
**Cape Elizabeth 2019
Comprehensive Plan Committee
Survey of Community Residents**

Submitted to:

**The Town of Cape Elizabeth, Maine
2019 Comprehensive Plan Committee**

Submitted by:

RKM Research and Communications, Inc.

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Project Summary

Situation Analysis

The primary goal of the research is to provide the Cape Elizabeth 2019 Comprehensive Plan Committee with systematic information that can be used to assist in the development of a Ten-Year Plan for the Town of Cape Elizabeth, Maine. More specifically, the research aims to:

1. Identify the reasons why residents choose to live in Cape Elizabeth.
2. Evaluate residents' satisfaction with living in Cape Elizabeth.
3. Determine how residents rate the quality of local services.
4. Identify residents' views toward residential development.
5. Identify residents' views toward commercial development.
6. Identify residents' planning priorities for the future.

Methodology

The results of this survey are based on an online survey commissioned by the Town of Cape Elizabeth, ME. The survey was administered by RKM Research and Communications, Inc., September 29, – October 20, 2017. The survey was programmed through Qualtrics survey software. Postcards were sent via mail to residents of Cape Elizabeth, ME with a website link for accessing the survey. A link to access the survey was also located on the Town of Cape Elizabeth's town website.

A total of 783 records were completed through the online survey platform. Of the 783 completed surveys, 367 were completed using the link on the postcard and 416 were completed through the link on the Town's website.

Cape Elizabeth Residents

Most Cape Elizabeth residents own the place where which they live.

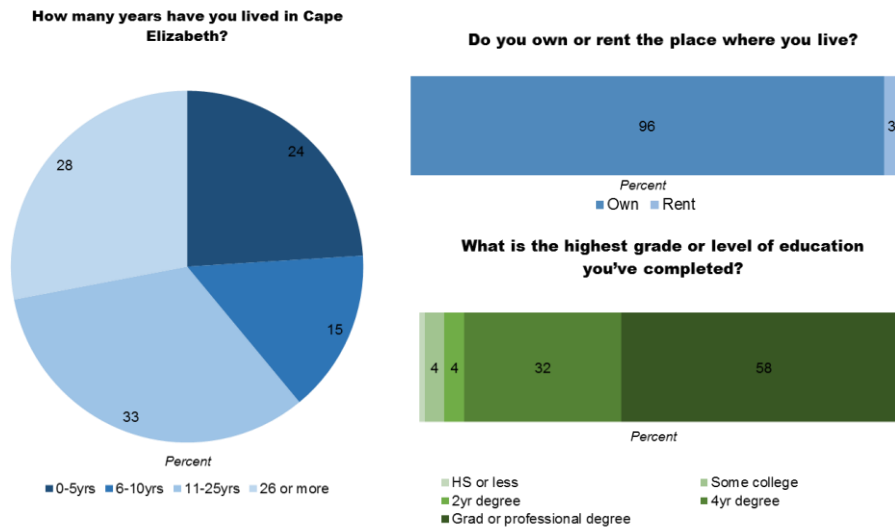
Residents were asked if they own or rent the place where they live in the Town of Cape Elizabeth. The vast majority of Cape Elizabeth residents reported that they *own* the place where they live (96%). Only three percent of residents reported that they *rent* the place where they live.

Residents were also asked how many years they have lived in Cape Elizabeth. Twenty-eight percent of residents have lived in Cape Elizabeth for more than 25 years, and an additional 33 percent have lived in the Town for 11-25 years. Although 61 percent of residents have been in Town for more than 10 years, nearly one-fourth (24%) are relative newcomers, living in Town for 5 years or less.

Town residents tend to be highly educated. Ninety percent of residents graduated from a 4-year college or university. Fifty-eight percent of residences have a graduate or professional degree.

Residents were asked to identify their gender, 57 percent of respondents identified as *female* and 41 percent *male*. In addition, residents were asked their age. Twenty-six percent of residents are *above the age of 65*. Similarly, 25 percent are *between the ages of 55 and 64*, 24 percent are *between the ages of 45 and 54* and 18 percent are *between the ages of 35 and 44*. Only four percent reported being *under the age of 35*.

Cape Elizabeth Residents



Among: All Respondents

Note: Figures may not sum to 100% due to rounding

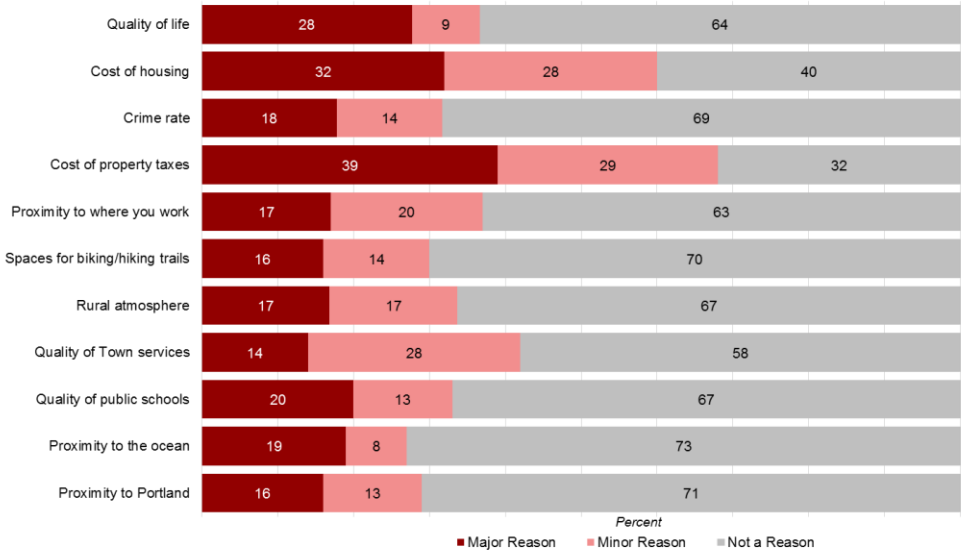
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Cape Elizabeth residents are likely to cite the cost of property taxes as a reason for why they might choose to move out of the Town.

Residents were asked to indicate whether certain community characteristics are a *major reason*, *minor reason* or *not a reason* for why they might consider moving out of Cape Elizabeth. Thirty-nine percent indicated that the cost of property taxes is a *major reason* for why they might choose to move out of the Town, and an additional 29 percent said it was a *minor reason*. Thirty-two percent of residents said that the cost of housing is a *major reason* for why they might choose to move out of the Town, and an additional 28 percent said it was a *minor reason*.

Apart from the cost of property taxes and the cost of housing, each of the other reasons under investigation were considered possible reasons for moving out of Cape Elizabeth. Residents were least likely to say that proximity to Portland (29%) or proximity to the ocean (27%) are a *major* or *minor reason* for why they might choose to move out of the Town.

Reasons for Possibly Choosing to Move out of Cape Elizabeth:



Among: All Respondents

Note: Figures may not sum to 100% due to rounding

Cape Elizabeth residents expressed other reasons for considering moving out of Town.

Cape Elizabeth residents were asked, in an open-ended format, if there are any other reasons for considering moving out of Town. Sixty-nine percent of residents provided a response to this question. A word cloud was created as a graphic representation of residents' open-ended responses. Popular responses include those mentioning *development, taxes, lack of diversity and local politics.*

Other Reasons for Considering Moving out of Cape Elizabeth:



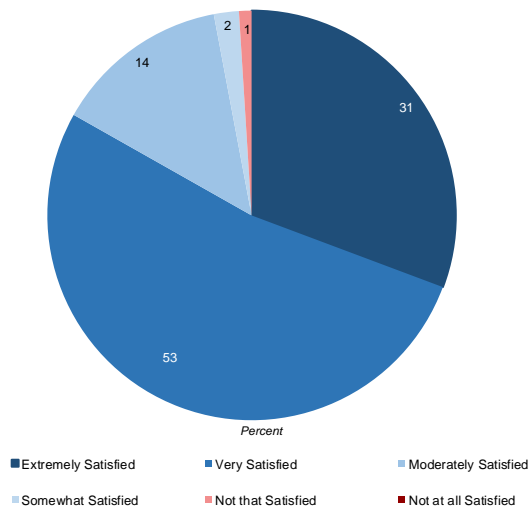
Among: 69% of respondents

Satisfaction with Life in Cape Elizabeth

Overall, residents expressed satisfaction with life in Cape Elizabeth.

Residents were asked to rate their overall level of satisfaction living in Cape Elizabeth. The results indicate that most residents expressed high levels of satisfaction. Thirty-one percent of residents reported that they are *extremely satisfied*, and an additional 53 percent reported that they are *very satisfied*. Only two percent reported being *somewhat satisfied*, while less than one percent of residents reported being *not satisfied*.

Satisfaction with Life in Cape Elizabeth:



Among: All Respondents

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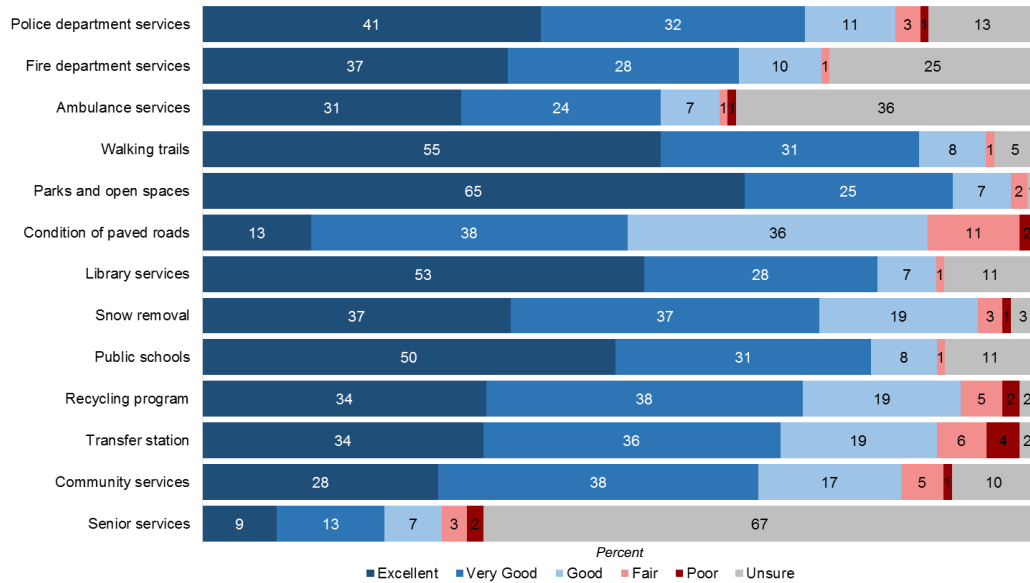
Cape Elizabeth residents rated many of the Town's local services highly.

Residents were then asked to rate the quality of the local services provided by the Town of Cape Elizabeth. Services that received the highest proportion of *excellent* or *very good* ratings include the Town's parks and open spaces (90%), walking trails (86%), library services (81%) and the quality of public schools (81%).

Cape Elizabeth residents also rated snow removal services (74%), police department services (73%), the Town's recycling program (72%), the transfer station (70%), community services (66%) and fire department services (65%) as *excellent* or *very good*.

The condition of paved roads received the highest proportion of *poor* (2%) or *fair* (11%) ratings. Notably, the majority (67%) of residents were *unsure* how to rate the quality of senior services in Cape Elizabeth,

Rate the Overall Quality of Each of the Following Local Services in Cape Elizabeth?



Amona: All Respondents

Note: Figures may not sum to 100% due to rounding

Residential Development

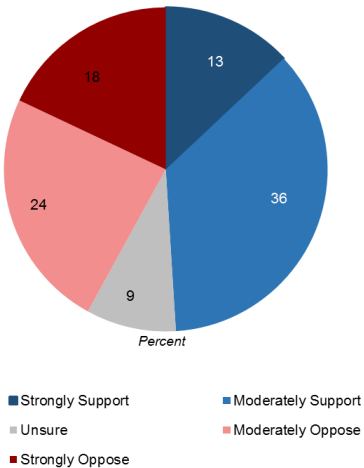
Supporters of new residential development slightly outnumber opponents.

Residents were asked whether they generally support or oppose new residential housing development in the Town of Cape Elizabeth. Overall, forty-nine percent of residents *strongly* (13%) or *moderately* (36%) support new residential development, while forty-two percent of residents *strongly* (18%) or *moderately* (24%) oppose new residential development in the Town. Nine percent of residents did not express an opinion either way.

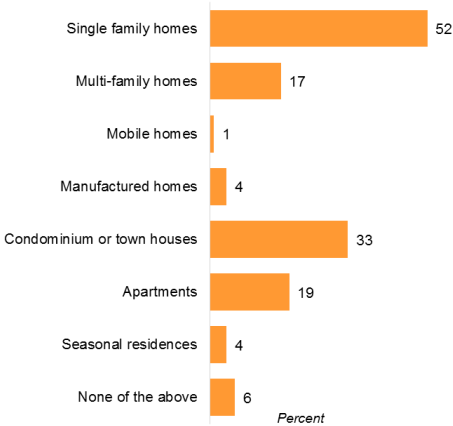
Anyone who did not report being strongly opposed to new residential development was asked what types of new housing they would like to see in Cape Elizabeth. The most popularly supported type of new housing is *single family homes*. Thirty-three percent of residents would support new *condominium or town house* development. Smaller minorities would support new *apartments* (19%) or *multi-family homes* (17%). Few residents would support *seasonal residencies* (4%), *manufactured homes* (4%) or *mobile homes* (1%).

Residential Development:

Position on Residential Development?



Type of Residential Development You Could Support? (82%)



Among: All Respondents

Note: Figures may not sum to 100% due to rounding

The majority of Cape Elizabeth residents think there is not an adequate amount of moderate income housing in the Town.

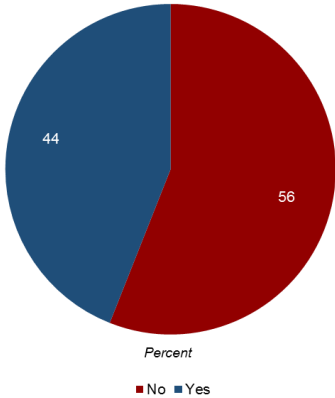
Residents were asked whether they think there is an adequate amount of moderate income housing in Cape Elizabeth. The majority of residents (56%) reported that they *do not think* there is an adequate amount of moderate income housing in the Town. Forty-four percent of residents reported that there *is* an adequate amount of moderate income housing in Cape Elizabeth.

As expected, renters (83%) are much more likely to report that there is *not an adequate amount* of moderate income housing available in Cape Elizabeth than homeowners (56%).

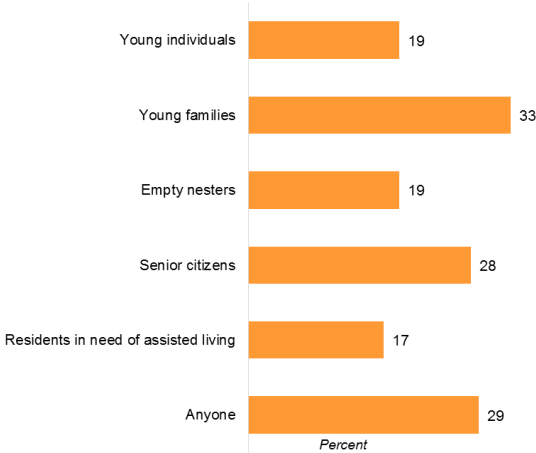
Residents who reported that they do not think there is adequate amount of moderate income housing were asked what groups are more deserving of moderate income housing. Thirty-three percent of these residents would support providing moderate income housing to *young families*, followed closely by *senior citizens* (28%). Similar proportions of residents would support providing moderate income housing for *young individuals* (19%), *empty-nesters* (19%) and residents in need of *assisted living* (17%). Still, there is a somewhat broad, egalitarian perception that there should be more moderate income house for *anyone* (29%).

Residential Development:

Do you think there is adequate moderate income housing in Cape Elizabeth?



Who would you like to provide moderate income housing for? | (56%)



Amonq: All Respondents

Note: Figures may not sum to 100% due to rounding

Commercial Development

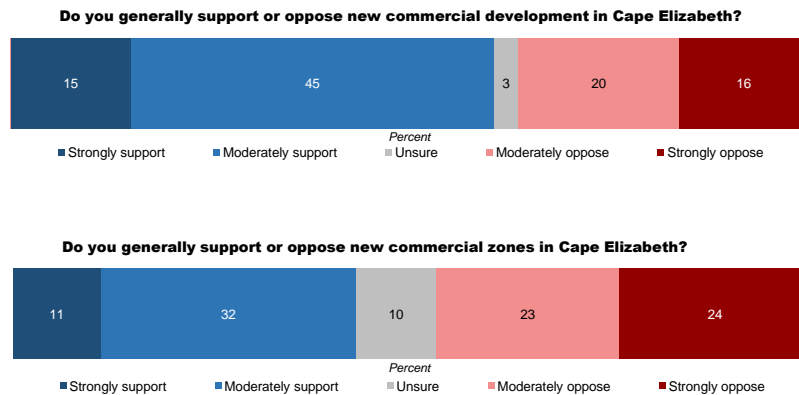
There is stronger support for commercial development than new residential development.

Residents were asked whether they generally support or oppose new commercial development in the Town of Cape Elizabeth. Sixty percent of residents reported that they *strongly* (15%) or *moderately* (45%) support new commercial development, while far fewer (36%) *moderately* (20%) or *strongly* (16%) oppose new commercial development. Only three percent of residents are *unsure* how they feel about new commercial development.

There is less support for establishing designated commercial zones. Overall, Forty-three percent of residents said that they *strongly* (11%) or *moderately* (32%) support new commercial zones, while forty-seven percent of residents *strongly* (24%) or *moderately* (23%) oppose new commercial zones in Cape Elizabeth. Ten percent of residents said that they are *unsure*.

These results suggest that a majority of Town residents generally support new commercial development, but either oppose or are confused by the idea of restricting new commercial development to specific zones.

Commercial Development:



Among: All Respondents

Note: Figures may not sum to 100% due to rounding

Small retail spaces and small bakeries or coffee shops are among the types of commercial businesses Cape Elizabeth residents would like to see most.

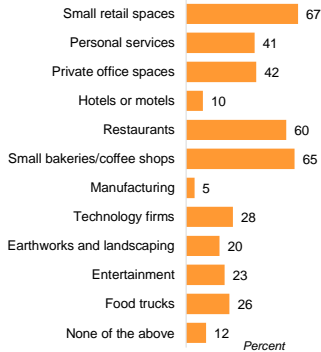
Residents were asked what types of new commercial businesses they would like to see in Cape Elizabeth, if any. The greatest potential demand for new businesses include *small retail stores* (67%), *small bakeries and/or coffee shops* (65%) and *restaurants* (60%). All three of these types of businesses would be supported by nearly two-thirds of Town residents.

There is moderately strong support for private office spaces (42%) and business that offer personal services (41%).

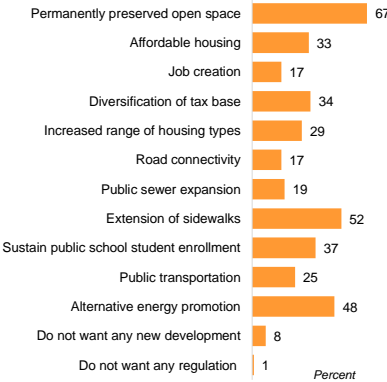
There is modest support for *technology firms* (28%), *food trucks* (26%), *entertainment businesses* (23%) and *landscaping businesses* (20%). There is limited support for *hotels or motels* (10%) or *manufacturing* (5%).

Commercial Development:

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



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



Among: All Respondents

Note: Figures may not sum to 100% due to rounding

Cape Elizabeth residents would want permanently preserved open space included in any new development in the Town.

Residents were asked what they would want included in any new development in Cape Elizabeth. The majority of residents (67%) reported they would want *permanently preserved open spaces* included in any new development in Cape Elizabeth. A majority also reported that they would want to see *extensions of sidewalks* (52%).

Other popular components associated with new development include plans to promote *alternative energy* (48%), efforts to *sustain public school student enrollment* (37%), a more diverse *tax base* (34%), more *affordable housing* (33%) and an increase in the range of *housing types* (29%).

Only eight percent of residents report outright that they do not want any new development in Town.

Ten-Year Plan

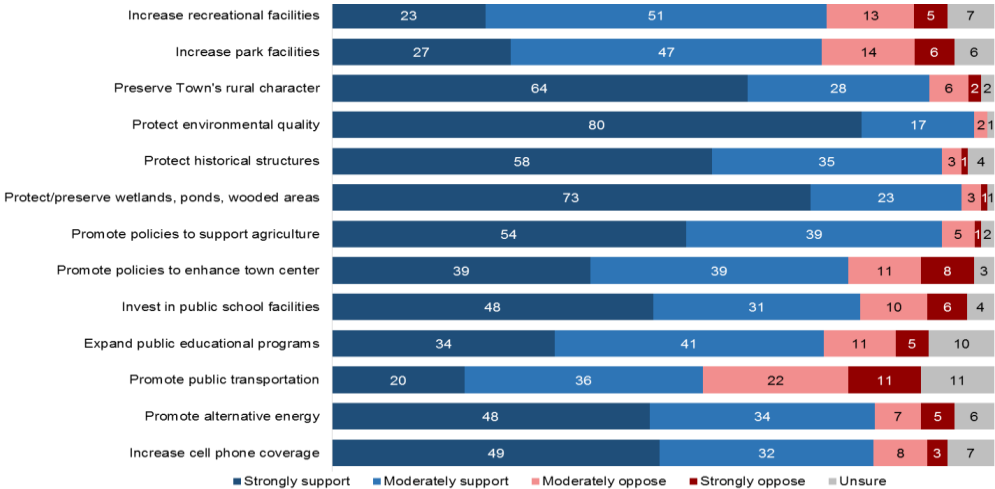
Protecting the natural environment top the list of priorities for a new 10-Year Plan.

Residents were asked if they support or oppose a variety of different initiatives that could be part of a new 10-year plan for the Town of Cape Elizabeth. Protecting the quality of the natural environment top the list of community values. Ninety-seven percent of residents *strongly* (80%) or *moderately* (17%) support efforts to protect environmental quality. Ninety-six percent of residents *strongly* (73%) or *moderately* (23%) support efforts to protect and preserve wetlands, ponds and wooded areas. Ninety-two percent of residents *strongly* (64%) or *moderately* (28%) support efforts to preserve the Town’s rural character.

Ninety-three percent of residents *strongly* (58%) or *moderately* (35%) support efforts to protect historical structures, and 93 percent *strongly* (54%) or *moderately* (39%) support policies to sustain and promote agriculture.

Eighty-one percent of residents *strongly* (49%) or *moderately* (32%) support efforts to increase cell phone coverage in Town. Eighty-two percent *strongly* (48%) or *moderately* (34%) support efforts to promote alternative energy. Seventy-nine percent of residents *strongly* (48%) or *moderately* (31%) support efforts to invest in public school facilities. Fewer residents feel strongly (34%) about efforts to invest in public educational programs.

Ten-Year Plan:



Amona: All Respondents

Note: Figures may not sum to 100% due to rounding

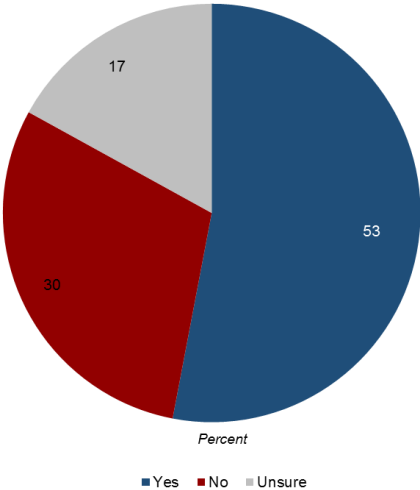
There is less robust support for increasing park and recreational facilities, and public transportation.

Seventy-four percent of residents strongly (27%) or moderately (47%) support efforts to increase park facilities, and seventy-four percent strongly (23%) or moderately (51%) support efforts to increase recreational facilities. Finally, only 56 percent of residents strongly (20%) or moderately (36%) support efforts to promote public transportation.

The majority of Cape Elizabeth residents think Fort Williams Park should be used to generate funds for the Town.

Residents were asked if they think that the Town of Cape Elizabeth should utilize Fort Williams Park to generate funds for the Town. The majority of residents reported that the Town *should* (53%) use Fort Williams Park to generate funds for the Town. Only 30 percent of residents think that the Town *should not* use Fort Williams Park to generate funds for general municipal purposes.

The Town should utilize Fort Williams Park to generate funds?



Among: All Respondents

Note: Figures may not sum to 100% due to rounding

Residents shared additional comments with the Comprehensive Plan Committee.

Cape Elizabeth residents were asked, in an open-ended format, if they have any additional comments they would like to share with the Comprehensive Plan Committee. Sixty-four percent of residents provided a response to this question. A word cloud was created as a graphic representation of residents' open-ended responses. Popular responses include those mentioning *use Fort Williams to generate income, Thank you for the work on the Committee, preserve parks and beaches and keep the rural atmosphere of the Town.*

Do you have any additional comments you would like to share with the Committee?



Among: 64% of all respondents

Summary of Key Findings

Life in Cape Elizabeth

- Residents choose to live in Cape Elizabeth because it offers a high quality of life, principally associated with its small-town rural character, enhanced by its location on the Atlantic Ocean. High quality schools and close proximity to Portland make it livable for higher income working families.
- The two biggest complaints residents express about living in Cape Elizabeth are the high cost of property taxes and the high cost of housing. Still, these appear to be tolerable costs of living in Town, as 84 percent of residents are either *extremely* (31%) or *very* (53%) *satisfied* with living in Cape Elizabeth.

Quality of Life

- The majority of Town residents are highly satisfied with opportunities to enjoy the outdoors through parks, recreational facilities and walking trails. They are also highly protective of open spaces, the historic / rural character of the Town and its farming and agricultural heritage. Any future development that compromised or encroached upon these valued aspects of Town life would likely upset the majority of Town residents.
- Residents generally express high levels of satisfaction with Town services. The only area that is rated lower than the others under investigation is the condition of paved roads.

Residential Development

- More residents support new residential development (49%) than oppose it (42%). There is much greater support for the development of single family homes, condominium and town houses than there is for apartments, multi-family homes, manufactures or mobile homes. These results generally suggest that residents would prefer new residential development that maintains the upper-scale nature of the Town.

Commercial Development

- There is solid majority support (60%) for new commercial development in Town. Residents do not express support for commercial development restricted to commercial zones.
- Support for commercial development is largely restricted to small businesses, including small retailers, restaurants, bakeries, coffee shops and private office spaces.

New Development

- Support for any type of new residential or commercial development presupposes that the Town redoubles its efforts to permanently preserve open spaces.
- Many residents would prefer any new residential or commercial development include the extension of sidewalks and the promotion of alternative energy.

Ten-Year Plan

- A new 10-year plan for the Town of Cape Elizabeth should focus principally on what residents value most today, which is the preservation of environmental quality, protecting wetlands, ponds and wooded areas, farms and agricultural activity and protecting the Town's rural character.
- Residents would likely resist any initiatives that did not protect any existing parks, outdoor recreational areas and trails. But the need to expand parks, recreational areas and trails is not a priority. In fact, expanding these outdoor facilities is ranked much lower than most other areas under investigation, with the sole exception of promoting public transportation.
- Actionable initiatives for a new 10-year plan appear to include: 1) investing in public school facilities; 2) increasing cell phone coverage; 3) promoting alternative energy; and 4) promoting policies to enhance the Town center.
- There is also majority support for using Fort Williams to raise funds for the Town.

Appendix A: Graphic Presentation

The Town of Cape Elizabeth, ME 2017

Comprehensive Plan 2019 Committee – Public Opinion Survey (1 of 17)

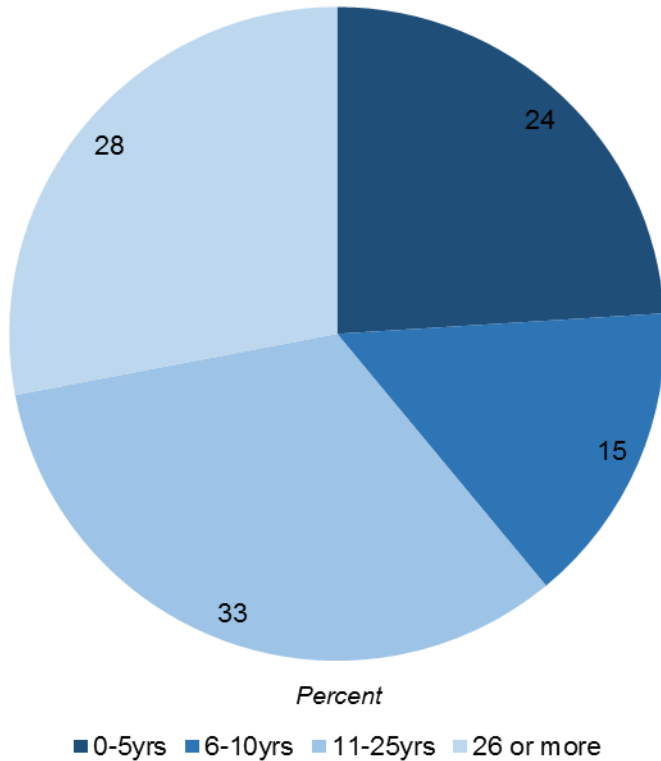


- Survey administered by RKM Research, Inc. for the Town of Cape Elizabeth Comprehensive Plan 2019 Committee
- Online survey administered September 29, 2017 – October 20, 2017
- Systematic survey of 783 respondents
 - Respondents are age 18 or older and are residents of Cape Elizabeth, ME
 - 367 respondents accessed the survey using the link on postcard sent through mail
 - 416 respondents accessed the survey through the Town's website
- Purpose
 - Identify the reasons why residents choose to live in Cape Elizabeth.
 - Evaluate residents' satisfaction with living in Cape Elizabeth.
 - Determine how residents rate the quality of local services.
 - Identify residents' views toward residential development.
 - Identify residents' views toward commercial development.
 - Identify residents' planning priorities for the future.

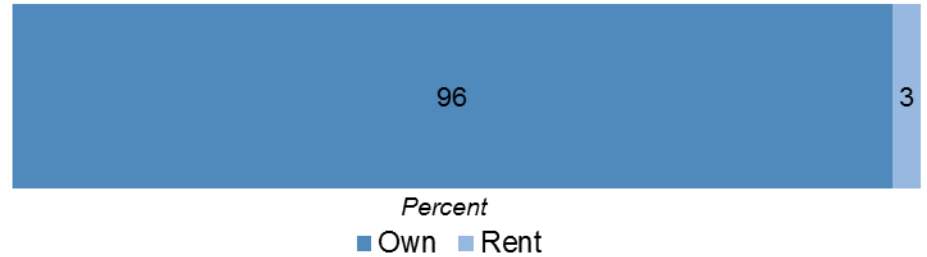


Cape Elizabeth Residents:

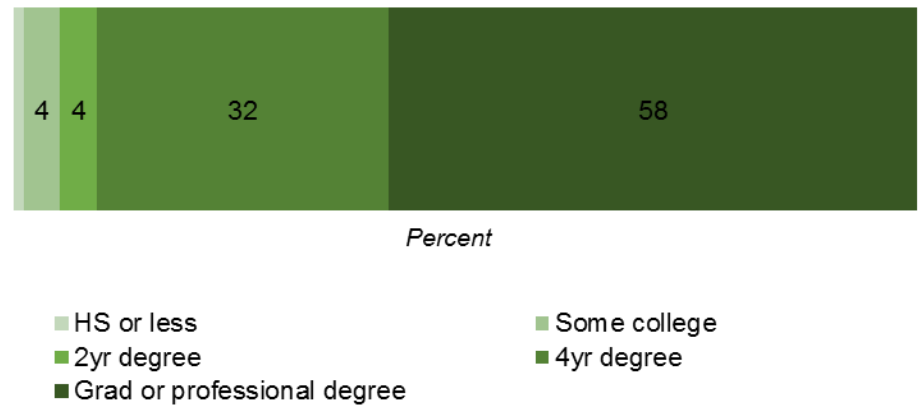
How many years have you lived in Cape Elizabeth?



Do you own or rent the place where you live?

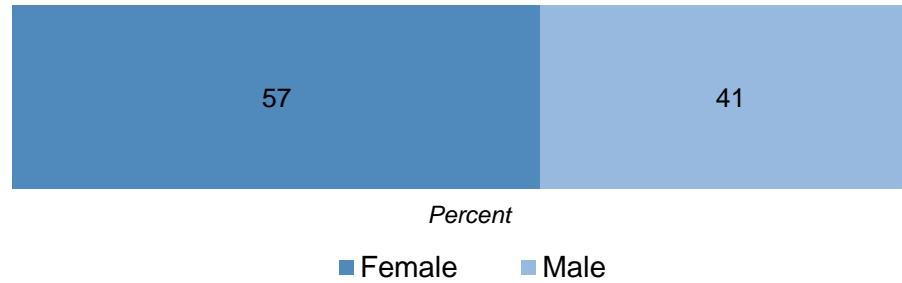


What is the highest grade or level of education you've completed?

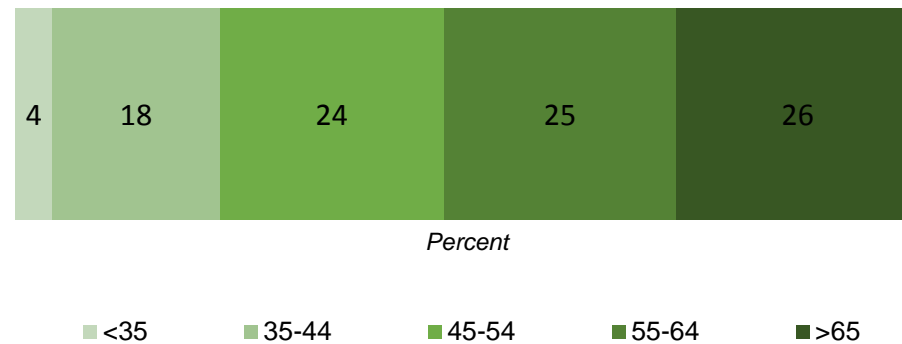


Cape Elizabeth Residents:

Gender:



Age:

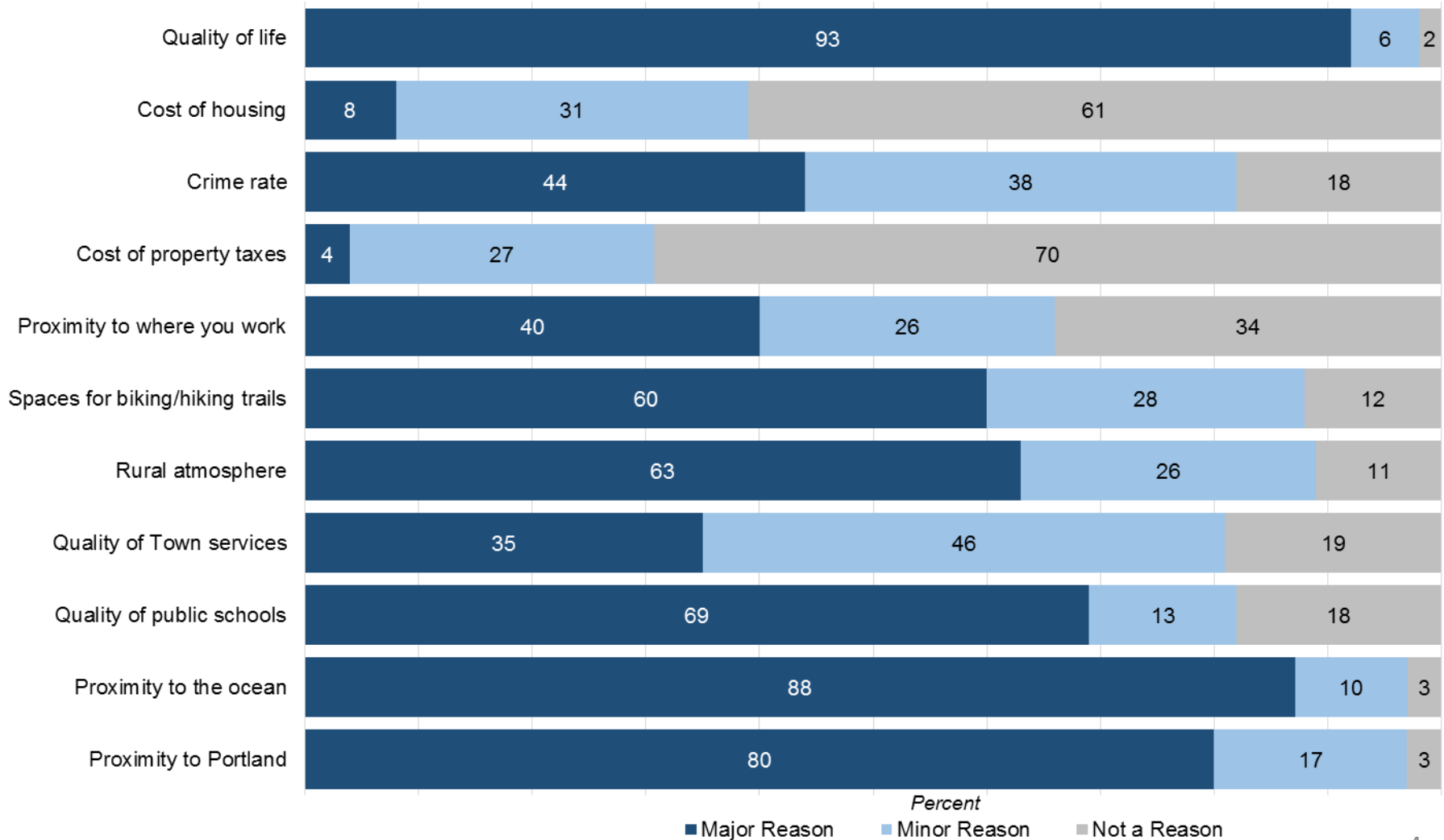


The Town of Cape Elizabeth, ME 2017

Comprehensive Plan 2019 Committee – Public Opinion Survey (4 of 17)



Reasons for Choosing to Live in Cape Elizabeth:



Note: Figures may not sum to 100% due to rounding

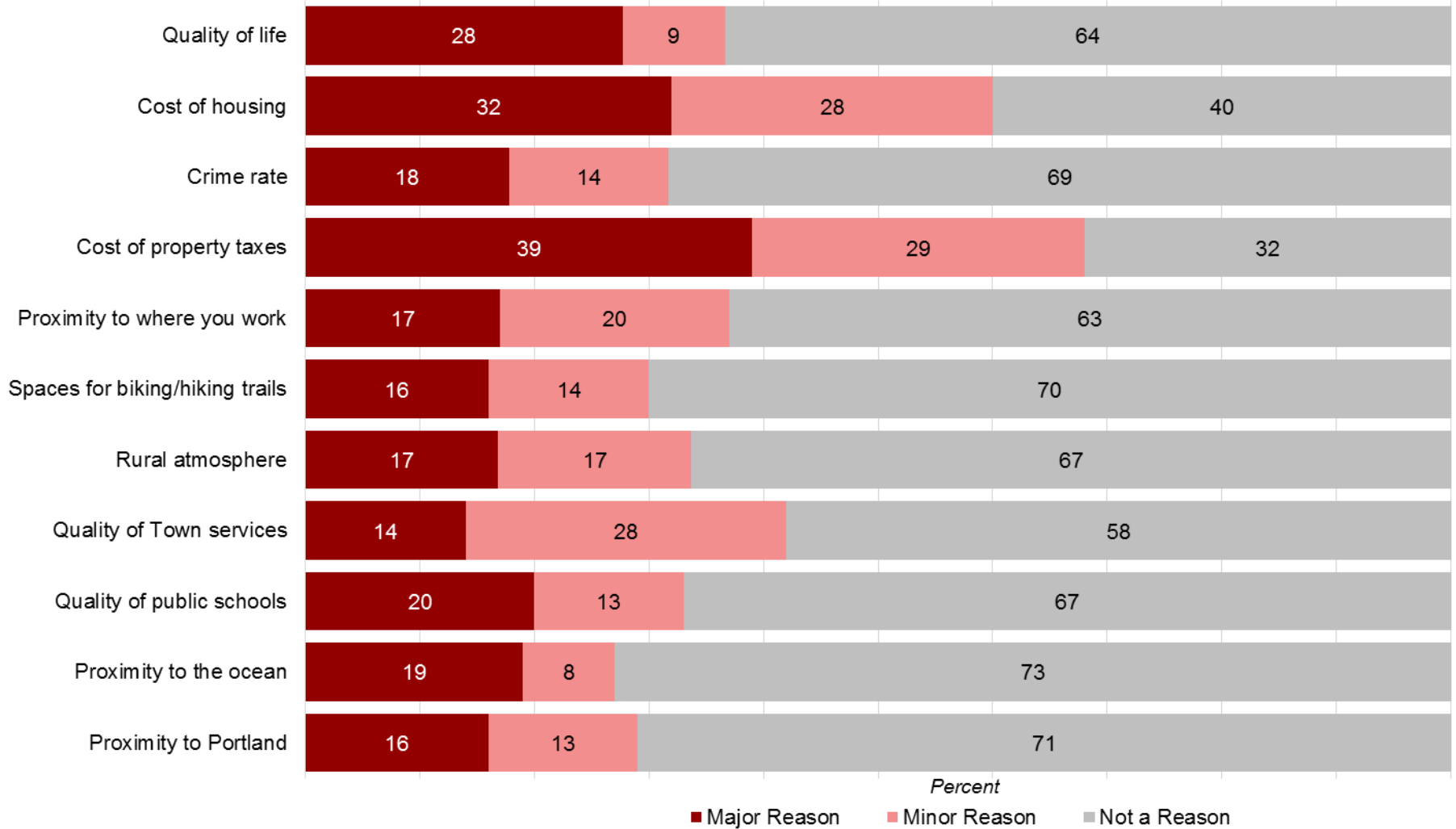
Among: All Respondents

The Town of Cape Elizabeth, ME 2017

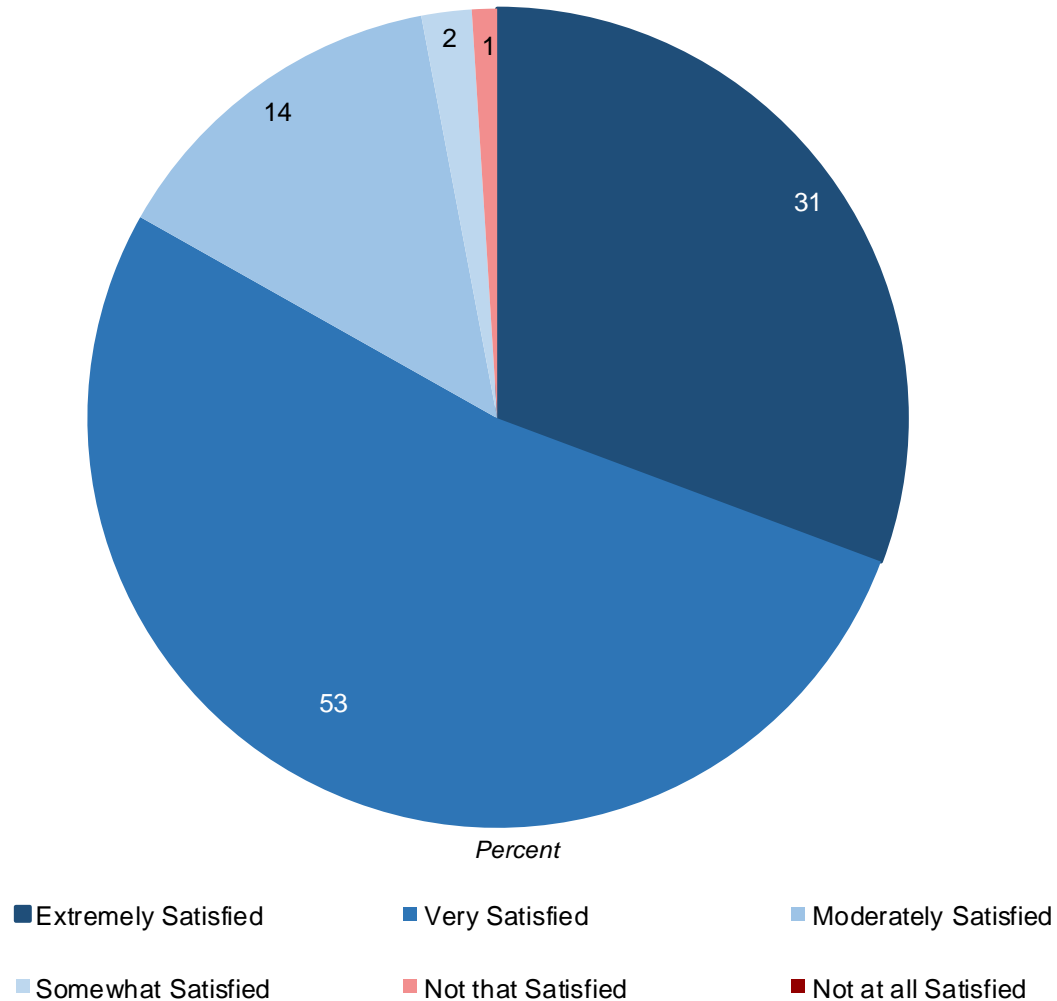
Comprehensive Plan 2019 Committee – Public Opinion Survey (6 of 17)



Reasons for Possibly Choosing to Move Out of Cape Elizabeth:



What is Your Overall Satisfaction Living in Cape Elizabeth?

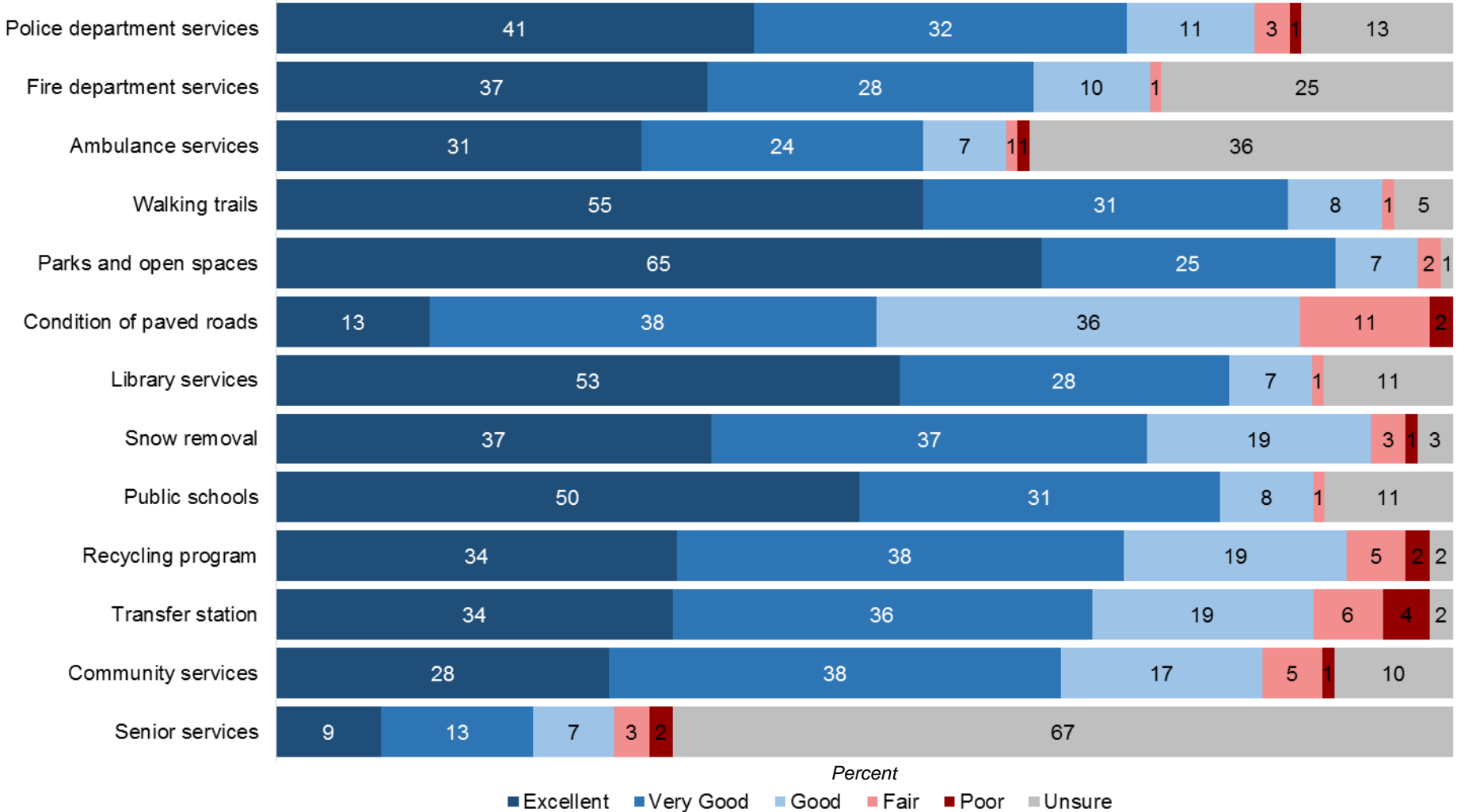


The Town of Cape Elizabeth, ME 2017

Comprehensive Plan 2019 Committee – Public Opinion Survey (9 of 17)



Rate the Overall Quality of Each of the Following Local Services in Cape Elizabeth?

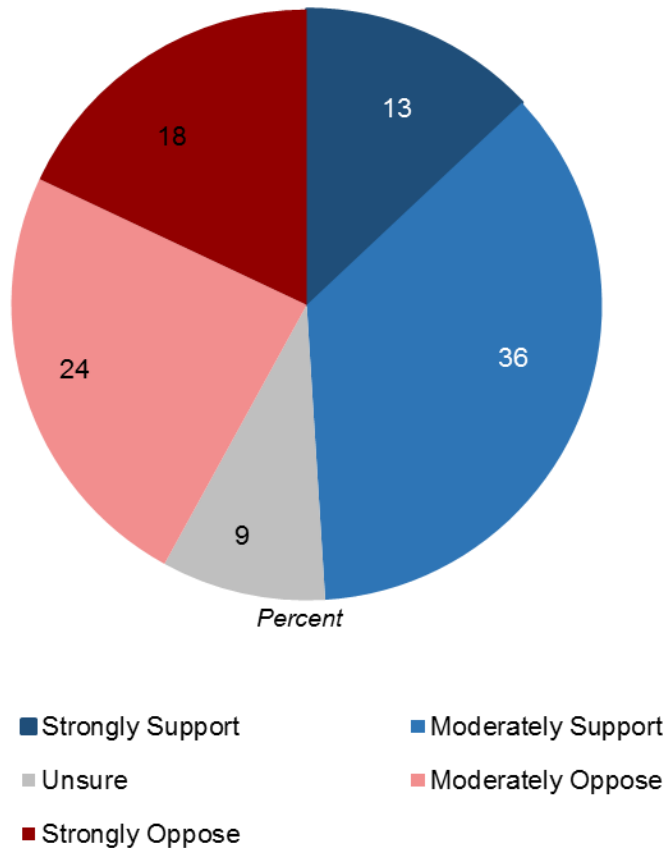


Note: Figures may not sum to 100% due to rounding

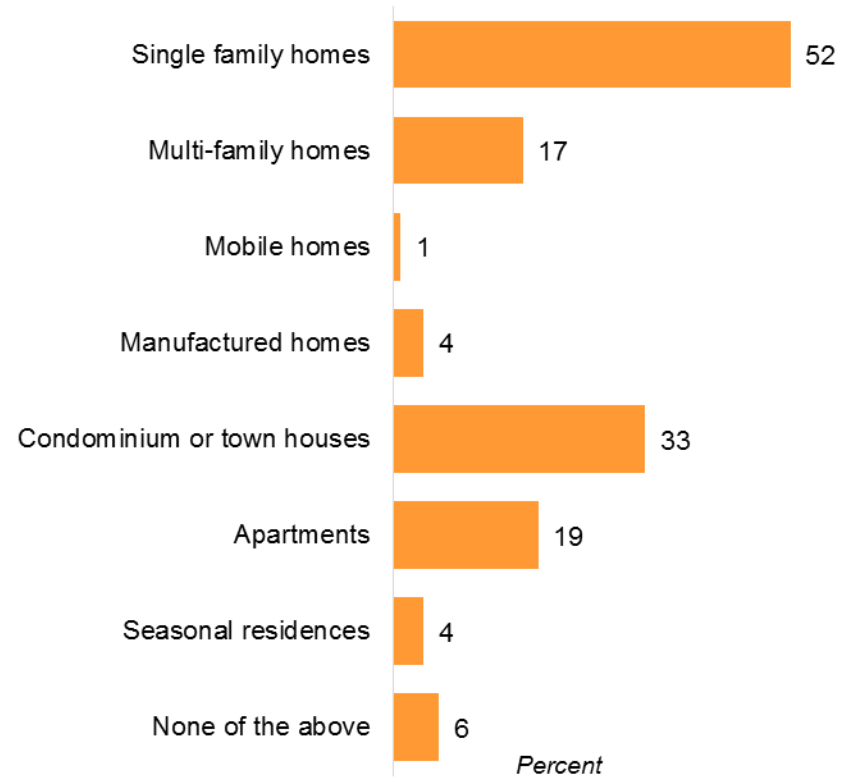
Among: All Respondents

Views Towards New Residential Housing Development in Cape Elizabeth?

Position on Residential Development?

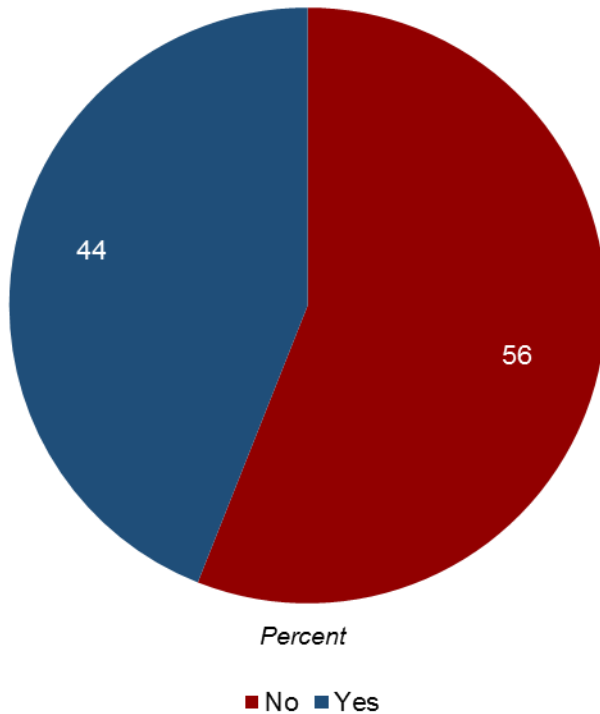


Type of Residential Development You Could Support? (82%)

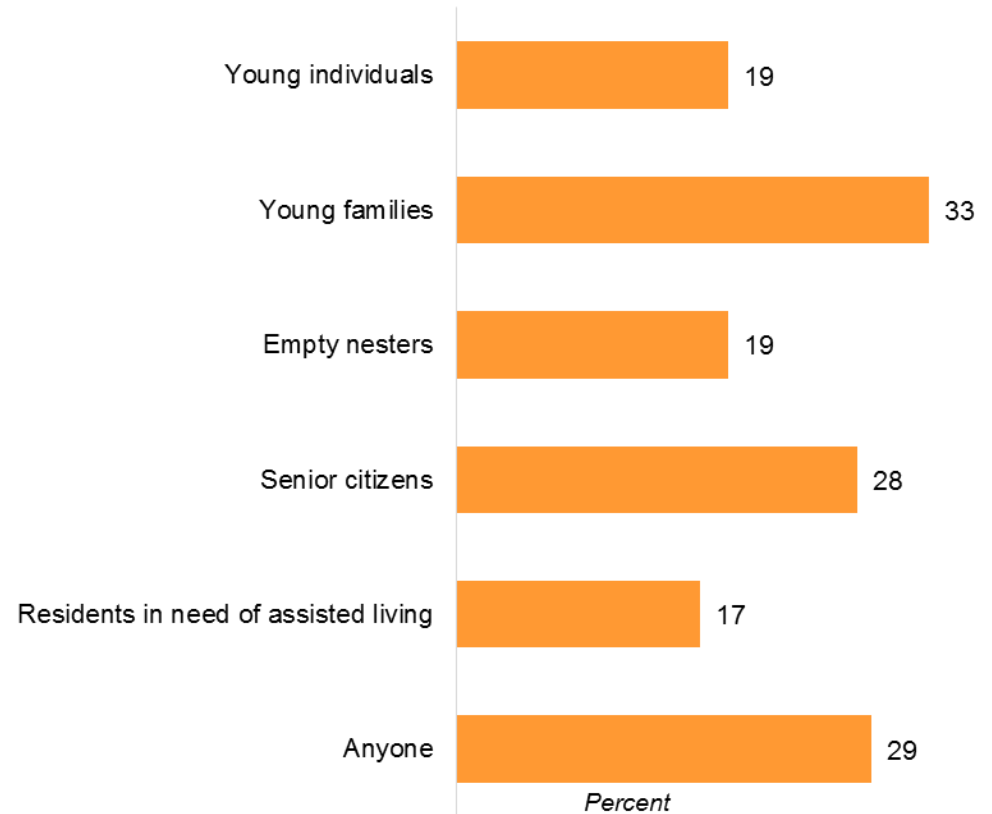


Residential Development:

Do you think there is adequate moderate income housing in Cape Elizabeth?

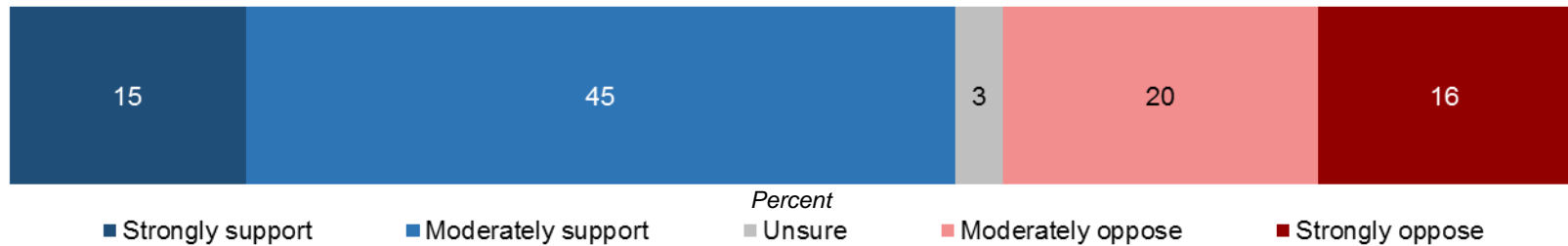


Who would you like to provide moderate income housing for? | (56%)

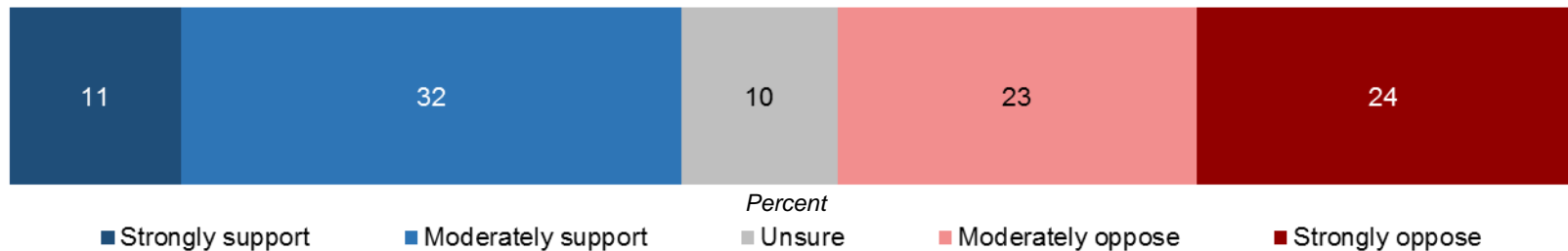


Views Toward New Commercial Development in Cape Elizabeth:

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

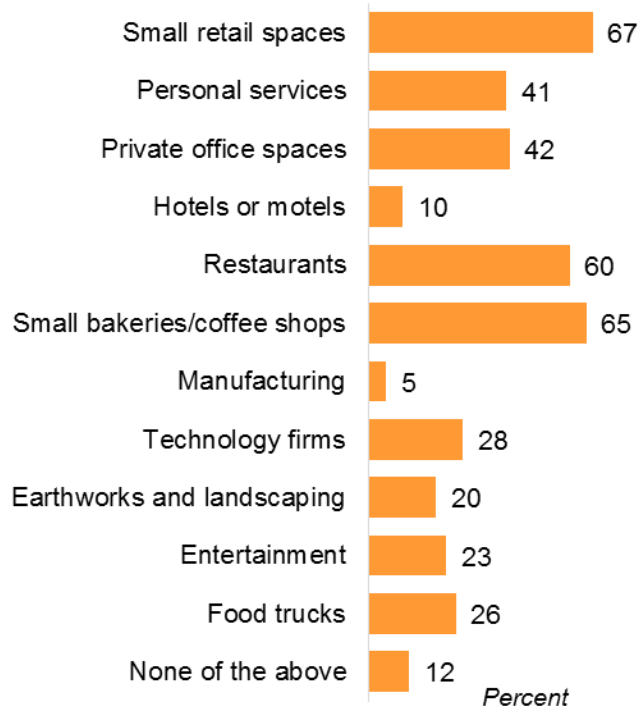


Do you generally support or oppose new commercial zones in Cape Elizabeth?

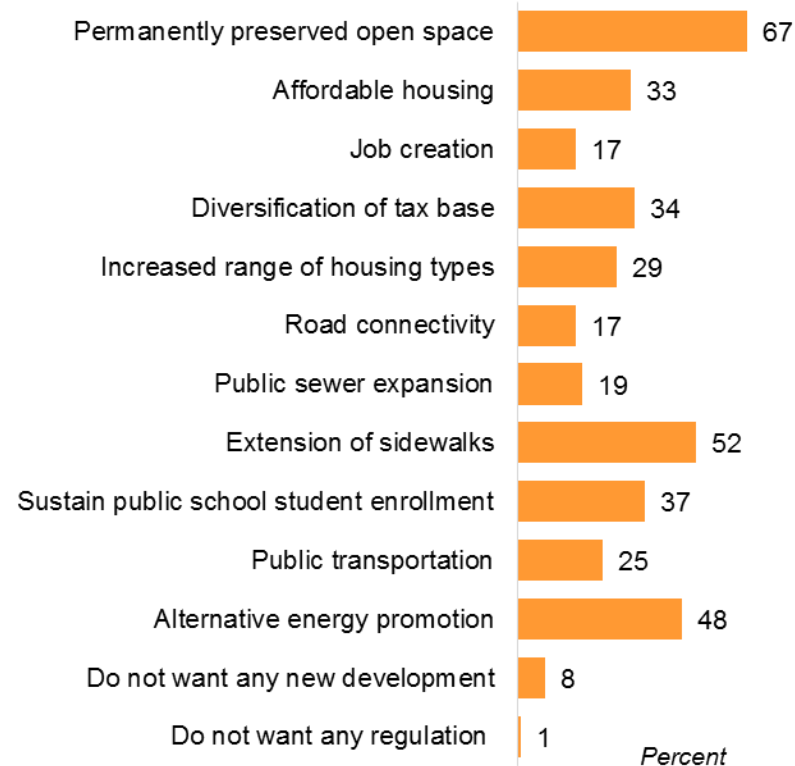


Views Towards Types of Commercial Development in Cape Elizabeth:

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



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

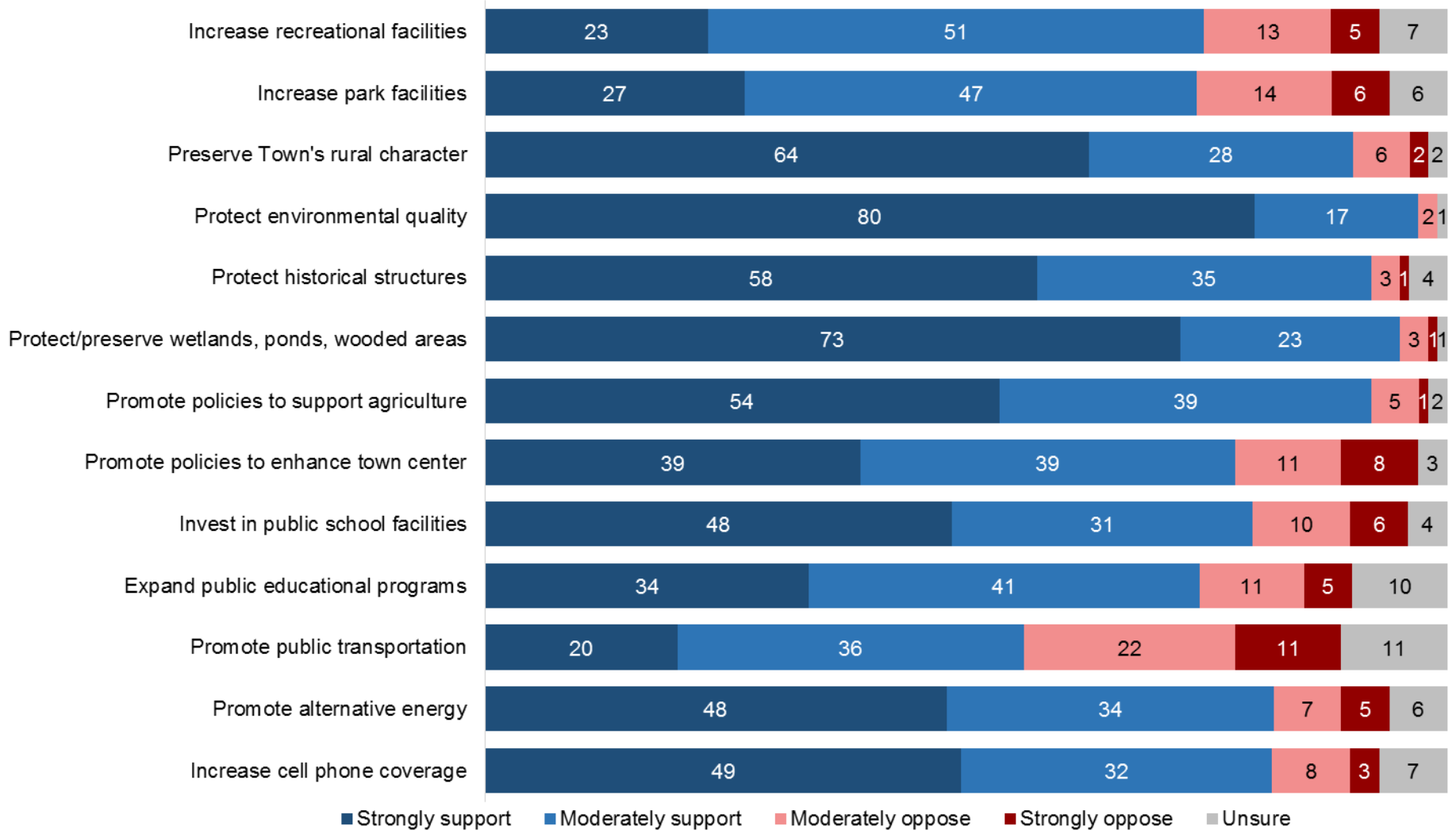


The Town of Cape Elizabeth, ME 2017

Comprehensive Plan 2019 Committee – Public Opinion Survey (15 of 17)

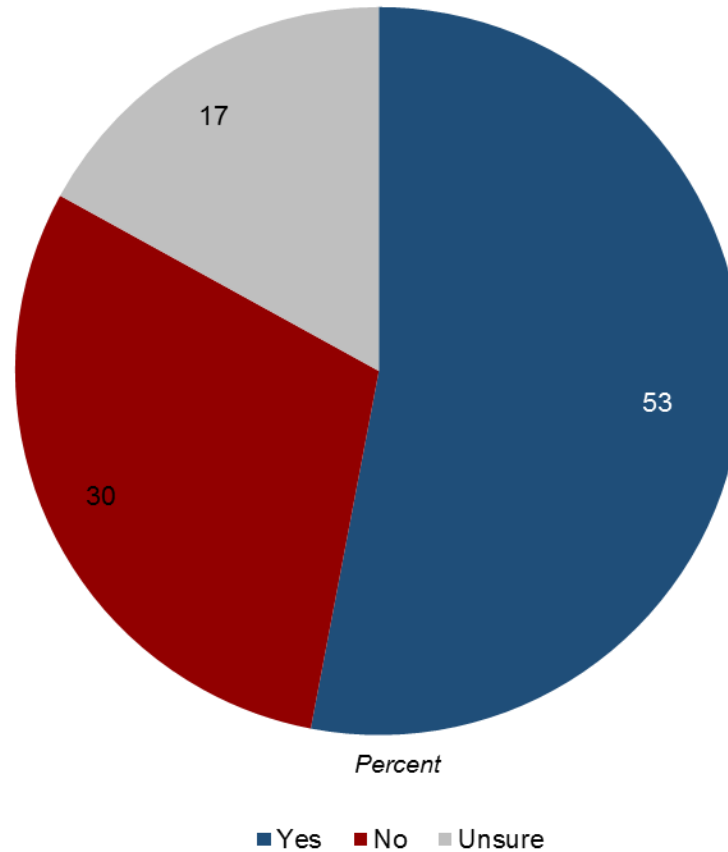


Position on planning Priorities for the Next 10 Years:



Note: Figures may not sum to 100% due to rounding

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



Do you have any additional comments that you would like to share with the Comprehensive Plan Committee? (64% provided response)

