



TOWN OF NEEDHAM, MA  
2010

**Summary of Findings**



## **The National Citizen Survey is:**

- **A collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA)**
- **A statistically valid compilation of resident opinions about community and services provided by local government**



## Study Methods:

- Mailed survey to approximately 1,200 households (late April)
- 573 surveys returned; 51% response rate
- 4% margin of error
- 2<sup>nd</sup> time survey has been conducted – last time in 2008



## Results can be used for:

- **Planning**
- **Resource Allocation**
- **Performance Measurement**
- **Program and Policy Evaluation**
- **Spending**
- **Monitor Trends in Resident Opinion**



# Quality of Life in Needham ++

**96%**

“Excellent” or “Good”  
Up 5% from 2008

# Needham as a Place to Live ++

**98%**

“Excellent” or “Good”  
Up 2% from 2008





# Public Safety

Safety in  
Needham's  
Downtown Area ††

After Dark **94%**  
Daytime **99%**

*“Very” or “Somewhat”*  
Up 3% (After Dark)  
Up 1% (Daytime)  
from 2008

Safety in  
Neighborhood ††

After Dark **95%**  
Daytime **99%**

*“Very” or “Somewhat”*  
Up 2% (After Dark)  
No Change (Daytime)  
from 2008





# Public Safety

Police Services ††

**96%**

*“Excellent” or “Good”*  
Up 4% from 2008

Fire Services •††

**99%**

*“Excellent” or “Good”*  
Up 1% from 2008





# Public Works

## Street Repair (s)

**39%**

“Excellent” or “Good”  
Up 7% from 2008



## Sidewalk Maintenance (-)

**46%**

“Excellent” or “Good”  
Up 5% from 2008



# Public Works



Drinking Water ++

**89%**

“Excellent” or “Good”

Up 3% from 2008

Sewer Services ++

**86%**

“Excellent” or “Good”

Up 3% from 2008

Storm Drainage +

**67%**

“Excellent” or “Good”

Down 3% from 2008



# Public Works

## Amount of Public Parking (s)

**47%**

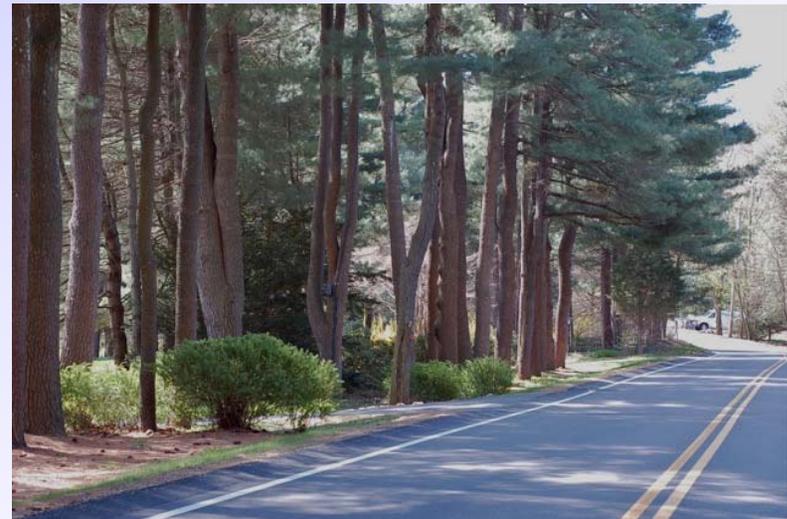
“Excellent” or “Good”  
Up 9% from 2008



## Overall Appearance of Needham ††

**83%**

“Excellent” or “Good”  
Up 10% from 2008





# Transportation

Ease of  
Bike Travel •++  
**59%**

“Excellent” or “Good”  
Up 9% from 2008

Ease of  
Car Travel ++  
**78%**

“Excellent” or “Good”  
Up 3% from 2008

Availability of Paths and  
Walking Trails (-)  
**50%**

“Excellent” or “Good”  
Up 6% from 2008

Traffic Flow +  
**48%**

“Excellent” or “Good”  
Up 0% from 2008



# Environmental Sustainability

Cleanliness of  
Needham ++  
**85%**

“Excellent” or “Good”  
Up 7% from 2008

Quality of Natural  
Environment +  
**81%**

“Excellent” or “Good”  
Up 9% from 2008

Recycled at Least  
Once in Last 12  
Months ++  
**89%**

“Excellent” or “Good”  
Down 5% from 2008



# Parks & Recreation

Recreational  
Opportunities +  
**71%**  
“Excellent” or “Good”  
Up 6% from 2008



Town Parks +  
**88%**  
“Excellent” or “Good”  
Up 10% from 2008





# Parks & Recreation

Participation in  
Recreation Program  
or Activity ††

**58%**

“In last 12 months”  
Down 8% from 2008



Recreational  
Programs or Classes •

**86%**

“Excellent” or “Good”  
Up 7% from 2008





# Culture, Arts & Education

## Public Library

Services ++

**93%**

“Excellent” or “Good”

Down 1% from 2008



## Used Public Library

Services ++

**86%**

“In past 12 months”

Down 2% from 2008





# Culture, Arts & Education

Educational  
Opportunities ++  
**82%**

“Excellent” or “Good”  
Up 2% from 2008



Public Schools ++  
**89%**

“Excellent” or “Good”  
Down 2% from 2008





# Community Inclusiveness

Sense of  
Community ††

**84%**

“Excellent” or “Good”  
Up 3% from 2008

Needham as a Place  
to Raise Children ††

**97%**

“Excellent” or “Good”  
Up 3% from 2008



Needham as a  
Place to Retire •(s)

**57%**

“Excellent” or “Good”  
Up 6% from 2008



# Community Inclusiveness

## Services to Seniors •(s)

**66%**

“Excellent” or “Good”  
Down 8% from 2008



## Services to Youth †

**83%**

“Excellent” or “Good”  
Up 6% from 2008





# Civic Engagement

Opportunities to  
Volunteer ++

**86%**

“Excellent” or “Good”  
Up 1% from 2008

Attended Local  
Public Meeting (s)

**28%**

“At least once in last 12 months”  
Down 7% from 2008



Watched Local  
Public Meeting  
on TV (s)

**46%**

“At least once in last 12 months”  
Down 5% from 2008



# Information & Awareness

Visited Town  
Website ++  
**71%**

“At least once in last 12 months”  
Up 2% from 2008

Please rate how useful, if at all, the Town of Needham Web site is for conducting business with the Town:

<b>Very useful</b>	<b>22%</b>
<b>Somewhat useful</b>	<b>68%</b>
<b>Not very useful</b>	<b>9%</b>
<b>Not at all useful</b>	<b>1%</b>





## Public Trust

Value of Services  
for Taxes Paid ++

**61%**

“Excellent” or “Good”  
Down 1% from 2008

Overall Direction  
Town is Taking ++

**65%**

“Excellent” or “Good”  
Up 5% from 2008

Overall Image or  
Reputation of  
Needham ++

**91%**

“Excellent” or “Good”  
Up 2% from 2008

Services Provided  
by Town ++

**89%**

“Excellent” or “Good”  
Up 4% from 2008



# Trust in Levels of Government

Services Provided  
by Town ++

**89%**

“Excellent” or “Good”  
Up 4% from 2008

Services Provided by  
State Government +

**46%**

“Excellent” or “Good”  
Up 2% from 2008

Services Provided by  
Federal Government ++

**50%**

“Excellent” or “Good”  
Up 7% from 2008

Services Provided by  
Norfolk County  
Government •++

**64%**

“Excellent” or “Good”  
Up 7% from 2008



# Town Employees

Had In-person or  
Phone Contact

**60% †**

“Within last 12 months”

Down 14% from 2008

Overall Impression  
of Contact with  
Town Employee

**84% ††**

“Good” or “Excellent”  
Within last 12 months

Down 2% from 2008



## Key Drivers

Services found to be influential in ratings of overall service quality:

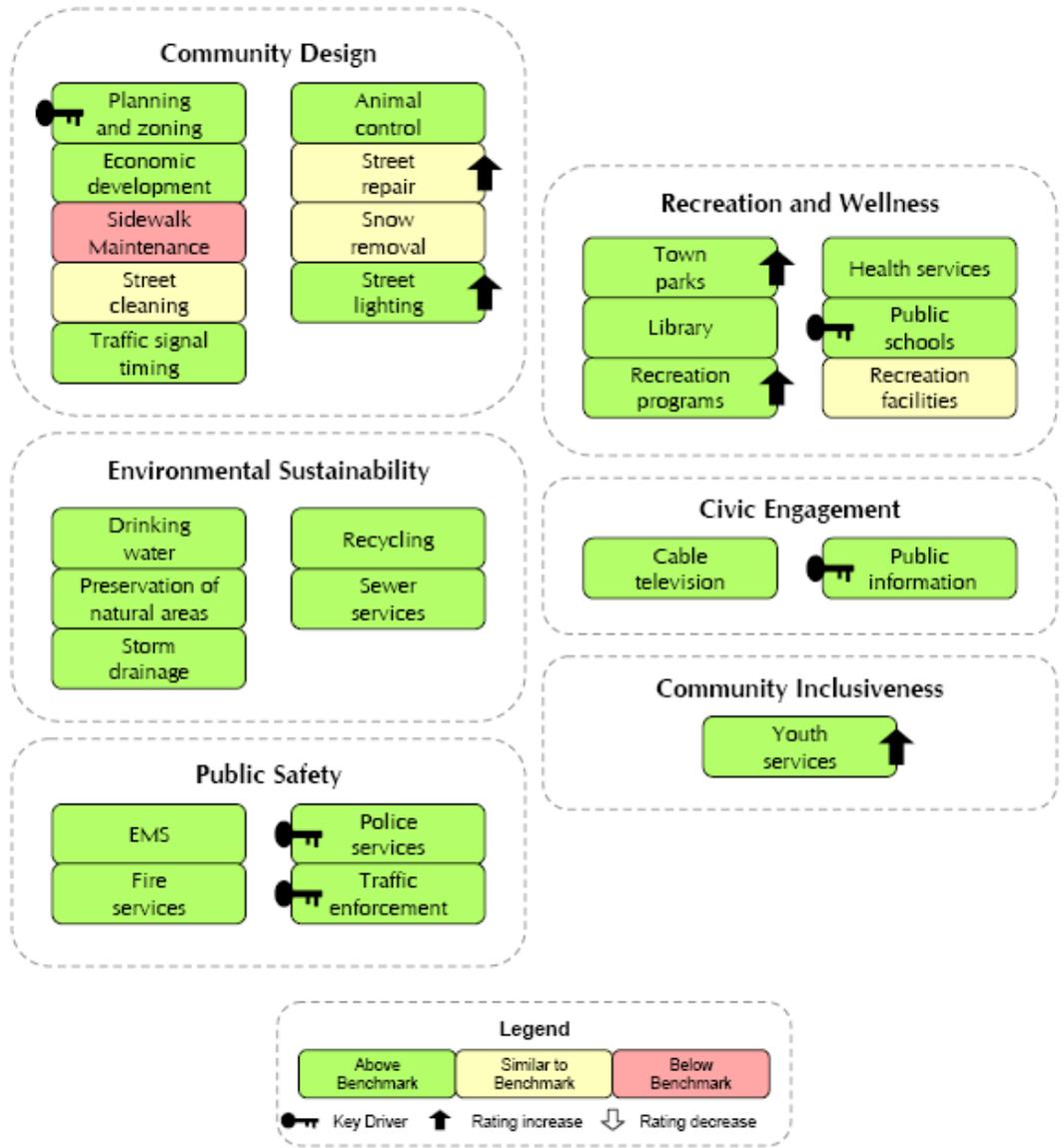
- ⇒ Public Schools
- ⇒ Police Services
- ⇒ Land Use, Planning & Zoning
- ⇒ Public Information Services
- ⇒ Traffic Enforcement



# Town of Needham Action Chart

FIGURE 91: TOWN OF NEEDHAM ACTION CHART™

## Overall Quality of Town of Needham Services





# Demographics

Impact of the Economy  
on Family within  
next 6 months:

<b>Very Positive or Somewhat Positive</b>	<b>15%</b>
<b>Neutral</b>	<b>53%</b>
<b>Somewhat Negative or Very Negative</b>	<b>33%</b>

Currently Employed  
for Pay:

<b>No</b>	<b>35%</b>
<b>Yes, Full-Time</b>	<b>65%</b>
<b>Yes, Part-Time</b>	<b>0%</b>

Number of Years  
Lived in Needham:

<b>Up to 5 Years</b>	<b>25%</b>
<b>6 – 10 Years</b>	<b>15%</b>
<b>11 – 20 Years</b>	<b>17%</b>
<b>Over 20 Years</b>	<b>43%</b>



# Demographics

## Monthly Housing Cost:

<b>Up to \$999</b>	<b>19%</b>
<b>\$1,000 - \$2,499</b>	<b>41%</b>
<b>\$2,500 Plus</b>	<b>40%</b>

## Children Under 17 in Household:

<b>No</b>	<b>58%</b>
<b>Yes</b>	<b>42%</b>

## Household Members aged 65 or older:

<b>No</b>	<b>70%</b>
<b>Yes</b>	<b>30%</b>



# Demographics

## Household Income:

<b>Less than \$49,999</b>	<b>18%</b>
<b>\$50,000 - \$99,999</b>	<b>20%</b>
<b>\$100,000 - \$149,000</b>	<b>20%</b>
<b>\$150,000 or more</b>	<b>43%</b>

## Have Cell Phone:

<b>Yes</b>	<b>93%</b>
<b>No</b>	<b>7%</b>

## Have Land Line in Home:

<b>Yes</b>	<b>89%</b>
<b>No</b>	<b>11%</b>