

Town of Scarborough, Maine Press Release

Scarborough Residents Give High Marks for Town Services

Scarborough, ME. Results of the 2010 Citizen Satisfaction Survey are in and the findings reflect high marks in citizen satisfaction with Town programs and services. According to the survey, which was conducted in December 2010, Scarborough residents are pleased with Town services, particularly in the areas of public safety, public schools, library services, recreational areas and the leadership and quality of service by town staff and elected officials.

The Citizen Satisfaction Survey, which is sponsored by the New England States Performance Measurement Project and administered by the Worcester Regional Research Bureau, is designed to assess citizen satisfaction with the delivery of major town services and to help determine priorities for the community as part of the Town's ongoing planning process.

In late December 2010, the Town sent invitations to 1318 randomly selected residents to participate in the survey and also solicited participation through local media from all residents. A total of 246 residents (19% response rate) took the time to complete the on-line survey.

Findings from the survey indicate that a majority of residents (97%) are pleased with the overall quality of life in Scarborough and Scarborough as a place to raise children, and over 89% of residents were satisfied with the quality of service provided by the police, fire and emergency medical departments.

Citizens are also satisfied with the overall customer service the Town provides its residents through various programs and services. According to the survey, 83% of residents who utilized town services in 2010, rated town services as satisfactory.

Other major findings show citizen satisfaction with the quality of Scarborough's leadership. Council Chair Judy Roy said she is pleased with the high marks and attributes them to the vision she believes is shared by the Council and the staff of the Town. "We are all committed to keeping Scarborough a safe and attractive community in which to live, learn and play. The Council and the staff have made great strides to encourage citizens to engage in committees, issues and projects of the Town so that they know they have a voice in the community. As the survey suggests we are doing a very good job, however, we know there is always room for improvement."

While results reflected positive opinion in several areas, the survey also provided indication where additional focus is warranted. According to the survey, residents noted lower ratings in neighborhood street lighting and pedestrian safety, as well as the cost of living and the town's efforts in economic development.

Town Manager Tom Hall, while pleased with the results from the survey, said he is focused on the importance of using the assessment document for future planning efforts.

“We are pleased to know that residents are generally satisfied with town services,” said Hall. “Perhaps more important, however, is how we will use the survey as a planning tool to help guide important program and service decisions in the future. Our purpose for conducting the survey is to gauge not only how well we’re doing, but to determine what areas need additional attention in the upcoming year. Our goal is to always understand the expectations and priorities of our residents and customers and use feedback to continuously help us improve service delivery. I look forward to reviewing the survey results with the Town Council as part of the annual goal-setting process and during the budget process.”

The Town plans to conduct similar surveys in the future in an effort to continually gauge citizen satisfaction and identify priorities for limited local resources. Detailed survey results for the 2010 Citizen Satisfaction Survey can be located on the Town’s website at www.scarborough.me.us.