



Community Engagement Summary and Draft Vision Statement

Town of Yarmouth, ME



October 2022

Table of Contents

- 1 | INTRODUCTION – 4
- 2 | KICKOFF MEETING – 6
- 3 | POP-UP EVENTS – 8
- 4 | MEETINGS-IN-A-BOX – 12
- 5 | VISIONING SURVEY – 16
- 6 | SOCIAL PINPOINT SUMMARY – 18
- 7 | VISIONING SESSIONS – 20
- 8 | HIGH-LEVEL THEMES – 22
- 9 | DRAFT VISION STATEMENT – 24
- 10 | NEXT STEPS – 26
- A | APPENDIX A – 27

Acknowledgements

TOWN PROJECT TEAM

- Nathaniel Tupper, Town Manager
- Erin Zwirko, Director of Planning and Development
- Julie Dubovsky, Assistant Planner
- Scott LaFlamme, Economic Development Director
- Jen Van Allen, Town Outreach and Communications

CONSULTANT TEAM - BERRYDUNN

- Kevin Price, Principal
- Keri Ouellette, Project Manager
- Khara Dodds
- Sachin Goradia
- Charline Kirongozi
- Alison Tobey

THANK YOU

Thank you to all of the Town boards and committees, residents, employees, business owners, students, and other stakeholders who participated in this process and/or hosted an activity. Special thanks to the Yarmouth School Department and North Yarmouth Academy for the access to the school communities.

PHOTOGRAPHY CONTEST

Throughout this document and on the cover you will see photos submitted by community members as part of a Photography Contest held during September and October 2022. The contest winners are Peter Interland, Jill Sady, and Grace Goodall. The contest judges are Leigh Kirchner, Michael Leonard, Elizabeth Newman, Melissa Sylvester, Jennifer Van Allen, and Dennis Welsh.



*Photo credits from top to bottom:
Charlene Ferguson, Jill Sady,
Joseph Coulombe*

1 Introduction

In May 2022, the Town of Yarmouth (Town) initiated a community engagement and visioning process to develop a vision statement that will inform the Town’s upcoming Comprehensive Plan update.

The purpose of this project was to identify common values and priorities for the future through community input in a fair and representative engagement process. To guide the development of a vision for the Town, a robust public engagement effort was conducted to obtain input from as many Town residents and stakeholders as possible. The purpose of this effort was to understand community values, priorities, and goals for the Town’s future.

Prior to initiating engagement activities, the Town project team and consultant team reviewed background information including the 281 responses from the Town branding initiative survey. This survey asked similar questions to those that this project sought to understand, and this visioning effort builds upon this feedback.

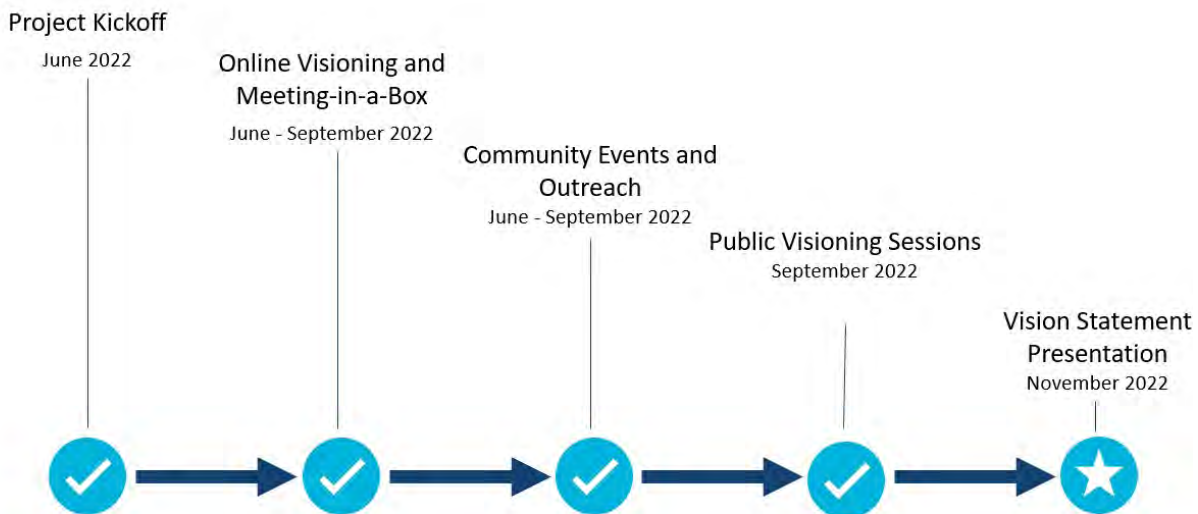
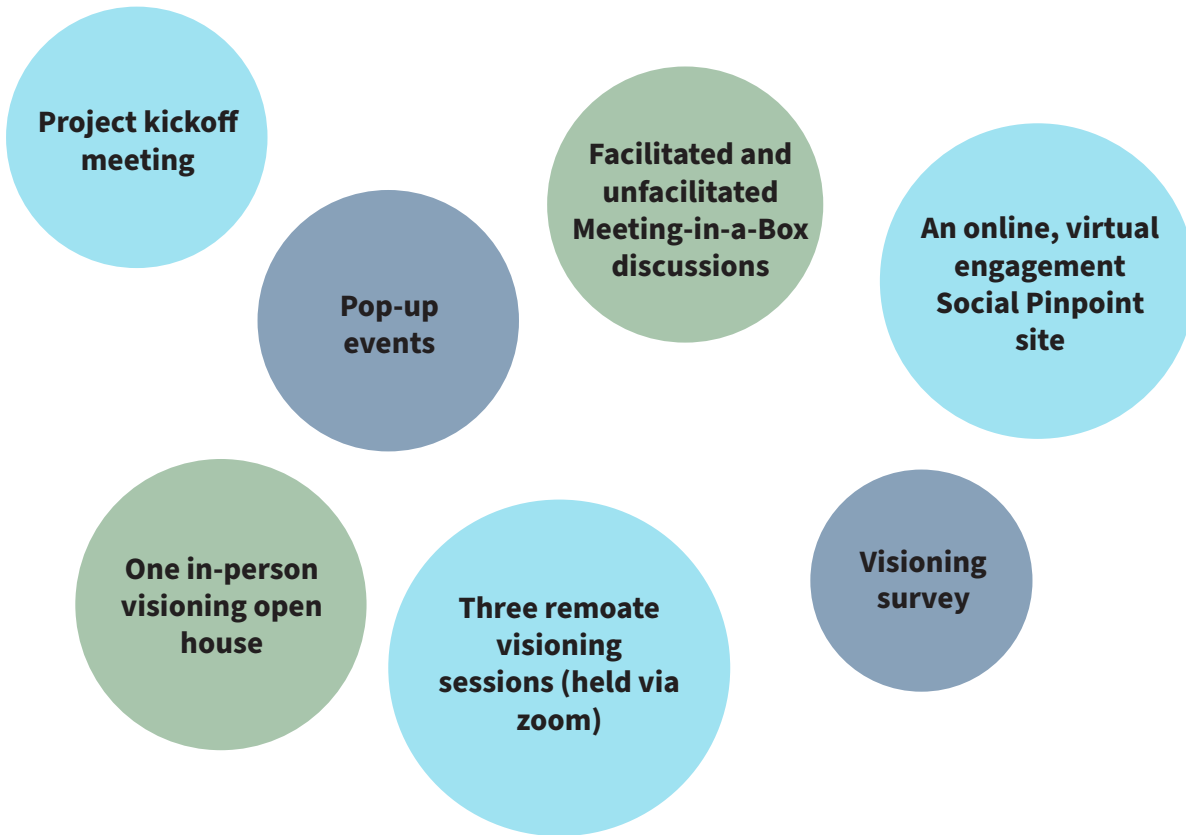
Throughout the project, a variety of tools and platforms were used to obtain feedback from the public and engage stakeholders in discussion about the future of the Town. To make the process accessible and inclusive, project materials and engagement activities were provided online, in hard copy, and in-person. In addition, public meeting announcements were made through the project and Town websites, email blasts, the Town’s Facebook page, and in the local newspaper.

The Town and consulting team conducted events in a variety of locations, including local businesses, parks, schools, public buildings, and online via Zoom, and provided opportunities for stakeholders to meet privately and submit feedback to the Town.

This high-level summary includes an overview of each of these engagement components and what was learned about the community’s values and vision for the Town. Following the summary of engagement, a draft vision statement is presented based on the community values, priorities, and goals identified as part of this process.



The engagement strategy included the following:



2 Kickoff Meeting

On June 28, 2022, the Town facilitated a meeting at the Log Cabin on Main Street to introduce community members to the project and hear their initial thoughts on the Town's future.

This meeting was held in a hybrid format using the technology at the Log Cabin, enabling attendees to join in person or virtually. Additionally, the meeting was broadcast live on Yarmouth Municipal Television and recorded for later viewings on the local television channel and online through the project website, after the meeting. More than 20 attendees participated in person or online. Prior to the kickoff meeting, attendees were able to provide input on comment cards, write responses to questions on a chalk wall, respond to a visual preference survey, and talk with Town staff, the consultant team, and other community members.

During the meeting, the Town introduced the project, and community members participated in a short interactive poll and group discussion. A summary of the interactive poll results and discussion topics are below.

POLLING

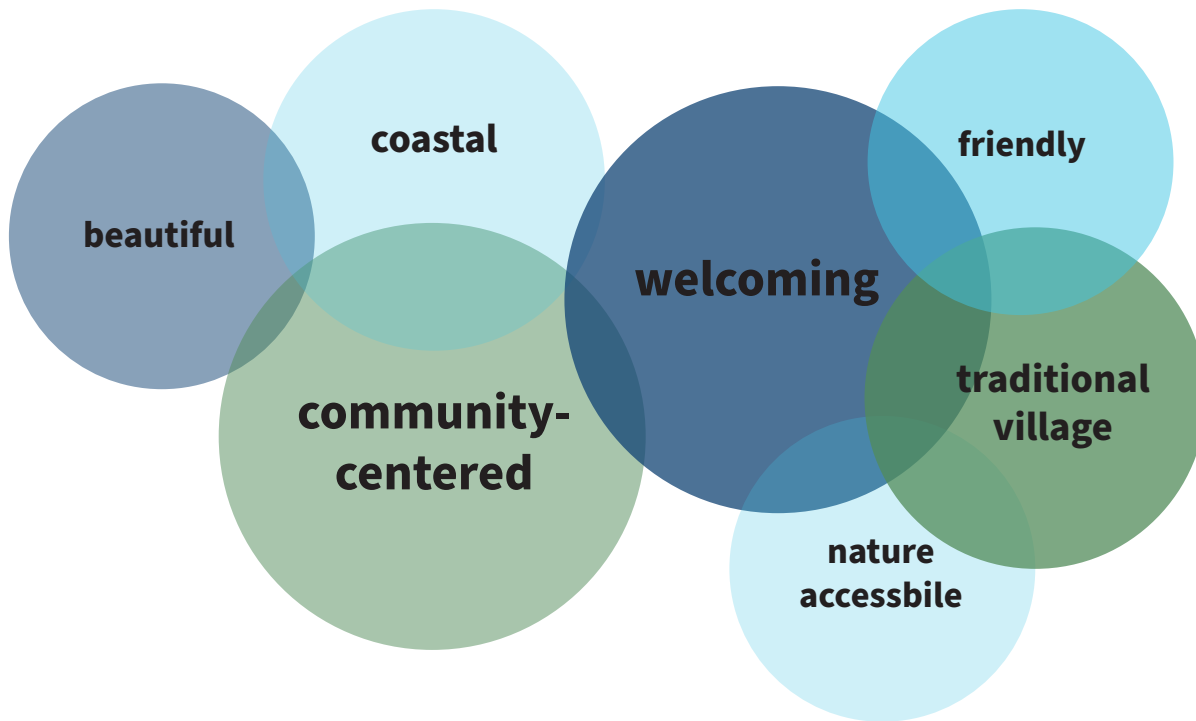
- Words used to describe the Town included beautiful, coastal, friendly, welcoming, community-centered, traditional village, and nature accessible.
- Participants would like to see more done to grow the Town's economic base, preserve the historic character, and address affordable housing.

DISCUSSION

Community members value the historic, small-town feel of the Town. It is important to preserve this character while finding ways to make housing more affordable. Continued access to outdoor recreation spots is also important to stakeholders. Key discussion points are listed below:

- Developing affordable housing, as well as continuing to take measures to help ensure that current residents can afford to stay in their homes
- Preserving the Town's historic identity, Main Street, and open spaces
- Protecting natural areas and maintaining access to the waterfront and trail systems throughout the Town
- Maintaining the walkability of the Town
- Increasing the number of bike lanes
- Continuing to enhance the sense of community
- Developing a recreation center and Town pool, and expanding the Children's Center at the Merrill Memorial Library (in addition to current plans to develop a community center)

In one word, how would you describe Yarmouth?



IMAGINE YARMOUTH

Building a Vision for the Future of Yarmouth

The Town of Yarmouth would like your input in the development of a **Town Vision Statement**. The resulting Vision Statement will become the foundation for the next Yarmouth Comprehensive Plan. The visioning process is meant to be a community-wide discussion of residents, business owners, employees, and other stakeholders to understand the Town's priorities and goals.

Join your friends and neighbors to help shape the future of Yarmouth!



Please visit the project website for more information, to share your ideas, and to participate in the survey.

<https://berrydunn.mysocialpinpoint.com/imagine-yarmouth-me>

3 Pop-Up Events

The Town engaged community members at pop-up events throughout the summer. Pop-up events provided information about the visioning process and opportunities to provide input.

These events were intended to increase awareness of the visioning effort and provide more opportunities for community members to provide feedback. Town staff met community members at several locations across the Town. Additionally, Town staff set up unstaffed informational tables with self-directed activities at school open houses with the Yarmouth School Department's support.

Activities at each event allowed people to learn about the project, provide general comments on the future of Yarmouth, and share what they value about the Town. Town staff interacted with more than 300 people at 17 events throughout the summer and into fall.

More than 75 written comments were received during these events. Of the written comments provided, more than 20 referenced improving safety, accessibility, and connectivity for pedestrians and bicyclists. More than 20 comments referenced housing, including the need for more affordable housing and variety of housing types, housing for specific demographic groups, and zoning changes needed to allow more housing. Several comments related to social connectivity, including the need for more community gathering spaces, events, and opportunities to share information and meet other community members. Other commonly mentioned topics included more shops and cafés in Town, a dog park, waterfront access and amenities, sustainability initiatives, and preservation of the small-town character.



POP-UP EVENTS HOSTED BY TOWN STAFF

- YARMOUTH FOOD PANTRY
- MERRILL MEMORIAL LIBRARY
- CLAYTON'S CAFE
- BARTLETT WOODS AND BARTLETT CIRCLE
- BRICKYARD HOLLOW
- ESTABROOK'S
- YARMOUTH FARMERS' MARKET
- TOWN LANDING
- PLEIN AIR ARTS FESTIVAL
- CLAM FESTIVAL
- CHEBEAGUE ISLAND FERRY
- MADELEINE POINT
- ROWE ELEMENTARY SCHOOL
- YARMOUTH HIGH SCHOOL
- NORTH YARMOUTH ACADEMY

STATIC POP-UP INFORMATIONAL TABLES

- YARMOUTH ELEMENTARY SCHOOL OPEN HOUSE
- ROWE ELEMENTARY SCHOOL OPEN HOUSE
- HARRISON MIDDLE SCHOOL OPEN HOUSE
- YARMOUTH HIGH SCHOOL OPEN HOUSE

17 events
300+ people engaged
732 votes



3 Pop-Up Events Continued...

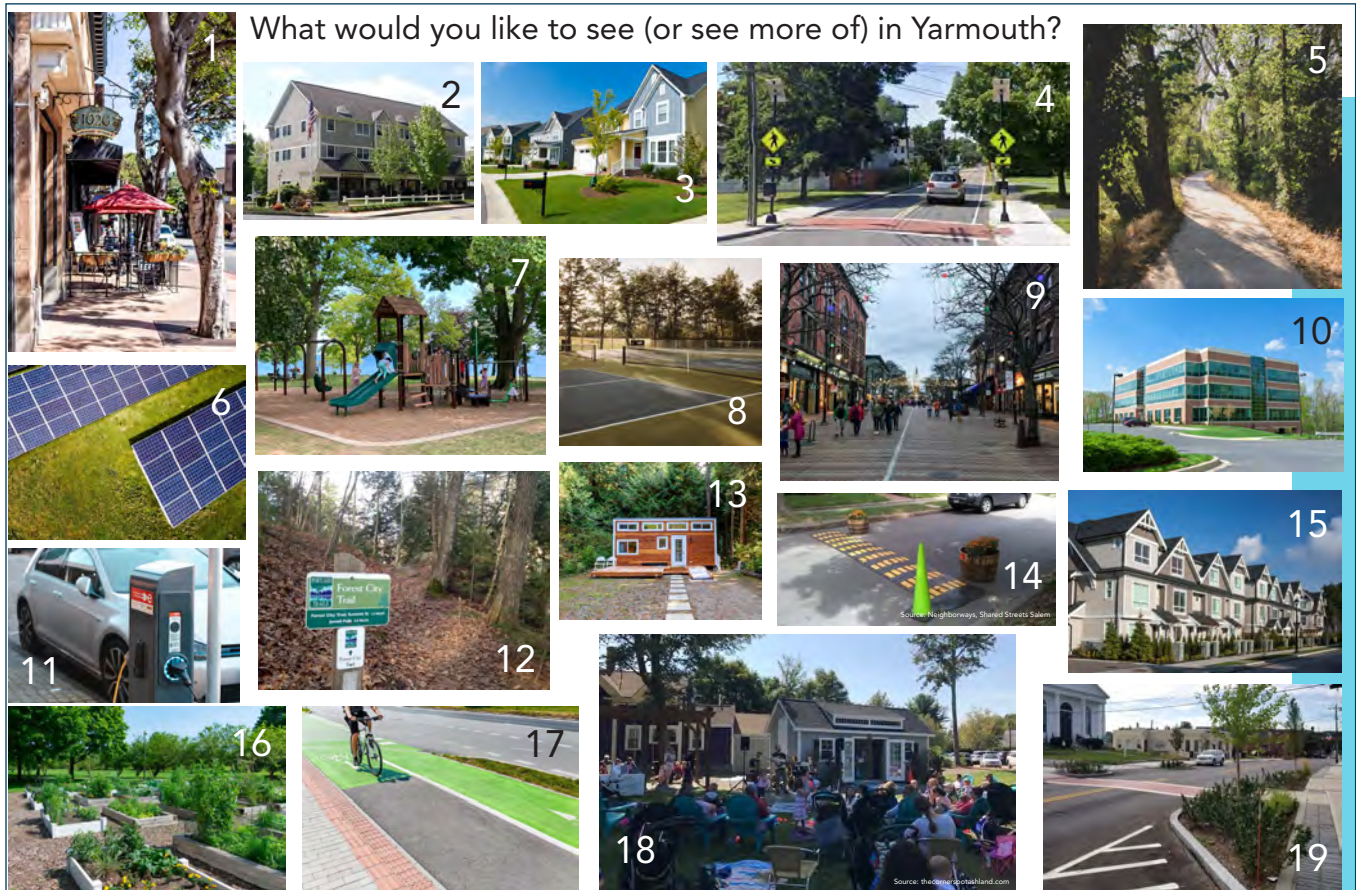
As part of the pop-up event engagement activities, a vision board with photos of various community features was presented for participants to vote on using dot stickers to indicate what they would like to see (or see more of) in Yarmouth. Over the course of the engagement process, 732 votes were collected. The following list indicates the number of votes received by participants for each image, in order of most votes:

It is acknowledged that the materials prepared and presented for the pop-up events were framed positively; specifically, “what would you like to see (or see more of) in Yarmouth.”

Overwhelmingly, individuals added dots to photos that were important to them, and perhaps did not add dots to photos that they did not want to see or see more of in Yarmouth. Still, there were individuals that we engaged with who noted this nuance and asked how to specify what they do not want to see. In those cases, photos that received “no” votes included the detached single-family subdivision, office building/office park, temporary traffic calming, and attached townhouse development. In consideration of the other feedback received as part of this initiative, it is not surprising that denser housing development as depicted in these photos were ones that individuals identified as not desirable.



- Sidewalk café (photo 1) – 95
- Shared-use path (photo 5) – 76
- Hiking trail (photo 12) – 70
- Bicycle lane (photo 17) – 60
- Downtown pedestrian plaza (photo 9) – 58
- Solar panels (photo 6) – 57
- Community garden (photo 16) – 57
- Outdoor community event (photo 18) – 45
- Playground (photo 7) – 44
- Tiny home/accessory dwelling (photo 13) – 33
- Electric vehicle charging (photo 11) – 29
- Tennis/pickleball courts (photo 8) – 23
- Signalized crosswalk (photo 4) – 21
- Traffic calming/speed bump (photo 14) – 15
- Curb bump-outs (photo 19) – 14
- Attached townhouse development (photo 15) – 13
- Detached single-family subdivision (photo 3) – 10
- Mixed-use/residential development (photo 2) – 8
- Office building/office park (photo 10) – 4



4 Meetings-in-a-Box and...

Meeting-in-a-Box is a community engagement tool designed for community groups or friends to gather and share their ideas for the future of the Town.

Participants were able to have discussions at a time and place convenient for them and where they felt comfortable sharing thoughts on the future of Yarmouth. Using the Meeting-in-a-Box materials, meeting hosts facilitated a group discussion with participants to discuss and respond to four questions about Yarmouth's future.

While three groups, including the Yarmouth Community Alliance for Racial Equity, chose to complete the Meeting-in-a-Box unfacilitated, five groups preferred to have a Town staff member facilitate the discussion. The five groups that hosted facilitated discussions include Yarmouth Bicycle and Pedestrian Committee, Economic Development Advisory Board, Royal River Alliance, Cousins and Littlejohn Islands Improvement Association, and the Yarmouth High School Student Senate.

Responses to the four questions received from all submissions are summarized in following pages.

1

Question 1: How should Yarmouth balance the need for housing with preserving the community's history, character, and sense of place?

Most groups agreed that there is a need for more housing, especially affordable workforce housing; however, some groups noted that growth should be limited. Several responses noted the need for balance, including balancing housing development and preservation of open space, maintaining the historic integrity of the Town, and preserving the sense of place. Respondents also expressed concern about the Town becoming too exclusive and expensive as well as the need for new development to be built in an environmentally sustainable way, which was expressed most notably by the Yarmouth High School Student Senate participants. Suggestions for how to grow in a thoughtful way varied, including:

- Provide incentives for affordable housing outside the Town center
- Encourage adaptive reuse of existing buildings
- Identify areas to target for growth
- Incentivize denser development to reduce sprawl
- Prioritize building new residential buildings near public transportation and existing services
- Focus on workforce housing
- Consider locations for mixed-use development
- Consider allowing multiple types of housing (i.e., apartments, single family, multifamily)
- Promote a diverse and inclusive Town by encouraging more diversity in Town government

Community Group Meetings

2

Question 2: What types of economic growth and development initiatives could be implemented to meet your vision of Yarmouth's future?

Groups were in consensus on the desire to prioritize supporting local small businesses over attracting big box stores to the area. Respondents suggested supporting businesses in the Town center; the development of eco-tourism, recreation, green energy, and aquaculture industries; and expanding professional services uses. To support economic growth, respondents also noted that the Town should support initiatives that enhance the quality of life for residents, including developing a community center or other community gathering spaces, developing the arts community, improving transit and connectivity, enhancing parks and recreation facilities and public access to the waterfront, expanding services to meet community needs, and supporting the growth of walkable local businesses that meet the needs of residents. Respondents also noted the need to address the future of Wyman Station and development of Route 1.



Photo credit: Rosyln Rosalia

4 Meetings-in-a-Box and...

3

Question 3: What can Yarmouth do to support a sustainable future? What does a sustainable future mean to you?

Respondents had the following suggestions related to supporting a sustainable future:

- Maintain and support the local community by supporting Town businesses, taking care of open spaces, and supporting the Town's current community members
- Encourage infill development and encourage new development to follow the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) certification standards
- Encourage investment in renewable energy, recycling, planting trees, and other Town and individual efforts to promote sustainability
- Enact and enforce local ordinances to support the Town's sustainability goals
- Implement the 2019 Open Space Plan
- Prioritize the health of trees and forest cover across the Town
- Maintain and grow open spaces and protect and restore ecosystems
- Encourage community members to drive less, by improving pedestrian and bicycle infrastructure, increasing public transportation access, implementing bike shares, and installing electric vehicle charging stations
- Support the work of the Committee for Energy Efficiency and Sustainability and the Town's climate planning initiative
- Address policy issues through a climate change lens to help prevent harm to people and the environment
- Increase community outreach and education on environmental issues



Community Group Meetings

4

Question 4: The greater Portland region is represented by communities that have unique characteristics which contribute to making the region a desirable place to live, work, and play. How do you see Yarmouth fitting into the region in the future?

Respondents noted that the Town is unique in the greater Portland area because of its small size, historic integrity, and location on Route 1, I-295, Casco Bay, and two rivers, among other desirable contributions. Stakeholders would like to see improvements in regional connectivity, including bike trails, bus lanes, and more public transportation options. The Town should improve regional access while preserving its historic Main Street, sense of community, civic engagement, and other features that make it unique in the region. Respondents also noted that the Town should move forward on issues of inclusivity and sustainability. The Town could be more inclusive and foster community by creating places for gathering. Yarmouth can also lead the region by modeling sustainability practices and environmental stewardship.



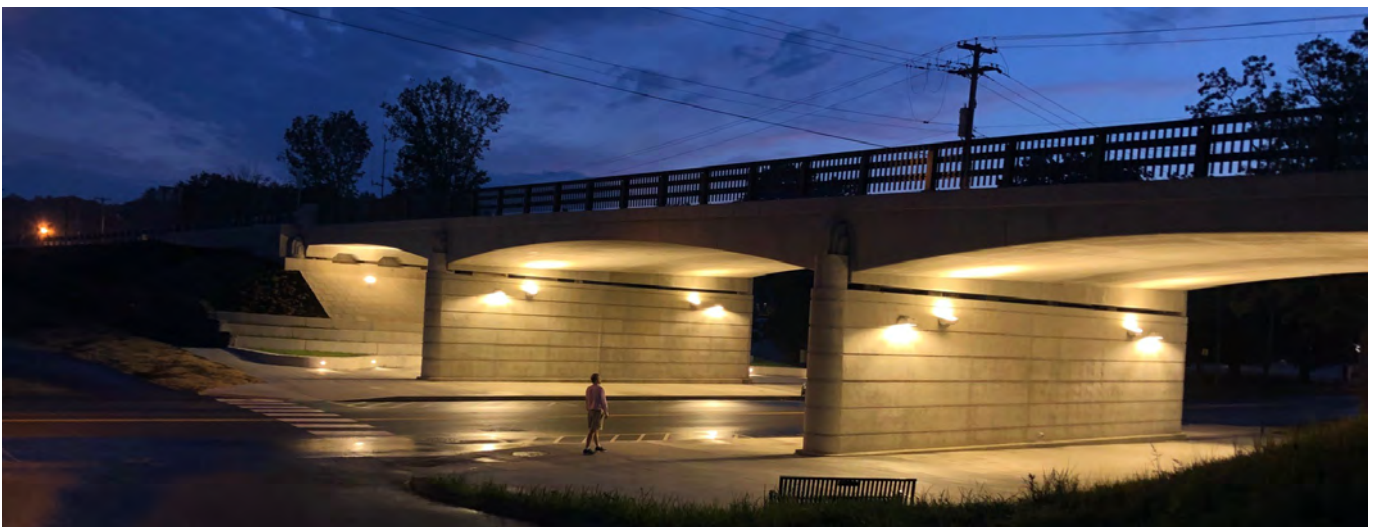
Photo credit: Charlene Ferguson

5 Visioning Survey

The survey was designed to help the Town identify stakeholder priorities for the future. Community members were able to complete the survey through the Social Pinpoint site or fill out paper at Town Hall and at in-person events.

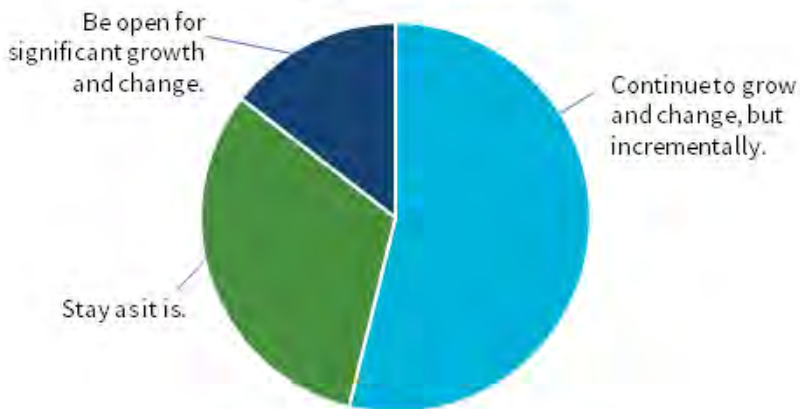
A total of 123 survey responses were received. A detailed summary of survey results is included in Appendix A. Some key statistics from the survey include:

- 85% of respondents (105) live in Yarmouth full time and 76% (93) own a home in the Town.
- 63% of respondents (78) have lived, worked, or gone to school in Yarmouth for more than 10 years.
- Royal River Park, Main Street, and Merrill Memorial Library are respondents' favorite places.
- Of the options provided, preserving natural areas and open space, housing affordability, cost of living, and preserving the historic character of the community were stakeholders' biggest concerns for the future.
- On average, respondents gave Yarmouth a 7.5 on a scale of 1 (poor) to 10 (excellent) regarding how well the Town meets expectations of a great community or place to live.
- 51% of respondents (63) think Yarmouth should grow and change incrementally; 30% (37) would like Yarmouth to stay as it is; and 14% (17) think Yarmouth should be open for significant growth and change.
- Respondents were about evenly split as to whether the Town's quality of life is improving (28%), declining (26%), or remaining the same (24%). About 19% of respondents indicated they were "not sure."

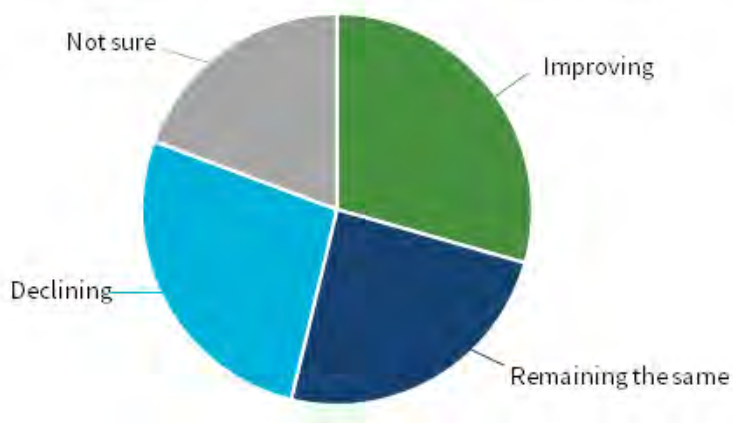


SELECTED SURVEY RESULTS

I think Yarmouth should...



Do you think the quality of life in Yarmouth is:



What are your biggest concerns?

1
Preserving natural areas and open space

2
Housing affordability

3
Cost of living

What are your favorite places in Yarmouth?



6 Social Pinpoint Summary

Social Pinpoint is an online engagement tool used to gather community feedback.

The Imagine Yarmouth Social Pinpoint project website included three opportunities for community members to provide input on the Town vision statement including:

- **Survey** (See Section 5.0)
- **Interactive Town Map** with options to post comments regarding strengths, challenges, and general suggestions for the Town
- **Vision Board** with options to post comments discussing what community members like about the Town, what they want to change, and general suggestions

The site also included access to previous event information, other ways to participate in the project, and future event information.

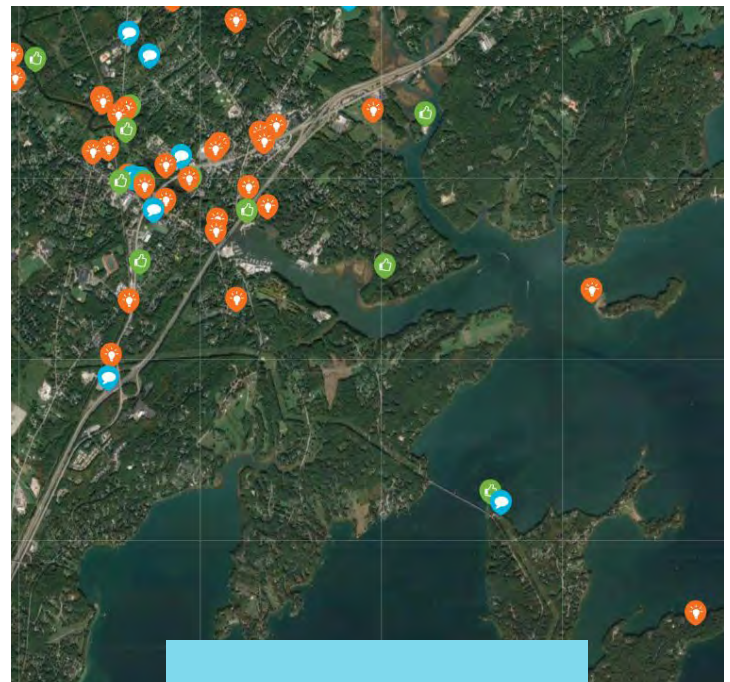
In total, the site attracted 1,085 unique users who provided 61 comments and submitted 123 survey responses.

INTERACTIVE MAP

The interactive map allowed users to post a comment connected to a pin on the map. Below is a summary of comments received through the interactive map.

For strengths, comments referenced the Town's many parks and preserves and noted the Town's efforts to preserve critical open spaces and environmentally sensitive areas.

Challenges and general suggestions stakeholders noted were largely focused on connectivity, including street connectivity and traffic circulation as well as pedestrian and bicycle infrastructure to improve connectivity and safety. Other comments included improving access to parks, open spaces, and trails; consideration for alternative uses for Wyman Station; the need for bus shelters and bike racks for the BREEZ bus system; increasing recreational amenities (including a public pool); implementing sustainability initiatives; addressing impacts to the Royal River; consideration of the Town's indigenous peoples' history; and consideration of potential development of open spaces and the cost of development to the Town.



1,085 unique users

143 comments

123 survey responses

VISION BOARD

The Vision Board allowed community members to share their thoughts on the Town and engage with others about their vision for the future.

Something I like...

Commenters enjoy the walkability of the Town Center and access to public transportation, like the BREEZ bus service. Commenters considered the Royal River Park, Spear Farm Estuary Preserve, and other open spaces as strengths.

Something I would like to change...

Changes respondents noted included the need for more affordable housing and zoning changes, consideration of balancing development in the Town Center and preserving the historic character, and bicycle and pedestrian infrastructure. Comments noted that increased traffic and speeds on major Town roads are a concern. Respondents were also concerned about the impacts of climate change, the use of Wyman Station, broadband internet access, and loss of open spaces.

General Suggestions

Commentors provided suggestions related to the environment, including impacts of rising sea levels, tree canopy cover, and invasive plants in Town. Suggestions also noted the importance of preserving the Town's village, library, skating pond, and overall character and walkability. Respondents also suggested beautification efforts, like flower boxes in store windows and holiday decorations. Related to public engagement, respondents stated that the COVID-19 taskforce/neighborhood communicator outreach was helpful in staying up to date on Town events and important information.

The screenshot displays a digital vision board titled "Share with us about...". It features three main categories: "Something I Would Like to Change" (light blue), "Something I Like" (light green), and "General Suggestions" (light orange). The board is populated with numerous feedback cards, each containing a user's comment and interactive options like "Start a discussion", "Join the discussion", or "General Suggestions".

Sample Feedback Cards:

- Something I Like:** "I'd like to be able to question the school budget without being labeled 'anti-education'." (Action: Start a discussion)
- Something I Like:** "I would like to see Yarmouth build a town/community pool so that all members of the community can learn to swim, stay active, and have access to this resource." (Action: Join the discussion)
- Something I Would Like to Change:** "Development: We have enough housing, more than enough cars, we have too many people." (Action: Join the discussion)
- General Suggestions:** "The full impact on all infrastructure—schools, water, police and fire protection, sewers and traffic—of additional housing, particularly condos, needs to be determined BEFORE approval is given." (Action: General Suggestions)

7 Visioning Sessions

In September, the Town hosted one in-person open house visioning sessions and three virtual visioning sessions.

On September 20, 2022, the Town hosted an in-person open house visioning session at Yarmouth High School. The session included the opportunity to provide feedback and suggestions on the topics of housing, transportation and connectivity, economic development, resiliency and climate planning, and open space and community facilities. The open house event also included a presentation and group discussion in which seven people participated.

The Town also hosted three virtual visioning sessions via Zoom on September 21, September 22, and September 29, 2022. The sessions were held at different times during the day to accommodate a variety of schedules. The sessions included a presentation and group discussion about the sense of community in, and the future of, the Town.

Following is a summary of written comments and discussion from the visioning sessions.

HOUSING

- Address housing affordability
- Promote adaptive re-use of existing structures and preserving existing architecture
- Preserve the Town character

OPEN SPACE AND COMMUNITY FACILITIES

- Preserve undeveloped acreage in the village and do not develop
- Prioritize the preservation of historic places and open space, while allowing for development along Route 1
- Allow for smaller housing units and smaller lot sizes to address housing affordability concerns

TRANSPORTATION AND CONNECTIVITY

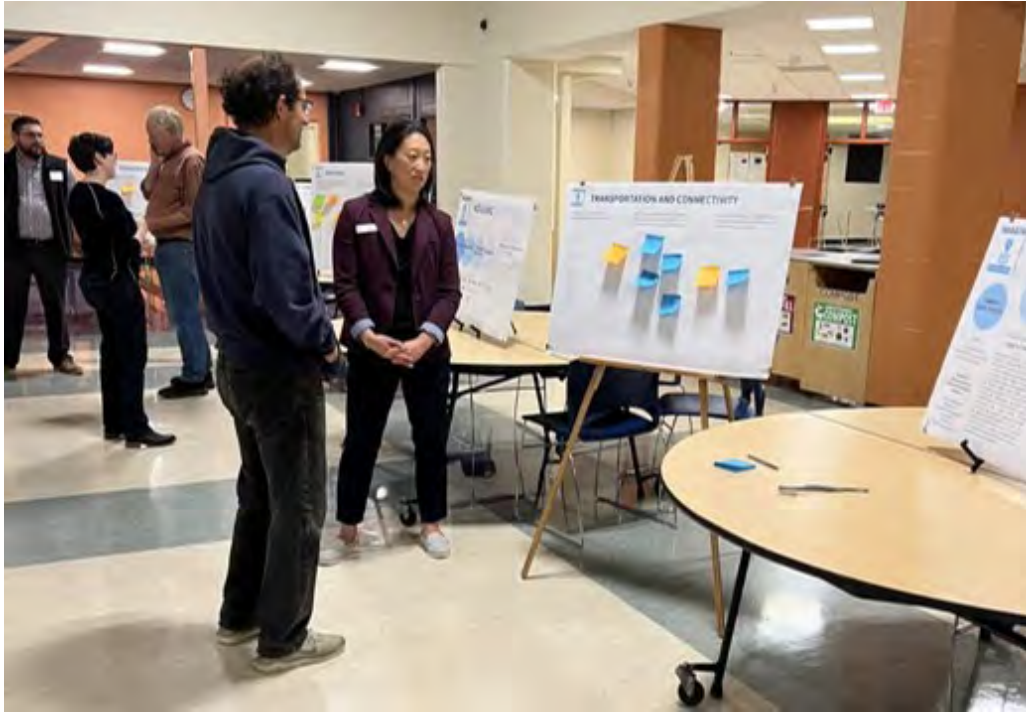
- Increase the availability of public transportation, including the BREEZ
- Maintain the walkability of the Town
- Increase access to bike paths

ECONOMIC DEVELOPMENT

- Allow more development along Route 1 instead of the Village Center
- Maintain the walkability of the Town

CLIMATE AND RESILIENCY

- Address concern about the impact of droughts on farms
- Provide financial assistance to convert homes to more environmentally friendly heating sources



GROUP DISCUSSION

- **The sense of community in Yarmouth is based on three themes: the physical geography and architecture of the Town, the people who live and work there, and the history of the community that ties the people and place together.**
- **Historically, Yarmouth has been economically diverse, and there is fear that this diversity will be lost.**
- **It is important to develop affordable housing and create housing options that match the historic character of the Town.**
- **New community members should feel welcome.**
- **There is a strong sense of volunteerism in the community, but since some health concerns related to the COVID-19 pandemic have eased, concern was expressed that volunteerism and engagement has waned.**

8

High-Level Themes

BerryDunn collected, reviewed, and summarized feedback from stakeholders from all engagement activities.

Several common themes were heard throughout the process. There were also some larger concerns about growth and development for which consensus was not evident. Based on the information gathered during the public engagement process, the following key themes have been identified:



The draft vision statement addresses these themes and the values that they represent and establishes clear priorities for the future based on the community input received through this visioning process.



Photo credit: Carrie Martin



Photo credit: Charlene Ferguson

9

Draft Vision Statement

The purpose of conducting an engagement and visioning effort prior to initiating the comprehensive planning process was to involve the community and focus attention on the big picture vision for the Town's future.

A plan should be rooted in the Town's values and guided by a vision that is truly the community's vision.

The following values were expressed by residents and stakeholders throughout the visioning process. While not all participants agreed on how the Town should move forward, there was consensus on the community values that are fundamental to the Town's identity. The subsequent draft vision statement attempts to unite these values into a clear vision for supporting and enhancing these values in the future.

COMMUNITY VALUES

We value the **natural environment**, including the numerous parks, open space preserves, rivers, and Casco Bay, and prioritize preserving and protecting these areas for enjoyment by all and as critical ecosystems.

We value a **connected community** where residents have strong social bonds through a shared commitment to civic engagement, and where community members can safely and easily access services, amenities, recreation, jobs, and social opportunities within the Town.

We value the **history and culture** of the people and land that is now the Town of Yarmouth and the physical environment that embodies that history, from the natural land and water features to the built environment.

We value a **welcoming and inclusive environment** where neighbors help one another and a strong sense of community brings all people together, regardless of background.

DRAFT VISION STATEMENT

The following draft vision statement was developed based upon the themes and values that were expressed by community members throughout the visioning process. This statement is intended to be a clear but broad aspiration for the future of Yarmouth and is meant to guide the development of the Town's next Comprehensive Plan, but to also be adaptable as the planning process moves forward and additional research, discussions, and engagement exposes new aspects and nuances of the Town's future goals.

The Town of Yarmouth is a small coastal community with a vibrant and picturesque village center. Yarmouth's identity is deeply rooted in the Town's history, beauty, and commitment to community. The walkability of the Town's historic Main Street, abundant open space areas, and active community groups all contribute to community members' sense of connectedness to the Town.

The Town is dedicated to protecting and preserving what makes Yarmouth a great place to live. At the same time, residents recognize the significant local, regional, and global challenges that the Town faces, and are committed to addressing these issues with careful consideration for the Town's history and culture and with creativity to leverage opportunities to enhance the Town's defining characteristics—beauty, history, inclusivity, abundant open spaces and recreation opportunities, and commitment to volunteerism – to build an even stronger community.

To meet the needs of residents and community members, the Town will plan and make decisions through a lens of equity, sustainability, and fiscal responsibility to ensure that the community's values and critical assets are sustained for future generations.

10

Next Steps

The draft vision statement will serve as the foundation for the development of the Town's next Comprehensive Plan.

The planning process is expected to begin in late 2022 and be completed in the spring of 2024. While the draft vision statement will guide the planning process, it may continue to be modified and adapted in accordance with new information and feedback received during the planning process. The final vision statement will be incorporated in the final Comprehensive Plan.

Additional outreach and engagement will continue through the Comprehensive Plan development and will build upon the work done through this initiative. Town staff will look to the community for continued input on goals, policies, and strategies that are aligned with community values and will support the Town in achieving its vision for the future.



Photo credit: Grace Goodall

A

Appendix A: Visioning Survey Summary

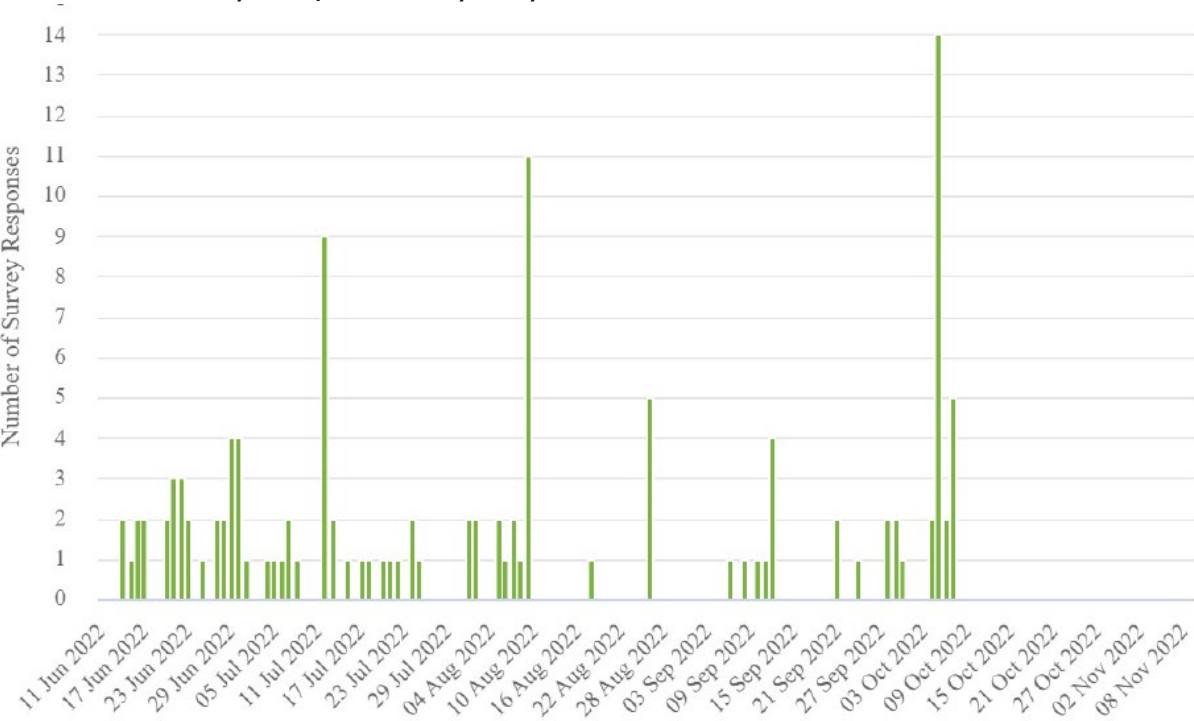
Please refer to the PDF document entitled “Yarmouth Visioning Survey Summary”.



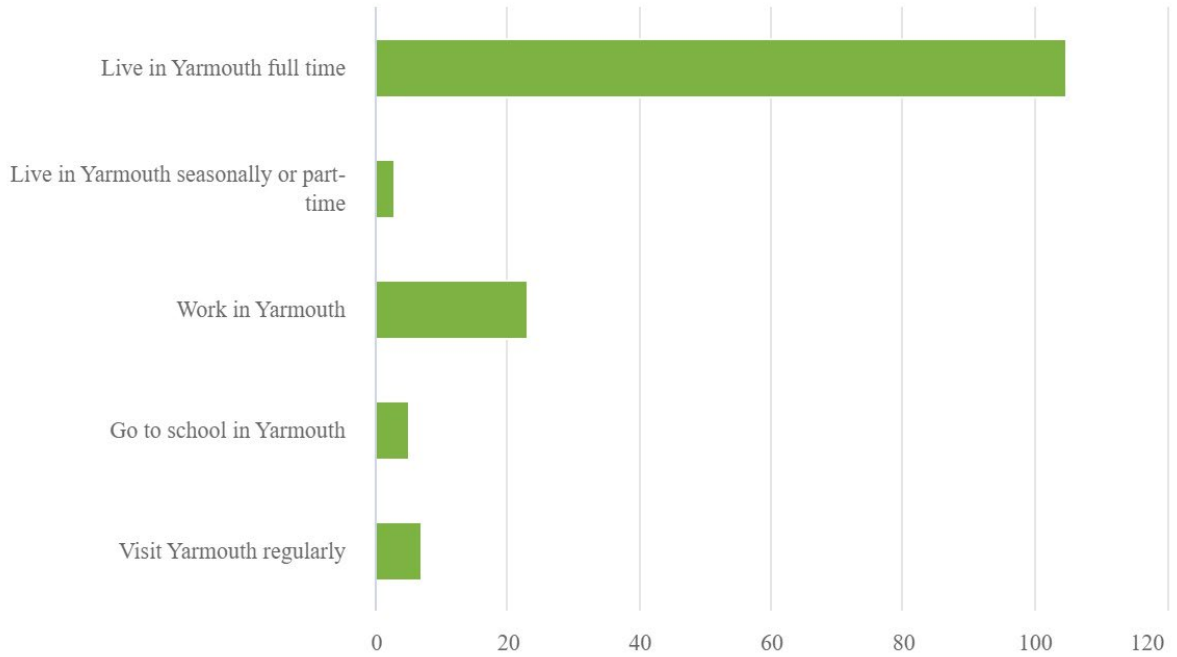
Photo credit: Kristen Bouse

Imagine Yarmouth Visioning Survey Summary

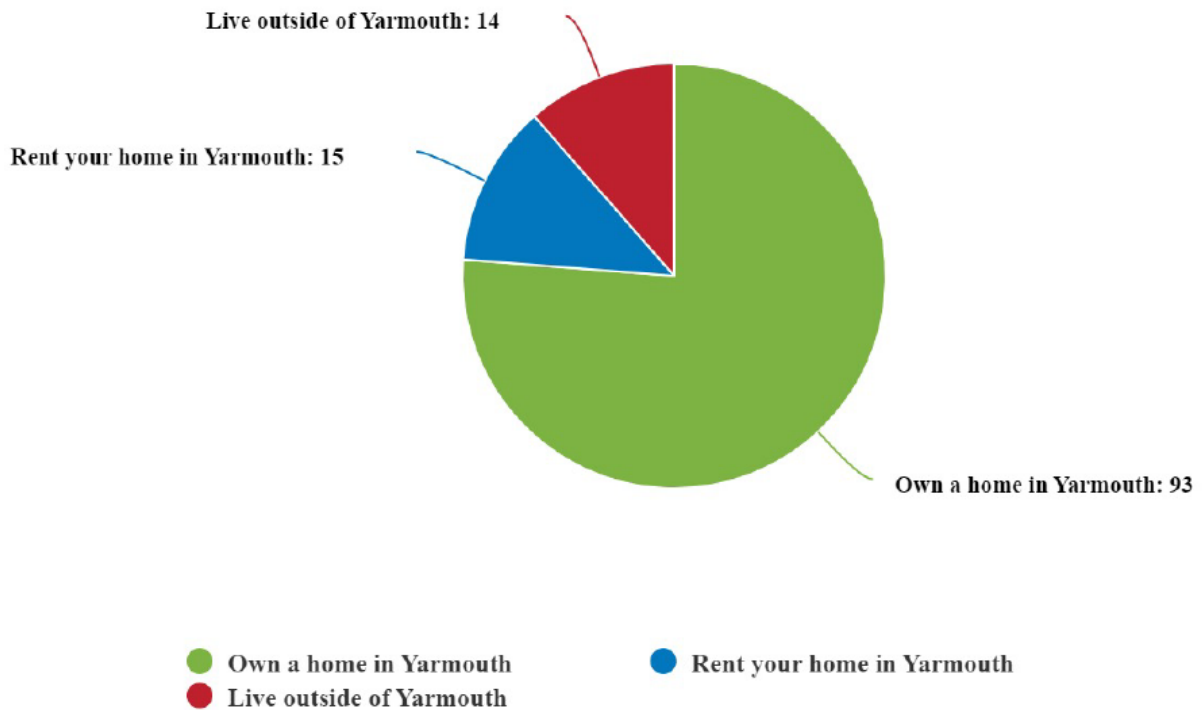
Number of Survey Responses by Day



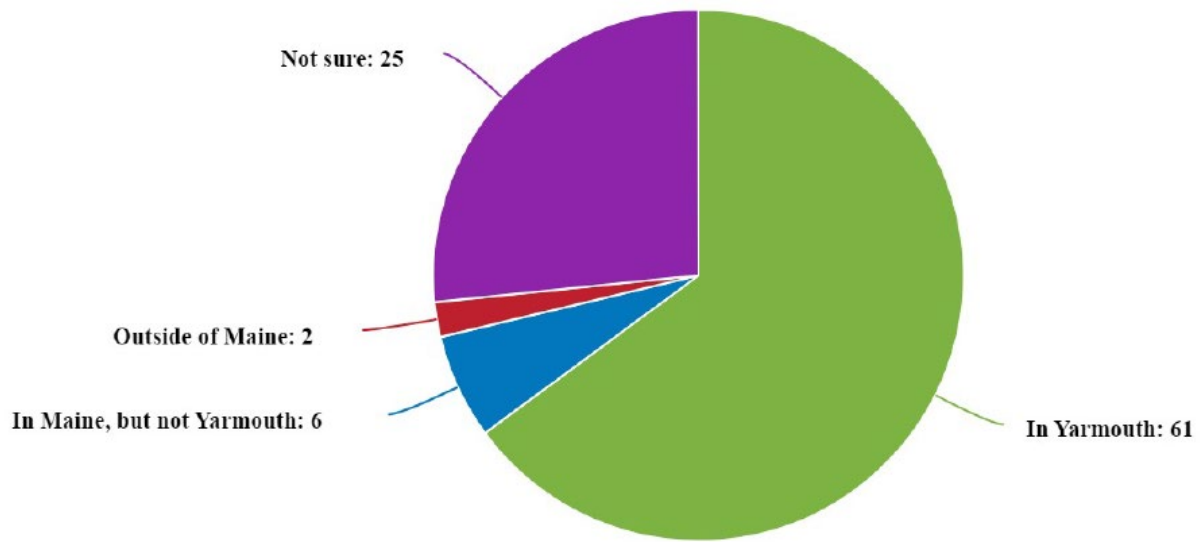
1. Please tell us about yourself. Do you...



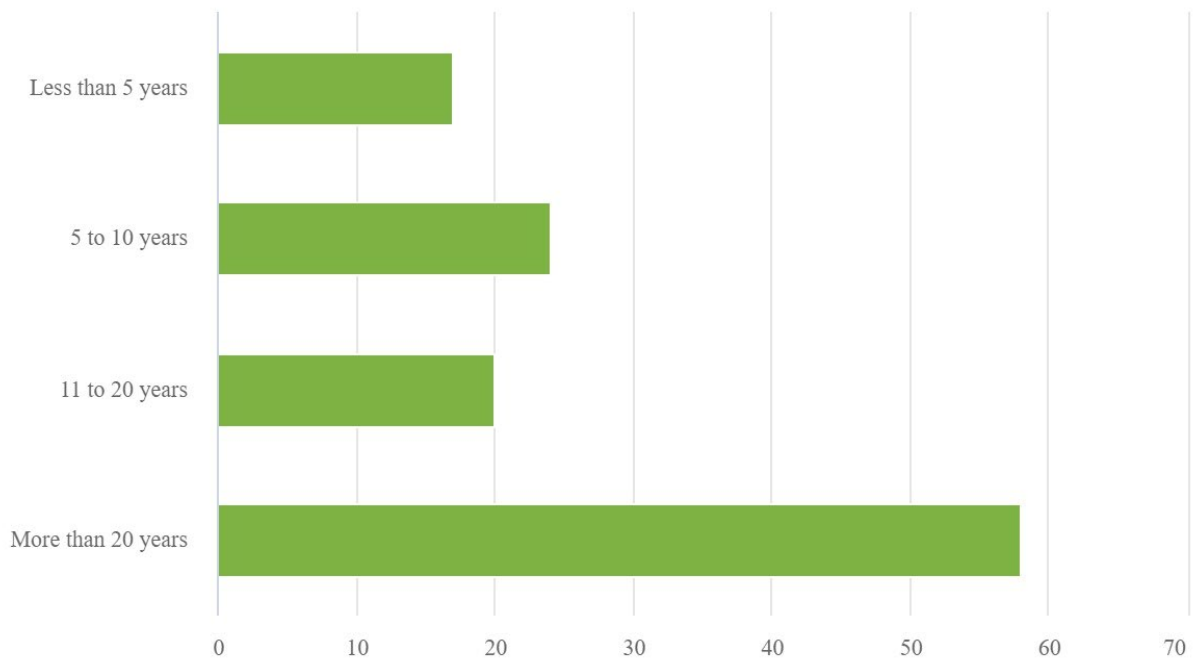
2. Do you...



3. Where do you see yourself living 10 years from now?



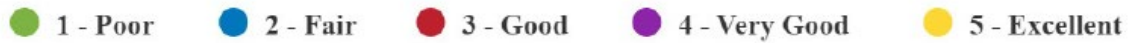
4. How long have you lived, worked, or attended school in Yarmouth?



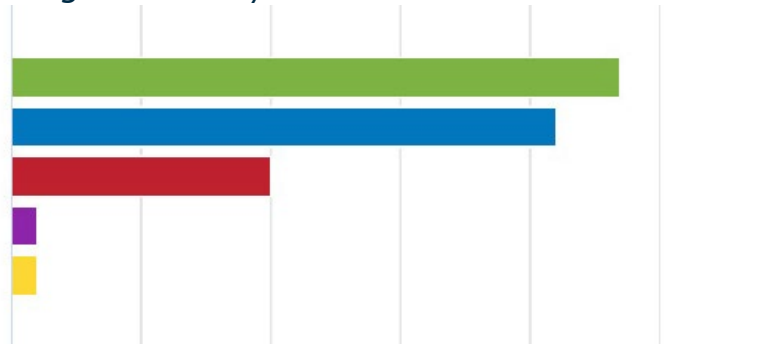
5. What are your favorite places in Yarmouth?



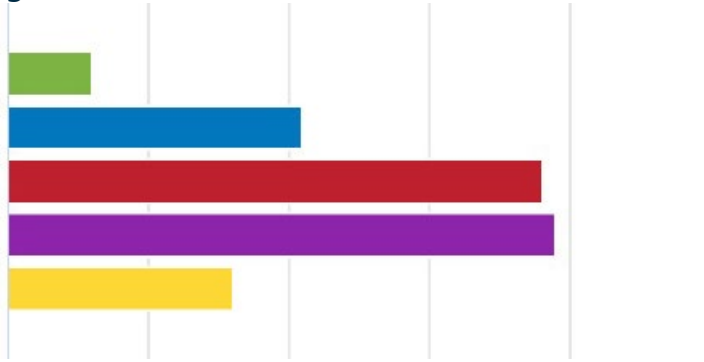
6. Please rate how well the Town is doing in addressing each of these concerns.



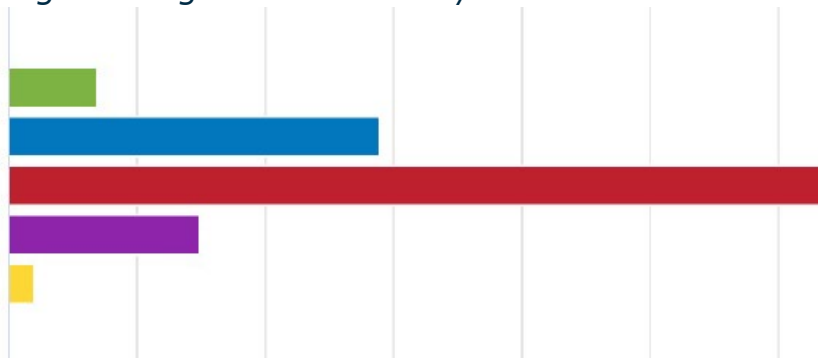
Addressing housing affordability:



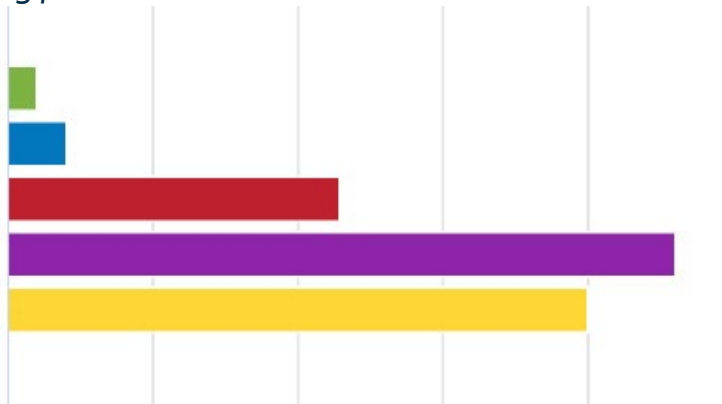
a. Preserving natural areas:



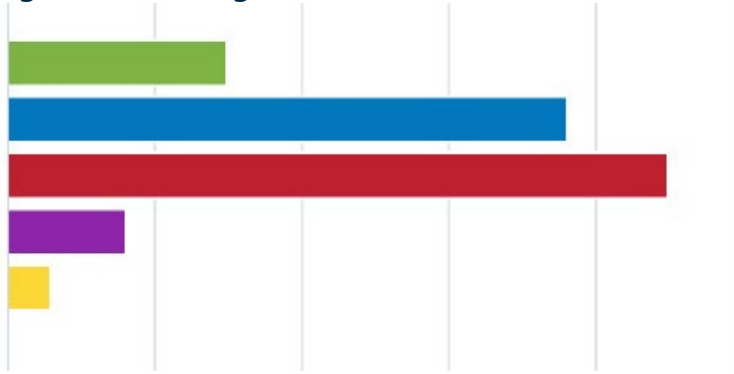
b. Developing a thriving business economy:



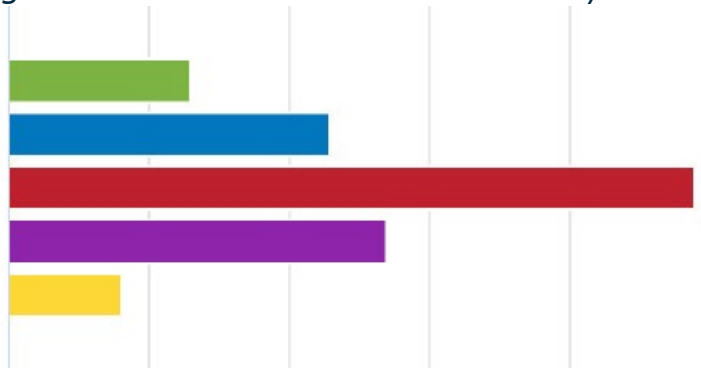
c. Supporting public schools:



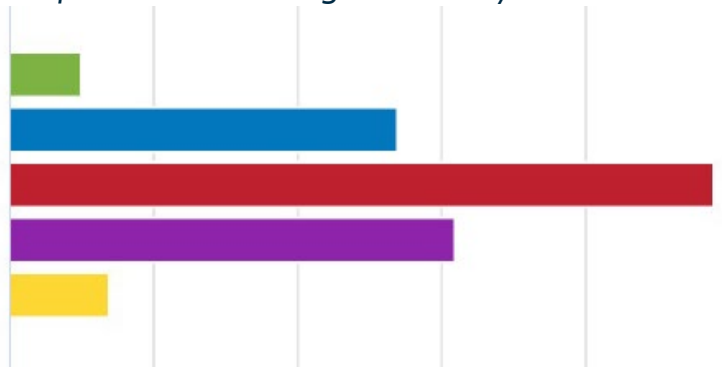
d. Addressing climate change:



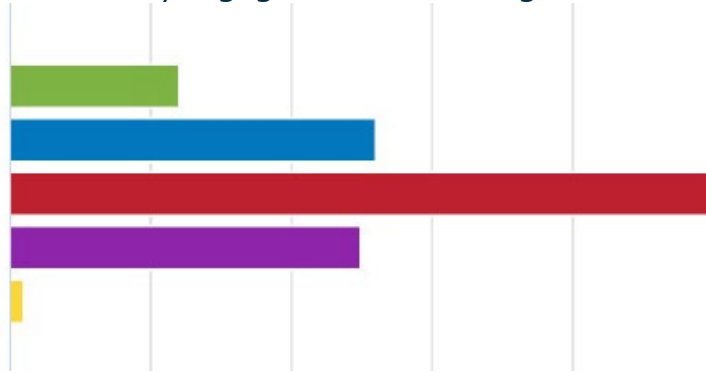
e. Preserving the historic character of the community:



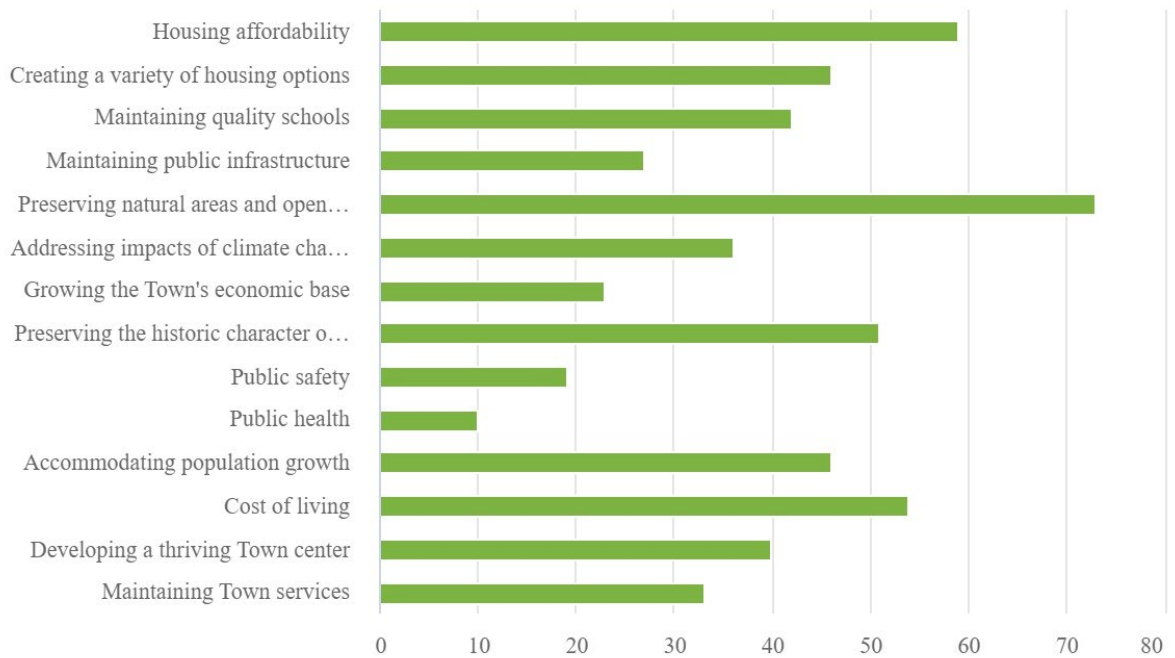
f. Creating an open and welcoming community:



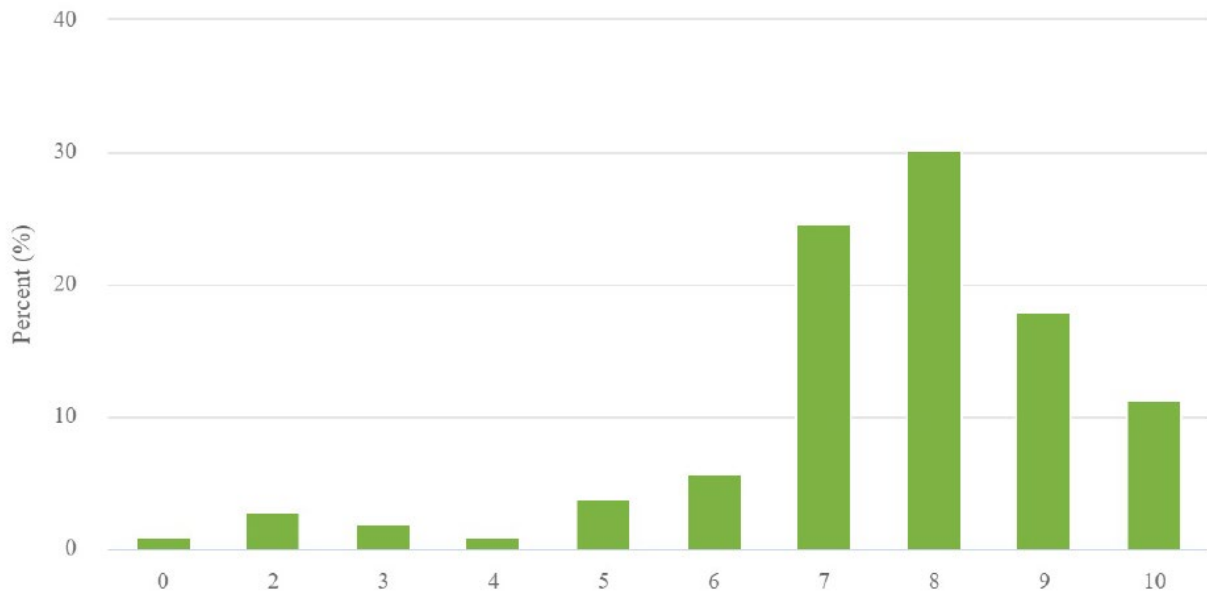
g. Fostering community engagement with local government:



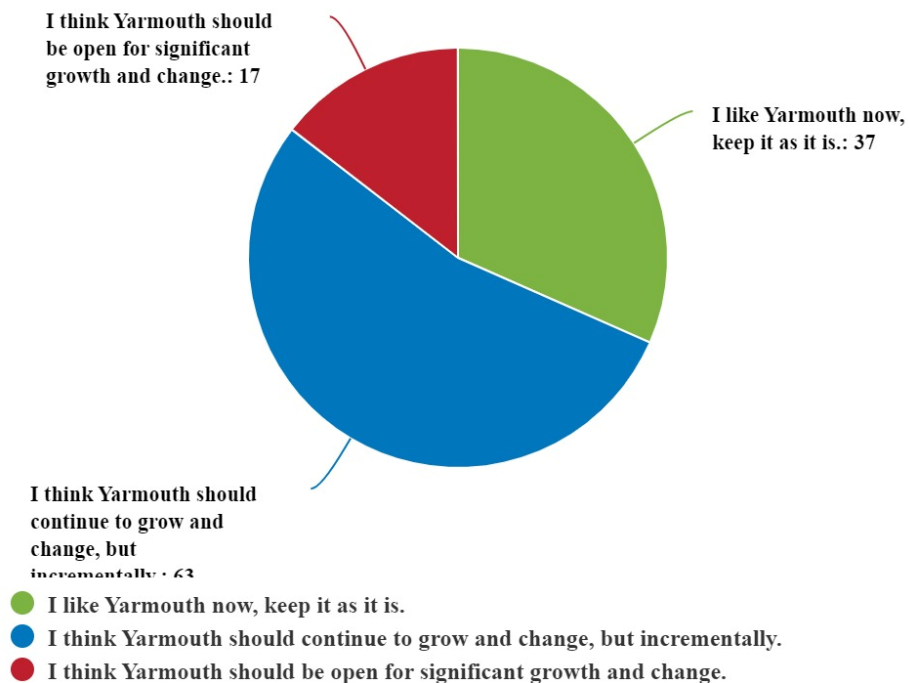
7. What are your biggest concerns as Yarmouth continues to grow and change? (Select up to 5 responses)



8. How well does Yarmouth meet your expectations of a great community or great place to live? (Sliding scale from 0 – poor to 10 – excellent)



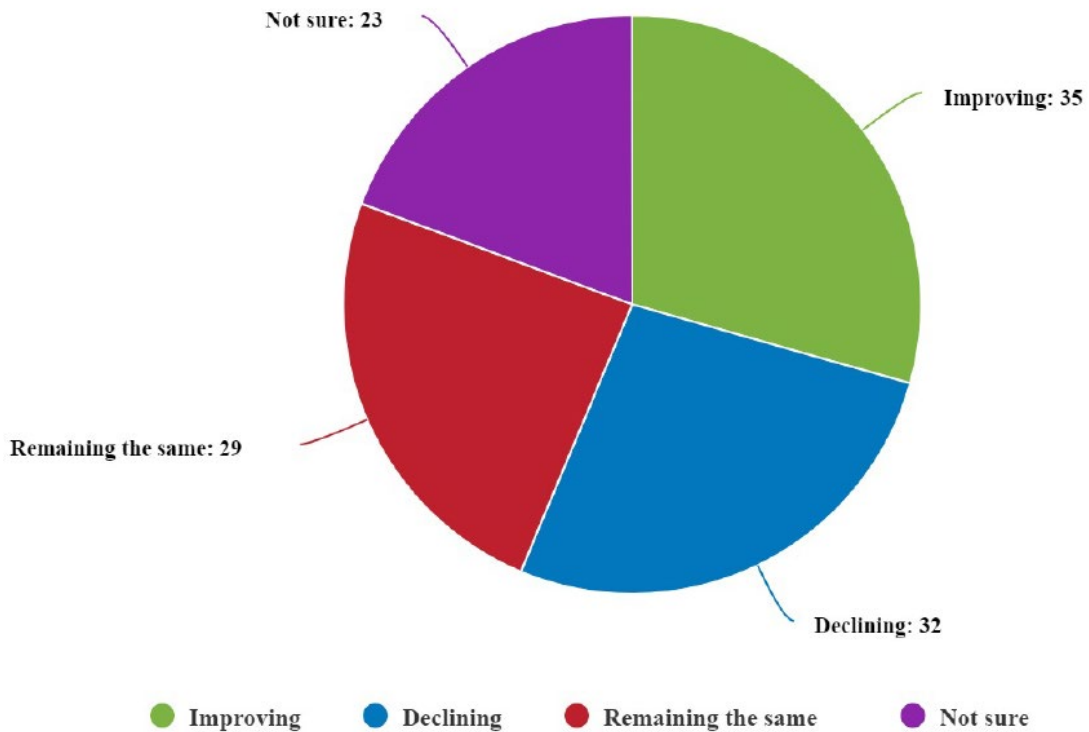
9. Select the statement that best represents your thoughts about Yarmouth.



10. What changes have you noticed in Yarmouth in the past 10 years (positive or negative)?



11. Do you believe the quality of life in Yarmouth is:



12. Which of the following statements best represent your vision for Yarmouth?

A town with a walkable, vibrant center that is a place for the community to gather.	58	49%
A town that is committed to preserving the environment and natural systems for the protection of wildlife, enjoyment by the community, and wellbeing for all.	47	40%
A town with a unique historic identity and small town character.	40	34%
A town where a strong quality of life is available to all, including access to safe and affordable housing, jobs, transportation, recreation, and education.	33	28%
A welcoming community with a strong social structure that supports diversity and inclusivity.	29	24%
A town where people feel safe and comfortable where they live, work, learn and play.	27	23%
A town that balances growth that supports quality housing and economic opportunity and protection of natural areas and open space.	25	21%
A town with a thriving and diverse local economy that supports new and existing businesses.	23	19%
A town that is innovative and forward-thinking while also respectful of the community's history and traditions.	22	19%
A town with abundant open space and recreational opportunities.	17	14%
A vibrant coastal community with vital commercial and recreational waterfront activities.	14	12%
A town where community members are actively engaged and empowered to participate in decision making that impacts the community.	14	12%



Photo credit: Jill Sady

