From: Patrick Murphy [mailto:pmurphy@panatlanticsmsgroup.com]
Sent: Wednesday, November 20, 2013 1:02 PM
To: 'don.williard@raymondmaine.org'
Subject: Citizen survey

Dear Don ,

Real nice talking to you just now.

Thanks for the inquiry re the proposed Raymond citizen survey.

We are very interested in bidding on this project and have very significant experience conducting similar studies for other municipalities. We also have conducted research for the Maine Municipal Association.

Our firm is 29 years old –same continuous ownership. We are well known for our public policy work statewide and the accuracy of our data and information.

Please see further details of our company and experience at our website www.panatlanticsmsgroup.com

I attach copy of the 2013 City of Saco survey instrument. We are in the final stages of reporting to Saco on the results of that study.

Additionally you could look at the completed report on the 2012 City of Saco study at www.sacomaine.org/archives/12-citizensatisfaction.pdf

If I can be of further assistance please do not hesitate to call me.

My best regards please to Joe Bruno

I look forward to hearing further from you.

Best wishes

Patrick

Patrick O. Murphy

President

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2013 CITY OF SACO SURVEY (10.15.13)

Respondent's phone number: _____ ID _____

Hello, my name is _____ and I am calling on behalf of the City of Saco. City leaders would like your opinion about how well the City is delivering services to residents. Your input will be used to help set community priorities so that tax dollars are spent wisely. Your opinions will be kept strictly confidential.

[ONCE YOU HAVE THE CORRECT PERSON ON THE PHONE, CONTINUE WITH CRITERIA QUESTIONS.]

CRITERIA QUESTIONS

C1. Do you live within the city limits of Saco?

1. Yes → CONTINUE
2. No → THANK PERSON AND TERMINATE CALL

C2. Do you or a close family member work for the City of Saco or serve on a city board or committee?

1. Yes → THANK PERSON AND TERMINATE CALL
2. No → CONTINUE

C3. Do you or a close family member work for a market research, public relations, or advertising firm?

1. Yes → THANK PERSON AND TERMINATE CALL
2. No → CONTINUE

OVERALL SATISFACTION WITH THE CITY OF SACO

1. I would like to begin by asking you to rate Saco on a scale of 1 to 5, where 1 means "poor" and 5 means "excellent" with regard to each of the following: **[READ ITEMS IN THE CHART BELOW. RE-READ AND ROTATE SCALE WHEN NECESSARY.]**

	Poor	Below Average	Average	Good	Excellent	Don't know or N/A
A. Your overall image of the City	1	2	3	4	5	96
B. Your image of the City as a place to live	1	2	3	4	5	96
C. Your image of the City as a place to raise children	1	2	3	4	5	96
D. Your image of the City as a place to work	1	2	3	4	5	96
E. The overall quality of life in the City	1	2	3	4	5	96
F. The overall feeling of safety in the City	1	2	3	4	5	96
G. The overall quality of service you	1	2	3	4	5	96

receive from City employees						

2. Please rate Saco on each of the following characteristics on a scale of 1 to 5, where 1 means "poor" and 5 means "excellent": **[READ ITEMS IN THE CHART BELOW. RE-READ AND ROTATE SCALE WHEN NECESSARY.]**

	Poor	**Below Average**	**Average**	**Good**	**Excellent**	**Don't know or N/A**
A. Overall opportunities for education and enrichment	1	2	3	4	5	96
B. Opportunities to participate in community matters	1	2	3	4	5	96
C. The overall direction that Saco is taking	1	2	3	4	5	96
D. The job Saco's government does at welcoming citizen involvement	1	2	3	4	5	96
E. Overall confidence in Saco's government	1	2	3	4	5	96
F. Saco's government generally acts in the best interest of the community	1	2	3	4	5	96

POLICING AND PUBLIC SAFETY

3. I would now like you to rate your satisfaction with specific services and facilities provided by the City of Saco. For each of the items I read, please rate your satisfaction on a scale of 1 to 5, where 1 means "very dissatisfied" and 5 means "very satisfied". I will begin by asking you about your satisfaction with various aspects of policing and public safety. How satisfied are you with… **[READ ITEMS IN THE CHART BELOW. RE-READ AND ROTATE SCALE WHEN NECESSARY.]**

	Very dissatisfied	**Somewhat dissatisfied**	**Neutral**	**Somewhat satisfied**	**Very satisfied**	**Don't know or N/A**
A. The overall quality of police services	1	2	3	4	5	96
B. Neighborhood and community policing efforts, including the school resource officer program	1	2	3	4	5	96
C. The City's overall efforts to prevent crime	1	2	3	4	5	96
D. The enforcement of local traffic laws	1	2	3	4	5	96
E. The overall quality of fire services	1	2	3	4	5	96
F. The overall quality of ambulance	1	2	3	4	5	96

services						
G. How quickly fire personnel respond to emergencies	1	2	3	4	5	96
H. How quickly rescue personnel respond to emergencies	1	2	3	4	5	96
I. The City's efforts to enhance fire prevention	1	2	3	4	5	96

4. Which of the following statements would best describe your feelings if you were to interact with a member of the Saco Police Department? Would you be… **[READ AND ROTATE ORDER OF OPTIONS.]**

1. Very cautious
2. Somewhat cautious
3. Neither cautious nor comfortable
4. Somewhat comfortable
5. Very comfortable
96. Don't know [DO NOT READ]

PARKS AND RECREATION

5. Now I'd like to ask you about parks and recreation. How satisfied are you with… **[READ ITEMS IN THE CHART BELOW. RE-READ AND ROTATE SCALE WHEN NECESSARY.]**

	Very dissatisfied	**Somewhat dissatisfied**	**Neutral**	**Somewhat satisfied**	**Very satisfied**	**Don't know or N/A**
A. The overall quality of City parks	1	2	3	4	5	96
B. The overall quality of City recreation programs and facilities	1	2	3	4	5	96
C. The walking and biking trails in the City	1	2	3	4	5	96
D. The City Community Center located at 75 Franklin Street	1	2	3	4	5	96
E. The maintenance of City parks and athletic facilities	1	2	3	4	5	96
F. The care of trees throughout the City	1	2	3	4	5	96
G. The City's youth and adult recreation programs	1	2	3	4	5	96
H. Other City community events, such as the Sidewalk Art Festival and Harvest Festival	1	2	3	4	5	96
I. The reasonableness of fees charged for recreational programs	1	2	3	4	5	96

3

6. Do you think that the City of Saco offers a wide enough variety of recreational facilities to meet the needs of citizens?

1. Yes
2. No
96. Don't know [DO NOT READ]

7. About how often in the last year did you visit or make use of one of the City's recreational facilities such as a park, boat launch, beach, the new community center located at 75 Franklin Street, sports field, playground, trail, etc.? **[READ AND ROTATE OPTIONS.]**

1. A few times per week or more
2. Once a week
3. A few times per month
4. Once a month
5. A few times per year
6. Never or almost never
96. Don't know [DO NOT READ]

PUBLIC WORKS/CITY MAINTENANCE

8. Now I'm going to ask you about City maintenance, also known as Public Works. How satisfied are you with… **[READ ITEMS IN THE CHART BELOW. RE-READ AND ROTATE SCALE WHEN NECESSARY.]**

	Very dissatisfied	Somewhat dissatisfied	Neutral	Somewhat satisfied	Very satisfied	Don't know/ N/A
A. The quality and responsiveness of the Public Works staff to address and resolve problems	1	2	3	4	5	96
B. The overall pavement condition of the City Streets	1	2	3	4	5	96
C. The overall condition and accessibility of pedestrian sidewalks	1	2	3	4	5	96
D. The ability to travel during winter storm conditions	1	2	3	4	5	96
E. The overall response and service levels of Public Works crews during storm emergencies	1	2	3	4	5	96
F. The cleanliness of city streets and parking lots	1	2	3	4	5	96
G. The overall quality of the City trash and recycling program	1	2	3	4	5	96
H. The level of service and quality of the City's Transfer Station	1	2	3	4	5	96

I. The overall quality of the City's water quality services, including the storm and sewer collection and the wastewater treatment system	1	2	3	4	5	96
J. Traffic flow during regular commuting times of day	1	2	3	4	5	96
K. Ease of parking on or around Main Street in downtown Saco	1	2	3	4	5	96

CITY CODES AND ORDINANCES

9. The next topic involves enforcement of City codes and ordinances. The City's Code Department enforces rules and regulations for all places where the public assembles. How satisfied are you with… **[READ ITEMS IN THE CHART BELOW. RE-READ AND ROTATE SCALE WHEN NECESSARY.]**

	Very dissatisfied	Somewhat dissatisfied	Neutral	Somewhat satisfied	Very satisfied	Don't know/ N/A
A. The overall enforcement of City codes and ordinances including the Building Inspection Department	1	2	3	4	5	96
B. The quality of new construction in the City	1	2	3	4	5	96
C. The timeliness and ease of the City's permitting process	1	2	3	4	5	96
D. The building safety of places of public assembly such as supermarkets, banks, and churches located in the City. Examples of building safety include that exits aren't blocked, plumbing and wiring are up to code, fire alarms and sprinklers are fully serviced, etc.	1	2	3	4	5	96

CITY MANAGEMENT

10. I'll now ask you about City management issues. How satisfied are you with… **[READ ITEMS IN THE CHART BELOW. RE-READ AND ROTATE SCALE WHEN NECESSARY.]**

	Very dissatisfied	Somewhat dissatisfied	Neutral	Somewhat satisfied	Very satisfied	Don't know or N/A
A. The City's administration, including the Administrator's Office, Finance Department, and City Clerk's Office	1	2	3	4	5	96
B. The ease of doing business in person at City Hall	1	2	3	4	5	96
C. The ease of voting in the City of	1	2	3	4	5	96

Saco - based on your experience the LAST time you voted in Saco						
D. The accuracy and timeliness of records received from the City Clerk's Office, such as birth certificates, business registrations, etc.	1	2	3	4	5	96

11a. What do you consider a reasonable time to wait in line to process your transactions at City Hall? **[READ CHOICES IF RESPONDENT DOES NOT OFFER.]**

1. Less than 3 minutes
2. 3 to 5 minutes
3. 5 to 8 minutes
4. 8 to 10 minutes
5. 10 to 15 minutes
6. More than 15 minutes
96. Don't know [DO NOT READ]

11b. How often do you visit the City of Saco's website? **[READ AND ROTATE ORDER OF OPTIONS.]**

1. Once a week or more
2. Every couple of weeks
3. Once a month
4. Every couple of months
5. A couple of times a year
6. Once a year or less
7. Never visit the website → **SKIP TO Q11d**
96. Don't know [DO NOT READ] → **SKIP TO Q11d**

11c. What type of information do you generally access while on the City's website? **[UNAIDED; WRITE IN RESPONSE(S) BELOW.]**

_____

11d. In the next 12 to 24 months, how likely are you to conduct business with the City of Saco over the Internet? By this I mean transacting some business and not just getting information off the City website. **[READ AND ROTATE ORDER OF OPTIONS.]**

1. Not at all likely
2. Not very likely
3. Somewhat likely → **SKIP TO Q12**
4. Very likely → **SKIP TO Q12**
96. Don't know [DO NOT READ] → **SKIP TO Q12**

11e. Why are you "not at all likely" or "not very likely" to conduct business with the City of Saco over the Internet? **[THIS IS UNAIDED. CIRCLE OR WRITE IN ALL THAT APPLY.]**

6

DO NOT READ – USE FOR CODING PURPOSES ONLY

1. Concerned about the security of my information
2. Don't like doing business over the internet
3. Prefer to do business in person or by mail
4. The City of Saco's website is not user friendly
5. Don't have a computer
6. Don't really have the need to / don't have much business to conduct with the City of Saco
90. Other (specify) _____
96. Don't know [DO NOT READ]

11f. What can the City of Saco change about its website to make you more likely to use it to conduct business in the next 12 to 24 months? **[THIS IS UNAIDED. CIRCLE OR WRITE IN ALL THAT APPLY.]**

DO NOT READ – USE FOR CODING PURPOSES ONLY

1. If knew that my information was secure
2. Make it more user friendly / easy to use
3. Provide more information to residents about what types of business can be conducted on the website\
90. Other (specify) _____
96. Don't know [DO NOT READ]

12. How would you rate your most recent contact or experience with a non-emergency City of Saco employee, such as a trash collector, a street crew worker, a City Clerk, or a worker at a park or City recreational facility? Was the employee ***professional and courteous*** or ***unprofessional and discourteous***? Is that very/somewhat…?: **[READ AND ROTATE ORDER OF OPTIONS]**

1. Very unprofessional and discourteous
2. Somewhat unprofessional and discourteous
3. Neither unprofessional/professional or discourteous/courteous [DO NOT READ]
4. Somewhat professional and courteous
5. Very professional and courteous
96. Don't know [DO NOT READ]
97. N/A – Have not had recent contact with a non-emergency City employee [DO NOT READ]

PLANNING AND ECONOMIC DEVELOPMENT

13. How would you rate the City's overall planning for business growth in Saco? Is it: **[ROTATE ORDER OF OPTIONS]**

1. Very poor
2. Poor
3. Average
4. Good
5. Excellent
96. Don't know [DO NOT READ]

14. Do you think that the level of business growth in Saco is: **[READ AND ROTATE ORDER OF OPTIONS]**

7

1. Too much
2. About right
3. Too little
96. Don't know [DO NOT READ]

15. How would you rate the City's overall planning for residential growth in Saco? Is it: **[ROTATE ORDER OF OPTIONS]**

1. Very poor
2. Poor
3. Average
4. Good
5. Excellent
96. Don't know [DO NOT READ]

16. Do you think that the level of residential growth in Saco is: **[READ AND ROTATE ORDER OF OPTIONS]**

1. Too much
2. About right
3. Too little
96. Don't know [DO NOT READ]

COMMUNICATIONS

17. Next, I'm going to ask you questions about City communications with the public. How satisfied are you with the City's efforts to keep you informed about the following: **[READ ITEMS IN THE CHART BELOW. RE-READ AND ROTATE SCALE WHEN NECESSARY.]**

	Very dissatisfied	Somewhat dissatisfied	Neutral	Somewhat satisfied	Very satisfied	Don't know or N/A
A. City programs and services	1	2	3	4	5	96
B. Local issues and public involvement opportunities	1	2	3	4	5	96
C. The quality of the information you receive regarding the City budget and the use of taxpayer dollars	1	2	3	4	5	96

18. Which of the following do you think would be the best way for the City of Saco to engage its community members? **[READ AND ROTATE ORDER OF OPTIONS; SELECT TOP CHOICE]**

1. Neighborhood meetings with elected officials
2. Neighborhood meetings with city staff
3. Open house at City Hall
4. Budget workshops at local community spots
90. Other (specify) _____
96. Don't know [DO NOT READ]

8

19. During the past month, approximately how many minutes did you or other members of your household watch channel 3, which is the City's government and education channel? **[READ AND ROTATE CHOICES IF RESPONDENT DOES NOT OFFER]**

1. Zero / Did not watch at all
2. Less than 15 minutes
3. 15 to 59 minutes
4. 1 to 3 hours
5. More than 3 hours
96. Don't know [DO NOT READ]
99. Don't have channel 3

OTHER

20. Which of the following describes your feelings about your Saco property taxes relative to the City services you receive? Are the Saco property taxes: **[READ AND ROTATE ORDER OF OPTIONS]**

1. A very poor value
2. A poor value
3. About right
4. A good value
5. A very good value
96. Don't know [DO NOT READ]

21. I'm going to read you a list of City service departments. Assuming that you were not reducing current budget levels for any City department, which one or two departments, if any, would you increase budgets for? **[READ LIST OF DEPARTMENTS AND RE-READ QUESTION IF NECESSARY. WRITE CORRESPONDING DEPARTMENT NUMBERS IN APPROPRIATE SPACES TO THE RIGHT]**

1. Police Department
2. Fire and Ambulance Department
3. Parks and Recreation Department **#1 CHOICE** _____
4. Public Works Department
5. Waste Water Treatment Department **#2 CHOICE** _____
6. Codes, Enforcement and Inspections Department
7. Planning and Economic Development Department
8. City Assessors Office
9. Finance Department
10. City Clerk's Office
90. Other (specify) _____
96. Don't know [DO NOT READ]
97. None [DO NOT READ]

DEMOGRAPHIC QUESTIONS

9

The last set of questions will be used for statistical purposes only, enabling us to analyze the data we have gathered ensuring that we have a representative sample of Saco citizens. First of all ...

22. Did you vote in the last City elections?

    1. Yes
    2. No
    96. Don't know [DO NOT READ]
    99. Refused [DO NOT READ]

23. Approximately how many years have you lived in Saco?

    _____ years
    99. Refused [DO NOT READ]

24. Do you own or rent your current residence?

    1. Own
    2. Rent
    90. Other: _____
    99. Refused [DO NOT READ]

25. **Counting yourself,** how many people regularly live in your household?

    _____
    99. Refused [DO NOT READ]

26. Do you currently have children under the age of 18 living in your household?

    1. Yes
    2. No
    99. Refused [DO NOT READ]

27. Into which of the following categories does **your age** fall? **[READ CHOICES]**

    1. 18-24
    2. 25-34
    3. 35-44
    4. 45-54
    5. 55-64
    6. 65 or older
    99. Refused [DO NOT READ]

28. What is the highest level of education you have completed? **[READ CHOICES IF NECESSARY]**

    1. Less than high school graduate
    2. High school graduate
    3. Vocational/Trade school
    4. Some college/Two-year college graduate
    5. Four-year college graduate
    6. Post-graduate work
    99. Refused [DO NOT READ]

29. For tabulation purposes only, please tell me which of the following income categories includes your total

10

household income in 2012 before taxes? Just stop me when I read the correct category:

1. Less than $25,000
2. $25,000 to $49,999
3. $50,000 to $74,999
4. $75,000 to $99,999
5. $100,000 or more
99. Refused [DO NOT READ]

30. Would you be willing to become involved in a citizen panel or board for the City of Saco?

1. Yes → Could I have your (full) name and verify your telephone number so that someone from the City of Saco can contact you?
2. No → Could I have your first name **[For quality control purposes]**

Respondent's name: _____ Phone: _____

Those are all of my questions. The City of Saco thanks you very much for your time.

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31. Gender of respondent: [INTERVIEWER RECORD BELOW]
1. Female
2. Male

Length of interview: ____ minutes Date: __ / ____/ 13 Interviewer name: _____

11