



Agenda Item Report

Legislative Board: City Council
Date: August 4, 2026
Contact: Lindsey Baker
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ITEM TITLE: Presentation of the 2026 Community Survey results (Assistant City Manager Lindsey Baker and Jason Neumeyer, Polco Director of Survey Research)

1. EXECUTIVE SUMMARY

The City of Buda contracted with Polco and the National Research Center to conduct the National Community Survey from March 20, 2026 - May 1, 2026. In addition to measuring sentiments of Buda residents, the survey results provide national benchmark comparisons to more than 400 communities, as well as a smaller cohort of communities that align more closely to the demographics in Buda. The cohort included other West South Central communities under 50,000 residents. Overall, the facets of livability measured, rated either similar or higher in the benchmark comparisons. 88% of respondents rated the quality of life in Buda as excellent or good and 91% rated Buda as a place to live as excellent or good.

2. BACKGROUND/HISTORY

3,000 randomly selected households received invitations to participate in the survey, either online or using a hard copy questionnaire with a postage-paid return envelope. The survey and all mailings were available in English and Spanish. 319 households completed the survey, providing an overall response rate of 11% and a 95% level of confidence or 5.5% margin of error. The open-participation survey was open to all city residents and became available on April 17th, 2026. The survey remained open for two weeks and 156 responses were received. The data presented in the NCS Survey Results and the NCS Supplemental Benchmark Results exclude the open participation survey data, but the online survey results are attached separately for review.

3. ANALYSIS

On page 6 of the NCS Survey Results document, Key Findings are summarized:

Community Strengths

Over 8 in 10 Buda residents positively evaluated many quality-of life measures in the City, including:

- Buda as a place to live (91% excellent or good)
- Buda as a place to raise children (90%)
- Your neighborhood as a place to live (88%)
- Overall quality of life (88%)
- Overall image or reputation (87%)

Many items related to Buda's local governance received marks that were higher than national or custom comparison communities, including:

- Treating residents with respect (83% excellent or good)
- Treating all residents fairly (79%)
- Being honest (75%)
- Generally acting in the best interest of the community (69%)

- Being open and transparent to the public (69%)
- The job Buda government does at welcoming resident involvement (68%)
- Overall confidence in Buda government (66%)

The overall feeling of safety in Buda scored higher than the benchmark, as did each of the following:

- [Feeling safe] from violent crime (97% very or somewhat safe)
- Ambulance or emergency medical services (ESD #2) (98% excellent or good)
- Crime prevention services (87% excellent or good)

Buda residents reported higher levels of community connection than other jurisdictions around the nation, especially relating to opportunities to participate in the broader community:

- Opportunities to attend special events and festivals (81% excellent or good)
- Opportunities to participate in community matters (74%)
- Opportunities to attend cultural/arts/music activities (70%)
- Opportunities to participate in social events and activities (70%)

Focus Areas

Although most items related to mobility services scored in line with national and custom averages, many evaluations for vehicular travel scored below the benchmark, including:

- Ease of travel by car (52% excellent or good)
- Ease of public parking (36%)
- Traffic signal timing (40%)
- Traffic flow on major streets (34%)

4. FINANCIAL IMPACT

The FY26 budget included \$25,000 allocated to the City Manager's Office for the community survey.

5. STRATEGIC PLAN/GOALS

EXCEPTIONAL CITY SERVICES

6. STRATEGIC PLAN OBJECTIVES

Deliver City services consistent with our City of Buda mission and core values

7. PROS AND CONS

N/A

8. ALTERNATIVES

N/A

9. REQUESTED ACTION / SUGGESTED MOTION / RECOMMENDATION

Staff recommends results from the survey be taken into consideration as the FY27 budget is finalized.

Attachments:

[The NCS Presentation Buda 2026.pdf](#)
[Supplemental Documents: NCS Survey Results](#)