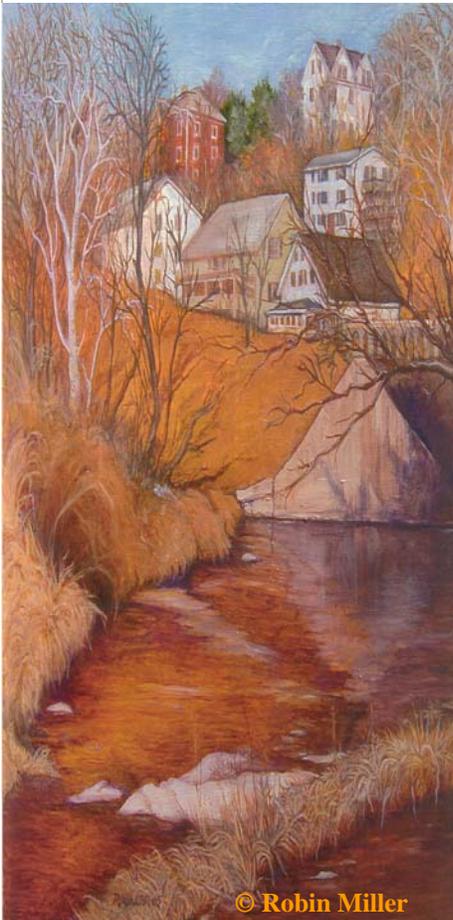


Volume Three: Augusta Residents Speak

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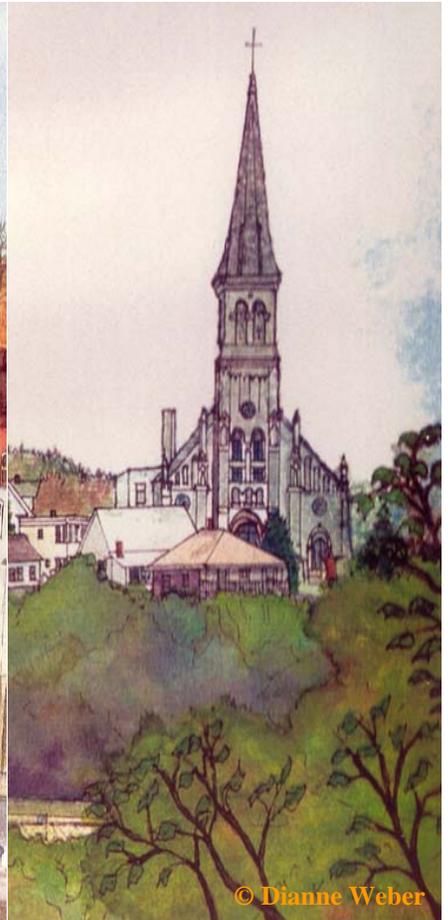
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OUTREACH FOR THE PUBLIC LISTENING SESSION

- ① Announcement in KJ;
- ② KJ editorial;

Shaping the future of Augusta (9-20-06)

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Augusta councilors unanimously passed the largest property-tax break in city history this week, effectively becoming investment partners with a North Carolina company in redeveloping the historic, 175-year-old Kennebec Arsenal. The city will return most of the property taxes the project is slated to pay over the next 25 years; in return, the project has been touted -- by city officials as well as developers -- as a key to downtown Augusta's long-awaited renaissance.

It would be nice if just one project could carry the water for such an ambitious goal and the Arsenal project, when all its various commercial and residential components are built, will be a substantial and attractive addition to the city. But there is no one project, commercial enterprise or event that will revitalize Augusta -- not the removal of the Edwards Dam, not full construction of the Capital Riverfront Park, not a restored Colonial Theatre or any single new restaurant or shop.

Rather, it's the sum of these and other elements, backed by the commitment of area residents and businesses, that will bring vibrancy back to the city's downtown. There is enormous potential in Augusta, particularly along the city's riverfront. Forging and carrying out a comprehensive vision for how to accomplish that potential should be a challenging, but ultimately rewarding, task.

Which brings us to this evening. That's when the Augusta Comprehensive Plan Committee will hold the first of several "listening sessions" for residents, business people and community groups to make comments and suggestions for the city's new comprehensive plan. That plan is a document meant to guide development in the city; it will deal with an almost dizzying array of issues, from Augusta's cultural assets to potential economic development, environmental concerns, infrastructure, public safety and transportation.

Once it is adopted, Augusta's zoning ordinances must comply with the principles of the plan.

The committee has already met a few times and established issue-based subcommittees; it has also put up a less-than-helpful website that needs revamping if the public is to get much use out of it. (We'd suggest starting by renaming the impossible-to-remember complex site address to www.augustacomprehensiveplan.com.)

The plan is due for completion in draft form by September, 2007; we'd encourage all those concerned with the city's future to attend tonight's meeting from 6:30 to 9:00 p.m. in the Cony High School auditorium and engage in this crucially important discussion -- and continue to participate in the discussion over the coming months.

We firmly believe that such community participation in planning this city's future is preferable to the battles over Augusta's direction that have been fought more recently in council chambers, planning board meetings and courtrooms.

Volume 3: Section A Public Workshops Results

③ KJ press release;

Augusta Listening Session Scheduled for September 20 at the new Cony

Residents, business people, and community groups are invited to make comments and suggestions on how to make Augusta a better place to live on Wednesday, September 20th, between 6:30 p.m. and 9:00 p.m., at the new Cony High School Auditorium.

The Listening Session is sponsored by the Augusta Comprehensive Plan Committee. The Comprehensive Plan will identify future goals for the City, and recommend changes in City policies and land use laws in order to reach those goals. The Committee Chair is Les Wilkinson and the Vice Chair is Lisa Dickson. Over a hundred Augusta citizens are involved in the various subcommittees working on the new Plan.

Committee Chair Les Wilkinson encourages citizens to attend:

“We’d love to hear from every Augusta citizen either on Wednesday or at some other time in this process. Everyone’s ideas are valuable. We also think citizens will enjoy seeing and using the new Cony High School Auditorium.”

The new Cony High School is on Cony Street next to the Capital Area Technology Center.

People who cannot make the meeting can send in their comments and suggestions at any time through the internet at <http://augustame.virtualtownhall.net/citizen.html>. Additional information about the Comprehensive Plan effort, including preliminary studies and documents, are available at http://www.ci.augusta.me.us/comp_plan/.

- ④ E-mail to Augusta Resident's Coalition (via Cecil Munson);
- ⑤ Phone calls to United Way,
- ⑥ Chamber of Commerce address by Les;
- ⑦ City Council Meeting (9/18) televised announcement of meeting
- ⑧ Cable TV message wheel announcement
- ⑨ Subcommittee's informing their groups and asking members to spread the word

NOTE FROM PUBLIC LISTENING SESSION

6:45 pm START

Introduction from Chair: Les Wilkinson

Les welcomed the attendees and thanked them for taking time out of their evening to join in the discussion on Augusta’s future. He introduced himself, the vice-chair Lisa Dickson and the subcommittees.

A comprehensive plan is a roadmap for future development and growth. It is requires by state law but the particulars of the plan are developed by the citizens of the city. Therefore it is “important to hear what is important for you (the resident).”

This public session exists to hear what is on your mind, and your neighbors mind. It hopes to gather goals and aspirations both the broad/grand and small. In the end there will be more goals than can be accomplished, and in all likelihood competing views. It is then the job of the committee to hammer out consensus and deliver a plan to the city council and planning board. The comprehensive plan will be used by these committees to shape the rules and ordinances to put the plan into action.

Tonight is about listening and hearing, not dictating.

Dilbert cartoon



NOT TONIGHT



Introduction from Lisa Dickson

Key components of the Comprehensive Plan:

1. Ensure early public participation
2. Produce and informed analysis

The goal of this session is to help to shape the direction and purpose of the plan. We would like to hear from residents and nonresidents alike, to hear everyone's views and questions.

Lisa also provided a series of questions already brought to the committee's attention.

- (1) How should the riverfront be developed?
- (2) What types of businesses should Augusta attract? Does there need to be a better sector balance? Is Augusta attracting enough "livable wage" types of jobs?
- (3) Is Augusta preparing itself to compete in the global economy?
- (4) Education plays a key role in this. Are we adequately preparing the future workforce?
- (5) The whole issue of regionalism - how does that work, and is it feasible for certain services in Augusta?
- (6) What should be the emphasis with respect to neighborhoods - preserving the existing ones; building new ones? Both?
- (7) Does Augusta need more affordable housing or more high-end housing?
- (8) How do we design a city that focuses on community as much as the commuter?
- (9) Do the zoning ordinances need to be revisited to allow for walkable, mixed-use developments?
- (10) Are non-profits really a drain on our economy?

The session was then opened up for comment and questions.

A. Keith- Maine Arts Commission

- It will take the sum of all ideas to make the plan work
- Special attention should be paid to arts and culture
- Arts and culture:
 - Build economy (in particular creative economy)
 - Foster creativity in business and government
 - Foster dialogue in communities
 - Foster understanding in community and among individuals
 - Foster understanding of global community
 - Strengthen community bonds
- “Rebuilding the front porch of America” by Patrick Overton
 - Talking about arts ability to unlock potential in a community

Les: Spoke of his personal goal for the project to make it useful and accountable. To ensure that the plan not collect dust but rather have a solid impact on the development of the city.
Question to Keith regarding specific ideas to incorporating art into the community

Keith:

- Venues for the arts such as this auditorium
- Increase local arts visibility
- Capital Park, Waterfront as locations for outdoor performances
- Keith offered to sit down with the committee to brainstorm other ideas

B. Richard Dumont (notes provided)

- “Snow Dump in our town is not an appropriate place. Can you image a conversation in Tampa or Seattle!! Can you believe that the Capital City of Maine uses its downtown for a snow dump.”
- “Granite Bridge Piers in Kennebec” need to be removed
- “Underground Free House at Civic Center , parking lot for Northeast and protection from commercial property at mall etc.”
- “Creation of a Utility district for the City. Natural gas and alternative sources of fuel for out homes and vehicles”
- “Encourage and perhaps help finance a sizeable pleasure boast to travel up and down the Kennebec, perhaps even in cooperation with others. Or in conjunction with one or several other cities and towns.”
- “Awaken the harbor master and ordinance to install more and better wharfs with tie ups for more boats and visiting boats.”
- “Encourage and support any and all political activities for the eventual elimination of most if not all non-profit organizations from our tax rolls.”
- “Strive for an ordinance that limits Augusta’s involvement in any TIF activity to no more than 50% of the taxable value of the land or project value. Perhaps include a council override for 10% (ten percent) additional to 60% with unanimous vote of the city council.”
- “ The Augusta water and sewer district should be encouraged to more involvement in economic development! They should be encouraged to develop a long range plan to

expand the two systems to attract more users. I don not believe that half our residents have connections to water and sewer! Both would contribute to a healthier citizenry. We see and hear what is happening 5 or 6 miles west of us.”

- Better “train and bus service” is needed
- NW in need of a fire station
- Augusta needs to capture money from business property tax

Dave (transportation committee): If the snow dump isn’t working where it is where should it be moved to?

Dumont: Alternate location was hindered by neighbor complaint. In need of some ideas for other locations as the existing one is an eye sore.

C. Tim Gouch (?), Small Business owner and developer (Layton Rd development)

- Interested in the development of neighborhoods
- Hopes that the plan allows for additional financing for small developers
- He is working on a master plan for a “new neighborhood” 78 acres including
 - Workforce housing
 - Homeownership
 - Elderly housing
- He brought sewer and water out to the site with own funds
- Wants to hear from the committee in regards to his plan and how it fits into the comprehensive plan
- Particular attention should be paid to questions of zoning
 - Parcels are not zoned properly,
 - Not enough existing infrastructure in relation to zoning
- New market tax credit
 - Help to mitigate rising development cost for small time developers

D. Ansley Sawyer (dentist)

- Special interest in Lithgow library (former treasurer, trustee)
- Notes that many committees deal with issues inn regards to the library including:
 - Leisure & recreation; housing, neighborhoods & quality of life; public safety buildings & facilities (maintain historic building); cultural assets (historical culture); economic development (good quality library increases economic development); education (library as learning); community development (planned addition/expansion of the library)
- Wants to ensure that committees “don’t fight over the library project”
- His hope is that the library is well represented

E. Cecil Munson (Community Network)

- Provided information from a concerned resident who could not make it to the meeting this evening.
- Particular concern is the need for more sidewalks and better public transportation/infrastructure

- Provided a memo written by Ms. Hayhurst in regards to public transportation issues and needs in the city.

F. Julie O'Brian (proud resident, raising 5 children in Augusta)

- Sees the Lithgow library as one of the jewels of Augusta.
- Views its expansion as an asset to other projects around the city including the new YMCA, Cony high school, new cancer center, and CARA filed expansion.
- She sees Augusta as a very caring, compassionate community

Les: Youth are encouraged to participate in this project. He would like to hear from Mrs. O'Brian's and other residents' kids.

G. Mary Mayo-Wescott (born and raised in Augusta)

- Resident dedicated to making Augusta a great city
- Glad that this committee is moving toward the future
- Worked on the city's 1996 Capital Action Plan (CAP)
 - She sees the benefit of strategic planning projects such as the CAP and this comprehensive plan
 - She notes that this committee has some of the same focuses as the CAP
 - Warns that the committee should not focus on business alone but look at the whole of the city including infrastructure, environment, and social services
 - Key goals of the CAP
 - Empower residents
 - Strengthen quality of life
 - Encourage economic growth
 - CAP was comprised of three reports
 - CAP
 - Open space plan
 - Transportation plan
 - The CAP was put on the backburner in 1998 but had some significant successes including:
 - New high school
 - Third bridge
- A focus needs to be on Community and Social Services
 - Work with groups such as Augusta Center for Social Services
 - There is a need for a taskforce for social services
 - Social services are a good economic tool
 - The employees and volunteers pay taxes and help the well being of the city (they go out to eat, shop in town, etc)
 - In 2002 a n ad hoc steering committee for social services was formed
 - The CAP helped to keep the AMHI open, providing vital services for residents
- Education is another key component
 - Linking K-12 with higher education
 - The city is doing well in terms of education but needs to focus on bridging the socioeconomic differences

- There is a lack of telecommunications which is hurting the city's growth and development
- There is a need to focus on good governance
 - Elected officials need to understand the charters, ordinances, and codes set before them
 - For this plan not to end up on a shelf the city council needs to understand and be educated about its importance and purpose

Les: Proposed a question to Mr. Gordon of United Way in regards to strategies for attracting his constituents to these public sessions. The committee would like to understand their needs and hear their views.

H. Mr. Gordon (United Way)

- Mission of United Way
 - Understand human needs
 - Raise money to address human needs
 - Instill a spirit of volunteerism in the community
- Has worked in the past with Frank O'Hara to create an inventory of human need in and around Augusta
 - The purpose was to measure human need in the area
- One way to get information from his constituents is to conduct forums
 - He will gladly provide information from the United Way forum to give the committee a launching point
- He provided handout: a measure of what is going on and what is needed within the community
- The city's Social Services Committee is a forum for the resolution of human need issues
 - The role of the committee needs to be formalized
 - The committee should partner with municipal organizations (fire, police, community development, health and welfare) to address ways of dealing with the city's human needs

I. Tim LeSiege (youth leader)

- Youth is missing from the room tonight
- How do we get the youth involved?
- Youth are not encouraged to volunteer
- Youth are too "busy" to volunteer
- He is working to encourage youth (18-40) to join nonprofits and volunteer
 - Suggests having businesses pay employees to volunteer or in other ways encourage them to give back to the community
 - Provide incentives for businesses that encourage volunteerism
- If you want to move forward you need to get young people involved
- Creating a plan for services in the next 10-20 years but will not have a full picture if the youth perspective is not included
- The State has done a study on attracting youth to the state- looking at what their needs are and what would get them to stay in the State
 - Information at realizemaine.org

- Augusta should implement the recommendations on the local level

Les: One way to figure out what the youth want is to ask those who have left. He solicited for those present to ask their children to give their ideas and visions

J. Kim Silsby (serves on Recreation & Leisure Committee)

- Encourages people to join committees
- Look to bring stakeholders into the community
- Taking stock of the community

K. (?)

- Looks to embrace and support youth- they are our future
 - Invite youth who have grown up in the city to give their input
- Lobby for the arts
 - The city in collaboration with other towns has created an inventory of artists in the city
 - We need to tap into the energy, creativity, and economy of the many local artists
 - Use art to engage youth
 - Art transcends age brings families, youth, and elderly together
- In need of a strong cultural arts commission
- Insure preservations of history, architecture and new England feel of Augusta
- Work to bring creative economy to Augusta

L. (?)

- Talking with lots of different people about their views of Augusta
- Assets include the new high school, YMCA, new cancer center, the arsenal project
- Challenges: loss of population
 - People who move out of Augusta into surrounding towns
 - Issue if high property tax
- There is a need to figure out what is special about Augusta and how to capitalize on that
- The question becomes what is our sense of place?
 - THE RIVER
 - The historic fort western and downtown area
- The city's centerpiece is the renaissance of the river
- The riverfront development includes
 - The arsenal as a center piece
 - Zoning changes to accommodate development and redevelopment
 - The new trail
 - An issue is that when on the trail you can either see the river or see the city you can't see both together. There is a need to visually link the city and the river
 - Redevelopment of downtown
 - Downtown is part of the river
 - People need to live downtown
 - Bring university students downtown
 - In particular musicians and artists to help revive night life

- Residential development
 - Big box trend has run its course and it is time to focus on neighborhoods and residents
 - New development on the east side
 - Need for a historic district on the west side
 - Would be good for the district both in terms of residential and commercial development
- Visitors
 - Sprucing up the city's gateways
 - Removing eyesores such as vacant buildings- how can we pressure change?
 - Address zoning of eastside corridor
- Things to enjoy in Augusta
 - UMA trail
 - Cony running trail
 - CARA complex
- Need to find ways to inform visitors and residents about what is available in Augusta
 - Visitors center
 - Kiosk at the mall
 - Signage for specific sites and destinations
 - Steer them to what is special
- Excited to see "unfamiliar" faces in the crowd tonight

M. Dave Rollins

- Specific vision for areas in and around Augusta
 - The land owned by the utility which runs from Fort Western to the bridge
 - This area is a prime location for mixed-use development
 - It is across from downtown and could be connected by a footbridge to the arsenal project
 - The City needs to utilize Fort Western
 - It is a hugely symbolic site for the city, state, nation
 - Has a large potential as a national tourist draw
 - Could be used as an anchor for urban renewal
 - Work to bring "life to the city"

N. Mark O'Brian

- Five things to see
 - Redevelopment of former Statler Site
 - Student housing at UMA
 - Provide a higher profile for UMA
 - Replica of old train station
 - Minor league sports team
 - City sponsored public art funded by property tax check off

O. Judith Johnson (came back to Augusta after college)

- Sees Augusta as a great city
- Education is critical to the city's future
 - Education is the best tool for economic development
- There is a lack of communication to youth about what is available in terms of civic and volunteer activities
 - Standing committee could have students on board
 - Message wheels to let them know what is going on
- Lack of public transportation

P. Peter Buotte(cultural survey committee)

- Historical tour boat: Augusta-Hallowell-Gardiner
- Highlight the city at night
 - Light the bridges (red/white/blue)

Q. Roger Pomerleau

- Looking for ideas for the development of mill site project
 - Marketplace for farmers and Maine products
 - Playground
 - Senior activities
- Youth: need more money for groups such as
 - boys and girls club,
 - scouts explorer program
 - Hodgkin's school karate program
 - Community needs to fund youth programs more
- There needs to be a survey of senior groups: find out their needs and wants
- Need for downtown redevelopment and renovation
 - Anchor businesses
 - Reinvestment in upper floors
 - Storefront development
 - Bring back sidewalk arts festival

R. Kim Davis

- Bring to attention Project Broken Window in New York
 - Addresses issues of vacant buildings

S. Delaine Nye (member of community development subcommittee)

- Has some practical issues
 - Societies accustom to moving by car
 - Individuals are not thinking about walking
 - She encourages people to "try" walking in and around their neighborhood and community
 - Walkability is a wonderful way to attract tourists
 - In Augusta you can drive to a destination but can't leave your car and walk around
 - Some of the reasons for lack of pedestrian mobility in Augusta include
 - The river

- Topography
- lack of and poor condition of sidewalks
- The existing infrastructure does not make it easy to walk and forces people to use their cars
- There is a need for increased sidewalk maintenance and policing of trees and shrubs that block walkways
- A walkable community will help
 - Attract people to the downtown (in particular boomers)
 - Create places for socialization:

T. Mr. Kaufman (?)

- Issues in regards to pedestrian development in Augusta
 - Poor drainage under sidewalks
 - The lack of drainage tears apart sidewalks and roads
 - Is costly to fix
 - Pedestrian bridge would need to be high enough to deal with River issues

U. Roberta Record

- There is a need for weekend daycare services for working families
 - In particular a need for weekend Montessori schools
- AMTRAK: bringing commuter train service to Augusta
- Need for more park and rides
- A campaign is needed to promote healthy habits (promoting walking and biking) so that people who choose to walk and bike within the community are respected and the community sees the benefit of investing in the needed infrastructure.

V. Dave Gomeau

- The River is the thread that holds the city together
 - It is the beginning, present and future
- The return of the Harbor seal is a huge ecological and community win for the city
- Vision: Winthrop Street and water to bridge street turn all of water street into park and pedestrian zone
- Tie this into the farmers market (Mill Park) and Fort Western

W. Cecil Munson

- Young people need to be involved
 - City officials need to go to high schools and conduct civic service studios (engaging and educating youth)
- Revisit Council Order 89
 - This is concerned with the way the city is buffered, the way it is put together and the aesthetics of the community
- Reclamation of Western Avenue and Sewell Street
- Replica of the old train station would
 - Support and foster historic preservation
 - Bring people downtown

- And should incorporate the Moose Motif in the windows of the bank (only existing portion of the old train station)
- Historic Sites need to be linked and expanded
 - Integrated web system so individuals can see all historic sites together
 - Link State, local and national inventories
- WiFi the City
 - The cable TV committee is working on this concept for the downtown
 - Use WiFi as an economic development tool and part of downtown revitalization

X. Libby Mitchell

- Reiterates the theme that the River is the thread
- Would like to see Water Street turned to the River
- Partnership: Focusing on the fact that Augusta is the State Capital
 - There is a unique position of state and city pride
 - Partner for development and infrastructure building (such as bridges)
 - Incorporate the capital into the image of the city
 - There needs to be some structure (organization) to help foster the partnership between city and state. To insure that all partners have a voice.
- There is a need for a Riverfront improvement plan
- Attracting youth to Augusta includes
 - Jobs
 - Places to go after work: fun/music/bars

Y. Donna Doore

- Agreed with Marks comments
- A trip to Savannah, GA brought to her attention the similarities between Savannah and Augusta. Saw that the walk-ability and waterfront there could be replicated here
- There are fire and police funds which may be used to help fund the children's groups in need
- Preservation of historic buildings
 - One looked over building is the old fire house across from the old high school
 - It has the potential to be a historic site/museum
- Vision: would like to spend a day in Augusta:
 - Visit the arsenal - walk/shop the waterfront – visit fort Western – cross the bridge – have dinner – see a show (Garrison Keller) at the auditorium in the Old Cony High School.

Z. John Honas (Gomez)

- Didn't feel at home anywhere else in Maine until he moved to Augusta
- He has positive feelings associated with the town – feels like this place is home

AA. Peter Buotte (Cultural Corridor Meeting)

- Would like to see a combined and shared part time arts development position for Augusta – Hallowell- and Gardiner

BB. (?)

- The city needs to look at what will bring in potential residents
- Something to bring national conferences to Maine
 - What happens in Augusta after 5 PM? Need to start exploring
 - The creation of a “night life” to draw people
 - Brewery
 - Pub
 - Club/dance hall
 - Locations to socialize
 - Things to do with the family
 - Carnival or water park – Funtown model

CC. Tim Gouch (?)

- There is a lack of quality affordable housing in Augusta
- It is difficult to find decent rentals
- How to get people who work in Augusta to live here?
- Places like the new Target/ Lowe’s will bring in employees in need of “cheap” decent housing
- At this point the cost of 1 to 2 bedrooms \$1000 rent for new construction rentals

DD. Derek Grant

- A member of the school committee
- Working to reach out to youth
- Offered to talk to Cony to get a forum for youth
 - Including past graduates to look at what they would like to see here, or what would attract them to return

EE. Jan Rollins

- Youth can be drawn to the community through their investment in the community
 - Students plan, design and implement projects for the city giving them a sense of ownership and pride in the development of the city
 - “ This is what I did in high school”
 - This can be achieved through Service Learning Grants that incorporate K-12 as well as higher education
- Would like to see bike lanes and bike lock locations
- Create an Augusta Resident incentive program: Residents could get reduced parking fees, visit historic sites at reduced rates, etc.

Les: Closure

At the end of the day this project is about the pursuit of excellence. There is a need for improvement for more outreach, to meet the “others” who were not in attendance tonight. He would like suggestion on how to outreach more effectively to encourage others to join in!!!

One suggestion is to televise these public sessions.

Written Commentary:

- We need public bathrooms downtown and on walking path
- We need more park benches in our parks with flower gardens or herb garden displays.
- Have boxes around the city to put these (comment cards) in – pass them out at schools
- I agree better housing
- Tear down ugly unkempt buildings
- Jessie Honas (Channel 9)
 - Visitor center and kiosk are excellent suggestions
 - 6 year resident purchased a home on Old Belgrade Road in 2003. Have considered moving out to get away from “sprawl”. Every time I cross the memorial bridge and see to capital building and “Welcome to Augusta” I know I don’t want to move “out”. I love the trails behind the schools and have often wondered why they are kept so secret. I love the peace of the waterfront and was pleased to hear the suggestion to develop this wonderful asset. I also appreciated the comments to beautify the city by cleaning up the eyesores. I would like to be proud to live here, Lets develop volunteer projects to beautify the city – I am not much of a committee person but I love hard work.
 - Welcomes the use of the free public service wheel at Channel 9
- 56% of Augusta’s public school students qualify for free and reduced meals – resources are needed to assist these young people.

Community Mapping Session Write-Up

Saturday
March 10, 2007

On Saturday March 10 2007, 50 Augusta residents met at the Capital Area Technical Center to help map out the future of the City. After a brief introduction the group was divided into six tables. Each table was given a series of maps, marker, and post it notes to participate in the six visioning exercises.

1) **Identifying Key Features**

In this exercise, the tables was asked to define and locate on aerial maps the key features that make Augusta what it is.

2) **Identifying Underutilized Areas**

The tables was then asked to define and locate areas and features that were either underused or needed rehabilitation.

3) **Types of Development**

In this exercise, each individual was asked to define what types of development they would like to see in the community.

4) **Putting Development on the Map**

After individually defining development types the tables were asked to place the types on an aerial map of the City. The goal was to define where specific types of development should take place.

5) **Drawing Development Boundary**

After placing the development the tables were to draw a boundary around concentrated areas of development to create a basic growth boundary.

6) **Defining Areas in Transition**

Finally the group as a whole focused on specific areas of transition within Augusta. They were asked to explain how these areas could be improved and revitalized.

Volume 3: Section A Public Workshops Results



Community Mapping Session Write-Up

Saturday
March 10, 2007



Exercise 1: IDENTIFY KEY FEATURES

List the key features that you think are unique to Augusta: (Also identify them on the map using the pink and green post-it notes. Put the name of the feature on the note, then stick the note on the map close to the actual location of the feature. Start with the downtown map, then move to the city-wide map.)



The first exercise given to the participants was to identify what they saw as the key features of Augusta. Key features could include any place, area, activity, building, or service that the individual found to be important or significant to the city. After the participants individually recorded their perceived key features, the groups collectively reviewed their choices and placed agreed upon elements on the maps provided.

In reviewing the individual choices there are over 100 identified key features in Augusta. These are broken down into six categories (1) culture and education; (2) recreation; (3) transportation and infrastructure; (4) service centers; (5) buildings and places; and (6) Historic Buildings. The top five features overall were the *Lithgow Library*, *The River*, *Fort Western*, *Capitol Park* and *the Arboretum*. In general parks, trails, and historic buildings/sites were most often sited as key features. Throughout the workshop there was a strong emphasis on the preservation of open space, the reuse of historic structures and areas, and the connectivity of trails and view sheds throughout the city. The participants wanted to insure that the key features were not only maintained but also highlighted.



Community Mapping Session Write-Up

Saturday
March 10, 2007

Exercise 2: IDENTIFY UNDERUTILIZED AREAS & BUILDINGS

List the key features that you think are unique to Augusta:
(Also identify them on the map using the yellow and orange post-it notes. Put the name of the feature on the note, then stick the note on the map close to the actual location of the feature. Start with the downtown map, then move to the city-wide map.)



The next activity had the participants identify those features within Augusta that they believed were underutilized. The term underutilized could include vacant buildings (either the whole building or parts), particular lots or parcels which could have a higher or better use, amenities that are not being utilized to their full potential, and/or areas throughout the city (streets, neighborhoods, etc) that could be redeveloped. It is interesting to note that all of the top five key features also turned up on the underutilized list. In general, there was much over lap between the two suggesting that the participants felt that the key features of the city were not being utilized to their fullest potential. This was particularly true for the river and the downtown areas.

The top five underutilized features in Augusta were *the Statler Mill; the River; Edwards Mill area; Downtown Buildings/Water Street; and the Flat Iron building*. Many participants also focused on MDOT facilities and garages as major “eye sores” of the city. The location of these facilities was seen as prime real estate which could be used to a higher and better purpose. In addition, they indicated a significant number of roadways as in need of redevelopment, specifically focusing on gateways and major thoroughfares. Though many of the recreation and green spaces were seen as key features the majority were also seen as underutilized. Many participants wanted to focus on increasing the access to these areas while preserving them from development.

Community Mapping Session Write-Up

Saturday
March 10, 2007

Exercise 3: TYPES OF DEVELOPMENT

Check how much of these types of NEW development you would like to see...

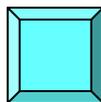
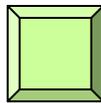
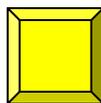
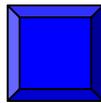
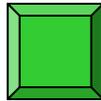
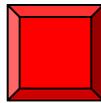
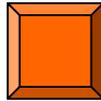
	None	1 or 2 Places	Lots of Places	Comments
 <p>Small Scale Commercial/Office</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<ul style="list-style-type: none"> Redevelopment/Reuse Walkable/Infill Compatible with Neighborhoods
 <p>Large Scale Commercial/Office</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<ul style="list-style-type: none"> Business Parks Only (no retail) Compatible with Neighborhoods Provide Skilled Jobs
 <p>Parks, Trails, Recreation, River Access</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<ul style="list-style-type: none"> Connectivity of Trails Locate Throughout City River Access Open Space/Meeting Places
 <p>Arts, Culture & Public Spaces</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<ul style="list-style-type: none"> Downtown Theatre Reuse of Historic Bldgs Focus on Arts
 <p>Condominium/Townhouse</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<ul style="list-style-type: none"> Multiple Types Multiple Income Levels Multiple Areas
 <p>Multi-story Apartment/Condominium</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<ul style="list-style-type: none"> Affordable Housing Fit into Neighborhoods Academic Housing
 <p>Single Family Homes</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<ul style="list-style-type: none"> Multiple Areas/Densities Low/Middle Income to High Income Conservation Subdivisions/Cluster

Community Mapping Session Write-Up

Saturday
March 10, 2007

Exercise 4: PUTTING DEVELOPMENT ON THE MAP

Taking the development types, where in Augusta would you like to see them? Using stickers and markers show on the map where you would like to see development.



Community Mapping Session Write-Up

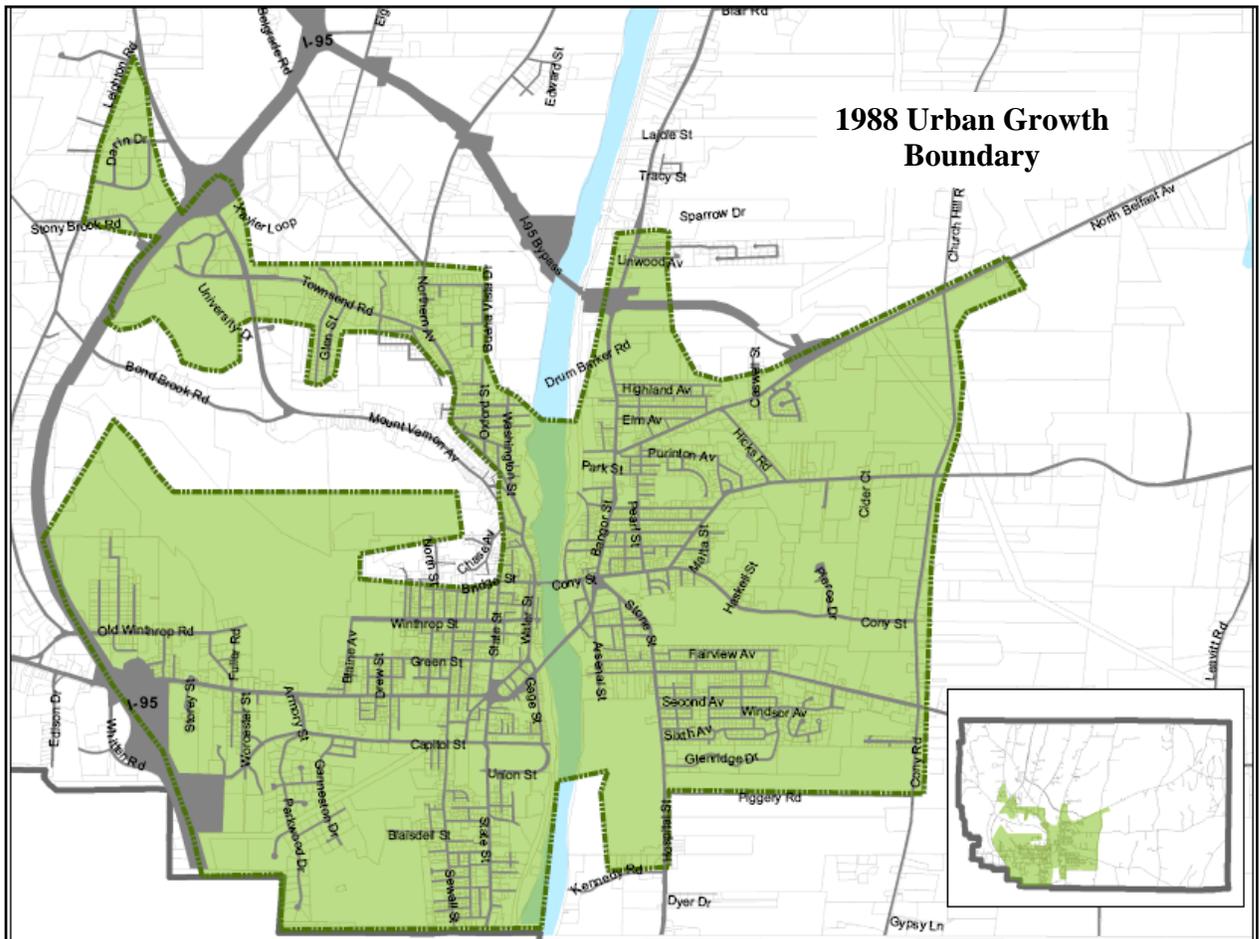
Saturday
March 10, 2007

Exercise 5: DRAWING A DEVELOPMENT BOUDARY

Using the black marker draw a circle around the portion of Augusta where you think 75% of the future

This exercise was more time consuming than expected with many participants un- sure of how to address the question. The majority of groups chose to show areas of particular development rather than a concurrent boundary. Typically the areas of de- velopment were delineated by type of use. For example residential housing along Cony Road or Commercial Development along Water Street.

In the end, the culmination of exercise for (places development types on the maps) gave a rather clear indication of where participants wished to see future develop- ment. For the most part this are included North Civic Center Drive (near the new cancer center), Cony Road to East and Western Ave to the I-95 interchange on the west side of town.





Community Mapping Session Write-Up

Saturday
March 10, 2007



Exercise 6: DEFINING AREAS IN TRANSITION

Describe desired “character” of areas in transition— 20 years from now

1) Lower State Street

The majority of participants felt that commercial development with a strong emphasis on gateway and green space design was most suited to this area. Multi-unit residential development was also encouraged with again an emphasis on walkability and green space such as river trail access and views of the capital. The following highlights the types of development that participants said they would like to see in the area:

- Gateway: beautify streetscape– create green space
- Commercial/Business: Office/Commercial use with a focus on small business
- Residential: cluster development with expansive green space and views of capital and/or river trail; both single and multi-family units
- Roads and Infrastructure: reduce to 3 lanes; bury power lines; slow traffic; sidewalks
- Development: no car dealerships
- Culture/Quality of Life: restaurants

2) Western Ave

Along Western Avenue the participants preferred continued commercial and office development. As with Lower State Street they wanted the new developments to include green space within the design process including streetscape design that emphasized walk ability and landscape buffering. Key to this are was improvement of traffic patterns along the road itself. The following highlights the types of development that participants said they would like to see in the area:

- Gateway: streetscape design, green space, pedestrian zone
- Commercial/Business: Office, retail, and public service; rehab, manage, rehabilitate mini malls
- Residential: Multi-family
- Roads and Infrastructure: improve traffic pattern (speed, turn lanes, synchronize lights); bury power lines; reduce lanes
- Development: no more auto sales; contract zoning
- Culture/Quality of Life: restaurants, market, cultural areas





Community Mapping Session Write-Up

Saturday
March 10, 2007



Exercise 6: DEFINING AREAS IN TRANSITION

Describe desired “character” of areas in transition— 20 years from now

3) Outer Western Ave

In Outer Western Avenue commercial development remains the dominant type of development. Again it is hoped that this development will be in conjunction with green space buffering. This roadway was highlighted as a key gateway which requires a regional approach working in conjunction with Manchester. The following highlights the types of development that participants said they would like to see in the area:

- Gateway: green space and buffering; regional approach with Manchester
- Commercial/Business: commercial, retail, business, and office development
- Residential: all types of housing (little interest in residential for this area)
- Roads and Infrastructure: widen avenue, control speed, bury power lines
- Development: no car dealerships, mixed use,

4) Civic Center Drive

Most participants wanted to maintain the character of Civic Center Drive by focusing on business/commercial development and cultural/education growth. As with all the other transition zones there was a strong emphasis on green space buffering and gateway design. The following highlights the types of development that participants said they would like to see in the area:

- Gateway: green space preservation and buffering
- Commercial/Business: mixed use business/commercial/medical
- Residential: UMA dorms, apartment rehab and growth
- Roads and Infrastructure: control speed, bury power lines
- Cultural: development of cultural, recreational, educational centers



Community Mapping Session Write-Up

Saturday
March 10, 2007

Exercise 6: DEFINING AREAS IN TRANSITION

Describe desired “character” of areas in transition— 20 years from now

5) Riggs Brooks

Residential development with a strong emphasis on open space and public accessibility were the key desires for the future of Riggs Brooks. In regards to commercial development the participants felt that small mixed-use residentially-focused development could be included on a limited basis. The following highlights the types of development that participants said they would like to see in the area:

- Commercial/Business: light retail and commercial (residential compatibility)
- Residential: cluster multi-style housing; strategic neighborhood design
- Roads and Infrastructure: bury power lines
- Development: mixed-use small scale development
- Open Space: parks; green space; and rural character

6) Leighton Road

The desire for Leighton Road was for a mixed use commercial and residential area. This section had the most disconnect with some people advocating increases in light industrial work and limited residential growth while others wanted more residential and a phase out of the current industrial uses. The following highlights the types of development that participants said they would like to see in the area:

- Development: mixed use commercial/residential/office
- Residential: cluster multi-style housing; maintain and enhance existing neighborhoods
- Commercial/Business: small scale manufacturing/industrial and commercial uses
- Open Space: preserve rural character
- Roads and Infrastructure: bury power lines, enhance road

Cony High School Student Workshop: The Youth Perspective

Monday
September 24, 2007

Representatives from Planning Decisions met with three Cony High School home room classes in the fall of 2007. They engaged the students in an exercise to gauge their perceptions of Augusta today and what they wanted Augusta to have in the future. All classes were posed the question “What would make Augusta Great Today?” and 9th, 11th and 12th grade classes were also asked “What would make Augusta great in the Future?”. Due to a Senior Class Day, senior answers were not recorded until October 15, 2007. Highlighted in red are ideas that more than one student expressed or that there was class consensus on.

9th Grade – Freshman	
<p><u>What Would Make Augusta Great Today?</u></p> <ul style="list-style-type: none"> • More Trails & Parks • More Places to Eat • Bigger Mall (more choices) • More Places to Hang Out • More Fun Things To Do • Amusement Park • Rock Climbing Wall • Laser Tag & Paint Ball • Skate Park • An Arcade • A Money Tree • A Zoo • Teen Club 	<p><u>What would make Augusta Great in the Future?</u></p> <ul style="list-style-type: none"> • Escalator Sidewalks • A SWAT Team (so I can work there) • Nike Hi Dunk Outlet Store • Calabelas Store • Entertainment (Comedy Club, Omni Theater, etc) • Being close to Family, Friends, & Memories • Robots • Lower Taxes • A Big Amusement Park • An Arena Football League
10th Grade: Sophomores	
<p><u>What Would Make Augusta Great Today?</u></p> <ul style="list-style-type: none"> • More Job Opportunities for Teens • Happier People • Bigger Airport • Encourage Growth in Water St District • New Golf Course or Ice Rink • Cement Skate Park • Multi-purpose Performing Arts Theatre (Colonial Theatre on Water St.) • More Parks & Recreation Areas • More Activities for Young People To Do (keep kids of streets and away from drugs) • Club for Teens with Dancing, Bands, Pool Tables etc. 	

Cony High School Student Workshop: The Youth Perspective

Monday
September 24, 2007

11th Grade – Juniors

What Would Make Augusta Great Today?

- **Gaming Center**
- More Places for Teen Entertainment both recreation and alternatives to the mall
- **Club for Teens with Dancing, Bands, Pool Tables etc.**
- More Specialty Stores & a Bigger Mall (mall is currently inaccessible for youth)
 - Hot Topics
 - Spencers
 - Chuckie Cheese
- **Better Bands and Concerts**
- Bigger Civic Center
- Outdoor Music Venue
- Better Downtown
- More 4-wheel Trails

What would make Augusta Great in the Future?

- **Lots of High Paying/ Good Opportunity Jobs**
- Hover Cars
- **Better Educational Values (more structured education system)**
- Affordable higher education
- Safer Neighborhoods
- Balance of malls & outdoor recreational opportunities
- More recreation opportunities
- Bigger music community (cheaper place for local & big bands – like “the Station” in Portland)



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Research Report

Augusta Comprehensive Planning Committee

2006 Augusta Community Survey

Survey Report

Prepared by:

Jason Maurice, Ph.D.
Brian Robertson, Ph.D.

December 2006

Volume 3: Section B Results of the Public Survey

Research Report

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I. Introduction

Market Decisions conducted this project on behalf of the Augusta Comprehensive Planning Committee. The goal of the research was to obtain public input from the residents of Augusta to assist the Committee in the development of Augusta's Comprehensive Plan.

This report provides the results of the survey of Augusta residents. It is divided into four sections:

- This introduction
- Survey methodology
- Key findings from the survey
- A summary report of research findings for each survey item

A set of technical appendices is provided in a separate volume.

II. Survey Methodology

The Survey Questionnaire

The survey instrument used during the course of this survey was developed in collaboration with the Augusta Comprehensive Planning Committee and Planning Decisions. The survey instrument was designed to assess the views and opinions of residents on various issues concerning the future of Augusta. These topics included:

- Business growth and economic development
- City and Public Services
- Education and the school system
- Environmental Issues
- Growth
- Housing and neighborhoods
- Issues concerning the elderly
- Issues facing Augusta in the Future
- Jobs and Income
- Quality of Life
- Responsiveness of City Government
- Safety
- Taxes
- Transportation

Sampling

The target population for this research consisted of all residents in Augusta. The goal of this research was to provide an accurate assessment of the views of all residents of the city of Augusta. The research was designed to allow statements to be made about the views of residents with a known level of precision. The survey was administered by telephone.

The sample of telephone numbers called was based on a complete updated list of telephone prefixes (the first three digits in a seven-digit number) used in Augusta. The sample was generated using software provided by GENESYS Sampling Systems. This software ensures that every residential telephone number has an equal probability of selection. When a working residential number was called, an adult age 18 or older in the household was randomly selected to complete the interview. The results of this survey are considered generalizable to all Augusta residents with telephones.

Data Collection

The 2006 Augusta Community Survey is based on telephone interviews conducted from November 21 to December 12, 2006 with 404 randomly selected Augusta residents.

The 2006 Augusta Community Survey included a rigorous data collection strategy:

- Rotation of call attempts across all seven days at different times of the day according to industry standards for acceptability and legality in telemarketing.
- A minimum of 9 call back attempts per telephone number at the screener level (before the number was identified as a qualified residential number).
- 2 attempts to convert refusals (the exception were those household that made it clear they were not to be contacted again).
- A minimum of 9 callback attempts for “no answer” or answering machine only telephone non-contacts and for inappropriate contacts (contact only, no most knowledgeable adult home), and scheduled callback appointments.
- A brief message with a toll free number was delivered to answering machine only attempts to encourage participation (messages were left on the first, third and seventh answering machine dispositions).

Per industry standards, interviews were only conducted during the hours from 9 AM to 9 PM seven days a week. The only exceptions were specific, scheduled appointments outside this range.

The CATI system used by Market Decisions during the course of this survey is designed to allow interviewers to set callback appointments for a specific date and time. It is also designed to allow a respondent who has begun the survey and cannot finish it to complete it at a later time. This is done so that the respondent can complete the survey at a time that is most convenient for him or her. The interviewer enters the date and time the respondent provides and the respondent is then contacted at that time.

The average survey length for the 2006 Community Survey was 18.8 minutes.

Survey Response Rates

Among all residents the respondent cooperation rate was 73% and the survey response rate was 23%. The refusal rate for the 2006 Augusta Community Survey was 2%.

<i>Respondent Cooperation Rate:</i>	<i>73%</i>
<i>Response Rate:</i>	<i>23%</i>
<i>Respondent Refusal Rate:</i>	<i>2%</i>

Cooperation Rates – This represents the proportion of all cases interviewed of all eligible units ever contacted. That is, what percent of identified respondents ended up completing the interview. This includes cases where a respondent refused to do the survey, began but did not complete the survey, cases where a respondent wished to complete the survey at another time but did not end up completing the survey, respondents who did not speak English, and respondents who were infirm.

Response Rate – Designated as the ratio of the number of completed interviews divided by the number of eligible units in the sample.

Refusal Rate – The refusal rate represents the proportion of all cases in which a respondent refuses to be interviewed, or breaks-off an interview, of all potentially eligible cases. The refusal rate includes hard and soft refusals.

Data Weighting

The data has been weighted to adjust for non-response and also to match the profile of residents by their age and gender. Weighting is a statistical process that normalizes survey respondents to the actual population based upon a set of characteristics. Weighting the survey data allows one to use survey data to make statements about the target population. This means that we can say the survey results reflect the views of the population as a whole within the precision of the survey.

Sampling Error

The percentages reported for the 2006 Augusta Community Survey are within plus or minus 5% that would be found if all residents completed surveys. For example, if our survey showed that 50% of the respondents thought improving air quality was important, then the comparable figure for all residents would be somewhere between 45% and 55% with a confidence level of 95%.

Report Notes:

The tables and charts provided in this report include percentages based on valid responses to the survey questions. The percentages and means reported DO NOT include respondents who answered either “Don’t Know” or refused to answer. Counts for each survey question including the “Don’t Know” or “Refused” responses are included in the cross tabulations in the Technical Appendix.

The results from the survey have been geocoded to allow for analysis of the results by where residents live. Residents have been grouped into four geographic quadrants defined approximately by:

- The Androscoggin River
- Cony Street and South Belfast Road (with a divider drawn to Bridge Street)
- Mount Vernon and Bond Brook Road (with a divider drawn to Bridge Street)

These quadrants are:

- Northeast – east of the river and north of Cony Street and South Belfast Road
- Southeast - east of the river and south of Cony Street and South Belfast Road
- Northwest – west of the river and north of Mount Vernon Road and Bond Brook Road
- Southwest – west of the river and south of Mount Vernon Road and Bond Brook Road

III. Key Findings

Part I. Ratings of Augusta's Performance

- Residents are pleased with how Augusta is doing overall, with preservation of its historic heritage, educating young people, and enforcement of traffic laws as the 3 areas most highly rated.

Part II. Perspectives on Augusta

- Residents show the strongest agreement with statements related to purchasing fresh food at a farmer's market and desiring increased educational opportunities, while they are less likely to agree that Augusta has a lively night life, the city is less safe than surrounding areas, and feeling that their views are listened to at City Hall.

Part III. Future Choices

- Residents do not oppose any of the policy options presented in the survey and are most supportive of helping the elderly, providing more community gathering places, and charging impact fees to new developments to defray the costs of building infrastructure.

Part IV. Augusta's Public Services

- Residents feel the city is doing enough with respect to the Fire Department and Cony High School, while the areas in which residents feel the city should do more are public transportation for seniors and those with disabilities, as well as road maintenance.

Part V. Key Environmental Issues

- Residents feel all the environmental issues presented in the survey are important, with protection of water quality, keeping invasive plants out of lakes, and preserving plant habitat and forests as the most important.
- 69% of residents believe the city should be more stringent in its environmental regulations.

Part VI. Education and Schools

- Residents gave slightly positive ratings to the Augusta public school system.
- 56% of residents believe that the city is spending its educational dollars wisely.
- Residents see the lack of funding, the need for more teachers, and safety as the greatest issues facing Augusta schools.
- 63% of residents indicate that they or their children attended or are attending Augusta's public schools.
- Among residents that attended Augusta's public schools or had children attending an Augusta School, 41% graduated from Cony High School. Over half graduate prior to 1980.

Part VII. Reasons for Living in Augusta

- The factors most important to residents in their decision to move to or continue living in Augusta are convenience to health care and social services, affordability of housing, and the characteristics of the neighborhood.

Part VIII. Issues facing Augusta

- Residents mention cleaning up and revitalizing the area, attracting businesses, providing adequate parking, attracting retail shops and attracting restaurants and entertainment open after 5 PM as things that would help the Augusta downtown.
- Residents see taxes, the educational system, attracting high paying jobs, and downtown development as the most important issues facing Augusta.
- Residents feel that the committee should consider city leadership issues, retail and commercial development along with downtown and waterfront development, among other issues.

IV. Summary Report

Part I. Ratings of Augusta's Performance

Residents are pleased with how Augusta is doing overall, with preservation of its historic heritage, educating young people, and enforcement of traffic laws as the 3 areas most highly rated.

On a scale of 1 to 7, where 1 is poor and 7 is excellent, how do you feel Augusta is doing today in the following areas

Preserving its historic heritage?	5.10
Educating young people?	4.92
Enforcing traffic laws?	4.89
Protecting neighborhoods?	4.66
Protecting the environment?	4.57
Providing a good quality of life for seniors?	4.56
Providing access to excellent health care?	4.25
Supporting locally-owned businesses?	4.10
Creating a lively arts and culture scene?	3.78
Attracting young families with children?	3.68
Creating good-paying jobs?	3.55
Keeping property taxes reasonable?	3.34
Considering everything together, how would you say Augusta is doing overall?	4.51

Note. Based on valid responses only

Significant Differences by Group:

Preserving its historic heritage

- Those with a high school education or less feel the city is doing a better job compared to other educational groups.
- Those earning less than \$50,000 per year feel the city is doing a better job compared to other income groups.

Educating young people

- In general, the older one is the better they feel the city is doing, with 25 to 34 year olds rating this area the lowest.

Protecting neighborhoods

- Men feel that the city is doing a better job compared to women.
- Those who have lived in Augusta for 2 years or less feel the city is doing a better job compared to those who have lived in the city longer.

Providing a good quality of life for seniors

- Men feel that the city is doing a better job compared to women.

Providing access to excellent health care

- In general, the older one is the better they feel the city is doing, with 25 to 34 year olds rating this area the lowest.
- Those living in the Northeast of the city feel the city is not doing as well a job compared to other age groups while those living in the Northwest feel the city is doing a better job compared to other age groups.

Supporting locally-owned businesses

- In general, the older one is the better they feel the city is doing, with 25 to 34 year olds rating this area the lowest.
- Those with a high school education or less feel the city is doing a better job compared to other educational groups.
- Those making \$50,000 or less per year feel the city is doing a better job compared to those making more than \$50,000.

Creating a lively arts and culture scene

- 25 to 34 years olds feel the city is not doing as well a job compared to other age groups while those 65 or older feel the city is doing a better job compared to other age groups.
- Those making less than \$25,000 per year feel the city is doing a better job compared to other income groups.
- Those who have lived in Augusta for more than 20 years feel the city is doing a better job compared to those who have lived in the city less time.

Attracting young families with children

- 25 to 34 years olds feel the city is not doing as well a job compared to other age groups while those under 25 feel the city is doing a better job compared to other age groups.
- Those with a high school education or less feel the city is doing a better job compared to other educational groups.
- Those making \$50,000 or less per year feel the city is doing a better job compared to those making more than \$50,000.
- Those who have lived in Augusta for 2 years or less feel the city is doing a better job compared to those who have lived in the city longer.

Creating good-paying jobs

- 45 to 54 years olds feel the city is not doing as well a job compared to other age groups while those 65 or older feel the city is doing a better job compared to other age groups.
- Those living in the Southeast of the city feel the city is not doing as well a job compared to other regional groups while those living in the Northwest feel the city is doing a better job compared to other regional groups.

Keeping property taxes reasonable

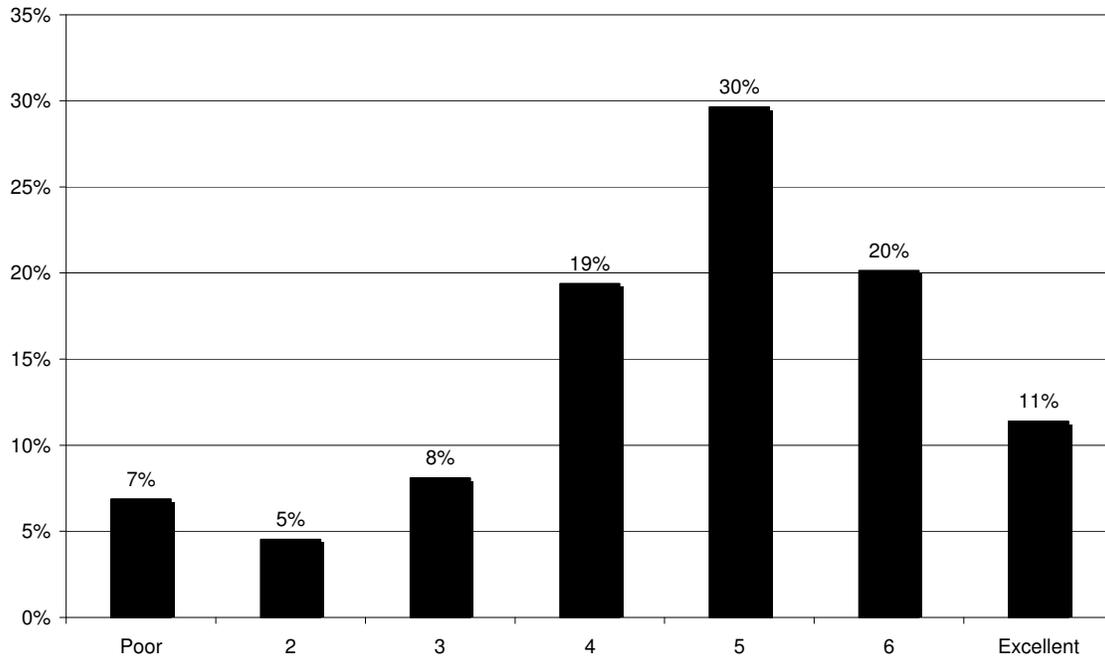
- Those making less than \$25,000 per year feel the city is doing a better job compared to those making more.

Considering everything together, how would you say Augusta is doing overall?

- 25 to 34 year olds and 45 to 54 years olds feel the city is not doing as well a job compared to other age groups while those under 25 and those 65 or older feel the city is doing a better job compared to other age groups.
- Those with a high school education or less feel the city is doing a better job compared to other educational groups.

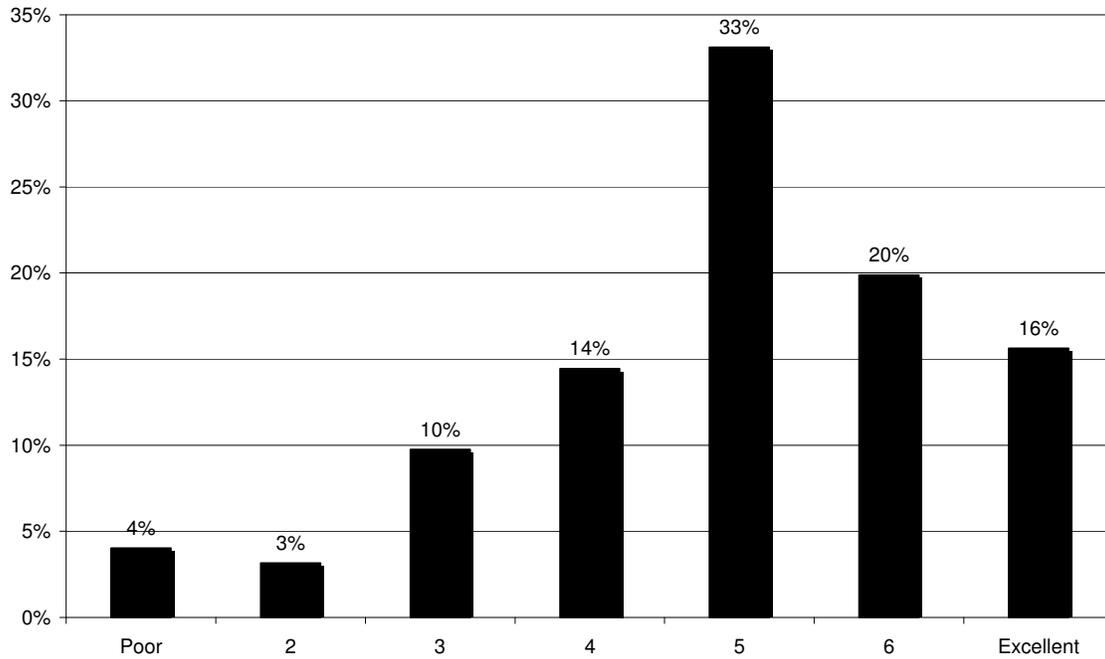
61% of residents feel Augusta is doing a good or excellent job of protecting neighborhoods, 20% indicate the city is doing a fair to poor job.

How do you feel Augusta is doing today in protecting neighborhoods?



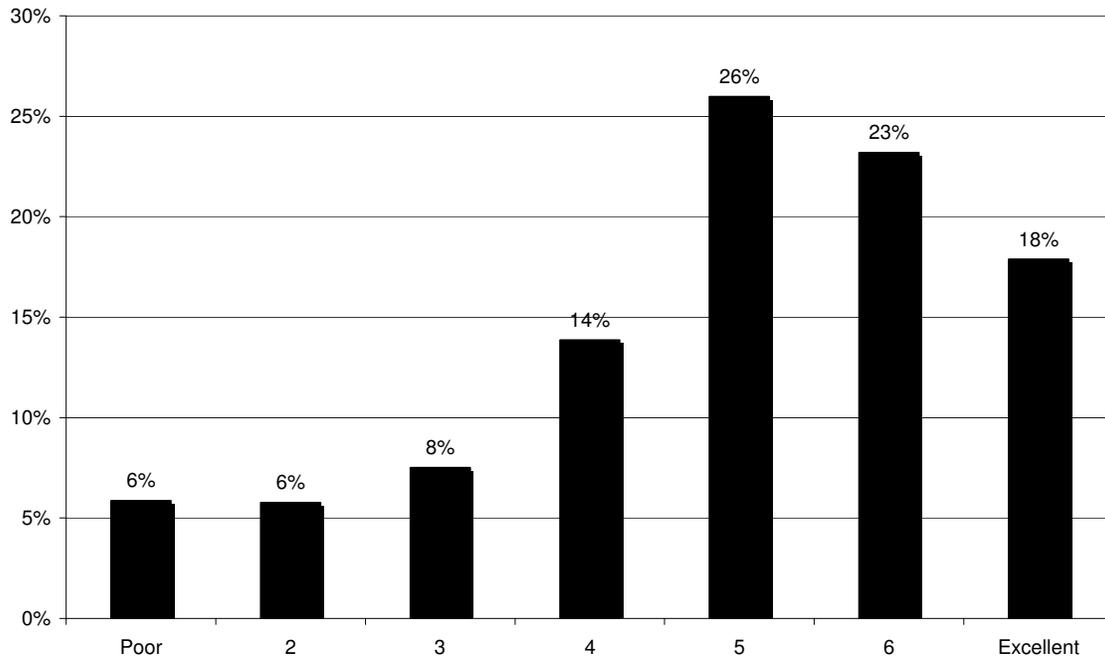
69% of residents feel Augusta is doing a good or excellent job of educating young people, 17% indicate the city is doing a fair to poor job.

How do you feel Augusta is doing today in educating young people?



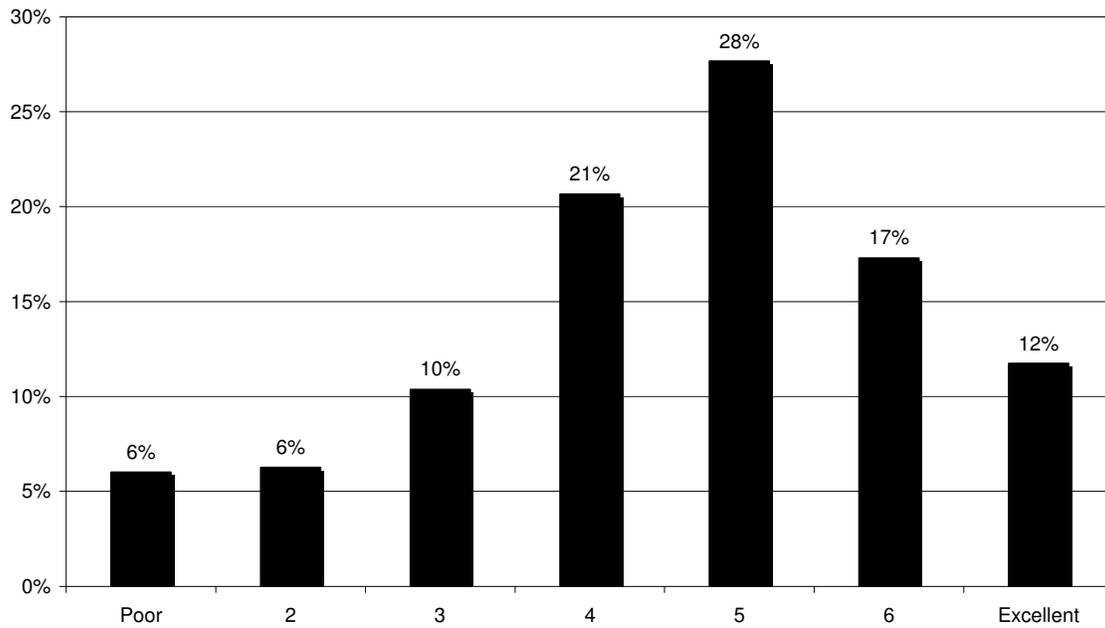
67% of residents feel Augusta is doing a good or excellent job of enforcing traffic laws, 20% indicate the city is doing a fair to poor job.

How do you feel Augusta is doing today in enforcing traffic laws?



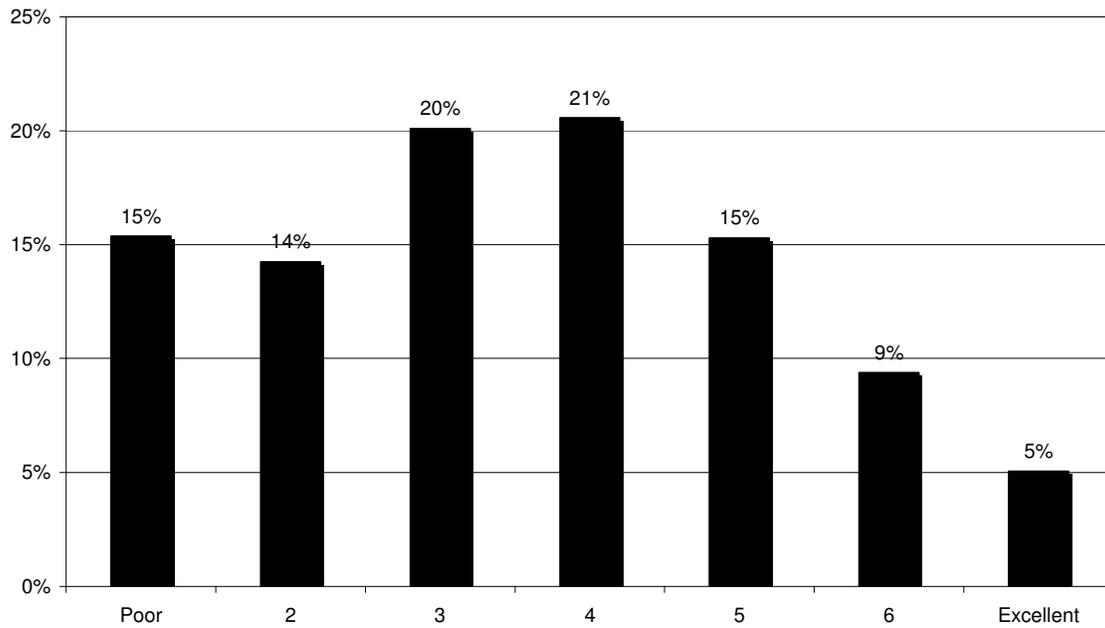
57% of residents feel Augusta is doing a good or excellent job of protecting the environment, 22% indicate the city is doing a fair to poor job.

How do you feel Augusta is doing today in protecting the environment?



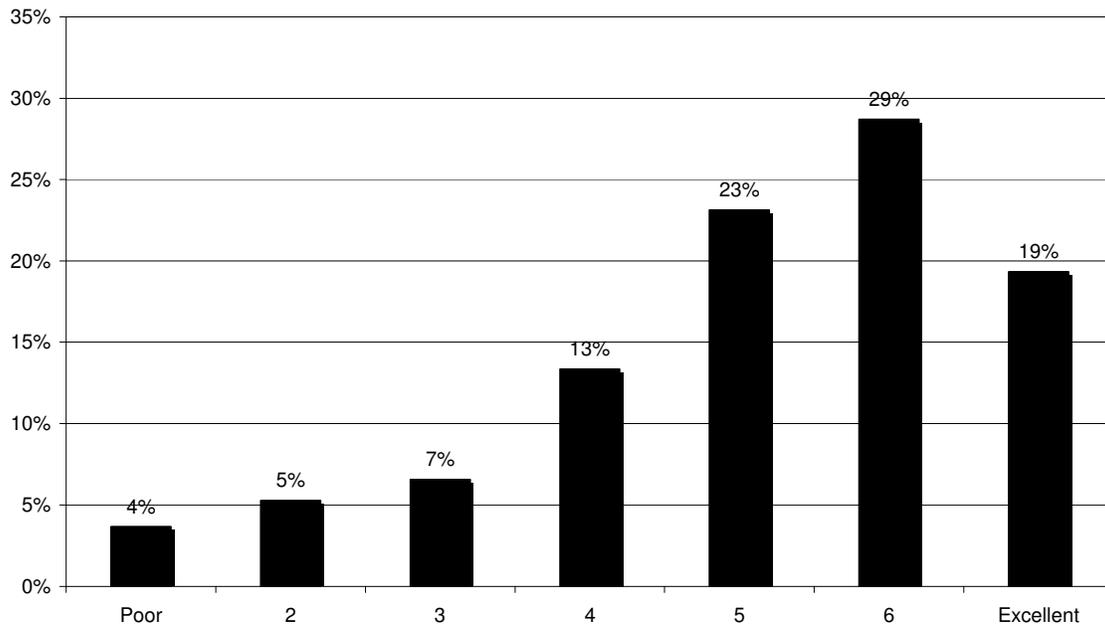
Only 29% of residents feel Augusta is doing a good or excellent job of creating good paying jobs, 49% indicate the city is doing a fair to poor job.

How do you feel Augusta is doing today in creating good-paying jobs?



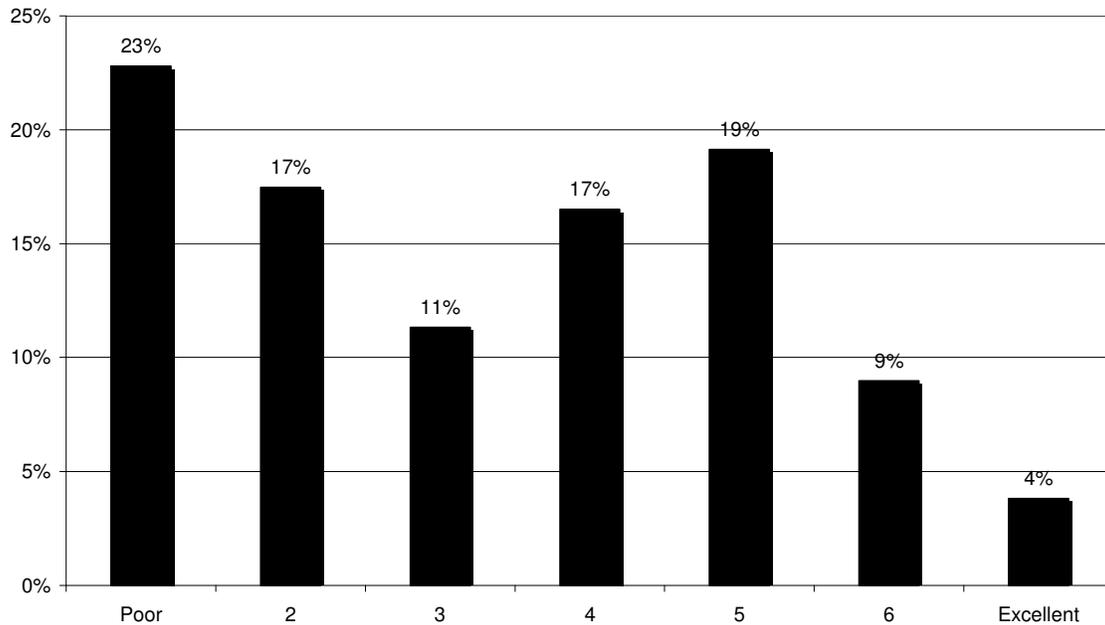
71% of residents feel Augusta is doing a good or excellent job of preserving its historic heritage, 16% indicate the city is doing a fair to poor job.

How do you feel Augusta is doing today in preserving its historic heritage?



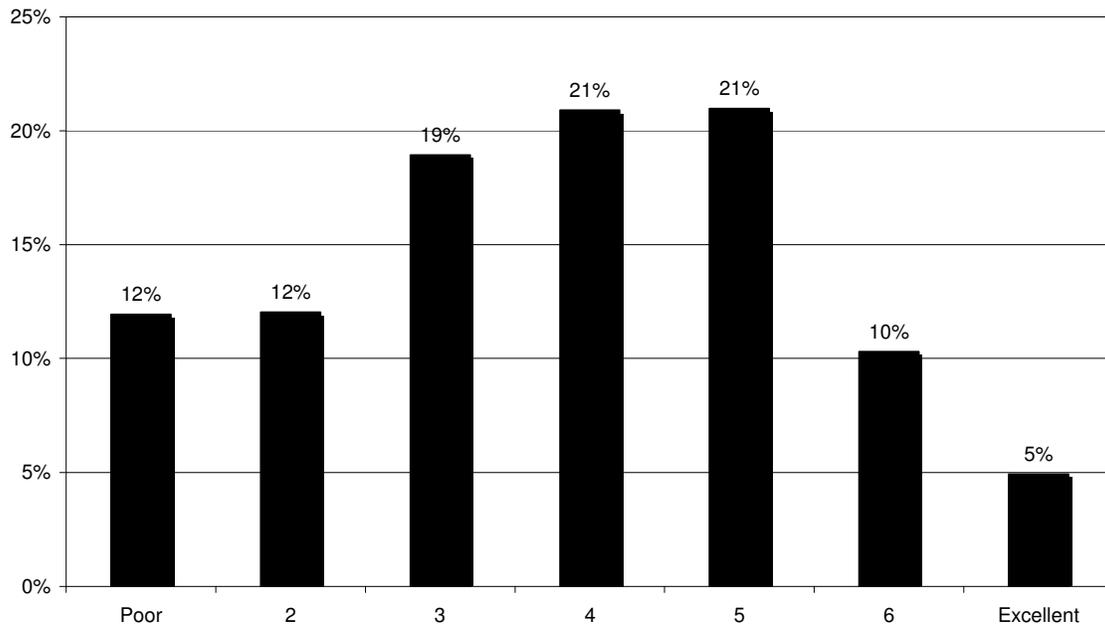
Only 32% of residents feel Augusta is doing a good or excellent job of keeping property taxes reasonable, 51% indicate the city is doing a fair to poor job.

How do you feel Augusta is doing today in keeping property taxes reasonable?



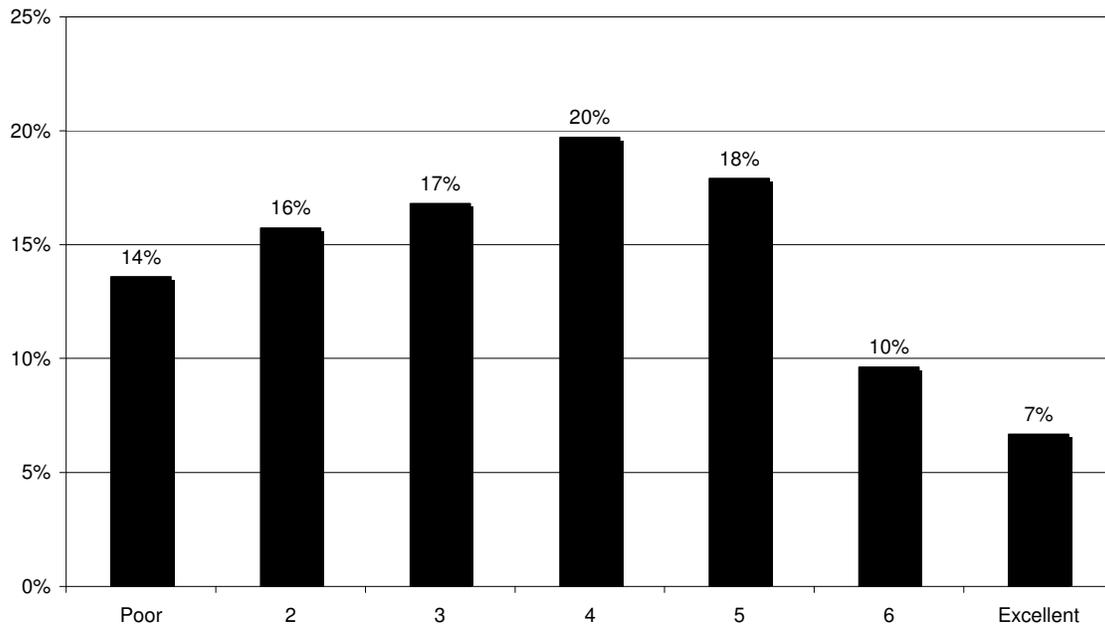
36% of residents feel Augusta is doing a good or excellent job of creating a lively arts and culture scene, 43% indicate the city is doing a fair to poor job.

How do you feel Augusta is doing today in creating a lively arts and culture scene?



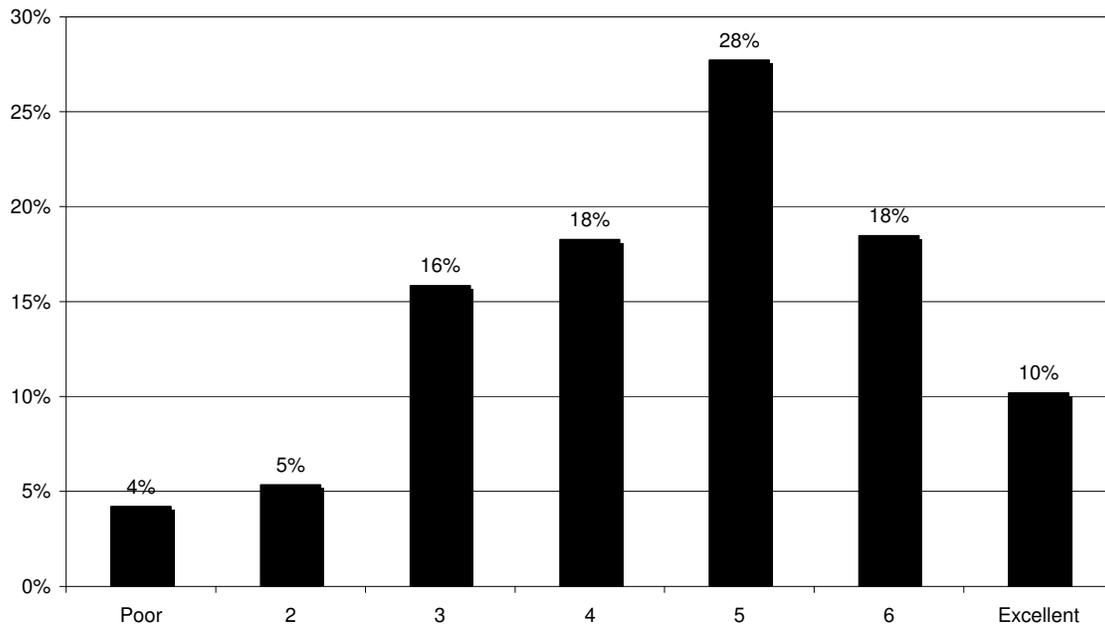
35% of residents feel Augusta is doing a good or excellent job of attracting young families with children, 47% indicate the city is doing a fair to poor job.

How do you feel Augusta is doing today in attracting young families with children?



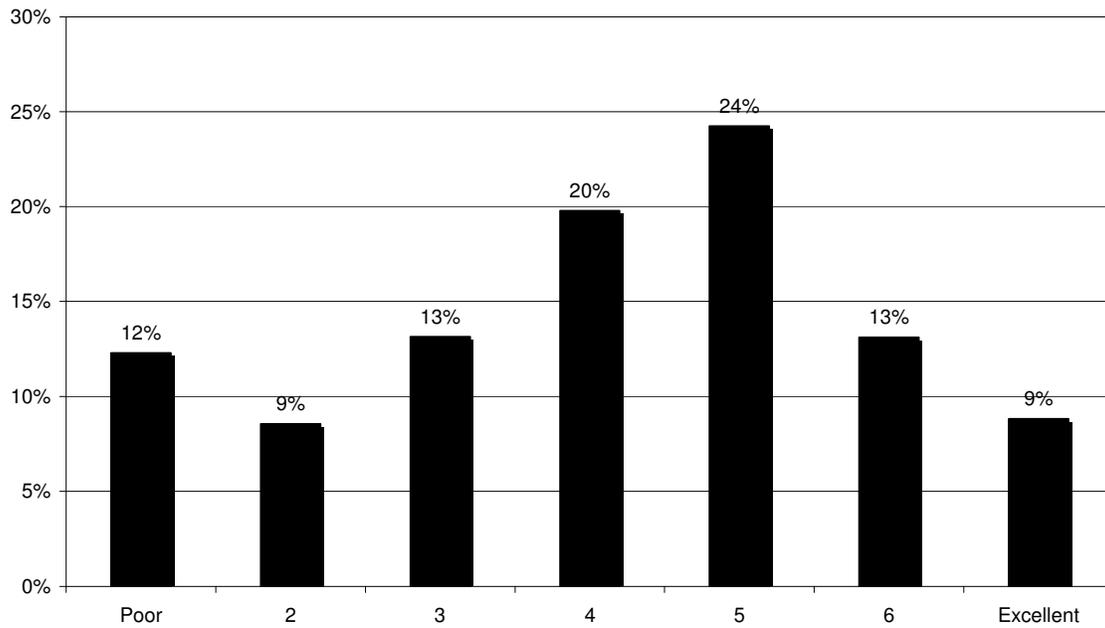
56% of residents feel Augusta is doing a good or excellent job of providing a good quality of life for seniors, 25% indicate the city is doing a fair to poor job.

How do you feel Augusta is doing today in providing a good quality of life for seniors?



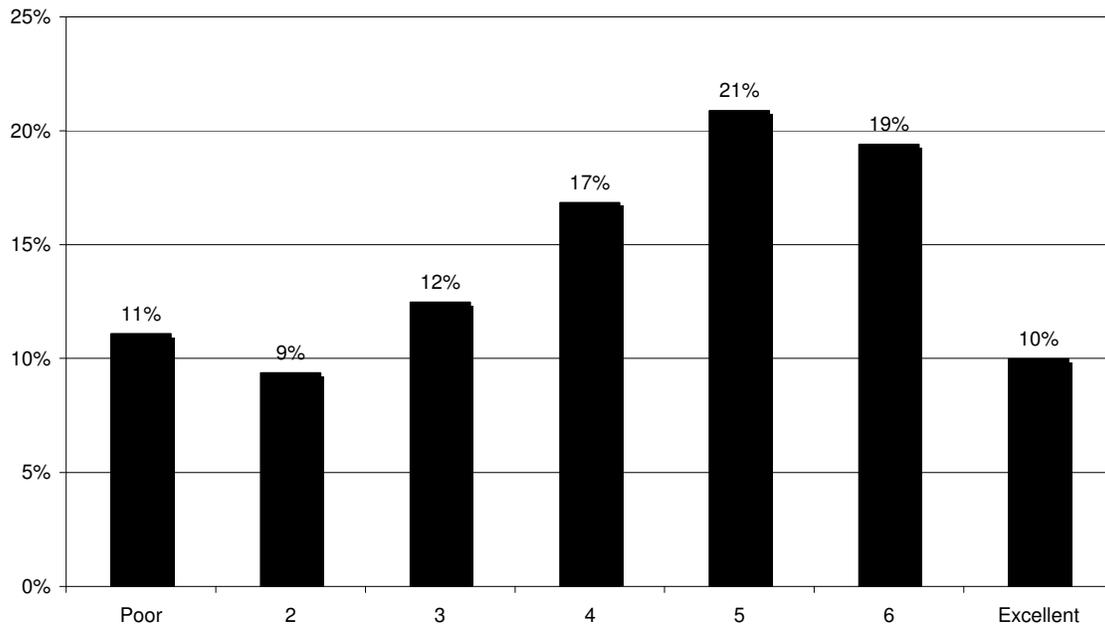
46% of residents feel Augusta is doing a good or excellent job of supporting locally-owned businesses, 34% indicate the city is doing a fair to poor job.

How do you feel Augusta is doing today in supporting locally-owned businesses?



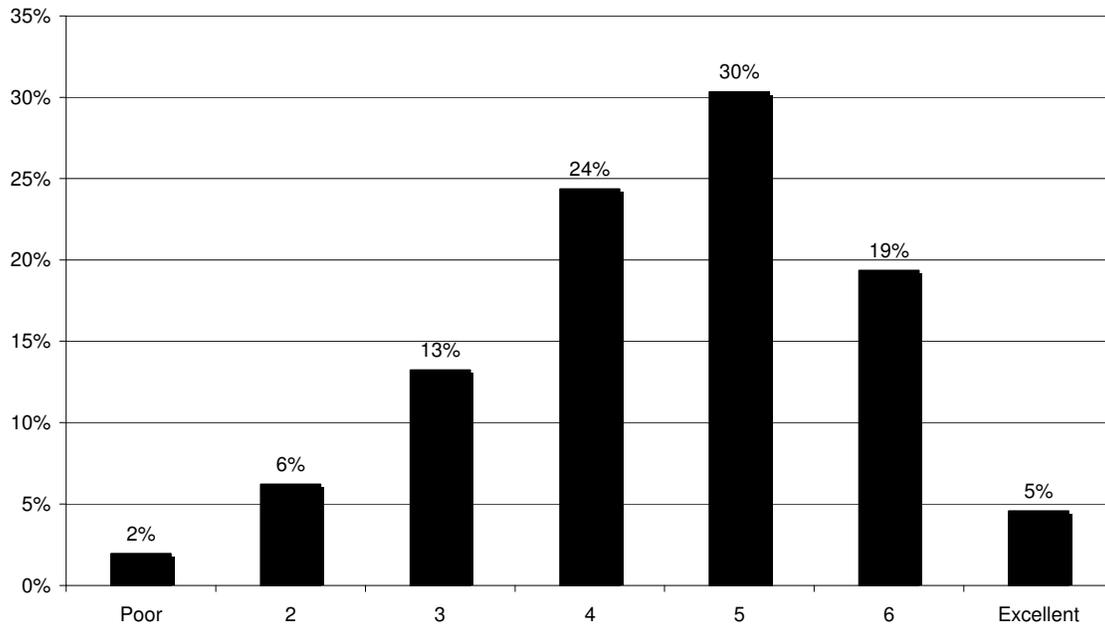
50% of residents feel Augusta is doing a good or excellent job of providing access to excellent health care, 32% indicate the city is doing a fair to poor job.

How do you feel Augusta is doing today in providing access to excellent health care?



Overall, 54% of residents feel Augusta is doing good or excellent, 21% indicate the city is doing fair to poor overall.

Considering everything together, how would you say Augusta is doing overall?



Part II. Perspectives on Augusta

Residents show the strongest agreement with statements related to purchasing fresh food at a farmer’s market and desiring increased educational opportunities, while they are less likely to agree that Augusta has a lively night life, the city is less safe than surrounding areas, and feeling that their views are listened to at City Hall.

On A Scale From 1 to 7, Where 1 Means Strongly Disagree and 7 Means Strongly Agree, How Much Do You Agree With The Following Statements...?

I would buy fresh food at a farmer's market if it were more convenient	5.72
If there was a farmer's market at the Mill Park site, I would buy food there	5.67
I would like to have more continuing education opportunities available	5.24
Augusta should invest in new neighborhoods to attract more families	4.93
The more diverse Augusta's population becomes, the better it will be	4.86
Neighborhoods need protection from encroaching development	4.83
The City is protecting its historic buildings	4.82
I would use public transportation in Augusta if it were more convenient	4.48
Much of Augusta's housing is old and unattractive	4.41
Augusta is hard to walk around because of poor sidewalks	4.00
Augusta is a good place to retire	3.91
Augusta lacks adequate services for people with mental illnesses	3.90
I feel my views are listened to at City Hall	3.60
Augusta is less safe than surrounding communities	3.60
Augusta has a lively night life	2.53

Note. Based on valid responses only

Significant Differences by Group:

If there was a farmer's market at the Mill Park site, I would buy food there

- 25 to 34 year olds agree with the statement more compared to other age groups.
- College graduates are less likely to agree with this statement than other age groups.

I would like to have more continuing education opportunities available

- Those making more than \$100,000 per year are less likely to agree with this statement than those making under \$100,000.

The more diverse Augusta's population becomes, the better it will be

- Those living in the Southwest of the city agree with this statement less than other parts of the city while those living in the Northeast agree with this statement more than other parts of the city.

Neighborhoods need protection from encroaching development

- Women agree with the statement more than men.
- Those under 25 agree with the statement more compared to other age groups.

I would use public transportation in Augusta if it were more convenient

- Women agree with the statement more than men.
- As income increases agreement with this statement decreases.
- Those living in the Southwest of the city agree with this statement less than other parts of the city while those living in the Northwest agree with this statement more than other parts of the city.

Much of Augusta's housing is old and unattractive

- Women agree with the statement more than men.
- 25 to 34 year olds agree with the statement more compared to other age groups.

Augusta is hard to walk around because of poor sidewalks

- Women agree with the statement more than men.

Augusta is a good place to retire

- Those 65 or older agree with the statement more compared to other age groups.
- Those making between \$50,000 and \$100,000 are less likely to agree with this statement than other income groups.

Augusta lacks adequate services for people with mental illnesses

- Women agree with the statement more than men.
- As years of education increases agreement with this statement decreases.

Augusta is less safe than surrounding communities

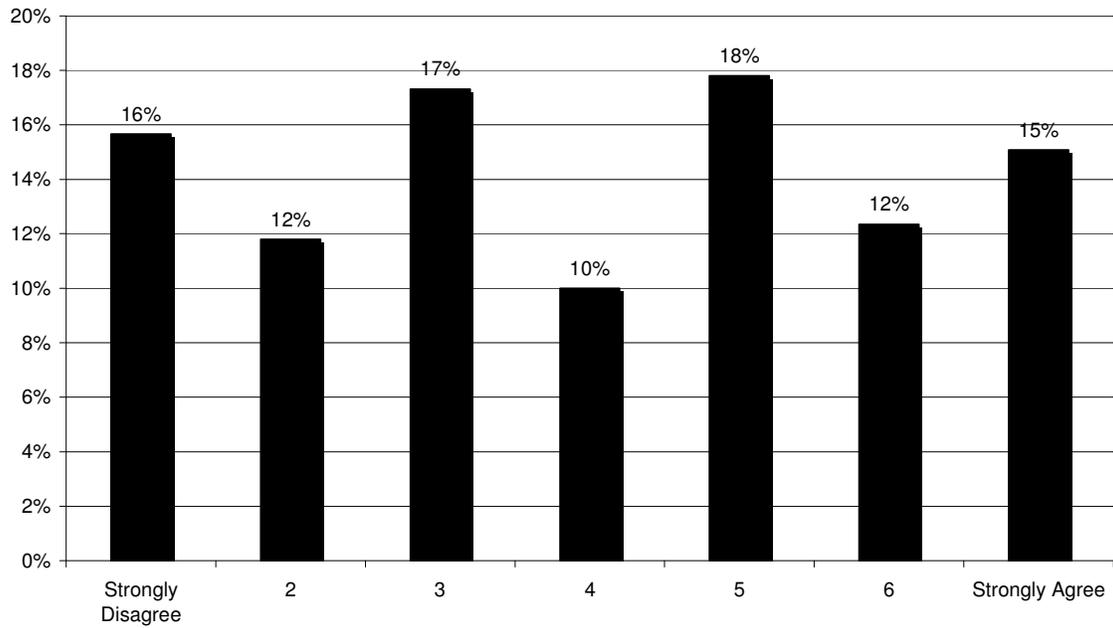
- Women agree with the statement more than men.

Augusta has a lively night life

- As years of education increases agreement with this statement decreases.
- Those making between \$50,000 and \$100,000 are less likely to agree with this statement than other income groups.

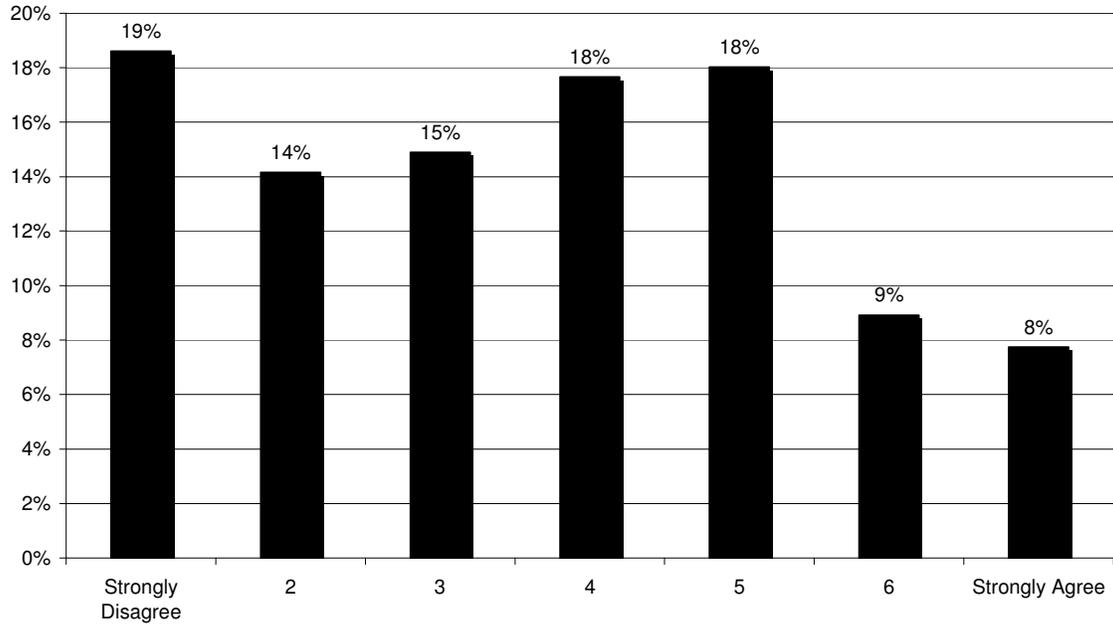
45% of residents agree that Augusta is hard to walk around because of poor sidewalks; 45% disagree.

How much do you agree with the statement - Augusta is hard to walk around because of poor sidewalks?



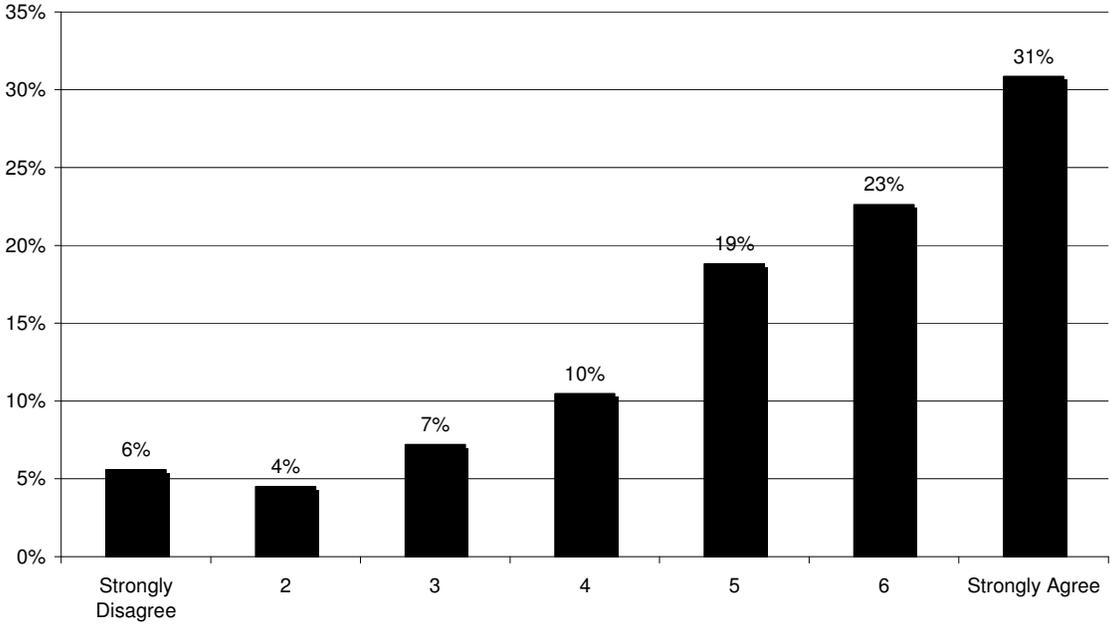
**35% of residents agree their views are listened to at City Hall;
48% disagree.**

How much do you agree with the statement - I feel my views are listened to at City Hall?



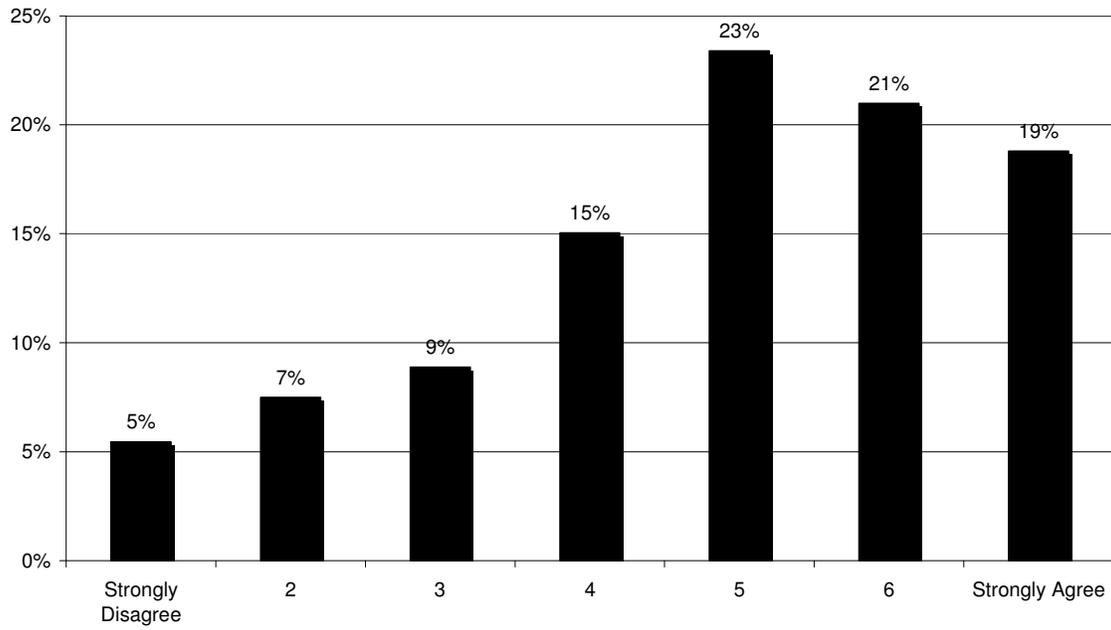
73% of residents agree they would like to have more continuing education opportunities available; 17% disagree.

How much do you agree with the statement - I would like to have more continuing education opportunities available?



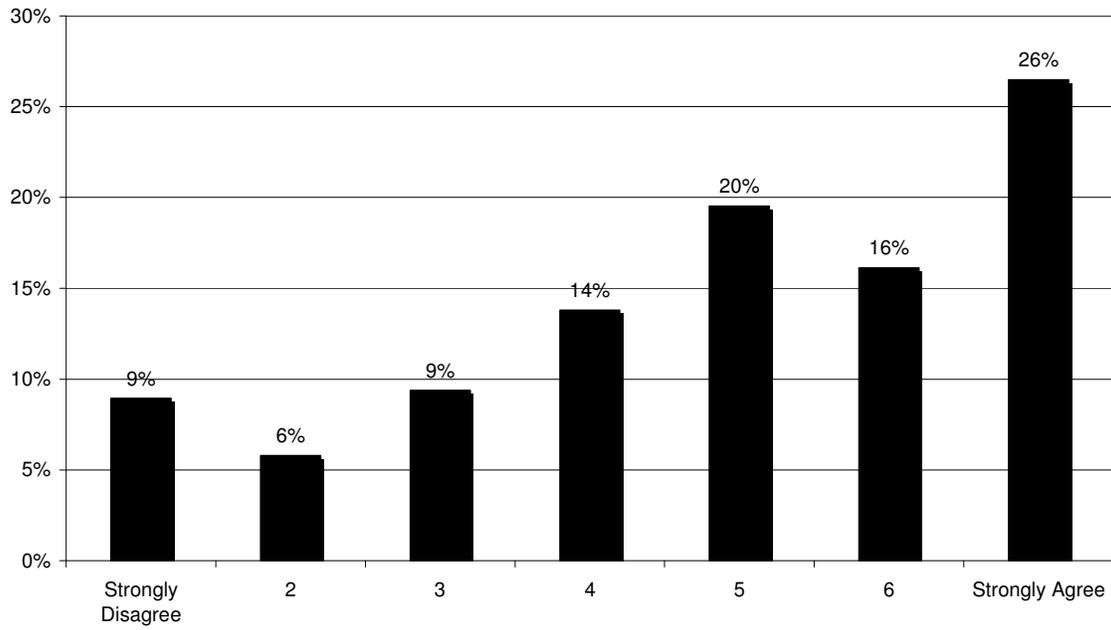
63% of residents agree that the City is protecting its historic buildings; 21% disagree.

How much do you agree with the statement - The City is protecting its historic buildings?



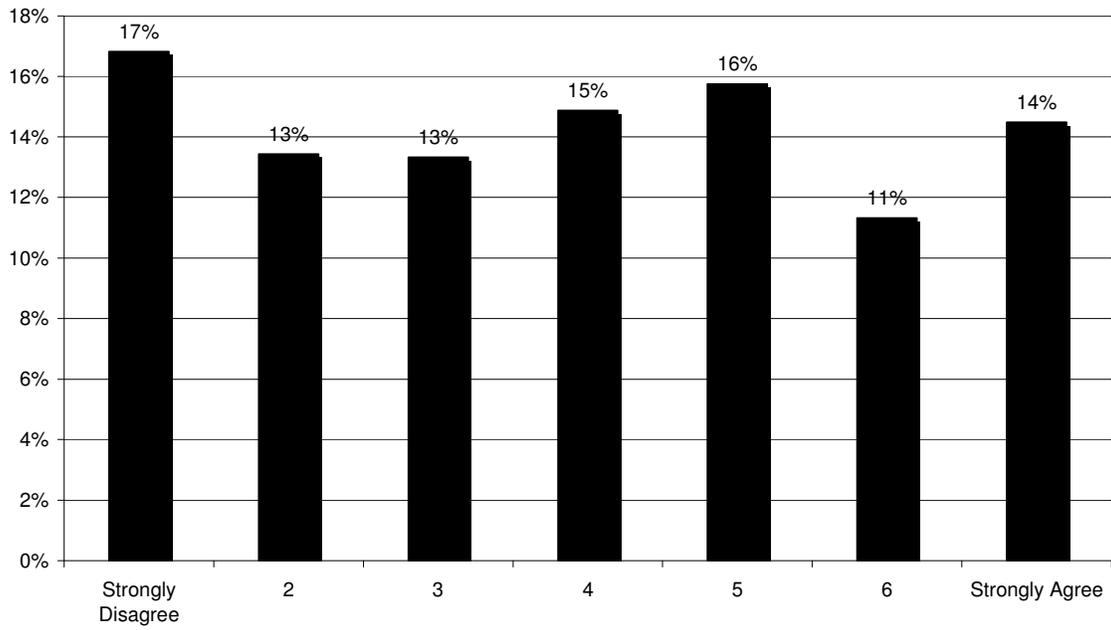
62% of residents agree that neighborhoods need protection from encroaching development; 24% disagree.

How much do you agree with the statement - Neighborhoods need protection from encroaching development?



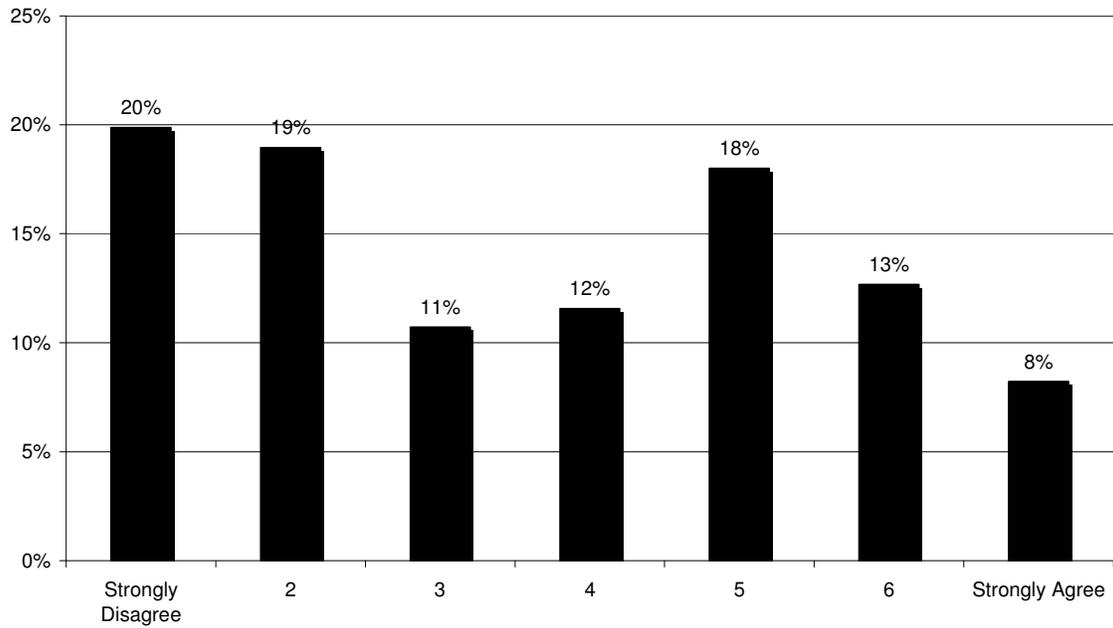
**41% of residents agree that Augusta is a good place to retire;
43% disagree.**

How much do you agree with the statement - Augusta is a good place to retire?



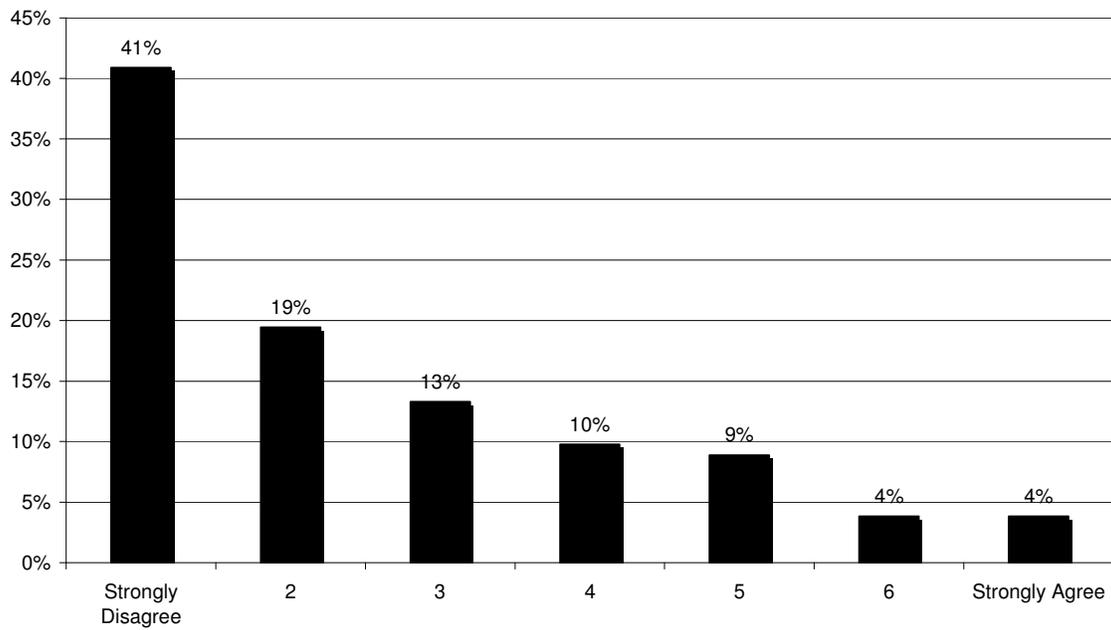
39% of residents agree that Augusta is less safe than surrounding communities; 50% disagree.

How much do you agree with the statement - Augusta is less safe than surrounding communities?



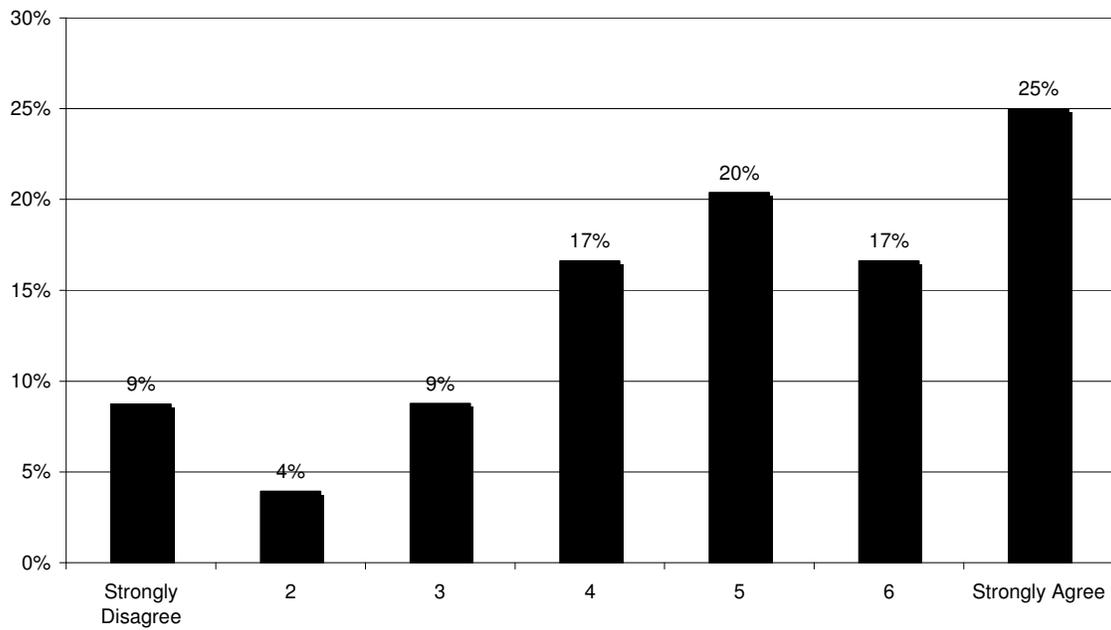
17% of residents agree that Augusta has a lively nightlife; 73% disagree.

How much do you agree with the statement - Augusta has a lively night life?



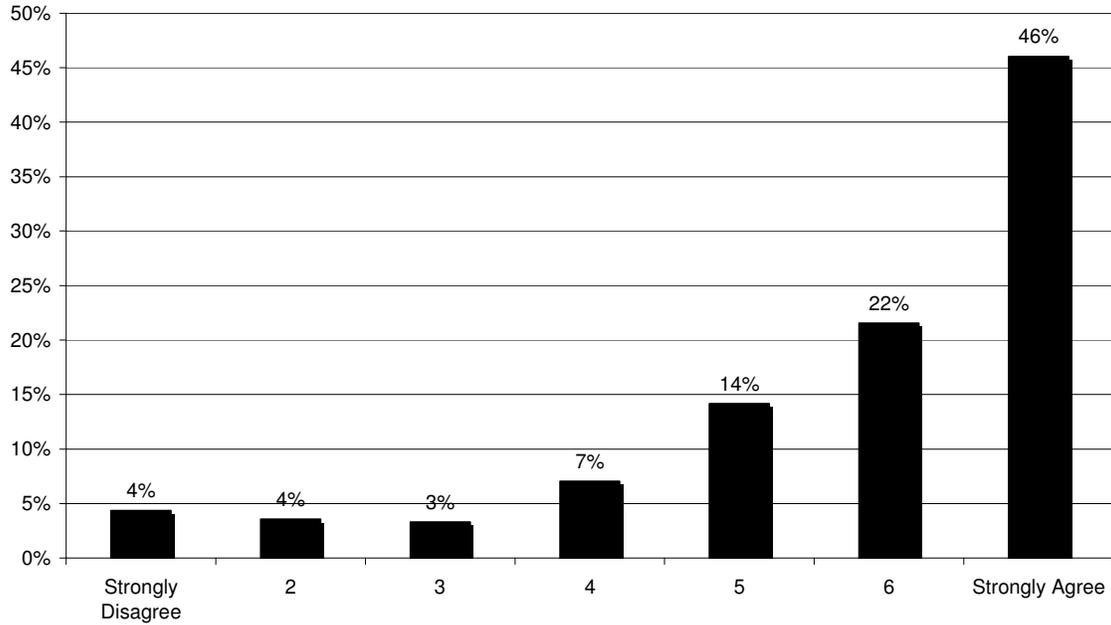
62% of residents agree that the more diverse Augusta's population becomes the better it will be; 22% disagree.

How much do you agree with the statement - The more diverse Augusta's population becomes, the better it will be?



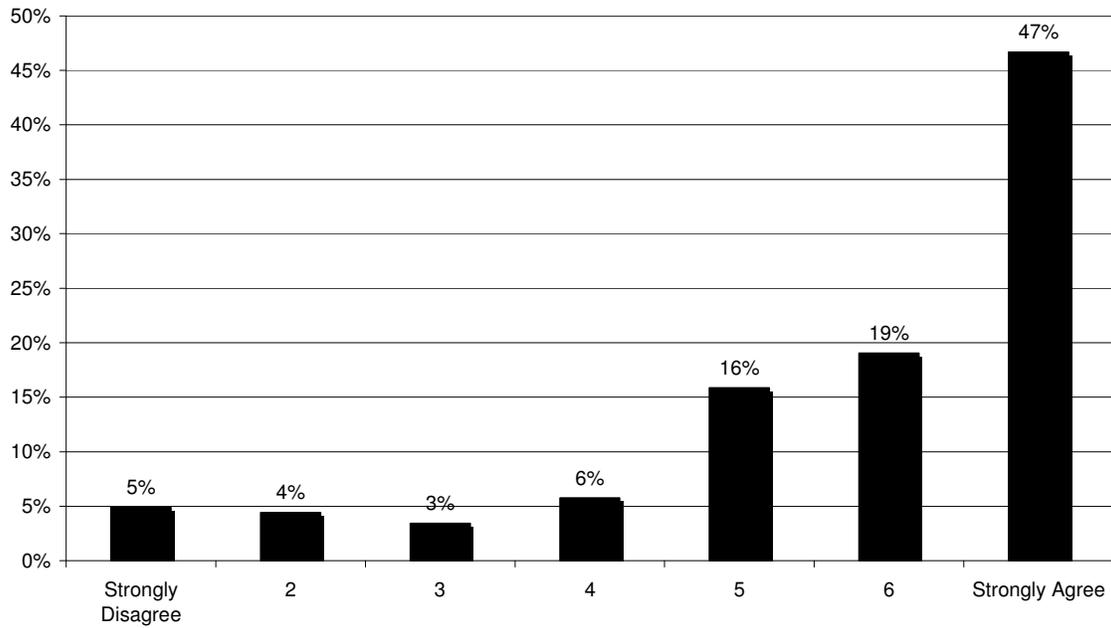
82% of residents agree that they would buy fresh food at a farmer's market if it were more convenient; 11% disagree.

How much do you agree with the statement - I would buy fresh food at a farmer's market if it were more convenient?



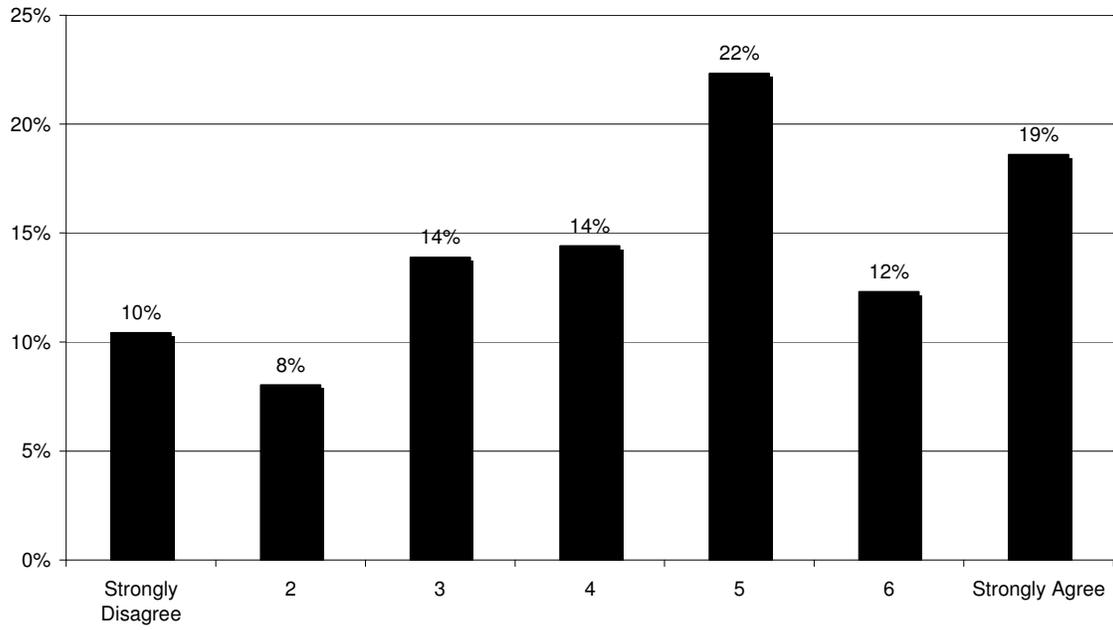
82% of residents agree that they would buy food at a farmer's market at the Mill Park site; 12% disagree.

How much do you agree with the statement - If there was a farmer's market at the Mill Park site, I would buy food there?



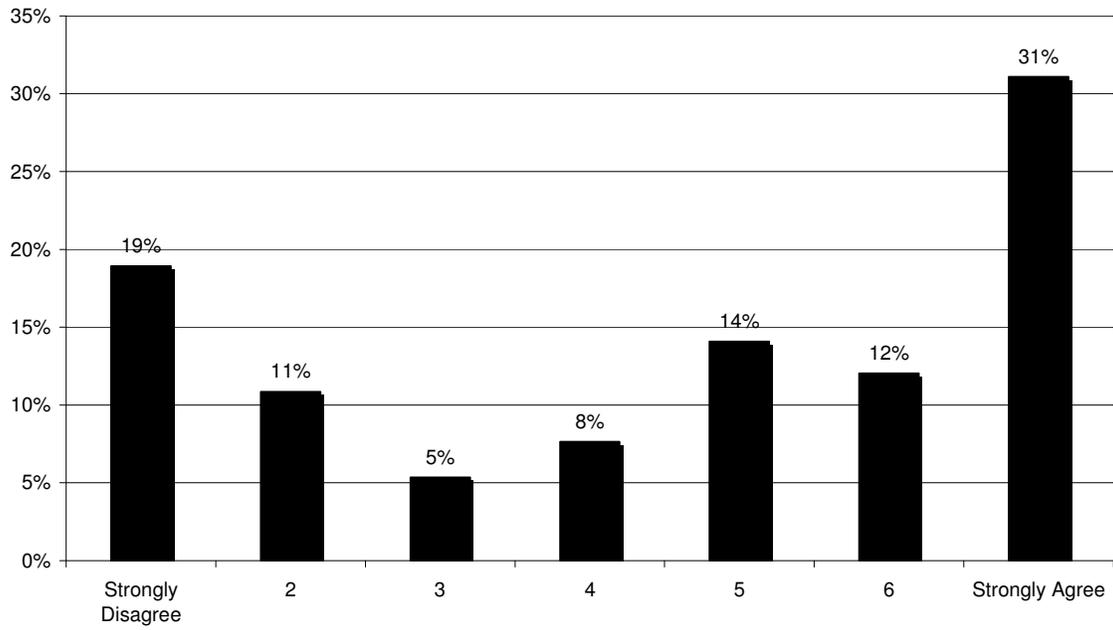
53% of residents agree that much of Augusta's housing is old and unattractive; 32% disagree.

How much do you agree with the statement - Much of Augusta's housing is old and unattractive?



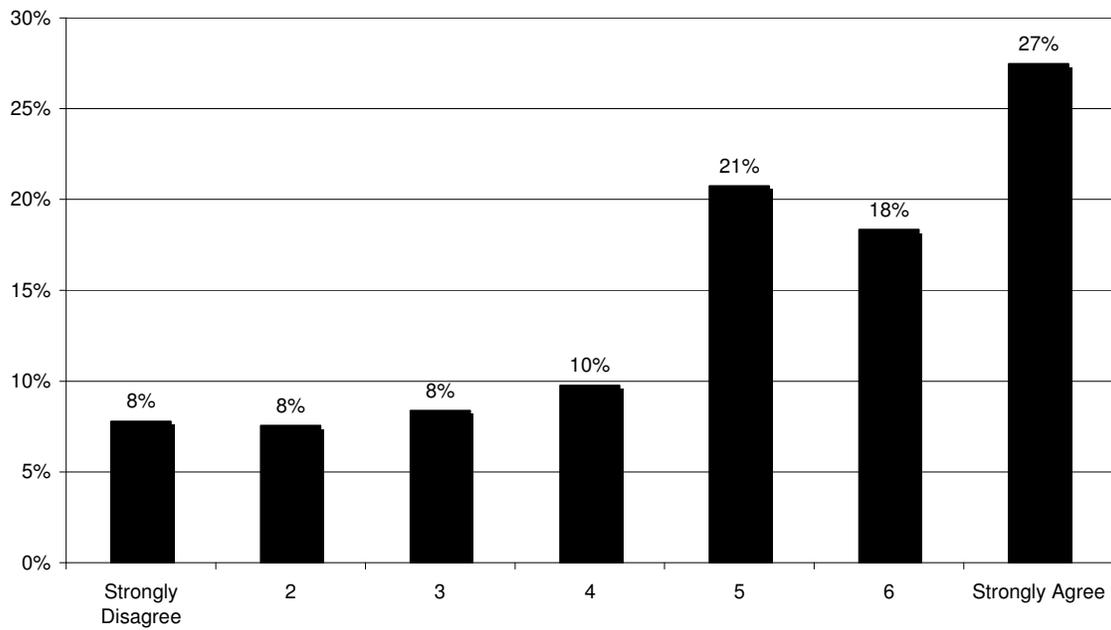
57% of residents agree that they would use public transportation if it were more convenient; 35% disagree.

How much do you agree with the statement - I would use public transportation in Augusta if it were more convenient?



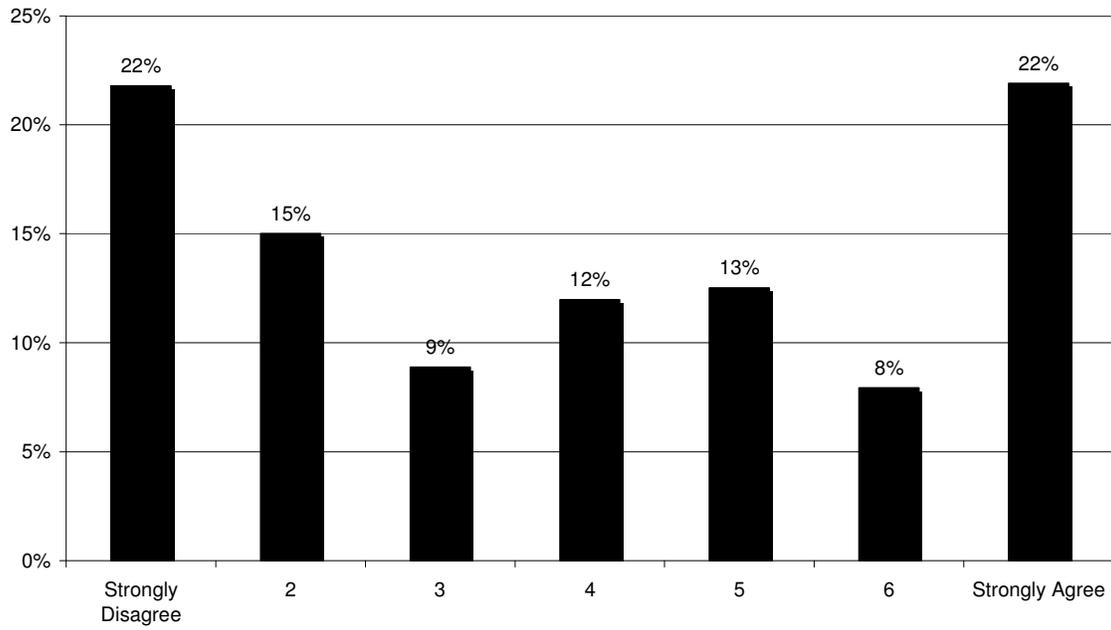
66% of residents agree that Augusta should invest in new neighborhoods to attract more families; 24% disagree.

How much do you agree with the statement - Augusta should invest in new neighborhoods to attract more families?



43% of residents agree that Augusta lacks adequate services for people with mental illnesses; 46% disagree.

How much do you agree with the statement - Augusta lacks adequate services for people with mental illnesses?



Part III. Future Choices

Residents do not oppose any of the policy options presented in the survey and are most supportive of helping the elderly, providing more community gathering places, and charging impact fees to new developments to defray the costs of building infrastructure.

On A Scale From 1 To 5, Where 1 Means Strongly Oppose, 3 Means Neutral, and 5 Means Strongly Support, Rate Your Support For The Following Future Policy Options For Augusta...

Supporting the elderly with senior discounts, preferential parking, and better sidewalks?	4.43
Providing more community gathering places like parks and bike paths?	4.16
Charging impact fees to new developments to help pay the cost of new roads, sewers, and water lines?	4.04
Working with the County and neighboring municipalities to consolidate municipal departments in order to have better and more efficient services?	4.01
An additional performing arts center in downtown Augusta?	3.96
Extending the Third Bridge access road all the way across to Route 17?	3.89
Consolidating the administration of area school districts to save tax dollars?	3.52
Building a new school-either a middle school or a kindergarten through grade 8?	3.23
A local tax sales option that would reduce your property tax but add to the sales tax for shoppers?	2.96

Note. Based on valid responses only

Significant Differences by Group:

Supporting the elderly with senior discounts, preferential parking, and better sidewalks?

- Women are more likely to support this policy compared to men.

Providing more community gathering places like parks and bike paths?

- 25 to 34 years olds supported this policy more than other age groups.

An additional performing arts center in downtown Augusta?

- 25 to 44 year olds supported this policy more than other age groups.

Extending the Third Bridge access road all the way across to Route 17?

- Those under the age of 25 supported this policy more than other age groups.

Consolidating the administration of area school districts to save tax dollars?

- Men are more likely to support this policy compared to women.
- 25 to 34 year olds supported this policy the least compared to other age groups.

Building a new school-either a middle school or a kindergarten through grade 8?

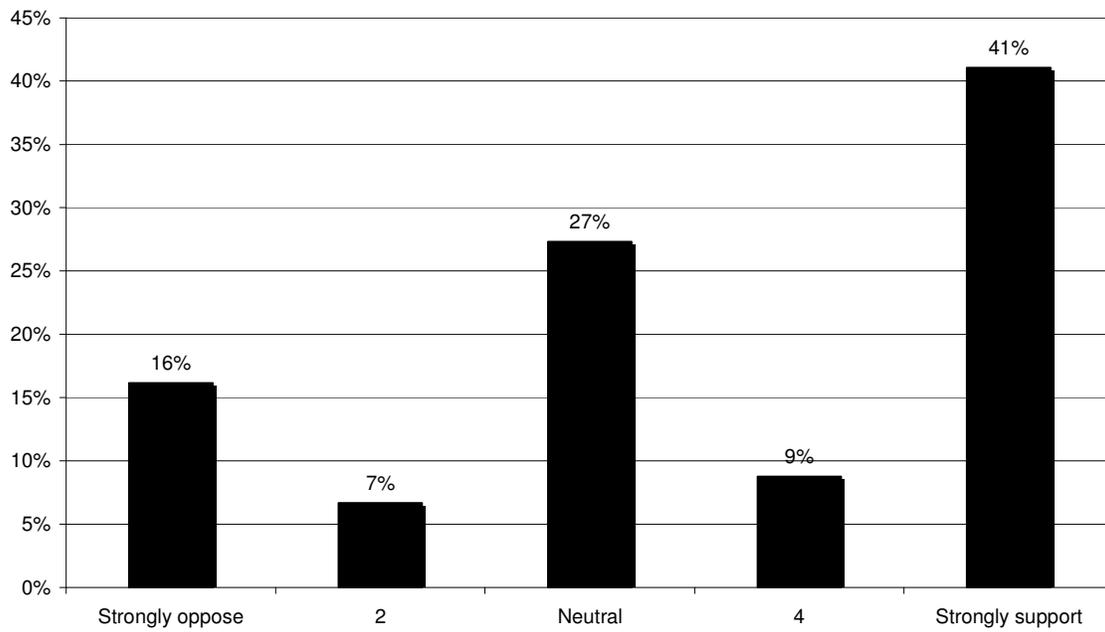
- In general, those under the age of 44 supported this policy more than those 45 or older.
- Those who have lived in Augusta for 10 years or less are more likely to support this policy compared to those who have lived in the city longer.

A local tax sales option that would reduce your property tax but add to the sales tax for shoppers?

- Those with a high school education or less are more likely to support this policy compared to other education groups.

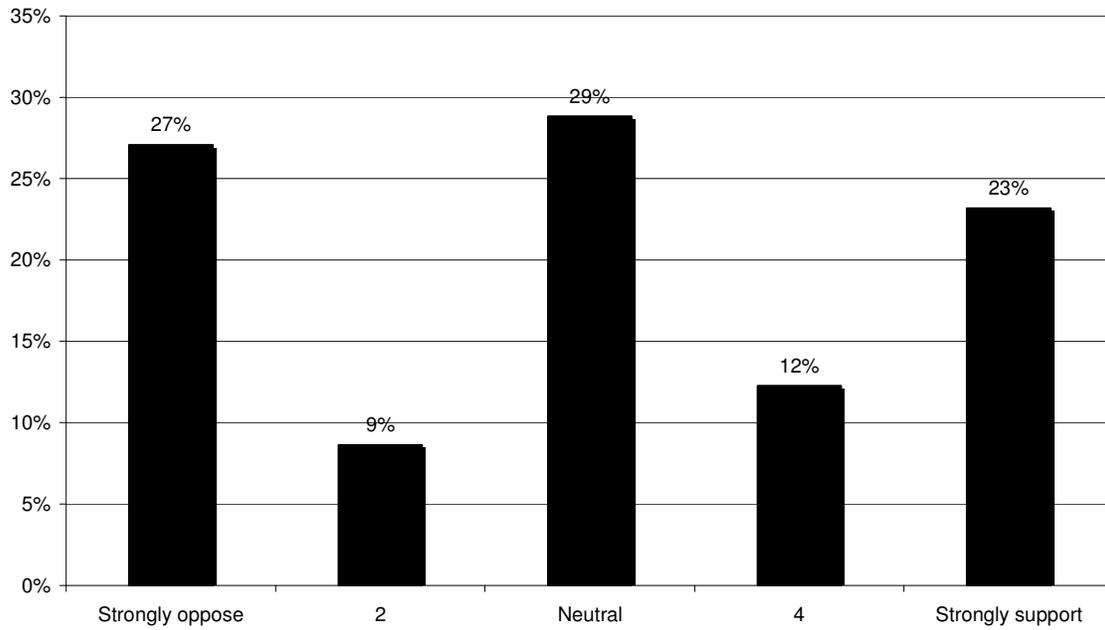
50% of residents support consolidating the administration of area school districts to save tax dollars; 23% oppose.

Would you support consolidating the administration of area school districts to save tax dollars?



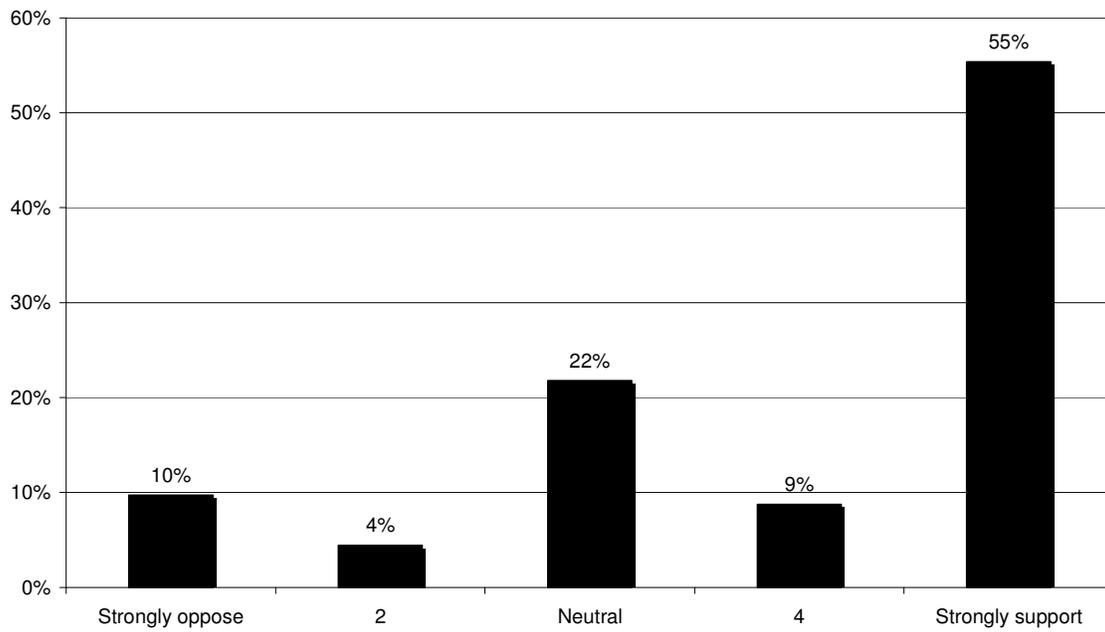
35% of residents support a local sales tax option that would reduce property tax but add sales tax for shoppers; 36% oppose.

Would you support a local tax sales option that would reduce your property tax but add to the sales tax for shoppers?



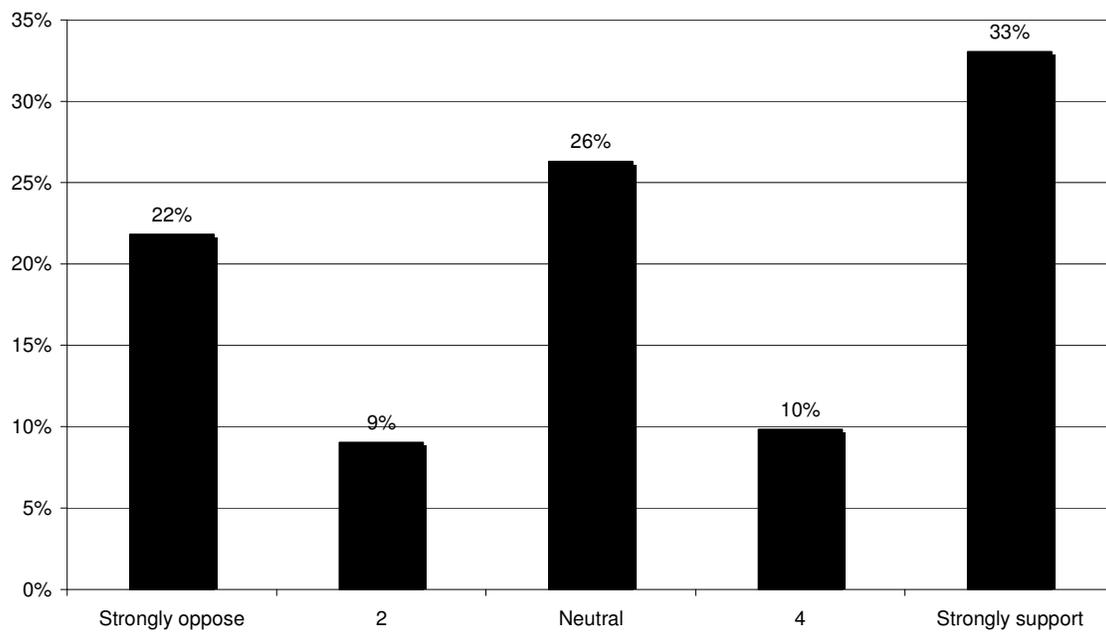
64% of residents support an additional performing arts center in downtown Augusta; 14% oppose.

Would you support an additional performing arts center in downtown Augusta?



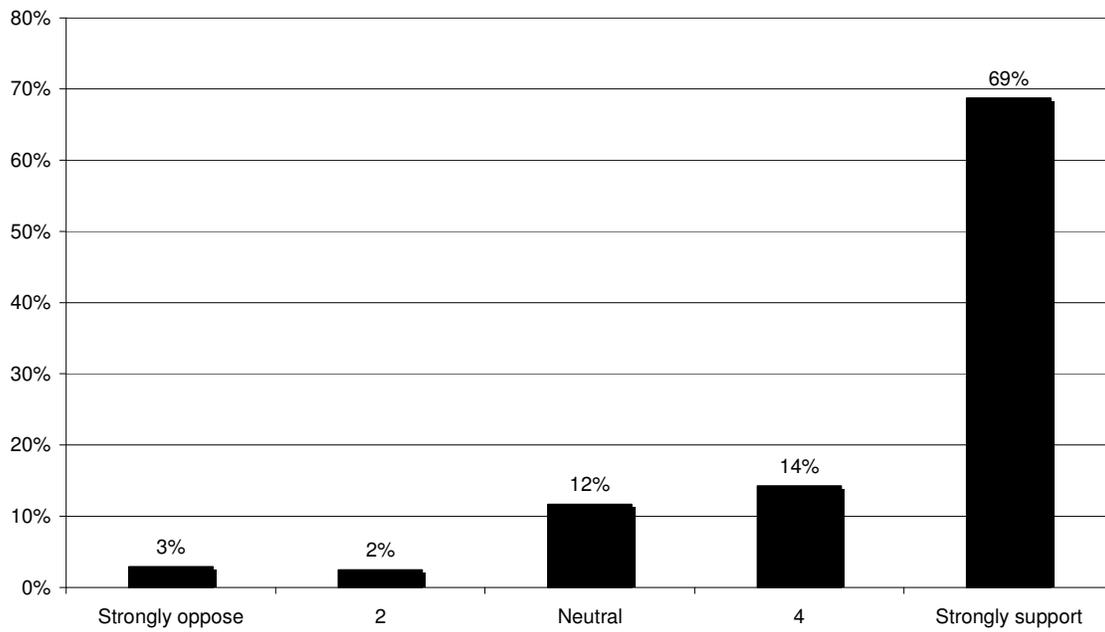
43% of residents support building a new school building – either a middle school or a kindergarten through grade 8; 31% oppose.

Would you support building a new school-either a middle school or a kindergarten through grade 8?



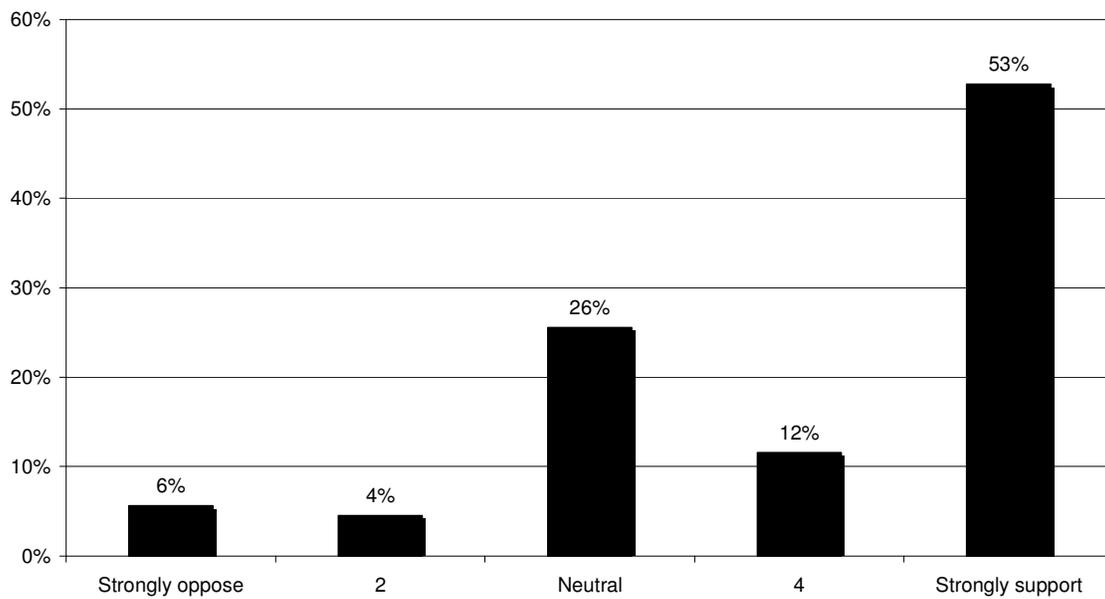
83% of residents support supporting seniors with senior discounts, preferred parking, and better sidewalks; 5% oppose.

Would you support supporting the elderly with senior discounts, preferential parking, and better sidewalks?



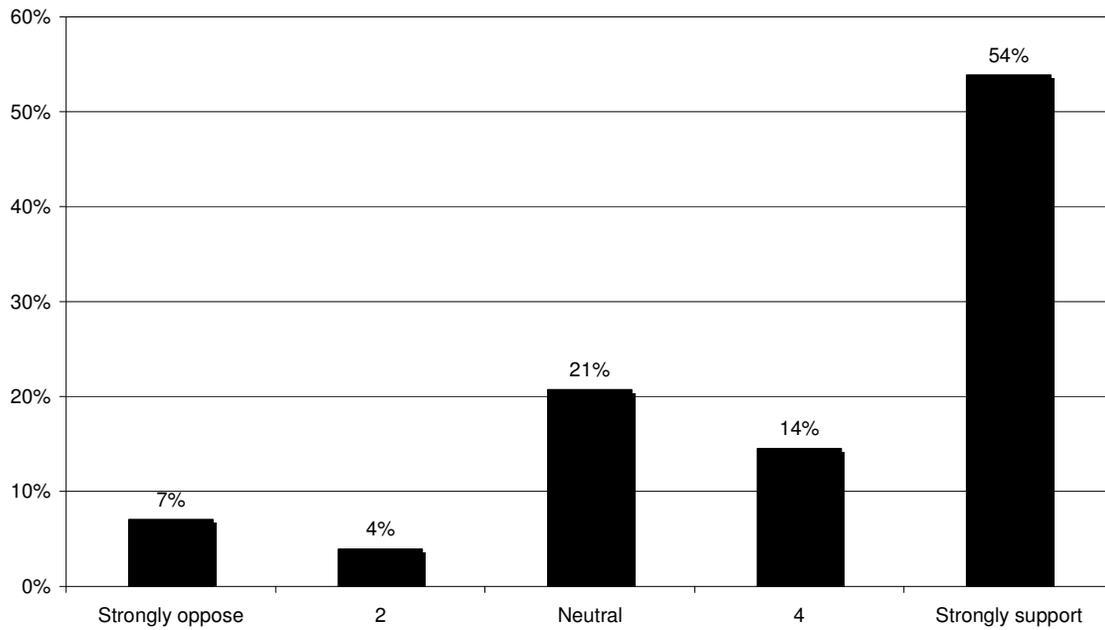
65% of residents support working with the county and neighboring municipalities to consolidate municipal departments in order to have better and more efficient services; 10% oppose.

Would you support working with the County and neighboring municipalities to consolidate municipal departments in order to have better and more efficient services?



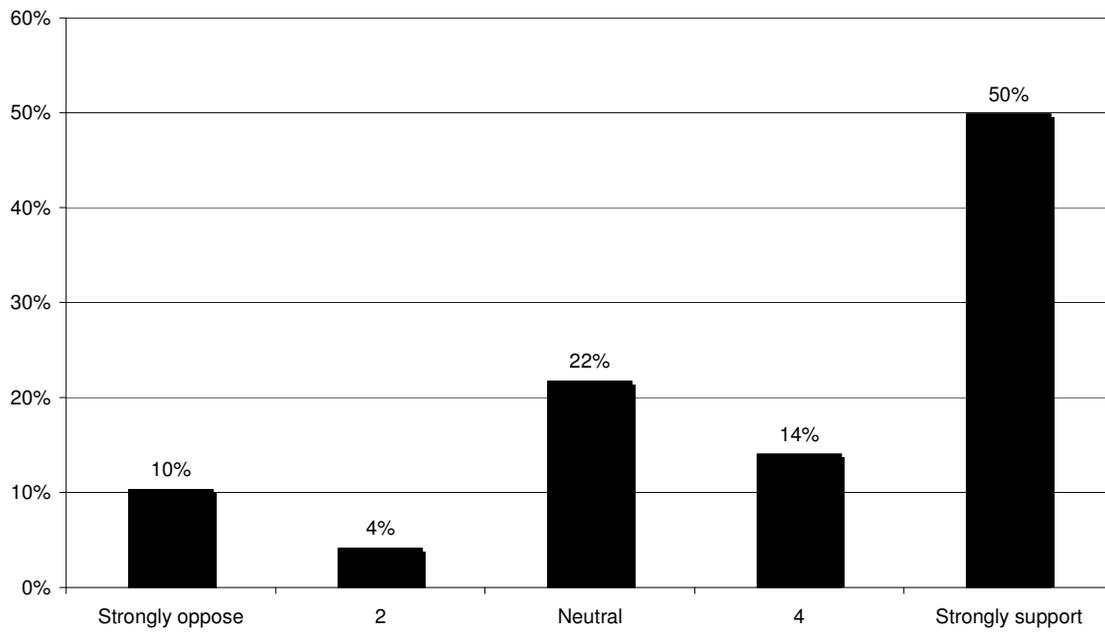
68% of residents support charging impact fees to new developments to help pay the cost of new roads, sewers, and water lines; 11% oppose.

Would you support charging impact fees to new developments to help pay the cost of new roads, sewers, and water lines?



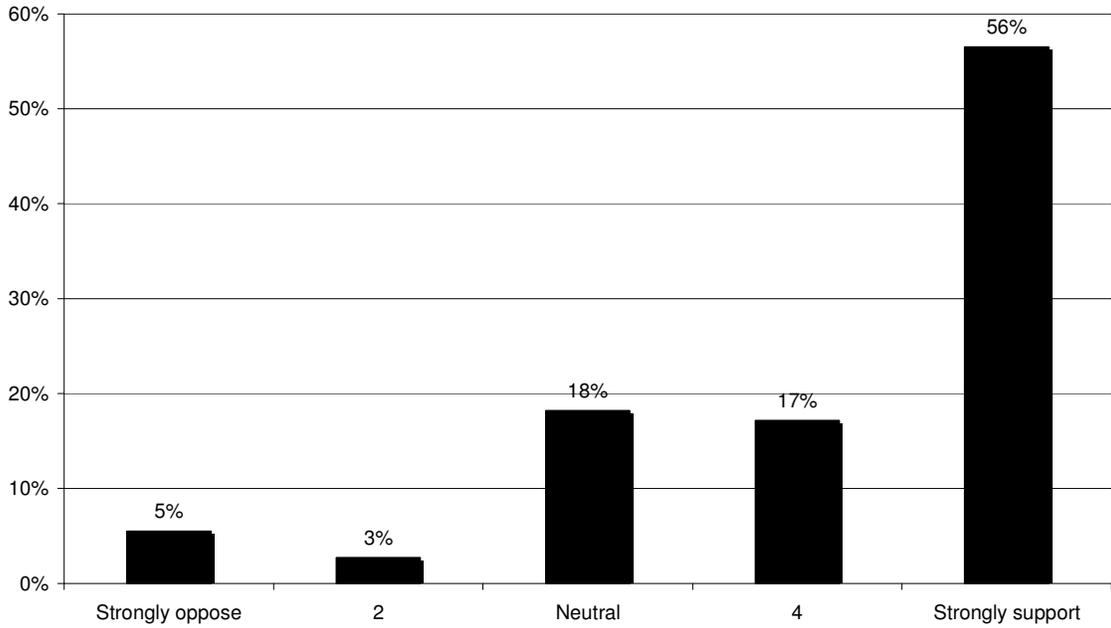
64% of residents support extending the Third Bridge access road all the way across to Route 17; 14% oppose.

Would you support extending the Third Bridge access road all the way across to Route 17?



73% of residents support providing more community gathering places like parks and bike paths; 8% oppose.

Would you support providing more community gathering places like parks and bike paths?



Part IV. Augusta's Public Services

Residents feel the city is doing enough with respect to the Fire Department and Cony High School, while the areas in which residents feel the city should do more are public transportation for seniors and those with disabilities, as well as road maintenance.

On A Scale From 1 to 7, Where 1 Means The City Is Doing Enough Already and 7 Means The City Needs To Do More, Rate The Following Municipal Service...

Augusta's Fire Department	2.87
Augusta's Cony High School	2.93
Augusta's Capital Area Technical Center	3.22
Augusta's Lithgow Library	3.28
Augusta's Police Department	3.42
Augusta's Snow removal	3.51
Augusta's City web site	3.55
Augusta's Environmental protection	3.73
Augusta's Public elementary schools	3.76
Augusta's Recreation	3.86
Augusta's Recycling	3.86
Augusta's Hodgkins Middle School	3.95
Augusta's Economic development	4.04
Augusta's Road Maintenance	4.50
Augusta's Public transportation for seniors and people with disabilities	4.91

Note. Based on valid responses only

Significant Differences by Group:

Augusta's Cony High School

- College graduates are satisfied with the city's efforts compared to those who are not college graduates.

Augusta's Capital Area Technical Center

- As income decreases satisfaction with the city's effort decreases.

Augusta's Lithgow Library

- Men feel the city should do more compared to women.

Augusta's Snow removal

- Women feel the city should do more compared to men.
- Those who have lived in Augusta for 3 years or more feel the city should do more compared to those who have lived in the city less time.

Augusta's Environmental Protection

- Women feel the city should do more compared to men.
- Those who have lived in Augusta for 3 years or more feel the city should do more compared to those who have lived in the city less time.

Augusta's Recreation

- As income increases satisfaction with the city's effort decreases.

Augusta's Road Maintenance

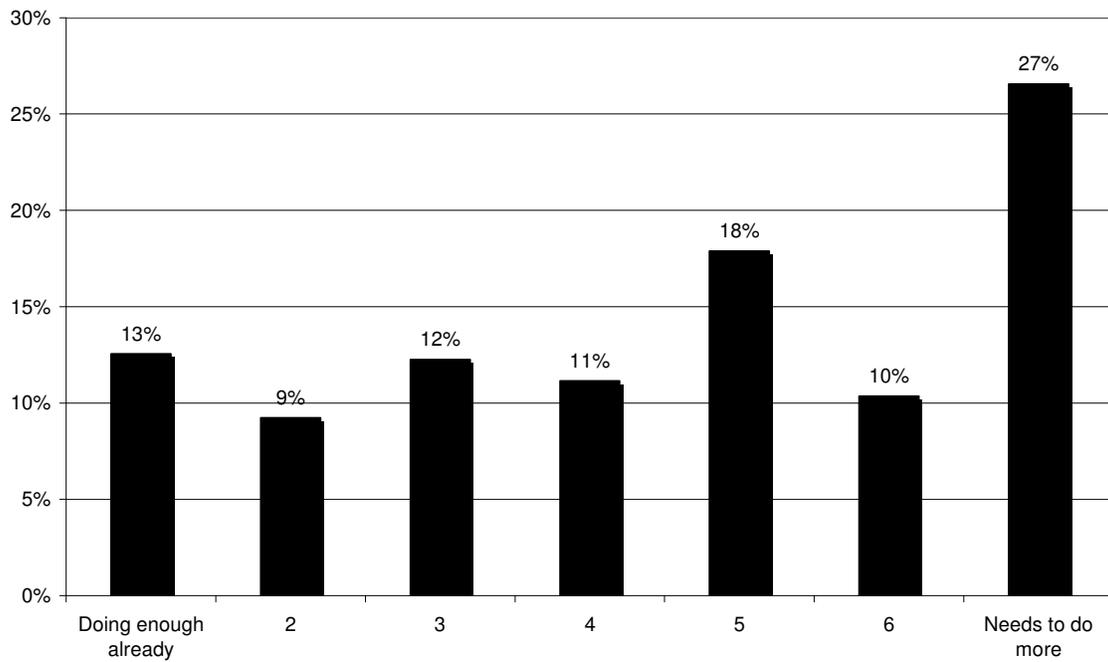
- Women feel the city should do more compared to men.

Augusta's Public transportation for seniors and people with disabilities

- Women feel the city should do more compared to men.

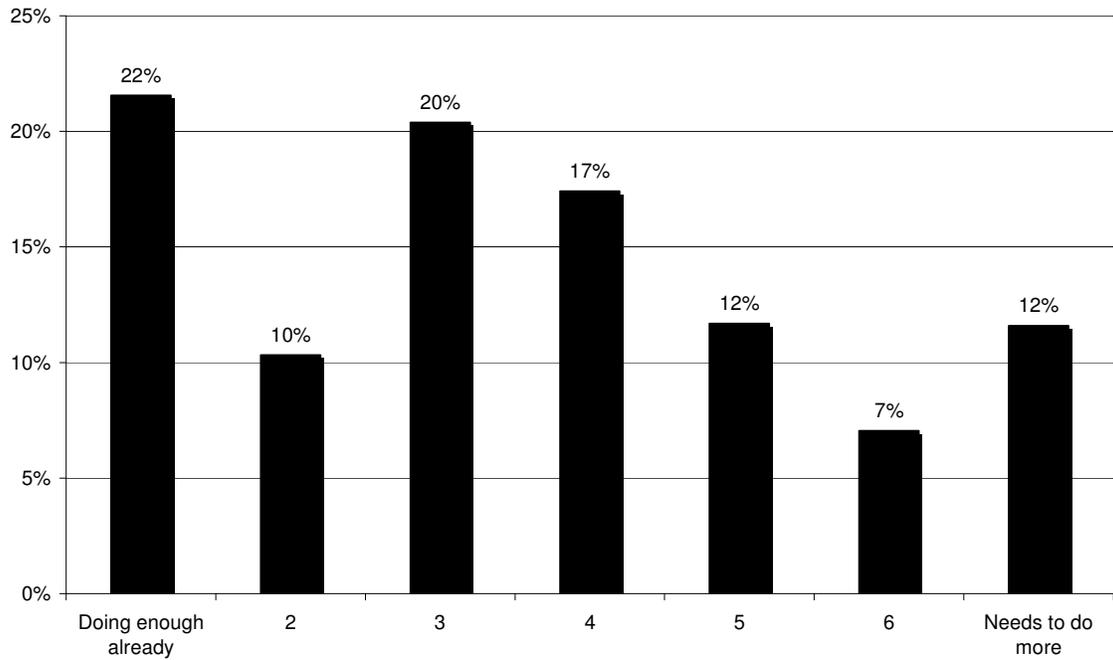
34% of residents rate Augusta's road maintenance as doing enough currently, while 55% indicate Augusta needs to do more in regards to road maintenance.

How do you rate Augusta's road maintenance?



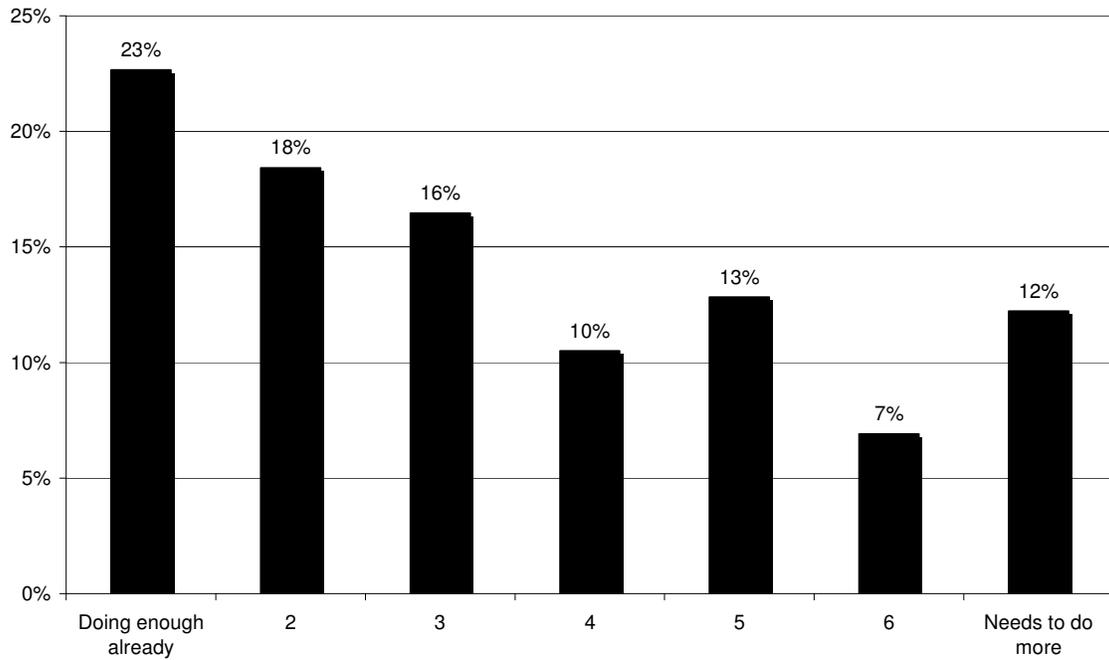
52% of residents rate Augusta's city web site as doing enough currently, while 31% indicate Augusta needs to do more in regards to the city web site.

How do you rate Augusta's city web site?



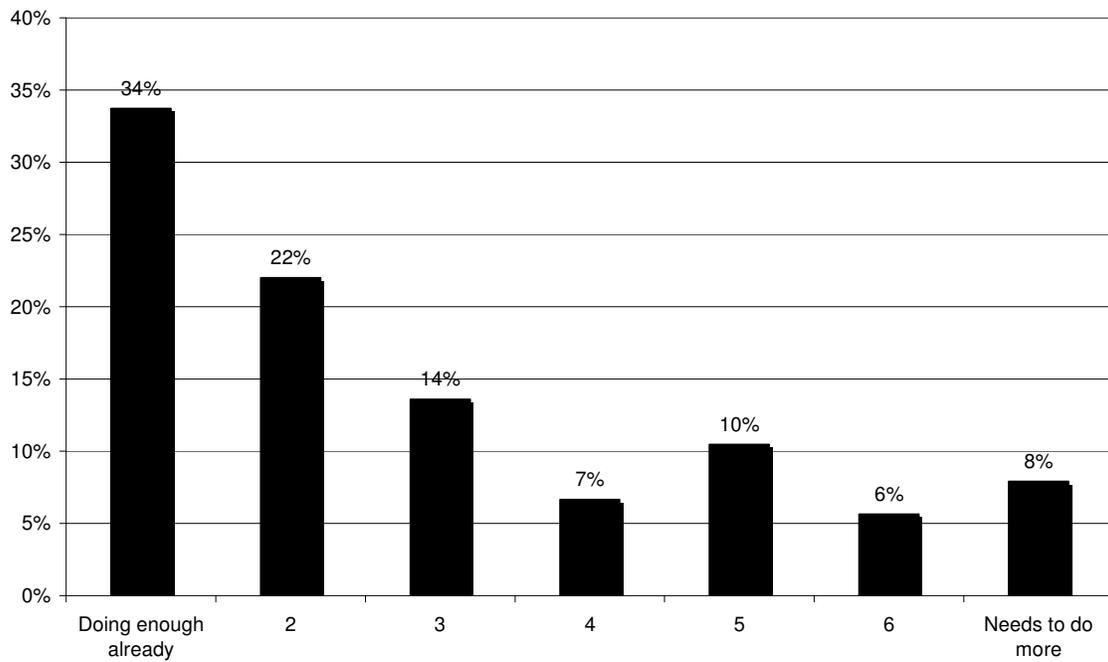
57% of residents rate Augusta's Police department as doing enough currently, while 32% indicate Augusta needs to do more in regards to its Police Department.

How do you rate Augusta's Police Department?



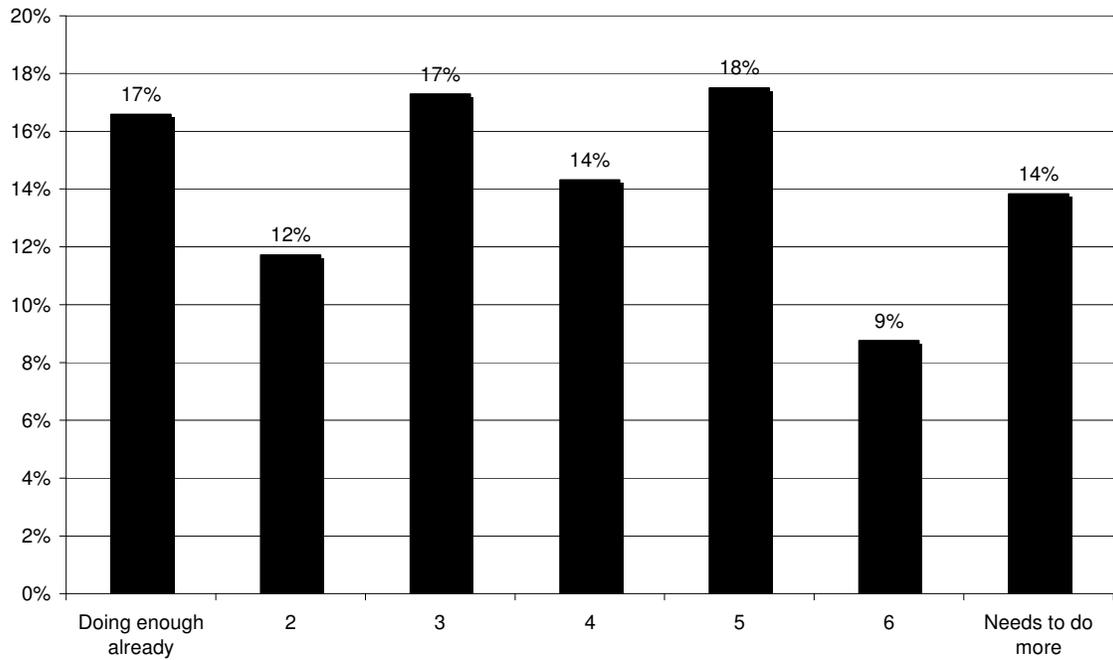
70% of residents rate Augusta's Fire department as doing enough currently, while 24% indicate Augusta needs to do more in regards to its Fire Department.

How do you rate Augusta's Fire Department?



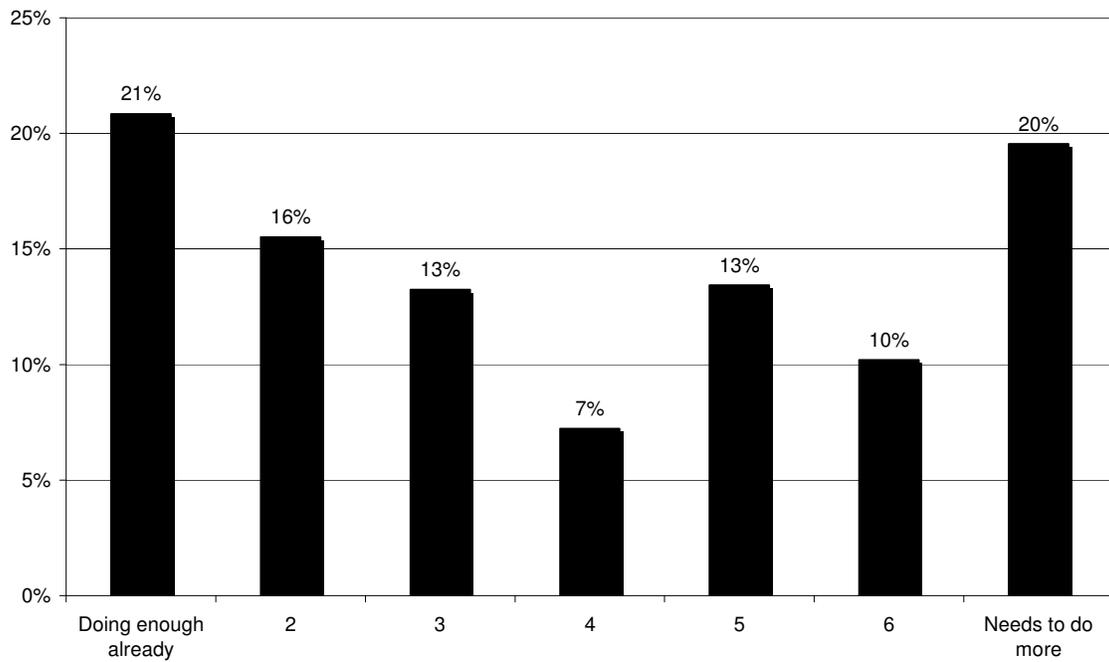
46% of residents rate Augusta's recreation as doing enough currently, while 41% indicate Augusta needs to do more in regards to recreation.

How do you rate Augusta's recreation?



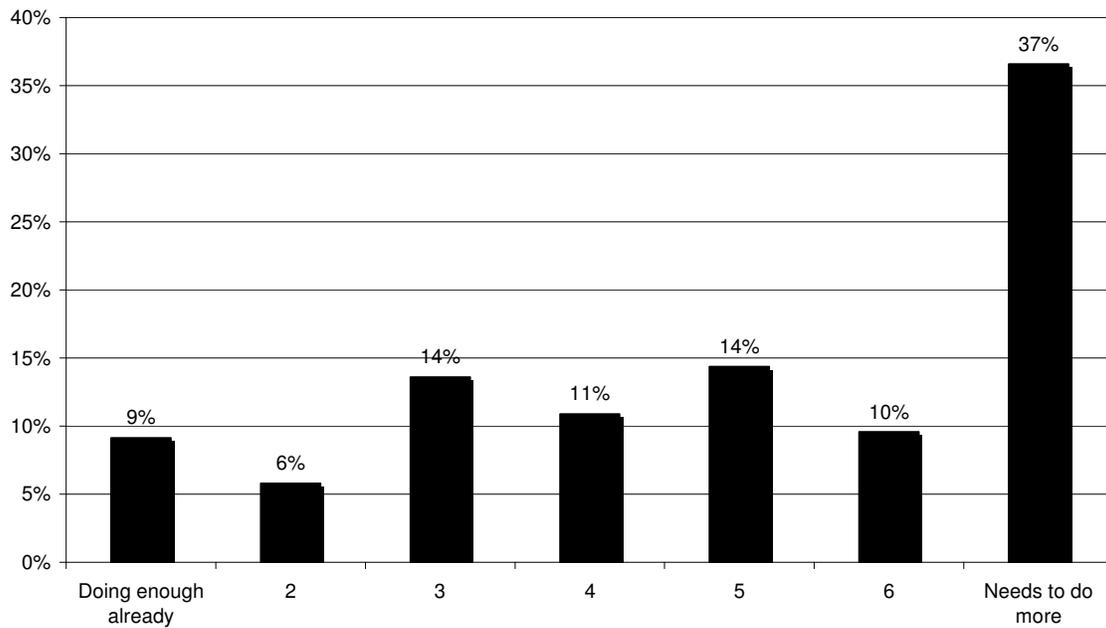
50% of residents rate Augusta's recycling as doing enough currently, while 43% indicate Augusta needs to do more in regards to recycling.

How do you rate Augusta's recycling?



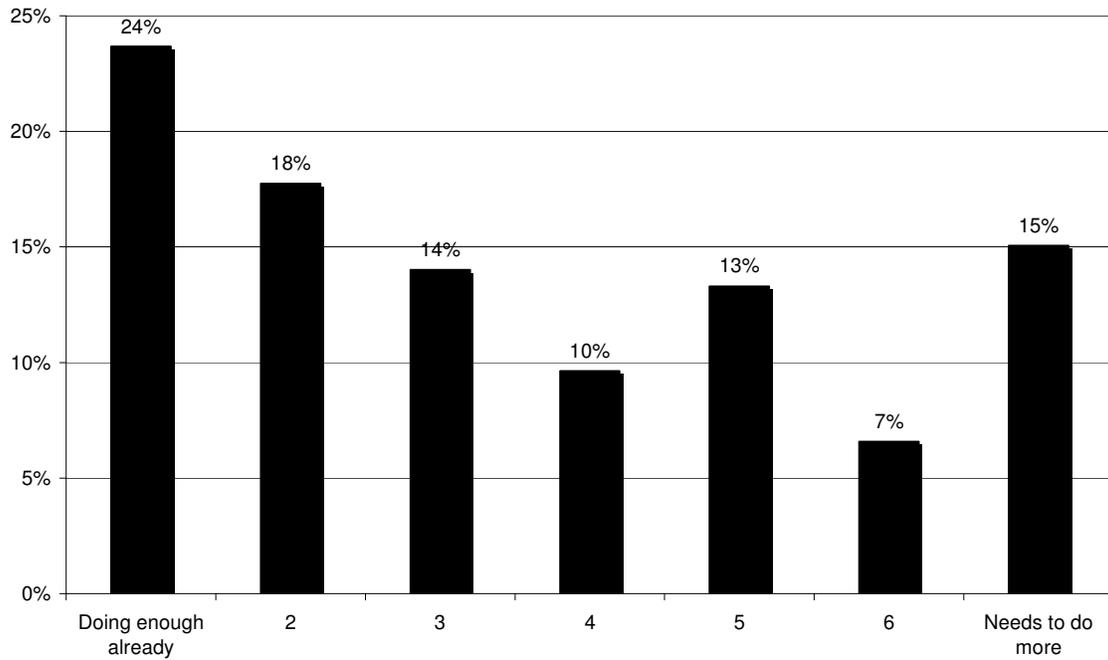
29% of residents rate Augusta’s public transportation for seniors and people with disabilities as doing enough currently, while 61% indicate Augusta needs to do more in regards to its public transportation.

How do you rate Augusta's public transportation for seniors and people with disabilities?



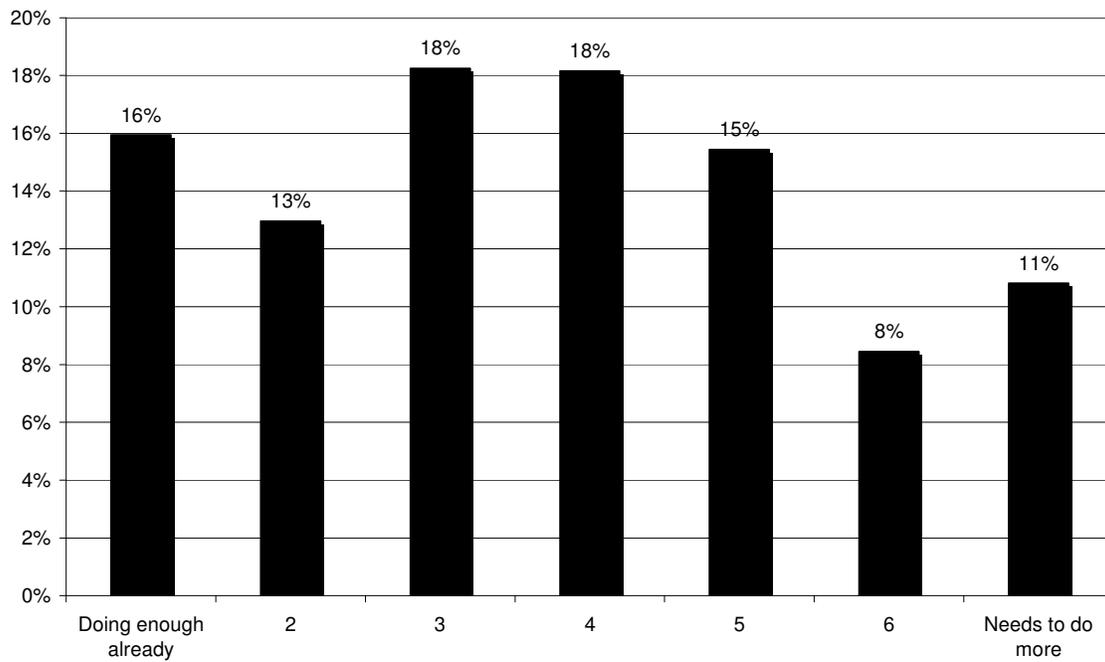
56% of residents rate Augusta's snow removal as doing enough currently, while 35% indicate Augusta needs to do more in regards to snow removal.

How do you rate Augusta's snow removal?



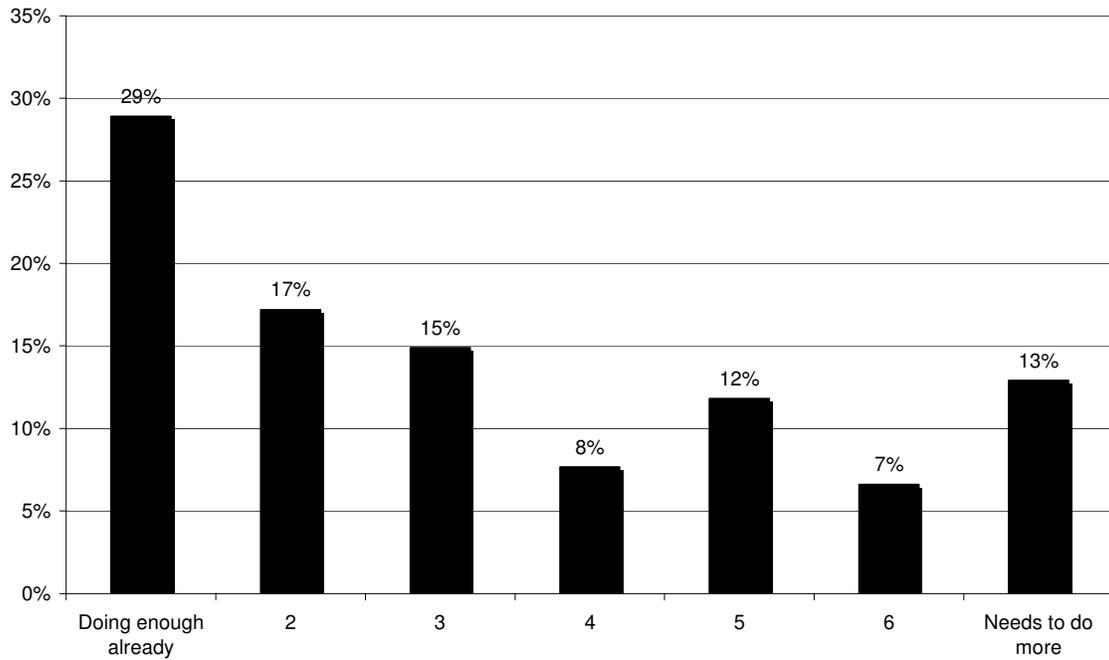
47% of residents rate Augusta's environmental protection as doing enough currently, while 34% indicate Augusta needs to do more in regards to environmental protection.

How do you rate Augusta's environmental protection?



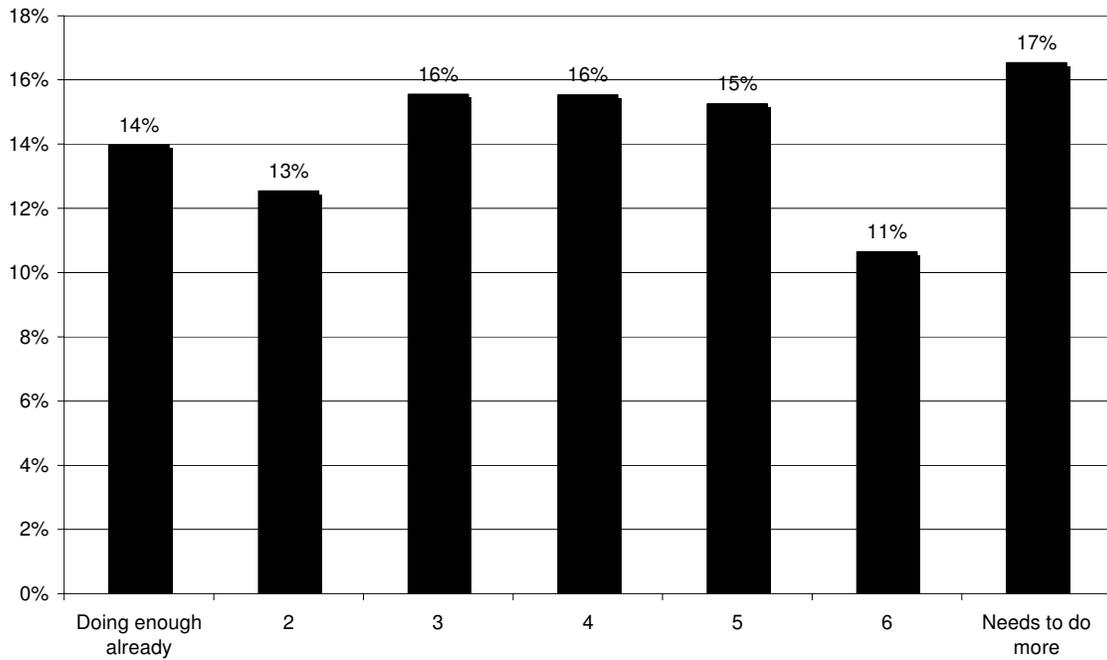
52% of residents rate Augusta's Lithgow Library as doing enough currently, while 32% indicate Augusta needs to do more in regards the Lithgow Library.

How do you rate Augusta's Lithgow Library?



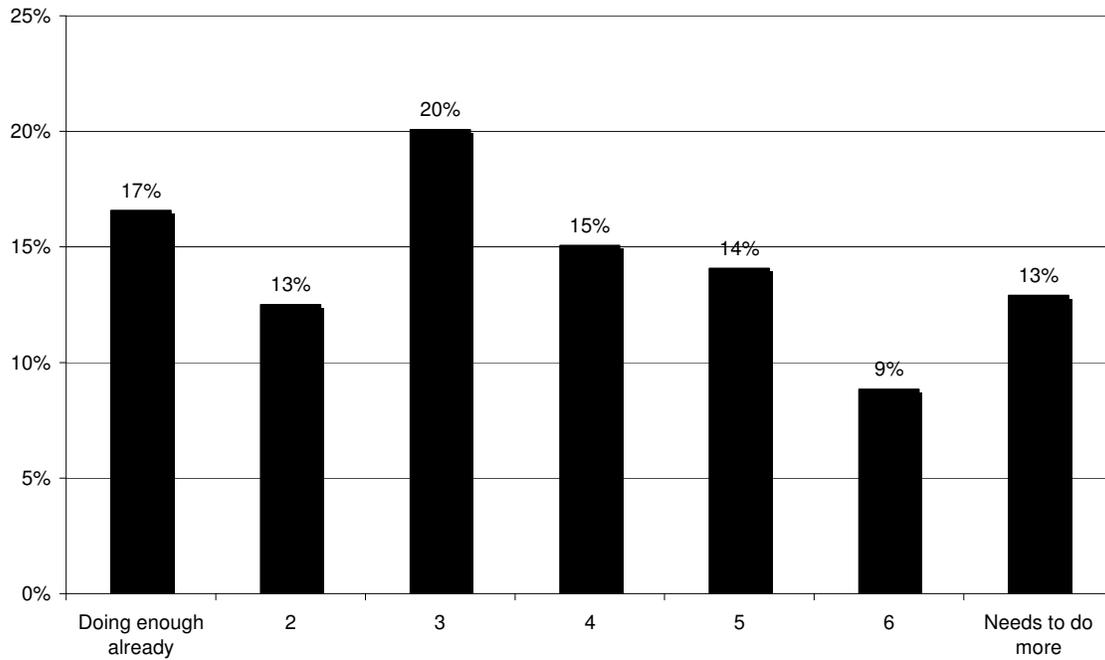
43% of residents rate Augusta's economic development as doing enough currently, while 43% indicate Augusta needs to do more in regards to economic development.

How do you rate Augusta's economic development?



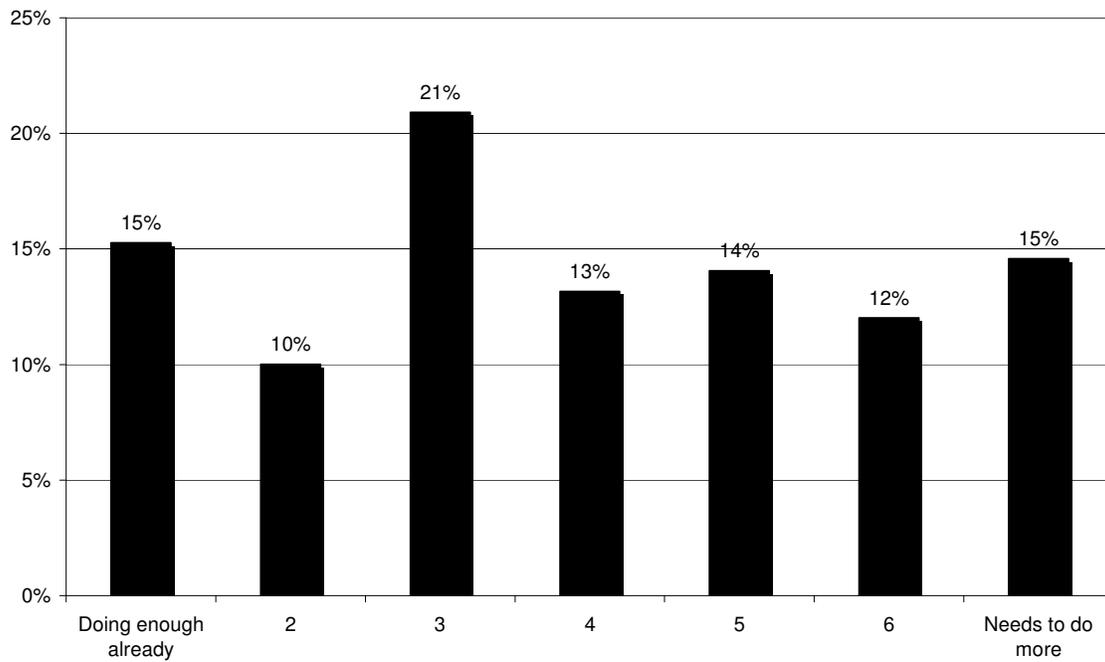
50% of residents rate Augusta's Public elementary schools as doing enough currently, while 36% indicate Augusta needs to do more in regards to its public elementary schools.

How do you rate Augusta's public elementary schools?



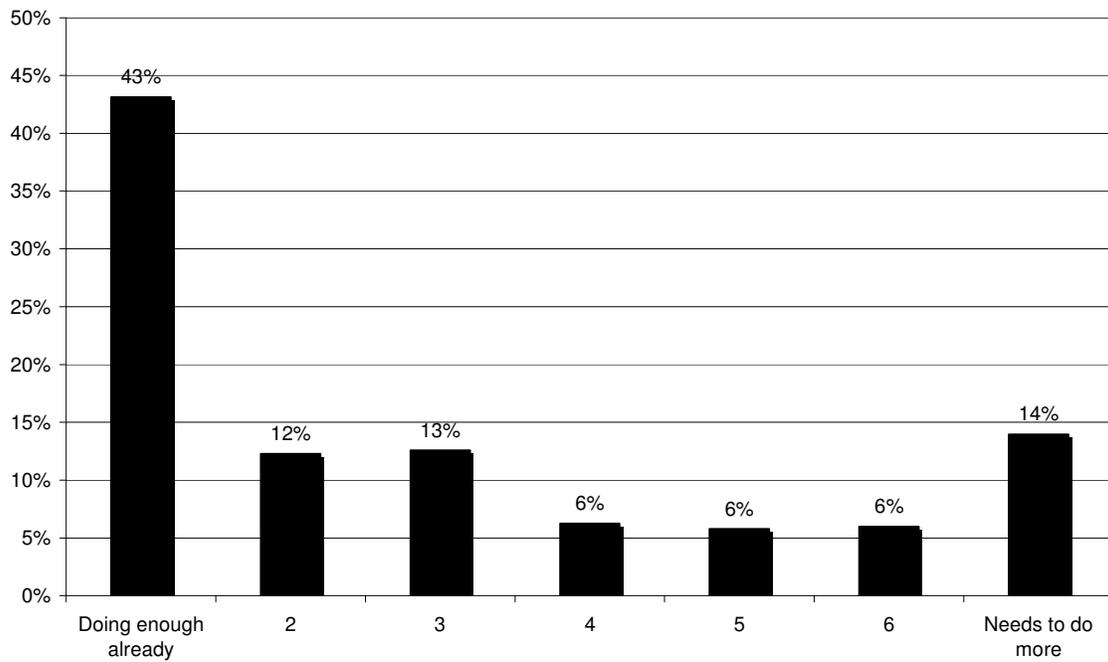
46% of residents rate Augusta's Hodgkins Middle School as doing enough currently, while 41% indicate Augusta needs to do more in regards to Hodgkins Middle School.

How do you rate Augusta's Hodgkins Middle School?



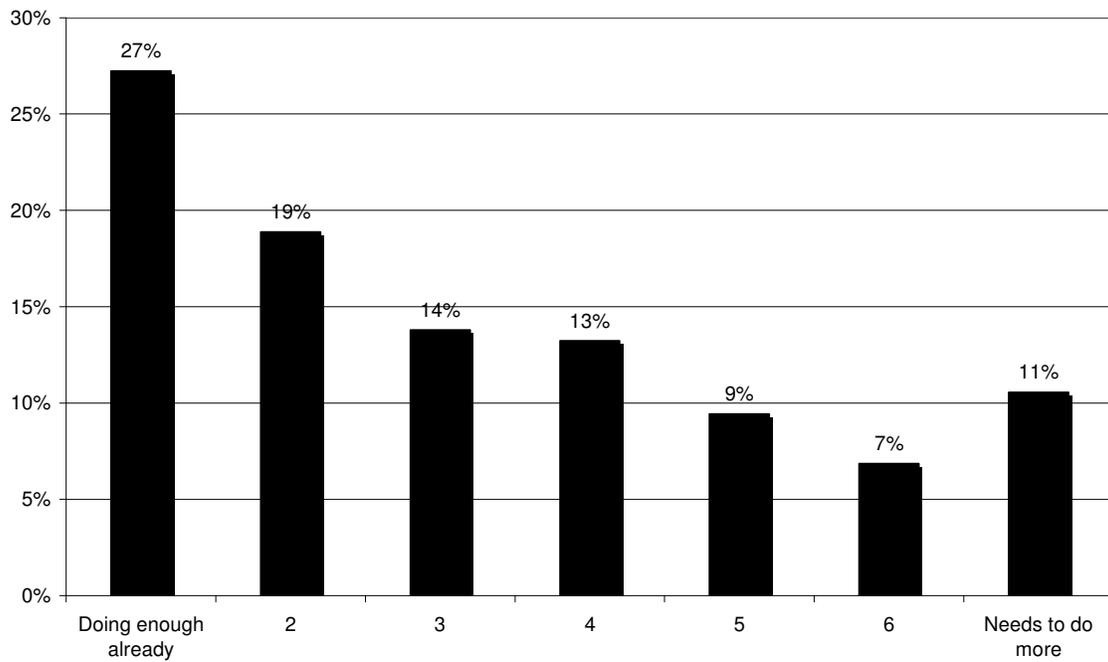
68% of residents rate Augusta's Cony High School as doing enough currently, while 26% indicate Augusta needs to do more in regards to Cony High School.

How do you rate Augusta's Cony High School?



60% of residents rate Augusta's Capital Area Technical Center as doing enough currently, while 27% indicate Augusta needs to do more in regards to the Capital Area Technical Center.

How do you rate Augusta's Capital Area Technical Center?



Part V. Key Environmental Issues

Residents feel all the environmental issues presented in the survey are important, with protection of water quality, keeping invasive plants out of lakes, and preserving plant habitat and forests as the most important.

On A Scale From 1 to 5, Where 1 Means Not Important and 5 Means Very Important, How Important Are The Following Environmental Issues In Augusta...

Protecting water quality	4.51
Keeping invasive plants out of lakes	4.39
Preserving plant habitat and forests	4.26
Preserving farms	4.18
Protecting animal habitat	4.03
Improving air quality	4.03
Improving access to rivers and lakes	3.85
Regulating gravel pits	3.78

Note. Based on valid responses only

Significant Differences by Group:

Protecting water quality

- Women feel that this is more important than men.

Keeping invasive plants out of lakes

- Women feel that this is more important than men.
- Those with some college feel that this is less important than other education groups.

Preserving plant habitat and forests

- Women feel that this is more important than men.
- Those with some college feel that this is less important than other education groups.

Preserving farms

- Women feel that this is more important than men.

Protecting animal habitat

- Women feel that this is more important than men.

Improving air quality

- Women feel that this is more important than men.
- As education increases the importance of this issue decreases.
- As income increases the importance of this issue decreases.

Improving access to rivers and lakes

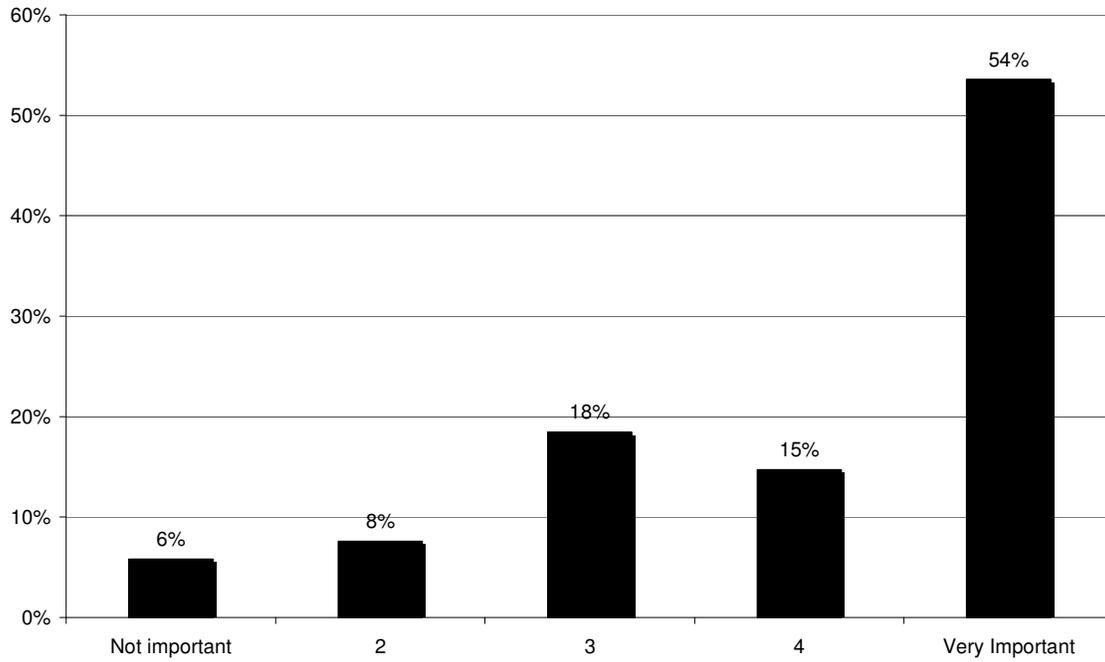
- Women feel that this is more important than men.
- Those 65 and older feel that this is more important compared to other age groups while those under the age of 34 feel this is less important compared to other age groups.
- Those living in the Southwest of the city feel that this is more important than other parts of the city while those living in the Southeast feel that this is less important than other parts of the city.

Regulating gravel pits

- Women feel that this is more important than men.
- Those under the age of 34 feel that this is less important compared to other age groups while those between the ages of 45 and 64 feel this is more important compared to other age groups.

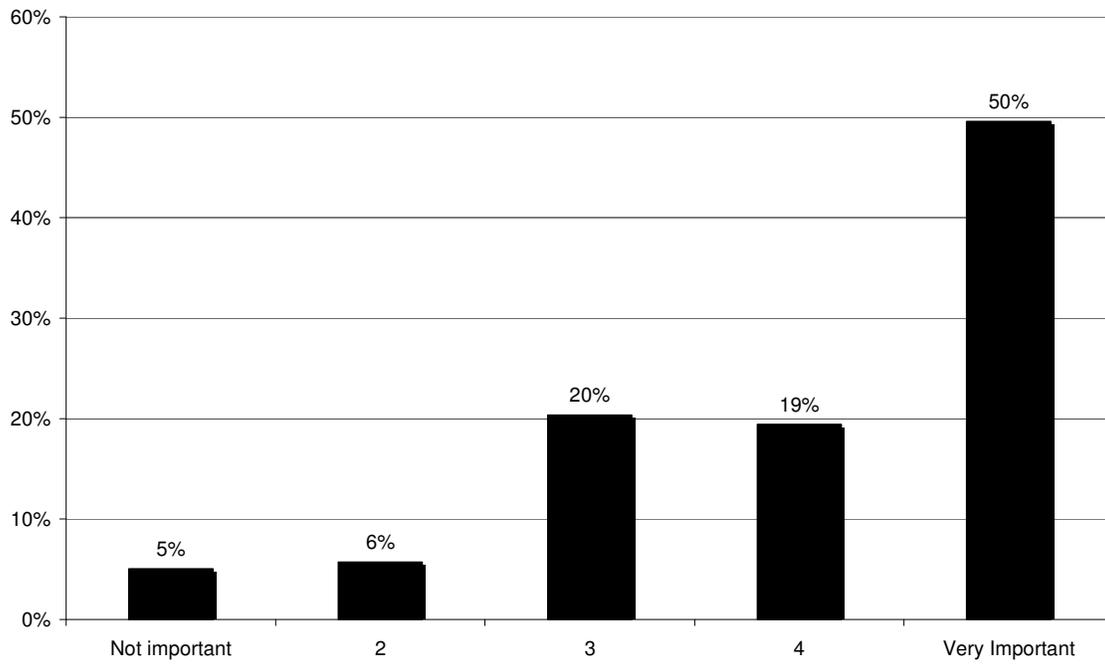
69% of residents rate improving air quality as important; 14% indicate this is not very or not important.

How important is improving air quality?



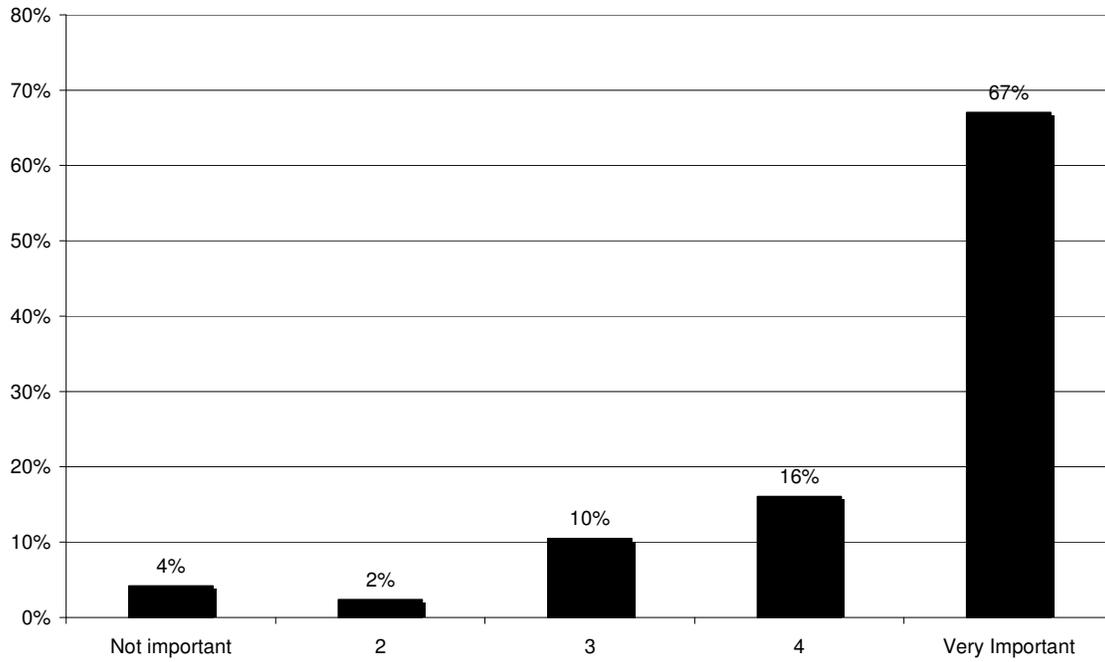
69% of residents rate protecting animal habitat as important; 11% indicate this is not very or not important.

How important is protecting animal habitat?



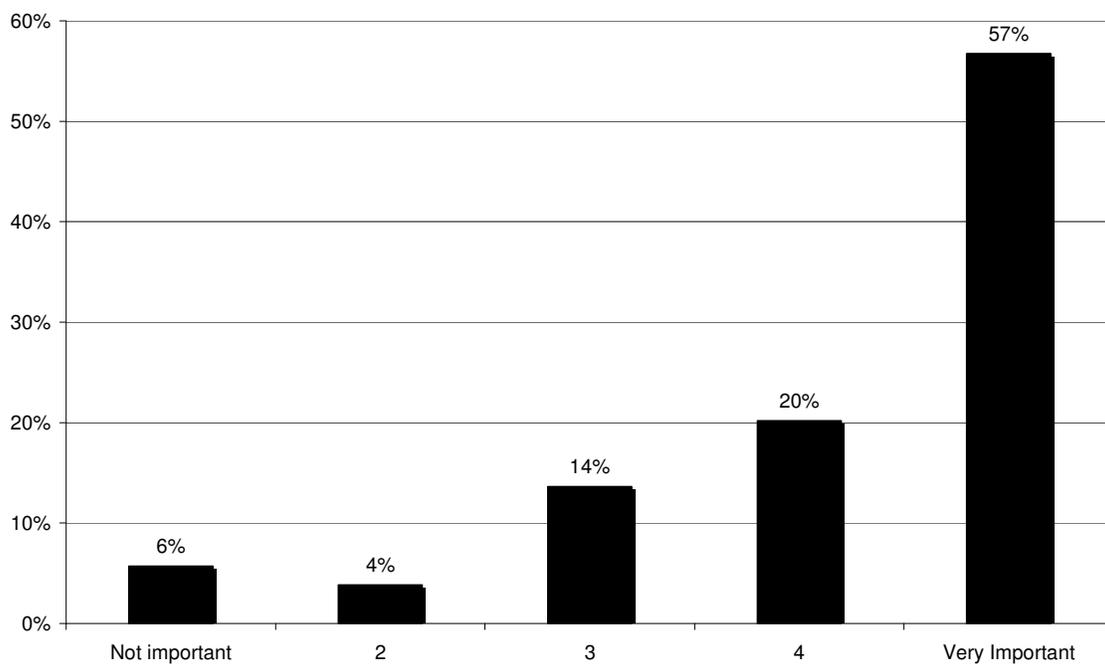
83% of residents rate keeping invasive plants out of lakes as important; 6% indicate this is not very or not important.

How important is keeping invasive plants out of lakes?



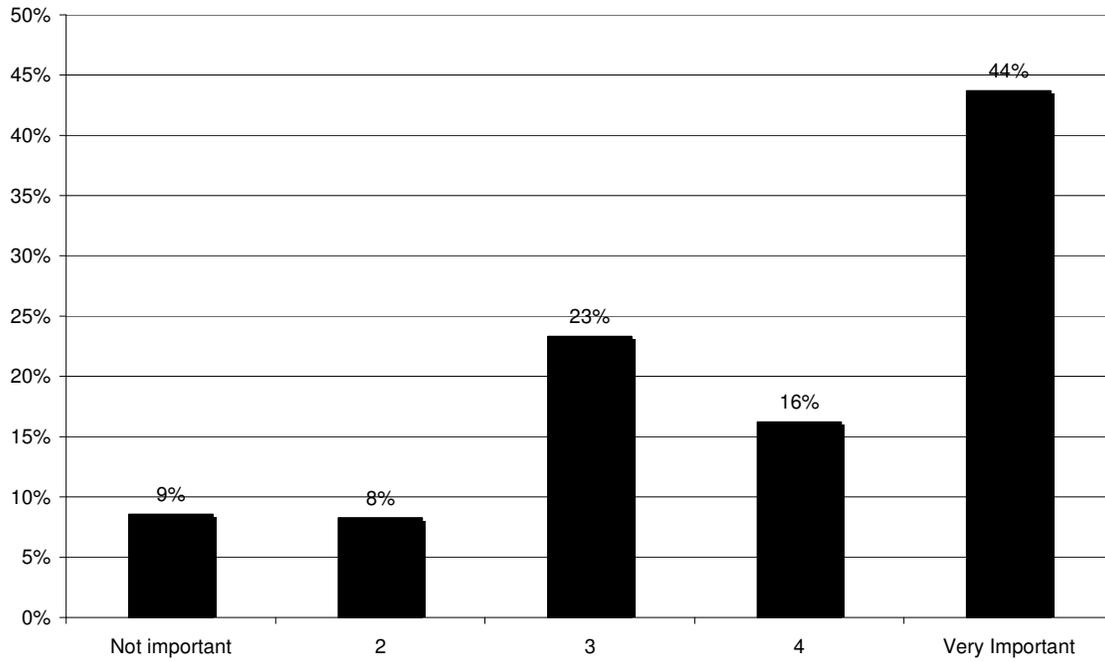
77% of residents rate preserving farms as important; 10% indicate this is not very or not important.

How important is preserving farms?



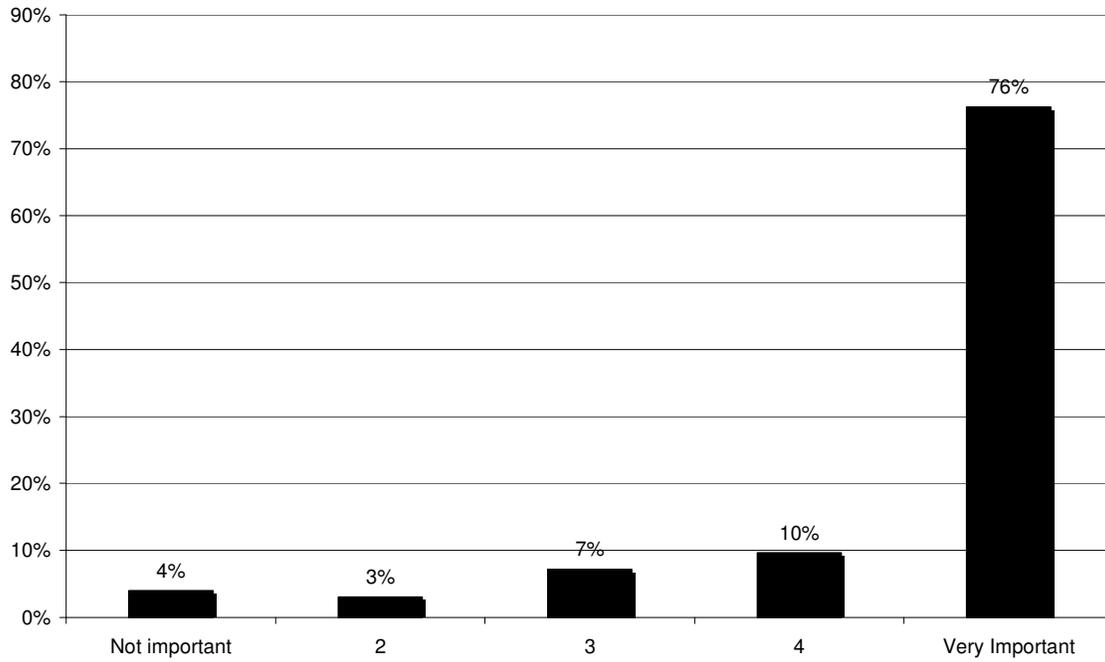
60% of residents rate regulating gravel pits as important; 17% indicate this is not very or not important.

How important is regulating gravel pits?



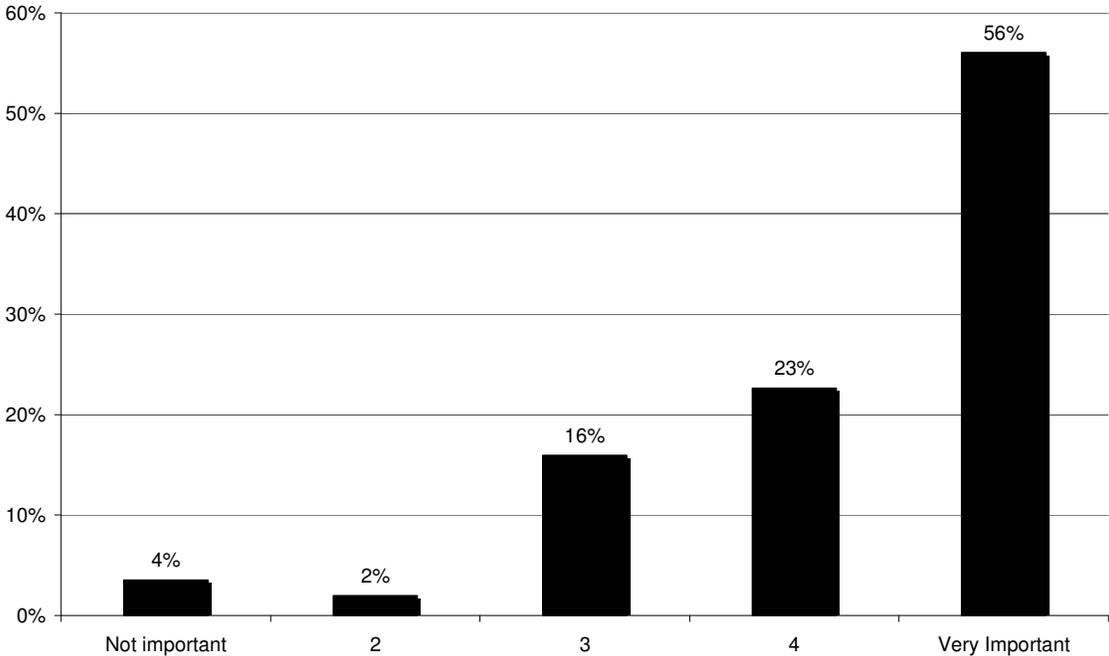
86% of residents rate protecting water quality as important; 7% indicate this is not very or not important.

How important is protecting water quality?



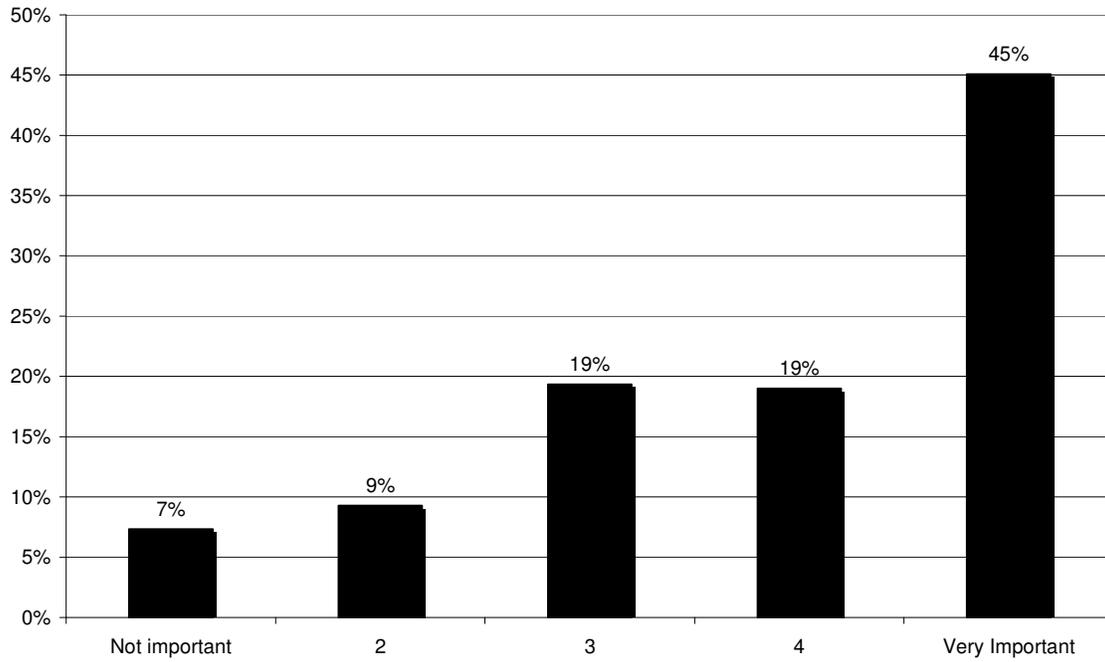
79% of residents rate preserving plant habitat and forests as important; 6% indicate this is not very or not important.

How important is preserving plant habitat and forests?



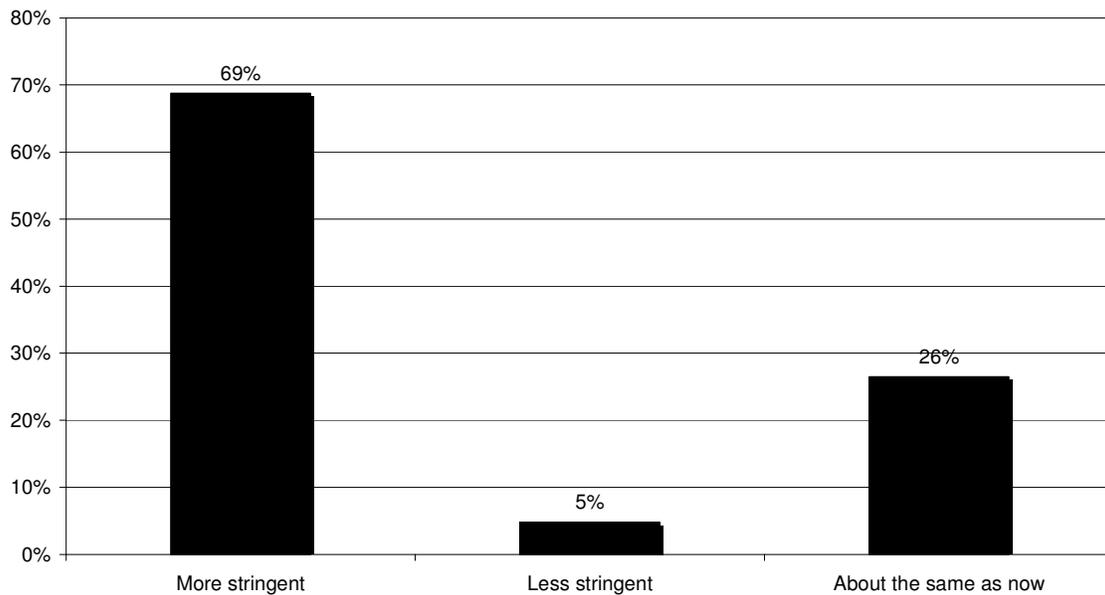
64% of residents rate improving access to rivers and lakes as important; 16% indicate this is not very or not important.

How important is improving access to rivers and lakes?



69% of residents believe the city should be more stringent in its environmental regulations.

In general, in order to achieve the goals just discussed, do you think the City should be more stringent or less stringent in its environmental regulations?



Comments:

Sixty-nine percent of residents indicate that Augusta should be more stringent in its environmental regulations. Five percent of residents indicate that Augusta should be less stringent while 26% indicate the city should keep the current level of environmental regulation.

Significant Differences by Group:

- Female residents are more likely to indicate that Augusta should have more stringent environmental regulations than male residents (76% compared to 61%).
- The percentage of residents indicating that Augusta should have more stringent environmental regulations decreases with age, from 83% among those under 25 to only 60% of those 65 and older.
- Residents living in the Northwest and Southwest part of Augusta are more likely to indicate that Augusta should have more stringent environmental regulations (73%) than residents in other parts of the city.
- College graduates are less likely to indicate that Augusta should have more stringent environmental regulations (64%).
- Residents earning more than \$100,000 annually are less likely to indicate that Augusta should have more stringent environmental regulations (51%).

Part VI. Education and Schools

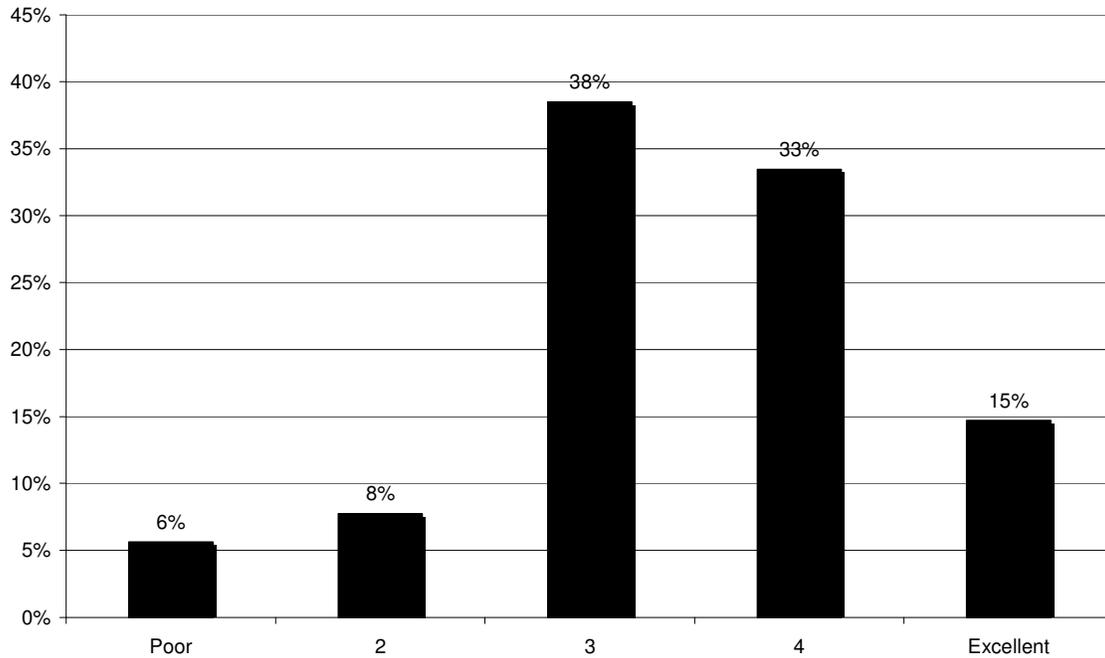
Residents gave slightly positive ratings to the Augusta public school system.

**On A Scale From 1 to 5, Where 1 is Bad And 5 Is Excellent Rate The
Augusta Public School System**

How would you rate the Augusta public school system?	3.44
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48% of residents rate the Augusta public school system as good or excellent; 14% rate the system as fair or poor.

How would you rate the Augusta public school system?



Comments:

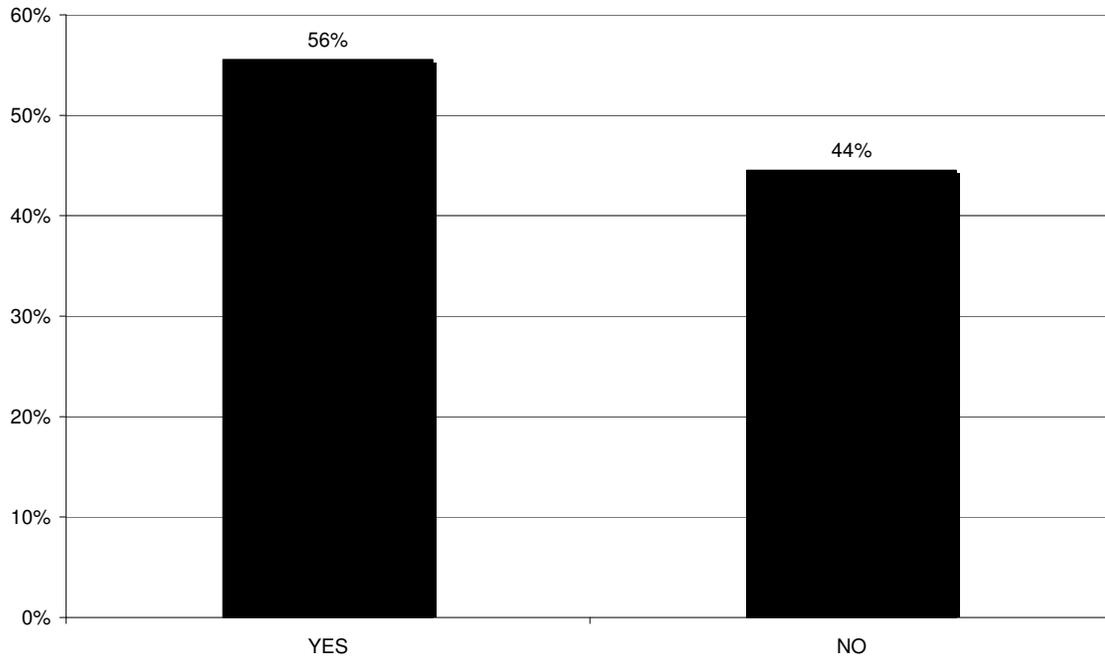
Fifteen percent of residents rate Augusta’s public school system as excellent while 33% rate the school system as good. Thirty-eight percent of residents rated Augusta’s public school system as neither good nor poor. Fourteen percent of residents rate Augusta’s school system as fair or poor.

Significant Difference by Group:

- Male residents tended to rate Augusta's public school system more positively than female residents. 52% of male residents rated Augusta's public school system positively (4 or 5 on the five point scale) compared to only 44% of female residents.
- 64% of residents age 65 and older rate Augusta's public school system positively.
- Only 29% of residents age 25 to 34 rate Augusta's public school system positively.
- 60% of residents in Northeast Augusta rate Augusta's public school system positively.
- Only 39% of residents in Southwest Augusta rate Augusta's public school system positively.
- 64% of residents living in Augusta 2 years or less rate Augusta's public school system positively.
- Only 39% of residents living in Augusta 3 – 10 years rate Augusta's public school system positively
- The percentage of Augusta residents that rate Augusta's public school system positively decreases with income, from 52% of those earning \$25,000 or less to 41% among those earning \$100,000 or more.

56% of residents believe that the city is spending its educational dollars wisely.

Do you believe the City is spending its educational dollars wisely?



Comments:

Fifty-six percent of Augusta residents believe the city is spending its educational dollars wisely, while 44% indicate they believe the city is not spending its educational dollars wisely.

Significant Difference by Group:

- Male residents are more likely to believe the city is spending its educational dollars wisely than female residents (59% compared to only 52%)
- Only 48% of those ages 35 – 44 believe the city is spending its educational dollars wisely.
- Only 48% of residents in Southeast Augusta believe the city is spending its educational dollars wisely.
- The percentage of Augusta residents that believe the city is spending its educational dollars wisely is lowest among those earning more than \$100,000 annually (48%).

Residents see the lack of funding, the need for more teachers, and safety as the greatest issues facing Augusta schools.

What do you see as the greatest opportunities and concerns facing Augusta schools?

Category	%
Money, Lack of Funding	11%
Better, More Teachers Needed	10%
Safety	10%
New High School is Great	9%
Aging Facilities, Buildings	9%
Appropriate Curriculum, Basic Teaching	8%
Declining Student Population, Attracting Families	6%
Increases in Special Needs Students	6%
Discipline in School	6%
Overcrowding	5%
Better Teacher – Student Ratio Needed	5%
Superintendent of Schools, Administration	5%
Transportation Issues – Access to Education	4%
Consolidation Needed to Lower Administrative Costs	3%
Over-importance on Standardized Tests, No Child Left Behind	3%
Keeping up with Education Technology	3%
Keeping Kids in School, Improve Graduation Rates	3%
Drugs and Alcohol	3%
Maintaining High Educational Standards	2%
Teacher Training, Adequate Staff Development	2%
Encouraging Post Secondary Education	2%
Handling Diverse Student Population	2%
Budget Cuts in School Spending	2%
Parent Apathy, Lack of Involvement	2%
Improving After-School Programs	1%
More School Counselors Needed	1%
Better Math and Science Programs	1%
Maintaining Neighborhood Schools	1%
Overall Positive	1%

What do you see as the greatest opportunities and concerns facing Augusta schools? (continued)

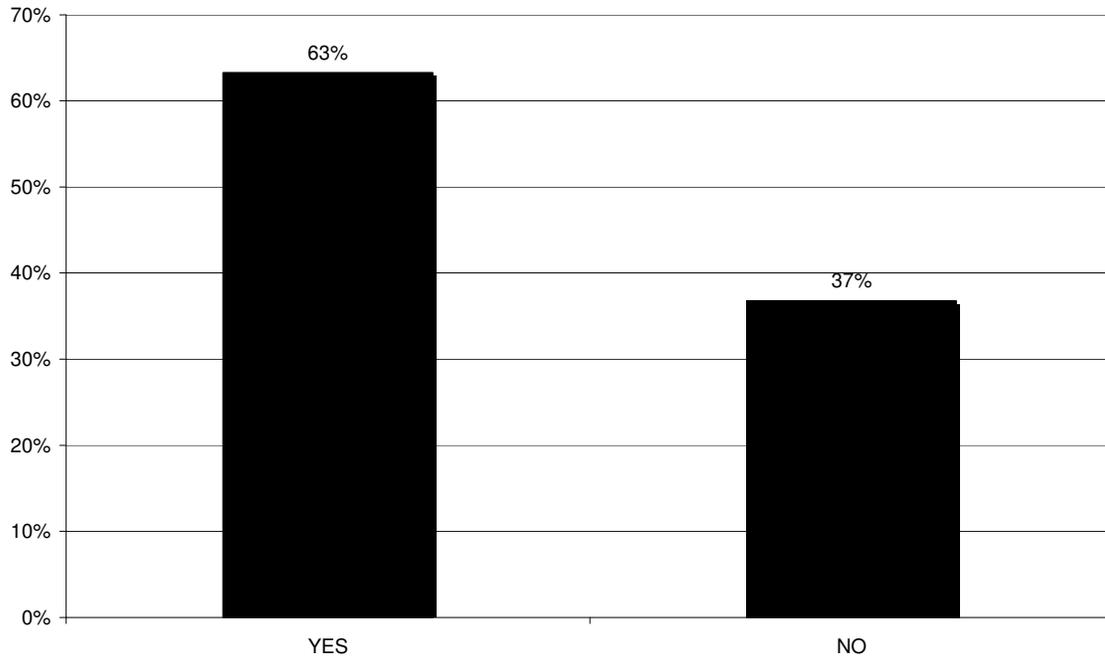
Category	%
Better Use of Community in Education, Programs, etc	1%
More Arts Education Needed	1%
Improved Access to Adult Education	1%
Healthy Kids; Nutrition, Physical Education	1%
Keeping the Educated in State	1%
Too Much Government In Schools - Regulations and Paperwork	1%
Too Much Emphasis on Extra-Curricular Activities	1%
Other	10%
Total	100%

Comments:

When asked what are the greatest opportunities and concerns facing Augusta schools, 10% of residents mentioned the need for additional funding. Ten percent of residents saw the need for more teachers and 10% were concerned about safety in the schools. Other comments by residents include that they like the new high school (mentioned by 9%), concern over aging facilities (9%), teaching an appropriate curriculum (8%), the declining student population and the need to attract more families to Augusta (6%), the increase in the number of special needs students (6%), and discipline in the schools (6%), among other opportunities and concerns.

63% of residents indicate that they or their children attended or are attending Augusta's public schools.

Did you or any of your children ever attend Augusta public schools?

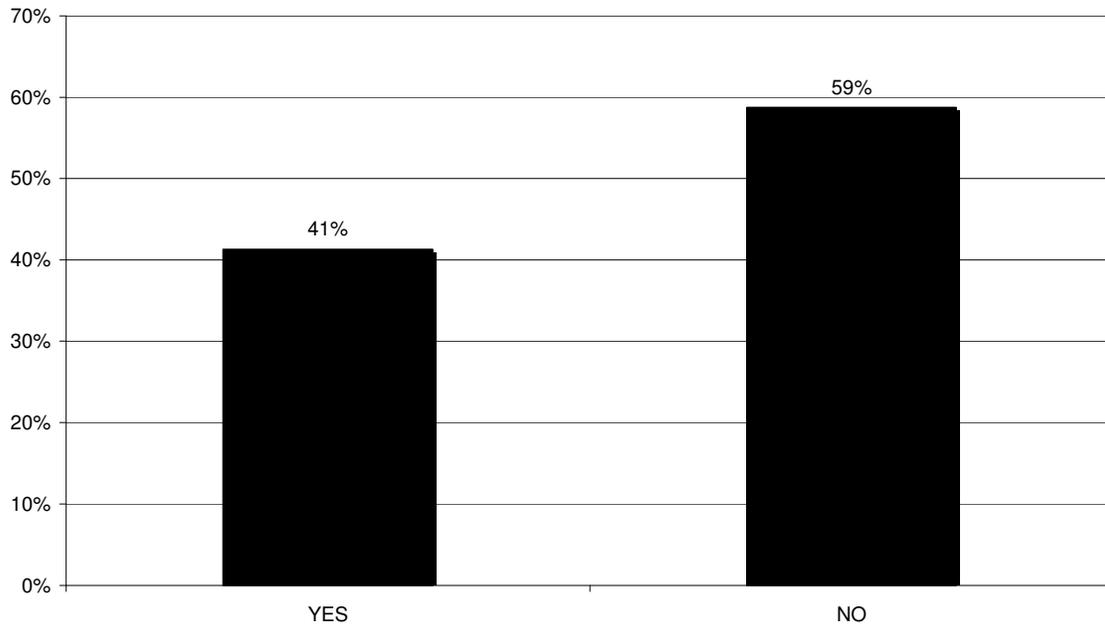


Comments:

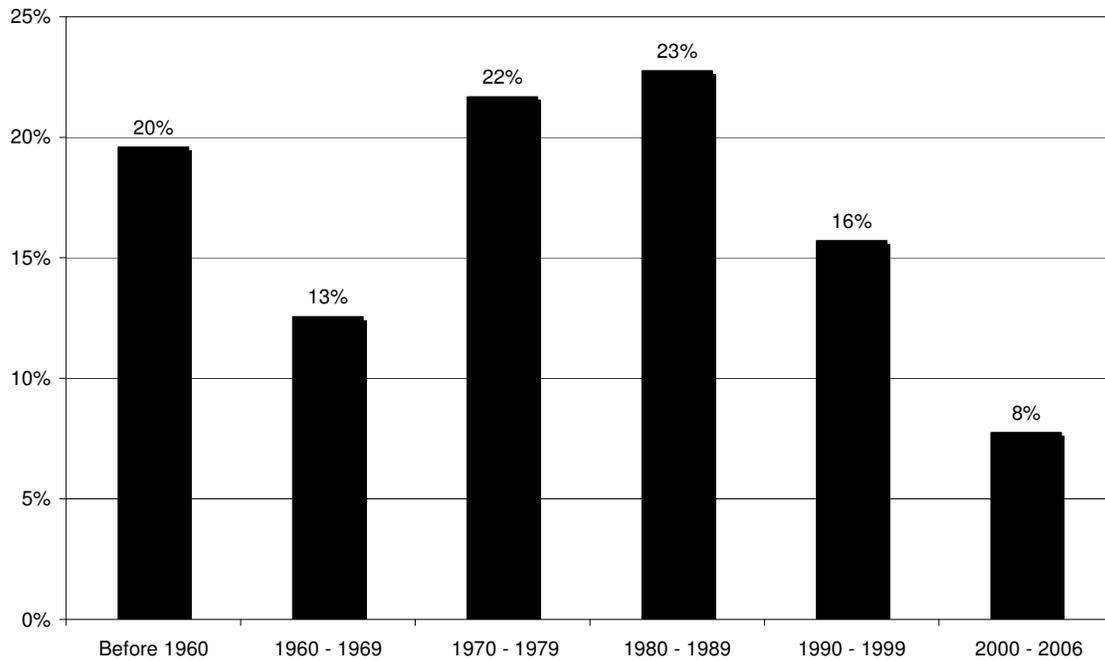
Sixty three percent of residents indicate that they or one of their children had attended or are currently attending one of Augusta's public schools.

Among residents that attended Augusta's public schools or had children attending an Augusta School, 41% graduated from Cony High School. Over half graduate prior to 1980.

**Did you graduate from Cony?
(% among those attending school in Augusta)**



When did you graduate from Cony?



Comments:

Among those residents that indicated that they or their child had attended or are currently attending an Augusta public school, 41% indicate they graduated from Cony High School. Among those graduating from Cony High school, 20% indicate they graduated prior to 1960, 13% graduated between 1960 and 1969, 22% graduated between 1970 and 1979, 23% graduated between 1980 and 1989, 16% graduated between 1990 and 1999, and 8% graduated after 1999.

Part VII. Reasons for Living in Augusta

The factors most important to residents in their decision to move to or continue living in Augusta are convenience to health care and social services, affordability of housing, and the characteristics of the neighborhood.

On A Scale From 1 to 5, Where 1 Means Not At All Important And 5 Means Very Important, How Important Are The Following In Their Decision To Move To Or Continue Living In Augusta...?

Convenience to health care, social services	4.27
The affordability of housing in Augusta	4.21
The characteristics of my neighborhood	4.19
The quality of City services	4.07
Convenience to shopping	3.95
The property tax rate	3.92
Convenience to my job	3.91
The quality of the Augusta School System	3.81
Convenience to arts, culture, University	3.62
The presence of state government	3.44
The diversity of residents	3.36

Note. Based on valid responses only

Significant Differences by Group:

Convenience to health care, social services

- This was most important to those 65 or older compared to other age groups.
- Those with a high school education or less rated this more important than other education groups.
- Those living in the Northwest feel that this is less important than other parts of the city.

The affordability of housing in Augusta

- 55 to 64 year olds rated this as less important compared to other age groups while those 45 to 54 rated this as more important compared to other age groups.
- Those living in the Northwest of the city feel that this is less important than other parts of the city.

The characteristics of my neighborhood

- Women rated this more important than men.
- Those 65 or older rated this as more important compared to other age groups while those under the age of 34 rated this as less important compared to other age groups.
- Those living in the Northwest and Southeast of the city feel that this is less important than other parts of the city while those living in the Southwest and Northeast feel that this is more important than other parts of the city.

The quality of City services

- In general, the importance of this increased with age with 25 to 34 year olds rating this as less important compared to other age groups.
- Those with a high school education or less rated this more important than other education groups.

Convenience to shopping

- This was most important to those 65 or older compared to other age groups.
- Those with a high school education or less rated this more important than other education groups.
- Those who make less than \$25,000 rated this more important than other income groups.

The property tax rate

- Women rated this more important than men.

Convenience to my job

- This was more important to those 25 to 44 compared to other age groups while those 65 or older were less concerned.

The quality of the Augusta School System

- Women rated this more important than men.
- Those living in the Northeast of the city feel that this is more important than other parts of the city while those living in the Northwest feel that this is less important than other parts of the city.

The presence of state government

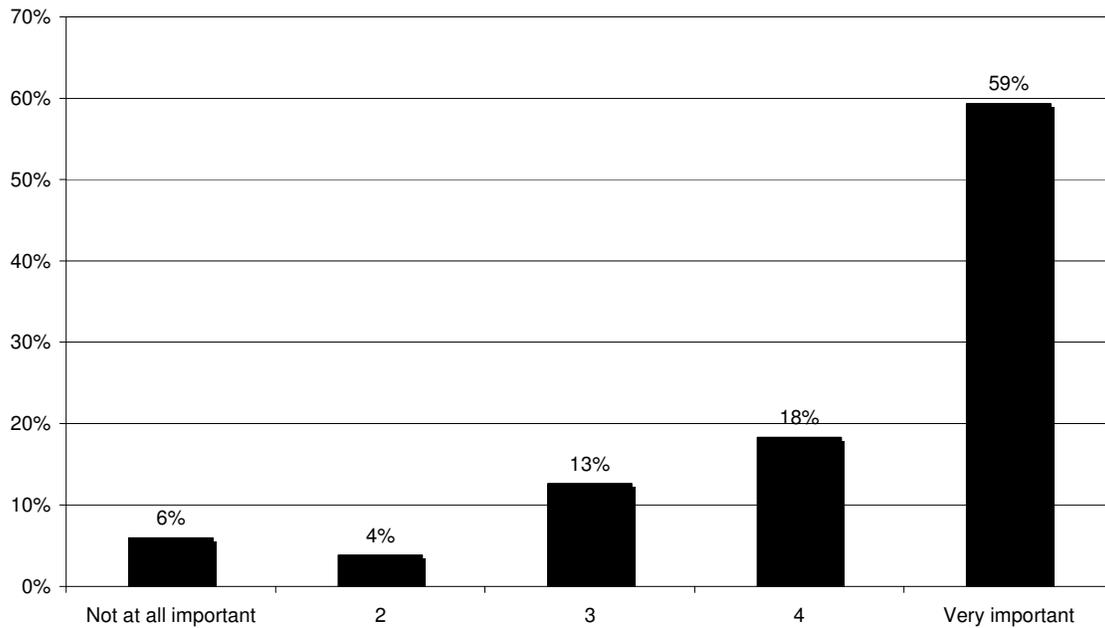
- Those 65 or older rated this as more important compared to other age groups while those 25 to 34 rated this as less important compared to other age groups.
- Those with a high school education or less rated this more important than other education groups.

The diversity of residents

- The importance of this factor increased with age.
- Those with a high school education or less rated this more important than other education groups.
- Those living in the Northeast of the city feel that this is more important than other parts of the city while those living in the Southeast feel that this is less important than other parts of the city.

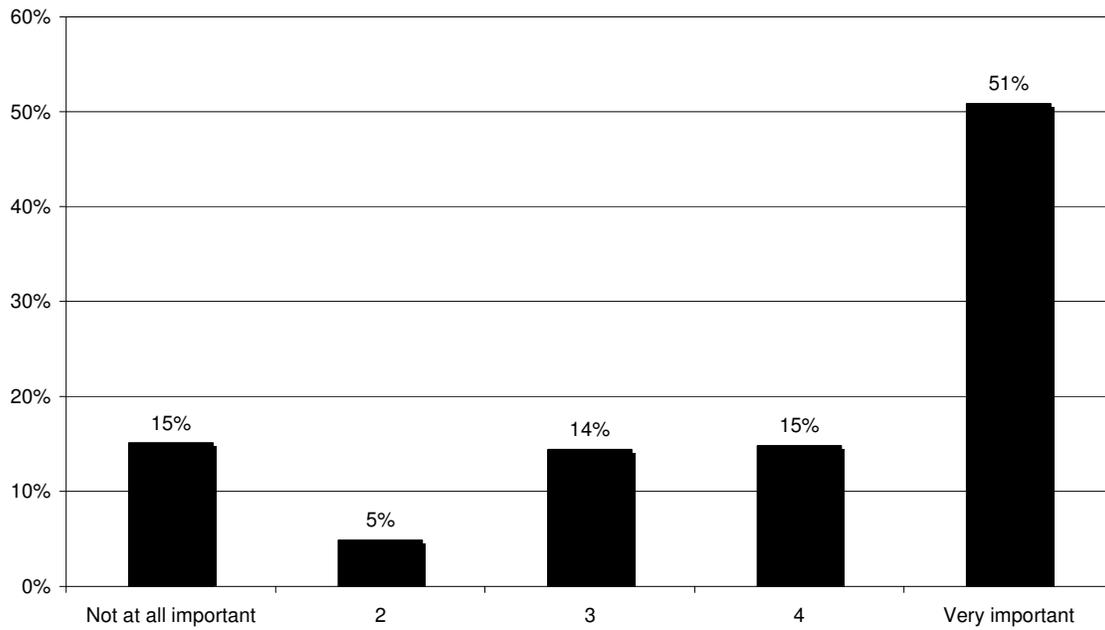
77% of residents rate the affordability of housing as important in their decision to move to or continue to live in Augusta; 10% indicate this is not very or not at all important.

How important is the affordability of housing in Augusta in your decision to move to or continue to live in Augusta?



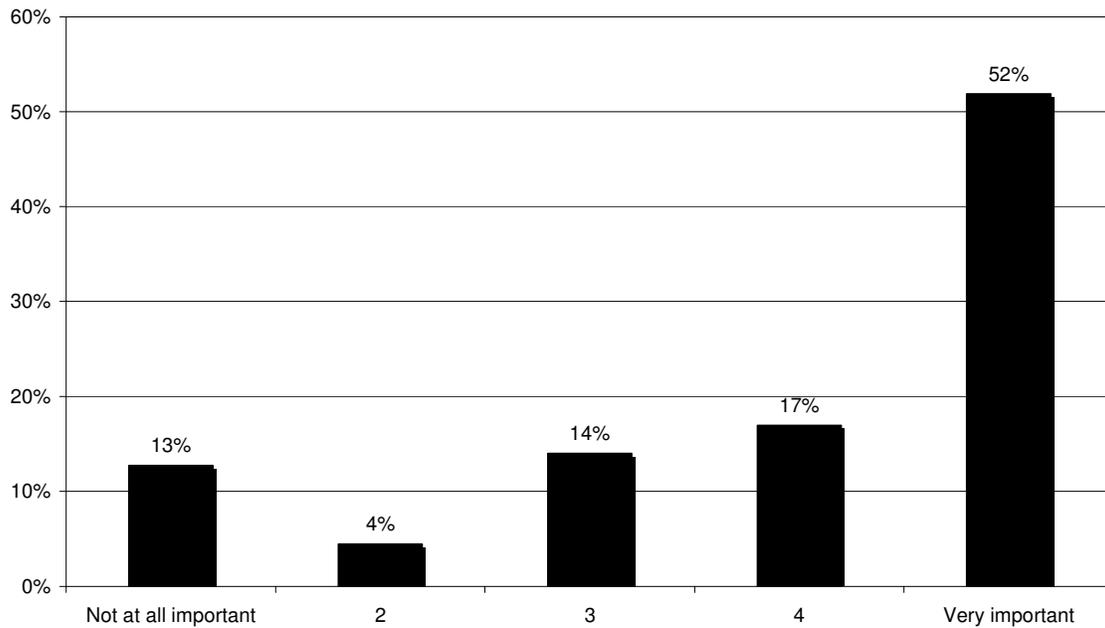
66% of residents rate the quality of the Augusta School System as important in their decision to move to or continue to live in Augusta; 20% indicate this is not very or not at all important.

How important is the quality of the Augusta School System in your decision to move to or continue to live in Augusta?



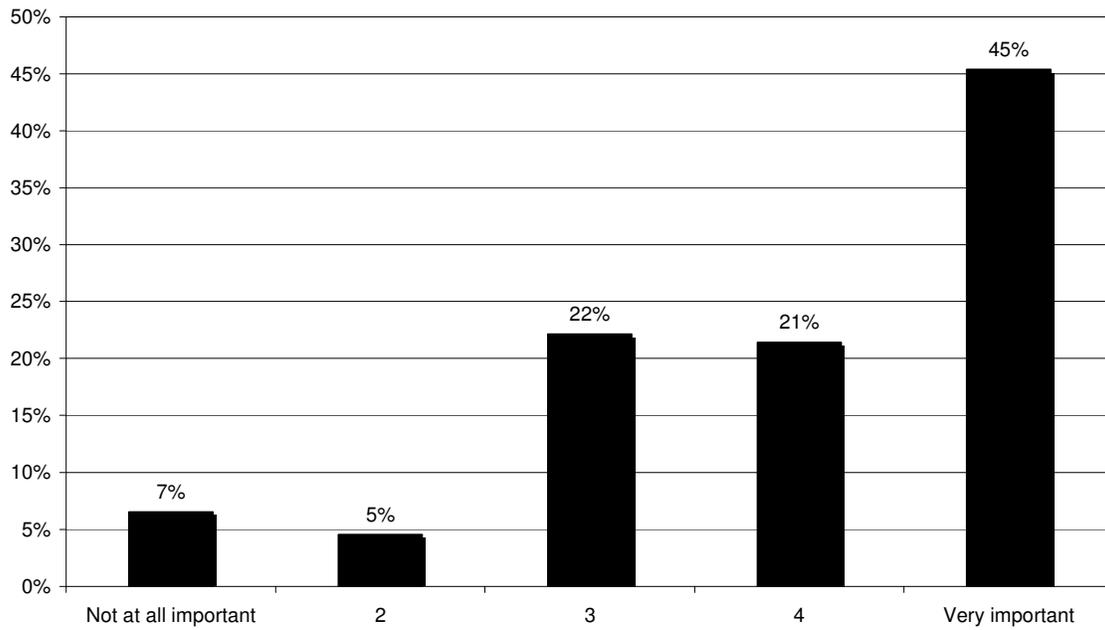
69% of residents rate convenience to their job as important in their decision to move to or continue to live in Augusta; 17% indicate this is not very or not at all important.

How important is convenience to my job in your decision to move to or continue to live in Augusta?



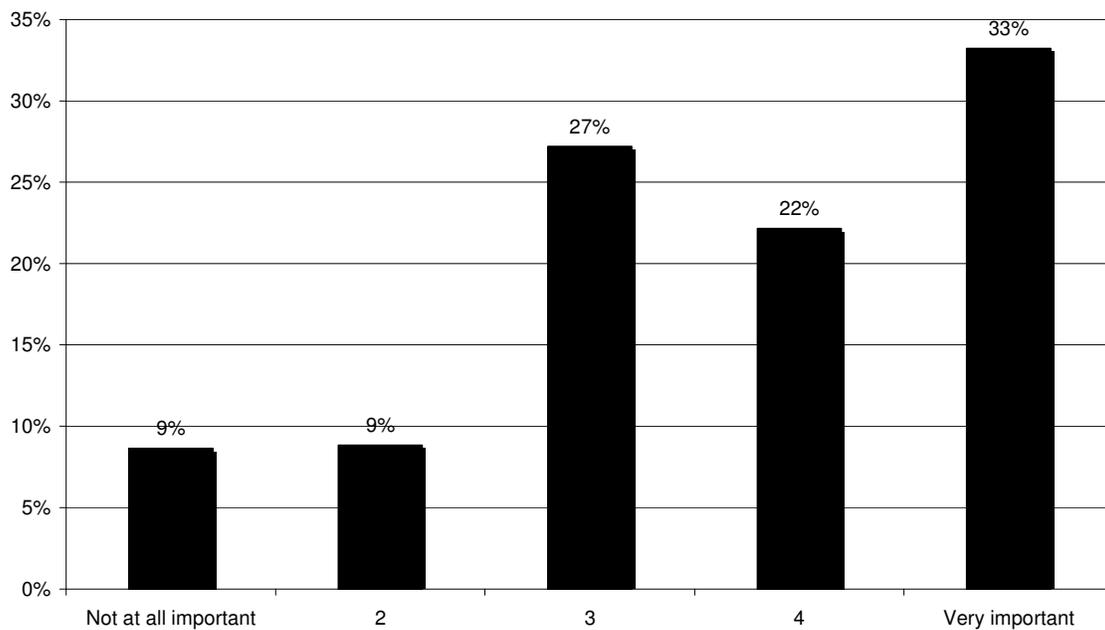
66% of residents rate the convenience to shopping as important in their decision to move to or continue to live in Augusta; 12% indicate this is not very or not at all important.

How important is convenience to shopping in your decision to move to or continue to live in Augusta?



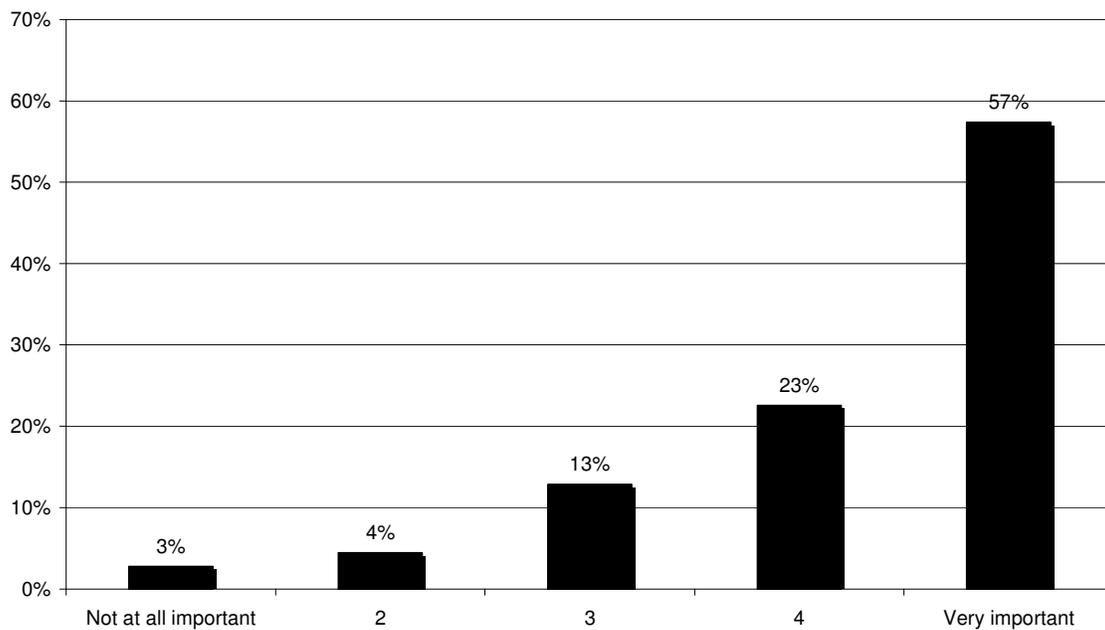
55% of residents rate the convenience to arts, culture, and the University as important in their decision to move to or continue to live in Augusta; 18% indicate this is not very or not at all important.

How important is convenience to arts, culture, University in your decision to move to or continue to live in Augusta?



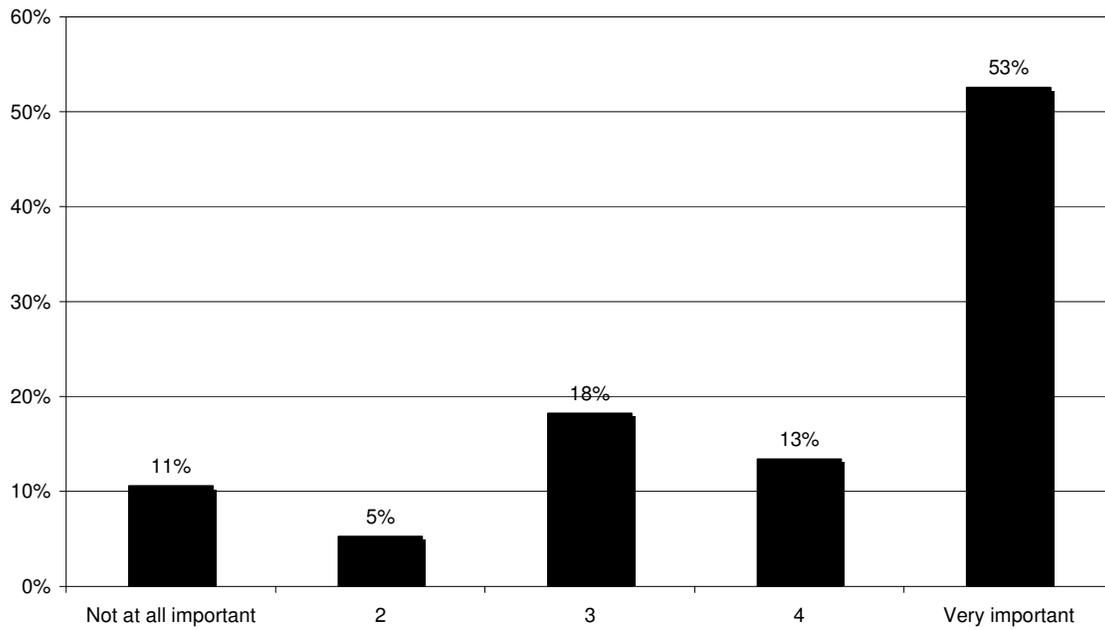
80% of residents rate the convenience to health care and social services as important in their decision to move to or continue to live in Augusta; 7% indicate this is not very or not at all important.

How important is convenience to health care, social services in your decision to move to or continue to live in Augusta?



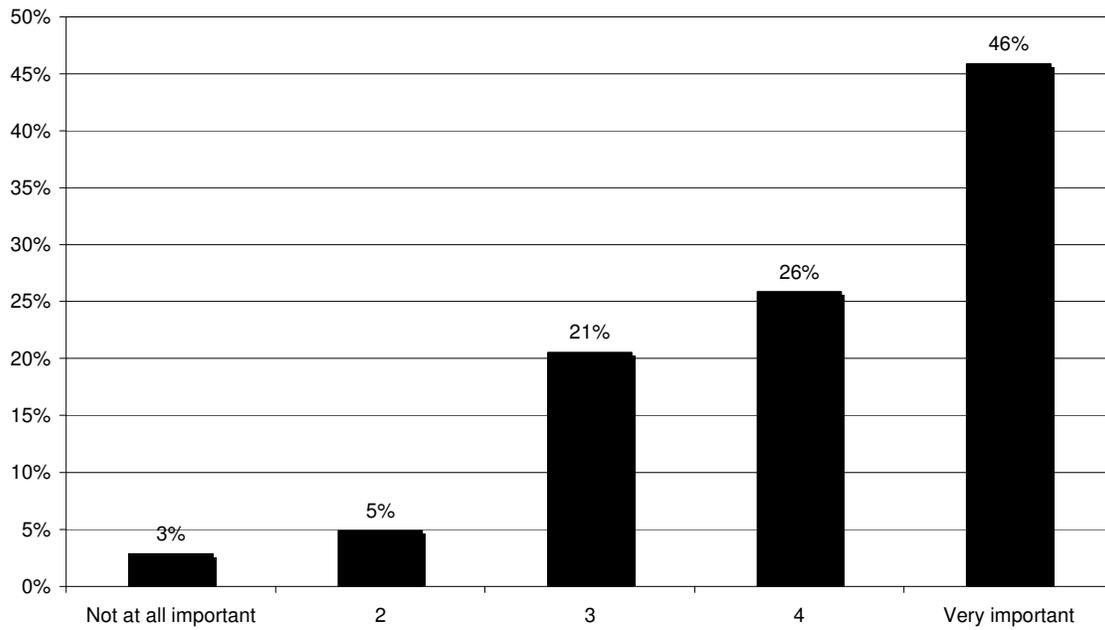
66% of residents rate the property tax rate as important in their decision to move to or continue to live in Augusta; 16% indicate this is not very or not at all important.

How important is the property tax rate in your decision to move to or continue to live in Augusta?



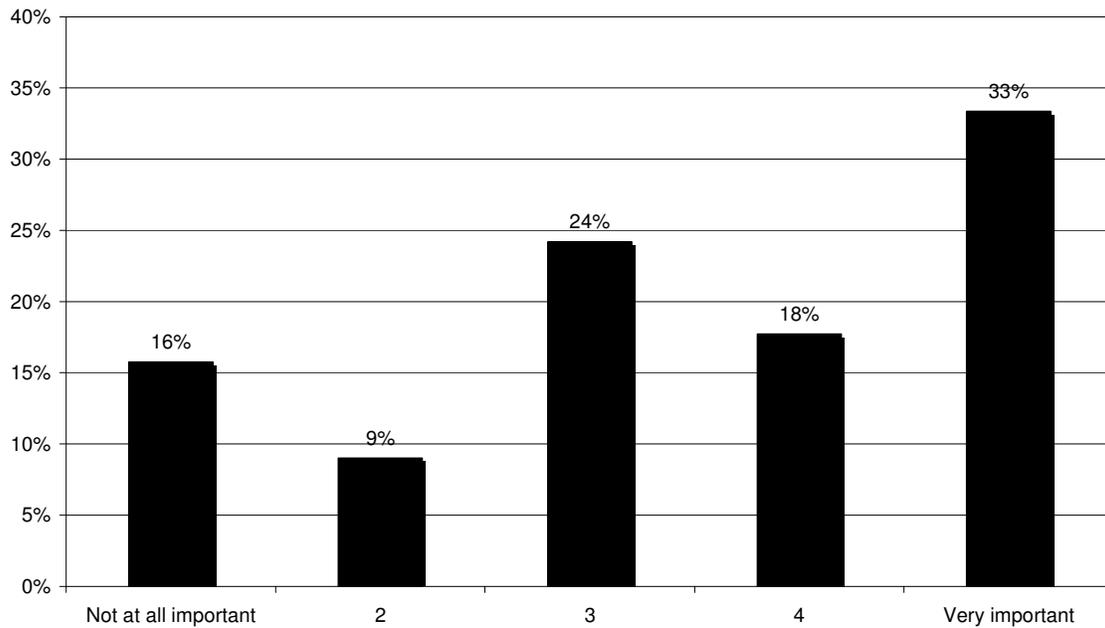
72% of residents rate the quality of city services as important in their decision to move to or continue to live in Augusta; 8% indicate this is not very or not at all important.

How important is the quality of City services in your decision to move to or continue to live in Augusta?



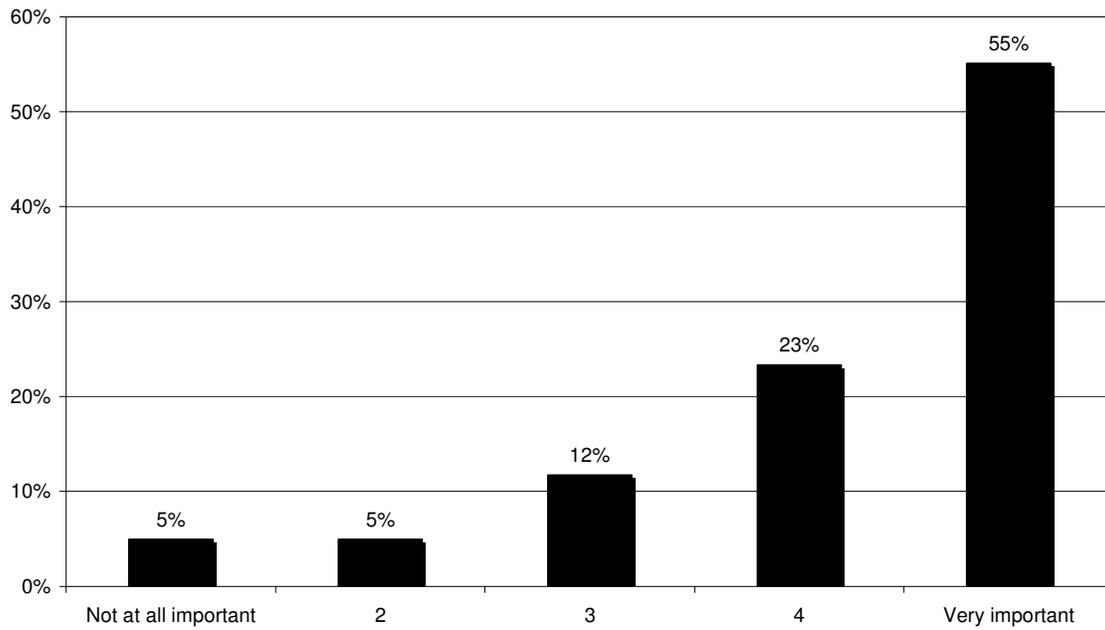
51% of residents rate the presence of state government as important in their decision to move to or continue to live in Augusta; 25% indicate this is not very or not at all important.

How important is the presence of state government in your decision to move to or continue to live in Augusta?



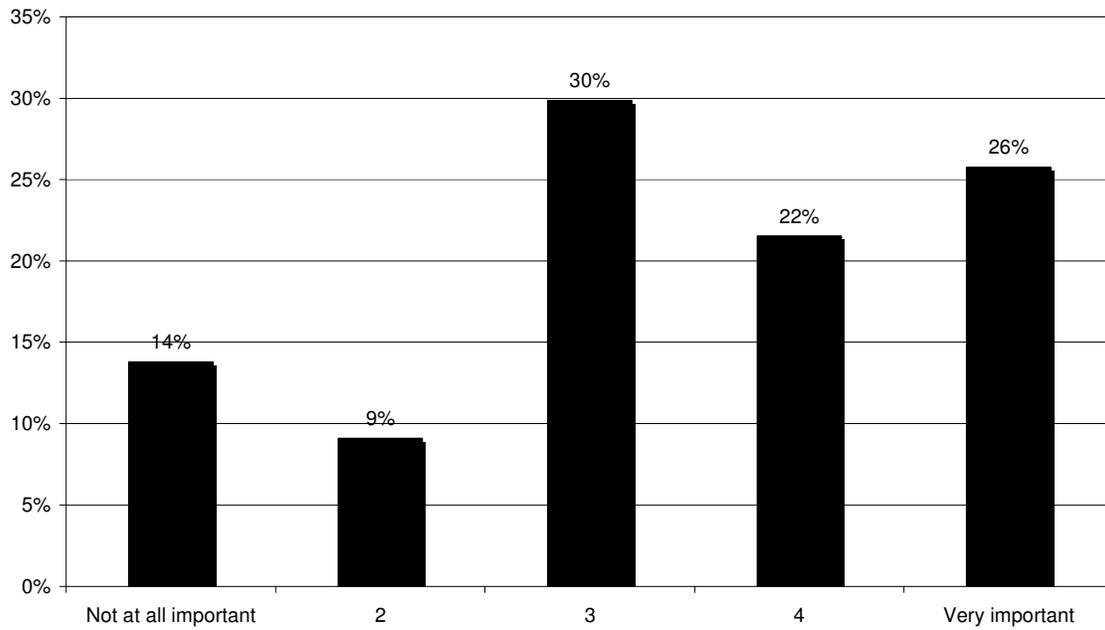
78% of residents rate the characteristics of their neighborhood as important in their decision to move to or continue to live in Augusta; 10% indicate this is not very or not at all important.

How important is the characteristics of my neighborhood in your decision to move to or continue to live in Augusta?



48% of residents rate the diversity of residents as important in their decision to move to or continue to live in Augusta; 23% indicate this is not very or not at all important.

How important is the diversity of residents in your decision to move to or continue to live in Augusta?



Part VIII. Issues facing Augusta

Residents mention cleaning up and revitalizing the area, attracting businesses, providing adequate parking, attracting retail shops and attracting restaurants and entertainment open after 5 PM as things that would help the Augusta downtown.

What is one thing that would most help the Augusta downtown?

Category	%
Clean-up, revitalization, face lift	21%
Attract businesses, industry	19%
Adequate and convenient parking	17%
Retail shops, ladies clothing boutiques, niche shops	15%
Restaurants, bars, or entertainment open later than 5pm	11%
Renovate and fill or raze vacant run-down buildings	8%
Small business tax breaks, incentives to open there	7%
Better traffic flow	7%
Museums and cultural organizations, theatre, music, arts	5%
No more shopping malls and Big Box stores	5%
Develop the waterfront	5%
Better public transportation	4%
Local Businesses	4%
Revitalization, Economic or Urban Development Grants	4%
Better sidewalks, landscaping	4%
More services based businesses - Lawyers, Dentists, etc.	3%
Maintain historical character	3%
Family oriented activities	3%
More municipal attention, care	2%
More residential opportunities downtown - apartments, condos	2%
Better police presence	1%
Events downtown, art fairs, festivals	1%
Other	5%

Comments:

When asked what would help the Augusta downtown area, 21% indicated the need to clean up and revitalize the area. Nineteen percent of residents saw the need to attract business and industry and 17% saw the need for adequate and convenient parking. Fifteen percent of residents saw a need for more retail shops and 11% mentioned the need for restaurants, bars or other entertainment open after 5 PM. Other ideas for the Augusta downtown area included renovating or razing run-down businesses (mentioned by 8% of residents); offering tax breaks for businesses to locate in the downtown area (7%), and better traffic flow (7%), among other ideas.

Residents see taxes, the educational system, attracting high paying jobs, and downtown development as the most important issues facing Augusta.

Please tell me the three most important issues facing Augusta.

Category	%
Taxes: Property, Business	42%
Education System	23%
Attracting High Paying Jobs	19%
Downtown Development	17%
Controlling Commercial Growth, Urban Sprawl	13%
Road Improvements, Infrastructure Costs	11%
Maintaining Population, Attracting, Keeping Families	10%
City Services; Police, Fire, Ambulance	9%
Traffic Congestion, Problems	8%
Affordable Housing	8%
Public Transportation	7%
City Leadership Concerns	7%
Crime, Sex Offenders, Drug Use	7%
Protecting Neighborhoods; Safety, Atrophy	7%
No More Shopping Malls or Big Box Stores	7%
Improve Social Services for Disabled, Seniors, Poor	6%
School District Administration	6%
Environment; Air, Water	6%
More Nightlife, Cultural Activities Development	5%
Parks and Recreation Upkeep	5%
Increasing the Tax Base	3%
Affordable Healthcare	3%
Capital -State Doesn't Contribute to Augusta Property Taxes	3%
Keeping Educated Young People in State, Augusta	2%
Healthcare: More Doctors, Dentists, Hospital Services	2%
City or State Budget Problems, Issues	2%
Historic Preservation	1%
Improve Tourism Efforts	0%
Other	2%

Comments:

When asked about the most important issues facing Augusta, 42% of residents mention taxes, property taxes, or business taxes. Twenty-three percent of resident indicate that the educational system is the most important issue facing the city. Nineteen percent of residents see the need to attract more high paying jobs to the city. Seventeen percent of residents indicate the most important issue facing Augusta is downtown development. Other important issues facing the city include controlling growth or sprawl (mentioned by 13% of residents), road improvements (11%), maintaining the city's population and attracting new families (10%), city services (9%), traffic congestion (8%), and affordable housing (8%), among other issues.

Residents feel that the committee should consider city leadership issues, retail and commercial development along with downtown and waterfront development among other issues.

Do you have any additional comments that you think would be helpful to the Augusta Comprehensive Planning Committee?

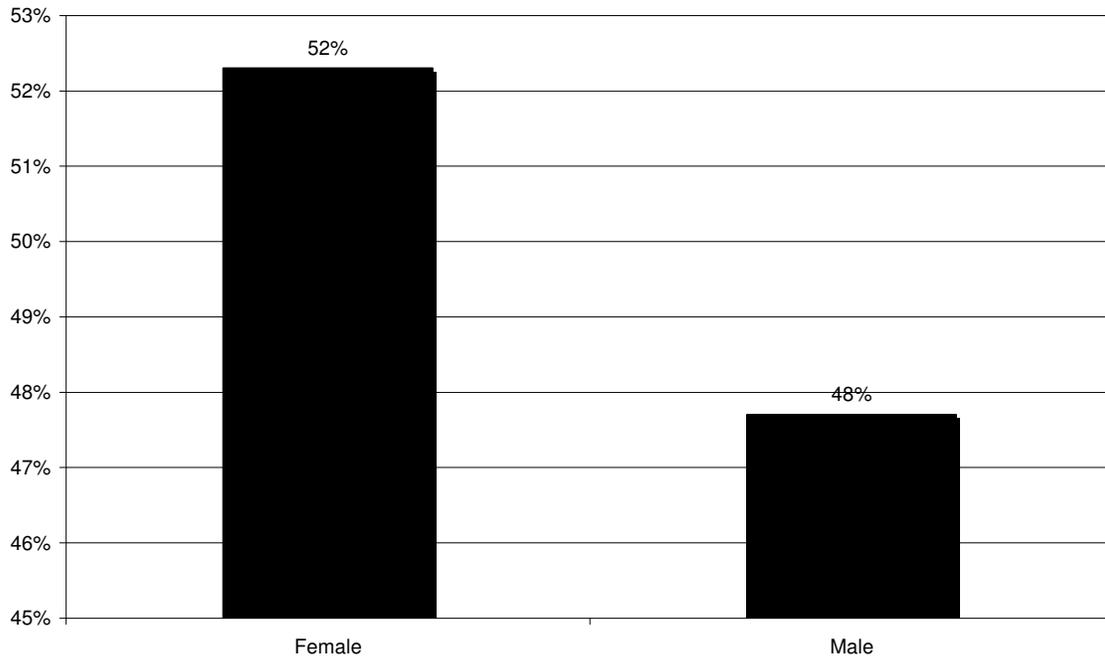
Category	%
City leadership issues - work with, for citizenry	15%
Less retail, commercial development	12%
Downtown, Waterfront development	10%
Address tax burden issues	9%
More small business friendly, assistance	8%
Traffic concerns	8%
Protecting neighborhoods from zoning changes	7%
Happy with, in Augusta	6%
Improving social services for poor, disabled, elderly	6%
School district administration	5%
Improve recycling efforts, trash services	5%
Improve crime prevention efforts	5%
Less TIFF for big business - Wal-Mart, etc	5%
More activities for youth	4%
Healthcare affordability, access	4%
Unhappy with Hannaford, old Cony HS business deal	3%
Attracting high paying Jobs	3%
Unhappy with suicide fence on the bridge	3%
Capital city - Improve image of Augusta	3%
More cultural attractions, museums, performing arts, events	2%
Public transportation	2%
Better fiscal responsibility, financial accountability	2%
Historical preservation	2%
Affordable housing	2%
Road, traffic improvements	1%
Landscaping	1%
Better accessibility for the disabled, elderly	0%
Emergency planning - evacuation	0%
Other	10%

Comments:

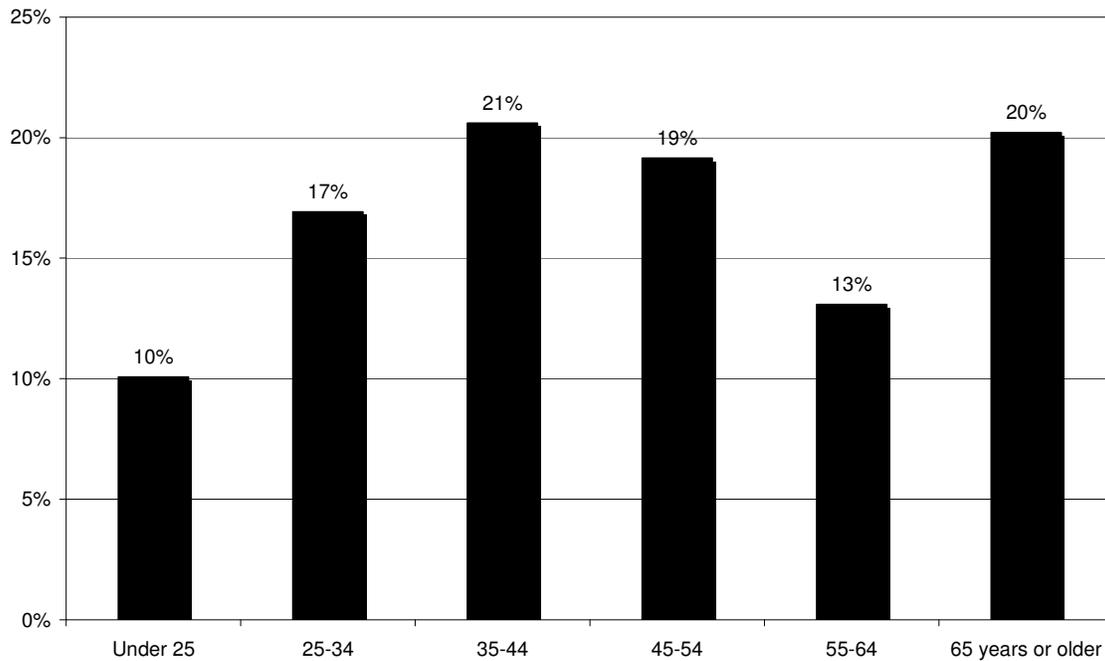
When asked what else the Augusta Comprehensive Planning Committee should consider, 31% of residents offered comments. Among those with additional comments, 15% mention city leadership issues, the need to listen to and work for the citizenry. Twelve percent want the committee to consider controlling retail and commercial development, while 10% want the committee to consider downtown and waterfront development. Other areas to address include the tax burden of residents (9%), making the city friendlier to small business (8%), traffic concerns (8%), protecting neighborhoods from zoning changes (7%), and improving social services for the poor, elderly or disabled, among other areas.

Part IX. Characteristics of Augusta's Residents

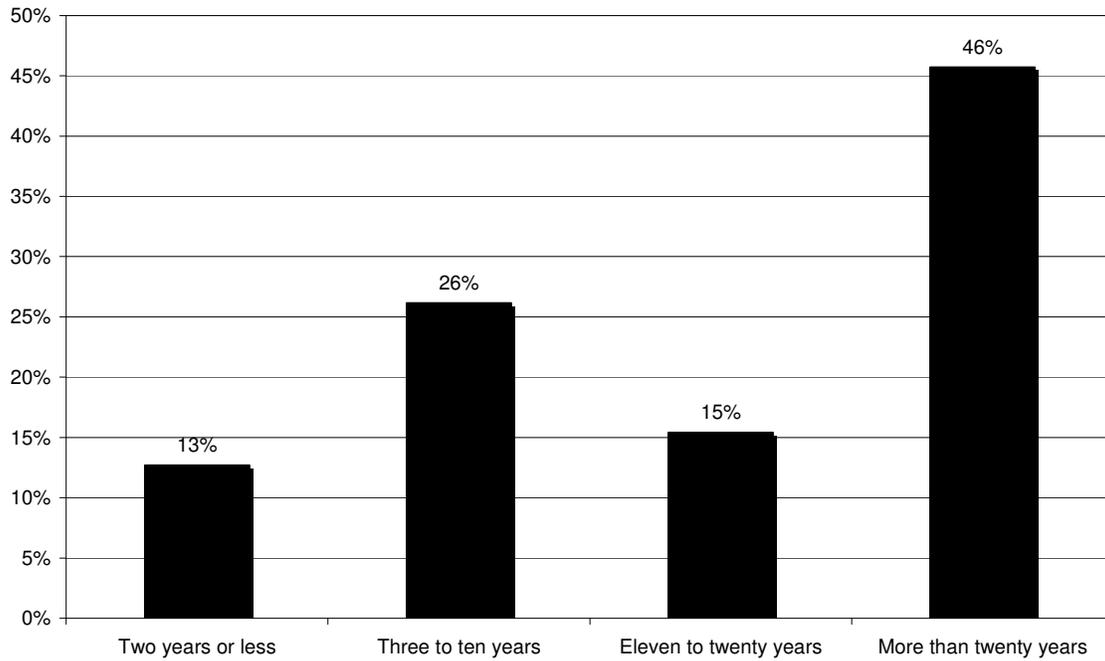
Gender



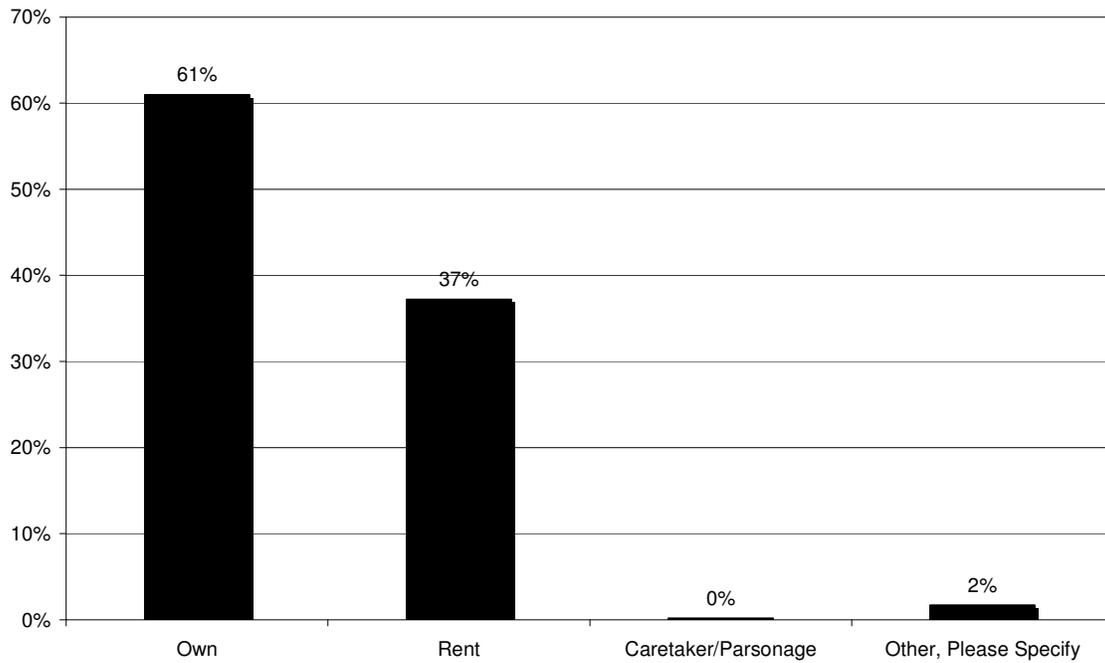
How old are you?



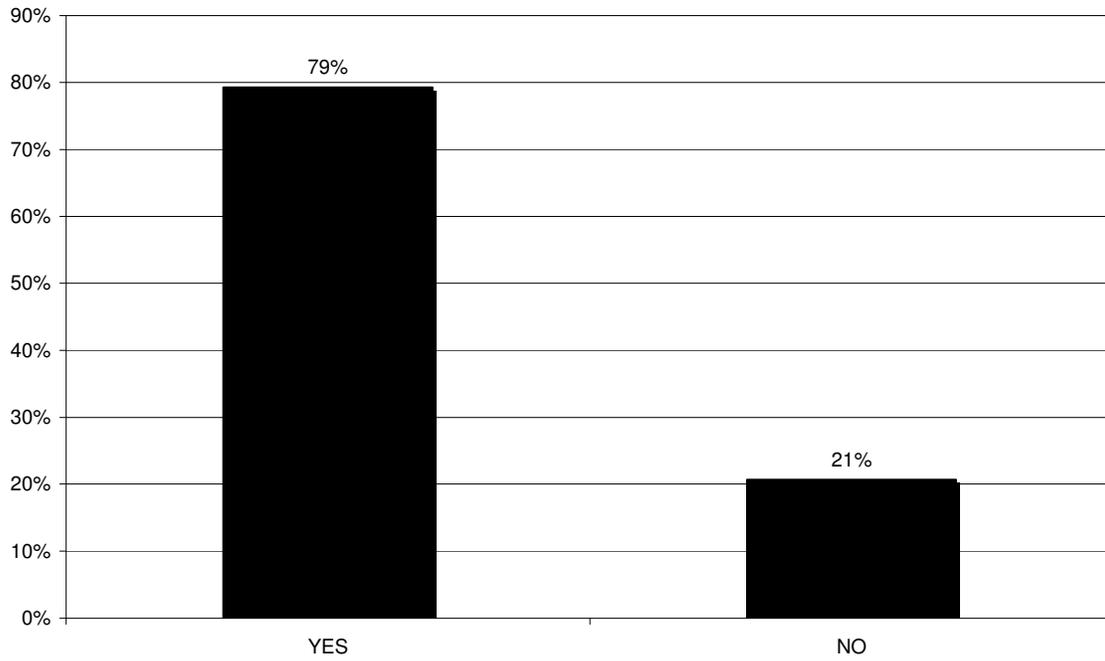
How long have you lived in Augusta?



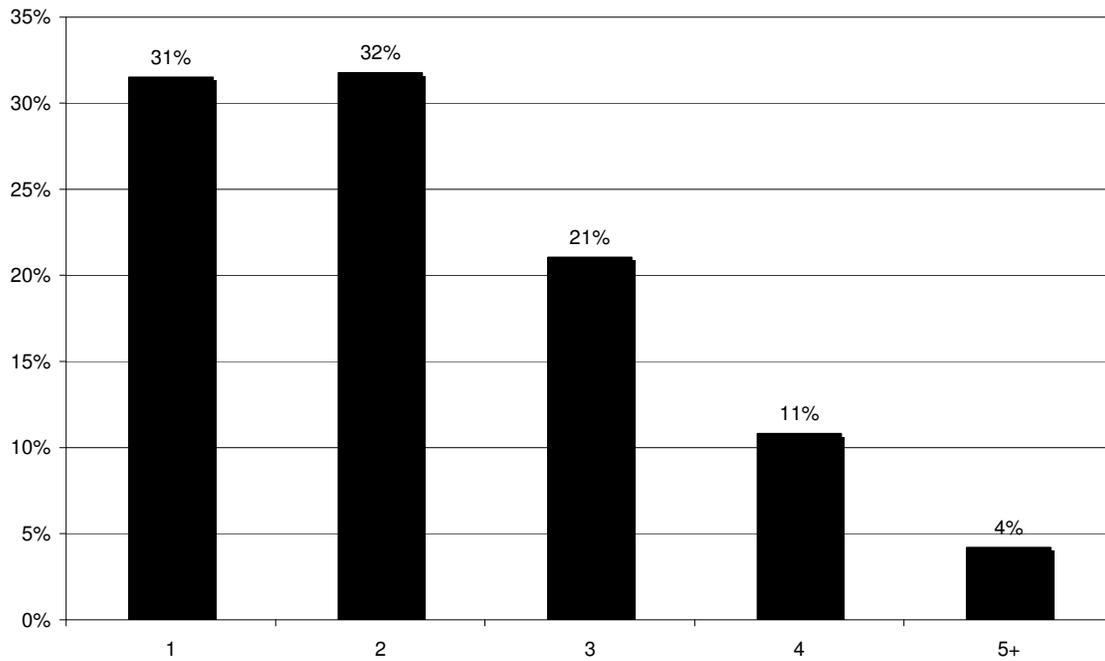
Do you own your home or do you pay rent?



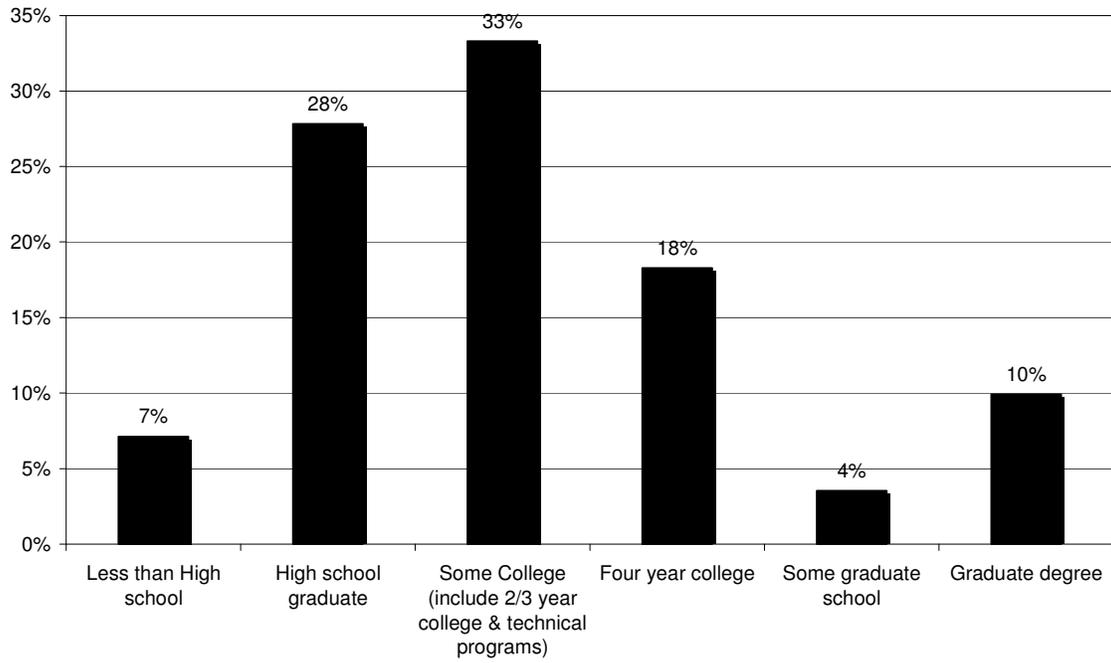
Did you vote in the November 7th election?



Including yourself, how many people live in your household?



What is the highest level of education you have completed?



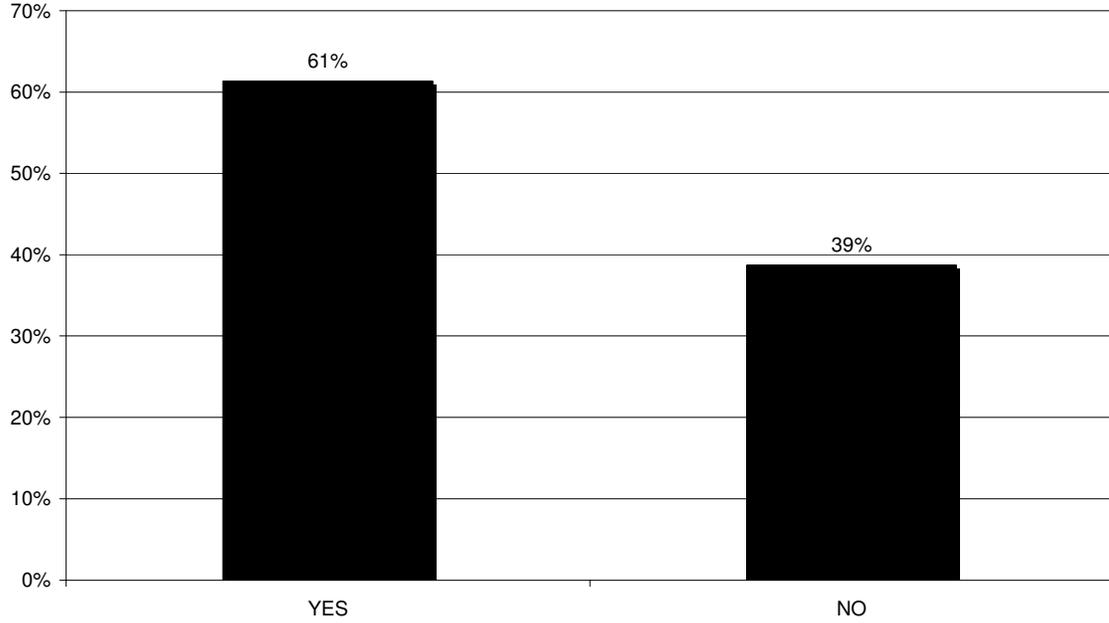
What is the occupation of the head of your household?

Category	%
Retired	21%
Construction and Extraction Occupations	7%
Management Occupations	7%
Office and Administrative Support Occupations	6%
Disabled, unable to work	5%
Education, Training, and Library Occupations	5%
Sales and Related Occupations	5%
Healthcare Practitioners and Technical Occupations	4%
Business and Financial Operations Occupations	4%
Production Occupations	4%
City, local, state government worker	3%
Self employed, business owner	3%
Community and Social Services Occupations	3%
Food Preparation and Serving Related Occupations	2%
Arts, Design, Entertainment, Sports, and Media Occupations	2%
Installation, Maintenance, and Repair Occupations	2%
Computer and Mathematical Occupations	2%
Legal Occupations	2%
Personal Care and Service Occupations	2%
Military Specific Occupations	2%
Transportation and Material Moving Occupations	2%
Architecture and Engineering Occupations	1%
Unemployed	1%
Protective Service Occupations	1%
Going to school	1%
Life, Physical, and Social Science Occupations	1%
Homemaker	1%
Building and Grounds Cleaning and Maintenance Occupations	1%
Other Occupation	2%

What is the occupation of the other household member?

Category	%
Retired	40%
Office and Administrative Support Occupations	10%
Sales and Related Occupations	7%
Education, Training, and Library Occupations	6%
Food Preparation and Serving Related Occupations	4%
Self employed, business owner	3%
Production Occupations	2%
Business and Financial Operations Occupations	2%
Transportation and Material Moving Occupations	2%
Healthcare Practitioners and Technical Occupations	2%
Management Occupations	2%
City, local, state government worker	2%
Personal Care and Service Occupations	2%
Community and Social Services Occupations	2%
Computer and Mathematical Occupations	1%
Healthcare Support Occupations	1%
Building and Grounds Cleaning and Maintenance Occupations	1%
Architecture and Engineering Occupations	1%
Protective Service Occupations	1%
Installation, Maintenance, and Repair Occupations	1%
Arts, Design, Entertainment, Sports, and Media Occupations	1%
Military Specific Occupations	1%
Disabled, unable to work	0%
Other Occupation	4%

**Do any other members of the household work for pay?
(% among those with 2 or more household members)**



Please indicate the range corresponding with your household's total income.

