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# 2011 Citizen Survey

## Report of Results

January 2012

Prepared by:



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## Executive Summary

### Survey Background and Methods

The 2011 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 the Town on what is working well and what is not and share their priorities for community planning and resource allocation. This is the second survey of Flower Mound residents.

A randomly selected sample of 3,000 residential addresses within Flower Mound was mailed the 2011 Citizen Survey. Of these, 2,937 were assumed to be delivered to occupied households. A total of 1,064 completed surveys were received, for a response rate of 36%. 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 (rent or own) were represented in the proportions reflective of the entire Town.

### Survey Findings

Overall, Flower Mound residents experienced a high quality of life and community. While most residents viewed Flower Mound as an “excellent” or “good” place to live and raise children, fewer said it was an “excellent” or “good” place to retire. However, when compared to ratings given by residents in other jurisdictions across the nation and in those of a similar population size to the Town (45,000 to 85,000), respondents gave higher or much higher ratings to each aspect of quality of life in the Town. Ratings were similar in 2011 compared to 2009.

As in 2009, traffic/transportation and growth were seen as the biggest issues facing the Town over the next several years. However, significantly fewer residents in 2011 than in 2009 felt that traffic/transportation was the biggest issue facing Flower Mound.

Residents generally participated in the various activities in Flower Mound in the 12 months prior to the survey. Respondents were more likely to recycle, visit the Town’s Web site and visit a neighborhood park or Town park than they were to watch on television or attend in person a meeting of local elected officials. Overall, Flower Mound residents participated at the same rate or more than did residents in other jurisdictions across the country and in those with a similar sized population. When compared to 2009, rates of participation in most of the activities were the same. However, more residents in 2011 than in 2009 reported that they had recycled from their home and used the Flower Mound Community Activity Center, and fewer said that they used the Town’s public library or its services in the last 12 months.

Thirteen of the 16 community characteristics asked about on the survey received “excellent” or “good” by at least half of respondents. Eight of the 15 characteristics that could be compared to the national benchmark were higher or much higher, three were similar and four were below or much below. Compared to the benchmark set by jurisdictions with populations between 45,000 and 85,000, seven characteristics of the community were rated higher or much higher, two were rated similarly and six were rated lower or much lower. While nearly all ratings for the community characteristics remained the same from 2009 to 2011, more positive assessments were made to traffic flow on major streets and employment opportunities.

The overall quality of Town services received favorable ratings from residents in 2011, which was much above both benchmarks and similar to ratings given in 2009. Of the 23 individual Town services asked about on the survey, 17 services received “excellent” or “good” ratings from three-quarters of respondents. Twenty services received ratings that were above or much above the national benchmark

and 19 were rated above or much above the population size benchmark. Three services were similar when compared to the nation and four received similar ratings when compared to jurisdictions of a similar population size. None were rated lower or much lower than the benchmarks.

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 services that correlated most highly with residents' perceptions about overall Town service quality were: preservation of open space, code enforcement, Community Activity Center or other recreation facilities, drinking water and police. Four of the five drivers were above the national benchmark and one, preservation of open space, was similar to the national average. Ratings of key drivers remained stable from 2009 to 2011, except for the Community Activity Center or other recreation facilities, which increased over time.

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 preservation of open space since this service was similar to the benchmark.

As in 2009, residents 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. Two-thirds or more rated the quality of each service or program as "excellent" or "good." When compared to 2009, most ratings given in 2011 were similar. However, residents gave more positive ratings to the street maintenance program in 2011 than in 2009.

Fifty-four percent of respondents reported having contact with a Town employee in the last 12 months, which was similar to the amount of contact reported in other jurisdictions across the US and in those of a similar population size. Fewer respondents in 2011 than in 2009 reported having had contact with a Town employee. Resident's interactions with Flower Mound employees were positive with most giving "excellent" or "good" reviews to the employee's courtesy, knowledge, responsiveness and their overall impression. These ratings were much higher than the benchmarks and similar to what was reported in 2009.

Residents were happy with the performance of the Flower Mound government and mostly agreed with statements about public trust in the government. Where comparisons were available, all were above or much above both sets of benchmarks and residents gave similar evaluations in 2011 as in 2009 to the performance of and trust in the local government. However, more residents in 2011 than in 2009 believed that the value of services for the Town taxes they paid was "excellent" or "good." Half of respondents stated that they were "very" or "moderately" informed about local government issues and operations in Flower Mound.

When asked about their interest in a number of new projects in Flower Mound, residents were most interested in the Town pursuing green waste collection options (70% "very" or "somewhat" interested) and enhancing the Town's public arts program (73% interested). Residents were divided in their level of interest for the Town constructing a municipal complex and creating a public private partnership, with about half saying they would be interested in either of these projects. Overall, respondents were supportive of a variety of potential amenities in Twin Coves Park.

## **In Summary**

Overall, a majority of residents reported that they were happy with the quality of life and community in the Town, and were likely to recommend and remain living in Flower Mound. Residents felt safe, gave high marks to the services provided in the Town and voiced trust in their local government. Of the survey

items that could be compared to the national benchmarks and the benchmarks for jurisdictions with similar sized populations, about two-thirds received evaluations that were above or much above. While strong ratings were seen in most areas covered by the 2011 Flower Mound survey, opportunities to strengthen resident appreciation of local services, the Town government and community quality may be found in bolstering residents' appreciation of the various characteristics of the community and continuing to improve traffic flow. Additionally, focusing on ways to make Flower Mound a desirable place to retire and work by increasing employment, volunteer and shopping opportunities, and opportunities to participate in social events and activities, for example, could impact resident's longevity in the Town.

## 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 the Town on what is working well and what is not, and to communicate their priorities for community planning and resource allocation. This is the second 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 2011 Citizen Survey. Of these, 2,937 were delivered to occupied households. A total of 1,064 completed surveys were received, for a response rate of 36%.

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

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 (1,064). 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 Over Time**

Because this survey was the second general citizen surveys of Flower Mound residents, the 2011 results are presented along with past ratings, when available. Differences between 2009 and 2011 can be considered “statistically significant” if they are five percentage points or greater. Trend data for Flower Mound represent important comparisons 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.

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

Selected survey results were compared by certain demographic characteristics of survey respondents and are discussed throughout the body of the report (a full set of these results 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 comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. 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 town 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 town department – to understand how well citizens think it is doing. Results may lead to a new understanding of where services need improvement or where communications about services are lacking. 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 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 (in this report, jurisdictions with a population size between 45,000 and 85,000). Most commonly (also 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 jurisdictions across the country.

Where comparisons for quality ratings were available, the Town of Flower Mound's results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, residents contacting the Town in the last 12 months). In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of Flower Mound's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more," or "less" if the difference between Flower Mound's rating and the benchmark is greater than the margin of error; and "much above," "much below," "much more" or "much less" if the difference between Flower Mound's rating and the benchmark is more than twice the margin of error.

## Survey Results

### Quality of Life and Community

Residents were asked to rate a variety of aspects of quality of life in Flower Mound 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

Nearly all residents (94%) rated the overall quality of life in Flower Mound as “excellent” or “good.” Flower Mound as a place to live (96% “excellent” or “good”), raise children (96%) and their neighborhood as a place to live (93%) also were rated highly by most residents (see Table 1 on the following page). Fewer respondents, though still a majority, believed that the Town as a place to retire (66%) and work (58%) was “excellent” or “good.” Fifteen percent of respondents said that Flower Mound as a place to work was “poor” and 9% felt it was a “poor” place to retire.

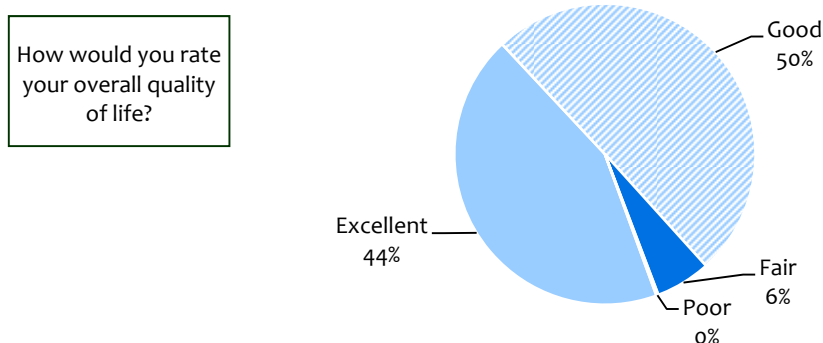
It should be noted that when asked to evaluate the quality of Flower Mound as a place to retire and work, more than 20% of respondents selected “don’t know.” Percentages shown throughout the body of the report are only for those who had an opinion. A full set of responses to each survey question, including “don’t know,” can be found in *Appendix B: Responses to Survey Questions*.

Flower Mound’s ratings for the different aspects of quality of life were compared to ratings given by residents in other jurisdictions. Two comparison groups were used: all jurisdictions from across the nation that were in the NRC benchmark database (the national benchmark) and those jurisdictions with a population size that was similar (between 45,000 and 85,000) to Flower Mound (the population size benchmark). When compared to the nation and to municipalities with populations between 45,000 and 85,000, Flower Mound residents gave higher or much higher evaluations than those living in other places.

When compared to 2009, ratings for all aspects of quality of life in Flower Mound remained stable (see Figure 2 on page 8).

Ratings for the aspects of quality of life were compared by respondent demographics. Households with an annual income of \$125,000 or more were less likely to give positive evaluations to the Town as a place to live, work and retire than were those with lower incomes. Residents age 55 or older gave more favorable ratings to Flower Mound as a place to work than did their younger counterparts. See *Appendix D: Responses to Selected Survey Questions by Respondent Characteristics* for more information.

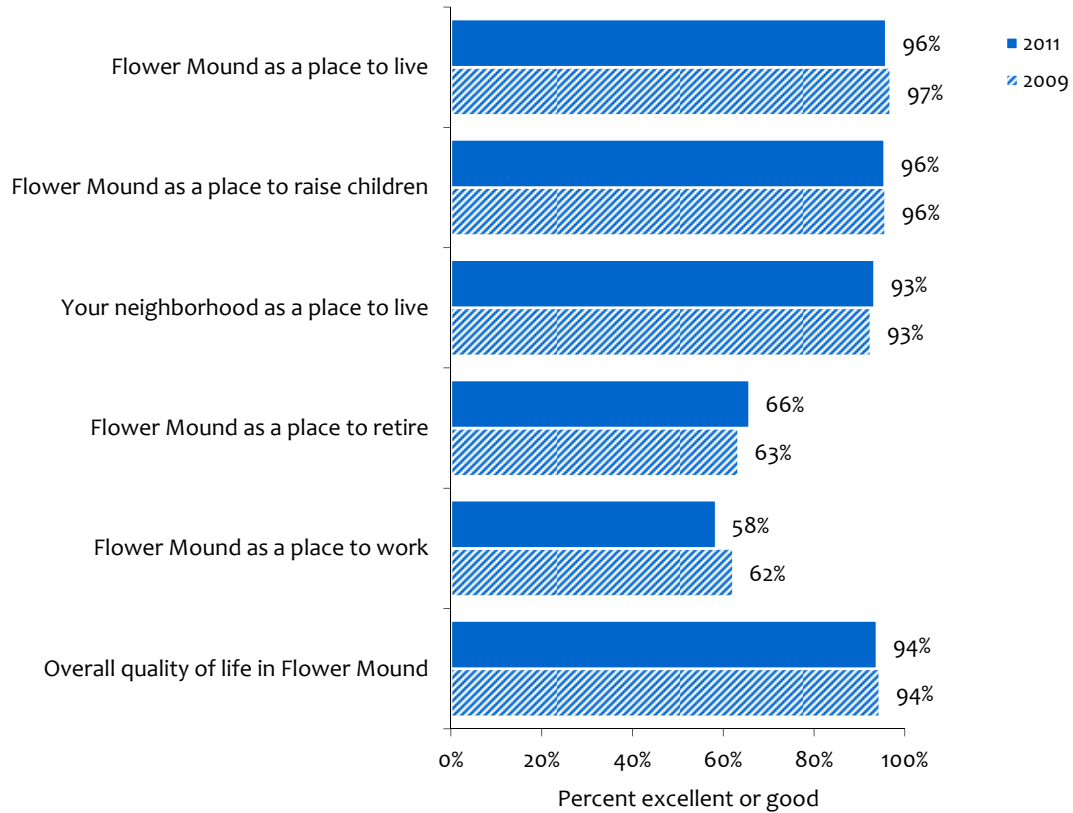
**Figure 1: Overall Quality of Life in Flower Mound**



**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	58%	37%	4%	0%	100%	Much above	Much above
Flower Mound as a place to raise children	60%	35%	4%	1%	100%	Much above	Much above
Your neighborhood as a place to live	52%	41%	6%	1%	100%	Much above	Much above
Flower Mound as a place to retire	27%	39%	25%	9%	100%	Above	Above
Flower Mound as a place to work	25%	33%	27%	15%	100%	Above	Above
The overall quality of life in Flower Mound	44%	50%	6%	0%	100%	Much above	Much above

**Figure 2: Quality of Life Ratings Compared by Year**



## Single Biggest Issue Facing Flower Mound

Residents were asked to select the single biggest issue facing the Town over the next several years. One-quarter of respondents indicated that traffic/transportation (26%) and growth (24%) were the biggest issues facing Flower Mound over the next few years. One in 10 said that aging neighborhoods (13%), economic development (11%) and natural gas exploration (10%) were cause for concern in the coming years. Less than 10% mentioned the other potential issues. An option to write in an issue not already provided in the list also was available for respondents and only 1% chose to write in a response. The “other” responses can be read verbatim in *Appendix C: Verbatim Responses to Open-ended Survey Question*.

Fewer respondents in 2011 than in 2009 believed that traffic/transportation was the biggest issue facing the Town (26% in 2011 versus 44% in 2009). A higher proportion of residents in 2011 than 2009 thought that aging neighborhoods (13% in 2011 versus 6% in 2009) and natural gas exploration (10% versus 4%) would be more of an issue over the next several years.

**Table 2: Single Biggest Issue Facing Flower Mound Compared by Year**

What do you think will be the single biggest issue facing the Town of Flower Mound over the next several years?	2011	2009
Traffic/transportation	26%	44%
Growth	24%	26%
Aging neighborhoods	13%	6%
Economic development	11%	7%
Natural gas exploration	10%	4%
Maintenance of streets and roads	5%	6%
Water/wastewater	4%	2%
Parks and recreation needs	3%	1%
Police services	1%	1%
Taxes, government spending and regulations	1%	1%
Fire services	0%	0%
Other	1%	3%

## Community Participation

Survey respondents were given a list of eight different activities in Flower Mound and asked how frequently they had participated in each over the 12 month period prior to the survey. Almost all respondents said that they had recycled used paper, cans or bottles from their home at least once in the last 12 months (96%), with 75% saying they recycled more than 26 times (see Table 3 on the following page). About 9 in 10 reported visiting the Town's Web site (88%) and visiting a neighborhood or Town park (87%) in the last 12 month period. Seventy percent said they had used a public library or its services in Flower Mound in the last 12 months. Only one-third of respondents said that they had watched a public meeting of local elected officials on television (32%) or attended a meeting of local elected officials (28%) in the 12 months prior to the survey.

Participation rates in Flower Mound were compared to rates in other jurisdictions across the country and in those of a similar population size. Rates of recycling, visiting the Town's Web site and participating in recreation programs or activities were higher or much higher than those reported by residents in other jurisdictions across the nation and in those with a population size between 45,000 and 85,000. A similar proportion of residents reported attending a meeting of local elected officials compared to the nation, and a higher proportion said they had attended when compared to jurisdictions of a similar population size. Similar participation rates were seen for visiting a Flower Mound park and using the Town's Community Activity Center. Respondents reported using the Town library or services at similar rates to other residents across the nation and at a lower rate when compared to jurisdictions with a similar population size. Much fewer Flower Mound residents said they watched a meeting of local elected officials on cable TV than did those across the country and in jurisdictions with a population size between 45,000 and 85,000.

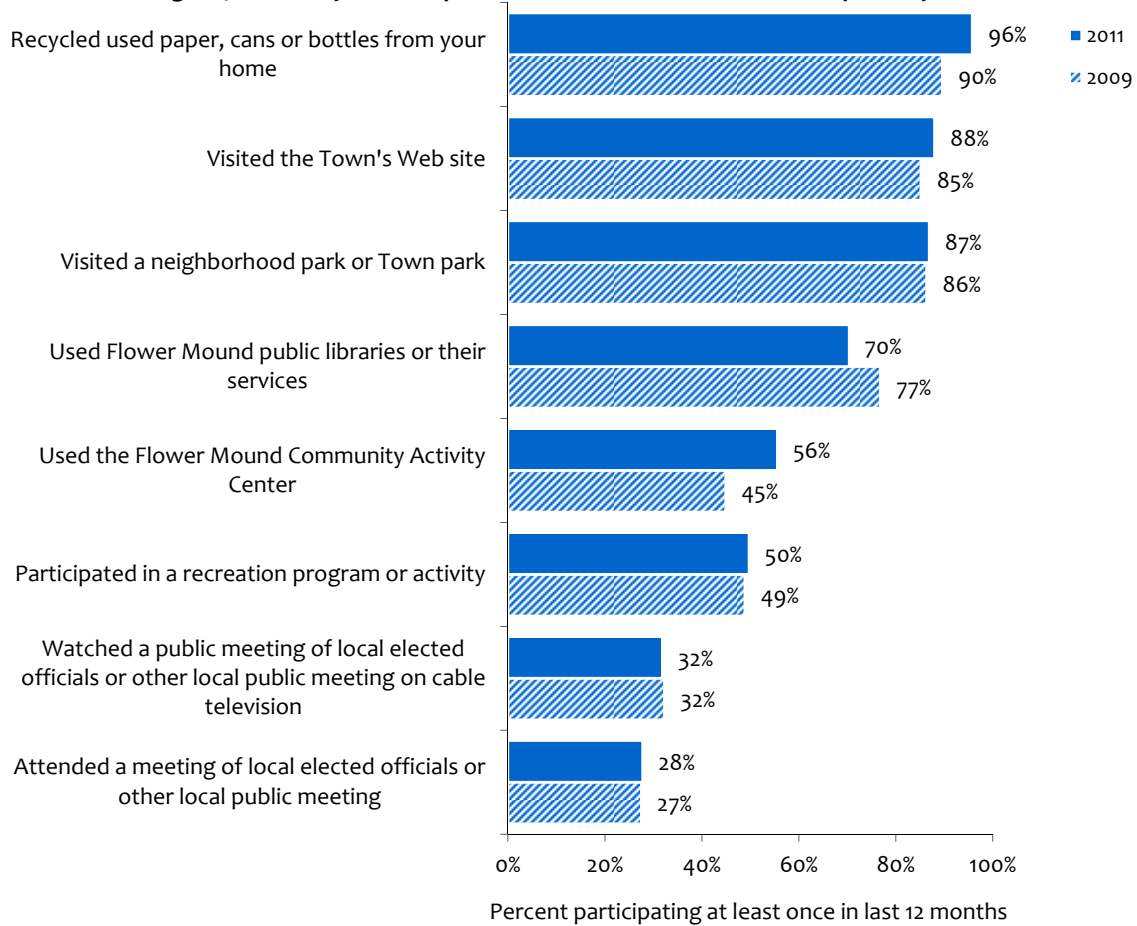
Generally, rates of participation in Flower Mound activities stayed the same in 2011 compared to 2009 (see Figure 3 on the following page). However, more residents in 2011 than in 2009 reported that they had recycled from their home (96% in 2011 versus 90% in 2009) and used the Flower Mound Community Activity Center (56% versus 45%). Fewer said that they used the Town library or its services in the last 12 months (70% versus 77%).

When ratings of community characteristics were compared by respondent demographics, residents who had lived in the Town for a longer period of time (six or more years) generally were more likely to have used the Town library, watched a public meeting of elected officials on cable television and attended a meeting of local elected officials than were those with a shorter tenure in Flower Mound. Those with higher household incomes (\$75,000 or more) and residents who were Hispanic and/or another race were more likely to participate in activities in Flower Mound than were those with lower incomes and those who were White (see *Appendix D: Responses to Selected Survey Questions by Respondent Characteristics* for more information).

**Table 3: 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	4%	4%	9%	8%	75%	100%	Much more	Much more
Visited the Town's Web site (at www.flower-mound.com)	12%	26%	42%	16%	4%	100%	Much more	Much more
Visited a neighborhood park or Town park	13%	23%	30%	17%	17%	100%	Similar	Similar
Used Flower Mound public libraries or their services	30%	26%	28%	10%	6%	100%	Similar	Less
Used the Flower Mound Community Activity Center	44%	21%	18%	8%	9%	100%	Similar	Similar
Participated in a recreation program or activity	50%	26%	15%	4%	4%	100%	More	More
Watched a meeting of local elected officials or other local public meeting on cable television	68%	21%	9%	1%	0%	100%	Much less	Much less
Attended a meeting of local elected officials or other local public meeting	72%	20%	7%	1%	0%	100%	Similar	More

**Figure 3: Summary of Participation in Flower Mound Activities Compared by Year**



## Community Characteristics

When asked to rate the quality of 16 different characteristics of the community, 13 were given “excellent” or “good” ratings by half or more of respondents (see Table 4 on the next page). The overall appearance of Flower Mound (90%) and the overall image or reputation of Flower Mound (89%) were thought to be “excellent” or “good” by 9 out of 10 respondents, with one-third rating each of these as “excellent.” Three-quarters said that the quality of the overall natural environment in the Town (78%), the sense of community (77%) and the overall quality of new development in Flower Mound (74%) was “good” or better. Three in 10 residents believed that opportunities to attend cultural activities (31%) and employment opportunities (27%) was “excellent” or “good”; at least one in 5 rated each of these as “poor.”

More than 20% of respondents answered “don’t know” when assessing the quality of employment opportunities and opportunities to volunteer (see *Appendix B: Responses to Survey Questions* for a full set of responses, including “don’t know”).

All but one of the community characteristics (availability of affordable dining) could be compared to the benchmarks. Eight of the 15 characteristics were rated higher or much higher when compared to the nation, three were rated similarly and four characteristics (opportunities to volunteer, opportunities to participate in social events and activities, opportunities to attend cultural activities and employment opportunities) were rated below or much below the national benchmark.

When compared to jurisdictions of a similar population size, seven out of 15 were rated above or much above the benchmark, two were given similar ratings (recreational opportunities and traffic flow on major streets) and six characteristics received ratings below or much below ratings given in jurisdictions with a similar population size:

- employment opportunities,
- opportunities to volunteer,
- opportunities to participate in social events and activities,
- opportunities to attend cultural activities,
- shopping opportunities, and
- opportunities to participate in community matters.

Overall, quality ratings for community characteristics remained the same from 2009 to 2011 (see Figure 4 on page 14). However, more positive evaluations in 2011 than in 2009 were given to traffic flow on major streets (49% “excellent” or “good” versus 30%) and employment opportunities (27% versus 20%).

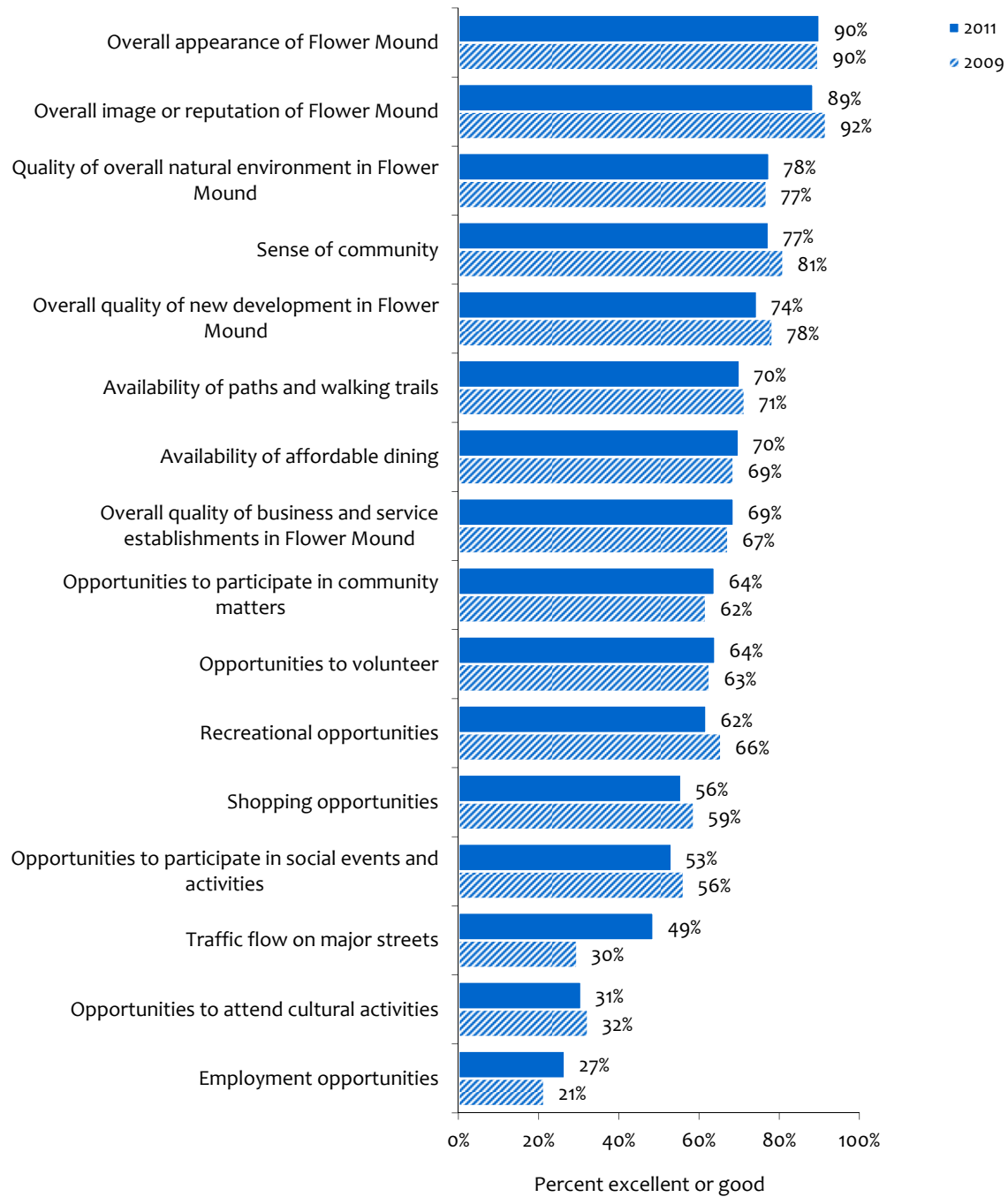
Overall, residents with a shorter residency in Flower Mound, those with lower incomes, 18 to 34 year olds and women tended to give more positive ratings of the various characteristics of the community than did those with a longer residency, those with higher household incomes, older residents (35 years or older) and men. See *Appendix D: Responses to Selected Survey Questions by Respondent Characteristics* for more information.



Table 4: Community Characteristics

Please rate each of the following characteristics as they related to Flower Mound as a whole:	Excellent	Good	Fair	Poor	Total	National Comparison	Population 45,000 to 85,000 Comparison
Overall appearance of Flower Mound	30%	60%	9%	1%	100%	Much above	Much above
Overall image or reputation of Flower Mound	31%	57%	9%	2%	100%	Much above	Much above
Quality of overall natural environment in Flower Mound	19%	58%	19%	3%	100%	Above	Above
Sense of community	23%	54%	19%	3%	100%	Much above	Much above
Overall quality of new development in Flower Mound	23%	52%	19%	6%	100%	Much above	Much above
Availability of paths and walking trails	29%	41%	22%	8%	100%	Much above	Much above
Availability of affordable dining	14%	56%	24%	6%	100%	NA	NA
Overall quality of business and service establishments in Flower Mound	19%	50%	24%	7%	100%	Much above	Above
Opportunities to participate in community matters	12%	52%	31%	5%	100%	Similar	Below
Opportunities to volunteer	12%	52%	31%	5%	100%	Much below	Much below
Recreational opportunities	15%	47%	32%	7%	100%	Similar	Similar
Shopping opportunities	17%	39%	32%	12%	100%	Above	Below
Opportunities to participate in social events and activities	9%	45%	42%	5%	100%	Much below	Much below
Traffic flow on major streets	6%	43%	38%	13%	100%	Similar	Similar
Opportunities to attend cultural activities	6%	25%	49%	20%	100%	Much below	Much below
Employment opportunities	3%	23%	43%	31%	100%	Below	Much below

**Figure 4: Community Characteristics Compared by Year**



## Growth in Flower Mound

Seven in 10 felt that the speed of jobs growth in Flower Mound over the last two years was “too slow,” 28% said the speed of growth was the “right amount” and 3% felt it was “too fast.” Forty percent felt that the population growth in the Town was “too fast,” more than half (57%) said it was the “right amount” and 3% said it was “too slow.” About one-third of respondents rated retail growth as “too slow,” half said it was the “right amount” (47%) and 16% felt it was “too fast.”

It should be noted that 39% of respondents said “don’t know” when rating the speed of jobs growth over the last two years. Responses shown in the report body are of those who had an opinion (see *Appendix B: Responses to Survey Questions* for a full set of responses, including “don’t know”).

A much smaller proportion of Flower Mound residents rated jobs growth as “too slow” than did those across the nation and in jurisdictions of a similar population size. A similar proportion rated population growth as “too fast” compared to the nation and less rated it as “too fast” when compared to jurisdictions with a population size between 45,000 and 85,000. Ratings for retail growth being “too slow” were similar when compared to the nation and were much higher when compared to jurisdictions with a similar population size.

Ratings of growth in 2011 were compared to those given in 2009. Fewer respondents in 2011 than in 2009 rated jobs growth as “too slow” (69% versus 74%, respectively). More residents in 2011 than in 2009 felt that retail growth was “too slow” (37% versus 30%) and fewer felt it was “too fast” (16% versus 24%, respectively). A smaller proportion of respondents said that population growth was “too fast” in 2011 than in 2009 (40% versus 46%), while more believed it was the “right amount” (57% versus 52%).

**Table 5: Speed of Growth Ratings**

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
Jobs growth	21%	48%	28%	2%	1%	100%
Retail growth (stores, restaurants, etc.)	8%	29%	47%	13%	3%	100%
Population growth	0%	3%	57%	33%	8%	100%

**Table 6: Speed of Growth Benchmark Comparisons**

Please rate the speed of growth in the following categories in Flower Mound over the past 2 years:	National Comparison	Population 45,000 to 85,000 Comparison
Jobs growth rated as too slow	Much less	Much less
Retail growth rated as too slow	Similar	Much more
Population growth rated as too fast	Similar	Less

**Table 7: Speed of Growth Compared by Year**

Please rate the speed of growth in the following categories in Flower Mound over the past 2 years:		2011	2009
Jobs growth	Too slow	69%	74%
	Right amount	28%	24%
	Too fast	3%	2%
	Total	100%	100%
Retail growth (stores, restaurants, etc.)	Too slow	37%	30%
	Right amount	47%	46%
	Too fast	16%	24%
	Total	100%	100%
Population growth	Too slow	3%	2%
	Right amount	57%	52%
	Too fast	40%	47%
	Total	100%	100%

### Living in Flower Mound

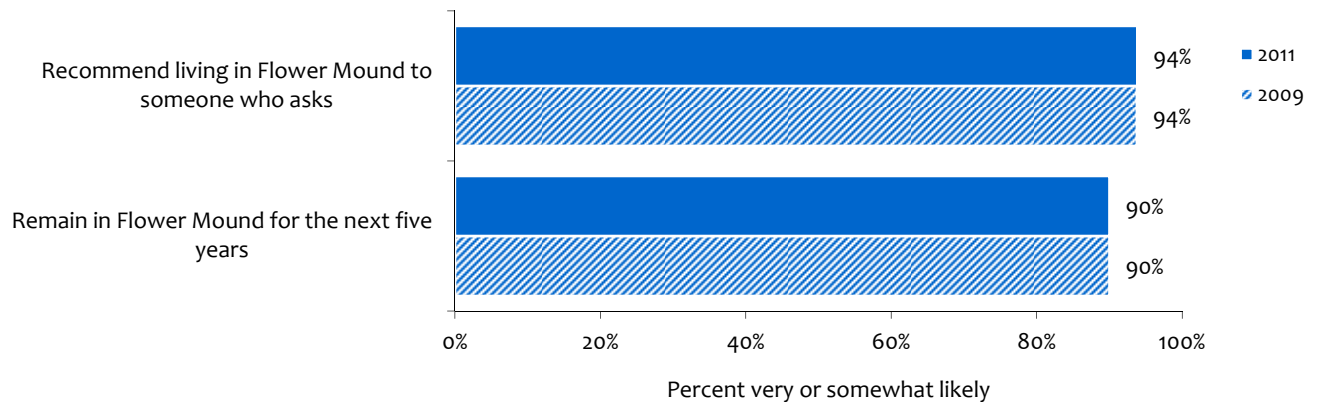
Ninety-four percent of Flower Mound residents said that they were “very” or “somewhat” likely to recommend living in the Town to someone who asks, which was similar to ratings given in 2009 (94%). Ninety percent stated that they were “very” or “somewhat” likely to remain in Flower Mound for the next five years. This was the same as the 2009 rating (90%).

When compared to the national benchmark and the benchmark in jurisdictions of a similar population size, the likelihood of Flower Mound residents recommending living in the Town to someone who asks and remaining in the Town for the next five years was much higher.

**Table 8: 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	62%	32%	4%	2%	100%	Much above	Much above
Remain in Flower Mound for the next five years	63%	27%	6%	4%	100%	Much above	Much above

**Figure 5: Likelihood of Remaining in Community and Recommending Community Compared by Year**



## Safety in Flower Mound

Several survey questions gauged respondents' perceptions of safety in their neighborhoods and from crime. Overall, about 8 in 10 residents said they felt "very" or "somewhat" safe in their neighborhoods and from different types of crime in Flower Mound. Nearly all residents (97%) reported feeling "very" or "somewhat" safe in their neighborhood during the day, and 94% said they felt at least "somewhat" safe from violent crime. Ninety percent of residents felt safe in their neighborhood after dark and 87% felt safe from property crimes.

Flower Mound's ratings of safety in neighborhoods and from crime were much higher than those given across the nation and in jurisdictions of a similar population size.

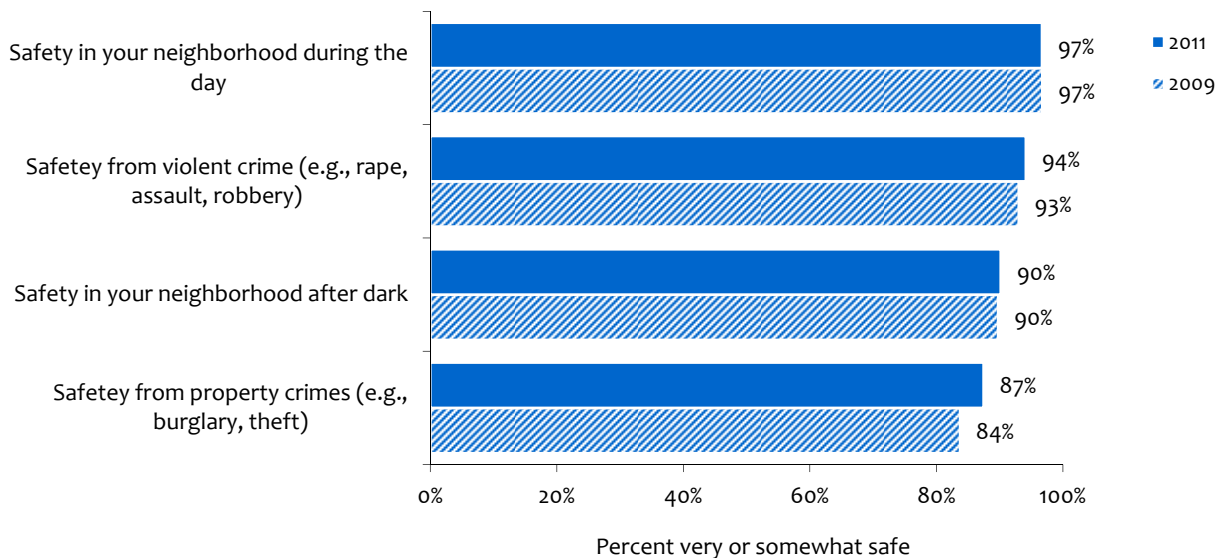
Safety ratings in 2011 were similar to those given in 2009.

Households with lower annual incomes (less than \$75,000) and Hispanic residents tended to feel less safe in their neighborhoods during the day and after dark than did those in households with higher incomes and White residents. See *Appendix D: Responses to Selected Survey Questions by Respondent Characteristics* for more information.

**Table 9: Safety from Crimes and in Neighborhood**

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
In your neighborhood during the day	79%	18%	2%	1%	0%	100%	Much above	Much above
From violent crime (e.g., rape, assault, robbery)	67%	27%	4%	1%	0%	100%	Much above	Much above
In your neighborhood after dark	50%	40%	5%	4%	0%	100%	Much above	Much above
From property crimes (e.g., burglary, theft)	38%	50%	7%	4%	1%	100%	Much above	Much above

**Figure 6: Safety from Crimes and in Neighborhood Compared by Year**



## 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). 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

Eighty-eight percent of respondents rated the overall quality of services in Flower Mound as “excellent” or “good.” Eleven percent felt the overall quality of Town services as “fair” and only 1% rated it as “poor.” These ratings were much higher when compared to both benchmarks and similar to ratings given by residents in 2009 (90%).

Figure 7: Overall Quality of Town Services

How would you rate the overall quality of Town services?

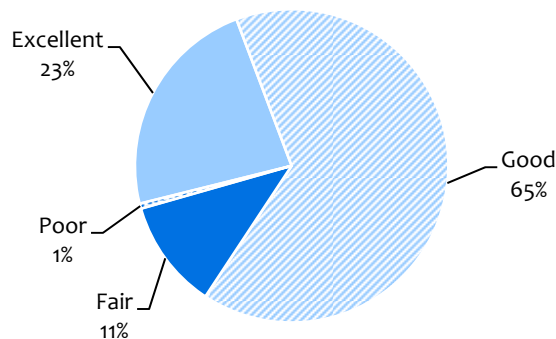
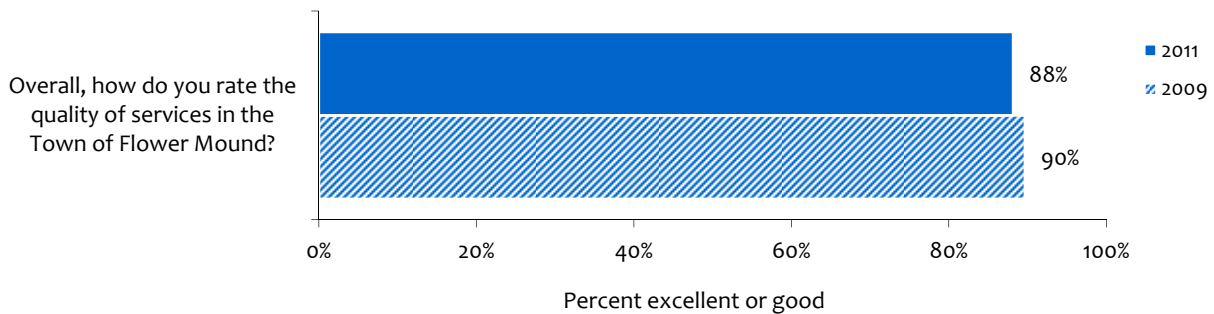


Table 10: Overall Quality of Town Services Benchmark Comparisons

	National Comparison	Population 45,000 to 85,000 Comparison
Overall, how do you rate the quality of services in the Town of Flower Mound?	Much above	Much above

Figure 8: Overall Quality of Town Services Compared by Year



## Town Services

A list of 23 Town services was given to survey respondents who were asked to rate the quality of each. At least half of respondents rated each service as “excellent” or “good” and three-quarters rated 17 of the 23 services as “good” or better (see Table 9 on the following page). The services receiving the highest quality ratings included fire (98% “excellent” or “good”), ambulance or emergency medical services (97%), garbage collection (93%), recycling (92%), Community Activity Center and other recreation facilities (89%) and police (89%). More than one-third of respondents rated each of these services as “excellent.” Street lighting (59% “excellent” or “good”), preservation of open space (56%), land use, planning and zoning (53%) and economic development (53%) were given the lowest ratings.

More than 20% of residents selected “don’t know” when evaluating the quality of the following services: ambulance or emergency medical services, municipal courts, recreation programs or classes, Community Activity Center and other recreation facilities, land use, planning and zoning, animal control, services to seniors, services to youth and emergency preparedness. A full set of responses, including “don’t know,” can be found in *Appendix B: Responses to Survey Questions*.

Quality ratings for Town services were compared to the nation and to jurisdictions with population sizes between 45,000 to 85,000 (see Table 9). Ratings for 19 of the 23 were above or much above both benchmark comparisons, including:

- fire,
- ambulance or emergency medical services,
- garbage collection,
- recycling,
- Community Activity Center and other recreation facilities,
- police,
- drinking water,
- municipal courts,
- animal control,
- public information,
- emergency preparedness,
- traffic enforcement,
- services to youth,
- services to seniors,
- code enforcement (weeds, abandoned buildings, etc.),
- street repair,
- land use, planning and zoning,
- economic development, and
- recreation programs or classes.

Ratings for Town parks were above the national benchmark and similar to the benchmark in jurisdictions with a similar population size. The public library, street lighting and preservation of open space received ratings similar to both sets of benchmarks. None were rated lower or much lower than the benchmarks.

Overall, ratings for most of the Town services remained stable from 2009 to 2011 (see Figure 9 on page 21). Respondents gave more favorable ratings in 2011 than in 2009 to garbage collection (93% “excellent” or “good” in 2011 versus 80% in 2009), recycling (91% versus 81%), Community Activity Center or other recreation facilities (89% versus 84%), services to seniors (74% versus 59%) and street repair (60% versus 51%).

Quality ratings given Town services were compared by respondent demographics. Generally, residents who had lived in the Town for 11 or more years gave less favorable ratings to Town services than did

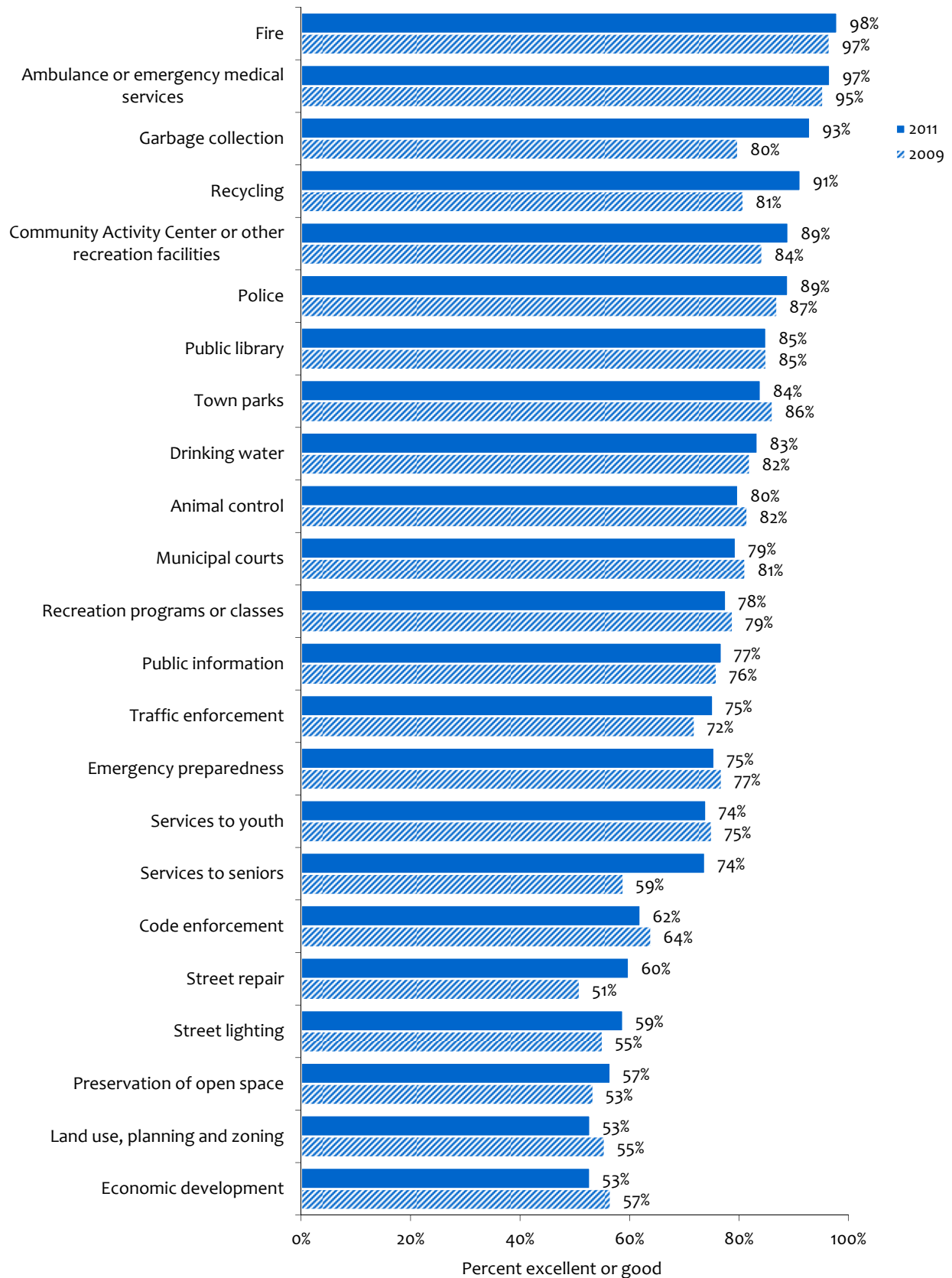
those who had lived in Flower Mound for 10 years or less. Female respondents and those who were White were more likely to give positive assessments of Town services (see *Appendix D: Responses to Selected Survey Questions by Respondent Characteristics* for more information).

**Table 11: Quality of Town Services**

Please rate the quality of each of the following services in Flower Mound:	Excellent	Good	Fair	Poor	Total	National Comparison	Population 45,000 to 85,000 Comparison
Fire	61%	37%	2%	0%	100%	Much above	Much above
Ambulance or emergency medical services	58%	39%	3%	1%	100%	Much above	Much above
Garbage collection	42%	51%	6%	1%	100%	Much above	Much above
Recycling	45%	47%	8%	1%	100%	Much above	Much above
Community Activity Center and other recreation facilities	36%	53%	10%	1%	100%	Much above	Much above
Police	45%	44%	7%	4%	100%	Much above	Much above
Public library	30%	55%	13%	2%	100%	Similar	Similar
Town parks	31%	53%	14%	2%	100%	Above	Similar
Drinking water	33%	51%	12%	4%	100%	Much above	Much above
Animal control	21%	59%	15%	5%	100%	Much above	Much above
Municipal courts	25%	55%	17%	4%	100%	Much above	Much above
Recreation programs or classes	21%	56%	20%	2%	100%	Above	Above
Public information	19%	57%	21%	2%	100%	Much above	Much above
Traffic enforcement	25%	50%	19%	6%	100%	Much above	Much above
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	20%	56%	21%	4%	100%	Much above	Much above
Services to youth	20%	54%	22%	4%	100%	Much above	Much above
Services to seniors	20%	54%	22%	5%	100%	Much above	Much above
Code enforcement (weeds, abandoned buildings, etc.)	12%	50%	27%	11%	100%	Much above	Much above
Street repair	13%	47%	30%	10%	100%	Much above	Much above
Street lighting	14%	45%	28%	13%	100%	Similar	Similar
Preservation of open space	14%	42%	31%	12%	100%	Similar	Similar
Land use, planning and zoning	9%	44%	32%	15%	100%	Much above	Much above
Economic development	8%	45%	33%	14%	100%	Much above	Above



Figure 9: Quality of Town Services Compared by Year



## 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 2011 Town of Flower Mound Action Chart™ on the following page combines two dimensions of performance:

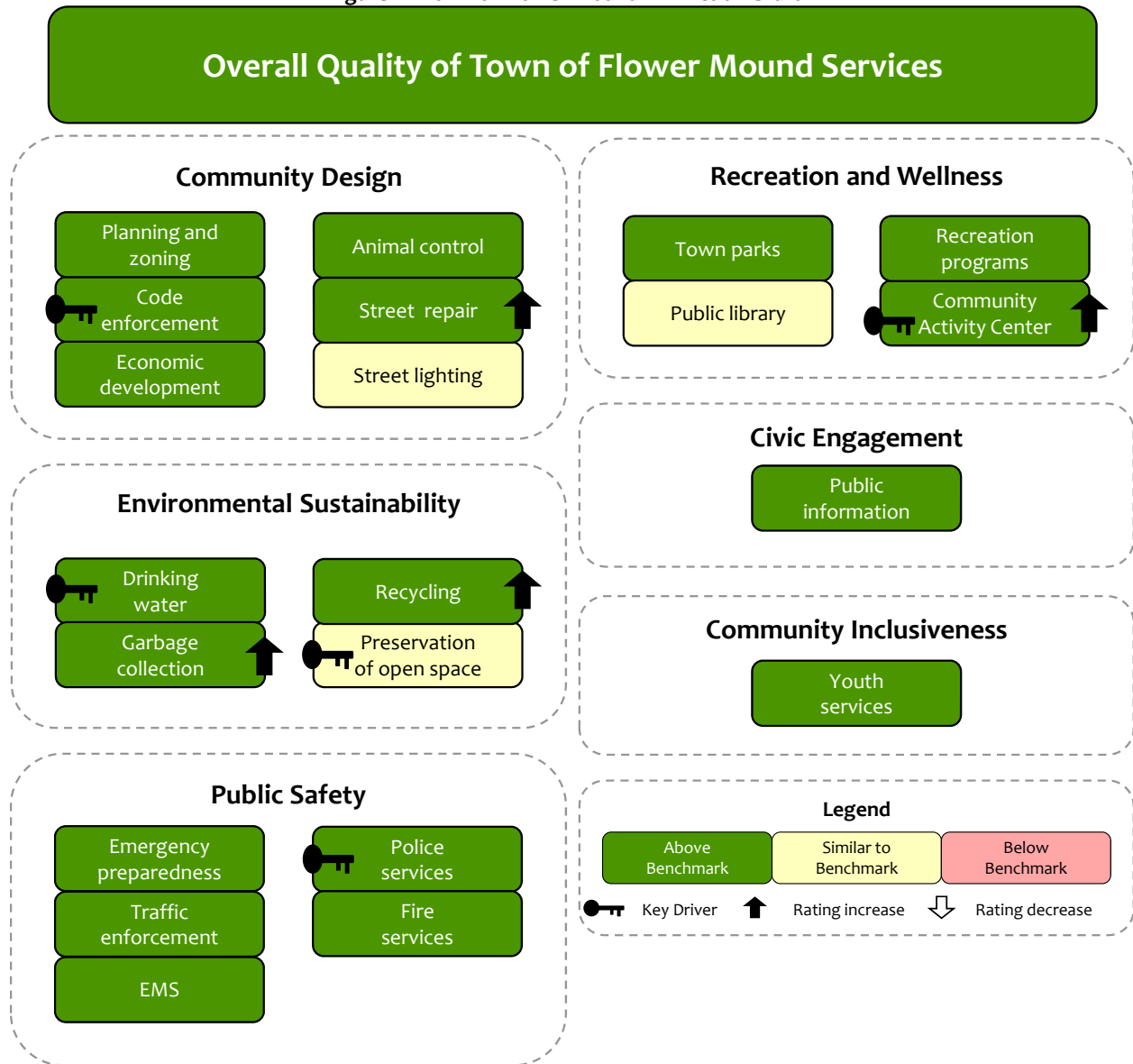
- Comparison to the national benchmark. When a comparison is available, the background color of each service box indicates whether the service is above the norm (green), similar to the norm (yellow) or below the norm (red).
- Trendline data. The arrows next to service boxes point up (black arrow) or down (white arrow) to indicate differences from the previous survey.
- 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. Five of these services were identified as key drivers for the Town: preservation of open space, code enforcement, Community Activity Center or other recreation facilities, drinking water and police. Four of the five drivers were above the national benchmark and one, preservation of open space, was similar to the national average. The ratings for key drivers remained stable from 2009 to 2011, except for the Community Activity Center or other recreation facilities, which increased over time.

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 preservation of open space since this service was similar to the benchmark.

Services with a high percent of respondents answering “don’t know” (i.e., more than 50%) 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 10: Town of Flower Mound 2011 Action Chart™



### Dedicated Sales Tax Services

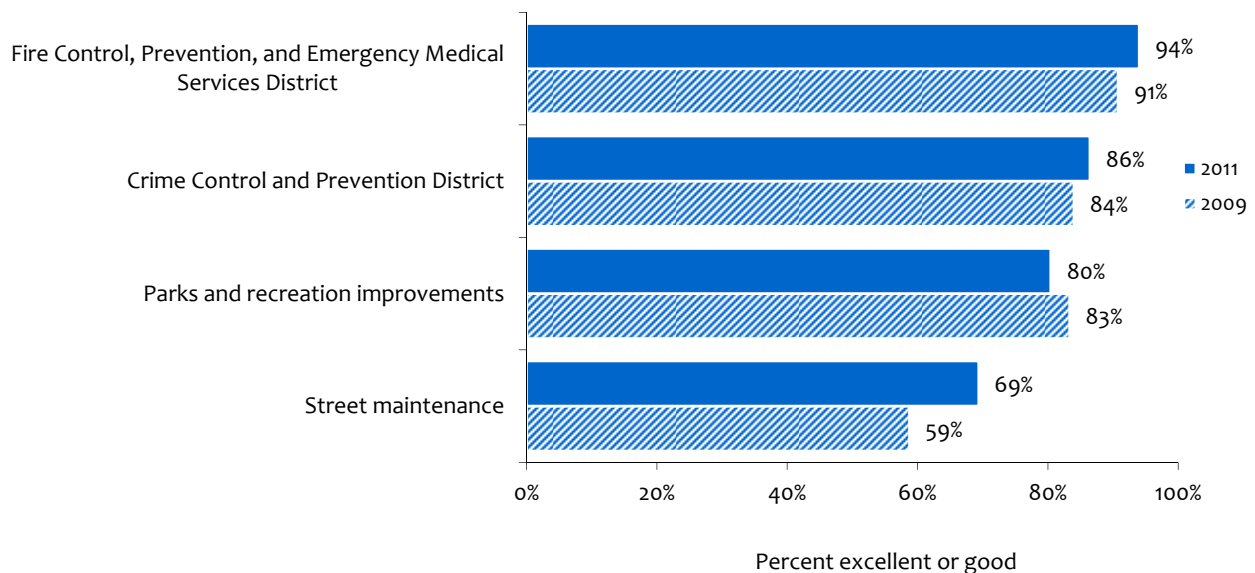
As in 2009, survey respondents were asked to rate the quality of services and programs that currently are being funded by the four dedicated sales taxes. Two-thirds or more rated the quality of each service or program as “excellent” or “good.” Nine in 10 gave “good” or better ratings to the quality of Fire Control, Prevention, and Emergency Medical Services District (more firefighters, new stations, equipment). Eighty-six percent rated the quality of the Crime Control and Prevention District as “excellent” or “good” and 80% said that the parks and recreation improvements were “excellent” or “good.” Seven in 10 thought that the quality of the street maintenance program was at least “good.” Less than 10% of respondents rated each of the four programs or services as “poor.”

When compared to 2009, ratings given in 2011 generally were similar. However, residents gave more positive ratings to the street maintenance program in 2011 than in 2009 (69% “excellent” or “good” versus 59%, respectively).

**Table 12: 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).	Excellent	Good	Fair	Poor	Total
Fire Control, Prevention, and Emergency Medical Services District (more firefighters, new stations, equipment)	39%	55%	6%	0%	100%
Crime Control and Prevention District (more patrol officers, equipment)	31%	55%	11%	2%	100%
Parks and recreation improvements (playground equipment and park improvement)	26%	55%	16%	3%	100%
Street maintenance (increased maintenance and reconstruction)	16%	54%	24%	7%	100%

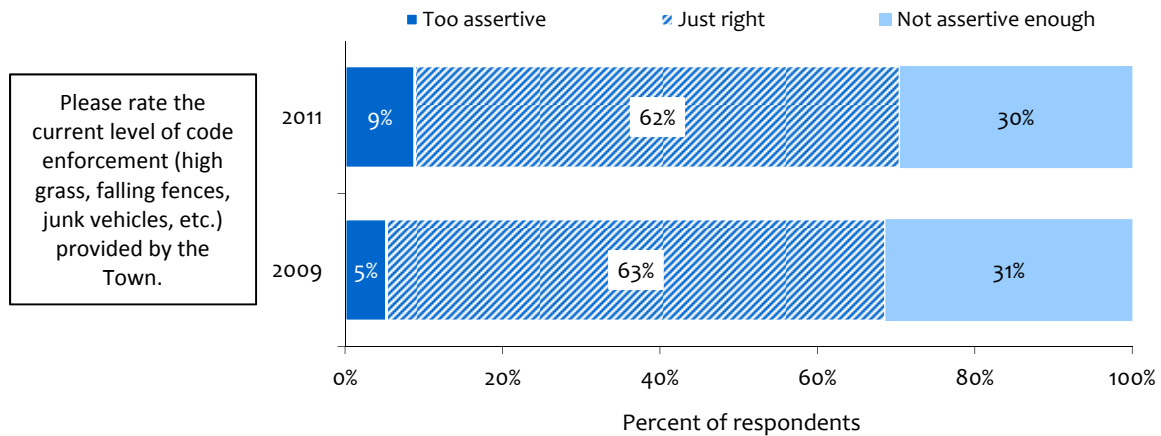
**Figure 11: Quality of Services Funded by Dedicated Sales Tax Compared by Year**



## Code Enforcement

When asked to rate the current level of code enforcement provided by the Town, the majority of respondents felt it was “just right” (62%). About a third felt the level of code enforcement was “not assertive enough” and 9% said the Town was “too assertive.” Assessments of the level of code enforcement in 2011 were similar to ratings given in 2009. It should be noted that 23% of respondents said “don’t know” when evaluating the current level of code enforcement (see *Appendix B: Responses to Survey Questions* for a full set of responses).

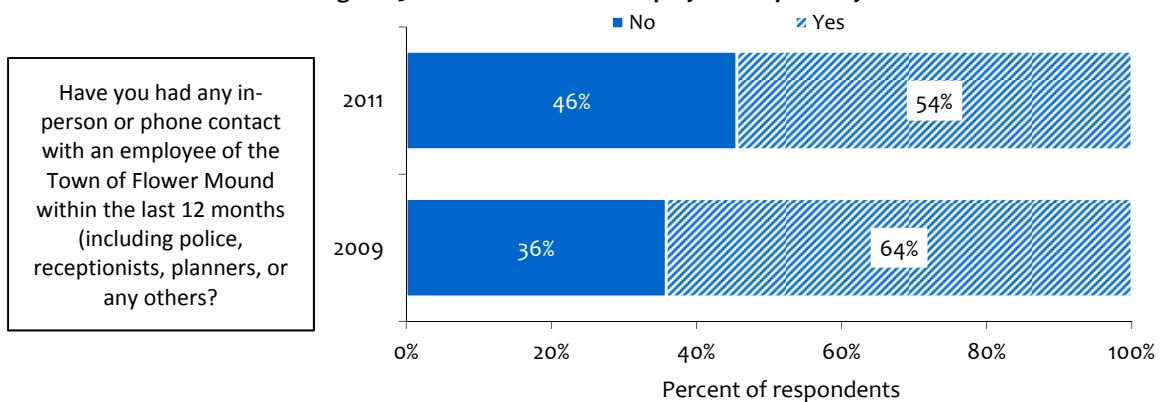
**Figure 12: Level of Code Enforcement Compared by Year**



## Town Employees

Half of respondents reported having had in-person or phone contact with a Town employee in the 12 months prior to the survey. The amount of contact with Flower Mound employees is similar to what is seen in other jurisdictions across the country and of a similar population size. In 2011, a smaller proportion of respondents said they had contact with a Town employee than did those in 2009. This could be due, in part, to an increased use of local government Web sites to get information and pay bills or fines.

**Figure 13: Contact with Town Employee Compared by Year**



**Table 13: Contact with Flower Mound Employee Benchmark Comparisons**

	National Comparison	Population 45,000 to 85,000 Comparison
Have you had any in-person or phone contact with an employee of the Town of Flower Mound within the last 12 months?	Similar	Similar

Those who reported having contact with Town employees in the last 12 months were asked to rate a number of aspects of their interaction. Flower Mound employees received high marks, with more than 8 in 10 respondents rating each characteristic of the employee as “excellent” or “good” and about half rating their interactions as “excellent.”

When compared to the benchmarks, Flower Mound residents evaluated their interactions with Town employees much higher than residents in other jurisdictions across the nation and in those with population sizes between 45,000 and 85,000.

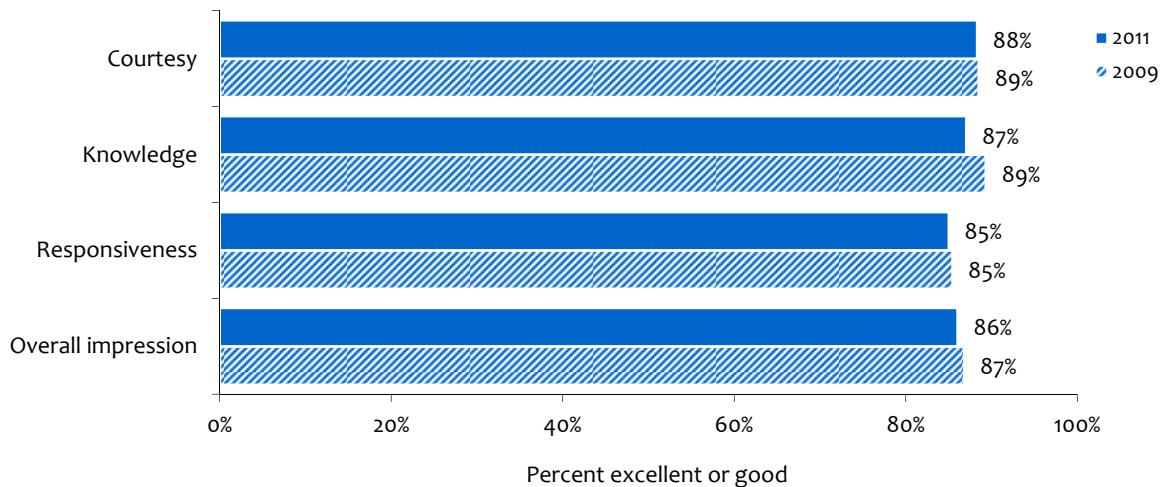
Town employee ratings were similar in 2011 compared to 2009.

**Table 14: 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
Courtesy	52%	36%	8%	4%	100%	Much above	Much above
Knowledge	42%	45%	10%	3%	100%	Much above	Much above
Responsiveness	44%	41%	9%	6%	100%	Much above	Much above
Overall impression	44%	42%	9%	5%	100%	Much above	Much 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 14: Town Employee Ratings Compared by Year**



## Government Performance

Residents were asked to rate several aspects of the Town government’s performance. Three-quarters of respondents said that the value of services for the Town taxes they paid was “excellent” or “good” and two-thirds believed that the overall direction the Town was taking was “good” or better. About one in five rated each as “fair” and less than 10% said they were “poor.”

Comparisons of ratings of Flower Mound government performance were much above the national benchmark and the benchmark in jurisdictions with a similar population size.

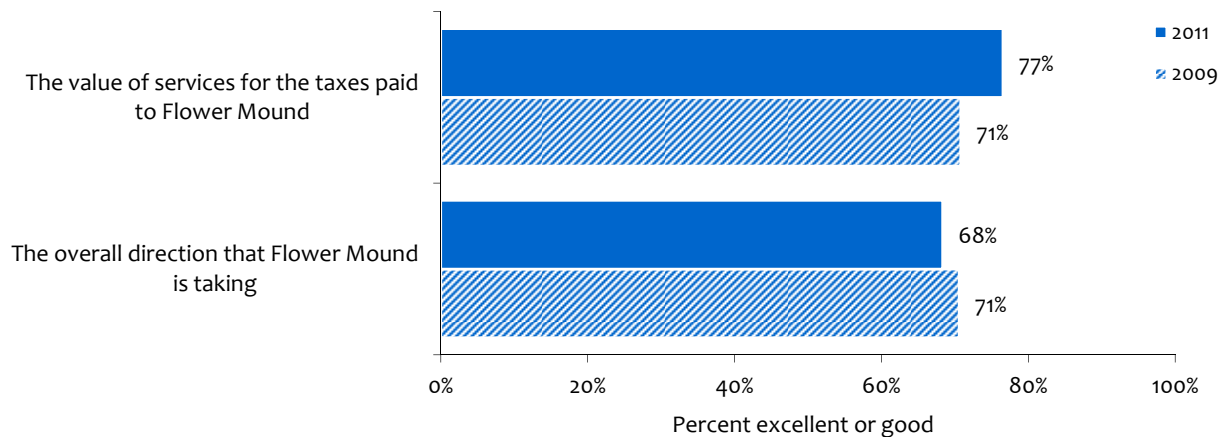
Ratings given to the overall direction the Town was taking were similar between 2009 and 2011. More favorable ratings were given to the value of services for the taxes paid in 2011 than in 2009.

Respondents who had lived in the Town for five years or less, those with household incomes of less than \$125,000 and females were more likely to give “excellent” or “good” ratings to the performance of the Town government than were those with a longer tenure in Flower Mound, a household income of \$125,000 or more and males. See *Appendix D: Responses to Selected Survey Questions by Respondent Characteristics* for more information.

**Table 15: 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	13%	64%	19%	4%	100%	Much above	Much above
The overall direction that Flower Mound is taking	13%	55%	25%	7%	100%	Much above	Much above

**Figure 15: Flower Mound Government Performance Compared by Year**



## Public Trust

When asked to rate the extent to which they agreed or disagreed with a number of positive statements about the Town government and officials, two-thirds of residents agreed that the Town government welcomed citizen involvement (68% agree) and that the government was run for the benefit of all the residents (63%). About half of respondents believed that the local tax dollars were being spent wisely (55%) and that they would recommend the Town government as an example of how to provide local government services (48%). Fewer than 20% of respondents disagreed with each statement.

National benchmark comparisons were available for three of the four statements about public trust and all were rated much higher. The only public trust statement that could be compared to the benchmark for jurisdictions of a similar population size was “Flower Mound’s Town government welcomes citizen involvement,” which was rated above the benchmark.

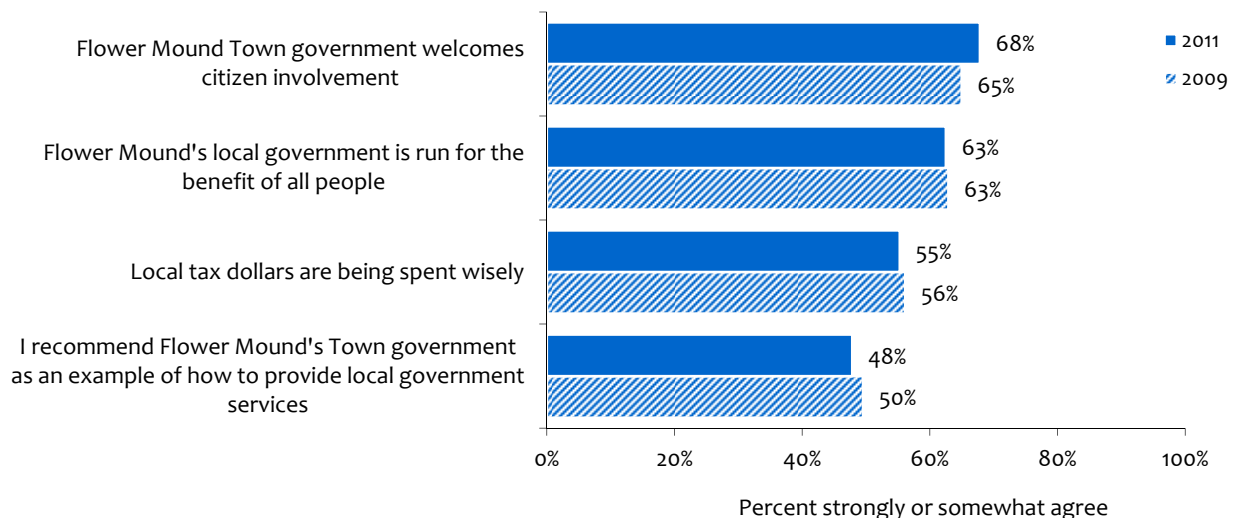
Ratings of public trust were similar in 2011 when compared to 2009.

Overall, those residing in Flower Mound for 11 or more years, those with higher household incomes (\$125,000 or more) and Hispanic residents were more likely to agree with the statements regarding public trust in the local government than were their counterparts (see *Appendix D: Responses to Selected Survey Questions by Respondent Characteristics* for more information).

**Table 16: 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's Town government welcomes citizen involvement	20%	48%	23%	6%	3%	100%	Much above	Above
Flower Mound's local government is run for the benefit of all the people	16%	47%	20%	12%	5%	100%	Much above	NA
Local tax dollars are being spent wisely	12%	44%	29%	12%	4%	100%	Much above	NA
I recommend Flower Mound's Town government as an example of how to provide local government services	12%	36%	38%	9%	5%	100%	NA	NA

**Figure 16: Public Trust Ratings Compared by Year**

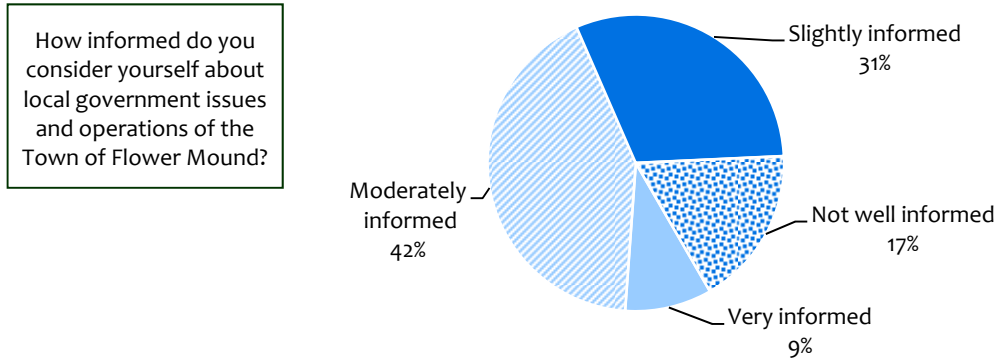




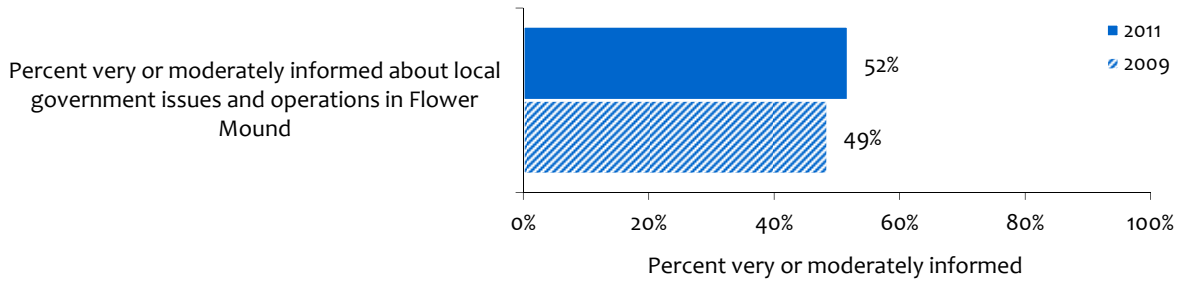
## Communicating with Residents

About twice as many residents said they were “not well” informed (17%) about local government issues and operations of the Town as did those who said they were “very” informed (9%). Forty-two percent of respondents said they were “moderately” informed and 31% felt “slightly” informed. A similar proportion of residents in 2011 compared to 2009 said they felt “very” or “moderately” informed.

**Figure 17: Informed About Local Government**



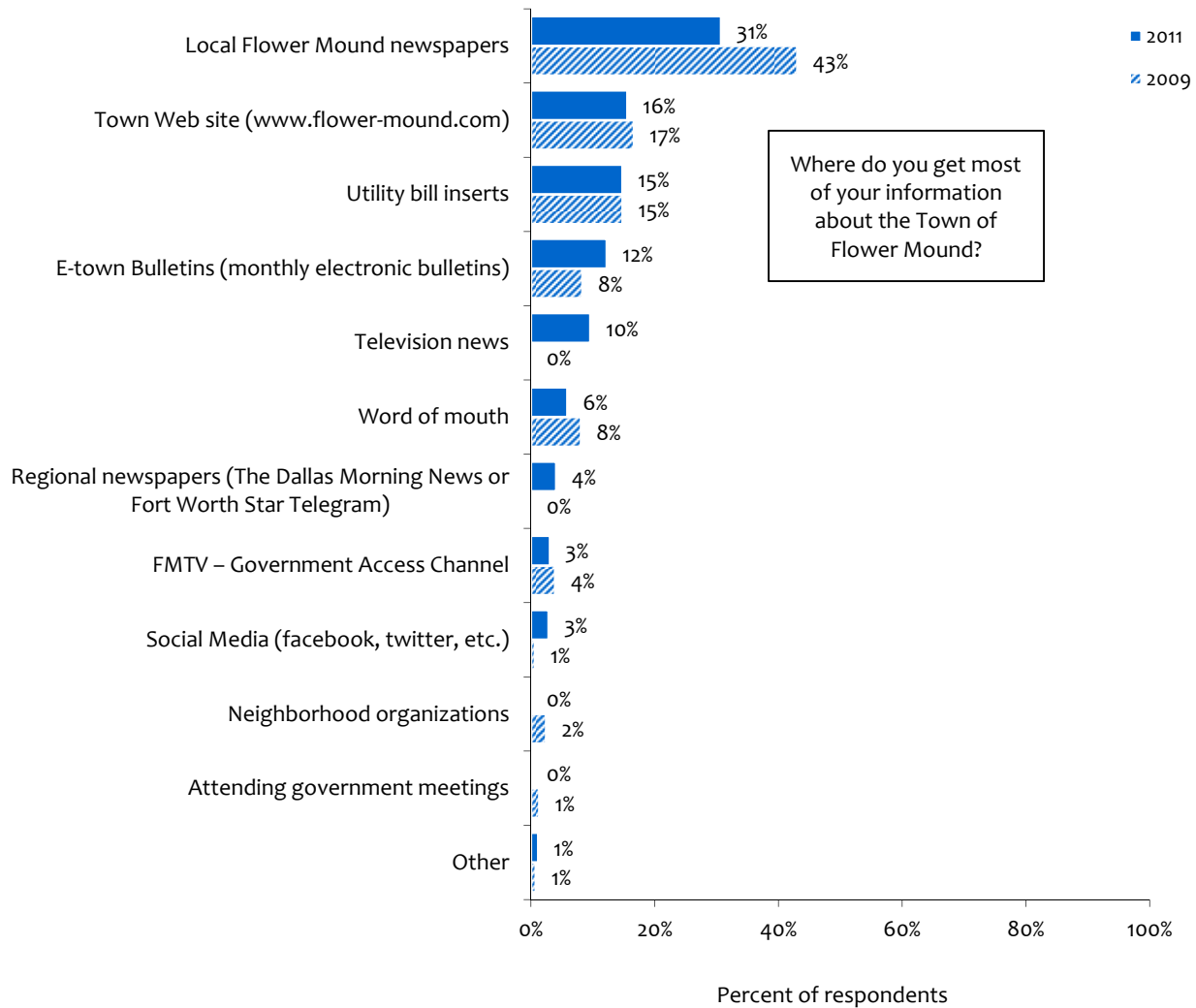
**Figure 18: Informed About Local Government Compared by Year**



When asked where they got most of their information about the Town of Flower Mound, one-third of respondents said they used local Flower Mound newspapers, 16% used the Town’s Web site, 15% used the utility bill inserts, 12% read the E-town Bulletins and 10% relied on television news. Six percent or less reported using any of the other sources of information.

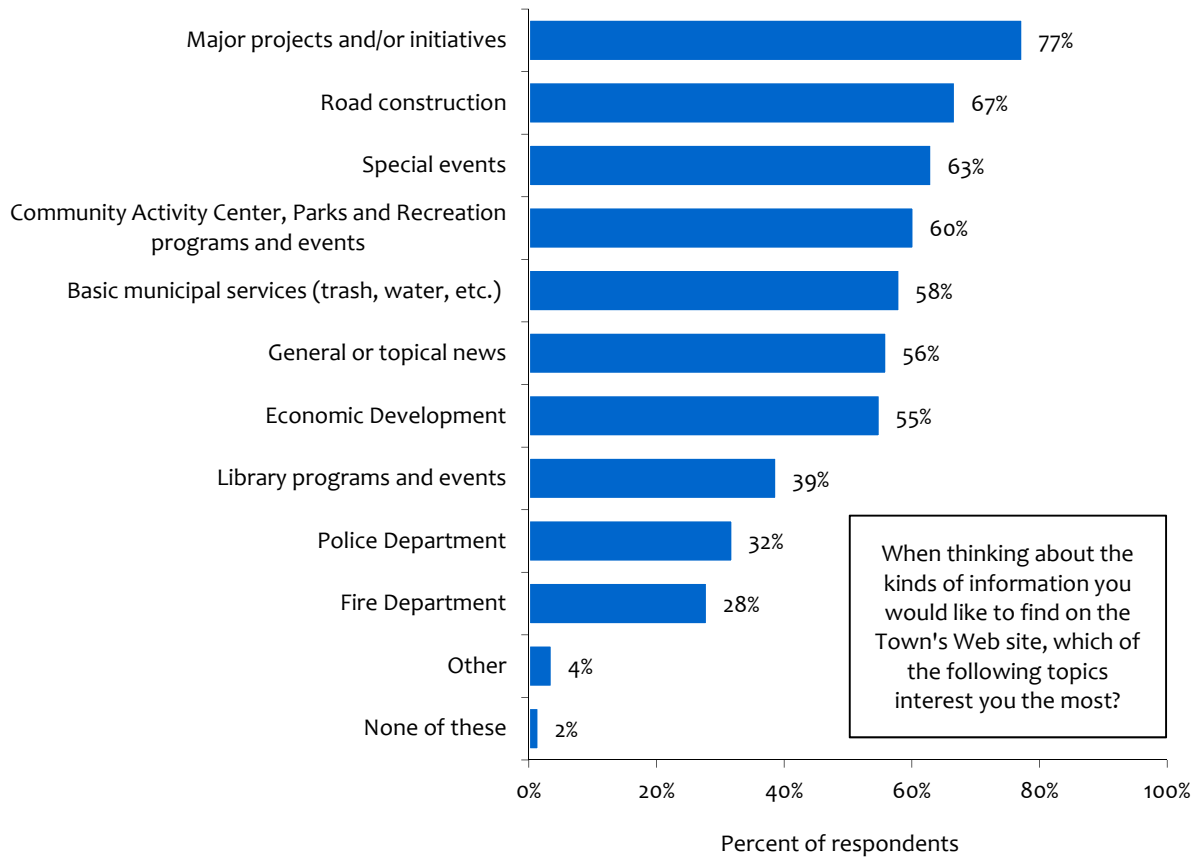
Fewer respondents in 2011 than in 2009 reported using the local newspapers to get information about the Town (31% versus 43%). More respondents reported using the E-town Bulletins in 2011 than in 2009 (12% versus 8%). Use of all other sources of information remained the same.

**Figure 19: Information Sources Compared by Year**



A new question was added to the 2011 survey asking respondents to select all the types of information they would like to find on the Town’s Web site. Three-quarters of respondents (77%) said they would like to be able to find information about major projects or initiatives on the Town’s Web site. A majority of residents wanted to find information on the Town’s Web site on road construction (67%), special events (63%) and the Community Activity Center and Parks and Recreation programs and events (60%). One-third or less said they wanted to find information about the Police (32%) and Fire Departments (28%) on the Town’s Web site.

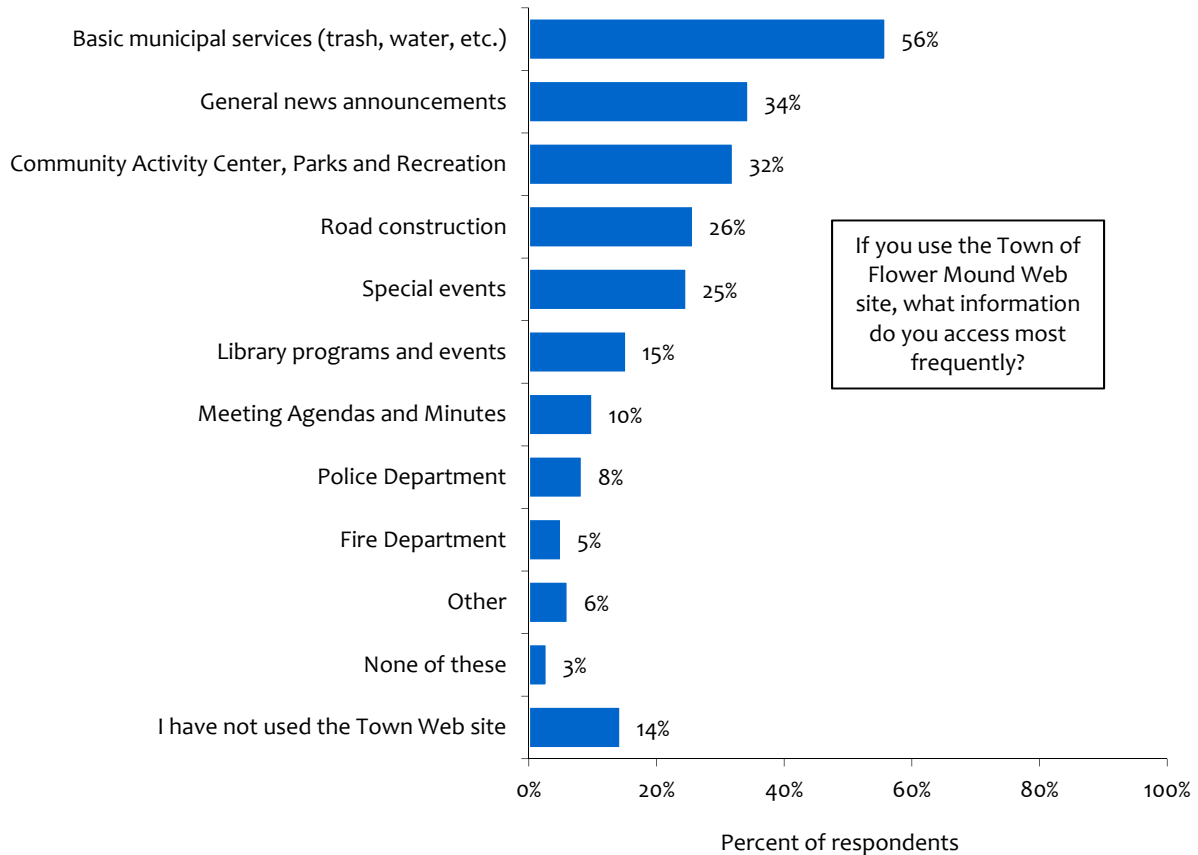
**Figure 20: Desired Information on the Town’s Web Site**



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

Another new survey question asked respondents who used the Town’s Web site to identify all the types of information they access the most frequently. Half of respondents (56%) said they most frequently access information about basic municipal services, 34% said general news announcements and 32% get information about the Community Activity Center and Parks and Recreation. One-quarter of residents reported most often accessing information about road construction (26%) and special events (25%) on the Town’s Web site. A smaller proportion of respondents said they used the Town’s Web site to frequently get information about the Police and Fire Departments (8% and 5%, respectively). Fourteen percent of respondents indicated that they had not used the Town’s Web site.

**Figure 21: Information Accessed on the Town’s Web Site**

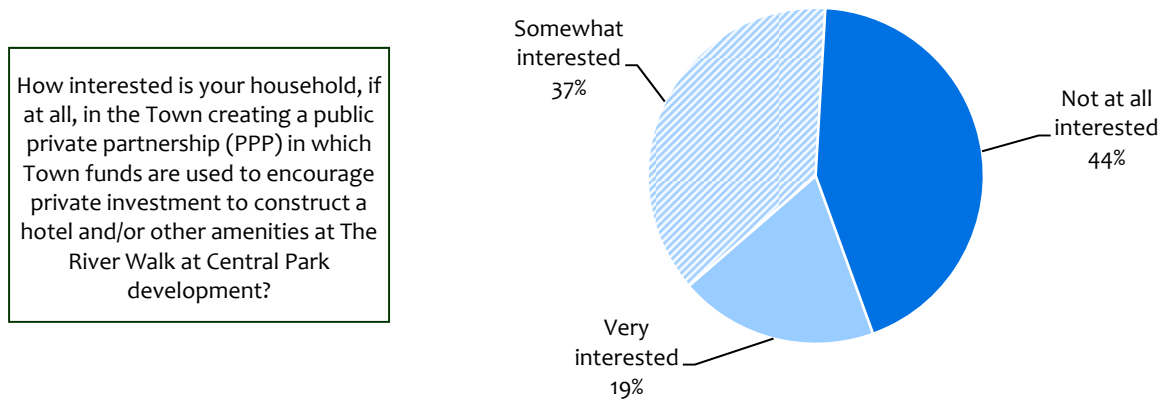


Percentages may total more than 100% as respondents were allowed more than one answer.

## Resident Interest in New Projects

A number of questions on the survey were devoted to gauging residents' interest in potential new projects in Flower Mound. Nineteen percent of respondents said they would be "very" interested in the Town creating a public private partnership (PPP) in which Town funds would be used to encourage private investments to construct a hotel or other amenities at The River Walk at Central Park development. Thirty-seven percent said they would be "somewhat" interested in a PPP and 44% were "not at all" interested.

**Figure 22: Interest in Creating a Public Private Partnership**

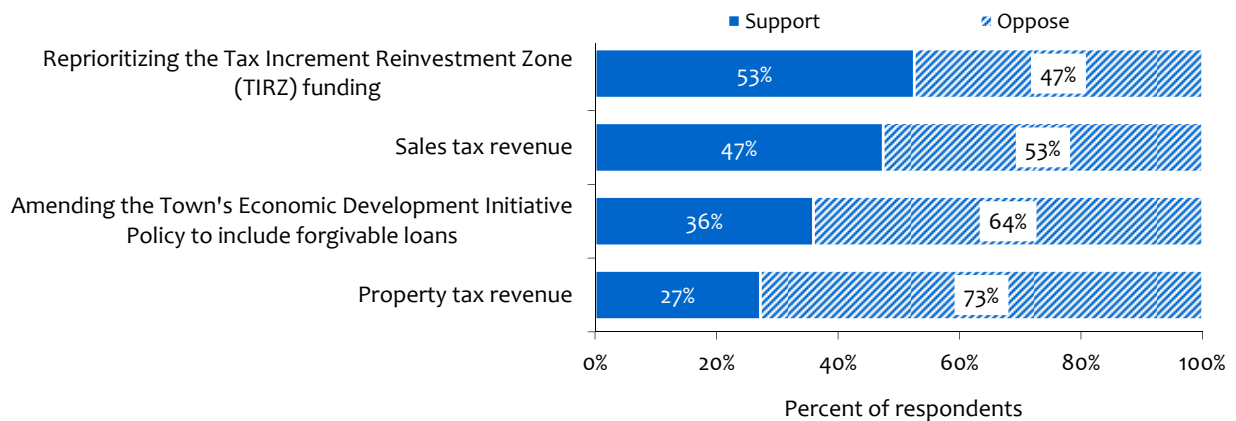


Respondents also were asked to rate their level of support for a variety of potential funding options if the Town were to create a PPP. Residents were divided in their support for or opposition to reprioritizing the Tax Increment Reinvestment Zone (TIRZ) funding and a sales tax revenue to fund a PPP, with about half of respondents supporting each of these options (53% support and 47%, respectively). At least twice as many respondents "strongly" opposed these two funding options as did those who "strongly" supported them. More respondents opposed than supported amending the Town's Economic Development Initiative Policy to include forgivable loans (64% oppose versus 36% support) and using property tax revenue (73% oppose versus 27% support) to fund the PPP. Three in 10 or more were "strongly" opposed to each of the four potential funding options.

**Table 17: Preferences for Funding a PPP**

If the Town were to create a public private partnership (PPP) in which Town funds are used to encourage private investment at The River Walk at Central Park development to construct a hotel and/or other amenities, please indicate the extent to which you would support or oppose funding the PPP by using the following means:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Reprioritizing the Tax Increment Reinvestment Zone (TIRZ) funding	12%	41%	19%	29%	100%
Sales tax revenue	14%	33%	19%	34%	100%
Amending the Town's Economic Development Initiative Policy to include forgivable loans	8%	28%	24%	40%	100%
Property tax revenue	6%	21%	24%	49%	100%

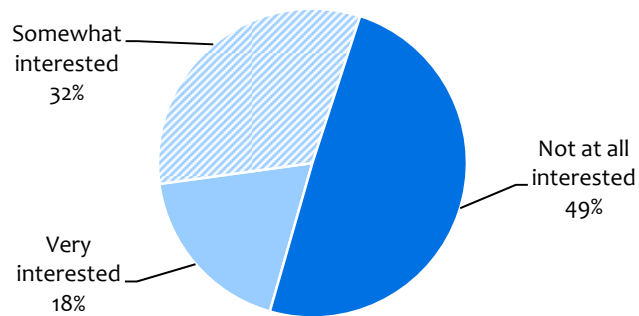
**Figure 23: Summary of Preferences for Funding a PPP**



Half of the residents (50%) voiced interest in the Town constructing a municipal complex that would include a new town hall, new library and performing arts auditorium at The River Walk at Central Park development, with 18% saying they were “very” interested in this project. Forty-nine percent said they were “not at all” interested.

**Figure 24: Interest in Constructing a Municipal Complex**

How interested is your household, if at all, in the Town constructing a municipal complex (estimated cost is in excess of \$30 million) to include a new town hall, new library, performing arts auditorium, etc., at The River Walk at Central Park development?



One-third of the residents said they would be “very” interested in the Town pursuing options for green waste collection for an additional monthly cost of \$1.82, 40% were “somewhat” interested and one-quarter were “not at all” interested. When compared to 2009, fewer respondents in 2011 said they would be interested in green waste collection. Differences in ratings could be at least partially attributable to changes in question wording between survey years.

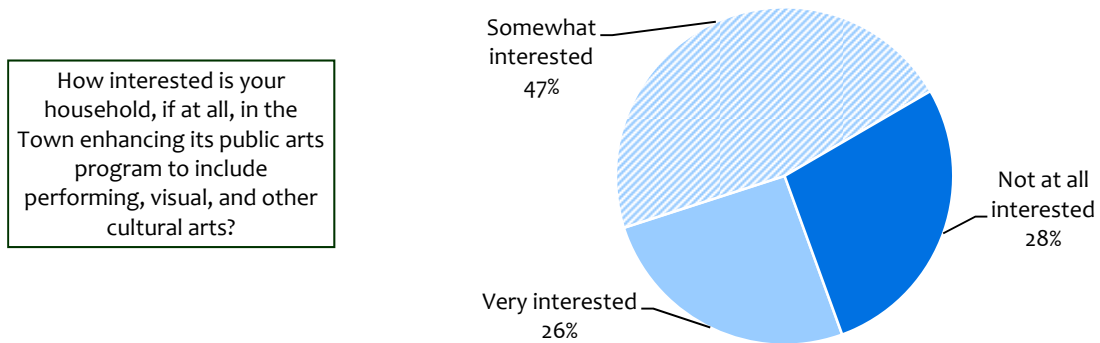
**Table 18: Interest in Pursuing Green Waste Collection Options Compared by Year**

How interested is your household, if at all, in the Town pursuing options for green waste collection for an additional monthly cost of \$1.82? Green waste organics collection at the curb (separate from bulk pickup) would be 100% recycled, reused, and/or processed through composting, mulching and/or beneficial reuse; diverting yard waste from going to the landfill.*	2011	2009
Very interested	37%	36%
Somewhat interested	33%	40%
Not at all interested	30%	24%

\*The 2009 survey did not include potential costs associated with green waste collection, but assessed general interest in pursuing options for a yard waste compost station to divert yard waste from going to the landfill.

When asked how interested they would be in the Town enhancing its public arts program to include performing, visual, and other cultural arts, one-quarter (26%) said they would be “very” interested, half (47%) were “somewhat” interested and another quarter (28%) were “not at all” interested.

**Figure 25: Interest in Enhancing the Town’s Public Arts Program**

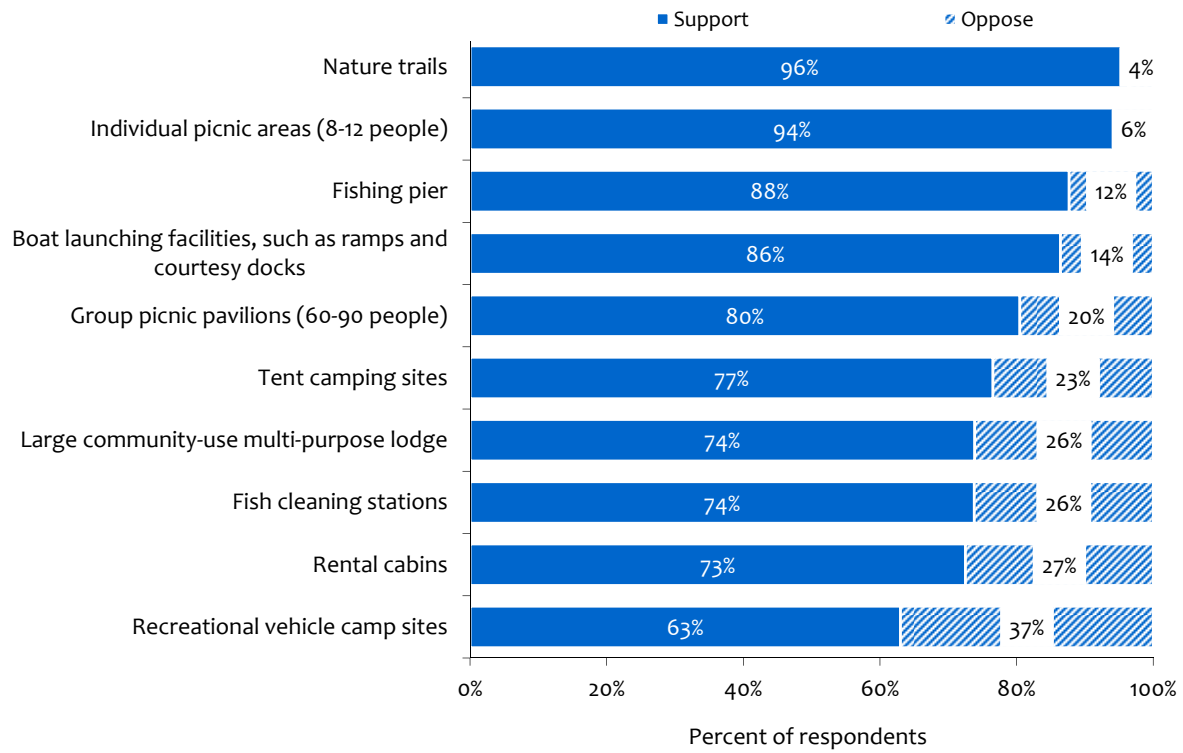


Survey respondents were asked to rate their level of support for 10 different amenities if the Town were to fully develop Twin Coves Park on approximately 243 wooded acres in Flower Mound. Overall, a majority of residents supported each potential amenity that could be developed at Twin Coves Park. Residents voiced the most support for nature trails (96% “strongly” or “somewhat” support), individual picnic areas (94%), a fishing pier (88%) and a boat launching facility (86%). The least supported potential amenities, though still supported by a majority, were rental cabins (73% support) and recreational vehicle camp sites (63%). Sixteen percent or less “strongly” opposed each amenity.

**Table 19: Amenities in Twin Coves Park**

If the Town were to fully develop Twin Coves Park on approximately 243 wooded acres in Flower Mound (located on Grapevine Lake near Skillern Road and Wichita Trail), please indicate the extent to which you would support or oppose each of the following amenities:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Nature trails	73%	23%	2%	2%	100%
Individual picnic areas (8-12 people)	57%	37%	3%	3%	100%
Fishing pier	42%	46%	7%	6%	100%
Boat launching facilities, such as ramps and courtesy docks	46%	41%	9%	5%	100%
Group picnic pavilions (60-90 people)	42%	38%	13%	7%	100%
Tent camping sites	37%	39%	13%	10%	100%
Large community-use multi-purpose lodge	33%	41%	14%	12%	100%
Fish cleaning stations	27%	46%	17%	9%	100%
Rental cabins	31%	41%	15%	13%	100%
Recreational vehicle camp sites	25%	38%	21%	16%	100%

**Figure 26: Summary of Amenities in Twin Coves Park**





## Shopping in Flower Mound

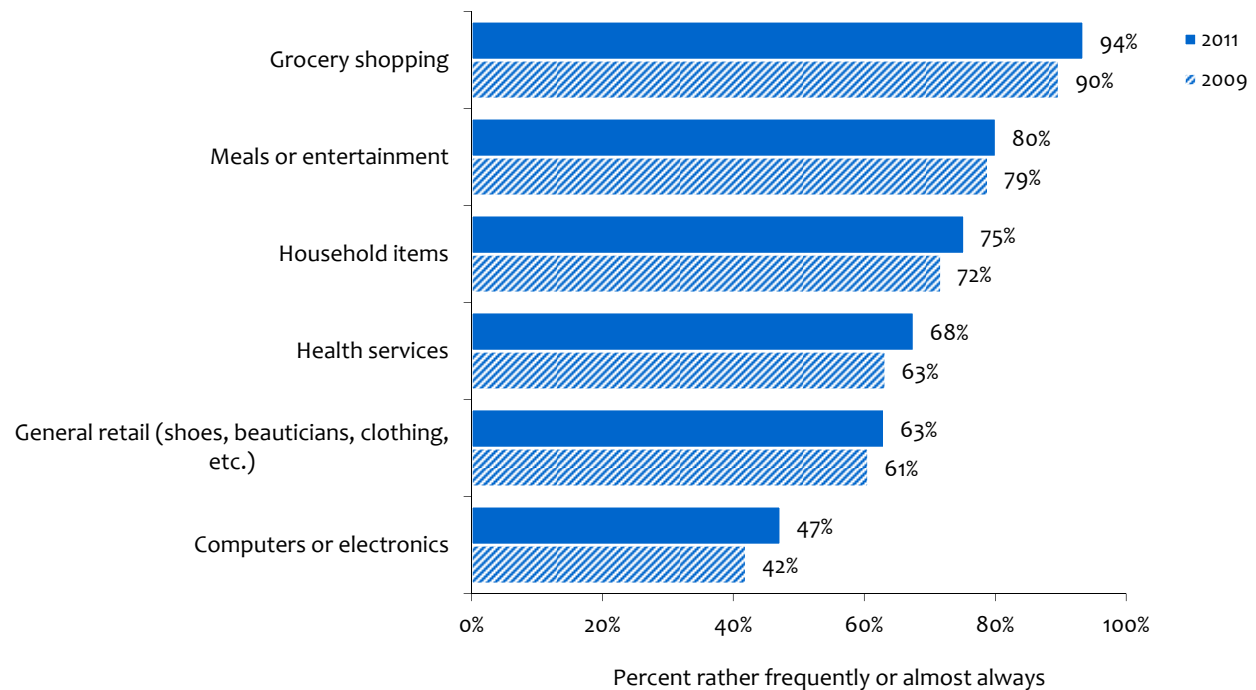
As in 2009, residents were asked about their shopping habits in Flower Mound. Respondents most frequently purchased groceries (94%), meals or entertainment (80%) and household items (75%) within the town limits. Two-thirds of residents said they purchased health services (68%) and general retail (63%) in Flower Mound. Half of respondents reported purchasing computers or electronics in Flower Mound.

When compared to 2009, residents shopping habits in 2011 were similar, except for purchasing computers or electronics which increased (47% did this “rather frequently” or “almost always” in 2011 versus 42% in 2009).

**Table 20: Frequency of Shopping Within Town Limits**

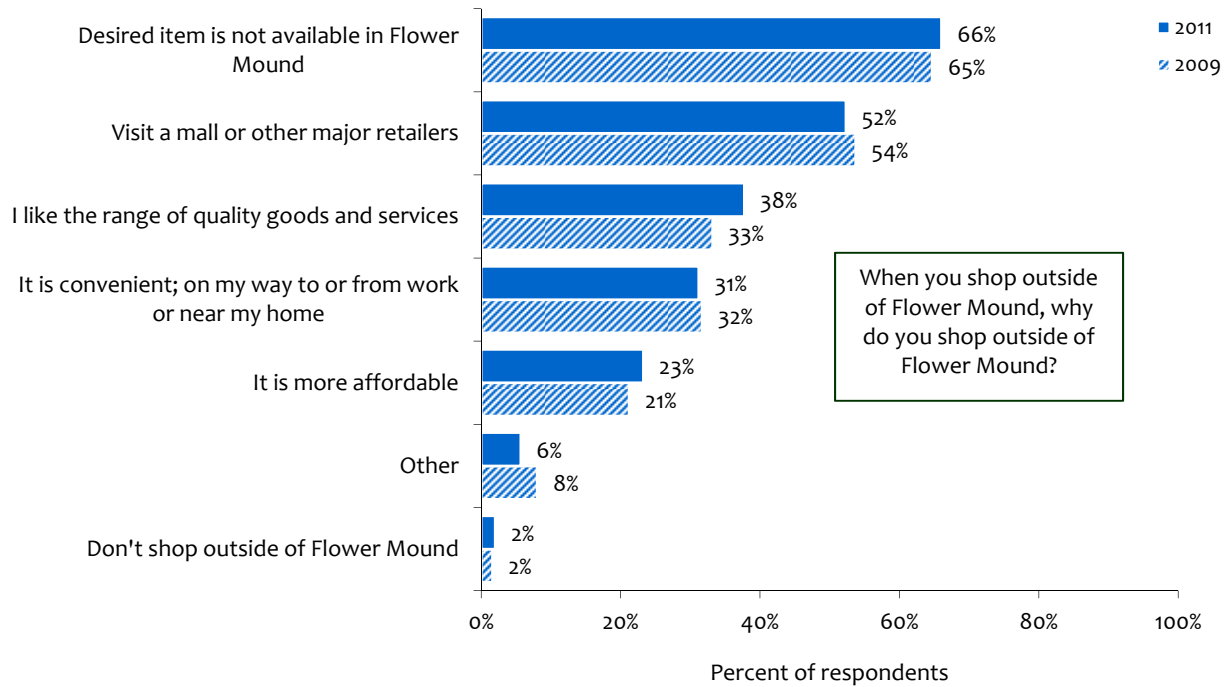
For each type of shopping, please estimate how frequently or infrequently you make purchases within the town limits of Flower Mound:	Almost never	Rather infrequently	Rather frequently	Almost always	Total
Grocery shopping	1%	5%	17%	76%	100%
Meals or entertainment	2%	18%	54%	26%	100%
Household items	6%	18%	36%	39%	100%
Health services	12%	20%	31%	37%	100%
General retail (shoes, beauticians, clothing, etc.)	12%	25%	38%	25%	100%
Computers or electronics	24%	29%	28%	20%	100%

**Figure 27: Frequency of Shopping Within Town Limits Compared by Year**



When asked why they shopped outside of Flower Mound, 66% of respondents said that it was because the desired item was not available in town and 52% said it was to visit a mall or other major retailer. Four out of 10 said that they shopped outside of Flower Mound because they liked the range of quality goods and services and one-third cited convenience as the reason for shopping outside town limits. One-quarter said shopping outside of Flower Mound was more affordable and 6% said there were other reasons they shopped outside of the Town. Two percent reported not shopping outside of Flower Mound.

**Figure 28: Reasons for Shopping Outside Town Limits Compared by Year**



Percentages may total more than 100% as respondents were allowed 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.

Question D1		
Length of residency	Percent of respondents	Count
0-2 years	12%	125
3-5 years	16%	172
6-10years	28%	298
11 or more years	43%	455
Total	100%	1,050
<i>Average length of residency (years)</i>	10.8	1,050

Question D2		
What city do you work in or nearest to?	Percent of respondents	Count
I work from home	15%	156
Allen	0%	1
Carrollton	3%	33
Colleyville	0%	1
Coppell	5%	49
Dallas	14%	149
Denton	2%	21
Flower Mound	11%	116
Frisco	1%	13
Ft. Worth	5%	49
Grapevine	5%	52
Irving	15%	153
Lewisville	7%	69
McKinney	0%	2
N. Richland Hills	1%	7
Plano	4%	43
Richardson	2%	21
Rowlett	0%	1
Southlake	2%	18
Other	8%	83
Total	100%	1,038

Question D3		
Distance between home and work	Percent of respondents	Count
Less than 5 miles	23%	223
5 to 10 miles	19%	181
11 to 20 miles	35%	337
21 to 30 miles	18%	170
More than 30 miles	6%	60
Total	100%	971
<i>Average length of commute (miles)</i>	16.5	838

Question D4		
What travel method do you typically use to get to work??	Percent of respondents	Count
Drive alone	92%	870
Bicycle	0%	1
Walk	2%	17
Carpool	2%	18
Bus	0%	0
Other	5%	45
Total	100%	951

Question D5		
Do you own or rent your residence?	Percent of respondents	Count
Rent	10%	101
Own	90%	954
Total	100%	1,055

Question D6		
Number of household members	Percent of respondents	Count
One	7%	77
Two	29%	308
Three	22%	231
Four	29%	305
Five or more	13%	132
Total	100%	1,052
<i>Average household size</i>	3.2	1,052

Question D7		
Number of children living in household	Percent of respondents	Count
None	43%	453
One	22%	228
Two	26%	269
Three	7%	74
Four or more	2%	23
Total	100%	1,047
<i>Average number of children</i>	1.8	594

Question D8		
What is the highest degree or level of school you have completed?	Percent of respondents	Count
0-11 years, no diploma	0%	3
High school graduate	5%	53
Some college or associate degree	19%	202
Bachelor's degree	45%	477
Graduate or professional degree	30%	320
Total	100%	1,055

Question D9		
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	Percent of respondents	Count
American Indian, Eskimo or Aleut	2%	17
Asian or Pacific Islander	6%	66
Black or African American	1%	13
White or Caucasian	89%	925
Other	4%	45

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

Question D10		
Are you of Hispanic origin?	Percent of respondents	Count
Yes	6%	67
No	94%	978
Total	100%	1,045

Question D11		
Which of the following best describes your age?	Percent of respondents	Count
18-24	1%	8
25-34	18%	188
35-44	24%	256
45-54	34%	361
55-64	14%	150
65 years or older	9%	90
Total	100%	1,053

Question D12		
About how much was your household's total income before taxes in 2010?	Percent of respondents	Count
Less than \$25,000	1%	14
\$25,000 to \$49,999	6%	59
\$50,000 to \$74,999	12%	117
\$75,000 to \$99,999	17%	166
\$100,000 to \$124,999	18%	179
\$125,000 to \$149,999	14%	135
\$150,000 or more	33%	324
Total	100%	996

Question D13		
Respondent gender	Percent of respondents	Count
Female	52%	536
Male	48%	504
Total	100%	1,039

## Appendix B: Responses to Survey Questions

The following pages contain a complete set of responses to each question on the survey, including “don’t know.”

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	58%	616	37%	395	4%	38	0%	5	0%	1	100%
Your neighborhood as a place to live	52%	550	41%	432	6%	62	1%	8	0%	1	100%	1,053
Flower Mound as a place to raise children	57%	600	33%	349	4%	39	0%	5	5%	54	100%	1,047
Flower Mound as a place to work	17%	173	22%	230	18%	183	10%	103	34%	349	100%	1,039
Flower Mound as a place to retire	21%	219	31%	323	19%	204	7%	78	21%	225	100%	1,049
The overall quality of life in Flower Mound	43%	457	50%	526	6%	62	0%	2	0%	3	100%	1,050

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	Count
Growth	24%	249
Traffic/transportation	26%	270
Maintenance of streets and roads	5%	56
Water/wastewater	4%	42
Parks and recreation needs	3%	27
Economic development	11%	119
Aging neighborhoods	13%	132
Police services	1%	9
Fire services	0%	4
Natural gas exploration	10%	108
Taxes, government spending and regulations	1%	12
Other	1%	8
Total	100%	1,036

**Question 3**

Please rate each of the following characteristics as they related to Flower Mound as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Sense of community	23%	242	53%	560	19%	201	3%	33	1%	11	100%	1,048
Overall appearance of Flower Mound	30%	314	60%	634	9%	96	1%	9	0%	0	100%	1,053
Overall quality of new development in Flower Mound	22%	229	50%	527	19%	193	6%	66	3%	29	100%	1,045
Overall quality of business and service establishments in Flower Mound	19%	197	49%	513	24%	253	7%	71	1%	7	100%	1,041
Shopping opportunities	17%	179	39%	405	32%	335	12%	131	0%	0	100%	1,050
Opportunities to attend cultural activities	5%	57	22%	234	44%	464	18%	194	10%	104	100%	1,053
Recreational opportunities	15%	154	44%	468	30%	317	6%	67	4%	46	100%	1,052
Employment opportunities	2%	24	16%	167	30%	310	21%	221	31%	317	100%	1,039
Opportunities to participate in social events and activities	8%	83	41%	430	39%	406	4%	46	8%	87	100%	1,053
Opportunities to volunteer	9%	98	40%	424	24%	253	4%	40	22%	235	100%	1,051
Opportunities to participate in community matters	10%	108	43%	452	26%	269	4%	47	17%	175	100%	1,051
Availability of paths and walking trails	28%	298	41%	428	22%	228	8%	80	2%	18	100%	1,052
Traffic flow on major streets	6%	62	43%	448	38%	398	13%	141	0%	1	100%	1,049
Availability of affordable dining	14%	145	56%	586	24%	251	6%	64	1%	6	100%	1,051
Quality of overall natural environment in Flower Mound	19%	203	58%	613	19%	201	3%	36	0%	4	100%	1,056
Overall image or reputation of Flower Mound	31%	327	57%	605	9%	99	2%	22	0%	4	100%	1,056

**Question 4**

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		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Population growth	0%	3	2%	25	52%	543	30%	315	7%	74	9%	93	100%	1,053
Retail growth (stores, restaurants, etc.)	7%	76	28%	291	45%	472	12%	129	3%	33	5%	49	100%	1,050
Jobs growth	13%	133	29%	304	17%	179	1%	13	0%	4	39%	411	100%	1,044



Question 5														
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		Don't know		Total	
	Violent crime (e.g., rape, assault, robbery)	67%	706	27%	285	4%	45	1%	13	0%	3	1%	6	100%
Property crimes (e.g., burglary, theft)	38%	400	49%	521	7%	79	4%	40	1%	13	1%	6	100%	1,059

Question 6														
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	In your neighborhood during the day	79%	835	18%	187	2%	23	1%	11	0%	1	0%	0	100%
In your neighborhood after dark	50%	527	40%	424	5%	53	4%	46	0%	4	0%	0	100%	1,055

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	30%	312	26%	272	28%	297	10%	110	6%	62	100%	1,052
Used the Flower Mound Community Activity Center	44%	467	21%	219	18%	186	8%	89	9%	90	100%	1,051	
Participated in a recreation program or activity	50%	526	26%	276	15%	159	4%	46	4%	40	100%	1,047	
Visited a neighborhood park or Town park	13%	137	23%	236	30%	317	17%	181	17%	174	100%	1,045	
Attended a meeting of local elected officials or other local public meeting	72%	757	20%	212	7%	70	1%	6	0%	3	100%	1,048	
Watched a meeting of local elected officials or other local public meeting on cable television	68%	717	21%	223	9%	98	1%	10	0%	4	100%	1,052	
Visited the Town's Web site (at www.flower-mound.com)	12%	127	26%	275	42%	438	16%	169	4%	43	100%	1,052	
Recycled used paper, cans or bottles from your home	4%	45	4%	39	9%	99	8%	81	75%	793	100%	1,057	

## Question 8

Please rate the quality of each of the following services in Flower Mound:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Police	42%	446	41%	434	7%	74	3%	36	6%	66	100%	1,055
Fire	50%	526	31%	322	1%	14	0%	3	18%	190	100%	1,056
Ambulance or emergency medical services	38%	399	26%	269	2%	18	1%	5	34%	362	100%	1,052
Municipal courts	12%	130	27%	285	8%	88	2%	20	50%	528	100%	1,051
Traffic enforcement	22%	232	44%	465	16%	172	6%	58	11%	120	100%	1,047
Street repair	12%	128	46%	486	30%	312	9%	99	3%	28	100%	1,054
Street lighting	14%	142	45%	471	28%	293	13%	136	1%	8	100%	1,051
Garbage collection	41%	436	51%	539	6%	67	1%	7	0%	4	100%	1,053
Recycling	44%	461	46%	483	7%	79	1%	12	2%	20	100%	1,055
Drinking water	32%	337	49%	518	12%	126	4%	44	3%	29	100%	1,054
Town parks	29%	307	50%	532	13%	141	2%	19	5%	55	100%	1,054
Recreation programs or classes	14%	145	37%	385	13%	137	2%	16	35%	363	100%	1,046
Community Activity Center and other recreation facilities	27%	277	38%	400	7%	76	1%	7	27%	285	100%	1,047
Land use, planning and zoning	7%	76	35%	367	26%	271	12%	125	20%	207	100%	1,046
Code enforcement (weeds, abandoned buildings, etc.)	10%	102	40%	425	22%	231	9%	92	19%	200	100%	1,050
Animal control	16%	168	44%	467	12%	122	4%	39	24%	255	100%	1,051
Economic development	7%	73	38%	396	28%	293	12%	126	15%	158	100%	1,046
Services to seniors	9%	98	26%	265	10%	106	2%	23	53%	547	100%	1,040
Services to youth	13%	139	35%	365	15%	153	2%	25	35%	367	100%	1,048
Public library	24%	252	44%	466	10%	109	2%	18	19%	203	100%	1,048
Public information	17%	180	51%	531	19%	197	2%	18	11%	116	100%	1,042
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	12%	128	35%	366	13%	137	2%	24	37%	389	100%	1,043
Preservation of open space	13%	132	37%	386	27%	288	11%	111	12%	129	100%	1,047

## Question 9

Overall, how would you rate the quality of services in the Town of Flower Mound?	Percent of respondents	Count
Excellent	23%	241
Good	64%	675
Fair	11%	118
Poor	1%	5
Don't know	1%	13
Total	100%	1,052

## 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).	Excellent		Good		Fair		Poor		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Parks and recreation improvements (playground equipment and park improvement)	22%	238	48%	509	14%	151	3%	31	12%	128	100%	1,057
Street maintenance (increased maintenance and reconstruction)	15%	161	53%	559	23%	246	7%	72	2%	21	100%	1,059
Crime Control and Prevention District (more patrol officers, equipment)	28%	294	49%	520	10%	107	2%	21	11%	111	100%	1,052
Fire Control, Prevention, and Emergency Medical Services District (more firefighters, new stations, equipment)	33%	347	46%	491	5%	50	0%	4	16%	167	100%	1,059

## Question 11

Please rate the current level of code enforcement (high grass, falling fences, junk vehicles, etc.) provided by the Town.	Percent of respondents	Count
Too assertive	7%	71
Just right	47%	494
Not assertive enough	23%	237
Don't know	23%	239
Total	100%	1,041

## 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	Count
No	46%	476
Yes	54%	568
Total	100%	1,044

## Question 13

What was your impression of the employee(s) of the Town of Flower Mound in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Knowledge	41%	233	45%	254	10%	54	3%	18	1%	8	100%	567
Responsiveness	44%	248	40%	228	9%	50	6%	34	1%	6	100%	567
Courtesy	52%	294	36%	204	8%	45	4%	21	0%	3	100%	567
Overall impression	44%	249	42%	238	9%	49	5%	30	0%	1	100%	567

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												
Please rate the following categories of Flower Mound government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	The value of services for the taxes paid to Flower Mound	12%	123	58%	605	17%	181	4%	42	8%	87	100%
The overall direction that Flower Mound is taking	12%	127	51%	530	23%	242	6%	63	8%	78	100%	1,040

Question 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		Total	
	Flower Mound's local government is run for the benefit of all the people	14%	144	41%	428	18%	186	10%	107	5%	50	13%	131	100%
Flower Mound's Town government welcomes citizen involvement	16%	173	39%	412	19%	198	5%	55	2%	24	18%	185	100%	1,046
Local tax dollars are being spent wisely	10%	101	36%	376	24%	246	10%	102	4%	37	17%	177	100%	1,041
I recommend Flower Mound's Town government as an example of how to provide local government services	10%	101	30%	309	31%	325	7%	77	4%	46	18%	185	100%	1,043

Question 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		Total	
	Recommend living in Flower Mound to someone who asks	62%	647	32%	340	3%	37	2%	24	0%	4	100%
Remain in Flower Mound for the next five years	61%	645	26%	273	6%	64	4%	43	2%	25	100%	1,050

Question 17			
How informed do you consider yourself about local government issues and operations of the Town of Flower Mound?	Percent of respondents		Count
	Very informed	9%	
Moderately informed	42%	442	
Slightly informed	31%	322	
Not well informed	17%	182	
Total	100%	1,044	

## Question 18

Where do you get most of your information about the Town of Flower Mound? (Please check only one.)	Percent of respondents	Count
Television news	9%	98
E-town Bulletins (monthly electronic bulletins)	12%	126
FMTV – Government Access Channel	3%	32
Local Flower Mound newspapers	30%	315
Regional newspapers (The Dallas Morning News or Fort Worth Star Telegram)	4%	42
Social Media (facebook, twitter, etc.)	3%	29
Town Web site (www.flower-mound.com)	15%	160
Utility bill inserts	15%	152
Word of mouth	6%	60
Don't know	2%	19
Other	1%	12
Total	100%	1,045

## Question 19

When thinking about the kinds of information you would like to find on the Town's Web site, which of the following topics interest you the most?	Percent of respondents	Count
General or topical news	56%	576
Major projects and/or initiatives	77%	796
Basic municipal services (trash, water, etc.)	58%	598
Community Activity Center, Parks and Recreation programs and events	60%	620
Road construction	67%	687
Special events	63%	649
Library programs and events	39%	399
Fire Department	28%	288
Police Department	32%	329
Economic Development	55%	566
None of these	2%	16
Other	4%	37

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

## Question 20

<b>If you use the Town of Flower Mound Web site, what information do you access most frequently?</b>	<b>Percent of respondents</b>	<b>Count</b>
I have not used the Town Web site	14%	145
General news announcements	34%	346
Basic municipal services (trash, water, etc.)	56%	562
Community Activity Center, Parks and Recreation	32%	322
Road construction	26%	259
Meeting Agendas and Minutes	10%	100
Special events	25%	249
Library programs and events	15%	154
Fire Department	5%	51
Police Department	8%	84
None of these	3%	29
Other	6%	61

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

## Question 21

<b>How interested is your household, if at all, in the Town creating a public private partnership (PPP) in which Town funds are used to encourage private investment to construct a hotel and/or other amenities at The River Walk at Central Park development?</b>	<b>Percent of respondents</b>	<b>Count</b>
Very interested	16%	174
Somewhat interested	32%	339
Not at all interested	37%	395
Don't know	14%	148
Total	100%	1,056

## Question 22

<b>If the Town were to create a public private partnership (PPP) in which Town funds are used to encourage private investment at The River Walk at Central Park development to construct a hotel and/or other amenities, please indicate the extent to which you would support or oppose funding the PPP by using the following means:</b>	<b>Strongly support</b>		<b>Somewhat support</b>		<b>Somewhat oppose</b>		<b>Strongly oppose</b>		<b>Total</b>	
	<b>%</b>	<b>Count</b>	<b>%</b>	<b>Count</b>	<b>%</b>	<b>Count</b>	<b>%</b>	<b>Count</b>	<b>%</b>	<b>Count</b>
Property tax revenue	6%	61	21%	209	24%	236	49%	487	100%	993
Sales tax revenue	14%	140	33%	330	19%	185	34%	335	100%	990
Reprioritizing the Tax Increment Reinvestment Zone (TIRZ) funding	12%	114	41%	386	19%	178	29%	273	100%	951
Amending the Town's Economic Development Initiative Policy to include forgivable loans	8%	79	28%	261	24%	229	40%	378	100%	948

## Question 23

<b>How interested is your household, if at all, in the Town constructing a municipal complex (estimated cost is in excess of \$30 million) to include a new town hall, new library, performing arts auditorium, etc., at The River Walk at Central Park development?</b>	<b>Percent of respondents</b>	<b>Count</b>
Very interested	17%	182
Somewhat interested	30%	318
Not at all interested	46%	489
Don't know	6%	63
Total	100%	1,053

## Question 24

<b>How interested is your household, if at all, in the Town pursuing options for green waste collection for an additional monthly cost of \$1.82? Green waste organics collection at the curb (separate from bulk pickup) would be 100% recycled, reused, and/or pro</b>	<b>Percent of respondents</b>	<b>Count</b>
Very interested	35%	371
Somewhat interested	32%	336
Not at all interested	29%	306
Don't know	4%	45
Total	100%	1,058

## Question 25

<b>How interested is your household, if at all, in the Town enhancing its public arts program to include performing, visual, and other cultural arts?</b>	<b>Percent of respondents</b>	<b>Count</b>
Very interested	24%	254
Somewhat interested	44%	463
Not at all interested	26%	276
Don't know	6%	58
Total	100%	1,052

## Question 26

If the Town were to fully develop Twin Coves Park on approximately 243 wooded acres in Flower Mound (located on Grapevine Lake near Skillern Road and Wichita Trail), please indicate the extent to which you would support or oppose each of the following amenities:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count
Tent camping sites	37%	387	39%	406	13%	136	10%	107	100%	1,036
Recreational vehicle camp sites	25%	261	38%	393	21%	220	16%	164	100%	1,038
Rental cabins	31%	324	41%	428	15%	151	13%	135	100%	1,038
Large community-use multi-purpose lodge	33%	344	41%	418	14%	147	12%	122	100%	1,032
Nature trails	73%	766	23%	242	2%	19	2%	19	100%	1,045
Boat launching facilities, such as ramps and courtesy docks	46%	475	41%	423	9%	91	5%	50	100%	1,039
Fish cleaning stations	27%	282	46%	478	17%	180	9%	90	100%	1,030
Fishing pier	42%	436	46%	475	7%	69	6%	59	100%	1,039
Individual picnic areas (8-12 people)	57%	596	37%	387	3%	33	3%	27	100%	1,043
Group picnic pavilions (60-90 people)	42%	437	38%	396	13%	133	7%	70	100%	1,036

## Question 27

Grocery shopping + Health services + Meals or entertainment + Household items + Computers or electronics + General retail (shoes, beauticians, clothing, etc.):	Almost never		Rather infrequently		Rather frequently		Almost always		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Grocery shopping	1%	15	5%	54	17%	180	76%	811	0%	0	100%	1,060
Health services	12%	127	20%	213	31%	323	37%	386	1%	7	100%	1,056
Meals or entertainment	2%	19	18%	192	54%	572	26%	276	0%	0	100%	1,059
Household items	6%	66	18%	194	36%	383	39%	409	0%	3	100%	1,056
Computers or electronics	23%	247	28%	298	27%	285	19%	203	2%	20	100%	1,053
General retail (shoes, beauticians, clothing, etc.)	12%	126	25%	263	38%	401	25%	262	1%	6	100%	1,057

## Question 28

When you shop outside of Flower Mound, why do you shop outside of Flower Mound?	Percent of respondents	Count
Don't shop outside of Flower Mound	2%	21
It is convenient; on my way to or from work or near my home	31%	330
I like the range of quality goods and services	38%	399
Desired item is not available in Flower Mound	66%	697
It is more affordable	23%	246
Visit a mall or other major retailers	52%	553
Other	6%	60

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



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

The 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” responses)**

- Concern that "green" areas, for which we moved here, are disappearing.
- Deforestation
- Destabilization of land as result of fracking leading to many issues also marked.
- Don't think about it.
- Drug issues w/ high schools!
- Drugs
- Drugs
- Drugs availability for teens.
- Haven't seen big issues.
- Health issues.
- More landscaping & up keep of the older neighborhoods is needed.
- Not sure - fairly new to the area.
- Respecting each citizen's rights and listening to concerns before planning for their neighborhoods.
- Too many cars parked in front of houses/streets/sidewalks making driving difficult as you dodge cars.
- Tree Huggers.

## 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								
Percent reporting "good" or "excellent"	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	96%	97%	95%	96%	99%	97%	95%	96%
Your neighborhood as a place to live	92%	95%	93%	93%	94%	93%	93%	93%
Flower Mound as a place to raise children	96%	96%	95%	96%	96%	95%	96%	95%
Flower Mound as a place to work	56%	62%	57%	58%	67%	60%	53%	58%
Flower Mound as a place to retire	69%	64%	64%	66%	71%	71%	59%	66%
Overall quality of life in Flower Mound	94%	95%	93%	94%	95%	94%	93%	94%

Quality of Life by Age, Gender and Race/Ethnicity										
Percent reporting "good" or "excellent"	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	95%	97%	95%	96%	97%	95%	96%	96%	96%	96%
Your neighborhood as a place to live	91%	94%	92%	93%	93%	94%	93%	93%	95%	93%
Flower Mound as a place to raise children	97%	96%	93%	96%	96%	95%	96%	96%	97%	96%
Flower Mound as a place to work	55%	56%	68%	58%	65%	51%	58%	61%	49%	59%
Flower Mound as a place to retire	73%	61%	70%	66%	68%	63%	66%	65%	72%	66%
Overall quality of life in Flower Mound	93%	95%	92%	94%	96%	92%	94%	94%	94%	94%

Community Characteristics by Length of Residency and Income								
Percent reporting "good" or "excellent"	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	77%	82%	74%	77%	80%	79%	75%	77%
Overall appearance of Flower Mound	91%	92%	88%	90%	93%	92%	88%	90%
Overall quality of new development in Flower Mound	78%	75%	71%	74%	83%	74%	71%	74%
Overall quality of business and service establishments in Flower Mound	75%	71%	63%	69%	79%	73%	61%	69%
Shopping opportunities	65%	51%	52%	55%	76%	60%	45%	56%
Opportunities to attend cultural activities	40%	30%	25%	30%	36%	39%	22%	30%
Recreational opportunities	69%	63%	56%	62%	68%	65%	57%	62%
Employment opportunities	34%	26%	22%	26%	30%	31%	21%	26%
Opportunities to participate in social events and activities	57%	56%	48%	53%	57%	57%	47%	53%
Opportunities to volunteer	72%	61%	61%	64%	66%	67%	60%	64%
Opportunities to participate in community matters	64%	71%	58%	64%	65%	65%	62%	63%
Availability of paths and walking trails	76%	69%	67%	70%	81%	75%	64%	71%
Traffic flow on major streets	52%	57%	41%	48%	55%	48%	46%	48%
Availability of affordable dining	77%	69%	66%	70%	72%	70%	70%	70%
Quality of overall natural environment in Flower Mound	80%	76%	77%	77%	83%	81%	74%	78%
Overall image or reputation of Flower Mound	90%	89%	87%	88%	90%	91%	87%	89%

Community Characteristics by Gender, Age and Race/Ethnicity										
Percent reporting "good" or "excellent"	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	77%	78%	77%	78%	80%	74%	77%	78%	77%	78%
Overall appearance of Flower Mound	89%	90%	92%	90%	92%	88%	90%	90%	89%	90%
Overall quality of new development in Flower Mound	80%	73%	75%	74%	76%	72%	74%	75%	74%	75%
Overall quality of business and service establishments in Flower Mound	77%	66%	69%	69%	73%	63%	68%	69%	69%	69%
Shopping opportunities	68%	51%	57%	56%	62%	48%	56%	56%	55%	56%
Opportunities to attend cultural activities	35%	26%	38%	30%	32%	28%	30%	30%	32%	31%
Recreational opportunities	70%	59%	62%	62%	64%	60%	62%	64%	53%	62%
Employment opportunities	33%	24%	27%	26%	30%	22%	26%	26%	28%	26%
Opportunities to participate in social events and activities	51%	54%	53%	53%	56%	50%	53%	56%	41%	53%
Opportunities to volunteer	62%	64%	66%	64%	64%	64%	64%	65%	59%	64%
Opportunities to participate in community matters	55%	65%	66%	64%	66%	62%	64%	66%	54%	64%
Availability of paths and walking trails	72%	69%	72%	70%	70%	71%	70%	72%	64%	70%
Traffic flow on major streets	44%	49%	53%	49%	50%	47%	49%	48%	54%	49%
Availability of affordable dining	75%	69%	68%	70%	77%	63%	70%	71%	66%	70%
Quality of overall natural environment in Flower Mound	76%	78%	78%	78%	78%	78%	78%	78%	78%	78%
Overall image or reputation of Flower Mound	91%	89%	87%	89%	91%	86%	88%	89%	87%	89%

Neighborhood Safety by Length of Residency and Income								
Percent reporting "somewhat" or "very safe"	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	96%	96%	98%	97%	94%	98%	97%	97%
Safety in your neighborhood after dark	89%	91%	91%	90%	81%	91%	93%	90%

Neighborhood Safety by Age, Gender and Race/Ethnicity										
Percent reporting "somewhat" or "very safe"	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	96%	97%	97%	97%	96%	97%	97%	97%	93%	97%
Safety in your neighborhood after dark	88%	91%	91%	90%	89%	91%	90%	91%	85%	90%

Community Participation by Length of Residency and Income									
Percent reporting "good" or "excellent"	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	65%	68%	75%	70%	67%	70%	71%	70%	
Used the Flower Mound Community Activity Center	56%	58%	53%	55%	49%	60%	56%	56%	
Participated in a recreation program or activity	49%	54%	48%	50%	47%	48%	54%	51%	
Visited a neighborhood park or Town park	87%	90%	85%	87%	85%	86%	89%	87%	
Attended a meeting of local elected officials or other local public meeting	19%	34%	30%	28%	25%	24%	30%	27%	
Watched a public meeting of local elected officials or other local public meeting on cable television	21%	30%	40%	32%	36%	29%	32%	32%	
Visited the Town's Web site	90%	91%	85%	88%	80%	89%	91%	88%	
Recycled used paper, cans or bottles from your home	95%	96%	96%	96%	90%	95%	98%	96%	

Community Participation by Age, Gender and Race/Ethnicity										
Percent reporting "good" or "excellent"	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	52%	77%	67%	70%	70%	70%	70%	68%	80%	70%
Used the Flower Mound Community Activity Center	57%	61%	40%	56%	57%	54%	56%	54%	62%	56%
Participated in a recreation program or activity	49%	54%	38%	50%	50%	50%	50%	48%	58%	50%
Visited a neighborhood park or Town park	89%	90%	79%	87%	85%	89%	87%	87%	87%	87%
Attended a meeting of local elected officials or other local public meeting	17%	29%	33%	28%	26%	29%	28%	28%	25%	27%
Watched a public meeting of local elected officials or other local public meeting on cable television	26%	32%	37%	32%	30%	32%	31%	30%	40%	32%
Visited the Town's Web site	94%	91%	76%	88%	87%	89%	88%	87%	90%	88%
Recycled used paper, cans or bottles from your home	97%	95%	96%	96%	95%	96%	96%	96%	97%	96%

Quality of Services by Length of Residency and Income								
Percent reporting "good" or "excellent"	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	92%	91%	85%	89%	89%	88%	90%	89%
Fire	99%	98%	98%	98%	99%	98%	97%	98%
Ambulance or emergency medical services	97%	97%	96%	97%	99%	96%	96%	97%
Municipal courts	84%	84%	74%	79%	79%	79%	80%	79%
Traffic enforcement	82%	80%	68%	75%	77%	74%	75%	75%
Street repair	65%	67%	52%	60%	52%	63%	61%	60%
Street lighting	59%	64%	55%	59%	52%	57%	63%	59%
Garbage collection	93%	94%	92%	93%	92%	95%	92%	93%
Recycling	90%	93%	91%	91%	91%	91%	91%	91%
Drinking water	85%	80%	84%	83%	82%	83%	84%	83%
Town parks	83%	83%	85%	84%	86%	86%	82%	84%
Recreation programs or classes	78%	80%	75%	77%	82%	77%	77%	78%
Community Activity Center or other recreation facilities	87%	91%	89%	89%	90%	90%	88%	89%
Land use, planning and zoning	62%	50%	49%	53%	57%	59%	47%	53%
Code enforcement	65%	64%	58%	62%	59%	64%	61%	61%
Animal control	85%	82%	76%	80%	78%	83%	78%	80%
Economic development	65%	52%	46%	52%	66%	56%	46%	53%
Services to seniors	89%	70%	68%	73%	70%	77%	73%	74%
Services to youth	80%	78%	67%	74%	75%	72%	75%	74%
Public library	88%	84%	84%	85%	82%	88%	83%	84%
Public information	78%	78%	74%	77%	77%	79%	75%	77%
Emergency preparedness	76%	78%	73%	75%	75%	80%	72%	75%
Preservation of open space	56%	55%	57%	56%	60%	58%	55%	57%

Quality of Services by Gender, Age and Race/Ethnicity										
Percent reporting "good" or "excellent"	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	89%	89%	90%	89%	92%	87%	89%	90%	85%	89%
Fire	100%	98%	97%	98%	99%	97%	98%	98%	95%	98%
Ambulance or emergency medical services	100%	97%	94%	97%	98%	95%	97%	97%	95%	97%
Municipal courts	74%	82%	77%	79%	84%	75%	80%	81%	70%	80%
Traffic enforcement	81%	74%	73%	75%	81%	70%	76%	77%	69%	75%
Street repair	59%	61%	57%	59%	61%	58%	60%	61%	57%	60%
Street lighting	57%	60%	56%	59%	61%	57%	59%	60%	53%	59%
Garbage collection	95%	92%	92%	93%	94%	92%	93%	94%	90%	93%
Recycling	89%	92%	91%	91%	92%	91%	91%	93%	85%	91%
Drinking water	86%	83%	82%	83%	83%	84%	83%	84%	80%	83%
Town parks	78%	86%	84%	84%	86%	82%	84%	85%	79%	84%
Recreation programs or classes	77%	78%	77%	78%	82%	72%	78%	81%	64%	77%
Community Activity Center or other recreation facilities	93%	90%	84%	89%	92%	87%	89%	92%	78%	89%
Land use, planning and zoning	66%	50%	50%	53%	51%	54%	53%	54%	51%	53%
Code enforcement	60%	63%	60%	62%	66%	58%	62%	63%	53%	62%
Animal control	83%	82%	72%	80%	85%	75%	80%	81%	72%	79%
Economic development	61%	50%	52%	53%	59%	46%	53%	54%	48%	53%
Services to seniors	80%	76%	66%	74%	78%	70%	74%	74%	69%	73%
Services to youth	72%	75%	73%	74%	77%	71%	74%	76%	63%	74%
Public library	83%	86%	84%	85%	84%	87%	85%	85%	85%	85%
Public information	76%	78%	74%	77%	78%	76%	77%	78%	72%	77%
Emergency preparedness	82%	77%	69%	76%	77%	74%	76%	76%	73%	75%
Preservation of open space	60%	55%	59%	57%	54%	60%	57%	57%	56%	57%



Government Performance by Length of Residency and Income								
Percent reporting "good" or "excellent"	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	79%	77%	74%	76%	76%	76%	77%	77%
The overall direction that Flower Mound is taking	75%	66%	65%	68%	74%	73%	63%	69%

Government Performance by Age, Gender and Race/Ethnicity										
Percent reporting "good" or "excellent"	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	82%	75%	76%	77%	79%	75%	77%	79%	69%	77%
The overall direction that Flower Mound is taking	75%	68%	65%	68%	73%	64%	68%	69%	66%	69%

Public Trust by Length of Residency and Income								
Percent reporting "strongly" or "somewhat" agree	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's local government is run for the benefit of all people	69%	63%	58%	62%	63%	69%	59%	63%
Flower Mound Town government welcomes citizen involvement	69%	71%	64%	68%	69%	75%	63%	68%
Local tax dollars are being spent wisely	58%	57%	53%	55%	51%	57%	56%	56%
I recommend Flower Mound's Town government as an example of how to provide local government services	54%	49%	43%	48%	46%	55%	45%	48%

Public Trust by Age, Gender and Race/Ethnicity										
Percent reporting "strongly" or "somewhat" agree	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's local government is run for the benefit of all people	65%	63%	59%	63%	63%	63%	63%	62%	71%	63%
Flower Mound Town government welcomes citizen involvement	71%	68%	65%	68%	70%	65%	68%	67%	72%	68%
Local tax dollars are being spent wisely	52%	55%	58%	55%	58%	52%	55%	55%	60%	56%
I recommend Flower Mound's Town government as an example of how to provide local government services	53%	46%	49%	48%	50%	45%	48%	47%	54%	48%

Likelihood of Remaining in Community and Recommending Community by Length of Residency and Income									
Percent reporting "somewhat" or "very" likely	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	
Recommend living in Flower Mound to someone who asks	96%	93%	93%	94%	97%	94%	93%	94%	
Remain in Flower Mound for the next five years	88%	87%	87%	87%	87%	89%	86%	87%	

Likelihood of Remaining in Community and Recommending Community by Age, Gender and Race/Ethnicity										
Percent reporting "somewhat" or "very" likely	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
Recommend living in Flower Mound to someone who asks	95%	94%	92%	94%	94%	94%	94%	94%	94%	94%
Remain in Flower Mound for the next five years	87%	88%	86%	87%	86%	89%	87%	87%	87%	87%

Interest in the Town Pursuing Various Projects by Length of Residency and Income								
Percent reporting "somewhat" or "very interested"	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
Interested in the Town creating a public private partnership (PPP) in which Town funds are used to encourage private investment at The River Walk at Central Park development	57%	55%	57%	57%	53%	53%	63%	58%
Interested in the Town constructing a municipal complex (estimated cost is in excess of \$30 million) at The River Walk at Central Park development	49%	54%	50%	51%	47%	47%	57%	52%
Interested in the Town pursuing options for green waste collection for an additional monthly cost of \$1.82	73%	69%	68%	70%	71%	67%	73%	71%
Interested in the Town enhancing its public arts program to include performing, visual, and other cultural arts	73%	73%	71%	72%	74%	72%	74%	73%

Interest in the Town Pursuing Various Projects by Age, Gender and Race/Ethnicity											
Percent reporting "somewhat" or "very interested"	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	
Interested in the Town creating a public private partnership (PPP) in which Town funds are used to encourage private investment at The River Walk at Central Park development	57%	58%	55%	57%	57%	57%	57%	56%	62%	57%	
Interested in the Town constructing a municipal complex (estimated cost is in excess of \$30 million) at The River Walk at Central Park development	57%	51%	45%	51%	51%	50%	51%	50%	58%	51%	
Interested in the Town pursuing options for green waste collection for an additional monthly cost of \$1.82	73%	72%	63%	70%	75%	65%	70%	70%	68%	70%	
Interested in the Town enhancing its public arts program to include performing, visual, and other cultural arts	80%	73%	65%	73%	77%	68%	72%	71%	81%	73%	

Preferences for Funding a PPP by Length of Residency and Income								
Percent reporting "strongly" or "somewhat" support	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
Property tax revenue	25%	32%	26%	27%	34%	26%	26%	28%
Sales tax revenue	48%	49%	46%	48%	47%	44%	51%	48%
Reprioritizing the Tax Increment Reinvestment Zone (TIRZ) funding	51%	53%	53%	53%	53%	53%	53%	53%
Amending the Town's Economic Development Initiative Policy to include forgivable loans	39%	34%	35%	36%	42%	37%	34%	37%

Preferences for Funding a PPP by Age, Gender and Race/Ethnicity										
Percent reporting "strongly" or "somewhat" support	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
Property tax revenue	29%	27%	26%	27%	29%	26%	27%	27%	30%	27%
Sales tax revenue	50%	49%	43%	48%	49%	46%	48%	46%	53%	47%
Reprioritizing the Tax Increment Reinvestment Zone (TIRZ) funding	56%	54%	48%	53%	53%	54%	53%	52%	58%	53%
Amending the Town's Economic Development Initiative Policy to include forgivable loans	43%	36%	31%	36%	37%	36%	36%	35%	43%	36%

Amenities in Twin Coves by Length of Residency and Income								
Percent reporting "strongly" or "somewhat" support	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
Tent camping sites	82%	76%	73%	76%	80%	78%	75%	77%
Recreational vehicle camp sites	66%	60%	63%	63%	71%	65%	59%	63%
Rental cabins	77%	73%	70%	73%	83%	74%	70%	74%
Large community-use multi-purpose lodge	77%	74%	72%	74%	77%	77%	74%	75%
Nature trails	99%	96%	95%	97%	94%	97%	97%	97%
Boat launching facilities, such as ramps and courtesy docks	88%	89%	84%	86%	90%	86%	86%	87%
Fish cleaning stations	75%	76%	72%	74%	79%	77%	72%	75%
Fishing pier	86%	89%	87%	88%	93%	89%	85%	88%
Individual picnic areas (8-12 people)	94%	94%	95%	94%	96%	95%	93%	95%
Group picnic pavilions (60-90 people)	83%	82%	79%	81%	79%	83%	79%	81%

Amenities in Twin Coves by Gender, Age and Race/Ethnicity										
Percent reporting "strongly" or "somewhat" support	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
Tent camping sites	81%	79%	66%	77%	76%	77%	77%	77%	74%	76%
Recreational vehicle camp sites	62%	64%	62%	63%	67%	59%	63%	64%	59%	63%
Rental cabins	79%	74%	62%	73%	76%	69%	73%	73%	73%	73%
Large community-use multi-purpose lodge	80%	75%	68%	74%	78%	71%	74%	75%	69%	74%
Nature trails	98%	98%	93%	97%	97%	96%	97%	97%	95%	96%
Boat launching facilities, such as ramps and courtesy docks	92%	87%	81%	86%	90%	84%	87%	88%	81%	87%
Fish cleaning stations	77%	75%	69%	74%	75%	74%	74%	75%	68%	74%
Fishing pier	91%	88%	83%	88%	89%	87%	88%	88%	86%	88%
Individual picnic areas (8-12 people)	97%	95%	91%	94%	94%	95%	94%	94%	97%	94%
Group picnic pavilions (60-90 people)	86%	82%	73%	81%	81%	81%	81%	81%	79%	81%

## Appendix E: Survey Methodology

### Developing the Questionnaire

This is the second 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 2011 citizen survey for Flower Mound was developed by starting with the 2009 survey. To be able to track service ratings over time, many questions remained the same; however, a few questions were eliminated and several new questions were added that related to current topics or issues facing the Town. 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.

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 early November 2011. Completed surveys were collected over the following five 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 2,937 households to have received a survey, 1,064 completed the survey, providing a response rate of 36%. 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 plus or minus three 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 where staff assigned a unique identification number to each questionnaire. Additionally, each survey was 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 2010 Census 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 historical profile created and the desirability of consistently representing different groups over the years

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. 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 below.

2011 Flower Mound Weighting Table			
	2010 Census	Unweighted	Weighted
Rent	10%	4%	10%
Own	90%	96%	90%
White	85%	88%	87%
Not White	15%	12%	13%
Hispanic	7%	6%	6%
Not Hispanic	93%	94%	94%
White alone, not Hispanic	80%	85%	83%
Hispanic and/or other race	20%	15%	17%
Female	51%	50%	52%
Male	49%	50%	48%
Age 18-34	19%	7%	19%
Age 35-54	58%	59%	59%
Age 55 and over	23%	35%	23%
Female 18-34	10%	4%	10%
Female 35-54	30%	29%	30%
Female 55 and over	11%	16%	11%
Male 18-34	9%	2%	9%
Male 35-54	28%	30%	28%
Male 55 and over	11%	18%	11%

## 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 2010 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

Abilene, KS .....	6,844	Boise, ID .....	205,671
Airway Heights, WA .....	6,114	Borough of Ebensburg, PA .....	3,351
Alamogordo, NM .....	30,403	Botetourt County, VA .....	33,148
Albany, GA .....	77,434	Boulder County, CO .....	294,567
Albany, OR .....	50,158	Boulder, CO .....	97,385
Albemarle County, VA .....	98,970	Bowling Green, KY .....	58,067
Alpharetta, GA .....	57,551	Bozeman, MT .....	37,280
Ames, IA .....	58,965	Branson, MO .....	10,520
Andover, MA .....	8,762	Brea, CA .....	39,282
Ankeny, IA .....	45,582	Breckenridge, CO .....	4,540
Ann Arbor, MI .....	113,934	Brevard County, FL .....	543,376
Apple Valley, CA .....	69,135	Brisbane, CA .....	4,282
Arapahoe County, CO .....	572,003	Broken Arrow, OK .....	98,850
Archuleta County, CO .....	12,084	Brookline, NH .....	4,991
Arkansas City, KS .....	12,415	Bryan, TX .....	76,201
Arlington County, VA .....	207,627	Burlingame, CA .....	28,806
Arvada, CO .....	106,433	Burlington, MA .....	24,498
Asheville, NC .....	83,393	Cabarrus County, NC .....	178,011
Ashland, OR .....	20,078	Cambridge, MA .....	105,162
Ashland, VA .....	7,225	Canandaigua, NY .....	10,545
Aspen, CO .....	6,658	Cape Coral, FL .....	154,305
Auburn, AL .....	53,380	Carlsbad, CA .....	105,328
Auburn, WA .....	70,180	Carson City, NV .....	55,274
Aurora, CO .....	325,078	Cartersville, GA .....	19,731
Austin, TX .....	790,390	Carver County, MN .....	91,042
Avondale, AZ .....	76,238	Cary, NC .....	135,234
Baltimore County, MD .....	805,029	Casa Grande, AZ .....	48,571
Baltimore, MD .....	620,961	Cedar Creek, NE .....	390
Barnstable, MA .....	215,888	Cedar Falls, IA .....	39,260
Batavia, IL .....	26,045	Cedar Rapids, IA .....	126,326
Battle Creek, MI .....	52,347	Centennial, CO .....	100,377
Bedford, MA .....	13,320	Centralia, IL .....	13,032
Beekman, NY .....	14,000	Chambersburg, PA .....	20,268
Belleair Beach, FL .....	1,560	Chandler, AZ .....	236,123
Bellevue, WA .....	122,363	Chanassen, MN .....	22,952
Bellingham, WA .....	80,885	Charlotte County, FL .....	159,978
Beltrami County, MN .....	44,442	Charlotte, NC .....	731,424
Benbrook, TX .....	21,234	Chesapeake, VA .....	222,209
Bend, OR .....	76,639	Chesterfield County, VA .....	316,236
Benicia, CA .....	26,997	Cheyenne, WY .....	59,466
Bettendorf, IA .....	33,217	Chittenden County, VT .....	156,545
Billings, MT .....	104,170	Chula Vista, CA .....	243,916
Blacksburg, VA .....	42,620	Clark County, WA .....	425,363
Bloomfield, NM .....	8,112	Clay County, MO .....	221,939
Bloomington, IL .....	76,610	Clayton, MO .....	15,939
Blue Ash, OH .....	12,114	Clear Creek County, CO .....	9,088
Blue Earth, MN .....	3,353	Clearwater, FL .....	107,685
Blue Springs, MO .....	52,575	Cococino County, AZ .....	134,421

Colleyville, TX .....	22,807	Elmhurst, IL.....	44,121
Collier County, FL.....	321,520	Englewood, CO.....	30,255
Collinsville, IL.....	25,579	Ephrata Borough, PA.....	13,394
Colorado Springs, CO.....	416,427	Escambia County, FL .....	297,619
Columbus, WI.....	4,991	Escanaba, MI .....	12,616
Commerce City, CO.....	45,913	Estes Park, CO.....	5,858
Concord, CA .....	122,067	Eugene, OR.....	156,185
Concord, MA .....	17,668	Eustis, FL.....	18,558
Concord, NC.....	79,066	Evanston, IL.....	74,486
Conyers, GA.....	15,195	Fairway, KS .....	3,882
Cookeville, TN .....	30,435	Farmington Hills, MI.....	79,740
Cooper City, FL.....	28,547	Farmington, NM .....	45,877
Coral Springs, FL .....	121,096	Farmington, UT .....	18,275
Coronado, CA.....	18,912	Fayetteville, AR.....	73,580
Corpus Christi, TX.....	305,215	Federal Way, WA .....	89,306
Corvallis, OR.....	54,462	Fishers, IN .....	76,794
Coventry, CT.....	2,990	Flagstaff, AZ .....	65,870
Craig, CO.....	9,464	Florence, AZ.....	25,536
Cranberry Township, PA.....	16,066	Flower Mound, TX.....	64,669
Crested Butte, CO .....	1,487	Flushing, MI .....	8,389
Crystal Lake, IL.....	40,743	Forest Grove, OR.....	21,083
Cumberland County, PA .....	235,406	Fort Collins, CO.....	143,986
Cupertino, CA.....	58,302	Fort Worth, TX.....	741,206
Dakota County, MN .....	398,552	Fredericksburg, VA.....	24,286
Dallas, TX.....	1,197,816	Freeport, IL.....	25,638
Dania Beach, FL.....	29,639	Fridley, MN .....	27,208
Davenport, IA.....	99,685	Fruita, CO .....	12,646
Davidson, NC.....	10,944	Gainesville, FL.....	124,354
Daviess County, KY .....	96,656	Gaithersburg, MD .....	59,933
Davis, CA.....	65,622	Galt, CA .....	23,647
Daytona Beach, FL .....	61,005	Garden City, KS.....	26,658
De Pere, WI .....	23,800	Gardner, KS.....	19,123
Decatur, GA.....	19,335	Geneva, NY .....	13,261
DeKalb, IL.....	43,862	Georgetown, CO.....	1,034
Del Mar, CA .....	4,161	Georgetown, TX .....	47,400
Delaware, OH.....	34,753	Gig Harbor, WA.....	7,126
Delray Beach, FL.....	60,522	Gilbert, AZ.....	208,453
Denton, TX .....	113,383	Gillette, WY.....	29,087
Denver, CO .....	600,158	Gladstone, MI .....	4,973
Des Moines, IA .....	203,433	Goodyear, AZ.....	65,275
Destin, FL.....	12,305	Grand County, CO.....	14,843
Dewey-Humboldt, AZ .....	3,894	Grand Island, NE.....	48,520
Dorchester County, MD.....	32,618	Grand Prairie, TX.....	175,396
Dover, DE .....	36,047	Green Valley, AZ .....	21,391
Dover, NH.....	29,987	Greenwood Village, CO .....	13,925
Dublin, CA.....	46,036	Greer, SC.....	25,515
Dublin, OH .....	41,751	Gulf Shores, AL .....	9,741
Duluth, MN.....	86,265	Gunnison County, CO .....	15,324
Duncanville, TX.....	38,524	Gurnee, IL .....	31,295
Durango, CO.....	16,887	Hampton, VA .....	137,436
East Providence, RI .....	47,037	Hanover County, VA .....	99,863
Eau Claire, WI .....	65,883	Harrisonville, MO.....	10,019
Edmond, OK.....	81,405	Hartford, CT .....	124,775
Edmonton, Canada .....	782,439	Henderson, NV .....	257,729
El Cerrito, CA .....	23,549	Hermiston, OR.....	16,745
El Paso, TX.....	649,121	Herndon, VA .....	23,292
Elk Grove, CA.....	153,015	High Point, NC .....	104,371
Ellisville, MO .....	9,133	Highland Park, IL .....	29,763

Highlands Ranch, CO .....	96,713	Loveland, CO .....	66,859
Hillsborough County, FL .....	1,229,226	Lower Providence Township, PA.....	25,436
Hillsborough, NC .....	6,087	Lyme, NH .....	1,716
Honolulu, HI .....	953,207	Lynchburg, VA .....	75,568
Hopewell, VA.....	22,591	Lynnwood, WA.....	35,836
Hoquiam, WA .....	8,726	Lynwood, CA .....	69,772
Hot Sulphur Springs, CO .....	663	Lyons, IL.....	10,729
Houston, TX.....	2,099,451	Madison, WI.....	233,209
Howell, MI .....	9,489	Maple Grove, MN .....	61,567
Hudson, CO .....	2,356	Maple Valley, WA.....	22,684
Hurst, TX.....	37,337	Marana, AZ .....	34,961
Hutchinson, MN .....	14,178	Maricopa County, AZ.....	3,817,117
Hutto, TX .....	14,698	Marion, IA .....	33,309
Indian Trail, NC .....	33,518	Maryland Heights, MO .....	27,472
Indianola, IA .....	14,782	Maryville, MO .....	11,972
Irving, TX .....	216,290	Mayer, MN.....	1,749
Jackson County, MI.....	160,248	McAllen, TX.....	129,877
Jackson County, OR.....	203,206	McDonough, GA .....	22,084
James City County, VA .....	67,009	McKinney, TX.....	131,117
Jefferson City, MO .....	43,079	McMinnville, OR .....	32,187
Jefferson County, CO.....	534,543	Mecklenburg County, NC.....	919,628
Jerome, ID.....	10,890	Medford, OR.....	74,907
Johnson County, KS.....	544,179	Medina, MN.....	4,892
Joplin, MO .....	50,150	Menlo Park, CA.....	32,026
Jupiter, FL.....	55,156	Meridian Charter Township, MI .....	39,688
Kalamazoo, MI .....	74,262	Meridian, ID .....	75,092
Kannapolis, NC.....	42,625	Merriam, KS .....	11,003
Keizer, OR.....	36,478	Merrill, WI .....	9,661
Kettering, OH .....	56,163	Mesa County, CO .....	146,723
Kirkland, WA .....	48,787	Mesa, AZ .....	439,041
Kissimmee, FL .....	59,682	Miami Beach, FL .....	87,779
Kitsap County, WA.....	251,133	Midland, MI.....	41,863
Kutztown Borough, PA.....	5,012	Milton, GA.....	32,661
La Mesa, CA.....	57,065	Minneapolis, MN .....	382,578
La Plata, MD .....	8,753	Mission Viejo, CA .....	93,305
La Vista, NE.....	15,758	Mission, KS .....	9,323
Laguna Beach, CA .....	22,723	Missoula, MT .....	66,788
Lakewood, CO.....	142,980	Montgomery County, MD .....	971,777
Lane County, OR .....	351,715	Montgomery County, VA .....	94,392
Laramie, WY .....	30,816	Montpelier, VT .....	7,855
Larimer County, CO.....	299,630	Montrose, CO .....	19,132
Lawrence, KS .....	87,643	Mooresville, NC .....	32,711
League City, TX.....	83,560	Morgantown, WV .....	29,660
Lebanon, NH .....	13,151	Morristown, TN .....	29,137
Lebanon, OH .....	20,033	Moscow, ID.....	23,800
Lee County, FL.....	618,754	Mountain View, CA.....	74,066
Lee's Summit, MO.....	91,364	Mountlake Terrace, WA .....	19,909
Lexington, VA.....	7,042	Multnomah County, OR .....	735,334
Liberty, MO .....	29,149	Munster, IN.....	23,603
Lincolnwood, IL .....	12,590	Muscatine, IA.....	22,886
Little Rock, AR.....	193,524	Naperville, IL.....	141,853
Livermore, CA.....	80,968	Nashville, TN .....	601,222
Lodi, CA .....	62,134	Needham, MA.....	28,886
Lone Tree, CO.....	10,218	New Orleans, LA.....	343,829
Long Beach, CA .....	462,257	New York City, NY .....	8,175,133
Longmont, CO.....	86,270	Newport Beach, CA .....	85,186
Los Alamos County, NM .....	17,950	Newport News, VA.....	180,719
Louisville, CO.....	18,376	Newport, RI .....	24,672

Noblesville, IN .....	51,969	Portland, OR .....	583,776
Normal, IL.....	52,497	Post Falls, ID .....	27,574
Norman, OK .....	110,925	Poway, CA.....	47,811
North Branch, MN.....	10,125	Prescott Valley, AZ .....	38,822
North Las Vegas, NV .....	216,961	Prince William County, VA.....	402,002
North Palm Beach, FL .....	12,015	Provo, UT .....	112,488
Northglenn, CO .....	35,789	Pueblo, CO .....	106,595
Novi, MI .....	55,224	Purcellville, VA .....	7,727
O'Fallon, IL .....	28,281	Queen Creek, AZ.....	26,361
O'Fallon, MO .....	79,329	Radford, VA .....	16,408
Oak Park, IL .....	51,878	Rancho Cordova, CA.....	64,776
Oak Ridge, TN .....	29,330	Rapid City, SD .....	67,956
Oakland Park, FL .....	41,363	Raymore, MO .....	19,206
Oakland Township, MI.....	16,779	Redmond, WA .....	54,144
Ocala, FL.....	56,315	Rehoboth Beach, DE .....	1,327
Ocean City, MD .....	7,102	Reno, NV.....	225,221
Ogdensburg, NY.....	11,128	Renton, WA .....	90,927
Oklahoma City, OK.....	579,999	Richmond Heights, MO.....	8,603
Olathe, KS.....	125,872	Richmond, CA .....	103,701
Oldsmar, FL .....	13,591	Rio Rancho, NM.....	87,521
Olmsted County, MN .....	144,248	Riverdale, UT .....	8,426
Olympia, WA .....	46,478	Riverside, IL .....	8,875
Orange Village, OH.....	3,323	Riverside, MO .....	2,937
Oshkosh, WI .....	66,083	Roanoke, VA .....	97,032
Ottawa County, MI .....	263,801	Rochester, MI .....	12,711
Overland Park, KS .....	173,372	Rock Hill, SC.....	66,154
Oviedo, FL .....	33,342	Rockford Park District, IL.....	152,871
Palatine, IL.....	68,557	Rockville, MD.....	61,209
Palm Bay, FL.....	103,190	Roeland Park, KS .....	6,731
Palm Beach County, FL .....	1,320,134	Rolla, MO .....	19,559
Palm Beach Gardens, FL .....	48,452	Roswell, GA.....	88,346
Palm Coast, FL.....	75,180	Round Rock, TX .....	99,887
Palm Springs, CA.....	44,552	Rowlett, TX.....	56,199
Palo Alto, CA .....	64,403	Saco, ME .....	18,482
Panama City, FL.....	36,484	Salida, CO .....	5,236
Park City, UT.....	7,558	Salina, KS .....	47,707
Park Ridge, IL .....	37,480	Salt Lake City, UT.....	186,440
Parker, CO .....	45,297	San Diego, CA .....	1,307,402
Pasadena, TX.....	149,043	San Francisco, CA .....	805,235
Pasco County, FL.....	464,697	San Jose, CA .....	945,942
Pasco, WA .....	59,781	San Juan County, NM .....	130,044
Peachtree City, GA .....	34,364	San Luis Obispo County, CA .....	269,637
Peoria County, IL.....	186,494	San Marcos, TX.....	44,894
Peoria, AZ .....	154,065	San Rafael, CA .....	57,713
Peters Township, PA.....	21,213	Sandusky, OH .....	25,793
Petoskey, MI .....	5,670	Sandy Springs, GA .....	93,853
Philadelphia, PA .....	1,526,006	Sandy, UT.....	87,461
Phoenix, AZ .....	1,445,632	Sanford, FL .....	53,570
Pinal County, AZ.....	375,770	Santa Barbara County, CA.....	423,895
Pinellas County, FL.....	916,542	Santa Monica, CA .....	89,736
Pinellas Park, FL .....	49,079	Sarasota, FL .....	51,917
Pitkin County, CO .....	17,148	Sault Sainte Marie, MI .....	14,144
Plano, TX.....	259,841	Savannah, GA.....	136,286
Platte City, MO.....	4,691	Scarborough, ME.....	4,403
Pocatello, ID.....	54,255	Scott County, MN .....	129,928
Port Huron, MI .....	30,184	Scottsdale, AZ.....	217,385
Port Orange, FL.....	56,048	Sedona, AZ.....	10,031
Port St. Lucie, FL .....	164,603	Seminole, FL .....	17,233

Shenandoah, TX .....	2,134	Tualatin, OR .....	26,054
Sherman, IL .....	4,148	Tulsa, OK .....	391,906
Shorewood, IL .....	15,615	Tuskegee, AL .....	9,865
Shorewood, MN .....	7,307	Twin Falls, ID .....	44,125
Shrewsbury, MA .....	35,608	Upper Arlington, OH .....	33,771
Sioux Falls, SD .....	153,888	Upper Merion Township, PA .....	28,395
Skokie, IL .....	64,784	Urbandale, IA .....	39,463
Smyrna, GA .....	51,271	Valdez, AK .....	3,976
Snellville, GA .....	18,242	Vancouver, WA .....	161,791
Snoqualmie, WA .....	10,670	Vestavia Hills, AL .....	34,033
South Daytona, FL .....	12,252	Village of Howard City, MI .....	1,808
South Haven, MI .....	4,403	Virginia Beach, VA .....	437,994
South Lake Tahoe, CA .....	21,403	Visalia, CA .....	124,442
South Portland, ME .....	25,002	Volusia County, FL .....	494,593
Southlake, TX .....	26,575	Wahpeton, ND .....	7,766
Sparks, NV .....	90,264	Wake Forest, NC .....	30,117
Spokane Valley, WA .....	89,755	Walnut Creek, CA .....	64,173
Spotsylvania County, VA .....	122,397	Walton County, FL .....	55,043
Springboro, OH .....	17,409	Washington City, UT .....	18,761
Springfield, OR .....	59,403	Washington County, MN .....	238,136
Springville, UT .....	29,466	Washoe County, NV .....	421,407
St. Cloud, FL .....	35,183	Watauga, TX .....	23,497
St. Louis County, MN .....	200,226	Wausau, WI .....	39,106
Stafford County, VA .....	128,961	Wentzville, MO .....	29,070
Starkville, MS .....	23,888	West Des Moines, IA .....	56,609
State College, PA .....	42,034	West Richland, WA .....	11,811
Steamboat Springs, CO .....	12,088	Westlake, TX .....	992
Sterling, CO .....	14,777	Westminster, CO .....	106,114
Stillwater, OK .....	45,688	Wheat Ridge, CO .....	30,166
Stockton, CA .....	291,707	White House, TN .....	10,255
Suamico, WI .....	11,346	Whitewater Township, MI .....	202
Sugar Grove, IL .....	8,997	Wichita, KS .....	382,368
Sugar Land, TX .....	78,817	Williamsburg, VA .....	14,068
Summit County, CO .....	27,994	Wilmington, IL .....	5,724
Sunnyvale, CA .....	140,081	Wilmington, NC .....	106,476
Surprise, AZ .....	117,517	Wind Point, WI .....	1,723
Suwanee, GA .....	15,355	Windsor, CO .....	18,644
Tacoma, WA .....	198,397	Windsor, CT .....	28,237
Takoma Park, MD .....	16,715	Winston-Salem, NC .....	229,617
Tallahassee, FL .....	181,376	Winter Garden, FL .....	34,568
Temecula, CA .....	100,097	Winter Park, FL .....	27,852
Tempe, AZ .....	161,719	Woodbury, MN .....	61,961
Temple, TX .....	66,102	Woodland, WA .....	5,509
Teton County, WY .....	21,294	Woodridge, IL .....	32,971
The Colony, TX .....	36,328	Worcester, MA .....	181,045
Thornton, CO .....	118,772	York County, VA .....	65,464
Thousand Oaks, CA .....	126,683	Yuma County, AZ .....	195,751
Titusville, FL .....	43,761	Yuma, AZ .....	93,064
Tomball, TX .....	10,753		

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

Albany, GA.....	77,434	League City, TX.....	83,560
Albany, OR.....	50,158	Livermore, CA.....	80,968
Alpharetta, GA.....	57,551	Lodi, CA.....	62,134
Ames, IA.....	58,965	Loveland, CO.....	66,859
Ankeny, IA.....	45,582	Lynchburg, VA.....	75,568
Apple Valley, CA.....	69,135	Lynwood, CA.....	69,772
Asheville, NC.....	83,393	Maple Grove, MN.....	61,567
Auburn, AL.....	53,380	Medford, OR.....	74,907
Auburn, WA.....	70,180	Meridian, ID.....	75,092
Avondale, AZ.....	76,238	Missoula, MT.....	66,788
Battle Creek, MI.....	52,347	Mountain View, CA.....	74,066
Bellingham, WA.....	80,885	Noblesville, IN.....	51,969
Bend, OR.....	76,639	Normal, IL.....	52,497
Bloomington, IL.....	76,610	Novi, MI.....	55,224
Blue Springs, MO.....	52,575	Oak Park, IL.....	51,878
Bowling Green, KY.....	58,067	Ocala, FL.....	56,315
Bryan, TX.....	76,201	Olympia, WA.....	46,478
Carson City, NV.....	55,274	Oshkosh, WI.....	66,083
Casa Grande, AZ.....	48,571	Palatine, IL.....	68,557
Cheyenne, WY.....	59,466	Palm Beach Gardens, FL.....	48,452
Commerce City, CO.....	45,913	Palm Coast, FL.....	75,180
Concord, NC.....	79,066	Palo Alto, CA.....	64,403
Corvallis, OR.....	54,462	Parker, CO.....	45,297
Cupertino, CA.....	58,302	Pasco, WA.....	59,781
Davis, CA.....	65,622	Pinellas Park, FL.....	49,079
Daytona Beach, FL.....	61,005	Pocatello, ID.....	54,255
Delray Beach, FL.....	60,522	Port Orange, FL.....	56,048
Dublin, CA.....	46,036	Poway, CA.....	47,811
East Providence, RI.....	47,037	Rancho Cordova, CA.....	64,776
Eau Claire, WI.....	65,883	Rapid City, SD.....	67,956
Edmond, OK.....	81,405	Redmond, WA.....	54,144
Evanston, IL.....	74,486	Rock Hill, SC.....	66,154
Farmington Hills, MI.....	79,740	Rockville, MD.....	61,209
Farmington, NM.....	45,877	Rowlett, TX.....	56,199
Fayetteville, AR.....	73,580	Salina, KS.....	47,707
Fishers, IN.....	76,794	San Rafael, CA.....	57,713
Flagstaff, AZ.....	65,870	Sanford, FL.....	53,570
Flower Mound, TX.....	64,669	Sarasota, FL.....	51,917
Gaithersburg, MD.....	59,933	Skokie, IL.....	64,784
Georgetown, TX.....	47,400	Smyrna, GA.....	51,271
Goodyear, AZ.....	65,275	Springfield, OR.....	59,403
Grand Island, NE.....	48,520	Stillwater, OK.....	45,688
James City County, VA.....	67,009	Sugar Land, TX.....	78,817
Joplin, MO.....	50,150	Temple, TX.....	66,102
Jupiter, FL.....	55,156	Walnut Creek, CA.....	64,173
Kalamazoo, MI.....	74,262	Walton County, FL.....	55,043
Kettering, OH.....	56,163	West Des Moines, IA.....	56,609
Kirkland, WA.....	48,787	Woodbury, MN.....	61,961
Kissimmee, FL.....	59,682	York County, VA.....	65,464
La Mesa, CA.....	57,065		

## **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 2011 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 www.flower-mound.com).....	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).**

	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.)**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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.**

	<i>Strongly agree</i>	<i>Somewhat agree</i>	<i>Neither agree nor disagree</i>	<i>Somewhat disagree</i>	<i>Strongly disagree</i>	<i>Don't know</i>
Flower Mound's local government is run for the benefit of all the people.....	1	2	3	4	5	6
Flower Mound's 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:**

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
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.)**

- |  |   |
|--|---|
| <input type="checkbox"/> Television news   | <input type="checkbox"/> Social media (facebook, twitter, etc.) |
| <input type="checkbox"/> E-town Bulletins (monthly electronic bulletins)                           | <input type="checkbox"/> Town Web site (www.flower-mound.com)   |
| <input type="checkbox"/> FMTV – Government Access Channel  | <input type="checkbox"/> Utility bill inserts                   |
| <input type="checkbox"/> Local Flower Mound newspapers   | <input type="checkbox"/> Word of mouth                          |
| <input type="checkbox"/> Regional newspapers (The Dallas Morning News or Fort Worth Star Telegram) | <input type="checkbox"/> Don't know                             |
|  | <input type="checkbox"/> Other                                  |

**19. When thinking about the kinds of information you would like to find on the Town's Web site, which of the following topics interest you the most? (Please check all that apply.)**

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> General or topical news   | <input type="checkbox"/> Road construction           | <input type="checkbox"/> Economic Development |
| <input type="checkbox"/> Major projects and/or initiatives                                   | <input type="checkbox"/> Special events              | <input type="checkbox"/> None of these        |
| <input type="checkbox"/> Basic municipal services (trash, water, etc.)                       | <input type="checkbox"/> Library programs and events | <input type="checkbox"/> Other                |
| <input type="checkbox"/> Community Activity Center, Parks and Recreation programs and events | <input type="checkbox"/> Fire Department             |   |
|  | <input type="checkbox"/> Police Department           |   |

**20. If you use the Town of Flower Mound Web site, what information do you access most frequently? (Please check all that apply.)**

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> I have not used the Town Web site               | <input type="checkbox"/> Road construction           | <input type="checkbox"/> Fire Department   |
| <input type="checkbox"/> General news announcements                      | <input type="checkbox"/> Meeting Agendas and Minutes | <input type="checkbox"/> Police Department |
| <input type="checkbox"/> Basic municipal services (trash, water, etc.)   | <input type="checkbox"/> Special events              | <input type="checkbox"/> None of these     |
| <input type="checkbox"/> Community Activity Center, Parks and Recreation | <input type="checkbox"/> Library programs and events | <input type="checkbox"/> Other             |

21. How interested is your household, if at all, in the Town creating a public private partnership (PPP) in which Town funds are used to encourage private investment to construct a hotel and/or other amenities at The River Walk at Central Park development?

- Very interested
- Somewhat interested
- Not at all interested
- Don't know

22. If the Town were to create a public private partnership (PPP) in which Town funds are used to encourage private investment at The River Walk at Central Park development to construct a hotel and/or other amenities, please indicate the extent to which you would support or oppose funding the PPP by using the following means:

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>
Property tax revenue .....	1	2	3	4
Sales tax revenue .....	1	2	3	4
Reprioritizing the Tax Increment Reinvestment Zone (TIRZ) funding.....	1	2	3	4
Amending the Town's Economic Development Initiative Policy to include forgivable loans .....	1	2	3	4

23. How interested is your household, if at all, in the Town constructing a municipal complex (estimated cost is in excess of \$30 million) to include a new town hall, new library, performing arts auditorium, etc., at The River Walk at Central Park development?

- Very interested
- Somewhat interested
- Not at all interested
- Don't know

24. How interested is your household, if at all, in the Town pursuing options for green waste collection for an additional monthly cost of \$1.82? Green waste organics collection at the curb (separate from bulk pickup) would be 100% recycled, reused, and/or processed through composting, mulching and/or beneficial reuse; diverting yard waste from going to the landfill.

- Very interested
- Somewhat interested
- Not at all interested
- Don't know

25. How interested is your household, if at all, in the Town enhancing its public arts program to include performing, visual, and other cultural arts?

- Very interested
- Somewhat interested
- Not at all interested
- Don't know

26. If the Town were to fully develop Twin Coves Park on approximately 243 wooded acres in Flower Mound (located on Grapevine Lake near Skillern Road and Wichita Trail), please indicate the extent to which you would support or oppose each of the following amenities:

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>
Tent camping sites .....	1	2	3	4
Recreational vehicle camp sites .....	1	2	3	4
Rental cabins .....	1	2	3	4
Large community-use multi-purpose lodge.....	1	2	3	4
Nature trails .....	1	2	3	4
Boat launching facilities, such as ramps and courtesy docks.....	1	2	3	4
Fish cleaning stations .....	1	2	3	4
Fishing pier.....	1	2	3	4
Individual picnic areas (8-12 people) .....	1	2	3	4
Group picnic pavilions (60-90 people).....	1	2	3	4

**27. 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

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

**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 long 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.)**

- I work from home
- Grapevine
- Allen
- Irving
- Carrollton
- Lewisville
- Colleyville
- McKinney
- Coppell
- N. Richland Hills
- Dallas
- Plano
- Denton
- Richardson
- Flower Mound
- Rowlett
- Frisco
- Southlake
- Ft. Worth
- 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, mark "0")

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

- Drive alone
- Carpool
- Bicycle
- Bus
- Walk
- 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?**

- 18-24
- 45-54
- 25-34
- 55-64
- 35-44
- 65 years or older

**D12. About how much was your household's total income before taxes in 2010? (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 postage-paid envelope to:**

**National Research Center, Inc., PO BOX 549, Belle Mead NJ 08502-9922**

**If you have any questions about this survey, please contact:**

**Carol Myers, Town of Flower Mound, 972-874-6083**