

**THE NCS**<sup>™</sup>

THE NATIONAL COMMUNITY SURVEY<sup>™</sup>



# Results for the City of New Braunfels

June 27<sup>th</sup>, 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.

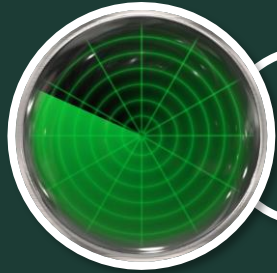
Questions about our product?

Visit [www.polco.us](http://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

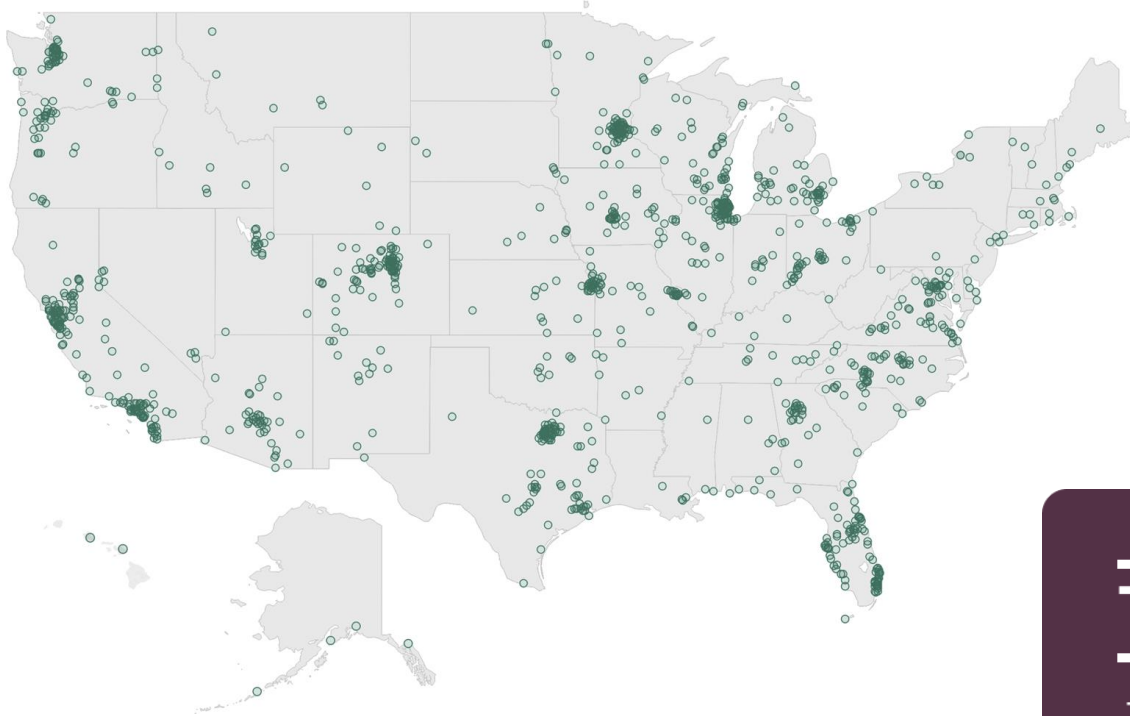


# The National Community Survey™ in New Braunfels

## The NCS™ for New Braunfels, TX

- 5th time conducting The NCS (previous surveys in 2012, 2014, 2016, and 2019)
- Survey conducted from March 9<sup>th</sup>, 2022 to April 27<sup>th</sup>, 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.

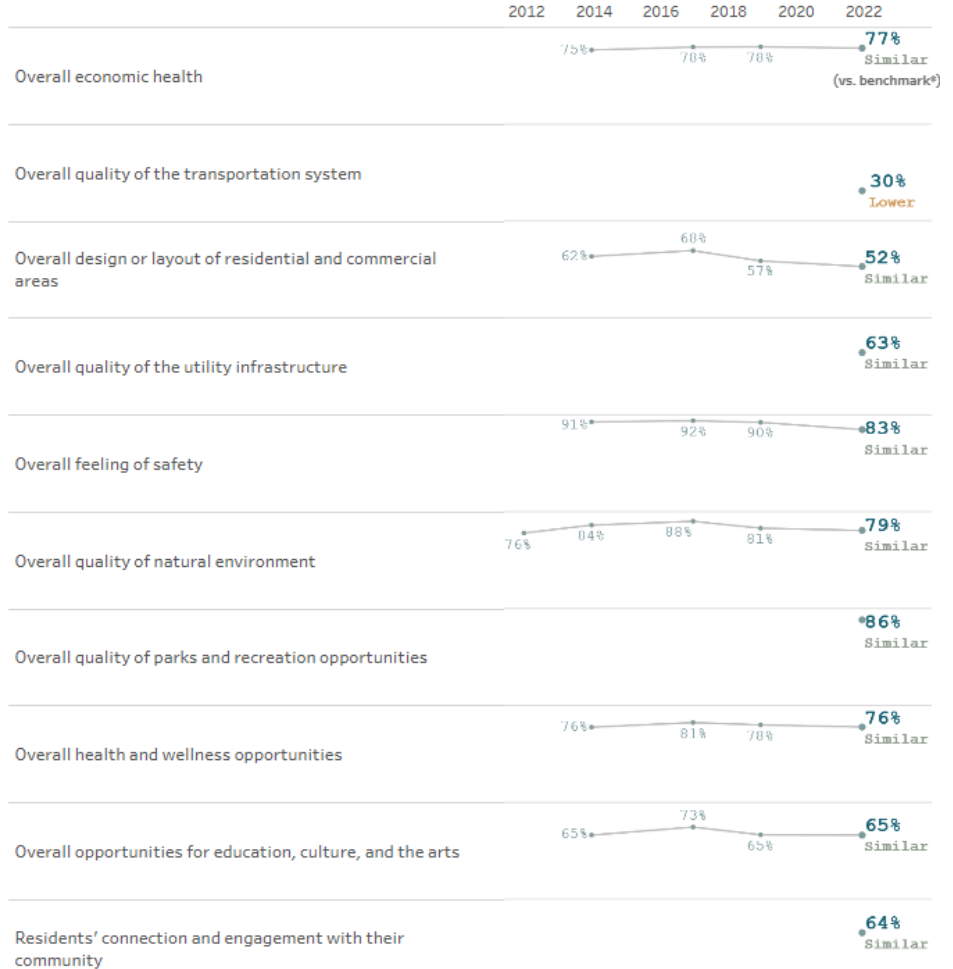
**THE NCS**<sup>™</sup>

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# 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)

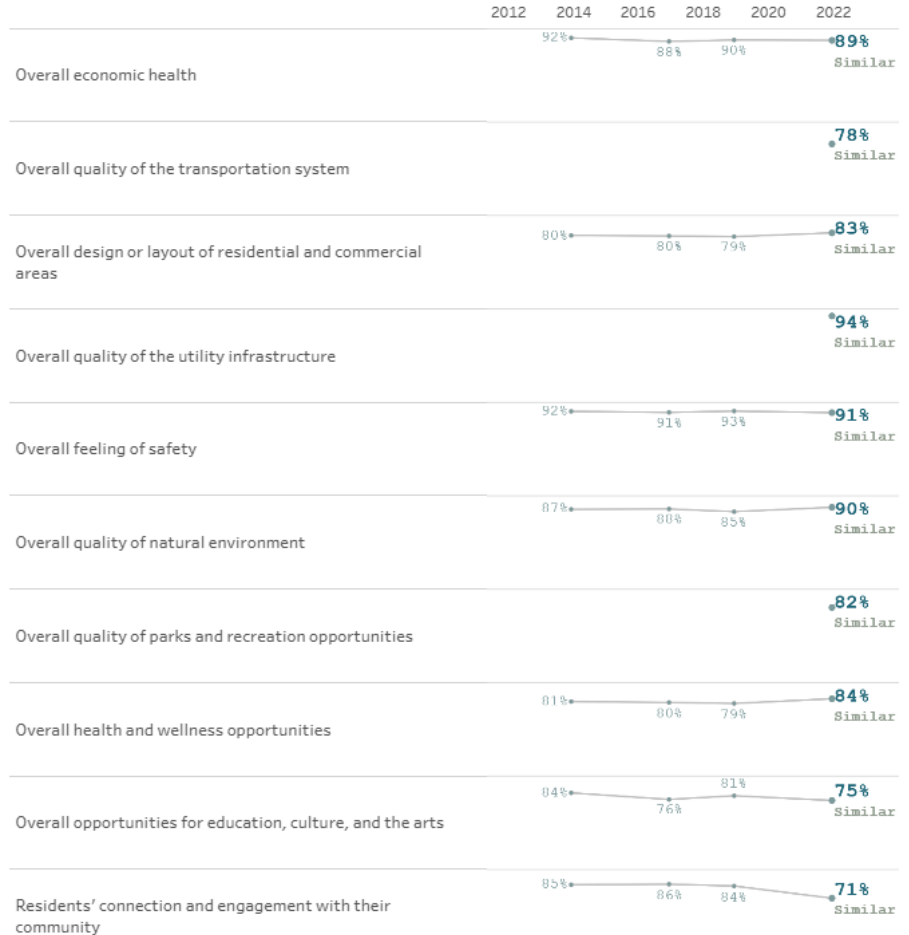




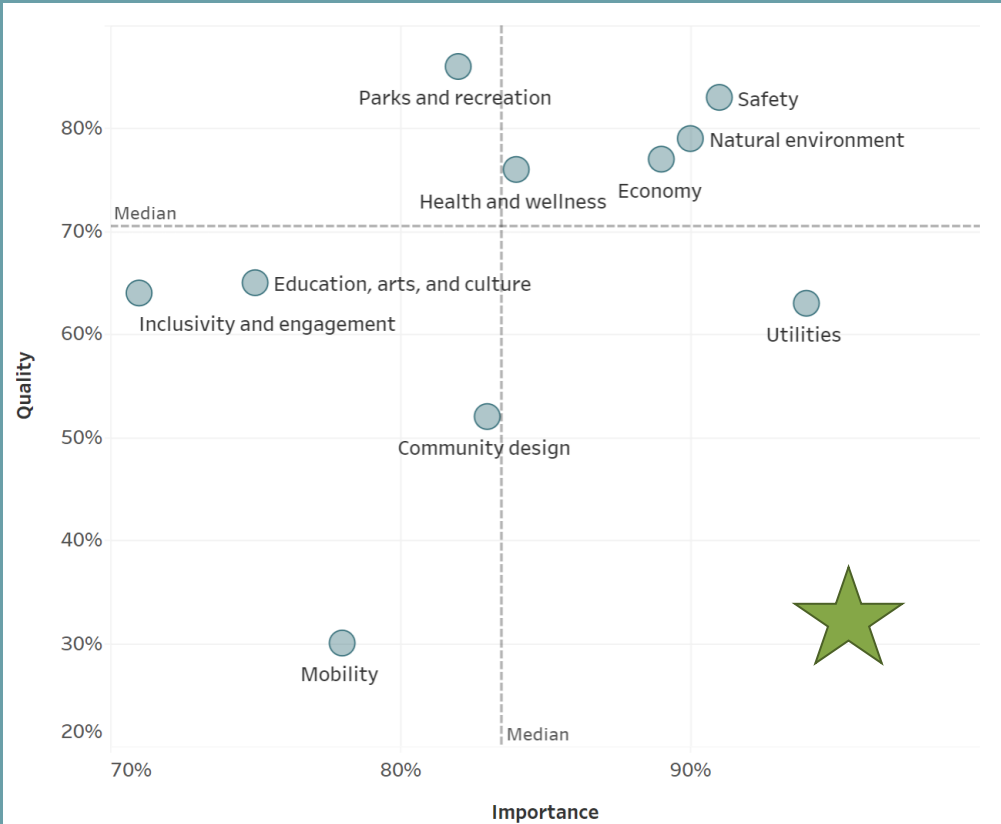
# Facets of Community Livability: Importance

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

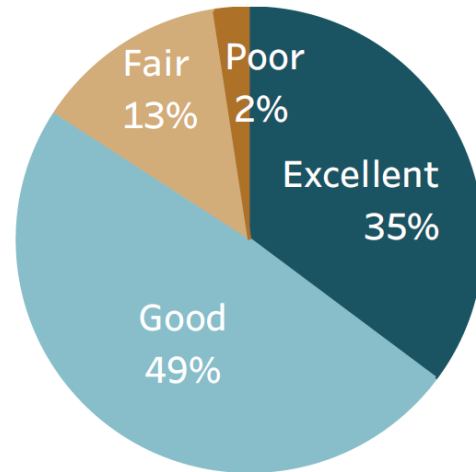


About

## 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:

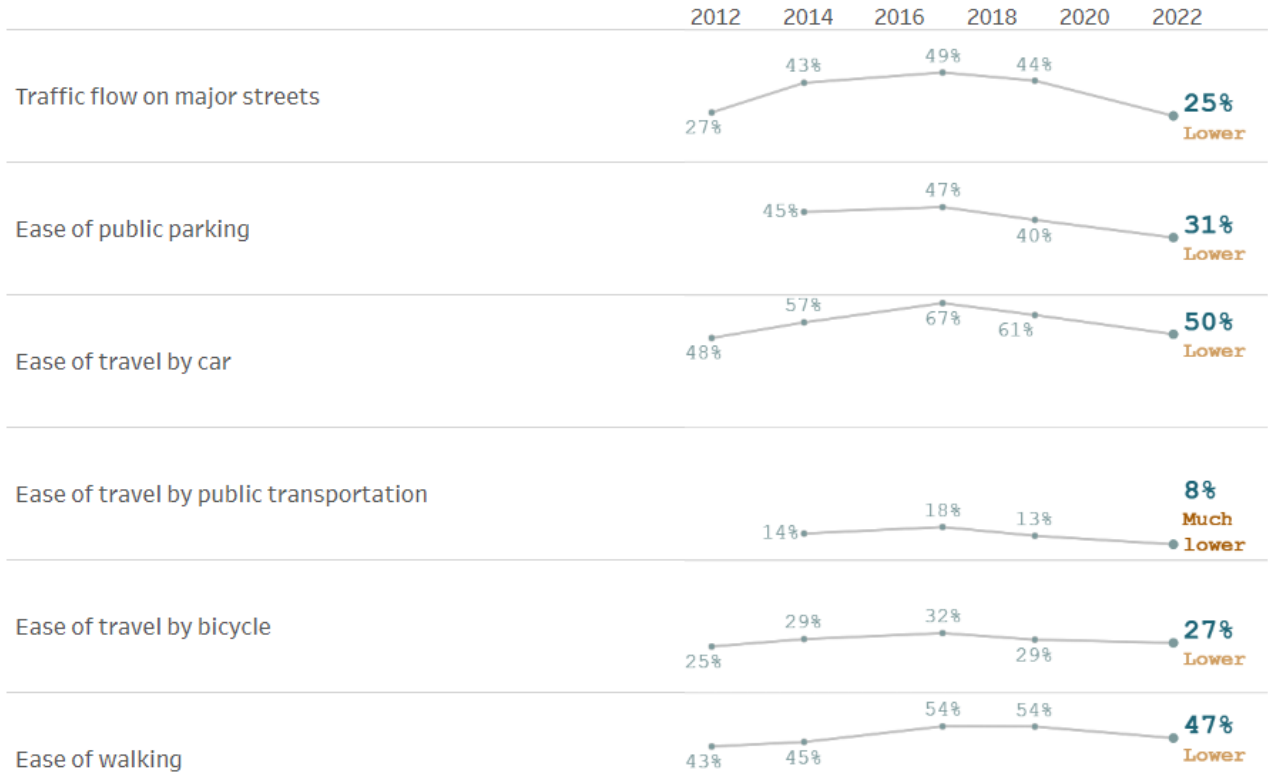
**Mobility continues to be a challenge for the City.**



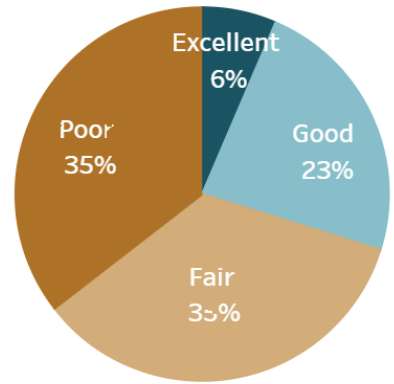


# Mobility in New Braunfels

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

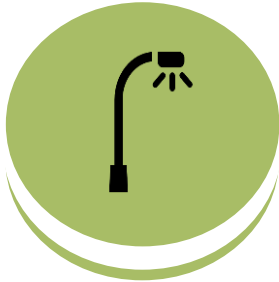
# Mobility services in New Braunfels



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

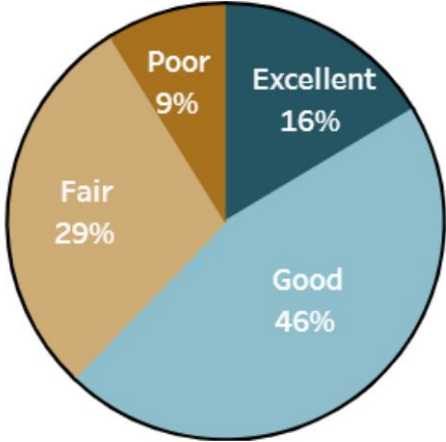


At least

**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

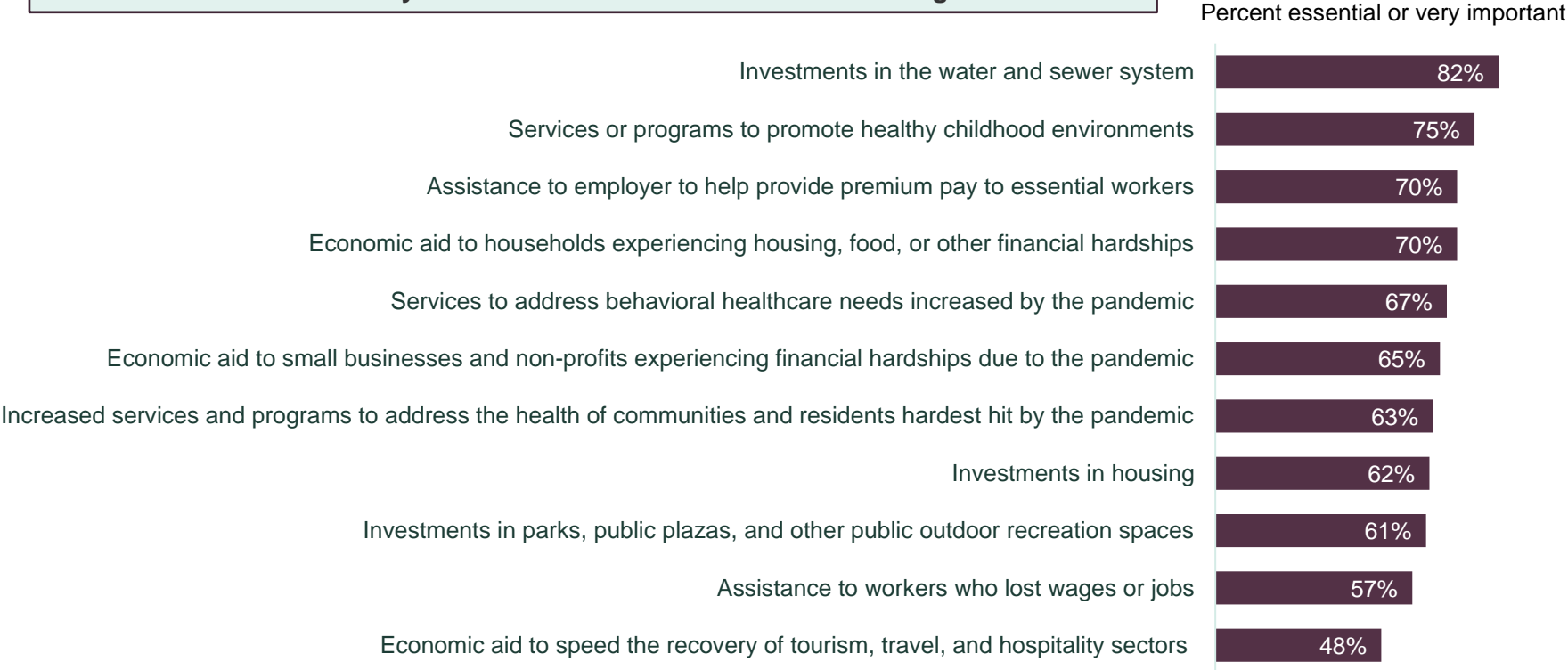
Trending upwards since 2019

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



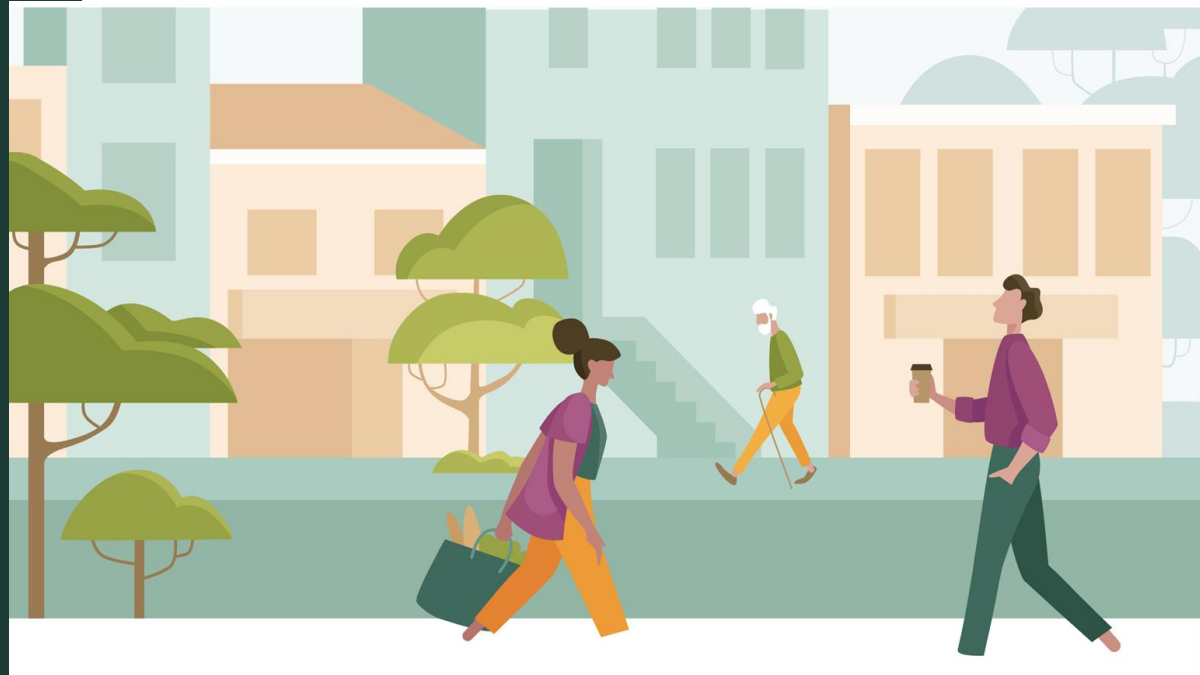
# Utilities in New Braunfels

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.**



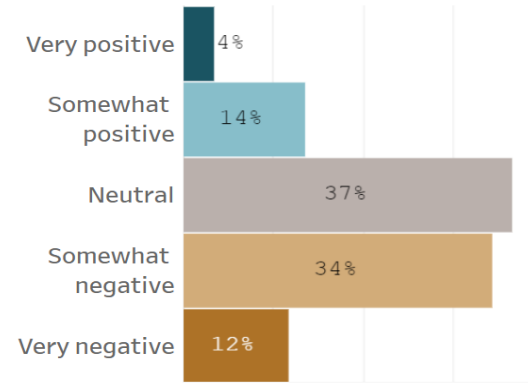


# The Economy in New Braunfels

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:

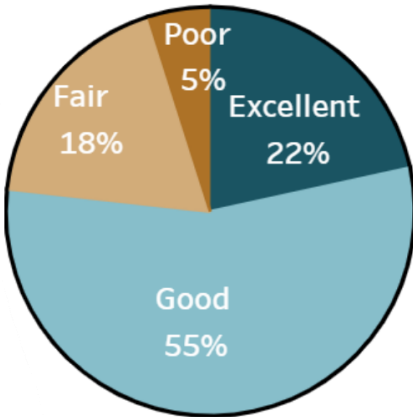


77% of residents rated New Braunfels's economic development as excellent or good, holding steady from 2019

# The Economy in New Braunfels

All higher than national and custom benchmarks

Overall economic health of New Braunfels, 2022

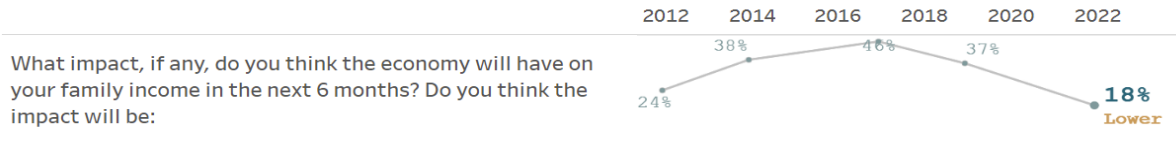


- 91% New Braunfels as a place to visit
- 86% Overall quality of business and service establishments
- 74% Variety of business and service establishments
- 74% Vibrancy of downtown/commercial area
- 75% Shopping opportunities

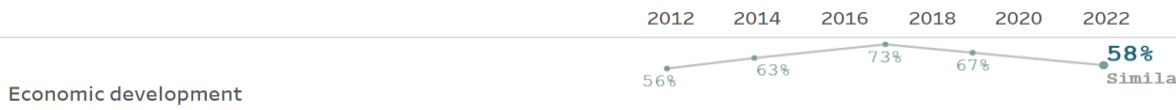
Percent excellent or good

# The Economy in New Braunfels

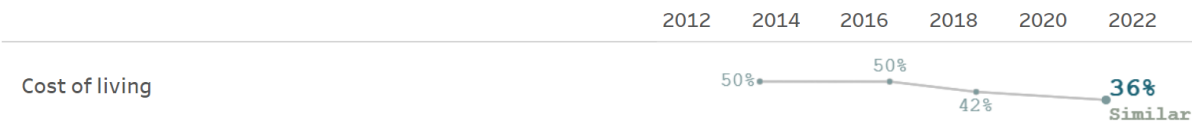
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:  
 (% very or somewhat positive)



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.



# It's Easy To Continue To Engage Your Panel

## Post

- Library of professional civic content
- Easily post custom surveys & polls

## Share



- Representative samples of households
- Accumulating residents on digital panels

## Analyze

- Maps, trendlines and dashboards
- Advanced benchmarking analyses



# The Process To Deliver Great Outcomes



More participation



Good government



More informed participation



Data driven performance management

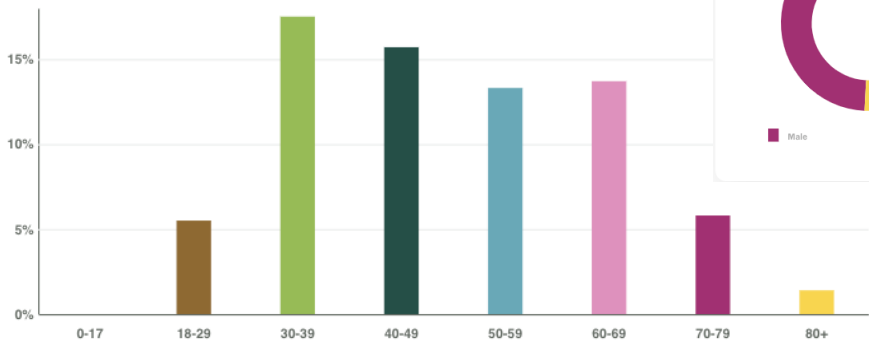


Better balanced participation

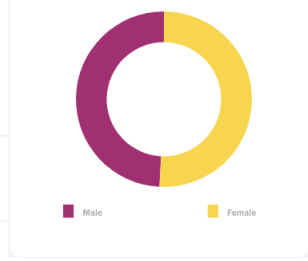


Save staff time and effort

Representativeness By Age  
27.2% unknown



Representativeness By Gender  
25.8% unknown

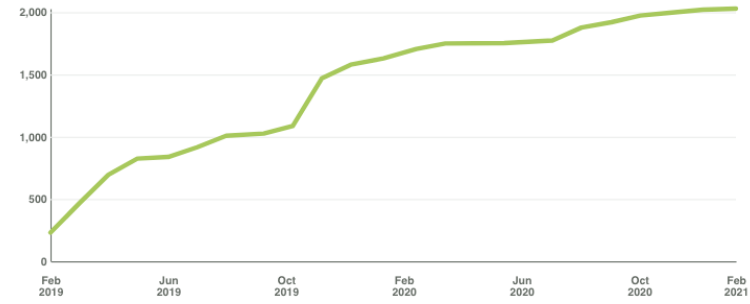


Total Responses

# 15,301

195% in the last 30 days

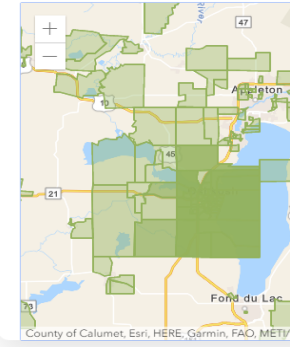
Subscriber Growth Over Time (per month)



- Dashboard
- Content
- Outreach
- Premium
- Superadmin
- Configuration

## Dashboard

Subscriber Locations



Subscriber Growth Over Time

**Questions?**



# Thank you!

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