



Kennebunkport, Maine Growth Planning Committee

Summary - 2018 Community Survey
May 23, 2019



Background

- A community-wide survey was conducted in 2001 to inform Kennebunkport's first Comprehensive Plan
- Growth Planning Committee (GPC) conducted a second community survey in the fall of 2018 to prepare for revisions to Comprehensive Plan
- Comprehensive Plan guides town planning decisions
- Comprehensive Plan conforming to state requirements is necessary to qualify for state grants

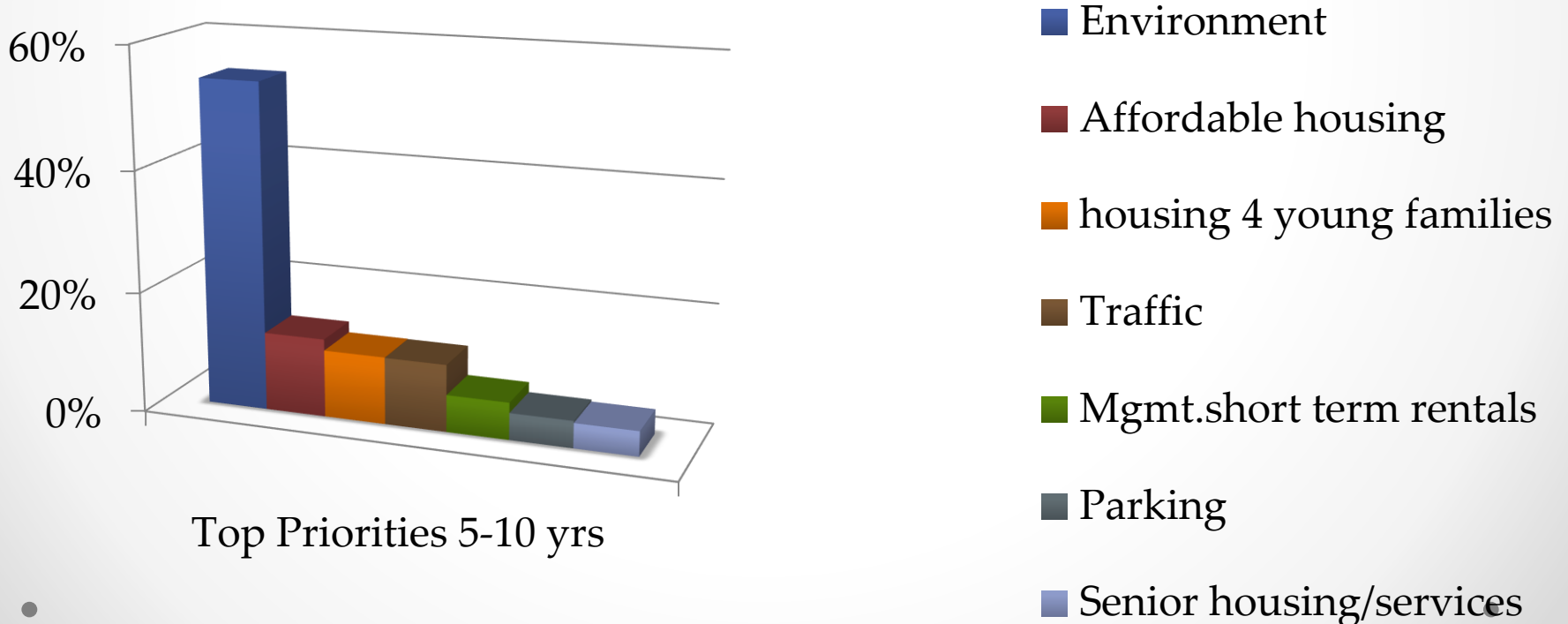
Participation

- 488 Responses to the Survey.
- 74.5% of surveys from year around residents, 15% from seasonal residents, 3.5% from renters and 7% from business owners, workers or visitors.
- Survey results based on time in the community: >20y (56%), 11-20y (19%), 6-10y (9%) & $\leq 5y$ (16%).
- Respondents residence: Goose Rocks (32%), Village (20%), Cape Porpoise (18%), Rural (11%), Other (10%), Cape Arundel (3%), Dock Square (3%), Not Kennebunkport (2%), & Riverfront (1%)
- 58% watch Town meetings on cable access.
- 83% stay current with Town happenings

Survey Results

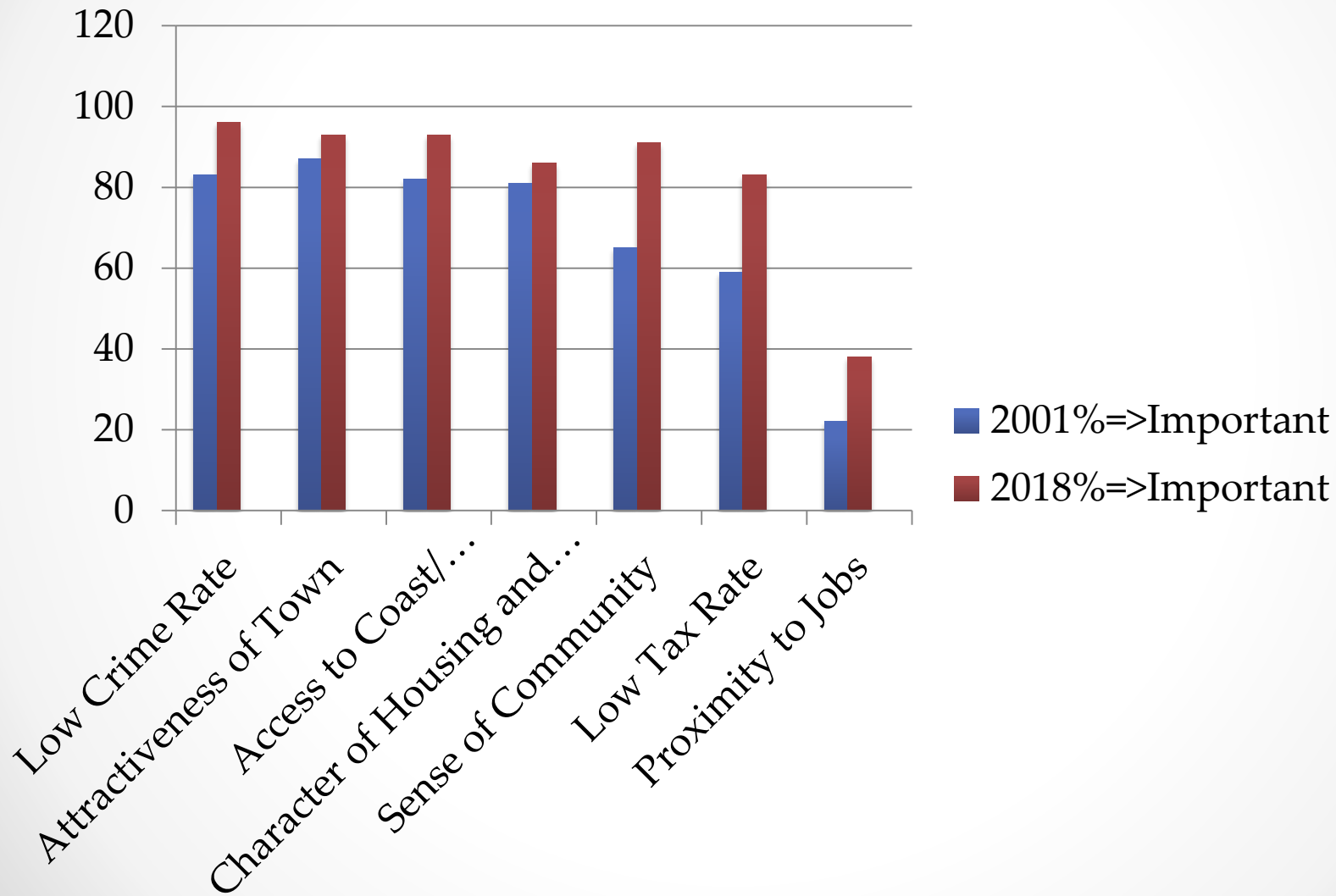
New issues and priorities have emerged

- -"Natural Resource Protection" – Most important issue with 70% of respondents saying it was "very important" (second most important is "housing for young families" with 32% of respondents indicating it was "very important") (Question 7)
- "Preservation of Natural Resources and the Environment" should be town's top priority for next 5-10 years (Question #8)



Importance of Town Characteristics --

Responses slightly stronger than in 2001



Top 10 goals/initiatives

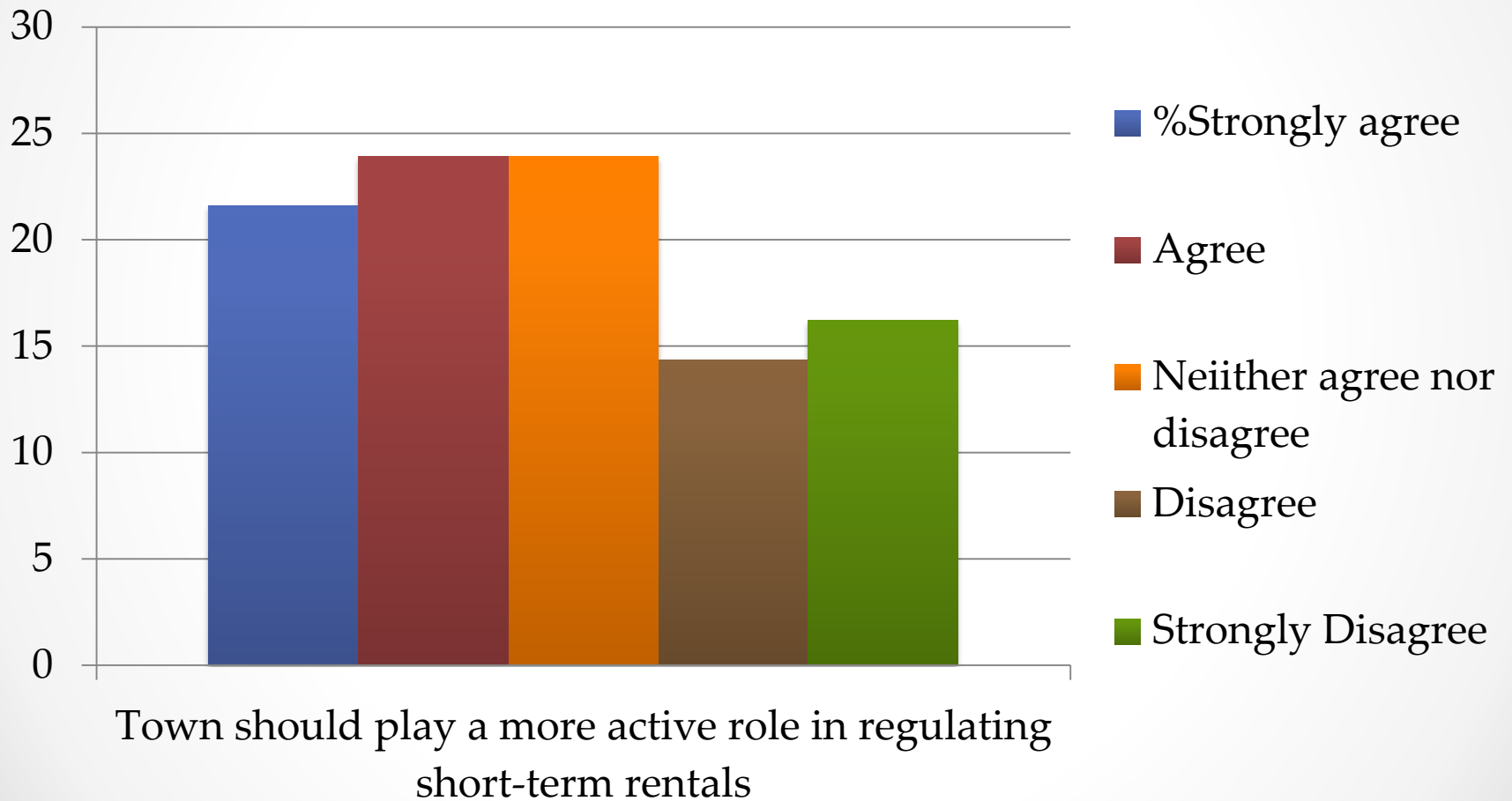
1. Q25 - Preserve fishing/lobstering/shell fishing industries: 96% (69% strongly agree & 27% agree)
2. Q19 - Continue user fees to support municipal services: 94% (44% strongly agreed & 50% agreed)
3. Q23 - Development of bike & pedestrian paths: 89% (50% strongly agreed & 39% agreed)
4. Q33- Town should reduce municipal energy use: 85% (34% strongly agreed & 51 % agreed)
5. Q21 - Preserve high quality elementary school: 82% (53% strongly agree & 29% agree)

Top 10 goals/initiatives

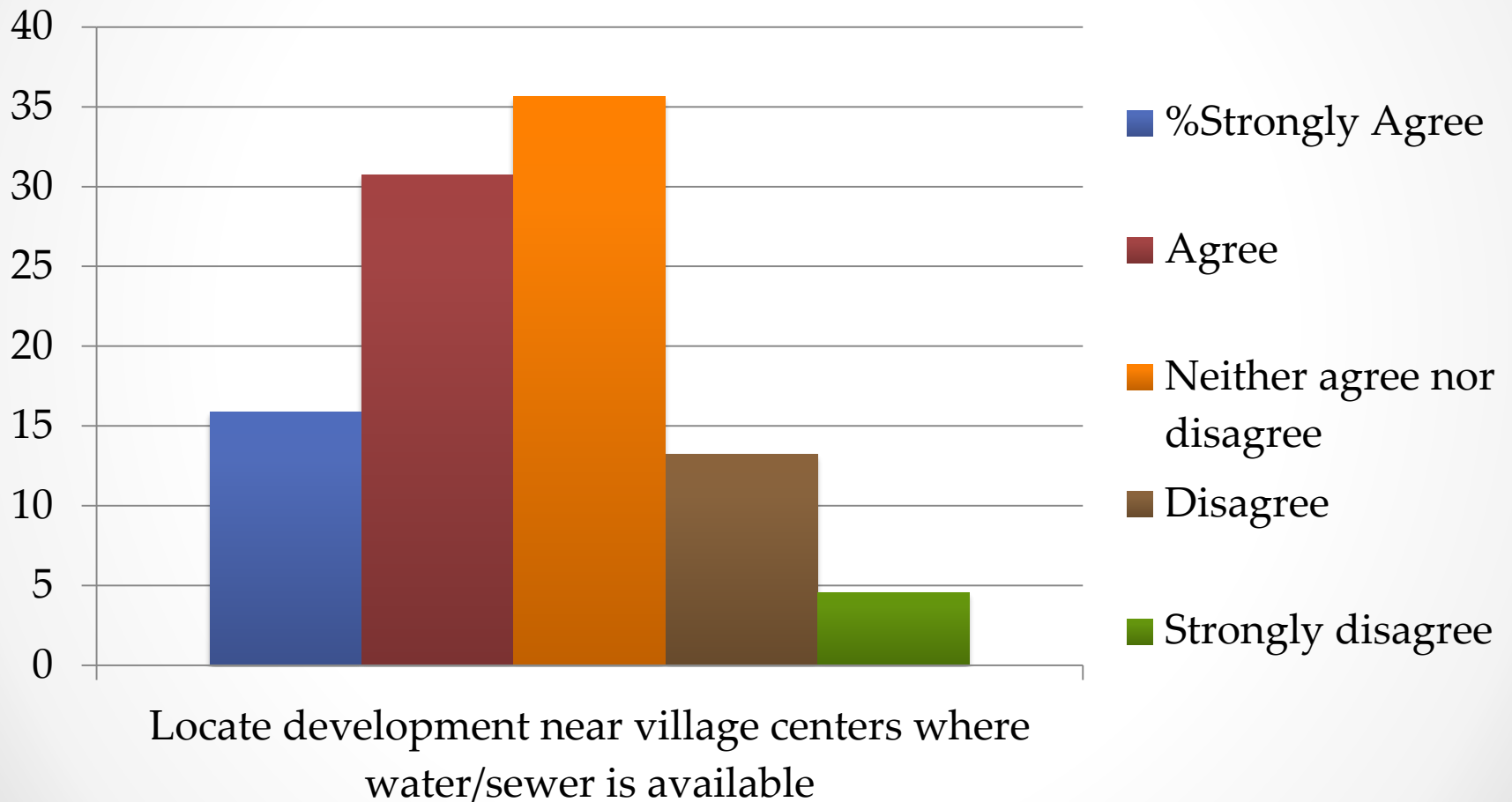
6. Q26 - Town should have more active role in protection of sensitive environment areas by septic/ fertilizer/ pesticide regulation: 82% (49% strongly agreed & 33% agreed)
 7. Q34 - Town should develop a sustainability plan: 82% (31% strongly agreed & 51% agreed)
 8. Q24 - Improve and construct new sidewalks: 81% (37% strongly agreed & 44% agreed)
 9. Q32 - Town should plan for impacts of sea level rise and changing climate: 77% (37% strongly agreed & 40% agreed)
 10. Q18 - Developer impact fees should help pay for infrastructure improvements: 76% (34% strongly agreed & 42% agreed)
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Less Certainty on other Issues

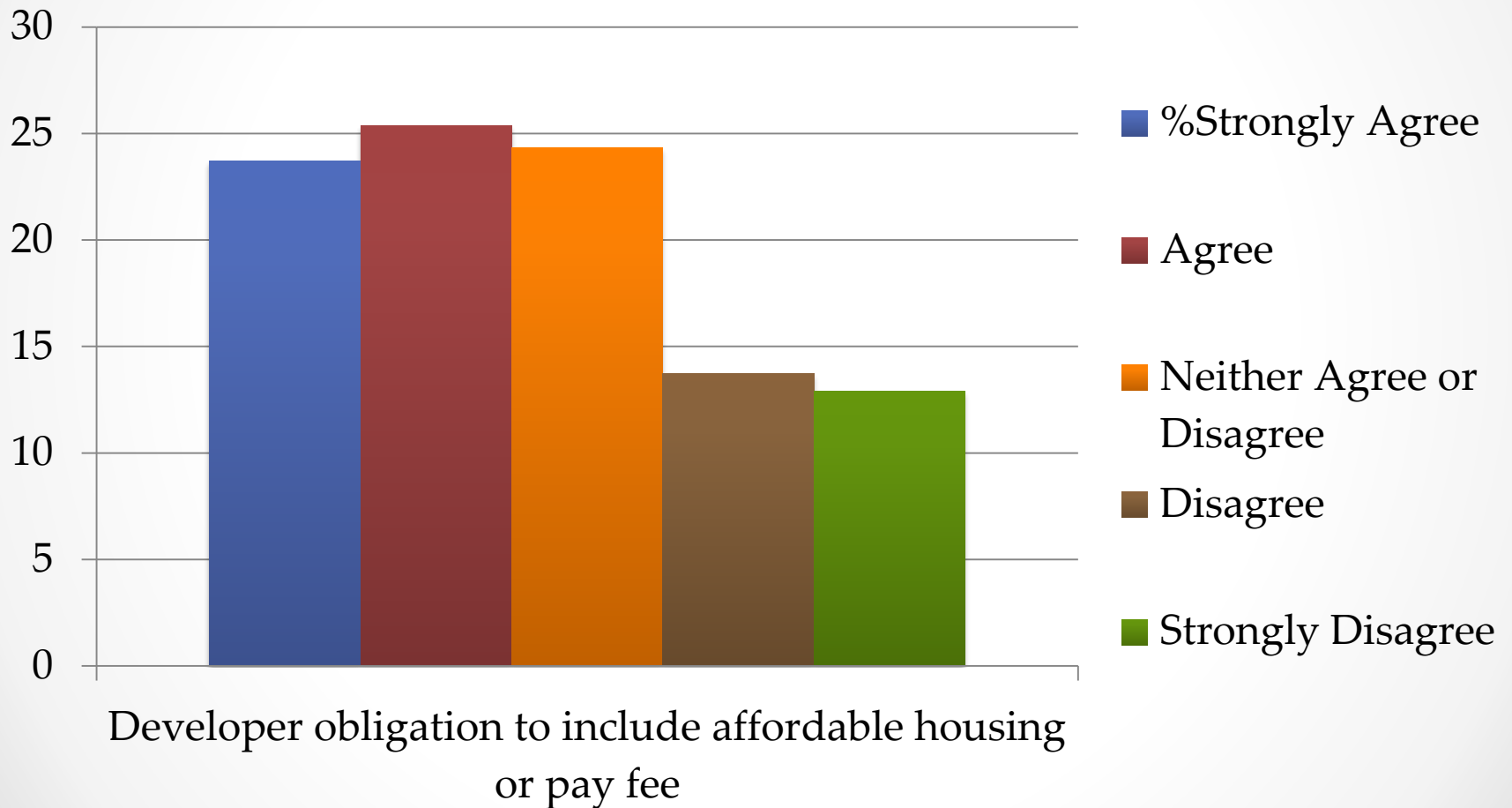
a. regulation of short term rentals



b. where to locate future development



c. affordable housing--paid for by private developers?



- Question 36: What one thing would you change about Kennebunkport?

- slow pace of development
- shorten tourist season
- lower taxes

- eliminate bus tours -they clog up dock square and benefit only a few merchants
- too many signs

Many opinions on how to improve our community

(over 400 suggestions)

- change to a more dog friendly community
- pesticide use, dock building
- TOO upscale—we're losing our charm as a seaside spot for the average person and seem to cater to the wealthy

- diversity and affordability
- more elderly and affordable housing for young families
- over-promotion of Kport

- Question 37: What do you enjoy most about living in Kennebunkport? (over 400 comments too!)

- beautiful, historic homes, beaches
- rural character, beach, hiking trails, picturesque downtown
- peace and quiet and interacting with nature

- natural beauty and strong sense of community
- access to beaches and sense of community
- Its rural character, lobstering industry and natural preserves

a beloved place

- location and charm of the community
- Cape Porpoise as a fishing village
- the people and library

- the beauty...of somewhere that swells during summer... and goes back to just residents during winter
- small town atmosphere and ocean access

Next steps

- Survey data will be incorporated into the update of the Comprehensive Plan
- Continue public engagement to broaden the opportunities for input and to drill down on the critical issues facing the Town
- Review best practices for communicating and implementing the Comprehensive Plan in comparative communities
- Public involvement throughout the drafting process on the update to the Comprehensive Plan
- Target June 2021 to put forward the updated Comprehensive Plan for a Town vote