



Community Well-Being

Objectives

1. Implement the Mobile Integrated Health unit and scale it to meet demand.
2. Complete the Parks Master Plan to identify needs including strategic land acquisition, facilities, trails, and programming.
3. Create a future bond proposition and pursue other funding sources to support quality of life investments, specifically focused in the underserved areas of New Braunfels, including those identified in the 2025 Parks Master Plan.
4. Develop capital and staffing investments that improve safety, reduce heat islands, and encourage transportation modes that support healthier lifestyles and exercise such as biking, walking and running.
5. Look for opportunities to reconnect the community by mitigating highways, waterways and other transportation facilities that create barriers to community connectivity.
6. Formalize the partnership with Police, Fire, and the City's non-profit/social sector, to respond to critical issues, address non-emergency social services and evaluate holistic public health and safety needs.
7. Evaluate public safety front line equipment to ensure they meet the demand and the call "type," where the response resource matches the risk.
8. Continue to develop alternative public safety deployment strategies that align to call type and statutory requirements to allow for efficient use of current and future staff resources.
9. Support the New Braunfels Youth Collaborative and other organizations to ensure middle and high school aged youth in the community can flourish intellectually, physically, and emotionally.



Community Well-Being

Performance Measures

Milestone

1. Complete Parks and Recreation Master Plan by December 2025
2. Implement top three priorities from the New Braunfels Street Safety Action Plan.
3. Formalize fire-police community task force by the end of FY 2025.

Output

1. Reduce the number of 911 medical call super users by 5% annually.
2. Seek opportunities for continual improvement of response times, including Police Priority one calls.
3. Maintain Average Response Time of 5 minutes or less for structure fires inside the City limits.

Outcome

1. Progress toward acres of parkland per 1,000 residents metric as established by updated Parks and Recreation Master Plan.
2. Maintain National Citizen Survey overall satisfaction for “Overall health and wellness opportunities.”
3. Maintain National Citizen Survey overall satisfaction for “Overall feeling of safety.”

