

The National Citizen Survey™

Flower Mound, TX

Trends over Time

2014

Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2014 ratings for the Town of Flower Mound to its previous survey results in 2011 and 2009. Additional reports and technical appendices are available under separate cover.

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

Meaningful differences between survey years have been noted within the following tables as being “higher” or “lower” if the differences are greater than six percentage points between the 2011 and 2014 surveys, otherwise the comparison between 2011 and 2014 are noted as being “similar.” Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Flower Mound for 2014 generally remained stable. Of the 56 items for which comparisons were available, 37 items were rated similarly in 2011 and 2014, six items showed a decrease in ratings and 13 showed an increase in ratings. Notable trends over time included the following:

- Most of the General Community Characteristics in Flower Mound remained stable over time, however, ratings for Flower Mound as a place to retire increased in 2014 when compared to 2011.
- Ratings of the facets within Community Characteristics varied between 2011 and 2014. Ratings increased between 2011 and 2014 in the areas of Mobility (i.e., traffic flow) and Economy (i.e., business and services, shopping opportunities and employment opportunities). Recreational opportunities, cultural/arts/music activities and social events and activities within the facet of Recreation and Wellness also saw improvements from 2011.
- In the area of Governance, Mobility saw increases in street repair and street lighting. Within the facet of Economy, economic development ratings increased from 2011.
- Participation saw increases in the likelihood of respondents to remain in Flower Mound and to recommend Flower Mound as a place to live.

Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)			2014 rating compared to 2011	Comparison to benchmark		
	2009	2011	2014		2009	2011	2014
Overall quality of life	94%	94%	95%	Similar	Much higher	Much higher	Higher
Overall image	92%	89%	92%	Similar	Much higher	Much higher	Higher
Place to live	97%	96%	95%	Similar	Much higher	Much higher	Higher
Neighborhood	93%	93%	92%	Similar	Much higher	Much higher	Higher
Place to raise children	96%	96%	97%	Similar	Much higher	Much higher	Higher
Place to retire	63%	66%	74%	Higher	Much higher	Higher	Similar
Overall appearance	90%	90%	93%	Similar	Much higher	Much higher	Higher

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)			2014 rating compared to 2011	Comparison to benchmark		
		2009	2011	2014		2009	2011	2014
Safety	Overall feeling of safety	NA	NA	97%	NA	NA	NA	Higher
	Safe in neighborhood	97%	97%	98%	Similar	Much higher	Much higher	Similar
	Safe commercial areas	NA	NA	98%	NA	NA	NA	Similar
	Overall ease of travel	NA	NA	83%	NA	NA	NA	Similar
Mobility	Paths and walking trails	71%	70%	68%	Similar	Much higher	Much higher	Similar
	Ease of walking	NA	NA	67%	NA	NA	NA	Similar
	Travel by bicycle	NA	NA	46%	NA	NA	NA	Similar
	Travel by car	NA	NA	75%	NA	NA	NA	Similar
	Traffic flow	30%	49%	70%	Higher	Much lower	Similar	Higher
	Overall natural environment	77%	78%	83%	Similar	Higher	Higher	Similar
	Cleanliness	NA	NA	91%	NA	NA	NA	Higher
Natural Environment	Air quality	NA	NA	85%	NA	NA	NA	Similar
	Overall built environment	NA	NA	77%	NA	NA	NA	Higher
Built Environment	New development in Flower Mound	78%	74%	75%	Similar	Much higher	Much higher	Higher
	Affordable quality housing	NA	NA	65%	NA	NA	NA	Higher
	Housing options	NA	NA	73%	NA	NA	NA	Similar
	Public places	NA	NA	74%	NA	NA	NA	Similar
Economy	Overall economic health	NA	NA	90%	NA	NA	NA	Much higher
	Vibrant commercial areas	NA	NA	65%	NA	NA	NA	Higher
	Business and services	67%	69%	77%	Higher	Much higher	Much higher	Similar
	Cost of living	NA	NA	63%	NA	NA	NA	Higher
	Shopping opportunities	59%	56%	68%	Higher	Much higher	Higher	Higher
	Employment opportunities	21%	27%	37%	Higher	Much lower	Lower	Similar
	Place to visit	NA	NA	60%	NA	NA	NA	Similar
	Place to work	62%	58%	62%	Similar	Much higher	Higher	Similar
	Health and wellness	NA	NA	88%	NA	NA	NA	Higher
	Mental health care	NA	NA	72%	NA	NA	NA	Higher
Recreation and Wellness	Preventive health services	NA	NA	85%	NA	NA	NA	Higher
	Health care	NA	NA	83%	NA	NA	NA	Much higher

The National Citizen Survey™

		Percent rating positively (e.g., excellent/good, very/somewhat safe)			2014 rating compared to 2011	Comparison to benchmark		
		2009	2011	2014		2009	2011	2014
	Food	NA	NA	79%	NA	NA	NA	Higher
	Recreational opportunities	66%	62%	75%	Higher	Higher	Similar	Similar
	Fitness opportunities	NA	NA	85%	NA	NA	NA	Higher
Education and Enrichment	Cultural/arts/music activities	32%	31%	39%	Higher	Much lower	Much lower	Lower
	Adult education	NA	NA	55%	NA	NA	NA	Similar
	Child care/preschool	NA	NA	77%	NA	NA	NA	Much higher
Community Engagement	Social events and activities	56%	53%	59%	Higher	Similar	Much lower	Similar
	Neighborhoodness	NA	NA	72%	NA	NA	NA	Similar
	Openness and acceptance	NA	NA	69%	NA	NA	NA	Similar
	Opportunities to participate in community matters	62%	64%	64%	Similar	Similar	Similar	Similar
	Opportunities to volunteer	63%	64%	64%	Similar	Much lower	Much lower	Similar

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)			2014 rating compared to 2011	Comparison to benchmark		
	2009	2011	2014		2009	2011	2014
Services provided by Flower Mound	90%	88%	85%	Similar	Much higher	Much higher	Similar
Customer service	87%	86%	81%	Similar	Much higher	Much higher	Similar
Value of services for taxes paid	71%	77%	69%	Lower	Much higher	Much higher	Similar
Overall direction	71%	68%	71%	Similar	Much higher	Much higher	Similar
Welcoming citizen involvement	65%	68%	63%	Similar	Much higher	Much higher	Similar
Confidence in Town government	NA	NA	64%	NA	NA	NA	Similar
Acting in the best interest of Flower Mound	NA	NA	68%	NA	NA	NA	Similar
Being honest	NA	NA	67%	NA	NA	NA	Similar
Treating all residents fairly	NA	NA	65%	NA	NA	NA	Similar
Services provided by the Federal Government	NA	NA	34%	NA	NA	NA	Similar

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)			2014 rating compared to 2011	Comparison to benchmark		
		2009	2011	2014		2009	2011	2014
Safety	Police	87%	89%	87%	Similar	Much higher	Much higher	Similar
	Fire	97%	98%	97%	Similar	Much higher	Much higher	Similar
	Ambulance/EMS	95%	97%	96%	Similar	Much higher	Much higher	Similar
	Crime prevention	NA	NA	87%	NA	NA	NA	Higher
	Fire prevention	NA	NA	85%	NA	NA	NA	Similar
	Animal control	82%	80%	79%	Similar	Much higher	Much higher	Higher
	Emergency preparedness	77%	75%	66%	Lower	Much higher	Much higher	Similar
Mobility	Traffic enforcement	72%	75%	76%	Similar	Much higher	Much higher	Similar
	Street repair	51%	60%	68%	Higher	Much higher	Much higher	Higher
	Street cleaning	NA	NA	74%	NA	NA	NA	Similar
	Street lighting	55%	59%	68%	Higher	Lower	Similar	Similar

The National Citizen Survey™

		Percent rating positively (e.g., excellent/good)			2014 rating compared to 2011	Comparison to benchmark		
		2009	2011	2014		2009	2011	2014
	Sidewalk maintenance	NA	NA	59%	NA	NA	NA	Similar
	Traffic signal timing	NA	NA	56%	NA	NA	NA	Similar
Natural Environment	Garbage collection	80%	93%	87%	Similar	Similar	Much higher	Similar
	Recycling	81%	91%	87%	Similar	Much higher	Much higher	Higher
	Yard waste pick-up	NA	NA	86%	NA	NA	NA	Higher
	Drinking water	82%	83%	86%	Similar	Much higher	Much higher	Higher
	Natural areas preservation	53%	57%	61%	Similar	Similar	Similar	Similar
	Open space	NA	NA	59%	NA	NA	NA	Similar
	Storm drainage	NA	NA	82%	NA	NA	NA	Higher
	Sewer services	NA	NA	86%	NA	NA	NA	Similar
	Utility billing	NA	NA	76%	NA	NA	NA	Similar
	Land use, planning and zoning	55%	53%	64%	Higher	Much higher	Much higher	Similar
Built Environment	Code enforcement	64%	62%	70%	Higher	Much higher	Much higher	Higher
	Cable television	NA	NA	73%	NA	NA	NA	Higher
Economy	Economic development	57%	53%	75%	Higher	Much higher	Much higher	Higher
Recreation and Wellness	Town parks	86%	84%	88%	Similar	Much higher	Higher	Similar
	Recreation programs	79%	78%	75%	Similar	Much higher	Higher	Similar
	Recreation centers	84%	89%	82%	Lower	Much higher	Much higher	Similar
	Health services	NA	NA	88%	NA	NA	NA	Higher
Education and Enrichment	Special events	NA	NA	67%	NA	NA	NA	Similar
	Public libraries	85%	85%	87%	Similar	Similar	Similar	Similar
Community Engagement	Public information	76%	77%	74%	Similar	Much higher	Much higher	Similar

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2014 rating compared to 2011	Comparison to benchmark		
	2009	2011	2014		2009	2011	2014
Sense of community	81%	77%	75%	Similar	Much higher	Much higher	Similar
Recommend Flower Mound	94%	94%	95%	Similar	Much higher	Much higher	Similar
Remain in Flower Mound	90%	90%	90%	Similar	Much higher	Much higher	Similar
Contacted Flower Mound employees	64%	54%	52%	Similar	Much higher	Similar	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2014 rating compared to 2011	Comparison to benchmark		
		2009	2011	2014		2009	2011	2014
Safety	Stocked supplies for an emergency	NA	NA	34%	NA	NA	NA	Similar
	Did NOT report a crime	NA	NA	85%	NA	NA	NA	Similar
	Was NOT the victim of a crime	NA	NA	94%	NA	NA	NA	Similar
Mobility	Carpooled instead of driving alone	NA	NA	43%	NA	NA	NA	Similar
	Walked or biked instead of driving	NA	NA	51%	NA	NA	NA	Similar
Natural Environment	Conserved water	NA	NA	92%	NA	NA	NA	Similar
	Made home more energy efficient	NA	NA	79%	NA	NA	NA	Similar
	Recycled at home	90%	96%	96%	Similar	Much higher	Much higher	Higher
Built Environment	Did NOT observe a code violation	NA	NA	60%	NA	NA	NA	Similar
	NOT under housing cost stress	NA	NA	81%	NA	NA	NA	Higher
Economy	Purchased goods or services in Flower Mound	NA	NA	98%	NA	NA	NA	Similar
	Economy will have positive impact on income	NA	NA	39%	NA	NA	NA	Higher
	Work in Flower Mound	NA	NA	33%	NA	NA	NA	Lower
Recreation and Wellness	Used Flower Mound recreation centers	45%	56%	57%	Similar	Much lower	Similar	Similar
	Visited a Town park	86%	87%	82%	Similar	Similar	Similar	Similar
	Ate 5 portions of fruits and vegetables	NA	NA	86%	NA	NA	NA	Similar
	Participated in moderate or vigorous physical activity	NA	NA	90%	NA	NA	NA	Similar
	In very good to excellent health	NA	NA	76%	NA	NA	NA	Similar
Education and Enrichment	Used Flower Mound public libraries	77%	70%	57%	Lower	Much higher	Similar	Lower
	Attended a Town-sponsored event	NA	NA	37%	NA	NA	NA	Lower
Community Engagement	Campaigned for an issue, cause or candidate	NA	NA	17%	NA	NA	NA	Similar
	Contacted Flower Mound elected officials	NA	NA	16%	NA	NA	NA	Similar
	Volunteered	NA	NA	33%	NA	NA	NA	Lower
	Participated in a club	NA	NA	25%	NA	NA	NA	Similar
	Talked to or visited with neighbors	NA	NA	96%	NA	NA	NA	Similar
	Done a favor for a neighbor	NA	NA	87%	NA	NA	NA	Similar
	Attended a local public meeting	27%	28%	21%	Lower	Similar	Similar	Similar
	Watched a local public meeting	32%	32%	20%	Lower	Much lower	Much lower	Lower
	Read or watched local news	NA	NA	90%	NA	NA	NA	Similar
	Voted in local elections	NA	NA	85%	NA	NA	NA	Similar