TOWN OF SCARBOROUGH, MAINE

AGENDA
Communications Committee
Hybrid Meeting

Wednesday, June 4, 2025—4:00pm

TO VIEW THE MEETING & OFFER PUBLIC COMMENT:
https://scarboroughmaine.zoom.us/j/82214569775

TO VIEW THE MEETING ONLY:
https://youtu.be/oyxsr0mIULo

Item 1. Call to Order.

Item 2. Roll Call.

Item 3. Public Comment.

Item 4. Approval of Minutes: April 17, 2025.

Item 5. Staff Updates: Discussion & Consideration.

- New Print Opportunities Update.
- Emergency Communication Protocol Update.

Item 6. Community Survey.

Item 7. Councilor Corner Themes & Assignments.

Item 8. Future Agenda Items.

Item 9. Adjourn.

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*.

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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

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4. <u>Public Safety</u>. 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. <u>Trash and Recycling</u>. 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. <u>Infrastructure</u>. 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. <u>Transportation and Mobility</u>. 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. <u>Growth and Development</u>. 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. <u>Communication</u>. 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
____(02) Email subscription (E-Newsletter)
____(03) Town local access channel
____(04) Town Hall
____(05) Instagram
____(06) Facebook
____(07) Television
____(08) Radio
____(09) Newspaper - Scarborough Leader
____(10) Other: _____

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

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. <u>Public Education</u>. 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
____(2) $30,000 to $59,999
____(3) $60,000 to $99,999
____(4) $100,000 to $129,999
____(5) $130,000 or more

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.

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