

THE NCSTM

THE NATIONAL COMMUNITY SURVEYTM



Results for the City of New Braunfels

June 27th, 2022



Civic Communication & Analytics Platform

Smarter, better connected communities. A civic surveying, policy polling, and constituent communication tech platform.



Advanced Survey Science & Performance Analytics

Data insights to help communities move forward. The premiere provider of professional civic surveys and performance benchmarking analyses.

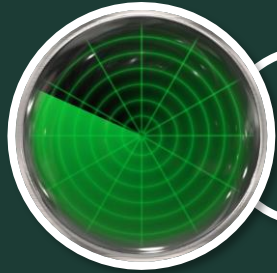
Questions about our product?

Visit www.polco.us to learn more

Exclusive partners of:



Role of Resident Surveys in Local Governance



Monitor trends in resident opinion



Measure government performance



Inform budget, land use, strategic planning decisions



Benchmark service ratings

Facets of Community Livability

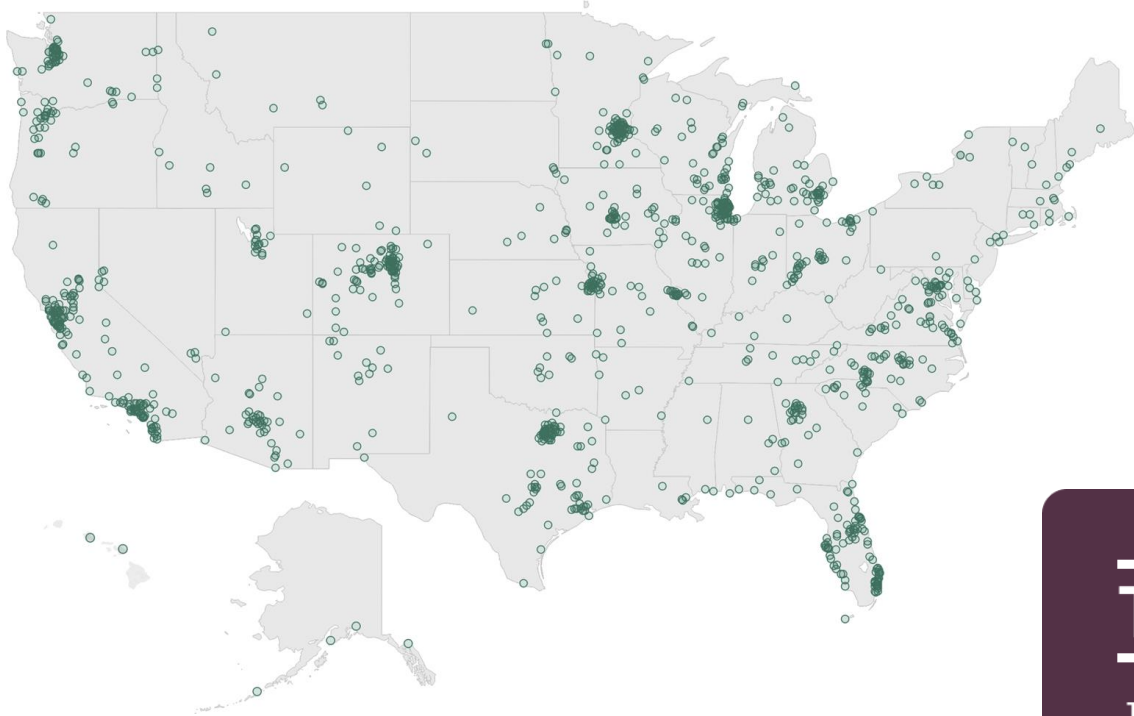


The National Community Survey™ in New Braunfels

The NCS™ for New Braunfels, TX

- 5th time conducting The NCS (previous surveys in 2012, 2014, 2016, and 2019)
- Survey conducted from March 9th, 2022 to April 27th, 2022
- “Hybrid” mailing approach employed:
 - Probability-based sample of 6,000 households (3,500 Group A/2,500 Group B)
 - 827 total responses received
 - 14% overall response rate
 - Non-probability, open-participation sample: 714 responses
- Results statistically weighted to reflect New Braunfels overall
- 95% confidence interval with a +/- 3.4% margin of error

National Benchmark Comparison Database



More than **500** comparison communities across the nation.

Representing the opinions of more than **50 million** residents.

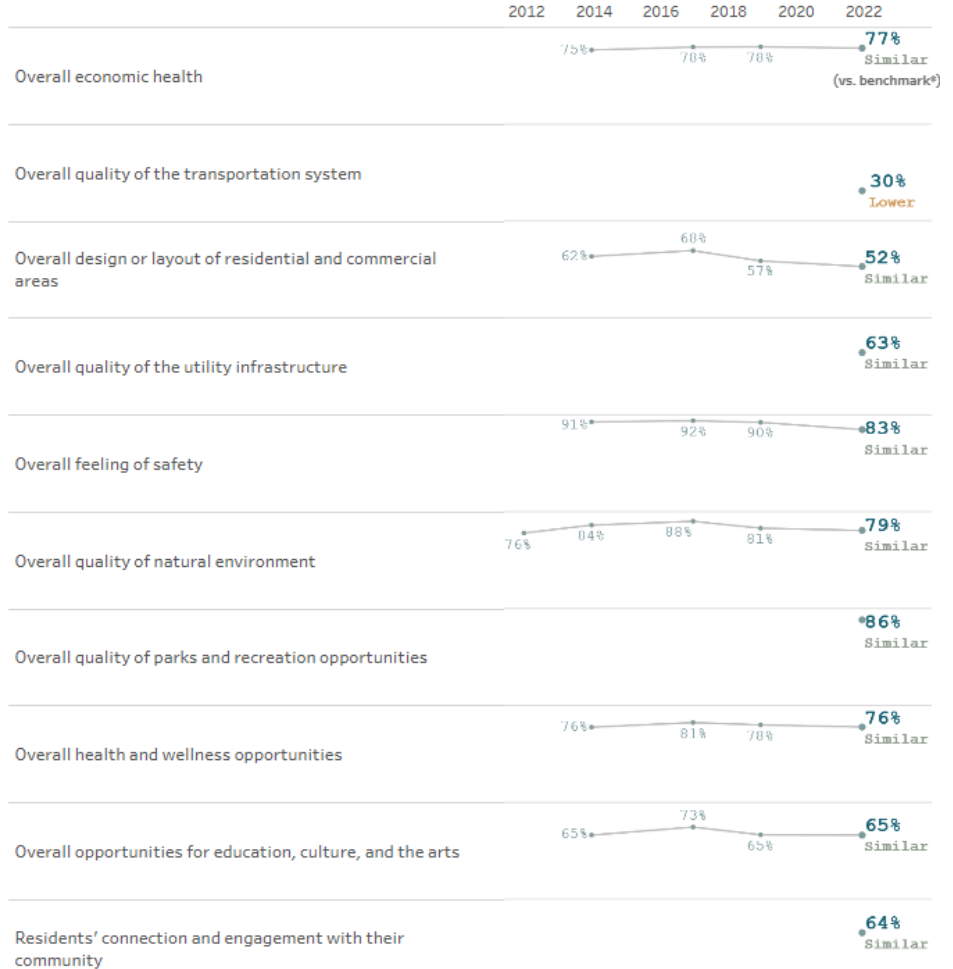
THE NCS[™]

THE NATIONAL COMMUNITY SURVEY[™]

Overview of Survey Results

Facets of Community Livability: Quality

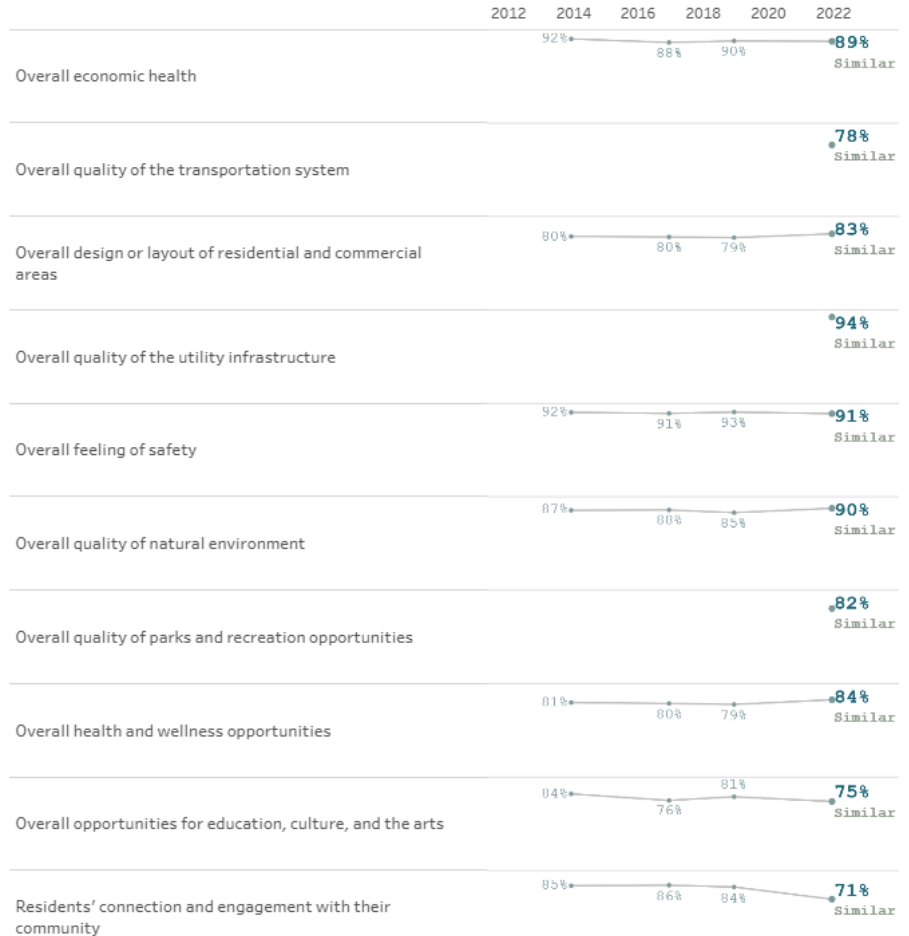
Please rate each of the following characteristics as they relate to New Braunfels as a whole.
(% excellent or good)



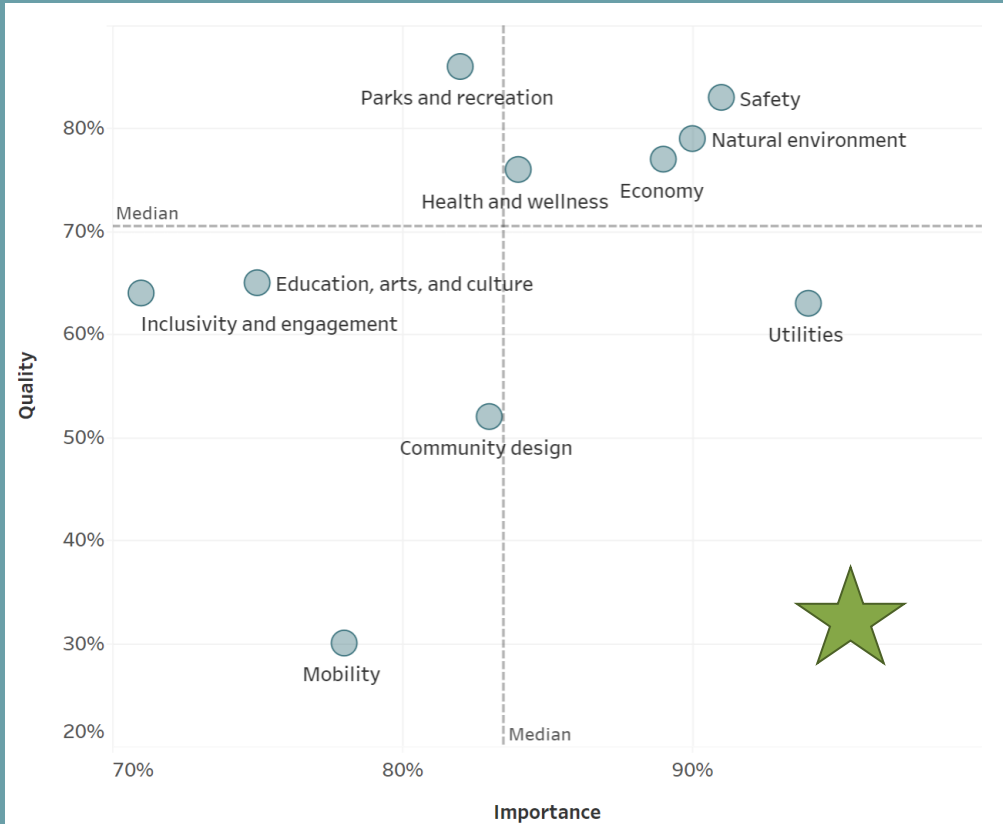
Facets of Community Livability: Importance

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

(% essential or very important)



Balancing Quality and Importance



(found on page 9 of New Braunfels' NCS Report of Results)

Comparisons to National Benchmarks



Comparisons to 2019



Survey Highlights

Key Finding #1:

Residents of New Braunfels enjoy a high quality of life.



Overall Community Quality

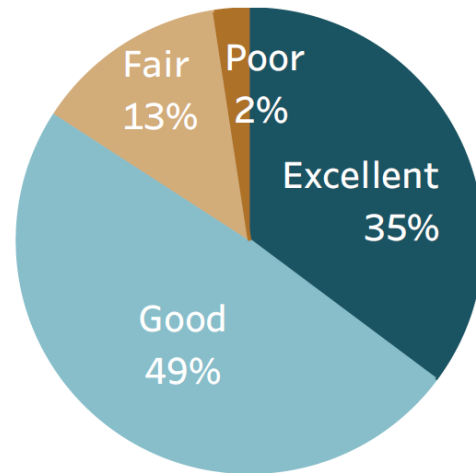


About

9 in 10

residents gave **excellent** or **good** ratings to: New Braunfels as a place to live

The overall quality of life in New Braunfels, 2022



8 in 10 residents also:

- Would recommend New Braunfels as a place to live
- Plan to remain in New Braunfels for next 5 years

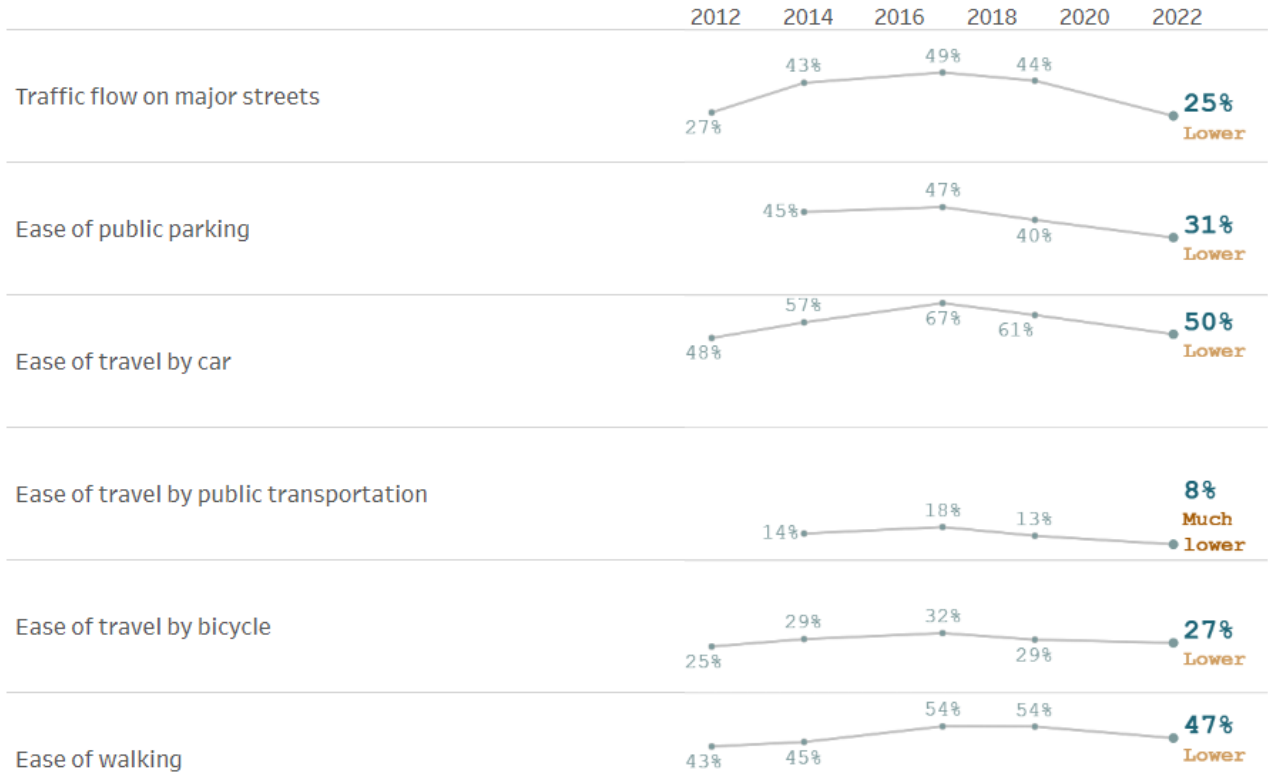
Key Finding #2:

Mobility continues to be a challenge for the City.

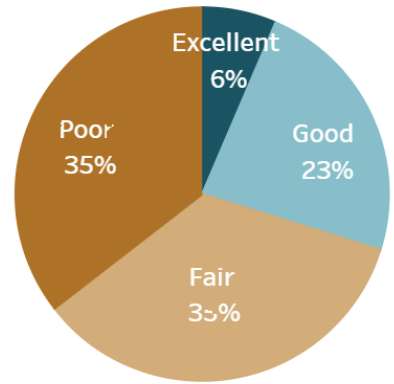


Mobility in New Braunfels

Please also rate each of the following in the New Braunfels community.
(% excellent or good)



Overall quality of the transportation system in New Braunfels, 2022



Mobility services in New Braunfels



8%

Ease of travel by public transportation



14%

Bus or transit services



27%

Ease of travel by bicycle



25%

Traffic flow on major streets



31%

Ease of public parking

Percent excellent or good

Mobility services in New Braunfels



On par with 2019 results



Trending upwards since 2019



47%

Ease of walking



50%

Ease of travel by car OR traffic enforcement



41%

Traffic signal timing



52%

Sidewalk maintenance



~60%

Street cleaning OR street lighting



Percent excellent or good

Key Finding #3:

Community members value the City's utility infrastructure and emphasize its importance.



Utilities in New Braunfels

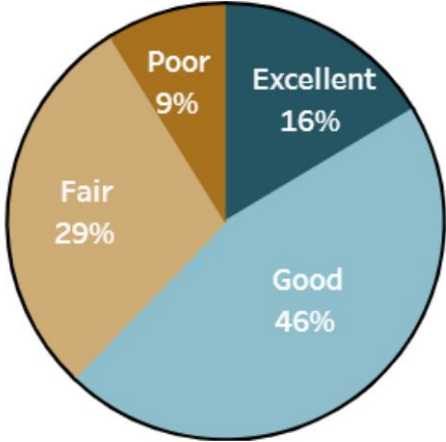


At least

9 in 10

residents identified overall utility infrastructure as a priority

Overall quality of the utility infrastructure in New Braunfels, 2022



6 in 10 residents also:
Gave high marks to the quality of the utility infrastructure, on par with the national average

Utilities in New Braunfels

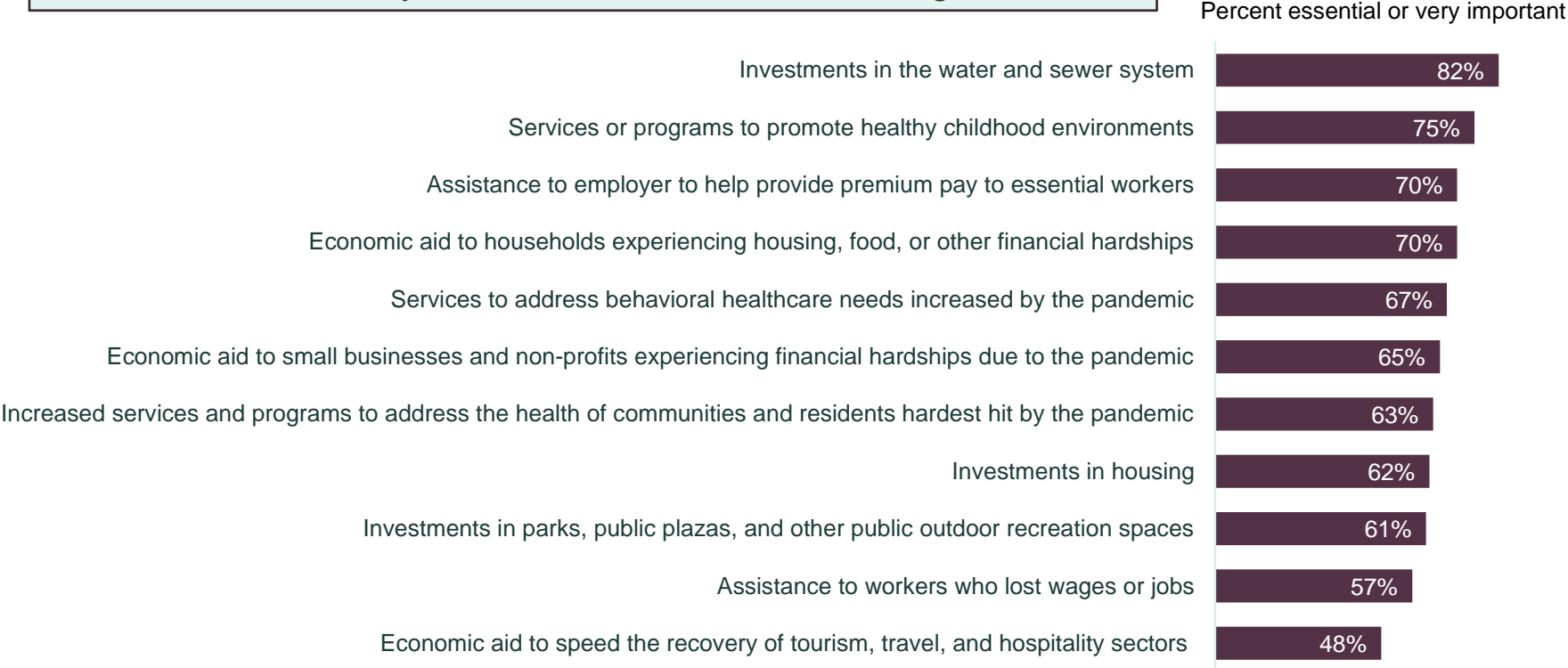
 Trending upwards since 2019

Please rate the quality of each of the following services in New Braunfels.
(% excellent or good)



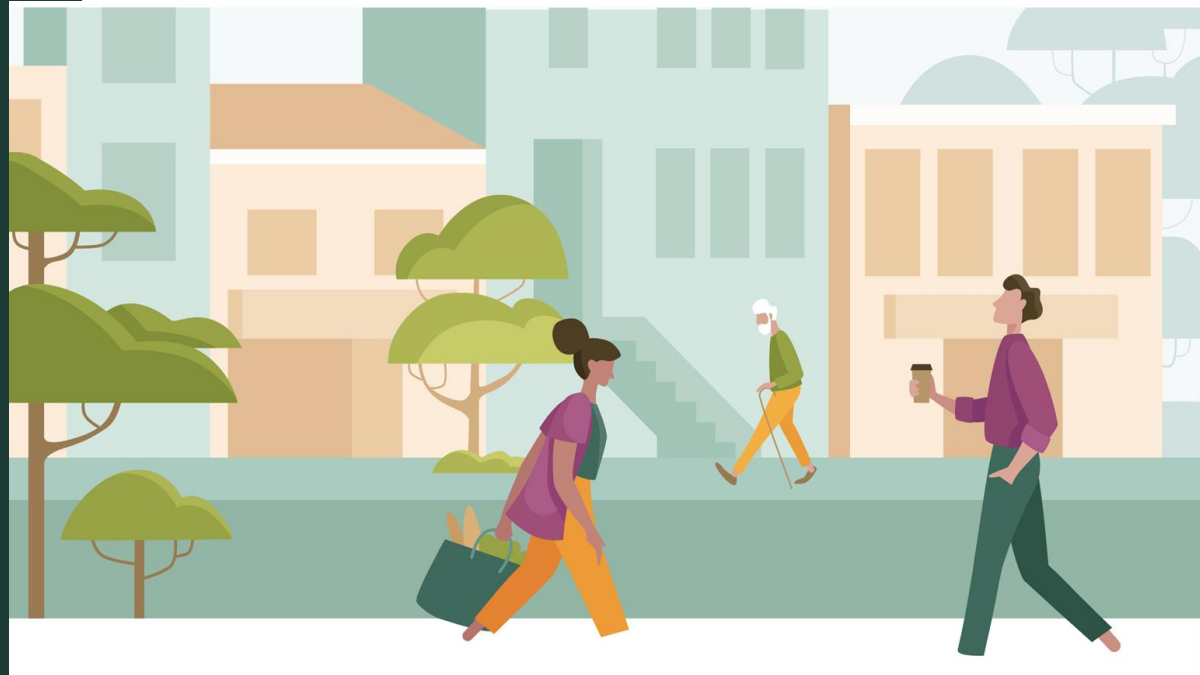
Utilities in New Braunfels

Please rate how important, if at all, you think it is for the City of New Braunfels to spend the community-level ARPA funds on each of the following.



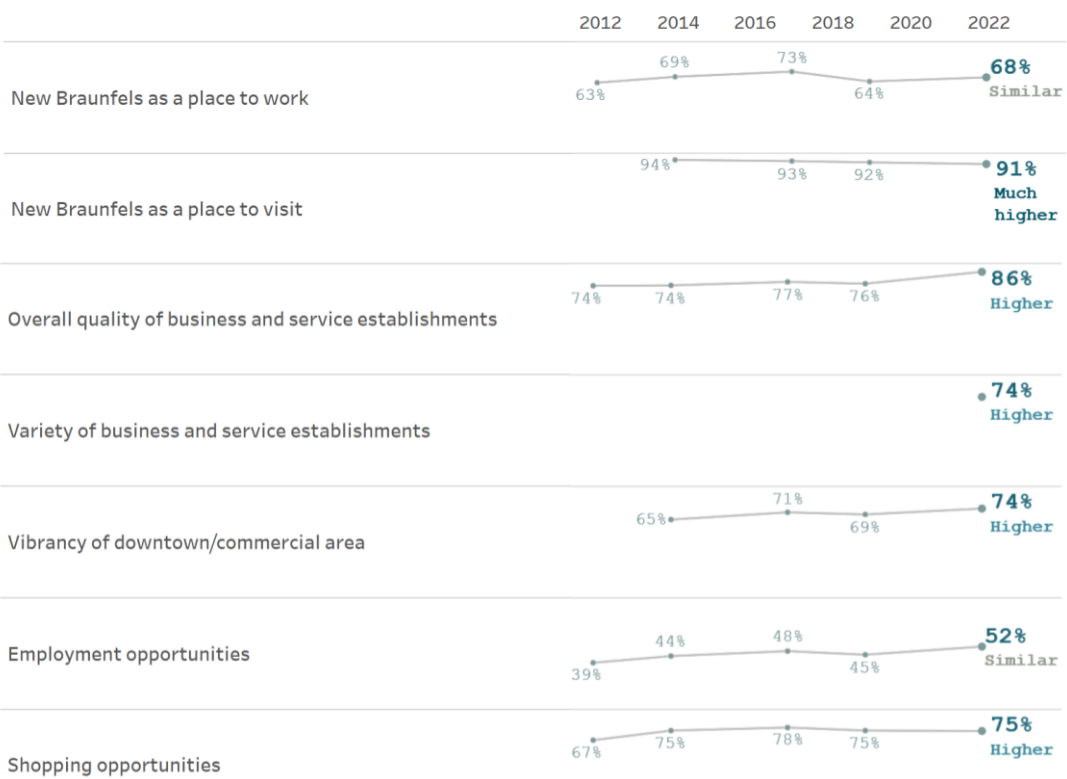
Key Finding #4:

Economy remains strong despite challenges posed by the COVID-19 pandemic, while affordability is a priority for residents.

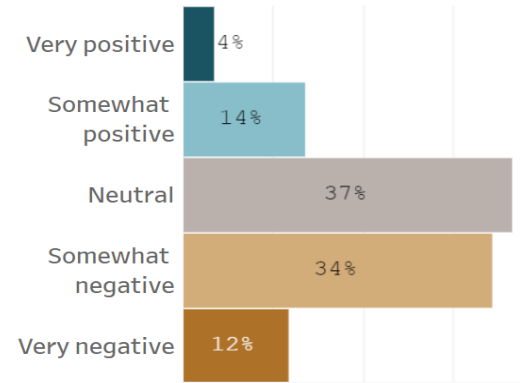


The Economy in New Braunfels

Please rate each of the following aspects of quality of life in New Braunfels.
(% excellent or good)



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:

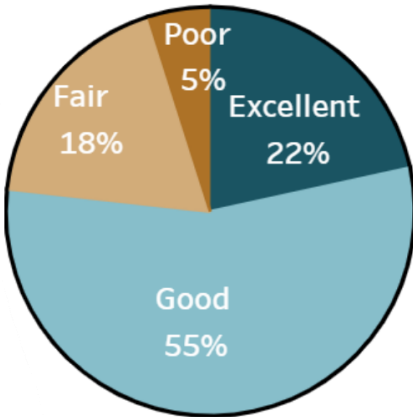


77% of residents rated New Braunfels's economic development as excellent or good, holding steady from 2019

The Economy in New Braunfels

All higher than national and custom benchmarks

Overall economic health of New Braunfels, 2022



91% New Braunfels as a place to visit

86% Overall quality of business and service establishments

74% Variety of business and service establishments

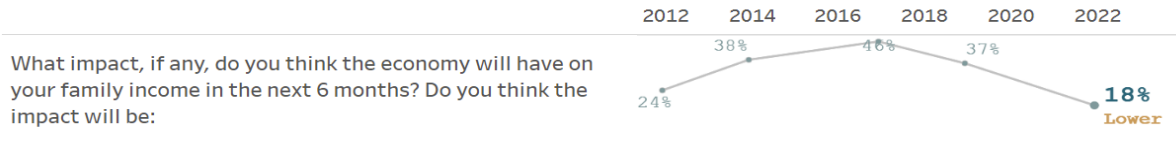
74% Vibrancy of downtown/commercial area

75% Shopping opportunities

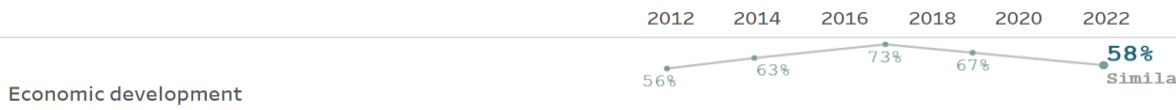
Percent excellent or good

The Economy in New Braunfels

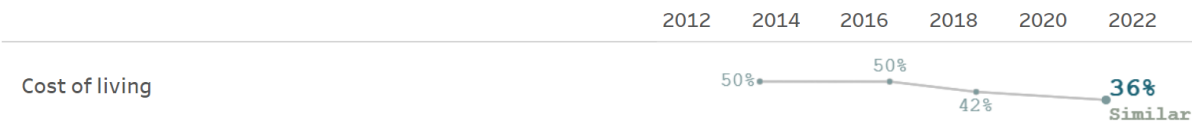
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:
 (% very or somewhat positive)



Please rate the quality of each of the following services in New Braunfels.
 (% excellent or good)



Please rate each of the following in the New Braunfels community.
 (% excellent or good)



Availability of affordable quality housing



Conclusions

1. Residents of New Braunfels enjoy a high quality of life.
2. Mobility continues to be a challenge for the City.
3. Community members value the City's utility infrastructure and emphasize its importance.
4. Economy remains strong despite challenges posed by the COVID-19 pandemic, while affordability is a priority for residents.



Continue Engagement Through The Policy Lifecycle

Don't let the community input and dialogue conclude with the survey.



Identify Sentiment Baselines and Trends

- Conduct annual surveys, performance metric checks, and other broadly-scoped questionnaires for feedback
- Establish a baseline understanding and discover new trends in sentiment

"How satisfied are you with (parks, roads, transportation, economic development)?"

"How would you rank our community as a place to live?"



Crowdsource Concerns, Brainstorm Ideas

- Seek community input through structured discussions that uncover new ideas and solutions
- Tap individual perspectives and wisdom often unheard at town halls

"What sort of amenities would you like to see more of downtown?"

"What events would you like to see more of being held on a Friday Night?"



Prioritize Initiatives and Alternatives

- Engage your constituents on fund allocation exercises and participatory budgeting projects
- Determine community priority areas that may require additional focus

"How would you allocate next year's budget across the following initiatives?"

"Which of the following options for an aquatic center would you prefer?"



Collect Verified Input on Specific Proposals

- Receive citable input on hot topic issues that consume open listening sessions
- Gauge final community sentiment before beginning on costly, controversial projects

"Would you be willing to pay \$3.18 a month more for bi-weekly curbside recycling?"

"Do you believe we should be using pesticides on public property?"

Identify opportunities for improvement. Engage along the way to cultivate buy-in. Demonstrate progress. Repeat.



The Process To Deliver Great Outcomes



More participation



Good government



More informed participation



Data driven performance management

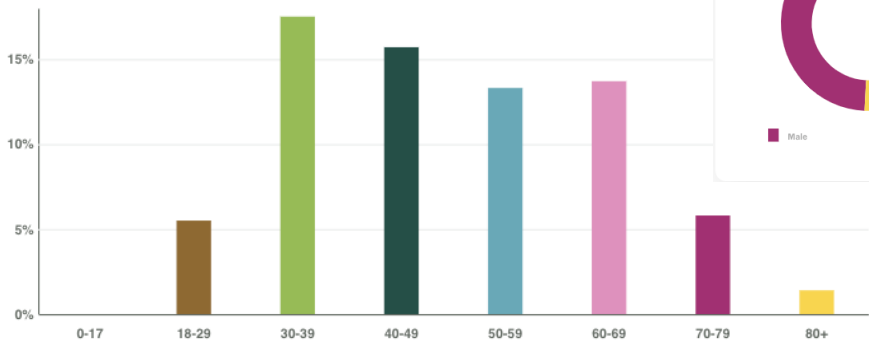


Better balanced participation

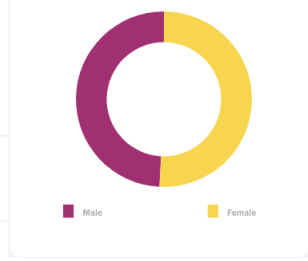


Save staff time and effort

Representativeness By Age
27.2% unknown



Representativeness By Gender
25.8% unknown



Total Responses

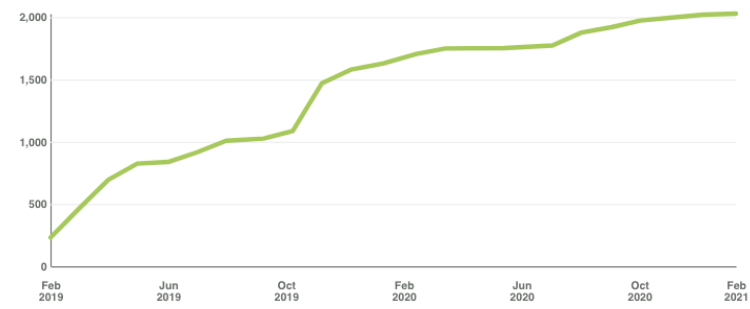
What's This?

15,301

195%
in the last 30 days

Subscriber Growth Over Time (per month)

What's This?



Oshkosh ([View Profile](#) | [Edit Profile](#))

Dashboard



Content



Outreach



Premium



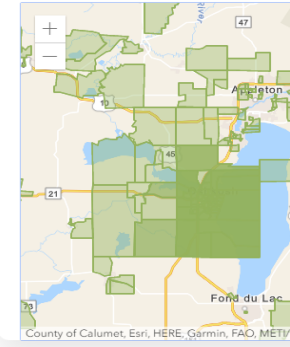
Superadmin



Configuration

Dashboard

Subscriber Locations



Subscriber Growth Over Time

Questions?

Thank you!

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