



THE NCSTM
The National Citizen SurveyTM

Somerset, MA

Dashboard Summary of Findings

2017



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report summarizes Somerset’s performance in the eight facets of community livability with the “General” rating as a summary of results from the overarching questions not shown within any of the eight facets. The “Overall” represents the community pillar in its entirety (the eight facets and general).

By summarizing resident ratings across the eight facets and three pillars of a livable community, a picture of Somerset’s community livability emerges. Below, the color of each community facet summarizes how residents rated each of the pillars that support it – Community Characteristics, Governance and Participation. When most ratings were higher than the benchmark, the color is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

Ratings for Somerset tended to be strong and similar to the national benchmark. Measures for Economy across all three pillars were lower than comparison communities. The Built Environment within Community Characteristics and Community Engagement within the pillar of Governance saw lower than average ratings compared to communities across the country. Aspects of Recreation and Wellness under Community Characteristics and Governance also received lower evaluations compared to the national benchmark. This information can be helpful in identifying the areas that merit more attention.

Table Figure 1: Dashboard Summary

	Community Characteristics			Governance			Participation		
	Higher	Similar	Lower	Higher	Similar	Lower	Higher	Similar	Lower
Overall	2	27	22	3	28	13	3	26	4
General	0	6	1	0	3	0	0	3	0
Safety	0	3	0	2	5	0	0	3	0
Mobility	2	4	2	1	5	2	0	1	1
Natural Environment	0	3	0	0	4	2	1	2	0
Built Environment	0	2	3	0	5	1	0	2	0
Economy	0	1	7	0	0	1	0	1	2
Recreation and Wellness	0	2	5	0	1	2	0	3	1
Education and Enrichment	0	3	2	0	2	0	0	2	0
Community Engagement	0	3	2	0	3	5	2	9	0

Legend	
	Higher
	Similar
	Lower

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Figure 2: Detailed Dashboard

	Community Characteristics	Benchmark	Percent positive	Governance	Benchmark	Percent positive	Participation	Benchmark	Percent positive
General	Overall appearance	↔	73%	Customer service	↔	86%	Recommend Somerset	↔	79%
	Overall quality of life	↔	81%	Services provided by Somerset	↔	76%	Remain in Somerset	↔	84%
	Place to retire	↓	52%	Services provided by the Federal Government	↔	41%	Contacted Somerset employees	↔	54%
	Place to raise children	↔	91%						
	Place to live	↔	87%						
	Neighborhood	↔	90%						
	Overall image	↔	73%						
Safety	Overall feeling of safety	↔	95%	Police	↑	92%	Was NOT the victim of a crime	↔	96%
	Safe in neighborhood	↔	98%	Crime prevention	↑	91%	Did NOT report a crime	↔	83%
	Safe downtown/commercial area	↔	98%	Fire	↔	98%	Stocked supplies for an emergency	↔	38%
				Fire prevention	↔	90%			
				Ambulance/EMS	↔	98%			
				Emergency preparedness	↔	71%			
Mobility				Animal control	↔	72%			
	Traffic flow	↑	81%	Traffic enforcement	↔	80%	Carpooled instead of driving alone	↓	32%
	Travel by car	↑	88%	Street repair	↓	37%	Walked or biked instead of driving	↔	54%
	Travel by bicycle	↔	57%	Street cleaning	↔	57%			
	Ease of walking	↔	69%	Street lighting	↔	71%			
	Travel by public transportation	↓	27%	Snow removal	↔	65%			
	Overall ease of travel	↔	90%	Sidewalk maintenance	↔	48%			
	Public parking	↔	78%	Traffic signal timing	↑	79%			
Paths and walking trails	↓↓	31%	Bus or transit services	↓	38%				
Natural Environment	Overall natural environment	↔	72%	Garbage collection	↔	80%	Recycled at home	↑	98%
	Air quality	↔	80%	Recycling	↔	86%	Conserved water	↔	86%
	Cleanliness	↔	75%	Yard waste pick-up	↔	76%	Made home more energy efficient	↔	83%
				Drinking water	↔	79%			
				Open space	↓	50%			
Built Environment				Natural areas preservation	↓	53%			
	New development in Somerset	↓↓	25%	Sewer services	↔	91%	NOT experiencing housing cost stress	↔	67%
	Affordable quality housing	↔	38%	Storm drainage	↔	75%	Did NOT observe a code violation	↔	55%
	Housing options	↔	52%	Utility billing	↔	63%			
	Overall built environment	↓	53%	Land use, planning and zoning	↔	43%			
	Public places	↓	51%	Code enforcement	↔	44%			
			Cable television	↓	45%				

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

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	Community Characteristics	Benchmark	Percent positive	Governance	Benchmark	Percent positive	Participation	Benchmark	Percent positive
Economy	Overall economic health	↓↓	34%	Economic development	↓↓	30%	Economy will have positive impact on income	↓	18%
	Shopping opportunities	↓	47%				Purchased goods or services in Somerset	↔	98%
	Employment opportunities	↓	21%				Work in Somerset	↓	23%
	Place to visit	↓	44%						
	Cost of living	↓	30%						
	Vibrant downtown/commercial area	↓↓	26%						
	Place to work	↓	43%						
	Business and services	↔	60%						
Recreation and Wellness	Fitness opportunities	↓↓	48%	Town parks	↓	62%	In very good to excellent health	↔	71%
	Recreational opportunities	↓	49%	Recreation programs	↔	65%	Visited a Town park	↓	70%
	Health care	↔	58%	Health services	↓	59%	Ate 5 portions of fruits and vegetables	↔	82%
	Food	↔	68%				Participated in moderate or vigorous physical activity	↔	84%
	Mental health care	↓	36%						
	Health and wellness	↓	55%						
	Preventive health services	↓	54%						
Education and Enrichment	K-12 education	↔	88%	Public libraries	↔	93%	Used Somerset public libraries	↔	64%
	Cultural/arts/music activities	↓	41%	Special events	↔	64%	Attended a Town-sponsored event	↔	53%
	Child care/preschool	↔	70%						
	Adult education	↓	45%						
	Overall education and enrichment	↔	80%						
Community Engagement	Opportunities to participate in community matters	↔	60%	Public information	↔	70%	Sense of community	↔	63%
	Opportunities to volunteer	↓	58%	Overall direction	↓	38%	Voted in local elections	↔	89%
	Openness and acceptance	↔	56%	Value of services for taxes paid	↓	42%	Talked to or visited with neighbors	↔	95%
	Social events and activities	↓	48%	Welcoming citizen involvement	↓	41%	Attended a local public meeting	↑	33%
	Neighborliness	↔	70%	Confidence in Town government	↓	39%	Watched a local public meeting	↑	45%
				Acting in the best interest of Somerset	↓	46%	Volunteered	↔	31%
				Being honest	↔	48%	Participated in a club	↔	19%
				Treating all residents fairly	↔	50%	Campaigned for an issue, cause or candidate	↔	25%
							Contacted Somerset elected officials	↔	22%
							Read or watched local news	↔	91%
						Done a favor for a neighbor	↔	84%	

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available