

October 3, 1989

Dear Fellow Resident,

The Town of Waterboro is currently preparing a new Comprehensive Plan that will guide land use planning, development and economic growth in our community for the next ten years. This effort is being spearheaded by the Comprehensive Planning Committee - a group of citizen volunteers, like yourself, who are concerned about what kind of town Waterboro should be in the year 2000.

To insure that the new Comprehensive Plan meets the needs and desires of our townspeople, the Comprehensive Plan Committee is distributing the attached survey questionnaire to all households in Town.

The questionnaire will take only a few minutes to fill out, and all answers are anonymous and confidential.

Please take the time to fill out all questions candidly and return the questionnaire by November 1, 1989 to the Town offices in the attached pre-posted envelope.

If you have any questions, comments, or are interested in volunteering some time on the Comprehensive Plan Committee, please contact Dwayne Morin, Waterboro Town Planner at 247-3166.

Thank you for completing this questionnaire and helping Waterboro to be a great place to live.

Sincerely,

Andrew C. Woodsome, Jr.
Board of Selectmen

John Roberts
Chairman, Comprehensive Plan Committee

TR:jc

Assessment of Services

9. How would you rate the performance and/or availability of private and public services in Waterboro?

<u>Service</u>	<u>Very Good</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Very Poor</u>	<u>Don't Know</u>
Conditions of Town Roads	1	2	3	4	5	0
Quality of Education	1	2	3	4	5	0
Police Protection	1	2	3	4	5	0
Fire Protection	1	2	3	4	5	0
Quality of Town Recreational Facilities	1	2	3	4	5	0
Availability of Public Recreational Facilities	1	2	3	4	5	0
Town Library	1	2	3	4	5	0
Local Health Services	1	2	3	4	5	0
Availability of Shopping Opportunities	1	2	3	4	5	0
Job Opportunities	1	2	3	4	5	0
Performance of the Planning Board	1	2	3	4	5	0
Quality of Life in Town	1	2	3	4	5	0
Optimism about the future in Waterboro	1	2	3	4	5	0
Property Tax Levels in Town	1	2	3	4	5	0

10. What are the three most significant problems with Town and private services in Waterboro?

1. _____
2. _____
3. _____

11. Where do you do most of your shopping?

Clothes _____ Gifts _____
 Food _____ Hardware _____
 Essentials _____

TAXES

12. How would you rate the property tax burden in Waterboro?

_____ Excessively high for the level of
 Town services provided.
 _____ High compared to surrounding towns.
 _____ Acceptable-average.
 _____ Taxes are less than surrounding
 communities.
 _____ Unusually less than surrounding
 communities.
 _____ Do not know/no opinion.

13. Which of the following Town services would you be willing to support with increased property taxes:

Service	Substantial Increase In Taxes	Slight Increase In Taxes	With Existing Taxes	Would Not Support	No Opinio
Improved Education Programs	_____	_____	_____	_____	_____
Expand SAD Physical Facilities	_____	_____	_____	_____	_____
Road Improvements	_____	_____	_____	_____	_____
Expanded Recreational Facilities	_____	_____	_____	_____	_____
Improve Police Protection	_____	_____	_____	_____	_____
Improve Fire Protection	_____	_____	_____	_____	_____
Improve Public Health Services	_____	_____	_____	_____	_____
Expand Town Library	_____	_____	_____	_____	_____

Expand Land Use Planning Budgets	_____	_____	_____	_____	_____
Town Purchase of Waterfront Access	_____	_____	_____	_____	_____
Town Purchase of Conservation Lands	_____	_____	_____	_____	_____
Town Subsidies for Farmland Preservation	_____	_____	_____	_____	_____
Town Subsidies for Affordable Housing	_____	_____	_____	_____	_____
Expand Town Recreational Facilities	_____	_____	_____	_____	_____
Other	_____	_____	_____	_____	_____

TRAFFIC

14. How would you rate traffic congestion in Waterboro on a seasonal basis?

<u>Summer</u>	<u>Rest of Year</u>	
_____	_____	Very Congested
_____	_____	Congested
_____	_____	Moderate
_____	_____	Light
_____	_____	No Problem

15. What roads/intersections do you consider to be highly congested and/or dangerous?

LAND USE

16. How would you rate Waterboro's growth in the last five (5) years?

_____ Out of Control	_____ Fast	_____ Moderate
_____ Slow	_____ Very Slow	_____ No Opinion

17. What kind of new development would you consider to be desirable/acceptable in Waterboro over the next ten years?

<u>Land Use Type</u>	<u>Most Desirable</u>			<u>Least Desirable</u>	
Seasonal Housing	1	2	3	4	5
Permanent Single-Family Housing	1	2	3	4	5
Attached Housing	1	2	3	4	5
Apartments	1	2	3	4	5
Small-scale Retail	1	2	3	4	5
Large-scale Retail	1	2	3	4	5
Services (cleaning, hairdressing, printing, etc.)	1	2	3	4	5
Professional Offices	1	2	3	4	5
Warehousing/Distribution	1	2	3	4	5
Light Industry	1	2	3	4	5
Lodging (Hotel/Motel)	1	2	3	4	5
Resort Development	1	2	3	4	5
Town Owned Conservation Lands	1	2	3	4	5

18. What policies do you believe the Town should adopt in dealing with future land use development?

[Alternative format]

- _____ Encourage only high-end housing
- _____ Encourage residential development only
- _____ Encourage new employment opportunities
- _____ Encourage a balance of residential and commercial development

_____ Encourage forestry, gravel extraction, and farming over business development

_____ Severely restrict any growth

_____ Other _____

19. Where should new development be located in Town?

_____ around existing village centers (Waterboro, East Waterboro, Ross Corner, etc.)

_____ along existing Town roads

_____ in undeveloped sections of Town, particularly in the northwest and northeast quadrants

_____ other _____

_____ no opinion.

20. TOWN CHARACTER

How would you describe the character of the Town of Waterboro?

_____ Spread-out with lots of "elbow room"

_____ Collection of quaint villages

_____ Summertime vacation community

_____ Suburban "bedroom" community

_____ Nothing special

_____ Other _____

21. What kind of community do you want to see Waterboro be in the year 2000?

22. What scenic views, scenic roads, and/or places are especially important and meaningful to you and your household?

FOCUS GROUPS

GOALS AND ACTIVITIES

Goals: All groups will be interviewed with the following goals in mind:

(1) To determine feelings, attitudes and perceptions of individual participants and group segments regarding Waterboro's current image.

(2) To determine feelings, attitudes and perceptions of individual participants and group segments regarding Waterboro in the 21st century.

(3) To determine the current interests, habits, and needs of individual participants and group segments related to recreation and leisure activities; to determine future interests and needs related to recreation programs and facilities.

Activities prior to interview:

- (1) Form letter sent to recruited participants, outlining format and discussion areas (possibly specific questions to think about)
- (2) Parental permission for teenage participants

Activities during interview:

- (1) Group member fill out a short questionnaire
- (2) Facilitator relates the goals to the group and groundrules for session
- (3) Ice-breaking exercise
- (4) Cognitive mapping exercise
- (5) Questions and discussion relating to Goal #2 (future)
- (6) Questions and discussion relating to Goal #1 (present)
- (7) Questions and discussion relating to Goal #3 (8)
Wrap-up - thank yous and presentation of gifts.

Evaluation: Data will be compiled from cognitive mapping exercise, audiotapes, written impression from recorder and facilitator, and flipchart notes.

GROUPING

Three groups will be interviewed (10-12 persons per group):

(1) Teenagers (ages 13-19) - no segments

(2) Over 50 years of age

Segment #1 At least 5 persons who are college graduates - at least 5 persons who did not attend college

Segment #2 At least 5 persons who have lived in town less than 5 years and at least 5 persons who have lived in town 10 or more years

(3) Under 50 adult

Segment #1 At least 5 persons who are college graduates - at least 5 persons who did not attend college

Segment #2 At least 5 persons who have lived in town less than 5 years - at least 5 persons who have lived in town more than 10 years

Segment #3 At least 3 persons whose age is in the 20's, 3 persons in 30's, and 3 in 40's.

Volunteers can be recruited via church groups, organizations, school, including adult education, etc. The volunteers will be recruited by Dwayne Morin.

COMMUNITY ATTITUDES: REPORT ON FOCUS GROUPS

Citizen participation is a vital ingredient in any community wide planning effort, if the resulting plan is to accurately represent local attitudes and values, and if the plan is to become the basis for future community actions. Waterboro's comprehensive planning effort is no exception, and involvement by residents has been encouraged at each stage of the planning process. To supplement information gathered from residents through the community attitude survey, and to pose questions raised by responses to the survey, a series of discussions, using focus group methodologies, were designed and conducted during the months of February and March, 1990.

Three segments of the population were targeted:

(1) Teenagers, defined as residents between the ages of 13 and 19

- (2) Younger citizens, defined as ages 20 to 49 (with the additional criteria that 1/2 of the group be individuals who have resided in Waterboro 5 or fewer years and 1/2 for 10 or more years)
- (3) Older citizens, defined as 50 years of age and older (with the additional criteria that 1/2 of the group be individuals who have resided in Waterboro 10 or more years)

Groups, made up of 8 to 10 individuals, were convened on three separate evenings; and the following objectives were established for each group discussion:

- (1) To determine feelings, attitudes and perceptions of individual participants and group segments regarding Waterboro's current image.
- (2) To determine feelings, attitudes and perceptions of individual participants and group segments regarding Waterboro in the next decades.
- (3) To determine the current interests, habits and needs of individual participants and group segments related to recreation and leisure activities.
- (4) To determine future interests and needs related to recreation programs and facilities.