



**FOR IMMEDIATE RELEASE**  
October 24, 2014

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## **City Conducting 2014 Citizen Survey**

**New Braunfels, Texas** —The City of New Braunfels will launch a survey of its citizens during the first week of November. 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 survey will be administered by mail, beginning with a pre-notification postcard sent to randomly selected households announcing that a survey will follow. The sampling size of 3,000 residents will also receive a second survey mailing, should the first survey not be returned in the requested timeframe. A Spanish language version of the survey will also be available and all responses will remain anonymous and reported in group form only.

Facilitated by the International City Manager's Association (ICMA), the National Citizen's Survey is a standardized survey that will not only provide local results, but benchmark those results against participating jurisdictions throughout the country and compare the local results from the 2012 New Braunfels Citizen Survey.

“The City of New Braunfels is reaching out to 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. I urge everyone who receives a survey to participate and make their opinions count in this important project.”

The city will receive the results of the survey in January of 2015 and can use the resulting data for planning, resource allocation, performance measurement, program and policy evaluation, enhanced civic engagement practices and improvement of city services.

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