

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

# Flower Mound, TX

Community Livability Report

2019



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# Contents

About..... 1

Quality of Life in Flower Mound ..... 2

Community Characteristics ..... 3

Governance ..... 5

Participation ..... 7

Special Topics..... 9

Conclusions ..... 10



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# About

The National Community 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 470 residents of the Town of Flower Mound. The margin of error around any reported percentage is 5% for all respondents. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.

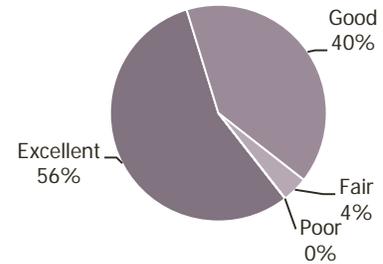


# Quality of Life in Flower Mound

Nearly all residents (96%) rated the quality of life in Flower Mound as excellent or good, a level that surpassed national benchmark ratings (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.

Overall Quality of Life



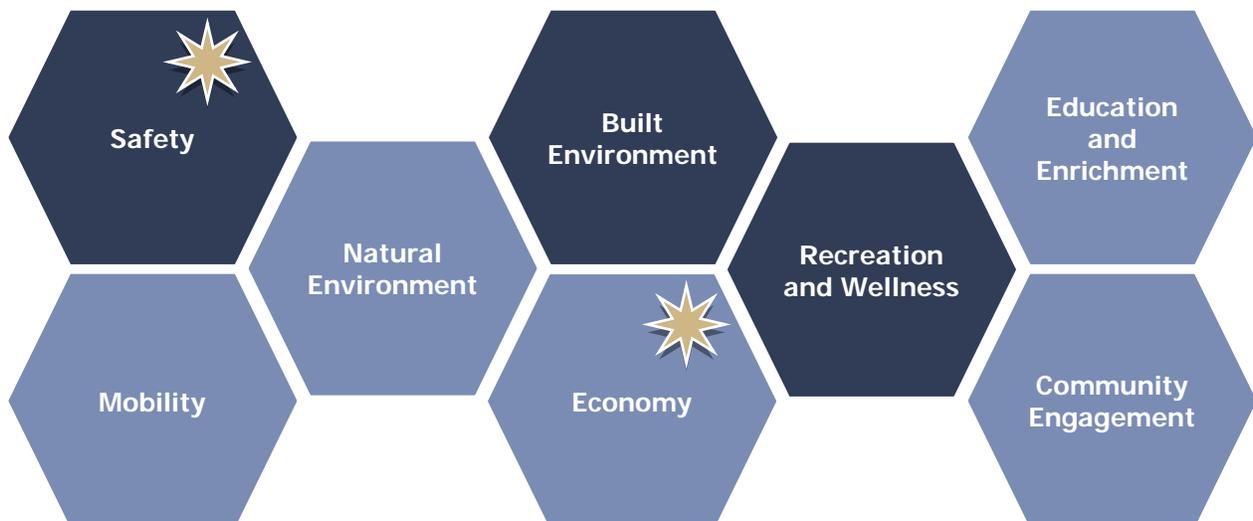
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. As in previous years, residents identified Safety and Economy as priorities for the Flower Mound community in the coming two years. Evaluations for the facets of Safety, Built Environment, and Recreation and Wellness were higher than comparison communities, while all other facets were on par with those seen elsewhere. 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



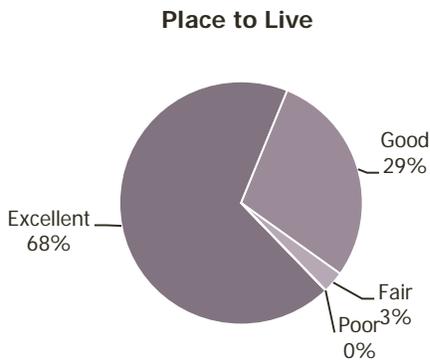
# Community Characteristics

*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, almost all respondents (97%) rated the town as an excellent or good place to live, which exceeded national averages.

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. Residents praised these aspects of community livability, with at least 9 in 10 awarding top marks to the overall image and appearance, the town as a place to raise children (9<sup>th</sup> in the nation out of 366 comparison communities), and their neighborhoods as places to live; all of these aspects were higher than municipalities elsewhere.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. Overall, ratings for a majority of aspects of Community Characteristics were positively reviewed by at least 6 in 10 participants and were typically higher than or similar to national benchmarks. Within the facet of Safety, all aspects were rated positively by more than 9 in 10 survey participants and assessments for overall feeling of safety in Flower Mound exceeded national averages.



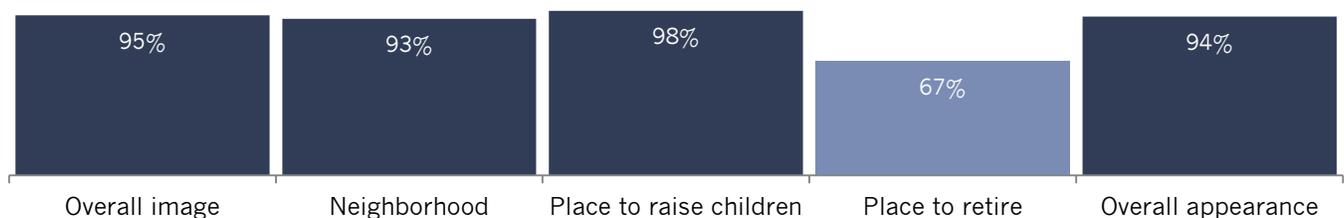
Respondents felt Recreation and Wellness was a strength, as reviews for all aspects outpaced national averages with at least 7 in 10 assigning top scores to each. Most aspects of Built Environment were also exceptional; about 7 in 10 residents gave positive evaluations to the overall built environment, new development (a rating that increased since 2017; see the *Trends over Time* report for more details), the variety of housing options, and public places where people want to spend time. However, around 4 in 10 community members provided excellent or good ratings for the availability of affordable housing, which declined since 2017.

Survey respondents also had accolades for the availability of paths and walking trails (which increased since 2017), cleanliness of Flower Mound, education and enrichment opportunities, and the availability of affordable quality childcare/preschool (10<sup>th</sup> in the nation), with around three-quarters or more assigning high marks to each that surpassed national averages.

Residents felt that the overall economic health of the community was a highlight as well, with 9 in 10 giving excellent or good reviews. Survey participants also identified the overall quality of business and service establishments and shopping opportunities as community strengths. In 2019, residents felt less positively about the cost of living than in 2017, but gave more favorable evaluations to employment opportunities, vibrant downtown/commercial area, and the town as a place to work.

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

Comparison to national benchmark  
 ■ Higher ■ Similar ■ Lower



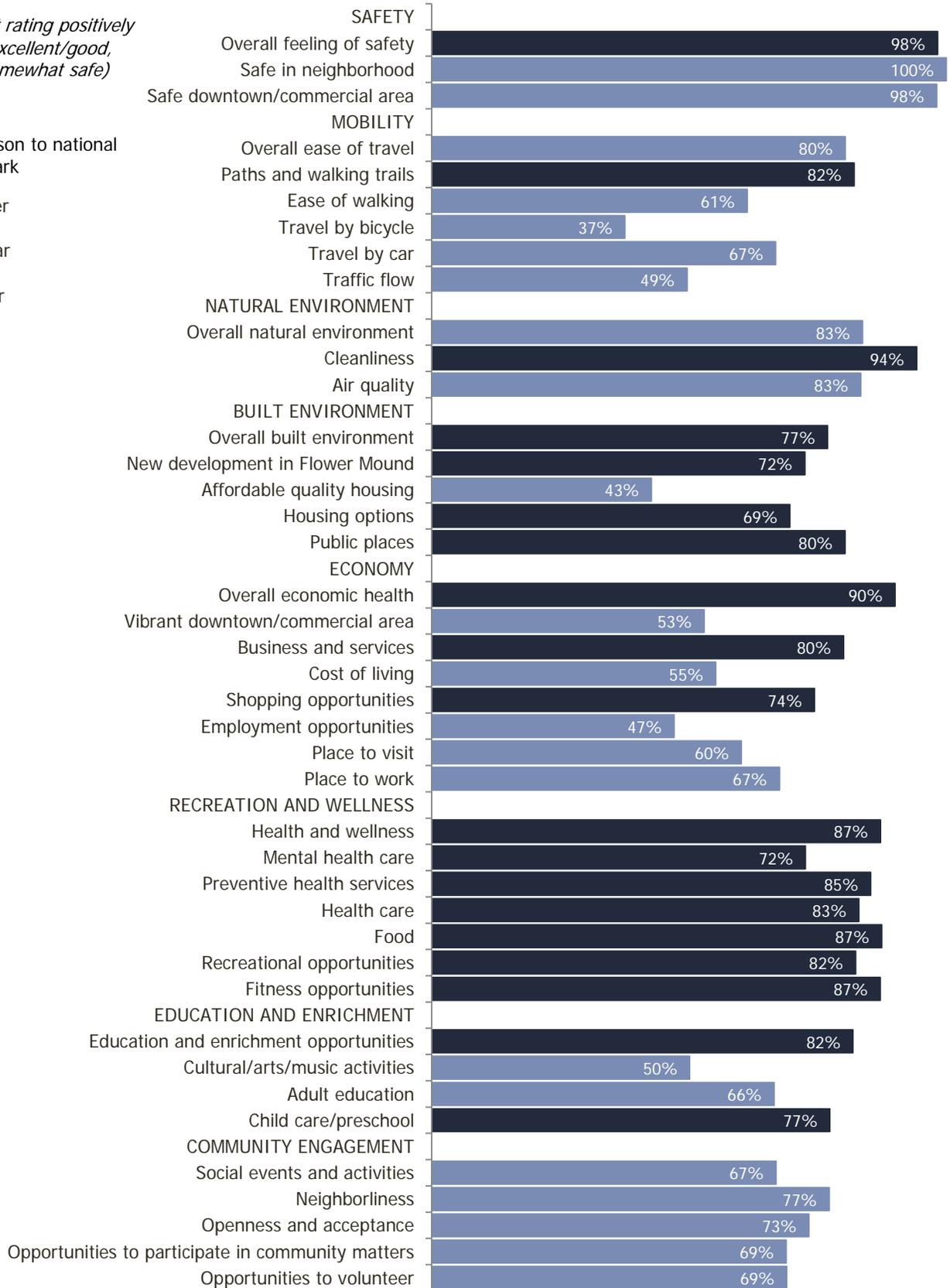
# The National Community Survey™

Figure 1: Aspects of Community Characteristics

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

Comparison to national  
benchmark

- Higher
- Similar
- Lower



# Governance

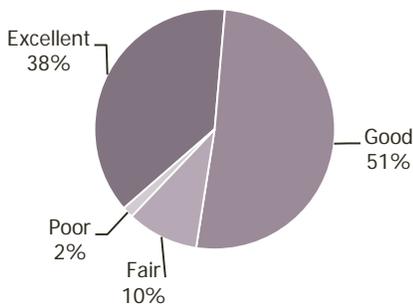
*How well does the government of Flower Mound meet the needs and expectations of its residents?*

The overall quality of the services provided by Flower Mound as well as the manner in which these services are provided is a key component of how residents rate their quality of life. More than 8 in 10 survey respondents gave excellent or good marks to the overall services provided by the Town of Flower Mound. These ratings outpaced communities elsewhere, as well as ratings for the Federal Government.

Survey respondents also rated various aspects of Flower Mound’s leadership and governance. About 6 in 10 or more residents gave favorable reviews to aspects of government performance and tended to be similar to national benchmarks. The customer service provided by Flower Mound employees was a highlight, with at least 8 in 10 assigning excellent or good marks, which exceeded municipalities nationwide.

Respondents evaluated over 30 individual services and amenities available in Flower Mound. Ratings for all government services were similar to or higher than national benchmarks and most were rated positively by 6 in 10 or more residents. Survey participants in 2019 felt the Town was improving in the areas of acting in the best interest of the community and being honest compared to 2017.

Overall Quality of Town Services



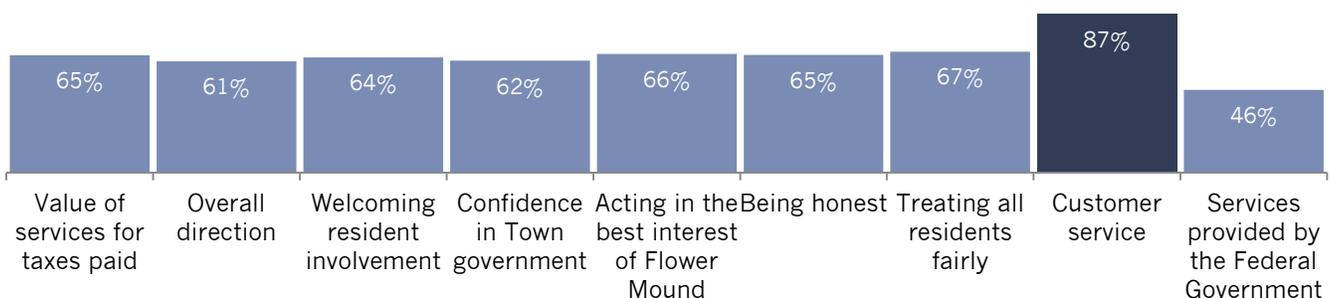
Ratings for Safety services were remarkable, with at least three-quarters assigning high marks to each service, exceeding all national averages. In fact, assessments for Flower Mound police, fire, ambulance/EMS, crime prevention, and animal control services were each ranked within the top 10 nationwide. In 2019, evaluations for emergency preparedness increased since the last survey iteration. Similarly, reviews for all services related to Economy, Recreation and Wellness, and Community Engagement eclipsed peer averages; at least 7 in 10 community members rated each item as excellent or good.

Residents tended to give a mix of average and above-average ratings within the remaining facets. Ratings for services related to Natural Environment were largely positive; this was especially true for garbage collection, yard waste pick-up, and recycling which received favorable marks from at least 89% of respondents and were rated higher than comparison communities. Further, residents’ opinions of open space and natural areas preservation improved since 2017. Other notable ratings could be found within Mobility, Built Environment, and Education and Enrichment, with at least two-thirds of participants indicating appreciation of street repair and cleaning, snow removal, storm drainage, sewer services, code enforcement, and Town-sponsored special events (which increased in 2019).

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

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



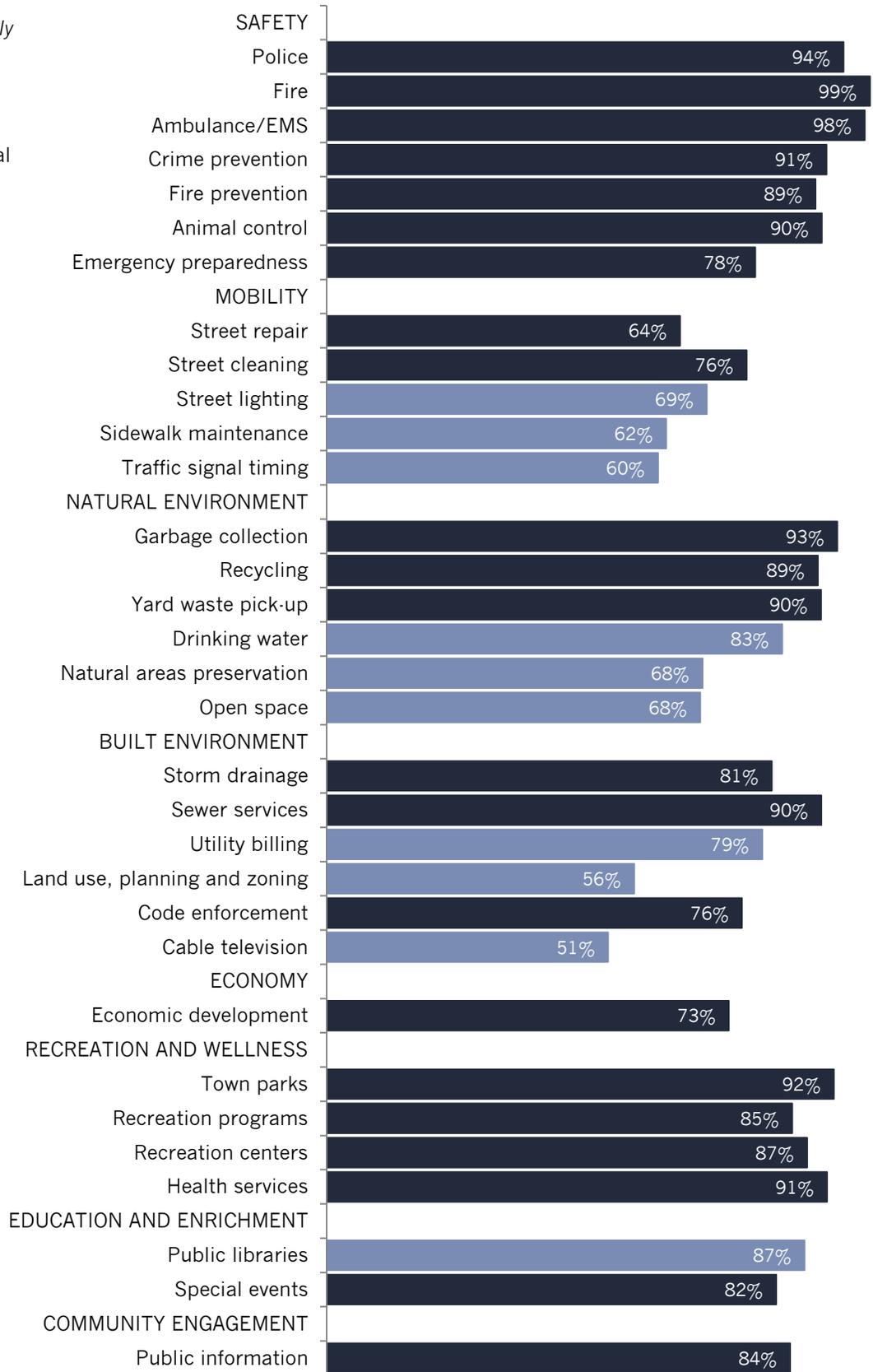
# The National Community Survey™

Figure 2: Aspects of Governance

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

Comparison to national  
benchmark

- Higher
- Similar
- Lower



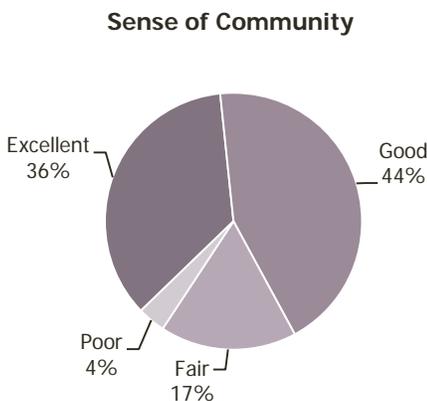
# Participation

*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. Higher than other municipalities across the U.S., around 8 in 10 residents gave excellent or good reviews to the sense of community in Flower Mound. At least 9 in 10 survey participants said they would recommend Flower Mound to someone who asked, which exceeded national levels, and a similar proportion reported that they planned to remain in the community for the next five years.

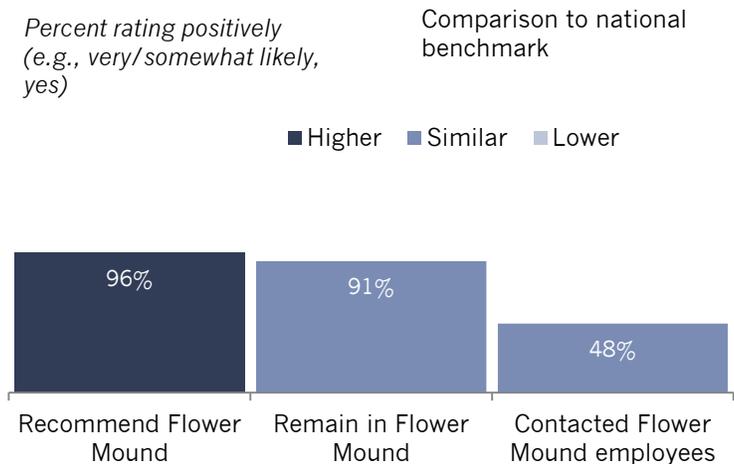
The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Participation rates within Flower Mound varied widely and tended to be commensurate with peer municipalities.

At least three-quarters of participants indicated they had participated in green behaviors (conserving water, making their homes more energy efficient, and recycling) and purchased goods or services in the community. Further, around 8 in 10 Flower Mound respondents had visited a Town park and maintained a healthy diet and exercise regimen. As for Community Engagement, most residents reported high levels of neighborliness, voting, and attention to local news; however, rates of doing favors for neighbors, attending local public meetings, campaigning for an issue, and reading or watching local news declined since 2017.



Compared to municipalities across the country, fewer Flower Mound residents reported they had stocked supplies in the event of an emergency and worked with in the community. Meanwhile, about 9 in 10 community members reported they had not reported a crime in the 12 months prior to the survey, which outpaced national averages.

Compared to 2017, survey participants reported higher levels of attending Town-sponsored events, but indicated they were more likely to be under housing cost stress. Community members in Flower Mound also indicated they less optimistic about impact of the local economy on their income in the next six months,



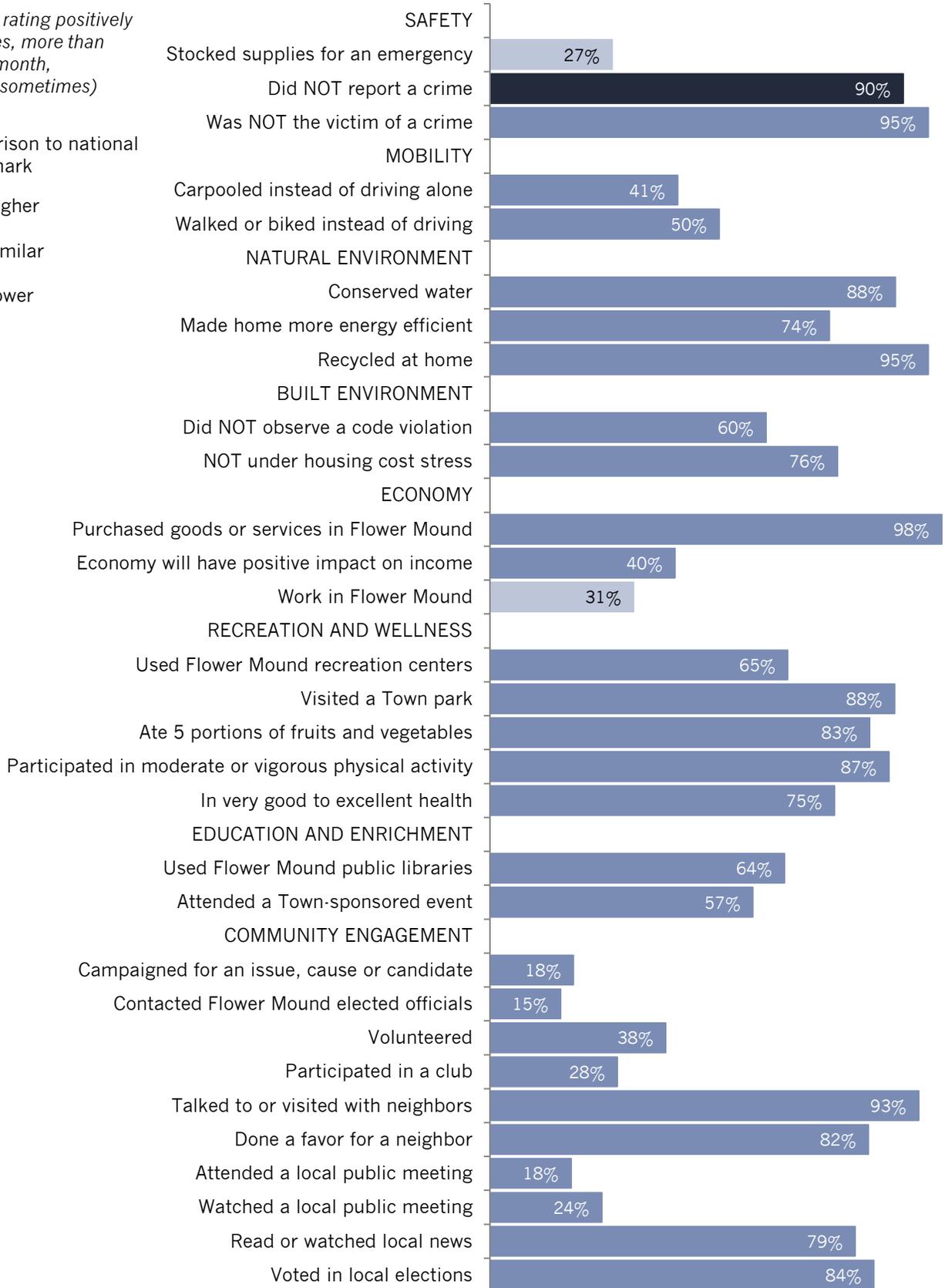
# The National Community Survey™

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



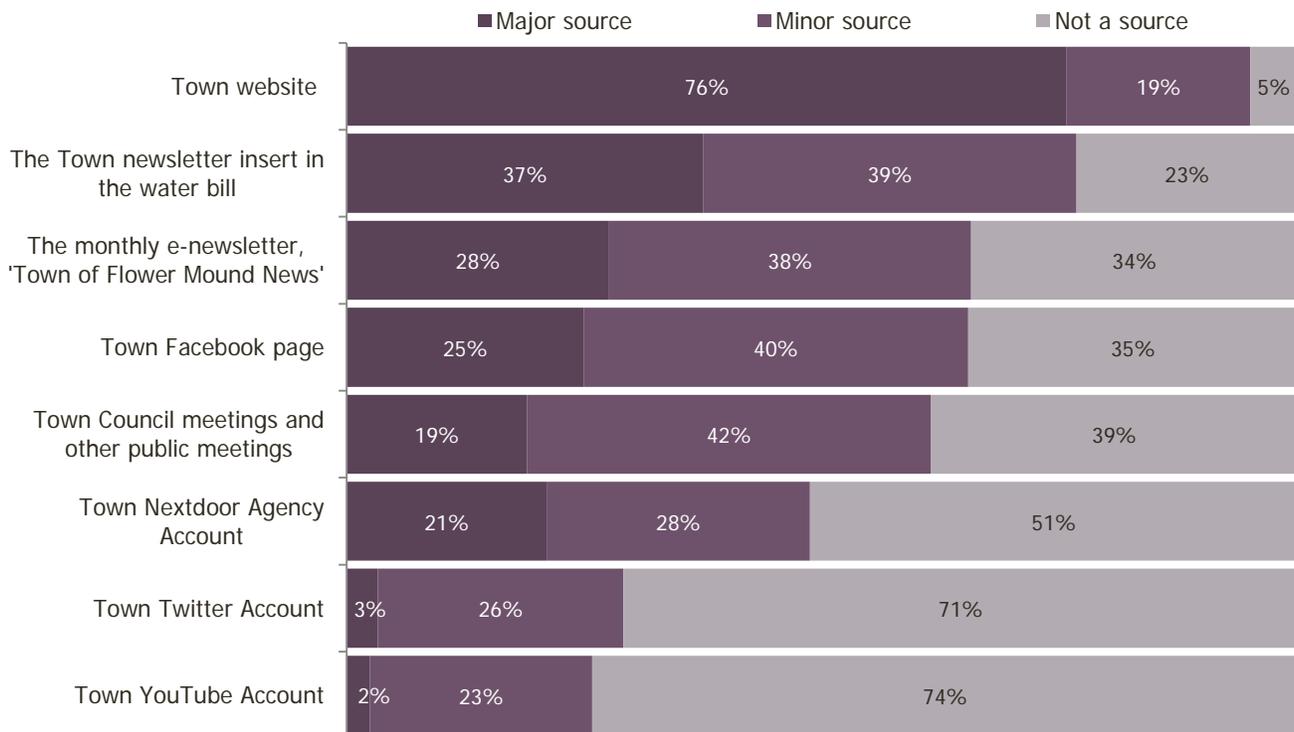
# Special Topics

The Town of Flower Mound included two questions of special interest on The NCS regarding residents' reliance on several possible sources of information and the importance of two potential projects.

Respondents provided feedback regarding which sources of information they relied upon to get news about the Town. Almost all residents (95%) stated that the Town website was a major or minor source of information and around two-thirds or more reported a preference for the Town newsletter (in both print and online) and Facebook page for information gathering. About 3 in 10 or less of participants relied on the Town's Twitter or YouTube accounts.

Figure 4: Sources of Information

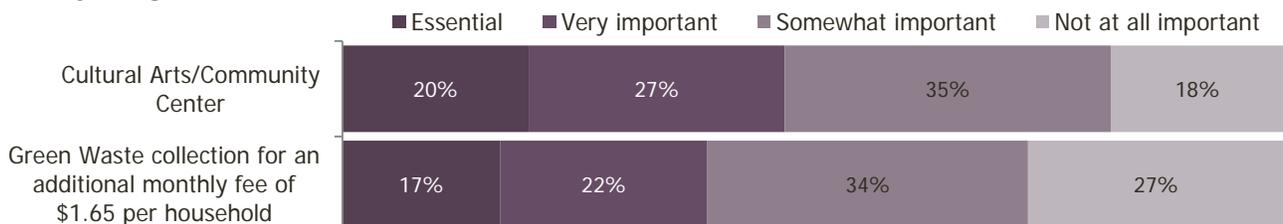
Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the Town government and its activities, events and services:



Residents were also asked to provide their thoughts about the importance of provided two services that are currently unavailable in Flower Mound. Less than half of respondents felt that it was essential or very important that the Town provide a cultural areas/community center or a green waste collection for households.

Figure 5: Importance of Potential Projects

Please rate how important, if at all, you think it is for the Town to offer the following services that are not currently being offered:



# Conclusions

## Flower Mound is a great place to live, especially for families.

Nearly all Flower Mound residents lauded the town as a place to live and the overall quality of life in the community; both of these evaluations exceeded national comparisons. Additionally, about 9 in 10 respondents were pleased with their neighborhood as a place to live, the overall image or reputation, and the overall appearance of Flower Mound and these assessments were also above average. Unsurprisingly, residents were also loyal to the town, around 9 in 10 survey participants indicated they were likely to recommend the community to others (a rating that surpassed levels nationwide) and planned to stay for the next five years.

Residents also indicated that Flower Mound is a great place to raise a family. Almost all survey participants (98%) rated the town as an excellent or good place to raise children, a rating that was 9<sup>th</sup> in the country. Further, about three-quarters of respondents appreciated the availability of childcare/preschool, which also outshined other communities at a ranking of 10<sup>th</sup> out of 255 comparison communities.

## Residents place a high priority on Safety and praise Safety-related services.

Safety was identified as one of the top priorities for the community to focus on in the coming two years and evaluations of the various features of Safety tended to be exceptional. Almost all residents felt safe in Flower Mound's downtown/commercial area and in their neighborhoods, and residents' ratings for the overall feeling of safety in Flower Mound eclipsed the national benchmark. Survey participants applauded the safety services provided to them by the Town, with all services scored as excellent or good by at least three-quarters and each outpaced national averages; moreover, five of these services were ranked top 10 in the U.S. Around 9 in 10 respondents had neither been the victim of a crime nor needed to report a crime to police, though a smaller proportion of Flower Mound residents had stocked supplies in preparation for an emergency when compared to residents of other communities across the country.

## Economy ratings are on the rise, reflecting successes and challenges.

Flower Mound residents also stated that Economy was a priority for the Town in the coming years and assessments for aspects of Economy were either similar to or higher than national comparisons. Ratings for several aspects increased from 2017 to 2019, including employment opportunities, the vibrancy of the downtown/commercial area, the Town as a place to work. Additionally, Flower Mound participants' praise for the overall economic health, quality of business, service establishments, shopping opportunities, and economic development services surpassed national levels. On the other hand, as with many desirable communities, residents felt less positively about the cost of living and the availability of affordable quality housing in 2019 and were both less likely to be optimistic about the economy and were under higher housing cost stress than in 2017. While these ratings were trending downward, they were still on par with national averages, so affordability may be a future consideration for the Town.

## Recreation and Wellness is an asset.

Many Flower Mound respondents praised aspects of Recreation and Wellness, with residents awarding above average scores to all characteristics and services in this area. At least 7 in 10 community members raved about the various health care available to them (general health care, preventive, and mental) and to recreational and fitness opportunities. Residents also gave high praise to community parks, recreation programs and centers, and health services provided by the Town. Further, at least 6 in 10 survey respondents reported utilizing the recreation centers and Town parks and had participated in healthy behaviors (eating fruits and vegetables and exercising regularly) at levels similar to their national peers.