate of 39%. This is a good response rate; typical response rates for a mailed resident survey range from 25% to 40%.

### **95% Confidence Intervals**

The 95% confidence interval (or “margin of error”) quantifies the “sampling error” or precision of the estimates made from the survey results. A 95% confidence interval can be calculated for any sample size, and indicates that in 95 of 100 surveys conducted like this one, for a particular item, a result would be found that is within  $\pm 3$  percentage points of the result that would be found if everyone in the population of interest was surveyed. The practical difficulties of conducting any resident survey may introduce other sources of error in addition to sampling error. Despite our best efforts to boost participation and ensure potential inclusion of all households, some selected households will decline participation in the survey (referred to as non-response error) and some eligible households may be unintentionally excluded from the listed sources for the sample (referred to as coverage error).

While the 95 percent confidence level for the survey is generally no greater than plus or minus three percentage points around any given percent reported for the entire sample, results for subgroups will have wider confidence intervals. Where estimates are given for subgroups, they are less precise. For comparisons among subgroups, the margin of error rises to approximately plus or minus 4% for sample sizes of 400 to plus or minus 10% for sample sizes of 100.

### **Survey Processing (Data Entry)**

Mailed surveys were returned to NRC via postage-paid business reply envelopes. Once received, staff assigned a unique identification number to each questionnaire. Additionally, each survey is reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys have been assigned a unique identification number, they are entered into an electronic dataset. This dataset is subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

## Survey Analysis

### Weighting the Data

The demographic characteristics of the survey sample were compared to those found in the 2006 American Community Survey Census estimates for adults in the Town. Sample results were weighted using the population norms to reflect the appropriate percent of those residents in the Town. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were respondent gender, age and housing tenure. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in differences of opinion among subgroups

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. A limitation of data weighting is that only 2-3 demographic variables can be adjusted in a single study. Several different weighting “schemes” are tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure they are accurately represented in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the figure on the following page.

Flower Mound Citizen Survey Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
<b>Housing<sup>1</sup></b>			
Rent home	7%	5%	7%
Own home	93%	95%	93%
<b>Race and Ethnicity<sup>2</sup></b>			
White alone, not Hispanic	87%	87%	86%
Hispanic and/or other race	13%	13%	14%
<b>Sex and Age<sup>3</sup></b>			
18-34 years of age	26%	8%	22%
35-54 years of age	55%	62%	56%
55+ years of age	19%	30%	22%
Female	51%	51%	53%
Male	49%	49%	47%
Females 18-34	14%	6%	13%
Females 35-54	28%	31%	29%
Females 55+	9%	14%	11%
Males 18-34	12%	2%	9%
Males 35-54	27%	32%	28%
Males 55+	10%	15%	10%

<sup>1</sup> Source: U.S. Census Bureau, 2005-2007 American Community Survey.

<sup>2</sup> Source: U.S. Census Bureau, 2000.

<sup>3</sup> Source: U.S. Census Bureau, 2006 American Community Survey.

## Analyzing the Data

The electronic dataset was analyzed by NRC staff using the Statistical Package for the Social Sciences (SPSS). For the most part, frequency distributions and mean ratings are presented in the body of the report. A complete set of frequencies for each survey question is presented in *Appendix B: Responses to Survey Questions*.

Also included are results by respondent characteristics (*Appendix D: Responses to Selected Survey Questions by Respondent Characteristics*). Chi-square or ANOVA tests of significance were applied to these breakdowns of selected survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. Where differences between subgroups are statistically significant, they have been marked with grey shading in the appendices.

## Appendix F: Jurisdictions Included in Benchmark Comparisons

Listed below are the jurisdictions included in the National comparisons provided for the Town of Flower Mound followed by the 2000 population according to the U.S. Census. At the end of this section are listed the jurisdictions included in the custom comparison (jurisdictions of similar population size to Flower Mound).

### National Benchmark Comparison

Agoura Hills, CA.....	20,537	Brea, CA.....	35,410
Alamogordo, NM.....	35,582	Breckenridge, CO.....	2,408
Albany, GA.....	76,939	Brevard County, FL.....	476,230
Albemarle County, VA.....	79,236	Brisbane, CA.....	3,597
Alpharetta, GA.....	34,854	Broken Arrow, OK.....	74,839
Ames, IA.....	50,731	Broomfield, CO.....	38,272
Andover, MA.....	31,247	Bryan, TX.....	34,733
Ankeny, IA.....	27,117	Burlingame, CA.....	28,158
Ann Arbor, MI.....	114,024	Burlington, MA.....	22,876
Arapahoe County, CO.....	487,967	Calgary, Canada.....	878,866
Archuleta County, CO.....	9,898	Cambridge, MA.....	101,355
Arkansas City, KS.....	11,963	Canandaigua, NY.....	11,264
Arlington County, VA.....	189,453	Cape Coral, FL.....	102,286
Arvada, CO.....	102,153	Carlsbad, CA.....	78,247
Asheville, NC.....	68,889	Carson City, NV.....	52,457
Aspen, CO.....	5,914	Cartersville, GA.....	15,925
Auburn, AL.....	42,987	Carver County, MN.....	70,205
Auburn, WA.....	40,314	Cary, NC.....	94,536
Aurora, CO.....	276,393	Castle Rock, CO.....	20,224
Austin, TX.....	656,562	Cedar Creek, NE.....	396
Avondale, AZ.....	35,883	Cedar Falls, IA.....	36,145
Baltimore County, MD.....	754,292	Centralia, IL.....	14,136
Barnstable, MA.....	47,821	Chandler, AZ.....	176,581
Batavia, IL.....	23,866	Chanhassen, MN.....	20,321
Battle Creek, MI.....	53,364	Chanute, KS.....	9,411
Bedford, MA.....	12,595	Charlotte County, FL.....	141,627
Beekman, NY.....	11,452	Charlotte, NC.....	540,828
Belleair Beach, FL.....	1,751	Chesapeake, VA.....	199,184
Bellevue, WA.....	109,569	Chesterfield County, VA.....	259,903
Bellflower, CA.....	72,878	Cheyenne, WY.....	53,011
Bellingham, WA.....	67,171	Chittenden County, VT.....	146,571
Benbrook, TX.....	20,208	Chula Vista, CA.....	173,556
Bend, OR.....	52,029	Claremont, CA.....	33,998
Benicia, CA.....	26,865	Clark County, WA.....	345,238
Bettendorf, IA.....	31,275	Clay County, MO.....	184,006
Billings, MT.....	89,847	Clearwater, FL.....	108,787
Blacksburg, VA.....	39,357	Cococino County, AZ.....	116,320
Bloomfield, NM.....	6,417	College Park, MD.....	24,657
Blue Ash, OH.....	12,513	Collier County, FL.....	251,377
Blue Earth, MN.....	3,621	Collinsville, IL.....	24,707
Blue Springs, MO.....	48,080	Colorado Springs, CO.....	360,890
Boise, ID.....	185,787	Concord, CA.....	121,780
Bonita Springs, FL.....	32,797	Concord, NC.....	55,977
Borough of Ebensburg, PA.....	3,091	Conyers, GA.....	10,689
Botetourt County, VA.....	30,496	Cooper City, FL.....	27,939
Boulder County, CO.....	291,288	Coral Springs, FL.....	117,549
Boulder, CO.....	94,673	Corpus Christi, TX.....	277,454
Bowling Green, KY.....	49,296	Corvallis, OR.....	49,322
Bozeman, MT.....	27,509	Coventry, CT.....	11,504
Branson, MO.....	6,050	Craig, CO.....	9,189

Cranberry Township, PA.....	23,625	Flagstaff, AZ .....	52,894
Crested Butte, CO .....	1,529	Florence, AZ.....	17,054
Creve Coeur, MO.....	16,500	Fort Collins, CO .....	118,652
Cumberland County, PA .....	213,674	Fort Worth, TX.....	534,694
Cupertino, CA.....	50,546	Freeport, IL.....	26,443
Dakota County, MN .....	355,904	Fridley, MN .....	27,449
Dallas, TX.....	1,188,580	Fruita, CO .....	6,478
Dania Beach, FL.....	20,061	Gainesville, FL.....	95,447
Davenport, IA.....	98,359	Gaithersburg, MD .....	52,613
Davidson, NC.....	7,139	Galt, CA .....	19,472
Daviess County, KY .....	91,545	GeorgeTown, CO .....	1,088
Davis, CA.....	60,308	GeorgeTown, TX.....	28,339
Daytona Beach, FL .....	64,112	Gig Harbor, WA.....	6,465
De Pere, WI .....	20,559	Gilbert, AZ.....	109,697
Decatur, GA.....	18,147	Gillette, WY.....	19,646
DeKalb, IL .....	39,018	Gladstone, MI .....	5,032
Del Mar, CA .....	4,389	Golden, CO.....	17,159
Delaware, OH .....	25,243	Goodyear, AZ.....	18,911
Delhi Township, MI .....	22,569	Grand County, CO.....	12,442
Delray Beach, FL.....	60,020	Grand Junction, CO .....	41,986
Denver (City and County), CO .....	554,636	Grand Prairie, TX.....	127,427
Des Moines, IA .....	198,682	Grandview, MO.....	24,881
Destin, FL.....	11,119	Greenville, SC.....	10,468
Dewey-Humboldt, AZ .....	6,295	Greenwood Village, CO .....	11,035
District of Saanich,Victoria, Canada .....	103,654	Gresham, OR.....	90,205
Douglas County, CO .....	175,766	Guelph, Ontario, Canada.....	114,943
Dover, DE .....	32,135	Gulf Shores, AL .....	5,044
Dover, NH.....	26,884	Gunnison County, CO .....	13,956
Downers Grove, IL .....	48,724	Gurnee, IL .....	28,834
Dublin, CA.....	29,973	Hampton, VA .....	146,437
Dublin, OH .....	31,392	Hanover County, VA .....	86,320
Duluth, MN.....	86,918	Hartford, CT.....	121,578
Duncanville, TX.....	36,081	Henderson, NV .....	175,381
Durango, CO.....	13,922	Hermiston, OR .....	13,154
Durham, NC.....	187,038	High Point, NC .....	85,839
Duval County, FL.....	778,879	Highland Park, IL .....	31,365
Eagle County, CO .....	41,659	Highlands Ranch, CO.....	70,931
East Providence, RI .....	48,688	Hillsborough County, FL.....	998,948
Eau Claire, WI .....	61,704	Honolulu, HI.....	876,156
Edmond, OK.....	68,315	Hopewell, VA .....	22,354
Edmonton, Canada .....	666,104	Hoquiam, WA.....	9,097
El Cerrito, CA .....	23,171	Hot Sulphur Springs, CO .....	521
El Paso, TX .....	563,662	Howell, MI .....	9,232
Elk Grove, CA.....	59,984	Hudson, NC.....	3,078
Ellisville, MO .....	9,104	Hudson, OH .....	22,439
Elmhurst, IL .....	42,762	Hurst, TX .....	36,273
Englewood, CO .....	31,727	Hutchinson, MN.....	13,080
Ephrata Borough, PA.....	13,213	Hutto, TX.....	1,250
Escambia County, FL.....	294,410	Independence, MO.....	113,288
Escanaba, MI .....	13,140	Indianola, IA.....	12,998
Eugene, OR .....	137,893	Irving, TX.....	191,615
Eustis, FL .....	15,106	Jackson County, OR .....	181,269
Evanston, IL.....	74,239	James City County, VA.....	48,102
Fairway, KS.....	3,952	Jefferson County, CO .....	527,056
Farmington, NM.....	37,844	Jefferson Parish, LA .....	455,466
Farmington, UT .....	12,081	Joplin, MO.....	45,504
Fayetteville, AR .....	58,047	Jupiter, FL .....	39,328
Federal Way, WA.....	83,259	Kamloops, Canada.....	77,281
Fishers, IN.....	37,835	Kannapolis, NC .....	36,910

Kearney, NE.....	27,431	Mesa, AZ.....	396,375
Keizer, OR.....	32,203	Miami Beach, FL.....	87,933
Kelowna, Canada.....	96,288	Milton, GA.....	30,180
Kent, WA.....	79,524	Milton, WI.....	5,132
Kettering, OH.....	57,502	Minneapolis, MN.....	382,618
King County, WA.....	1,737,034	Mission Viejo, CA.....	93,102
Kirkland, WA.....	45,054	Mission, KS.....	9,727
Kissimmee, FL.....	47,814	Missoula, MT.....	57,053
Kitsap County, WA.....	231,969	Montgomery County, MD.....	873,341
KutzTown Borough, PA.....	5,067	Montpelier, VT.....	8,035
La Mesa, CA.....	54,749	Montrose, CO.....	12,344
La Plata, MD.....	6,551	Mooresville, NC.....	18,823
La Vista, NE.....	11,699	Morgan Hill, CA.....	33,556
Laguna Beach, CA.....	23,727	MorganTown, WV.....	26,809
Lakewood, CO.....	144,126	Moscow, ID.....	21,291
Lane County, OR.....	322,959	Mountain View, CA.....	70,708
Laramie, WY.....	27,204	Mountlake Terrace, WA.....	20,362
Larimer County, CO.....	251,494	Multnomah County, OR.....	660,486
Lawrence, KS.....	80,098	Munster, IN.....	21,511
Lebanon, NH.....	12,568	Naperville, IL.....	128,358
Lebanon, OH.....	16,962	Nashville, TN.....	545,524
Lee's Summit, MO.....	70,700	Needham, MA.....	28,911
Lenexa, KS.....	40,238	New Orleans, LA.....	484,674
Lexington, VA.....	6,867	New York City, NY.....	8,008,278
Lincolnwood, IL.....	12,359	Newport Beach, CA.....	70,032
Little Rock, AR.....	183,133	Newport News, VA.....	180,150
Livermore, CA.....	73,345	Newport, RI.....	26,475
Lodi, CA.....	56,999	Normal, IL.....	45,386
Lone Tree, CO.....	4,873	North Branch, MN.....	8,023
Long Beach, CA.....	461,522	North Las Vegas, NV.....	115,488
Longmont, CO.....	71,093	North Palm Beach, FL.....	12,064
Louisville, CO.....	18,937	North Port, FL.....	22,797
Loveland, CO.....	50,608	North Vancouver, Canada.....	44,303
Lower Providence Township, PA.....	22,390	Northampton County, VA.....	13,093
Lyme, NH.....	1,679	Northglenn, CO.....	31,575
Lynchburg, VA.....	65,269	Novi, MI.....	47,386
Lynnwood, WA.....	33,847	O'Fallon, IL.....	21,910
Lynwood, CA.....	69,845	O'Fallon, MO.....	46,169
Madison, WI.....	208,054	Oak Park, IL.....	39,803
Manchester, CT.....	54,740	Oak Ridge, TN.....	27,387
Mankato, MN.....	32,427	Oakland Park, FL.....	30,966
Maple Grove, MN.....	50,365	Oakland Township, MI.....	13,071
Maplewood, MN.....	34,947	Oakville, Canada.....	144,738
Marana, AZ.....	13,556	Ocean City, MD.....	7,173
Marion, IA.....	7,144	Ocean Shores, WA.....	3,836
Maryland Heights, MO.....	25,756	Oklahoma City, OK.....	506,132
Maryville, MO.....	10,581	Olathe, KS.....	92,962
Maui, HI.....	128,094	Oldsmar, FL.....	11,910
Mauldin, SC.....	15,224	Olmsted County, MN.....	124,277
Mayer, MN.....	554	Olympia, WA.....	42,514
McAllen, TX.....	106,414	Orange Village, OH.....	3,236
Mecklenburg County, NC.....	695,454	Orleans Parish, LA.....	484,674
Medina, MN.....	4,005	Ottawa County, MI.....	238,314
Melbourne, FL.....	71,382	Overland Park, KS.....	149,080
Menlo Park, CA.....	30,785	Oviedo, FL.....	26,316
Meridian Charter Township, MI.....	38,987	Ozaukee County, WI.....	82,317
Merriam, KS.....	11,008	Palatine, IL.....	65,479
Merrill, WI.....	10,146	Palm Bay, FL.....	79,413
Mesa County, CO.....	116,255	Palm Beach County, FL.....	1,131,184

Palm Beach Gardens, FL .....	35,058	Santa Monica, CA .....	84,084
Palm Beach, FL.....	10,468	Sarasota, FL .....	52,715
Palm Coast, FL.....	32,732	Sault Sainte Marie, MI .....	16,542
Palm Springs, CA.....	42,807	Savannah, GA.....	131,510
Palo Alto, CA .....	58,598	Scott County, MN .....	89,498
Park Ridge, IL .....	37,775	Scottsdale, AZ.....	202,705
Parker, CO .....	23,558	Sedona, AZ.....	10,192
Pasadena, TX.....	141,674	Seminole, FL .....	10,890
Pasco County, FL.....	344,765	Sheldahl, IA.....	336
Pasco, WA .....	32,066	Shenandoah, TX.....	1,503
Peoria County, IL.....	183,433	Sherman, IL.....	2,871
Peoria, AZ .....	108,364	Shorewood, IL .....	7,686
Peters Township, PA.....	17,556	Shrewsbury, MA .....	31,640
Philadelphia, PA .....	1,517,550	Silverthorne, CO .....	3,196
Phoenix, AZ .....	1,321,045	Sioux Falls, SD.....	123,975
Pinellas County, FL.....	921,482	Skokie, IL.....	63,348
Pinellas Park, FL .....	45,658	Slater, IA .....	1,306
Pitkin County, CO .....	14,872	Smyrna, GA .....	40,999
Plano, TX.....	222,030	Snoqualmie, WA .....	1,631
Port Orange, FL.....	45,823	South Daytona, FL.....	13,177
Port St. Lucie, FL .....	88,769	South Haven, MI.....	5,021
Portland, OR.....	529,121	South Lake Tahoe, CA .....	23,609
Poway, CA .....	48,044	Southlake, TX.....	21,519
Prescott Valley, AZ.....	25,535	Sparks, NV.....	66,346
Prince Albert, Canada .....	34,291	Spokane Valley, WA.....	75,203
Prince William County, VA .....	280,813	Spotsylvania County, VA .....	90,395
Prior Lake, MN .....	15,917	Springboro, OH.....	12,380
Queen Creek, AZ .....	4,316	Springville, UT.....	20,424
Radford, VA.....	15,859	St. Cloud, FL.....	20,074
Rancho Cordova, CA .....	55,060	St. Cloud, MN.....	59,107
Raymore, MO .....	11,146	St. Louis County, MN.....	200,528
Redding, CA.....	80,865	Stafford County, VA .....	92,446
Reno, NV .....	180,480	Starkville, MS.....	21,869
Renton, WA.....	50,052	State College, PA.....	38,420
Richland, WA.....	38,708	Staunton, VA.....	23,853
Richmond Heights, MO .....	9,602	Steamboat Springs, CO .....	9,815
Richmond, CA.....	99,216	Sterling, CO.....	11,360
Rio Rancho, NM .....	51,765	Stillwater, OK.....	39,065
Riverdale, UT.....	7,656	Stockton, CA.....	243,771
Riverside, IL.....	8,895	Suamico, WI.....	8,686
Roanoke, VA.....	94,911	Sugar Grove, IL .....	3,909
Rochester, MI.....	10,467	Sugar Land, TX.....	63,328
Rock Hill, SC .....	49,765	Summit County, CO .....	23,548
Rockville, MD .....	47,388	Sunnyvale, CA .....	131,760
Roswell, GA .....	79,334	Suwanee, GA .....	8,725
Round Rock, TX.....	61,136	Tacoma Public Works, WA .....	NA
Rowlett, TX .....	44,503	Tacoma, WA.....	193,556
Saco, ME.....	16,822	Takoma Park, MD .....	17,299
Safford, AZ .....	9,232	Tallahassee, FL.....	150,624
Salina, KS.....	45,679	Temecula, CA.....	57,716
San Francisco, CA.....	776,733	Tempe, AZ.....	158,625
San Juan County, NM.....	113,801	Teton County, WY .....	18,251
San Luis Obispo County, CA.....	247,900	The Colony, TX.....	26,531
San Marcos, TX.....	34,733	Thornton, CO .....	82,384
San Rafael, CA.....	56,063	Thousand Oaks, CA .....	117,005
San Ramon, CA.....	44,722	Thunder Bay, Canada .....	109,016
Sandusky, OH .....	27,844	Titusville, FL .....	40,670
Sanford, FL.....	38,291	Tomball, TX.....	9,089
Santa Barbara County, CA .....	399,347	Troy, MI.....	80,959

Tuskegee, AL.....	11,846	Westminster, CO .....	100,940
Twin Falls, ID .....	34,469	Wethersfield, CT.....	26,271
Upper Merion Township, PA.....	28,863	Wheat Ridge, CO .....	32,913
Urbandale, IA .....	29,072	White House, TN.....	7,220
Vail, CO .....	4,531	Whitehorse, Canada.....	19,058
Valdez, AK .....	4,036	Whitewater, WI .....	13,437
Vancouver, WA .....	143,560	Wichita, KS.....	344,284
Victoria, Canada .....	78,057	Williamsburg, VA .....	11,998
Village of Howard City, MI.....	1,585	Willingboro Township, NJ.....	33,008
Virginia Beach, VA .....	425,257	Wilmington, IL .....	5,134
Visalia, CA .....	91,565	Wilmington, NC .....	90,400
Volusia County, FL.....	443,343	Windsor, CT .....	28,237
Wahpeton, ND .....	8,586	Winnipeg, Canada .....	619,544
Walnut Creek, CA .....	64,296	Winston-Salem, NC.....	185,776
Walton County, FL .....	40,601	Winter Garden, FL .....	14,351
Washington City, UT .....	8,186	Winter Park, FL .....	24,090
Washington County, MN .....	201,130	Woodbury, MN.....	46,463
Washoe County, NV.....	339,486	Woodridge, IL.....	30,934
Waukee, IA .....	5,126	Worcester, MA .....	172,648
Wausau, WI .....	38,426	Yellowknife, Canada.....	16,541
West Des Moines, IA.....	46,403	Yuma County, AZ.....	160,026
Western Eagle County Metro Rec District, CO .....	NA	Yuma, AZ.....	77,515
Westerville, OH .....	35,318		

**Population Size (45,000 to 85,000) Benchmark Comparison**

Albany, GA.....	76,939	Longmont, CO.....	71,093
Albemarle County, VA.....	79,236	Loveland, CO.....	50,608
Ames, IA.....	50,731	Lynchburg, VA.....	65,269
Asheville, NC.....	68,889	Lynwood, CA.....	69,845
Barnstable, MA.....	47,821	Manchester, CT.....	54,740
Battle Creek, MI.....	53,364	Maple Grove, MN.....	50,365
Bellflower, CA.....	72,878	Melbourne, FL.....	71,382
Bellingham, WA.....	67,171	Missoula, MT.....	57,053
Bend, OR.....	52,029	Mountain View, CA.....	70,708
Blue Springs, MO.....	48,080	Newport Beach, CA.....	70,032
Bowling Green, KY.....	49,296	Normal, IL.....	45,386
Broken Arrow, OK.....	74,839	Novi, MI.....	47,386
Carlsbad, CA.....	78,247	O'Fallon, MO.....	46,169
Carson City, NV.....	52,457	Ozaukee County, WI.....	82,317
Carver County, MN.....	70,205	Palatine, IL.....	65,479
Cheyenne, WY.....	53,011	Palm Bay, FL.....	79,413
Concord, NC.....	55,977	Palo Alto, CA.....	58,598
Corvallis, OR.....	49,322	Pinellas Park, FL.....	45,658
Cupertino, CA.....	50,546	Port Orange, FL.....	45,823
Davis, CA.....	60,308	Poway, CA.....	48,044
Daytona Beach, FL.....	64,112	Rancho Cordova, CA.....	55,060
Delray Beach, FL.....	60,020	Redding, CA.....	80,865
Downers Grove, IL.....	48,724	Renton, WA.....	50,052
East Providence, RI.....	48,688	Rio Rancho, NM.....	51,765
Eau Claire, WI.....	61,704	Rock Hill, SC.....	49,765
Edmond, OK.....	68,315	Rockville, MD.....	47,388
Elk Grove, CA.....	59,984	Roswell, GA.....	79,334
Evanston, IL.....	74,239	Round Rock, TX.....	61,136
Fayetteville, AR.....	58,047	Salina, KS.....	45,679
Federal Way, WA.....	83,259	San Rafael, CA.....	56,063
Flagstaff, AZ.....	52,894	Santa Monica, CA.....	84,084
Gaithersburg, MD.....	52,613	Sarasota, FL.....	52,715
Highlands Ranch, CO.....	70,931	Skokie, IL.....	63,348
James City County, VA.....	48,102	Sparks, NV.....	66,346
Joplin, MO.....	45,504	Spokane Valley, WA.....	75,203
Kamloops, Canada.....	77,281	St. Cloud, MN.....	59,107
Kent, WA.....	79,524	Sugar Land, TX.....	63,328
Kettering, OH.....	57,502	Temecula, CA.....	57,716
Kirkland, WA.....	45,054	Thornton, CO.....	82,384
Kissimmee, FL.....	47,814	Troy, MI.....	80,959
La Mesa, CA.....	54,749	Victoria, Canada.....	78,057
Lawrence, KS.....	80,098	Walnut Creek, CA.....	64,296
Lee's Summit, MO.....	70,700	West Des Moines, IA.....	46,403
Livermore, CA.....	73,345	Woodbury, MN.....	46,463
Lodi, CA.....	56,999	Yuma, AZ.....	77,515

## Appendix G: Copy of Survey Questionnaire

The following pages contain a copy of the questionnaire that survey participants were asked to complete.

# The Town of Flower Mound 2009 Citizen Survey

Please have the adult resident of the Town of Flower Mound household age 18 or older who most recently had a birthday complete this survey. Your answers will be used to help evaluate and set priorities for the Flower Mound Town government. Your answers are anonymous and will be reported in group form only. Thank you for responding.

**1. Please rate each of the following aspects of quality of life in Flower Mound:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Flower Mound as a place to live .....	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
Flower Mound as a place to raise children .....	1	2	3	4	5
Flower Mound as a place to work .....	1	2	3	4	5
Flower Mound as a place to retire.....	1	2	3	4	5
The overall quality of life in Flower Mound .....	1	2	3	4	5

**2. What do you think will be the single biggest issue facing the Town of Flower Mound over the next several years?**

- Growth
- Traffic
- Maintenance of streets and roads
- Water/wastewater
- Parks and recreation needs
- Economic development
- Aging neighborhoods
- Police services
- Fire services
- Natural gas exploration
- Other (specify): \_\_\_\_\_

**3. Please rate each of the following characteristics as they relate to Flower Mound as a whole:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community.....	1	2	3	4	5
Overall appearance of Flower Mound.....	1	2	3	4	5
Overall quality of new development in Flower Mound .....	1	2	3	4	5
Overall quality of business and service establishments in Flower Mound.....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Recreational opportunities .....	1	2	3	4	5
Employment opportunities .....	1	2	3	4	5
Opportunities to participate in social events and activities .....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Availability of paths and walking trails .....	1	2	3	4	5
Traffic flow on major streets.....	1	2	3	4	5
Availability of affordable dining.....	1	2	3	4	5
Quality of overall natural environment in Flower Mound.....	1	2	3	4	5
Overall image or reputation of Flower Mound .....	1	2	3	4	5

**4. Please rate the speed of growth in the following categories in Flower Mound over the past 2 years:**

	<i>Much too slow</i>	<i>Somewhat too slow</i>	<i>Right amount</i>	<i>Somewhat too fast</i>	<i>Much too fast</i>	<i>Don't know</i>
Population growth .....	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.).....	1	2	3	4	5	6
Jobs growth.....	1	2	3	4	5	6

**5. Please rate how safe or unsafe you feel from each of the following in Flower Mound:**

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
Violent crime (e.g., rape, assault, robbery) .....	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6

**6. Please rate how safe or unsafe you feel:**

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6

**7. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Flower Mound?**

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Flower Mound public libraries or their services.....	1	2	3	4	5
Used the Flower Mound Community Activity Center.....	1	2	3	4	5
Participated in a recreation program or activity.....	1	2	3	4	5
Visited a neighborhood park or Town park.....	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting.....	1	2	3	4	5
Watched a meeting of local elected officials or other local public meeting on cable television.....	1	2	3	4	5
Visited the Town's Web site (at <a href="http://www.flower-mound.com">www.flower-mound.com</a> ).....	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5

**8. Please rate the quality of each of the following services in Flower Mound:**

	Excellent	Good	Fair	Poor	Don't know
Police.....	1	2	3	4	5
Fire.....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Municipal courts.....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Street repair.....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Town parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Community Activity Center and other recreation facilities.....	1	2	3	4	5
Land use, planning and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.).....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Public library.....	1	2	3	4	5
Public information.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of open space.....	1	2	3	4	5

**9. Overall, how do you rate the quality of services in the Town of Flower Mound?**

- Excellent     
  Good     
  Fair     
  Poor     
  Don't know

**10. Please rate the quality of each of the following services/programs that currently are being funded by the four dedicated sales taxes (each are one-fourth of one percent), approved by voters in 2007.**

	Excellent	Good	Fair	Poor	Don't know
Parks and recreation improvements (playground equipment and park improvement).....	1	2	3	4	5
Street maintenance (increased maintenance and reconstruction).....	1	2	3	4	5
Crime Control and Prevention District (more patrol officers, equipment)..	1	2	3	4	5
Fire Control, Prevention, and Emergency Medical Services District (more firefighters, new stations, equipment).....	1	2	3	4	5

11. Please rate the current level of code enforcement (high grass, falling fences, junk vehicles, etc.) provided by the Town.  
 Too assertive     Just right     Not assertive enough     Don't know

12. Have you had any in-person or phone contact with an employee of the Town of Flower Mound within the last 12 months (including police, receptionists, planners or any others)?  
 No → Go to Question 14     Yes → Go to Question 13

13. What was your impression of the employee(s) of the Town of Flower Mound in your most recent contact? (Rate each characteristic below.)

	Excellent	Good	Fair	Poor	Don't know
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy.....	1	2	3	4	5
Overall impression.....	1	2	3	4	5

14. Please rate the following categories of Flower Mound government performance:

	Excellent	Good	Fair	Poor	Don't know
The value of services for the taxes paid to Flower Mound.....	1	2	3	4	5
The overall direction that Flower Mound is taking.....	1	2	3	4	5

15. Please rate the following statements by circling the number that most closely represents your opinion.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
Flower Mound's local government is run for the benefit of all the people.....	1	2	3	4	5	6
Flower Mound Town government welcomes citizen involvement.....	1	2	3	4	5	6
Local tax dollars are being spent wisely.....	1	2	3	4	5	6
I recommend Flower Mound's Town government as an example of how to provide local government services.....	1	2	3	4	5	6

16. Please indicate how likely or unlikely you are to do each of the following:

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know
Recommend living in Flower Mound to someone who asks.....	1	2	3	4	5
Remain in Flower Mound for the next five years.....	1	2	3	4	5

17. How informed do you consider yourself about local government issues and operations of the Town of Flower Mound?

- Very informed
- Moderately informed
- Slightly informed
- Not well informed

18. Where do you get most of your information about the Town of Flower Mound? (Please check only one.)

- Attending government meetings
- E-town Bulletins (monthly electronic bulletins)
- FMTV – Government Access Channel
- Local Flower Mound newspapers
- Neighborhood organizations
- Social media (facebook, twitter, etc.)
- Town Web site ([www.flower-mound.com](http://www.flower-mound.com))
- Utility bill inserts
- Word of mouth
- Don't know
- Other

19. How interested, if at all, would you or your household be in the Town providing a more extensive recycling program in Flower Mound (e.g., 68 gallon recycling carts, a new rewards program)?

- Very interested
- Somewhat interested
- Not at all interested

20. Thinking about the possibility of the Town implementing a more extensive recycling program in Flower Mound, please indicate the extent to which you would support or oppose each of the following:

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>
Keeping service levels the same with no increase per month on your monthly utility bill .....	1	2	3	4
Adding 68 gallon recycling carts and pay \$3.00 more per month.....	1	2	3	4
Adding 68 gallon recycling carts and a new rewards program and pay \$4.00 more per month.....	1	2	3	4

21. How interested, if at all, would you or your household be in the Town pursuing options for a yard waste compost station to divert yard waste from going to the landfill (e.g., a compost station in Flower Mound or contracting with another city).

- Very interested
- Somewhat interested
- Not at all interested

22. How interested, if at all, would you or your household be in the Town building a stand-alone Senior Citizen Center in Flower Mound?

- Very interested
- Somewhat interested
- Not at all interested

23. How interested, if at all, would you or your household be in the Town developing a dog park in Flower Mound?

- Very interested
- Somewhat interested
- Not at all interested

24. If the Town were to develop a dog park in Flower Mound, how likely would you or your household be to use it?

- Very likely
- Somewhat likely
- Somewhat unlikely
- Very unlikely

25. For each type of shopping, please estimate how frequently or infrequently you make purchases within the town limits of Flower Mound:

	<i>Almost never</i>	<i>Rather infrequently</i>	<i>Rather frequently</i>	<i>Almost always</i>	<i>Don't know</i>
Grocery shopping .....	1	2	3	4	5
Health services .....	1	2	3	4	5
Meals or entertainment .....	1	2	3	4	5
Household items.....	1	2	3	4	5
Computers or electronics .....	1	2	3	4	5
General retail (shoes, beauticians, clothing, etc.).....	1	2	3	4	5

26. When you shop outside of Flower Mound, why do you shop outside of Flower Mound? (Check all that apply.)

- Don't shop outside of Flower Mound
- It is convenient; on my way to or from work or near my home
- I like the range of quality goods and services
- Desired item is not available in Flower Mound
- It is more affordable
- Visit a mall or other major retailers
- Other

The final questions are about you and your household. Again, your answers to this survey are completely anonymous and will be reported in group form only.

D1. How many years have you lived in Flower Mound?  
\_\_\_\_\_ (Please mark "0" if less than 6 months.)

D2. What city do you work in or nearest to? (Please check only one.)

- |   |   |
|---|---|
| <input type="checkbox"/> I work from home | <input type="checkbox"/> Grapevine            |
| <input type="checkbox"/> Allen            | <input type="checkbox"/> Irving               |
| <input type="checkbox"/> Carrollton       | <input type="checkbox"/> Lewisville           |
| <input type="checkbox"/> Colleyville      | <input type="checkbox"/> McKinney             |
| <input type="checkbox"/> Coppell          | <input type="checkbox"/> North Richland Hills |
| <input type="checkbox"/> Dallas           | <input type="checkbox"/> Plano                |
| <input type="checkbox"/> Denton           | <input type="checkbox"/> Richardson           |
| <input type="checkbox"/> Flower Mound     | <input type="checkbox"/> Rowlett              |
| <input type="checkbox"/> Frisco           | <input type="checkbox"/> Southlake            |
| <input type="checkbox"/> Ft. Worth        | <input type="checkbox"/> Other                |

D3. About how far is the distance between your home and workplace?  
\_\_\_\_\_ miles (Please round to the nearest mile. If you work from home, record "0")

D4. What travel method do you typically use to get to work? (Please check only one.)

- |                                      |                                  |
|--------------------------------------|----------------------------------|
| <input type="checkbox"/> Drive alone | <input type="checkbox"/> Carpool |
| <input type="checkbox"/> Bicycle     | <input type="checkbox"/> Bus     |
| <input type="checkbox"/> Walk        | <input type="checkbox"/> Other   |

D5. Do you own or rent your residence?

- Rent  
 Own

D6. How many people (including yourself) live in your household?

\_\_\_\_\_ people

D7. How many people in your household are under 18 years of age?

\_\_\_\_\_ people

D8. What is the highest degree or level of school you have completed?

- 0-11 years, no diploma  
 High school graduate  
 Some college or associate degree  
 Bachelor's degree  
 Graduate or professional degree

D9. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian, Eskimo or Aleut  
 Asian or Pacific Islander  
 Black or African American  
 White or Caucasian  
 Other

D10. Are you of Hispanic origin?

- Yes  
 No

D11. Which of the following best describes your age?

- |                                |  |
|--------------------------------|--|
| <input type="checkbox"/> 18-24 | <input type="checkbox"/> 45-54             |
| <input type="checkbox"/> 25-34 | <input type="checkbox"/> 55-64             |
| <input type="checkbox"/> 35-44 | <input type="checkbox"/> 65 years or older |

D12. About how much was your household's total income before taxes in 2008? (Please include your total income from all sources for all persons living in your household.)

- Less than \$25,000  
 \$25,000 to \$49,999  
 \$50,000 to \$74,999  
 \$75,000 to \$99,999  
 \$100,000 to \$124,999  
 \$125,000 to \$149,999  
 \$150,000 or more

D13. Your gender:

- Female  
 Male

Thank you! Please return the survey in the enclosed business reply envelope to:  
National Research Center, Inc., PO BOX 549, Belle Mead NJ 08502-9922  
If you have any questions about this survey, please contact:  
Mark Wood, Town of Flower Mound, 972-874-6079