



THE NCSTM
The National Citizen SurveyTM

New Braunfels, TX

Dashboard Summary of Findings

2019



2955 Valmont Road Suite 300
Boulder, Colorado 80301
n-r-c.com • 303-444-7863



Leaders at the Core of Better Communities

777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report summarizes New Braunfels’s performance in the eight facets of community livability with the “General” rating as a summary of results from the overarching questions not shown within any of the eight facets. The “Overall” represents the community pillar in its entirety (the eight facets and general).

By summarizing resident ratings across the eight facets and three pillars of a livable community, a picture of New Braunfels’s community livability emerges. Below, the color of each community facet summarizes how residents rated each of the pillars that support it – Community Characteristics, Governance and Participation. When most ratings were higher than the benchmark, the color is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

Broadly, ratings across all three pillars were strong and similar to comparison communities across the nation. Scores for the facet of Mobility were not as strong as in other jurisdictions. This information can be helpful in identifying the areas that merit more attention.

Figure 1: Dashboard Summary

| | Community Characteristics | | | Governance | | | Participation | | |
|--------------------------|---------------------------|---------|-------|------------|---------|-------|---------------|---------|-------|
| | Higher | Similar | Lower | Higher | Similar | Lower | Higher | Similar | Lower |
| Overall | 7 | 42 | 2 | 1 | 41 | 2 | 2 | 31 | 2 |
| General | 2 | 5 | 0 | 0 | 3 | 0 | 0 | 3 | 0 |
| Safety | 0 | 3 | 0 | 0 | 7 | 0 | 0 | 3 | 0 |
| Mobility | 0 | 6 | 2 | 0 | 5 | 2 | 0 | 1 | 2 |
| Natural Environment | 0 | 3 | 0 | 0 | 6 | 0 | 1 | 2 | 0 |
| Built Environment | 1 | 4 | 0 | 0 | 6 | 0 | 0 | 2 | 0 |
| Economy | 3 | 5 | 0 | 0 | 1 | 0 | 0 | 3 | 0 |
| Recreation and Wellness | 1 | 6 | 0 | 1 | 3 | 0 | 0 | 4 | 0 |
| Education and Enrichment | 0 | 5 | 0 | 0 | 2 | 0 | 1 | 2 | 0 |
| Community Engagement | 0 | 5 | 0 | 0 | 8 | 0 | 0 | 11 | 0 |

| National Benchmark | |
|--------------------|---------|
| | Higher |
| | Similar |
| | Lower |

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Figure 2: Detailed Dashboard

| | Community Characteristics | Trend | Benchmark | Percent positive | Governance | Trend | Benchmark | Percent positive | Participation | Trend | Benchmark | Percent positive |
|---------------------------|----------------------------------|-------|-----------|-------------------------------|---|-------|-----------|------------------|---|-------|-----------|------------------|
| General | Overall appearance | ↔ | ↔ | 84% | Customer service | ↔ | ↔ | 78% | Recommend New Braunfels | ↓ | ↔ | 87% |
| | Overall quality of life | ↓ | ↔ | 86% | Services provided by New Braunfels | ↔ | ↔ | 82% | Remain in New Braunfels | ↔ | ↔ | 90% |
| | Place to retire | ↔ | ↑ | 82% | Services provided by the Federal Government | ↓ | ↔ | 41% | Contacted New Braunfels employees | ↔ | ↔ | 43% |
| | Place to raise children | ↔ | ↔ | 90% | | | | | | | | |
| | Place to live | ↔ | ↔ | 91% | | | | | | | | |
| | Neighborhood | ↓ | ↔ | 85% | | | | | | | | |
| Safety | Overall image | ↔ | ↑ | 87% | | | | | | | | |
| | Overall feeling of safety | ↔ | ↔ | 90% | Police | ↔ | ↔ | 83% | Was NOT the victim of a crime | ↔ | ↔ | 91% |
| | Safe in neighborhood | ↔ | ↔ | 95% | Crime prevention | ↓ | ↔ | 73% | Did NOT report a crime | ↔ | ↔ | 78% |
| | Safe downtown/commercial area | ↔ | ↔ | 97% | Fire | ↔ | ↔ | 95% | Stocked supplies for an emergency | ↔ | ↔ | 28% |
| | | | | | Fire prevention | ↔ | ↔ | 82% | | | | |
| | | | | | Ambulance/EMS | ↔ | ↔ | 92% | | | | |
| Mobility | | | | | Emergency preparedness | ↔ | ↔ | 73% | | | | |
| | | | | | Animal control | ↔ | ↔ | 65% | | | | |
| | Traffic flow | ↔ | ↔ | 44% | Traffic enforcement | ↑ | ↔ | 64% | Carpooled instead of driving alone | ↔ | ↔ | 37% |
| | Travel by car | ↓ | ↔ | 61% | Street repair | ↑ | ↓ | 30% | Walked or biked instead of driving | ↓ | ↓ | 37% |
| | Travel by bicycle | ↔ | ↓ | 29% | Street cleaning | ↔ | ↔ | 49% | Used public transportation instead of driving | ↔ | ↓↓ | 3% |
| | Ease of walking | ↔ | ↔ | 54% | Street lighting | ↔ | ↔ | 51% | | | | |
| | Travel by public transportation | ↔ | ↓↓ | 13% | Sidewalk maintenance | ↔ | ↔ | 49% | | | | |
| Natural Environment | Overall ease travel | ↓ | ↔ | 69% | Traffic signal timing | ↓ | ↔ | 41% | | | | |
| | Public parking | ↓ | ↔ | 40% | Bus or transit services | ↑ | ↓↓ | 27% | | | | |
| | Paths and walking trails | ↔ | ↔ | 53% | | | | | | | | |
| | Overall natural environment | ↓ | ↔ | 81% | Garbage collection | ↔ | ↔ | 90% | Recycled at home | ↔ | ↔ | 91% |
| | Air quality | ↔ | ↔ | 80% | Recycling | ↔ | ↔ | 83% | Conserved water | ↔ | ↑ | 92% |
| | Cleanliness | ↔ | ↔ | 82% | Yard waste pick-up | ↔ | ↔ | 79% | Made home more energy efficient | ↓ | ↔ | 68% |
| Built Environment | | | | | Drinking water | ↓ | ↔ | 72% | | | | |
| | | | | | Open space | ↔ | ↔ | 61% | | | | |
| | | | | | Natural areas preservation | ↓ | ↔ | 62% | | | | |
| | New development in New Braunfels | ↔ | ↔ | 68% | Sewer services | ↔ | ↔ | 83% | NOT experiencing housing cost stress | ↓ | ↔ | 65% |
| | Affordable quality housing | ↔ | ↔ | 37% | Storm drainage | ↔ | ↔ | 57% | Did NOT observe a code violation | ↔ | ↔ | 53% |
| | Housing options | ↓ | ↔ | 48% | Power utility | ↔ | ↔ | 81% | | | | |
| Overall built environment | ↓ | ↔ | 57% | Utility billing | ↔ | ↔ | 74% | | | | | |
| Public places | ↓ | ↑ | 80% | Land use, planning and zoning | ↔ | ↔ | 49% | | | | | |
| | | | | Code enforcement | ↓ | ↔ | 46% | | | | | |

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

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| | Community Characteristics | Trend | Benchmark | Percent positive | Governance | Trend | Benchmark | Percent positive | Participation | Trend | Benchmark | Percent positive |
|--------------------------|---|-------|-----------|------------------|--|-------|-----------|-----------------------------|--|-------|-----------|------------------|
| Economy | Overall economic health | ↔ | ↔ | 78% | Economic development | ↓ | ↔ | 67% | Economy will have positive impact on income | ↓ | ↔ | 37% |
| | Shopping opportunities | ↔ | ↑ | 75% | | | | | Purchased goods or services in New Braunfels | ↔ | ↔ | 99% |
| | Employment opportunities | ↔ | ↔ | 45% | | | | | Work in New Braunfels | ↔ | ↔ | 49% |
| | Place to visit | ↔ | ↑↑ | 92% | | | | | | | | |
| | Cost of living | ↓ | ↔ | 42% | | | | | | | | |
| | Vibrant downtown/commercial area | ↔ | ↑ | 69% | | | | | | | | |
| | Place to work | ↓ | ↔ | 64% | | | | | | | | |
| Recreation and Wellness | Business and services | ↔ | ↔ | 76% | | | | | | | | |
| | Fitness opportunities | ↔ | ↔ | 72% | City parks | ↔ | ↔ | 89% | In very good to excellent health | ↔ | ↔ | 67% |
| | Recreational opportunities | ↔ | ↔ | 79% | Recreation centers | ↑ | ↑ | 84% | Used New Braunfels recreation centers | ↑ | ↔ | 63% |
| | Health care | ↔ | ↔ | 71% | Recreation programs | ↔ | ↔ | 82% | Visited a City park | ↔ | ↔ | 89% |
| | Food | ↔ | ↑ | 80% | Health services | ↔ | ↔ | 74% | Participated in moderate or vigorous physical activity | ↔ | ↔ | 84% |
| | Mental health care | ↔ | ↔ | 48% | | | | | | | | |
| | Health and wellness | ↔ | ↔ | 78% | | | | | | | | |
| Education and Enrichment | Preventive health services | ↔ | ↔ | 73% | | | | | | | | |
| | Cultural/arts/music activities | ↔ | ↔ | 67% | Public libraries | ↔ | ↔ | 89% | Used New Braunfels public libraries | ↔ | ↔ | 62% |
| | Child care/preschool | ↔ | ↔ | 53% | Special events | ↔ | ↔ | 74% | Participated in religious or spiritual activities | ↔ | ↑ | 61% |
| | Religious or spiritual events and activities | ↔ | ↔ | 80% | | | | | Attended a City-sponsored event | ↔ | ↔ | 61% |
| | Adult education | ↓ | ↔ | 48% | | | | | | | | |
| Community Engagement | Overall education and enrichment | ↓ | ↔ | 65% | | | | | | | | |
| | Opportunities to participate in community matters | ↔ | ↔ | 70% | Public information | ↔ | ↔ | 73% | Sense of community | ↓ | ↔ | 73% |
| | Opportunities to volunteer | ↔ | ↔ | 77% | Overall direction | ↓ | ↔ | 59% | Voted in local elections | ↑ | ↔ | 85% |
| | Openness and acceptance | ↔ | ↔ | 58% | Value of services for taxes paid | ↓ | ↔ | 55% | Talked to or visited with neighbors | ↔ | ↔ | 92% |
| | Social events and activities | ↔ | ↔ | 75% | Welcoming citizen involvement | ↓ | ↔ | 57% | Attended a local public meeting | ↔ | ↔ | 27% |
| | Neighborliness | ↓ | ↔ | 64% | Confidence in City government | ↓ | ↔ | 55% | Watched a local public meeting | ↔ | ↔ | 19% |
| | | | | | Acting in the best interest of New Braunfels | ↓ | ↔ | 55% | Volunteered | ↔ | ↔ | 47% |
| | | | | | Being honest | ↔ | ↔ | 60% | Participated in a club | ↔ | ↔ | 31% |
| | | | | | Treating all residents fairly | ↓ | ↔ | 55% | Campaigned for an issue, cause or candidate | ↔ | ↔ | 24% |
| | | | | | | | | | Contacted New Braunfels elected officials | ↔ | ↔ | 12% |
| | | | | | | | | Read or watched local news | ↔ | ↔ | 77% | |
| | | | | | | | | Done a favor for a neighbor | ↔ | ↔ | 85% | |

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available