

THE NCSTM
The National Citizen SurveyTM

Pearland, TX

Key Findings
2015

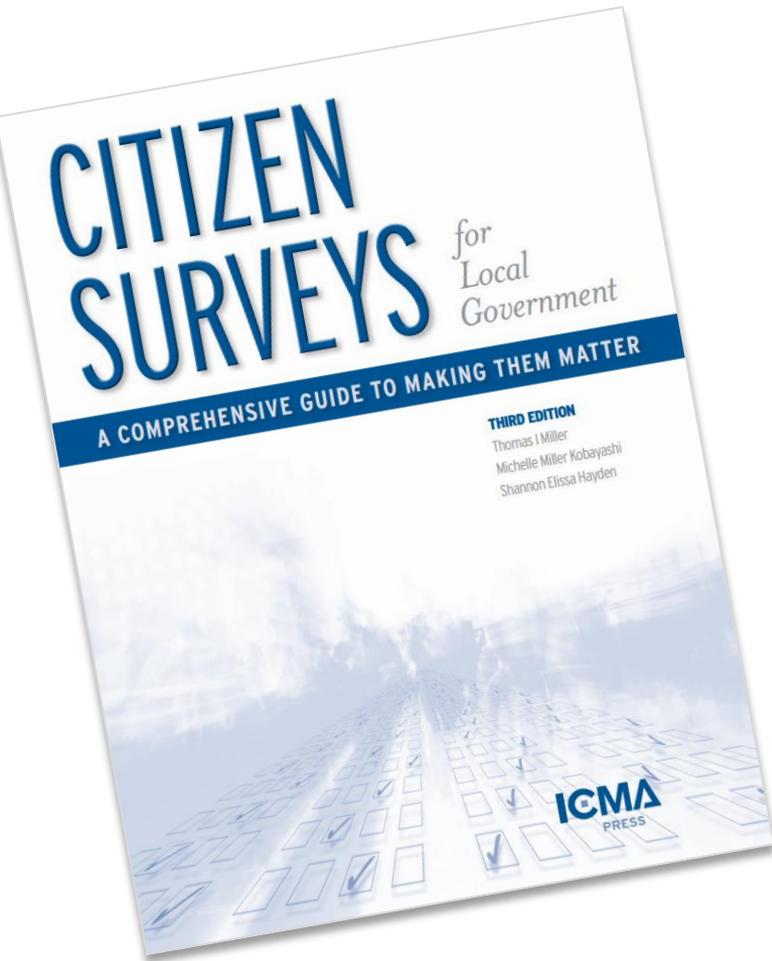
The NCS is presented by NRC in collaboration with ICMA



ICMA

Leaders at the Core of Better Communities

About NRC



- 21 years conducting survey research for local government
- Wrote the books on citizen surveying
- Industry pioneers
- Long-term partnerships with ICMA and NLC
- Charter members of AAPOR Transparency Initiative

About The NCS

- Community Livability
 - Community Characteristics
 - Governance
 - Participation



Facets of Community Livability

Safety

Mobility

Economy

Recreation
and Wellness

Quality of
Community
Overall

Natural
Environment

Built
Environment

Education
and
Enrichment

Community
Engagement

The NCS & Pearland

First Time Participating in The NCS

Online option

Spanish

Geographic
comparisons

Demographic
comparisons

Survey Methods

Surveys mailed
to 1,200
households

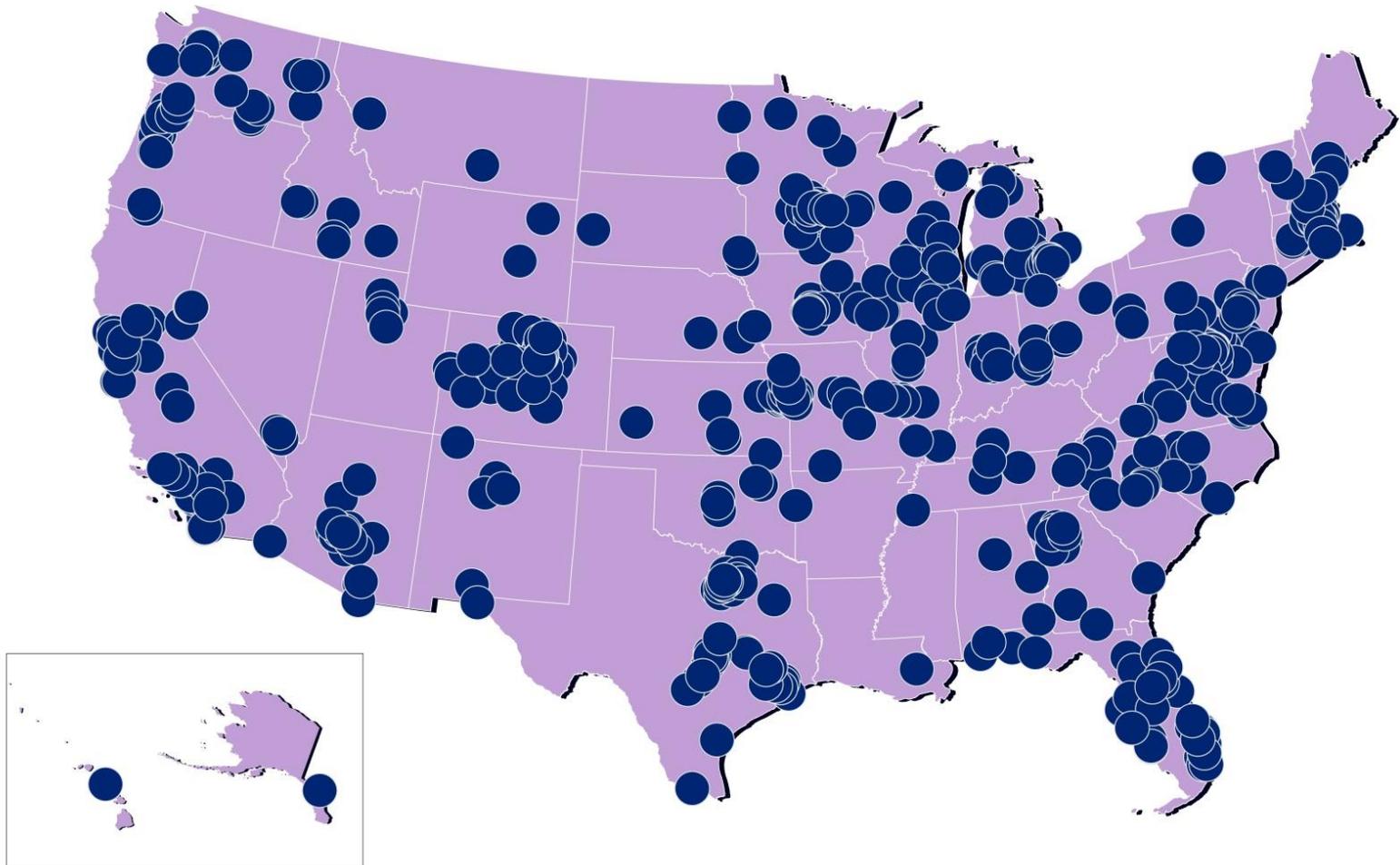
3 points of
contact

238 completed
(20% response
rate)

Results weighted
to reflect
community



National Benchmark Comparisons



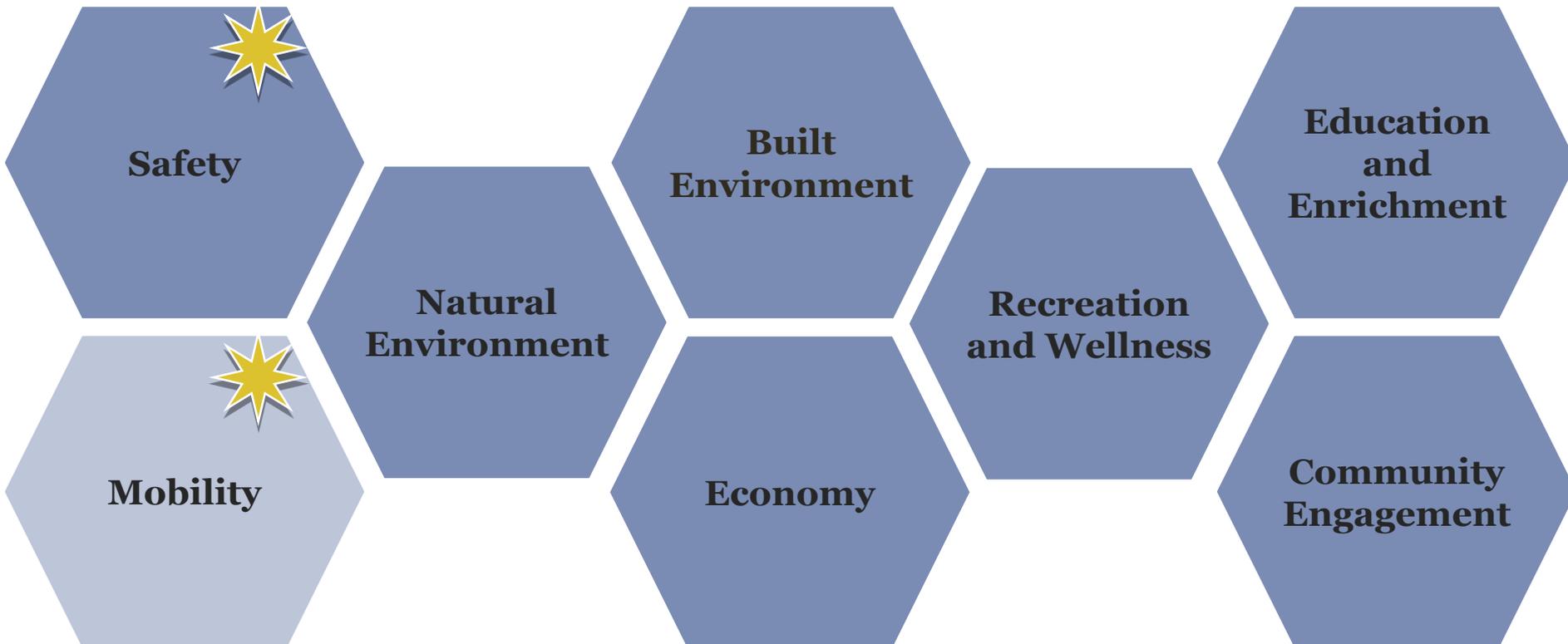
2015 National Benchmark Comparisons



Key Focus Areas

Legend

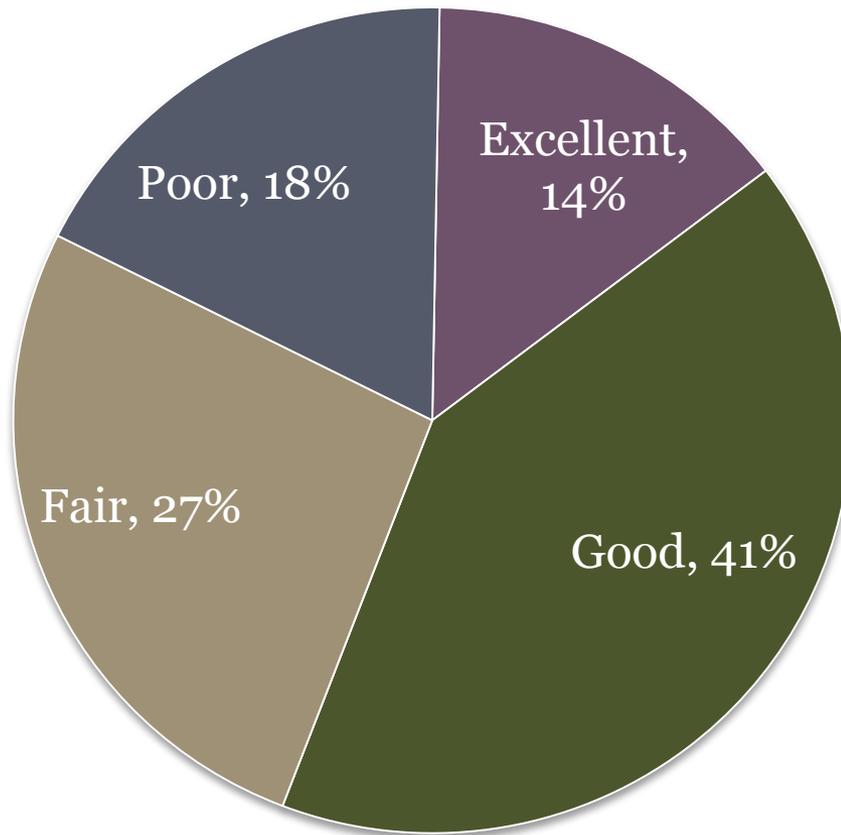
- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark
- ★ Most important



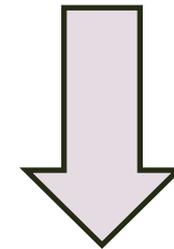
Key
Finding
#1

Mobility a Focus Area for Pearland

Overall Ease of Travel in Pearland



Below the National Benchmark



Approximately half of respondents rated the overall ease of travel in Pearland as Excellent or Good.

Mobility



Ease of travel by car

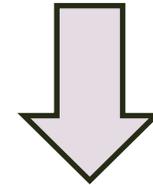
Rating

Excellent or good!



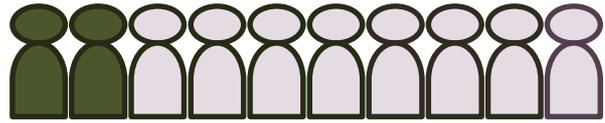
4/10

Comparison to Benchmark

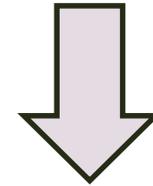


Traffic flow

Excellent or good!



2/10

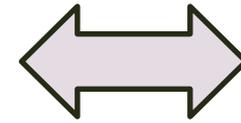


Traffic enforcement

Excellent or good!



6/10



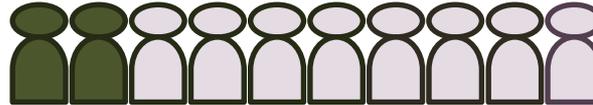
Mobility

Rating

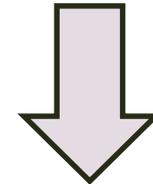
Comparison to Benchmark

Ease of travel by bicycle

Excellent or good!

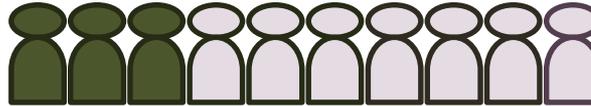


2/10

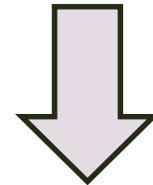


Ease of walking

Excellent or good!



3/10

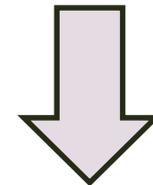


Walked or biked instead of driving

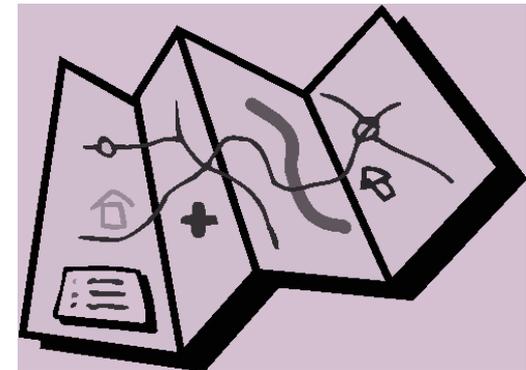
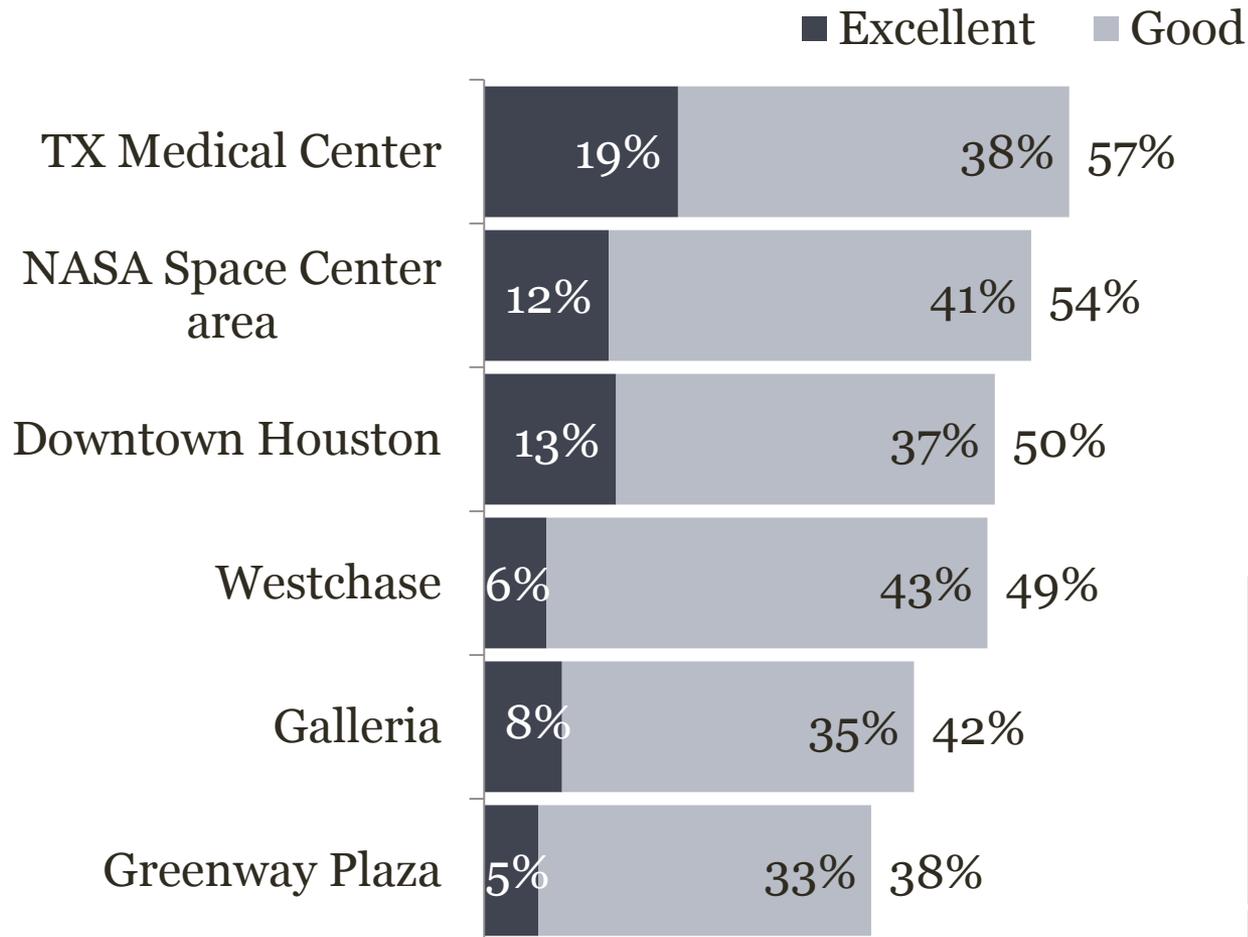
At least once per year!



3/10

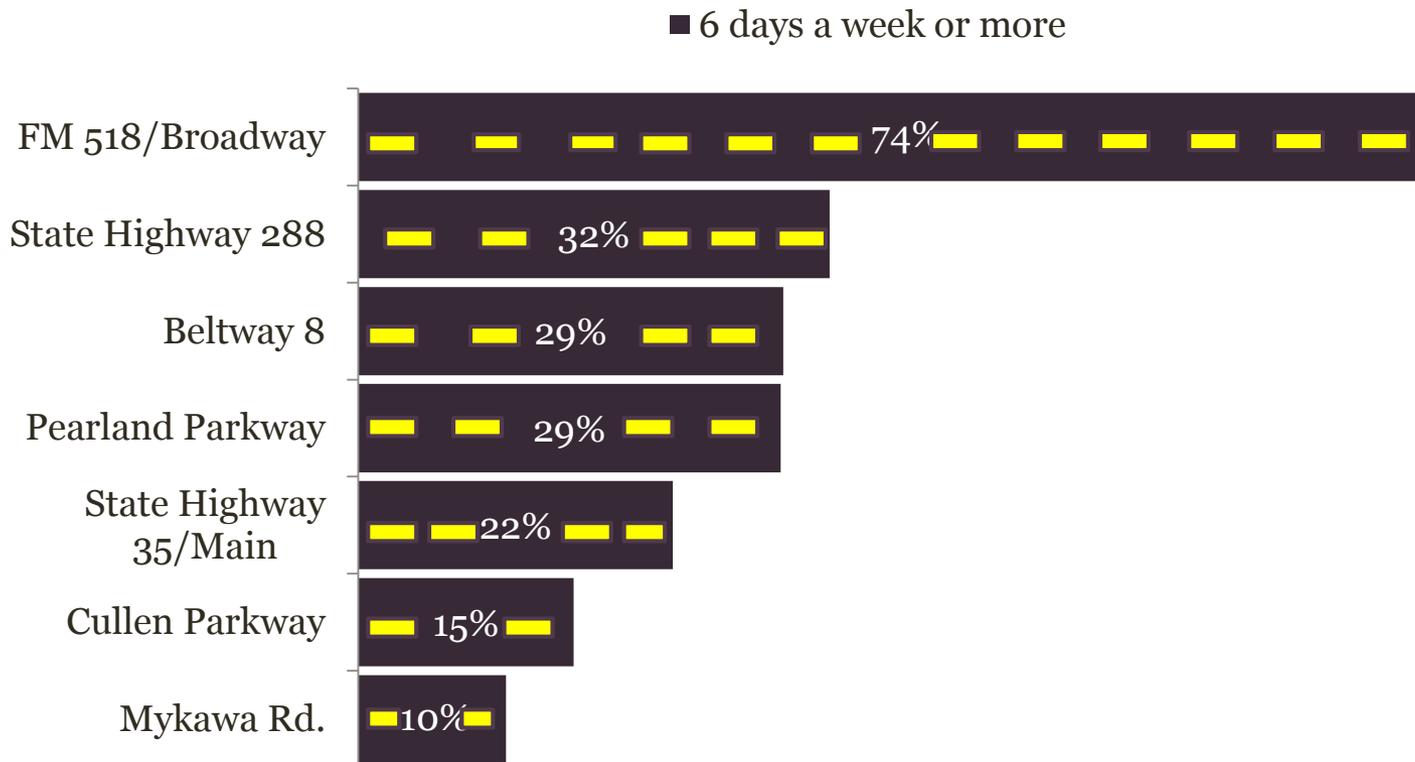


Overall Ease of getting to Select Destinations from Pearland



Road Corridor Use

In a typical week, about how many days per week do you use each of the following corridors for travel for any purpose:

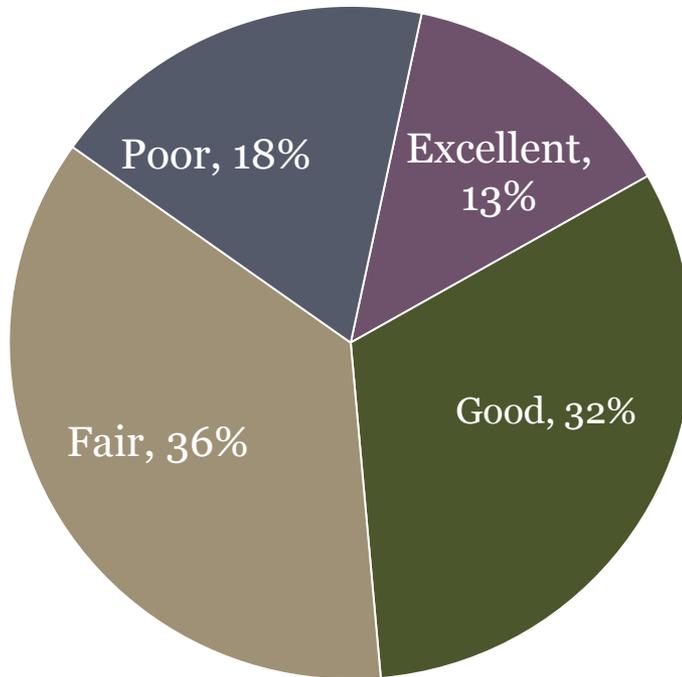
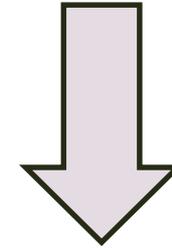


**Views on Built
Environment vary,
however respondents
pleased with housing**

Overall Built Environment of Pearland

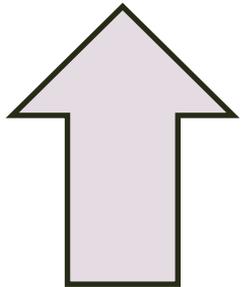
Below the National Benchmark

(including overall design, buildings, parks and transportation systems)



Housing in Pearland

Variety of housing options



Excellent or good!



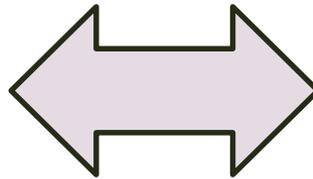
7/10

Overall feeling of safety in neighborhoods

Very safe or Somewhat safe!



9/10

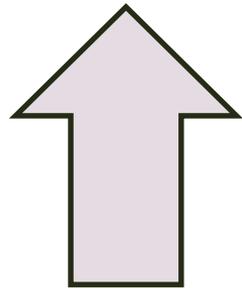


Availability of affordable quality housing

Excellent or good!



6/10



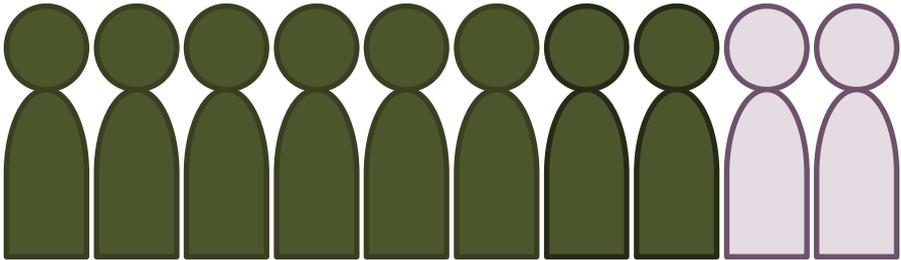
Key
Finding
#3

Perceptions on Economic Health Strong in Pearland

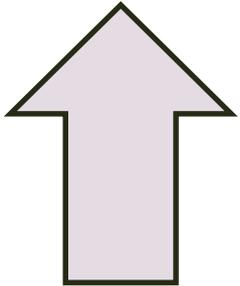
Overall Economic Health of Pearland

Overall economic health (80%)

Above the National Benchmark

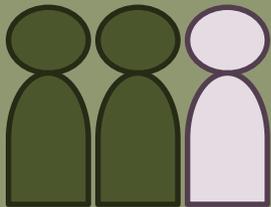


Percent excellent or good

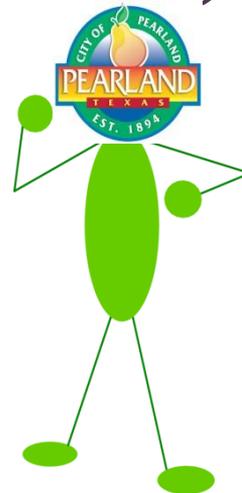


Quality of Pearland's Economic Development

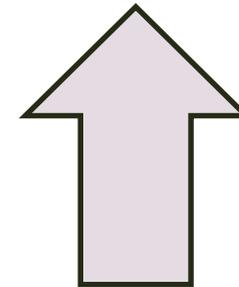
Excellent or good!



2/3

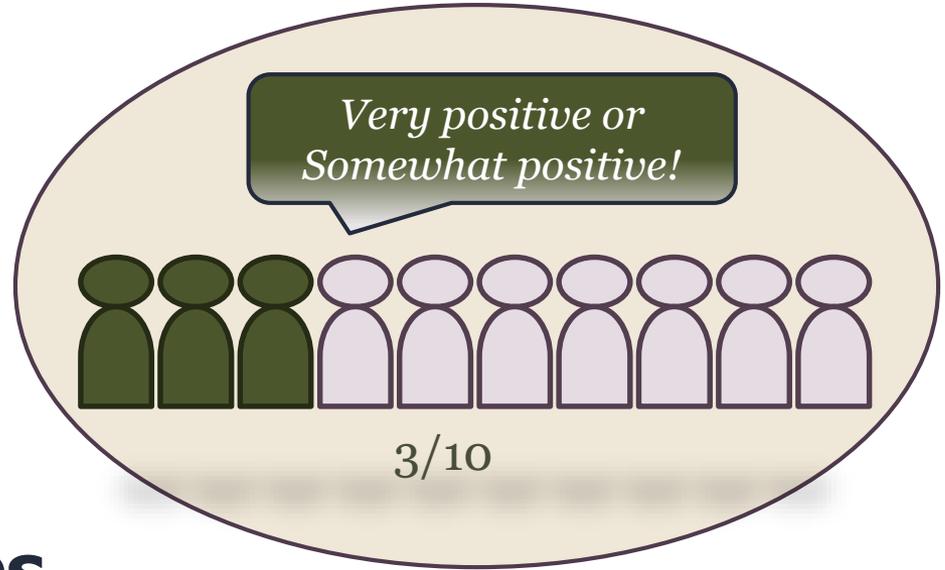
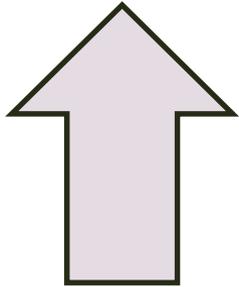


Above the National Benchmark



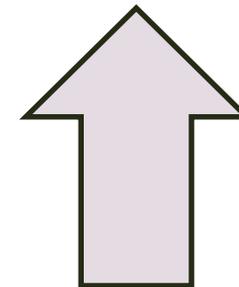
Economy's Impact on Income

Above the National Benchmark



Shopping Opportunities

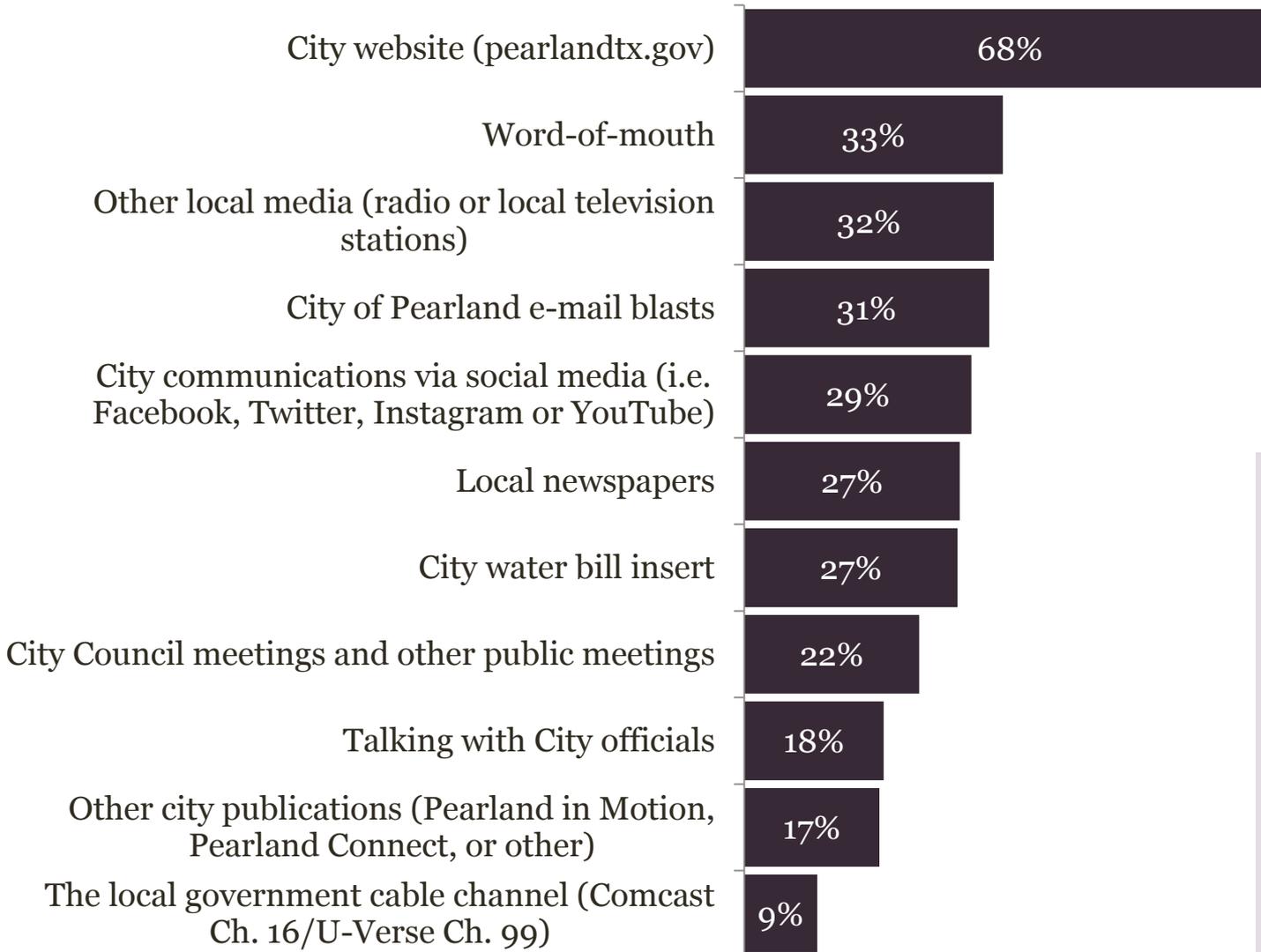
Above the National Benchmark



Special Topics

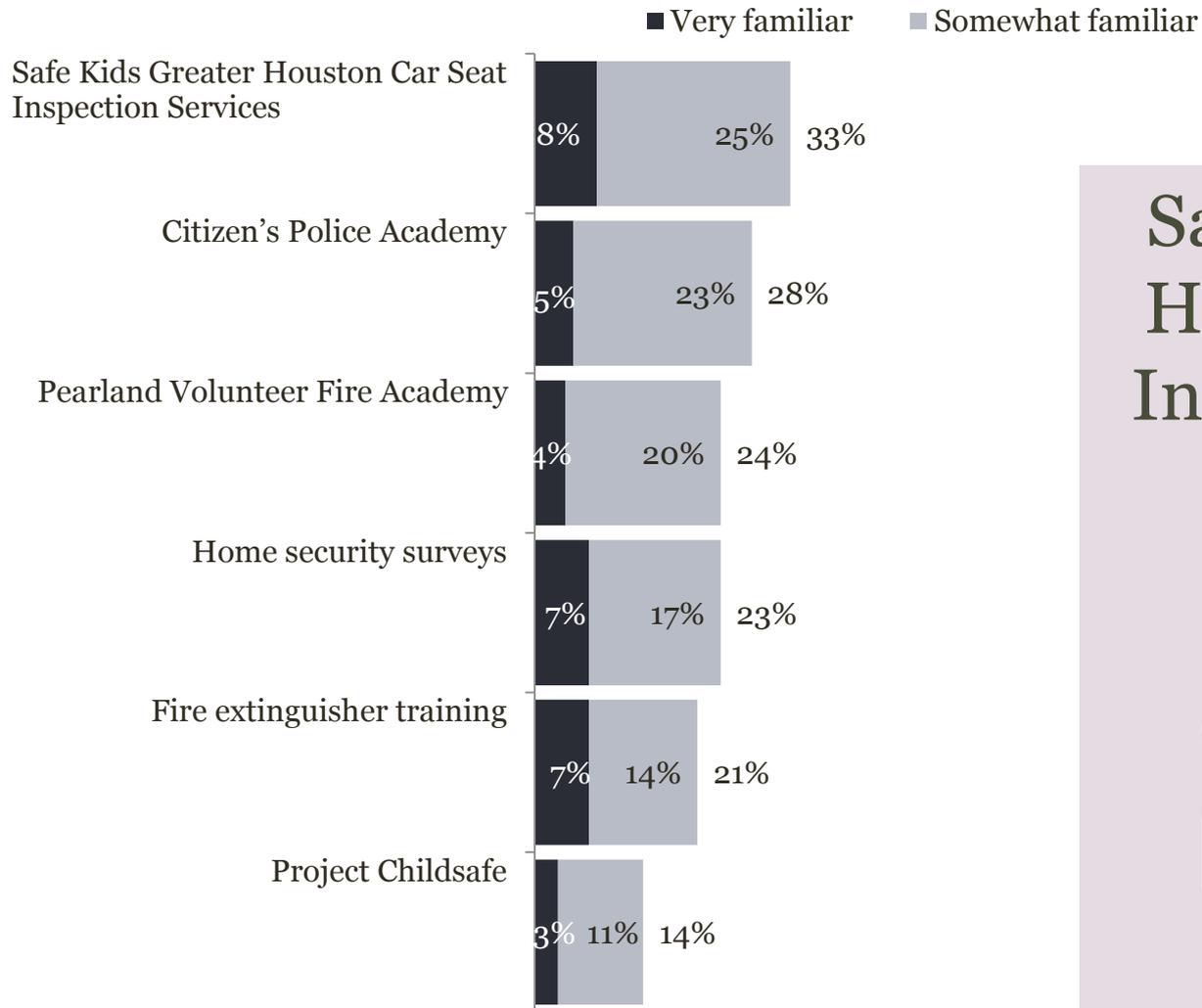
Information Sources

■ Major source



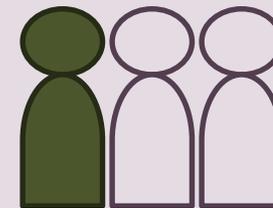
Most respondents indicated the City website as a major source of information

Fire & Police Services



Safe Kids Greater Houston Car Seat Inspection Service

At least somewhat familiar



1/3

Conclusions

- Mobility rated as important focus area for Pearland over next two years.
- Ratings of Built Environment are widespread, but variety and affordability of housing are above national benchmark.
- Residents pleased with economic health and development of Pearland.

Questions?

THE NCSTM
The National Citizen SurveyTM

Thank you!

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NRC
National Research Center Inc



THE NCSTM
The National Citizen SurveyTM

Local Government Playbook of Strategies to Improve Communities



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Introduction

Think of this guide as a helium balloon that will help lighten the burden of determining how to put your survey results to work for your community. Most community leaders are buried in information, because running local government requires knowing a lot about your own organization, the organizations of other entities that can inhibit or facilitate your success and your residents' perspectives about what is and ought to be happening. The National Citizen Survey you recently conducted has provided you with reliable reconnaissance about your residents' opinions and activities that you can get from no administrative records or discussions with managers or elected officials. Although the information in your survey is uniquely valuable, knowing what to make of it – as in, what to do with it – benefits from some assistance.

First, Take a Deep Breath

Pressure mounts to use data wisely. People are saying that data are money. Everyone is talking about how data help managers make the right decisions – to reduce crime, improve the housing stock, expand the tax base, sell bonds. It is true that being data driven does increase the likelihood that your decisions will be better for the community, but we recommend that as managers or elected officials are exposed to valid information about resident perspectives about the local quality of life, governance and reports of residents' engagement in the community, it is best to take off your leader hat and just listen to what the report says. Forget how data driven you must be and appreciate the survey results like you might your favorite music. Take the time to feel your own reaction to what you hear. Rather than pretend that management decisions are made strictly by the numbers and that emotion plays no part in the power of data, the first question a leader should ask of his survey data is not “do they make sense?” but “do they feel right?”

Once you've noticed which survey results resonate most with you, then examine them. Do they square with other data you have? Do they confirm what you and others have observed? Finally, as you think about what the survey results mean to you, remember that you are not alone. There are some, probably many, staff who have more direct experience with the areas reported on in the survey. Convene them to participate in the debrief, which may include the one you have with the researchers at National Research Center, Inc. if you have conducted The National Citizen Survey. In that debrief, you will

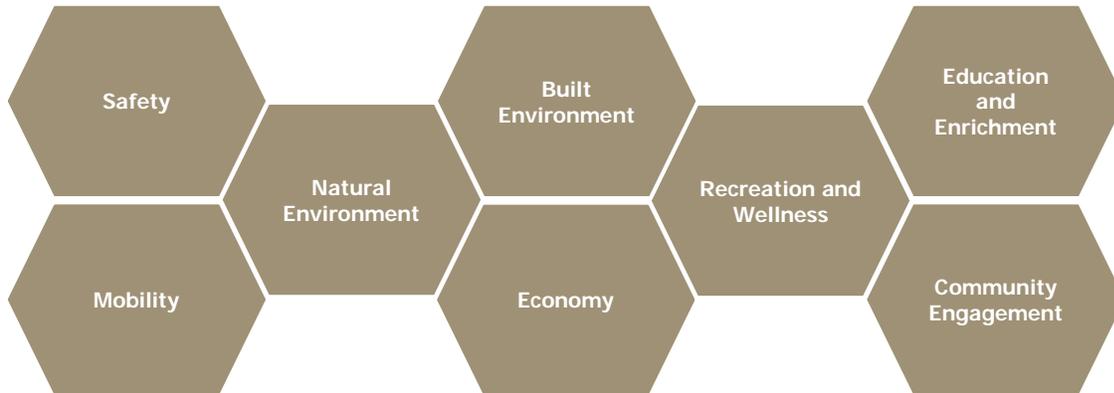
get a sense of how NRC recommends you move forward to put your results to use.

Where the Action Is

Putting your results to work is precisely why you conducted the survey, so taking the time to absorb the results is the beginning, not the end of the survey process. This Playbook of Strategies provides you with recommendations about how to move forward with your survey results. To help you get started with navigating toward building successful outcomes in your community The Playbook includes vignettes of how other jurisdictions used their survey results to improve their communities. The local governments highlighted in this playbook include:

- Cartersville, Georgia
- Winter Garden, Florida
- Paducah, Kentucky
- Noblesville, Indiana
- Park City, Utah
- Boulder, Colorado
- Hamilton, Ohio
- Puget Sound Clean Air Agency (King, Kitsap, Pierce and Snohomish Counties, Washington)
- Ankeny, Iowa
- Fort Collins, Colorado
- Greeley, Colorado
- Pocatello, Idaho
- Livermore, California
- Peoria, Arizona
- Longmont, Colorado
- Westminster, Colorado
- Littleton, Colorado

Figure 2: The Eight Facets of Livable Communities



Cross-cutting Management for Livability

While more and more local governments seek to create livable communities, the management tool they most often rely on is an engine comprising individual departments, each charged with providing targeted services, like police, library, parks, economic development, streets and many more. As much as the directors of these departments sit together at the executive table, they also confront unique service delivery issues that force a focused rather than peripheral view of their territory, so interconnection of work effort is hard to achieve. The difficulty of integrating the plans and actions of individual departments is the reason that local government (in fact any level of government and any large business) struggles to become a finely tuned, efficient and high powered machine. Nevertheless, the delivery of a livable community requires a honed engine with strong connection among all departments because the characteristics that make communities livable are not the territory of individual units (or even the government alone, as noted above).

Solutions to local challenges will come most easily from an integrated drive to improve. For example, a high crime rate in a jurisdiction is unlikely to be solved only by police or court action. Crime may be the result of conditions related to jobs, schools, street lighting, community connectedness, public trust, location of parks and more. Likewise, pedestrian friendly streets can be developed best with a partnership of planning, parks, utilities, police, fire, efforts to encourage community

engagement and participation of the private sector and faith-based organizations.

The NCS Helps Manage “Livability”

The National Citizen Survey™ has been designed to gather resident perspectives about community livability and to report to elected officials, local managers and community stakeholders those areas of livability that are doing well and those that merit improvement. The results of The NCS are reported in eight facets of community livability – natural environment, economy, built environment, recreation and wellness, safety, education and enrichment, mobility and community engagement. For each facet, residents report their perspectives about three aspects of livability – what we call the pillars of community life – the quality of community, quality of services and related resident activities.

With The NCS, the vague definitions of livability disappear because the report offers quantified metrics that indicate how livable the community is overall and within each domain. These measures will help leaders identify areas of strength and need and evaluate progress toward improvement. The emphasis on livability makes for a strategic approach to community quality and arms local leaders with critical information they need to help move the community where residents want it to be.

The Es of Action

NRC researchers have identified six kinds of action that can be considered as response to your citizen survey results. These categories of action have been gleaned from studying how jurisdictions have used their resident opinions to improve their communities and they are shown in the graphic, below. Don't feel obliged to identify interventions in each of the six categories, but appreciate them as suggested areas where important movement in community quality can be, and has been, made.



Envision: Results of The National Citizen Survey often are used by communities as part of goal setting and strategic or comprehensive planning. By understanding what residents think are the characteristics of the community that are most important to protect or improve, by knowing what is working and what remain challenges, local leaders can be guided toward planning for a community that builds on its strengths and improves in the areas that matter the most.

Earmark: Jurisdictions use The National Citizen Survey results most often to allocate or redistribute resources based on the aspects of community that residents find wanting. When mobility is important but not easily available or delivered with obstacles to accessibility, it may be wise to invest more in transit, roads, bicycling or walking paths. If ratings of the community's recreation and wellness are not strong or resident participation in civic volunteer opportunities are weak, wise reallocation of limited resources to enhance those facets of community will help move you forward.

Educate: Getting the word out about community amenities, services and opportunities to let residents and leaders of other organizations understand what you do well and what they may not understand about your community is one of the most common uses of survey findings. Whether marketing existing

programs or communicating a new community brand, education about what seems to be misunderstood or what may remain little known is a great way to use The NCS results.

Engage: Engagement can come in two essential forms – engagement with individuals or partnership with groups. In both cases, the results of your survey are relevant to the community overall and are not simply a comment on local government. Livable communities grow from the connection of businesses, non-profits, the government and residents working together. Engagement with individuals may mean little more than inviting residents to comment and work on The NCS findings; partnership with organizations can even start with your own employees and then spread to work with other levels of government, hospitals, schools and the Chamber of Commerce. When civic life is understood to be everyone's purview, the questions that arise from The NCS aren't only, "how can government improve?" They include, "how can we all contribute to making things better?"

Enact: Across the country, hundreds of millions of dollars have been raised or saved based on findings of The National Citizen Survey. These successes are created by findings that indicate support for possible bond raising ballot questions or that identify a need for new services, like recycling or transit, that could save time and money or simply improve the quality of life. Enacting new policies or establishing new programs often are the actions that follow attention to what residents report on their citizen survey.

Evaluate: The act of using The NCS is itself an evaluation of community, but beyond that single use of the survey, repeated use permits leaders to determine if the programs, policies or personnel changes they enact have had their intended effects. Other kinds of evaluation can come from The NCS. Often clients want to understand more about a finding of a survey, so they seek information from a more in-depth survey on fewer topics or by listening to groups of stakeholders through guided discussions. Performance measurement – comparing this administration's results to earlier administrations of the survey in your own jurisdiction or to benchmark jurisdictions - is a kind of evaluation that is linked to survey results when resident responses are tracked along with other performance data about service activities and costs.

Not every action must reflect each of the Es listed above. Your use of the Es of Action can be effective relying only on one theme. Nevertheless, this

example from Cartersville, GA embodies parts of each of the action themes.

A Case Study in Resident-friendly Recycling

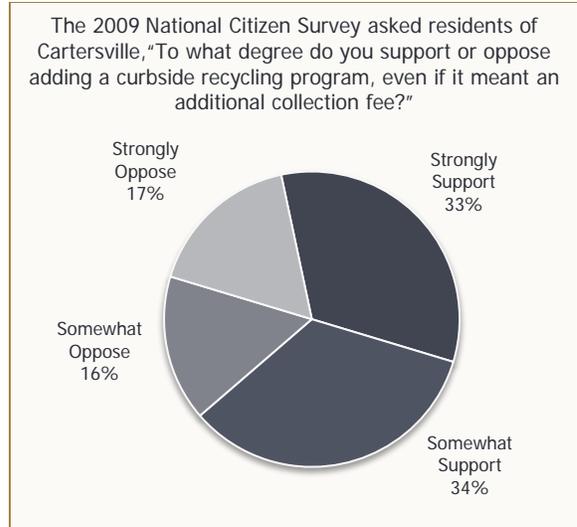
Cartersville, Georgia

The City of Cartersville, GA had a robust program in place for garbage collection and disposal. Since the mid-1970s, standard services such as curbside pick-up, large item pick-up, and dumpster services had been augmented by extras like bulk leaf vacuuming and grass clipping removal. The City had conducted a pilot recycling program in the late 1990s, but low participation and high costs made further implementation prohibitive. Although there was a rising sense that the city should provide recycling services, staff were concerned that recycling would require a rate increase that could upset customers and cause further difficulty. In 2009, Cartersville added a question about recycling to its fourth administration of The National Citizen Survey. The survey revealed that 67% of residents were supportive of including recycling in the city's waste disposal program, even if that change required an additional cost. Based on results from The National Citizen Survey, Cartersville decided the time was right to implement a recycling program, and set a goal to have the program in place by the beginning of 2012. Before implementing the new recycling program, Cartersville went through a multi-step planning and implementation process to ensure its success.

Envision: The City first identified seven major questions that would need to be resolved: How will recyclable materials be received? What type of containers do you want to use? What type of vehicle will it take? Can our regular collection routes be utilized? How much manpower will it take? How much will this program cost, and how will we pay for it?

The Public Works department met with its processing partner, Bartow County Solid Waste, to answer the first question. It was determined that a dual stream collection system – with one stream for paper and a separate stream for containers – could be easily integrated into the current structure and would also be sustainable for the foreseeable future.

The City also looked at its current five-day pick-up schedule and determined that a biweekly pick-up schedule would enable the City to implement recycling pick-up with minimal additional staff.



Earmark: Cartersville's Solid Waste Fund operates as an enterprise fund, and is therefore solely dependent on funds collected within that department to operate. Public Works increased fees by a reasonable \$2 per month to generate the funds needed to implement the program.

Next, the City needed to determine what type of collection containers should be used. Instead of choosing the standard 18-gallon open tubs, Cartersville opted for a container that would be easier for residents and collection staff to handle. The City decided on a smaller version of their garbage collection containers in two colors – dark blue for containers and light gray for paper. Because recycling was scheduled for collection every other week, the bins selected were large enough to hold two weeks' worth of recycling for the average household. A complementary recycling vehicle was selected for its ability to dump these units into a divided body for paper and containers.

Educate: The public was informed that recycling would be available to all residents on an opt-in basis, and they were encouraged to sign up to receive the collection bins. Information about the new program was distributed in the City's newsletter and sent to residents along with their garbage bills.

To facilitate ease of use, a sticker displaying the full year's collection schedule was displayed on the top of each container. This way, residents would only have to glance at the top of their trash bins to determine their next date for pick-up.

Engage: To add value for the monthly increase, the City developed and publicized a program called "Reside with Pride." The program includes specific times each year in which solid waste customers can

leave items from their home or yard curbside for pick-up free of charge – eliminating waste that might have accumulated over several weeks or months.

Evaluate: In February 2012, Cartersville successfully launched its first recycling program. Residents signing up to receive the service exceeded the City’s original estimate of 2,000 households.

	2013	2011
Approval rating	83%	50%
Comparison to Benchmark	Above	Much below

As a follow-up, the City included additional questions about the program in its 2013 administration of The National Citizen Survey. Quality of recycling services went from “much below” both the national and southeast United States benchmarks to “above” the benchmark in each area. Sixty-three percent of Cartersville residents indicated that they had recycled at least once in the past twelve months.



In the following chapters, each of the six Es is further defined and is accompanied by case studies of local governments that have used survey results from their residents to help strengthen their communities. These studies are intended to inform and inspire other local governments not only to understand but to act on survey data.



Envision

Every organization plans. Some plans happen on the fly when meetings seem to be veering off track but in most local governments, managers are trained to plan. Most plan to plan, by scheduling and distributing relevant materials in advance of meetings to create plans. Strategic, master, comprehensive or long range plans most often are created out of discussions with elected boards, councils or commissions. In an analysis of strategic plan success, it was found that more than 70% of plans fail. The research also found that a critical key to success in strategic planning was understanding stakeholder opinions:

Without an objective and unbiased understanding of “what’s going on here,” you’re not likely to come up with strategies that will be very effective. Take a hard look at what’s happening externally and internally and pay special attention to the needs of your stakeholders. As John Dewey once said, “A problem well defined is a problem half solved.”²

These plans always benefit from starting with credible information about the status of the community and issues that resonate with residents. We often liken the use of citizen survey results in the planning context as building a platform on which all stakeholders can stand and look at the same horizon. This way, there will be much less opportunity for individuals to claim they speak for the entire community when they offer the perspectives of a vocal minority or merely claim to know what all taxpayers are thinking.

Although strategic planning can vary significantly in terms of time and resources, there are a number of characteristics that help create more successful strategic plans in local governments.

Characteristics of Successful Strategic Plans

- Set an appropriate scope, timeframe and resource allotment
- Play to organizational strengths
- Align with your organizational culture
- Has actionable, tangible steps
- List expected outputs and outcomes
- Assign responsibility

² Leo Bottary. Top 10 Attributes Of Successful Strategic Plans <https://www.openforum.com/articles/top-10-attributes-of-successful-strategic-plans/>

- Are revisited (progress against goals are regularly monitored and considered).³⁴

Two case studies highlight the use of survey data in strategic planning. Winter Garden, Florida used The NCS data, first to help develop its strategic plan, and now continues to use survey data as performance measures when revisiting the strategic plan.

Case Studies in Strategic Planning

Winter Garden, FL

In Winter Garden, Florida, elected commission and senior staff identified the need to create a budget that reflects the values of the community. Winter Garden, with a previous tagline, “a charming little city with a juicy past” (referring to its history in the orange industry), has a historic downtown with bike and pedestrian connections to surrounding towns via its 22 mile West Orange Trail. A city west of Orlando, this gem of a small community relies on resident perspectives to assure that the community is steering in the right direction.

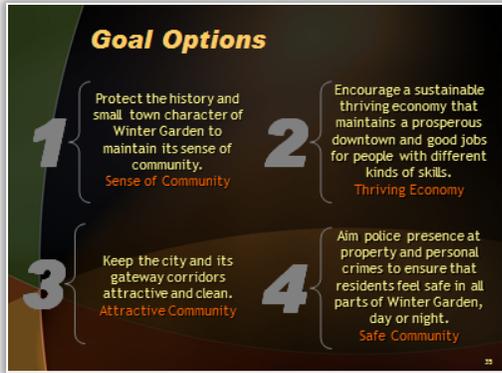
The experiences and preferences of stakeholder groups were collected through a survey of residents, focus groups, a town hall meeting and interviews. With a mission of becoming the best small city in Florida, staff then augmented findings with other sources of data and observations.



Results were synthesized to describe the community’s vision, values and goals. Research results and the strategic plan help guide the City in decision-making, budget allocation performance measurement.

³ Colorado Trust OCA

⁴ Leo Bottary. Top 10 Attributes Of Successful Strategic Plans. August 2011. <https://www.openforum.com/articles/top-10-attributes-of-successful-strategic-plans/>



Winter Garden monitors its strategic plan using performance data from The NCS. Throughout its annual budget document, Winter Garden publishes, along with operational indicators, customer service indicators from The NCS and other sources. Since the city conducts The NCS every other year, targets are set for years when the survey is to be repeated.

Key Performance Indicators: Customer Service Indicators	FY 09/10 Actual	FY 10/11 Actual
Safety from Property Crime Survey Index	51%	71%
Crime Prevention Survey Index	60%	83%
Average Safety in Your Neighborhood Survey Index	80%	89%
Safety in Downtown Winter Garden After Dark Survey Index	68%	82%

Paducah, Kentucky

Paducah is in far western Kentucky, bordering Illinois. I-24 swoops through the city of 25,000. Paducah is a river city located at the confluence of the Ohio and Tennessee Rivers. Besides housing West Kentucky Community and Technical College and Murray State University's Paducah Campus, Paducah is home to two hospitals, a bustling shopping area, and numerous art galleries and cultural venues including the Luther F. Carson Four Rivers Performing Arts Center and the National Quilt Museum of the United States.

Paducah also is an employment hub for the region with jobs in health care and the river industry. West of the city is the Paducah Gaseous Diffusion Plant, a facility that began enriching uranium in 1952 and one of the area's largest employers. Just before our planning session with Paducah leaders, USEC, which leases the plant from the Department of Energy, announced plans to cut jobs. The plant currently is in a transition phase with the DOE negotiating with

Global Laser Enrichment for the enrichment and sale of depleted uranium tails at the plant.

NRC conducted a full day workshop with Paducah's top staff and City commission to identify key survey findings. Notably, the local press attended this meeting and the journalist on assignment was invited to participate in the discussions. In the community visioning, participants were asked to



specify what was unique about Paducah as well as what they wanted for Paducah in the coming years. Survey results clearly showed that residents were not enthusiastic about the economic condition of the City. The imminent cut back in jobs at USEC did not help matters. In the discussion about the future, leaders identified this vision: A downtown hotel, high-paying quality jobs, economic development, population growth, sustained economy, more businesses/employer infill and more shopping. In small groups, jobs and economic development were seen to be top priorities.

But The NCS also identified public trust as an area that concerned residents, and that concern resonated with leaders. Therefore, from their small group discussions, leaders identified public image and community pride as areas for attention in addition to the local economy. These conclusions led to a set of action plans. To bolster community pride and reputation, the city would develop a marketing and community engagement strategy and increase its focus on neighborhood revitalization.

Economic development was to include developing a matrix to identify the types of businesses to incent depending on anticipated return on investment, creating a more development-ready infrastructure, and educating the public on building inspection policies to help encourage new development and the expansion of existing industries.

Paducah leaders will track the action plans and readjust as needed before The NCS is conducted again in two years.

Engage

Modern government might be better viewed as a social network rather than “the cockpit from which society is governed.” The more modes of opportunity that allow direct citizen engagement, the more accurately government represents public consensus about decisions and priorities.⁵

Dynamic partnerships can dramatically increase the effectiveness and buy-in for government programs. Your largest partner in governing is your residents. Partnerships also involve the private sector, community-based organizations and other government organizations. Partnerships allow actors to learn from each other’s experiences with the effect of increasing efficiency and ultimately improving the breadth and quality of a community. By collaborating with others, government can garner a broader range of resources.

Partnering with Your Residents

Residents are the heart of any community. By contributing their time, energy and talents, resident volunteers pump the life blood of thriving towns and cities. Residents who donate their time serve in many roles – neighborhood organizers, park volunteers, senior center ride providers, and more. However, although all communities have a wide range of sources for volunteers, volunteers often are an untapped resource, in many instances simply because residents are not asked to contribute. Volunteers can benefit government outside of direct service also. Volunteers create community ownership and generate public support for government by sharing their positive experiences with others in their community. Studies have found that levels of public trust are higher in communities with higher levels of civic engagement.⁶

Maximizing the benefits of volunteers takes commitment, planning, time, and organization. Governments should spend time considering whether and why they want to work with volunteers and develop a philosophy for the overall engagement of volunteers. Volunteers should never be considered “free help” but rather extensions of paid staff engaged in the fulfillment of a government’s mission. Although there are no guarantees that all volunteers will be beneficial for an organization,

these best practices should increase the likelihood of success. Particularly important are initial and periodic assessments of whether and how volunteers should be used.

More intensive collaboration may involve using a “Train-the-Trainer” model whereby local government staff train residents to go out into the community and share information and skills with other residents. Resident behaviors are strongly correlated with sustainability, community safety and emergency preparedness, health and wellness, community inclusivity and more. Pro-social attitudes and behaviors can be significantly strengthened through community outreach, training and organizing.

The development of local non-government leadership also has been a strategy used in many community health initiatives. Identifying and promoting a local “champion” lends a strong hand in helping residents adopt behaviors to strengthen communities.

Strategies for Successful Use of Volunteer Resources

- Conduct a periodic organizational assessment to determine whether and in what ways volunteers should be used and the organizational capacity for effective use of volunteers
- Develop plans around the appropriate skills, expertise, uses and roles of volunteers
- Identify effective recruiting strategies to attract capable people
- Have policies and procedures for volunteers, including risk management procedures, rules and regulations, and expected time commitment
- Screen and interview applicants for volunteer positions
- Place volunteers where they will be most effective in terms of the organization’s needs and the volunteer’s skills and available time
- Orient and train volunteers, not only on specific tasks, but on the organization’s mission, vision and goals.
- Provide meaningful volunteer jobs and roles in the organization
- Have a designated manager to supervise volunteers
- Empower volunteers by encouraging them to take initiative and ask questions
- Periodically assess volunteer performance and staff support for volunteers
- Track volunteer hours
- Regularly show appreciation and recognition of volunteers

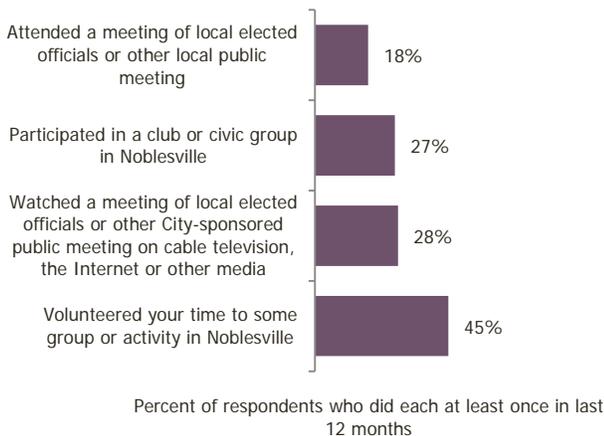
⁵ What I Learned: An Insider’s Guide to Improving Local Government Modest proposals for fixing local government in America by James G. Kostaras AIA, AICP / Summer 2011: Government (Volume 14 n2)
⁶ ASPA Task Force on Civic Education in the 21st Century and Putnam, R.B. Bowling Alone, America’s Declining Social Capital. Journal of Democracy.

A Case Study in Civic Engagement

Noblesville, Indiana

Civic engagement has been a passion of the mayor of this fast growing Indiana city since he took office on January 1, 2004. Mayor John Ditslear wasn't yet mayor when the Community Vision for Excellence initiative started in 1993. Its mission was to measure progress on a variety of indicators so that Noblesville would continue to be a great community for residents and visitors. The goals of Vision Noblesville (as it is now called) include helping all residents find meaningful employment, a healthy lifestyle, life-long learning opportunities, social services assistance when needed and available volunteer options.

Noblesville's 2010 National Citizen Survey was instrumental in alerting Mayor Ditslear of the need to enhance community volunteerism. According to the survey findings that year, participation in clubs or civic groups was not as strong as it was in other communities. The same was true for attending or watching public meetings and the number of Noblesville residents that volunteered was not remarkably high.



Being able to analyze the Citizen Survey data about this issue helped the mayor plan solutions. "We learned from the 2010 citizen survey that residents wanted more volunteer opportunities," said Mayor Ditslear.

To create a solution, he began a one year part-time pilot program that focused on increasing opportunities for and participation in volunteerism. This resulted in the creation of a volunteer program

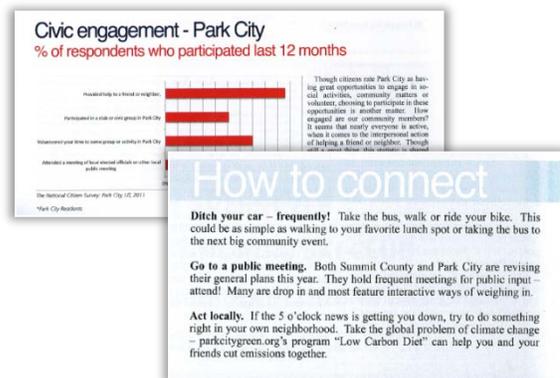
for community special events which has been very successful and continues to grow. This was followed by hiring a full-time manager of Vision Noblesville. Vision Noblesville has brought together a wide variety of community members to review long-term issues for the city and determine the best way to address these issues. Data are intentionally combined with community stories to help craft solutions which engage all sectors – government, business, education, and nonprofits. Currently, Vision Noblesville has 16 teams whose participants represent 72 different community organizations and businesses. These teams are working on issues ranging from enhancing the arts and creating more environmentally sustainable practices to improving the local workforce and services provided to families in need. All Vision Noblesville team members volunteer their time and expertise.

In the coming years, new Citizen Survey results along with other data will help the committees measure their success in achieving each of their established goals, including the goal of increasing volunteerism and civic engagement.

Case Studies in linking Civic Engagement for Fund Raising with Measurement

Park City, Utah and Boulder, Colorado

Foundations can't just snap their fingers and expect money to rain from the sky. Often, potential donors want information to help them understand where limited funds ought to be contributed. Kind of like a stock prospectus, only prettier, the Boulder County Trends Report, a publication of The Community Foundation for Boulder County, and the Park City Mile Post – modeled after the Boulder report –



published by The Park Record in cooperation with The Park City Foundation, offer an array of indicators about community from administrative sources and survey research. The Boulder County Trend Report touts “150 ways to gauge the state of our community and be inspired.” Each publication focuses on annual highlights. The Park City Mile Post is focused on three areas: growth and development, connectivity and the economy. In the Connectivity section of the report, social connections and civic engagement are covered.

The Boulder County Trends report highlighted the economy, education, the environment and the Latino community at the same time that it also offered up to date indicators of community engagement⁷.

Percent of Boulder County Residents Who Say We're Very Open or Open to the Following Groups	
Families with young children	81%
Young adults without children	68%
Gay and Lesbian people	51%
Senior citizens	58%
Recent college grads	51%
Racial and ethnic minorities	45%
Immigrants from other countries	43%

Source: TCF Survey 2014

In their data reports, both Park City and The Community Foundation of Boulder County offer examples of how residents and businesses can support the community not only through monetary donations but through donations of time like reading to children in school, becoming a tutor, volunteering for an after school program, making sure your business supports parents with children in school, using alternative modes of travel, becoming more active and more.

Partnering with Other Organizations

Your creativity in finding strong and even uncommon partners that are outside the sector in which you operate can be an enormous asset for local government. An unlikely nonprofit partner may hold the solution to a problem you have faced for a long time. Partners from the private sector may be especially powerful allies. You cannot succeed doing everything on your own, hidden from the goodwill of potential partners.

Engaging in meaningful partnerships takes motivation and a plan, and not all partnerships and

⁷ In, “Our civic participation and giving” (p. 85, Boulder County Trends 2013, Community Foundation of Boulder County)

collaborations are successful. Research has found that successful partnerships have certain practices in common. Consider how you can implement some of these strategies, or add to the ones you already are using, as you strengthen your network of partner organizations and volunteers.

Strategies to Promote Successful Partnerships

- Identify service needs and organizational gaps that could be filled by partners
- Strategically identify partnerships that will be most beneficial to your organization
- Create a partnership plan that describes the purposes and activities that will link the partners over the coming 12 to 24 months
- Partner with diverse types of organizations, both for-profit businesses and nonprofits, private and public
- Provide meaningful roles and engaging activities for partners
- Work with partners to leverage community resources in order to achieve goals
- Communicate regularly with partners – sharing information on each others’ activities, successes, and challenges, as well as community needs and resources
- Co-sponsor activities with partners
- Participate in grant writing activities together
- Periodically publish evaluation findings in communications aimed at a wide variety of stakeholders, including partners
- Create community events with partners not only to familiarize the public with each program but also to show the links between program partners

Hamilton, Ohio is featured to demonstrate the importance of public-private partnerships.

A Public-Private Partnership to Energize the Urban Core

Hamilton, Ohio

Even as the great recession was receding, Hamilton, Ohio, like many cities and towns across the U.S. continued to suffer economically. Ratings from The National Citizen Survey described a community that felt job growth was too slow, shopping opportunities were not good and Hamilton was not a great place to work. On top of that, ratings for economic development were subpar.

The specific and weak ratings of these economy-related community characteristics and services were enlightening even as the general sentiments were not news to city leaders. Knowing the economic challenges they faced, Hamilton leaders had put in place a rigorous public-private partnership program to grow the economic base of the community – even before the national economic meltdown in 2008.

The Hamilton Community Foundation, with cooperation of the city, sold the Hamiltonian Hotel to Concord Hospitality Enterprises, developer of Marriott Hotels. With favorable financial arrangements, the redevelopment of the old hotel into a Courtyard by Marriott created great opportunities for riverfront redevelopment – a boon to community quality as well as to the Hamilton budget. There is now an ambitious strategic plan for “Energizing Hamilton’s Urban Core” (<https://www.hamilton-city.org/Modules/ShowDocument.aspx?documentid=4707>) that includes housing for workers, commercial and industrial development, upgraded infrastructure and enhanced entertainment opportunities. This extensive redevelopment effort should affect resident perceptions about the economic vitality of Hamilton and the next iteration of the citizen survey will demonstrate if this aspiration is being met.

Partnerships for Sustainability

Partnerships found to be most effective often involve multiple partners from multiple sectors. Areas commonly addressed through collaboration of private, public and non-profit groups focus on sustainability and food security. Advocates working on community food security have been one of the most innovative groups in terms of forming partnerships to address community needs. For more information on these partnerships, please see the following web pages.

- American Planning Association: Helping local, regional, and state governments address food system challenges
<http://www.planning.org/nationalcenters/health/briefingpapers/foodcouncils.htm>
- Nuener Kailee, Kelly Sylvia and Samina Raja. Planning to Eat? Innovative Government Plans and Policies to Build Healthy Food Systems in the United States. September 2011.
http://cccfoodpolicy.org/sites/default/files/resources/planning_to_eat_sunybuffalo.pdf

Partnerships with other government organizations also are becoming a necessity of modern government. Issues related to sustainability, mobility and economic development often are addressed best through a regional model.

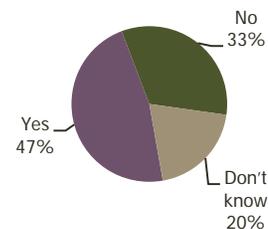
A Case Study in Intergovernmental Cooperation

Puget Sound Clean Air Agency

Wood burning devices (fireplaces and wood stoves) rank as one of the top air pollution offenders in the Puget Sound area of Washington. Although these devices create light, warmth and atmosphere, they are harmful to the environment and the health of area residents. Pollution levels from these sources were higher than the goals established by the Clean Air Agency’s Board of Directors.

The Puget Sound Clean Air Agency’s mission is to protect the health of residents who reside in King, Kitsap, Pierce and Snohomish Counties and to improve air quality by adopting and enforcing air quality regulations, sponsoring voluntary initiatives to improve air quality, and educating people and businesses about clean-air choices. The four-county Puget Sound region spans an area of 6,300 square miles and is home to approximately 3.4 million people. The Board understood that collaboration with educational, governmental, non-profit and corporate entities was key to facilitating awareness and behavior change among residents.

Do you think a gas or propane stove, fireplace insert, or fireplace could meet your needs as well as your wood stove, wood-burning insert, or wood-burning fireplace?



To understand if there would be resistance to modifying wood burning sources, the Board commissioned a survey to gather information about the use of wood-burning devices in households in the Puget Sound region. Information from this survey was combined with scientific data to create an emissions inventory and determine policies for the region.

Educate

Education and outreach are essential elements for strengthening and extending the work of local governments. They can take many forms, including marketing and public relations; community education and advocacy; collaborations, alliances, and partnerships; networking and more. Outreach is the mechanism for building a base of support. Increased networking and greater outreach mean access to more people. Without effective outreach efforts, organizations may limit their access to resources and fail to establish a positive image or reputation within the community.⁸ Public outreach is more than just broadcasting to residents. Good outreach should target diverse audiences:

- Community-based organizations such as schools, faith communities and community associations
- Business associations for possible partnerships, volunteers, donations and media access
- Volunteer groups
- Local media

Public Outreach and Education

Public outreach can be more than getting the word out. It can educate your audiences about broader issues like the need for water conservation or decreased use of motorized vehicles in your community.

The advances of technology have increased government's ability significantly to communicate with residents in cost-efficient, time sensitive manners. Most local governments now have web pages useful for educating residents and visitors. Some web pages also allow interaction such as ability to pay bills, ask questions, and communicate with other public officials and residents about community issues. Many cities provide 311 platforms where residents can report problems in their neighborhoods. Some local governments have established their own Facebook pages and communicate with citizens regularly using Twitter and YouTube (see Ankeny case study). Online Town Meetings also are becoming more commonplace (see Fort Collins case study).

For more information on social media use in local governing, see ICMA's Social Media Playbook

⁸ Building Capacity in Nonprofit Organizations. Edited by Carol J. De Vita and Cory Fleming. Copyright © April 2001. The Urban Institute. http://www.urban.org/uploadepdf/building_capacity.pdf.

http://icma.org/en/Page/100423/Social_Media_Local_Government_Playbook.

For examples of using technology for civic engagement, see:

<http://knightfoundation.org/features/civictech/>

Key Strategies in Public Outreach⁹

- Have a strategic communication plan in place
- Develop one or more core messages
- Identify appropriate audiences
- Identify and train staff members to talk with media and the general public
- Target key media for regular outreach
- Have some combination of web, printed, and video materials to inform the media and the public
- Develop events that will showcase your community and its goals to the media and the public
- Work with stakeholders and partners on joint education and outreach efforts

A Case Study in the use of Social Media

Ankeny, Iowa

The City of Ankeny, Iowa is one of the fastest-growing communities in the state of Iowa. Results from all administrations of The National Citizen Survey going back ten years describe a community that is consistently revered by its fifty some thousand residents. Residents give the city ratings that exceed those of other communities for quality of life, quality of service delivery, housing costs, land use planning, safety and just about every other important community characteristic. In Ankeny, more residents are visiting the city website and more here than elsewhere across the U.S. believe that public information services are top notch. One of the few characteristics of the community that was not considered exemplary compared to ratings from residents in other places was "value of services for the taxes paid to Ankeny." As much as it was a strong rating, unlike other ratings, this one was not above those given in comparison communities. Furthermore, the rating for opportunities to attend cultural activities was lower than elsewhere. Finally, the number of residents having interaction with the city continued a decade long slide.

⁹ www.coloradotruster.org/attachments/0000/3848/OrganizationalCapacityAssessmentTool.pdf

Because The NCS indicated that 3 in 4 residents had access to social media such as Twitter and Facebook, City staff proactively launched a social media campaign called 'Wednesday Walkabout' – a video series promoted through the City's social media channels to help inform residents both old and new alike about the history and different amenities in their community.

In addition to this social media outreach campaign, Ankeny publishes an interactive site to let residents learn about the results of The National Citizen Survey on the City website (www.ankenyiowa.gov).

The image shows two overlapping screenshots from the City of Ankeny website. The top screenshot is a press release dated August 7, 2013, titled "Ankeny showcases slice of life with social media campaign". It includes contact information for Deb Dyar and a quote from the National Citizen Survey (NCS) stating that residents value quality schools, business opportunities, and amenities. The bottom screenshot is the "National Citizen Survey" page, which explains the purpose of the survey and lists four key benefits: 1. The survey measures opinions on city services and quality of life issues over time. 2. The City gains benchmark comparisons from other local governments. 3. The survey is used as an internal management tool. 4. The survey is used for community planning and resource allocation. A highlighted box states: "According to the 2013 Citizen Survey, 95% of respondents rated Ankeny as a great place to live." At the bottom, there are icons for downloading documents in various formats (Acrobat Reader, Winzip, etc.) and a last updated timestamp of 8/4/2013 7:17:25 PM.

A Case Study in Online Resident Outreach and Communication

Fort Collins, Colorado

Fort Collins has been conducting biennial citizen surveys for more than a decade. Clearly the voice of residents is intended to help steer the direction of the city. Biennial budget documents are salted with scores of references to the citizen surveys among many measures that managers use to set targets for improving community quality. By putting residents central in the strategic direction of the city, Fort Collins takes the risk that unscripted "reviews" and resident perspectives may not match the preferences of staff or elected officials. Such is the nature of democracy at its best.

Besides its rich history with citizen surveys, the City of Fort Collins has partnered with Mindmixer™ to create a website to promote civic engagement online called Idea Lab (<http://idealab.fcgov.com/>). They operate the website as a "town meeting" allowing residents to respond at a time and place convenient. After creating an account, residents can share ideas, join discussions and help local government and other community organizations take action around an issue through shaping decisions, impacting policy and spreading awareness.

This virtual town hall has posts about sustainability, transportation, community engagement, diversity, and quality of life to name a few. Conversations occur between residents, city staff and community organizations.

The image shows a screenshot of the Idea Lab website. The main post is titled "Widen our sidewalks and incorporate them into the trail system." and was posted by Margo E on April 23, 2013. The post text suggests widening sidewalks on busier streets like Timberline and Lemay to encourage biking. There are 2 comments: one from Dave G14 suggesting an annual block party, and another from jimmy sawyer (Administrator) suggesting applying for grant money from Neighborhood Services to help offset costs.

Marketing and Advocacy

Public outreach can also be about branding. With traditional marketing outlets and the advent of social media, local governments are now choosing to

promote their communities and the work they do to visitors and residents alike. Reimagining or branding is an increasingly popular approach for cities and counties to highlight their unique attributes in a strategic voice.

A Case Study in Community Branding

Greeley, Colorado

Greeley, Colorado has a rich agricultural history of sugar beets, produce, corn and cattle as well as a highly-regarded university. However, as the longtime home of a meat processing facility, Greeley grew to have a reputation inside and outside the city as a place that featured some of the less attractive attributes of agriculture. A simplistic summary of a complex community, this stereotype, born out of the city's agrarian heritage, seemed to have a tail wind that blew into all parts of Colorado until City leaders had had enough. It was time for this city, with a population just shy of 100,000, to allocate resources to define the problem more clearly, gather and analyze data, set baselines for future comparisons and, most importantly, to take action.

The citizen survey results confirmed what everyone knew, but the survey put a number to it: two-thirds of Greeley residents thought that the community's image was not good.

with the old misperceptions. A partnership was formed by Greeley City government with the Greeley Chamber of Commerce, University of Northern Colorado, Aims Community College and others to improve the city's image.

With financial and civic support, Greeley embarked on an aggressive marketing and image initiative to show the state – and even local residents – that Greeley was far more than its distant history. The advertising campaign within the initiative, named “Greeley Unexpected,” includes photos, conversations, traditional advertising, social and traditional media engagement and multi-media placements that highlight the great things about Greeley that too many people did not know or ignored.

These images, from the Greeley Unexpected campaign, help tell the story of a diverse and creative community and generate enthusiasm for the little known facts that Greeley is home to a variety of interesting individuals and businesses, from internationally known musicians to a special effects house that creates animatronic horrors for Hollywood.

For more information about the Greeley Unexpected campaign, a Flickr gallery of Greeley scenes, and more, visit: <http://www.greeleyunexpected.com>.

For more information on local government branding, see ICMA's Knowledge Network Community Branding Resources: http://icma.org/en/BlogPost/529/Knowledge_Network_Community_Branding_Resources

 **The cultural scene is weak.**

No, not by any means!

The Greeley Philharmonic just celebrated its 103rd season making it one of the oldest symphony orchestras in the nation

The new Creative District highlights the people, galleries and activities that make Greeley's creative class glad they're here www.greeleycreativedistrict.org;

However, about the same percent felt that more effort should be put into improving the community image through “communication, marketing and image building with residents and external audiences, community appearance, etc.”

This and other data gave Greeley's leaders the information they needed to move forward. It clearly showed that the city had grown and evolved from its early agricultural roots and that people were fed up



Earmark

By “earmark,” we simply mean “use resources.” Those resources could be finance, personnel or facilities but reallocation of resources is one common use of The NCS results and those decisions often are linked to the budget. Sometimes direct questions of residents tell you whether there is support for a bond issue or tax increase and sometimes the ratings you receive about the characteristics of your community suggest that new resources are needed to boost flagging opinion.

A Case Study in Earmarking

Pocatello, Idaho

In Pocatello, Idaho some residents brought to council’s attention the sore state of the existing animal shelter and the need for a new place. Because city council members were careful stewards of the public treasury, they were reluctant to forge ahead with a new expenditure, even if it was for wayward pets. Pocatello, Idaho used survey results to determine if there was enough resident support to include a ballot initiative in a local election. Clearly, as you see in the table of results, below, there was!

Now, the question did not include a price or a payment structure, but the overwhelming sentiment in favor showed that there was an opportunity to move forward (even with the expected decline in support once costs were identified) and that clear opportunity helped council make a decision to put the shelter’s construction on the ballot.

To what extent would you support or oppose the construction of a new Animal Shelter to improve and expand the facility?	Percent
Strongly support	47%
Somewhat support	40%
Somewhat oppose	7%
Strongly oppose	6%
Total	100%

In the words of one city administrator, “... on the last survey, we had one question asking about support for replacing the city’s animal shelter. The response on that particular question was so strong that a very conservative council was nonetheless motivated to put the question on the ballot for a \$2.8M bond (in Idaho, cities cannot go into long-term debt without a vote of the citizens and it has to be 2/3 YES (66%) in order for a general obligation bond to pass). The bond passed with 72%. I’ve pointed to this result as

an example of why surveys are useful. You think there is no support and has no chance in a bond election? The survey suggested otherwise and in fact it was otherwise. I’m fairly certain that without the survey, the question never would have made it to the ballot, let alone pass. So there you are.”

You can see a great video about the Pocatello Animal Shelter and how the bond measure helped them achieve their goals on their website: <http://www.pocatello.us/animal/>.

A more recent trend in governing relates to the use of performance-based budgeting (see Fort Collins’ “Budgeting for Outcomes” <http://www.fcgov.com/citymanager/budget.php>) or priority-based budgeting (see Boulder’s “Priority Based Budget” <https://bouldercolorado.gov/budget/priority-based-budgeting>). Performance budgeting is based on an organization’s mission, goals and objectives. It is a way to allocate resources and link the distribution of fund to measured results.¹⁰ Because the key outcome or “result” of local governing is resident satisfaction, surveys are often used to include residents in the budgeting process. Many local governments are now using resident opinion to help evaluate resource allocations made based on performance-based budgeting. Organizations that are using Priority Based Budgeting, first seek clarification about what community goals should drive resource allocation. Not only are elected officials asked what community goals should be, but The National Citizen Survey includes questions to assess community values that provide empirical evidence of what residents feel is most important for funding. (See <http://www.pbbcenter.org/> for more on Priority Based Budgeting.)

Following is a verbatim description from one of the Livermore, California managers showing how Livermore uses The NCS results in a comprehensive budgeting process.

¹⁰ K. Carter, The Performance Budget Revisited: A Report on State Budget Reform - Legislative Finance, Paper #91, Denver, National Conference of State Legislatures, pp. 2-3

A Case Study in Strategic Budgeting

Livermore, California

Quickly, let me outline the budget process as we developed it in Livermore. I see the various parts of it as a "mosaic", which when put altogether create an overall, coherent picture.

"First, we conduct The NCS every other year to use as a basic "report card" to gauge how residents feel about city services."

"Next staff prepares proposed work plans around services which take into consideration the results of The NCS. These two elements, the results of The NCS and the proposed work plans, are then sent to the City Council as background input for the annual City Council Goal Setting session as they develop priorities for the two-year budget. The Council then lists the proposed priorities (their own, ones from the proposed work plan which could be modified by the Council) on big newspaper sheets. Each Council member is given five colored dots to stick on their favorite items. The 5 items getting the most "votes" become the City Council priorities for the next two years. Obviously, this does not mean that other matters would not come up or be addressed during the two years, but does give clear FOCUS on what the staff and Council want to accomplish over the next two years. It is also helpful in avoiding leaping onto some big, new idea during the two years, because staff outline for the Council how assigning resources to the work on the "new idea" would delay or eliminate work on the Council's major Two Year Goals."

"Next, The NCS results, the newly minted Council goals, and the subsequently revised work plan are then used by the CM and Department Heads, along with their own professional views, to prepare a Preliminary Budget. The City Manager and Assistant City Manager meet in a Department Head Team meeting to hammer out a budget - this is a true team meeting where every Department Head hears, presents, and considers their budget request to every other Department (this is quite different than the traditional approach where the CM and ACM would meet with each Department Head separately). The Team approach means that the Police Chief has to "defend" the PD requests to the likes of the Library Director and Human Services Director! Although the CM has ultimate veto power (which we have never once had to actually use), the Team works until it develops a plan that everyone

can support (in fact the Budget Transmittal letter sent to the Council is always signed not only by the CM but every Department Head!)."

"Next the Preliminary Budget is sent to the Council for presentation, review, public comment, and eventual Council adoption. So the "mosaic" is created from the following pieces: The NCS results, the staff proposed work plan, the Council Goal Setting Session, the Council approved revised work plan, the staff proposed Preliminary Budget, public hearings, and finally Council adoption."

A Case Study in Strategic Budgeting

Peoria, Arizona

Another example of local government altering services based on resident preferences as stated in The National Citizen Survey is Peoria, Arizona. As the recession was biting into Peoria's dwindling budget, the idea to close city operations one day a week and to consolidate 40 hours into 4 days was tested among staff and council. Before moving forward on the idea, leaders wanted to assess the interest of residents in four 10 hour days instead of five 8 hour days. The 2009 citizen survey for Peoria had this question:

To what extent would you support or oppose this change?	Percent
Strongly support	54%
Somewhat support	37%
Somewhat oppose	3%
Strongly oppose	5%
Total	100%

Support for the shift was extensive, so in 2010, the government shifted its hours of operation to help offset revenue shortfalls.

Enact

One of the greatest strengths of local government is its ability to shape communities using policies and laws. Systems-level change is often easiest achieved through changes in local policy. The principal activities of local government legislation are to develop, introduce, reform, and implement policies, and ensure that policies that are implemented do strengthen communities and address areas of weakness or need. Policies enacted by local governments can:

- Tax
- Subsidize/grant/loan
- Alter economic conditions
- Regulate
- Structure rights
- Generate information, keep records, disseminate information
- Fund government service
- Provide jobs
- Build and maintain infrastructure
- Reform the government itself ¹¹

Whether it is adoptions to design codes, the limitation of parking spaces, utility rebates provided to older adults, or business relocation incentives, local officials have significant power to address the deepest community needs. Fort Collins, Colorado is featured in the case study below for its work in sustainability and climate change.

A Case Study in Surveys for Policy

Fort Collins, Colorado

Policies built on broad-based resident perspectives will receive stronger community support than policies created with only special interest input and the perspectives of residents with easiest access to council. Knowing that community values supported air quality programming, in 2011, the City contracted with National Research Center, Inc. to conduct a survey of its residents about climate attitudes and policies. The survey was designed to help local leaders create policies that best reflected resident preferences and the survey helped policy-makers create plans to address the concerns of different

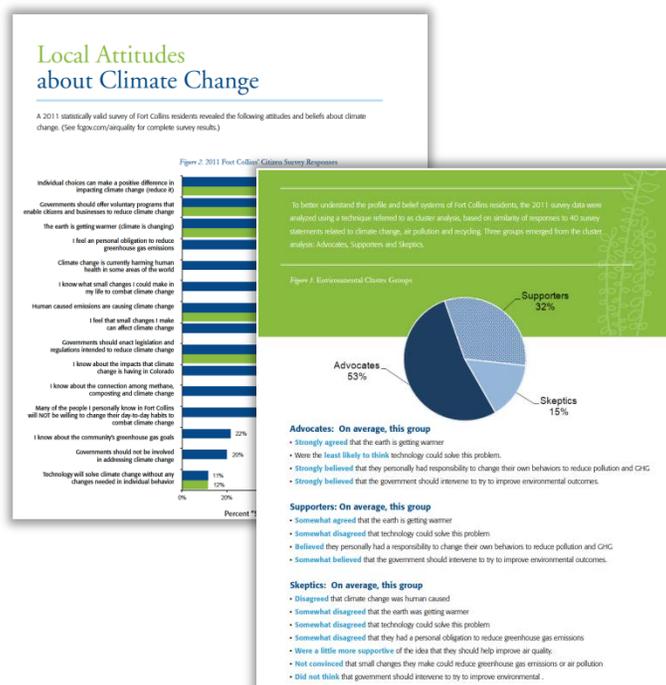
¹¹ People's Policy Institute: Participatory Policy Analysis: Achieving Systems Level Change Through CBPR http://depts.washington.edu/ccph/pdf_files/CCPH_call_slides_10-21-09_bXw.pdf

resident groups using a population segmentation approach with survey results.

From the Fort Collins Climate Status Report, 2012: "Fort Collins has long been committed to reducing the community's carbon footprint." City staff identified the number one reason to have a community-wide air quality action plan as this: "First, city residents have high expectations for a clean environment. Residents have identified the Air Quality Program as being the single most important program for protecting their future quality of life, according to the City of Fort Collins 2003 Citizen Survey." (in Fort Collins Air Quality Plan, May 2011. p.1 <http://www.fcgov.com/airquality/pdf/2011-AirQualityPlan-Final-LowRes.pdf>).

The 2011 survey demonstrated that residents were broadly committed to government's role in reducing greenhouse gases and, with the cluster analysis of survey results, the survey showed what drove supporters, skeptics and advocates. The survey also showed that skeptics amounted to only 1 in 6 Fort Collins adults while supporters and advocates comprised over 80% of the population.

For other examples of policies enacted by local governments in terms of climate change, see <http://www.epa.gov/statelocalclimate/local/local-examples/case-studies.html>



Evaluate

"We must, in other words, become adept at learning. We must become able not only to transform our institutions, in response to changing situations and requirements; we must invent and develop institutions which are 'learning systems', that is to say, systems capable of bringing about their own continuing transformation." (Donald Schon 1973: 28)¹²

The concepts of "learning organizations" and, more recently, "data driven communities" have been influencing governments to improve by tracking performance. If you have recently completed The NCS or any type of citizen survey, you have begun the process of becoming a learning organization. A key is learning how to use data to assess needs and then evaluate the results of actions taken to address the needs.

What is evaluation?

Evaluation can be defined in a variety of ways, but the following is a definition that may be most relevant to local governments:

Evaluation is the systematic way that data are assembled into a picture of (1) how well an organization is delivering its services and (2) the impact of those services on the target population.¹³

There are three major categories of evaluation best used in local government, and all three can provide meaningful evidence of service quality and impacts.

Needs assessments provide a picture of a community's or a community group's (like older adults or government employees) strengths and needs.

Outcome evaluations measure the results of government service or activity and generally include questions about the process by which outcomes are achieved (like police quality as one service delivery process attempting to achieve the outcome of a sense of public safety).

Performance measurement tracks service delivery efficiencies and resident opinion about the success of service delivery. (Such performance tracking can be

done in the service of an outcome evaluation for specific community values or goals.) Local governments benefit from all three types of evaluation to become learning organizations.

Including the Voice of the Resident

Most government staff and elected officials believe they are in touch with residents' points of view. But understanding what residents want and what works can't come only from anecdotes or chance conversations with a few residents or staff. Valid and convincing assessment requires a grasp of evaluation principles and use of evaluation methods that bring in the voices of a representative sample of residents and offers robust empirical evidence about governing effectiveness. Although some needs assessments and evaluation are done without including the voice of the resident, it is best to include your greatest stakeholder.

Needs Assessments

The first step in improving community livability is to understand the strengths and needs of the community. The NCS or any citizen survey serves as a valuable needs assessment tool because it lets community leaders understand what residents themselves find working and what opportunities lie ahead. Needs assessments also can be conducted on specific issues such as older adult community livability, transportation or parks and recreation. Surveys or focus groups for particular topics are important and efficient ways to collect additional information before spending extensive resources on new activities or strategies.

A Case Study on Use of Deeper Investigation

Longmont, Colorado

Longmont did annual citizen surveys for years and then its managers realized they wanted to understand more about some of those survey findings. To do that, staff decided to alternate the general citizen survey one year with a policy exploration survey the next. This way there would be more information about the "Why's" of results.

For example, in one general citizen survey, Longmont recognized that resident ratings of snow removal were middling and stagnant. Over many years, residents gave average ratings just short of "good" on a scale of "excellent, good, fair poor."

¹² Smith, M. K. (2001, 2007) 'The learning organization', the encyclopedia of informal education, <http://www.infed.org/biblio/learning-organization.htm>.

¹³ P. H. Rossi and H. E. Freeman (1993). Evaluation: A Systematic Approach. Thousand Oaks, CA: Sage Publications, Inc. To order this textbook on evaluation, visit: www.sagepub.com.

Ratings of Snow Removal Service Compared by Year								
years prior to current	Average rating (0=poor, 33=fair, 66=good, 100=excellent)							
	Current	-2	-3	-4	-5	-6	-8	-10
Snow removal on major streets	64	69	67	62	65	65	63	61

Although ratings for snow removal in other places were, on average, not as good as Longmont’s ratings, Longmont managers wondered if residents’ perspectives about snow removal were influenced by widespread disagreement with snow removal policy.

In the policy exploration survey following the “current” year of the general survey, National Research Center asked residents about the policy that might have the biggest impact on overall ratings of snow removal. Given that big storms tend to most influence ratings of snow removal, the question asked if residents supported or opposed the policy of forbidding parking on plow routes during a snow emergency.

To what extent do you agree or disagree that during a declared snow emergency, the City of Longmont should implement and enforce a no parking policy along the approved snow plow routes in order to more efficiently plow the streets?	Percent
Strongly agree	65%
Somewhat agree	28%
Somewhat disagree	4%
Strongly disagree	2%
Total	100%

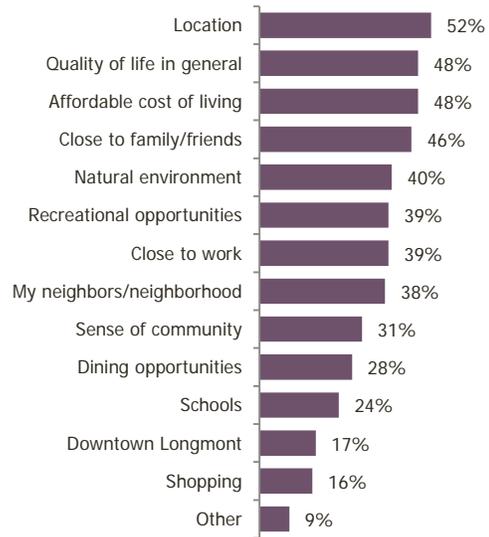
The vast majority of residents supported the policy, so no change has been planned. Although discovery that residents support the no-parking policy is unlikely to raise ratings, had policy makers unilaterally rescinded the policy and permitted parking on plow routes during big snow storms, those above average ratings likely would not have sustained.

For years, residents had been giving strong ratings to the overall quality of life in Longmont. City management and elected officials were interested in understanding what components of the community influenced those ratings. So following the biennial general citizen survey, the exploration survey sought deeper insight into community quality of life.

How would you rate your overall quality of life in Longmont?	Percent
Excellent	21%
Good	59%
Fair	18%
Poor	2%
Total	100%

In a question without response options, residents, in their own words, offered what they found to be most

appealing about life in Longmont. Results were as follows:



By learning what mattered most to residents of the community, local leaders are able to protect what seems to keep Longmont attractive – e.g. affordability and the environment – and to build on those aspects of community that may not yet be reasons to love life there (e.g. shopping and the downtown).

Performance Measurement

Most government performance measurement systems collect and report data that already reside in administrative filing cabinets and on file servers. Beyond the use of these “hard” measures, the assessment of relative performance success should also include residents’ attitudes about the delivery of services and the qualities of the community that are meant to improve (in part) because of great services. Along with crime rates or road repair, assessments should include residents’ evaluations of the effectiveness of local policing and the quality of community mobility. Going beyond administrative records to track performance tells local leaders how well a city or county is meeting its vision of success.

The same survey that assessed community strengths and needs can be used to reevaluate a community at a later date. The NCS and other broad citizen surveys are intended not only to serve as a community needs assessment but also as a systematic performance monitoring tool. Many communities now use survey results in their performance measurement systems. The City of Westminster, Colorado and the City of Littleton, Colorado are great examples of

incorporating resident opinions into performance systems.

Survey Results Fit Well into Performance Measures

Westminster, Colorado

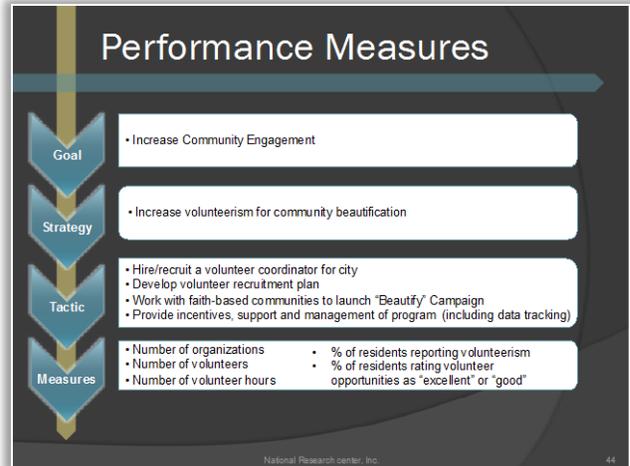
Westminster, Colorado has been on the front line of measuring and reporting performance for many years. City leaders view transparency about the efficiency and effectiveness of their work as a basic condition of local government. In its most recent report about its performance, "Take a Closer Look," staff wrote this:

"Performance measurement in the City of Westminster is continuously refined to ensure that the City is "measuring what matters." Through constant reinforcement, the City's performance measurement program works to improve the delivery of City services and the management of resources. Ultimately, performance measurement helps determine the progress made towards achieving the City's Strategic Plan Goals and Objectives."

You can see on page 1 of that report (<http://www.ci.westminster.co.us/Portals/0/Repository/Documents/CityGovernment/CMO%20-%20Take%20A%20Closer%20Look%20Report%20-%202013.pdf>) that staff are keenly aware that measuring outputs and efficiencies are important only as they serve creation of a high quality of community. Therefore the report starts with resident perspectives about the quality of life in Westminster as reported in the most recent Citizen Survey,

conducted by National Research Center, Inc.

Beyond resident perspectives on overall quality of life, Westminster as a place to live, raise children and retire, the performance report includes resident



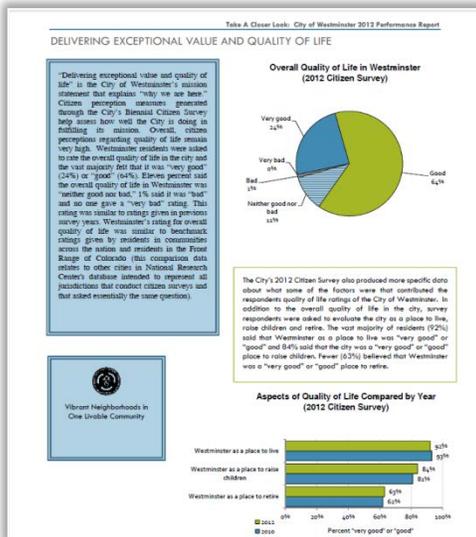
opinions about the quality of public works services. In place of cubic yards of snow plowed or linear miles of streets repaired or gallons of water treated, are resident sentiments about the quality of snow removal, street repair and water as you can see below:

MAINTAIN A HIGH QUALITY OF SERVICES FOR THE COMMUNITY

A major component of the Public Works and Utilities Department's operations is customer service. Reviewing the 2012 Citizen Survey, citizens continued to rank the importance of Public Works and Utilities key service areas as "essential" or "very important." Four of the top ten City services are within the Public Works and Utilities arena (drinking water quality, sewer services, snow removal, and street repair).

1. Drinking water quality: Citizens continued to rank the quality of drinking water highly in the 2012 Citizen Survey (81% in 2012 compared to 83% in 2010). Citizens also continue to value the importance of drinking water quality, with a slight reduction (94% in 2012 compared to 96% in 2010). Citizens continued to rate drinking water quality as "good" or "very good", maintaining an eight year trend.
2. Sewer services: This service has only been included on the survey since 2008 and citizens ranked it slightly higher in quality in 2012 over 2010 (up to 71% in 2012 from 70% in 2010). Citizens have ranked the importance of this service as increasingly "essential" or "very important" since its inclusion in the survey in 2008 (from 85% in 2008, 86% in 2010, to 87% in 2012). Staff strives to maintain the high quality of wastewater service to City residents while meeting all State and Federal regulations.
3. Snow removal: Citizens reduced their perception of this service's level of quality in 2012 (to 63% in 2012 from 69% in 2010), but have continued to rank snow removal as increasingly important in the 2012 survey (to 86% in 2012, up from 83% in 2010). Staff will analyze the changes from previous years and continue work to improve the quality of this service where possible.
4. Street repair: Quality rankings for street repair have continued to improve (53% in 2012 over 49% in 2010), with a slight reduction in the perceived importance of this service (84% in 2012, 86% in 2010).

In "Take a Closer Look," Westminster, CO. 2012 p.9



A Mix of Survey and Administrative Data in a Community Scorecard

Littleton, Colorado

The City of Littleton, Colorado produces an annual community scorecard (<http://www.littletongov.org/modules/showdocument.aspx?documentid=3278>) that presents data related to its City Council's goals. In the 2013-2014 report, performance data were presented in the following strategic areas:

- Assure a financially-sound city government
- Provide a safe community to live, work and play
- Develop and maintain the public infrastructure
- Preserve and cultivate a quality community
- Pursue a balanced and sustainable local economy
- Support environmental sustainability
- Foster community involvement, communication and trust

The report not only has hard data about sprinkler system installs, budget allocations, number of exhibits, visitors and miles traveled, but it also has resident perspectives about service quality and strategic direction directly from its citizen survey. Not only does the report include results of the survey but it shows how those results compare to results asked of residents in comparison communities.



Program Evaluation

Once you have decided to take action to improve your community, it is important to evaluate the results of your efforts. Strong governing requires both experimentation and use of evaluation data.

Strategies to Promote Successful Use of Evaluation

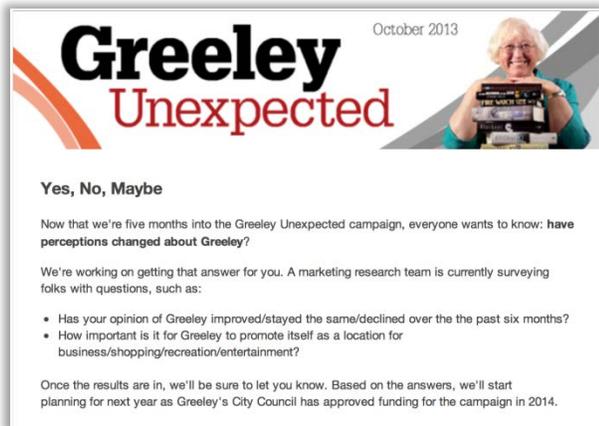
- Identify program goals, objectives, and performance measures well in advance of implementing their evaluation
- Regularly track service activities and outcomes
- Systematically measure service outputs (how many residents attended council meetings last year?) and outcomes (how much did their knowledge of community issues increase?)
- Regularly communicate evaluation results to staff, residents, and other stakeholders
- Use evaluation data to improve services
- Encourage organizational learning

Evaluations can be small or large, often based on the price tag of the new initiative. In the Educate section of this playbook, the reimagining campaign undertaken by Greeley, Colorado was presented. Although Greeley has only been working on this new branding initiative a short time, government staff wanted to assess its “penetration” at an early stage, so they launched a short, web-based survey to community stakeholders followed by a survey of residents of Greeley and residents in three of the state’s largest cities – Denver, Fort Collins and Colorado Springs.

A Case Study in New Program Evaluation

Greeley, Colorado

Greeley, Colorado has created a new image initiative and campaign called “Greeley Unexpected.” (See the Educate section for more information on the initiative.) The initiative did not come cheap. The intent was to go big – to change the perceptions that (at least) Coloradans had about Greeley. After the initiative had been running for several months, stakeholders were getting antsy to know if their investment was paying off and City staff needed data to help determine the direction for the 2014 campaign. So City staff, working with NRC, designed and put in the field a survey for residents and non-residents to determine the reach and effectiveness of the first year’s campaign. This research was at least as much to keep stakeholders (including funding decision makers such as the City Council) in the loop about the City’s attention to the big evaluative question (“Have perceptions of Greeley improved?”) as it was to determine the answer to the question.



The answer to the question has come with extensive and robust inquiry that has relied on surveys of residents and those from out of town.

With the results hot off the research report, this is how Greeley released the findings – a fitting way to reinforce the new brand!



Next Steps

As you consider how to strengthen your community, remember that you don't always have to blaze a new trail to get the job done. This Playbook has many examples in broad categories that reflect common and effective action areas for local governments. Build on the examples you find here that resonate with your community and dive in or give a call to National Research Center staff or the organizations we have highlighted. NRC can help you get in contact with those best equipped to help you solve the toughest problems whether related to budget, communication, ballot questions, strategic planning or citizen engagement. Quality communities are what every local government strives to encourage, but the burden cannot rest only on the shoulders of local government staff and elected officials. National Research Center can facilitate your success.



THE NCSTM
The National Citizen SurveyTM

Pearland, TX

Trends over Time

2015



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2015 ratings for the City of Pearland to its previous survey results in 2009, 2011 and 2013, when comparisons were available. Additional reports and technical appendices are available under separate cover.

Differences that surfaced may or may not be meaningful, as wording changes between survey versions and the switch in methodology from a mail to a telephone survey may account, at least in part, for any shift in ratings. Differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than 12 percentage points between the 2013 and 2015 surveys, otherwise the comparison between 2013 and 2015 are noted as being "similar."

Overall, ratings in Pearland for 2015 generally remained stable. Of the 28 items for which comparisons were available, 19 items were rated similarly in 2013 and 2015 while 9 items showed a decrease in ratings.

The National Citizen Survey™

Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)				2015 rating compared to 2013
	2009	2011	2013	2015	
Overall quality of life	91%	92%	92%	85%	Similar
Overall appearance	82%	82%	86%	74%	Similar

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)				2015 rating compared to 2013
		2009	2011	2013	2015	
Safety	Safe in neighborhood	99%	98%	100%	95%	Similar
	Overall ease of travel	57%	61%	62%	56%	Similar
Mobility	Paths and walking trails	74%	69%	69%	39%	Lower
	Shopping opportunities	87%	86%	87%	74%	Lower
Economy	Employment opportunities	57%	52%	47%	46%	Similar

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)				2015 rating compared to 2013
	2009	2011	2013	2015	
Services provided by Pearland	87%	83%	87%	78%	Similar
Value of services for taxes paid	79%	78%	83%	54%	Lower

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)				2015 rating compared to 2013
		2009	2011	2013	2015	
Safety	Police	81%	83%	89%	88%	Similar
	Fire	91%	92%	95%	93%	Similar
	Ambulance/EMS	88%	88%	92%	90%	Similar
	Crime prevention	80%	79%	78%	79%	Similar
	Fire prevention	84%	85%	82%	74%	Similar
	Animal control	84%	80%	85%	64%	Lower
	Emergency preparedness	80%	85%	87%	64%	Lower
Mobility	Traffic enforcement	73%	76%	72%	65%	Similar
	Street repair	69%	61%	65%	50%	Lower
	Street cleaning	81%	80%	79%	60%	Lower
	Street lighting	66%	69%	70%	59%	Similar
	Sidewalk maintenance	73%	66%	69%	50%	Lower
Natural Environment	Garbage collection	88%	88%	89%	89%	Similar
	Recycling	89%	88%	87%	85%	Similar
	Drinking water	69%	68%	73%	64%	Similar
Built Environment	Storm drainage	69%	71%	77%	72%	Similar
	Sewer services	83%	84%	86%	80%	Similar
	Land use, planning and zoning	59%	59%	62%	47%	Lower
Education and Enrichment	Public libraries	NA	78%	83%	79%	Similar



THE NCSTM
The National Citizen SurveyTM

Pearland, TX

Technical Appendices

2015



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Appendix A: Complete Survey Responses

Responses excluding “don’t know”

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 1: Question 1

Please rate each of the following aspects of quality of life in Pearland:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Pearland as a place to live	39%	N=92	52%	N=120	9%	N=20	1%	N=1	100%	N=233
Your neighborhood as a place to live	46%	N=108	42%	N=98	11%	N=26	1%	N=2	100%	N=234
Pearland as a place to raise children	46%	N=98	44%	N=94	9%	N=20	0%	N=0	100%	N=213
Pearland as a place to work	24%	N=38	41%	N=63	26%	N=41	9%	N=14	100%	N=155
Pearland as a place to visit	16%	N=37	31%	N=71	40%	N=91	13%	N=30	100%	N=229
Pearland as a place to retire	28%	N=56	41%	N=83	19%	N=38	13%	N=27	100%	N=203
The overall quality of life in Pearland	29%	N=68	56%	N=131	15%	N=35	0%	N=0	100%	N=234

Table 2: Question 2

Please rate each of the following characteristics as they relate to Pearland as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Pearland	30%	N=71	56%	N=133	12%	N=27	2%	N=4	100%	N=236
Overall ease of getting to the places you usually have to visit	14%	N=34	41%	N=96	27%	N=62	18%	N=42	100%	N=234
Quality of overall natural environment in Pearland	19%	N=44	48%	N=109	24%	N=55	9%	N=20	100%	N=228
Overall "built environment" of Pearland (including overall design, buildings, parks and transportation systems)	13%	N=31	32%	N=74	36%	N=84	18%	N=43	100%	N=232
Health and wellness opportunities in Pearland	25%	N=56	51%	N=114	22%	N=49	2%	N=5	100%	N=223
Overall opportunities for education and enrichment	22%	N=46	49%	N=104	26%	N=55	3%	N=6	100%	N=211
Overall economic health of Pearland	26%	N=57	54%	N=119	19%	N=41	1%	N=3	100%	N=219
Sense of community	17%	N=38	43%	N=96	35%	N=78	6%	N=13	100%	N=225
Overall image or reputation of Pearland	28%	N=64	47%	N=110	24%	N=56	1%	N=2	100%	N=231

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
	%	N	%	N	%	N	%	N	%	N
Recommend living in Pearland to someone who asks	52%	N=120	40%	N=91	6%	N=14	2%	N=5	100%	N=230
Remain in Pearland for the next five years	58%	N=129	32%	N=72	6%	N=14	4%	N=9	100%	N=225

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	61%	N=143	34%	N=78	3%	N=8	1%	N=3	1%	N=1	100%	N=233
In Pearland's commercial/retail areas during the day	42%	N=96	47%	N=108	8%	N=18	4%	N=8	0%	N=0	100%	N=231

The National Citizen Survey™

Table 5: Question 5

Please rate each of the following characteristics as they relate to Pearland as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	2%	N=6	21%	N=50	37%	N=86	40%	N=93	100%	N=234
Ease of travel by car in Pearland	6%	N=14	37%	N=87	36%	N=84	21%	N=50	100%	N=234
Ease of travel by bicycle in Pearland	4%	N=6	17%	N=24	30%	N=42	49%	N=69	100%	N=141
Ease of walking in Pearland	7%	N=13	27%	N=52	34%	N=66	33%	N=64	100%	N=195
Availability of paths and walking trails	12%	N=24	27%	N=55	31%	N=64	29%	N=59	100%	N=202
Cleanliness of Pearland	25%	N=59	53%	N=123	19%	N=44	3%	N=7	100%	N=233
Overall appearance of Pearland	21%	N=50	53%	N=124	23%	N=54	3%	N=7	100%	N=235
Public places where people want to spend time	13%	N=29	43%	N=97	30%	N=68	14%	N=30	100%	N=223
Variety of housing options	24%	N=51	50%	N=108	23%	N=50	3%	N=5	100%	N=214
Availability of affordable quality housing	16%	N=34	48%	N=101	33%	N=71	3%	N=6	100%	N=212
Fitness opportunities (including exercise classes and paths or trails, etc.)	19%	N=43	38%	N=84	33%	N=73	10%	N=21	100%	N=222
Recreational opportunities	14%	N=31	40%	N=87	32%	N=70	14%	N=31	100%	N=219
Availability of affordable quality food	25%	N=57	46%	N=108	24%	N=57	5%	N=11	100%	N=232
Availability of affordable quality health care	27%	N=61	50%	N=112	20%	N=45	3%	N=8	100%	N=224
Availability of preventive health services	27%	N=57	45%	N=94	25%	N=52	3%	N=6	100%	N=209

Table 6: Question 6

Please rate each of the following characteristics as they relate to Pearland as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	22%	N=30	47%	N=63	25%	N=33	5%	N=7	100%	N=132
K-12 education	35%	N=59	48%	N=80	14%	N=23	3%	N=5	100%	N=167
Adult educational opportunities	15%	N=21	32%	N=45	39%	N=55	14%	N=20	100%	N=141
Opportunities to attend cultural/arts/music activities	7%	N=14	21%	N=41	45%	N=88	27%	N=52	100%	N=194
Opportunities to participate in religious or spiritual events and activities	22%	N=43	48%	N=93	25%	N=50	5%	N=9	100%	N=195
Employment opportunities	10%	N=16	37%	N=60	39%	N=64	15%	N=24	100%	N=163
Shopping opportunities	29%	N=66	46%	N=106	22%	N=51	4%	N=9	100%	N=232
Cost of living in Pearland	13%	N=29	43%	N=100	40%	N=91	4%	N=10	100%	N=231
Overall quality of business and service establishments in Pearland	15%	N=35	54%	N=123	27%	N=63	4%	N=8	100%	N=230
Overall quality of new development in Pearland	21%	N=45	47%	N=103	27%	N=60	6%	N=12	100%	N=220
Opportunities to participate in social events and activities	9%	N=19	37%	N=79	40%	N=86	14%	N=30	100%	N=214
Opportunities to volunteer	17%	N=26	46%	N=72	26%	N=40	11%	N=17	100%	N=155
Opportunities to participate in community matters	16%	N=28	38%	N=65	35%	N=61	11%	N=19	100%	N=173
Openness and acceptance of the community toward people of diverse backgrounds	21%	N=42	40%	N=80	32%	N=64	7%	N=14	100%	N=200
Neighborliness of residents in Pearland	17%	N=38	41%	N=90	31%	N=69	11%	N=24	100%	N=221

Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	19%	N=44	81%	N=189	100%	N=233
Made efforts to make your home more energy efficient	29%	N=67	71%	N=166	100%	N=233
Observed a code violation or other hazard in Pearland	58%	N=131	42%	N=96	100%	N=227
Household member was a victim of a crime in Pearland	91%	N=212	9%	N=21	100%	N=232

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Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Reported a crime to the police in Pearland	83%	N=192	17%	N=40	100%	N=232
Stocked supplies in preparation for an emergency	52%	N=121	48%	N=111	100%	N=232
Campaigned or advocated for an issue, cause or candidate	83%	N=190	17%	N=39	100%	N=232
Contacted the City of Pearland (in-person, phone, email or web) for help or information	57%	N=132	43%	N=100	100%	N=232
Contacted Pearland elected officials (in-person, phone, email or web) to express your opinion	85%	N=196	15%	N=35	100%	N=231

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Pearland?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Pearland recreation centers or their services	12%	N=28	10%	N=23	26%	N=61	52%	N=119	100%	N=231
Visited a neighborhood park or City park	15%	N=34	19%	N=45	42%	N=98	24%	N=56	100%	N=232
Used Pearland public libraries or their services	6%	N=13	14%	N=34	34%	N=78	46%	N=107	100%	N=233
Participated in religious or spiritual activities in Pearland	14%	N=31	26%	N=62	13%	N=31	47%	N=108	100%	N=232
Attended a City-sponsored event	1%	N=3	5%	N=12	33%	N=76	61%	N=140	100%	N=231
Carpooled with other adults or children instead of driving alone	11%	N=26	8%	N=19	13%	N=30	67%	N=155	100%	N=230
Walked or biked instead of driving	4%	N=10	11%	N=26	19%	N=45	65%	N=152	100%	N=232
Volunteered your time to some group/activity in Pearland	6%	N=14	10%	N=22	17%	N=40	67%	N=154	100%	N=230
Talked to or visited with your immediate neighbors	31%	N=72	39%	N=90	21%	N=49	10%	N=23	100%	N=233

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	0%	N=0	2%	N=4	16%	N=36	83%	N=191	100%	N=230
Watched (online or on television) a local public meeting	0%	N=0	3%	N=7	10%	N=23	87%	N=200	100%	N=230

Table 10: Question 10

Please rate the quality of each of the following services in Pearland:	Excellent		Good		Fair		Poor		Total	
Police services	43%	N=86	45%	N=90	11%	N=23	1%	N=2	100%	N=201
Fire services	44%	N=69	50%	N=79	7%	N=11	0%	N=0	100%	N=159
Ambulance or emergency medical services	42%	N=64	47%	N=71	7%	N=11	3%	N=5	100%	N=152
Crime prevention	29%	N=51	50%	N=88	17%	N=30	4%	N=7	100%	N=177
Fire prevention and education	30%	N=41	44%	N=60	25%	N=35	1%	N=1	100%	N=137
Traffic enforcement	22%	N=44	44%	N=88	24%	N=48	11%	N=22	100%	N=202
Street repair	14%	N=31	36%	N=79	34%	N=74	16%	N=34	100%	N=218
Street cleaning	21%	N=44	40%	N=85	30%	N=64	10%	N=21	100%	N=214
Street lighting	15%	N=35	43%	N=99	30%	N=69	11%	N=26	100%	N=229
Sidewalk maintenance	13%	N=29	37%	N=83	30%	N=67	19%	N=43	100%	N=222
Traffic signal timing	10%	N=22	29%	N=67	33%	N=75	28%	N=66	100%	N=230

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Please rate the quality of each of the following services in Pearland:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Garbage collection	32%	N=72	57%	N=129	7%	N=16	4%	N=9	100%	N=225
Recycling	36%	N=82	49%	N=114	11%	N=24	4%	N=9	100%	N=229
Yard waste pick-up	31%	N=62	52%	N=103	10%	N=21	7%	N=14	100%	N=200
Storm Drainage	24%	N=50	48%	N=100	23%	N=48	4%	N=9	100%	N=207
Drinking water	21%	N=47	44%	N=100	27%	N=60	9%	N=21	100%	N=227
Sewer services	25%	N=53	54%	N=113	17%	N=36	3%	N=7	100%	N=209
Utility billing	18%	N=41	51%	N=114	20%	N=46	11%	N=24	100%	N=225
City parks	25%	N=51	50%	N=102	21%	N=42	4%	N=8	100%	N=202
Recreation programs or classes	19%	N=28	47%	N=70	28%	N=41	6%	N=9	100%	N=147
Recreation centers or facilities	22%	N=36	43%	N=71	30%	N=49	4%	N=7	100%	N=162
Land use, planning and zoning	12%	N=22	35%	N=62	32%	N=57	20%	N=35	100%	N=176
Code enforcement (weeds, abandoned buildings, etc.)	14%	N=26	38%	N=68	30%	N=55	17%	N=31	100%	N=180
Animal control	19%	N=35	45%	N=81	27%	N=50	9%	N=16	100%	N=182
Economic development	18%	N=35	49%	N=95	28%	N=54	6%	N=11	100%	N=194
Health services	22%	N=43	53%	N=102	24%	N=46	1%	N=2	100%	N=193
Public library services	31%	N=54	49%	N=85	14%	N=25	6%	N=11	100%	N=175
Public information services	18%	N=28	48%	N=76	26%	N=42	8%	N=12	100%	N=157
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	17%	N=25	47%	N=70	31%	N=46	6%	N=8	100%	N=149
Pearland open space	13%	N=22	41%	N=71	31%	N=54	15%	N=25	100%	N=172
City-sponsored special events	15%	N=26	40%	N=67	36%	N=62	9%	N=15	100%	N=170
Overall customer service by Pearland employees (police, fire, public works, receptionists, planners, etc.)	25%	N=51	53%	N=108	21%	N=42	1%	N=2	100%	N=203

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
The City of Pearland	24%	N=52	54%	N=115	18%	N=39	3%	N=7	100%	N=213
The Federal Government	10%	N=19	33%	N=63	36%	N=68	21%	N=40	100%	N=190
The County of Brazoria	12%	N=24	55%	N=108	27%	N=52	6%	N=11	100%	N=195
The State of Texas	13%	N=26	48%	N=96	32%	N=64	8%	N=15	100%	N=201
Municipal Utility District	16%	N=25	53%	N=86	24%	N=39	7%	N=11	100%	N=162

Table 12: Question 12

Please rate the following categories of Pearland government performance:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
The value of services for the taxes paid to Pearland	9%	N=19	44%	N=91	34%	N=71	12%	N=25	100%	N=207
The overall direction that Pearland is taking	19%	N=42	50%	N=108	21%	N=44	10%	N=21	100%	N=215
The job Pearland government does at welcoming citizen involvement	11%	N=19	42%	N=74	30%	N=54	18%	N=31	100%	N=179
Overall confidence in Pearland government	14%	N=29	54%	N=110	23%	N=46	9%	N=18	100%	N=203
Generally acting in the best interest of the community	14%	N=29	55%	N=111	20%	N=40	11%	N=23	100%	N=203
Being honest	17%	N=31	50%	N=90	25%	N=45	8%	N=15	100%	N=181
Treating all residents fairly	21%	N=38	43%	N=78	27%	N=49	10%	N=18	100%	N=183

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Table 13: Question 13

Please rate how important, if at all, you think it is for the Pearland community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Pearland	63%	N=149	35%	N=82	2%	N=5	0%	N=0	100%	N=236
Overall ease of getting to the places you usually have to visit	55%	N=128	42%	N=97	4%	N=9	0%	N=0	100%	N=234
Quality of overall natural environment in Pearland	36%	N=84	47%	N=108	16%	N=36	2%	N=4	100%	N=232
Overall "built environment" of Pearland (including overall design, buildings, parks and transportation systems)	41%	N=96	37%	N=86	21%	N=48	2%	N=4	100%	N=233
Health and wellness opportunities in Pearland	25%	N=59	53%	N=125	17%	N=40	4%	N=10	100%	N=233
Overall opportunities for education and enrichment	38%	N=89	46%	N=107	13%	N=30	3%	N=7	100%	N=233
Overall economic health of Pearland	44%	N=104	49%	N=114	7%	N=16	0%	N=0	100%	N=234
Sense of community	32%	N=74	51%	N=118	17%	N=39	1%	N=2	100%	N=233

Table 14: Question 14

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:	Major source		Minor source		Not a source		Total	
	%	N	%	N	%	N	%	N
City website (pearlandtx.gov)	68%	N=157	24%	N=56	8%	N=19	100%	N=232
Local newspapers	27%	N=64	46%	N=108	27%	N=63	100%	N=235
Other local media (radio or local television stations)	32%	N=73	41%	N=96	27%	N=62	100%	N=232
The local government cable channel (Comcast Ch. 16/U-Verse Ch. 99)	9%	N=21	36%	N=84	54%	N=125	100%	N=231
City water bill insert	27%	N=64	45%	N=104	28%	N=67	100%	N=235
Other city publications (Pearland in Motion, Pearland Connect, or other)	17%	N=5	48%	N=15	35%	N=11	100%	N=31
City Council meetings and other public meetings	22%	N=51	37%	N=86	41%	N=93	100%	N=230
Talking with City officials	18%	N=40	32%	N=74	50%	N=114	100%	N=228
City communications via social media (i.e. Facebook, Twitter, Instagram or YouTube)	29%	N=66	35%	N=80	36%	N=84	100%	N=230
City of Pearland e-mail blasts	31%	N=71	33%	N=75	36%	N=82	100%	N=227
Word-of-mouth	33%	N=76	44%	N=102	23%	N=53	100%	N=231

Table 15: Question 15

In a typical week, about how many days per week do you use each of the following corridors for travel for any purpose:	6 days a week or more		3-5 days a week		2 days a week or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
State Highway 288	32%	N=77	26%	N=61	27%	N=64	15%	N=34	100%	N=236
State Highway 35/Main	22%	N=51	17%	N=39	35%	N=83	26%	N=61	100%	N=234
Cullen Parkway	15%	N=35	13%	N=31	33%	N=77	39%	N=91	100%	N=233
Beltway 8	29%	N=69	23%	N=54	34%	N=80	13%	N=31	100%	N=235
Mykawa Rd.	10%	N=24	11%	N=25	22%	N=52	57%	N=133	100%	N=234
Pearland Parkway	29%	N=67	18%	N=42	27%	N=61	26%	N=60	100%	N=231
FM 518/Broadway	74%	N=174	16%	N=39	10%	N=23	0%	N=0	100%	N=237

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Table 16: Question 16

Please rate the overall ease of getting to each of the following destinations from the City of Pearland:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
TX Medical Center	19%	N=42	38%	N=85	23%	N=51	20%	N=43	100%	N=222
Downtown Houston	13%	N=29	37%	N=83	28%	N=64	22%	N=49	100%	N=225
Galleria	8%	N=16	35%	N=73	30%	N=63	28%	N=60	100%	N=212
NASA Space Center area	12%	N=24	41%	N=83	30%	N=60	17%	N=34	100%	N=202
Greenway Plaza	5%	N=8	33%	N=51	31%	N=48	31%	N=49	100%	N=157
Westchase	6%	N=8	43%	N=59	25%	N=34	25%	N=34	100%	N=136

Table 17: Question 17

The following services are provided by the Pearland Fire & Police Departments. Please indicate how familiar you are, if at all, with the following services:	Very familiar		Somewhat familiar		Not at all familiar		Total	
	%	N	%	N	%	N	%	N
Home security surveys	7%	N=16	17%	N=40	77%	N=181	100%	N=237
Fire extinguisher training	7%	N=16	14%	N=34	79%	N=187	100%	N=237
Pearland Volunteer Fire Academy	4%	N=10	20%	N=46	76%	N=181	100%	N=237
Citizen's Police Academy	5%	N=11	23%	N=53	72%	N=168	100%	N=232
Project Childsafe	3%	N=7	11%	N=27	86%	N=202	100%	N=235
Safe Kids Greater Houston Car Seat Inspection Services	8%	N=18	25%	N=59	67%	N=158	100%	N=235

Table 18: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Recycle at home	3%	N=8	4%	N=10	10%	N=23	21%	N=50	62%	N=145	100%	N=236
Purchase goods or services from a business located in Pearland	2%	N=4	0%	N=0	12%	N=27	50%	N=117	37%	N=87	100%	N=235
Eat at least 5 portions of fruits and vegetables a day	4%	N=9	10%	N=22	42%	N=97	26%	N=62	19%	N=43	100%	N=234
Participate in moderate or vigorous physical activity	3%	N=6	15%	N=35	37%	N=88	24%	N=57	21%	N=50	100%	N=235
Read or watch local news (via television, paper, computer, etc.)	2%	N=5	12%	N=29	20%	N=47	26%	N=61	40%	N=95	100%	N=236
Vote in local elections	12%	N=29	9%	N=21	16%	N=37	26%	N=61	37%	N=88	100%	N=236

Table 19: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	22%	N=51
Very good	41%	N=97
Good	30%	N=70
Fair	7%	N=16
Poor	1%	N=1
Total	100%	N=236

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Table 20: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	8%	N=18
Somewhat positive	28%	N=65
Neutral	51%	N=121
Somewhat negative	13%	N=31
Very negative	0%	N=1
Total	100%	N=236

Table 21: Question D4

What is your employment status?	Percent	Number
Working full time for pay	73%	N=173
Working part time for pay	9%	N=21
Unemployed, looking for paid work	3%	N=6
Unemployed, not looking for paid work	2%	N=4
Fully retired	14%	N=32
Total	100%	N=236

Table 22: Question D5

Do you work inside the boundaries of Pearland?	Percent	Number
Yes, outside the home	20%	N=47
Yes, from home	7%	N=16
No	73%	N=169
Total	100%	N=232

Table 23: Question D6

How many years have you lived in Pearland?	Percent	Number
Less than 2 years	18%	N=42
2 to 5 years	18%	N=43
6 to 10 years	24%	N=57
11 to 20 years	23%	N=53
More than 20 years	17%	N=41
Total	100%	N=236

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Table 24: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	85%	N=200
Building with two or more homes (duplex, townhome, apartment or condominium)	14%	N=32
Mobile home	1%	N=2
Other	0%	N=1
Total	100%	N=235

Table 25: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	20%	N=47
Owned	80%	N=187
Total	100%	N=234

Table 26: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	1%	N=2
\$300 to \$599 per month	5%	N=12
\$600 to \$999 per month	15%	N=35
\$1,000 to \$1,499 per month	26%	N=61
\$1,500 to \$2,499 per month	38%	N=89
\$2,500 to \$3,499 per month	12%	N=27
\$3,500 or more per month	3%	N=8
Total	100%	N=233

Table 27: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	49%	N=115
Yes	51%	N=119
Total	100%	N=235

Table 28: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	78%	N=184
Yes	22%	N=51
Total	100%	N=235

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Table 29: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	3%	N=7
\$25,000 to \$49,999	13%	N=29
\$50,000 to \$99,999	29%	N=67
\$100,000 to \$149,999	34%	N=77
\$150,000 to \$249,999	18%	N=41
\$250,000 or more	4%	N=9
Total	100%	N=230

Table 30: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	82%	N=191
Yes, I consider myself to be Spanish, Hispanic or Latino	18%	N=42
Total	100%	N=233

Table 31: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=3
Asian, Asian Indian or Pacific Islander	13%	N=31
Black or African American	13%	N=29
White	65%	N=152
Other	10%	N=22

Total may exceed 100% as respondents could select more than one option.

Table 32: Question D15

In which category is your age?	Percent	Number
18 to 24 years	1%	N=2
25 to 34 years	30%	N=70
35 to 44 years	23%	N=54
45 to 54 years	22%	N=52
55 to 64 years	11%	N=25
65 to 74 years	7%	N=18
75 years or older	6%	N=14
Total	100%	N=234

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Table 33: Question D16

What is your sex?	Percent	Number
Female	53%	N=125
Male	47%	N=109
Total	100%	N=234

Table 34: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	66%	N=155
Land line	13%	N=31
Both	21%	N=49
Total	100%	N=235

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Responses including “don’t know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 35: Question 1

Please rate each of the following aspects of quality of life in Pearland:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Pearland as a place to live	39%	N=92	51%	N=120	9%	N=20	1%	N=1	1%	N=2	100%	N=235
Your neighborhood as a place to live	46%	N=108	42%	N=98	11%	N=26	1%	N=2	0%	N=0	100%	N=234
Pearland as a place to raise children	42%	N=98	40%	N=94	9%	N=20	0%	N=0	8%	N=20	100%	N=232
Pearland as a place to work	16%	N=38	27%	N=63	18%	N=41	6%	N=14	33%	N=75	100%	N=230
Pearland as a place to visit	16%	N=37	31%	N=71	39%	N=91	13%	N=30	2%	N=5	100%	N=234
Pearland as a place to retire	24%	N=56	36%	N=83	16%	N=38	11%	N=27	12%	N=28	100%	N=232
The overall quality of life in Pearland	29%	N=68	56%	N=131	15%	N=35	0%	N=0	0%	N=1	100%	N=234

Table 36: Question 2

Please rate each of the following characteristics as they relate to Pearland as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Pearland	30%	N=71	56%	N=133	12%	N=27	2%	N=4	0%	N=0	100%	N=236
Overall ease of getting to the places you usually have to visit	14%	N=34	41%	N=96	27%	N=62	18%	N=42	0%	N=0	100%	N=234
Quality of overall natural environment in Pearland	19%	N=44	47%	N=109	24%	N=55	9%	N=20	2%	N=4	100%	N=232
Overall "built environment" of Pearland (including overall design, buildings, parks and transportation systems)	13%	N=31	32%	N=74	36%	N=84	18%	N=43	0%	N=0	100%	N=232
Health and wellness opportunities in Pearland	24%	N=56	49%	N=114	21%	N=49	2%	N=5	3%	N=8	100%	N=231
Overall opportunities for education and enrichment	20%	N=46	45%	N=104	24%	N=55	2%	N=6	9%	N=22	100%	N=233
Overall economic health of Pearland	25%	N=57	51%	N=119	18%	N=41	1%	N=3	6%	N=13	100%	N=233
Sense of community	16%	N=38	42%	N=96	34%	N=78	6%	N=13	3%	N=6	100%	N=231
Overall image or reputation of Pearland	27%	N=64	47%	N=110	24%	N=56	1%	N=2	1%	N=2	100%	N=233

Table 37: Question 3

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	
	%	N	%	N	%	N	%	N	%	N	%	N
Recommend living in Pearland to someone who asks	51%	N=120	39%	N=91	6%	N=14	2%	N=5	2%	N=4	100%	N=233
Remain in Pearland for the next five years	56%	N=129	31%	N=72	6%	N=14	4%	N=9	3%	N=8	100%	N=233

Table 38: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	61%	N=143	33%	N=78	3%	N=8	1%	N=3	1%	N=1	0%	N=1	100%	N=234
In Pearland's commercial/retail areas during the day	41%	N=96	46%	N=108	8%	N=18	4%	N=8	0%	N=0	1%	N=2	100%	N=233

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Table 39: Question 5

Please rate each of the following characteristics as they relate to Pearland as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	2%	N=6	21%	N=50	37%	N=86	40%	N=93	0%	N=0	100%	N=234
Ease of travel by car in Pearland	6%	N=14	37%	N=87	36%	N=84	21%	N=50	0%	N=0	100%	N=234
Ease of travel by bicycle in Pearland	2%	N=6	10%	N=24	18%	N=42	30%	N=69	39%	N=91	100%	N=232
Ease of walking in Pearland	5%	N=13	22%	N=52	28%	N=66	28%	N=64	16%	N=38	100%	N=233
Availability of paths and walking trails	10%	N=24	24%	N=55	27%	N=64	25%	N=59	13%	N=31	100%	N=234
Cleanliness of Pearland	25%	N=59	53%	N=123	19%	N=44	3%	N=7	0%	N=0	100%	N=233
Overall appearance of Pearland	21%	N=50	53%	N=124	23%	N=54	3%	N=7	0%	N=1	100%	N=236
Public places where people want to spend time	12%	N=29	41%	N=97	29%	N=68	13%	N=30	5%	N=12	100%	N=235
Variety of housing options	22%	N=51	46%	N=108	21%	N=50	2%	N=5	8%	N=20	100%	N=234
Availability of affordable quality housing	15%	N=34	43%	N=101	30%	N=71	3%	N=6	9%	N=20	100%	N=233
Fitness opportunities (including exercise classes and paths or trails, etc.)	18%	N=43	36%	N=84	31%	N=73	9%	N=21	5%	N=12	100%	N=233
Recreational opportunities	13%	N=31	37%	N=87	30%	N=70	13%	N=31	6%	N=14	100%	N=233
Availability of affordable quality food	24%	N=57	46%	N=108	24%	N=57	5%	N=11	1%	N=3	100%	N=235
Availability of affordable quality health care	26%	N=61	48%	N=112	19%	N=45	3%	N=8	4%	N=10	100%	N=234
Availability of preventive health services	24%	N=57	40%	N=94	22%	N=52	3%	N=6	11%	N=25	100%	N=234

Table 40: Question 6

Please rate each of the following characteristics as they relate to Pearland as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	13%	N=30	27%	N=63	14%	N=33	3%	N=7	42%	N=97	100%	N=229
K-12 education	26%	N=59	35%	N=80	10%	N=23	2%	N=5	27%	N=60	100%	N=228
Adult educational opportunities	9%	N=21	20%	N=45	24%	N=55	9%	N=20	39%	N=90	100%	N=230
Opportunities to attend cultural/arts/music activities	6%	N=14	17%	N=41	38%	N=88	22%	N=52	16%	N=38	100%	N=232
Opportunities to participate in religious or spiritual events and activities	18%	N=43	41%	N=93	22%	N=50	4%	N=9	15%	N=36	100%	N=231
Employment opportunities	7%	N=16	26%	N=60	28%	N=64	10%	N=24	29%	N=66	100%	N=229
Shopping opportunities	28%	N=66	46%	N=106	22%	N=51	4%	N=9	0%	N=0	100%	N=233
Cost of living in Pearland	13%	N=29	43%	N=100	39%	N=91	4%	N=10	1%	N=1	100%	N=232
Overall quality of business and service establishments in Pearland	15%	N=35	53%	N=123	27%	N=63	4%	N=8	1%	N=1	100%	N=231
Overall quality of new development in Pearland	20%	N=45	45%	N=103	26%	N=60	5%	N=12	4%	N=8	100%	N=228
Opportunities to participate in social events and activities	8%	N=19	34%	N=79	37%	N=86	13%	N=30	8%	N=18	100%	N=232
Opportunities to volunteer	12%	N=26	31%	N=72	17%	N=40	7%	N=17	32%	N=75	100%	N=230
Opportunities to participate in community matters	12%	N=28	28%	N=65	26%	N=61	8%	N=19	25%	N=58	100%	N=231
Openness and acceptance of the community toward people of diverse backgrounds	18%	N=42	35%	N=80	28%	N=64	6%	N=14	13%	N=31	100%	N=231
Neighborliness of residents in Pearland	16%	N=38	38%	N=90	29%	N=69	10%	N=24	6%	N=13	100%	N=234

Table 41: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	19%	N=44	81%	N=189	100%	N=233
Made efforts to make your home more energy efficient	29%	N=67	71%	N=166	100%	N=233
Observed a code violation or other hazard in Pearland	58%	N=131	42%	N=96	100%	N=227
Household member was a victim of a crime in Pearland	91%	N=212	9%	N=21	100%	N=232

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Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Reported a crime to the police in Pearland	83%	N=192	17%	N=40	100%	N=232
Stocked supplies in preparation for an emergency	52%	N=121	48%	N=111	100%	N=232
Campaigned or advocated for an issue, cause or candidate	83%	N=190	17%	N=39	100%	N=232
Contacted the City of Pearland (in-person, phone, email or web) for help or information	57%	N=132	43%	N=100	100%	N=232
Contacted Pearland elected officials (in-person, phone, email or web) to express your opinion	85%	N=196	15%	N=35	100%	N=231

Table 42: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Pearland?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Pearland recreation centers or their services	12%	N=28	10%	N=23	26%	N=61	52%	N=119	100%	N=231
Visited a neighborhood park or City park	15%	N=34	19%	N=45	42%	N=98	24%	N=56	100%	N=232
Used Pearland public libraries or their services	6%	N=13	14%	N=34	34%	N=78	46%	N=107	100%	N=233
Participated in religious or spiritual activities in Pearland	14%	N=31	26%	N=62	13%	N=31	47%	N=108	100%	N=232
Attended a City-sponsored event	1%	N=3	5%	N=12	33%	N=76	61%	N=140	100%	N=231
Carpooled with other adults or children instead of driving alone	11%	N=26	8%	N=19	13%	N=30	67%	N=155	100%	N=230
Walked or biked instead of driving	4%	N=10	11%	N=26	19%	N=45	65%	N=152	100%	N=232
Volunteered your time to some group/activity in Pearland	6%	N=14	10%	N=22	17%	N=40	67%	N=154	100%	N=230
Talked to or visited with your immediate neighbors	31%	N=72	39%	N=90	21%	N=49	10%	N=23	100%	N=233

Table 43: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	0%	N=0	2%	N=4	16%	N=36	83%	N=191	100%	N=230
Watched (online or on television) a local public meeting	0%	N=0	3%	N=7	10%	N=23	87%	N=200	100%	N=230

Table 44: Question 10

Please rate the quality of each of the following services in Pearland:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	37%	N=86	39%	N=90	10%	N=23	1%	N=2	14%	N=33	100%	N=234
Fire services	30%	N=69	34%	N=79	5%	N=11	0%	N=0	32%	N=75	100%	N=234
Ambulance or emergency medical services	28%	N=64	31%	N=71	5%	N=11	2%	N=5	35%	N=82	100%	N=234
Crime prevention	22%	N=51	38%	N=88	13%	N=30	3%	N=7	24%	N=55	100%	N=232
Fire prevention and education	18%	N=41	26%	N=60	15%	N=35	1%	N=1	41%	N=95	100%	N=232
Traffic enforcement	19%	N=44	39%	N=88	21%	N=48	10%	N=22	12%	N=27	100%	N=229
Street repair	13%	N=31	34%	N=79	32%	N=74	15%	N=34	6%	N=14	100%	N=232
Street cleaning	19%	N=44	37%	N=85	28%	N=64	9%	N=21	7%	N=17	100%	N=232
Street lighting	15%	N=35	43%	N=99	30%	N=69	11%	N=26	2%	N=4	100%	N=232
Sidewalk maintenance	12%	N=29	36%	N=83	29%	N=67	18%	N=43	5%	N=12	100%	N=234
Traffic signal timing	9%	N=22	29%	N=67	32%	N=75	28%	N=66	2%	N=5	100%	N=235

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Please rate the quality of each of the following services in Pearland:	Excellent		Good		Fair		Poor		Don't know		Total	
Garbage collection	31%	N=72	56%	N=129	7%	N=16	4%	N=9	2%	N=6	100%	N=231
Recycling	36%	N=82	49%	N=114	10%	N=24	4%	N=9	1%	N=2	100%	N=231
Yard waste pick-up	27%	N=62	44%	N=103	9%	N=21	6%	N=14	14%	N=33	100%	N=234
Storm Drainage	21%	N=50	43%	N=100	21%	N=48	4%	N=9	11%	N=27	100%	N=233
Drinking water	20%	N=47	43%	N=100	26%	N=60	9%	N=21	3%	N=6	100%	N=234
Sewer services	23%	N=53	50%	N=113	16%	N=36	3%	N=7	8%	N=19	100%	N=228
Utility billing	18%	N=41	49%	N=114	20%	N=46	10%	N=24	3%	N=7	100%	N=232
City parks	22%	N=51	44%	N=102	18%	N=42	3%	N=8	12%	N=28	100%	N=230
Recreation programs or classes	12%	N=28	30%	N=70	18%	N=41	4%	N=9	36%	N=83	100%	N=231
Recreation centers or facilities	15%	N=36	30%	N=71	21%	N=49	3%	N=7	30%	N=69	100%	N=232
Land use, planning and zoning	9%	N=22	27%	N=62	25%	N=57	15%	N=35	24%	N=56	100%	N=232
Code enforcement (weeds, abandoned buildings, etc.)	11%	N=26	29%	N=68	24%	N=55	13%	N=31	22%	N=51	100%	N=231
Animal control	15%	N=35	35%	N=81	21%	N=50	7%	N=16	21%	N=50	100%	N=232
Economic development	15%	N=35	41%	N=95	24%	N=54	5%	N=11	15%	N=35	100%	N=230
Health services	19%	N=43	44%	N=102	20%	N=46	1%	N=2	17%	N=39	100%	N=232
Public library services	23%	N=54	36%	N=85	11%	N=25	5%	N=11	25%	N=58	100%	N=233
Public information services	12%	N=28	33%	N=76	18%	N=42	5%	N=12	31%	N=69	100%	N=227
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	11%	N=25	31%	N=70	20%	N=46	4%	N=8	35%	N=79	100%	N=228
Pearland open space	10%	N=22	31%	N=71	23%	N=54	11%	N=25	25%	N=57	100%	N=229
City-sponsored special events	12%	N=26	30%	N=67	27%	N=62	7%	N=15	25%	N=57	100%	N=227
Overall customer service by Pearland employees (police, fire, public works, receptionists, planners, etc.)	22%	N=51	47%	N=108	18%	N=42	1%	N=2	13%	N=29	100%	N=233

Table 45: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Pearland	22%	N=52	49%	N=115	17%	N=39	3%	N=7	10%	N=23	100%	N=236
The Federal Government	8%	N=19	27%	N=63	29%	N=68	17%	N=40	19%	N=45	100%	N=235
The County of Brazoria	10%	N=24	46%	N=108	22%	N=52	5%	N=11	17%	N=41	100%	N=236
The State of Texas	11%	N=26	41%	N=96	27%	N=64	6%	N=15	15%	N=35	100%	N=236
Municipal Utility District	11%	N=25	37%	N=86	17%	N=39	5%	N=11	31%	N=74	100%	N=236

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Table 46: Question 12

Please rate the following categories of Pearland government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The value of services for the taxes paid to Pearland	8%	N=19	39%	N=91	30%	N=71	11%	N=25	12%	N=28	100%	N=235
The overall direction that Pearland is taking	18%	N=42	46%	N=108	19%	N=44	9%	N=21	9%	N=20	100%	N=236
The job Pearland government does at welcoming citizen involvement	8%	N=19	32%	N=74	23%	N=54	13%	N=31	24%	N=55	100%	N=234
Overall confidence in Pearland government	12%	N=29	47%	N=110	20%	N=46	8%	N=18	13%	N=31	100%	N=234
Generally acting in the best interest of the community	12%	N=29	48%	N=111	17%	N=40	10%	N=23	13%	N=31	100%	N=234
Being honest	13%	N=31	38%	N=90	19%	N=45	6%	N=15	23%	N=53	100%	N=234
Treating all residents fairly	16%	N=38	34%	N=78	21%	N=49	8%	N=18	22%	N=50	100%	N=234

Table 47: Question 13

Please rate how important, if at all, you think it is for the Pearland community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Pearland	63%	N=149	35%	N=82	2%	N=5	0%	N=0	100%	N=236
Overall ease of getting to the places you usually have to visit	55%	N=128	42%	N=97	4%	N=9	0%	N=0	100%	N=234
Quality of overall natural environment in Pearland	36%	N=84	47%	N=108	16%	N=36	2%	N=4	100%	N=232
Overall "built environment" of Pearland (including overall design, buildings, parks and transportation systems)	41%	N=96	37%	N=86	21%	N=48	2%	N=4	100%	N=233
Health and wellness opportunities in Pearland	25%	N=59	53%	N=125	17%	N=40	4%	N=10	100%	N=233
Overall opportunities for education and enrichment	38%	N=89	46%	N=107	13%	N=30	3%	N=7	100%	N=233
Overall economic health of Pearland	44%	N=104	49%	N=114	7%	N=16	0%	N=0	100%	N=234
Sense of community	32%	N=74	51%	N=118	17%	N=39	1%	N=2	100%	N=233

Table 48: Question 14

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:	Major source		Minor source		Not a source		Total	
	%	N	%	N	%	N	%	N
City website (pearlandtx.gov)	68%	N=157	24%	N=56	8%	N=19	100%	N=232
Local newspapers	27%	N=64	46%	N=108	27%	N=63	100%	N=235
Other local media (radio or local television stations)	32%	N=73	41%	N=96	27%	N=62	100%	N=232
The local government cable channel (Comcast Ch. 16/U-Verse Ch. 99)	9%	N=21	36%	N=84	54%	N=125	100%	N=231
City water bill insert	27%	N=64	45%	N=104	28%	N=67	100%	N=235
Other city publications (Pearland in Motion, Pearland Connect, or other)	17%	N=5	48%	N=15	35%	N=11	100%	N=31
City Council meetings and other public meetings	22%	N=51	37%	N=86	41%	N=93	100%	N=230
Talking with City officials	18%	N=40	32%	N=74	50%	N=114	100%	N=228
City communications via social media (i.e. Facebook, Twitter, Instagram or YouTube)	29%	N=66	35%	N=80	36%	N=84	100%	N=230
City of Pearland e-mail blasts	31%	N=71	33%	N=75	36%	N=82	100%	N=227
Word-of-mouth	33%	N=76	44%	N=102	23%	N=53	100%	N=231

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Table 49: Question 15

In a typical week, about how many days per week do you use each of the following corridors for travel for any purpose:	6 days a week or more		3-5 days a week		2 days a week or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
State Highway 288	32%	N=77	26%	N=61	27%	N=64	15%	N=34	100%	N=236
State Highway 35/Main	22%	N=51	17%	N=39	35%	N=83	26%	N=61	100%	N=234
Cullen Parkway	15%	N=35	13%	N=31	33%	N=77	39%	N=91	100%	N=233
Beltway 8	29%	N=69	23%	N=54	34%	N=80	13%	N=31	100%	N=235
Mykawa Rd.	10%	N=24	11%	N=25	22%	N=52	57%	N=133	100%	N=234
Pearland Parkway	29%	N=67	18%	N=42	27%	N=61	26%	N=60	100%	N=231
FM 518/Broadway	74%	N=174	16%	N=39	10%	N=23	0%	N=0	100%	N=237

Table 50: Question 16

Please rate the overall ease of getting to each of the following destinations from the City of Pearland:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
TX Medical Center	18%	N=42	36%	N=85	22%	N=51	18%	N=43	5%	N=13	100%	N=234
Downtown Houston	12%	N=29	36%	N=83	27%	N=64	21%	N=49	4%	N=10	100%	N=234
Galleria	7%	N=16	31%	N=73	27%	N=63	26%	N=60	9%	N=22	100%	N=234
NASA Space Center area	10%	N=24	36%	N=83	26%	N=60	14%	N=34	14%	N=32	100%	N=234
Greenway Plaza	4%	N=8	22%	N=51	21%	N=48	21%	N=49	33%	N=76	100%	N=233
Westchase	4%	N=8	25%	N=59	15%	N=34	15%	N=34	41%	N=96	100%	N=231

Table 51: Question 17

The following services are provided by the Pearland Fire & Police Departments. Please indicate how familiar you are, if at all, with the following services:	Very familiar		Somewhat familiar		Not at all familiar		Total	
	%	N	%	N	%	N	%	N
Home security surveys	7%	N=16	17%	N=40	77%	N=181	100%	N=237
Fire extinguisher training	7%	N=16	14%	N=34	79%	N=187	100%	N=237
Pearland Volunteer Fire Academy	4%	N=10	20%	N=46	76%	N=181	100%	N=237
Citizen's Police Academy	5%	N=11	23%	N=53	72%	N=168	100%	N=232
Project Childsafe	3%	N=7	11%	N=27	86%	N=202	100%	N=235
Safe Kids Greater Houston Car Seat Inspection Services	8%	N=18	25%	N=59	67%	N=158	100%	N=235

Table 52: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Recycle at home	3%	N=8	4%	N=10	10%	N=23	21%	N=50	62%	N=145	100%	N=236
Purchase goods or services from a business located in Pearland	2%	N=4	0%	N=0	12%	N=27	50%	N=117	37%	N=87	100%	N=235
Eat at least 5 portions of fruits and vegetables a day	4%	N=9	10%	N=22	42%	N=97	26%	N=62	19%	N=43	100%	N=234
Participate in moderate or vigorous physical activity	3%	N=6	15%	N=35	37%	N=88	24%	N=57	21%	N=50	100%	N=235
Read or watch local news (via television, paper, computer, etc.)	2%	N=5	12%	N=29	20%	N=47	26%	N=61	40%	N=95	100%	N=236
Vote in local elections	12%	N=29	9%	N=21	16%	N=37	26%	N=61	37%	N=88	100%	N=236

The National Citizen Survey™

Table 53: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	22%	N=51
Very good	41%	N=97
Good	30%	N=70
Fair	7%	N=16
Poor	1%	N=1
Total	100%	N=236

Table 54: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be	Percent	Number
Very positive	8%	N=18
Somewhat positive	28%	N=65
Neutral	51%	N=121
Somewhat negative	13%	N=31
Very negative	0%	N=1
Total	100%	N=236

Table 55: Question D4

What is your employment status?	Percent	Number
Working full time for pay	73%	N=173
Working part time for pay	9%	N=21
Unemployed, looking for paid work	3%	N=6
Unemployed, not looking for paid work	2%	N=4
Fully retired	14%	N=32
Total	100%	N=236

Table 56: Question D5

Do you work inside the boundaries of Pearland?	Percent	Number
Yes, outside the home	20%	N=47
Yes, from home	7%	N=16
No	73%	N=169
Total	100%	N=232

The National Citizen Survey™

Table 57: Question D6

How many years have you lived in Pearland?	Percent	Number
Less than 2 years	18%	N=42
2 to 5 years	18%	N=43
6 to 10 years	24%	N=57
11 to 20 years	23%	N=53
More than 20 years	17%	N=41
Total	100%	N=236

Table 58: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	85%	N=200
Building with two or more homes (duplex, townhome, apartment or condominium)	14%	N=32
Mobile home	1%	N=2
Other	0%	N=1
Total	100%	N=235

Table 59: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	20%	N=47
Owned	80%	N=187
Total	100%	N=234

Table 60: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	1%	N=2
\$300 to \$599 per month	5%	N=12
\$600 to \$999 per month	15%	N=35
\$1,000 to \$1,499 per month	26%	N=61
\$1,500 to \$2,499 per month	38%	N=89
\$2,500 to \$3,499 per month	12%	N=27
\$3,500 or more per month	3%	N=8
Total	100%	N=233

Table 61: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	49%	N=115
Yes	51%	N=119
Total	100%	N=235

The National Citizen Survey™

Table 62: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	78%	N=184
Yes	22%	N=51
Total	100%	N=235

Table 63: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	3%	N=7
\$25,000 to \$49,999	13%	N=29
\$50,000 to \$99,999	29%	N=67
\$100,000 to \$149,999	34%	N=77
\$150,000 to \$249,999	18%	N=41
\$250,000 or more	4%	N=9
Total	100%	N=230

Table 64: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	82%	N=191
Yes, I consider myself to be Spanish, Hispanic or Latino	18%	N=42
Total	100%	N=233

Table 65: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=3
Asian, Asian Indian or Pacific Islander	13%	N=31
Black or African American	13%	N=29
White	65%	N=152
Other	10%	N=22

Total may exceed 100% as respondents could select more than one option.

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Table 66: Question D15

In which category is your age?	Percent	Number
18 to 24 years	1%	N=2
25 to 34 years	30%	N=70
35 to 44 years	23%	N=54
45 to 54 years	22%	N=52
55 to 64 years	11%	N=25
65 to 74 years	7%	N=18
75 years or older	6%	N=14
Total	100%	N=234

Table 67: Question D16

What is your sex?	Percent	Number
Female	53%	N=125
Male	47%	N=109
Total	100%	N=234

Table 68: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	66%	N=155
Land line	13%	N=31
Both	21%	N=49
Total	100%	N=235

Table 69: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Recycle at home	3%	N=8	4%	N=10	10%	N=23	21%	N=50	62%	N=145	100%	N=236
Purchase goods or services from a business located in Pearland	2%	N=4	0%	N=0	12%	N=27	50%	N=117	37%	N=87	100%	N=235
Eat at least 5 portions of fruits and vegetables a day	4%	N=9	10%	N=22	42%	N=97	26%	N=62	19%	N=43	100%	N=234
Participate in moderate or vigorous physical activity	3%	N=6	15%	N=35	37%	N=88	24%	N=57	21%	N=50	100%	N=235
Read or watch local news (via television, paper, computer, etc.)	2%	N=5	12%	N=29	20%	N=47	26%	N=61	40%	N=95	100%	N=236
Vote in local elections	12%	N=29	9%	N=21	16%	N=37	26%	N=61	37%	N=88	100%	N=236

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Table 70: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	22%	N=51
Very good	41%	N=97
Good	30%	N=70
Fair	7%	N=16
Poor	1%	N=1
Total	100%	N=236

Table 71: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	8%	N=18
Somewhat positive	28%	N=65
Neutral	51%	N=121
Somewhat negative	13%	N=31
Very negative	0%	N=1
Total	100%	N=236

Table 72: Question D4

What is your employment status?	Percent	Number
Working full time for pay	73%	N=173
Working part time for pay	9%	N=21
Unemployed, looking for paid work	3%	N=6
Unemployed, not looking for paid work	2%	N=4
Fully retired	14%	N=32
Total	100%	N=236

Table 73: Question D5

Do you work inside the boundaries of Pearland?	Percent	Number
Yes, outside the home	20%	N=47
Yes, from home	7%	N=16
No	73%	N=169
Total	100%	N=232

Table 74: Question D6

How many years have you lived in Pearland?	Percent	Number
Less than 2 years	18%	N=42
2 to 5 years	18%	N=43
6 to 10 years	24%	N=57
11 to 20 years	23%	N=53
More than 20 years	17%	N=41
Total	100%	N=236

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Table 75: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	85%	N=200
Building with two or more homes (duplex, townhome, apartment or condominium)	14%	N=32
Mobile home	1%	N=2
Other	0%	N=1
Total	100%	N=235

Table 76: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	20%	N=47
Owned	80%	N=187
Total	100%	N=234

Table 77: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	1%	N=2
\$300 to \$599 per month	5%	N=12
\$600 to \$999 per month	15%	N=35
\$1,000 to \$1,499 per month	26%	N=61
\$1,500 to \$2,499 per month	38%	N=89
\$2,500 to \$3,499 per month	12%	N=27
\$3,500 or more per month	3%	N=8
Total	100%	N=233

Table 78: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	49%	N=115
Yes	51%	N=119
Total	100%	N=235

Table 79: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	78%	N=184
Yes	22%	N=51
Total	100%	N=235

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Table 80: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	3%	N=7
\$25,000 to \$49,999	13%	N=29
\$50,000 to \$99,999	29%	N=67
\$100,000 to \$149,999	34%	N=77
\$150,000 to \$249,999	18%	N=41
\$250,000 or more	4%	N=9
Total	100%	N=230

Table 81: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	82%	N=191
Yes, I consider myself to be Spanish, Hispanic or Latino	18%	N=42
Total	100%	N=233

Table 82: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=3
Asian, Asian Indian or Pacific Islander	13%	N=31
Black or African American	13%	N=29
White	65%	N=152
Other	10%	N=22

Total may exceed 100% as respondents could select more than one option.

Table 83: Question D15

In which category is your age?	Percent	Number
18 to 24 years	1%	N=2
25 to 34 years	30%	N=70
35 to 44 years	23%	N=54
45 to 54 years	22%	N=52
55 to 64 years	11%	N=25
65 to 74 years	7%	N=18
75 years or older	6%	N=14
Total	100%	N=234

Table 84: Question D16

What is your sex?	Percent	Number
Female	53%	N=125
Male	47%	N=109
Total	100%	N=234

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Table 85: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	66%	N=155
Land line	13%	N=31
Both	21%	N=49
Total	100%	N=235

Appendix B: Benchmark Comparisons

Comparison Data

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Citizen Survey™. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. The City of Pearland chose to have comparisons made to the entire database.

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Pearland’s “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month. The second column is the rank assigned to Pearland’s rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Pearland’s rating to the benchmark.

In that final column, Pearland’s results are noted as being “higher” than the benchmark, “lower” than the benchmark or “similar” to the benchmark, meaning that the average rating given by Pearland residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as “much higher” or “much lower.”

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

National Benchmark Comparisons

Table 86: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Pearland	85%	180	394	Similar
Overall image or reputation of Pearland	75%	123	303	Similar
Pearland as a place to live	91%	148	343	Similar
Your neighborhood as a place to live	88%	66	266	Similar
Pearland as a place to raise children	90%	100	334	Similar
Pearland as a place to retire	68%	147	317	Similar
Overall appearance of Pearland	74%	154	313	Similar

Table 87: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Pearland	87%	90	187	Similar
	In your neighborhood during the day	95%	172	305	Similar
	In Pearland's downtown/commercial area during the day	88%	185	260	Similar
Mobility	Overall ease of getting to the places you usually have to visit	56%	94	98	Lower
	Availability of paths and walking trails	39%	227	261	Lower
	Ease of walking in Pearland	33%	241	252	Much lower
	Ease of travel by bicycle in Pearland	21%	258	260	Much lower
	Ease of travel by car in Pearland	43%	243	257	Lower
	Traffic flow on major streets	24%	284	296	Lower
Natural Environment	Quality of overall natural environment in Pearland	67%	176	241	Similar
	Cleanliness of Pearland	78%	107	229	Similar
Built Environment	Overall "built environment" of Pearland (including overall design, buildings, parks and transportation systems)	45%	79	94	Lower
	Overall quality of new development in Pearland	67%	54	246	Similar
	Availability of affordable quality housing	64%	28	260	Higher
	Variety of housing options	74%	30	235	Higher
	Public places where people want to spend time	56%	63	88	Similar
Economy	Overall economic health of Pearland	80%	25	98	Higher
	Overall quality of business and service establishments in Pearland	69%	85	229	Similar
	Cost of living in Pearland	56%	14	92	Similar
	Shopping opportunities	74%	43	251	Higher
	Employment opportunities	46%	61	269	Similar
	Pearland as a place to visit	47%	78	107	Lower
	Pearland as a place to work	65%	133	312	Similar
	Health and wellness opportunities in Pearland	76%	40	94	Similar
	Availability of preventive health services	72%	34	190	Similar
	Availability of affordable quality health care	77%	27	222	Higher
Recreation and Wellness	Availability of affordable quality food	71%	51	190	Similar
	Recreational opportunities	54%	195	264	Similar
	Fitness opportunities (including exercise classes and paths or trails, etc.)	57%	69	92	Similar
Education and Enrichment	Overall opportunities for education and enrichment	71%	49	93	Similar
	Opportunities to participate in religious or spiritual events and activities	70%	136	177	Similar
	Opportunities to attend cultural/arts/music activities	28%	234	254	Lower

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Adult educational opportunities	47%	62	84	Similar
	K-12 education	83%	67	222	Similar
	Availability of affordable quality child care/preschool	70%	20	220	Higher
Community Engagement	Opportunities to participate in social events and activities	46%	181	216	Similar
	Neighborliness of Pearland	58%	50	88	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	61%	102	248	Similar
	Opportunities to participate in community matters	54%	155	230	Similar
	Opportunities to volunteer	63%	179	227	Similar

Table 88: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Pearland	78%	141	382	Similar
Overall customer service by Pearland employees(police, fire, public works, receptionists, planners, etc.)	78%	157	320	Similar
Value of services for the taxes paid to Pearland	54%	201	355	Similar
Overall direction that Pearland is taking	70%	64	281	Similar
Job Pearland government does at welcoming citizen involvement	52%	146	269	Similar
Overall confidence in Pearland government	68%	21	94	Similar
Generally acting in the best interest of the community	69%	29	93	Similar
Being honest	67%	27	91	Similar
Treating all residents fairly	63%	24	92	Similar
Services provided by the Federal Government	43%	50	214	Similar

Table 89: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police services	88%	70	375	Similar
	Fire services	93%	138	311	Similar
	Ambulance or emergency medical services	90%	156	303	Similar
	Crime prevention	79%	77	306	Similar
	Fire prevention and education	74%	129	252	Similar
	Animal control	64%	125	287	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	64%	118	244	Similar
Mobility	Traffic enforcement	65%	154	330	Similar
	Street repair	50%	177	379	Similar
	Street cleaning	60%	134	266	Similar
	Street lighting	59%	145	268	Similar
	Sidewalk maintenance	50%	175	270	Similar
	Traffic signal timing	39%	192	216	Similar
Natural Environment	Garbage collection	89%	165	305	Similar
	Recycling	85%	132	315	Similar
	Yard waste pick-up	83%	87	227	Similar
	Drinking water	64%	199	292	Similar
Built Environment	Pearland open space	54%	71	95	Similar
	Storm Drainage	72%	66	315	Similar
	Sewer services	80%	112	277	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Utility billing	69%	49	84	Similar
	Land use, planning and zoning	47%	142	255	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	52%	154	316	Similar
Economy	Economic development	66%	39	245	Higher
	City parks	76%	203	279	Similar
	Recreation programs or classes	66%	192	284	Similar
Recreation and Wellness	Recreation centers or facilities	65%	137	235	Similar
	Health services	75%	44	167	Similar
Education and Enrichment	City-sponsored special events	55%	77	100	Similar
	Public library services	79%	226	293	Similar
Community Engagement	Public information services	66%	140	246	Similar

Table 90: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	59%	153	267	Similar
Recommend living in Pearland to someone who asks	92%	88	239	Similar
Remain in Pearland for the next five years	90%	47	236	Similar
Contacted Pearland (in-person, phone, email or web) for help or information	43%	178	277	Similar

Table 91: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Stocked supplies in preparation for an emergency	48%	15	81	Higher
	Did NOT report a crime to the police	83%	35	91	Similar
Safety	Household member was NOT a victim of a crime	91%	72	235	Similar
	Carpooled with other adults or children instead of driving alone	33%	80	87	Lower
Mobility	Walked or biked instead of driving	35%	84	90	Much lower
	Made efforts to conserve water	81%	46	84	Similar
	Made efforts to make your home more energy efficient	71%	77	84	Similar
Natural Environment	Recycle at home	93%	71	221	Similar
	Did NOT observe a code violation or other hazard in Pearland	58%	40	84	Similar
Built Environment	NOT experiencing housing costs stress	75%	41	217	Similar
	Purchase goods or services from a business located in Pearland	98%	19	87	Similar
Economy	Economy will have positive impact on income	35%	19	220	Higher
	Work inside boundaries of Pearland	27%	74	87	Lower
	Used Pearland recreation centers or their services	48%	162	198	Similar
	Visited a neighborhood park or City park	76%	204	233	Similar
	Eat at least 5 portions of fruits and vegetables a day	86%	25	84	Similar
Recreation and Wellness	Participate in moderate or vigorous physical activity	83%	60	85	Similar
	In very good to excellent health	63%	43	86	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Education and Enrichment	Used Pearland public libraries or their services	54%	185	205	Lower
	Participated in religious or spiritual activities in Pearland	53%	76	173	Similar
	Attended City-sponsored event	39%	77	88	Lower
Community Engagement	Campaigned or advocated for an issue, cause or candidate	17%	67	81	Similar
	Contacted Pearland elected officials (in-person, phone, email or web) to express your opinion	15%	49	86	Similar
	Volunteered your time to some group/activity in Pearland	33%	171	226	Similar
	Talked to or visited with your immediate neighbors	90%	50	87	Similar
	Attended a local public meeting	17%	181	227	Similar
	Watched (online or on television) a local public meeting	13%	177	184	Lower
	Read or watch local news (via television, paper, computer, etc.)	86%	54	86	Similar
	Vote in local elections	79%	116	219	Similar

Communities included in national comparisons

The communities included in Pearland’s comparisons are listed on the following pages along with their population according to the 2010 Census.

Abilene city, KS.....	6,844	Bellevue city, WA	122,363
Adams County, CO	441,603	Bellingham city, WA	80,885
Airway Heights city, WA	6,114	Beltrami County, MN	44,442
Albany city, OR	50,158	Benbrook city, TX.....	21,234
Albemarle County, VA.....	98,970	Bend city, OR.....	76,639
Albert Lea city, MN.....	18,016	Benicia city, CA	26,997
Algonquin village, IL.....	30,046	Bettendorf city, IA.....	33,217
Aliso Viejo city, CA	47,823	Billings city, MT.....	104,170
Altoona city, IA	14,541	Blaine city, MN.....	57,186
Ames city, IA	58,965	Bloomfield Hills city, MI	3,869
Andover CDP, MA.....	8,762	Bloomington city, IL	76,610
Ankeny city, IA	45,582	Bloomington city, MN	82,893
Ann Arbor city, MI.....	113,934	Blue Springs city, MO	52,575
Annapolis city, MD	38,394	Boise City city, ID	205,671
Apple Valley town, CA	69,135	Boonville city, MO	8,319
Arapahoe County, CO.....	572,003	Boulder city, CO.....	97,385
Arkansas City city, AR.....	366	Boulder County, CO.....	294,567
Arlington city, TX	365,438	Bowling Green city, KY	58,067
Arlington County, VA.....	207,627	Brentwood city, MO.....	8,055
Arvada city, CO	106,433	Brentwood city, TN	37,060
Ashland city, OR	20,078	Brighton city, CO.....	33,352
Ashland town, VA.....	7,225	Bristol city, TN	26,702
Aspen city, CO	6,658	Broken Arrow city, OK	98,850
Auburn city, AL	53,380	Brookfield city, WI	37,920
Auburn city, WA.....	70,180	Brookline CDP, MA	58,732
Aurora city, CO	325,078	Brookline town, NH	4,991
Austin city, TX	790,390	Broomfield city, CO	55,889
Bainbridge Island city, WA.....	23,025	Brownsburg town, IN	21,285
Baltimore city, MD.....	620,961	Bryan city, TX	76,201
Baltimore County, MD	805,029	Burien city, WA.....	33,313
Battle Creek city, MI.....	52,347	Burleson city, TX.....	36,690
Bay City city, MI.....	34,932	Cabarrus County, NC.....	178,011
Baytown city, TX.....	71,802	Cambridge city, MA.....	105,162
Bedford city, TX.....	46,979	Canton city, SD.....	3,057
Bedford town, MA	13,320	Cape Coral city, FL.....	154,305

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Cape Girardeau city, MO.....	37,941	Dublin city, OH	41,751
Carlisle borough, PA.....	18,682	Duluth city, MN.....	86,265
Carlsbad city, CA.....	105,328	Duncanville city, TX.....	38,524
Cartersville city, GA.....	19,731	Durham city, NC	228,330
Cary town, NC	135,234	East Baton Rouge Parish, LA.....	440,171
Casa Grande city, AZ.....	48,571	East Grand Forks city, MN	8,601
Casper city, WY	55,316	East Lansing city, MI	48,579
Castine town, ME.....	1,366	Eau Claire city, WI	65,883
Castle Pines North city, CO	10,360	Eden Prairie city, MN.....	60,797
Castle Rock town, CO.....	48,231	Edgerton city, KS	1,671
Cedar Falls city, IA.....	39,260	Edina city, MN	47,941
Cedar Rapids city, IA.....	126,326	Edmond city, OK.....	81,405
Centennial city, CO.....	100,377	Edmonds city, WA.....	39,709
Centralia city, IL	13,032	El Cerrito city, CA.....	23,549
Chambersburg borough, PA.....	20,268	El Dorado County, CA.....	181,058
Chandler city, AZ	236,123	El Paso city, TX.....	649,121
Chanhassen city, MN.....	22,952	Elk Grove city, CA	153,015
Chapel Hill town, NC	57,233	Elk River city, MN.....	22,974
Charlotte city, NC.....	731,424	Elko New Market city, MN.....	4,110
Charlotte County, FL.....	159,978	Elmhurst city, IL.....	44,121
Charlottesville city, VA.....	43,475	Encinitas city, CA	59,518
Chesterfield County, VA.....	316,236	Englewood city, CO.....	30,255
Chippewa Falls city, WI	13,661	Erie town, CO	18,135
Citrus Heights city, CA.....	83,301	Escambia County, FL.....	297,619
Clackamas County, OR	375,992	Estes Park town, CO.....	5,858
Clarendon Hills village, IL	8,427	Fairview town, TX	7,248
Clayton city, MO	15,939	Farmington Hills city, MI.....	79,740
Clearwater city, FL	107,685	Fayetteville city, NC.....	200,564
Cleveland Heights city, OH	46,121	Fishers town, IN	76,794
Clive city, IA	15,447	Flagstaff city, AZ.....	65,870
Clovis city, CA.....	95,631	Flower Mound town, TX.....	64,669
College Park city, MD	30,413	Flushing city, MI	8,389
College Station city, TX	93,857	Forest Grove city, OR	21,083
Colleyville city, TX.....	22,807	Fort Collins city, CO.....	143,986
Collinsville city, IL	25,579	Fort Smith city, AR.....	86,209
Columbia city, MO.....	108,500	Fort Worth city, TX.....	741,206
Columbia city, SC.....	129,272	Fountain Hills town, AZ	22,489
Columbus city, WI.....	4,991	Franklin city, TN.....	62,487
Commerce City city, CO.....	45,913	Fredericksburg city, VA.....	24,286
Concord city, CA	122,067	Freeport CDP, ME	1,485
Concord town, MA.....	17,668	Freeport city, IL	25,638
Conyers city, GA	15,195	Fremont city, CA	214,089
Cookeville city, TN	30,435	Friendswood city, TX.....	35,805
Coon Rapids city, MN	61,476	Fruita city, CO.....	12,646
Cooper City city, FL.....	28,547	Gahanna city, OH.....	33,248
Coronado city, CA	18,912	Gainesville city, FL	124,354
Corvallis city, OR.....	54,462	Gaithersburg city, MD.....	59,933
Creve Coeur city, MO	17,833	Galveston city, TX	47,743
Cross Roads town, TX	1,563	Garden City city, KS	26,658
Crystal Lake city, IL.....	40,743	Gardner city, KS.....	19,123
Dade City city, FL.....	6,437	Geneva city, NY	13,261
Dakota County, MN.....	398,552	Georgetown city, TX.....	47,400
Dallas city, OR	14,583	Gilbert town, AZ.....	208,453
Dallas city, TX.....	1,197,816	Gillette city, WY	29,087
Dardenne Prairie city, MO.....	11,494	Globe city, AZ	7,532
Davenport city, IA.....	99,685	Golden Valley city, MN.....	20,371
Davidson town, NC.....	10,944	Goodyear city, AZ	65,275
Decatur city, GA.....	19,335	Grafton village, WI	11,459
Delray Beach city, FL.....	60,522	Grand Blanc city, MI.....	8,276
Denison city, TX.....	22,682	Grand Island city, NE	48,520
Denver city, CO.....	600,158	Grass Valley city, CA	12,860
Derby city, KS.....	22,158	Greeley city, CO.....	92,889
Des Moines city, IA	203,433	Green Valley CDP, AZ.....	21,391
Des Peres city, MO.....	8,373	Greenwood Village city, CO.....	13,925
Destin city, FL.....	12,305	Greer city, SC	25,515
Dewey-Humboldt town, AZ	3,894	Guilford County, NC	488,406
Dorchester County, MD	32,618	Gunnison County, CO	15,324
Dothan city, AL.....	65,496	Gurnee village, IL.....	31,295
Douglas County, CO.....	285,465	Hailey city, ID	7,960
Dover city, NH	29,987	Haines Borough, AK	2,508

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Hallandale Beach city, FL.....	37,113	Lee County, FL.....	618,754
Hamilton city, OH.....	62,477	Lee's Summit city, MO.....	91,364
Hampton city, VA.....	137,436	Lehi city, UT.....	47,407
Hanover County, VA.....	99,863	Lenexa city, KS.....	48,190
Harrisonburg city, VA.....	48,914	Lewis County, NY.....	27,087
Harrisonville city, MO.....	10,019	Lewiston city, ME.....	36,592
Hayward city, CA.....	144,186	Lincoln city, NE.....	258,379
Henderson city, NV.....	257,729	Lindsborg city, KS.....	3,458
Hermiston city, OR.....	16,745	Littleton city, CO.....	41,737
High Point city, NC.....	104,371	Livermore city, CA.....	80,968
Highland Park city, IL.....	29,763	Lone Tree city, CO.....	10,218
Highlands Ranch CDP, CO.....	96,713	Longmont city, CO.....	86,270
Hillsborough town, NC.....	6,087	Longview city, TX.....	80,455
Holden town, MA.....	17,346	Los Alamos County, NM.....	17,950
Holland city, MI.....	33,051	Louisville city, CO.....	18,376
Honolulu County, HI.....	953,207	Lynchburg city, VA.....	75,568
Hooksett town, NH.....	13,451	Lynnwood city, WA.....	35,836
Hopkins city, MN.....	17,591	Madison city, WI.....	233,209
Hopkinton town, MA.....	14,925	Mankato city, MN.....	39,309
Hoquiam city, WA.....	8,726	Maple Grove city, MN.....	61,567
Houston city, TX.....	2,099,451	Maple Valley city, WA.....	22,684
Hudson city, OH.....	22,262	Maricopa County, AZ.....	3,817,117
Hudson town, CO.....	2,356	Marin County, CA.....	252,409
Hudsonville city, MI.....	7,116	Maryland Heights city, MO.....	27,472
Huntersville town, NC.....	46,773	Matthews town, NC.....	27,198
Hurst city, TX.....	37,337	McAllen city, TX.....	129,877
Hutchinson city, MN.....	14,178	McDonough city, GA.....	22,084
Hutto city, TX.....	14,698	McKinney city, TX.....	131,117
Hyattsville city, MD.....	17,557	McMinnville city, OR.....	32,187
Independence city, MO.....	116,830	Mecklenburg County, NC.....	919,628
Indian Trail town, NC.....	33,518	Medford city, OR.....	74,907
Indianola city, IA.....	14,782	Menlo Park city, CA.....	32,026
Iowa City city, IA.....	67,862	Mercer Island city, WA.....	22,699
Issaquah city, WA.....	30,434	Meridian charter township, MI.....	39,688
Jackson County, MI.....	160,248	Meridian city, ID.....	75,092
James City County, VA.....	67,009	Merriam city, KS.....	11,003
Jefferson City city, MO.....	43,079	Merrill city, WI.....	9,661
Jefferson County, CO.....	534,543	Mesa city, AZ.....	439,041
Jefferson County, NY.....	116,229	Mesa County, CO.....	146,723
Jerome city, ID.....	10,890	Miami Beach city, FL.....	87,779
Johnson City city, TN.....	63,152	Miami city, FL.....	399,457
Johnson County, KS.....	544,179	Midland city, MI.....	41,863
Johnston city, IA.....	17,278	Milford city, DE.....	9,559
Jupiter town, FL.....	55,156	Milton city, GA.....	32,661
Kalamazoo city, MI.....	74,262	Minneapolis city, MN.....	382,578
Kansas City city, KS.....	145,786	Mission Viejo city, CA.....	93,305
Kansas City city, MO.....	459,787	Modesto city, CA.....	201,165
Keizer city, OR.....	36,478	Monterey city, CA.....	27,810
Kenmore city, WA.....	20,460	Montgomery County, MD.....	971,777
Kennedale city, TX.....	6,763	Montgomery County, VA.....	94,392
Kennett Square borough, PA.....	6,072	Montpelier city, VT.....	7,855
Kirkland city, WA.....	48,787	Monument town, CO.....	5,530
La Mesa city, CA.....	57,065	Mooreville town, NC.....	32,711
La Plata town, MD.....	8,753	Morristown city, TN.....	29,137
La Porte city, TX.....	33,800	Moscow city, ID.....	23,800
La Vista city, NE.....	15,758	Mountain Village town, CO.....	1,320
Lafayette city, CO.....	24,453	Mountlake Terrace city, WA.....	19,909
Laguna Beach city, CA.....	22,723	Munster town, IN.....	23,603
Laguna Hills city, CA.....	30,344	Muscatine city, IA.....	22,886
Laguna Niguel city, CA.....	62,979	Naperville city, IL.....	141,853
Lake Oswego city, OR.....	36,619	Needham CDP, MA.....	28,886
Lake Zurich village, IL.....	19,631	New Braunfels city, TX.....	57,740
Lakeville city, MN.....	55,954	New Brighton city, MN.....	21,456
Lakewood city, CO.....	142,980	New Hanover County, NC.....	202,667
Lane County, OR.....	351,715	New Orleans city, LA.....	343,829
Larimer County, CO.....	299,630	New Smyrna Beach city, FL.....	22,464
Las Cruces city, NM.....	97,618	Newberg city, OR.....	22,068
Las Vegas city, NV.....	583,756	Newport Beach city, CA.....	85,186
Lawrence city, KS.....	87,643	Newport city, RI.....	24,672
League City city, TX.....	83,560	Newport News city, VA.....	180,719

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Newton city, IA.....	15,254	Rehoboth Beach city, DE.....	1,327
Noblesville city, IN.....	51,969	Reno city, NV.....	225,221
Nogales city, AZ.....	20,837	Reston CDP, VA.....	58,404
Norfolk city, VA.....	242,803	Richmond city, CA.....	103,701
Norman city, OK.....	110,925	Richmond Heights city, MO.....	8,603
North Las Vegas city, NV.....	216,961	Rifle city, CO.....	9,172
Northglenn city, CO.....	35,789	River Falls city, WI.....	15,000
Novato city, CA.....	51,904	Riverdale city, UT.....	8,426
Novi city, MI.....	55,224	Riverside city, CA.....	303,871
O'Fallon city, IL.....	28,281	Riverside city, MO.....	2,937
O'Fallon city, MO.....	79,329	Rochester city, MI.....	12,711
Oak Park village, IL.....	51,878	Rochester Hills city, MI.....	70,995
Oakland Park city, FL.....	41,363	Rock Hill city, SC.....	66,154
Oakley city, CA.....	35,432	Rockford city, IL.....	152,871
Ogdensburg city, NY.....	11,128	Rockville city, MD.....	61,209
Oklahoma City city, OK.....	579,999	Rogers city, MN.....	8,597
Olathe city, KS.....	125,872	Rolla city, MO.....	19,559
Old Town city, ME.....	7,840	Roselle village, IL.....	22,763
Olmsted County, MN.....	144,248	Roswell city, GA.....	88,346
Orland Park village, IL.....	56,767	Round Rock city, TX.....	99,887
Oshkosh city, WI.....	66,083	Royal Oak city, MI.....	57,236
Otsego County, MI.....	24,164	Saco city, ME.....	18,482
Overland Park city, KS.....	173,372	Sahuarita town, AZ.....	25,259
Oviedo city, FL.....	33,342	Salida city, CO.....	5,236
Paducah city, KY.....	25,024	Salt Lake City city, UT.....	186,440
Palm Coast city, FL.....	75,180	Sammamish city, WA.....	45,780
Palm Springs city, CA.....	44,552	San Anselmo town, CA.....	12,336
Palo Alto city, CA.....	64,403	San Antonio city, TX.....	1,327,407
Panama City city, FL.....	36,484	San Carlos city, CA.....	28,406
Papillion city, NE.....	18,894	San Diego city, CA.....	1,307,402
Park City city, UT.....	7,558	San Francisco city, CA.....	805,235
Parker town, CO.....	45,297	San Jose city, CA.....	945,942
Parkland city, FL.....	23,962	San Juan County, NM.....	130,044
Pasadena city, CA.....	137,122	San Marcos city, CA.....	83,781
Pasco city, WA.....	59,781	San Marcos city, TX.....	44,894
Pasco County, FL.....	464,697	San Rafael city, CA.....	57,713
Peachtree City city, GA.....	34,364	Sanford Springs city, GA.....	93,853
Pearland city, TX.....	91,252	Sanford city, FL.....	53,570
Peoria city, AZ.....	154,065	Sangamon County, IL.....	197,465
Peoria city, IL.....	115,007	Santa Clarita city, CA.....	176,320
Peoria County, IL.....	186,494	Santa Fe County, NM.....	144,170
Peters township, PA.....	21,213	Santa Monica city, CA.....	89,736
Petoskey city, MI.....	5,670	Sarasota County, FL.....	379,448
Pflugerville city, TX.....	46,936	Savage city, MN.....	26,911
Phoenix city, AZ.....	1,445,632	Savannah city, GA.....	136,286
Pinal County, AZ.....	375,770	Scarborough CDP, ME.....	4,403
Pinehurst village, NC.....	13,124	Schaumburg village, IL.....	74,227
Piqua city, OH.....	20,522	Scott County, MN.....	129,928
Pitkin County, CO.....	17,148	Scottsdale city, AZ.....	217,385
Platte City city, MO.....	4,691	Seaside city, CA.....	33,025
Plymouth city, MN.....	70,576	SeaTac city, WA.....	26,909
Pocatello city, ID.....	54,255	Sevierville city, TN.....	14,807
Polk County, IA.....	430,640	Sheboygan city, WI.....	49,288
Port Huron city, MI.....	30,184	Shoreview city, MN.....	25,043
Port Orange city, FL.....	56,048	Shorewood city, MN.....	7,307
Port St. Lucie city, FL.....	164,603	Shorewood village, IL.....	15,615
Portland city, OR.....	583,776	Shorewood village, WI.....	13,162
Post Falls city, ID.....	27,574	Sioux Center city, IA.....	7,048
Prince William County, VA.....	402,002	Sioux Falls city, SD.....	153,888
Prior Lake city, MN.....	22,796	Skokie village, IL.....	64,784
Provo city, UT.....	112,488	Snellville city, GA.....	18,242
Pueblo city, CO.....	106,595	South Kingstown town, RI.....	30,639
Purcellville town, VA.....	7,727	South Lake Tahoe city, CA.....	21,403
Queen Creek town, AZ.....	26,361	South Portland city, ME.....	25,002
Radford city, VA.....	16,408	Southborough town, MA.....	9,767
Radnor township, PA.....	31,531	Southlake city, TX.....	26,575
Ramsey city, MN.....	23,668	Sparks city, NV.....	90,264
Rapid City city, SD.....	67,956	Spokane Valley city, WA.....	89,755
Raymore city, MO.....	19,206	Spring Hill city, KS.....	5,437
Redmond city, WA.....	54,144	Springboro city, OH.....	17,409

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Springfield city, MO.....	159,498	Wake Forest town, NC.....	30,117
Springfield city, OR	59,403	Walnut Creek city, CA.....	64,173
Springville city, UT	29,466	Washington County, MN	238,136
St. Charles city, IL.....	32,974	Washoe County, NV	421,407
St. Cloud city, FL.....	35,183	Watauga city, TX	23,497
St. Cloud city, MN	65,842	Wauwatosa city, WI	46,396
St. Joseph city, MO	76,780	Waverly city, IA	9,874
St. Louis County, MN.....	200,226	Weddington town, NC	9,459
St. Louis Park city, MN	45,250	Wentzville city, MO.....	29,070
Stallings town, NC.....	13,831	West Carrollton city, OH	13,143
State College borough, PA	42,034	West Chester borough, PA.....	18,461
Sterling Heights city, MI	129,699	West Des Moines city, IA.....	56,609
Sugar Grove village, IL	8,997	West Richland city, WA.....	11,811
Sugar Land city, TX.....	78,817	Westerville city, OH.....	36,120
Summit city, NJ.....	21,457	Westlake town, TX	992
Summit County, UT.....	36,324	Westminster city, CO.....	106,114
Sunnyvale city, CA	140,081	Weston town, MA.....	11,261
Surprise city, AZ.....	117,517	Wheat Ridge city, CO	30,166
Suwanee city, GA.....	15,355	White House city, TN	10,255
Tacoma city, WA.....	198,397	Whitewater township, MI.....	2,597
Takoma Park city, MD	16,715	Wichita city, KS.....	382,368
Tamarac city, FL	60,427	Williamsburg city, VA.....	14,068
Temecula city, CA	100,097	Wilmington city, NC.....	106,476
Temple city, TX.....	66,102	Wilsonville city, OR.....	19,509
The Woodlands CDP, TX.....	93,847	Winchester city, VA	26,203
Thornton city, CO.....	118,772	Windsor town, CO.....	18,644
Thousand Oaks city, CA.....	126,683	Windsor town, CT	29,044
Tracy city, CA	82,922	Winnetka village, IL	12,187
Tualatin city, OR	26,054	Winston-Salem city, NC	229,617
Tulsa city, OK	391,906	Winter Garden city, FL.....	34,568
Twin Falls city, ID	44,125	Woodland city, CA.....	55,468
Tyler city, TX	96,900	Woodland city, WA.....	5,509
Umatilla city, OR	6,906	Wrentham town, MA	10,955
Upper Arlington city, OH.....	33,771	Wyandotte city, MI.....	25,883
Urbandale city, IA	39,463	Yakima city, WA.....	91,067
Vail town, CO.....	5,305	York County, VA.....	65,464
Vancouver city, WA.....	161,791	Yorktown town, IN.....	9,405
Ventura CCD, CA.....	111,889	Yuma city, AZ	93,064
Vestavia Hills city, AL	34,033		
Virginia Beach city, VA.....	437,994		

Appendix C: Detailed Survey Methods

The National Citizen Survey (The NCS™), conducted by National Research Center, Inc., was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. The City of Pearland funded this research. Please contact Sparkle Anderson of the Pearland office at SAnderson@pearlandtx.gov if you have any questions about the survey.

Survey Validity

The question of survey validity has two parts: 1) how can a community be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire community. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting for a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality

with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Resident opinion commonly reflects objective performance data but is an important measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

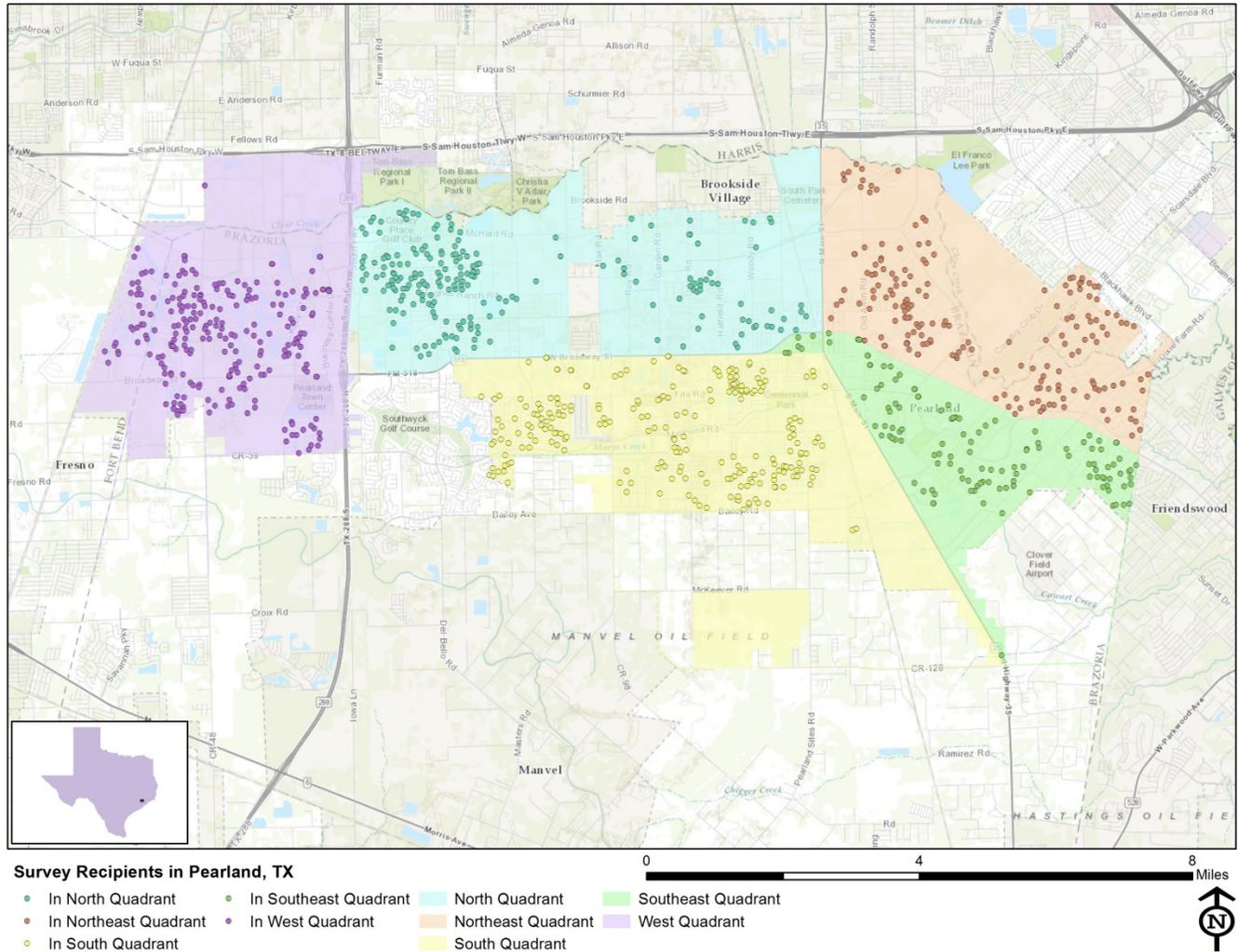
Survey Sampling

"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Pearland were eligible to participate in the survey. A list of all households within the zip codes serving Pearland was purchased based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Pearland households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file (updated on a quarterly basis) and addresses located outside of the City of Pearland boundaries were removed from consideration. Each address identified as being within City boundaries was further identified as being within one of the five geographic areas.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *Nth* one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be sampled at an actual rate that is slightly above or below that).

An individual within each household was selected 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.

Figure 1: Location of Survey Recipients



Survey Administration and Response

Selected households received three mailings, one week apart, beginning on December 30, 2014. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor and City Manager inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. Respondents could opt to take the survey online and both cover letters contained paragraphs in Spanish instructing participants on how they could complete the survey online in Spanish. Completed surveys were collected over the following six weeks.

About 3% of the 1,200 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 1,166 households that received the survey, 238 completed the survey, providing an overall response rate of 20%; average response rates for a mailed resident survey range from 25% to 40%. Of the 238 completed surveys, one was completed in Spanish and 25 were completed online. Additionally, responses were tracked by area; response rates by geographic area ranged from 13% to 31%.

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Table 92: Survey Response Rates by Area

	Number mailed	Undeliverable	Eligible	Returned	Response rate
North	204	6	198	61	31%
North East	209	2	207	49	24%
South	271	14	257	53	21%
South East	169	4	165	32	19%
West	347	8	339	43	13%
Overall	1,200	34	1,166	238	20%

Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions.¹

The margin of error for the City of Pearland survey is no greater than plus or minus six percentage points around any given percent reported for the entire sample (238 completed surveys).

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. 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; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

Survey Data Weighting

The demographic characteristics of the survey sample were compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of Pearland. The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. The characteristics used for weighting were housing tenure, housing unit type, ethnicity and sex and age. The results of the weighting scheme are presented in the following table.

¹ A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

The National Citizen Survey™

Table 93: Pearland, TX 2015 Weighting Table

	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	20%	12%	20%
Own home	80%	88%	80%
Detached unit	86%	91%	86%
Attached unit	14%	9%	14%
Race and Ethnicity			
White	64%	67%	63%
Not white	36%	33%	37%
Not Hispanic	82%	87%	82%
Hispanic	18%	13%	18%
Sex and Age			
Female	52%	54%	53%
Male	48%	46%	47%
18-34 years of age	32%	14%	31%
35-54 years of age	45%	32%	45%
55+ years of age	24%	54%	24%
Females 18-34	17%	7%	16%
Females 35-54	23%	18%	24%
Females 55+	13%	28%	13%
Males 18-34	15%	7%	14%
Males 35-54	22%	14%	21%
Males 55+	11%	25%	11%
Geographic Area			
North	18%	26%	22%
North East	18%	21%	19%
South	24%	22%	23%
South East	14%	13%	13%
West	27%	18%	23%

Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Appendix D: Survey Materials

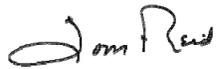
Dear Pearland Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better city!

Sincerely,



Tom Reid
Mayor/ Alcalde

Estimado Residente de Pearland,

¡No le tomará mucho de su tiempo para marcar una gran diferencia!

Su hogar ha sido elegido al azar para participar en una encuesta sobre su comunidad. Su encuesta le llegará dentro de pocos días.

¡Gracias por ayudar a crear una Pearland mejor!

Atentamente,



Clay Pearson
City Manager/El administrador municipal

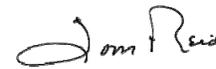
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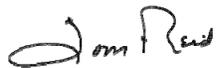
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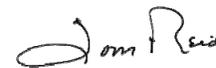
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Clay Pearson
City Manager/El administrador municipal



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Pearland, Texas 77581

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Permit NO. 94



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City of Pearland

3519 Liberty Drive
 Pearland, Texas 77581
 Tel: 281.652.1625
 pearlandtx.gov

January 2015

Dear City of Pearland Resident:

Please help us shape the future of Pearland! You have been selected at random to participate in the 2015 Pearland Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Pearland make decisions that affect our city.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

www.n-r-c.com/survey/pearlandtx.htm

If you have any questions about the survey please call 281.652.1625.

Thank you for your time and participation!

Sincerely,

Tom Reid
 Mayor/ Alcalde

Clay Pearson
 City Manager/ El administrador municipal

Estimado Residente de la Ciudad de Pearland:

¡Por favor ayúdenos a moldear el futuro de Pearland! Usted ha sido seleccionado al azar para participar en la Encuesta de Ciudadanos de Pearland del 2015.

Por favor tome unos minutos para completar la encuesta adjunta; si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta en español por medio de la red. Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Sus observaciones le ayudarán a Pearland tomar decisiones que afectarán a nuestra ciudad.

Algunas cosas para recordar:

- **Sus respuestas son completamente anónimas.**
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
- **Puede devolver la encuesta por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea en español en:**

www.n-r-c.com/survey/pearlandtx.htm

Para la versión en español haga clic en “Español” en la esquina superior a mano derecha.

Si tiene alguna pregunta sobre la encuesta por favor llame al 281.652.1625.

¡Gracias por su tiempo y participación!

Atentamente,



City of Pearland

3519 Liberty Drive
 Pearland, Texas 77581
 Tel: 281.652.1625
 pearlandtx.gov

January 2015

Dear City of Pearland Resident:

Here's a second chance if you haven't already responded to the 2015 Pearland Citizen Survey! **(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

Please help us shape the future of Pearland! You have been selected at random to participate in the 2015 Pearland Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Pearland make decisions that affect our city.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

www.n-r-c.com/survey/pearlandtx.htm

If you have any questions about the survey please call 281.652.1625.

Thank you for your time and participation!

Sincerely,

Tom Reid
 Mayor/ Alcalde

Estimado Residente de la Ciudad de Pearland:

¡Aquí tiene una segunda oportunidad si usted aún no ha respondido a la Encuesta de Ciudadanos de Pearland del 2015! **(Si usted la completó y la devolvió, le damos las gracias por su tiempo y le pedimos que recicle esta encuesta. Por favor no responda dos veces.)**

¡Por favor ayúdenos a moldear el futuro de Pearland! Usted ha sido seleccionado al azar para participar en la Encuesta de Ciudadanos de Pearland del 2015.

Por favor tome unos minutos para completar la encuesta adjunta; si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta en español por medio de la red. Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Sus observaciones le ayudarán a Pearland tomar decisiones que afectarán a nuestra ciudad.

Algunas cosas para recordar:

- **Sus respuestas son completamente anónimas.**
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
- **Puede devolver la encuesta por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea en español en:**

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Si tiene alguna pregunta sobre la encuesta por favor llame al 281.652.1625.

¡Gracias por su tiempo y participación!

Atentamente,

Clay Pearson
 City Manager/ El administrador municipal

The City of Pearland 2015 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Pearland:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Pearland as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
Pearland as a place to raise children.....	1	2	3	4	5
Pearland as a place to work.....	1	2	3	4	5
Pearland as a place to visit.....	1	2	3	4	5
Pearland as a place to retire.....	1	2	3	4	5
The overall quality of life in Pearland.....	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Pearland as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Overall feeling of safety in Pearland.....	1	2	3	4	5
Overall ease of getting to the places you usually have to visit.....	1	2	3	4	5
Quality of overall natural environment in Pearland.....	1	2	3	4	5
Overall "built environment" of Pearland (including overall design, buildings, parks and transportation systems).....	1	2	3	4	5
Health and wellness opportunities in Pearland.....	1	2	3	4	5
Overall opportunities for education and enrichment.....	1	2	3	4	5
Overall economic health of Pearland.....	1	2	3	4	5
Sense of community.....	1	2	3	4	5
Overall image or reputation of Pearland.....	1	2	3	4	5

3. 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 Pearland to someone who asks.....	1	2	3	4	5
Remain in Pearland for the next five years.....	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<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>
In your neighborhood during the day.....	1	2	3	4	5	6
In Pearland's commercial/retail areas during the day.....	1	2	3	4	5	6

5. Please rate each of the following characteristics as they relate to Pearland as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Traffic flow on major streets.....	1	2	3	4	5
Ease of travel by car in Pearland.....	1	2	3	4	5
Ease of travel by bicycle in Pearland.....	1	2	3	4	5
Ease of walking in Pearland.....	1	2	3	4	5
Availability of paths and walking trails.....	1	2	3	4	5
Cleanliness of Pearland.....	1	2	3	4	5
Overall appearance of Pearland.....	1	2	3	4	5
Public places where people want to spend time.....	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.).....	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food.....	1	2	3	4	5
Availability of affordable quality health care.....	1	2	3	4	5
Availability of preventive health services.....	1	2	3	4	5

6. Please rate each of the following characteristics as they relate to Pearland as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Availability of affordable quality child care/preschool	1	2	3	4	5
K-12 education	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Cost of living in Pearland.....	1	2	3	4	5
Overall quality of business and service establishments in Pearland	1	2	3	4	5
Overall quality of new development in Pearland.....	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
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Neighborliness of residents in Pearland	1	2	3	4	5

7. Please indicate whether or not you have done each of the following in the last 12 months.

	<i>No</i>	<i>Yes</i>
Made efforts to conserve water	1	2
Made efforts to make your home more energy efficient	1	2
Observed a code violation or other hazard in Pearland (weeds, abandoned buildings, etc.).....	1	2
Household member was a victim of a crime in Pearland	1	2
Reported a crime to the police in Pearland	1	2
Stocked supplies in preparation for an emergency	1	2
Campaigned or advocated for an issue, cause or candidate	1	2
Contacted the City of Pearland (in-person, phone, email or web) for help or information	1	2
Contacted Pearland elected officials (in-person, phone, email or web) to express your opinion.....	1	2

8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Pearland?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Used Pearland recreation centers or their services	1	2	3	4
Visited a neighborhood park or City park	1	2	3	4
Used Pearland public libraries or their services	1	2	3	4
Participated in religious or spiritual activities in Pearland	1	2	3	4
Attended a City-sponsored event.....	1	2	3	4
Carpooled with other adults or children instead of driving alone.....	1	2	3	4
Walked or biked instead of driving	1	2	3	4
Volunteered your time to some group/activity in Pearland	1	2	3	4
Talked to or visited with your immediate neighbors	1	2	3	4

9. Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Attended a local public meeting	1	2	3	4
Watched (online or on television) a local public meeting.....	1	2	3	4

The City of Pearland 2015 Citizen Survey

10. Please rate the quality of each of the following services in Pearland:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services	1	2	3	4	5
Fire services.....	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm Drainage	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
Utility billing.....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or 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
Health services	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Pearland open space	1	2	3	4	5
City-sponsored special events	1	2	3	4	5
Overall customer service by Pearland employees (police, fire, public works, receptionists, planners, etc.).....	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Pearland	1	2	3	4	5
The Federal Government.....	1	2	3	4	5
The County of Brazoria.....	1	2	3	4	5
The State of Texas.....	1	2	3	4	5
Municipal Utility District.....	1	2	3	4	5

12. Please rate the following categories of Pearland 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 Pearland	1	2	3	4	5
The overall direction that Pearland is taking.....	1	2	3	4	5
The job Pearland government does at welcoming citizen involvement.....	1	2	3	4	5
Overall confidence in Pearland government	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest.....	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5

13. Please rate how important, if at all, you think it is for the Pearland community to focus on each of the following in the coming two years:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Overall feeling of safety in Pearland	1	2	3	4
Overall ease of getting to the places you usually have to visit	1	2	3	4
Quality of overall natural environment in Pearland	1	2	3	4
Overall “built environment” of Pearland (including overall design, buildings, parks and transportation systems)	1	2	3	4
Health and wellness opportunities in Pearland	1	2	3	4
Overall opportunities for education and enrichment	1	2	3	4
Overall economic health of Pearland	1	2	3	4
Sense of community	1	2	3	4

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

	<i>Major source</i>	<i>Minor source</i>	<i>Not a source</i>
City website (pearlandtx.gov)	1	2	3
Local newspapers	1	2	3
Other local media (radio or local television stations)	1	2	3
The local government cable channel (Comcast Ch. 16/U-Verse Ch. 99)	1	2	3
City water bill insert	1	2	3
Other city publications (Pearland in Motion, Pearland Connect, or other)			
City Council meetings and other public meetings	1	2	3
Talking with City officials	1	2	3
City communications via social media (i.e. Facebook, Twitter, Instagram or YouTube)	1	2	3
City of Pearland e-mail blasts	1	2	3
Word-of-mouth	1	2	3

15. In a typical week, about how many days per week do you use each of the following corridors for travel for any purpose:

	<i>6 days a week or more</i>	<i>3-5 days a week</i>	<i>2 days a week or less</i>	<i>Not at all</i>
State Highway 288	1	2	3	4
State Highway 35/Main	1	2	3	4
Cullen Parkway	1	2	3	4
Beltway 8	1	2	3	4
Mykawa Rd.	1	2	3	4
Pearland Parkway	1	2	3	4
FM 518/Broadway	1	2	3	4

16. Please rate the overall ease of getting to each of the following destinations from the City of Pearland:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
TX Medical Center	1	2	3	4	5
Downtown Houston	1	2	3	4	5
Galleria	1	2	3	4	5
NASA Space Center area	1	2	3	4	5
Greenway Plaza	1	2	3	4	5
Westchase	1	2	3	4	5

17. The following services are provided by the Pearland Fire & Police Departments. Please indicate how familiar you are, if at all, with the following services:

	<i>Very familiar</i>	<i>Somewhat familiar</i>	<i>Not at all familiar</i>
Home security surveys	1	2	3
Fire extinguisher training	1	2	3
Pearland Volunteer Fire Academy	1	2	3
Citizen’s Police Academy	1	2	3
Project Childsafe	1	2	3
Safe Kids Greater Houston Car Seat Inspection Services	1	2	3

The City of Pearland 2015 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. How often, if at all, do you do each of the following, considering all of the times you could?

	<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Usually</i>	<i>Always</i>
Recycle at home	1	2	3	4	5
Purchase goods or services from a business located in Pearland	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day	1	2	3	4	5
Participate in moderate or vigorous physical activity	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.)	1	2	3	4	5
Vote in local elections.....	1	2	3	4	5

D2. Would you say that in general your health is:

- Excellent
 Very good
 Good
 Fair
 Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

D4. What is your employment status?

- Working full time for pay
 Working part time for pay
 Unemployed, looking for paid work
 Unemployed, not looking for paid work
 Fully retired

D5. Do you work inside the boundaries of Pearland?

- Yes, outside the home
 Yes, from home
 No

D6. How many years have you lived in Pearland?

- Less than 2 years
 11-20 years
 2-5 years
 More than 20 years
 6-10 years

D7. Which best describes the building you live in?

- One family house detached from any other houses
 Building with two or more homes (duplex, townhome, apartment or condominium)
 Mobile home
 Other

D8. Is this house, apartment or mobile home...

- Rented
 Owned

D9. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$300 per month
 \$300 to \$599 per month
 \$600 to \$999 per month
 \$1,000 to \$1,499 per month
 \$1,500 to \$2,499 per month
 \$2,500 to \$3,499 per month
 \$3,500 or more

D10. Do any children 17 or under live in your household?

- No
 Yes

D11. Are you or any other members of your household aged 65 or older?

- No
 Yes

D12. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$25,000
 \$25,000 to \$49,999
 \$50,000 to \$99,999
 \$100,000 to \$149,999
 \$150,000 to \$249,999
 \$250,000 or more

Please respond to both questions D13 and D14:

D13. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic or Latino
 Yes, I consider myself to be Spanish, Hispanic or Latino

D14. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
 Asian, Asian Indian or Pacific Islander
 Black or African American
 White
 Other

D15. In which category is your age?

- 18-24 years
 55-64 years
 25-34 years
 65-74 years
 35-44 years
 75 years or older
 45-54 years

D16. What is your sex?

- Female
 Male

D17. Do you consider a cell phone or land line your primary telephone number?

- Cell
 Land line
 Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



THE NCSTM
The National Citizen SurveyTM

Pearland, TX

Comparisons by Geographic Subgroups

2015



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by pre-determined geographic areas.

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between areas are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

The margin of error for this report is generally no greater than plus or minus six percentage points around any given percent reported for the entire sample (238 completed surveys). For each area (North, North East, South, South East and West), the margin of error rises to approximately plus or minus 17 percentage points since sample sizes were approximately 61 for the North, 49 for the North East, 53 for the South, 32 for the South East and 43 for the West. Notable differences between areas included the following:

- Respondents who live in the North East provided the highest ratings across all facets within the Pillar of Community Characteristics among the items denoted as significant when compared to their neighboring areas, with the exception of opportunities to participate in community matters— rated highest by residents living in the South East. Some of the items where differences were noted included traffic flow, ease of travel by car, fitness and recreational opportunities, overall opportunities for education/enrichment, opportunities to attend cultural/arts/music activities, opportunities to participate in religious or spiritual events/activities, opportunities to participate in social events/activities and opportunities to volunteer. Those who live in the West provided the least positive ratings for traffic flow and ease of travel by car.
- Within the Pillar of Governance, respondents in the North East felt most positively about the value of services for taxes paid, overall customer service by Pearland employees and the overall direction that Pearland is taking. Those who live in the North felt least positively about the value of services for taxes and the overall direction Pearland is taking, while respondents in the West were least satisfied with the overall customer service by Pearland employees. Respondents in the North were least satisfied with street repairs, while residents in the West reported being the most satisfied. Respondents in the North East provided the most positive ratings for traffic enforcement. Respondents living in the North East were also most satisfied with recreation programs or classes as well as the public library services; those living in the West area were the least satisfied with these services.
- The Pillar of Participation shows us that respondents who live in the South East were most likely to walk or bike instead of driving as well as visit a neighborhood or City park. Those who live in the North East were most likely to make an effort to make their home more energy efficient.
- When asked about ease of travel to specific areas in and around Pearland (such as Galleria, TX Medical Center, etc.) respondents living in the North East area of Pearland provided the most positive ratings for the overall ease of getting to each location listed and, with the exception of Westchase, respondents living in the West rated the overall ease of getting to those areas least positively. Respondents in the South gave the least positive rating for the overall ease of getting to Westchase. Differences between areas were also noted for the number of days residents reported using a variety of travel corridors.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Geographic Area					Overall
	North	North East	South	South East	West	
The overall quality of life in Pearland	79%	92%	87%	87%	81%	85%
Overall image or reputation of Pearland	71%	85%	74%	74%	72%	75%
Pearland as a place to live	88%	98%	90%	92%	88%	91%
Your neighborhood as a place to live	87%	90%	81%	90%	94%	88%
Pearland as a place to raise children	85%	90%	90%	94%	95%	90%
Pearland as a place to retire	56%	81%	62%	78%	69%	68%
Overall appearance of Pearland	71%	86%	65%	71%	78%	74%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area					Overall
	North	North East	South	South East	West	
Overall feeling of safety in Pearland	81%	89%	93%	85%	85%	87%
In your neighborhood during the day	94%	99%	97%	94%	91%	95%
In Pearland's commercial/retail areas during the day	84%	93%	88%	89%	88%	88%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area					Overall
	North	North East	South	South East	West	
Overall ease of getting to the places you usually have to visit	44%	68%	58%	66%	48%	56%
Traffic flow on major streets	19%	39%	27%	30%	9%	24%
Ease of travel by car in Pearland	35%	66%	48%	48%	24%	43%
Ease of travel by bicycle in Pearland	9%	25%	26%	22%	22%	21%
Ease of walking in Pearland	26%	36%	31%	38%	36%	33%
Availability of paths and walking trails	38%	46%	27%	40%	46%	39%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area					Overall
	North	North East	South	South East	West	
Quality of overall natural environment in Pearland	56%	69%	74%	68%	69%	67%
Cleanliness of Pearland	74%	82%	76%	67%	87%	78%

The National Citizen Survey™

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area					Overall
	North	North East	South	South East	West	
Overall "built environment" of Pearland (including overall design, buildings, parks and transportation systems)	34%	58%	49%	47%	40%	45%
Public places where people want to spend time	54%	74%	47%	57%	52%	56%
Variety of housing options	67%	88%	72%	77%	70%	74%
Availability of affordable quality housing	60%	73%	52%	66%	68%	64%
Overall quality of new development in Pearland	56%	79%	61%	75%	70%	67%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area					Overall
	North	North East	South	South East	West	
Overall economic health of Pearland	79%	85%	85%	73%	77%	80%
Pearland as a place to work	56%	76%	62%	70%	63%	65%
Pearland as a place to visit	43%	59%	39%	49%	50%	47%
Employment opportunities	37%	72%	42%	51%	39%	46%
Shopping opportunities	76%	86%	71%	83%	62%	74%
Cost of living in Pearland	63%	52%	52%	58%	55%	56%
Overall quality of business and service establishments in Pearland	57%	82%	65%	78%	68%	69%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area					Overall
	North	North East	South	South East	West	
Health and wellness opportunities in Pearland	73%	82%	82%	66%	72%	76%
Fitness opportunities (including exercise classes and paths or trails, etc.)	64%	74%	45%	58%	51%	57%
Recreational opportunities	50%	77%	52%	50%	44%	54%
Availability of affordable quality food	76%	69%	68%	82%	64%	71%
Availability of affordable quality health care	84%	77%	77%	72%	73%	77%
Availability of preventive health services	72%	76%	67%	68%	77%	72%

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Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area					Overall
	North	North East	South	South East	West	
Overall opportunities for education and enrichment	53%	89%	79%	70%	67%	71%
Availability of affordable quality child care/preschool	71%	65%	74%	77%	63%	70%
K-12 education	82%	85%	89%	89%	71%	83%
Adult educational opportunities	44%	66%	54%	43%	31%	47%
Opportunities to attend cultural/arts/music activities	33%	49%	21%	34%	11%	28%
Opportunities to participate in religious or spiritual events and activities	76%	86%	61%	72%	57%	70%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area					Overall
	North	North East	South	South East	West	
Opportunities to participate in social events and activities	44%	62%	35%	59%	37%	46%
Opportunities to volunteer	57%	84%	59%	80%	41%	63%
Opportunities to participate in community matters	64%	60%	40%	76%	40%	54%
Openness and acceptance of the community toward people of diverse backgrounds	58%	59%	58%	68%	64%	61%
Neighborliness of residents in Pearland	53%	78%	52%	62%	49%	58%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Geographic Area					Overall
	North	North East	South	South East	West	
The City of Pearland	75%	88%	79%	81%	72%	78%
The value of services for the taxes paid to Pearland	34%	76%	53%	62%	50%	54%
The overall direction that Pearland is taking	53%	83%	70%	74%	73%	70%
The job Pearland government does at welcoming citizen involvement	49%	60%	42%	57%	55%	52%
Overall confidence in Pearland government	56%	80%	78%	67%	62%	68%
Generally acting in the best interest of the community	61%	79%	71%	69%	65%	69%
Being honest	66%	66%	74%	71%	61%	67%
Treating all residents fairly	59%	61%	73%	68%	59%	63%
Overall customer service by Pearland employees (police, fire, public works, receptionists, planners, etc.)	72%	96%	89%	75%	60%	78%
The County of Brazoria	62%	76%	69%	59%	69%	68%
The State of Texas	58%	67%	63%	66%	53%	61%
Municipal Utility District	63%	78%	74%	71%	63%	69%
The Federal Government	43%	41%	48%	32%	48%	43%

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Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Geographic Area					Overall
	North	North East	South	South East	West	
Police services	86%	86%	95%	94%	81%	88%
Fire services	93%	92%	97%	98%	87%	93%
Ambulance or emergency medical services	83%	96%	97%	98%	76%	90%
Crime prevention	68%	88%	85%	80%	73%	79%
Fire prevention and education	59%	88%	80%	76%	71%	74%
Animal control	52%	78%	63%	68%	61%	64%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	73%	66%	46%	77%	56%	64%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Geographic Area					Overall
	North	North East	South	South East	West	
Traffic enforcement	59%	84%	71%	81%	41%	65%
Street repair	38%	48%	46%	50%	68%	50%
Street cleaning	52%	66%	60%	53%	67%	60%
Street lighting	48%	72%	58%	58%	59%	59%
Sidewalk maintenance	38%	60%	42%	54%	59%	50%
Traffic signal timing	33%	53%	37%	49%	28%	39%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Geographic Area					Overall
	North	North East	South	South East	West	
Garbage collection	83%	96%	92%	97%	80%	89%
Recycling	87%	91%	90%	93%	70%	85%
Yard waste pick-up	80%	94%	69%	97%	79%	83%
Drinking water	68%	62%	62%	59%	68%	64%
Pearland open space	49%	57%	45%	65%	55%	54%

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Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Geographic Area					Overall
	North	North East	South	South East	West	
Storm Drainage	68%	90%	65%	67%	75%	72%
Sewer services	80%	88%	77%	72%	78%	80%
Utility billing	79%	80%	64%	63%	60%	69%
Land use, planning and zoning	56%	52%	59%	41%	33%	47%
Code enforcement (weeds, abandoned buildings, etc.)	40%	57%	44%	57%	64%	52%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Geographic Area					Overall
	North	North East	South	South East	West	
Economic development	52%	76%	66%	62%	73%	66%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Geographic Area					Overall
	North	North East	South	South East	West	
City parks	71%	88%	78%	66%	72%	76%
Recreation programs or classes	67%	81%	75%	56%	44%	66%
Recreation centers or facilities	63%	79%	69%	63%	49%	65%
Health services	76%	77%	84%	59%	74%	75%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Geographic Area					Overall
	North	North East	South	South East	West	
Public library services	78%	94%	91%	86%	52%	79%
City-sponsored special events	57%	69%	58%	50%	40%	55%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Geographic Area					Overall
	North	North East	South	South East	West	
Public information services	77%	70%	62%	70%	53%	66%

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Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area					Overall
	North	North East	South	South East	West	
Sense of community	57%	75%	52%	61%	54%	59%
Recommend living in Pearland to someone who asks	88%	96%	92%	86%	95%	92%
Remain in Pearland for the next five years	86%	100%	91%	88%	85%	90%
Contacted the City of Pearland (in-person, phone, email or web) for help or information	46%	25%	55%	38%	46%	43%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area					Overall
	North	North East	South	South East	West	
Was NOT the victim of a crime	92%	90%	89%	91%	93%	91%
Did NOT report a crime	72%	89%	85%	83%	85%	83%
Stocked supplies in preparation for an emergency	56%	49%	44%	40%	47%	48%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area					Overall
	North	North East	South	South East	West	
Walked or biked instead of driving	16%	27%	40%	47%	46%	35%
Carpooled with other adults or children instead of driving alone	24%	39%	26%	52%	30%	33%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area					Overall
	North	North East	South	South East	West	
Recycle at home	98%	84%	94%	94%	92%	93%
Made efforts to make your home more energy efficient	70%	85%	57%	70%	76%	71%
Made efforts to conserve water	87%	70%	84%	80%	84%	81%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area					Overall
	North	North East	South	South East	West	
NOT under housing cost stress	65%	83%	73%	82%	77%	75%
Did NOT observe a code violation	51%	68%	53%	57%	61%	58%

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Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area					Overall
	North	North East	South	South East	West	
Purchase goods or services from a business located in Pearland	100%	100%	92%	100%	100%	98%
Economy will have positive impact on income	37%	24%	36%	23%	50%	35%
Work in Pearland	30%	18%	33%	40%	18%	27%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area					Overall
	North	North East	South	South East	West	
Used Pearland recreation centers or their services	46%	48%	57%	62%	35%	48%
Visited a neighborhood park or City park	65%	79%	85%	87%	69%	76%
Eat at least 5 portions of fruits and vegetables a day	88%	80%	84%	89%	91%	86%
Participate in moderate or vigorous physical activity	84%	90%	72%	85%	83%	83%
Reported being in "very good" or "excellent" health	55%	64%	61%	60%	72%	63%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area					Overall
	North	North East	South	South East	West	
Used Pearland public libraries or their services	45%	55%	66%	60%	46%	54%
Participated in religious or spiritual activities in Pearland	46%	58%	61%	62%	43%	53%
Attended a City-sponsored event	36%	47%	45%	52%	25%	39%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area					Overall
	North	North East	South	South East	West	
Campaigned or advocated for an issue, cause or candidate	19%	18%	12%	20%	17%	17%
Contacted Pearland elected officials (in-person, phone, email or web) to express your opinion	18%	15%	11%	4%	24%	15%
Volunteered your time to some group/activity in Pearland	33%	19%	40%	50%	27%	33%
Talked to or visited with your immediate neighbors	85%	90%	97%	91%	88%	90%
Attended a local public meeting	22%	17%	18%	3%	21%	17%
Watched (online or on television) a local public meeting	12%	4%	18%	15%	15%	13%
Read or watch local news (via television, paper, computer, etc.)	96%	87%	69%	88%	90%	86%
Vote in local elections	83%	81%	70%	84%	78%	79%

The National Citizen Survey™

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Geographic Area					Overall
	North	North East	South	South East	West	
Overall feeling of safety in Pearland	95%	100%	99%	97%	99%	98%
Overall ease of getting to the places you usually have to visit	99%	93%	97%	96%	96%	96%
Quality of overall natural environment in Pearland	77%	86%	81%	89%	84%	83%
Overall "built environment" of Pearland (including overall design, buildings, parks and transportation systems)	84%	78%	76%	81%	73%	78%
Health and wellness opportunities in Pearland	81%	68%	80%	76%	86%	79%
Overall opportunities for education and enrichment	79%	77%	90%	80%	92%	84%
Overall economic health of Pearland	96%	85%	90%	97%	97%	93%
Sense of community	81%	80%	83%	78%	87%	82%

Table 29: Information Sources

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services: (Percent rating as "Major source" or "Minor Source").	Geographic Area					Overall
	North	North East	South	South East	West	
City website (pearlandtx.gov)	91%	95%	90%	96%	88%	92%
Local newspapers	71%	77%	69%	87%	69%	73%
Other local media (radio or local television stations)	76%	66%	65%	82%	80%	73%
The local government cable channel (Comcast Ch. 16/U-Verse Ch. 99)	38%	42%	47%	57%	49%	46%
City water bill insert	76%	70%	77%	68%	65%	72%
Other city publications (Pearland in Motion, Pearland Connect, or other)	66%	0%	100%	37%	80%	65%
City Council meetings and other public meetings	56%	68%	69%	61%	46%	59%
Talking with City officials	43%	53%	58%	49%	47%	50%
City communications via social media (i.e. Facebook, Twitter, Instagram or YouTube)	54%	63%	71%	61%	68%	64%
City of Pearland e-mail blasts	61%	49%	69%	72%	69%	64%
Word-of-mouth	76%	84%	74%	77%	75%	77%

This question was not tested for statistical significance.

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Table 30: Road Corridors

In a typical week, about how many days per week do you use each of the following corridors for travel for any purpose: (Percent rating as at least one day a week).	Geographic Area					Overall
	North	North East	South	South East	West	
State Highway 288	95%	62%	93%	64%	99%	85%
State Highway 35/Main	69%	86%	90%	88%	44%	74%
Cullen Parkway	86%	29%	85%	30%	57%	61%
Beltway 8	95%	92%	72%	81%	93%	87%
Mykawa Rd.	50%	44%	61%	37%	21%	43%
Pearland Parkway	60%	94%	82%	100%	47%	74%
FM 518/Broadway	99%	100%	100%	100%	100%	100%

Table 31: Ease of Travel

Please rate the overall ease of getting to each of the following destinations from the City of Pearland: (Percent rating as "Excellent" or "Good").	Geographic Area					Overall
	North	North East	South	South East	West	
TX Medical Center	58%	77%	56%	66%	39%	57%
Downtown Houston	48%	67%	48%	61%	35%	50%
Galleria	38%	67%	40%	49%	28%	42%
NASA Space Center area	53%	73%	50%	65%	31%	54%
Greenway Plaza	41%	62%	31%	48%	18%	38%
Westchase	44%	74%	30%	47%	48%	49%

Table 32: Fire & Police Services

The following services are provided by the Pearland Fire & Police Departments. Please indicate how familiar you are, if at all, with the following services: (Percent rating as "Very familiar" or "Somewhat familiar").	Geographic Area					Overall
	North	North East	South	South East	West	
Home security surveys	22%	28%	18%	35%	20%	23%
Fire extinguisher training	16%	25%	17%	31%	21%	21%
Pearland Volunteer Fire Academy	28%	21%	25%	26%	20%	24%
Citizen's Police Academy	30%	26%	25%	29%	29%	28%
Project Childsafe	13%	18%	16%	19%	8%	14%
Safe Kids Greater Houston Car Seat Inspection Services	38%	47%	22%	48%	19%	33%

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Pearland, TX

Comparisons by Demographic Subgroups

2015



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by age, sex, race/ethnicity, housing tenure (rent or own) and housing unit type (detached or attached).

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

The margin of error for this report is generally no greater than plus or minus six percentage points around any given percent reported for the entire sample (238 completed surveys). For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Notable differences between demographic subgroups included the following:

- Respondents between the ages of 18 and 34 and those who rent rated the overall appearance of Pearland most positively, as shown in the Pillar of Community Characteristics. Respondents who live in detached housing rated the ease of walking in Pearland and the availability of paths and walking trails higher than those who live in attached housing. Those who own their housing also rated the availability of paths and walking trails higher than those who rent. Respondents who rent, who are between 18-34 years of age, and who live in attached housing rated the cleanliness of Pearland most positively. Female respondents and those who rent rated the availability of affordable housing least favorably. Female respondents also rated the overall quality of new development in Pearland less favorably than male respondents. While male respondents rated the cost of living and the overall quality of business and service establishments in Pearland more favorably than female respondents, female respondents rated Pearland as a place to work more favorably than males. Those who own their housing and who live in detached housing also rated Pearland as a place to work more favorably than their counterparts. Respondents who are Hispanic and/or another race rated the availability of affordable quality food, affordable quality health care, affordable quality childcare/preschool and opportunities to participate in religious or spiritual events less positively than respondents who are White, non-Hispanic.
- Within the Pillar of Governance male respondents rated the overall direction of Pearland and overall confidence in Pearland’s government higher than female respondents. Respondents who are Hispanic and/or another race rated the job Pearland does at welcoming citizen involvement higher than White, non-Hispanic respondents, however they rated the ambulance or emergency medical services and public library services less positively. Those who rent and those who live in attached housing rated Pearland’s crime prevention and fire prevention and education more positively than their counterparts. Respondents who are male rated garbage collection services, drinking water, economic development and Pearland’s open space more positively than female respondents. Respondents who own their housing rated utility billing more positively than those who rent.
- The Natural Environment facet within the Pillar of Participation indicated respondents who were 55 years of age and older were more likely to make efforts to make their home more energy efficient than younger respondents, but less likely to visit a neighborhood park. Respondents who own their housing were more likely to recycle at home as well as use Pearland recreation centers or their services over those who rent. Female respondents and respondents who are Hispanic and/or another race eat at least five portions of fruits and vegetables a day more often than male respondents and respondents who are White, non-Hispanic. Respondents who were Hispanic/and or other race were more likely to have contacted a Pearland elected official, whereas White/non-Hispanic respondents were more likely to have attended a City-sponsored event or interacted with their neighbors.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
The overall quality of life in Pearland	85%	84%	87%	86%	85%	85%	85%	84%	85%	86%	76%	85%
Overall image or reputation of Pearland	72%	76%	76%	76%	74%	76%	73%	89%	71%	73%	86%	75%
Pearland as a place to live	91%	91%	90%	93%	89%	91%	91%	92%	90%	91%	88%	91%
Your neighborhood as a place to live	88%	89%	87%	89%	88%	88%	90%	90%	88%	89%	85%	88%
Pearland as a place to raise children	93%	91%	86%	90%	91%	87%	94%	90%	90%	91%	84%	90%
Pearland as a place to retire	65%	68%	73%	69%	68%	64%	73%	67%	68%	69%	64%	68%
Overall appearance of Pearland	84%	66%	76%	73%	76%	76%	73%	94%	69%	70%	97%	74%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Overall feeling of safety in Pearland	91%	86%	83%	87%	87%	87%	85%	87%	86%	87%	85%	87%
In your neighborhood during the day	96%	94%	96%	95%	94%	96%	94%	94%	95%	95%	91%	95%
In Pearland's commercial/retail areas during the day	91%	87%	89%	86%	91%	88%	88%	91%	88%	88%	91%	88%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Overall ease of getting to the places you usually have to visit	55%	53%	61%	53%	59%	58%	53%	57%	55%	56%	50%	56%
Traffic flow on major streets	15%	23%	34%	19%	29%	26%	22%	25%	23%	25%	17%	24%
Ease of travel by car in Pearland	50%	37%	44%	39%	47%	49%	37%	54%	40%	41%	53%	43%
Ease of travel by bicycle in Pearland	19%	22%	22%	26%	16%	17%	25%	21%	21%	23%	14%	21%
Ease of walking in Pearland	25%	36%	36%	35%	30%	31%	36%	19%	36%	37%	7%	33%
Availability of paths and walking trails	38%	33%	52%	38%	41%	42%	37%	26%	42%	44%	10%	39%

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Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Quality of overall natural environment in Pearland	72%	62%	70%	66%	69%	65%	70%	66%	67%	68%	62%	67%
Cleanliness of Pearland	92%	71%	73%	75%	82%	81%	76%	93%	74%	75%	94%	78%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Overall "built environment" of Pearland (including overall design, buildings, parks and transportation systems)	37%	45%	55%	43%	47%	40%	49%	54%	43%	46%	37%	45%
Public places where people want to spend time	59%	52%	60%	52%	60%	57%	57%	64%	54%	54%	64%	56%
Variety of housing options	80%	73%	70%	72%	77%	80%	70%	70%	75%	74%	74%	74%
Availability of affordable quality housing	62%	67%	58%	56%	72%	63%	66%	48%	67%	66%	44%	64%
Overall quality of new development in Pearland	71%	61%	74%	58%	77%	69%	68%	78%	65%	65%	81%	67%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Overall economic health of Pearland	84%	77%	84%	79%	82%	84%	76%	83%	79%	79%	86%	80%
Pearland as a place to work	48%	74%	71%	74%	54%	68%	64%	50%	69%	68%	46%	65%
Pearland as a place to visit	34%	48%	62%	52%	42%	45%	48%	42%	48%	48%	39%	47%
Employment opportunities	43%	46%	48%	43%	49%	51%	41%	47%	45%	46%	43%	46%
Shopping opportunities	72%	72%	81%	72%	77%	83%	68%	68%	75%	75%	70%	74%
Cost of living in Pearland	57%	54%	59%	49%	64%	60%	53%	40%	59%	58%	44%	56%
Overall quality of business and service establishments in Pearland	64%	69%	74%	61%	79%	73%	67%	72%	68%	69%	65%	69%

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Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Health and wellness opportunities in Pearland	83%	70%	78%	75%	77%	76%	76%	71%	77%	77%	65%	76%
Fitness opportunities (including exercise classes and paths or trails, etc.)	54%	53%	69%	55%	60%	62%	54%	52%	58%	58%	50%	57%
Recreational opportunities	51%	49%	64%	55%	52%	58%	50%	52%	54%	54%	48%	54%
Availability of affordable quality food	69%	69%	75%	67%	75%	76%	64%	60%	73%	73%	57%	71%
Availability of affordable quality health care	78%	77%	74%	76%	78%	83%	71%	65%	79%	77%	74%	77%
Availability of preventive health services	76%	72%	67%	74%	70%	75%	71%	62%	74%	73%	66%	72%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Overall opportunities for education and enrichment	72%	70%	73%	68%	75%	76%	68%	85%	68%	69%	91%	71%
Availability of affordable quality child care/preschool K-12 education	74%	68%	71%	62%	80%	80%	62%	63%	71%	71%	64%	70%
Adult educational opportunities	90%	82%	77%	79%	87%	89%	78%	79%	83%	82%	88%	83%
Opportunities to attend cultural/arts/music activities	47%	45%	50%	47%	46%	53%	40%	56%	45%	44%	77%	47%
Opportunities to participate in religious or spiritual events and activities	24%	23%	41%	31%	23%	27%	29%	32%	26%	26%	40%	28%
	62%	71%	76%	65%	75%	77%	62%	61%	71%	71%	62%	70%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Opportunities to participate in social events and activities	40%	44%	57%	46%	46%	46%	45%	35%	49%	48%	31%	46%
Opportunities to volunteer	60%	60%	69%	59%	66%	68%	59%	68%	61%	60%	81%	63%
Opportunities to participate in community matters	40%	56%	60%	59%	48%	50%	59%	45%	55%	55%	42%	54%
Openness and acceptance of the community toward people of diverse backgrounds	64%	60%	59%	57%	67%	64%	59%	51%	63%	62%	53%	61%
Neighborliness of residents in Pearland	55%	54%	68%	54%	62%	58%	58%	63%	56%	58%	57%	58%

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Table 10: Governance - General

	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Percent rating positively (e.g., excellent/good)												
The City of Pearland	76%	79%	79%	80%	77%	80%	77%	78%	78%	79%	75%	78%
The value of services for the taxes paid to Pearland	66%	46%	53%	49%	59%	60%	47%	62%	52%	53%	57%	54%
The overall direction that Pearland is taking	78%	65%	67%	61%	80%	72%	68%	83%	66%	67%	85%	70%
The job Pearland government does at welcoming citizen involvement	50%	54%	51%	48%	58%	44%	60%	44%	54%	53%	45%	52%
Overall confidence in Pearland government	76%	68%	60%	62%	76%	73%	64%	79%	66%	66%	79%	68%
Generally acting in the best interest of the community	74%	68%	66%	63%	74%	71%	67%	80%	66%	67%	79%	69%
Being honest	68%	66%	68%	67%	67%	72%	63%	58%	69%	69%	54%	67%
Treating all residents fairly	68%	62%	60%	59%	69%	68%	59%	63%	63%	64%	58%	63%
Overall customer service by Pearland employees (police, fire, public works, receptionists, planners, etc.)	75%	81%	79%	78%	79%	83%	75%	76%	79%	79%	75%	78%
The County of Brazoria	73%	66%	62%	69%	66%	67%	69%	76%	66%	66%	75%	68%
The State of Texas	65%	61%	52%	59%	64%	64%	57%	61%	61%	62%	48%	61%
Municipal Utility District	76%	68%	62%	68%	71%	72%	66%	67%	69%	69%	61%	69%
The Federal Government	46%	44%	36%	43%	43%	36%	51%	49%	41%	43%	37%	43%

Table 11: Governance - Safety

	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Percent rating positively (e.g., excellent/good)												
Police services	88%	88%	87%	89%	86%	91%	84%	91%	87%	87%	89%	88%
Fire services	95%	92%	94%	95%	92%	96%	90%	100%	92%	92%	100%	93%
Ambulance or emergency medical services	88%	87%	94%	91%	87%	95%	82%	91%	89%	90%	87%	90%
Crime prevention	92%	73%	74%	78%	80%	80%	77%	96%	74%	76%	100%	79%
Fire prevention and education	76%	73%	70%	73%	74%	74%	75%	100%	69%	71%	100%	74%
Animal control	73%	58%	65%	62%	66%	64%	64%	75%	62%	62%	74%	64%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	54%	61%	74%	63%	64%	64%	64%	64%	63%	61%	77%	64%

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Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Traffic enforcement	67%	62%	66%	60%	70%	67%	61%	63%	66%	65%	64%	65%
Street repair	67%	42%	44%	44%	57%	49%	51%	64%	47%	48%	65%	50%
Street cleaning	70%	55%	56%	57%	62%	59%	64%	76%	56%	56%	89%	60%
Street lighting	62%	55%	61%	57%	59%	61%	57%	65%	56%	56%	69%	59%
Sidewalk maintenance	58%	49%	40%	43%	58%	45%	57%	53%	50%	49%	56%	50%
Traffic signal timing	35%	36%	47%	36%	41%	42%	36%	35%	39%	38%	43%	39%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Garbage collection	87%	91%	86%	85%	93%	93%	86%	87%	89%	87%	100%	89%
Recycling	71%	93%	89%	82%	90%	88%	84%	60%	91%	90%	56%	85%
Yard waste pick-up	72%	87%	83%	79%	86%	88%	79%	82%	82%	81%	96%	83%
Drinking water	61%	67%	64%	55%	76%	65%	66%	54%	67%	67%	55%	64%
Pearland open space	53%	53%	55%	45%	64%	52%	58%	51%	54%	53%	54%	54%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Storm Drainage	70%	70%	77%	69%	76%	75%	72%	74%	71%	72%	74%	72%
Sewer services	78%	82%	76%	73%	87%	81%	79%	72%	81%	81%	68%	80%
Utility billing	57%	73%	73%	63%	75%	73%	64%	50%	73%	71%	53%	69%
Land use, planning and zoning	51%	43%	49%	40%	55%	50%	45%	57%	44%	47%	45%	47%
Code enforcement (weeds, abandoned buildings, etc.)	60%	49%	47%	43%	62%	51%	56%	61%	50%	51%	56%	52%

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Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Economic development	67%	63%	70%	59%	74%	69%	66%	72%	65%	65%	74%	66%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
City parks	78%	72%	79%	79%	72%	80%	71%	86%	73%	74%	85%	76%
Recreation programs or classes	62%	65%	69%	71%	60%	70%	61%	69%	65%	66%	67%	66%
Recreation centers or facilities	65%	64%	66%	63%	68%	70%	60%	56%	67%	65%	63%	65%
Health services	76%	76%	73%	75%	76%	76%	77%	70%	76%	74%	78%	75%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Public library services	69%	84%	80%	82%	75%	86%	73%	69%	82%	81%	70%	79%
City-sponsored special events	46%	57%	61%	54%	56%	54%	56%	53%	55%	53%	63%	55%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Public information services	54%	70%	66%	71%	61%	62%	70%	64%	66%	65%	71%	66%

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Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Sense of community	48%	63%	68%	59%	60%	60%	59%	49%	62%	59%	59%	59%
Recommend living in Pearland to someone who asks	97%	89%	91%	90%	93%	92%	93%	96%	91%	91%	98%	92%
Remain in Pearland for the next five years	80%	94%	94%	92%	87%	87%	92%	78%	92%	91%	79%	90%
Contacted the City of Pearland (in-person, phone, email or web) for help or information	36%	46%	47%	48%	37%	39%	45%	32%	46%	47%	19%	43%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Was NOT the victim of a crime	95%	91%	89%	90%	93%	90%	93%	99%	90%	91%	96%	91%
Did NOT report a crime	86%	81%	82%	81%	85%	77%	89%	91%	82%	80%	98%	83%
Stocked supplies in preparation for an emergency	28%	57%	55%	51%	45%	45%	52%	30%	52%	51%	27%	48%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Walked or biked instead of driving	40%	35%	27%	38%	32%	29%	41%	47%	31%	33%	46%	35%
Carpooled with other adults or children instead of driving alone	38%	30%	27%	39%	26%	31%	33%	37%	32%	34%	24%	33%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Recycle at home	87%	98%	89%	93%	92%	96%	90%	76%	97%	97%	67%	93%
Made efforts to make your home more energy efficient	65%	67%	87%	70%	73%	75%	69%	60%	74%	72%	70%	71%
Made efforts to conserve water	76%	80%	89%	81%	80%	81%	80%	80%	81%	81%	79%	81%

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Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
NOT under housing cost stress	87%	74%	61%	72%	79%	81%	72%	74%	76%	76%	70%	75%
Did NOT observe a code violation	62%	59%	50%	58%	56%	50%	65%	76%	53%	56%	70%	58%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Purchase goods or services from a business located in Pearland	97%	99%	99%	97%	100%	100%	98%	95%	99%	98%	100%	98%
Economy will have positive impact on income	31%	40%	31%	32%	39%	30%	42%	36%	35%	35%	33%	35%
Work in Pearland	22%	30%	27%	32%	21%	30%	24%	14%	30%	28%	17%	27%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Used Pearland recreation centers or their services	47%	51%	42%	50%	46%	48%	50%	25%	55%	52%	24%	48%
Visited a neighborhood park or City park	81%	81%	58%	75%	76%	75%	78%	80%	75%	75%	77%	76%
Eat at least 5 portions of fruits and vegetables a day	83%	91%	83%	91%	81%	80%	96%	86%	86%	86%	90%	86%
Participate in moderate or vigorous physical activity	82%	86%	78%	83%	81%	80%	88%	80%	83%	82%	88%	83%
Reported being in "very good" or "excellent" health	76%	64%	46%	62%	65%	58%	69%	81%	58%	59%	88%	63%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Used Pearland public libraries or their services	54%	54%	52%	60%	45%	50%	56%	57%	53%	51%	67%	54%
Participated in religious or spiritual activities in Pearland	59%	50%	52%	55%	51%	57%	48%	43%	56%	54%	49%	53%
Attended a City-sponsored event	43%	40%	36%	45%	33%	47%	32%	30%	42%	39%	39%	39%

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Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Campaigned or advocated for an issue, cause or candidate	5%	21%	25%	17%	17%	16%	18%	1%	21%	19%	3%	17%
Contacted Pearland elected officials (in-person, phone, email or web) to express your opinion	17%	12%	20%	20%	11%	10%	21%	16%	16%	15%	16%	15%
Volunteered your time to some group/activity in Pearland	31%	36%	28%	29%	37%	35%	32%	26%	35%	35%	19%	33%
Talked to or visited with your immediate neighbors	85%	92%	94%	92%	90%	98%	82%	78%	94%	93%	76%	90%
Attended a local public meeting	11%	17%	26%	16%	18%	15%	19%	5%	20%	19%	8%	17%
Watched (online or on television) a local public meeting	12%	13%	16%	19%	7%	12%	15%	12%	14%	13%	12%	13%
Read or watch local news (via television, paper, computer, etc.)	78%	86%	95%	85%	86%	86%	88%	77%	88%	86%	81%	86%
Vote in local elections	66%	82%	88%	83%	74%	78%	79%	67%	81%	81%	61%	79%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Overall feeling of safety in Pearland	100%	99%	94%	99%	97%	98%	99%	98%	98%	98%	98%	98%
Overall ease of getting to the places you usually have to visit	100%	97%	89%	97%	95%	95%	97%	96%	96%	97%	94%	96%
Quality of overall natural environment in Pearland	86%	84%	78%	86%	79%	81%	85%	87%	81%	82%	85%	83%
Overall "built environment" of Pearland (including overall design, buildings, parks and transportation systems)	65%	87%	77%	83%	72%	70%	87%	65%	81%	81%	57%	78%
Health and wellness opportunities in Pearland	83%	74%	83%	83%	73%	71%	87%	88%	76%	77%	88%	79%
Overall opportunities for education and enrichment	90%	83%	81%	92%	75%	79%	90%	96%	82%	82%	98%	84%
Overall economic health of Pearland	94%	92%	94%	96%	90%	89%	98%	93%	93%	93%	90%	93%
Sense of community	80%	86%	78%	89%	75%	76%	90%	81%	83%	82%	81%	82%

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Table 29: Information Sources

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services: (Percent rating as "Major source" or "Minor Source").	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
City website (pearlandtx.gov)	84%	99%	88%	92%	92%	95%	90%	80%	95%	94%	78%	92%
Local newspapers	63%	79%	75%	73%	73%	70%	77%	67%	74%	75%	62%	73%
Other local media (radio or local television stations)	72%	70%	79%	77%	68%	77%	69%	74%	73%	73%	70%	73%
The local government cable channel (Comcast Ch. 16/U-Verse Ch. 99)	34%	49%	53%	49%	41%	45%	46%	41%	47%	48%	31%	46%
City water bill insert	51%	82%	78%	73%	70%	71%	73%	50%	77%	77%	39%	72%
Other city publications (Pearland in Motion, Pearland Connect, or other)	53%	80%	57%	43%	79%	61%	69%	32%	78%	70%	41%	65%
City Council meetings and other public meetings	32%	73%	67%	62%	56%	59%	60%	37%	65%	65%	26%	59%
Talking with City officials	34%	57%	58%	50%	49%	46%	55%	41%	52%	52%	34%	50%
City communications via social media (i.e. Facebook, Twitter, Instagram or YouTube)	65%	70%	49%	65%	62%	66%	63%	68%	62%	63%	67%	64%
City of Pearland e-mail blasts	51%	74%	60%	65%	62%	64%	65%	47%	68%	68%	38%	64%
Word-of-mouth	74%	77%	79%	81%	73%	76%	80%	72%	78%	78%	70%	77%

This question was not tested for statistical significance.

Table 30: Road Corridors

In a typical week, about how many days per week do you use each of the following corridors for travel for any purpose: (Percent rating as at least one day a week).	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
State Highway 288	81%	91%	79%	87%	84%	81%	90%	77%	87%	87%	73%	85%
State Highway 35/Main	60%	76%	85%	77%	70%	80%	66%	70%	75%	75%	64%	74%
Cullen Parkway	46%	66%	70%	60%	61%	56%	64%	42%	66%	64%	41%	61%
Beltway 8	84%	90%	82%	81%	93%	82%	91%	76%	89%	89%	73%	87%
Mykawa Rd.	31%	44%	55%	46%	38%	41%	45%	40%	44%	45%	34%	43%
Pearland Parkway	72%	71%	81%	75%	72%	78%	67%	80%	72%	74%	72%	74%
FM 518/Broadway	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Table 31: Ease of Travel

Please rate the overall ease of getting to each of the following destinations from the City of Pearland: (Percent rating as "Excellent" or "Good").	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	TX Medical Center	57%	56%	62%	57%	58%	63%	53%	50%	58%	59%	
Downtown Houston	51%	45%	59%	51%	49%	58%	44%	51%	49%	50%	45%	50%
Galleria	48%	38%	43%	47%	38%	45%	41%	48%	40%	42%	42%	42%
NASA Space Center area	55%	52%	54%	54%	54%	64%	43%	60%	51%	53%	51%	54%
Greenway Plaza	36%	39%	40%	39%	37%	43%	35%	47%	36%	37%	40%	38%
Westchase	53%	50%	42%	47%	52%	55%	46%	70%	45%	46%	72%	49%

Table 32: Fire & Police Services

The following services are provided by the Pearland Fire & Police Departments. Please indicate how familiar you are, if at all, with the following services: (Percent rating as "Very familiar" or "Somewhat familiar").	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	Home security surveys	8%	29%	35%	25%	22%	21%	27%	6%	28%	25%	
Fire extinguisher training	16%	19%	30%	16%	26%	19%	24%	23%	20%	20%	27%	21%
Pearland Volunteer Fire Academy	15%	28%	26%	30%	16%	20%	29%	18%	25%	25%	15%	24%
Citizen's Police Academy	8%	38%	31%	30%	25%	26%	31%	20%	30%	30%	13%	28%
Project Childsafe	5%	17%	19%	15%	14%	13%	17%	9%	15%	15%	6%	14%
Safe Kids Greater Houston Car Seat Inspection Services	31%	37%	25%	35%	30%	32%	34%	40%	31%	32%	38%	33%

THE NCSTM
The National Citizen SurveyTM

Pearland, TX

Dashboard Summary of Findings

2015



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report summarizes Pearland’s performance in the eight facets of community livability with the “General” rating as a summary of results from the overarching questions not shown within any of the eight facets. The “Overall” represents the community pillar in its entirety (the eight facets and general).

By summarizing resident ratings across the eight facets and three pillars of a livable community, a picture of Pearland’s community livability emerges. Below, the color of each community facet summarizes how residents rated each of the pillars that support it – Community Characteristics, Governance and Participation. When most ratings were higher than the benchmark, the color 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.

When asked what facets of the community the City should focus on over the next two years, residents indicated that Safety and Mobility should be priorities. Within both the pillar of Community Characteristics as well as the pillar of Participation, residents rated Mobility lower than other communities in the nation. Education and Enrichment also received lower ratings than the national benchmark within the pillar of Participation. In the pillar of Governance, most ratings were positive and similar to other communities, with the exception of Economy, which received higher ratings than the national benchmark. Broadly, ratings about the community’s governance across most of the facets were stronger than were ratings of community characteristics or citizen engagement. This information can be helpful in identifying the areas that merit more attention.

Figure 1: Dashboard Summary

	Community Characteristics			Governance			Participation		
	Higher	Similar	Lower	Higher	Similar	Lower	Higher	Similar	Lower
Overall	6	32	9	1	40	0	2	25	6
General	0	7	0	0	3	0	0	3	0
Safety	0	3	0	0	7	0	1	2	0
Mobility	0	0	6	0	6	0	0	0	2
Natural Environment	0	2	0	0	5	0	0	3	0
Built Environment	2	2	1	0	5	0	0	2	0
Economy	2	4	1	1	0	0	1	1	1
Recreation and Wellness	1	5	0	0	4	0	0	5	0
Education and Enrichment	1	4	1	0	2	0	0	1	2
Community Engagement	0	5	0	0	8	0	0	8	1

Legend	
	Higher
	Similar
	Lower

The National Citizen Survey™

Figure 2: Detailed Dashboard

	Community Characteristics	Benchmark	Percent positive	Governance	Benchmark	Percent positive	Participation	Benchmark	Percent positive
General	Overall appearance	↔	74%	Customer service	↔	78%	Recommend Pearland	↔	92%
	Overall quality of life	↔	85%	Services provided by Pearland	↔	78%	Remain in Pearland	↔	90%
	Place to retire	↔	68%	Services provided by the Federal Government	↔	43%	Contacted Pearland employees	↔	43%
	Place to raise children	↔	90%						
	Place to live	↔	91%						
	Neighborhood	↔	88%						
	Overall image	↔	75%						
Safety	Overall feeling of safety	↔	87%	Police	↔	88%	Was NOT the victim of a crime	↔	91%
	Safe in neighborhood	↔	95%	Crime prevention	↔	79%	Did NOT report a crime	↔	83%
	Safe downtown/commercial area	↔	88%	Fire	↔	93%	Stocked supplies for an emergency	↑	48%
				Fire prevention	↔	74%			
				Ambulance/EMS	↔	90%			
				Emergency preparedness	↔	64%			
				Animal control	↔	64%			
Mobility	Traffic flow	↓	24%	Traffic enforcement	↔	65%	Carpooled instead of driving alone	↓	33%
	Travel by car	↓	43%	Street repair	↔	50%	Walked or biked instead of driving	↓↓	35%
	Travel by bicycle	↓↓	21%	Street cleaning	↔	60%			
	Ease of walking	↓↓	33%	Street lighting	↔	59%			
	Overall ease of travel	↓	56%	Sidewalk maintenance	↔	50%			
	Paths and walking trails	↓	39%	Traffic signal timing	↔	39%			
	Overall natural environment	↔	67%	Garbage collection	↔	89%	Recycled at home	↔	93%
Natural Environment	Cleanliness	↔	78%	Recycling	↔	85%	Conserved water	↔	81%
				Yard waste pick-up	↔	83%	Made home more energy efficient	↔	71%
				Drinking water	↔	64%			
				Open space	↔	54%			
Built Environment	New development in Pearland	↔	67%	Sewer services	↔	80%	NOT experiencing housing cost stress	↔	75%
	Affordable quality housing	↑	64%	Storm Drainage	↔	72%	Did NOT observe a code violation	↔	58%
	Housing options	↑	74%	Utility billing	↔	69%			
	Overall built environment	↓	45%	Land use, planning and zoning	↔	47%			
	Public places	↔	56%	Code enforcement	↔	52%			

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

The National Citizen Survey™

	Community Characteristics	Benchmark	Percent positive	Governance	Benchmark	Percent positive	Participation	Benchmark	Percent positive
Economy	Overall economic health	↑	80%	Economic development	↑	66%	Economy will have positive impact on income	↑	35%
	Shopping opportunities	↑	74%				Purchased goods or services in Pearland	↔	98%
	Employment opportunities	↔	46%				Work in Pearland	↓	27%
	Place to visit	↓	47%						
	Cost of living	↔	56%						
	Place to work	↔	65%						
Recreation and Wellness	Business and services	↔	69%						
	Fitness opportunities	↔	57%	City parks	↔	76%	In very good to excellent health	↔	63%
	Recreational opportunities	↔	54%	Recreation centers	↔	65%	Used Pearland recreation centers	↔	48%
	Health care	↑	77%	Recreation programs	↔	66%	Visited a City park	↔	76%
	Food	↔	71%	Health services	↔	75%	Ate 5 portions of fruits and vegetables	↔	86%
	Health and wellness	↔	76%				Participated in moderate or vigorous physical activity	↔	83%
Education and Enrichment	Preventive health services	↔	72%						
	K-12 education	↔	83%	Public libraries	↔	79%	Used Pearland public libraries	↓	54%
	Cultural/arts/music activities	↓	28%	Special events	↔	55%	Participated in religious or spiritual activities	↔	53%
	Child care/preschool	↑	70%				Attended a City-sponsored event	↓	39%
	Religious or spiritual events and activities	↔	70%						
	Adult education	↔	47%						
Community Engagement	Overall education and enrichment	↔	71%						
	Opportunities to participate in community matters	↔	54%	Public information	↔	66%	Sense of community	↔	59%
	Opportunities to volunteer	↔	63%	Overall direction	↔	70%	Voted in local elections	↔	79%
	Openness and acceptance	↔	61%	Value of services for taxes paid	↔	54%	Talked to or visited with neighbors	↔	90%
	Social events and activities	↔	46%	Welcoming citizen involvement	↔	52%	Attended a local public meeting	↔	17%
	Neighborhoodness	↔	58%	Confidence in City government	↔	68%	Watched a local public meeting	↓	13%
				Acting in the best interest of Pearland	↔	69%	Volunteered	↔	33%
				Being honest	↔	67%	Campaigned for an issue, cause or candidate	↔	17%
				Treating all residents fairly	↔	63%	Contacted Pearland elected officials	↔	15%
						Read or watched local news	↔	86%	

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

THE NCSTM
The National Citizen SurveyTM

Pearland, TX
Community Livability Report

2015



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About

The National Citizen Survey™ (The NCS) report is about the “livability” of Pearland. 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.

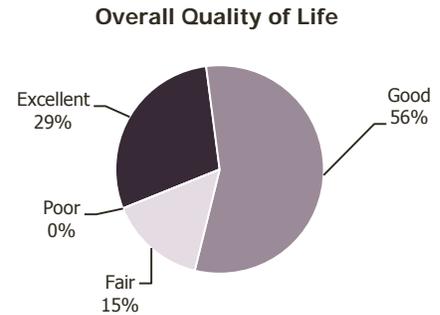
Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central 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 238 residents of the City of Pearland. The margin of error around any reported percentage is 6% 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 Pearland

Most residents rated the quality of life in Pearland as excellent or good. This rating was similar to other communities across the nation (see Appendix B of the *Technical Appendices* provided under separate cover).



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

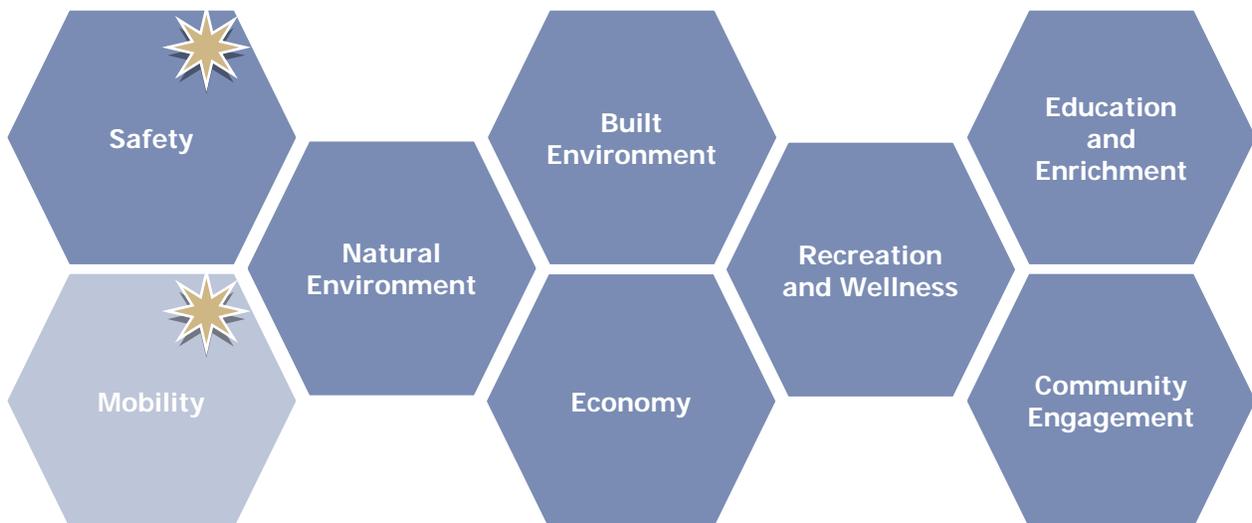
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Mobility and Safety as priorities for the Pearland community in the coming two years. It is noteworthy that Pearland residents gave favorable ratings to Safety. Ratings for Mobility, however, are lower than other communities in the nation. Ratings for Natural Environment, Built Environment, Recreation and Wellness, Education and Enrichment and Community Engagement were positive and similar to other communities. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

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

Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

- * Most important



Community Characteristics

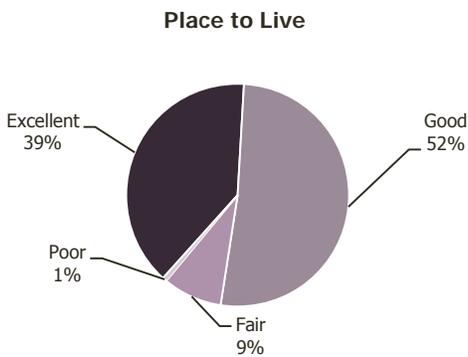
What makes a community livable, attractive and a place where people want to be?

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Pearland, 91% rated the City as an excellent or good place to live. Respondents' ratings of Pearland as a place to live were similar to ratings in other communities across the nation.

In addition to rating the City as a place to live, respondents rated several aspects of community quality including Pearland as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Pearland and its overall appearance. When considering Pearland as a place to raise children, 9 in 10 respondents rated Pearland as excellent or good, while over 8 in 10 respondents rated their neighborhood as excellent or good. The overall image and appearance of Pearland received positive ratings from 7 in 10 respondents. Ratings of excellent or good were provided by over 6 in 10 respondents when asked to rate Pearland as a place to retire.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. Most respondents feel safe in Pearland; when rating their neighborhoods, 9 in 10 respondents reported feeling very or somewhat safe. This is slightly higher than the 88% of respondents who reported feeling very or somewhat safe in Pearland's downtown/commercial areas. Within the facet of Economy, 8 in 10 viewed the overall economic health as excellent or good, which is higher than other communities in the nation. Participants also rated shopping opportunities higher than other communities. Pearland as a place to visit received some of the lowest ratings compared to other aspects of Economy and was also rated lower than the national benchmark.

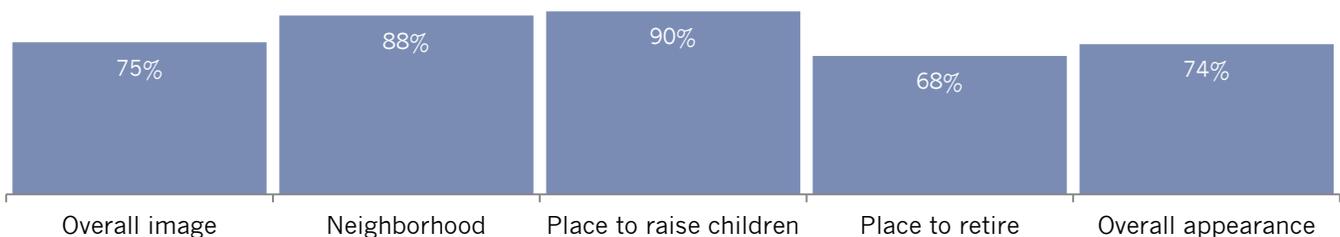
Other Community Characteristics that were rated above the national benchmark were the availability of affordable quality housing, housing options, health care and child care/preschool. While slightly over half of respondents rated the overall ease of travel as excellent or good, the entire facet of Mobility received lower ratings than the national benchmark, with positive ratings between 21% (travel by bicycle) and 43% (travel by car). Most respondents (71%) rated education and enrichment opportunities as excellent or good, while only a few respondents (28%) thought cultural/arts/music activities were excellent or good.



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

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



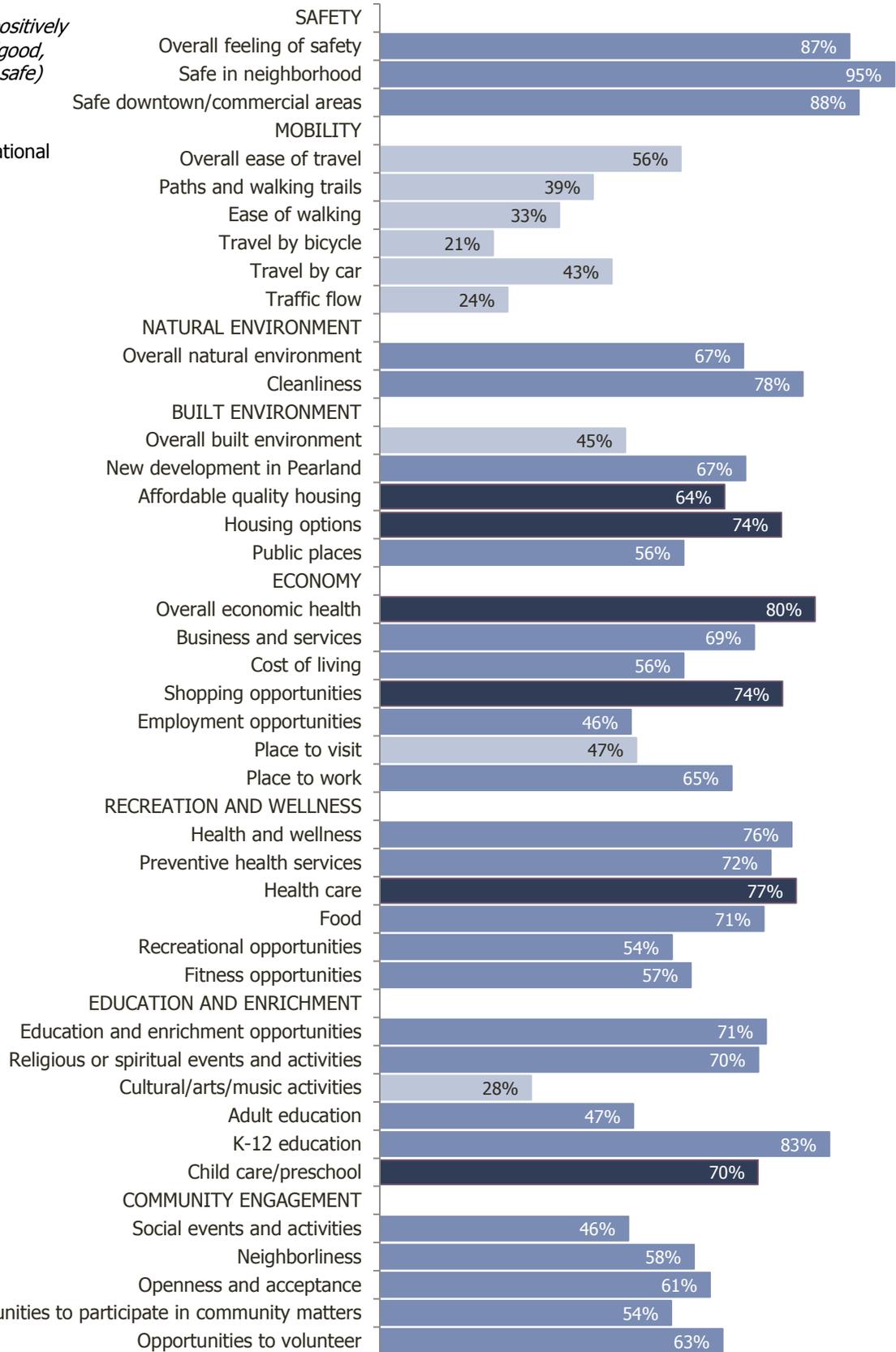
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Figure 1: Aspects of Community Characteristics

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

Comparison to national
benchmark

- Higher
- Similar
- Lower



Governance

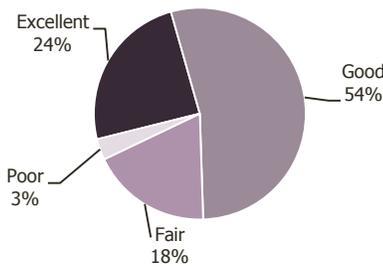
How well does the government of Pearland meet the needs and expectations of its residents?

The overall quality of the services provided by Pearland as well as the manner in which these services are provided are a key component of how residents rate their quality of life. When evaluating the overall quality of City services, 78% think the city is doing an excellent or good job. This rating is similar to the national benchmark.

Survey respondents also rated various aspects of Pearland’s leadership and governance. When considering the overall direction of Pearland, confidence in the City government, acting in the best interest of Pearland, being honest and customer service, approximately 7 in 10 respondents provided ratings of excellent or good. Half of respondents provided positive ratings for the value of services for taxes paid and welcoming citizen involvement.

Respondents evaluated over 30 individual services and amenities available in Pearland. Services provided within the Natural Environment received ratings between 54% (open space) and 89% (garbage collection); all ratings for Natural Environment services were similar to the national benchmark. In Recreation and Wellness, 7 in 10 respondents rated City parks and health services as excellent or good while 6 in 10 rated recreation centers and recreation programs as excellent or good. Almost 8 in 10 respondents considered the public libraries in Pearland to be excellent or good. Within the facet of Economy, over 6 in 10 respondents rated the economic development services as excellent or good. This rating was higher than other communities in the nation. When asked about Education and Enrichment services, approximately half of respondents rated city-sponsored special events as excellent or good. All ratings within Safety, Mobility and Built Environment were similar to the national benchmark. All Safety services were rated positively by at least two-thirds of respondents.

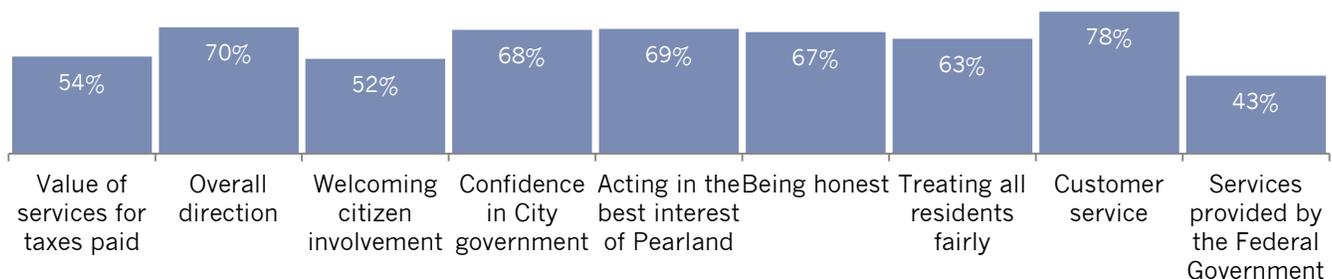
Overall Quality of City Services



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

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



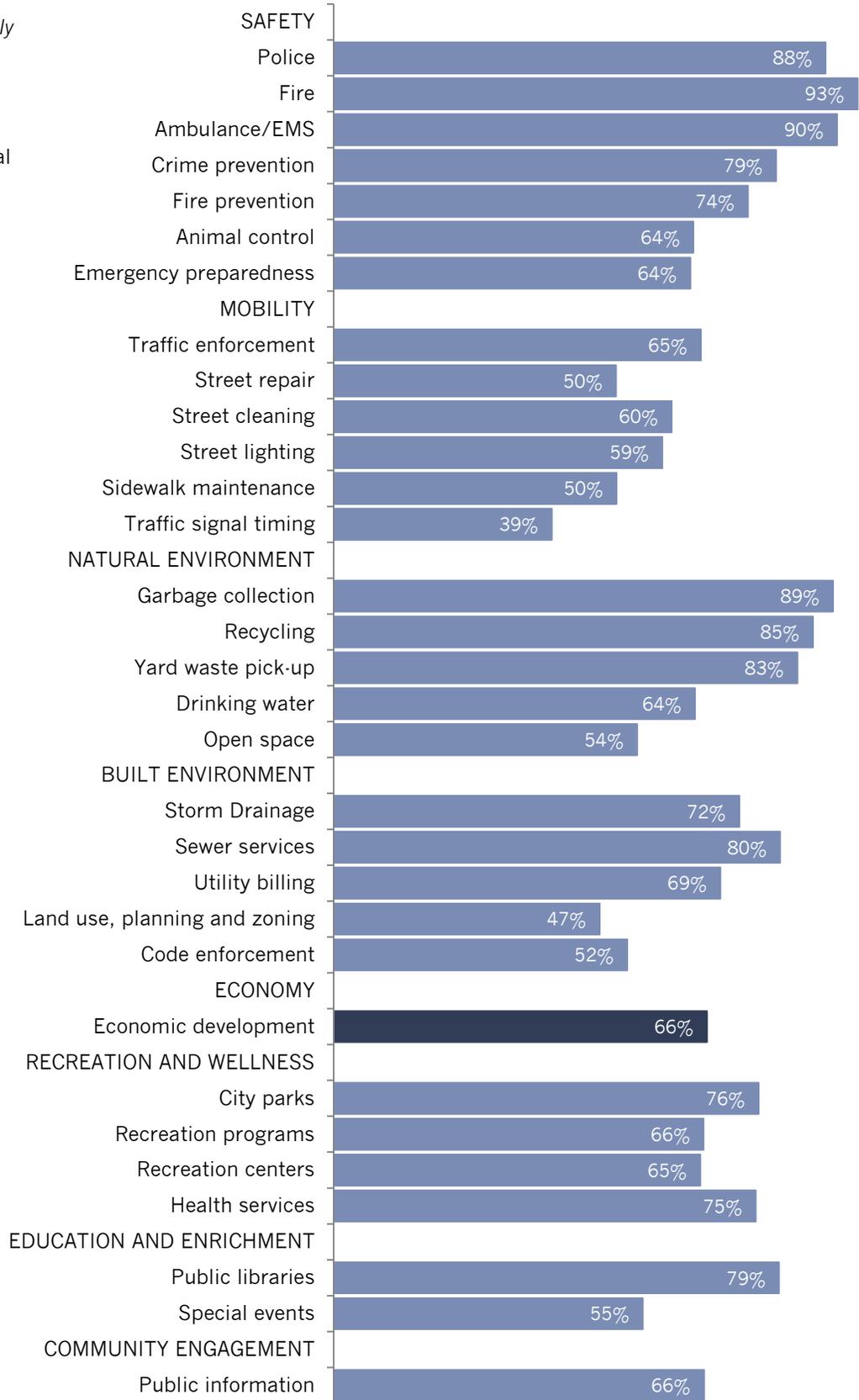
The National Citizen Survey™

Figure 2: Aspects of Governance

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

Comparison to national
benchmark

- Higher
- Similar
- Lower

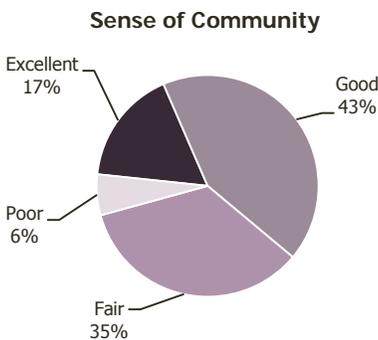


Participation

Are the residents of Pearland 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. Over half of the respondents provided an excellent or good rating for the overall sense of community. This is similar to other communities nationally. When asked if a respondent would recommend Pearland to a friend, 9 in 10 respondents reported they were very or somewhat likely to do so. Additionally, 9 in 10 respondents reported they were very or somewhat likely to remain in Pearland, over the next five years.

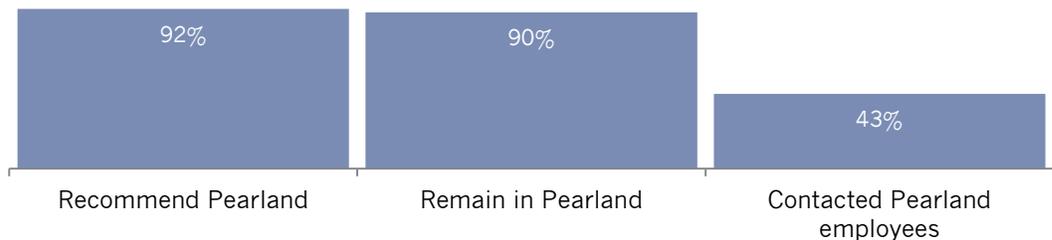
The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Within Community Engagement, 9 in 10 respondents had talked to or visited with a neighbor, which was similar to the national benchmark. Similar to other communities in the nation, almost 8 in 10 respondents had voted in a local election, while only 1 in 10 watched a local public meeting, which is lower than the national benchmark. When considering alternate modes of transportation, 3 in 10 respondents reported they had carpooled instead of driving alone or walked/biked instead of driving at least once in the last 12 months. Participation in these types of Mobility related activities was lower than other communities in the nation. Almost half of respondents reported stocking supplies for an emergency in the past year, which was a higher rate of participation than the national benchmark. Respondents in Pearland were also more optimistic about the economy than the rest of the nation, with a little more than a third of respondents reporting they think the economy will have a positive impact on income. Public libraries in Pearland were used by about half of respondents, and even fewer (39%) attended City-sponsored events; both items fell lower than the national benchmark.



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

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



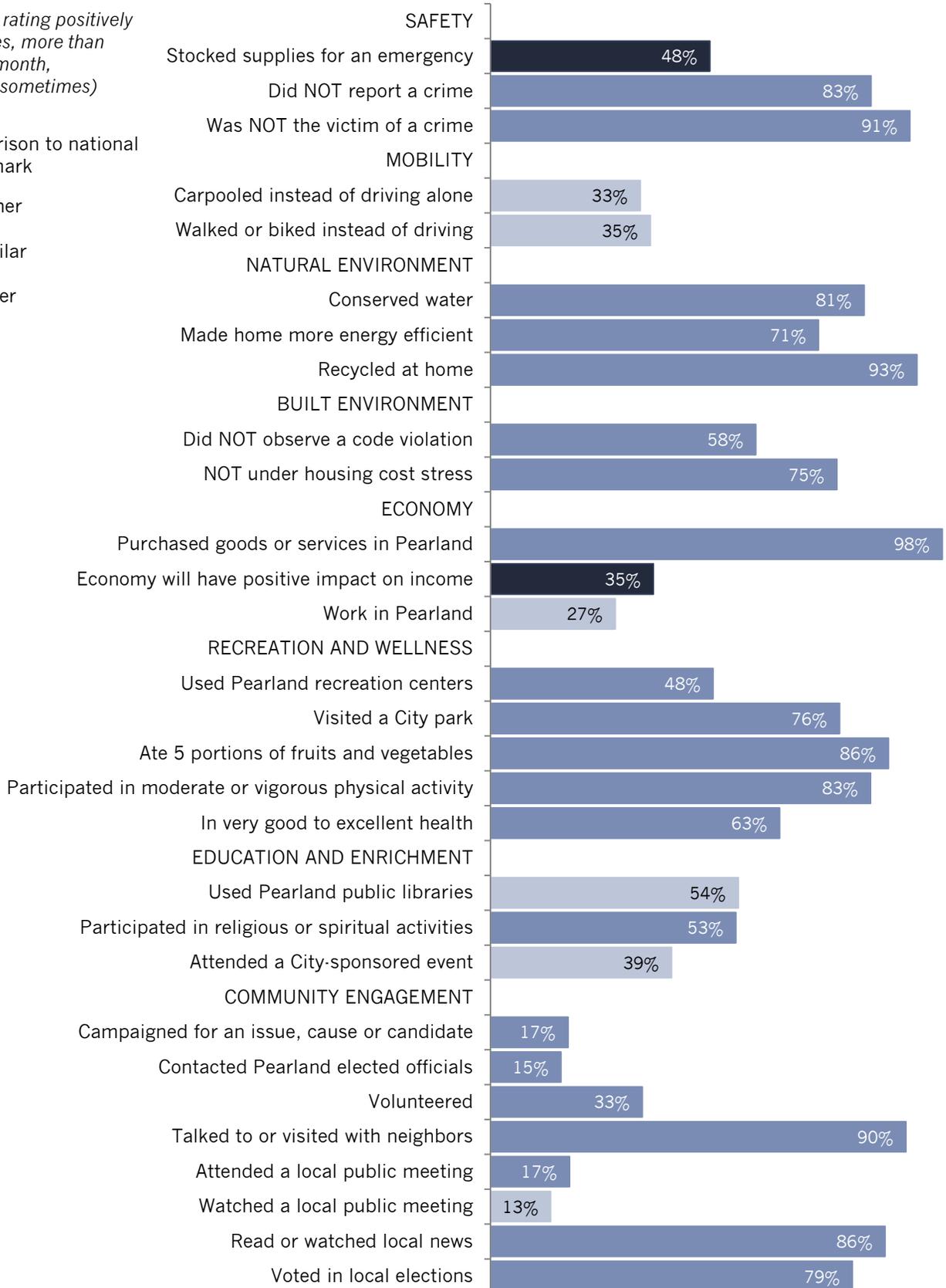
The National Citizen Survey™

Figure 3: Aspects of Participation

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

Comparison to national
benchmark

- Higher
- Similar
- Lower

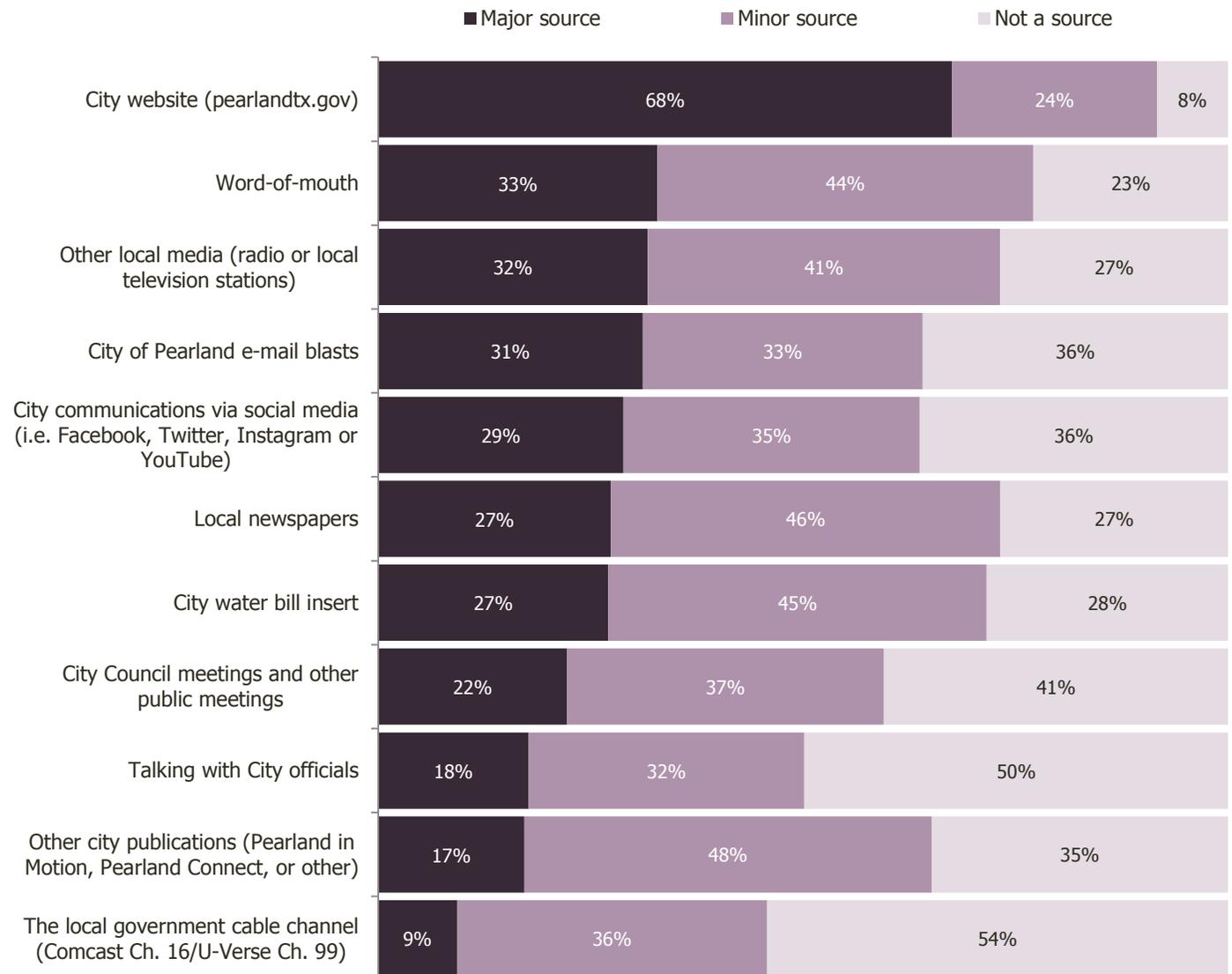


Special Topics

The City of Pearland included four questions of special interest on The NCS. The first question asked respondents to indicate how they receive information about the City. Most respondents indicated the City website as a major source of information.

Figure 4: Question 14: Information Sources

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

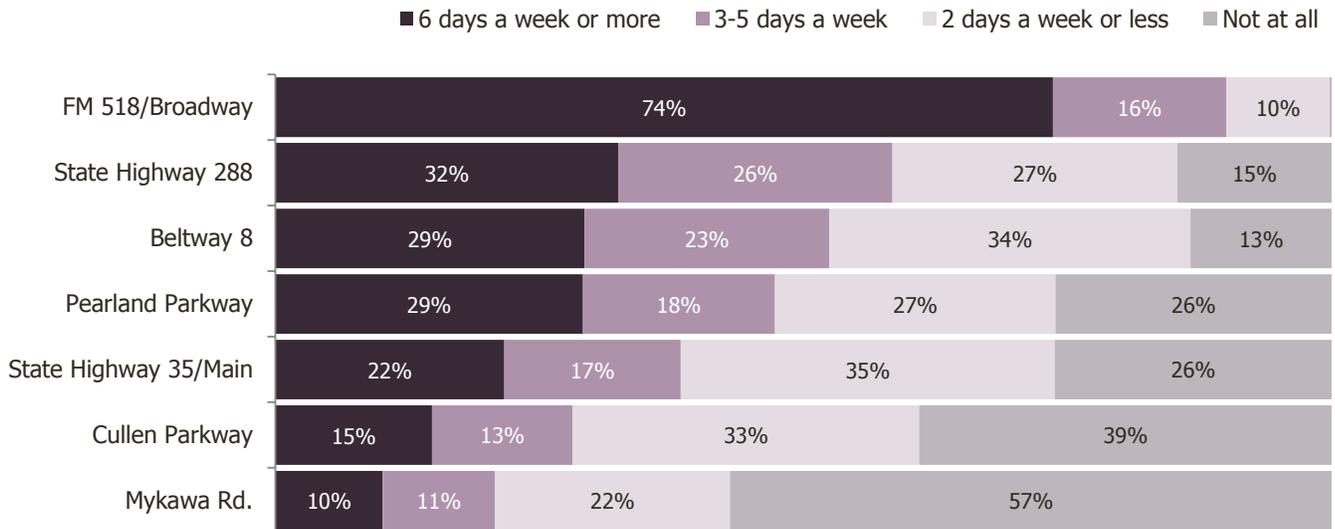


The National Citizen Survey™

The next question sought to determine which of the main corridors respondents used most. Slightly over 7 in 10 respondents reported using FM 518/Broadway six days a week or more. The next most frequently used road was State Highway 288, with almost 6 in 10 respondents using the road at least 3 days a week. Over half of the respondents reported not using Mykawa Rd. for travel of any kind in a typical week.

Figure 5: Question 15: Road Corridors

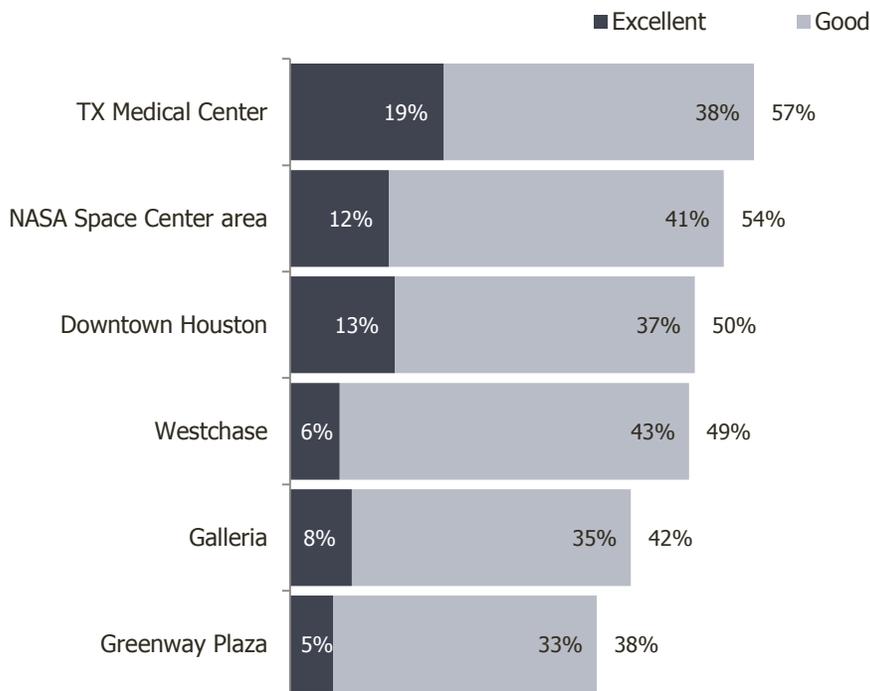
In a typical week, about how many days per week do you use each of the following corridors for travel for any purpose:



Next, respondents were asked to rate the overall ease of getting to various destinations when traveling from the City of Pearland. Approximately half of those who had an opinion rate the overall ease of getting to the TX Medical Center, NASA Space Center area, Downtown Houston, and Westchase as excellent or good.

Figure 6: Question 16: Ease of Travel

Please rate the overall ease of getting to each of the following destinations from the City of Pearland:

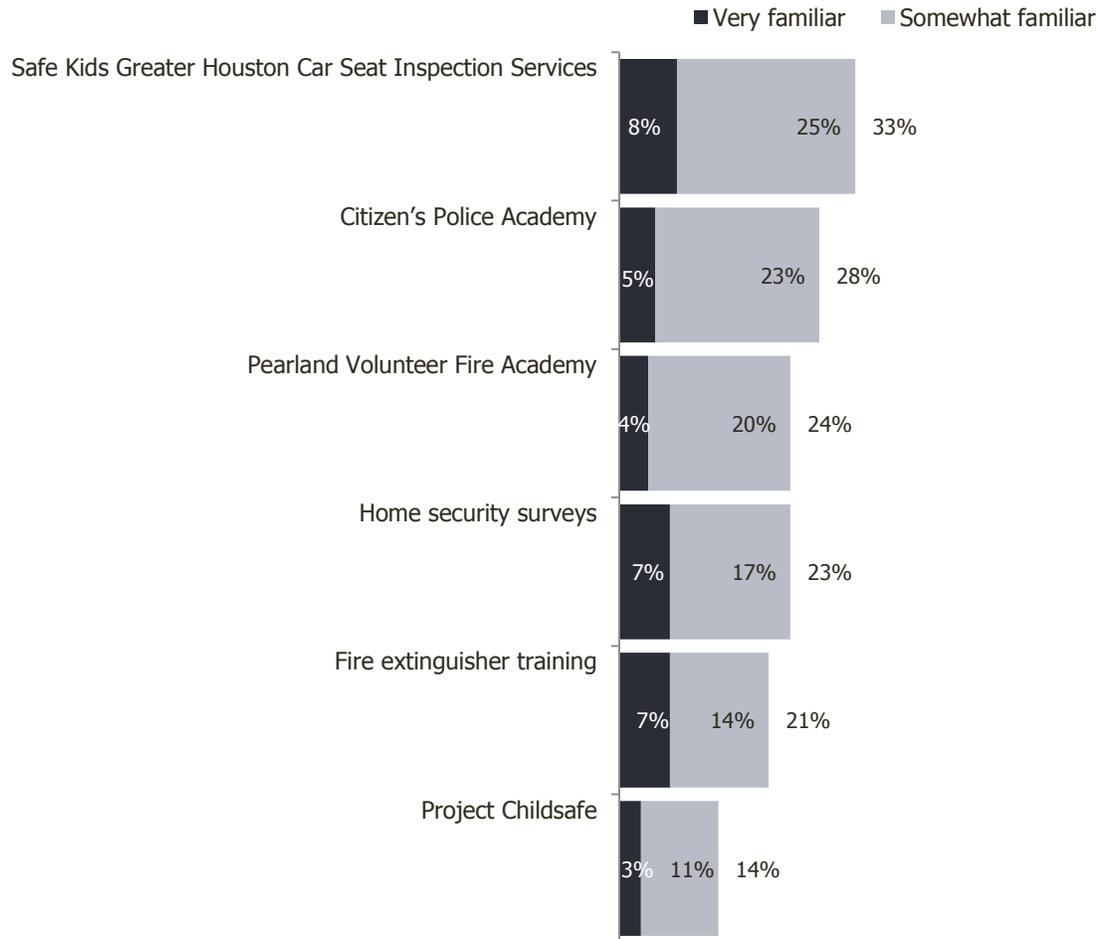


The National Citizen Survey™

The last custom question asked respondents to indicate how familiar they were with various services provided by the City of Pearland's Fire and Police Departments. Only a third of respondents were at least somewhat familiar with the Safe Kids Greater Houston Car Seat Inspection Service. Participants were least familiar with Project Childsafe.

Figure 7: Question 17: Fire & Police Services

The following services are provided by the Pearland Fire & Police Departments. Please indicate how familiar you are, if at all, with the following services:



Conclusions

Mobility Important Focus Area for Pearland

Respondents indicated that Mobility would be an important focus area for the City over the next two years. Ratings for Mobility tended to be lower than the national benchmark within the pillars of Community Characteristics and Participation. Slightly over half of the respondents rated the overall ease of travel as excellent or good and less than half rated travel by car as excellent or good. A quarter of the respondents rated traffic flow positively. Ratings for traffic enforcement, street repair, street cleaning, street lighting, sidewalk maintenance and traffic signal timing were similar to ratings seen in communities across the nation. Not more than 5 in 10 respondents provided positive ratings to the ease of travelling to key destinations around Pearland. FM 518/Broadway corridor sees the most traffic among the proposed corridors with 74% of respondents reporting they drive the corridor six days a week or more.

Opinions of Built Environment Vary, Respondents Pleased with Housing Options

The availability of affordable quality housing and housing options both received ratings higher than those seen in other communities across the nation. Approximately two thirds of respondents rated new development in Pearland as excellent or good. While slightly over half of respondents rated the public places in Pearland as excellent or good, the overall built environment received ratings lower than the national benchmark with 4 in 10 respondents rating the overall built environment positively.

Pearland's Overall Economic Health Perceived as Strong

With ratings above the national benchmark, 8 in 10 respondents rate Pearland's overall economic health as excellent or good. Businesses and services, cost of living, employment opportunities and Pearland as a place to work all received ratings similar to communities across the nation. Residents rated their shopping opportunities higher than those in other communities, with about three-quarters of respondents rating shopping opportunities as excellent or good. Less than half of respondents in Pearland gave positive ratings to Pearland as a place to visit, which was lower than the national benchmark. Providing ratings higher than the national benchmark, slightly more than a third of respondents thought the economy will have a positive impact on their income. Also higher than other communities in the nation, two thirds of respondents rated the economic development services in Pearland positively.



Memo

To: Jon Branson

From: Sparkle Anderson

CC: Clay Pearson

Date: March 9, 2015

Re: 2015 Biennial Citizen Perception Survey Results

3/9/2015

To: Mayor and City Council members
Citizen perception survey results, for your review and upcoming discussion.
Clay

Citizen perception surveys are a valuable tool in gauging general citizen outlook on community and City quality of life, services, and needs. Survey results, equivalent to market research as a tried and true business practice, provide 'eyes and ears' towards our diverse contacts, especially with views that are widely held, but not necessarily expressed in our traditional channels at public meetings and such. The City of Pearland entered into an agreement with National Research Center, Inc. (NRC), a leading research and evaluation firm focusing on the information requirements of the public sector and local governments, to administer the City of Pearland biennial Citizen Survey. NRC staff began the survey process in late December and completed conducting the scientific survey in early February.

The results have been tabulated and the preliminary reports are available. There are several sections of the report:

- **Community Livability Report** • This report is the most universal and summarizes all the results and key findings.
- **Dashboard Summary of Findings** • This report offers a simplified ("rolled up") quantitative view of the data, as well as comparison details for each question (the relationship to the benchmark and over time, if this is not the first iteration of the survey).
- **Technical Appendices** • The appendices include the details about survey methods, individual response options selected for each question – with and without the "don't know" option – and detailed benchmark results.
- **Trends over Time** • This report reveals how resident perspectives and behaviors have changed across two or more administrations of The NCS. The report offers a high level view of how rankings have changed as well as relative position to the benchmark including all administrations of The NCS or similar instruments.

The final results will be presented at the March 23 City Council meeting. Results from an additional non-scientific survey, which anyone could complete, will also be made available for residents via the City Web site.

Once completed, City Council members will receive a hard copy binder of the material for future use and reference.



Memo

To: Clay Pearson

From: Sparkle Anderson

CC: Jon Branson, Trent Epperson, Debbie Schielke

Date: October 29, 2014

Re: Biennial Citizen Survey

The City of Pearland is beginning the process of conducting its biennial Citizen Survey as planned and budgeted. National Research Center, Inc., a leading research and evaluation firm focusing on the information requirements of the public sector and local governments has been selected to administer the survey. NRC staff includes highly skilled researchers who perform a full range of quality research to help localities measure their effectiveness and understand the perspectives of their residents while benchmarking against the results of 500 other citizen surveys.

The surveys will be mailed rather than being conducted via home telephone. Additionally, the survey will include an increased sample size of 1,200 households (compared to 400 that were mailed in previous years) and a Spanish translation.

The change in methodology will provide a statistically valid gauge of Pearland residents' perceptions about City programs and services. New this year, there will be also be a non-scientific electronic survey (the results will be separate and done after the scientific sample) to allow all residents an open opportunity to provide feedback the opportunity to do so. We will be using similar questions to prior year surveys so that we can provide perspective over time here in Pearland, in addition to the database that NRC has from similar cities across the country.

Texas Clients of National Research Center, Inc.

Clients in Texas who has used the National Research Center, Inc. include:

Benbrook	TX	League City	TX
Burleson	TX	McAllen	TX
Dallas	TX	Missouri City	TX

Denison	TX	New Braunfels	TX
Duncanville	TX	Pasadena	TX
Flower Mound	TX	Plano	TX
Galveston	TX	Temple	TX
Grand Prairie	TX	Watauga	TX
La Porte	TX		

Clients shaded grey have conducted The NCS within the last three years.

Mail vs. Phone

According to a study conducted by Presser Curtin and E. Singer titled, “Changes in Telephone Survey Nonresponse over the Past Quarter Century,” “Answering machines, call blocking, do-not-call lists and residents’ overall annoyance at being bothered by telephone solicitors leaves phone the preferred data collection mode for only two groups of surveyors these days – those who are in a hurry, like political pollsters who have to track changes in opinions from speech to speech and those survey research companies that have invested mightily in scores of telephone computer stations and software. There is a lot of overhead required to keep phone banks full of customers. “

Because there is time to do a mail survey and we can add additional features to encourage citizen participation without increasing cost (such as Spanish language translation and non-scientific electronic survey) to the survey process, mail surveys should better meet the needs of the community.

Timeline

The 17-week process will begin in November. Survey results are expected to be available by March 2015, targeted to be in time for the City Council’s early budget input session.

Cost

The total survey cost, which includes survey development and distribution, demographic cross tabulations, geographic cross tabulations, in person presentation of results, comparison of prior results and a non-scientific web survey is \$17,350, which is \$650 less than the cost of our previous Citizen Survey.