



FOR IMMEDIATE RELEASE

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CONTACT: Sheri Masterson, Public Information Officer
550 Landa Street
New Braunfels, TX 78130
830.221-4283
smasterson@nbtexas.org

2017 National Citizen Survey Now Open to All Residents

New Braunfels, Texas — Residents of New Braunfels who were not randomly selected by the National Research Center to participate in the 2017 National Citizen Survey can still have their opinions heard. The City of New Braunfels has opened the survey to all residents via an on-line, opt-in version. Designed to measure service performance, assess community needs, and assist in long-range strategic planning the survey will also include questions about quality of life issues and residents usage of services.

“The City of New Braunfels is reaching out to all citizens to assist us in making decisions that affect our community,” said Robert Camareno, City Manager. “Identifying our strengths and weaknesses through the eyes of the citizens we serve via this tool for public input will provide both our elected officials and staff with important feedback from those who might not normally attend public meetings.”

Like the random survey 3,000 households received in the mail last month, the on-line survey centers on community livability. The results from the on-line opt-in survey will be weighted and analyzed separate from the random and scientific sample sent out previously via the postal service, so those residents who received one of the original mail surveys are highly encouraged to complete that survey rather than the opt-in survey.

The deadline to participate in either the mailed, random sample survey or on-line opt-in survey is March 17, 2017. Citizens may access the on-line, opt-in survey at <http://www.nbtexas.org/survey2017>.

“Residents who received the survey via mail were part of a scientific, random sample that is designed to understand the community as a whole,” Camareno noted. “However, the City is also interested in ensuring that all residents have a chance to engage with their local government; therefore, we are also offering this open participation survey to anyone interested in providing their opinion on their quality of life and government in New Braunfels.”

The City will receive the results of the both surveys in spring of 2017 and use the resulting data for planning, resource allocation, performance measurement, program and policy evaluation, enhanced civic engagement practices and improvement of city services. Results will be posted on the City’s website, www.nbtexas.org/survey, by May 1, 2017.

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