



## FOR IMMEDIATE RELEASE

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### **New Braunfels Wins American Planning Association Award**

**New Braunfels, TX** – The City of New Braunfels was recently honored with an American Planning Association Excellence in Small Town and Rural Planning (STaR) John Keller Award for an Outstanding Planning Initiative for the New Braunfels Stormwater Management Strategy. This award honors an outstanding initiative or program in public education, workshops, ordinances, or enforcement that promotes planning in small towns and rural areas.

Waterways are an integral piece of the culture, ecology, and economy of New Braunfels. Generations of residents and visitors have enjoyed tubing, swimming, fishing, boating and water recreation on the Comal and Guadalupe Rivers, which wind through the city before converging on the southern edge of town.

In the wake of the June 2010 floods, which significantly damaged property throughout the city, the City of New Braunfels began a process for creating a new Stormwater Management Strategy. The City took a unique approach towards the planning process by enlisting Design Workshop, Inc., a planning and landscape architecture firm as the prime consultant, rather than just an engineer. Design Workshop worked alongside engineering sub-consultants, City officials, and the New Braunfels Watershed Advisory Committee, and this process provided a more holistic approach than might have been traditionally achieved.

By providing comprehensive and iterative analysis and public engagement, the team was able to assure the plan met federal guidelines and was well received by stakeholders and citizenry, thereby increasing the likelihood of smooth implementation.

For more information on the New Braunfels Stormwater Management Strategy visit [www.nbtexas.org/stormwatermanagementstrategy](http://www.nbtexas.org/stormwatermanagementstrategy).

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