

CITY OF BURNET



Communications Survey

City Council Regular Meeting
December 10, 2024



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- Survey conducted November 19-21
- 5 Questions
- 439 participants invited to take the survey
- 201 or 46% participated in the survey
 - 102 were within the City Limits
- Margin of error: +/- 7%
 - This will improve as the panel and respondents grow

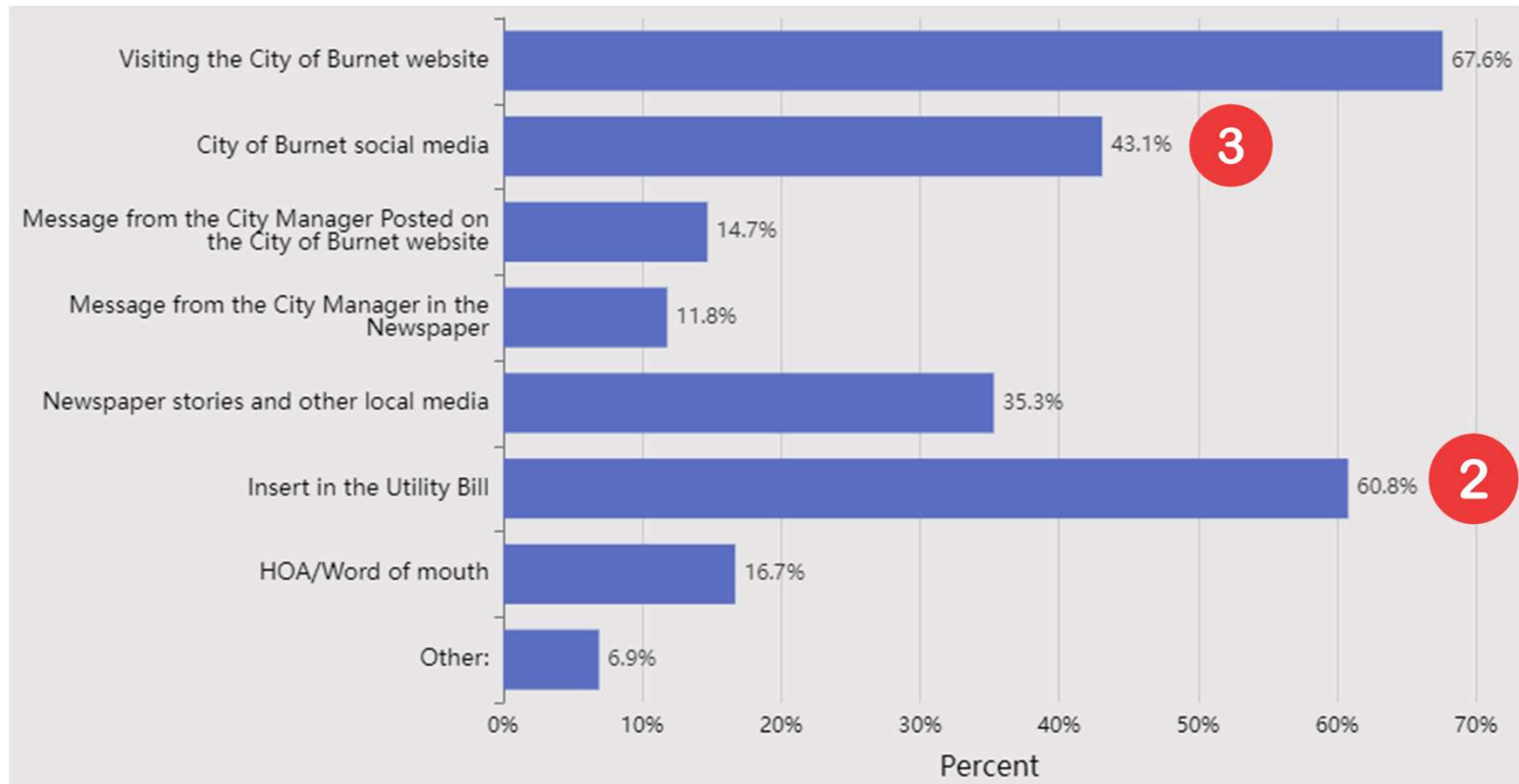


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1. In the last 12 months, which of the following, if any, have you used to get information about the City of Burnet? (Choose all that apply, if any)

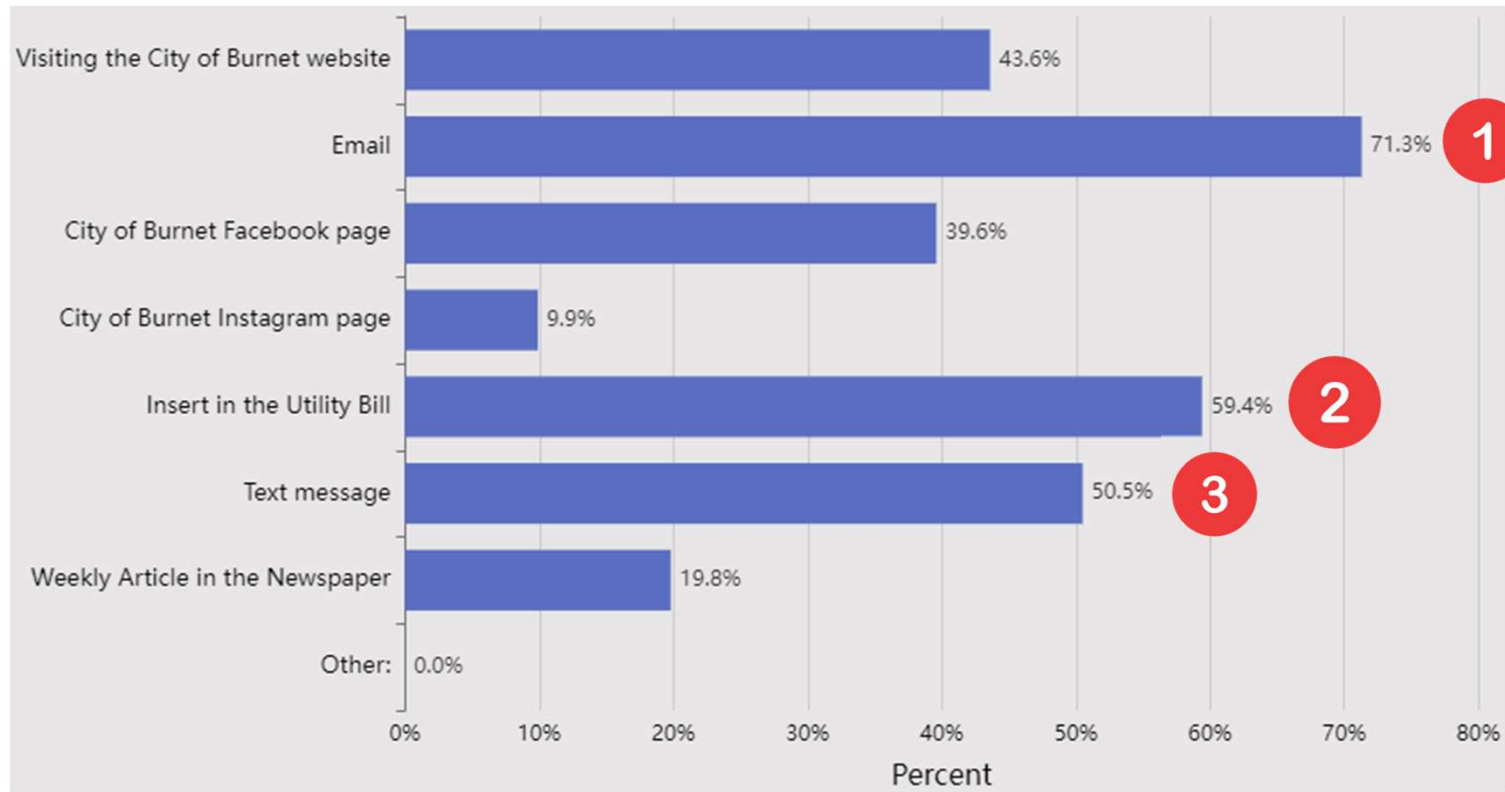


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2. How would you most like to receive information from the City of Burnet? (You can choose up to FOUR, if any)

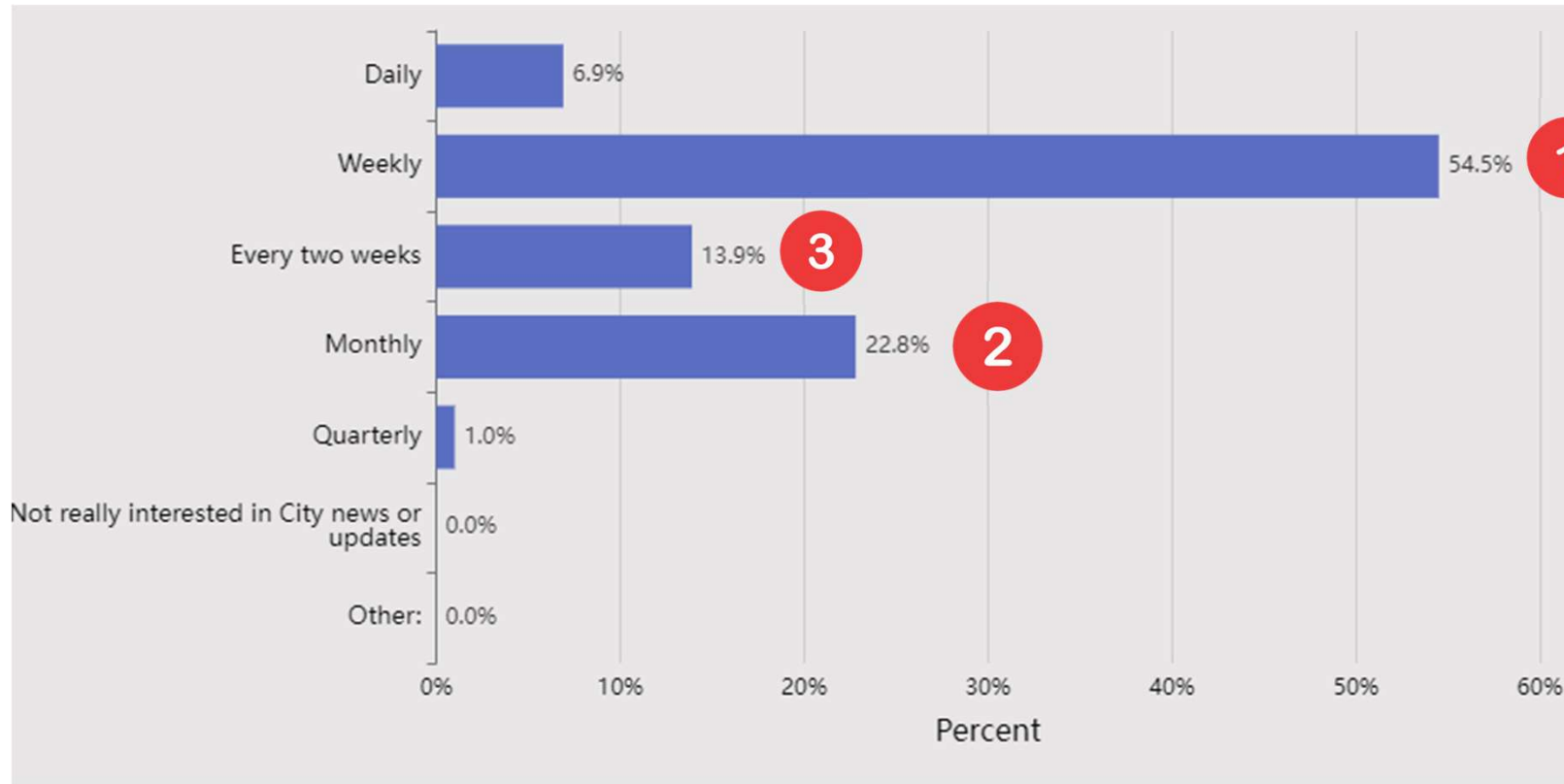


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3. How often would you like to get City news or updates? (Choose ONE)

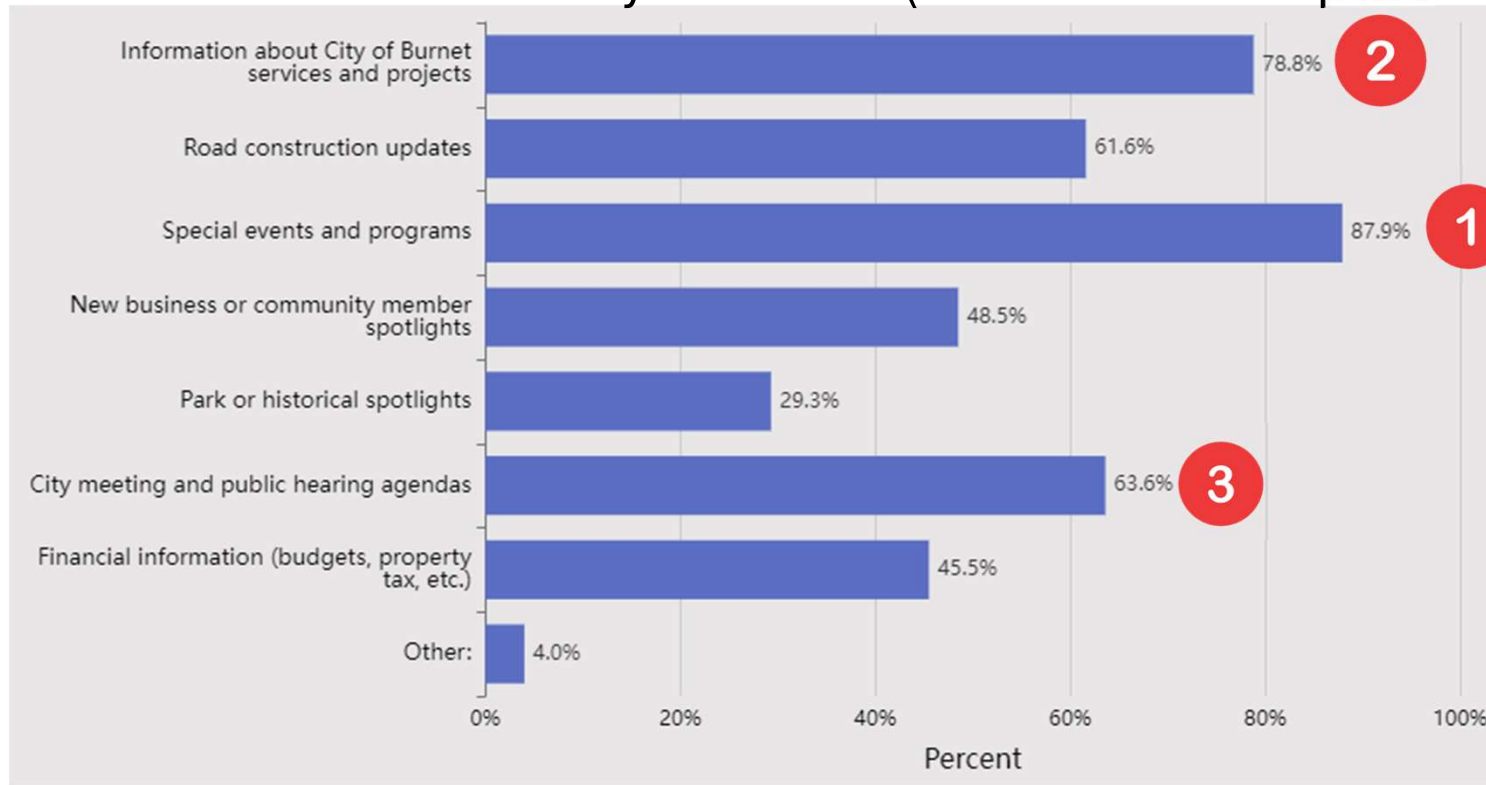


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4. Which of the following topics, if any, are you most interested in receiving information about from the City of Burnet? (You can choose up to FIVE, if any)



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5. Any other comments or suggestions about what the City of Burnet could do differently to do a better job of giving you the information you want and need?)

Communication Related Comments

- A **bi-weekly update** of general city information on the **website**.
- I never seem to get the information about events and stuff ahead of time. I would like a **weekly email** about upcoming events for this week. Meetings, and special events and such.
- Creating a **constant contact newsletter** would be a good start.
- Send information that requires dissemination in **emails and or texts** as needed. Update community Monthly with Newsletter (electronic) always referencing the city website for more in depth information.
- Community / neighborhood **public information meetings**
- What is the City of Burnet's vision for the future and what processes are in place to view these goals and progress towards them. **Digital Communication** is the present and future so figuring out how to best communicate with the community via these means is essential.
- Give **more options** for residents who are **not on social media**.
- Communicating to us where the **best place** to is to look for the **information**. I am not on facebook so my news comes from the Burnet Bulletin, Highlander, and DailyTrib. **Emergencies** best communicated by **text message**.



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5. Any other comments or suggestions about what the City of Burnet could do differently to do a better job of giving you the information you want and need?)

Information Requested

- More reporting on Police reports and traffic issues.
- I would like to have a concise list of contacts for various city departments, names, #'s, emails, locations.
- More information on city council meetings
- Publish school board information
- Where the 2025 Bluebonnet Festival will be located? since the new building for City Hall is located in the previous spot for the fair.



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5. Any other comments or suggestions about what the City of Burnet could do differently to do a better job of giving you the information you want and need?)

Other Requests

- Many years ago, the downtown office had a "drive-up" and drop box for utility bills. Was great for mobility concerns. BRING IT BACK!
- Improve our parks
- Can we please have a FREE way to pay our utilities online?; Make paying the utility bill easier and cheaper to pay online
- Fix - redo Bluebonnet St. next to Storms. Keep us informed about our drinking water supply ? Do we have ANY idea who is flying in and out of Burnet airport. There are a LOT of planes for a small town ?
- Have more events throughout the year
- New businesses, services, restaurants entertainment. For the county seat I don't believe enough emphasis is to make Burnet shine. Marble Falls and even Llano has better community support in place and infrastructure.

Other Comments

- Doing pretty good so far; I think the city is doing a good job getting information out.
- Main thing would be to not approve the rock crusher plant; No Rock Quarry please 🙏
- None; None at this time
- Really enjoy living here.



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Next Steps

- Continue weekly Message from the City Manager (Social Media, Web, Newspaper)
 - Include topics identified in the survey
- The new web platform will allow residents to sign up for text or email notifications on topics they select
- Ensure social media posts at a minimum of 4-days a week
- Continue to leverage the utility bill insert
- Investigating a mass communication tool through incode- “Notify”
- Utilize feedback to inform the web development project
- Launch another survey in January



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Questions?



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