

## 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 Q01:

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 Q01:

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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 in Cape Elizabeth?

00 Less than one year

01-75 Number of years

88 Entire life (volunteered)

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

01 Own

02 Rent

88 Other

99 Don't know / unsure

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**Community Characteristics:**

Q03            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    Bike trails
- 06    Open space
- 07    Walking trails
- 08    Proximity to where you work
- 09    Rural atmosphere
- 10    Quality of local government services
- 11    Quality of public schools
- 12    Proximity to the ocean
- 13    Proximity to Portland
  
- 88    Other (specify)
- 99    Don't know / unsure

Q04            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    Bike trails
- 06    Open space
- 07    Walking trails
- 08    Proximity to where you work
- 09    Rural atmosphere
- 10    Quality of local government services
- 11    Quality of public schools
- 12    Proximity to the ocean
- 13    Proximity to Portland
  
- 88    Other (specify)
- 99    Don't know / unsure

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**Net Promoter Score:**

Q05 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

Q06 In your own words, what is it that you like MOST about living in Cape Elizabeth?

Open-ended

[specify]

Q07 In your own words, what is it that you like LEAST about living in Cape Elizabeth?

Open-ended

[specify]

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**Local Services:**

Q08 Now I'd like you to rate the overall quality of each of the following in Cape Elizabeth?

Police protection services?

Read responses:

- 01 Excellent
- 02 Very good
- 03 Good
- 04 Fair
- 05 Poor

99 Don't know / unsure

Q09 Fire protection services?

Q10 Ambulance services?

Q11 Walking trails?

Q12 Parks and open-spaces?

Q13 The condition of paved roads?

Q14 Library services?

Q15 Snow plowing and snow removal?

Q16 Public schools?

Q17 Recycling programs?

Q18 Transfer station?

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**Residential Development:**

Q19 Do you generally support or oppose new residential housing development in Cape Elizabeth?

“Do you feel that strongly or moderately?”

- 01 Strongly support [skip to Q20]
- 02 Moderately support [skip to Q20]
- 03 Moderately oppose [skip to Q21]
- 04 Strongly oppose [skip to Q21]
  
- 99 Don't know / unsure [skip to Q21]

Q20 What type of new residential housing 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 Seasonal residences
  
- 88 Other (Specify)
- 99 Unsure

Q21 Do you think there is adequate affordable housing in Cape Elizabeth?

- 01 Yes [skip to Q22]
- 02 No [skip to Q23]

Q22 Who would you like to provide affordable housing for?

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

- 01 Young adults
- 02 Senior citizens
- 03 Residents in need of assisted living
  
- 88 Other (Specify)
- 99 Don't know / unsure

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Q23

What types of new commercial businesses would you like to see in Cape Elizabeth, if any?

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

- 01 Small retail spaces
- 02 Personal services
- 03 Private office spaces
- 04 Hospitality, such as hotels and restaurants
- 05 Small bakeries and coffee shops
- 06 Manufacturing
- 07 Technology firms
- 08 Earthworks and landscaping
  
- 88 Other (Specify)
- 99 NONE

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Q24 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

Q25 Which of the following would you want included in any new development in Cape Elizabeth?

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

- 01 Permanently preserved open space
- 02 Affordable housing
- 03 Job creation
- 04 Diversification of the tax base
- 05 Increased range of housing types
- 06 Road connectivity
- 07 Public sewer expansion
- 08 Extension of sidewalks
- 09 Sustain the public school student enrollment
- 10 Public transportation
- 11 Alternative energy promotion
- 12 Something else (specify)
  
- 88 Do not want any development
- 99 Do not want any regulation of development



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### Growth and Development:

Q26 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 you 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

Q27 The Town should increase park facilities?

Q28 The Town should preserve the Town's rural character?

Q29 The Town should protect environmental quality?

Q30 The Town should protect historical structures?

Q31 The Town should protect and preserve wetlands, ponds and wooded areas?

Q32 The Town should protect farmland?

Q33 The Town should improve the town center?

Q34 The Town should improve schools and expand educational opportunities?

Q35 The Town should improve public transportation, or offer shuttle services?

Q36 The Town should promote alternative energy?

Q38 The Town should make Fort Williams Park part of the Town?

Q39 The Town should open Fort Williams Park to private development?

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**Additional Comments:**

Q40 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 In what year were you born?

19 (00-99)

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D03 Is your total household income above or below \$50,000 per year before taxes?

- 01 Above \$50,000 [skip to D04A]
- 02 Below \$50,000 [skip to D04B]
- 99 No answer [skip to CONC]

D04A 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]

D04B 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