



FOR IMMEDIATE RELEASE

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Deadline Extended for Response to 2014 Citizen Survey

New Braunfels, TX — The City of New Braunfels launched a survey of its citizens during the first week of November. Designed to measure service performance, assist in long-range strategic planning, and assess community needs, the survey includes questions about quality of life issues and residents usage of and opinions about city services.

The survey is being administered by mail, beginning with a pre-notification postcard that was sent to randomly selected households announcing that a survey would follow. The sampling size of 3,000 residents then received an initial survey, as well as a follow up reminder to complete the instrument. All responses will remain anonymous and be reported in group form only.

“The collection time is being extended until December 22nd in order to maximize participation,” said Sheri Masterson, Public Information Officer. “Citizens are entitled to more than just a transparent view of our government; we also want participation and collaboration. Not everyone can attend public input meetings – this is an excellent opportunity to make the City’s elected officials and staff aware of what is important to our citizens. Those who were randomly selected also received a letter instructing them how to complete the survey on-line if they choose.”

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

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