

2017 Cape Elizabeth 2019 Comprehensive Planning Survey

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INT1

Hello, my name is _____, and I'm calling from RKM Research on behalf of the Town of Cape Elizabeth. We're not selling anything. We're conducting an important survey of Town residents, and the results will be used to help develop a Comprehensive Plan for the Town.

"Could I speak to an adult age 18 or older in your household?"

"Would you be willing to help us with this important study?"

Thank you again for helping us. I want to assure you that this is not a sales call and your telephone number was chosen randomly and all of your responses are completely confidential and anonymous.

01 Eligible Respondent - Continue [skip to CELL1 or LAND1]

88 Appointment [setup an appointment]

99 Refusal [Thank and terminate]

If cell phone:

CELL1 Can I confirm that I've reached you on a cell or mobile phone?

01 Yes [skip to Q04]

02 No [Thank and terminate]

CELL2 Are you currently driving or doing anything that would distract your attention?

01 No, now is a good time [skip to Q04]

02 Yes, setup an appointment [Setup a call-back]

skip to Q06:

If landline:

LAND1 Can I confirm that I've reached you on a landline phone at your home? (not a cell or mobile phone).

01 Yes [Continue]

02 No [Thank and terminate]

skip to Q06:

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Household characteristics:

Q01 Thanks again for helping us with this study. Your participation is voluntary and you may decline to answer any question. This call may be monitored for quality control and training purposes.

How many years have you lived at your current place of residence?

00 Less than one year

01-75 Number of years

Q02 Do you own or rent the place where you live?

01 Own

02 Rent

88 Other

99 Don't know / unsure

Q03 In what year did you move to Cape Elizabeth, or have you lived in Cape Elizabeth your entire life?

19 (20-99)

20 (00-09)

18 Lived in Cape Elizabeth entire life

19 Don't know / unsure

Q04 Where did you live prior to moving to Cape Elizabeth?

01 Another location in Maine

02 Another location outside of Maine

99 Don't know / unsure

Q05 Including yourself, how many adults age 18 or older live in your household?

01-05 Number of adults

Q06 How many children age 17 or younger currently live in your household, if any?

(Note for interviewers: include all children who live full- or part-time in the home)

00 None

01-05 Number of children age 0-17

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Community Characteristics:

Q07 What are the primary reasons for choosing to live in Cape Elizabeth?

Read responses: [randomize list] (Select all mentioned)

- 01 Quality of life
- 02 Cost of housing
- 03 Crime rate
- 04 Cost of property taxes
- 05 Recreational opportunities
- 06 Job opportunities
- 07 Rural atmosphere
- 08 Quality of local government services
- 09 Quality of public schools
- 10 Access to medical services
- 11 Proximity to the ocean
- 12 Proximity to Portland

- 88 Other (specify)
- 99 Don't know / unsure

Q08 What aspects might discourage you from staying in Cape Elizabeth?

Read responses: [randomize list] (Select all mentioned)

- 01 Quality of life
- 02 Cost of housing
- 03 Crime rate
- 04 Cost of property taxes
- 05 Recreational opportunities
- 06 Job opportunities
- 07 Rural atmosphere
- 08 Quality of local government services
- 09 Quality of public schools
- 10 Access to medical services
- 11 Proximity to the ocean
- 12 Proximity to Portland

- 88 Other (specify)
- 99 Don't know / unsure

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Satisfaction with Quality of Life:

Q09 How would you describe your overall satisfaction with quality of life for people like you who live in Cape Elizabeth?

Read responses:

- 01 Completely satisfied
- 02 Very satisfied
- 03 Moderately satisfied
- 04 Only somewhat satisfied
- 05 Not satisfied

- 99 Don't know / unsure

Net Promoter Score:

Q10 How likely is it that you would recommend Cape Elizabeth as a place to live to a friend or colleague, using a scale from 0 to 10, where 0 means not at all likely and 10 means extremely likely?

Read responses:

- 10 Extremely likely
- 09
- 08
- 07
- 06
- 05
- 04
- 03
- 02
- 01
- 00 Not at all likely

- 99 Don't know / unsure

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Local Services:

Q11 Please tell me how satisfied you are with the quality of the following municipal services in Cape Elizabeth.

Police protection?

Read responses:

- 01 Completely satisfied
- 02 Very satisfied
- 03 Moderately satisfied
- 04 Only somewhat satisfied
- 05 Not satisfied

99 Don't know / unsure

Q12 Fire protection?

Q13 Ambulance services?

Q14 Recreational facilities?

Q15 Parks and open-spaces?

Q16 Building code enforcement?

Q17 Zoning code enforcement?

Q18 Maintenance of streets and roads?

Q19 Public water?

Q20 Public sewer?

Q21 Library services?

Q22 Public schools?

Q23 Recycling programs?

Q24 Town transfer station, or dump?

Q25 Pedestrian trails?

Q26 Sports programs?

Q27 Snow removal?

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Residential Development:

Q28 What type of residential housing development would you like to see in Cape Elizabeth?

Read responses: [randomize list] (Select all mentioned)

- 01 Single family homes
- 02 Multi-family homes
- 03 Mobile homes on individual lots
- 04 Mobile homes in mobile home parks
- 05 Condominium or town houses
- 06 Apartments
- 07 Single family homes converted into apartments
- 08 Tracts or development housing
- 09 Seasonal residences

- 88 Other (Specify)
- 99 NONE

Q29 Do you generally support or oppose new residential housing development in Cape Elizabeth [by selling land currently owned by the Town]?

“Do you feel that strongly or moderately?”

- 01 Strongly support
- 02 Moderately support
- 03 Moderately oppose
- 04 Strongly oppose

- 99 Don't know / unsure

Q30 Do you think there is a shortage of affordable housing in Cape Elizabeth?

- 01 Yes [skip to Q31]
- 02 No [skip to Q32]

Q31 What segments of the population in Cape Elizabeth are most affected by a shortage of affordable housing?

Read responses: (Select all mentioned)

- 01 Low- and moderate-income families
- 02 Senior citizens
- 03 Residents in need of assisted living

- 88 Other (Specify)
- 99 Don't know / unsure

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Commercial Development:

Q32 How satisfied are you with the AMOUNT of businesses located in Cape Elizabeth?

Read responses:

- 01 Completely satisfied
- 02 Very satisfied
- 03 Moderately satisfied
- 04 Only somewhat satisfied
- 05 Not satisfied

99 Don't know / unsure

Q33 How satisfied are you with the TYPES of businesses located in Cape Elizabeth?

Read responses:

- 01 Completely satisfied
- 02 Very satisfied
- 03 Moderately satisfied
- 04 Only somewhat satisfied
- 05 Not satisfied

99 Don't know / unsure

Q34 Some residents believe that Cape Elizabeth should not encourage new commercial development to preserve the rural character of the community. Others believe that the Town needs new commercial development to create jobs and increase the Town's tax base to help pay for public schools and other services. Which of the following best describes your view?

Read responses:

- 01 Cape Elizabeth should not encourage any new commercial development
- 02 Cape Elizabeth should encourage some new commercial development, provided it meets local zoning ordinances
- 03 Cape Elizabeth should encourage as much commercial development as it can, provided it meets local zoning ordinances

99 Don't know / unsure

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Q35 What type of commercial development would you like to see in Cape Elizabeth, if any?

Read responses: [randomize list] (Select all mentioned)

- 01 Car repair shops
- 02 Grocery stores
- 03 Movie theaters
- 04 Sporting goods stores
- 05 Hotels or motels
- 06 Gas stations
- 07 Convenience stores
- 08 Fast food restaurants
- 09 Banks
- 10 Restaurants, other than fast food
- 11 Drug stores
- 12 Hardware stores
- 13 Hair salons
- 14 Major department stores
- 15 Book of music stores
- 16 Gift shops
- 17 Specialty stores

- 88 Other (Specify)
- 99 NONE

Q36 Do you generally support or oppose any new commercial development in Cape Elizabeth?

“Do you feel that strongly or moderately?”

- 01 Strongly support
- 02 Moderately support
- 03 Moderately oppose
- 04 Strongly oppose

- 99 Don't know / unsure

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Growth and Development:

Q37 Now I'm going to read a list of things the Town of Cape Elizabeth could do over the next five years, and I'd like to tell me if you agree or disagree with each one.

The Town should increase recreational facilities?

"Do you feel that strongly or moderately?"

- 01 Strongly agree
- 02 Moderately agree
- 03 Moderately disagree
- 04 Strongly disagree

- 99 Don't know / unsure

Q38 The Town should increase residential development?

Q39 The Town should increase park facilities?

Q40 The Town should attract new businesses and commercial development?

Q41 The Town should control the rate of development?

Q42 The Town should control the type of development?

Q43 The Town should preserve the Town's rural character?

Q44 The Town should protect environmental quality?

Q45 The Town should protect historical structures?

Q46 The Town should protect and preserve wetlands, ponds and wooded areas?

Q47 The Town should protect farmland?

Q48 The Town should improve the town center?

Q49 The Town should improve schools and expanding educational opportunities?

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Additional Comments:

Q50 Do you have any additional comments that you would like to share with the Town Planning Committee?

Open-ended

[Specify]

Demographics:

D01 What is the highest grade or level of education you've completed?

- 01 Less than high school
- 02 High school graduate
- 03 Some post-secondary education
- 04 2-year degree (associate's Degree)
- 05 4-year degree (bachelor's Degree)
- 06 Graduate or professional school or degree

99 No answer

D02 Is your total household income above or below \$50,000 per year before taxes?

01 Above \$50,000 [skip to D03A]

02 Below \$50,000 [skip to D03B]

99 No answer [skip to CONC]

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D03A Would you say it is:

Read responses:

- 01 Less than \$15,000
- 02 \$15,000-\$24,999
- 03 \$25,000-\$34,999
- 04 \$35,000-\$49,999

99 No answer

[skip to CONC]

D03B Would you say it is:

Read responses:

- 05 \$50,000-\$74,999
- 06 \$75,000-\$99,999
- 01 \$100,000-\$149,999
- 02 \$150,000 or more

99 No answer

[skip to CONC]

CONC Thank you very much for your time. Your comments are greatly appreciated.

GENDER INTERVIEWER: Record respondent gender.

- 01 Male
- 02 Female