

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.

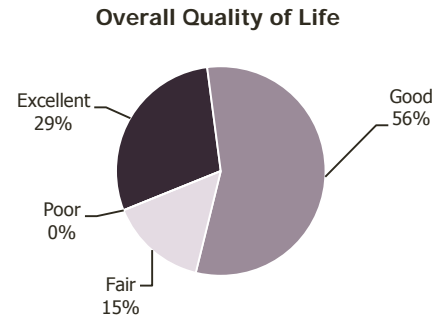
Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central 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.

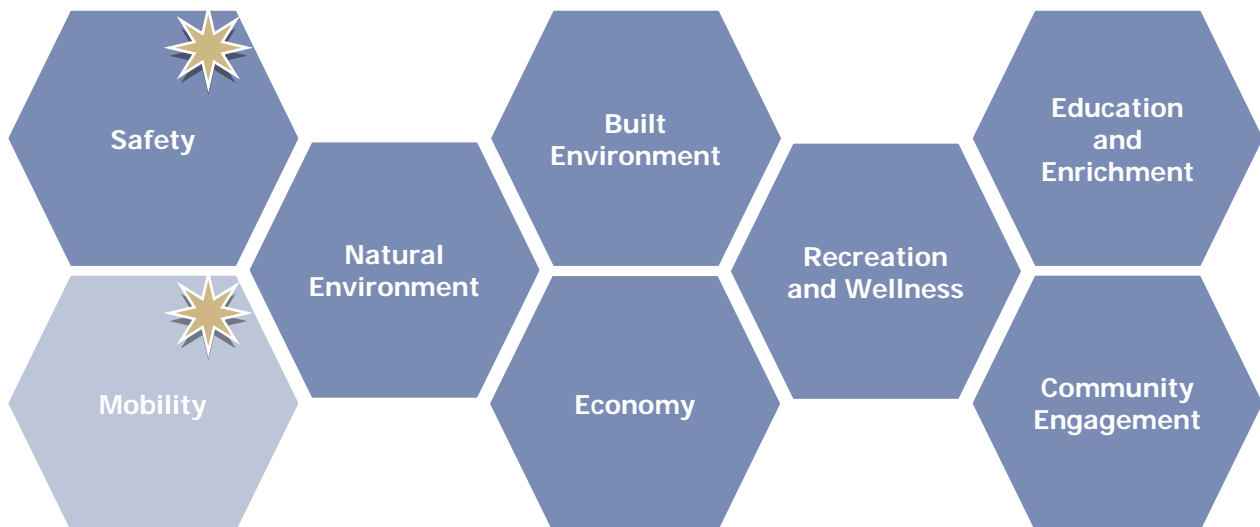
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Mobility and Safety as priorities for the Pearland community in the coming two years. It is noteworthy that Pearland 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

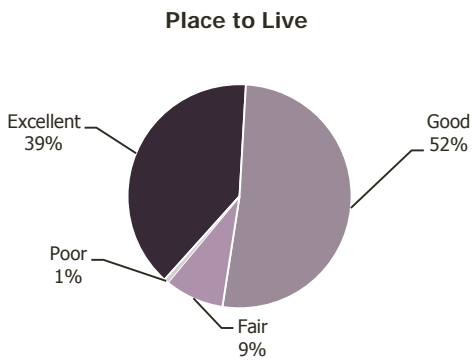
What makes a community livable, attractive and a place where people want to be?

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.

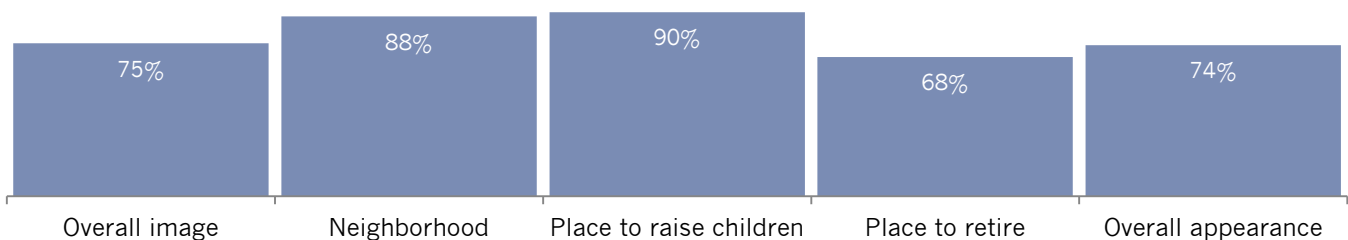
Other Community Characteristics that were rated above the national benchmark were the availability of affordable quality housing, housing options, health care and child care/preschool. While slightly over half of respondents rated the overall ease of travel as excellent or good, the entire facet of Mobility 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



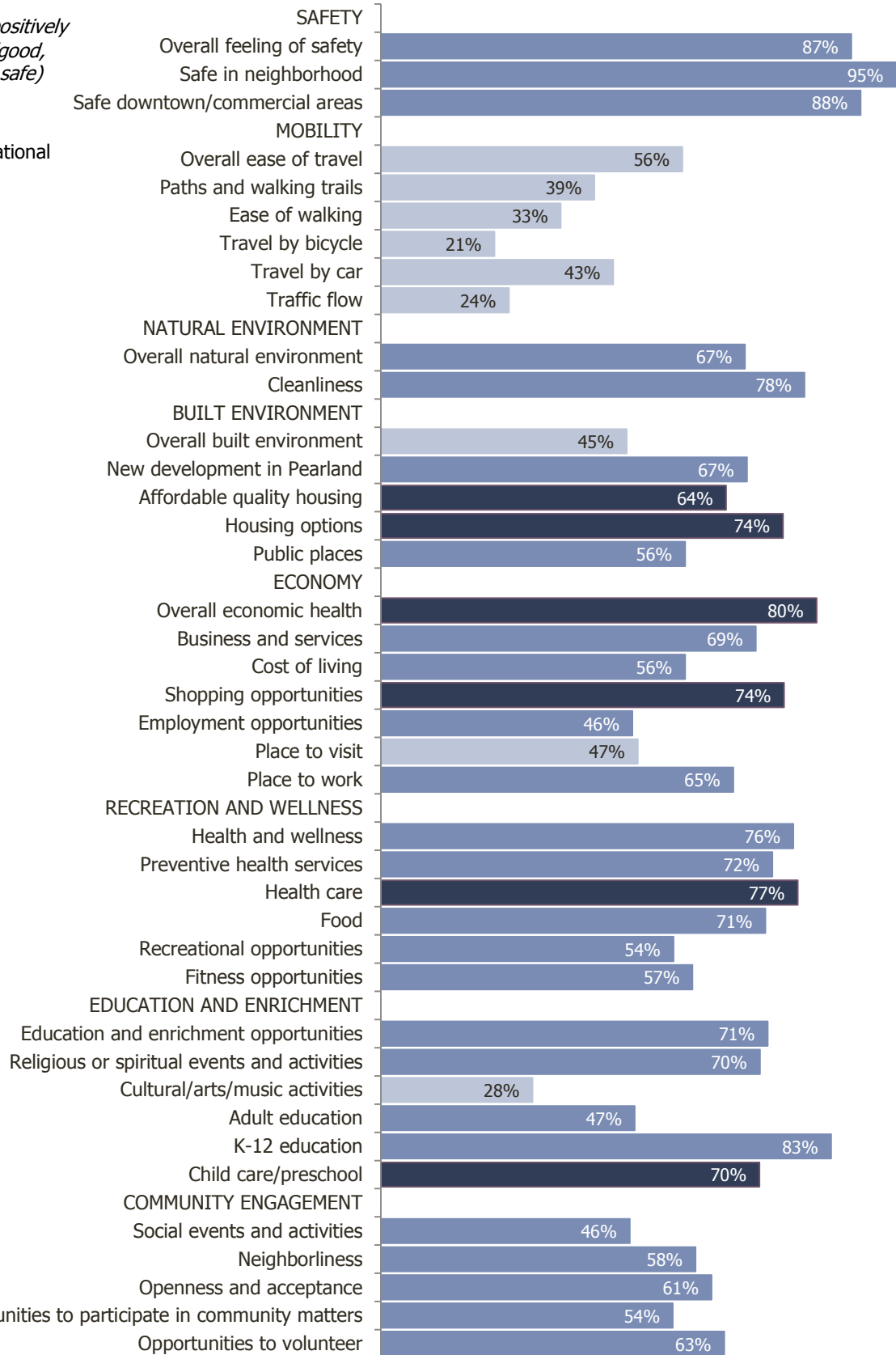
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Figure 1: Aspects of Community Characteristics

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

Comparison to national
benchmark

- Higher
- Similar
- Lower



Governance

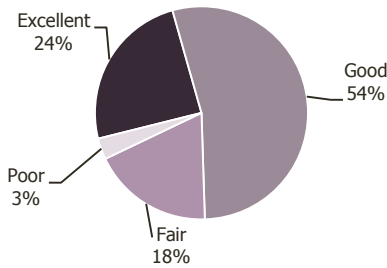
How well does the government of Pearland meet the needs and expectations of its residents?

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.

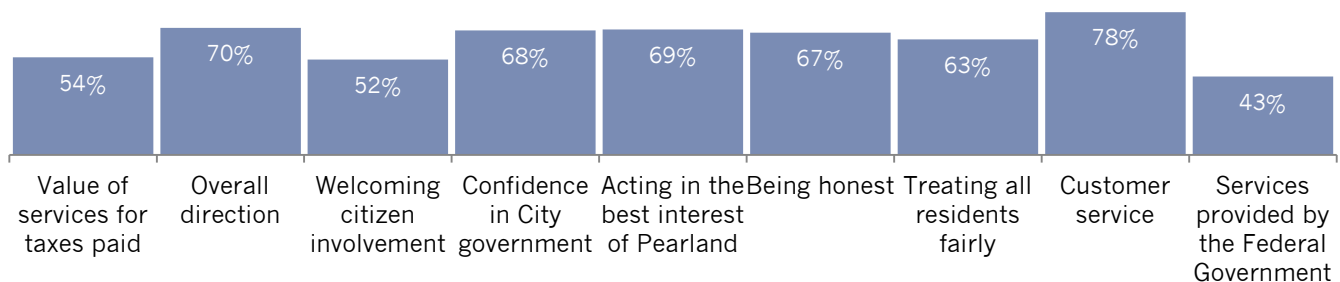
Overall Quality of City Services



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

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



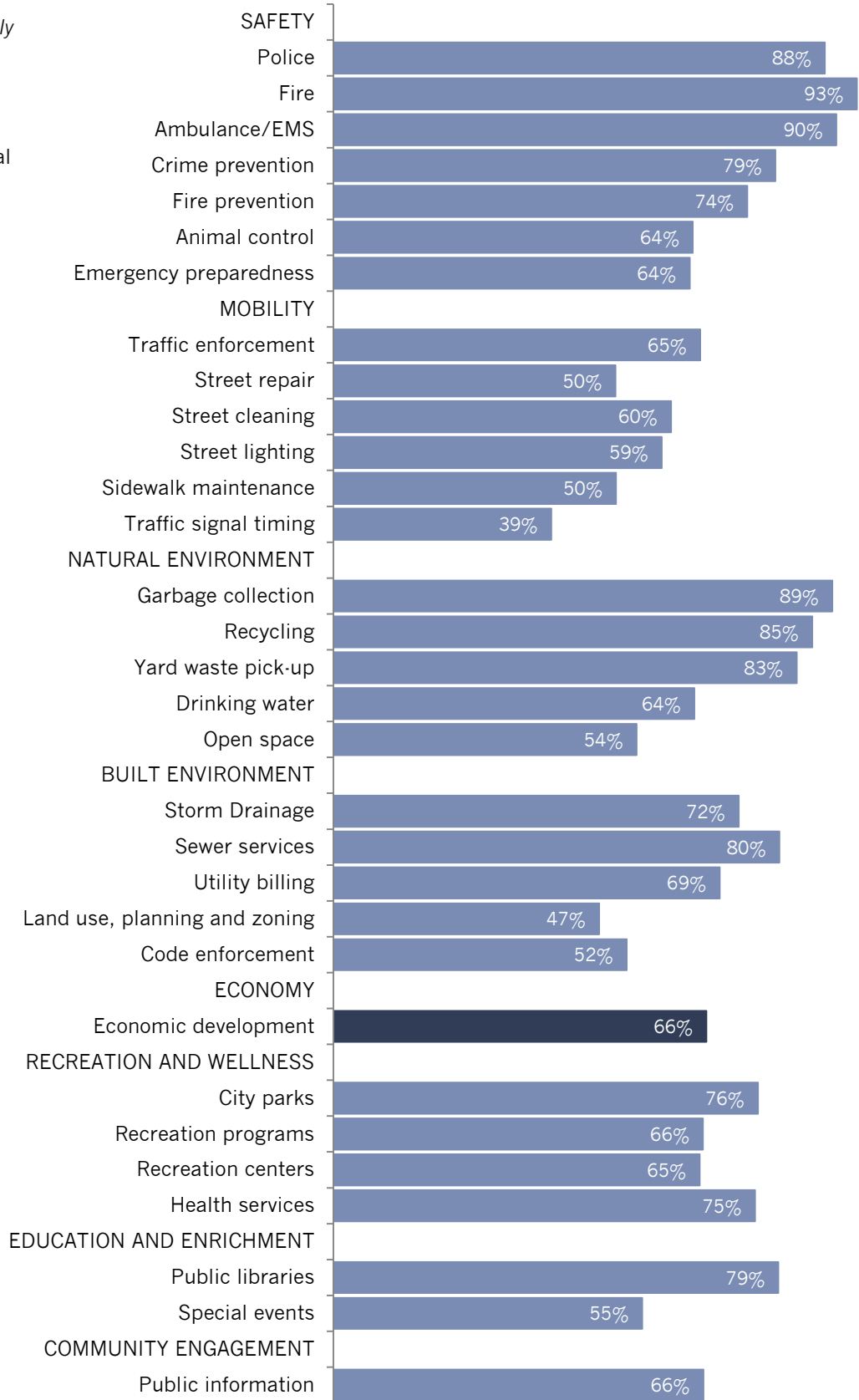
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Figure 2: Aspects of Governance

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

Comparison to national
benchmark

- Higher
- Similar
- Lower

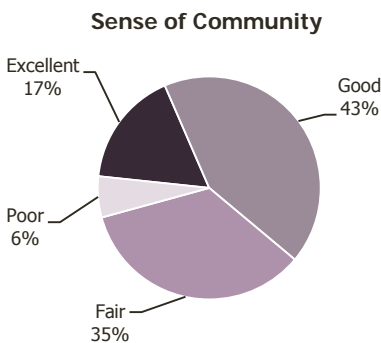


Participation

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.

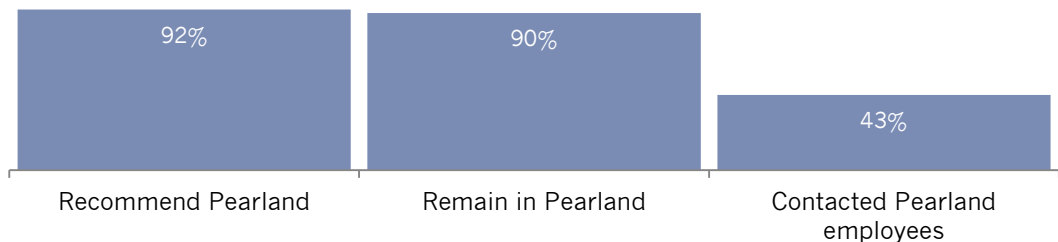
The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Within Community Engagement, 9 in 10 respondents had talked to or visited with a neighbor, which was similar to the national benchmark. Similar to other communities 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



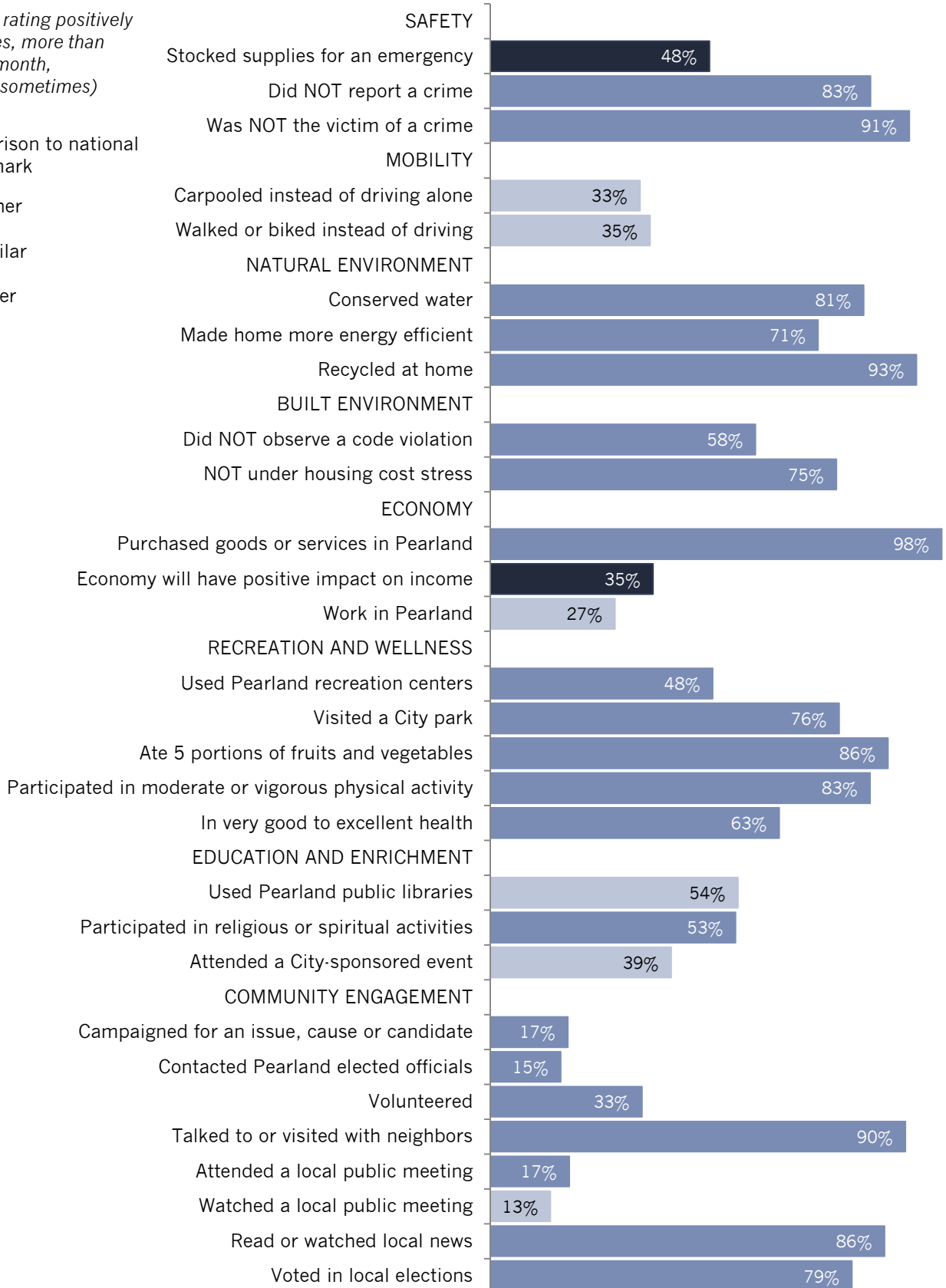
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Figure 3: Aspects of Participation

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

Comparison to national
benchmark

- Higher
- Similar
- Lower

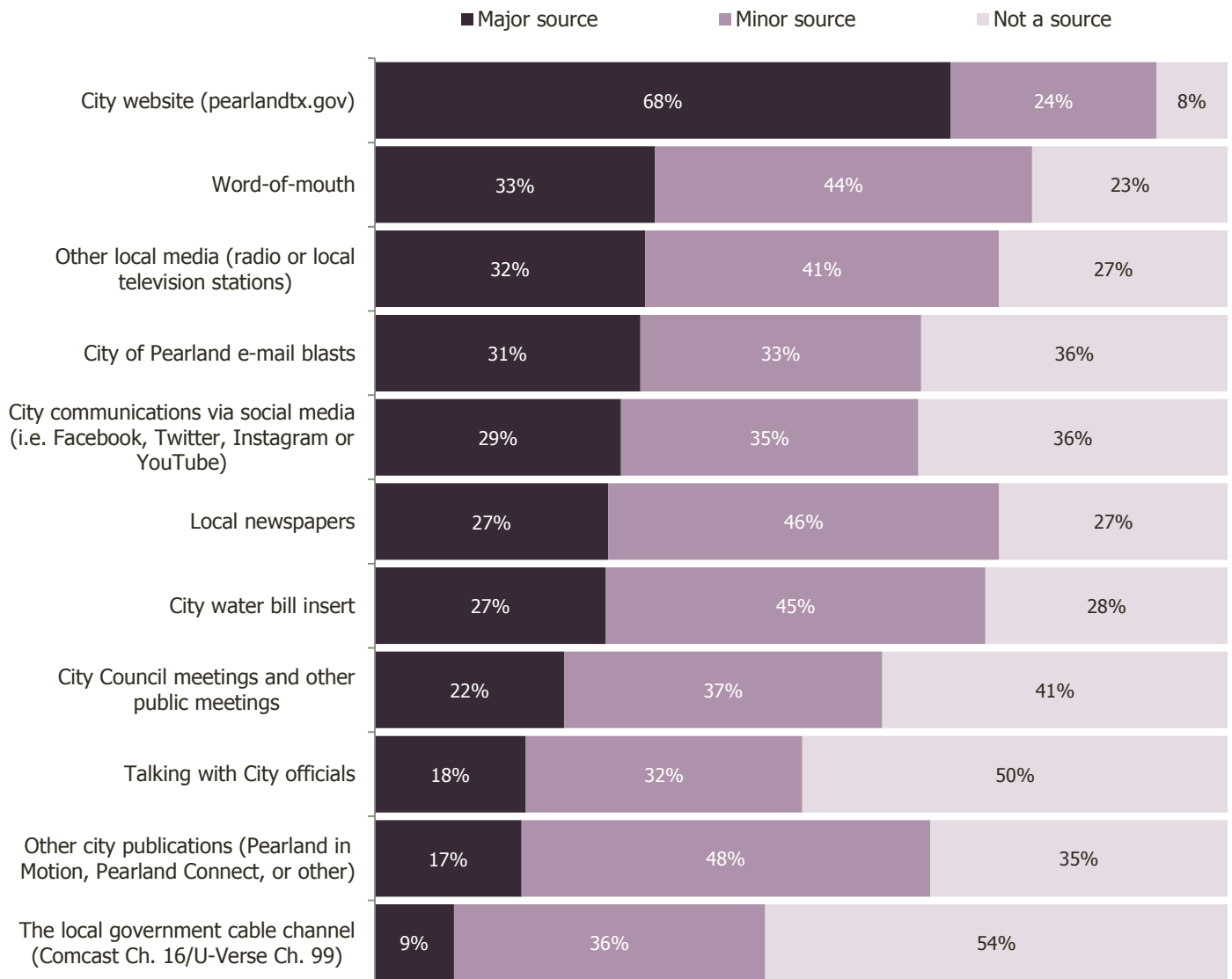


Special Topics

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:

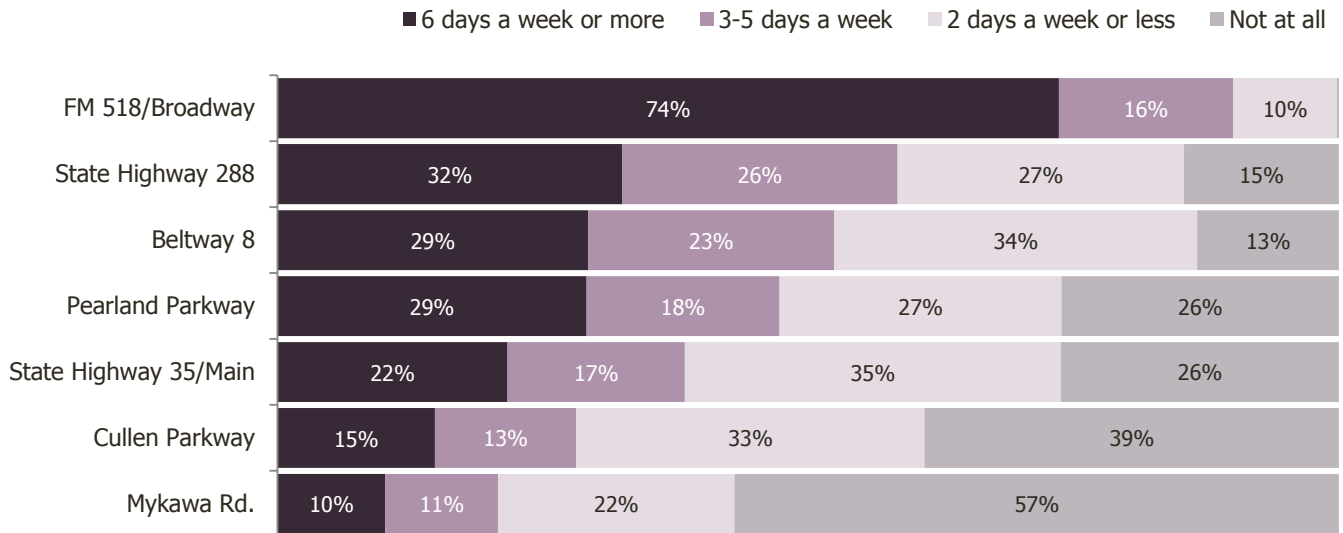


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The next question sought to determine which of the main corridors respondents used most. Slightly over 7 in 10 respondents reported using FM 518/Broadway six days a week or more. The next most frequently used road was State Highway 288, with almost 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

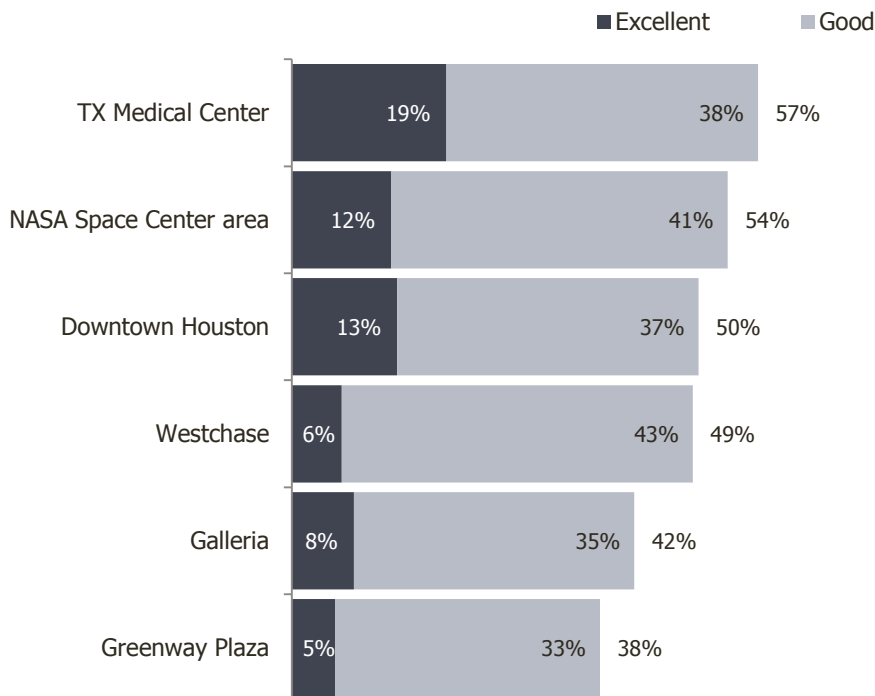
In a typical week, about how many days per week do you use each of the following corridors for travel for any purpose:



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:

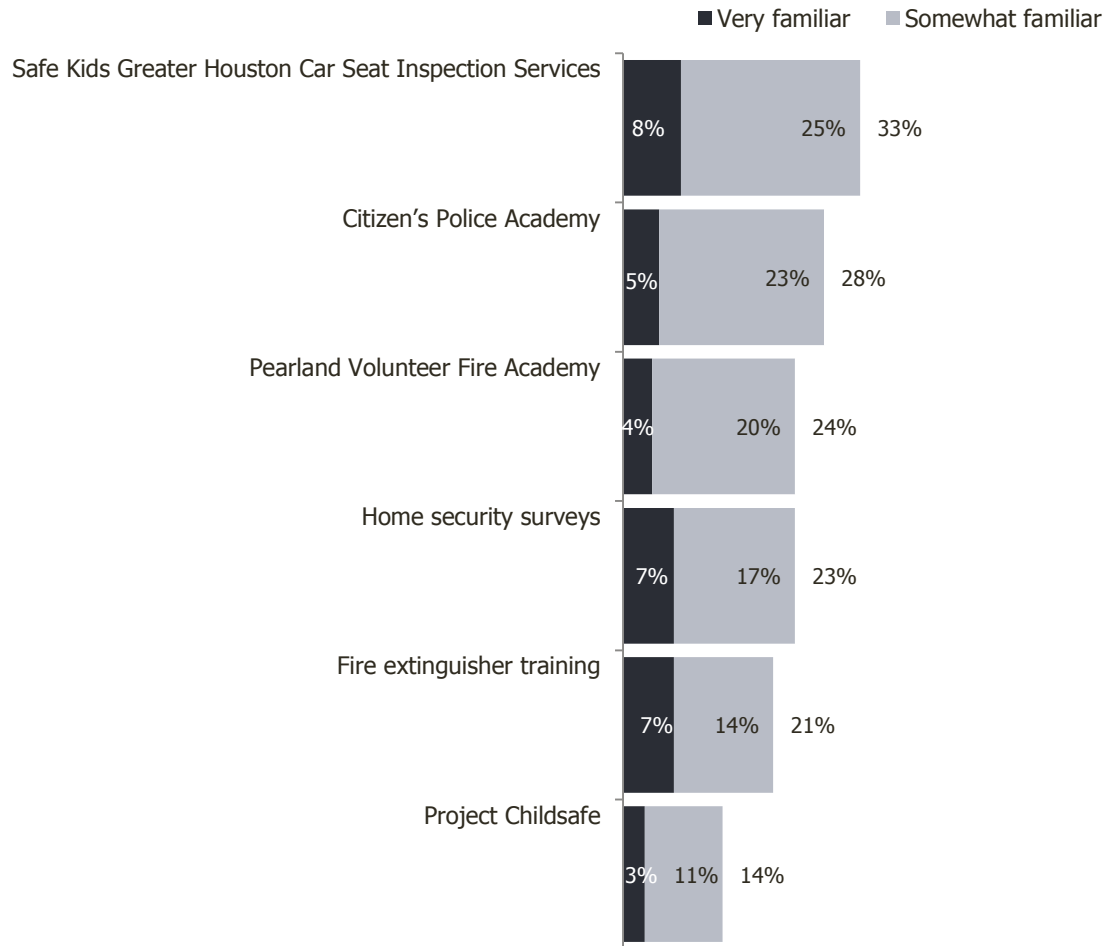


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The last custom question asked respondents to indicate how familiar they were with various services provided by the City of Pearland's Fire and Police Departments. Only a third of respondents were at least somewhat familiar with the Safe Kids Greater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