

The National Citizen Survey™

Flower Mound, TX

Community Livability Report

2014

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The National Citizen Survey™
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About

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

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement).

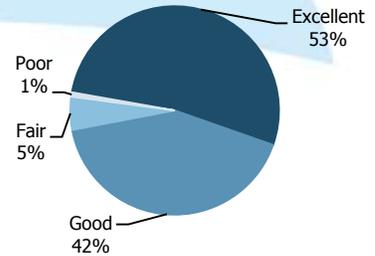
The Community Livability Report provides the opinions of a representative sample of 417 residents of the Town of Flower Mound. The margin of error around any reported percentage is 5% for the entire sample. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.



Quality of Life in Flower Mound

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

Overall Quality of Life



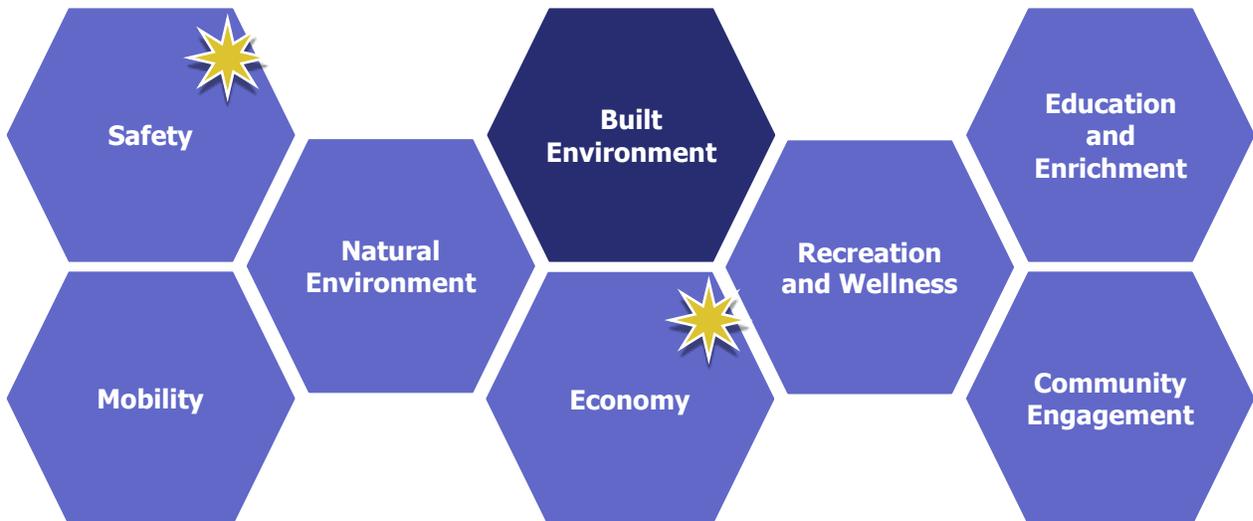
Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety and Economy as priorities for the Flower Mound community in the coming two years. Overall, Flower Mound residents gave strong ratings to the facet of Built Environment, which was rated higher than the national benchmark. The remaining seven facets received favorable ratings and were similar to other communities across the nation. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and ending with Participation.

Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark
- Benchmark comparison not available
- ★ Most important



Community Characteristics

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

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Flower Mound, 95% rated the Town as an “excellent” or “good” place to live. Respondents’ ratings of Flower Mound as a place to live were higher than ratings in other communities across the nation.

In addition to rating the Town as a place to live, respondents rated several aspects of community quality including Flower Mound as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Flower Mound and its overall appearance. The ratings for overall image of Flower Mound, overall appearance, neighborhood as a place to live and Flower Mound as a place to raise children were strong and rated higher than the national benchmark, while Flower Mound as a place to retire received ratings similar to other communities across the nation.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. When benchmark comparisons were available, these ratings tended to be similar to or higher than the national benchmark. At least 9 in 10 respondents rated aspects of Safety in Flower Mound, one of the facets of the community that was identified as a focus area for the next two years, favorably, while over 8 in 10 felt positively about the Natural Environment. Aspects of Mobility were somewhat mixed, as residents rated traffic flow, travel by car and overall ease of travel more positively than ease of walking and travel by bicycle. The facet of Recreation and Wellness received strong ratings in Flower Mound, with health and wellness, mental health care, preventive health services, health care, availability of affordable quality food and fitness opportunities all rated higher than those in other communities across the nation. Similarly, aspects of Built Environment were viewed favorably as well, with over 7 in 10 respondents rating the overall built environment, new development, housing options and public places in Flower Mound as “excellent” or “good.” Ratings for Built Environment were higher than or similar to the national benchmark.



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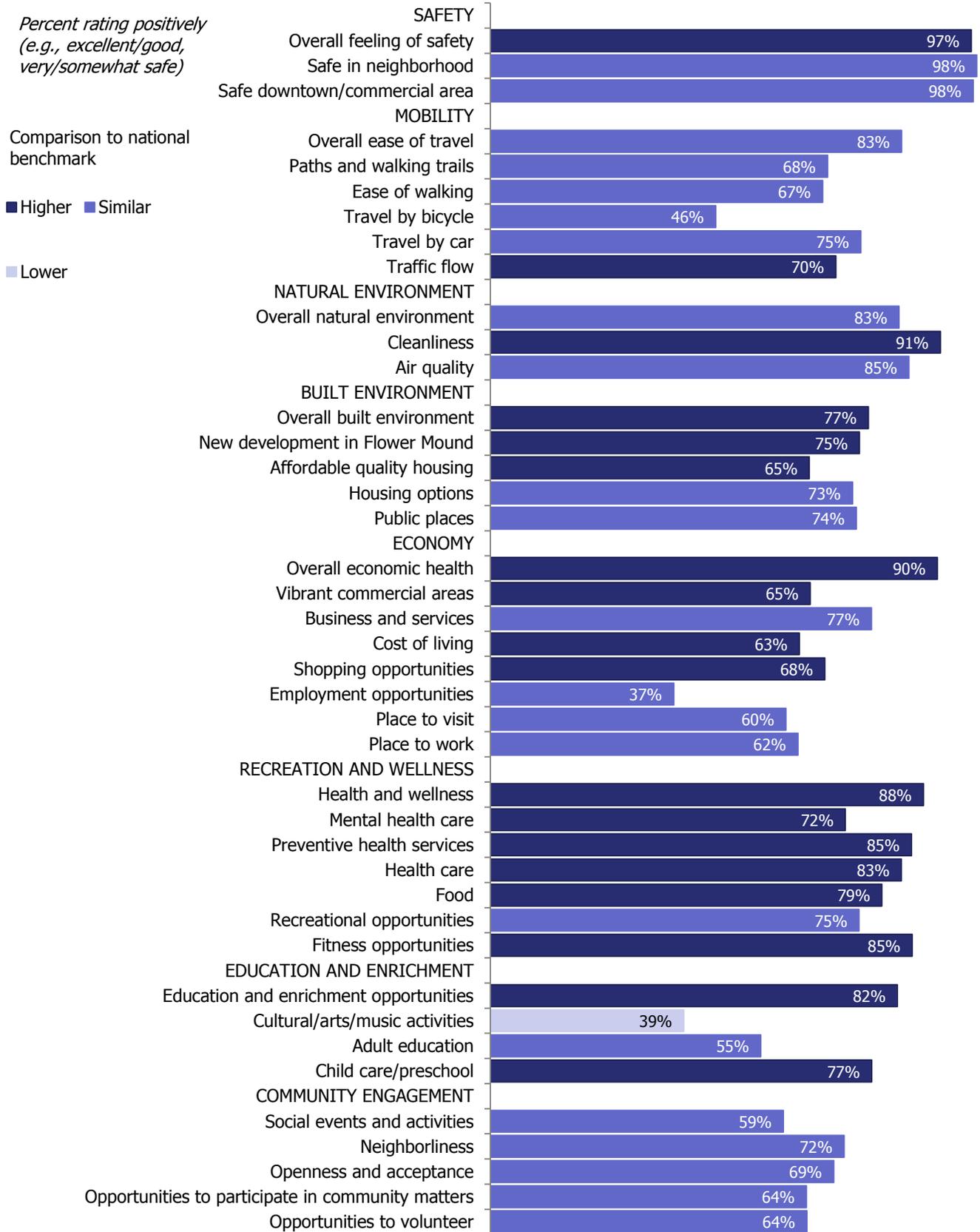
Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



Figure 1: Aspects of Community Characteristics



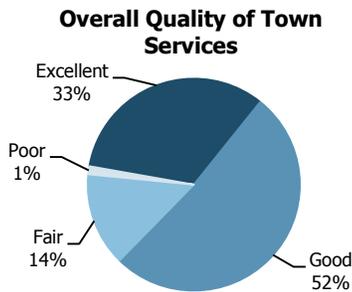
Governance

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

The overall quality of the services provided by Flower Mound as well as the manner in which these services are provided are a key component of how residents rate their quality of life. The overall quality of services provided by the Town of Flower Mound were rated as “excellent” or “good” by 85% of respondents, while services provided by the Federal Government were rated as “excellent” or “good” by 34% of respondents. Ratings for the services provided by Flower Mound were similar to national benchmark comparisons.

Survey respondents also rated various aspects of Flower Mound’s leadership and governance. Most of these ratings were positive and similar to the national benchmark. About two-thirds of respondents felt the Town did an excellent or good job of welcoming citizen involvement, treating all residents fairly, being honest and acting in the best interest of Flower Mound. Residents were generally pleased with the overall direction of the community and had confidence in Town government.

Respondents evaluated over 30 individual services and amenities available in Flower Mound. These services and amenities were rated positively by at least half of respondents and tended to be either similar to or higher than national benchmark comparisons. Services within the Natural Environment received some of the highest ratings, with close to 9 in 10 respondents giving favorable ratings to recycling, yard waste pick-up and drinking water. Similarly, Built Environment received strong ratings as well; storm drainage, code enforcement and cable television all received ratings that were higher than the national benchmark. A majority of respondents rated Mobility-related services as “excellent” or “good.” Safety services, one of the two facets most important to residents, received positive ratings from a majority of residents, with crime prevention and animal control rated higher than those in other communities across the nation.



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

Comparison to national benchmark

■ Higher ■ Similar ■ Lower

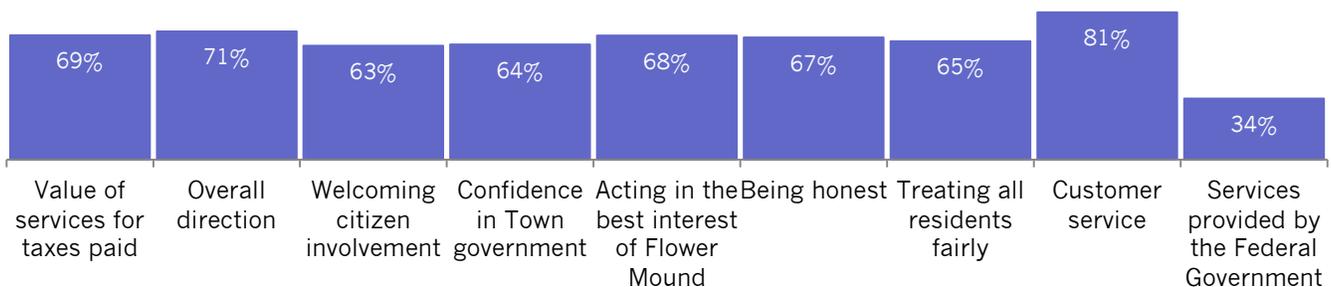
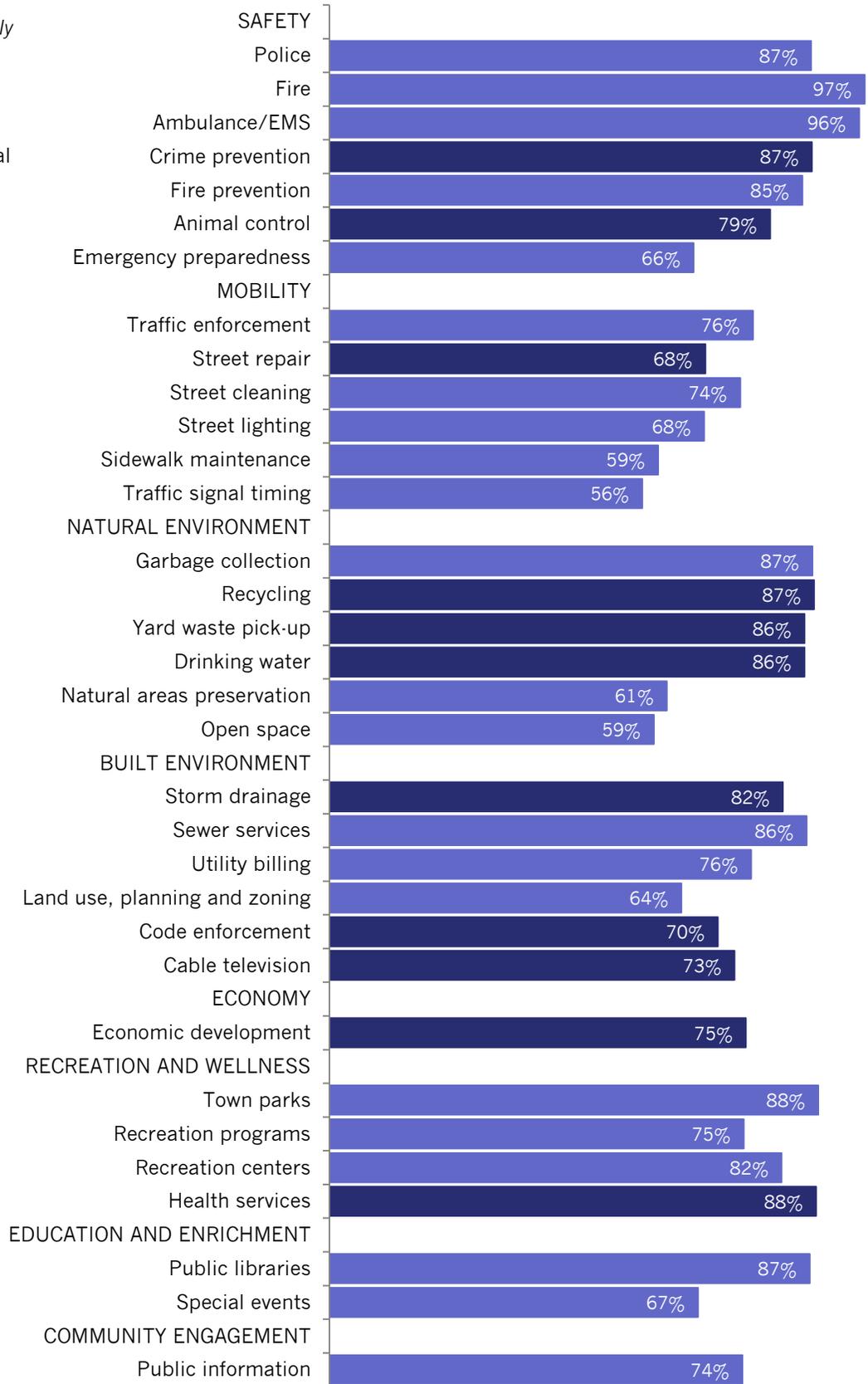


Figure 2: Aspects of Governance

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

Comparison to national
benchmark

- Higher
- Similar
- Lower



Participation

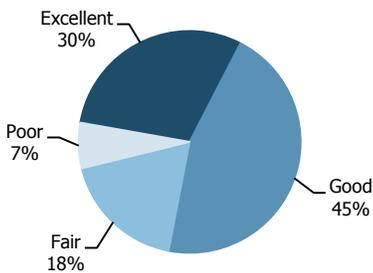
Are the residents of Flower Mound connected to the community and each other?

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community; a shared sense of membership, belonging and history. About three-quarters of respondents rated the sense of community in Flower Mound as “excellent” or “good,” and a strong majority of residents would recommend living in Flower Mound and plan to stay in Flower Mound for the next five years. These ratings were similar to the benchmark. About half of the respondents reported contacting a Flower Mound employee within the last 12 months, which was similar to the benchmark.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Overall, the extent to which respondents participated in these activities varied, but tended to be similar when compared to the activity levels of residents in other communities.

At least 8 in 10 Flower Mound residents reported participating in activities related to the Natural Environment, including recycling at a higher rate in Flower Mound than in other communities. Participation in the Economy, one of the two key focus areas of Flower Mound, was mixed. About 4 in 10 respondents thought the economy of Flower Mound will have a positive impact on their income, which was higher than the national benchmark. However, only 33% of respondents work in Flower Mound, which was lower than in other communities. Most respondents had talked to or visited with neighbors, read and watched the local news or voted in local elections, but few had volunteered or watched or attended a local public meeting.

Sense of Community



*Percent rating positively
(e.g., very/somewhat likely,
yes)*

Comparison to national benchmark

■ Higher ■ Similar ■ Lower

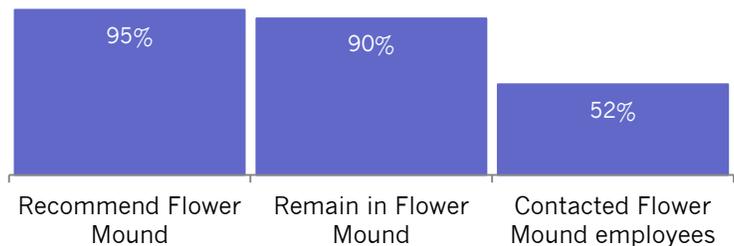
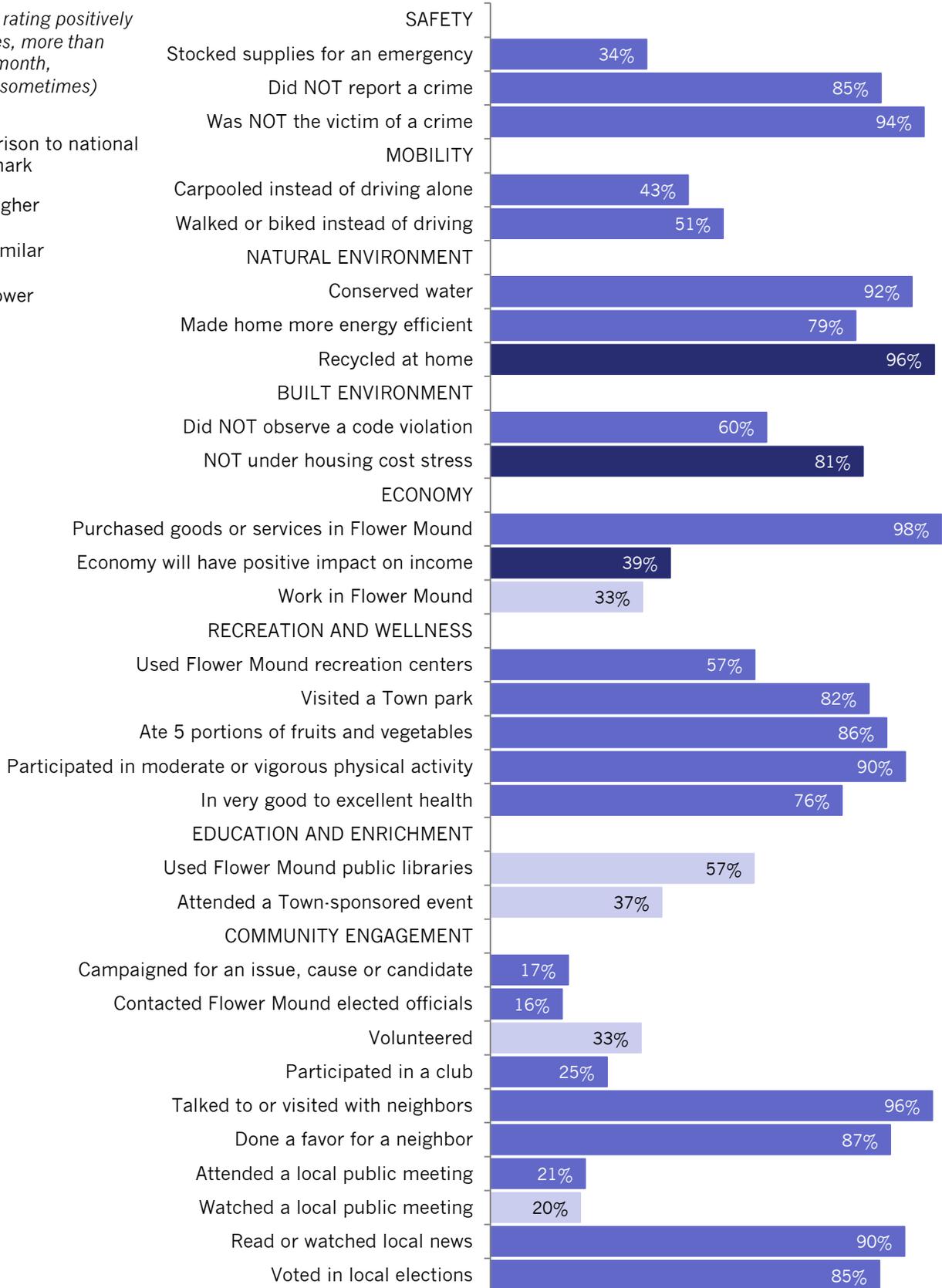


Figure 3: Aspects of Participation

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

Comparison to national
benchmark

- Higher
- Similar
- Lower



Conclusions

Flower Mound residents enjoy a positive quality of life

Almost all residents rated their overall quality of life positively and almost all residents would be likely to recommend Flower Mound as a place to live to someone who asks. Flower Mound's overall image and overall appearance along with neighborhoods and the Town as a place to live and raise children received high ratings by at least 9 in 10 residents. Many of these aspects of the community were higher than the benchmark comparison.

Safety helps make Flower Mound a livable community

Safety was identified as a top focus area for the community. Nearly all survey respondents felt safe throughout the community - overall, in their neighborhoods and in downtown/commercial areas - and few residents had been the victim of a crime. Residents regarded most Safety services highly as well. At least 8 in 10 respondents rated crime prevention and animal control as being "excellent" or "good" and both were rated higher than the national benchmark. Ratings for police, fire, fire prevention, ambulance and emergency medical services and emergency preparedness were on par with other communities across the nation.

Residents give solid ratings to Flower Mound's economy while identifying it as an important focus area

Residents identified Economy as an important focus area for the town and generally gave solid ratings in this area. Ratings of the town's overall economic health and the quality of economic development services were higher in Flower Mound than in other U.S. communities. Compared to residents elsewhere, more Flower Mound residents felt that the cost of living was good and expected the economy to have a positive effect on their household. As a place to work, close to two-thirds of residents rated Flower Mound favorably. However, only one-third of Flower Mound residents work in the town, which was lower than other communities across the nation. While only one-third of residents felt positively about employment opportunities in the town, these levels were not markedly different from other communities. Still, almost all residents support the local economy by having purchased goods and services within the town; they also rated the vibrancy of commercial areas and shopping opportunities more positively than other communities.