

**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

Flower Mound, TX  
Community Livability Report

2017



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# About

The National Citizen Survey™ (The NCS) report is about the “livability” of Flower Mound. The phrase “livable community” is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. 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).

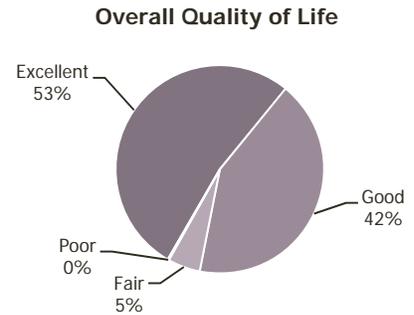
The Community Livability Report provides the opinions of a representative sample of 478 residents of the Town of Flower Mound. The margin of error around any reported percentage is 5% for the entire sample. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.



# Quality of Life in Flower Mound

Almost all residents rated the quality of life in Flower Mound as excellent or good. This rating was higher than the national benchmark (see Appendix B of the *Technical Appendices* provided under separate cover).

Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet 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.



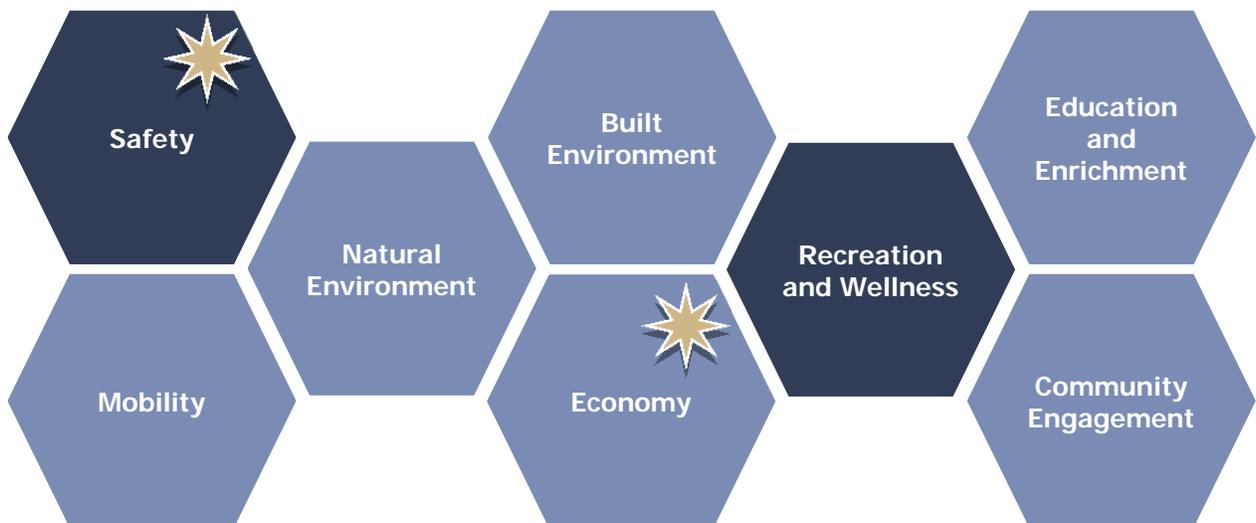
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. As in 2013, residents identified Safety and Economy as priorities for the Flower Mound community in the coming two years. It is noteworthy that Flower Mound residents gave strong ratings to both of these facets of community. Ratings for Safety and Recreation and Wellness were exceptionally strong. Ratings for Mobility, Built Environment, Economy, Education and Enrichment, and Community Engagement were positive and similar to other communities. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance, and Participation and ending with results for Flower Mound's unique questions.

## Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

- \* Most important



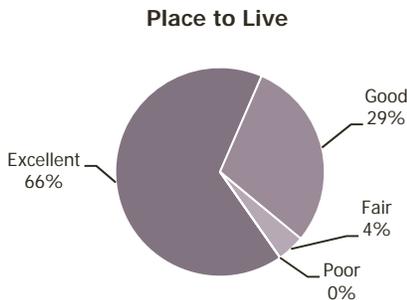
# Community Characteristics

*What makes a community livable, attractive and a place where people want to be?*

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Flower Mound, 96% rated the Town as an excellent or good place to live. Respondents' ratings of Flower Mound as a place to live were higher than ratings in other communities across the nation.

In addition to rating the Town as a place to live, respondents rated several aspects of community quality including Flower Mound as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Flower Mound, and its overall appearance. About 9 in 10 respondents gave positive ratings to Flower Mound's overall image, their neighborhoods as places to live, Flower Mound as a place to raise children, and the Town's overall appearance. Ratings for each of these characteristics were higher than the national benchmark. Close to 7 in 10 residents awarded high marks for Flower Mound as a place to retire and this rating was similar to those given in comparison communities.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. Nearly all residents gave positive ratings to the overall feeling of safety in Flower Mound, which was higher than the national benchmark. A similar proportion gave favorable evaluations to their feelings of safety in their neighborhoods and in the Town's downtown/commercial area; these ratings were similar to those given in communities across the nation. Measures of Mobility, Natural Environment, Built Environment, Economy, and Community Engagement all tended to be rated positively by at least a majority of residents and tended to be similar to or higher than ratings given in other communities. The highest-rated aspects within these facets were overall ease of travel, availability of paths and walking trails, overall natural environment, cleanliness, air quality, overall built environment, public places where people want to spend time, business and service establishments, overall economic health, education and enrichment opportunities, availability of affordable quality child care/preschool, neighborliness and opportunities to volunteer, with at least 7 in 10 giving each of these an excellent or good evaluation. Within Recreation and Wellness, all aspects were rated especially well by about 7 in 10 or more and tended to be higher than the national benchmark.

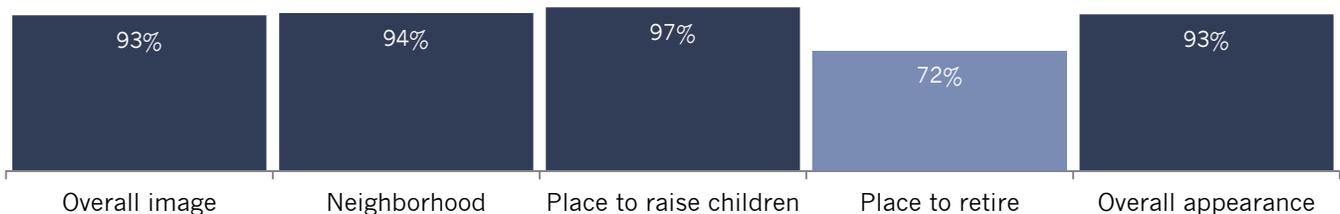


Compared to 2014, ratings for recreational opportunities, availability of affordable quality food and availability of affordable quality childcare/preschool were higher in 2017. Ratings for traffic flow, ease of travel by car, overall ease of travel, new development in Flower Mound, availability of affordable quality housing, and having a vibrant downtown/commercial area decreased when compared to 2015 (see the *Trends over Time* report provided under a separate cover for more detail).

detail).

Percent rating positively (e.g., excellent/good)

Comparison to national benchmark  
 ■ Higher ■ Similar ■ Lower



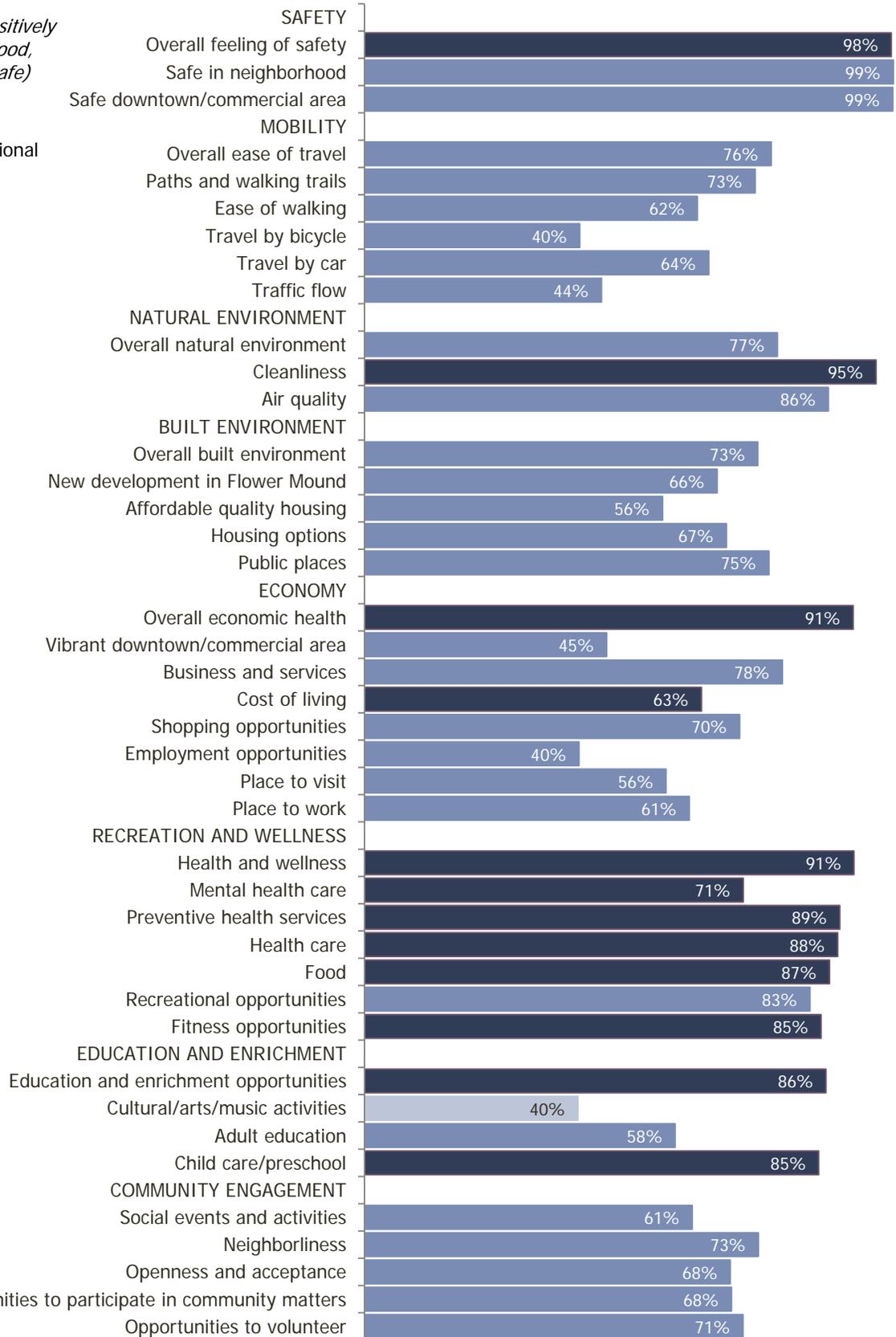
# The National Citizen Survey™

Figure 1: Aspects of Community Characteristics

*Percent rating positively  
(e.g., excellent/good,  
very/somewhat safe)*

Comparison to national  
benchmark

- Higher
- Similar
- Lower



# Governance

*How well does the government of Flower Mound meet the needs and expectations of its residents?*

The overall quality of the services provided by Flower Mound as well as the manner in which these services are provided are a key component of how residents rate their quality of life. Residents' ratings for Flower Mound's overall quality of services were higher than the benchmark with 88% of respondents rating them as excellent or good and were higher than comparison communities. About 4 in 10 residents gave favorable ratings to services provided by the Federal Government, a rating that was similar to the national benchmark.

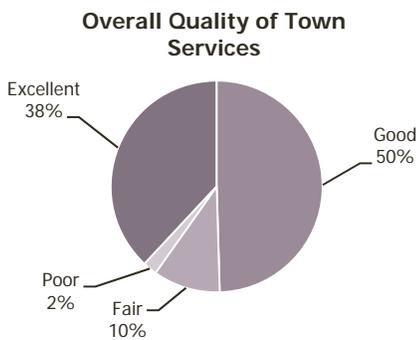
Survey respondents also rated various aspects of Flower Mound's leadership and governance. A majority gave positive ratings to the overall direction of Flower Mound, the job the Town does at welcoming citizen involvement, confidence in Town government, acting in the best interest of Flower Mound, and being honest. About two-thirds of residents gave excellent or good ratings to the value of services for taxes paid and treating all residents fairly and almost 9 in 10 gave high ratings to the customer services provided by Flower Mound employees. All of these ratings were similar to the national benchmark, with the exception of customer service, which was higher than communities across the nation.

Respondents evaluated over 30 individual services and amenities available in Flower Mound. Overall, ratings for Governance were similar to or higher than municipalities across the U.S. At least 9 in 10 survey respondents rated nearly all aspects of Safety and these were higher than the benchmark; the one exception was emergency

preparedness, given positive evaluations by about 7 in 10 participants and was similar to communities elsewhere. Within the facet of Mobility, street repair and street cleaning were both rated higher than the benchmark, and the remaining items were rated favorably at least half of residents and were similar to other communities nationwide. Three of the six measures of Natural Environment were higher than the benchmark and rated 8 in 10 or more. Measures of Built Environment tended to vary; three items were similar to the national benchmark ranging from 51% excellent or good for land use, planning and zoning to 81% for utility billing, while the other aspects were rated higher than the benchmark and ranged from 74% for code enforcement to 94% for sewer services. The facet of Economy was rated positively by about 7 in 10 residents and was higher than other communities.

Similarly, all aspects of Recreation and Wellness were higher than the national benchmark with at least four out of five survey respondents rating each as excellent or good. All facets of Education and Enrichment as well as Community Engagement were rated positively by at least two-thirds of respondents and were similar to the national benchmark.

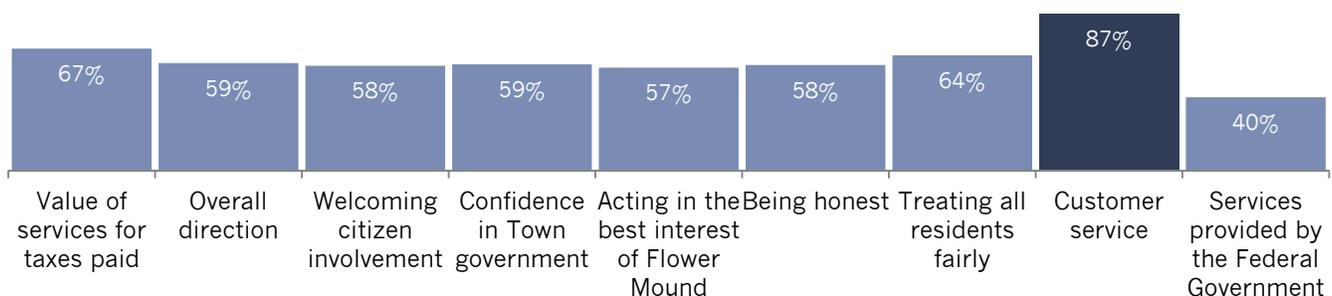
Within the pillar of Governance, the aspects of land use, planning and zoning, cable television, overall direction Flower Mound is taking, acting in the best interest of Flower Mound and being honest all decreased in rating when compared to 2015. However, the aspects of police, fire prevention, animal control, sewer services and recreation programs received higher ratings in 2017.



Percent rating positively (e.g., excellent/good)

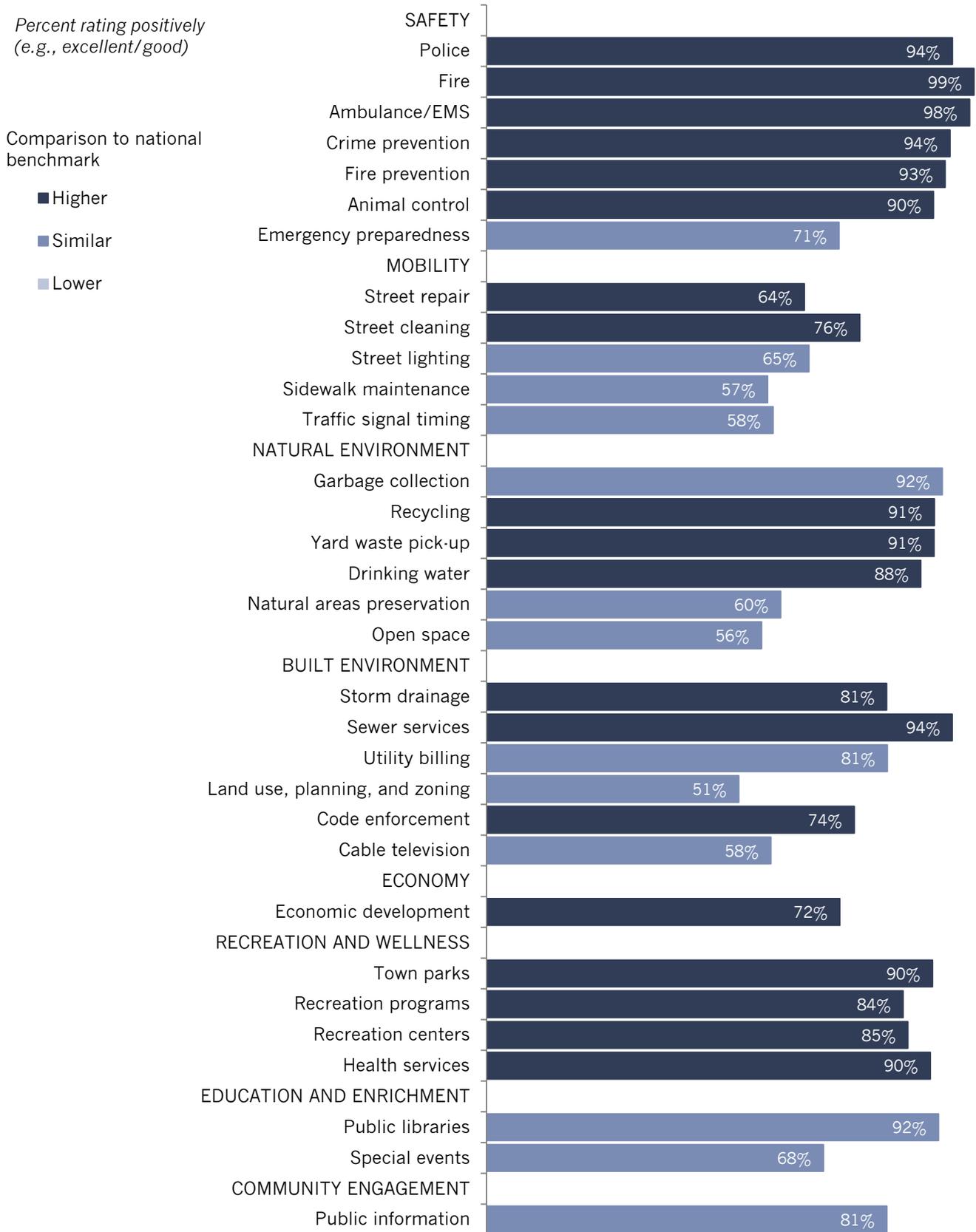
Comparison to national benchmark

■ Higher ■ Similar ■ Lower



## The National Citizen Survey™

Figure 2: Aspects of Governance



# Participation

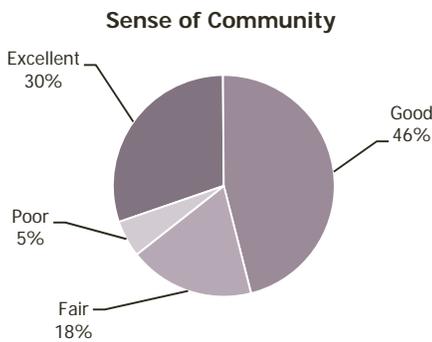
*Are the residents of Flower Mound connected to the community and each other?*

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses, and other organizations help to create a sense of community, a shared sense of membership, belonging and history. The overall sense of community in Flower Mound received positive ratings from 76% of residents, a rating that was higher than other communities in the nation.

Nearly all residents were likely to recommend living in Flower Mound and 88% planned to remain in the Town for the next 5 years; these ratings were similar to other communities across the nation. About half of citizens reported they had contacted a City employee, a level that was also similar to those reported in other communities.

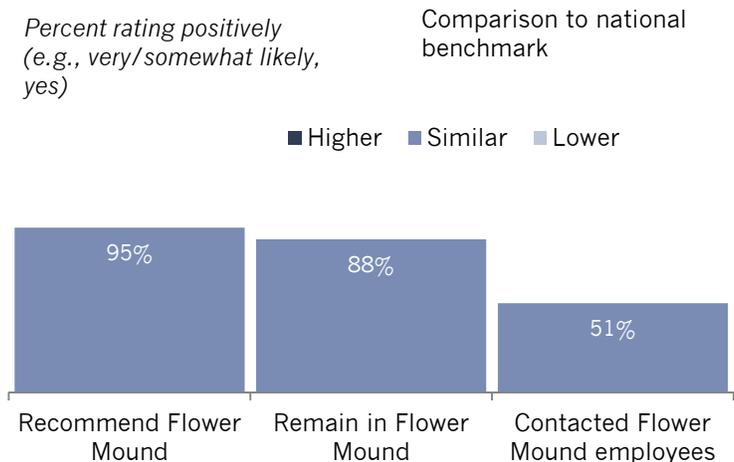
The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Levels of participation tended to be mixed across the different facets. Within the facet of Safety, about 9 in 10 residents reported they had not been the victim of a crime and 87% had not reported a crime (a level higher than the national benchmark). About one in four residents had stocked supplies for an emergency; this rating was lower than the national benchmark. Evaluations for Mobility were similar to other communities, with about 4 in 10 residents reporting they carpooled instead of driving alone and about half of participants had walked or biked instead of driving. Nearly all residents reported that they recycled at home (95%), and about three-quarters of participants had reported making their home more energy efficient. Aspects for Built Environment were very favorable with around four in five residents indicated they were not under

housing stress, which is higher than the national benchmark. Ratings varied widely within Economy; almost all residents reported they had purchased goods or services in Flower Mound and about half were optimistic that the economy would have a positive impact on their income (a level higher than those reported elsewhere) while only 32% of residents worked in Flower Mound (level lower than levels in the benchmark communities). Rates of Participation for Recreation and Wellness, Education and Enrichment and Community Engagement tended to be similar to rates reported across the nation. About 8 in 10 or more respondents reported they had visited a Town park, ate five portions of fruits and vegetables, participated in moderate or vigorous exercise, talked to or visited with their neighbors, done a favor for their neighbor, read or watched the local news, and voted in local elections. On the other hand, about one-quarter or less had contacted Flower Mound



On the other hand, about one-quarter or less had contacted Flower Mound elected officials, attended or watched a local public meeting.

In 2017, only stocking emergency supplies for an emergency decreased in level of participation when compared to 2015. Levels of participation for belief that the economy will have a positive impact on respondent's income, attending a Town-sponsored event, volunteering, participating in a club and campaigning for an issue, cause or candidate were all measured higher than in 2015.



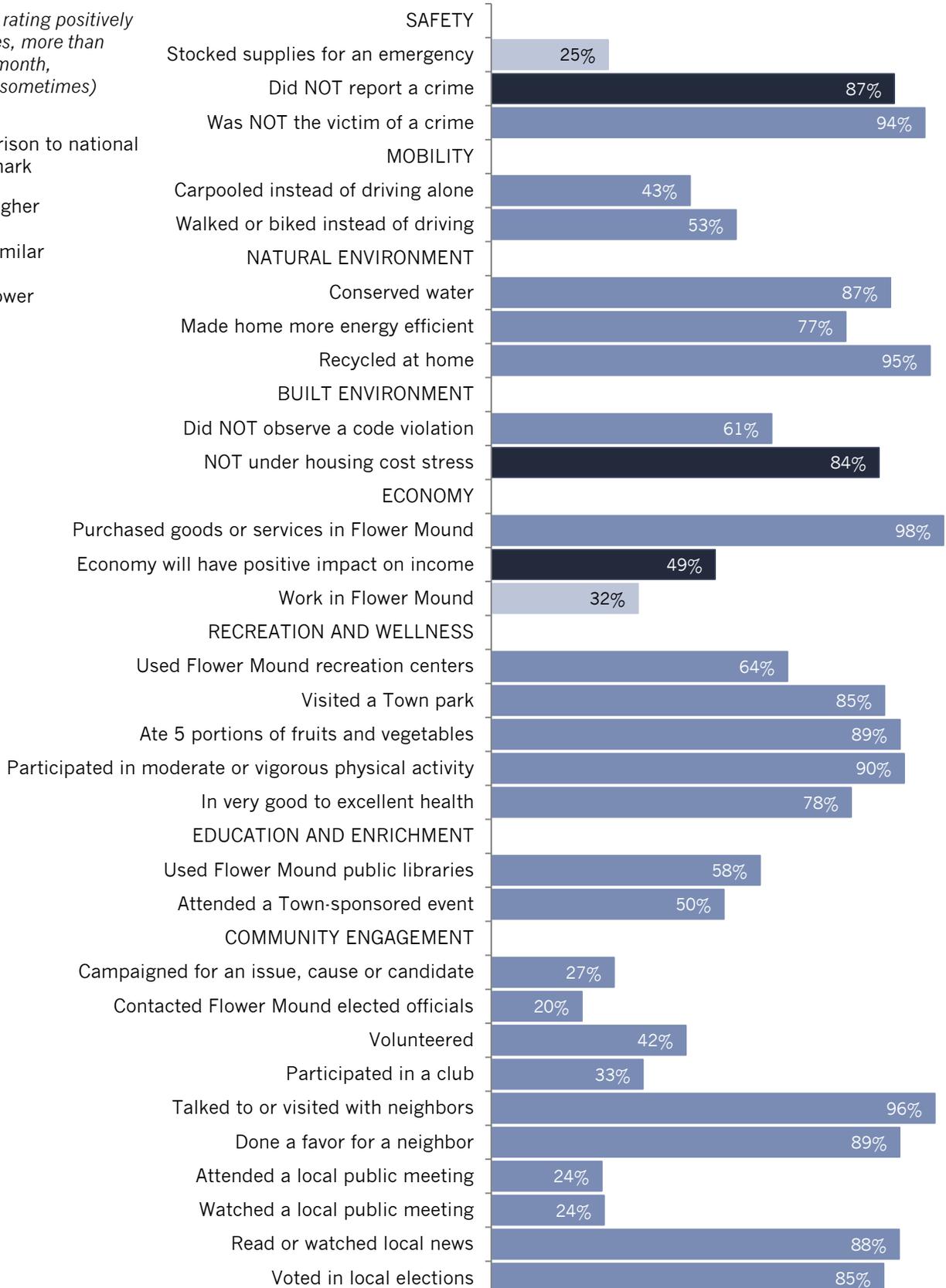
## The National Citizen Survey™

Figure 3: Aspects of Participation

Percent rating positively  
(e.g., yes, more than  
once a month,  
always/sometimes)

Comparison to national  
benchmark

- Higher
- Similar
- Lower

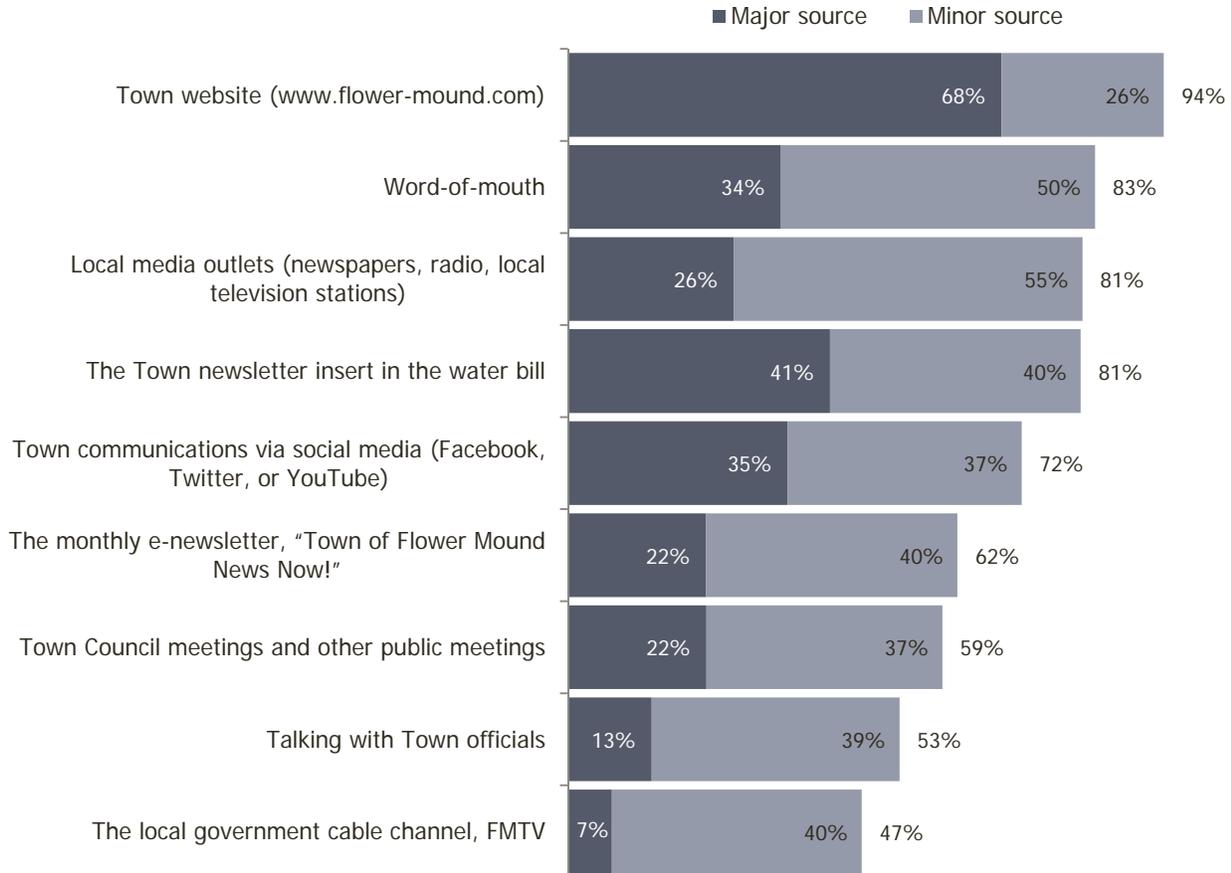


# Special Topics

The Town of Flower Mound included several questions of special interest on The NCS. When residents were asked how much of a source, if at all, they considered specific sources to be for obtaining information about the Town, about 8 in 10 or more reported the Town website, word-of-mouth, local media outlets and the Town newsletter insert in the water bill were major or minor sources of information.

Figure 4: Sources of Information

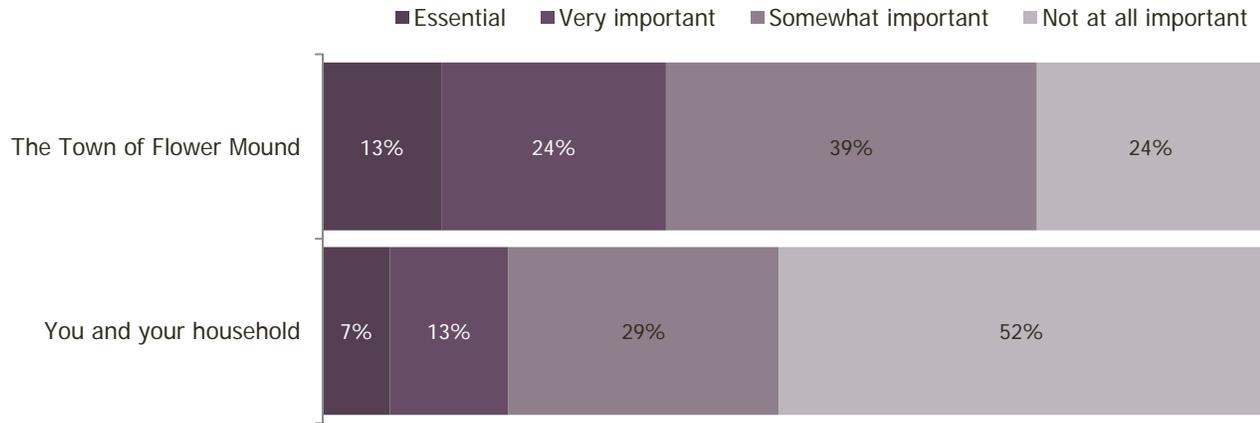
*Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the Town government and its activities, events and services:*



About three-quarters of residents believed it was at least somewhat important that public transportation be accessible to the Town of Flower Mound; however, only about half believed it was important to the members of their household.

Figure 5: Importance of Public Transportation

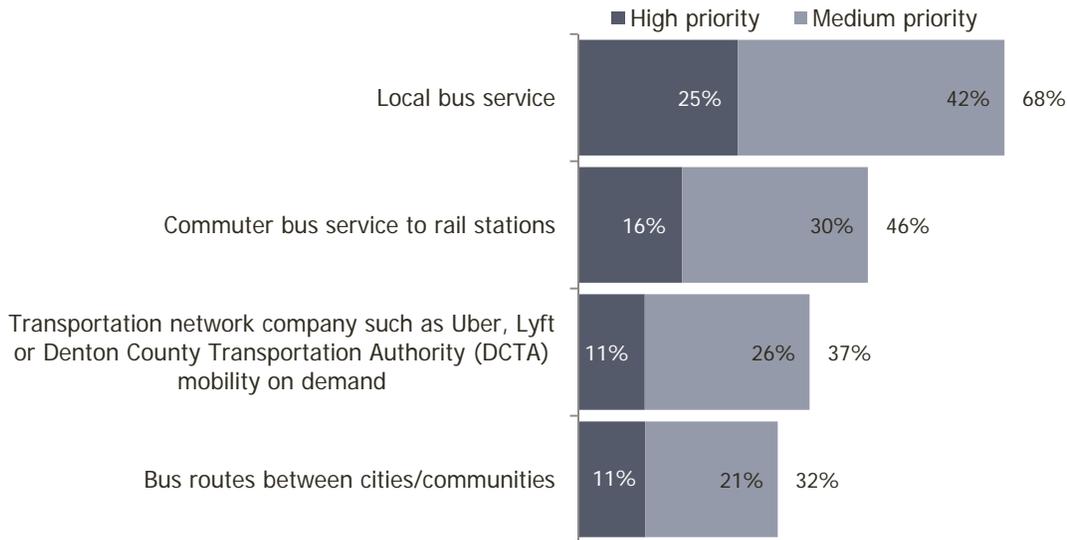
Please rate how important, if at all, you think it is for public transportation to be accessible to:



Additionally, the Town of Flower Mound asked which transportation services should be a priority for the Town to provide to respondents and members of their household. About 7 in 10 respondents rated a local bus service as a high or medium priority. Close to half reported that a commuter bus service to rail stations should be a priority. Finally, close to one-third reported that a transportation network company such as Uber, Lyft or Denton County Transportation Authority mobility on demand and bus routes between cities/communities should be a priority.

Figure 6: Transportation Priorities

How much of a priority, if any, should it be for the Town to provide these new transportation services to you or members of your household:



# Conclusions

## Flower Mound residents continue to enjoy a high quality of life.

Almost all residents rated the overall quality of life in Flower Mound as well as the Town as a place to live as excellent or good. Compared to other communities, these ratings were higher among Flower Mound residents, as were ratings for the Town as a place to raise children, the overall image of the Town and overall appearance; each of these were given high marks by close to 9 in 10 or more. Additionally, about 9 in 10 residents reported they would recommend Flower Mound as a place to live and planned to remain in Flower Mound for the next five years. Ratings for these aspects of community livability were similar to those from the 2015 survey iteration, which suggests that residents continue to experience a high quality of life in Flower Mound.

## Safety and Economy are strong features and continue to be top priorities for the community.

Residents indicated that Safety and Economy are important areas for the Flower Mound community to focus on in the next two years. Ratings for Safety tended to be higher than in other communities. Nearly all residents gave high marks to the overall feeling of safety in their community and a similar proportion also felt safe in their neighborhoods and in Flower Mound's downtown/commercial area. Respondents also felt positively about safety services; about 9 in 10 or more score police, fire, ambulance/EMS, crime prevention, fire prevention and animal control services as excellent or good and all of these were higher than the benchmark. Moreover, evaluations of police, fire prevention and animal control increased from 2015 to 2017. Finally, while only about one-quarter had stocked supplies in case of emergency, a level that was lower than seen elsewhere, over 8 in 10 respondents reported they had not been the victim of a crime, which was higher than rates across the country.

Almost all ratings for Economy were also higher than or similar to comparison communities. About 9 in 10 gave high marks to the overall economic health and at about 6 in 10 or more gave high marks to the cost of living, business and service establishments, shopping opportunities, and economic development. The only exception was the proportion of residents who reported they worked in Flower Mound; about one-third indicated they worked inside the boundaries of the community and this was lower than levels seen elsewhere. In 2017, ratings for the vibrancy of the downtown/commercial area decreased over time; however, more residents were optimistic that the economy would have a positive impact on their income in the next six months than in 2015.

## Residents enjoy Flower Mound's Recreation and Wellness opportunities.

Most survey respondents rated Flower Mound's Recreation and Wellness measures as excellent or good. Ratings were particularly high for health and wellness opportunities, preventive health services, availability of affordable quality health care, availability of affordable quality food and fitness opportunities, with each of these rated as excellent or good by at least 8 in 10 and higher than national comparisons. Additionally more than 8 in 10 residents rated Town parks, recreation programs (which increased since 2015), recreation centers and health services positively and all of these evaluations were also higher than the communities across the nation.

## Natural Environment is also a priority for residents.

When asked which facets should be a priority for Flower Mound in the next 2 years, almost 9 in 10 rated Natural Environment as essential or very important. Ratings for Natural Environment tended to be similar or higher than those in other communities with about three-quarters of residents rating Flower Mound's overall Natural Environment as excellent or good. At least 8 in 10 residents rated recycling, yard waste pick-up, and drinking water positively and higher than in other communities however closer to 5 in 10 rated Flower Mound's natural areas preservation and open space favorably. Levels of participation were similar to other communities with at least 7 in 10 residents having reported conserving water, making their home more energy efficient and having recycled at home in the past 12 months.