Legislation Details (With Text)

File #:	22-792	**Name:**	
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File created:	6/28/2022	**In control:**	City Council
On agenda:	7/11/2022	**Final action:**	
Title:	Update on the results of the 2022 New Braunfels Community Survey.		
Sponsors:			
Indexes:			
Code sections:			
Attachments:	1. The NCS Presentation New Braunfels, TX 2022 v2.pdf		

Date	Ver.	Action By	Action	Result
7/11/2022	1	City Council		

PRESENTER:
Jenna Vinson, Director of Communications and Community Engagement
SUBJECT:
Update on the results of the 2022 New Braunfels Community Survey.
DEPARTMENT: Communications

COUNCIL DISTRICTS IMPACTED: All Districts

BACKGROUND INFORMATION:
This survey is The National Community Survey (NCS) developed and provided by the National Research Center at Polco in partnership with the International City/County Managers Association (ICMA). The City of New Braunfels has conducted this survey four previous times - 2012, 2014, 2017, and 2019. Hundreds of communities in nearly every U.S. state conduct the NCS, which allows us to not only compare our results to previous years to develop trends, but we can also benchmark our results against communities from across the country. The wording and items are intentionally standardized to establish trend lines and allow for benchmarking.

The survey was conducted in two parts - a random sampling survey and an open participation survey. For the random sampling survey, a sample of 6,000 addresses within the city limits was selected at random. This sample ensured community-wide representativeness and distributed representation from each council district. Data collection from this survey was conducted from March 9 through April 27. During this time, 832 responses were received for a margin of error of 3.4% (our goal is less than 5%). The open participation survey was made available to the public online from April 13 to April 27 and 506 responses were received.