

Legislation Text

File #: 24-797, **Version:** 2

PRESENTER:

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SUBJECT:

Presentation and update on the results of the 2024 New Braunfels Community Survey.

DEPARTMENT: Communications

COUNCIL DISTRICTS IMPACTED: All districts

BACKGROUND INFORMATION:

The National Community Survey (NCS) is 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

The survey was conducted in two parts - a random sample survey and an open participation survey. For the random sample survey, a sample of 4,500 addresses within the city limits was selected at random. This sample ensured community-wide representativeness and distributed representation from each council district. Data collection was conducted from March 15 through April 26. During this time, 472 responses were received for a margin of error of 4.5% (our goal is less than 5%). The open participation survey was made available to the public online from April 12 to April 26 and 567 responses were received.

STRATEGIC PLAN REFERENCE:

☒ Economic Mobility ☒ Enhanced Connectivity ☒ Community Identity
☒ Organizational Excellence ☒ Community Well-Being ☐ N/A