

## Legislation Text

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**File #:** 24-173, **Version:** 2

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**PRESENTER:**

Jenna Vinson, Director of Communications and Community Engagement

**SUBJECT:**

Presentation on the 2024 New Braunfels Community Survey.

**DEPARTMENT:** Communications

**COUNCIL DISTRICTS IMPACTED:** All

**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 five previous times - 2012, 2014, 2017, 2019, and 2022. Hundreds of communities in nearly every U.S. state conduct the NCS, which allows cities to not only compare their results to previous years to develop trends, but also benchmark results against communities from across the country. The wording and items are intentionally standardized to establish trend lines and allow for benchmarking.