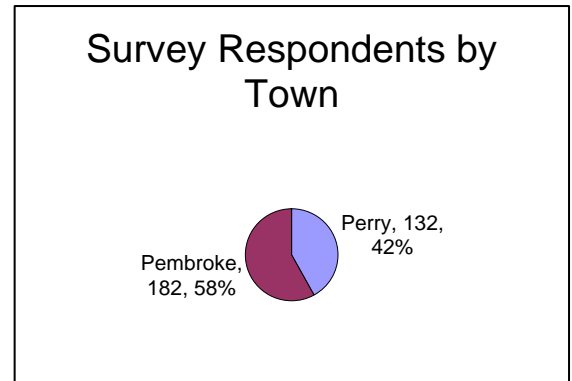


L. PEMBROKE SURVEY RESULTS

A combined survey that was mailed to all residents and non-residents of Perry and Pembroke in July-August of 2007 is reproduced in Appendix A. There were 714 surveys mailed to all resident households and non-resident property owners. Surveys were mailed back to the WCCOG office, or dropped off at Johnsons Store in Pembroke or at the Perry Farmers Union in Perry. A total of 182 surveys were returned, a 25% response rate. The survey included an incentive for the chance to win \$100 gift certificate at a local vendor of the winner's choice for all completely filled out survey forms.

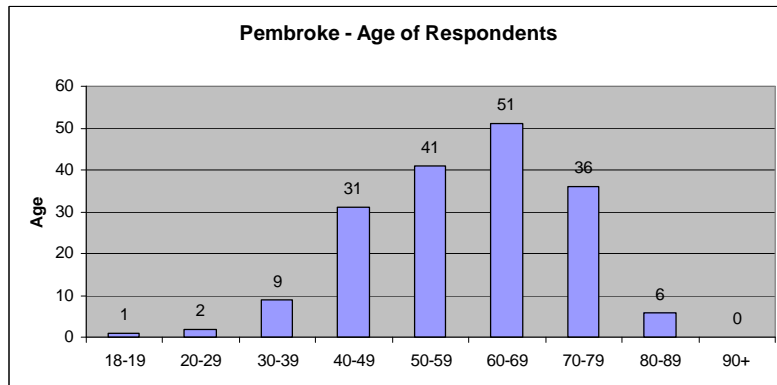
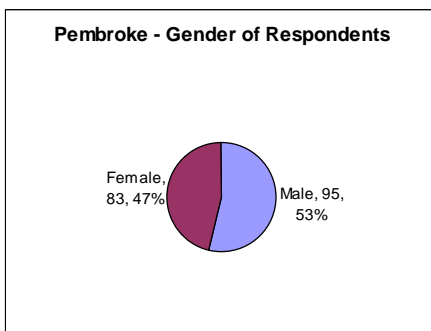


There were many responses to the four open ended questions at the end of the survey as well as other written comments throughout the survey. All of the written responses are reproduced in Appendix A. Summaries of some of the written comments are noted with the charted data here and throughout the document as the issues they address are raised. The raw data is available at the town office and graphical summaries of the responses are provided here.

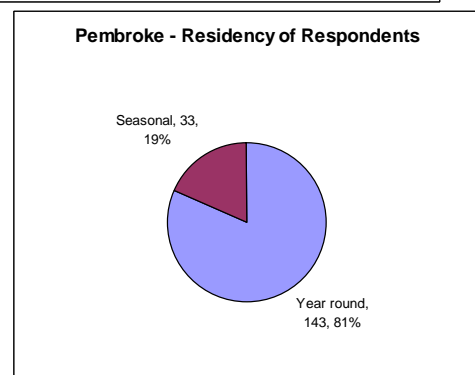
SURVEY RESULTS

A. General

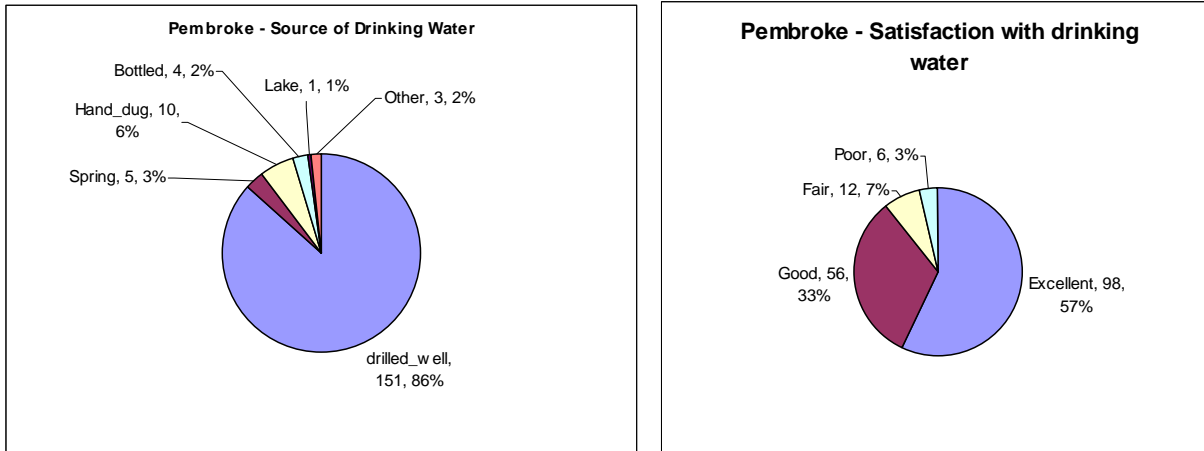
The cross section of survey respondents reflects a greater proportion of men than exist in the general population and is somewhat more heavily weighted to the opinions of those over 30 years of age.



Survey respondents have lived in Pembroke all or most of their lives with an average length of residency of 24.4 years for year round residents and 18.7 years for seasonal residents.



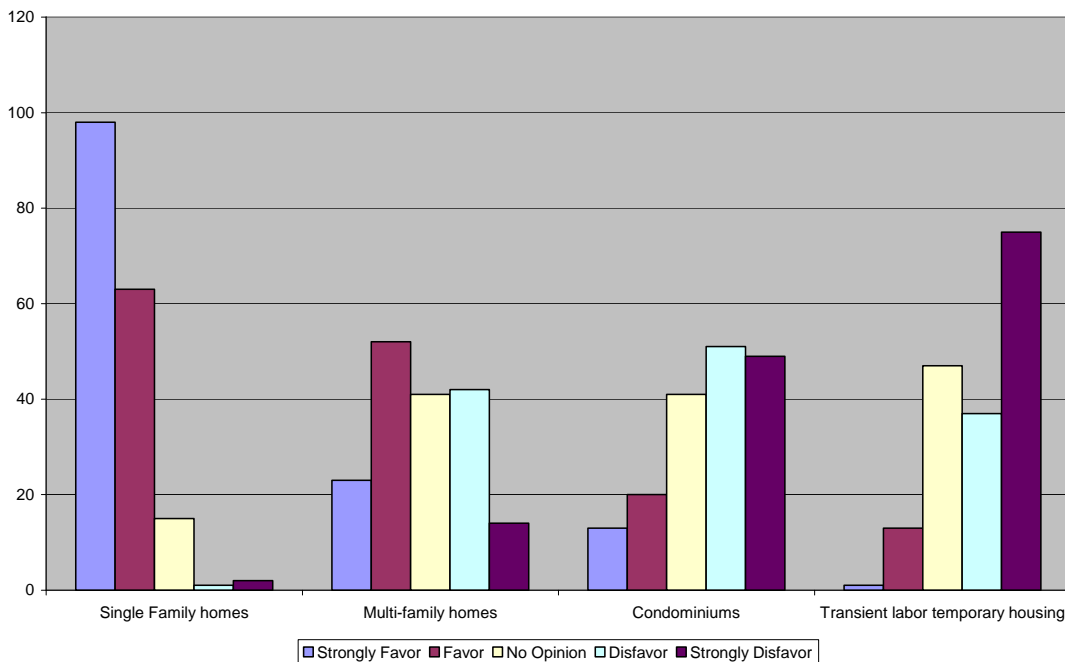
The majority of respondents described their water source as a drilled well. Satisfaction with water is generally very good.



B. Housing, Development and Preservation

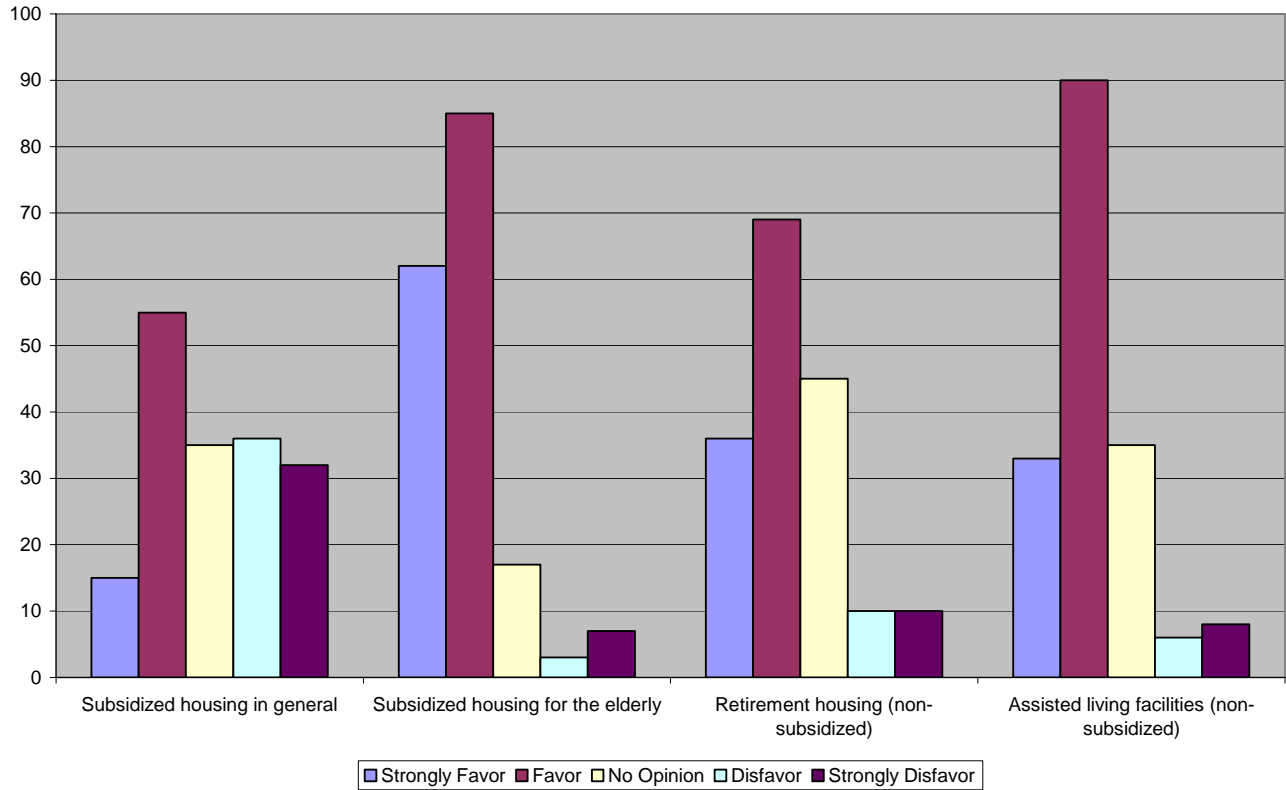
As in many Maine communities, Pembroke respondents strongly support single-family housing with less support for multi-family units or condominiums. Respondents also disfavor transient labor temporary housing.

Pembroke opinions on housing

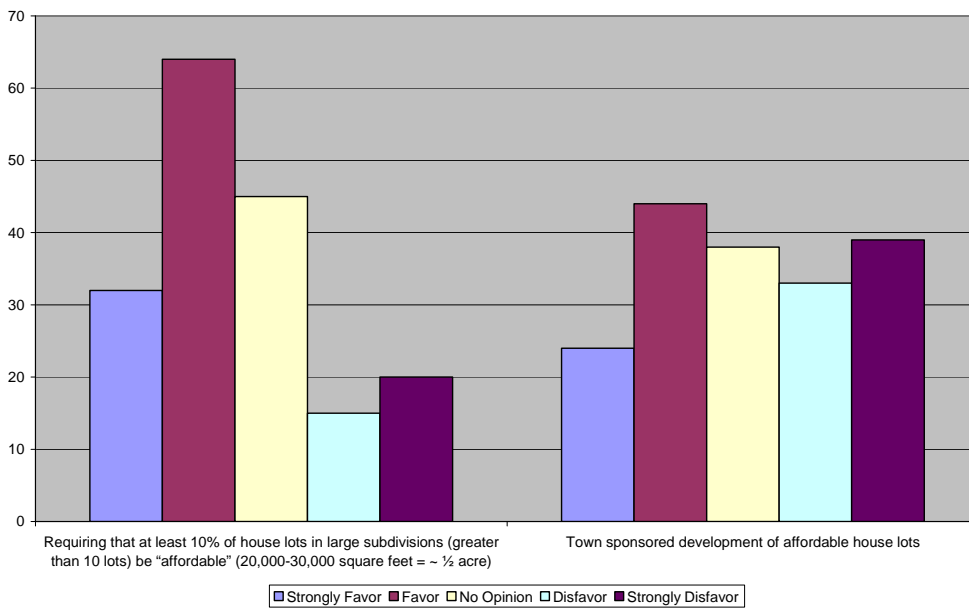


There is relatively strong support for retirement housing, assisted living facilities and subsidized housing for the elderly but less support for subsidized housing in general.

Pembroke opinions on subsidized housing



Pembroke opinions on affordable housing



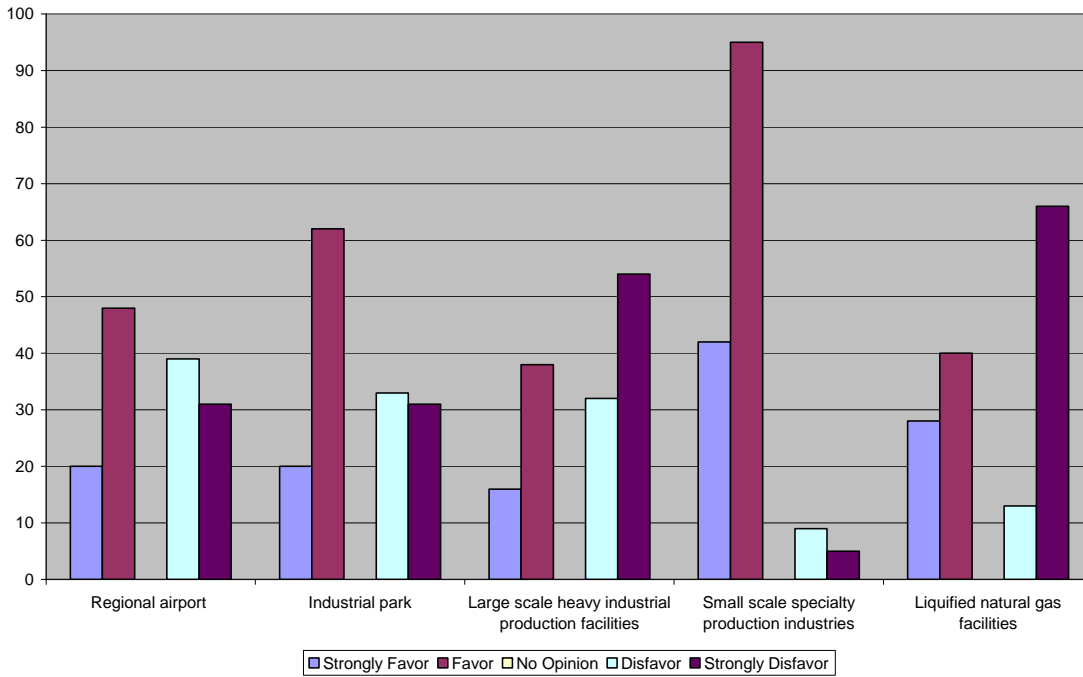
Opinions were generally favorable towards requirements that "affordable (small)" lots be required in large subdivisions but were mixed on town sponsored development of affordable house lots.

Development

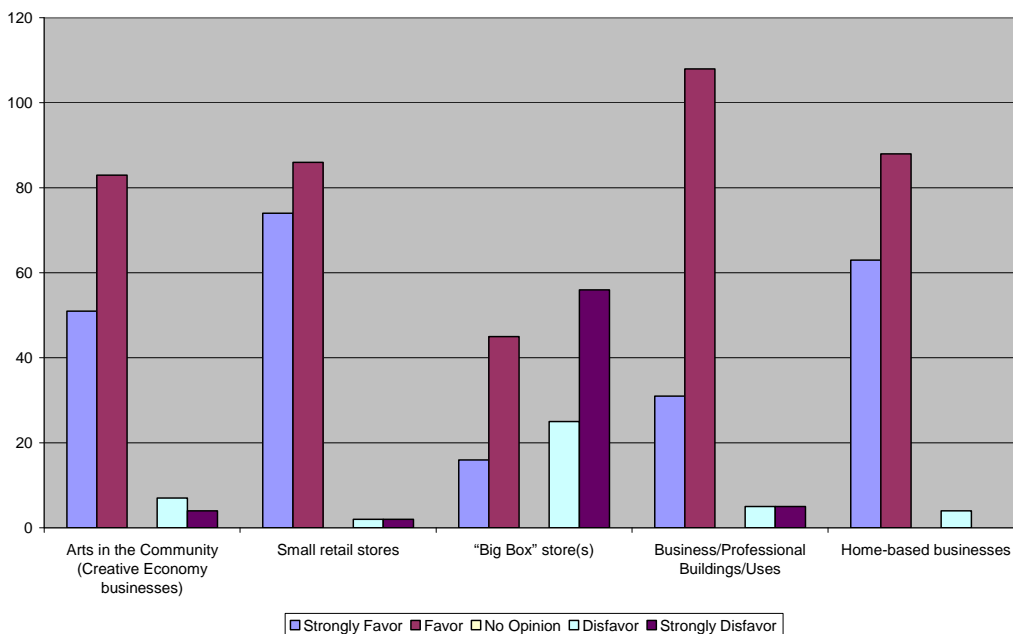
A wide variety of questions sought input on development types and opportunities. There were no questions on development types where respondents had no opinion. Support of a regional airport was

mixed presumably because no specific site is currently proposed. Support was clearer for small scale specialty production than for large scale industrial facilities or an industrial park. Opinions on liquefied natural gas facilities were polarized.

Pembroke opinions on development

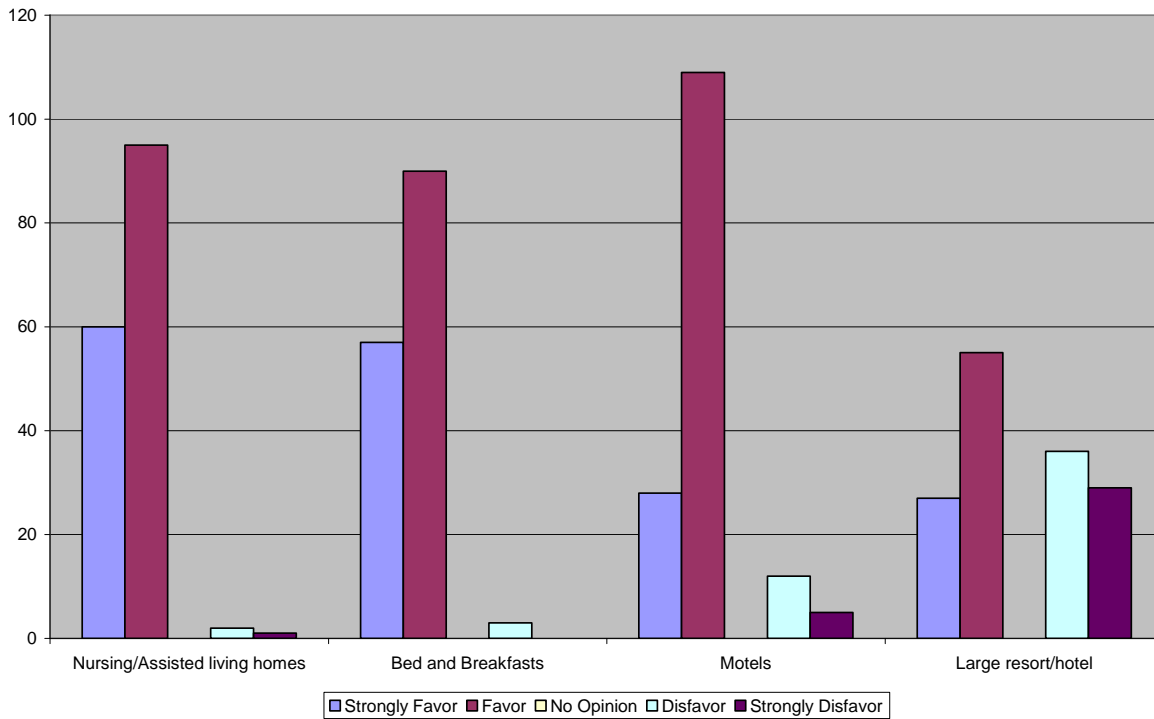


Pembroke opinions on development



Home based businesses were especially supported as were providing an opportunity for some retail and professional business uses. Likewise small retail and creative economy businesses favored. "Big box" stores were not favored by most respondents.

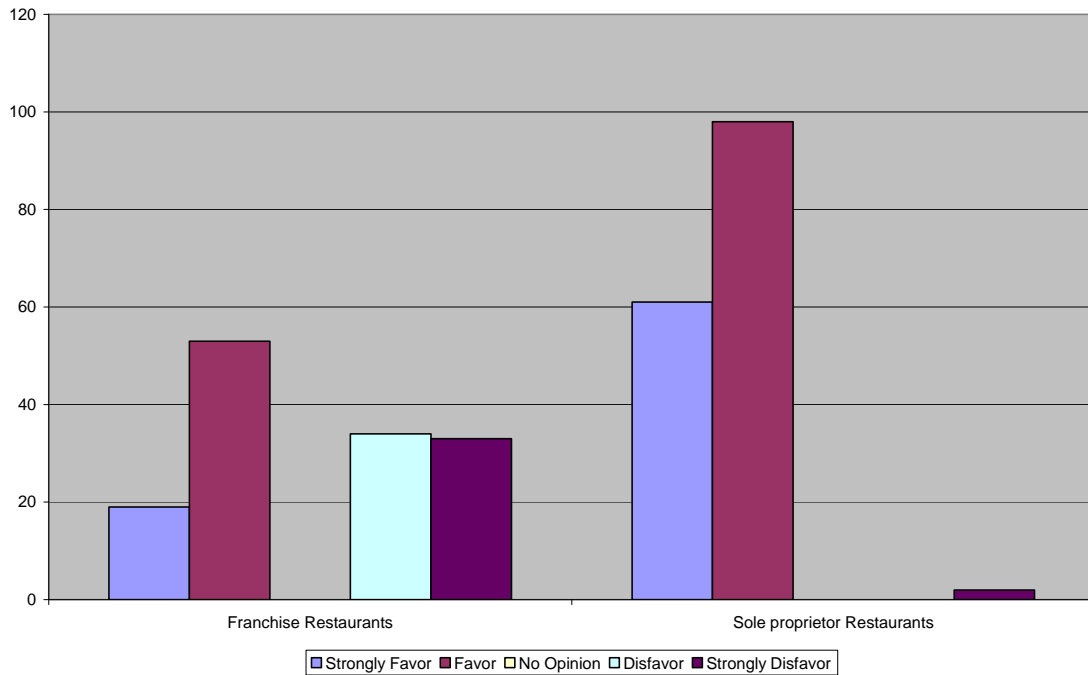
Pembroke opinions on multi-unit development



Pembroke respondents favor multi-unit housing for assisted living and visitors but have mixed opinions on a large scale operation like a resort or hotel.

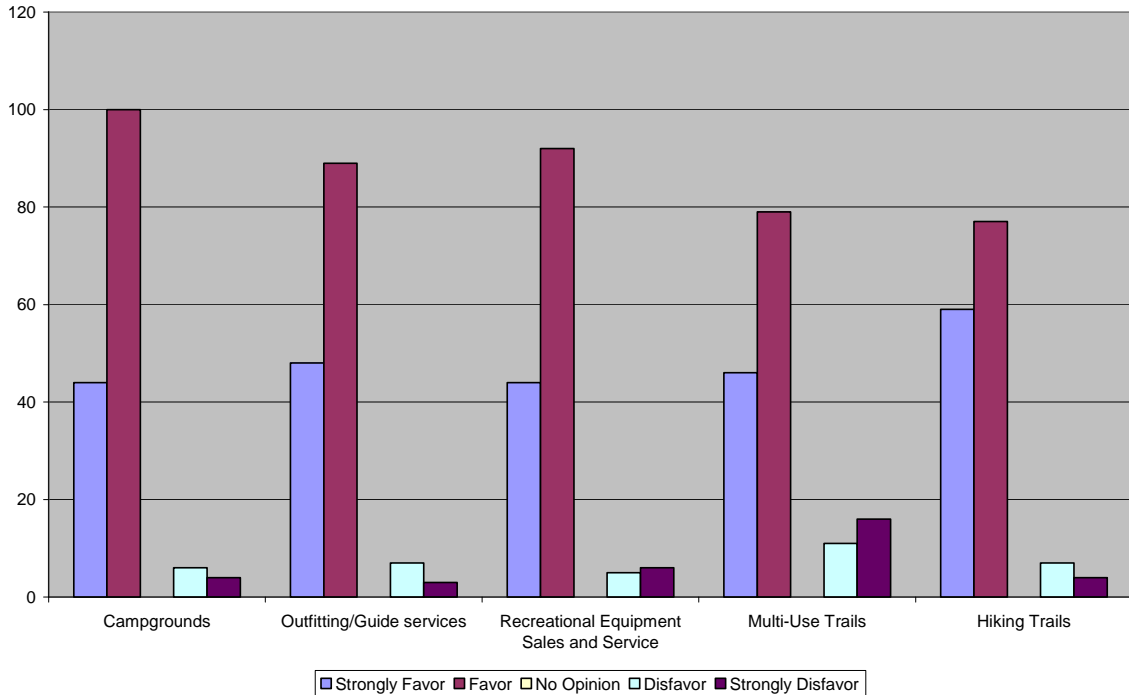
Respondents favor sole proprietor restaurants over franchise operations.

Pembroke opinions on restaurants



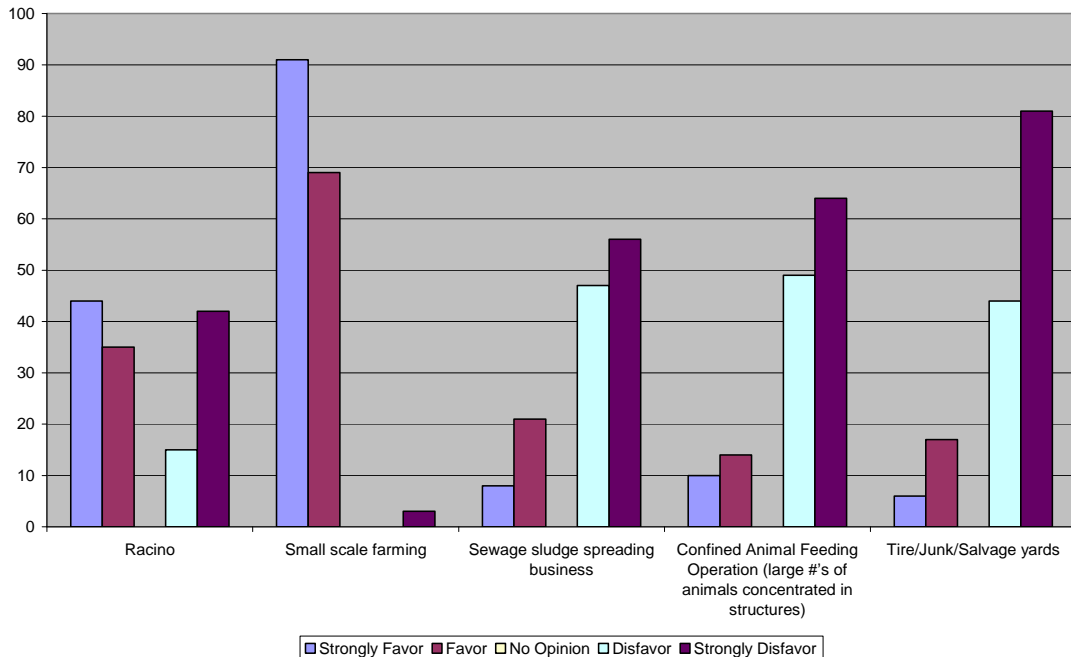
Opinions on outdoor recreation business development were consistently favorable.

Pembroke opinions on outdoor recreation development



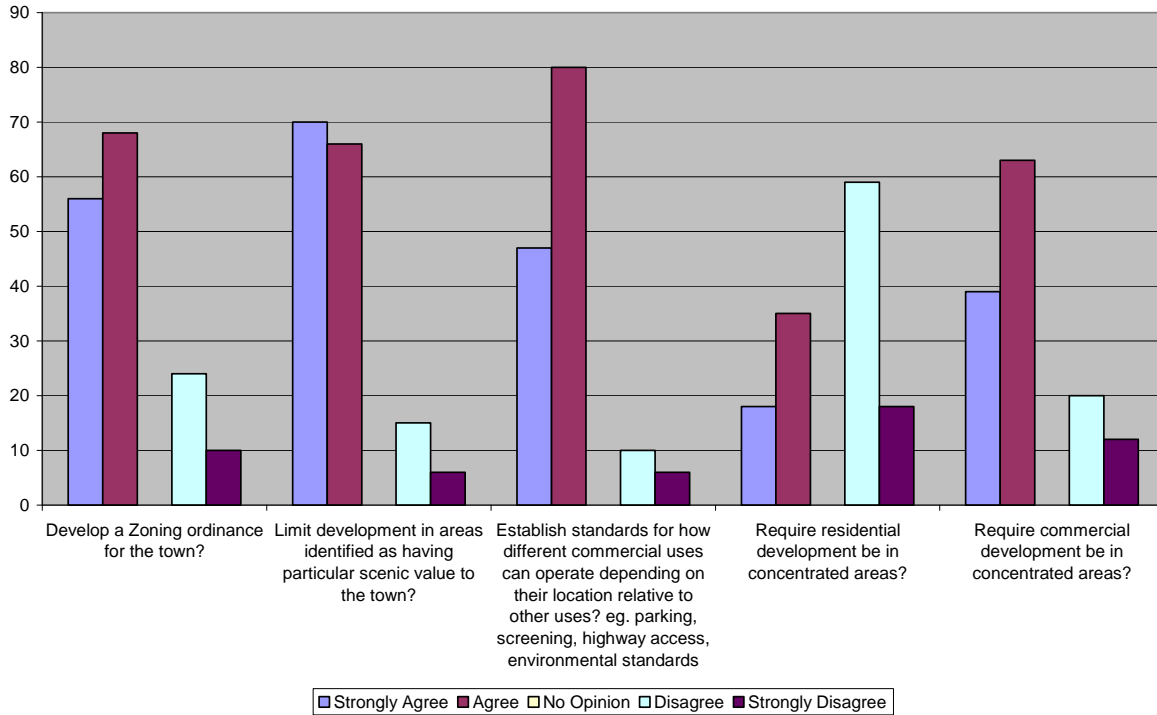
Opinions on a racino were mixed, small farming was strongly supported while more intensive and often unsightly operations were strongly disfavored.

Pembroke opinions on development



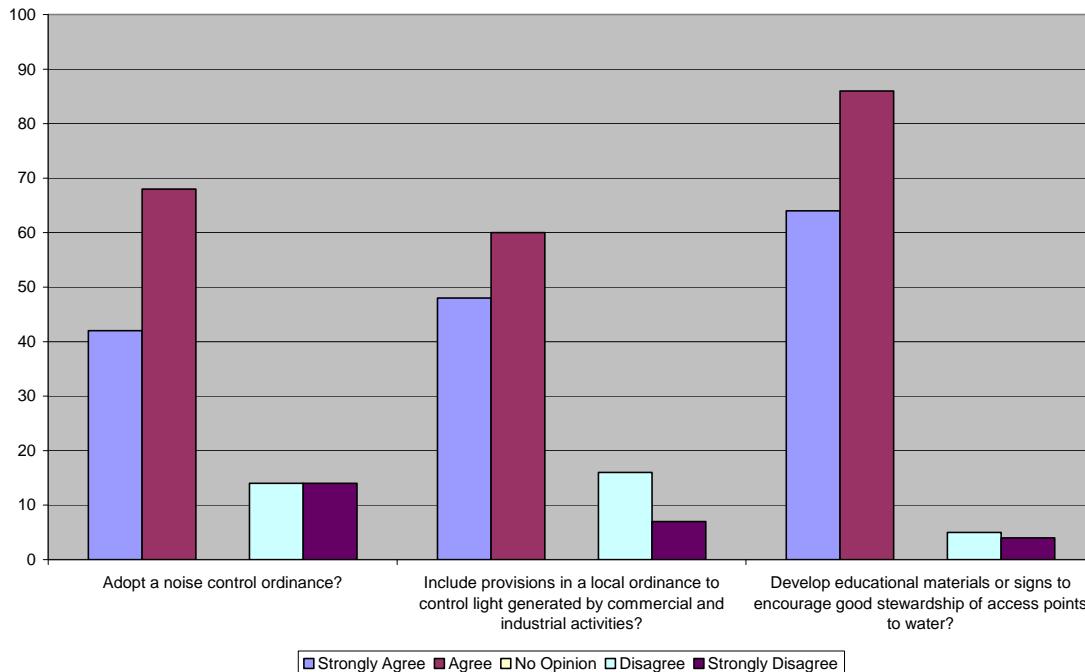
Regulation

Pembroke opinions on regulations



Opinions on a variety of development controls in Pembroke were consistently favorable except a requirement that residential development directed to concentrated areas.

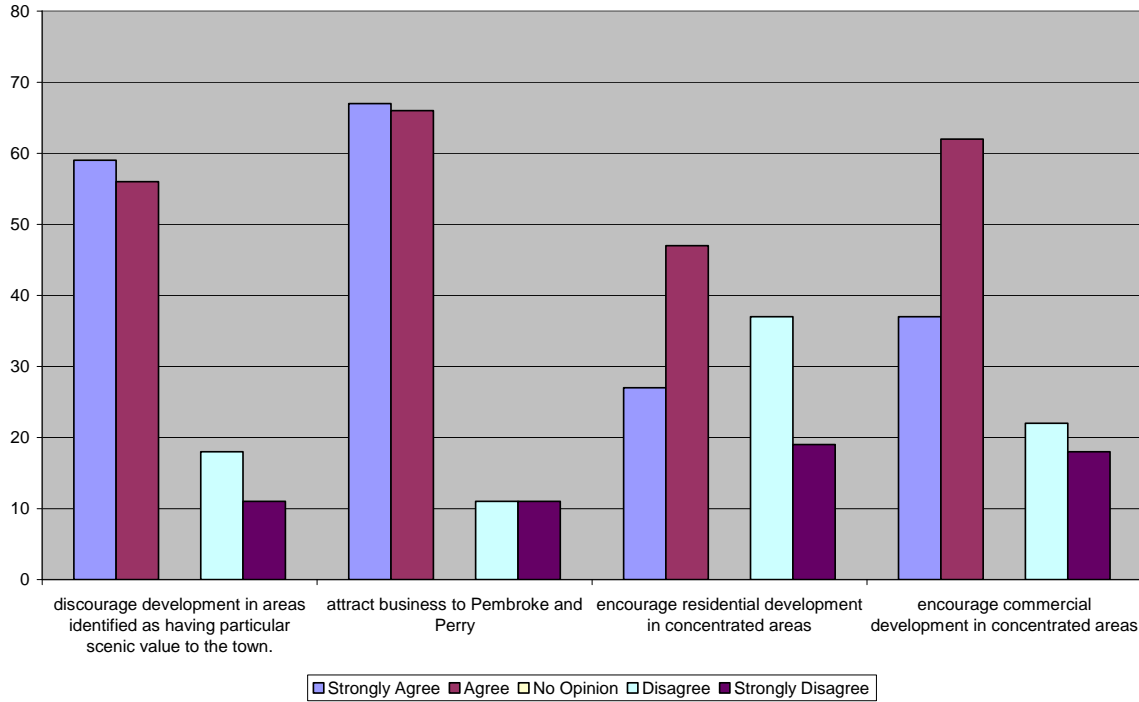
Pembroke opinions on regulations



Incentives

Pembroke respondents were more favorable toward the use of incentives rather than regulations to direct development in concentrated areas. Opinions were still mixed though less strongly unfavorable on the use of incentives (rather than regulation) to concentrate residential development.

Pembroke opinions on offering tax and other incentives to..

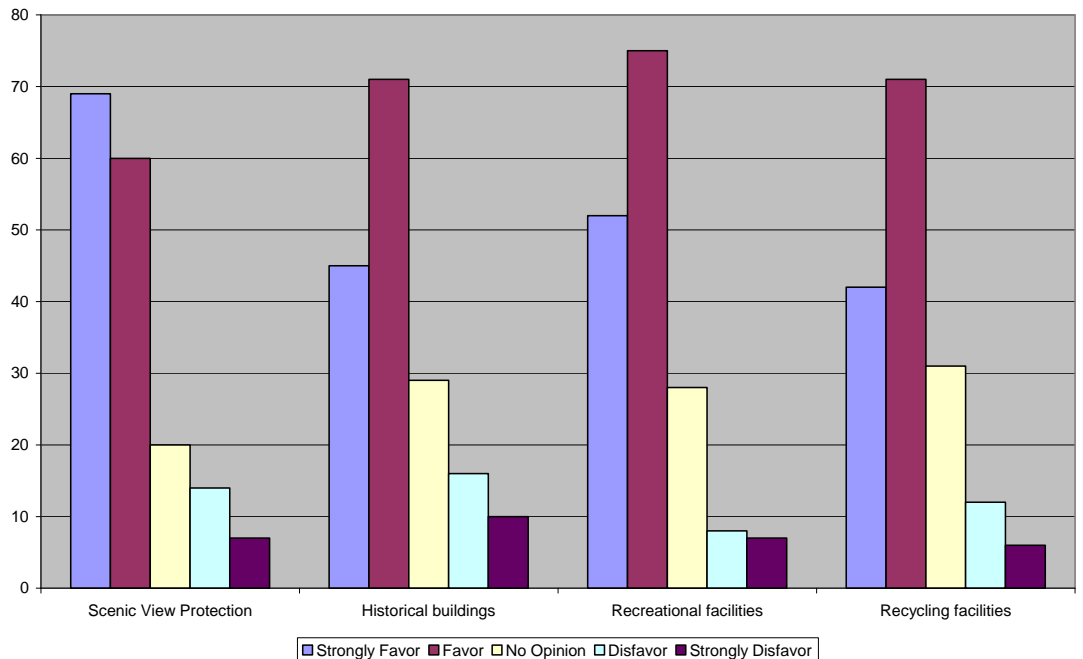


Public Investments

The next set of survey questions sought to understand how much taxpayers are prepared to spend or invest in their preservation priorities and in community services.

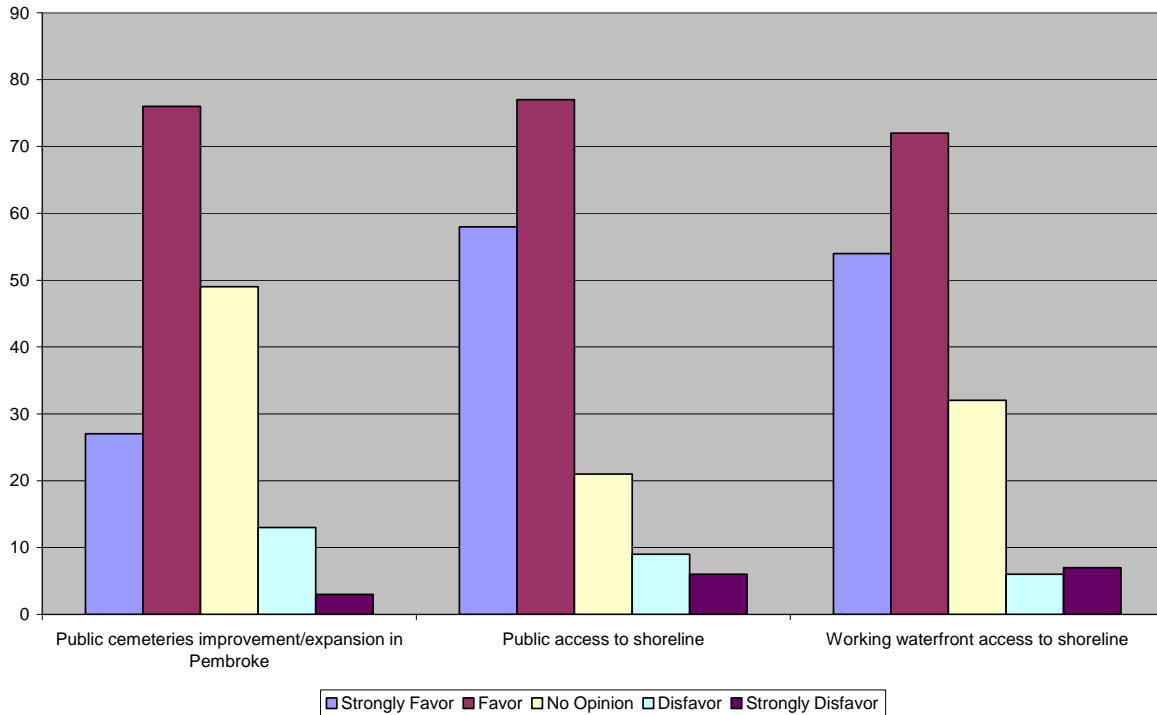
Respondents were asked how much they favored/disfavored investment in each item and then to mark an X beside their highest priorities.

Pembroke opinions on town investments



Unfortunately very few respondents “played along” with using an “X” to make choices on their priorities so there is insufficient data to draw any conclusions on respondent priorities.

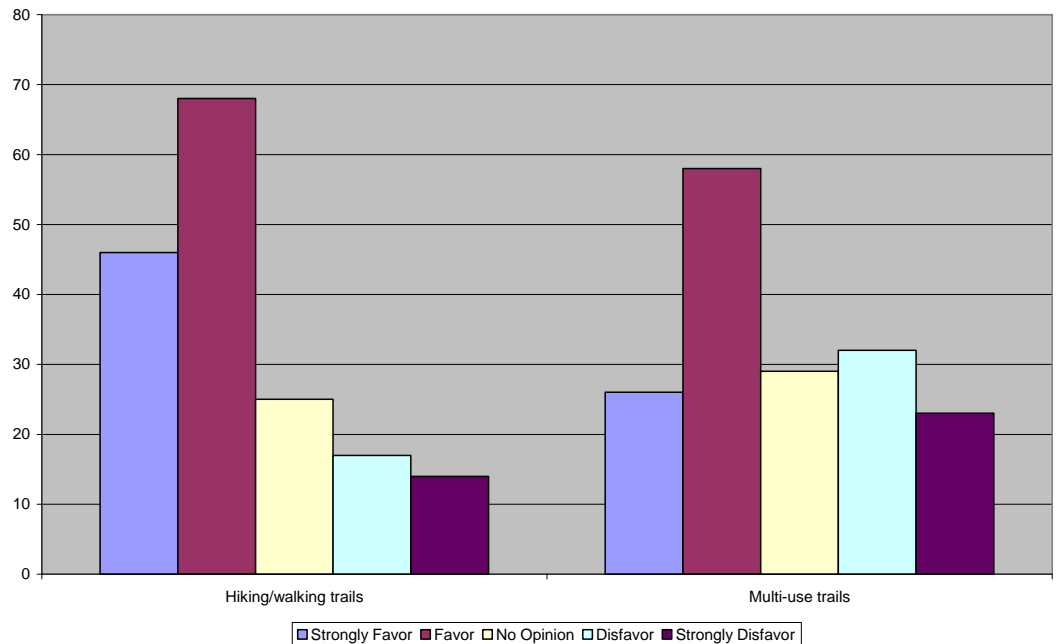
Pembroke opinions on investments



One way to gauge relative priority is to look at the types of investments that had many favorable responses as well as very little “no opinion” responses.

This suggests that recreational facilities, recycling facilities, scenic view protection, historical buildings and public access to water rank among the highest priorities for public investment.

Pembroke opinions on investments in trails

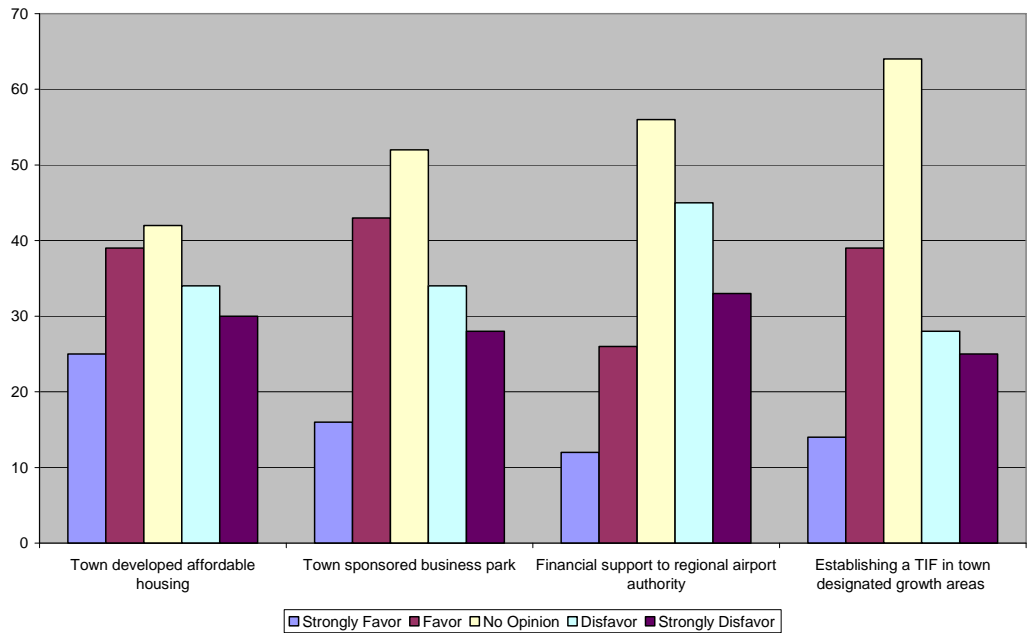


Opinions about town investments to support the private sector were more mixed. Many did not appear to understand what a TIF district involves.

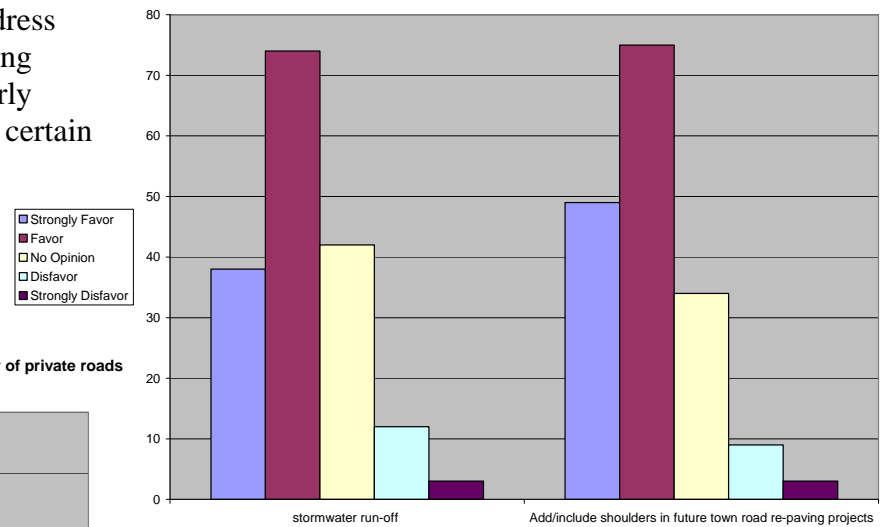
The survey also asked about the types of investments the town should make on its roads and under what conditions the town should consider take-over of private roads.

Town investments to add shoulders and address stormwater runoff were supported. Improving public safety on private roads was less clearly supported and encouraging development in certain areas produced a very mixed response.

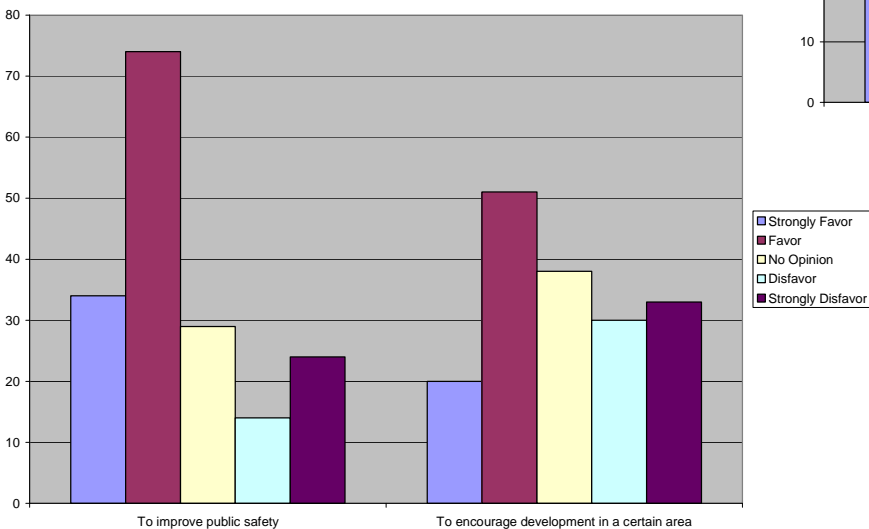
Pembroke opinions on investments in town sponsored development



Pembroke opinions on road investments

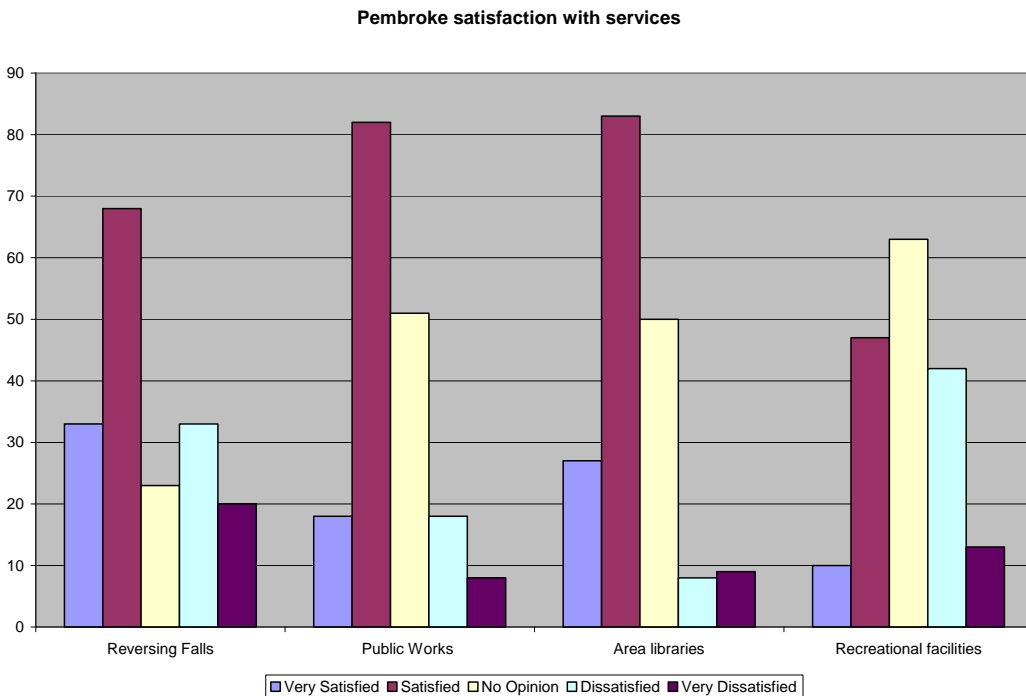
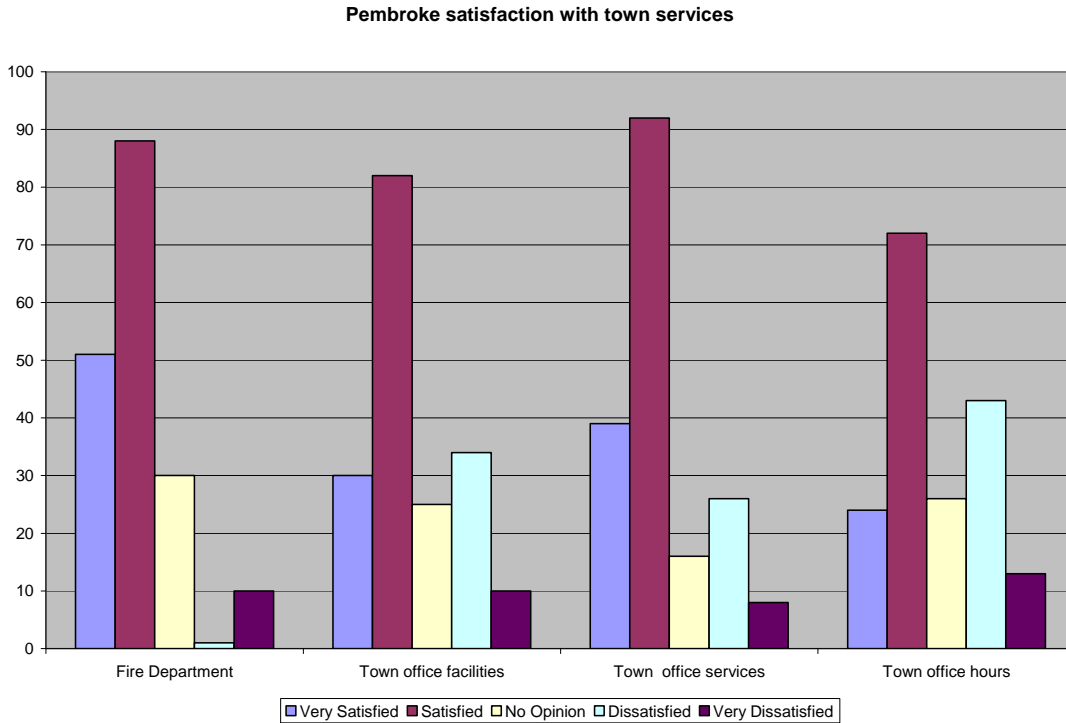


Pembroke opinions on conditions when the town should consider takeover of private roads



C. Facilities and Services

Respondents were generally satisfied with town services with the greatest dissatisfaction expressed about town office hours.

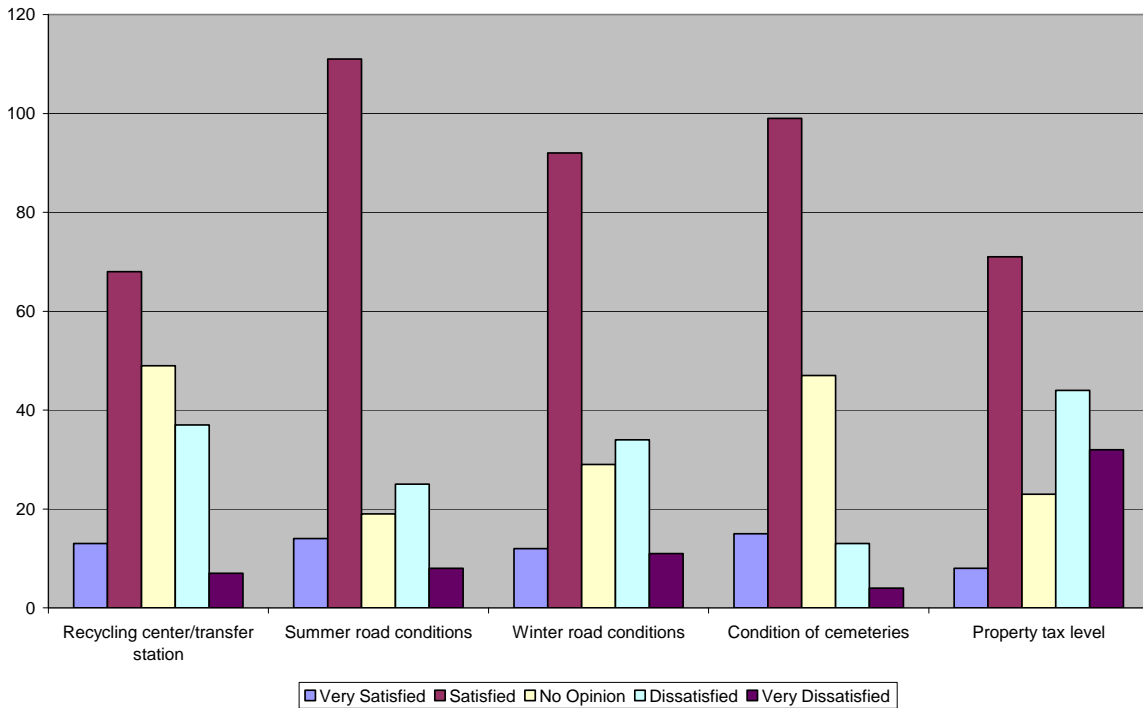


Respondents are also generally satisfied with community services or had no opinion. Many expressed some dissatisfaction with recreational facilities and with Reversing Falls. This is consistent with the priorities many placed on the need for town investment in recreational facilities and with some written comments about the need to better maintain facilities at Reversing Falls.

Most respondents are satisfied with other local services with some not satisfied with the recycling center and even more

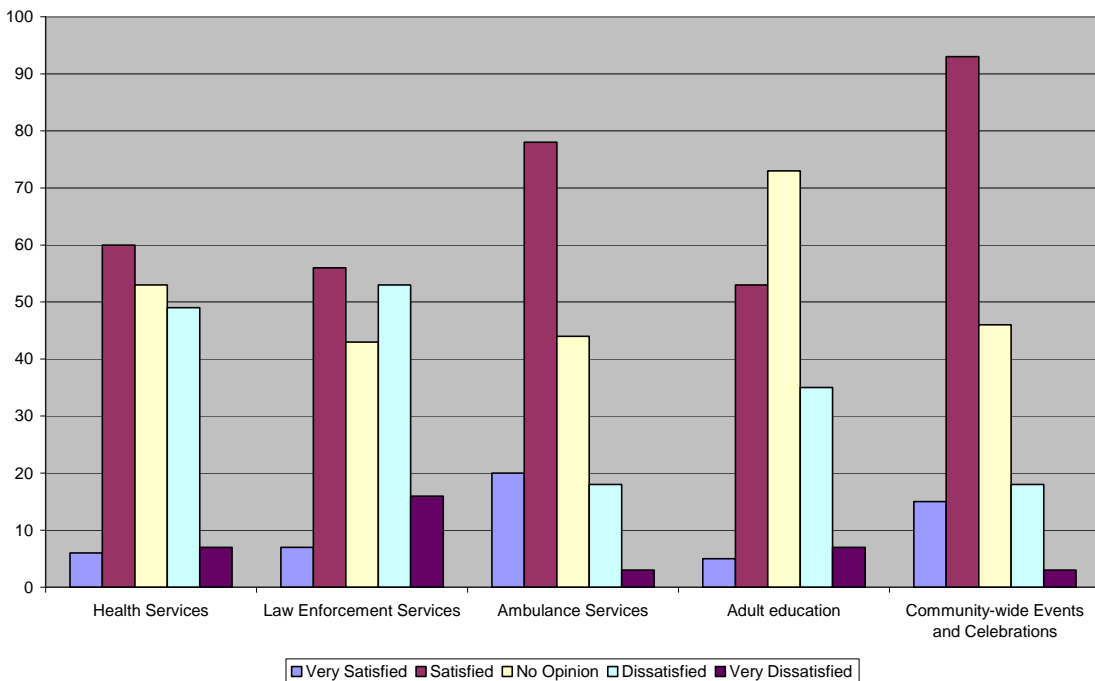
dissatisfied with the property tax level.

Pembroke opinions on services



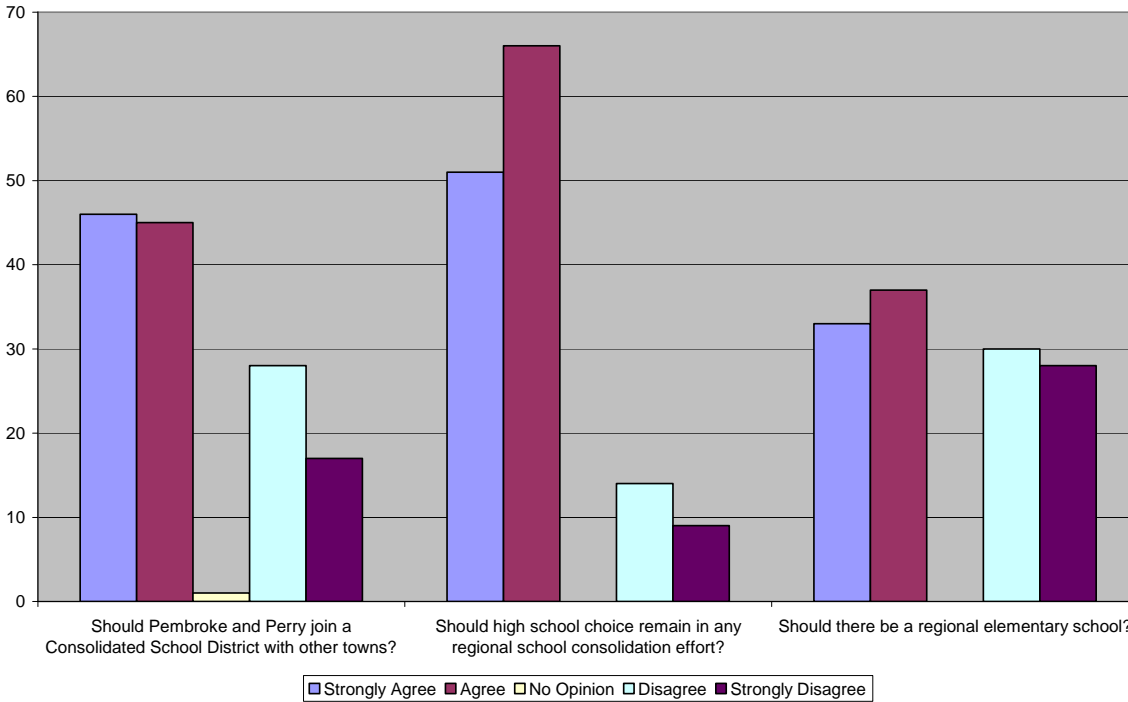
Respondents are generally satisfied with regional services or had no opinion. However there are many who are not satisfied with law enforcement and health services.

Pembroke satisfaction with regional services



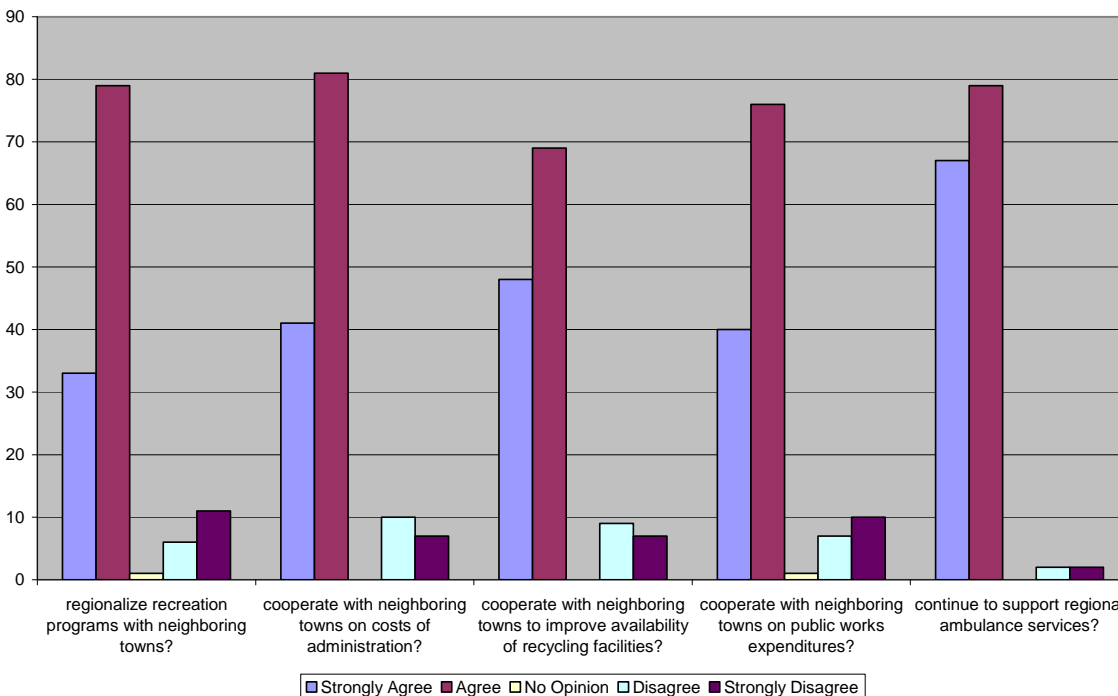
Regionalization of Services

Pembroke opinions on regional school issues



Opinions on school regionalization were generally positive and both towns are now engaged in the state-mandated consolidation of administrative units. Opinions on a regional elementary school are polarized.

Pembroke opinions on cooperation with neighbors



Respondents generally favor regionalization (or continuance of existing regional coordination) on other issues.

SUMMARY

The survey asked some basic demographic questions to establish how closely respondents reflected the population as a whole. We found that respondents are composed of a greater proportion of men than exist in the general population and are somewhat more heavily weighted to the opinions of those over 50 years of age. Survey respondents have lived in Pembroke all or most of their lives with an average length of residency of 24.4 years for year round residents and 18.7 years for seasonal residents.

As in many Maine communities, Pembroke respondents strongly support single-family housing with less support for multi-family units or condominiums. Respondents also disfavor transient labor temporary housing. There is relatively strong support for retirement housing, assisted living facilities and subsidized housing for the elderly but less support for subsidized housing in general. Opinions were generally favorable towards requirements that “affordable” (small) lots be required in large subdivisions but were mixed on town sponsored development of affordable house lots.

A wide variety of questions sought input on development types and opportunities. There were no questions on development types where respondents had no opinion. Support of a regional airport was mixed presumably because no specific site is currently proposed. Support was clearer for small scale specialty production than for large scale industrial facilities or an industrial park. Opinions on liquefied natural gas facilities were polarized. Home based businesses were especially supported as were providing an opportunity for some retail and professional business uses. Likewise small retail and creative economy businesses favored. “Big box” stores were not favored by most respondents.

Pembroke respondents favor multi-unit housing for assisted living and visitors (tourists) but have mixed opinions on a large scale operation like a resort or hotel. Even though zoning controls can only regulate use (and not ownership) of development proposals, respondents favor sole proprietor restaurants over franchise operations.

Opinions on outdoor recreation business development were consistently favorable. Opinions on a racino were mixed, small farming was strongly supported while more intensive and often unsightly operations were strongly disfavored.

Opinions on a variety of development controls (develop a zoning ordinance, limiting development in areas having particular scenic significance, establishing standards for commercial development depending on its location relative to other uses) in Pembroke were consistently favorable except a requirement that residential development directed to concentrated areas. Pembroke respondents were more favorable toward the use of incentives rather than regulations to direct development in concentrated areas. Opinions were still mixed though less strongly unfavorable on the use of incentives (rather than regulation) to concentrate residential development.

The next set of survey questions sought to understand how much taxpayers are prepared to spend or invest in their preservation priorities and in community services. Respondents were asked how much they favored/disfavored investment in each item and then to mark an X beside their highest priorities. Perhaps because of the survey design, very few respondents made choices on their priorities so there is insufficient data to draw any conclusions on respondent priorities.

An alternative way to gauge relative priority is to examine those types of investments with many favorable responses and very little “no opinion” responses. This suggests that recreational facilities, recycling facilities, scenic view protection, historical buildings and public access to water rank among the highest priorities for public investment in Pembroke. Opinions about town investments to support the private sector were more mixed. Many did not appear to understand what a TIF district involves.

The survey also asked about the types of investments the town should make on its roads and under what conditions the town should consider take-over of private roads. Town investments to add shoulders and address stormwater runoff were supported. Improving public safety on private roads was less clearly supported and encouraging development in certain areas produced a very mixed response.

Respondents were generally satisfied with town services with the greatest dissatisfaction expressed about town office hours. Respondents are also generally satisfied with community services or had no opinion. Many expressed some dissatisfaction with recreational facilities and with Reversing Falls. This is consistent with the priorities many placed on the need for town investment in recreational facilities and with some written comments about the need to better maintain facilities at Reversing Falls. Most respondents are satisfied with other local services with some not satisfied with the recycling center and even more dissatisfied with the property tax level.

Respondents are generally satisfied with regional services or had no opinion. However there are many who are not satisfied with law enforcement and health services. Opinions on school regionalization were generally positive and both towns are now engaged in the state-mandated consolidation of administrative units. Opinions on a regional elementary school are polarized while respondents generally favor regionalization (or continuance of existing regional coordination) on other issues.