

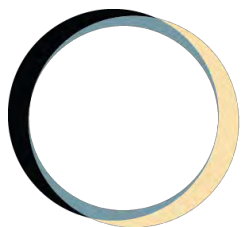


THE NCSTM
The National Citizen SurveyTM

Pearland, TX

Community Livability Report

2017



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The National Citizen Survey™
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The NCS™ is presented by NRC in collaboration with ICMA.

NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

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).

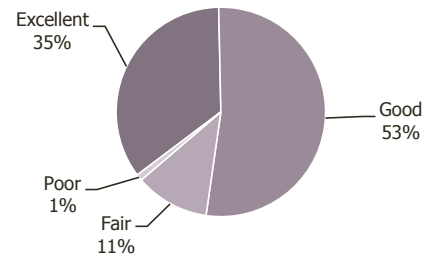
The Community Livability Report provides the opinions of a representative sample of 733 residents of the City of Pearland. The margin of error around any reported percentage is 4% for the entire sample. The full description of methods used to garner these opinions can be found in the *Technical Appendices* 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 those seen in other communities across the nation (see Appendix B of the *Technical Appendices* provided under separate cover).

Overall Quality of Life



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

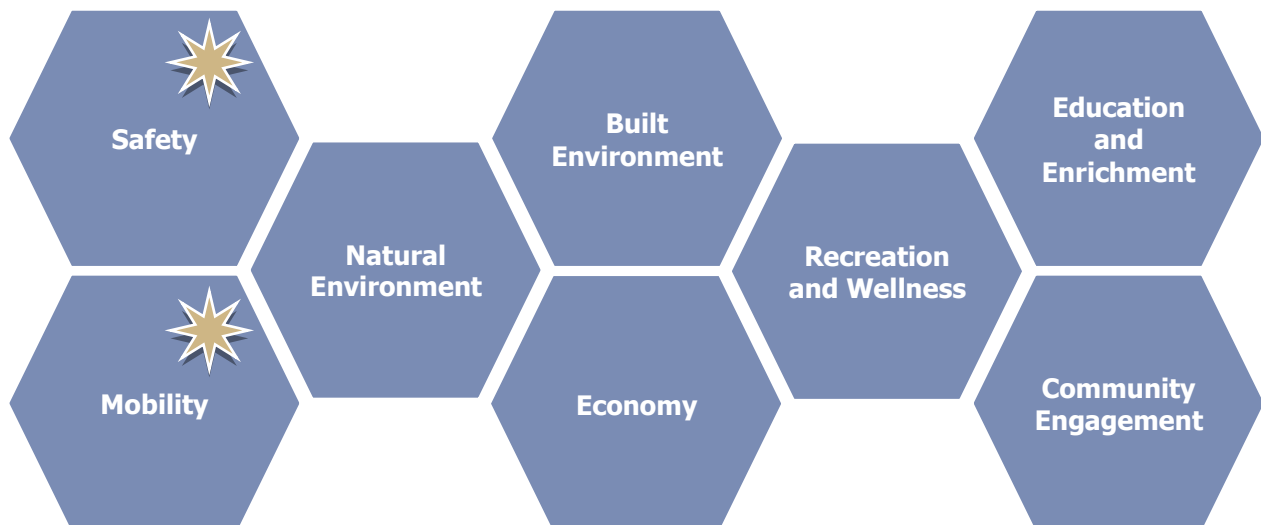
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety and Mobility as priorities for the Pearland community in the coming two years. Pearland residents gave favorable ratings to both of these facets of community. Ratings for all other aspects of community 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



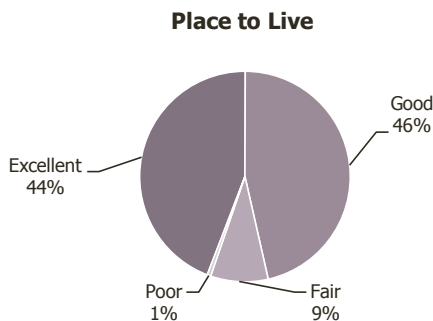
Community Characteristics

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, 90% 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. About 9 in 10 residents gave positive ratings to Pearland as a place to raise children and to their neighborhoods as places to live. Around 8 in 10 gave excellent or good ratings to the overall image and appearance of the City, while nearly two-thirds of respondents positively rated Pearland as a place to retire. All of these aspects were rated similarly to comparison communities, with the exception of the overall image or reputation of the City which was higher than the national benchmark.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. Almost all residents gave positive ratings to their feelings of safety in their neighborhoods, while about 8 in 10 residents gave positive ratings to their overall feeling of safety in Pearland and the City's downtown/commercial area. All aspects of Mobility were rated lower than the national benchmark and most aspects were positively rated by less than half of residents. Ratings within Built Environment were favorable; at least half of residents gave positive ratings to all aspects, and ratings for new development in Pearland, availability of affordable quality housing and the variety of housing options were higher than ratings seen elsewhere. Ratings within the facet of Economy were also strong: around 8 in 10 residents positively rated the overall economic health of the City, a rate higher than the national benchmark. Shopping opportunities also received ratings that were higher than those in comparison communities. All aspects of Recreation and Wellness were rated favorably, and the availability of affordable quality health care received ratings that were higher than those given in other communities. Most of the aspects within Education and Enrichment and Community Engagement were rated positively by around 6 in 10 residents or more. K-12 education and the availability of affordable child care/preschool within in Education and Enrichment received ratings that were higher than ratings seen in comparison communities.

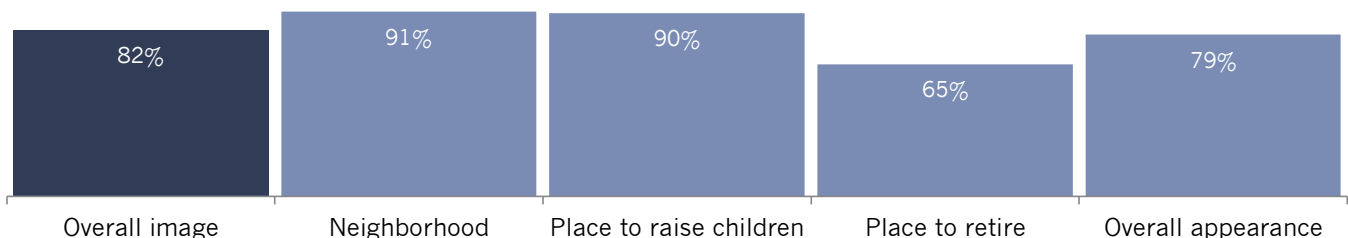


Ratings for availability of affordable quality housing declined from 2015 to 2017. Several aspects within Community Characteristics increased, including the overall built environment of the City, Pearland as a place to visit and opportunities to participate in community matters, among others (see the *Trends over Time* report provided under a separate cover for more detail).

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

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



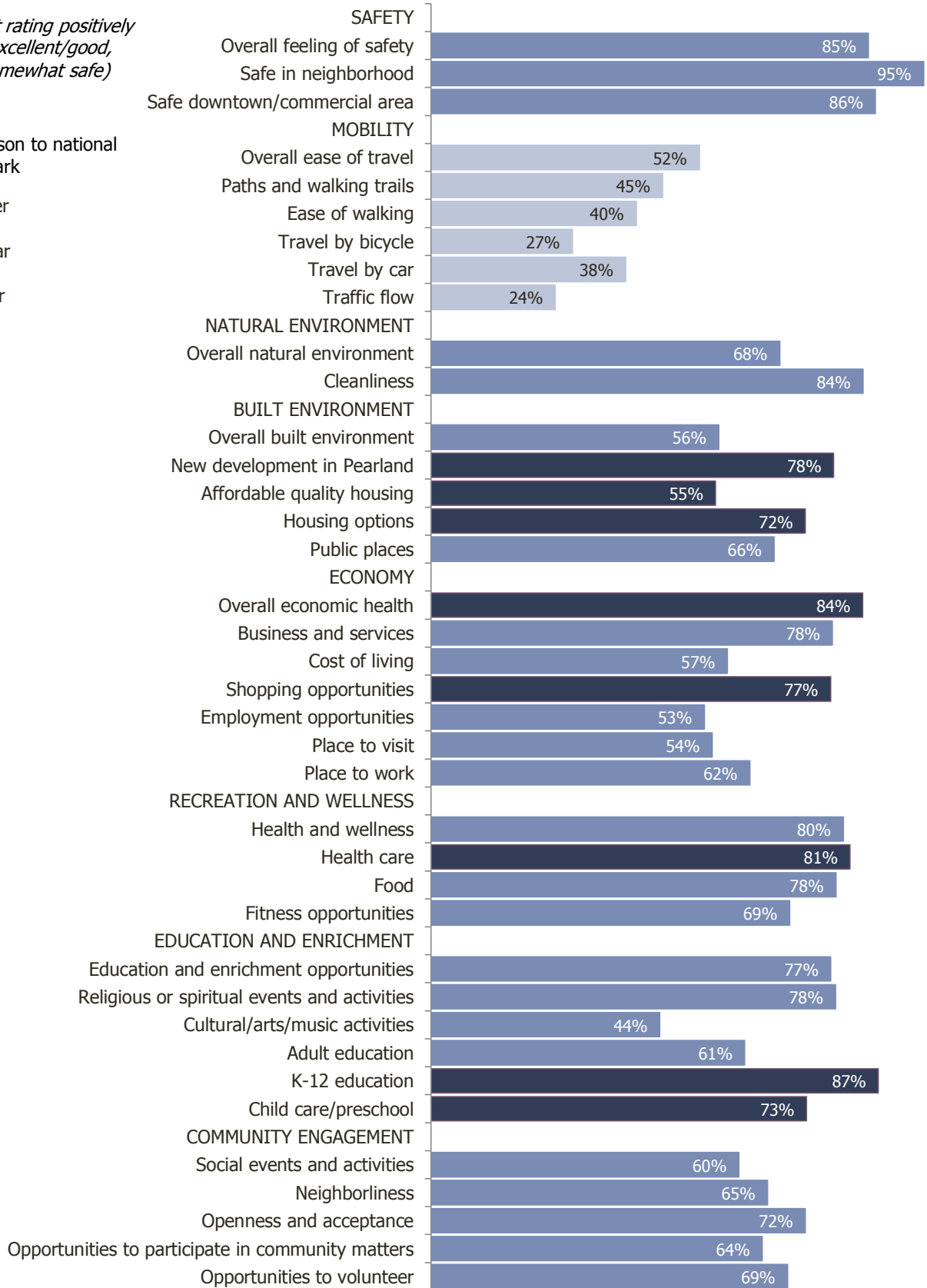
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Figure 1: Aspects of Community Characteristics

*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?

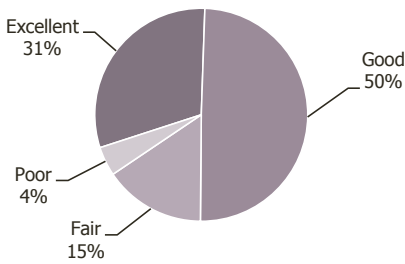
The overall quality of the services provided by the City of Pearland as well as the manner in which these services are provided are a key component of how residents rate their quality of life. About 8 in 10 residents rated the overall quality of services provided by Pearland as excellent or good, while about 4 in 10 positively rated the services provided by the Federal Government; both of these ratings were similar to those given in other communities across the nation.

Survey respondents also rated various aspects of Pearland’s leadership and governance. Around 8 in 10 respondents positively rated the customer service provided by City employees. Roughly 6 in 10 or more residents were pleased with the overall direction the City was taking, confidence in the City government, City government acting in the best interest of Pearland, the government being honest and treating all resident fairly. All of these ratings were similar to those seen in other communities across the nation.

Respondents evaluated over 30 individual services and amenities available in Pearland. A majority of residents gave positive ratings to most aspects of Governance, and all aspects were similar to or higher than the national benchmark comparisons. Within the facet of Safety, respondents’ ratings of Pearland’s police services were higher than the national benchmark, with around 9 in 10 residents awarding high marks to this service. Ratings for the remaining six Safety services were similar to the national benchmark and given positive scores by around 7 in 10 or more residents. Within Built Environment, storm drainage and cable television services received ratings that were higher than those given in other communities. About 7 in 10 survey participants were pleased with economic development in Pearland, which was higher than the national comparison. Around 7 in 10 survey respondents or more gave high marks to all aspects of Recreation and Wellness and Education and Enrichment.

From 2015 to 2017, ratings increased for several Safety-related services including fire prevention, emergency preparedness and animal control. Within Mobility, street repair, street cleaning and traffic signal timing also trended upwards.

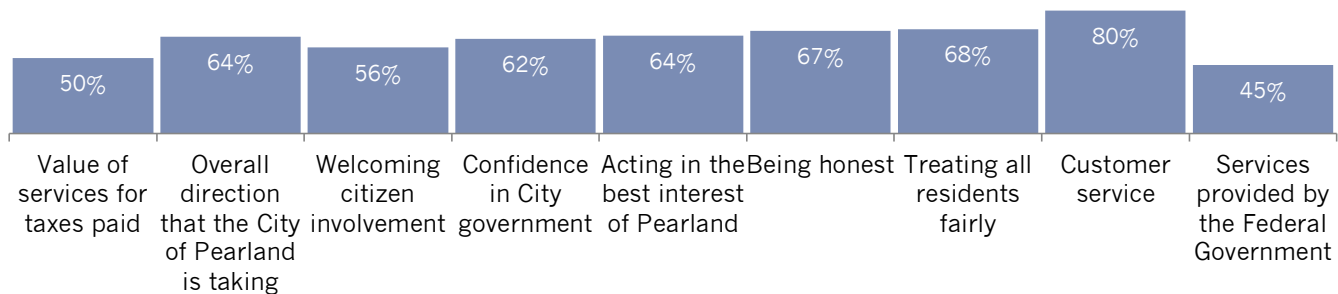
Overall Quality of City Services



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

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



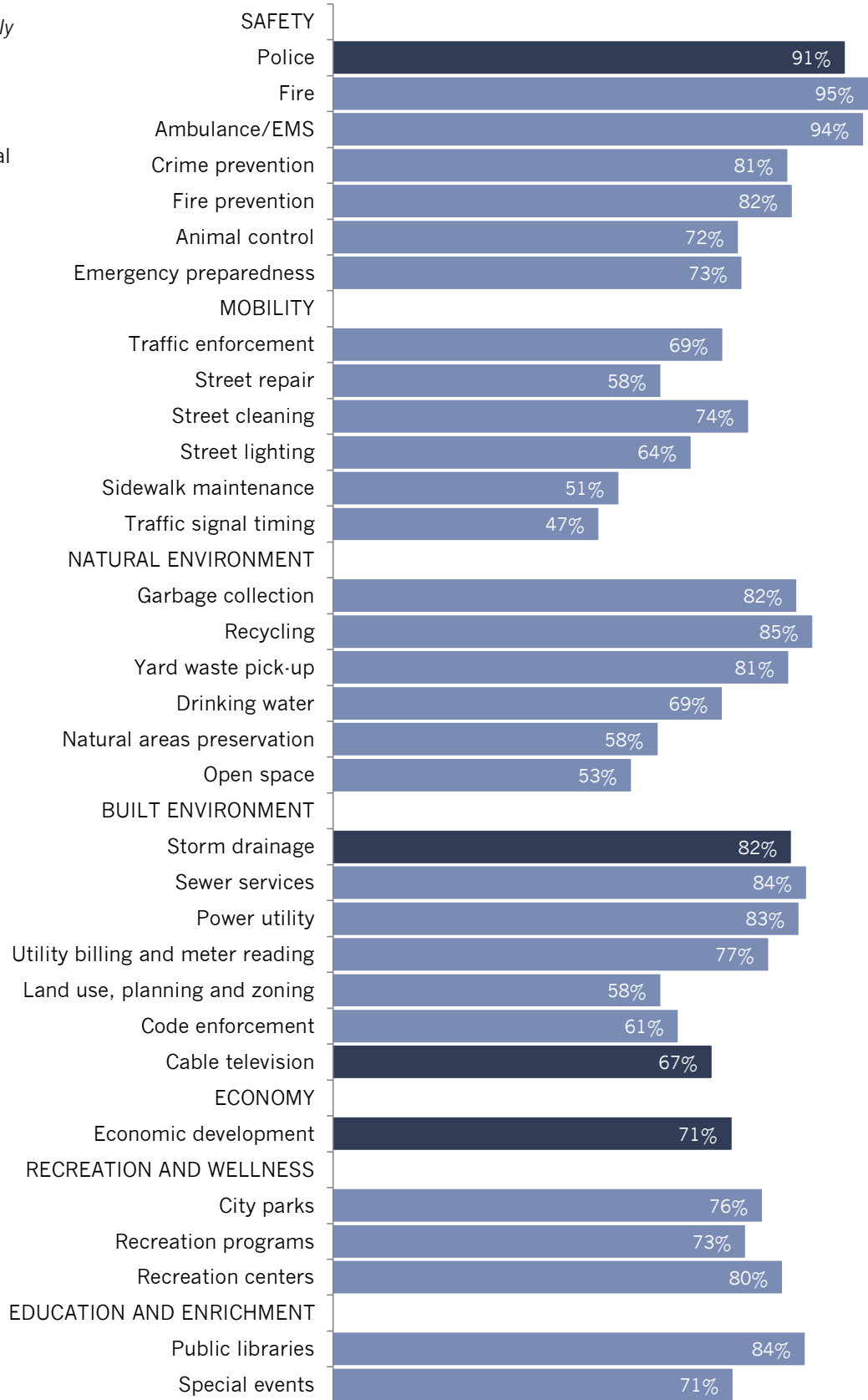
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Figure 2: Aspects of Governance

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

Comparison to national
benchmark

- Higher
- Similar
- Lower



Participation

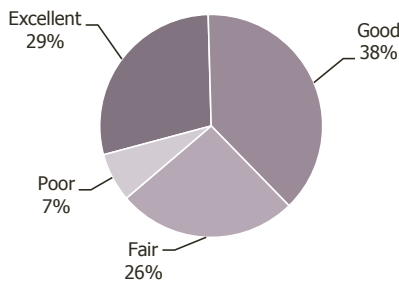
Are the residents of Pearland connected to the community and each other?

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. In Pearland, 67% of survey respondents described the sense of community as excellent or good, a rating that increased since the 2015 survey iteration. Almost 9 in 10 residents would recommend living in Pearland to others and planned to remain in Pearland for the next five years. About 4 in 10 participants reported that they had contacted a Pearland employee in the 12 months prior to the survey.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Rates of Participation were mixed across the different facets; however, most aspects of Participation were similar to the national benchmark. Almost all residents had purchased goods or services in Pearland. At least 8 in 10 respondents indicated that they had not reported a crime, were not the victim of a crime, recycled at home, visited a City park, ate five portions of fruits or vegetables a day, participated in moderate or vigorous physical activity, talked to or visited with neighbors, read or watched the local news and voted in local elections. All of these levels of participation were similar to the national benchmark, with one notable exception: Pearland residents were more likely than residents of other communities to report that they voted in local elections. Pearland residents were less likely than residents of comparison communities to report that they had walked or biked instead of driving, worked in Pearland and used the City’s recreation center. However, the proportion of respondents who reported that they believed the economy will have a positive impact on their income in the next six months was higher than the national benchmark.

In 2017, more residents reported that they were in very good or excellent health, attended a City-sponsored event, voted in local elections, attended a local public meeting and campaigned for an issued, cause or candidate than in 2015. Fewer residents reported that they had recycled at home or used Pearland’s Recreation Center & Natatorium or its services.

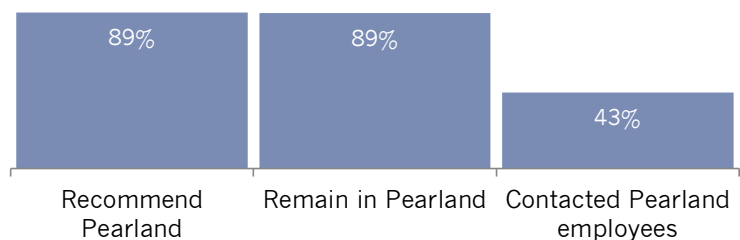
Sense of Community



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

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



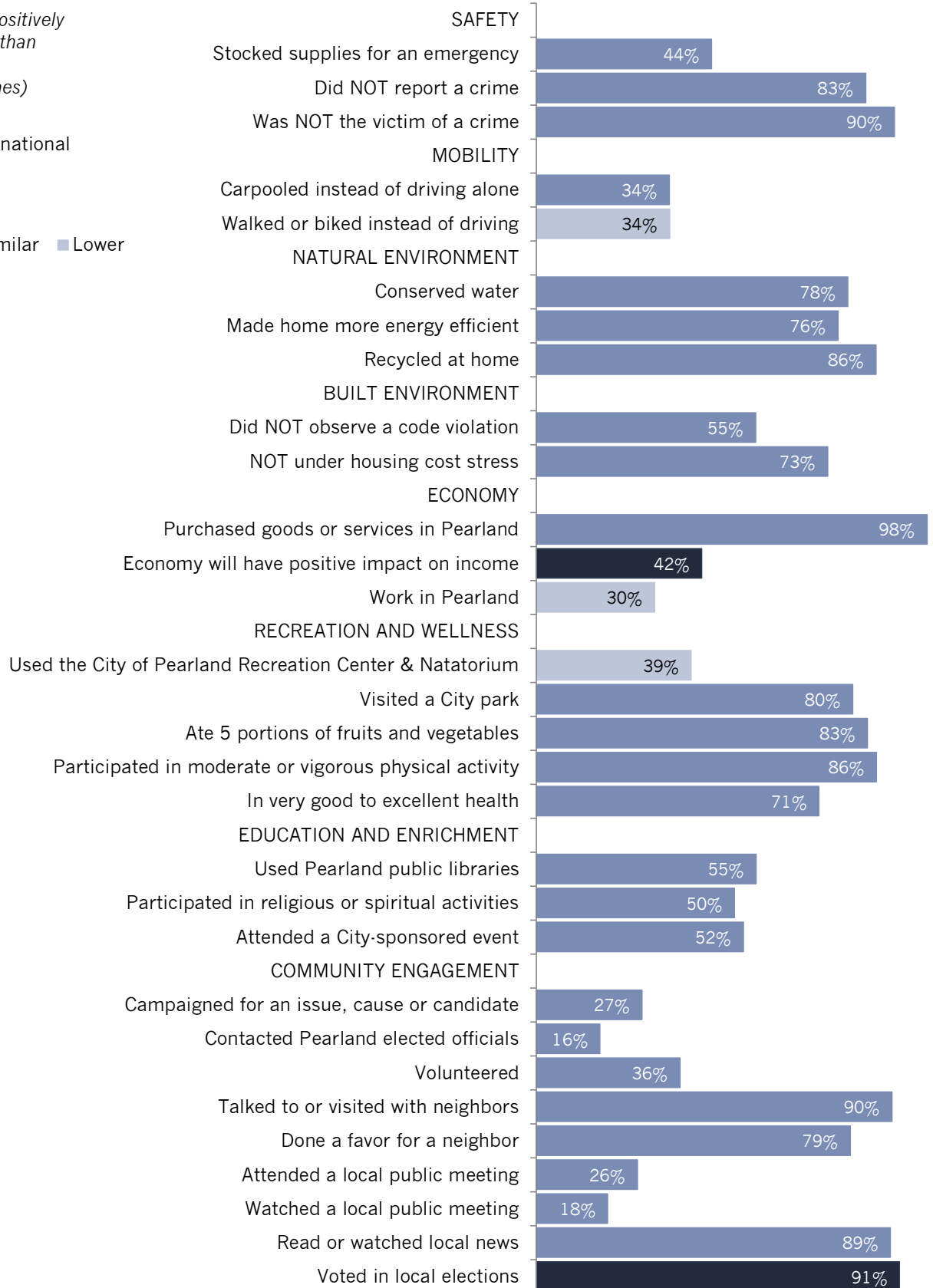
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Figure 3: Aspects of Participation

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

Comparison to national
benchmark

■ Higher ■ Similar ■ Lower

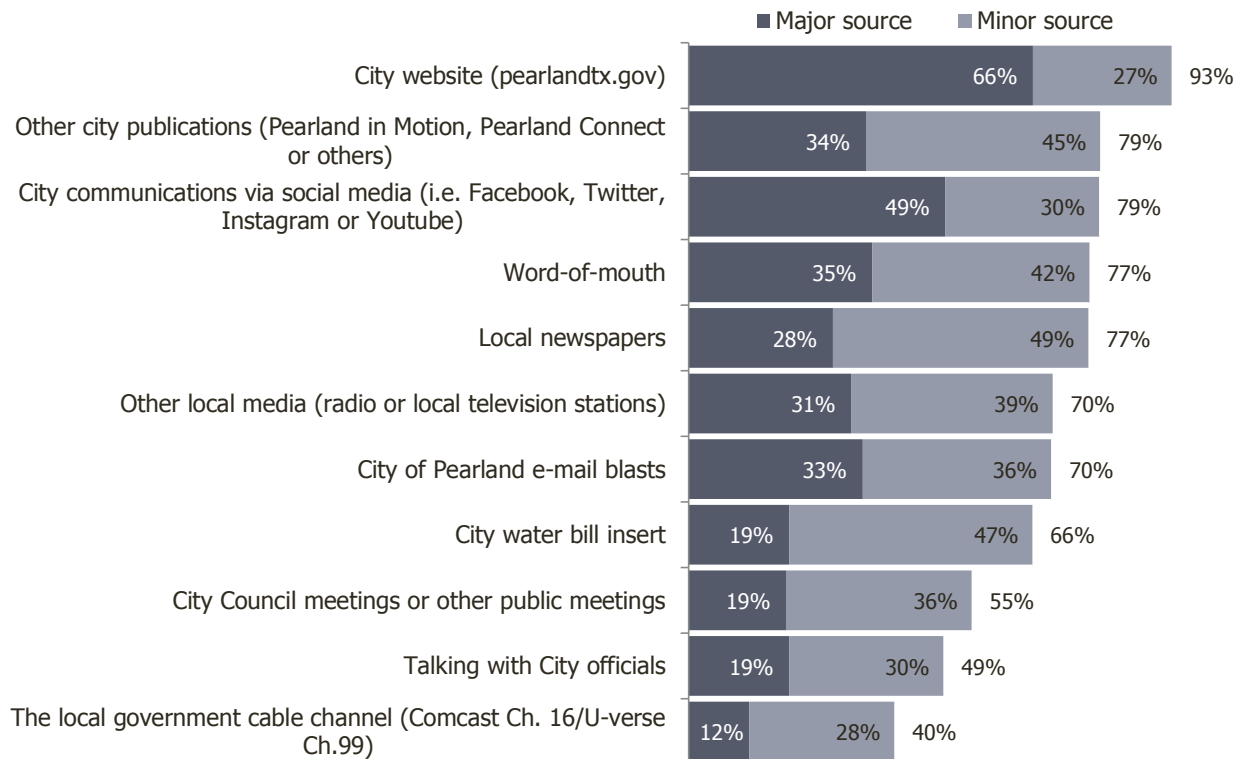


Special Topics

The City of Pearland included three questions of special interest on The NCS. Pearland residents were asked to indicate which methods they use to receive information about City government, its activities, events and services. Almost all respondents indicated that the City website was at least a minor source of information. More than three-quarters of survey participants relied on local newspapers, word-of-mouth, City communications via social media and other city publications. The local government cable channel was only considered to be a major or minor source of information by 40% of residents and was residents' least used source for obtaining information about the City government.

Figure 4: Sources of Information

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.

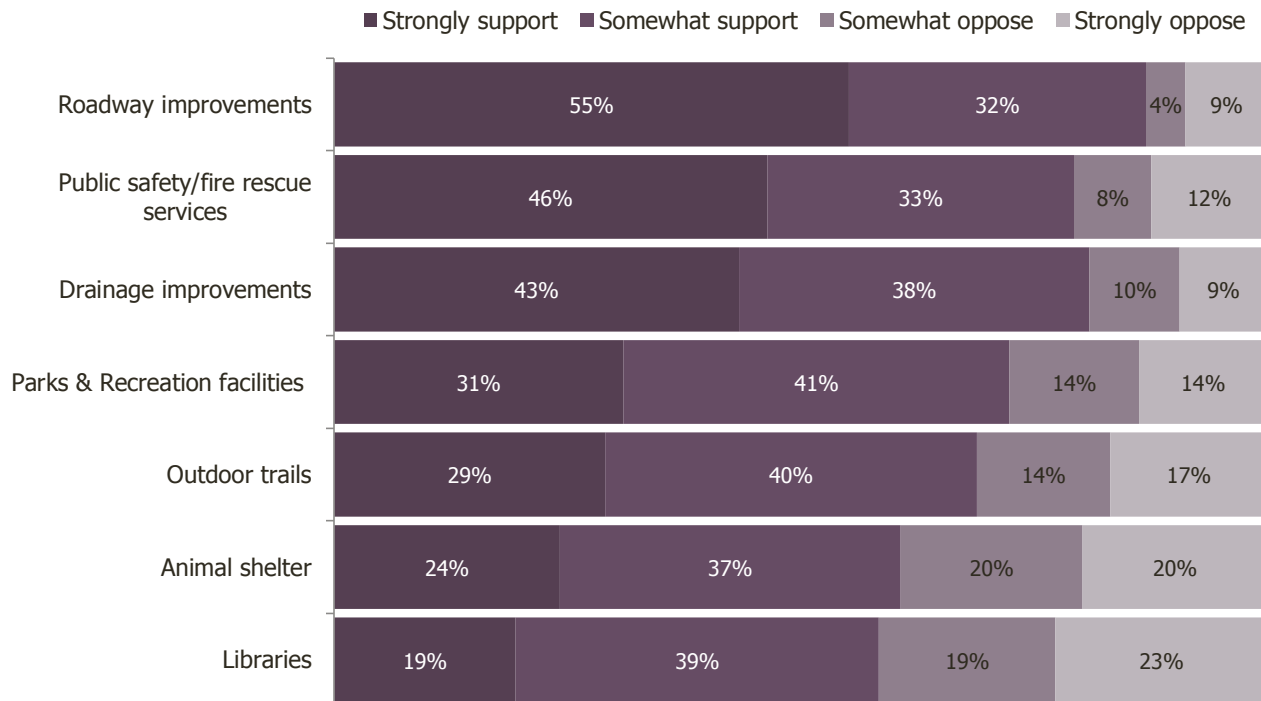


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The next special asked residents to indicate their level of support for a property tax increase for the funding of various facilities or services. Property tax increases to fund roadway improvements, public safety/fire rescue services and drainage improvements were at least somewhat supported by about 8 in 10 survey participants.

Figure 5: Support for tax increase to fund facilities/services

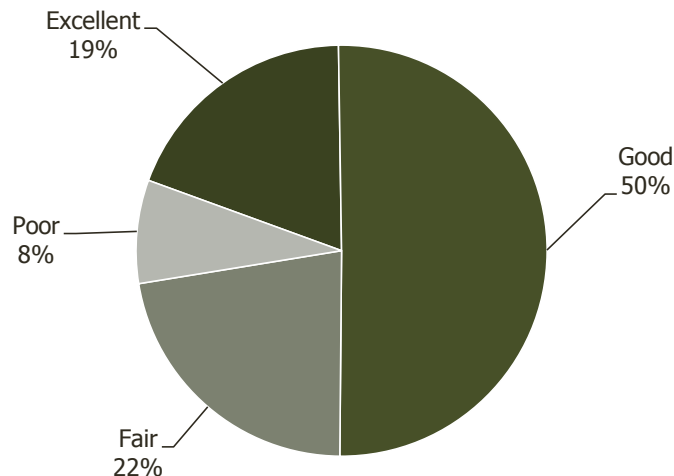
Please indicate to what extent you would support or oppose a property tax increase for each of the following to fund new facilities or services.



The final question asked residents to rate the leadership provided by the City's elected officials. Around 7 in 10 residents rated these officials' leadership as excellent or good.

Figure 6: Opinion on leadership of City elected officials

Please rate the leadership provided by the City's elected officials.



Conclusions

Pearland residents continue to enjoy a high quality of life.

Around 9 in 10 respondents rated the overall quality of life in Pearland and the City as a place to live as excellent or good. Nearly 9 in 10 residents said they would recommend Pearland as a place to live and planned to remain living in Pearland for the next five years. Ratings for features that enhance quality of life, such as Pearland as a place to raise children, the overall image of the City and their neighborhoods as places to live were given positive ratings by at least 4 in 5 respondents. These ratings remained stable from 2015 to 2017, and were similar to or higher than ratings in comparison communities. Additionally, about two-thirds of residents rated Pearland's sense of community as excellent or good. The sense of community in Pearland was rated higher in 2017 than the 2015 survey iteration.

Safety is a main focus area for the community.

Residents indicated that Safety is an important area for the Pearland community to focus on in the next two years. Ratings for Safety across all three pillars were positive and similar to the national benchmark comparisons. Nearly all residents reported that they felt safe in their neighborhoods and about 8 in 10 felt safe in Pearland's downtown/commercial area and gave excellent or good ratings to the overall feeling of safety in Pearland. Residents also valued safety services provided by the City of Pearland, such as police services, which was rated higher in Pearland than in comparison communities. Ratings for fire prevention and emergency preparedness increased from 2015 to 2017.

Mobility ratings have increased but there are still opportunities for improvement.

Survey participants indicated that Mobility is an important area for Pearland to focus on in the coming years. Aspects of Mobility were rated similar to or lower than the national comparison. Some measures were less favorably rated, including the overall ease of travel, the availability of paths and walking trails, ease of walking, ease of travel by bicycle, ease of travel by car, traffic flow and the proportion of residents walking or biking instead of driving, all of which were rated lower than other communities nationwide. When asked to consider property tax increases for various projects in Pearland, most respondents indicated that they would support more funding for roadway improvements. Ratings for street repair, street cleaning and traffic signal timing increased from 2015 to 2017.