THE NCS™
The National Community Survey™

Kerrville, TX

Key Findings

2019

NRC
National Research Center Inc

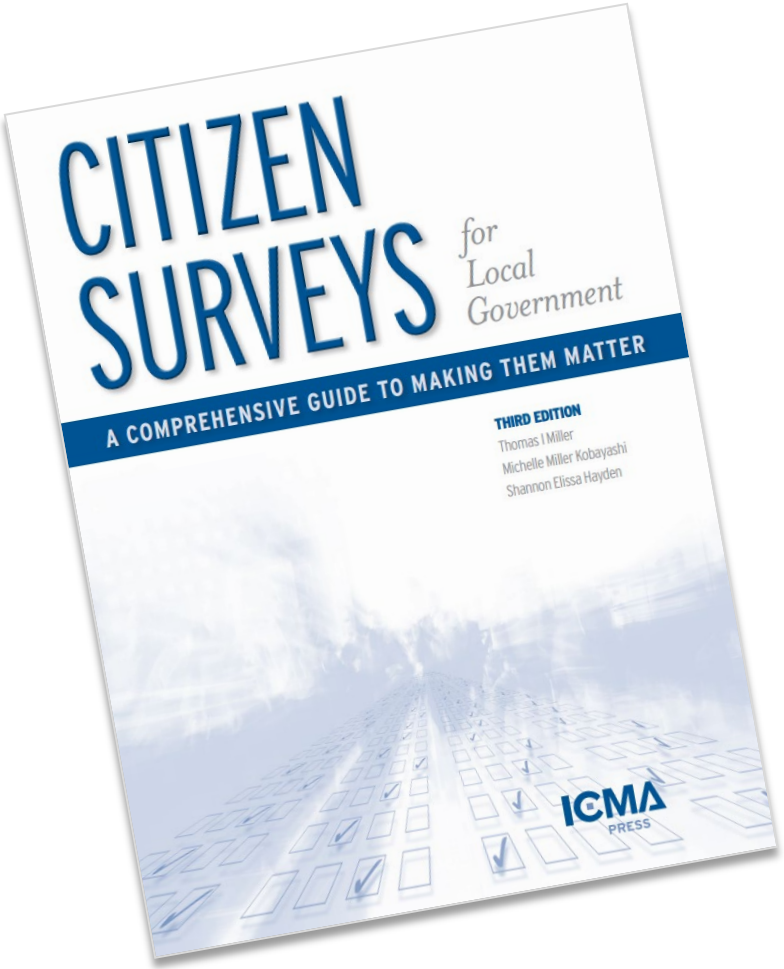
The NCS is presented by NRC in collaboration with ICMA

ICMA
Leaders at the Core of Better Communities

“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.”

Jane Jacobs, *The Death and Life of Great American Cities*

About NRC

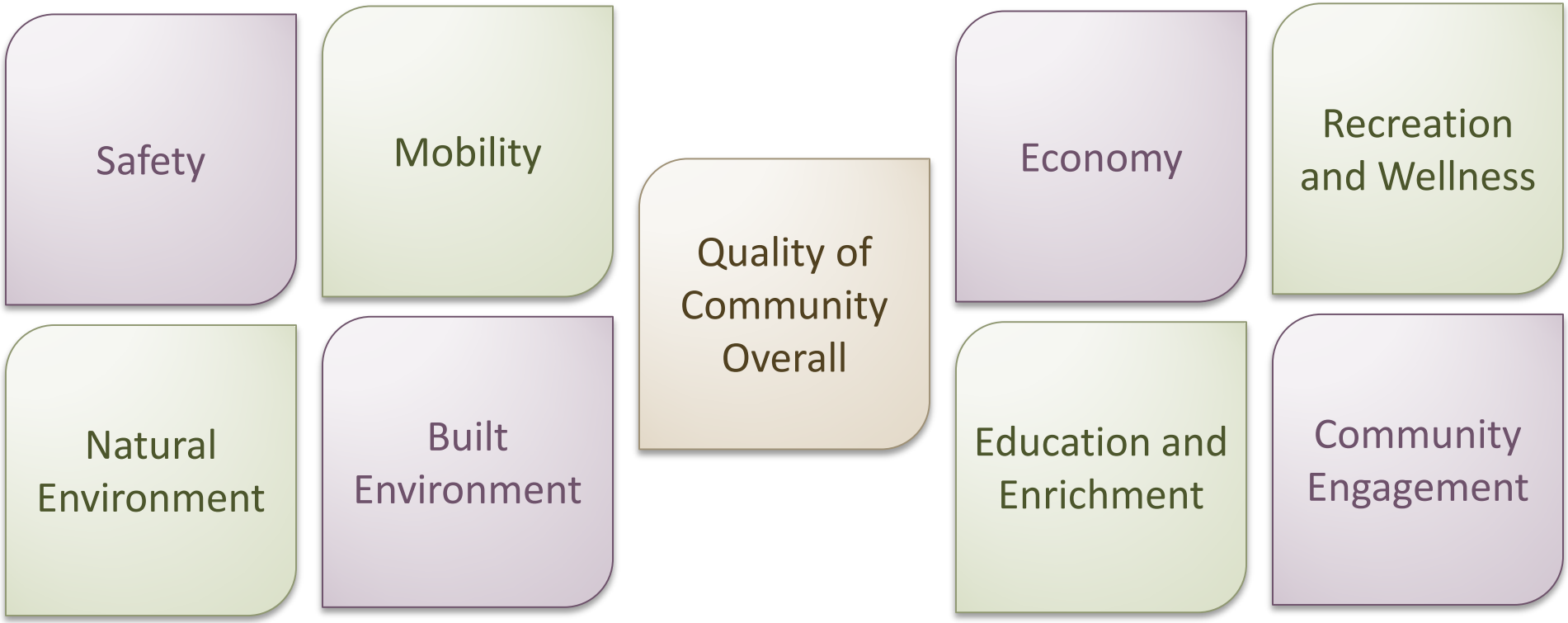


- 25 years conducting survey research for local government
- Wrote the books on citizen surveying
- Industry pioneers
- Long-term partnerships with ICMA and NLC
- Charter members of AAPOR Transparency Initiative

About The NCS

- Community Livability
  - Community Characteristics
  - Governance
  - Participation

Facets of Community Livability



The NCS & Kerrville

- Participant in The NCS since 2016
  - Second administration
- Scientific sample of 1,800 households
  - 532 returned surveys; 31% response rate
  - ±4% margin of error
- Results weighted to community demographics

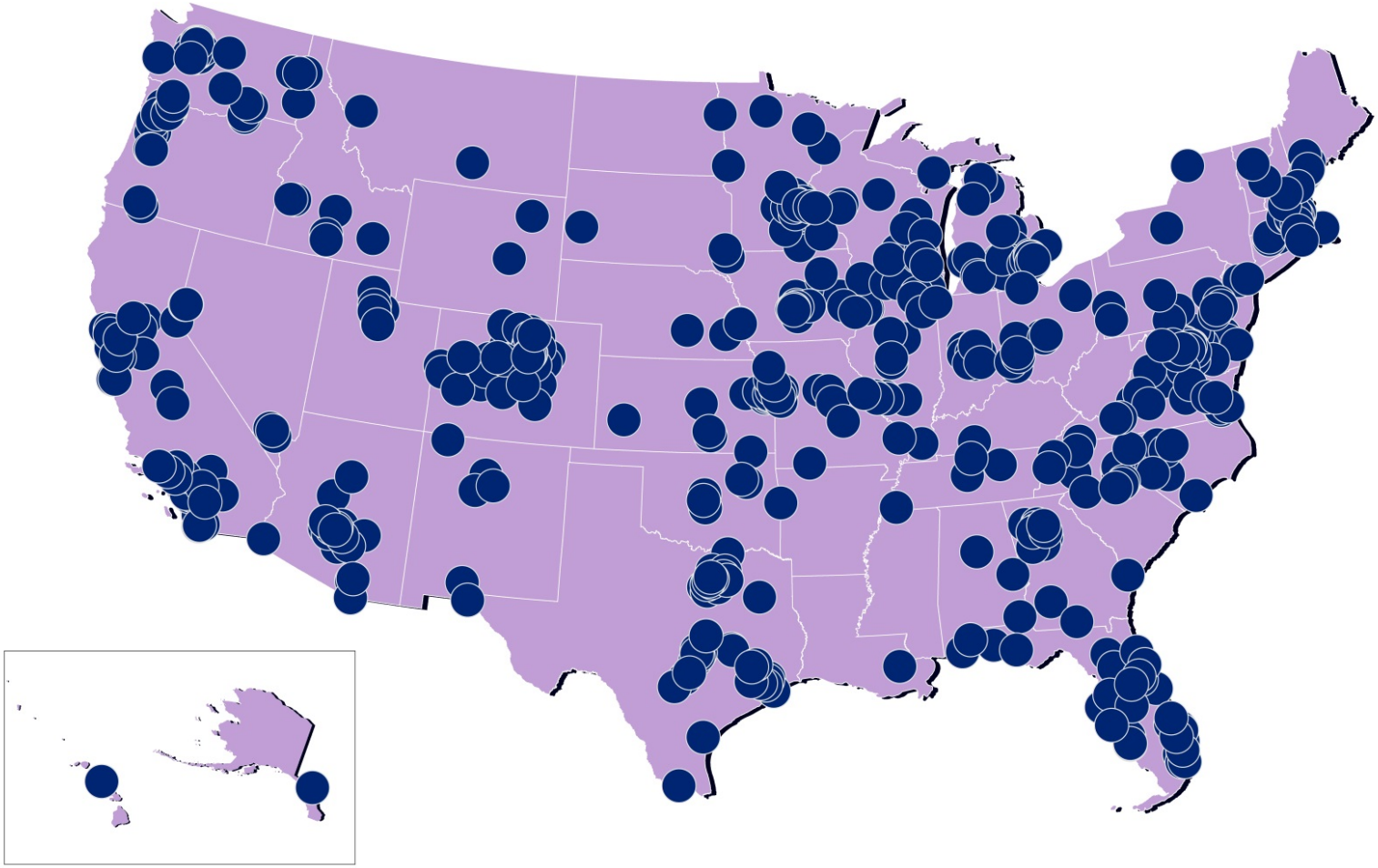
Expanded sample

Online option

Community-wide web survey

In-person presentation

National Benchmark Comparisons



2019 National Benchmark Comparisons

8
received **higher** ratings

110
received **similar** ratings

11
received **lower** ratings

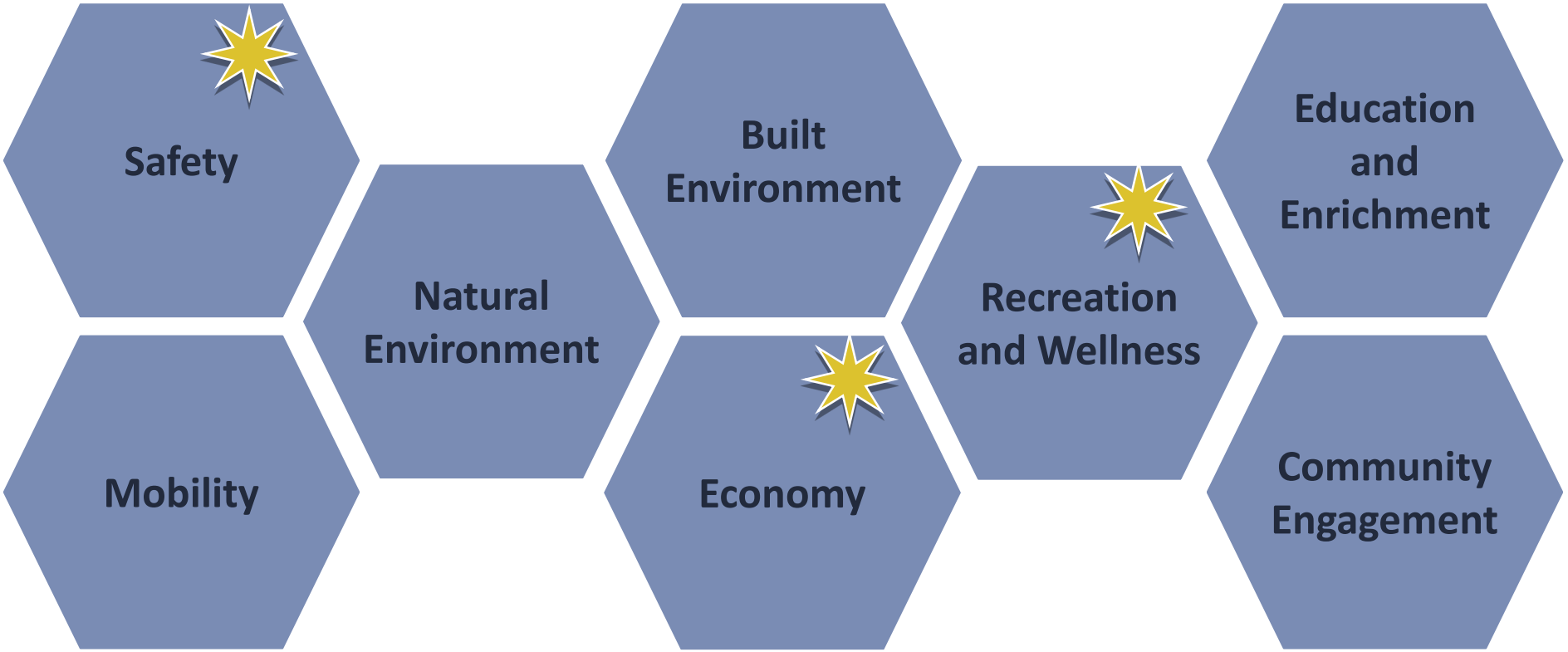
2019 Ratings Compared to 2016

Key Focus Areas

Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

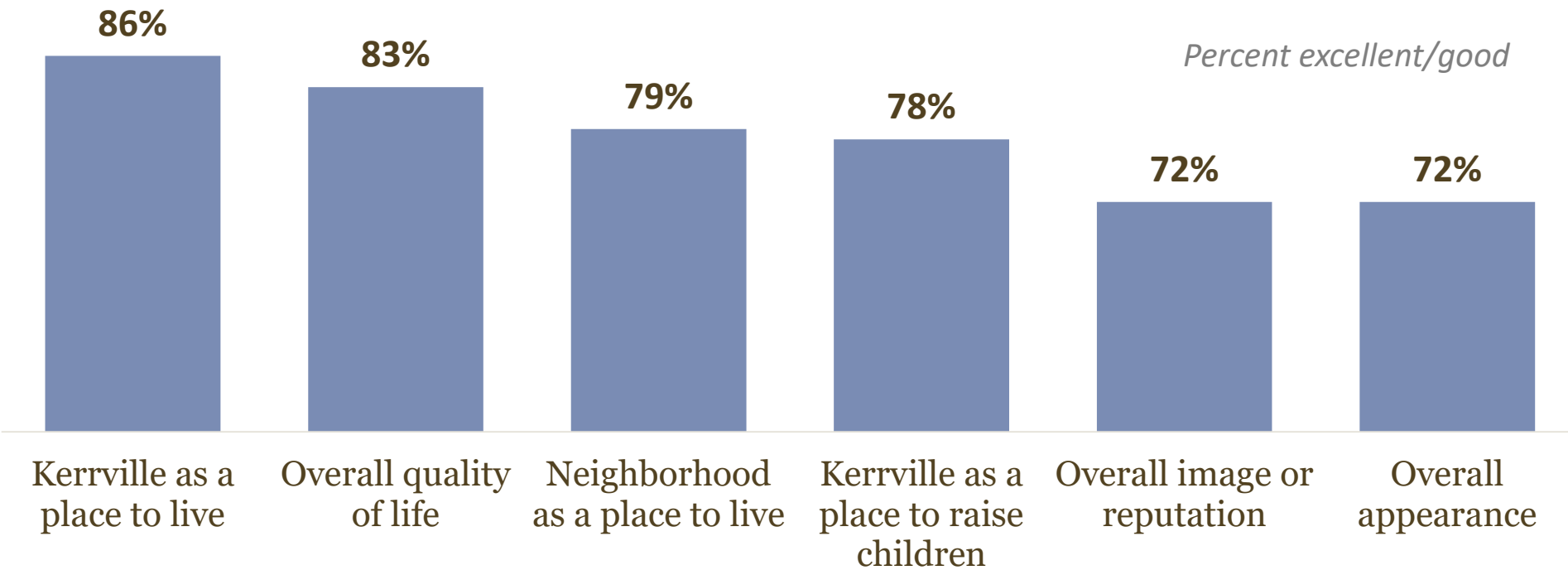
- Most important



Key Finding #1

Kerrville residents continue to enjoy a *high quality of life*

Quality of Life



Kerrville as a Place to Retire

Percent excellent/good

90%

2019

83%

2016

Higher than the benchmark

Sense of Community

6 in **10** positively rated the…

Sense of community in Kerrville

Percent excellent/good

Likelihood of Remaining in and Recommending Community

9 in 10 were likely to…

Recommend living in Kerrville	Remain in Kerrville for the next 5 years

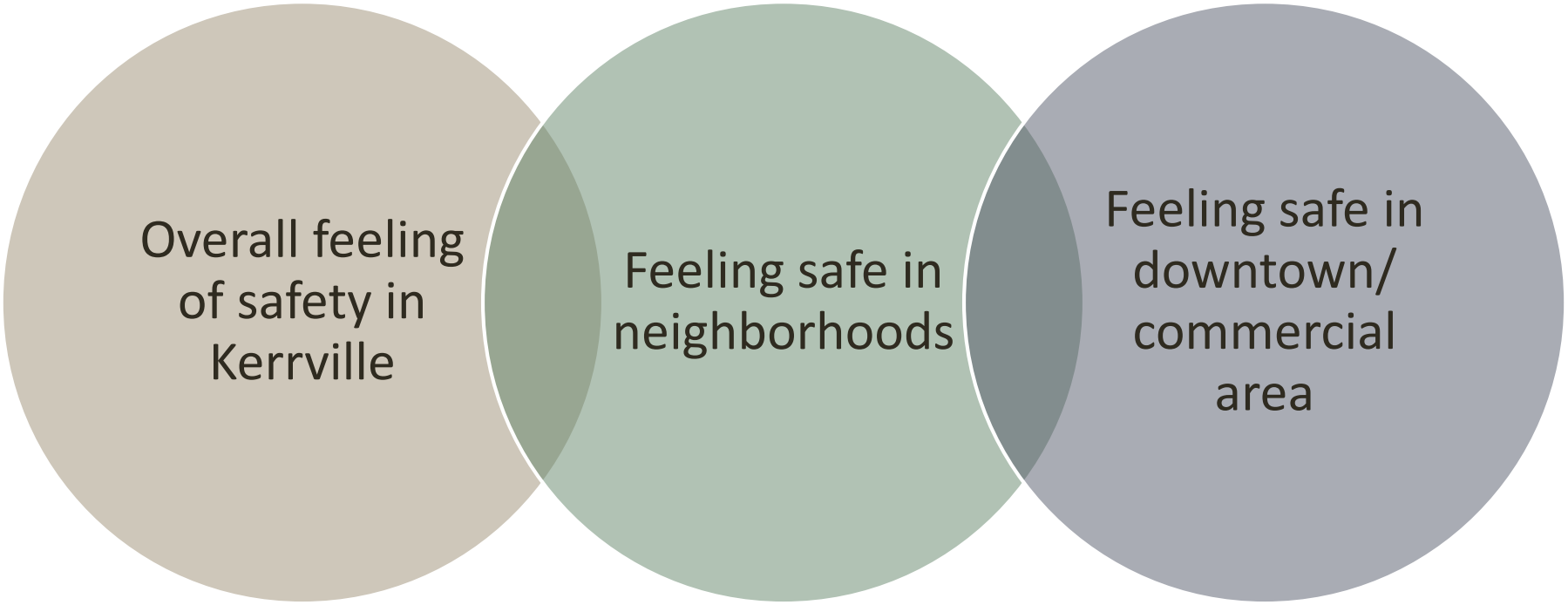
Percent very likely/somewhat likely

Key Finding #2

Safety and *Economy* remain important to residents

Safety in Kerrville

9 in **10** positively rated…



Percent excellent/good or very safe/somewhat safe

Safety Services

Fire services

Ambulance/EMS

Fire prevention

Police services

Crime prevention

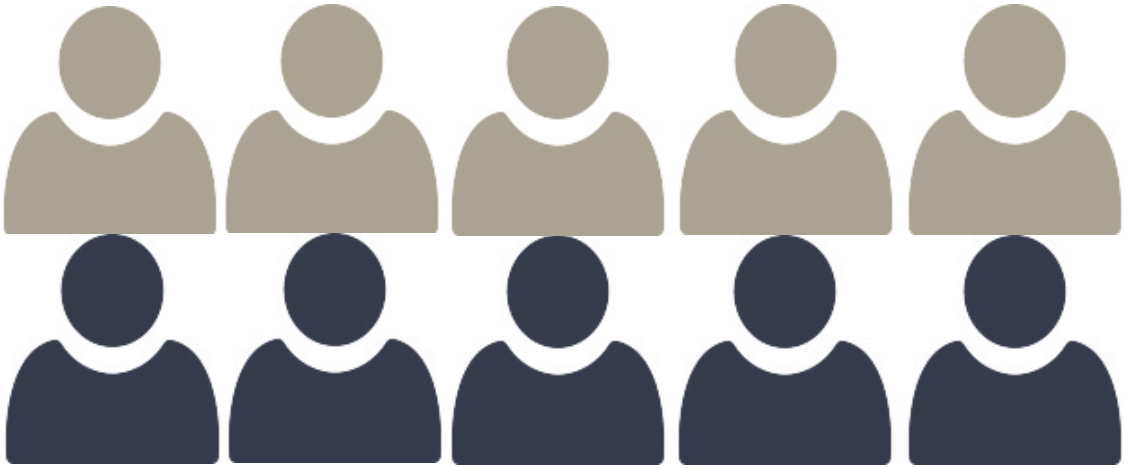
Percent excellent/good

Economic Health

5 in **10**

residents positively rated…

Overall economic health of Kerrville



Percent excellent/good

Kerrville's Economy

- **71%** Kerrville as a place to visit
- **52%** Overall quality of business and service establishments
- **27%** Shopping opportunities ▼
- **27%** Vibrant downtown/commercial area ▼

▼ Lower than the benchmark

Percent excellent/good

Resident Economic Activity

97%	• Purchased goods or services in Kerrville
54%	• Work in Kerrville ★

★ Higher than the benchmark

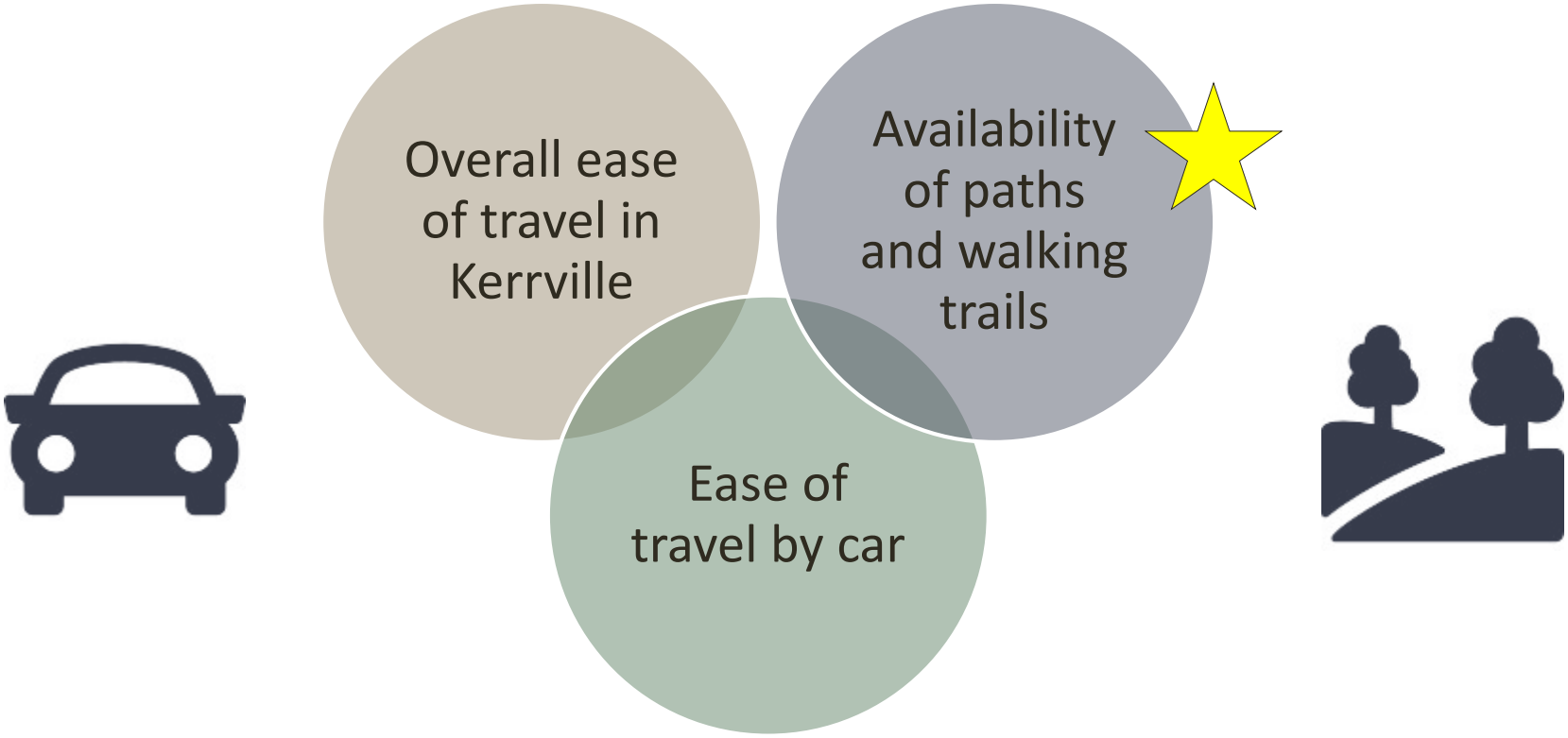
Percent at least once

Key Finding #3

Mobility continues to present an *area of opportunity* for the City

Ease of Travel

At least **3** in **4** residents positively rated…



★ Higher than the benchmark

Percent excellent/good

Areas for Opportunity

4 in **10** residents or less positively rated…

- Ease of travel by bicycle
- Street repair
- Street cleaning

Lower than the benchmark

Percent excellent/good

Alternate Modes of Transportation

4 in **10** reported

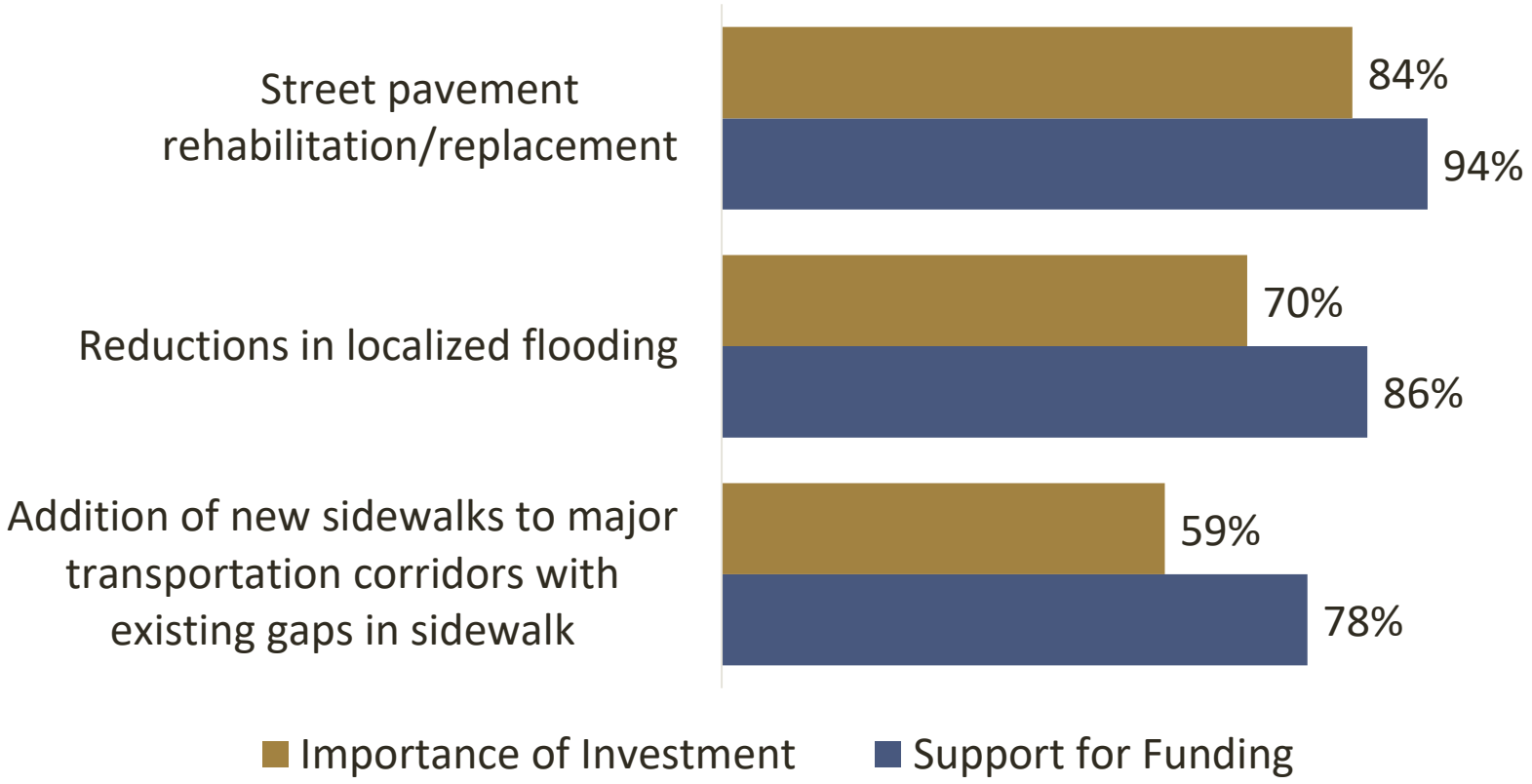
Walking or biking instead of driving

Lower than the benchmark

Percent at least once

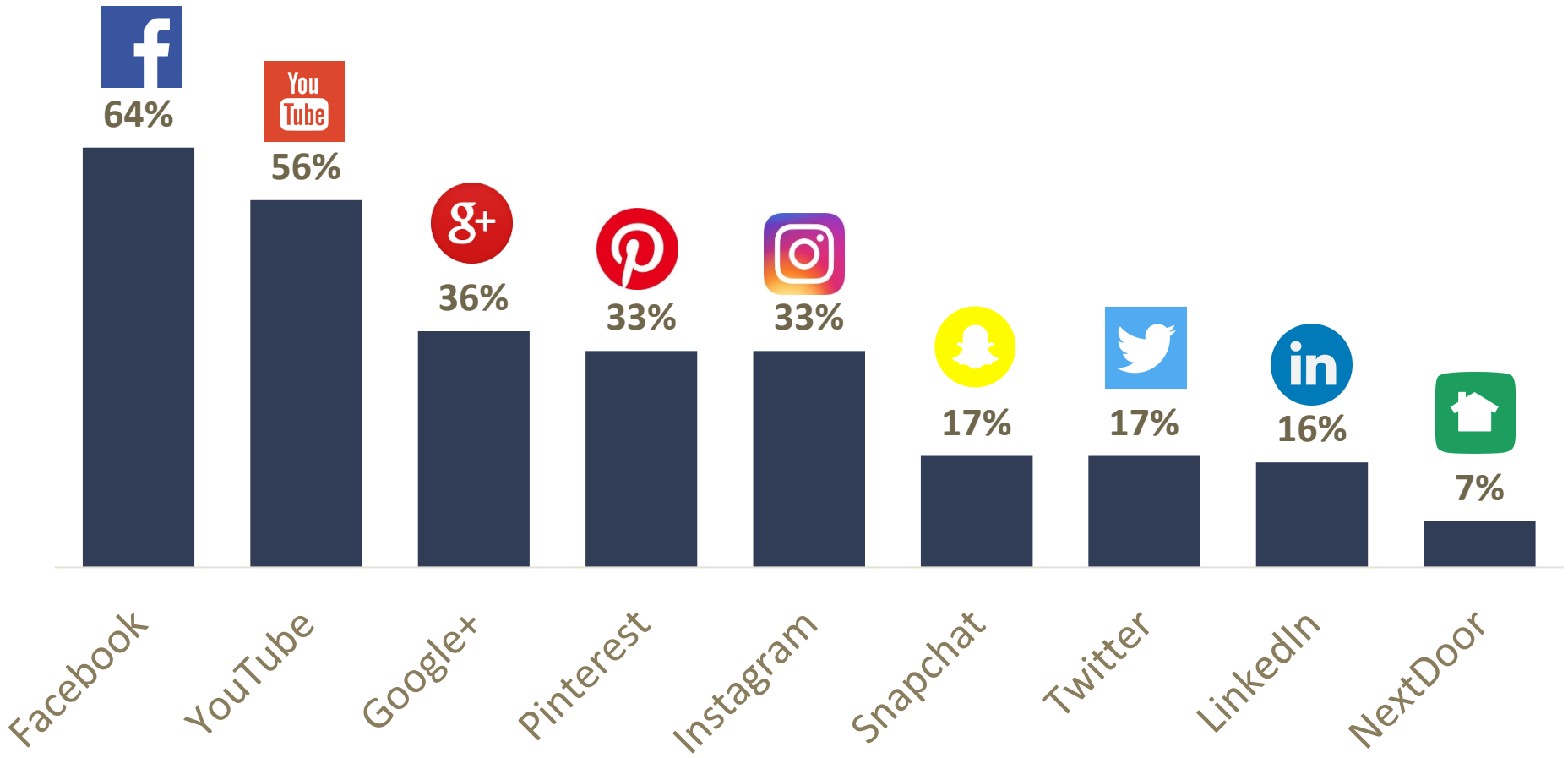
Special Topics

Residents Back Capital Projects



Percent essential/very important or strongly support/somewhat support

Use of Social Media



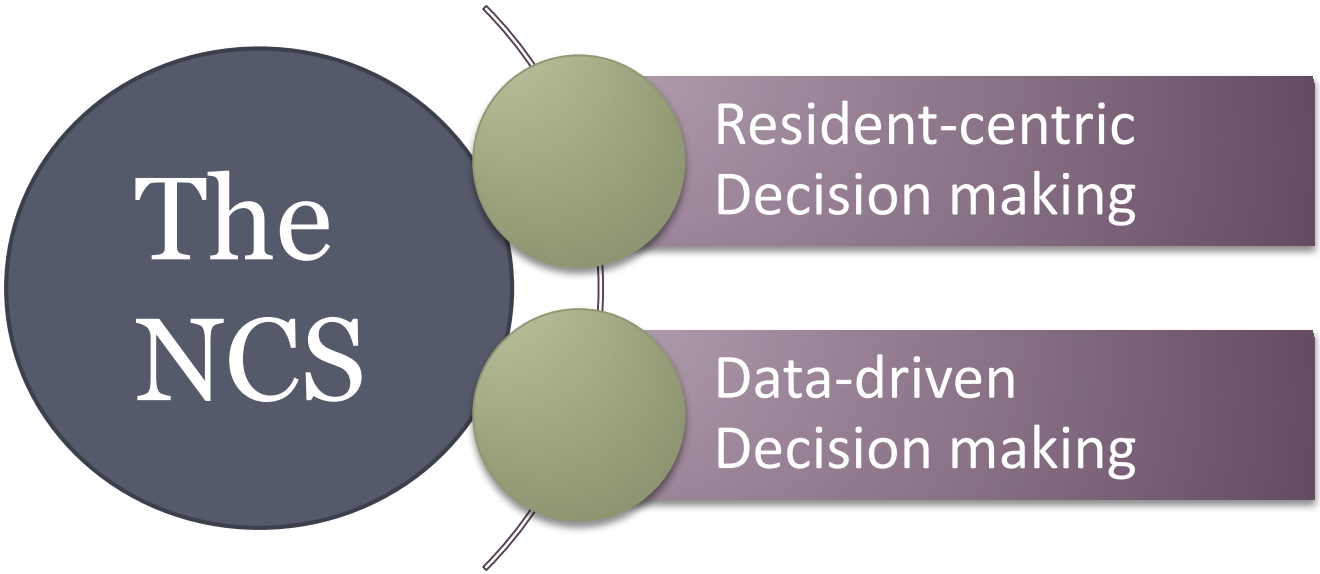
Conclusions

Residents continue to enjoy a high quality of life

Safety and Economy remain important to residents

Mobility continues to present an area of opportunity for the City

Moving Forward



Envision, Engage, Educate, Earmark, Enact, Evaluate

Questions?

THE NCS™
The National Community Survey™

Thank you!

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