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Research Report

Town of Scarborough

Community Attitudes Survey

November, 1999

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Introduction

In 1990, the Town of Scarborough conducted a community attitude study as part of the comprehensive planning process. This study revealed information on a wide variety of issues facing the town including attitudes towards;

- Growth
- The environment and open space
- Land use and zoning policies
- Route 1
- Public education
- Community character
- Affordable housing
- Paying for public improvements
- Boating access
- Economic development
- Quality of town services
- Priorities for current expenses
- Priorities for town improvements

This information was used to guide the comprehensive planning process and it, in fact, led to actions on the priorities established by the residents of the town.

In the spring of 1999, the Town of Scarborough began a new planning process that included establishment of the Growth and Services Committee and engaging a consultant, Planning Decisions, Inc., to assist the committee by providing data and analysis. The purpose of the committee is to examine trends in growth in Scarborough, the impact of growth on services and to develop strategies pertaining to future growth. One part of the data collection was to conduct a citizens study similar in lines of questioning and methodology to the study conducted in 1990. This approach was seen to have several advantages.

- The first part of the study consists of a mail-out to all property owners and new rental properties. This allowed all citizens of the town to voice their opinions.
- The second part of the study consists of a telephone survey randomly administered to households that did not respond to the mail survey. This assured that all the citizens of the town would be accurately represented in the final results.
- The use of the previous survey instrument as a basis for a new survey would permit comparisons with earlier results and identification of trends.

In July of 1999, a survey subcommittee of the Growth and Services Committee met to develop the survey instrument. The committee reviewed the results of a public forum

conducted on growth issues in June 1999 and reviewed the survey conducted in 1990. Each of the questions in the earlier survey were evaluated for its effectiveness, compared with the issues of today and modified or deleted as necessary. New questions were added to address current issues and concerns.

Finally, this survey was brought to the entire Growth and Services Committee for review. A full meeting was devoted to discussion of the survey and after a number of changes, the survey instrument was approved and ready to be fielded.

The results of this survey along with the public forums will be used by the Growth and Services Committee to provide members with a clearer understanding of growth related issues in the community. Over the next several months, the committee will develop draft growth strategies for consideration by the appropriate Town Boards and Committees and the citizens of Scarborough

Methodology

A six-page opinion survey was mailed to 6,545 households in Scarborough on August 25, 1999. This represents an increase of 1,145 from the 5,400 mailed in 1990. The mailing list was obtained from the tax assessor's office and consisted of all residential property owners in the town. In addition, Market Decisions with the help of the Scarborough Fire Chief, identified the major apartment complexes in town and visited each one to obtain apartment numbers for the mailing.

Although every effort was made to reach every household unit in Scarborough, it is possible that the survey was less successful in reaching rental units (unless they were in defined apartment complexes).

In total, 2,349 surveys were returned, a 36% response rate. This compares with 1,630 surveys returned in 1990 for a 30% response.

Because the survey was conducted by mail, the surveys returned represent a self-selected sample. To ensure that the results could be used with known statistical reliability, a separate telephone survey was conducted of non-respondents after the survey deadline had passed. For this survey, a random selection of town residents was obtained from Survey Sampling, Inc., a leading provider of randomly generated samples. Interviews were conducted only with residents that indicated they had not returned the mailed survey.

This methodology is a variation of the approach used in 1990. During this earlier survey individual questionnaires were identified by a unique number and all responses were carefully tracked. Interviews were then conducted with a random selection of non-respondents to the written survey.

To avoid suspicions by respondents that survey responses would be attributed to them, and to reduce the cost of tracking individual surveys it was decided not to identify individual questionnaires. Instead, a random sample of telephone numbers in Scarborough was drawn and the survey was administered only to household that indicated they did not and would not respond to the paper survey. All interviews were conducted using computer-aided telephone interviewing (CATI) technology, and averaged 25 minutes in length. A total of 251 interviews were completed.

The data from the mail-out surveys were then combined using a statistical weighting procedure to provide an accurate representation of the views of all citizens of the town.

The 251 interviews were "used" to represent the 4196 households that did not respond to the study.

The results of the survey carry a sampling error of +/- 4.8% at the 95% level of confidence. That is, we can be 95% certain that the results are within +/- 4.8% of the results that would have been obtained had every household participated in the survey.

Key Findings

#1 Concerns about growth have accelerated since 1990.

- Almost twice as many residents feel growth is much too fast (45%) as did in 1990 (24%).
- Only 18% of residents feel growth is about right or too slow.
- 56% of residents expect growth to be somewhat faster or much faster as compared with only 35% in 1990.

#2 Residents support limiting residential growth, especially longer-term residents.

- Overall, 44% of all residents support limiting growth as compared with directing it, encouraging it or doing nothing.
- 55% of residents who have been in town more than 11 years support limiting residential growth as compared with directing it, encouraging it or doing nothing.
- 34% of residents who have been in town 10 years or less support limiting growth.
- When asked whether they strongly agreed or disagreed, 59% of residents said they strongly agree that the town should limit permits for residential growth.

#3 Newer residents tend to be more supportive of directing growth.

- 45% of residents who have been in town 10 years or less support directing growth to appropriate locations rather than limiting it encouraging it or doing nothing.
- 34% of residents who have been in town 11 years or more support directing growth.

#4 Very long-term residents are more likely to say that land use regulations are too restrictive.

- 43% of residents who have been in town more than 20 years say land use regulations are too restrictive.
- 24% of residents who have been in town 20 years or less say regulations are too restrictive.

#5 Few residents support limiting commercial or business growth, most residents are split between encouraging it and directing it.

- 12% of residents say that commercial growth should be limited as compared with directing it, encouraging it or doing nothing.
- 42% of residents say it should be directed.
- 34% say it should be encouraged
- When asked whether they strongly agreed or disagreed, 56% of residents said they strongly agree that certain parts of Scarborough should be set aside for office parks and other commercial developments.

#6 Most residents continue to see open space as a highly desirable feature of the community and worth protecting.

- 62% of residents say that the amount of open space, and rural land is an important reason they live in Scarborough.
- 59% of all residents strongly agree that Scarborough should adopt a plan for conserving preserving and using open space.
- 57% of all residents strongly agree that the town should purchase and protect areas of scenic beauty.

#7 Residents are highly protective of Scarborough's marshes and environmentally important areas.

- 73% of residents strongly agree that special development controls should be established to protect the character of Scarborough's marshes.
- 56% of residents say increased spending for protection of areas is a priority. This places this opportunity second among all alternatives.
- 88% of residents say that purchasing land or easements for scenic views or wildlife habitat was somewhat or very important. This is ranked second among all public improvement priorities.

#8 Residents agree on the importance of a quality education, but there is disagreement on how to achieve this.

- 79% of residents strongly agree that Scarborough schools should strive to provide a quality education.

- 68% of younger residents (44 years of age or younger) strongly agree that Scarborough should strive to keep class sizes small as compared with 46% of older residents (those 45 years of age or older).
- 70% of younger residents (44 years of age or younger) strongly support construction or renovation of schools over alternatives as compared with 40% of older residents.
- 80% of younger residents strongly agree that extra curricular activities are important as compared with 66% of older residents.
- Overall, 63% of residents say education is the top priority for increased spending. However, 86% of residents younger than 35 years of age agree, but only 53% of residents over 65 agree.

#9 Preserving community character is an important issue for the town.

- 68% of residents say that the small town atmosphere is an important reason for living in Scarborough. This is the fourth most important reason for living in Scarborough.
- 64% of residents agree that commercial properties should conform to standards consistent with a small town atmosphere.
- 57% of residents say the town should enact ordinances to preserve historic buildings, landmarks and areas.
- Preserving rural, small town, scenic, and village life was the top aspect of life in Scarborough that residents want preserved, cited by 30% of residents.

#10 Residents are generally highly satisfied with town services.

- The caliber of town services was cited by 65% of residents as a reason for living in Scarborough.
- Two-thirds or more of residents are satisfied with nine of twelve services tested in the survey.
- About three of four residents are very satisfied with Fire and Police protection and the Library. These are seen as the top services of the town.
- Communication with residents, economic development, and enforcement of land use are services ranked somewhat lower by residents.

#11 Only two areas for spending were identified as priorities by a clear majority of residents.

- Regular scheduled maintenance on town facilities is seen as very important by 58% of residents.

- Safe pedestrian and bicycle access along major roads is very important to 52% of residents.
- Purchasing land or easements to protect scenic views or wildlife habitat was identified as a priority by 48% of residents- close to a majority.

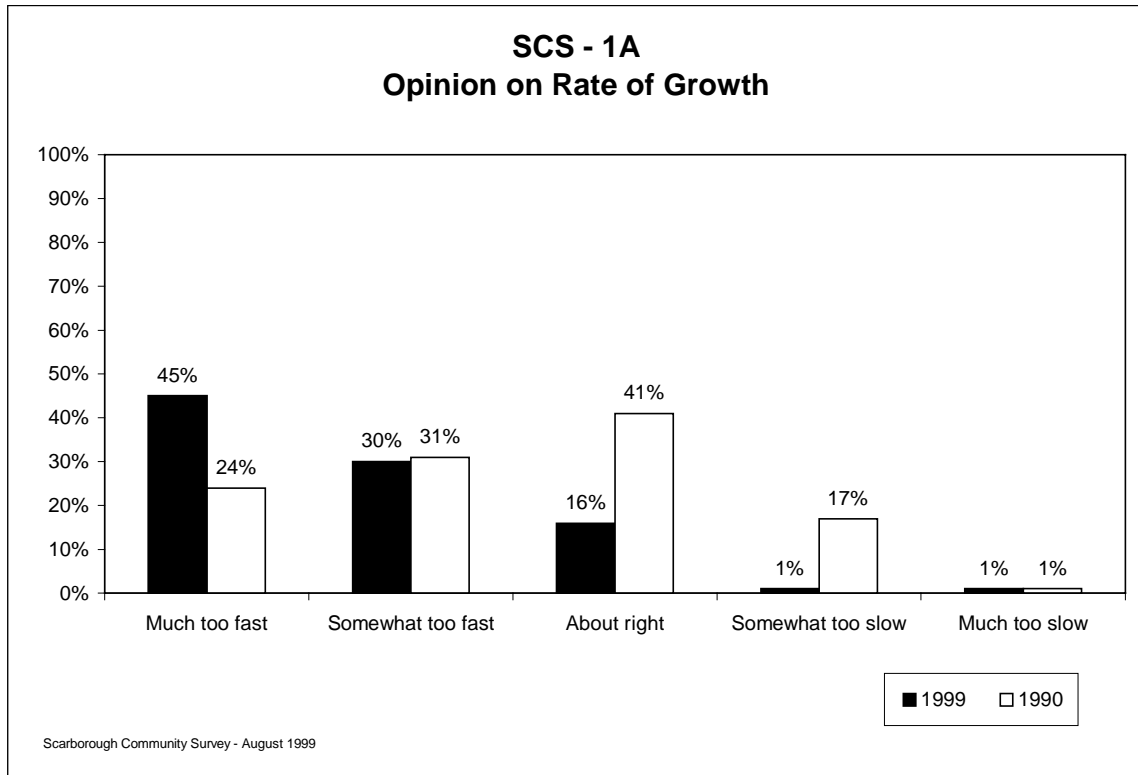
#12 The most widely supported uses for the drive-in property on Route 1 are for school building needs or for a community center.

- 62% of residents support use of the property for future school building needs and only 24% oppose this use. However, support for this is much stronger among younger residents and less so among older residents.
- 52% of residents supported this use of the land for a community center and 31% opposed it. Support for this use is relatively consistent and strong across demographic groups.
- On all other potential uses, most residents were opposed or opinions almost equally split.

#13 The tax rate is a key concern for some but not all residents.

- 65% of residents say the property tax rate is an important reason for living in Scarborough.
- Residents are split on whether taxes are fair relative to services provided. Some 23% strongly agree, 25% strongly disagree, and 50% of residents are in the middle.
- Only 17% of residents strongly agree that relative to other communities taxes are fair, and 35% strongly disagree. However, newer residents are less likely to strongly disagree (29% who have been in town 10 years or less) than longer-term residents (40% of those who have been in town 11 years or more).

Citizens are much more concerned about growth than they were in 1990.



Survey Question:

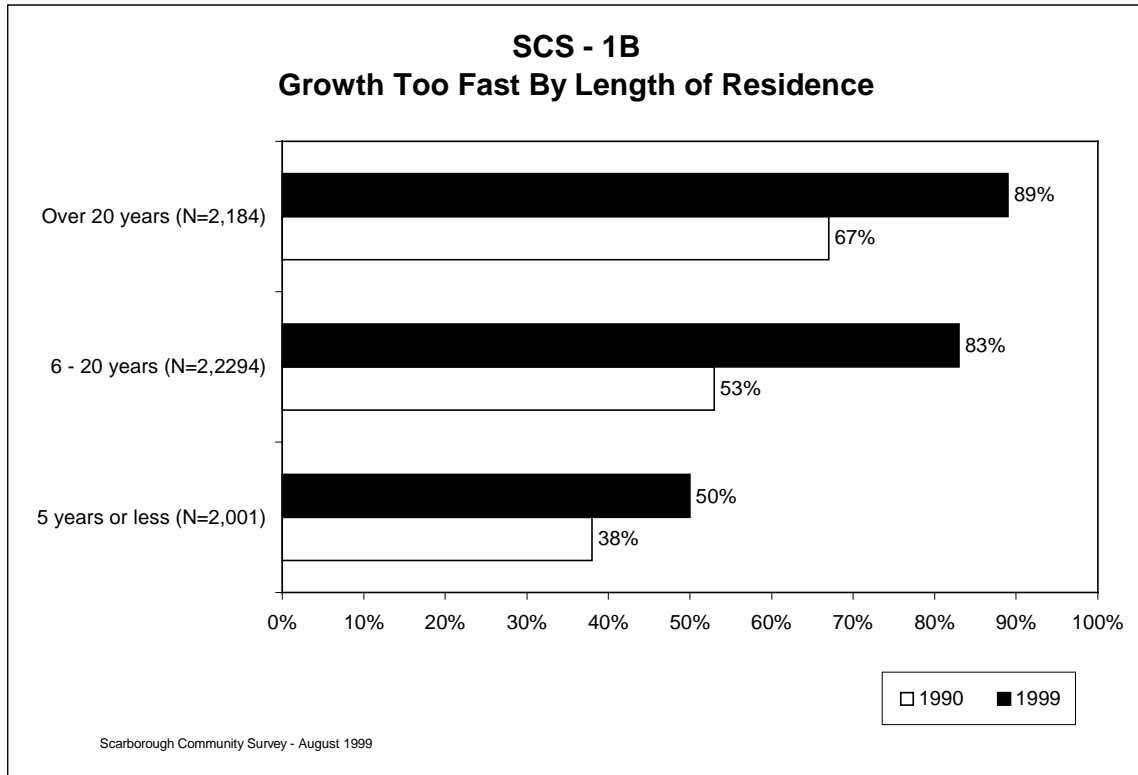
Over the past ten years, in your opinion, has the rate of residential growth in Scarborough been: much too slow, somewhat too slow, about right, somewhat too fast or much too fast.

Demographic Differences:

Respondents younger than 35 years old are less likely to say that growth is somewhat too fast or much too fast (57%) as compared to residents older than 35 years of age or older (78%).

Opinions on the rate of growth do not vary by education or income.

Longer-term residents are the most concerned about growth.



Survey Question:

Over the past ten years, in your opinion, has the rate of residential growth in Scarborough been: much too slow, somewhat too slow, about right, somewhat too fast or much too fast.

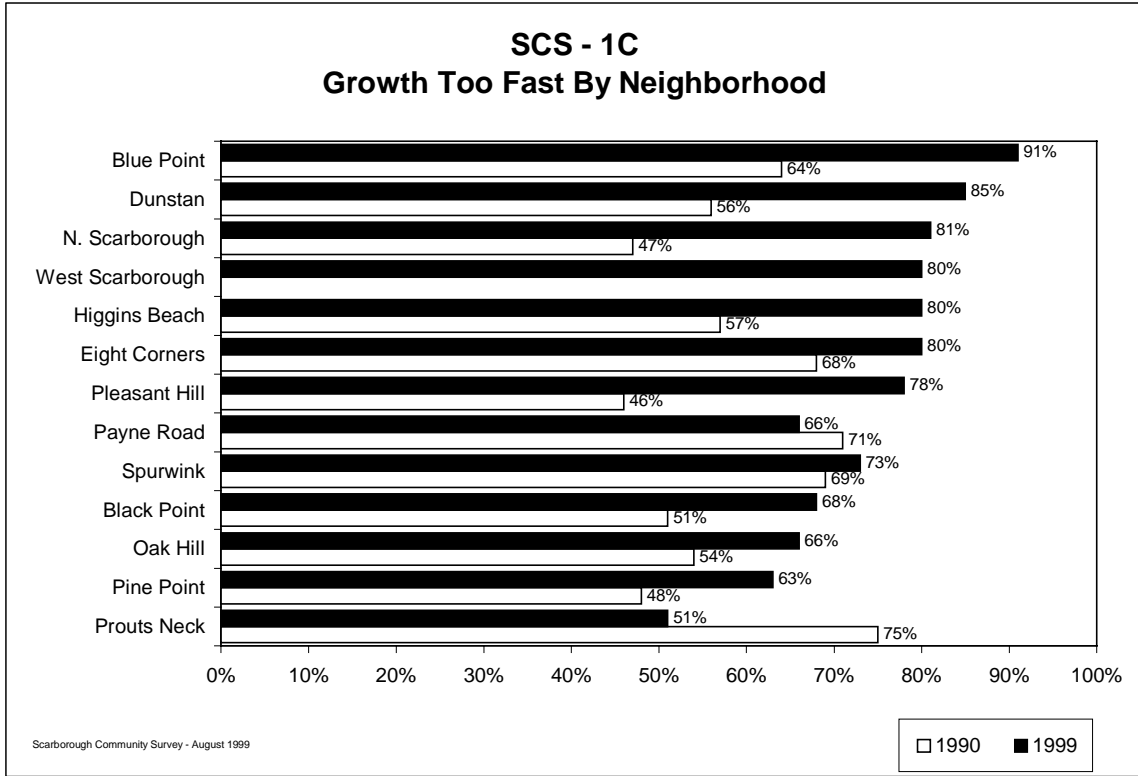
Comments:

Residents who have been in town for six years or more are 72% more likely than residents who have been in town for less than six years to say growth is somewhat too fast or much too fast.

Demographic Differences:

Only 35% of residents who have lived in town for two years or less say growth is somewhat or much too fast. Some 64% of residents who have been in town between three and five years say growth is somewhat or much too fast.

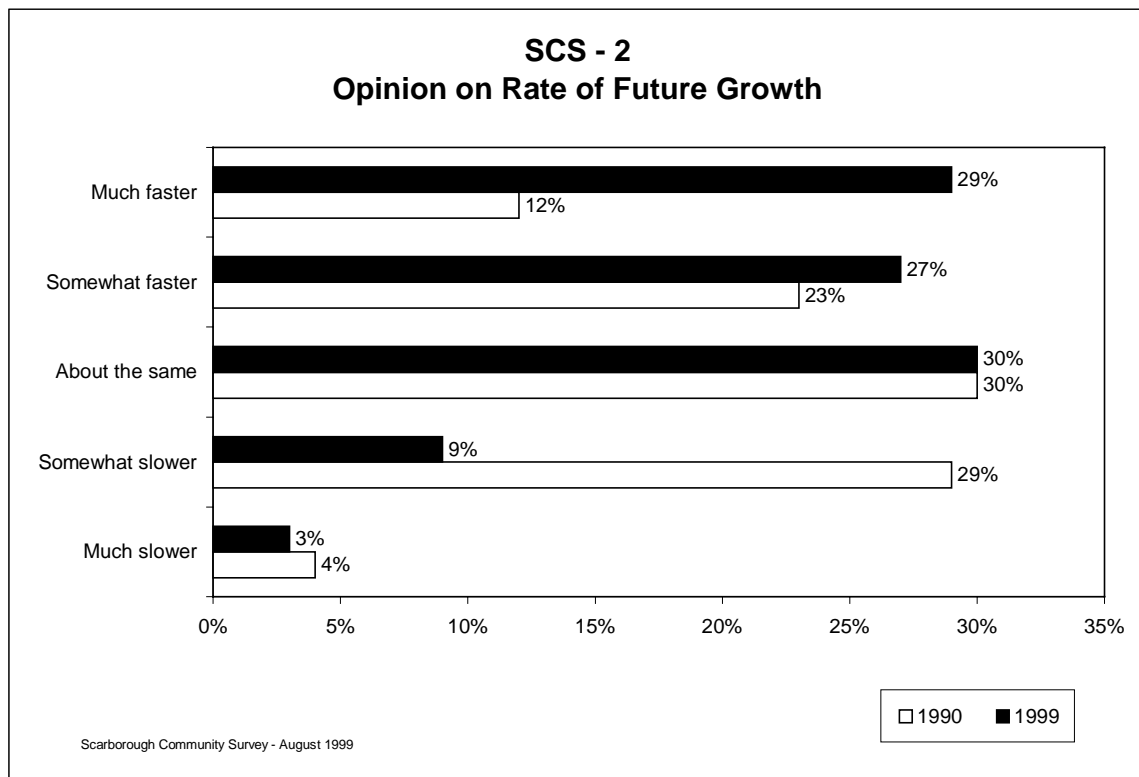
Residents of Blue Point and Dunstan are more concerned about growth; residents of Pine Point and Prouts Neck are less concerned.



Survey Question:

Over the past ten years, in your opinion, has the rate of residential growth in Scarborough been, much too slow, somewhat too slow, about right, somewhat too fast, much too fast.

Citizens see growth accelerating.



Survey Question:

Over the next ten years, do you think Scarborough's growth will be, much faster than the past ten years, somewhat faster than the past ten years, about the same as the past ten years, somewhat slower than the past ten years or much slower than the past ten years.

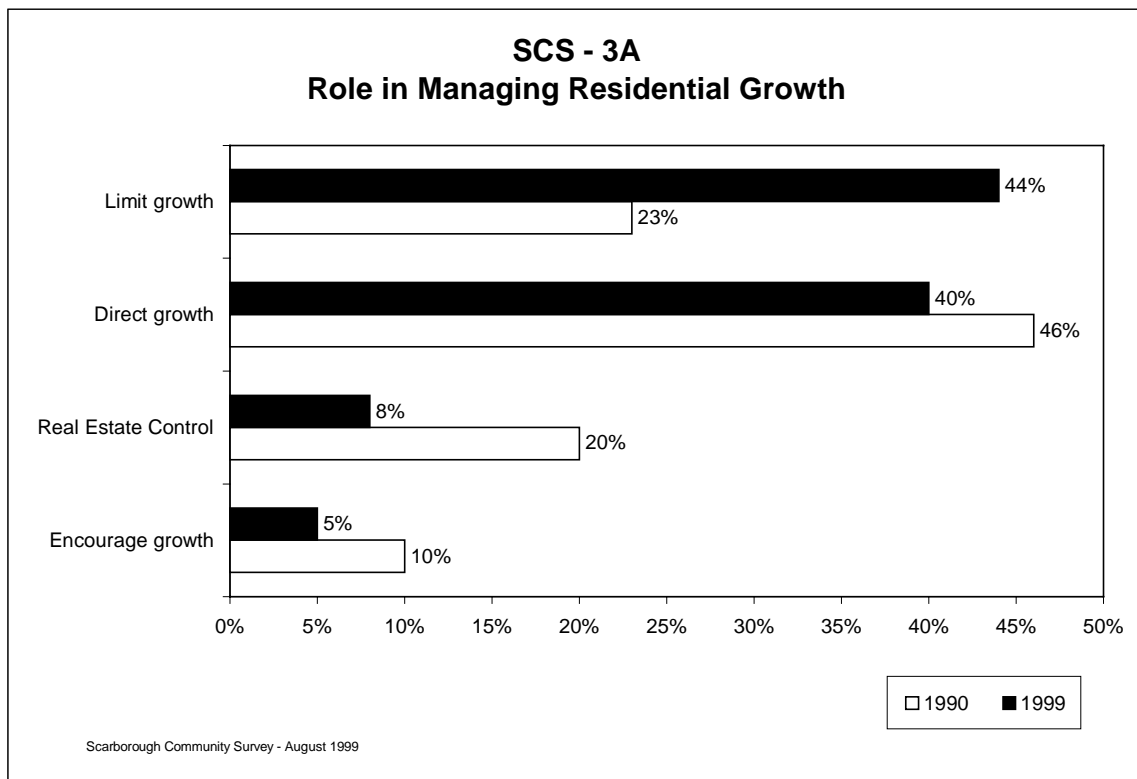
Demographic Differences:

Residents who have been in town 11 years or more are more likely to say that growth will be somewhat or much faster than the past ten years (59%) than residents who have been in town for 10 years or less (51%).

Residents who have incomes of \$35,000 or less are much more likely to say that growth will be somewhat or much faster than the last 10 years (63%) than residents who have incomes of greater than \$35,000 (52%).

Residents with a high school education or less are more likely to say that growth will be somewhat or much faster than the past ten years (68%) than residents with some college, college, or a graduate school education (52%).

The largest group of citizens now support limiting growth.



Survey Question:

With respect to future residential growth in Scarborough, do you think that,

- (1) The Town should do everything possible to limit the amount of its new residential development;
- (2) The Town should neither encourage nor discourage residential growth, but should be primarily concerned with directing it to appropriate locations;
- (3) The amount of new residential development should be controlled by the real estate market; or
- (4) The Town should actively encourage new residential development?

Comments:

Some 44% of citizens now support limiting the amount of residential growth. This is almost double the 23% of citizens that supported this in 1990.

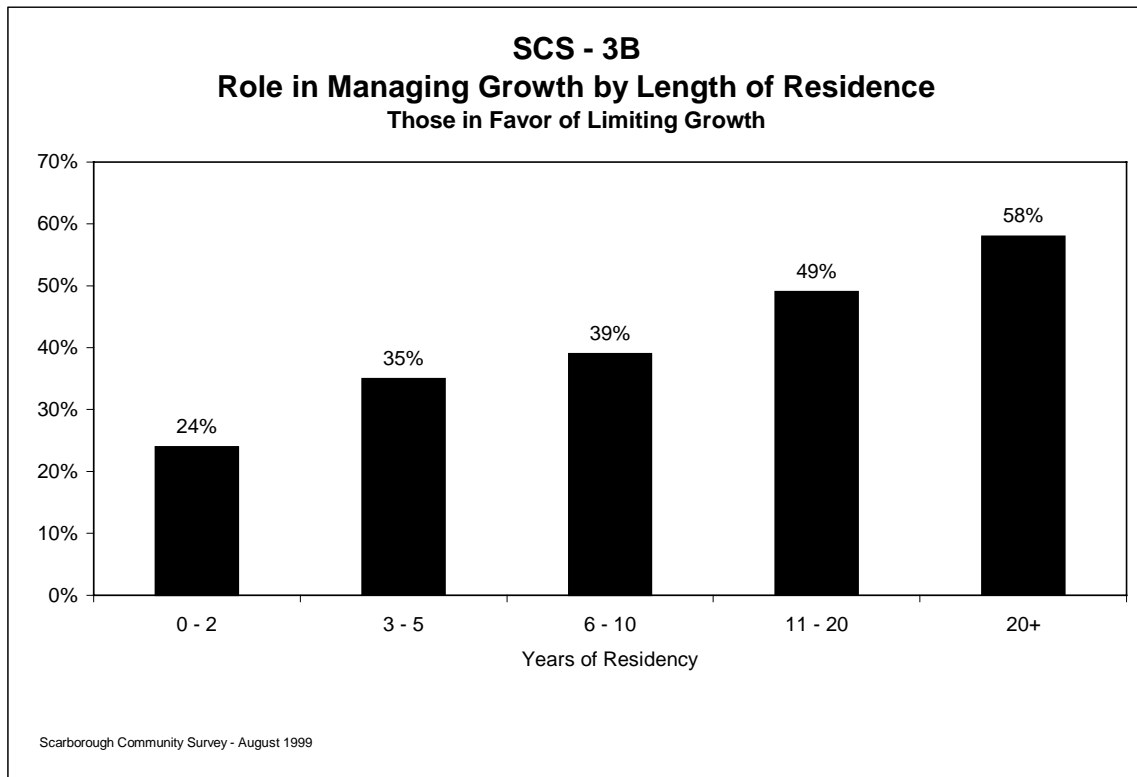
Demographic Differences:

Younger citizens, those younger than 35 years of age, are less likely to say that the town should limit growth (33%), then those 35 years of age and older (47%).

Residents with a high school education or less are more likely to say that the town should limit growth (51%) than residents with some college a college or a graduate school education (42%).

Residents with incomes of less than \$75,000 are more likely to say that the town should limit growth (46%) than residents with incomes of greater than \$75,000 a year (39%).

Support for limiting growth increases with length of residence.



Survey Question:

With respect to future residential growth in Scarborough, do you think that,

- (1) The Town should do everything possible to limit the amount of its new residential development;
- (2) The Town should neither encourage nor discourage residential growth, but should be primarily concerned with directing it to appropriate locations;
- (3) The amount of new residential development should be controlled by the real estate market; or
- (4) The Town should actively encourage new residential development?

Residents of Dunstan are the most in favor of limiting growth; residents of Oak Hill, Prouts Neck, and Black Point the least.

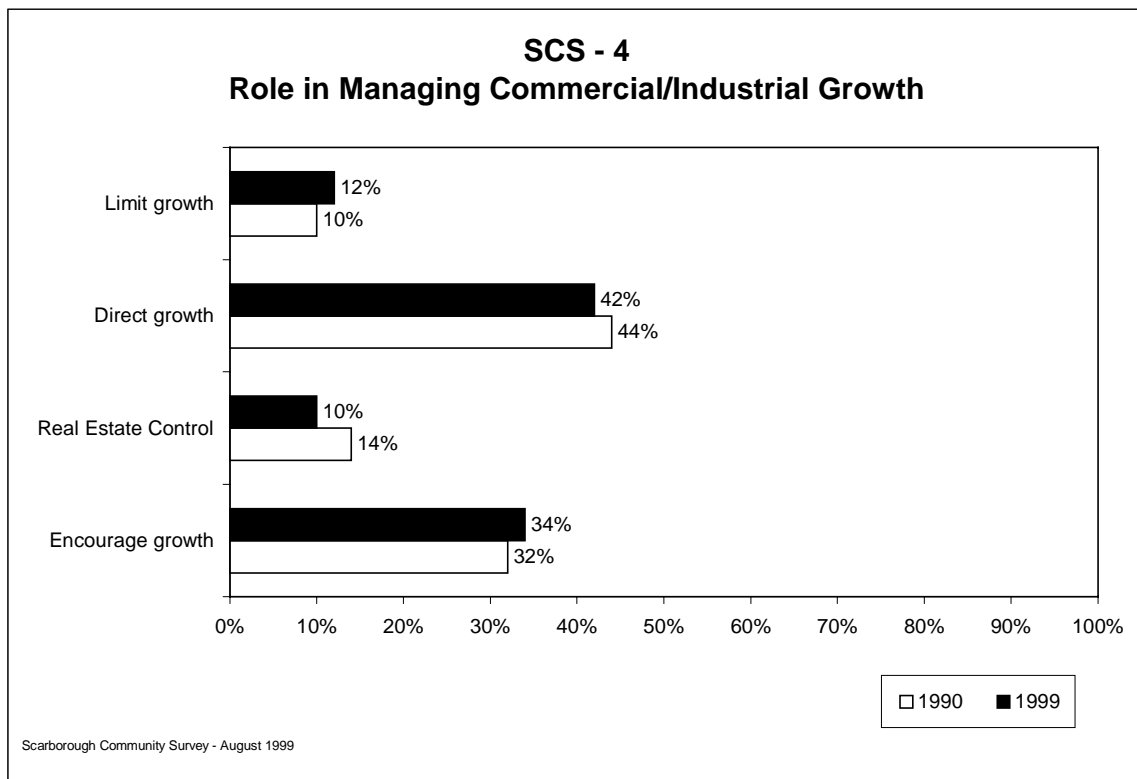
SCS-3C						
Town Role in Residential Growth by Neighborhood						
	1999			1989		
	<u>Direct growth</u>	<u>Limit growth</u>	<u>Total</u>	<u>Direct growth</u>	<u>Limit growth</u>	<u>Total</u>
	(%)	(%)	(%)	(%)	(%)	(%)
Payne Road	44	48	92	44	19	63
Blue Point	49	42	91	32	41	73
West Scarborough	37	53	90	--	--	--
N. Scarborough	40	46	86	48	22	70
Pleasant Hill	44	42	86	40	20	60
Dunstan	26	60	86	36	23	59
Pine Point	39	44	83	62	20	82
Higgins Beach	32	51	83	60	21	81
Eight Corners	43	40	83	56	23	79
Oak Hill	47	34	81	50	25	75
Black Point	39	36	75	44	46	90
Spurwink	28	44	72	58	20	78
Prouts Neck	37	35	72	50	27	77

Survey Question:

With respect to future residential growth in Scarborough, do you think that,

- (1) The Town should do everything possible to limit the amount of its new residential development;
- (2) The Town should neither encourage nor discourage residential growth, but should be primarily concerned with directing it to appropriate locations;
- (3) The amount of new residential development should be controlled by the real estate market; or
- (4) The Town should actively encourage new residential development?

Views on commercial growth are unchanged from 1990.



Survey Question:

With respect to future business and industrial growth in Scarborough, do you think that:

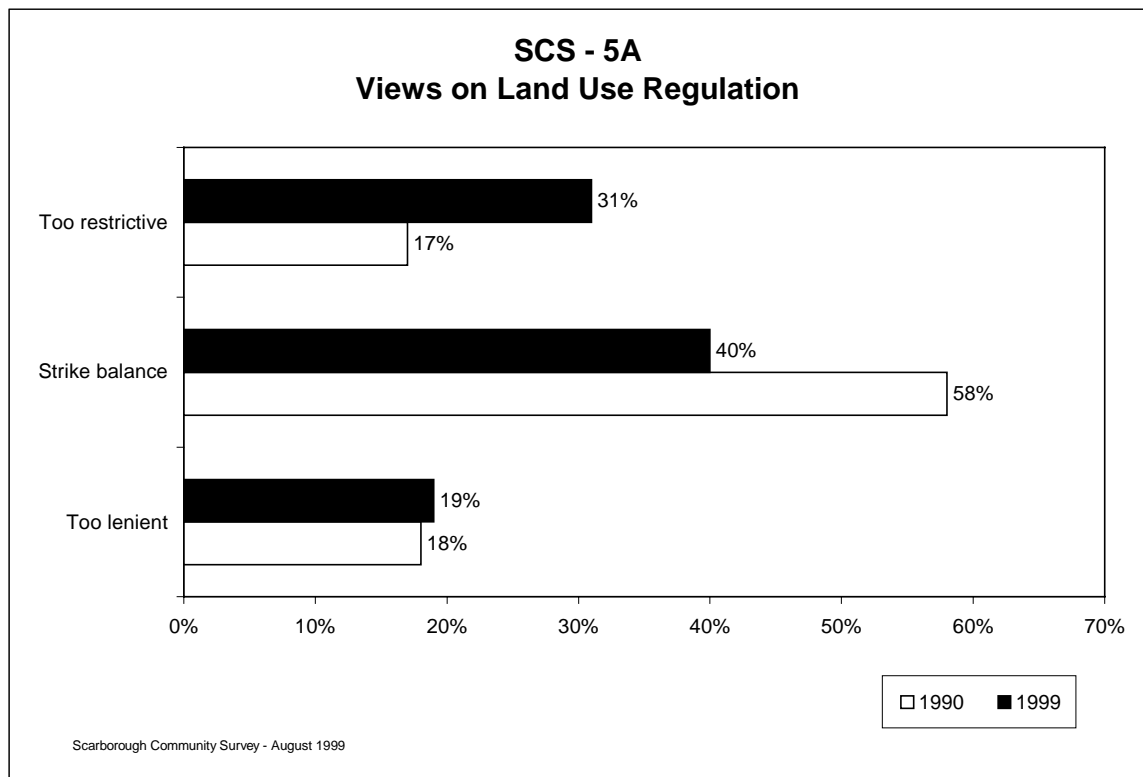
1. The Town should do everything possible to limit the amount of new business and industrial growth;
2. The Town should neither encourage nor discourage business/industrial growth, but should be primarily concerned with directing it to appropriate locations;
3. The amount of new business and industrial development should be controlled by market forces; or
4. The Town should actively encourage new business and industrial development?

Demographic Differences:

Residents who have been in town for more than 20 years are more likely to say that the town should limit commercial growth (16%) than residents who have been in town for less than 20 years (10%).

Residents with a high school education or less are more likely (20%) to say that the town should limit commercial growth than residents with some college, a college, or graduate school education (10%).

Citizens are split in their views on land use regulation.



Survey Question:

Thinking about the Town's land use regulations (such as zoning, subdivision, and site plan review ordinances), would you say that:

- (1) They are too restrictive in telling property owners what they can and cannot do with their land;
- (2) They strike a good balance between the need for regulation and property owners' rights; or
- (3) They are too lenient and do not provide enough protection for the public?

Comments:

There has apparently been an important shift in attitudes towards land use regulation. In 1990, most residents felt that they struck a balance between the rights of property owners and the need for regulation. Now, no one group constitutes a majority, and the group that feels regulations are too restrictive has almost doubled.

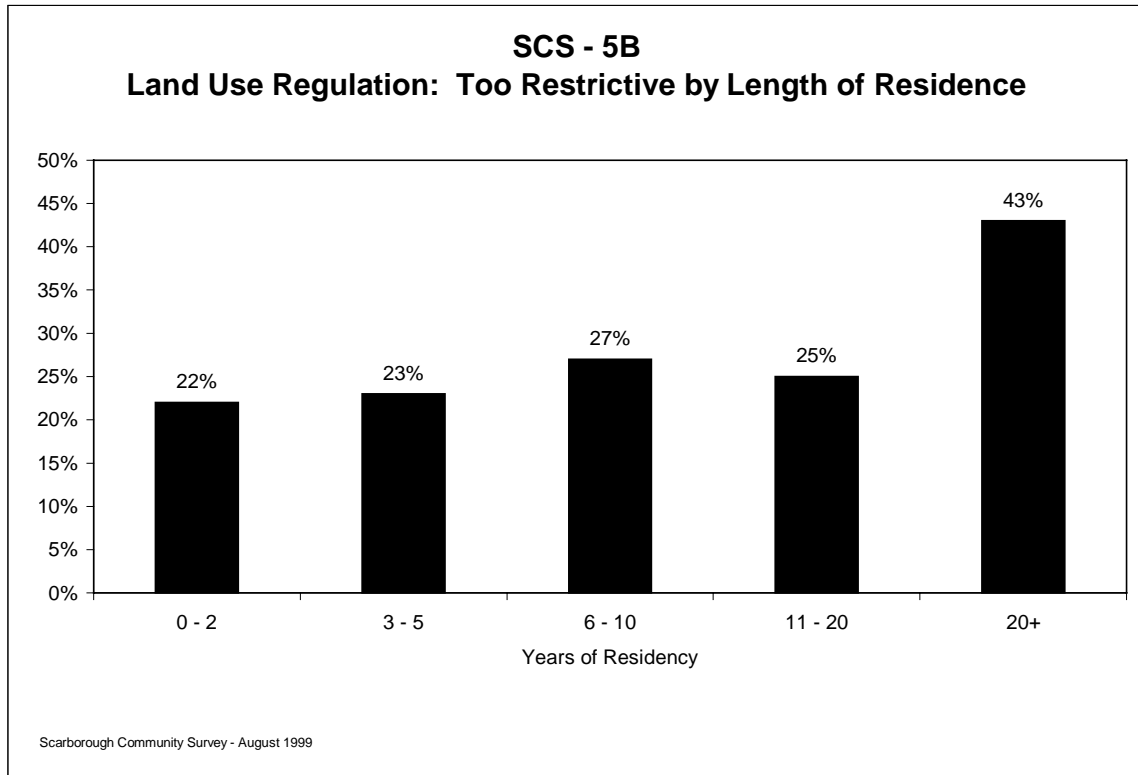
Demographic Differences:

Residents who have been in town for more than 20 years are more likely to say zoning laws are too restrictive (43%) than residents who have been in town for less than 20 years (24%).

Citizens with a high school education or less are much more likely to say laws are too restrictive (50%) than citizens with some college, a college or graduate school education (24%).

Citizens with an income of \$35,000 or less are more likely to say laws are too restrictive (40%) than residents with incomes of greater than \$35,000 (27%).

Longer-term residents are much more likely to say regulation is too restrictive.



Survey Question:

Thinking about the Town's land use regulations (such as zoning, subdivision, and site plan review ordinances), would you say that:

- (1) They are too restrictive in telling property owners what they can and cannot do with their land;
- (2) They strike a good balance between the need for regulation and property owners' rights; or
- (3) They are too lenient and do not provide enough protection for the public?

Residents of West Scarborough, Payne Road and North Scarborough are much more likely to find regulation too restrictive.

SCS-5C				
Land Use Regulations: Too Lenient vs. Too Restrictive				
	1999		1989	
	<u>Too Restrictive</u>	<u>Too Lenient</u>	<u>Too Restrictive</u>	<u>Too Lenient</u>
	(%)	(%)	(%)	(%)
Higgins Beach	23	31	12	28
Spurwink	24	24	15	25
Pine Point	33	24	25	20
Blue Point	19	24	37	12
Prouts Neck	28	21	11	25
Pleasant Hill	29	19	12	15
N. Scarborough	41	19	20	13
Black Point	19	18	11	19
Oak Hill	29	18	16	18
Payne Road	46	15	8	23
Dunstan	40	9	12	16
W. Scarborough	52	9	--	--
Eight Corners	23	7	21	32

Survey Question:

Thinking about the Town's land use regulations (such as zoning, subdivision, and site plan review ordinances), would you say that:

- (1) They are too restrictive in telling property owners what they can and cannot do with their land;
- (2) They strike a good balance between the need for regulation and property owners' rights; or
- (3) They are too lenient and do not provide enough protection for the public?

Citizens' support for preserving and purchasing open space remains unchanged.

SCS-6A						
Citizens' Attitudes:						
Environment and Open Space						
	<u>Total Agree</u> (6,7)		<u>Neutral</u> (3,4,5)		<u>Total Disagree</u> (1,2)	
	<u>1999</u> (%)	<u>1989</u> (%)	<u>1999</u> (%)	<u>1989</u> (%)	<u>1999</u> (%)	<u>1989</u> (%)
Scarborough should adopt a plan for conserving, preserving, and using open space	59	61	32	35	8	5
Town should purchase more land or easements to protect areas of particular scenic beauty or environmental importance.	57	60	30	31	11	8

Survey Question:

Please indicate your **level of agreement** with each of the following statements by circling the number that most closely represents how you feel about it on a scale of 1 to 7, where **one means you strongly disagree** and **seven means you strongly agree**.

Comments:

Responses to these questions indicate that open space preservation through plans for conservation or outright purchase of land or easements remains important to citizens.

Demographic Differences:

Long-term residents are somewhat less likely to agree that the town needs a plan for conserving open space (54% of residents who have been in town for more than 20 years) indicated a 6 or 7) as compared with newer residents (61% of those who have been in town for 20 years or less).

Residents who are new to the town, younger and better educated are more likely to strongly agree that the town should purchase more land or easements. Some 64% of residents who have been in town 5 years or less agreed (6 or 7) as compared with 54% of those residents who have been in town for more than 5 years. Some 63% of residents 44 years of age or younger agreed as compared with 52% of those 45 years of age and older. Some 63% of residents with a college or graduate degree agree as compared with 51% of residents that have a high school education or less or some college.

Almost 60% of citizens believe the town should limit residential permits for residential development.

SCS-6B						
Citizens' Attitudes:						
Land Use and Zoning						
	<u>Total Agree</u> (6,7)		<u>Neutral</u> (3,4,5)		<u>Total Disagree</u> (1,2)	
	<u>1999</u> (%)	<u>1989</u> (%)	<u>1999</u> (%)	<u>1989</u> (%)	<u>1999</u> (%)	<u>1989</u> (%)
Special development controls should be established to maintain the character of Scarborough marshes.	73	78	20	18	5	3
The Town should limit the number of permits issued for new residential development each year.	59	--	29	--	10	--
Certain parts of Scarborough should be set exclusively for office parks or other commercial developments.	56	56	32	35	12	9
The Town does an adequate job of enforcing its present land use regulation.	16	23	64	65	11	11

Survey Question:

Please indicate your **level of agreement** with each of the following statements by circling the number that most closely represents how you feel about it on a scale of 1 to 7, where **one means you strongly disagree** and **seven means you strongly agree**.

Comments:

The number of Scarborough residents who agree that the town should limit residential growth out numbers those who disagree by a ratio of 4.5 to 1, indicating very strong support for this idea.

The continuing support for controls to maintain the character of Scarborough's marshes is consistent with support for open space and protection of areas of scenic beauty.

Assessment of the town's effectiveness in enforcing regulation remains essentially unchanged.

Demographic Differences:

There is broad agreement among all demographic groups about the desirability for preservation of Scarborough's marshes.

In general, limiting permits for residential development has consistent support among all age and income groups.

Residents who are between 55 and 64 year of age (21%), residents with a high school education or less (25%) and residents with incomes \$35,000 or less (22%) are more likely to strongly disagree (1 or 2) that certain parts of Scarborough should be set aside for commercial development than the population as a whole (15%).

Residents with a high school education or less (51%) and residents with incomes \$35,000 or less (47%) are more likely to strongly agree (6 or 7) that the town does an adequate job of enforcing land use regulations than the population as a whole (39%).

Citizens are supportive of quality education but many are reluctant to invest in schools.

SCS-6C						
Citizens' Attitudes:						
Education						
	<u>Total Agree</u> (6,7)		<u>Neutral</u> (3,4,5)		<u>Total Disagree</u> (1,2)	
	<u>1999</u> (%)	<u>1989</u> (%)	<u>1999</u> (%)	<u>1989</u> (%)	<u>1999</u> (%)	<u>1989</u> (%)
Scarborough schools should strive to provide the highest quality education.	79	--	16	--	3	--
Extracurricular activities such as sports, music and clubs are an important part of a student's overall education.	72	--	22	--	4	--
Scarborough should strive to keep class sizes small to achieve a quality education.	63	--	28	--	8	--
Scarborough's public schools provide our young people with a quality education.	54	38	35	45	6	15
To accommodate a growing school population, new schools should be built or old ones expanded instead of having double sessions, year-round schools, or portable classrooms.	54	--	30	--	13	--

Survey Question:

Please indicate your **level of agreement** with each of the following statements by circling the number that most closely represents how you feel about it on a scale of 1 to 7, where **one means you strongly disagree** and **seven means you strongly agree**.

Comments:

Agreement on the desirability of providing a quality education is among the highest of all questions asked.

However, only a slight majority strongly agrees (6 or 7 on a 7-point scale) that the schools are currently providing a quality education.

Citizens clearly see the value of extra curricular activities with 72% agreeing (6 or 7) that these are important.

Reducing class size is seen by almost two-thirds (63%) of citizens as a way to achieve a quality education.

Some 54% of citizens favor new construction or renovation of schools over alternatives. Those that strongly disagree (1 or 2) with this are out numbered by those that strongly agree by a ratio of 4.5 to 1.

Demographic Differences:

Newer residents of Scarborough and those less than 44 years old are more likely to say Scarborough should provide the highest quality education. Some 91% of residents that have been in town 5 years or less strongly agreed (6 or 7) as compared with 74% of those who have been in town more than five years. Some 88% of residents 44 years of age and less strongly agreed (6 or 7) as compared with 72% of those 45 years of age and older.

Residents 44 years of age and younger are more likely to say that extra curricular activities are very important (80%, 6 or 7) than residents 45 years of age and older (66%).

Residents 44 years of age and younger are more likely to agree that class sizes should be small (73%, 6 or 7) than residents 45 years of age and older (55%).

Agreement that schools provide a quality education was relatively consistent among all groups.

Residents that have been in town 20 years or more are much less likely to support building new schools (38%, 6 or 7) than the population as a whole (54%). Residents 44 years of age or younger are more likely to support building schools (71%) than residents 45 years of age and older (41%). Residents with a college degree or graduate school education are more likely (61%) to support building schools than residents with a high school education or less or with some college (47%). Support for building schools also increases with income.

Residents support efforts to preserve community character.

SCS-6D						
Citizens' Attitudes:						
Community Character						
	<u>Total Agree</u> (6,7)		<u>Neutral</u> (3,4,5)		<u>Total Disagree</u> (1,2)	
	<u>1999</u> (%)	<u>1989</u> (%)	<u>1999</u> (%)	<u>1989</u> (%)	<u>1999</u> (%)	<u>1989</u> (%)
Commercial properties should be required to conform to landscape and architectural standards that are consistent with a small town atmosphere.	64	--	29	--	6	--
The Town should enact ordinances and zoning to preserve historic buildings, landmarks, and areas.	57	66	36	30	6	4
The Town should do all it can to discourage strip-mall type development.	53	--	34	--	11	--

Survey Question:

Please indicate your **level of agreement** with each of the following statements by circling the number that most closely represents how you feel about it on a scale of 1 to 7, where **one means you strongly disagree** and **seven means you strongly agree**.

Comments:

The agreement (and lack of significant disagreement) to these questions demonstrates strong support for efforts to preserve community character. The similarity of responses to the one question asked in 1990 on preservation on historic buildings and areas suggests that views have not changed much from the earlier survey.

Citizens support efforts to discourage strip mall type development but not at the same levels as they agree on other issues.

Demographic Differences:

Newer residents (52% of those who have been in town 2 years or less gave a 6 or 7) and younger residents (48% of those younger than 35 years of age) are less likely to say commercial properties should conform to architectural standards than residents as a whole (64%)

Support for zoning to protect historic buildings and landmarks is relatively consistent across all groups.

Agreement that the town should discourage strip mall type development was consistent across demographic groups.

Affordable housing is not very important to citizens.

SCS-6E						
Citizens' Attitudes:						
Affordable Housing						
	<u>Total Agree</u> (6,7)		<u>Neutral</u> (3,4,5)		<u>Total Disagree</u> (1,2)	
	<u>1999</u> (%)	<u>1989</u> (%)	<u>1999</u> (%)	<u>1989</u> (%)	<u>1999</u> (%)	<u>1989</u> (%)
Scarborough should have housing that promotes an economically diverse population.	49	42	39	46	11	11

Survey Question:

Please indicate your **level of agreement** with each of the following statements by circling the number that most closely represents how you feel about it on a scale of 1 to 7, where **one means you *strongly disagree*** and **seven means you *strongly agree***.

Comments:

Few citizens appear to be supportive of affordable housing efforts, and agreement on the need for affordable housing increased only slightly from 1990.

Demographic Differences:

The level of agreement that Scarborough should have housing that promotes an economically diverse population was relatively consistent across demographic groups.

Residents' support charging fees to pay for public improvements.

SCS-6F						
Citizens' Attitudes:						
Paying for Public Improvements						
	<u>Total Agree</u> (6,7)		<u>Neutral</u> (3,4,5)		<u>Total Disagree</u> (1,2)	
	<u>1999</u> (%)	<u>1989</u> (%)	<u>1999</u> (%)	<u>1989</u> (%)	<u>1999</u> (%)	<u>1989</u> (%)
New development should be charged an additional fee to help defray cost for related public improvements such as sewers, roads and schools.	67	50	24	40	8	10
Pay per use fees are a good way to allocate the cost of services.	40	--	44	--	12	--
Property taxes should be used to extend sewer lines to new areas.	19	27	41	39	37	33

Survey Question:

Please indicate your **level of agreement** with each of the following statements by circling the number that most closely represents how you feel about it on a scale of 1 to 7, where **one means you strongly disagree** and **seven means you strongly agree**.

Comments:

Support for a fee paid by new development has increased since 1990. The number of residents that are neutral in the idea has decreased.

Fewer citizens now support use of property taxes to extend sewer lines in 1990, 27% of respondents supported this idea, in 1999, this declined to 19%. This is one of the lowest levels of support of all questions in the series.

Residents are clearly split on charging pay-per-use fees as a way to allocate the cost of services. Most citizens appear not to have strong views on the topic.

Demographic Differences:

Charging a fee to defray the costs of sewers, roads and schools is somewhat less likely to be supported by residents that have been here for 2 years or less (65%, 6 or 7) and residents younger than 35 years of age (67%) than residents as a whole (80%). Otherwise these fees have generally consistent support across demographic groups.

Agreement and disagreement with pay-per-use fees was consistent among all groups.

Residents who have been in town for 2 years or less and residents who have incomes between \$75,000 and \$100,000 are more likely to agree that sewer lines should be extended to new areas (32% and 26%, 6 or 7) than the population as a whole(19%).

Despite a strong economy, support for economic development remains strong.

SCS-6G						
Citizens' Attitudes:						
Business Development						
	<u>Total Agree</u> (6,7)		<u>Neutral</u> (3,4,5)		<u>Total Disagree</u> (1,2)	
	<u>1999</u> (%)	<u>1989</u> (%)	<u>1999</u> (%)	<u>1989</u> (%)	<u>1999</u> (%)	<u>1989</u> (%)
There is continuing need for Scarborough to encourage actively the creation of new jobs.	45	52	43	38	8	9

Survey Question:

Please indicate your **level of agreement** with each of the following statements by circling the number that most closely represents how you feel about it on a scale of 1 to 7, where **one means you *strongly disagree*** and **seven means you *strongly agree***.

Comments:

Support for economic development has remained strong and essentially unchanged since 1990, but at levels that suggest it is important but not a top issue.

Demographic Differences:

Encouraging the creation of new jobs has consistent support across demographic groups.

Citizens are split in their views on fairness of taxes.

SCS-6H			
Citizens' Attitudes:			
Municipal Government			
	1999		
	<u>Total Agree</u> (6,7) (%)	<u>Neutral</u> (3,4,5) (%)	<u>Total Disagree</u> (1,2) (%)
Town officials should plan for future growth when planning for facilities.	74	22	4
Relative to school and municipal services provided, taxes in Scarborough are fair.	23	50	25
Relative to other Maine communities, taxes in Scarborough are fair.	17	45	35
Scarborough's local elected and appointed municipal and school officials are responsive to citizens' concerns.	15	56	21

Survey Question:

Please indicate your **level of agreement** with each of the following statements by circling the number that most closely represents how you feel about it on a scale of 1 to 7, where **one means you strongly disagree** and **seven means you strongly agree**.

Comments:

Residents are clearly split on the responsiveness of officials to citizens concerns. A nearly equal percentage strongly agree (6 and 7 on a 7-point scale) as disagree (1 and 2). Most residents are in the middle indicating that this is not an issue or they have no strong opinion (or experience) with the issue.

Citizens strongly support looking ahead at future needs when planning for facilities.

On the subject of taxes, a small number of residents feel that taxes are fair relative to services provided or relative to other communities. Agreement on these questions is among the lowest in the series. However, in both cases the largest group of respondents is in the middle indicating that this is not a major issue or that they do not have strong opinions on the matter.

Demographic Differences:

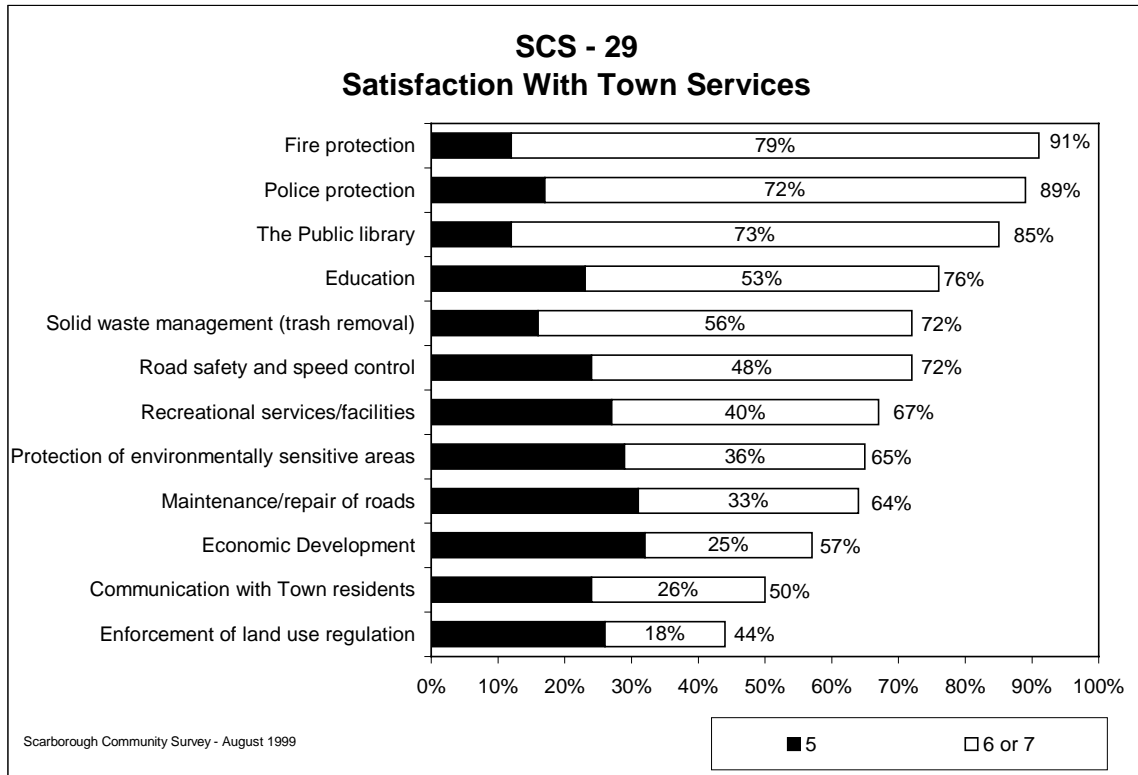
Residents consistently agree that town officials should plan for growth.

Longer-term residents are more likely to strongly disagree (1 or 2) that taxes are fair relative to other communities (40% of residents that have been in town 11 years or more) as compared with newer residents (28% of those that have been in town for 10 years or less).

Disagreement that taxes are fair relative to services provided is relatively consistent among all groups. Only residents who have been in town for 2 years or less are less likely to strongly disagree (23%, 1 or 2) than residents as a whole (35%).

Residents who have been in town for 5 years or less are more likely to strongly agree that officials are responsive (21%, 6 or 7) than residents who have been in town for more than 5 years (10%).

Fire, Police, and the Library are town services with the highest satisfaction levels.



Survey Question:

Please rate your **overall satisfaction** with each of the following public services on a scale of 1 to 7, where **one means you are very dissatisfied** with the way the service is being provided and **seven means you are very satisfied** with the way it is provided.

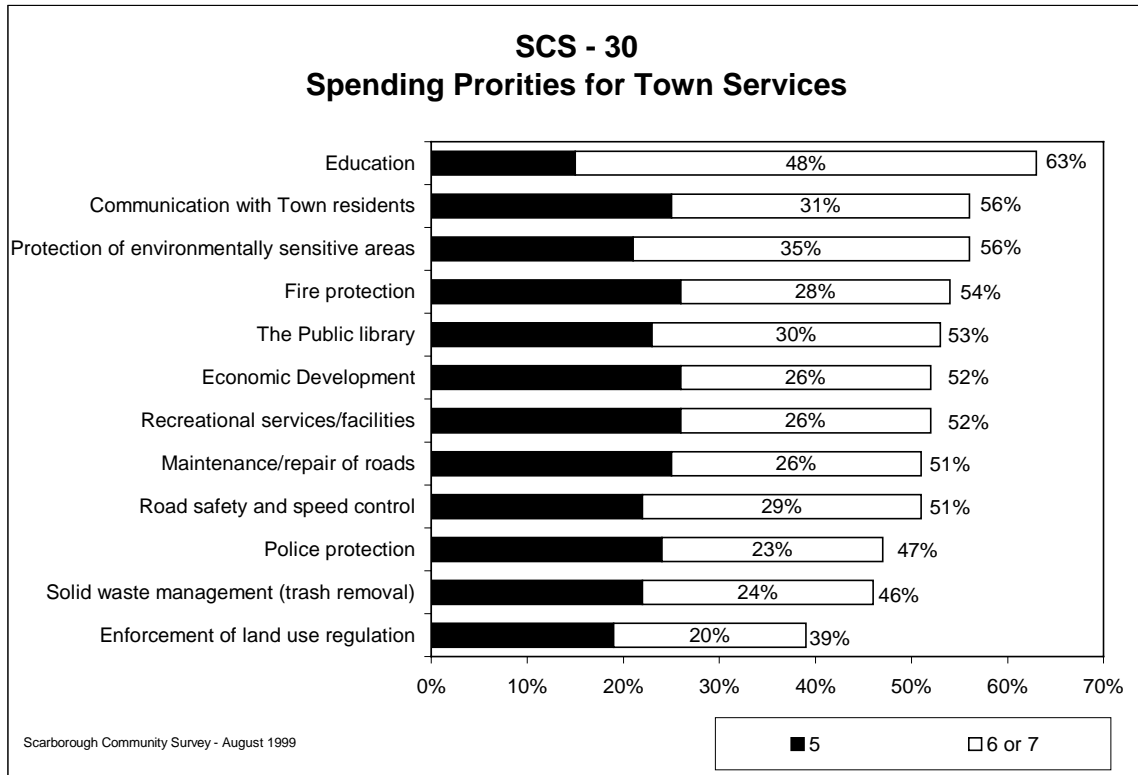
Comments:

About three out of four citizens give top marks (6 or 7 on a 7-point scale) to the Fire Department, the Police Department and the Library. Education, Solid Waste Management, and speed control received top marks (6 or 7) from about half the citizens.

Demographic Differences:

Responses to satisfaction with services did not vary significantly across demographic groups for most town services. Residents new to Scarborough, those who have been in town for two years or less appeared to rate town services higher than residents who have been in town longer.

Education, communication, and protection of environmentally sensitive areas are the top priorities for increased spending.



Survey Question:

Next, we'd like you to consider the **level of spending** on current municipal projects and services. Please rate each service on a scale of 1 to 7, where **one means that you think the service warrants decreasing spending** and **seven means spending should be increased**.

Comments:

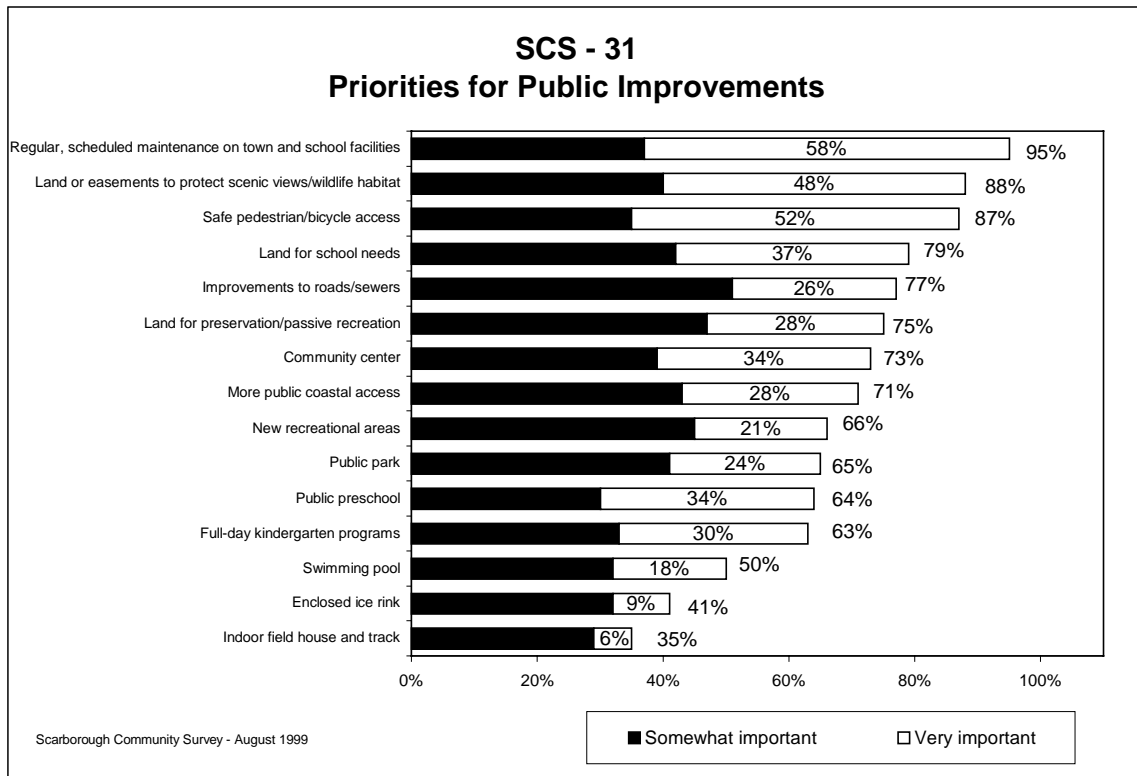
Education stood out as the highest priority for increased spending with 48% of citizens indicating (6 or 7, on a 7-point scale) that this warranted increased spending. Communication with town residents, The Public Library, protection of environmentally sensitive areas was the only other service to rise to 35% (6 or 7 on a 7-point scale).

All other services were ranked (6 or 7, on a 7-point scale) as priorities of between 20% and 31% a relatively narrow band that would seem to indicate that none of these are clear priorities for increased spending.

Demographic Differences:

With respect to spending on education, residents who have been in town for 5 years or less, residents younger than 35 years of age, and residents with a high school education or less tend to be more supportive of increasing spending (67%, 71%, and 61%, 6 or 7) than the whole population (48%).

Easements to protect scenic views and wildlife habitat and regular maintenance of town facilities top priorities for spending.



Survey Question:

Now we'd like you to consider other ***potential priorities for spending***. The following is a list of public improvements and services which could be undertaken by the Town. For each improvement, please indicate if you feel that improvement is ***not important (1)***, ***somewhat important (2)*** or ***very important (3)***, by circling the number in the appropriate column.

Comments:

Some 95% of citizens say regular scheduled maintenance on town and school facilities is somewhat or very important and 88% of citizens say that land easements to protect scenic views or wild life habitat is somewhat or very important. Safe pedestrian and bicycle access is somewhat or very important to 87% of citizens.

In the next tier of importance are opportunities including land for school needs with 79% of citizens identifying this as a somewhat or very important priority. Improvements to roads and sewers to support commercial and industrial development with 77%, a community

center with 73%, land for preservation or passive recreation (75%), and more public coastal access at (71%).

Demographic Differences:

Regular maintenance is supported widely among demographic groups. Newer residents (70% of those who have been in town for two years or less) are more likely to indicate that regular maintenance is very important as compared with residents overall (48%).

Purchasing land to protect scenic views and wildlife is a higher priority for newer residents (60% of those who have been in town two years or less, indicate very important) than the residents overall at (48%).

Safe pedestrian and bicycle access is seen to be very important by newer residents (59% of those who have been in town for five years or less), younger residents (63% of residents younger than 35 years of age), residents with a high school education or less (61%) and residents with incomes below \$35,000 (58%) as compared with residents as a whole (52%).

Purchasing of land for future school needs is more frequently seen as very important by newer residents (51% of those who have been in town for five years or less) and younger residents (54% of those 44 years of age and younger) as compared with all residents (37%).

Improvements in roads and sewers to support commercial development is seen to be “not important” by residents who have been in town between 11 and 20 years (32%), and residents who have been in town for more than 20 years (27%) and residents with incomes \$35,000 or less (27%) than residents as a whole (22%).

Purchasing underdeveloped land for preservation or passive recreation is more likely to be seen as unimportant by longer-term residents (37% of those who have been in town for more than 20 years) and older residents (33% of those 55 years of age and older) than residents as a whole (25%).

A community center is more likely to be seen as very important by older residents (40% of those 65 years of age and older), residents with a high school education or less (44%) and residents with incomes below \$50,000 (40%) as compared with all residents (34%).

Provisions for more public coastal access was more important for newer residents (40% of those who have been in town for two years and less) and residents who have been in town between 11 and 20 years (37%) than all residents (28%).

Creation of recreation areas is seen to be very important by newer residents (31% of residents who have been in town for five years or less) and younger residents (31% of residents who are 44 years of age and younger) as compared with all residents (21%).

Creation of a public park is more likely to be seen as not important by longer-term residents (44% of those who have been in town more than 20 years) and older residents (44% of those between 55 and 64 years of age) as compared with all residents (34%).

Offering a public pre-school program is seen to be more important by younger residents (65% of those who are 35 years of age and younger) and newer residents (47% of those who have been in town two years or less) and 45% of those who have been in town between 3 and 5 years as compared with 34% for the entire population.

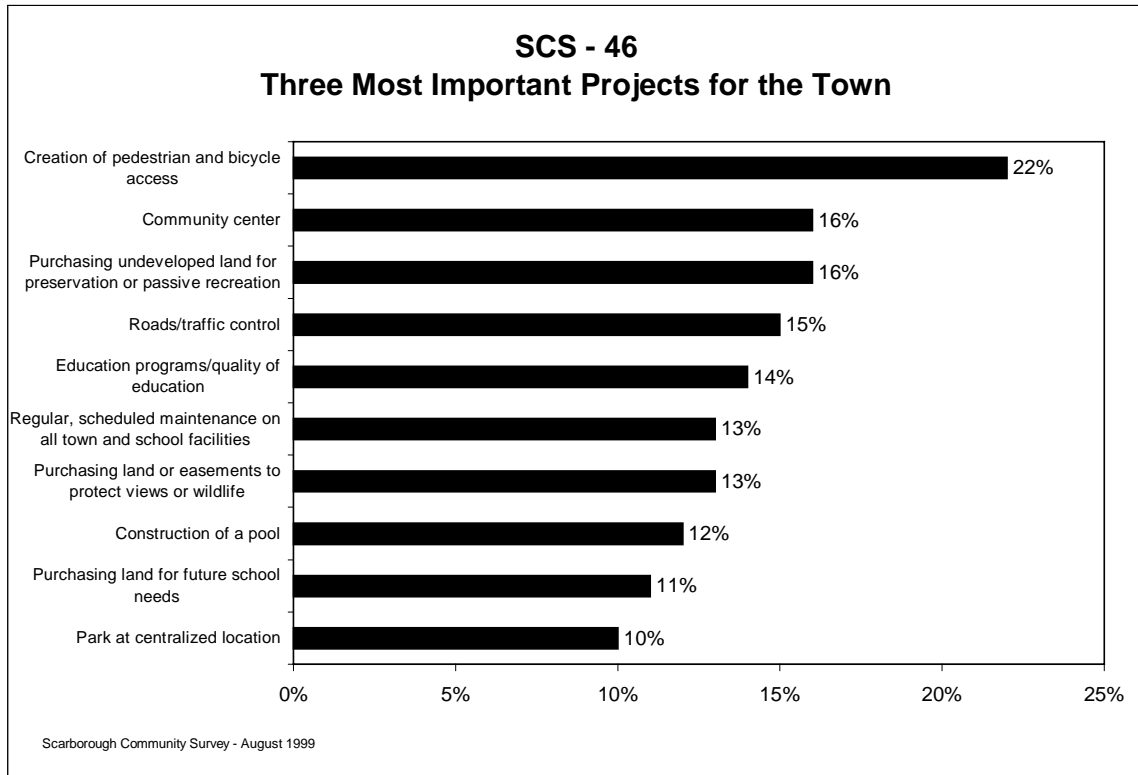
Full-day kindergarten programs is seen as very important by younger residents (51% of those younger than 35 years of age) and newer residents (39% of those who have been in town for five years or less) as compared with all residents (30%).

Construction of a public swimming pool is seen as very important by 33% of residents between 35 and 44 years of age as compared with the residents overall at 18%.

Construction of an ice rink is seen to be most important by newer residents (15% of those who have been in town for two years or less) and younger residents (16% of those who are 35 years of age and younger) as compared with residents as a whole (9%). Conversely older residents are more likely to see the rink as unimportant.

Creation of an indoor field house is seen as not important relatively consistently across demographic groups.

The top write-in priority is for safe pedestrian and bicycle access along major roads.



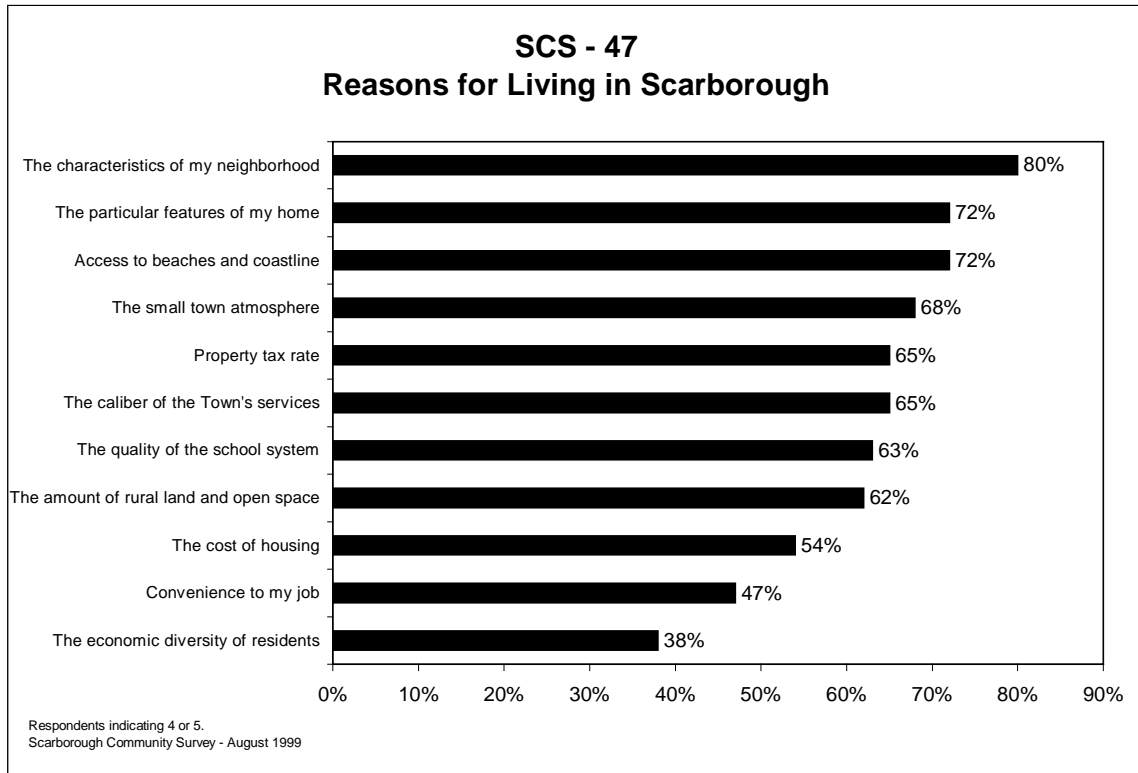
Survey Question:

From the above list of possible improvements, as well as others in which you may be interested, please list, in order of priority, the three projects, which you feel are most important for the Town.

Comments:

When given the opportunity to identify the three most important projects - creation of pedestrian and bicycle access was mentioned most frequently by 22% of citizens.

Rural land, open space, and a small town atmosphere are important reasons to live in Scarborough.



Survey Question:

Please tell us how important each of the following factors are in your decision to move to or continue to live in Scarborough. Please rate each factor by circling a number from 1 to 5 where **one means not at all important** and **five means very important**.

Comments:

It is probably not surprising that the characteristics of the neighborhood lead the reasons for living in Scarborough.

Residents also see the features of a home, access to the coast as top reasons for living in Scarborough.

The tax rate and the caliber of town services, and the education system are also important reasons to live in town.

Town character, including the amount of open space as well as the small town atmosphere, are more important to residents than convenience to the place of employment and the cost of housing.

Demographic Differences:

The characteristics of a neighborhood are important across all demographic groups.

The features of a particular home tend to be more important to newer residents (79% of residents who have been in town for 5 years or less rated this 4 or 5) than longer-term residents (69%).

Access to beaches and the coastline is rated as important by newer residents (81% of those who have been in town for 2 years or less) and higher income residents (83% of those whose incomes is between \$75,000 and \$100,000) as compared with all residents (72%).

The small town atmosphere is somewhat more frequently cited by residents who have been in town between 11 and 20 years (76%) than residents as a whole (68%).

The importance of property tax tends to decrease somewhat as income increases. Some 71% of those who have incomes below \$50,000 say the property tax rate is very important (4 and 5) as compared with 56% of those with incomes of \$50,000 and above.

There was little difference in assessment of importance of the caliber of the town's services among demographic groups.

The quality of schools is more frequently seen as important by newer residents (73% of those who have been in town for five years or less), younger residents (78% of those who are 44 years of age and younger), and residents with a high school education or less (71%) than the residents as a whole (63%).

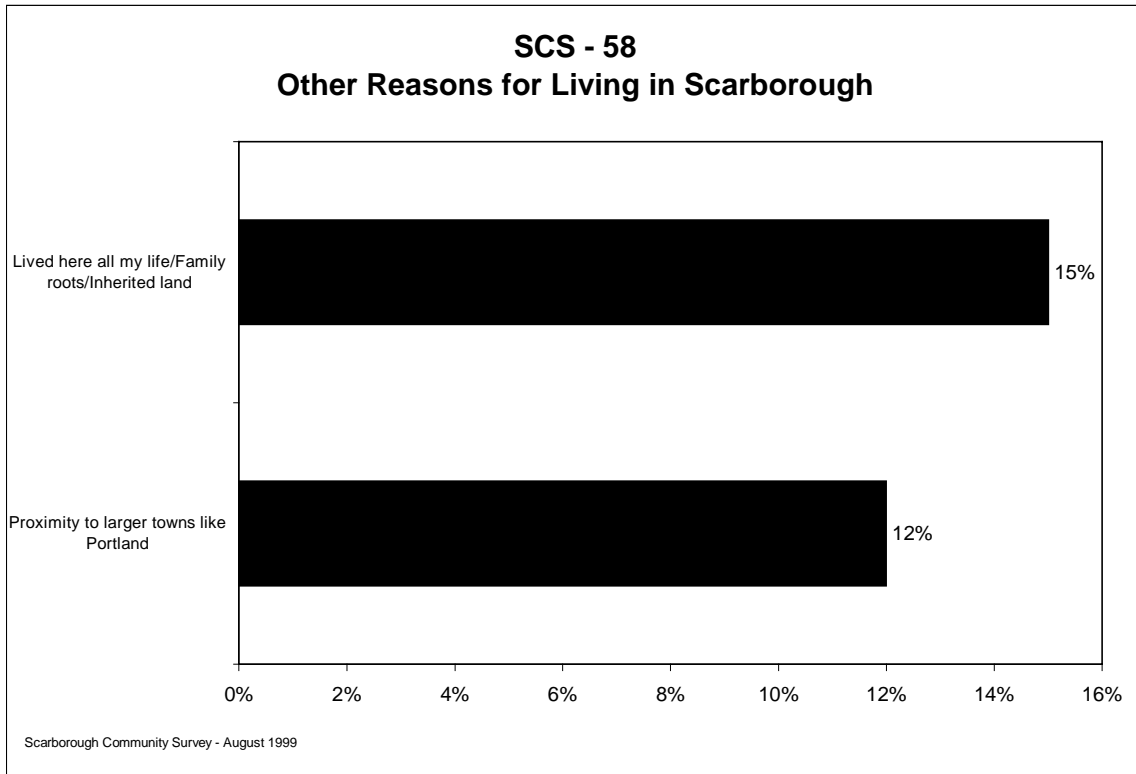
The amount of rural land and open space was somewhat more frequently cited as very important (4 and 5) by residents who have been in town for 2 years or less (70%) as compared with residents as a whole (62%).

The cost of housing in Scarborough was more likely to be cited as important by newer residents (62% of residents who have been in town for 2 years or less), younger residents (60% of those younger than 35 years old), residents with incomes of \$35,000 or less (68%) and residents with a high school education or less (67%) than residents as a whole (54%).

Convenience to jobs is more frequently seen as important by newer residents (60% of residents who have been in town for 5 years or less) and younger residents (58% of residents younger than 35 years of age) than residents as a whole (47%).

The economic diversity of residents tends to be more important to older residents (49% of residents 55 years of age and older rated this 4 or 5), residents with a high school education or less (51%) and residents with incomes of \$35,000 or less as compared with all residents or Scarborough (38%).

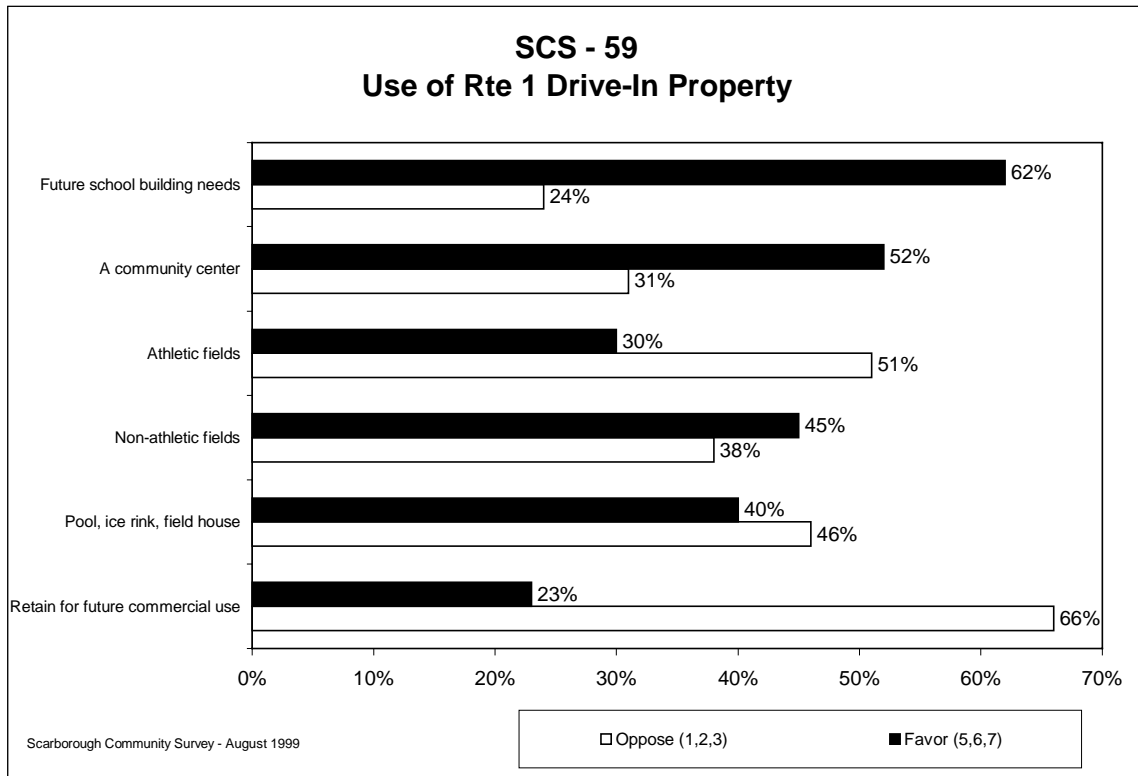
Family roots is also an important reason to live in Scarborough.



Survey Question:

Please describe any other factors that have strongly influenced your decision to live in Scarborough.

Future school building needs and a community center stands out as a potential uses of the Route One drive-in property.



Survey Question:

Regarding the Drive-in property on Route 1 which was purchased by the Town for future use, please indicate your level of support for potential uses of the property by circling the number that most closely represents how you feel, where **one means strongly oppose** and **seven means strongly support** a potential use.

Comments:

Future school building needs has the most support with 62% in favor (5,6 or 7 on a 7-point scale) and the fewest opposed at 24% (1,2 or 3).

A community center is next with 52% in support and 31% opposed.

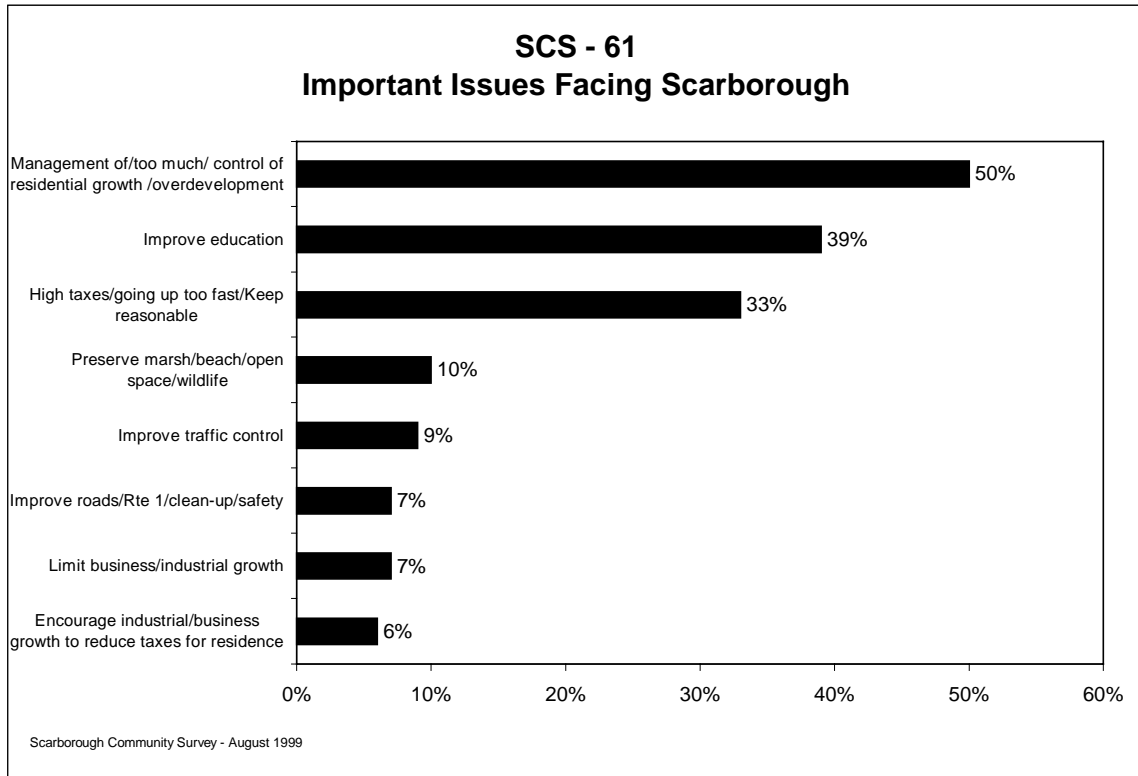
All other options have high levels of citizen opposition.

Demographic Differences:

Use of the Route 1 property for future school building needs tends to have stronger support among newer residents (74% of residents who have been in town for 5 years or less rated this 5, 6 or 7) as compared with longer-term residents (57%). Younger residents also supported this use more often (71% of those 44 years of age and younger) as compared with older residents (55%).

Use of the property for community center enjoys consistent support across age, education and income groups. However, longer-term residents are less likely to support this use (42% of residents who have been in town for more than 20 years) as compared with all residents(52%).

Growth, education and taxes top most important issues.



Survey Question:

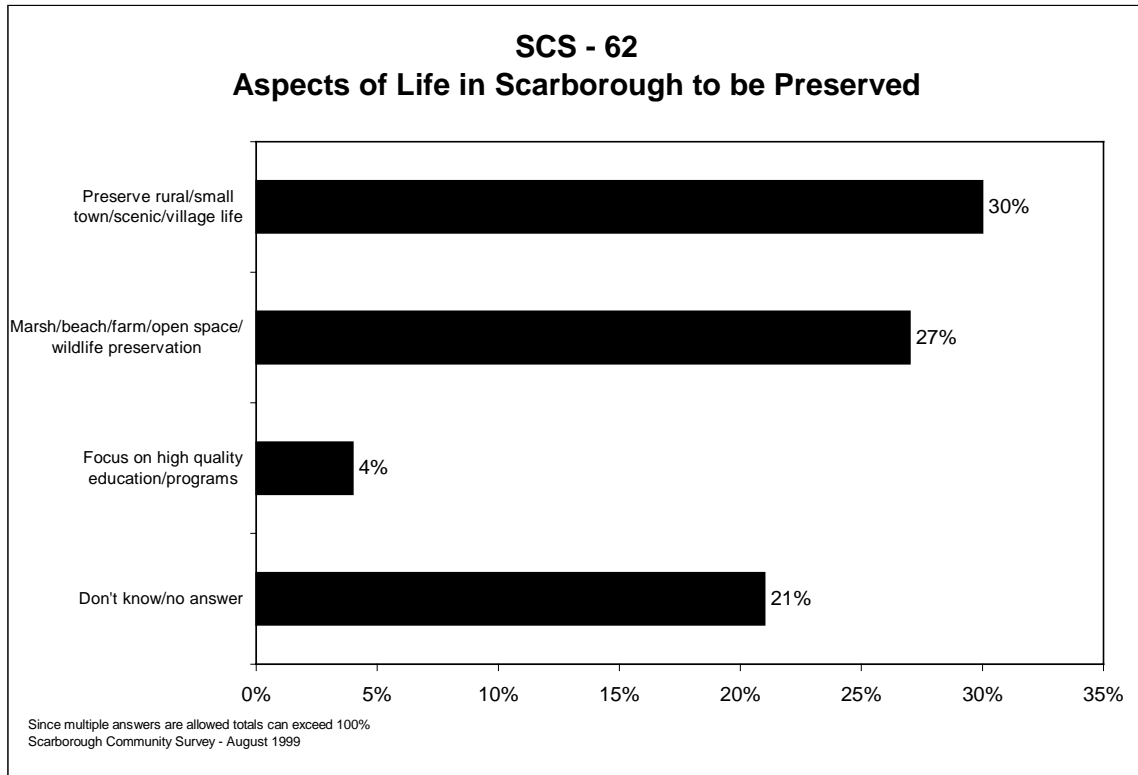
In the spaces below, please list the three most important issues facing Scarborough. Please be as specific as possible.

Comments:

All the issues concerning growth, the management of it, over management and over development rated as top priorities by half of all respondents to the survey.

About one-third of all respondents say “improving education” or “high taxes” were top priorities.

Community character is the top priority for aspects of Scarborough life to be preserved.



Survey Question:

Please describe the one thing or aspect of life in Scarborough that you would most like to see preserved as the Town grows and changes over the next five to ten years.

Comments:

This open-ended question confirms the importance of preservation of open space and rural life in the minds of citizens. Preservation and control of growth were top issues for about a third of all responses.

Surprisingly, 21% of respondents had no comment on this question.