



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

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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%			
Natural Environment	Overall natural environment	↔	67%	Garbage collection	↔	89%	Recycled at home	↔	93%
	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

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	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%
	Neighborliness	↔	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