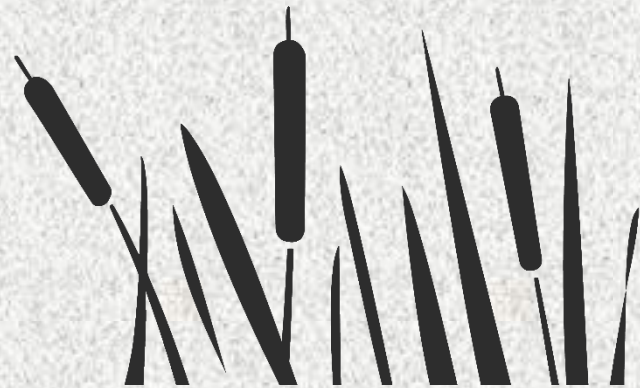


2021 Community Survey

Town of Scarborough, Maine

**SCARBOROUGH
MAINE**



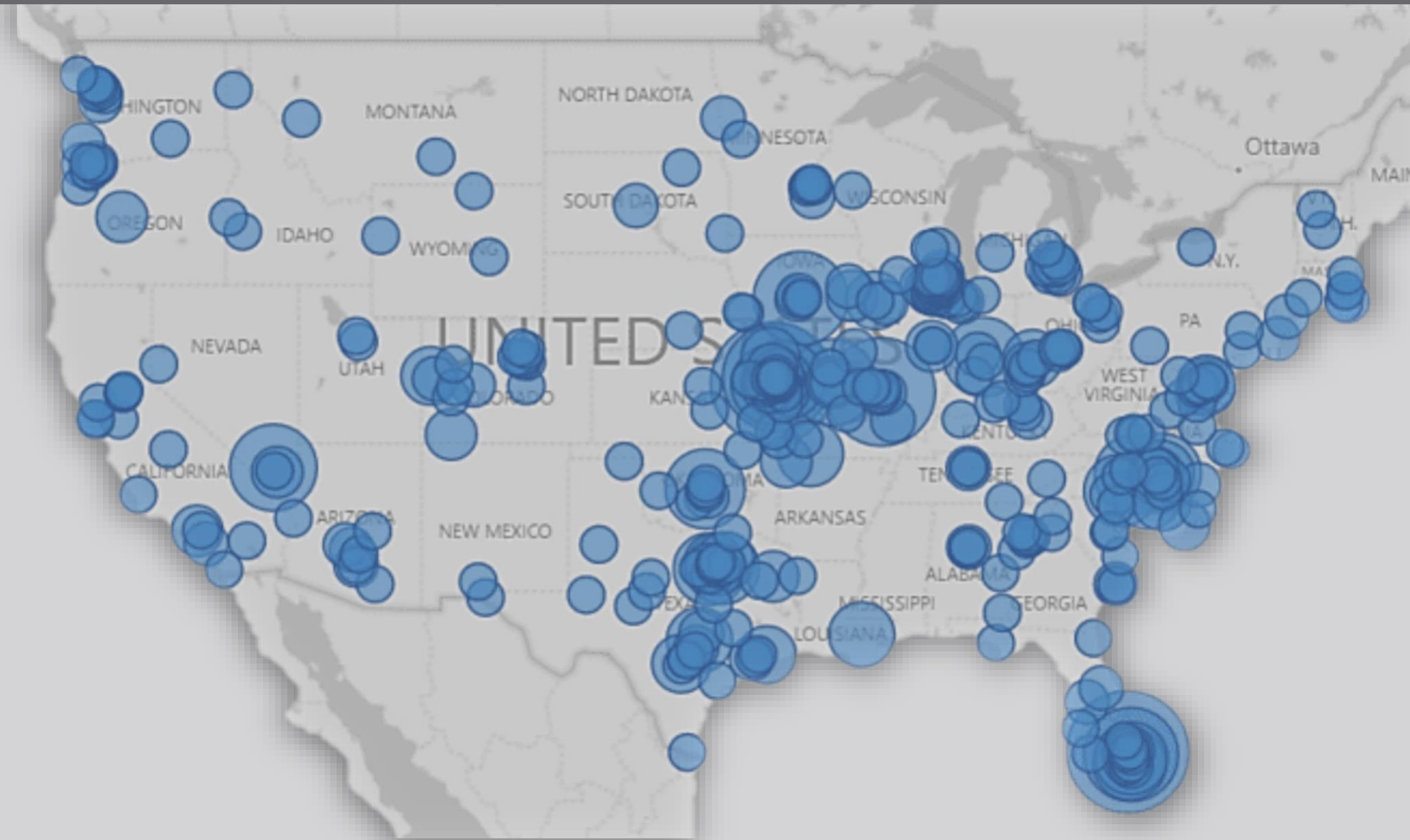
PRESENTED BY

ETC
INSTITUTE

JANUARY 2022

ETC Institute is a National Leader in Market Research for Local Governmental Organizations

For more than 35 years, our mission has been to help local governments gather and use survey data to enhance organizational performance.



More Than 2,500,000 Person's Surveyed Since 2012 for More Than 900 Communities in 49 States

Agenda

Purpose and Methodology

Bottom Line Upfront

Major Findings

Summary

Questions



An aerial photograph of a coastal town. In the foreground, there are large, multi-story houses with light-colored siding and dark roofs, some with porches. A wide, green lawn stretches from the houses towards the beach. The beach is a narrow strip of sand, and the ocean is a deep blue with white waves breaking onto the shore. In the background, more houses and buildings are visible, along with a body of water and distant land.

Purpose

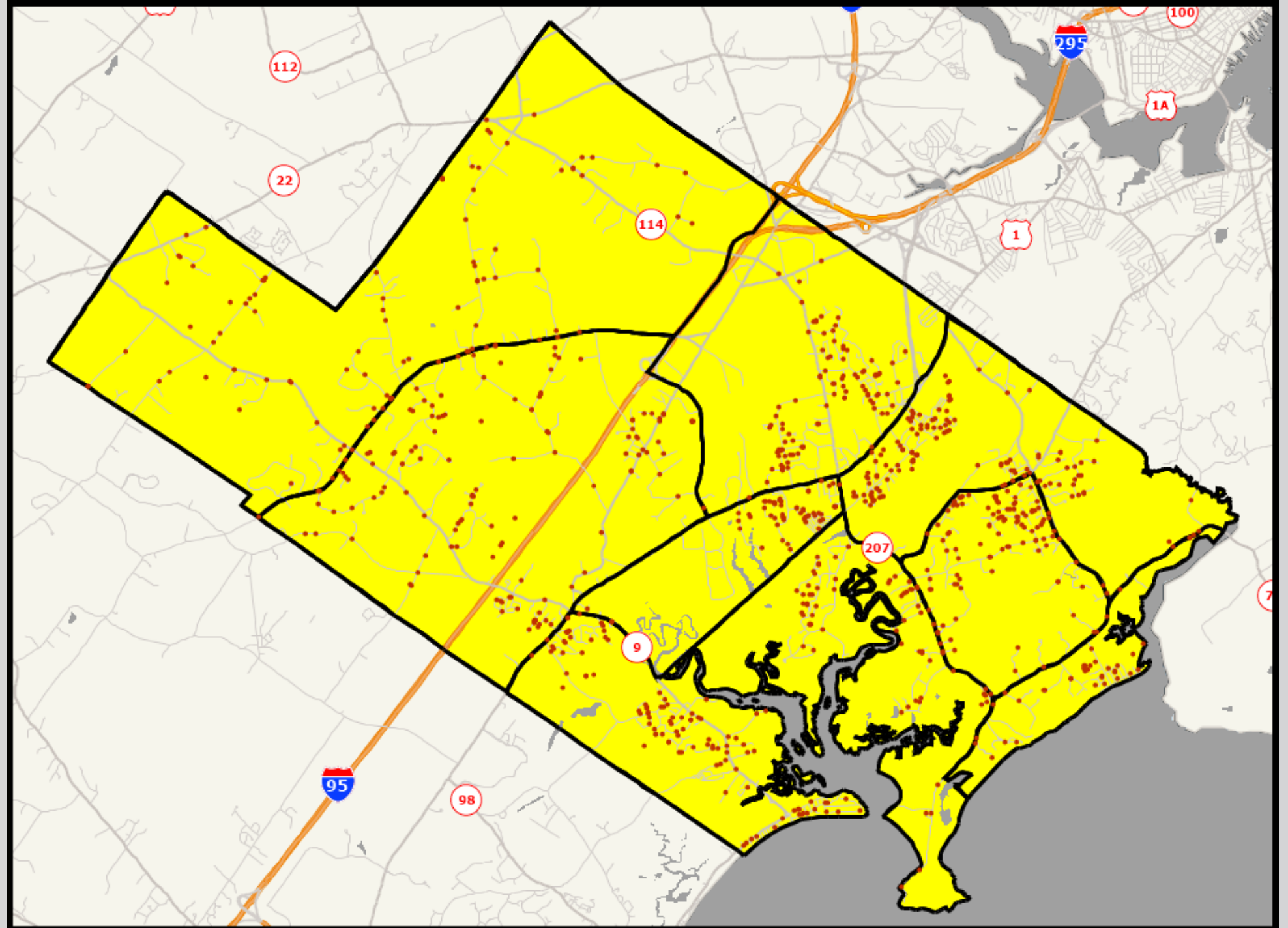
- To objectively assess resident satisfaction with the delivery of major Town services
- To help determine priorities for the community
- To set a baseline for future surveys
- To compare the Town's performance with other communities regionally and nationally

Methodology

- **Survey Description**
 - Seven-page survey; takes approximately 15-20 minutes to complete
- **Method of Administration**
 - By mail and online to randomly selected sample of Town residents
- **Sample Size**
 - Goal: 600 completed surveys
 - Actual: 862 completed surveys
- **Margin of Error**
 - +/- 3.2% at the 95% level of confidence

Location of Survey Respondents

- Good representation throughout the Town
- Demographics of survey respondents reflects the actual population of the Town
 - Age
 - Race/Ethnicity
 - Gender



Bottom Line Up Front

- Residents Have a Very Positive Perception of the Town of Scarborough
 - 86% Were Satisfied with the Overall Quality of Life in Scarborough
- Satisfaction with Town Services Is Much Higher in Scarborough Than Other Communities
 - Scarborough Rates Above the U.S. Average in 59 of 68 Areas
 - Satisfaction with the Overall Quality of Town Services Is 14% Above the U.S. Average
 - Satisfaction with Customer Service from Town Employees Is 42% Above the U.S. Average

Bottom Line Up Front

- **Top Priorities for Town Services**
 - Traffic Flow and Ease of Getting Around Town
 - Maintenance of Streets, Sidewalks and Infrastructure
- **Top Issues Facing Scarborough Over the Next Five Years**
 - Pace of Growth/Expansion
 - Affordability of Town Services
 - Affordable Housing



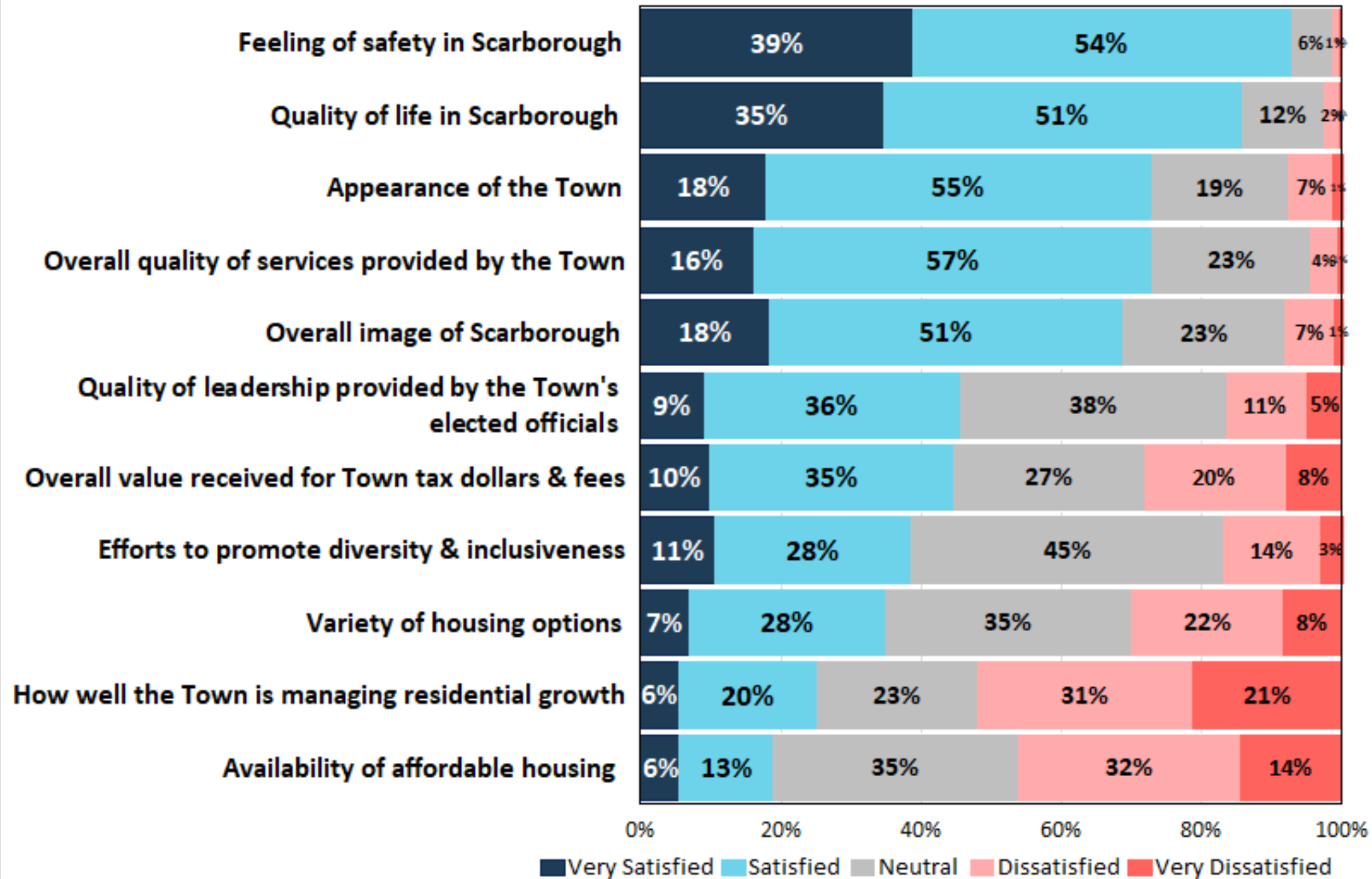
Major Finding #1

**Residents Have a Very Positive Perception
of Scarborough**

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)

73% Are Satisfied
with the Overall
Quality of Town
Services; Only 5%
Are Dissatisfied

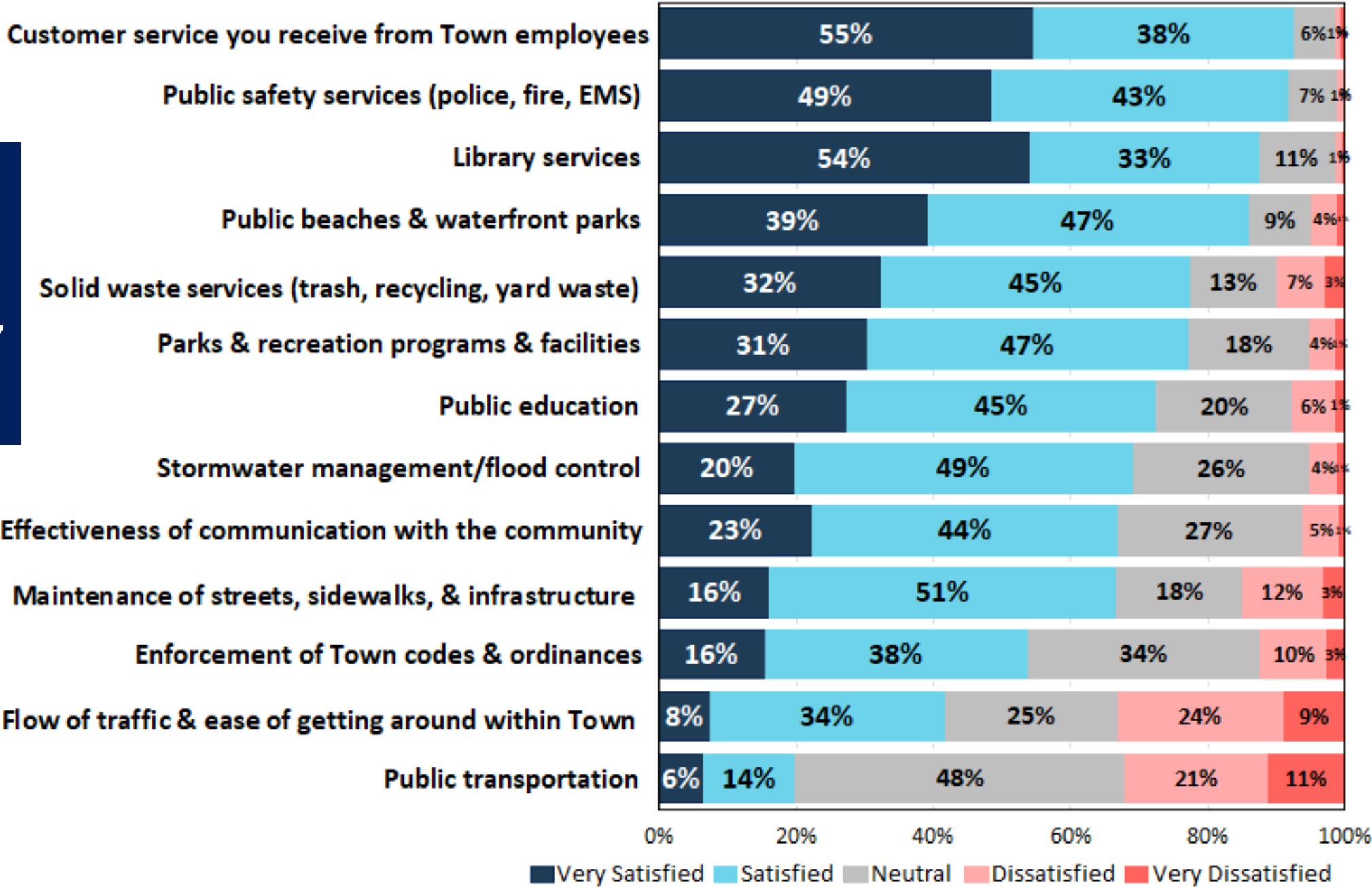


Most Residents Feel Safe in Scarborough and Are Satisfied with the Quality of Life in Scarborough

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)

Over 85% Are Satisfied with Customer Service, Public Safety, Library, and Public Beaches/ Waterfront Parks



Most Areas Received Very High Ratings

Major Finding #2

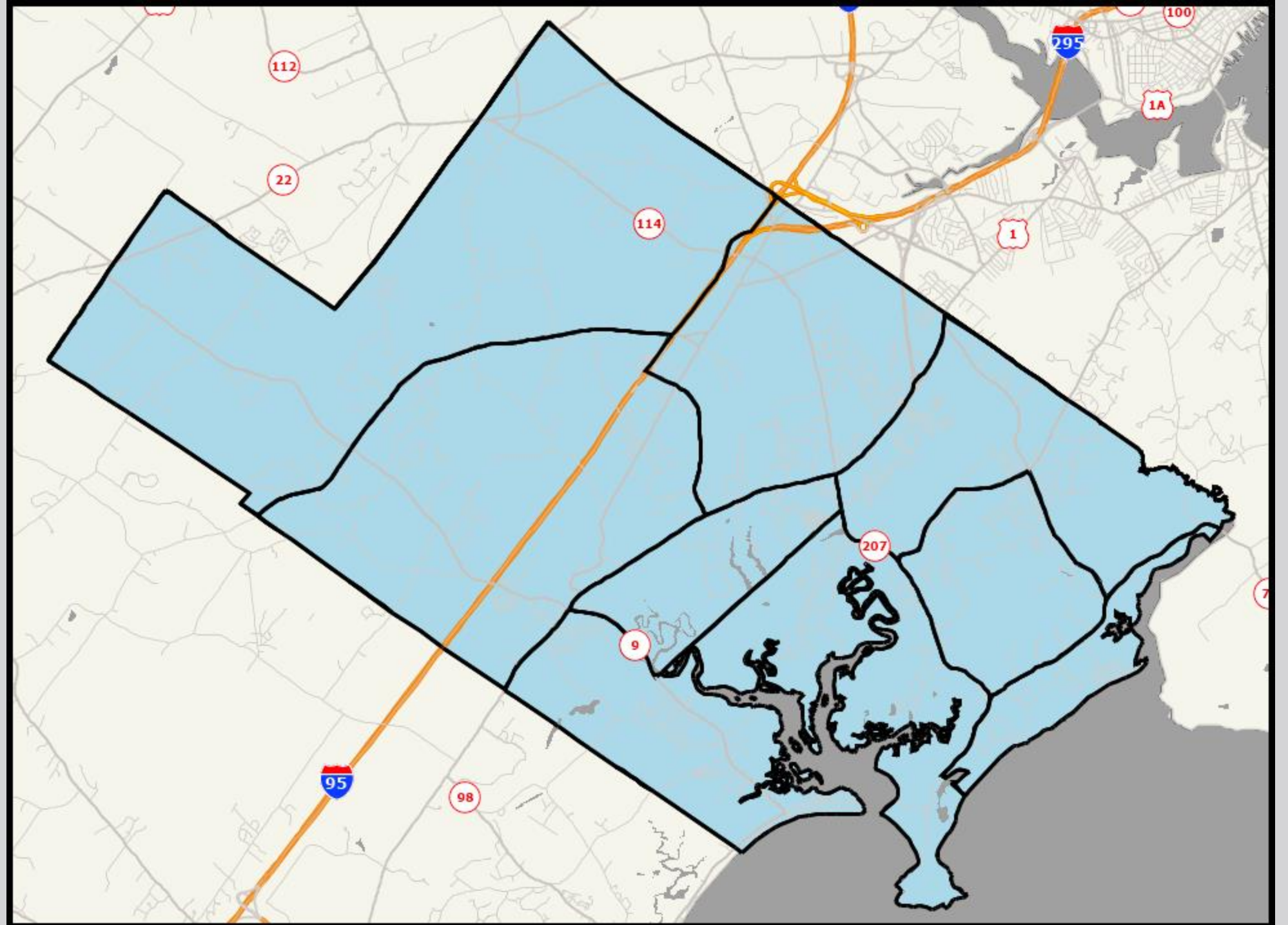
**Residents in All Areas of Scarborough Are Satisfied
with the Overall Quality of Town Services**

Overall Quality of Town Services

ALL Areas Are in Blue, Indicating That Residents in All Parts of the Town Are Satisfied with the Overall Quality of Town Services

Resident Satisfaction

Mean rating on a 5-point scale

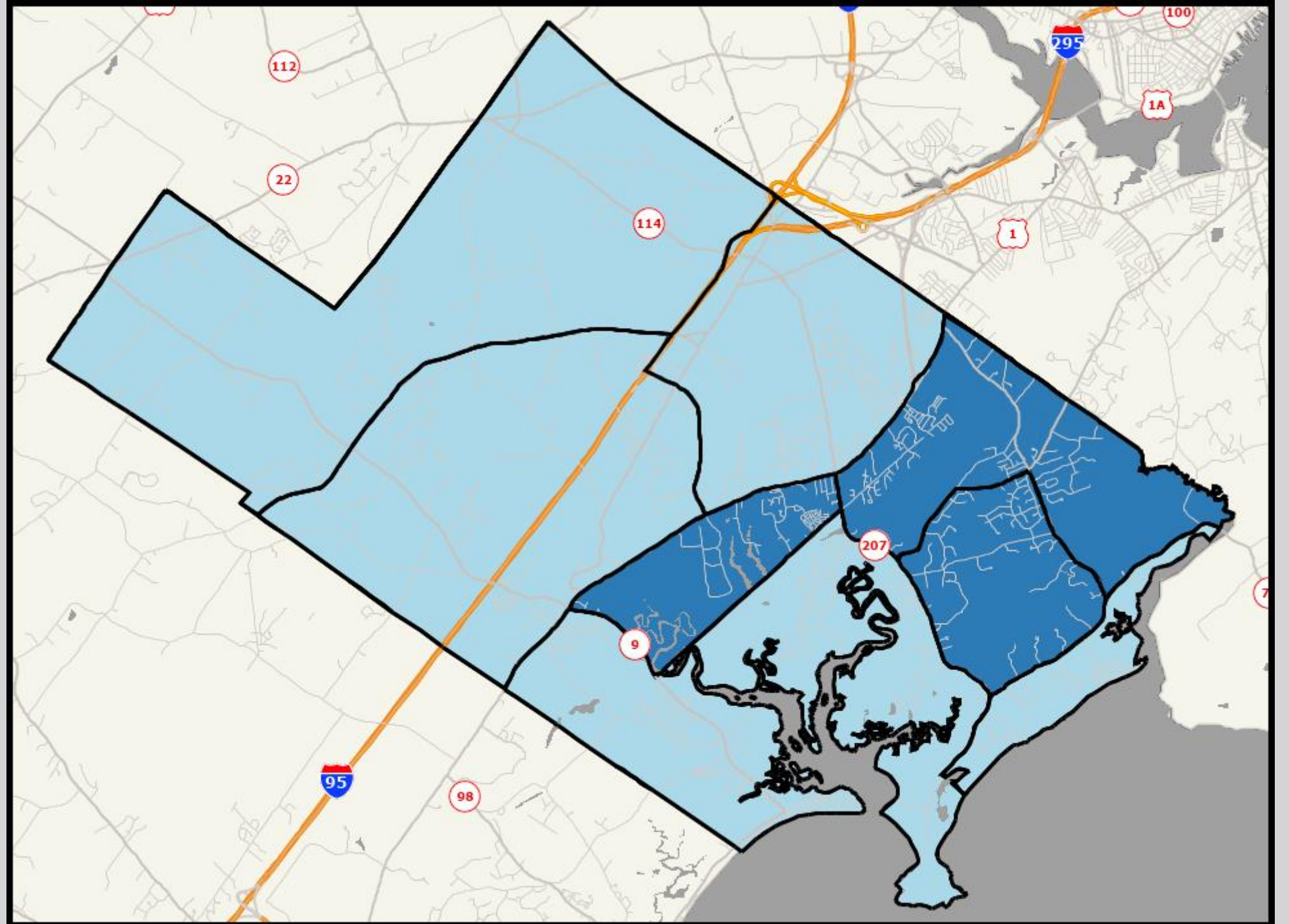


Overall Quality of Life in the Town

ALL Areas Are in Blue, Indicating That Residents in All Parts of the Town Are Satisfied with the Overall Quality of Life in Scarborough

Resident Satisfaction

Mean rating on a 5-point scale



Major Finding #3

**Satisfaction with Town Services Is Much Higher in
Scarborough Than Other Communities**

Benchmarking Analysis

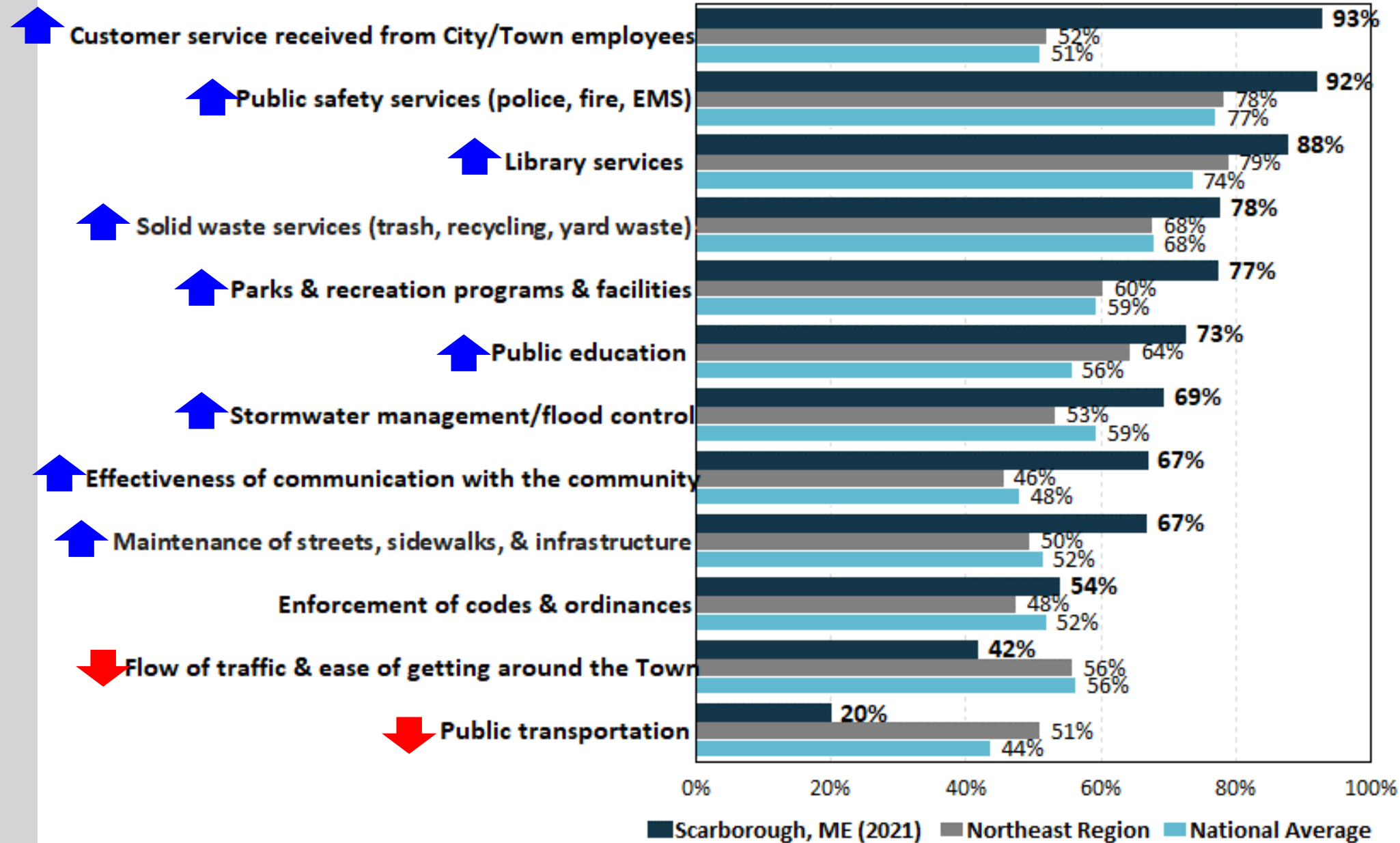
Scarborough Rates Above the U.S. Average in 59 of 68 Areas
Scarborough Rates *Significantly* Higher (3.2% or more) in 50 Areas

Scarborough Rates Above the Northeast Average in 58 of 68 Areas
Scarborough Rates *Significantly* Higher (3.2% or more) in 52 Areas

Satisfaction with Town 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)



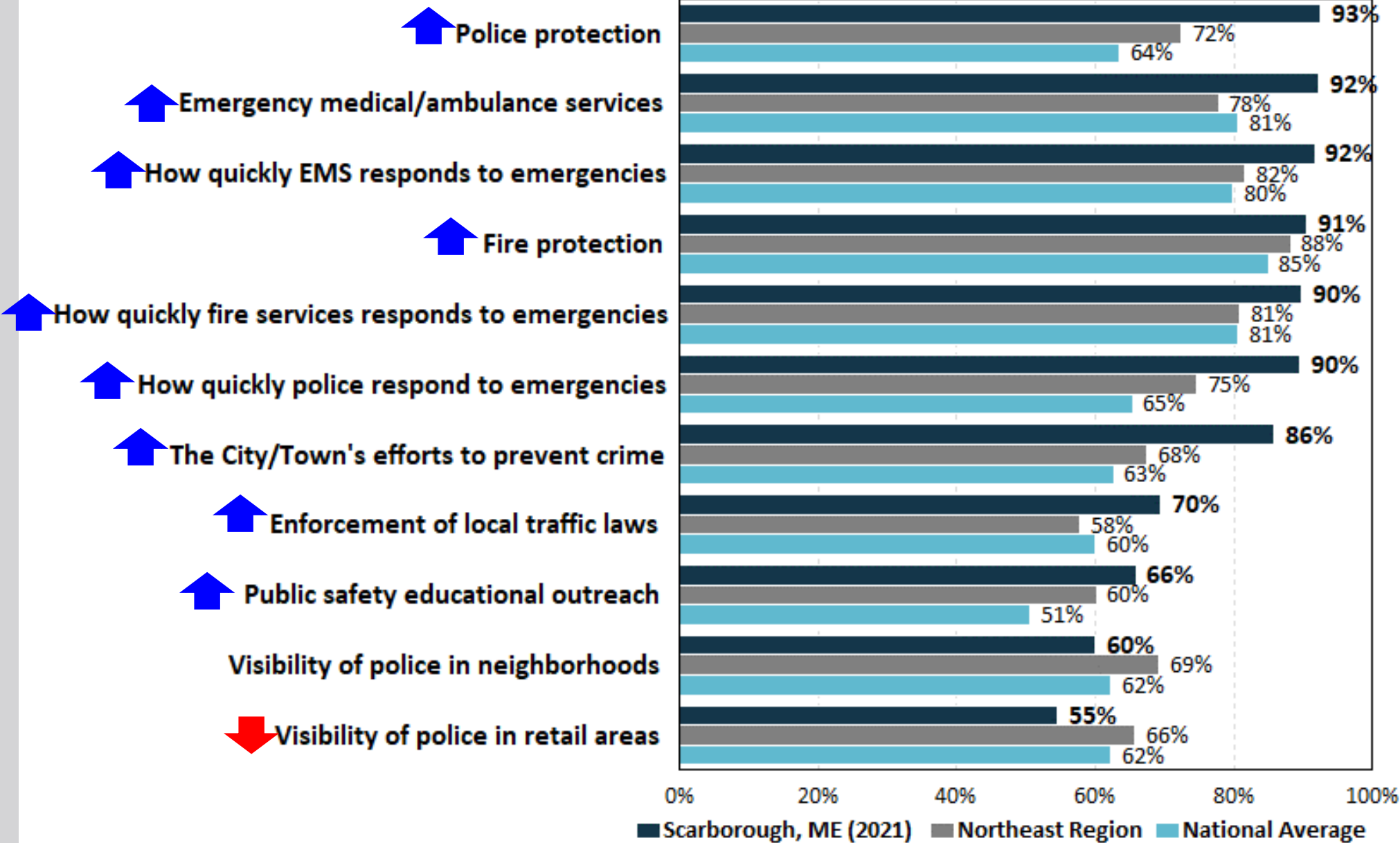
Significantly Higher

Significantly Lower

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)



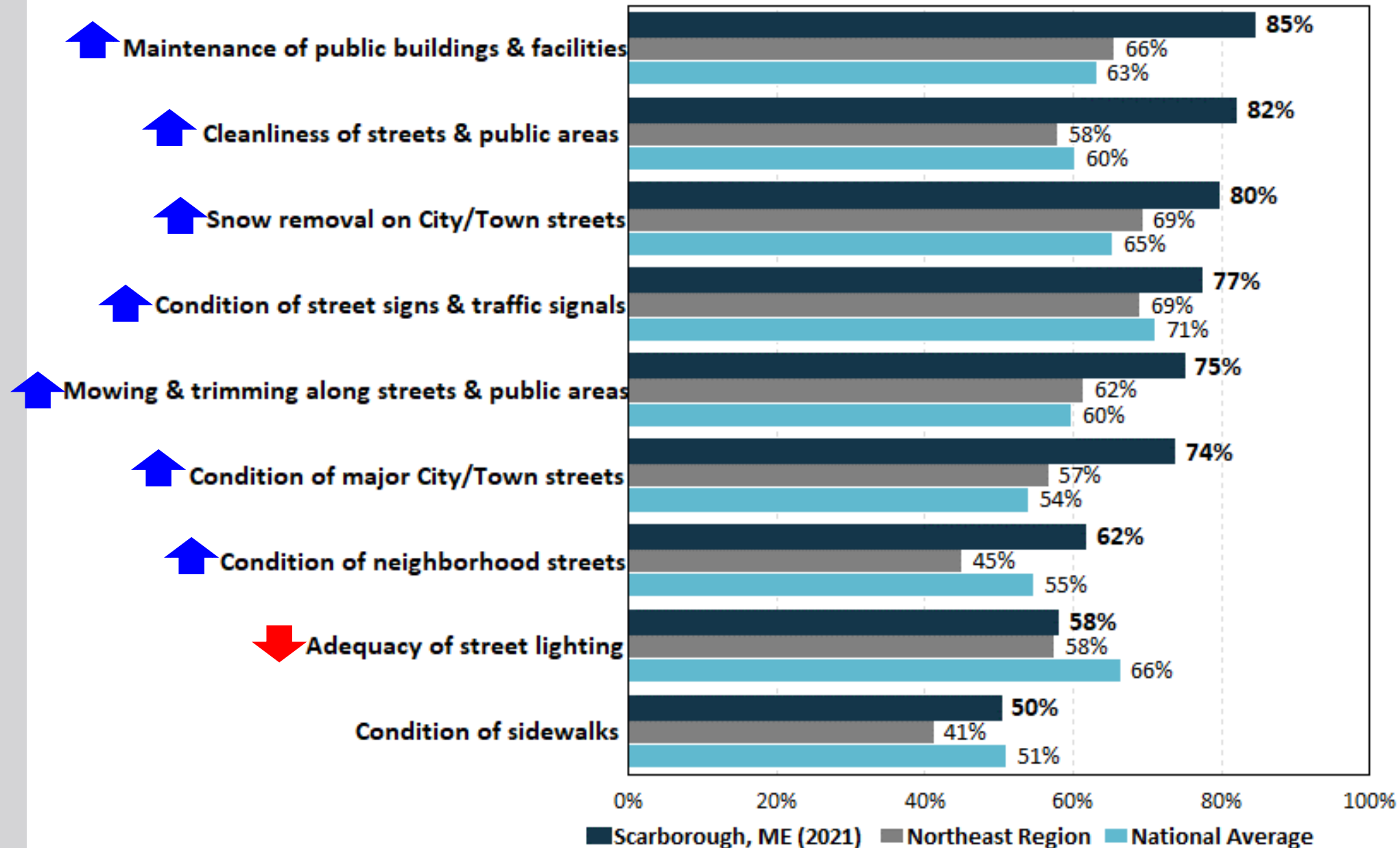
Significantly Higher

Significantly Lower

Satisfaction with the 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)



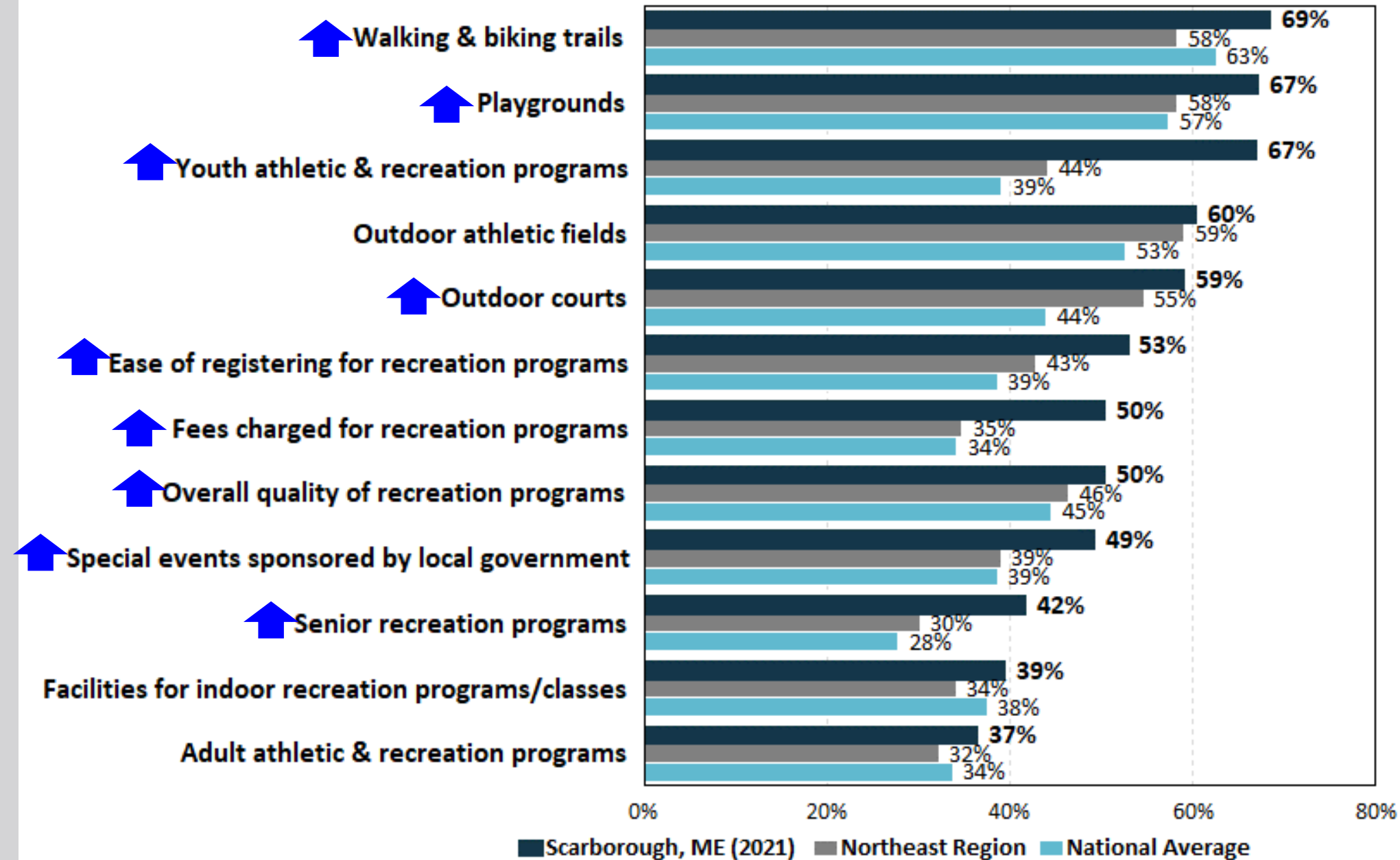
Significantly Higher

Significantly Lower

Satisfaction with the 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)



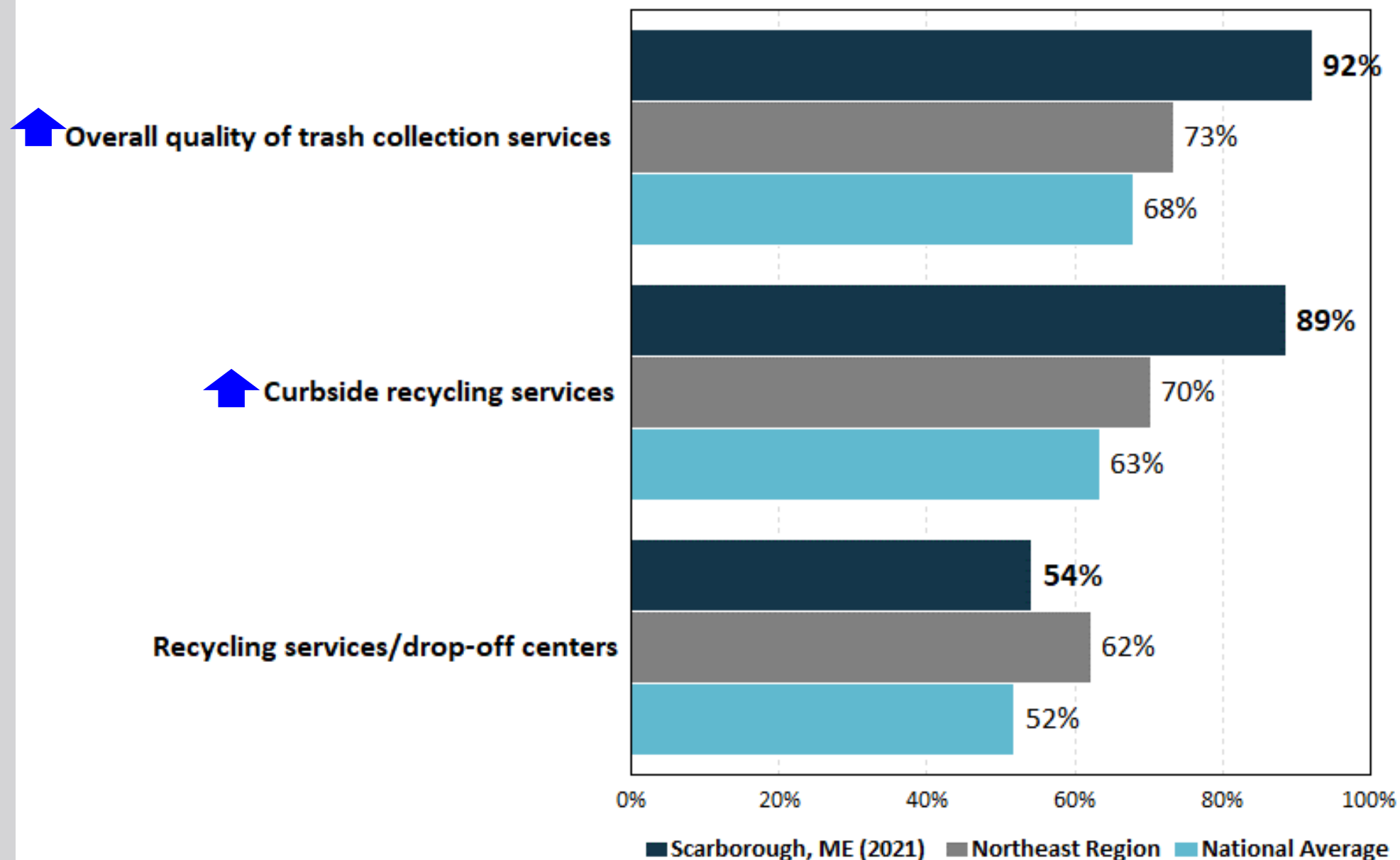
Significantly Higher

Significantly Lower

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)



Significantly Higher 

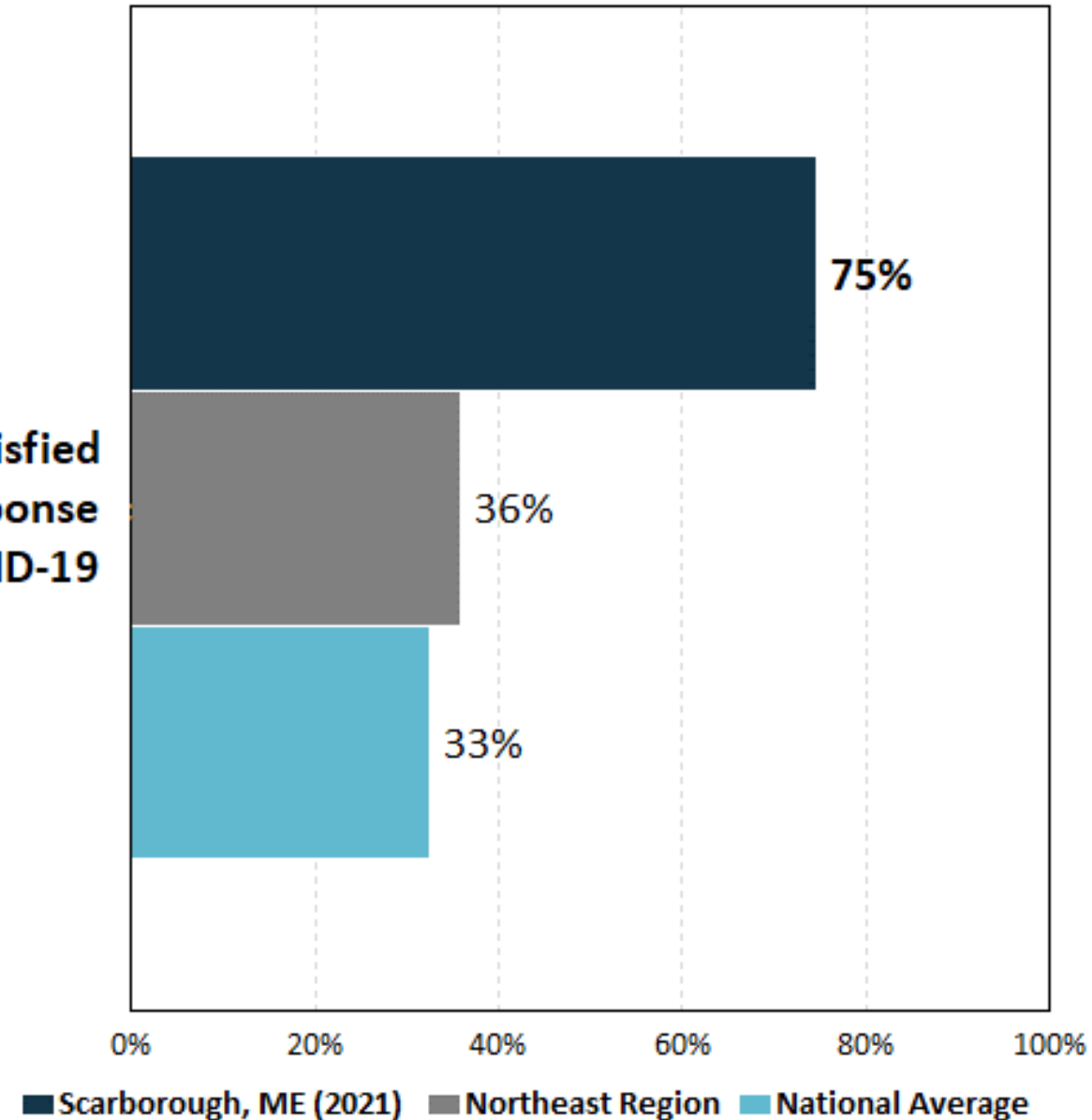
Significantly Lower 

Satisfaction with the 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 Town's Overall Response to COVID-19



Significantly Higher ↑

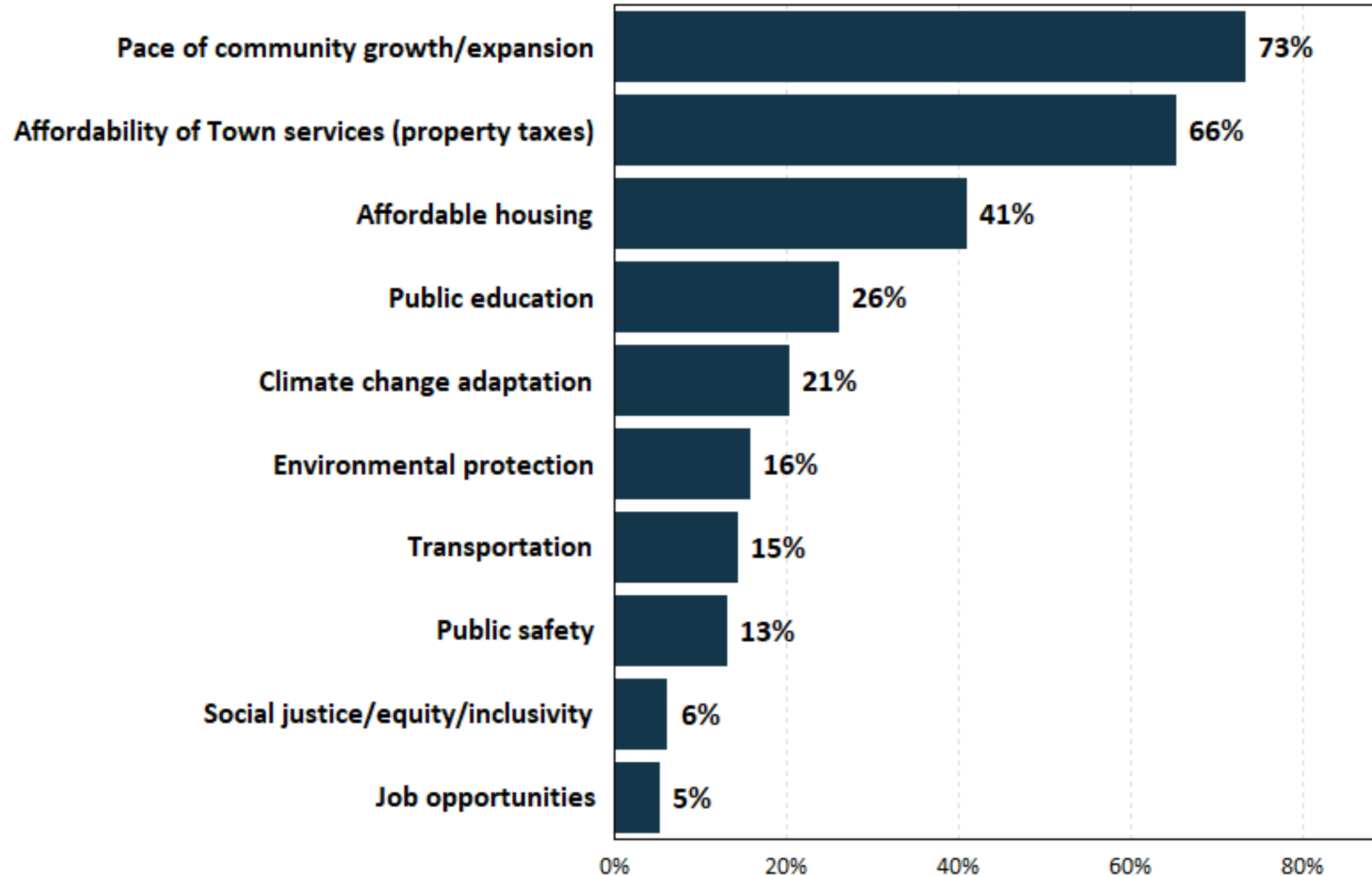
Significantly Lower ↓

Major Finding #4

Top Priorities

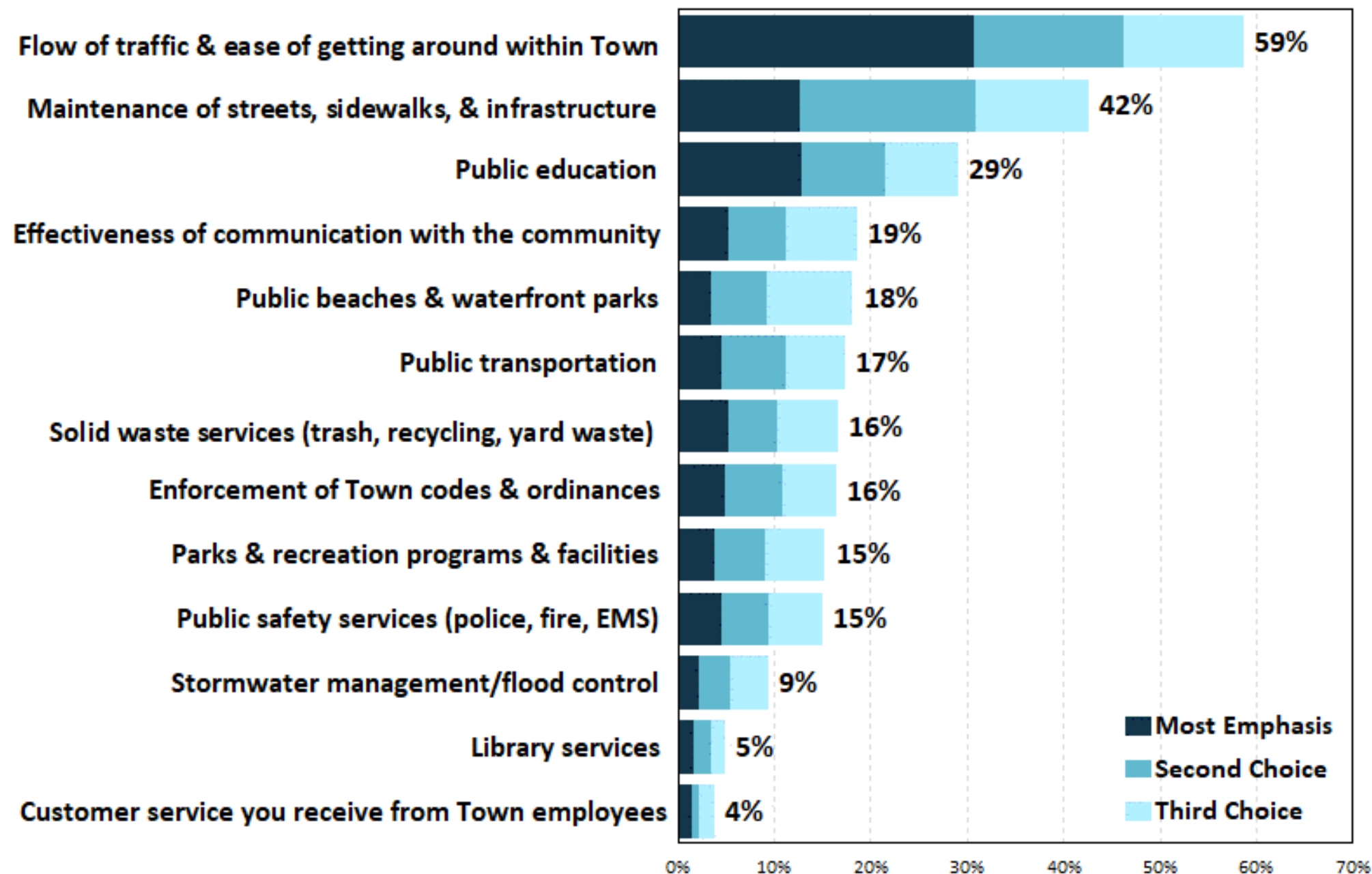
Q22. What are the **THREE** most significant issues you think Scarborough will face over the next five years?

by percentage of respondents (three choices could be selected)



Q2. Town Services That Should Receive the Most Emphasis from Town Leaders Over the Next Two Years

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



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 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 from Town employees	3.7%	13	92.8%	1	0.0027	13

Overall Priorities

Importance-Satisfaction Analysis & Ratings

Infrastructure

Town of Scarborough Community Survey (2021)

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

Importance-Satisfaction Analysis & Ratings

Public Safety 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
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 EMS 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

Public Safety Priorities

Importance-Satisfaction Analysis & Ratings

Community Services

Town of Scarborough Community Survey (2021)

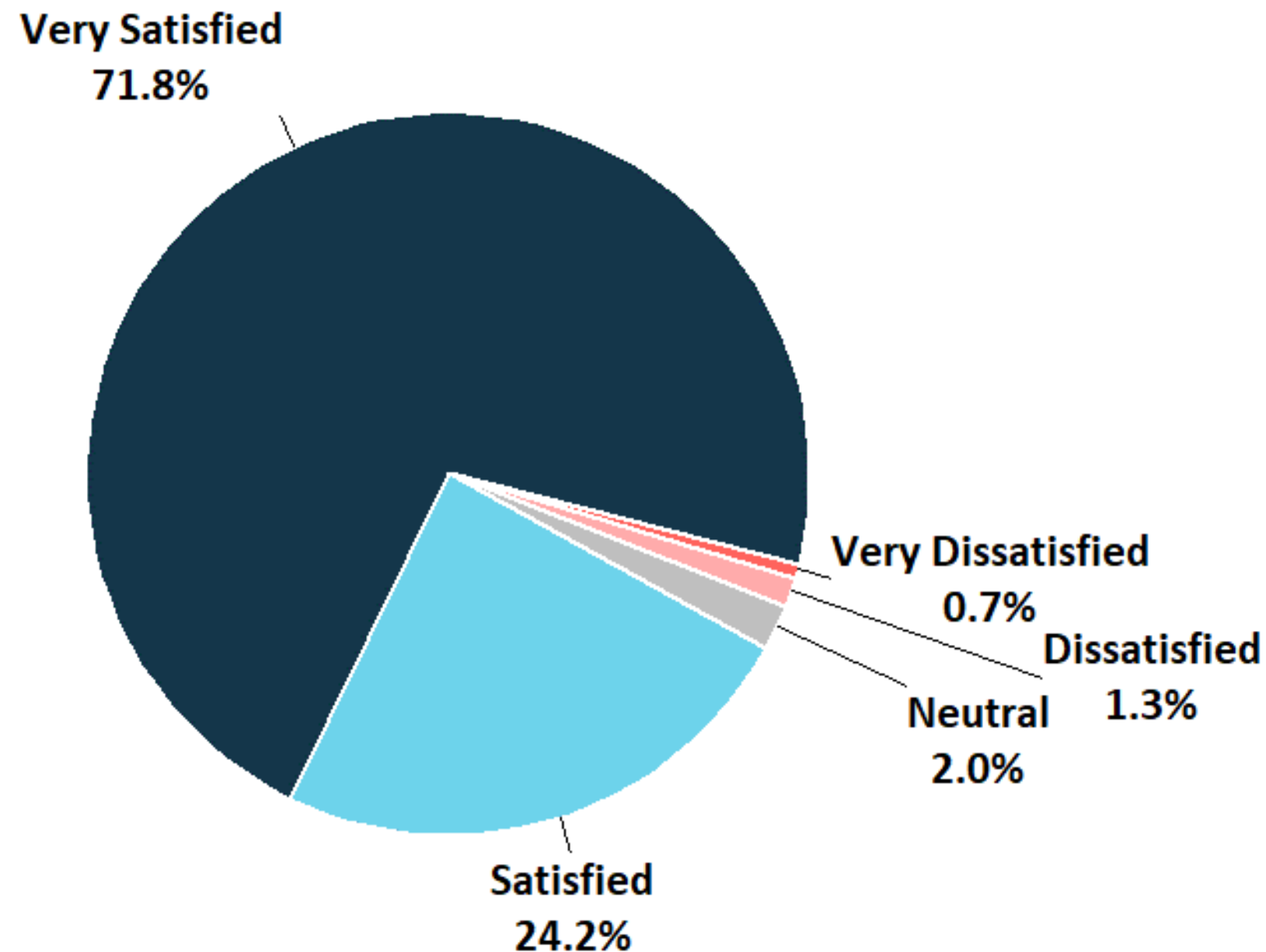
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (I-S = 0.10-0.20)						
Access & public parking for natural resources & parks	31.3%	1	55.7%	9	0.1387	1
Facilities for indoor recreation programs & classes	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	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

Community Services Priorities

Other Findings

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

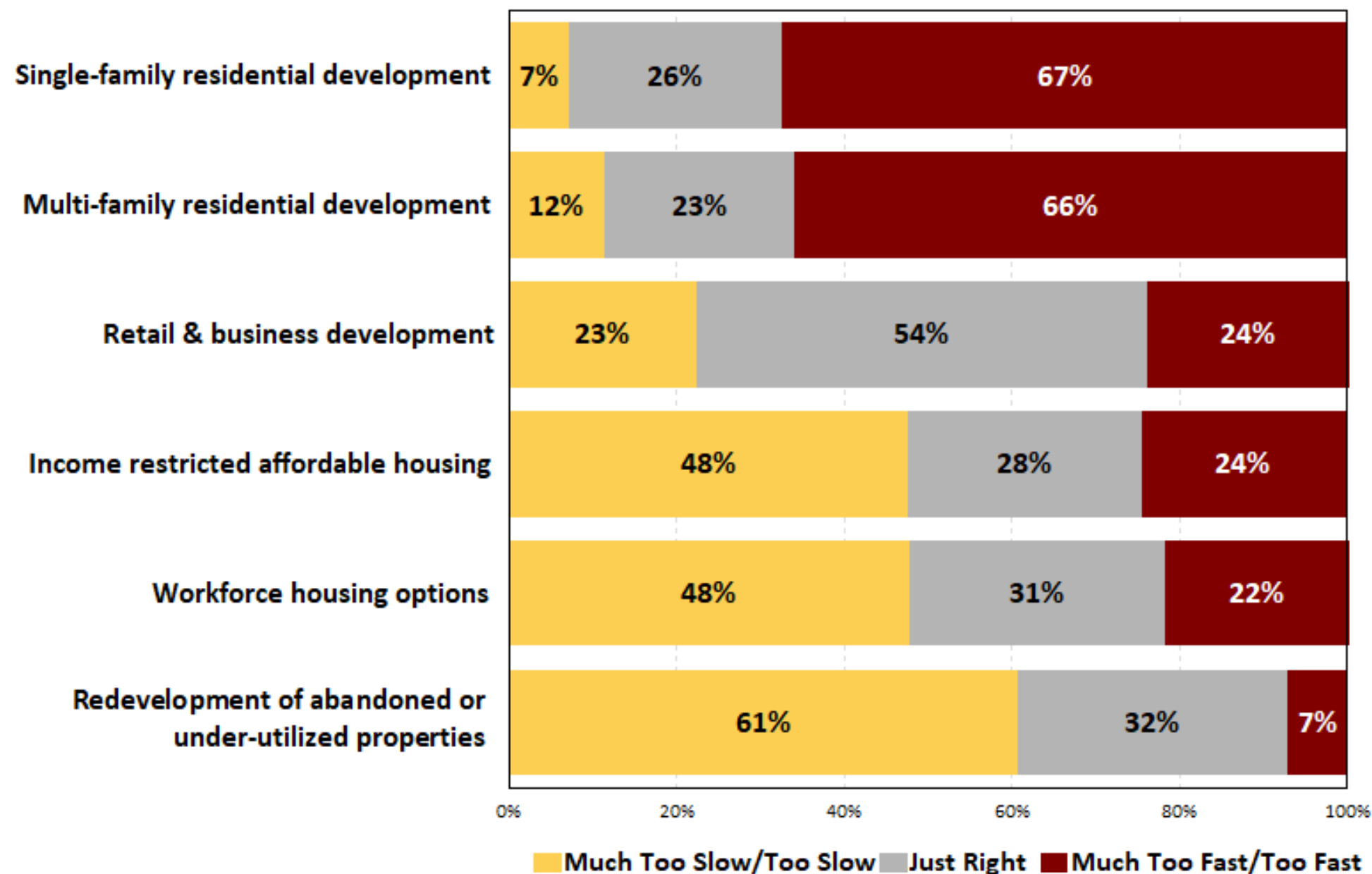
by percentage of respondents who have contacted 911 in the past 12 months (without *don't know* responses)



96% Were Satisfied with the Assistance They Received from the Person Who Took Their 911 Call

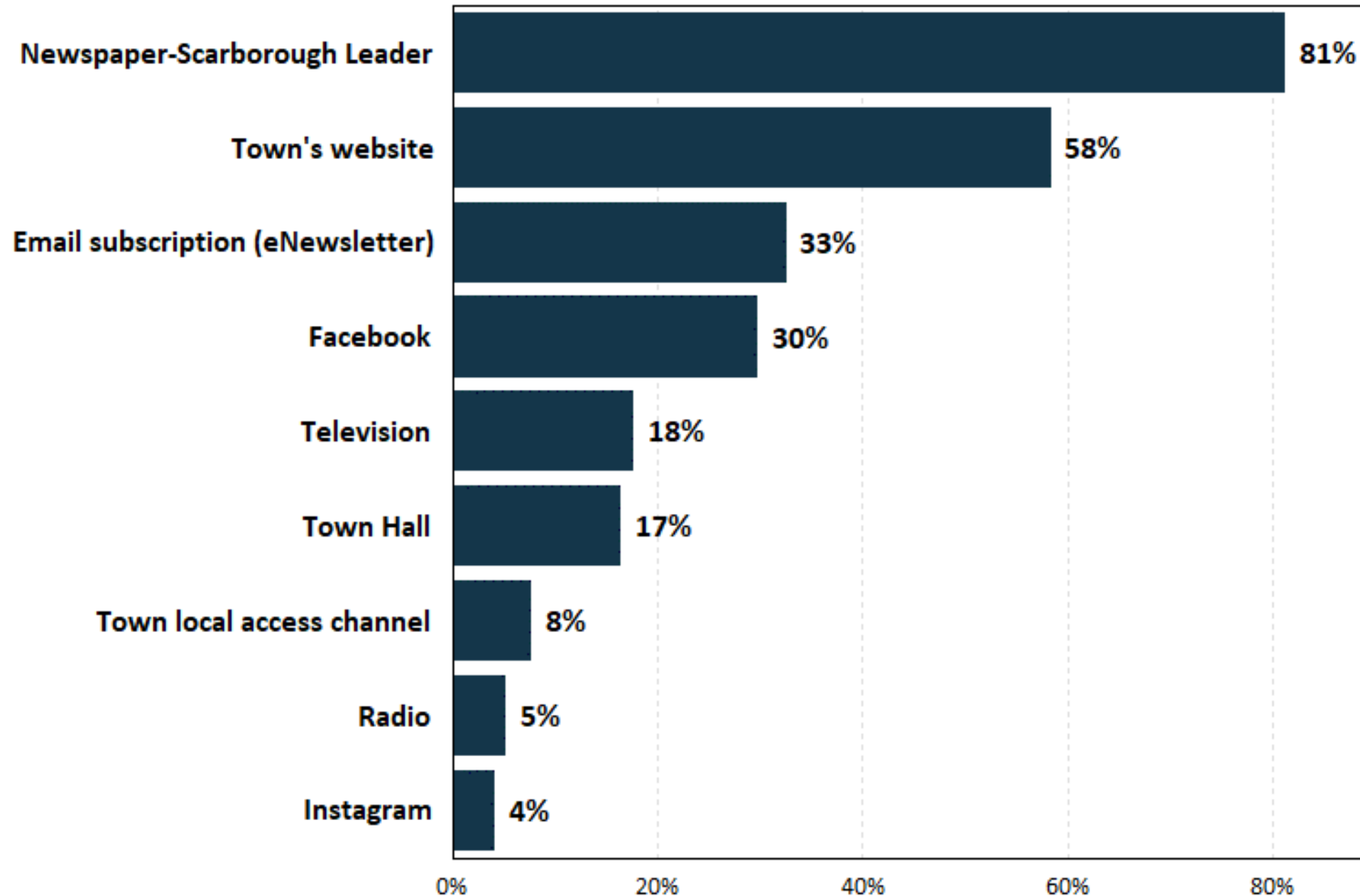
Q10. Resident's Perception for the Town's Current Pace of Growth and Development in Various Areas

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)



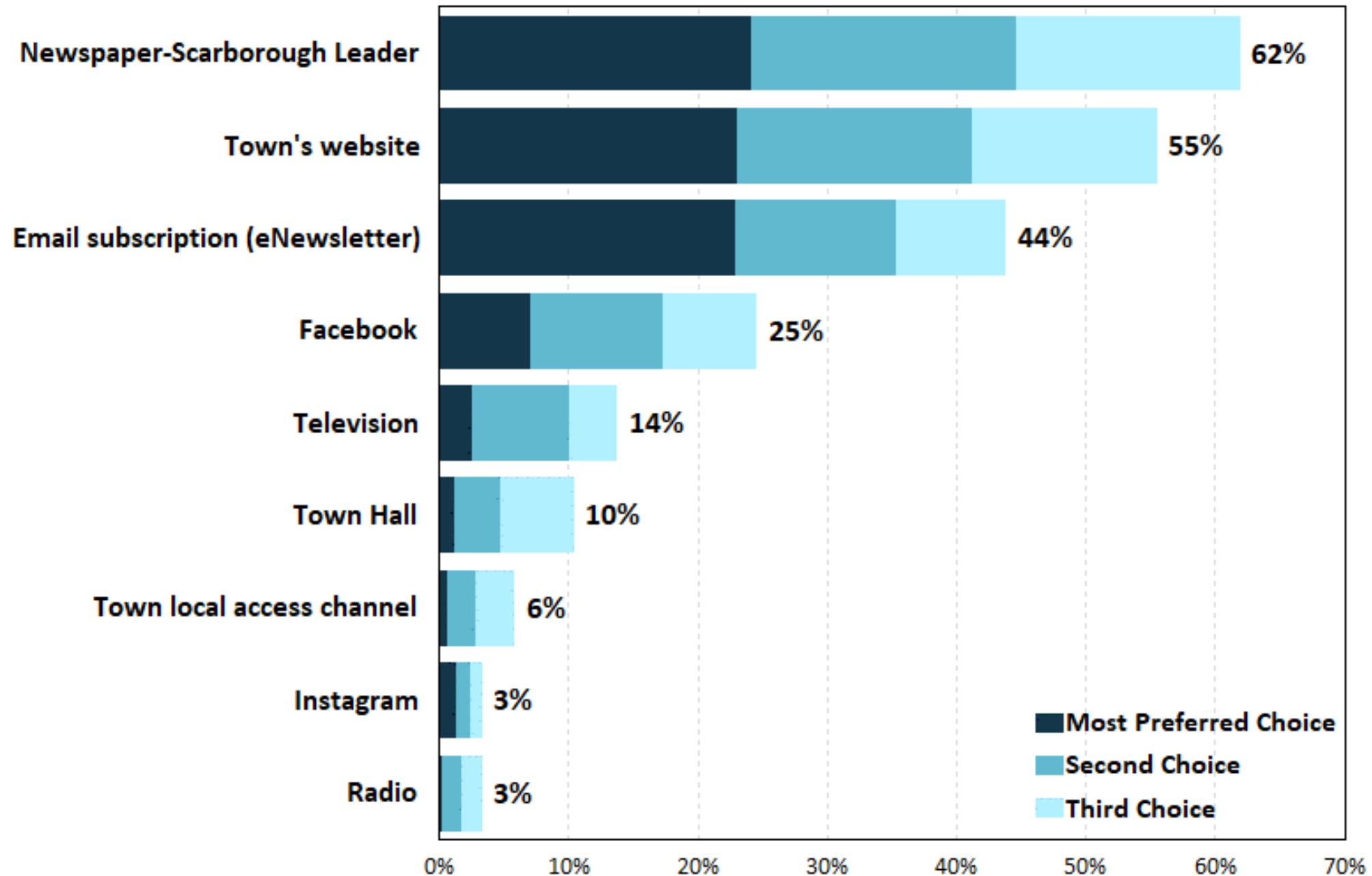
Q15. Which of the following are your primary sources of information about Town issues, services, and events?

by percentage of respondents (multiple choices could be selected)



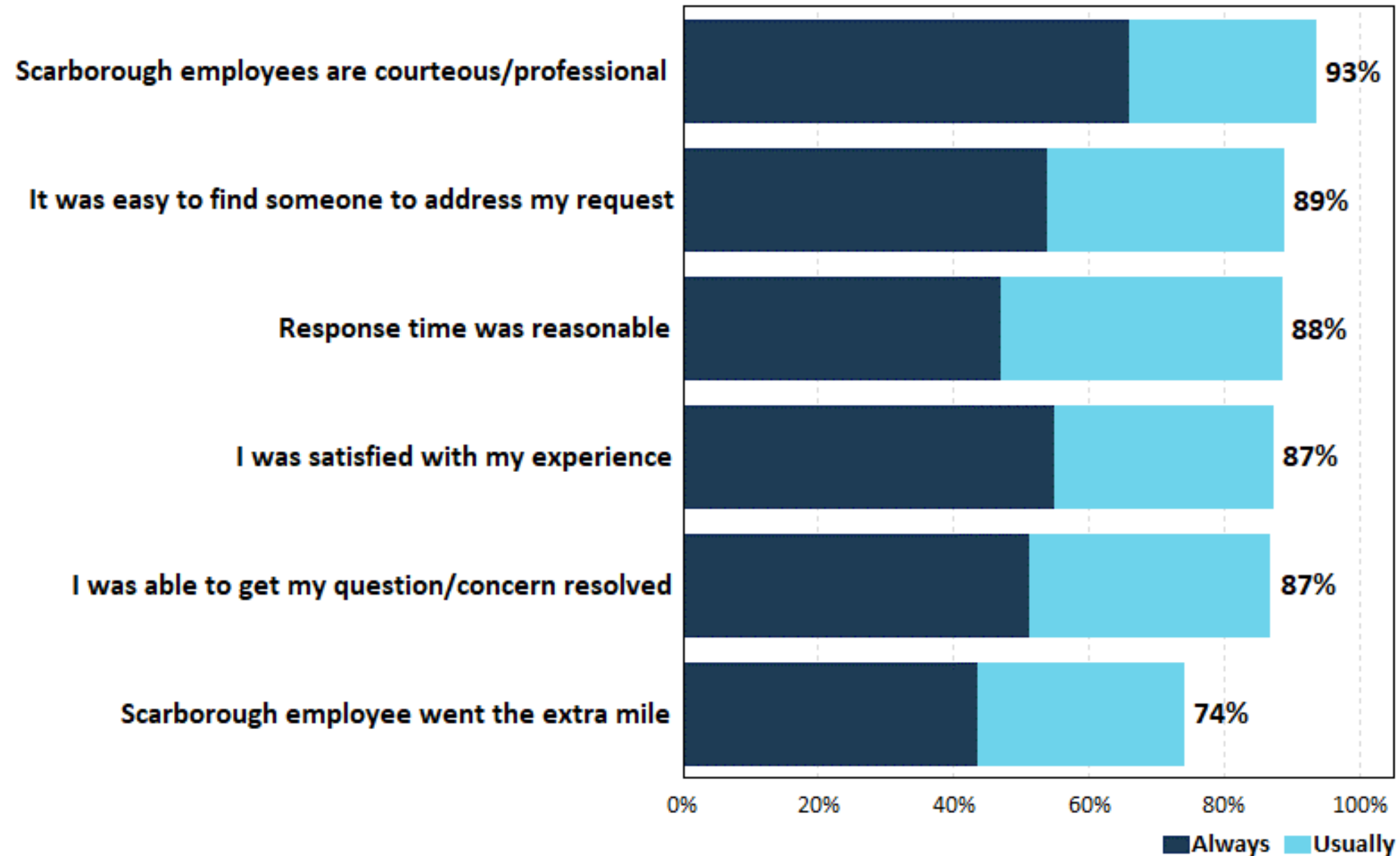
Q16. Most PREFERRED methods of receiving information about the Town

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



Q17a. Frequency Residents Observe Town Employees Exhibiting the Following Behaviors

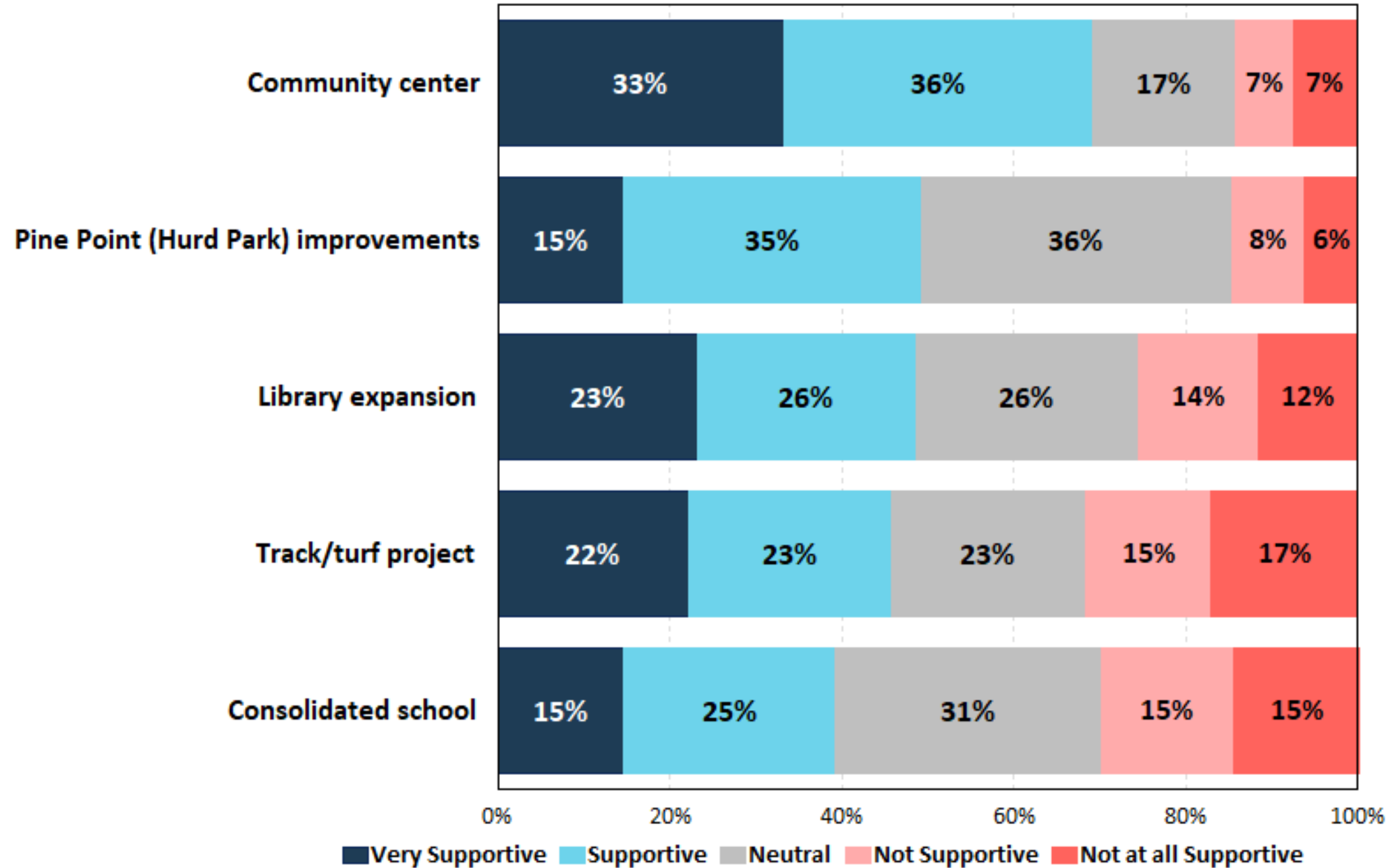
by percentage of respondents that have contacted the Town during the past year and either *always* or *usually* observe Town employee exhibiting the following (excluding *don't know* responses)



Residents Have Had Very Positive Interactions with Town Employees

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)



Summary

- Residents Have a Very Positive Perception of the Town of Scarborough
 - 86% Were Satisfied with the Overall Quality of Life in Scarborough
- Satisfaction with Town Services Is Much Higher in Scarborough Than Other Communities
 - Scarborough Rates Above the U.S. Average in 59 of 68 Areas
 - Satisfaction with the Overall Quality of Town Services Is 14% Above the U.S. Average
 - Satisfaction with Customer Service from Town Employees Is 42% Above the U.S. Average

Summary

- **Top Priorities for Town Services**
 - **Traffic Flow and Ease of Getting Around Town**
 - **Maintenance of Streets, Sidewalks and Infrastructure**
- **Top Issues Facing Scarborough Over the Next Five Years**
 - **Pace of Growth/Expansion**
 - **Affordability of Town Services**
 - **Affordable Housing**



Questions?

Thank You!!