

THE NCSTM
The National Citizen SurveyTM

Bethlehem Township, PA

Dashboard Summary of Findings

2018



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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 Bethlehem Township’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 Bethlehem Township’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.

Broadly, ratings for the dimensions of community livability were positive and similar to communities across the nation. Within the pillar of Participation, residents’ ratings for Mobility were lower than the national benchmark, while aspects of Built Environment were higher than comparison communities. This information can be helpful in identifying the areas that merit more attention.

Figure 1: Dashboard Summary

	Community Characteristics			Governance			Participation		
	Higher	Similar	Lower	Higher	Similar	Lower	Higher	Similar	Lower
Overall	5	42	2	1	35	1	2	27	5
General	0	7	0	0	3	0	0	3	0
Safety	0	3	0	0	7	0	0	3	0
Mobility	0	5	2	0	7	0	0	1	2
Natural Environment	0	3	0	0	1	1	1	2	0
Built Environment	2	3	0	0	5	0	1	1	0
Economy	0	7	0	0	1	0	0	2	1
Recreation and Wellness	2	4	0	1	2	0	0	5	0
Education and Enrichment	1	5	0	0	2	0	0	1	1
Community Engagement	0	5	0	0	7	0	0	9	1

National Benchmark	
	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	↔	83%	Customer service	↔	77%	Recommend Bethlehem Township	↔	93%
	Overall quality of life	↔	89%	Services provided by Bethlehem Township	↔	81%	Remain in Bethlehem Township	↔	91%
	Place to retire	↔	73%	Services provided by the Federal Government	↔	43%	Contacted Bethlehem Township employees	↔	46%
	Place to raise children	↔	91%						
	Place to live	↔	93%						
	Neighborhood	↔	92%						
	Overall image	↔	84%						
Safety	Overall feeling of safety	↔	90%	Police	↔	90%	Was NOT the victim of a crime	↔	93%
	Safe in neighborhood	↔	95%	Crime prevention	↔	82%	Did NOT report a crime	↔	85%
	Safe downtown/commercial area	↔	95%	Fire	↔	96%	Stocked supplies for an emergency	↔	42%
				Fire prevention	↔	82%			
				Ambulance/EMS	↔	95%			
				Emergency preparedness	↔	59%			
			Animal control	↔	66%				
Mobility	Traffic flow	↔	39%	Traffic enforcement	↔	67%	Carpooled instead of driving alone	↔	35%
	Travel by car	↔	58%	Street repair	↔	45%	Walked or biked instead of driving	↓	40%
	Travel by bicycle	↓	38%	Street cleaning	↔	61%	Used public transportation instead of driving	↓↓	6%
	Ease of walking	↓	46%	Street lighting	↔	47%			
	Travel by public transportation	↔	41%	Snow removal	↔	54%			
	Overall ease of travel	↔	71%	Traffic signal timing	↔	53%			
	Paths and walking trails	↔	53%	Bus or transit services	↔	60%			
Natural Environment	Overall natural environment	↔	74%	Recycling	↔	78%	Recycled at home	↑	97%
	Air quality	↔	76%	Natural areas preservation	↓	46%	Conserved water	↔	79%
	Cleanliness	↔	83%				Made home more energy efficient	↔	80%
Built Environment	New development in Bethlehem Township	↔	60%	Sewer services	↔	80%	NOT experiencing housing cost stress	↔	72%
	Affordable quality housing	↑	62%	Storm drainage	↔	61%	Did NOT observe a code violation	↑	67%
	Housing options	↑	74%	Sewer utility billing	↔	64%			
	Overall built environment	↔	63%	Land use, planning and zoning	↔	46%			
	Public places	↔	64%	Code enforcement	↔	57%			

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	↔	75%	Economic development	↔	62%	Economy will have positive impact on income	↔	38%
	Shopping opportunities	↔	65%				Purchased goods or services in Bethlehem Township	↔	99%
	Employment opportunities	↔	49%				Work in Bethlehem Township	↓	24%
	Place to visit	↔	66%						
	Cost of living	↔	52%						
	Place to work	↔	67%						
Recreation and Wellness	Business and services	↔	70%						
	Fitness opportunities	↔	77%	Township parks	↔	84%	In very good to excellent health	↔	70%
	Recreational opportunities	↔	67%	Recreation programs	↔	77%	Used Bethlehem Township recreation centers	↔	61%
	Health care	↑	78%	Health services	↑	86%	Visited a Township park	↔	75%
	Food	↔	80%				Ate 5 portions of fruits and vegetables	↔	82%
	Mental health care	↑	67%				Participated in moderate or vigorous physical activity	↔	84%
Education and Enrichment	Health and wellness	↔	83%						
	K-12 education	↔	78%	Public libraries	↔	78%	Participated in religious or spiritual activities	↔	38%
	Cultural/arts/music activities	↔	60%	Special events	↔	62%	Attended a Township-sponsored event	↓↓	28%
	Child care/preschool	↔	65%						
	Religious or spiritual events and activities	↔	80%						
Community Engagement	Adult education	↑	81%						
	Overall education and enrichment	↔	80%						
	Opportunities to participate in community matters	↔	59%	Overall direction	↔	55%	Sense of community	↔	60%
	Opportunities to volunteer	↔	67%	Value of services for taxes paid	↔	53%	Voted in local elections	↔	88%
	Openness and acceptance	↔	64%	Welcoming citizen involvement	↔	45%	Talked to or visited with neighbors	↔	95%
	Social events and activities	↔	54%	Confidence in Township government	↔	55%	Attended a local public meeting	↔	16%
	Neighborliness	↔	62%	Acting in the best interest of Bethlehem Township	↔	57%	Volunteered	↓	27%
				Being honest	↔	57%	Participated in a club	↔	18%
				Treating all residents fairly	↔	58%	Campaigned for an issue, cause or candidate	↔	20%
						Contacted Bethlehem Township elected officials	↔	14%	
						Read or watched local news	↔	90%	
						Done a favor for a neighbor	↔	88%	

Legend

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