



2025 Town of Scarborough Community Survey Findings Report

Presented to the Town of
Scarborough, ME

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Executive Summary

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Purpose

ETC Institute administered a survey to residents of the Town of Scarborough during the fall of 2025. 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 third survey ETC Institute has administered for the Town of Scarborough; previous surveys were conducted in 2021 and 2023.

Methodology

The eight-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.

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 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 624 residents completing the survey. The overall results for the sample of 624 households have a precision of at least $\pm 3.9\%$ 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 and 2023 Community Surveys,
- 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-eight percent (88%) 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 (76%), appearance of the Town (70%), and overall quality of services provided (68%).

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 (91%), public beaches and waterfront parks (89%), library services (85%), and solid waste services (83%). 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: emergency medical/ambulance services (92%), local police protection (91%), how quickly fire services responds to emergencies (90%), how quickly emergency medical services responds to emergencies (90%), quality of service when calling 911 with an emergency (89%), and fire protection (89%).

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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) enforcement of local traffic laws, 2) visibility of police in neighborhoods, 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 (91%) and curbside recycling services (89%).

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 (87%), cleanliness of streets and public areas (82%), snow removal on Town streets (78%), and mowing and trimming along streets and public areas (77%).

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) quantity of bike ways, and 3) quality of major Town streets.

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 (62%), ease of getting around within the Town (40%), and how well the traffic signal system provides for efficient traffic flow (31%).

Community Services

The community 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 beach facilities (76%), cleanliness of beach facilities (73%), youth athletic and recreation programs (64%), walking and biking trails (62%), outdoor athletic fields (60%), and effectiveness of the Town's beach management (60%).

Based on the sum of their top three choices, the community services that residents thought should receive the most emphasis over the next two years were: 1) walking and biking trails, 2) access and public parking for natural resources and parks, and 3) facilities for indoor recreation programs and classes.

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Library Services

Twenty percent (20%) 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, 92% were satisfied overall with the library, and 90% were satisfied with the library’s hours of operation.

Residents were asked to indicate what, if anything, limits their usage of the library. The top reasons given were: hours of operation (16%), too crowded or noisy (11%), and not enough materials (9%). *Multiple choices could be selected for this question.*

Nearly all (96%) of the respondents surveyed, *who had an opinion*, indicated they or someone in their household has a library card.

Public Schools

Twenty percent (20%) 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: qualifications and performance of teachers (83%), overall education that the child is receiving/received (80%), quality of communication between schools and home (79%), and administration (school level) (79%).

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 (67%), usefulness of information on the Town’s website (64%), and Town efforts to keep residents informed about local issues (60%).

Based on the sum of respondents’ top three choices, the three most preferred methods of receiving information about the Town of Scarborough were: 1) the Town’s website, 2) the Town’s eNewsletter, and 3) the Town’s Facebook page.

Customer Service

Fifty-two percent (52%) 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% indicated it was “always” or “usually” easy to find someone to

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address their request, and 84% were “always” or “usually” satisfied with their experience.

Additional Findings

- Nineteen percent (19%) 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, 97% *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 multi-family residential development was occurring “too fast/much too fast.” Fifty-five percent (55%), *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 travel or commute times, and 3) increased student enrollment in the school district.

- 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 (76%), affordability of Town services (property taxes) (72%), and affordable housing (34%).

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Trends Since 2023

ETC Institute compared the 2025 survey results to the results of the 2023 Community Survey administered in the Town of Scarborough. The table below and on the following page show the comparisons to the 2023 survey results; comparisons to the 2021 results can be found in the Charts and Graphs section of this report (Section 1).

Service	2025	2023	Difference	Category
Timeliness of information provided by Town	54.7%	40.0%	14.7%	Communication
Level of public involvement in local decision making	41.1%	29.0%	12.1%	Communication
Town's cable television channel (SCTV)	41.9%	30.4%	11.5%	Communication
Town's use of social media	56.0%	44.7%	11.3%	Communication
Town's use of modern technology (e.g., YouTube, Zoom)	55.9%	45.2%	10.7%	Communication
Virtual Town Council meetings	58.7%	48.0%	10.7%	Communication
Other extracurricular activities	68.2%	58.6%	9.6%	Public Schools
Usefulness of information on Town's website	64.0%	55.4%	8.6%	Communication
Snow removal on sidewalks	57.8%	49.3%	8.5%	Infrastructure
Effectiveness of communication with the community	68.3%	60.1%	8.2%	Town Services
Town efforts to keep you informed about local issues	59.7%	51.6%	8.1%	Communication
Young adult programs & services offered	71.4%	65.7%	5.7%	Library Services
Free computer resources/online services & databases	87.2%	82.2%	5.0%	Library Services
Adequacy of street lighting	59.6%	54.6%	5.0%	Infrastructure
Quality of leadership provided by the Town's elected officials	38.1%	33.2%	4.9%	Community Perceptions
Parks & recreation programs & facilities	75.9%	71.2%	4.7%	Town Services
How quickly fire services responds to emergencies	90.3%	86.0%	4.3%	Public Safety
Library services	85.4%	81.3%	4.1%	Town Services
Adult programs & services offered	78.6%	74.5%	4.1%	Library Services
Services & meeting rooms for area businesses	70.6%	66.6%	4.0%	Library Services
Mowing & trimming along streets & public areas	76.6%	72.9%	3.7%	Infrastructure
Value received for tax dollars & fees	38.0%	34.5%	3.5%	Community Perceptions
Recycling services/drop-off centers	59.6%	56.1%	3.5%	Trash & Recycling
Efforts to promote diversity & inclusiveness in the community	43.7%	40.4%	3.3%	Community Perceptions
Cooperate with public	77.6%	74.4%	3.2%	Public Safety
Library hours of operation	89.5%	86.3%	3.2%	Library Services
Solid waste services	83.0%	79.8%	3.2%	Town Services
Administration (district level)	71.4%	68.3%	3.1%	Public Schools
Quality of service when calling 911 with an emergency	89.4%	86.7%	2.7%	Public Safety
Children's programs & services offered	77.2%	74.5%	2.7%	Library Services
Availability of information about Town programs & services	66.8%	64.2%	2.6%	Communication
Emergency medical/ambulance services	92.4%	89.9%	2.5%	Public Safety
Enforcement of Town codes & ordinances	54.4%	52.0%	2.4%	Town Services
Overall education that my child is receiving/received	79.6%	77.2%	2.4%	Public Schools
Customer service you receive from Town employees	90.9%	88.6%	2.3%	Town Services
Public beaches & waterfront parks	89.2%	86.9%	2.3%	Town Services
Quality of service from dispatch	78.9%	76.7%	2.2%	Public Safety
Maintenance of public buildings & facilities	87.2%	85.0%	2.2%	Infrastructure
Visibility of police in retail areas	54.3%	52.3%	2.0%	Public Safety
Availability of bikeways	23.1%	21.1%	2.0%	Transportation & Mobility
Quality of curriculum	74.0%	72.0%	2.0%	Public Schools
Overall image of Scarborough	58.1%	56.1%	2.0%	Community Perceptions
Variety of housing options	30.3%	28.4%	1.9%	Community Perceptions
Ease of travel by bicycle in Scarborough	20.1%	18.3%	1.8%	Transportation & Mobility
Availability of public meeting rooms	65.9%	64.1%	1.8%	Library Services

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Trends Since 2023 (cont.)

Service	2025	2023	Difference	Category
Quality of sidewalks	51.4%	49.7%	1.7%	Infrastructure
Attitude & behavior of officers towards citizens in your neighborhood	87.7%	86.1%	1.6%	Public Safety
The Town's efforts to prevent crime	85.6%	84.1%	1.5%	Public Safety
Quantity of sidewalks	32.5%	31.2%	1.3%	Infrastructure
Overall satisfaction with Scarborough Public Library	92.4%	91.1%	1.3%	Library Services
Administration (school level)	79.0%	77.7%	1.3%	Public Schools
How quickly EMS responds to emergencies	90.0%	88.8%	1.2%	Public Safety
Qualifications & performance of teachers	82.9%	81.7%	1.2%	Public Schools
Overall quality of services provided by the Town	68.1%	67.1%	1.0%	Community Perceptions
Availability of affordable housing	17.8%	16.8%	1.0%	Community Perceptions
Fire protection	89.0%	88.1%	0.9%	Public Safety
Quantity of bike ways	33.0%	32.2%	0.8%	Infrastructure
Ease of pedestrian travel in Scarborough	22.4%	21.6%	0.8%	Transportation & Mobility
Quality of service when calling public safety for a non-emergency question or need	82.0%	81.3%	0.7%	Public Safety
Availability of public parking	61.9%	61.2%	0.7%	Transportation & Mobility
How quickly police respond to emergencies	86.6%	86.1%	0.5%	Public Safety
Quality of streets in your neighborhood	66.2%	65.7%	0.5%	Infrastructure
Professionalism of police officers	88.6%	88.3%	0.3%	Public Safety
Public safety educational outreach	66.8%	66.5%	0.3%	Public Safety
Quality of bike ways	43.9%	43.6%	0.3%	Infrastructure
Availability of sidewalks	28.2%	27.9%	0.3%	Transportation & Mobility
Feeling of safety in Scarborough	87.6%	87.4%	0.2%	Community Perceptions
Current location	95.2%	95.0%	0.2%	Library Services
Public transportation	19.5%	19.5%	0.0%	Town Services
Snow removal on Town streets	78.4%	78.5%	-0.1%	Infrastructure
Assistance & customer service provided by library staff	94.5%	94.6%	-0.1%	Library Services
Quality of food service	51.8%	51.9%	-0.1%	Public Schools
Selection of materials for just about everyone	87.9%	88.2%	-0.3%	Library Services
Visibility of police in neighborhoods	58.6%	59.0%	-0.4%	Public Safety
Public safety services	92.5%	93.0%	-0.5%	Town Services
Public education	69.4%	70.0%	-0.6%	Town Services
Cleanliness of streets & public areas	81.7%	82.3%	-0.6%	Infrastructure
Quality of life in Scarborough	76.3%	77.2%	-0.9%	Community Perceptions
Local police protection	90.6%	91.5%	-0.9%	Public Safety
How well the Town is managing residential growth	16.3%	17.7%	-1.4%	Community Perceptions
Enforcement of local traffic laws	66.9%	68.5%	-1.6%	Public Safety
Overall quality of trash collection services	90.9%	93.1%	-2.2%	Trash & Recycling
Quality of street signs & traffic signals	66.9%	69.2%	-2.3%	Infrastructure
Town Hall hours of operation	64.1%	66.4%	-2.3%	Town Services
Appearance of the Town	69.5%	71.8%	-2.3%	Community Perceptions
Flow of traffic & ease of getting around within the Town	24.5%	27.3%	-2.8%	Town Services
Curbside recycling services	88.9%	91.9%	-3.0%	Trash & Recycling
Stormwater management/flood control	64.3%	69.3%	-5.0%	Town Services
Quality of communication between schools & home	79.0%	84.0%	-5.0%	Public Schools
Quality of major Town streets	69.9%	75.0%	-5.1%	Infrastructure
Maintenance of Town streets, sidewalks, & infrastructure	54.9%	62.1%	-7.2%	Town Services
Traffic signal system	30.5%	38.6%	-8.1%	Transportation & Mobility
Athletics	65.7%	74.8%	-9.1%	Public Schools
Quality of school transportation	62.1%	71.8%	-9.7%	Public Schools
Class size or student-teacher ratio	67.2%	77.0%	-9.8%	Public Schools
Ease of getting around	40.3%	52.4%	-12.1%	Transportation & Mobility

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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 47 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 44 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	90.9%	38.0%	52.9%	Town Services
Local police protection	90.6%	49.0%	41.6%	Public Safety
The Town's efforts to prevent crime	85.6%	46.0%	39.6%	Public Safety
Curbside recycling services	88.9%	52.6%	36.3%	Trash and Recycling
Maintenance of public buildings & facilities	87.2%	51.5%	35.7%	Infrastructure
How quickly police respond to emergencies	86.6%	51.7%	34.9%	Public Safety
Public safety services	92.5%	58.8%	33.7%	Town Services
Solid waste services	83.0%	50.1%	32.9%	Town Services
Cleanliness of streets & public areas	81.7%	49.2%	32.5%	Infrastructure
Effectiveness of communication with the community	68.3%	37.2%	31.1%	Town Services
Feeling of safety in the community	87.6%	57.3%	30.3%	Community Perceptions
Overall quality of trash collection services	90.9%	60.8%	30.1%	Trash and Recycling
Parks & recreation programs & facilities	75.9%	48.3%	27.6%	Town Services
Mowing & trimming along streets & public areas	76.6%	49.3%	27.3%	Infrastructure
Emergency medical/ambulance services	92.4%	65.2%	27.2%	Public Safety
Public education	69.4%	42.4%	27.0%	Town Services
Library services	85.4%	58.8%	26.6%	Town Services
Snow removal on Town streets	78.4%	51.9%	26.5%	Infrastructure
How quickly EMS responds to emergencies	90.0%	63.6%	26.4%	Public Safety
Quality of major Town streets	69.9%	43.5%	26.4%	Infrastructure
Quality of services provided by the community	68.1%	42.9%	25.2%	Community Perceptions
Public safety educational outreach	66.8%	42.1%	24.7%	Public Safety
How quickly fire services responds to emergencies	90.3%	66.4%	23.9%	Public Safety
Quality of neighborhood streets	66.2%	43.2%	23.0%	Infrastructure
Availability of information about Town programs & services	66.8%	44.1%	22.7%	Communication
Appearance of the community	69.5%	47.6%	21.9%	Community Perceptions
Usefulness of information on the Town's website	64.0%	42.4%	21.6%	Communication
Fire protection	89.0%	68.0%	21.0%	Public Safety
Enforcement of local traffic laws	66.9%	46.6%	20.3%	Public Safety
Efforts to keep you informed about local issues	59.7%	42.0%	17.7%	Communication
Maintenance of streets, sidewalks, & infrastructure	54.9%	37.5%	17.4%	Town Services
Stormwater management/flood control	64.3%	48.5%	15.8%	Town Services
Recycling services/drop-off centers	59.6%	44.7%	14.9%	Trash and Recycling
Enforcement of codes & ordinances	54.4%	39.9%	14.5%	Town Services
Town's use of social media	56.0%	42.0%	14.0%	Communication
Overall image of the community	58.1%	44.6%	13.5%	Community Perceptions
Quality of street signs & traffic signals	66.9%	54.4%	12.5%	Infrastructure
Timeliness of information provided by the Town	54.7%	42.3%	12.4%	Communication
Quality of sidewalks	51.4%	42.8%	8.6%	Infrastructure
Visibility of police in neighborhoods	58.6%	50.3%	8.3%	Public Safety
Adequacy of street lighting	59.6%	52.4%	7.2%	Infrastructure
Level of public involvement in local decision making	41.1%	34.7%	6.4%	Communication
Visibility of police in retail areas	54.3%	48.7%	5.6%	Public Safety
Overall value received for Town tax dollars & fees	38.0%	32.7%	5.3%	Community Perceptions
Quality of bike ways	43.9%	40.2%	3.7%	Infrastructure
Quality of leadership provided by the community's elected officials	38.1%	36.7%	1.4%	Community Perceptions
Town's cable television channel	41.9%	41.1%	0.8%	Communication
Efforts to promote diversity & inclusiveness in the community	43.7%	47.6%	-3.9%	Community Perceptions
Flow of traffic & ease of getting around within Town	24.5%	43.2%	-18.7%	Town Services
Public transportation	19.5%	38.6%	-19.1%	Town Services
How well the Town is managing residential growth	16.3%	37.4%	-21.1%	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 44 of the 51 areas that were assessed. The Town of Scarborough rated significantly higher than the Northeast regional average (difference of 5% or more) in 43 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	90.9%	36.9%	54.0%	Town Services
The Town's efforts to prevent crime	85.6%	43.0%	42.6%	Public Safety
Local police protection	90.6%	48.1%	42.5%	Public Safety
How quickly EMS responds to emergencies	90.0%	52.5%	37.5%	Public Safety
Solid waste services	83.0%	45.5%	37.5%	Town Services
Cleanliness of streets & public areas	81.7%	45.8%	35.9%	Infrastructure
How quickly police respond to emergencies	86.6%	51.4%	35.2%	Public Safety
Public safety services	92.5%	58.2%	34.3%	Town Services
Emergency medical/ambulance services	92.4%	58.4%	34.0%	Public Safety
Maintenance of public buildings & facilities	87.2%	53.3%	33.9%	Infrastructure
Curbside recycling services	88.9%	56.6%	32.3%	Trash and Recycling
Effectiveness of communication with the community	68.3%	36.8%	31.5%	Town Services
Parks & recreation programs & facilities	75.9%	46.2%	29.7%	Town Services
How quickly fire services responds to emergencies	90.3%	60.9%	29.4%	Public Safety
Overall quality of trash collection services	90.9%	61.5%	29.4%	Trash and Recycling
Quality of neighborhood streets	66.2%	37.1%	29.1%	Infrastructure
Quality of major Town streets	69.9%	41.0%	28.9%	Infrastructure
Library services	85.4%	56.9%	28.5%	Town Services
Mowing & trimming along streets & public areas	76.6%	49.3%	27.3%	Infrastructure
Enforcement of local traffic laws	66.9%	39.8%	27.1%	Public Safety
Feeling of safety in the community	87.6%	62.7%	24.9%	Community Perceptions
Public safety educational outreach	66.8%	42.0%	24.8%	Public Safety
Public education	69.4%	44.8%	24.6%	Town Services
Quality of services provided by the community	68.1%	43.8%	24.3%	Community Perceptions
Fire protection	89.0%	66.2%	22.8%	Public Safety
Appearance of the community	69.5%	47.3%	22.2%	Community Perceptions
Snow removal on Town streets	78.4%	56.4%	22.0%	Infrastructure
Maintenance of streets, sidewalks, & infrastructure	54.9%	33.9%	21.0%	Town Services
Availability of information about Town programs & services	66.8%	47.8%	19.0%	Communication
Usefulness of information on the Town's website	64.0%	45.3%	18.7%	Communication
Stormwater management/flood control	64.3%	45.9%	18.4%	Town Services
Enforcement of codes & ordinances	54.4%	38.9%	15.5%	Town Services
Overall image of the community	58.1%	42.9%	15.2%	Community Perceptions
Efforts to keep you informed about local issues	59.7%	45.3%	14.4%	Communication
Quality of street signs & traffic signals	66.9%	52.9%	14.0%	Infrastructure
Timeliness of information provided by the Town	54.7%	41.3%	13.4%	Communication
Quality of sidewalks	51.4%	39.4%	12.0%	Infrastructure
Adequacy of street lighting	59.6%	49.0%	10.6%	Infrastructure
Town's use of social media	56.0%	45.7%	10.3%	Communication
Overall value received for Town tax dollars & fees	38.0%	29.0%	9.0%	Community Perceptions
Visibility of police in neighborhoods	58.6%	51.6%	7.0%	Public Safety
Visibility of police in retail areas	54.3%	47.8%	6.5%	Public Safety
Quality of bike ways	43.9%	37.5%	6.4%	Infrastructure
Recycling services/drop-off centers	59.6%	56.1%	3.5%	Trash and Recycling
Quality of leadership provided by the community's elected officials	38.1%	39.0%	-0.9%	Community Perceptions
Level of public involvement in local decision making	41.1%	42.1%	-1.0%	Communication
Town's cable television channel	41.9%	49.7%	-7.8%	Communication
Efforts to promote diversity & inclusiveness in the community	43.7%	51.9%	-8.2%	Community Perceptions
Flow of traffic & ease of getting around within Town	24.5%	43.6%	-19.1%	Town Services
Public transportation	19.5%	42.3%	-22.8%	Town Services
How well the Town is managing residential growth	16.3%	41.5%	-25.2%	Community Perceptions

2025 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 the Town (I-S Rating = 0.5496)
- Maintenance of Town streets, sidewalks, and infrastructure (I-S Rating = 0.1966)
- Public transportation (I-S Rating = 0.1328)

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

2025 Town of Scarborough Community Survey Executive Summary



Importance-Satisfaction Analysis & Ratings

Major Categories of Town Services

Town of Scarborough Community Survey (2025)

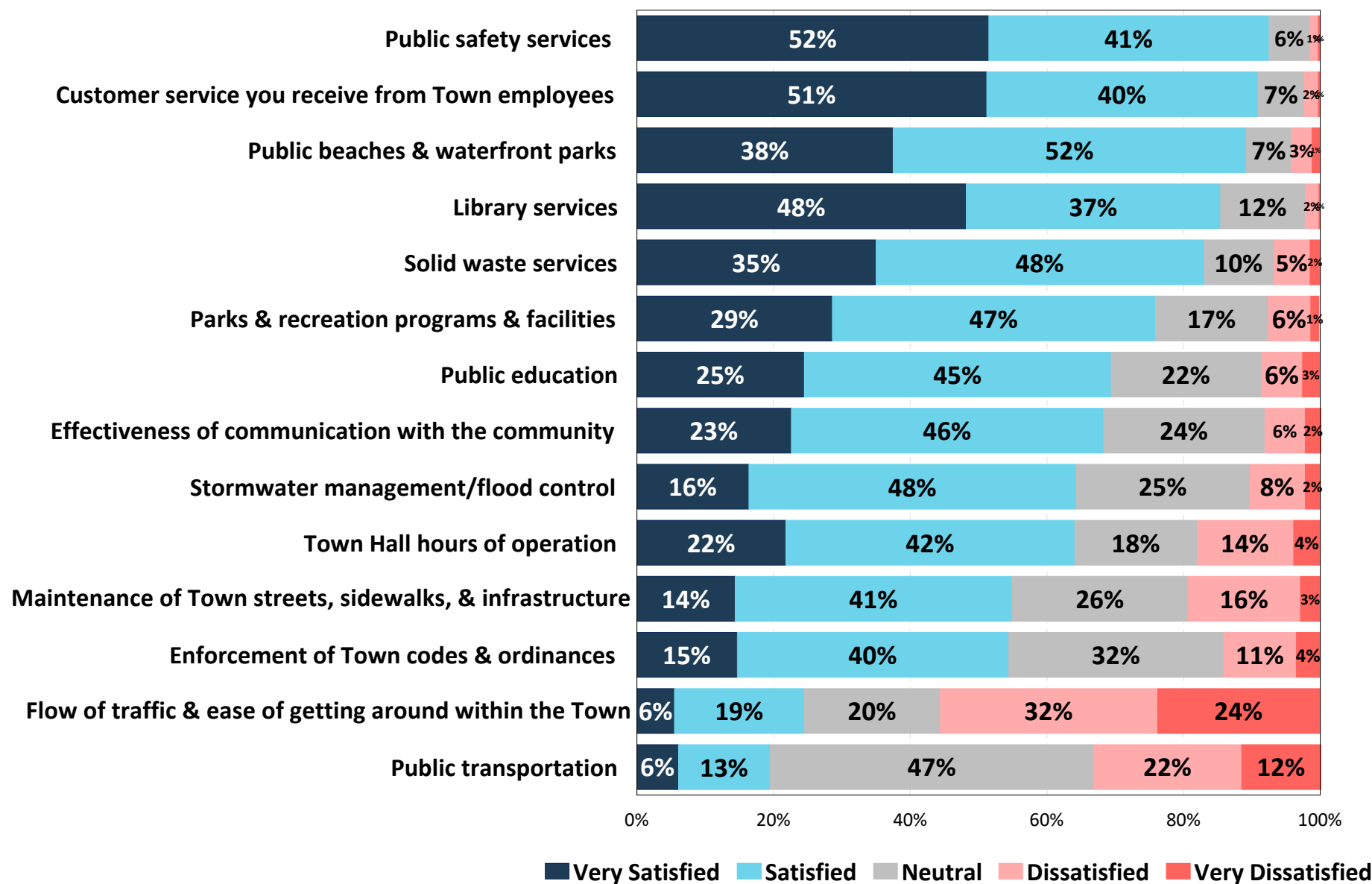
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (I-S > 0.20)</u>						
Flow of traffic & ease of getting around within the Town	72.8%	1	24.5%	13	0.5496	1
<u>High Priority (I-S = 0.10-0.20)</u>						
Maintenance of Town streets, sidewalks, & infrastructure	43.6%	2	54.9%	11	0.1966	2
Public transportation	16.5%	5	19.5%	14	0.1328	3
<u>Medium Priority (I-S < 0.10)</u>						
Public education	32.1%	3	69.4%	7	0.0982	4
Enforcement of Town codes & ordinances	15.7%	6	54.4%	12	0.0716	5
Effectiveness of communication with the community	18.2%	4	68.3%	8	0.0577	6
Stormwater management/flood control	15.4%	7	64.3%	9	0.0550	7
Town Hall hours of operation	12.3%	9	64.1%	10	0.0442	8
Parks & recreation programs & facilities	13.7%	8	75.9%	6	0.0330	9
Solid waste services	7.4%	12	83.0%	5	0.0126	10
Public beaches & waterfront parks	10.7%	10	89.2%	3	0.0116	11
Public safety services	9.7%	11	92.5%	1	0.0073	12
Library services	3.6%	13	85.4%	4	0.0053	13
Customer service you receive from Town employees	1.9%	14	90.9%	2	0.0017	14



Charts and Graphs

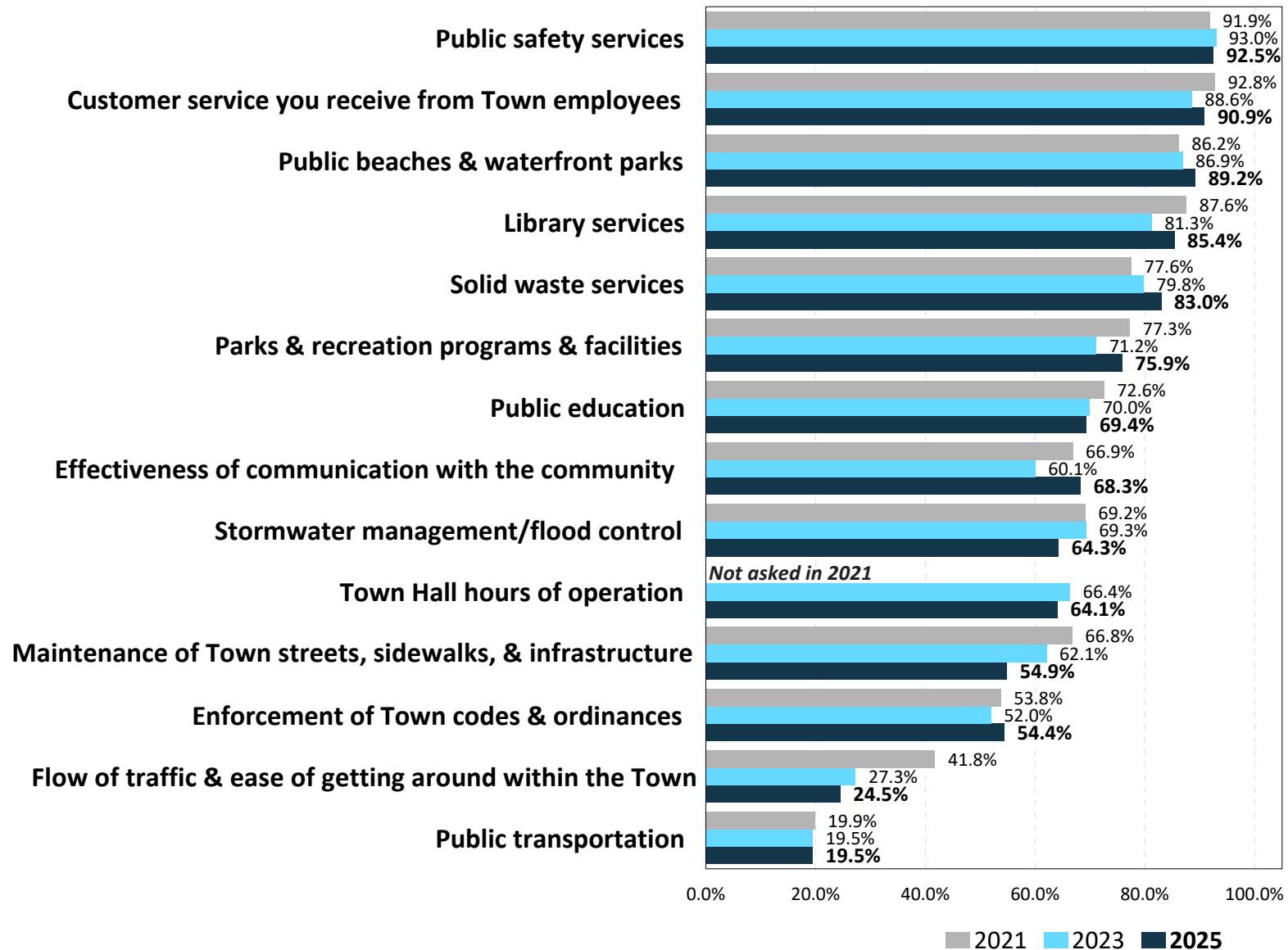
Q1. Satisfaction with Town Services

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



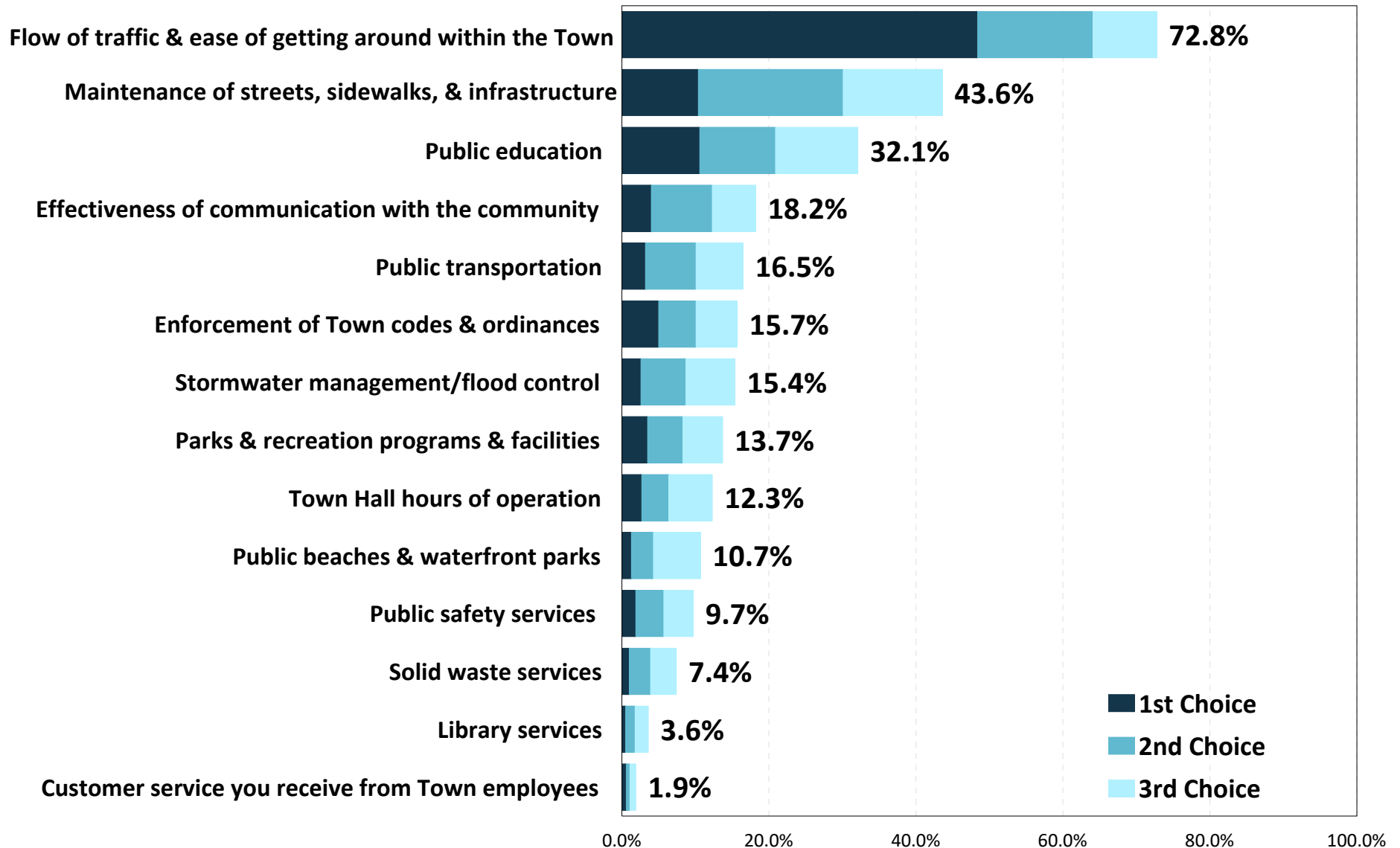
TRENDS: Satisfaction with Town Services 2021 to 2025

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



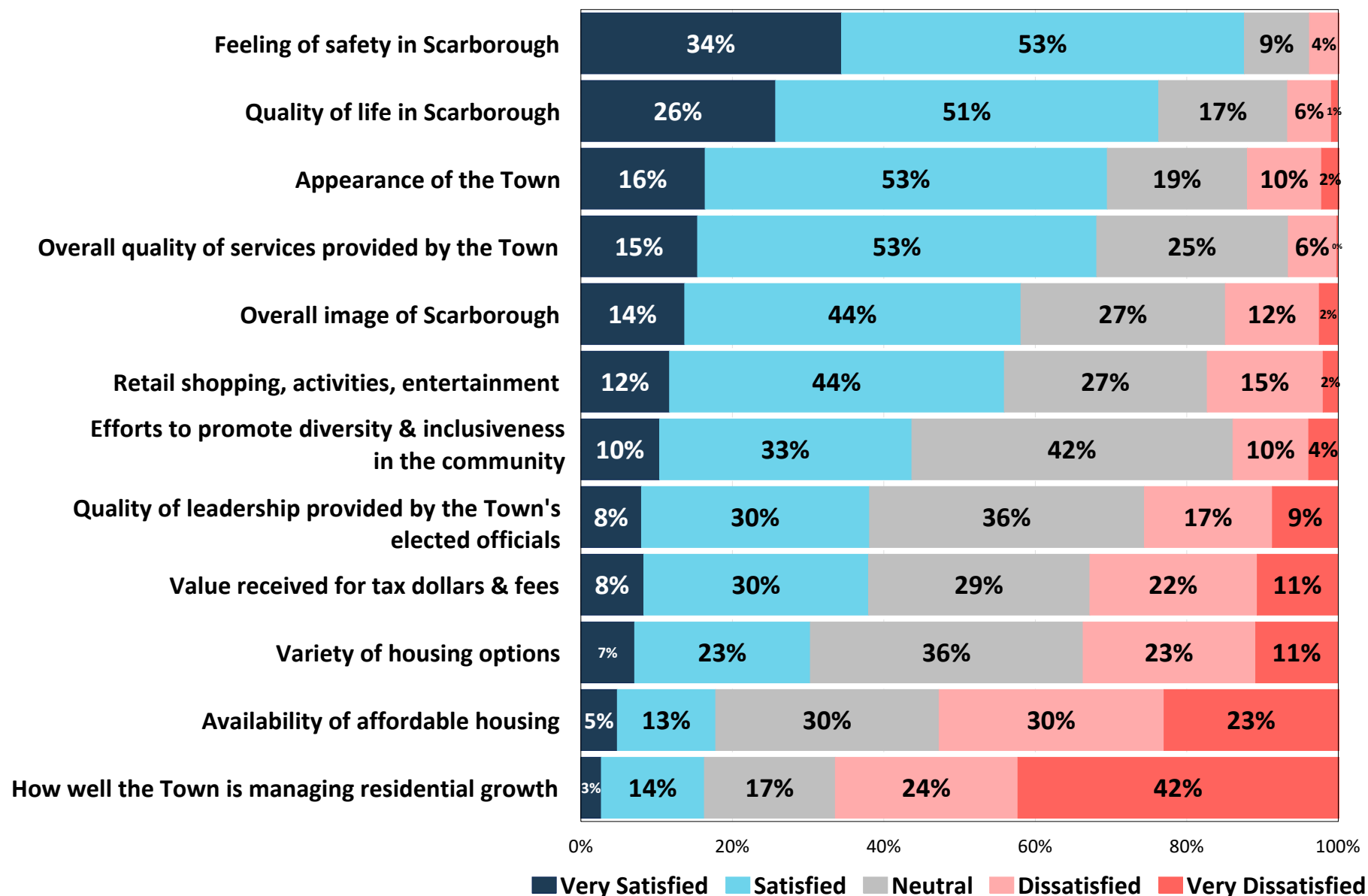
Q2. Town Services That Should Receive the Most Emphasis Over the Next Two Years

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



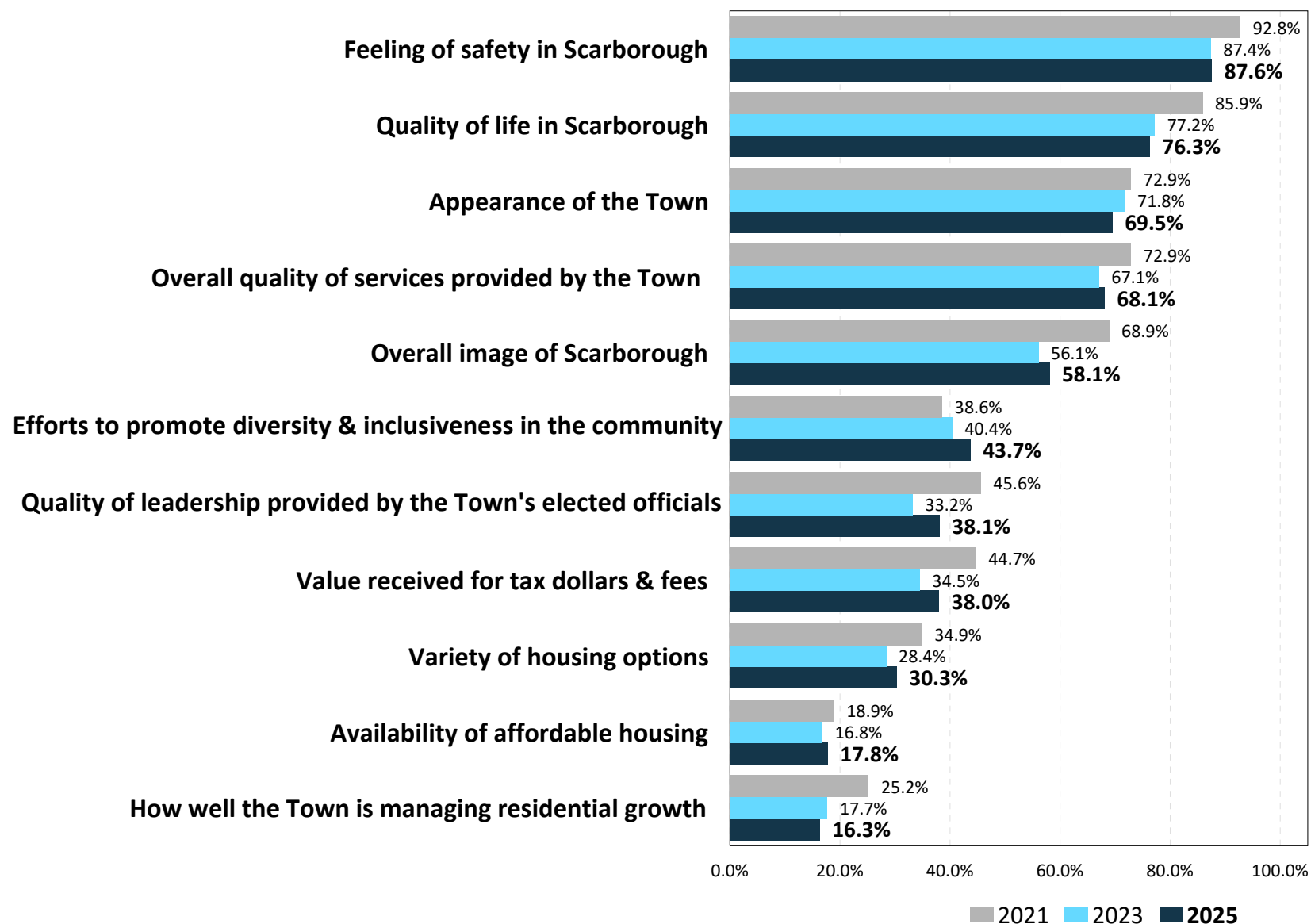
Q3. Satisfaction with Perceptions of the Community

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



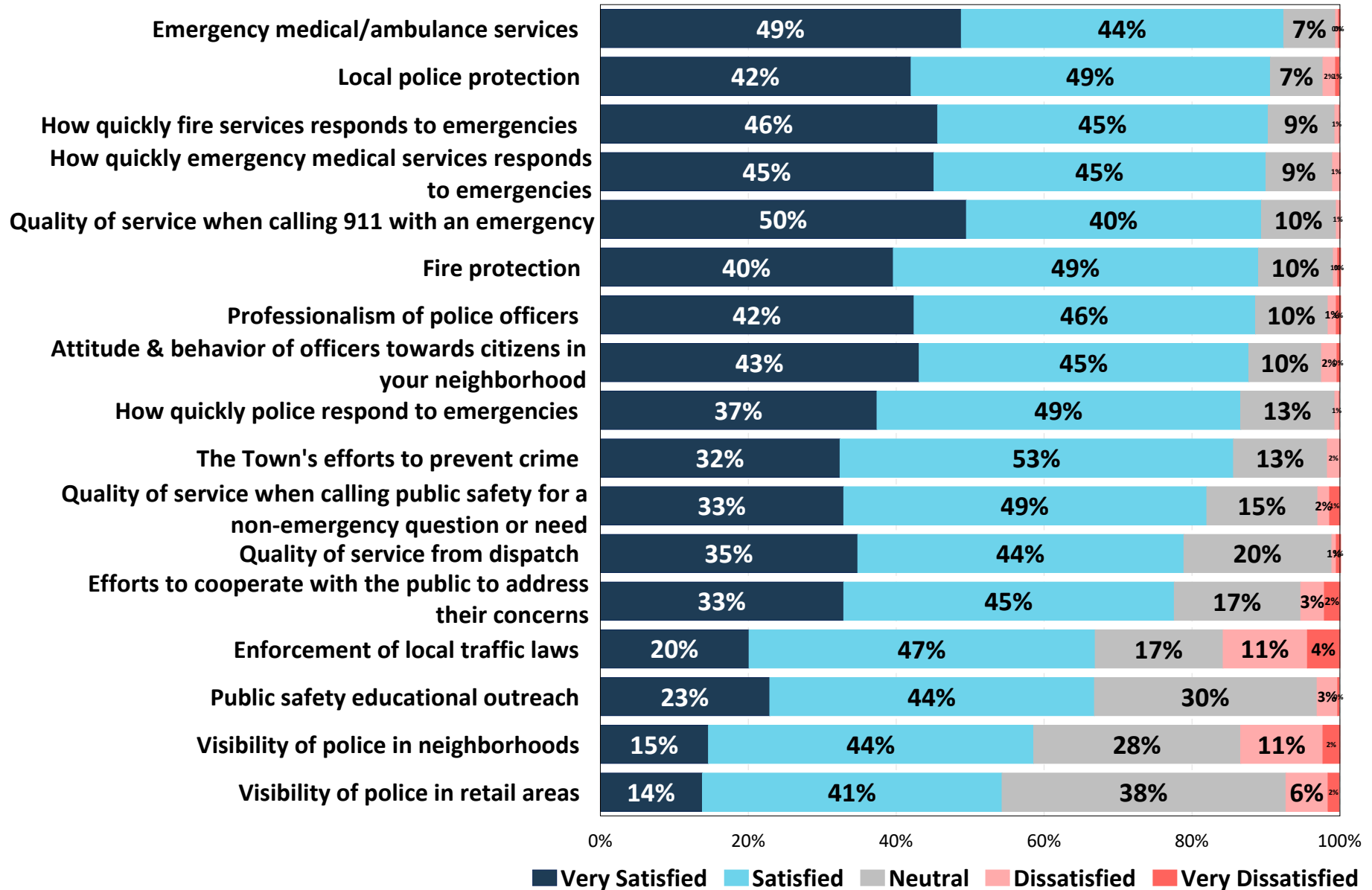
TRENDS: Satisfaction with Perceptions of the Community 2021 to 2025

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

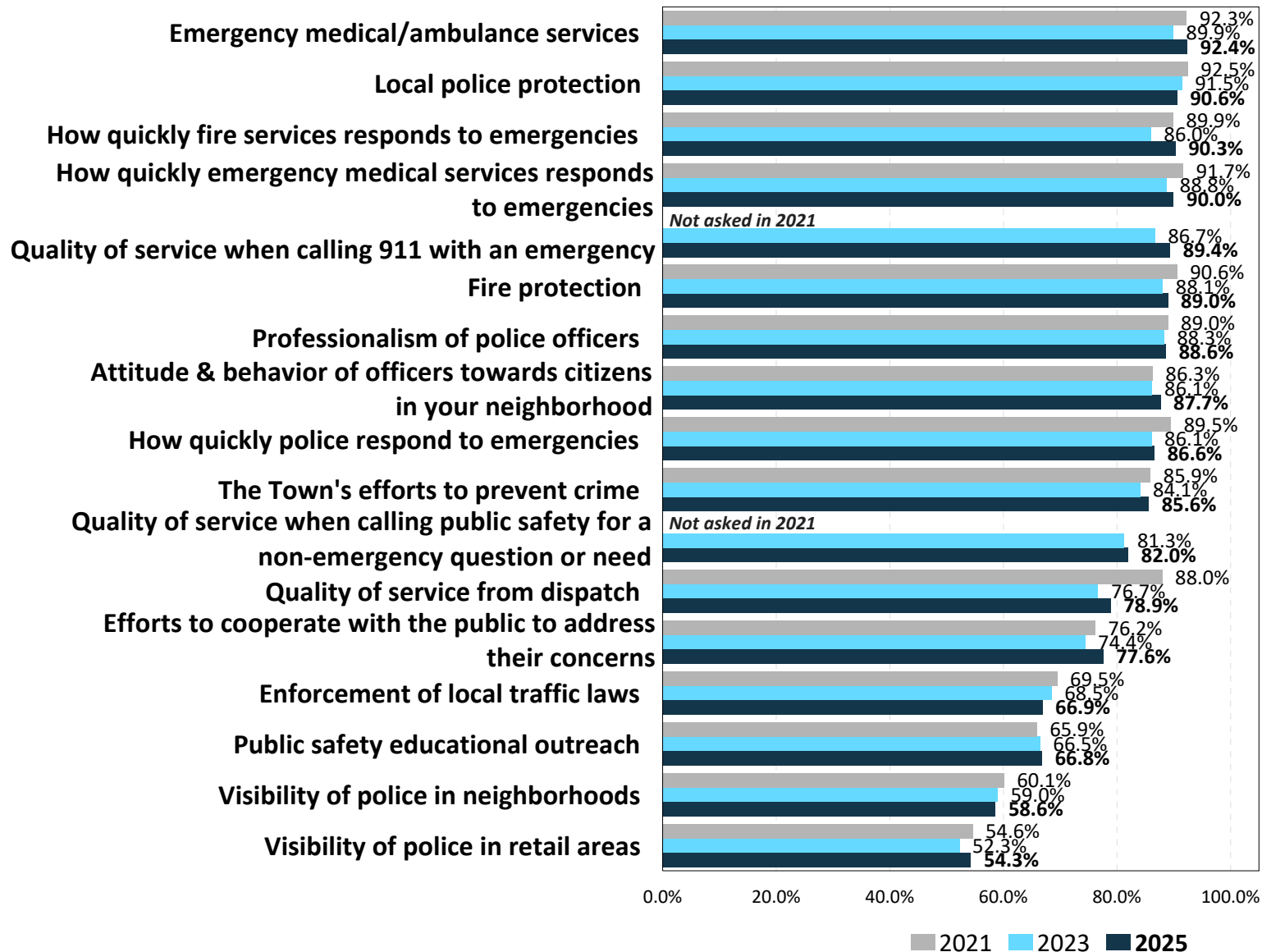
by percentage of respondents using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied*
(excluding *don't know* responses)



TRENDS: Satisfaction with Public Safety

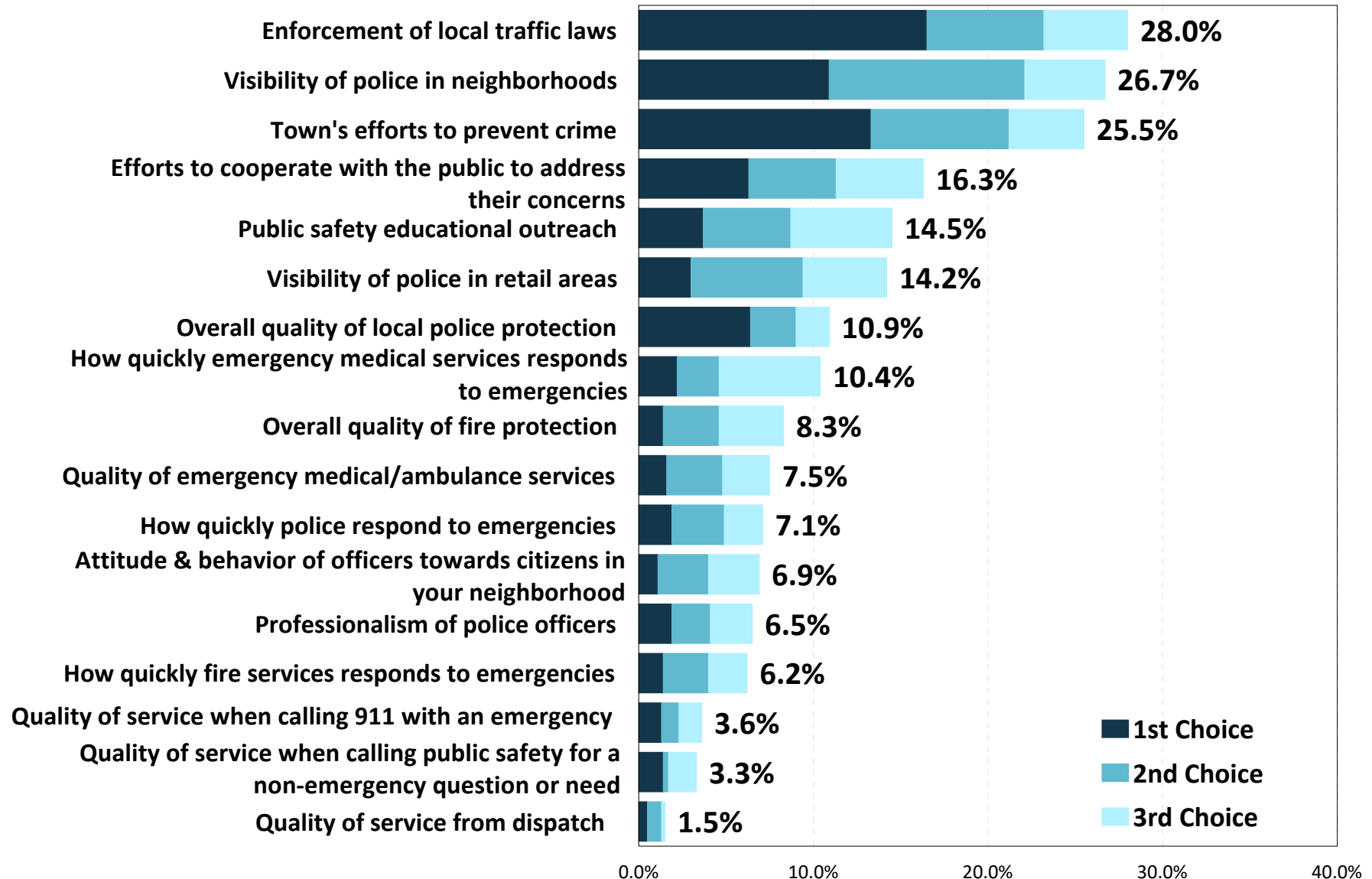
2021 to 2025

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



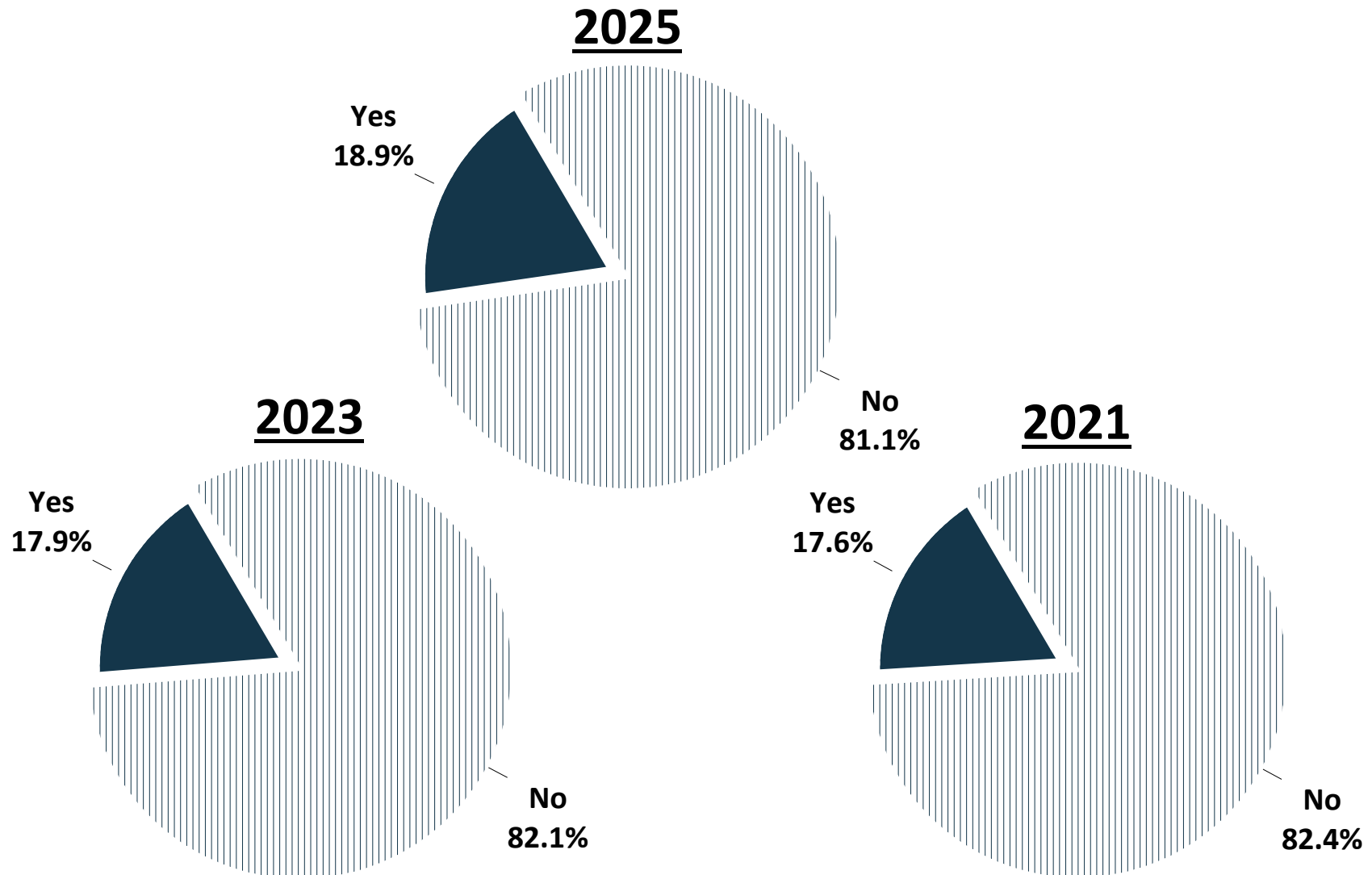
Q5. Public Safety Services That Should Receive the Most Emphasis Over the Next Two Years

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



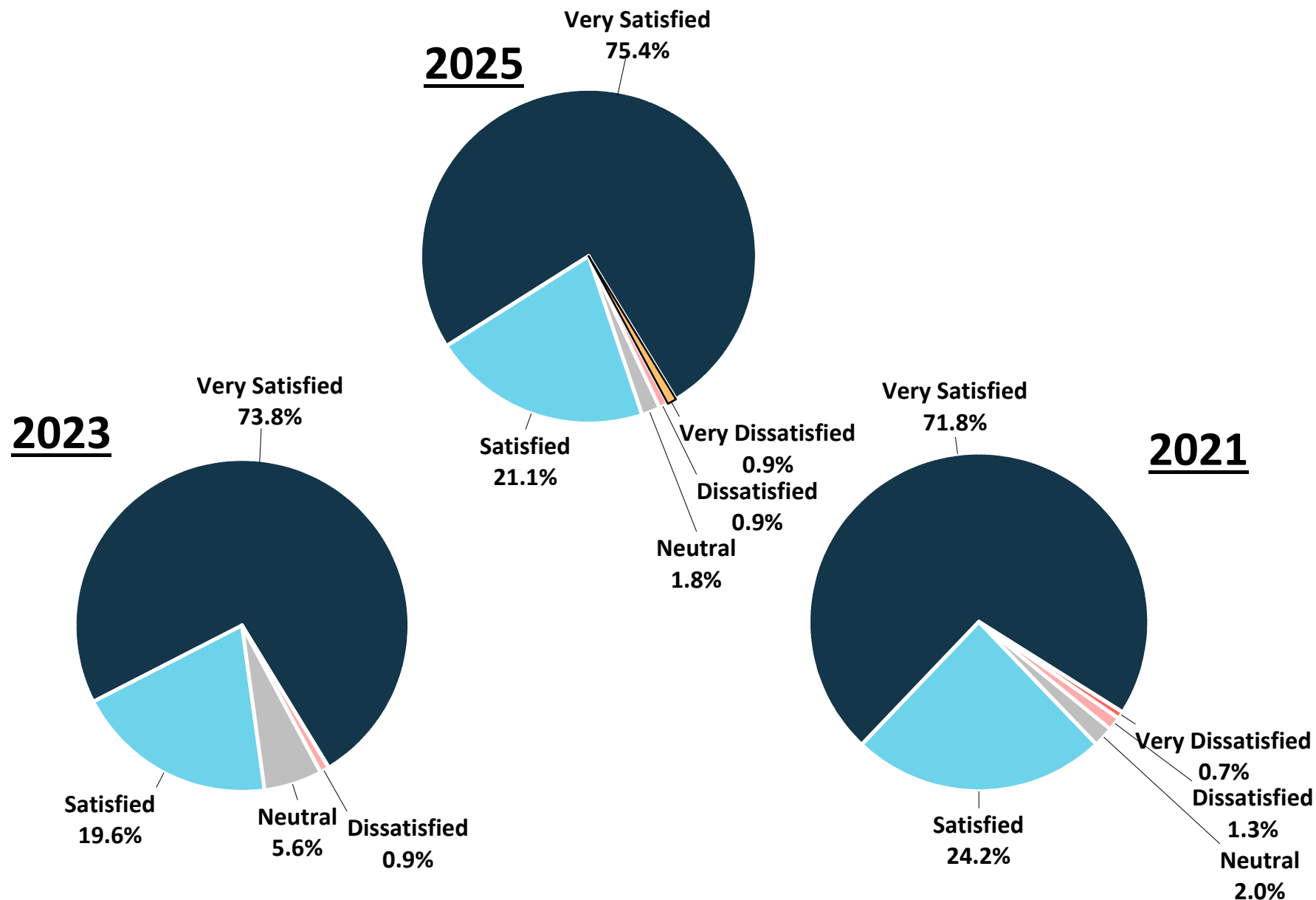
Q6. In the past 12 months, have you or any member of your household called 911 to request police, fire, or emergency medical/ambulance services?

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



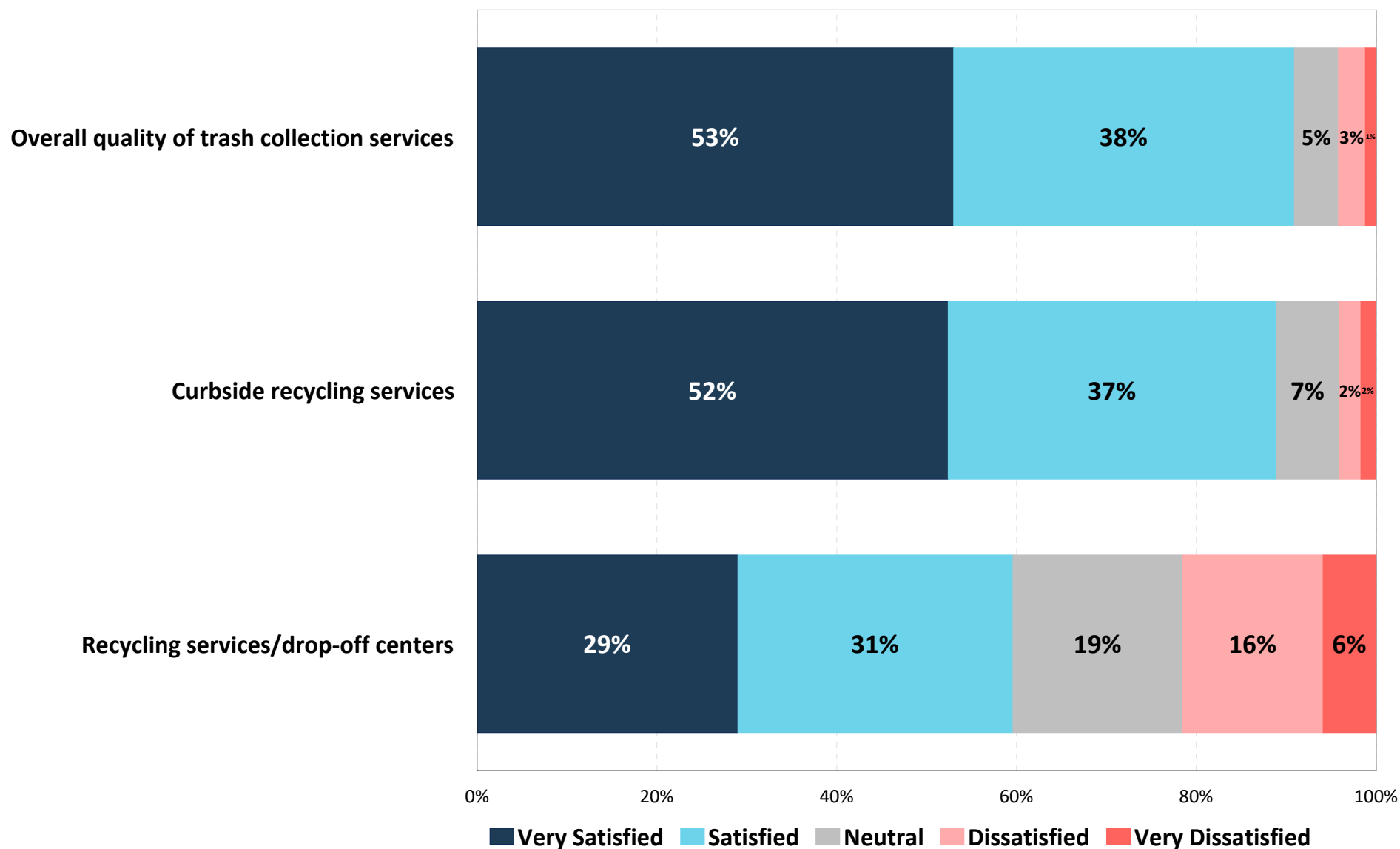
Q6a. How satisfied were you with the assistance you received from the person who took your 911 call?

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



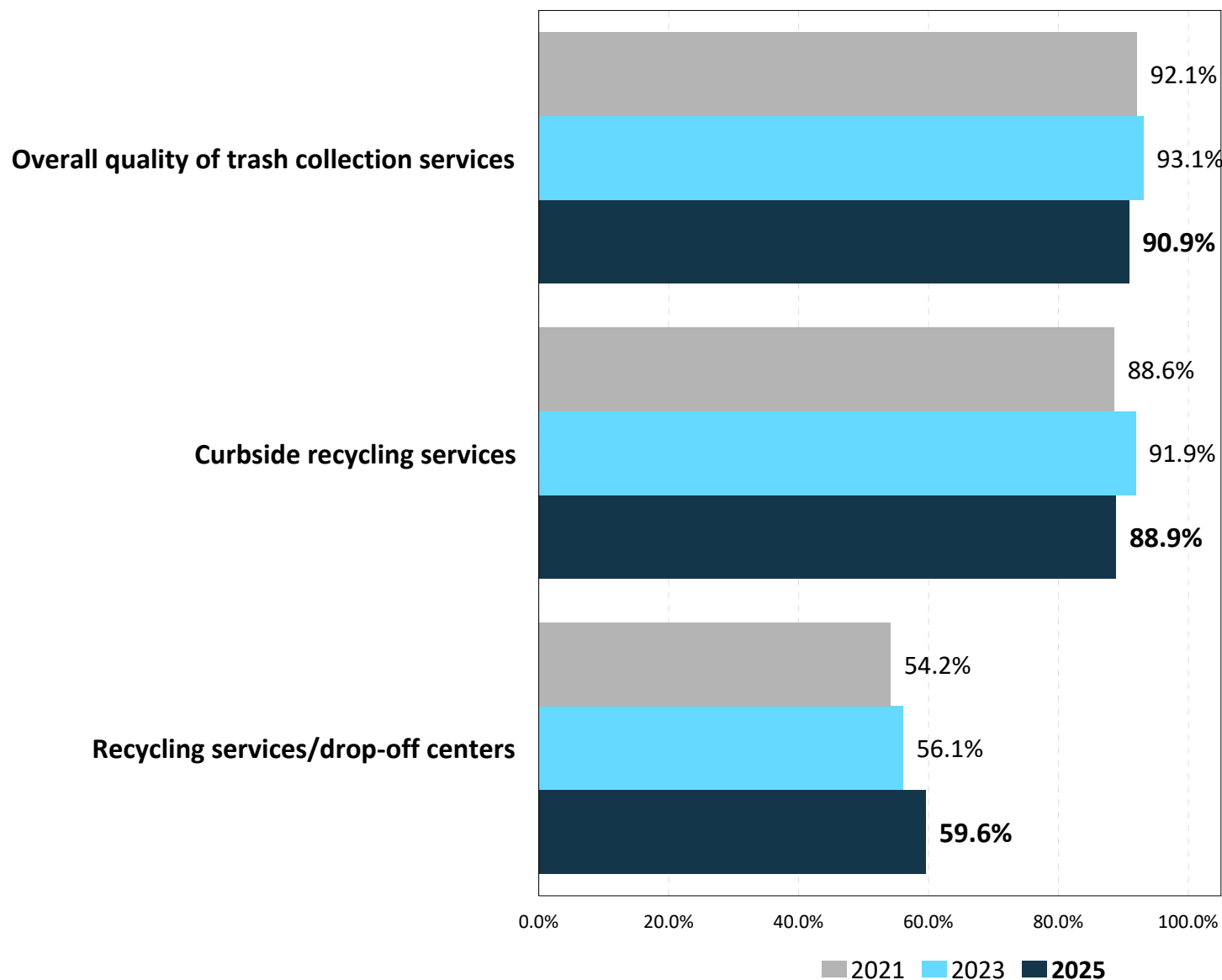
Q7. Satisfaction with Trash and Recycling Services

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



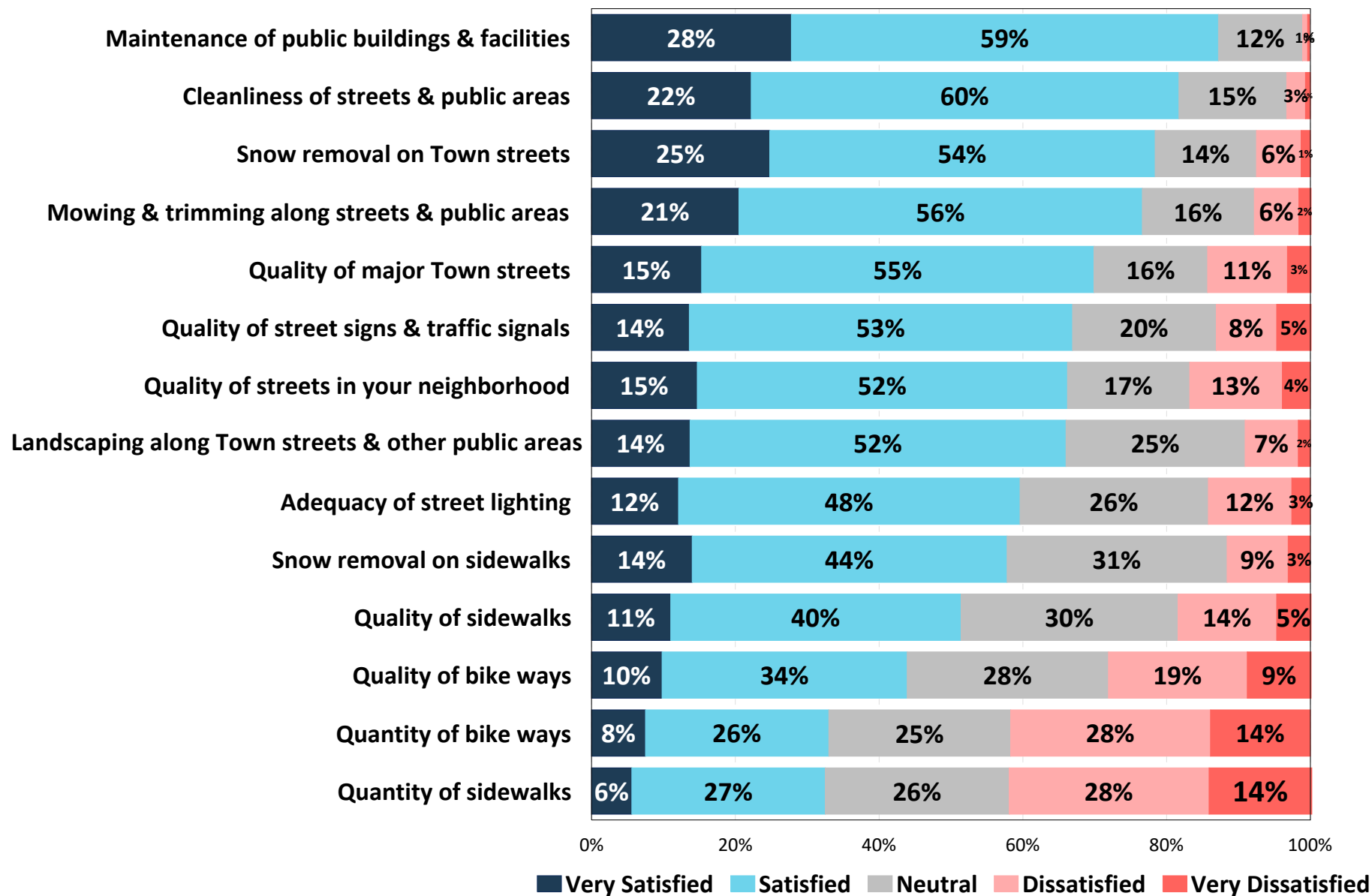
TRENDS: Satisfaction with Trash and Recycling Services 2021 to 2025

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



Q8. Satisfaction with the Town's Infrastructure

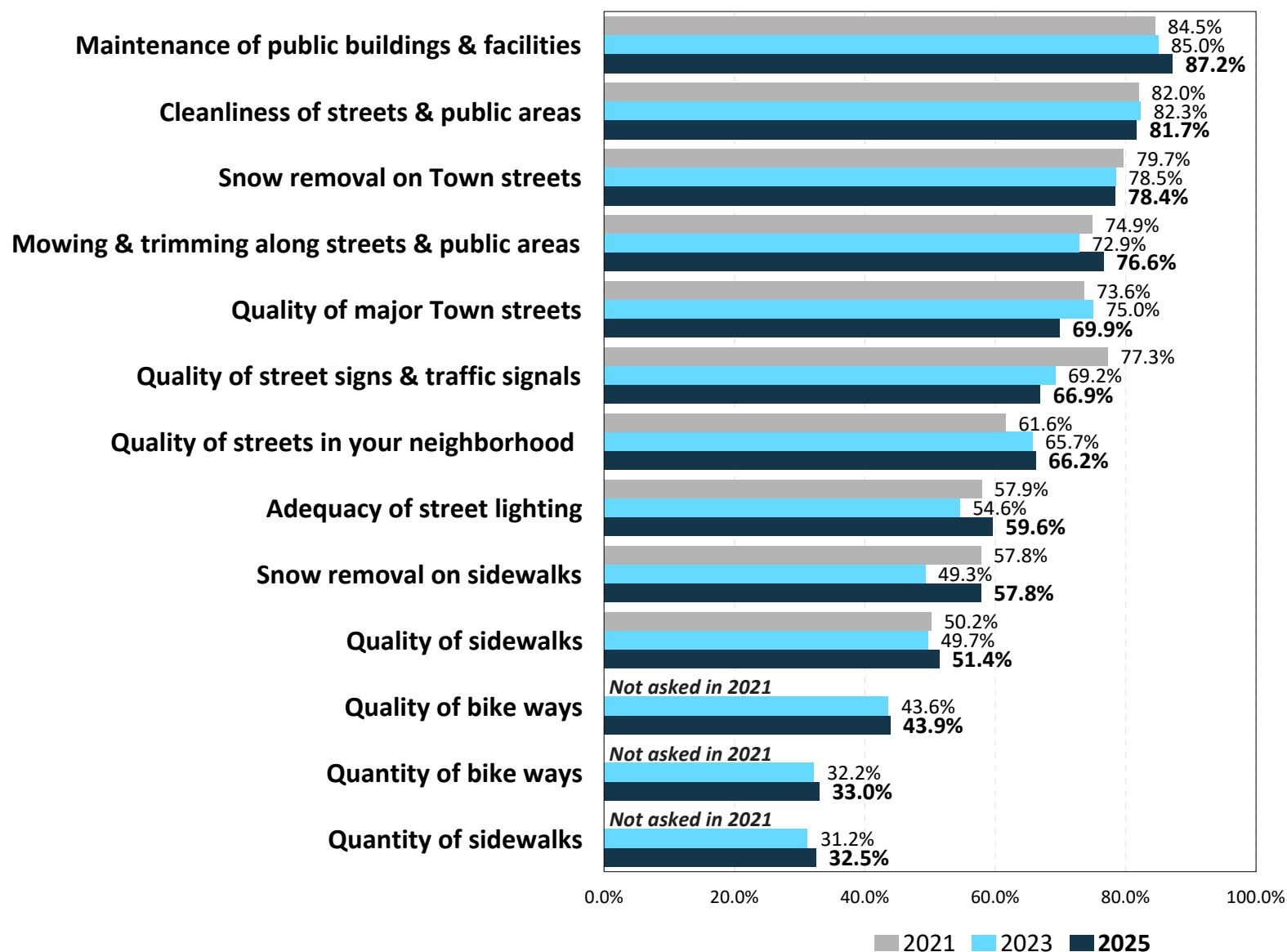
by percentage of respondents using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied*
(excluding *don't know* responses)



TRENDS: Satisfaction with the Town's Infrastructure

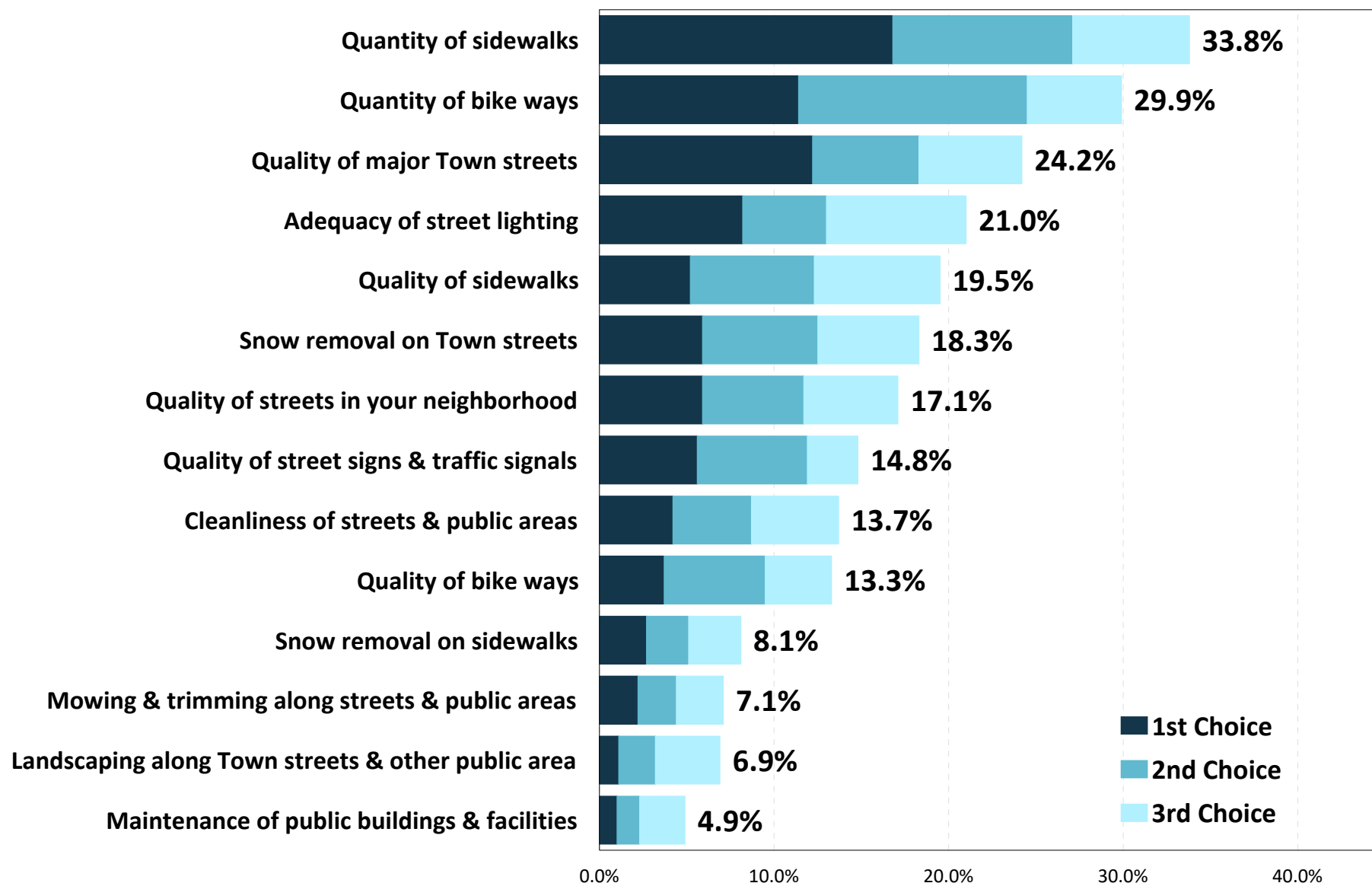
2021 to 2025

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



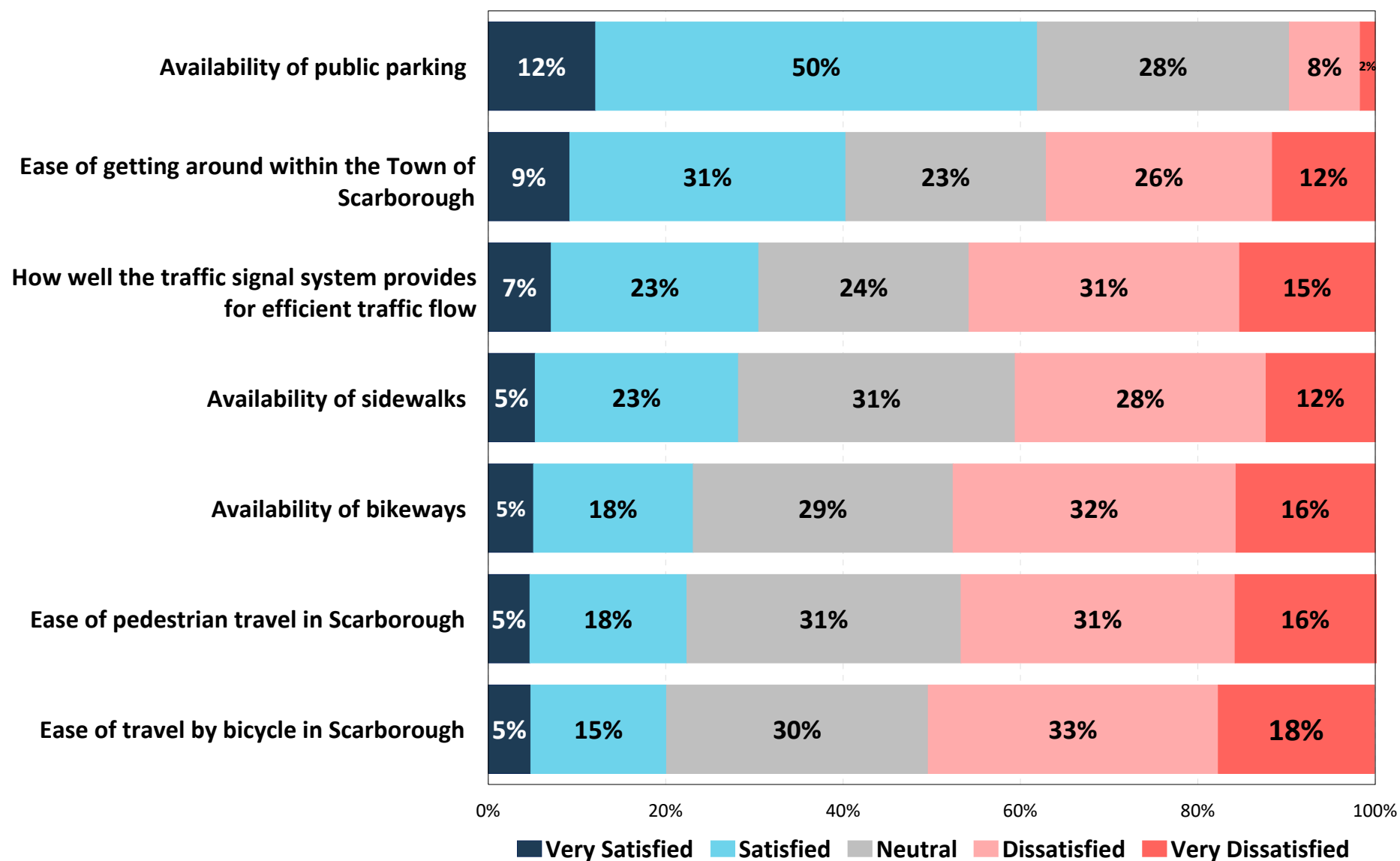
Q9. Infrastructure Services That Should Receive the Most Emphasis Over the Next Two Years

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



Q10. Satisfaction with Transportation and Mobility

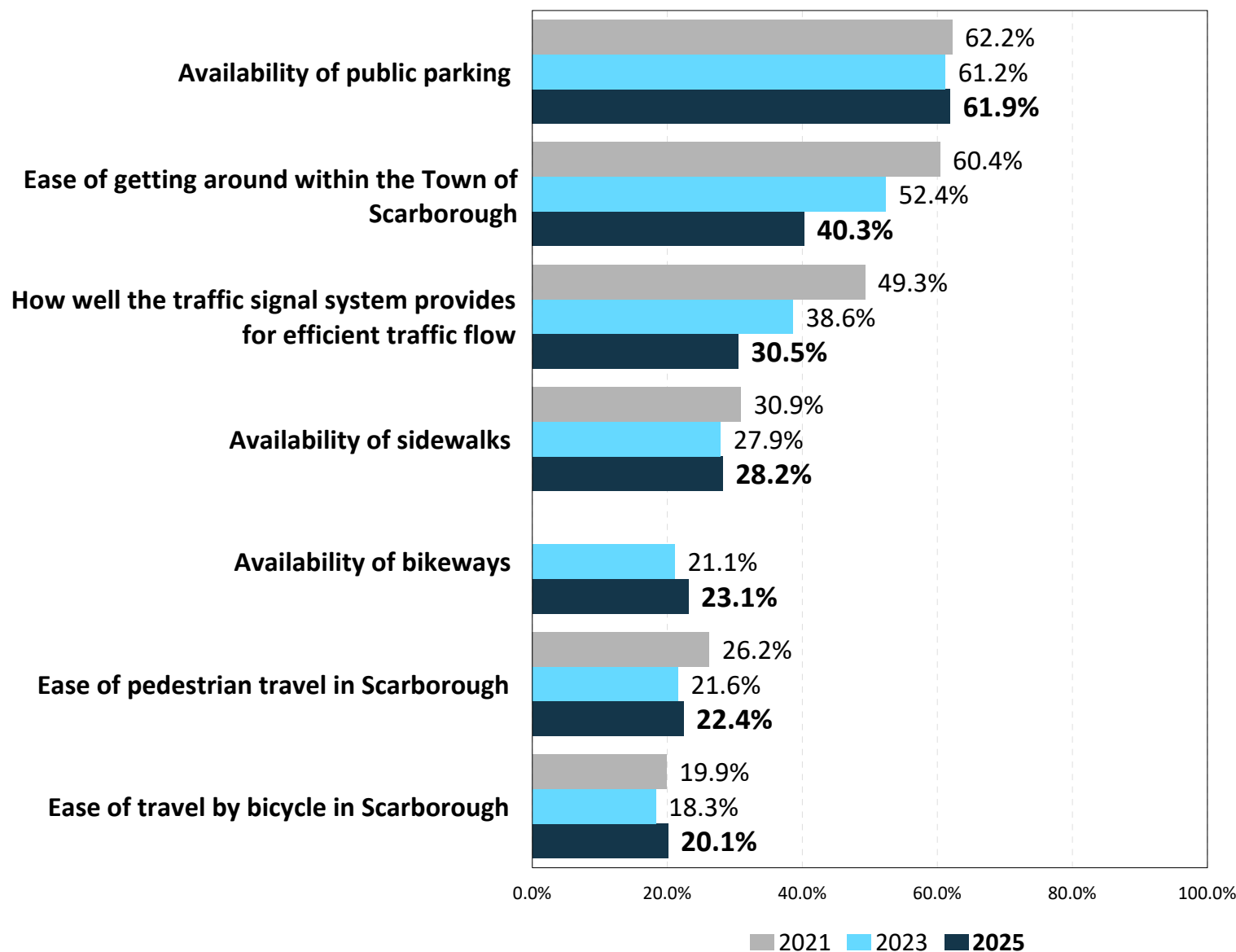
by percentage of respondents using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied*
(excluding *don't know* responses)



TRENDS: Satisfaction with Transportation and Mobility

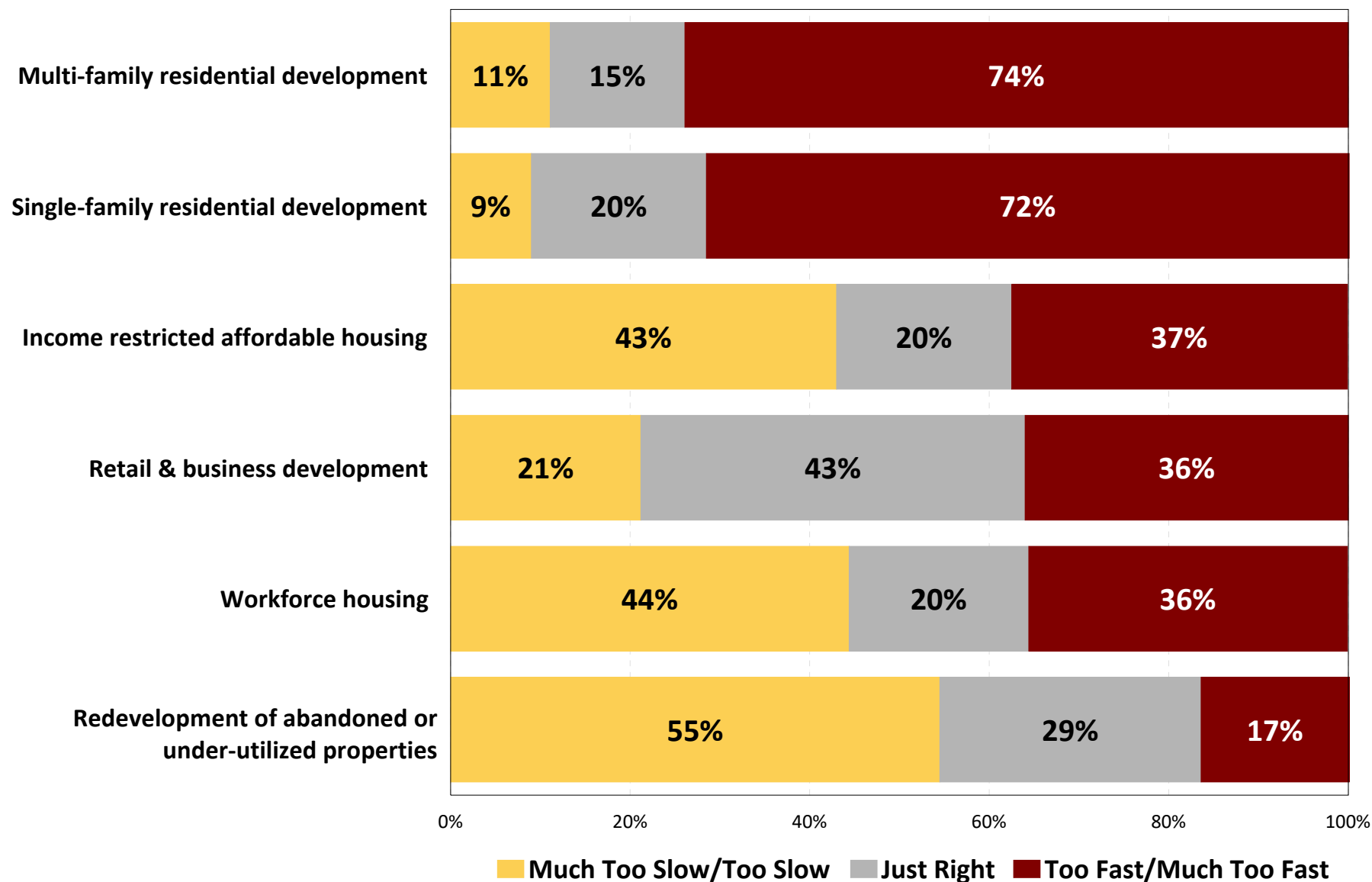
2021 to 2025

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



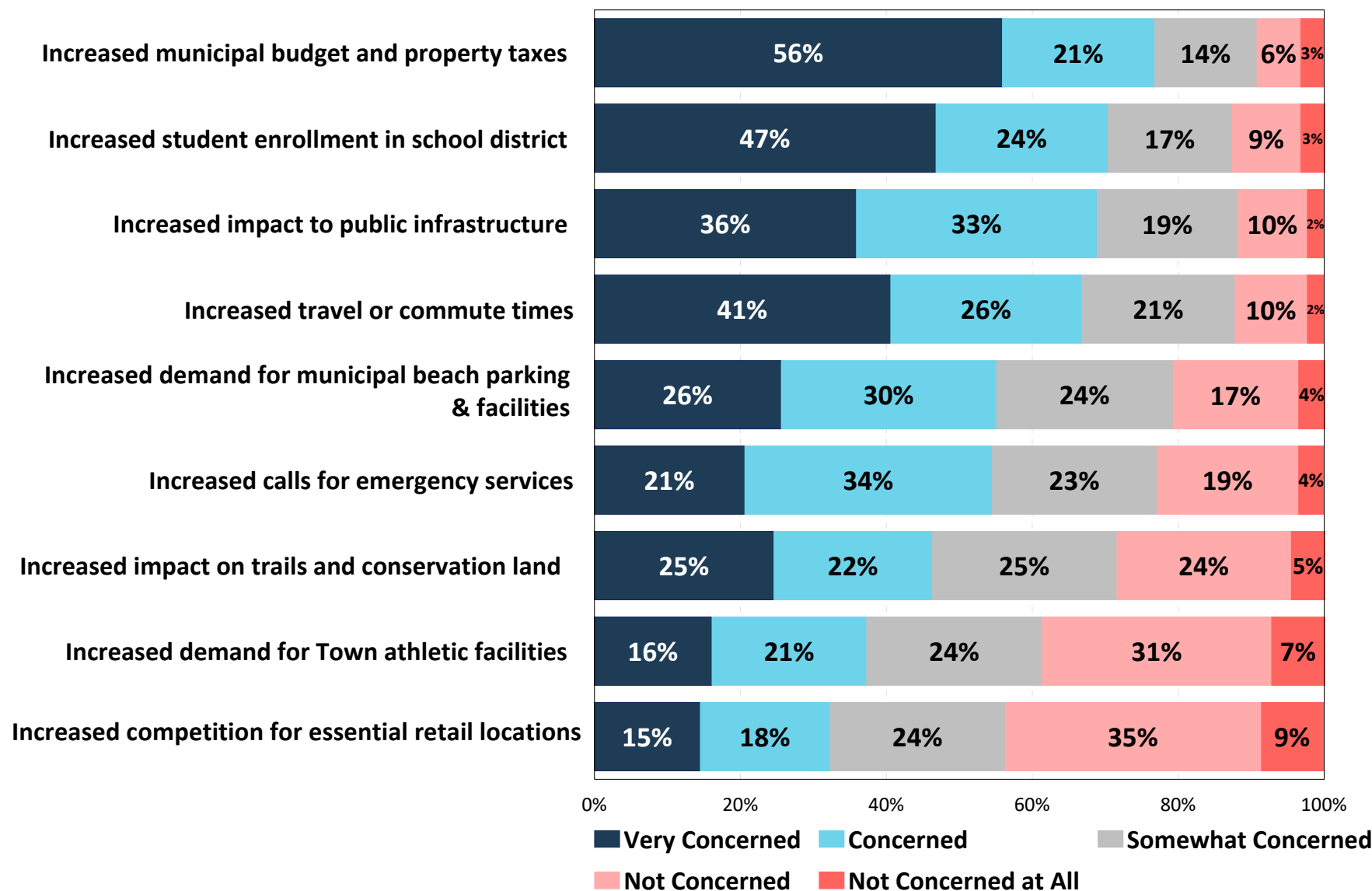
Q11. Resident's Perception for the Town's Current Pace of Growth and Development in Various Areas

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)



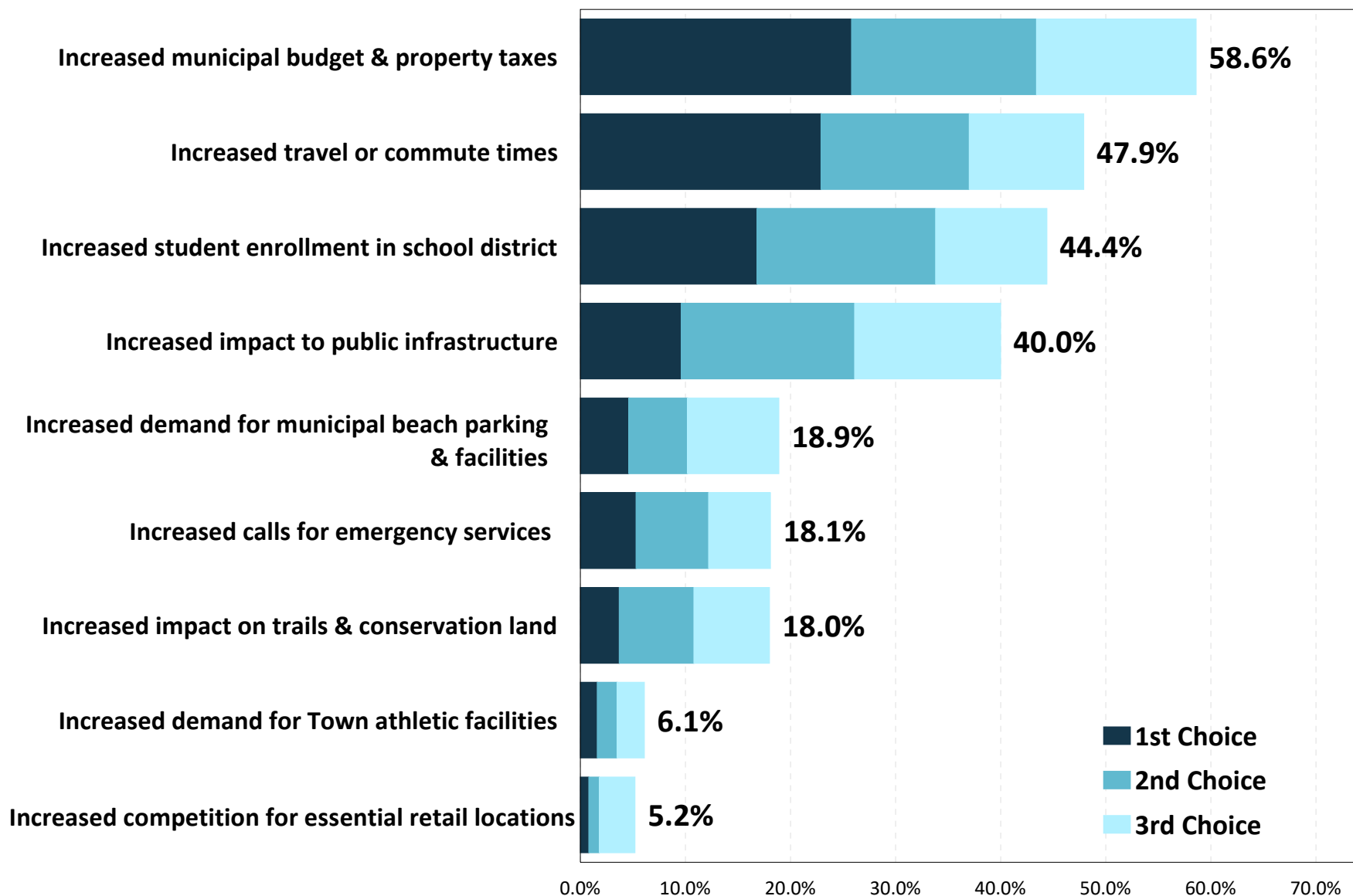
Q12. Level of Concern for Each of the Following Issues Perceived to be Attributable to an Increase in Residential Growth

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)



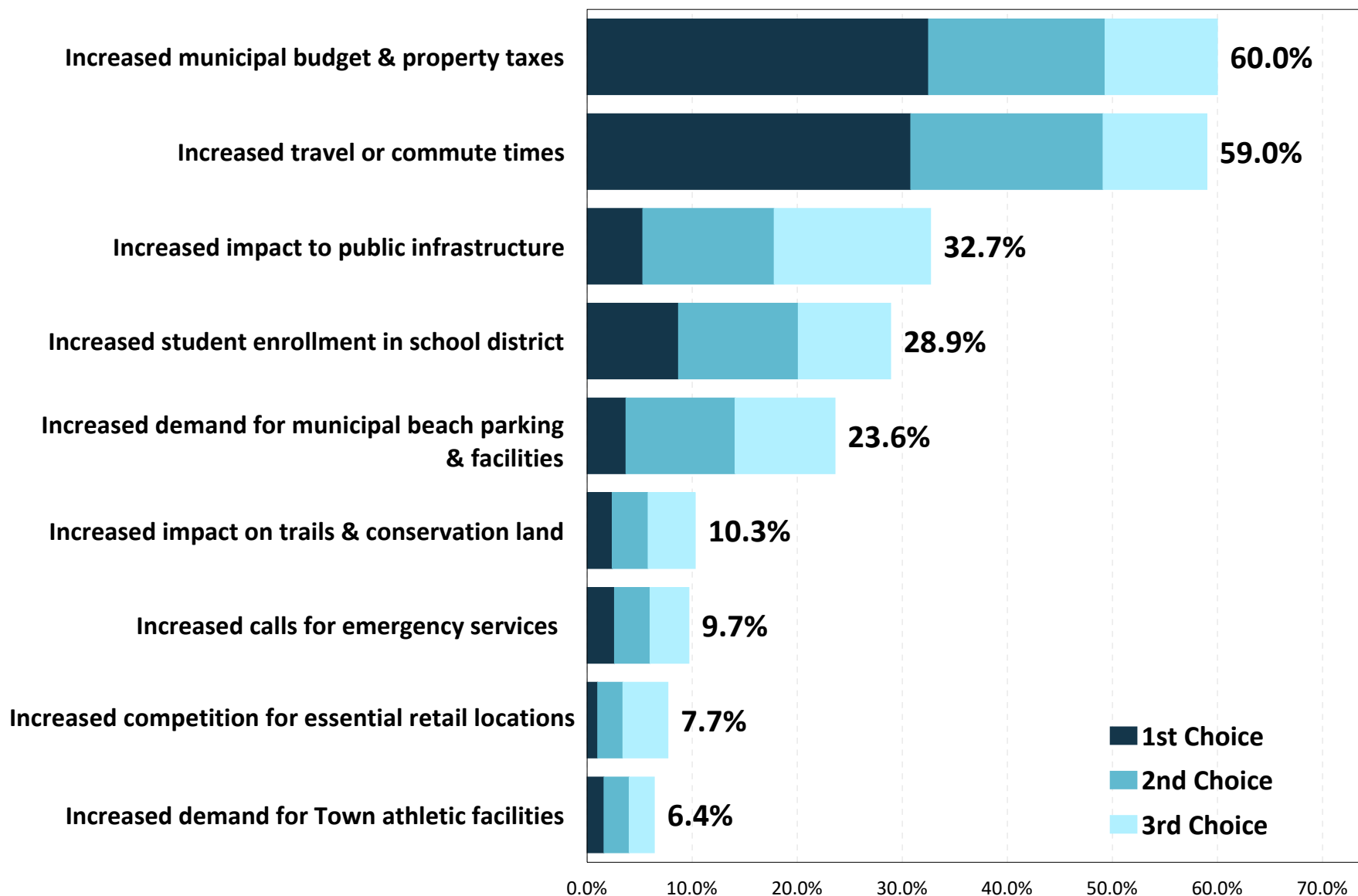
Q13. Perceived Growth Impact Items That Should Receive the Most Emphasis Over the Next Two Years

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



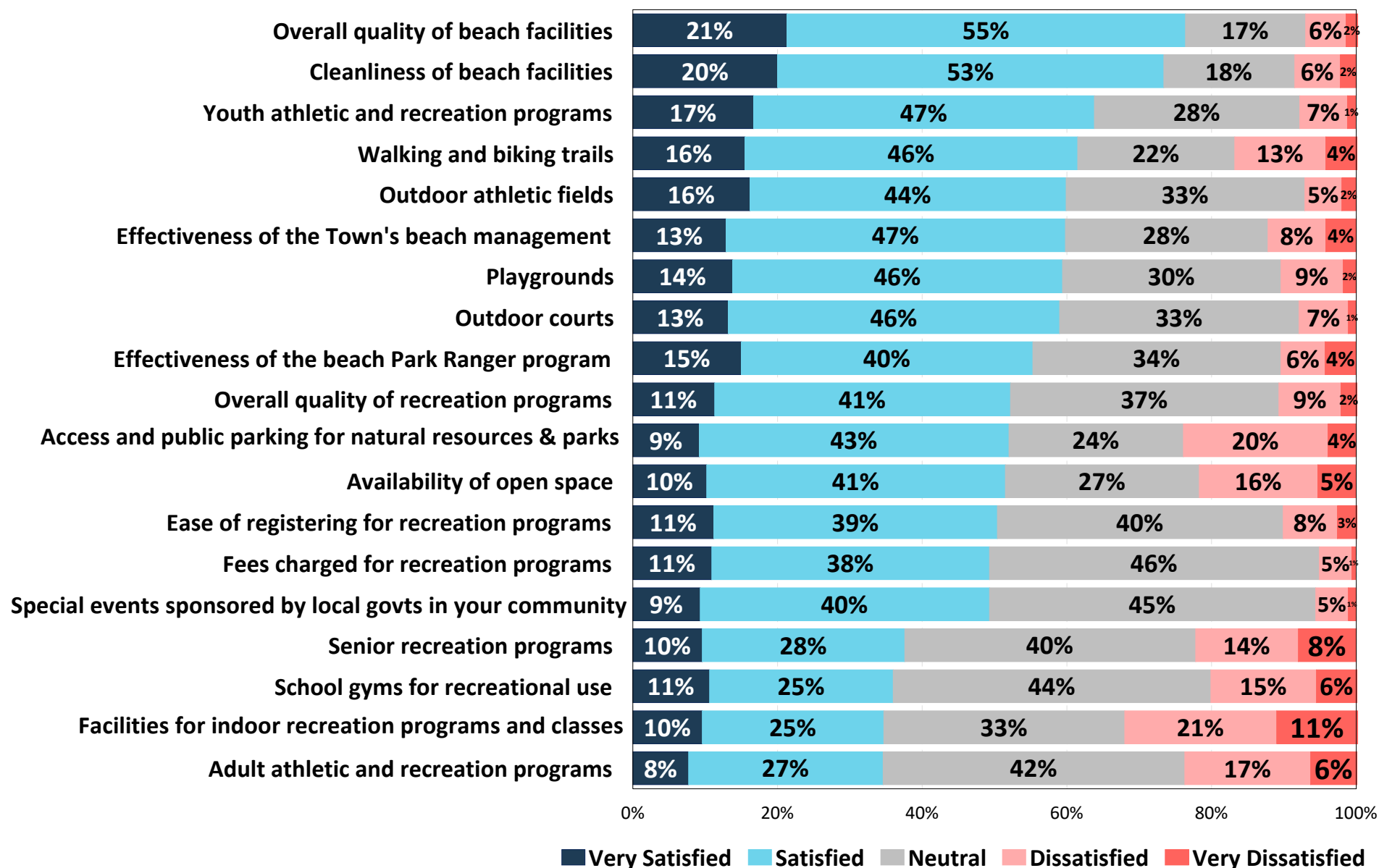
Q14. Perceived Growth Impact Items That Respondents Believe They Have Been Most Impacted By

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



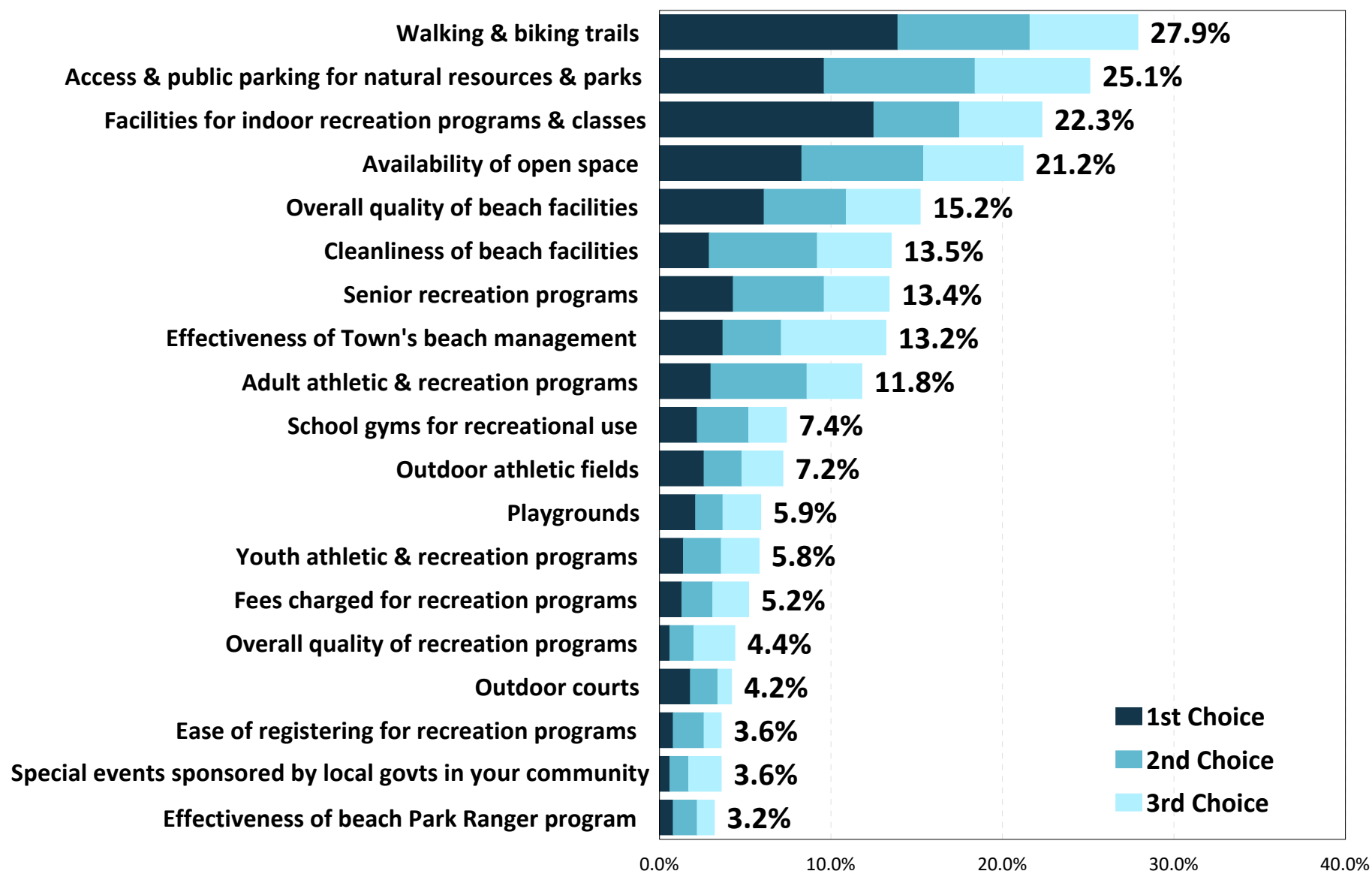
Q15. Satisfaction with Community Services

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



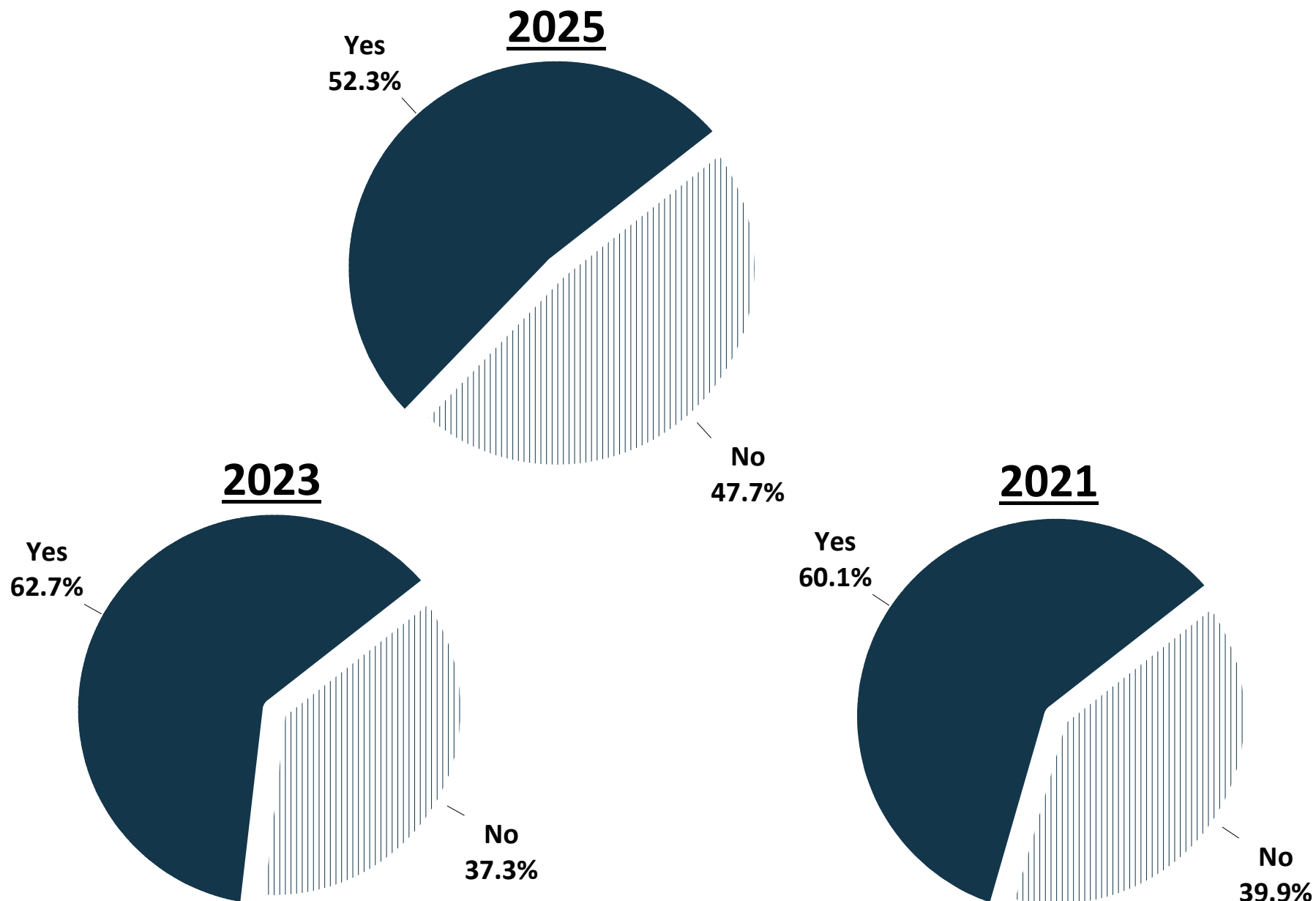
Q16. Community Services That Should Receive the Most Emphasis Over the Next Two Years

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



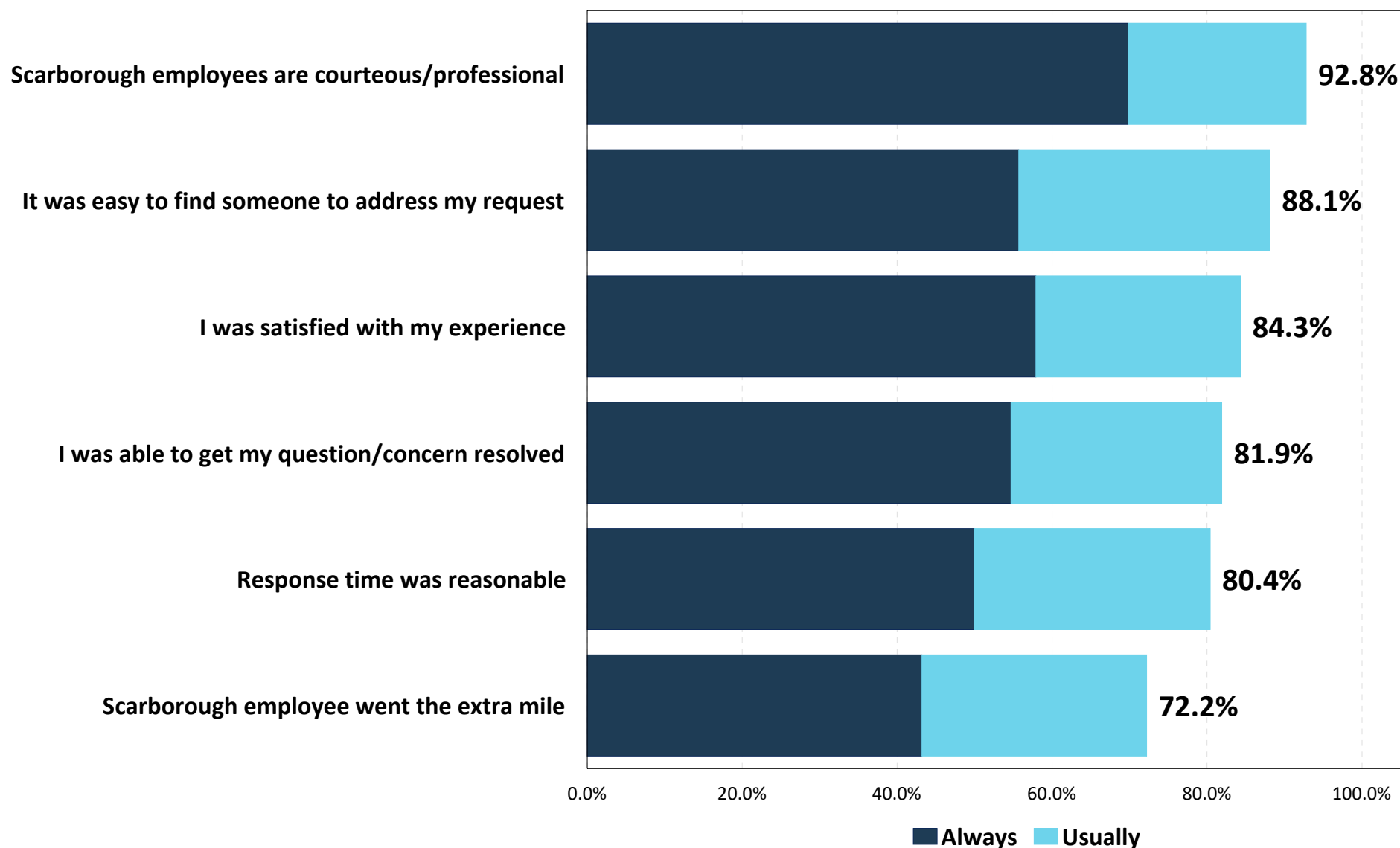
Q17. Have you contacted the Town during the past year?

by percentage of respondents



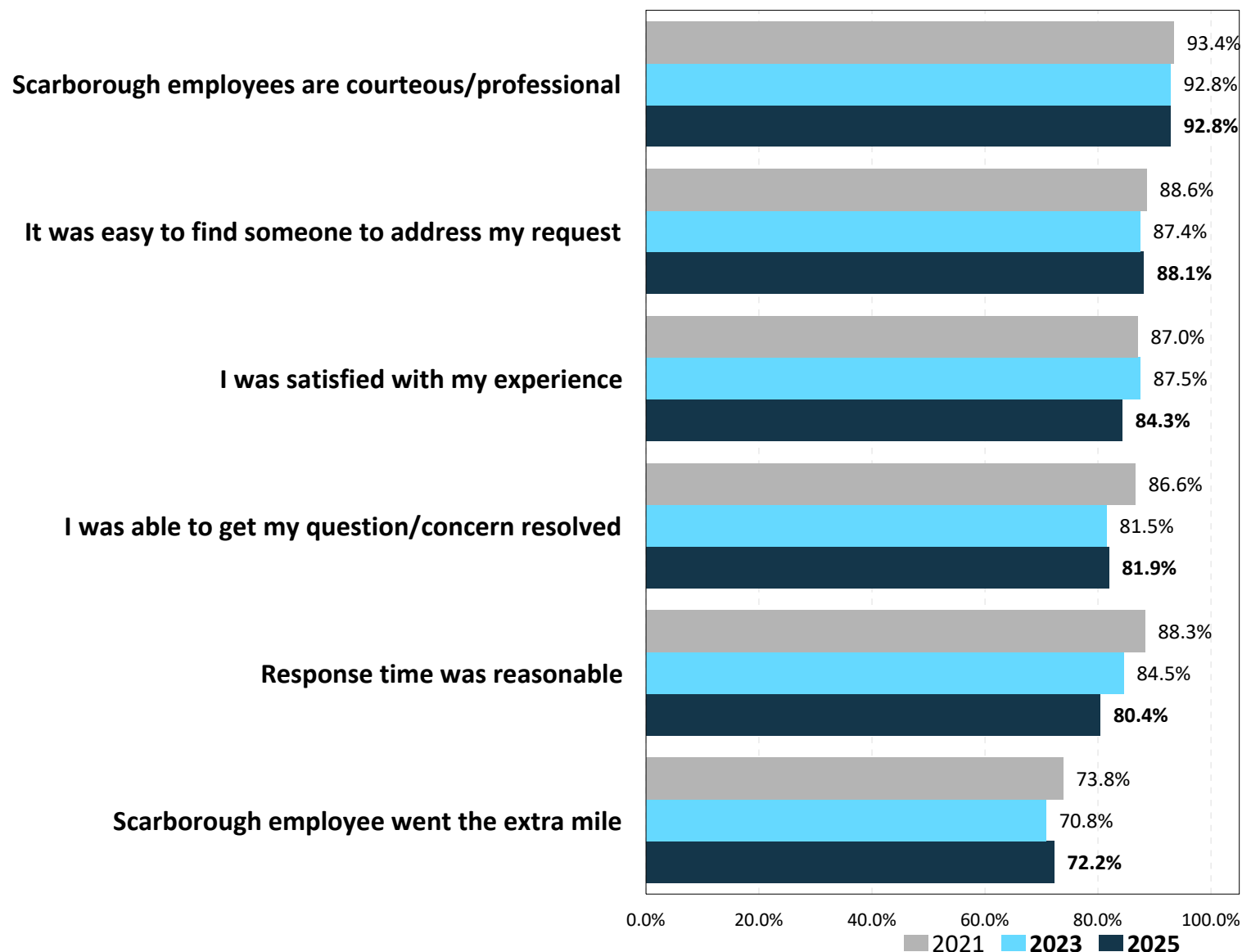
Q17a. Frequency That Town Employees Exhibited the Following Behaviors

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)



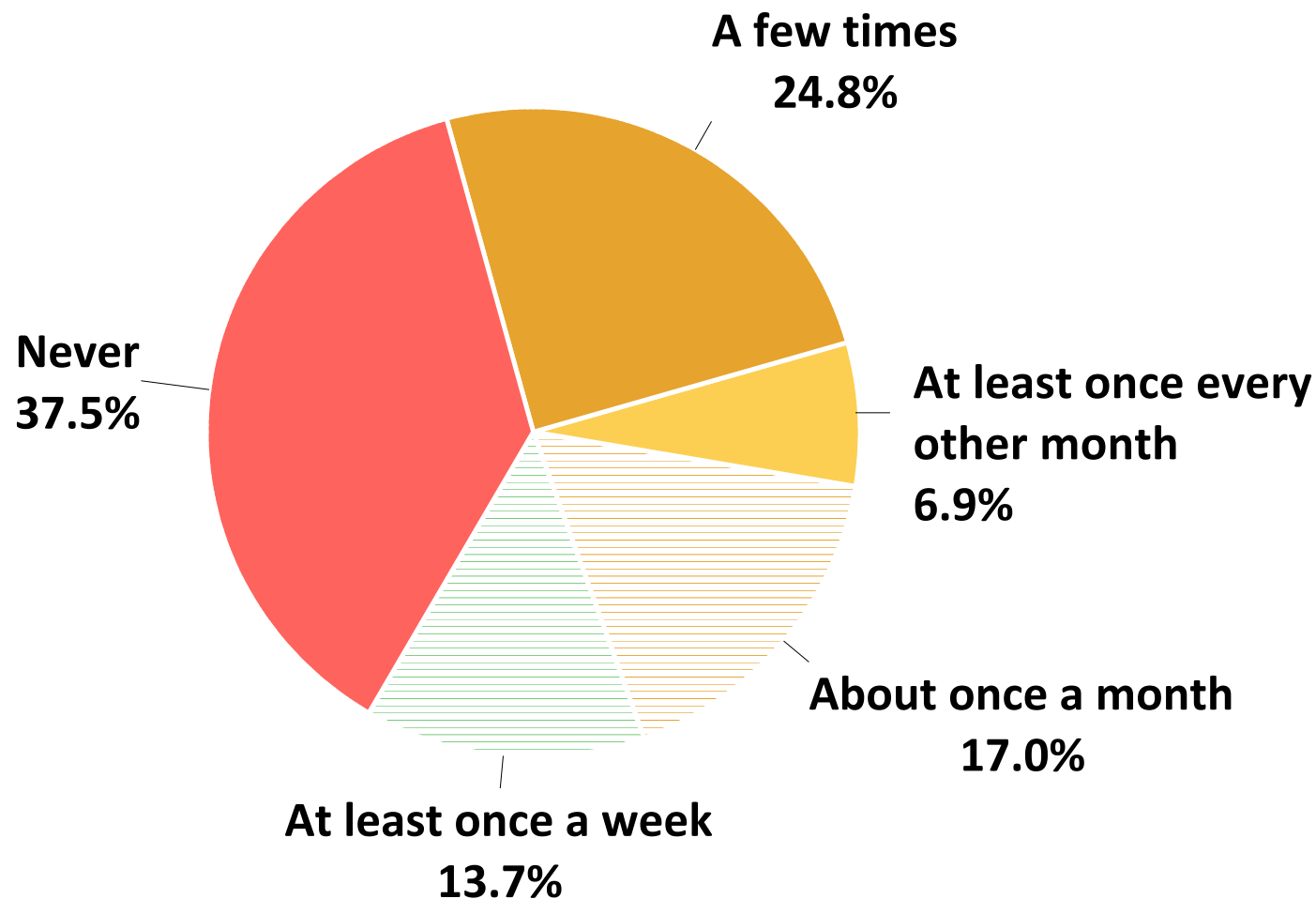
TRENDS: Frequency That Town Employees Exhibited the Following Behaviors - 2021 to 2025

by percentage of respondents who contacted the Town during the past year and either *always* or *usually* observed Town employees exhibiting the following behaviors (excluding *don't know* responses)



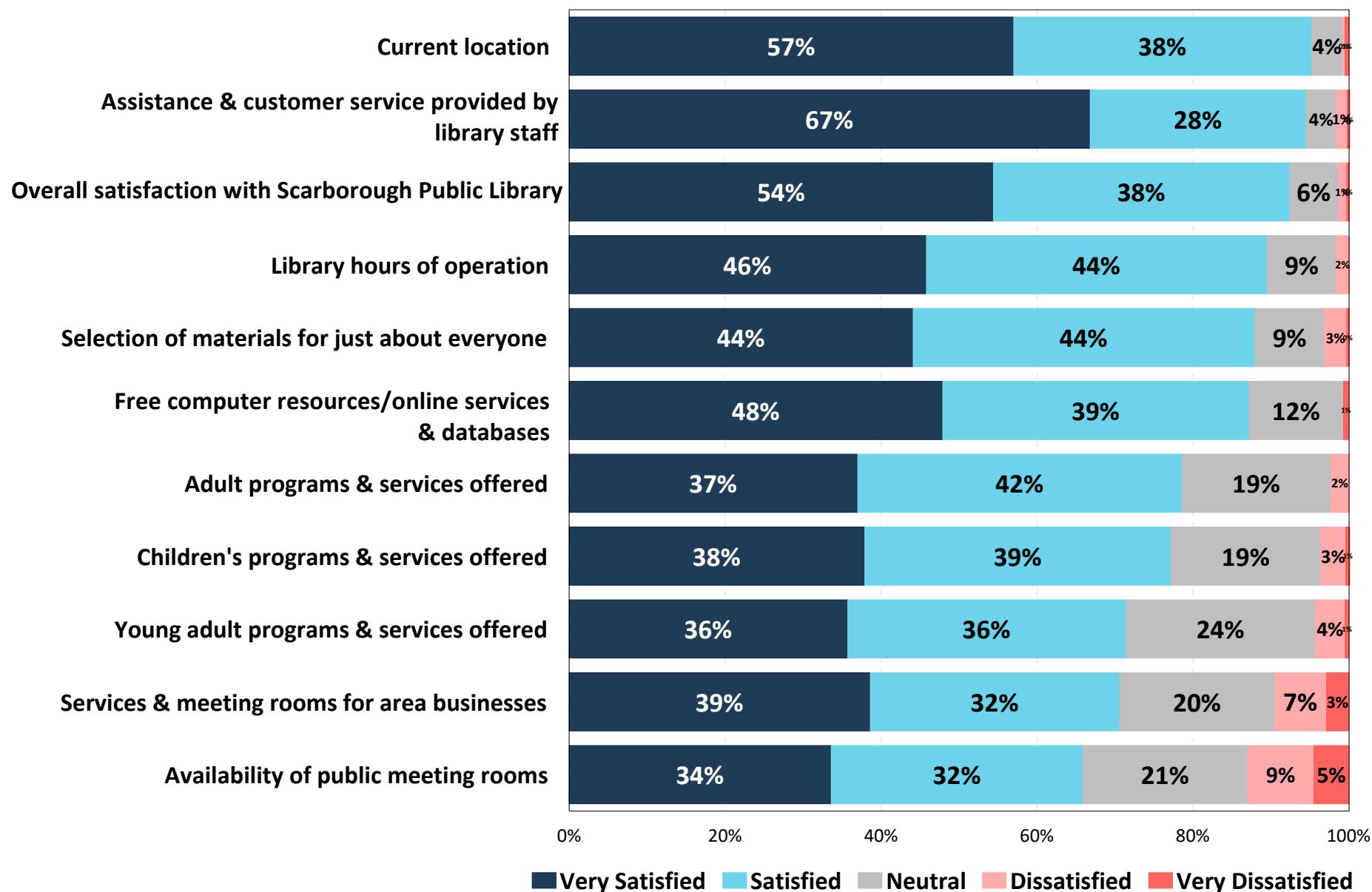
Q18. In the last 12 months, how many times have you visited the Library or used its online tools?

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



Q18a. Satisfaction with Library Services

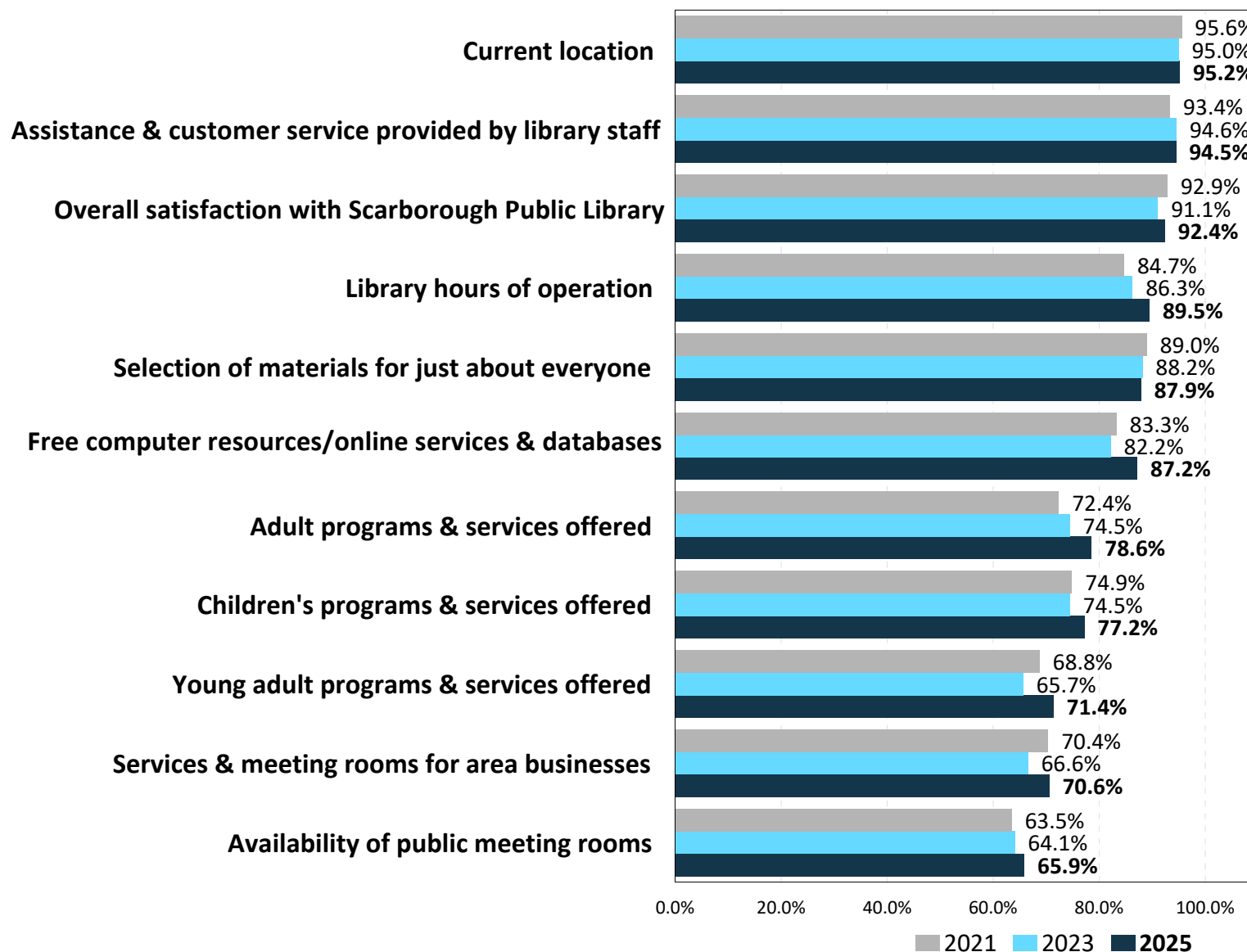
by percentage of respondents who used the library in the past 12 months (excluding *don't know* responses)



TRENDS: Satisfaction with Library Services

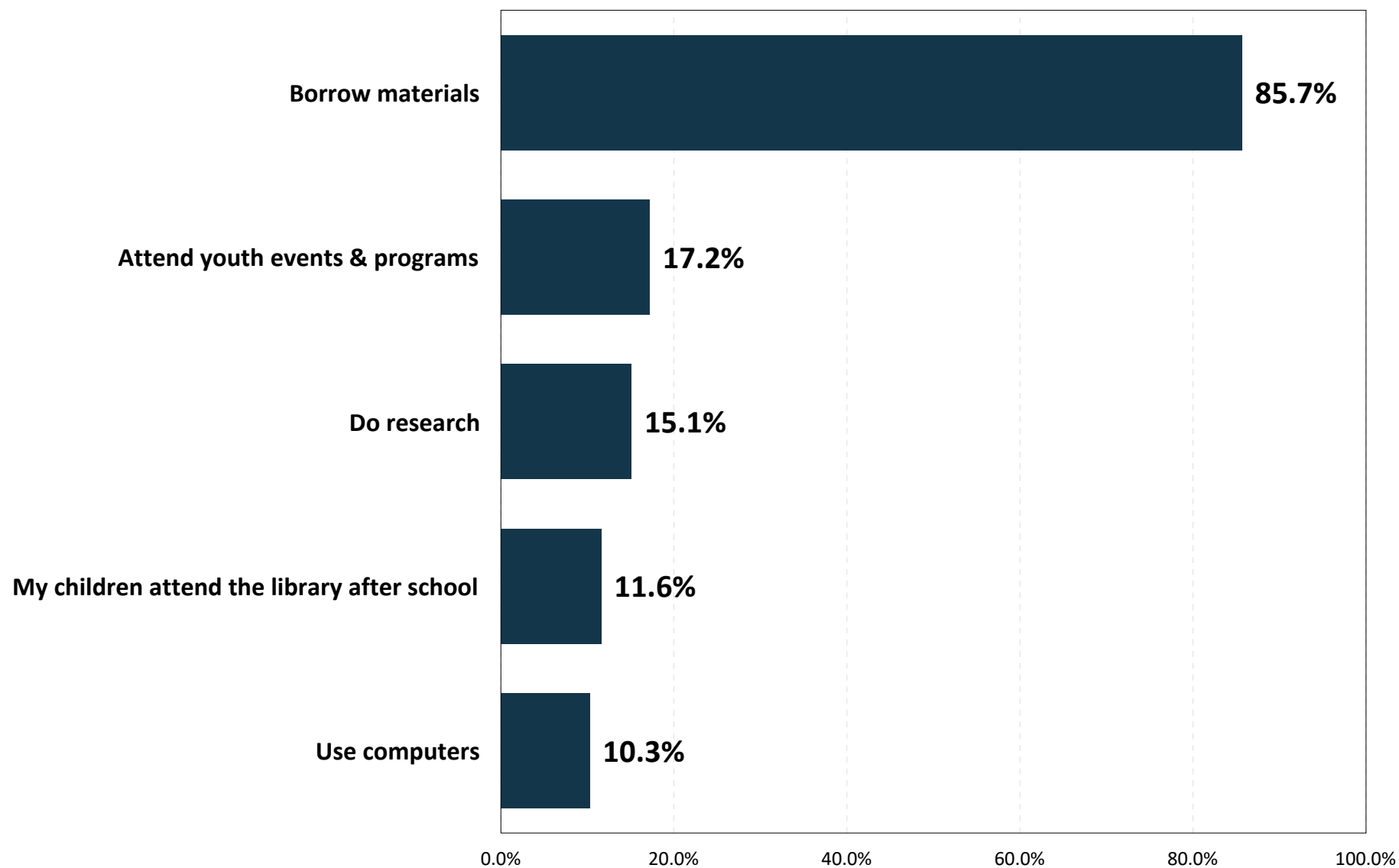
2021 to 2025

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



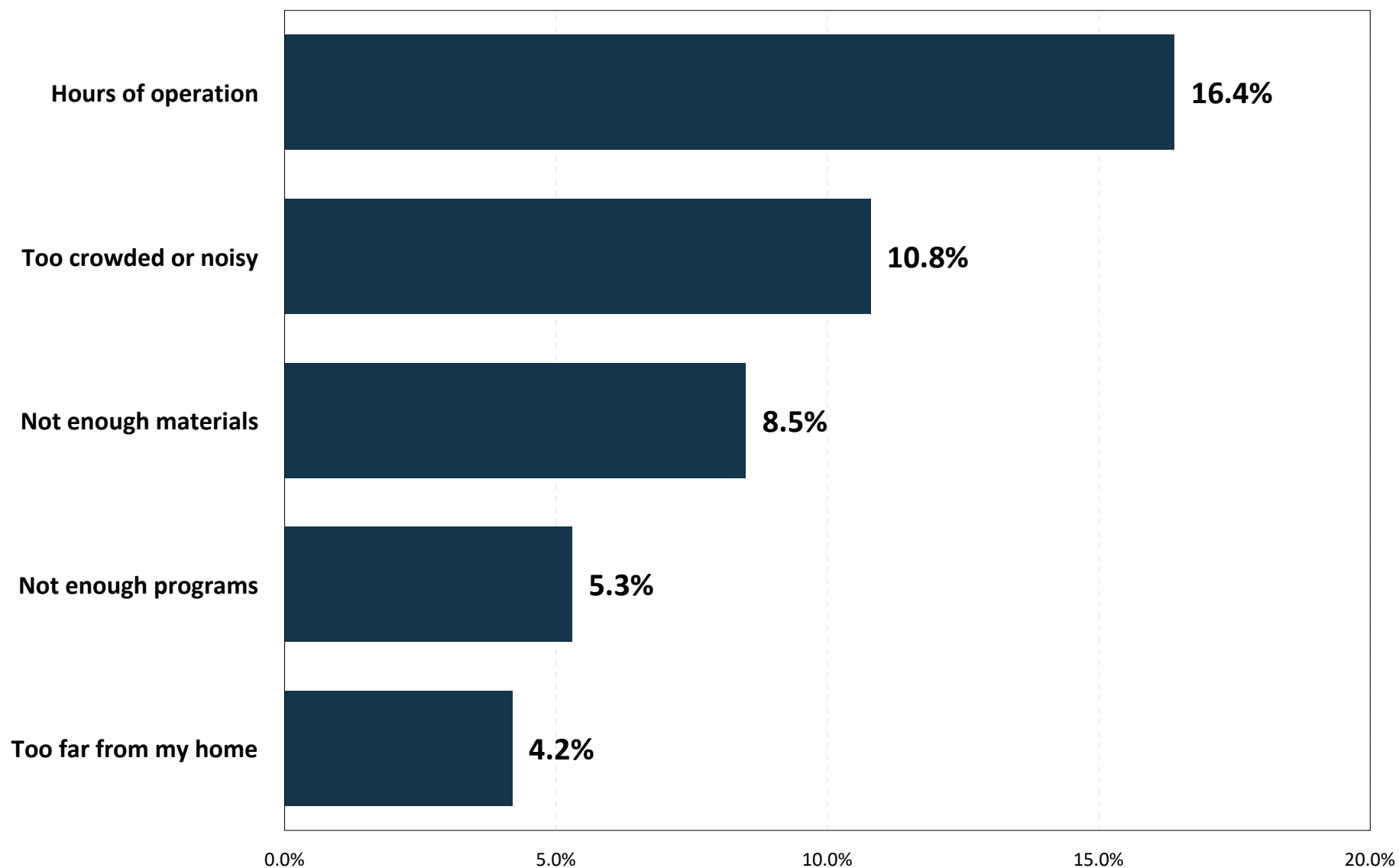
Q18b. How do you use the library?

by percentage of respondents (multiple choices could be selected)



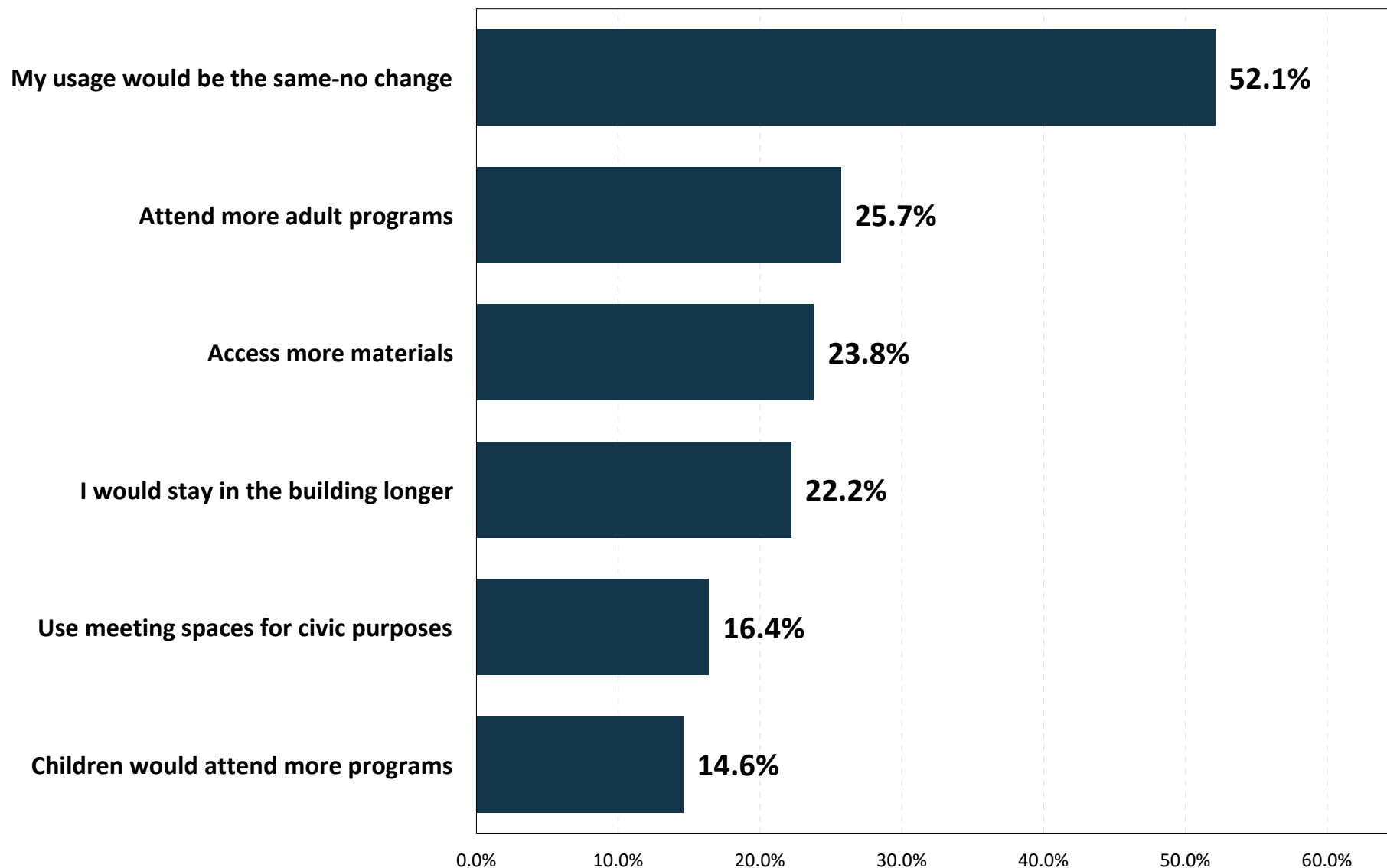
Q18c. What, if anything, limits your usage of the library?

by percentage of respondents (multiple choices could be selected)



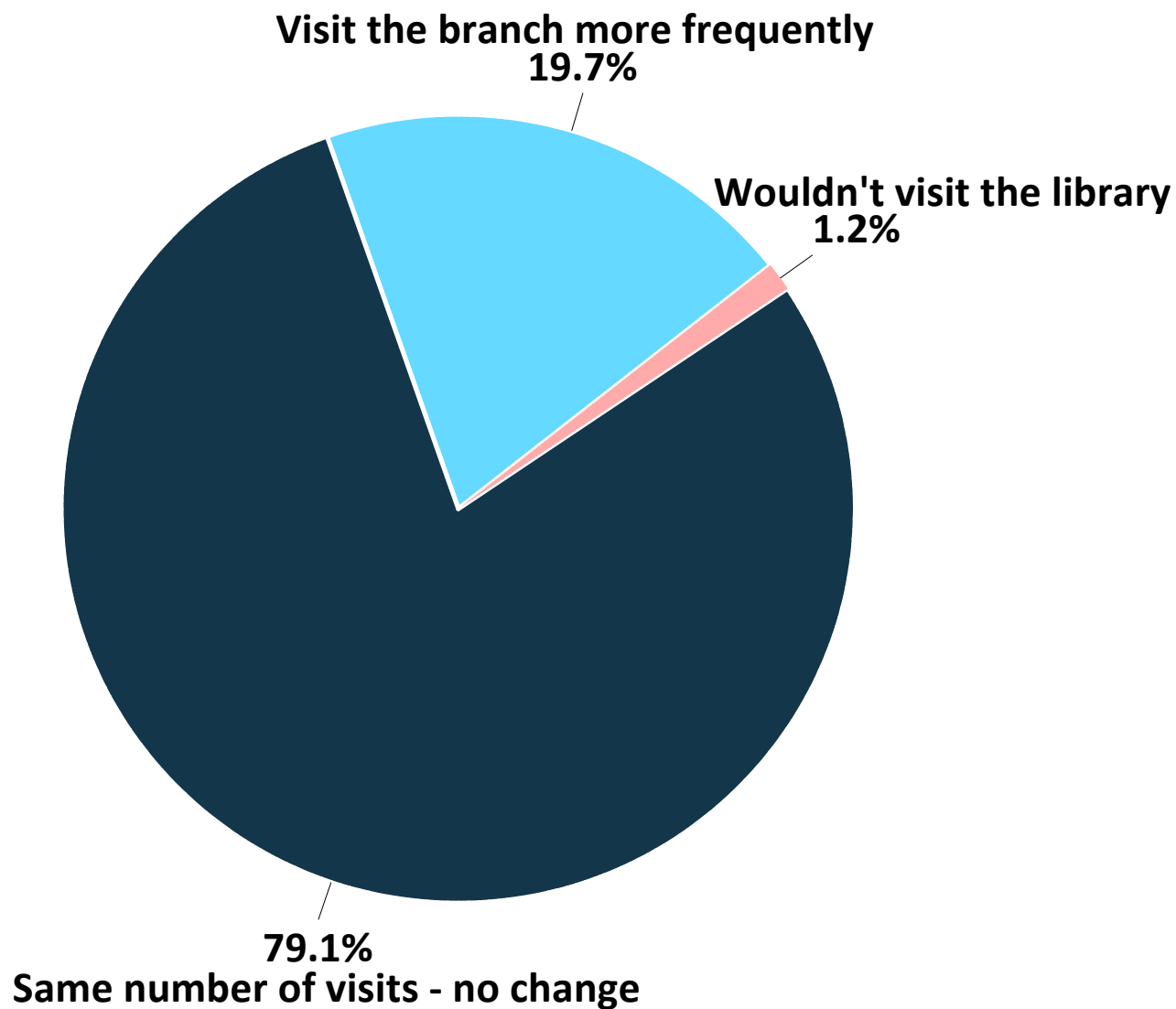
Q18d. How would your use of the library change if there was a larger main library in its current location?

by percentage of respondents (multiple choices could be selected)



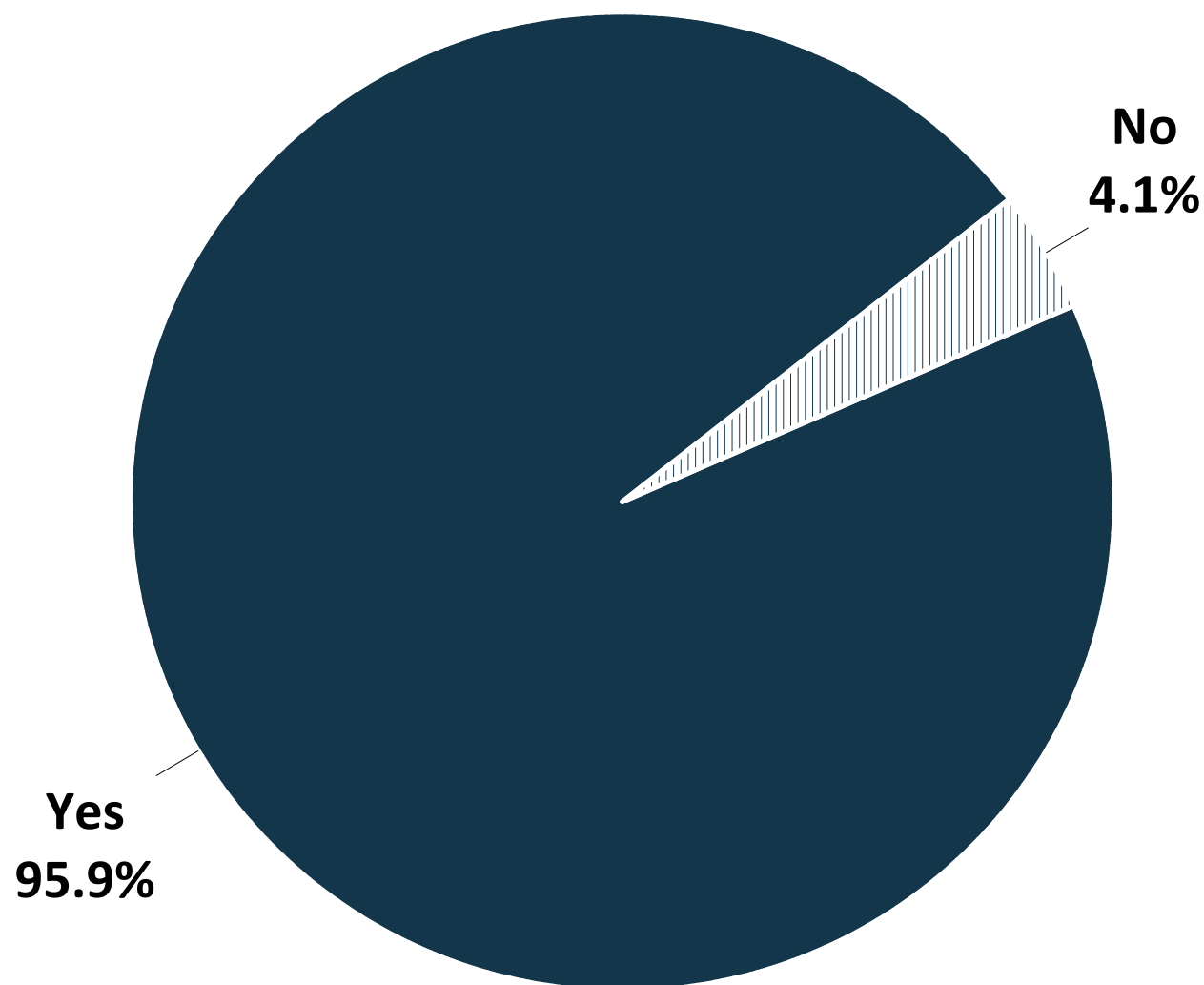
Q18e. How would your use of the library change if there was a branch closer to your home?

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



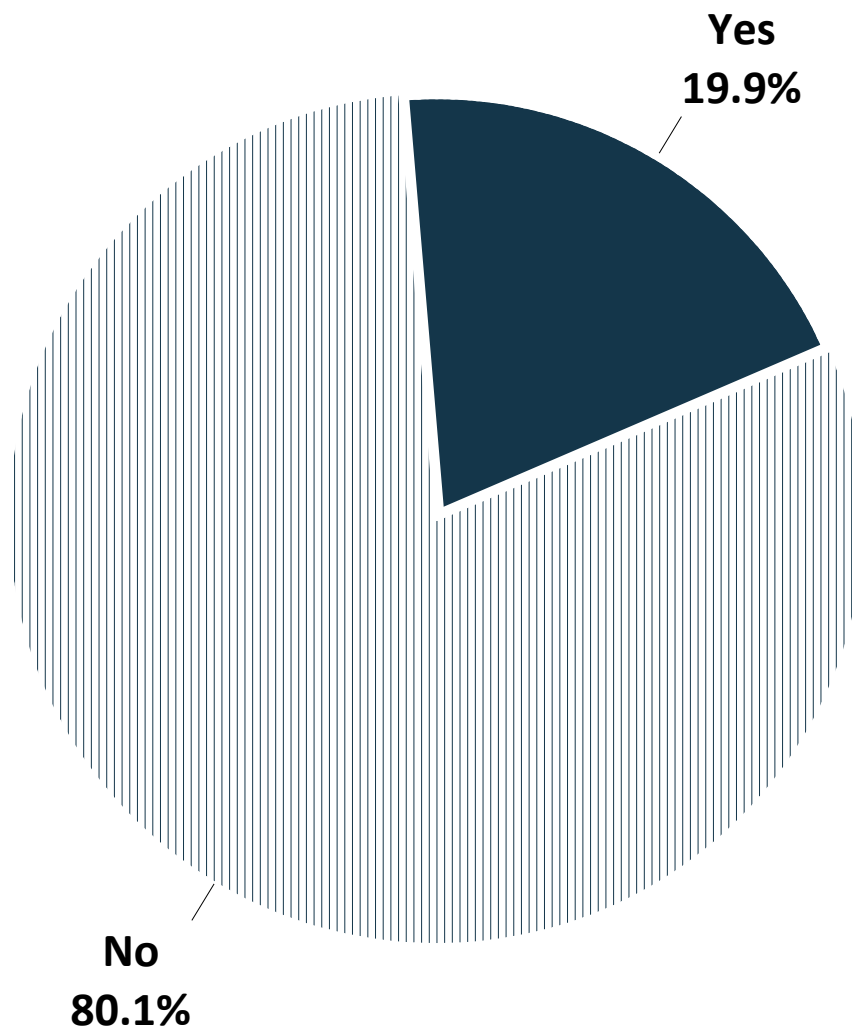
Q18f. Do you or someone in your household have a library card?

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



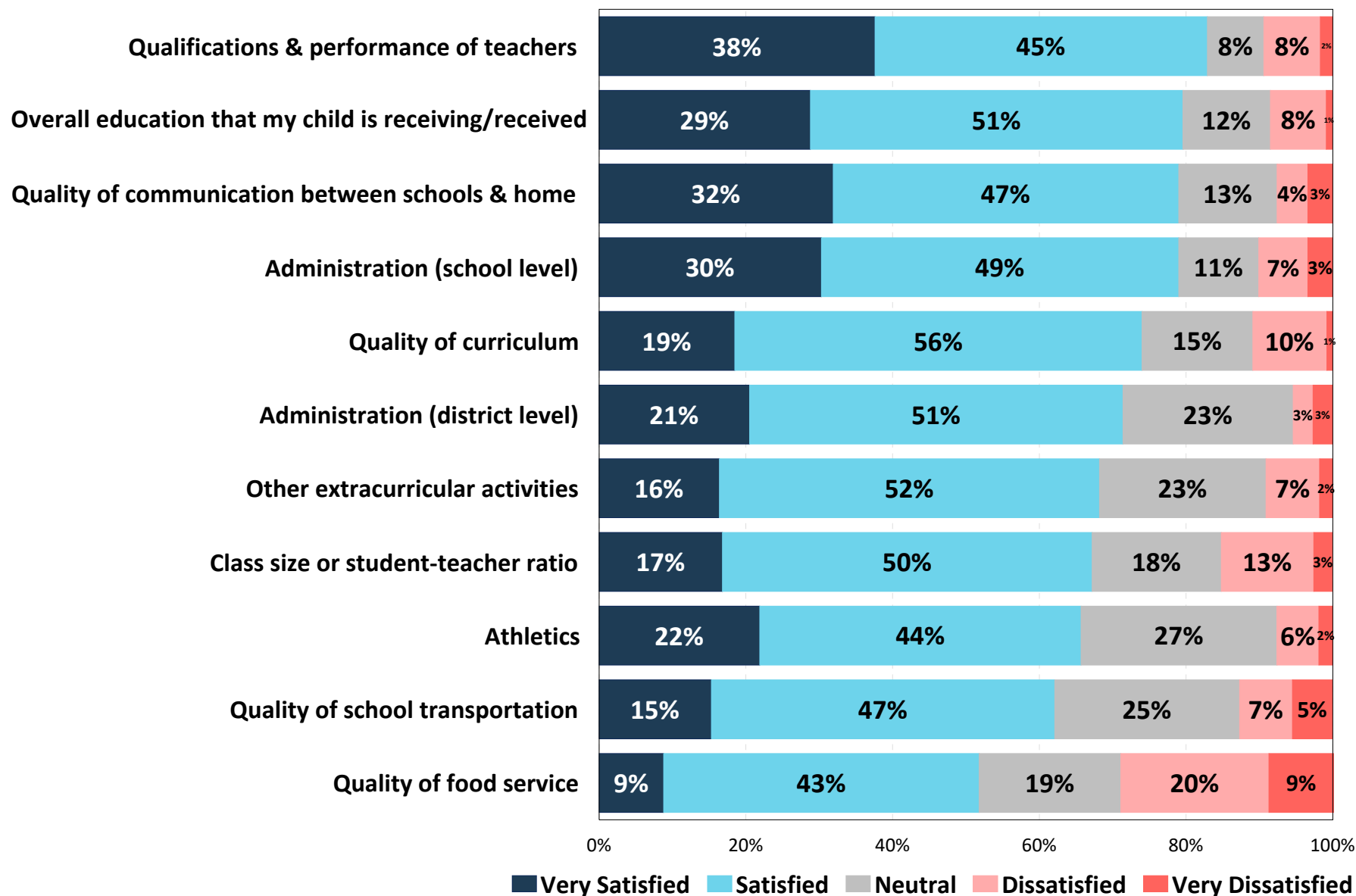
Q19. Do you currently have any children in your household who attend Scarborough public school?

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



Q19a. Satisfaction with Aspects of Scarborough Public Schools

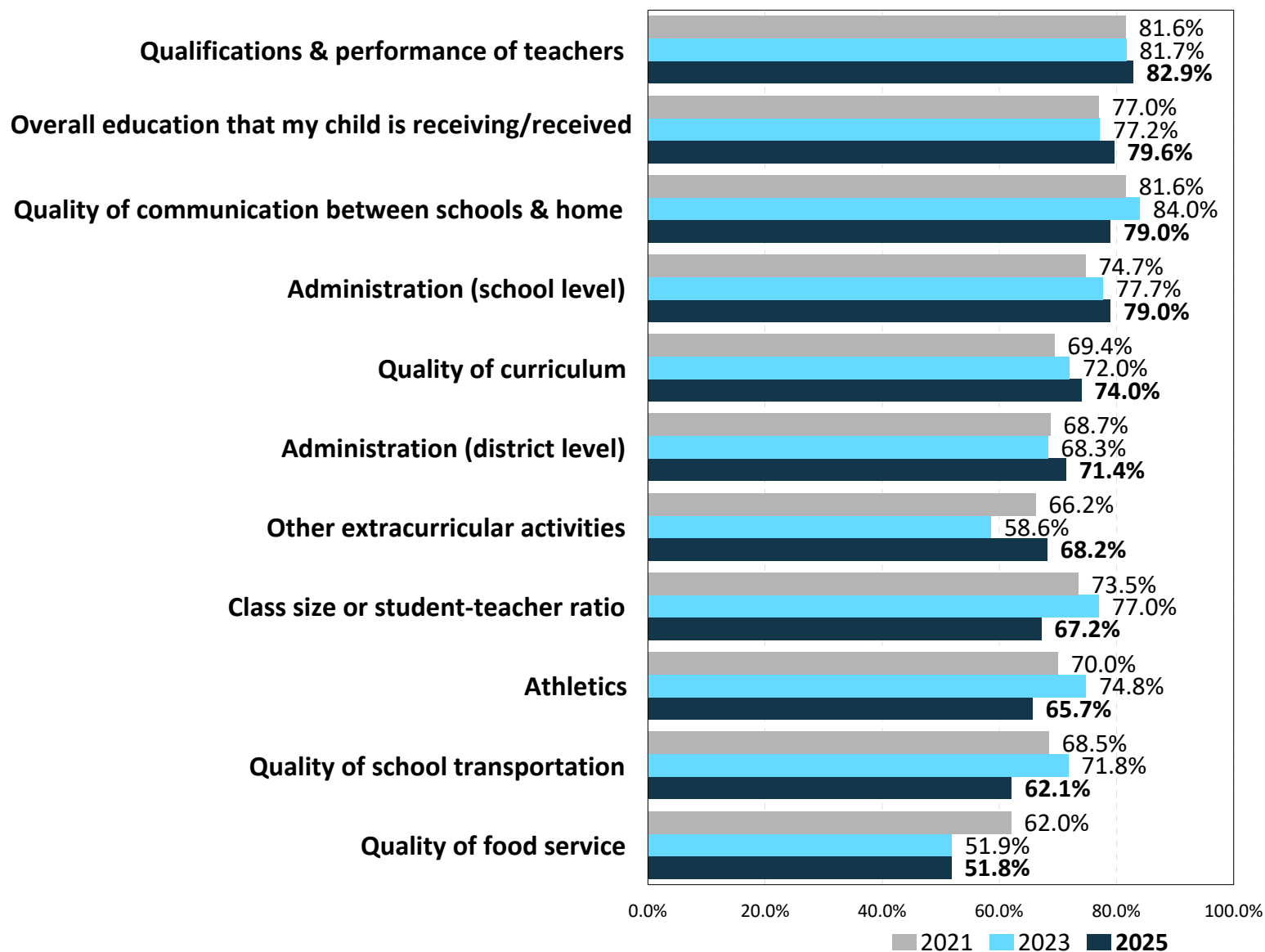
by percentage of respondents with children who attend Scarborough Public Schools (excluding *don't know* responses)



TRENDS: Satisfaction with Aspects of Scarborough Public Schools

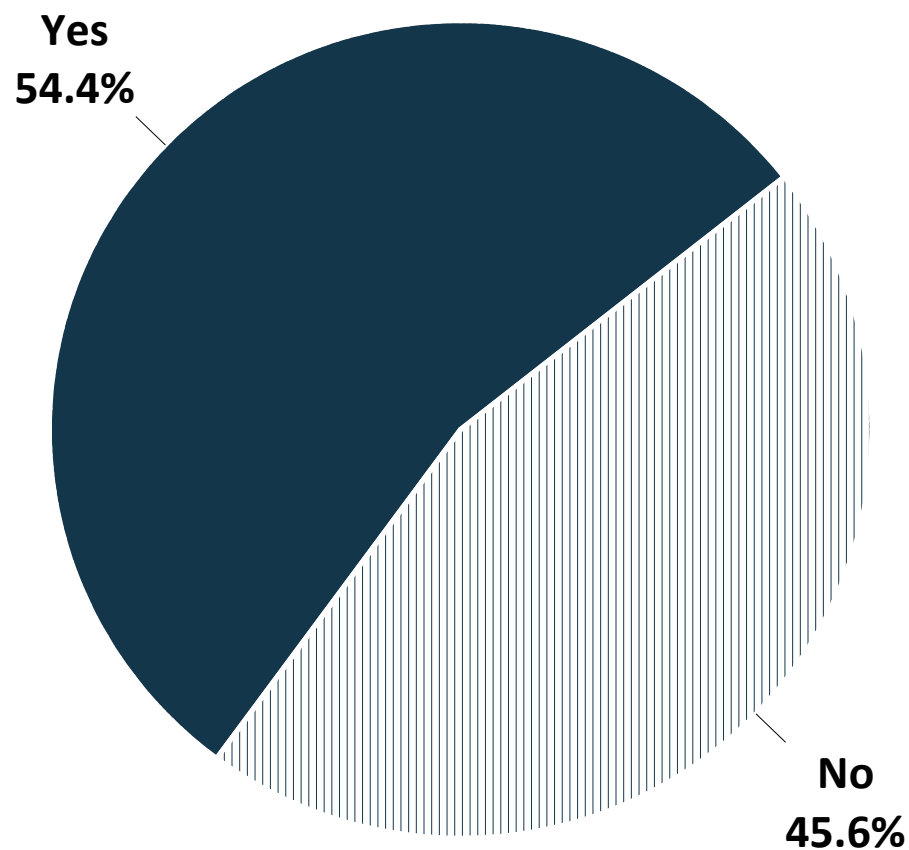
2021 to 2025

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)



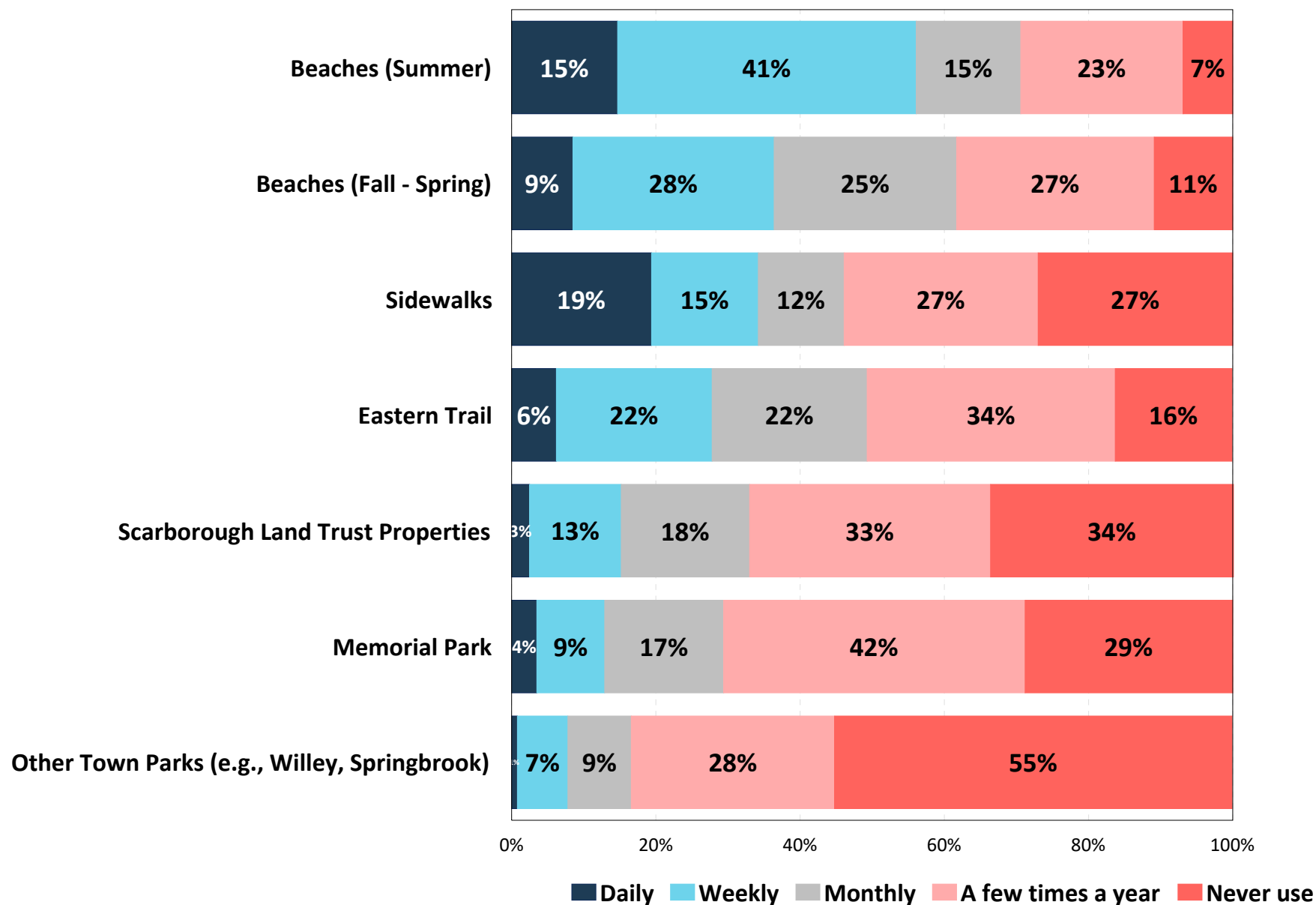
Q20. Have you ever had any children in your household that attended Scarborough public schools?

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



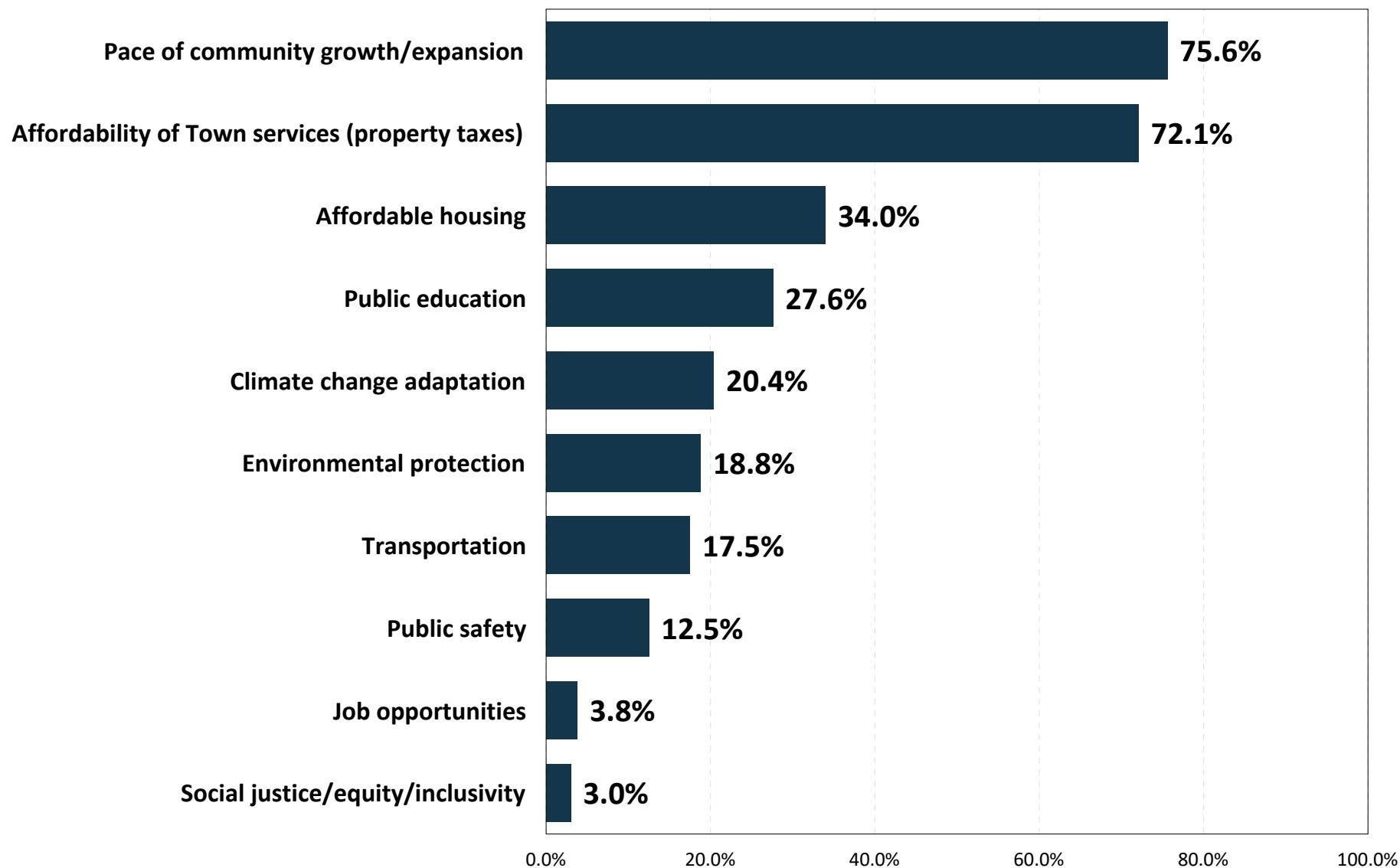
Q22. How Often Households Use the Following in Scarborough

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



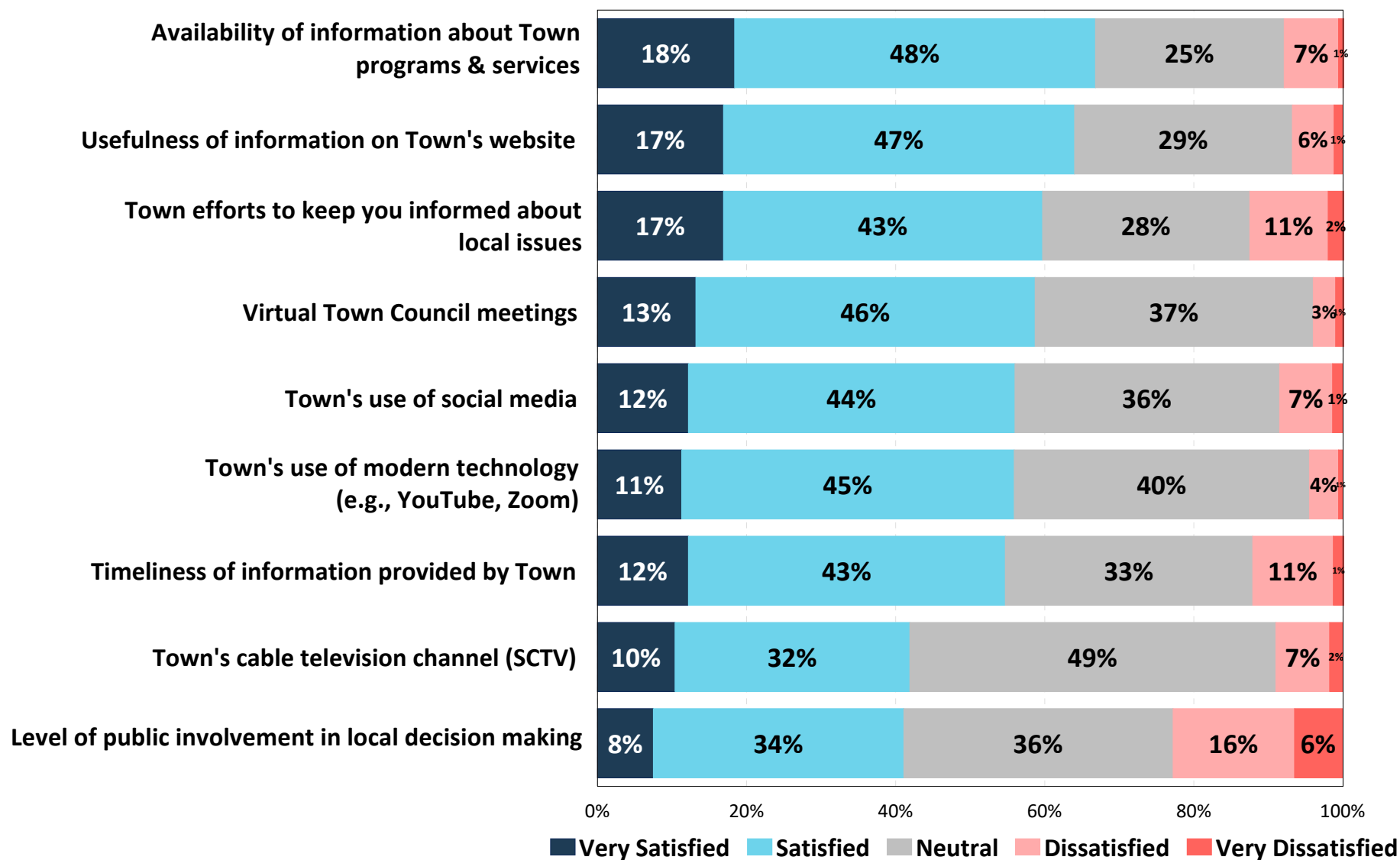
Q23. What are the **THREE** most significant issues you think Scarborough will face over the next five years?

by percentage of respondents (three choices could be selected)



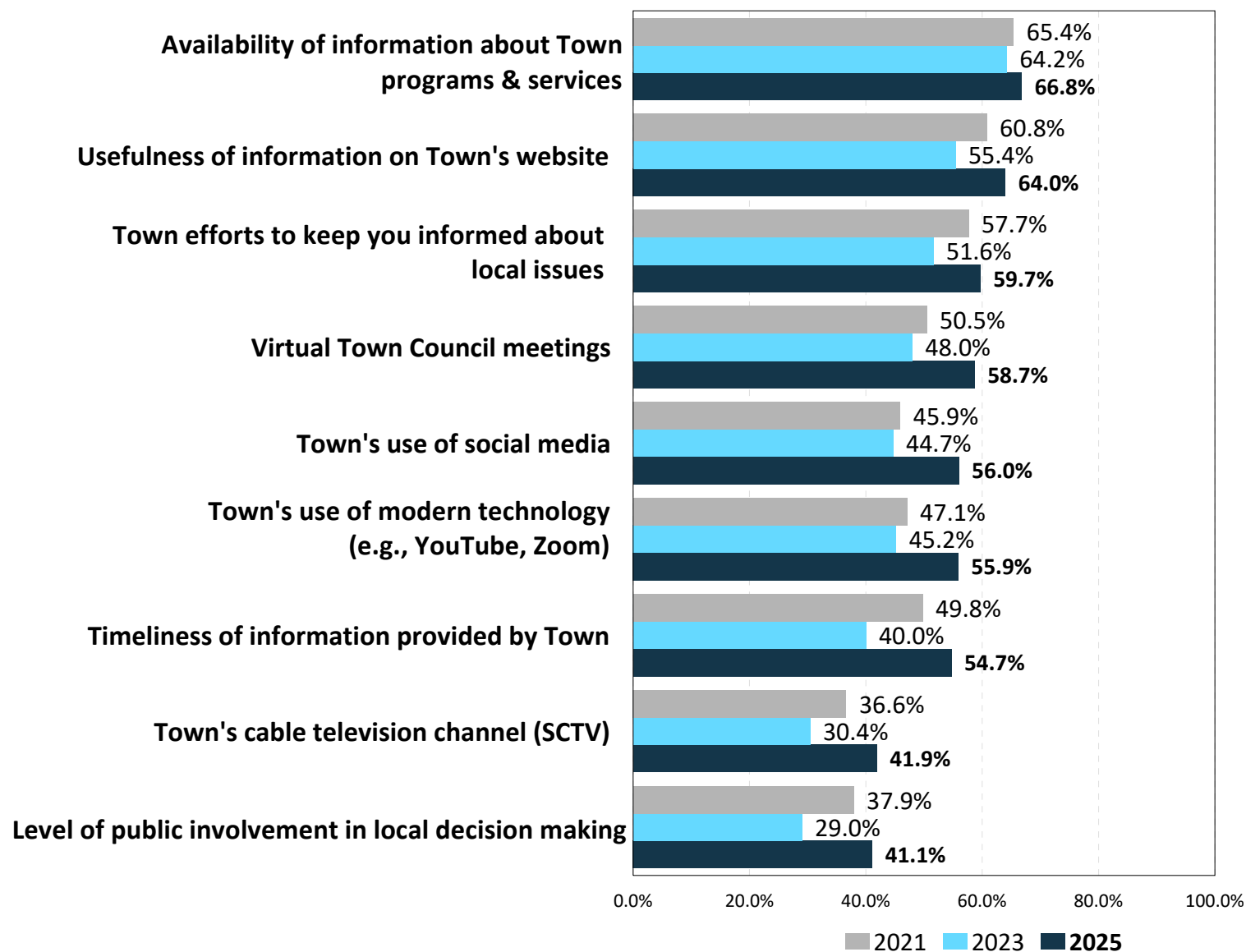
Q24. Satisfaction with Communication Services

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



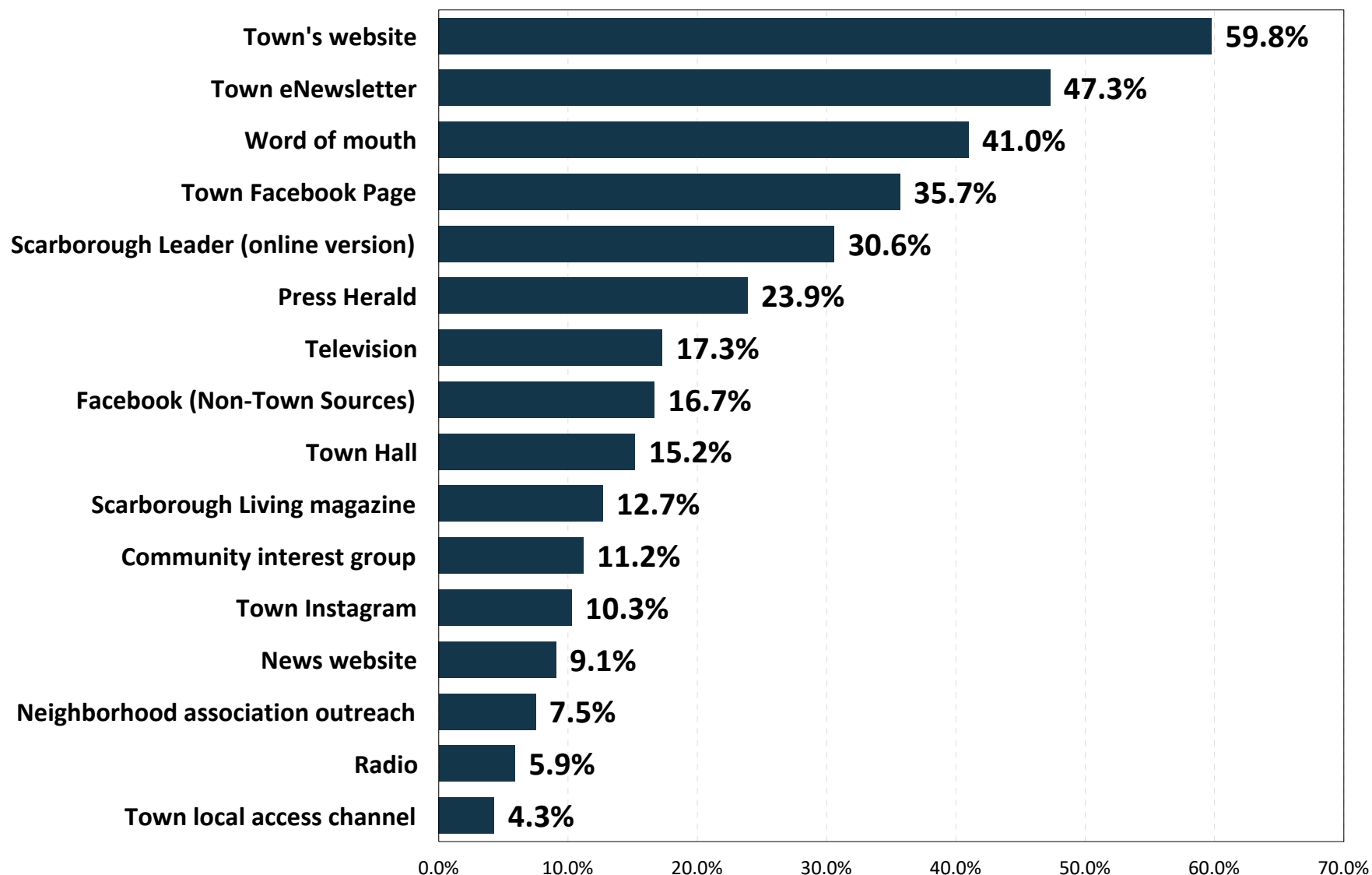
TRENDS: Satisfaction with Communication Services 2021 to 2025

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



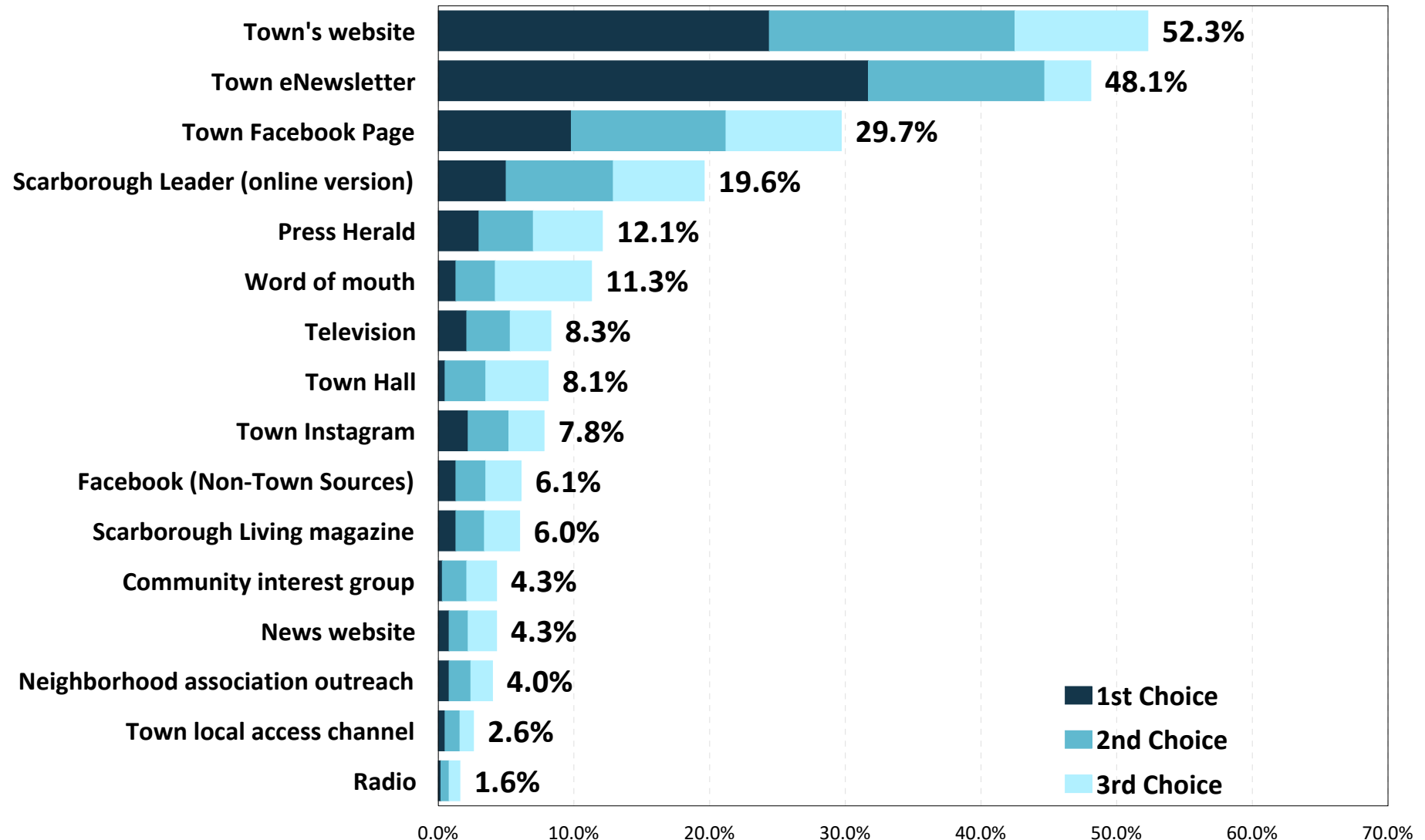
Q25. Which of the following are your primary sources of information about Town issues, services, and events?

by percentage of respondents (multiple choices could be selected)



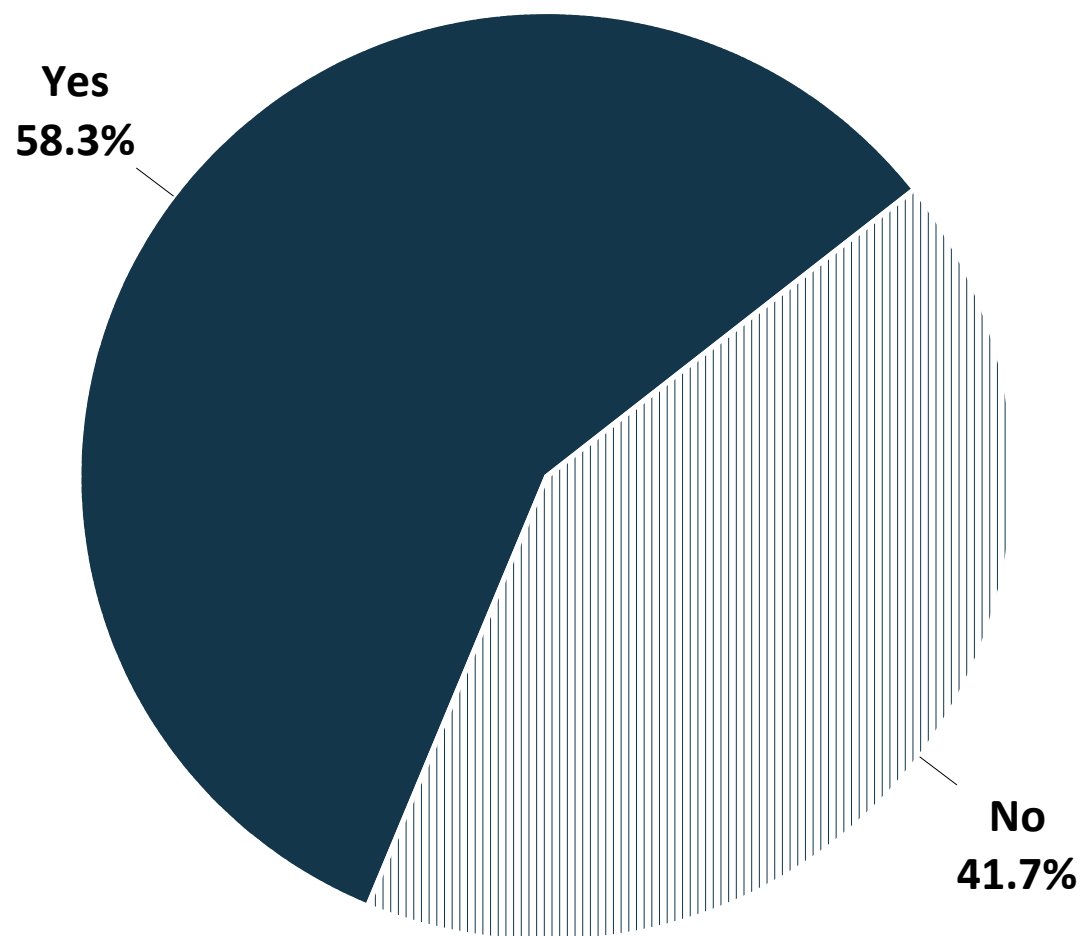
Q26. Which THREE sources of information listed in Question 25 are your most PREFERRED methods of receiving information about the Town?

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



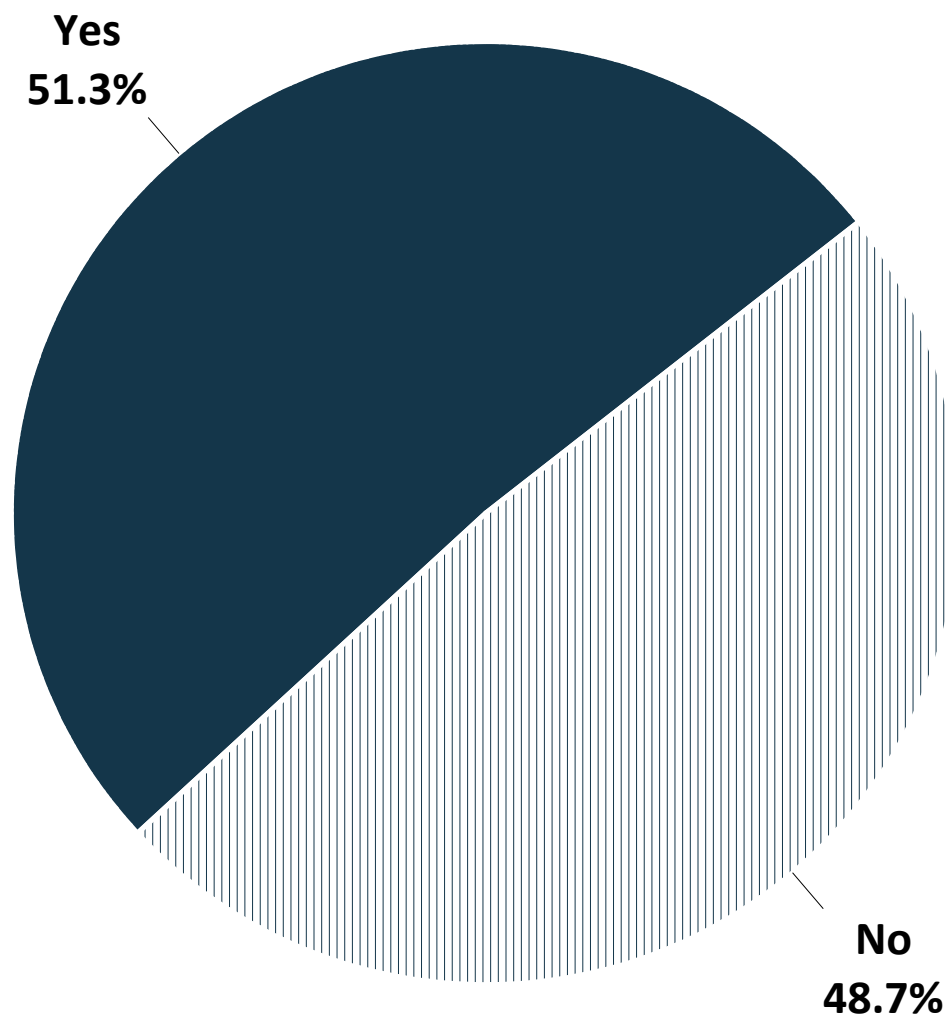
Q27. Did you know the Town of Scarborough has an email newsletter (sent twice monthly)?

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



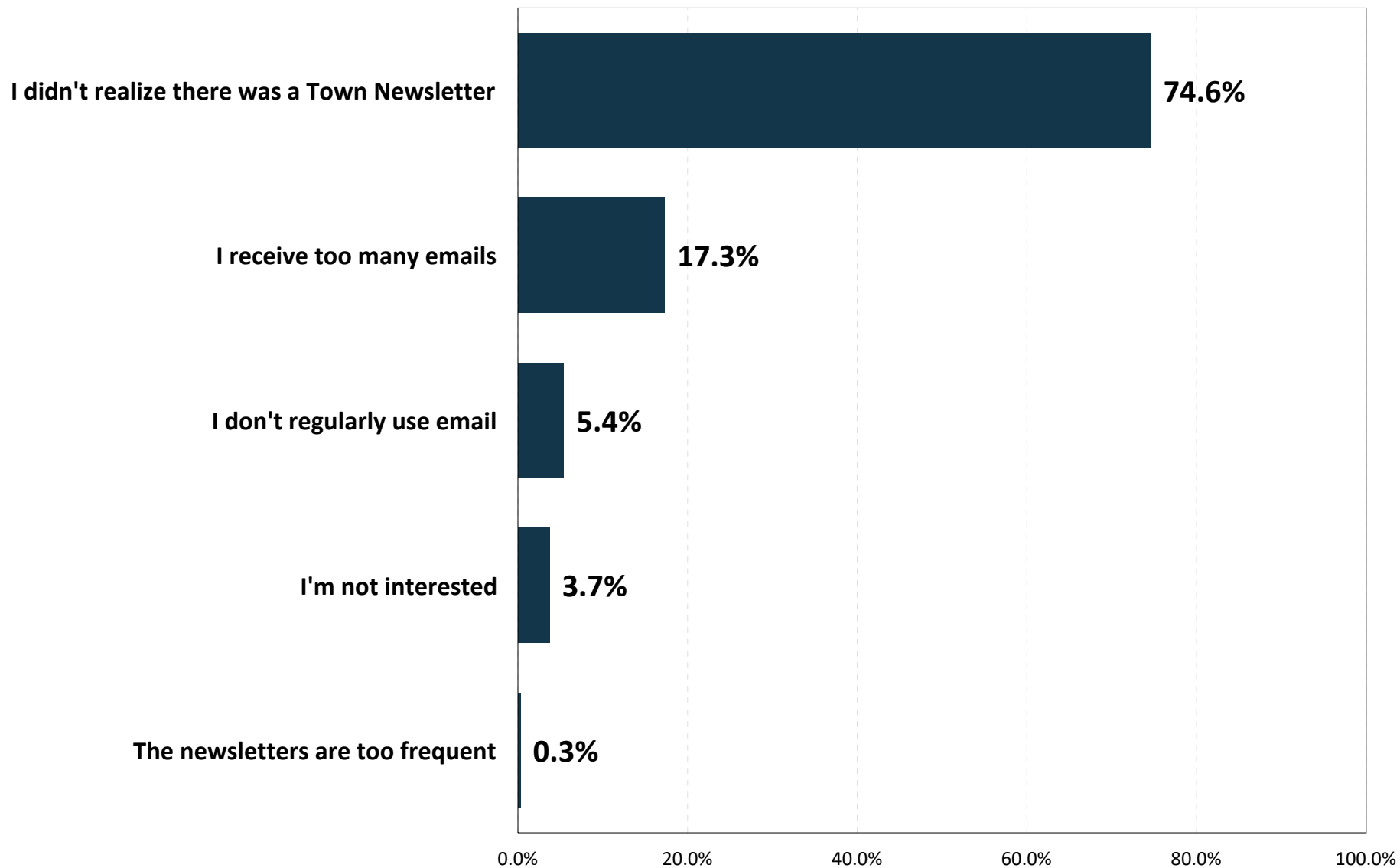
Q28. Are you subscribed to the Town Newsletter?

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



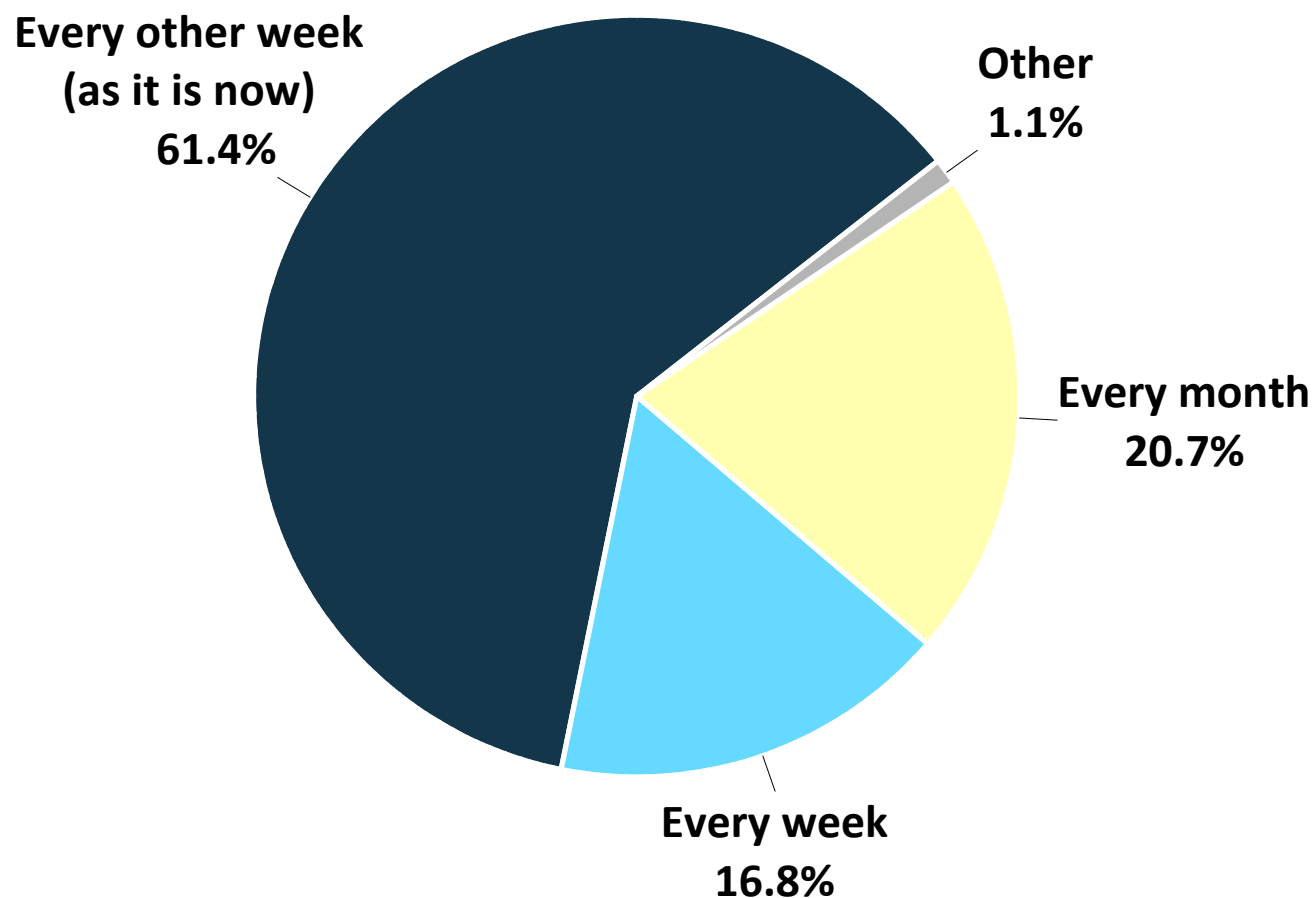
Q28a. Why are you not subscribed to the Town Newsletter?

by percentage of respondents who are not subscribed to the Town Newsletter (multiple choices could be selected)



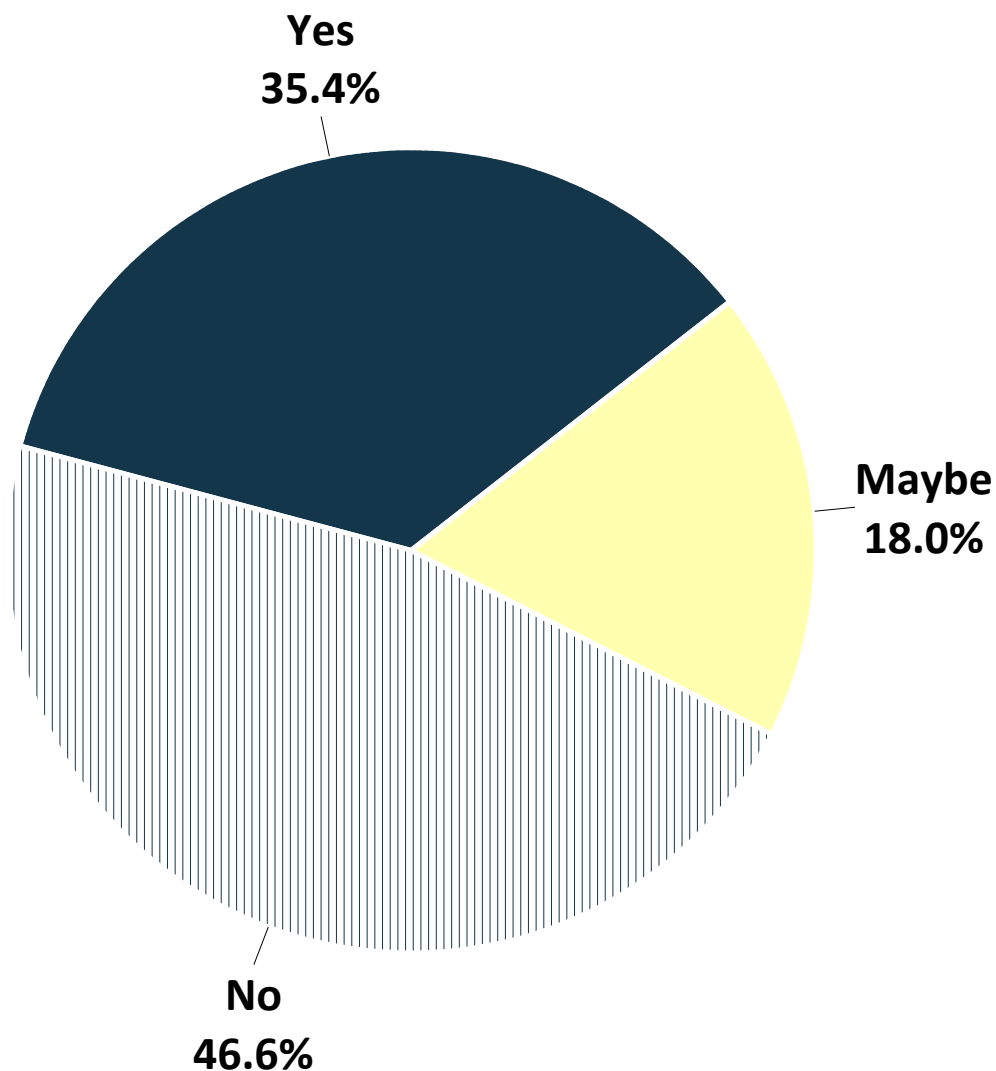
Q29. What is your preferred frequency for the Town email newsletter?

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



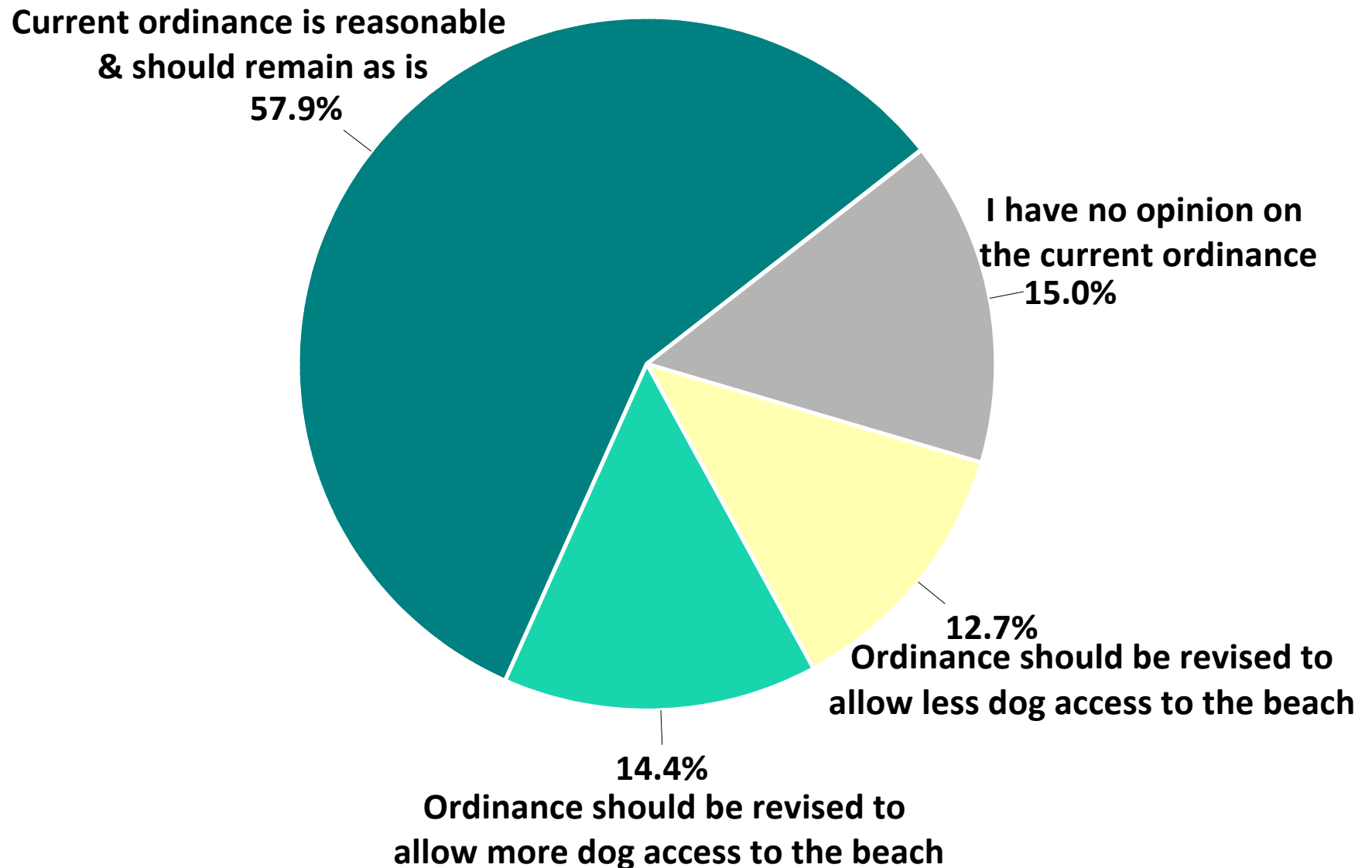
Q30. Would you be interested in a printed option of the email newsletter if it was available?

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



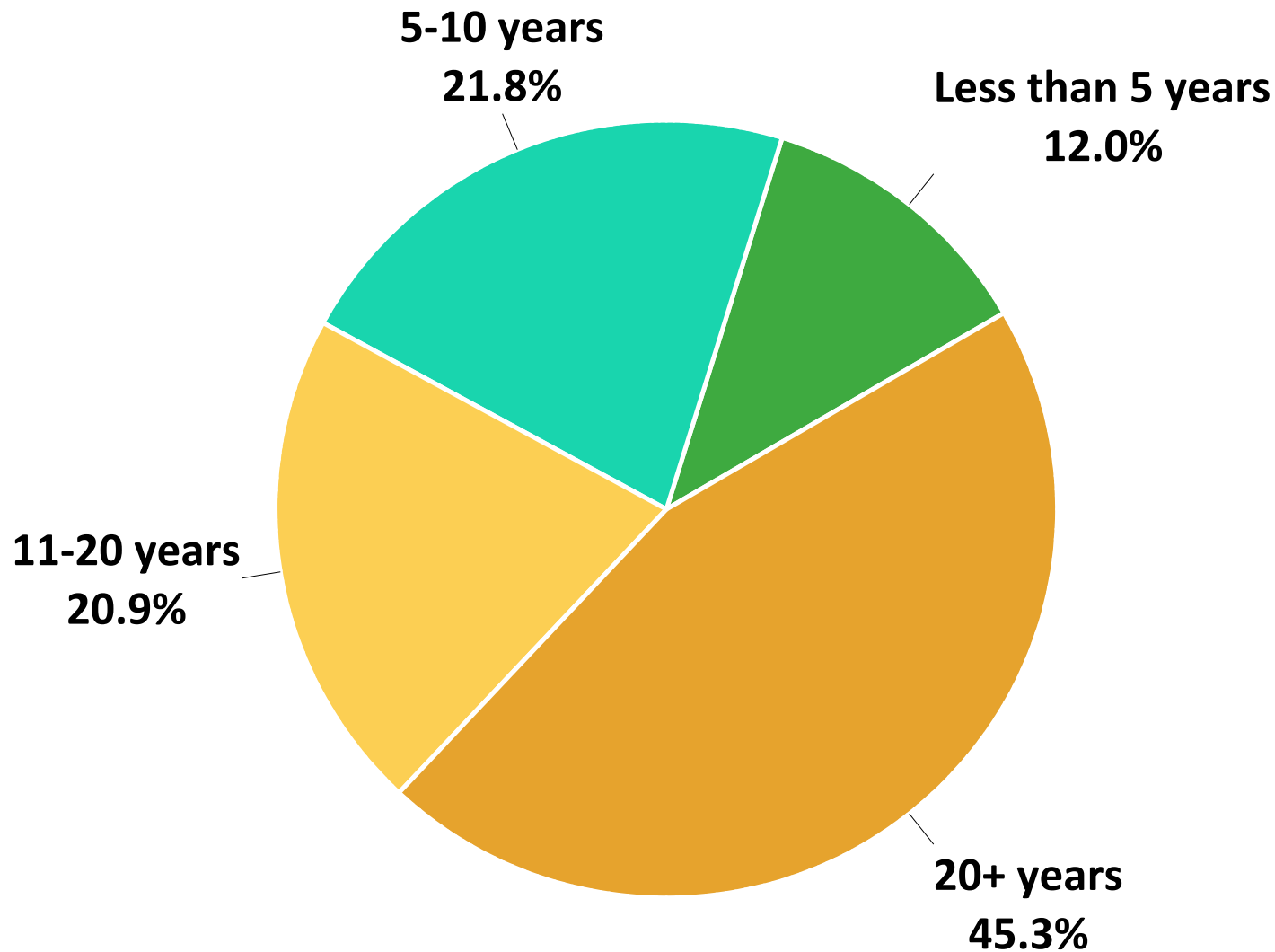
Q31. Which of the following best reflects your opinion on the current Animal Control Ordinance?

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



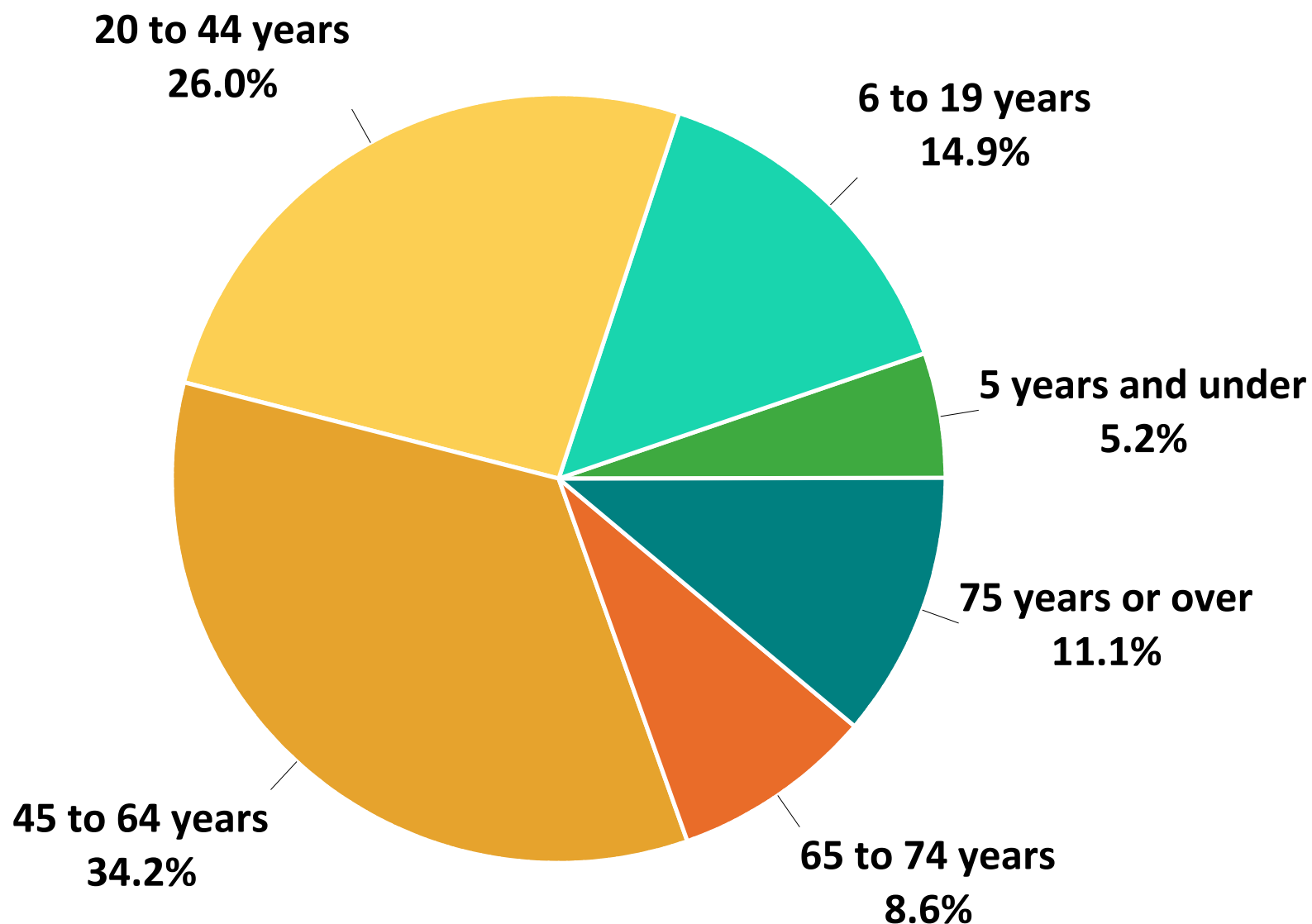
Q32. Demographics: Approximately how many years have you lived in the Town of Scarborough?

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



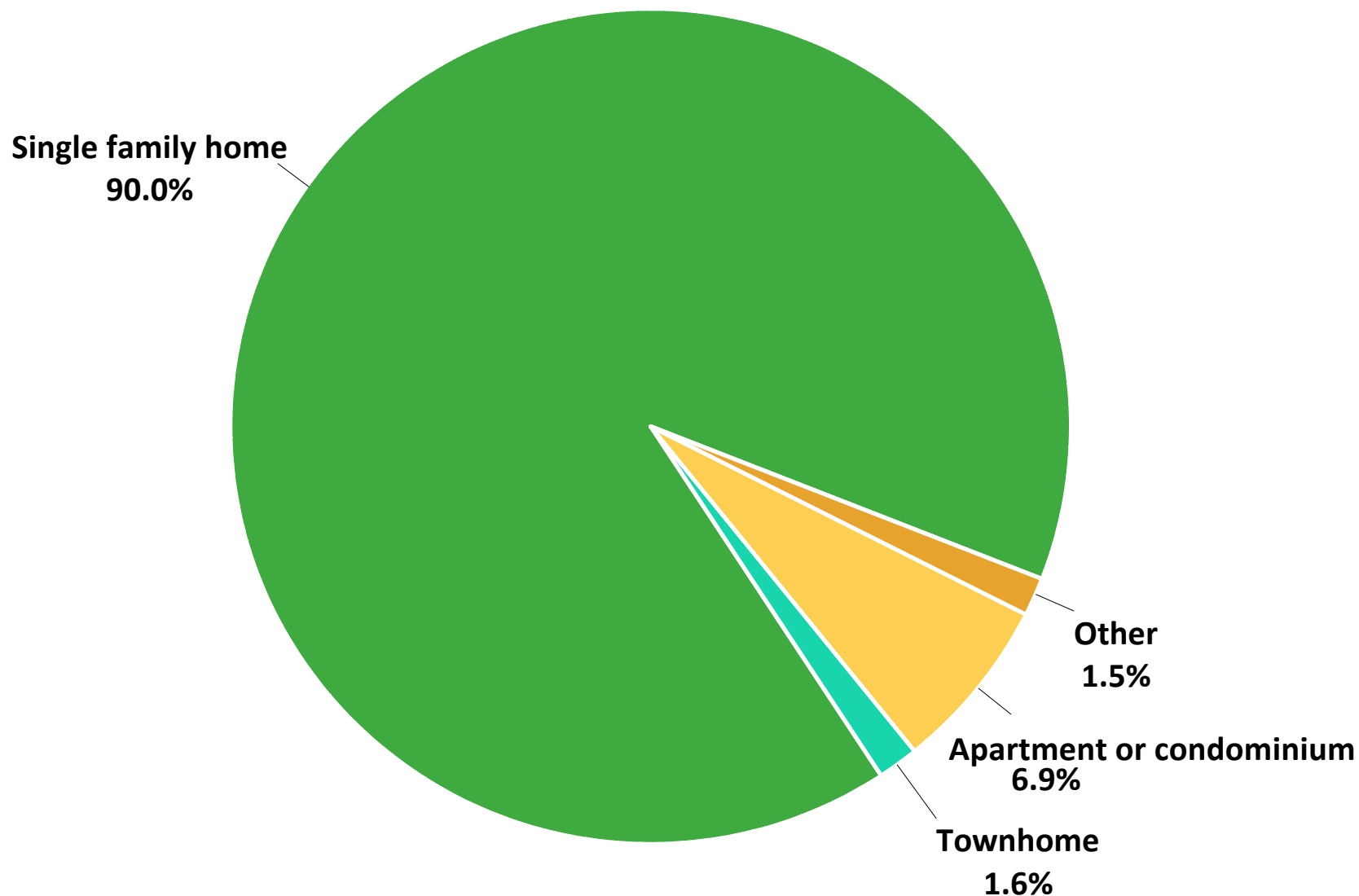
Q33. Demographics: Including yourself, how many persons from each age group are currently living in your household?

by percentage of persons in the household



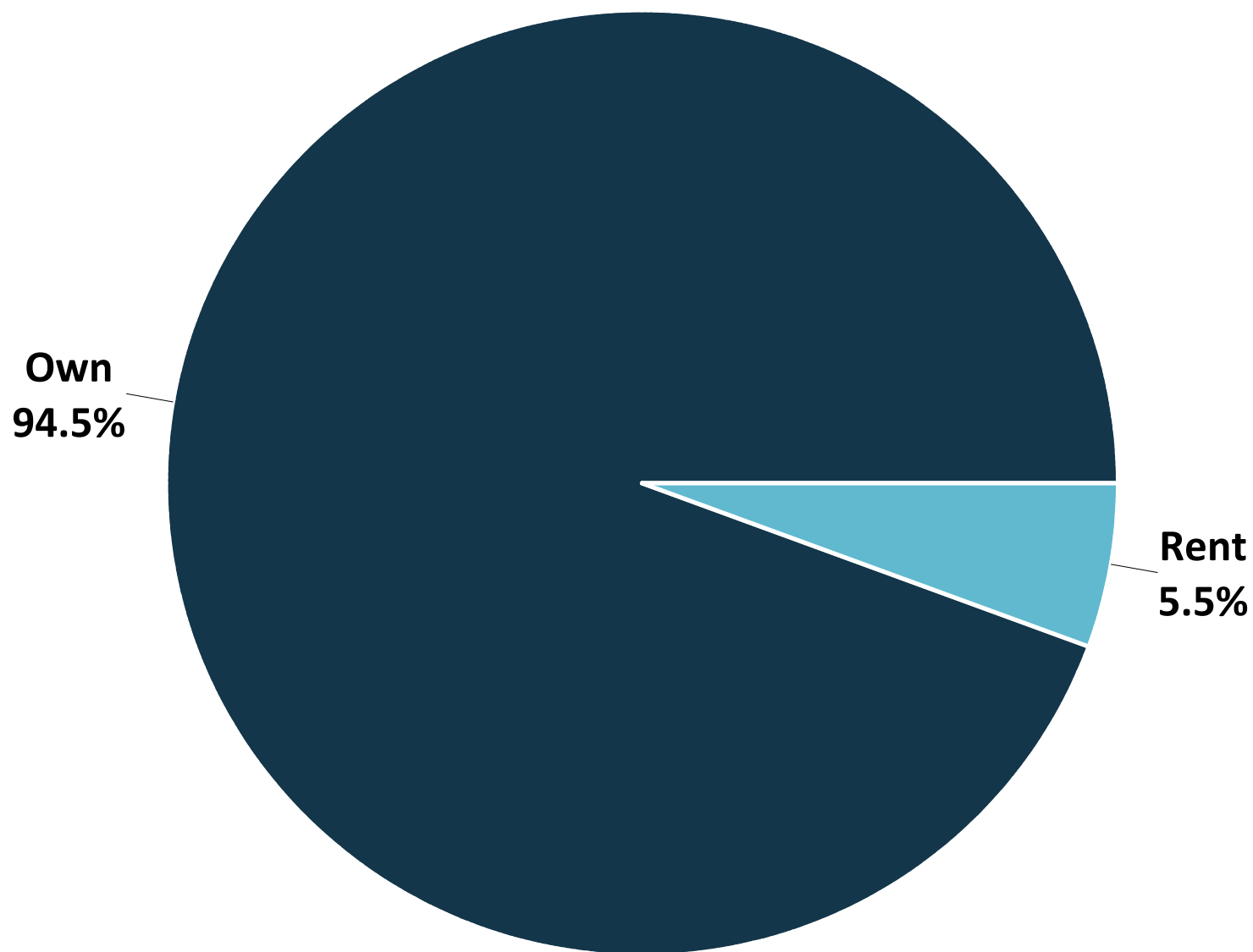
Q34. Demographics: In what type of residence do you live?

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



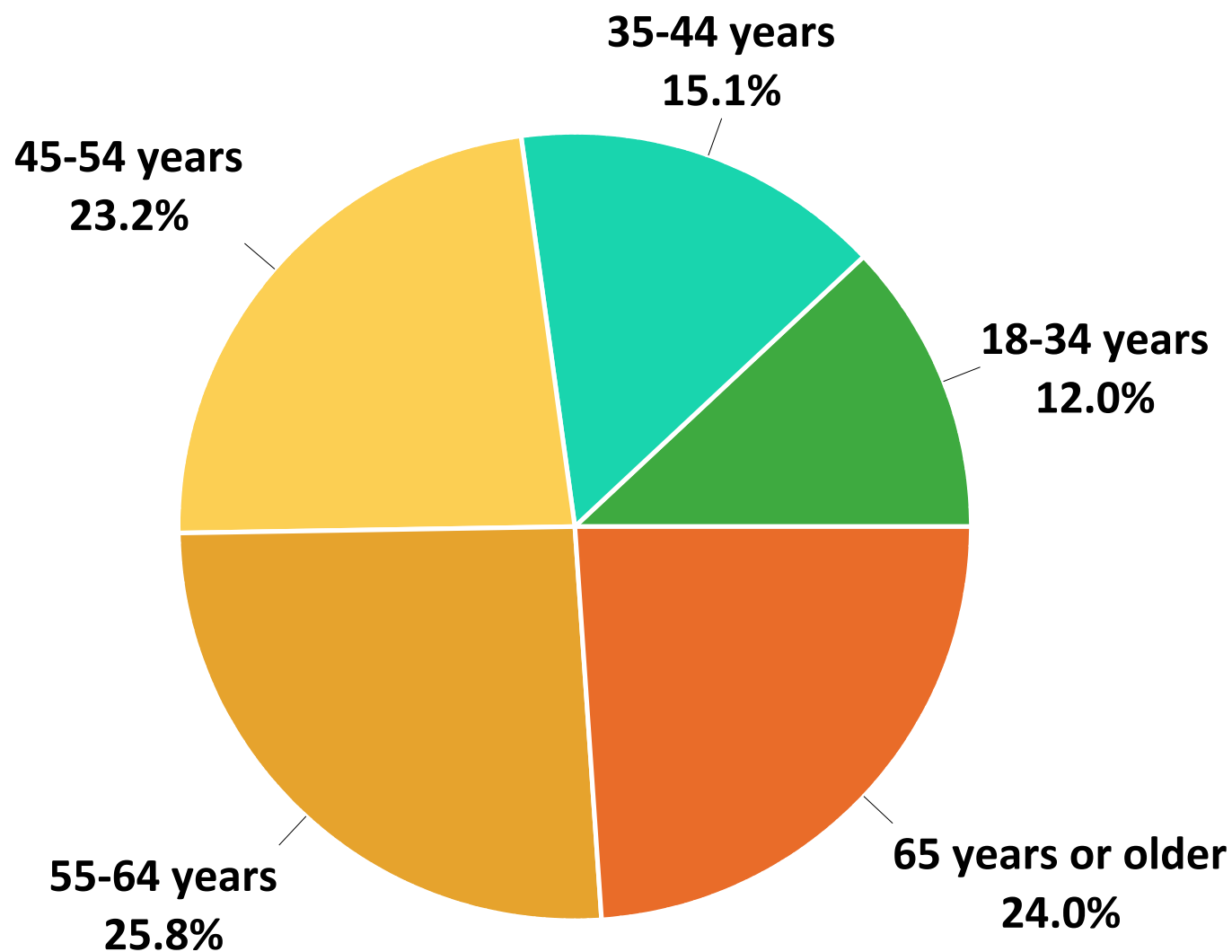
Q35. Demographics: Do you own or rent your current residence?

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



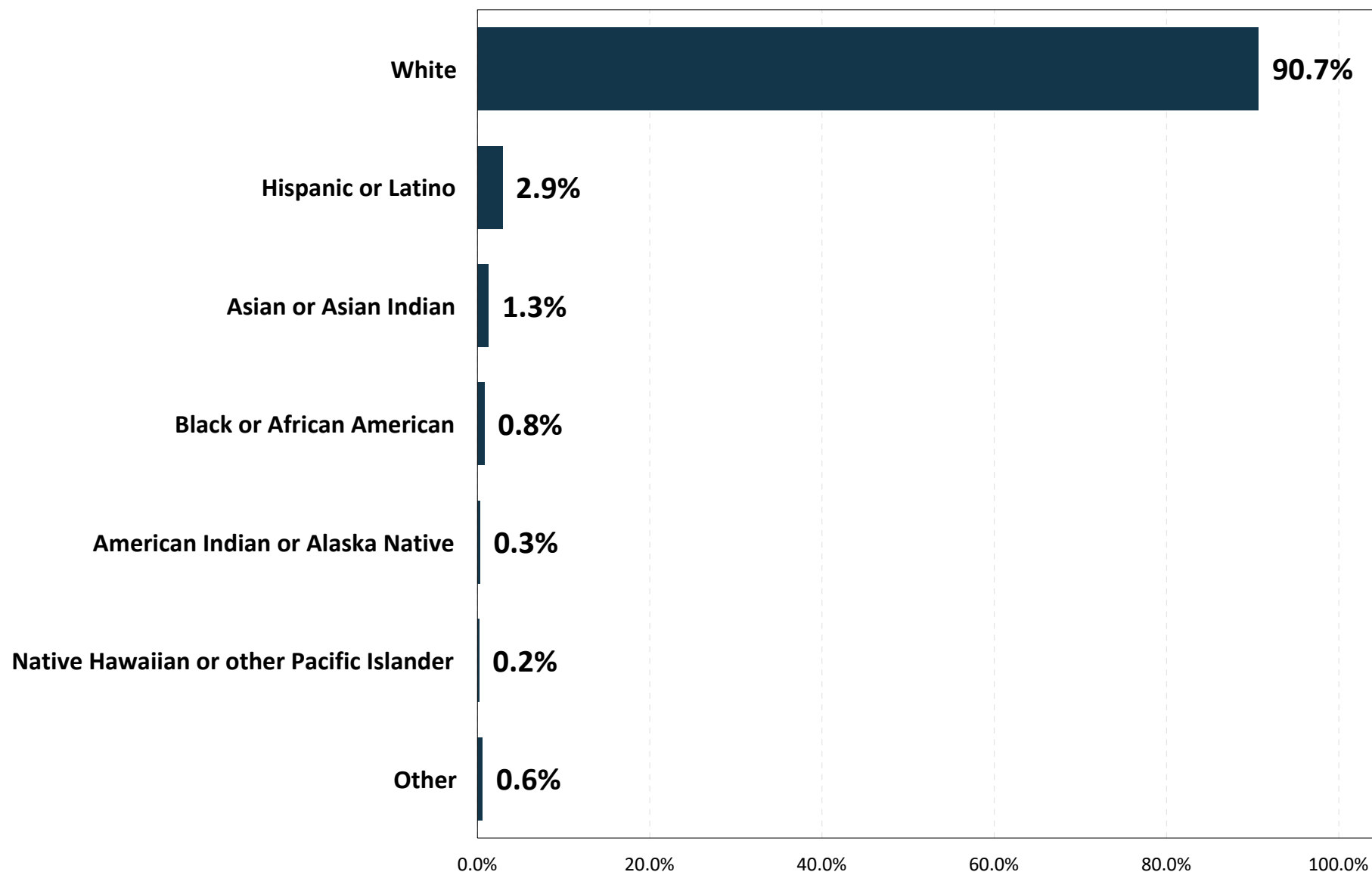
Q36. Demographics: What is your age?

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



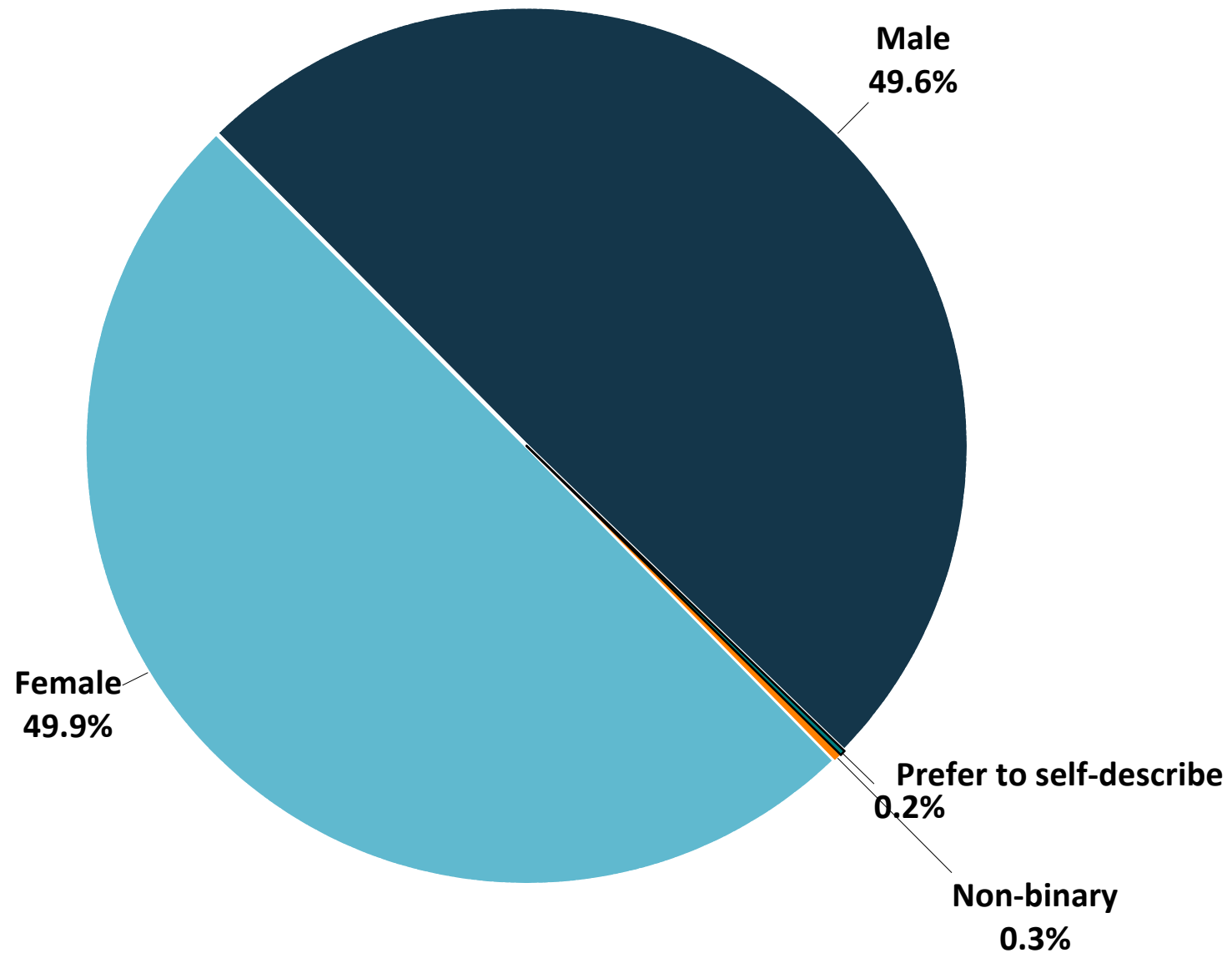
Q37. Demographics: Which of the following best describes your race/ethnicity?

by percentage of respondents (multiple choices could be selected)



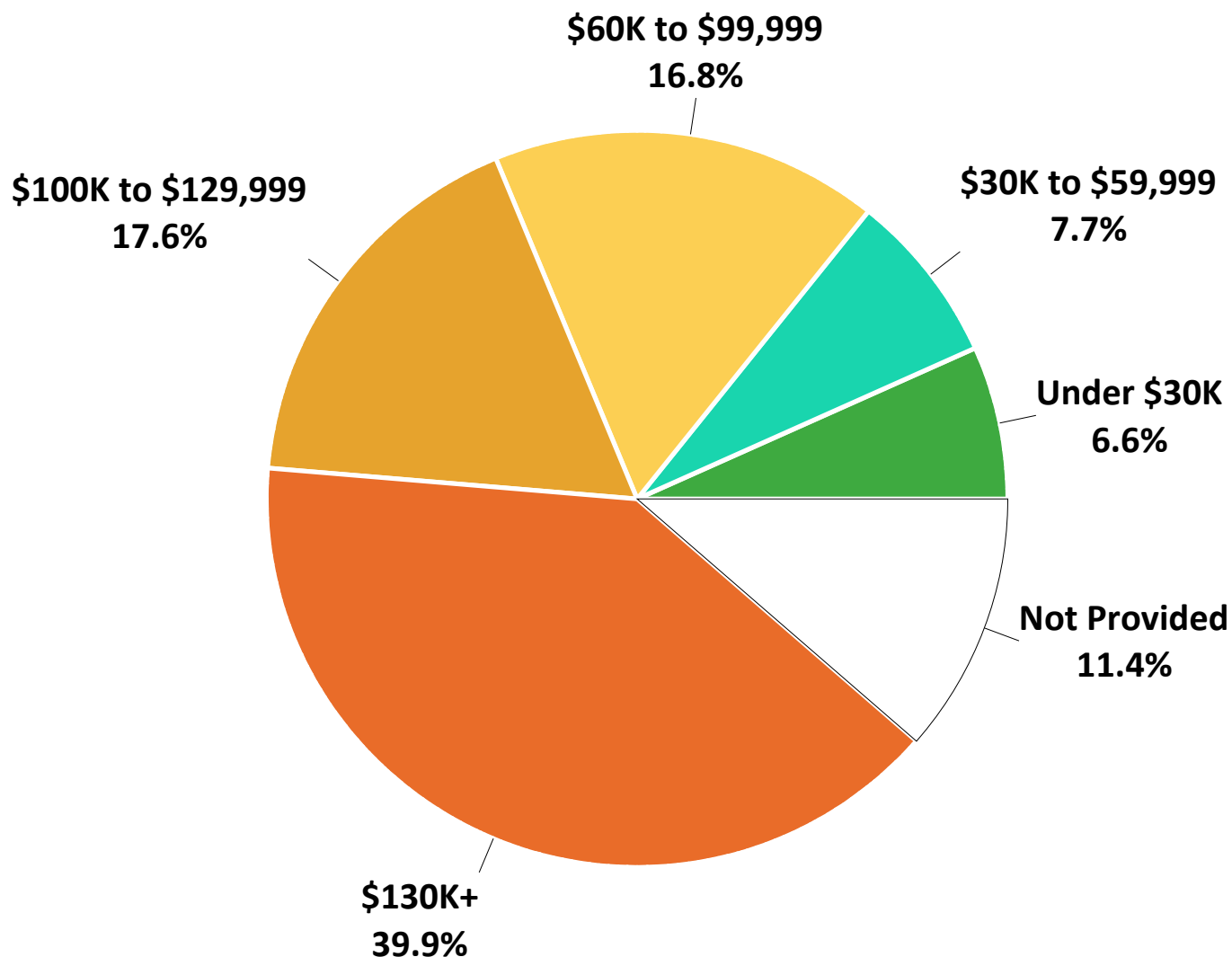
Q38. Demographics: Gender

by percentage of respondents



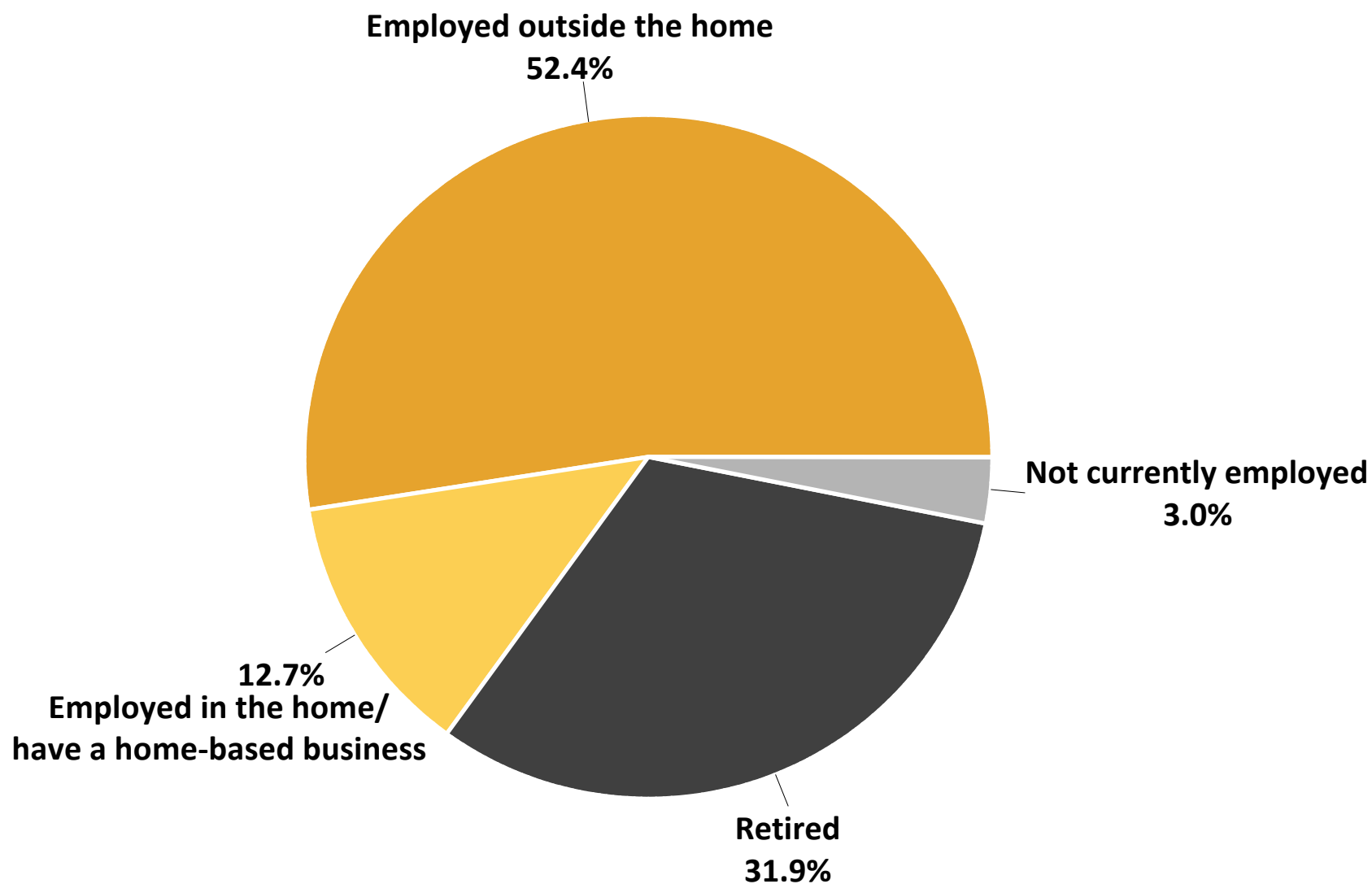
Q39. Demographics: Would you say your total household income is...

by percentage of respondents



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

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





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 2025 to a random sample of residents across the United States, and (2) a regional survey administered during the summer of 2025 to a random sample of 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.

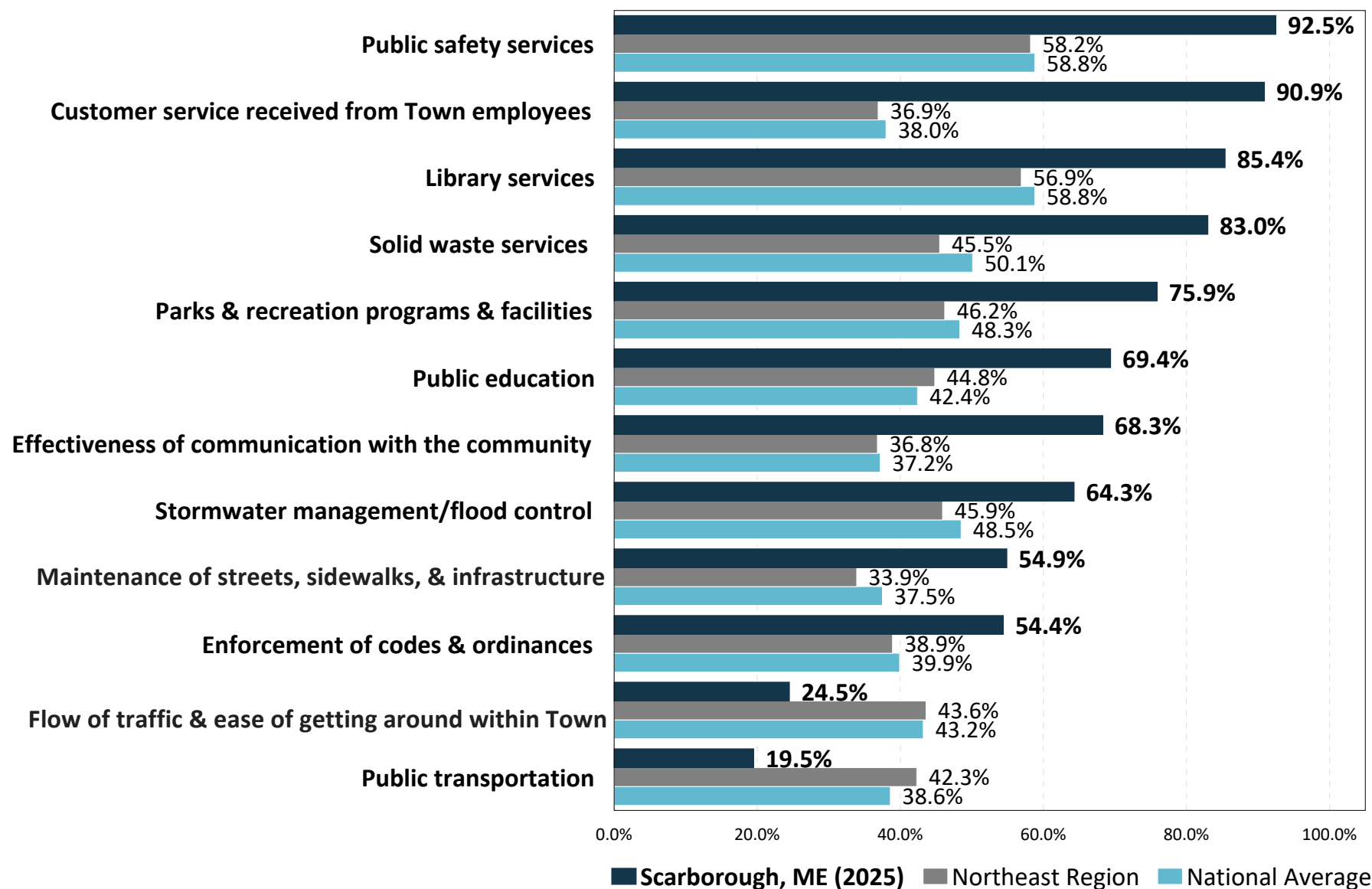
Interpreting the Graphs

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 Town Services

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

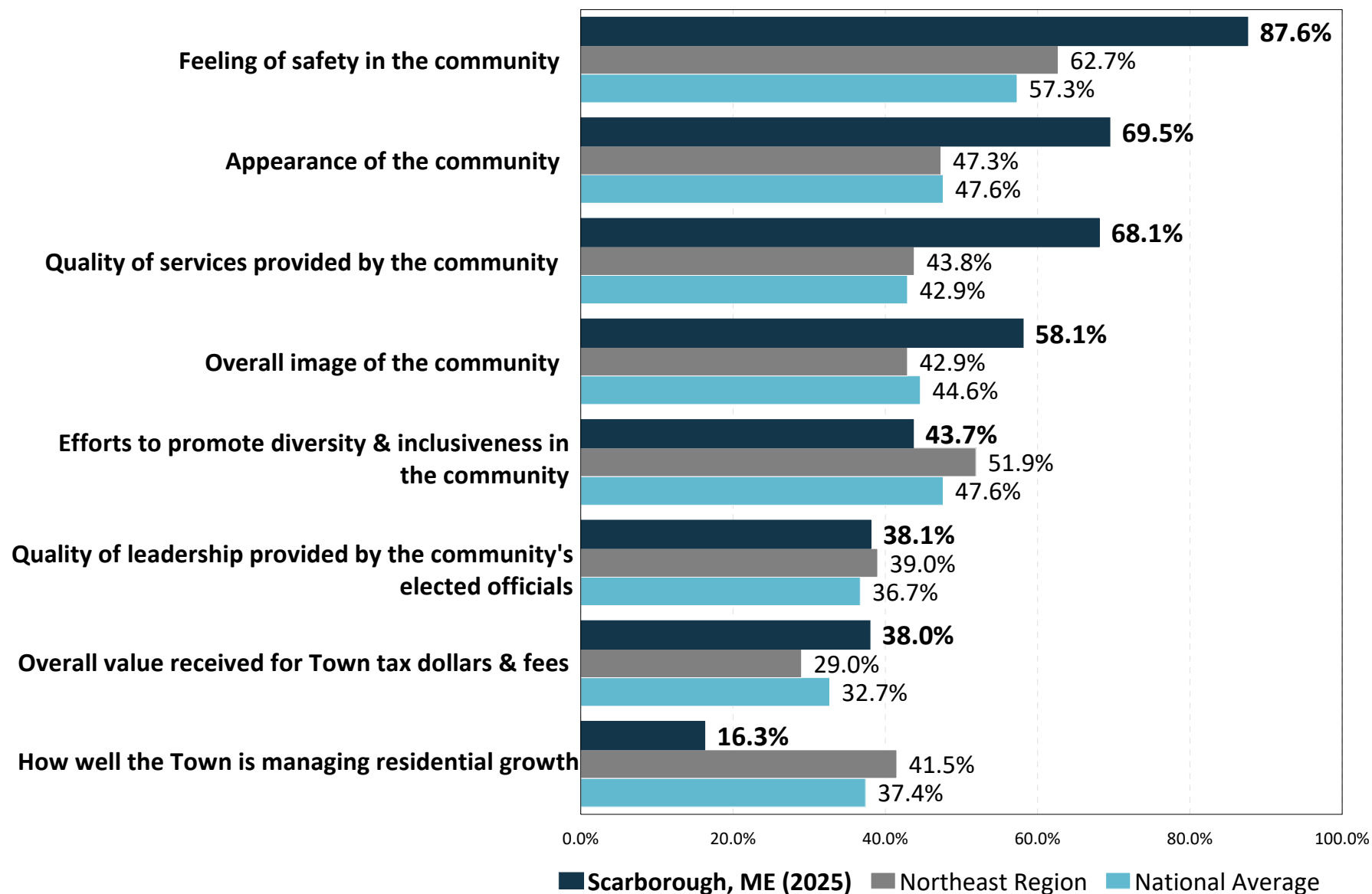
by sum percentage of respondents who were either *very satisfied* or *satisfied* with the service (excluding *don't know* responses)



Satisfaction with Community Perceptions

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

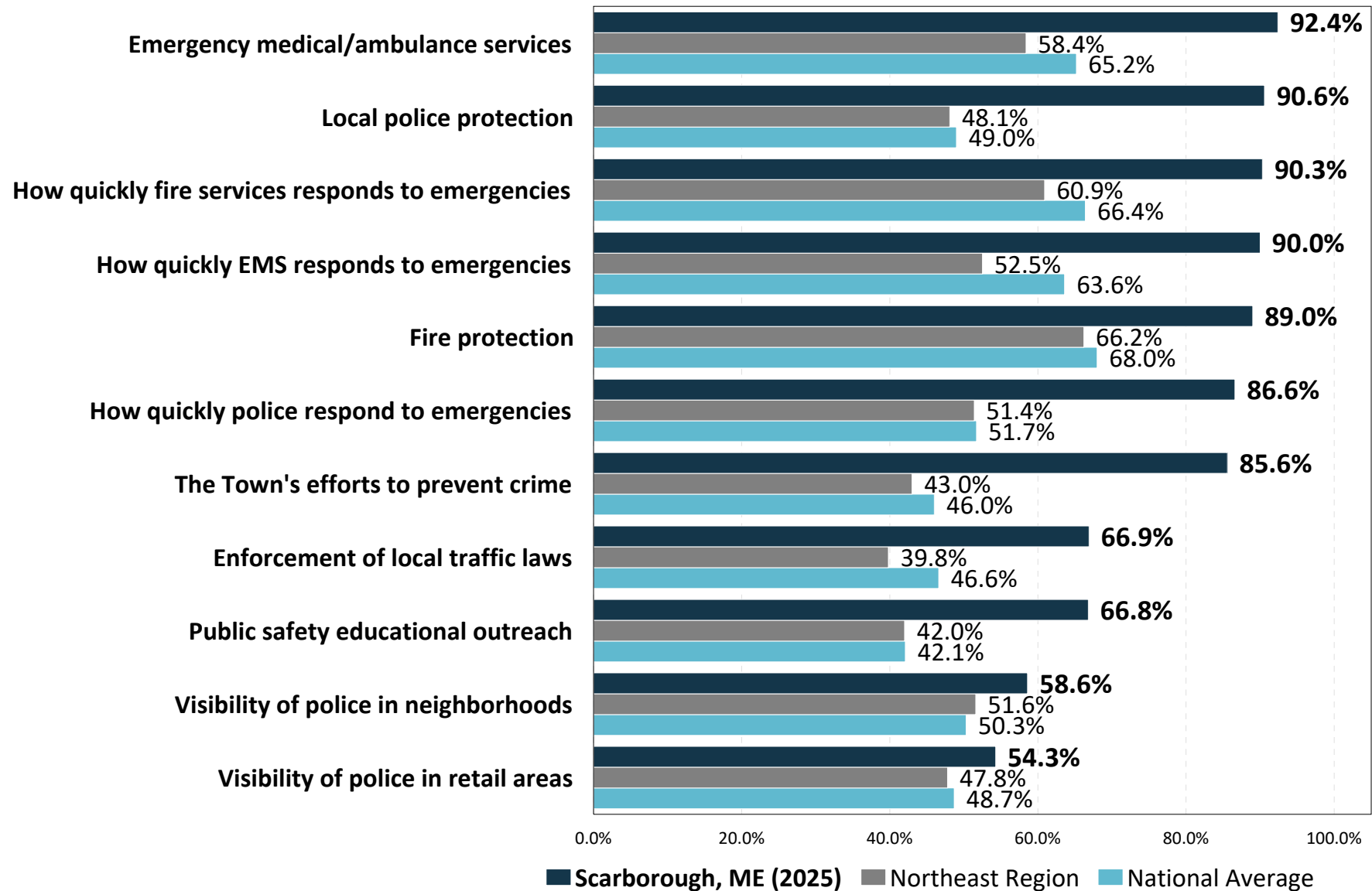
by sum percentage of respondents who were either *very satisfied* or *satisfied* with the service (excluding *don't know* responses)



Satisfaction with Public Safety

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

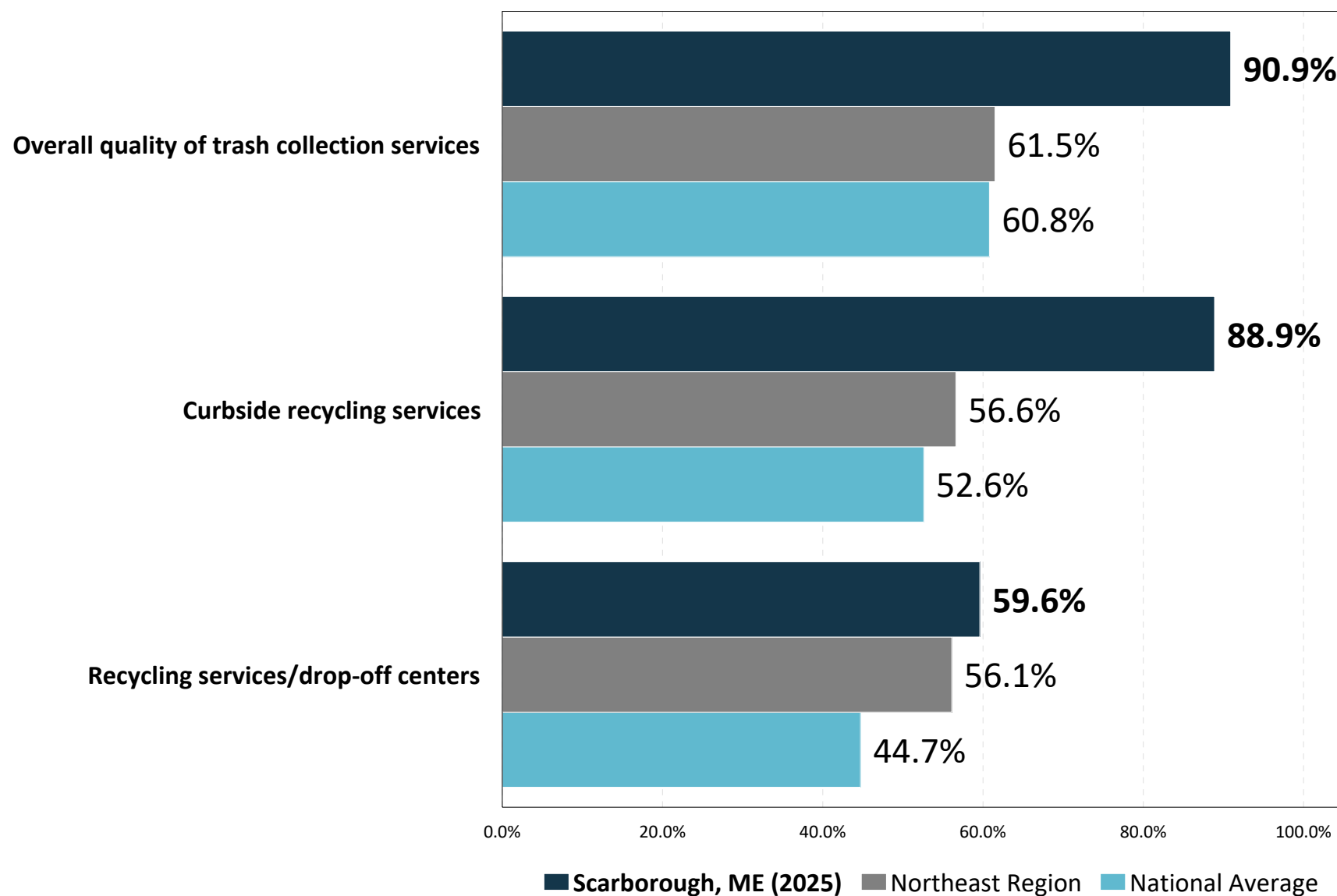
by sum percentage of respondents who were either *very satisfied* or *satisfied* with the service (excluding *don't know* responses)



Satisfaction with Trash and Recycling Services

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

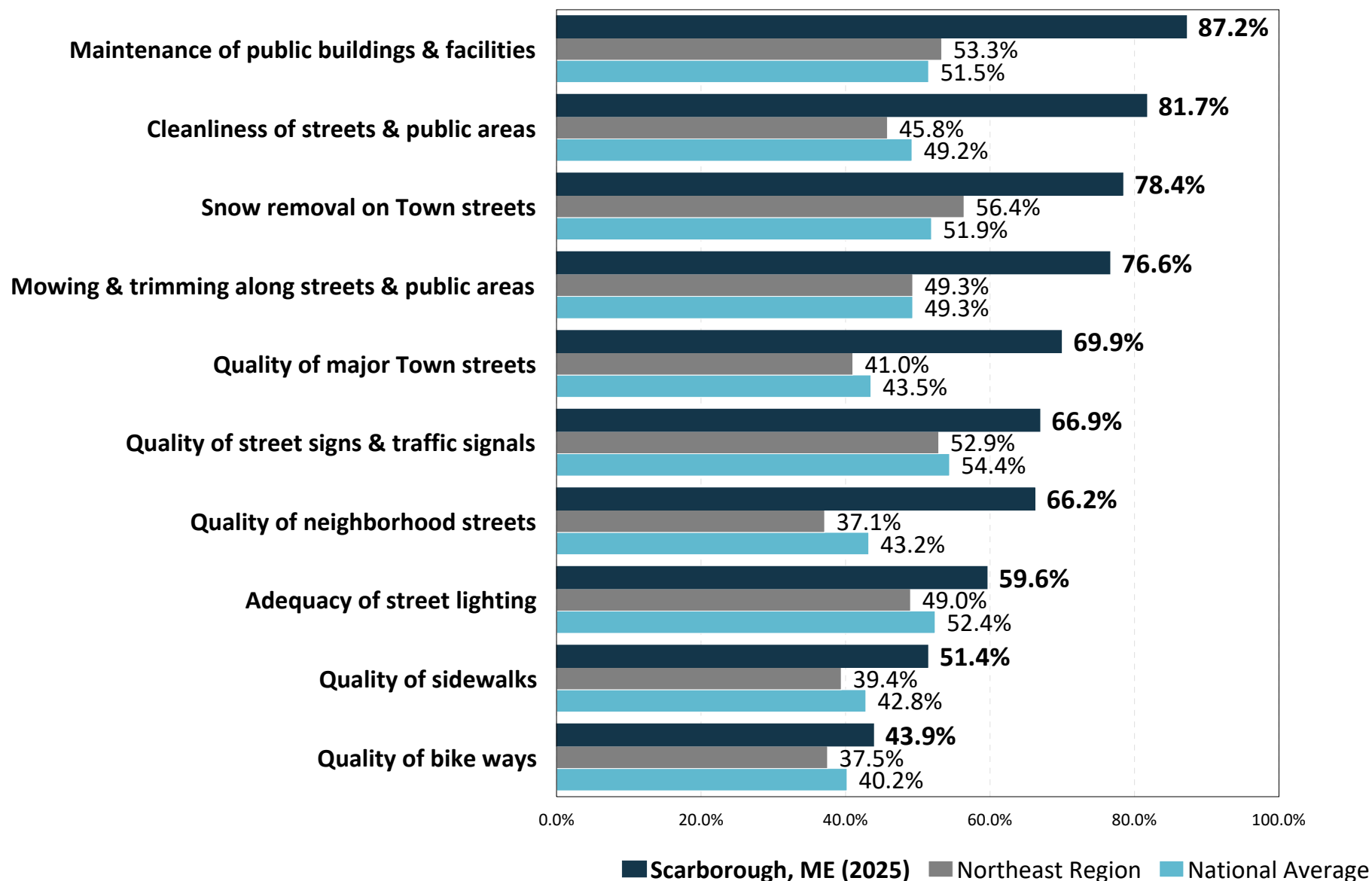
by sum percentage of respondents who were either *very satisfied* or *satisfied* with the service (excluding *don't know* responses)



Satisfaction with the Town's Infrastructure

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

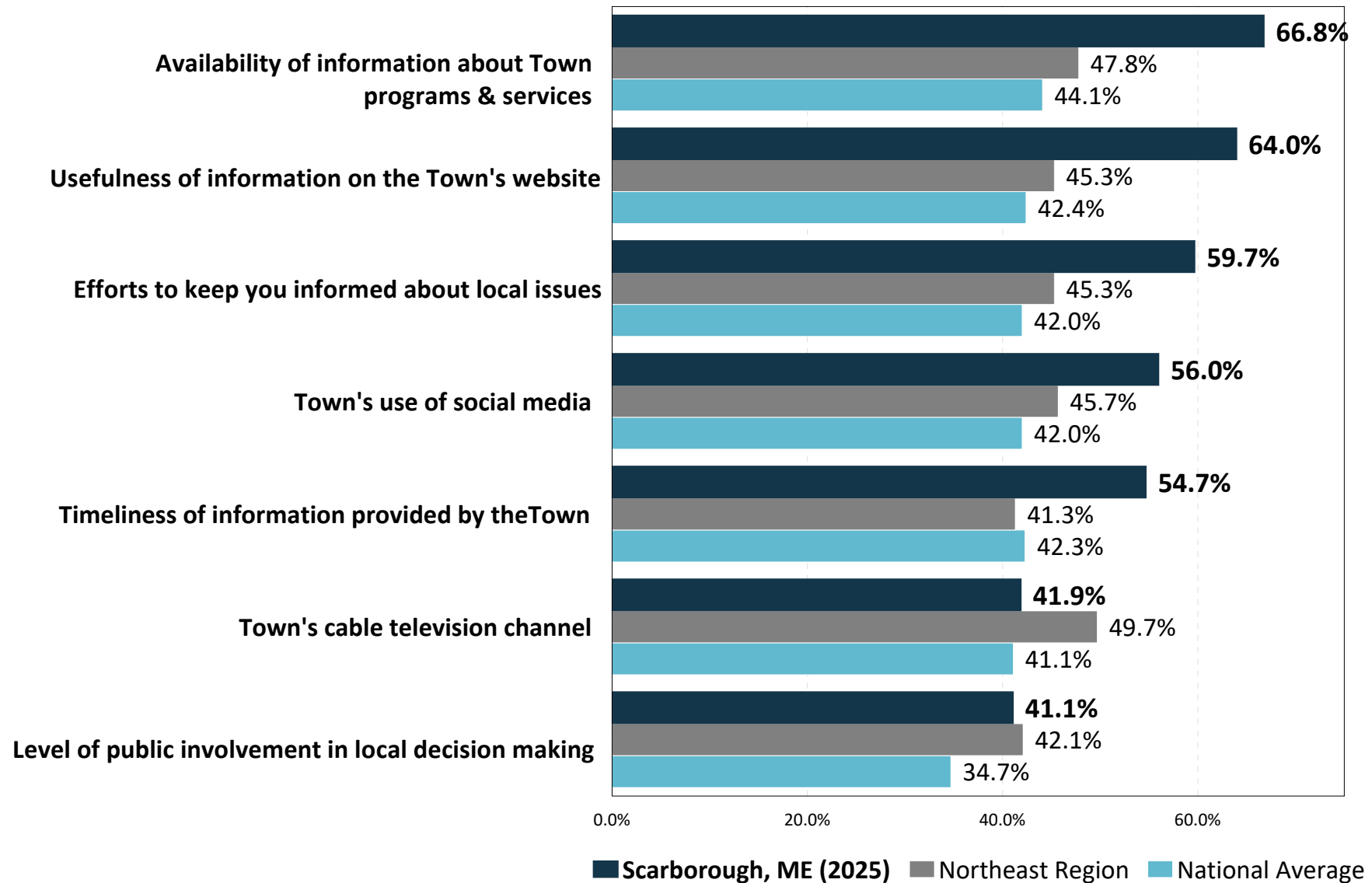
by sum percentage of respondents who were either *very satisfied* or *satisfied* with the service (excluding *don't know* responses)



Satisfaction with 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 three-fourths (72.8%) of respondents selected *flow of traffic and ease of getting around within the Town* as one of the most important services for the Town to provide.

Regarding satisfaction, 24.5% of respondents rated *flow of traffic and ease of getting around within the 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 72.8% was multiplied by 75.5% (1-0.245). This calculation yielded an I-S rating of 0.5496, 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 of the 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 (2025)

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (I-S > 0.20)</u>						
Flow of traffic & ease of getting around within the Town	72.8%	1	24.5%	13	0.5496	1
<u>High Priority (I-S = 0.10-0.20)</u>						
Maintenance of Town streets, sidewalks, & infrastructure	43.6%	2	54.9%	11	0.1966	2
Public transportation	16.5%	5	19.5%	14	0.1328	3
<u>Medium Priority (I-S < 0.10)</u>						
Public education	32.1%	3	69.4%	7	0.0982	4
Enforcement of Town codes & ordinances	15.7%	6	54.4%	12	0.0716	5
Effectiveness of communication with the community	18.2%	4	68.3%	8	0.0577	6
Stormwater management/flood control	15.4%	7	64.3%	9	0.0550	7
Town Hall hours of operation	12.3%	9	64.1%	10	0.0442	8
Parks & recreation programs & facilities	13.7%	8	75.9%	6	0.0330	9
Solid waste services	7.4%	12	83.0%	5	0.0126	10
Public beaches & waterfront parks	10.7%	10	89.2%	3	0.0116	11
Public safety services	9.7%	11	92.5%	1	0.0073	12
Library services	3.6%	13	85.4%	4	0.0053	13
Customer service you receive from Town employees	1.9%	14	90.9%	2	0.0017	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 (2025)

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	26.7%	2	58.6%	16	0.1105	1
Medium Priority (I-S < 0.10)						
Enforcement of local traffic laws	28.0%	1	66.9%	14	0.0927	2
Visibility of police in retail areas	14.2%	6	54.3%	17	0.0649	3
Public safety educational outreach	14.5%	5	66.8%	15	0.0481	4
The Town's efforts to prevent crime	25.5%	3	85.6%	10	0.0367	5
Efforts to cooperate with the public to address their concern	16.3%	4	77.6%	13	0.0365	6
How quickly EMS responds	10.4%	8	90.0%	4	0.0104	7
Local police protection	10.9%	7	90.6%	2	0.0102	8
How quickly police respond to emergencies	7.1%	11	86.6%	9	0.0095	9
Fire protection	8.3%	9	89.0%	6	0.0091	10
Attitude & behavior of officers towards citizens in your neighborhood	6.9%	12	87.7%	8	0.0085	11
Professionalism of police officers	6.5%	13	88.6%	7	0.0074	12
How quickly fire services responds to emergencies	6.2%	14	90.3%	3	0.0060	13
Quality of service when calling public safety for a non-emergency question or need	3.3%	16	82.0%	11	0.0059	14
Emergency medical/ambulance services	7.5%	10	92.4%	1	0.0057	15
Quality of service when calling 911 with an emergency	3.6%	15	89.4%	5	0.0038	16
Quality of service from dispatch	1.5%	17	78.9%	12	0.0032	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 (2025)

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (I-S > 0.20)</u>						
Quantity of sidewalks	33.8%	1	32.5%	14	0.2282	1
Quantity of bike ways	29.9%	2	33.0%	13	0.2003	2
<u>Medium Priority (I-S < 0.10)</u>						
Quality of sidewalks	19.5%	5	51.4%	11	0.0948	3
Adequacy of street lighting	21.0%	4	59.6%	9	0.0848	4
Quality of bike ways	13.3%	10	43.9%	12	0.0746	5
Quality of major Town streets	24.2%	3	69.9%	5	0.0728	6
Quality of streets in your neighborhood	17.1%	7	66.2%	7	0.0578	7
Quality of street signs & traffic signals	14.8%	8	66.9%	6	0.0490	8
Snow removal on Town streets	18.3%	6	78.4%	3	0.0395	9
Snow removal on sidewalks	8.1%	11	57.8%	10	0.0342	10
Cleanliness of streets & public areas	13.7%	9	81.7%	2	0.0251	11
Landscaping along Town streets & other public areas	6.9%	13	66.0%	8	0.0235	12
Mowing & trimming along streets & public areas	7.1%	12	76.6%	4	0.0166	13
Maintenance of public buildings & facilities	4.9%	14	87.2%	1	0.0063	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*.



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=624)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall quality of customer service you receive from Town employees	50.5%	39.1%	6.7%	1.9%	0.3%	1.4%
Q1-2. Overall effectiveness of communication with the community	22.1%	44.7%	23.1%	5.8%	2.2%	2.1%
Q1-3. Overall enforcement of Town codes & ordinances	12.0%	32.5%	25.8%	8.7%	2.9%	18.1%
Q1-4. Overall flow of traffic & ease of getting around within Town	5.4%	18.9%	19.9%	31.7%	23.7%	0.3%
Q1-5. Overall quality of library services	38.0%	29.3%	9.8%	1.6%	0.2%	21.2%
Q1-6. Overall maintenance of Town streets, sidewalks, & infrastructure	14.3%	40.1%	25.5%	16.2%	2.9%	1.1%
Q1-7. Overall quality of parks & recreation programs & facilities	25.8%	42.6%	14.9%	5.6%	1.1%	9.9%
Q1-8. Overall quality of public safety services (police, fire, EMS)	49.4%	39.3%	5.8%	1.1%	0.3%	4.2%
Q1-9. Overall quality of public transportation	3.2%	7.1%	25.0%	11.4%	6.1%	47.3%
Q1-10. Overall quality of public education	18.9%	34.6%	17.0%	4.6%	1.9%	22.9%
Q1-11. Overall quality of solid waste services (trash, recycling, yard waste)	33.0%	45.4%	9.6%	5.0%	1.4%	5.6%
Q1-12. Overall quality of stormwater management/flood control	13.3%	38.9%	20.7%	6.6%	1.8%	18.8%
Q1-13. Overall quality of public beaches & waterfront parks	35.7%	49.2%	6.3%	2.9%	1.1%	4.8%
Q1-14. Town Hall hours of operation	21.5%	41.7%	17.6%	13.9%	3.8%	1.4%

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=624)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of customer service you receive from Town employees	51.2%	39.7%	6.8%	2.0%	0.3%
Q1-2. Overall effectiveness of communication with the community	22.6%	45.7%	23.6%	5.9%	2.3%
Q1-3. Overall enforcement of Town codes & ordinances	14.7%	39.7%	31.5%	10.6%	3.5%
Q1-4. Overall flow of traffic & ease of getting around within Town	5.5%	19.0%	19.9%	31.8%	23.8%
Q1-5. Overall quality of library services	48.2%	37.2%	12.4%	2.0%	0.2%
Q1-6. Overall maintenance of Town streets, sidewalks, & infrastructure	14.4%	40.5%	25.8%	16.4%	2.9%
Q1-7. Overall quality of parks & recreation programs & facilities	28.6%	47.3%	16.5%	6.2%	1.2%
Q1-8. Overall quality of public safety services (police, fire, EMS)	51.5%	41.0%	6.0%	1.2%	0.3%
Q1-9. Overall quality of public transportation	6.1%	13.4%	47.4%	21.6%	11.6%
Q1-10. Overall quality of public education	24.5%	44.9%	22.0%	6.0%	2.5%
Q1-11. Overall quality of solid waste services (trash, recycling, yard waste)	35.0%	48.0%	10.2%	5.3%	1.5%
Q1-12. Overall quality of stormwater management/ flood control	16.4%	47.9%	25.4%	8.1%	2.2%
Q1-13. Overall quality of public beaches & waterfront parks	37.5%	51.7%	6.6%	3.0%	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	21.8%	42.3%	17.9%	14.1%	3.9%

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	4	0.6 %
Overall effectiveness of communication with the community	25	4.0 %
Overall enforcement of Town codes & ordinances	31	5.0 %
Overall flow of traffic & ease of getting around within Town	302	48.4 %
Overall quality of library services	3	0.5 %
Overall maintenance of Town streets, sidewalks, & infrastructure	65	10.4 %
Overall quality of parks & recreation programs & facilities	22	3.5 %
Overall quality of public safety services (police, fire, EMS)	12	1.9 %
Overall quality of public transportation	20	3.2 %
Overall quality of public education	66	10.6 %
Overall quality of solid waste services (trash, recycling, yard waste)	6	1.0 %
Overall quality of stormwater management/flood control	16	2.6 %
Overall quality of public beaches & waterfront parks	8	1.3 %
Town Hall hours of operation	17	2.7 %
None chosen	27	4.3 %
Total	624	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	3	0.5 %
Overall effectiveness of communication with the community	52	8.3 %
Overall enforcement of Town codes & ordinances	32	5.1 %
Overall flow of traffic & ease of getting around within Town	98	15.7 %
Overall quality of library services	8	1.3 %
Overall maintenance of Town streets, sidewalks, & infrastructure	123	19.7 %
Overall quality of parks & recreation programs & facilities	30	4.8 %
Overall quality of public safety services (police, fire, EMS)	24	3.8 %
Overall quality of public transportation	43	6.9 %
Overall quality of public education	64	10.3 %
Overall quality of solid waste services (trash, recycling, yard waste)	18	2.9 %
Overall quality of stormwater management/flood control	38	6.1 %
Overall quality of public beaches & waterfront parks	19	3.0 %
Town Hall hours of operation	23	3.7 %
None chosen	49	7.9 %
Total	624	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	5	0.8 %
Overall effectiveness of communication with the community	37	5.9 %
Overall enforcement of Town codes & ordinances	35	5.6 %
Overall flow of traffic & ease of getting around within Town	54	8.7 %
Overall quality of library services	11	1.8 %
Overall maintenance of Town streets, sidewalks, & infrastructure	84	13.5 %
Overall quality of parks & recreation programs & facilities	34	5.4 %
Overall quality of public safety services (police, fire, EMS)	25	4.0 %
Overall quality of public transportation	40	6.4 %
Overall quality of public education	70	11.2 %
Overall quality of solid waste services (trash, recycling, yard waste)	22	3.5 %
Overall quality of stormwater management/flood control	42	6.7 %
Overall quality of public beaches & waterfront parks	40	6.4 %
Town Hall hours of operation	37	5.9 %
None chosen	88	14.1 %
Total	624	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	12	1.9 %
Overall effectiveness of communication with the community	114	18.3 %
Overall enforcement of Town codes & ordinances	98	15.7 %
Overall flow of traffic & ease of getting around within Town	454	72.8 %
Overall quality of library services	22	3.5 %
Overall maintenance of Town streets, sidewalks, & infrastructure	272	43.6 %
Overall quality of parks & recreation programs & facilities	86	13.8 %
Overall quality of public safety services (police, fire, EMS)	61	9.8 %
Overall quality of public transportation	103	16.5 %
Overall quality of public education	200	32.1 %
Overall quality of solid waste services (trash, recycling, yard waste)	46	7.4 %
Overall quality of stormwater management/flood control	96	15.4 %
Overall quality of public beaches & waterfront parks	67	10.7 %
Town Hall hours of operation	77	12.3 %
None chosen	27	4.3 %
Total	1735	

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=624)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall appearance of Town	16.3%	52.9%	18.4%	9.8%	2.2%	0.3%
Q3-2. How well Town is managing residential growth	2.6%	13.1%	16.7%	23.2%	40.9%	3.5%
Q3-3. Overall image of Scarborough	13.6%	44.1%	26.8%	12.3%	2.4%	0.8%
Q3-4. Overall quality of leadership provided by Town's elected officials	7.2%	27.1%	32.7%	15.2%	7.9%	9.9%
Q3-5. Overall quality of services provided by Town	14.9%	51.1%	24.5%	6.3%	0.2%	3.0%
Q3-6. Overall value received for Town of Scarborough tax dollars & fees	8.0%	28.8%	28.4%	21.5%	10.4%	2.9%
Q3-7. Overall quality of life in Scarborough	25.5%	50.2%	16.8%	5.8%	0.8%	1.0%
Q3-8. Overall efforts to promote diversity & inclusiveness in the community	7.4%	23.6%	30.0%	7.1%	2.7%	29.3%
Q3-9. Availability of affordable housing	4.0%	10.7%	24.4%	24.5%	19.1%	17.3%
Q3-10. Variety of housing options	6.1%	19.9%	30.8%	19.6%	9.3%	14.4%
Q3-11. Overall feeling of safety in Scarborough	34.1%	52.7%	8.5%	3.8%	0.0%	0.8%
Q3-12. Retail shopping, activities, entertainment	11.5%	43.4%	26.3%	15.1%	1.9%	1.8%

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=624)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall appearance of Town	16.4%	53.1%	18.5%	9.8%	2.3%
Q3-2. How well Town is managing residential growth	2.7%	13.6%	17.3%	24.1%	42.4%
Q3-3. Overall image of Scarborough	13.7%	44.4%	27.0%	12.4%	2.4%
Q3-4. Overall quality of leadership provided by Town's elected officials	8.0%	30.1%	36.3%	16.9%	8.7%
Q3-5. Overall quality of services provided by Town	15.4%	52.7%	25.3%	6.4%	0.2%
Q3-6. Overall value received for Town of Scarborough tax dollars & fees	8.3%	29.7%	29.2%	22.1%	10.7%
Q3-7. Overall quality of life in Scarborough	25.7%	50.6%	17.0%	5.8%	0.8%
Q3-8. Overall efforts to promote diversity & inclusiveness in the community	10.4%	33.3%	42.4%	10.0%	3.9%
Q3-9. Availability of affordable housing	4.8%	13.0%	29.5%	29.7%	23.1%
Q3-10. Variety of housing options	7.1%	23.2%	36.0%	22.8%	10.9%
Q3-11. Overall feeling of safety in Scarborough	34.4%	53.2%	8.6%	3.9%	0.0%
Q3-12. Retail shopping, activities, entertainment	11.7%	44.2%	26.8%	15.3%	2.0%

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=624)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. Overall quality of local police protection	38.8%	44.9%	6.6%	1.6%	0.5%	7.7%
Q4-2. Town's efforts to prevent crime	27.7%	45.5%	10.9%	1.4%	0.0%	14.4%
Q4-3. Enforcement of local traffic laws	18.4%	42.8%	15.9%	10.4%	4.0%	8.5%
Q4-4. How quickly police respond to emergencies	27.9%	36.7%	9.5%	0.5%	0.0%	25.5%
Q4-5. Public safety educational outreach	15.7%	30.1%	20.7%	1.9%	0.2%	31.4%
Q4-6. Visibility of police in neighborhoods	13.3%	40.1%	25.5%	10.1%	2.1%	9.0%
Q4-7. Visibility of police in retail areas	11.7%	34.3%	32.5%	4.8%	1.3%	15.4%
Q4-8. Overall quality of fire protection	34.5%	42.9%	8.8%	0.5%	0.3%	13.0%
Q4-9. How quickly fire services responds to emergencies	34.0%	33.3%	6.7%	0.5%	0.0%	25.5%
Q4-10. Overall quality of emergency medical/ambulance services	37.8%	33.8%	5.4%	0.3%	0.2%	22.4%
Q4-11. Quality of service when calling 911 with an emergency	32.2%	26.0%	6.6%	0.3%	0.0%	34.9%
Q4-12. Quality of service when calling public safety for a non-emergency question or need	22.9%	34.1%	10.4%	1.1%	1.0%	30.4%
Q4-13. Quality of service from dispatch when you come to public safety building	19.2%	24.4%	11.1%	0.3%	0.3%	44.7%
Q4-14. How quickly emergency medical services responds to emergencies	29.6%	29.5%	5.9%	0.6%	0.0%	34.3%

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	36.2%	39.4%	8.3%	1.0%	0.5%	14.6%
Q4-16. Attitude & behavior of officers towards citizens in your neighborhood	33.2%	34.3%	7.5%	1.6%	0.3%	23.1%
Q4-17. Efforts to cooperate with the public to address their concerns	23.1%	31.4%	12.0%	2.2%	1.4%	29.8%

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=624)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. Overall quality of local police protection	42.0%	48.6%	7.1%	1.7%	0.5%
Q4-2. Town's efforts to prevent crime	32.4%	53.2%	12.7%	1.7%	0.0%
Q4-3. Enforcement of local traffic laws	20.1%	46.8%	17.3%	11.4%	4.4%
Q4-4. How quickly police respond to emergencies	37.4%	49.2%	12.7%	0.6%	0.0%
Q4-5. Public safety educational outreach	22.9%	43.9%	30.1%	2.8%	0.2%
Q4-6. Visibility of police in neighborhoods	14.6%	44.0%	28.0%	11.1%	2.3%
Q4-7. Visibility of police in retail areas	13.8%	40.5%	38.4%	5.7%	1.5%
Q4-8. Overall quality of fire protection	39.6%	49.4%	10.1%	0.6%	0.4%
Q4-9. How quickly fire services responds to emergencies	45.6%	44.7%	9.0%	0.6%	0.0%
Q4-10. Overall quality of emergency medical/ ambulance services	48.8%	43.6%	7.0%	0.4%	0.2%
Q4-11. Quality of service when calling 911 with an emergency	49.5%	39.9%	10.1%	0.5%	0.0%
Q4-12. Quality of service when calling public safety for a non-emergency question or need	32.9%	49.1%	15.0%	1.6%	1.4%
Q4-13. Quality of service from dispatch when you come to public safety building	34.8%	44.1%	20.0%	0.6%	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	45.1%	44.9%	9.0%	1.0%	0.0%
Q4-15. Professionalism of police officers	42.4%	46.2%	9.8%	1.1%	0.6%
Q4-16. Attitude & behavior of officers towards citizens in your neighborhood	43.1%	44.6%	9.8%	2.1%	0.4%
Q4-17. Efforts to cooperate with the public to address their concerns	32.9%	44.7%	17.1%	3.2%	2.1%

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?

Q5. Top choice	Number	Percent
Overall quality of local police protection	40	6.4 %
Town's efforts to prevent crime	83	13.3 %
Enforcement of local traffic laws	103	16.5 %
How quickly police respond to emergencies	12	1.9 %
Public safety educational outreach	23	3.7 %
Visibility of police in neighborhoods	68	10.9 %
Visibility of police in retail areas	19	3.0 %
Overall quality of fire protection	9	1.4 %
How quickly fire services responds to emergencies	9	1.4 %
Overall quality of emergency medical/ambulance services	10	1.6 %
Quality of service when calling 911 with an emergency	8	1.3 %
Quality of service when calling public safety for a non-emergency question or need	9	1.4 %
Quality of service from dispatch when you come to the public safety building	3	0.5 %
How quickly emergency medical services responds to emergencies	14	2.2 %
Professionalism of police officers	12	1.9 %
Attitude & behavior of officers towards citizens in your neighborhood	7	1.1 %
Efforts to cooperate with the public to address their concern	39	6.3 %
None chosen	156	25.0 %
Total	624	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	16	2.6 %
Town's efforts to prevent crime	49	7.9 %
Enforcement of local traffic laws	42	6.7 %
How quickly police respond to emergencies	19	3.0 %
Public safety educational outreach	31	5.0 %
Visibility of police in neighborhoods	70	11.2 %
Visibility of police in retail areas	40	6.4 %
Overall quality of fire protection	20	3.2 %
How quickly fire services responds to emergencies	16	2.6 %
Overall quality of emergency medical/ambulance services	20	3.2 %
Quality of service when calling 911 with an emergency	6	1.0 %
Quality of service when calling public safety for a non-emergency question or need	2	0.3 %
Quality of service from dispatch when you come to the public safety building	5	0.8 %
How quickly emergency medical services responds to emergencies	15	2.4 %
Professionalism of police officers	14	2.2 %
Attitude & behavior of officers towards citizens in your neighborhood	18	2.9 %
Efforts to cooperate with the public to address their concern	31	5.0 %
<u>None chosen</u>	<u>210</u>	<u>33.7 %</u>
Total	624	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	12	1.9 %
Town's efforts to prevent crime	27	4.3 %
Enforcement of local traffic laws	30	4.8 %
How quickly police respond to emergencies	14	2.2 %
Public safety educational outreach	36	5.8 %
Visibility of police in neighborhoods	29	4.6 %
Visibility of police in retail areas	30	4.8 %
Overall quality of fire protection	23	3.7 %
How quickly fire services responds to emergencies	14	2.2 %
Overall quality of emergency medical/ambulance services	17	2.7 %
Quality of service when calling 911 with an emergency	8	1.3 %
Quality of service when calling public safety for a non-emergency question or need	10	1.6 %
Quality of service from dispatch when you come to the public safety building	1	0.2 %
How quickly emergency medical services responds to emergencies	36	5.8 %
Professionalism of police officers	15	2.4 %
Attitude & behavior of officers towards citizens in your neighborhood	18	2.9 %
Efforts to cooperate with the public to address their concern	31	5.0 %
<u>None chosen</u>	<u>273</u>	<u>43.8 %</u>
Total	624	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)**

Q5. Sum of top 3 choices	Number	Percent
Overall quality of local police protection	68	10.9 %
Town's efforts to prevent crime	159	25.5 %
Enforcement of local traffic laws	175	28.0 %
How quickly police respond to emergencies	45	7.2 %
Public safety educational outreach	90	14.4 %
Visibility of police in neighborhoods	167	26.8 %
Visibility of police in retail areas	89	14.3 %
Overall quality of fire protection	52	8.3 %
How quickly fire services responds to emergencies	39	6.3 %
Overall quality of emergency medical/ambulance services	47	7.5 %
Quality of service when calling 911 with an emergency	22	3.5 %
Quality of service when calling public safety for a non-emergency question or need	21	3.4 %
Quality of service from dispatch when you come to the public safety building	9	1.4 %
How quickly emergency medical services responds to emergencies	65	10.4 %
Professionalism of police officers	41	6.6 %
Attitude & behavior of officers towards citizens in your neighborhood	43	6.9 %
Efforts to cooperate with the public to address their concern	101	16.2 %
None chosen	156	25.0 %
Total	1389	

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 your household members called 911 to request police, fire, or emergency medical/ambulance services in past 12 months

	Number	Percent
Yes	114	18.3 %
No	490	78.5 %
Not provided	20	3.2 %
Total	624	100.0 %

WITHOUT "NOT PROVIDED"

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 your household members called 911 to request police, fire, or emergency medical/ambulance services in past 12 months

	Number	Percent
Yes	114	18.9 %
No	490	81.1 %
Total	604	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	86	75.4 %
Satisfied	24	21.1 %
Neutral	2	1.8 %
Dissatisfied	1	0.9 %
Very dissatisfied	1	0.9 %
Total	114	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=624)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Overall quality of trash collection services	48.9%	34.9%	4.5%	2.7%	1.1%	7.9%
Q7-2. Curbside recycling services	48.1%	33.5%	6.4%	2.2%	1.4%	8.3%
Q7-3. Recycling services/drop-off centers	22.9%	24.2%	14.9%	12.3%	4.6%	21.0%

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=624)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Overall quality of trash collection services	53.0%	37.9%	4.9%	3.0%	1.2%
Q7-2. Curbside recycling services	52.4%	36.5%	7.0%	2.4%	1.6%
Q7-3. Recycling services/drop-off centers	29.0%	30.6%	18.9%	15.6%	5.9%

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=624)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8-1. Adequacy of street lighting	11.7%	46.0%	25.3%	11.2%	2.6%	3.2%
Q8-2. Cleanliness of streets & public areas	21.8%	58.3%	14.7%	2.6%	0.6%	1.9%
Q8-3. Quality of major Town streets	15.1%	53.7%	15.5%	10.9%	3.2%	1.6%
Q8-4. Quality of streets in your neighborhood	14.4%	50.6%	16.7%	12.7%	3.8%	1.8%
Q8-5. Quality of street signs & traffic signals	13.3%	52.1%	19.6%	8.2%	4.6%	2.2%
Q8-6. Maintenance of public buildings & facilities	26.3%	56.1%	11.1%	0.6%	0.3%	5.6%
Q8-7. Mowing & trimming along streets & public areas	19.7%	54.0%	15.1%	5.9%	1.6%	3.7%
Q8-8. Snow removal on Town streets	23.9%	51.6%	13.6%	5.9%	1.3%	3.7%
Q8-9. Snow removal on sidewalks	10.7%	33.7%	23.6%	6.6%	2.4%	23.1%
Q8-10. Quality of bike ways	7.2%	25.2%	20.7%	14.3%	6.6%	26.1%
Q8-11. Quantity of bike ways	5.6%	19.1%	18.9%	20.8%	10.4%	25.2%
Q8-12. Quality of sidewalks	9.1%	33.7%	25.2%	11.4%	4.0%	16.7%
Q8-13. Quantity of sidewalks	4.8%	23.2%	22.1%	24.0%	12.3%	13.5%
Q8-14. Landscaping along Town streets & other public areas	13.1%	50.2%	23.9%	7.1%	1.6%	4.2%

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=624)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-1. Adequacy of street lighting	12.1%	47.5%	26.2%	11.6%	2.6%
Q8-2. Cleanliness of streets & public areas	22.2%	59.5%	15.0%	2.6%	0.7%
Q8-3. Quality of major Town streets	15.3%	54.6%	15.8%	11.1%	3.3%
Q8-4. Quality of streets in your neighborhood	14.7%	51.5%	17.0%	12.9%	3.9%
Q8-5. Quality of street signs & traffic signals	13.6%	53.3%	20.0%	8.4%	4.8%
Q8-6. Maintenance of public buildings & facilities	27.8%	59.4%	11.7%	0.7%	0.3%
Q8-7. Mowing & trimming along streets & public areas	20.5%	56.1%	15.6%	6.2%	1.7%
Q8-8. Snow removal on Town streets	24.8%	53.6%	14.1%	6.2%	1.3%
Q8-9. Snow removal on sidewalks	14.0%	43.8%	30.6%	8.5%	3.1%
Q8-10. Quality of bike ways	9.8%	34.1%	28.0%	19.3%	8.9%
Q8-11. Quantity of bike ways	7.5%	25.5%	25.3%	27.8%	13.9%
Q8-12. Quality of sidewalks	11.0%	40.4%	30.2%	13.7%	4.8%
Q8-13. Quantity of sidewalks	5.6%	26.9%	25.6%	27.8%	14.3%
Q8-14. Landscaping along Town streets & other public areas	13.7%	52.3%	24.9%	7.4%	1.7%

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	51	8.2 %
Cleanliness of streets & public areas	26	4.2 %
Quality of major Town streets	76	12.2 %
Quality of streets in your neighborhood	37	5.9 %
Quality of street signs & traffic signals	35	5.6 %
Maintenance of public buildings & facilities	6	1.0 %
Mowing & trimming along streets & public areas	14	2.2 %
Snow removal on Town streets	37	5.9 %
Snow removal on sidewalks	17	2.7 %
Quality of bike ways	23	3.7 %
Quantity of bike ways	71	11.4 %
Quality of sidewalks	33	5.2 %
Quantity of sidewalks	105	16.8 %
Landscaping along Town streets & other public areas	7	1.1 %
None chosen	86	13.8 %
Total	624	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	30	4.8 %
Cleanliness of streets & public areas	28	4.5 %
Quality of major Town streets	38	6.1 %
Quality of streets in your neighborhood	36	5.8 %
Quality of street signs & traffic signals	39	6.3 %
Maintenance of public buildings & facilities	8	1.3 %
Mowing & trimming along streets & public areas	14	2.2 %
Snow removal on Town streets	41	6.6 %
Snow removal on sidewalks	15	2.4 %
Quality of bike ways	36	5.8 %
Quantity of bike ways	82	13.1 %
Quality of sidewalks	44	7.1 %
Quantity of sidewalks	64	10.3 %
Landscaping along Town streets & other public areas	13	2.1 %
None chosen	136	21.8 %
Total	624	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	50	8.0 %
Cleanliness of streets & public areas	31	5.0 %
Quality of major Town streets	37	5.9 %
Quality of streets in your neighborhood	34	5.4 %
Quality of street signs & traffic signals	18	2.9 %
Maintenance of public buildings & facilities	16	2.6 %
Mowing & trimming along streets & public areas	17	2.7 %
Snow removal on Town streets	36	5.8 %
Snow removal on sidewalks	19	3.0 %
Quality of bike ways	24	3.8 %
Quantity of bike ways	34	5.4 %
Quality of sidewalks	45	7.2 %
Quantity of sidewalks	42	6.7 %
Landscaping along Town streets & other public areas	23	3.7 %
None chosen	198	31.7 %
Total	624	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	131	21.0 %
Cleanliness of streets & public areas	85	13.6 %
Quality of major Town streets	151	24.2 %
Quality of streets in your neighborhood	107	17.1 %
Quality of street signs & traffic signals	92	14.7 %
Maintenance of public buildings & facilities	30	4.8 %
Mowing & trimming along streets & public areas	45	7.2 %
Snow removal on Town streets	114	18.3 %
Snow removal on sidewalks	51	8.2 %
Quality of bike ways	83	13.3 %
Quantity of bike ways	187	30.0 %
Quality of sidewalks	122	19.5 %
Quantity of sidewalks	211	33.8 %
Landscaping along Town streets & other public areas	43	6.9 %
None chosen	86	13.8 %
Total	1538	

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=624)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-1. Ease of getting around within Town of Scarborough	8.8%	30.0%	21.8%	24.5%	11.2%	3.7%
Q10-2. How well traffic signal system provides for efficient traffic flow	6.9%	22.8%	23.1%	29.6%	14.9%	2.7%
Q10-3. Availability of sidewalks	4.6%	20.2%	27.6%	25.0%	10.9%	11.7%
Q10-4. Availability of public parking	11.2%	46.2%	26.3%	7.4%	1.6%	7.4%
Q10-5. Ease of travel by bicycle in Scarborough	3.4%	10.7%	20.7%	22.9%	12.3%	30.0%
Q10-6. Ease of pedestrian travel in Scarborough	3.8%	14.6%	25.5%	25.5%	13.1%	17.5%
Q10-7. Availability of bikeways	3.7%	13.0%	21.2%	23.1%	11.4%	27.7%

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=624)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Ease of getting around within Town of Scarborough	9.2%	31.1%	22.6%	25.5%	11.6%
Q10-2. How well traffic signal system provides for efficient traffic flow	7.1%	23.4%	23.7%	30.5%	15.3%
Q10-3. Availability of sidewalks	5.3%	22.9%	31.2%	28.3%	12.3%
Q10-4. Availability of public parking	12.1%	49.8%	28.4%	8.0%	1.7%
Q10-5. Ease of travel by bicycle in Scarborough	4.8%	15.3%	29.5%	32.7%	17.6%
Q10-6. Ease of pedestrian travel in Scarborough	4.7%	17.7%	30.9%	30.9%	15.9%
Q10-7. Availability of bikeways	5.1%	18.0%	29.3%	31.9%	15.7%

Q11. Growth and Development. Using a 5-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=624)

	Much too slow	Too slow	Just right	Too fast	Much too fast	Don't know
Q11-1. Single-family residential development (includes townhomes)	2.2%	5.9%	17.8%	26.3%	39.1%	8.7%
Q11-2. Multi-family residential development (apartments)	2.2%	8.0%	13.8%	21.0%	46.8%	8.2%
Q11-3. Income restricted affordable housing (e.g., 60-80% of Area Median Income)	10.1%	23.1%	15.1%	10.6%	18.3%	22.9%
Q11-4. Workforce housing (e.g., 80-120% of Area Median Income)	9.8%	23.1%	14.7%	8.8%	17.5%	26.1%
Q11-5. Retail & business development	4.0%	14.9%	38.1%	15.2%	16.8%	10.9%
Q11-6. Redevelopment of abandoned or under-utilized properties	11.1%	26.1%	19.9%	5.4%	5.8%	31.7%

WITHOUT "DON'T KNOW"

Q11. Growth and Development. Using a 5-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=624)

	Much too slow	Too slow	Just right	Too fast	Much too fast
Q11-1. Single-family residential development (includes townhomes)	2.5%	6.5%	19.5%	28.8%	42.8%
Q11-2. Multi-family residential development (apartments)	2.4%	8.7%	15.0%	22.9%	51.0%
Q11-3. Income restricted affordable housing (e.g., 60-80% of Area Median Income)	13.1%	29.9%	19.5%	13.7%	23.7%
Q11-4. Workforce housing (e.g., 80-120% of Area Median Income)	13.2%	31.2%	20.0%	11.9%	23.6%
Q11-5. Retail & business development	4.5%	16.7%	42.8%	17.1%	18.9%
Q11-6. Redevelopment of abandoned or under-utilized properties	16.2%	38.3%	29.1%	8.0%	8.5%

Q12. In the 2023 Community Survey, 74% of respondents felt that the pace of single-family residential development was too fast or much too fast, and 72% felt the pace of multi-family residential development was too fast or much too fast. 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=624)

	Very concerned	Concerned	Somewhat concerned	Not concerned	Not concerned at all	Don't know
Q12-1. Increased travel or commute times	38.8%	25.0%	20.0%	9.5%	2.2%	4.5%
Q12-2. Increased impact on trails & conservation land	23.1%	20.4%	23.7%	22.4%	4.3%	6.1%
Q12-3. Increased demand for Town athletic facilities (e.g., courts, fields)	14.1%	18.6%	21.2%	27.6%	6.4%	12.2%
Q12-4. Increased demand for municipal beach parking & facilities	23.9%	27.6%	22.6%	16.0%	3.4%	6.6%
Q12-5. Increased calls for emergency services (police & EMS)	17.9%	29.6%	19.7%	17.0%	3.0%	12.7%
Q12-6. Increased impact to public infrastructure (e.g., roadways to be maintained, public sewer & water)	33.8%	31.1%	18.1%	9.0%	2.1%	5.9%
Q12-7. Increased student enrollment in school district	43.3%	21.8%	15.7%	8.7%	3.0%	7.5%
Q12-8. Increased municipal budget & property taxes	53.7%	20.0%	13.5%	5.8%	3.0%	4.0%
Q12-9. Increased competition for essential retail locations (e.g., grocery stores, gas stations, banks, restaurants)	13.5%	16.5%	22.3%	32.5%	7.9%	7.4%
Q12-10. Other	7.9%	0.5%	1.0%	0.2%	0.2%	90.4%

WITHOUT "DON'T KNOW"

Q12. In the 2023 Community Survey, 74% of respondents felt that the pace of single-family residential development was too fast or much too fast, and 72% felt the pace of multi-family residential development was too fast or much too fast. 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=624)

	Very concerned	Concerned	Somewhat concerned	Not concerned	Not concerned at all
Q12-1. Increased travel or commute times	40.6%	26.2%	21.0%	9.9%	2.3%
Q12-2. Increased impact on trails & conservation land	24.6%	21.7%	25.3%	23.9%	4.6%
Q12-3. Increased demand for Town athletic facilities (e.g., courts, fields)	16.1%	21.2%	24.1%	31.4%	7.3%
Q12-4. Increased demand for municipal beach parking & facilities	25.6%	29.5%	24.2%	17.2%	3.6%
Q12-5. Increased calls for emergency services (police & EMS)	20.6%	33.9%	22.6%	19.4%	3.5%
Q12-6. Increased impact to public infrastructure (e.g., roadways to be maintained, public sewer & water)	35.9%	33.0%	19.3%	9.5%	2.2%
Q12-7. Increased student enrollment in school district	46.8%	23.6%	17.0%	9.4%	3.3%
Q12-8. Increased municipal budget & property taxes	55.9%	20.9%	14.0%	6.0%	3.2%
Q12-9. Increased competition for essential retail locations (e.g., grocery stores, gas stations, banks, restaurants)	14.5%	17.8%	24.0%	35.1%	8.5%
Q12-10. Other	81.7%	5.0%	10.0%	1.7%	1.7%

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	143	22.9 %
Increased impact on trails & conservation land	23	3.7 %
Increased demand for Town athletic facilities (e.g., courts, fields)	10	1.6 %
Increased demand for municipal beach parking & facilities	29	4.6 %
Increased calls for emergency services (police & EMS)	33	5.3 %
Increased impact to public infrastructure (e.g., roadways to be maintained, public sewer & water)	60	9.6 %
Increased student enrollment in school district	105	16.8 %
Increased municipal budget & property taxes	161	25.8 %
Increased competition for essential retail locations (e.g., grocery stores, gas stations, banks, restaurants)	5	0.8 %
None chosen	55	8.8 %
Total	624	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	88	14.1 %
Increased impact on trails & conservation land	44	7.1 %
Increased demand for Town athletic facilities (e.g., courts, fields)	12	1.9 %
Increased demand for municipal beach parking & facilities	35	5.6 %
Increased calls for emergency services (police & EMS)	43	6.9 %
Increased impact to public infrastructure (e.g., roadways to be maintained, public sewer & water)	103	16.5 %
Increased student enrollment in school district	106	17.0 %
Increased municipal budget & property taxes	110	17.6 %
Increased competition for essential retail locations (e.g., grocery stores, gas stations, banks, restaurants)	6	1.0 %
None chosen	77	12.3 %
Total	624	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	68	10.9 %
Increased impact on trails & conservation land	45	7.2 %
Increased demand for Town athletic facilities (e.g., courts, fields)	16	2.6 %
Increased demand for municipal beach parking & facilities	54	8.7 %
Increased calls for emergency services (police & EMS)	37	5.9 %
Increased impact to public infrastructure (e.g., roadways to be maintained, public sewer & water)	87	13.9 %
Increased student enrollment in school district	66	10.6 %
Increased municipal budget & property taxes	95	15.2 %
Increased competition for essential retail locations (e.g., grocery stores, gas stations, banks, restaurants)	21	3.4 %
None chosen	135	21.6 %
Total	624	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. Top choice</u>	<u>Number</u>	<u>Percent</u>
Increased travel or commute times	299	47.9 %
Increased impact on trails & conservation land	112	17.9 %
Increased demand for Town athletic facilities (e.g., courts, fields)	38	6.1 %
Increased demand for municipal beach parking & facilities	118	18.9 %
Increased calls for emergency services (police & EMS)	113	18.1 %
Increased impact to public infrastructure (e.g., roadways to be maintained, public sewer & water)	250	40.1 %
Increased student enrollment in school district	277	44.4 %
Increased municipal budget & property taxes	366	58.7 %
Increased competition for essential retail locations (e.g., grocery stores, gas stations, banks, restaurants)	32	5.1 %
None chosen	55	8.8 %
Total	1660	

Q14. Which THREE of the items perceived growth impacts listed in Question 12 do you believe you have been most impacted by?

<u>Q14. Top choice</u>	<u>Number</u>	<u>Percent</u>
Increased travel or commute times	192	30.8 %
Increased impact on trails & conservation land	15	2.4 %
Increased demand for Town athletic facilities (e.g., courts, fields)	10	1.6 %
Increased demand for municipal beach parking & facilities	23	3.7 %
Increased calls for emergency services (police & EMS)	16	2.6 %
Increased impact to public infrastructure (e.g., roadways to be maintained, public sewer & water)	33	5.3 %
Increased student enrollment in school district	54	8.7 %
Increased municipal budget & property taxes	203	32.5 %
Increased competition for essential retail locations (e.g., grocery stores, gas stations, banks, restaurants)	6	1.0 %
None chosen	72	11.5 %
Total	624	100.0 %

Q14. Which THREE of the items perceived growth impacts listed in Question 12 do you believe you have been most impacted by?

<u>Q14. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Increased travel or commute times	114	18.3 %
Increased impact on trails & conservation land	21	3.4 %
Increased demand for Town athletic facilities (e.g., courts, fields)	15	2.4 %
Increased demand for municipal beach parking & facilities	65	10.4 %
Increased calls for emergency services (police & EMS)	21	3.4 %
Increased impact to public infrastructure (e.g., roadways to be maintained, public sewer & water)	78	12.5 %
Increased student enrollment in school district	71	11.4 %
Increased municipal budget & property taxes	105	16.8 %
Increased competition for essential retail locations (e.g., grocery stores, gas stations, banks, restaurants)	15	2.4 %
None chosen	119	19.1 %
Total	624	100.0 %

Q14. Which THREE of the items perceived growth impacts listed in Question 12 do you believe you have been most impacted by?

Q14. 3rd choice	Number	Percent
Increased travel or commute times	62	9.9 %
Increased impact on trails & conservation land	28	4.5 %
Increased demand for Town athletic facilities (e.g., courts, fields)	15	2.4 %
Increased demand for municipal beach parking & facilities	59	9.5 %
Increased calls for emergency services (police & EMS)	23	3.7 %
Increased impact to public infrastructure (e.g., roadways to be maintained, public sewer & water)	93	14.9 %
Increased student enrollment in school district	55	8.8 %
Increased municipal budget & property taxes	67	10.7 %
Increased competition for essential retail locations (e.g., grocery stores, gas stations, banks, restaurants)	27	4.3 %
None chosen	195	31.3 %
Total	624	100.0 %

SUM OF TOP 3 CHOICES

Q14. Which THREE of the items perceived growth impacts listed in Question 12 do you believe you have been most impacted by? (top 3)

Q14. Sum of top 3 choices	Number	Percent
Increased travel or commute times	368	59.0 %
Increased impact on trails & conservation land	64	10.3 %
Increased demand for Town athletic facilities (e.g., courts, fields)	40	6.4 %
Increased demand for municipal beach parking & facilities	147	23.6 %
Increased calls for emergency services (police & EMS)	60	9.6 %
Increased impact to public infrastructure (e.g., roadways to be maintained, public sewer & water)	204	32.7 %
Increased student enrollment in school district	180	28.8 %
Increased municipal budget & property taxes	375	60.1 %
Increased competition for essential retail locations (e.g., grocery stores, gas stations, banks, restaurants)	48	7.7 %
None chosen	72	11.5 %
Total	1558	

Q15. Community Services. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below.

(N=624)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15-1. Facilities for indoor recreation programs & classes	6.7%	17.6%	23.4%	14.7%	7.9%	29.6%
Q15-2. School gyms for recreational use	6.4%	15.4%	26.6%	8.8%	3.4%	39.4%
Q15-3. Outdoor athletic fields	11.7%	31.6%	23.9%	3.7%	1.4%	27.7%
Q15-4. Outdoor courts	9.6%	33.5%	24.2%	5.0%	0.8%	26.9%
Q15-5. Playgrounds	9.8%	32.4%	21.5%	6.1%	1.3%	29.0%
Q15-6. Walking & biking trails	13.9%	41.5%	19.6%	11.4%	3.8%	9.8%
Q15-7. Overall quality of beach facilities	19.6%	50.6%	15.2%	5.1%	1.4%	8.0%
Q15-8. Cleanliness of beach facilities	17.8%	47.4%	16.0%	5.6%	1.9%	11.2%
Q15-9. Adult athletic & recreation programs	4.8%	16.8%	26.1%	10.9%	4.0%	37.3%
Q15-10. Ease of registering for recreation programs	6.7%	23.6%	23.7%	4.5%	1.6%	39.9%
Q15-11. Fees charged for recreation programs	6.6%	23.1%	27.4%	2.7%	0.3%	39.9%
Q15-12. Overall quality of recreation programs	6.7%	24.4%	22.1%	5.1%	1.3%	40.4%
Q15-13. Senior recreation programs	4.0%	11.7%	16.8%	5.9%	3.4%	58.2%
Q15-14. Special events sponsored by local governments in your community	5.3%	22.8%	25.6%	2.6%	0.6%	43.1%
Q15-15. Youth athletic & recreation programs	9.3%	26.3%	15.9%	3.7%	0.6%	44.2%
Q15-16. Access & public parking for natural resources & parks (e.g., Eastern Trail, beaches)	8.3%	38.8%	21.8%	18.1%	3.5%	9.5%

Q15. Community Services. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below.

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15-17. Availability of open space	9.0%	36.4%	23.6%	14.4%	4.6%	12.0%
Q15-18. Effectiveness of beach Park Ranger program	8.3%	22.4%	19.1%	3.4%	2.4%	44.4%
Q15-19. Effectiveness of Town's beach management	10.3%	37.3%	22.3%	6.4%	3.4%	20.4%

WITHOUT "DON'T KNOW"

Q15. Community Services. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below. (without "don't know")

(N=624)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Facilities for indoor recreation programs & classes	9.6%	25.1%	33.3%	21.0%	11.2%
Q15-2. School gyms for recreational use	10.6%	25.4%	43.9%	14.6%	5.6%
Q15-3. Outdoor athletic fields	16.2%	43.7%	33.0%	5.1%	2.0%
Q15-4. Outdoor courts	13.2%	45.8%	33.1%	6.8%	1.1%
Q15-5. Playgrounds	13.8%	45.6%	30.2%	8.6%	1.8%
Q15-6. Walking & biking trails	15.5%	46.0%	21.7%	12.6%	4.3%
Q15-7. Overall quality of beach facilities	21.3%	55.1%	16.6%	5.6%	1.6%
Q15-8. Cleanliness of beach facilities	20.0%	53.4%	18.1%	6.3%	2.2%
Q15-9. Adult athletic & recreation programs	7.7%	26.9%	41.7%	17.4%	6.4%
Q15-10. Ease of registering for recreation programs	11.2%	39.2%	39.5%	7.5%	2.7%
Q15-11. Fees charged for recreation programs	10.9%	38.4%	45.6%	4.5%	0.5%
Q15-12. Overall quality of recreation programs	11.3%	40.9%	37.1%	8.6%	2.2%
Q15-13. Senior recreation programs	9.6%	28.0%	40.2%	14.2%	8.0%
Q15-14. Special events sponsored by local governments in your community	9.3%	40.0%	45.1%	4.5%	1.1%
Q15-15. Youth athletic & recreation programs	16.7%	47.1%	28.4%	6.6%	1.1%
Q15-16. Access & public parking for natural resources & parks (e.g., Eastern Trail, beaches)	9.2%	42.8%	24.1%	20.0%	3.9%

WITHOUT "DON'T KNOW"

Q15. Community Services. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below. (without "don't know")

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-17. Availability of open space	10.2%	41.3%	26.8%	16.4%	5.3%
Q15-18. Effectiveness of beach Park Ranger program	15.0%	40.3%	34.3%	6.1%	4.3%
Q15-19. Effectiveness of Town's beach management	12.9%	46.9%	28.0%	8.0%	4.2%

Q16. Which THREE of the community services items listed in Question 15 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years?

<u>Q16. Top choice</u>	<u>Number</u>	<u>Percent</u>
Facilities for indoor recreation programs & classes	78	12.5 %
School gyms for recreational use	14	2.2 %
Outdoor athletic fields	16	2.6 %
Outdoor courts	11	1.8 %
Playgrounds	13	2.1 %
Walking & biking trails	87	13.9 %
Overall quality of beach facilities	38	6.1 %
Cleanliness of beach facilities	18	2.9 %
Adult athletic & recreation programs	19	3.0 %
Ease of registering for recreation programs	5	0.8 %
Fees charged for recreation programs	8	1.3 %
Overall quality of recreation programs	4	0.6 %
Senior recreation programs	27	4.3 %
Special events sponsored by local governments in your community	4	0.6 %
Youth athletic & recreation programs	9	1.4 %
Access & public parking for natural resources & parks (e.g., Eastern Trail, beaches)	60	9.6 %
Availability of open space	52	8.3 %
Effectiveness of beach Park Ranger program	5	0.8 %
Effectiveness of Town's beach management	23	3.7 %
<u>None chosen</u>	<u>133</u>	<u>21.3 %</u>
Total	624	100.0 %

Q16. Which THREE of the community services items listed in Question 15 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years?

<u>Q16. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Facilities for indoor recreation programs & classes	31	5.0 %
School gyms for recreational use	19	3.0 %
Outdoor athletic fields	14	2.2 %
Outdoor courts	10	1.6 %
Playgrounds	10	1.6 %
Walking & biking trails	48	7.7 %
Overall quality of beach facilities	30	4.8 %
Cleanliness of beach facilities	39	6.3 %
Adult athletic & recreation programs	35	5.6 %
Ease of registering for recreation programs	11	1.8 %
Fees charged for recreation programs	11	1.8 %
Overall quality of recreation programs	9	1.4 %
Senior recreation programs	33	5.3 %
Special events sponsored by local governments in your community	7	1.1 %
Youth athletic & recreation programs	14	2.2 %
Access & public parking for natural resources & parks (e.g., Eastern Trail, beaches)	55	8.8 %
Availability of open space	44	7.1 %
Effectiveness of beach Park Ranger program	9	1.4 %
Effectiveness of Town's beach management	21	3.4 %
<u>None chosen</u>	<u>174</u>	<u>27.9 %</u>
Total	624	100.0 %

Q16. Which THREE of the community services items listed in Question 15 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years?

<u>Q16. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Facilities for indoor recreation programs & classes	30	4.8 %
School gyms for recreational use	14	2.2 %
Outdoor athletic fields	15	2.4 %
Outdoor courts	5	0.8 %
Playgrounds	14	2.2 %
Walking & biking trails	39	6.3 %
Overall quality of beach facilities	27	4.3 %
Cleanliness of beach facilities	27	4.3 %
Adult athletic & recreation programs	20	3.2 %
Ease of registering for recreation programs	6	1.0 %
Fees charged for recreation programs	13	2.1 %
Overall quality of recreation programs	15	2.4 %
Senior recreation programs	24	3.8 %
Special events sponsored by local governments in your community	12	1.9 %
Youth athletic & recreation programs	14	2.2 %
Access & public parking for natural resources & parks (e.g., Eastern Trail, beaches)	42	6.7 %
Availability of open space	36	5.8 %
Effectiveness of beach Park Ranger program	6	1.0 %
Effectiveness of Town's beach management	38	6.1 %
<u>None chosen</u>	<u>227</u>	<u>36.4 %</u>
Total	624	100.0 %

SUM OF TOP 3 CHOICES

Q16. Which THREE of the community services items listed in Question 15 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO years? (top 3)

<u>Q16. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Facilities for indoor recreation programs & classes	139	22.3 %
School gyms for recreational use	47	7.5 %
Outdoor athletic fields	45	7.2 %
Outdoor courts	26	4.2 %
Playgrounds	37	5.9 %
Walking & biking trails	174	27.9 %
Overall quality of beach facilities	95	15.2 %
Cleanliness of beach facilities	84	13.5 %
Adult athletic & recreation programs	74	11.9 %
Ease of registering for recreation programs	22	3.5 %
Fees charged for recreation programs	32	5.1 %
Overall quality of recreation programs	28	4.5 %
Senior recreation programs	84	13.5 %
Special events sponsored by local governments in your community	23	3.7 %
Youth athletic & recreation programs	37	5.9 %
Access & public parking for natural resources & parks (e.g., Eastern Trail, beaches)	157	25.2 %
Availability of open space	132	21.2 %
Effectiveness of beach Park Ranger program	20	3.2 %
Effectiveness of Town's beach management	82	13.1 %
None chosen	133	21.3 %
Total	1471	

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	320	51.3 %
No	292	46.8 %
Not provided	12	1.9 %
Total	624	100.0 %

WITHOUT "NOT PROVIDED"**Q17. Customer Service. Have you contacted the Town during the past year? (without "not provided")**

<u>Q17. Have you contacted Town during past year</u>	<u>Number</u>	<u>Percent</u>
Yes	320	52.3 %
No	292	47.7 %
Total	612	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=320)

	Always	Usually	Sometimes	Seldom	Never	Don't know
Q17a-1. It was easy to find someone to address my request	55.3%	32.2%	9.7%	0.9%	1.3%	0.6%
Q17a-2. Scarborough employee went extra mile	40.9%	27.5%	18.8%	4.4%	3.1%	5.3%
Q17a-3. Response time was reasonable	49.4%	30.0%	12.5%	4.1%	2.8%	1.3%
Q17a-4. I was able to get my question/concern resolved	54.1%	26.9%	10.0%	3.4%	4.4%	1.3%
Q17a-5. Scarborough employees are courteous/professional	69.4%	22.8%	5.0%	1.3%	0.9%	0.6%
Q17a-6. I was satisfied with my experience	57.5%	26.3%	10.3%	2.8%	2.5%	0.6%

WITHOUT "DON'T KNOW"

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

(N=320)

	Always	Usually	Sometimes	Seldom	Never
Q17a-1. It was easy to find someone to address my request	55.7%	32.4%	9.7%	0.9%	1.3%
Q17a-2. Scarborough employee went extra mile	43.2%	29.0%	19.8%	4.6%	3.3%
Q17a-3. Response time was reasonable	50.0%	30.4%	12.7%	4.1%	2.8%
Q17a-4. I was able to get my question/concern resolved	54.7%	27.2%	10.1%	3.5%	4.4%
Q17a-5. Scarborough employees are courteous/professional	69.8%	23.0%	5.0%	1.3%	0.9%
Q17a-6. I was satisfied with my experience	57.9%	26.4%	10.4%	2.8%	2.5%

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 Library or used its online tools in last 12 months

	Number	Percent
At least once a week	83	13.3 %
About once a month	103	16.5 %
At least once every other month	42	6.7 %
A few times	150	24.0 %
Never	227	36.4 %
Not provided	19	3.0 %
Total	624	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 Library or used its online tools in last 12 months

	Number	Percent
At least once a week	83	13.7 %
About once a month	103	17.0 %
At least once every other month	42	6.9 %
A few times	150	24.8 %
Never	227	37.5 %
Total	605	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=378)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q18a-1. Overall satisfaction with Scarborough Public Library	53.4%	37.3%	6.1%	1.1%	0.3%	1.9%
Q18a-2. Library hours of operation	45.0%	42.9%	8.7%	1.6%	0.0%	1.9%
Q18a-3. Current location	56.3%	37.8%	4.0%	0.3%	0.5%	1.1%
Q18a-4. Selection of materials for just about everyone	41.5%	41.3%	8.5%	2.6%	0.3%	5.8%
Q18a-5. Free computer resources/online services & databases	36.8%	30.2%	9.3%	0.0%	0.5%	23.3%
Q18a-6. Services & meeting rooms for area businesses	24.6%	20.4%	12.7%	4.2%	1.9%	36.2%
Q18a-7. Children's programs & services offered	22.0%	22.8%	11.1%	1.9%	0.3%	42.1%
Q18a-8. Young adult programs & services offered	17.5%	17.5%	11.9%	1.9%	0.3%	51.1%
Q18a-9. Adult programs & services offered	25.7%	28.8%	13.2%	1.6%	0.0%	30.7%
Q18a-10. Assistance & customer service provided by library staff (friendly, polite, & professional)	63.8%	26.5%	3.7%	1.3%	0.3%	4.5%
Q18a-11. Availability of public meeting rooms	19.8%	19.0%	12.4%	5.0%	2.6%	41.0%

WITHOUT "DON'T KNOW"

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

(N=378)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18a-1. Overall satisfaction with Scarborough Public Library	54.4%	38.0%	6.2%	1.1%	0.3%
Q18a-2. Library hours of operation	45.8%	43.7%	8.9%	1.6%	0.0%
Q18a-3. Current location	57.0%	38.2%	4.0%	0.3%	0.5%
Q18a-4. Selection of materials for just about everyone	44.1%	43.8%	9.0%	2.8%	0.3%
Q18a-5. Free computer resources/online services & databases	47.9%	39.3%	12.1%	0.0%	0.7%
Q18a-6. Services & meeting rooms for area businesses	38.6%	32.0%	19.9%	6.6%	2.9%
Q18a-7. Children's programs & services offered	37.9%	39.3%	19.2%	3.2%	0.5%
Q18a-8. Young adult programs & services offered	35.7%	35.7%	24.3%	3.8%	0.5%
Q18a-9. Adult programs & services offered	37.0%	41.6%	19.1%	2.3%	0.0%
Q18a-10. Assistance & customer service provided by library staff (friendly, polite, & professional)	66.8%	27.7%	3.9%	1.4%	0.3%
Q18a-11. Availability of public meeting rooms	33.6%	32.3%	21.1%	8.5%	4.5%

Q18b. How do you use the library?

<u>Q18b. How do you use the library</u>	<u>Number</u>	<u>Percent</u>
Borrow materials	324	85.7 %
Use computers	39	10.3 %
Attend youth events & programs	65	17.2 %
Do research	57	15.1 %
My children attend the library after school	44	11.6 %
Other	83	22.0 %
Total	612	

Q18c. What, if anything, limits your usage of the library?

<u>Q18c. What limits your usage of the library</u>	<u>Number</u>	<u>Percent</u>
Hours of operation	62	16.4 %
Not enough programs	20	5.3 %
Not enough materials	32	8.5 %
Too crowded or noisy	41	10.8 %
Too far from my home	16	4.2 %
Other	45	11.9 %
Total	216	

Q18d. How would your use of the library change if there was a larger main library in its current location?

<u>Q18d. How would your use of the library change if there was a larger main library in its current location</u>	<u>Number</u>	<u>Percent</u>
I would stay in the building longer	84	22.2 %
Attend more adult programs	97	25.7 %
Children would attend more programs	55	14.6 %
Access more materials	90	23.8 %
Use meeting spaces for civic purposes	62	16.4 %
My usage would be the same-no change	197	52.1 %
Total	585	

Q18e. How would your use of the library change if there was a branch closer to your home?

Q18e. How would your use of the library change if there
was a branch closer to your home

	Number	Percent
Visit the branch more frequently	67	17.7 %
Same number of visits-no change	269	71.2 %
Wouldn't visit the library	4	1.1 %
Not provided	38	10.1 %
Total	378	100.0 %

WITHOUT "NOT PROVIDED"**Q18e. How would your use of the library change if there was a branch closer to your home? (without "not provided")**

Q18e. How would your use of the library change if there
was a branch closer to your home

	Number	Percent
Visit the branch more frequently	67	19.7 %
Same number of visits-no change	269	79.1 %
Wouldn't visit the library	4	1.2 %
Total	340	100.0 %

Q18f. Do you or someone in your household have a library card?

Q18f. Do you or someone in your household have a
library card

	Number	Percent
Yes	355	93.9 %
No	15	4.0 %
Not provided	8	2.1 %
Total	378	100.0 %

WITHOUT "NOT PROVIDED"**Q18f. Do you or someone in your household have a library card? (without "not provided")**

Q18f. Do you or someone in your household have a
library card

	Number	Percent
Yes	355	95.9 %
No	15	4.1 %
Total	370	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	121	19.4 %
No	486	77.9 %
Not provided	17	2.7 %
Total	624	100.0 %

WITHOUT "NOT PROVIDED"

Q19. Public Education. Do you currently have any children in your household that attend Scarborough public school? (without "not provided")

Q19. Do you currently have any children in your household that attend Scarborough public school	Number	Percent
Yes	121	19.9 %
No	486	80.1 %
Total	607	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=121)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q19a-1. Administration (school level)	29.8%	47.9%	10.7%	6.6%	3.3%	1.7%
Q19a-2. Administration (district level)	19.0%	47.1%	21.5%	2.5%	2.5%	7.4%
Q19a-3. Class size or student-teacher ratio	16.5%	49.6%	17.4%	12.4%	2.5%	1.7%
Q19a-4. Quality of curriculum	18.2%	54.5%	14.9%	9.9%	0.8%	1.7%
Q19a-5. Qualifications & performance of teachers	36.4%	43.8%	7.4%	7.4%	1.7%	3.3%
Q19a-6. Overall education that my child is receiving/received	28.1%	49.6%	11.6%	7.4%	0.8%	2.5%
Q19a-7. Athletics	19.0%	38.0%	23.1%	5.0%	1.7%	13.2%
Q19a-8. Other extracurricular activities	14.9%	47.1%	20.7%	6.6%	1.7%	9.1%
Q19a-9. Quality of communication between schools & home	31.4%	46.3%	13.2%	4.1%	3.3%	1.7%
Q19a-10. Quality of food service	8.3%	40.5%	18.2%	19.0%	8.3%	5.8%
Q19a-11. Quality of school transportation	14.0%	43.0%	23.1%	6.6%	5.0%	8.3%

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=121)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q19a-1. Administration (school level)	30.3%	48.7%	10.9%	6.7%	3.4%
Q19a-2. Administration (district level)	20.5%	50.9%	23.2%	2.7%	2.7%
Q19a-3. Class size or student-teacher ratio	16.8%	50.4%	17.6%	12.6%	2.5%
Q19a-4. Quality of curriculum	18.5%	55.5%	15.1%	10.1%	0.8%
Q19a-5. Qualifications & performance of teachers	37.6%	45.3%	7.7%	7.7%	1.7%
Q19a-6. Overall education that my child is receiving/ received	28.8%	50.8%	11.9%	7.6%	0.8%
Q19a-7. Athletics	21.9%	43.8%	26.7%	5.7%	1.9%
Q19a-8. Other extracurricular activities	16.4%	51.8%	22.7%	7.3%	1.8%
Q19a-9. Quality of communication between schools & home	31.9%	47.1%	13.4%	4.2%	3.4%
Q19a-10. Quality of food service	8.8%	43.0%	19.3%	20.2%	8.8%
Q19a-11. Quality of school transportation	15.3%	46.8%	25.2%	7.2%	5.4%

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	333	53.4 %
No	279	44.7 %
Not provided	12	1.9 %
Total	624	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	333	54.4 %
No	279	45.6 %
Total	612	100.0 %

Q22. Please indicate how often you and members of your household use the following in Scarborough.

(N=624)

	Daily	Weekly	Monthly	A few times a year	Never use	Not provided
Q22-1. Beaches (Summer)	14.4%	40.7%	14.3%	22.1%	6.7%	1.8%
Q22-2. Beaches (Fall-Spring)	8.3%	27.4%	24.8%	26.9%	10.7%	1.8%
Q22-3. Eastern Trail	6.1%	21.2%	21.0%	33.7%	15.9%	2.2%
Q22-4. Memorial Park	3.4%	9.1%	16.0%	40.7%	28.0%	2.7%
Q22-5. Other Town Parks (e.g., Willey, Springbrook)	0.8%	6.7%	8.5%	27.1%	52.9%	4.0%
Q22-6. Scarborough Land Trust Properties	2.4%	12.3%	17.3%	32.5%	32.9%	2.6%
Q22-7. Sidewalks	18.8%	14.3%	11.5%	26.0%	26.1%	3.4%

WITHOUT "NOT PROVIDED"**Q22. Please indicate how often you and members of your household use the following in Scarborough.
(without "not provided")**

(N=624)

	Daily	Weekly	Monthly	A few times a year	Never use
Q22-1. Beaches (Summer)	14.7%	41.4%	14.5%	22.5%	6.9%
Q22-2. Beaches (Fall-Spring)	8.5%	27.9%	25.3%	27.4%	10.9%
Q22-3. Eastern Trail	6.2%	21.6%	21.5%	34.4%	16.2%
Q22-4. Memorial Park	3.5%	9.4%	16.5%	41.8%	28.8%
Q22-5. Other Town Parks (e.g., Willey, Springbrook)	0.8%	7.0%	8.8%	28.2%	55.1%
Q22-6. Scarborough Land Trust Properties	2.5%	12.7%	17.8%	33.4%	33.7%
Q22-7. Sidewalks	19.4%	14.8%	11.9%	26.9%	27.0%

Q23. What are the THREE most significant issues you think Scarborough will face over the next five years?

<u>Q23. Top choice</u>	<u>Number</u>	<u>Percent</u>
Public safety	17	2.7 %
Affordability of Town services (property taxes)	251	40.2 %
Transportation	17	2.7 %
Environmental protection	26	4.2 %
Pace of community growth/expansion	187	30.0 %
Public education	38	6.1 %
Job opportunities	2	0.3 %
Social justice/equity/inclusivity	2	0.3 %
Affordable housing	41	6.6 %
Climate change adaptation	26	4.2 %
Other	2	0.3 %
None chosen	15	2.4 %
Total	624	100.0 %

Q23. What are the THREE most significant issues you think Scarborough will face over the next five years?

<u>Q23. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Public safety	15	2.4 %
Affordability of Town services (property taxes)	120	19.2 %
Transportation	28	4.5 %
Environmental protection	44	7.1 %
Pace of community growth/expansion	204	32.7 %
Public education	64	10.3 %
Job opportunities	4	0.6 %
Social justice/equity/inclusivity	7	1.1 %
Affordable housing	76	12.2 %
Climate change adaptation	36	5.8 %
Other	4	0.6 %
None chosen	22	3.5 %
Total	624	100.0 %

Q23. What are the THREE most significant issues you think Scarborough will face over the next five years?

Q23. 3rd choice	Number	Percent
Public safety	46	7.4 %
Affordability of Town services (property taxes)	79	12.7 %
Transportation	64	10.3 %
Environmental protection	47	7.5 %
Pace of community growth/expansion	81	13.0 %
Public education	70	11.2 %
Job opportunities	18	2.9 %
Social justice/equity/inclusivity	10	1.6 %
Affordable housing	95	15.2 %
Climate change adaptation	65	10.4 %
Other	9	1.4 %
None chosen	40	6.4 %
Total	624	100.0 %

SUM OF TOP 3 CHOICES**Q23. What are the THREE most significant issues you think Scarborough will face over the next five years? (top 3)**

Q23. Sum of top 3 choices	Number	Percent
Public safety	78	12.5 %
Affordability of Town services (property taxes)	450	72.1 %
Transportation	109	17.5 %
Environmental protection	117	18.8 %
Pace of community growth/expansion	472	75.6 %
Public education	172	27.6 %
Job opportunities	24	3.8 %
Social justice/equity/inclusivity	19	3.0 %
Affordable housing	212	34.0 %
Climate change adaptation	127	20.4 %
Other	15	2.4 %
None chosen	15	2.4 %
Total	1810	

Q24. 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=624)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q24-1. Availability of information about Town programs & services	17.0%	44.7%	23.4%	6.7%	0.6%	7.5%
Q24-2. Town efforts to keep you informed about local issues	15.7%	39.7%	25.8%	9.8%	1.9%	7.1%
Q24-3. Level of public involvement in local decision making	6.6%	29.3%	31.6%	14.3%	5.6%	12.7%
Q24-4. Timeliness of information provided by Town	10.9%	38.0%	29.6%	9.6%	1.3%	10.6%
Q24-5. Usefulness of information on Town's website	14.6%	40.5%	25.2%	4.8%	1.0%	13.9%
Q24-6. Town's cable television channel (SCTV)	3.7%	11.2%	17.5%	2.6%	0.6%	64.4%
Q24-7. Town's use of social media	8.3%	29.8%	24.2%	4.8%	1.0%	31.9%
Q24-8. Town's use of modern technology (e.g., YouTube, Zoom)	6.1%	24.0%	21.3%	2.1%	0.3%	46.2%
Q24-9. Virtual Town Council meetings	7.7%	26.6%	21.8%	1.8%	0.6%	41.5%

WITHOUT "DON'T KNOW"

Q24. 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=624)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q24-1. Availability of information about Town programs & services	18.4%	48.4%	25.3%	7.3%	0.7%
Q24-2. Town efforts to keep you informed about local issues	16.9%	42.8%	27.8%	10.5%	2.1%
Q24-3. Level of public involvement in local decision making	7.5%	33.6%	36.1%	16.3%	6.4%
Q24-4. Timeliness of information provided by Town	12.2%	42.5%	33.2%	10.8%	1.4%
Q24-5. Usefulness of information on Town's website	16.9%	47.1%	29.2%	5.6%	1.1%
Q24-6. Town's cable television channel (SCTV)	10.4%	31.5%	49.1%	7.2%	1.8%
Q24-7. Town's use of social media	12.2%	43.8%	35.5%	7.1%	1.4%
Q24-8. Town's use of modern technology (e.g., YouTube, Zoom)	11.3%	44.6%	39.6%	3.9%	0.6%
Q24-9. Virtual Town Council meetings	13.2%	45.5%	37.3%	3.0%	1.1%

Q25. Which of the following are your primary sources of information about Town issues, services, and events?

Q25. Your primary sources of information about Town issues, services, & events

	Number	Percent
Town's website	373	59.8 %
Town eNewsletter	295	47.3 %
Town local access channel	27	4.3 %
Town Hall	95	15.2 %
Town Instagram	64	10.3 %
Town Facebook Page	223	35.7 %
Facebook (Non-Town Sources)	104	16.7 %
Community interest group	70	11.2 %
Neighborhood association outreach	47	7.5 %
Television	108	17.3 %
Radio	37	5.9 %
News website	57	9.1 %
Press Herald	149	23.9 %
Scarborough Leader (online version)	191	30.6 %
Scarborough Living magazine	79	12.7 %
Word of mouth	256	41.0 %
Other	16	2.6 %
Total	2191	

Q26. Which THREE sources of information listed in Question 25 are your most PREFERRED methods of receiving information about the Town?

Q26. Top choice	Number	Percent
Town's website	152	24.4 %
Town eNewsletter	198	31.7 %
Town local access channel	3	0.5 %
Town Hall	3	0.5 %
Town Instagram	14	2.2 %
Town Facebook Page	61	9.8 %
Facebook (Non-Town Sources)	8	1.3 %
Community interest group	2	0.3 %
Neighborhood association outreach	5	0.8 %
Television	13	2.1 %
Radio	1	0.2 %
News website	5	0.8 %
Press Herald	19	3.0 %
Scarborough Leader (online version)	31	5.0 %
Scarborough Living magazine	8	1.3 %
Word of mouth	8	1.3 %
None chosen	93	14.9 %
Total	624	100.0 %

Q26. Which THREE sources of information listed in Question 25 are your most PREFERRED methods of receiving information about the Town?

Q26. 2nd choice	Number	Percent
Town's website	113	18.1 %
Town eNewsletter	81	13.0 %
Town local access channel	7	1.1 %
Town Hall	19	3.0 %
Town Instagram	19	3.0 %
Town Facebook Page	71	11.4 %
Facebook (Non-Town Sources)	14	2.2 %
Community interest group	11	1.8 %
Neighborhood association outreach	10	1.6 %
Television	20	3.2 %
Radio	4	0.6 %
News website	9	1.4 %
Press Herald	25	4.0 %
Scarborough Leader (online version)	49	7.9 %
Scarborough Living magazine	13	2.1 %
Word of mouth	18	2.9 %
None chosen	141	22.6 %
Total	624	100.0 %

Q26. Which THREE sources of information listed in Question 25 are your most PREFERRED methods of receiving information about the Town?

Q26. 3rd choice	Number	Percent
Town's website	61	9.8 %
Town eNewsletter	21	3.4 %
Town local access channel	6	1.0 %
Town Hall	29	4.6 %
Town Instagram	16	2.6 %
Town Facebook Page	53	8.5 %
Facebook (Non-Town Sources)	16	2.6 %
Community interest group	14	2.2 %
Neighborhood association outreach	10	1.6 %
Television	19	3.0 %
Radio	5	0.8 %
News website	13	2.1 %
Press Herald	32	5.1 %
Scarborough Leader (online version)	42	6.7 %
Scarborough Living magazine	16	2.6 %
Word of mouth	44	7.1 %
None chosen	227	36.4 %
Total	624	100.0 %

SUM OF TOP 3 CHOICES

Q26. Which THREE sources of information listed in Question 25 are your most PREFERRED methods of receiving information about the Town? (top 3)

Q26. Top choice	Number	Percent
Town's website	326	52.2 %
Town eNewsletter	300	48.1 %
Town local access channel	16	2.6 %
Town Hall	51	8.2 %
Town Instagram	49	7.9 %
Town Facebook Page	185	29.6 %
Facebook (Non-Town Sources)	38	6.1 %
Community interest group	27	4.3 %
Neighborhood association outreach	25	4.0 %
Television	52	8.3 %
Radio	10	1.6 %
News website	27	4.3 %
Press Herald	76	12.2 %
Scarborough Leader (online version)	122	19.6 %
Scarborough Living magazine	37	5.9 %
Word of mouth	70	11.2 %
None chosen	93	14.9 %
Total	1504	

Q27. Did you know the Town of Scarborough has an email newsletter (sent twice monthly)?

Q27. Did you know Town of Scarborough has an email newsletter	Number	Percent
Yes	353	56.6 %
No	252	40.4 %
Not provided	19	3.0 %
Total	624	100.0 %

WITHOUT "NOT PROVIDED"**Q27. Did you know the Town of Scarborough has an email newsletter (sent twice monthly)? (without "not provided")**

Q27. Did you know Town of Scarborough has an email newsletter	Number	Percent
Yes	353	58.3 %
No	252	41.7 %
Total	605	100.0 %

Q28. Are you subscribed to the Town Newsletter?

Q28. Are you subscribed to Town Newsletter	Number	Percent
Yes	311	49.8 %
No	295	47.3 %
Not provided	18	2.9 %
Total	624	100.0 %

WITHOUT "NOT PROVIDED"**Q28. Are you subscribed to the Town Newsletter? (without "not provided")**

Q28. Are you subscribed to Town Newsletter	Number	Percent
Yes	311	51.3 %
No	295	48.7 %
Total	606	100.0 %

Q28a. Why are you not subscribed to the Town Newsletter?

<u>Q28a. Why are you not subscribed to Town Newsletter</u>	<u>Number</u>	<u>Percent</u>
I'm not interested	11	3.7 %
I receive too many emails	51	17.3 %
I don't regularly use email	16	5.4 %
I didn't realize there was a Town Newsletter	220	74.6 %
The newsletters are too frequent	1	0.3 %
<u>Other</u>	<u>8</u>	<u>2.7 %</u>
Total	307	

Q28a-6. Other:

<u>Q28a-6. Other</u>	<u>Number</u>	<u>Percent</u>
Just haven't signed up yet	1	12.5 %
Think I got them for a while, but don't see them anymore	1	12.5 %
Not sure how to access	1	12.5 %
Vaguely familiar	1	12.5 %
No computer or fancy phone	1	12.5 %
Have no computer	1	12.5 %
Would rather get it myself	1	12.5 %
<u>Tried in the past</u>	<u>1</u>	<u>12.5 %</u>
Total	8	100.0 %

Q29. What is your preferred frequency for the Town email newsletter?

Q29. Your preferred frequency for Town email newsletter	Number	Percent
Every other week (as it is now)	333	53.4 %
Every week	91	14.6 %
Every month	112	17.9 %
Other	6	1.0 %
Not provided	82	13.1 %
Total	624	100.0 %

WITHOUT "NOT PROVIDED"**Q29. What is your preferred frequency for the Town email newsletter? (without "not provided")**

Q29. Your preferred frequency for Town email newsletter	Number	Percent
Every other week (as it is now)	333	61.4 %
Every week	91	16.8 %
Every month	112	20.7 %
Other	6	1.1 %
Total	542	100.0 %

Q29-4 Other:

Q29-4. Other	Number	Percent
Quarterly	2	33.3 %
I signed up but haven't looked at it	1	16.7 %
Whenever there is an issue	1	16.7 %
3 times a year	1	16.7 %
Every few months	1	16.7 %
Total	6	100.0 %

Q30. Would you be interested in a printed option of the email newsletter if it was available?

Q30. Would you be interested in a printed option of
email newsletter if it was available

	Number	Percent
Yes	213	34.1 %
No	280	44.9 %
Maybe	108	17.3 %
Not provided	23	3.7 %
Total	624	100.0 %

WITHOUT "NOT PROVIDED"**Q30. Would you be interested in a printed option of the email newsletter if it was available? (without "not provided")**

Q30. Would you be interested in a printed option of
email newsletter if it was available

	Number	Percent
Yes	213	35.4 %
No	280	46.6 %
Maybe	108	18.0 %
Total	601	100.0 %

Q31. More than 10 years ago, the Town adopted revisions to the Animal Control Ordinance that were designed as a compromise for dog access on beaches. These revisions outline shared access to Town beaches, with specific provisions for when dogs may be on-leash, off-leash, or not allowed, depending on the season and time of day. Which of the following best reflects your opinion on the current ordinance?

Q31. Which following best reflects your opinion on current Animal Control Ordinance	Number	Percent
Current ordinance is reasonable & should remain as is	355	56.9 %
Ordinance should be revised to allow more dog access to the beach	88	14.1 %
Ordinance should be revised to allow less dog access to the beach	78	12.5 %
I have no opinion on the current ordinance	92	14.7 %
Not provided	11	1.8 %
Total	624	100.0 %

WITHOUT "NOT PROVIDED"

Q31. More than 10 years ago, the Town adopted revisions to the Animal Control Ordinance that were designed as a compromise for dog access on beaches. These revisions outline shared access to Town beaches, with specific provisions for when dogs may be on-leash, off-leash, or not allowed, depending on the season and time of day. Which of the following best reflects your opinion on the current ordinance? (without "not provided")

Q31. Which following best reflects your opinion on current Animal Control Ordinance	Number	Percent
Current ordinance is reasonable & should remain as is	355	57.9 %
Ordinance should be revised to allow more dog access to the beach	88	14.4 %
Ordinance should be revised to allow less dog access to the beach	78	12.7 %
I have no opinion on the current ordinance	92	15.0 %
Total	613	100.0 %

Q32. Approximately how many years have you lived in the Town of Scarborough?

Q32. How many years have you lived in Town of Scarborough

	Number	Percent
Less than 5 years	74	11.9 %
5-10 years	135	21.6 %
11-20 years	129	20.7 %
20+ years	280	44.9 %
Not provided	6	1.0 %
Total	624	100.0 %

WITHOUT "NOT PROVIDED"**Q32. Approximately how many years have you lived in the Town of Scarborough? (without "not provided")**

Q32. How many years have you lived in Town of Scarborough

	Number	Percent
Less than 5 years	74	12.0 %
5-10 years	135	21.8 %
11-20 years	129	20.9 %
20+ years	280	45.3 %
Total	618	100.0 %

Q33. Including yourself, how many persons from each age group are currently living in your household?

	Mean	Sum
number	2.5	1570
5 & under	0.1	81
6 to 19	0.4	234
20 to 44	0.7	408
45 to 64	0.9	537
65 to 74	0.2	135
75 & over	0.3	175

Q34. In what type of residence do you live?

<u>Q34. In what type of residence do you live</u>	<u>Number</u>	<u>Percent</u>
Single family home	558	89.4 %
Townhome	10	1.6 %
Apartment or condominium	43	6.9 %
Other	9	1.4 %
Not provided	4	0.6 %
Total	624	100.0 %

WITHOUT "NOT PROVIDED"**Q34. In what type of residence do you live? (without "not provided")**

<u>Q34. In what type of residence do you live</u>	<u>Number</u>	<u>Percent</u>
Single family home	558	90.0 %
Townhome	10	1.6 %
Apartment or condominium	43	6.9 %
Other	9	1.5 %
Total	620	100.0 %

Q34-4. Other:

<u>Q34-4. Other</u>	<u>Number</u>	<u>Percent</u>
Piper Shores Drake Lane Cottage	3	33.3 %
Mobile home	1	11.1 %
Multi-family home	1	11.1 %
Community housing	1	11.1 %
55 plus community	1	11.1 %
Condo	1	11.1 %
Single family with in law suite	1	11.1 %
Total	9	100.0 %

Q35. Do you own or rent your current residence?

Q35. Do you own or rent your current residence	Number	Percent
Own	583	93.4 %
Rent	34	5.4 %
Not provided	7	1.1 %
Total	624	100.0 %

WITHOUT "NOT PROVIDED"**Q35. Do you own or rent your current residence? (without "not provided")**

Q35. Do you own or rent your current residence	Number	Percent
Own	583	94.5 %
Rent	34	5.5 %
Total	617	100.0 %

Q36. What is your age?

Q36. Your age	Number	Percent
18-34	74	11.9 %
35-44	93	14.9 %
45-54	143	22.9 %
55-64	159	25.5 %
65+	148	23.7 %
Not provided	7	1.1 %
Total	624	100.0 %

WITHOUT "NOT PROVIDED"**Q36. What is your age? (without "not provided")**

Q36. Your age	Number	Percent
18-34	74	12.0 %
35-44	93	15.1 %
45-54	143	23.2 %
55-64	159	25.8 %
65+	148	24.0 %
Total	617	100.0 %

Q37. Which of the following best describes your race/ethnicity?

<u>Q37. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian or Asian Indian	8	1.3 %
Black or African American	5	0.8 %
American Indian or Alaska Native	2	0.3 %
White	566	90.7 %
Native Hawaiian or other Pacific Islander	1	0.2 %
Hispanic or Latino	18	2.9 %
Other	4	0.6 %
Total	604	

Q37-7. Self-describe your race/ethnicity:

<u>Q37-7. Self-describe your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Mixed	1	25.0 %
Jewish	1	25.0 %
European	1	25.0 %
Multiple races	1	25.0 %
Total	4	100.0 %

Q38. Your gender:

<u>Q38. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	305	48.9 %
Female	307	49.2 %
Non-binary	2	0.3 %
Prefer to self-describe	1	0.2 %
Not provided	9	1.4 %
Total	624	100.0 %

WITHOUT "NOT PROVIDED"**Q38. Your gender: (without "not provided")**

<u>Q38. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	305	49.6 %
Female	307	49.9 %
Non-binary	2	0.3 %
Prefer to self-describe	1	0.2 %
Total	615	100.0 %

Q38-4. Self-describe your gender:

<u>Q38-4. Self-describe your gender</u>	<u>Number</u>	<u>Percent</u>
Fluid	1	100.0 %
Total	1	100.0 %

Q39. Would you say your total household income is...

Q39. Your total household income	Number	Percent
Under \$30K	41	6.6 %
\$30K to \$59,999	48	7.7 %
\$60K to \$99,999	105	16.8 %
\$100K to \$129,999	110	17.6 %
\$130K+	249	39.9 %
Not provided	71	11.4 %
Total	624	100.0 %

WITHOUT "NOT PROVIDED"**Q39. Would you say your total household income is... (without "not provided")**

Q39. Your total household income	Number	Percent
Under \$30K	41	7.4 %
\$30K to \$59,999	48	8.7 %
\$60K to \$99,999	105	19.0 %
\$100K to \$129,999	110	19.9 %
\$130K+	249	45.0 %
Total	553	100.0 %

Q40. Which of the following best describes your current employment status?

Q40. Your current employment status	Number	Percent
Employed outside the home	317	50.8 %
Employed in the home/have a home-based business	77	12.3 %
Retired	193	30.9 %
Not currently employed outside the home	18	2.9 %
Not provided	19	3.0 %
Total	624	100.0 %

WITHOUT "NOT PROVIDED"**Q40. Which of the following best describes your current employment status? (without "not provided")**

Q40. Your current employment status	Number	Percent
Employed outside the home	317	52.4 %
Employed in the home/have a home-based business	77	12.7 %
Retired	193	31.9 %
Not currently employed outside the home	18	3.0 %
Total	605	100.0 %

Q40-1. What is the zip code where you work?

Q40-1. Zip code of your workplace	Number	Percent
04074	94	32.8 %
04101	55	19.2 %
04102	40	13.9 %
04106	17	5.9 %
04103	14	4.9 %
04105	7	2.4 %
04072	6	2.1 %
04092	6	2.1 %
04043	5	1.7 %
04098	4	1.4 %
04330	4	1.4 %
04038	4	1.4 %
04096	3	1.0 %
04005	3	1.0 %
04107	3	1.0 %
02210	2	0.7 %
02139	1	0.3 %
04011	1	0.3 %
01950	1	0.3 %
04070	1	0.3 %
02124	1	0.3 %
04002	1	0.3 %
03820	1	0.3 %
04012	1	0.3 %
04068	1	0.3 %
04086	1	0.3 %
04062	1	0.3 %
98039	1	0.3 %
03080	1	0.3 %
04064	1	0.3 %
02536	1	0.3 %
04240	1	0.3 %
02050	1	0.3 %
03101	1	0.3 %
04841	1	0.3 %
04032	1	0.3 %
Total	287	100.0 %



Survey Instrument

October 2025

Dear Town of Scarborough resident,

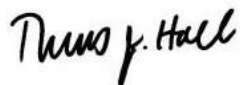
The Town of Scarborough strongly values hearing from residents about their satisfaction with town services and the direction of the community. Since 2021 we've committed to surveying the community every two years, the results of which help inform municipal leaders of the topics and issues that best reflect the needs and desires for Scarborough. In addition, it has been a critical tool for guiding Town Council goals and prioritizing community investments.

The Town of Scarborough is again seeking 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 2025 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 15 and 20 minutes to complete and covers a variety of relevant topics for current and ongoing community needs. Only one survey per household will be counted. **Your address will not be associated with your individual response.** Our survey consultant, ETC Institute, will collect and process the anonymous surveys and provide a final report with key findings.

Your survey can be completed and submitted online at 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.

2025 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.

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
12.	Retail shopping, activities, entertainment	5	4	3	2	1	9

3a. If you selected "Dissatisfied" or "Very Dissatisfied" to any of the items in Question 3, what is the reason?

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
14.	Landscaping along Town streets and other public areas	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 (e.g., 60-80% of Area Median Income)	5	4	3	2	1	9
4.	Workforce housing (e.g., 80-120% of Area Median Income)	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 2023 Community Survey, 74% of respondents felt that the pace of single-family residential development was too fast or much too fast, and 72% felt the pace of multi-family residential development was too fast or much too fast.

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. Which THREE of the items perceived growth impacts listed in Question 12 do you believe you have been most impacted by? [Write in your answers below using the numbers from the list in Question 12.]

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

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

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

16. Which **THREE** of the community services items listed in Question 15 on the previous page 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 15.]*

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

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 Q19.]*
 ____ (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 and 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

- 18b. How do you use the library? *[Check all that apply.]*

____ (1) Borrow materials ____ (4) Do research
 ____ (2) Use computers ____ (5) My children attend the library after school
 ____ (3) Attend youth events and programs ____ (6) Other: _____

- 18c. What, if anything, limits your usage of the library? *[Check all that apply.]*

____ (1) Hours of operation ____ (4) Too crowded or noisy
 ____ (2) Not enough programs ____ (5) Too far from my home
 ____ (3) Not enough materials ____ (6) Other: _____

- 18d. How would your use of the library change if there was a larger main library in its current location? *[Check all that apply.]*

____ (1) I would stay in the building longer ____ (4) Access more materials
 ____ (2) Attend more adult programs ____ (5) Use meeting spaces for civic purposes
 ____ (3) Children would attend more programs ____ (6) My usage would be the same - no change

18e. How would your use of the library change if there was a branch closer to your home?

____(1) Visit the branch more frequently ____ (3) Wouldn't visit the library
 ____ (2) Same number of visits - no change

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

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. Please indicate how often you and members of your household use the following in Scarborough.

	Daily	Weekly	Monthly	A few times a year	Never use
1. Beaches (Summer)	5	4	3	2	1
2. Beaches (Fall - Spring)	5	4	3	2	1
3. Eastern Trail	5	4	3	2	1
4. Memorial Park	5	4	3	2	1
5. Other Town Parks (e.g., Willey, Springbrook)	5	4	3	2	1
6. Scarborough Land Trust Properties	5	4	3	2	1
7. Sidewalks	5	4	3	2	1

23. What are the THREE most significant issues you think Scarborough will face over the next five years? [Write in your answers below using the numbers from the list below.]

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

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

24. **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

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

- | | |
|---|---|
| ☐ (01) Town's website | ☐ (10) Television |
| ☐ (02) Town E-Newsletter | ☐ (11) Radio |
| ☐ (03) Town local access channel | ☐ (12) News website |
| ☐ (04) Town Hall | ☐ (13) Press Herald |
| ☐ (05) Town Instagram | ☐ (14) Scarborough Leader (online version) |
| ☐ (06) Town Facebook Page | ☐ (15) Scarborough Living magazine |
| ☐ (07) Facebook (Non-town Sources) | ☐ (16) Word of mouth |
| ☐ (08) Community interest group | ☐ (17) Other: _____ |
| ☐ (09) Neighborhood association outreach | |

26. Which THREE sources of information listed in Question 25 are your most PREFERRED methods of receiving information about the Town? *[Write in your answers below using the numbers from the list in Question 25, or circle "NONE."]*

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

27. Did you know the Town of Scarborough has an email newsletter (sent twice monthly)?

☐ (1) Yes ☐ (2) No

28. Are you subscribed to the Town Newsletter? ☐ (1) Yes *[Skip to Q29.]* ☐ (2) No *[Answer Q28a.]*

- 28a. Why are you not subscribed to the Town Newsletter? *[Check all that apply.]*

- | | |
|--|---|
| ☐ (1) I'm not interested | ☐ (4) I didn't realize there was a Town Newsletter |
| ☐ (2) I receive too many emails | ☐ (5) The newsletters are too frequent |
| ☐ (3) I don't regularly use email | ☐ (6) Other: _____ |

29. What is your preferred frequency for the Town email newsletter?

- | | |
|--|---|
| ☐ (1) Every other week (as it is now) | ☐ (3) Every month |
| ☐ (2) Every week | ☐ (4) Other: _____ |

30. Would you be interested in a printed option of the email newsletter if it was available?

☐ (1) Yes ☐ (2) No ☐ (3) Maybe

31. More than 10 years ago, the Town adopted revisions to the Animal Control Ordinance that were designed as a compromise for dog access on beaches. These revisions outline shared access to Town beaches, with specific provisions for when dogs may be on-leash, off-leash, or not allowed, depending on the season and time of day.

Which of the following best reflects your opinion on the current ordinance?

- ☐ (1) The current ordinance is reasonable and should remain as is
☐ (2) The ordinance should be revised to allow more dog access to the beach
☐ (3) The ordinance should be revised to allow less dog access to the beach
☐ (4) I have no opinion on the current ordinance

Demographics

32. 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

33. 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:

34. In what type of residence do you live?

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

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

36. What is your age? years

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

☐ (01) Asian or Asian Indian ☐ (05) Native Hawaiian or other Pacific Islander
☐ (02) Black or African American ☐ (06) Hispanic or Latino
☐ (03) American Indian or Alaska Native ☐ (99) Other:
☐ (04) White

38. Your gender:

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

39. 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

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

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

41. 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.