



Town of Scarborough
Parks and Facilities Master Plan
Survey Final Report
Released in advance of the
Findings Presentation Scheduled for
August 11 at 6:00 p.m.
Council Chambers at Town Hall
(This will be a live event - we will broadcast
and record)



PLEASE PARTICIPATE IN OUR
PARKS AND FACILITIES
SURVEY



Help shape the future of the Town of Scarborough

- Give input on parks & facilities amenities, programs and services
- Identify priorities as we plan improvements for the next 5 to 10 years

Your response is critical to Scarborough's
planning, improving & maintaining of our
parks, facilities, services & opportunities.



c/o RRC Associates
P.O. Box 17880
Boulder, CO 80308

Visit the website or scan the QR code below,
enter the unique identifier and begin.

ScarboroughParksSurvey.com
Unique ID: XXXXX



Prefer a paper survey, or need help taking it online? [Bring this postcard](#)
To Community Services at 418 Payne Road for assistance.

Responses are confidential and collected by a 3rd party research firm.

Email Todd Souza, Community Services Director,
at tsouza@scarboroughmaine.org for more info.



**No decisions have
been made.**

**The survey is one
part of the analysis**

Analysis and Assessment Steps

Recurring themes will be identified using a number of tools:

- Review of existing plans and documents
- Focus groups
- Stakeholder meetings
- Community survey
- Inventory of parks and facilities
- Level of service analysis
- Programs
- Organization
- Maintenance
- Financial analysis
- Community workshops

The information gathered from these sources will be evaluated, and the recommendations will be developed that address these recurring themes.

Town of Scarborough Parks and Facilities Master Plan Survey Final Report





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Introduction

- The purpose of this study was to gather community feedback on Scarborough parks, facilities, programs, future planning, communication, and more.
- This survey research effort and subsequent analysis were designed to assist Scarborough Community Services in developing a plan for improvement and maintenance of the community's parks and facilities opportunities.



Methodology

Primary methods:

1 = Statistically Valid (Invitation Survey)

Mailed postcard with an option to complete online through password-protected website.



544

Invitation Online surveys completed
+/- 4.0% Margin of Error

2 = Open Link Survey

Online survey available to all residents of the Town of Scarborough.



762

Open Link Surveys Completed

10,492 Postcards and Cover Letters
Mailed
(10,339 delivered)

1,306

Total
Surveys
Completed

Weighting the Data

1

The underlying data from the survey were weighted by age and gender to ensure appropriate representation of the **Town of Scarborough residents** across different demographic cohorts in the sample.



2

Using U.S. Census Data, the age and gender distributions in the total sample were adjusted to more closely match the actual population profile of the **Town of Scarborough**.

Key Findings



The two versions of the survey, the statistically-valid Invite version and the Open link version, both had a strong response. Together they provide an excellent source of input on topics addressed through the survey. Survey results are presented in formats that compare responses from each survey source, with an Overall response also reported. In general, responses from the Open survey are similar to the Invite, a positive finding in that it indicates the special interest groups did not dominate the Open survey responses.



Respondents from both the Invite and Open link samples are highly satisfied with beaches and parks managed or provided by Scarborough Community Services, while both samples are unsatisfied by indoor recreation facilities.



Beaches are the most used amenity by the Invite sample, with 94% saying they use them. 95% of the Open link sample use beaches as well. Nature walking/jogging trails are also used frequently (82% Invite sample and 79% Open link sample). Beaches also rated the highest importance for the Invite sample out of the given Facilities and Amenities (91%), followed by walkways, trails, and paths (87%), and town parks and open spaces (78%). All three of these facilities are strongly meeting the needs of the community.

Key Findings



The majority of both the Invite and Open link samples prefer to use a motor vehicle as their main form of transportation (71% of both). A total of 13% of the Invite sample walks/runs and 11% ride a bike.



Swimming pools not operated by Scarborough Community Services are the facilities used most frequently by the Invite sample, followed by the Eastern Trail and the Peterson Sports Complex. A need for more aquatics programming was a theme seen throughout the report, as noted below.



The Invite sample largely rated their facilities as having mostly high importance and a high ability to meet community needs. However, aquatics facilities and aquatics programming are failing to meet the community's needs, scoring an average of 1.8 out of 5 by the Invite sample and a 1.5 out of 5 by the Open link sample.

Key Findings



There is room for improvement to better leverage communication efforts and information dissemination about parks and recreation to further create awareness in the Town of Scarborough. On average, respondents rated communication a 3 on a scale of 1 to 5, with 5 being “very effective.”



Increasing fees for Scarborough Community Services facilities and services would not limit participation or would somewhat limit participation for most of the respondents of the Invite and Open link sample groups. Most of the Invite sample is likely to support more private/public partnerships (78%) and would not likely support increased property taxes (62%).

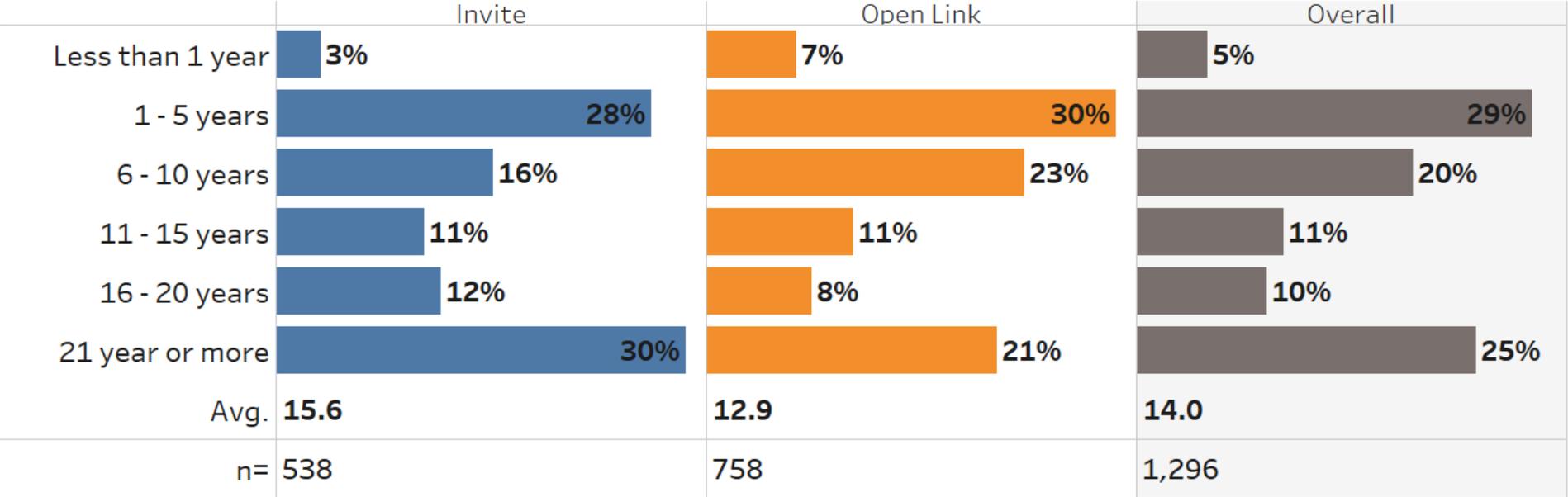
Living in Scarborough



Length of Residency in Scarborough

Almost a third of the Invite sample has lived in Scarborough for over 21 years (30%), followed closely by those that have lived in Scarborough for 1 - 5 years (28%). The Open link sample reflected similar proportions. The average length of time in Scarborough for the Invite sample is 16 years and 13 years for the Open link sample.

How long have you lived in Scarborough?



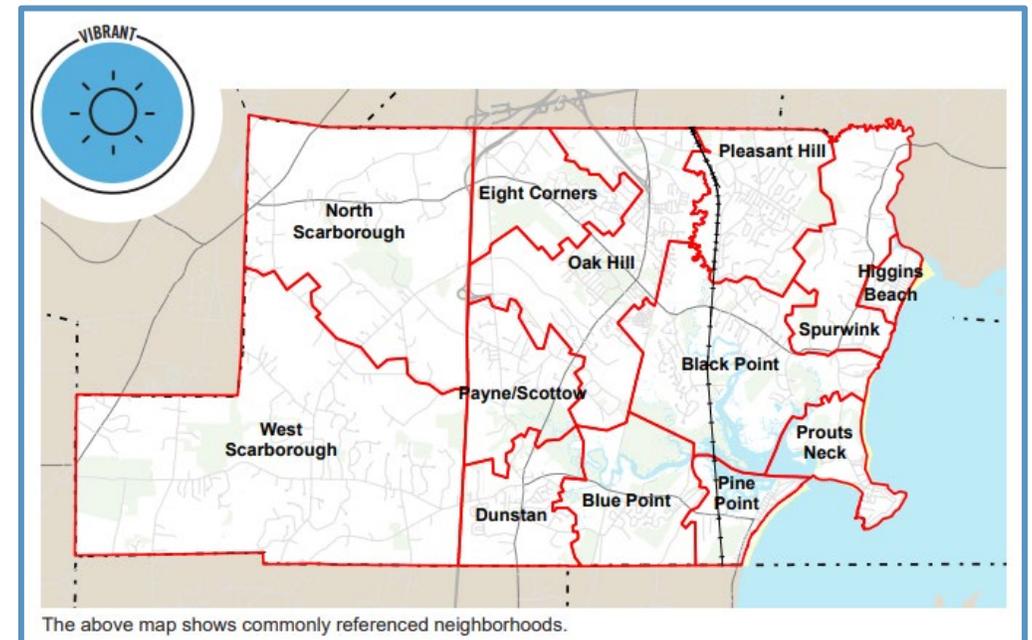
Source: RRC Associates

Location in Scarborough

A larger portion of survey responses came from Black Point, West Scarborough, Oak Hill, and Pleasant Hill, with a relatively even distribution among the rest of the listed neighborhoods.

Using the map above, which neighborhood of Scarborough do you live in?

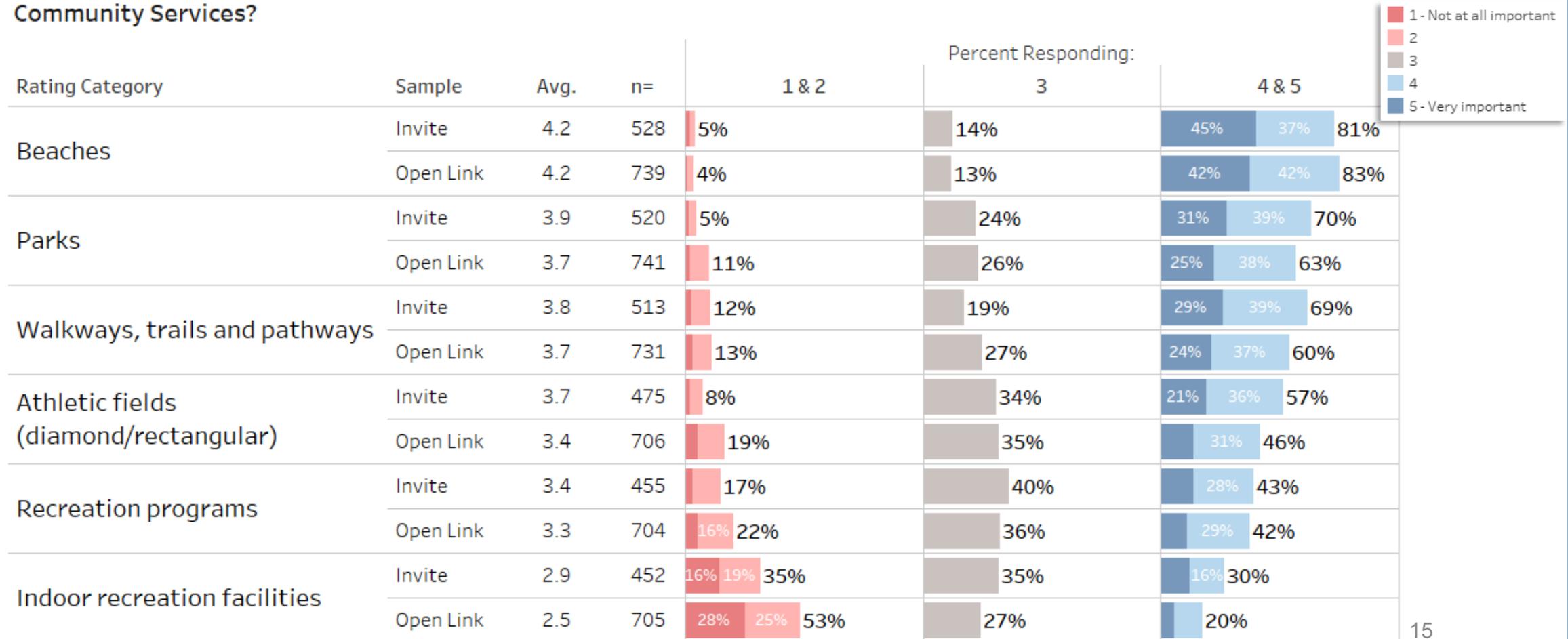
	Invite	Open Link	Overall
Black Point	18%	16%	17%
West Scarborough	14%	15%	15%
Oak Hill	14%	17%	16%
Pleasant Hill	14%	13%	13%
Dunstan	8%	5%	6%
BluePoint	6%	7%	7%
North Scarborough	6%	6%	6%
Payne/Scottow	4%	5%	5%
Higgins Beach	4%	1%	2%
Spurwink	4%	2%	2%
Eight Corners	4%	4%	4%
Prouts Neck	1%	1%	1%
Other:	4%	7%	6%
n=	544	762	1,306



Satisfaction with Parks, Recreation Facilities, and Programs

Respondents from both the Invite and Open link samples are highly satisfied with beaches and parks managed or provided by Scarborough Community Services, while both samples are unsatisfied by indoor recreation facilities.

Overall, how satisfied have you been with the quality of parks, facilities, and programs provided by Scarborough Community Services?

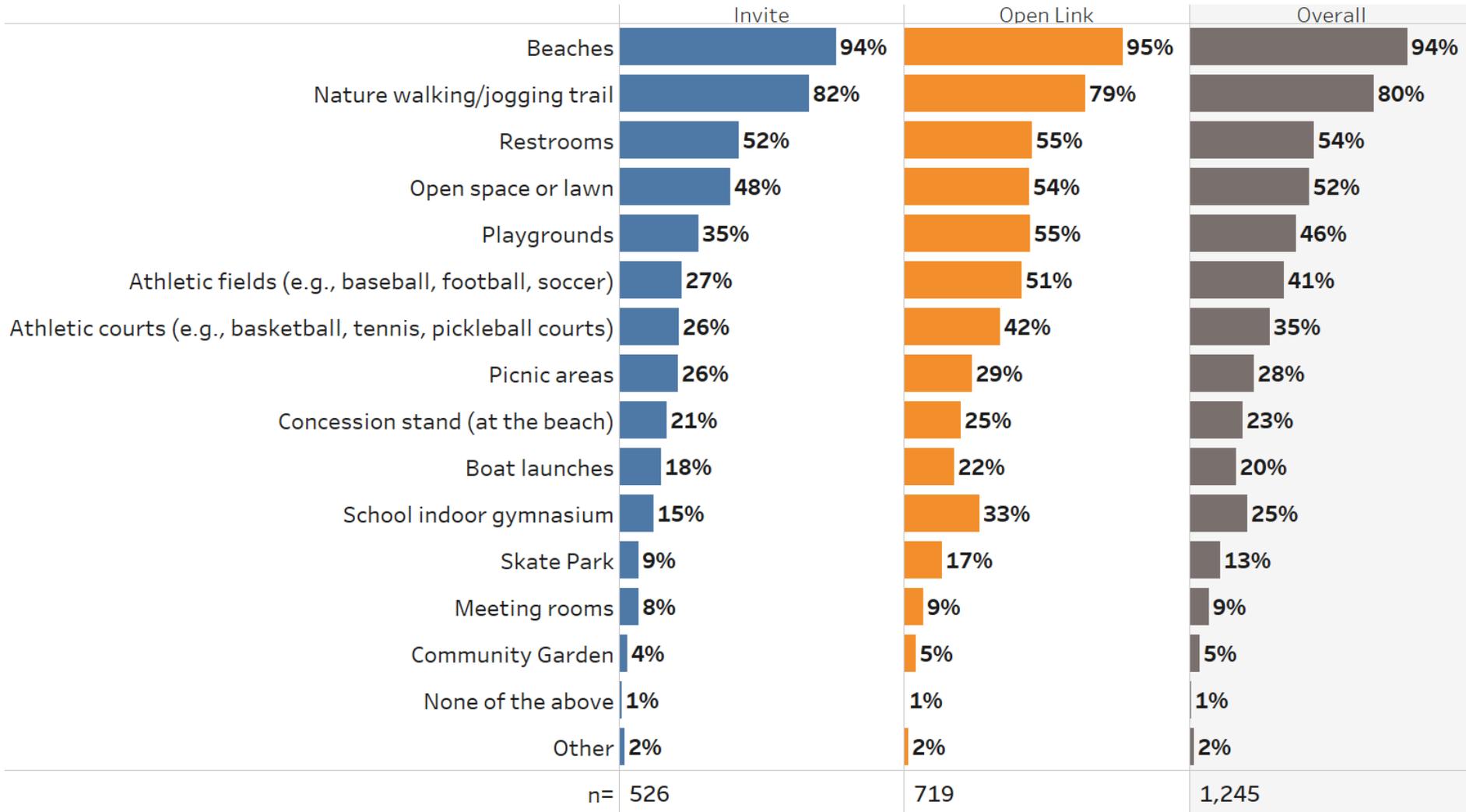


Current Usage



Amenity Use

Which of the following amenities does your household use when visiting the Scarborough parks and recreation facilities? (CHECK ALL THAT APPLY)

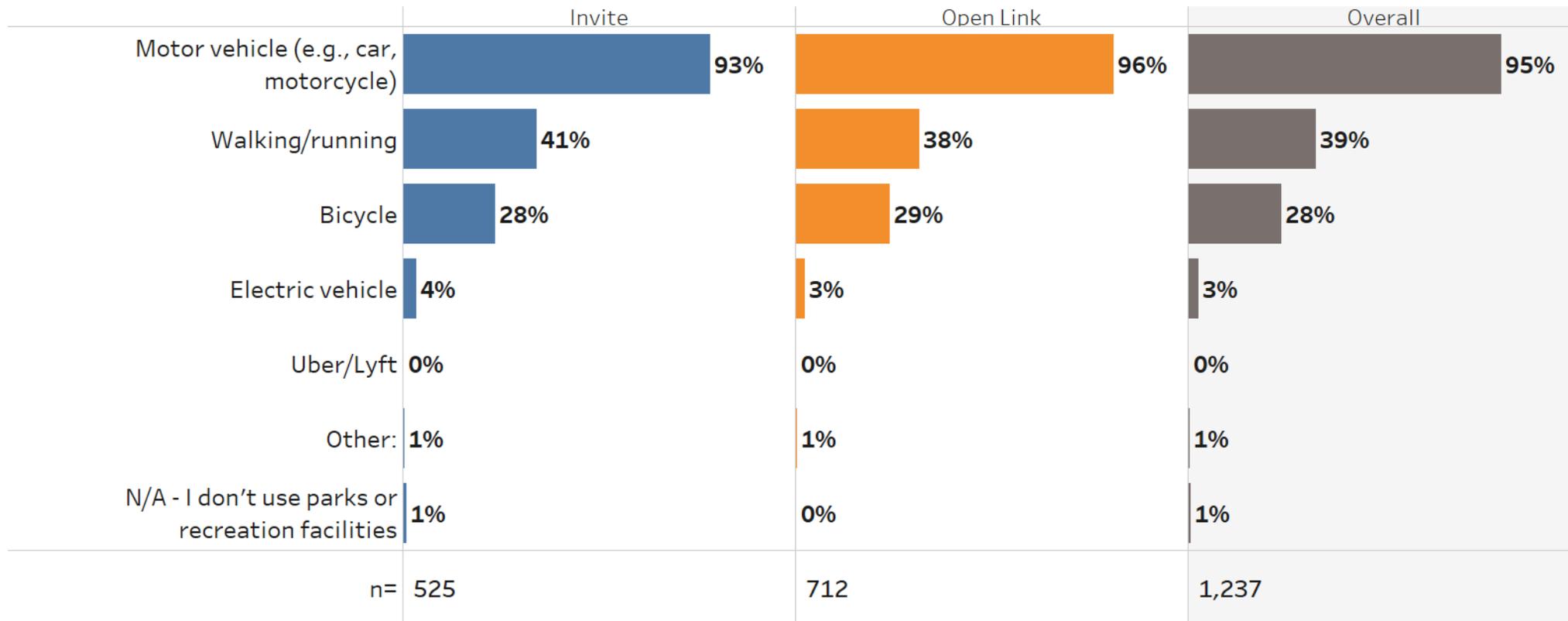


- Beaches and trails are the most heavily used amenities for both samples.
- The Open link sample uses the school indoor gymnasium more frequently.

Transportation to Parks or Recreation Facilities

Overall, most respondents use a motor vehicle to visit parks and/or recreation facilities (95%). The Invite sample is slightly more likely to walk/run (41%).

When you and/or your household visit parks and/or recreation facilities, which mode(s) of transportation do you typically use? (CHECK ALL THAT APPLY)

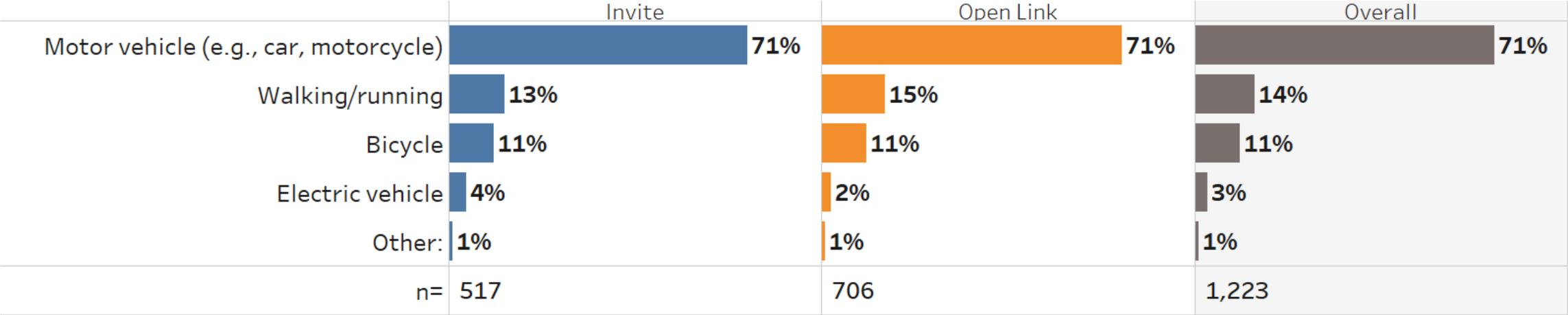


Source: RRC Associates

Preferred Mode of Transportation

The majority of both the Invite and Open link samples prefer to use a motor vehicle as their main form of transportation. A total of 13% of the Invite sample walks/runs and 11% ride a bike.

What is your preferred mode of transportation?



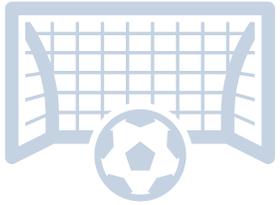
Source: RRC Associates

Limitations to Using Preferred Facilities

Open-ended Comments

A total of 353 comments were collected regarding limitations to residents' preferred facilities. Below are some common themes and verbatim quotes to illustrate the themes. A full list of comments can be found in the Appendix.

Field & Facility Availability



"The fact that not enough facilities exist is the limiting factor. There are NO indoor basketball facilities for public use. There are not enough fields for local sports clubs."
 "Not enough fields in town for teams, so there is not a lot of free space to have practice or just play on facilities that are not taken up by teams"

Program Availability



"Availability for Rec programs-sold out instantly."
 "We would have used a pool quite often if there had been one available."
 "Not sure what facilities are available."

Sidewalks



"Car is preferred only because it's really not safe to walk very far along a 45+ mph road with no sidewalks"
 "The lack of sidewalks on Pine Point road and Old Blue Point road. People drive very fast and are distracted, at times there is no shoulder"

Bike Access



"Better connectivity of bike facilities, wider & better condition shoulders for riding in, more off road trail connections please!"
 "ET greenbelt-bridge the gap, general limited bike lanes"
 "Need better bike paths. Cars drive too fast in our neighborhood makes the roads dangerous for healthy activity"

Cleanliness



"Lack of clean restrooms at parks and ball fields"
 "The public beaches have become very unclean due to the buildup of trash and the dismissing of the town's Waste Maintenance staff."

Parking

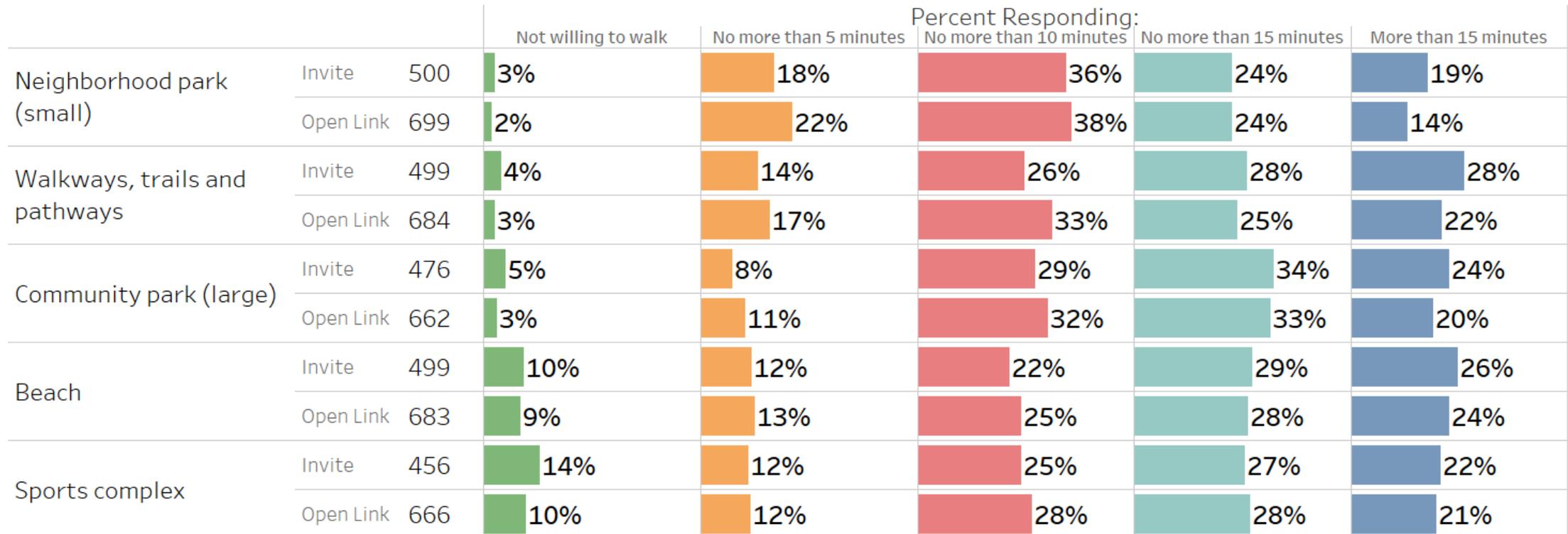


"Difficulty parking at the beach"
 "Lack of good and inexpensive parking for town residents"
 "Not enough Handicapped parking spaces near beaches for my husband who depends on a walker"

Acceptable walking distances to Parks and Recreation Facilities

Most of the Invite and Open link respondents reported a willingness to walk about 10 minutes or more to reach each of the facilities listed.

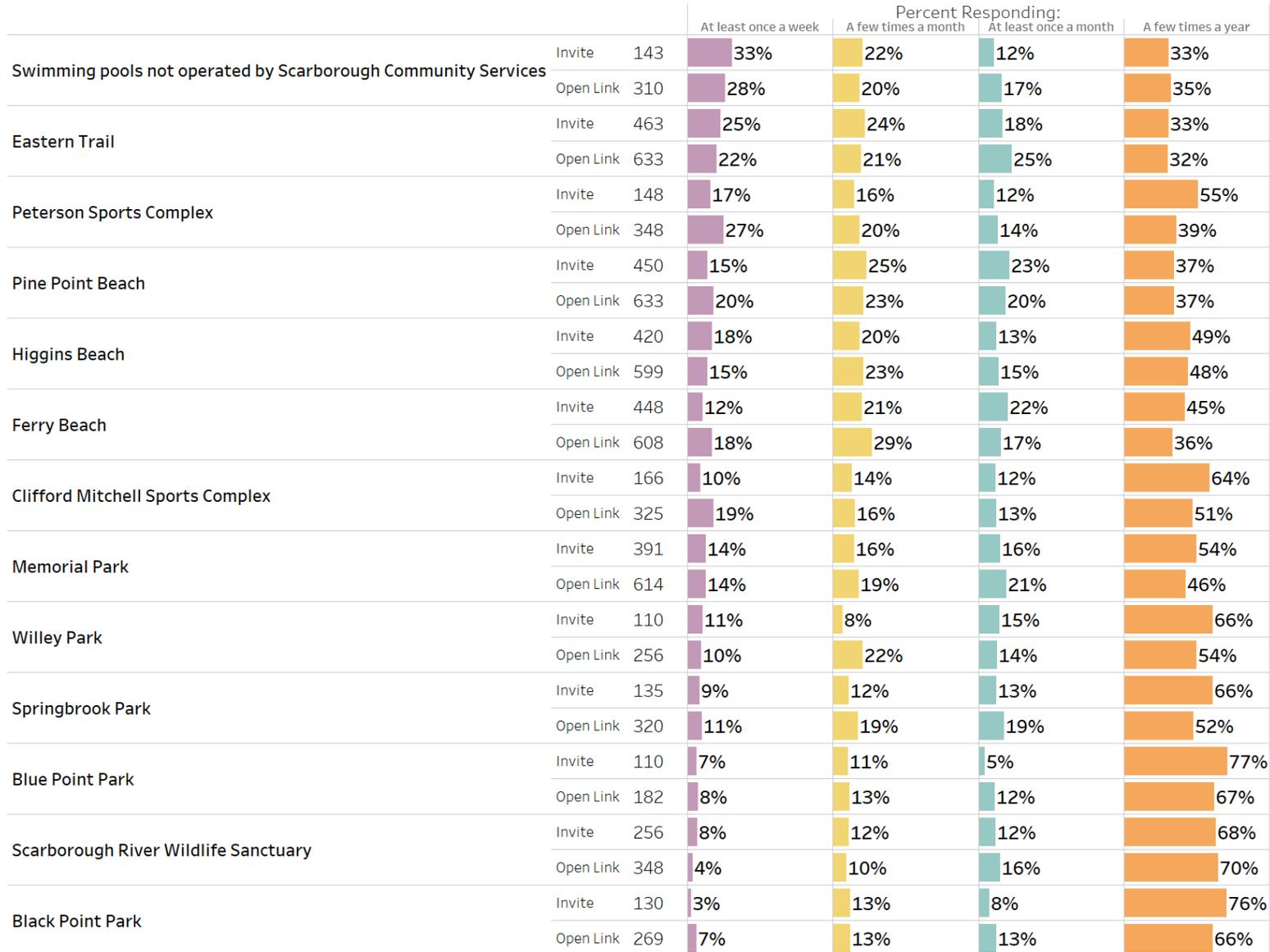
How long would you be willing to walk to each of the following facilities?



Source: RRC Associates

Frequency of Use of Facilities

Q 11: How frequently do you use the following facilities?



- The most frequently used facility is swimming pools not operated by Scarborough Community Services followed by the Eastern Trail and the Peterson Sports Complex.
- In general, the Open link sample tends to use the facilities more frequently.

Current Conditions



Facilities and Amenities - Importance

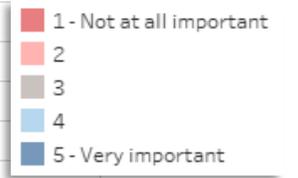
By Invite Sample

Beaches were rated as the highest importance by the Invite sample, with an average importance rating of 4.6 out of 5. They were closely followed by walkways, trails, and paths, which received a rating of 4.5 out of 5.

How important are the following facilities and services to your household?

Invite

Rating Category	Av..	n=	Percent Responding:				
			1 & 2	3	4 & 5		
Beaches	4.6	501	4%	5%	77%	91%	
Walkways, trails, and paths	4.5	502	5%	8%	17%	70%	87%
Town parks and open spaces	4.2	498	6%	16%	23%	54%	78%
Natural wild park	4.0	486	13%	19%	19%	49%	68%
Amenities at Town Parks (e.g., picnic areas, playgrounds)	3.7	497	18%	20%	30%	33%	63%
Special events (e.g., festivals, outdoor concerts, 5k races)	3.3	495	23%	30%	28%	19%	48%
Additional special events/community events	3.3	456	22%	37%	22%	19%	41%
Athletic courts (e.g., basketball, tennis, pickleball)	3.2	491	19%	25%	21%	23%	45%
Aquatics facilities/programming	3.1	489	28%	20%	14%	29%	43%
Senior programming	2.9	490	27%	24%	19%	18%	37%
Adult recreation programs	2.9	489	20%	30%	19%		32%
School indoor facilities	3.0	485	26%	21%	17%	23%	40%
Athletic fields (e.g., baseball, football, soccer)	3.0	485	27%	22%	17%	23%	40%
Youth recreation programs	2.9	489	37%	12%		31%	43%
Boat launches	2.7	483	34%	19%	15%	20%	35%
Ice rink	2.6	486	35%	17%	15%	17%	32%
After-school and summer camp programs for children	2.6	490	46%	13%		25%	34%
Community Garden	2.5	480	31%	25%	15%	9%	25%



*Ratings categories are sorted in descending order by the average rating

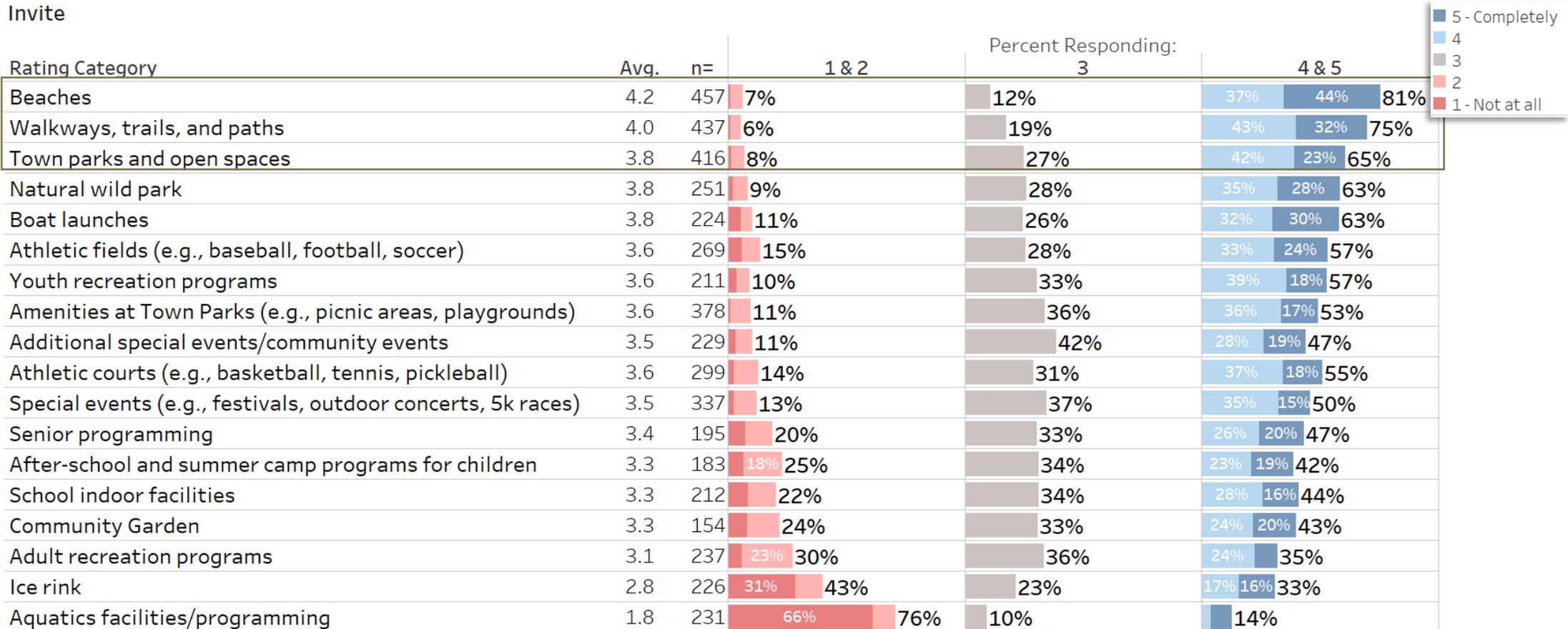
Source: RRC Associates

Facilities and Amenities - Needs Met

By Invite Sample

The three facilities/services of most importance (beaches, walkways, trails and paths, as well as Town parks and open spaces) are strongly meeting the needs of the community. However, aquatics facilities and programming are largely failing to meet the community's needs.

How well are the following facilities and services currently meeting the needs of the community?



*Ratings categories are sorted in descending order by the average rating

Source: RRC Associates

Facilities and Amenities - Importance

By Open Link Sample

The Open link sample had similar responses, with beaches and walkways, trails, and paths as their most important facilities.

How important are the following facilities and services to your household?

Open Link

Rating Category	Av..	n=	Percent Responding:						
			1 & 2	3	4 & 5				
Beaches	4.7	681	2%	5%	79%			93%	
Walkways, trails, and paths	4.5	676	3%	10%	25%	63%		87%	
Town parks and open spaces	4.3	678	4%	14%	34%	49%		83%	
Amenities at Town Parks (e.g., picnic areas, playgrounds)	4.0	675	9%	20%	31%	40%		71%	
Natural wild park	3.9	661	12%	23%	25%	39%		65%	
Youth recreation programs	3.8	671	21%	24%	9%	56%		66%	
Athletic fields (e.g., baseball, football, soccer)	3.7	665	15%	23%	13%	19%	46%		65%
Aquatics facilities/programming	3.7	668	15%	21%	16%	19%	44%		63%
Athletic courts (e.g., basketball, tennis, pickleball)	3.7	674	18%	20%	28%	34%		61%	
Special events (e.g., festivals, outdoor concerts, 5k races)	3.7	676	16%	26%	29%	30%		59%	
School indoor facilities	3.6	662	17%	25%	12%	19%	44%		63%
Additional special events/community events	3.5	625	17%	33%	24%	26%		50%	
After-school and summer camp programs for children	3.3	666	29%	33%	14%	42%		53%	
Adult recreation programs	3.0	669	19%	15%	33%	18%	19%		37%
Ice rink	3.0	667	23%	15%	37%	18%	23%		41%
Boat launches	2.8	660	30%	43%	21%	22%		36%	
Senior programming	2.8	667	28%	15%	44%	18%	18%		36%
Community Garden	2.7	659	25%	20%	45%	18%	28%		

*Ratings categories are sorted in descending order by the average rating

Source: RRC Associates

Facilities and Amenities - Needs Met

By Open Link Sample

Beaches were rated as most sufficiently meeting the needs of the community in Scarborough, receiving an average rating of 4.2 out of 5 by the Open link sample. Like with the Invite sample, Aquatics facilities fail to meet the community's need, with an average rating of 1.5 out of 5.

Q 11: How well are the following facilities and services currently meeting the needs of the community?

Open Link

Rating Category	Avg.	n=	Percent Responding:				
			1 & 2	3	4 & 5		
Beaches	4.2	635	5%	14%	37%	44%	80%
Walkways, trails, and paths	3.8	613	8%	25%	40%	26%	66%
Town parks and open spaces	3.6	610	11%	32%	40%		57%
Boat launches	3.6	337	13%	31%	32%	23%	55%
Amenities at Town Parks (e.g., picnic areas, playgrounds)	3.5	601	12%	34%	40%		54%
Natural wild park	3.5	377	14%	34%	33%	20%	53%
Youth recreation programs	3.5	474	16%	31%	40%		53%
Special events (e.g., festivals, outdoor concerts, 5k races)	3.4	529	16%	36%	36%		48%
Athletic courts (e.g., basketball, tennis, pickleball)	3.4	505	19%	34%	32%		47%
Additional special events/community events	3.3	396	18%	41%	27%		41%
After-school and summer camp programs for children	3.3	409	23%	31%	31%		46%
Athletic fields (e.g., baseball, football, soccer)	3.3	516	19%	26%	28%	30%	46%
Adult recreation programs	3.2	368	18%	23%	41%	27%	36%
Senior programming	3.1	286	24%	39%	24%		36%
School indoor facilities	3.1	446	21%	33%	29%	26%	38%
Community Garden	2.8	286	21%	35%	37%		28%
Ice rink	2.3	431	46%	58%	17%		25%
Aquatics facilities/programming	1.5	437	74%	84%	8%		8%



*Ratings categories are sorted in descending order by the average rating

Source: RRC Associates

Average Importance- Performance Matrix

**High importance/
Low needs met**

These are key areas for potential improvements. Improving these facilities/programs would likely positively affect the degree to which community needs are met overall.

**High importance/
High needs met**

These amenities are important to most respondents and should be maintained in the future but are less of a priority for improvements as needs are currently being adequately met.

**Low importance/
Low needs met**

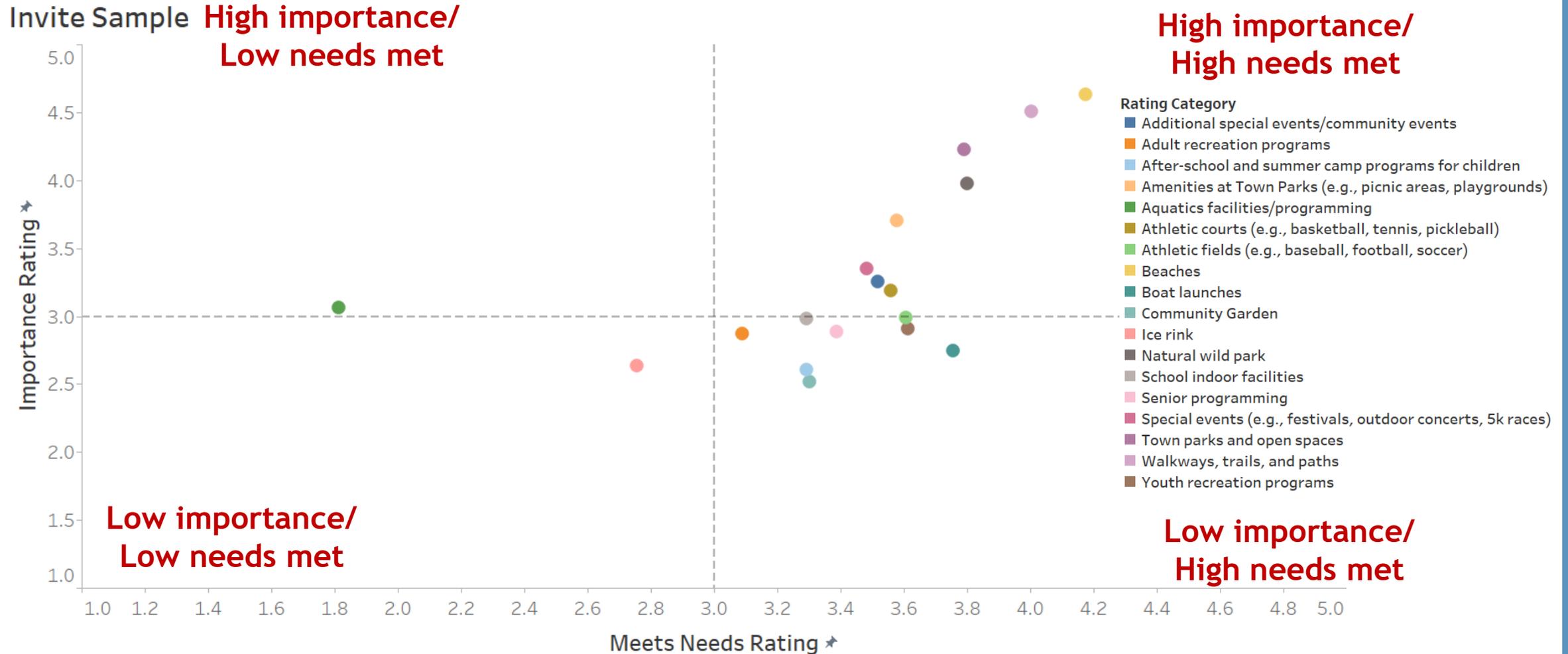
These “niche” facilities/programs have a small but passionate following, so measuring participation when planning for future improvements may prove to be valuable.

**Low importance/
High needs met**

Current levels of support appear to be adequate. Future discussions evaluating whether the resources supporting these facilities/programs outweigh the benefits may be constructive.

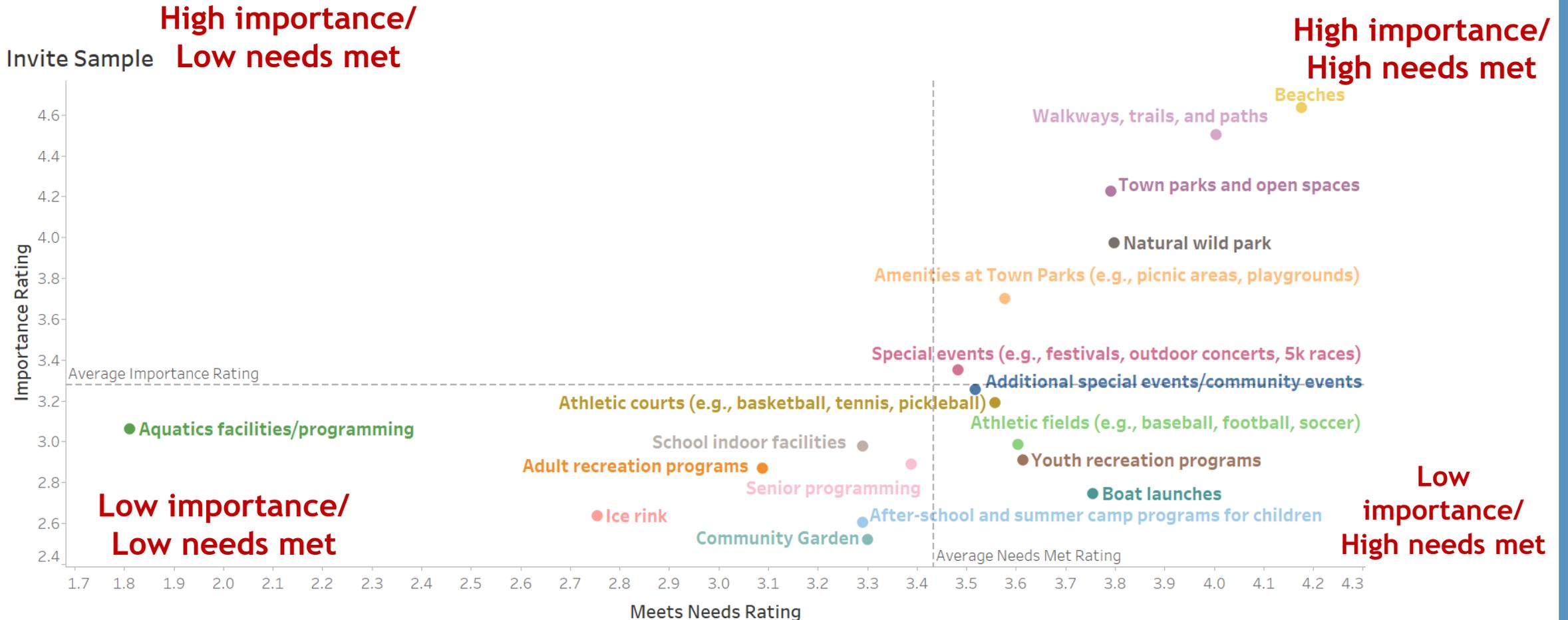
Facilities and Amenities Importance/Needs Met Matrix By Invite Sample

The Invite sample matrix indicates that most of the facilities with the highest importance also adequately meet the needs of the community, with a general positive trend.



Facilities and Amenities Importance/Needs Met Matrix By Invite Sample Average

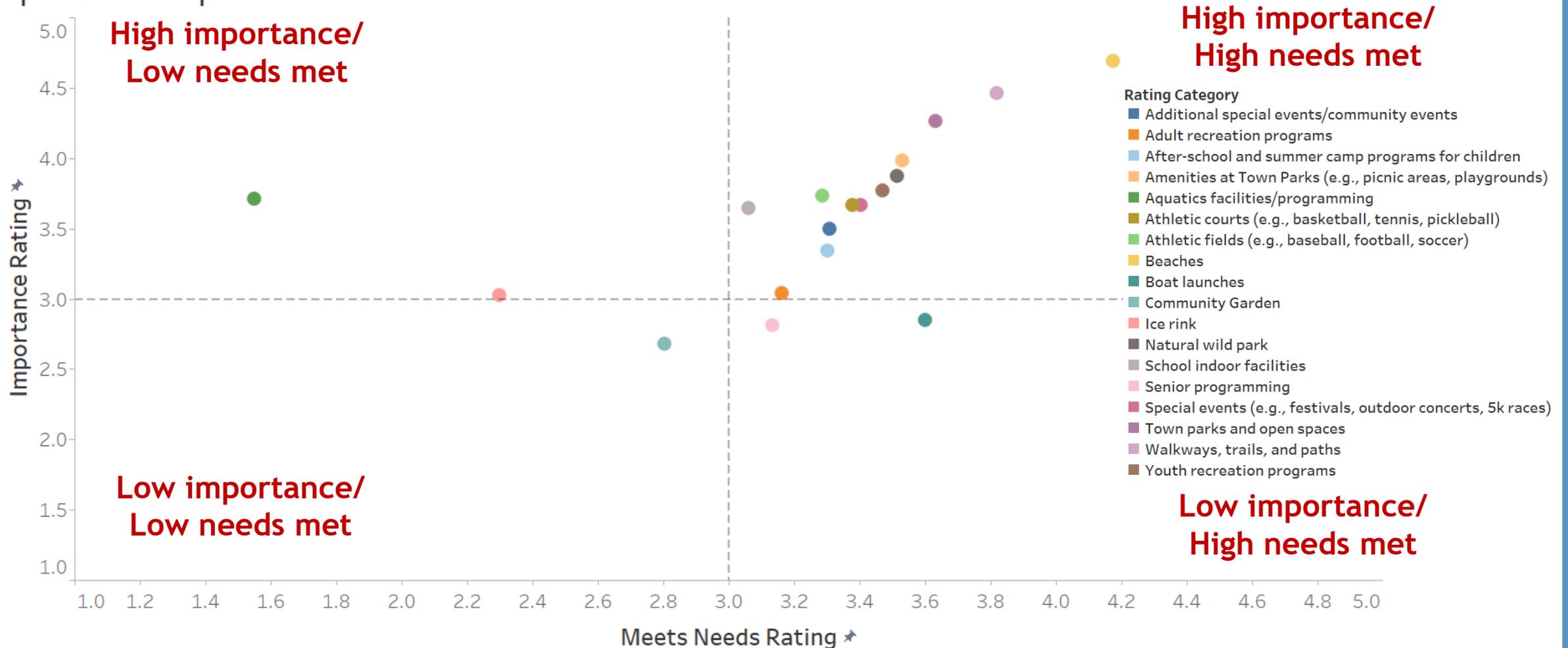
On average, facilities and amenities in Scarborough have a higher level of importance and do an adequate job of meeting community needs. According to the Invite sample, beaches, walkways, trails and paths, town parks and open spaces, and the natural wild park are above average in importance and needs met ratings.



Facilities and Amenities Importance/Needs Met Matrix By Open Link Sample

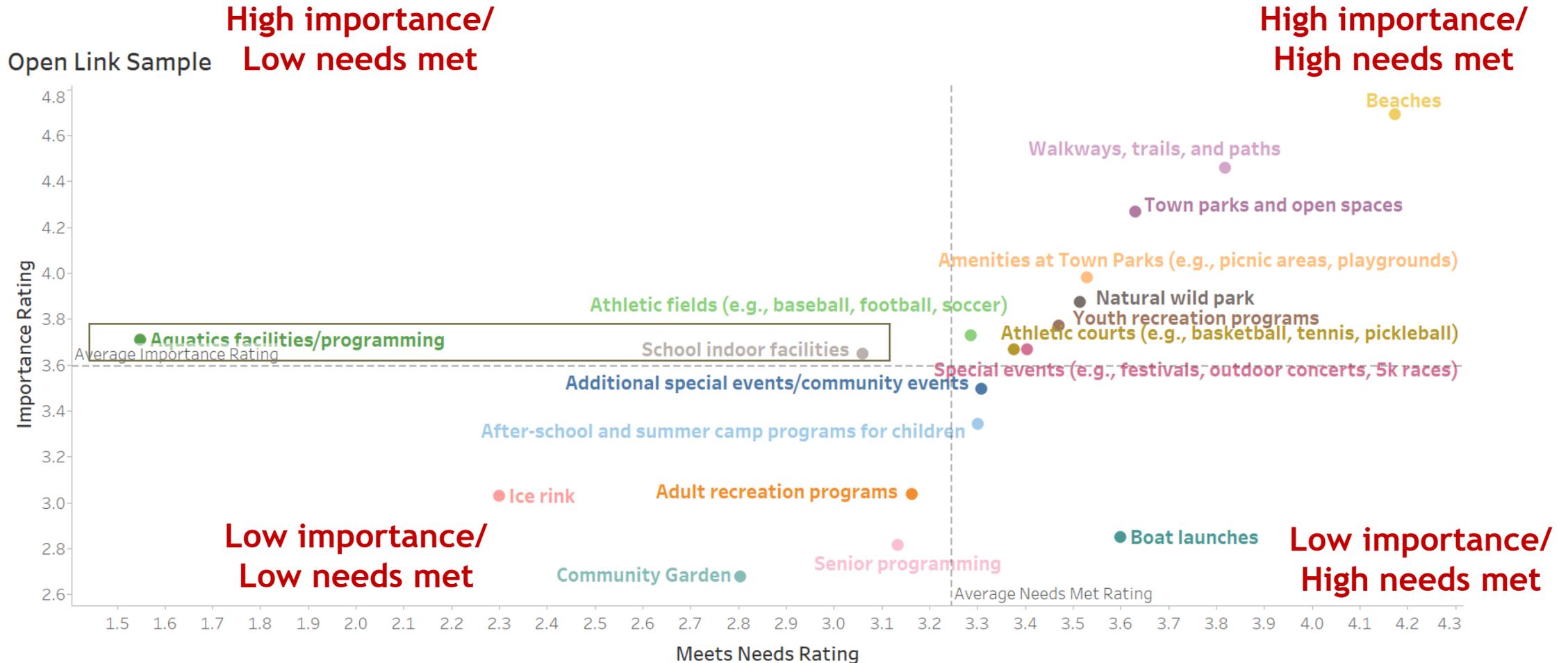
The Open link sample perceives the facilities and amenities in Scarborough as nearly all important to the community. These facilities and amenities also meet the community's needs.

Open Link Sample



Facilities and Amenities Importance/Needs Met Matrix By Open Link Sample Average

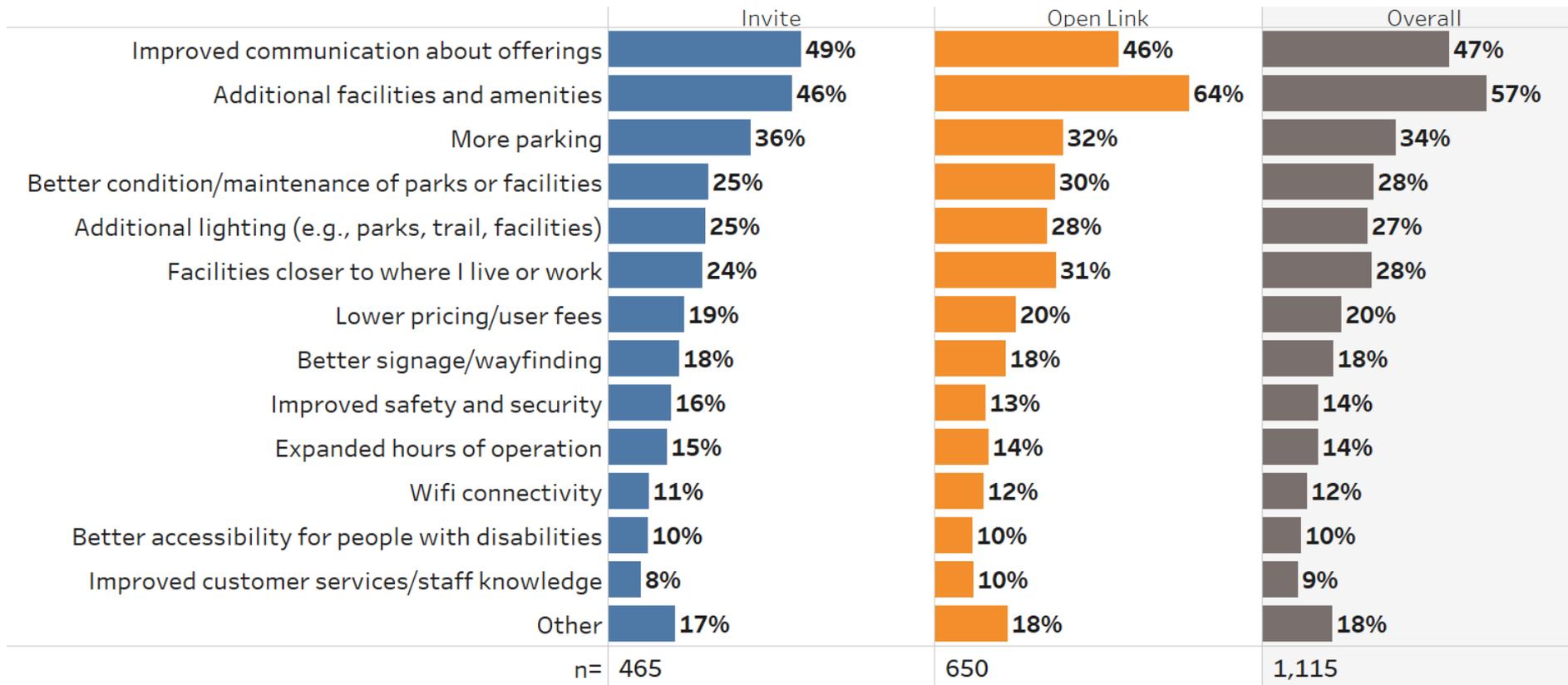
On average, the facilities and amenities as rated by the Open link sample both met community needs adequately and were rated a 3.6 out of 5 on community importance. The area that could most use improvement is aquatics facilities/programming.



Areas in need of assistance

The top two areas if addressed by Scarborough Community services that would help to increase use of parks and recreation offerings are improved communication and additional facilities and amenities.

What are the most important areas, that if addressed by Scarborough Community Services, would increase your use of parks and recreation facilities, programs, and services? (CHECK ALL THAT APPLY)



Source: RRC Associates

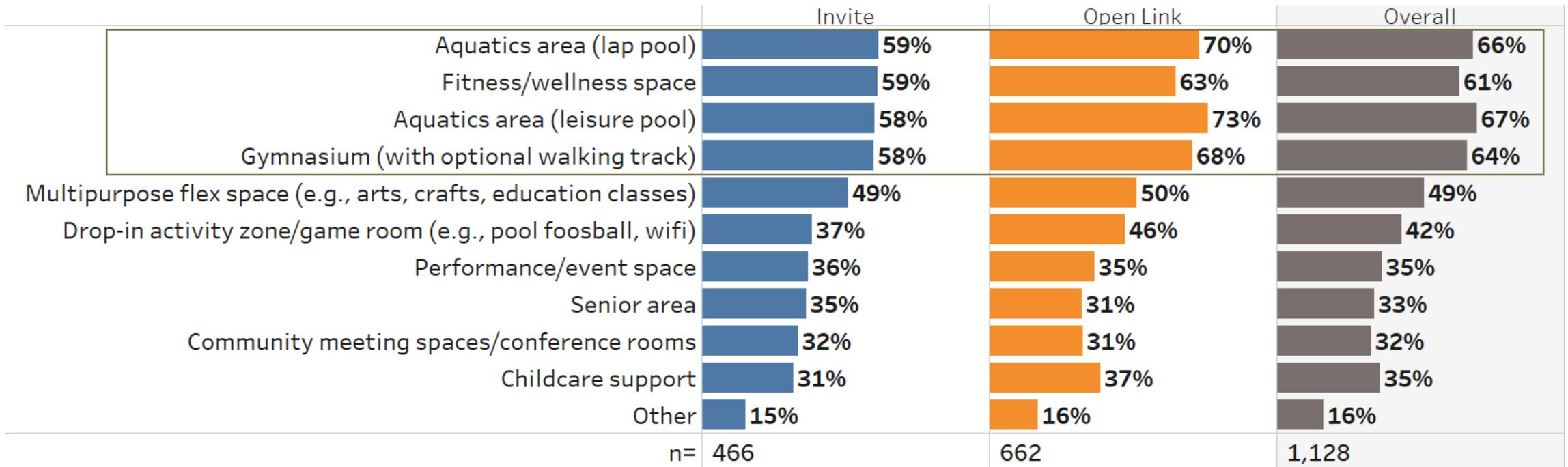
Community Center Needs



Preferred Amenities for Community Center

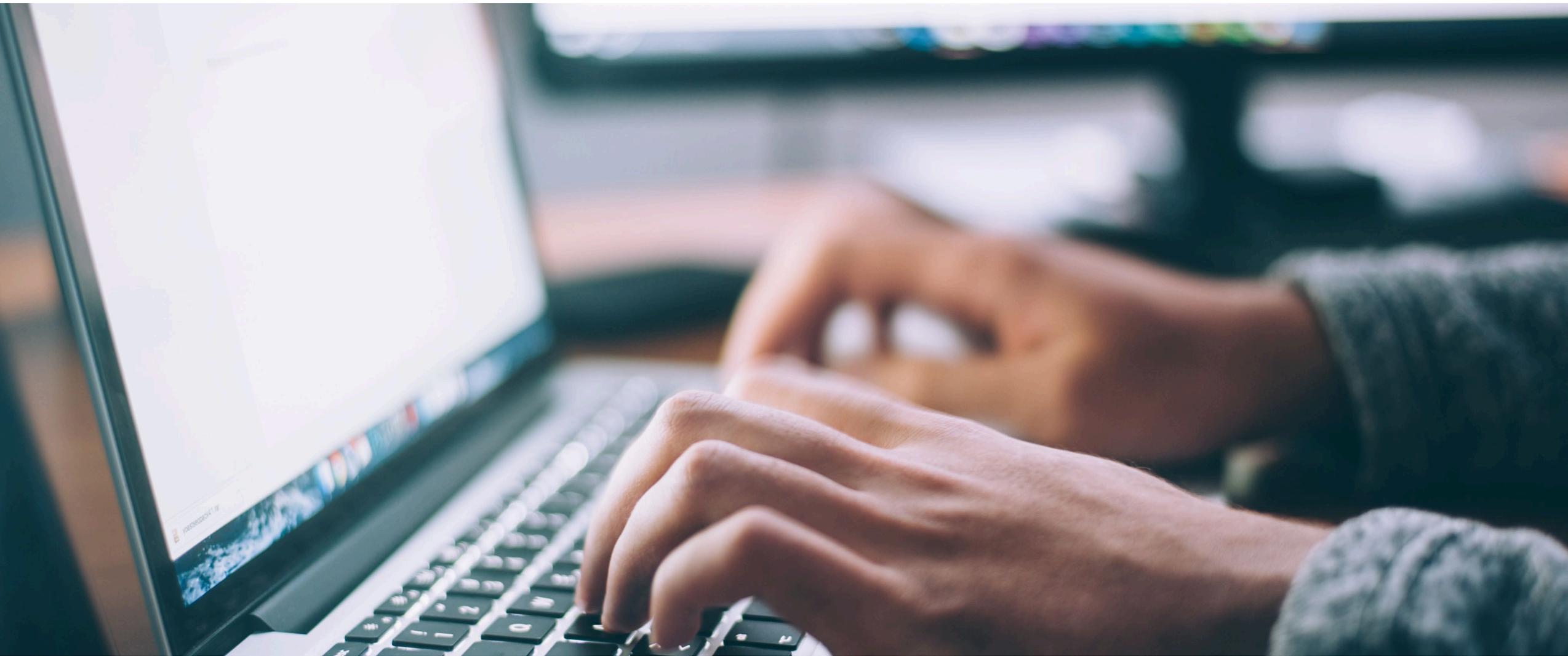
The top areas of importance for samples are aquatics area (lap pool) fitness/wellness space, aquatics area (leisure pool), and gymnasium.

What amenities would you like to see included in a new community center? (CHECK ALL THAT APPLY)



Source: RRC Associates

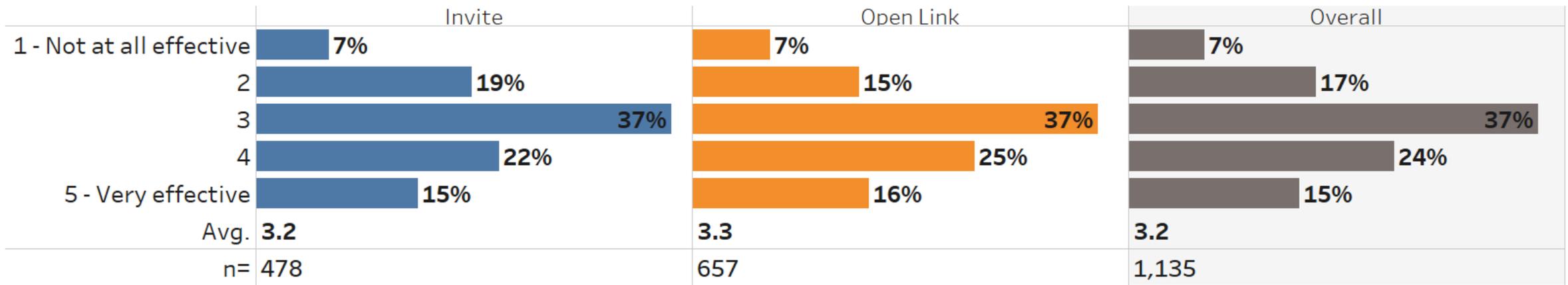
Communication



Effectiveness of Communication

Overall, there is some room for improvement in terms of communicating information about parks and recreation opportunities. The average rating was a 3 on the 5-point scale. Responses were similar between Invite and Open link respondents.

How effective is Scarborough Community Services at reaching you with information on parks and recreation facilities, programs, and services?

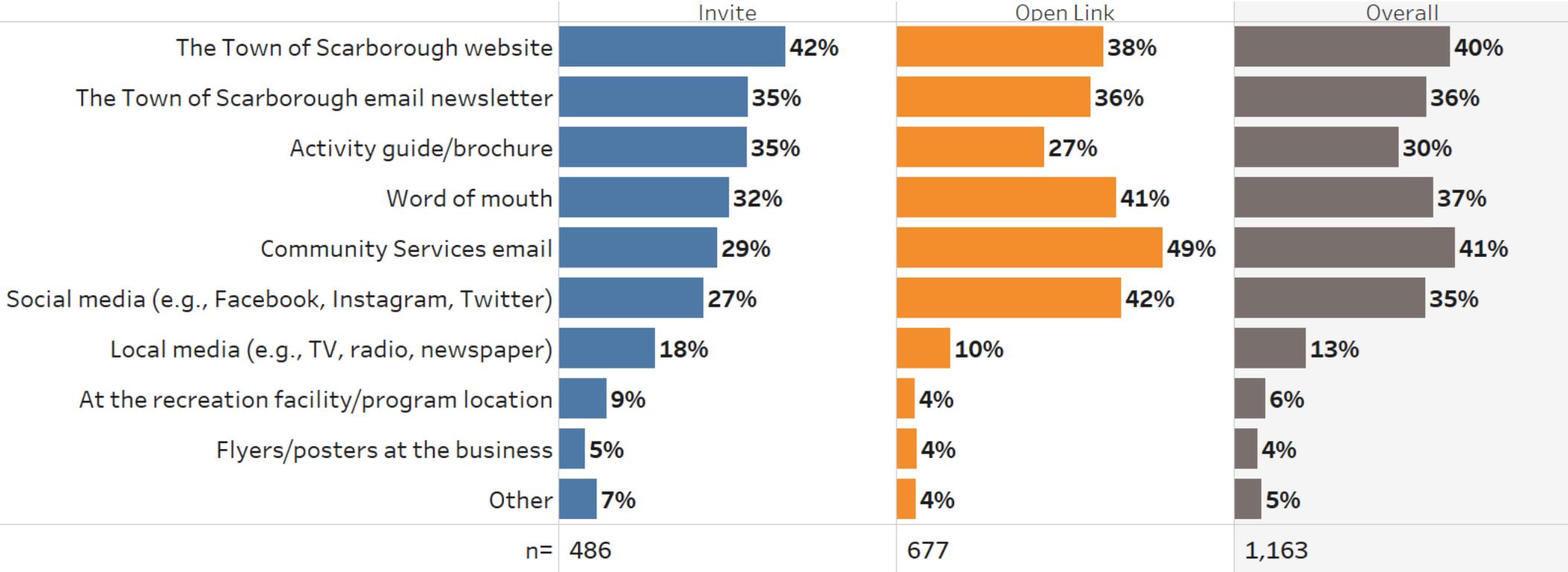


Source: RRC Associates

Current Communication Methods

Town of Scarborough website is the most effective form of communication for the Invite sample. Most of the Open link sample receives information through the Community Services email, social media, and word of mouth. These forms of communication reach the greatest portion of residents in the community.

How do you currently receive information on parks and recreation facilities, programs, and services offered by Scarborough Community Services related to Parks & Recreation? (CHECK ALL THAT APPLY)



Source: RRC Associates

Future Facilities, Amenities, and Services



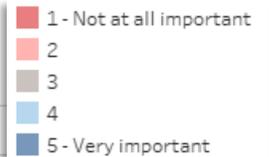
Improvements - Facilities

Additional trails and paths connecting through the Town received the highest need for improvement rating by both the Invite and Open link samples, by 91% and 96%, respectively.

What are the most important needs for improvement in Scarborough over the next 5 to 10 years?

Facilities

Rating Category	Sample	Av..	n=	Percent Responding:					
				1 & 2		3	4 & 5		
Additional trails/paths that connect throughout the Town	Invite	3.9	453	20%		36%	47%	44%	91%
	Open Link	3.9	635	18%		37%	54%	42%	96%
New Community Center to include aquatics	Invite	3.5	444	20%	35%	26%	34%	42%	77%
	Open Link	4.1	642	21%		17%	30%	61%	91%
Make improvements to and/or renovate existing parks or facilities	Invite	3.4	435	24%	35%	55%	55%	22%	77%
	Open Link	3.5	610	23%	30%	58%	52%	27%	79%
Municipal gymnasium	Invite	3.0	422	26%	26%	51%	41%	21%	62%
	Open Link	3.6	606	19%	32%	37%	42%	38%	81%
Add more parks	Invite	3.0	434	29%	48%	62%	30%	21%	51%
	Open Link	3.2	604	30%	44%	57%	48%	19%	67%
Dog park(s)	Invite	2.8	433	31%	30%	60%	37%	18%	55%
	Open Link	2.7	606	31%	31%	62%	34%		51%
Add outdoor sports fields and sports courts	Invite	2.6	421	31%	32%	63%	36%		46%
	Open Link	3.4	598	22%	36%	46%	37%	33%	70%
More community gardens	Invite	2.4	424	33%	41%	74%	24%		32%
	Open Link	2.5	585	31%	45%	77%	25%		35%



*Ratings categories are sorted in descending order by the average rating

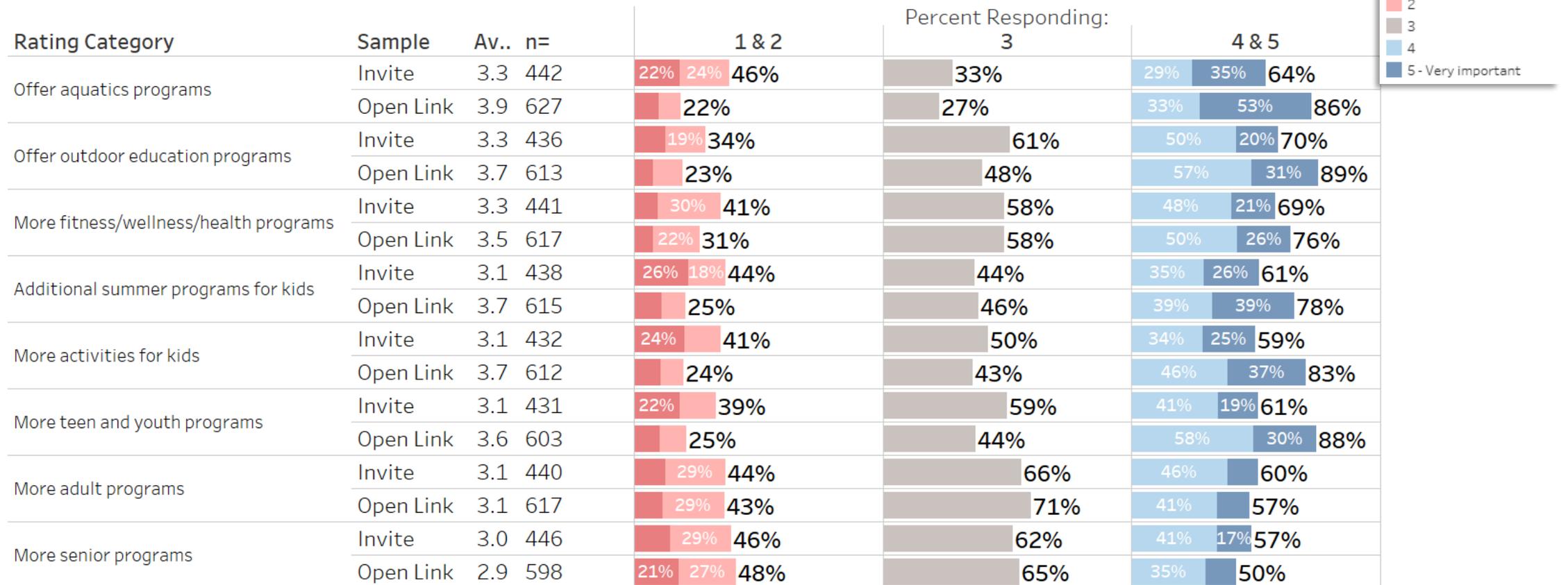
Improvements - Facilities and Amenities

By Invite Sample

The Invite sample group rated aquatics programs and outdoor education programs as having the largest need for improvement over the next 5 to 10 years.

What are the most important needs for improvement in Scarborough over the next 5 to 10 years?

Programs

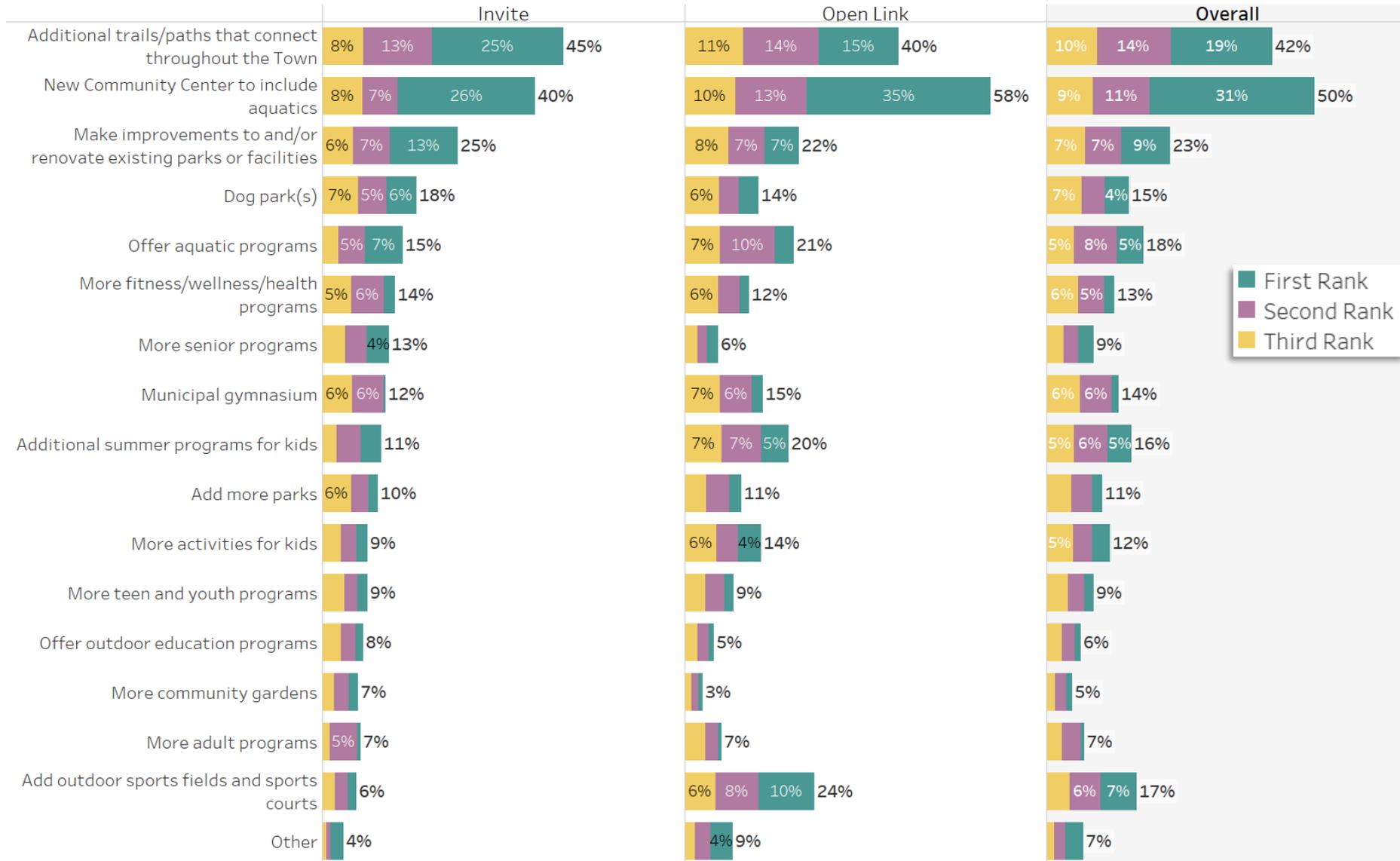


*Ratings categories are sorted in descending order by the average rating

Source: RRC Associates

Top 3 Future Needs By Average

Please select the top three highest priority items for you and your household.



- On average, additional trails/paths that connect through the Town and a new Community Center to include aquatics are the priorities from both samples.
- Open link respondents feel strongly the new Community Center should include aquatics. Also, outdoor sports fields and courts should be added.

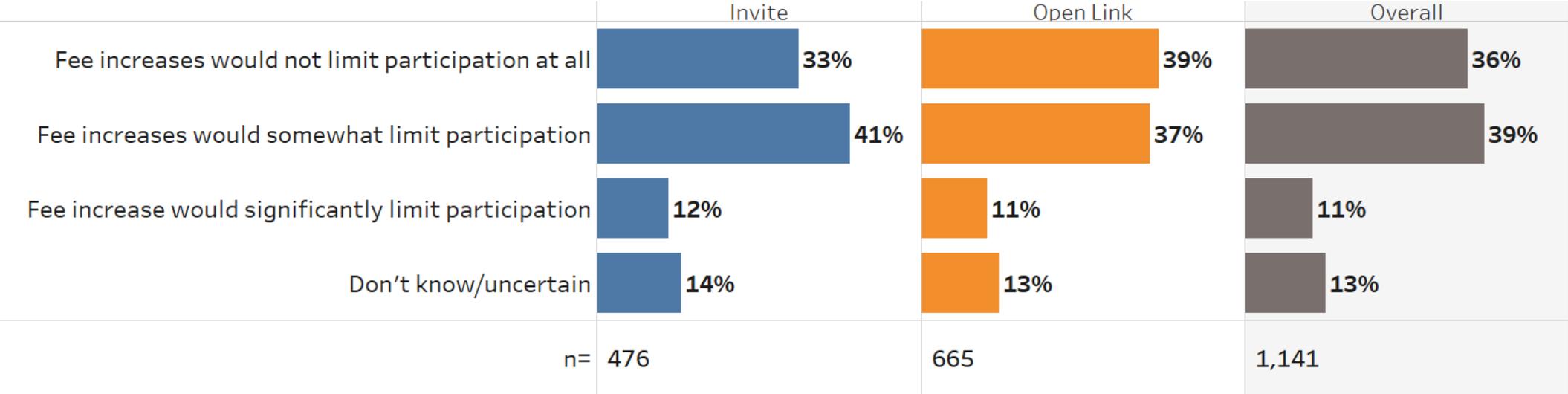
Financial Choices



Fees and Levels of Participation

Increasing fees for Scarborough Community Services facilities and services would not limit participation or would somewhat limit participation for most of the respondents of the Invite and Open link sample groups.

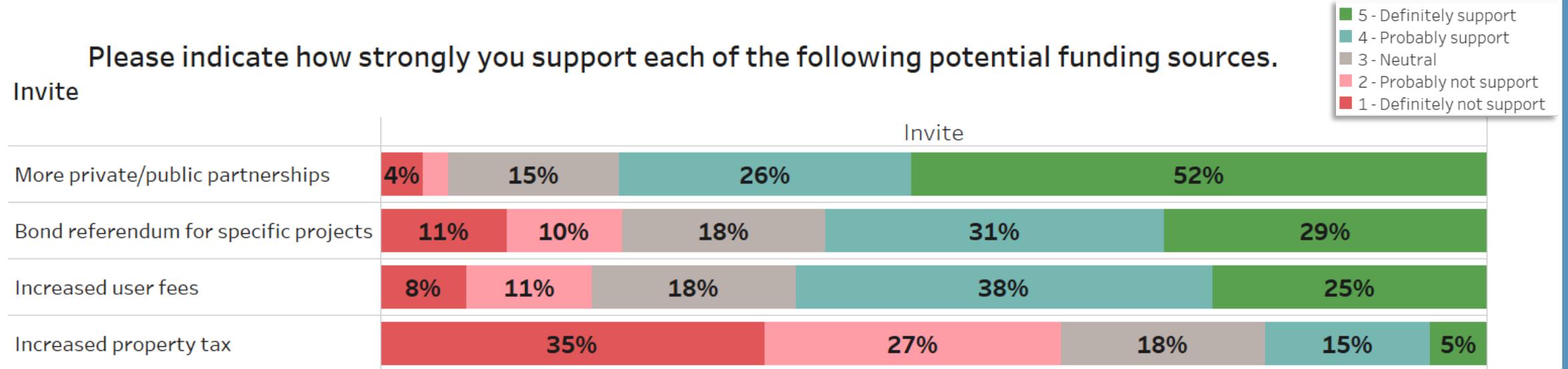
If fee increases were made for Scarborough Community Services facilities and services, which of the following best describes the potential impact, if any, that fee increases would have on your current level of participation?



Source: RRC Associates

Types of Funding Support By Invite Sample

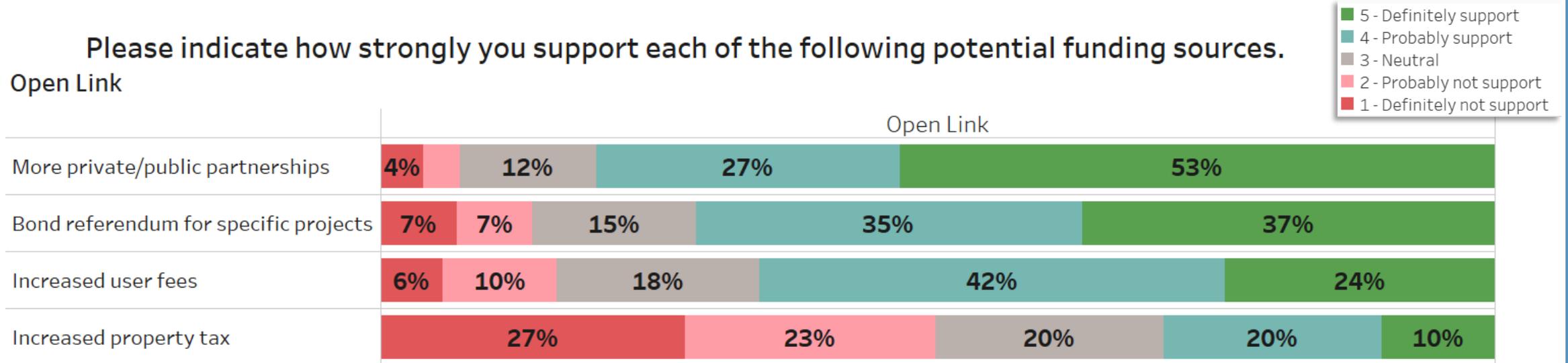
Most of the Invite sample would support more private/public partnerships and would not support increased property taxes.



Source: RRC Associates

Types of Funding Support By Open link Sample

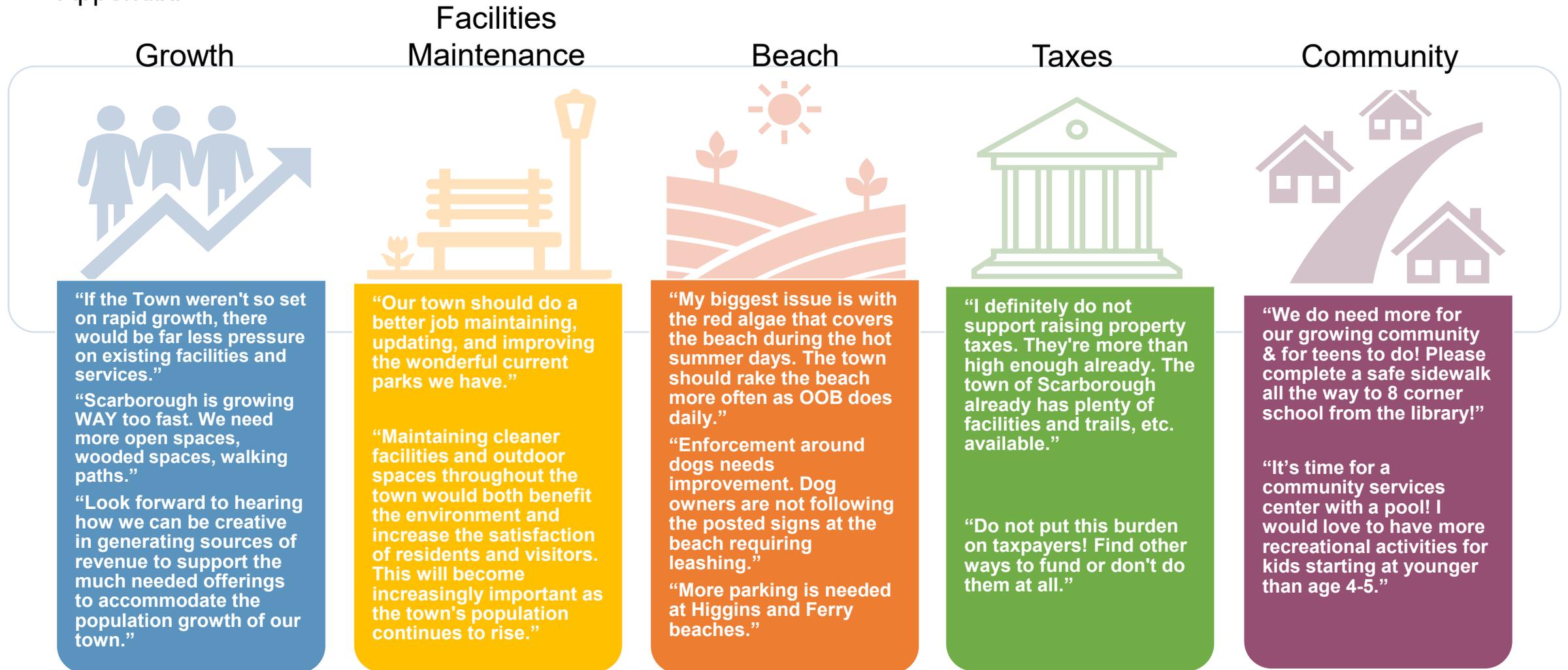
The Open link sample reflects similar preferences to support more private/public partnerships and oppose increased property tax. This sample is also likely to support bond referendum for specific projects and increased user fees.



Source: RRC Associates

Additional Comments/Suggestions

A total of 465 comments were collected regarding additional comments and suggestions for the Town of Scarborough. Below are some common themes and verbatim quotes to illustrate the themes. A full list of comments can be found in the Appendix.



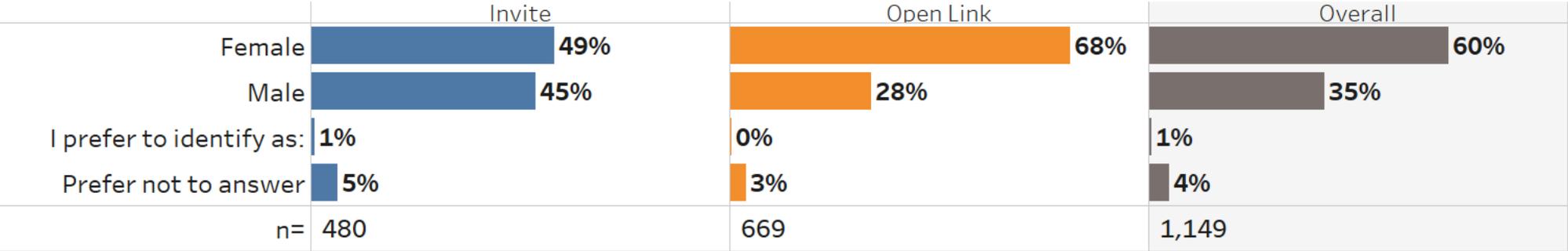
Demographics



Gender & Age

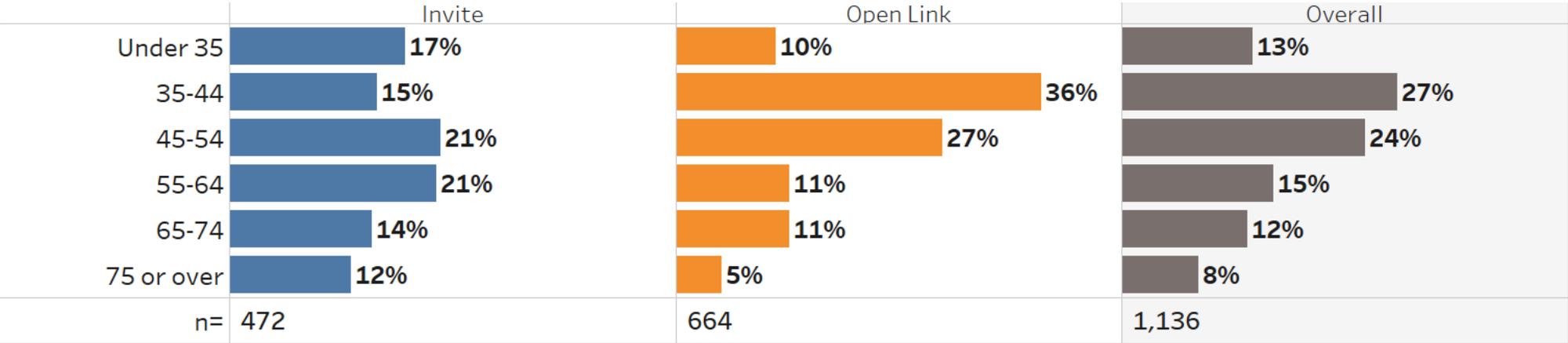
The Invite sample was weighted by gender and age to better reflect the community profile of Scarborough.

Please indicate the gender with which you identify:



Source: RRC Associates

What is your age?

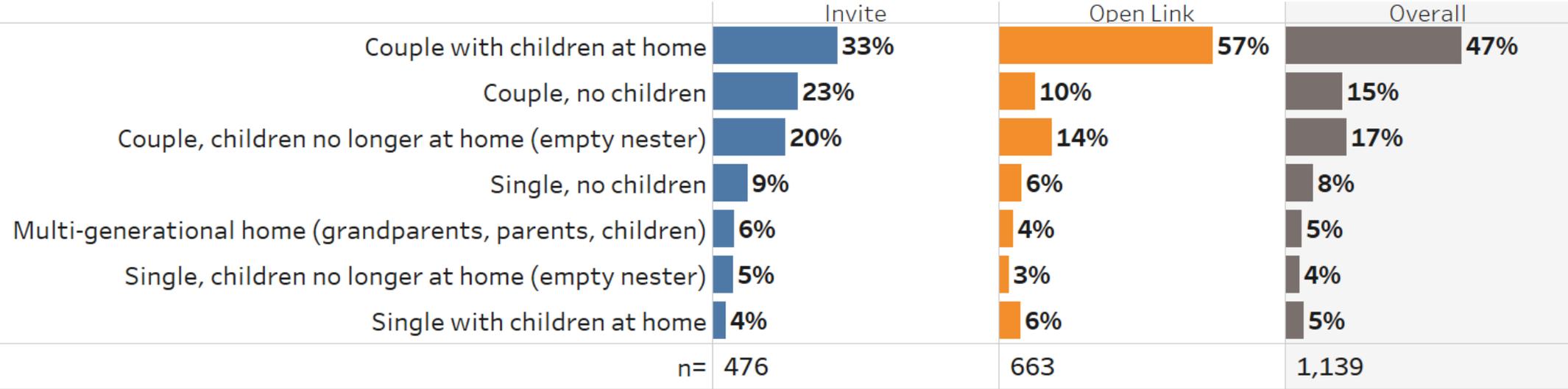


Source: RRC Associates

Household Makeup

The Invite sample shows that the majority of respondents are couples with children (33%) or couples no children (23%). The Open link respondents were particularly likely to include couples with children. This is one of the differences between Invite and Open respondents and should be kept in mind as the results of this survey are interpreted.

Which of these categories best applies to your household?

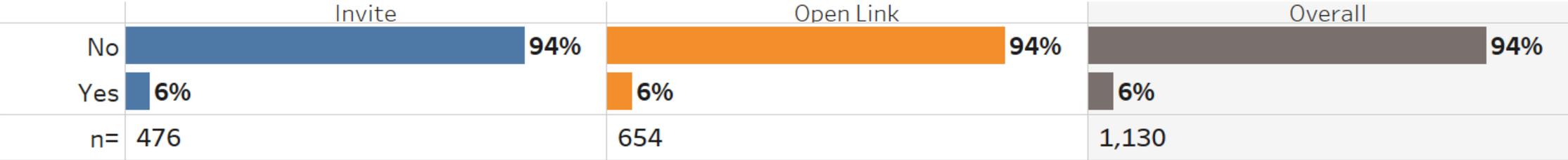


Source: RRC Associates

Need for ADA-accessible facilities and services

A total of 6% of households for both the Invite and Open link samples have a need for ADA (Americans with Disabilities Act) facilities and services.

Does your household have a need for ADA-accessible (Americans with Disabilities) facilities and services?

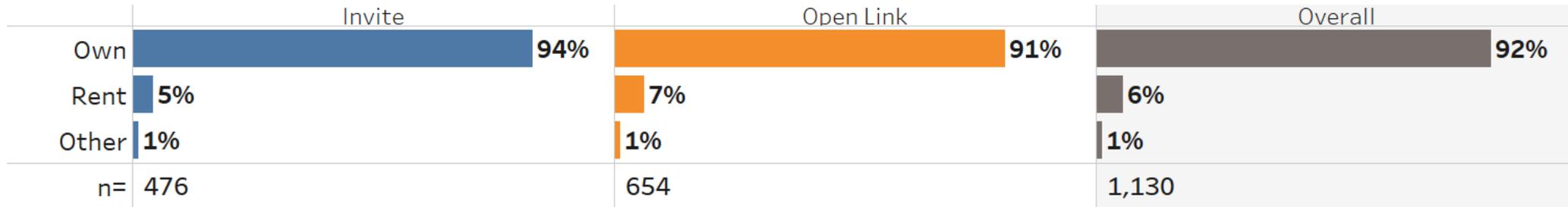


Source: RRC Associates

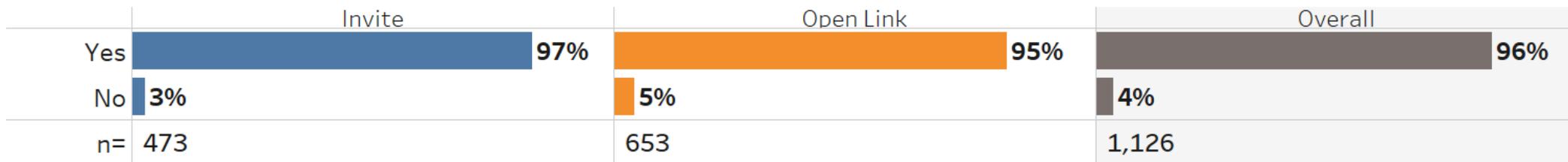
Voter Registration Status, Dog Ownership & Residence Ownership

Most of each sample group own their home (94% of Invite sample and 91% of Open link sample) and are registered voters. About half of each sample group owns a dog.

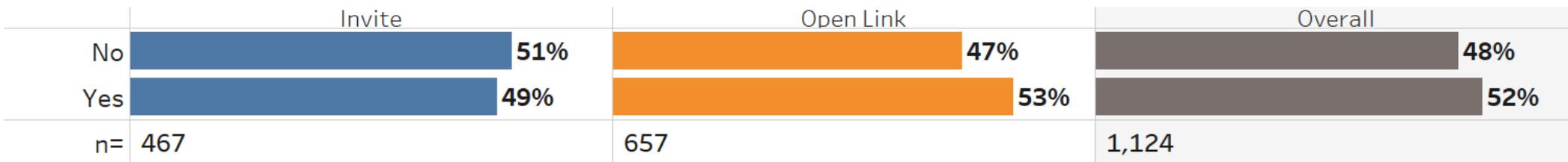
Do you rent or own your residence



Are you a registered voter in the Town of Scarborough?



Do you or a member of your household own a dog?



Source: RRC Associates

Ethnicity & Race

The Invite sample was also weighted by race and ethnicity to better reflect the community profile of LAC.

Are you of Spanish, Hispanic, or Latino origin?

	Invite	Open Link	Overall
Yes	1%	1%	1%
No	99%	99%	99%
n=	453	648	1,101

Source: RRC Associates

What race do you consider yourself to be?

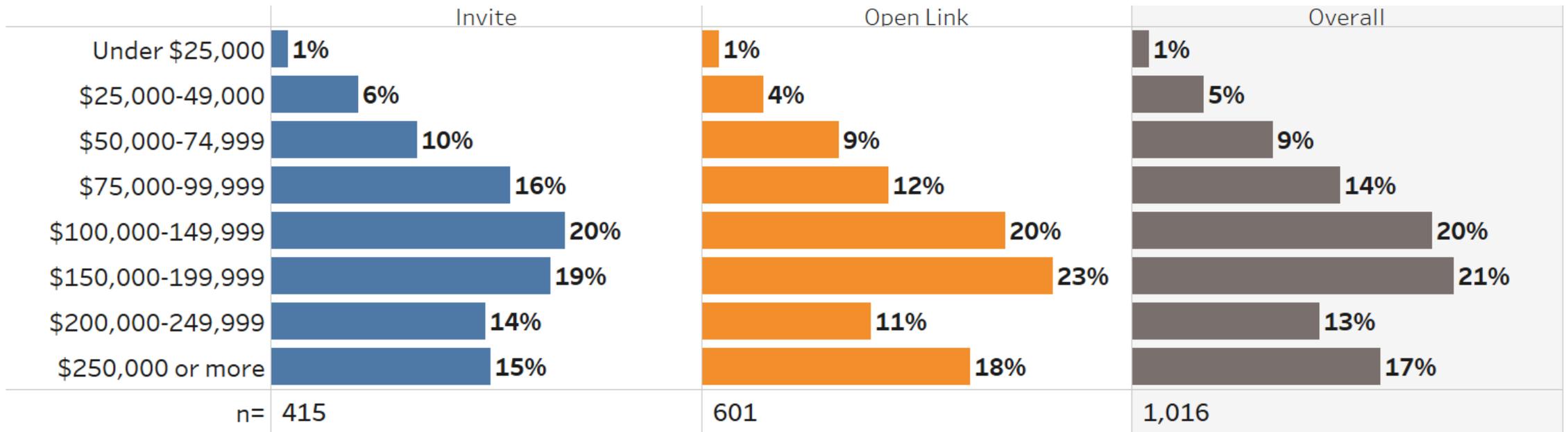
	Invite	Open Link	Overall
White	95%	95%	95%
Some other race	2%	2%	2%
Asian	2%	2%	2%
American Indian and Alaska Native	1%	0%	1%
Black or African American	0%	0%	0%
n=	461	647	1,108

Source: RRC Associates

Income

Survey respondents are relatively affluent, with 20% of both groups earning between \$100-149,999 a year and 23% of Open link respondents earning between \$150-199,999 a year.

Which of these categories best describes the total gross annual income of your household (before taxes)?



Source: RRC Associates



RRC
ASSOCIATES

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