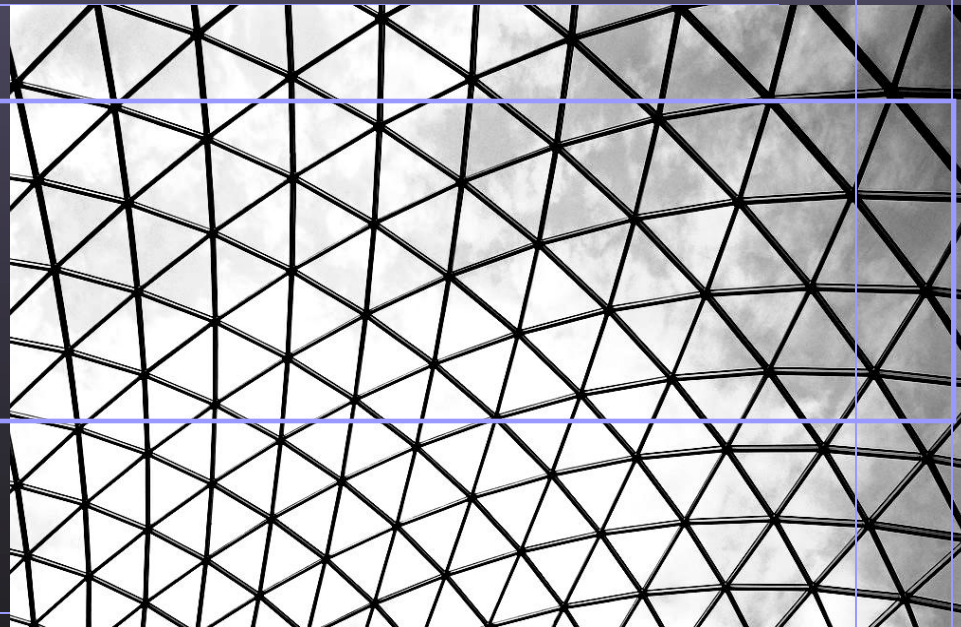


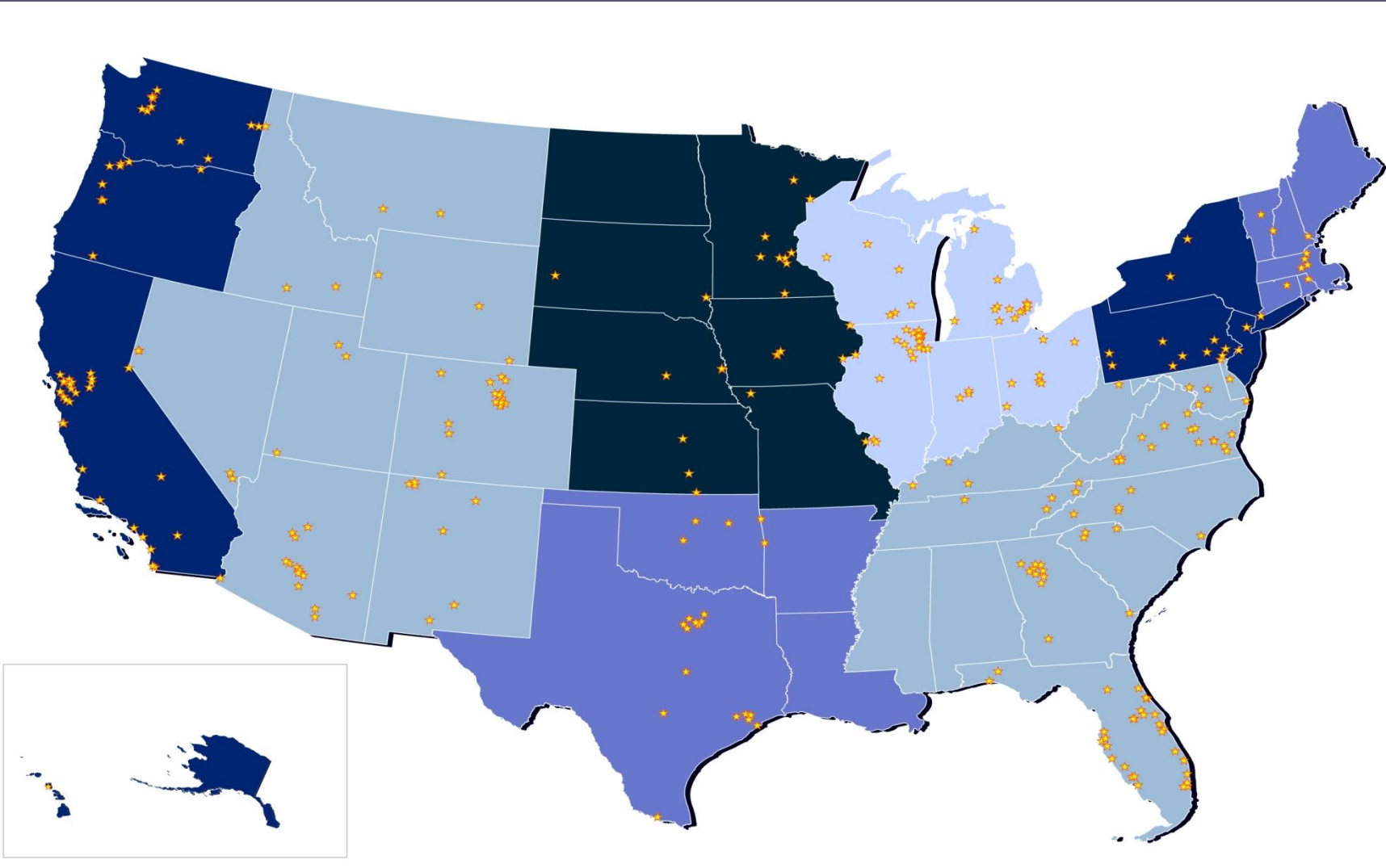


Town of Hopkinton, MA

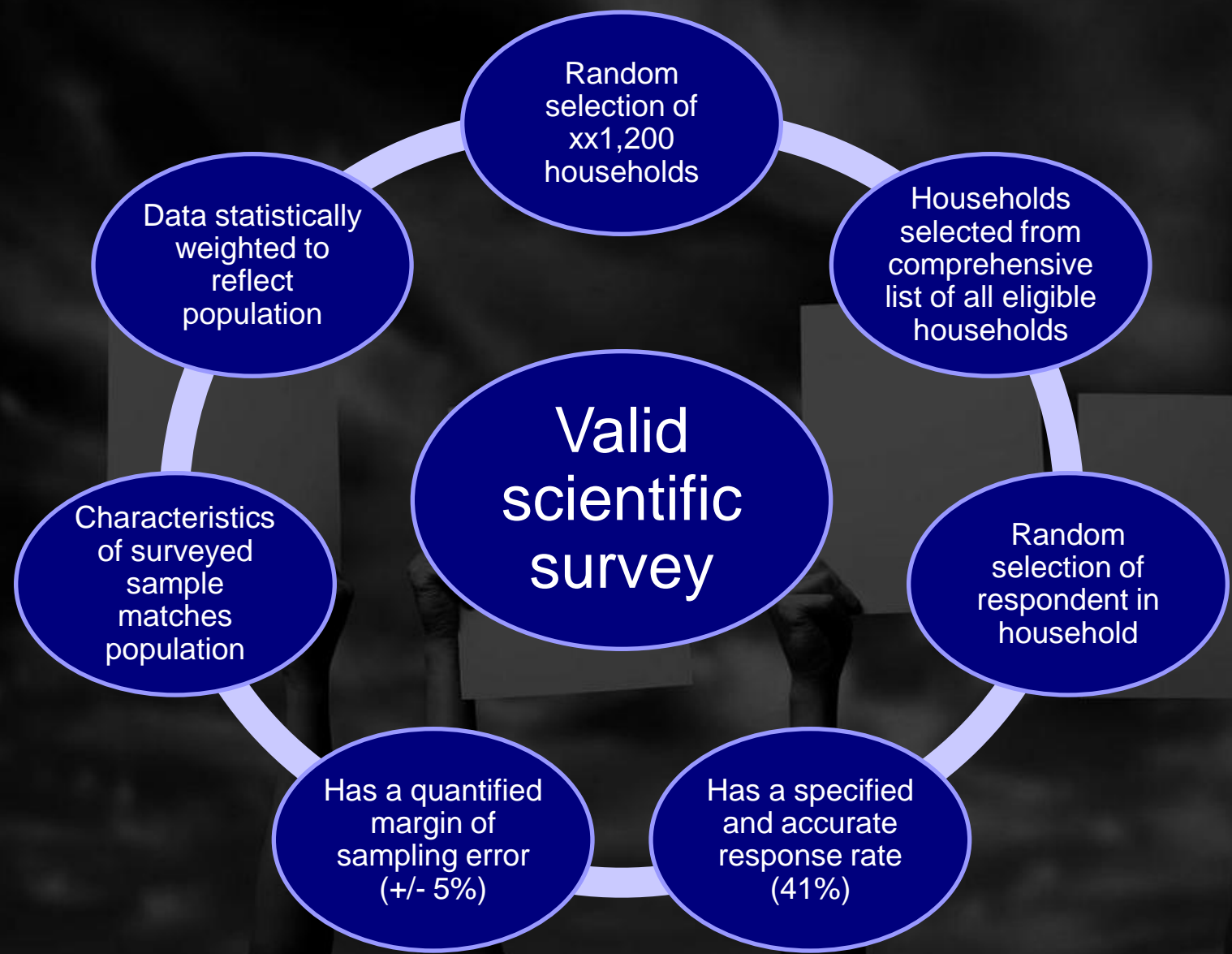
Summary of Findings
October 1, 2013



The National Citizen Survey™ (The NCS)



Scientific Survey Administration





The National Citizen Survey™

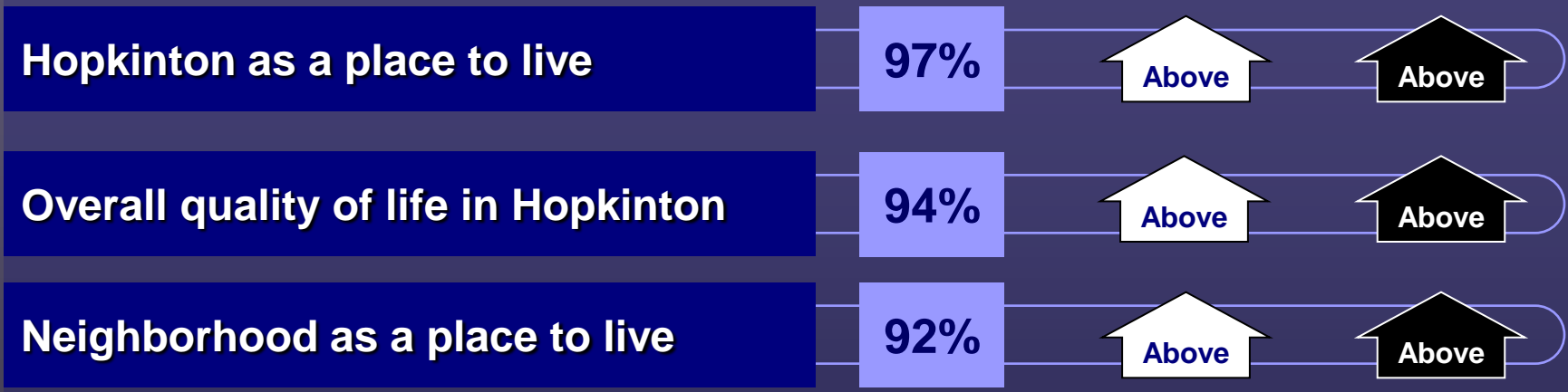
Community Ratings



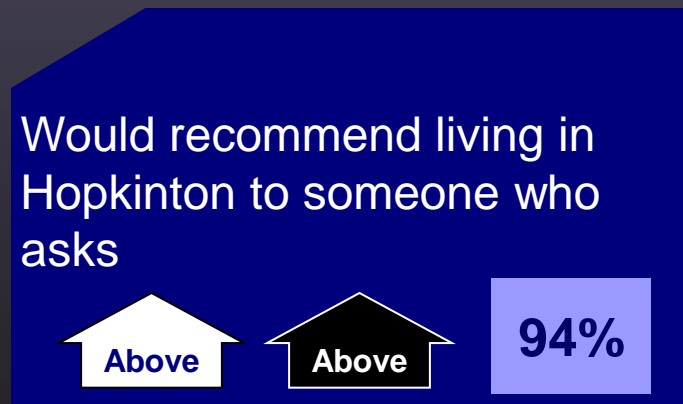
Overall Quality of Community

National Benchmark

New England Benchmark



Percent "excellent" or "good"



↔ = national benchmark comparison ↔ = Custom benchmark comparison

Transportation

National Benchmark

New England Benchmark

Availability of paths and walking trails

58%

Similar

Below

Ease of car travel

52%

Below

Below

Ease of walking

45%

Below

Below

Ease of bicycle travel

35%

Below

Below

Traffic flow on major streets

21%

Below

Below

Percent "excellent" or "good"

Transportation Services

Snow removal	76%
Street cleaning	61%
Traffic signal timing	58%
Sidewalk maintenance	57%
Street lighting	51%
Street repair	44%
Bus or transit services	33%
Amount of public parking	31%

Percent "excellent" or "good"

National Benchmark

New England Benchmark

Above

Above

Similar

Similar

Similar

Below

Similar

Above

Below

Below

Similar

Below

Below

Below

Below

Below

Land Use, Planning and Zoning

81%

Above
benchmarks

Overall appearance of Hopkinton

Similar to
benchmarks

58%

Overall quality of new development in Hopkinton

Percent “excellent” or “good”

Economic Sustainability

National Benchmark

New England Benchmark

Hopkinton as a place to work

66%

Above

Above

Overall quality of businesses and service establishments

50%

Below

Below

Employment opportunities

33%

Similar

Similar

Shopping opportunities

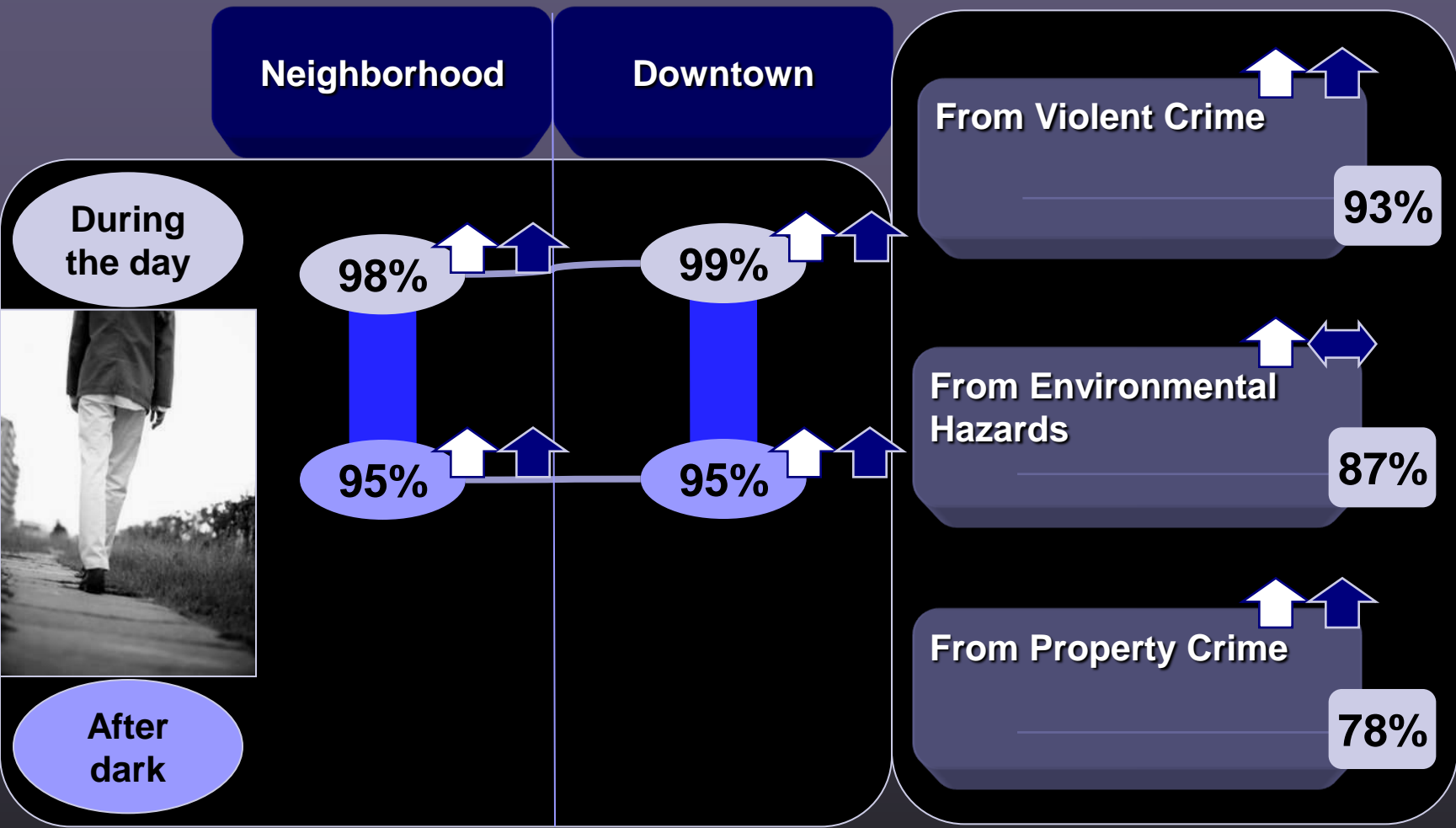
23%

Below

Below

Percent "excellent" or "good"

Public Safety



= national benchmark comparison
 = custom benchmark comparison

Felt "very" or "somewhat" safe

Safety Services

		National Benchmark	New England Benchmark
Fire services	98%	Above	Above
Ambulance/EMS	95%	Above	Above
Fire prevention and education	92%	Above	Above
Crime prevention	92%	Above	Above
Police services	91%	Above	Above
Emergency preparedness	85%	Above	Above
Traffic enforcement	76%	Above	Above

Percent "excellent" or "good"

Environmental Sustainability

National Benchmark

New England Benchmark

Quality of overall natural environment

92%

Above

Above

Air quality

92%

Above

Above

Cleanliness of Hopkinton

89%

Above

Above

Preservation of natural areas such as open space, farmlands and greenbelts

73%

Above

Similar

92%

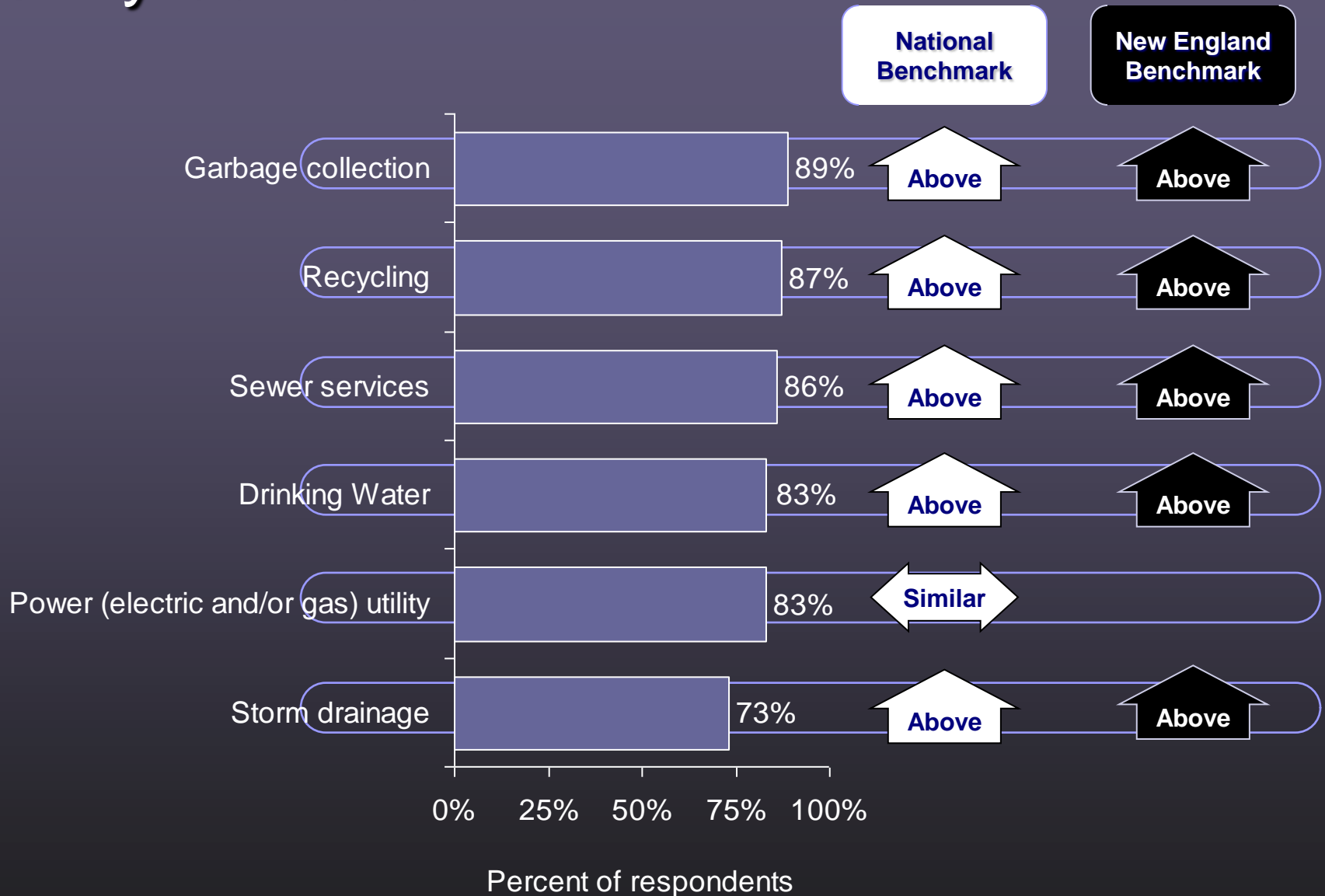
Recycled used paper, cans or bottles from home at least once in the prior 12 months

Above the National Benchmark

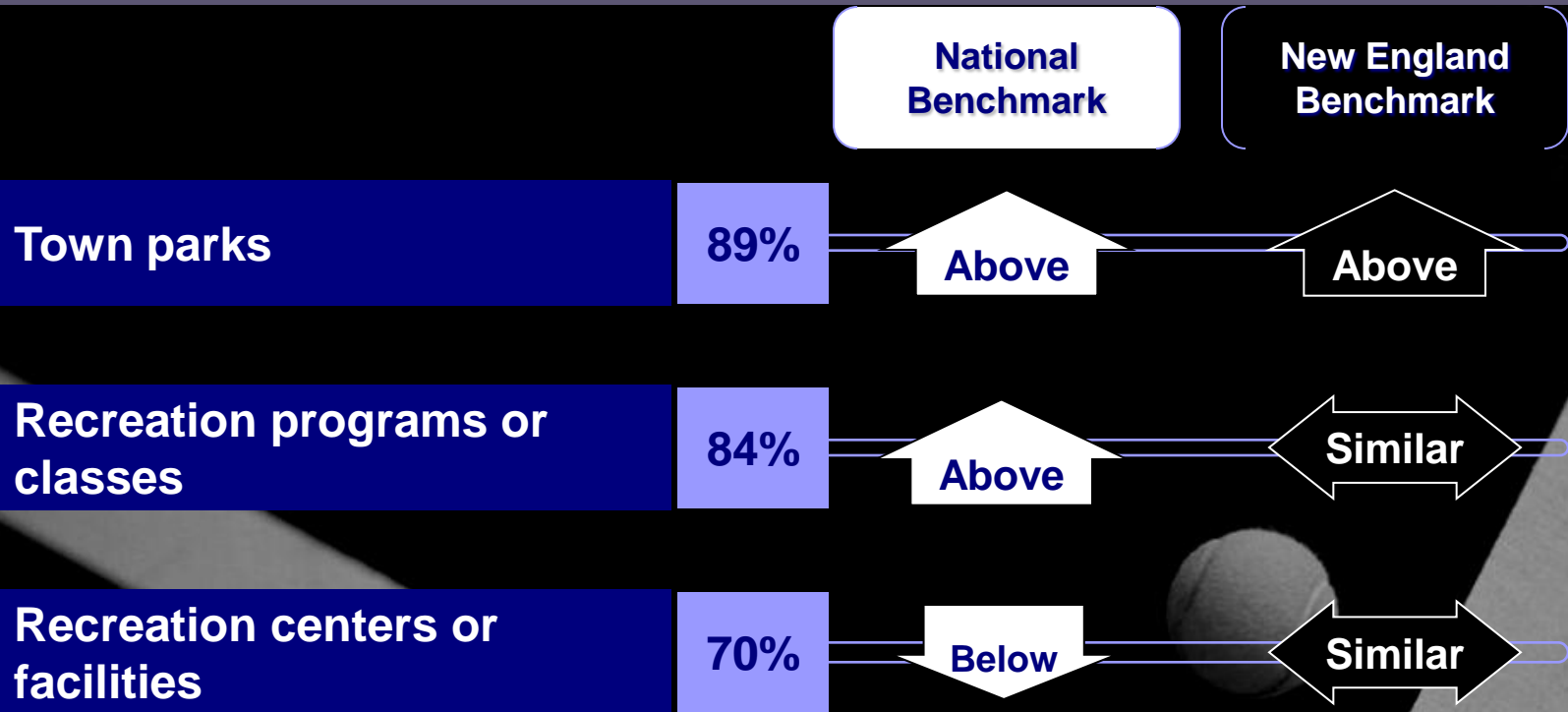
Above the New England Benchmark

Percent "excellent" or "good"

Utility Services



Parks and Recreation



61%
Recreation
opportunities

Similar to the
Benchmarks

Percent "excellent" or "good"

Culture, Arts and Education

Cultural and Educational Opportunities

Educational opportunities

80%

National Benchmark

New England Benchmark

Above

Above

Opportunities to attend cultural activities

40%

Below

Below

Percent "excellent" or "good"

Community Inclusiveness

National Benchmark **New England Benchmark**

Hopkinton as a place to raise children	97%	Above	Above
Sense of community	83%	Above	Above
Openness and acceptance of the community toward people of diverse backgrounds	67%	Similar	Below
Availability of affordable quality child care	48%	Above	Above
Hopkinton as a place to retire	39%	Below	Below

Percent "excellent" or "good"

Public Trust

National Benchmark

New England Benchmark

Overall image or reputation of Hopkinton

92%

Above

Above

Value of services for the taxes paid to Hopkinton

57%

Similar

Similar

Job Hopkinton government does at welcoming citizen involvement

56%

Similar

Similar

The overall direction that Hopkinton is taking

51%

Below

Below

Percent "excellent" or "good"

Town of Hopkinton Employees

National Benchmark

New England Benchmark

Knowledge	89%
Courtesy	87%
Overall impression	86%
Responsiveness	85%

Above

Above

Above

Above

Above

Above

Above

Above

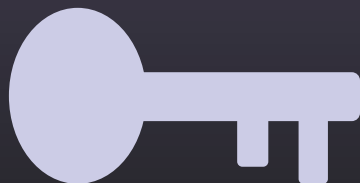
Percent "excellent" or "good"

Resident priorities



National
Benchmark
Comparisons

“Key Drivers”



Key Driver Analysis (KDA)

- Cornerstone of customer satisfaction research in the private sector
- Tells what service evaluations best predict how well you do overall
- Focuses managers and staff on activities that could “get the most bang for the buck”

Hopkinton Action Chart™

Overall Quality of Services


Community Design

Planning and zoning	Animal control
Code enforcement	Street repair
Economic development	Snow removal
Sidewalk Maintenance	Street Cleaning
Street lighting	Traffic signal timing

Recreation and Wellness

Town parks	Public schools
Public Library Services	Recreation facilities
Recreation programs	

Civic Engagement

Cable television	 Public information
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Environmental Sustainability


Drinking water	Recycling
Garbage collection	Sewer services
Power utility	Storm drainage
Preservation of natural areas	

Community Inclusiveness


Youth services

Legend

Above Benchmark	Similar to Benchmark	Below Benchmark
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 Key Driver

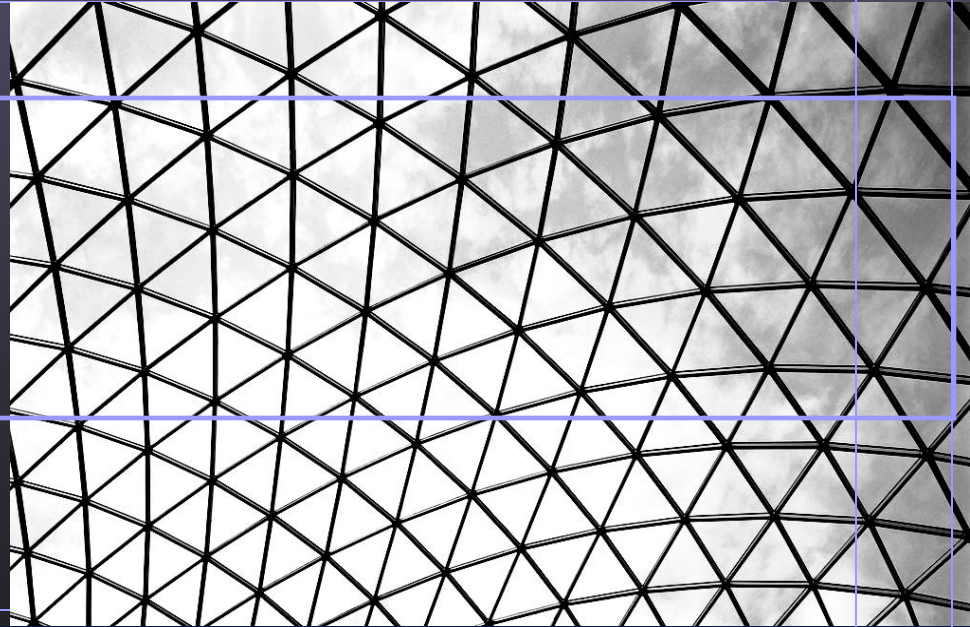
Public Safety

Emergency preparedness	 Police services
Traffic Enforcement	Ambulance or EMS



The National Citizen Survey™

Custom Questions



Custom Question 1

If the Town were to propose a budget increase, to what extent you would support or oppose a budget increase to increase funding for each of the following?

“Strongly” or
“Somewhat”
Support

Road maintenance

82%

Ambulance services

75%

Public school maintenance

74%

Fire services

73%

Public school programs

71%

Police services

71%

Snow plowing

70%

Parks/recreation maintenance

69%

Senior center services

67%

Parks/recreation programs

67%

Library services

66%

General administration (Town Hall services)

44%

Custom Question 2

Please rate the quality of the following services at
Hopkinton Public Library:

“Excellent” or
“Good”

Library programs

72%

Library resources (books, DVDs, audio books, e-books, magazines, etc.)

69%

Library hours

66%

Access to technology

61%

Custom Question 3

Please indicate how likely or unlikely you would be to support an automated trash and recycling curbside collection program, at no additional cost to residents, that includes single stream recycling (all recyclables comingled and collected in a single cart); a free, wheeled cart for recyclables; and a free, wheeled cart for trash?

Percent of respondents

Very likely

66%

Somewhat likely

25%

Somewhat unlikely

3%

Very unlikely

6%

Total

100%

Conclusions

Highlights

Quality of life

Public safety

Civic engagement

Opportunities

Transportation

Cultural activities

Economic development



The National Citizen Survey™

Thank you!

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