

**REPORT TO
THE CITY OF SACO, MAINE**



**City of Saco
Citizen Satisfaction Survey**

November 2009

PREPARED BY



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I. BACKGROUND AND OBJECTIVES

Pan Atlantic SMS Group, a full-service market research and consulting firm located in Portland, Maine, was commissioned by the City of Saco to conduct a quantitative research project with a random sample of Saco residents to benchmark citizen satisfaction surveys previously conducted in November 2004, November 2005, and October 2007.

Saco, a Southern Maine coastal community of approximately 18,000 residents, requested the development and implementation of a government performance measurement survey and report as a next step toward improving its accountability to the residents of Saco and overall achievement of its strategic plan. In an effort to continually improve levels of service and the satisfaction of residents, the City of Saco decided to conduct this research project so that these results could be benchmarked against the 2004, 2005, and 2007 data.

To that end, Pan Atlantic SMS Group conducted a community attitude survey of Saco residents. The primary objective of this research is to determine residents' levels of satisfaction with various departments within the city government and with the City of Saco overall. In order to reach this objective, the research conducted focused on the following key issues:

- Overall satisfaction with the City
- Satisfaction levels with the following city departments:
 - Policing and Public Safety
 - Parks and Recreation
 - Public Works / City Maintenance
 - City Codes and Ordinances
 - City Management
 - Planning and Economic Development
 - City Communications
- General citizen assessments of and opinions on various city issues
- Demographic questions relating to the survey population

II. METHODOLOGY

In order to meet the stated objectives of this research project, a telephone survey was conducted with residents of Saco. Telephone interviews were conducted with a randomly-selected sample of 400 adults using a computer generated list of all Saco residential phone listings.

The average length of survey administered was 19.5 minutes. This is a long survey but yet we found that Saco residents were very interested in participating.

Respondents did not qualify for participation in the survey if they do not live within the City of Saco. They were also disqualified if they or any member of their household work for the City, serve on a City board or committee, or work for a market research, public relations, or advertising firm. Surveys were conducted between October 13th and October 29th, 2009.

The final survey instrument used (see Appendix A) was approved by the City of Saco prior to being fielded. Results were tabulated and analyzed using standard statistical methods. The total results of this study command statistical validity to the 95 percent confidence interval level with a margin of error of plus or minus 4.85 percent. In other words, if the study were to be replicated, 95 times out of 100 the results would be within 4.85 percentage points of the results achieved for the current survey. The margins of error for specific sub-samples are significantly higher.

Sub-samples can also be affected by respondents answering “don’t know” to one or more questions in that these respondents cannot be included in mean response calculations. While it may provide interesting data in and of itself, a response of “don’t know” cannot be categorized. The result is a reduction in the sample size, which can have a dramatic effect on the utility of the data. When a sample size is reduced, the data becomes less useful in terms of how it can be generalized to the population. A representative sample is used to approximate the attitudes and opinions of the population at large, but as a given sub-sample gets smaller, it becomes less appropriate to extend findings from that sub-sample to the overall population. Therefore, special care should be taken in considering the percentages involved for each item in this report.

Results were obtained for overall satisfaction with the City, as well as for satisfaction with specific City departments. Any significant differences in viewpoints by population segments are illustrated through the use of charts in this report.

The following report presents an analysis of the survey findings. “Mean response” findings are reported throughout this document. In each case, the scale used is a 5-point scale, where 1 is low and 5 is high. Please note that figures may not always add up to 100.0% due to the rounding of decimals.

Detailed statistical cross tabulations bound in a separate volume accompany this report.

III. EXECUTIVE SUMMARY AND ANALYSIS

The tables used in this Executive Summary section outline the **mean responses** for each question. Higher mean responses indicate more positive ratings. Unless otherwise noted, the scales for each question are 1 to 5.

Overall Satisfaction with the City of Saco

Respondents overall rating of the City of Saco was rated at 4.22, a ranking which has improved steadily since 2004 (4.01) and also since the previous (2007) survey (4.12).

The following set of questions used a scale of 1 to 5, where 1 means “poor” and 5 means “excellent”.

	2004	2005	2007	2009
Image of Saco as a place to raise children	4.25	4.28	4.29	4.45
Image of Saco as a place to live	4.32	4.33	4.35	4.41
Overall feeling of safety in Saco	4.24	4.27	4.22	4.26
Overall quality of life in Saco	4.14	4.16	4.21	4.24
Overall image of Saco	4.01	4.04	4.12	4.22
Overall quality of service received from City employees	3.97	3.98	4.06	4.05
Image of Saco as a place to work	3.58	3.43	3.67	3.68

- **Respondents demonstrated a high level of overall satisfaction regarding the City of Saco: six of the seven statements above elicited mean responses that fall between “good” and “excellent.”**
- Respondents rated the “image of Saco as a place to raise children” (4.45) and the “image of Saco as a place to live” (4.41) highest among the statements tested. The “image of Saco as a place to work” (3.68) is rated the lowest among respondents.
- In general, female respondents, those who voted in the last election, and older respondents (55+ years old) rated their satisfaction with these aspects of Saco higher than their demographic cohorts.

III. EXECUTIVE SUMMARY AND ANALYSIS

Policing and Public Safety

Respondents were asked to rate their level of satisfaction regarding several aspects of policing and public safety listed in the table below. Each issue was rated on a scale of 1 to 5, where 1 means “very dissatisfied” and 5 means “very satisfied”, with the exception of attitude toward interaction with the Saco Police Department, which used a scale from 1 to 5, where 1 means “very cautious” and 5 means “very comfortable”.

	2004	2005	2007	2009
How quickly fire personnel respond to emergencies	N/A	N/A	4.50	4.53
How quickly rescue personnel respond to emergencies	N/A	N/A	4.51	4.52
The overall quality of fire services	N/A	N/A	4.49	4.51
The overall quality of ambulance services	N/A	N/A	4.47	4.46
The City’s efforts to enhance fire prevention	4.26	4.23	4.28	4.23
The overall quality of police services	4.20	4.21	4.24	4.23
The City’s overall efforts to prevent crime	4.08	4.05	4.11	4.09
Neighborhood policing, including domestic violence prevention	4.03	3.87	4.09	3.97
The enforcement of local traffic laws	3.75	3.75	3.88	3.96
Attitude toward interaction with the Saco Police Department	4.18	4.36	4.27	4.25

- **Respondents demonstrated a high level of satisfaction with policing and public safety: seven of the nine statements have mean responses that fall between “good” and “excellent,” and respondents reported a favorable attitude towards their interaction with the Saco Police Department.**
- Respondents rated the quality and speed of fire, ambulance, and rescue personnel highest among the aspects of policing and public safety. Ratings for neighborhood policing and the enforcement of local traffic laws while good, were rated lowest by respondents.
- In general, those who are 55 years of age or more, those who voted in the 2008 election, and in some cases, those with a household income of less than \$50K rated their satisfaction with these aspects of Saco higher than their demographic cohorts.

III. EXECUTIVE SUMMARY AND ANALYSIS

Parks and Recreation

Respondents were then asked to rate their level of satisfaction regarding aspects of the Parks and Recreation Department using a scale of 1 to 5, where 1 means “very dissatisfied” and 5 means “very satisfied”.

	2004	2005	2007	2009
Other City community events, such as the Sidewalk Art Fair and Pumpkin Fest	4.34	4.38	4.40	4.45
The new City Community Center located at 75 Franklin Street	N/A	N/A	N/A	4.28
The maintenance of City parks and athletic facilities	3.96	3.94	4.07	4.16
The reasonableness of fees charged for recreational programs	3.75	3.98	4.04	4.15
The overall quality of City parks	3.85	3.97	3.95	4.10
The overall quality of City recreation programs and facilities	3.70	3.86	3.94	4.10
The care of trees throughout the City	N/A	N/A	N/A	4.06
The City’s youth and adult recreation programs	3.66	3.72	3.88	4.01
The walking and biking trails in the City	3.67	3.69	3.88	3.91

- **Since 2004, the mean responses have increased for nearly all aspects of parks and recreation services: “the maintenance of City parks and athletic facilities” (3.96 to 4.16), “the reasonableness of fees charged for recreational programs” (3.75 to 4.15), “the overall quality of City parks” (3.85 to 4.10), “the overall quality of City recreation programs and facilities” (3.70 to 4.10), “the City’s youth and adult recreation programs” (3.66 to 4.01), and “the walking and biking trails” (3.67 to 3.91).**
- Respondents rated their satisfaction with “other City community events, such as the Sidewalk Art Fair and Pumpkin Fest” (4.45) highest of the aspects regarding Parks and Recreation, followed by “the new City Community Center located at 75 Franklin Street” (4.28). Ratings (though good) are lowest for “the walking and biking trails in the City” (3.91).
- In general, female respondents, those who are 55 years or older, and those with lower education levels provided higher ratings for these service attributes.
- Sixty-nine percent (69.0%) of respondents indicated that the City of Saco offers a wide enough variety of recreational facilities to meet the needs of citizens. This is an increase from the results of each of the previous surveys (2004, 60.5%; 2005, 57.8%; 2007; 59.3%).
- More than one-half (53.1%) of those surveyed indicated that they make use of recreational facilities at least once a month.

III. EXECUTIVE SUMMARY AND ANALYSIS

Public Works / City Maintenance

Respondents were then asked to rate their level of satisfaction regarding aspects of the Public Works Department using the same satisfaction scale.

	2004	2005	2007	2009
The overall ease of using the City's recycling program	4.26	4.36	4.32	4.49
The maintenance and preservation of the character of downtown Saco	4.15	4.23	4.32	4.42
The overall cleanliness of City streets and other public areas	4.22	4.26	4.25	4.24
The overall quality of trash collection services	4.20	4.34	4.12	4.23
The overall quality of City wastewater treatment	4.01	4.21	4.11	4.21
The maintenance of City buildings and facilities	4.08	4.11	4.14	4.07
Snow plowing and removal on city streets during the past 12 months	4.05	4.03	4.02	3.90
The City's Public Works Department	3.85	3.97	3.90	3.86
The maintenance of sidewalks in the City	3.73	3.82	3.79	3.73
The maintenance of City streets	3.71	3.76	3.80	3.59

- Respondents are most satisfied with “the overall ease of using the City’s recycling program” (4.49) and “the maintenance and preservation of the character of downtown Saco” (4.42). “The maintenance of sidewalks in the City” (3.73) and “the maintenance of City streets” (3.59) received the lowest ratings.
- **Since 2004, the mean responses have increased for: “the overall ease of using the City’s recycling program” (4.26 to 4.49), “the maintenance and preservation of the character of downtown Saco” (4.15 to 4.42), and “the overall quality of City wastewater treatment” (4.01 to 4.21). Since 2004, mean responses have decreased for “snow plowing and removal on city streets during the past 12 months” (4.05 to 3.90) and “the maintenance of City streets” (3.71 to 3.59).**
- In general, respondents who are 55 years of age or older rated their satisfaction with these aspects of Saco higher than their demographic cohorts.

III. EXECUTIVE SUMMARY AND ANALYSIS

City Codes and Ordinances

Respondents then rated their levels of satisfaction regarding City codes and ordinances and the enforcement of these codes and ordinances. Again, the same satisfaction scale was used.

	2004	2005	2007	2009
The building safety of places of public assembly such as supermarkets, banks, and churches located in the City. Examples of building safety include that exits aren't blocked, plumbing and wiring are up to code, fire alarms and sprinklers are fully serviced, etc.	N/A	N/A	N/A	4.34
The quality of new construction in the City	3.75	3.69	3.88	3.94
The overall enforcement of City codes and ordinances including the Building Inspection Department	3.64	3.63	3.81	3.78
The timeliness and ease of the City's permitting process	3.73	3.49	3.82	3.75

- Respondents indicated the highest level of satisfaction with “the building safety of places of public assembly” (4.34) and lowest level of satisfaction with “the overall enforcement of City codes and ordinances” (3.78) and “the timeliness and ease of the City’s permitting process” (3.75).
- **Since 2004, mean responses have increased for “the quality of new construction in the City” (3.75 to 3.94) and “the overall enforcement of City codes and ordinances including the Building Inspection Department” (3.64 to 3.78).**
- It should be noted that nine to forty-three percent of the respondents (depending on the question) “don’t know” how to rate their level of satisfaction regarding these code enforcement and ordinance issues.

III. EXECUTIVE SUMMARY AND ANALYSIS

City Management

Using the scale of 1 to 5, respondents rated their level of satisfaction regarding issues associated with City management.

	2004	2005	2007	2009
The ease of voting in the City of Saco based on your experience the last time you voted in Saco	4.36	4.40	4.41	4.50
The ease of doing business in person at City Hall	4.02	4.11	4.22	4.25
The City's administration, including the Administrator's Office, Finance Department, and City Clerk's Office	3.73	3.86	3.90	4.02
The City's Assessing and Valuations Office	3.51	3.62	3.64	3.71
The quality of the information you receive regarding the City budget and the use of taxpayer dollars	3.34	3.55	3.64	3.59

- Respondents are most satisfied regarding “the ease of voting in the City of Saco based on [their] experience the last time [they] voted in Saco” (4.50), followed by “the ease of doing business in person at City Hall” (4.25). Respondents are least satisfied with “the quality of information you receive regarding the City budget and the use of taxpayer dollars” (3.59).
- **Since 2007, mean responses have increased for each of the City Management attributes evaluated with the exception of the final attribute (see table above).**
- In general, respondents who are 55 years of age or more rated their satisfaction with these aspects of Saco higher than their demographic cohorts.
- Nearly sixty percent (57.0%) of the respondents consider a wait somewhere between three and eight minutes a reasonable amount of time to wait in line to process a transaction at City Hall.

III. EXECUTIVE SUMMARY AND ANALYSIS

Website Use

- Fifty-eight percent (57.8%) of respondents indicated that they access the City of Saco's website, at least occasionally. **This percentage has increased steadily since 2004 (40.1%), 2005 (48.4%), and 2007 (44.1%).**
- The most common types of information being accessed by users of the website include: "Parks and Recreation Department information," "trash / dump information," "vehicle registration / Department of Motor Vehicles," "property valuations / Assessor's Office," and "tax information."
 - **Since 2005, respondents have been using the City of Saco's website more frequently to access "trash / dump information."**
- Half (53.5%) of the respondents said that they are "not at all likely" to conduct business with the City of Saco over the Internet in the next one or two years. **Since 2004, respondents have remained stable in their likelihood of conducting business with the City of Saco over the Internet.**

Interaction with City Employees

- The vast majority of respondents (86.8%) reported that the City employee with whom they had interacted most recently was either "very professional and courteous" (69.8%) or "somewhat professional and courteous" (17.0%). **A greater percentage of respondents indicated that the City employee was "very professional and courteous" (69.8%) in 2009 than in any of the past survey years (2004, 61.5%; 2005, 59.0%; 2007, 61.3%).**

III. EXECUTIVE SUMMARY AND ANALYSIS

Planning and Economic Development

Using the same satisfaction scale as in previous sections, respondents rated their satisfaction level regarding a few aspects of planning and economic development in Saco.

	2007	2009
The administration of site plan and subdivision permitting and economic development programs by the Department	3.49	3.40
The timeliness of the City's reviews of subdivision and site plan applications	3.60	3.37

- Respondents reported their satisfaction with regard to planning and economic development as being between “neutral” and “somewhat satisfied.” **The mean response for “timeliness of the City’s reviews of subdivision and site plan applications” has decreased since 2007.**
- Approximately seventy percent (69.3%) of respondents have “never” sought a site plan or subdivision permit, or attended a public hearing related to Planning or Economic Development in the City of Saco.
- A total of 39.8% of respondents indicated that the City’s overall planning for growth in Saco is “good” or “excellent.”
 - **The mean response for this question was 3.39, which is an increase from the mean responses in 2005 (3.20), but a decrease since 2007 (3.51).**
- **The percentage of respondents who indicated that the level of growth in Saco is “about right” has increased from 48.0% in 2004 and 60.5% in 2007 to 70.0% in 2009.**

III. EXECUTIVE SUMMARY AND ANALYSIS

Communications

Respondents then rated their level of satisfaction regarding communications from the City.

	2004	2005	2007	2009
City programs and services	3.48	3.49	3.65	3.54
Local issues and public involvement opportunities	3.45	3.46	3.56	3.41

- The mean ratings for the communications issues tested fall between “neutral” and “somewhat satisfied,” indicating that those surveyed generally feel favorably about the City of Saco’s communications efforts.
- **The mean ratings for these two aspects of communications have declined somewhat since 2007.**

The Pepperell Post

- Approximately one-quarter of respondents (23.8%) indicated that they have read or seen *The Pepperell Post*.
 - Approximately one-third of these respondents saw or obtained the newsletter at City Hall, while approximately one-fifth each obtain the newsletter either on the City’s website or via email.
 - Of those who have read or seen *The Pepperell Post*, a total of 80.0% rated it as either “very valuable” or “somewhat valuable.”
- Nearly one-third (30.8%) of those who do not currently receive the newsletter via email indicated that they would be interested in doing so. **This is an increase from 2005 and 2007.**

Budget Information

- More than half of respondents (54.8%) get their information about the City budget from “newspapers.” Other top sources are the Internet (16.4%) and word of mouth (14.3%).
- **Since 2004, the percentage of respondents who get information about the City budget and the use of taxpayer money from newspapers has declined steadily (67.0% to 54.8%).**
- Channel 3 (local access) was watched by 48.7% of respondents in the month prior to the survey. Most of those who watched Channel 3 watched it for less than an hour in that time.
- **Since 2004, the percentage of respondents who reported that they “did not watch” Channel 3 in the past month has increased (from 42.5% to 51.3%).**

III. EXECUTIVE SUMMARY AND ANALYSIS

Other

The final portion of the survey included some general questions about the City and its services.

Property Taxes

- Respondents were asked to describe their opinion regarding the value of Saco's property taxes relative to the services that the City provides. The highest percentage of respondents (52.8%) indicated that Saco property taxes are "about right" relative to the City services they receive. **The mean response for this question (2.93) has remained stable since 2004.**

Departmental Funding

- Respondents were asked to name one or two departments for which they would like to increase funding, assuming that current budget levels for any City Department were not being cut. "Police Department" (41.8% overall) and the "Fire and Ambulance Department" (41.1% overall), followed by the "Parks and Recreation Department" (22.6%), and the "Public Works Department" (17.3%) received the highest level of support. **These results are similar to the findings of the 2004, 2005, and 2007 surveys.**

Image Statements

- More than eighty percent (82.5%) of those surveyed indicated that they either "strongly agree" (40.8%) or "somewhat agree" (41.8%) that the following statement created by a panel of Saco residents symbolizes the City of Saco: "Saco is a city that provides families of all kinds with a community that values its heritage, cherishes its environment, balances its growth, and offers a concerned and caring spirit." **The mean response to this question (4.16) is reasonably similar to that recorded in 2005 (4.06) and 2007 (4.08).**
- Nearly seven in ten (67.8%) of those surveyed indicated that they either "strongly agree" (21.0%) or "somewhat agree" (46.8%) that the following statement created by the Saco City government summarizes its role with regard to the citizens of Saco: "Building the trust and confidence of citizens in our integrity and competence." **The mean response to this question has increased from 3.58 in 2005 to 3.74 in 2009.**

III. EXECUTIVE SUMMARY AND ANALYSIS

ANALYSIS OF KEY FINDINGS

- **The satisfaction levels recorded in this benchmarking survey are very good and continue to show progress across the board.**
- **Similar to the three previous studies, the satisfaction ratings recorded across all sections of this survey indicate a consistent, and, in several instances, a rising level of satisfaction among Saco residents with City services and administration. In nearly every applicable case, the average response to a given question was positive. While some questions yielded more positive responses than others, it should be noted that no clearly negative results were obtained.**

Saco residents have the most positive feelings about:

- ✓ How quickly (1) fire and (2) rescue personnel respond to emergencies (mean = 4.53 and 4.52, respectively)
 - ✓ The overall quality of (1) fire and (2) ambulance services (mean = 4.51 and 4.46, respectively)
 - ✓ The ease of voting in the City of Saco based on your experience the last time you voted in Saco (mean = 4.50)
 - ✓ The overall ease of using the City's recycling program (mean = 4.49)
 - ✓ The image of Saco as a place to raise children (mean = 4.45)
 - ✓ City community events, such as the Sidewalk Art Fair and Pumpkin Fest (mean = 4.45)
 - ✓ The maintenance and preservation of the City of Saco (mean = 4.42)
 - ✓ The image of Saco as a place to live (mean = 4.41)
 - ✓ The building safety of places of public assembly such as supermarkets, banks, and churches located in the City (mean = 4.34)
- Ratings of City customer service are generally very positive, as illustrated, for example, by respondent reactions to the question relating to their most recent contact with a non-emergency City employee. Efforts aimed at improving customer relations with residents have continued to be successful. (87% cite City employees as being very or somewhat professional and courteous.)

Since 2004, the following factors have shown the most improvement (based on the use of a 5-point scale):

- ✓ Reasonableness of fees charges for recreational programs (mean increased 0.40)
- ✓ Overall quality of City recreation programs and facilities (mean increased 0.40)
- ✓ City's youth and adult recreation programs (mean increased 0.35)
- ✓ The City's administration (mean increased 0.29)
- ✓ Maintenance and preservation of the character of downtown Saco (mean increased 0.27)
- ✓ Overall quality of City parks (mean increased 0.25)

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- ✓ Quality of information you receive regarding the City budget and the use of taxpayer dollars (mean increased 0.25)
 - ✓ Walking and biking trails in the City (mean increased 0.24)
 - ✓ Ease of using the City's recycling program (mean increased 0.23)
 - ✓ Ease of doing business in person at City Hall (mean increased 0.23)
 - ✓ Overall image of Saco (mean increased 0.21)
 - ✓ Enforcement of local traffic laws (mean increased 0.21)
- **It should be noted that six of the items for which statistically significant mean increases in satisfaction have been recorded since 2004 relate to City Parks and Recreation.**
 - **The following factors have shown particular improvement *since 2007*:**
 - ✓ Overall ease of using the City's recycling program (mean increased 0.17)
 - ✓ Image of Saco as a place to raise children (mean increased 0.16)
 - ✓ Overall quality of City recreation programs and facilities (mean increased 0.16)
 - ✓ Overall quality of City parks (mean increased 0.15)
 - ✓ City's youth and adult recreation programs (mean increased 0.13)
 - **Results suggest decreases in satisfaction for the following services *since 2007*:**
 - ✓ The timeliness of the City's reviews of subdivision and site plan applications (mean decrease of 0.23)
 - ✓ The maintenance of City streets (mean decrease of .21)
 - ✓ Local issues and public involvement opportunities (mean decrease of 0.15)
 - Particular attention should be paid to issues for which the average response is close to "neutral". Because the mean results fall within a fairly limited range of ratings (in most cases between "3" and "4" on a scale of 1-5), small changes become more meaningful. For example, a satisfaction rating of 3.5 and a satisfaction rating of 4, while not especially disparate on the scale, might indicate a significantly different level of satisfaction. The recommendation would be to focus improvement efforts on issues that, in comparison to other items in their section, have a mean response level closer to 3.0.
 - In this year's survey, the vast majority of City attributes received average scale ratings above 4.0. The two City departments that received average ratings of less than 4.0 are Planning and Economic Development and Communications.

III. EXECUTIVE SUMMARY AND ANALYSIS

RECOMMENDATIONS

1. Overall Satisfaction with the City of Saco

Overall, residents' image of the City of Saco is continuing to improve in all areas assessed.

The mean response for "image of Saco as a place to work" has increased from 3.43 in 2005 to 3.68 in 2009. **The City of Saco should continue its efforts to improve residents' image of Saco as a place to work.**

2. Policing and Public Safety

The mean response for "the enforcement of local traffic laws" has increased since 2004 from 3.75 to 3.96. The mean response for "neighborhood policing, including domestic violence prevention" has remained steady since 2004, from 4.03 to 3.97. **The City of Saco should continue its efforts to improve residents' level of satisfaction with neighborhood policing and the enforcement of traffic laws.**

3. Parks and Recreation

Respondents' satisfaction levels with elements of Parks and Recreation Department Services have increased significantly over the past five years. Mean scores have increased for six of the seven attributes that have been assessed since 2004.

- ✓ Residents are particularly pleased with City community events, such as the Sidewalk Art Fair and Pumpkin Fest.
- ✓ There has been a strong increase in respondents' ratings of "the reasonableness of fees charged for recreation programs" and "the overall quality of City recreation programs and facilities."

The City of Saco should continue the efforts it has put forth over the past two years to improve residents' level of satisfaction with the City's Parks and Recreation programs / facilities. In particular, the City may want to explore improvements that could be made to the walking and biking trails in the City.

4. Public Works / City Maintenance

The City of Saco should continue its efforts to improve residents' level of satisfaction with regard to the maintenance of City sidewalks and, in particular, City streets.

III. EXECUTIVE SUMMARY AND ANALYSIS

5. City Codes and Ordinances

Respondents are highly satisfied with the building safety of places of public assembly in the City of Saco. The City should continue its efforts to improve residents' satisfaction with the timeliness and ease of the permitting process and the overall enforcement of City codes and ordinances.

6. City Management

Since 2004 and also the 2007 (previous survey) with one small exception, mean responses have increased for each of the City Management functions assessed.

The City of Saco should continue its efforts to improve residents' level of satisfaction with the City's Assessing and Valuations Office and the quality of information received regarding the City budget and use of taxpayer dollars.

7. Planning and Economic Development

The City of Saco should continue its efforts to improve residents' level of satisfaction regarding the administration of site plan and subdivision permitting and the timeliness of the City's reviews of subdivision and site plan applications (which has decreased since 2007).

8. Communications

Mean ratings of City communications on: (1) City programs and services (2) Local issues and public involvement opportunities have been fairly stable since 2004, receiving mean scores of 3.54 and 3.41, respectively.

- Overall readership of the City's newsletter has not increased to any degree, and still remains on the low side (23.8% of respondents). Additionally, **online** readership of *The Pepperell Post* remains low. However, those who do use the newsletter in general find it to be a valuable source of information.

The City should promote the newsletter, and, in particular, the online version, so that a higher percentage of citizens are better informed of City business.

9. Budget Information

- The number one source for information about the City budget is newspapers. However, the percentage of respondents who get this information from newspapers is declining (67.0% to 54.8%).

The City of Saco should continue to promote the availability of online budget information and also the fact that it can be obtained in a briefer format via the City Newsletter.

IV. FINDINGS – OVERALL SATISFACTION

Respondents were asked a series of questions designed to assess their overall image of and attitudes toward various aspects of the City of Saco.

I would like to begin by asking you to rate Saco on a scale of 1 to 5, where 1 means “poor” and 5 means “excellent” with regard to each of the following:

Overall Image of the City

N=400*	2004	2005	2007	2009
5 – Excellent	26.5%	25.3%	32.3%	37.5%
4 – Good	52.0%	55.3%	50.0%	48.8%
3 – Average	17.8%	17.3%	15.0%	12.5%
2 – Below Average	2.0%	1.8%	1.8%	1.0%
1 – Poor	1.3%	0.3%	0.5%	0.3%
Don't know or N/A	0.5%	0.3%	0.5%	0.0%
Good / Excellent combined	78.5%	80.6%	82.3%	86.3%
Poor / Below Average combined	3.3%	2.1%	2.3%	1.3%
Mean Response (1 to 5)	4.01	4.04	4.12	4.22

**Note: Throughout the report, N=400 unless otherwise noted.*

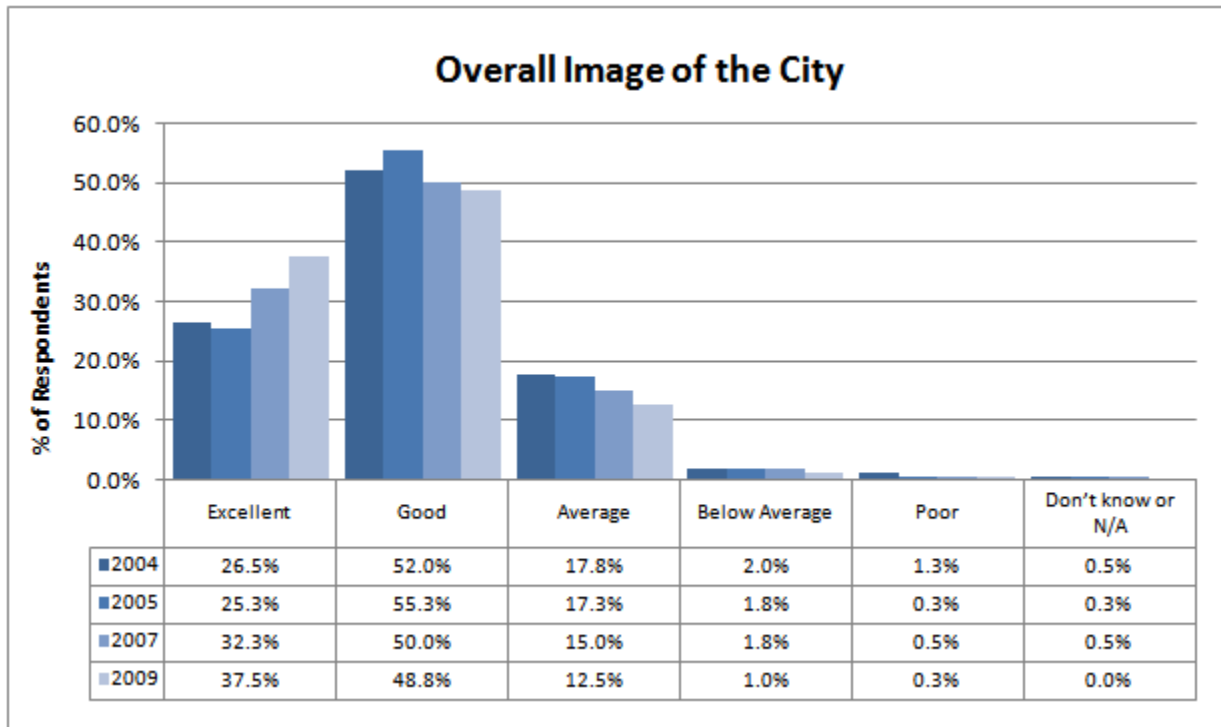
Eighty-six percent (86.3%) of those surveyed said that their overall image of the City is either “good” (48.8%) or “excellent” (37.5%). Another 12.5% of respondents rated their image of the City as “average”. A total of only 1.3% of the Saco residents surveyed indicated that their image of Saco was either “below average” (1.0%) or “poor” (0.3%).

The mean response for this question was 4.22 on a scale of 1 to 5; this finding has increased slightly each year since 2004 (2004: 4.01, 2005: 4.04, 2007: 4.12).

IV. FINDINGS – OVERALL SATISFACTION

Overall Image of the City (continued)

Overall Image of the City	
Higher	Lower
<ul style="list-style-type: none"> Age: 55 or older (4.36) 	<ul style="list-style-type: none"> Age: 35 to 54 (4.13)
<ul style="list-style-type: none"> Females (4.34) 	<ul style="list-style-type: none"> Males (4.08)



IV. FINDINGS – OVERALL SATISFACTION

Image of the City as a Place to Live

	2004	2005	2007	2009
5 – Excellent	47.3%	43.5%	47.0%	51.3%
4 – Good	39.5%	46.5%	43.0%	40.0%
3 – Average	11.5%	9.8%	8.0%	7.3%
2 – Below Average	1.0%	0.3%	1.8%	0.8%
1 – Poor	0.5%	0.0%	0.3%	0.5%
Don't know or N/A	0.3%	0.0%	0.0%	0.3%
Good / Excellent combined	86.8%	90.0%	90.0%	91.3%
Poor / Below Average combined	1.5%	0.3%	2.0%	1.3%
Mean Response (1 to 5)	4.32	4.33	4.35	4.41

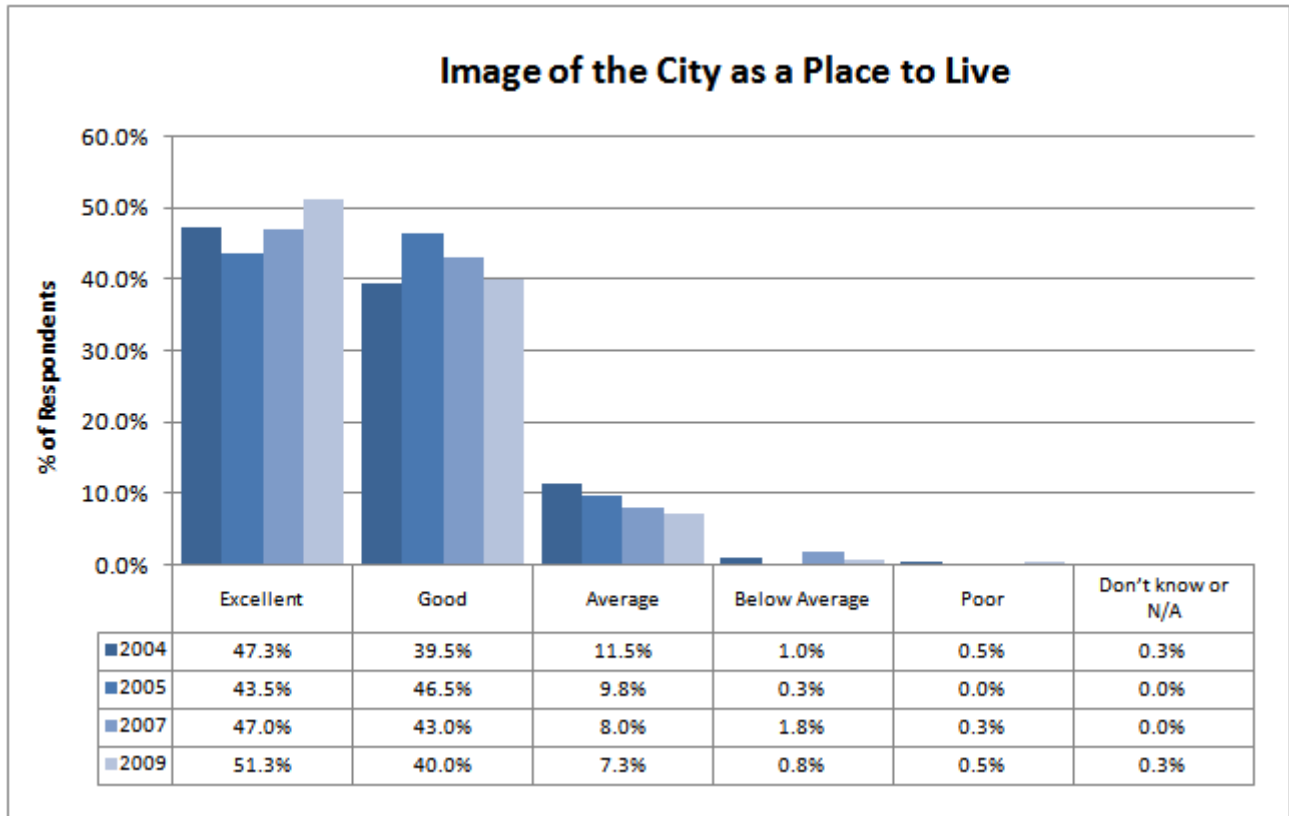
Ninety-one percent (91.3%) of Saco citizens surveyed gave ratings of either “good” (40.0%) or “excellent” (51.3%) in terms of the City of Saco as a place to live, while 7.3% gave a rating of “average.” One percent (1.3%) of respondents gave a rating of “below average” (0.8%) or “poor” (0.5%) in this area while 0.3% of respondents did not know or were not able to rate their image of Saco on this issue

The mean response for this question was 4.41 on a scale of 1 to 5; this finding is slightly higher than the mean responses of the 2007 (4.35), 2005 (4.33) and 2004 (4.32) surveys.

No significant differences were found between demographic subgroups.

IV. FINDINGS – OVERALL SATISFACTION

Image of the City as a Place to Live (continued)



IV. FINDINGS – OVERALL SATISFACTION

Image of the City as a Place to Raise Children

	2004	2005	2007	2009
5 – Excellent	41.5%	40.5%	43.8%	53.0%
4 – Good	38.0%	41.3%	37.8%	34.0%
3 – Average	10.5%	11.3%	10.5%	8.0%
2 – Below Average	2.5%	1.3%	2.0%	1.0%
1 – Poor	0.8%	0.0%	0.5%	0.0%
Don't know or N/A	6.8%	5.8%	5.5%	4.0%
Good / Excellent combined	79.5%	81.8%	81.5%	87.0%
Poor / Below Average combined	3.3%	1.3%	2.5%	1.0%
Mean Response (1 to 5)	4.25	4.28	4.29	4.45

Respondents were asked to rate their image of the City as a place to raise children. Nearly nine in ten (87.0%) Saco citizens surveyed gave a rating of either “good” (34.0%) or “excellent” (53.0%). Eight percent (8.0%) of respondents gave an “average” rating, and only 1.0% of those surveyed indicated that Saco is “below average” in this regard. Four percent (4.0%) of respondents did not know or were not able to rate their image of Saco on this issue.

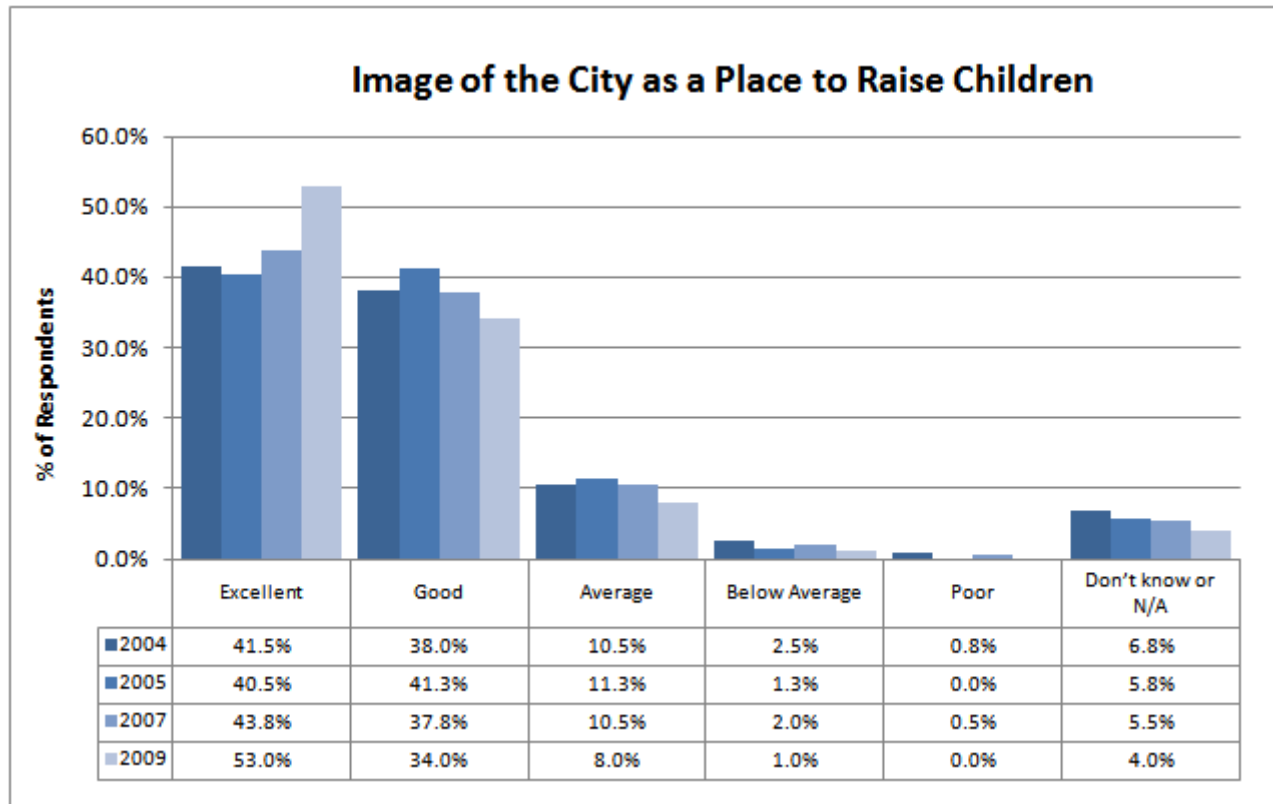
The mean response for this question was 4.45 on a scale of 1 to 5; this mean response represents an increase from the mean response level of the 2007 (4.29), 2005 (4.28) and 2004 (4.25) surveys.

It should be noted that the “excellent” rating increased by approximately 10 percentage points since the 2007 survey.

Image of the City as a Place to Raise Children	
Higher	Lower
• Voted in 2008 election (4.49)	• Did not vote in the last election (4.19)

IV. FINDINGS – OVERALL SATISFACTION

Image of the City as a Place to Raise Children (continued)



IV. FINDINGS – OVERALL SATISFACTION

Image of the City as a Place to Work

	2004	2005	2007	2009
5 – Excellent	17.3%	11.8%	20.0%	21.8%
4 – Good	28.3%	27.3%	28.5%	28.8%
3 – Average	21.8%	26.5%	22.0%	27.5%
2 – Below Average	9.5%	13.0%	9.8%	8.0%
1 – Poor	3.5%	1.5%	2.0%	2.0%
Don't know or N/A	19.8%	20.0%	17.8%	12.0%
Good / Excellent combined	45.6%	39.1%	48.5%	50.5%
Poor / Below Average combined	13.0%	14.5%	11.8%	10.0%
Mean Response (1 to 5)	3.58	3.43	3.67	3.68

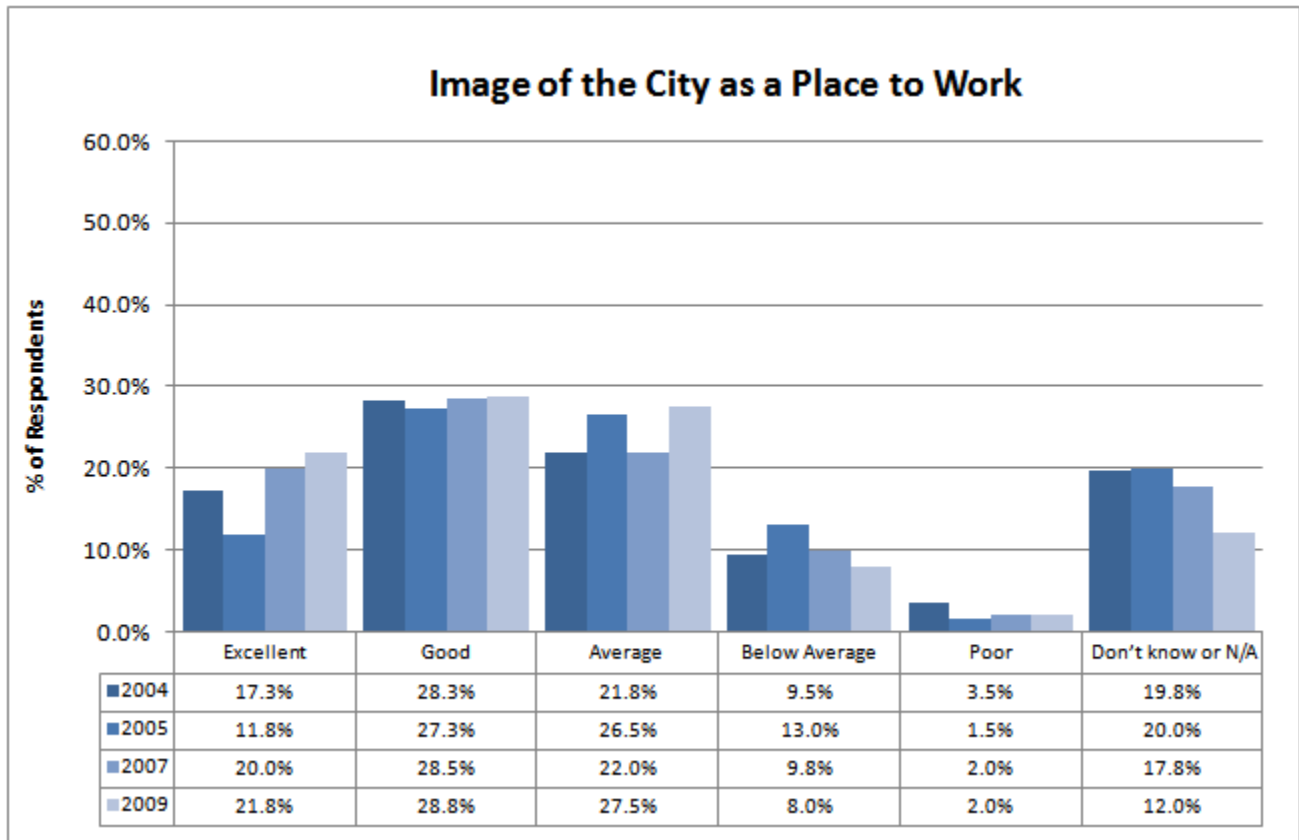
Respondents were asked to rate their image of the City as a place to work. Approximately half (50.5%) of respondents said that Saco is either a “good” (28.8%) or an “excellent” (21.8%) place to work. Approximately one-fourth of all respondents (27.5%) rated the City as “average” in this regard, and a total of 10.0% of respondents either have a “below average” (8.0%) or “poor” (2.0%) image of Saco as a place to work. Twelve percent (12.0%) of respondents did not know or were not able to rate their image of Saco on this issue.

The mean response for this question was 3.68 on a scale of 1 to 5; this finding is similar to the mean response of the 2007 survey (3.67).

Image of the City as a Place to Work	
Higher	Lower
• Age: 55+ (3.95)	• Age: 35-54 (3.49)
• Females (3.81)	• Males (3.52)
• Voted in 2008 election (3.77)	• Did not vote in 2008 election (3.23)

IV. FINDINGS – OVERALL SATISFACTION

Image of the City as a Place to Work (continued)



IV. FINDINGS – OVERALL SATISFACTION

Overall Quality of Life in the City

	2004	2005	2007	2009
5 – Excellent	32.0%	31.5%	37.8%	38.0%
4 – Good	52.5%	52.8%	46.8%	49.0%
3 – Average	13.3%	11.8%	13.5%	11.0%
2 – Below Average	0.8%	2.0%	1.8%	1.3%
1 – Poor	1.0%	0.0%	0.0%	0.3%
Don't know or N/A	0.5%	2.0%	0.3%	0.5%
Good / Excellent combined	84.5%	84.3%	84.5%	87.0%
Poor / Below Average combined	1.8%	2.0%	1.8%	1.5%
Mean Response (1 to 5)	4.14	4.16	4.21	4.24

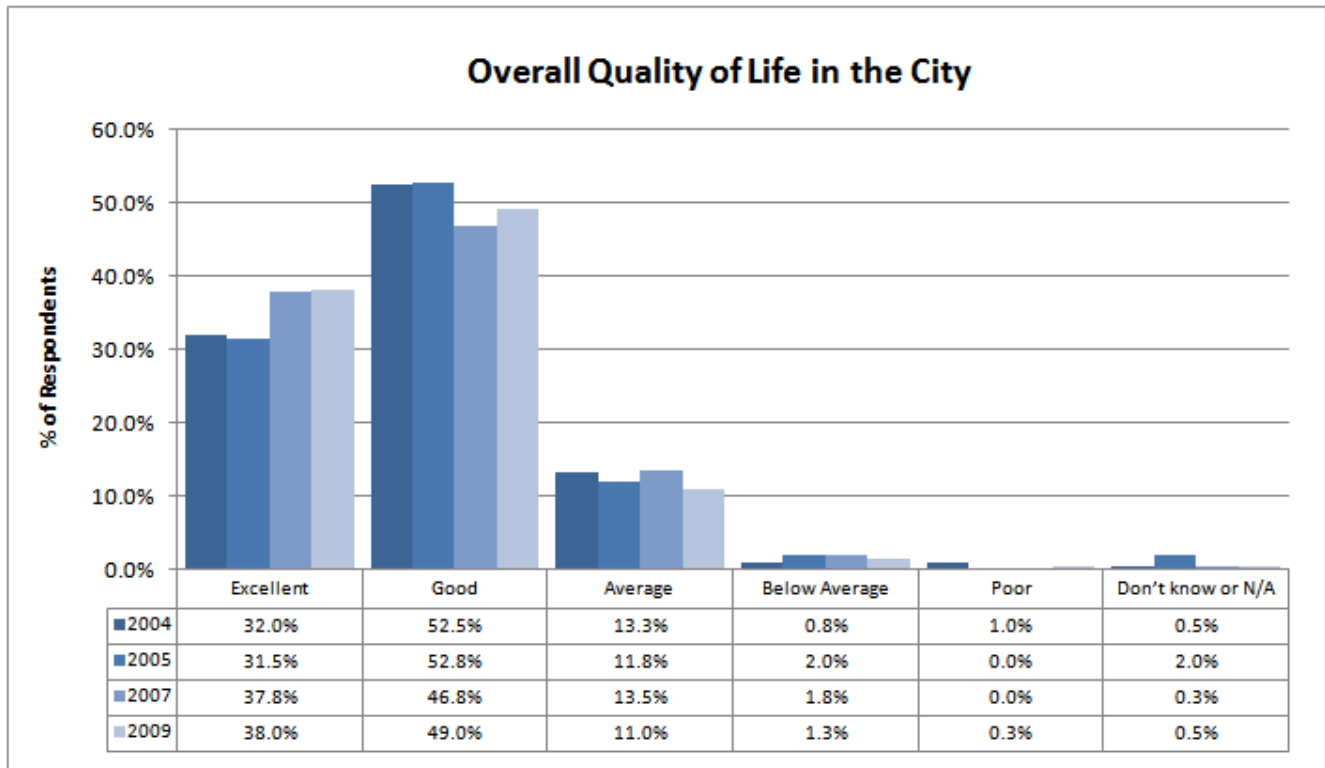
Respondents were asked to rate the overall quality of life in Saco. The majority of Saco citizens surveyed (87.0%) indicated that the quality of life is either “good” (49.0%) or “excellent” (38.0%), while 11.0% rated the quality of life in Saco as “average.” Only 1.6% of respondents indicated that Saco is “below average” (1.3%) or “poor” (0.3%) in terms of quality of life and 0.5% did not know or were not able to rate their image of Saco on this issue.

The mean response for this question was 4.24 on a scale of 1 to 5; this finding is similar to the mean responses of the 2007 (4.21), 2005 (4.16) and 2004 surveys (4.14).

Overall Quality of Life in the City	
Higher	Lower
• Females (4.33)	• Males (4.12)
• Voted in 2008 election (4.29)	• Did not vote in 2008 election (3.97)

IV. FINDINGS – OVERALL SATISFACTION

Overall Quality of Life in the City (continued)



IV. FINDINGS – OVERALL SATISFACTION

Overall Feeling of Safety in the City

	2004	2005	2007	2009
5 – Excellent	42.5%	40.0%	39.0%	44.5%
4 – Good	42.0%	48.5%	47.3%	40.5%
3 – Average	12.0%	9.5%	10.5%	11.5%
2 – Below Average	2.0%	1.8%	2.3%	1.8%
1 – Poor	1.0%	0.0%	0.8%	1.3%
Don't know or N/A	0.5%	0.3%	0.3%	0.5%
Good / Excellent combined	84.5%	88.5%	86.3%	85.0%
Poor / Below Average combined	3.0%	1.8%	3.0%	3.0%
Mean Response (1 to 5)	4.24	4.27	4.22	4.26

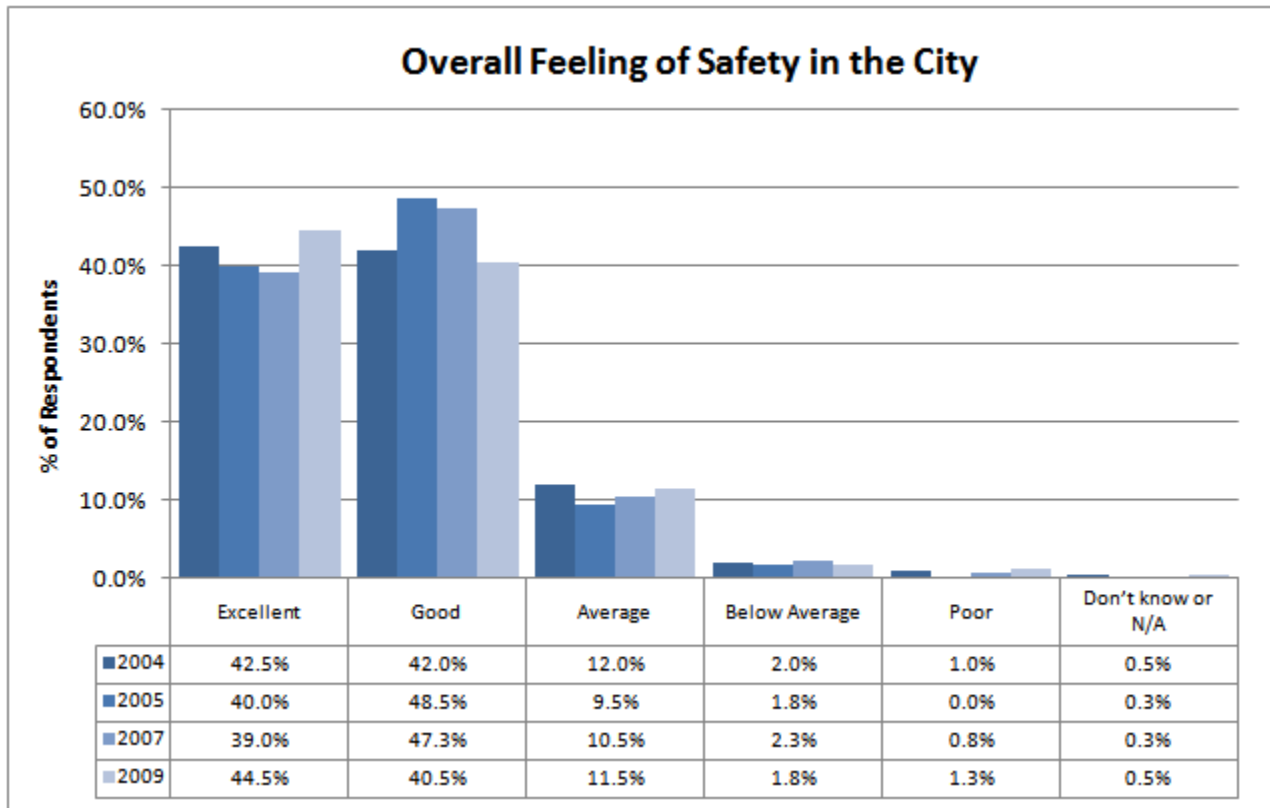
Respondents were asked to rate the overall feeling of safety in Saco. A total of 85.0% of respondents indicated that that the City is either “good” (40.5%) or “excellent” (44.5%) in terms of safety. Another 11.5% of those surveyed said that their feeling of safety is “average.” Only 3.0% of respondents rated the overall feeling of safety as “below average” (1.8%) or “poor” (1.3%). Two respondents (0.5%) did not know or were not able to rate their image of Saco on this issue.

The mean response for this question was 4.26 on a scale of 1 to 5; this finding is similar to the mean responses of the 2007 (4.22), 2005 (4.27) and 2004 surveys (4.24).

Overall Feeling of Safety in the City	
Higher	Lower
<ul style="list-style-type: none"> In Saco for 6 to 14 years (4.32); 15 to 24 years (4.36); 25+ years (4.31) 	<ul style="list-style-type: none"> In Saco 5 years or fewer (3.94)

IV. FINDINGS – OVERALL SATISFACTION

Overall Feeling of Safety in the City (continued)



IV. FINDINGS – OVERALL SATISFACTION

Overall Quality of Service from City Employees

	2004	2005	2007	2009
5 – Excellent	31.3%	28.8%	35.3%	36.5%
4 – Good	42.0%	44.0%	40.8%	37.8%
3 – Average	16.8%	17.0%	15.3%	20.3%
2 – Below Average	6.3%	4.0%	3.3%	3.3%
1 – Poor	1.5%	2.0%	2.5%	1.5%
Don't know or N/A	2.3%	4.3%	3.0%	0.8%
Good / Excellent combined	73.3%	72.8%	76.0%	74.3%
Poor / Below Average combined	7.8%	6.0%	5.8%	4.8%
Mean Response (1 to 5)	3.97	3.98	4.06	4.05

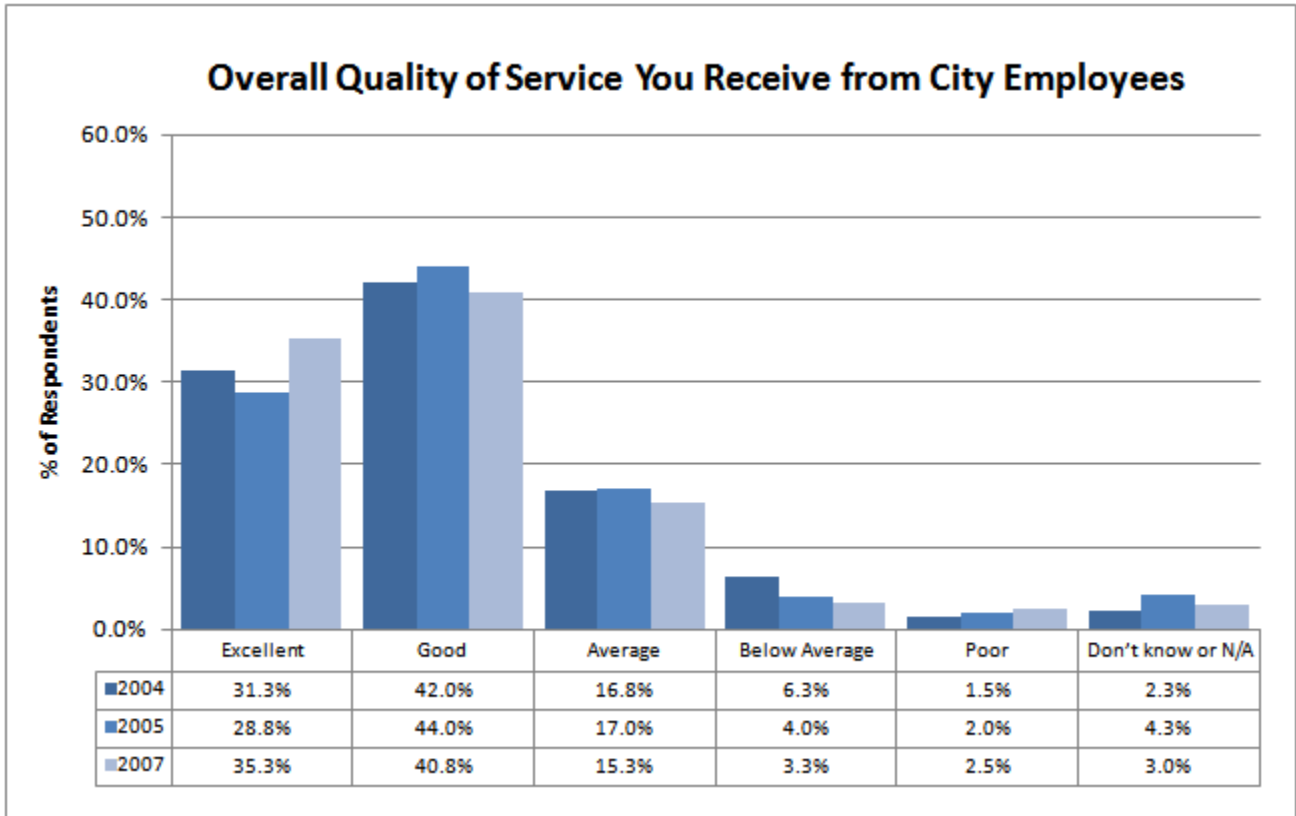
Respondents were asked to indicate the overall quality of service they receive from City employees. Approximately three in four respondents (74.3%) indicated that the service provided by City employees is either “good” (37.8%) or “excellent” (36.5%), while 20.3% of those surveyed gave a rating of “average.” Approximately five percent (4.8%) of respondents indicated that employees of the City provide “below average” (3.3%) or “poor” (1.5%) service. One percent (0.8%) of respondents did not know or were not able to rate their image of Saco on this issue.

The mean response for this question was 4.05 on a scale of 1 to 5; this finding is similar to the mean response level for 2007 (4.06), but slightly higher than those recorded in the 2005 (3.98) and 2004 surveys (3.97).

Overall Quality of Service from City Employees	
Higher	Lower
• In Saco for 25+ years (4.16)	• In Saco for 15-24 years (3.81)
• Two or fewer in household (4.17)	• Three or more in household (3.93)

IV. FINDINGS – OVERALL SATISFACTION

Overall Quality of Service from City Employees (continued)

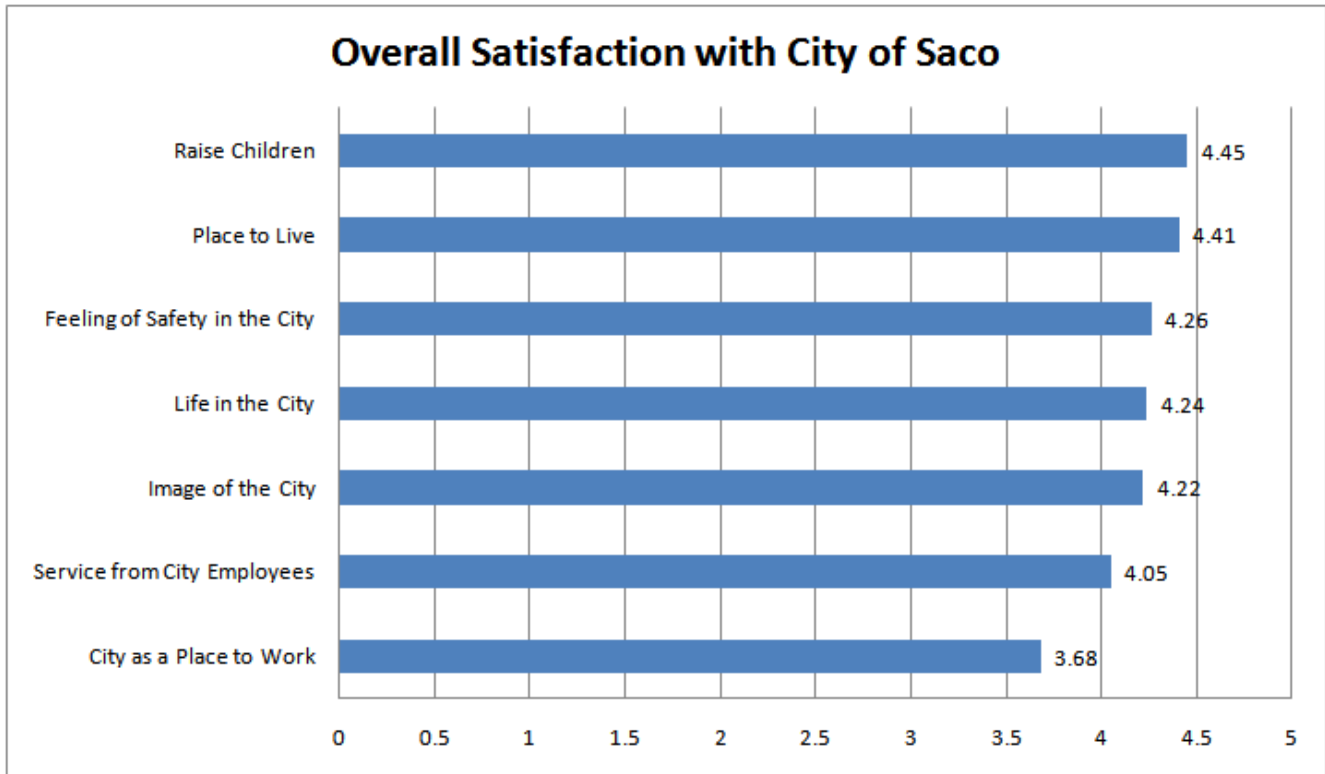


IV. FINDINGS – OVERALL SATISFACTION

Mean Ratings for Satisfaction with the City of Saco

The following chart illustrates the mean ratings given for each aspect of satisfaction measured in 2009. Respondents rated their overall satisfaction with Saco very high. Overall, respondents are most satisfied with the “image of the City as a place to raise children” (4.45) and the “image of the City as a place to live” (4.41).

Only one factor – “City as a place to work” rated lower than a 4.0.



IV. FINDINGS – POLICING AND PUBLIC SAFETY

Using a scale of 1 to 5 where 1 means “very dissatisfied” and 5 means “very satisfied”, respondents were asked to rate their satisfaction with the City departments involved in policing and public safety, including the Police Department, Fire Department, and ambulance services.

I would now like you to rate your satisfaction with specific services and facilities provided by the City of Saco. For each of the items I read, please rate your satisfaction on a scale of 1 to 5, where 1 means “very dissatisfied” and 5 means “very satisfied”. I will begin by asking you about your satisfaction with various aspects of policing and public safety. How satisfied are you with...

Overall Quality of Police Services

	2004	2005	2007	2009
5 – Very satisfied	41.5%	43.3%	42.3%	44.0%
4 – Somewhat satisfied	38.3%	36.0%	36.5%	36.3%
3 – Neutral	12.8%	12.5%	12.8%	12.3%
2 – Somewhat dissatisfied	3.0%	2.3%	1.5%	3.0%
1 – Very dissatisfied	1.0%	2.0%	1.3%	1.3%
Don't know or N/A	3.5%	4.0%	5.8%	3.3%
Very / Somewhat satisfied combined	79.8%	79.3%	78.8%	80.3%
Very / Somewhat dissatisfied combined	4.0%	4.3%	2.8%	4.3%
Mean Response (1 to 5)	4.20	4.21	4.24	4.23

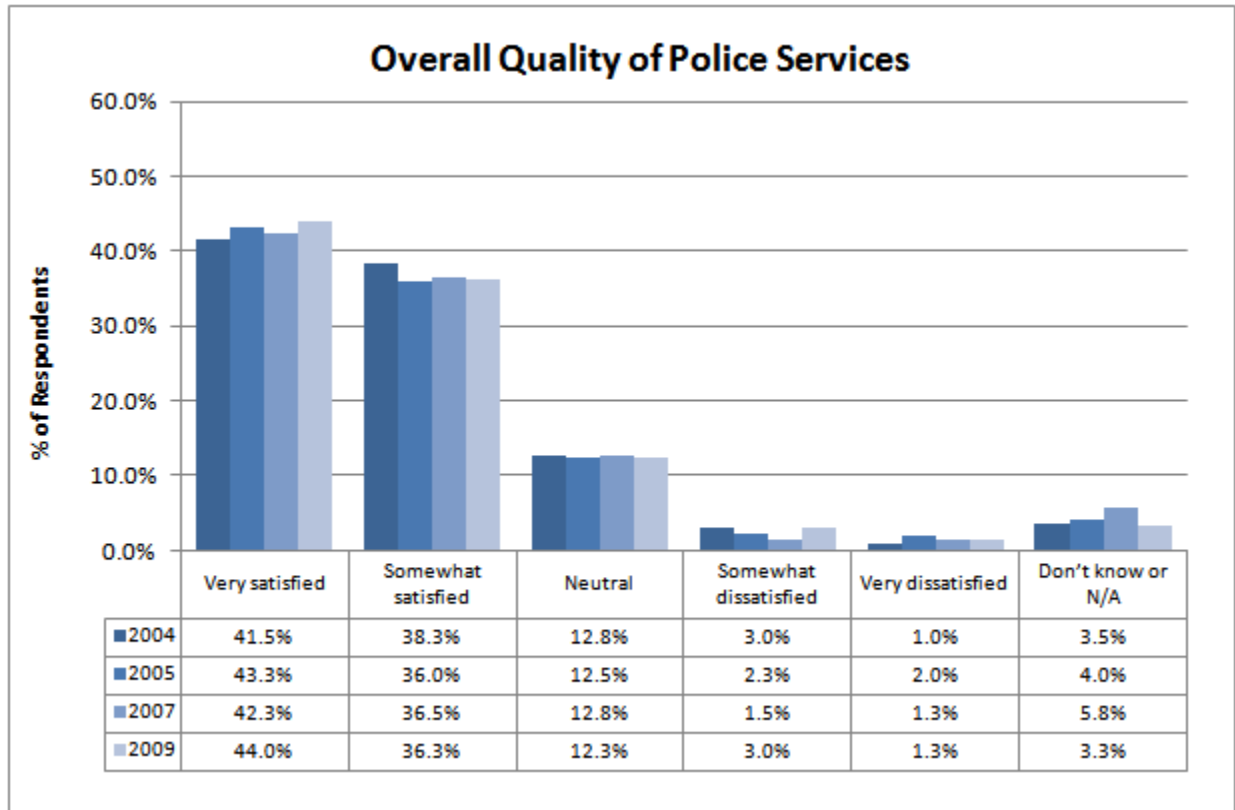
Eight in ten (80.3%) respondents indicated that they are either “very satisfied” (44.0%) or “somewhat satisfied” (36.3%) with the overall quality of police services in Saco. Another 12.3% of respondents are “neutral”, and 4.3% of those surveyed are either “very dissatisfied” (1.3%) or “somewhat dissatisfied” (3.0%) with the City’s police services. Three percent (3.3%) of respondents did not know or were not able to rate their image of Saco on this issue.

The mean response for this question was 4.23 on a scale of 1 to 5; this finding is very similar to the mean responses of the 2007 (4.24), 2005 (4.21) and 2004 surveys (4.20).

Overall Quality of Police Services	
Higher	Lower
• Voted in 2008 election (4.27)	• Did not vote in 2008 election (3.95)

IV. FINDINGS – POLICING AND PUBLIC SAFETY

Overall Quality of Police Services (continued)



IV. FINDINGS – POLICING AND PUBLIC SAFETY

Overall Quality of Fire Services

	2007	2009
5 – Very satisfied	51.0%	54.8%
4 – Somewhat satisfied	32.3%	27.8%
3 – Neutral	6.8%	6.3%
2 – Somewhat dissatisfied	0.0%	0.8%
1 – Very dissatisfied	0.0%	0.5%
Don't know or N/A	10.0%	10.0%
Very / Somewhat satisfied combined	83.3%	82.5%
Very / Somewhat dissatisfied combined	0.0%	1.3%
Mean Response (1 to 5)	4.49	4.51

**Note: The wording of this question has changed from 2004 and 2005; therefore, the results cannot be benchmarked to these surveys.*

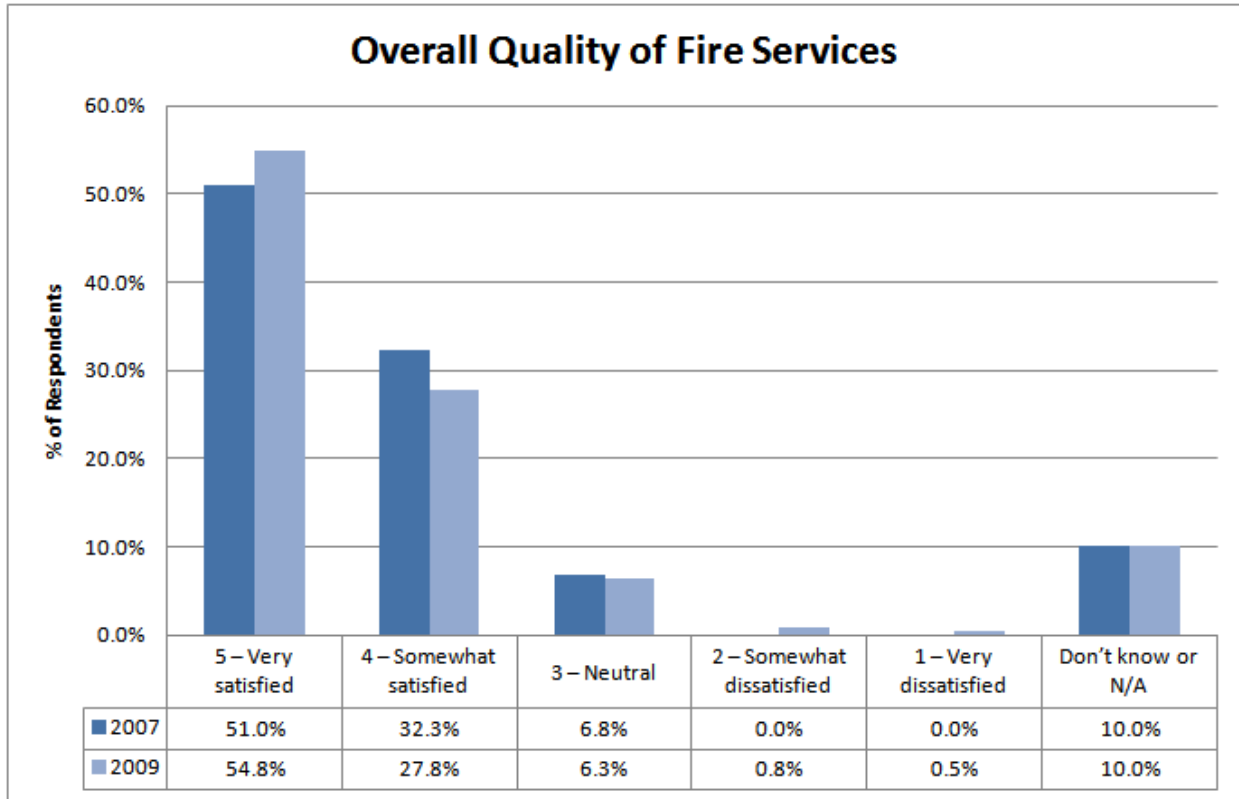
Respondents were asked to rate the overall quality of fire services. Over eighty percent (82.5%) of respondents reported that they are either “very satisfied” (54.8%) or “somewhat satisfied” (27.8%) with fire services while 6.3% of respondents felt the fire services are “neutral”. One percent (1.3%) of respondent reported being “somewhat” (0.8%) or “very dissatisfied” (0.5%) with the overall quality of the fire services. Ten percent (10.0%) of respondents did not know or were not able to rate their image of Saco on this issue

The mean response for this questions was 4.51; this finding is very similar to the mean response found in the 2007 (4.49) survey.

Overall Quality of Fire Services	
Higher	Lower
<ul style="list-style-type: none"> Age: 55+ (4.65) 	<ul style="list-style-type: none"> Age: 35-54 (4.41)
<ul style="list-style-type: none"> Household income: > 50K 	<ul style="list-style-type: none"> Household income: 75K +

IV. FINDINGS – POLICING AND PUBLIC SAFETY

Overall Quality of Fire Services (continued)



IV. FINDINGS – POLICING AND PUBLIC SAFETY

Overall Quality of Ambulance Services

	2007	2009
5 – Very satisfied	50.3%	48.5%
4 – Somewhat satisfied	26.5%	29.0%
3 – Neutral	8.3%	6.8%
2 – Somewhat dissatisfied	1.0%	0.0%
1 – Very dissatisfied	0.0%	0.8%
Don't know or N/A	14.0%	15.0%
Very / Somewhat satisfied combined	76.8%	77.5%
Very / Somewhat dissatisfied combined	1.0%	0.8%
Mean Response (1 to 5)	4.47	4.46

**Note: The wording of this question has changed from 2004 and 2005; therefore, the results cannot be benchmarked to these surveys.*

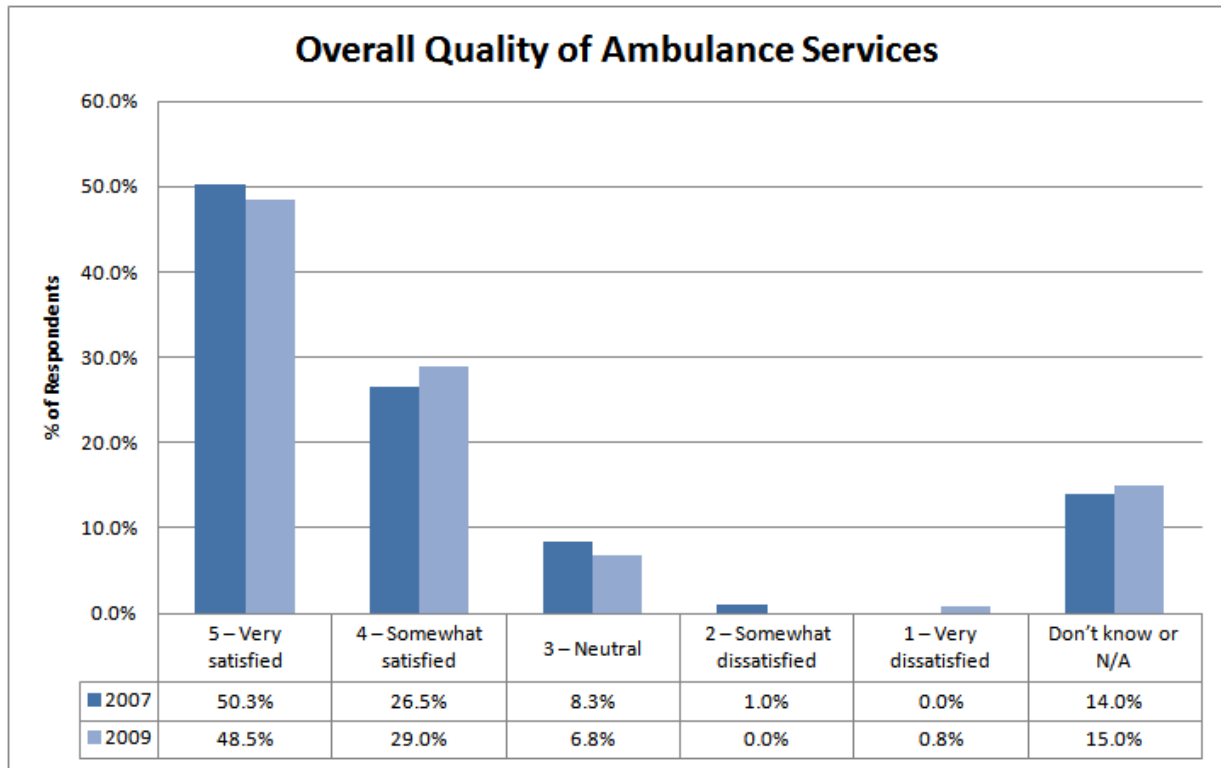
Respondents were asked to rate the overall quality of ambulance services. Three in four (77.5%) respondents reported they are either “very satisfied” (48.5%) or “somewhat satisfied” (29.0%) with the quality of ambulance services. Seven percent (6.8%) of respondents reported that they are “neutral” and 0.8% reported being “very dissatisfied” with the quality of ambulance services. Fifteen percent (15.0%) of respondents did not know or were not able to rate their image of Saco on this issue

The mean response for this question was 4.46; this finding is very similar to the mean response found in the 2007 (4.47) survey.

Overall Quality of Ambulance Services	
Higher	Lower
• Age: 55+	• Age: 35-54 (3.34)

IV. FINDINGS – POLICING AND PUBLIC SAFETY

Overall Quality of Ambulance Services (continued)



IV. FINDINGS – POLICING AND PUBLIC SAFETY

Policing and Public Safety

Satisfaction levels were then recorded on specific aspects of these departments and their services. The following table illustrates the breakdown of results in terms of the percentage of respondents' ratings of these City services on a scale of 1 to 5 where 1 means "very dissatisfied" and 5 means "very satisfied":

		1 – Very dissatisfied	2 – Somewhat dissatisfied	3 – Neutral	4 – Somewhat satisfied	5 – Very satisfied	Don't know or N/A	Mean Response
Neighborhood policing, including domestic violence prevention	2004	1.3%	2.8%	11.5%	26.5%	22.8%	35.3%*	4.03
	2005	3.3%	3.5%	19.0%	25.5%	25.5%	23.3%*	3.87
	2007	1.0%	3.0%	14.0%	30.5%	30.3%	21.3%*	4.09
	2009	2.5%	5.5%	15.3%	27.0%	31.0%	18.8%	3.97
The City's overall efforts to prevent crime	2004	1.0%	2.0%	14.5%	44.8%	28.8%	9.0%	4.08
	2005	1.0%	3.3%	14.3%	43.8%	28.0%	9.8%	4.05
	2007	1.5%	0.5%	14.5%	39.5%	29.5%	14.5%	4.11
	2009	1.5%	2.3%	16.5%	36.0%	33.8%	10.0%	4.09
The enforcement of local traffic laws	2004	2.8%	10.3%	20.8%	37.8%	25.5%	3.0%	3.75
	2005	4.8%	8.3%	18.5%	38.5%	25.8%	4.3%	3.75
	2007	2.0%	9.0%	16.8%	40.0%	29.3%	3.0%	3.88
	2009	2.0%	5.8%	18.5%	39.0%	32.5%	2.3%	3.96
The City's efforts to enhance fire prevention	2004	0.3%	1.0%	11.5%	27.8%	33.5%	26.0%*	4.26
	2005	0.0%	1.5%	12.3%	32.0%	33.8%	20.5%*	4.23
	2007	0.3%	1.3%	9.0%	33.8%	34.8%	21.0%*	4.28
	2009	1.0%	2.3%	11.5%	27.3%	37.5%	20.5%*	4.23

IV. FINDINGS – POLICING AND PUBLIC SAFETY

Policing and Public Safety (continued)

		1 – Very dissatisfied	2 – Somewhat dissatisfied	3 – Neutral	4 – Somewhat satisfied	5 – Very satisfied	Don't know or N/A	Mean Response
How quickly fire personnel respond to emergencies**	2007	0.0%	0.3%	7.5%	25.0%	48.0%	19.3%	4.50
	2009	0.5%	0.3%	5.8%	22.5%	50.0%	21.0%*	4.53
How quickly rescue personnel respond to emergencies**	2007	0.0%	0.8%	6.8%	24.3%	50.5%	17.8%	4.51
	2009	0.5%	0.0%	6.8%	23.0%	49.5%	20.3%*	4.52

* Note: Caution should be used when interpreting results of questions with >20% “don’t know” responses as they are less representative of the population at large; please see the Methodology section for further explanation.

**Note: The wording of these questions has changed from 2004 and 2005; therefore, the results cannot be benchmarked to previous surveys.

Overall, respondents are satisfied with the various aspects of policing and public safety in Saco. For each question, the mean response exceeds the neutral rating by a considerable margin. Respondents are most satisfied with “how quickly fire personnel respond to emergencies” (mean = 4.53 out of 5), followed by “how quickly rescue personnel respond to emergencies” (mean = 4.52 out of 5). Respondents are the least satisfied with “the enforcement of local traffic laws” (mean = 3.96).

The mean responses found in 2009 are similar to those found in the 2007 survey.

Neighborhood Policing	
Higher	Lower
• Voted in 2008 election (4.04)	• Did not vote in 2008 election (3.50)

Preventing Crime	
Higher	Lower
• Voted in 2008 election (4.04)	• Did not vote in 2008 election (3.50)

Fire Personnel Response to Emergencies	
Higher	Lower
• Age: 55+	• Age: 18-34 (4.32)

IV. FINDINGS – POLICING AND PUBLIC SAFETY

Policing and Public Safety (continued)

How Quickly Rescue Personnel Respond	
Higher	Lower
<ul style="list-style-type: none">• Age: 55+ (4.72)	<ul style="list-style-type: none">• Age: 18-34 (4.38), 35-54 (4.39)
<ul style="list-style-type: none">• Household income: > 50K (4.64)	<ul style="list-style-type: none">• Household income: 75K + (4.36)

City's Effort to Enhance Fire Prevention	
Higher	Lower
<ul style="list-style-type: none">• Age: 55+ (4.45)	<ul style="list-style-type: none">• Age: 35-54 (4.09)
<ul style="list-style-type: none">• Household income: 75K +	<ul style="list-style-type: none">• Household income: > 50K (4.39), 50K-75K (4.47)

IV. FINDINGS – POLICING AND PUBLIC SAFETY

Respondents were also asked to report on how they would feel if they were to interact with the Saco police using a scale of “very cautious” to “very comfortable”.

Which of the following statements would best describe your feelings if you were to interact with a member of the Saco Police Department? Would you be... [Options were rotated]

Attitude Towards Interaction with the Police Department

	2004	2005	2007	2009
5 – Very comfortable	49.8%	61.5%	50.8%	52.3%
4 – Somewhat comfortable	31.0%	23.8%	34.8%	32.5%
3 – Neither cautious nor comfortable	5.3%	4.5%	4.5%	6.5%
2 – Somewhat cautious	9.0%	7.3%	7.3%	5.8%
1 – Very cautious	3.0%	2.3%	1.8%	3.0%
Don't know	2.0%	0.8%	1.0%	0.0%
Very / Somewhat comfortable combined	80.8%	85.3%	85.5%	84.8%
Very / Somewhat cautious combined	12.0%	9.6%	9.0%	8.8%
Mean Response (1 to 5)	4.18	4.36	4.27	4.25

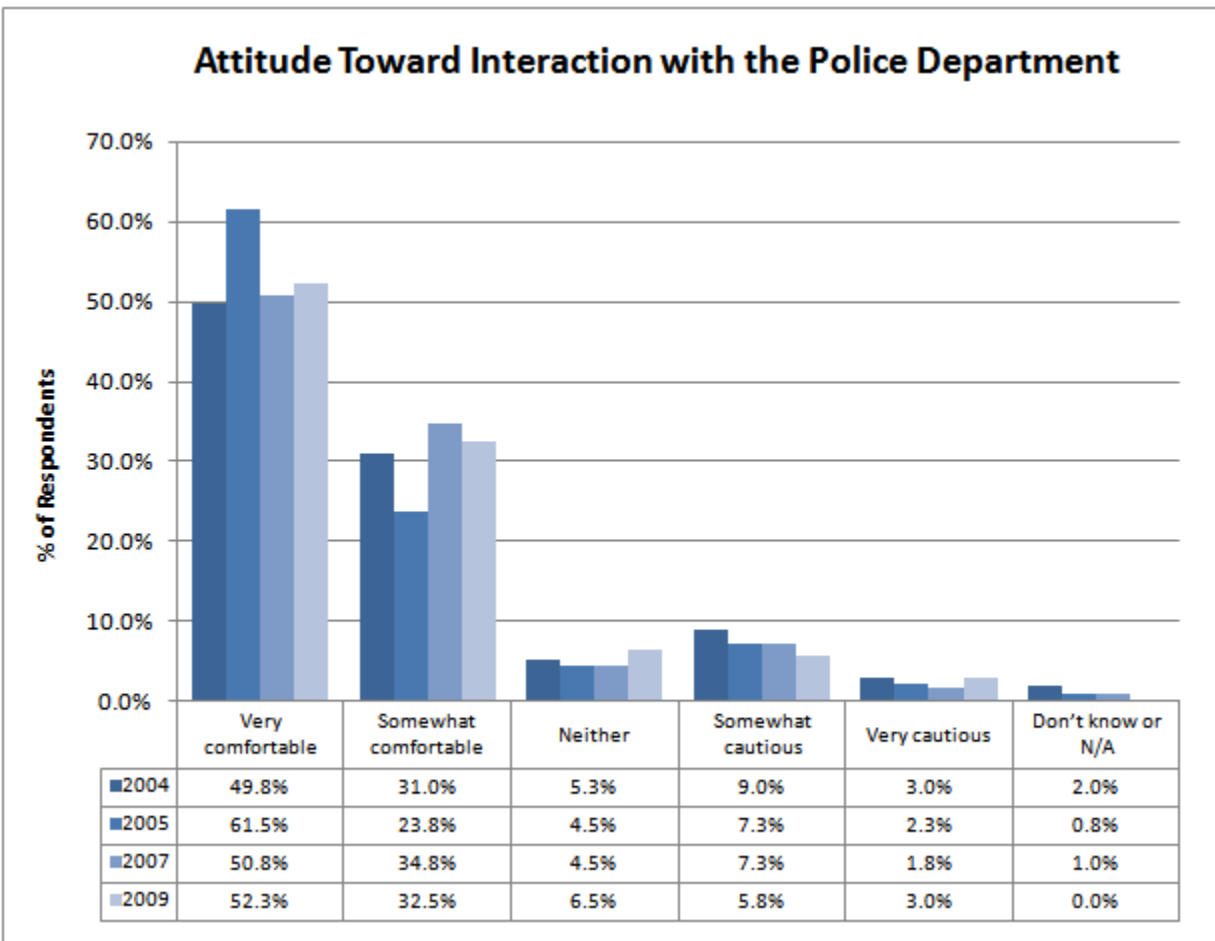
A very strong majority of Saco residents (84.8%) reported that they would be either “very comfortable” (52.3%) or “somewhat comfortable” (32.5%) if they were to interact with a member of the Saco Police Department. Another 6.5% said that they would feel “neither cautious nor comfortable”, and a total of 8.8% indicated that they would be either “somewhat cautious” (5.8%) or “very cautious” (3.0%).

The mean response for this question was 4.25 on a scale of 1 to 5; this finding is similar to the mean responses recorded in the 2004 (4.18), 2005 (4.36) and 2007 (4.27) surveys.

Comfort Level of Interactions with Police Department	
Higher	Lower
• Voted in 2008 election (4.34)	• Did not vote in 2008 election (3.78)

IV. FINDINGS – POLICING AND PUBLIC SAFETY

Attitude Toward Interaction with the Police Department (continued)



IV. FINDINGS – PARKS AND RECREATION

Respondents were asked a series of questions regarding the City’s Parks and Recreation Department. Overall satisfaction levels were recorded in terms of the quality of parks and recreation facilities in the City.

Now I’d like to ask you about parks and recreation. How satisfied are you with...

Overall Quality of City Parks

	2004	2005	2007	2009
5 – Very satisfied	23.0%	24.5%	25.0%	34.3%
4 – Somewhat satisfied	38.8%	38.8%	38.5%	36.8%
3 – Neutral	21.3%	16.0%	16.3%	15.0%
2 – Somewhat dissatisfied	4.8%	4.5%	4.8%	3.8%
1 – Very dissatisfied	1.8%	0.8%	1.3%	0.8%
Don’t know or N/A	10.5%	15.5%	14.3%	9.5%
Very / Somewhat satisfied combined	61.8%	63.3%	63.5%	71.0%
Very / Somewhat dissatisfied combined	6.6%	5.3%	6.0%	4.5%
Mean Response (1 to 5)	3.85	3.97	3.95	4.10

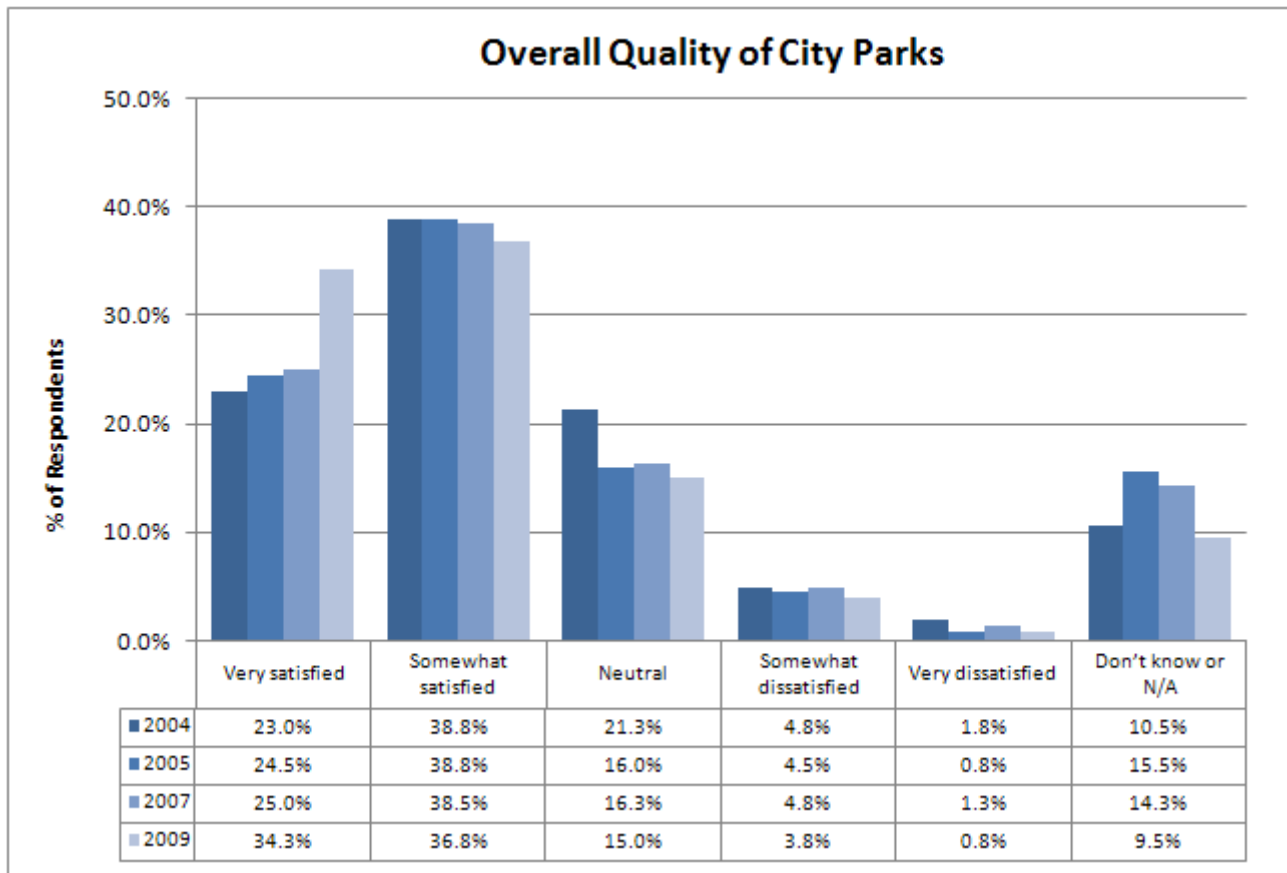
Seven in ten (71.0%) respondents are either “very satisfied” (34.3%) or “somewhat satisfied” (36.8%) with the overall quality of the City’s parks. Fifteen percent (15.0%) are “neutral”, and less than 5.0% of those surveyed are either “somewhat dissatisfied” (3.8%) or “very dissatisfied” (0.8%) with this aspect of the City. Ten percent (9.5%) of respondents did not know or were unable to rate their satisfaction level with respect to the City’s parks.

The mean response for this question was 4.10 on a scale of 1 to 5; this finding represents an increase from the mean responses of the 2004 (3.85) survey.

Overall Quality of City Parks	
Higher	Lower
<ul style="list-style-type: none"> Education: High School grad or less (4.25), some college / trade school (4.25) 	<ul style="list-style-type: none"> Education : 4-year college + (3.89)

IV. FINDINGS – PARKS AND RECREATION

Overall Quality of City Parks (continued)



IV. FINDINGS – PARKS AND RECREATION

Overall Quality of City Recreation Programs and Facilities

	2004	2005	2007	2009
5 – Very satisfied	17.5%	20.5%	25.0%	30.5%
4 – Somewhat satisfied	32.0%	32.3%	31.0%	33.5%
3 – Neutral	19.8%	15.0%	16.0%	14.3%
2 – Somewhat dissatisfied	5.8%	6.3%	4.5%	3.3%
1 – Very dissatisfied	3.3%	1.3%	1.5%	0.5%
Don't know or N/A	21.8%*	24.8%*	22.0%*	18.0%
Very / Somewhat satisfied combined	49.5%	52.8%	56.0%	64.0%
Very / Somewhat dissatisfied combined	9.1%	7.6%	6.0%	3.8%
Mean Response (1 to 5)	3.70	3.86	3.94	4.10

* Note: Caution should be used when interpreting results of questions with >20% “don’t know” responses as they are less representative of the population at large; please see the Methodology section for further explanation.

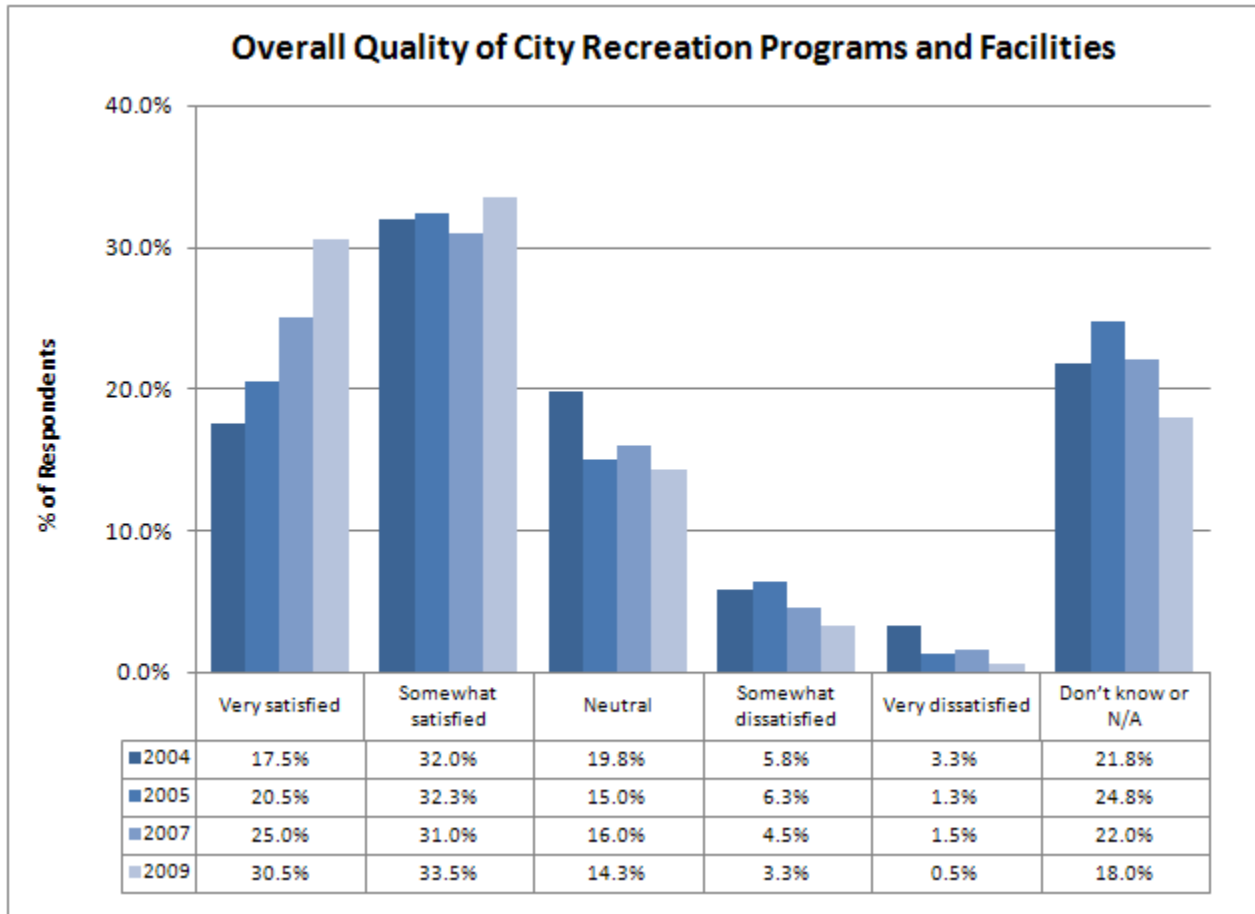
Approximately two-thirds (64.0%) of those surveyed indicated that they are either “very satisfied” (30.5%) or “somewhat satisfied” (33.5%) with the overall quality of recreation programs and facilities in Saco. While 14.3% of respondents gave a “neutral” rating, less than 4.0% indicated that they are either “somewhat dissatisfied” (3.3%) or “very dissatisfied” (0.5%) with this aspect of City services. Eighteen percent of respondents (18.0%) did not know or were unable to rate their satisfaction level with respect to the overall quality of Saco’s recreation programs and facilities.

The mean response for this question was 4.10 on a scale of 1 to 5; this finding is an increase from the mean responses of the 2004 (3.70), 2005 (3.86) and 2007 (3.94) surveys.

Overall Quality of City Recreation Programs and Facilities	
Higher	Lower
• Age: 55 + (4.26)	• Age: 18-34 (3.84)

IV. FINDINGS – PARKS AND RECREATION

Overall Quality of City Recreation Programs and Facilities (continued)



IV. FINDINGS – PARKS AND RECREATION

Parks and Recreation

Satisfaction levels were then recorded for specific aspects of the parks and recreation department.

		1 – Very dissatisfied	2 – Somewhat dissatisfied	3 – Neutral	4 – Somewhat satisfied	5 – Very satisfied	Don't know	Mean Response
The walking and biking trails in the City	2004	3.3%	10.0%	20.3%	28.8%	22.0%	15.8%	3.67
	2005	3.3%	8.8%	19.3%	25.3%	22.3%	21.3%*	3.69
	2007	2.0%	5.8%	16.8%	29.5%	24.8%	21.3%*	3.88
	2009	2.5%	4.8%	15.5%	34.3%	25.0%	18.0%	3.91
The maintenance of City parks and athletic facilities	2004	1.0%	2.8%	18.8%	43.8%	23.8%	10.0%	3.96
	2005	1.0%	3.8%	16.0%	38.3%	21.5%	19.5%	3.94
	2007	1.3%	2.5%	13.8%	36.3%	28.0%	18.3%	4.07
	2009	0.3%	0.3%	14.8%	42.0%	29.5%	13.3%	4.16
The City's youth and adult recreation programs	2004	3.0%	7.3%	15.0%	30.5%	14.5%	29.8%*	3.66
	2005	1.0%	5.5%	18.5%	27.3%	14.0%	33.8%*	3.72
	2007	1.8%	3.3%	17.0%	26.5%	20.3%	31.3%*	3.88
	2009	1.3%	2.3%	13.0%	29.8%	21.8%	32.0%*	4.01
Other City community events, such as the Sidewalk Art Fair and Pumpkin Fest	2004	1.3%	2.3%	8.8%	33.0%	49.0%	5.8%	4.34
	2005	0.5%	1.5%	9.5%	29.5%	47.8%	11.3%	4.38
	2007	1.0%	0.3%	10.8%	28.3%	50.5%	9.3%	4.40
	2009	0.8%	1.3%	6.3%	33.3%	53.5%	5.0%	4.45

IV. FINDINGS – PARKS AND RECREATION

Parks and Recreation (continued)

		1 – Very dissatisfied	2 – Somewhat dissatisfied	3 – Neutral	4 – Somewhat satisfied	5 – Very satisfied	Don't know	Mean Response
The reasonableness of fees charged for recreational programs	2004	2.3%	6.5%	16.8%	28.0%	18.3%	28.3%*	3.75
	2005	0.8%	3.3%	15.0%	27.3%	22.3%	31.5%*	3.98
	2007	0.8%	2.5%	13.3%	29.8%	23.3%	30.5%*	4.04
	2009	0.3%	1.0%	12.5%	29.0%	25.3%	32.0%*	4.15
The new City Community Center located at 75 Franklin Street**	2009	0.5%	1.0%	7.5%	22.0%	27.5%	41.5%*	4.28
The care of trees throughout the City**	2009	1.5%	2.5%	17.3%	39.3%	32.3%	6.8%	4.06

* Note: Caution should be used when interpreting results of questions with >20% “don’t know” responses as they are less representative of the population at large; please see the Methodology section for further explanation.

**Note: These questions were not asked in 2004, 2005 and 2007; therefore, the results cannot be benchmarked to previous surveys.

On average, respondents are satisfied with most aspects of parks and recreation. In each case, the mean response level well exceeds the neutral rating.

Respondents are most satisfied with “other City community events, such as the Sidewalk Art Fair and Pumpkin Fest” (mean = 4.45 out of 5), followed by “the new City Community Center located at 75 Franklin Street” (mean = 4.28), “the maintenance of City parks and athletic facilities” (mean = 4.16) and “the reasonableness of fees charged for recreational programs” (mean = 4.15). Respondents were somewhat less satisfied with “The care of trees throughout the City” (mean = 4.06), “the City’s youth and adult recreation programs” (mean = 4.01), and “the walking and biking trails in the City” (mean = 3.91).

A substantial percentage of respondents were unable to rate various aspects of the City’s parks and recreational services (see chart on this and previous page for specific rates). This could be because those respondents have not had sufficient experience with the parks and recreational services in Saco or because they feel unable to rate their level of satisfaction.

The mean satisfaction levels of all aspects of parks and recreation have increased since the 2007 survey.

IV. FINDINGS – PARKS AND RECREATION

Parks and Recreation (continued)

Walking and Biking Trails	
Higher	Lower
<ul style="list-style-type: none">• Age: 55+ (4.09)	<ul style="list-style-type: none">• Age: 18-34 (3.57)
<ul style="list-style-type: none">• Females (4.06)	<ul style="list-style-type: none">• Males (3.71)

Care of Trees Throughout City	
Higher	Lower
<ul style="list-style-type: none">• Females (4.18)	<ul style="list-style-type: none">• Males (3.91)

Youth and Adult Recreation Programs	
Higher	Lower
<ul style="list-style-type: none">• Education: High School grad or less (4.22)	<ul style="list-style-type: none">• Education : 4-year college + (3.87)

IV. FINDINGS – PARKS AND RECREATION

Variety of Recreational Facilities

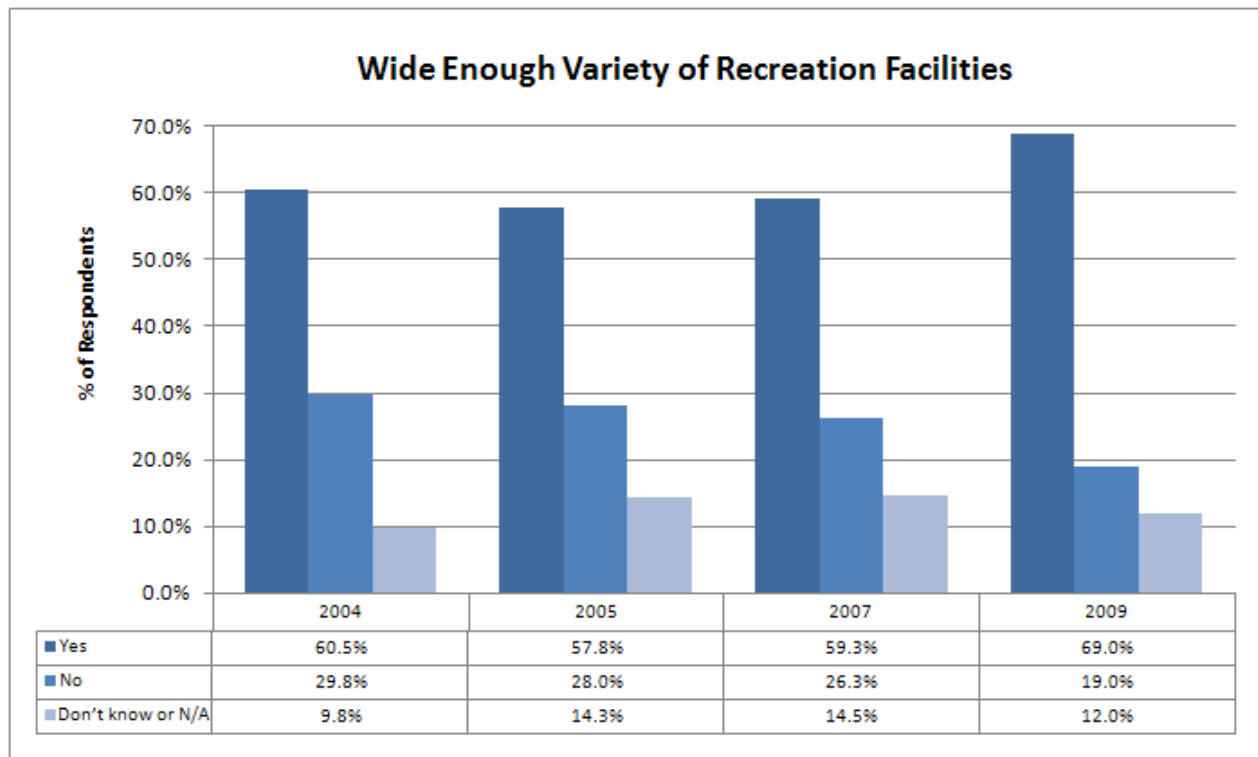
Do you think that the City of Saco offers a wide enough variety of recreational facilities to meet the needs of citizens?

	2004	2005	2007	2009
Yes	60.5%	57.8%	59.3%	69.0%
No	29.8%	28.0%	26.3%	19.0%
Don't know or N/A	9.8%	14.3%	14.5%	12.0%

Seven in ten (69.0%) respondents indicated that the City of Saco offers a wide enough variety of recreational facilities to meet the needs of citizens. Approximately twenty percent (19.0%) of respondents said that the facilities offered are not adequate. Twelve percent (12.0%) of respondents were unsure of whether or not the City of Saco offers a wide enough variety of recreational facilities to meet the needs of citizens.

The positive response to this question has increased almost ten percentage points since the 2007 survey.

No statistical differences were found among demographic subgroups.



IV. FINDINGS – PARKS AND RECREATION

Recreational Facilities: Frequency of Use

About how often in the last year did you visit or make use of one of the City’s recreational facilities such as a park, boat launch, beach, the new community center located at 75 Franklin Street, sports field, playground, trail, etc.? [Options were rotated]

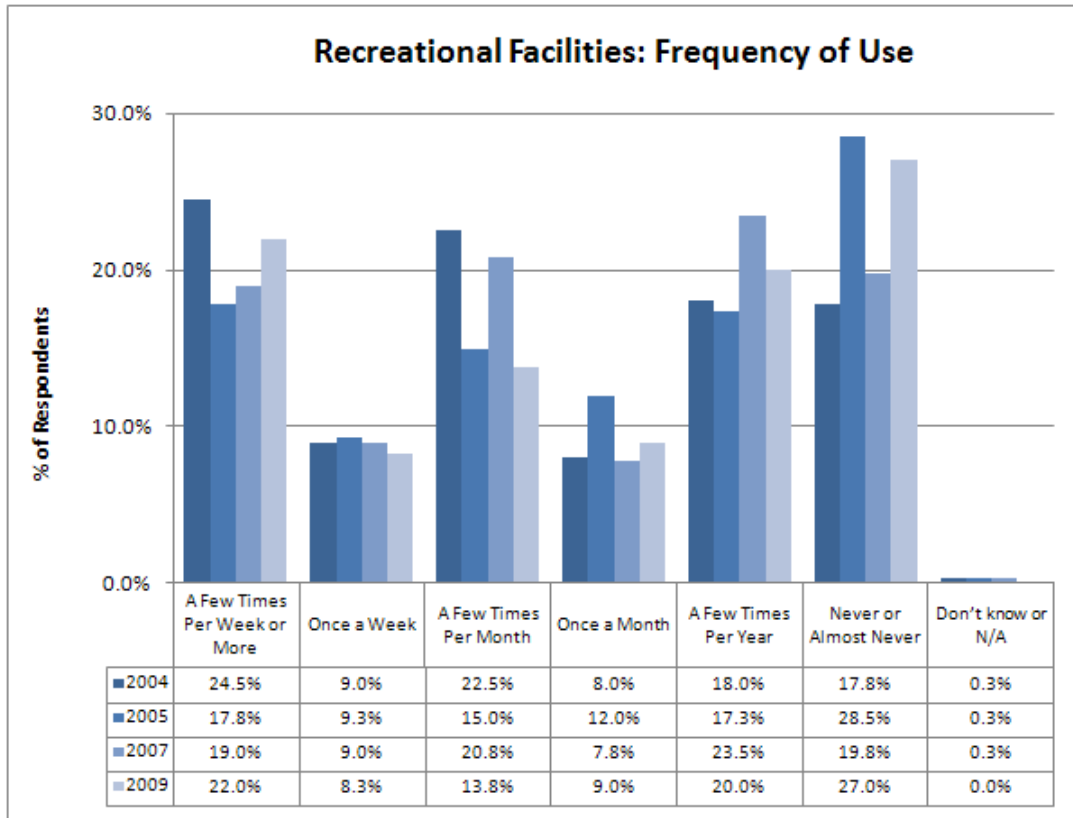
	2004	2005	2007	2009
A Few Times Per Week or More	24.5%	17.8%	19.0%	22.0%
Once a Week	9.0%	9.3%	9.0%	8.3%
A Few Times Per Month	22.5%	15.0%	20.8%	13.8%
Once a Month	8.0%	12.0%	7.8%	9.0%
A Few Times Per Year	18.0%	17.3%	23.5%	20.0%
Never or Almost Never	17.8%	28.5%	19.8%	27.0%
Don't know or N/A	0.3%	0.3%	0.3%	0.0%

When asked how often they make use of the City’s recreational facilities, more than twenty percent of all respondents (22.0%) indicated that they do so “a few times per week or more.” Another 8.3% of those surveyed said that they use these facilities “once a week,” while 13.8% of respondents indicated that they use Saco’s recreational facilities “a few times per month.” Nine percent (9.0%) of respondents said that they make use of such facilities “once a month,” and 20.0% do so “a few times per year”. Approximately one-fourth (27.0%) of respondents “never or almost never” make use of Saco’s recreational facilities.

Use Recreational Facilities “A Few Times per Week or More”	
Higher	Lower
<ul style="list-style-type: none"> Age: 18-34 (34.1%) 	<ul style="list-style-type: none"> Age: 55+ (10.8%)
<ul style="list-style-type: none"> 3 or more in household (31.0%) 	<ul style="list-style-type: none"> 2 or fewer in household (13.4%)

IV. FINDINGS – PARKS AND RECREATION

Recreational Facilities: Frequency of Use (continued)



IV. FINDINGS – PUBLIC WORKS / CITY MAINTENANCE

Respondents were asked to rate their overall satisfaction levels with the City's Public Works Department and issues of city maintenance.

Now I'm going to ask you about City maintenance, also known as Public Works. How satisfied are you with...

The City's Public Works Department

	2004	2005	2007	2009
5 – Very satisfied	25.8%	32.3%	28.0%	28.5%
4 – Somewhat satisfied	40.3%	40.3%	41.0%	38.0%
3 – Neutral	24.5%	17.8%	18.5%	19.8%
2 – Somewhat dissatisfied	4.0%	4.8%	6.0%	8.3%
1 – Very dissatisfied	2.5%	2.5%	2.3%	1.8%
Don't know or N/A	3.0%	2.5%	4.3%	3.8%
Very / Somewhat satisfied combined	66.1%	72.6%	69.0%	66.5%
Very / Somewhat dissatisfied combined	6.5%	7.3%	8.3%	10.0%
Mean Response (1 to 5)	3.85	3.97	3.90	3.86

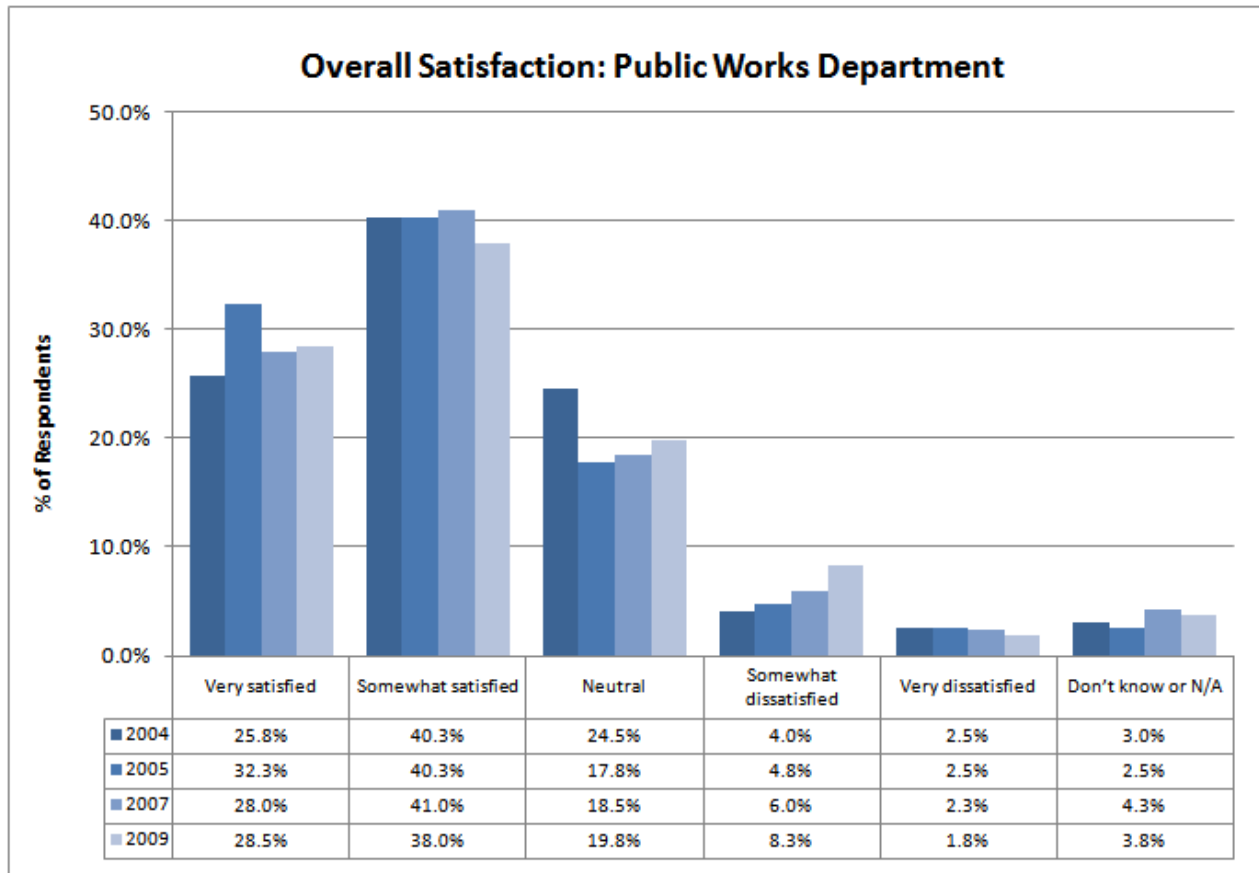
In terms of overall satisfaction with the City's Public Works Department, two-thirds (66.5%) of all respondents indicated that they are either "very satisfied" (28.5%) or "somewhat satisfied" (38.0%). Twenty percent (19.8%) of respondents gave a rating of "neutral," while ten percent (10.1%) are either "somewhat dissatisfied" (8.3%) or "very dissatisfied" (1.8%) with the City's Public Works Department overall. Four percent (3.8%) of respondents did not know or were unable to rate their overall satisfaction level with Saco's Public Works Department.

The mean response for this question was 3.86 on a scale of 1 to 5; this finding is similar to the mean responses from 2004 (3.85), 2005 (3.97) and 2007 (3.90).

Public Works Department	
Higher	Lower
• In Saco 6-14 years (3.97)	• In Saco for 15-24 years (3.55)

IV. FINDINGS – PUBLIC WORKS / CITY MAINTENANCE

The City’s Public Works Department (continued)



IV. FINDINGS – PUBLIC WORKS / CITY MAINTENANCE

Public Works and Maintenance

Satisfaction levels were recorded for specific aspects of public works and maintenance.

		1 – Very dissatisfied	2 – Somewhat dissatisfied	3 – Neutral	4 – Somewhat satisfied	5 – Very satisfied	Don't know or N/A	Mean Response
The maintenance of City buildings and facilities	2004	0.3%	0.5%	16.8%	49.3%	25.5%	7.8%	4.08
	2005	0.5%	3.0%	13.5%	45.3%	31.5%	6.3%	4.11
	2007	0.0%	2.0%	13.8%	45.3%	30.8%	8.3%	4.14
	2009	1.3%	0.5%	17.3%	46.8%	29.0%	5.3%	4.07
The maintenance of City streets	2004	3.0%	6.5%	27.8%	41.0%	21.3%	0.5%	3.71
	2005	3.3%	5.8%	26.8%	39.3%	24.3%	0.8%	3.76
	2007	2.8%	8.8%	21.3%	38.8%	27.3%	1.3%	3.80
	2009	5.0%	11.5%	25.8%	35.3%	22.5%	0.0%	3.59
The maintenance of sidewalks in the City	2004	2.5%	9.3%	23.3%	40.0%	22.5%	2.5%	3.73
	2005	2.5%	7.3%	20.8%	40.8%	25.5%	3.3%	3.82
	2007	3.0%	10.0%	18.5%	37.0%	27.8%	3.8%	3.79
	2009	3.8%	8.3%	23.8%	36.3%	25.5%	2.5%	3.73
The maintenance and preservation of the character of downtown Saco	2004	1.3%	2.3%	13.8%	44.0%	37.3%	1.5%	4.15
	2005	0.5%	3.5%	10.8%	41.5%	42.3%	1.5%	4.23
	2007	0.0%	2.5%	10.0%	39.5%	46.5%	1.5%	4.32
	2009	0.5%	1.3%	7.8%	36.3%	53.8%	0.5%	4.42
Snow plowing and removal on city streets during the past 12 months	2004	1.3%	4.5%	17.0%	41.3%	34.5%	1.5%	4.05
	2005	2.5%	6.5%	15.0%	35.3%	38.5%	2.3%	4.03
	2007	1.8%	7.3%	15.3%	36.8%	37.3%	1.8%	4.02
	2009	3.0%	7.8%	18.5%	35.8%	33.5%	1.5%	3.90

IV. FINDINGS – PUBLIC WORKS / CITY MAINTENANCE

Public Works and Maintenance (continued)

		1 – Very dissatisfied	2 – Somewhat dissatisfied	3 – Neutral	4 – Somewhat satisfied	5 – Very satisfied	Don't know or N/A	Mean Response
The overall cleanliness of City streets and other public areas	2004	0.3%	2.0%	11.5%	47.8%	38.5%	0.0%	4.22
	2005	0.5%	0.8%	10.8%	47.8%	39.5%	0.8%	4.26
	2007	0.8%	1.0%	11.5%	45.0%	41.0%	0.8%	4.25
	2009	0.8%	1.5%	11.3%	45.8%	40.3%	0.5%	4.24
The overall quality of trash collection services	2004	2.0%	4.3%	10.0%	37.0%	43.5%	3.3%	4.20
	2005	1.3%	4.0%	9.5%	28.3%	54.5%	2.5%	4.34
	2007	2.5%	5.8%	9.5%	39.0%	40.5%	2.8%	4.12
	2009	0.3%	5.0%	11.8%	37.0%	45.3%	0.8%	4.23
The overall ease of using the City's recycling program	2004	2.5%	3.5%	8.3%	32.5%	47.8%	5.5%	4.26
	2005	2.5%	4.3%	6.0%	25.5%	56.5%	5.3%	4.36
	2007	1.3%	2.3%	8.8%	35.3%	47.3%	5.3%	4.32
	2009	1.0%	1.5%	6.0%	28.5%	58.5%	4.5%	4.49
The overall quality of City wastewater treatment	2004	1.0%	2.0%	15.8%	28.0%	23.3%	30.0%*	4.01
	2005	0.5%	1.3%	9.0%	30.3%	27.8%	31.3%*	4.21
	2007	0.5%	2.5%	12.0%	32.0%	26.8%	26.3%*	4.11
	2009	0.3%	2.0%	7.8%	28.8%	26.8%	35.0%*	4.21

* Note: Caution should be used when interpreting results of questions with >20% "don't know" responses as they are less representative of the population at large; please see the Methodology section for further explanation.

IV. FINDINGS – PUBLIC WORKS / CITY MAINTENANCE

Public Works and Maintenance (continued)

In general, most respondents are satisfied with the City's Public Works Department and with City maintenance.

Respondents are most satisfied with “the overall ease of using the City's recycling program” (4.49), and “the maintenance and preservation of the character of downtown Saco” (4.42).

Respondents are least satisfied with “the maintenance of City streets” (3.59) and “the maintenance of sidewalks in the City” (3.73).

The mean response has increased since 2007 for “the overall ease of using the City's recycling program” (4.32 to 4.49). The mean response has decreased for the “maintenance of City streets” (3.80 to 3.59). The remaining aspects of Public Works are similar to the results recorded in 2007, 2005 and 2004.

The Maintenance of Sidewalks in the City	
Higher	Lower
• Education: Some college / trade school (3.94)	• Education: 4-year college + (3.56)

Snow Plowing and Removal on City Streets during the Past 12 Months	
Higher	Lower
• Age: 55+ (4.22)	• Age: 18-34 (3.29)
• 2 or fewer in household (4.06)	• 3 or more in household (3.74)

Overall Cleanliness of City Streets and Other Public Areas	
Higher	Lower
• Age: 55+ (4.39)	• Age: 35-54 (4.13)

Overall Quality of Trash Collection Services	
Higher	Lower
• Age” 55+ (4.41)	• Age: 45-54 (4.10)

Overall Quality of City Wastewater Treatment	
Higher	Lower
• Voted in 2008 election (4.26)	• Did not vote in 2008 election (3.89)

IV. FINDINGS – CITY CODES AND ORDINANCES

City Codes and Ordinances

Respondents were asked to rate their satisfaction regarding City codes and ordinances and their enforcement on a scale of 1 to 5 where 1 means “very dissatisfied” and 5 means “very satisfied”:

The next topic involves enforcement of City codes and ordinances. How satisfied are you with...

		1 – Very dissatisfied	2 – Somewhat dissatisfied	3 – Neutral	4 – Somewhat satisfied	5 – Very satisfied	Don't know or N/A	Mean Response
The overall enforcement of City codes and ordinances including the Building Inspection Department	2004	2.8%	5.0%	20.5%	26.8%	13.8%	31.3%*	3.64
	2005	3.3%	7.5%	15.3%	28.3%	14.8%	31.0%*	3.63
	2007	1.5%	4.3%	12.8%	29.3%	14.0%	38.3%*	3.81
	2009	2.3%	6.0%	12.8%	24.8%	17.5%	36.8%*	3.78
The quality of new construction in the City	2004	2.5%	3.0%	19.8%	28.8%	16.0%	30.0%*	3.75
	2005	2.5%	9.3%	17.0%	31.8%	18.8%	20.8%*	3.69
	2007	1.0%	5.3%	13.8%	35.0%	18.8%	26.3%*	3.88
	2009	1.3%	4.0%	13.8%	30.8%	21.3%	29.0%*	3.94
The timeliness and ease of the City's permitting process	2004	1.8%	4.3%	18.0%	26.5%	14.3%	35.3%*	3.73
	2005	2.3%	8.0%	18.8%	22.5%	10.3%	38.3%*	3.49
	2007	1.3%	3.3%	13.3%	22.3%	13.8%	46.3%*	3.82
	2009	2.0%	6.8%	11.3%	20.8%	16.5%	42.8%*	3.75

* Note: Caution should be used when interpreting results of questions with >20% “don't know” responses as they are less representative of the population at large; please see the Methodology section for further explanation.

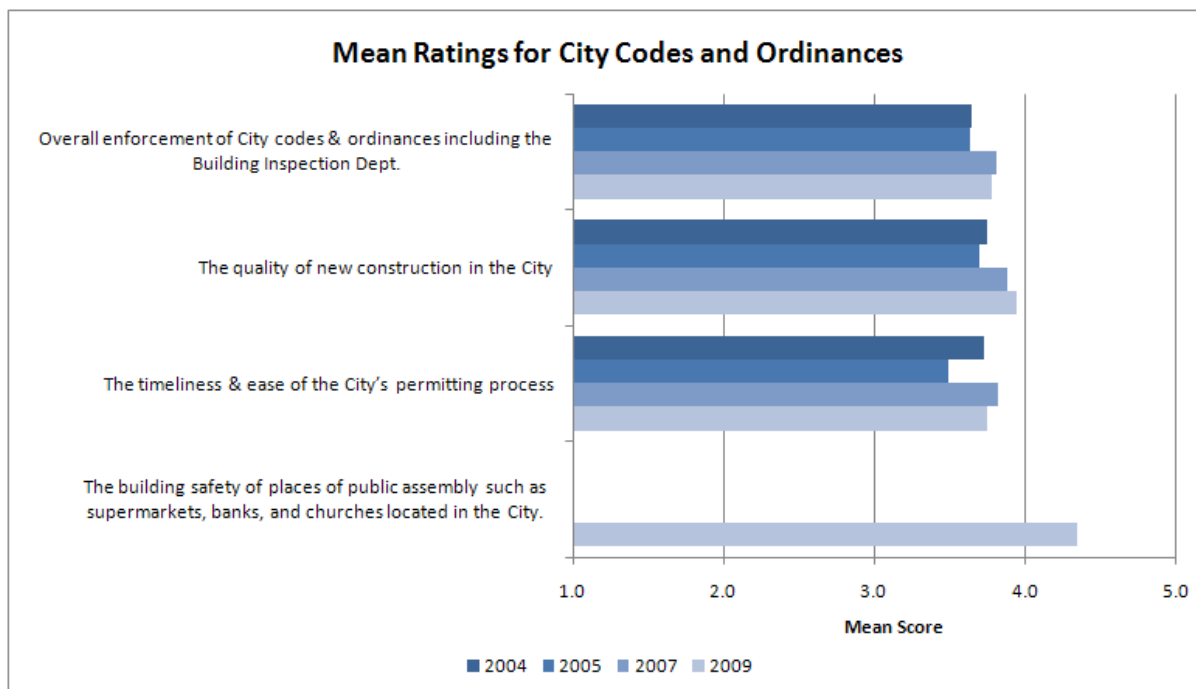
IV. FINDINGS – CITY CODES AND ORDINANCES

City Codes and Ordinances (continued)

		1 – Very dissatisfied	2 – Somewhat dissatisfied	3 – Neutral	4 – Somewhat satisfied	5 – Very satisfied	Don't know or N/A	Mean Response
The building safety of places of public assembly such as supermarkets, banks, and churches located in the City. Examples of building safety include that exits aren't blocked, plumbing and wiring are up to code, fire alarms and sprinklers are fully serviced, etc.**	2009	0.5%	0.8%	9.8%	36.3%	43.8%	9.0%	4.34

** This question was not asked in 2004, 2005 and 2007; therefore, the results cannot be benchmarked to previous surveys.

Respondents are most satisfied with “the building safety of places of public assembly such as supermarkets, banks, and churches located in the City” (mean = 4.34 out of 5) followed by “the quality of new construction in the City” (mean = 3.94). Respondents provided slightly lower ratings for “the overall enforcement of City codes and ordinances including the Building Inspection Department” (mean = 3.78) and “the timeliness and ease of the City’s permitting process” (mean = 3.75).



IV. FINDINGS – CITY MANAGEMENT

City Management

Respondents were asked to rate their satisfaction with various City management issues and departments, including the Administrator’s Office, Finance Department, City Clerk’s Office, and Assessor’s Office. Ratings are on a scale of 1 to 5 where 1 means “very dissatisfied” and 5 means “very satisfied.”

I’ll now ask you about City management issues. How satisfied are you with...

		1 – Very dissatisfied	2 – Somewhat dissatisfied	3 – Neutral	4 – Somewhat satisfied	5 – Very satisfied	Don’t know or N/A	Mean Response
The City’s administration, including the Administrator’s Office, Finance Department, and City Clerk’s Office	2004	2.8%	5.8%	24.5%	39.3%	19.3%	8.5%	3.73
	2005	2.3%	4.8%	18.5%	43.3%	22.0%	9.3%	3.86
	2007	2.0%	3.0%	16.5%	39.5%	20.5%	18.5%	3.90
	2009	2.0%	3.8%	16.5%	36.8%	32.0%	9.0%	4.02
The City’s Assessing and Valuations Office	2004	4.8%	7.0%	25.3%	32.3%	13.3%	17.5%	3.51
	2005	2.5%	7.5%	25.0%	37.3%	14.5%	13.3%	3.62
	2007	2.8%	6.5%	17.5%	32.8%	13.0%	27.5%*	3.64
	2009	2.8%	7.0%	17.5%	30.5%	17.8%	24.5%*	3.71
The ease of doing business in person at City Hall	2004	2.8%	6.5%	13.0%	39.3%	36.3%	2.3%	4.02
	2005	1.8%	4.3%	15.8%	33.3%	40.0%	5.0%	4.11
	2007	1.3%	4.3%	11.0%	34.0%	43.5%	6.0%	4.22
	2009	1.3%	1.8%	14.5%	32.8%	46.3%	3.5%	4.25

** Note: Caution should be used when interpreting results of questions with >20% “don’t know” responses as they are less representative of the population at large; please see the Methodology section for further explanation.*

IV. FINDINGS – CITY MANAGEMENT

City Management (continued)

		1 – Very dissatisfied	2 – Somewhat dissatisfied	3 – Neutral	4 – Somewhat satisfied	5 – Very satisfied	Don't know or N/A	Mean Response
The quality of the information you receive regarding the City budget and the use of taxpayer dollars	2004	6.0%	14.0%	27.8%	28.8%	14.0%	9.5%	3.34
	2005	4.5%	10.0%	24.8%	32.0%	18.0%	10.8%	3.55
	2007	3.5%	9.8%	18.3%	32.5%	18.5%	17.5%	3.64
	2009	2.8%	11.8%	23.3%	29.5%	19.3%	13.5%	3.59
The ease of voting in the City of Saco based on your experience the last time you voted in Saco	2004	0.5%	2.0%	9.0%	33.8%	47.8%	7.0%	4.36
	2005	1.5%	2.5%	8.3%	26.8%	55.8%	5.3%	4.40
	2007	0.5%	0.5%	8.8%	32.0%	48.5%	9.8%	4.41
	2009	0.0%	2.0%	6.3%	27.5%	57.0%	7.3%	4.50

In terms of satisfaction with City departments and issues of City management, ratings are positive; all areas received mean satisfaction ratings well exceeding a “neutral” rating.

Respondents are most satisfied regarding “the ease of voting in the City of Saco based on [their] experience the last time [they] voted in Saco” (mean = 4.50 out of 5 - up from 4.41 in 2007), followed by “the ease of doing business in person at City Hall” (mean = 4.25) and “the City’s administration” (mean = 4.02).

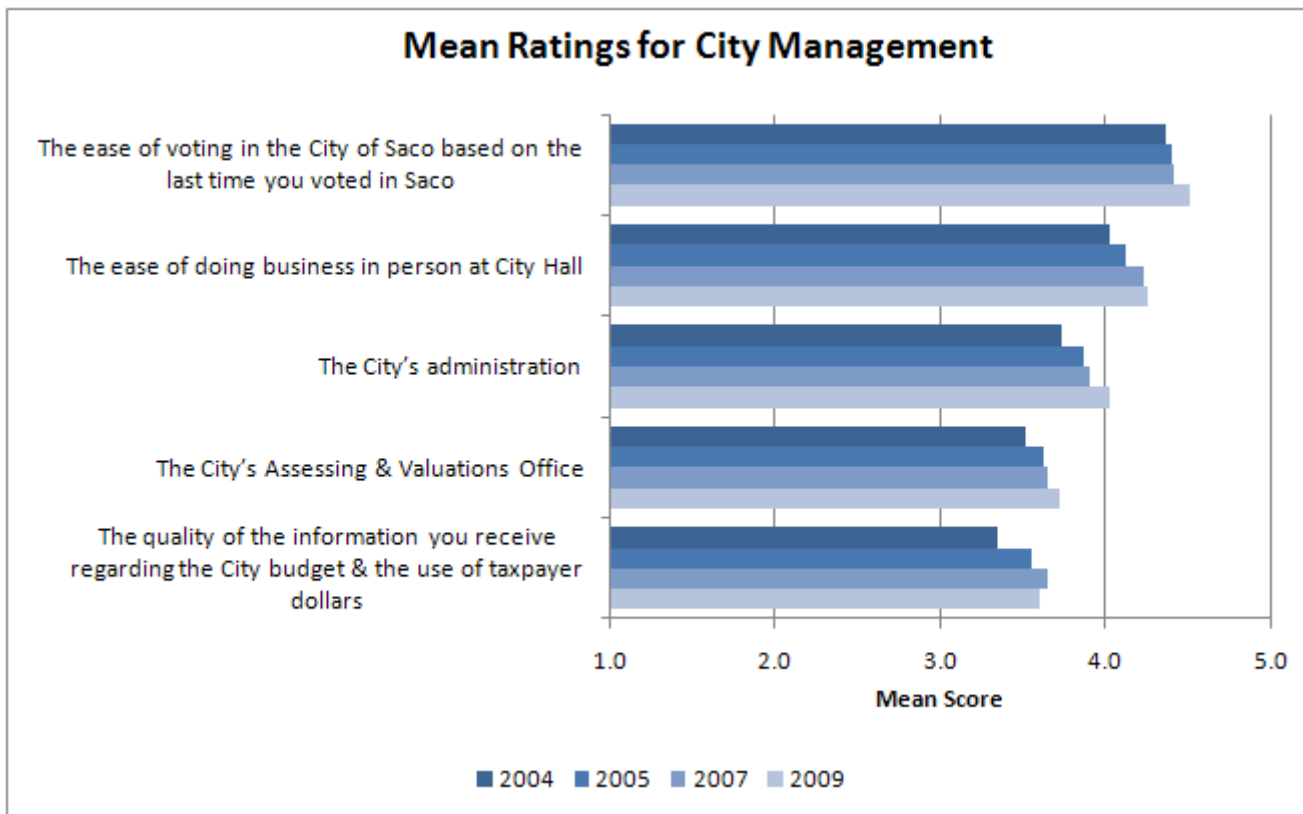
Satisfaction levels were somewhat lower for “the City’s Assessing and Valuations Office” (mean = 3.71 - however this is up from 3.66 in 2007) and “the quality of the information you receive regarding the City budget and the use of taxpayer dollars” (mean = 3.59).

IV. FINDINGS – CITY MANAGEMENT

City Management (continued)

The City's Administration	
Higher	Lower
• Age: 55+ (4.23)	• Age: 35-54 (3.92)

Ease of Doing Business in Person at City Hall	
Higher	Lower
• Age: 55+ (4.43)	• Age: 35-54 (4.14)



IV. FINDINGS – CITY MANAGEMENT

Waiting Time at City Hall

What do you consider a reasonable time to wait in line to process your transactions at City Hall?

	2007*	2009
Less than 3 minutes	10.3%	3.0%
3 to 5 minutes	33.0%	25.0%
5 to 8 minutes	24.0%	32.0%
8 to 10 minutes	19.8%	21.8%
10 to 15 minutes	9.3%	12.5%
More than 15 minutes	2.0%	4.8%
Don't know	1.8%	1.0%

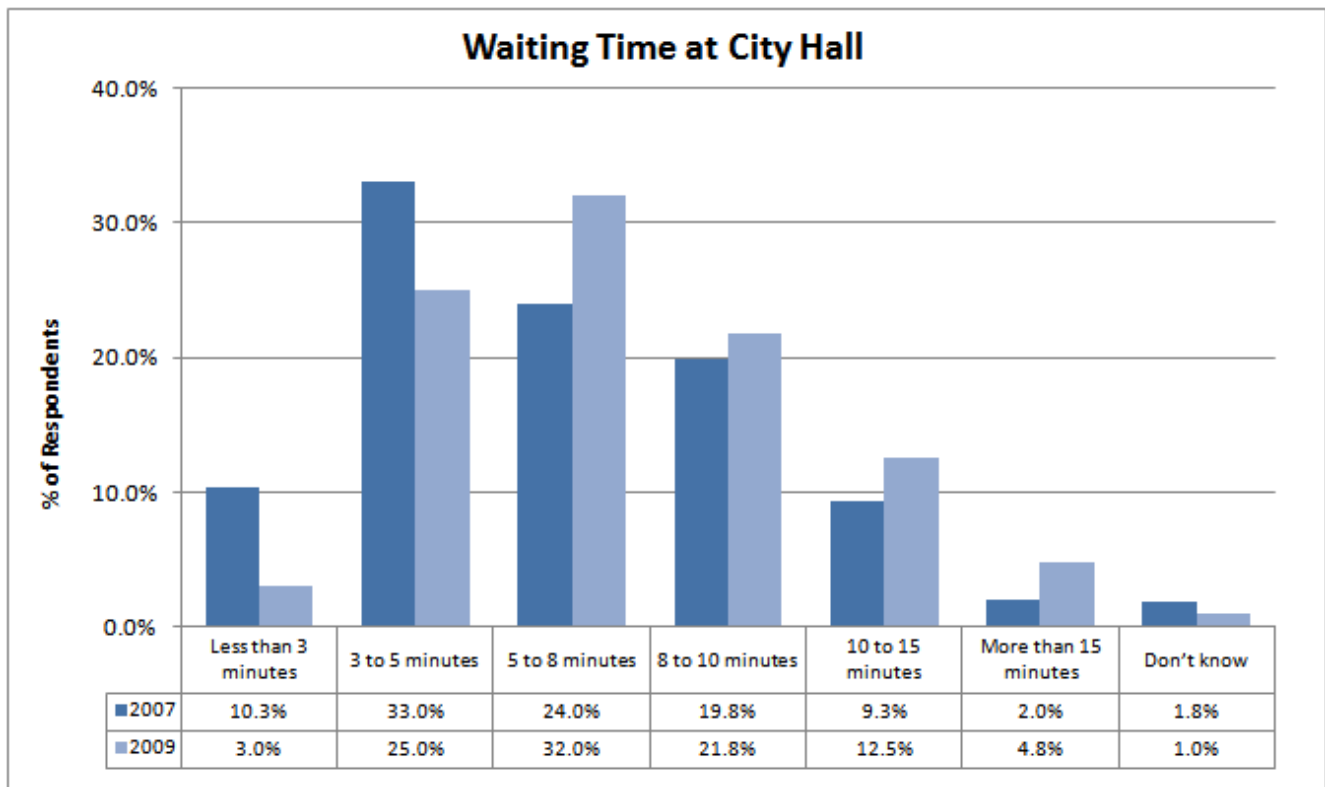
**Note: This question was first introduced in 2007.*

More than one half (57.0%) of respondents consider either “3 to 5 minutes” (32.0%) or “5 to 8 minutes” (25.0%) a reasonable time to wait in line to process a transaction at City Hall. Three percent (3.0%) of respondents consider “less than 3 minutes” a reasonable wait time, while 21.8% consider “8 to 10 minutes” a reasonable wait. Thirteen percent (12.5%) of respondents said that a “10 to 15 minute” wait is reasonable, and 4.8% indicated that waiting “more than 15 minutes” is reasonable. One percent (1.0%) of respondents were unsure of what they consider a reasonable time to wait at City Hall.

These results are similar to those recorded in 2007.

IV. FINDINGS – CITY MANAGEMENT

Waiting Time at City Hall (continued)



IV. FINDINGS – CITY MANAGEMENT

Website Use

How often do you visit the City of Saco’s website? [Options were rotated]

	2004	2005	2007	2009
Once a week or more	3.8%	5.8%	4.0%	4.5%
Every couple of weeks	3.3%	3.5%	4.8%	5.5%
Once a month	9.5%	14.0%	7.0%	12.0%
Every couple of months	7.0%	4.3%	7.5%	9.5%
A couple of times a year	10.0%	10.0%	13.0%	18.0%
Once a year or less	6.5%	10.8%	7.8%	8.3%
Never visit the website	58.3%	51.5%	55.8%	42.0%
Don’t know	1.8%	0.3%	0.3%	0.3%

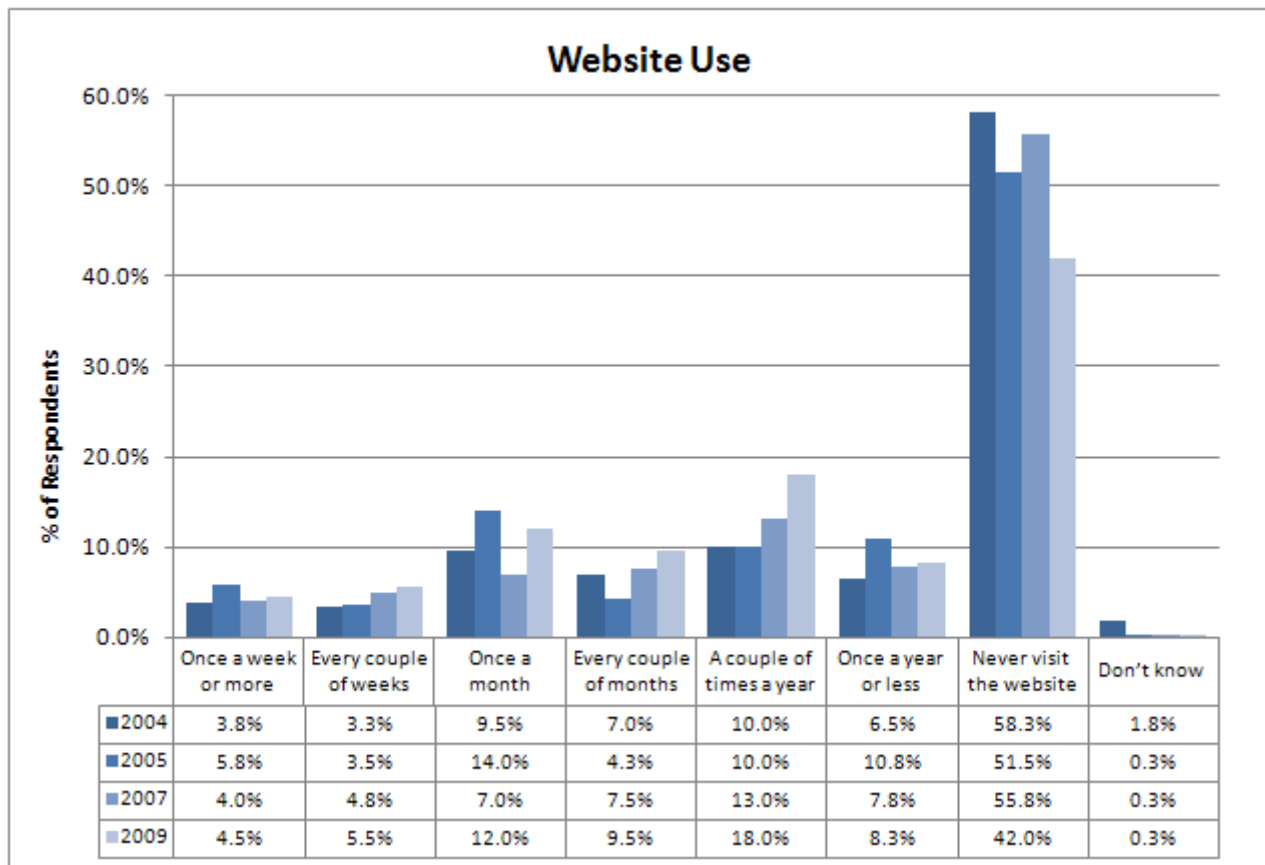
Four in ten (42.0%) respondents reported that they never visit the City of Saco’s website. Eighteen percent (18.0%) of respondents visit the website “a couple of times a year,” and ten percent (9.5%) visit it “every couple of months” while eight percent (8.3%) report visiting it “once a year or less”.

A total of 22.0% of respondents indicated that they visit the website once a month or more: 12.0% of respondents indicated that they visit the website “once a month,” 5.5% said that they visit it “every couple of weeks,” and 4.5% visit it “once a week or more.” One respondent (0.3%) was unsure of how often s/he visits the City’s website.

Use Website Once a Month or More (Average of Total Sample = 22.0%)	
Higher	Lower
<ul style="list-style-type: none"> Education: 4-year college + (31.7%) 	<ul style="list-style-type: none"> Education: High School grad or less (11.6%)
<ul style="list-style-type: none"> Household income: 75K + (34.5%) 	<ul style="list-style-type: none"> Household income: > 50K (11.7%)

IV. FINDINGS – CITY MANAGEMENT

Website Use (continued)



IV. FINDINGS – CITY MANAGEMENT

Website Information Accessed

What type of information do you generally access while on the City’s website? [Asked of those who reported website use; Unaided; Multiple responses were recorded]

Top Answers	2005 (N=193)*	2007 (N=176)*	2009 (N=230)*
Parks and Recreation Department Information	15.0%	14.8%	20.9%
Trash / Dump Information	1.0%	5.7%	12.6%
Vehicle Registration / Dept of Motor Vehicles	8.3%	8.5%	12.2%
Property Valuations / Assessor’s Office	13.5%	11.9%	11.3%
Tax Information	11.9%	8.0%	11.3%
General Information	9.8%	8.0%	10.9%
City / Community Events / Entertainment	6.7%	8.0%	9.1%
School Information / Budget	6.7%	12.5%	7.0%
Contact Information / Telephone Numbers	6.7%	4.0%	5.7%
Hours of Operation	7.3%	5.7%	4.3%
Don’t Know	6.7%	0.6%	1.3%

** Note: Caution should be used when interpreting results of questions that were asked to only a sub-sample of respondents as they are less representative of the population at large; please see the Methodology section for further explanation.*

*** Note: This question was first asked in 2005; Answers provided by less than 4.0% of the respondents can be found in the cross-tabulation tables.*

When asked what type of information they typically access on the City’s website, 20.9% of respondents who have been to the City of Saco’s website said that they look up “Parks and Recreation Department information,” while 12.6% of respondents said they access “Trash / Dump Information”. Twelve percent (12.2%) of respondents use the site to look up “Vehicle Registration / Dept of Motor Vehicles,” while 11.3% each access “Property Valuations / Assessor’s Office” and “Tax Information”. Other top answers given include: “General Information” (10.9%), “City / Community Events / Entertainment” (9.1%), “School Information / Budget” (7.0%), “transfer station information” (6.8%), “Contact Information / Telephone Numbers” (5.7%), and “Hours of Operation”. Several respondents (1.3%) were unsure.

Overall, these results are reasonably similar to those obtained in 2007.

IV. FINDINGS – CITY MANAGEMENT

Conducting City Business Online

In the next 12 to 24 months, how likely are you to conduct business with the City of Saco over the Internet? By this I mean transacting some business and not just getting information off the City website. [Options were rotated]

	2004	2005	2007	2009
Very likely	13.3%	16.5%	12.0%	20.3%
Somewhat likely	16.0%	11.3%	11.0%	12.3%
Not very likely	13.0%	15.0%	9.8%	13.3%
Not at all likely	56.0%	55.8%	66.5%	53.5%
Don't know	1.8%	1.5%	0.8%	0.8%
Very / Somewhat likely combined	29.3%	27.8%	23.0%	32.5%
Not very / Not at all likely combined	69.0%	70.8%	76.3%	66.8%

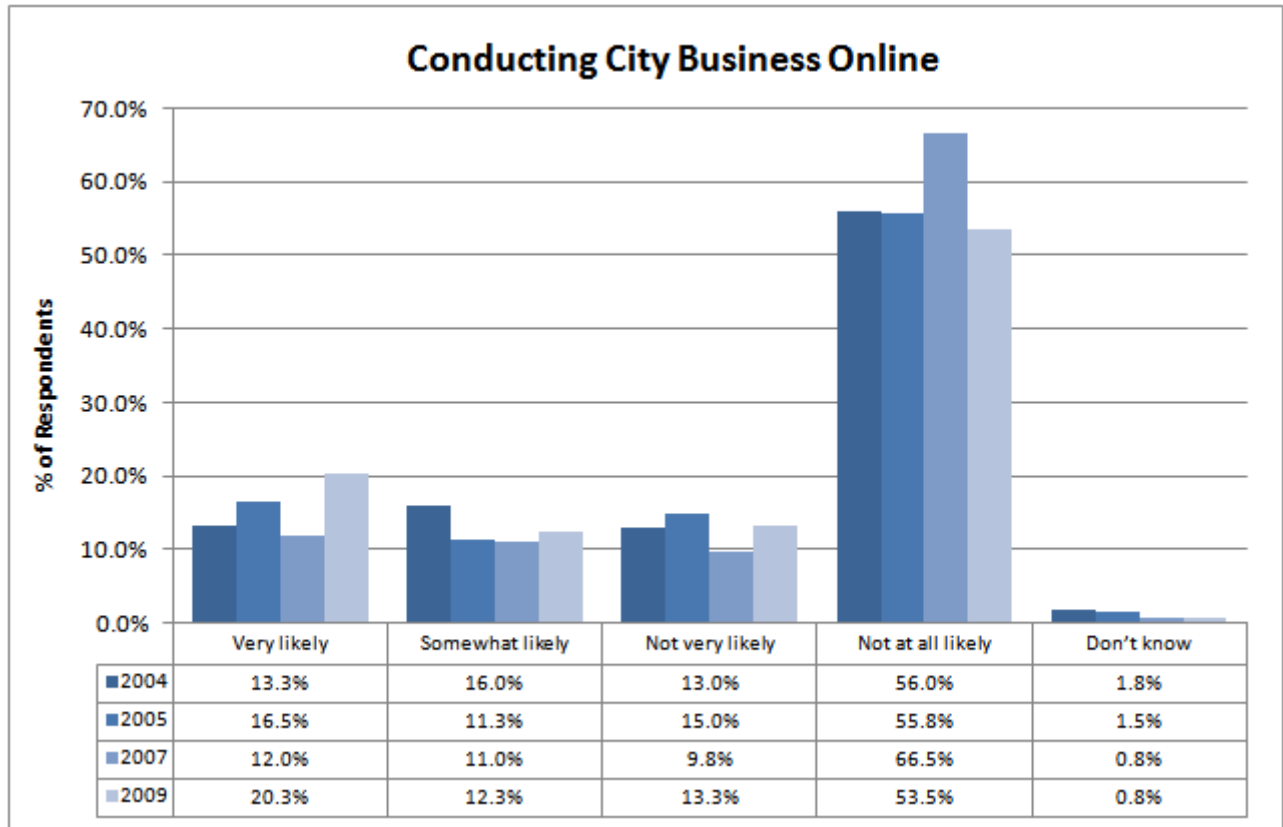
More than two-thirds (66.8%) of respondents said that they are “not very / not at all likely combined” to conduct business with the City of Saco over the Internet. Twelve percent (12.3%) of respondents indicated that they “somewhat likely” and 20.3% said they are “very likely” to conduct such business over the Internet. Three respondents (0.8%) were unsure.

Since 2007, respondents have become more likely to indicate that they would conduct business with the City of Saco over the Internet (23.0% to 32.5%).

Likely to Conduct Business with City of Saco over Internet in Next Two Years (Average of Total Sample = 32.5%)	
Higher	Lower
• Age: 18-35 (54.5%)	• Age: 55+ (16.9%)
• Education: 4-year college + (47.2%)	• Education: High School grad or less (17.4%)
• Household income: 75K + (49.6%)	• Household income: > 55K (20.0%)
• In Saco for 5-14 years (48.1%)	• In Saco for 25+ years (20.5%)
• 3 or more in household (44.7%)	• 2 or fewer in household (20.9%)

IV. FINDINGS – CITY MANAGEMENT

Conducting City Business Online (continued)



IV. FINDINGS – CITY MANAGEMENT

Interaction with City Employees

How would you rate your most recent contact or experience with a non-emergency City of Saco employee, such as a garbage collector, a street crew worker, a City Clerk, or a worker at a park or City recreational facility? Was the employee professional and courteous or unprofessional and discourteous? Is that very/somewhat...?: [Options were rotated]

	2004	2005	2007	2009
5 – Very professional and courteous	61.5%	59.0%	61.3%	69.8%
4 – Somewhat professional and courteous	24.3%	21.8%	21.8%	17.0%
3 – Neither unprofessional/professional nor discourteous/courteous	2.0%	5.3%	5.5%	4.5%
2 – Somewhat unprofessional and discourteous	2.5%	3.0%	3.0%	2.0%
1 – Very unprofessional and discourteous	1.8%	3.5%	1.8%	1.8%
Don't know	1.3%	1.8%	3.3%	1.3%
Not applicable	6.8%	5.8%	3.5%	3.8%
Very / Somewhat professional and courteous combined	85.8%	80.8%	83.0%	86.8%
Very / Somewhat unprofessional and discourteous combined	4.3%	6.5%	4.8%	3.8%
Mean Response (1 to 5)	4.54	4.40	4.48	4.59

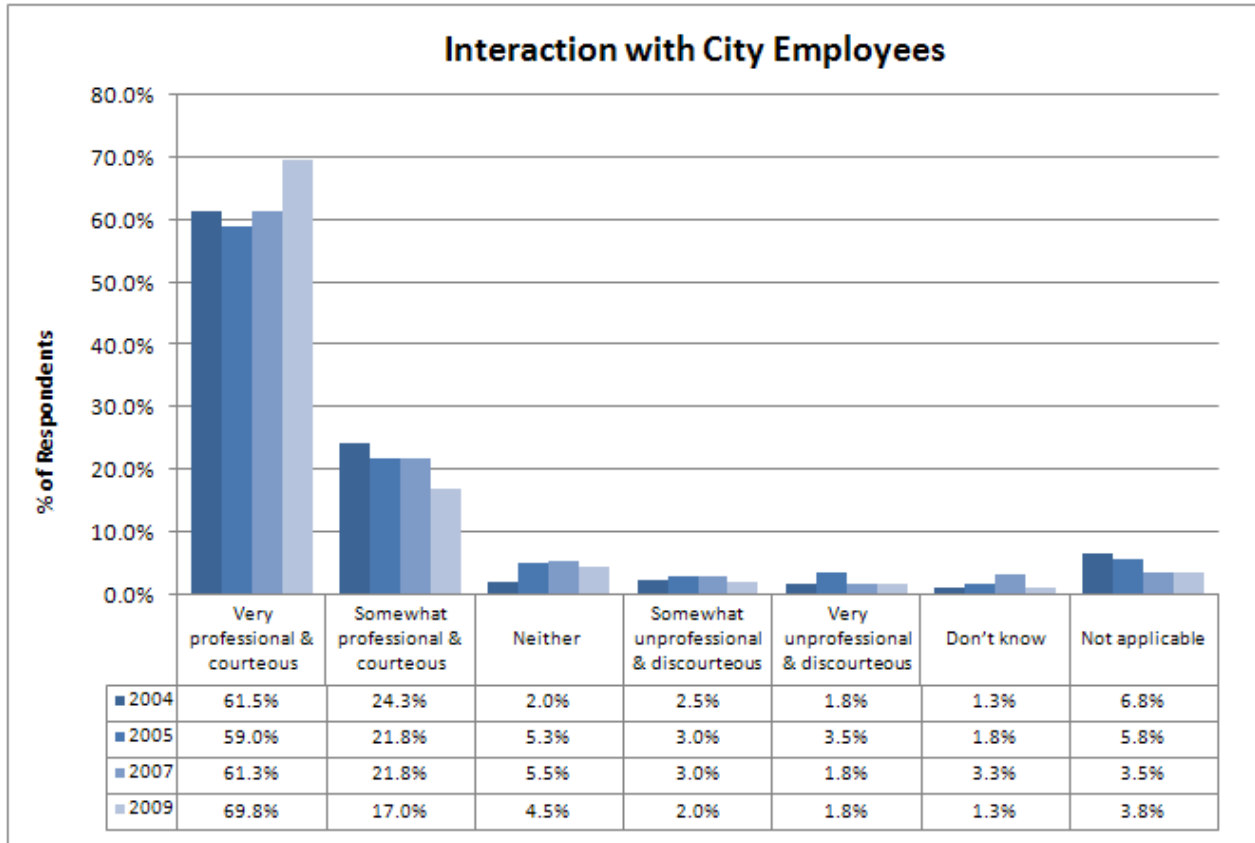
A total of 86.8% of respondents reported that the City employee with whom they had interacted most recently was either “very professional and courteous” (69.8%) or “somewhat professional and courteous” (17.0%). Only 4.5% of respondents characterized the City of Saco employee as “neither unprofessional/professional nor discourteous/courteous.” A total of 3.8% of those surveyed either said that the employee was “somewhat unprofessional and discourteous” (2.0%) or “very unprofessional and discourteous” (1.3%). Four percent (3.8%) of respondents reported that they have had no recent contact with any City employees, and 1.3% of those surveyed were unable to give a rating.

The mean response for this question (4.59) is somewhat higher than 2007 (4.48).

IV. FINDINGS – CITY MANAGEMENT

Interaction with City Employees (continued)

Interaction with City Employees	
Higher	Lower
<ul style="list-style-type: none"> In Saco for 6-14 years (4.73) 	<ul style="list-style-type: none"> In Saco for 15-24 years (4.40)



IV. FINDINGS – PLANNING AND ECONOMIC DEVELOPMENT

Planning and Economic Development

The next set of questions relates to the City’s planning and economic development. How satisfied are you each of the following:

	The administration of site plan and subdivision permitting and economic development programs by the Department		The timeliness of the City’s reviews of subdivision and site plan applications	
	2007**	2009	2007**	2009
5 – Very satisfied	8.8%	6.5%	7.8%	5.5%
4 – Somewhat satisfied	18.5%	15.5%	16.5%	10.8%
3 – Neutral	12.8%	16.5%	10.5%	13.5%
2 – Somewhat dissatisfied	6.8%	5.5%	4.0%	3.5%
1 – Very dissatisfied	2.5%	2.3%	1.8%	2.5%
Don’t know or N/A	50.8%*	53.8%*	59.5%*	64.3%*
Very / Somewhat satisfied combined	27.3%	22.0%	24.3%	16.3%
Very / Somewhat dissatisfied combined	9.3%	7.8%	5.8%	6.0%
Mean Response (1 to 5)	3.49	3.40	3.60	3.37

* Note: Caution should be used when interpreting results of questions with >20% “don’t know” responses as they are less representative of the population at large; please see the Methodology section for further explanation.

**Note: These questions were first introduced in 2007.

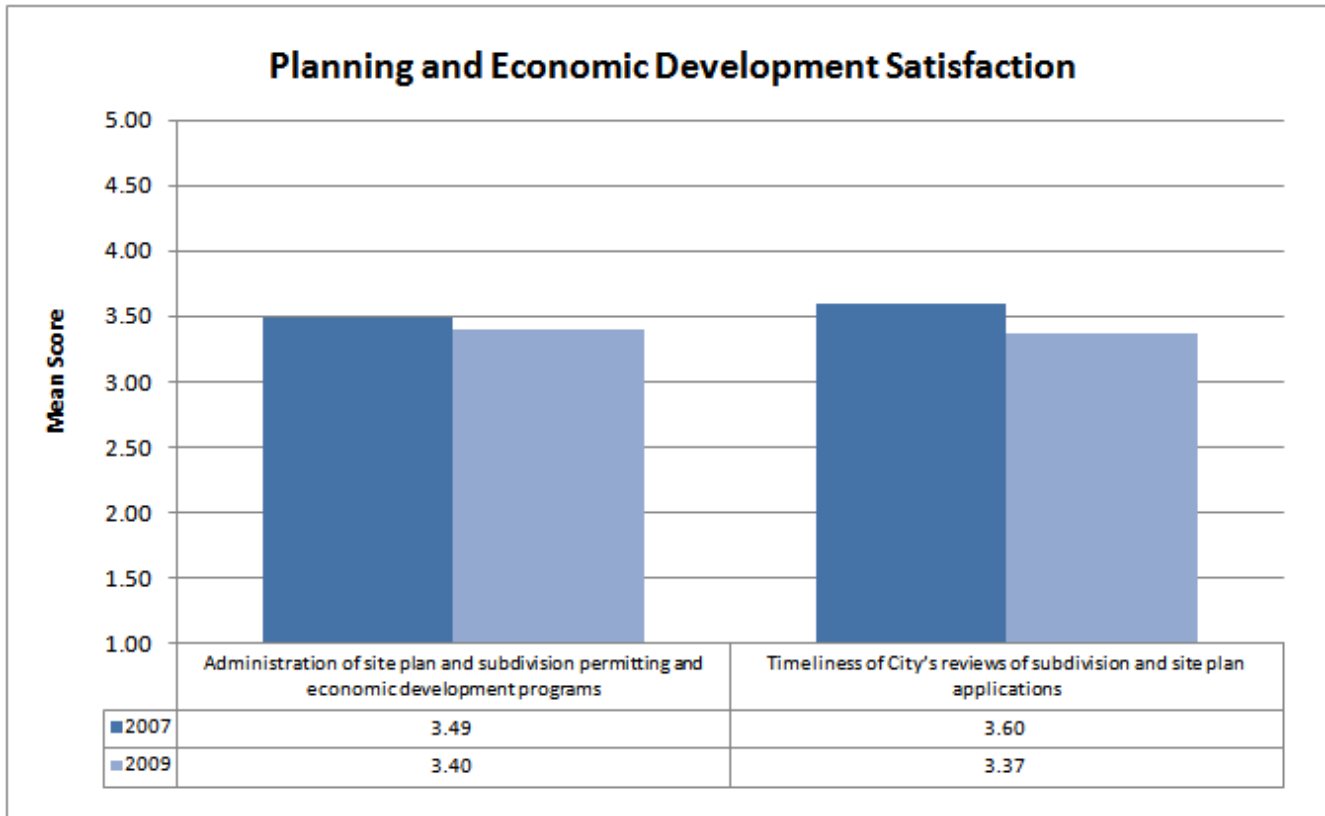
More than fifty percent of the respondents were unable to rate their level of satisfaction with “the administration of site plan and subdivision permitting and economic development programs by the Department” (53.8%) and almost two thirds were unable to rate “the timeliness of the City’s reviews of subdivision and site plan applications” (64.3%).

Twenty-two percent (22.0%) of respondents indicated that they are either “very satisfied” (6.5%) or “somewhat satisfied” (15.5%) with “the administration of site plan and subdivision permitting and economic development programs by the Department.” Another 16.5% said that they are “neutral,” while 5.5% indicated being “somewhat dissatisfied,” and 2.3% said that they are “very dissatisfied.”

Sixteen percent (16.3%) of respondents indicated that they are either “very satisfied” (5.5%) or “somewhat satisfied” (10.8%) with “the timeliness of the City’s reviews of subdivision and site plan applications.” Another 13.5% said that they are “neutral,” while 3.5% indicated being “somewhat dissatisfied,” and 2.5% said that they are “very dissatisfied.”

IV. FINDINGS – PLANNING AND ECONOMIC DEVELOPMENT

Planning and Economic Development (continued)



IV. FINDINGS – PLANNING AND ECONOMIC DEVELOPMENT

Actions Related to Planning and Economic Development

Approximately how many times have you sought a site plan or subdivision permit, or attended a public hearing related to Planning or Economic Development in the City of Saco?

	2007*	2009
Never	59.8%	69.5%
One or Two Times	13.8%	14.3%
Three to Five	6.8%	6.3%
Six to Twenty-Four Times	2.5%	4.3%
Regularly / Multiple Times Per Year	2.3%	2.8%
Other	0.5%	1.5%
Don't know or N/A	14.5%	1.8%

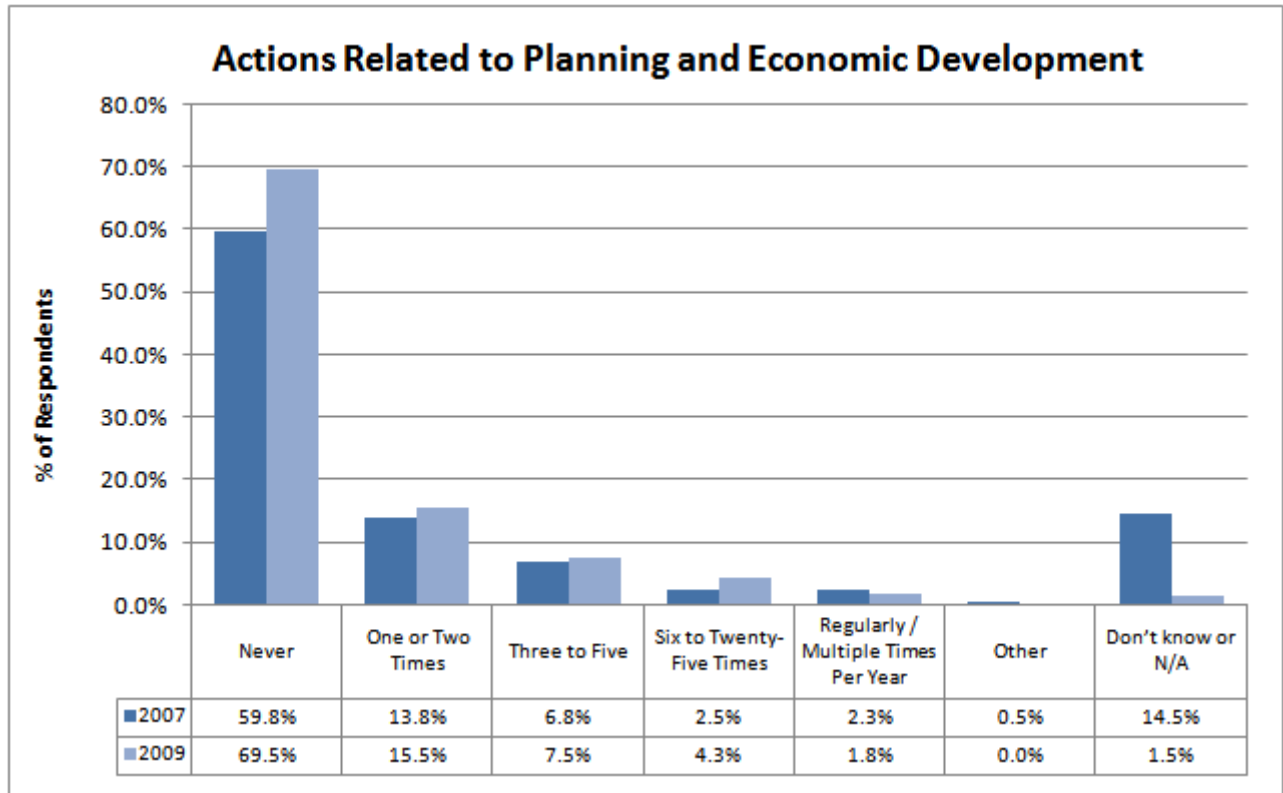
**Note: This question was first introduced in 2007.*

Seventy percent (69.5%) of respondents have “never” sought a site plan or subdivision permit, or attended a public hearing related to Planning or Economic Development in the City of Saco. Sixteen percent (15.5%) indicated having done this “one or two times,” 7.5% have done so “three to five times,” and 4.3% have done this “six to twenty-four times.” Another 1.8% of respondents said that they have sought a site plan or subdivision permit, or attended a public hearing related to Planning or Economic Development in the City of Saco “regularly / multiple times per year,” and 1.5% of respondents indicated being unsure.

Have Never Taken Actions Related to Planning and Economic Development (Average of Total Sample = 69.5%)	
Higher	Lower
<ul style="list-style-type: none"> • Education: High School grad or less (81.0%) 	<ul style="list-style-type: none"> • 4-year college + (60.9%)
<ul style="list-style-type: none"> • 2 or fewer in household (78.1%) 	<ul style="list-style-type: none"> • 3 or more in household (60.4%)

IV. FINDINGS – PLANNING AND ECONOMIC DEVELOPMENT

Actions Related to Planning and Economic Development (continued)



IV. FINDINGS – PLANNING AND ECONOMIC DEVELOPMENT

Planning for City Growth

How would you rate the City’s overall planning for growth in Saco? Is it: [Options were rotated]

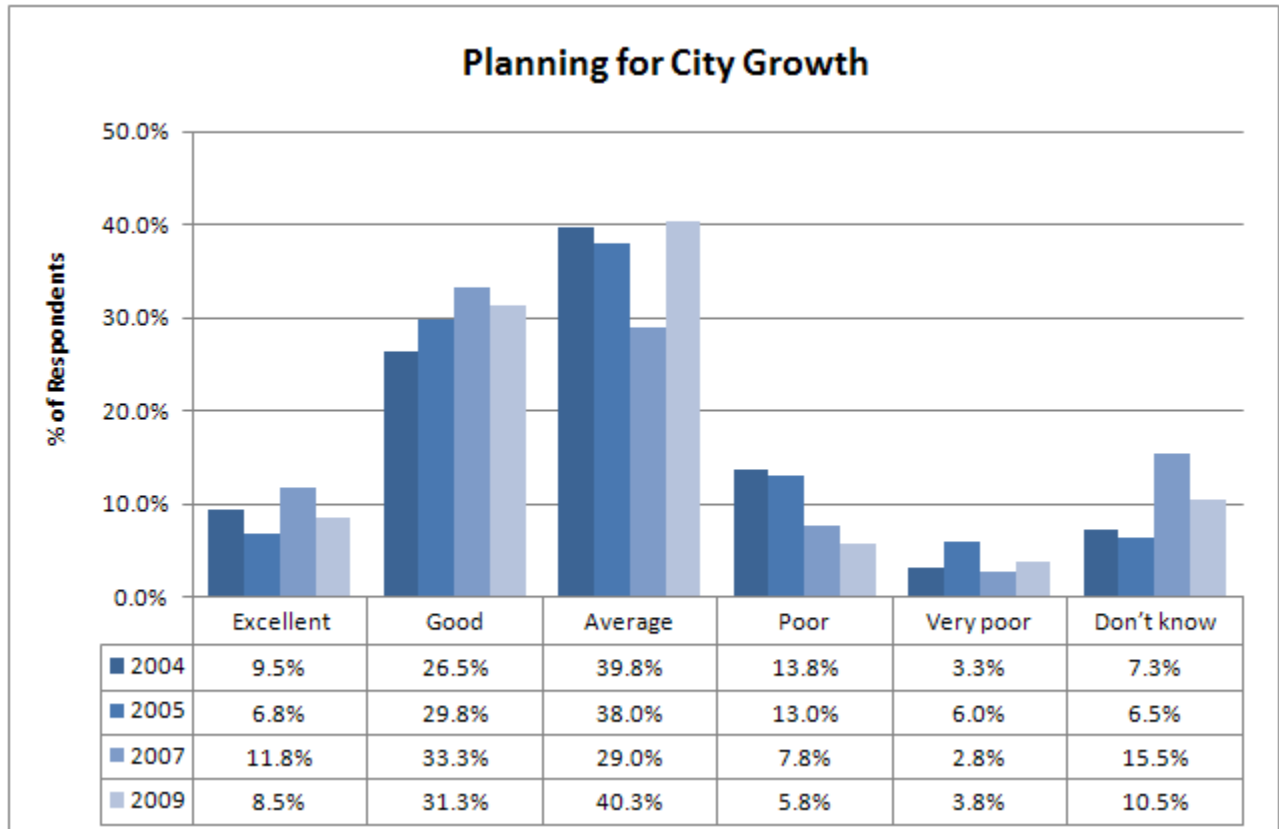
	2004	2005	2007	2009
5 – Excellent	9.5%	6.8%	11.8%	8.5%
4 – Good	26.5%	29.8%	33.3%	31.3%
3 – Average	39.8%	38.0%	29.0%	40.3%
2 – Poor	13.8%	13.0%	7.8%	5.8%
1 – Very poor	3.3%	6.0%	2.8%	3.8%
Don’t know	7.3%	6.5%	15.5%	10.5%
Good / Excellent combined	36.0%	36.6%	45.0%	39.8%
Poor / Very Poor combined	17.1%	19.0%	10.5%	9.5%
Mean Response (1 to 5)	3.27	3.20	3.51	3.39

A total of 39.8% of respondents indicated that the City’s overall planning for growth in Saco is either “good” (31.3%) or “excellent” (8.5%). Forty percent (40.3%) of respondents said that planning is “average” in the City of Saco, while a total of 9.5% of those surveyed indicated that it is either “poor” (5.8%) or “very poor” (3.8%). Eleven percent (10.5%) of respondents were unable to provide a response to this question.

The mean response for this question was 3.39, which is slightly lower than the mean response recorded in 2007 (3.51).

IV. FINDINGS – PLANNING AND ECONOMIC DEVELOPMENT

Planning for City Growth (continued)



IV. FINDINGS – PLANNING AND ECONOMIC DEVELOPMENT

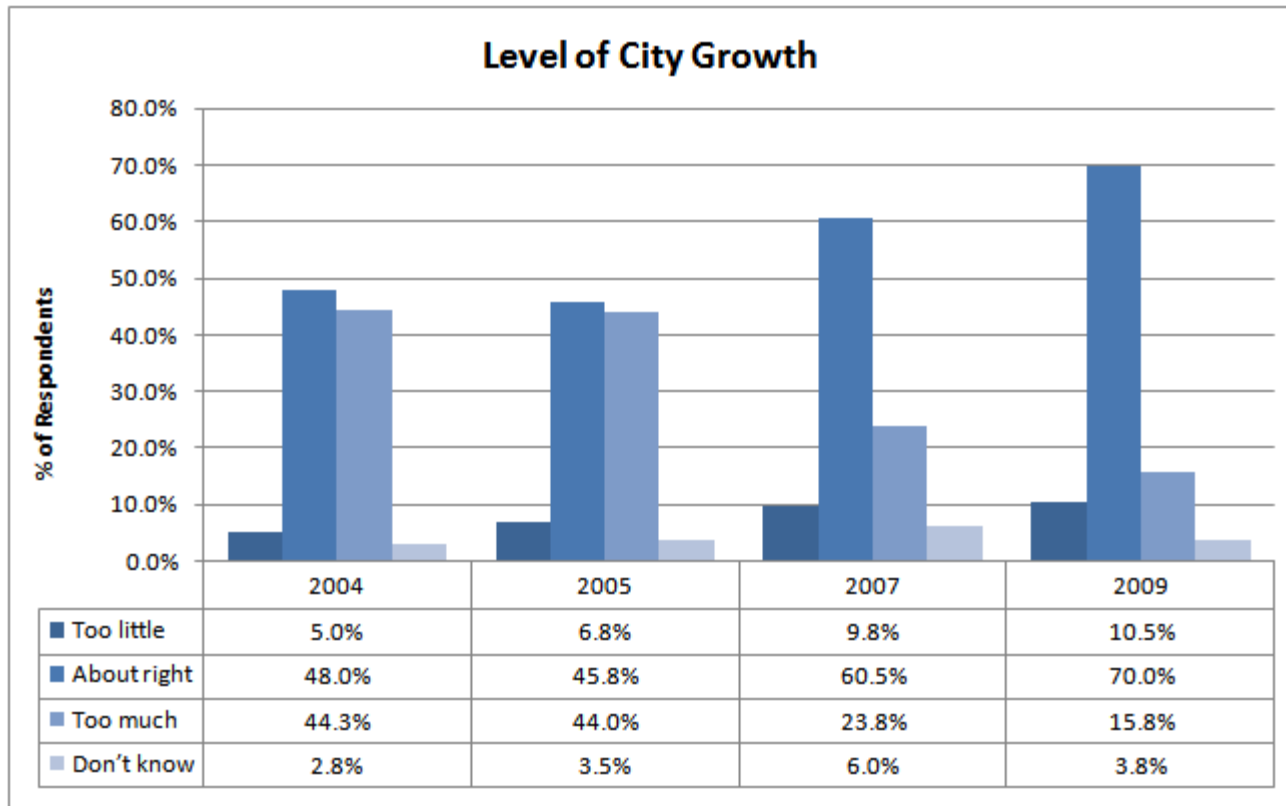
Level of City Growth

Do you think that the level of growth in Saco is: [Options were rotated]

	2004	2005	2007	2009
Too little	5.0%	6.8%	9.8%	10.5%
About right	48.0%	45.8%	60.5%	70.0%
Too much	44.3%	44.0%	23.8%	15.8%
Don't know	2.8%	3.5%	6.0%	3.8%

Seventy percent (70.0%) of the respondents indicated that the level of growth in Saco is “about right,” while 15.8% said that it is “too much.” Eleven percent (10.5%) rated the level of Saco’s growth as “too little” and 3.8% of respondents were unable to provide an answer to this question.

The percentage of respondents who indicated that the level of growth in Saco is “about right” has increased from 48.0% in 2004, 45.8% in 2005 and 60.5% in 2007 to 70.0% in 2009.



IV. FINDINGS – COMMUNICATIONS

Communications

Next, I'm going to ask you questions about City communications with the public. How satisfied are you with the City's efforts to keep you informed about the following:

		1 – Very dissatisfied	2 – Somewhat dissatisfied	3 – Neutral	4 – Somewhat satisfied	5 – Very satisfied	Don't know or N/A	Mean Response
City programs and services	2004	4.5%	10.0%	26.8%	40.3%	11.8%	6.8%	3.48
	2005	3.8%	11.3%	30.3%	30.3%	17.0%	7.5%	3.49
	2007	3.8%	10.5%	21.3%	35.5%	21.5%	7.5%	3.65
	2009	4.8%	12.0%	25.3%	33.5%	19.8%	4.8%	3.54
Local issues and public involvement opportunities	2004	4.5%	11.3%	24.5%	40.0%	10.5%	9.3%	3.45
	2005	3.5%	11.3%	30.5%	32.5%	13.8%	8.5%	3.46
	2007	3.8%	11.3%	23.8%	32.3%	18.3%	10.8%	3.56
	2009	6.0%	14.0%	25.0%	31.8%	16.0%	7.3%	3.41

Concerning communications about “City programs and services,” respondents reported an average satisfaction rating that falls between “neutral” and “somewhat satisfied” (mean = 3.54 out of 5). While 53.3% of respondents are either “very satisfied” (19.8%) or “somewhat satisfied” (33.5%) with communications regarding the City’s programs and services, only 16.8% of those surveyed are either “very dissatisfied” (4.8%) or “somewhat dissatisfied” (12.0%) with this aspect of the City of Saco. One quarter (25.3%) of those surveyed provided a “neutral” rating. Approximately five percent (4.8%) of respondents were unable to provide a rating in this area. **The mean response (3.54) is similar to the mean responses from 2004 (3.48), and 2005 (3.49) but somewhat lower than 2007 (3.65).**

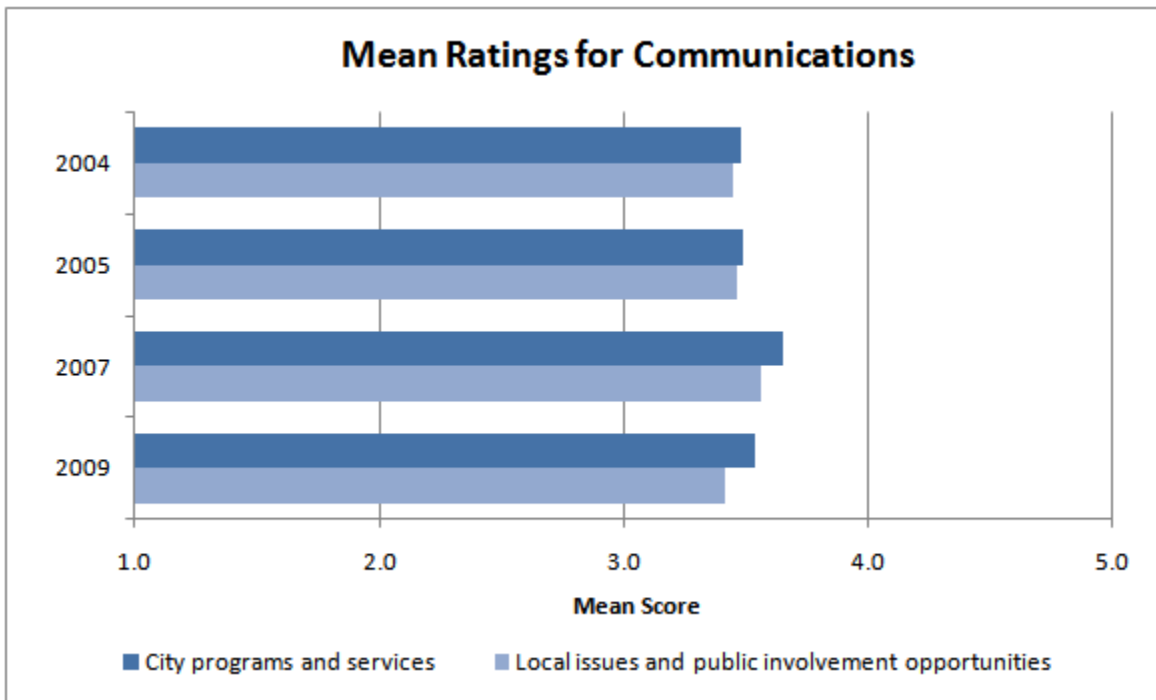
In terms of “local issues and public involvement opportunities”, respondents reported an average satisfaction rating that falls between “neutral” and “somewhat satisfied” (mean = 3.41 out of 5). While 47.8% of respondents are either “very satisfied” (16.0%) or “somewhat satisfied” (31.8%) with local issues and public involvement opportunities, twenty percent (20.0%) of those surveyed are either “very dissatisfied” (6.0%) or “somewhat dissatisfied” (14.0%) with this aspect of the City. Twenty-five percent (25.0%) of those surveyed gave a “neutral” rating. Seven percent (7.3%) of respondents were unable to give a rating in this area. **The mean response in 2009 (3.41) is similar to those recorded in the 2005 (3.46) and 2004 (3.45) surveys but somewhat lower than 2007 (3.56).**

IV. FINDINGS – COMMUNICATIONS

Communications (continued)

Communication about City Programs and Services	
Higher	Lower
• Age: 55+ (3.69)	• Age: 18-35 (3.36)

Communication about Local Issues and Public Involvement Opportunities	
Higher	Lower
• Household income: >50K (3.65)	• Household income 75K + (3.22)



IV. FINDINGS – COMMUNICATIONS

Read or Seen *The Pepperell Post*

Have you ever read or seen the City’s monthly newsletter known as *The Pepperell Post*?

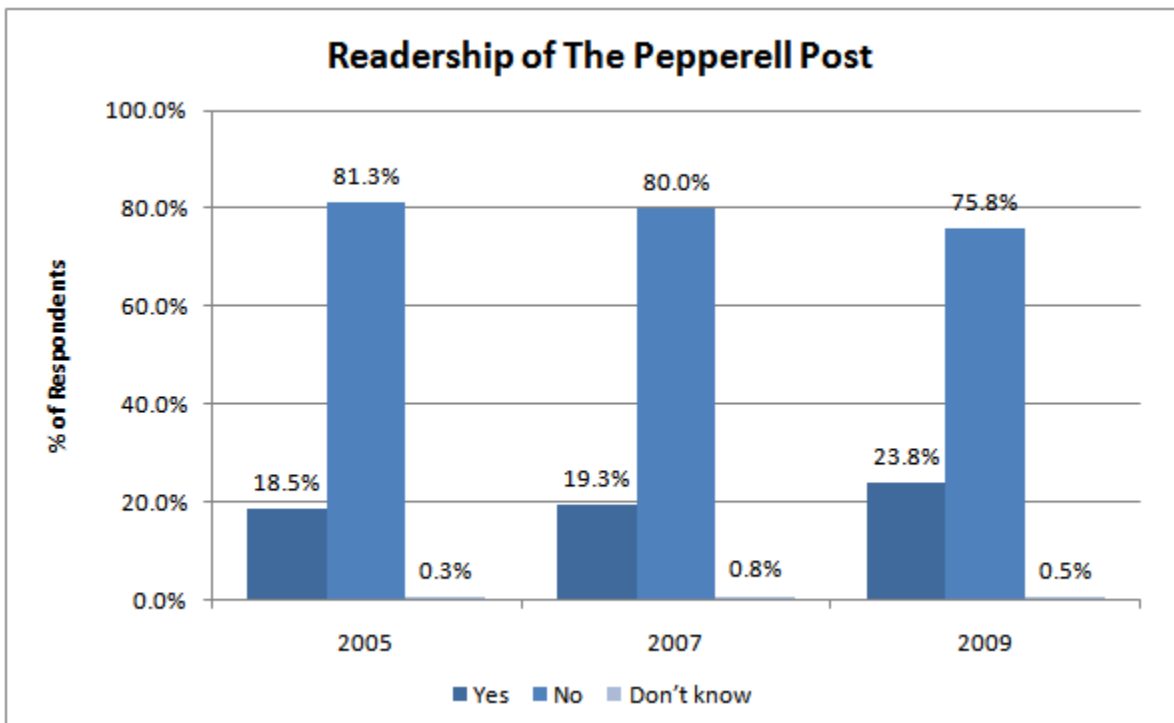
	2005	2007	2009
Yes	18.5%	19.3%	23.8%
No	81.3%	80.0%	75.8%
Don't know	0.3%	0.8%	0.5%

** Note: This question was not asked in 2004.*

Approximately three-quarters (75.8%) of respondents indicated that they have never read or seen the City’s monthly newsletter known as *The Pepperell Post*. While 23.8% of those surveyed indicated that they have read or seen *The Pepperell Post*, two respondents (0.5%) were unsure.

These results are similar to those obtained in 2005 and 2007.

Read or Seen <i>The Pepperell Post</i>	
Higher	Lower
<ul style="list-style-type: none"> • 3 or more in household (33.5%) 	<ul style="list-style-type: none"> • 2 or fewer in household (13.9%)



IV. FINDINGS – COMMUNICATIONS

Where *The Pepperell Post* is Accessed

*Where was that? [Asked of those who have read or seen *The Pepperell Post*]*

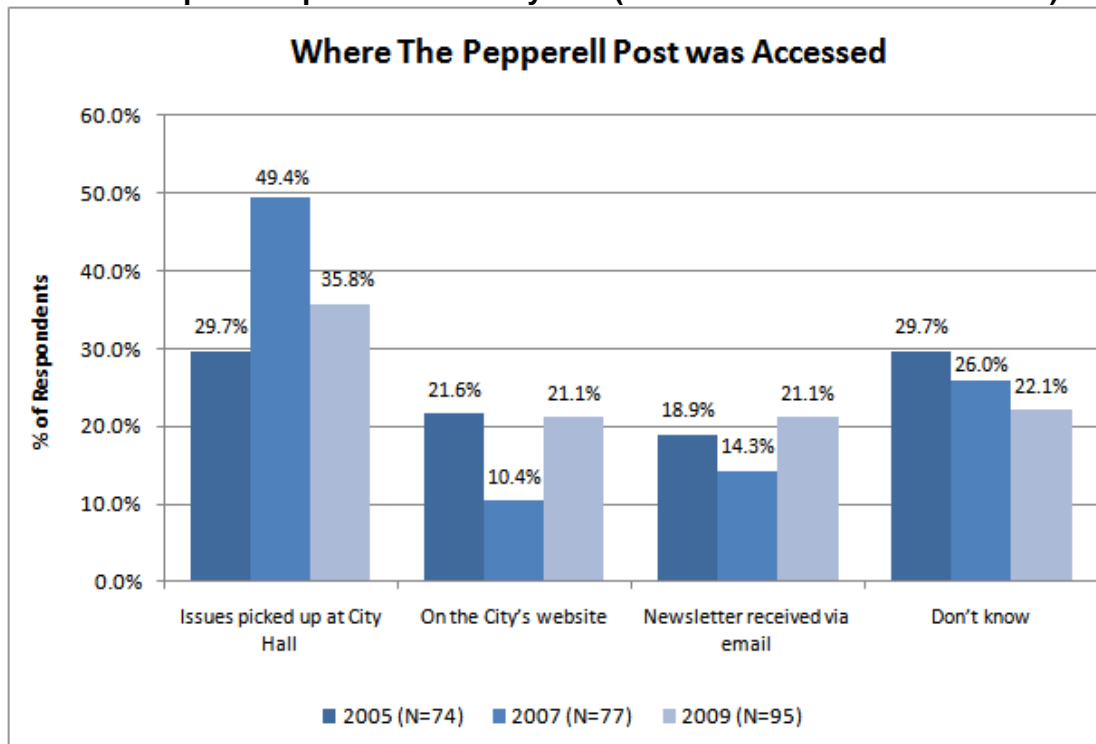
	2005 (N=74)*	2007 (N=77)*	2009 (N=95)*
Issues picked up at City Hall	29.7%	49.4%	35.8%
On the City's website	21.6%	10.4%	21.1%
Newsletter received via email	18.9%	14.3%	21.1%
Don't know	29.7%	26.0%	22.1%

* Note: Caution should be used when interpreting results of questions that were asked to only a sub-sample of respondents as they are less representative of the population at large; please see the Methodology section for further explanation.

** Note: This question was not asked in 2004.

Of the 95 respondents who have read or seen *The Pepperell Post*, 35.8% picked the newsletter up at City Hall, and 21.1% each viewed it on the City's website or the newsletter via email. Twenty-two percent (22.1%) of respondents could not remember where they had read or seen *The Pepperell Post*.

There has been an increase in the percentage of respondents who indicated accessing *The Pepperell Post* electronically since 2007 ("on the City's website", 10.4% to 21.1% and "newsletter received via email", 14.3% to 21.1%). There has been a decrease in the percentage of respondents who picked up an issue at City Hall (49.4% in 2007 to 35.8% in 2009).



IV. FINDINGS – COMMUNICATIONS

Perceived Value of *The Pepperell Post*

Would you say that the City’s monthly newsletter is: [Asked of those who have read or seen *The Pepperell Post*; Options were rotated]

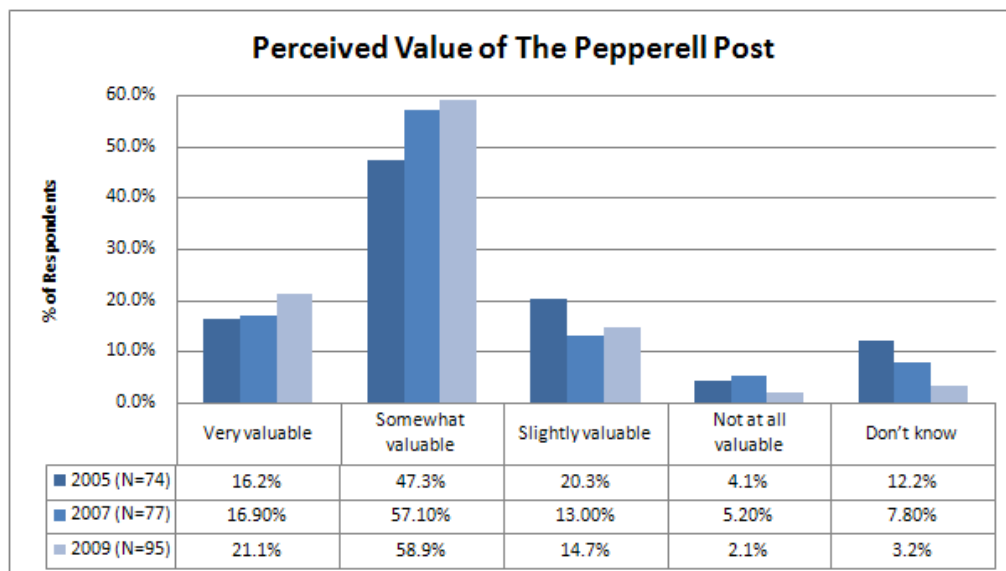
	2005 (N=74)*	2007 (N=77)*	2009 (N=95)*
Very valuable	16.2%	16.9%	21.1%
Somewhat valuable	47.3%	57.1%	58.9%
Slightly valuable	20.3%	13.0%	14.7%
Not at all valuable	4.1%	5.2%	2.1%
Don't know	12.2%	7.8%	3.2%
<hr/>			
Very / Somewhat valuable combined	63.5%	74.0%	80.0%
Slightly / Not at all valuable combined	24.4%	18.2%	16.8%

* Note: Caution should be used when interpreting results of questions that were asked to only a sub-sample of respondents as they are less representative of the population at large; please see the Methodology section for further explanation.

** Note: This question was not asked in 2004.

Of the 95 respondents who have read or seen *The Pepperell Post*, a total of 80.0% rated it as either “very valuable” (21.1%) or “somewhat valuable” (58.9%). While 14.7% of respondents indicated that the newsletter is “slightly valuable,” 2.1% said that it is “not at all valuable.” Three percent (3.2%) of respondents were unable to provide a rating for this question.

The perceived value of the Pepperell Post has increased steadily since 2005.



IV. FINDINGS – COMMUNICATIONS

Interest in Receiving *The Pepperell Post* Via Email

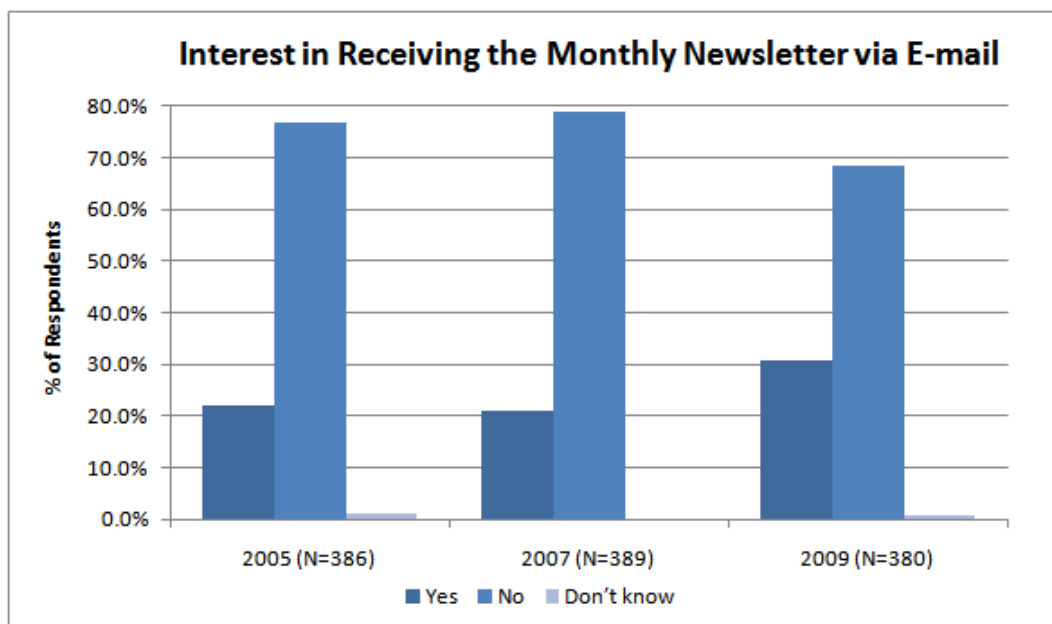
*Would you like to receive the monthly newsletter via email? [Asked of those who do not currently receive *The Pepperell Post* via email]*

	2005 (N=386)	2007 (N=389)	2009 (N=380)
Yes	22.0%	21.1%	30.8%
No	76.9%	78.9%	68.4%
Don't know	1.0%	0.0%	0.8%

* Note: This question was not asked in 2004; a list of these respondents was provided to the City of Saco in a separate document.

Of the 380 respondents who do not currently receive *The Pepperell Post* via email, 30.8% said that they would like to receive the newsletter in this manner. The other 68.4% of respondents indicated that they are not interested in receiving the City's newsletter via email. **These results are reasonably similar to those obtained in 2007 and 2005.**

Interest in Receiving <i>The Pepperell Post</i> Via Email	
Higher	Lower
<ul style="list-style-type: none"> Age: 18-34 (48.8%) Education: 4-year college + (43.2%) Household income: 50K-74K (42.6%), 75K+ (40.8%) 	<ul style="list-style-type: none"> Age: 55+ (24.8%) Education: High School grad or less (17.1%) Household income: > 50K (20.3%)



IV. FINDINGS – COMMUNICATIONS

Source of Budget Information

***Where do you get your information about the City budget and the use of taxpayer money?
[Unaided; Multiple responses were recorded]***

Top Answers	2004	2005	2007	2009
Newspapers	67.0%	63.8%	58.0%	54.8%
Internet	11.5%	5.8%	11.3%	16.5%
Word of mouth	12.8%	11.0%	15.3%	14.3%
Local access television	11.3%	7.8%	6.8%	10.0%
Other television	3.5%	1.5%	3.0%	4.3%
Town meetings	8.0%	5.5%	3.8%	3.0%
Don't know	2.8%	4.5%	3.8%	2.8%
N/A - Do not get information	7.0%	11.8%	9.8%	12.5%

Responses provided by less than 3.0% of respondents can be found in the cross-tabulation tables.

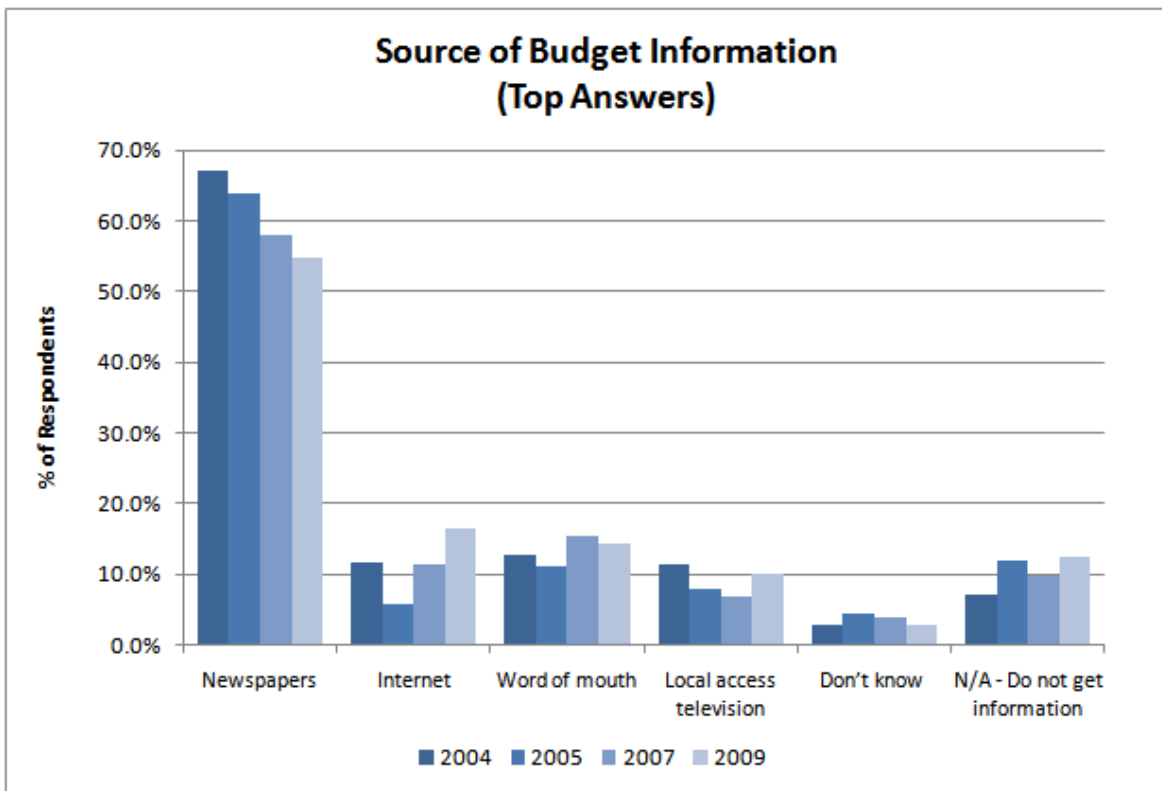
More than fifty percent of respondents (54.8%) get their information about the City budget from “newspapers.” Sixteen percent (16.4%) of those surveyed indicated that they get City information from the “Internet,” 14.3% by “word of mouth”, and 10.0% watch “local access television.” Other top answers include “other television” (4.3%) and “town meetings” (3.0%). While 2.8% of respondents were unsure of where they get their information about the City budget, 12.5% of those surveyed indicated that they do not get any information about the City of Saco’s budget.

Since 2004, the percentage of respondents who get their information about the City budget and the use of taxpayer money from the newspaper has decreased somewhat (67.0% to 54.8%).

Source of Budget Information Is <i>Newspapers</i>	
Higher	Lower
• Age: 55+ (68.2%), 35-54 (51.0%)	• Age: 18-34 (29.5%)
• In Saco 25 + years (68.9%)	• In Saco for 15-24 years (45.2%), 6-14 years (45.3%) or > 5years (47.8%)
• 2 or fewer in household (63.2%)	• 3 or more in household (46.2%)
• Voted in last election (58.3%)	• Did not vote in 2008 election (35.9%)

IV. FINDINGS – COMMUNICATIONS

Source of Budget Information (Continued)



IV. FINDINGS – COMMUNICATIONS

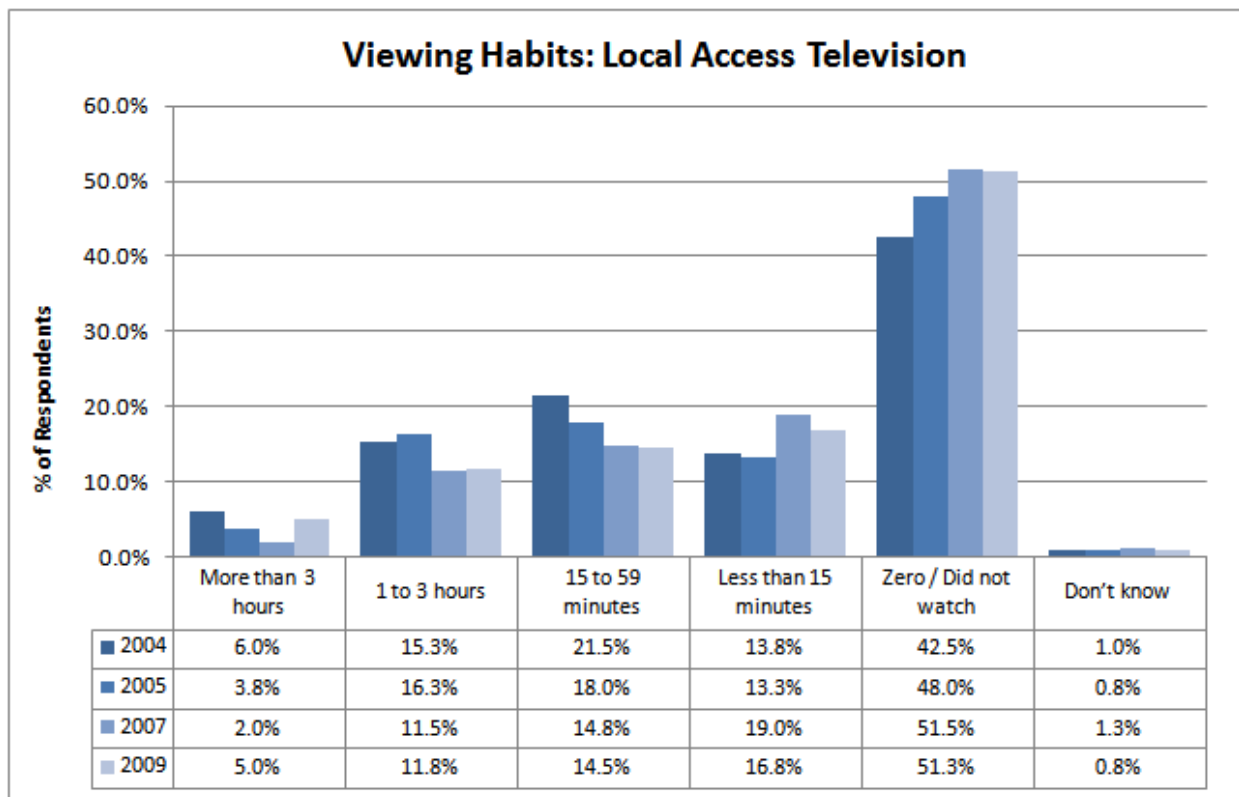
Viewing Habits - Local Access Television

During the past month, approximately how many minutes did you or other members of your household watch Channel 3, which is the City’s government and education channel?

	2004	2005	2007	2009
More than 3 hours	6.0%	3.8%	2.0%	5.0%
1 to 3 hours	15.3%	16.3%	11.5%	11.8%
15 to 59 minutes	21.5%	18.0%	14.8%	14.5%
Less than 15 minutes	13.8%	13.3%	19.0%	16.8%
Zero / Did not watch	42.5%	48.0%	51.5%	51.3%
Don't know	1.0%	0.8%	1.3%	0.8%

Fifty-one percent (51.3%) of respondents indicated that during the past month they or other members of their household “did not watch” Channel 3. Another 16.8% reported watching “less than 15 minutes,” while 14.5% indicated that they had watched “15 to 59 minutes.” Approximately twelve percent (11.8%) of respondents reported watching “1 to 3 hours” of Channel 3 over the past month, and 5.0% watched “more than 3 hours.”

These results are similar to the ones found in the 2004, 2005 and 2007 surveys.



IV. FINDINGS – OTHER

The final group of questions addressed additional issues concerning the City of Saco.

Saco Property Taxes

Which of the following describes your feelings about your Saco property taxes relative to the City services you receive? Are the Saco property taxes: [Options were rotated]

	2004	2005	2007	2009
5 – A very good value	5.3%	4.8%	2.8%	2.5%
4 – A good value	16.8%	17.8%	18.3%	16.5%
3 – About right	44.0%	49.5%	44.0%	52.8%
2 – A poor value	20.3%	16.3%	20.8%	18.8%
1 – A very poor value	8.0%	4.5%	5.0%	4.5%
Don't know	5.8%	7.3%	9.3%	5.0%
Very good / Good value combined	22.1%	22.6%	21.0%	19.0%
Very poor / Poor value combined	28.3%	20.8%	25.8%	23.3%
Mean Response (1 to 5)	2.90	3.02	2.92	2.93

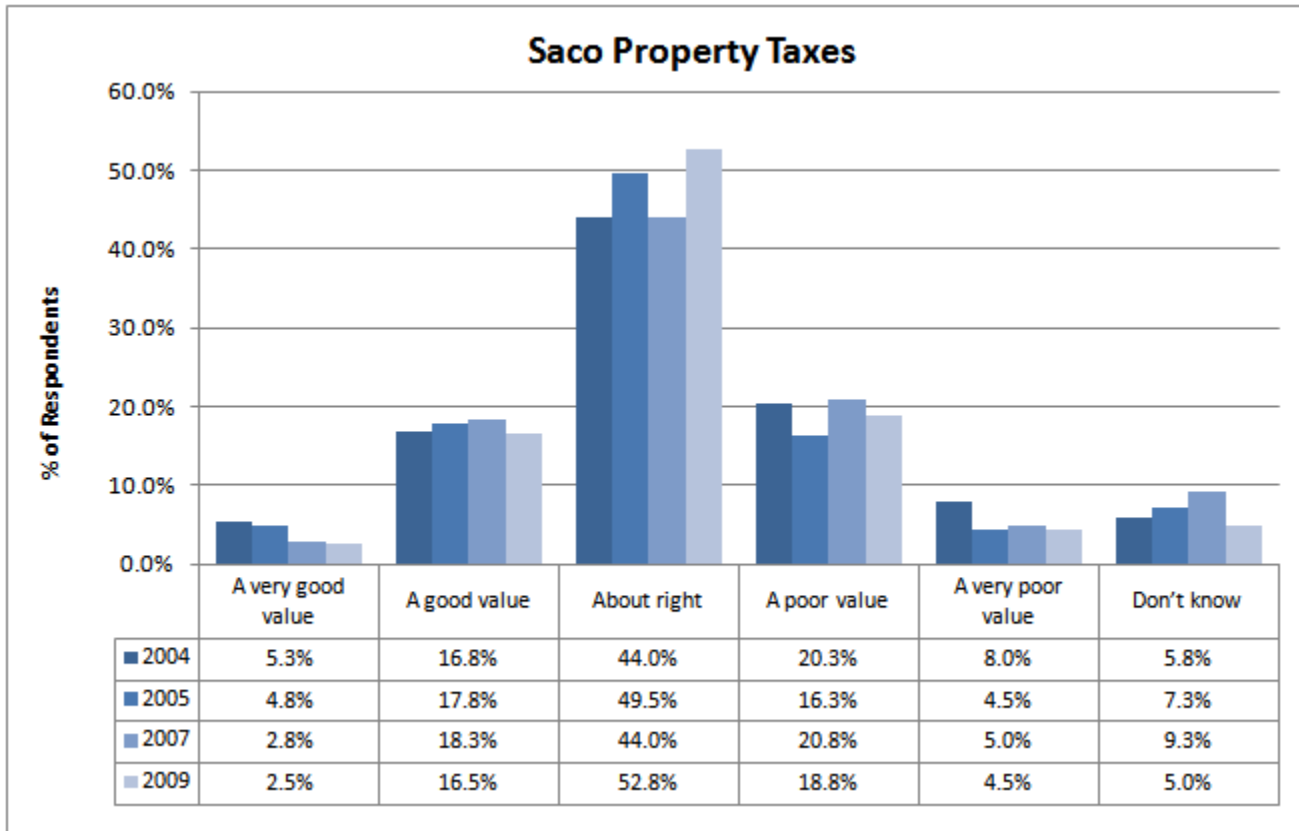
The highest percentage of respondents (52.8%) indicated that the Saco property taxes are “about right” relative to the City services they receive. A total of 19.0% of those surveyed said that the property taxes are either a “good value” (16.5%) or a “very good value (2.5%). A total of 23.3% of respondents said that the property taxes are either a “poor value” (18.8%) or “very poor value” (4.5%) relative to the City services they receive. Five percent (5.0%) of those surveyed were unsure of how to answer this question.

The mean response for this question (2.93) is similar to the mean responses in 2007 (2.92), 2005 (3.02) and 2004 (2.90).

No significant differences were found among demographic subgroups.

IV. FINDINGS – OTHER

Saco Property Taxes (continued)



IV. FINDINGS – OTHER

Department Funding

I'm going to read you a list of City service departments. Assuming that you were not reducing current budget levels for any City department, which one or two departments, if any, would you increase budgets for? [Ten options were read and rotated. FIRST and SECOND CHOICES were recorded.]

Top Answers	2004	2005	2007	2009		
	Overall	Overall	Overall	1 st Choice	2 nd Choice	Overall
Police Department	39.1%	34.3%	41.0%	22.8%	19.0%	41.8%
Fire and Ambulance Department	39.8%	38.6%	40.8%	16.8%	24.3%	41.1%
Parks and Recreation Department	20.5%	18.8%	18.1%	15.3%	7.3%	22.6%
Public Works Department	10.0%	14.0%	10.1%	12.0%	5.3%	17.3%
Planning and Economic Development Department	9.8%	7.3%	7.1%	5.8%	1.3%	7.1%
Education / School Department**	7.3%	12.3%	4.8%	5.5%	1.3%	6.8%
Wastewater Treatment Department	3.8%	3.3%	2.8%	1.5%	1.3%	2.8%
City Clerk's Office	1.5%	0.6%	1.3%	0.5%	1.5%	2.0%
Codes and Enforcement and Inspections Department	1.1%	1.8%	2.0%	0.3%	1.3%	1.6%
Finance Department	0.6%	0.3%	2.1%	0.5%	0.5%	1.0%
City Assessor's Office	0.0%	0.0%	0.3%	0.3%	0.0%	0.3%
Don't know	13.5%	29.6%*	32.3%*	6.8%	7.8%	14.6%
None	53.3%	38.3%	36.8%	10.5%	29.0%	44.0%

** Note: Caution should be used when interpreting results of questions with >20% "don't know" responses as they are less representative of the population at large; please see the Methodology section for further explanation.*

***Note: This answer was offered unaided by some respondents.*

Respondents were asked to name up to two departments for which they would increase funding, provided that current department budget levels were not reduced. First and second choices were recorded, as was an overall number which reflects the total percentage of cases in which a given department was mentioned. In other words, the overall numbers represent the percentage of people, out of the total of 400, who mentioned a given department either first or second.

IV. FINDINGS – OTHER

Department Funding (continued)

In relation to a first choice, the “Police Department” (22.8%) was the first choice, followed by the “Fire and Ambulance Department” (16.8%), and the “Parks and Recreation Department” (15.3%).

The most popular second choice was the “Fire and Ambulance Department” (24.3%), followed by the “Police Department” (19.0%) and the “Parks and Recreation Department” (7.3%).

Overall, the departments mentioned most frequently (1st and 2nd choices combined) were the “Police Department” (41.8% overall) and the “Fire and Ambulance Department” (41.1% overall), followed by the “Parks and Recreation Department” (22.6%), and the “Public Works Department” (17.3%).

These results are similar to the findings of the 2007, 2005 and 2004 surveys.

IV. FINDINGS – OTHER

Statement that Symbolizes the City of Saco

When asked to create a statement that symbolizes the City, a panel of Saco residents came up with the following: Saco is a city that provides families of all kinds with a community that values its heritage, cherishes its environment, balances its growth, and offers a concerned and caring spirit. To what extent do you agree or disagree that this statement is an accurate description of what the City of Saco is, or is trying to become? Do you: [Options were rotated]

	2005	2007	2009
5 – Strongly agree	31.0%	36.3%	40.8%
4 – Somewhat agree	46.8%	40.5%	41.8%
3 – Neither agree nor disagree	12.0%	13.3%	8.0%
2 – Somewhat disagree	4.5%	3.0%	6.3%
1 – Strongly disagree	1.5%	3.3%	1.5%
Don't know	4.3%	3.8%	1.8%
Strongly / Somewhat agree combined	77.8%	76.8%	82.5%
Strongly / Somewhat disagree combined	6.0%	6.3%	7.8%
Mean Response (1 to 5)	4.06	4.08	4.16

Note: This question was not asked in 2004.

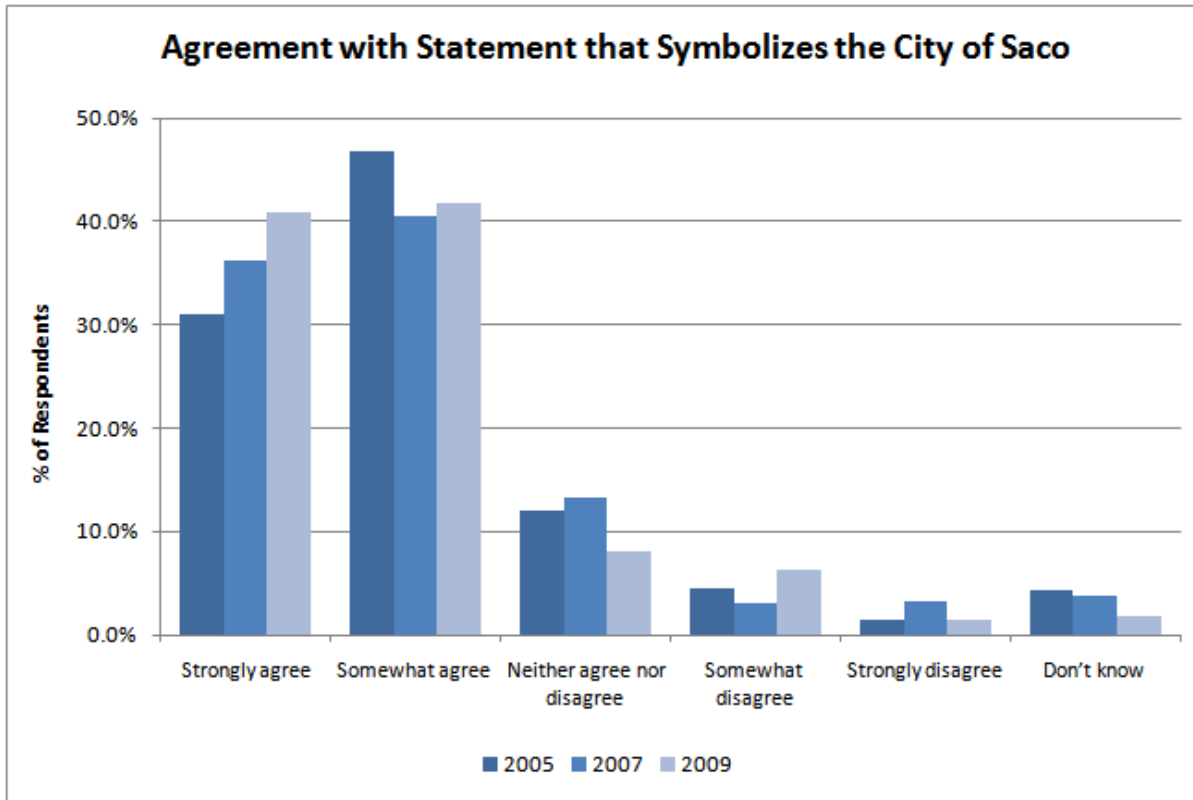
More than eight in ten (82.5%) of those surveyed indicated that they either “strongly agree” (40.8%) or “somewhat agree” (41.8%) that the statement created by a panel of Saco residents symbolizes the City of Saco. While 8.0% of respondents indicated that they “neither agree nor disagree” that this statement symbolizes the City, a total of 7.8% of those surveyed said that they disagree (either “strongly” – 1.5% or “somewhat” – 6.3%) that the statement is an accurate reflection of the City. Two percent (1.8%) of respondents were unsure of how to answer this question.

The mean response to this question (4.16) is reasonably similar to the mean response in 2007 (4.08) and 2005 (4.06).

No significant differences were found among demographic subgroups.

IV. FINDINGS – OTHER

Statement that Symbolizes the City of Saco (continued)



IV. FINDINGS – OTHER

Statement that Symbolizes the Role of the Saco City Government

The city government has developed the following statement to summarize its role with regard to the citizens of Saco: Building the trust and confidence of citizens in our integrity and competence. To what extent do you agree or disagree that this statement accurately describes the government of the City of Saco? [Options were rotated]

	2005	2007	2009
5 – Strongly agree	14.8%	21.5%	21.0%
4 – Somewhat agree	45.0%	40.0%	46.8%
3 – Neither agree nor disagree	18.3%	20.0%	17.0%
2 – Somewhat disagree	11.8%	8.8%	9.3%
1 – Strongly disagree	4.0%	3.3%	3.8%
Don't know	6.3%	6.5%	2.3%
Strongly / Somewhat agree combined	59.8%	61.5%	67.8%
Strongly / Somewhat disagree combined	15.8%	12.0%	13.0%
Mean Response (1 to 5)	3.58	3.72	3.74

** Note: This question was not asked in 2004.*

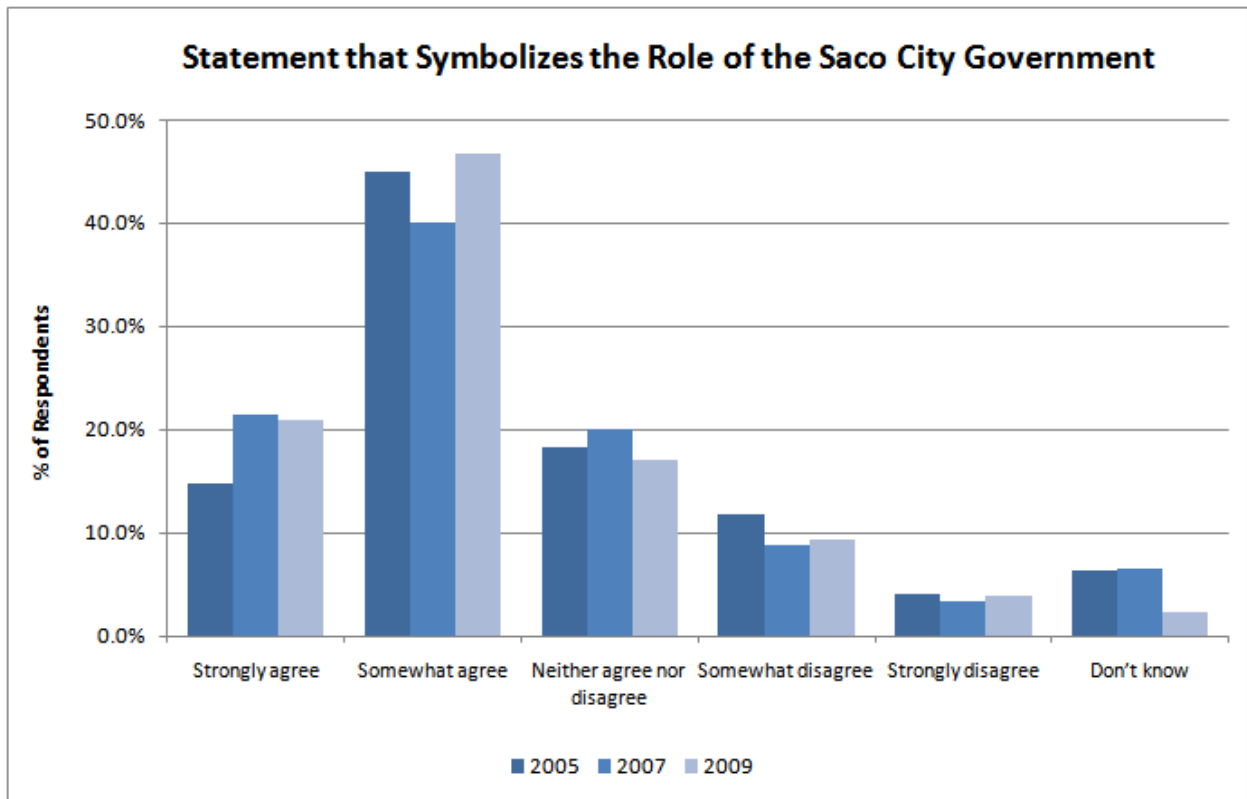
Approximately two-thirds (67.8%) of those surveyed indicated that they either “strongly agree” (21.0%) or “somewhat agree” (46.8%) that the statement created by the Saco City government summarizes its role with regard to the citizens of Saco. While 17.0% of respondents indicated that they “neither agree nor disagree” that this statement is an accurate reflection the City’s relationship with Saco residents, a total of 13.0% of those surveyed said that they disagree (either “strongly” – 3.8% or “somewhat” – 9.3%) that the statement is an accurate reflection of the City government. Two percent (2.3%) of respondents were unsure of how to answer this question.

The mean response to this question (3.74) is similar to the mean response in 2007 (3.72)

IV. FINDINGS – OTHER

Statement that Symbolizes the Role of the Saco City Government (continued)

Statement that Symbolizes the Role of the Saco City Government	
Higher	Lower
• Age: 55+ (3.90)	• Age: 35-54 (3.60)
• Voted in 2008 election (3.80)	• Did not vote in 2008 election (3.38)



V. DEMOGRAPHICS

Voting Habits

Did you vote in the last City elections? (2008 Elections)

	2004	2005	2007	2009
Yes	81.3%	77.0%	82.3%	83.3%
No	18.3%	22.8%	17.5%	16.0%
Don't know	0.3%	0.3%	0.3%	0.8%

Computer and Internet Use

Do you, or does anyone in your household, have a personal computer at home that has access to the Internet?

	2004	2005	2007	2009
Yes	75.3%	74.0%	71.5%	81.5%
No	24.5%	25.8%	28.5%	18.5%
Refused	0.3%	0.3%	0.0%	0.0%

Time in Community

Approximately how many years have you lived in Saco?

	2004	2005	2007	2009
2 years or fewer	3.8%	3.3%	8.0%	8.5%
3 - 9 years	20.0%	13.0%	23.8%	22.0%
10 - 15 years	18.0%	19.5%	16.0%	15.8%
16 - 25 years	19.5%	21.5%	15.5%	20.3%
26 - 40 years	21.0%	17.5%	17.8%	18.5%
41 - 55 years	10.3%	14.3%	11.5%	7.8%
56 - 70 years	5.0%	5.8%	4.8%	4.8%
More than 70 years	1.8%	3.8%	2.0%	1.8%
Refused	0.8%	1.5%	0.8%	0.8%

V. DEMOGRAPHICS

Home Ownership

Do you own or rent your current residence?

	2004	2005	2007	2009
Own	87.8%	90.8%	82.0%	84.8%
Rent	10.5%	6.8%	17.3%	14.3%
Other	1.1%	1.8%	0.3%	0.5%
Refused	0.8%	0.8%	0.5%	0.5%

Household Size

Counting yourself, how many people regularly live in your household?

	2004	2005	2007	2009
1	12.8%	14.3%	17.0%	15.5%
2	38.3%	40.0%	42.3%	34.8%
3	15.8%	20.3%	14.3%	19.8%
4	22.0%	16.8%	16.8%	20.3%
5	6.5%	5.5%	7.0%	7.0%
6	3.8%	2.3%	1.0%	1.8%
7	0.5%	0.0%	1.0%	0.5%
9	0.0%	0.0%	0.3%	0.0%
Don't know / Refused	0.6%	1.0%	0.5%	0.5%

V. DEMOGRAPHICS

Household Members

Again, counting yourself, how many are in the following age groups?

Respondents were asked to indicate the ages of the members of their household. Responses were grouped into 6 age categories, and respondents indicated how many household members fall within each age group.

Under 10 Years:

	2004	2005	2007	2009
0	77.5%	81.5%	81.8%	76.5%
1	10.8%	8.8%	9.5%	13.5%
2	9.5%	6.8%	5.8%	7.5%
3 or more	2.0%	1.5%	2.5%	1.8%
Refused	0.3%	1.5%	0.5%	0.8%

10-19 Years:

	2004	2005	2007	2009
0	71.5%	70.8%	76.0%	71.0%
1	15.3%	17.5%	14.3%	17.3%
2	10.0%	9.3%	7.3%	9.3%
3 or more	3.1%	1.0%	2.1%	1.5%
Refused	0.3%	1.5%	0.5%	1.0%

V. DEMOGRAPHICS

Household Members (continued)

20-34 Years:

	2004	2005	2007	2009
0	75.3%	81.8%	82.5%	75.5%
1	14.3%	11.0%	11.0%	16.8%
2	9.0%	5.5%	5.8%	6.0%
3 or more	1.3%	0.3%	0.3%	0.8%
Refused	0.3%	1.5%	0.5%	1.0%

35-54 Years:

	2004	2005	2007	2009
0	41.5%	41.5%	43.0%	38.3%
1	18.5%	14.8%	20.0%	23.8%
2	39.3%	41.3%	35.3%	36.8%
3 or more	0.5%	0.8%	1.3%	0.6%
Refused	0.3%	1.8%	0.5%	0.8%

55-74 Years:

	2004	2005	2007	2009
0	64.3%	68.0%	61.5%	62.5%
1	17.3%	12.5%	15.8%	20.0%
2	18.0%	17.3%	22.3%	16.5%
3 or more	0.3%	0.5%	0.0%	0.3%
Refused	0.3%	1.8%	0.5%	0.8%

V. DEMOGRAPHICS

Household Members (continued)

75 and Older:

	2004	2005	2007	2009
0	89.0%	82.3%	87.5%	87.8%
1	7.3%	8.5%	7.5%	8.0%
2	3.5%	7.3%	4.3%	3.5%
3 or more	0.0%	0.3%	0.3%	0.0%
Refused	0.0%	1.8%	0.5%	0.8%

Age

Into which of the following categories does your age fall?

	2004	2005	2007	2009
18-24	3.8%	1.8%	3.3%	3.0%
25-34	11.5%	7.3%	6.8%	8.0%
35-44	27.5%	29.0%	24.3%	24.5%
45-54	21.8%	21.8%	23.8%	27.0%
55-64	14.0%	15.0%	16.5%	17.3%
65 or older	21.3%	24.0%	24.5%	19.8%
Refused	0.3%	1.3%	1.0%	0.5%

V. DEMOGRAPHICS

Highest Grade of School Completed

What is the highest level of education you have completed?

	2004	2005	2007	2009
Less than high school graduate	4.8%	2.8%	5.0%	3.0%
High school graduate / GED	28.3%	31.0%	34.0%	27.3%
Vocational / Trade school graduate	3.8%	2.3%	4.5%	1.5%
Some college / Two-year college graduate	21.5%	23.3%	22.8%	26.3%
Four-year college graduate	29.8%	24.3%	19.3%	26.0%
Post-graduate work	11.5%	12.3%	13.5%	14.3%
Refused	0.5%	4.3%	1.0%	1.8%

Total Household Income

For tabulation purposes only, please tell me which of the following broad income categories includes your total household income in 2003 / 2004 before taxes. Just stop me when I read the correct category.

	2004	2005	2007	2009
Less than \$25,000	11.0%	9.5%	16.8%	11.3%
\$25,000 to \$49,999	19.0%	16.8%	18.5%	18.8%
\$50,000 to \$74,999	25.0%	22.8%	22.8%	17.8%
\$75,000 to \$99,999	20.5%	14.3%	13.3%	16.0%
\$100,000 or more	11.8%	9.3%	11.3%	18.8%
Refused	12.8%	27.5%	17.5%	17.5%

Gender of Respondents

	2004	2005	2007	2009
Male	49.3%	44.5%	45.5%	45.0%
Female	50.8%	55.5%	54.5%	55.0%