

APPENDIX C SUMMARY OF THE COMMUNITY SURVEY RESULTS

A. Introduction

The Ogunquit Comprehensive Planning Committee mailed 3,239 community surveys to property owners and registered voters. Nearly 30% (or 928 surveys) were returned. Surveys were entered and tabulated by the Southern Maine Regional Planning Commission.

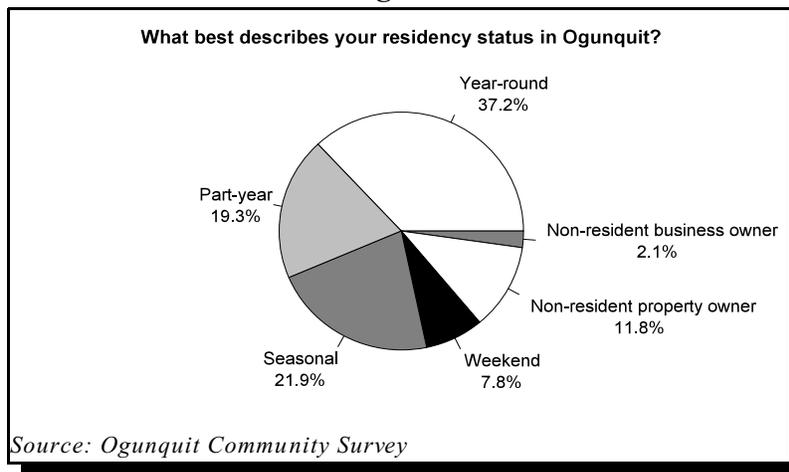
The results should be interpreted with caution. Despite the relatively high response rate for a mailed survey, recognize that the results cannot be generalized to all Ogunquit residents or property owners. The results provide us with a good feel for the opinions of the community but must be used carefully. It is also important to remember that the responses reflect the respondents' understanding of the issues when the survey was presented; this understanding can change over time.

B. Profile of Respondents

The profile of survey respondents paints Ogunquit as a dynamic seasonal community. Respondents tended to be older and well-educated with large household incomes. Only half of the respondents worked full-time – a relatively small percent – while nearly one-third were retirees – a relatively large percent. At the same time, more than half of the respondents had lived in town for at least ten years.

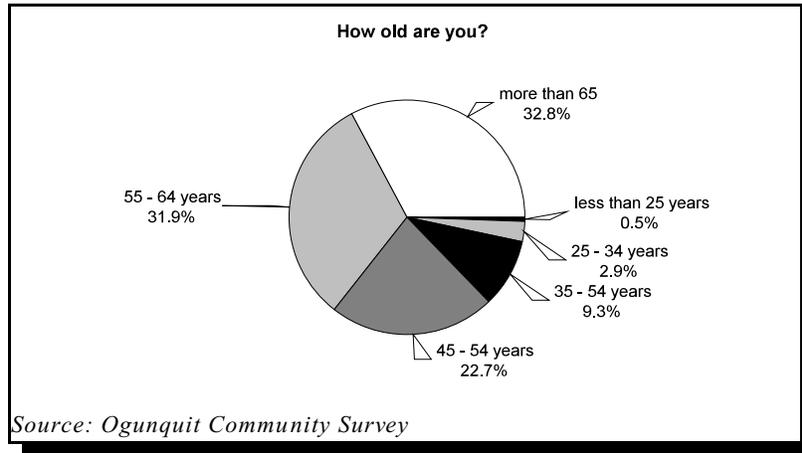
Respondents were widely distributed by type of residency in Ogunquit. More than 37% classified themselves as year-round residents while 22% were seasonal residents and 19% were part-year residents. Interestingly, nearly 12% identified themselves as a nonresident property owner, while 8% were weekenders. Length of living in Ogunquit was widely distributed with the largest group having lived here more than 20 years.

Figure A



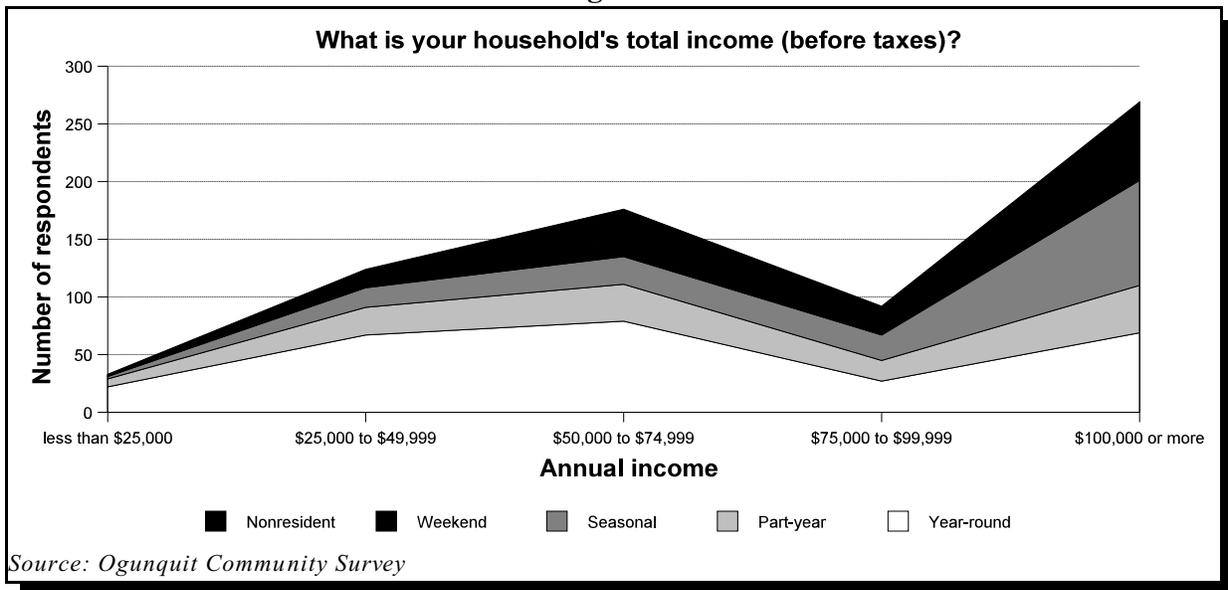
Males slightly outnumbered female respondents. Respondents tended to be older with about one-third over 65 and another third in the 55-64 year old group. These older residents were most likely to be part-year or seasonal residents. Only 13% of respondents were less than 45 years of age. As would be expected, only a small number of respondents had children living in their home.

Figure B



Educational levels and income levels were very high. Nearly two-thirds or the respondents had a college degree, although year-round residents were less likely to have attained the higher education levels. More than half of the respondents reported their total income above \$75,000. Weekend and seasonal respondents had the highest income levels; more than 70% had incomes above \$75,000. Year-round residents typically had lower income levels; only 35% had incomes above \$75,000.

Figure C



More than 40% of the year-round residents reported being employed full time, whereas more than 60% of the weekend and seasonal respondents worked full time. Retirees accounted for 37% of the year-round respondents and for 52% of the part-year respondents. In addition, 256 respondents reported being involved in community activities. More than 50 of these had been members of an official board or commission – a high number considering 342 respondents were year-round residents.

More than 90% of the respondents owned a home, condo, or other residential unit in Ogunquit. Interestingly, weekend, seasonal, and part-year residents were more likely to own a residential unit than year-round residents. Eight percent of the respondents owned vacant land, and 11% owned a commercial property in Ogunquit.

A 1988 survey of Ogunquit residents revealed similar respondent characteristics. Respondents tended to be older and more than one-half of the respondents reported living year-round in Ogunquit. Inflation-adjusted incomes and education levels were high, especially for seasonal residents. More than one-third of the respondents reported living in Ogunquit for more than 10 years, and another third lived in Ogunquit for between five and ten years.

C. Satisfaction with Community Services and Facilities

Respondents were asked how satisfied they were with various community services and facilities. Respondents were asked to rank their satisfaction on a scale of 1 to 5 where 1 was very dissatisfied and 5 was very satisfied. The list on the following page (from highest to lowest) highlights mean levels of satisfaction.

Responses to this line of questions were consistent with no significant bipolar responses (or large numbers of people at the opposite ends of the scale). The number of “no opinion” responses varied widely from a low of around 65 (7%) on topics such as sidewalks, crosswalks and police protection to a high of 515 (56%) on education.

In general, residents with less intimacy with Ogunquit responded more positively than those that had been in Ogunquit for long periods of time or that were year-round residents. Seasonal and weekend residents were more positive than year-round residents; unregistered voters were more positive than registered voters; newcomers and visitors were more positive than longtime residents. Typically these differences were minor, but worth noting.

In general, public safety services rated highest while items such as planning, enforcement of regulations, and communications rated lowest. As is often the case, public safety services had low levels of no opinion responses, while part-time, seasonal, and weekend residents were much more likely to offer no opinion on the regulation, enforcement, and communications issues. However, year-round residents, voters, business owners, and long-term residents (more than 20 years) were more likely to rate the regulation, enforcement, and communications issues lower than the mean score.

Issue	Total	Description of residency status in Ogunquit?				Registered Voter?		How long have you lived in Ogunquit?					
		Year-round	Part-year	Seasonal	Weekend	Yes	No	2 years or less	3 to 5 years	6 to 10 years	11 to 20 years	20 years or more	Not a resident.
Fire protection	4.5	4.6	4.4	4.5	4.4	4.6	4.5	4.5	4.5	4.5	4.5	4.6	4.4
Emergency medical services	4.5	4.5	4.5	4.5	4.5	4.6	4.5	4.5	4.5	4.4	4.4	4.6	4.4
Library	4.3	4.4	4.5	4.1	4.3	4.5	4.3	4.4	4.3	4.2	4.4	4.4	4.2
Police protection	4.2	4.2	4.2	4.3	4.3	4.2	4.3	4.2	4.3	4.1	4.3	4.2	4.3
Emergency dispatch services	4.2	4.0	4.3	4.4	4.4	4.0	4.4	4.4	4.4	4.2	4.1	4.0	4.3
Municipal office	4.1	4.1	4.3	4.1	4.0	4.1	4.1	4.0	4.2	4.1	4.1	4.1	4.1
Public access to the shore	4.1	4.1	4.1	4.1	3.9	4.1	4.1	4.0	4.2	4.1	4.1	4.0	4.0
Trolley service (public controlled)	4.0	4.0	4.0	4.0	4.1	4.0	4.1	4.5	4.1	4.1	3.9	3.9	4.1
Recreation programs	3.9	3.9	4.0	4.0	4.0	4.0	4.0	4.0	3.9	3.9	4.0	3.9	3.9
Sewer system	3.9	3.8	4.0	4.1	3.9	3.9	4.0	4.3	3.9	4.0	3.9	3.9	4.0
Snow removal	3.9	3.8	4.0	3.9	3.8	3.8	3.9	4.3	3.7	3.9	3.8	3.9	3.7
Education system	3.8	3.8	3.9	4.0	3.9	3.8	4.0	4.6	3.8	3.7	4.0	3.6	4.0
Road maintenance	3.7	3.6	3.8	3.9	4.0	3.7	3.8	4.0	4.0	3.7	3.7	3.7	3.7
Recreation facilities	3.6	3.6	3.6	3.7	3.8	3.6	3.7	3.9	3.7	3.7	3.6	3.5	3.8
Street lighting	3.6	3.6	3.5	3.8	3.7	3.6	3.7	3.9	3.7	3.5	3.6	3.5	3.8
Code enforcement services	3.6	3.7	3.6	3.5	3.4	3.7	3.5	4.2	3.9	3.6	3.5	3.4	3.8
Boat launching facilities	3.5	3.5	3.6	3.5	3.2	3.5	3.4	3.9	3.8	3.4	3.5	3.3	3.2
Crosswalks	3.4	3.1	3.3	3.7	3.6	3.1	3.6	3.7	3.5	3.3	3.3	3.2	3.7
Enforcement of beach regulations	3.3	3.0	3.4	3.6	3.8	3.0	3.6	3.8	3.3	3.0	3.4	3.2	3.7
Sidewalks	3.2	3.0	3.2	3.4	3.2	3.0	3.3	3.2	3.2	3.2	3.2	3.1	3.3
Enforcement of land use and env't regula.	3.2	3.2	3.3	3.4	3.6	3.2	3.4	3.9	3.5	3.1	3.4	3.1	3.6
Town communication with residents	3.2	3.1	3.2	3.3	3.1	3.1	3.2	3.8	3.4	3.2	3.1	3.0	3.2
Planning for the community	3.1	3.0	3.2	3.1	3.4	3.0	3.2	3.6	3.3	3.1	3.2	2.9	3.3

Sidewalks and crosswalks were toward the bottom of the list in terms of satisfaction. The number of “no opinion” responses to these issues was very low, which suggests that most respondents were familiar with the resources. However, year-round residents, voters, business owners, and long-term residents (more than 20 years) were more likely to rate these significantly lower than the rest of the respondents.

Of the 404 respondents that rated their satisfaction with the education system, year-round residents, Ogunquit-registered voters, and long-term residents (more than 20 years) were more likely to rate the system lower than the rest of the respondents. Interestingly, new residents (lived in Ogunquit for less than two years) rated the education system very highly.

Respondents’ opinions haven’t changed significantly since a similar survey was completed in 1988. Support for public safety services (police, fire, rescue) was high – approximately 85% of the respondents rated them ‘Good’ or ‘Fair’ while only 5% rated them ‘Poor’ or ‘Needs Improvement’. Year-round residents rated these services higher than seasonal residents.

Education rated highly in 1988. One-third of the survey respondents had an opinion about the schools, and of those that had an opinion, three-quarters felt that the schools were either ‘Good’ or ‘Fair’.

D. Agreement with Position Statements

Here is an overview of some of the key results:

- There was general support for managing the development of new overnight accommodations but the level of agreement dropped as the proposal becomes more restrictive. Nearly two-thirds of the respondents agreed or strongly agreed that the town should prohibit the development of these facilities. Resistance to this position statement tended to come from business owners and nonresidents. Interestingly, there was strong opposition to limiting new development to Route One.
- Support for extending sewers to the fringe of the village for residential development was mixed with a strong negative component. While nearly 40% of the respondents agreed or strongly agreed, one-third of the respondents strongly disagreed. Longtime residents, year-round residents, and part-year residents were most likely to strongly disagree with this statement. Support for this statement was strong among business owners.
- Support for limiting development west of the Turnpike was mixed but a majority agreed or strongly agreed. Long-term residents and business owners were most likely to disagree.
- Nearly three-quarters of the respondents agreed or strongly agreed that the town should enact stronger land use regulations to protect natural resources and only 10% disagreed with this premise. But, support for a voluntary program to acquire rural land and development rights

was lower with a strong negative component. Resistance to this type of program came from no particular segment of the respondents.

- There was reasonably strong support for a traffic study but lower agreement with creating some one-way streets. In both cases, there was a significant level of disagreement. Seasonal, weekend, and nonresident property owners were more likely to support these efforts.
- The issue of a new Turnpike exit was slightly on the positive side but with high levels of strong agreement and strong disagreement splitting the community into two opposed groups. Year-round and long-term residents were more likely (one-third of each group) to be strongly against a new Turnpike exit.
- There was not support for trying to discourage people from driving in the Village during the summer. At the same time, there was a high level of support for traffic improvements. In both cases, there was general agreement across all respondents.
- There was strong support for constructing new sidewalks in the Village and establishing a five-year program to improve the sidewalks. Support in the business community reached near unanimity, while weekend and seasonal residents were also strongly in favor.
- There was strong and consistent agreement with charging impact fees for new development. Support for this issue declined with nonresident property owners and business owners, but remained relatively strong.
- Agreement on expanding the Dunaway Center was mixed with a widely distributed response. More than half of the respondents agreed or strongly agreed, and nonresident business owners were particularly supportive. In general, voters were more supportive of this idea than nonvoters.
- There was a split opinion on maintaining the Ogunquit Village School. Nearly 45% of the respondents strongly agreed, but another 24% strongly disagreed. Year-round residents and registered voters strongly supported this idea while part-year, seasonal, weekend, and nonresident property owners were more likely to not support this idea.
- There was strong agreement to continue to restrict skateboards on streets and sidewalks and a negative bias toward developing a skateboard park. Nearly 83% of the respondents strongly agreed with restricting skateboards and only 27 respondents offered ‘no opinion’—suggesting a strong and consistent bias against skateboarding on streets and sidewalks. However, there was little support to developing a skateboard park.
- There was a consistent and strong bias in favor of pedestrian facilities. Cyclist safety had strong support from the year-round residents and voters. Support for a system of walking trails was still strong, but slightly less likely to be supported by year-round residents and

voters.

- Developing a carry-in boat launch received a widely distributed response that was essentially neutral. There were a large number of ‘no opinion’ responses, especially among the seasonal and weekend respondents.
- There was general agreement with the concept of acquiring property in the Village in order to undertake traffic and safety improvements. Support was strong among the year-round residents.
- There was strong disagreement with the concept of using property taxes to support tourism. Nearly 43% of the respondents strongly disagreed with this concept. More than half of the voters and year-round residents strongly disagreed with this concept.
- There was overwhelming support for the regulation of tour buses. Nearly three-quarters of the respondents strongly agreed with the regulation of tour buses. This support was widespread among all of the respondent groups.
- There was quite strong agreement with the concept of adopting a property maintenance code. More than half of the respondents strongly agreed with this concept, although there were a large number of ‘no opinion’ responses, suggesting a lack of familiarity with the issue.
- While there was generally strong support for creating satellite parking lots, there was little support for a Main Street parking deck. In both cases, voters were strongly split on the issues.
- Overall, there was not support for banning parking in Perkins Cove nor with expanding the length of the paid parking season but these were both issues with split responses. Year-round residents were more likely to agree with this concept, but the responses remained negative and strongly split.
- There was no strong support toward expanding the length of the season during which fees are charged for parking. All groups responded with a slightly negative bias to this proposal.
- In terms of paying for parking improvements, respondents supported user fees and ticket revenue but not property taxes. Fees from parking tickets and user fees for a parking garage had wide support from all of the respondent groups. Nearly two-thirds of the year-round residents strongly opposed using property taxes to pay for improvements.

E. Growth and Development Patterns

When asked about the Town’s role in managing residential growth, more than half of the respondents

chose to neither promote nor discourage growth. However, more than a third chose to limit the amount of residential growth.

When asked to choose among options for patterns of residential development, more than half picked the option of a small-town New England feel with community centers and a diversity of housing close to stores and schools. Another quarter picked neighborhoods with a mix of housing sizes, types and lot sizes. The final quarter split between dispersed subdivisions and development along existing roads.

Interestingly, when asked to choose the pattern of development best for the Town, the majority chose a mixture of housing densities and patterns. Compact development and dispersed subdivisions each received about 20% support.

F. Most Important Issues Facing the Community

The questionnaire provided respondents with an opportunity to write-in what they felt are the most important issues facing the community. While only a portion of all respondents completed this question, the results do provide insight into the key issues facing the community. The following summarizes the results of this question:

TOP ISSUES

Four topics or issues emerged as the top issues of concern for respondents:

1. **Traffic** – Traffic was the single issue mentioned the most by respondents. Traffic generated the most comments by a wide margin.
2. **Commercial Over Development** – Comments relating to there being too much nonresidential and commercial development in Ogunquit ranked number two in terms of issues facing Ogunquit.
3. **Residential Over Development** – Following closely behind commercial development were comments about the amount of residential development and there being too much residential growth.
4. **Parking** – Comments relating to the need for more parking, the availability of parking, and enforcement of parking restrictions ranked fourth.

SECONDARY ISSUES

A second group of four additional issues emerged as being of concern to a significant number of respondents but at a much lower level than the top group:

5. **Taxes** – Concerns about taxes and that taxes are too high ranked fifth.

6. ***Retaining Ogunquit's Small Town Character*** - A number of respondents expressed concern about the character of the community and the possible loss of this character.

7. ***Overcrowded*** – Respondents suggested that Ogunquit is becoming too crowded especially during peak tourist season.

8. ***School Funding is too High*** – There were a number of comments about the cost of education including the Town's share of the costs of the school district.

OTHER ISSUES

Respondents identified a number of other issues facing Ogunquit including the following:

- Discouraging more tourism
- Concern about the environment
- The Board of Selectmen
- Maintenance of the beaches, marginal way, and other facilities
- Appearance of the buildings in the Town Square
- Fees and other issues involving the transfer station
- The maintenance of roads
- Preservation of open spaces and historic structures
- The Planning Board
- The Code Enforcement Officer
- More access to the beach and other facilities
- Parking fees
- The Town Manager
- Animal control on the beach