



# Town of Falmouth Comprehensive Plan **2011 Survey Conclusions**

*What does the survey data mean for  
the Comprehensive Plan?*

September 26, 2011

# Survey Process

- Survey instrument developed by LPAC+ with Council and consultant input
- Survey conducted by Market Decisions
- Conducted May 18-June 30, 2011 (6 weeks)
- Invitation letter sent to all households + businesses
- On-line + paper survey made available
- Paper copies available at 4 key locations
- LPAC+ outreach at various community events

# Survey Response

- 1,077 respondents
  - 883 complete responses (805 on-line, 78 paper)
  - 194 partial responses (189 on-line, 5 paper)
- Most public policy research aims for a minimum of 400 completed surveys, which results in a margin of error of +/- 5%
- Sampling error Falmouth: no greater than +/- 3.3%
- Assuming all respondents are unique, the survey gathered information from more than 10% of the Falmouth adult population
- “... sufficient to consider the survey a valid measure of the views of Falmouth residents”

# Data Weighting

- Raw data was examined as to gender, age, income and education
  - Gender was represented fairly accurately
  - Young residents, those on the lower end of the income scale, and those with less education were under-represented
- Results have been weighted to reflect the actual distribution of Falmouth residents with respect to age only.
  - Weights were calculated by dividing the percentage of the Falmouth population in a given age group by the percentage of the sample belonging to the same group.

# Complete Survey Data

- 700+ pages of survey data available
- For ease of access, the survey results have been broken up
- All data is posted on Town website

Survey data summary (7 pages)

Key Data Findings (12 pages)

Detailed Data Findings:

- A. Would You Recommend Falmouth? (6 pages)
- B. Driving, Bicycling, and Walking (46 pages)
- C. Town Services (27 pages)
- D. Town Center (10 pages)
- E. Public Water and Sewer (10 pages)
- F. Residential Development (33 pages)
- G. Commercial Development (20 pages)
- H. Alternative Energy (15 pages)
- I. Open Space Preservation (23 pages)
- J. Conclusion (6 pages)
- K. Demographics (19 pages)

Appendices (incl. Methodology, Survey Instrument)  
(43 pages)

Verbatim Comments:

- A. Would You Recommend Falmouth? (104 pages)
- B. Driving, Bicycling, and Walking (125 pages)
- C. Town Services (44 pages)
- D. Town Center (20 pages)
- E. Public Water and Sewer (11 pages)
- F. Residential Development (62 pages)
- G. Commercial Development (66 pages)
- H. Alternative Energy (13 pages)
- I. Open Space Preservation (25 pages)
- J. Conclusion (no verbatim comments)
- K. Demographics (16 pages)
- L. Final Survey Question (28 pages)

# A. Would You Recommend Falmouth?

Respondents suggest that:

- there is a high degree of satisfaction by them with the Town.
- the Town:
  - continue to prudently manage taxes and spending for infrastructure and schools, and
  - manage economic growth so as to preserve the small town feel that residents enjoy.

# B. Driving, Bicycling, and Walking

Respondents suggest that the Town:

- plan for road construction and maintenance for the next ten years in accordance with the 2010 consultant study,
- develop a plan to provide more sidewalks and shoulders for biking and walking. The Plan should include a requirement that bike lanes be created as each road receives repairs, and
- facilitate coordination of the current system of trails with the PACTS Bicycle and Pedestrian Plan.

## C. Town Services

Respondents suggest that they are quite satisfied with Town services, though there is room for specific improvements.

Respondents suggest that the Town:

- pay attention to the economy and transportation chapters of the plan,
- not expand any local services, and
- carefully approach any further regional coordination and consolidation of services.



## D. Town Center

Respondents suggest that the Town:

- consider a “Town Center” definition as more than a building or a location with the primary goal to create a stronger sense of community and neighborhood,
- consider conservative budgets and leverage current priorities,
- consider all neighborhoods as good locations for parks or other recreational facilities,

## D. Town Center (continued)

- explore the area around Route 1 and particularly the zone including the current library, Family Ice, baseball fields and surroundings that offer “town center” attractiveness to (a) enable walking, sitting, and recreational facilities, (b) access to businesses, and (c) potential further infrastructure at low cost,
- leverage opportunities geared to families and adults under 50 years old.

# E. Public Water and Sewer

Respondents suggest that the Town:

- pro-actively plan for sewer, water, and other utility extensions,
- establish a policy that identifies when Town funds will be used for infrastructure costs, and
- establish a policy that identifies when a developer can recoup utility infrastructure costs.

# F. Residential Development

Respondents suggest that the Town:

- conduct more research to formulate residential housing policy recommendations pertaining to various housing types, including compact housing,
- develop smaller zoning districts that more closely relate to the character of existing neighborhoods with consistency in type, density and size,

## F. Residential Development (cont-d)

- adopt policies that permit appropriate small-scale commercial development such as corner stores in residential zoning districts, and
- evaluate whether to engage in a master planning process in order to develop policies and zoning that support desired variations in housing and uses.

# G. Commercial Development

Respondents suggest that:

- they do not strongly recommend Falmouth as a place to do business.
- the Town increase the presence of businesses to:
  - increase town revenues,
  - provide more opportunities for local shopping, entertainment, and dining, and
  - increase employment opportunities.

# G. Commercial Development (cont-d)

- the Town focus on future businesses being located:

- along Route 1 from Route 88 to the Turnpike spur,
- along Route 1 from the Turnpike spur to Cumberland Town line, and
- along Route 100 from Portland City line to Mountain Road.

# H. Alternative Energy

Respondents suggest that the Town:

- prepare for increased installation of alternative energy sources of all kinds in homes and businesses, and
- create policies for green building practices.



# I. Open Space Preservation

Respondents suggest that the Town:

- acquire more open space with funds that have previously been identified for this purpose,
- continue to preserve the open space it has already acquired,
- leverage alternative funds to buy more open space, and
- continue to set aside open space in new residential developments.

# J. Conclusion

Respondents suggest that the most important topics for the future of Falmouth over the next 10 years are:

Level 1 (devote primary resources to these topics):

- quality of education,
- public safety, and
- roads and driving conditions.

# J. Conclusion (continued)

Level 2 (devote resources to these topics as they become available):

- walkability,
- alternative sources of energy,
- Town services,
- open space preservation,
- public water,
- commercial development, and
- the project of a “Town Center,” as commonly known.

Level 3 (allocate least resources to this topic)

- concept of Residential Development

# Comprehensive Plan Next Steps

- Council survey discussion/authorize next step
- Incorporate Council survey feedback
- Conduct survey result outreach to engage Town residents and stakeholders
- Complete 15 +/- Comp Plan Data/Policy/Action Chapters
- Review Draft Chapters with Town Council
- Incorporate Council feedback
- Hold Community Outreach Events – Spring 2012
- Present Final Plan to Council – Fall 2012

# Would you recommend Falmouth?

