

Cape Elizabeth 2019 Comprehensive Plan Committee Survey

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INT1

Hello, my name is _____, and I'm calling on behalf of the Cape Elizabeth Comprehensive Plan Committee from RKM Research. We're not selling anything. We're conducting an important survey of Town residents, and the results will be used by the Comprehensive Plan Committee develop a 10-year 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 you have chosen randomly to participate in the study and all of your responses are completely confidential and anonymous.

Can I confirm that you are a resident of the Town of Cape Elizabeth?

And have I reached you on a cell phone or landline phone?

- | | | |
|----|--------------------------------|------------------------|
| 01 | Eligible Respondent – Cell | |
| 02 | Eligible Respondent - Landline | |
| 88 | Appointment | [setup an appointment] |
| 99 | Refusal | [Thank and terminate] |

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 Please tell me whether each of the following is or is a major reason for choosing to **live in** Cape Elizabeth, a minor reason or not a reason.

Quality of life?

01 Major reason

02 Minor reason

03 Not a reason

Q04 Cost of housing?

Q05 Crime rate?

Q06 Cost of property taxes?

Q07 Proximity to where you work?

Q08 Open spaces for biking and hiking trails?

Q09 Rural atmosphere?

Q10 Quality of Town services?

Q11 Quality of public schools?

Q12 Proximity to the ocean?

Q13 Proximity to the Portland?

Q14 Are there any other reasons for living in Cape Elizabeth?

Open-ended

[specify]

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Q15 Please tell me whether each of the following is or is a major reason for why you might choose to **move out** of Cape Elizabeth, a minor reason or not a reason.

Quality of life?

01 Major reason

02 Minor reason

03 Not a reason

Q16 Cost of housing?

Q17 Crime rate?

Q18 Cost of property taxes?

Q19 Proximity to where you work?

Q20 Open spaces for biking and hiking trails?

Q21 Rural atmosphere?

Q22 Quality of Town services?

Q23 Quality of public schools?

Q24 Proximity to the ocean?

Q25 Proximity to the Portland?

Q26 Are there any other reasons for NOT living in Cape Elizabeth?

Open-ended

[specify]

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Net Promoter Score:

Q27 What is your overall satisfaction living in Cape Elizabeth?

Read responses:

- 01 Extremely satisfied
- 02 Very satisfied
- 03 Moderately satisfied
- 04 Only somewhat satisfied
- 05 Not that satisfied
- 06 Not satisfied at all

99 Don't know / unsure

Q28 In your own words, what do you like MOST about living in Cape Elizabeth?

Open-ended

[specify]

Q29 In your own words, what do you like LEAST about living in Cape Elizabeth?

Open-ended

[specify]

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Local Services:

Q30 Now I'd like you to rate the overall quality of each of the following in Cape Elizabeth?

Police department services?

Read responses:

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

99 Don't know / unsure

Q31 Fire department services?

Q32 Ambulance services?

Q33 Walking trails?

Q34 Parks and open-spaces?

Q35 The condition of paved roads?

Q36 Library services?

Q37 Snow removal?

Q38 Public schools?

Q39 Recycling programs?

Q40 Transfer station?

Q41 Community services?

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Residential Development:

Q42 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 Q43] |
| 02 | Moderately support | [skip to Q43] |
| 03 | Moderately oppose | [skip to Q43] |
| 04 | Strongly oppose | [skip to Q44] |
| 99 | Don't know / unsure | [skip to Q44] |

Q43 What type of new residential housing would you like to see in Cape Elizabeth, if any?

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

- | | |
|----|----------------------------|
| 01 | Single family homes |
| 02 | Multi-family homes |
| 03 | Mobile homes |
| 04 | Manufactured housing |
| 05 | Condominium or town houses |
| 06 | Apartments |
| 07 | Seasonal residences |
| 77 | Unsure |
| 88 | Other (specify) |
| 99 | NONE |

Q44 Do you think there is adequate affordable housing in Cape Elizabeth?

- | | |
|----|-----|
| 01 | Yes |
| 02 | No |

Q45 Who would you like to provide affordable housing for?

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

- | | |
|----|--------------------------------------|
| 01 | Young individuals |
| 02 | Young families |
| 03 | Empty nesters |
| 04 | Senior citizens |
| 05 | Residents in need of assisted living |
| 06 | Anyone |
| 88 | Other (Specify) |
| 99 | Don't know / unsure |

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Q47 Do you generally support or oppose 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

Q46 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 Hotels or motels
- 05 Restaurants
- 06 Small bakeries and coffee shops
- 07 Manufacturing
- 08 Technology firms
- 09 Earthworks and landscaping
- 10 Entertainment
- 11 Food trucks

- 77 Unsure
- 88 Other (Specify)
- 99 NONE

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Q48 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 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:

Q49 Now I'm going to read a list of things the Town of Cape Elizabeth could do over the next ten 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

Q50 The Town should increase park facilities?

Q51 The Town should preserve the Town's rural character?

Q52 The Town should protect environmental quality?

Q53 The Town should protect historical structures?

Q54 The Town should protect and preserve wetlands, ponds and wooded areas?

Q55 The Town should protect farmland?

Q56 The Town should improve the town center?

Q57 The Town should improve schools and expand educational opportunities?

Q58 The Town should improve public transportation, or offer shuttle services?

Q59 The Town should promote alternative energy?

Q60 Do you think that the Town of Cape Elizabeth should use Fort Williams Park to generate funds for the Town?

- 01 Yes
- 02 No

99 Don't know / unsure

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Additional Comments:

Q61 Do you have any additional comments that you would like to share with the Comprehensive Plan Committee?

Open-ended

[Specify]

Demographics:

Q62 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

Q63 In what year were you born?

19 (00-99)

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Q64 Which of the following best describes your total household income from all sources before taxes?

Read responses:

- 01 Less than \$30,000
- 02 \$30,000 - \$50,000
- 03 \$50,000 - \$75,000
- 04 \$75,000 - \$100,000
- 05 \$100,000 - \$150,000
- 06 \$150,000 - \$200,000
- 07 \$200,000 - \$250,000
- 08 Over \$250,000

99 No answer

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

GENDER INTERVIEWER: Record respondent gender.

- 01 Male
- 02 Female