



**Yarmouth Community Visioning**  
Setting Our Course • Charting Our Future

## 2<sup>nd</sup> Visioning Survey Results

Presentation to the Planning Board  
September 1, 2021

## Overview

- 2<sup>nd</sup> Survey:
  - Survey ran from June 1<sup>st</sup> thru August 9th
  - 920 Survey Responses
  - 92 Pages of Written Comments
- Planning Board to review results over next couple months & evaluate modifications to the draft Vision/Goals
- Prepare draft Vision Plan for public comment in the fall.

# 1. ENVIRONMENT (Water Resources & Open Space):

<b>Environment Questions:</b>	<b>Average</b>
1. Preserving drinking water and air quality, water resources, wetlands, marshlands and natural habitats.	<b>4.74</b>
2. Preserving public open spaces, beaches, conservation areas, bogs and walking trails.	<b>4.68</b>
3. Promote actively seeking out land acquisitions that protect natural and water resources, and expands open spaces.	<b>4.21</b>
4. Promote development placement that protect water resources and open spaces.	<b>4.42</b>
5. Provide municipal wastewater system to safeguard and improve water quality, fisheries and shellfish habitat, recreational opportunities, and promote redevelopment.	<b>4.46</b>
6. Provide education on proper fertilizer use and management.	<b>3.89</b>
7. Provide well-maintained high quality open spaces, beaches and conservation areas.	<b>4.54</b>

1-Not at all important; 2-Not so important; 3-Somewhat important; 4-Very important; 5-Extremely important

# 1. ENVIRONMENT (Water Resources & Open Space):

## Other Comments:

- **Native Plantings & Landscape Management:** Sustainable yards; native species; reduced chemicals/fertilizers; less water usage; proper lawn care.
- **Wildlife Habitat:** Maintain/expand wildlife habitat/connected corridors; species diversity.
- **Development:** Limit building; redevelop/repurpose what we have to protect the environment.
- **Noise:** Noise pollution from motorcycles, landscape equipment & airport.

- **Taxes:** Impacts of environmental initiatives and town projects on taxes.
- **Solar and Renewable Energy:** Promote solar/renewable energy; incentivize people to be green; charging stations.
- **Recycling and Litter:** Proper recycling; reductions in plastics; address litter/trash.
- **Walking and Biking:** Safe interconnected walking/biking trails that access each other, the CCRT, public beaches, conservation areas and town centers.

## 2. COMMUNITY CHARACTER & DESIGN

<b>Community Character &amp; Design Questions</b>	<b>Average</b>
1. Preserve Cape Cod charm, friendly small town feel and safe quiet neighborhoods.	4.39
2. Preserve cultural and historic areas and buildings.	4.12
3. Preserve traditions, community events, festivals, parades, and civic and social clubs that encourage social interactions	3.93
4. Promote inclusivity and diversity.	3.94
5. Promote attracting more young people and families.	3.89
6. Promote expansion of community events and festivals.	3.53
7. Promote the town's history, historic buildings and sites.	3.70
8. Promote responsible residential and commercial growth that doesn't overbuild or overcrowd the community.	4.37
9. Promote ways to eliminate or improve blighted, vacant or nuisance properties.	4.37
10. Provide places for people to gather, a focal point that creates a sense of identity via: <ul style="list-style-type: none"> <li>• Creation of a new town center</li> <li>• Creation of a village green or common</li> <li>• Enhancements to our existing villages</li> </ul>	3.26 3.30 3.60
11. Provide modified zoning and improved design standards and aesthetics along commercial corridors	3.94

1-Not at all important; 2-Not so important; 3-Somewhat important; 4-Very important; 5-Extremely important

## 2. COMMUNITY CHARACTER & DESIGN

### Other Comments:

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| <ul style="list-style-type: none"> <li>➤ <b>Maintenance:</b> Poorly maintained or vacant properties; poor aesthetics of Route 28.</li> <li>➤ <b>Village Improvements - Route 6a:</b> Improved/expanded sidewalks and crosswalks; Village Center Improvements.</li> <li>➤ <b>Growth Management:</b> Traffic and overcrowding.</li> </ul> | <ul style="list-style-type: none"> <li>➤ <b>Design Standards:</b> Aesthetics.</li> <li>➤ <b>OKH:</b> Strict rules; limitations on solar.</li> <li>➤ <b>Families:</b> Lack of affordable housing impacts families.</li> <li>➤ <b>Small Businesses:</b> Assist small businesses to maintain Cape character.</li> </ul> |
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### 3. HOUSING

Housing Questions	Average
1. Preserve existing year round housing stock.	4.06
2. Promote an increase in year round use of existing housing stock.	3.73
3. Provide more quality year-round affordable and workforce housing for rental and homeownership via the creation of:	
• Cluster subdivisions	3.31
• Apartments	3.24
• Condominium complexes	3.11

1-Not at all important; 2-Not so important; 3-Somewhat important; 4-Very important; 5-Extremely important

### 3. HOUSING

#### Other Comments:

- **Mixed Views:** Some encouraged affordable, senior, veterans, workforce and seasonal housing, ADUs/Top of Shop/smaller homes; while others were concerned with overcrowding, water quality and lack of infrastructure.
- **Location:** Enough large scale affordable housing on Route 28; integrate into existing neighborhoods.
- **Affordability:** Low percentage of units restricted as Affordable; how “affordable” are the units; need for moderate income housing:
- **Short Term Rentals:** Limit and regulate.
- **Maintenance:** Maintenance; standards for property upkeep.

## 4. TOWN SERVICES:

Town Services Questions	Average
1. Preserve a strong commitment to public safety.	4.52
2. Preserve existing services and facilities provided by the Town.	4.31
3. Promote reduction in waste and litter.	4.30
4. Promote more participation in local government and regional solutions.	3.99
5. Promote connecting those struggling with substance abuse with available social services and programs.	3.94
6. Provide resource connections with organizations that address food security.	3.99
7. Provide adequate maintenance of municipal buildings, infrastructure, and other assets.	4.12
8. Provide effective and efficient government with tax rates that balances services, facilities and infrastructure needs.	4.25
9. Provide opportunities for effective and transparent communication with the community.	4.29

1-Not at all important; 2-Not so important; 3-Somewhat important; 4-Very important; 5-Extremely important

## 4. TOWN SERVICES

### Other Comments:

➤ **Taxes & Priorities:** Impacts on taxes highlights need to prioritize services, programs, and infrastructure, and increase efficiencies.

➤ **Communication:** Make the Town website easier to navigate with updated information; develop a consolidated communication plan to let people know about what is going on in Town.

➤ **Government Participation:** More communication may result in more participation.

## 5. AGE-FRIENDLY

Age-Friendly Questions	Average
1. Preserve Senior Center offering programs, activities, education and socialization for seniors.	4.23
2. Promote enhanced accessibility and amenities for those with disabilities.	4.24
3. Promote more ways to counter community isolation for seniors and more senior transit options.	4.12
4. Provide investment in facilities and services for older residents.	3.94
5. Provide more multi-generational programs.	3.79

1-Not at all important; 2-Not so important; 3-Somewhat important; 4-Very important; 5-Extremely important

## 5. AGE-FRIENDLY

### Other Comments:

- **Age-Friendly:** Focus on people of all ages, not just seniors.
- **New Name:** Rename the senior center to reflect a more active and lively place.
- **Senior Center/Community Center:** Incorporate senior center into a community center for all ages.
- **Partnerships:** Partner with the schools for intergenerational activities and help for seniors.
- **Taxes:** Tax impacts on seniors; tax abatements; free/reduced sticker/license fees.
- **Aging in Place:** Ways to help seniors remain in their homes.
- **Programming & Classes:** More physically active programs and technology classes.

## 6. CLIMATE RESILIENCY & SUSTAINABILITY

Climate Resiliency & Sustainability Questions	Average
1. Promote planning and mitigation to address impacts related to a changing climate including sea level rise, flooding and coastal erosion.	4.14
2. Promote waste reduction, reuse and recycling.	4.20
3. Promote reduction in energy consumption and vehicle emissions.	3.84
4. Promote energy efficiencies and renewable sources of energy.	3.97
5. Provide public outreach and education on energy conservation and opportunities.	3.73
6. Provide more electric charging stations throughout Town.	3.19
7. Provide continued application for grants for energy and climate resiliency projects.	3.91

1-Not at all important; 2-Not so important; 3-Somewhat important; 4-Very important; 5-Extremely important

## 6. CLIMATE RESILIENCY & SUSTAINABILITY

### Other Comments:

<p>➤ <b>Mixed Views:</b> Ability for climate change and SLR to be addressed on the local level; opposing opinions on how important this should be as a Town goal; concerns that climate related initiatives may be expensive.</p>	<p>➤ <b>Solar:</b> Promoting solar, especially roof mounted to avoid deforestation.</p> <p>➤ <b>Incentives:</b> Provide incentives for people to be green.</p> <p>➤ <b>Recycling:</b> Promote proper recycling; reductions in plastics; address litter/trash, emphasizing ban on nip bottles.</p>
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## 7. ECONOMY:

<b>Economy Questions</b>	<b>Average</b>
1. Preserve strong seasonal tourism.	4.13
2. Promote economic growth and employment diversification to generate quality year-round jobs.	4.33
3. Promote support for existing businesses and attract new businesses.	4.25
4. Promote support for attracting and retaining year-round seasonal employees.	4.18
5. Promote opportunities that incentivize business growth and redevelopment.	3.94
6. Promote redevelopment of commercial corridors to grow our economy, improve the aesthetics of commercial corridors and protect open space.	4.13
7. Promote existing strengths to encourage business development.	3.91
8. Promote family friendly activities to brand the Town as a premier vacation destination.	3.80
9. Promote better working relationship between municipal government and the business community.	3.96
10. Provide streamlined regulations/permitting/licensing to make it more efficient to do business in Yarmouth.	4.08
11. Provide municipal wastewater system starting with the main commercial corridors to promote quality redevelopment.	4.15
12. Provide expansion of broadband alternatives to improve internet access and facilitate people working at home and for business attraction and retention.	4.29

1-Not at all important; 2-Not so important; 3-Somewhat important; 4-Very important; 5-Extremely important

## 7. ECONOMY

### Other Comments:

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| <ul style="list-style-type: none"> <li>➤ <b>Internet/Broadband/Cell Service:</b> Expand access and options for internet and broadband; improve cell service.</li> <li>➤ <b>Permits/Licenses:</b> Streamline permits/licenses after careful consideration; provide adequate town staffing for faster permit review and inspections.</li> <li>➤ <b>Wastewater:</b> Spur economic development and redevelopment with municipal wastewater.</li> </ul> | <ul style="list-style-type: none"> <li>➤ <b>Expansion vs. Environment:</b> Encourage more year-round businesses/employment, but consider impacts of growth on infrastructure and the environment.</li> <li>➤ <b>Aesthetics:</b> Building and design standards; improve aesthetics along Route 28.</li> </ul> |
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## 8. CONNECTIVITY & MOBILITY

Connectivity & Mobility Questions	Average
1. Preserve existing nature paths and trails.	4.42
2. Promote traffic safety, and congestion and speed reduction.	4.18
3. Promote traffic safety improvements, and pedestrian and bicycle accommodations for MassDOT projects along Route 28 and Route 6a.	4.09
4. Promote easier and expanded access to the regional bus services and ride share programs.	3.82
5. Provide more pedestrian and bicycle infrastructure (i.e. sidewalks, bike lanes and shared use pathways)	3.91
6. Provide connections between existing bike trails and destination locations and infilling sidewalk gaps.	3.89
7. Provide adequate funding for road maintenance and drainage programs.	4.24

1-Not at all important; 2-Not so important; 3-Somewhat important; 4-Very important; 5-Extremely important

## 8. CONNECTIVITY & MOBILITY

### Other Comments:

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| <ul style="list-style-type: none"> <li>➤ <b>Bike Safety:</b> Educate cyclists on safety rules.</li> <li>➤ <b>Route 6a:</b> Cycling on Route 6a unsafe due to narrowness, volume of traffic and speeds.</li> <li>➤ <b>Route 28:</b> Cycling on Route 28 also unsafe (potential for bike accommodations with future MassDOT improvements.)</li> <li>➤ <b>Speeding:</b> Reduce speed limits and speeding in neighborhoods; more enforcement.</li> </ul> | <ul style="list-style-type: none"> <li>➤ <b>Intersections:</b> Problematic intersections noted (i.e. Union/Rte. 6a, old Exit 8/Station Ave and Seaview/Rte. 28).</li> <li>➤ <b>Infrastructure:</b> Safe interconnected walking/bike trails with destination locations; provide more sidewalks, bike lanes and crosswalks.</li> <li>➤ <b>Maintenance:</b> Ability to maintain new pedestrian/bicycle infrastructure.</li> </ul> |
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## 9. RECREATION

Recreation Questions	Average
1. Preserve existing recreational programs and camps.	4.07
2. Preserve existing parks, playgrounds, beach facilities, public golf courses and conservation areas that offer walking, hiking and mountain biking trails.	4.44
3. Preserve existing access to water through public boat launches, fishing piers, beaches, and town ways to water.	4.36
4. Promote expansion of year round recreational opportunities including exploring support for a central community center with possible indoor swimming pool.	3.51
5. Promote entertainment options for young people (for example outdoor music festivals, dog shows, food trucks and nightlife).	3.65
6. Promote expansion and protection of conservation areas and trails.	4.24
7. Provide well-maintained recreational facilities and conservation trails.	4.28
8. Provide improved water quality to maintain our recreational swimming, boating, fishing and shell-fishing.	4.51
9. Provide expanded recreational facilities.	3.60

1-Not at all important; 2-Not so important; 3-Somewhat important; 4-Very important; 5-Extremely important

## 9. RECREATION

### Other Comments:

<ul style="list-style-type: none"> <li>➤ <b>Community Center:</b> Some wanted a community center to provide programming for all ages, while others were concerned with the cost.</li> <li>➤ <b>Recreational Opportunities:</b> More boating, kayak and fishing access.</li> <li>➤ <b>Entertainment:</b> Activities for younger population including outdoor events, live music and art events.</li> </ul>	<ul style="list-style-type: none"> <li>➤ <b>Maintenance:</b> Better maintain current recreational properties.</li> <li>➤ <b>Dog Walking:</b> More places in Town for dog walking.</li> </ul>
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## 10. EDUCATION & LEARNING

Education & Learning Questions	Average
1. Preserve the availability of a variety of educational opportunities provided by public, private and religious institutions.	3.89
2. Preserve high quality vocational training at the Cape Cod Regional Technical High School.	4.35
3. Promote a balanced working relationship with our educational partners.	4.08
4. Promote expansion of educational opportunities for all ages.	3.91
5. Promote educational vacations (arts, marine, eco-tourism)	3.57
6. Promote better integration of the schools into the overall community with after school programs and adult education.	3.85
7. Provide continued educational programming for seniors through the Senior Center.	3.82
8. Provide continued arts and educational programs at the Cultural Center of Cape Cod, Historical Society of Old Yarmouth and similar institutions.	3.86
9. Provide improved educational standards and quality infrastructure in our K-12 public schools in an effective, efficient and affordable way.	4.32

1-Not at all important; 2-Not so important; 3-Somewhat important; 4-Very important; 5-Extremely important

## 10. EDUCATION & LEARNING

### Other Comments:

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| <ul style="list-style-type: none"> <li>➤ <b>Cultural Center:</b> Huge asset, but cost of programs are unaffordable for some.</li> <li>➤ <b>School Building Use:</b> Utilize buildings outside of school hours for night classes, recreation and after school care.</li> <li>➤ <b>Maintenance:</b> Better maintain school buildings.</li> <li>➤ <b>Overrides:</b> Some opposition to continued school overrides.</li> </ul> | <ul style="list-style-type: none"> <li>➤ <b>School Performance:</b> Administration and performance of the public schools; families choosing charter schools.</li> <li>➤ <b>Curriculum:</b> Some critical of specific programs; others suggested more arts, music, and culture, and more hands on educational experiences including the environment and history.</li> </ul> |
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## 11. LIBRARIES

Library Questions	Average
1. Preserve public library facilities offering programs, materials and activities.	4.14
2. Promote libraries as education centers.	3.96
3. Provide modernized library facilities to accommodate future needs and to serve as a multi-generational meeting place for a variety of activities with increased hours, materials and services.	3.95

1-Not at all important; 2-Not so important; 3-Somewhat important; 4-Very important; 5-Extremely important

## 11. LIBRARIES

### Other Comments:

- **Mixed Views:** New central library versus updates to existing facilities; some seeking town support for Yarmouth Port library.
- **Library Evolution:** Encourage the libraries to adapt and broaden their programs and services to function as meeting, event and gathering spaces; broaden their appeal to young people; improve technology and automation.
- **Programs:** Expand programs and events at the libraries, such as book festivals, book clubs, paint nights, adult education classes, music/art lessons, lectures, storytelling for all ages, community improv, poetry slams, open mic night, services for at home learners, activities to get young people into the library, and delivery/outreach to the homebound.

## RESPONDENT DEMOGRAPHICS

- Vast majority live full time in Yarmouth (79%) and fairly evenly distributed among the 3 villages
- Vast majority own their homes (95%) and almost half have lived here more than 20 yrs (43.6%)
- Only 12% own or manage a business in Yarmouth, with even distribution on longevity.
- Majority experience Yarmouth through work (58.7%) with 41.3% as visitors
- Slightly over half of the respondents were in the 60-74 year age group with 70% over 65
- Vast majority did not have children under 18 at home (87%)
- Majority of the respondents were female (54.8%) and vast majority white or Caucasian (85.2%)
- Vast majority of respondents do not participate in a local organization or sit on a board (79.4%)
- Respondents found out about this survey in a wide variety of ways (visioning webpage/direct e-mails/social media playing/water bill inserts/robo-call/radio).
- Vast majority did not attend a previous Workshop or Roundtable (90%) (81 respondents did)
- Majority did not take the initial survey (57.2%) (344 respondents did)

## Next Steps

- Planning Board to review results over next couple months.
- Board members to offer input on modifications to the draft Vision/Goals
- Prepare draft Vision Plan for public comment in the fall.
- Presentation to BOS and adoption of Vision Plan by the end of the year.
- Begin update to the Local Comprehensive Plan (LCP) in 2022.