



TOWN OF
SCARBOROUGH, MAINE

2021 COMMUNITY SURVEY

Findings Report

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Presented To
TOWN OF SCARBOROUGH,
MAINE

DECEMBER 2021



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Executive Summary

Town of Scarborough Community Survey (2021)

Purpose and Methodology



Purpose

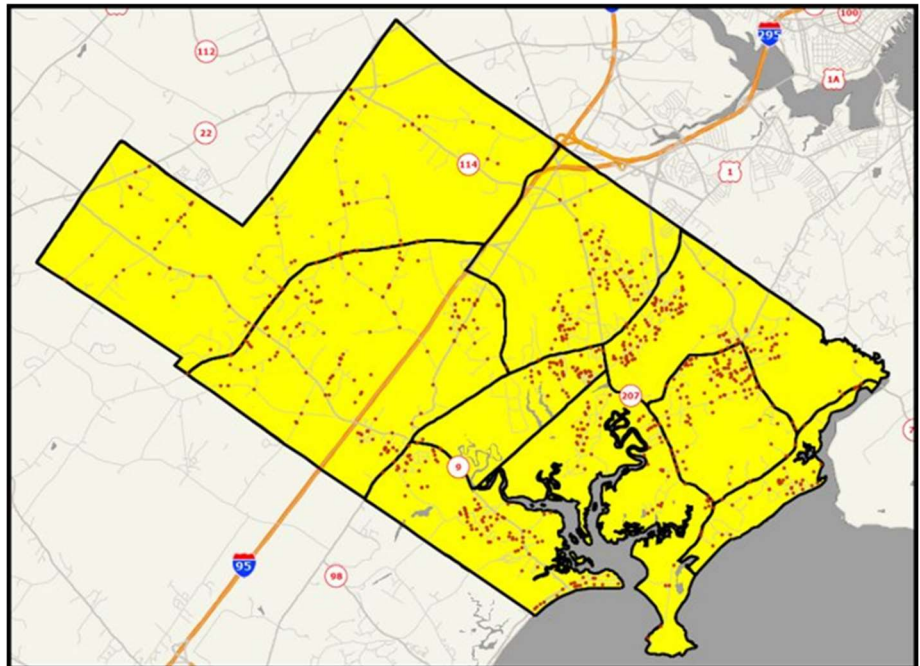
ETC Institute administered a community survey to residents of Scarborough, Maine. The Town last conducted a community survey eleven years ago. Therefore, the purpose of the survey was to better understand resident satisfaction with Town services, which services are most important to them, and to get insight on topics that may be concerning residents. Information compiled from this survey will be used by leaders to better serve and help the community, by helping leaders to focus on topics that best reflect the needs community.

Methodology

The survey instrument, cover letter, and postage paid return envelope were mailed to a random sample of households in the Town. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. At the end of the online survey, residents were asked to enter their home address. This was done to ensure that only responses from residents who were part of the random sample were included in the final survey database.

Approximately, ten days after the surveys were mailed, ETC Institute sent e-mails/text messages to the households that received the survey to encourage participation. The e-mails/texts contained a link to the online version of the survey to make it easy for residents to complete. To prevent people who were not residents of the Town from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The GIS map to the right shows the location of households that completed a survey (indicated by red dots). The goal was to obtain 600 completed surveys. This goal was far exceeded, with 862 residents completing a survey.



The overall response for the sample of 862 households have a precision of at least +/- 3.2% at the 95% level of confidence.

Town of Scarborough Community Survey (2021)

Purpose and Methodology



This report contains:

- Executive summary of the survey methodology and major findings
- Charts showing the overall results
- Benchmark analysis comparing the Town's results with regional and national averages
- Importance-satisfaction analysis
- Frequency tables that show the results for each question on the survey
- A copy of the cover letter and survey instrument

Major survey findings are on the following pages.

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Major Findings

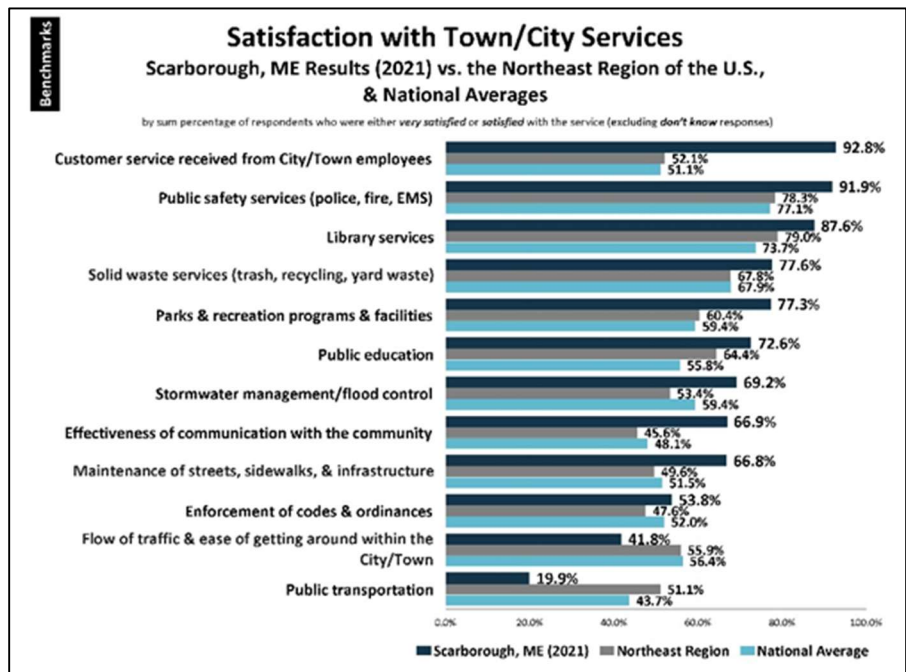
The Town of Scarborough Rates Significantly Higher Than Other Communities in Providing Customer Service to Residents.

- Residents were asked to rate their level of satisfaction with the overall quality of customer service they received from Town employees. Almost all respondents (92.8%) indicated they were either *very satisfied* or *satisfied* with the overall quality of customer service received from Town employees.

- The graph to the right shows how the Town's results compared to regional and national averages for major categories of Town services. Scarborough rates above the regional and national average in 10 of the 12 major categories of Town services. Scarborough rates 47% above the Northeast Regional average and 48% above the National average in providing customer service to residents.

- Most residents that have contacted the Town during the past year have had a very positive experience:

- 93.4% indicated that Town employees are either *always* or *usually* courteous/professional
- 88.6% indicated that Town employees are either *always* or *usually* easy to find to address their request
- 88.3% indicated that Town employees' response time is *always* or *usually* reasonable
- 87.0% indicated that they are *always* or *usually* satisfied with their experience interacting with employees
- 86.6% indicated that they are *always* or *usually* able to get their questions/concerns resolved
- 73.8% indicated that Town employees *always* or *usually* go the extra mile when serving them



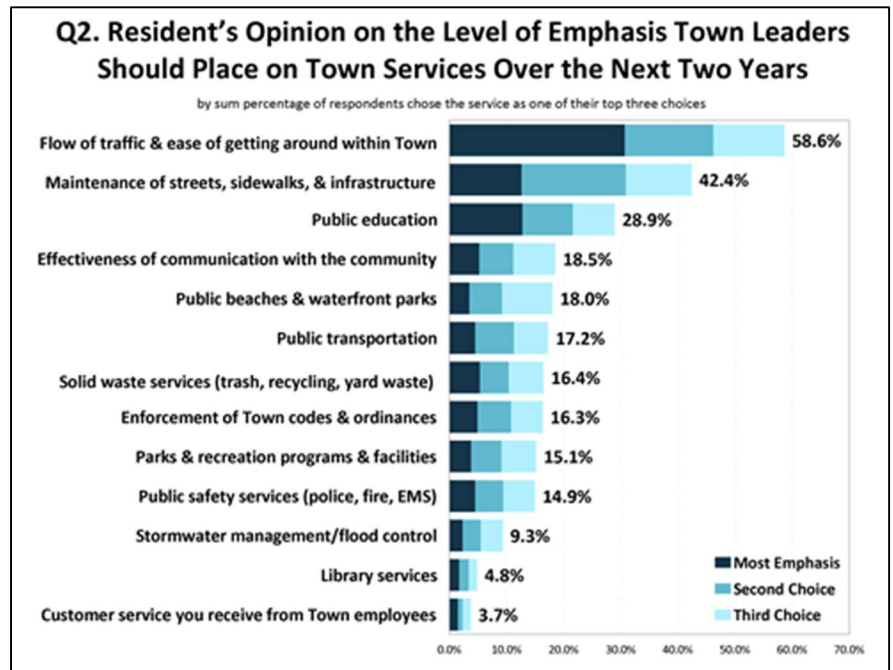
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The Major Categories of Town Services That Residents Feel Town Leaders Should Emphasize the Most Over the Next Two Years Are: (1) the Flow of Traffic and Ease of Getting Around within the Town and (2) the Maintenance of Streets, Sidewalks, and Infrastructure.

- Four of ten (41.8%) residents indicated they were either *very satisfied* or *satisfied* with the flow of traffic and ease of getting around within the Town; 25.1% were neither satisfied or dissatisfied and 33.1% were either *dissatisfied* or *very dissatisfied*.
- Sixty-seven percent (66.8%) of residents indicated they were either *very satisfied* or *satisfied* with the quality of maintenance on Town streets, sidewalks, and infrastructure; 18.2% were neither satisfied or dissatisfied and 14.9% were either *dissatisfied* or *very dissatisfied*.
 - The Town's satisfaction rating of 66.8% is 17.2% higher than the Northeast Region's average of 49.6% and 15.3% higher than the National average of 51.5%.
- Residents were asked to choose three major categories of Town services that they think should receive the most emphasis from leaders over the next two years. Based on the sum of resident's top three choices, the top two major categories of Town services that are most important to residents are listed below and shown in the graph to the right.
 - The flow of traffic and ease of getting around within Town (58.6%)
 - The maintenance of streets, sidewalks, and infrastructure (42.4%)



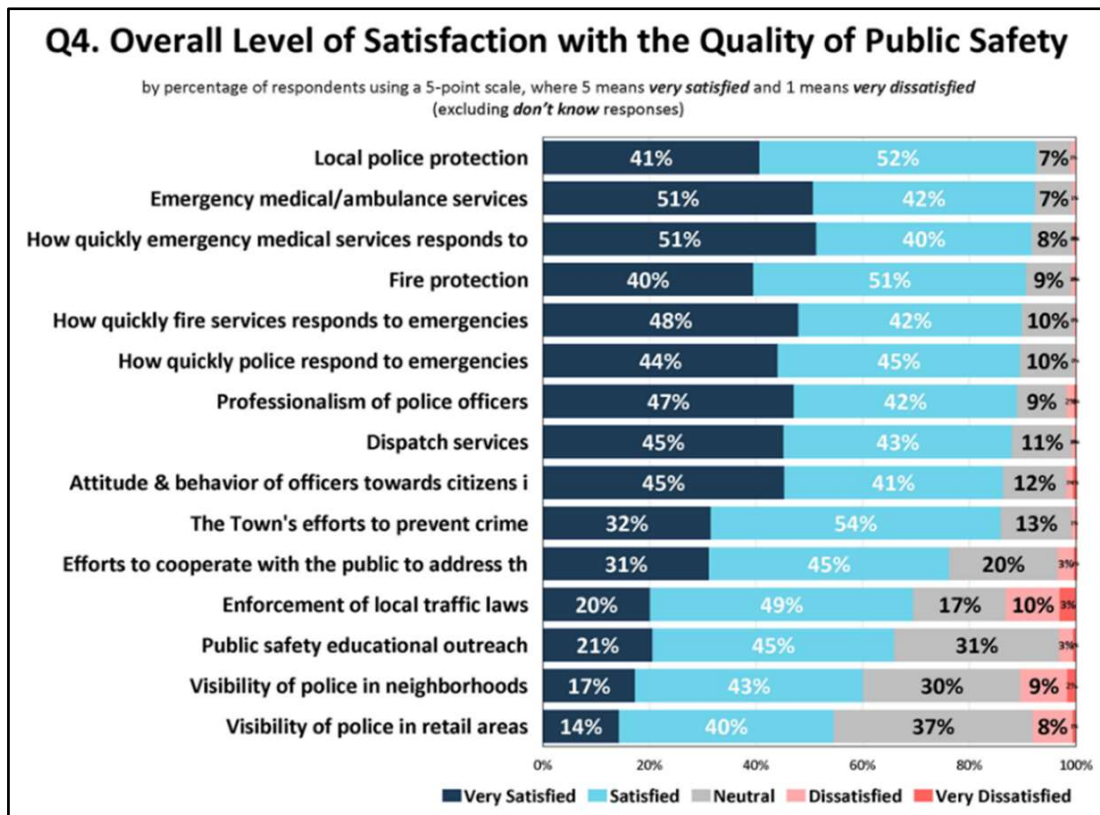
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Residents Feel Safe and Are Satisfied with the Quality of Life in the Town of Scarborough.

- Residents have a very positive perception of the Town of Scarborough. Ninety-three percent (93%) of respondents feel safe in Scarborough, and 86% are satisfied with the overall quality of life in Scarborough.
- Seventy-three percent (73%) of respondents are satisfied with the overall quality of services provided by the Town of Scarborough. **This is significantly higher than the Northeast regional average of 61.7% and the national average of 58.9%**
- The graph below shows the overall level of satisfaction residents place on the quality of public safety services that the Town provides. Over 90% of residents are either *very satisfied* or *satisfied* with the following public safety services:
 - Overall quality of local police protection (92.5%)
 - Overall quality of emergency medical/ambulance services (92.3%)
 - How quickly emergency medical services respond to emergencies (91.7%)
 - Overall quality of fire protection services (90.6%)



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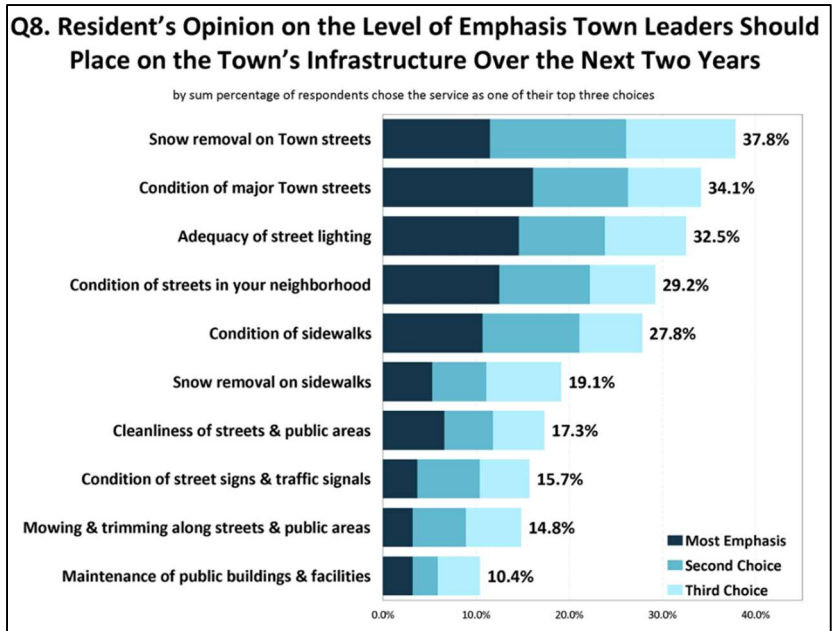


- The public safety services that had the lowest *very satisfied/satisfied* ratings were:
 - Enforcement of local traffic laws (69.5%)
 - Public safety educational outreach (65.9%)
 - Visibility of police in neighborhoods (60.1%)
 - Visibility of police in retail areas (54.6%)
- Based on the sum of resident's top three choices, the top three public safety services that resident's think leaders should place most emphasis on over the next two years are:
 - The visibility of police in neighborhoods (27.4%)
 - Enforcement of local traffic laws (27.2%)
 - The Town's efforts to prevent crime (25.0%)

The Infrastructure Items That Residents Feel Should Receive the Most Emphasis From Town Leaders Over the Next Two Years Are; (1) Snow Removal on Streets, (2) Major Streets, (3) Street Lighting, (4) Neighborhood Streets, and (5) Sidewalks.

- The top four infrastructure items that had the highest percentage of *very satisfied/satisfied* ratings were:
 - Maintenance of public buildings and facilities (84.5%)
 - Cleanliness of streets and public areas (82.0%)
 - Snow removal on Town streets (79.7%)
 - Condition of street signs and traffic signals (77.3%)

- Residents were asked to give their opinion on what the top three infrastructure items that they think leaders should place emphasis on over the next two years. Based on the sum of resident's top three choices, the top five choices are below;
 - Snow removal on Town streets (37.8%)
 - Condition of major Town streets (34.1%)
 - Adequacy of street lighting (32.5%)
 - Condition of neighborhood streets (29.2%)
 - Condition of sidewalks (27.8%)

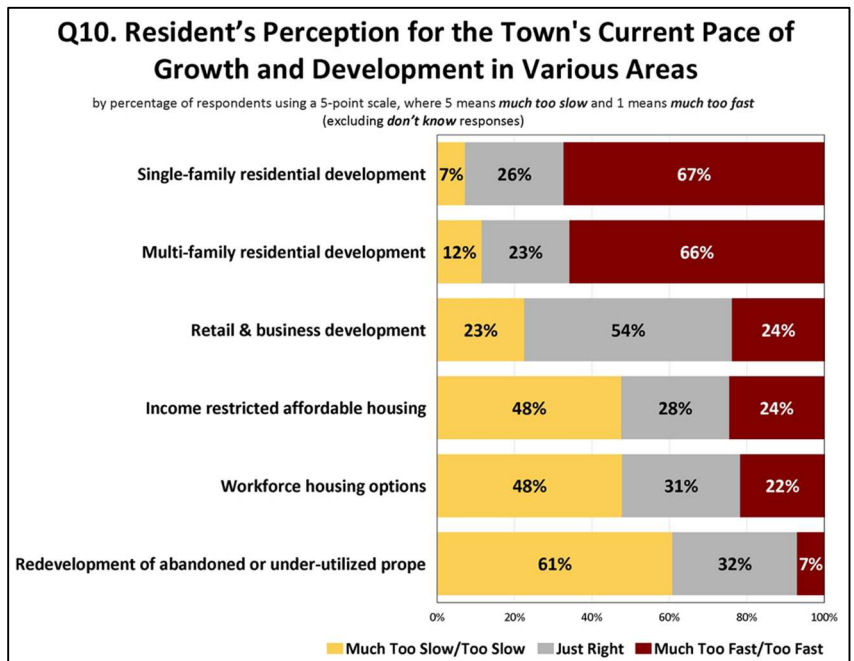


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- There are opportunities to increase satisfaction with overall perceptions of the community with how residents perceive the variety of housing options, how well the Town is managing growth, and the availability of affordable housing.
- Thirty-five percent (34.9%) of residents indicated they were either *very satisfied* or *satisfied* with the variety of housing options in the Town; 22.8% were *neutral* and 29.9% were either *dissatisfied* or *very dissatisfied*.
- A quarter (25.2%) of residents indicated they were either *very satisfied* or *satisfied* with how well the Town is managing residential growth; 22.8% were *neutral* and 52.0% were either *dissatisfied* or *very dissatisfied*.
- Nineteen percent (18.9%) of residents indicated they were either *very satisfied* or *satisfied* with the availability of affordable housing; 35.1% were *neutral* and 45.4% were either *dissatisfied* or *very dissatisfied*.
- Residents were asked to give their perception of the Town's current pace of growth and development in various areas (shown in the graph to the right).
- 67.3% of residents think the pace of single-family residential development is occurring much too fast/too fast and 65.8% of residents think the pace of multi-family residential development is occurring much too fast/too fast.
- 53.7% of residents think that the pace of retail and business development is just right and 60.8% of residents indicated they think the pace of the redevelopment of abandoned or under-utilized properties are occurring much too slow/too slow.



Scarborough Rated Above the Northeast Regional Average and the National Average in All 12 Areas Related to Parks and Recreation and Community Services.

- The parks and recreation and community services that had the highest ratings of satisfaction (sum of *very satisfied/satisfied* responses) were: walking and biking trails (68.5%), playgrounds (67.2%), youth athletic and recreation programs (66.9%), and outdoor athletic fields (60.4%).

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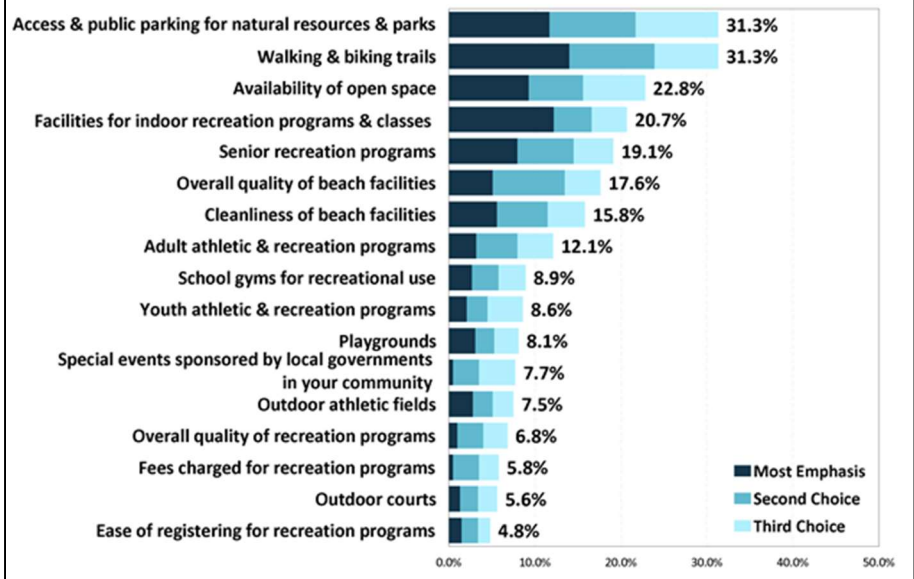
- The parks and recreation/community services where Scarborough rated the farthest above the National Average included:
 - Fees charged for recreation programs (+16.2%)
 - Outdoor courts (+15.1%)
 - Ease of registering for recreation programs (+14.3%)
 - Senior recreation programs (+14.0%)

- The graph to the right shows the community services that were analyzed and the level of emphasis they would like to see leaders place on them over the next two years.

- The top four community services residents indicated they think leaders should place the most emphasis on over the next two years were:
 - Access and public parking for natural resources and parks (31.3%)
 - Walking and biking trails (31.3%)
 - Availability of open space (22.8%)
 - Facilities for indoor recreation programs and classes (20.7%)

Q12. Resident's Opinion on the Level of Emphasis Town Leaders Should Place on Community Services Over the Next Two Years

by sum percentage of respondents chose the service as one of their top three choices



Most Residents Are Satisfied with the Overall Quality of Trash Collection Services and Curbside Recycling Services.

- Most (92.1%) of residents are very satisfied/satisfied with the overall quality of trash collection services. Which is 18.7% above the Northeast Region's average (73.4%) and 24.2% above the National average (67.9%).
- Eighty-nine percent (88.6%) of residents indicated they were *very satisfied* or *satisfied* with curbside recycling services; 18.3% above the Northeast Region's average of 70.3% and 25.2% above the National average of 63.4%.

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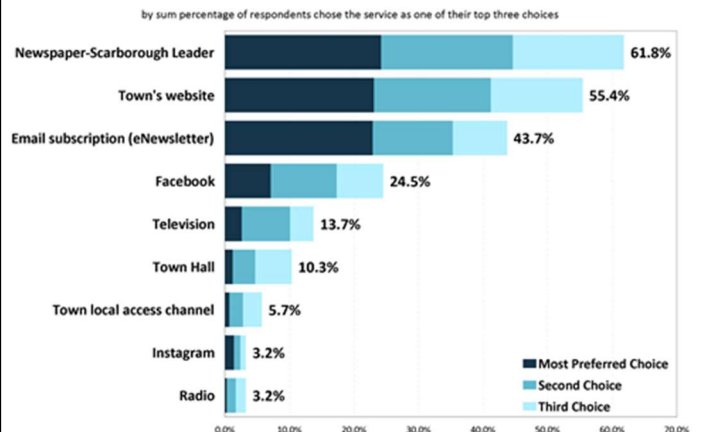
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Resident's Most Prefer to Receive Information About the Town Through the Newspaper, "Scarborough Leader," the Town's Website, and an eNewsletter Through an Email Subscription.

- The communication services that the Town provides that received the highest ratings of satisfaction are listed below.
 - The availability of information about Town programs and services (65.4%)
 - Usefulness of information on the Town's website (60.8%)
 - Town efforts to keep you informed about local issues (57.7%)
 - Virtual Town Council meetings (50.5%)

Q16. Which THREE sources of information listed in Question 15 are your most PREFERRED methods of receiving information about the Town?

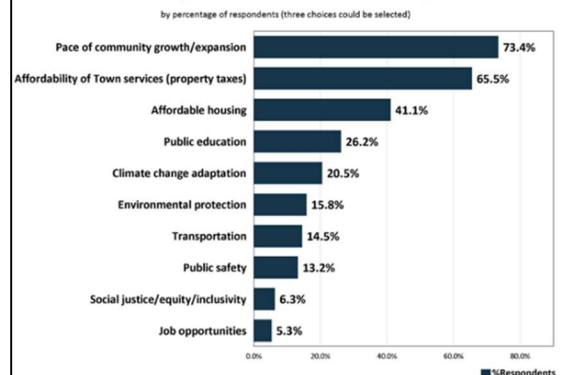


- Residents were asked to rate their top three most preferred methods of receiving information about the Town. The sum percentage of resident's top three choices for each respective method is shown in the graph above.
- The top three most preferred methods of receiving information about the Town are the newspaper (61.8%), the Town's website (55.4%), and an email subscription to the Town's eNewsletter (43.7%).

Additional Findings

- From a list of potential issues (shown in the chart to the right), residents were asked which three significant issues they think the Town of Scarborough will face over the next five years. The top three responses were; the pace of community growth/expansion (73.4%), the affordability of Town services (property taxes) (65.5%), and affordable housing (41.1%).
- Residents were asked how supportive they would be for potential capital improvement projects. Sixty-nine percent (69.1%) were *very supportive/supportive* or a project for the community center. Over half (54.1%) chose the community center project as one of the top two choices as being a high priority for investment.

Q22. What are the THREE most significant issues you think Scarborough will face over the next five years?



Town of Scarborough Community Survey (2021)

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Benchmarking Analysis

Town of Scarborough Compared to the Northeast Regional Averages. Satisfaction ratings for Scarborough rated above the Northeast Regional Average in 58 of the 68 areas that were assessed. Scarborough rated significantly higher than the Northeast Regional Average (more than 3.2% above) in 52 of these areas. Listed below and on the following page are comparisons between Scarborough and the Northeast Regional Averages.

Benchmark Analysis: 2021 Town of Scarborough Community Survey Scarborough, Maine 2021 Results Compared to the Northeast Region's Average <i>Percentages represent the sum of "very satisfied" and "satisfied" responses for each service.</i> <i>Differences of +/-3.2% are considered notable</i>				
Category of Service	Service	Scarborough, Maine 2021 Results	Northeast Region Average	Difference
Major Categories of Services	Customer service received from City/Town employees	92.8%	52.1%	40.7%
COVID-19	City/Town's response to COVID-19	74.6%	42.5%	32.1%
Infrastructure	Cleanliness of streets & public areas	82.0%	58.0%	24.0%
Community Services	Youth athletic & recreation programs	66.9%	44.2%	22.7%
Major Categories of Services	Effectiveness of communication with the community	66.9%	45.6%	21.3%
Public Safety	Quality of local police protection	92.5%	72.4%	20.1%
Library Services	Overall satisfaction with the community public library	92.9%	73.8%	19.1%
Infrastructure	Maintenance of public buildings & facilities	84.5%	65.6%	18.9%
Trash & Recycling	Overall quality of trash collection services	92.1%	73.4%	18.7%
Trash & Recycling	Curbside recycling services	88.6%	70.3%	18.3%
Public Safety	The City/Town's efforts to prevent crime	85.9%	67.6%	18.3%
Major Categories of Services	Maintenance of streets, sidewalks, & infrastructure	66.8%	49.6%	17.2%
Library Services	Young adult programs & services offered	68.8%	51.7%	17.1%
Major Categories of Services	Parks & recreation programs & facilities	77.3%	60.4%	16.9%
Infrastructure	Condition of major City/Town streets	73.6%	56.7%	16.9%
Infrastructure	Condition of neighborhood streets	61.6%	45.1%	16.5%
Major Categories of Services	Stormwater management/flood control	69.2%	53.4%	15.8%
Community Services	Fees charged for recreation programs	50.4%	34.8%	15.6%
Public Safety	How quickly police respond to emergencies	89.5%	74.7%	14.8%
Public Safety	Quality of emergency medical/ambulance services	92.3%	77.8%	14.5%
Library Services	Adult programs & services offered	72.4%	57.9%	14.5%
Major Categories of Services	Public safety services (police, fire, EMS)	91.9%	78.3%	13.6%
Infrastructure	Mowing & trimming along streets & public areas	74.9%	61.5%	13.4%
Public Safety	Enforcement of local traffic laws	69.5%	57.8%	11.7%
Community Services	Senior recreation programs	41.7%	30.1%	11.6%
Perceptions of the Community	Quality of services provided by the community	72.9%	61.7%	11.2%
Infrastructure	Snow removal on Town streets	79.7%	69.4%	10.3%
Community Services	Special events sponsored by local governments in your community	49.3%	39.0%	10.3%
Community Services	Walking & biking trails	68.5%	58.3%	10.2%
Community Services	Ease of registering for recreation programs	52.9%	42.8%	10.1%
Public Safety	How quickly emergency medical services responds to emergencies	91.7%	81.7%	10.0%

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Town of Scarborough Results Compared to the Northeast Region's Average (cont.).

Benchmark Analysis: 2021 Town of Scarborough Community Survey Scarborough, Maine 2021 Results Compared to the Northeast Region's Average <i>Percentages represent the sum of "very satisfied" and "satisfied" responses for each service.</i> <i>Differences of +/-3.2% are considered notable</i>				
Category of Service	Service	Scarborough, Maine 2021 Results	Northeast Region Average	Difference
Major Categories of Services	Solid waste services (trash, recycling, yard waste)	77.6%	67.8%	9.8%
Library Services	Selection of materials for just about everyone	89.0%	79.7%	9.3%
Infrastructure	Condition of sidewalks	50.2%	41.2%	9.0%
Public Safety	How quickly fire services responds to emergencies	89.9%	80.9%	9.0%
Community Services	Playgrounds	67.2%	58.3%	8.9%
Major Categories of Services	Library services	87.6%	79.0%	8.6%
Infrastructure	Condition of street signs & traffic signals	77.3%	69.1%	8.2%
Major Categories of Services	Public education	72.6%	64.4%	8.2%
Perceptions of the Community	Feeling of safety in the community	92.8%	84.9%	7.9%
Perceptions of the Community	Quality of life in the community	85.9%	78.6%	7.3%
Library Services	Assistance & customer service provided by library staff (friendly, polite, & professional)	93.4%	86.2%	7.2%
Major Categories of Services	Enforcement of codes & ordinances	53.8%	47.6%	6.2%
Public Safety	Public safety educational outreach	65.9%	60.2%	5.7%
Community Services	Facilities for indoor recreation programs & classes	39.4%	34.1%	5.3%
Communication	Availability of information about City/Town programs & services	65.4%	60.2%	5.2%
Community Services	Outdoor courts	59.1%	54.6%	4.5%
Community Services	Adult athletic & recreation programs	36.5%	32.2%	4.3%
Perceptions of the Community	Appearance of the community	72.9%	68.8%	4.1%
Community Services	Overall quality of recreation programs	50.4%	46.4%	4.0%
Library Services	Children's programs & services offered	74.9%	71.0%	3.9%
Perceptions of the Community	Overall value received for City/Town tax dollars & fees	44.7%	41.2%	3.5%
Communication	City/Town efforts to keep you informed about local issues	57.7%	54.7%	3.0%
Public Safety	Quality of fire protection	90.6%	88.2%	2.4%
Community Services	Outdoor athletic fields	60.4%	59.1%	1.3%
Communication	Usefulness of information on the City/Town's website	60.8%	60.2%	0.6%
Infrastructure	Adequacy of street lighting	57.9%	57.5%	0.4%
Perceptions of the Community	Overall image of the community	68.9%	68.6%	0.3%
Communication	Timeliness of information provided by the City/Town	49.8%	52.8%	-3.0%
Communication	City/Town's use of social media	45.9%	50.7%	-4.8%
Perceptions of the Community	Quality of leadership provided by the community's elected officials	45.6%	50.8%	-5.2%
Communication	Level of public involvement in local decision making	37.9%	45.4%	-7.5%
Trash & Recycling	Recycling services/drop-off centers	54.2%	62.2%	-8.0%
Public Safety	Visibility of police in neighborhoods	60.1%	69.2%	-9.1%
Public Safety	Visibility of police in retail areas	54.6%	65.8%	-11.2%
Major Categories of Services	Flow of traffic & ease of getting around within the City/Town	41.8%	55.9%	-14.1%
Communication	City/Town's cable television channel (SCTV)	36.6%	51.1%	-14.5%
Perceptions of the Community	How well the City/Town is managing residential growth	25.2%	53.6%	-28.4%
Major Categories of Services	Public transportation	19.9%	51.1%	-31.2%

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Town of Scarborough Compared to the National Averages. Satisfaction ratings for Scarborough rated above the National Average in 59 of the 68 areas that were assessed. Scarborough rated significantly higher than the National Average (more than 3.2% above) in 50 of these areas. Listed below and on the following page are comparisons between Scarborough and the National Averages.

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COVID-19	City's/Town's Overall Response to COVID-19	74.6%	32.5%	42.1%
Major Categories of Services	Customer service received from City/Town employees	92.8%	51.1%	41.7%
Public Safety	Police protection	92.5%	63.5%	29.0%
Community Services	Youth athletic & recreation programs	66.9%	39.1%	27.8%
Trash and Recycling	Curbside recycling services	88.6%	63.4%	25.2%
Trash and Recycling	Overall quality of trash collection services	92.1%	67.9%	24.2%
Public Safety	How quickly police respond to emergencies	89.5%	65.4%	24.1%
Public Safety	The City/Town's efforts to prevent crime	85.9%	62.7%	23.2%
Infrastructure	Cleanliness of streets & public areas	82.0%	60.3%	21.7%
Infrastructure	Maintenance of public buildings & facilities	84.5%	63.2%	21.3%
Infrastructure	Condition of major City/Town streets	73.6%	54.0%	19.6%
Major Categories of Services	Effectiveness of communication with the community	66.9%	48.1%	18.8%
Major Categories of Services	Parks & recreation programs & facilities	77.3%	59.4%	17.9%
Perception of the Community	Feeling of safety in the community	92.8%	75.2%	17.6%
Major Categories of Services	Public education	72.6%	55.8%	16.8%
Community Services	Fees charged for recreation programs	50.4%	34.2%	16.2%
Library Services	Overall satisfaction with the community's public library	92.9%	77.3%	15.6%
Major Categories of Services	Maintenance of streets, sidewalks, & infrastructure	66.8%	51.5%	15.3%
Public Safety	Public safety educational outreach	65.9%	50.7%	15.2%
Infrastructure	Mowing & trimming along streets & public areas	74.9%	59.8%	15.1%
Community Services	Outdoor courts	59.1%	44.0%	15.1%
Major Categories of Services	Public safety services (police, fire, EMS)	91.9%	77.1%	14.8%
Infrastructure	Snow removal on City/Town streets	79.7%	65.3%	14.4%
Community Services	Ease of registering for recreation programs	52.9%	38.6%	14.3%
Perception of the Community	Quality of services provided by the community	72.9%	58.9%	14.0%
Community Services	Senior recreation programs	41.7%	27.7%	14.0%
Communication	Availability of information about City/Town programs & services	65.4%	51.4%	14.0%
Major Categories of Services	Library services	87.6%	73.7%	13.9%
Public Safety	How quickly emergency medical services responds to emergencies	91.7%	79.9%	11.8%
Public Safety	Emergency medical/ambulance services	92.3%	80.7%	11.6%

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Town of Scarborough Results Compared to National Averages (cont.).

Benchmark Analysis: 2021 Town of Scarborough Community Survey Scarborough, Maine 2021 Results Compared to the National Average <i>Percentages represent the sum of "very satisfied" and "satisfied" responses for each service.</i> <i>Differences of +/-3.2% are considered notable</i>				
Category of Service	Service	Scarborough, Maine 2021 Results	National Average	Difference
Communication	Usefulness of information on the City/Town's website	60.8%	49.7%	11.1%
Library Services	Young adult programs & services offered	68.8%	57.7%	11.1%
Library Services	Adult programs & services offered	72.4%	61.5%	10.9%
Community Services	Special events sponsored by local governments in your community	49.3%	38.6%	10.7%
Community Services	Playgrounds	67.2%	57.3%	9.9%
Major Categories of Services	Stormwater management/flood control	69.2%	59.4%	9.8%
Major Categories of Services	Solid waste services (trash, recycling, yard waste)	77.6%	67.9%	9.7%
Public Safety	Enforcement of local traffic laws	69.5%	60.1%	9.4%
Public Safety	How quickly fire services responds to emergencies	89.9%	80.7%	9.2%
Library Services	Selection of materials for just about everyone	89.0%	80.2%	8.8%
Community Services	Outdoor athletic fields	60.4%	52.7%	7.7%
Perception of the Community	Appearance of the community	72.9%	65.9%	7.0%
Infrastructure	Condition of neighborhood streets	61.6%	54.7%	6.9%
Communication	City/Town's efforts to keep you informed about local issues	57.7%	51.0%	6.7%
Library Services	Assistance & customer service provided by library staff	93.4%	87.2%	6.2%
Infrastructure	Condition of street signs & traffic signals	77.3%	71.2%	6.1%
Community Services	Walking & biking trails	68.5%	62.5%	6.0%
Community Services	Overall quality of recreation programs	50.4%	44.5%	5.9%
Public Safety	Fire protection	90.6%	85.0%	5.6%
Perception of the Community	Overall image of the community	68.9%	64.1%	4.8%
Community Services	Adult athletic & recreation programs	36.5%	33.7%	2.8%
Trash and Recycling	Recycling services/drop-off centers	54.2%	51.9%	2.3%
Community Services	Facilities for indoor recreation programs & classes	39.4%	37.5%	1.9%
Major Categories of Services	Enforcement of codes & ordinances	53.8%	52.0%	1.8%
Communication	City/Town's use of social media	45.9%	44.2%	1.7%
Perception of the Community	Quality of leadership provided by the community's elected officials	45.6%	44.4%	1.2%
Communication	Timeliness of information provided by the City/Town	49.8%	49.0%	0.8%
Library Services	Children's programs & services offered	74.9%	74.3%	0.6%
Perception of the Community	Overall value received for City/Town tax dollars & fees	44.7%	44.3%	0.4%
Communication	Level of public involvement in local decision making	37.9%	37.9%	0.0%
Infrastructure	Condition of sidewalks	50.2%	51.0%	-0.8%
Public Safety	Visibility of police in neighborhoods	60.1%	62.3%	-2.2%
Communication	City/Town's cable television channel (SCTV)	36.6%	42.7%	-6.1%
Public Safety	Visibility of police in retail areas	54.6%	62.3%	-7.7%
Infrastructure	Adequacy of street lighting	57.9%	66.4%	-8.5%
Major Categories of Services	Flow of traffic & ease of getting around within the City/Town	41.8%	56.4%	-14.6%
Perception of the Community	How well the City/Town is managing residential growth	25.2%	43.8%	-18.6%
Major Categories of Services	Public transportation	19.9%	43.7%	-23.8%

Town of Scarborough Community Survey (2021)

Executive Summary



Priorities

To ensure the Town continues to deliver a high quality of services to residents, ETC Institute recommends the Town emphasize the following areas.

- **Overall Priorities for Major Categories of Town Services:** The first level of analysis reviewed the importance of and satisfaction with the major categories of Town services. This analysis was conducted to help set the overall priorities for the Town.
- The table below shows the Importance-Satisfaction Analysis for the 13 major categories of Town services. Based on the results of this analysis, the three services that are recommended as the top priorities for investment over the next two years in order to raise the Town's overall satisfaction rating are listed below:
 - Overflow of traffic and ease of getting around within the Town (IS Rating = 0.3411)
 - Overall maintenance of Town streets, sidewalks, and infrastructure (IS Rating = 0.1408)
 - Overall quality of public transportation (0.1378)

Importance-Satisfaction Analysis & Ratings

Major Categories of Town Services

Town of Scarborough Community Survey (2021)

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (I-S > 0.20)						
Overall flow of traffic & ease of getting around within the Town	58.6%	1	41.8%	12	0.3411	1
High Priority (I-S = 0.10-0.20)						
Overall maintenance of Town streets, sidewalks, & infrastructure	42.4%	2	66.8%	10	0.1408	2
Overall quality of public transportation	17.2%	6	19.9%	13	0.1378	3
Medium Priority (I-S < 0.10)						
Overall quality of public education	28.9%	3	72.6%	7	0.0792	4
Overall enforcement of Town codes & ordinances	16.3%	8	53.8%	11	0.0753	5
Overall effectiveness of communication with the community	18.5%	4	66.9%	9	0.0612	6
Overall quality of solid waste services (trash, recycling, yard waste)	16.4%	7	77.6%	5	0.0367	7
Overall quality of parks & recreation programs & facilities	15.1%	9	77.3%	6	0.0343	8
Overall quality of stormwater management/flood control	9.3%	11	69.2%	8	0.0286	9
Overall quality of public beaches & waterfront parks	18.0%	5	86.2%	4	0.0248	10
Overall quality of public safety services (police, fire, EMS)	14.9%	10	91.9%	2	0.0121	11
Overall quality of library services	4.8%	12	87.6%	3	0.0060	12
Overall quality of customer service you receive from Town employees	3.7%	13	92.8%	1	0.0027	13

Town of Scarborough Community Survey (2021)

Executive Summary



- **Priorities for Specific Areas:** The second level of analysis reviewed the importance of and satisfaction with services within other specific service areas (e.g., public safety, infrastructure, and community services). This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each area over the next two years are listed below:
 - **Public Safety:** visibility of police in neighborhoods
 - **Infrastructure:** (1) condition of sidewalks, (2) adequacy of street lighting, and (3) condition of neighborhood streets.
 - **Community services:** (1) access and public parking or natural resources and parks (e.g., Eastern Trail, beaches), (2) facilities for indoor recreation programs and classes, and (3) senior recreation programs.

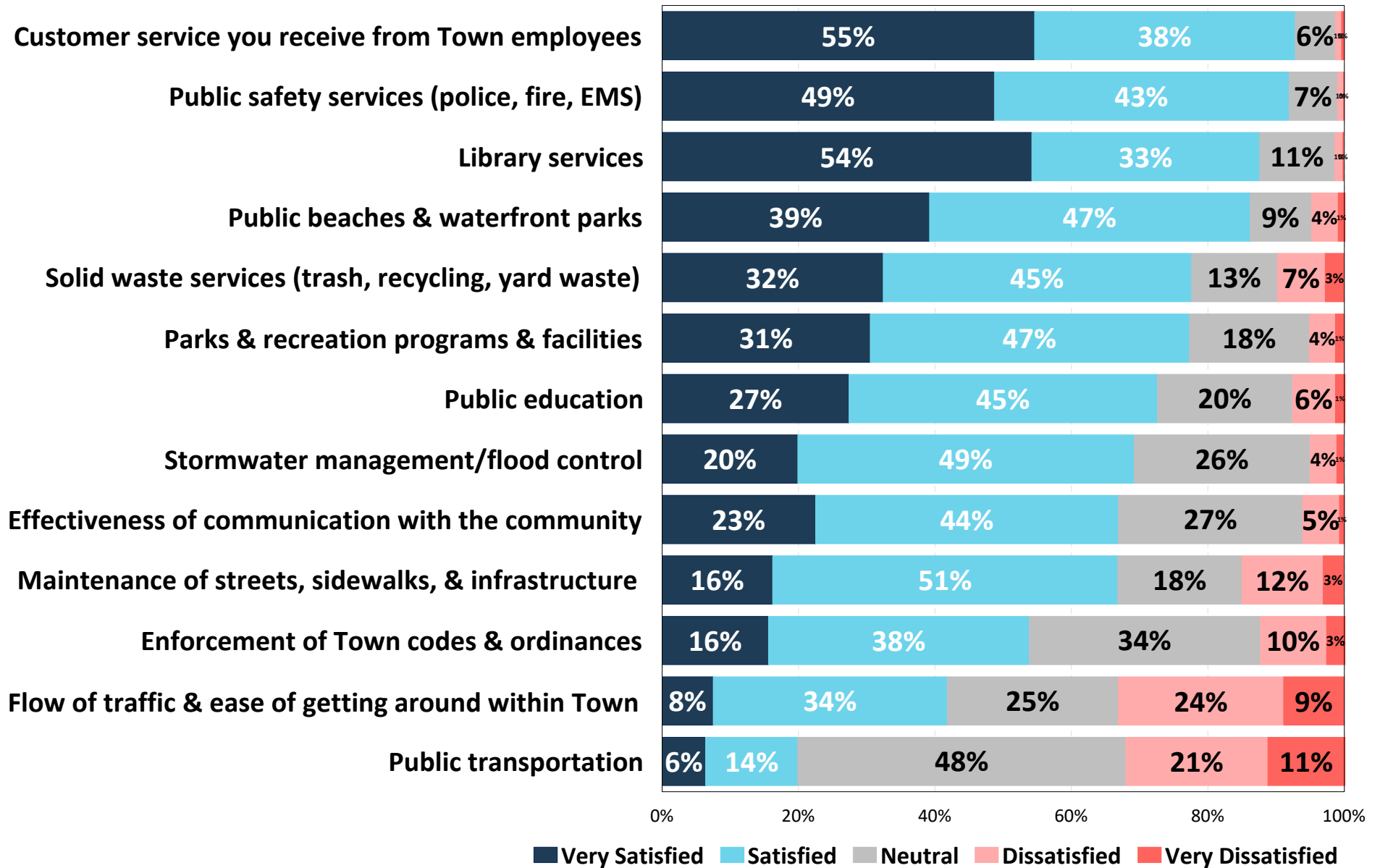
By emphasizing improvements in the areas listed above, the Town will be able to continue to improve levels of customer satisfaction in future years and increase satisfaction in areas where improvements are needed. Importance-Satisfaction Analysis tables are found in Section 4 of the Findings Report.

2

Overall Results

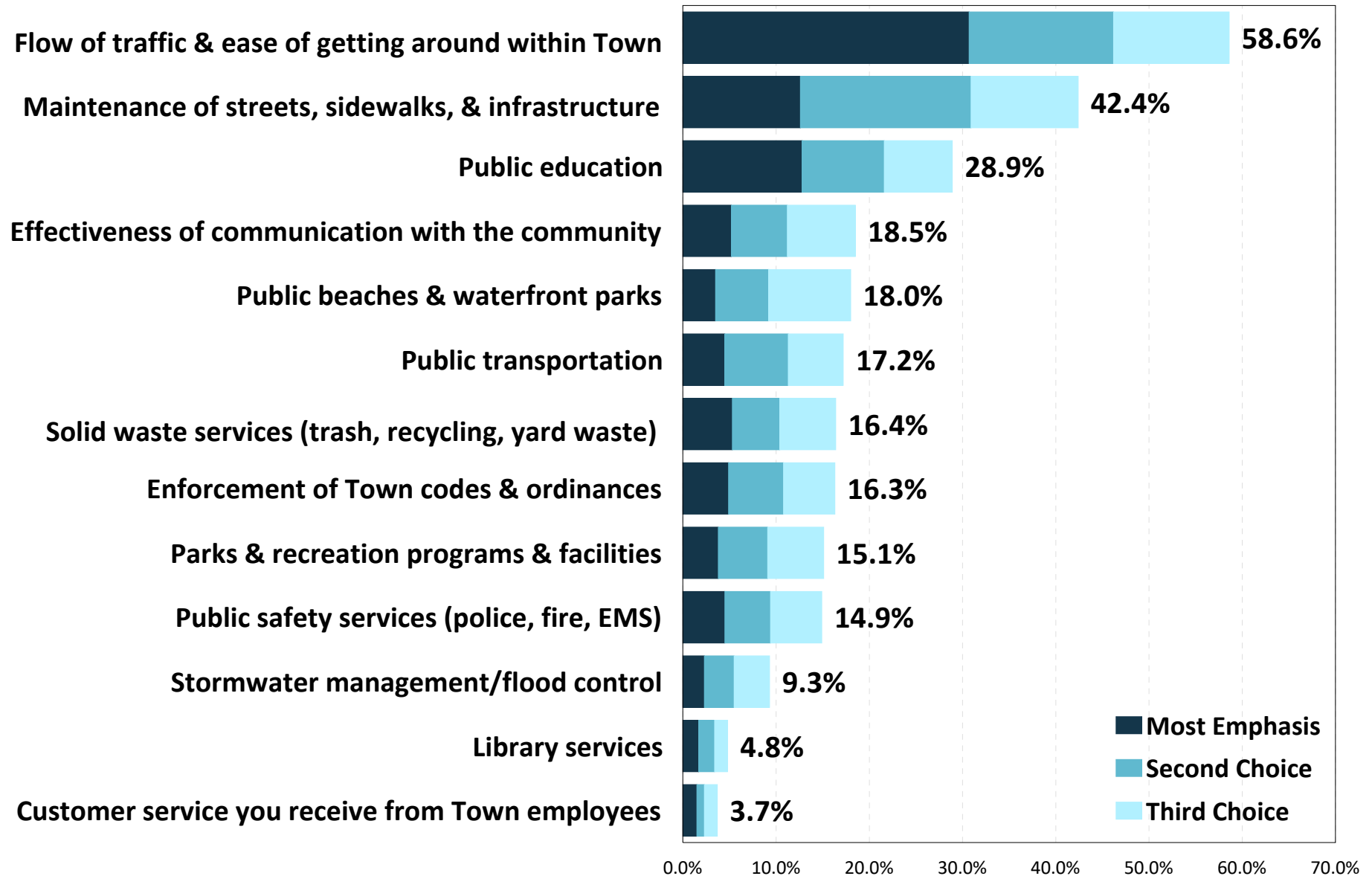
Q1. Overall Level of Satisfaction with the Quality of Town Services

by percentage of respondents using a 5-point scale, where 5 means **very satisfied** and 1 means **very dissatisfied**
(excluding **don't know** responses)



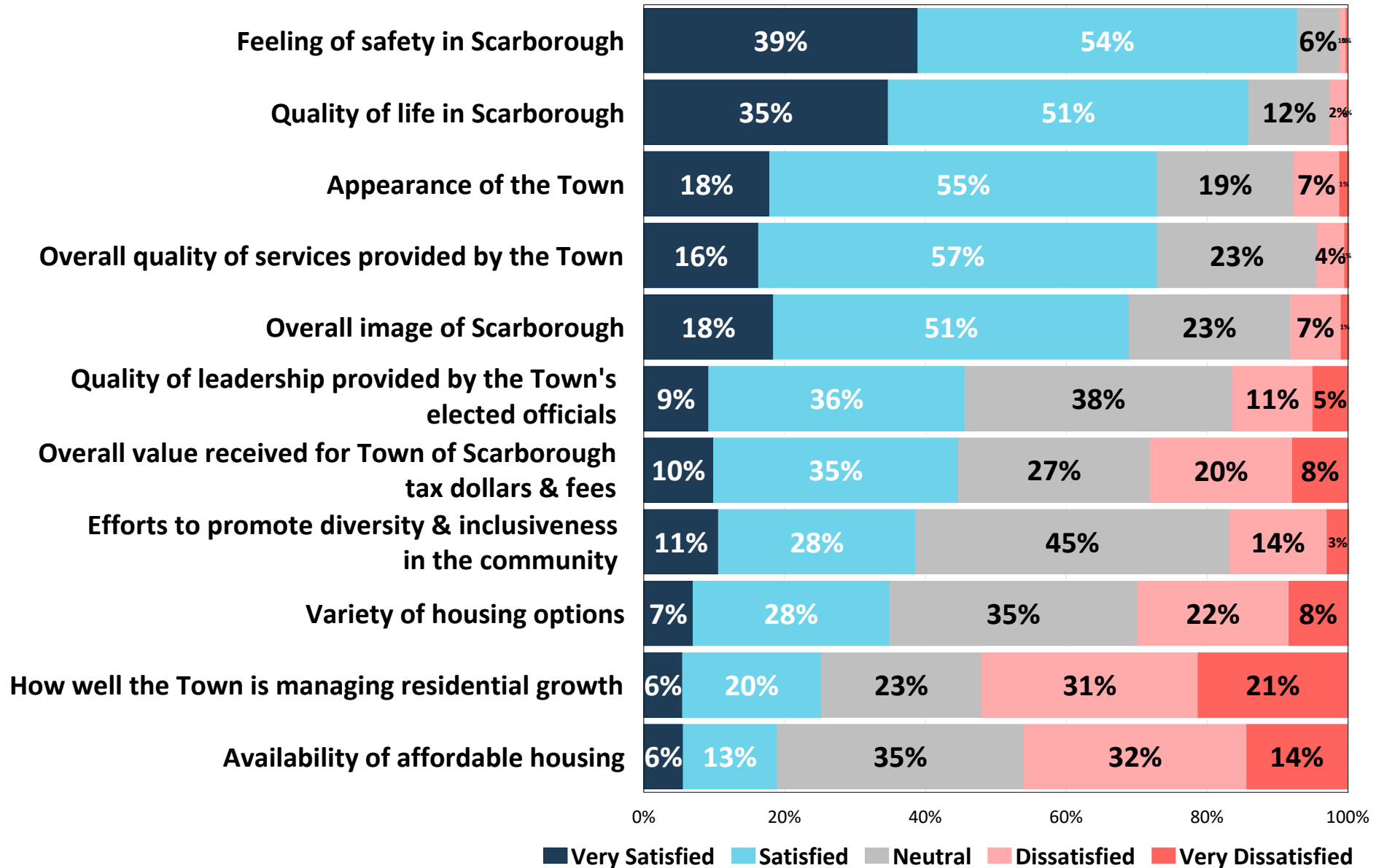
Q2. Resident's Opinion on the Level of Emphasis Town Leaders Should Place on Town Services Over the Next Two Years

by sum percentage of respondents chose the service as one of their top three choices



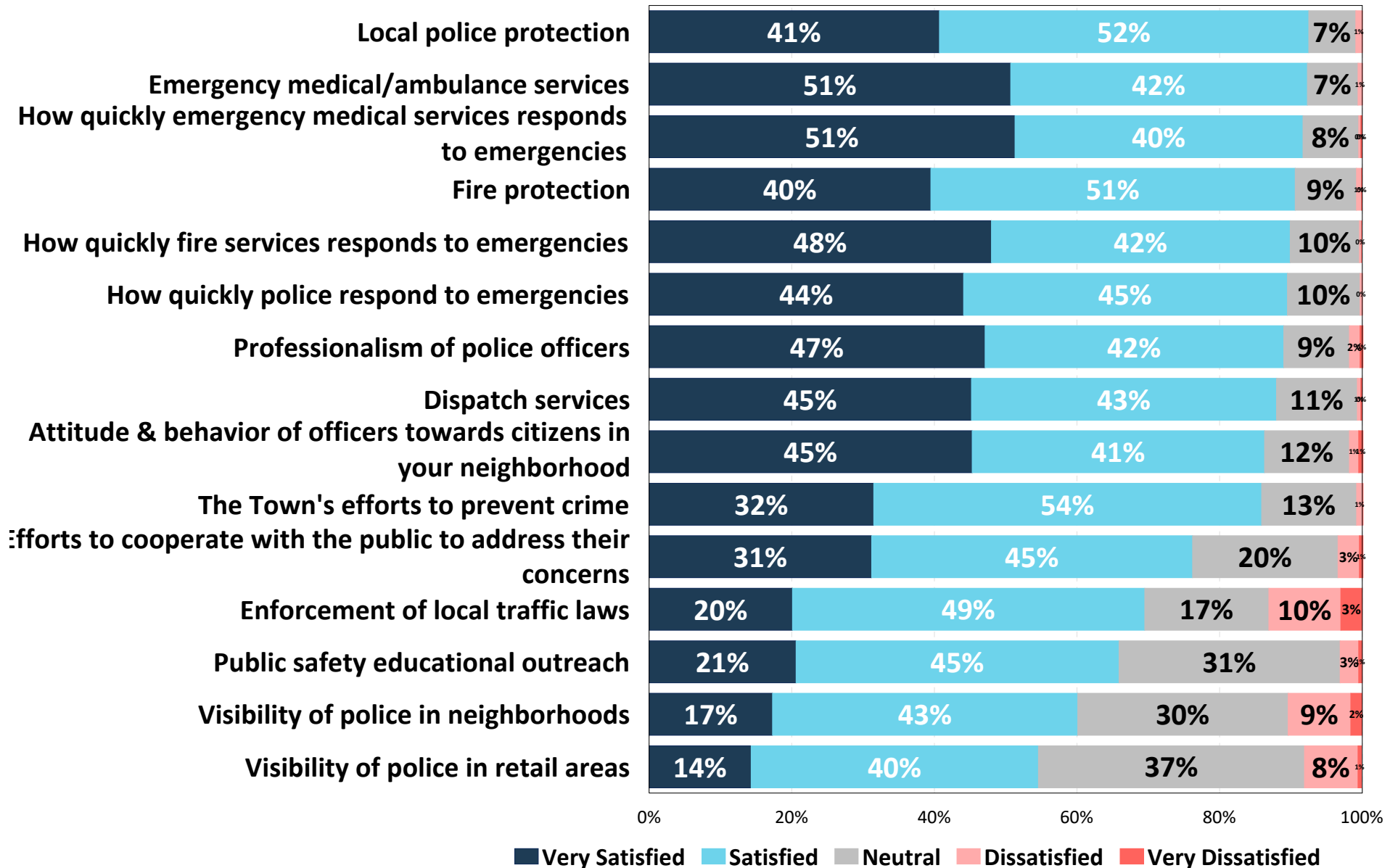
Q3. Overall Level of Satisfaction with Perceptions of the Community

by percentage of respondents using a 5-point scale, where 5 means **very satisfied** and 1 means **very dissatisfied**
(excluding **don't know** responses)



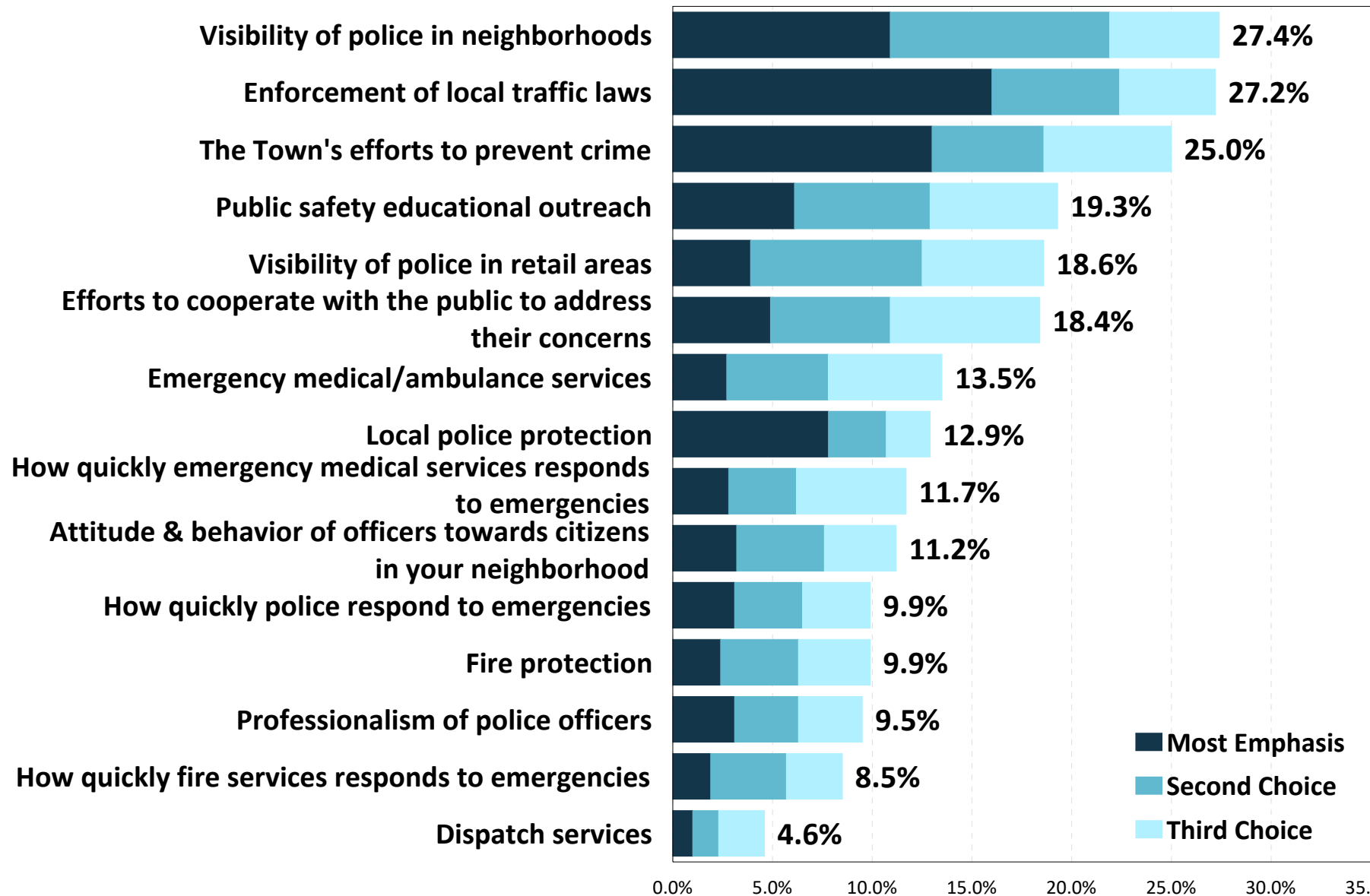
Q4. Overall Level of Satisfaction with the Quality of Public Safety

by percentage of respondents using a 5-point scale, where 5 means **very satisfied** and 1 means **very dissatisfied**
(excluding **don't know** responses)



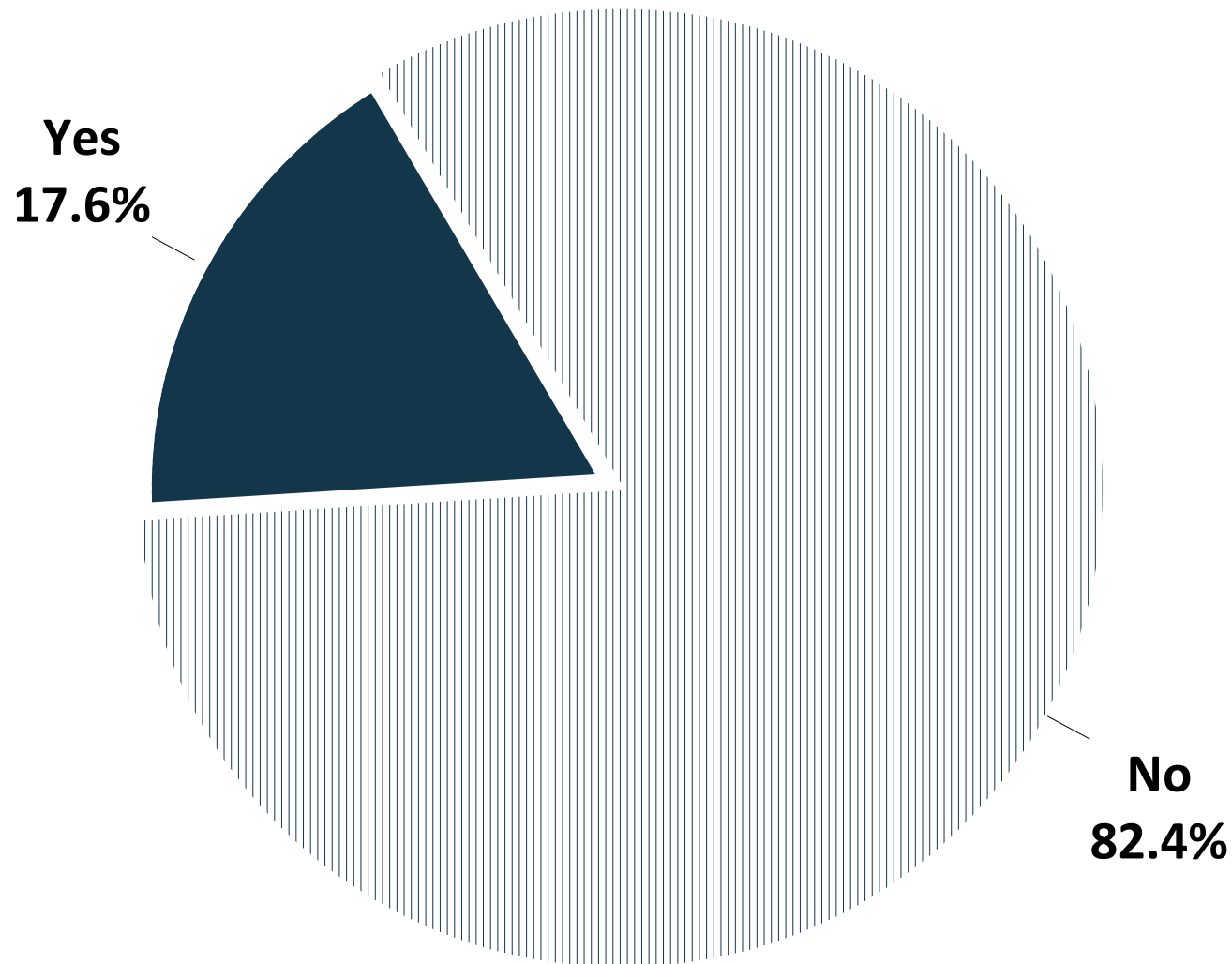
Q5. Resident's Opinion on the Level of Emphasis Town Leaders Should Place on Public Safety Services Over the Next Two Years

by sum percentage of respondents chose the service as one of their top three choices



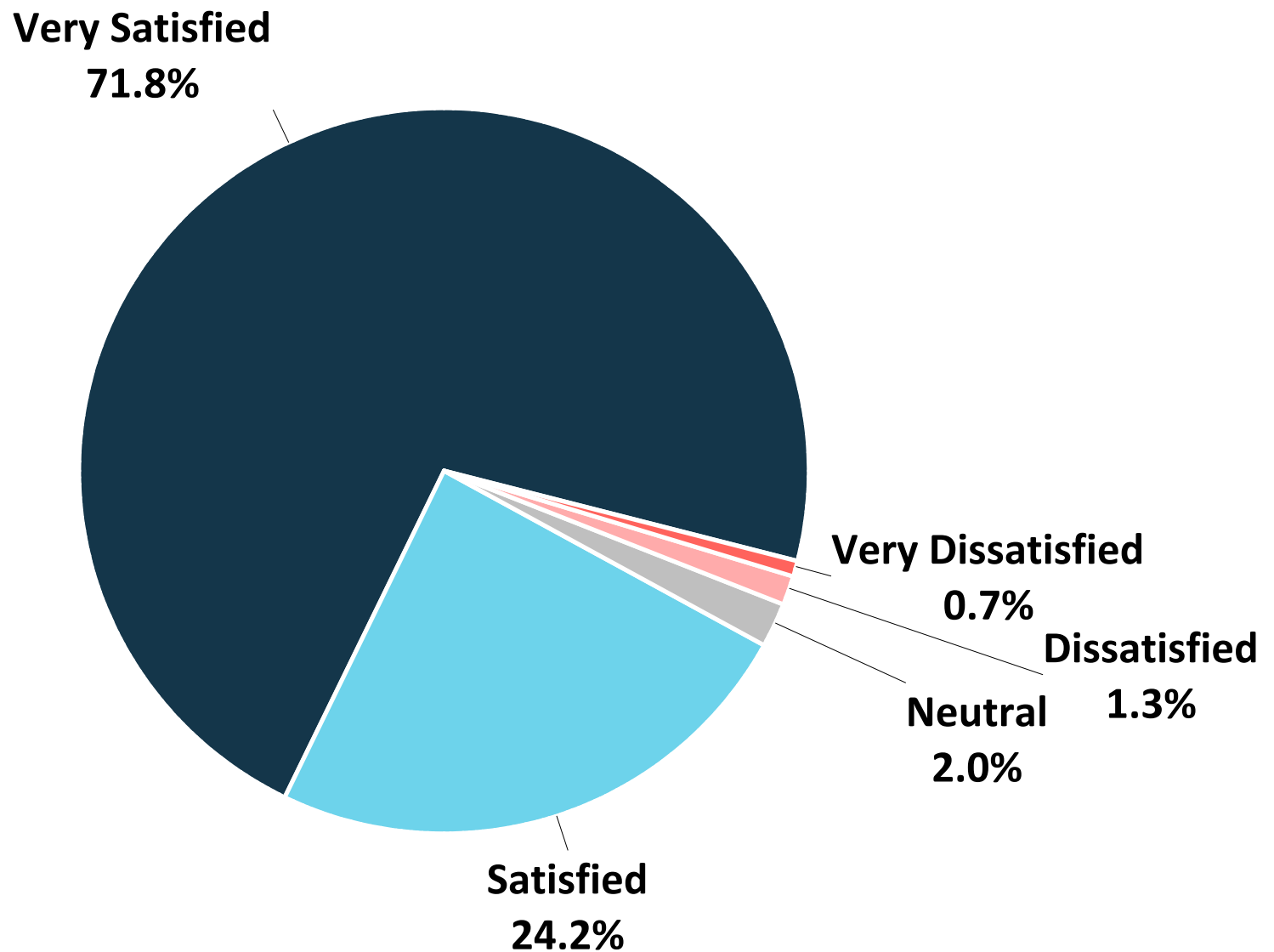
Q6. In the past 12 months, have you or any member of your household called 911 to request police, fire, or emergency medical/ambulance services?

by percentage of respondents (excluding *don't know* responses)



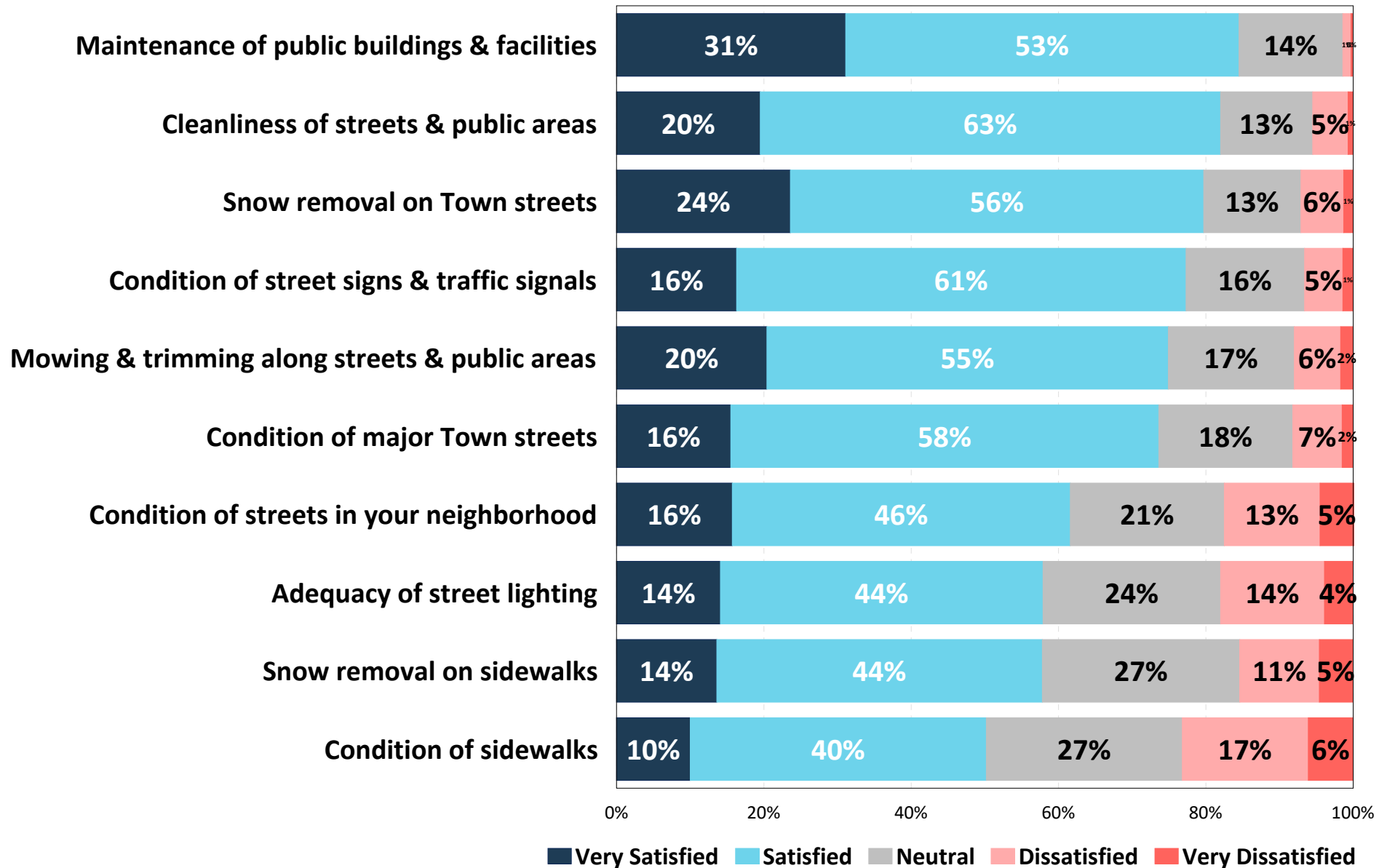
Q6a. How satisfied were you with the assistance you received from the person who took your 911 call?

by percentage of respondents (without *don't know* responses)



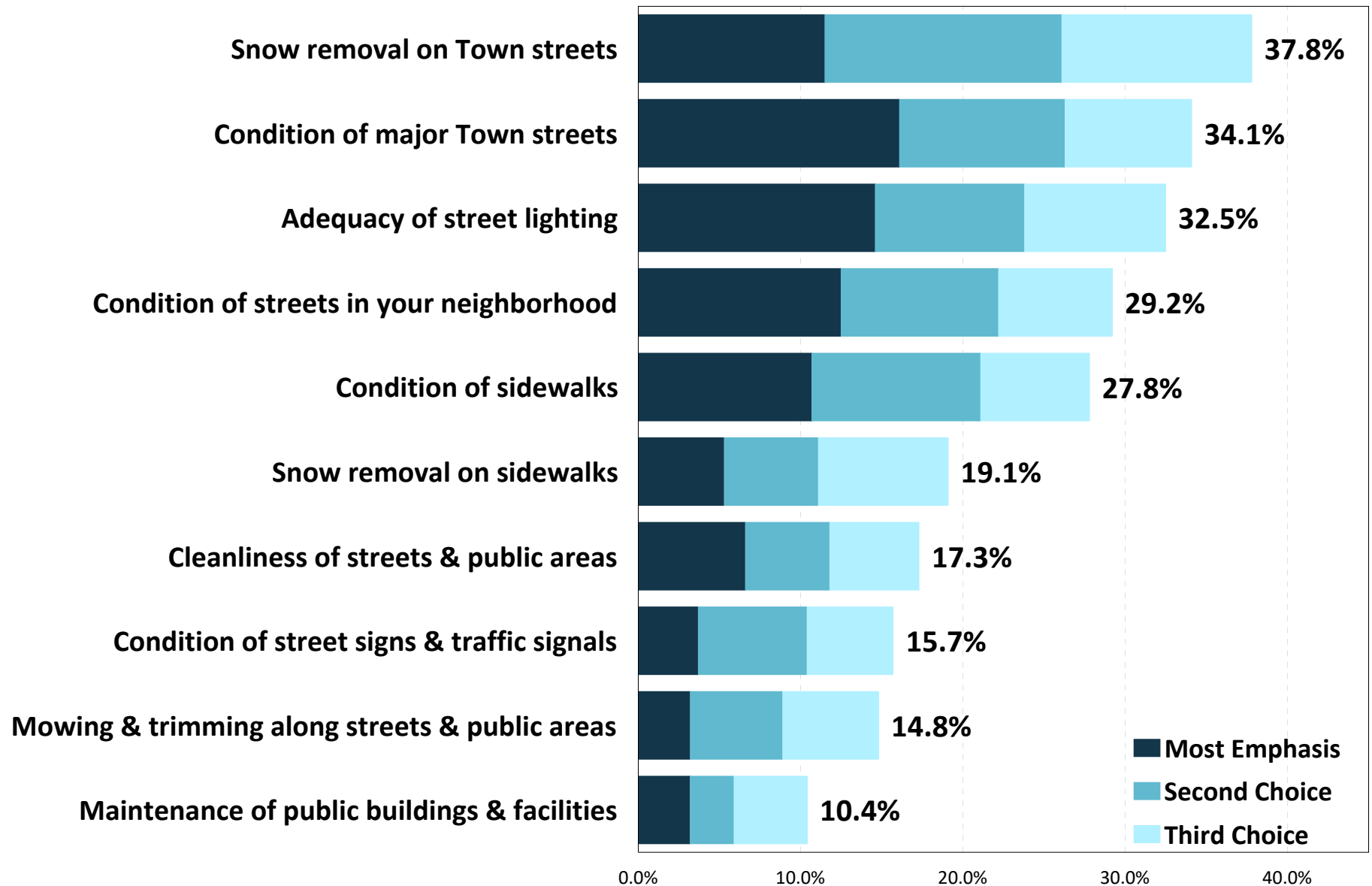
Q7. Overall Level of Satisfaction with the Town's Infrastructure

by percentage of respondents using a 5-point scale, where 5 means **very satisfied** and 1 means **very dissatisfied**
(excluding **don't know** responses)



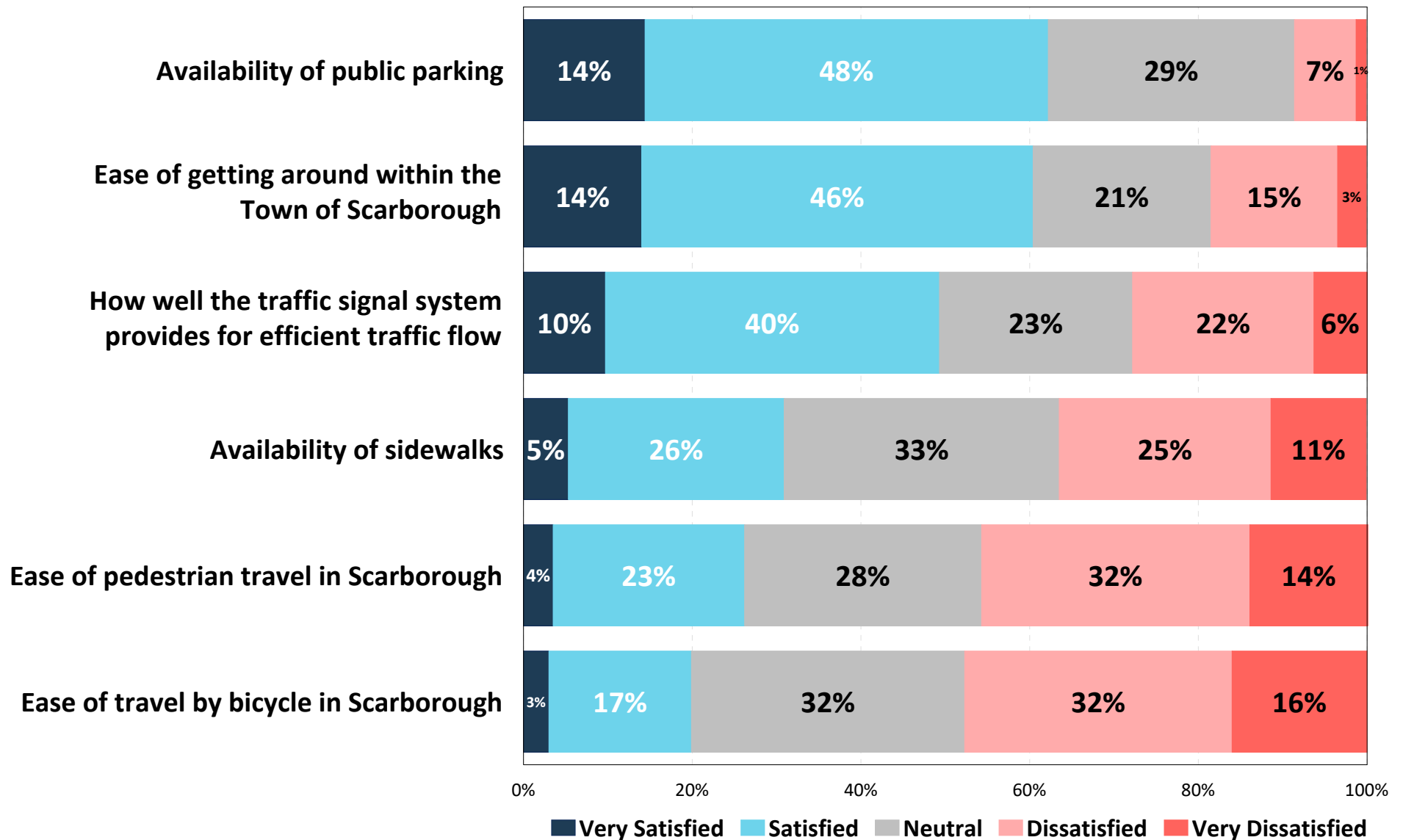
Q8. Resident's Opinion on the Level of Emphasis Town Leaders Should Place on the Town's Infrastructure Over the Next Two Years

by sum percentage of respondents chose the service as one of their top three choices



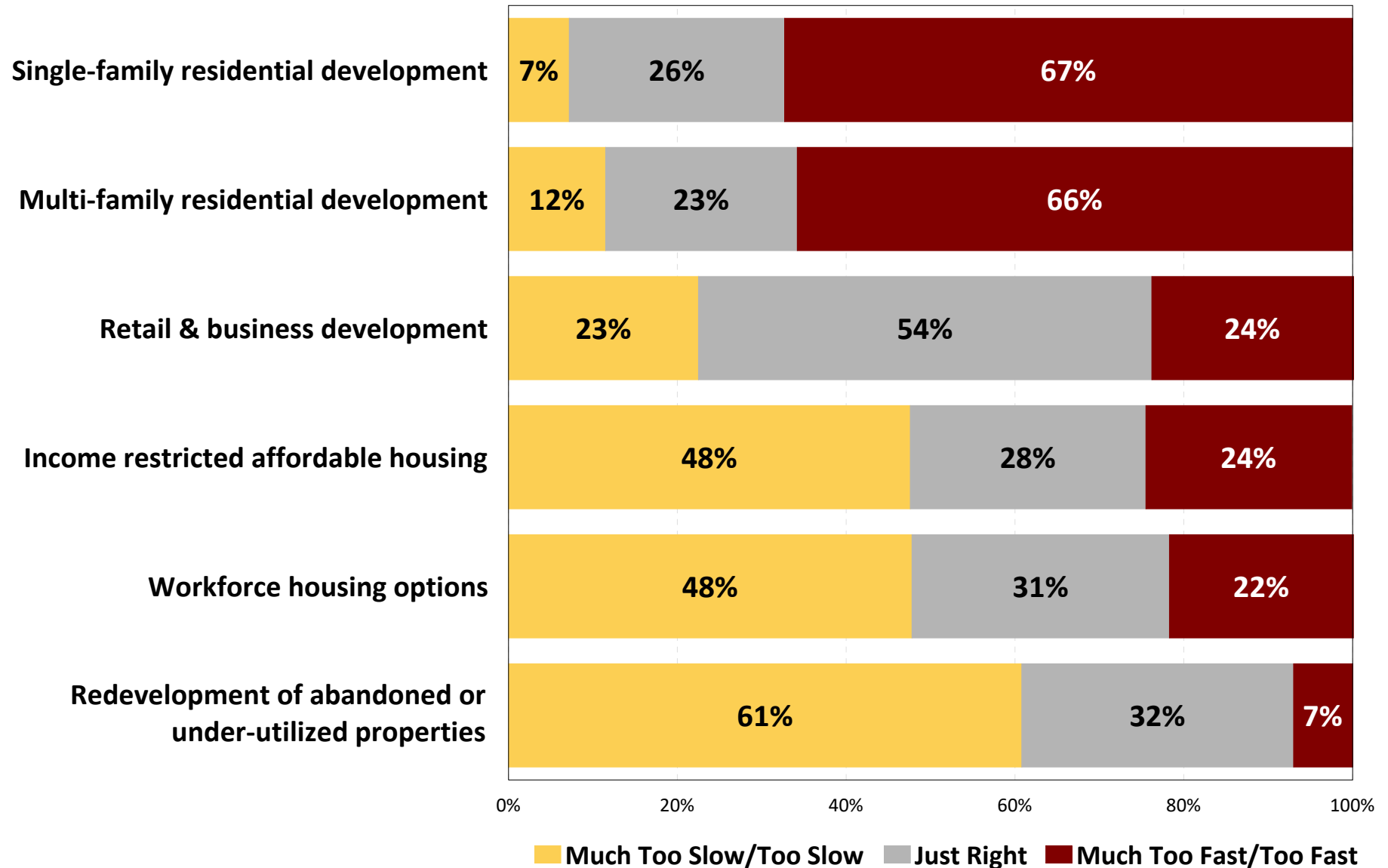
Q9. Overall Level of Satisfaction with Transportation and Mobility in the Town

by percentage of respondents using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied*
(excluding *don't know* responses)



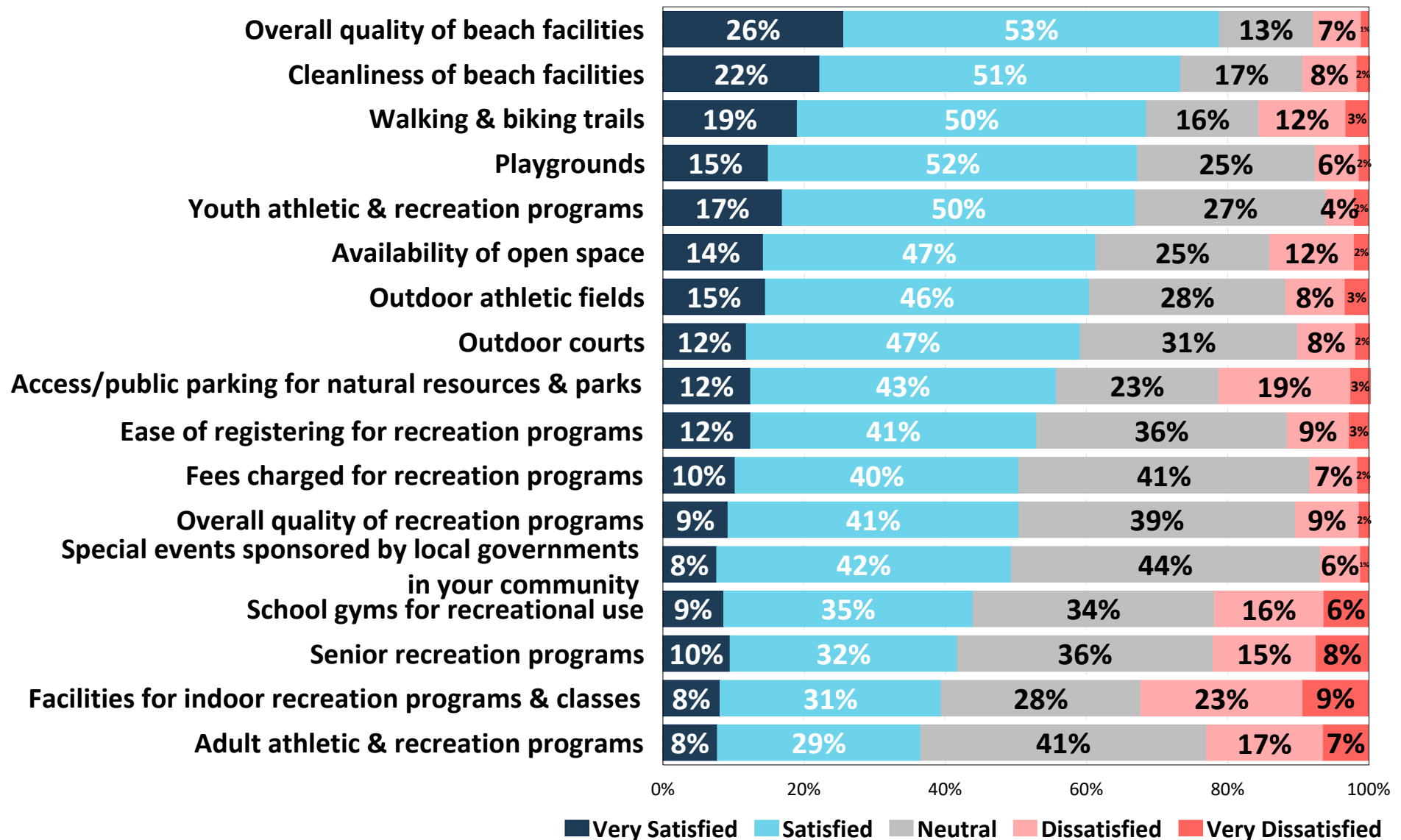
Q10. Resident's Perception for the Town's Current Pace of Growth and Development in Various Areas

by percentage of respondents using a 5-point scale, where 5 means *much too slow* and 1 means *much too fast*
(excluding *don't know* responses)



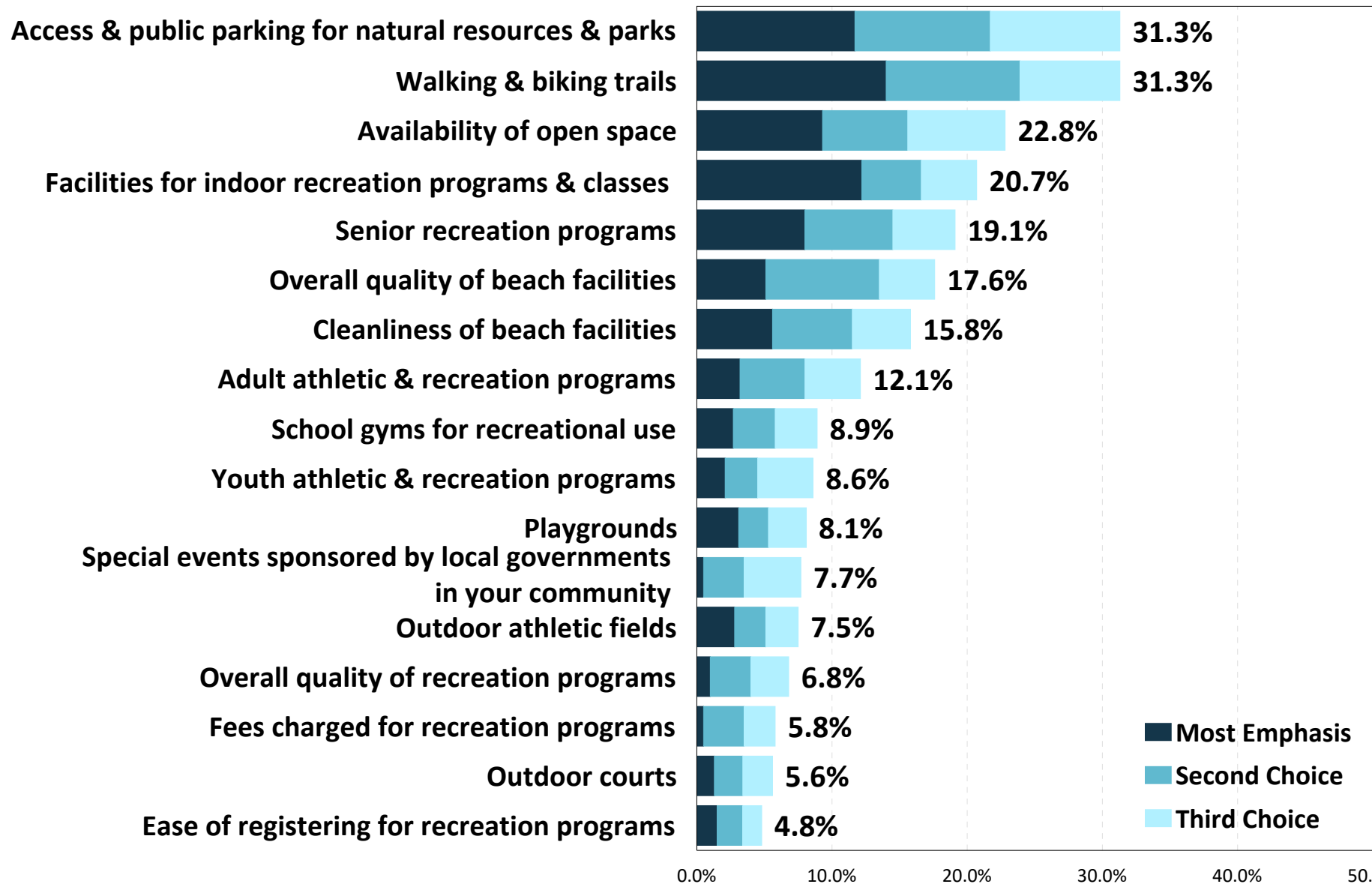
Q11. Overall Level of Satisfaction with Community Services Provided by the Town

by percentage of respondents using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied*
(excluding *don't know* responses)



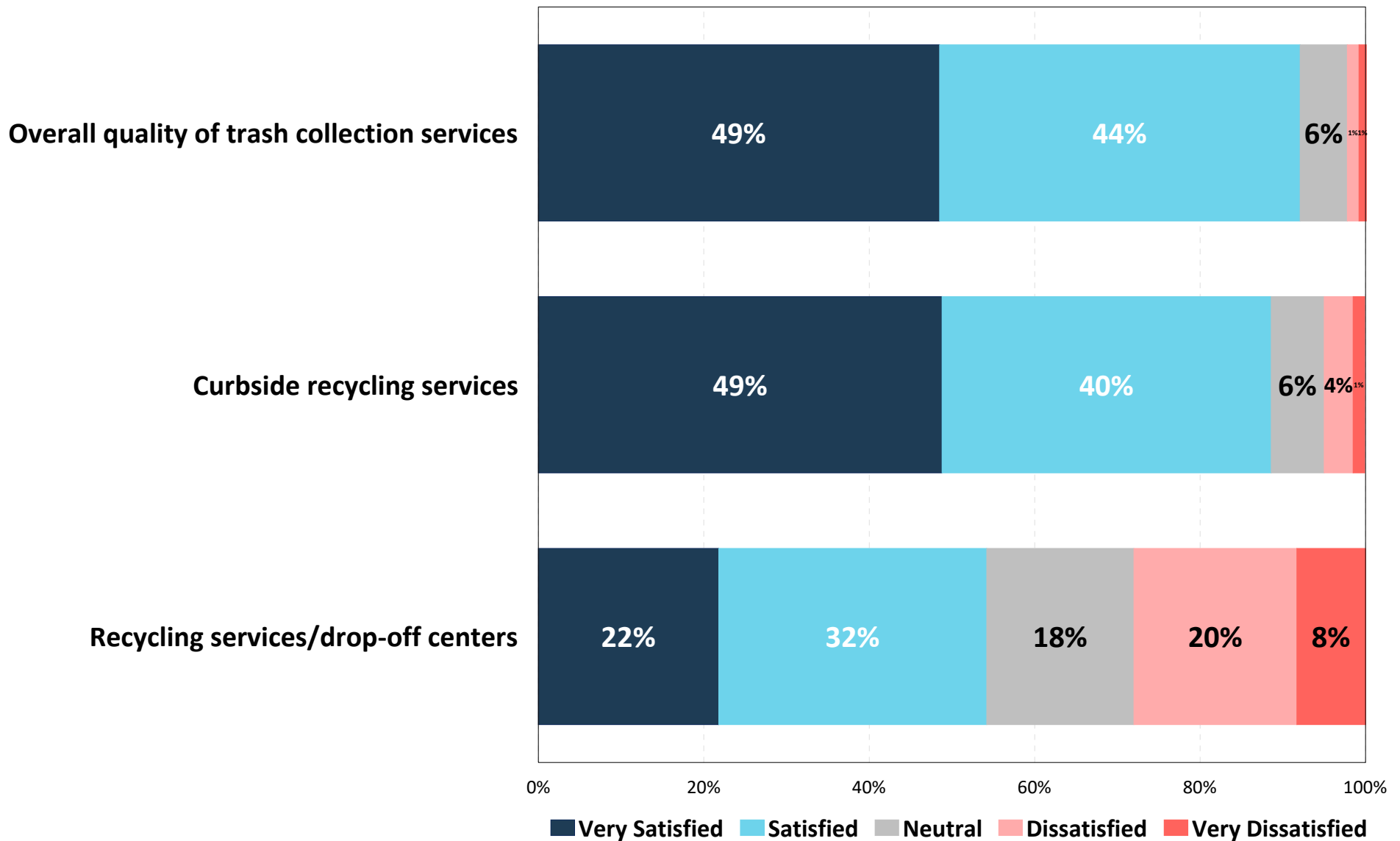
Q12. Resident's Opinion on the Level of Emphasis Town Leaders Should Place on Community Services Over the Next Two Years

by sum percentage of respondents chose the service as one of their top three choices



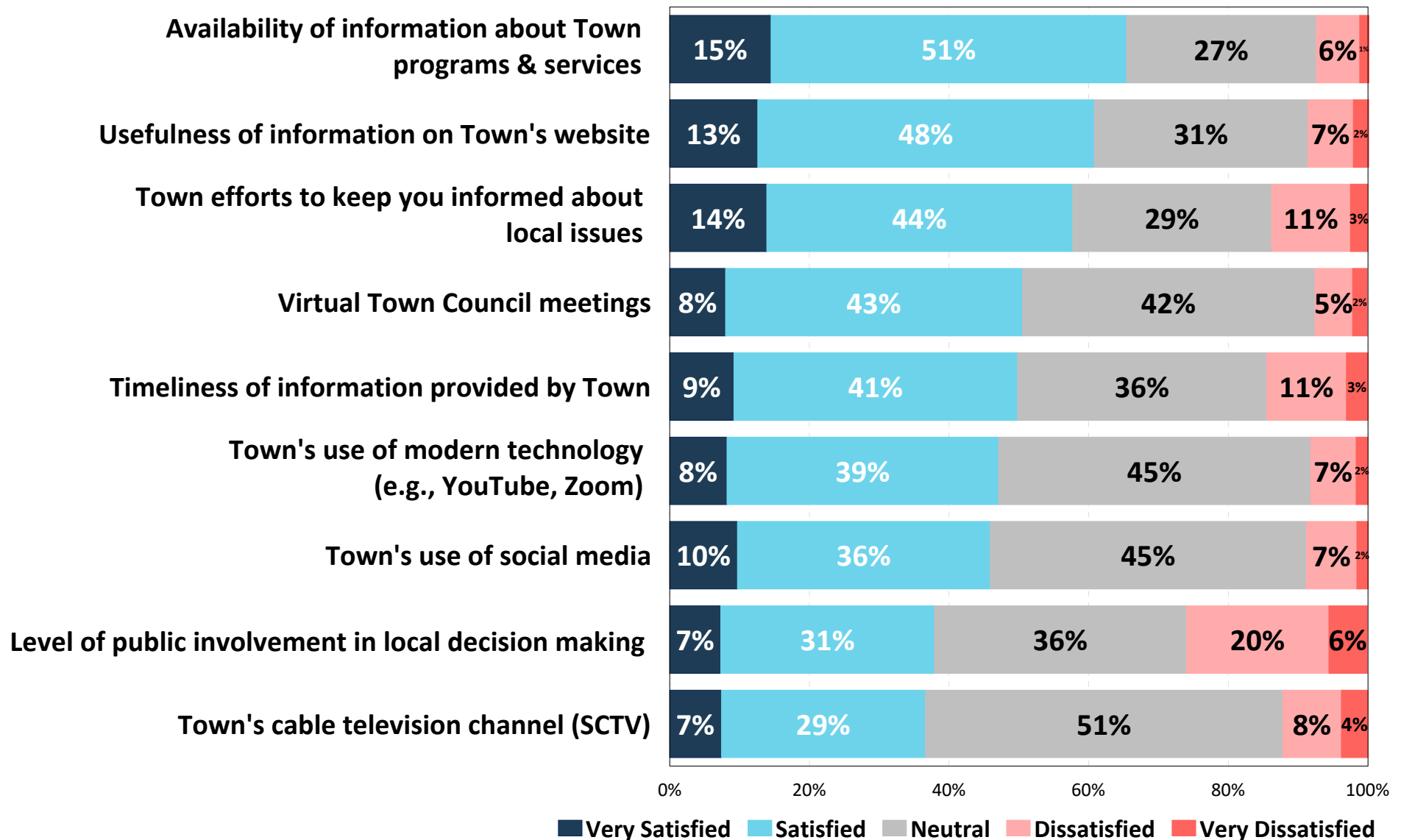
Q13. Overall Level of Satisfaction with Trash and Recycling Services Provided by the Town

by percentage of respondents using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied*
(excluding *don't know* responses)



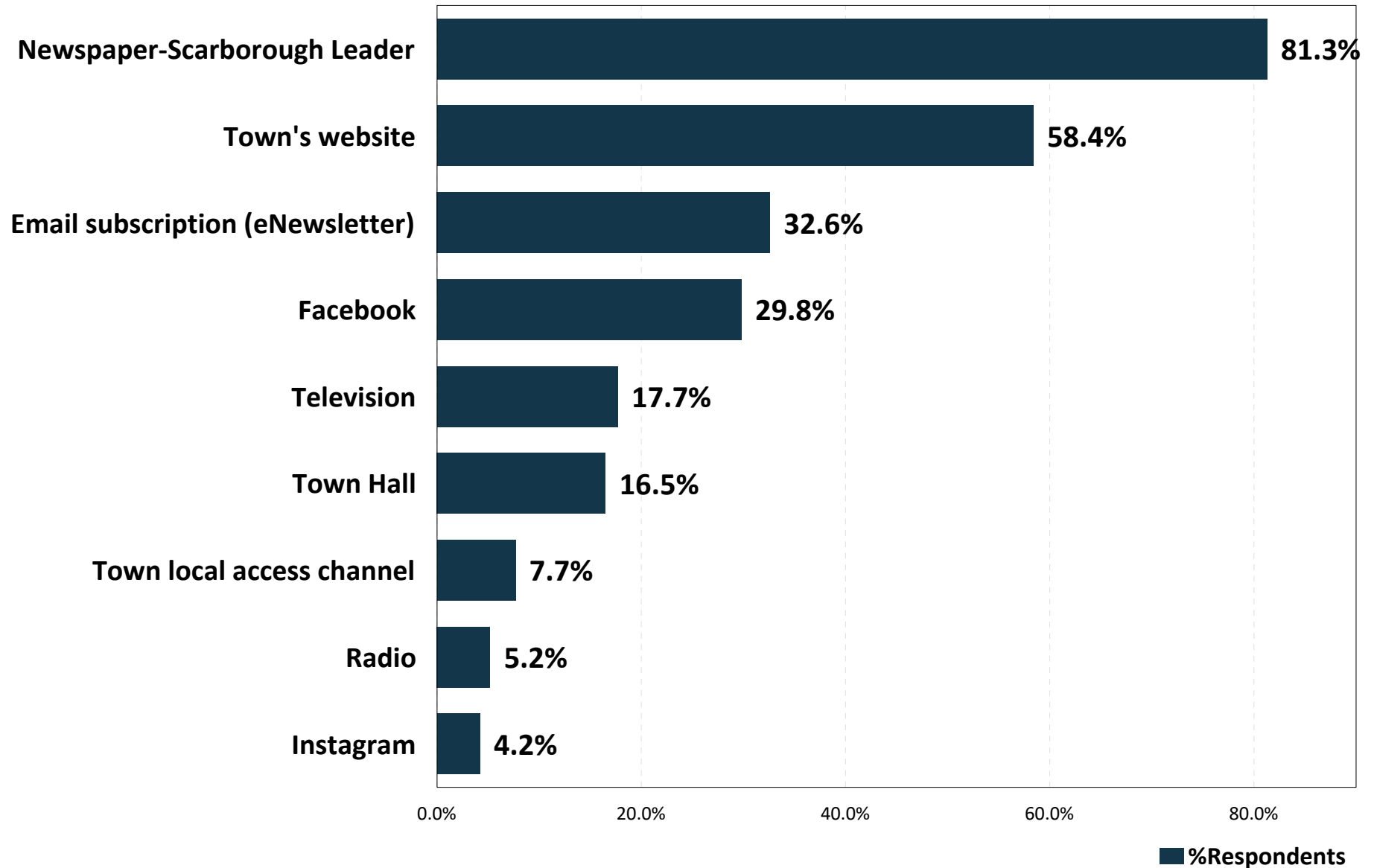
Q14. Overall Level of Satisfaction with Communication Services Provided by the Town

by percentage of respondents using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied*
(excluding *don't know* responses)



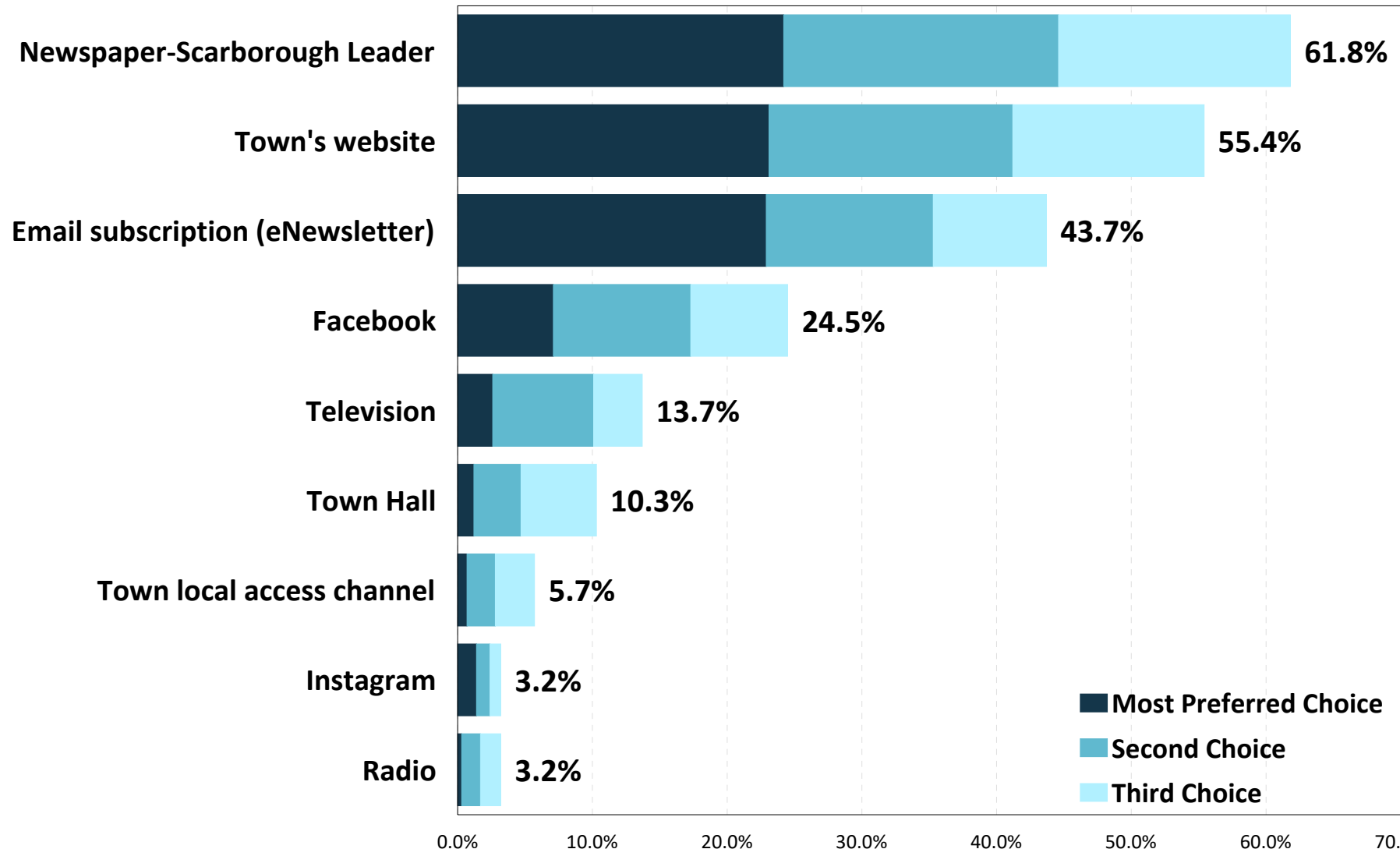
Q15. Which of the following are your primary sources of information about Town issues, services, and events?

by percentage of respondents (multiple choices could be selected)



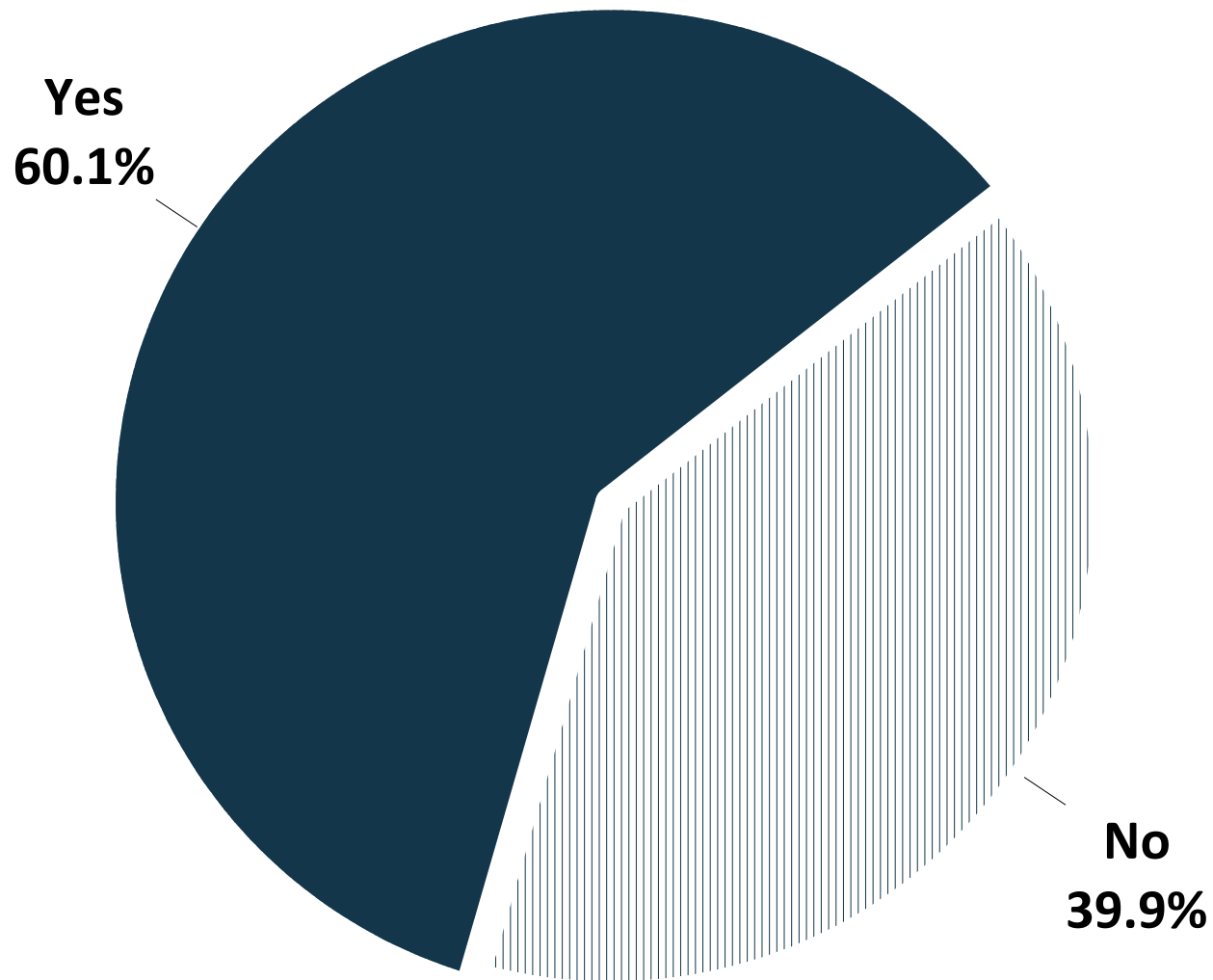
Q16. Which THREE sources of information listed in Question 15 are your most PREFERRED methods of receiving information about the Town?

by sum percentage of respondents chose the service as one of their top three choices



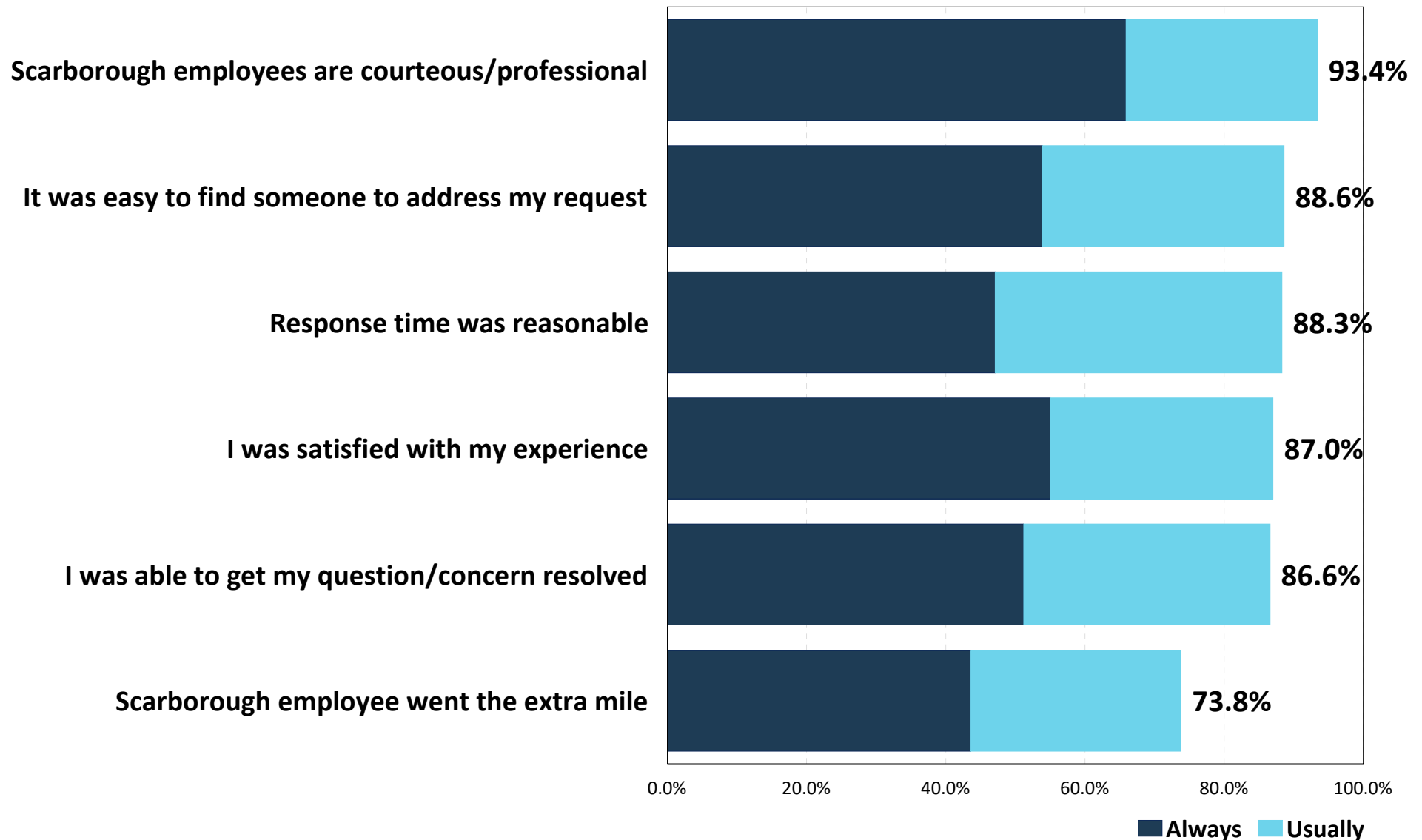
Q17. Customer Service. Have you contacted the Town during the past year?

by percentage of respondents



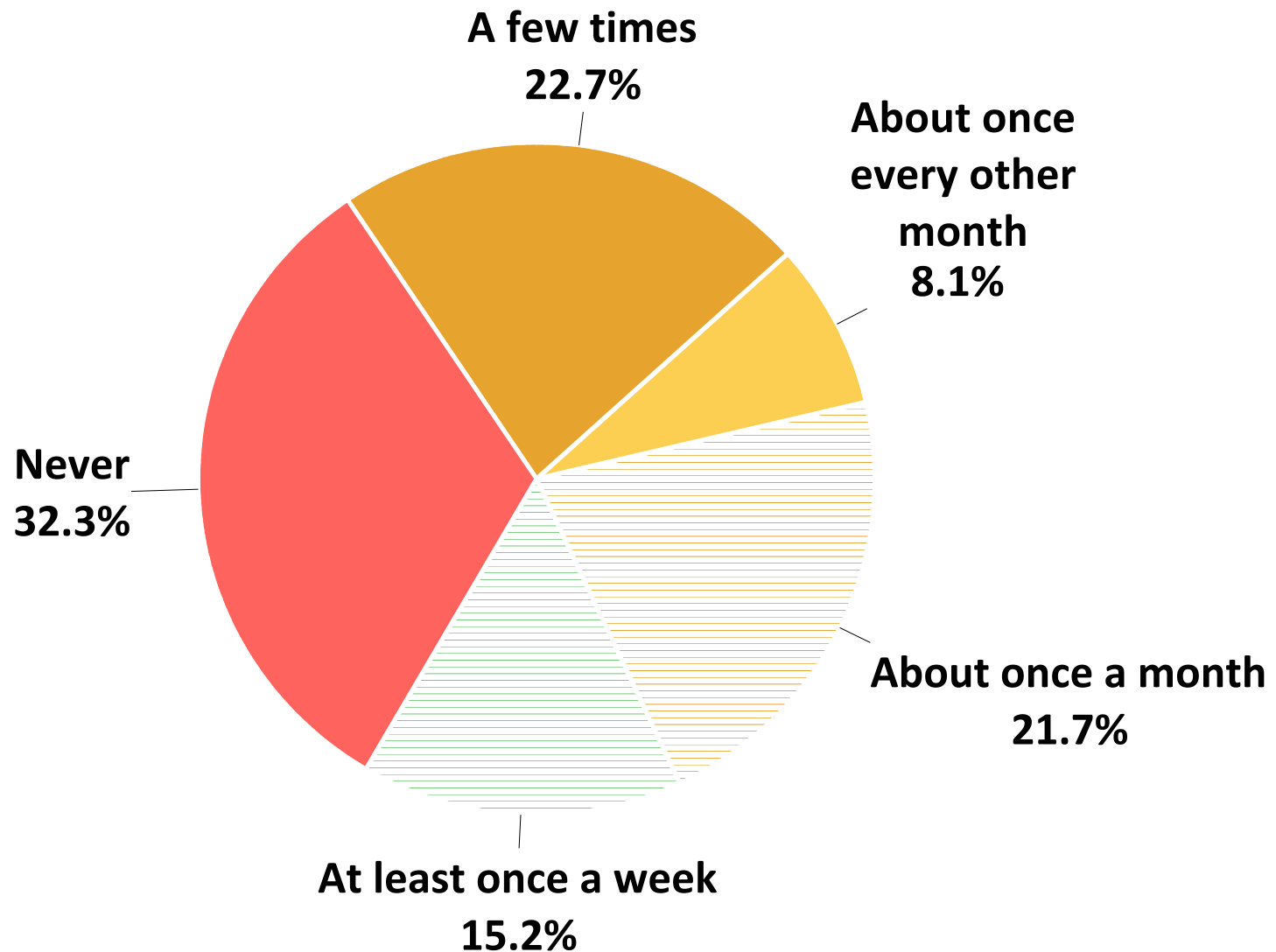
Q17a. Frequency Residents Observe Town Employees Exhibiting the Following Behaviors

by percentage of respondents that have contacted the Town during the past year and either *always* or *usually* observe Town employee exhibiting the following (excluding *don't know* responses)



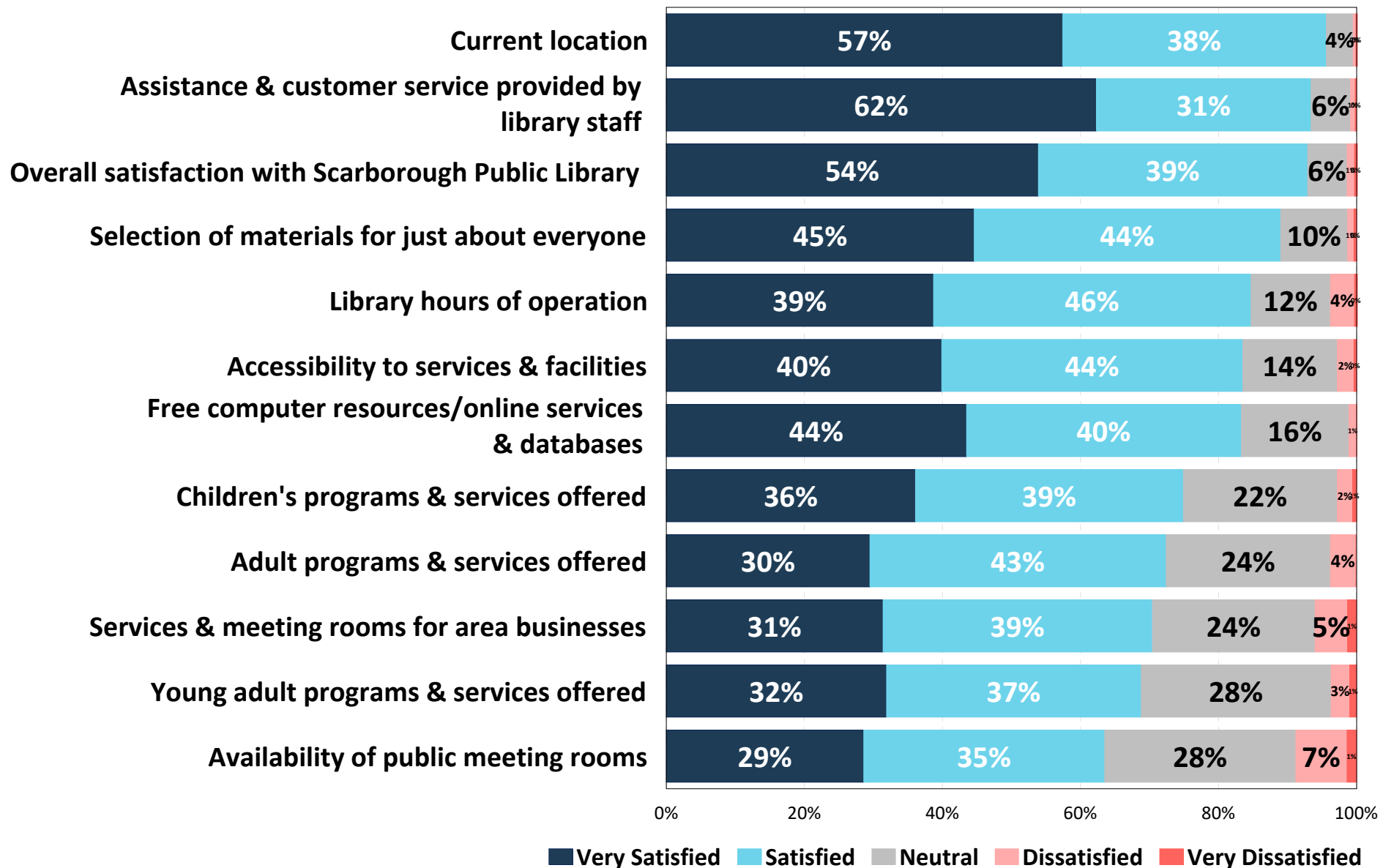
Q18. Library Services. Before COVID-19, how often per year did you use any services or facilities of the Scarborough Public Library?

by percentage of respondents (without *don't know* responses)



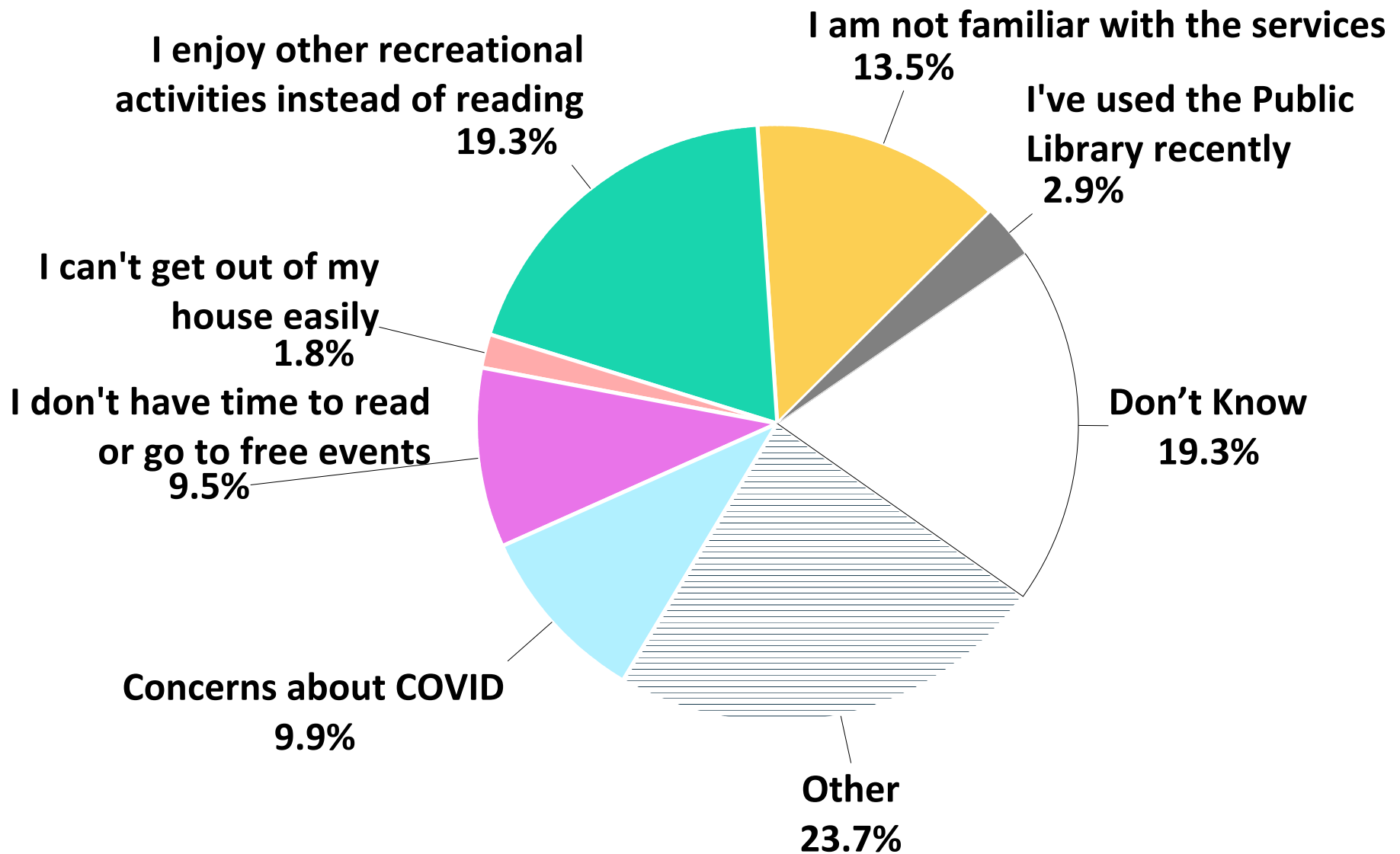
Q18a. Level of Satisfaction with Library Services

by percentage of respondents that used the library before COVID-19 using a 5-point scale, where 5 means **very satisfied** and 1 means **very dissatisfied** (excluding **don't know** responses)



Q18b. Which ONE of the following most closely describes why you have not used the Public Library recently?

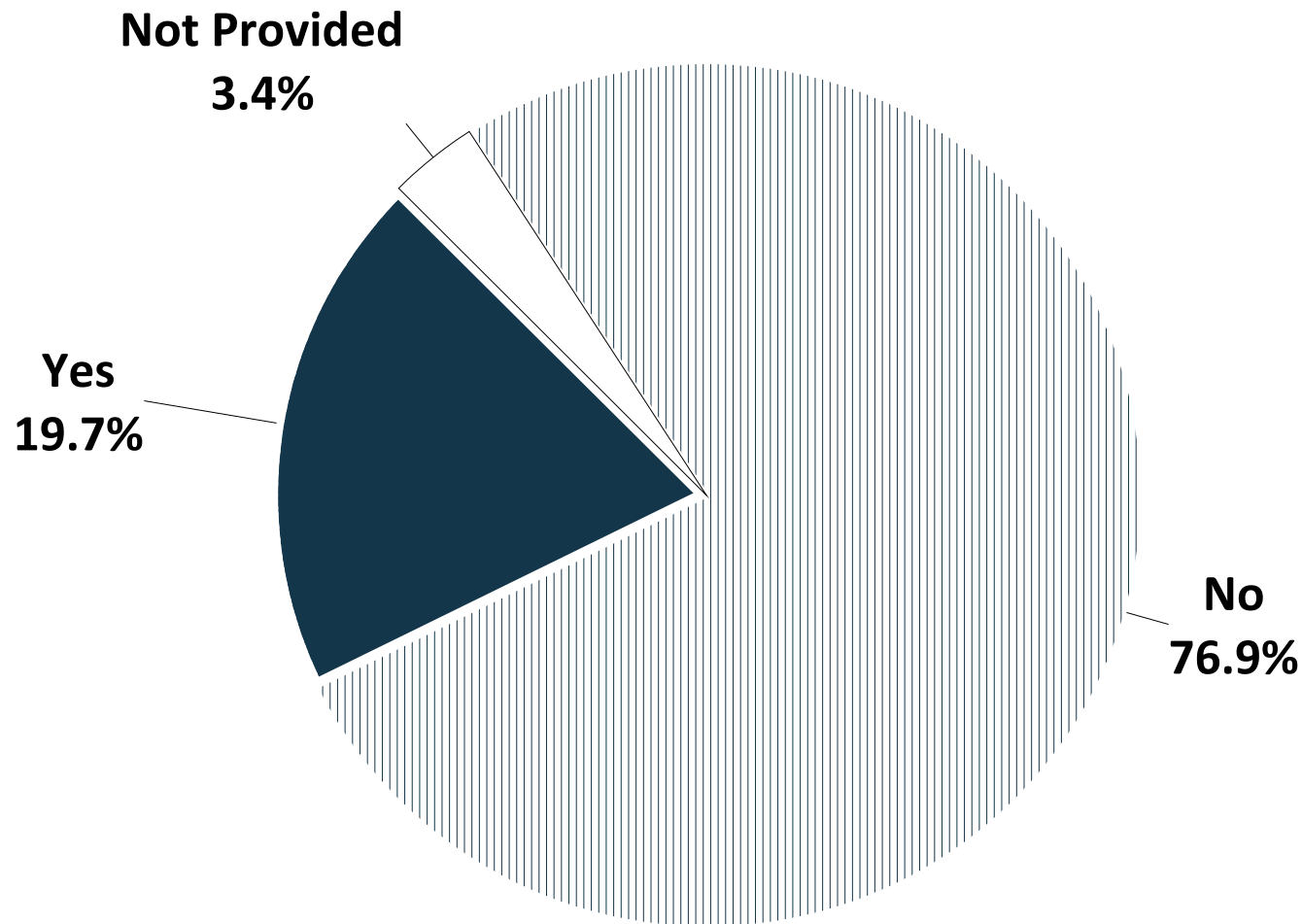
by percentage of respondents (without *don't know* responses)



*"Other" comments provided in the Tabular Data

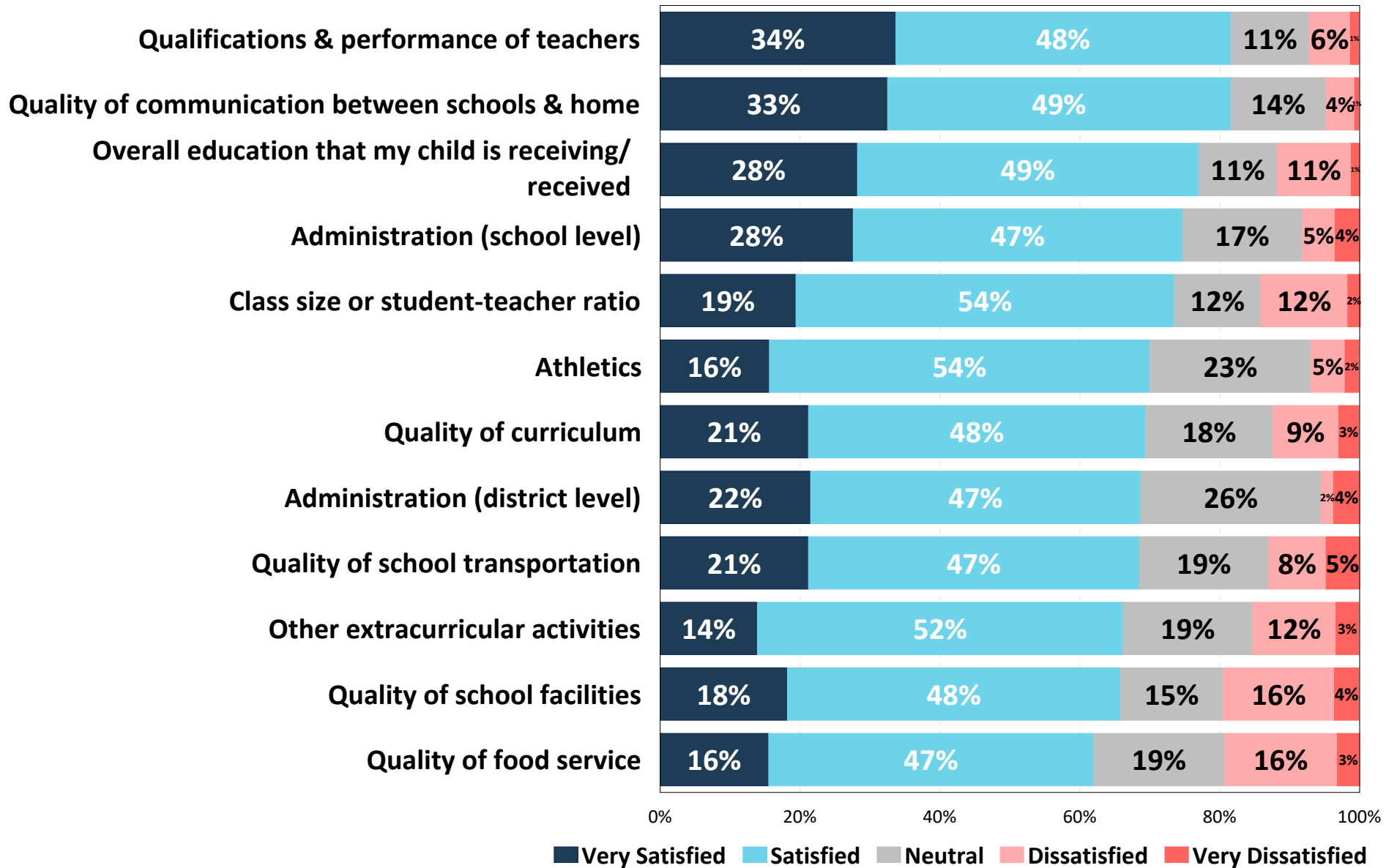
Q19. Public Education. Do you currently have any children in your household that attend Scarborough public school?

by percentage of respondents



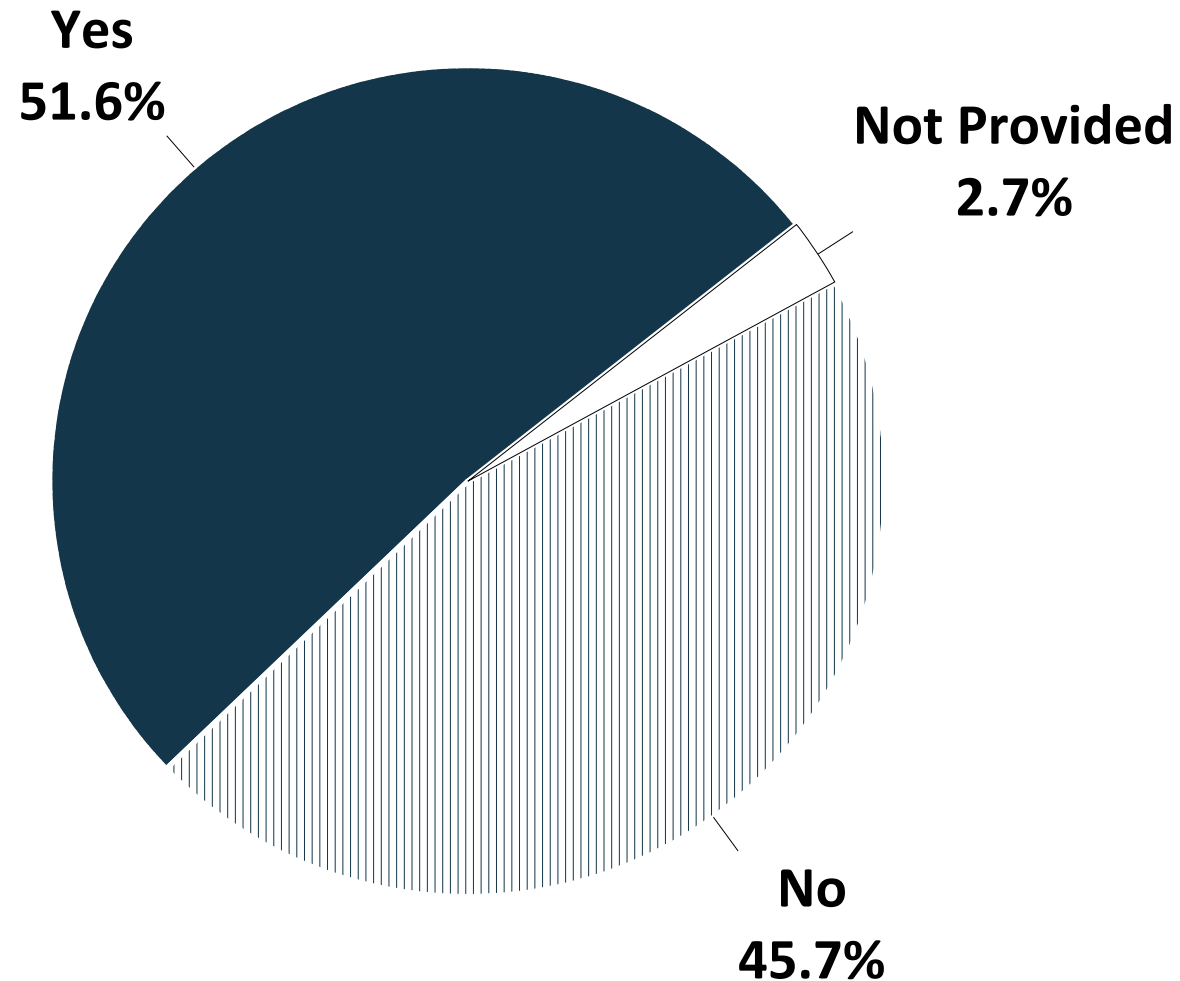
Q19a. Level of Satisfaction with Aspects of Scarborough Public Schools

by percentage of respondents with children that attend Scarborough Public Schools using a 5-point scale, where 5 means **very satisfied** and 1 means **very dissatisfied** (excluding **don't know** responses)



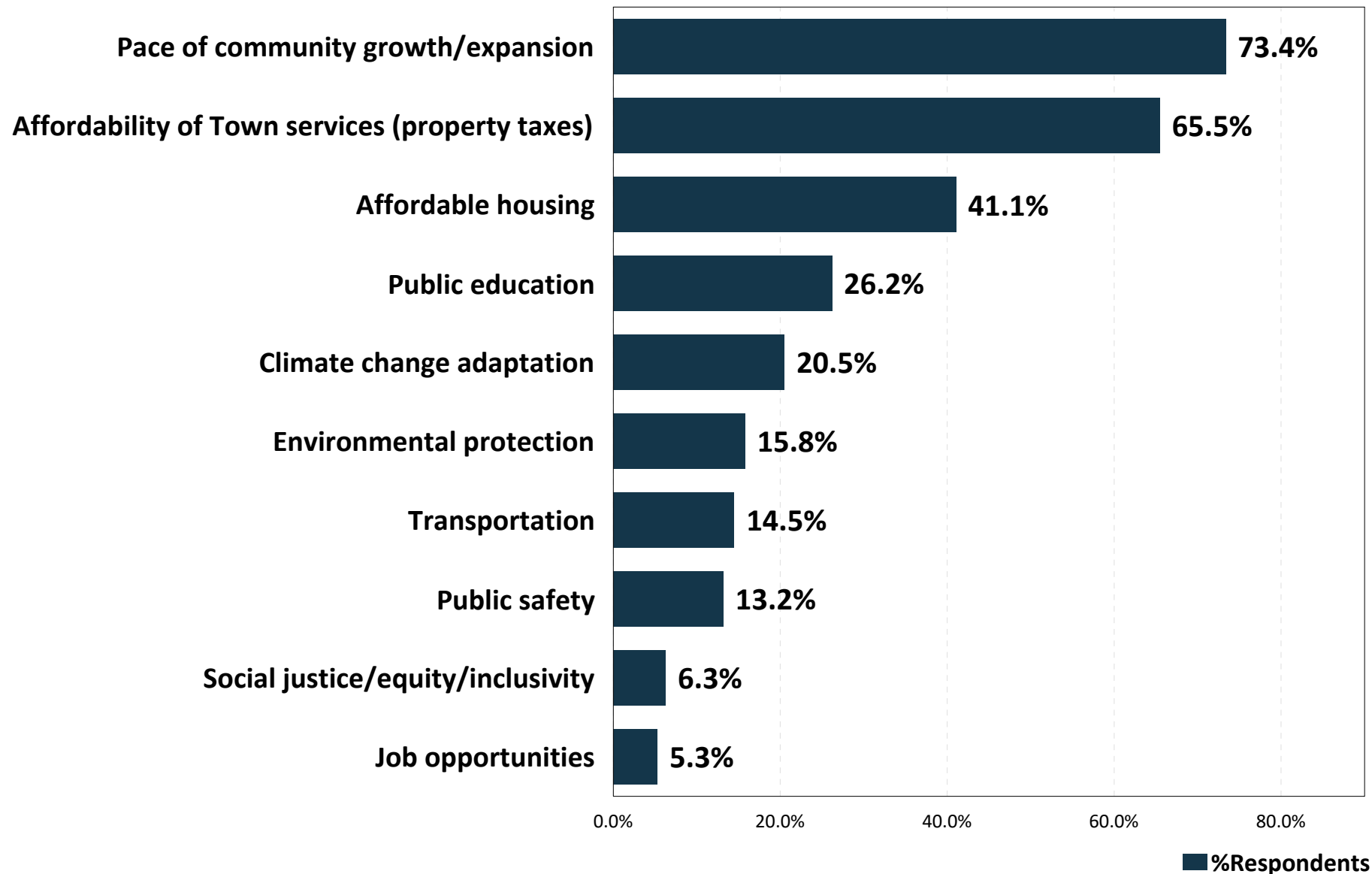
Q20. Have you ever had any children in your household that attended Scarborough public schools?

by percentage of respondents



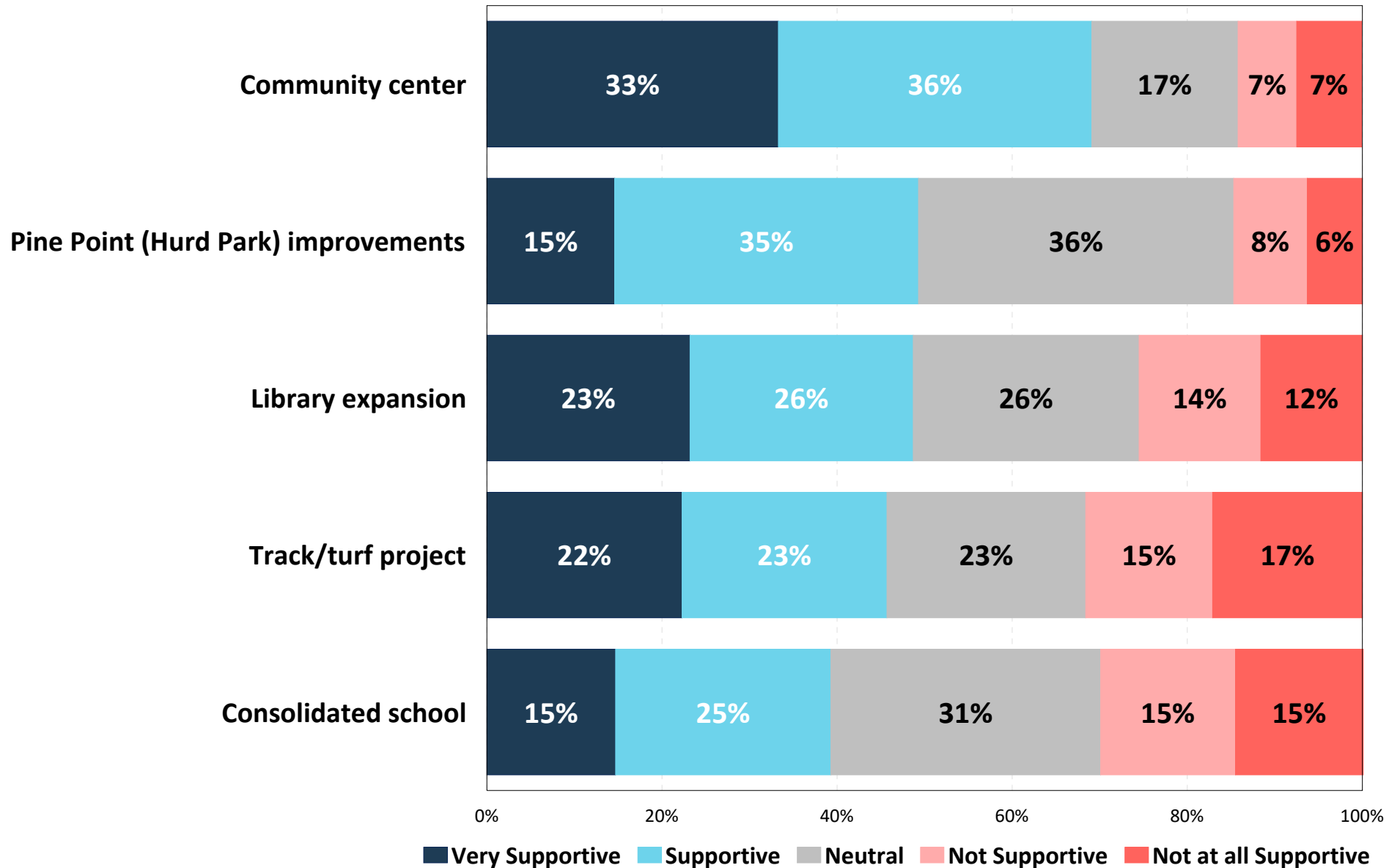
Q22. What are the THREE most significant issues you think Scarborough will face over the next five years?

by percentage of respondents (three choices could be selected)



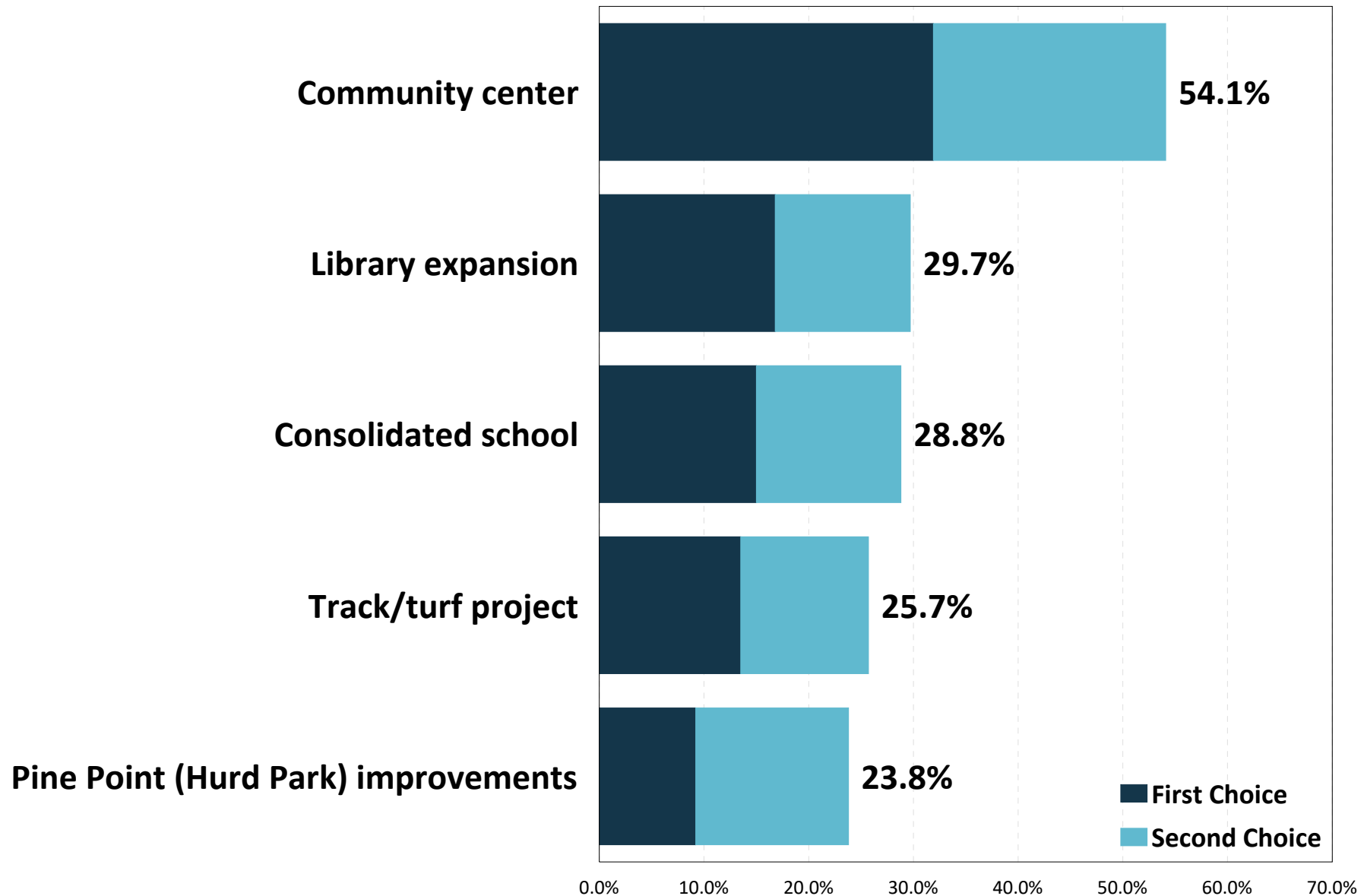
Q23. Level of Support for Potential Capital Improvement Projects

by percentage of respondents using a 5-point scale, where 5 means **very supportive** and 1 means **not at all supportive**
(excluding **don't know** responses)



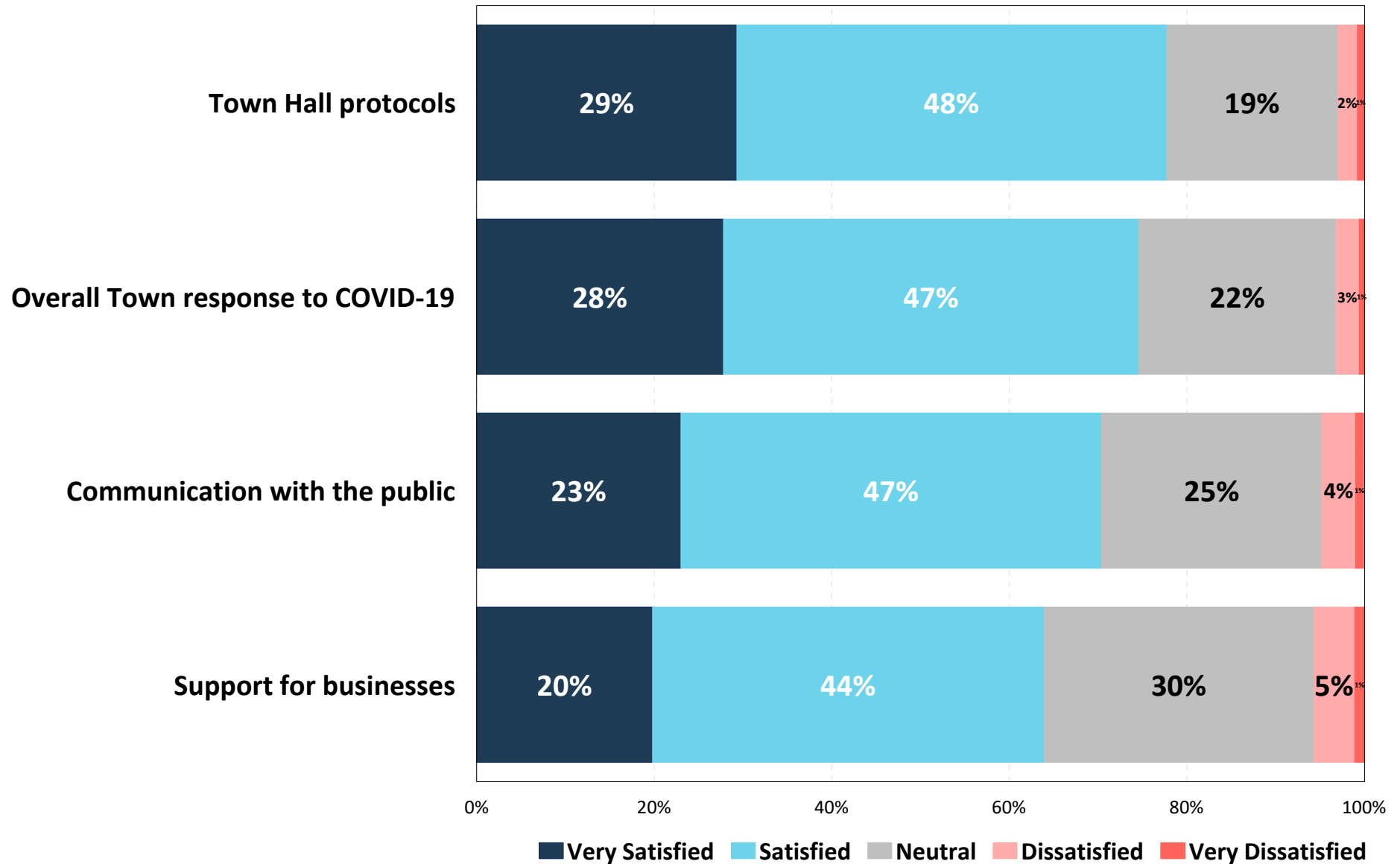
Q24. Which TWO of the projects listed in Question 23 do you think should receive the highest priorities for investment?

by sum percentage of respondents chose the service as one of their top two choices



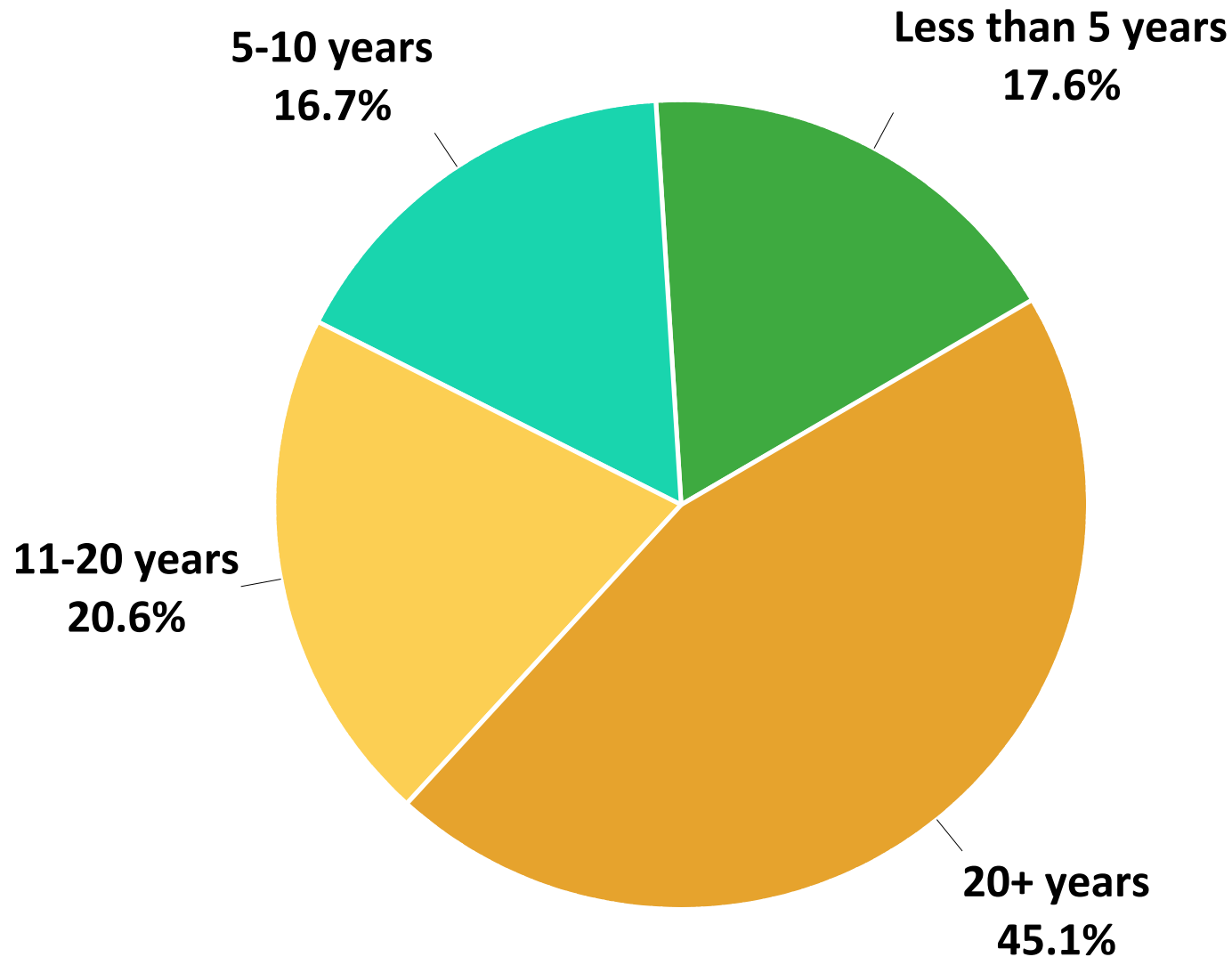
Q25. Level of Satisfaction with the Town's Communication with the Public in Response to COVID-19

by percentage of respondents using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied*
(excluding *don't know* responses)



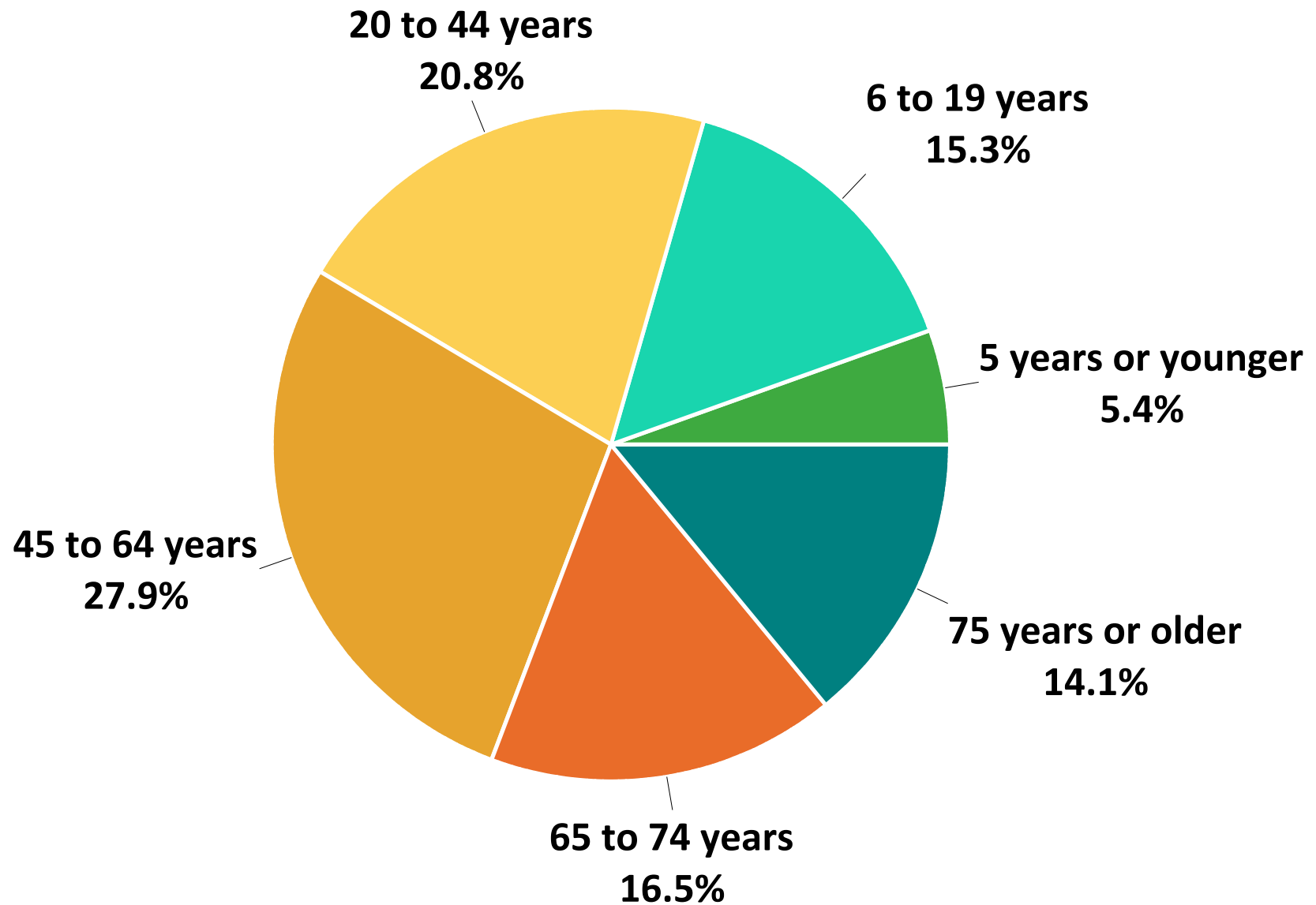
Demographics: Q26. Approximately how many years have you lived in the Town of Scarborough?

by percentage of respondents (without *not provided* responses)



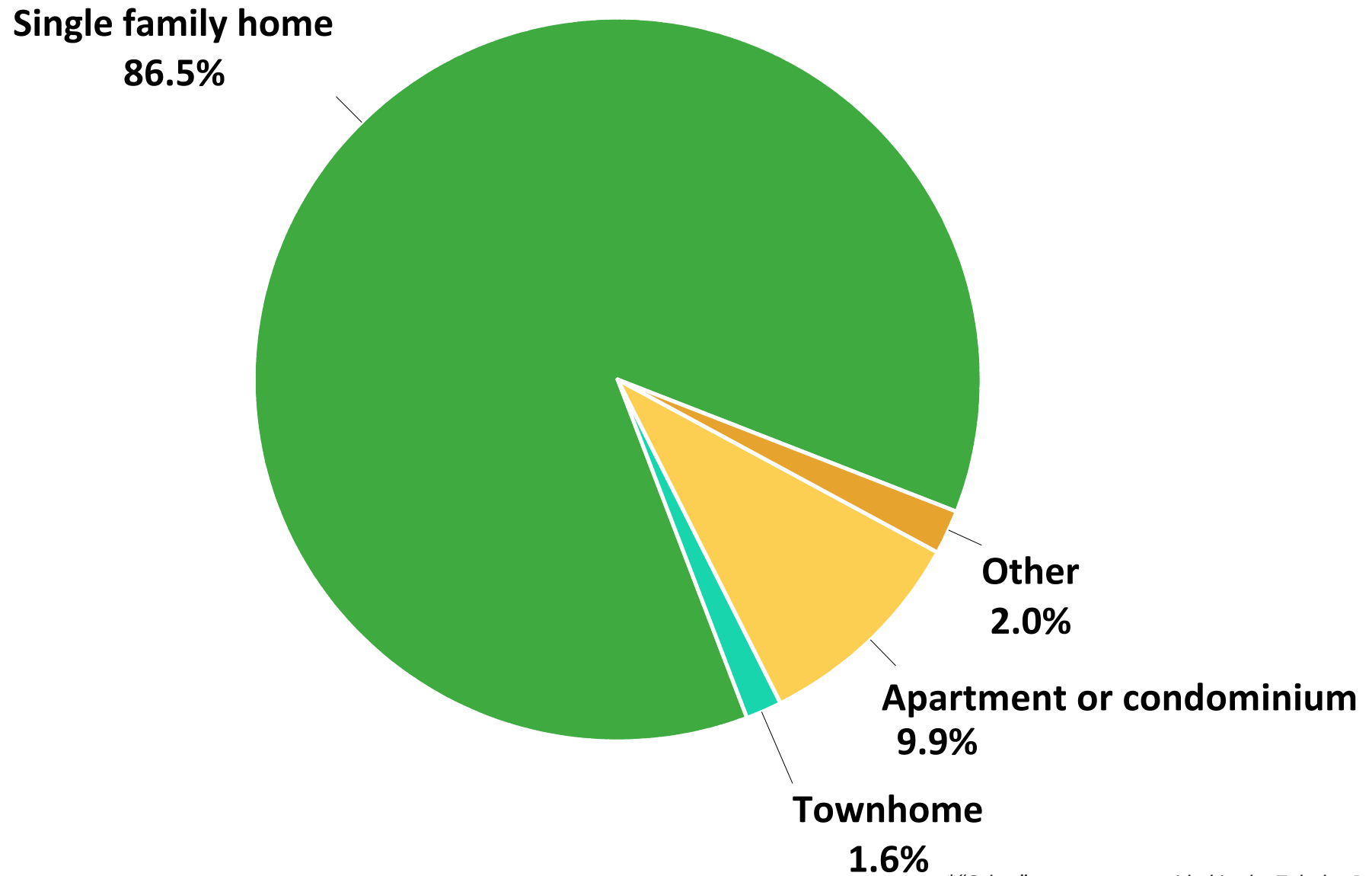
Demographics: Q27. Including yourself, how many persons from each age group are currently living in your household?

by percentage of respondents



Demographics: Q28. In what type of residence do you live?

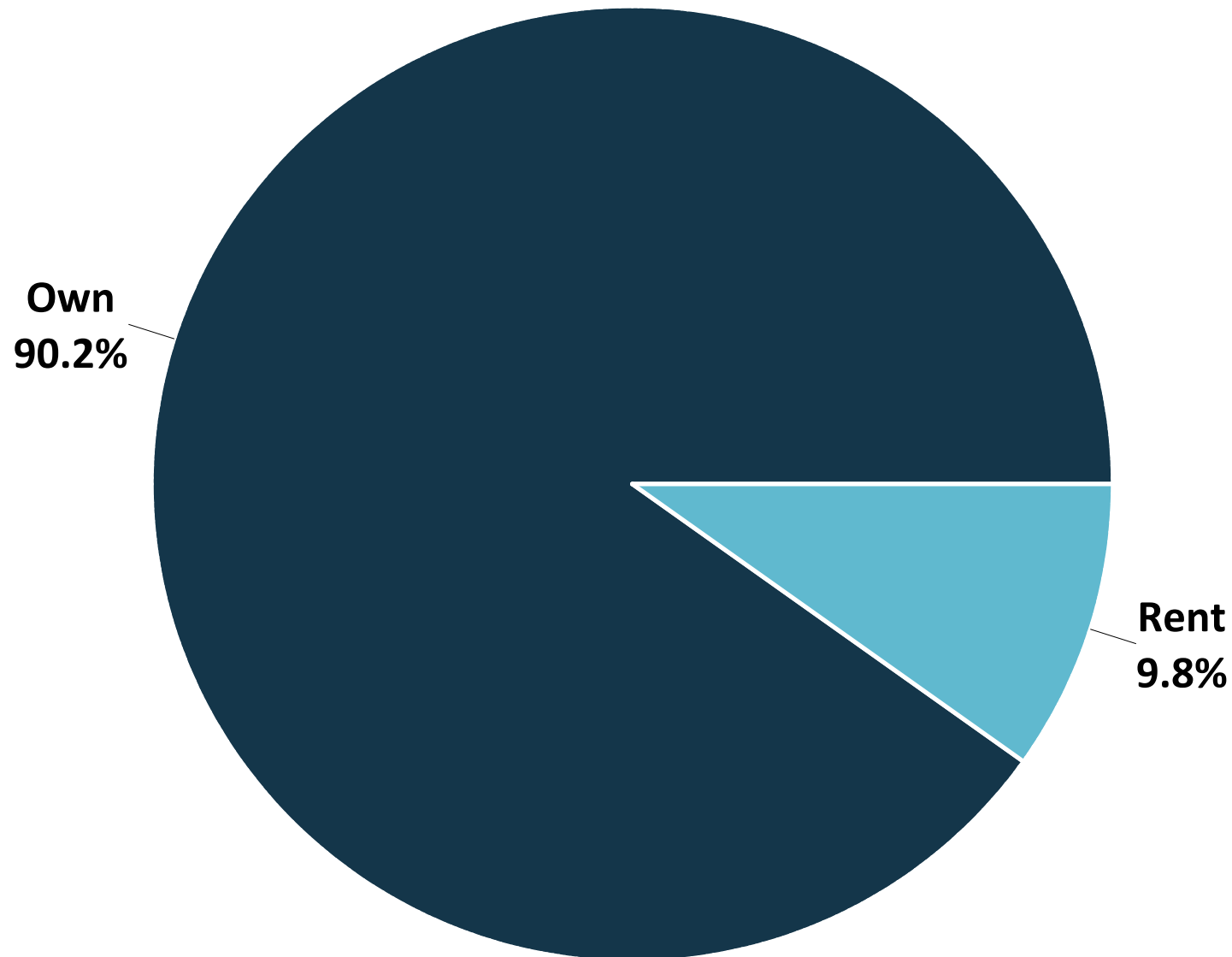
by percentage of respondents (without *not provided* responses)



**"Other" comments provided in the Tabular Data*

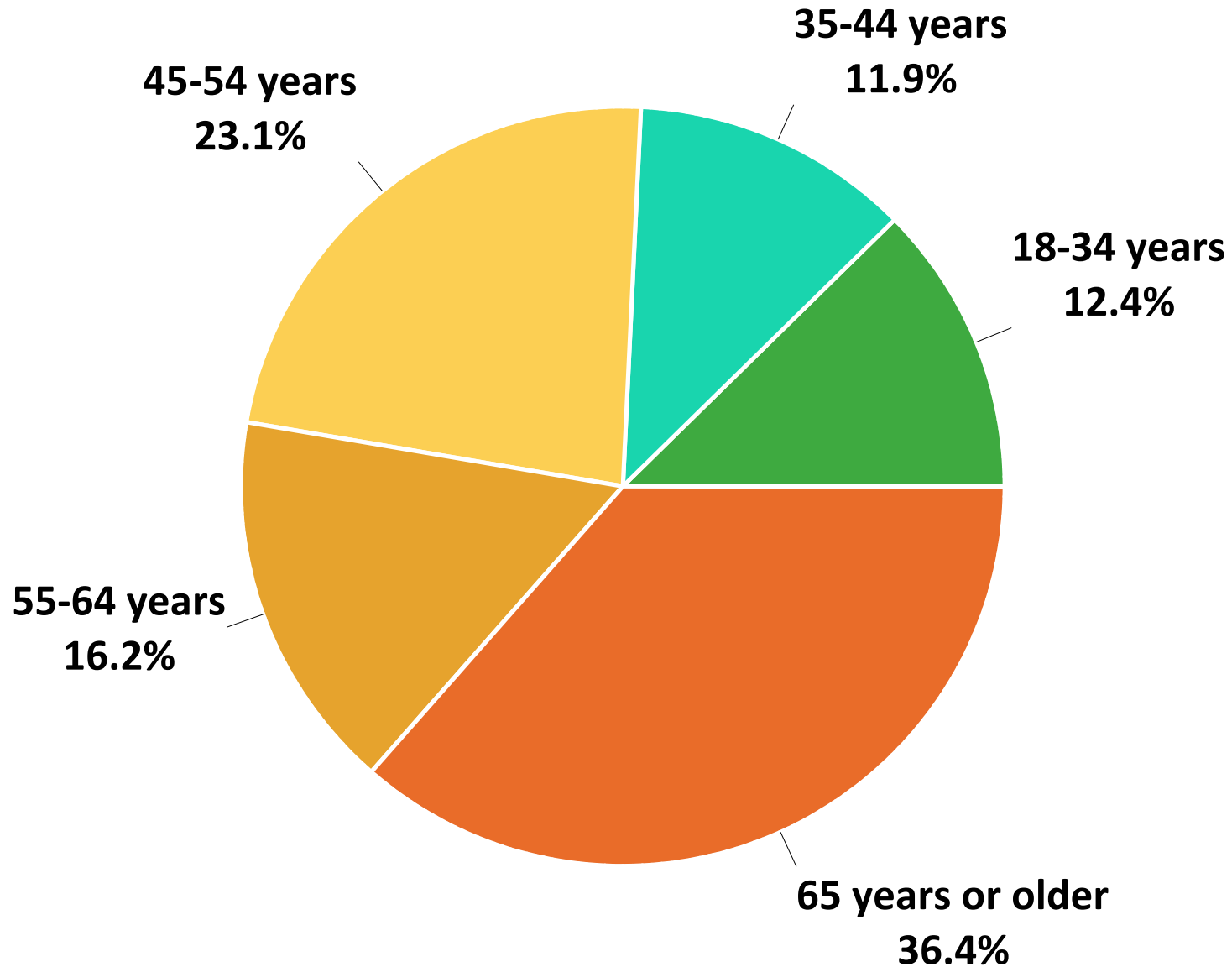
Demographics: Q29. Do you own or rent your current residence?

by percentage of respondents (without *not provided* responses)



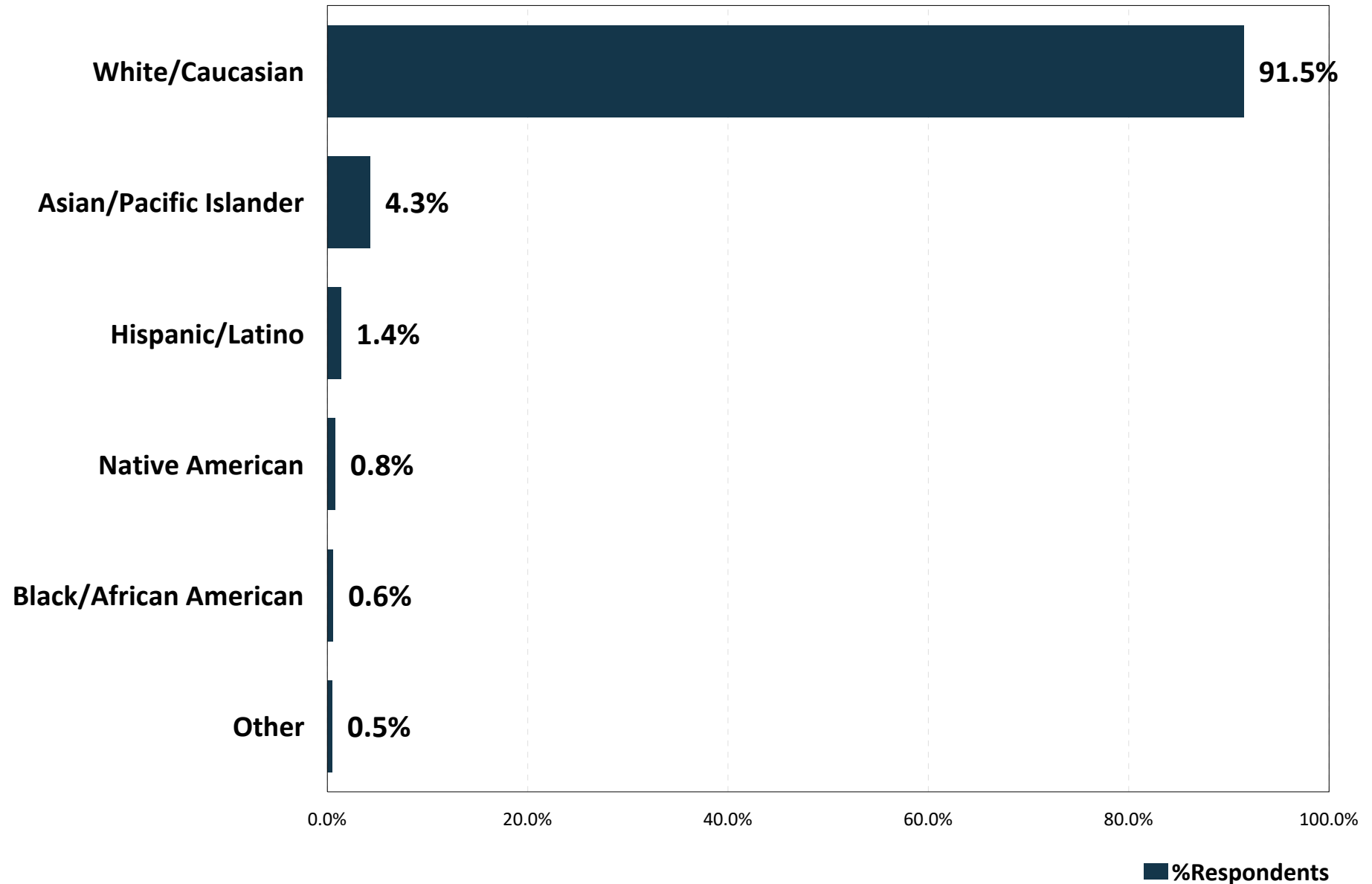
Demographics: Q30. What is your age?

by percentage of respondents (without *not provided* responses)



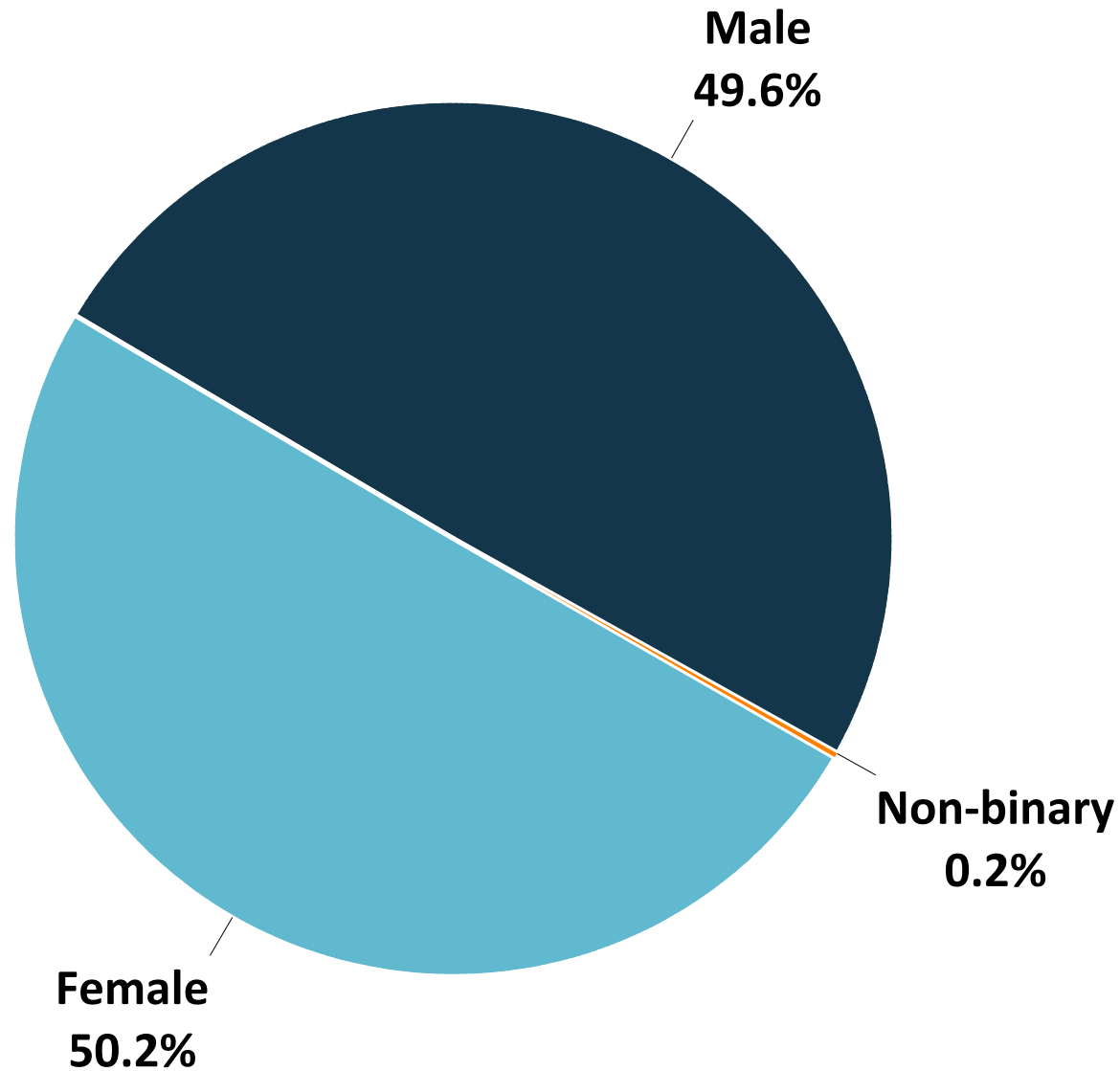
Demographics: Q31. Which of the following best describes your race?

by percentage of respondents (multiple choices could be selected)



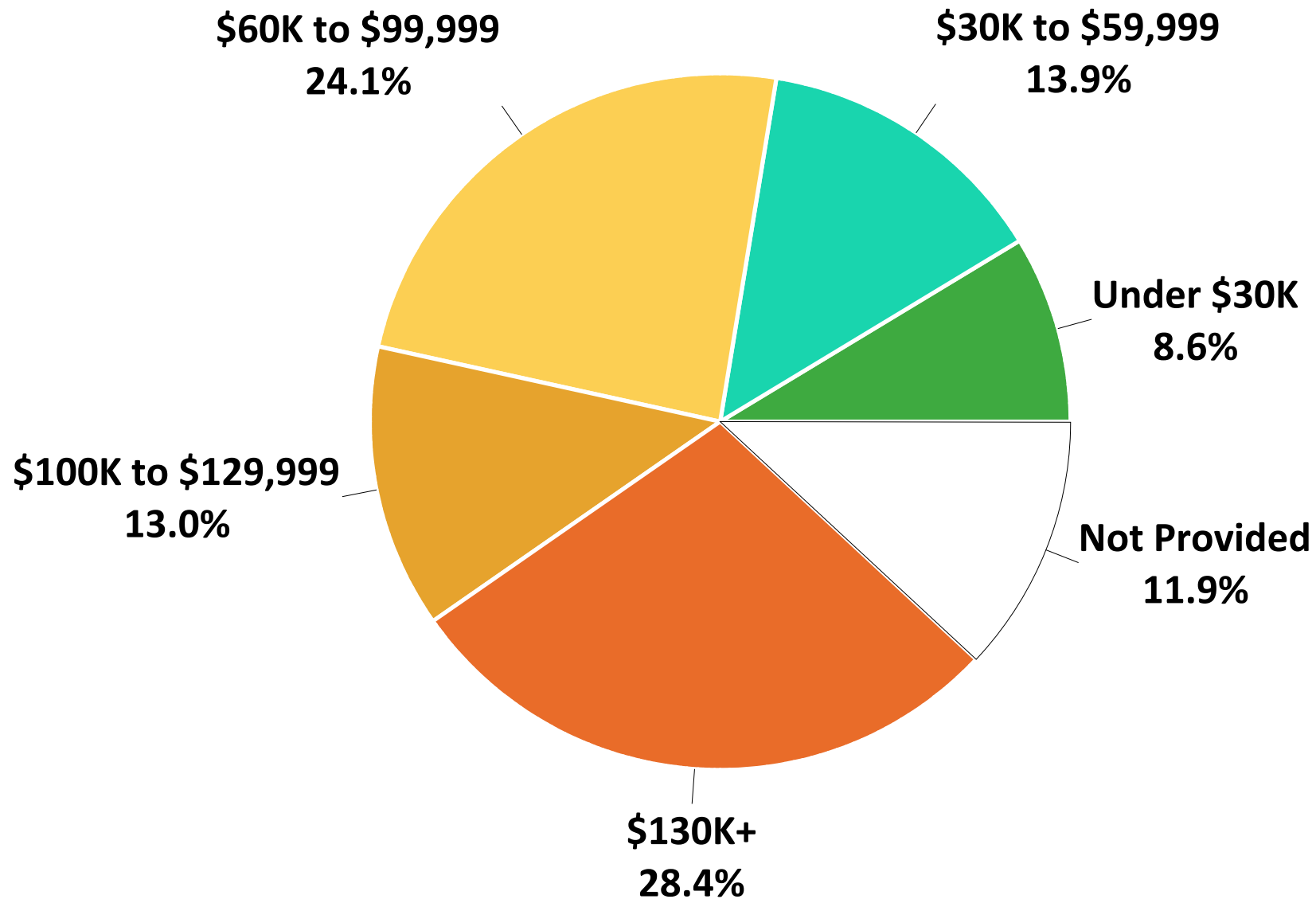
Demographics: Q32. Your gender:

by percentage of respondents (without *not provided* responses)



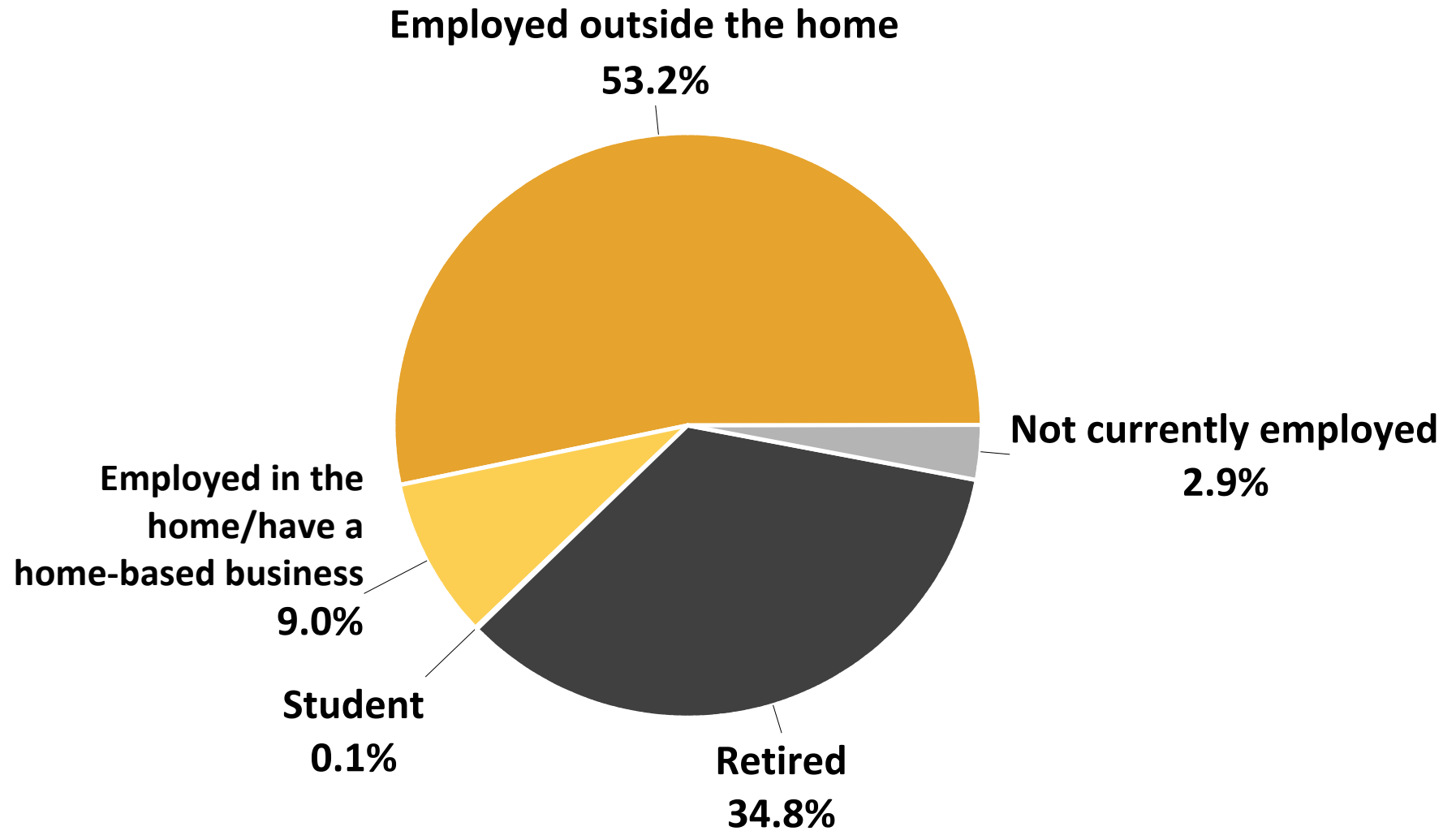
Demographics: Q33. Would you say your total household income is...

by percentage of respondents



Demographics: Q34. Which of the following best describes your current employment status?

by percentage of respondents (without *not provided* responses)



3

Benchmarking Analysis

Benchmark Analysis



Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 500 communities in 50 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the summer of 2021 to a random sample of more than 5,000 residents across the United States, and (2) a regional survey administered during the summer of 2021 to a random sample of over 400 residents in the Northeast Region of the United States.

Interpreting the Graphs

The tables on the following pages show how the overall results for Scarborough compare to the average responses from communities in the Northeast Region and communities nationally in the United States. Differences between Scarborough's results and the region and national averages are listed for comparison purposes.

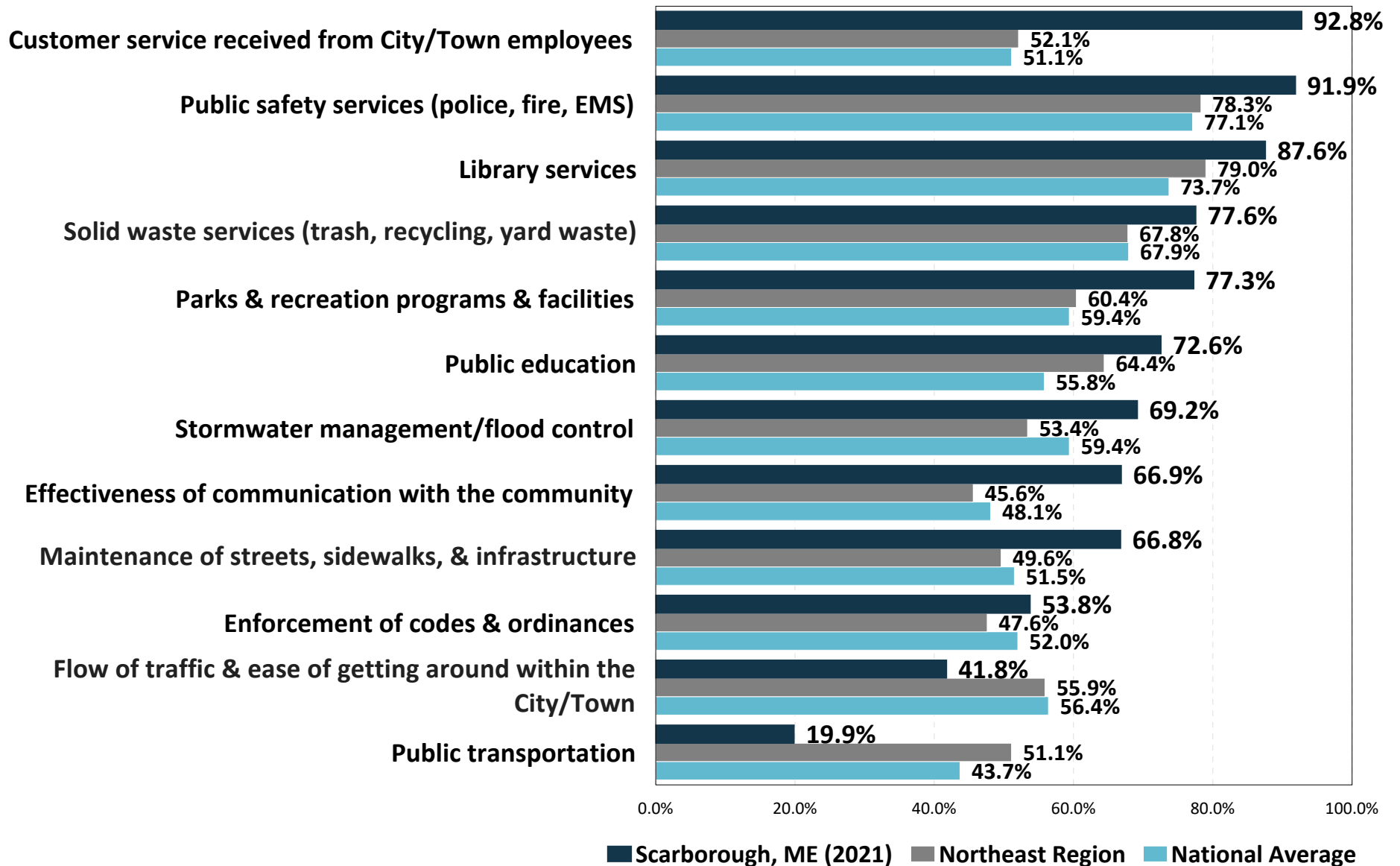
The Town of Scarborough's results are indicated with a dark blue bar, Northeast Region's average with a gray bar, and National average with a light blue bar.

Benchmark results for the Town of Scarborough are on the following pages.

Satisfaction with Town/City Services

Scarborough, ME Results (2021) vs. the Northeast Region of the U.S., & National Averages

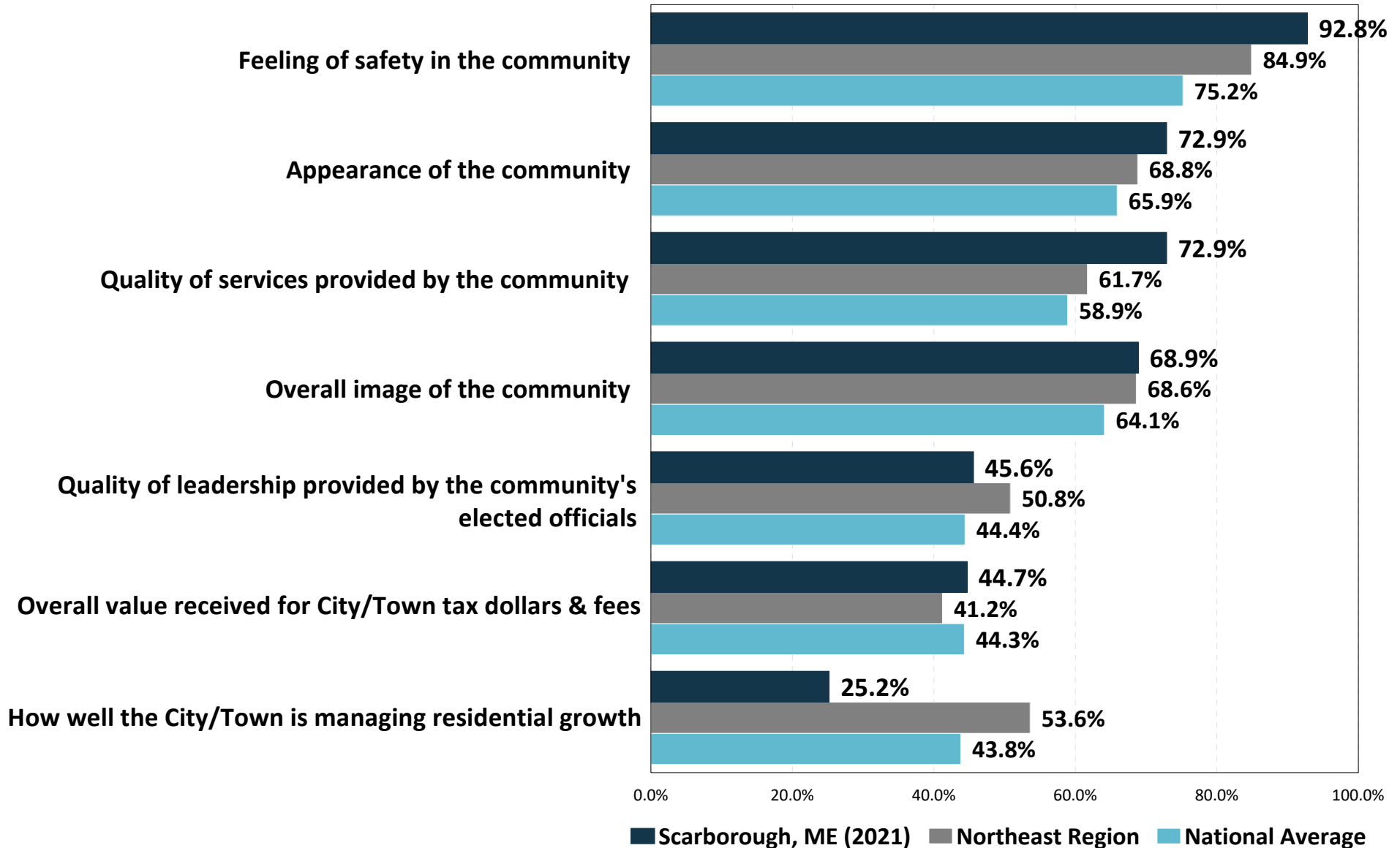
by sum percentage of respondents who were either *very satisfied* or *satisfied* with the service (excluding *don't know* responses)



Satisfaction with Community Perceptions

Scarborough, ME Results (2021) vs. the Northeast Region of the U.S., & National Averages

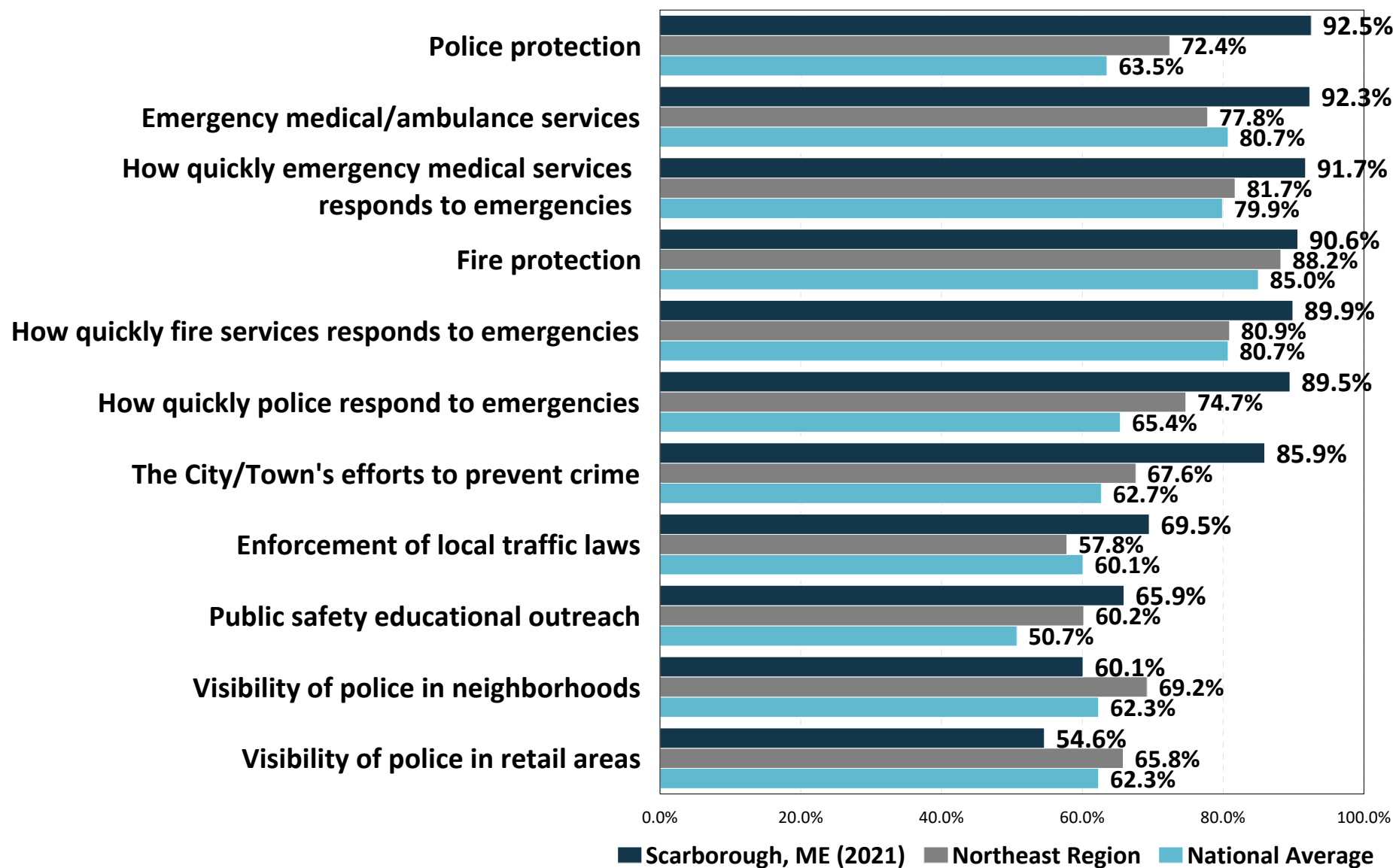
by sum percentage of respondents who were either *very satisfied* or *satisfied* with the service (excluding *don't know* responses)



Satisfaction with Public Safety

Scarborough, ME Results (2021) vs. the Northeast Region of the U.S., & National Averages

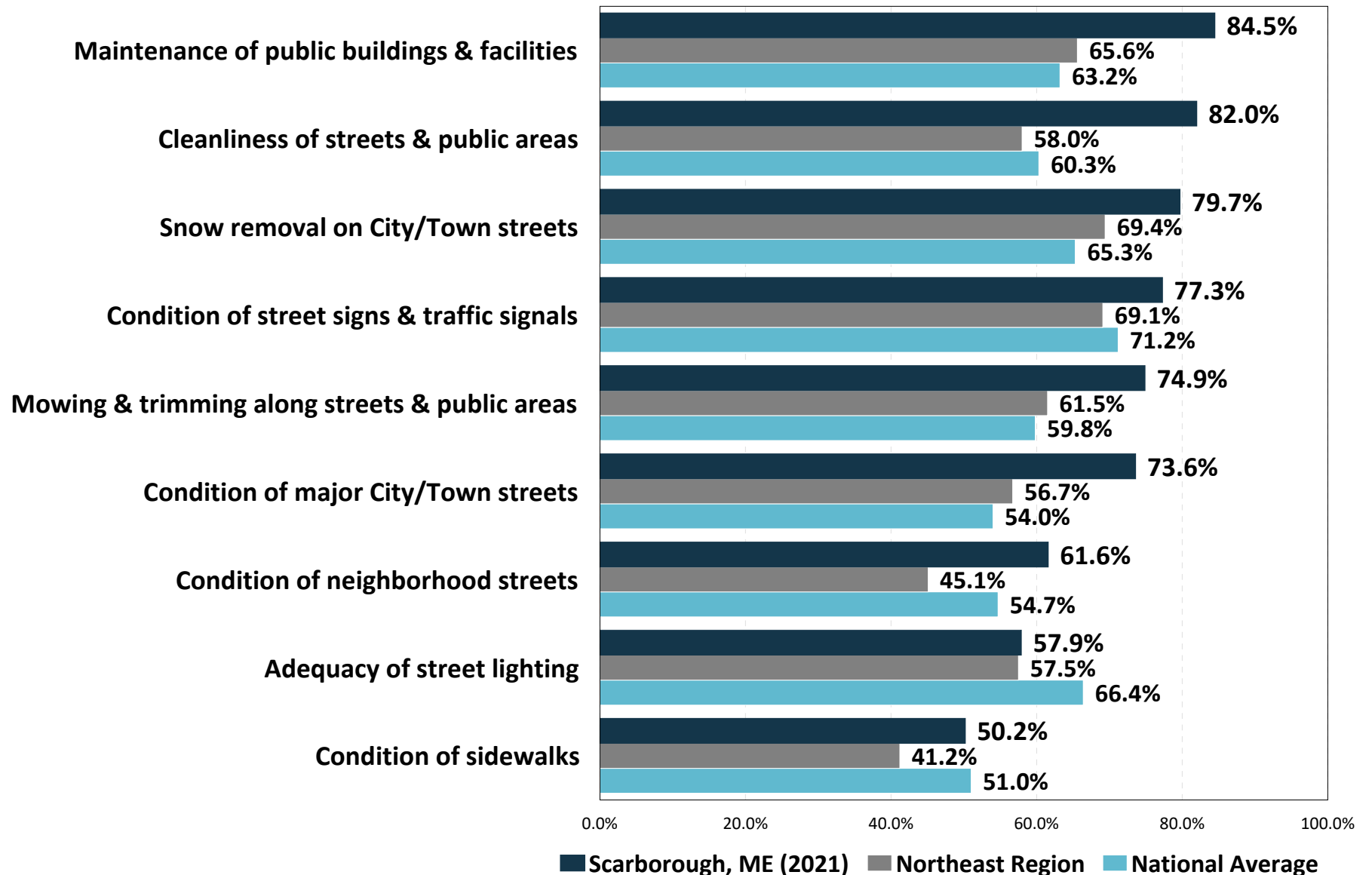
by sum percentage of respondents who were either *very satisfied* or *satisfied* with the service (excluding *don't know* responses)



Satisfaction with the City's/Town's Infrastructure

Scarborough, ME Results (2021) vs. the Northeast Region of the U.S., & National Averages

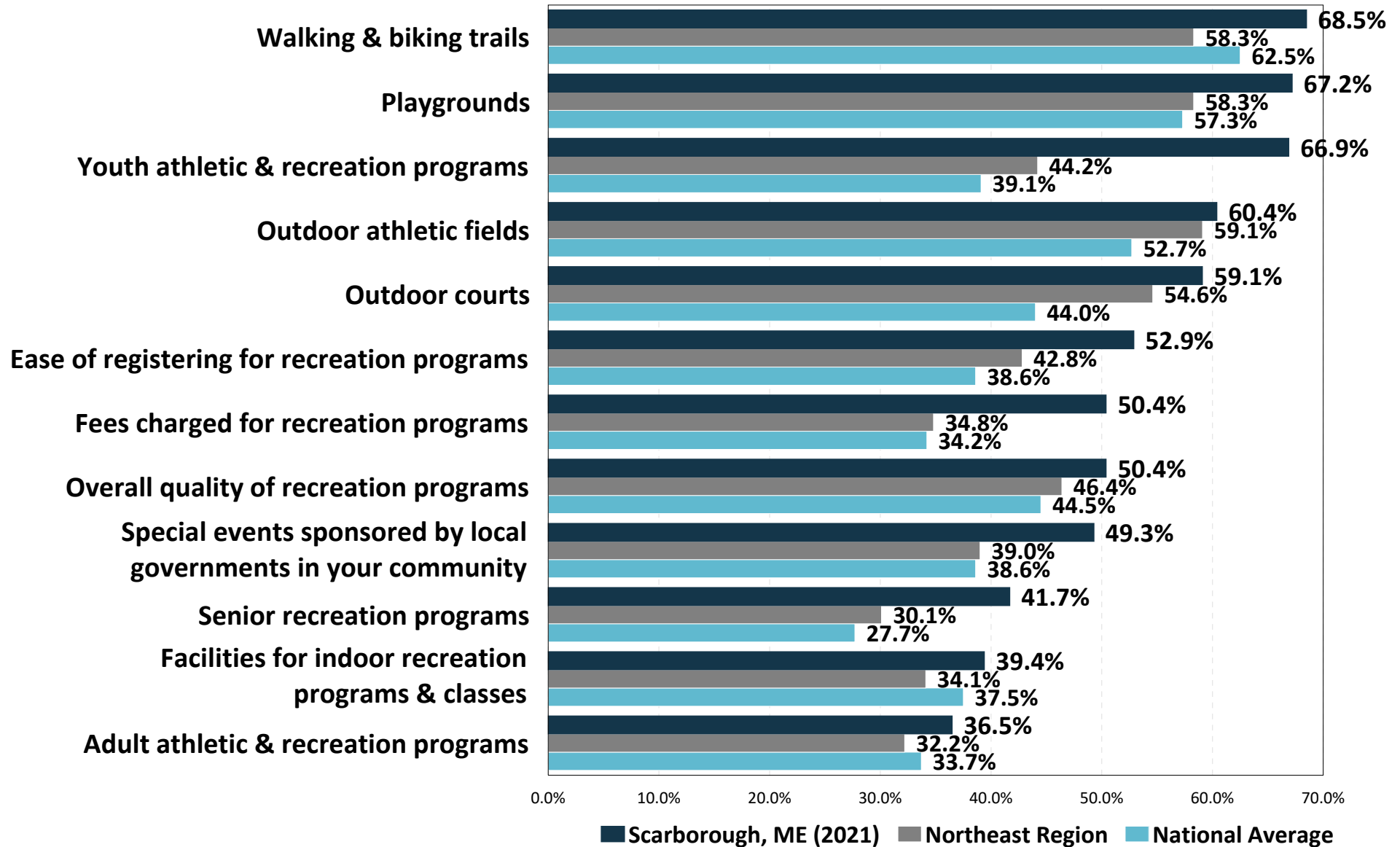
by sum percentage of respondents who were either *very satisfied* or *satisfied* with the service (excluding *don't know* responses)



Satisfaction with the City's/Town's Community Services

Scarborough, ME Results (2021) vs. the Northeast Region of the U.S., & National Averages

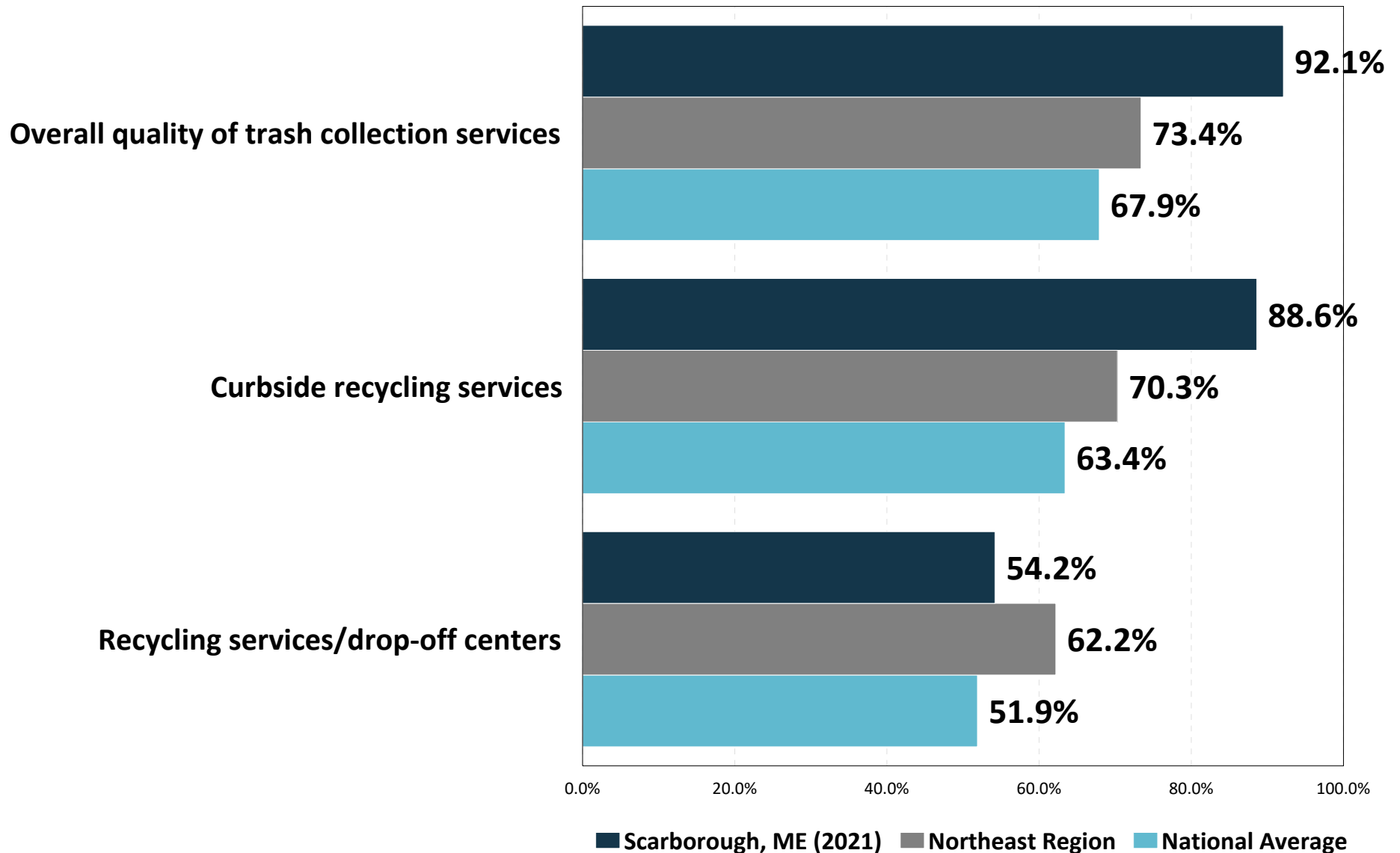
by sum percentage of respondents who were either *very satisfied* or *satisfied* with the service (excluding *don't know* responses)



Satisfaction with the Trash and Recycling Services

Scarborough, ME Results (2021) vs. the Northeast Region of the U.S., & National Averages

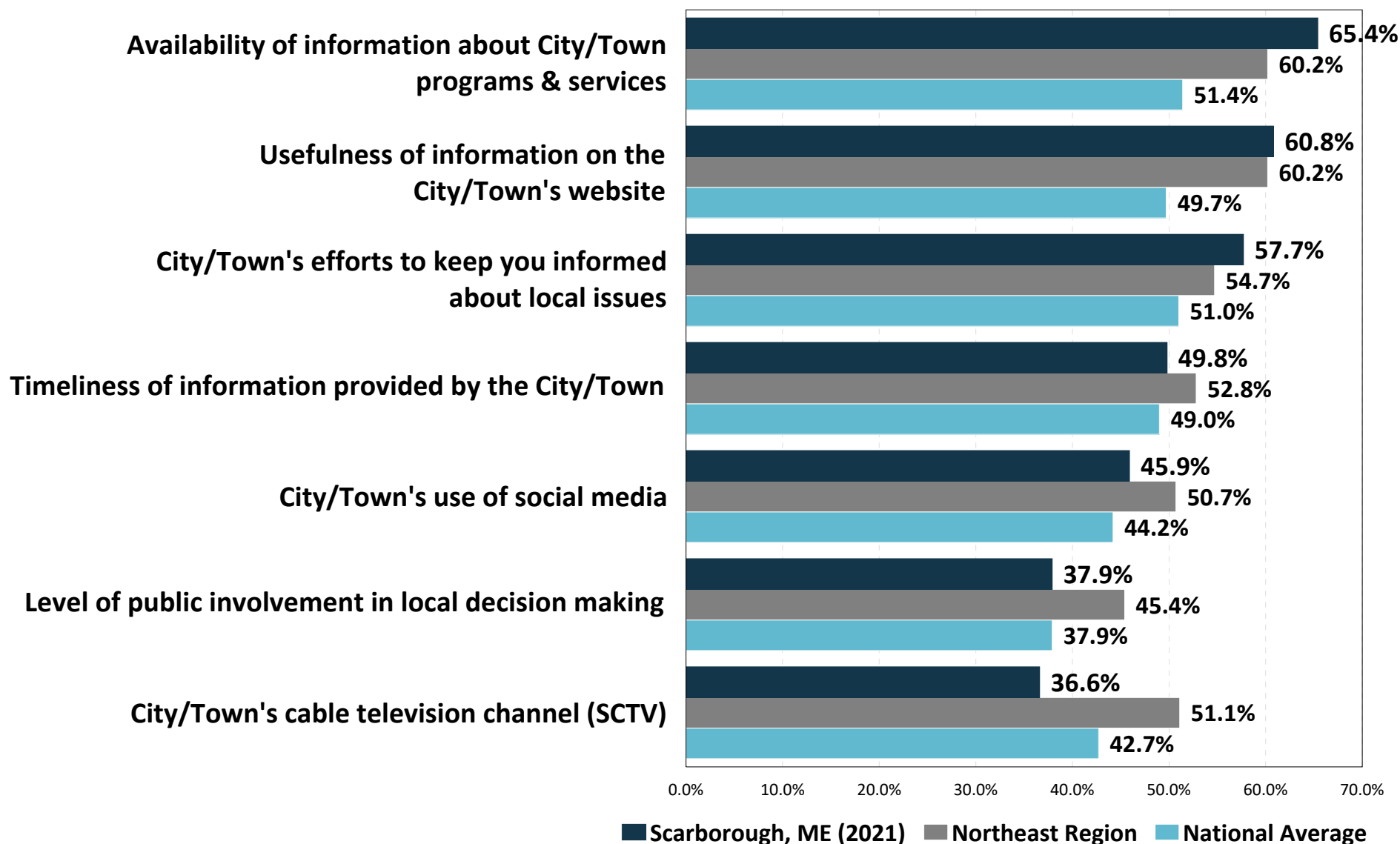
by sum percentage of respondents who were either *very satisfied* or *satisfied* with the service (excluding *don't know* responses)



Satisfaction with Communication Services

Scarborough, ME Results (2021) vs. the Northeast Region of the U.S., & National Averages

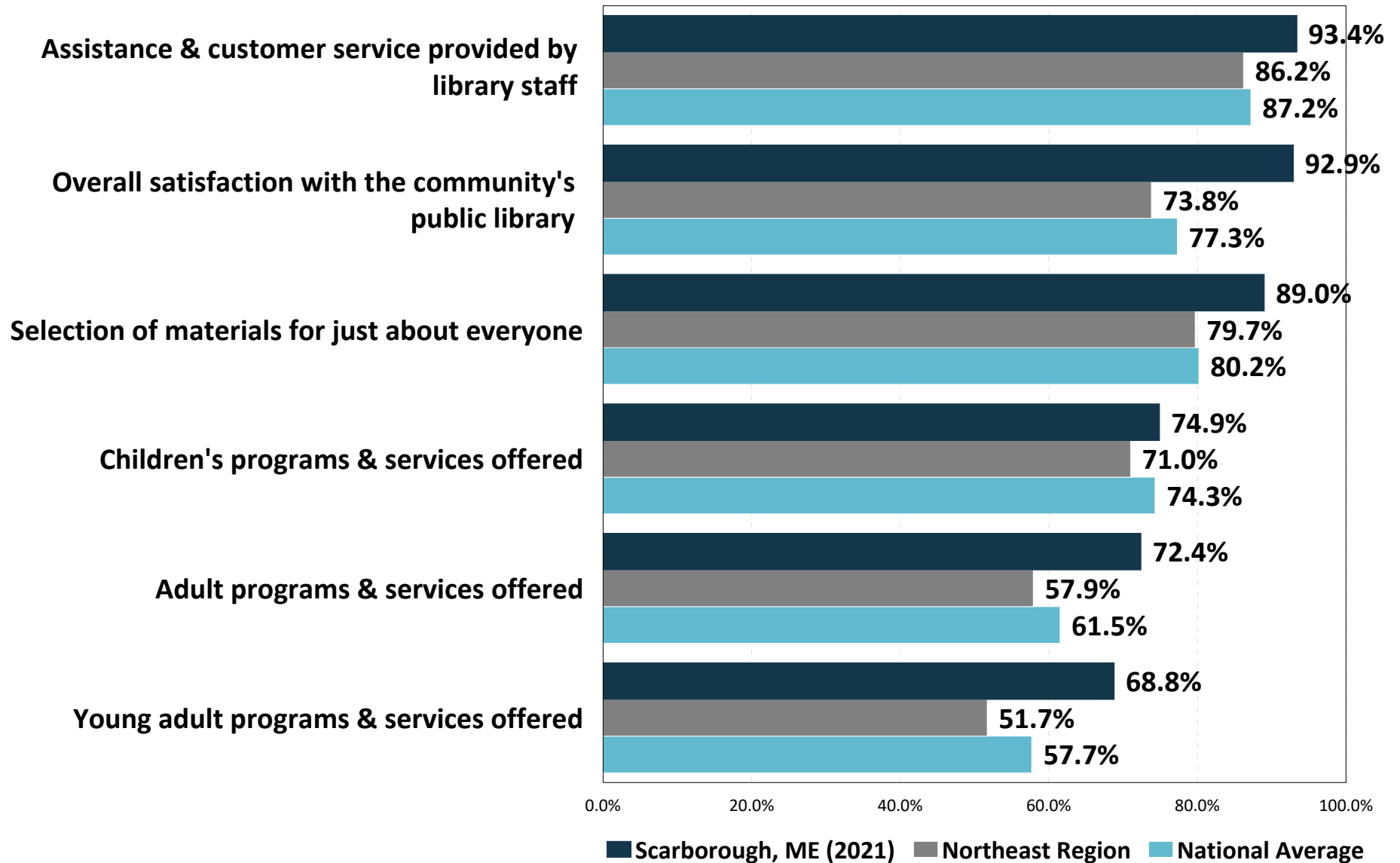
by sum percentage of respondents who were either *very satisfied* or *satisfied* with the service (excluding *don't know* responses)



Satisfaction with Library Services

Scarborough, ME Results (2021) vs. the Northeast Region of the U.S., & National Averages

by sum percentage of respondents who were either *very satisfied* or *satisfied* with the service (excluding *don't know* responses)

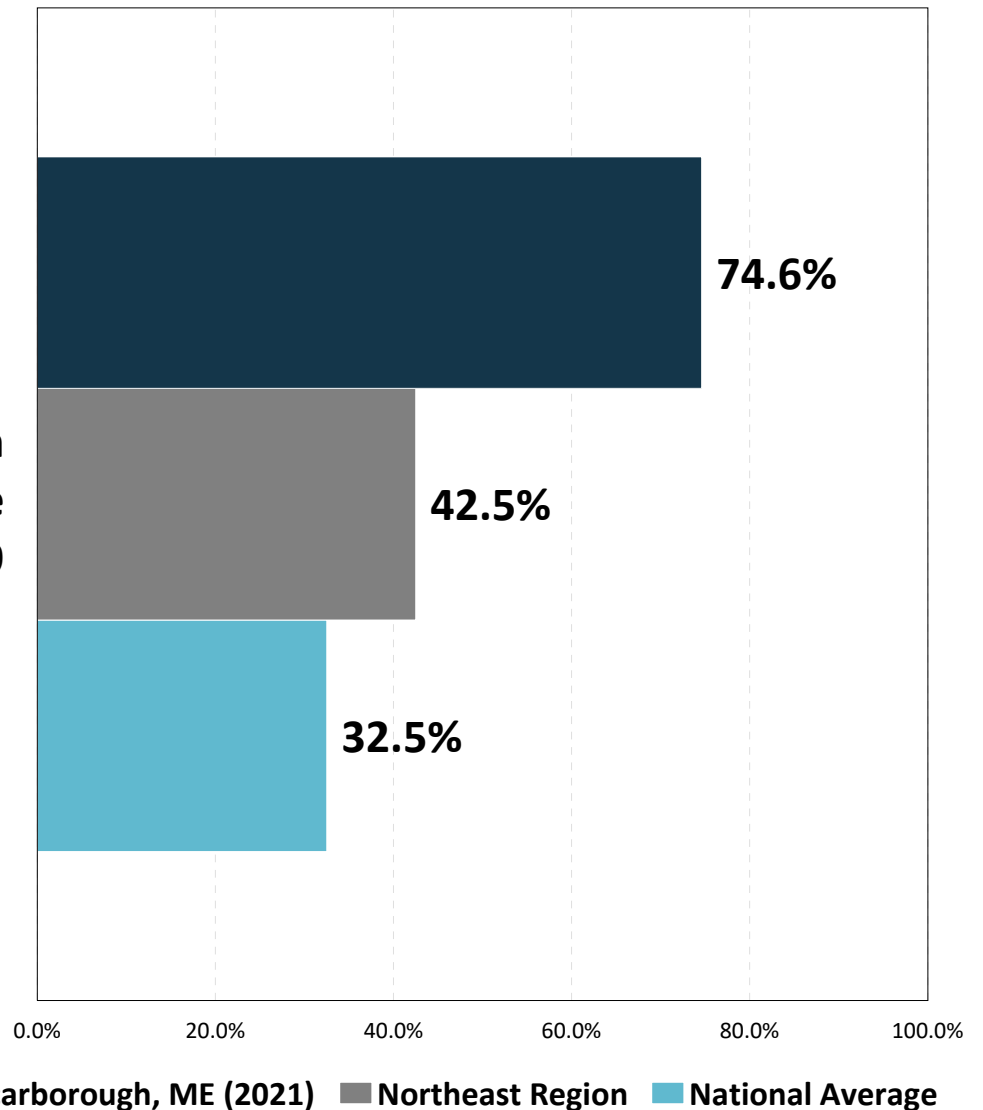


Satisfaction with the City/Town's Response to COVID-19

Scarborough, ME Results (2021) vs. the Northeast Region of the U.S., & National Averages

by sum percentage of respondents who were either *very satisfied* or *satisfied* with the service (excluding *don't know* responses)

%Respondents Very Satisfied/Satisfied with
the City's/Town's Overall Response
to COVID-19



4

Importance-Satisfaction Analysis

Importance-Satisfaction Analysis



Overview

Today, Town officials have limited resources which need to be targeted to activities that are of the most benefit to their residents. Two of the most important criteria for decision making are;

- (1) to target resources toward services of the highest importance to residents and
- (2) to target resources toward those services where residents are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction (I-S) rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the Town to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the Town's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). "don't know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

Example of the Calculation

Respondents were asked to identify Town services and initiatives provided by the Town that they thought should receive the most emphasis, from Town leaders, over the next two years. Fifty-nine percent (58.6%) of respondents selected the *overall flow of traffic and ease of getting around within Town*, as one of the most important services for the Town to provide.

Regarding satisfaction, 41.8% of respondents rated the Town's overall performance regarding the *overall flow of traffic and ease of getting around within Town*, as a "4" or "5" on a 5-point scale (where "5" means "very satisfied") excluding "don't know" responses.

The I-S rating for the *overall flow of traffic and ease of getting around within Town*, is calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example 58.6% was multiplied by 58.2% (1-0.418). This calculation yielded an I-S rating of 0.3411 which ranked first out of the thirteen services and initiatives, provided by the Town, that were analyzed.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate they are positively satisfied with the delivery of the service.

Importance-Satisfaction Analysis



The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one for the two or three most important areas for the Town to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ($IS \geq 0.20$)
- Increase Current Emphasis ($0.10 \leq IS < 0.20$)
- Maintain Current Emphasis ($IS < 0.10$)

The results for the Town of Scarborough are provided on the following pages.

Importance-Satisfaction Analysis & Ratings

Major Categories of Town Services

Town of Scarborough Community Survey (2021)

Scarborough, Maine

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (I-S > 0.20)						
Overall flow of traffic & ease of getting around within Town	58.6%	1	41.8%	12	0.3411	1
High Priority (I-S = 0.10-0.20)						
Overall maintenance of Town streets, sidewalks, & infrastructure	42.4%	2	66.8%	10	0.1408	2
Overall quality of public transportation	17.2%	6	19.9%	13	0.1378	3
Medium Priority (I-S < 0.10)						
Overall quality of public education	28.9%	3	72.6%	7	0.0792	4
Overall enforcement of Town codes & ordinances	16.3%	8	53.8%	11	0.0753	5
Overall effectiveness of communication with the community	18.5%	4	66.9%	9	0.0612	6
Overall quality of solid waste services (trash, recycling, yard waste)	16.4%	7	77.6%	5	0.0367	7
Overall quality of parks & recreation programs & facilities	15.1%	9	77.3%	6	0.0343	8
Overall quality of stormwater management/flood control	9.3%	11	69.2%	8	0.0286	9
Overall quality of public beaches & waterfront parks	18.0%	5	86.2%	4	0.0248	10
Overall quality of public safety services (police, fire, EMS)	14.9%	10	91.9%	2	0.0121	11
Overall quality of library services	4.8%	12	87.6%	3	0.0060	12
Overall quality of customer service you receive from Town employees	3.7%	13	92.8%	1	0.0027	13

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each service. Respondents were asked to identify the services they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding *don't knows*. Respondents ranked their level of satisfaction with each of the services on a scale of 1 to 5 with "5" being *very satisfied* and "1" being *very dissatisfied*.

Importance-Satisfaction Analysis & Ratings

Public Safety Services

Town of Scarborough Community Survey (2021)

Scarborough, Maine

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (I-S = 0.10-0.20)						
Visibility of police in neighborhoods	27.4%	1	60.1%	14	0.1093	1
Medium Priority (I-S < 0.10)						
Visibility of police in retail areas	18.6%	5	54.6%	15	0.0844	2
Enforcement of local traffic laws	27.2%	2	69.5%	12	0.0830	3
Public safety educational outreach	19.3%	4	65.9%	13	0.0658	4
Efforts to cooperate with the public to address their concerns	18.4%	6	76.2%	11	0.0438	5
Town's efforts to prevent crime	25.0%	3	85.9%	10	0.0353	6
Attitude & behavior of officers towards citizens in your neighborhood	11.2%	10	86.3%	9	0.0153	7
Professionalism of police officers	9.5%	13	89.0%	7	0.0105	8
How quickly police respond to emergencies	9.9%	11	89.5%	6	0.0104	9
Overall quality of emergency medical/ ambulance services	13.5%	7	92.3%	2	0.0104	10
How quickly emergency medical services responds to emergencies	11.7%	9	91.7%	3	0.0097	11
Overall quality of local police protection	12.9%	8	92.5%	1	0.0097	12
Overall quality of fire protection	9.9%	12	90.6%	4	0.0093	13
How quickly fire services responds to emergencies	8.5%	14	89.9%	5	0.0086	14
Overall quality of dispatch services	4.6%	15	88.0%	8	0.0055	15

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each service. Respondents were asked to identify the services they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding *don't knows*. Respondents ranked their level of satisfaction with each of the services on a scale of 1 to 5 with "5" being *very satisfied* and "1" being *very dissatisfied*.

Importance-Satisfaction Analysis & Ratings

Infrastructure

Town of Scarborough Community Survey (2021)

Scarborough, Maine

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (I-S = 0.10-0.20)						
Condition of sidewalks	27.8%	5	50.2%	10	0.1384	1
Adequacy of street lighting	32.5%	3	57.9%	8	0.1368	2
Condition of streets in your neighborhood	29.2%	4	61.6%	7	0.1121	3
Medium Priority (I-S < 0.10)						
Condition of major Town streets	34.1%	2	73.6%	6	0.0900	4
Snow removal on sidewalks	19.1%	6	57.8%	9	0.0806	5
Snow removal on Town streets	37.8%	1	79.7%	3	0.0767	6
Mowing & trimming along streets & public areas	14.8%	9	74.9%	5	0.0371	7
Condition of street signs & traffic signals	15.7%	8	77.3%	4	0.0356	8
Cleanliness of streets & public areas	17.3%	7	82.0%	2	0.0311	9
Maintenance of public buildings & facilities	10.4%	10	84.5%	1	0.0161	10

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each service. Respondents were asked to identify the services they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding *don't knows*. Respondents ranked their level of satisfaction with each of the services on a scale of 1 to 5 with "5" being *very satisfied* and "1" being *very dissatisfied*.

Importance-Satisfaction Analysis & Ratings

Community Services

Town of Scarborough Community Survey (2021)

Scarborough, Maine

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (I-S = 0.10-0.20)						
Access & public parking for natural resources & parks (e.g., Eastern Trail, beaches)	31.3%	1	55.7%	9	0.1387	1
Facilities for indoor recreation programs & classes	20.7%	4	39.4%	16	0.1254	2
Senior recreation programs	19.1%	5	41.7%	15	0.1114	3
Medium Priority (I-S < 0.10)						
Walking & biking trails	31.3%	2	68.5%	3	0.0986	4
Availability of open space	22.8%	3	61.3%	6	0.0882	5
Adult athletic & recreation programs	12.1%	8	36.5%	17	0.0768	6
School gyms for recreational use	8.9%	9	43.9%	14	0.0499	7
Cleanliness of beach facilities	15.8%	7	73.3%	2	0.0422	8
Special events sponsored by local governments in your community	7.7%	12	49.3%	13	0.0390	9
Overall quality of beach facilities	17.6%	6	78.8%	1	0.0373	10
Overall quality of recreation programs	6.8%	14	50.4%	12	0.0337	11
Outdoor athletic fields	7.5%	13	60.4%	7	0.0297	12
Fees charged for recreation programs	5.8%	15	50.4%	11	0.0288	13
Youth athletic & recreation programs	8.6%	10	66.9%	5	0.0285	14
Playgrounds	8.1%	11	67.2%	4	0.0266	15
Outdoor courts	5.6%	16	59.1%	8	0.0229	16
Ease of registering for recreation programs	4.8%	17	52.9%	10	0.0226	17

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each service. Respondents were asked to identify the services they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding *don't knows*. Respondents ranked their level of satisfaction with each of the services on a scale of 1 to 5 with "5" being *very satisfied* and "1" being *very dissatisfied*.

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Tabular Data

Q1. Overall Satisfaction with Town Services. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below.

(N=862)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1-1. Overall quality of customer service you receive from Town employees	53.5%	37.5%	5.8%	0.9%	0.3%	2.0%
Q1-2. Overall effectiveness of communication with the community	21.6%	42.6%	25.9%	5.2%	0.7%	4.1%
Q1-3. Overall enforcement of Town codes & ordinances	12.2%	29.8%	26.5%	7.5%	2.1%	21.9%
Q1-4. Overall flow of traffic & ease of getting around within Town	7.4%	34.1%	24.9%	24.0%	8.8%	0.7%
Q1-5. Overall quality of library services	42.3%	26.1%	8.6%	0.9%	0.1%	21.9%
Q1-6. Overall maintenance of Town streets, sidewalks, & infrastructure	16.1%	50.2%	18.1%	11.8%	3.0%	0.7%
Q1-7. Overall quality of parks & recreation programs & facilities	27.8%	42.7%	16.0%	3.5%	1.2%	8.8%
Q1-8. Overall quality of public safety services (police, fire, EMS)	45.6%	40.5%	6.6%	0.8%	0.1%	6.4%
Q1-9. Overall quality of public transportation	3.4%	7.1%	25.3%	10.9%	5.9%	47.4%
Q1-10. Overall quality of public education	20.8%	34.2%	15.0%	4.8%	1.0%	24.2%
Q1-11. Overall quality of solid waste services (trash, recycling, yard waste)	30.7%	42.9%	11.9%	6.6%	2.7%	5.1%
Q1-12. Overall quality of stormwater management/ flood control	15.8%	39.2%	20.5%	3.1%	0.8%	20.5%
Q1-13. Overall quality of public beaches & waterfront parks	37.6%	45.0%	8.6%	3.7%	0.9%	4.2%

WITHOUT "DON'T KNOW"

Q1. Overall Satisfaction with Town Services. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below. (without "Don't Know")

(N=862)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1-1. Overall quality of customer service you receive from Town employees	54.6%	38.2%	5.9%	0.9%	0.4%
Q1-2. Overall effectiveness of communication with the community	22.5%	44.4%	27.0%	5.4%	0.7%
Q1-3. Overall enforcement of Town codes & ordinances	15.6%	38.2%	33.9%	9.7%	2.7%
Q1-4. Overall flow of traffic & ease of getting around within Town	7.5%	34.3%	25.1%	24.2%	8.9%
Q1-5. Overall quality of library services	54.2%	33.4%	11.0%	1.2%	0.1%
Q1-6. Overall maintenance of Town streets, sidewalks, & infrastructure	16.2%	50.6%	18.2%	11.9%	3.0%
Q1-7. Overall quality of parks & recreation programs & facilities	30.5%	46.8%	17.6%	3.8%	1.3%
Q1-8. Overall quality of public safety services (police, fire, EMS)	48.7%	43.2%	7.1%	0.9%	0.1%
Q1-9. Overall quality of public transportation	6.4%	13.5%	48.1%	20.8%	11.3%
Q1-10. Overall quality of public education	27.4%	45.2%	19.8%	6.3%	1.4%
Q1-11. Overall quality of solid waste services (trash, recycling, yard waste)	32.4%	45.2%	12.6%	7.0%	2.8%
Q1-12. Overall quality of stormwater management/flood control	19.9%	49.3%	25.8%	3.9%	1.0%
Q1-13. Overall quality of public beaches & waterfront parks	39.2%	47.0%	9.0%	3.9%	1.0%

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years?

First Choice	Number	Percent
Overall quality of customer service you receive from Town employees	13	1.5 %
Overall effectiveness of communication with the community	45	5.2 %
Overall enforcement of Town codes & ordinances	42	4.9 %
Overall flow of traffic & ease of getting around within Town	265	30.7 %
Overall quality of library services	15	1.7 %
Overall maintenance of Town streets, sidewalks, & infrastructure	109	12.6 %
Overall quality of parks & recreation programs & facilities	33	3.8 %
Overall quality of public safety services (police, fire, EMS)	39	4.5 %
Overall quality of public transportation	39	4.5 %
Overall quality of public education	110	12.8 %
Overall quality of solid waste services (trash, recycling, yard waste)	46	5.3 %
Overall quality of stormwater management/flood control	20	2.3 %
Overall quality of public beaches & waterfront parks	30	3.5 %
None chosen	56	6.5 %
Total	862	100.0 %

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years?

Second Choice	Number	Percent
Overall quality of customer service you receive from Town employees	7	0.8 %
Overall effectiveness of communication with the community	52	6.0 %
Overall enforcement of Town codes & ordinances	51	5.9 %
Overall flow of traffic & ease of getting around within Town	134	15.5 %
Overall quality of library services	15	1.7 %
Overall maintenance of Town streets, sidewalks, & infrastructure	158	18.3 %
Overall quality of parks & recreation programs & facilities	46	5.3 %
Overall quality of public safety services (police, fire, EMS)	42	4.9 %
Overall quality of public transportation	59	6.8 %
Overall quality of public education	76	8.8 %
Overall quality of solid waste services (trash, recycling, yard waste)	44	5.1 %
Overall quality of stormwater management/flood control	28	3.2 %
Overall quality of public beaches & waterfront parks	49	5.7 %
None chosen	101	11.7 %
Total	862	100.0 %

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years?

Third Choice	Number	Percent
Overall quality of customer service you receive from Town employees	12	1.4 %
Overall effectiveness of communication with the community	63	7.3 %
Overall enforcement of Town codes & ordinances	47	5.5 %
Overall flow of traffic & ease of getting around within Town	107	12.4 %
Overall quality of library services	12	1.4 %
Overall maintenance of Town streets, sidewalks, & infrastructure	99	11.5 %
Overall quality of parks & recreation programs & facilities	52	6.0 %
Overall quality of public safety services (police, fire, EMS)	47	5.5 %
Overall quality of public transportation	51	5.9 %
Overall quality of public education	63	7.3 %
Overall quality of solid waste services (trash, recycling, yard waste)	52	6.0 %
Overall quality of stormwater management/flood control	33	3.8 %
Overall quality of public beaches & waterfront parks	76	8.8 %
None chosen	148	17.2 %
Total	862	100.0 %

SUM OF THE TOP THREE CHOICES

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years? (top 3)

Sum of the top three choices	Number	Percent
Overall quality of customer service you receive from Town employees	32	3.7 %
Overall effectiveness of communication with the community	160	18.6 %
Overall enforcement of Town codes & ordinances	140	16.2 %
Overall flow of traffic & ease of getting around within Town	506	58.7 %
Overall quality of library services	42	4.9 %
Overall maintenance of Town streets, sidewalks, & infrastructure	366	42.5 %
Overall quality of parks & recreation programs & facilities	131	15.2 %
Overall quality of public safety services (police, fire, EMS)	128	14.8 %
Overall quality of public transportation	149	17.3 %
Overall quality of public education	249	28.9 %
Overall quality of solid waste services (trash, recycling, yard waste)	142	16.5 %
Overall quality of stormwater management/flood control	81	9.4 %
Overall quality of public beaches & waterfront parks	155	18.0 %
None chosen	56	6.5 %
Total	2337	

Q3. Perception of the Community. Several items that may influence your perception of the Town of Scarborough as a community are listed below. Please rate your satisfaction with each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=862)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3-1. Overall appearance of Town	17.6%	54.3%	19.1%	6.4%	1.3%	1.3%
Q3-2. How well Town is managing residential growth	5.2%	18.7%	21.6%	29.1%	20.2%	5.2%
Q3-3. Overall image of Scarborough	18.2%	49.9%	22.6%	7.1%	1.0%	1.2%
Q3-4. Overall quality of leadership provided by Town's elected officials	8.4%	33.1%	34.5%	10.3%	4.5%	9.3%
Q3-5. Overall quality of services provided by Town	15.9%	55.3%	22.2%	3.8%	0.6%	2.2%
Q3-6. Overall value received for Town of Scarborough tax dollars & fees	9.4%	33.1%	25.9%	19.3%	7.5%	4.9%
Q3-7. Overall quality of life in Scarborough	34.5%	50.8%	11.5%	2.3%	0.2%	0.7%
Q3-8. Overall efforts to promote diversity & inclusiveness in the community	8.0%	21.2%	33.8%	10.4%	2.3%	24.2%
Q3-9. Availability of affordable housing	4.4%	10.6%	27.8%	25.1%	11.4%	20.8%
Q3-10. Variety of housing options	5.9%	23.5%	29.7%	18.1%	7.1%	15.7%
Q3-11. Overall feeling of safety in Scarborough	38.9%	53.8%	6.0%	0.9%	0.2%	0.1%

WITHOUT "DON'T KNOW"

Q3. Perception of the Community. Several items that may influence your perception of the Town of Scarborough as a community are listed below. Please rate your satisfaction with each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "Don't Know")

(N=862)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3-1. Overall appearance of Town	17.9%	55.0%	19.4%	6.5%	1.3%
Q3-2. How well Town is managing residential growth	5.5%	19.7%	22.8%	30.7%	21.3%
Q3-3. Overall image of Scarborough	18.4%	50.5%	22.9%	7.2%	1.1%
Q3-4. Overall quality of leadership provided by Town's elected officials	9.2%	36.4%	38.0%	11.4%	5.0%
Q3-5. Overall quality of services provided by Town	16.3%	56.6%	22.7%	3.9%	0.6%
Q3-6. Overall value received for Town of Scarborough tax dollars & fees	9.9%	34.8%	27.2%	20.2%	7.9%
Q3-7. Overall quality of life in Scarborough	34.7%	51.2%	11.6%	2.3%	0.2%
Q3-8. Overall efforts to promote diversity & inclusiveness in the community	10.6%	28.0%	44.6%	13.8%	3.1%
Q3-9. Availability of affordable housing	5.6%	13.3%	35.1%	31.6%	14.3%
Q3-10. Variety of housing options	7.0%	27.9%	35.2%	21.5%	8.4%
Q3-11. Overall feeling of safety in Scarborough	38.9%	53.9%	6.0%	0.9%	0.2%

Q4. Public Safety. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below.

(N=862)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q4-1. Overall quality of local police protection	38.4%	49.0%	6.3%	0.8%	0.0%	5.6%
Q4-2. Town's efforts to prevent crime	27.3%	47.1%	11.5%	0.8%	0.0%	13.3%
Q4-3. Enforcement of local traffic laws	18.8%	46.2%	16.2%	9.4%	2.8%	6.6%
Q4-4. How quickly police respond to emergencies	31.7%	32.6%	7.3%	0.2%	0.0%	28.2%
Q4-5. Public safety educational outreach	14.8%	32.6%	22.3%	1.9%	0.3%	28.1%
Q4-6. Visibility of police in neighborhoods	16.2%	40.0%	27.6%	8.2%	1.5%	6.4%
Q4-7. Visibility of police in retail areas	12.3%	34.7%	32.1%	6.5%	0.5%	13.9%
Q4-8. Overall quality of fire protection	34.1%	44.1%	7.4%	0.6%	0.1%	13.7%
Q4-9. How quickly fire services responds to emergencies	33.8%	29.5%	6.8%	0.2%	0.0%	29.7%
Q4-10. Overall quality of emergency medical/ ambulance services	38.3%	31.4%	5.3%	0.5%	0.0%	24.5%
Q4-11. Overall quality of dispatch services	32.5%	30.7%	8.1%	0.3%	0.1%	28.2%
Q4-12. How quickly emergency medical services responds to emergencies	36.1%	28.4%	5.5%	0.2%	0.1%	29.7%
Q4-13. Professionalism of police officers	41.0%	36.4%	8.0%	1.3%	0.3%	13.0%
Q4-14. Attitude & behavior of officers towards citizens in your neighborhood	36.8%	33.3%	9.6%	1.0%	0.5%	18.8%
Q4-15. Efforts to cooperate with the public to address their concerns	23.8%	34.3%	15.5%	2.3%	0.3%	23.7%

WITHOUT "DON'T KNOW"

Q4. Public Safety. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below. (without "Don't Know")

(N=862)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q4-1. Overall quality of local police protection	40.7%	51.8%	6.6%	0.9%	0.0%
Q4-2. Town's efforts to prevent crime	31.5%	54.4%	13.3%	0.9%	0.0%
Q4-3. Enforcement of local traffic laws	20.1%	49.4%	17.4%	10.1%	3.0%
Q4-4. How quickly police respond to emergencies	44.1%	45.4%	10.2%	0.3%	0.0%
Q4-5. Public safety educational outreach	20.6%	45.3%	31.0%	2.6%	0.5%
Q4-6. Visibility of police in neighborhoods	17.3%	42.8%	29.5%	8.8%	1.6%
Q4-7. Visibility of police in retail areas	14.3%	40.3%	37.3%	7.5%	0.5%
Q4-8. Overall quality of fire protection	39.5%	51.1%	8.6%	0.7%	0.1%
Q4-9. How quickly fire services responds to emergencies	48.0%	41.9%	9.7%	0.3%	0.0%
Q4-10. Overall quality of emergency medical/ambulance services	50.7%	41.6%	7.1%	0.6%	0.0%
Q4-11. Overall quality of dispatch services	45.2%	42.8%	11.3%	0.5%	0.2%
Q4-12. How quickly emergency medical services responds to emergencies	51.3%	40.4%	7.8%	0.3%	0.2%
Q4-13. Professionalism of police officers	47.1%	41.9%	9.2%	1.5%	0.4%
Q4-14. Attitude & behavior of officers towards citizens in your neighborhood	45.3%	41.0%	11.9%	1.3%	0.6%
Q4-15. Efforts to cooperate with the public to address their concerns	31.2%	45.0%	20.4%	3.0%	0.5%

Q5. Which THREE of the public safety items listed in Question 4 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years?

First Choice	Number	Percent
Overall quality of local police protection	67	7.8 %
Town's efforts to prevent crime	112	13.0 %
Enforcement of local traffic laws	138	16.0 %
How quickly police respond to emergencies	27	3.1 %
Public safety educational outreach	53	6.1 %
Visibility of police in neighborhoods	94	10.9 %
Visibility of police in retail areas	34	3.9 %
Overall quality of fire protection	21	2.4 %
How quickly fire services responds to emergencies	16	1.9 %
Overall quality of emergency medical/ambulance services	23	2.7 %
Overall quality of dispatch services	9	1.0 %
How quickly emergency medical services responds to emergencies	24	2.8 %
Professionalism of police officers	27	3.1 %
Attitude & behavior of officers towards citizens in your neighborhood	28	3.2 %
Efforts to cooperate with the public to address their concerns	42	4.9 %
None chosen	147	17.1 %
Total	862	100.0 %

Q5. Which THREE of the public safety items listed in Question 4 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years?

Second Choice	Number	Percent
Overall quality of local police protection	25	2.9 %
Town's efforts to prevent crime	48	5.6 %
Enforcement of local traffic laws	55	6.4 %
How quickly police respond to emergencies	29	3.4 %
Public safety educational outreach	59	6.8 %
Visibility of police in neighborhoods	95	11.0 %
Visibility of police in retail areas	74	8.6 %
Overall quality of fire protection	34	3.9 %
How quickly fire services responds to emergencies	33	3.8 %
Overall quality of emergency medical/ambulance services	44	5.1 %
Overall quality of dispatch services	11	1.3 %
How quickly emergency medical services responds to emergencies	29	3.4 %
Professionalism of police officers	28	3.2 %
Attitude & behavior of officers towards citizens in your neighborhood	38	4.4 %
Efforts to cooperate with the public to address their concerns	52	6.0 %
None chosen	208	24.1 %
Total	862	100.0 %

Q5. Which THREE of the public safety items listed in Question 4 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years?

Third Choice	Number	Percent
Overall quality of local police protection	19	2.2 %
Town's efforts to prevent crime	55	6.4 %
Enforcement of local traffic laws	41	4.8 %
How quickly police respond to emergencies	29	3.4 %
Public safety educational outreach	55	6.4 %
Visibility of police in neighborhoods	47	5.5 %
Visibility of police in retail areas	53	6.1 %
Overall quality of fire protection	31	3.6 %
How quickly fire services responds to emergencies	24	2.8 %
Overall quality of emergency medical/ambulance services	49	5.7 %
Overall quality of dispatch services	20	2.3 %
How quickly emergency medical services responds to emergencies	47	5.5 %
Professionalism of police officers	28	3.2 %
Attitude & behavior of officers towards citizens in your neighborhood	31	3.6 %
Efforts to cooperate with the public to address their concerns	65	7.5 %
None chosen	268	31.1 %
Total	862	100.0 %

SUM OF THE TOP THREE CHOICES

Q5. Which THREE of the public safety items listed in Question 4 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years? (top 3)

Sum of the top three choices	Number	Percent
Overall quality of local police protection	111	12.9 %
Town's efforts to prevent crime	215	24.9 %
Enforcement of local traffic laws	234	27.1 %
How quickly police respond to emergencies	85	9.9 %
Public safety educational outreach	167	19.4 %
Visibility of police in neighborhoods	236	27.4 %
Visibility of police in retail areas	161	18.7 %
Overall quality of fire protection	86	10.0 %
How quickly fire services responds to emergencies	73	8.5 %
Overall quality of emergency medical/ambulance services	116	13.5 %
Overall quality of dispatch services	40	4.6 %
How quickly emergency medical services responds to emergencies	100	11.6 %
Professionalism of police officers	83	9.6 %
Attitude & behavior of officers towards citizens in your neighborhood	97	11.3 %
Efforts to cooperate with the public to address their concerns	159	18.4 %
None chosen	147	17.1 %
Total	2110	

WITHOUT "DON'T KNOW"

Q6. In the past 12 months, have you or any member of your household called 911 to request police, fire, or emergency medical/ambulance services? (without "Don't Know")

	Number	Percent
Yes	151	17.6 %
No	709	82.4 %
Total	860	100.0 %

Q6a. How satisfied were you with the assistance you received from the person who took your 911 call?

	Number	Percent
Very Satisfied	107	70.9 %
Satisfied	36	23.8 %
Neutral	3	2.0 %
Dissatisfied	2	1.3 %
Very Dissatisfied	1	0.7 %
Don't Know	2	1.3 %
Total	151	100.0 %

WITHOUT "DON'T KNOW"

Q6a. How satisfied were you with the assistance you received from the person who took your 911 call? (without "Don't Know")

	Number	Percent
Very Satisfied	107	71.8 %
Satisfied	36	24.2 %
Neutral	3	2.0 %
Dissatisfied	2	1.3 %
Very Dissatisfied	1	0.7 %
Total	149	100.0 %

Q7. Infrastructure. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below.

(N=862)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q7-1. Adequacy of street lighting	13.8%	42.8%	23.5%	13.8%	3.7%	2.3%
Q7-2. Cleanliness of streets & public areas	19.4%	62.1%	12.4%	4.8%	0.7%	0.7%
Q7-3. Condition of major Town streets	15.4%	57.8%	18.1%	6.6%	1.5%	0.6%
Q7-4. Condition of streets in your neighborhood	15.4%	45.1%	20.5%	12.8%	4.5%	1.6%
Q7-5. Condition of sidewalks	8.6%	34.3%	22.7%	14.6%	5.2%	14.5%
Q7-6. Condition of street signs & traffic signals	16.0%	60.0%	15.8%	5.1%	1.4%	1.7%
Q7-7. Maintenance of public buildings & facilities	29.4%	50.3%	13.3%	1.0%	0.2%	5.7%
Q7-8. Mowing & trimming along streets & public areas	20.0%	53.2%	16.7%	6.1%	1.6%	2.3%
Q7-9. Snow removal on Town streets	23.1%	54.8%	12.9%	5.7%	1.3%	2.3%
Q7-10. Snow removal on sidewalks	10.6%	34.2%	20.8%	8.4%	3.5%	22.6%

WITHOUT "DON'T KNOW"

Q7. Infrastructure. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below. (without "Don't Know")

(N=862)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q7-1. Adequacy of street lighting	14.1%	43.8%	24.1%	14.1%	3.8%
Q7-2. Cleanliness of streets & public areas	19.5%	62.5%	12.5%	4.8%	0.7%
Q7-3. Condition of major Town streets	15.5%	58.1%	18.2%	6.7%	1.5%
Q7-4. Condition of streets in your neighborhood	15.7%	45.9%	20.9%	13.0%	4.6%
Q7-5. Condition of sidewalks	10.0%	40.2%	26.6%	17.1%	6.1%
Q7-6. Condition of street signs & traffic signals	16.3%	61.0%	16.1%	5.2%	1.4%
Q7-7. Maintenance of public buildings & facilities	31.1%	53.4%	14.1%	1.1%	0.2%
Q7-8. Mowing & trimming along streets & public areas	20.4%	54.5%	17.1%	6.3%	1.7%
Q7-9. Snow removal on Town streets	23.6%	56.1%	13.2%	5.8%	1.3%
Q7-10. Snow removal on sidewalks	13.6%	44.2%	26.8%	10.8%	4.5%

Q8. Which THREE of the infrastructure items listed in Question 7 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years?

First Choice	Number	Percent
Adequacy of street lighting	126	14.6 %
Cleanliness of streets & public areas	57	6.6 %
Condition of major Town streets	139	16.1 %
Condition of streets in your neighborhood	108	12.5 %
Condition of sidewalks	92	10.7 %
Condition of street signs & traffic signals	32	3.7 %
Maintenance of public buildings & facilities	28	3.2 %
Mowing & trimming along streets & public areas	28	3.2 %
Snow removal on Town streets	99	11.5 %
Snow removal on sidewalks	46	5.3 %
None chosen	107	12.4 %
Total	862	100.0 %

Q8. Which THREE of the infrastructure items listed in Question 7 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years?

Second Choice	Number	Percent
Adequacy of street lighting	79	9.2 %
Cleanliness of streets & public areas	45	5.2 %
Condition of major Town streets	88	10.2 %
Condition of streets in your neighborhood	84	9.7 %
Condition of sidewalks	90	10.4 %
Condition of street signs & traffic signals	58	6.7 %
Maintenance of public buildings & facilities	23	2.7 %
Mowing & trimming along streets & public areas	49	5.7 %
Snow removal on Town streets	126	14.6 %
Snow removal on sidewalks	50	5.8 %
None chosen	170	19.7 %
Total	862	100.0 %

Q8. Which THREE of the infrastructure items listed in Question 7 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years?

Third Choice	Number	Percent
Adequacy of street lighting	75	8.7 %
Cleanliness of streets & public areas	47	5.5 %
Condition of major Town streets	67	7.8 %
Condition of streets in your neighborhood	60	7.0 %
Condition of sidewalks	58	6.7 %
Condition of street signs & traffic signals	46	5.3 %
Maintenance of public buildings & facilities	39	4.5 %
Mowing & trimming along streets & public areas	51	5.9 %
Snow removal on Town streets	101	11.7 %
Snow removal on sidewalks	69	8.0 %
None chosen	249	28.9 %
Total	862	100.0 %

SUM OF THE TOP THREE CHOICES

Q8. Which THREE of the infrastructure items listed in Question 7 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years? (top 3)

Sum of the top three choices	Number	Percent
Adequacy of street lighting	280	32.5 %
Cleanliness of streets & public areas	149	17.3 %
Condition of major Town streets	294	34.1 %
Condition of streets in your neighborhood	252	29.2 %
Condition of sidewalks	240	27.8 %
Condition of street signs & traffic signals	136	15.8 %
Maintenance of public buildings & facilities	90	10.4 %
Mowing & trimming along streets & public areas	128	14.8 %
Snow removal on Town streets	326	37.8 %
Snow removal on sidewalks	165	19.1 %
None chosen	107	12.4 %
Total	2167	

Q9. Transportation and Mobility. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below.

(N=862)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q9-1. Ease of getting around within Town of Scarborough	13.7%	45.4%	20.6%	14.6%	3.4%	2.3%
Q9-2. How well traffic signal system provides for efficient traffic flow	9.6%	39.2%	22.6%	21.2%	6.3%	1.0%
Q9-3. Availability of sidewalks	4.8%	23.0%	29.2%	22.5%	10.1%	10.4%
Q9-4. Availability of public parking	13.5%	44.7%	27.3%	6.8%	1.2%	6.6%
Q9-5. Ease of travel by bicycle in Scarborough	2.3%	13.0%	24.9%	24.4%	12.3%	23.1%
Q9-6. Ease of pedestrian travel in Scarborough	2.9%	19.0%	23.5%	26.7%	11.7%	16.1%

WITHOUT "DON'T KNOW"

Q9. Transportation and Mobility. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below. (without "Don't Know")

(N=862)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q9-1. Ease of getting around within Town of Scarborough	14.0%	46.4%	21.1%	15.0%	3.4%
Q9-2. How well traffic signal system provides for efficient traffic flow	9.7%	39.6%	22.9%	21.5%	6.3%
Q9-3. Availability of sidewalks	5.3%	25.6%	32.6%	25.1%	11.3%
Q9-4. Availability of public parking	14.4%	47.8%	29.2%	7.3%	1.2%
Q9-5. Ease of travel by bicycle in Scarborough	3.0%	16.9%	32.4%	31.7%	16.0%
Q9-6. Ease of pedestrian travel in Scarborough	3.5%	22.7%	28.1%	31.8%	14.0%

Q10. Growth and Development. Using a five-point scale, where 5 means "Much Too Slow" and 1 means "Much Too Fast," please rate the Town's current pace of development in each of the following areas.

(N=862)

	Much Too Slow	Too Slow	Just Right	Too Fast	Much Too Fast	Don't Know
Q10-1. Single-family residential development (includes townhomes)	1.4%	5.0%	22.7%	31.0%	29.1%	10.8%
Q10-2. Multi-family residential development (apartments)	2.4%	7.5%	19.6%	27.1%	29.6%	13.7%
Q10-3. Income restricted affordable housing	10.3%	23.8%	20.0%	7.2%	10.3%	28.4%
Q10-4. Workforce housing options	6.4%	19.3%	16.4%	5.6%	6.1%	46.3%
Q10-5. Retail & business development	3.9%	15.7%	46.8%	13.9%	6.8%	12.9%
Q10-6. Redevelopment of abandoned or under-utilized properties	11.0%	31.3%	22.4%	2.9%	2.0%	30.4%

WITHOUT "DON'T KNOW"

Q10. Growth and Development. Using a five-point scale, where 5 means "Much Too Slow" and 1 means "Much Too Fast," please rate the Town's current pace of development in each of the following areas. (without "Don't Know")

(N=862)

	Much Too Slow	Too Slow	Just Right	Too Fast	Much Too Fast
Q10-1. Single-family residential development (includes townhomes)	1.6%	5.6%	25.5%	34.7%	32.6%
Q10-2. Multi-family residential development (apartments)	2.8%	8.7%	22.7%	31.5%	34.3%
Q10-3. Income restricted affordable housing	14.4%	33.2%	27.9%	10.0%	14.4%
Q10-4. Workforce housing options	11.9%	35.9%	30.5%	10.4%	11.4%
Q10-5. Retail & business development	4.5%	18.0%	53.7%	16.0%	7.9%
Q10-6. Redevelopment of abandoned or under- utilized properties	15.8%	45.0%	32.2%	4.2%	2.8%

Q11. Community Services. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below.

(N=862)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q11-1. Facilities for indoor recreation programs & classes	5.9%	22.9%	20.6%	16.7%	6.8%	27.0%
Q11-2. School gyms for recreational use	5.3%	21.9%	21.2%	9.6%	3.9%	37.9%
Q11-3. Outdoor athletic fields	11.4%	36.0%	21.8%	6.6%	2.7%	21.6%
Q11-4. Outdoor courts	9.0%	36.3%	23.7%	6.3%	1.5%	23.2%
Q11-5. Playgrounds	11.5%	40.3%	19.4%	4.8%	1.2%	23.0%
Q11-6. Walking & biking trails	17.4%	45.4%	14.6%	11.3%	3.0%	8.4%
Q11-7. Overall quality of beach facilities	24.0%	50.0%	12.5%	6.4%	1.0%	6.0%
Q11-8. Cleanliness of beach facilities	20.1%	46.3%	15.7%	7.0%	1.6%	9.4%
Q11-9. Adult athletic & recreation programs	5.0%	18.6%	26.1%	10.7%	4.2%	35.5%
Q11-10. Ease of registering for recreation programs	7.7%	25.1%	21.9%	5.5%	1.7%	38.2%
Q11-11. Fees charged for recreation programs	6.3%	24.8%	25.4%	4.2%	1.0%	38.3%
Q11-12. Overall quality of recreation programs	5.8%	26.0%	24.7%	5.7%	0.9%	36.9%
Q11-13. Senior recreation programs	4.4%	14.8%	16.7%	6.7%	3.5%	53.8%
Q11-14. Special events sponsored by local governments in your community	4.6%	25.4%	26.7%	3.5%	0.7%	39.1%
Q11-15. Youth athletic & recreation programs	9.7%	28.8%	15.5%	2.3%	1.2%	42.5%
Q11-16. Access & public parking for natural resources & parks (e.g., Eastern Trail, beaches)	11.4%	39.8%	21.1%	17.2%	2.6%	8.0%
Q11-17. Availability of open space	12.6%	41.8%	21.8%	10.7%	1.9%	11.3%

WITHOUT "DON'T KNOW"

Q11. Community Services. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below. (without "Don't Know")

(N=862)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q11-1. Facilities for indoor recreation programs & classes	8.1%	31.3%	28.3%	22.9%	9.4%
Q11-2. School gyms for recreational use	8.6%	35.3%	34.2%	15.5%	6.4%
Q11-3. Outdoor athletic fields	14.5%	45.9%	27.8%	8.4%	3.4%
Q11-4. Outdoor courts	11.8%	47.3%	30.8%	8.2%	2.0%
Q11-5. Playgrounds	14.9%	52.3%	25.2%	6.2%	1.5%
Q11-6. Walking & biking trails	19.0%	49.5%	15.9%	12.3%	3.3%
Q11-7. Overall quality of beach facilities	25.6%	53.2%	13.3%	6.8%	1.1%
Q11-8. Cleanliness of beach facilities	22.2%	51.1%	17.3%	7.7%	1.8%
Q11-9. Adult athletic & recreation programs	7.7%	28.8%	40.5%	16.5%	6.5%
Q11-10. Ease of registering for recreation programs	12.4%	40.5%	35.5%	8.8%	2.8%
Q11-11. Fees charged for recreation programs	10.2%	40.2%	41.2%	6.8%	1.7%
Q11-12. Overall quality of recreation programs	9.2%	41.2%	39.2%	9.0%	1.5%
Q11-13. Senior recreation programs	9.5%	32.2%	36.2%	14.6%	7.5%
Q11-14. Special events sponsored by local governments in your community	7.6%	41.7%	43.8%	5.7%	1.1%
Q11-15. Youth athletic & recreation programs	16.9%	50.0%	27.0%	4.0%	2.0%
Q11-16. Access & public parking for natural resources & parks (e.g., Eastern Trail, beaches)	12.4%	43.3%	23.0%	18.7%	2.8%
Q11-17. Availability of open space	14.2%	47.1%	24.6%	12.0%	2.1%

Q12. Which THREE of the community services items listed in Question 11 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years?

First Choice	Number	Percent
Facilities for indoor recreation programs & classes	105	12.2 %
School gyms for recreational use	23	2.7 %
Outdoor athletic fields	24	2.8 %
Outdoor courts	11	1.3 %
Playgrounds	27	3.1 %
Walking & biking trails	121	14.0 %
Overall quality of beach facilities	44	5.1 %
Cleanliness of beach facilities	48	5.6 %
Adult athletic & recreation programs	28	3.2 %
Ease of registering for recreation programs	13	1.5 %
Fees charged for recreation programs	4	0.5 %
Overall quality of recreation programs	9	1.0 %
Senior recreation programs	69	8.0 %
Special events sponsored by local governments in your community	4	0.5 %
Youth athletic & recreation programs	18	2.1 %
Access & public parking for natural resources & parks (e.g., Eastern Trail, beaches)	101	11.7 %
Availability of open space	80	9.3 %
None chosen	133	15.4 %
Total	862	100.0 %

Q12. Which THREE of the community services items listed in Question 11 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years?

Second Choice	Number	Percent
Facilities for indoor recreation programs & classes	38	4.4 %
School gyms for recreational use	27	3.1 %
Outdoor athletic fields	20	2.3 %
Outdoor courts	18	2.1 %
Playgrounds	19	2.2 %
Walking & biking trails	85	9.9 %
Overall quality of beach facilities	72	8.4 %
Cleanliness of beach facilities	51	5.9 %
Adult athletic & recreation programs	41	4.8 %
Ease of registering for recreation programs	16	1.9 %
Fees charged for recreation programs	26	3.0 %
Overall quality of recreation programs	26	3.0 %
Senior recreation programs	56	6.5 %
Special events sponsored by local governments in your community	26	3.0 %
Youth athletic & recreation programs	21	2.4 %
Access & public parking for natural resources & parks (e.g., Eastern Trail, beaches)	86	10.0 %
Availability of open space	54	6.3 %
None chosen	180	20.9 %
Total	862	100.0 %

Q12. Which THREE of the community services items listed in Question 11 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years?

Third Choice	Number	Percent
Facilities for indoor recreation programs & classes	35	4.1 %
School gyms for recreational use	27	3.1 %
Outdoor athletic fields	21	2.4 %
Outdoor courts	19	2.2 %
Playgrounds	24	2.8 %
Walking & biking trails	64	7.4 %
Overall quality of beach facilities	35	4.1 %
Cleanliness of beach facilities	37	4.3 %
Adult athletic & recreation programs	35	4.1 %
Ease of registering for recreation programs	12	1.4 %
Fees charged for recreation programs	20	2.3 %
Overall quality of recreation programs	24	2.8 %
Senior recreation programs	40	4.6 %
Special events sponsored by local governments in your community	36	4.2 %
Youth athletic & recreation programs	35	4.1 %
Access & public parking for natural resources & parks (e.g., Eastern Trail, beaches)	83	9.6 %
Availability of open space	62	7.2 %
None chosen	253	29.4 %
Total	862	100.0 %

SUM OF THE TOP THREE CHOICES

Q12. Which THREE of the community services items listed in Question 11 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years? (top 3)

Sum of the top three choices	Number	Percent
Facilities for indoor recreation programs & classes	178	20.6 %
School gyms for recreational use	77	8.9 %
Outdoor athletic fields	65	7.5 %
Outdoor courts	48	5.6 %
Playgrounds	70	8.1 %
Walking & biking trails	270	31.3 %
Overall quality of beach facilities	151	17.5 %
Cleanliness of beach facilities	136	15.8 %
Adult athletic & recreation programs	104	12.1 %
Ease of registering for recreation programs	41	4.8 %
Fees charged for recreation programs	50	5.8 %
Overall quality of recreation programs	59	6.8 %
Senior recreation programs	165	19.1 %
Special events sponsored by local governments in your community	66	7.7 %
Youth athletic & recreation programs	74	8.6 %
Access & public parking for natural resources & parks (e.g., Eastern Trail, beaches)	270	31.3 %
Availability of open space	196	22.7 %
None chosen	133	15.4 %
Total	2153	

Q13. Trash and Recycling. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below.

(N=862)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q13-1. Overall quality of trash collection services	44.5%	40.0%	5.2%	1.3%	0.8%	8.1%
Q13-2. Curbside recycling services	44.1%	36.0%	5.8%	3.1%	1.3%	9.7%
Q13-3. Recycling services/drop-off centers	18.4%	27.5%	15.1%	16.7%	7.1%	15.2%

WITHOUT "DON'T KNOW"

Q13. Trash and Recycling. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below. (without "Don't Know")

(N=862)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q13-1. Overall quality of trash collection services	48.5%	43.6%	5.7%	1.4%	0.9%
Q13-2. Curbside recycling services	48.8%	39.8%	6.4%	3.5%	1.4%
Q13-3. Recycling services/drop-off centers	21.8%	32.4%	17.8%	19.7%	8.3%

Q14. Communication. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below.

(N=862)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q14-1. Availability of information about Town programs & services	13.2%	46.5%	24.8%	5.7%	1.2%	8.6%
Q14-2. Town efforts to keep you informed about local issues	12.8%	40.4%	26.2%	10.4%	2.3%	7.9%
Q14-3. Level of public involvement in local decision making	6.3%	26.2%	31.0%	17.5%	4.8%	14.3%
Q14-4. Timeliness of information provided by Town	8.0%	35.3%	31.0%	9.9%	2.7%	13.2%
Q14-5. Usefulness of information on Town's website	10.8%	41.4%	26.3%	5.6%	1.9%	14.0%
Q14-6. Town's cable television channel (SCTV)	3.4%	13.2%	23.2%	3.8%	1.7%	54.6%
Q14-7. Town's use of social media	6.4%	23.8%	29.8%	4.8%	1.0%	34.2%
Q14-8. Town's use of modern technology (e.g., YouTube, Zoom)	4.4%	21.0%	24.1%	3.5%	0.9%	46.1%
Q14-9. Virtual Town Council meetings	4.8%	25.4%	25.1%	3.2%	1.3%	40.3%

WITHOUT "DON'T KNOW"

Q14. Communication. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below. (without "Don't Know")

(N=862)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q14-1. Availability of information about Town programs & services	14.5%	50.9%	27.2%	6.2%	1.3%
Q14-2. Town efforts to keep you informed about local issues	13.9%	43.8%	28.5%	11.3%	2.5%
Q14-3. Level of public involvement in local decision making	7.3%	30.6%	36.1%	20.4%	5.5%
Q14-4. Timeliness of information provided by Town	9.2%	40.6%	35.7%	11.4%	3.1%
Q14-5. Usefulness of information on Town's website	12.6%	48.2%	30.6%	6.5%	2.2%
Q14-6. Town's cable television channel (SCTV)	7.4%	29.2%	51.2%	8.4%	3.8%
Q14-7. Town's use of social media	9.7%	36.2%	45.3%	7.2%	1.6%
Q14-8. Town's use of modern technology (e.g., YouTube, Zoom)	8.2%	38.9%	44.7%	6.5%	1.7%
Q14-9. Virtual Town Council meetings	8.0%	42.5%	41.9%	5.4%	2.1%

Q15. Which of the following are your primary sources of information about Town issues, services, and events?

	Number	Percent
Town's website	503	58.4 %
Email subscription (eNewsletter)	281	32.6 %
Town local access channel	66	7.7 %
Town Hall	142	16.5 %
Instagram	36	4.2 %
Facebook	257	29.8 %
Television	153	17.7 %
Radio	45	5.2 %
Newspaper-Scarborough Leader	701	81.3 %
Other	46	5.3 %
Total	2230	

Q15-10. Other

	Number	Percent
• Word of mouth	9	19.6 %
• Portland Press Herald	6	13.0 %
• Mailing	4	8.7 %
• Neighbors	3	6.5 %
• Twitter	3	6.5 %
• Library	2	4.3 %
• Friends	2	4.3 %
• Nextdoor	1	2.2 %
• Social media from non town sources	1	2.2 %
• Online news	1	2.2 %
• The Hub	1	2.2 %
• Text	1	2.2 %
• Concerned taxpayers of Scarborough Maine	1	2.2 %
• Town's YouTube channel	1	2.2 %
• Council email	1	2.2 %
• School, word of mouth	1	2.2 %
• Mailed newsletter	1	2.2 %
• Press Herald, Forcast, Smart Axes	1	2.2 %
• Pleasant Hill Facebook page & Nextdoor website	1	2.2 %
• Letter	1	2.2 %
• People	1	2.2 %
• School	1	2.2 %
• Library sign	1	2.2 %
• Legal notices in PPH	1	2.2 %
Total	46	100.0 %

Q16. Which THREE sources of information listed in Question 15 are your most PREFERRED methods of receiving information about the Town?

First Choice	Number	Percent
Town's website	199	23.1 %
Email subscription (eNewsletter)	197	22.9 %
Town local access channel	6	0.7 %
Town Hall	10	1.2 %
Instagram	12	1.4 %
Facebook	61	7.1 %
Television	22	2.6 %
Radio	3	0.3 %
Newspaper-Scarborough Leader	209	24.2 %
Other	11	1.3 %
None chosen	132	15.3 %
Total	862	100.0 %

Q16. Which THREE sources of information listed in Question 15 are your most PREFERRED methods of receiving information about the Town?

Second Choice	Number	Percent
Town's website	156	18.1 %
Email subscription (eNewsletter)	107	12.4 %
Town local access channel	18	2.1 %
Town Hall	30	3.5 %
Instagram	9	1.0 %
Facebook	88	10.2 %
Television	65	7.5 %
Radio	12	1.4 %
Newspaper-Scarborough Leader	176	20.4 %
Other	8	0.9 %
None chosen	193	22.4 %
Total	862	100.0 %

Q16. Which THREE sources of information listed in Question 15 are your most PREFERRED methods of receiving information about the Town?

Third Choice	Number	Percent
Town's website	122	14.2 %
Email subscription (eNewsletter)	72	8.4 %
Town local access channel	25	2.9 %
Town Hall	48	5.6 %
Instagram	7	0.8 %
Facebook	62	7.2 %
Television	31	3.6 %
Radio	13	1.5 %
Newspaper-Scarborough Leader	148	17.2 %
Other	15	1.7 %
None chosen	319	37.0 %
Total	862	100.0 %

SUM OF THE TOP THREE CHOICES

Q16. Which THREE sources of information listed in Question 15 are your most PREFERRED methods of receiving information about the Town? (top 3)

Sum of the top three choices	Number	Percent
Town's website	477	55.3 %
Email subscription (eNewsletter)	376	43.6 %
Town local access channel	49	5.7 %
Town Hall	88	10.2 %
Instagram	28	3.2 %
Facebook	211	24.5 %
Television	118	13.7 %
Radio	28	3.2 %
Newspaper-Scarborough Leader	533	61.8 %
Other	34	3.9 %
None chosen	132	15.3 %
Total	2074	

Q17. Customer Service. Have you contacted the Town during the past year?

	Number	Percent
Yes	518	60.1 %
No	344	39.9 %
Total	862	100.0 %

Q17a. Using a 5-point scale, where 5 means "Always" and 1 means "Never," please rate your satisfaction with Town employees on the following behaviors.

(N=518)

	Always	Usually	Sometimes	Seldom	Never	Don't Know
Q17a-1. It was easy to find someone to address my request	53.7%	34.6%	8.3%	2.1%	1.0%	0.4%
Q17a-2. Scarborough employee went the extra mile	41.5%	28.8%	17.2%	4.8%	2.9%	4.8%
Q17a-3. Response time was reasonable	46.3%	40.5%	8.3%	1.9%	1.4%	1.5%
Q17a-4. I was able to get my question/concern resolved	50.8%	35.1%	8.7%	2.1%	2.5%	0.8%
Q17a-5. Scarborough employees are courteous/professional	65.6%	27.4%	5.4%	0.4%	0.8%	0.4%
Q17a-6. I was satisfied with my experience	54.6%	31.9%	8.5%	2.1%	2.3%	0.6%

WITHOUT "DON'T KNOW"

Q17a. Using a 5-point scale, where 5 means "Always" and 1 means "Never," please rate your satisfaction with Town employees on the following behaviors. (without "Don't Know")

(N=518)

	Always	Usually	Sometimes	Seldom	Never
Q17a-1. It was easy to find someone to address my request	53.9%	34.7%	8.3%	2.1%	1.0%
Q17a-2. Scarborough employee went the extra mile	43.6%	30.2%	18.1%	5.1%	3.0%
Q17a-3. Response time was reasonable	47.1%	41.2%	8.4%	2.0%	1.4%
Q17a-4. I was able to get my question/concern resolved	51.2%	35.4%	8.8%	2.1%	2.5%
Q17a-5. Scarborough employees are courteous/professional	65.9%	27.5%	5.4%	0.4%	0.8%
Q17a-6. I was satisfied with my experience	55.0%	32.0%	8.5%	2.1%	2.3%

WITHOUT "DON'T KNOW"**Q18. Library Services. Before COVID-19, how often per year did you use any services or facilities of the Scarborough Public Library? (without "Don't Know")**

	Number	Percent
At least once a week	129	15.2 %
About once a month	184	21.7 %
About once every other month	69	8.1 %
A few times	193	22.7 %
Never	274	32.3 %
Total	849	100.0 %

Q18a. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the library services listed below.

(N=575)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q18a-1. Overall satisfaction with Scarborough Public Library	52.2%	37.7%	5.6%	1.0%	0.3%	3.1%
Q18a-2. Library hours of operation	36.9%	43.8%	11.0%	3.3%	0.3%	4.7%
Q18a-3. Current location	56.7%	37.7%	3.8%	0.3%	0.2%	1.2%
Q18a-4. Selection of materials for just about everyone	41.7%	41.6%	9.0%	0.9%	0.3%	6.4%
Q18a-5. Free computer resources/online services & databases	33.0%	30.3%	11.8%	0.9%	0.0%	24.0%
Q18a-6. Services & meeting rooms for area businesses	20.9%	25.9%	15.7%	3.1%	0.9%	33.6%
Q18a-7. Children's programs & services offered	22.8%	24.5%	14.1%	1.4%	0.3%	36.9%
Q18a-8. Young adult programs & services offered	16.5%	19.1%	14.3%	1.4%	0.5%	48.2%
Q18a-9. Adult programs & services offered	20.7%	30.1%	16.7%	2.6%	0.0%	29.9%
Q18a-10. Assistance & customer service provided by library staff (friendly, polite, & professional)	58.6%	29.2%	5.4%	0.7%	0.2%	5.9%
Q18a-11. Availability of public meeting rooms	17.4%	21.2%	16.9%	4.5%	0.9%	39.1%
Q18a-12. Accessibility to services & facilities	32.3%	35.3%	11.1%	1.9%	0.3%	19.0%

WITHOUT "DON'T KNOW"

Q18a. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the library services listed below. (without "Don't Know")

(N=575)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q18a-1. Overall satisfaction with Scarborough Public Library	53.9%	39.0%	5.7%	1.1%	0.4%
Q18a-2. Library hours of operation	38.7%	46.0%	11.5%	3.5%	0.4%
Q18a-3. Current location	57.4%	38.2%	3.9%	0.4%	0.2%
Q18a-4. Selection of materials for just about everyone	44.6%	44.4%	9.7%	0.9%	0.4%
Q18a-5. Free computer resources/online services & databases	43.5%	39.8%	15.6%	1.1%	0.0%
Q18a-6. Services & meeting rooms for area businesses	31.4%	39.0%	23.6%	4.7%	1.3%
Q18a-7. Children's programs & services offered	36.1%	38.8%	22.3%	2.2%	0.6%
Q18a-8. Young adult programs & services offered	31.9%	36.9%	27.5%	2.7%	1.0%
Q18a-9. Adult programs & services offered	29.5%	42.9%	23.8%	3.7%	0.0%
Q18a-10. Assistance & customer service provided by library staff (friendly, polite, & professional)	62.3%	31.1%	5.7%	0.7%	0.2%
Q18a-11. Availability of public meeting rooms	28.6%	34.9%	27.7%	7.4%	1.4%
Q18a-12. Accessibility to services & facilities	39.9%	43.6%	13.7%	2.4%	0.4%

Q18b. Which ONE of the following most closely describes why you have not used the Public Library recently?

	Number	Percent
I am not familiar with the services	37	13.5 %
I enjoy other recreational activities instead of reading	53	19.3 %
I can't get out of my house easily	5	1.8 %
I don't have time to read or go to free events	26	9.5 %
Concerns about COVID	27	9.9 %
Other	65	23.7 %
I've used Public Library recently	8	2.9 %
Don't Know	53	19.3 %
Total	274	100.0 %

WITHOUT "DON'T KNOW"**Q18b. Which ONE of the following most closely describes why you have not used the Public Library recently? (without "Don't Know")**

	Number	Percent
I am not familiar with the services	37	16.7 %
I enjoy other recreational activities instead of reading	53	24.0 %
I can't get out of my house easily	5	2.3 %
I don't have time to read or go to free events	26	11.8 %
Concerns about COVID	27	12.2 %
Other	65	29.4 %
I've used Public Library recently	8	3.6 %
Total	221	100.0 %

Q18b-6. Other

- Age
- Amazon
- Book selections is meh
- Busy
- Buy my own books at sam's club.
- Buying/borrowing books from friends more. Our daughter who was most frequent user is now at college.
- Change in habits
- Covid, i don't like restrictions.
- Disabled
- Doesn't provide a valuable service to me.
- Don't know
- Don't use libraries
- Get what i need on line
- Getting reading materials online
- Have been borrowing books online.
- Have not needed to use it.
- Haven't had the need.
- Hours
- Hours open
- I am a believer in public libraries and we have donated books to the library's book sale, but we tend to buy or download books.

- I buy all the books i want to read.
- I buy and swap books
- I buy books
- I buy books
- I buy books but will maybe use the library
- I do not have library card yet.
- I don't need a library. Transform it to a community coffee shop and event center instead
- I don't find that the selections at the library are wide enough.
- I had no need
- I have a very large home library, and also a kindle unlimited subscription. I'll probably use the library more often in the future, after the pandemic is over.
- I have been using ereader and not needing to visit in person
- I have books at home
- I have not had a need to use the library
- I mainly borrow e-books.
- I need to more
- I often purchase a book and then pass it along to friends or my children when i'm done reading it.
- I purchase books.
- I read on a kindle, so have little need for the library these days.
- I read on my kindle so.....
- I read using kindle - public library no longer offers this format
- I tend to purchase books and pass them on to friends. Not a patient person, so i purchase within days of release for my favorite authors. I have had great luck borrowing books from the library when i discover a new author and i want to read other books they have released
- I typically obtain my reading material from other sources and have not pursued any of their other adult programming.
- I use a kindle.
- I use audiobooks and kindle for my reading
- I use kindle
- I use occasionally
- I've been given & have boughten several books and am now trying to get through them.
- Just moved here
- Just moved here in january
- Just moved here.
- Just moved to scarborough in june of 2020 during covid and choose not to do much in town yet. My children are adults and so i'm not integrated into all of the services the town offers.
- Kids are grown, i have the internet
- Kindle
- Kindle
- My own books
- Need is limited
- New resident
- New to the area.
- Newcomer
- No immediate need
- No interest
- No interest
- No interest
- No need
- No need
- No need

- No need
- No need
- No need
- No need
- No need
- No use
- Not interested in library programming. Use other online resources.
- Not needed.
- Obsolete with technology.
- Online
- Online reading, used and borrowed books
- Prefer to purchase books that i read and like to share books with friends. I have a computer at home that i use for information.
- Rarely have need for library services.
- Read at home
- Read via kindle.
- Since covid, have been using kindle and ibooks more
- Staff is on line
- Still using it, but via icloud only.
- Tend to either buy or download books rather than lend from the library.
- The stack of books i own and have not read.
- Time
- Time/schedule
- Too far
- Use ibooks
- Use internet at home
- Use my computer
- Use of internet
- Use other reading series
- Used to have my child use the location for tutoring but hours no longer worked for us
- Usually buy reading material
- We buy books
- We find material from other sources and purchase our own
- We live in piper shores, it has a good library.
- Why do we even need to spend money on a public 'library' in the age of the internet. A full fledged community child care facility would be a much better use of the money.
- Zoom talks

Q19. Public Education. Do you currently have any children in your household that attend Scarborough public school?

	Number	Percent
Yes	170	19.7 %
No	663	76.9 %
Not Provided	29	3.4 %
Total	862	100.0 %

WITHOUT "NOT PROVIDED"**Q19. Public Education. Do you currently have any children in your household that attend Scarborough public school?
(without "Not Provided")**

	Number	Percent
Yes	170	20.4 %
No	663	79.6 %
Total	833	100.0 %

Q19a. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following aspects of Scarborough public schools.

(N=170)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q19a-1. Administration (school level)	27.6%	47.1%	17.1%	4.7%	3.5%	0.0%
Q19a-2. Administration (district level)	20.6%	45.3%	24.7%	1.8%	3.5%	4.1%
Q19a-3. Class size or student-teacher ratio	19.4%	54.1%	12.4%	12.4%	1.8%	0.0%
Q19a-4. Quality of school facilities	18.2%	47.6%	14.7%	15.9%	3.5%	0.0%
Q19a-5. Quality of curriculum	21.2%	48.2%	18.2%	9.4%	2.9%	0.0%
Q19a-6. Qualifications & performance of teachers	33.5%	47.6%	11.2%	5.9%	1.2%	0.6%
Q19a-7. Overall education that my child is receiving/received	28.2%	48.8%	11.2%	10.6%	1.2%	0.0%
Q19a-8. Athletics	13.5%	47.1%	20.0%	4.1%	1.8%	13.5%
Q19a-9. Other extracurricular activities	12.4%	46.5%	16.5%	10.6%	2.9%	11.2%
Q19a-10. Quality of communication between schools & home	32.4%	48.8%	13.5%	4.1%	0.6%	0.6%
Q19a-11. Quality of food service	14.1%	42.4%	17.1%	14.7%	2.9%	8.8%
Q19a-12. Quality of school transportation	18.2%	40.6%	15.9%	7.1%	4.1%	14.1%

WITHOUT "DON'T KNOW"

Q19a. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following aspects of Scarborough public schools. (without "Don't Know")

(N=170)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q19a-1. Administration (school level)	27.6%	47.1%	17.1%	4.7%	3.5%
Q19a-2. Administration (district level)	21.5%	47.2%	25.8%	1.8%	3.7%
Q19a-3. Class size or student-teacher ratio	19.4%	54.1%	12.4%	12.4%	1.8%
Q19a-4. Quality of school facilities	18.2%	47.6%	14.7%	15.9%	3.5%
Q19a-5. Quality of curriculum	21.2%	48.2%	18.2%	9.4%	2.9%
Q19a-6. Qualifications & performance of teachers	33.7%	47.9%	11.2%	5.9%	1.2%
Q19a-7. Overall education that my child is receiving/received	28.2%	48.8%	11.2%	10.6%	1.2%
Q19a-8. Athletics	15.6%	54.4%	23.1%	4.8%	2.0%
Q19a-9. Other extracurricular activities	13.9%	52.3%	18.5%	11.9%	3.3%
Q19a-10. Quality of communication between schools & home	32.5%	49.1%	13.6%	4.1%	0.6%
Q19a-11. Quality of food service	15.5%	46.5%	18.7%	16.1%	3.2%
Q19a-12. Quality of school transportation	21.2%	47.3%	18.5%	8.2%	4.8%

Q20. Have you ever had any children in your household that attended Scarborough public schools?

	Number	Percent
Yes	445	51.6 %
No	394	45.7 %
Not Provided	23	2.7 %
Total	862	100.0 %

WITHOUT "NOT PROVIDED"**Q20. Have you ever had any children in your household that attended Scarborough public schools? (without "Not Provided")**

	Number	Percent
Yes	445	53.0 %
No	394	47.0 %
Total	839	100.0 %

Q21. If you have school age children that do not attend public school, what is the reason why not?

- Attends different school due to split custody arrangement
- Better quality from Parochial School, Parochial Schools were more open to parental input.
- Bullying, peer pressure. We sent our daughter to Waynflete.
- Bullying. School system is overly focused on athletics. Non- athletes do not matter.
- Concern with curriculum and extent of what is taught
- Covid
- Dissatisfied with school with providing services for our IEP child
- Free tuition at private school in Portland
- Home school
- I have three pre-school aged children. I'm concerned about space and quality of facilities in the elementary schools, as well as the lack of public Pre-K.
- I will have 2 in the next couple years as they come of age
- I would homeschool if possible.
- Kids go to different schools, co parenting
- Middle school teachers were great. High school teachers, not so great.
- My children are homeschooled
- My son attends St Brigid which is k-89 for diversity
- Not satisfied with kindergarten, so moved to private school
- Our family is not able to vacation and spend family time during the periods of time that schools allow for it. We send our daughter to a private school that works with us to understand our family's specific needs.
- Overall quality/fit better for our older child at Wayuflete. Better for younger at SPS
- Poor coaching on sports teams and teachers are too political
- Poor teacher, remote teaching, lack of planning and teaching during COVID.
- Preschool age and younger. Will attend SPS next year.
- Private school has smaller class size, individual attention
- Special needs
- The schools were doing just ok job before COVID. After COVID, they were beyond horrible. We moved our child to private school.
- There is no preschool program, concerned about future over crowding
- They attended private schools
- We homeschool
- We switched to homeschooling

Q22. What are the THREE most significant issues you think Scarborough will face over the next five years?

	Number	Percent
Pace of community growth/expansion	633	73.4 %
Affordability of Town services (property taxes)	565	65.5 %
Affordable housing	354	41.1 %
Public education	226	26.2 %
Climate change adaptation	177	20.5 %
Environmental protection	136	15.8 %
Transportation	125	14.5 %
Public safety	114	13.2 %
Social justice/equity/inclusivity	54	6.3 %
Job opportunities	46	5.3 %
Other	28	3.2 %
Total	2458	

Q22-11. Other

- Beach erosion
- Beach parking and seaweed on beaches
- Cell towers, coverage is awful
- Crowded roads
- Culture change
- Deteriorating roads
- Diversity
- Flooding
- Growth
- Growth is leading to higher tax rates and a lower quality of life. We keep paying more in taxes for a overcrowding and lower quality of life.
- Homeless
- Infrastructure due to over development and tax rebates to developers
- Lack of understanding and cooperation by public works director mike shaw to apply less winter sand to residential streets, especially those streets with cul de sacs.
- Make aftercare easier to get into and more available to more working parents and update that website to register for sports and aftercare
- Make business take care of their landscaping
- Overcrowding in schools
- Permanent senior center.
- Property taxes
- Recycling yard waste
- Route 1 appearance
- Taxes
- Taxes need to be planned to limit increases.
- Toll roads to be paid by fuel/gas tax, not tolls.
- Town infrastructure, keeping up with the growth.
- Traffic
- Traffic
- Unfill jobs
- Workforce

Q23. Capital Improvement Projects. Please indicate your level of support for the following potential capital improvements projects using a scale of 1 to 5, where 5 means "Very Supportive" and 1 means "Not at All Supportive."

(N=862)

	Very supportive	Supportive	Neutral	Not supportive	Not at all supportive	Don't Know
Q23-1. Library expansion	22.0%	24.2%	24.5%	13.2%	11.0%	5.0%
Q23-2. Consolidated school	12.6%	21.1%	26.5%	13.2%	12.5%	14.0%
Q23-3. Community center	31.7%	34.0%	15.9%	6.4%	7.1%	5.0%
Q23-4. Pine Point (Hurd Park) improvements	12.3%	29.2%	30.3%	7.1%	5.3%	15.8%
Q23-5. Track/turf project	20.6%	21.7%	21.0%	13.5%	15.9%	7.3%

WITHOUT "DON'T KNOW"

Q23. Capital Improvement Projects. Please indicate your level of support for the following potential capital improvements projects using a scale of 1 to 5, where 5 means "Very Supportive" and 1 means "Not at All Supportive." (without "Don't Know")

(N=862)

	Very supportive	Supportive	Neutral	Not supportive	Not at all supportive
Q23-1. Library expansion	23.2%	25.5%	25.8%	13.9%	11.6%
Q23-2. Consolidated school	14.7%	24.6%	30.8%	15.4%	14.6%
Q23-3. Community center	33.3%	35.8%	16.7%	6.7%	7.4%
Q23-4. Pine Point (Hurd Park) improvements	14.6%	34.7%	36.0%	8.4%	6.3%
Q23-5. Track/turf project	22.3%	23.4%	22.7%	14.5%	17.1%

Q24. Which TWO of the projects listed in Question 23 do you think should receive the highest priorities for investment?

First Choice	Number	Percent
Library expansion	145	16.8 %
Consolidated school	129	15.0 %
Community center	275	31.9 %
Pine Point (Hurd Park) improvements	79	9.2 %
Track/turf project	116	13.5 %
None chosen	118	13.7 %
Total	862	100.0 %

Q24. Which TWO of the projects listed in Question 23 do you think should receive the highest priorities for investment?

Second Choice	Number	Percent
Library expansion	111	12.9 %
Consolidated school	119	13.8 %
Community center	191	22.2 %
Pine Point (Hurd Park) improvements	126	14.6 %
Track/turf project	105	12.2 %
None chosen	210	24.4 %
Total	862	100.0 %

SUM OF THE TOP TWO CHOICES**Q24. Which TWO of the projects listed in Question 23 do you think should receive the highest priorities for investment? (top 2)**

Sum of the top two choices	Number	Percent
Library expansion	256	29.7 %
Consolidated school	248	28.8 %
Community center	466	54.1 %
Pine Point (Hurd Park) improvements	205	23.8 %
Track/turf project	221	25.6 %
None chosen	118	13.7 %
Total	1514	

Q25. COVID-19 Response. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following aspects of the Town's response to COVID-19.

(N=862)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q25-1. Communication with the public	20.9%	42.9%	22.5%	3.5%	0.8%	9.4%
Q25-2. Support for businesses	15.1%	33.6%	23.2%	3.5%	0.8%	23.8%
Q25-3. Town Hall protocols	26.0%	42.9%	17.2%	2.0%	0.7%	11.3%
Q25-4. Overall Town response to COVID-19	25.3%	42.6%	20.2%	2.3%	0.6%	9.0%

WITHOUT "N/A"

Q25. COVID-19 Response. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following aspects of the Town's response to COVID-19. (without "N/A")

(N=862)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q25-1. Communication with the public	23.0%	47.4%	24.8%	3.8%	0.9%
Q25-2. Support for businesses	19.8%	44.1%	30.4%	4.6%	1.1%
Q25-3. Town Hall protocols	29.3%	48.4%	19.3%	2.2%	0.8%
Q25-4. Overall Town response to COVID-19	27.8%	46.8%	22.2%	2.6%	0.6%

Q26. Approximately how many years have you lived in the Town of Scarborough?

	Number	Percent
Less than 5 years	150	17.4 %
5-10 years	142	16.5 %
11-20 years	175	20.3 %
20+ years	384	44.5 %
Not Provided	11	1.3 %
Total	862	100.0 %

WITHOUT "NOT PROVIDED"**Q26. Approximately how many years have you lived in the Town of Scarborough? (without "Not Provided")**

	Number	Percent
Less than 5 years	150	17.6 %
5-10 years	142	16.7 %
11-20 years	175	20.6 %
20+ years	384	45.1 %
Total	851	100.0 %

Q27. Including yourself, how many persons from each age group are currently living in your household?

	Number	Percent
5 years or younger	110	5.4%
6 to 19 years	314	15.3%
20 to 44 years	426	20.8%
45 to 64 years	571	27.9%
65 to 74 years	337	16.5%
75 years or older	289	14.1%
Total	2047	100.0%

Q28. In what type of residence do you live?

	Number	Percent
Single family home	742	86.1 %
Townhome	14	1.6 %
Apartment or condominium	85	9.9 %
Other	17	2.0 %
Not Provided	4	0.5 %
Total	862	100.0 %

WITHOUT "NOT PROVIDED"**Q28. In what type of residence do you live? (without "Not Provided")**

	Number	Percent
Single family home	742	86.5 %
Townhome	14	1.6 %
Apartment or condominium	85	9.9 %
Other	17	2.0 %
Total	858	100.0 %

Q28-4. Other

	Number	Percent
• Duplex	3	21.4 %
• Manufactured home	2	14.3 %
• Hillcrest Community	1	7.1 %
• Hillcrest Park	1	7.1 %
• Mobile home	1	7.1 %
• Senior community	1	7.1 %
• Retirement home	1	7.1 %
• Retirement community	1	7.1 %
• Manufactured mobile home	1	7.1 %
• Senior center	1	7.1 %
• Senior independent residence	1	7.1 %
Total	14	100.0 %

Q29. Do you own or rent your current residence?

	Number	Percent
Own	774	89.8 %
Rent	84	9.7 %
Not Provided	4	0.5 %
Total	862	100.0 %

WITHOUT "NOT PROVIDED"**Q29. Do you own or rent your current residence? (without "Not Provided")**

	Number	Percent
Own	774	90.2 %
Rent	84	9.8 %
Total	858	100.0 %

Q30. What is your age?

	Number	Percent
18-34 years	104	12.1 %
35-44 years	100	11.6 %
45-54 years	194	22.5 %
55-64 years	136	15.8 %
65 years or older	305	35.4 %
Not Provided	23	2.7 %
Total	862	100.0 %

WITHOUT "NOT PROVIDED"**Q30. What is your age? (without "Not Provided")**

	Number	Percent
18-34 years	104	12.4 %
35-44 years	100	11.9 %
45-54 years	194	23.1 %
55-64 years	136	16.2 %
65 years or older	305	36.4 %
Total	839	100.0 %

Q31. Which of the following best describes your race?

	Number	Percent
Asian/Pacific Islander	37	4.3 %
Black/African American	5	0.6 %
Native American	7	0.8 %
White/Caucasian	789	91.5 %
Hispanic/Latino	12	1.4 %
Other	4	0.5 %
Total	854	

Q31-6. Other

	Number	Percent
• Middle Eastern	1	25.0 %
• More than one	1	25.0 %
• Mixed	1	25.0 %
• Multi-racial	1	25.0 %
Total	4	100.0 %

Q32. Your gender:

	Number	Percent
Male	424	49.2 %
Female	429	49.8 %
Non-binary	2	0.2 %
Not Provided	7	0.8 %
Total	862	100.0 %

WITHOUT "NOT PROVIDED"**Q32. Your gender: (without "Not Provided")**

	Number	Percent
Male	424	49.6 %
Female	429	50.2 %
Non-binary	2	0.2 %
Total	855	100.0 %

Q33. Would you say your total household income is...

	Number	Percent
Under \$30K	74	8.6 %
\$30K to \$59,999	120	13.9 %
\$60K to \$99,999	208	24.1 %
\$100K to \$129,999	112	13.0 %
\$130K+	245	28.4 %
Not Provided	103	11.9 %
Total	862	100.0 %

WITHOUT "NOT PROVIDED"**Q33. Would you say your total household income is... (without "Not Provided")**

	Number	Percent
Under \$30K	74	9.7 %
\$30K to \$59,999	120	15.8 %
\$60K to \$99,999	208	27.4 %
\$100K to \$129,999	112	14.8 %
\$130K+	245	32.3 %
Total	759	100.0 %

Q34. Which of the following best describes your current employment status?

	Number	Percent
Employed outside the home	453	52.6 %
Employed in the home/have a home-based business	77	8.9 %
Student	1	0.1 %
Retired	297	34.5 %
Not currently employed outside the home	25	2.9 %
Not Provided	9	1.0 %
Total	862	100.0 %

WITHOUT "NOT PROVIDED"**Q34. Which of the following best describes your current employment status? (without "Not Provided")**

	Number	Percent
Employed outside the home	453	53.1 %
Employed in the home/have a home-based business	77	9.0 %
Student	1	0.1 %
Retired	297	34.8 %
Not currently employed outside the home	25	2.9 %
Total	853	100.0 %

Q34-1. What is the zip code where you work?

	Number	Percent
4074	92	28.8 %
4101	62	19.4 %
4106	32	10.0 %
4102	25	7.8 %
4103	20	6.3 %
4092	12	3.8 %
4005	10	3.1 %
4105	7	2.2 %
4072	6	1.9 %
4062	3	0.9 %
4107	3	0.9 %
4038	3	0.9 %
3801	3	0.9 %
4032	2	0.6 %
2110	2	0.6 %
4104	2	0.6 %
4046	2	0.6 %
4122	2	0.6 %
4043	2	0.6 %
4096	2	0.6 %
4090	1	0.3 %
90067	1	0.3 %
4841	1	0.3 %
98421	1	0.3 %
4473	1	0.3 %
95014	1	0.3 %
4804	1	0.3 %
20594	1	0.3 %
75093	1	0.3 %
10010	1	0.3 %
4045	1	0.3 %
60601	1	0.3 %
4240	1	0.3 %
4030	1	0.3 %
4260	1	0.3 %
4210	1	0.3 %
14853	1	0.3 %
4530	1	0.3 %
4080	1	0.3 %
2139	1	0.3 %
4330	1	0.3 %
4901	1	0.3 %
4064	1	0.3 %
11201	1	0.3 %
4073	1	0.3 %
4034	1	0.3 %
4268	1	0.3 %
Total	319	100.0 %

6

Survey Instrument

October 2021

Dear Town of Scarborough resident,

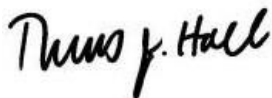
The Town of Scarborough recognizes that many variables influence your decision for making Scarborough the place you call home. Understanding your satisfaction with Town services is critical to helping us better serve you and will inform areas of focus and improvement. The Town of Scarborough last conducted a community survey in 2010 to assess satisfaction with town services. To help advise us, enclosed you will find the 2021 Town of Scarborough Community Survey.

We value your opinion and greatly appreciate your willingness to share your feedback for the benefit of our community. The survey will take between 15 and 20 minutes to complete and covers a variety of relevant topics for current and ongoing community needs. Only one survey per household will be counted. **Your address will not be associated with your individual response.** Our survey consultant, ETC Institute, will collect and process the anonymous surveys and provide a final report with key findings.

Your survey can be completed and submitted online at www.scarboroughsurvey.org or can be completed using this paper form and returned in the enclosed postage-paid envelope. Please do not hesitate to contact Liam Gallagher, Assistant Town Manager, at (207) 730-4026 if you have any questions. Once compiled and analyzed, survey results will be presented to the Town Council and a comprehensive report will be made available on the Town's website.

Thank you again for contributing to feedback that will help us continue to make the Town of Scarborough a vibrant place to live, work, and explore.

Sincerely,

A handwritten signature in black ink that reads "Tom J. Hall". The signature is written in a cursive, slightly slanted style.

Tom Hall
Town Manager

For regular Town updates sent directly to your inbox, sign up for our twice monthly Town E-Newsletter. Visit www.scarboroughmaine.org/stay-connected to subscribe.



2021 Town of Scarborough Community Survey

The Town of Scarborough is committed to building a strong community, which can be further accomplished with your open and honest input. Your feedback on this survey will inform Town leaders about your level of satisfaction with planning and service delivery. Please take a few minutes to complete this survey. If you have questions, please contact the Town Manager's Office at (207) 730-4030.

1. **Overall Satisfaction with Town Services.** Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below.

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall quality of customer service you receive from Town employees	5	4	3	2	1	9
02. Overall effectiveness of communication with the community	5	4	3	2	1	9
03. Overall enforcement of Town codes and ordinances	5	4	3	2	1	9
04. Overall flow of traffic and ease of getting around within the Town	5	4	3	2	1	9
05. Overall quality of library services	5	4	3	2	1	9
06. Overall maintenance of Town streets, sidewalks, and infrastructure	5	4	3	2	1	9
07. Overall quality of parks and recreation programs and facilities	5	4	3	2	1	9
08. Overall quality of public safety services (police, fire, EMS)	5	4	3	2	1	9
09. Overall quality of public transportation	5	4	3	2	1	9
10. Overall quality of public education	5	4	3	2	1	9
11. Overall quality of solid waste services (trash, recycling, yard waste)	5	4	3	2	1	9
12. Overall quality of stormwater management/flood control	5	4	3	2	1	9
13. Overall quality of public beaches and waterfront parks	5	4	3	2	1	9

2. **Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years?** [Write in your answers below using the numbers from the list in Question 1.]

1st: _____ 2nd: _____ 3rd: _____

3. **Perception of the Community.** Several items that may influence your perception of the Town of Scarborough as a community are listed below. Please rate your satisfaction with each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall appearance of the Town	5	4	3	2	1	9
02. How well the Town is managing residential growth	5	4	3	2	1	9
03. Overall image of Scarborough	5	4	3	2	1	9
04. Overall quality of leadership provided by the Town's elected officials	5	4	3	2	1	9
05. Overall quality of services provided by the Town	5	4	3	2	1	9
06. Overall value received for Town of Scarborough tax dollars and fees	5	4	3	2	1	9
07. Overall quality of life in Scarborough	5	4	3	2	1	9
08. Overall efforts to promote diversity and inclusiveness in the community	5	4	3	2	1	9
09. Availability of affordable housing	5	4	3	2	1	9
10. Variety of housing options	5	4	3	2	1	9
11. Overall feeling of safety in Scarborough	5	4	3	2	1	9

4. Public Safety. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below.

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Overall quality of local police protection	5	4	3	2	1	9
02.	The Town's efforts to prevent crime	5	4	3	2	1	9
03.	Enforcement of local traffic laws	5	4	3	2	1	9
04.	How quickly police respond to emergencies	5	4	3	2	1	9
05.	Public safety educational outreach	5	4	3	2	1	9
06.	The visibility of police in neighborhoods	5	4	3	2	1	9
07.	The visibility of police in retail areas	5	4	3	2	1	9
08.	Overall quality of fire protection	5	4	3	2	1	9
09.	How quickly fire services responds to emergencies	5	4	3	2	1	9
10.	Overall quality of emergency medical/ambulance services	5	4	3	2	1	9
11.	Overall quality of dispatch services	5	4	3	2	1	9
12.	How quickly emergency medical services responds to emergencies	5	4	3	2	1	9
13.	Professionalism of police officers	5	4	3	2	1	9
14.	Attitude and behavior of officers towards citizens in your neighborhood	5	4	3	2	1	9
15.	Efforts to cooperate with the public to address their concerns	5	4	3	2	1	9

5. Which THREE of the public safety items listed in Question 4 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 4.]

1st: _____ 2nd: _____ 3rd: _____

6. In the past 12 months, have you or any member of your household called 911 to request police, fire, or emergency medical/ambulance services?

____(1) Yes [Answer Q6a.] ____ (2) No [Skip to Q7.]

6a. How satisfied were you with the assistance you received from the person who took your 911 call?

____(1) Very satisfied ____ (3) Neutral ____ (5) Very dissatisfied
 ____ (2) Satisfied ____ (4) Dissatisfied ____ (9) Don't know

7. Infrastructure. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below.

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Adequacy of street lighting	5	4	3	2	1	9
02.	Cleanliness of streets and public areas	5	4	3	2	1	9
03.	Condition of major Town streets	5	4	3	2	1	9
04.	Condition of streets in your neighborhood	5	4	3	2	1	9
05.	Condition of sidewalks	5	4	3	2	1	9
06.	Condition of street signs and traffic signals	5	4	3	2	1	9
07.	Maintenance of public buildings and facilities	5	4	3	2	1	9
08.	Mowing and trimming along streets and public areas	5	4	3	2	1	9
09.	Snow removal on Town streets	5	4	3	2	1	9
10.	Snow removal on sidewalks	5	4	3	2	1	9

8. Which **THREE** of the infrastructure items listed in Question 7 do you think should receive the **MOST EMPHASIS** from Town leaders over the next **TWO** years? *[Write in your answers below using the numbers from the list in Question 7.]*

1st: _____ 2nd: _____ 3rd: _____

9. **Transportation and Mobility.** Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below.

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Ease of getting around within the Town of Scarborough	5	4	3	2	1	9
2.	How well the traffic signal system provides for efficient traffic flow	5	4	3	2	1	9
3.	Availability of sidewalks	5	4	3	2	1	9
4.	Availability of public parking	5	4	3	2	1	9
5.	Ease of travel by bicycle in Scarborough	5	4	3	2	1	9
6.	Ease of pedestrian travel in Scarborough	5	4	3	2	1	9

10. **Growth and Development.** Using a five-point scale, where 5 means "Much Too Slow" and 1 means "Much Too Fast," please rate the Town's current pace of development in each of the following areas.

		Much Too Slow	Too Slow	Just Right	Too Fast	Much Too Fast	Don't Know
1.	Single-family residential development (includes townhomes)	5	4	3	2	1	9
2.	Multi-family residential development (apartments)	5	4	3	2	1	9
3.	Income restricted affordable housing	5	4	3	2	1	9
4.	Workforce housing options	5	4	3	2	1	9
5.	Retail and business development	5	4	3	2	1	9
6.	Redevelopment of abandoned or under-utilized properties	5	4	3	2	1	9

11. **Community Services.** Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below.

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Facilities for indoor recreation programs and classes	5	4	3	2	1	9
02.	School Gyms for recreational use	5	4	3	2	1	9
03.	Outdoor athletic fields	5	4	3	2	1	9
04.	Outdoor courts	5	4	3	2	1	9
05.	Playgrounds	5	4	3	2	1	9
06.	Walking and biking trails	5	4	3	2	1	9
07.	Overall quality of beach facilities	5	4	3	2	1	9
08.	Cleanliness of beach facilities	5	4	3	2	1	9
09.	Adult athletic and recreation programs	5	4	3	2	1	9
10.	Ease of registering for recreation programs	5	4	3	2	1	9
11.	Fees charged for recreation programs	5	4	3	2	1	9
12.	Overall quality of recreation programs	5	4	3	2	1	9
13.	Senior recreation programs	5	4	3	2	1	9
14.	Special events sponsored by local governments in your community	5	4	3	2	1	9
15.	Youth athletic and recreation programs	5	4	3	2	1	9
16.	Access and public parking for natural resources and parks (e.g., Eastern Trail, beaches)	5	4	3	2	1	9
17.	Availability of open space	5	4	3	2	1	9

12. Which **THREE** of the community services items listed in Question 11 do you think should receive the **MOST EMPHASIS** from Town leaders over the next **TWO** years? *[Write in your answers below using the numbers from the list in Question 11.]*

1st: _____ 2nd: _____ 3rd: _____

- 12a. Are there any other community programs that you would like to see the Town offer?
-

13. **Trash and Recycling.** Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below.

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of trash collection services	5	4	3	2	1	9
2.	Curbside recycling services	5	4	3	2	1	9
3.	Recycling services/drop-off centers	5	4	3	2	1	9

- 13a. Are there any other trash or recycling services that you would like to see the Town offer?
-

14. **Communication.** Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below.

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Availability of information about Town programs and services	5	4	3	2	1	9
2.	Town efforts to keep you informed about local issues	5	4	3	2	1	9
3.	Level of public involvement in local decision making	5	4	3	2	1	9
4.	Timeliness of information provided by the Town	5	4	3	2	1	9
5.	Usefulness of information on the Town's website	5	4	3	2	1	9
6.	The Town's cable television channel (SCTV)	5	4	3	2	1	9
7.	The Town's use of social media	5	4	3	2	1	9
8.	The Town's use of modern technology (e.g., YouTube, Zoom)	5	4	3	2	1	9
9.	Virtual Town Council meetings	5	4	3	2	1	9

15. Which of the following are your primary sources of information about Town issues, services, and events? *[Check all that apply.]*

_____ (01) Town's website _____ (05) Instagram _____ (09) Newspaper - Scarborough Leader
 _____ (02) Email subscription (E-Newsletter) _____ (06) Facebook _____ (10) Other: _____
 _____ (03) Town local access channel _____ (07) Television
 _____ (04) Town Hall _____ (08) Radio

16. Which **THREE** sources of information listed in Question 15 are your most **PREFERRED** methods of receiving information about the Town? *[Write in your answers below using the numbers from the list in Question 15, or circle "NONE."]*

1st: _____ 2nd: _____ 3rd: _____ NONE

17. Customer Service. Have you contacted the Town during the past year?

____(1) Yes [Answer Q17a] ____ (2) No

17a. Using a 5-point scale, where 5 means "Always" and 1 means "Never," please rate your satisfaction with Town employees on the following behaviors.

		Always	Usually	Sometimes	Seldom	Never	Don't Know
1.	It was easy to find someone to address my request	5	4	3	2	1	9
2.	The Scarborough employee went the extra mile	5	4	3	2	1	9
3.	The response time was reasonable	5	4	3	2	1	9
4.	I was able to get my question/concern resolved	5	4	3	2	1	9
5.	Scarborough employees are courteous/professional	5	4	3	2	1	9
6.	I was satisfied with my experience	5	4	3	2	1	9

18. Library Services. Before COVID-19, how often per year did you use any services or facilities of the Scarborough Public Library?

____(1) At least once a week ____ (3) About once every other month ____ (5) Never [Skip to Q18b.]
 ____ (2) About once a month ____ (4) A few times

18a. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the library services listed below.

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Overall satisfaction with the Scarborough Public Library	5	4	3	2	1	9
02.	Library hours of operation	5	4	3	2	1	9
03.	The current location	5	4	3	2	1	9
04.	Selection of materials for just about everyone	5	4	3	2	1	9
05.	Free computer resources/online services & databases	5	4	3	2	1	9
06.	Services and meeting rooms for area businesses	5	4	3	2	1	9
07.	Children's programs and services offered	5	4	3	2	1	9
08.	Young Adult programs and services offered	5	4	3	2	1	9
09.	Adult programs and services offered	5	4	3	2	1	9
10.	Assistance and customer service provided by library staff (friendly, polite, and professional)	5	4	3	2	1	9
11.	Availability of public meeting rooms	5	4	3	2	1	9
12.	Accessibility to services and facilities	5	4	3	2	1	9

18b. Which ONE of the following most closely describes why you have not used the Public Library recently?

____ (1) I am not familiar with the services ____ (5) Concerns about COVID
 ____ (2) I enjoy other recreational activities instead of reading ____ (6) Other: _____
 ____ (3) I can't get out of my house easily ____ (7) I've used the Public Library recently
 ____ (4) I don't have time to read or go to free events

19. Public Education. Do you currently have any children in your household that attend Scarborough public school?

____(1) Yes [Answer Q19a] ____ (2) No [Skip to Q20.]

19a. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following aspects of Scarborough public schools.

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Administration (school level)	5	4	3	2	1	9
02. Administration (district level)	5	4	3	2	1	9
03. Class size or student-teacher ratio	5	4	3	2	1	9
04. Quality of school facilities	5	4	3	2	1	9
05. Quality of curriculum	5	4	3	2	1	9
06. Qualifications and performance of the teachers	5	4	3	2	1	9
07. Overall education that my child is receiving/received	5	4	3	2	1	9
08. Athletics	5	4	3	2	1	9
09. Other extracurricular activities	5	4	3	2	1	9
10. Quality of communication between schools and home	5	4	3	2	1	9
11. Quality of food service	5	4	3	2	1	9
12. Quality of school transportation	5	4	3	2	1	9

20. Have you ever had any children in your household that attended Scarborough public schools?

____(1) Yes ____ (2) No

21. If you have school age children that do not attend public school, what is the reason why not?

22. What are the THREE most significant issues you think Scarborough will face over the next five years? [Check up to three]

- | | |
|--|--|
| ____(01) Public safety | ____(07) Job opportunities |
| ____(02) Affordability of town services (property taxes) | ____(08) Social justice/equity/inclusivity |
| ____(03) Transportation | ____(09) Affordable housing |
| ____(04) Environmental protection | ____(10) Climate change adaptation |
| ____(05) Pace of community growth/expansion | ____(11) Other: _____ |
| ____(06) Public education | |

23. Capital Improvement Projects. Please indicate your level of support for the following potential capital improvements projects using a scale of 1 to 5, where 5 means "Very Supportive" and 1 means "Not at All Supportive."

	Very Supportive	Supportive	Neutral	Not Supportive	Not at all supportive	Don't Know
1. Library Expansion	5	4	3	2	1	9
2. Consolidated School	5	4	3	2	1	9
3. Community Center	5	4	3	2	1	9
4. Pine Point (Hurd Park) improvements	5	4	3	2	1	9
5. Track/Turf Project	5	4	3	2	1	9

24. Which TWO of the projects listed in Question 23 do you think should receive the highest priorities for investment? [Write in your answers below using the numbers from the list in Question 23.]

1st: ____ 2nd: ____

25. **COVID-19 Response.** Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following aspects of the Town's response to COVID-19.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
1. Communication with the public	5	4	3	2	1	9
2. Support for businesses	5	4	3	2	1	9
3. Town Hall protocols	5	4	3	2	1	9
4. Overall Town response to COVID-19	5	4	3	2	1	9

Demographics

26. Approximately how many years have you lived in the Town of Scarborough?

____(1) Less than 5 years ____ (2) 5-10 years ____ (3) 11-20 years ____ (4) More than 20 years

27. Including yourself, how many persons from each age group are currently living in your household?

5 and under: ____ 6 to 19: ____ 20 to 44: ____ 45 to 64: ____ 65 to 74: ____ 75 and over: ____

28. In what type of residence do you live?

____(1) Single family home ____ (2) Townhome ____ (3) Apartment or condominium ____ (4) Other: _____

29. Do you own or rent your current residence? ____ (1) Own ____ (2) Rent

30. What is your age? _____ years

31. Which of the following best describes your race?

____ (1) Asian/Pacific Islander ____ (4) White/Caucasian
____ (2) Black/African American ____ (5) Hispanic/Latino
____ (3) Native American ____ (6) Other: _____

32. Your gender:

____ (1) Male ____ (2) Female ____ (3) Non-binary ____ (4) Prefer to self-describe: _____

33. Would you say your total household income is...

____ (1) Under \$30,000 ____ (3) \$60,000 to \$99,999 ____ (5) \$130,000 or more
____ (2) \$30,000 to \$59,999 ____ (4) \$100,000 to \$129,999

34. Which of the following best describes your current employment status?

____ (1) Employed outside the home ____ (3) Student
(What is the zip code where you work? _____) ____ (4) Retired
____ (2) Employed in the home/have a home-based business ____ (5) Not currently employed outside the home

If you would be interested in subscribing to the Town e-Newsletter, please provide your email address below.

Email: _____

This concludes the survey. Thank you for your time!
Please return your completed survey in the enclosed postage paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed to the right will ONLY be used to help identify which areas of the Town are having problems with Town services. If your address is not correct, please provide the correct information. Thank you.