



2023 Town of Scarborough Community Survey Findings Report

Presented to the Town of
Scarborough, ME

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Executive Summary

2023 Town of Scarborough Community Survey Executive Summary



Purpose

ETC Institute administered a survey to residents of the Town of Scarborough during the fall of 2023. The survey was designed to gather information to improve existing programs and services and help determine long-range planning and decisions in the community. The information collected will also be used to help the Town better understand and more effectively respond to the needs of the community. This is the second survey administered by ETC Institute for Scarborough; the previous survey was conducted in 2021.

Methodology

The seven-page survey, cover letter, and postage-paid return envelope were mailed to a random sample of households in the Town of Scarborough. 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 scarboroughsurvey.org.

Ten days after the surveys were mailed, ETC Institute sent follow-up messages to the households that received the survey to encourage participation. The messages contained a link to the online version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Scarborough 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 goal was to obtain completed surveys from at least 600 residents. This goal was met, with a total of 608 residents completing the survey. The overall results for the sample of 608 households have a precision of at least +/-4.0% at the 95% level of confidence.

The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Scarborough with the results from other communities in ETC Institute’s *DirectionFinder*® database. Since the number of “don’t know” responses often reflects the utilization and awareness of Town services, the percentage of “don’t know” responses has been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

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This report contains:

- An executive summary of the methodology for administering the survey and major findings,
- charts showing the overall results for most questions on the survey and trend data from the 2021 Community Survey,
- benchmarking data that show how the results for Scarborough compare to other communities,
- Importance-Satisfaction analysis to determine priority actions for the Town to address based on the survey results,
- tables that show the results of the random sample for each question on the survey,
- a copy of the survey instrument.

Overall Perceptions of the Community

Eighty-seven percent (87%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with their feeling of safety in Scarborough (ratings of 4 or 5 on a 5-point scale). Other community perception items that residents, *who had an opinion*, were “very satisfied” or “satisfied” with include: quality of life (77%), appearance of the Town (72%), and overall quality of services provided (67%).

Overall Satisfaction with Town Services

The major categories of Town services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: public safety services (93%), customer service received from Town employees (89%), public beaches and waterfront parks (87%), library services (81%), and solid waste services (80%). Residents were least satisfied with public transportation (20% “very satisfied” or “satisfied”).

Based on the sum of their top three choices, the major categories of Town services that residents thought should receive the most emphasis over the next two years were: 1) flow of traffic and ease of getting around within the Town, 2) maintenance of streets, sidewalks, and infrastructure, and 3) public education.

Public Safety

The public safety services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: local police protection (92%), emergency medical/ambulance service (90%), how quickly emergency medical services responds to emergencies (89%), professionalism of police officers (88%), fire protection (88%), and how quickly police respond to emergencies (86%).

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Based on the sum of their top three choices, the public safety services that residents thought should receive the most emphasis over the next two years were: 1) visibility of police in neighborhoods, 2) enforcement of local traffic laws, and 3) the Town's efforts to prevent crime.

Trash and Recycling Services

The trash and recycling services that had the highest levels of satisfaction, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: overall quality of trash collection services (93%) and curbside recycling services (92%).

Town Infrastructure

The Town infrastructure services that had the highest levels of satisfaction, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: maintenance of public buildings and facilities (85%), cleanliness of streets and public areas (82%), snow removal on Town streets (79%), and quality of major Town streets (75%).

Based on the sum of their top three choices, the infrastructure services that residents thought should receive the most emphasis over the next two years were: 1) quantity of sidewalks, 2) adequacy of street lighting, and 3) quantity of bike ways.

Transportation and Mobility

The transportation and mobility services that had the highest levels of satisfaction, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: availability of public parking (61%), ease of getting around within the Town (52%), and how well the traffic signal system provides for efficient traffic flow (39%).

Communication

The communication services that had the highest levels of satisfaction, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: availability of information about Town programs and services (64%), usefulness of information on the Town's website (55%), and Town efforts to keep residents informed about local issues (52%).

Based on the sum of respondents' top three choices, the three most preferred methods of receiving information about the Town of Scarborough were: 1) *Scarborough Leader* newspaper, 2) the Town's website, and 3) email subscription (eNewsletter).

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Customer Service

Sixty-three percent (63%) of residents indicated they had contacted the Town during the past year. Of those who contacted the Town, 93% *who had an opinion* indicated that Town employees were “always” or “usually” courteous/professional; 88% were “always” or “usually” satisfied with their experience with Town employees, and 87% indicated it was “always” or “usually” easy to find someone to address their request.

Library Services

Thirty-two percent (32%) of residents, *who had an opinion*, indicated they had visited the library or used its online tools at least once a month during the last 12 months. Of those who used the library in the last 12 months, 95% *who had an opinion* were “very satisfied” or “satisfied” with the library’s current location (ratings of 4 or 5 on a 5-point scale); 95% were satisfied with the assistance and customer service provided by the library, 91% were satisfied overall with the library, and 88% were satisfied with the selection of materials for just about everyone.

Residents were asked to indicate why they have not used the library recently. The top reasons given were: “I enjoy other recreational activities instead of reading” (23%) and “I am not familiar with the services” (11%). Nearly three-fourths (74%) of respondents, *who had an opinion*, indicated they or someone in their household has a library card.

Public Schools

Twenty-nine percent (29%) of respondents surveyed indicated they currently have children in the household who attend a Scarborough public school. The aspects of the schools that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: quality of communication between schools and home (84%), qualifications and performance of teachers (82%), administration (school level) (78%), and overall education that the child is receiving/received (77%).

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Additional Findings

- Eighteen percent (18%) of respondents, *who had an opinion*, indicated their household had called 911 in the past 12 months to request police, fire, or emergency medical services. Of those, 93% *who had an opinion* were “very satisfied” or “satisfied” with the assistance they received from the person who took their 911 call.
- Residents were asked to rate their perceptions of the Town’s current pace of growth and development in various areas. Seventy-four percent (74%) of respondents surveyed, *who had an opinion*, thought that single-family residential development was occurring “much too fast/too fast.” Sixty-one percent (61%), *who had an opinion*, thought that redevelopment of abandoned or under-utilized properties was occurring “much too slow/too slow.”

Based on the sum of their top three choices, the perceived growth impact items that residents thought should receive the most emphasis over the next two years were: 1) increased municipal budget and property taxes, 2) increased student enrollment in the school district, and 3) increased travel or commute times.

- When residents were asked to indicate the three most significant issues they think Scarborough will face over the next five years, the top responses were: pace of community growth/expansion (77%), affordability of Town services (property taxes) (69%), and affordable housing (41%).

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Trends Since 2021

ETC Institute compared the 2023 survey results to the results of the 2021 Community Survey administered in the Town of Scarborough. The table below and on the following page show the comparisons to the 2021 survey results.

Service	2023	2021	Difference	Category
Athletics	74.8%	70.0%	4.8%	Public Schools
Quality of streets in your neighborhood	65.7%	61.6%	4.1%	Infrastructure
Class size or student-teacher ratio	77.0%	73.5%	3.5%	Public Schools
Curbside recycling services	91.9%	88.6%	3.3%	Trash and Recycling
Quality of school transportation	71.8%	68.5%	3.3%	Public Schools
Administration (school level)	77.7%	74.7%	3.0%	Public Schools
Quality of curriculum	72.0%	69.4%	2.6%	Public Schools
Quality of communication between schools & home	84.0%	81.6%	2.4%	Public Schools
Solid waste services	79.8%	77.6%	2.2%	Town Services
Adult programs & services offered	74.5%	72.4%	2.1%	Library Services
Recycling services/drop-off centers	56.1%	54.2%	1.9%	Trash and Recycling
Efforts to promote diversity & inclusiveness in the community	40.4%	38.6%	1.8%	Perceptions of the Community
Library hours of operation	86.3%	84.7%	1.6%	Library Services
Quality of major Town streets	75.0%	73.6%	1.4%	Infrastructure
Assistance & customer service provided by library staff (friendly, polite, & professional)	94.6%	93.4%	1.2%	Library Services
Public safety services	93.0%	91.9%	1.1%	Town Services
Overall quality of trash collection services	93.1%	92.1%	1.0%	Trash and Recycling
Public beaches & waterfront parks	86.9%	86.2%	0.7%	Town Services
Public safety educational outreach	66.5%	65.9%	0.6%	Public Safety
Availability of public meeting rooms	64.1%	63.5%	0.6%	Library Services
Maintenance of public buildings & facilities	85.0%	84.5%	0.5%	Infrastructure
I was satisfied with my experience	87.5%	87.0%	0.5%	Frequency of Behavior from Town Employees
Cleanliness of streets & public areas	82.3%	82.0%	0.3%	Infrastructure
Overall education that my child is receiving/received	77.2%	77.0%	0.2%	Public Schools
Stormwater management/flood control	69.3%	69.2%	0.1%	Town Services
Qualifications & performance of teachers	81.7%	81.6%	0.1%	Public Schools
Attitude & behavior of officers towards citizens in your neighborhood	86.1%	86.3%	-0.2%	Public Safety
Public transportation	19.5%	19.9%	-0.4%	Town Services
Children's programs & services offered	74.5%	74.9%	-0.4%	Library Services
Administration (district level)	68.3%	68.7%	-0.4%	Public Schools
Quality of sidewalks	49.7%	50.2%	-0.5%	Infrastructure
Scarborough employees are courteous/professional	92.8%	93.4%	-0.6%	Frequency of Behavior from Town Employees
Current location	95.0%	95.6%	-0.6%	Library Services
Professionalism of police officers	88.3%	89.0%	-0.7%	Public Safety
Selection of materials for just about everyone	88.2%	89.0%	-0.8%	Library Services
Accessibility to services & facilities	82.7%	83.5%	-0.8%	Library Services
Enforcement of local traffic laws	68.5%	69.5%	-1.0%	Public Safety
Local police protection	91.5%	92.5%	-1.0%	Public Safety
Availability of public parking	61.2%	62.2%	-1.0%	Transportation and Mobility
Appearance of the Town	71.8%	72.9%	-1.1%	Perceptions of the Community
Visibility of police in neighborhoods	59.0%	60.1%	-1.1%	Public Safety
Free computer resources/online services & databases	82.2%	83.3%	-1.1%	Library Services
Snow removal on Town streets	78.5%	79.7%	-1.2%	Infrastructure
Availability of information about Town programs & services	64.2%	65.4%	-1.2%	Communication
Town's use of social media	44.7%	45.9%	-1.2%	Communication
It was easy to find someone to address my request	87.4%	88.6%	-1.2%	Frequency of Behavior from Town Employees

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Trends Since 2021 (Cont.)

Service	2023	2021	Difference	Category
Ease of travel by bicycle in Scarborough	18.3%	19.9%	-1.6%	Transportation and Mobility
Enforcement of Town codes & ordinances	52.0%	53.8%	-1.8%	Town Services
The Town's efforts to prevent crime	84.1%	85.9%	-1.8%	Public Safety
Efforts to cooperate with the public to address their concerns	74.4%	76.2%	-1.8%	Public Safety
Overall satisfaction with Scarborough Public Library	91.1%	92.9%	-1.8%	Library Services
Town's use of modern technology	45.2%	47.1%	-1.9%	Communication
Mowing & trimming along streets & public areas	72.9%	74.9%	-2.0%	Infrastructure
Availability of affordable housing	16.8%	18.9%	-2.1%	Perceptions of the Community
Visibility of police in retail areas	52.3%	54.6%	-2.3%	Public Safety
Emergency medical/ambulance services	89.9%	92.3%	-2.4%	Public Safety
Fire protection	88.1%	90.6%	-2.5%	Public Safety
Virtual Town Council meetings	48.0%	50.5%	-2.5%	Communication
Public education	70.0%	72.6%	-2.6%	Town Services
How quickly EMS responds	88.8%	91.7%	-2.9%	Public Safety
Availability of sidewalks	27.9%	30.9%	-3.0%	Transportation and Mobility
Scarborough employee went the extra mile	70.8%	73.8%	-3.0%	Frequency of Behavior from Town Employees
Young adult programs & services offered	65.7%	68.8%	-3.1%	Library Services
Adequacy of street lighting	54.6%	57.9%	-3.3%	Infrastructure
How quickly police respond to emergencies	86.1%	89.5%	-3.4%	Public Safety
Services & meeting rooms for area businesses	66.6%	70.4%	-3.8%	Library Services
Response time was reasonable	84.5%	88.3%	-3.8%	Frequency of Behavior from Town Employees
How quickly fire services responds to emergencies	86.0%	89.9%	-3.9%	Public Safety
Customer service you receive from Town employees	88.6%	92.8%	-4.2%	Town Services
Ease of pedestrian travel in Scarborough	21.6%	26.2%	-4.6%	Transportation and Mobility
Maintenance of Town streets, sidewalks, & infrastructure	62.1%	66.8%	-4.7%	Town Services
I was able to get my question/concern resolved	81.5%	86.6%	-5.1%	Frequency of Behavior from Town Employees
Usefulness of information on Town's website	55.4%	60.8%	-5.4%	Communication
Feeling of safety in Scarborough	87.4%	92.8%	-5.4%	Perceptions of the Community
Overall quality of services provided by the Town	67.1%	72.9%	-5.8%	Perceptions of the Community
Town efforts to keep you informed about local issues	51.6%	57.7%	-6.1%	Communication
Parks & recreation programs & facilities	71.2%	77.3%	-6.1%	Town Services
Town's cable television channel (SCTV)	30.4%	36.6%	-6.2%	Communication
Library services	81.3%	87.6%	-6.3%	Town Services
Variety of housing options	28.4%	34.9%	-6.5%	Perceptions of the Community
Effectiveness of communication with the community	60.1%	66.9%	-6.8%	Town Services
How well the Town is managing residential growth	17.7%	25.2%	-7.5%	Perceptions of the Community
Other extracurricular activities	58.6%	66.2%	-7.6%	Public Schools
Ease of getting around	52.4%	60.4%	-8.0%	Transportation and Mobility
Quality of street signs & traffic signals	69.2%	77.3%	-8.1%	Infrastructure
Snow removal on sidewalks	49.3%	57.8%	-8.5%	Infrastructure
Quality of life in Scarborough	77.2%	85.9%	-8.7%	Perceptions of the Community
Level of public involvement in local decision making	29.0%	37.9%	-8.9%	Communication
Timeliness of information provided by Town	40.0%	49.8%	-9.8%	Communication
Quality of food service	51.9%	62.0%	-10.1%	Public Schools
Value received for tax dollars & fees	34.5%	44.7%	-10.2%	Perceptions of the Community
Traffic signal system	38.6%	49.3%	-10.7%	Transportation and Mobility
Quality of service from dispatch	76.7%	88.0%	-11.3%	Public Safety
Quality of leadership provided by the Town's elected officials	33.2%	45.6%	-12.4%	Perceptions of the Community
Overall image of Scarborough	56.1%	68.9%	-12.8%	Perceptions of the Community
Flow of traffic & ease of getting around within the Town	27.3%	41.8%	-14.5%	Town Services

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How the Town of Scarborough Compares to Other Communities Nationally

Satisfaction ratings for the Town of Scarborough **rated above the U.S. average in 42 of the 51 areas** that were assessed. The Town of Scarborough rated **significantly higher than the U.S. average (difference of 5% or more) in 36 of these areas**. Listed below are the comparisons between the Town of Scarborough and the U.S. average:

Service	Scarborough	U.S.	Difference	Category
Customer service received from Town employees	88.6%	39.4%	49.2%	Town Services
Local police protection	91.5%	53.0%	38.5%	Public Safety
Curbside recycling services	91.9%	55.6%	36.3%	Trash and Recycling
The Town's efforts to prevent crime	84.1%	48.6%	35.5%	Public Safety
How quickly police respond to emergencies	86.1%	56.1%	30.0%	Public Safety
Maintenance of public buildings & facilities	85.0%	55.5%	29.5%	Infrastructure
Public safety educational outreach	66.5%	37.2%	29.3%	Public Safety
Cleanliness of streets & public areas	82.3%	53.3%	29.0%	Infrastructure
Public safety services	93.0%	65.4%	27.6%	Town Services
Overall quality of trash collection services	93.1%	67.5%	25.6%	Trash and Recycling
Quality of major Town streets	75.0%	50.1%	24.9%	Infrastructure
Solid waste services	79.8%	55.1%	24.7%	Town Services
Public education	70.0%	46.4%	23.6%	Town Services
Effectiveness of communication with the community	60.1%	36.9%	23.2%	Town Services
Parks & recreation programs & facilities	71.2%	49.2%	22.0%	Town Services
Maintenance of streets, sidewalks, & infrastructure	62.1%	40.5%	21.6%	Town Services
Feeling of safety in the community	87.4%	66.0%	21.4%	Community Perceptions
Snow removal on Town streets	78.5%	58.1%	20.4%	Infrastructure
How quickly EMS responds to emergencies	88.8%	68.7%	20.1%	Public Safety
Stormwater management/flood control	69.3%	49.5%	19.8%	Town Services
Emergency medical/ambulance services	89.9%	70.5%	19.4%	Public Safety
Enforcement of local traffic laws	68.5%	49.6%	18.9%	Public Safety
Quality of services provided by the community	67.1%	49.0%	18.1%	Community Perceptions
Availability of information about Town programs & services	64.2%	46.4%	17.8%	Communication
Mowing & trimming along streets & public areas	72.9%	55.4%	17.5%	Infrastructure
Library services	81.3%	63.9%	17.4%	Town Services
Appearance of the community	71.8%	54.7%	17.1%	Community Perceptions
Quality of neighborhood streets	65.7%	49.3%	16.4%	Infrastructure
How quickly fire services responds to emergencies	86.0%	71.7%	14.3%	Public Safety
Usefulness of information on the Town's website	55.4%	42.4%	13.0%	Communication
Enforcement of codes & ordinances	52.0%	40.1%	11.9%	Town Services
Fire protection	88.1%	76.2%	11.9%	Public Safety
Recycling services/drop-off centers	56.1%	45.4%	10.7%	Trash and Recycling
Efforts to keep you informed about local issues	51.6%	43.3%	8.3%	Communication
Quality of street signs & traffic signals	69.2%	63.1%	6.1%	Infrastructure
Town's use of social media	44.7%	39.3%	5.4%	Communication
Visibility of police in neighborhoods	59.0%	54.1%	4.9%	Public Safety
Quality of sidewalks	49.7%	46.7%	3.0%	Infrastructure
Overall image of the community	56.1%	53.4%	2.7%	Community Perceptions
Visibility of police in retail areas	52.3%	50.6%	1.7%	Public Safety
Quality of bike ways	43.6%	41.9%	1.7%	Infrastructure
Overall value received for Town tax dollars & fees	34.5%	32.9%	1.6%	Community Perceptions
Timeliness of information provided by the Town	40.0%	42.5%	-2.5%	Communication
Adequacy of street lighting	54.6%	58.5%	-3.9%	Infrastructure
Level of public involvement in local decision making	29.0%	33.9%	-4.9%	Communication
Quality of leadership provided by the community's elected officials	33.2%	38.4%	-5.2%	Community Perceptions
Efforts to promote diversity & inclusiveness in the community	40.4%	46.2%	-5.8%	Community Perceptions
Town's cable television channel	30.4%	41.9%	-11.5%	Communication
Flow of traffic & ease of getting around within the Town	27.3%	44.8%	-17.5%	Town Services
Public transportation	19.5%	37.1%	-17.6%	Town Services
How well the Town is managing residential growth	17.7%	38.9%	-21.2%	Community Perceptions

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How the Town of Scarborough Compares to Other Communities Regionally

Satisfaction ratings for the Town of Scarborough rated above the average for the Northeast Region in 41 of the 51 areas that were assessed. The Northeast Region includes the states of Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island, and Vermont. The Town of Scarborough rated significantly higher than the Northeast regional average (difference of 5% or more) in 33 of these areas. Listed below are the comparisons between the Town of Scarborough and the Northeast Region:

Service	Scarborough	Northeast Region	Difference	Category
Customer service received from Town employees	88.6%	41.3%	47.3%	Town Services
Local police protection	91.5%	56.1%	35.4%	Public Safety
The Town's efforts to prevent crime	84.1%	50.8%	33.3%	Public Safety
Cleanliness of streets & public areas	82.3%	49.7%	32.6%	Infrastructure
Curbside recycling services	91.9%	60.6%	31.3%	Trash and Recycling
How quickly police respond to emergencies	86.1%	56.6%	29.5%	Public Safety
Public safety educational outreach	66.5%	38.3%	28.2%	Public Safety
Public safety services	93.0%	66.1%	26.9%	Town Services
Stormwater management/flood control	69.3%	42.8%	26.5%	Town Services
How quickly EMS responds to emergencies	88.8%	62.5%	26.3%	Public Safety
Maintenance of public buildings & facilities	85.0%	59.2%	25.8%	Infrastructure
Solid waste services	79.8%	56.7%	23.1%	Town Services
Enforcement of local traffic laws	68.5%	45.6%	22.9%	Public Safety
Overall quality of trash collection services	93.1%	70.3%	22.8%	Trash and Recycling
Effectiveness of communication with the community	60.1%	37.7%	22.4%	Town Services
Parks & recreation programs & facilities	71.2%	49.8%	21.4%	Town Services
Maintenance of streets, sidewalks, & infrastructure	62.1%	41.0%	21.1%	Town Services
Quality of major Town streets	75.0%	53.9%	21.1%	Infrastructure
Emergency medical/ambulance services	89.9%	70.0%	19.9%	Public Safety
Quality of neighborhood streets	65.7%	46.0%	19.7%	Infrastructure
Library services	81.3%	63.3%	18.0%	Town Services
How quickly fire services responds to emergencies	86.0%	68.1%	17.9%	Public Safety
Quality of services provided by the community	67.1%	49.7%	17.4%	Community Perceptions
Public education	70.0%	53.0%	17.0%	Town Services
Mowing & trimming along streets & public areas	72.9%	56.4%	16.5%	Infrastructure
Appearance of the community	71.8%	56.3%	15.5%	Community Perceptions
Snow removal on Town streets	78.5%	65.0%	13.5%	Infrastructure
Enforcement of codes & ordinances	52.0%	39.3%	12.7%	Town Services
Feeling of safety in the community	87.4%	74.9%	12.5%	Community Perceptions
Quality of sidewalks	49.7%	40.9%	8.8%	Infrastructure
Fire protection	88.1%	79.4%	8.7%	Public Safety
Availability of information about Town programs & services	64.2%	55.7%	8.5%	Communication
Quality of street signs & traffic signals	69.2%	62.8%	6.4%	Infrastructure
Usefulness of information on the Town's website	55.4%	50.8%	4.6%	Communication
Overall value received for Town tax dollars & fees	34.5%	30.5%	4.0%	Community Perceptions
Visibility of police in retail areas	52.3%	49.0%	3.3%	Public Safety
Efforts to keep you informed about local issues	51.6%	48.3%	3.3%	Communication
Quality of bike ways	43.6%	40.4%	3.2%	Infrastructure
Visibility of police in neighborhoods	59.0%	56.0%	3.0%	Public Safety
Overall image of the community	56.1%	54.4%	1.7%	Community Perceptions
Town's use of social media	44.7%	43.6%	1.1%	Communication
Recycling services/drop-off centers	56.1%	57.2%	-1.1%	Trash and Recycling
Adequacy of street lighting	54.6%	57.0%	-2.4%	Infrastructure
Timeliness of information provided by the Town	40.0%	43.3%	-3.3%	Communication
Efforts to promote diversity & inclusiveness in the community	40.4%	48.2%	-7.8%	Community Perceptions
Level of public involvement in local decision making	29.0%	38.6%	-9.6%	Communication
Quality of leadership provided by the community's elected officials	33.2%	45.7%	-12.5%	Community Perceptions
Town's cable television channel	30.4%	46.5%	-16.1%	Communication
Flow of traffic & ease of getting around within the Town	27.3%	44.8%	-17.5%	Town Services
Public transportation	19.5%	43.4%	-23.9%	Town Services
How well the Town is managing residential growth	17.7%	43.9%	-26.2%	Community Perceptions

2023 Town of Scarborough Community Survey Executive Summary



Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the Town identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each Town service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with Town services over the next two years. If the Town wants to improve its overall satisfaction rating, the Town should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 3 of this report.

Overall Priorities for the Town by Major Category. This analysis reviewed the importance of and satisfaction with major categories of Town services. This analysis was conducted to help set the overall priorities for the Town. Based on the results of this analysis, the major 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:

- Flow of traffic and ease of getting around within Town (I-S Rating = 0.4755)
- Maintenance of Town streets, sidewalks, and infrastructure (I-S Rating = 0.1327)
- Effectiveness of communication with the community (I-S Rating = 0.1109)
- Public transportation (I-S Rating = 0.1087)

The table on the following page shows the Importance-Satisfaction rating for all 14 major categories of Town services that were assessed.

2023 Town of Scarborough Community Survey Executive Summary



Importance-Satisfaction Analysis & Ratings

Major Categories of Town Services

Town of Scarborough Community Survey (2023)

Scarborough, Maine

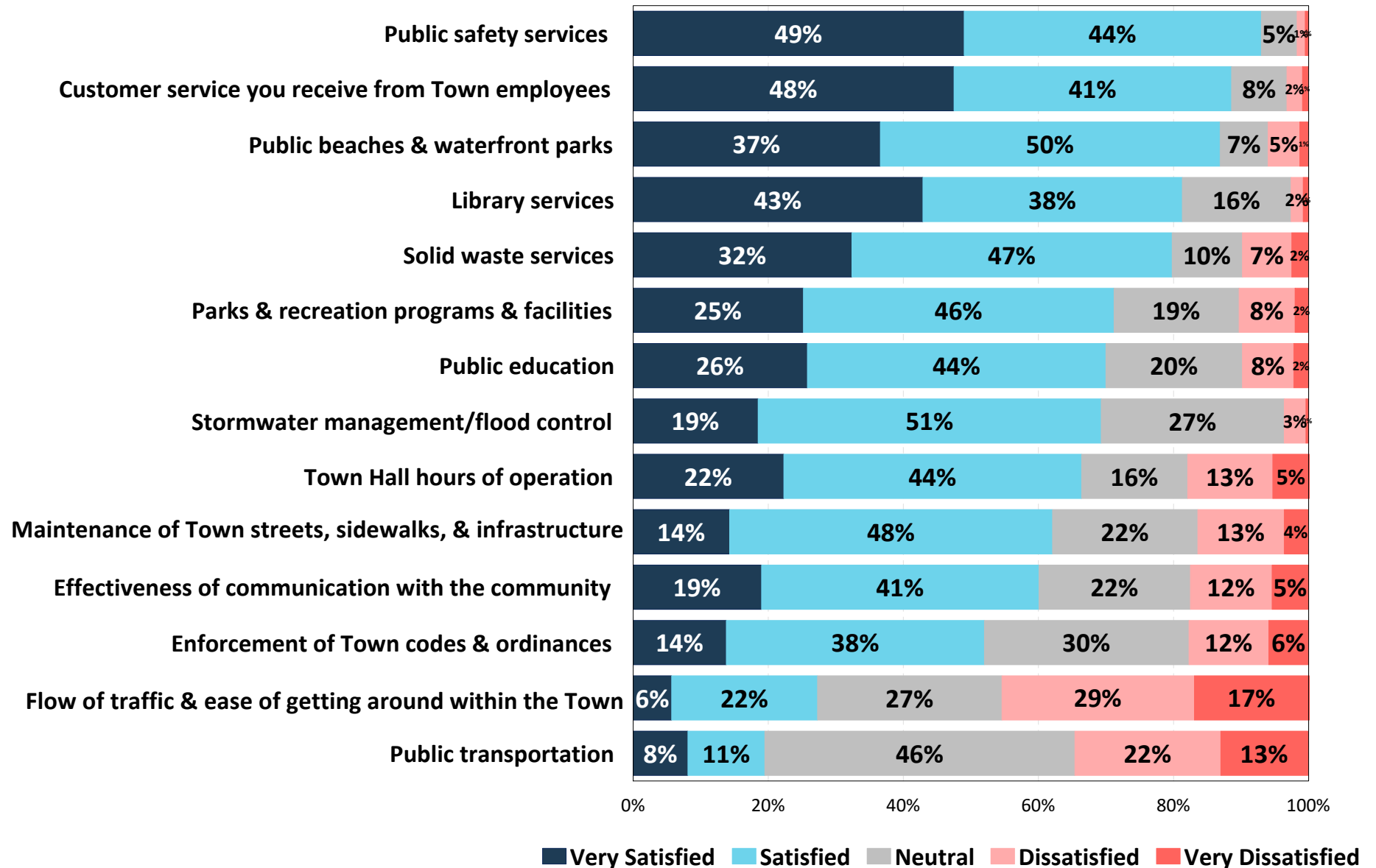
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (I-S > 0.20)						
Flow of traffic & ease of getting around within Town	65.4%	1	27.3%	13	0.4755	1
High Priority (I-S = 0.10-0.20)						
Maintenance of Town streets, sidewalks, & infrastructure	35.0%	2	62.1%	10	0.1327	2
Effectiveness of communication with the community	27.8%	4	60.1%	11	0.1109	3
Public transportation	13.5%	8	19.5%	14	0.1087	4
Medium Priority (I-S < 0.10)						
Public education	31.9%	3	70.0%	7	0.0957	5
Enforcement of Town codes & ordinances	18.3%	6	52.0%	12	0.0878	6
Parks & recreation programs & facilities	19.2%	5	71.2%	6	0.0553	7
Town Hall hours of operation	11.0%	9	66.4%	9	0.0370	8
Stormwater management/flood control	6.9%	12	69.3%	8	0.0212	9
Solid waste services	10.3%	10	79.8%	5	0.0208	10
Public beaches & waterfront parks	13.9%	7	86.9%	3	0.0182	11
Library services	5.2%	13	81.3%	4	0.0097	12
Public safety services	8.3%	11	93.0%	1	0.0058	13
Customer service you receive from Town employees	4.4%	14	88.6%	2	0.0050	14



Charts and Graphs

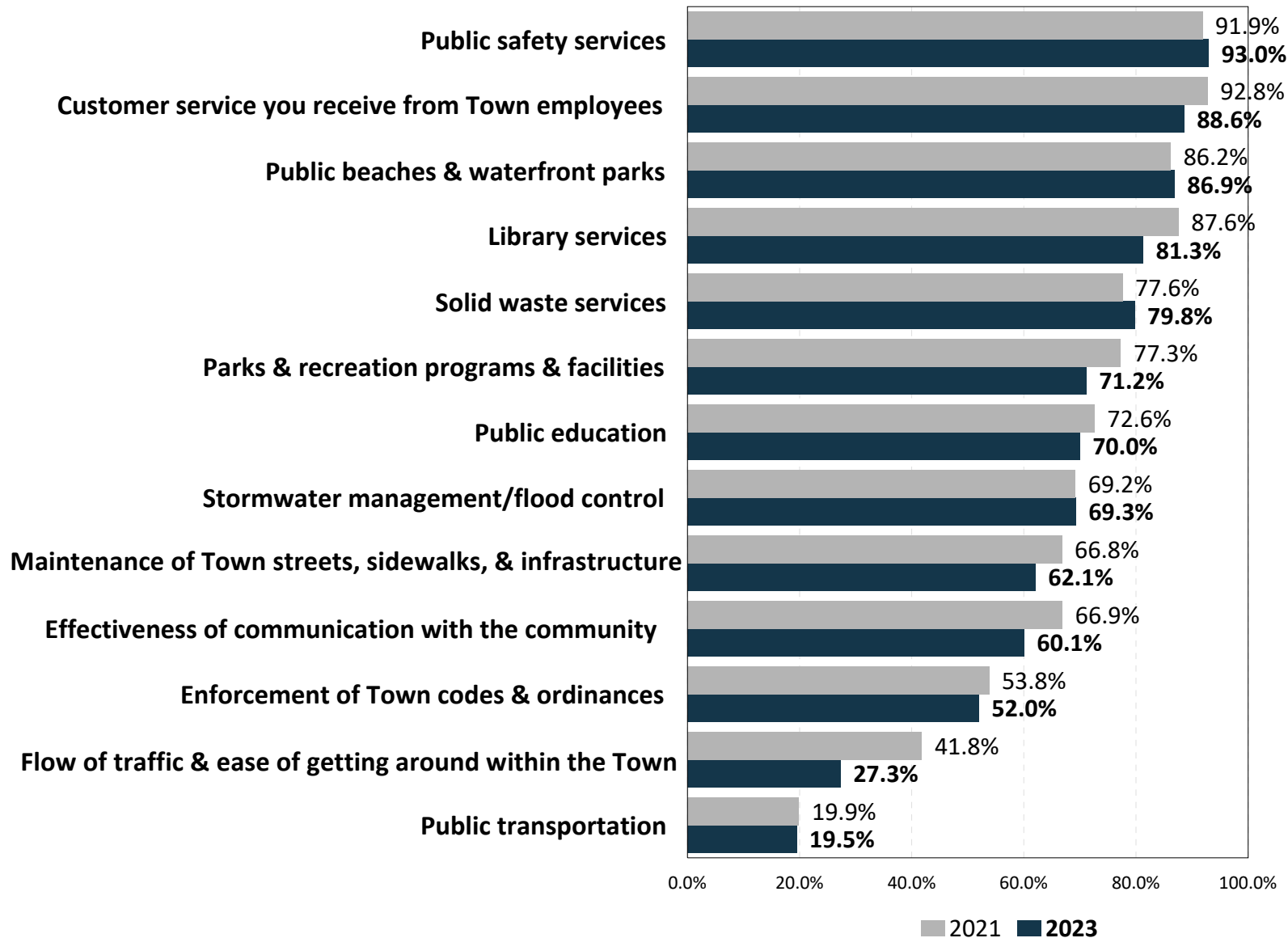
Q1. Satisfaction with Town Services

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



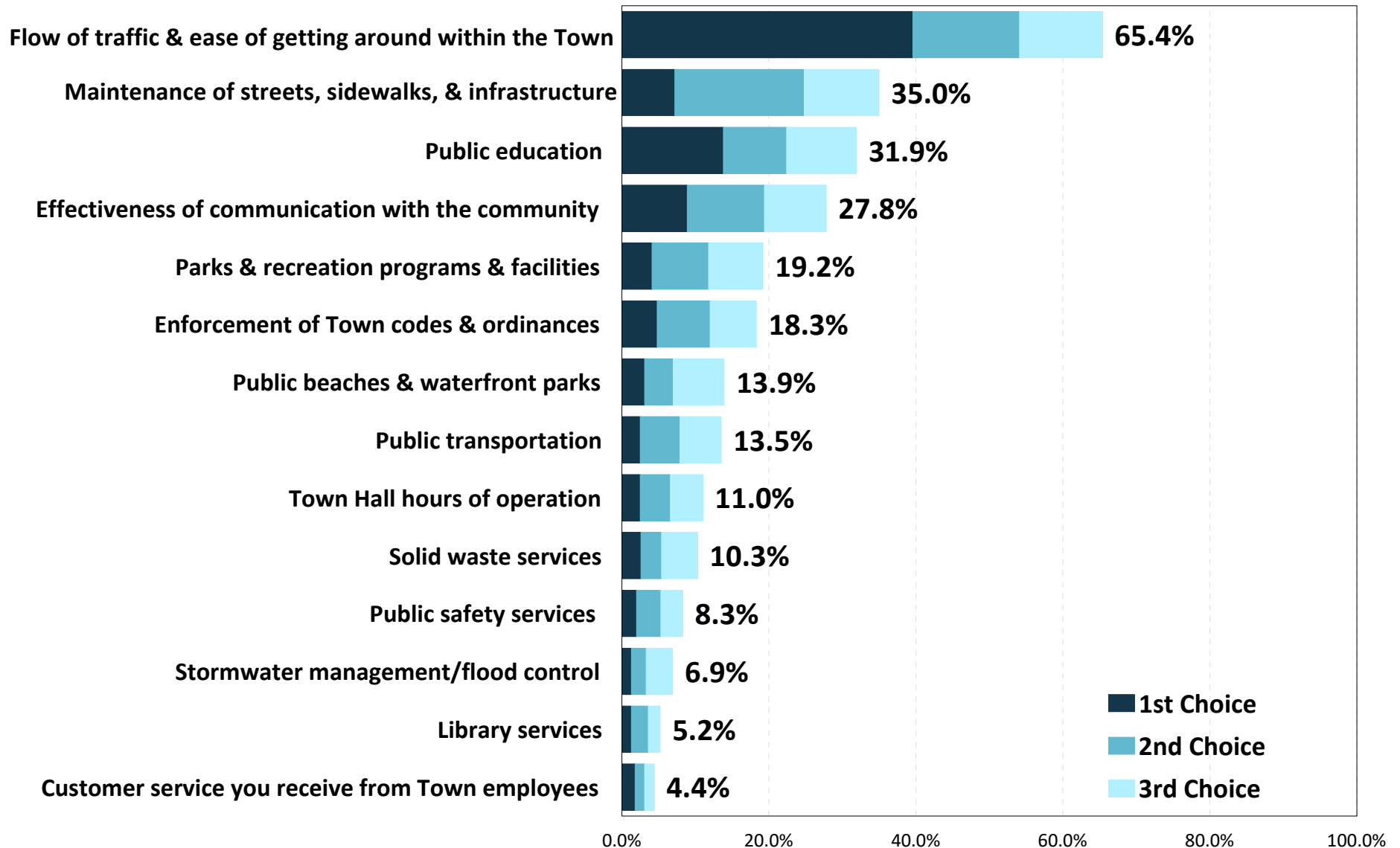
TRENDS: Satisfaction with Town Services 2021 vs. 2023

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



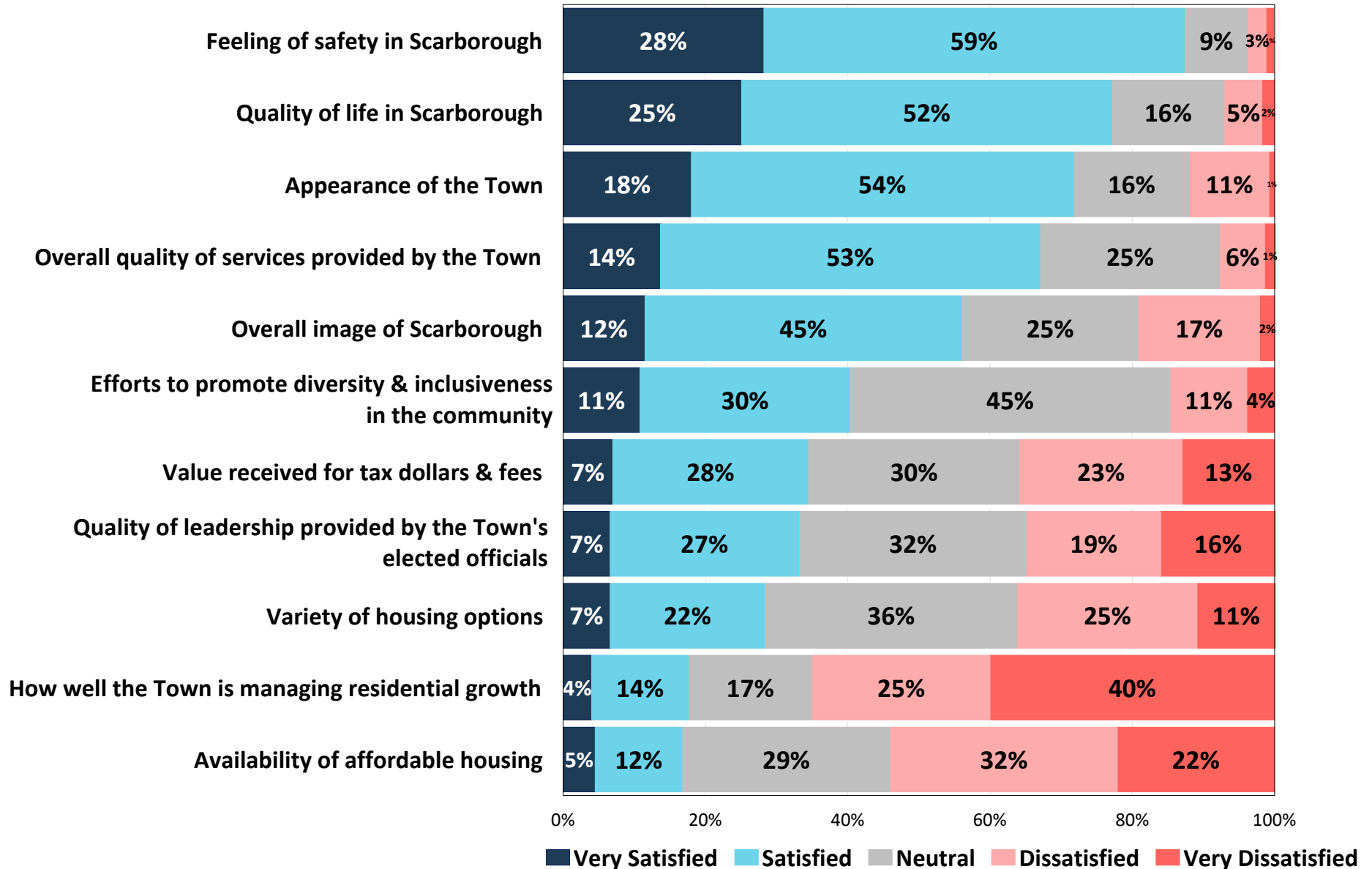
Q2. Town Services That Should Receive the Most Emphasis Over the Next Two Years

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



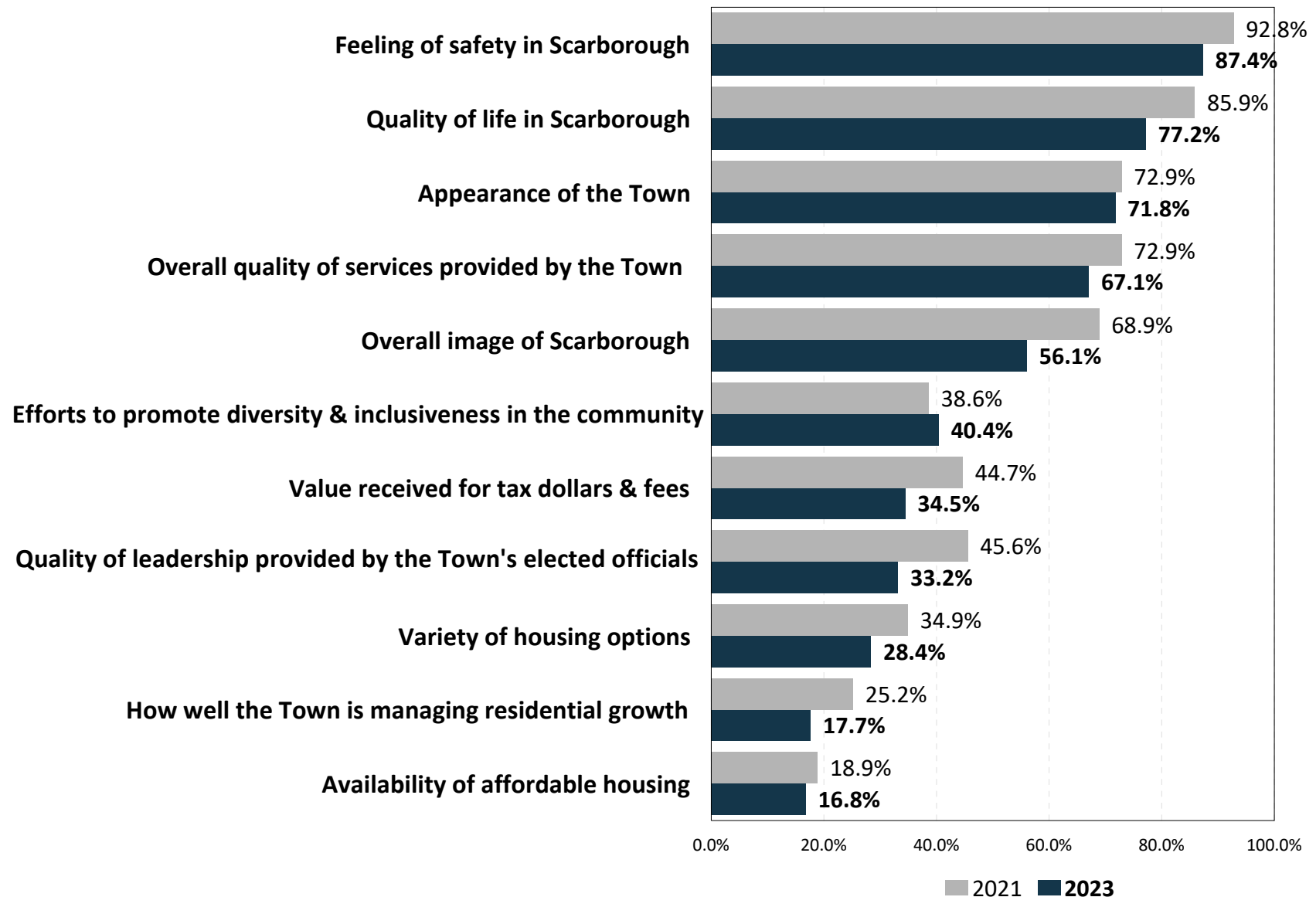
Q3. Satisfaction with Perceptions of the Community

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



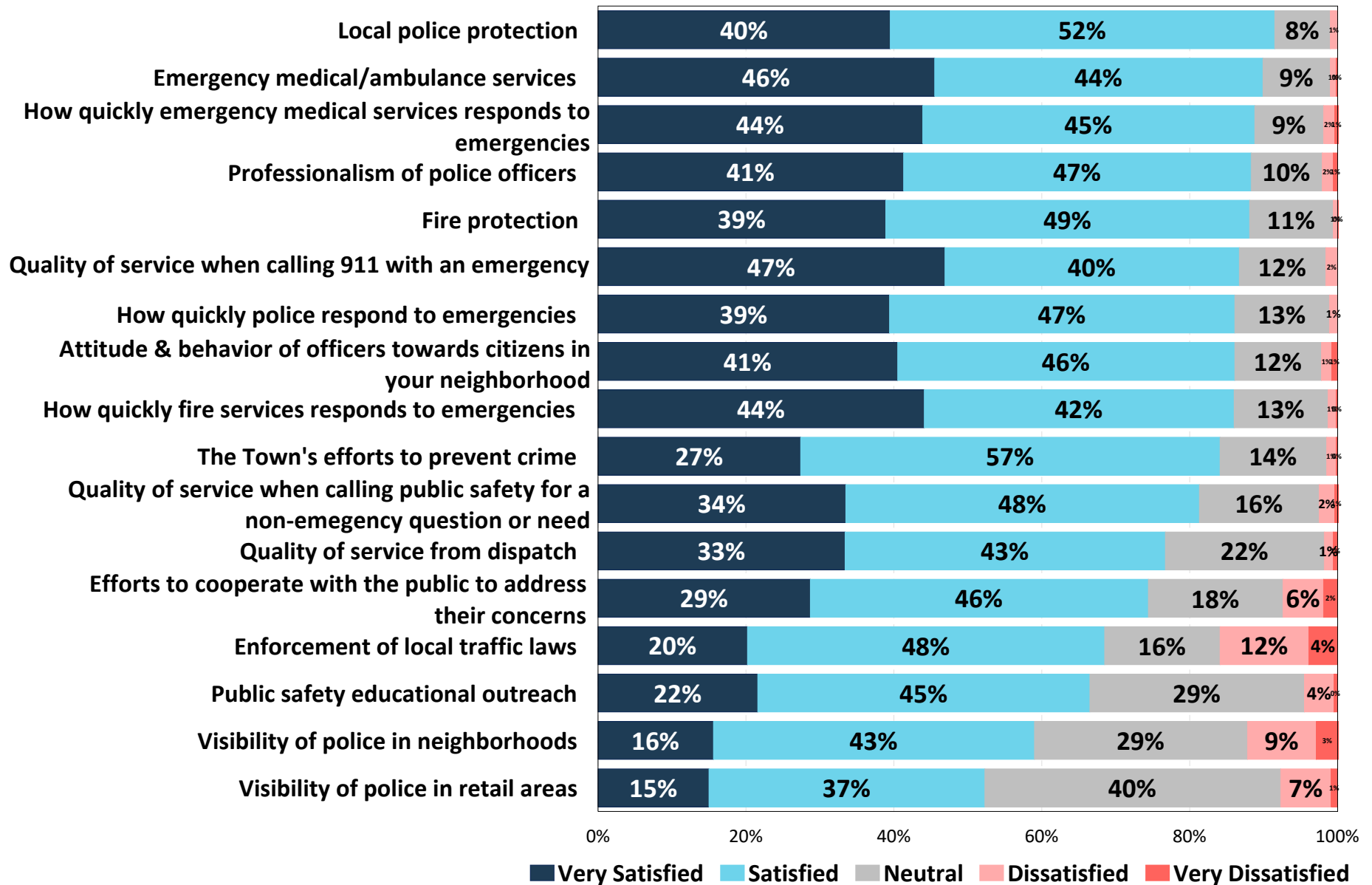
TRENDS: Satisfaction with Perceptions of the Community 2021 vs. 2023

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



Q4. Satisfaction with Public Safety

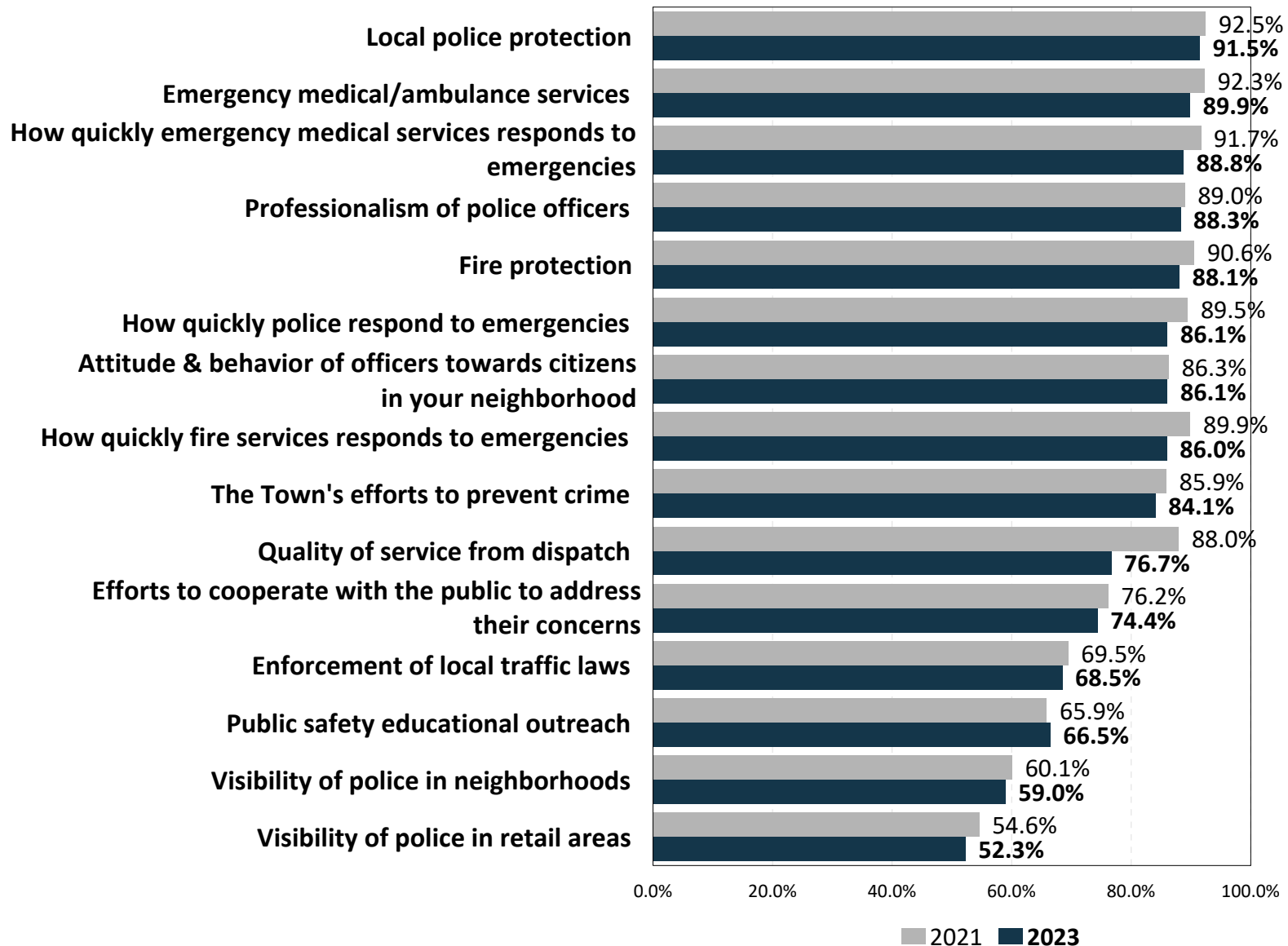
by percentage of respondents using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied* (excluding *don't know* responses)



TRENDS: Satisfaction with Public Safety

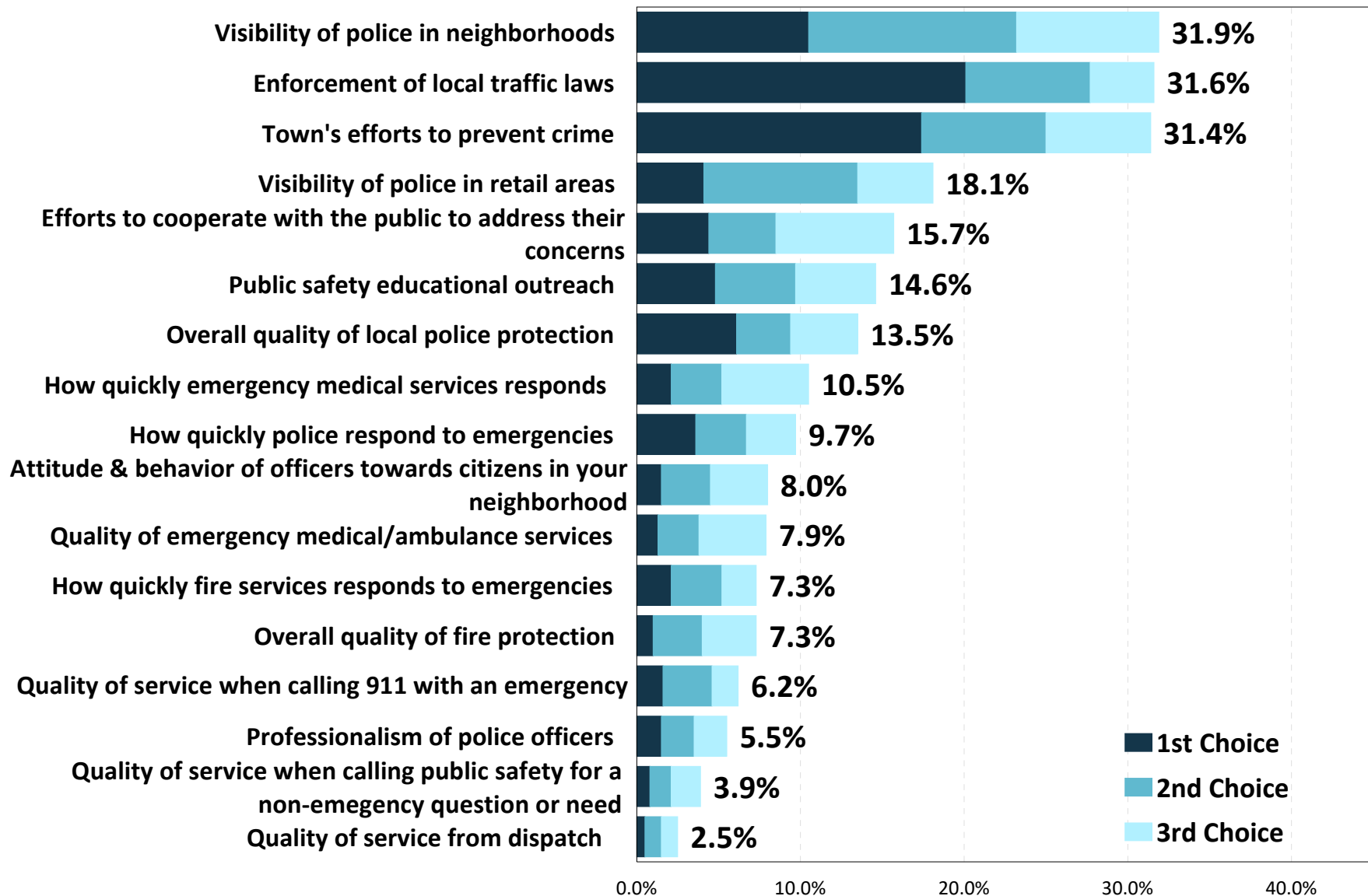
2021 vs. 2023

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



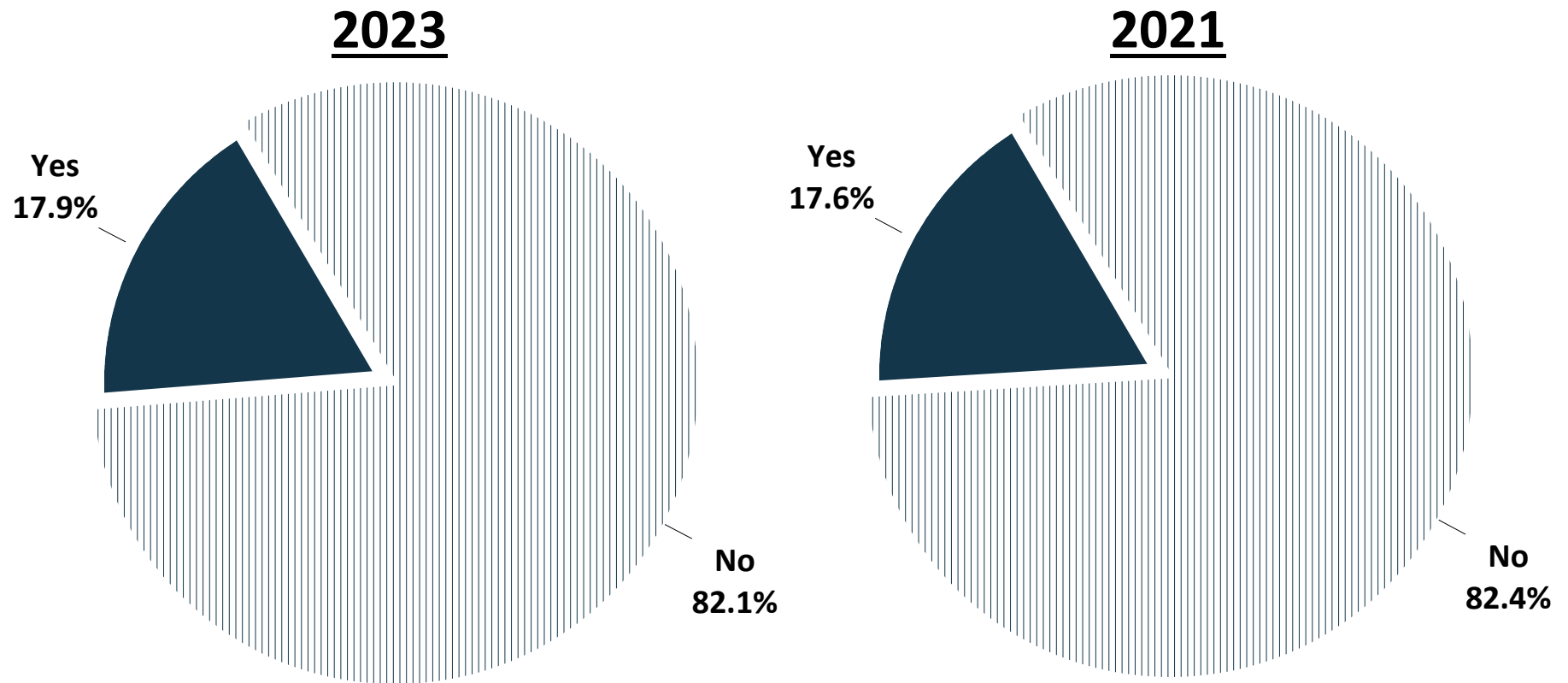
Q5. Public Safety Services That Should Receive the Most Emphasis Over the Next Two Years

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



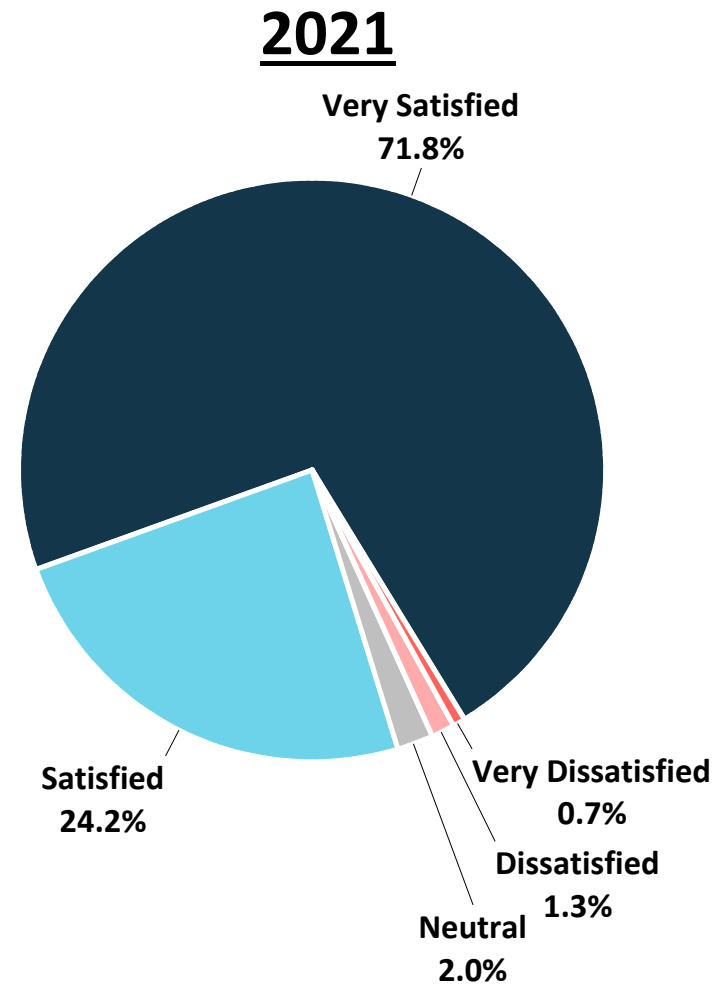
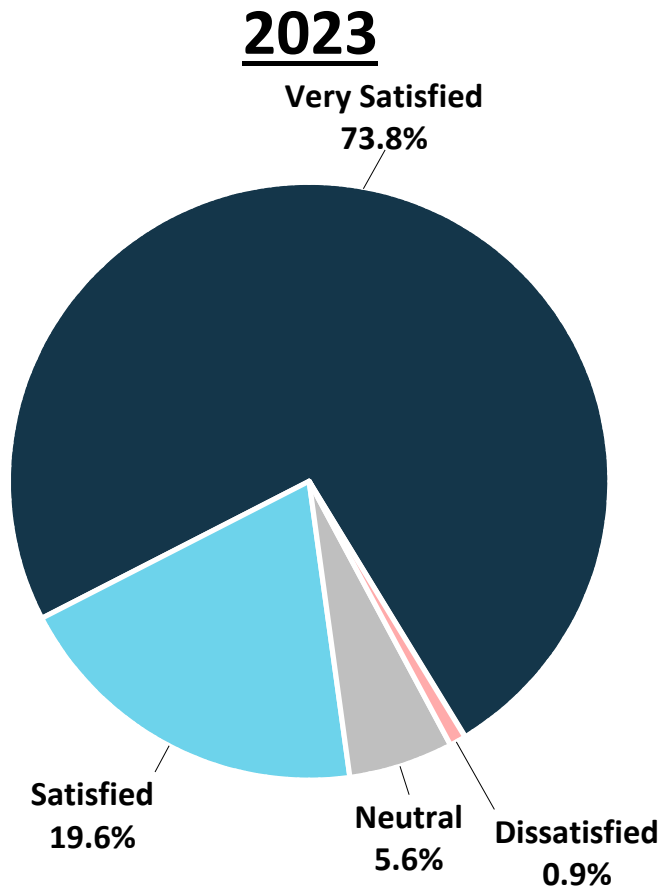
Q6. In the past 12 months, have you or any member of your household called 911 to request police, fire, or emergency medical/ambulance services?

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



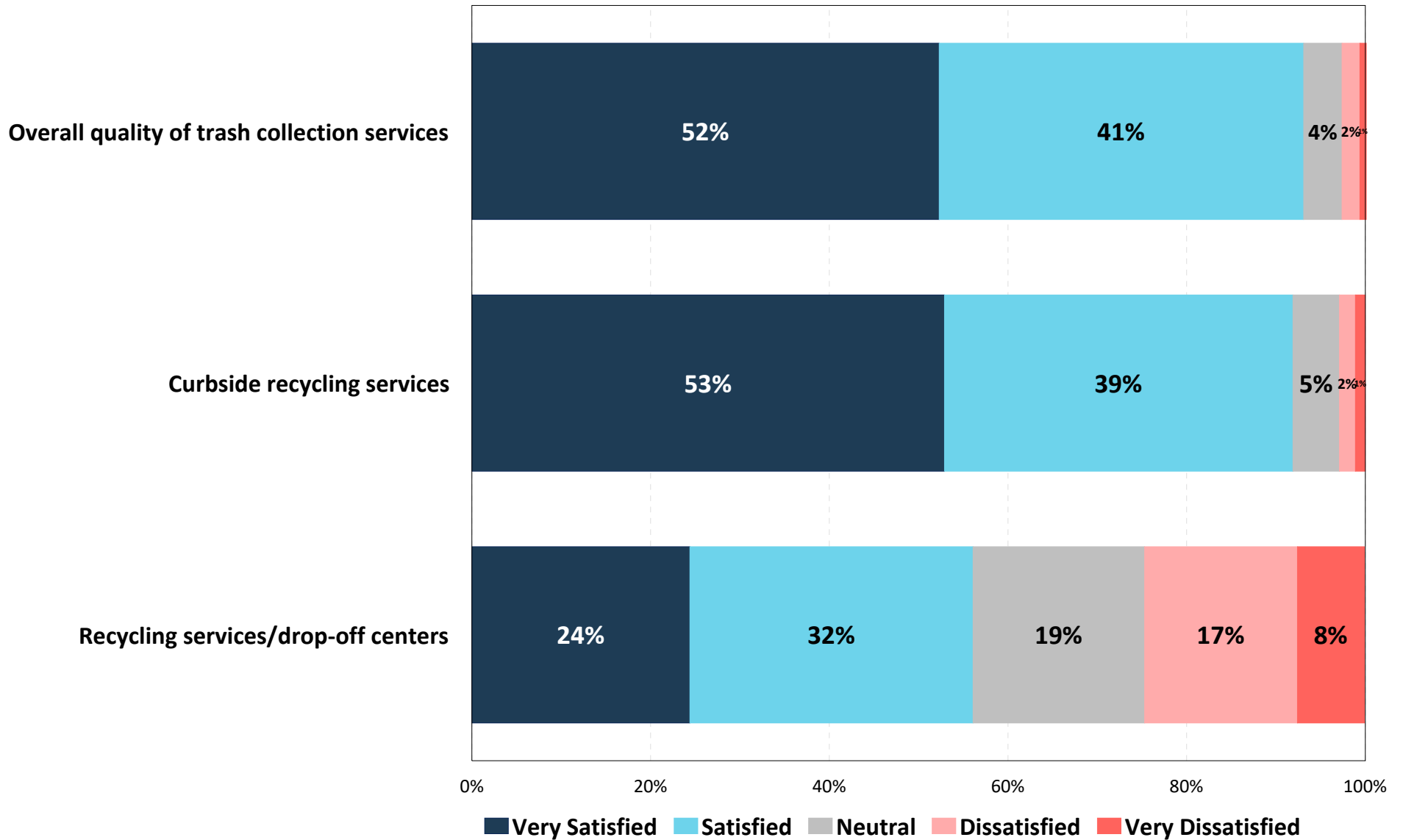
Q6a. How satisfied were you with the assistance you received from the person who took your 911 call?

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



Q7. Satisfaction with Trash and Recycling Services

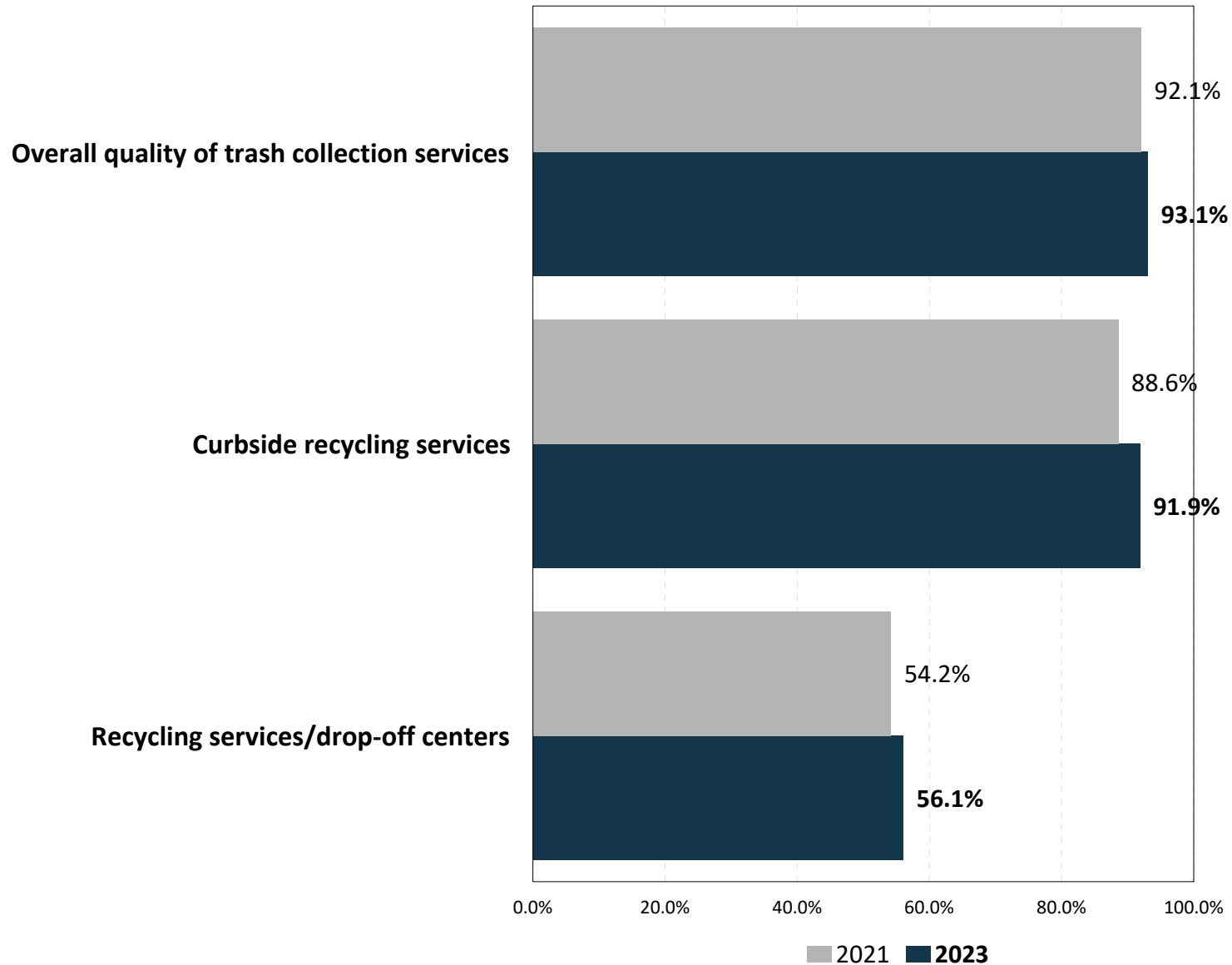
by percentage of respondents using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied* (excluding *don't know* responses)



TRENDS: Satisfaction with Trash and Recycling Services

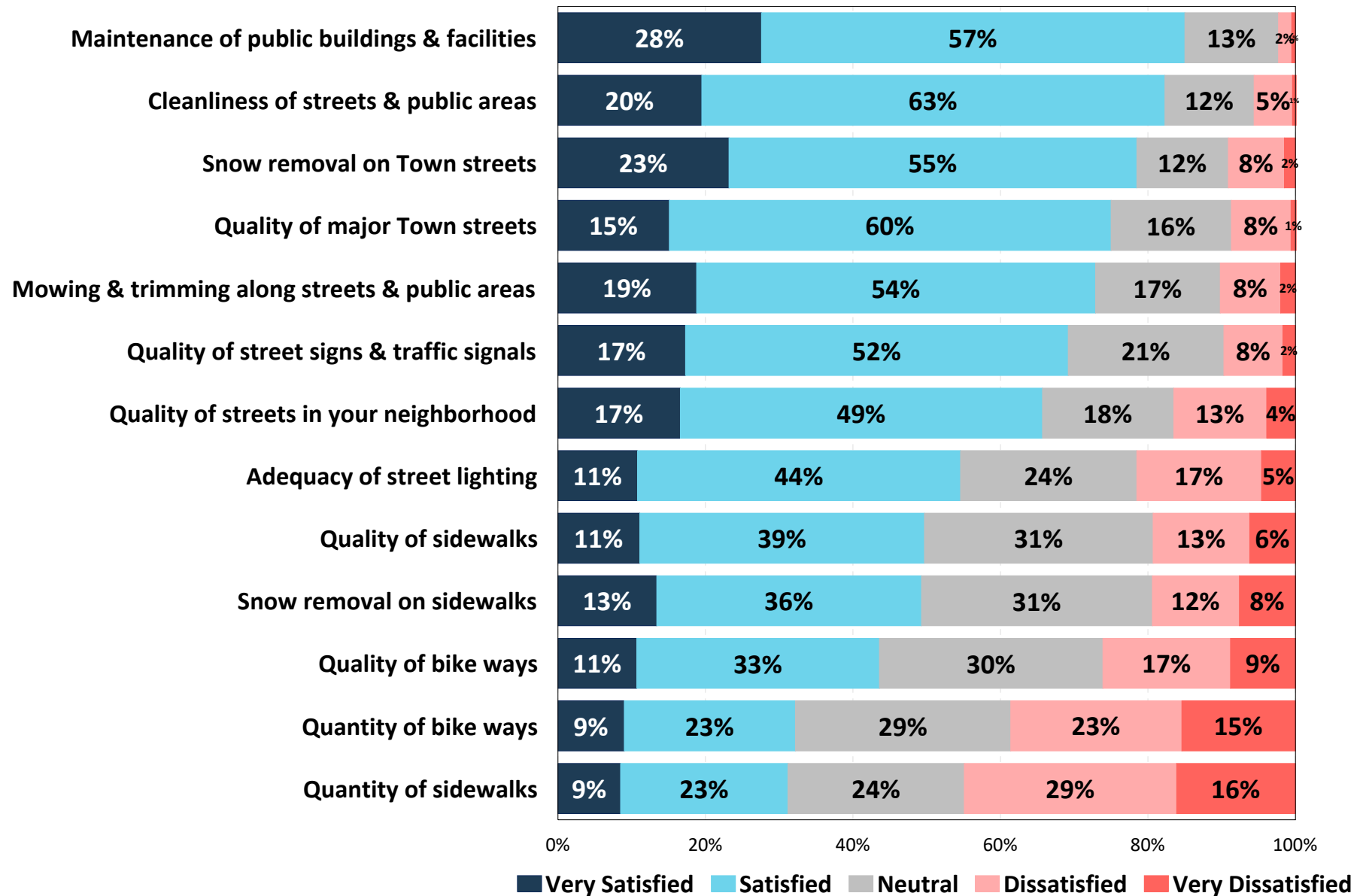
2021 vs. 2023

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



Q7. Satisfaction with the Town's Infrastructure

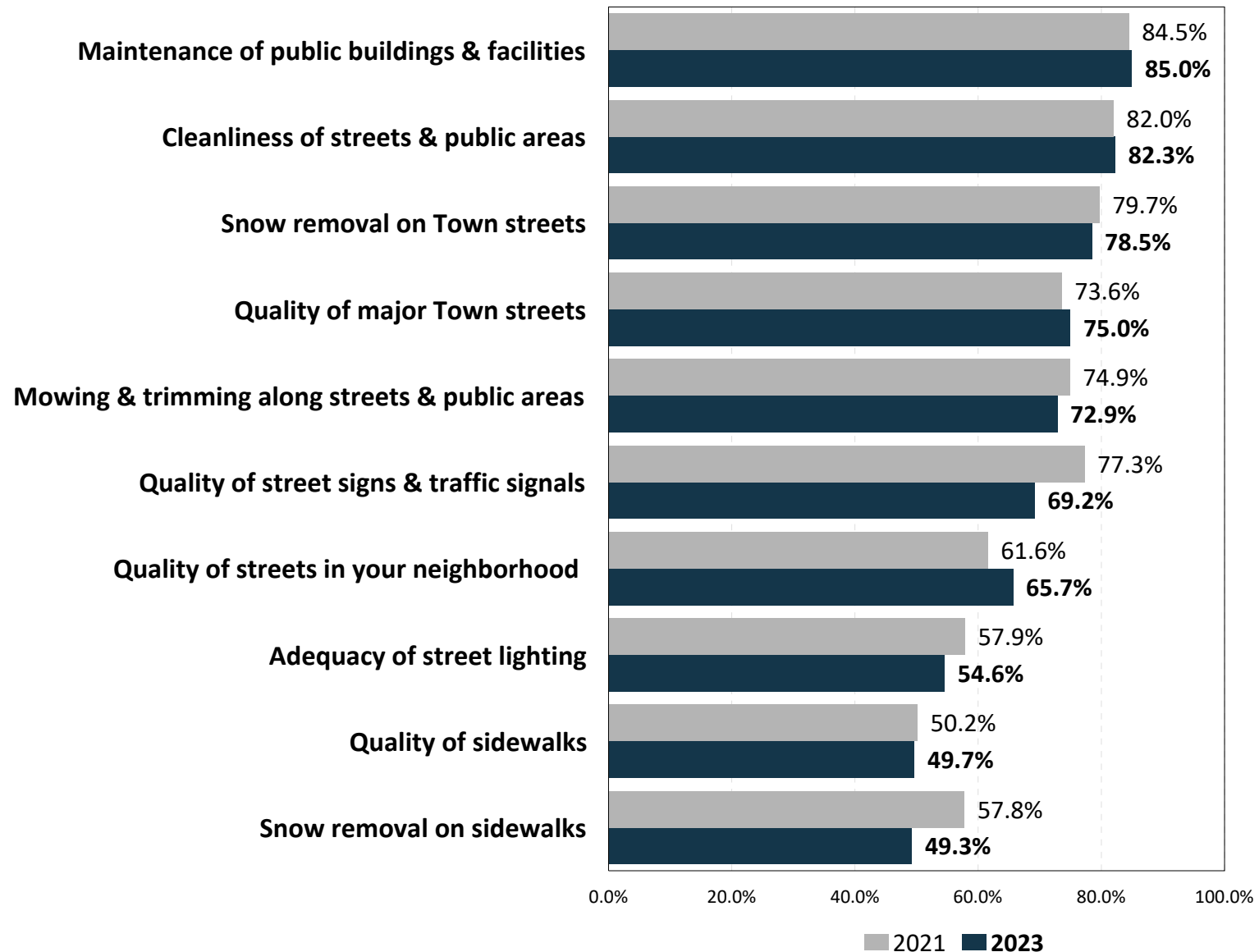
by percentage of respondents using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied* (excluding *don't know* responses)



TRENDS: Satisfaction with the Town’s Infrastructure

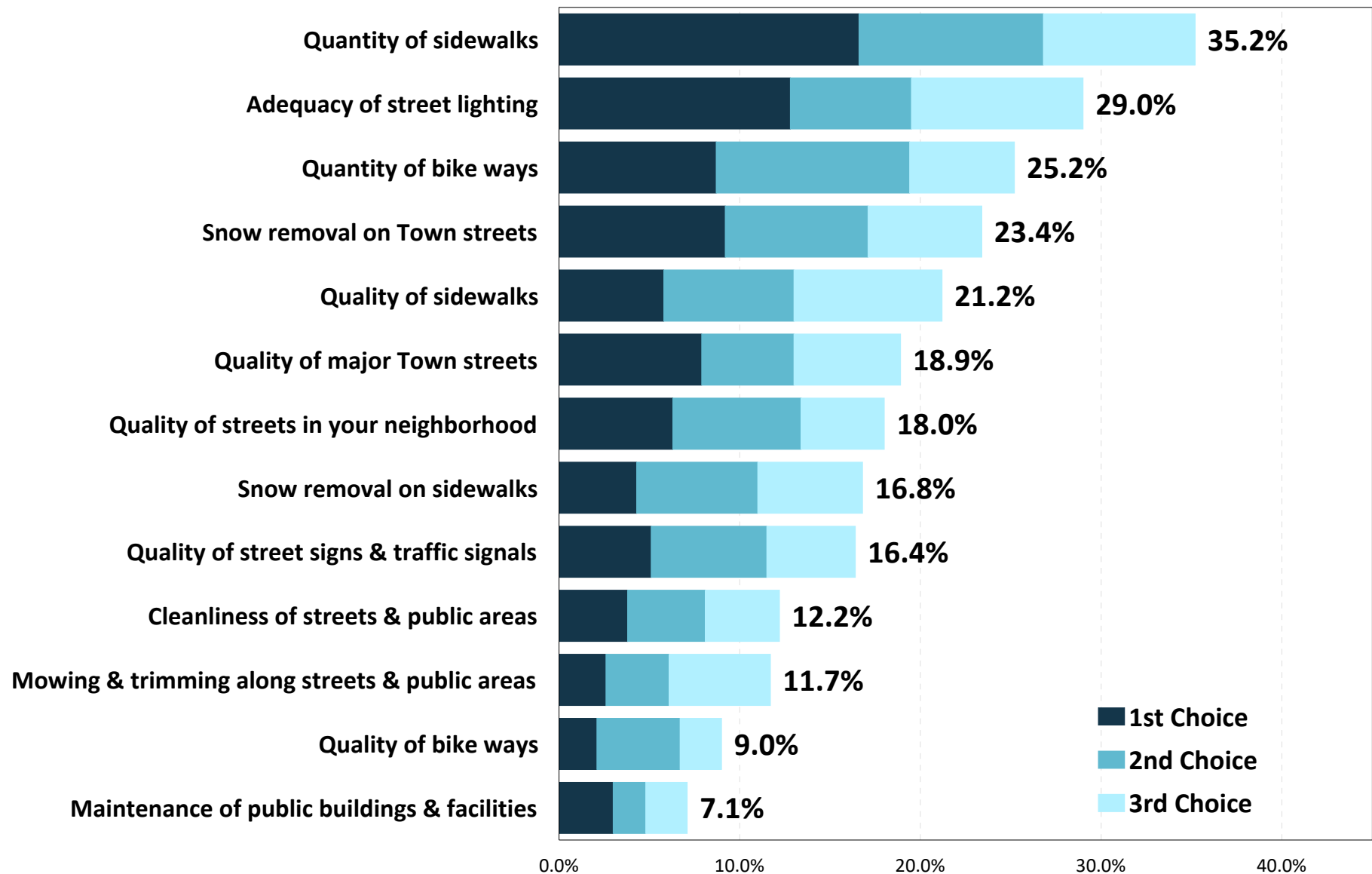
2021 vs. 2023

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



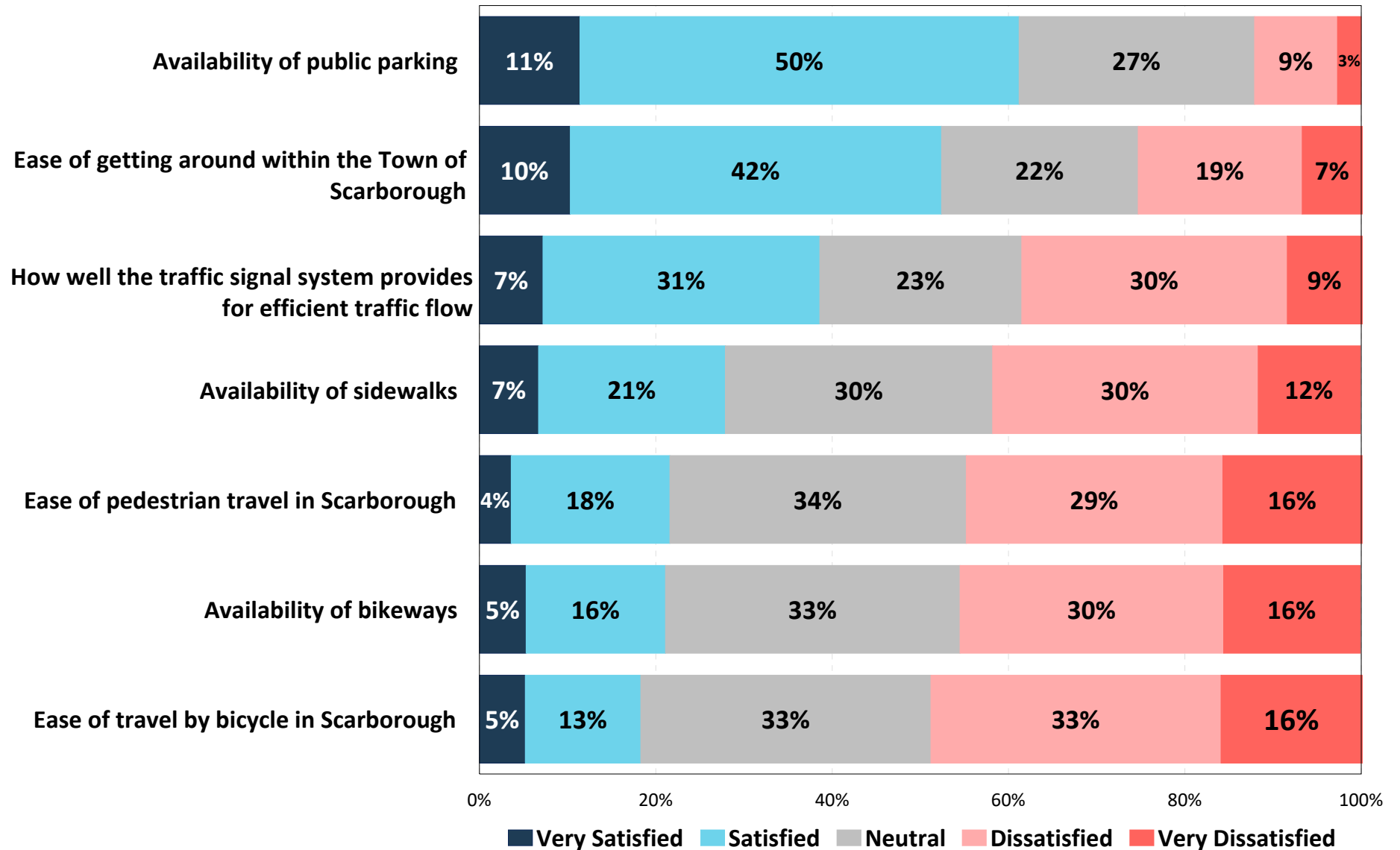
Q9. Infrastructure Services That Should Receive the Most Emphasis Over the Next Two Years

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



Q10. Satisfaction with Transportation and Mobility

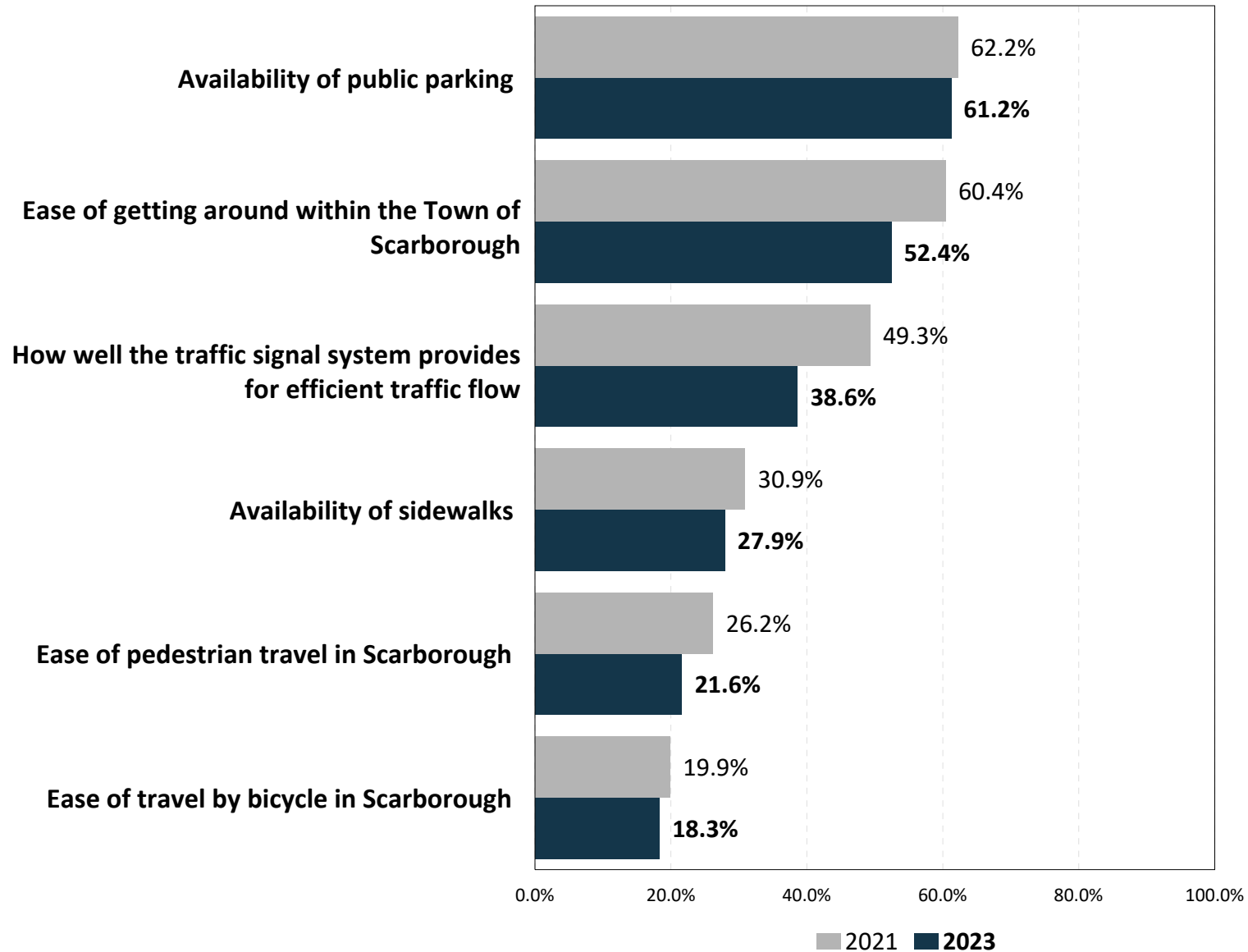
by percentage of respondents using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied* (excluding *don't know* responses)



TRENDS: Satisfaction with Transportation and Mobility

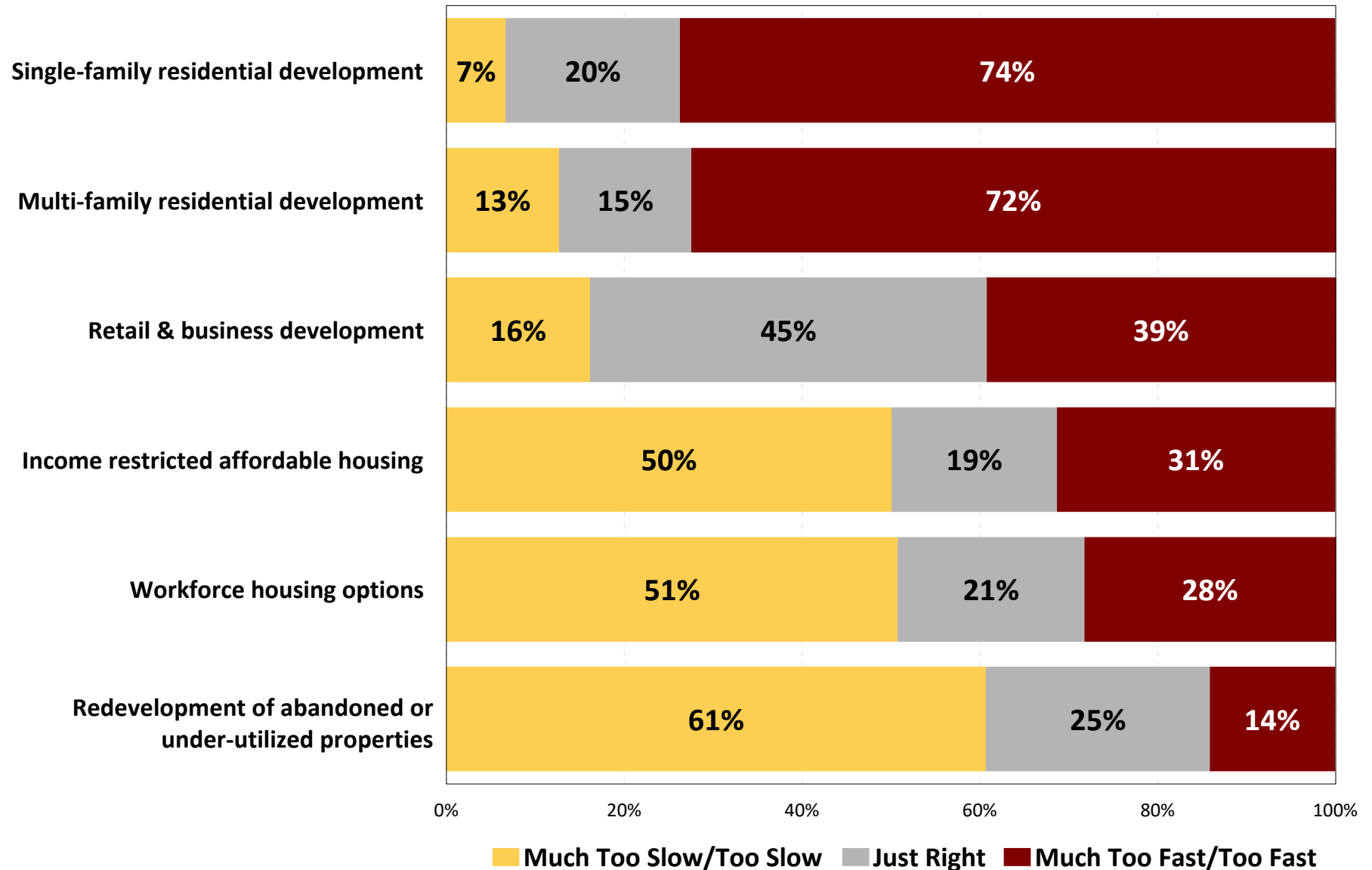
2021 vs. 2023

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



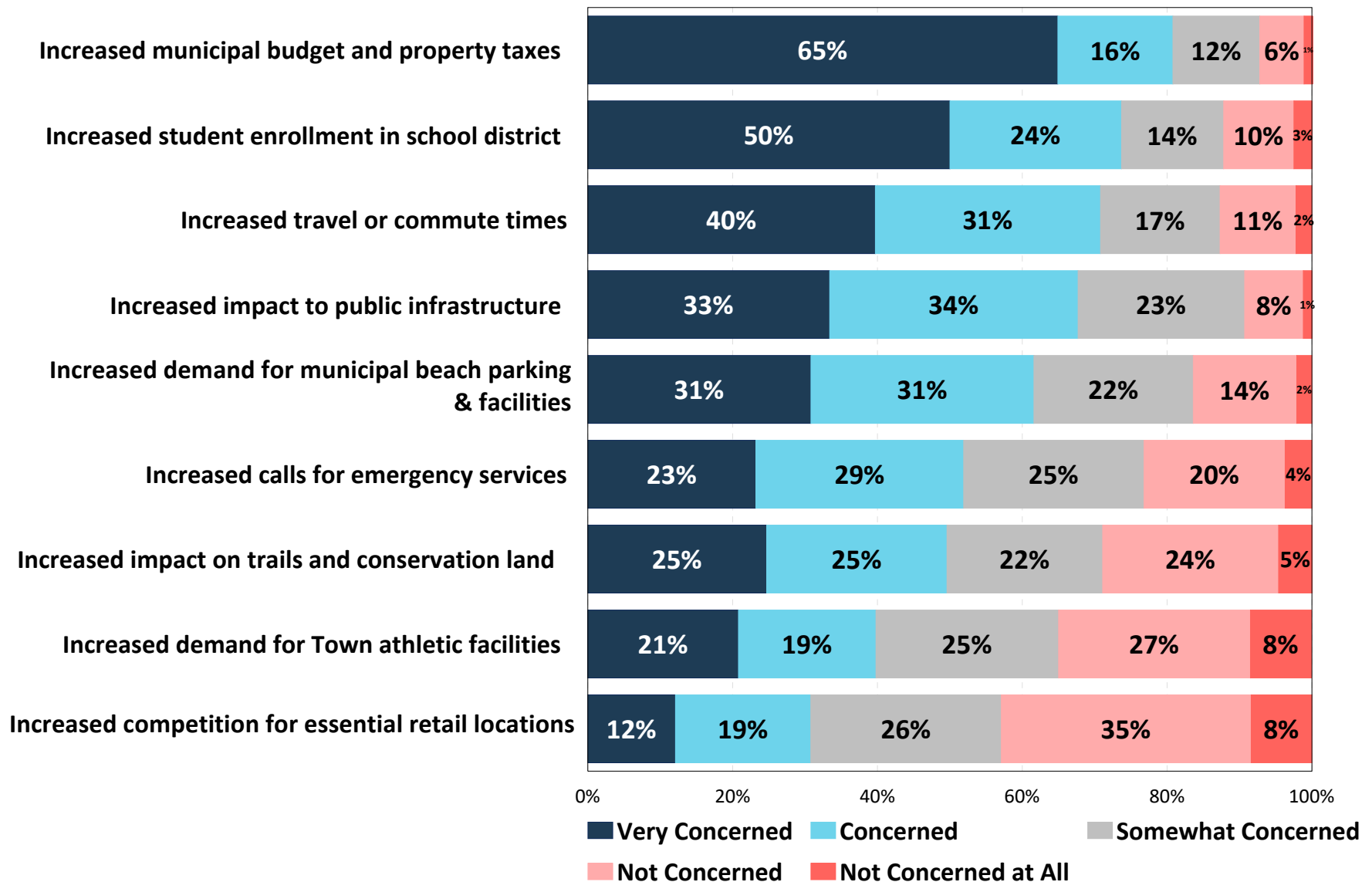
Q11. Resident's Perception for the Town's Current Pace of Growth and Development in Various Areas

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)



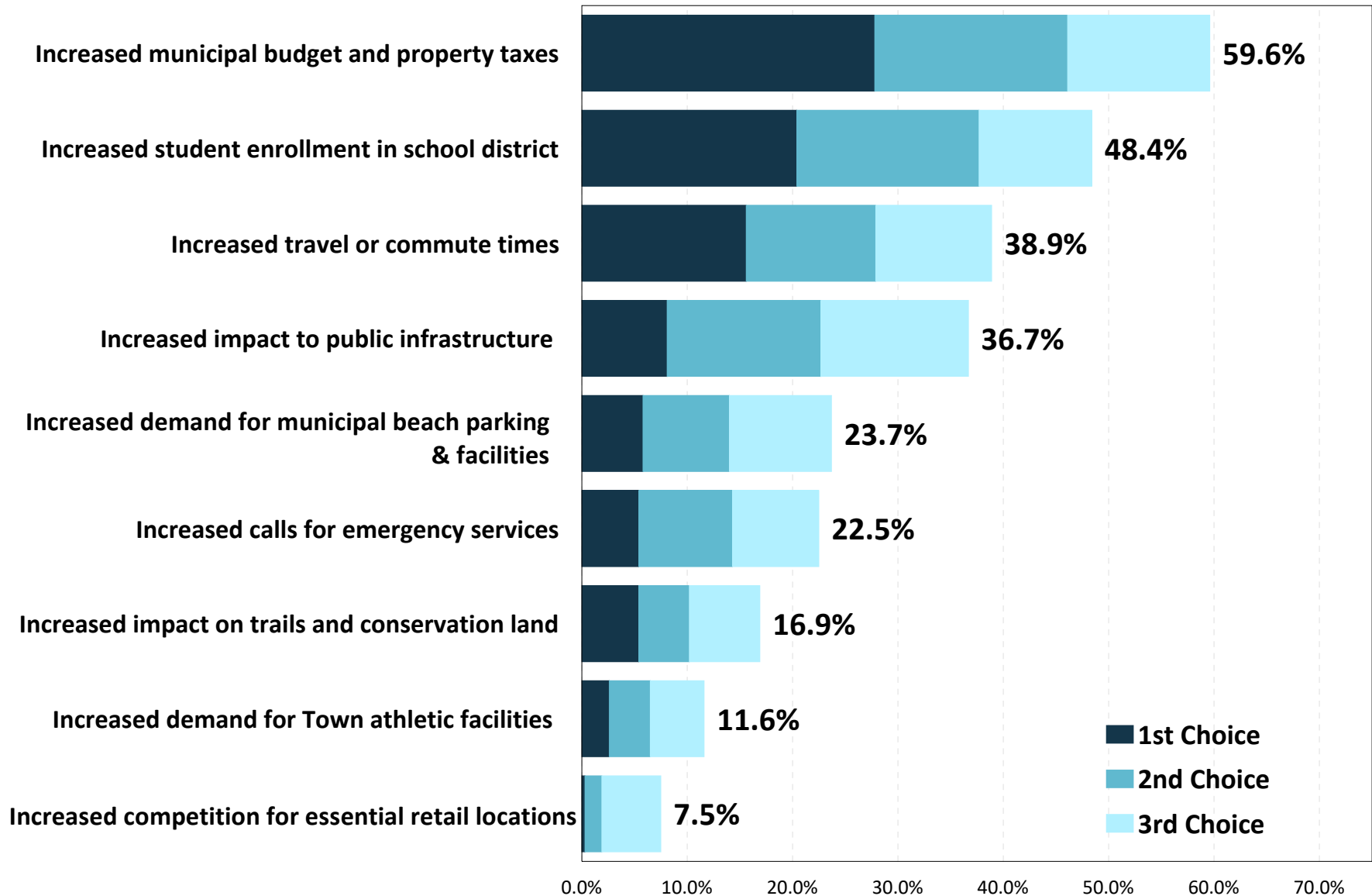
Q12. Level of Concern for Each of the Following Issues Perceived to be Attributable to an Increase in Residential Growth

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



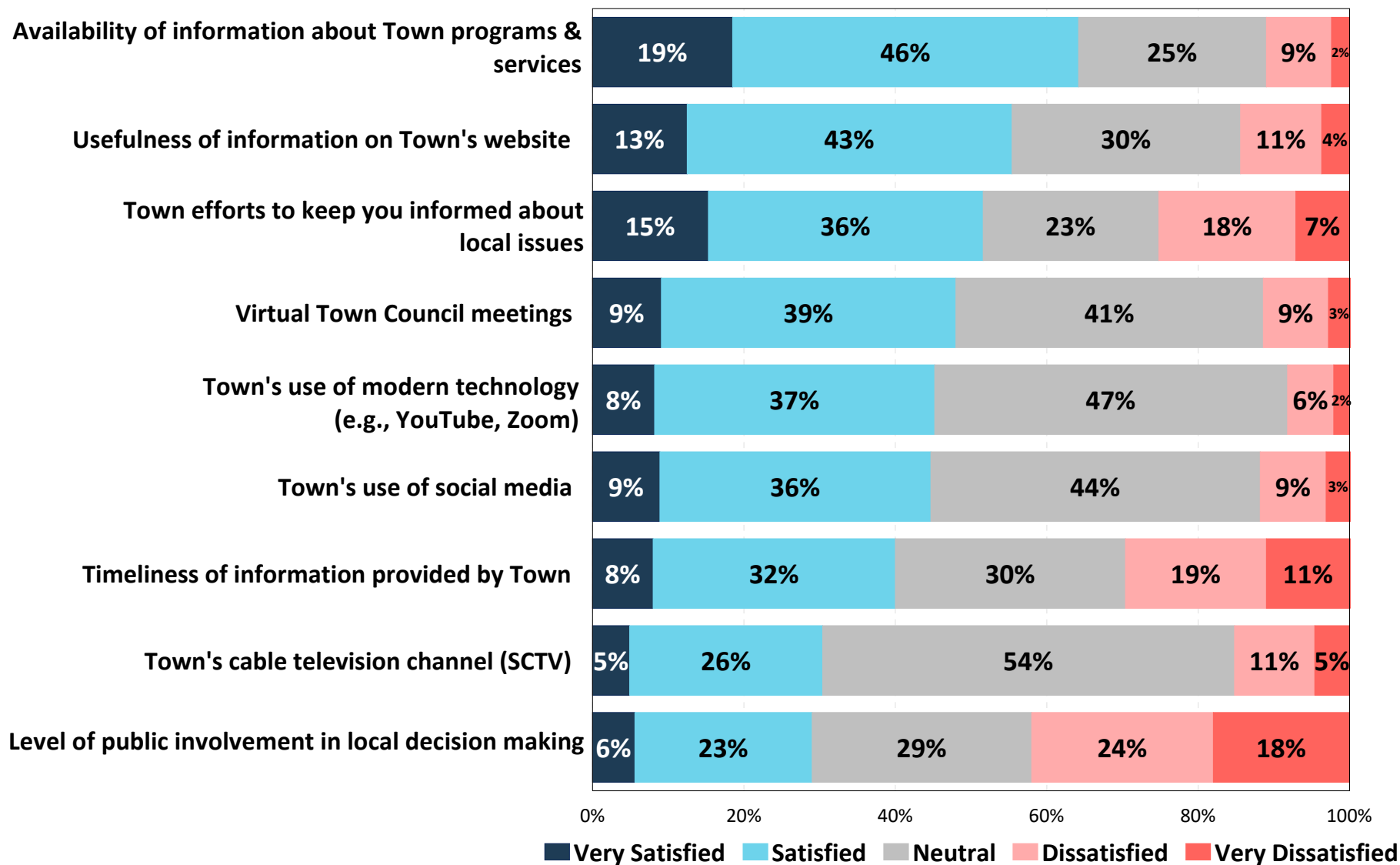
Q13. Perceived Growth Impact Items That Should Receive the Most Emphasis Over the Next Two Years

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



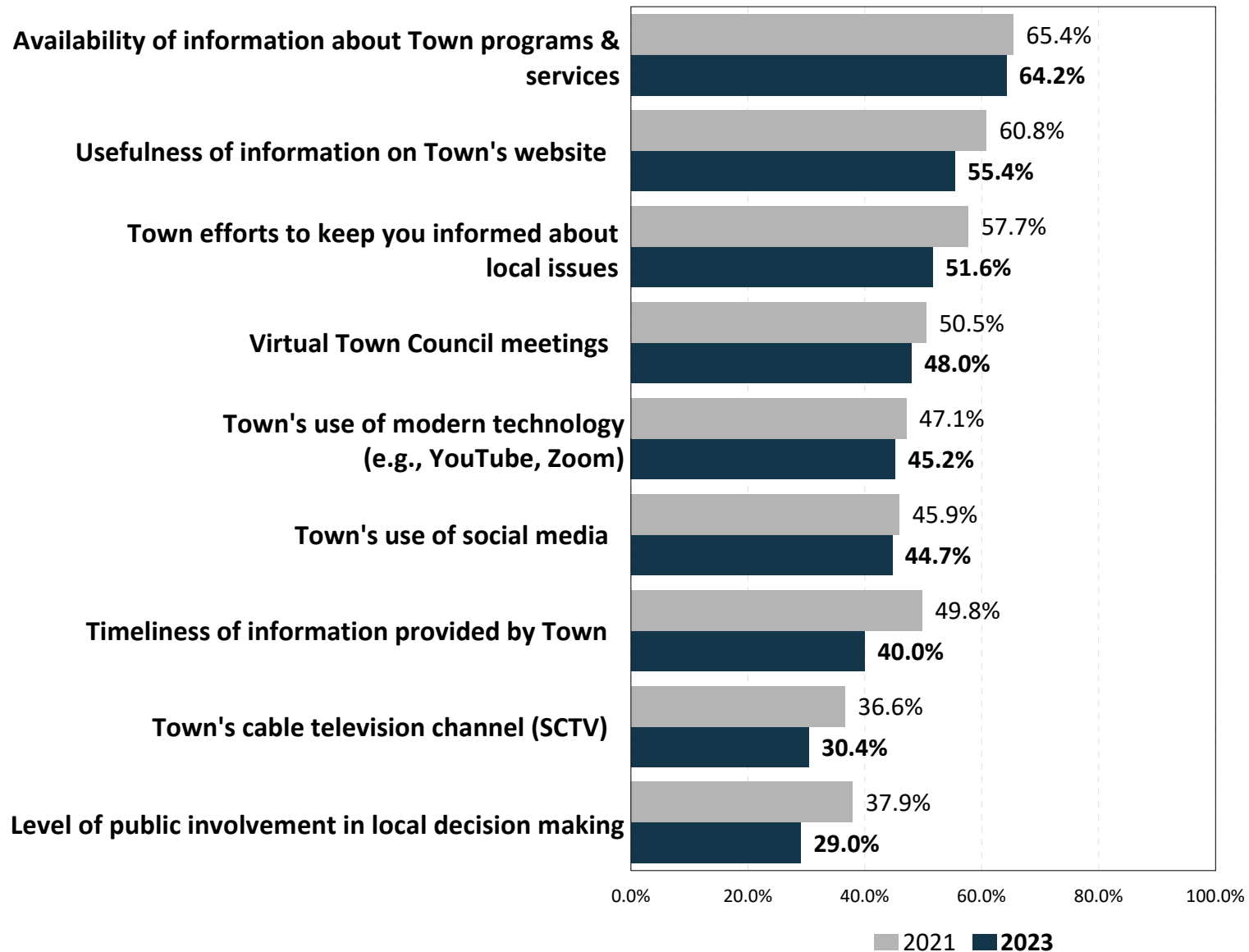
Q14. Satisfaction with Communication Services

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



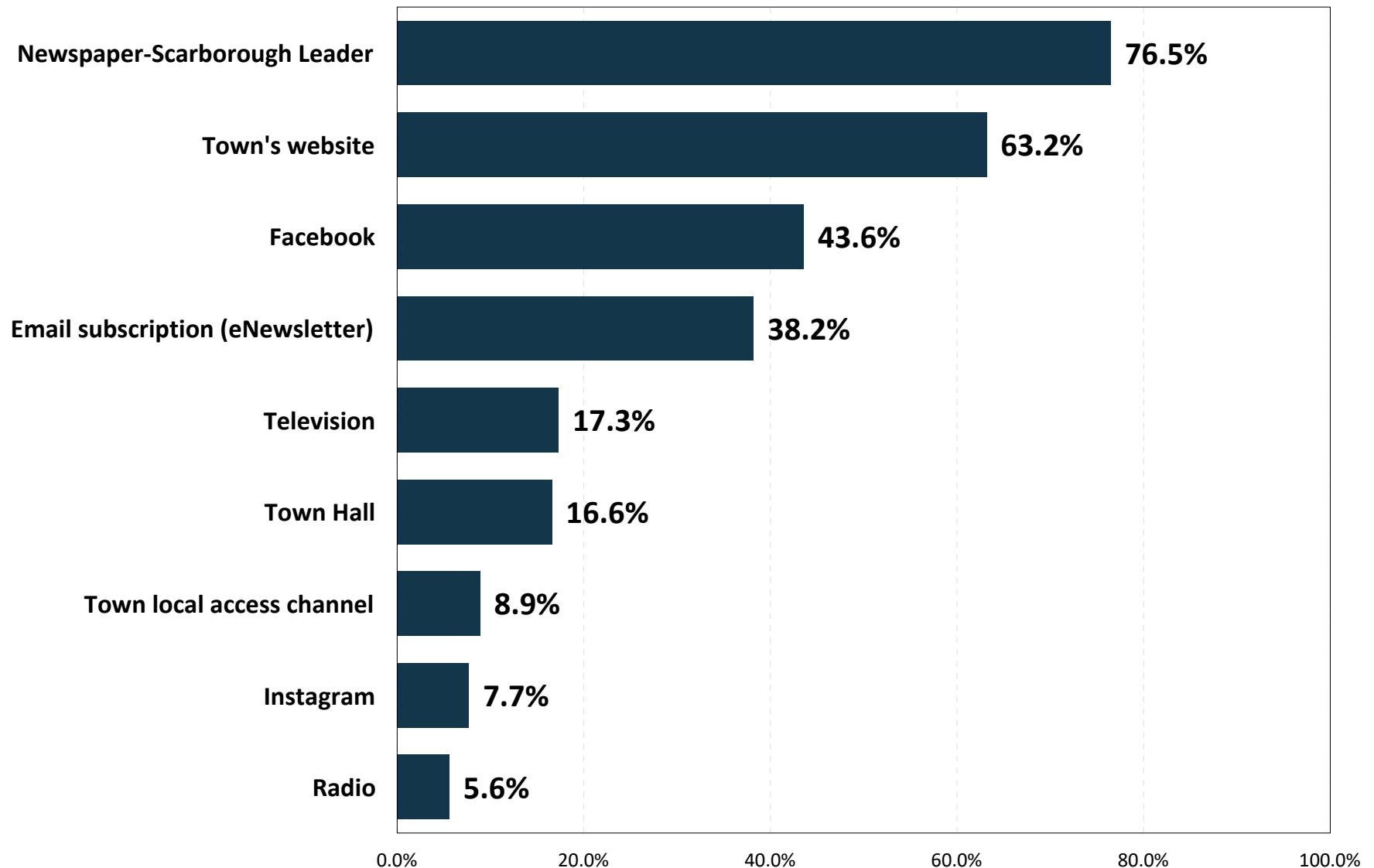
TRENDS: Satisfaction with Communication Services 2021 vs. 2023

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



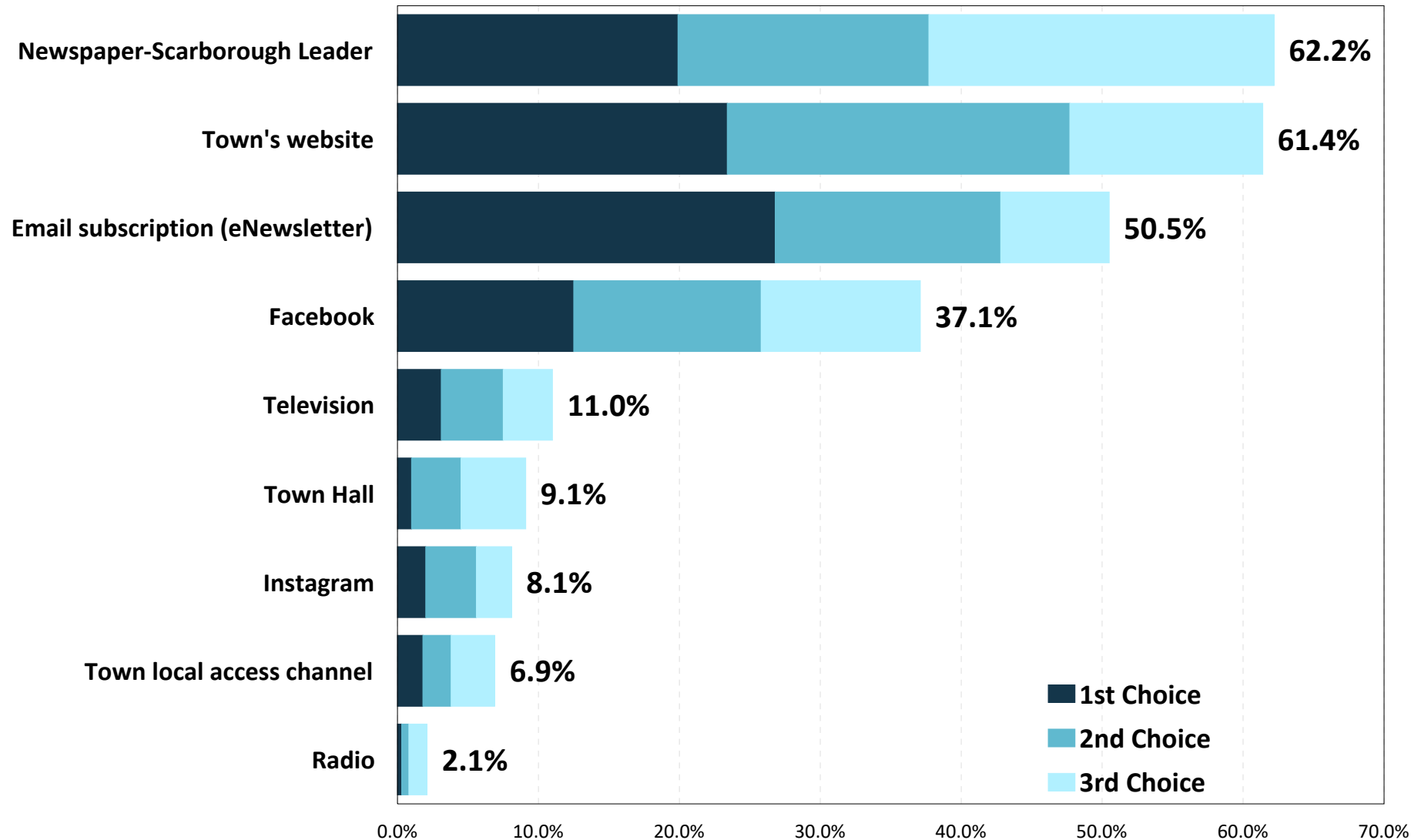
Q15. Which of the following are your primary sources of information about Town issues, services, and events?

by percentage of respondents (multiple choices could be selected)



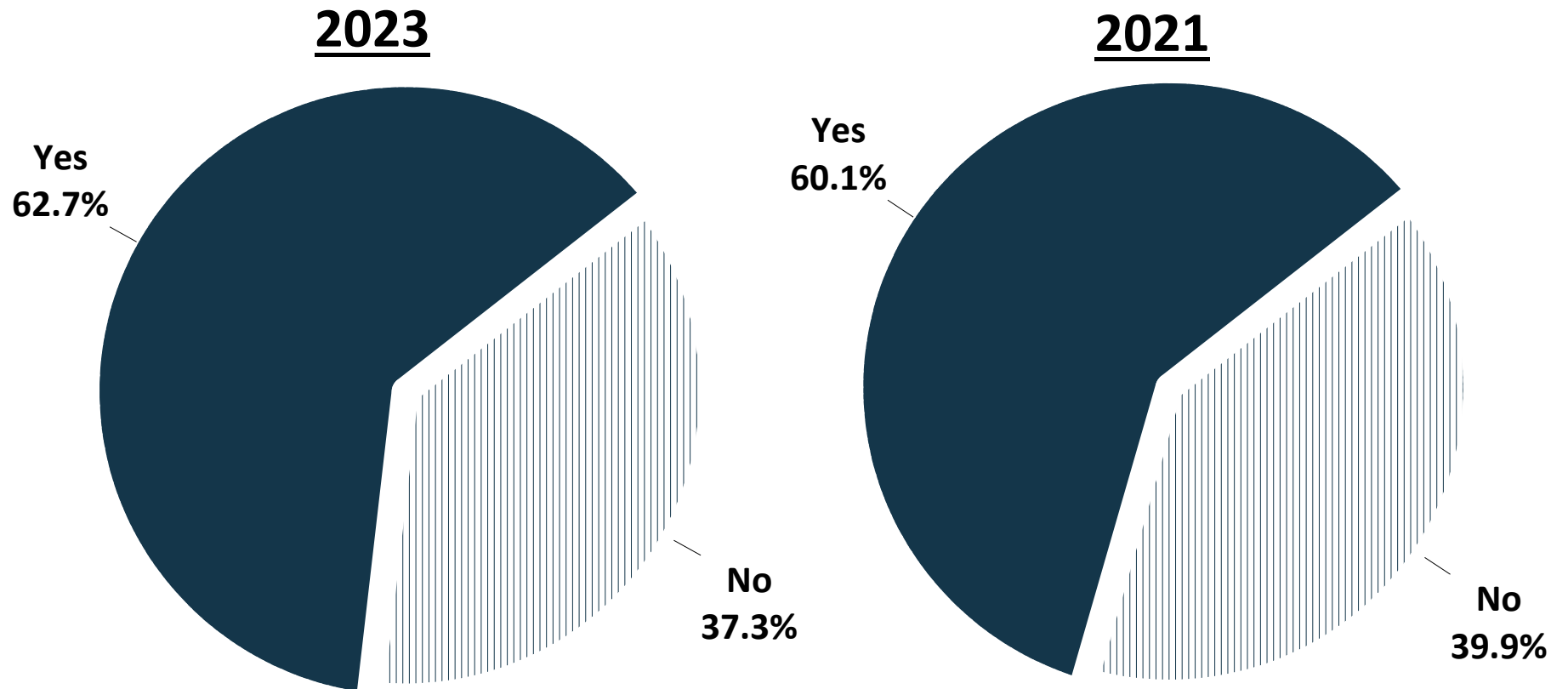
Q16. Which THREE sources of information listed in Question 15 are your most PREFERRED methods of receiving information about the Town?

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



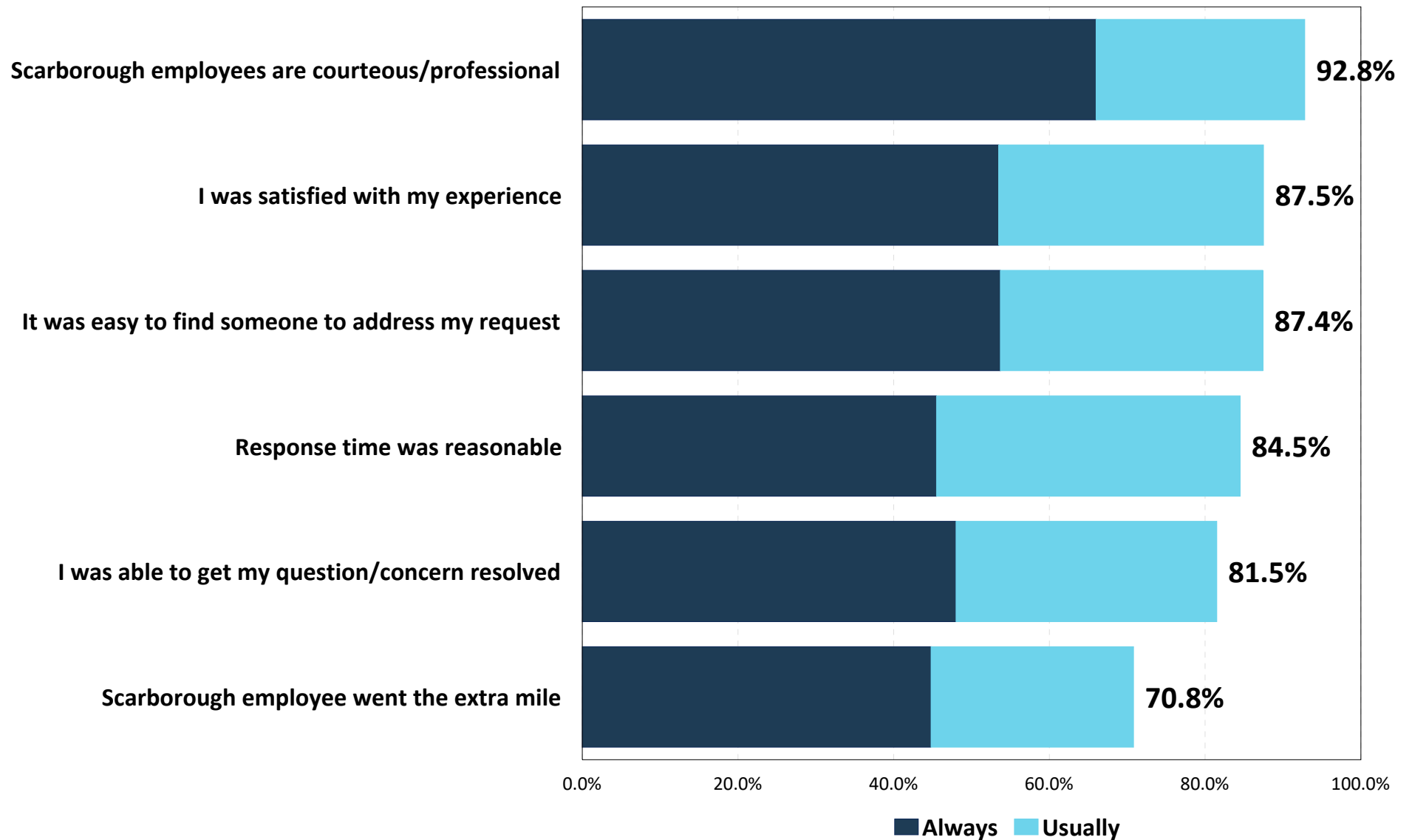
Q17. Customer Service. Have you contacted the Town during the past year?

by percentage of respondents



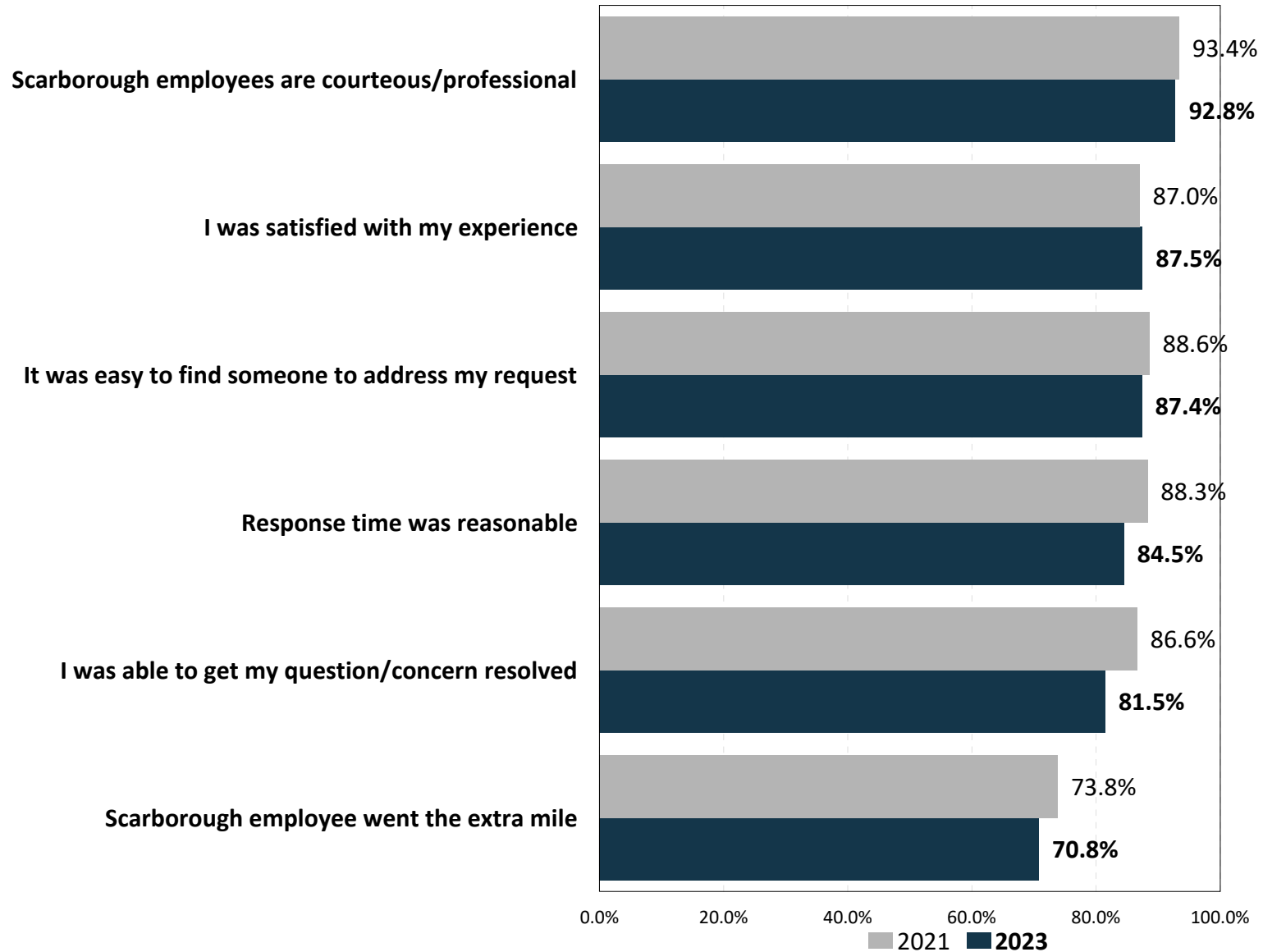
Q17a. Frequency That Town Employees Exhibited the Following Behaviors

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)



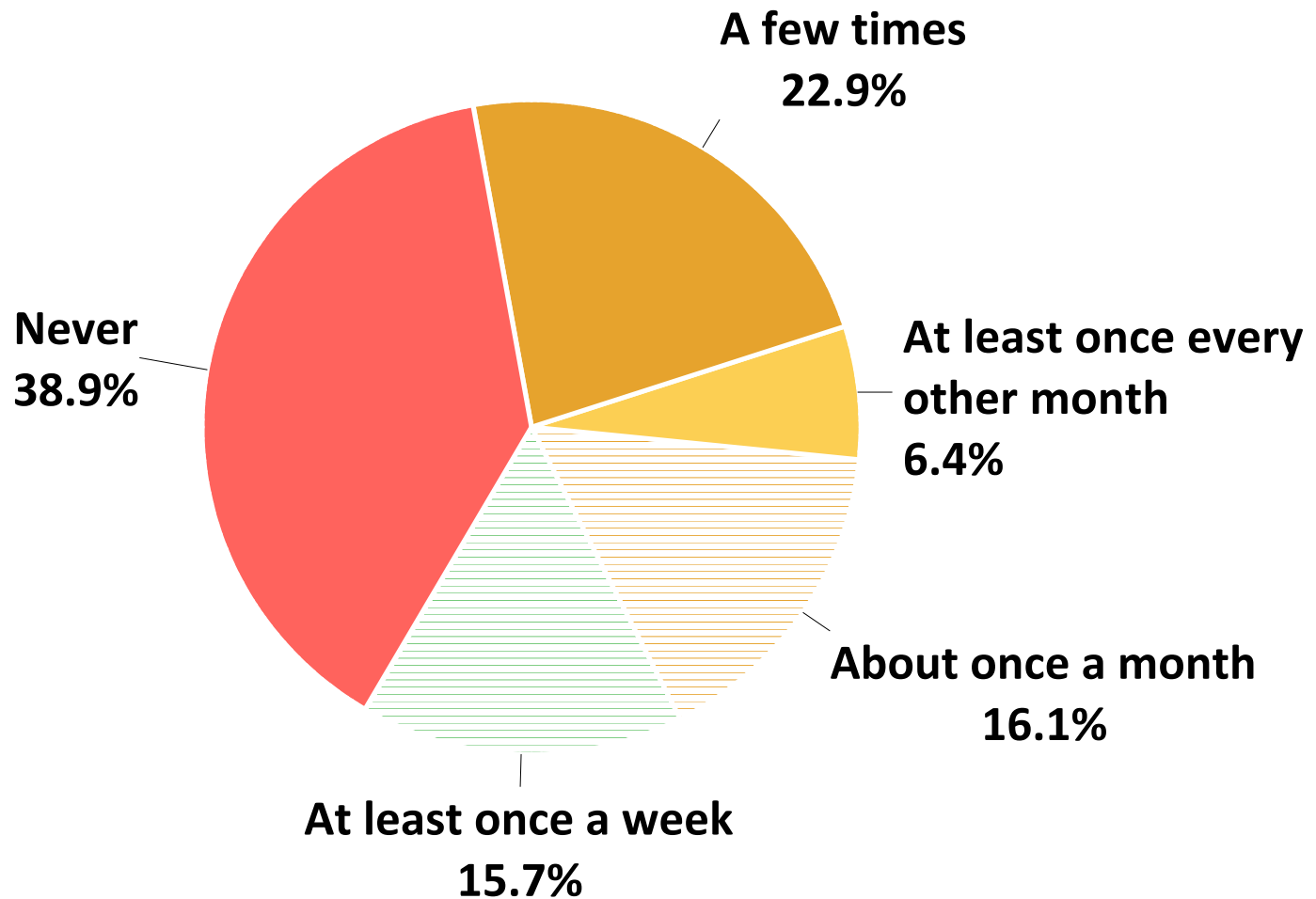
TRENDS: Frequency That Town Employees Exhibited the Following Behaviors - 2021 vs. 2023

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)



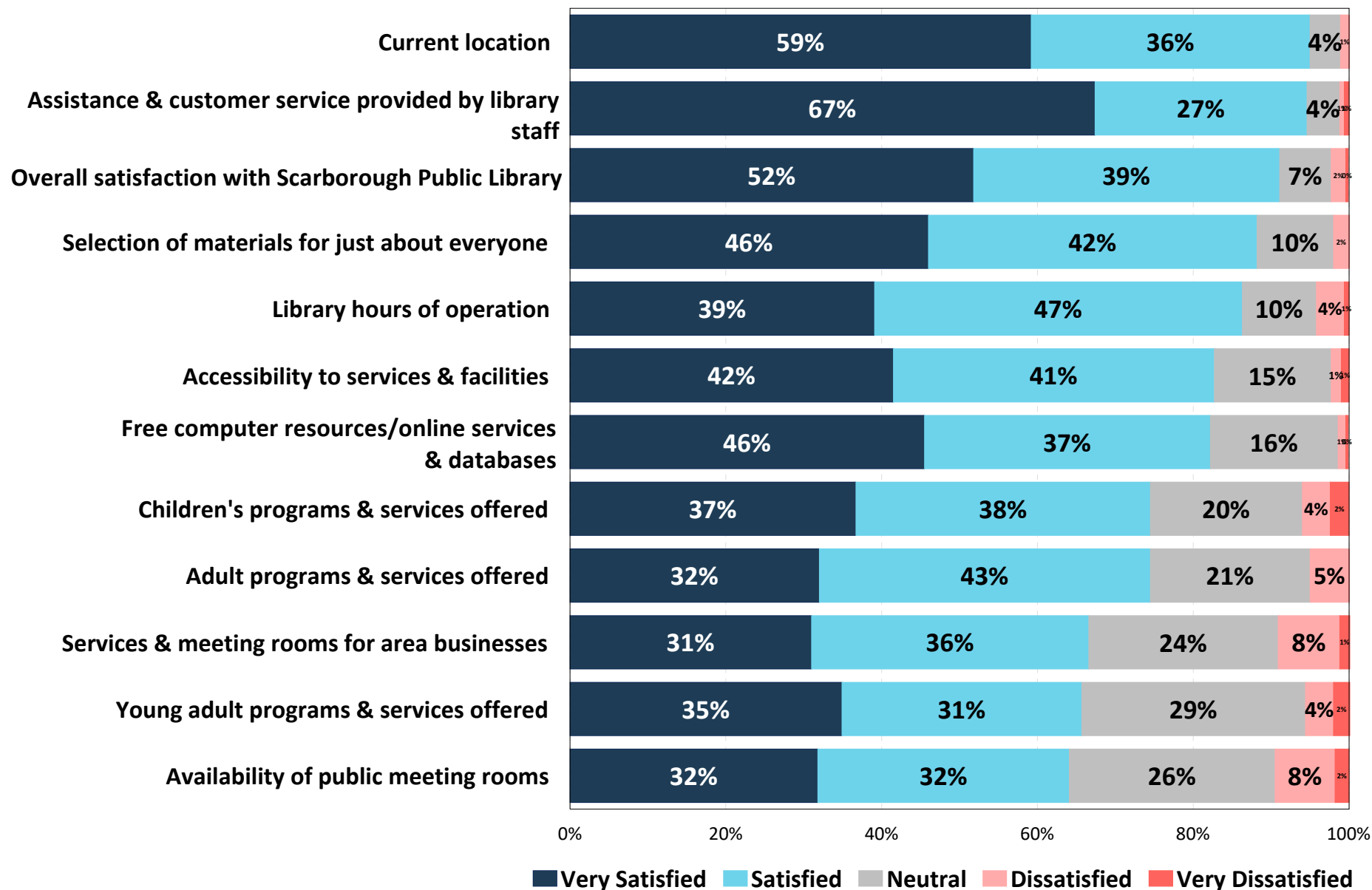
Q18. In the last 12 months, how many times have you visited the Library or used its online tools?

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



Q18a. Satisfaction with Library Services

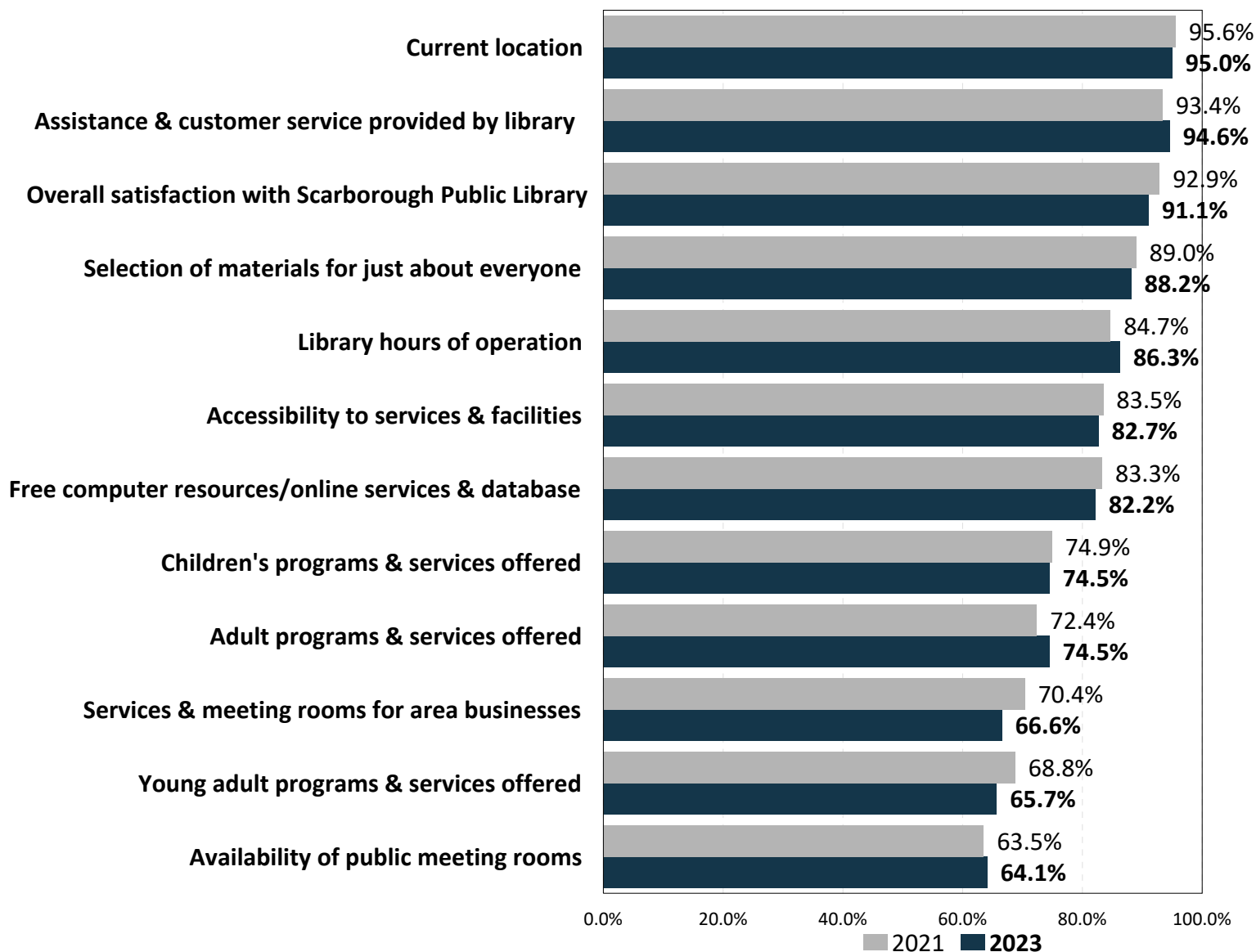
by percentage of respondents who used the library in the past 12 months (excluding *don't know* responses)



TRENDS: Satisfaction with Library Services

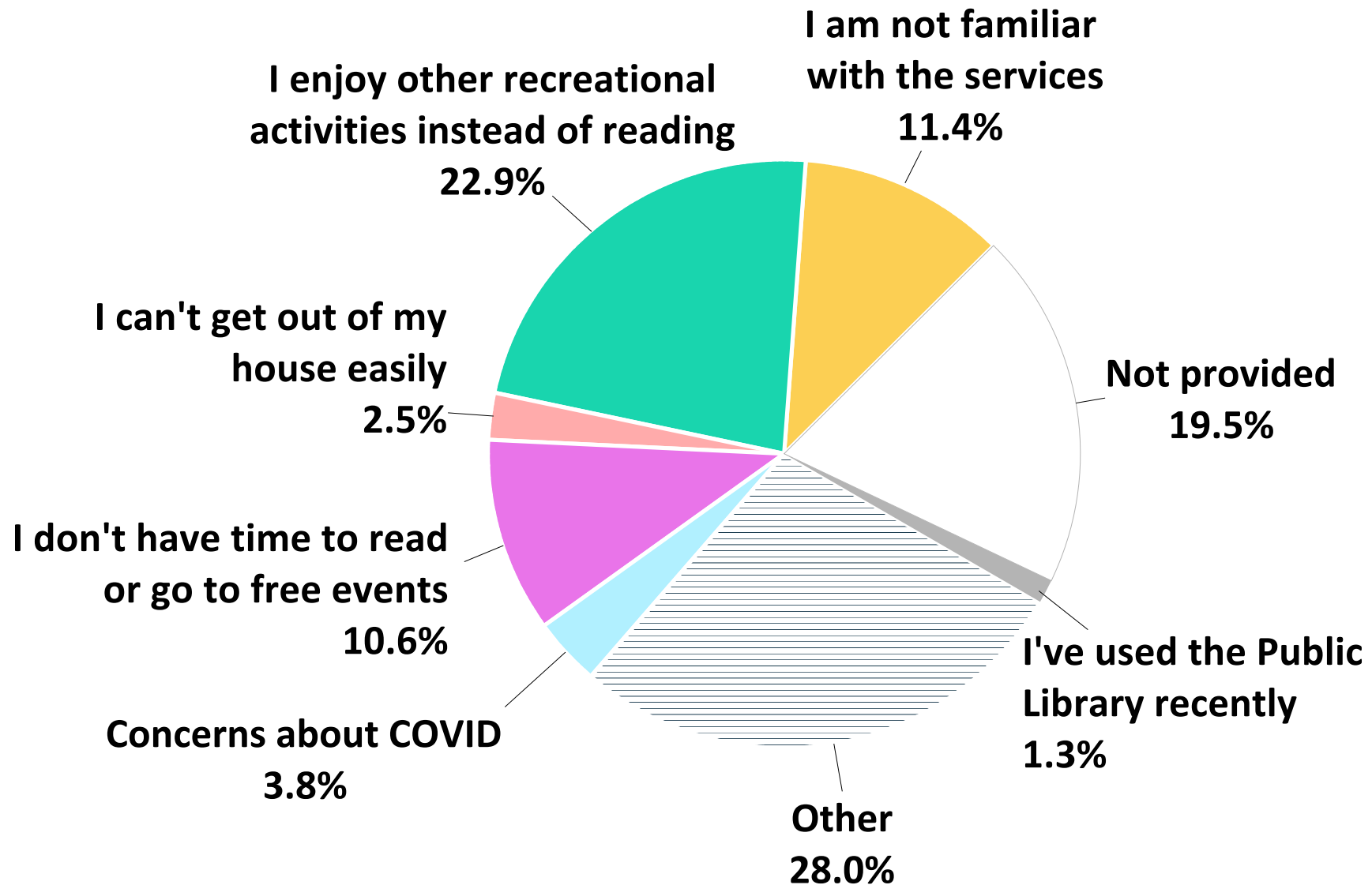
2021 vs. 2023

by percentage of respondents who used the library in the past 12 months and were *very satisfied* or *satisfied* with the item (excluding *don't know* responses)



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

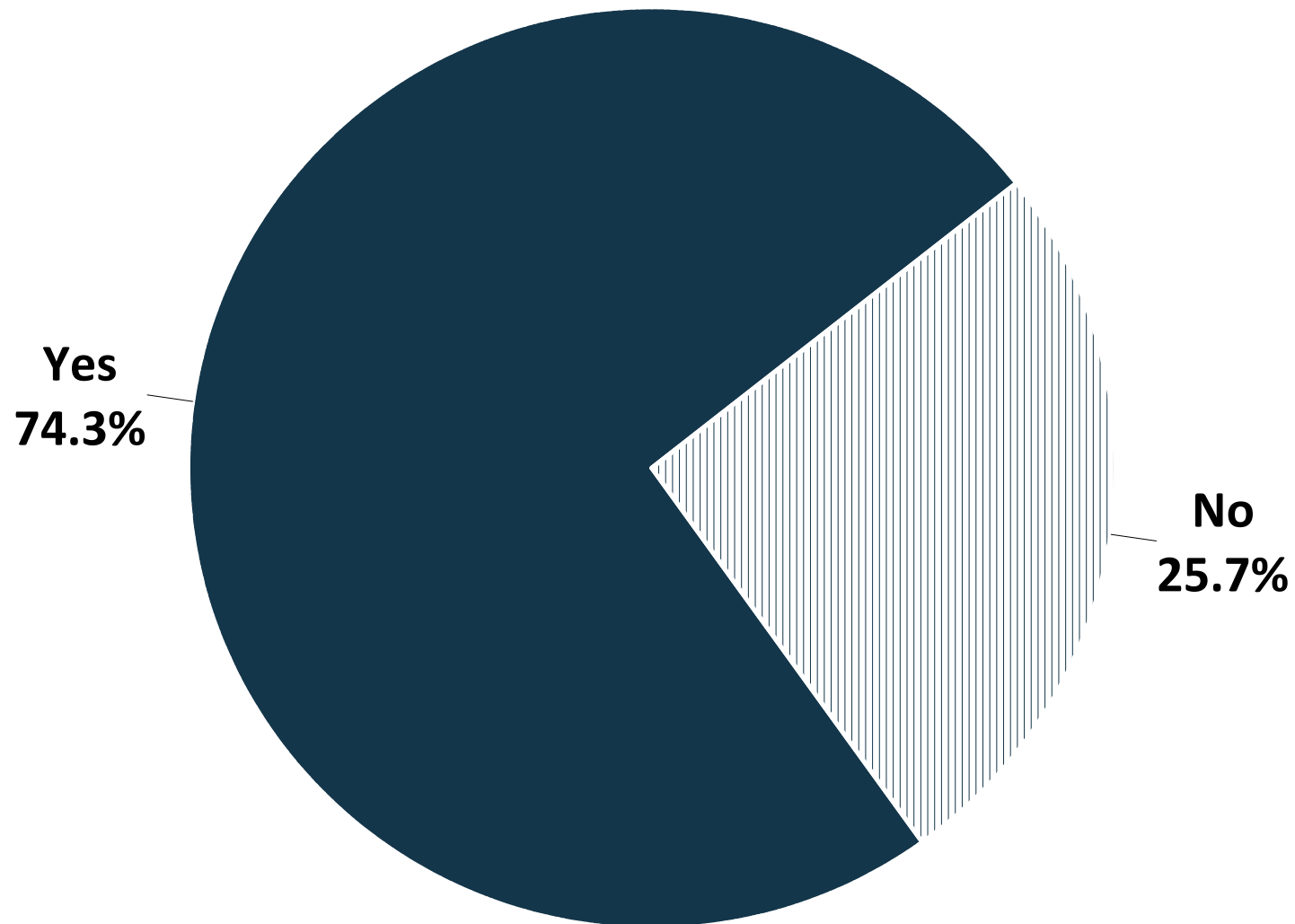
by percentage of respondents



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

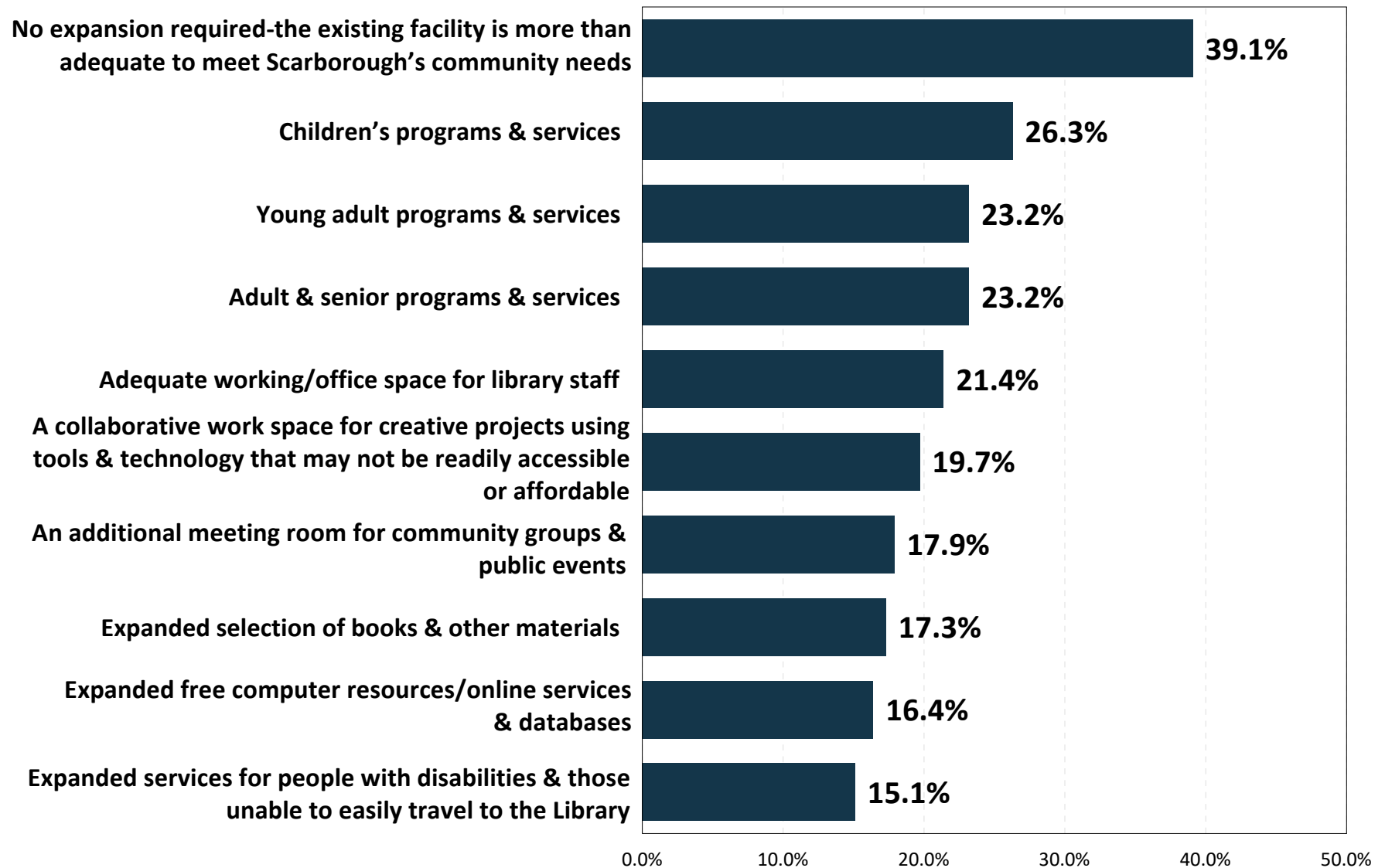
Q18c. Do you or someone in your household have a library card?

by percentage of respondents (excluding *not provided* responses)



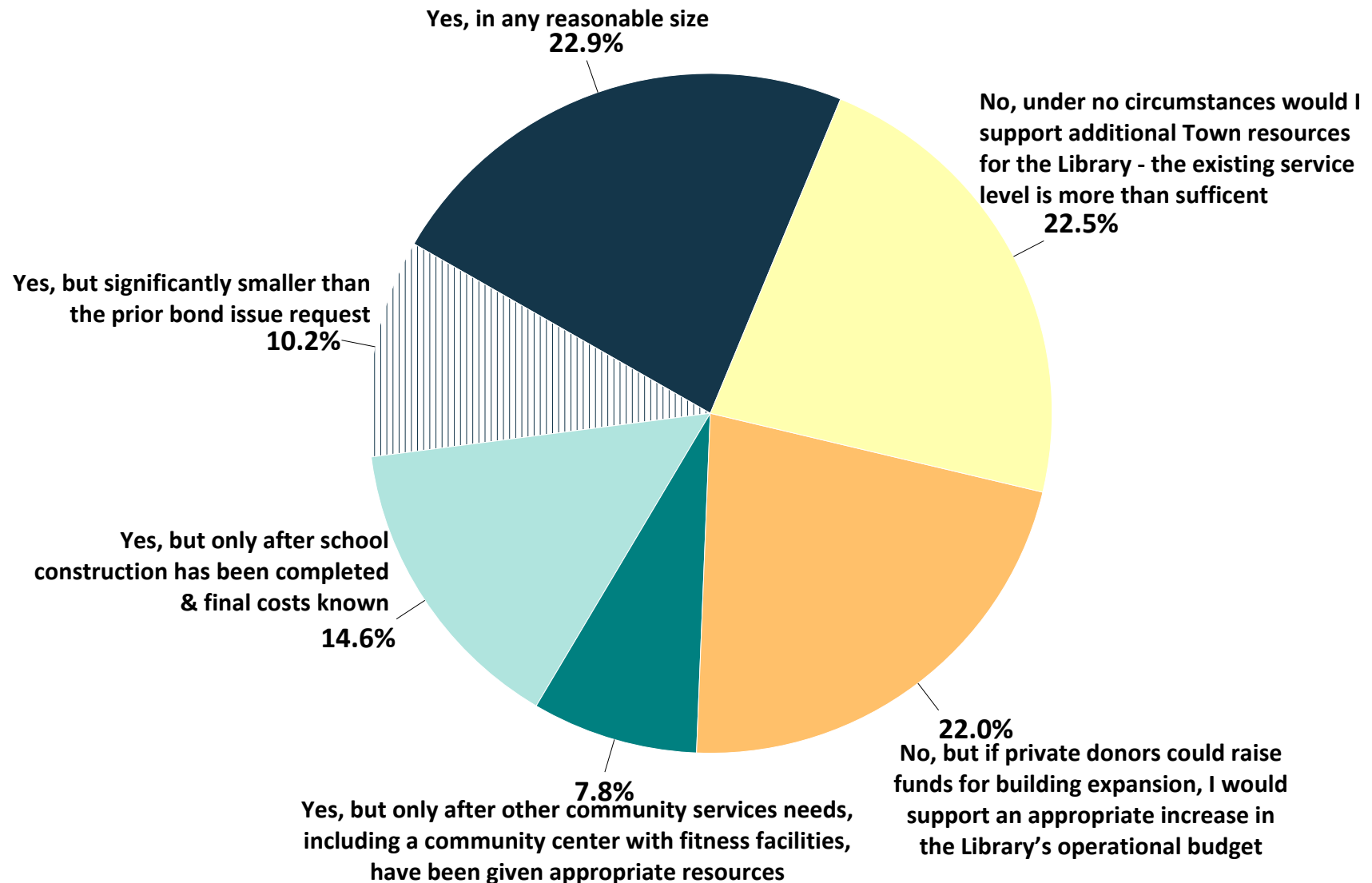
Q18d. Which, if any, of the following areas do you think require expansion given Scarborough’s changing population and needs?

by percentage of respondents (multiple choices could be selected)



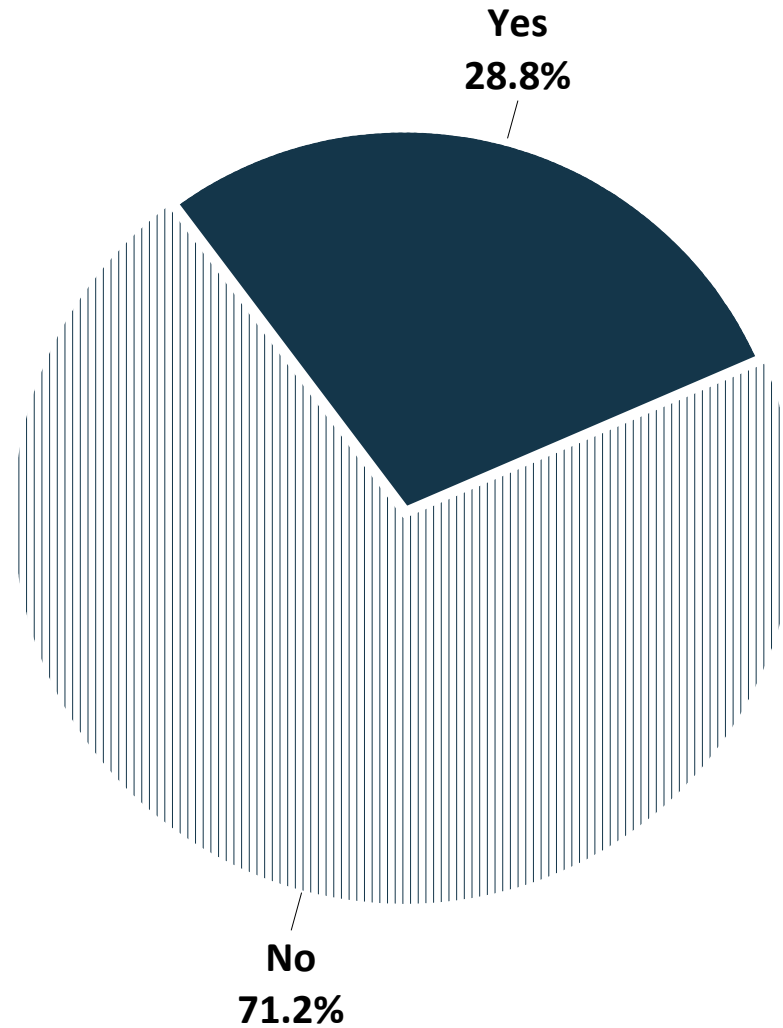
Q18e. Regardless of how you voted on the bond issue to expand the Library, would you support a future bond issue to enable expansion?

by percentage of respondents



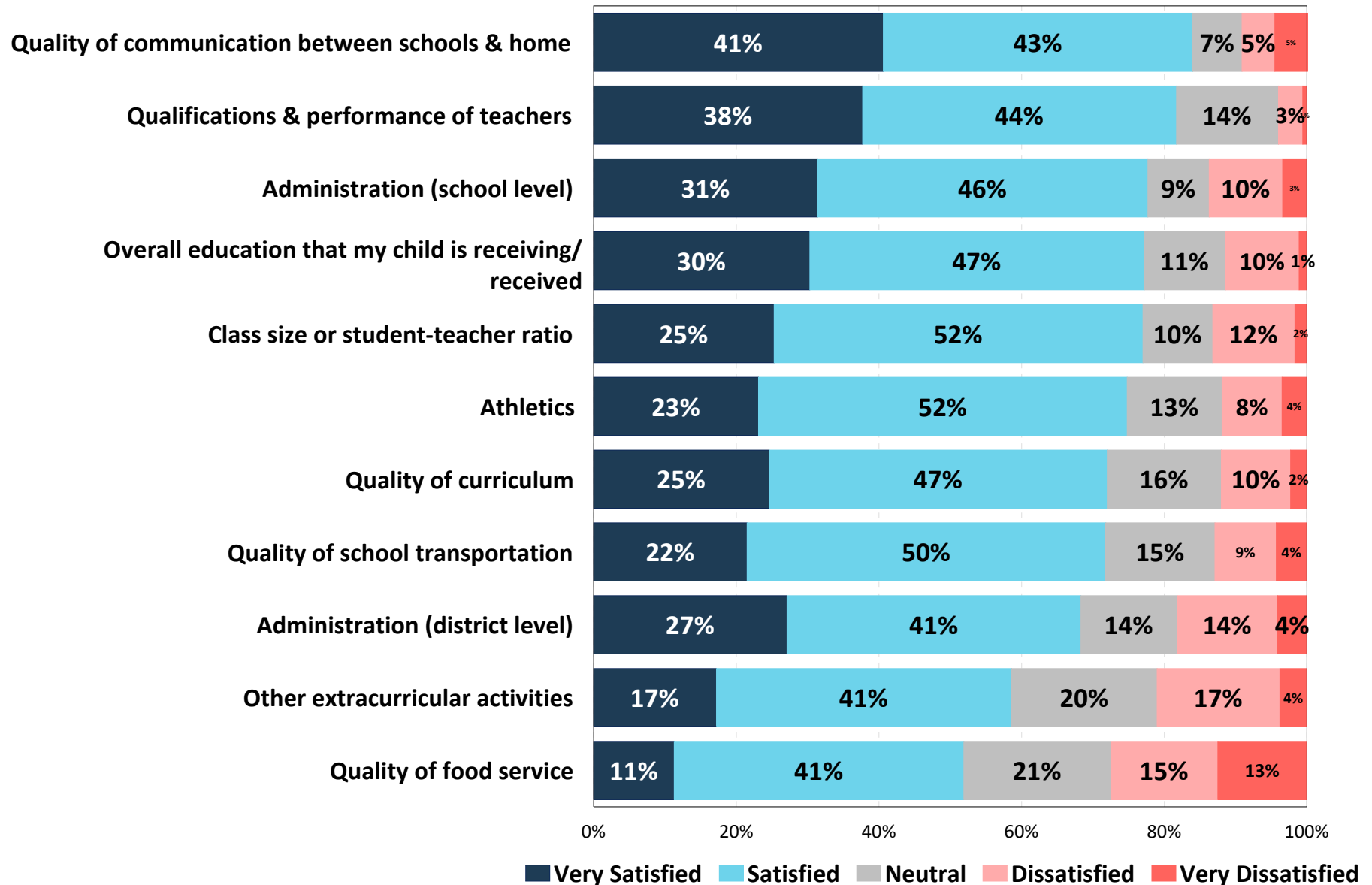
Q19. Do you currently have any children in your household who attend Scarborough public school?

by percentage of respondents



Q19a. Satisfaction with Aspects of Scarborough Public Schools

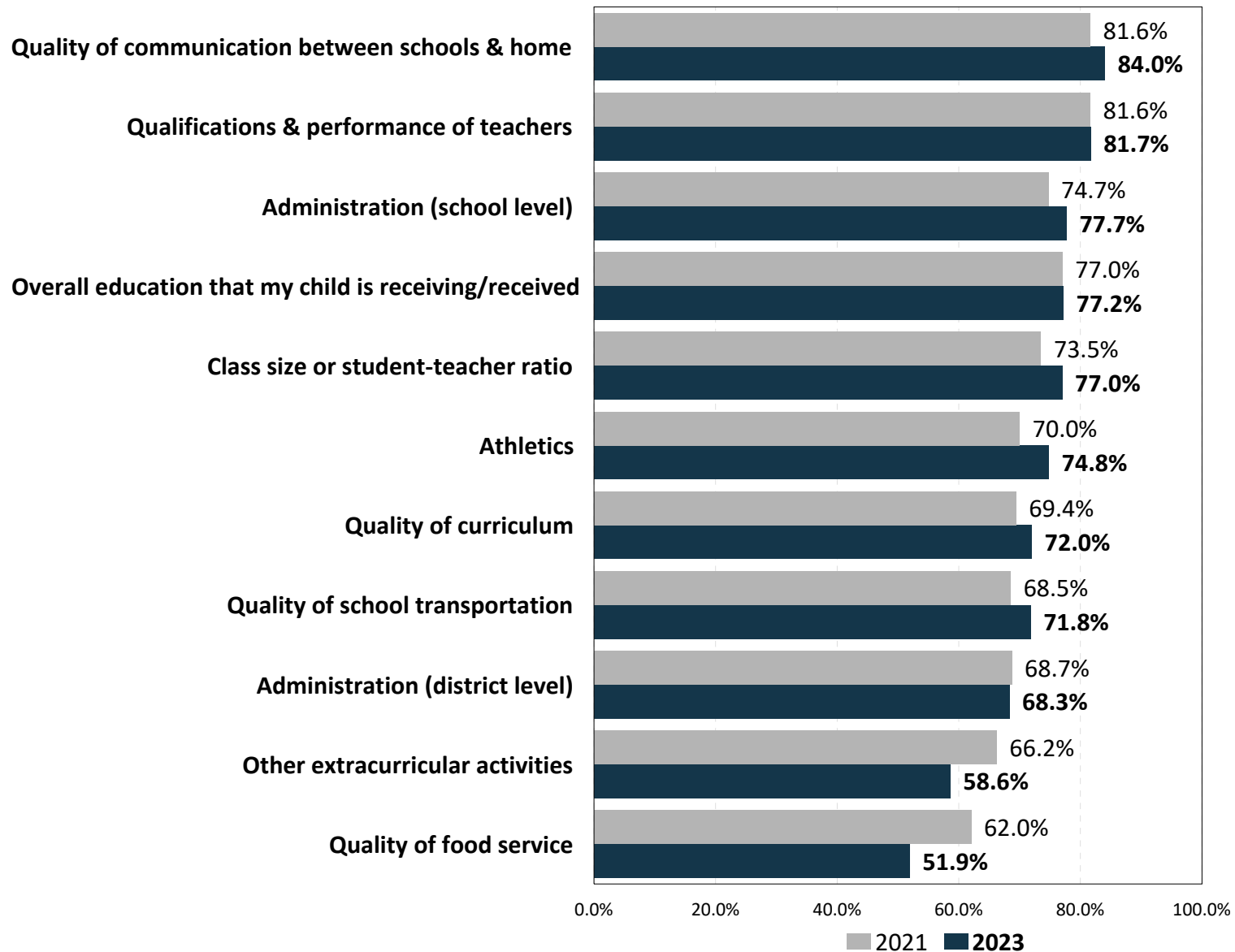
by percentage of respondents with children who attend Scarborough Public Schools (excluding *don't know* responses)



TRENDS: Satisfaction with Aspects of Scarborough Public Schools

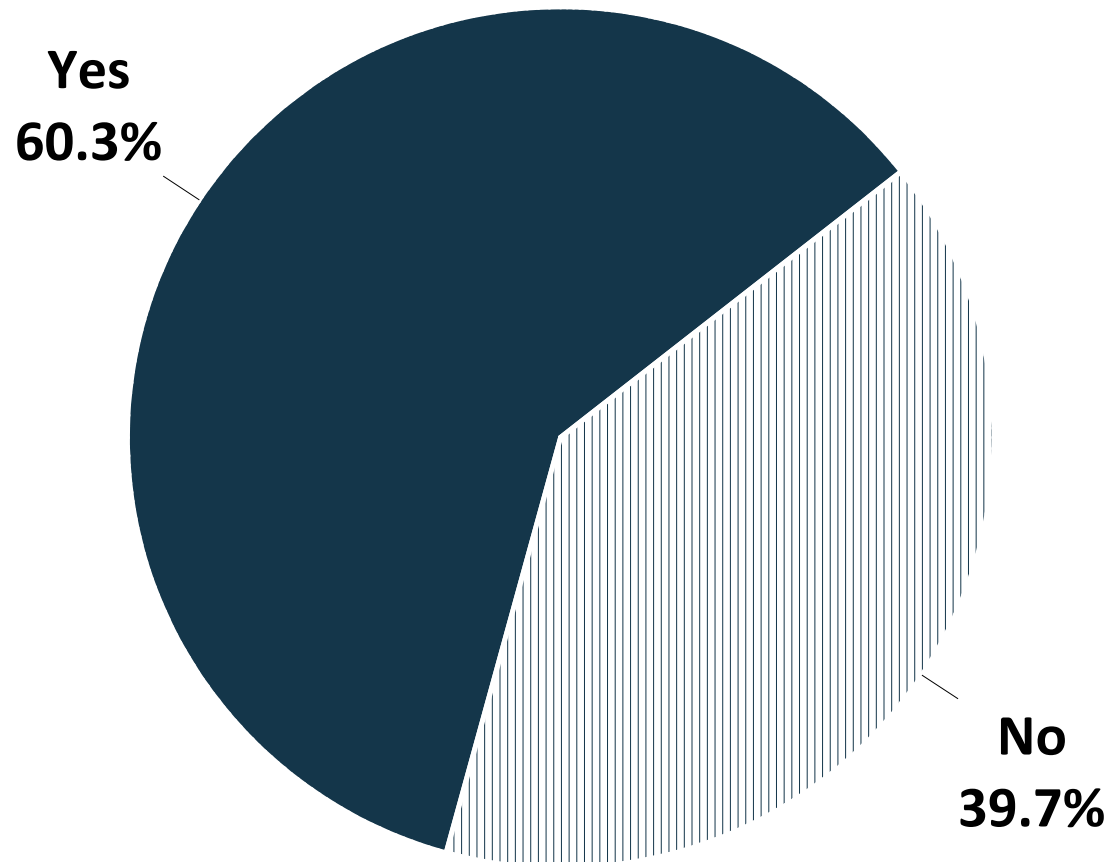
2021 vs. 2023

by percentage of respondents with children who attend Scarborough Public Schools and were *very satisfied* or *satisfied* with the item (excluding *don't know* responses)



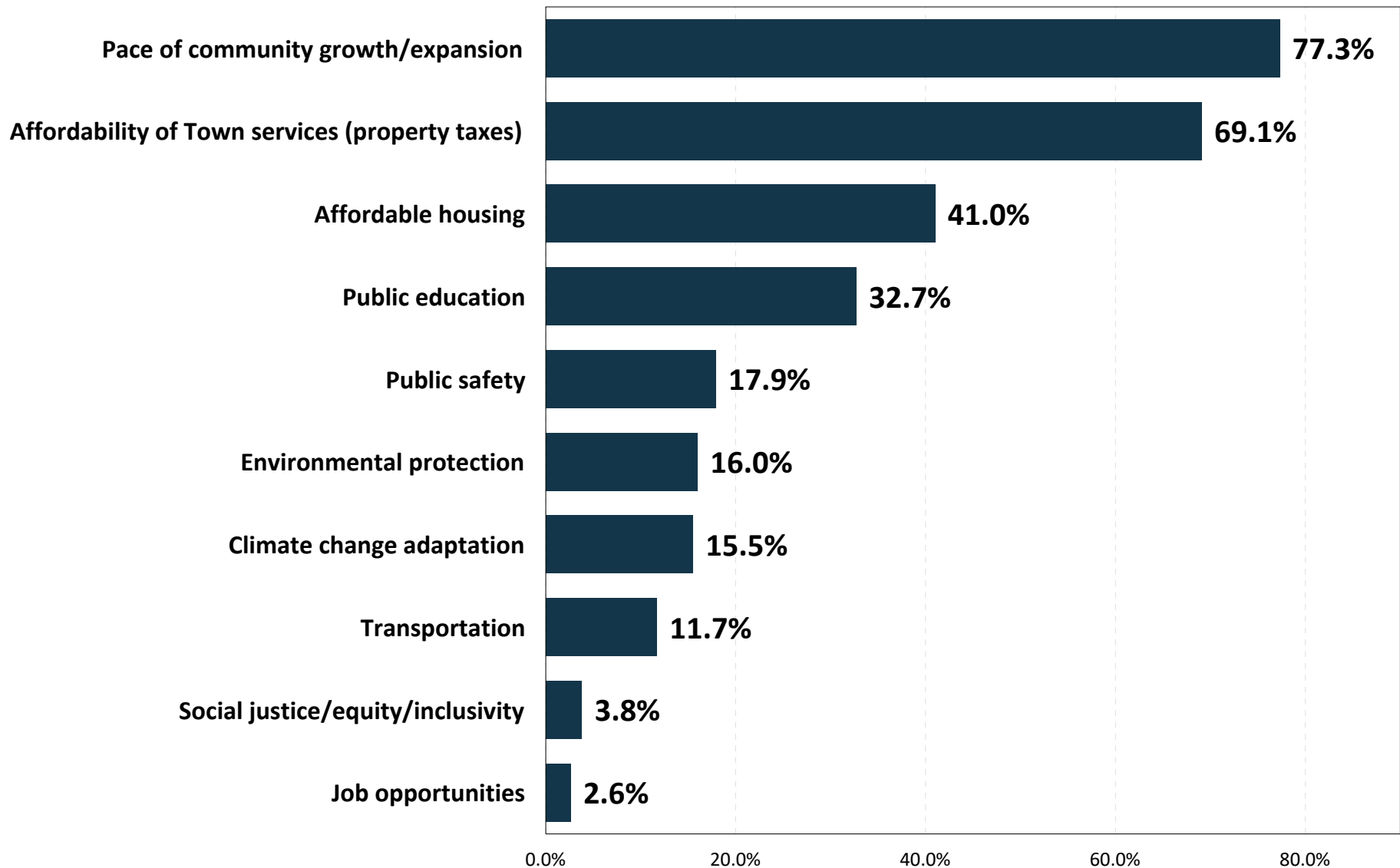
Q20. Have you ever had any children in your household that attended Scarborough public schools?

by percentage of respondents (excluding *not provided* responses)



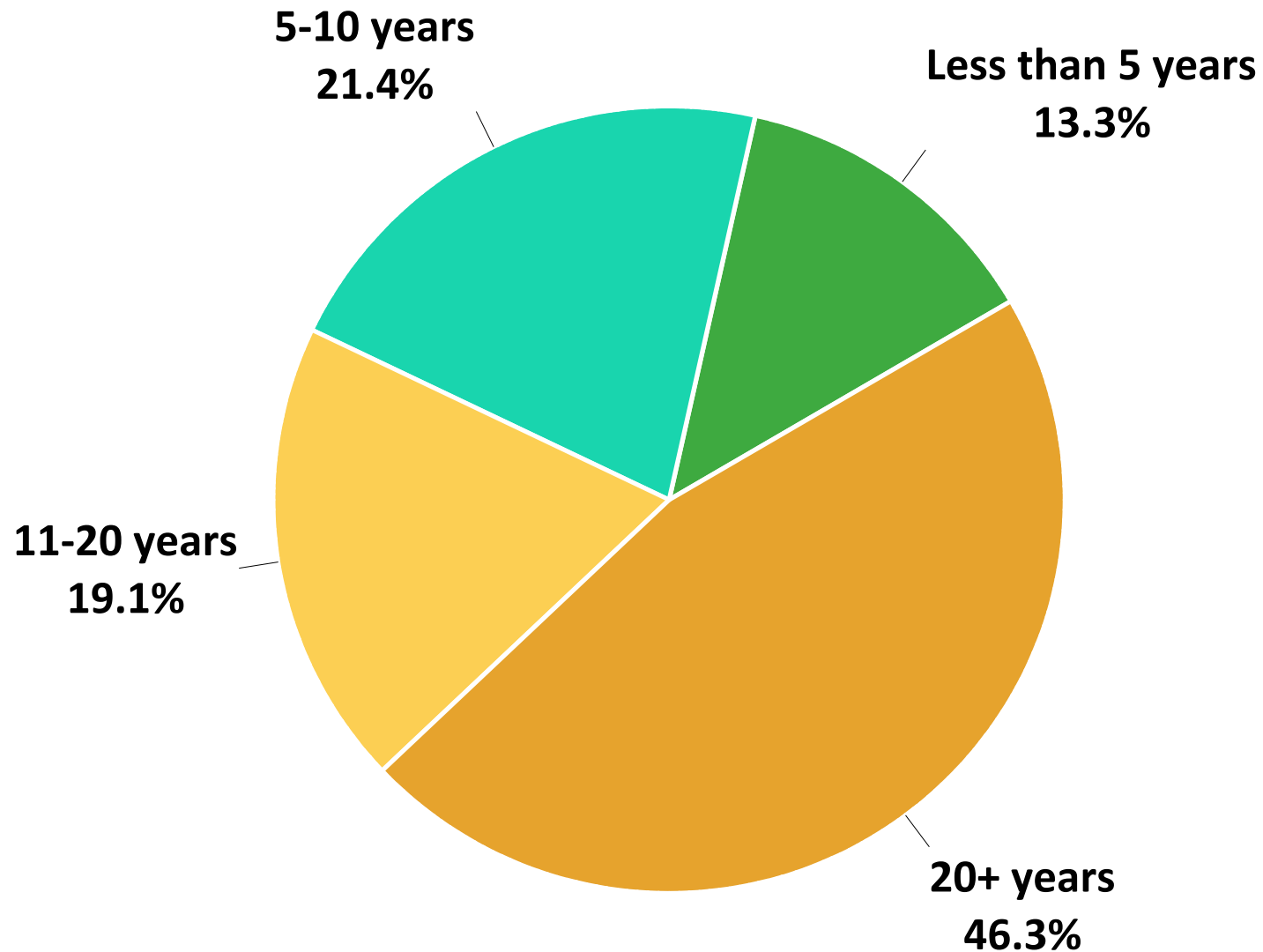
Q22. What are the THREE most significant issues you think Scarborough will face over the next five years?

by percentage of respondents (three choices could be selected)



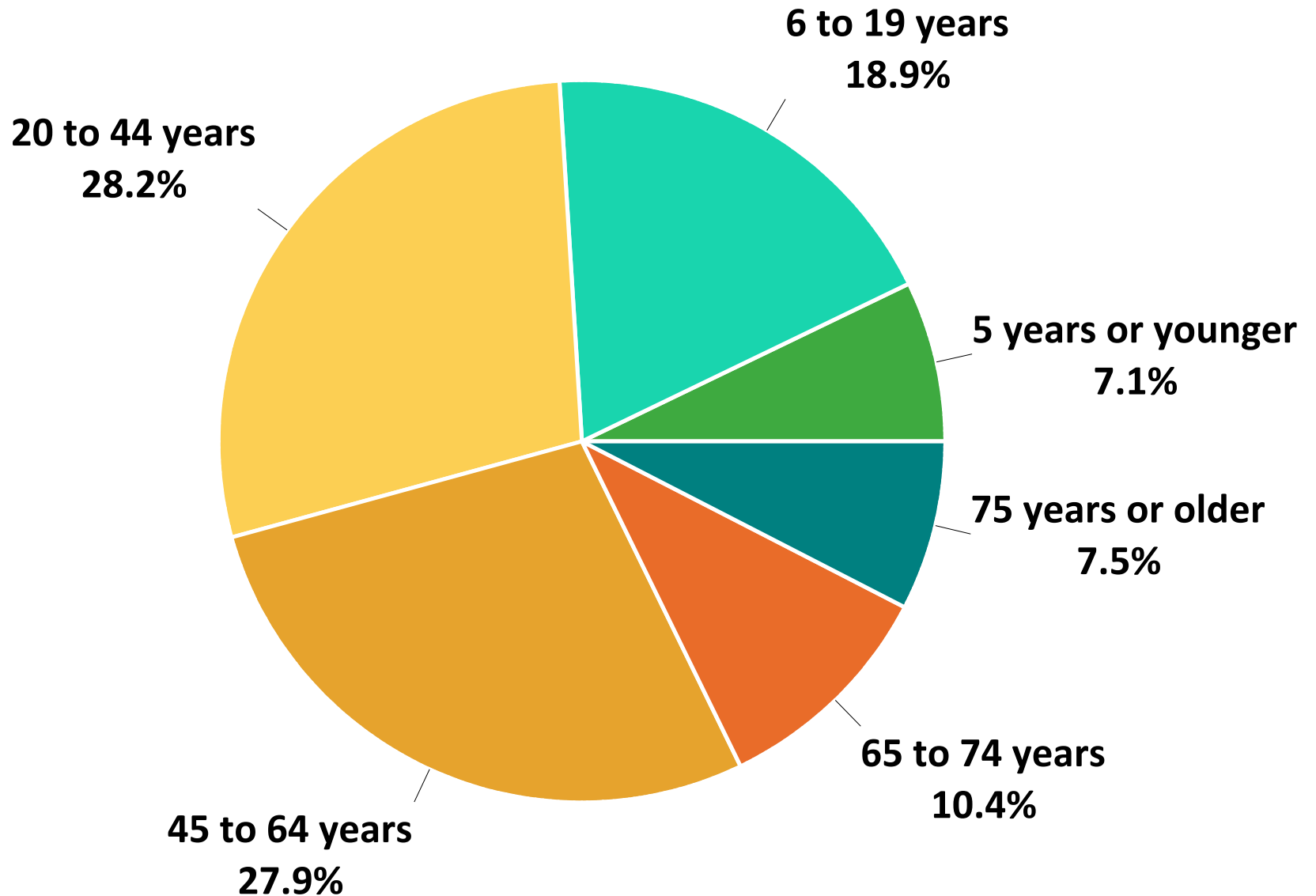
Q23. Demographics: Approximately how many years have you lived in the Town of Scarborough?

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



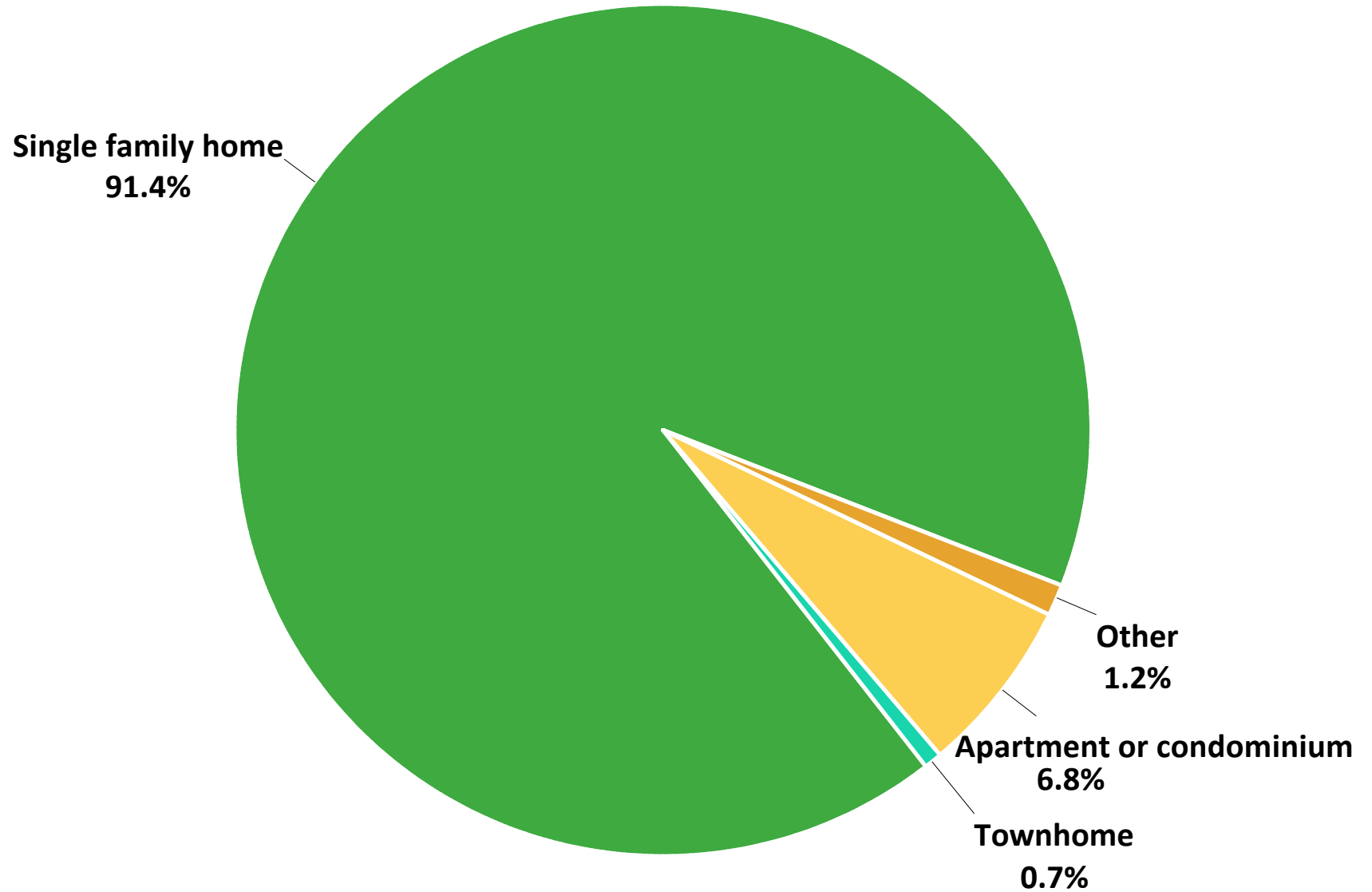
Q24. Demographics: Including yourself, how many persons from each age group are currently living in your household?

by percentage of persons in the household



Q25. Demographics: In what type of residence do you live?

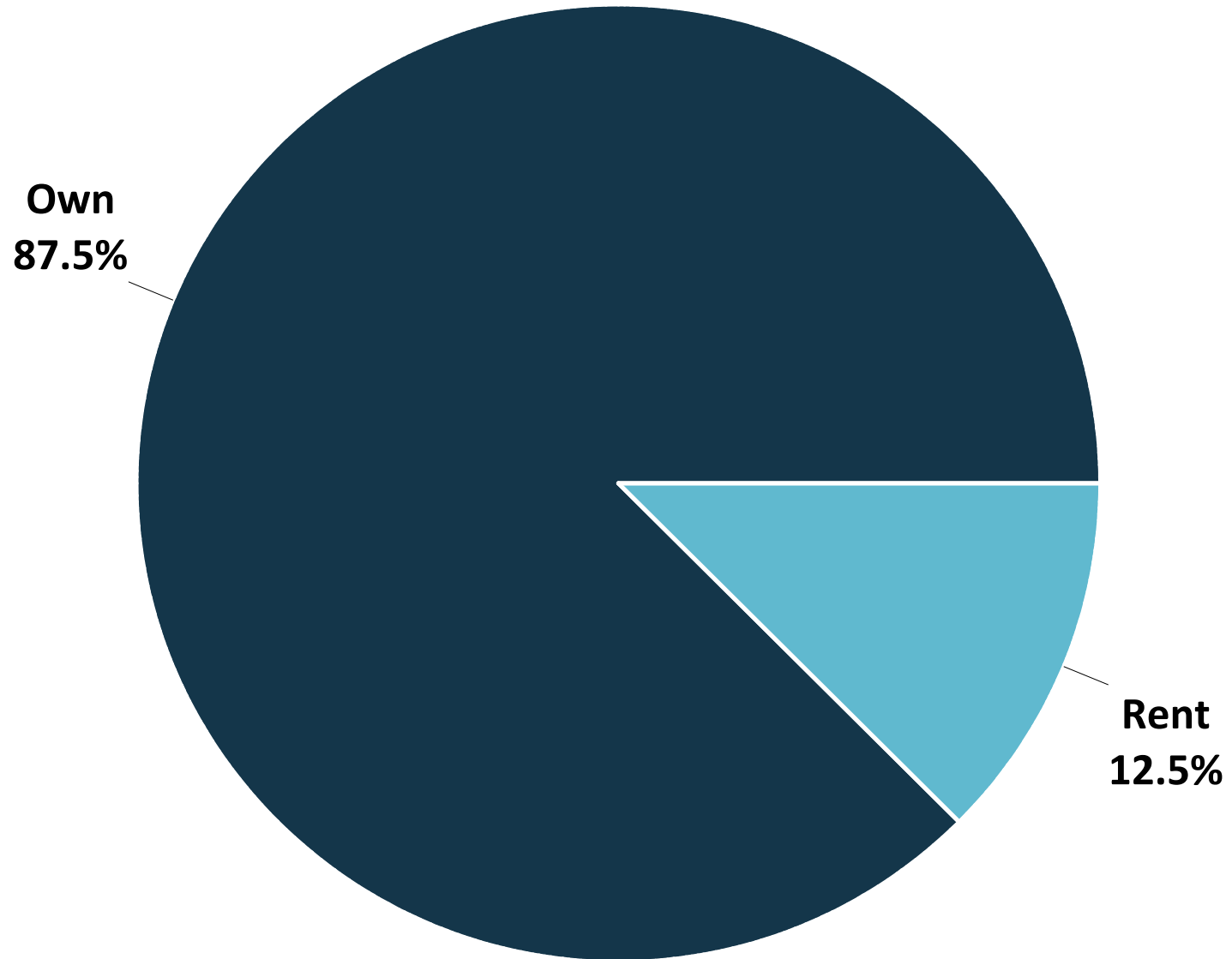
by percentage of respondents (without *not provided* responses)



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

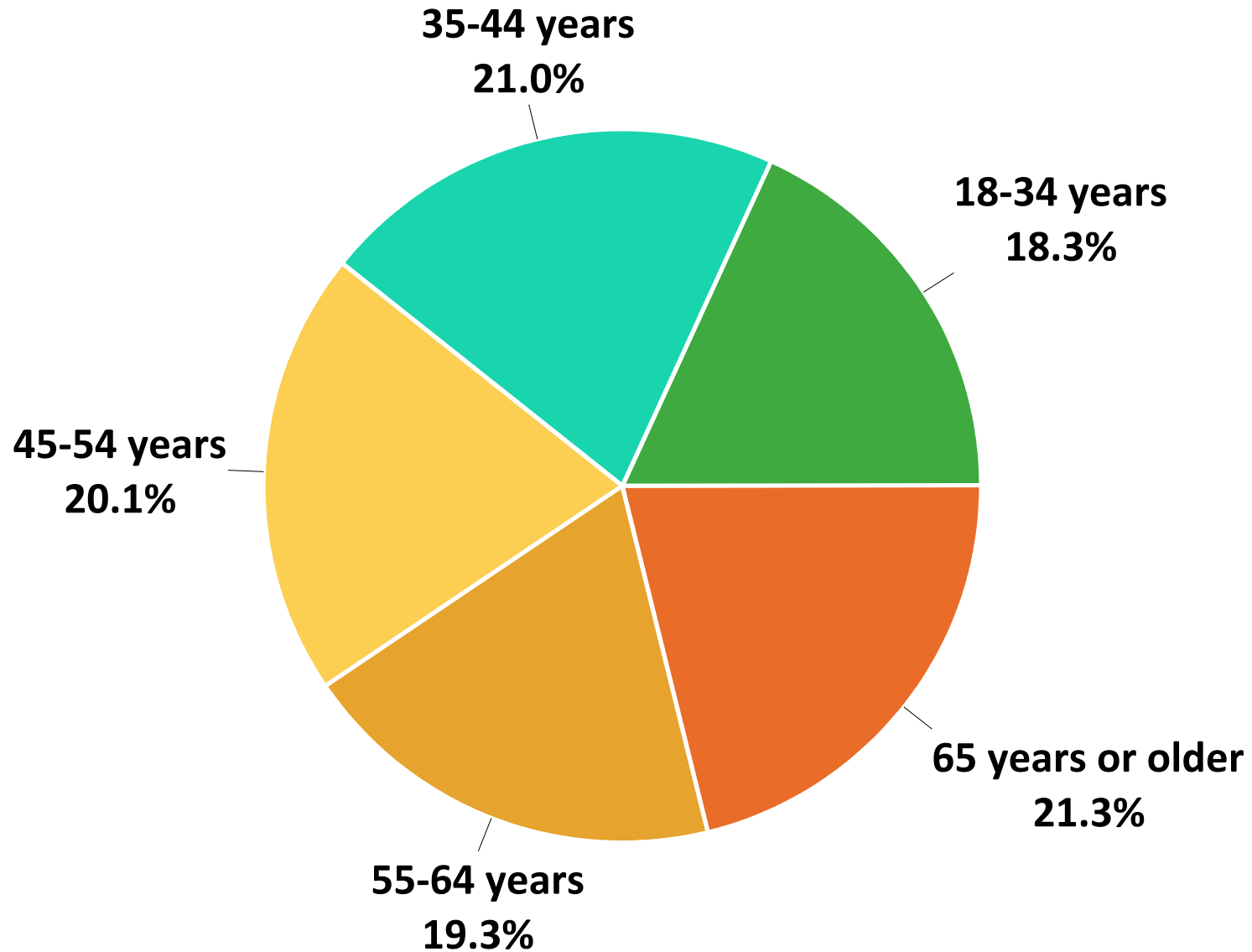
Q26. Demographics: Do you own or rent your current residence?

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



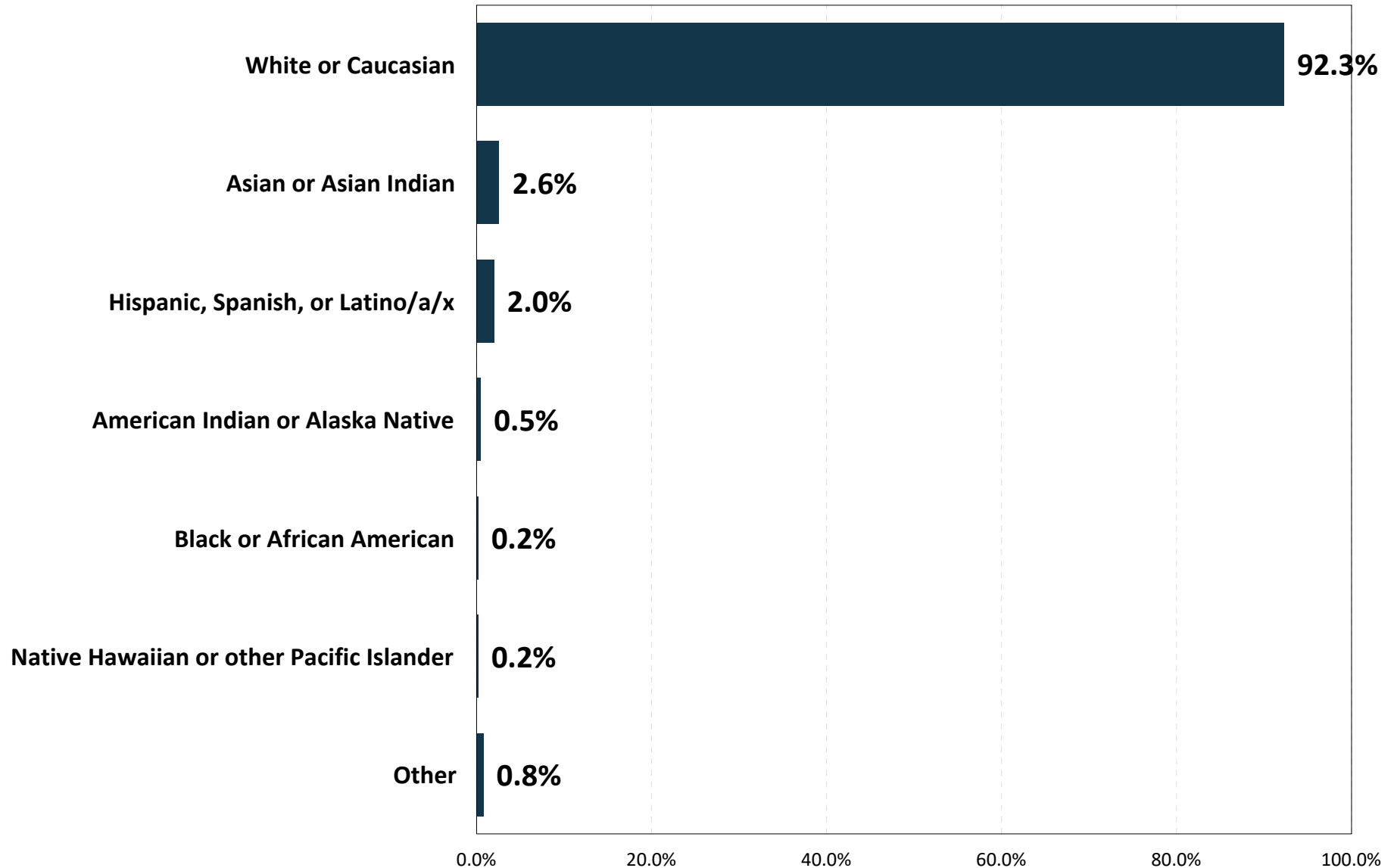
Q27. Demographics: What is your age?

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



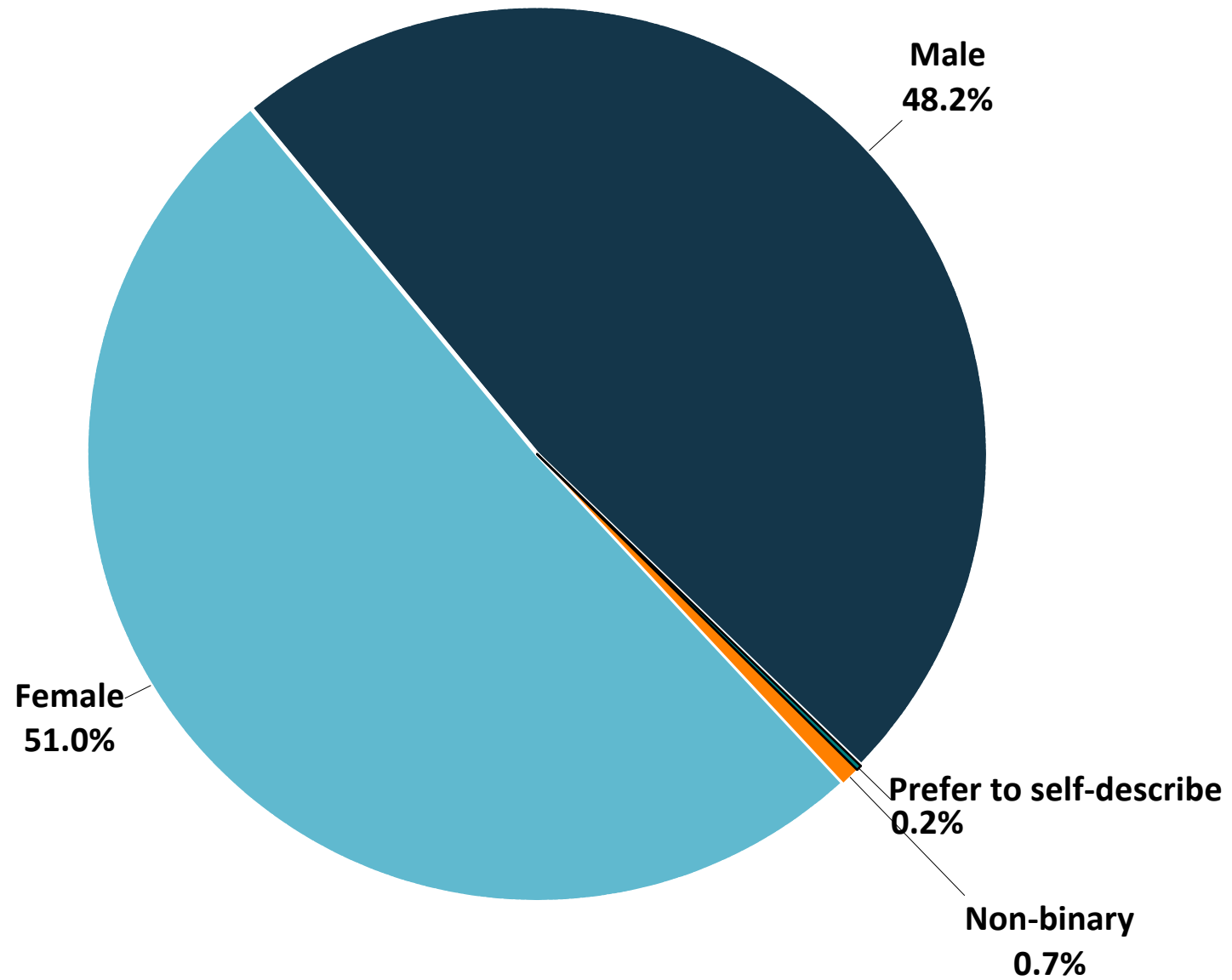
Q28. Demographics: Which of the following best describes your race/ethnicity?

by percentage of respondents (multiple choices could be selected)



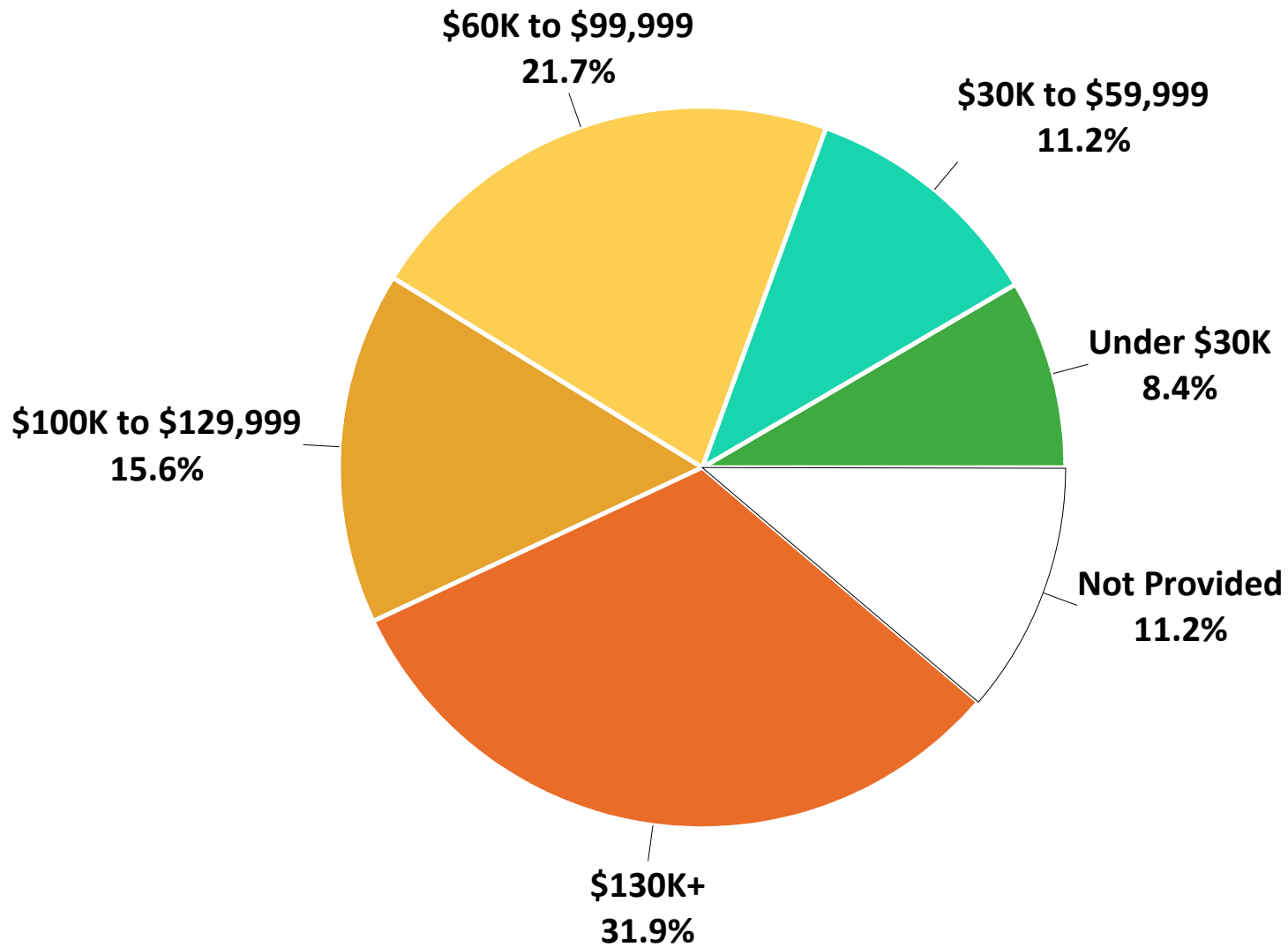
Q29. Demographics: Gender

by percentage of respondents



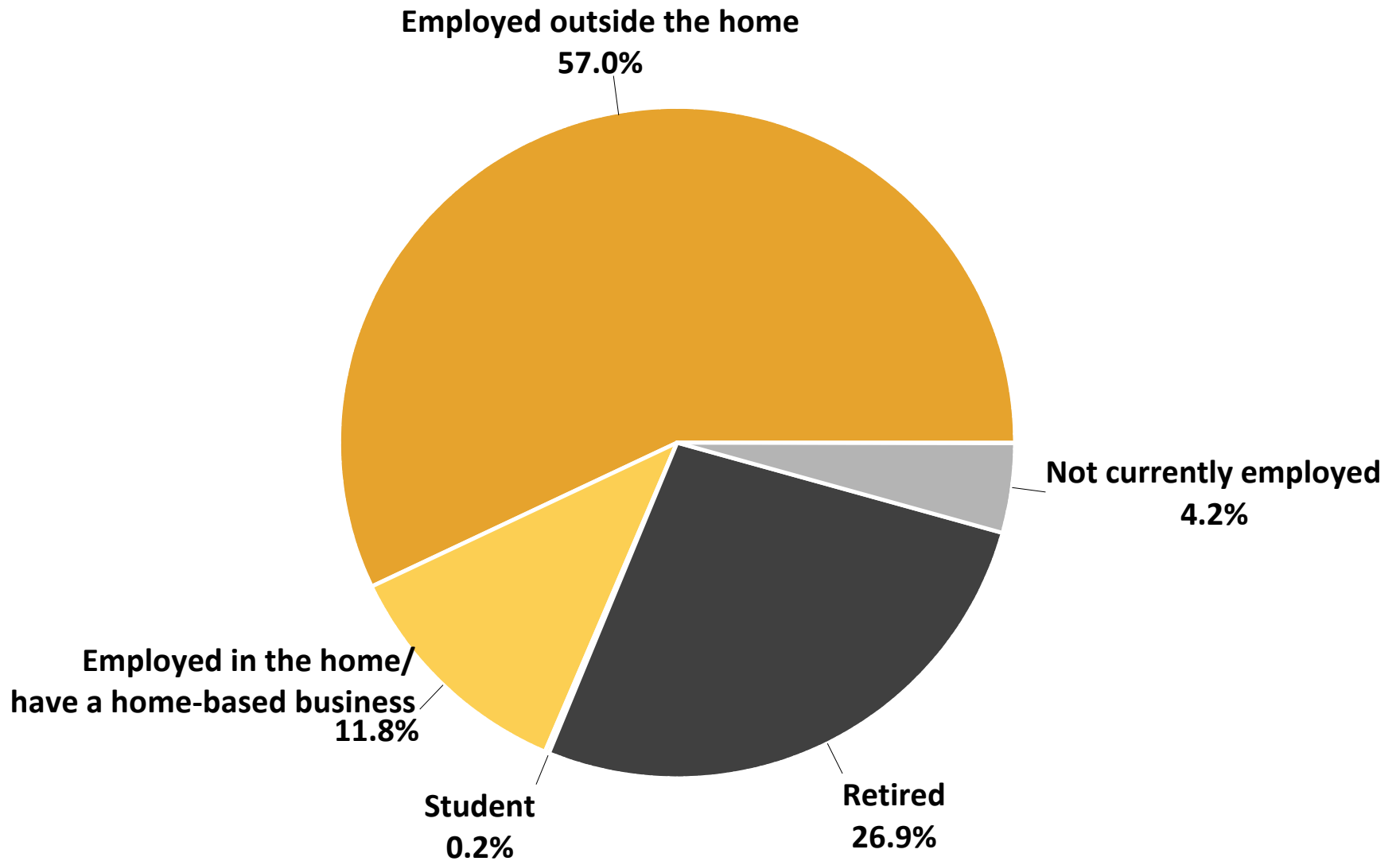
Q30. Demographics: Would you say your total household income is...

by percentage of respondents



Q31. Demographics: Which of the following best describes your current employment status?

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





2

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 2023 to a random sample of more than 10,000 residents across the United States, and (2) a regional survey administered during the summer of 2023 to a random sample of over 1,200 residents in the Northeast Region of the United States. The Northeast Region includes the states of Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island, and Vermont.

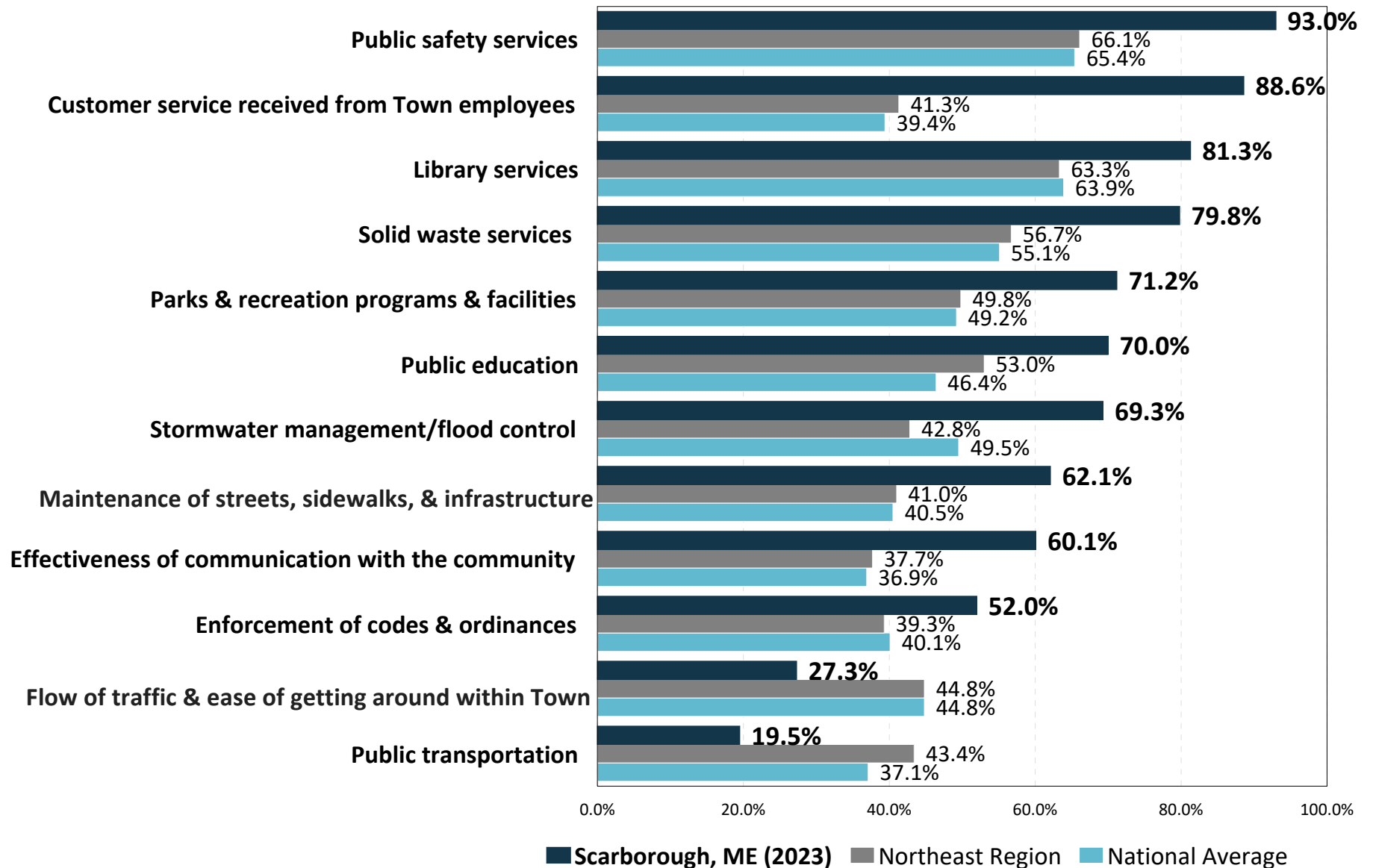
Interpreting the Graphs

The charts on the following pages show how the overall results for Scarborough compare to the average from communities in the Northeast Region and throughout the United States. The Town of Scarborough's results are shown as a dark blue bar, the Northeast regional averages are shown as a gray bar, and the National averages are shown as a light blue bar.

Satisfaction with Major Categories of Town Services

Scarborough vs. Northeast Region vs. the U.S.

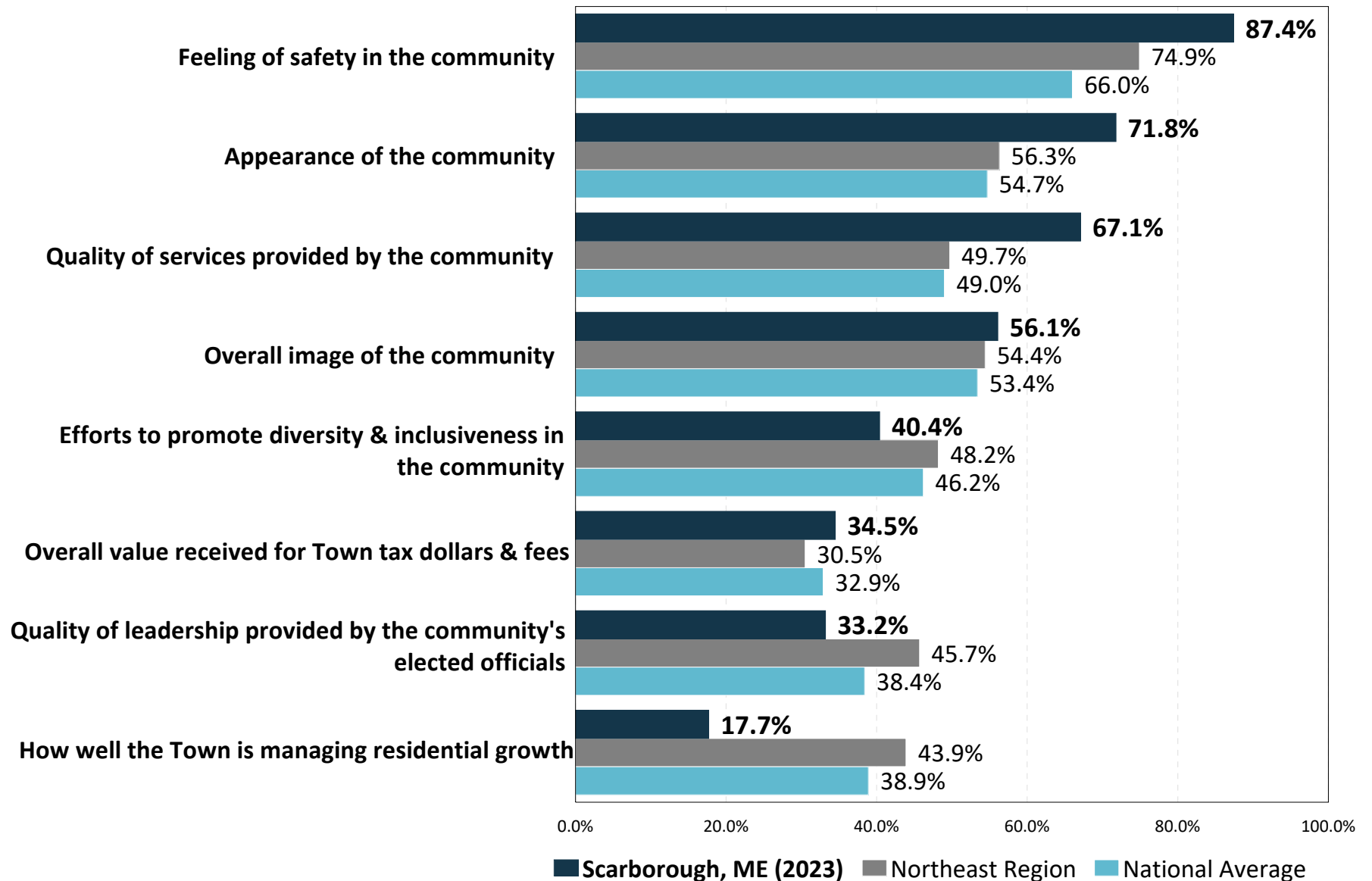
by sum percentage of respondents who were either *very satisfied* or *satisfied* with the service (excluding *don't know* responses)



Satisfaction with Community Perceptions

Scarborough vs. Northeast Region vs. the U.S.

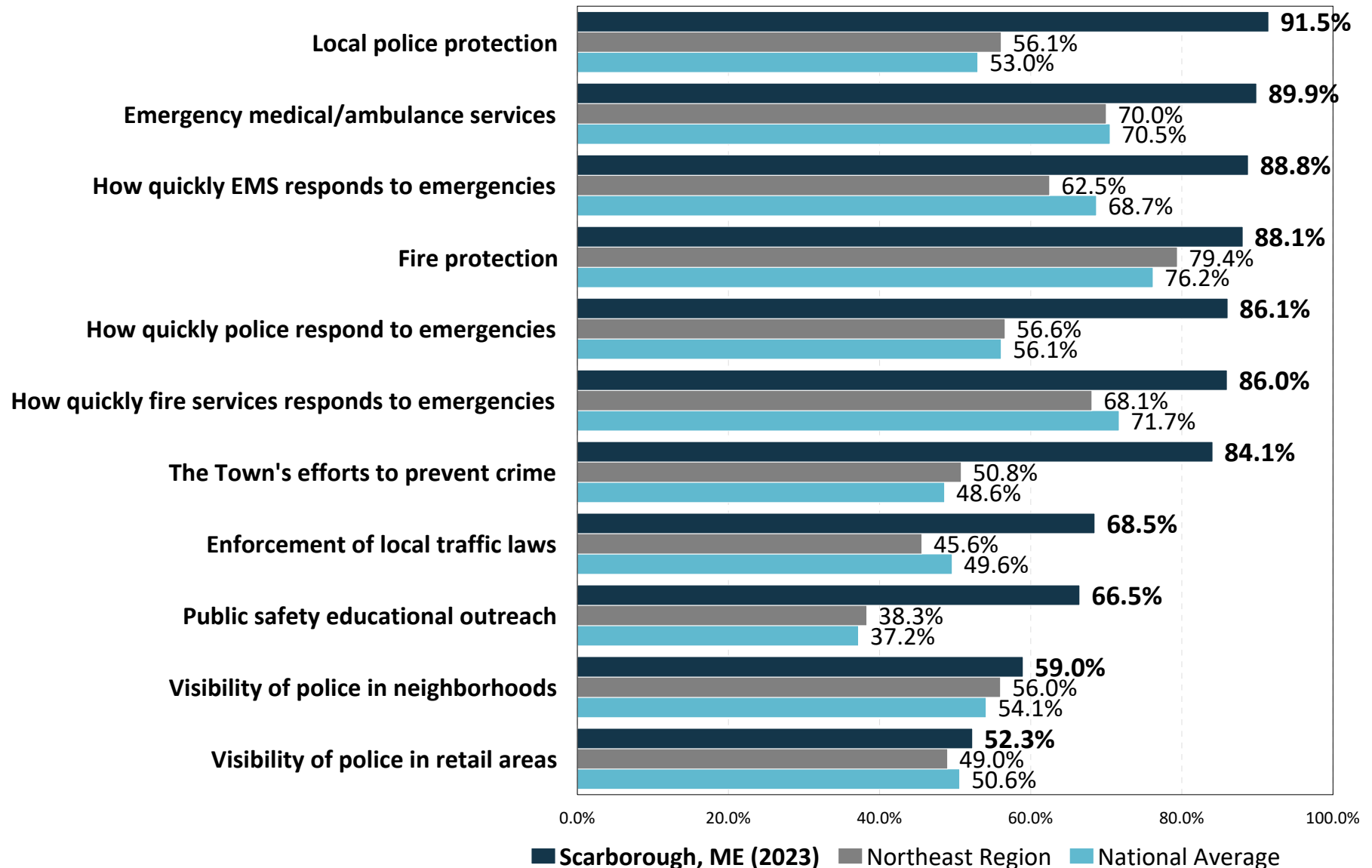
by sum percentage of respondents who were either *very satisfied* or *satisfied* with the service (excluding *don't know* responses)



Satisfaction with Public Safety

Scarborough vs. Northeast Region vs. the U.S.

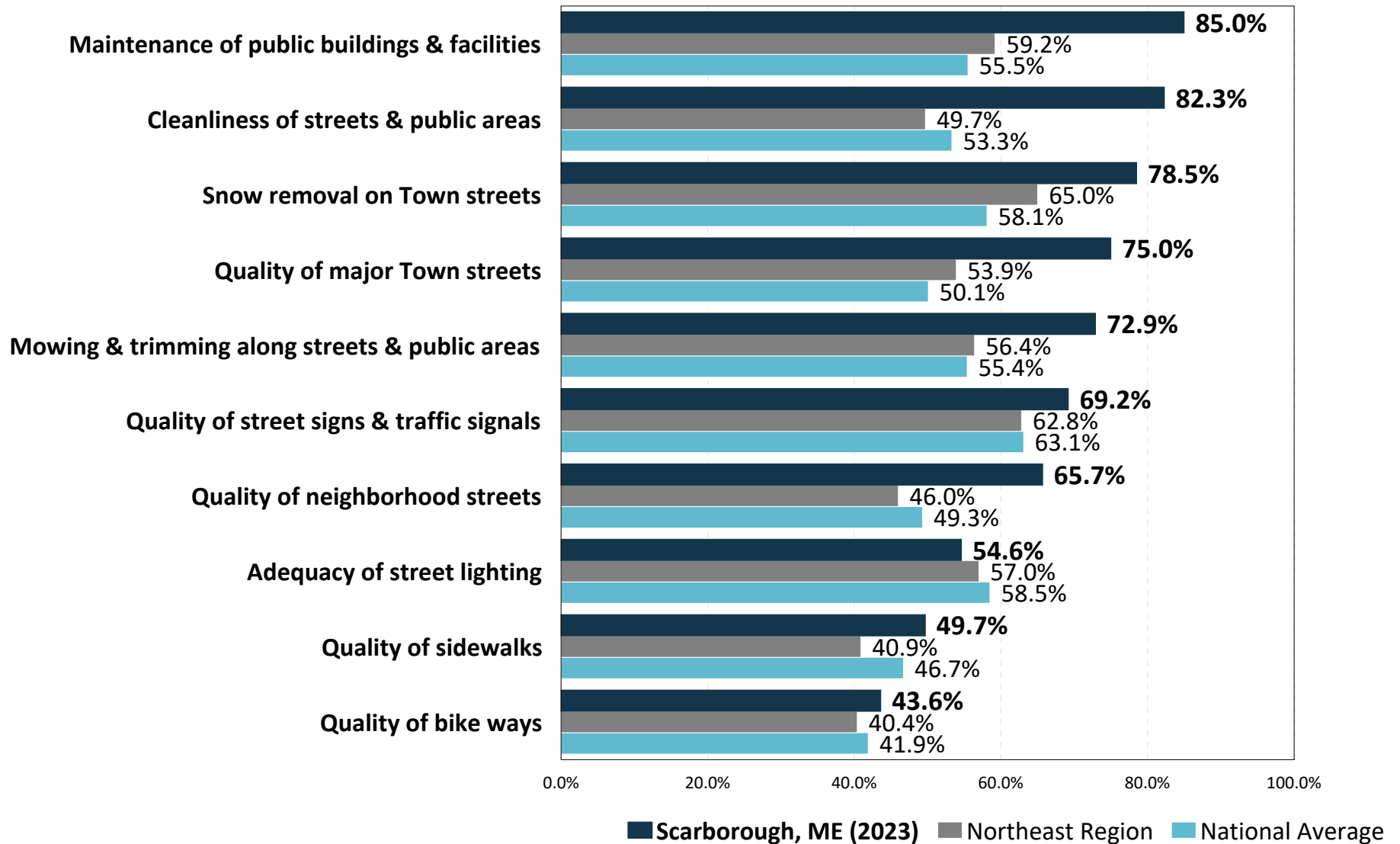
by sum percentage of respondents who were either *very satisfied* or *satisfied* with the service (excluding *don't know* responses)



Satisfaction with the Town's Infrastructure

Scarborough vs. Northeast Region vs. the U.S.

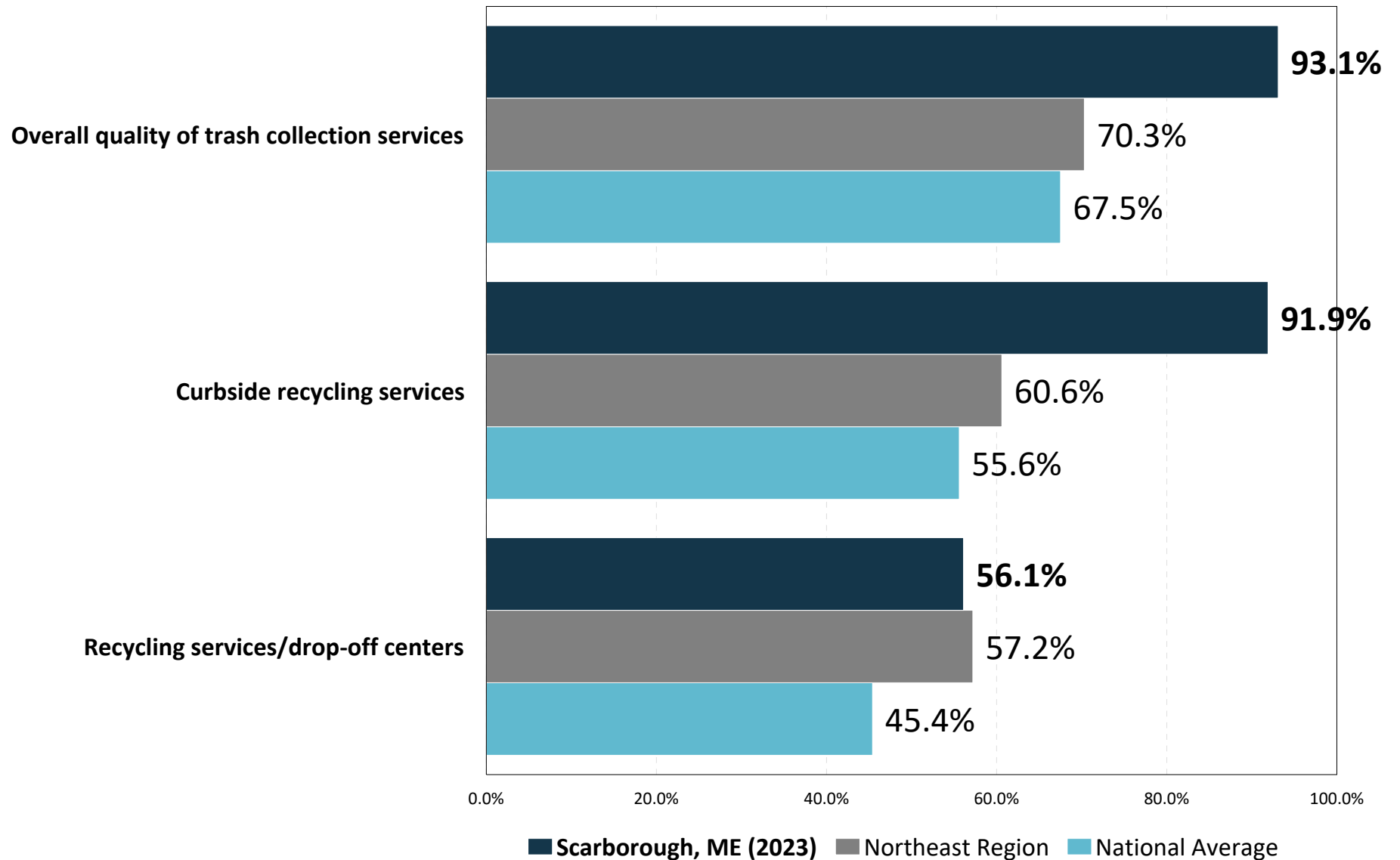
by sum percentage of respondents who were either *very satisfied* or *satisfied* with the service (excluding *don't know* responses)



Satisfaction with Trash and Recycling Services

Scarborough vs. Northeast Region vs. the U.S.

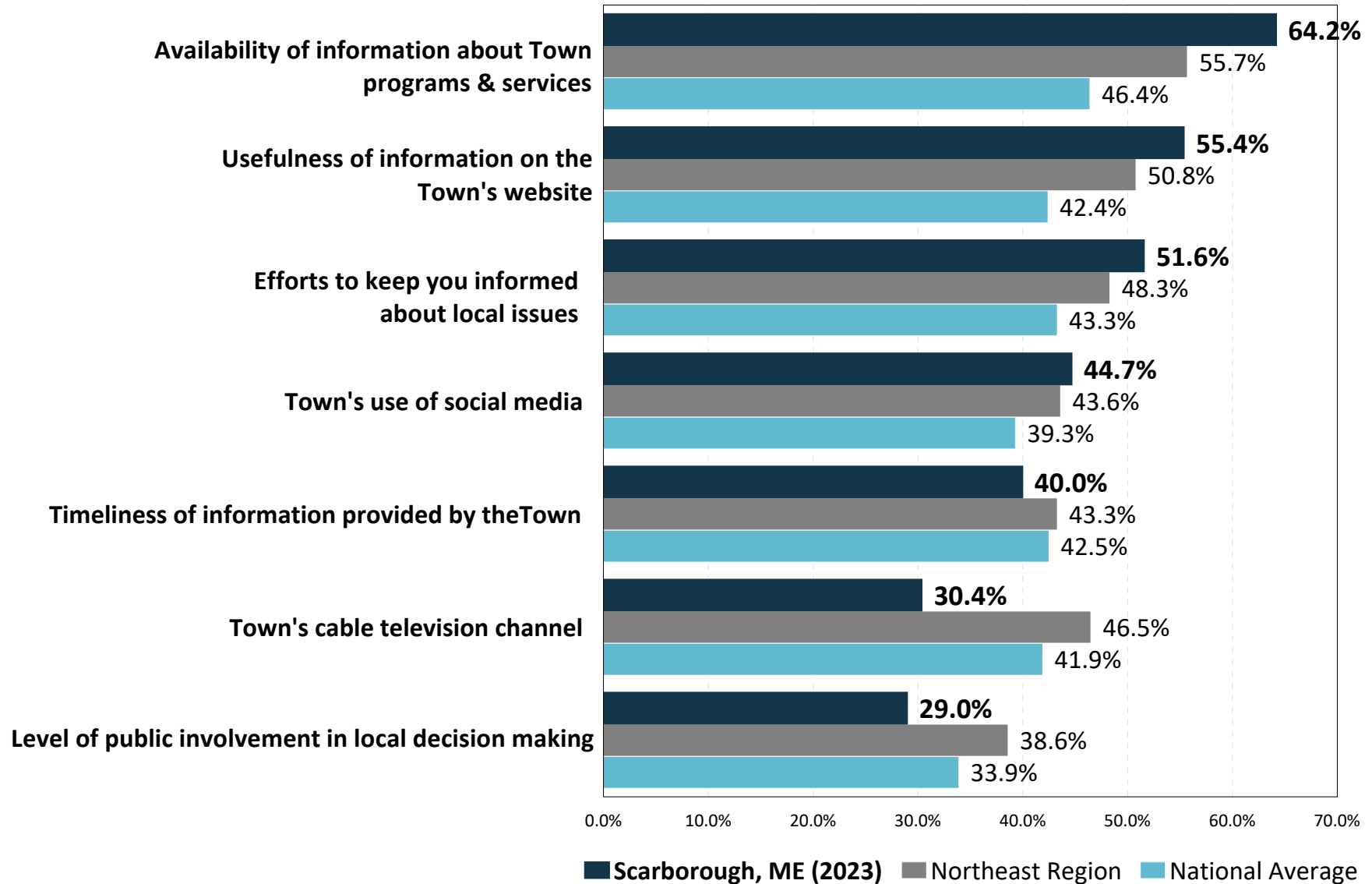
by sum percentage of respondents who were either *very satisfied* or *satisfied* with the service (excluding *don't know* responses)



Satisfaction with Communication Services

Scarborough vs. Northeast Region vs. the U.S.

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





3

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). The "don't know" responses are excluded from the calculation to ensure 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 the major categories of Town services that should receive the most emphasis over the next two years. Nearly two-thirds (65.4%) 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, 27.3% of respondents rated the Town's performance for *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 is calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example 65.4% was multiplied by 72.7% (1-0.273). This calculation yielded an I-S rating of 0.4755, which ranked first out of fourteen major categories of Town services 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)

Tables showing 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 (2023)

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)						
Flow of traffic & ease of getting around within Town	65.4%	1	27.3%	13	0.4755	1
High Priority (I-S = 0.10-0.20)						
Maintenance of Town streets, sidewalks, & infrastructure	35.0%	2	62.1%	10	0.1327	2
Effectiveness of communication with the community	27.8%	4	60.1%	11	0.1109	3
Public transportation	13.5%	8	19.5%	14	0.1087	4
Medium Priority (I-S < 0.10)						
Public education	31.9%	3	70.0%	7	0.0957	5
Enforcement of Town codes & ordinances	18.3%	6	52.0%	12	0.0878	6
Parks & recreation programs & facilities	19.2%	5	71.2%	6	0.0553	7
Town Hall hours of operation	11.0%	9	66.4%	9	0.0370	8
Stormwater management/flood control	6.9%	12	69.3%	8	0.0212	9
Solid waste services	10.3%	10	79.8%	5	0.0208	10
Public beaches & waterfront parks	13.9%	7	86.9%	3	0.0182	11
Library services	5.2%	13	81.3%	4	0.0097	12
Public safety services	8.3%	11	93.0%	1	0.0058	13
Customer service you receive from Town employees	4.4%	14	88.6%	2	0.0050	14

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 (2023) 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	31.9%	1	59.0%	16	0.1308	1
Medium Priority (I-S < 0.10)						
Enforcement of local traffic laws	31.6%	2	68.5%	14	0.0995	2
Visibility of police in retail areas	18.1%	4	52.3%	17	0.0863	3
The Town's efforts to prevent crime	31.4%	3	84.1%	10	0.0499	4
Public safety educational outreach	14.6%	6	66.5%	15	0.0489	5
Efforts to cooperate with the public to address their concerns	15.7%	5	74.4%	13	0.0402	6
How quickly police respond to emergencies	9.7%	9	86.1%	7	0.0135	7
How quickly EMS responds	10.5%	8	88.8%	3	0.0118	8
Overall quality of local police protection	13.5%	7	91.5%	1	0.0115	9
Attitude & behavior of officers towards citizens in your neighborhood	8.0%	10	86.1%	8	0.0111	10
How quickly fire services responds to emergencies	7.3%	12	86.0%	9	0.0102	11
Overall quality of fire protection	7.3%	13	88.1%	5	0.0087	12
Quality of service when calling 911 with an emergency	6.2%	14	86.7%	6	0.0082	13
Quality of emergency medical/ambulance services	7.9%	11	89.9%	2	0.0080	14
Quality of service when calling public safety for a non-emergency question or need	3.9%	16	81.3%	11	0.0073	15
Professionalism of police officers	5.5%	15	88.3%	4	0.0064	16
Quality of service from dispatch	2.5%	17	76.7%	12	0.0058	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 the 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 (2023)

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)						
Quantity of sidewalks	35.2%	1	31.2%	13	0.2422	1
High Priority (I-S = 0.10-0.20)						
Quantity of bike ways	25.2%	3	32.2%	12	0.1709	2
Adequacy of street lighting	29.0%	2	54.6%	8	0.1317	3
Quality of sidewalks	21.2%	5	49.7%	9	0.1066	4
Medium Priority (I-S < 0.10)						
Snow removal on sidewalks	16.8%	8	49.3%	10	0.0852	5
Quality of streets in your neighborhood	18.0%	7	65.7%	7	0.0617	6
Quality of bike ways	9.0%	12	43.6%	11	0.0508	7
Quality of street signs & traffic signals	16.4%	9	69.2%	6	0.0505	8
Snow removal on Town streets	23.4%	4	78.5%	3	0.0503	9
Quality of major Town streets	18.9%	6	75.0%	4	0.0473	10
Mowing & trimming along streets & public areas	11.7%	11	72.9%	5	0.0317	11
Cleanliness of streets & public areas	12.2%	10	82.3%	2	0.0216	12
Maintenance of public buildings & facilities	7.1%	13	85.0%	1	0.0107	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*.

A large, bold, dark blue number '4' is centered within a white circle. The circle has a dark blue outline. This graphic is positioned on the left side of a dark blue horizontal bar that spans the width of the page.

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=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall quality of customer service you receive from Town employees	46.7%	40.5%	8.1%	2.3%	0.8%	1.6%
Q1-2. Overall effectiveness of communication with the community	18.6%	40.1%	21.9%	11.8%	5.3%	2.3%
Q1-3. Overall enforcement of Town codes & ordinances	11.5%	31.9%	25.3%	9.9%	4.9%	16.4%
Q1-4. Overall flow of traffic & ease of getting around within Town	5.6%	21.4%	27.0%	28.1%	16.8%	1.2%
Q1-5. Overall quality of library services	35.0%	31.4%	13.2%	1.5%	0.7%	18.3%
Q1-6. Overall maintenance of Town streets, sidewalks, & infrastructure	14.1%	47.2%	21.2%	12.7%	3.5%	1.3%
Q1-7. Overall quality of parks & recreation programs & facilities	23.5%	42.9%	17.3%	7.7%	1.8%	6.7%
Q1-8. Overall quality of public safety services (police, fire, EMS)	46.9%	42.1%	5.1%	1.2%	0.5%	4.3%
Q1-9. Overall quality of public transportation	4.4%	6.3%	25.2%	11.8%	7.1%	45.2%
Q1-10. Overall quality of public education	21.2%	36.3%	16.6%	6.3%	1.8%	17.8%
Q1-11. Overall quality of solid waste services (trash, recycling, yard waste)	31.3%	45.7%	10.0%	7.1%	2.3%	3.6%
Q1-12. Overall quality of stormwater management/flood control	15.3%	41.9%	22.4%	2.6%	0.3%	17.4%
Q1-13. Overall quality of public beaches & waterfront parks	35.5%	48.8%	6.9%	4.6%	1.2%	3.0%
Q1-14. Town Hall hours of operation	21.9%	43.3%	15.5%	12.3%	5.3%	1.8%

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=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of customer service you receive from Town employees	47.5%	41.1%	8.2%	2.3%	0.8%
Q1-2. Overall effectiveness of communication with the community	19.0%	41.1%	22.4%	12.1%	5.4%
Q1-3. Overall enforcement of Town codes & ordinances	13.8%	38.2%	30.3%	11.8%	5.9%
Q1-4. Overall flow of traffic & ease of getting around within Town	5.7%	21.6%	27.3%	28.5%	17.0%
Q1-5. Overall quality of library services	42.9%	38.4%	16.1%	1.8%	0.8%
Q1-6. Overall maintenance of Town streets, sidewalks, & infrastructure	14.3%	47.8%	21.5%	12.8%	3.5%
Q1-7. Overall quality of parks & recreation programs & facilities	25.2%	46.0%	18.5%	8.3%	1.9%
Q1-8. Overall quality of public safety services (police, fire, EMS)	49.0%	44.0%	5.3%	1.2%	0.5%
Q1-9. Overall quality of public transportation	8.1%	11.4%	45.9%	21.6%	12.9%
Q1-10. Overall quality of public education	25.8%	44.2%	20.2%	7.6%	2.2%
Q1-11. Overall quality of solid waste services (trash, recycling, yard waste)	32.4%	47.4%	10.4%	7.3%	2.4%
Q1-12. Overall quality of stormwater management/ flood control	18.5%	50.8%	27.1%	3.2%	0.4%
Q1-13. Overall quality of public beaches & waterfront parks	36.6%	50.3%	7.1%	4.7%	1.2%

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")

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-14. Town Hall hours of operation	22.3%	44.1%	15.7%	12.6%	5.4%

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?

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of customer service you receive from Town employees	11	1.8 %
Overall effectiveness of communication with the community	54	8.9 %
Overall enforcement of Town codes & ordinances	29	4.8 %
Overall flow of traffic & ease of getting around within Town	241	39.6 %
Overall quality of library services	8	1.3 %
Overall maintenance of Town streets, sidewalks, & infrastructure	44	7.2 %
Overall quality of parks & recreation programs & facilities	25	4.1 %
Overall quality of public safety services (police, fire, EMS)	12	2.0 %
Overall quality of public transportation	15	2.5 %
Overall quality of public education	84	13.8 %
Overall quality of solid waste services (trash, recycling, yard waste)	16	2.6 %
Overall quality of stormwater management/flood control	8	1.3 %
Overall quality of public beaches & waterfront parks	19	3.1 %
Town Hall hours of operation	15	2.5 %
None chosen	27	4.4 %
Total	608	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?

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of customer service you receive from Town employees	8	1.3 %
Overall effectiveness of communication with the community	64	10.5 %
Overall enforcement of Town codes & ordinances	44	7.2 %
Overall flow of traffic & ease of getting around within Town	88	14.5 %
Overall quality of library services	14	2.3 %
Overall maintenance of Town streets, sidewalks, & infrastructure	107	17.6 %
Overall quality of parks & recreation programs & facilities	47	7.7 %
Overall quality of public safety services (police, fire, EMS)	20	3.3 %
Overall quality of public transportation	33	5.4 %
Overall quality of public education	52	8.6 %
Overall quality of solid waste services (trash, recycling, yard waste)	17	2.8 %
Overall quality of stormwater management/flood control	12	2.0 %
Overall quality of public beaches & waterfront parks	24	3.9 %
Town Hall hours of operation	25	4.1 %
None chosen	53	8.7 %
Total	608	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?

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of customer service you receive from Town employees	8	1.3 %
Overall effectiveness of communication with the community	51	8.4 %
Overall enforcement of Town codes & ordinances	38	6.3 %
Overall flow of traffic & ease of getting around within Town	69	11.3 %
Overall quality of library services	10	1.6 %
Overall maintenance of Town streets, sidewalks, & infrastructure	62	10.2 %
Overall quality of parks & recreation programs & facilities	45	7.4 %
Overall quality of public safety services (police, fire, EMS)	18	3.0 %
Overall quality of public transportation	34	5.6 %
Overall quality of public education	58	9.5 %
Overall quality of solid waste services (trash, recycling, yard waste)	30	4.9 %
Overall quality of stormwater management/flood control	22	3.6 %
Overall quality of public beaches & waterfront parks	42	6.9 %
Town Hall hours of operation	27	4.4 %
None chosen	94	15.5 %
Total	608	100.0 %

SUM OF TOP 3 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)

<u>Q2. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of customer service you receive from Town employees	27	4.4 %
Overall effectiveness of communication with the community	169	27.8 %
Overall enforcement of Town codes & ordinances	111	18.3 %
Overall flow of traffic & ease of getting around within Town	398	65.4 %
Overall quality of library services	32	5.2 %
Overall maintenance of Town streets, sidewalks, & infrastructure	213	35.0 %
Overall quality of parks & recreation programs & facilities	117	19.2 %
Overall quality of public safety services (police, fire, EMS)	50	8.3 %
Overall quality of public transportation	82	13.5 %
Overall quality of public education	194	31.9 %
Overall quality of solid waste services (trash, recycling, yard waste)	63	10.3 %
Overall quality of stormwater management/flood control	42	6.9 %
Overall quality of public beaches & waterfront parks	85	13.9 %
Town Hall hours of operation	67	11.0 %
None chosen	27	4.4 %
Total	1677	

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=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall appearance of Town	17.9%	53.6%	16.3%	11.2%	0.7%	0.3%
Q3-2. How well Town is managing residential growth	3.9%	13.5%	16.9%	24.7%	39.1%	1.8%
Q3-3. Overall image of Scarborough	11.3%	44.1%	24.5%	16.9%	2.0%	1.2%
Q3-4. Overall quality of leadership provided by Town's elected officials	6.1%	24.3%	29.3%	17.3%	14.6%	8.4%
Q3-5. Overall quality of services provided by Town	13.3%	52.0%	24.7%	6.1%	1.3%	2.6%
Q3-6. Overall value received for Town of Scarborough tax dollars & fees	6.7%	26.6%	28.8%	22.2%	12.5%	3.1%
Q3-7. Overall quality of life in Scarborough	25.0%	52.0%	15.8%	5.3%	1.6%	0.3%
Q3-8. Overall efforts to promote diversity & inclusiveness in the community	8.6%	23.4%	35.5%	8.6%	3.0%	21.1%
Q3-9. Availability of affordable housing	3.8%	10.4%	24.7%	27.0%	18.6%	15.6%
Q3-10. Variety of housing options	5.8%	19.1%	31.1%	22.2%	9.5%	12.3%
Q3-11. Overall feeling of safety in Scarborough	28.1%	59.0%	8.9%	2.6%	1.0%	0.3%

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=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall appearance of Town	18.0%	53.8%	16.3%	11.2%	0.7%
Q3-2. How well Town is managing residential growth	4.0%	13.7%	17.3%	25.1%	39.9%
Q3-3. Overall image of Scarborough	11.5%	44.6%	24.8%	17.1%	2.0%
Q3-4. Overall quality of leadership provided by Town's elected officials	6.6%	26.6%	32.0%	18.9%	16.0%
Q3-5. Overall quality of services provided by Town	13.7%	53.4%	25.3%	6.3%	1.4%
Q3-6. Overall value received for Town of Scarborough tax dollars & fees	7.0%	27.5%	29.7%	22.9%	12.9%
Q3-7. Overall quality of life in Scarborough	25.1%	52.1%	15.8%	5.3%	1.7%
Q3-8. Overall efforts to promote diversity & inclusiveness in the community	10.8%	29.6%	45.0%	10.8%	3.8%
Q3-9. Availability of affordable housing	4.5%	12.3%	29.2%	32.0%	22.0%
Q3-10. Variety of housing options	6.6%	21.8%	35.5%	25.3%	10.9%
Q3-11. Overall feeling of safety in Scarborough	28.2%	59.2%	8.9%	2.6%	1.0%

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=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. Overall quality of local police protection	37.5%	49.3%	7.1%	1.0%	0.0%	5.1%
Q4-2. Town's efforts to prevent crime	24.2%	50.0%	12.7%	1.2%	0.2%	11.8%
Q4-3. Enforcement of local traffic laws	18.9%	45.2%	14.6%	11.2%	3.6%	6.4%
Q4-4. How quickly police respond to emergencies	29.3%	34.7%	9.5%	0.8%	0.0%	25.7%
Q4-5. Public safety educational outreach	15.8%	32.9%	21.2%	3.0%	0.3%	26.8%
Q4-6. Visibility of police in neighborhoods	14.6%	40.8%	27.1%	8.7%	2.8%	5.9%
Q4-7. Visibility of police in retail areas	13.2%	32.7%	35.0%	5.9%	0.8%	12.3%
Q4-8. Overall quality of fire protection	33.4%	42.3%	9.7%	0.5%	0.0%	14.1%
Q4-9. How quickly fire services responds to emergencies	32.1%	30.4%	9.2%	0.8%	0.2%	27.3%
Q4-10. Overall quality of emergency medical/ambulance services	35.4%	34.5%	7.1%	0.7%	0.2%	22.2%
Q4-11. Quality of service when calling 911 with an emergency	29.6%	25.2%	7.4%	1.0%	0.0%	36.8%
Q4-12. Quality of service when calling public safety for a non-emergency question or need	24.2%	34.5%	11.7%	1.5%	0.3%	27.8%
Q4-13. Quality of service from dispatch when you come to the public safety building	17.9%	23.2%	11.5%	0.7%	0.3%	46.4%
Q4-14. How quickly emergency medical services responds to emergencies	28.8%	29.4%	6.1%	1.0%	0.3%	34.4%

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.

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-15. Professionalism of police officers	36.0%	41.0%	8.4%	1.3%	0.5%	12.8%
Q4-16. Attitude & behavior of officers towards citizens in your neighborhood	33.1%	37.2%	9.5%	1.2%	0.7%	18.4%
Q4-17. Efforts to cooperate with the public to address their concern	22.5%	35.9%	14.3%	4.3%	1.5%	21.5%

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=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. Overall quality of local police protection	39.5%	52.0%	7.5%	1.0%	0.0%
Q4-2. Town's efforts to prevent crime	27.4%	56.7%	14.4%	1.3%	0.2%
Q4-3. Enforcement of local traffic laws	20.2%	48.3%	15.6%	12.0%	3.9%
Q4-4. How quickly police respond to emergencies	39.4%	46.7%	12.8%	1.1%	0.0%
Q4-5. Public safety educational outreach	21.6%	44.9%	29.0%	4.0%	0.4%
Q4-6. Visibility of police in neighborhoods	15.6%	43.4%	28.8%	9.3%	3.0%
Q4-7. Visibility of police in retail areas	15.0%	37.3%	40.0%	6.8%	0.9%
Q4-8. Overall quality of fire protection	38.9%	49.2%	11.3%	0.6%	0.0%
Q4-9. How quickly fire services responds to emergencies	44.1%	41.9%	12.7%	1.1%	0.2%
Q4-10. Overall quality of emergency medical/ ambulance services	45.5%	44.4%	9.1%	0.8%	0.2%
Q4-11. Quality of service when calling 911 with an emergency	46.9%	39.8%	11.7%	1.6%	0.0%
Q4-12. Quality of service when calling public safety for a non-emergency question or need	33.5%	47.8%	16.2%	2.1%	0.5%
Q4-13. Quality of service from dispatch when you come to the public safety building	33.4%	43.3%	21.5%	1.2%	0.6%

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")

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-14. How quickly emergency medical services responds to emergencies	43.9%	44.9%	9.3%	1.5%	0.5%
Q4-15. Professionalism of police officers	41.3%	47.0%	9.6%	1.5%	0.6%
Q4-16. Attitude & behavior of officers towards citizens in your neighborhood	40.5%	45.6%	11.7%	1.4%	0.8%
Q4-17. Efforts to cooperate with the public to address their concern	28.7%	45.7%	18.2%	5.5%	1.9%

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?

<u>Q5. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of local police protection	37	6.1 %
Town's efforts to prevent crime	106	17.4 %
Enforcement of local traffic laws	122	20.1 %
How quickly police respond to emergencies	22	3.6 %
Public safety educational outreach	29	4.8 %
Visibility of police in neighborhoods	64	10.5 %
Visibility of police in retail areas	25	4.1 %
Overall quality of fire protection	6	1.0 %
How quickly fire services responds to emergencies	13	2.1 %
Overall quality of emergency medical/ambulance services	8	1.3 %
Quality of service when calling 911 with an emergency	10	1.6 %
Quality of service when calling public safety for a non-emergency question or need	5	0.8 %
Quality of service from dispatch when you come to the public safety building	3	0.5 %
How quickly emergency medical services responds to emergencies	13	2.1 %
Professionalism of police officers	9	1.5 %
Attitude & behavior of officers towards citizens in your neighborhood	9	1.5 %
Efforts to cooperate with the public to address their concern	27	4.4 %
<u>None chosen</u>	<u>100</u>	<u>16.4 %</u>
Total	608	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?

<u>Q5. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of local police protection	20	3.3 %
Town's efforts to prevent crime	46	7.6 %
Enforcement of local traffic laws	46	7.6 %
How quickly police respond to emergencies	19	3.1 %
Public safety educational outreach	30	4.9 %
Visibility of police in neighborhoods	77	12.7 %
Visibility of police in retail areas	57	9.4 %
Overall quality of fire protection	18	3.0 %
How quickly fire services responds to emergencies	19	3.1 %
Overall quality of emergency medical/ambulance services	15	2.5 %
Quality of service when calling 911 with an emergency	18	3.0 %
Quality of service when calling public safety for a non-emergency question or need	8	1.3 %
Quality of service from dispatch when you come to the public safety building	6	1.0 %
How quickly emergency medical services responds to emergencies	19	3.1 %
Professionalism of police officers	12	2.0 %
Attitude & behavior of officers towards citizens in your neighborhood	18	3.0 %
Efforts to cooperate with the public to address their concern	25	4.1 %
<u>None chosen</u>	<u>155</u>	<u>25.5 %</u>
Total	608	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?

<u>Q5. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of local police protection	25	4.1 %
Town's efforts to prevent crime	39	6.4 %
Enforcement of local traffic laws	24	3.9 %
How quickly police respond to emergencies	18	3.0 %
Public safety educational outreach	30	4.9 %
Visibility of police in neighborhoods	53	8.7 %
Visibility of police in retail areas	28	4.6 %
Overall quality of fire protection	20	3.3 %
How quickly fire services responds to emergencies	13	2.1 %
Overall quality of emergency medical/ambulance services	25	4.1 %
Quality of service when calling 911 with an emergency	10	1.6 %
Quality of service when calling public safety for a non-emergency question or need	11	1.8 %
Quality of service from dispatch when you come to the public safety building	6	1.0 %
How quickly emergency medical services responds to emergencies	32	5.3 %
Professionalism of police officers	12	2.0 %
Attitude & behavior of officers towards citizens in your neighborhood	21	3.5 %
Efforts to cooperate with the public to address their concern	44	7.2 %
<u>None chosen</u>	<u>197</u>	<u>32.4 %</u>
Total	608	100.0 %

SUM OF TOP 3 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)**

<u>Q5. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of local police protection	82	13.5 %
Town's efforts to prevent crime	191	31.4 %
Enforcement of local traffic laws	192	31.6 %
How quickly police respond to emergencies	59	9.7 %
Public safety educational outreach	89	14.6 %
Visibility of police in neighborhoods	194	31.9 %
Visibility of police in retail areas	110	18.1 %
Overall quality of fire protection	44	7.3 %
How quickly fire services responds to emergencies	45	7.3 %
Overall quality of emergency medical/ambulance services	48	7.9 %
Quality of service when calling 911 with an emergency	38	6.2 %
Quality of service when calling public safety for a non-emergency question or need	24	3.9 %
Quality of service from dispatch when you come to the public safety building	15	2.5 %
How quickly emergency medical services responds to emergencies	64	10.5 %
Professionalism of police officers	33	5.5 %
Attitude & behavior of officers towards citizens in your neighborhood	48	8.0 %
Efforts to cooperate with the public to address their concern	96	15.7 %
None chosen	100	16.4 %
Total	1472	

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

Q6. Have you called 911 to request police, fire, or emergency medical/ambulance services in past 12 months

	Number	Percent
Yes	108	17.8 %
No	497	81.7 %
Not provided	3	0.5 %
Total	608	100.0 %

WITHOUT "DON'T KNOW"

Q6. In the past 12 months, have you or any members of your household called 911 to request police, fire, or emergency medical/ambulance services? (without "not provided")

Q6. Have you called 911 to request police, fire, or emergency medical/ambulance services in past 12 months

	Number	Percent
Yes	108	17.9 %
No	497	82.1 %
Total	605	100.0 %

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

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

	Number	Percent
Very satisfied	79	73.1 %
Satisfied	21	19.4 %
Neutral	6	5.6 %
Dissatisfied	1	0.9 %
Don't know	1	0.9 %
Total	108	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")**

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

	Number	Percent
Very satisfied	79	73.8 %
Satisfied	21	19.6 %
Neutral	6	5.6 %
Dissatisfied	1	0.9 %
Total	107	100.0 %

Q7. 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=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Overall quality of trash collection services	48.5%	37.8%	3.9%	1.8%	0.7%	7.2%
Q7-2. Curbside recycling services	48.2%	35.5%	4.8%	1.6%	1.0%	8.9%
Q7-3. Recycling services/drop-off centers	19.2%	25.0%	15.1%	13.5%	5.9%	21.2%

WITHOUT "DON'T KNOW"

Q7. 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=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Overall quality of trash collection services	52.3%	40.8%	4.3%	2.0%	0.7%
Q7-2. Curbside recycling services	52.9%	39.0%	5.2%	1.8%	1.1%
Q7-3. Recycling services/drop-off centers	24.4%	31.7%	19.2%	17.1%	7.5%

Q8. 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=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8-1. Adequacy of street lighting	10.5%	42.6%	23.2%	16.4%	4.4%	2.8%
Q8-2. Cleanliness of streets & public areas	19.1%	61.5%	11.8%	5.1%	0.5%	2.0%
Q8-3. Quality of major Town streets	14.8%	58.7%	16.0%	7.9%	0.7%	2.0%
Q8-4. Quality of streets in your neighborhood	16.1%	47.5%	17.3%	12.2%	3.8%	3.1%
Q8-5. Quality of street signs & traffic signals	16.9%	51.0%	20.7%	7.9%	1.6%	1.8%
Q8-6. Maintenance of public buildings & facilities	25.7%	53.5%	11.8%	1.6%	0.5%	6.9%
Q8-7. Mowing & trimming along streets & public areas	18.1%	52.1%	16.3%	7.9%	2.0%	3.6%
Q8-8. Snow removal on Town streets	22.5%	53.8%	12.0%	7.4%	1.5%	2.8%
Q8-9. Snow removal on sidewalks	10.7%	28.6%	25.0%	9.4%	6.1%	20.2%
Q8-10. Quality of bike ways	8.1%	24.7%	22.7%	13.0%	6.6%	25.0%
Q8-11. Quantity of bike ways	6.9%	17.9%	22.5%	17.9%	11.8%	22.9%
Q8-12. Quality of sidewalks	9.4%	32.6%	26.2%	11.0%	5.3%	15.6%
Q8-13. Quantity of sidewalks	7.4%	19.7%	20.7%	25.0%	14.0%	13.2%

WITHOUT "DON'T KNOW"

Q8. 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=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-1. Adequacy of street lighting	10.8%	43.8%	23.9%	16.9%	4.6%
Q8-2. Cleanliness of streets & public areas	19.5%	62.8%	12.1%	5.2%	0.5%
Q8-3. Quality of major Town streets	15.1%	59.9%	16.3%	8.1%	0.7%
Q8-4. Quality of streets in your neighborhood	16.6%	49.1%	17.8%	12.6%	3.9%
Q8-5. Quality of street signs & traffic signals	17.3%	51.9%	21.1%	8.0%	1.7%
Q8-6. Maintenance of public buildings & facilities	27.6%	57.4%	12.7%	1.8%	0.5%
Q8-7. Mowing & trimming along streets & public areas	18.8%	54.1%	16.9%	8.2%	2.0%
Q8-8. Snow removal on Town streets	23.2%	55.3%	12.4%	7.6%	1.5%
Q8-9. Snow removal on sidewalks	13.4%	35.9%	31.3%	11.8%	7.6%
Q8-10. Quality of bike ways	10.7%	32.9%	30.3%	17.3%	8.8%
Q8-11. Quantity of bike ways	9.0%	23.2%	29.2%	23.2%	15.4%
Q8-12. Quality of sidewalks	11.1%	38.6%	31.0%	13.1%	6.2%
Q8-13. Quantity of sidewalks	8.5%	22.7%	23.9%	28.8%	16.1%

Q9. Which THREE of the infrastructure items listed in Question 8 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years?

<u>Q9. Top choice</u>	<u>Number</u>	<u>Percent</u>
Adequacy of street lighting	78	12.8 %
Cleanliness of streets & public areas	23	3.8 %
Quality of major Town streets	48	7.9 %
Quality of streets in your neighborhood	38	6.3 %
Quality of street signs & traffic signals	31	5.1 %
Maintenance of public buildings & facilities	18	3.0 %
Mowing & trimming along streets & public areas	16	2.6 %
Snow removal on Town streets	56	9.2 %
Snow removal on sidewalks	26	4.3 %
Quality of bike ways	13	2.1 %
Quantity of bike ways	53	8.7 %
Quality of sidewalks	35	5.8 %
Quantity of sidewalks	101	16.6 %
None chosen	72	11.8 %
Total	608	100.0 %

Q9. Which THREE of the infrastructure items listed in Question 8 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years?

<u>Q9. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Adequacy of street lighting	41	6.7 %
Cleanliness of streets & public areas	26	4.3 %
Quality of major Town streets	31	5.1 %
Quality of streets in your neighborhood	43	7.1 %
Quality of street signs & traffic signals	39	6.4 %
Maintenance of public buildings & facilities	11	1.8 %
Mowing & trimming along streets & public areas	21	3.5 %
Snow removal on Town streets	48	7.9 %
Snow removal on sidewalks	41	6.7 %
Quality of bike ways	28	4.6 %
Quantity of bike ways	65	10.7 %
Quality of sidewalks	44	7.2 %
Quantity of sidewalks	62	10.2 %
None chosen	108	17.8 %
Total	608	100.0 %

Q9. Which THREE of the infrastructure items listed in Question 8 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years?

<u>Q9. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Adequacy of street lighting	58	9.5 %
Cleanliness of streets & public areas	25	4.1 %
Quality of major Town streets	36	5.9 %
Quality of streets in your neighborhood	28	4.6 %
Quality of street signs & traffic signals	30	4.9 %
Maintenance of public buildings & facilities	14	2.3 %
Mowing & trimming along streets & public areas	34	5.6 %
Snow removal on Town streets	38	6.3 %
Snow removal on sidewalks	35	5.8 %
Quality of bike ways	14	2.3 %
Quantity of bike ways	35	5.8 %
Quality of sidewalks	50	8.2 %
Quantity of sidewalks	51	8.4 %
None chosen	160	26.3 %
Total	608	100.0 %

SUM OF TOP 3 CHOICES

Q9. Which THREE of the infrastructure items listed in Question 8 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years? (top 3)

<u>Q9. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Adequacy of street lighting	177	29.0 %
Cleanliness of streets & public areas	74	12.2 %
Quality of major Town streets	115	18.9 %
Quality of streets in your neighborhood	109	18.0 %
Quality of street signs & traffic signals	100	16.4 %
Maintenance of public buildings & facilities	43	7.1 %
Mowing & trimming along streets & public areas	71	11.7 %
Snow removal on Town streets	142	23.4 %
Snow removal on sidewalks	102	16.8 %
Quality of bike ways	55	9.0 %
Quantity of bike ways	153	25.2 %
Quality of sidewalks	129	21.2 %
Quantity of sidewalks	214	35.2 %
None chosen	72	11.8 %
Total	1556	

Q10. 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=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-1. Ease of getting around within Town of Scarborough	10.0%	41.0%	21.7%	18.1%	6.6%	2.6%
Q10-2. How well traffic signal system provides for efficient traffic flow	7.1%	30.9%	22.5%	29.6%	8.4%	1.5%
Q10-3. Availability of sidewalks	6.1%	19.2%	27.5%	27.3%	10.5%	9.4%
Q10-4. Availability of public parking	10.5%	46.1%	24.7%	8.7%	2.5%	7.6%
Q10-5. Ease of travel by bicycle in Scarborough	3.6%	9.0%	22.7%	22.7%	11.0%	30.9%
Q10-6. Ease of pedestrian travel in Scarborough	3.0%	15.0%	28.0%	24.2%	13.2%	16.8%
Q10-7. Availability of bikeways	3.8%	11.2%	23.7%	21.2%	11.0%	29.1%

WITHOUT "DON'T KNOW"

Q10. 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=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Ease of getting around within Town of Scarborough	10.3%	42.1%	22.3%	18.6%	6.8%
Q10-2. How well traffic signal system provides for efficient traffic flow	7.2%	31.4%	22.9%	30.1%	8.5%
Q10-3. Availability of sidewalks	6.7%	21.2%	30.3%	30.1%	11.6%
Q10-4. Availability of public parking	11.4%	49.8%	26.7%	9.4%	2.7%
Q10-5. Ease of travel by bicycle in Scarborough	5.2%	13.1%	32.9%	32.9%	16.0%
Q10-6. Ease of pedestrian travel in Scarborough	3.6%	18.0%	33.6%	29.1%	15.8%
Q10-7. Availability of bikeways	5.3%	15.8%	33.4%	29.9%	15.5%

Q11. 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=608)

	Much too slow	Too slow	Just right	Too fast	Much too fast	Don't know
Q11-1. Single-family residential development (includes townhomes)	1.8%	4.4%	18.3%	23.4%	45.1%	7.1%
Q11-2. Multi-family residential development (apartments)	3.3%	8.4%	13.7%	19.6%	46.9%	8.2%
Q11-3. Income restricted affordable housing	11.8%	26.6%	14.3%	8.6%	15.5%	23.2%
Q11-4. Workforce housing options	10.5%	21.7%	13.3%	4.4%	13.5%	36.5%
Q11-5. Retail & business development	3.8%	11.2%	41.1%	16.3%	19.9%	7.7%
Q11-6. Redevelopment of abandoned or under-utilized properties	13.8%	28.9%	17.8%	4.4%	5.4%	29.6%

WITHOUT "DON'T KNOW"

Q11. 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=608)

	Much too slow	Too slow	Just right	Too fast	Much too fast
Q11-1. Single-family residential development (includes townhomes)	1.9%	4.8%	19.6%	25.1%	48.5%
Q11-2. Multi-family residential development (apartments)	3.6%	9.1%	14.9%	21.3%	51.1%
Q11-3. Income restricted affordable housing	15.4%	34.7%	18.6%	11.1%	20.1%
Q11-4. Workforce housing options	16.6%	34.2%	21.0%	7.0%	21.2%
Q11-5. Retail & business development	4.1%	12.1%	44.6%	17.6%	21.6%
Q11-6. Redevelopment of abandoned or under-utilized properties	19.6%	41.1%	25.2%	6.3%	7.7%

Q12. In the 2021 Community Survey, 52% of residents were either dissatisfied or very dissatisfied with how well the Town is managing residential growth. Of the issues listed below that are regularly cited and perceived to be attributable to an increase in residential growth, using a scale of 1 to 5, where 5 means "Very Concerned" and 1 means "Not Concerned at All," please rate your level of concern for each of the following.

(N=608)

	Very concerned	Concerned	Somewhat concerned	Not concerned	Not concerned at all	Don't know
Q12-1. Increased travel or commute times	38.0%	29.8%	15.8%	10.0%	2.1%	4.3%
Q12-2. Increased impact on trails & conservation land	23.2%	23.4%	20.2%	22.9%	4.3%	6.1%
Q12-3. Increased demand for Town athletic facilities (e.g., courts, fields)	18.8%	17.1%	22.7%	23.8%	7.6%	10.0%
Q12-4. Increased demand for municipal beach parking & facilities	29.1%	29.1%	20.7%	13.5%	2.0%	5.6%
Q12-5. Increased calls for emergency services (police & EMS)	20.7%	25.7%	22.2%	17.4%	3.3%	10.7%
Q12-6. Increased impact to public infrastructure (e.g., roadways to be maintained, public sewer & water)	31.7%	32.6%	21.9%	7.7%	1.2%	4.9%
Q12-7. Increased student enrollment in school district	46.5%	22.0%	13.2%	9.0%	2.3%	6.9%
Q12-8. Increased municipal budget & property taxes	63.2%	15.5%	11.7%	5.9%	1.2%	2.6%
Q12-9. Increased competition for essential retail locations (e.g., grocery stores, gas stations, banks, restaurants)	11.3%	17.6%	24.7%	32.4%	7.9%	6.1%
Q12-10. Other	71.1%	15.7%	9.6%	0.0%	1.2%	2.4%

WITHOUT "DON'T KNOW"

Q12. In the 2021 Community Survey, 52% of residents were either dissatisfied or very dissatisfied with how well the Town is managing residential growth. Of the issues listed below that are regularly cited and perceived to be attributable to an increase in residential growth, using a scale of 1 to 5, where 5 means "Very Concerned" and 1 means "Not Concerned at All," please rate your level of concern for each of the following. (without "don't know")

(N=608)

	Very concerned	Concerned	Somewhat concerned	Not concerned	Not concerned at all
Q12-1. Increased travel or commute times	39.7%	31.1%	16.5%	10.5%	2.2%
Q12-2. Increased impact on trails & conservation land	24.7%	24.9%	21.5%	24.3%	4.6%
Q12-3. Increased demand for Town athletic facilities (e.g., courts, fields)	20.8%	19.0%	25.2%	26.5%	8.4%
Q12-4. Increased demand for municipal beach parking & facilities	30.8%	30.8%	22.0%	14.3%	2.1%
Q12-5. Increased calls for emergency services (police & EMS)	23.2%	28.7%	24.9%	19.5%	3.7%
Q12-6. Increased impact to public infrastructure (e.g., roadways to be maintained, public sewer & water)	33.4%	34.3%	23.0%	8.1%	1.2%
Q12-7. Increased student enrollment in school district	50.0%	23.7%	14.1%	9.7%	2.5%
Q12-8. Increased municipal budget & property taxes	64.9%	15.9%	12.0%	6.1%	1.2%
Q12-9. Increased competition for essential retail locations (e.g., grocery stores, gas stations, banks, restaurants)	12.1%	18.7%	26.3%	34.5%	8.4%
Q12-10. Other	72.8%	16.0%	9.9%	0.0%	1.2%

Q13. Which THREE of the items perceived growth impacts listed in Question 12 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years?

<u>Q13. Top choice</u>	<u>Number</u>	<u>Percent</u>
Increased travel or commute times	95	15.6 %
Increased impact on trails & conservation land	33	5.4 %
Increased demand for Town athletic facilities (e.g., courts, fields)	16	2.6 %
Increased demand for municipal beach parking & facilities	35	5.8 %
Increased calls for emergency services (police & EMS)	33	5.4 %
Increased impact to public infrastructure (e.g., roadways to be maintained, public sewer & water)	49	8.1 %
Increased student enrollment in school district	124	20.4 %
Increased municipal budget & property taxes	169	27.8 %
Increased competition for essential retail locations (e.g., grocery stores, gas stations, banks, restaurants)	2	0.3 %
Other	18	3.0 %
None chosen	34	5.6 %
Total	608	100.0 %

Q13. Which THREE of the items perceived growth impacts listed in Question 12 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years?

<u>Q13. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Increased travel or commute times	75	12.3 %
Increased impact on trails & conservation land	29	4.8 %
Increased demand for Town athletic facilities (e.g., courts, fields)	24	3.9 %
Increased demand for municipal beach parking & facilities	50	8.2 %
Increased calls for emergency services (police & EMS)	54	8.9 %
Increased impact to public infrastructure (e.g., roadways to be maintained, public sewer & water)	89	14.6 %
Increased student enrollment in school district	105	17.3 %
Increased municipal budget & property taxes	111	18.3 %
Increased competition for essential retail locations (e.g., grocery stores, gas stations, banks, restaurants)	10	1.6 %
Other	9	1.5 %
None chosen	52	8.6 %
Total	608	100.0 %

Q13. Which THREE of the items perceived growth impacts listed in Question 12 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years?

<u>Q13. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Increased travel or commute times	67	11.0 %
Increased impact on trails & conservation land	41	6.7 %
Increased demand for Town athletic facilities (e.g., courts, fields)	31	5.1 %
Increased demand for municipal beach parking & facilities	59	9.7 %
Increased calls for emergency services (police & EMS)	50	8.2 %
Increased impact to public infrastructure (e.g., roadways to be maintained, public sewer & water)	85	14.0 %
Increased student enrollment in school district	65	10.7 %
Increased municipal budget & property taxes	82	13.5 %
Increased competition for essential retail locations (e.g., grocery stores, gas stations, banks, restaurants)	34	5.6 %
Other	11	1.8 %
None chosen	83	13.7 %
Total	608	100.0 %

SUM OF TOP 3 CHOICES

Q13. Which THREE of the items perceived growth impacts listed in Question 12 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years? (top 3)

<u>Q13. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Increased travel or commute times	237	38.9 %
Increased impact on trails & conservation land	103	16.9 %
Increased demand for Town athletic facilities (e.g., courts, fields)	71	11.6 %
Increased demand for municipal beach parking & facilities	144	23.7 %
Increased calls for emergency services (police & EMS)	137	22.5 %
Increased impact to public infrastructure (e.g., roadways to be maintained, public sewer & water)	223	36.7 %
Increased student enrollment in school district	294	48.4 %
Increased municipal budget & property taxes	362	59.6 %
Increased competition for essential retail locations (e.g., grocery stores, gas stations, banks, restaurants)	46	7.5 %
Other	38	6.3 %
None chosen	34	5.6 %
Total	1689	

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=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14-1. Availability of information about Town programs & services	17.8%	43.9%	23.8%	8.2%	2.3%	3.9%
Q14-2. Town efforts to keep you informed about local issues	14.8%	35.2%	22.5%	17.6%	6.9%	3.0%
Q14-3. Level of public involvement in local decision making	5.3%	22.0%	27.3%	22.5%	16.9%	5.9%
Q14-4. Timeliness of information provided by Town	7.4%	29.8%	28.3%	17.3%	10.4%	6.9%
Q14-5. Usefulness of information on Town's website	11.5%	39.5%	27.8%	9.9%	3.3%	8.1%
Q14-6. Town's cable television channel (SCTV)	2.1%	11.0%	23.5%	4.6%	2.0%	56.7%
Q14-7. Town's use of social media	6.4%	25.8%	31.4%	6.3%	2.3%	27.8%
Q14-8. Town's use of modern technology (e.g., YouTube, Zoom)	5.1%	23.0%	28.9%	3.8%	1.3%	37.8%
Q14-9. Virtual Town Council meetings	6.3%	26.8%	28.0%	5.9%	2.0%	31.1%

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=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. Availability of information about Town programs & services	18.5%	45.7%	24.8%	8.6%	2.4%
Q14-2. Town efforts to keep you informed about local issues	15.3%	36.3%	23.2%	18.1%	7.1%
Q14-3. Level of public involvement in local decision making	5.6%	23.4%	29.0%	24.0%	18.0%
Q14-4. Timeliness of information provided by Town	8.0%	32.0%	30.4%	18.6%	11.1%
Q14-5. Usefulness of information on Town's website	12.5%	42.9%	30.2%	10.7%	3.6%
Q14-6. Town's cable television channel (SCTV)	4.9%	25.5%	54.4%	10.6%	4.6%
Q14-7. Town's use of social media	8.9%	35.8%	43.5%	8.7%	3.2%
Q14-8. Town's use of modern technology (e.g., YouTube, Zoom)	8.2%	37.0%	46.6%	6.1%	2.1%
Q14-9. Virtual Town Council meetings	9.1%	38.9%	40.6%	8.6%	2.9%

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

Q15. Your primary sources of information about Town issues, services, & events

	Number	Percent
Town's website	384	63.2 %
Email subscription (eNewsletter)	232	38.2 %
Town local access channel	54	8.9 %
Town Hall	101	16.6 %
Instagram	47	7.7 %
Facebook	265	43.6 %
Television	105	17.3 %
Radio	34	5.6 %
Newspaper-Scarborough Leader	465	76.5 %
Other	30	4.9 %
Total	1717	

Q15-10. Other

- Email list
- forecaster
- Forecaster newspaper
- library
- Mail
- neighbors
- neighbors
- neighbors
- Neighbors and library
- Neighbors, friends
- Nextdoor
- non town social media sites that clearly identify key events and information. The town sources are not very timely or comprehensive.
- Portland Press Herald
- posted at grocery store
- Press Herald
- Scarborough Community Services
- Scarborough Maine Moms groups on FB - they share everything like this survey link!
- Smart Taxes
- SmartTaxes and Press Herald
- Talking with informed residents
- text
- town employees
- Word of mouth
- Word of mouth
- Word of mouth
- Word of mouth
- Word of mouth
- Word of mouth
- Word of mouth
- You Tube, Zoom, Town Council meetings

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

<u>Q16. Top choice</u>	<u>Number</u>	<u>Percent</u>
Town's website	142	23.4 %
Email subscription (eNewsletter)	163	26.8 %
Town local access channel	11	1.8 %
Town Hall	6	1.0 %
Instagram	12	2.0 %
Facebook	76	12.5 %
Television	19	3.1 %
Radio	2	0.3 %
Newspaper-Scarborough Leader	121	19.9 %
Other	7	1.2 %
None chosen	49	8.1 %
Total	608	100.0 %

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

<u>Q16. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Town's website	148	24.3 %
Email subscription (eNewsletter)	97	16.0 %
Town local access channel	12	2.0 %
Town Hall	21	3.5 %
Instagram	22	3.6 %
Facebook	81	13.3 %
Television	27	4.4 %
Radio	3	0.5 %
Newspaper-Scarborough Leader	108	17.8 %
Other	6	1.0 %
None chosen	83	13.7 %
Total	608	100.0 %

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

Q16. 3rd choice	Number	Percent
Town's website	83	13.7 %
Email subscription (eNewsletter)	47	7.7 %
Town local access channel	19	3.1 %
Town Hall	28	4.6 %
Instagram	15	2.5 %
Facebook	69	11.3 %
Television	21	3.5 %
Radio	8	1.3 %
Newspaper-Scarborough Leader	149	24.5 %
Other	8	1.3 %
None chosen	161	26.5 %
Total	608	100.0 %

SUM OF TOP 3 CHOICES

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

Q16. Sum of top 3 choices	Number	Percent
Town's website	373	61.4 %
Email subscription (eNewsletter)	307	50.5 %
Town local access channel	42	6.9 %
Town Hall	55	9.1 %
Instagram	49	8.1 %
Facebook	226	37.1 %
Television	67	11.0 %
Radio	13	2.1 %
Newspaper-Scarborough Leader	378	62.2 %
Other	21	3.5 %
None chosen	49	8.1 %
Total	1580	

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

<u>Q17. Have you contacted Town during past year</u>	<u>Number</u>	<u>Percent</u>
Yes	381	62.7 %
No	227	37.3 %
Total	608	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=381)

	Always	Usually	Sometimes	Seldom	Never	Don't know
Q17a-1. It was easy to find someone to address my request	52.8%	33.1%	7.9%	2.9%	1.6%	1.8%
Q17a-2. Scarborough employee went the extra mile	42.5%	24.7%	19.4%	5.5%	2.9%	5.0%
Q17a-3. Response time was reasonable	44.6%	38.3%	11.5%	2.4%	1.3%	1.8%
Q17a-4. I was able to get my question/concern resolved	47.0%	32.8%	11.5%	3.4%	3.1%	2.1%
Q17a-5. Scarborough employees are courteous/professional	65.4%	26.5%	5.0%	1.3%	0.8%	1.0%
Q17a-6. I was satisfied with my experience	52.8%	33.6%	7.1%	3.7%	1.6%	1.3%

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=381)

	Always	Usually	Sometimes	Seldom	Never
Q17a-1. It was easy to find someone to address my request	53.7%	33.7%	8.0%	2.9%	1.6%
Q17a-2. Scarborough employee went the extra mile	44.8%	26.0%	20.4%	5.8%	3.0%
Q17a-3. Response time was reasonable	45.5%	39.0%	11.8%	2.4%	1.3%
Q17a-4. I was able to get my question/concern resolved	48.0%	33.5%	11.8%	3.5%	3.2%
Q17a-5. Scarborough employees are courteous/professional	66.0%	26.8%	5.0%	1.3%	0.8%
Q17a-6. I was satisfied with my experience	53.5%	34.0%	7.2%	3.7%	1.6%

Q18. Library Services. In the last 12 months, how many times have you visited the Library or used its online tools?

Q18. How many times have you visited the Library or used its online tools in last 12 months

	Number	Percent
At least once a week	95	15.6 %
About once a month	98	16.1 %
At least once every other month	39	6.4 %
A few times	139	22.9 %
Never	236	38.8 %
Not provided	1	0.2 %
Total	608	100.0 %

WITHOUT "NOT PROVIDED"

Q18. Library Services. In the last 12 months, how many times have you visited the Library or used its online tools? (without "not provided")

Q18. How many times have you visited the Library or used its online tools in last 12 months

	Number	Percent
At least once a week	95	15.7 %
About once a month	98	16.1 %
At least once every other month	39	6.4 %
A few times	139	22.9 %
Never	236	38.9 %
Total	607	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=371)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q18a-1. Overall satisfaction with Scarborough Public Library	50.4%	38.3%	6.5%	1.9%	0.3%	2.7%
Q18a-2. Library hours of operation	37.7%	45.6%	9.2%	3.5%	0.5%	3.5%
Q18a-3. The current location	58.0%	35.0%	3.8%	1.1%	0.0%	2.2%
Q18a-4. Selection of materials for just about everyone	42.9%	39.4%	9.2%	1.9%	0.0%	6.7%
Q18a-5. Free computer resources/online services & databases	35.0%	28.3%	12.7%	0.8%	0.3%	22.9%
Q18a-6. Services & meeting rooms for area businesses	19.9%	22.9%	15.6%	5.1%	0.8%	35.6%
Q18a-7. Children's programs & services offered	24.8%	25.6%	13.2%	2.4%	1.6%	32.3%
Q18a-8. Young adult programs & services offered	18.3%	16.2%	15.1%	1.9%	1.1%	47.4%
Q18a-9. Adult programs & services offered	22.4%	29.6%	14.3%	3.5%	0.0%	30.2%
Q18a-10. Assistance & customer service provided by library staff (friendly, polite, & professional)	64.2%	25.9%	4.0%	0.5%	0.5%	4.9%
Q18a-11. Availability of public meeting rooms	18.9%	19.1%	15.6%	4.6%	1.1%	40.7%
Q18a-12. Accessibility to services & facilities	33.7%	33.4%	12.1%	1.1%	0.8%	18.9%

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=371)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18a-1. Overall satisfaction with Scarborough Public Library	51.8%	39.3%	6.6%	1.9%	0.3%
Q18a-2. Library hours of operation	39.1%	47.2%	9.5%	3.6%	0.6%
Q18a-3. The current location	59.2%	35.8%	3.9%	1.1%	0.0%
Q18a-4. Selection of materials for just about everyone	46.0%	42.2%	9.8%	2.0%	0.0%
Q18a-5. Free computer resources/online services & databases	45.5%	36.7%	16.4%	1.0%	0.3%
Q18a-6. Services & meeting rooms for area businesses	31.0%	35.6%	24.3%	7.9%	1.3%
Q18a-7. Children's programs & services offered	36.7%	37.8%	19.5%	3.6%	2.4%
Q18a-8. Young adult programs & services offered	34.9%	30.8%	28.7%	3.6%	2.1%
Q18a-9. Adult programs & services offered	32.0%	42.5%	20.5%	5.0%	0.0%
Q18a-10. Assistance & customer service provided by library staff (friendly, polite, & professional)	67.4%	27.2%	4.2%	0.6%	0.6%
Q18a-11. Availability of public meeting rooms	31.8%	32.3%	26.4%	7.7%	1.8%
Q18a-12. Accessibility to services & facilities	41.5%	41.2%	15.0%	1.3%	1.0%

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

Q18b. What most closely describes why you have not used Public Library recently	Number	Percent
I am not familiar with the services	27	11.4 %
I enjoy other recreational activities instead of reading	54	22.9 %
I can't get out of my house easily	6	2.5 %
I don't have time to read or go to free events	25	10.6 %
Concerns about COVID	9	3.8 %
Other	66	28.0 %
I've used Public Library recently	3	1.3 %
Not provided	46	19.5 %
Total	236	100.0 %

WITHOUT "NOT PROVIDED"

Q18b. Which ONE of the following most closely describes why you have not used the Public Library recently? (without "not provided")

Q18b. What most closely describes why you have not used Public Library recently	Number	Percent
I am not familiar with the services	27	14.2 %
I enjoy other recreational activities instead of reading	54	28.4 %
I can't get out of my house easily	6	3.2 %
I don't have time to read or go to free events	25	13.2 %
Concerns about COVID	9	4.7 %
Other	66	34.7 %
I've used Public Library recently	3	1.6 %
Total	190	100.0 %

Q18c. Do you or someone in your household have a library card?

Q18c. Do you or someone in your household have a library card	Number	Percent
Yes	449	73.8 %
No	155	25.5 %
Not provided	4	0.7 %
Total	608	100.0 %

WITHOUT "NOT PROVIDED"**Q18c. Do you or someone in your household have a library card? (without "not provided")**

Q18c. Do you or someone in your household have a library card	Number	Percent
Yes	449	74.3 %
No	155	25.7 %
Total	604	100.0 %

Q18d. The Library serves our community in a wide range of areas, but Scarborough has grown significantly since the last expansion project in the early 1990s. Which, if any, of the following areas do you think require expansion given Scarborough's changing population and needs?

Q18d. Which areas do you think require expansion given Scarborough's changing population & needs	Number	Percent
Children's programs & services	160	26.3 %
Young adult programs & services	141	23.2 %
Adult & senior programs & services	141	23.2 %
An additional meeting room for community groups & public events	109	17.9 %
Expanded free computer resources/online services & databases	100	16.4 %
Expanded selection of books & other materials	105	17.3 %
A collaborative work space for creative projects using tools & technology that may not be readily accessible or affordable (for example, 3-D printers, audio & video capture & editing, arts & crafts, digital preservation)	120	19.7 %
Adequate working/office space for library staff	130	21.4 %
Expanded services for people with disabilities & those unable to easily travel to the Library	92	15.1 %
Other	20	3.3 %
No expansion required-the existing facility is more than adequate to meet Scarborough's community needs	238	39.1 %
Total	1356	

Q18e. The Town rejected a \$13 million bond issue last fall to expand the Library. Regardless of how you voted in November, would you support a future bond issue to enable expansion?

Q18e. Would you support a future bond issue to enable expansion	Number	Percent
Yes, in any reasonable size	135	22.2 %
Yes, but significantly smaller than the prior bond issue request	60	9.9 %
Yes, but only after school construction has been completed & final costs known	86	14.1 %
Yes, but only after other community services needs, including a community center with fitness facilities, have been given appropriate resources	46	7.6 %
No, but if private donors could raise funds for building expansion, I would support an appropriate increase in the Library's operational budget	130	21.4 %
No, under no circumstances would I support additional Town resources for the Library-the existing service level is more than sufficient	133	21.9 %
Not provided	18	3.0 %
Total	608	100.0 %

WITHOUT "NOT PROVIDED"

Q18e. The Town rejected a \$13 million bond issue last fall to expand the Library. Regardless of how you voted in November, would you support a future bond issue to enable expansion? (without "not provided")

Q18e. Would you support a future bond issue to enable expansion	Number	Percent
Yes, in any reasonable size	135	22.9 %
Yes, but significantly smaller than the prior bond issue request	60	10.2 %
Yes, but only after school construction has been completed & final costs known	86	14.6 %
Yes, but only after other community services needs, including a community center with fitness facilities, have been given appropriate resources	46	7.8 %
No, but if private donors could raise funds for building expansion, I would support an appropriate increase in the Library's operational budget	130	22.0 %
No, under no circumstances would I support additional Town resources for the Library-the existing service level is more than sufficient	133	22.5 %
Total	590	100.0 %

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

Q19. Do you currently have any children in your household that attend Scarborough Public School	Number	Percent
Yes	175	28.8 %
No	433	71.2 %
Total	608	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=175)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q19a-1. Administration (school level)	31.4%	46.3%	8.6%	10.3%	3.4%	0.0%
Q19a-2. Administration (district level)	26.3%	40.0%	13.1%	13.7%	4.0%	2.9%
Q19a-3. Class size or student-teacher ratio	25.1%	51.4%	9.7%	11.4%	1.7%	0.6%
Q19a-4. Quality of curriculum	24.6%	47.4%	16.0%	9.7%	2.3%	0.0%
Q19a-5. Qualifications & performance of the teachers	37.7%	44.0%	14.3%	3.4%	0.6%	0.0%
Q19a-6. Overall education that my child is receiving/received	30.3%	46.9%	11.4%	10.3%	1.1%	0.0%
Q19a-7. Athletics	18.9%	42.3%	10.9%	6.9%	2.9%	18.3%
Q19a-8. Other extracurricular activities	15.4%	37.1%	18.3%	15.4%	3.4%	10.3%
Q19a-9. Quality of communication between schools & home	40.6%	43.4%	6.9%	4.6%	4.6%	0.0%
Q19a-10. Quality of food service	10.3%	37.1%	18.9%	13.7%	11.4%	8.6%
Q19a-11. Quality of school transportation	20.0%	46.9%	14.3%	8.0%	4.0%	6.9%

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=175)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q19a-1. Administration (school level)	31.4%	46.3%	8.6%	10.3%	3.4%
Q19a-2. Administration (district level)	27.1%	41.2%	13.5%	14.1%	4.1%
Q19a-3. Class size or student-teacher ratio	25.3%	51.7%	9.8%	11.5%	1.7%
Q19a-4. Quality of curriculum	24.6%	47.4%	16.0%	9.7%	2.3%
Q19a-5. Qualifications & performance of the teachers	37.7%	44.0%	14.3%	3.4%	0.6%
Q19a-6. Overall education that my child is receiving/ received	30.3%	46.9%	11.4%	10.3%	1.1%
Q19a-7. Athletics	23.1%	51.7%	13.3%	8.4%	3.5%
Q19a-8. Other extracurricular activities	17.2%	41.4%	20.4%	17.2%	3.8%
Q19a-9. Quality of communication between schools & home	40.6%	43.4%	6.9%	4.6%	4.6%
Q19a-10. Quality of food service	11.3%	40.6%	20.6%	15.0%	12.5%
Q19a-11. Quality of school transportation	21.5%	50.3%	15.3%	8.6%	4.3%

Q20. Have you ever had any children in your household that attended Scarborough Public Schools?

Q20. Have you ever had any children in your household that attended Scarborough Public Schools	Number	Percent
Yes	366	60.2 %
No	241	39.6 %
Not provided	1	0.2 %
Total	608	100.0 %

WITHOUT "NOT PROVIDED"**Q20. Have you ever had any children in your household that attended Scarborough Public Schools? (without "not provided")**

Q20. Have you ever had any children in your household that attended Scarborough Public Schools	Number	Percent
Yes	366	60.3 %
No	241	39.7 %
Total	607	100.0 %

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

- Christian education much better.
- Curriculum not very challenging at public school
- Middle School was over crowded, social issues were not being addressed.
- Mine already graduated but the way things are now I'd homeschool because of CRT, gender ideology and other "woke" ideas plus socialist/communist propaganda being indoctrinated into our children.
- Not happy with the high school systems
- They attend a charter school that better meets their needs.
- They attend an area charter school that better meets their needs academically and socially.
- They've already graduated from SHS

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

Q22. Most significant issues will Scarborough face over next five years	Number	Percent
Pace of community growth/expansion	470	77.3 %
Affordability of Town services (property taxes)	420	69.1 %
Affordable housing	249	41.0 %
Public education	199	32.7 %
Public safety	109	17.9 %
Environmental protection	97	16.0 %
Climate change adaptation	94	15.5 %
Transportation	71	11.7 %
Social justice/equity/inclusivity	23	3.8 %
Job opportunities	16	2.6 %
Other	16	2.6 %
Total	1764	

Q22-11. Other

- beaches parking
- community center with pool
- Creating walkable bikeable neighborhoods
- Flooding
- Lack of city center programs for pre-k kids (1-4) where everyone can come together.
- No sidewalks or walking access
- Over development
- Overgrowth - not affordable housing
- residential growth
- Too many people that don't speak English. Very hard to communicate and many of them don't follow rules because they can't understand them.
- Traffic
- Traffic
- Traffic
- Traffic
- Traffic congestion and speed
- "Woke" ideology, leftism.

Q23. Approximately how many years have you lived in the Town of Scarborough?

Q23. How many years have you lived in Town of Scarborough	Number	Percent
Less than 5 years	80	13.2 %
5-10 years	129	21.2 %
11-20 years	115	18.9 %
20+ years	279	45.9 %
Not provided	5	0.8 %
Total	608	100.0 %

WITHOUT "NOT PROVIDED"**Q23. Approximately how many years have you lived in the Town of Scarborough? (without "not provided")**

Q23. How many years have you lived in Town of Scarborough	Number	Percent
Less than 5 years	80	13.3 %
5-10 years	129	21.4 %
11-20 years	115	19.1 %
20+ years	279	46.3 %
Total	603	100.0 %

Q24. Including yourself, how many persons from each age group are currently living in your household?

	Mean	Sum
number	2.7	1612
5 & under	0.2	114
6 to 19	0.5	304
20 to 44	0.8	455
45 to 64	0.8	450
65 to 74	0.3	168
75 & over	0.2	121

Q25. In what type of residence do you live?

<u>Q25. In what type of residence do you live</u>	<u>Number</u>	<u>Percent</u>
Single family home	553	91.0 %
Townhome	4	0.7 %
Apartment or condominium	41	6.7 %
Other	7	1.2 %
Not provided	3	0.5 %
Total	608	100.0 %

WITHOUT "NOT PROVIDED"**Q25. In what type of residence do you live? (without "not provided")**

<u>Q25. In what type of residence do you live</u>	<u>Number</u>	<u>Percent</u>
Single family home	553	91.4 %
Townhome	4	0.7 %
Apartment or condominium	41	6.8 %
Other	7	1.2 %
Total	605	100.0 %

Q25-4. Other:

<u>Q25-4. Other</u>	<u>Number</u>	<u>Percent</u>
55+ community	1	14.3 %
Residence attached to a business	1	14.3 %
Piper Shores CCRC	1	14.3 %
Manufactured home	1	14.3 %
Retirement community	1	14.3 %
Piper Shores	1	14.3 %
Manufactured mobile home	1	14.3 %
Total	7	100.0 %

Q26. Do you own or rent your current residence?

<u>Q26. Do you own or rent your current residence</u>	<u>Number</u>	<u>Percent</u>
Own	525	86.3 %
Rent	75	12.3 %
Not provided	8	1.3 %
Total	608	100.0 %

WITHOUT "NOT PROVIDED"**Q26. Do you own or rent your current residence? (without "not provided")**

<u>Q26. Do you own or rent your current residence</u>	<u>Number</u>	<u>Percent</u>
Own	525	87.5 %
Rent	75	12.5 %
Total	600	100.0 %

Q27. What is your age?

<u>Q27. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	109	17.9 %
35-44	125	20.6 %
45-54	120	19.7 %
55-64	115	18.9 %
65+	127	20.9 %
Not provided	12	2.0 %
Total	608	100.0 %

WITHOUT "NOT PROVIDED"**Q27. What is your age? (without "not provided")**

<u>Q27. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	109	18.3 %
35-44	125	21.0 %
45-54	120	20.1 %
55-64	115	19.3 %
65+	127	21.3 %
Total	596	100.0 %

Q28. Which of the following best describes your race/ethnicity?

<u>Q28. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian or Asian Indian	16	2.6 %
Black or African American	1	0.2 %
American Indian or Alaska Native	3	0.5 %
White or Caucasian	561	92.3 %
Native Hawaiian or other Pacific Islander	1	0.2 %
Hispanic, Spanish, or Latino/a/x	12	2.0 %
Other	5	0.8 %
Total	599	

Q28-7. Self-describe your race/ethnicity:

<u>Q28-7. Self-describe your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Italian	2	40.0 %
Mixed	1	20.0 %
Jewish	1	20.0 %
More than one	1	20.0 %
Total	5	100.0 %

Q29. Your gender:

<u>Q29. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	293	48.2 %
Female	310	51.0 %
Non-binary	4	0.7 %
Prefer to self-describe	1	0.2 %
Total	608	100.0 %

Q29-4. Self-describe your gender:

<u>Q29-4. Self-describe your gender</u>	<u>Number</u>	<u>Percent</u>
Fluid	1	100.0 %
Total	1	100.0 %

Q30. Would you say your total household income is...

<u>Q30. Your total household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	51	8.4 %
\$30K to \$59,999	68	11.2 %
\$60K to \$99,999	132	21.7 %
\$100K to \$129,999	95	15.6 %
\$130K+	194	31.9 %
Not provided	68	11.2 %
Total	608	100.0 %

WITHOUT "NOT PROVIDED"**Q30. Would you say your total household income is... (without "not provided")**

<u>Q30. Your total household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	51	9.4 %
\$30K to \$59,999	68	12.6 %
\$60K to \$99,999	132	24.4 %
\$100K to \$129,999	95	17.6 %
\$130K+	194	35.9 %
Total	540	100.0 %

Q31. Which of the following best describes your current employment status?

<u>Q31. Your current employment status</u>	<u>Number</u>	<u>Percent</u>
Employed outside the home	343	56.4 %
Employed in the home/have a home-based business	71	11.7 %
Student	1	0.2 %
Retired	162	26.6 %
Not currently employed outside the home	25	4.1 %
Not provided	6	1.0 %
Total	608	100.0 %

WITHOUT "NOT PROVIDED"**Q31. Which of the following best describes your current employment status? (without "not provided")**

<u>Q31. Your current employment status</u>	<u>Number</u>	<u>Percent</u>
Employed outside the home	343	57.0 %
Employed in the home/have a home-based business	71	11.8 %
Student	1	0.2 %
Retired	162	26.9 %
Not currently employed outside the home	25	4.2 %
Total	602	100.0 %

Q31-1. What is the zip code where you work?

<u>Q31-1. Zip code where you work</u>	<u>Number</u>	<u>Percent</u>
04074	116	35.0 %
04101	44	13.3 %
04106	39	11.8 %
04102	23	6.9 %
04092	19	5.7 %
04103	16	4.8 %
04072	14	4.2 %
04005	6	1.8 %
04038	6	1.8 %
04096	5	1.5 %
04043	4	1.2 %
04107	4	1.2 %
04240	3	0.9 %
04105	3	0.9 %
04012	3	0.9 %
04064	2	0.6 %
04062	2	0.6 %
04046	1	0.3 %
04011	1	0.3 %
04090	1	0.3 %
04050	1	0.3 %
02199	1	0.3 %
04055	1	0.3 %
04010	1	0.3 %
04989	1	0.3 %
04086	1	0.3 %
04122	1	0.3 %
04711	1	0.3 %
02021	1	0.3 %
01730	1	0.3 %
04014	1	0.3 %
10314	1	0.3 %
04019	1	0.3 %
04333	1	0.3 %
03801	1	0.3 %
04033	1	0.3 %
02110	1	0.3 %
04071	1	0.3 %
04210	1	0.3 %
Total	331	100.0 %



5

Survey Instrument

October 2023

Dear Town of Scarborough resident,

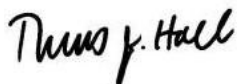
The Town of Scarborough strongly values hearing from residents about their satisfaction with town services and the direction of the community. In 2021 we conducted a community survey, the first in eleven years, the results of which helped inform municipal leaders of the topics and issues that best reflected the needs and desires of the Scarborough community. In addition, it has been a critical tool for guiding Town Council goals and prioritizing community investments.

Two years later, the Town of Scarborough is again looking for input from our residents through a community survey. Regular surveying ensures that elected and appointed leaders understand the objective sentiments of the community, and benchmarks levels of satisfaction over time. The survey retains many of the same questions as well as new questions regarding more recent issues.

Enclosed you will find the 2023 Town of Scarborough Community Survey. Your name was randomly selected among a sample group of addresses dispersed geographically across Scarborough. We value your opinion and greatly appreciate your willingness to share your feedback for the benefit of our community. The survey will take between 10 and 15 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.

Sincerely,



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.

2023 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. If you prefer, you may take the survey at [scarboroughsurvey.org](https://www.scarboroughsurvey.org).

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
14.	Town hall hours of operation	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.	Quality of service when calling 911 with an emergency	5	4	3	2	1	9
12.	Quality of service when calling public safety for a non-emergency question or need	5	4	3	2	1	9
13.	Quality of service from dispatch when you come to the public safety building	5	4	3	2	1	9
14.	How quickly emergency medical services responds to emergencies	5	4	3	2	1	9
15.	Professionalism of police officers	5	4	3	2	1	9
16.	Attitude and behavior of officers towards citizens in your neighborhood	5	4	3	2	1	9
17.	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?

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

7. 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

7a. Are there any other trash or recycling services that you would like to see the Town offer?

8. **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.	Quality of major Town streets	5	4	3	2	1	9
04.	Quality of streets in your neighborhood	5	4	3	2	1	9
05.	Quality of street signs and traffic signals	5	4	3	2	1	9
06.	Maintenance of public buildings and facilities	5	4	3	2	1	9
07.	Mowing and trimming along streets and public areas	5	4	3	2	1	9
08.	Snow removal on Town streets	5	4	3	2	1	9
09.	Snow removal on sidewalks	5	4	3	2	1	9
10.	Quality of bike ways	5	4	3	2	1	9
11.	Quantity of bike ways	5	4	3	2	1	9
12.	Quality of sidewalks	5	4	3	2	1	9
13.	Quantity of sidewalks	5	4	3	2	1	9

9. Which **THREE** of the infrastructure items listed in Question 8 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 8.]

1st: ____ 2nd: ____ 3rd: ____

10. **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
7.	Availability of bikeways	5	4	3	2	1	9

11. **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

12. In the 2021 Community Survey, 52% of residents were either dissatisfied or very dissatisfied with how well the Town is managing residential growth. Of the issues listed below that are regularly cited and perceived to be attributable to an increase in residential growth, using a scale of 1 to 5, where 5 means "Very Concerned" and 1 means "Not Concerned at All," please rate your level of concern for each of the following.

		Very Concerned	Concerned	Somewhat Concerned	Not Concerned	Not Concerned at All	Don't Know
01.	Increased travel or commute times	5	4	3	2	1	9
02.	Increased impact on trails and conservation land	5	4	3	2	1	9
03.	Increased demand for Town athletic facilities (e.g., courts, fields)	5	4	3	2	1	9
04.	Increased demand for municipal beach parking and facilities	5	4	3	2	1	9
05.	Increased calls for emergency services (police and EMS)	5	4	3	2	1	9
06.	Increased impact to public infrastructure (e.g., roadways to be maintained, public sewer and water)	5	4	3	2	1	9
07.	Increased student enrollment in school district	5	4	3	2	1	9
08.	Increased municipal budget and property taxes	5	4	3	2	1	9
09.	Increased competition for essential retail locations (e.g., grocery stores, gas stations, banks, restaurants)	5	4	3	2	1	9
10.	Other: _____	5	4	3	2	1	9

13. Which THREE of the items perceived growth impacts listed in Question 12 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 12.]

1st: ____ 2nd: ____ 3rd: ____

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. In the last 12 months, how many times have you visited the Library or used its online tools?

____(1) At least once a week ____ (3) At least 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

18c. Do you or someone in your household have a library card? ____ (1) Yes ____ (2) No

18d. The Library serves our community in a wide range of areas, but Scarborough has grown significantly since the last expansion project in the early 1990s. Which, if any, of the following areas do you think require expansion given Scarborough's changing population and needs? [Check all that apply.]

- (01) Children's programs and services
- (02) Young adult programs and services
- (03) Adult and senior programs and services
- (04) An additional meeting room for community groups and public events
- (05) Expanded free computer resources/online services and databases
- (06) Expanded selection of books and other materials
- (07) A collaborative work space for creative projects using tools and technology that may not be readily accessible or affordable (for example, 3-D printers, audio and video capture and editing, arts and crafts, digital preservation)
- (08) Adequate working/office space for library staff
- (09) Expanded services for people with disabilities and those unable to easily travel to the Library
- (10) Other: _____
- (11) No expansion required - the existing facility is more than adequate to meet Scarborough's community needs

18e. The Town rejected a \$13 million bond issue last fall to expand the Library. Regardless of how you voted in November, would you support a future bond issue to enable expansion?

- (1) Yes, in any reasonable size
- (2) Yes, but significantly smaller than the prior bond issue request
- (3) Yes, but only after school construction has been completed and final costs known
- (4) Yes, but only after other community services needs, including a community center with fitness facilities, have been given appropriate resources
- (5) No, but if private donors could raise funds for building expansion, I would support an appropriate increase in the Library's operational budget
- (6) No, under no circumstances would I support additional Town resources for the Library - the existing service level is more than sufficient

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 curriculum	5	4	3	2	1	9
05.	Qualifications and performance of the teachers	5	4	3	2	1	9
06.	Overall education that my child is receiving/received	5	4	3	2	1	9
07.	Athletics	5	4	3	2	1	9
08.	Other extracurricular activities	5	4	3	2	1	9
09.	Quality of communication between schools and home	5	4	3	2	1	9
10.	Quality of food service	5	4	3	2	1	9
11.	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
- (02) Affordability of Town services (property taxes)
- (03) Transportation
- (04) Environmental protection
- (05) Pace of community growth/expansion
- (06) Public education
- (07) Job opportunities
- (08) Social justice/equity/inclusivity
- (09) Affordable housing
- (10) Climate change adaptation
- (11) Other: _____

Demographics

23. 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

24. 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: _____

25. In what type of residence do you live?

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

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

27. What is your age? _____ years

28. Which of the following best describes your race/ethnicity?

- (01) Asian or Asian Indian
- (02) Black or African American
- (03) American Indian or Alaska Native
- (04) White or Caucasian
- (05) Native Hawaiian or other Pacific Islander
- (06) Hispanic, Spanish, or Latino/a/x
- (99) Other: _____

29. Your gender:

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

30. 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

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

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

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

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.