

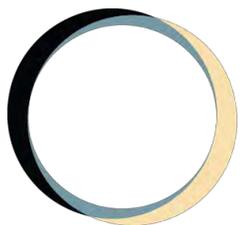


**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

## Pearland, TX

Trends over Time

2017



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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 2017 ratings for the City of Pearland to its previous survey results in 2015. Additional reports and technical appendices are available under separate cover.

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

Meaningful differences between survey years have been noted within the following tables as being “higher” or “lower” if the differences are greater than seven percentage points between the 2015 and 2017 surveys, otherwise the comparison between 2015 and 2017 are noted as being “similar.” Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Pearland for 2017 generally remained stable. Of the 117 items for which comparisons were available, 81 items were rated similarly in 2015 and 2017, 3 items showed a decrease in ratings and 33 showed an increase in ratings. Notable trends over time included the following:

- Ratings for several items in the pillar of Community Characteristics increased from 2015 to 2017. Respondents' ratings improved over time for Pearland as a place to visit, the quality of business and service establishments in the City, fitness opportunities and the availability for affordable quality food. Ratings also increased for several measures in the facets of Built Environment, Education and Enrichment and Community Engagement, including for the overall quality of the built environment, new development in Pearland, opportunities to attend cultural/arts/music activities and opportunities to participate in community matters, among others. In 2017, ratings for the availability of affordable quality housing were lower than in 2015.
- Within the pillar of Governance, ratings for several Safety and Mobility-related services and amenities, including fire prevention services, street repair and traffic signal timing, increased from 2015 to 2017. An improvement was also seen for several aspects of Built Environment, including code enforcement and storm drainage. Improvements were also noted for recreation centers, recreation programs and City-sponsored special events. No aspects of Governance trended downward from 2015 to 2017.
- Residents' reported levels of Participation were generally stable over time; however, there were a few noteworthy exceptions. In 2017, fewer respondents reported recycling at home and using the City of Pearland Recreation Center & Natatorium than in 2015. However, this year more residents reported being in very good or excellent health, and more had attended a City-sponsored event, voted in local elections, attended a local public meeting and campaigned for an issue, cause or candidate. Ratings also improved from 2015 to 2017 for the sense of community in Pearland.

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Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)		2017 rating compared to 2015	Comparison to benchmark	
	2015	2017		2015	2017
Overall quality of life	85%	88%	Similar	Similar	Similar
Overall image	75%	82%	Similar	Similar	Higher
Place to live	91%	91%	Similar	Similar	Similar
Neighborhood	88%	91%	Similar	Similar	Similar
Place to raise children	90%	90%	Similar	Similar	Similar
Place to retire	68%	65%	Similar	Similar	Similar
Overall appearance	74%	79%	Similar	Similar	Similar

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)		2017 rating compared to 2015	Comparison to benchmark	
		2015	2017		2015	2017
Safety	Overall feeling of safety	87%	85%	Similar	Similar	Similar
	Safe in neighborhood	95%	95%	Similar	Similar	Similar
	Safe downtown/commercial area	88%	86%	Similar	Similar	Similar
Mobility	Overall ease of travel	56%	52%	Similar	Lower	Lower
	Paths and walking trails	39%	45%	Similar	Lower	Lower
	Ease of walking	33%	40%	Similar	Much lower	Lower
	Travel by bicycle	21%	27%	Similar	Much lower	Lower
	Travel by car	43%	38%	Similar	Lower	Lower
	Traffic flow	24%	24%	Similar	Lower	Lower
	Overall natural environment	67%	68%	Similar	Similar	Similar
Natural Environment	Cleanliness	78%	84%	Similar	Similar	Similar
	Overall built environment	45%	56%	Higher	Lower	Similar
Built Environment	New development in Pearland	67%	78%	Higher	Similar	Higher
	Affordable quality housing	64%	55%	Lower	Higher	Higher
	Housing options	74%	72%	Similar	Higher	Higher
	Public places	56%	66%	Higher	Similar	Similar
	Overall economic health	80%	84%	Similar	Higher	Higher
Economy	Business and services	69%	78%	Higher	Similar	Similar
	Cost of living	56%	57%	Similar	Similar	Similar
	Shopping opportunities	74%	77%	Similar	Higher	Higher
	Employment opportunities	46%	53%	Similar	Similar	Similar
	Place to visit	47%	54%	Higher	Lower	Similar
	Place to work	65%	62%	Similar	Similar	Similar
	Health and wellness	76%	80%	Similar	Similar	Similar
	Health care	77%	81%	Similar	Higher	Higher

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)		2017 rating compared to 2015	Comparison to benchmark	
		2015	2017		2015	2017
	Food	71%	78%	Higher	Similar	Similar
	Fitness opportunities	57%	69%	Higher	Similar	Similar
	Religious or spiritual events and activities	70%	78%	Higher	Similar	Similar
Education and Enrichment	Cultural/arts/music activities	28%	44%	Higher	Lower	Similar
	Adult education	47%	61%	Higher	Similar	Similar
	K-12 education	83%	87%	Similar	Similar	Higher
	Child care/preschool	70%	73%	Similar	Higher	Higher
	Social events and activities	46%	60%	Higher	Similar	Similar
	Neighborliness	58%	65%	Higher	Similar	Similar
Community Engagement	Openness and acceptance	61%	72%	Higher	Similar	Similar
	Opportunities to participate in community matters	54%	64%	Higher	Similar	Similar
	Opportunities to volunteer	63%	69%	Similar	Similar	Similar

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)		2017 rating compared to 2015	Comparison to benchmark	
	2015	2017		2015	2017
Services provided by Pearland	78%	80%	Similar	Similar	Similar
Customer service	78%	80%	Similar	Similar	Similar
Value of services for taxes paid	54%	50%	Similar	Similar	Similar
Overall direction	70%	64%	Similar	Similar	Similar
Welcoming citizen involvement	52%	56%	Similar	Similar	Similar
Confidence in City government	68%	62%	Similar	Similar	Similar
Acting in the best interest of Pearland	69%	64%	Similar	Similar	Similar
Being honest	67%	67%	Similar	Similar	Similar
Treating all residents fairly	63%	68%	Similar	Similar	Similar
Services provided by the Federal Government	43%	45%	Similar	Similar	Similar

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)		2017 rating compared to 2015	Comparison to benchmark	
		2015	2017		2015	2017
Safety	Police	88%	91%	Similar	Similar	Higher
	Fire	93%	95%	Similar	Similar	Similar
	Ambulance/EMS	90%	94%	Similar	Similar	Similar
	Crime prevention	79%	81%	Similar	Similar	Similar
	Fire prevention	74%	82%	Higher	Similar	Similar
	Animal control	64%	72%	Higher	Similar	Similar

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		Percent rating positively (e.g., excellent/good)		2017 rating compared to 2015	Comparison to benchmark	
		2015	2017		2015	2017
Mobility	Emergency preparedness	64%	73%	Higher	Similar	Similar
	Traffic enforcement	65%	69%	Similar	Similar	Similar
	Street repair	50%	58%	Higher	Similar	Similar
	Street cleaning	60%	74%	Higher	Similar	Similar
	Street lighting	59%	64%	Similar	Similar	Similar
	Sidewalk maintenance	50%	51%	Similar	Similar	Similar
	Traffic signal timing	39%	47%	Higher	Similar	Similar
Natural Environment	Garbage collection	89%	82%	Similar	Similar	Similar
	Recycling	85%	85%	Similar	Similar	Similar
	Yard waste pick-up	83%	81%	Similar	Similar	Similar
	Drinking water	64%	69%	Similar	Similar	Similar
	Natural areas preservation	NA	58%	NA	NA	Similar
	Open space	54%	53%	Similar	Similar	Similar
	Storm drainage	72%	82%	Higher	Similar	Higher
Built Environment	Sewer services	80%	84%	Similar	Similar	Similar
	Power utility	NA	83%	NA	NA	Similar
	Utility billing and meter reading	69%	77%	Higher	Similar	Similar
	Land use, planning and zoning	47%	58%	Higher	Similar	Similar
	Code enforcement	52%	61%	Higher	Similar	Similar
	Cable television	NA	67%	NA	NA	Higher
	Economy	Economic development	66%	71%	Similar	Higher
Recreation and Wellness	City parks	76%	76%	Similar	Similar	Similar
	Recreation programs	66%	73%	Higher	Similar	Similar
	Recreation centers	65%	80%	Higher	Similar	Similar
Education and Enrichment	Special events	55%	71%	Higher	Similar	Similar
	Public libraries	79%	84%	Similar	Similar	Similar

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2017 rating compared to 2015	Comparison to benchmark	
	2015	2017		2015	2017
Sense of community	59%	67%	Higher	Similar	Similar
Recommend Pearland	92%	89%	Similar	Similar	Similar
Remain in Pearland	90%	89%	Similar	Similar	Similar
Contacted Pearland employees	43%	43%	Similar	Similar	Similar

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Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2017 rating compared to 2015	Comparison to benchmark	
		2015	2017		2015	2017
Safety	Stocked supplies for an emergency	48%	44%	Similar	Higher	Similar
	Did NOT report a crime	83%	83%	Similar	Similar	Similar
	Was NOT the victim of a crime	91%	90%	Similar	Similar	Similar
Mobility	Carpooled instead of driving alone	33%	34%	Similar	Lower	Similar
	Walked or biked instead of driving	35%	34%	Similar	Much lower	Much lower
	Conserved water	81%	78%	Similar	Similar	Similar
Natural Environment	Made home more energy efficient	71%	76%	Similar	Similar	Similar
	Recycled at home	93%	86%	Lower	Similar	Similar
Built Environment	Did NOT observe a code violation	58%	55%	Similar	Similar	Similar
	NOT under housing cost stress	75%	73%	Similar	Similar	Similar
Economy	Purchased goods or services in Pearland	98%	98%	Similar	Similar	Similar
	Economy will have positive impact on income	35%	42%	Similar	Higher	Higher
	Work in Pearland	27%	30%	Similar	Lower	Lower
Recreation and Wellness	Used the City of Pearland Recreation Center & Natatorium	48%	39%	Lower	Similar	Lower
	Visited a City park	76%	80%	Similar	Similar	Similar
	Ate 5 portions of fruits and vegetables	86%	83%	Similar	Similar	Similar
	Participated in moderate or vigorous physical activity	83%	86%	Similar	Similar	Similar
	In very good to excellent health	63%	71%	Higher	Similar	Similar
Education and Enrichment	Used Pearland public libraries	54%	55%	Similar	Lower	Similar
	Participated in religious or spiritual activities	53%	50%	Similar	Similar	Similar
	Attended a City-sponsored event	39%	52%	Higher	Lower	Similar
Community Engagement	Campaigned for an issue, cause or candidate	17%	27%	Higher	Similar	Similar
	Contacted Pearland elected officials	15%	16%	Similar	Similar	Similar
	Volunteered	33%	36%	Similar	Similar	Similar
	Talked to or visited with neighbors	90%	90%	Similar	Similar	Similar
	Done a favor for a neighbor	NA	79%	NA	NA	Similar
	Attended a local public meeting	17%	26%	Higher	Similar	Similar
	Watched a local public meeting	13%	18%	Similar	Lower	Similar
	Read or watched local news	86%	89%	Similar	Similar	Similar
	Voted in local elections	79%	91%	Higher	Similar	Higher