

Scarborough Community Center Survey- Final Results

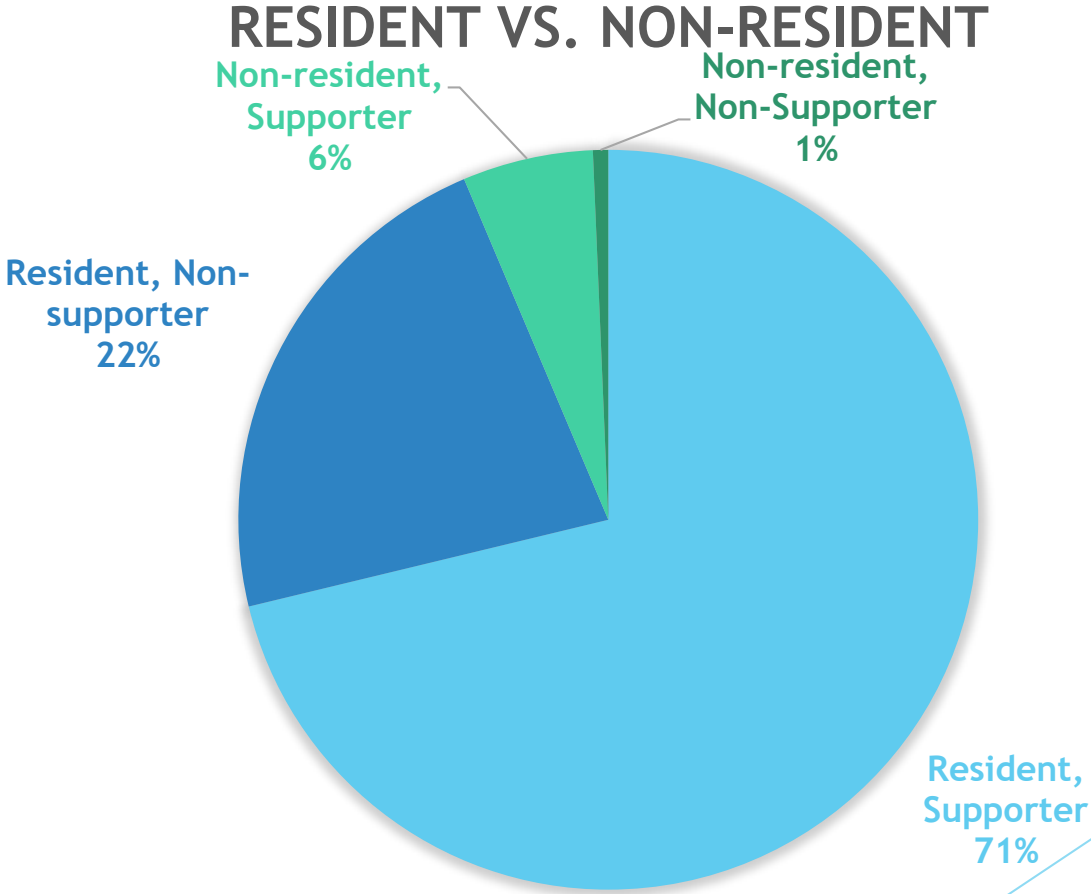
Updated November 4, 2019

Presentation and analysis of results subject to further
review by the committee.

Data based on results as of October 25, 2019 4:30pm.

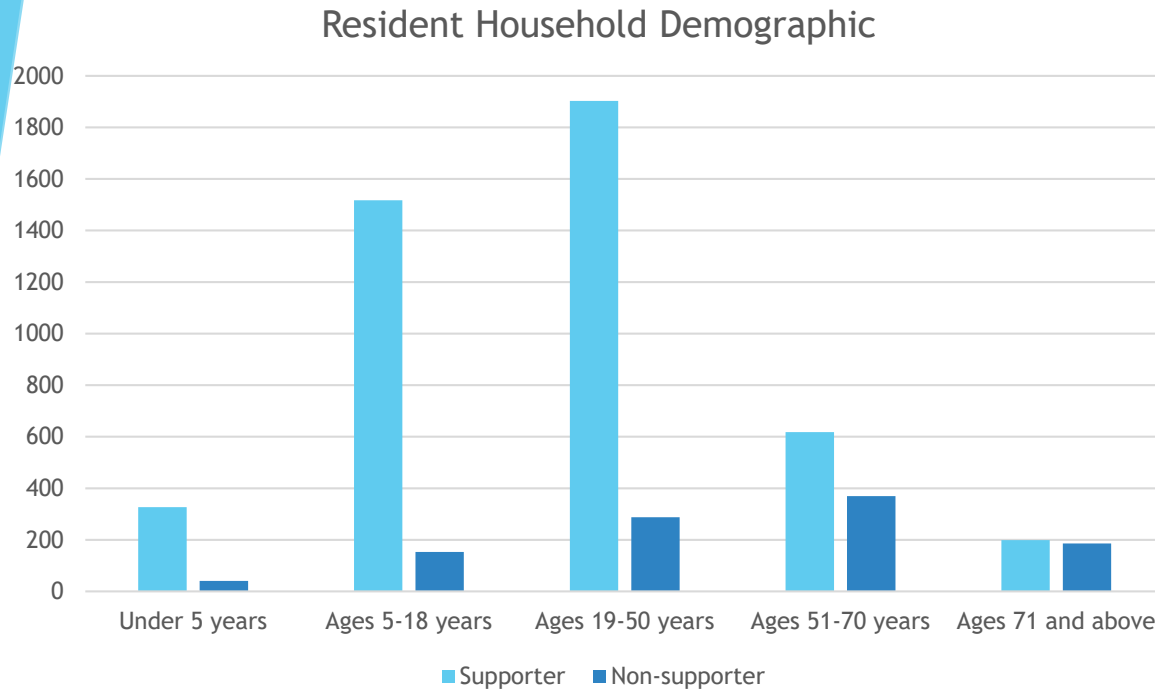
Respondent breakdown

- ▶ Total respondents - 1804
 - ▶ Residents - 1689
 - ▶ Supportive - 1285
 - ▶ Non-supportive - 404
 - ▶ Non-Residents - 115
 - ▶ Supportive - 103
 - ▶ Non-supportive - 12
 - ▶ See Appendix for zip codes



Data based on results as of October 25, 2019 4:30pm.

Demographic Breakdown of Resident Respondents



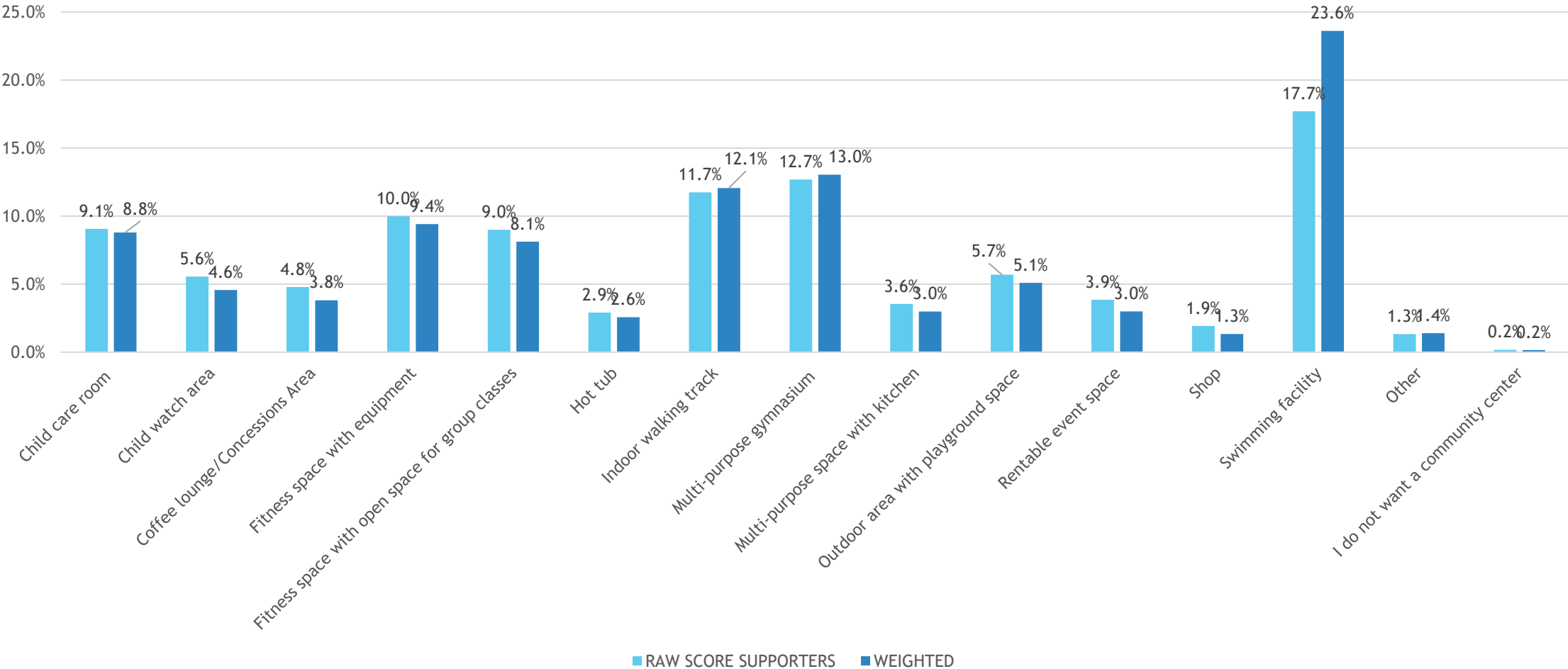
Note: One survey per adult in household was permitted. There could be duplication if two adults in family of 4 completed the survey.

Data based on results as of October 25, 2019 4:30pm.

77% of 1804 respondents answered yes to Q#5 supporting the construction of a Community Center as described - flex space for meetings, parties; space for seniors, teens and childcare; and multi-purpose gymnasium.

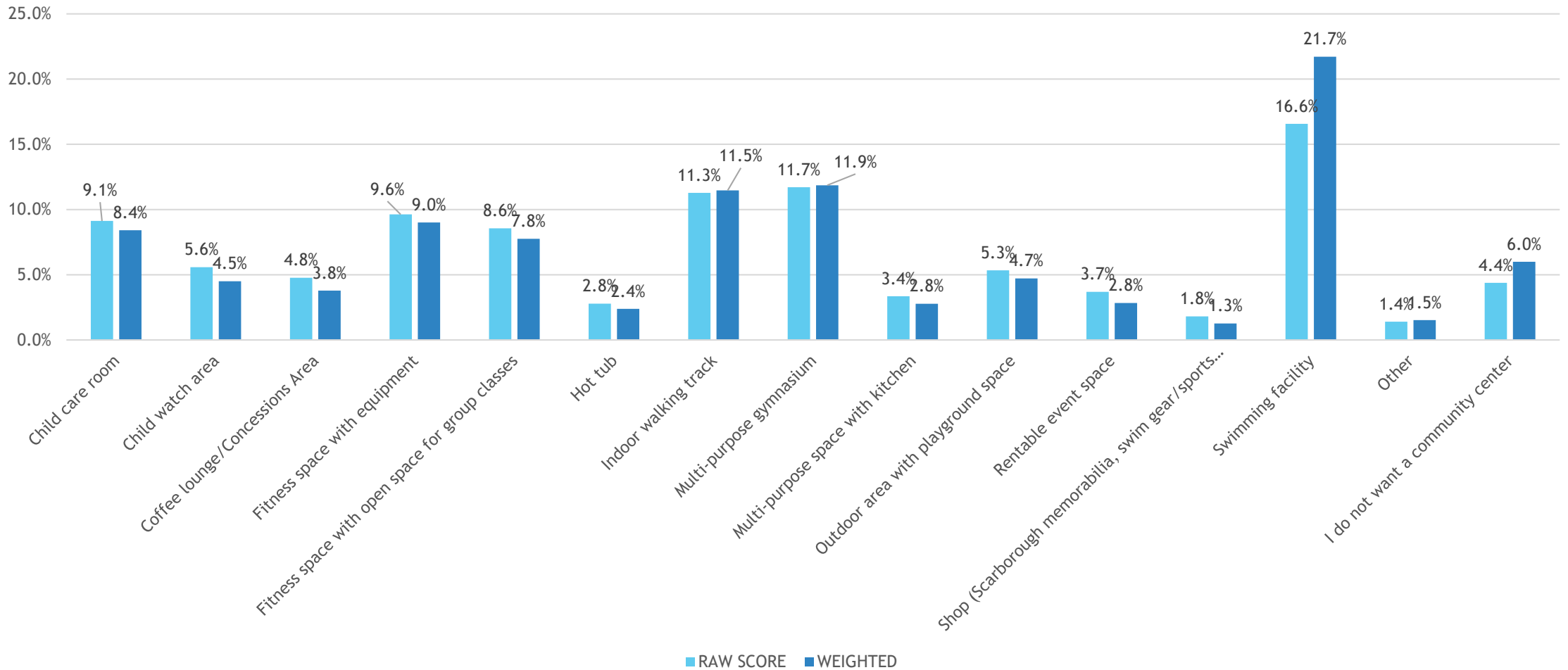
- ▶ Top 5 amenities selected were the same based on raw scores and applying weighted factors.
 - ▶ Swimming facility
 - ▶ Multi-purpose gymnasium
 - ▶ Indoor walking track
 - ▶ Fitness space with equipment
 - ▶ Childcare room (before/aftercare)

Q#6 RANK TOP 5 AMENITIES DESIRED BY SUPPORTERS



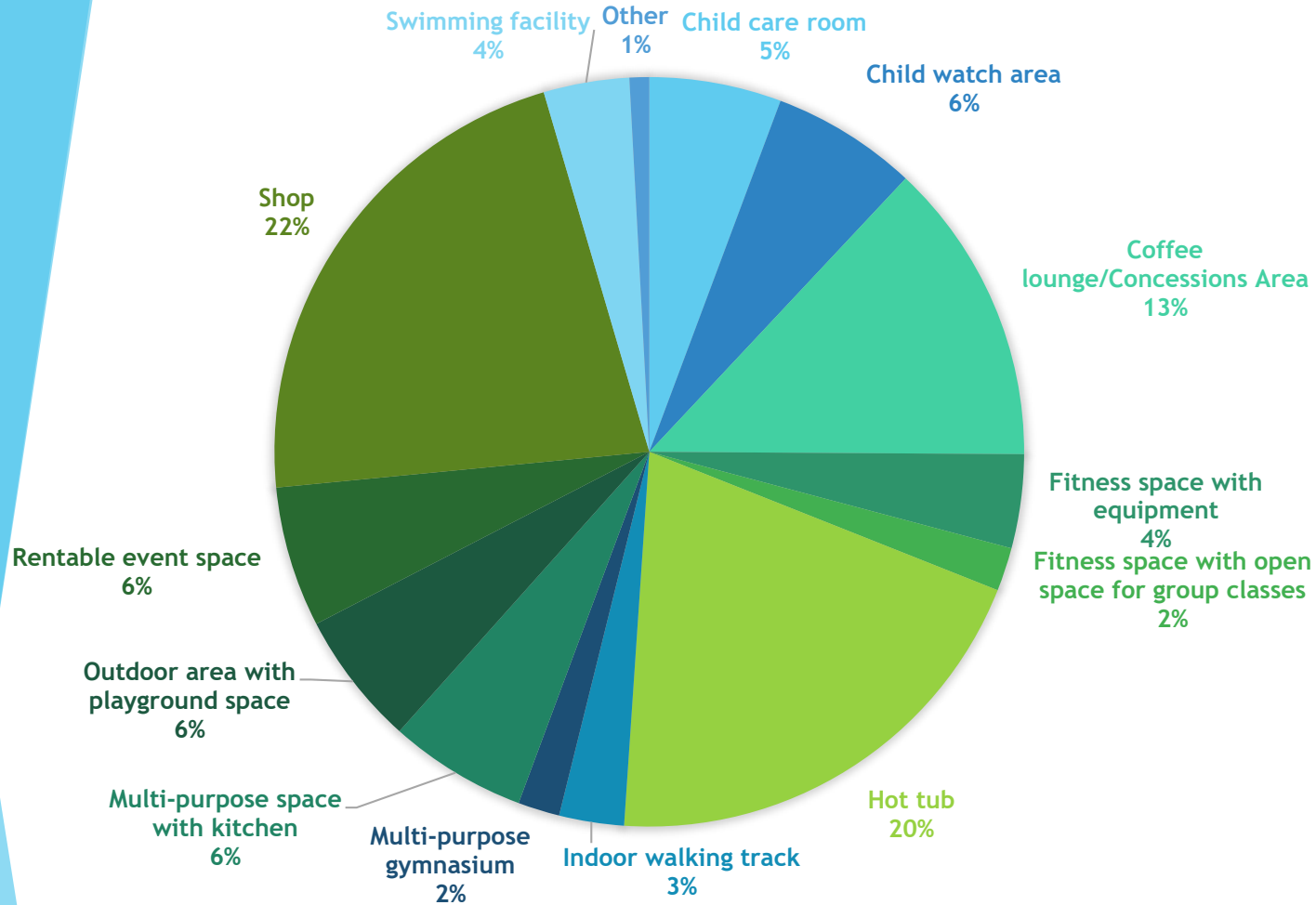
See appendix for weight factors applied.

Q#6 RANK TOP 5 AMENITIES DESIRED BY ALL RESPONDENTS



See appendix for weight factors applied.

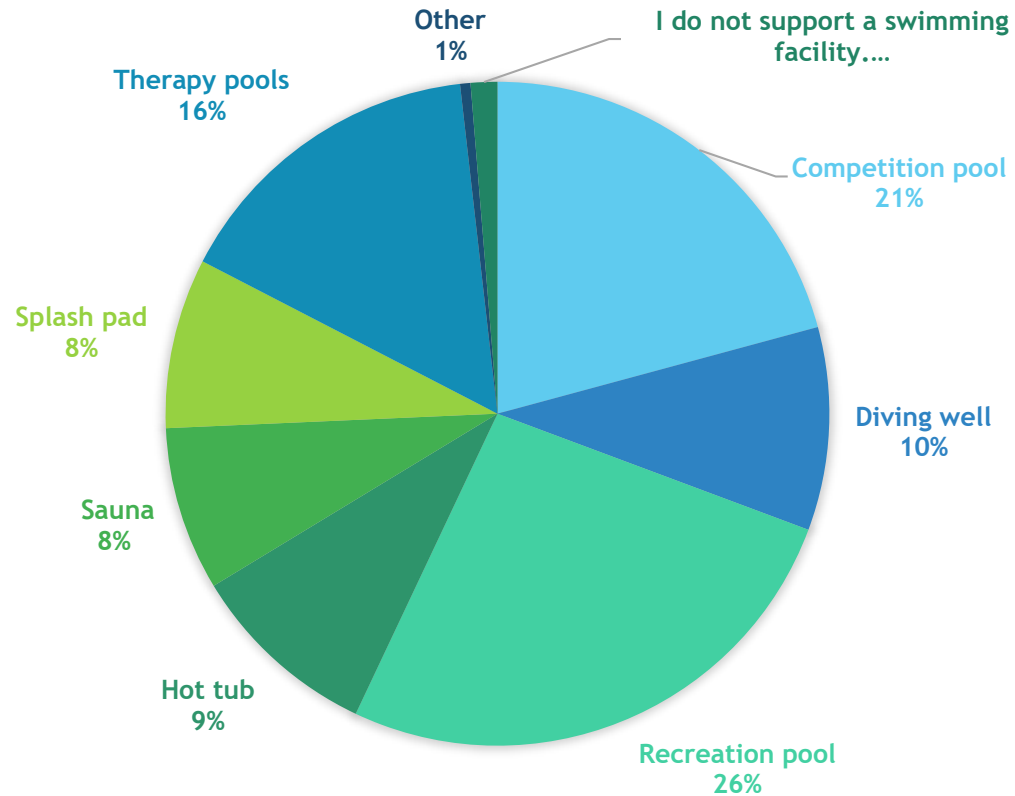
Q#7 LEAST DESIRED AMENITIES



Shop, Hot tub and Coffee lounge/Concessions area were the top 3 least desired amenities.

Data based on results as of October 25, 2019 4:30pm.

Q#8 AMENITIES IN A SWIMMING FACILITY



When asked what amenities would be desired in a swimming facility, supporters of a community center selected recreation pool, competition pool and therapy pools most frequently.

Preferred funding methods



- ▶ When asked what funding methods are preferred
 - ▶ 43% of resident supporters prefer to have low user fees with a maximum .30 added to the mil rate
 - ▶ 44% of resident supporters prefer to have moderate user fees with minimal impact on property taxes
- ▶ 92% of resident supporters are willing to pay a membership fee to access certain amenities.

| | Resident (404) | Non-Resident (12) |
|--|-------------------|----------------------|
| The Town has other needs that should be a priority. | 35% | 32% |
| I believe the cost would be greater than the benefit. | 33% | 32% |
| I would not use a Community Center. | 14% | 21% |
| I belong to another facility that has similar amenities. | 3% | 5% |
| Other (Describe in comments) | 15% | 11% |

Reasons provided by respondents who do not support the construction of a Community Center

Almost 2,000
comments
received from
the survey.

- ▶ Of the 2,000 comments, ~1,100 from non-supporters and 900 were from supporters.
- ▶ Comments were analyzed in several different ways.
- ▶ Comment analysis combined answers from Q14 and Q15.

Comment themes among non-supporters

| Theme | # of Comments | Example Comment |
|--|---------------|--|
| Proposal is unclear/not enough information/rushed decision | 21 | "These decisions need to be made with ample time and opportunity for tax payers to become informed and participate in decision-making. The town should not cede to pressure from so called developer deadlines and other unreasonable requirements." |
| Taxes/taxpayer burden | 86 | "Taxes are too high and the town has too many bond obligations as is. The town needs to live within its means financially. People on a fixed income can not afford the increases that are being proposed." |
| Vote/referendum | 53 | "As the cost will affect all Scarborough tax payers, I think the issue of a community center should come before the voters as a referendum." |
| Debt/town spending | 82 | "Our town has spun out of control with spending. This debt needs to decrease before we take on a project like this." |
| School/library/other town priorities | 29 | "Primary schools are a higher priority. Town can not afford to build primary school, expand library and get involved in a community center. Primary school should be the priority at this time." |
| Not opposed | 21 | "We really need the pool in Scarborough. Also, Scarborough residents should have a much cheaper membership rate than surrounding towns." |
| References to private development | 29 | "I think it is a horrible idea to let an out of state company build a private facility and have Scarborough lease it through them. Cut out that middle man. Build it ourselves." |
| All others | 40 | "Growth in the town is too rapid. Traffic on Route One is worse every year. Too much growth with little consideration of affect in town amenities and services." |

- ▶ Themes were identified as the **primary point** in a comment.
- ▶ "See previous comment" comments were not included in the analysis.

Comment themes among supporters

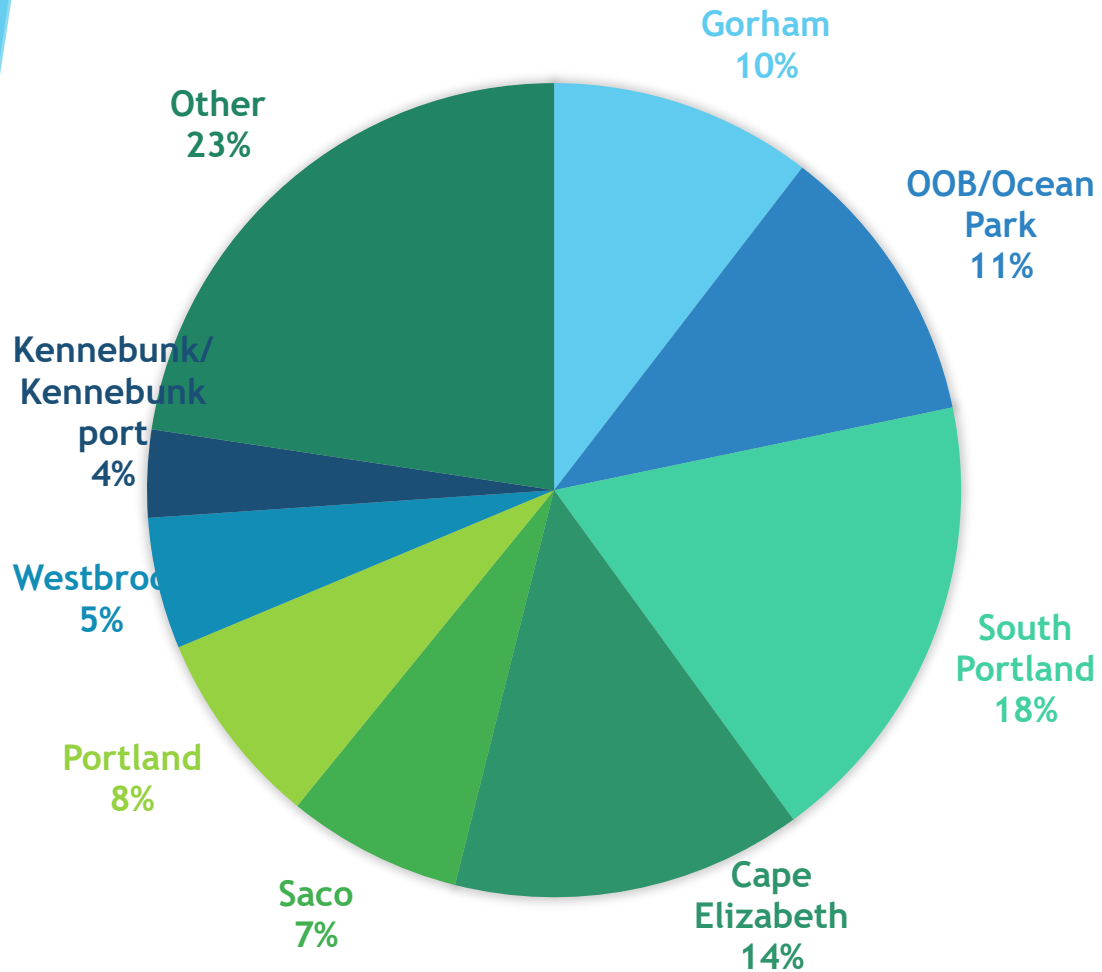
| Theme | # of Comments | Example Comment |
|-------------------------------------|---------------|--|
| General support | 170 | “This is long overdue in Scarborough...this is a huge benefit to the town and all of its residents.” |
| Support with conditions or feedback | 62 | “I think it would be important to have Scarborough resident and non-resident fees be different, to offset cost for residents and make it more affordable. Non-residents would come to the facility, without question.” |
| Amenity suggestion | 160 | “Having an athletic facility with multiple courts (basketball, tennis, racquetball, etc.) when I was young was a catalyst to my athletic career and I would very much like to have something like this available for my children.” |
| Don't support/critical | 11 | “The manner in which this proposal has been put forth, with no need for a vote, is less than transparent. Do not agree with the expense and the method.” |
| Support behind other priorities | 5 | “While I agree there is a need for a community center, some schools in town are bursting at the seams with the influx of new homes and developments, such as the downs development. I would like to see that issue prioritized.” |
| Other | 32 | “More information is needed to clearly outline this process, dates, relationship with the private Edge sports facility, what can be done to work together. Transparency of this proposal needs to happen and not rushed to make a decision.” |
| Questions | 14 | “Have you contacted the YMCA to see if they would support the town and make the center a YMCA?.” |

- ▶ Themes were identified as the **primary point** in a comment.
- ▶ “See previous comment” comments were not included in the analysis.
- ▶ Most common amenity suggestions were “pool” (57) and “ice rink” (35). Comments that suggested both a pool and ice rink were counted toward the general amenity number.

Appendix

Data based on results as of October 25, 2019 4:30pm.

Q#3 115 Non-residents responded from these towns.



“Other” - made up of towns with 2 or less respondents per town.

Data for Slide 5 Bar Graph - Supporters

| Amenities selected by Supporters (Resident & Non-resident) | | | | | | | |
|---|-------------|-------------|--------------|-------------|--------------|---------------|---------------|
| RAW SCORE | TOTAL | TOTAL | TOTAL | TOTAL | TOTAL | TOTAL | |
| Ranking | 1 | 2 | 3 | 4 | 5 | TOTAL | % |
| Child care room | 135 | 106 | 108 | 78 | 160 | 587 | 9.1% |
| Child watch area | 24 | 72 | 57 | 118 | 89 | 360 | 5.6% |
| Coffee lounge/Concessions Area | 32 | 33 | 70 | 77 | 98 | 310 | 4.8% |
| Fitness space with equipment | 74 | 146 | 158 | 164 | 105 | 647 | 10.0% |
| Fitness space with open space for group classes | 58 | 109 | 157 | 149 | 110 | 583 | 9.0% |
| Hot tub | 12 | 52 | 41 | 34 | 50 | 189 | 2.9% |
| Indoor walking track | 135 | 186 | 176 | 174 | 90 | 761 | 11.7% |
| Multi-purpose gymnasium | 137 | 215 | 207 | 150 | 113 | 822 | 12.7% |
| Multi-purpose space with kitchen | 26 | 30 | 56 | 55 | 63 | 230 | 3.6% |
| Outdoor area with playground space | 27 | 101 | 74 | 80 | 87 | 369 | 5.7% |
| Rentable event space | 15 | 35 | 55 | 67 | 78 | 250 | 3.9% |
| Shop | 8 | 14 | 19 | 27 | 57 | 125 | 1.9% |
| Swimming facility | 676 | 174 | 107 | 81 | 109 | 1147 | 17.7% |
| Other | 35 | 10 | 7 | 6 | 28 | 86 | 1.3% |
| I do not want a community center | 3 | 2 | 1 | 0 | 5 | 11 | 0.2% |
| Total | 1398 | 1287 | 1296 | 1264 | 1247 | 6477 | 100.0% |
| WEIGHTED | 1 | 0.8 | 0.6 | 0.4 | 0.2 | TOTAL | % |
| Child care room | 135 | 84.8 | 64.8 | 31.2 | 32 | 347.8 | 8.8% |
| Child watch area | 24 | 57.6 | 34.2 | 47.2 | 17.8 | 180.8 | 4.6% |
| Coffee lounge/Concessions Area | 32 | 26.4 | 42 | 30.8 | 19.6 | 150.8 | 3.8% |
| Fitness space with equipment | 74 | 116.8 | 94.8 | 65.6 | 21 | 372.2 | 9.4% |
| Fitness space with open space for group classes | 58 | 87.2 | 94.2 | 59.6 | 22 | 321 | 8.1% |
| Hot tub | 12 | 41.6 | 24.6 | 13.6 | 10 | 101.8 | 2.6% |
| Indoor walking track | 135 | 148.8 | 105.6 | 69.6 | 18 | 477 | 12.1% |
| Multi-purpose gymnasium | 137 | 172 | 124.2 | 60 | 22.6 | 515.8 | 13.0% |
| Multi-purpose space with kitchen | 26 | 24 | 33.6 | 22 | 12.6 | 118.2 | 3.0% |
| Outdoor area with playground space | 27 | 80.8 | 44.4 | 32 | 17.4 | 201.6 | 5.1% |
| Rentable event space | 15 | 28 | 33 | 26.8 | 15.6 | 118.4 | 3.0% |
| Shop | 8 | 11.2 | 11.4 | 10.8 | 11.4 | 52.8 | 1.3% |
| Swimming facility | 676 | 139.2 | 64.2 | 32.4 | 21.8 | 933.6 | 23.6% |
| Other | 35 | 8 | 4.2 | 2.4 | 5.6 | 55.2 | 1.4% |
| I do not want a community center | 3 | 1.6 | 0.6 | 0 | 1 | 6.2 | 0.2% |
| Total | 1397 | 1028 | 775.8 | 504 | 248.4 | 3953.2 | 100.0% |

Data based on results as of October 25, 2019 4:30pm.

Data for Slide 6 Bar Graph - All Respondents

| All Respondents - even if selected NO for #5 Ranking | RAW SCORE | | | | | | WEIGHTED | | | | | SUBTOTAL |
|---|-----------|------|------|------|------|-------|----------|--------|-------|------|-------|----------|
| | 1 | 2 | 3 | 4 | 5 | TOTAL | 1 | 0.8 | 0.6 | 0.4 | 0.2 | |
| Child care room | 149 | 113 | 116 | 84 | 213 | 675 | 149 | 90.4 | 69.6 | 33.6 | 42.6 | 385.2 |
| Child watch area | 26 | 82 | 62 | 143 | 100 | 413 | 26 | 65.6 | 37.2 | 57.2 | 20 | 206 |
| Coffee lounge/Concessions Area | 35 | 36 | 89 | 87 | 106 | 353 | 35 | 28.8 | 53.4 | 34.8 | 21.2 | 173.2 |
| Fitness space with equipment | 81 | 168 | 172 | 177 | 114 | 712 | 81 | 134.4 | 103.2 | 70.8 | 22.8 | 412.2 |
| Fitness space with open space for group classes | 71 | 121 | 170 | 155 | 116 | 633 | 71 | 96.8 | 102 | 62 | 23.2 | 355 |
| Hot tub | 13 | 53 | 47 | 36 | 57 | 206 | 13 | 42.4 | 28.2 | 14.4 | 11.4 | 109.4 |
| Indoor walking track | 149 | 207 | 193 | 187 | 98 | 834 | 149 | 165.6 | 115.8 | 74.8 | 19.6 | 524.8 |
| Multi-purpose gymnasium | 142 | 224 | 225 | 158 | 117 | 866 | 142 | 179.2 | 135 | 63.2 | 23.4 | 542.8 |
| Multi-purpose space with kitchen | 30 | 32 | 57 | 58 | 71 | 248 | 30 | 25.6 | 34.2 | 23.2 | 14.2 | 127.2 |
| Outdoor area with playground space | 29 | 108 | 80 | 85 | 93 | 395 | 29 | 86.4 | 48 | 34 | 18.6 | 216 |
| Rentable event space | 15 | 40 | 62 | 73 | 83 | 273 | 15 | 32 | 37.2 | 29.2 | 16.6 | 130 |
| Shop (Scarborough memorabilia, swim gear/sports gear | 9 | 15 | 22 | 30 | 58 | 134 | 9 | 12 | 13.2 | 12 | 11.6 | 57.8 |
| Swimming facility | 718 | 186 | 112 | 91 | 118 | 1225 | 718 | 148.8 | 67.2 | 36.4 | 23.6 | 994 |
| Other | 42 | 17 | 9 | 8 | 28 | 104 | 42 | 13.6 | 5.4 | 3.2 | 5.6 | 69.8 |
| I do not want a community center | 248 | 13 | 5 | 7 | 51 | 324 | 248 | 10.4 | 3 | 2.8 | 10.2 | 274.4 |
| | 1758 | 1417 | 1424 | 1383 | 1428 | 7395 | 1758 | 1132.8 | 853.2 | 552 | 284.8 | 4577.8 |

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