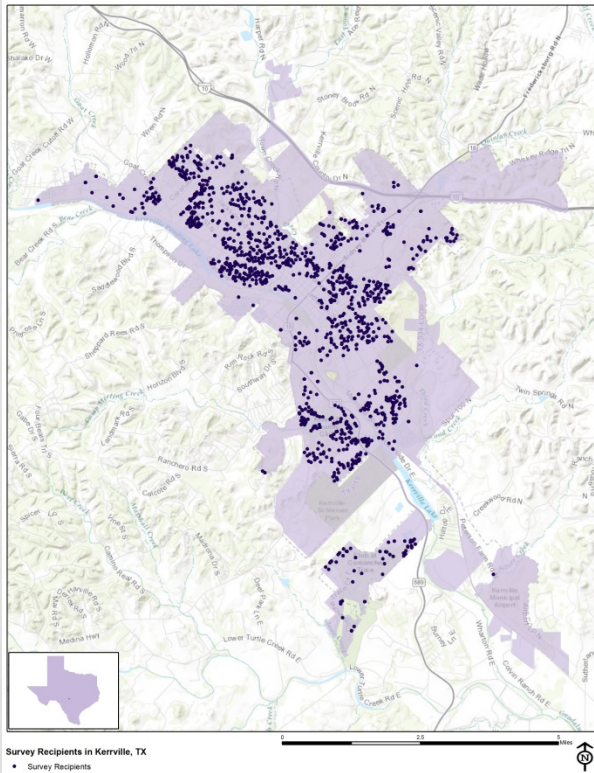


2016 Citizen Survey Results



THE NCSTM
The National Citizen SurveyTM

Survey Response



- 1,800 households randomly selected to participate
- Addresses randomly selected through Post Office
- 513 returned surveys
- 29% response rate
- 4% margin of error

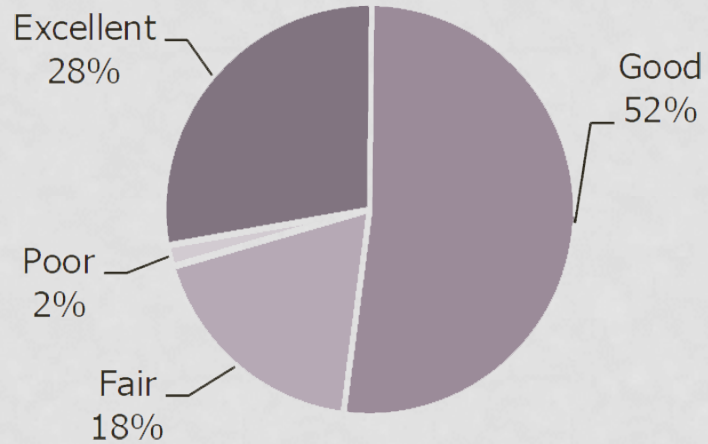
Survey Measures

- The survey measured public opinion in eight key areas of community livability.
- In each domain, residents reported their perceptions about the quality of their community and related services, as well as their own engagement within the community.

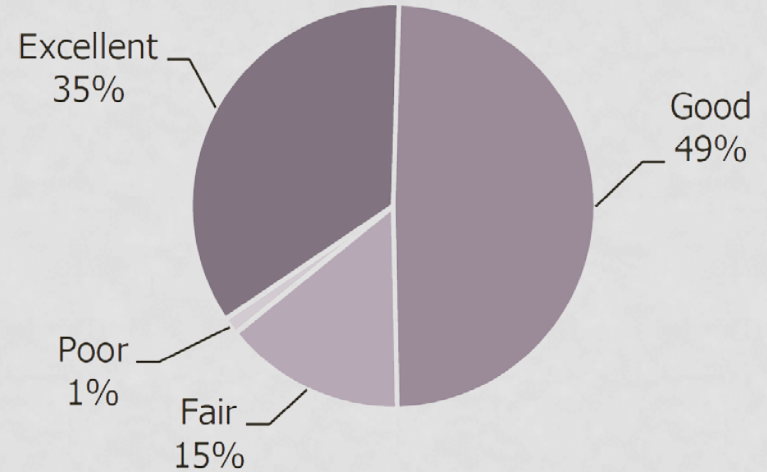


Quality of Life in Kerrville

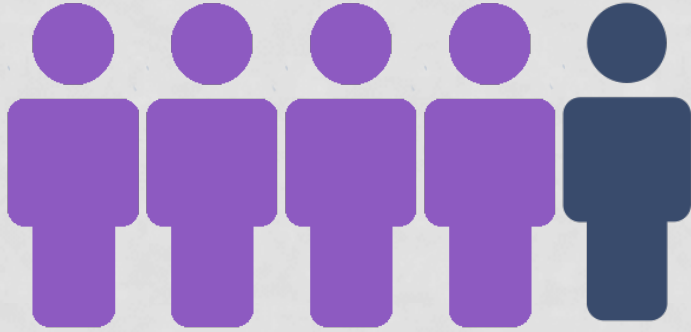
Overall Quality of Life



Place to Live

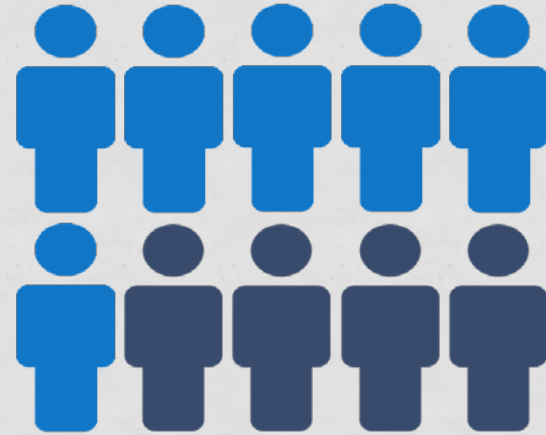


What Residents Really Think...



4 in 5

Residents would recommend
Kerrville to someone who asked



6 in 10

Residents gave an excellent
or good rating to the sense
of community in Kerrville

Quality of Life Overall

Percent rating positively (e.g. excellent/good)

Overall
Image



72% ↔

Neighborhood



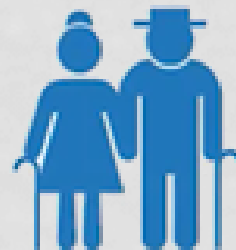
82% ↔

Place to Raise
Children



75% ↔

Place to
Retire



83% ↑

Overall
Appearance



71% ↔

Comparison to National Benchmark: ↑ higher; ↔ similar; ↓ lower

Quality of Life

Highest Ratings

Percent rating positively (e.g. excellent/good)

Safe in
Neighborhood



95%

Safe Downtown /
Commercial Area



93%

Overall Natural
Environment



88%

Religious or
Spiritual Events



87%

Overall Ease
of Travel



85%

Quality of Life

Lowest Ratings

Percent rating positively (e.g. excellent/good)

Travel by Public
Transportation



21%

Employment
Opportunities



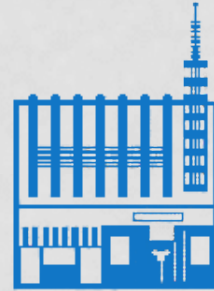
24%

Affordable Quality
Housing



25%

Vibrant
Downtown



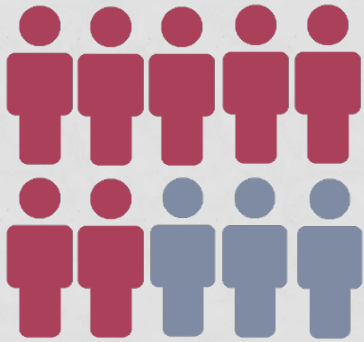
26%

Shopping
Opportunities



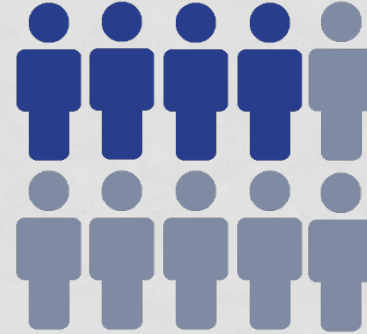
28%

Quality of Governance



7 in 10

Residents gave high marks to the quality of services provided by the City of Kerrville and the overall customer service provided by Kerrville employees



4 in 10

Residents gave positive ratings to the quality of services provided by the federal government



2 in 5

Residents positively rated the value of services for taxes paid, the overall direction Kerrville is taking and the job the City does at welcoming citizen involvement and being honest

Governance

Highest Ratings

Percent rating positively (e.g. excellent/good)

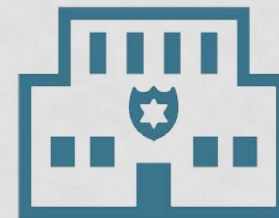
Fire

Ambulance / EMS

City Parks

Power Utility

Police



95%

91%

86%

85%

84%

Governance

Lowest Ratings

Percent rating positively (e.g. excellent/good)

Bus or Transit
Services



20%

Street Repair



26%

Code
Enforcement



36%

Economic
Development



39%

Land Use,
Planning &
Zoning



39%

Areas of Success

- **Safety**

- Fire/EMS Services
- Police
- Low Crime
- Residents feel safe

- **Natural Environment**

- Natural surroundings
- Place to visit
- Waste Services

- **Community Engagement**

- Strong Volunteer Force
- Informed Citizens

- **Education and Enrichment**

- Availability of events
 - Cultural/arts/music
 - City Sponsored
 - Spiritual/religious
- K-12 School System

- **Recreation and Wellness**

- City Parks
- Fitness and Recreation Opportunities

Areas For Improvement

- **Economy**

- Vibrant Downtown/Commercial Area
- Shopping Opportunities
- Employment Opportunities

- **Mobility**

- Street Repair
- Street Cleaning
- Public Transportation

- **Built Environment**

- Affordable quality housing
- Housing Options
- Land use, Planning and Zoning
- New Development
- Code Enforcement
- Storm Drainage