

THE NCSTM
The National Citizen SurveyTM

Flower Mound, TX

Dashboard Summary of Findings

2017



2955 Valmont Road Suite 300
Boulder, Colorado 80301
n-r-c.com • 303-444-7863



Leaders at the Core of Better Communities

777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment, and Community Engagement). This report summarizes Flower Mound’s performance in the eight facets of community livability with the “General” rating as a summary of results from the overarching questions not shown within any of the eight facets. The “Overall” represents the community pillar in its entirety (the eight facets and general).

By summarizing resident ratings across the eight facets and three pillars of a livable community, a picture of Flower Mound’s community livability emerges. Below, the color of each community facet summarizes how residents rated each of the pillars that support it – Community Characteristics, Governance, and Participation. When most ratings were higher than the benchmark, the color is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

Overall, ratings for the dimensions of community livability were strong and similar to or higher than communities across the nation. Ratings for general aspects and as well as the facet of Recreation and Wellness within Community Characteristics were rated particularly high. The general aspects and the facets of Safety, Natural Environment, Built Environment, Economy and Recreation and Wellness were also rated highly within the pillar of Governance and tended to be higher than the national benchmark. Within the pillar of Participation, the facet of Built Environment was also rated highly and tended to be higher than the benchmarks. Ratings for all other facets were similar to comparison communities. This information can be helpful in identifying the areas that merit more attention.

Figure 1: Dashboard Summary

	Community Characteristics			Governance			Participation		
	Higher	Similar	Lower	Higher	Similar	Lower	Higher	Similar	Lower
Overall	18	29	1	21	21	0	4	28	2
General	6	1	0	2	1	0	0	3	0
Safety	1	2	0	6	1	0	1	1	1
Mobility	0	6	0	2	3	0	0	2	0
Natural Environment	1	2	0	3	3	0	0	3	0
Built Environment	0	5	0	3	3	0	1	1	0
Economy	2	6	0	1	0	0	1	1	1
Recreation and Wellness	6	1	0	4	0	0	0	5	0
Education and Enrichment	2	1	1	0	2	0	0	2	0
Community Engagement	0	5	0	0	8	0	1	10	0

Legend	
	Higher
	Similar
	Lower

The National Citizen Survey™

Figure 2: Detailed Dashboard

	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
General	Overall appearance	↔	↑	93%	Customer service	↔	↑	87%	Recommend Flower Mound	↔	↔	95%
	Overall quality of life	↔	↑	95%	Services provided by Flower Mound	↔	↑	88%	Remain in Flower Mound	↔	↔	88%
	Place to retire	↔	↔	72%	Services provided by the Federal Government	↔	↔	40%	Contacted Flower Mound employees	↔	↔	51%
	Place to raise children	↔	↑	97%								
	Place to live	↔	↑	96%								
	Neighborhood	↔	↑	94%								
	Overall image	↔	↑	93%								
Safety	Overall feeling of safety	↔	↑	98%	Police	↑	↑	94%	Was NOT the victim of a crime	↔	↔	94%
	Safe in neighborhood	↔	↔	99%	Crime prevention	↔	↑↑	94%	Did NOT report a crime	↔	↑	87%
	Safe downtown/commercial area	↔	↔	99%	Fire	↔	↑	99%	Stocked supplies for an emergency	↓	↓	25%
					Fire prevention	↑	↑	93%				
					Ambulance/EMS	↔	↑	98%				
					Emergency preparedness	↔	↔	71%				
				Animal control	↑	↑	90%					
Mobility	Traffic flow	↓	↔	44%	Street repair	↔	↑	64%	Carpooled instead of driving alone	↔	↔	43%
	Travel by car	↓	↔	64%	Street cleaning	↔	↑	76%	Walked or biked instead of driving	↔	↔	53%
	Travel by bicycle	↔	↔	40%	Street lighting	↔	↔	65%				
	Ease of walking	↔	↔	62%	Sidewalk maintenance	↔	↔	57%				
	Overall ease travel	↓	↔	76%	Traffic signal timing	↔	↔	58%				
	Paths and walking trails	↔	↔	73%								
Natural Environment	Overall natural environment	↔	↔	77%	Garbage collection	↔	↔	92%	Recycled at home	↔	↔	95%
	Air quality	↔	↔	86%	Recycling	↔	↑	91%	Conserved water	↔	↔	87%
	Cleanliness	↔	↑	95%	Yard waste pick-up	↔	↑	91%	Made home more energy efficient	↔	↔	77%
					Drinking water	↔	↑	88%				
					Open space	↔	↔	56%				
				Natural areas preservation	↔	↔	60%					
Built Environment	New development in Flower Mound	↓	↔	66%	Sewer services	↑	↑	94%	NOT experiencing housing cost stress	↔	↑	84%
	Affordable quality housing	↓	↔	56%	Storm drainage	↔	↑	81%	Did NOT observe a code violation	↔	↔	61%
	Housing options	↔	↔	67%	Utility billing	↔	↔	81%				
	Overall built environment	↔	↔	73%	Land use, planning and zoning	↓	↔	51%				
	Public places	↔	↔	75%	Code enforcement	↔	↑	74%				
				Cable television	↓	↔	58%					

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

The National Citizen Survey™

	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
Economy	Overall economic health	↔	↑↑	91%	Economic development	↔	↑	72%	Economy will have positive impact on income	↑	↑↑	49%
	Shopping opportunities	↔	↔	70%					Purchased goods or services in Flower Mound	↔	↔	98%
	Employment opportunities	↔	↔	40%					Work in Flower Mound	↔	↓	32%
	Place to visit	↔	↔	56%								
	Cost of living	↔	↑	63%								
	Vibrant downtown/commercial area	↓	↔	45%								
	Place to work	↔	↔	61%								
Recreation and Wellness	Business and services	↔	↔	78%								
	Fitness opportunities	↔	↑	85%	Town parks	↔	↑	90%	In very good to excellent health	↔	↔	78%
	Recreational opportunities	↑	↔	83%	Recreation centers	↔	↑	85%	Used Flower Mound recreation centers	↔	↔	64%
	Health care	↔	↑	88%	Recreation programs	↑	↑	84%	Visited a Town park	↔	↔	85%
	Food	↑	↑	87%	Health services	↔	↑	90%	Ate 5 portions of fruits and vegetables	↔	↔	89%
	Mental health care	↔	↑	71%					Participated in moderate or vigorous physical activity	↔	↔	90%
	Health and wellness	↔	↑	91%								
Education and Enrichment	Preventive health services	↔	↑	89%								
	Cultural/arts/music activities	↔	↓	40%	Public libraries	↔	↔	92%	Used Flower Mound public libraries	↔	↔	58%
	Child care/preschool	↑	↑↑	85%	Special events	↔	↔	68%	Attended a Town-sponsored event	↑	↔	50%
	Adult education	↔	↔	58%								
Community Engagement	Overall education and enrichment	↔	↑	86%								
	Opportunities to participate in community matters	↔	↔	68%	Public information	↔	↔	81%	Sense of community	↔	↑	76%
	Opportunities to volunteer	↔	↔	71%	Overall direction	↓	↔	59%	Voted in local elections	↔	↔	85%
	Openness and acceptance	↔	↔	68%	Value of services for taxes paid	↔	↔	67%	Talked to or visited with neighbors	↔	↔	96%
	Social events and activities	↔	↔	61%	Welcoming citizen involvement	↔	↔	58%	Attended a local public meeting	↔	↔	24%
	Neighborliness	↔	↔	73%	Confidence in Town government	↔	↔	59%	Watched a local public meeting	↔	↔	24%
					Acting in the best interest of Flower Mound	↓	↔	57%	Volunteered	↑	↔	42%
					Being honest	↓	↔	58%	Participated in a club	↑	↔	33%
					Treating all residents fairly	↔	↔	64%	Campaigned for an issue, cause or candidate	↑	↔	27%
									Contacted Flower Mound elected officials	↔	↔	20%
								Read or watched local news	↔	↔	88%	
								Done a favor for a neighbor	↔	↔	89%	

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available