

Town of Barnstable Citizen Survey

Project Directed By:
Jennifer Reid, M.P.A

Report Authored By:
Jennifer Reid, M.P.A.

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Executive Summary

The purpose of the 2006 Barnstable Citizen Survey is to determine citizen satisfaction with town services and resident's perceptions of Barnstable's quality of life and town government. The data was collected through a random sample of Barnstable's adult residents from March 27-April 5, 2006. A total of 400 interviews were conducted with Barnstable residents for a margin of error at approximately +/- 4.8 percent.

Some of the highlights of the survey are as follows:

- ? An overwhelming majority of residents (88.2%) rate the quality of life in Barnstable as excellent or good in this year's survey. This is very similar to the findings in 2005 (85.7%).
- ? 29.0 percent of the respondents report that they like the beaches and ocean the most in Barnstable; nearly forty percent (37.0%) like both the community and town atmosphere and the location the most.
- ? Over eighty-five percent of the respondents (86.2%) are very or somewhat satisfied with the town services they receive in relation to town taxes, a +3.8 percent change from 2005.
- ? Nearly ninety percent of respondents (87.8%) agree or strongly agree that traffic is a problem in Barnstable.
- ? 84.6 percent of respondents report Barnstable's town government is managed professionally.
- ? Over eighty percent of respondents (81.4%) believe Barnstable's town council is working on issues that are important to them and their family.
- ? 86.8 percent of Barnstable residents' state town manager John Klimm is effectively overseeing the administration of town government.
- ? 81.3 percent of respondents report Barnstable's town officials are fiscally responsible, a 6.0 percent increase from 2005.

Project Overview

Bridgewater State College's Institute for Regional Development, contracted by the town of Barnstable, designed and administered a citizen survey of Barnstable residents during the months of March and April 2006. The purpose of this survey is to obtain information and citizen perceptions about Barnstable to assist in planning for the future.

By means of a random sampling process, the survey gathered data from a diverse group of citizens in Barnstable. A team of trained student interviewers administered the survey during daytime and evening hours. A total of 400 interviews were conducted with Barnstable residents over the age of 18. The margin of error is approximately +/- 4.8 percent at the 95 percent confidence level.

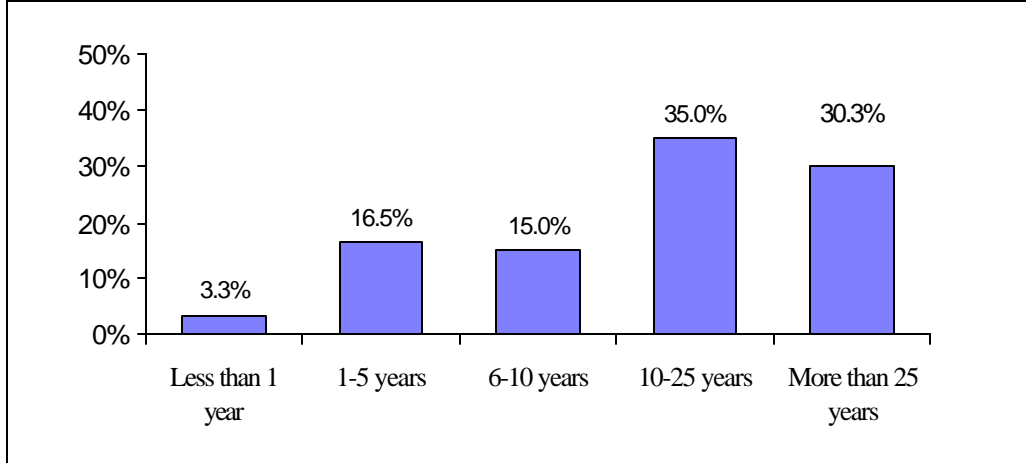
All interviewing was conducted from the Institute for Regional Development's telephone research center at Bridgewater State College. A project director was present at all times to supervise the administration of the survey, monitor for quality control, and handle any other problems. Shifts of interviewers were used during the evenings (6 to 9pm) from March 27-April 5, 2006. Telephone numbers were selected at random and purged of non-working and business numbers. All telephone numbers in the sample were then called up to three times, using a rotating schedule of callbacks to ensure that a telephone number had been tried on different weekday evenings. Additionally, some callbacks were conducted during daytime hours.

Prior to survey distribution, the Institute for Regional Development applied for and received approval from the Bridgewater State College Institutional Review Board. This board serves to protect human subjects who participate in research done by members of the college community.

Upon completion of calls, the survey responses were entered into a computer database. Using the latest state-of-the-art statistical software (SPSS for Windows Version 14.0), the data file was analyzed. Complete protection and confidentiality of the survey database was assured during all phases of data analysis. Access to the database is limited to the project directors.

Residency

Figure 1
How long have you lived in Barnstable?



Highlights:

- ? A majority of the respondents (35.0%) have lived in Barnstable for 10 to 25 years; approximately one-third of the respondents have lived in Barnstable for fewer than ten years (34.8%) and 30.3 percent have lived in Barnstable for more than 25 years.

Table 1
In which village of Barnstable do you reside?

Village	Percent Reporting (2006)
Centerville	24.5%
Marstons Mills	20.1%
Hyannis	17.5%
Cotuit	9.9%
West Barnstable	9.7%
Osterville	9.4%
Barnstable	8.9%

Highlights:

- ? Nearly twenty five percent of the respondents (24.5%) reside in Centerville; twenty percent (20.1%) of respondents reside in Marstons Mills.

Table 2
Why did you move to Barnstable?

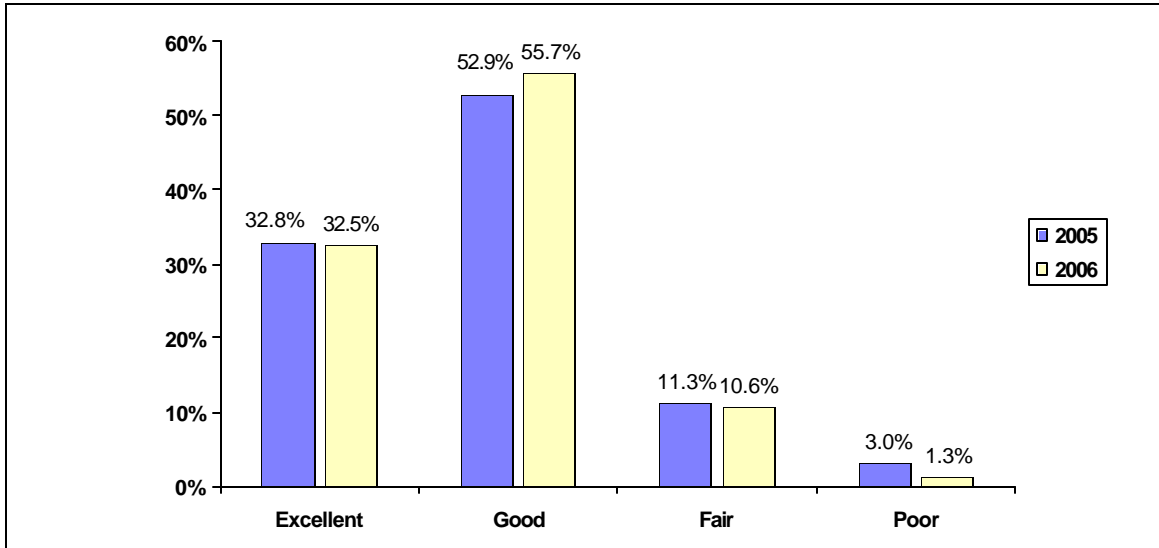
Reason	Percent Reporting (2006)
Family/friends/born here	33.2%
Location	24.2%
Access to jobs	13.7%
Quality of housing	9.0%
Retirement	8.0%
Appearance and character of town	5.2%
Reputation of community	2.1%
Other	4.7%

Highlights:

- ? The majority of respondents (33.2%) stated that they live in Barnstable because they were born in Barnstable or because of family and friends.
- ? Almost twenty five percent (24.2%) were attracted to Barnstable because of the location on Cape Cod.

Quality of Life

Figure 2
How would you rate the overall quality of life in Barnstable?



Highlights:

- ? An overwhelming majority of residents (88.2%) rate the quality of life in Barnstable as excellent or good in this year’s survey. This is very similar to the findings in 2005 (85.7%).

Table 3
Quality of Life by Village

	Village						
	Hyannis	West Barnstable	Cotuit	Marstons Mills	Centerville	Osterville	Barnstable
Percent Responding Excellent or Good	79.1%	81.0%	86.8%	89.6%	93.6%	94.2%	97.1%

Highlights:

- ? The above table illustrates an overwhelming majority of respondents in Barnstable Village (97.1%) rate that the quality of life in Barnstable as excellent or good.
- ? The percentage of Hyannis residents reporting excellent or good at 79.1 percent has improved nearly 10 percent from last year at 71.2 percent.

Table 4
What do you like most about living in Barnstable?

Reason	Percent Reporting
Beaches/ocean	29.0%
Location	19.7%
Community/town atmosphere	17.3%
Weather/environment	9.8%
Other	24.0%

Highlights:

- ? 29.0 percent of the respondents report that they like the beaches and ocean the most in Barnstable; nearly forty percent (37.0%) like both the community and town atmosphere and the location the most.

Table 5
What do you like least about living in Barnstable?

Reason	Percent Reporting
Traffic/Street Maintenance	27.2%
Crowding/development/tourism	11.7%
Politics	10.4%
Cost of living, high utilities	16.2%
Other	22.1%

Highlights:

- ? 27.2 percent of residents cite traffic and street maintenance as what they like least about living in Barnstable.

Town Services

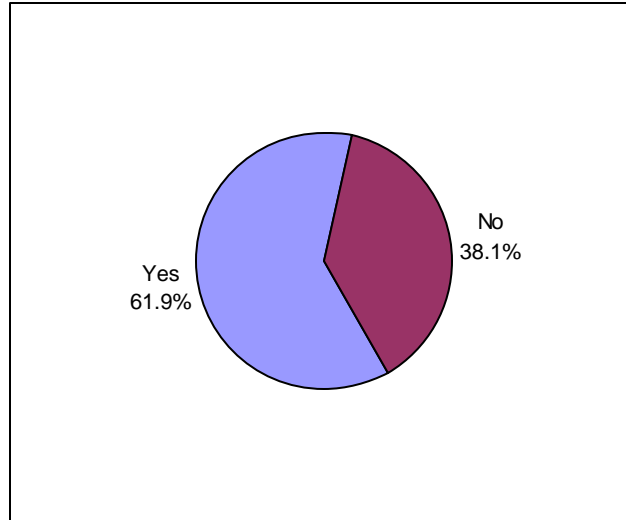
Table 6
Rating of Town Services

Service	Excellent (2006)	Good (2006)	Percent Excellent or Good		Change 2005-2006
			2005	2006	
Senior Services	40.4%	48.8%	88.3%	89.2%	0.9%
Health Department	15.1%	68.7%	83.5%	83.8%	0.3%
Police	27.1%	60.9%	83.0%	88.0%	5.0%
Town Landfill	29.4%	58.2%	82.5%	87.6%	5.1%
Recreation	25.5%	56.5%	79.8%	82.0%	2.2%
Conservation	21.2%	56.7%	78.4%	77.9%	-0.5%
Municipal Airport	13.3%	68.5%	78.0%	81.8%	3.8%
Animal Control	9.7%	63.0%	70.9%	72.7%	1.8%
Schools	15.1%	55.5%	64.5%	70.6%	6.1%
Building Inspection Services	11.0%	57.7%	64.3%	68.7%	4.4%
Street Maintenance	5.1%	46.1%	35.9%	51.2%	15.3%

Highlights:

- ? Nearly ninety percent of the respondents (89.2%) rate Senior Services as excellent or good; 88.0 percent rate Barnstable Police, the Health Department (83.8%) and the town landfill (87.6%) as excellent or good.
- ? Street maintenance was rated excellent and good the lowest percentage, at 51.2 percent which is a 15.3 percent increase from last year. (*Note: last year's telephone survey occurred immediately after the Storm of the Century, to which the low response was attributed*).
- ? The percent of respondents rating the town landfill as excellent or good has steadily improved over the last 3 years with 2004 at 77.2 percent, 2005 at 79.8 percent and 2006 at 87.6 percent. This improvement is attributed to the landfill remaining open 7 days per week.
- ? The largest changes in rating from 2005-2006 is the street maintenance (+15.3), schools (+6.1%), and town landfill (+5.1%).

Figure 3
Is there a specific town services that you would like to see improved?



Highlights:

- ? A strong majority of the respondents (61.9%) reported there is a specific town service they would like to see improved.

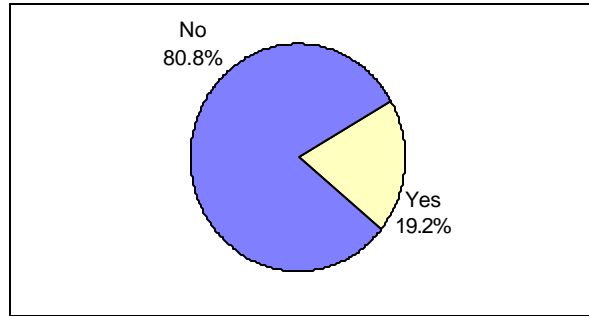
Table 7
Services that need improvement
N=232

Service/Program	Percent
Schools	18.5%
Roads	16.8%
Youth programs	14.7%
Recreation	6.9%
Other	41.2%

Highlights:

- ? Nearly twenty percent of respondents (18.5%) report schools are the service that most needs improvement.

Figure 4
Is there a specific town services that you would like to see reduced?



Highlights:

- ? An overwhelming majority (80.8%) of respondents report that there is not a specific town service that they would like to see reduced.

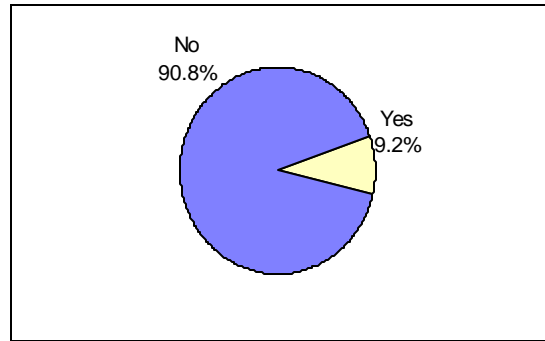
Table 8
Specific town services/program needing reduction
N=69

Service/Program	Frequency
Taxes/other town services	22
Conservation	11
Other	36

Highlights:

- ? Of the 69 respondents indicating that there is a specific town service that they would like to see reduced, 22 indicated that they would like to see Barnstable's taxes and select town services reduced.

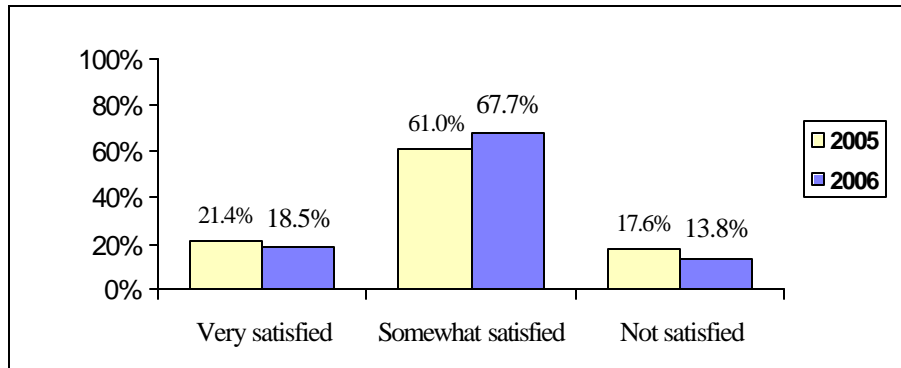
Figure 5
Is there a specific town service that you would like to see eliminated?



Highlights:

- ? A strong majority of respondents (90.8%) report that there is not a specific town service they would like to see eliminated.

Figure 6
Overall, how satisfied are you with the town's services in relation to town taxes?



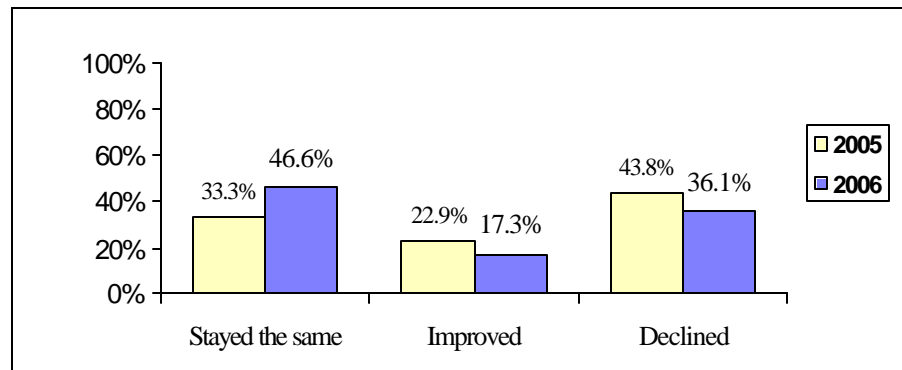
Highlights:

- ? Over eighty-five percent of the respondents (86.2%) are very or somewhat satisfied with the town services they receive in relation to town taxes, a +3.8 percent change from 2005.

Quality of Education

Figure 7

In thinking about Barnstable public schools over the past five years, would you say that the quality of education that students receive has improved, declined, or stayed the same? (N=249)



Highlights:

- ? The majority of respondents (63.9%) state that the quality of education has improved or remained the same, which is an increase from last year's response of 56.2 percent.

Table 9A
Why would you say that the quality of education has improved? (N=44)

Reason	Frequency
More/better programs and facilities	13
Teachers	7
Feedback from children	9
Other	15

Highlights:

- ? Of 44 respondents, the majority (13) attribute the improvement to better programs, facilities, and teachers.
- ? Nine respondents reported that the quality of education has improved due to the feedback they receive from their children.

Table 9B
Why would you say that the quality of education has declined? (N=87)

Reason	Frequency
School program cuts/budget issues/lack of funding	37
Teachers	15
Students not achieving/curriculum problems	11
MCAS	4
Other	20

Highlights:

- ? 38 out of 87 respondents stated the quality of education has declined due to school program cuts, budget issues and lack of funding.

Financial

Table 10

What would you say is the biggest financial issue facing you and your family?

Issue	Percentage
Utility costs/gas prices	27.1%
Increased cost of living	18.1%
Taxes	16.7%
Medical/health insurance costs	8.4%
Other	22.2%

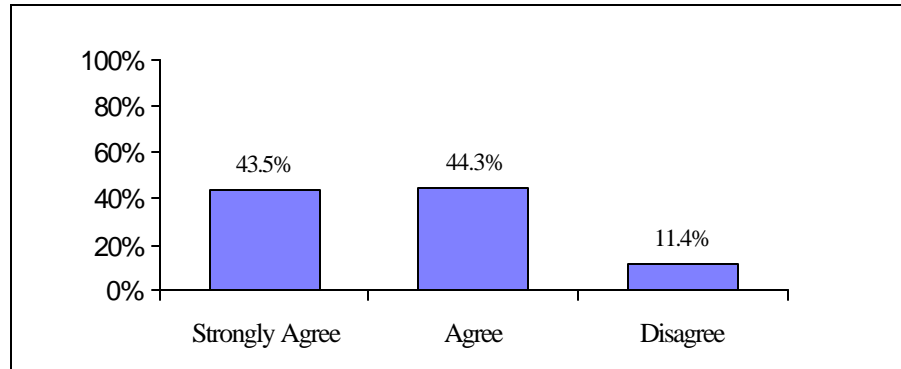
Highlights:

- ? More than 1 out of 5 respondents cite utility costs and gas prices as the biggest financial issue facing their family.
- ? Nearly 20 percent (18.1%) of respondents cite an increased cost of living as the biggest financial issue for their family.

Traffic and Development

Figure 8

Do you strongly agree, somewhat agree or disagree that traffic is a problem in Barnstable?



Highlights:

- ? Nearly ninety percent of respondents (87.8%) agree or strongly agree that traffic is a problem in Barnstable.

Table 11

If traffic is a problem, how so?

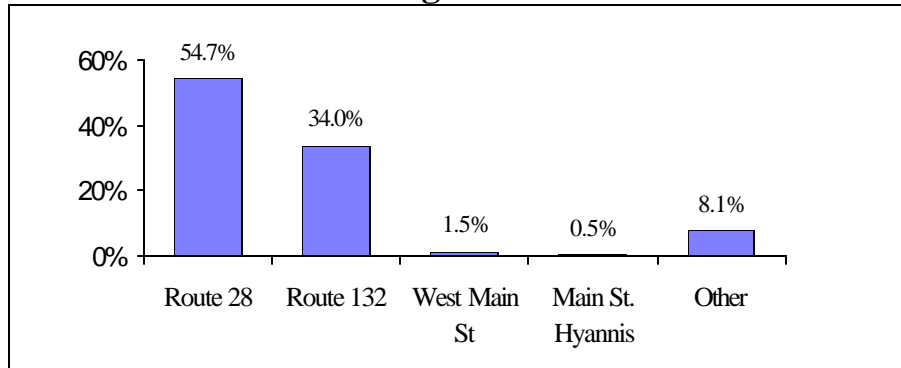
N=309

Response	Percentage
Summer/tourist season	31.4%
Traffic volume/increased development	14.6%
Congestion/traffic jams	11.7%
Other	42.4%

Highlights:

- ? The largest percentage of respondents (31.4%) report that summertime and tourist season contributes to traffic.
- ? Traffic volume (14.6%) and congestion (11.7%) are also concerns to Barnstable residents.

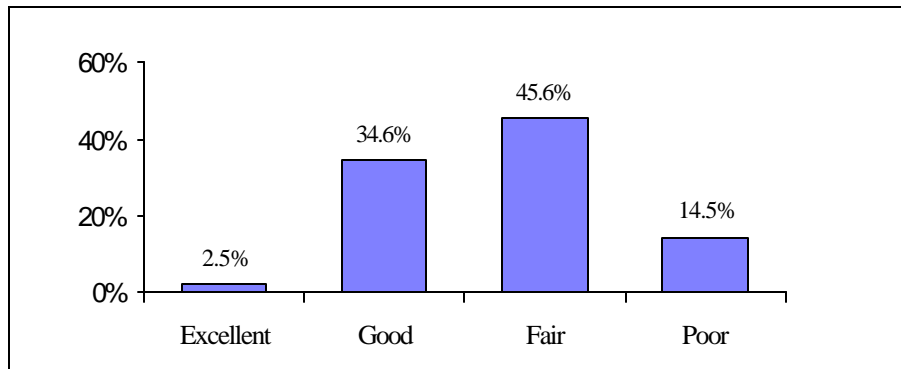
Figure 9
What roadway in Barnstable do you consider to have the most traffic congestion?



Highlights:

- ? Barnstable residents report Route 28 (54.7%) and Route 132 (34.0%) are the roadways with the most traffic congestion.

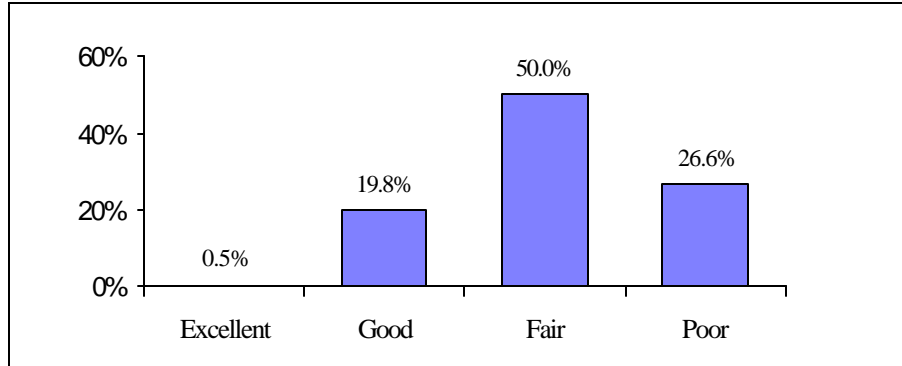
Figure 10
Overall, how would you characterize the conditions of Barnstable’s roads?



Highlights:

- ? A strong majority of respondents (60.1%) report the condition of Barnstable’s roads are fair or poor.

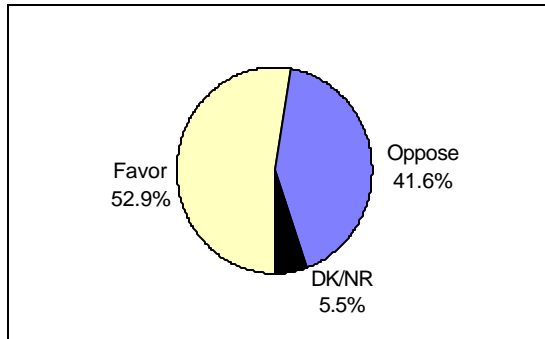
Figure 11
Overall, how would you characterize the traffic conditions in Barnstable?



Highlights:

- ? Over seventy-five percent of respondents (76.6%) rate traffic conditions in Barnstable as fair or poor.

Figure 12
Do you favor or oppose a plan which would limit retail growth as a means to improve traffic on areas such as Route 132, the Cape Cod Mall area or Route 28 in Barnstable?

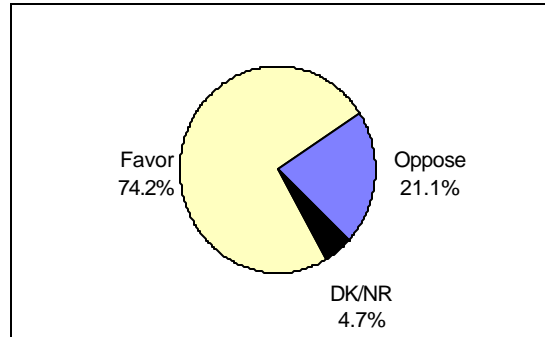


Highlights:

- ? More than half of respondents favor limiting retail growth (52.9%) while more than forty percent of residents (41.6%) oppose it.

Figure 13

Thinking about the future, the town may consider limiting residential growth in environmentally sensitive areas of Barnstable at least until the Town has implemented an updated sewer plan. Would you favor or oppose this type of limitation?

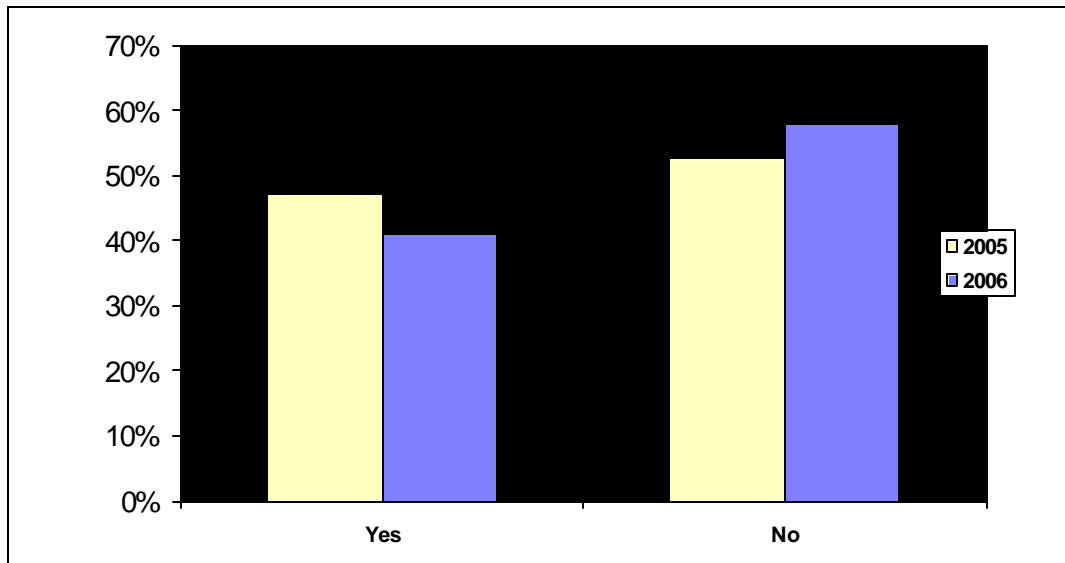


Highlights:

- ? Approximately seventy-five percent of respondents (74.2%) favor limiting residential growth in environmentally sensitive areas.

Contact with Town Offices

Figure 14
Have you or a member of your household contacted the Town of Barnstable about a request for service, for information, or to log a complaint in the past 12 months?



Highlights:

- ? 41.0 percent of respondents contacted a town office, a -6.3% change from 2005.

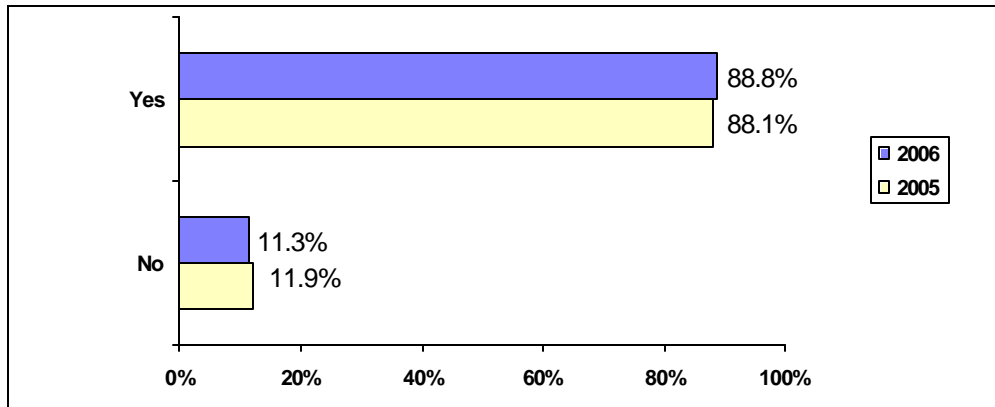
Table 12
What person or which office in town did you most recently contact?
N=160

Town Office	Percent Reporting
Administrative Services	22.6%
Town Clerk	7.5%
Assessing Division	6.3%
Town Collector	4.4%
Human Resources	2.5%
Community and Economic Development	1.9%
Public Works	19.5%
Public Works	17.0%
Engineering	2.5%
Community Services	17.1%
Animal Control	10.1%
Marine and Environmental Affairs	5.7%
Senior Services	1.3%
Regulatory Services	12.0%
Building Division	5.7%
Health Department	3.8%
Conservation Division	2.5%
Other Departments	11.9%
School Department	4.4%
Police Department	4.4%
Fire	3.1%
Legislative/Executive	10.7%
Town Manager	6.9%
Town Council	3.8%
Other	6.3%

Highlights:

- ? 22.6 percent of respondents contacted an Administrative Department.
- ? Nearly twenty percent of respondents (19.5%) contacted the Public Works Division.

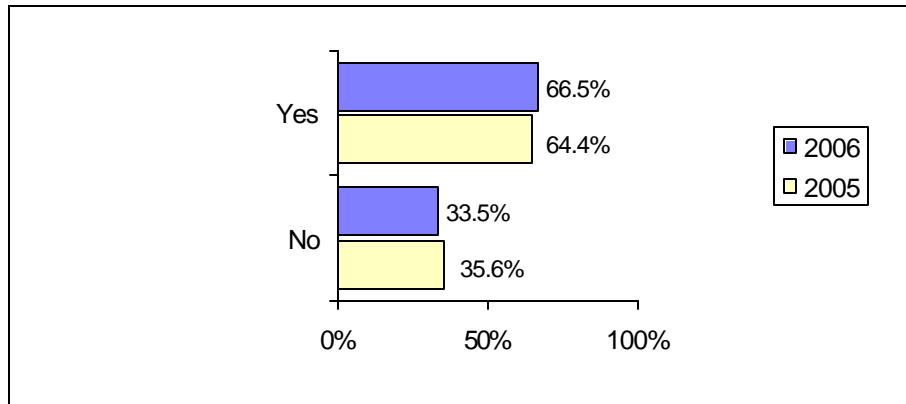
Figure 15
Was the person who handled your call or visit courteous? N=160



Highlights:

- ? An overwhelming majority of respondents (88.8%) report the person who handled their call or visit was courteous.

Figure 16
Did the result of your call or visit resolve your problem, request or question? N=164



Highlights:

- ? Two-thirds of respondents (66.5%) report their problem, request or question was resolved.

Citizen Perceptions of Barnstable Leadership

Table 13a
Please tell me how strongly you agree with the following statements.

	Strongly Agree	Somewhat Agree	Disagree	Percent Strongly Agree & Somewhat Agree 2006	Percent Strongly Agree & Somewhat Agree 2005	Change 2005-2006
Overall, Barnstable’s town government is managed professionally.	17.4%	67.2%	15.4%	84.6%	86.6	-2.0%
Barnstable’s town council is working on issues that are important to me and my family.	17.7%	63.7%	18.6%	81.4%	83.9	-2.5%
Barnstable’s town manager John Klimm works effectively overseeing the administration of town government.	24.2%	62.6%	13.1%	86.8%	--	--

Highlights:

Managed professionally:

- ? 84.6 percent of respondents report Barnstable’s town government is managed professionally.

Citizen’s needs and concerns:

- ? Over eighty percent of respondents (81.4%) believe Barnstable’s town council is working on issues that are important to them and their family.

Town Manager:

- ? 86.8 percent of Barnstable residents state town manager John Klimm is effectively overseeing the administration of town government.

Table 13b

Please tell me how strongly you agree with the following statements.

	Strongly Agree	Somewhat Agree	Disagree	Percent Strongly Agree & Somewhat Agree 2006
Barnstable’s town officials are fiscally responsible.	17.8%	63.2%	19.0%	81.0%
Barnstable officials are adequately planning for the town’s future.	13.3%	47.1%	21.8%	60.4%
Barnstable leaders provide enough information to the public.	16.5%%	43.1%	30.1%	59.6%

Highlights:

Fiscally responsible:

- ? 81.0 percent of respondents report Barnstable’s town officials are fiscally responsible, a 5.7 percent increase from 2005.

Planning for the town’s future:

- ? Over sixty percent of respondents (60.4%) report Barnstable’s officials are adequately planning for the town’s future.

Information to the public:

- ? 59.6 percent of respondents stated Barnstable leaders provide enough information to the public.

Issues and Problems Facing Barnstable

Table 14
What is the single most serious problem facing the Town of Barnstable in the next few years?

Issue	Percent Reporting
Overgrowth, overpopulated	31.9%
Affordable/available housing	15.8%
Traffic/roads	12.5%
Other	39.9%

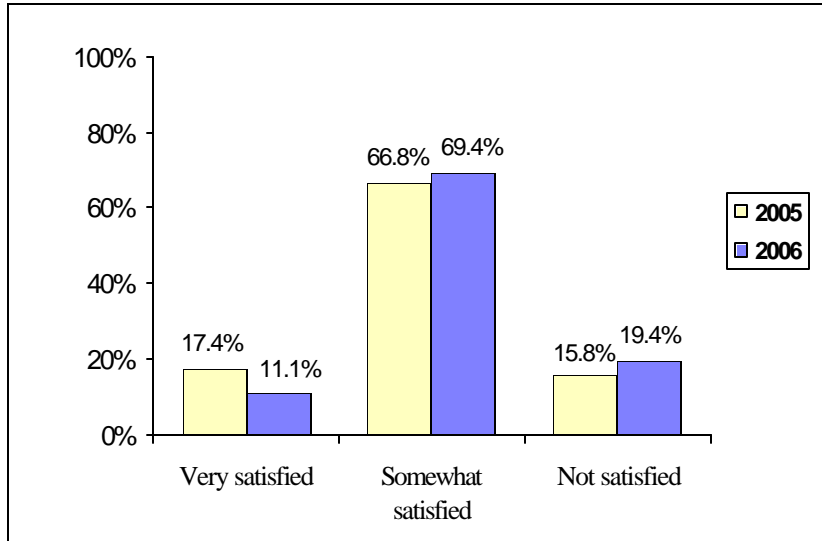
Highlights:

- ? The majority of respondents (31.9%) report the most serious problem facing the town of Barnstable in the next few years is overgrowth and overpopulation.
- ? Affordable/available housing (15.8%) and traffic/roads (12.5%) are the next main concerns to Barnstable residents.

Service and Satisfaction of Town Information

Figure 17

How satisfied are you with the amount of information from the town about the issues and problems facing Barnstable and its citizens?

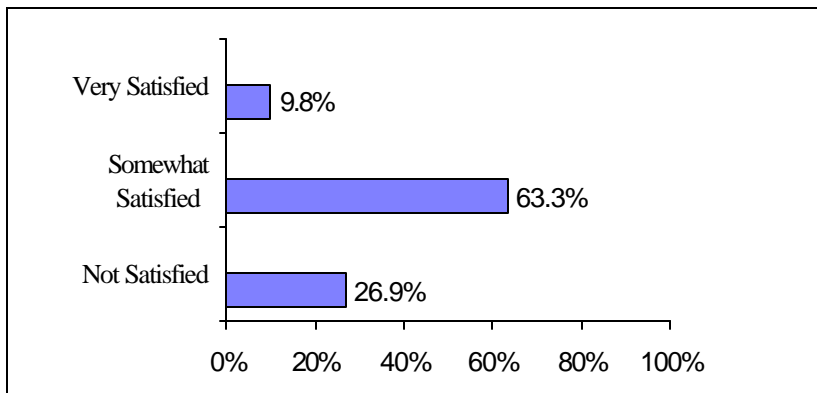


Highlights:

- ? Over eighty percent of respondents (80.5%) state they are very or somewhat satisfied with the amount of information they receive from the town about issues and problems facing Barnstable.

Figure 18

Specifically, how satisfied are you with the information you receive from the town regarding its financial condition?



Highlights:

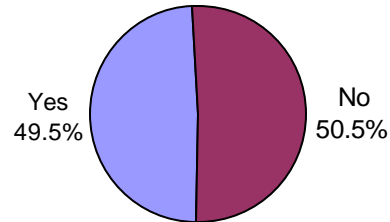
- ? Nearly seventy-five percent of respondents (73.1%) report they are very or somewhat satisfied with the information they receive from the Town of Barnstable about its financial condition.

Town News and Cable

Figure 19

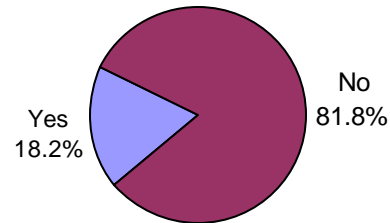
Do you read, watch or listen to any of the following news outlets regularly?

Channel 18?



Nearly half of respondents (49.5%) report watching Channel 18.

Municipal Newsletter?



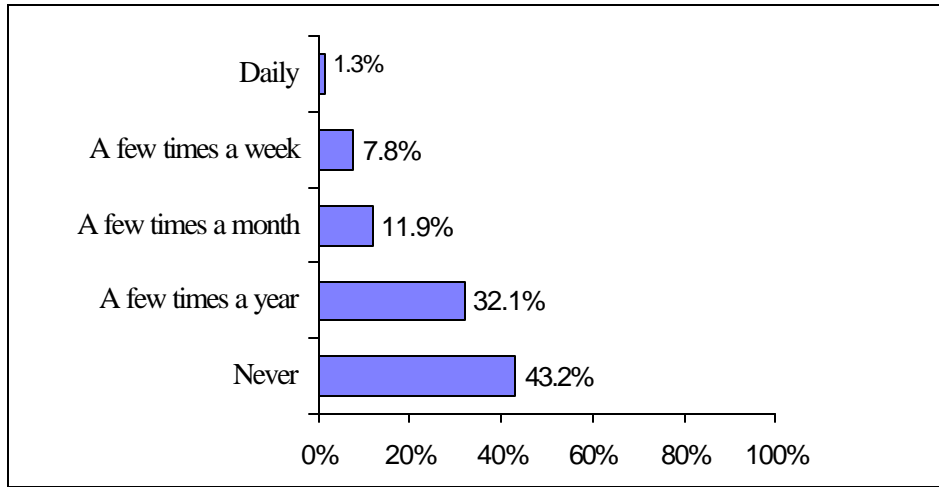
Approximately twenty percent of respondents (18.2%) read the Municipal Newsletter.

Highlights:

- ? Nearly half of respondents (49.5%) report watching Channel 18.

Figure 20

How often do you visit the Town of Barnstable’s website?



Highlights:

- ? 53.1 percent of respondents report that they visit the town of Barnstable’s website.

Table 15

What is the main reason you visit the town website?

N=181

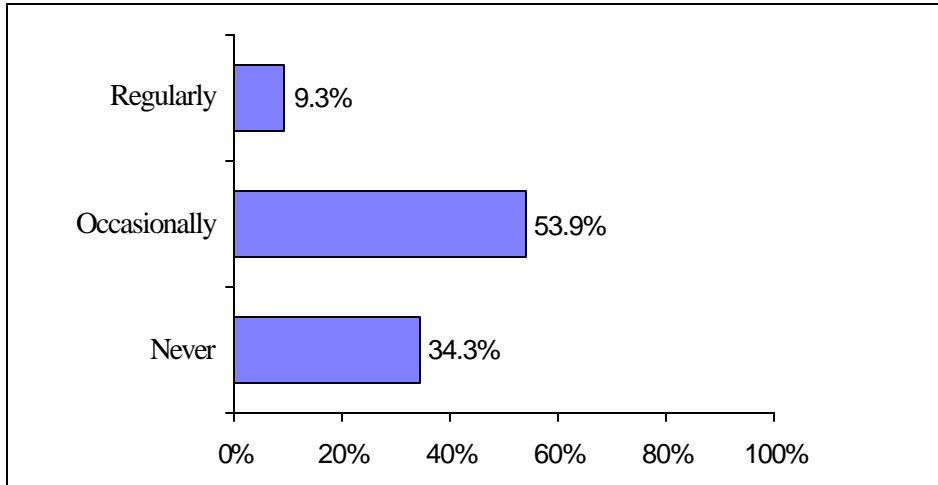
Reason	Percent Reporting
General information	26.0%
Assessor/Property information and maps	19.9%
Stay up-to-date on town issues/events	16.0%
Tax/fee information	10.5%
Browsing	8.8%
Recreation information	3.9%
Job listings	3.3%
Professional Use	3.3%
Schools	3.3%
Other	5.0%

Highlights:

- ? Over twenty-five percent of respondents (26.0%) visit the town website for general information.
- ? Residents report visiting the website for Assessor’s Office/Property information and maps (19.9%), stay up-to-date on town issues/events (16.0%) and for tax/fee information (10.5%).

Figure 21

Do you regularly, occasionally or never watch the televised meetings of the Barnstable town boards or commissions on cable television Channel 18?

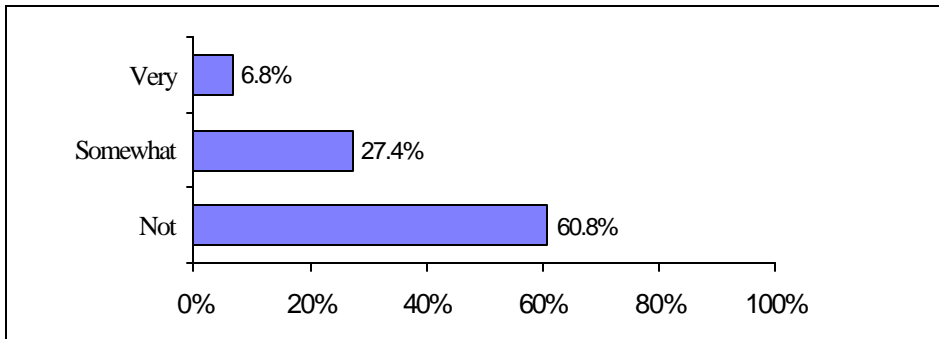


Highlights:

- ? 63.2 percent of respondents regularly or occasionally watch televised meetings of Barnstable town boards or commission on cable television Channel 18.

Figure 22

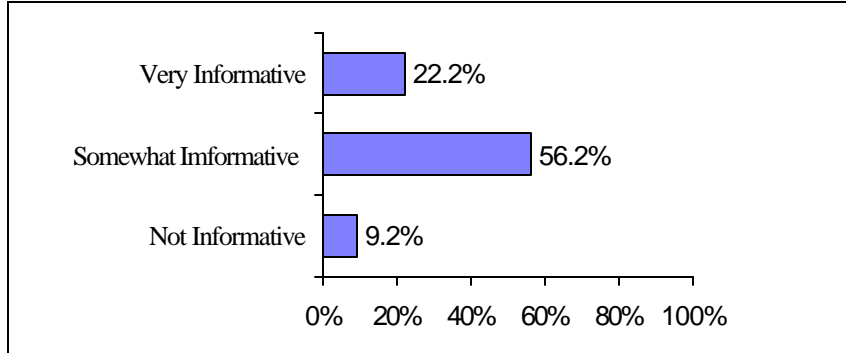
How familiar are you with the town’s cable programming, like “Talk of the Town”, and informational videos shown on Cable 18?



Highlights:

- ? Approximately thirty-five percent of respondents (34.2%) are very or somewhat familiar with the town’s cable programming, like “Talk of the Town” and informational videos shown on Cable 18.

Figure 23
How informative is the town’s cable programming?
N=153



Highlights:

- ? A strong majority of respondents (78.4%) report the town’s cable programming is very or somewhat informative.

Figure 16
Is there a particular program or information that you would like to see on town cable 18?

N=54

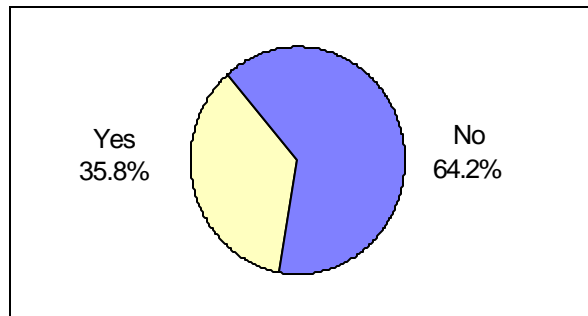
Programs	Frequency
Weekly town news	14
Event information	9
Board/committee meetings	8
Environmental information	4
School information	3
History of the town	2
Road construction updates	2
Other	12

Highlights:

- ? The majority of respondents (14) would like to see weekly town news on cable 18.
- ? Event information (9) and board/committee meetings (8) were also reported as desired programming.

Figure 24

Do you know that the Town of Barnstable has its own newsletter, the Barnstable Bulletin?



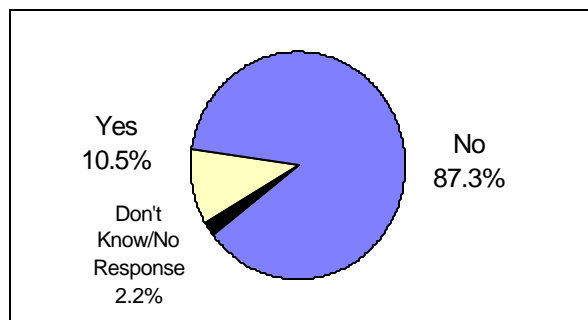
Highlights:

- ? 35.8 percent of respondents know that the Town of Barnstable has its own newsletter.

Figure 25

Are you a subscriber to the Barnstable Bulletin?

N=370



Highlights:

- ? 10.5 percent of respondents are subscribers to the Barnstable Bulletin.

Image of Barnstable

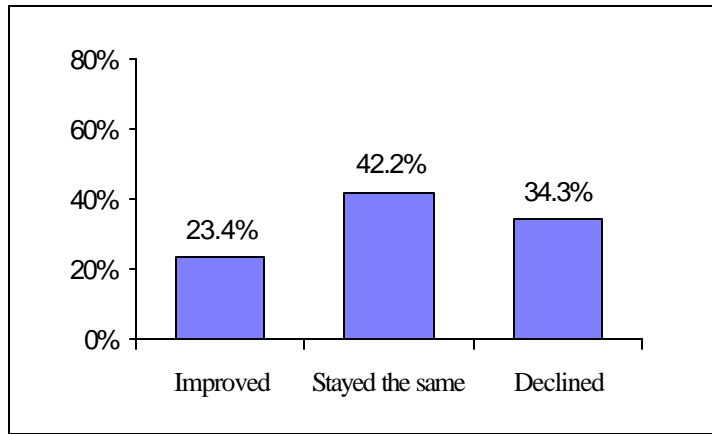
Table 17
What one word or phrase best describes your image of Barnstable?

Description	Percent Reporting
Okay, great, pleasant	42.3%
Beautiful, quaint, friendly	15.9%
Improving, growing	7.2%
Other	34.5%

Highlights:

- ? The majority of respondents (42.3%) describe Barnstable as okay, great or pleasant.
- ? 15.9 percent of respondents report Barnstable is beautiful, quaint or friendly.

Figure 26
Do you think the image of Barnstable has improved, stayed the same, or declined over the past five years?



Highlights:

- ? A majority of respondents (65.6%) think the image of Barnstable has improved or stayed the same over the past five years.

Table 18
Why do you think the town’s image has improved?
(N=75)

Reasons	Frequency
Physical improvements	25
Effort being put forth to improve, “They are trying”	16
Activities, Services	10
Leadership	6
Quality of Life	5
Growth	3
Other	10

Highlights:

- ? One-third of respondents (25) report Barnstable’s town image has improved due to physical improvements.

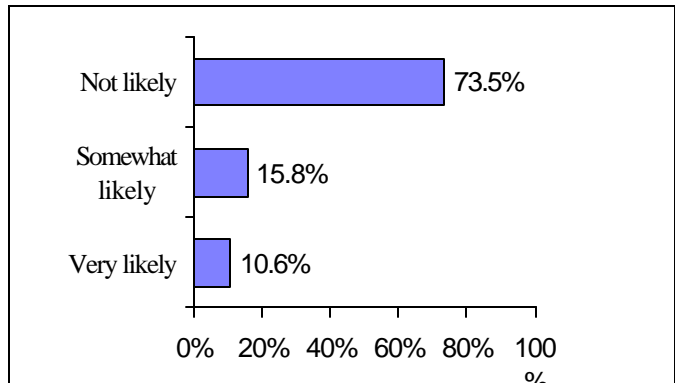
Table 19
Why do you think the town’s image has declined?
(N=117)

Reasons	Frequency
Growth, population	26
Government	17
Expense	12
Overdevelopment	12
Safety issues	8
Immigration	7
Housing issues	6
Schools	6
Hyannis	4
Other	19

Highlights:

- ? 26 respondents report the town’s image has declined due to growth and population.

Figure 27
Over the next five years, what is your likelihood of moving out of Barnstable?



Highlights:

- ? A strong majority of respondents (73.5%) report they are not likely to move out of Barnstable.

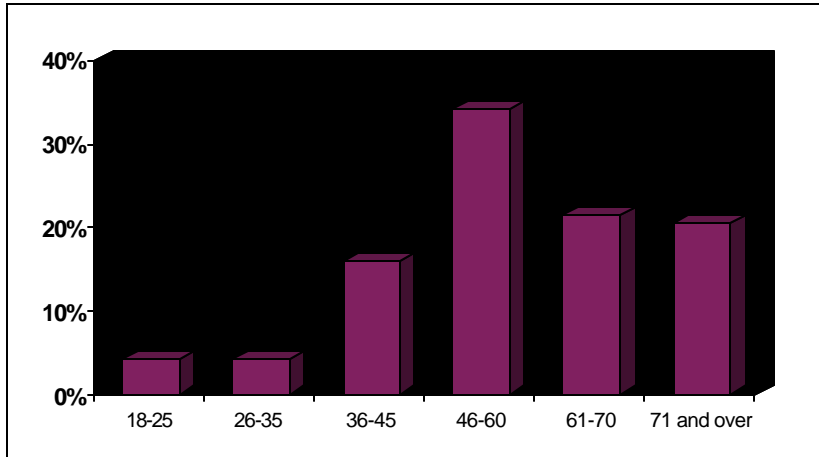
Table 20
What would be your primary reason for leaving?
(N=104)

Issue	Frequency
Affordability	26.0%
Age, retirement	14.4%
Lack of jobs, services	13.5%
Family	8.7%
Town declined	5.8%
Warmer climate	5.8%
College, school system	3.8%
Crowding	2.9%
Other	19.2%

Highlights:

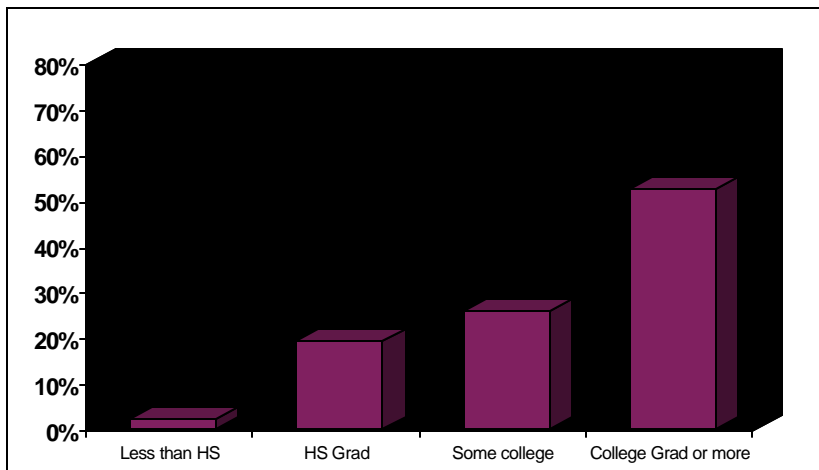
- ? Respondents report affordability (26.0%) is the primary reason for leaving Barnstable.

Sample Demographic Characteristics



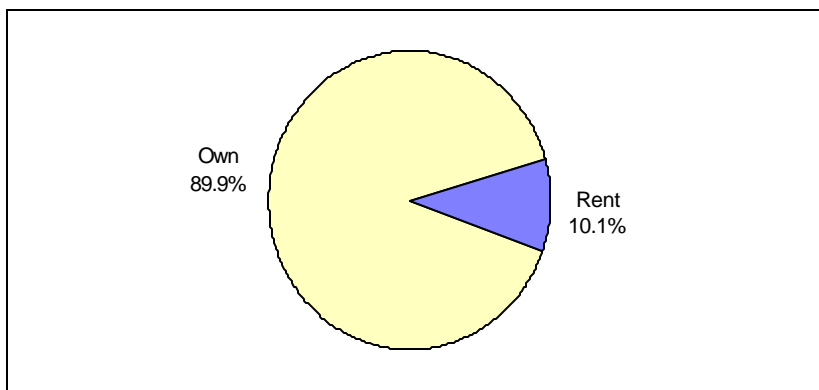
Age

The majority of respondents (34.1%) ages range from 46 to 60.



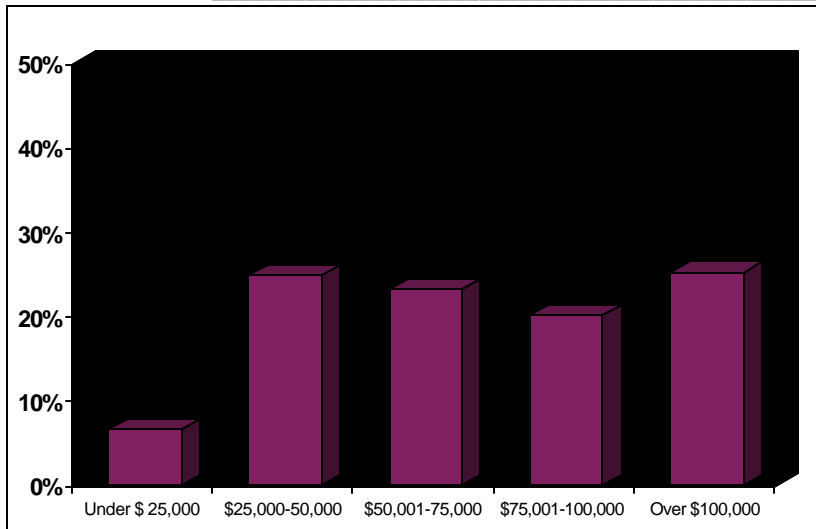
Education

More than half of all respondents (52.7%) have attained a college degree or more.



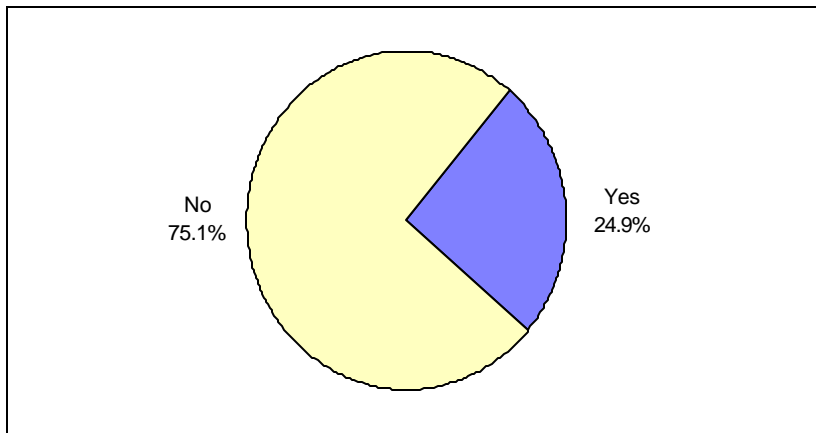
Own or Rent

Nearly ninety percent of respondents (89.9%) own their home.



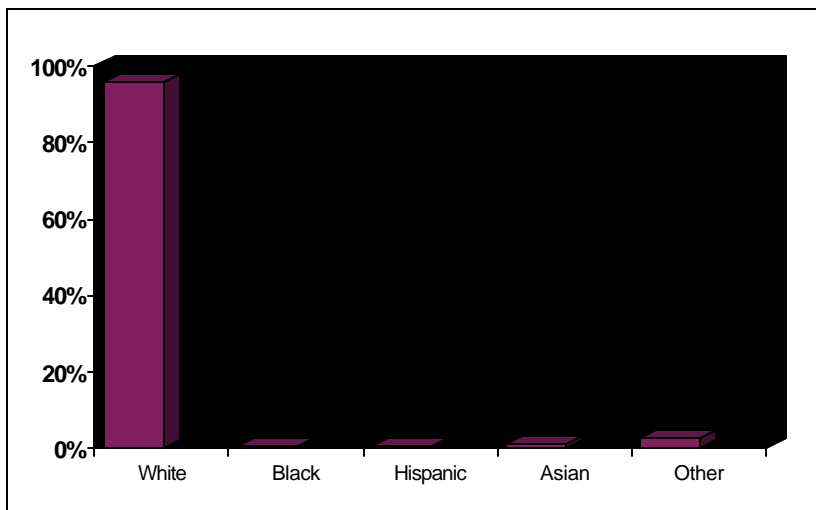
Income

25.2 percent of respondents have an annual income of over \$100,000.



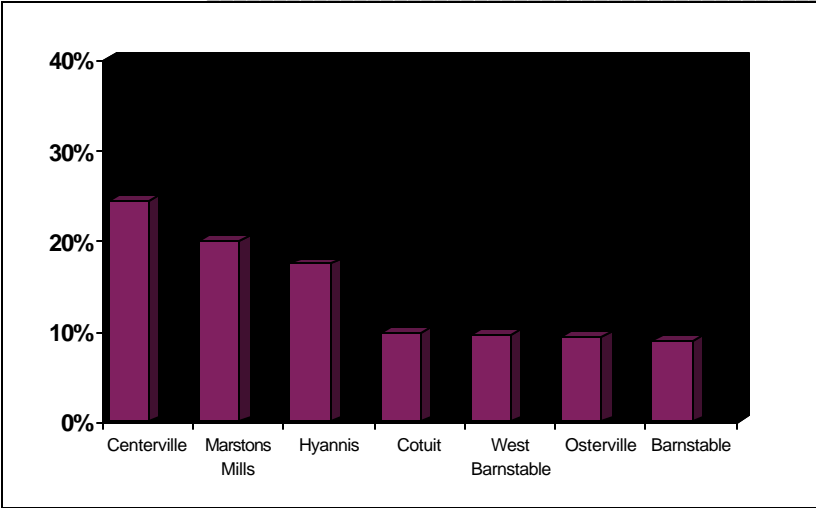
Children Living at Home

Approximately twenty-five percent of respondents (24.9%) have children living at home.



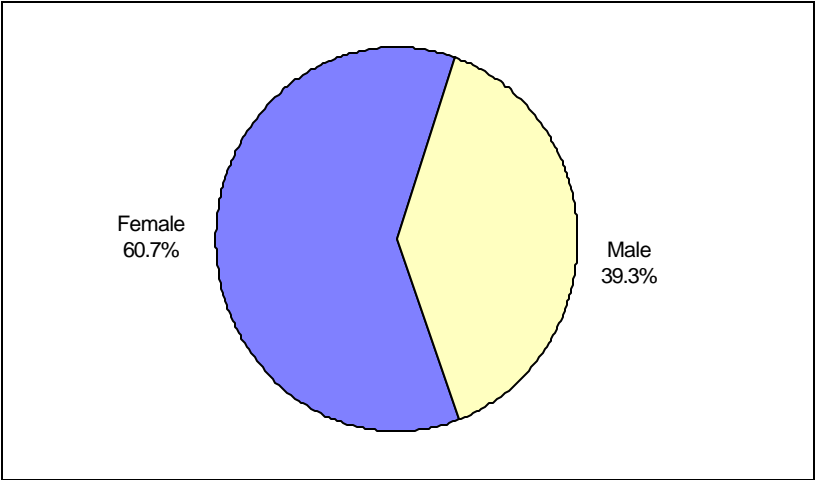
Ethnic Group

An overwhelming majority of respondents (95.4%) are white Caucasian.



Village

Nearly twenty five percent of respondents (24.5%) reside in Centerville; twenty percent of respondents (20.1%) reside in Marstons Mills.



Gender

The majority of respondents (60.7%) were female.