

THE NCSTM
The National Citizen SurveyTM

Flower Mound, TX

Trends over Time

2017



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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 discusses trends over time, comparing the 2017 ratings for the Town of Flower Mound to its previous survey results in 2009, 2011, 2015 and 2017. Additional reports and technical appendices are available under separate cover.

Trend data for Flower Mound represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than seven percentage points between the 2015 and 2017 surveys, otherwise the comparison between 2015 and 2017 are noted as being "similar." Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Flower Mound for 2017 generally remained stable. Of the 124 items for which comparisons were available, 99 items were rated similarly in 2015 and 2017, 12 items showed a decrease in ratings and 13 showed an increase in ratings. Notable trends over time included the following:

- Ratings increased for three aspects and decreased for six aspects within the pillar of Community Characteristics. The aspects that were lower in 2017 were traffic flow, ease of travel by car, overall ease of travel, overall quality of new development in Flower Mound, availability of affordable quality housing and vibrancy of the downtown/commercial area. Ratings increased for recreational opportunities, availability of affordable quality food and availability of affordable quality child care/preschool.
- Within the pillar of Governance, five aspects increased and five aspects decreased from 2017 to 2015. Fewer residents gave favorable ratings to aspects of Built Environment (land use, planning and zoning and cable television) as well as Community Engagement (overall direction, government acting in the best interest of Flower Mound and being honest). Ratings increased for police, fire prevention, animal control, sewer services and recreation programs.
- Compared to 2015, fewer residents indicated they had stocked supplies for an emergency in 2017. However, more residents were optimistic that the economy will have a positive impact on income and reported they had attended a Town-sponsored event, volunteered, participated in a club and campaigned for an issue, cause or candidate in 2017.

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Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)				2017 rating compared to 2015	Comparison to benchmark			
	2009	2011	2015	2017		2009	2011	2015	2017
Overall quality of life	94%	94%	94%	95%	Similar	Much higher	Much higher	Higher	Higher
Overall image	92%	89%	92%	93%	Similar	Much higher	Much higher	Higher	Higher
Place to live	97%	96%	95%	96%	Similar	Much higher	Much higher	Higher	Higher
Neighborhood	93%	93%	92%	94%	Similar	Much higher	Much higher	Higher	Higher
Place to raise children	96%	96%	97%	97%	Similar	Much higher	Much higher	Higher	Higher
Place to retire	63%	66%	74%	72%	Similar	Much higher	Higher	Similar	Similar
Overall appearance	90%	90%	93%	93%	Similar	Much higher	Much higher	Higher	Higher

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)				2017 rating compared to 2015	Comparison to benchmark			
		2009	2011	2015	2017		2009	2011	2015	2017
Safety	Overall feeling of safety	NA	NA	97%	98%	Similar	NA	NA	Higher	Higher
	Safe in neighborhood	97%	97%	98%	99%	Similar	Much higher	Much higher	Similar	Similar
	Safe downtown/commercial area	NA	NA	98%	99%	Similar	NA	NA	Similar	Similar
Mobility	Overall ease of travel	NA	NA	83%	76%	Lower	NA	NA	Similar	Similar
	Paths and walking trails	71%	70%	68%	73%	Similar	Much higher	Much higher	Similar	Similar
	Ease of walking	NA	NA	67%	62%	Similar	NA	NA	Similar	Similar
	Travel by bicycle	NA	NA	46%	40%	Similar	NA	NA	Similar	Similar
	Travel by car	NA	NA	75%	64%	Lower	NA	NA	Similar	Similar
	Traffic flow	30%	49%	70%	44%	Lower	Much lower	Similar	Higher	Similar
	Overall natural environment	77%	78%	83%	77%	Similar	Higher	Higher	Similar	Similar
Natural Environment	Cleanliness	NA	NA	91%	95%	Similar	NA	NA	Higher	Higher
	Air quality	NA	NA	85%	86%	Similar	NA	NA	Similar	Similar
Built Environment	Overall built environment	NA	NA	77%	73%	Similar	NA	NA	Higher	Similar
	New development in Flower Mound	78%	74%	75%	66%	Lower	Much higher	Much higher	Higher	Similar
	Affordable quality housing	NA	NA	65%	56%	Lower	NA	NA	Higher	Similar
	Housing options	NA	NA	73%	67%	Similar	NA	NA	Similar	Similar
	Public places	NA	NA	74%	75%	Similar	NA	NA	Similar	Similar
Economy	Overall economic health	NA	NA	90%	91%	Similar	NA	NA	Much higher	Much higher
	Vibrant downtown/commercial area	NA	NA	65%	45%	Lower	NA	NA	Higher	Similar
	Business and services	67%	69%	77%	78%	Similar	Much higher	Much higher	Similar	Similar

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	Percent rating positively (e.g., excellent/good, very/somewhat safe)				2017 rating compared to 2015	Comparison to benchmark				
	2009	2011	2015	2017		2009	2011	2015	2017	
	Cost of living	NA	NA	63%	63%	Similar	NA	NA	Higher	Higher
	Shopping opportunities	59%	56%	68%	70%	Similar	Much higher	Higher	Higher	Similar
	Employment opportunities	21%	27%	37%	40%	Similar	Much lower	Lower	Similar	Similar
	Place to visit	NA	NA	60%	56%	Similar	NA	NA	Similar	Similar
	Place to work	62%	58%	62%	61%	Similar	Much higher	Higher	Similar	Similar
Recreation and Wellness	Health and wellness	NA	NA	88%	91%	Similar	NA	NA	Higher	Higher
	Mental health care	NA	NA	72%	71%	Similar	NA	NA	Higher	Higher
	Preventive health services	NA	NA	85%	89%	Similar	NA	NA	Higher	Higher
	Health care	NA	NA	83%	88%	Similar	NA	NA	Much higher	Higher
	Food	NA	NA	79%	87%	Higher	NA	NA	Higher	Higher
	Recreational opportunities	66%	62%	75%	83%	Higher	Higher	Similar	Similar	Similar
	Fitness opportunities	NA	NA	85%	85%	Similar	NA	NA	Higher	Higher
Education and Enrichment	Cultural/arts/music activities	32%	31%	39%	40%	Similar	Much lower	Much lower	Lower	Lower
	Adult education	NA	NA	55%	58%	Similar	NA	NA	Similar	Similar
	Child care/preschool	NA	NA	77%	85%	Higher	NA	NA	Much higher	Much higher
Community Engagement	Social events and activities	56%	53%	59%	61%	Similar	Similar	Much lower	Similar	Similar
	Neighborliness	NA	NA	72%	73%	Similar	NA	NA	Similar	Similar
	Openness and acceptance	NA	NA	69%	68%	Similar	NA	NA	Similar	Similar
	Opportunities to participate in community matters	62%	64%	64%	68%	Similar	Similar	Similar	Similar	Similar
	Opportunities to volunteer	63%	64%	64%	71%	Similar	Much lower	Much lower	Similar	Similar

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)				2017 rating compared to 2015	Comparison to benchmark			
	2009	2011	2015	2017		2009	2011	2015	2017
Services provided by Flower Mound	90%	88%	85%	88%	Similar	Much higher	Much higher	Similar	Higher
Customer service	87%	86%	81%	87%	Similar	Much higher	Much higher	Similar	Higher
Value of services for taxes paid	71%	77%	69%	67%	Similar	Much higher	Much higher	Similar	Similar
Overall direction	71%	68%	71%	59%	Lower	Much higher	Much higher	Similar	Similar
Welcoming citizen involvement	65%	68%	63%	58%	Similar	Much higher	Much higher	Similar	Similar
Confidence in Town government	NA	NA	64%	59%	Similar	NA	NA	Similar	Similar

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	Percent rating positively (e.g., excellent/good)				2017 rating compared to 2015	Comparison to benchmark			
	2009	2011	2015	2017		2009	2011	2015	2017
Acting in the best interest of Flower Mound	NA	NA	68%	57%	Lower	NA	NA	Similar	Similar
Being honest	NA	NA	67%	58%	Lower	NA	NA	Similar	Similar
Treating all residents fairly	NA	NA	65%	64%	Similar	NA	NA	Similar	Similar
Services provided by the Federal Government	NA	NA	34%	40%	Similar	NA	NA	Similar	Similar

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)				2017 rating compared to 2015	Comparison to benchmark			
		2009	2011	2015	2017		2009	2011	2015	2017
Safety	Police	87%	89%	87%	94%	Higher	Much higher	Much higher	Similar	Higher
	Fire	97%	98%	97%	99%	Similar	Much higher	Much higher	Similar	Higher
	Ambulance/EMS	95%	97%	96%	98%	Similar	Much higher	Much higher	Similar	Higher
	Crime prevention	NA	NA	87%	94%	Similar	NA	NA	Higher	Much higher
	Fire prevention	NA	NA	85%	93%	Higher	NA	NA	Similar	Higher
	Animal control	82%	80%	79%	90%	Higher	Much higher	Much higher	Higher	Higher
	Emergency preparedness	77%	75%	66%	71%	Similar	Much higher	Much higher	Similar	Similar
Mobility	Street repair	51%	60%	68%	64%	Similar	Much higher	Much higher	Higher	Higher
	Street cleaning	NA	NA	74%	76%	Similar	NA	NA	Similar	Higher
	Street lighting	55%	59%	68%	65%	Similar	Lower	Similar	Similar	Similar
	Sidewalk maintenance	NA	NA	59%	57%	Similar	NA	NA	Similar	Similar
	Traffic signal timing	NA	NA	56%	58%	Similar	NA	NA	Similar	Similar
Natural Environment	Garbage collection	80%	93%	87%	92%	Similar	Similar	Much higher	Similar	Similar
	Recycling	81%	91%	87%	91%	Similar	Much higher	Much higher	Higher	Higher
	Yard waste pick-up	NA	NA	86%	91%	Similar	NA	NA	Higher	Higher
	Drinking water	82%	83%	86%	88%	Similar	Much higher	Much higher	Higher	Higher
	Natural areas preservation	53%	57%	61%	60%	Similar	Similar	Similar	Similar	Similar
	Open space	NA	NA	59%	56%	Similar	NA	NA	Similar	Similar
Built Environment	Storm drainage	NA	NA	82%	81%	Similar	NA	NA	Higher	Higher
	Sewer services	NA	NA	86%	94%	Higher	NA	NA	Similar	Higher
	Utility billing	NA	NA	76%	81%	Similar	NA	NA	Similar	Similar

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		Percent rating positively (e.g., excellent/good)				2017 rating compared to 2015	Comparison to benchmark			
		2009	2011	2015	2017		2009	2011	2015	2017
	Land use, planning and zoning	55%	53%	64%	51%	Lower	Much higher	Much higher	Similar	Similar
	Code enforcement	64%	62%	70%	74%	Similar	Much higher	Much higher	Higher	Higher
	Cable television	NA	NA	73%	58%	Lower	NA	NA	Higher	Similar
Economy	Economic development	57%	53%	75%	72%	Similar	Much higher	Much higher	Higher	Higher
Recreation and Wellness	Town parks	86%	84%	88%	90%	Similar	Much higher	Higher	Similar	Higher
	Recreation programs	79%	78%	75%	84%	Higher	Much higher	Higher	Similar	Higher
	Recreation centers	84%	89%	82%	85%	Similar	Much higher	Much higher	Similar	Higher
	Health services	NA	NA	88%	90%	Similar	NA	NA	Higher	Higher
Education and Enrichment	Special events	NA	NA	67%	68%	Similar	NA	NA	Similar	Similar
	Public libraries	85%	85%	87%	92%	Similar	Similar	Similar	Similar	Similar
Community Engagement	Public information	76%	77%	74%	81%	Similar	Much higher	Much higher	Similar	Similar

Table 5: Participation General

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)				2017 rating compared to 2015	Comparison to benchmark			
		2009	2011	2015	2017		2009	2011	2015	2017
Sense of community		81%	77%	75%	76%	Similar	Much higher	Much higher	Similar	Higher
Recommend Flower Mound		94%	94%	95%	95%	Similar	Much higher	Much higher	Similar	Similar
Remain in Flower Mound		90%	90%	90%	88%	Similar	Much higher	Much higher	Similar	Similar
Contacted Flower Mound employees		64%	54%	52%	51%	Similar	Much higher	Similar	Similar	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)				2017 rating compared to 2015	Comparison to benchmark			
		2009	2011	2015	2017		2009	2011	2015	2017
Safety	Stocked supplies for an emergency	NA	NA	34%	25%	Lower	NA	NA	Similar	Lower
	Did NOT report a crime	NA	NA	85%	87%	Similar	NA	NA	Similar	Higher
	Was NOT the victim of a crime	NA	NA	94%	94%	Similar	NA	NA	Similar	Similar

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		Percent rating positively (e.g., always/sometimes, more than once a month, yes)				2017 rating compared to 2015	Comparison to benchmark			
		2009	2011	2015	2017		2009	2011	2015	2017
Mobility	Carpooled instead of driving alone	NA	NA	43%	43%	Similar	NA	NA	Similar	Similar
	Walked or biked instead of driving	NA	NA	51%	53%	Similar	NA	NA	Similar	Similar
Natural Environment	Conserved water	NA	NA	92%	87%	Similar	NA	NA	Similar	Similar
	Made home more energy efficient	NA	NA	79%	77%	Similar	NA	NA	Similar	Similar
	Recycled at home	90%	96%	96%	95%	Similar	Much higher	Much higher	Higher	Similar
Built Environment	Did NOT observe a code violation	NA	NA	60%	61%	Similar	NA	NA	Similar	Similar
	NOT under housing cost stress	NA	NA	81%	84%	Similar	NA	NA	Higher	Higher
Economy	Purchased goods or services in Flower Mound	NA	NA	98%	98%	Similar	NA	NA	Similar	Similar
	Economy will have positive impact on income	NA	NA	39%	49%	Higher	NA	NA	Higher	Much higher
	Work in Flower Mound	NA	NA	33%	32%	Similar	NA	NA	Lower	Lower
Recreation and Wellness	Used Flower Mound recreation centers	45%	56%	57%	64%	Similar	Much lower	Similar	Similar	Similar
	Visited a Town park	86%	87%	82%	85%	Similar	Similar	Similar	Similar	Similar
	Ate 5 portions of fruits and vegetables	NA	NA	86%	89%	Similar	NA	NA	Similar	Similar
	Participated in moderate or vigorous physical activity	NA	NA	90%	90%	Similar	NA	NA	Similar	Similar
	In very good to excellent health	NA	NA	76%	78%	Similar	NA	NA	Similar	Similar
Education and Enrichment	Used Flower Mound public libraries	77%	70%	57%	58%	Similar	Much higher	Similar	Lower	Similar
	Attended a Town-sponsored event	NA	NA	37%	50%	Higher	NA	NA	Lower	Similar
Community Engagement	Campaigned for an issue, cause or candidate	NA	NA	17%	27%	Higher	NA	NA	Similar	Similar
	Contacted Flower Mound elected officials	NA	NA	16%	20%	Similar	NA	NA	Similar	Similar
	Volunteered	NA	NA	33%	42%	Higher	NA	NA	Lower	Similar
	Participated in a club	NA	NA	25%	33%	Higher	NA	NA	Similar	Similar
	Talked to or visited with neighbors	NA	NA	96%	96%	Similar	NA	NA	Similar	Similar
	Done a favor for a neighbor	NA	NA	87%	89%	Similar	NA	NA	Similar	Similar
	Attended a local public meeting	27%	28%	21%	24%	Similar	Similar	Similar	Similar	Similar
	Watched a local public meeting	32%	32%	20%	24%	Similar	Much lower	Much lower	Lower	Similar
	Read or watched local news	NA	NA	90%	88%	Similar	NA	NA	Similar	Similar
	Voted in local elections	NA	NA	85%	85%	Similar	NA	NA	Similar	Similar