

# THE NCS™

THE NATIONAL COMMUNITY SURVEY™

## Franklin, MA

The National Community Survey™

2025 Results





## Civic Communication & Analytics Platform

Smarter, better-connected communities. A civic surveying, policy polling, and constituent communication tech platform.

Visit us online at

**polco.us**



## Advanced Survey Science & Performance Analytics

Data insights to help communities move forward. The premiere provider of professional civic surveys and performance benchmarking analyses.



# Resident Surveys in Local Governance



**Monitor trends  
in resident  
opinion**



**Measure  
government  
performance**



**Inform budget,  
land use,  
strategic  
planning  
decisions**



**Benchmark  
against other  
communities**

# The NCS™ Facets of Community Livability



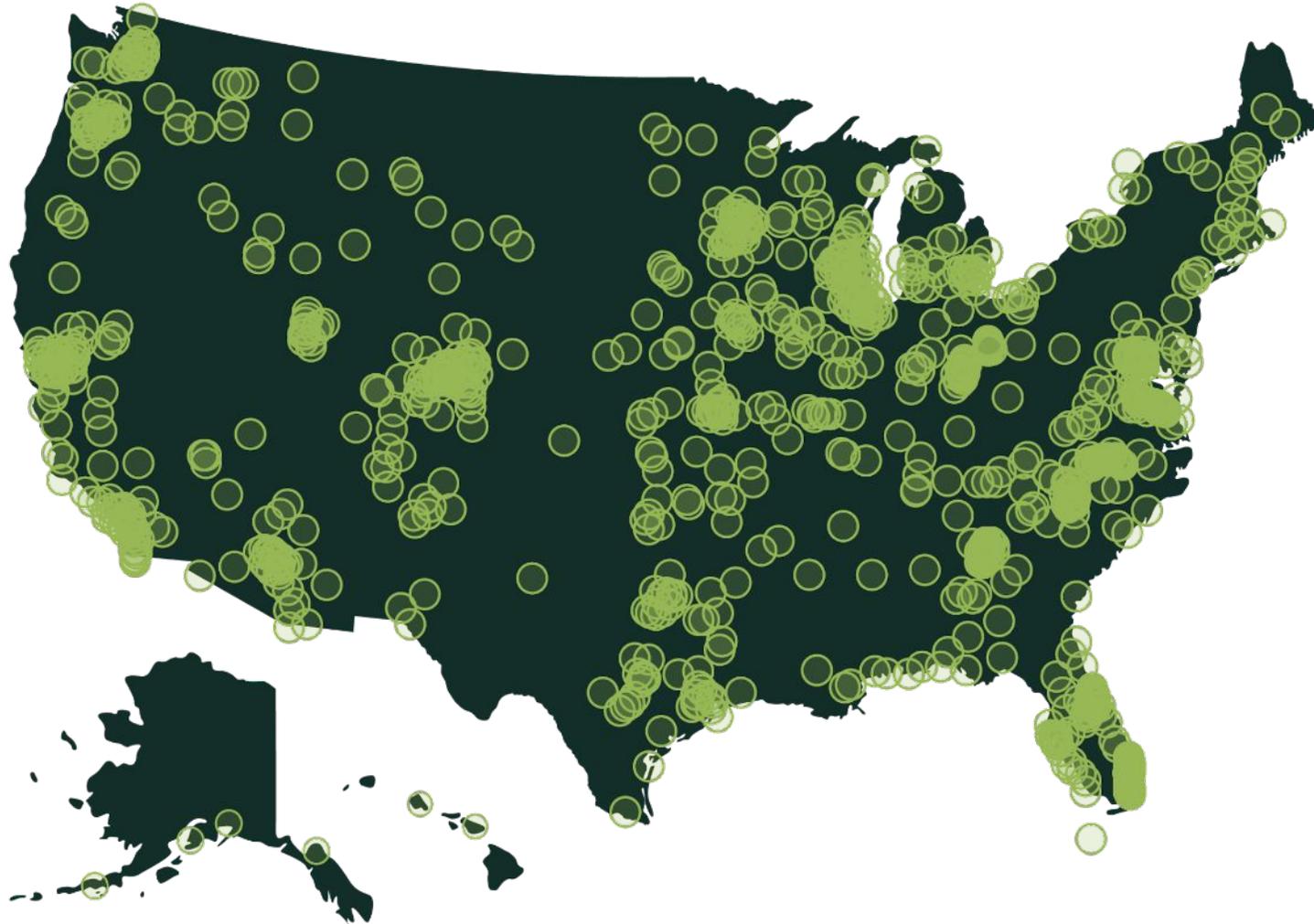
# The National Community Survey™ in Franklin



## The NCS™ for Franklin, MA

- 1<sup>st</sup> time conducting The NCS
- Survey conducted from January 8<sup>th</sup> – February 19<sup>th</sup> 2025
- Outreach approach:
  - Probability-based address sample of 5,000 randomly selected households
  - 973 total responses = 20% overall response rate
  - Results statistically weighted to reflect Franklin overall
  - **± 3.1% margin of error** at a 95% confidence interval
- Non-probability, open-participation survey: 523 responses, reported separately

# Polco's Benchmarking Database



More than  
**500**  
comparison  
communities  
across the  
nation.

Representing  
the opinions  
of more than  
**50 million**  
residents.

# Other MA communities





# Overview of Survey Results

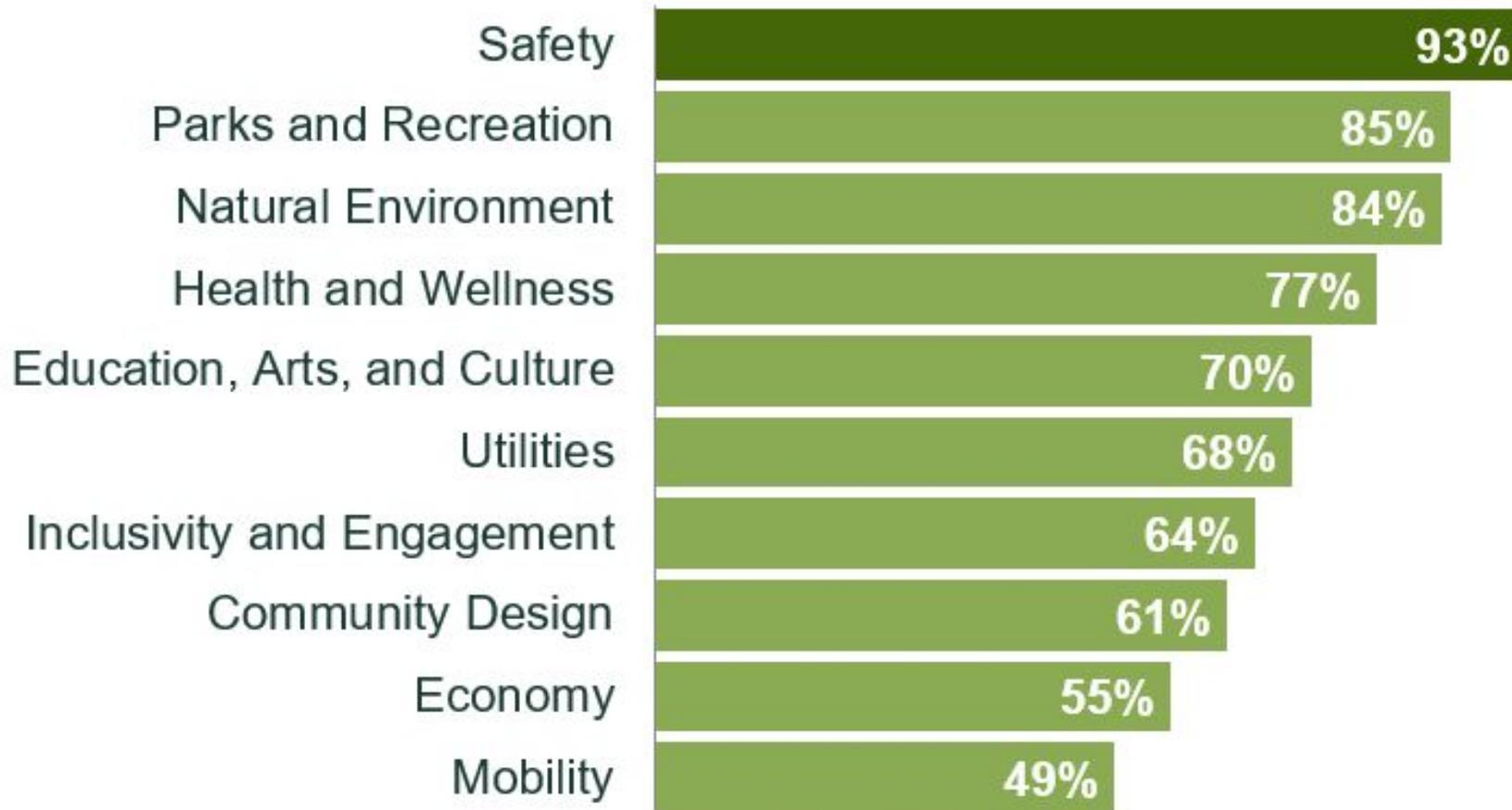


# Facets of Community Livability: Quality



## National Benchmark

- Higher
- Similar
- Lower



*Percent excellent or good*

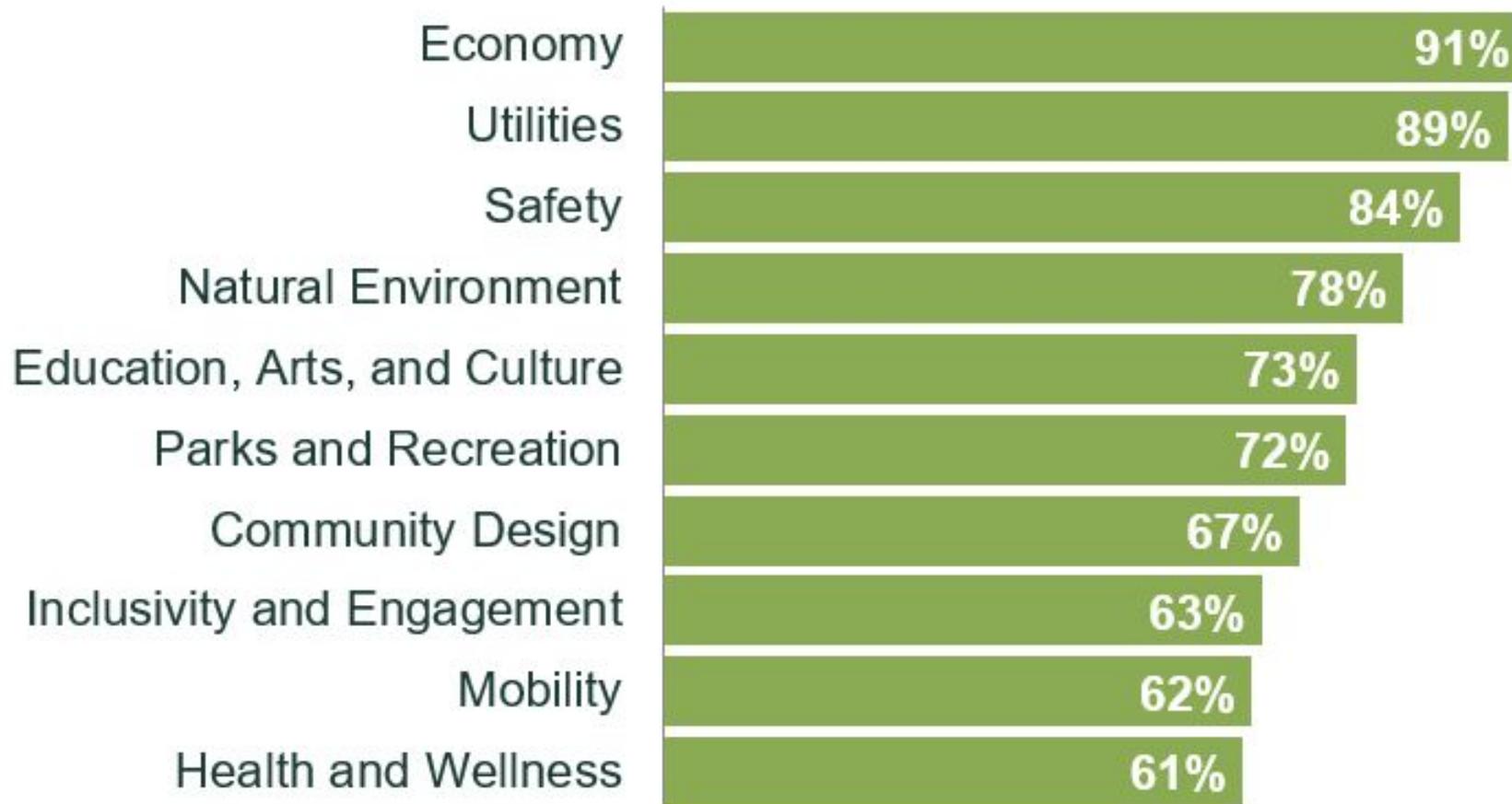


# Facets of Community Livability: Importance



## National Benchmark Comparisons:

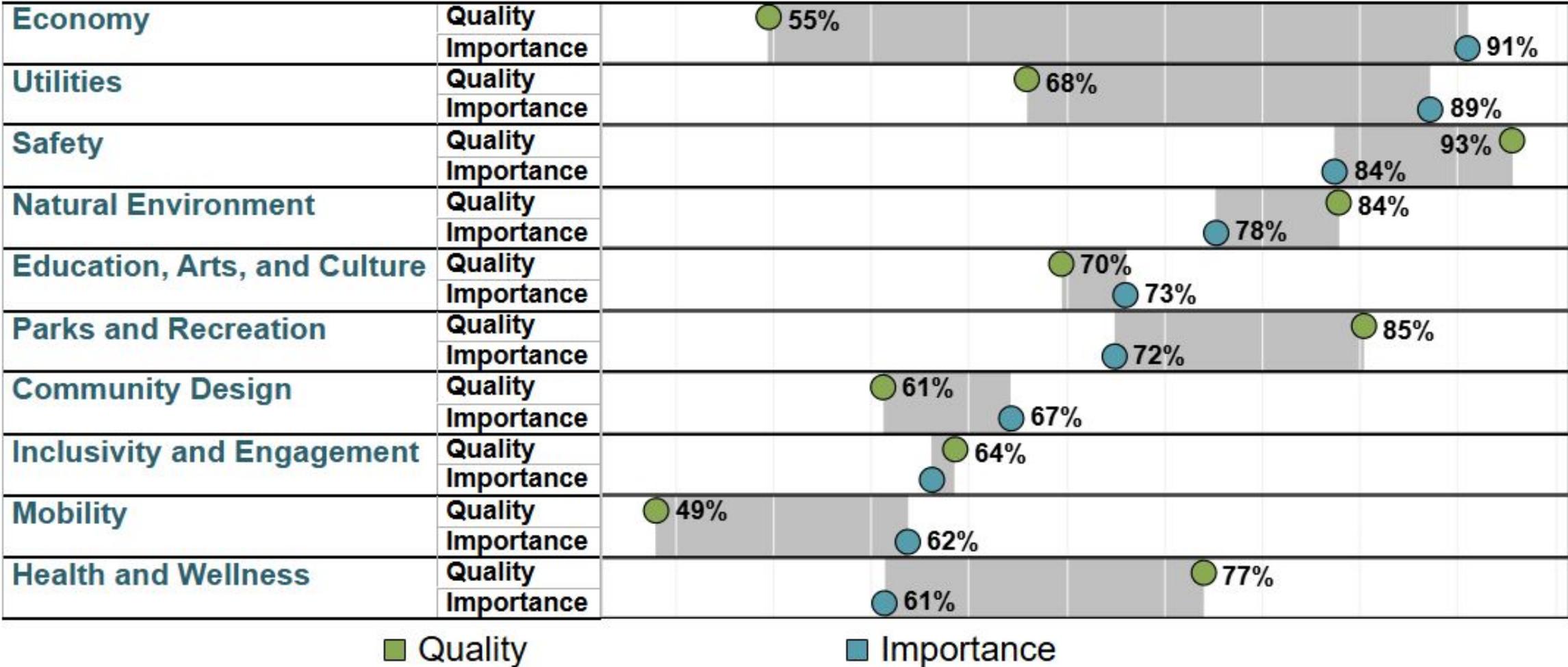
- Higher
- Similar
- Lower



Percent essential or very important



# Balancing Quality and Importance





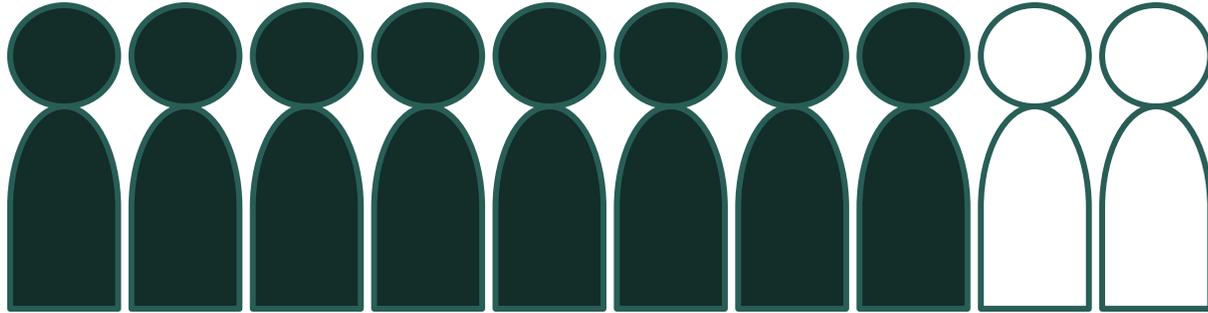


The majority of residents enjoy a high quality of life in Franklin

1



# Overall Community Quality



About

**8 in 10**

residents gave **excellent** or **good** ratings to:

- Franklin as a place to live
- Franklin as a place to retire
- Overall image or reputation of Franklin

**8 in 10 residents**

- Plan to remain in Franklin for the next five years
- Would recommend living in Franklin to someone who asked



Most residents feel a strong sense of safety in Franklin, with ratings surpassing the national benchmark

2



# Safety in Franklin



Please rate how safe or unsafe you feel:

### National Benchmark

- Higher
- Similar
- Lower

In the downtown/commercial area during the day

97%

In your neighborhood during the day

96%

From violent crime

96%

From property crime

92%

From fire, flood, or natural disaster

91%

*Percent very or somewhat safe*

# Safety Services in Franklin



**94%**

Fire  
services



**94%**

Ambulance/  
Emergency  
medical  
services



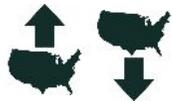
**90%**

Crime  
Prevention



**90%**

Police/  
Sheriff  
Services



Higher/Lower  
than National  
Benchmark



**Percent excellent or good**



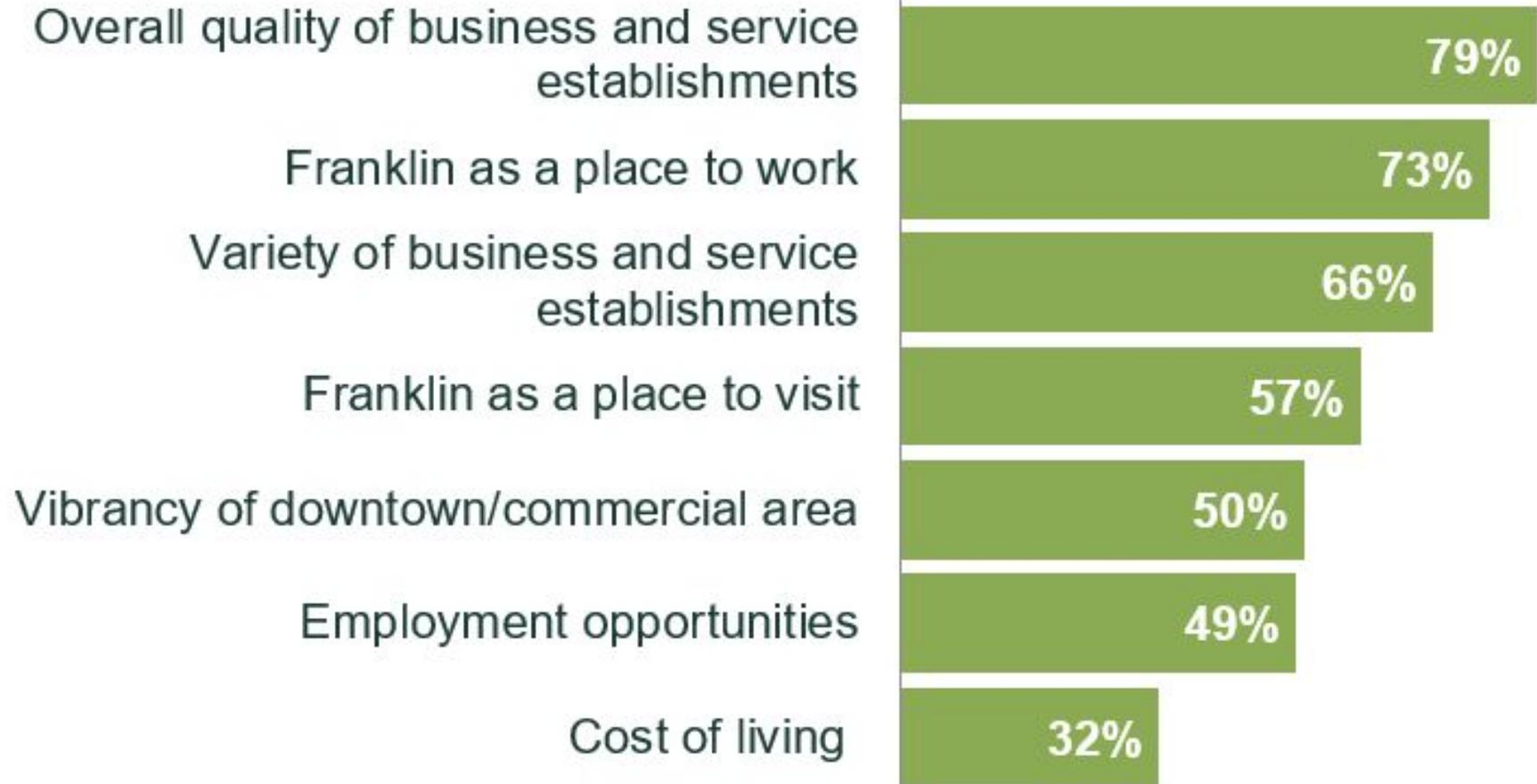
# The Economy in Franklin



Please rate each of the following in the Franklin community:

## National Benchmark Comparison

- Higher
- Similar
- Lower



*Percent excellent or good*



Franklin's natural environment stood out, with residents widely rating it as excellent

4



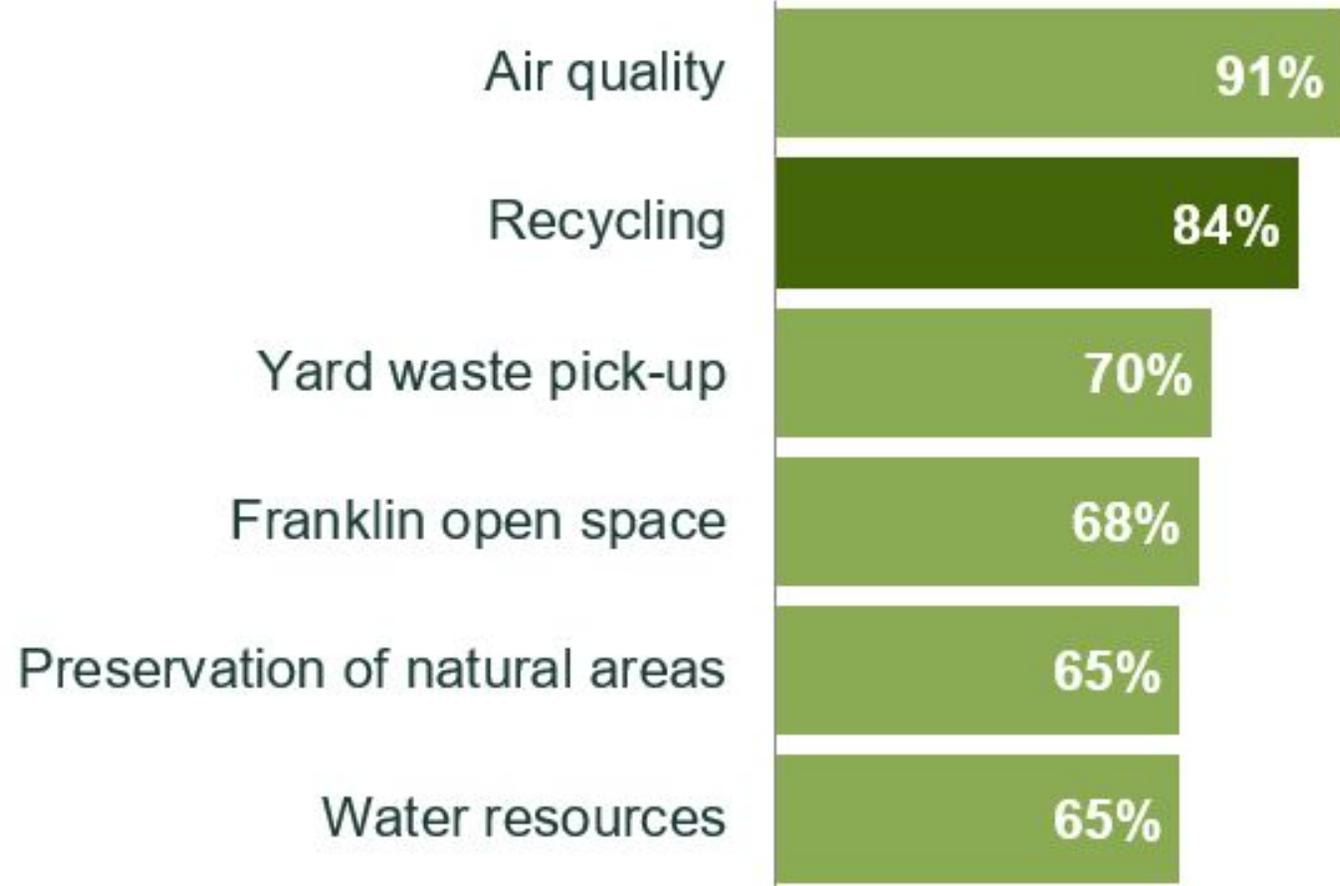
# Natural Environment in Franklin



Please rate each of the following in the Franklin community:

## National Benchmark Comparison

- Higher
- Similar
- Lower

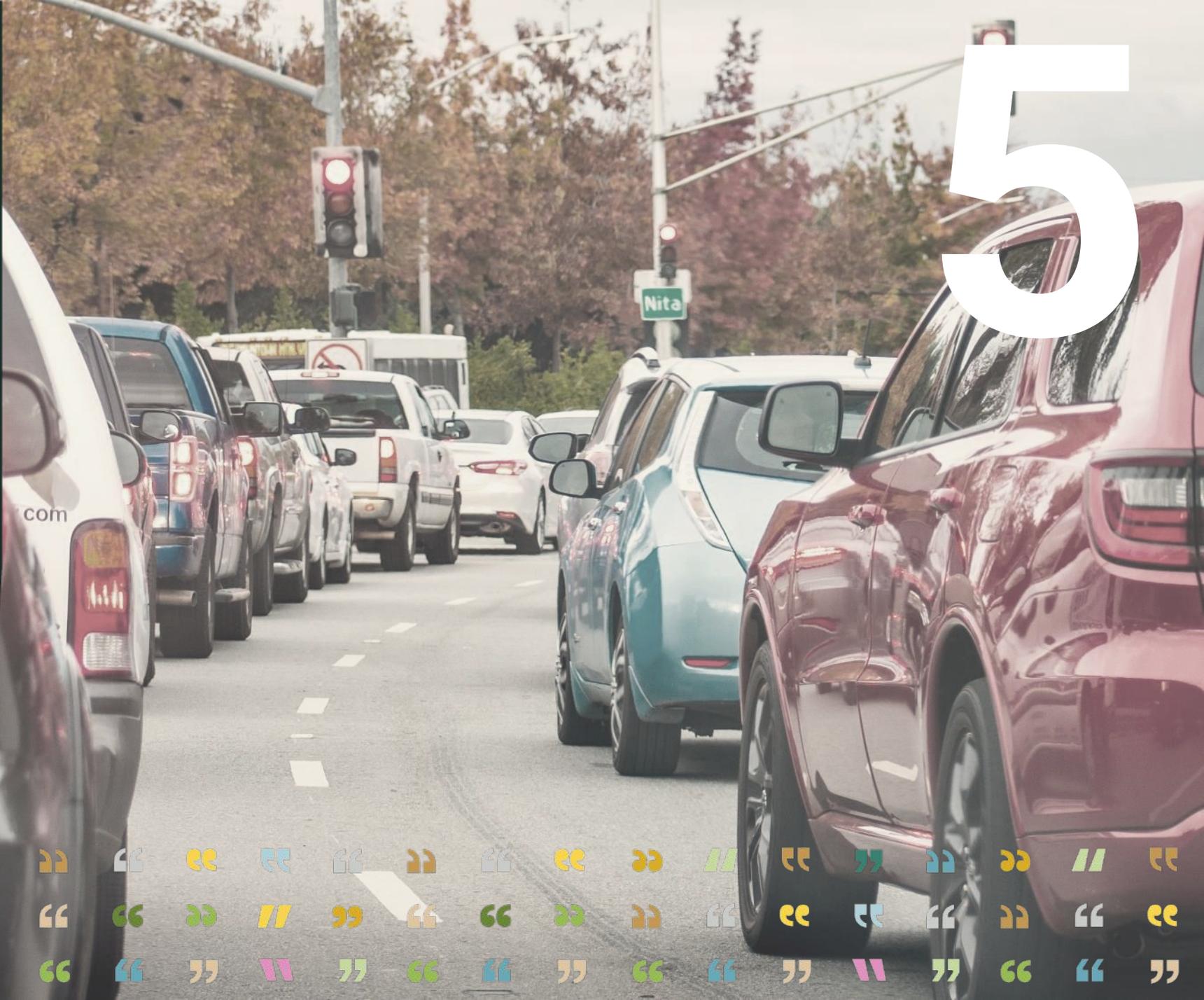


*Percent excellent or good*



**Mobility earned  
mixed ratings,  
with clear room  
for improvement.**

5



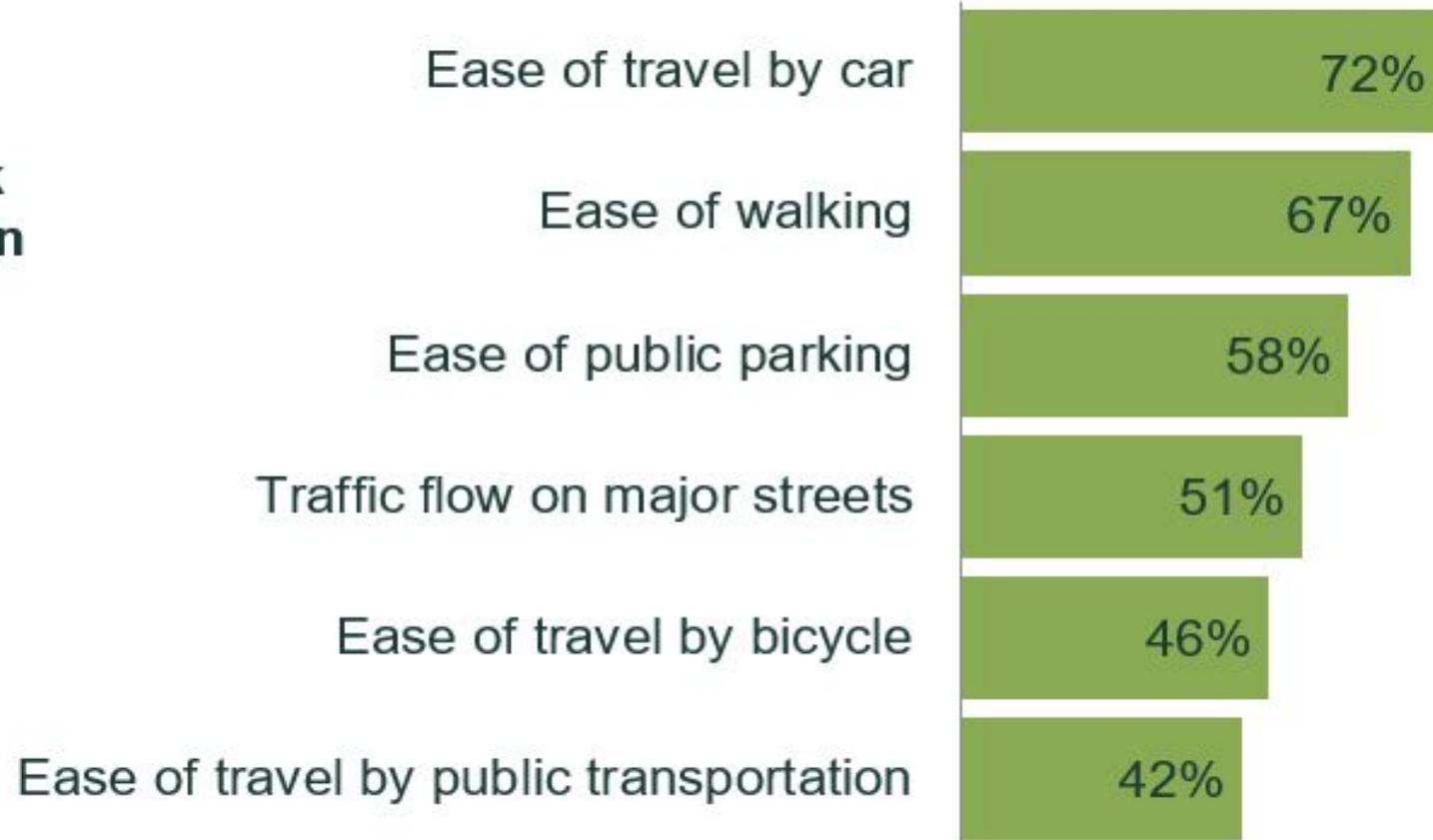
# Mobility in Franklin



Please rate each of the following in the Franklin community:

## National Benchmark Comparison

- Higher
- Similar
- Lower



*Percent excellent or good*

# Mobility Services in Franklin



**82%**

Snow  
removal



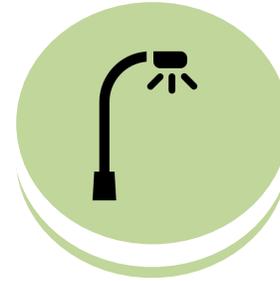
**68%**

Traffic  
enforcement



**68%**

Street  
cleaning



**62%**

Street  
lighting



**62%**

Sidewalk  
maintenance

*Percent excellent or good*



Franklin's  
governance  
ratings remain  
on par with the  
national  
average amidst  
a nationwide  
decline.

6



# Governance in Franklin



Please rate the following categories of Franklin government performance.

## National Benchmark Comparison

- Higher
- Similar
- Lower



*Percent excellent or good*



# Additional Special Topics

## 17. What types of housing do you feel the Town of Franklin should prioritize for future development?

	High priority	Medium priority	Low priority	Not a priority
55+ housing.....	1	2	3	4
Single-family homes .....	1	2	3	4
Apartments.....	1	2	3	4
Condominiums.....	1	2	3	4
Multi-family.....	1	2	3	4
Accessory dwelling units (i.e. garage apartments, backyard cottages, etc.).....	1	2	3	4

## 18. How much of a priority, if any, should the Town of Franklin place on the following when planning for future housing development?

	High priority	Medium priority	Low priority	Not a priority
Affordability.....	1	2	3	4
Sustainability and environmental impact.....	1	2	3	4
Preserving the town's unique character and sense of community.....	1	2	3	4
Proximity to schools, parks, and essential services.....	1	2	3	4
Traffic management and transportation options.....	1	2	3	4
Diversity in housing options.....	1	2	3	4

## 19. Please rate the following aspects of Franklin Public Schools.

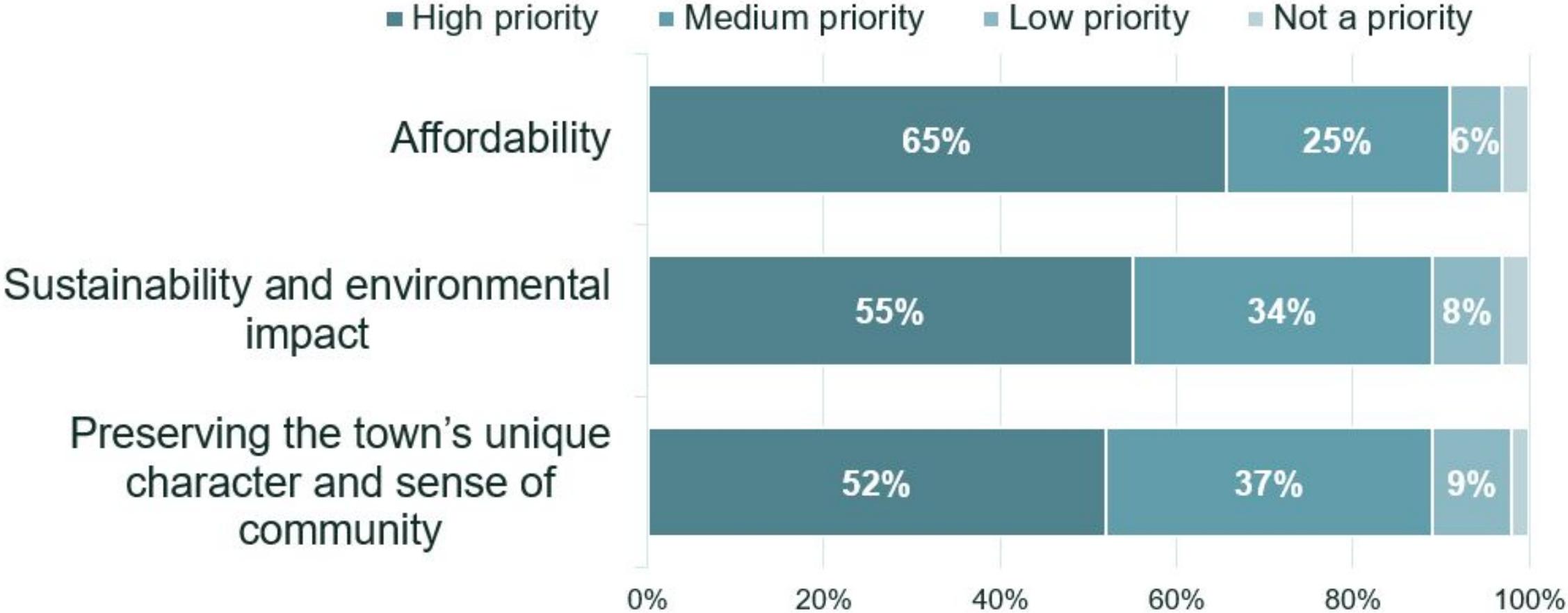
	Excellent	Good	Fair	Poor	Don't know
Overall quality of PreK - 12 educational experience .....	1	2	3	4	5
Variety of extracurricular and curricular activities (ex: sports, clubs) .....	1	2	3	4	5
Student preparedness for post-secondary education .....	1	2	3	4	5
Maintenance of building facilities.....	1	2	3	4	5
Overall image of the reputation of Franklin Public Schools .....	1	2	3	4	5



# Housing Development



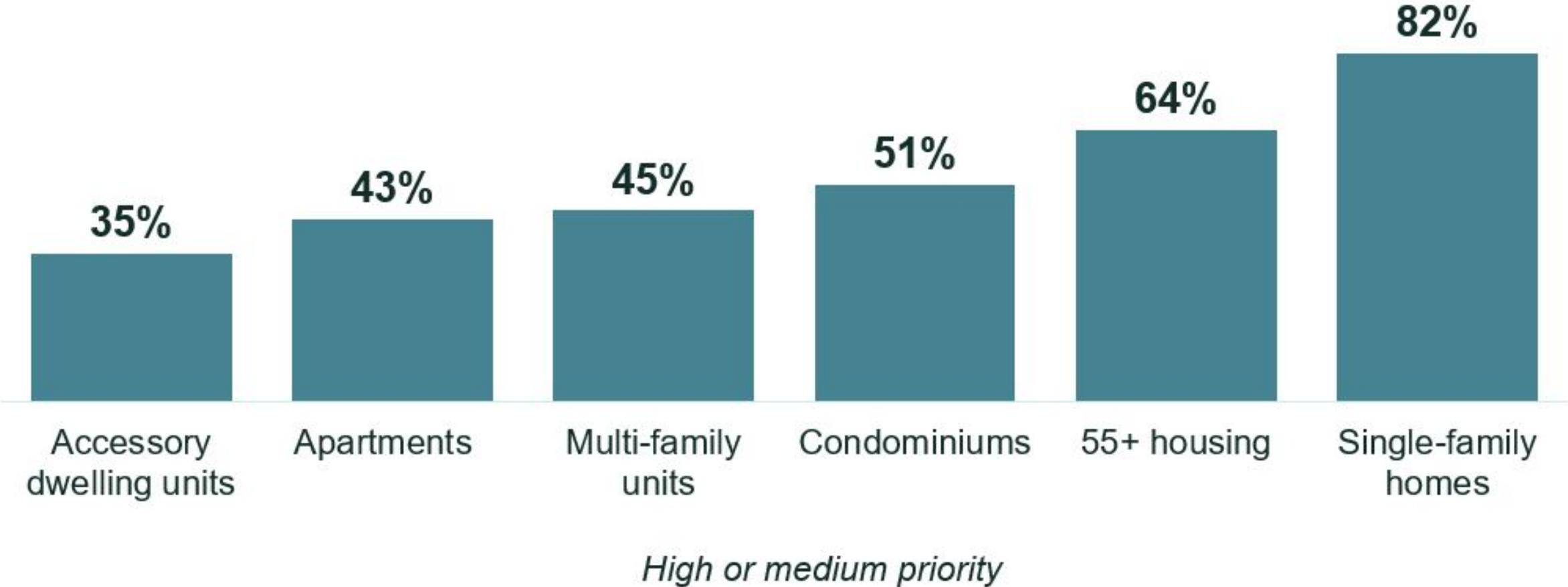
How much of a priority, if any, should the Town of Franklin place on the following when planning for future housing development?



# Housing priorities



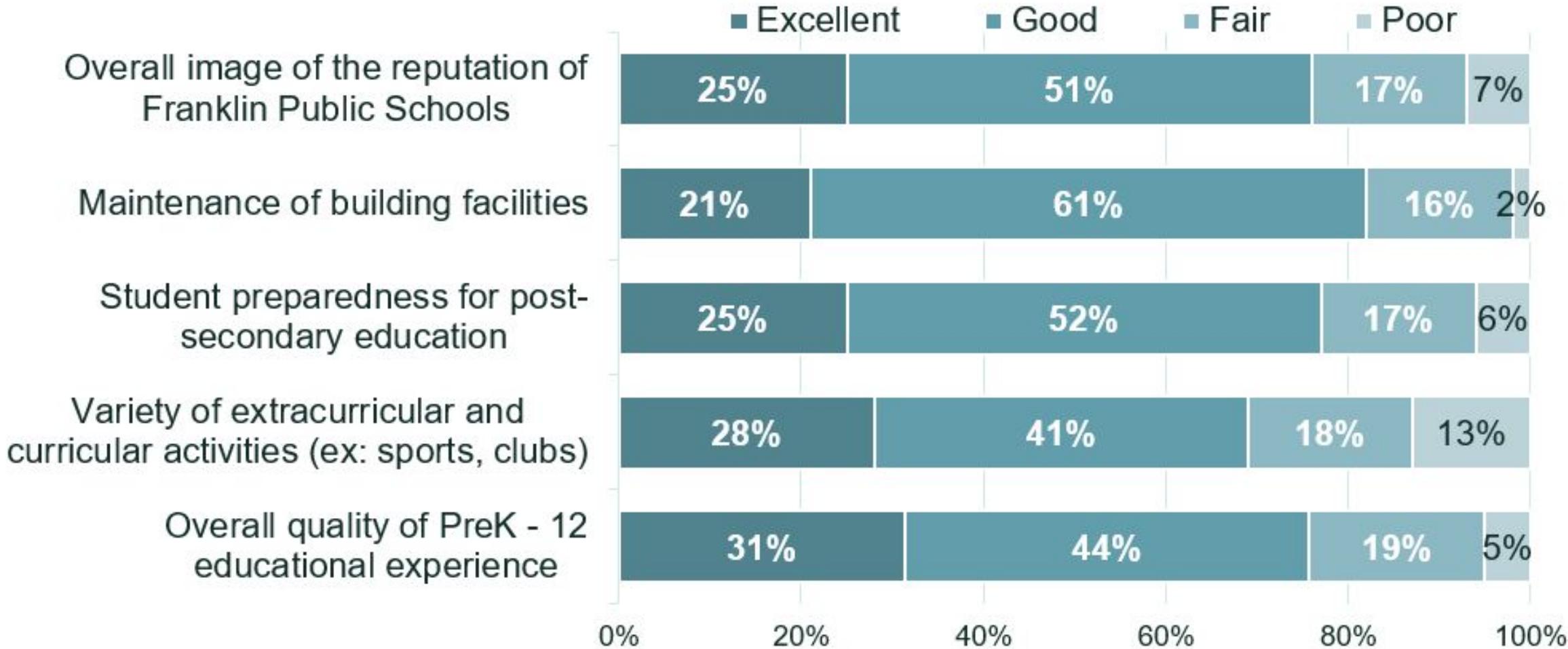
What types of housing do you feel the Town of Franklin should prioritize for future development?



# Public Schools



Please rate the following aspects of Franklin Public Schools.





# Summary of Conclusions

1. The majority of residents enjoy a high quality of life in Franklin.
2. Most residents feel a strong sense of safety in Franklin, with ratings surpassing the national benchmark.
3. While residents value Franklin's economy, several aspects present opportunities for growth.
4. Franklin's natural environment stood out, with residents widely rating it as excellent.
5. Mobility earned mixed ratings, with clear room for improvement.



# Next Steps: ENGAGE With Community Members



**ENGAGE**  
 Participants  
 Content  
 Outreach  
**Polco Library**

Customizable surveys and polls created by survey scientists at Polco.

**Franklin currently has 131 subscribers on Polco.**

This library contains curated surveys and polls created by survey scientists at National Research Center, Polco's dedicated research team. You can use these as they are, look around for inspiration, or make a copy and customize to fit your needs.  
 All content in the Polco Library is proprietary and is for exclusive use on the Polco platform. The use of Polco Library content in unsolicited ways is prohibited. Please refer to our **Terms of Use** for details.  
 We also have toolkits which cover a range of questions based around certain topics. The modules in our toolkit can be used individually by your organization over time to provide an environmental scan.  
**Available toolkits:**

- COVID-19
- Libraries
- School Districts

**Public Safety Communications**

Governance Safety

As part of our ongoing efforts to better serve the community, we need input from you! Take this quick survey to share your feedback about the (XYZ)'s communication pertaining to public safety issues and news. Your responses will be kept confidential, and no identifying

communications governance safety outreach View

information public safety emergency communication

**Emergency Communications**

Safety Governance Used by 2 profiles

As we continue our efforts to meet the dynamic needs of (ABC) residents, we need your critical input. Please take this quick survey to share your thoughts on emergency preparedness and related (XYZ) communications. The results will help us improve our

information alert urgent public safety View

communications emergency preparedness alerts news

disaster emergency 311 disaster preparedness safety

communication governance

Search

Filter or search to find the content you are looking for.

Content Type: All

Domain: All

Text search: communication

Popular tags: communications, government, information, communication, news, media, customer service, governance, safety, public safety

Clear all tags Search

State of Wisconsin | WI

Post

**Do we need a new park?**

Contains: text, image, data points, survey, prioritization

Read Post

**Park Initiative Survey**

Text about the new park initiative and a quick summary of what this entails or whatever message the city wants to provide for the residents to read. Text about the new park initiative and a quick summary of what this entails or whatever message the city wants to provide for the residents to read. Text about the new park initiative and a quick summary of what this entails or whatever message the city wants to provide for the residents to read. Text about the new park initiative and a quick summary of what this entails or whatever message the city wants to provide for the residents to read. Text about the new park initiative and a quick summary of what this entails or whatever message the city wants to provide for the residents to read.

**Map of projected park**

# Next Steps: TRACK Franklin's Data



## Performance Summary

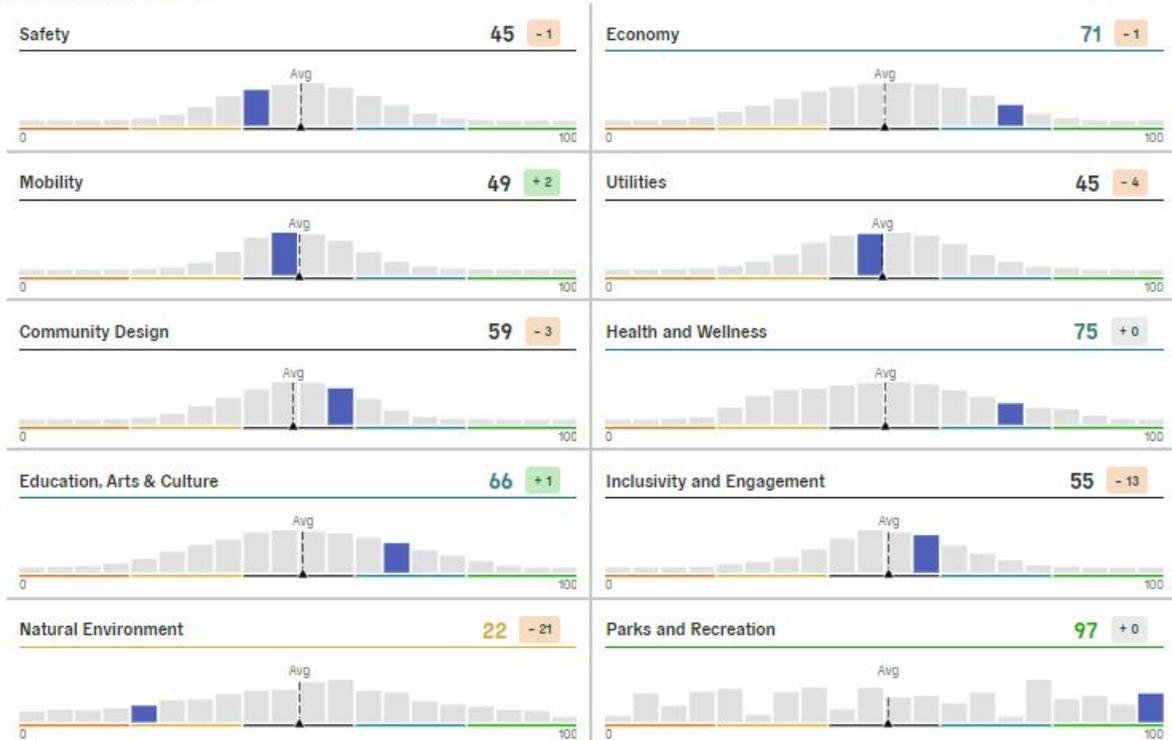
Score last updated December 2023

**Benchmarking** [Reset Filters](#)

**My State**  
Compare my score to communities within my state

**Population Size**  
Compare my score to communities with a similar population

### Domain Index Scores



Included in Current Subscription



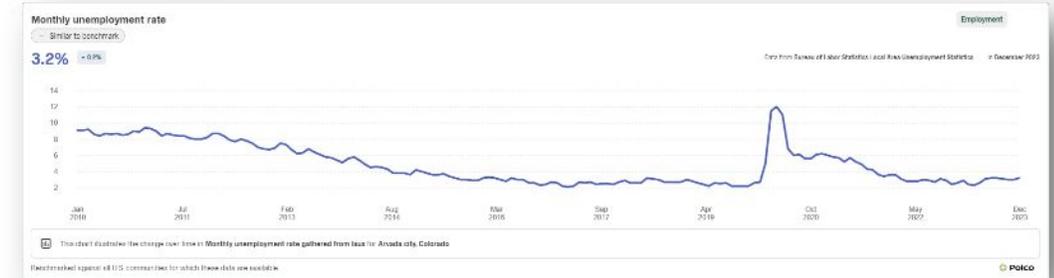
Optional Add-on



Score last updated January 2023

## Economy

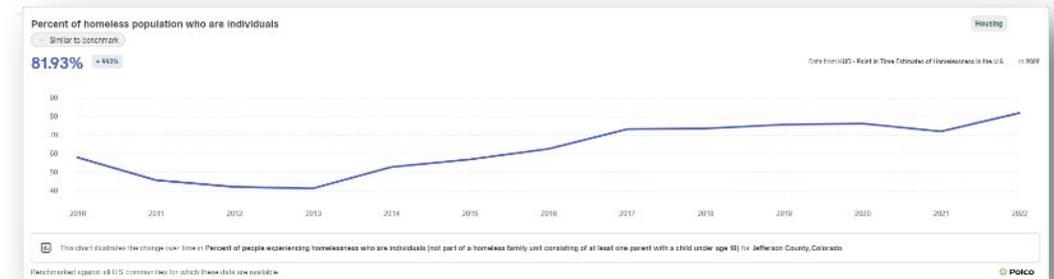
71 / 100 -1



Score last updated December 2023

## Community Design

59 / 100 -3



# Additional Offerings: Continue to ASSESS



**THE NCS™**  
THE NATIONAL COMMUNITY SURVEY™



**CASOA®**  
COMMUNITY ASSESSMENT SURVEY  
FOR OLDER ADULTS™

**THE NBS™**  
THE NATIONAL BUSINESS SURVEY™

**THE NLES**  
THE NATIONAL LAW ENFORCEMENT SURVEY

**THE NES™**  
THE NATIONAL EMPLOYEE SURVEY™

**THE NES-LE**  
THE NATIONAL EMPLOYEE SURVEY LAW ENFORCEMENT

## BalancingAct™ BY POLCO



Selected: \$961,000 Available: \$239,000

**City Hall Accessibility** \$315,000

**Tourism Renovation** \$398,000

**Bandshell Roof Repair** \$125,000

**Beacon Park Pathway** \$340,000

**Archaeological Reporting**

**Window Repair**

**Park Street Light Poles** \$74,000

**You are balanced.**

**Where the Money Goes**

**Revenue**

Taxes: \$4.6m  
Fines: \$435,000

**Police Department**

**Role of Civilians: \$90,000**

Should civilians be used to take most police reports instead of sworn officers?  
 Continue to use sworn officers  
 Use civilians where appropriate

**Parks and Recreation: \$1.3m**

**Streets and Transportation: \$750,000**

**Fires: \$1.5m**

**Administrative Services: \$220,000**

**Governance: \$127,000**

Submit

Recall all to start over

Please be sure to attend the budget open house on Friday, October 30 at 6:00. We will be using Meeting Mode so that everyone can see the entire group's responses. City staff will be on hand to answer questions and feedback.



**YOUR CITY AND COUNTY OF DENVER TAX RECEIPT**

<b>Affordable Housing</b>	
Dedicated Affordable Housing Property Tax Mill	\$1.89
Housing Investment Fund Transfer	\$0.00
Office of Housing and Opportunities for People Everywhere (HOPE)	\$0.81
Social Impact Bond	\$0.18
<b>Capital Projects</b>	
Bond Principal and Interest Property Tax Mill	\$0.90
Capital Improvement Projects	\$13.50
Improvement and Maintenance Property Tax Mills	\$0.00
<b>Community Planning and Development</b>	
Board of Adjustment for Zoning Appeals	\$8.23
Planning, Permitting, Inspections and Administration of Community Planning & Development Dept	\$0.10
<b>Courts/Legal</b>	
City Attorney	\$8.13
County Court & Municipal Public Defender	\$15.79
<b>Economic Development</b>	
Economic Development	\$8.71
Excise and Licenses	\$7.08
<b>Finance</b>	
Contingency	\$3.52
Finance/Payments for Public Buildings	\$2.14
Governing	\$1.38
City Council	\$33.31
Mayor's Office	\$7.33
	\$25.98
	\$2.16
	\$1.70
	\$0.16
<b>TOTAL:</b>	<b>\$76.62</b>

**BalancingAct**

# Questions?

# Thank you!

Sonya Wytinck  
EVP of Data and Insights  
Polco/National Research Center  
[sonya@polco.us](mailto:sonya@polco.us)