-------- Original Message --------
Subject: background materials on town surveys
Date: Thu, 21 Nov 2013 18:54:29 +0000
From: Kevin Fay <kfay@criticalinsights.com>
To: don.willard@raymondmaine.org <don.willard@raymondmaine.org>

Hi,

Attached is a brief memo on the type of work we discussed on Tuesday, along with a copy of the Cape data collection tool that came up in conversation.

If we go forward with this, I can put together some more concrete ideas on what I believe is the best approach to capturing this kind of information.

Call or email with any questions.

-kf

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CRITICALINSIGHTS

MEMORANDUM

TO: Don Willard, Town of Raymond

FR: Kevin Fay

RE: Municipal Research

Date: November 21, 2013

Good to speak with you the other day. It was interesting to hear from you in this context. "Worlds colliding," as they say.

As we discussed, what you're seeking is some basic introductory information that would precede any formal RFP. So what I've done below is provided quick overviews of some of our more relevant government and municipal category experience (other governmental engagements not accompanied by any detail aren't really germane to what I would imagine the nature and purpose of this assignment to be), as well as a typical statement of purpose and overview for work of this type.

Since we had discussed it, I have also included the data collection tool used in the community needs assessment for the Town of Cape Elizabeth. However, it should be noted that while these types of studies often have core necessities that are reflected in most tools, every community is different, so what was done in Cape may not entirely translate to what would be undertaken in Raymond.

Feel free to reach out with any questions or comments.

CATEGORY EXPERIENCE

As I mentioned in our conversation, the company has done a fair amount of work in the municipal space and has a solid understanding of conducting resident research to aid in public policy and community planning issues.

The following capsules of some client engagements highlight experience in public policy and community needs assessment that may dovetail with what is under consideration in Raymond:

- **Town of Cape Elizabeth – Resident Survey:** As a key input to the Town's comprehensive plan initiative, Critical Insights conducted a cross-sectional survey of residents to gauge attitudes, usage patterns, and forthcoming needs.
- **Cape Elizabeth Land Trust - Community Survey:** This study assessed residents' image of the organization and gauged appeal and interest in a variety of programmatic efforts under consideration.
- **Portland International Jetport (for Garrand PR) – Abutter Public Opinion Poll:** The company completed a survey of area residents to assess residential sentiment about the Jetport as a community partner and to gauge receptivity to potential facility changes, improvements, and expansion possibilities.
- **Town of Freeport, Town Council – Community Center Assessment:** This survey of Town residents sought to gauge interest in and appeal of a community recreation facility. With receptivity being significant, the community ultimately collaborated with the YMCA.
- **Town of Falmouth, Pool Building Committee – Residential Survey:** This study was conducted in order to determine levels of community support for a public pool, as well as to assess residents' preferences for facility features, membership dues figures, and tolerances for the usage of public dollars to fund the project.
- **Town of Scarborough:** Critical Insights has assisted this community with two assignments: one to gauge receptivity to a senior center and a separate engagement to gather resident feedback about library services.

Other projects conducted by Critical Insights in this category include studies completed for:

- City of South Portland
- Maine Department of Labor
- Maine Forest Service
- Maine Public Utilities Commission
- Massachusetts Department of Public Health
- Massachusetts Public Utilities Commission
- Southern Maine Agency on Aging
- Town of Gardiner
- University of Southern Maine

COMMON RATIONALE AND NEED FOR COMMUNITY RESEARCH

For the reasons we discussed on the phone (the need for "scientific" research vs. a simple convenience sample of "the usual suspects"-types of residents), municipalities typically contact organizations like Critical Insights to assist them in conducting truly representative, population-based research efforts among their residents.

Most typically, the overall goal of these types of efforts is to assess the attitudes of a representative group of citizens regarding their experiences living in a community, as well as to gauge their preferences and priorities regarding the amenities and services provided by that community. It is of particular relevance that efforts of this type yield a solid profile of these priorities, demands and expectations that is statistically projectable to the citizenry as a whole, as these results are frequently used to guide decision-making in activities such as long range planning. From a policy perspective, it is also critical that these efforts be reliable, transparent and defensible.

More specifically, communities often seek out this type of research in order to assess and evaluate residents' attitudes towards local government, community zoning and development policies, and usage of existing and potential amenities and services. Thematic areas that are commonly examined include items designed to achieve the following aims:

- Assess the attitudes and perspectives of residents towards the Town and the municipal services and amenities provided;
- Evaluate these municipal perspectives in the context of assessing expectations and community values;
- Gauge overall levels of satisfaction with the community's performance on issues surrounding development and management of open space;
- Develop a resident-based community profile of the municipality, evaluating "quality of life" issues such as health, safety, and core "livability" dimensions;
- Gauge perspectives on growth and assess concerns and sensitivities related to the historical and projected growth of the municipality;
- Analyze the willingness of citizens to pay for improvements to community services through various sources of funding (e.g. taxes, user fees, fund-raising services, etc.); and
- Develop a sense of priorities for the various desires for key community services, particularly in light of prevailing economic and cost-level considerations.

Additionally, with a robust enough sample size, these efforts can often provide insight into the demands and preferences of various subgroups of the resident population.

Overall, this kind of research can often provide actionable insights and recommendations that will assist and inform communities in effective and responsive planning.

If things progress, we can of course provide more detail about the approach to data collection we might recommend for something like what Raymond might be considering.

Cape Elizabeth Public Opinion Survey

October 2005

Good morning/afternoon/evening, my name is _____ and I'm calling from Critical Insights, Inc., a Portland marketing research firm, on behalf of the Comprehensive Plan Committee for the Town of Cape Elizabeth. We are conducting a public opinion survey among residents of the Town. This is not a sales call, and your responses will be kept completely confidential. Your opinions are very important for the future of the Town. May I speak with the adult in your household, 18 or older, who had the most recent birthday? *(IF NOT RESPONDENT, ASK TO SPEAK TO SUCH A PERSON. REPEAT INTRODUCTION IF PHONE IS GIVEN TO ANOTHER PERSON. IF UNAVAILABLE OR NOT AT HOME, ARRANGE FOR A CONVENIENT TIME TO CALL BACK).*

SCREENERS:

S1. First of all, have I reached you at your home? *(IF NOT RESPONDENT'S HOME, ASK WHEN OWNERS WILL BE BACK AND SCHEDULE A CALLBACK).*

1.	YES →	**CONTINUE**
2.	NO →	**THANK AND TERMINATE**
8.	DON'T KNOW →	**THANK AND TERMINATE**
9.	REFUSED →	**THANK AND TERMINATE**

S2. Do you live in Cape Elizabeth most (six months or more) of the year?

1.	YES →	**CONTINUE**
2.	NO, LIVE LESS THAN 6 MONTHS →	**THANK AND TERMINATE**
3.	NO, DO NOT LIVE IN CAPE ELIZABETH→	**THANK AND TERMINATE**
8.	DON'T KNOW →	**THANK AND TERMINATE**
9.	REFUSED →	**THANK AND TERMINATE**

S3. Are you, any member of your family, or any close relative currently on the Town Council, Comprehensive Plan Committee or School Board of Cape Elizabeth? Are you, any member of your family, or any close relative employed by or have an affiliation with a marketing research firm or advertising agency? Are you or is any member of your family employed in journalism (print or media)?

1.	YES	**TERMINATE INTERVIEW**
2.	NO	CONTINUE
8.	DON'T KNOW	**TERMINATE INTERVIEW**
9.	REFUSED	**TERMINATE INTERVIEW**

1. Overall, how satisfied are you with living in Cape Elizabeth? Please use a scale of 1 to 5, with "1" meaning that you are not at all satisfied, and "5" signifying that you are very satisfied.

Not at all satisfied				Very Satisfied
1	2	3	4	5

2. Using a scale of 1-5 where 1 means "not at all important" and 5 means "very important," please rate the following factors that could be considered benefits of living in Cape Elizabeth.

	Not at all important				Very important
	1	2	3	4	5
a. Physical attractiveness of the Town	❑	❑	❑	❑	❑
b. School system	❑	❑	❑	❑	❑
c. Natural environment	❑	❑	❑	❑	❑
d. Housing	❑	❑	❑	❑	❑
e. Proximity to Portland	❑	❑	❑	❑	❑
f. Proximity to the ocean	❑	❑	❑	❑	❑
g. Municipal services	❑	❑	❑	❑	❑
h. Level of taxes	❑	❑	❑	❑	❑

3. Often we make references to "preserving the rural character of the town." When thinking about preserving the rural character of Cape Elizabeth, what does this statement mean to you?

_____

_____

4. Listed below are some potential goals for the Town of Cape Elizabeth over the next 5-10 years. Please rate each of the goals in their importance to you, where 1 means "not at all important" and 5 means "very important."

	Not at all important				Very important
	1	2	3	4	5
a. Maintaining the existing tax rate.	❑	❑	❑	❑	❑
b. Protecting and preserving wetlands, ponds, and wooded areas.	❑	❑	❑	❑	❑
c. Improving the schools and expanding education opportunities.	❑	❑	❑	❑	❑
d. Encouraging the development of a variety of housing types.	❑	❑	❑	❑	❑
e. Preserving the Town's rural character.	❑	❑	❑	❑	❑
f. Attracting new commercial development.	❑	❑	❑	❑	❑
g. Encouraging the development of affordable housing.	❑	❑	❑	❑	❑
h. Protecting farmland.	❑	❑	❑	❑	❑
i. Improving the town center.	❑	❑	❑	❑	❑

HOUSING

5. Using a scale of 1 to 5, where 1 means "strongly disagree" and 5 means "strongly agree," please indicate your opinion regarding what direction the Town should take. The Town of Cape Elizabeth should…

	Strongly disagree				Strongly agree
	1	2	3	4	5
a. Have more single family housing	❑	❑	❑	❑	❑
b. Have more multi-family housing (apartments)	❑	❑	❑	❑	❑
c. Encourage senior citizen housing	❑	❑	❑	❑	❑
d. Encourage housing that costs less than $300,000	❑	❑	❑	❑	❑
e. Encourage the development of condominiums	❑	❑	❑	❑	❑
f. Encourage more in-law apartments	❑	❑	❑	❑	❑

NATURAL RESOURCES

6. Do you feel that there is sufficient public access to the coast, ponds and streams in Cape Elizabeth?

❑ Yes SKIP TO Q 7
❑ No

6a. Where would you improve legal public access?

_____
_____

TRANSPORTATION

7. Do you feel that there are any dangerous sections of road or intersections in the Town that need improvement?

❑ Yes
❑ No SKIP TO Q 8

7a. Please indicate the location of the section of roads or intersection(s), by street name

_____

8. Are there any sections of roads that need improvement or repair?

❑ Yes
❑ No SKIP TO Q 9

8a. Please indicate the general road area needing improvement and what needs to be done to upgrade it.

_____

9. Do you think that there is a need for additional traffic lights in Cape Elizabeth?

❑ Yes

❑ No SKIP TO Q 10

9a. Where do you think the additional traffic lights should be installed?

_____
_____

COMMUNITY FACILITIES AND SERVICES

10. Using a scale of 1 to 5 where 1 means "Poor" and 5 means "Excellent," please rate the following community facilities and services. **READ RESPONSES, ROTATE**

	Poor				Excellent
	1	2	3	4	5
a. School educational programs	❑	❑	❑	❑	❑
b. Quality of teachers	❑	❑	❑	❑	❑
c. Quality of school administration	❑	❑	❑	❑	❑
d. School facilities	❑	❑	❑	❑	❑
e. Thomas Memorial Library services	❑	❑	❑	❑	❑
f. Thomas Memorial Library facilities	❑	❑	❑	❑	❑
g. Sewage disposal	❑	❑	❑	❑	❑
h. Storm drainage	❑	❑	❑	❑	❑
i. Fire protection	❑	❑	❑	❑	❑
j. Ambulance	❑	❑	❑	❑	❑
k. Police protection	❑	❑	❑	❑	❑
l. Town administration	❑	❑	❑	❑	❑
m. Street repair and paving	❑	❑	❑	❑	❑
n. Street lights	❑	❑	❑	❑	❑
o. Snow removal	❑	❑	❑	❑	❑
p. Street sweeping	❑	❑	❑	❑	❑
q. Town transfer station ("dump")	❑	❑	❑	❑	❑
r. Recycling program	❑	❑	❑	❑	❑
s. Parks & athletic facilities	❑	❑	❑	❑	❑
t. Recreational programs	❑	❑	❑	❑	❑
u. Pedestrian trails	❑	❑	❑	❑	❑

11. Using a scale of 1-5, with 1 meaning "strongly disagree" and 5 meaning "strongly agree," please tell me whether you agree or disagree with each of the following statements. The Town of Cape Elizabeth should <u>increase taxes</u> for . . .

	Strongly disagree				Strongly agree
	1	2	3	4	5
a. Preservation of open space by buying land or easements.	❑	❑	❑	❑	❑
b. Preservation of town-owned historical structures and places.	❑	❑	❑	❑	❑
c. Improvements to the streets and roads.	❑	❑	❑	❑	❑
d. Promoting economic development.	❑	❑	❑	❑	❑
e. More recreation opportunities.	❑	❑	❑	❑	❑
f. Greenbelt walking trails.	❑	❑	❑	❑	❑
g. Biking trails					
h. A public transportation system.	❑	❑	❑	❑	❑
i. Improving public educational programs.	❑	❑	❑	❑	❑
j. Paved sidewalks and road shoulders	❑	❑	❑	❑	❑

12. Do you feel that Cape Elizabeth has adequate service and retail establishments?

- ❑ Yes SKIP TO Q22
- ❑ No

12a. What types of service or retail establishments would benefit the community?

_____

_____

13. What public improvements or additions do you think would be most important to the Town Center?

_____

_____

14. Some towns have found that they can reduce costs by providing services on a regional basis, rather than town-by-town. In your opinion, should the Town of Cape Elizabeth consider regionalizing by cooperating with other municipalities in providing services?

- ❑ Yes
- ❑ No SKIP TO D1

14a. What, if any, services should Cape Elizabeth provide in collaboration with other communities?

_____

_____

BACKGROUND INFORMATION

D1. How many years have you lived in Cape Elizabeth?

- ❑ < 1 year
- ❑ 1-5 years
- ❑ 6-10 years SKIP TO D3
- ❑ 10-20 years SKIP TO D3
- ❑ More than 20 years SKIP TO D3

D2. Where did you live before moving to Cape Elizabeth?_____

D3. Which neighborhood do you currently live in?

1. Brentwood
2. Broad Cove
3. Canterbury
4. Cottage Farms
5. Cranbrook
6. Cross Hill
7. Delano Park
8. Dyer Pond
9. Eastman Rd
10. Elizabeth Farms
11. Elizabeth Park
12. Fowler Rd
13. Gull Crest
14. Hannaford Cove
15. Hobstone
16. Kettle Cove
17. Maiden Cove
18. Mitchell Highlands
19. Mitchell Rd
20. Oakhurst
21. Ocean House Rd
22. Old Ocean House Rd
23. Peabbles Cove
24. Pond cove
25. Queen Acres
26. Sawyer Rd
27. Sherwood Forest
28. Shore Acres
29. Shore Rd
30. Sprague
31. Spurwink
32. Stonegate
33. Two Lights
34. Wells Rd
35. Wildwood
36. OTHER: **SPECIFY**
37. DON'TKNOW
38. REFUSED

D4. What age category do you fall into?

- ❑ 18-24
- ❑ 25-34
- ❑ 35-44
- ❑ 45-54
- ❑ 55-64
- ❑ 65-74
- ❑ 75+

D5. Do you own or rent your living quarters?

- ❑ Own
- ❑ Rent

D6. How many adults, including yourself, over the age of 18 live in your household? ____

D7. How many children under the age of 18 live in your household? ____

D8. What is your employment status?

- ❑ Employed full-time
- ❑ Employed part-time
- ❑ Home maker
- ❑ Unemployed
- ❑ Retired
- ❑ Student

- ❑ Refused

D9. What is the highest level of education you have completed?

1. NO FORMAL SCHOOLING
2. GRAMMAR SCHOOL (UP TO 8TH GRADE)
3. SOME HIGH SCHOOL
4. GRADUATED HIGH SCHOOL
5. TECHNICAL/VOCATIONAL/COMMUNITY COLLEGE
6. SOME COLLEGE
7. GRADUATED COLLEGE
8. GRADUATE SCHOOL
9. OTHER

98. DON'T KNOW
99. REFUSED

D10. To ensure that our sample is representative, which of the following categories best describes your total household income before taxes for last year? **[READ CHOICES]**

1. Less than $40,000
2. $40,000 to $79,999
3. $80,000 to $149,999
4. $150,000 to $249,999
5. $250,000 or more

8. DON'T KNOW **[DO NOT READ]**
9. REFUSED **[DO NOT READ]**

D11. Do you have any additional comments or suggestions for the Town of Cape Elizabeth?

_____

_____

_____

_____

D12. Gender (OBSERVED)

- ❑ Male
- ❑ Female

THANK YOU FOR COMPLETING THIS QUESTIONNAIRE!