



Cedar Park, TX

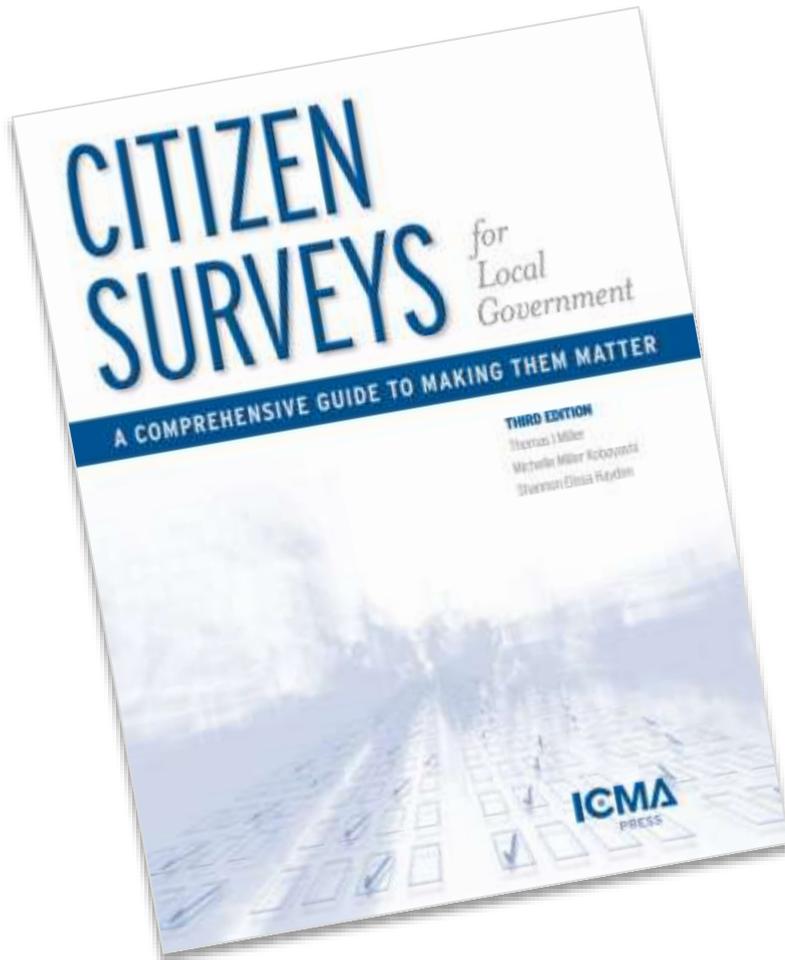
Key Findings 2019



The NCS™ is presented by NRC in collaboration with ICMA



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

Safety

Mobility

Economy

Recreation
and Wellness

Quality of
Community
Overall

Natural
Environment

Built
Environment

Education
and
Enrichment

Community
Engagement

The NCS & Cedar Park

- First year participating in The NCS
- Scientific sample of 3,600 households
 - 440 returned surveys; 12% response rate
 - $\pm 5\%$ margin of error

Online
response
option

Expanded
mailing

Spanish
translation

Peer
community
benchmarks

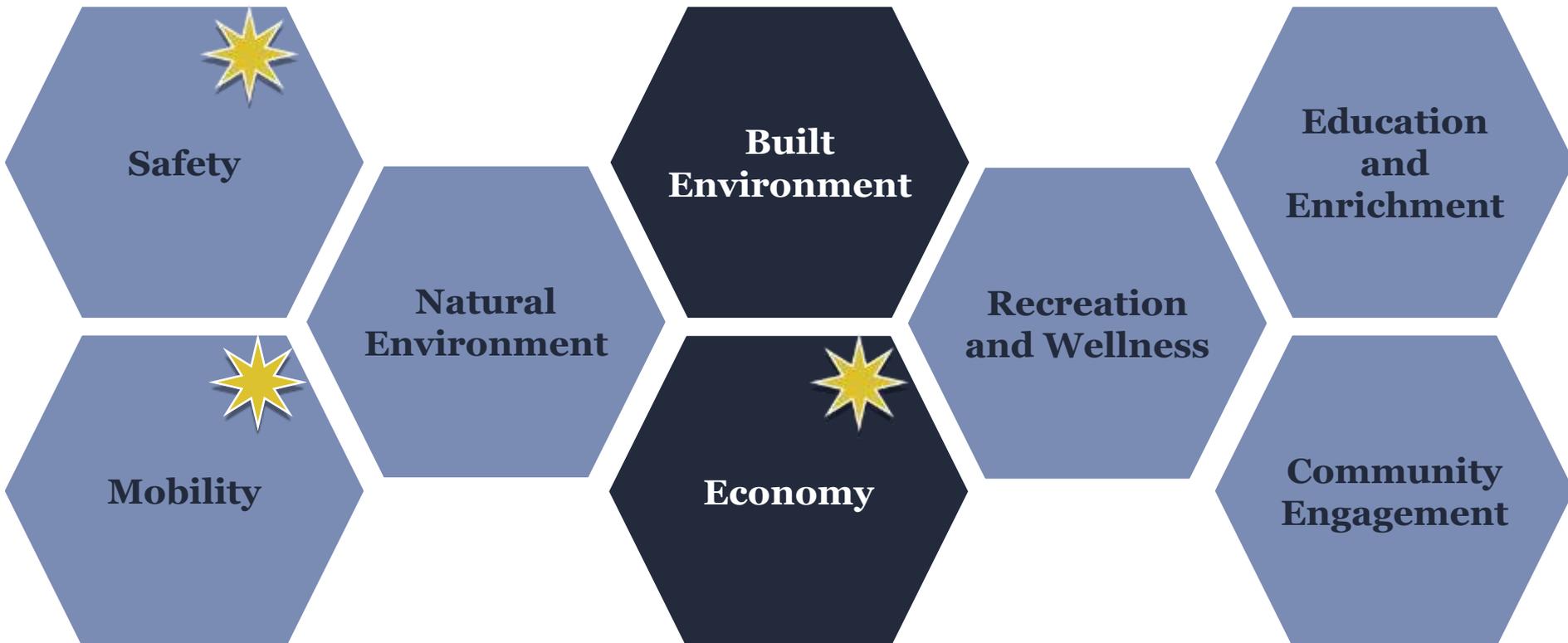
In-person
presentation

Key Focus Areas

Legend

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

★ Most important

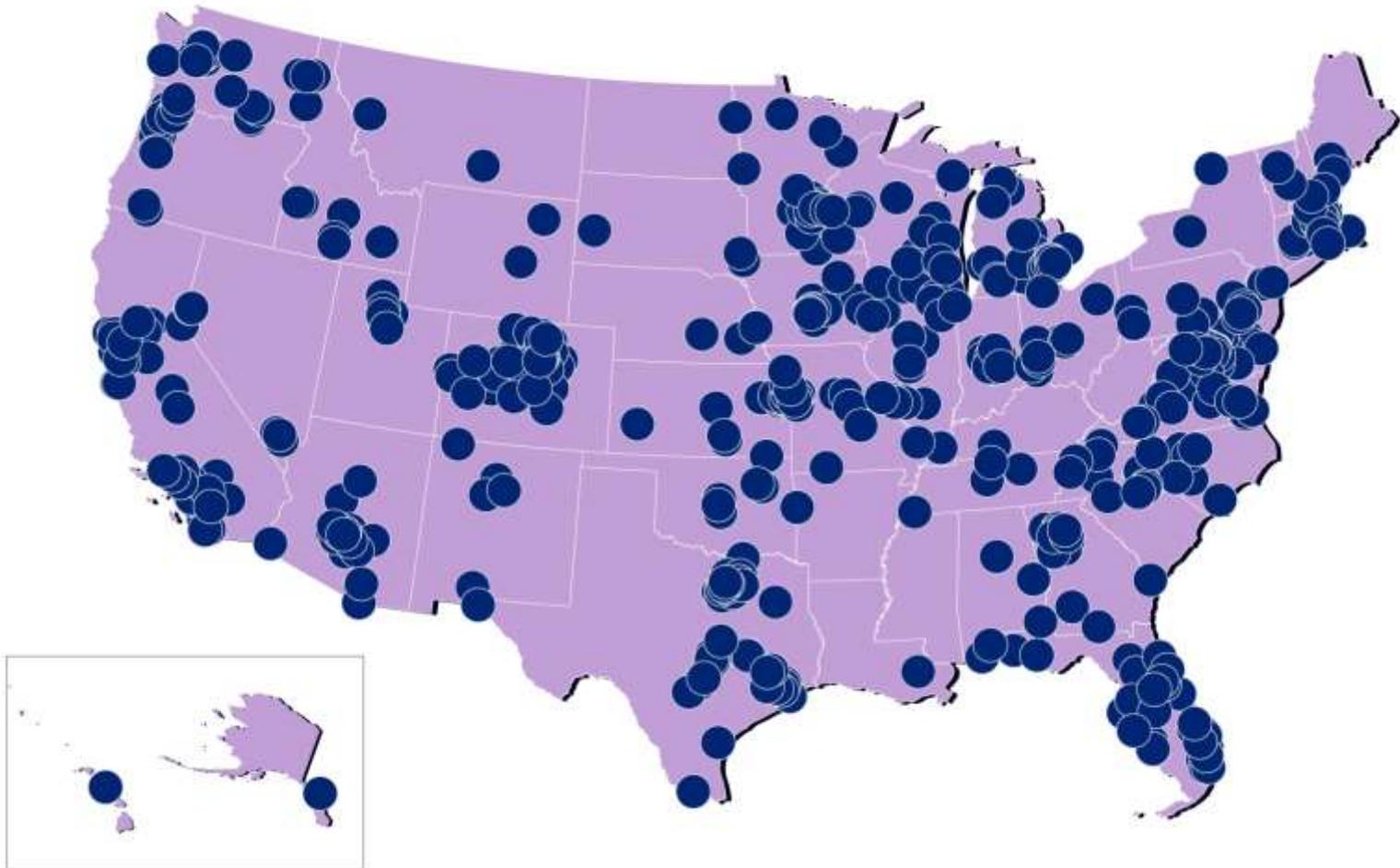


Key
Finding
#1

A person is kayaking on a calm lake. The background shows a dense forest of trees under a bright sky. The text is overlaid on the image.

Cedar Park receives exceptional ratings

National Benchmark Comparisons



2019 National Benchmark Comparisons



2019 Peer Community Benchmark Comparisons

52

received
higher
ratings

66

received **similar**
ratings

4

received
lower
ratings

Key
Finding
#2

Residents enjoy a high quality of life



Quality of Life in Cedar Park

9 in 10

- -Cedar Park as a place to live
- -Cedar Park as a place to raise children ★
- -Overall quality of life ★
- -Neighborhood as a place to live

8 in 10

- Overall image or reputation ★
- Overall appearance
- Cedar Park as a place to retire ★



Higher than national benchmark

Percent excellent/good

Sense of Community

7 in **10** positively rated the...



Sense of
community
in Cedar
Park

Percent excellent/good

Likelihood of Remaining in and Recommending Community

9 in **10** were likely to...

Recommend
living in Cedar
Park

Remain in
Cedar Park for
the next 5 years

Percent very likely/somewhat likely

Key
Finding
#3

**Safety is important
to residents**



Safety in Cedar Park

9 in **10** positively rated...



Overall feeling
of safety in
Cedar Park

Feeling safe in
neighborhoods

Feeling safe in
commercial
area



Higher than national benchmark

Percent excellent/good or very safe/somewhat safe

Safety Services

82%

Crime
prevention



80%

Emergency
prepared-
ness



80%

Animal
control



Higher than national benchmark

Percent excellent/good

Spending on Public Safety



- 7 in 10: spend the same amount on public safety



- 3 in 10: spend more on public safety

Key
Finding
#4

The Economy in Cedar Park is strong

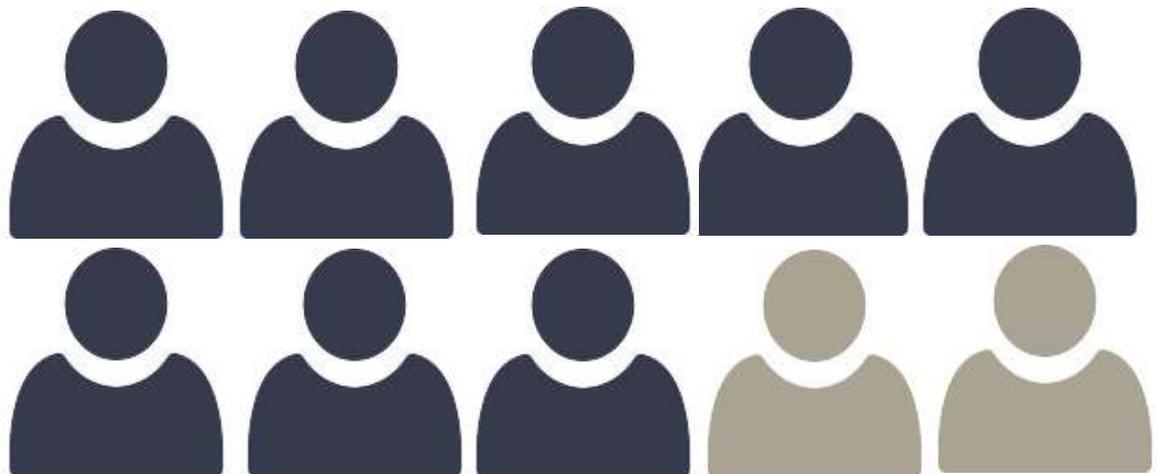
A person is seen from behind, paddling a small white kayak on a calm body of water. The background is a soft-focus landscape of green trees and a light sky, suggesting a park or natural area. The overall tone is peaceful and scenic.

Economic Health

8 in 10

residents positively
rated...

- Overall economic health of City ★
- Shopping opportunities ★
- Economic development ★



★ Higher than the benchmark

Percent excellent/good

Business and Employment



77%

Overall quality of business and service establishments



66%

Vibrant commercial area



54%

Employment opportunities



Higher than the benchmark

Percent excellent/good

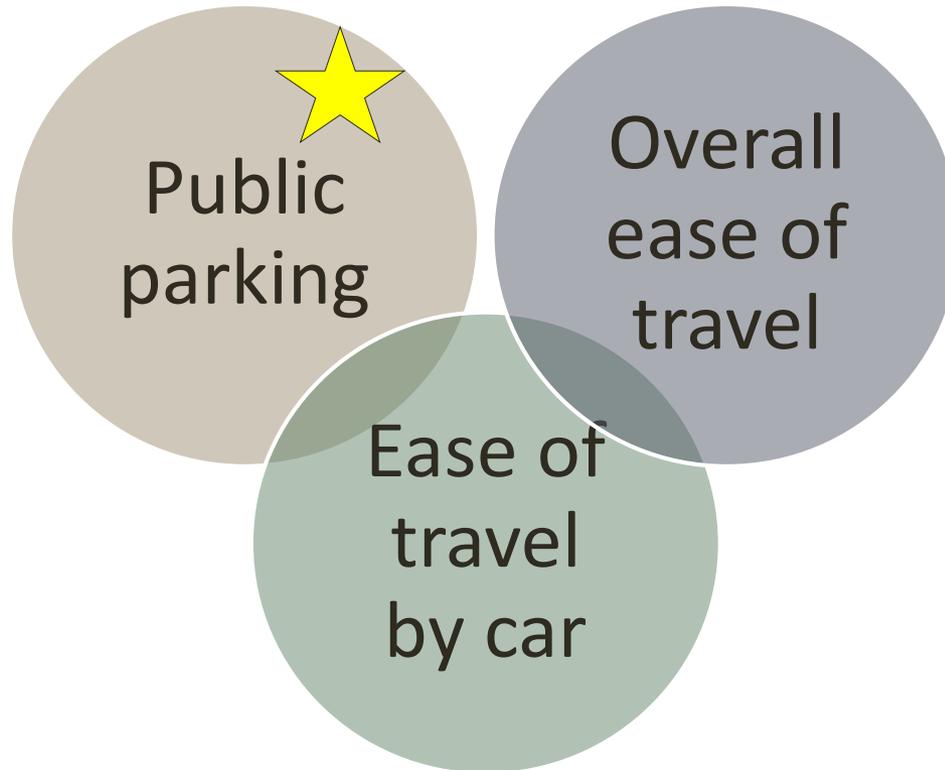
Key
Finding
#5

Residents are pleased with Mobility, but more walking and biking opportunities may be needed

A small, light-colored boat with a person inside is on a body of water. The background shows a hazy shoreline with trees.

Mobility within the City

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



 Higher than the benchmark

Percent excellent/good

Mobility Services

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

Traffic
enforcement



Street
cleaning



Street
repair



Sidewalk
maintenance



 Higher than national benchmark

Percent excellent/good

Areas for Opportunity - Mobility

Ease of walking

48%

Ease of travel by bicycle

48%

Lower than national benchmark

Percent excellent/good

More Spending on Mobility

- **53%** of residents support the City spending more on transportation and roads
- **49%** support the City spending more on parks, trails and green space



Key
Finding
#6

A person is seen from behind, sitting in a small, light-colored boat on a calm body of water. The person is wearing a light blue shirt and dark shorts. The background consists of a dense line of green trees under a bright, slightly hazy sky. The overall scene is peaceful and scenic.

**Cedar Park
government
performance is
exceptional**

Overall Quality of City Services

9 in 10 

residents
positively rate the
Overall quality of
City services



Higher than national benchmark

Percent excellent/good

City Leadership and Governance



Higher than national benchmark

Percent excellent/good

City Leadership and Governance



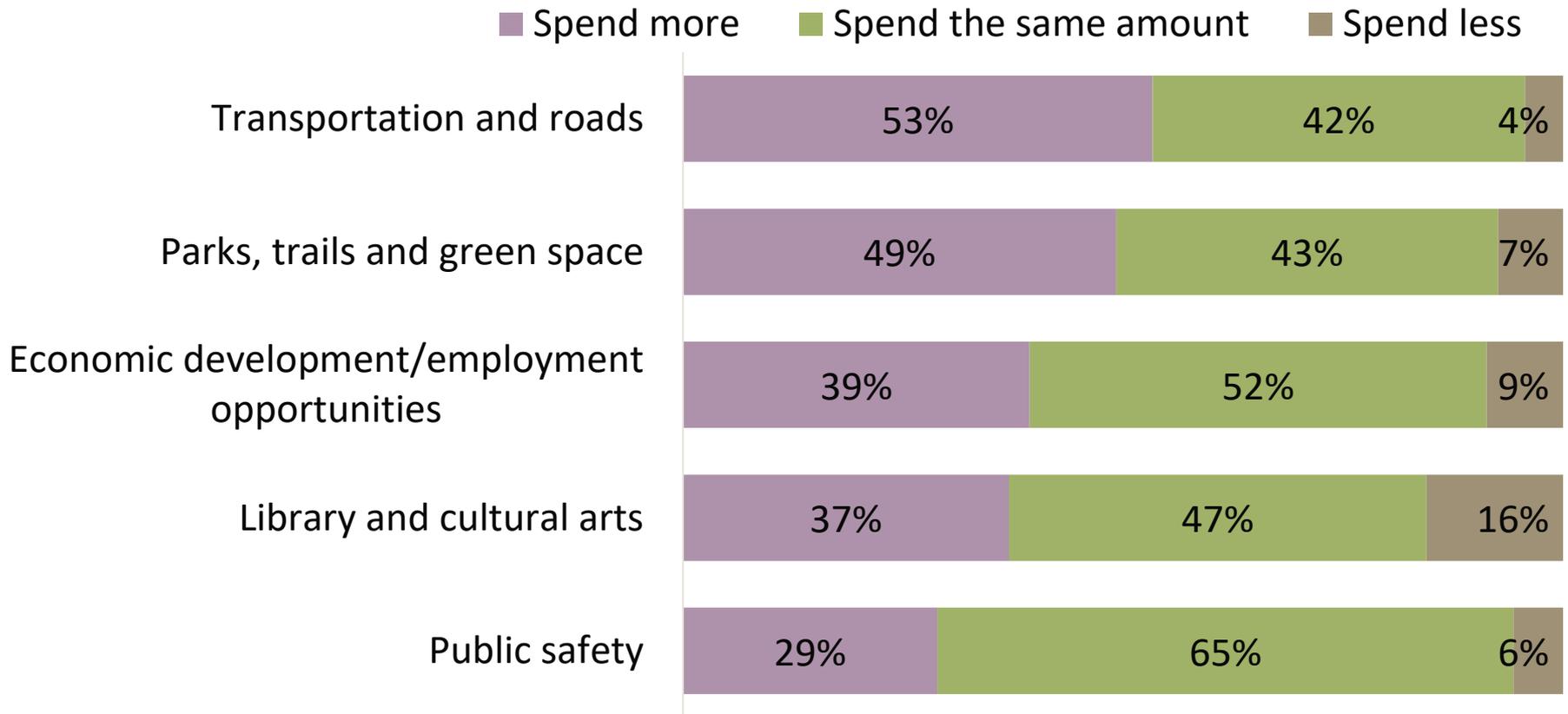
 Higher than national benchmark

Percent excellent/good

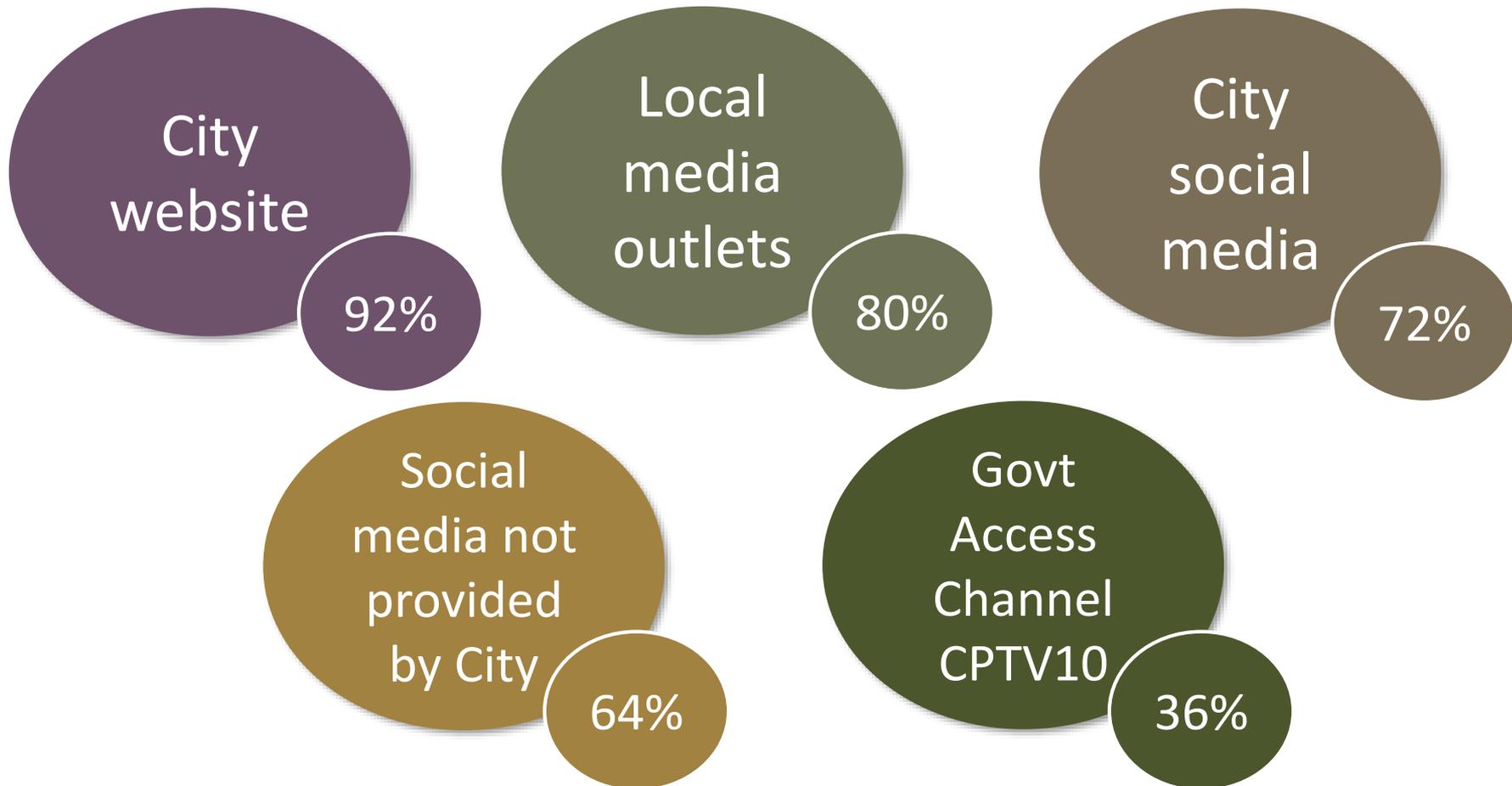
Special Topics

Budget Prioritization

Do you believe Cedar Park should spend more, the same amount, or less on the following areas in the future?



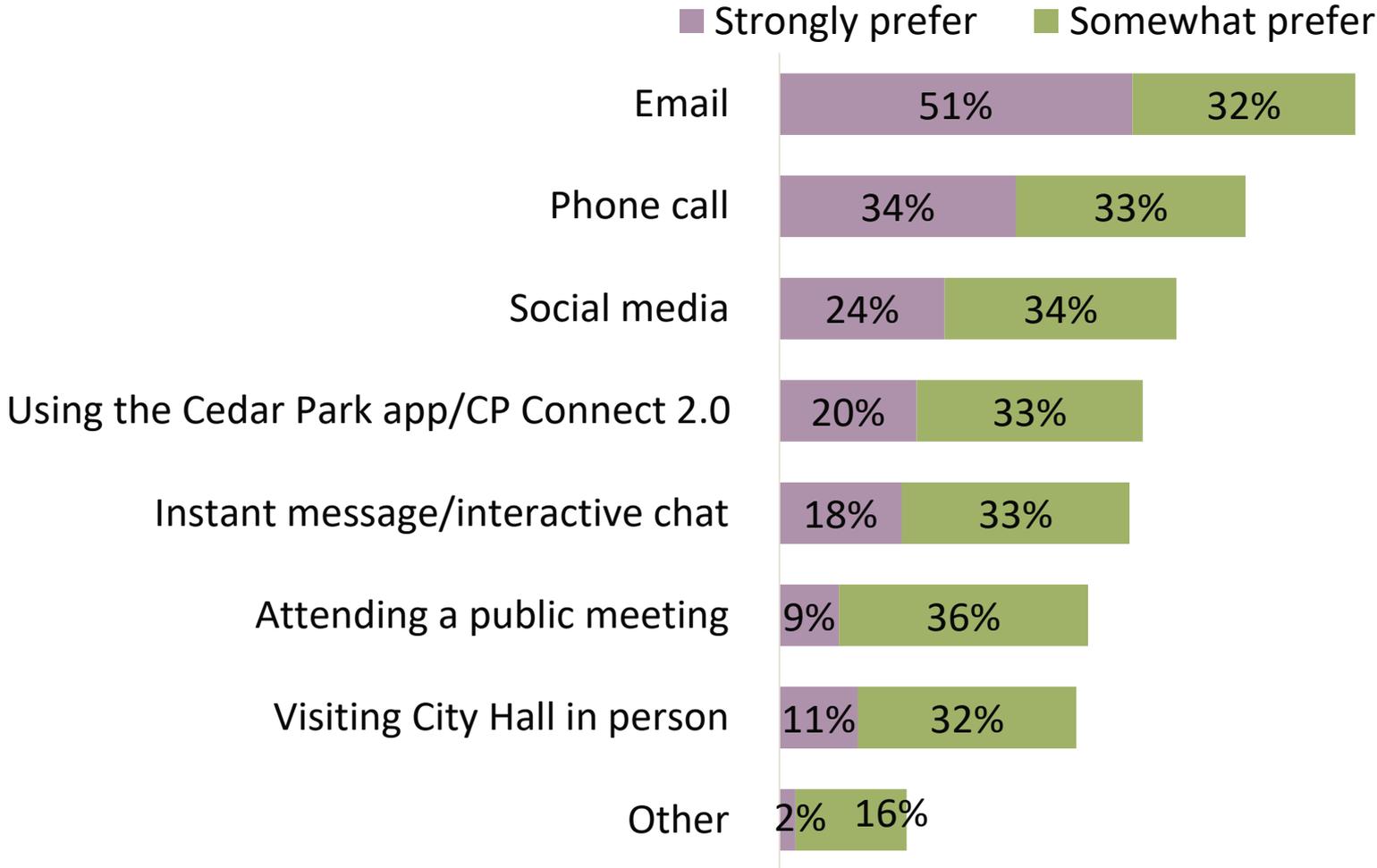
Sources of City Information



Percent major and minor source

Preferences on City Communication

How do you prefer to communicate with the City of Cedar Park?



Conclusions

Cedar Park receives exceptional ratings from residents

Cedar Park residents enjoy a high quality of life

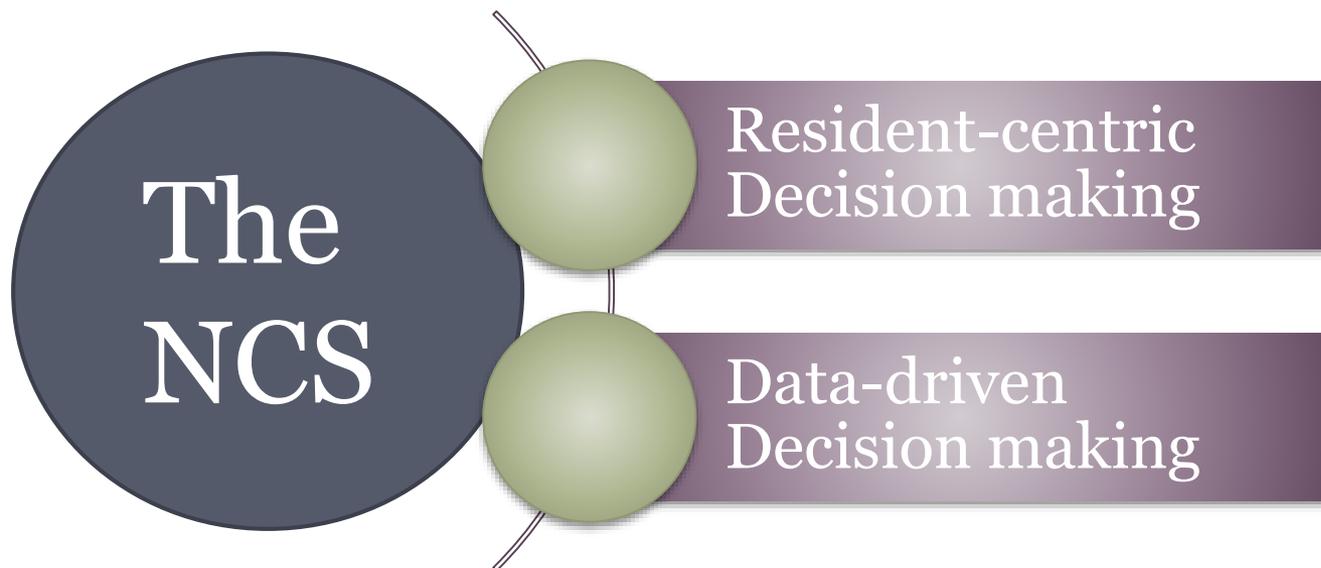
Safety is important to residents

The Economy in Cedar Park is strong

Residents are pleased with Mobility, but more walking and biking opportunities may be needed

Cedar Park gov't performance is exceptional

Moving Forward



Envision, Engage, Educate, Earmark, Enact, Evaluate

Questions?

THE NCSTM
The National Community SurveyTM

Thank you!

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