The City of Boerne, Texas commissioned Mobile Digital Insights (MDI) to conduct the CommunityView survey from May 20 to June 7, 2021. In total, 1,133 surveys were completed with area residents (794 residents, 339 non residents; +/- 3% statistical margin of error).

The online survey measured...

- Satisfaction (Net Promoter Score)
- Direction of City / Comparison to Others
- Importance of Amenities, Benefits, Development/Growth, Safety/Security, and Operations
- City Performance on most important attributes
- Basic City Services Ratings
- Interaction with City Staff / Police and Performance / Contact Preference
- Demographics

This Online Dashboard presents results in an interactive way.

- Use filters to explore (like age, gender and time in the city)
- Explore districts, those in Boerne, and those living outside of city limits
- Review comments by filtering on specific topics.
- Download the data you want into Excel or PowerPoint.
Key Takeaways

**Strengths**

Residents generally have a good opinion of Boerne and how it’s run...

- A Net Promoter Score (NPS) of 23 indicates satisfaction, with room for improvement (it’s not uncommon to see scores in the 30s or higher)
- Respondents are generally mixed about the direction Boerne is headed, but they strongly agree that Boerne’s a better place to live than surrounding cities

**Weaknesses**

Population growth and congestion are issues, with significantly more long-time residents (10 years +) believing that Boerne has gotten worse and is headed in the wrong direction

**Areas of focus/opportunity**

Issues that residents both see as most important and in which the city underperforms include...

- Managing growth/density
- Traffic/road congestion
- Water planning/conservation
Demographics of Participants

**Gender**
- Female: 59%
- Male: 40%
- Other: 1%

**Age**
- 18-39: 12%
- 40-54: 27%
- 55+: 61%

**Years in City**
- Less than 1 year: 4%
- 1-4 years: 23%
- 5-9 years: 23%
- 10-14 years: 11%
- 15-19 years: 12%
- 20+ years or more: 27%

**Marital Status**
- Married: 75%
- Single/Other: 25%

**Children in Home**
- No Children: 70%
- 1+ Children: 30%

**Own / Rent**
- Own or buying a home: 90%
- Rent / lease / Other: 10%

Demographic Filters

- Gender: (All)
- Age: (All)
- Time in City: (All)
- Marital Status: (All)
- Number of Children: (All)
Participation by District

- District 1: 177
- District 2: 242
- District 3: 111
- District 4: 88
- District 5: 176
Net Promoter Score

Likely to Refer to a Friend

9: 15%
8: 20%
7: 12%
6: 5%
5: 9%
4: 1%
3: 2%
2: 3%
1: 1%
0: 3%
10: 29%

Score

Promoters: 44%
Passives: 32%
Detractors: 24%

Demographic Filters

- Gender
  - (All)
- Age
  - (All)
- Time in City
  - (All)
- Marital Status
  - (All)
- Number of Children
  - (All)

A1 On a scale from 0 to 10, how likely are you to recommend the city to a friend or family member as a good place to live?
Coded Comments Re: NPS

Demographic Filters

Gender
(All)

Age
(All)

Time in City
(All)

Marital Status
(All)

Number of Children
(All)

A2 Why did you give that rating for us? - Coded
A3 In your opinion, has our city improved, stayed the same, or gotten worse during the time you have lived here?

A4 Overall, as a community in which to live, would you say that our city is headed in the right direction or wrong direction?

A5 How does our city compare with other cities in your area or region?
## City Amenities Analysis

### Demographic Filters

<table>
<thead>
<tr>
<th>Gender</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>24</td>
<td>56</td>
<td>80</td>
</tr>
<tr>
<td>Time in City</td>
<td>22</td>
<td>46</td>
<td>68</td>
</tr>
<tr>
<td>Marital Status</td>
<td>10</td>
<td>26</td>
<td>36</td>
</tr>
<tr>
<td>Number of Children</td>
<td>6</td>
<td>18</td>
<td>24</td>
</tr>
</tbody>
</table>

### City Amenities

<table>
<thead>
<tr>
<th>City Amenities</th>
<th>Most Important</th>
<th>Least Important</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pathways, sidewalks, and trails for pedestrians</td>
<td>56</td>
<td>4</td>
<td>52</td>
</tr>
<tr>
<td>City parks and open spaces</td>
<td>46</td>
<td>2</td>
<td>44</td>
</tr>
<tr>
<td>Library services</td>
<td>24</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>Nature Center (City/Cibolo Center for Conservation partnership)</td>
<td>22</td>
<td>9</td>
<td>12</td>
</tr>
<tr>
<td>Boerne City Lake</td>
<td>21</td>
<td>11</td>
<td>10</td>
</tr>
<tr>
<td>Recreation programs for youth</td>
<td>10</td>
<td>10</td>
<td>0</td>
</tr>
<tr>
<td>Recreation Center / (City/YMCA partnership)</td>
<td>4</td>
<td>30</td>
<td>-26</td>
</tr>
<tr>
<td>Recreation programs for adults</td>
<td>6</td>
<td>32</td>
<td>-26</td>
</tr>
<tr>
<td>City Pool</td>
<td>4</td>
<td>43</td>
<td>-38</td>
</tr>
<tr>
<td>Bike Lanes</td>
<td>6</td>
<td>46</td>
<td>-40</td>
</tr>
</tbody>
</table>

C1 Amenities: Which of the following CITY AMENITIES are most important to you. Select TWO that are most important to you.

C9 Now, consider the CITY AMENITIES you did not select. Which 2 are LEAST CONCERNING or LEAST IMPORTANT to you? (Select 2)
### Development and Growth Analysis

#### Development and Growth

<table>
<thead>
<tr>
<th>Category</th>
<th>Most Important</th>
<th>Least Important</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic and road congestion management</td>
<td>63</td>
<td>8</td>
<td>56</td>
</tr>
<tr>
<td>Management of the growth and density of the city</td>
<td>56</td>
<td>11</td>
<td>45</td>
</tr>
<tr>
<td>Maintaining the city's unique heritage / identity</td>
<td>43</td>
<td>23</td>
<td>20</td>
</tr>
<tr>
<td>Attracts/keeps quality residential neighborhoods</td>
<td>13</td>
<td>24</td>
<td>-10</td>
</tr>
<tr>
<td>Attracts/keeps quality businesses</td>
<td>11</td>
<td>39</td>
<td>-28</td>
</tr>
<tr>
<td>Community engagement on city development issues</td>
<td>7</td>
<td>39</td>
<td>-32</td>
</tr>
<tr>
<td>Maintains/develops quality business districts</td>
<td>6</td>
<td>56</td>
<td>-51</td>
</tr>
</tbody>
</table>

C4 Look over the DEVELOPMENT & GROWTH issues below. Which 2 are MOST important to you? (Select 2)

C12 Now, consider the DEVELOPMENT & GROWTH issues you did not select. Which 2 are LEAST CONCERNING or LEAST IMPORTANT to you? (Select 2)
### Safe and Secure Analysis

#### Demographic Filters
- **Gender**: (All)
- **Age**: (All)
- **Time in City**: (All)
- **Marital Status**: (All)
- **Number of Children**: (All)

#### Safe and Secure

<table>
<thead>
<tr>
<th>Safe and Secure</th>
<th>Most Important</th>
<th>Least Important</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crime prevention</td>
<td>40</td>
<td>3</td>
<td>37</td>
</tr>
<tr>
<td>First responder/EMS services</td>
<td>34</td>
<td>1</td>
<td>33</td>
</tr>
<tr>
<td>Sufficient police services</td>
<td>36</td>
<td>7</td>
<td>29</td>
</tr>
<tr>
<td>City/neighborhood safety patrolling</td>
<td>28</td>
<td>20</td>
<td>8</td>
</tr>
<tr>
<td>City preparation for/response to emergencies</td>
<td>17</td>
<td>11</td>
<td>5</td>
</tr>
<tr>
<td>Pedestrian safety</td>
<td>14</td>
<td>19</td>
<td>-5</td>
</tr>
<tr>
<td>Traffic enforcement</td>
<td>18</td>
<td>25</td>
<td>-8</td>
</tr>
<tr>
<td>Safety downtown</td>
<td>9</td>
<td>27</td>
<td>-18</td>
</tr>
<tr>
<td>Fire prevention programs</td>
<td>1</td>
<td>39</td>
<td>-38</td>
</tr>
<tr>
<td>Animal Services</td>
<td>4</td>
<td>47</td>
<td>-43</td>
</tr>
</tbody>
</table>

C5: Look over the SAFETY AND SECURITY issues below. Which 2 are MOST important to you? (Select 2)

C13: Now, consider the SAFETY AND SECURITY issues you did not select. Which 2 are LEAST CONCERNING or LEAST IMPORTANT to you? (Select 2)
Operations Issues Analysis

C6 Look over the OPERATIONAL issues below. Which 2 are MOST important to you? (Select 2)

C14 Now, consider the OPERATIONAL issues you did not select. Which 2 are LEAST CONCERNING or LEAST IMPORTANT to you? (Select 2)
### Important Attributes Compared (top 20)

<table>
<thead>
<tr>
<th>(Most Imp Excellent/Very Good)</th>
<th>Good</th>
<th>Fair/Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management of the growth and density of the city</td>
<td>32</td>
<td>20</td>
</tr>
<tr>
<td>Traffic and road congestion management</td>
<td>28</td>
<td>15</td>
</tr>
<tr>
<td>Maintaining the city’s unique heritage / identity</td>
<td>15</td>
<td>13</td>
</tr>
<tr>
<td>Quality schools</td>
<td>14</td>
<td>13</td>
</tr>
<tr>
<td>Water planning &amp; conservation efforts</td>
<td>13</td>
<td>29</td>
</tr>
<tr>
<td>Planning &amp; Zoning</td>
<td>9</td>
<td>27</td>
</tr>
<tr>
<td>Sufficient police services</td>
<td>8</td>
<td>42</td>
</tr>
<tr>
<td>First responder/EMS services</td>
<td>6</td>
<td>41</td>
</tr>
<tr>
<td>Crime prevention</td>
<td>6</td>
<td>40</td>
</tr>
<tr>
<td>Boerne City Lake</td>
<td>5</td>
<td>31</td>
</tr>
<tr>
<td>Pathways, sidewalks, and trails for pedestrians</td>
<td>4</td>
<td>42</td>
</tr>
<tr>
<td>City/neighborhood safety patrolling</td>
<td>4</td>
<td>42</td>
</tr>
<tr>
<td>Maintenance of existing streets, streetlights, etc.</td>
<td>4</td>
<td>37</td>
</tr>
<tr>
<td>Library services</td>
<td>4</td>
<td>31</td>
</tr>
<tr>
<td>Family friendly</td>
<td>4</td>
<td>34</td>
</tr>
<tr>
<td>City parks and open spaces</td>
<td>4</td>
<td>34</td>
</tr>
<tr>
<td>Expansion of Infrastructure (streets, sidewalks, etc.)</td>
<td>3</td>
<td>33</td>
</tr>
<tr>
<td>Attracts/keeps quality businesses</td>
<td>3</td>
<td>34</td>
</tr>
<tr>
<td>Hill Country Mile/Downtown</td>
<td>3</td>
<td>33</td>
</tr>
<tr>
<td>Programs/services that create community feel (parades, festivals, etc.)</td>
<td>3</td>
<td>39</td>
</tr>
</tbody>
</table>

### Demographic Filters

- **Gender**
  - (All)
- **Age**
  - (All)
- **Time in City**
  - (All)
- **Marital Status**
  - (All)
- **Number of Children**
  - (All)

C7 This list now combines all of the issues you selected as being MOST important to you. Of these, which 2 are MOST important to you? (Select 2)

C8 How are we doing on the important issues you selected?
Basic Services Ratings

C15 Some BASIC SERVICES are necessary for most cities. How is the city doing on these issues?
Contact With Staff

Have Had Contact
- Yes: 65%
- No: 35%

Experience With City Staff
- Employees were professional: 72% Agree, 19% Agree Somewhat, 19% Agree Somewhat, 19% Neither Agree nor Disagree
- Employees helped me solve or address my reason for contacting: 67% Agree, 16% Agree Somewhat, 16% Agree Somewhat, 16% Neither Agree nor Disagree
- I was able to easily get to the right person for help: 63% Agree, 20% Agree Somewhat, 20% Agree Somewhat, 20% Neither Agree nor Disagree
- Employees followed up in a timely manner, if required: 57% Agree, 23% Agree Somewhat, 23% Agree Somewhat, 23% Neither Agree nor Disagree
- I easily found what I needed on the website: 32% Agree Completely, 29% Agree Somewhat, 29% Agree Somewhat, 29% Neither Agree nor Disagree

Demographic Filters
- Gender: (All)
- Age: (All)
- Time in City: (All)
- Marital Status: (All)
- Number of Children: (All)
Contact With Police

Demographic Filters

Gender
(All)

Age
(All)

Time in City
(All)

Marital Status
(All)

Number of Children
(All)

CommunityView

Have Had Contact

Yes: 24%
No: 76%

Experience With Law Enforcement

- were professional: 77% Agree Completely, 15% Agree Somewhat, 7% Neither Agree nor Disagree, 11% Not Applicable
- arrived in a timely manner: 55% Agree Completely, 12% Agree Somewhat, 29% Neither Agree nor Disagree, 7% Not Applicable
- were able to resolve my concern or issue: 59% Agree Completely, 11% Agree Somewhat, 7% Neither Agree nor Disagree, 16% Not Applicable

C19 In the past 6 months, have you INTERACTED with LAW ENFORCEMENT?

C20 Regarding your most recent interaction with LAW ENFORCEMENT, how much do you agree with the following statements?

- They

Boerne
### Coded Comments to City Leaders

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housing/Apartment Growth Negative</td>
<td>36%</td>
</tr>
<tr>
<td>Traffic Negative</td>
<td>25%</td>
</tr>
<tr>
<td>Neighborhood/Community Negative</td>
<td>17%</td>
</tr>
<tr>
<td>Streets &amp; Sidewalks Negative</td>
<td>16%</td>
</tr>
<tr>
<td>Taxes &amp; Utilities Negative</td>
<td>15%</td>
</tr>
<tr>
<td>General Positive</td>
<td>13%</td>
</tr>
<tr>
<td>City Government Negative</td>
<td>11%</td>
</tr>
<tr>
<td>Business District Negative</td>
<td>9%</td>
</tr>
<tr>
<td>Parks &amp; Trails Negative</td>
<td>9%</td>
</tr>
<tr>
<td>Safety &amp; Security Negative</td>
<td>6%</td>
</tr>
<tr>
<td>Schools Negative</td>
<td>6%</td>
</tr>
<tr>
<td>General Negative</td>
<td>5%</td>
</tr>
<tr>
<td>Property / Codes Negative</td>
<td>3%</td>
</tr>
<tr>
<td>City Government Positive</td>
<td>2%</td>
</tr>
<tr>
<td>Safety &amp; Security Positive</td>
<td>1%</td>
</tr>
</tbody>
</table>

### Demographic Filters

- **Gender**: (All)
- **Age**: (All)
- **Time in City**: (All)
- **Marital Status**: (All)
- **Number of Children**: (All)

**CommunityView**

- **Boerne**

**Resident Filter**

- **District Filter**: (All)

**C21** Anything more to say to city leaders? - Coded