

Q1 If you'd like to be entered to win \$20 "Gift of Gardiner" cash, please enter your email or phone number here.

Answered: 175 Skipped: 65

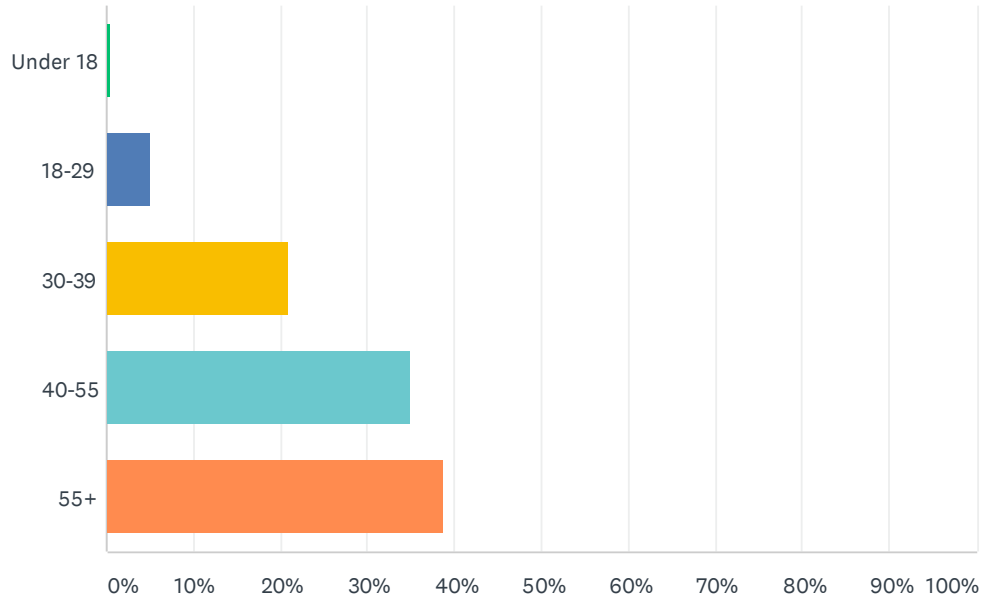
ANSWER CHOICES	RESPONSES	
Name	99.43%	174
Company	0.00%	0
Address	0.00%	0
Address 2	0.00%	0
City/Town	0.00%	0
State/Province	0.00%	0
ZIP/Postal Code	0.00%	0
Country	0.00%	0
Email Address	96.57%	169
Phone Number	92.57%	162

Q2 What's your zip code?

Answered: 202 Skipped: 38

Q3 What's your age?

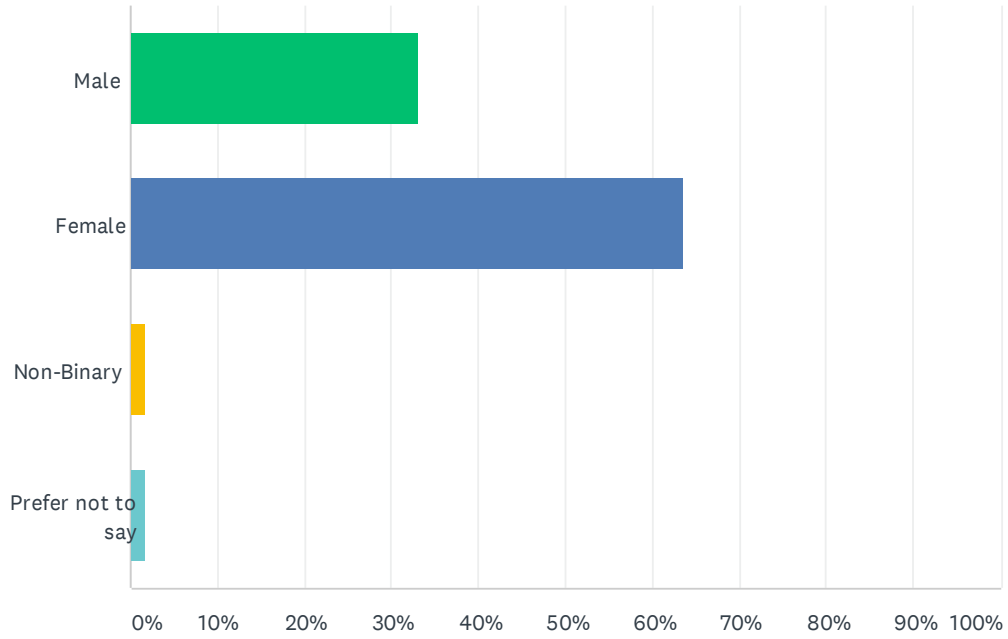
Answered: 235 Skipped: 5



ANSWER CHOICES	RESPONSES	
Under 18	0.43%	1
18-29	5.11%	12
30-39	20.85%	49
40-55	34.89%	82
55+	38.72%	91
TOTAL		235

Q4 What's your gender?

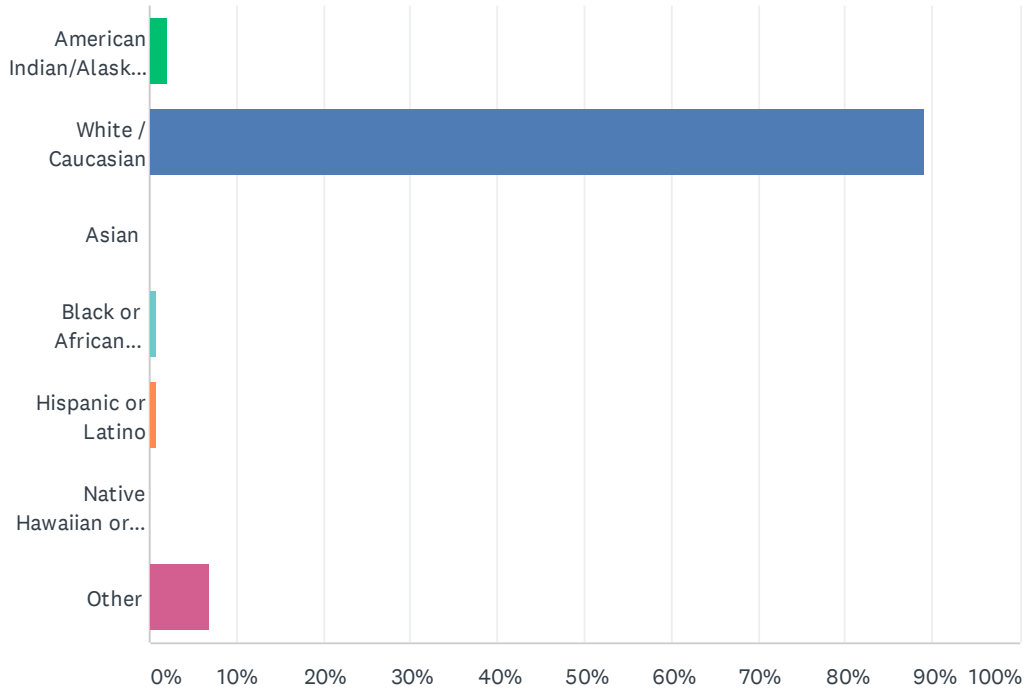
Answered: 236 Skipped: 4



ANSWER CHOICES	RESPONSES	
Male	33.05%	78
Female	63.56%	150
Non-Binary	1.69%	4
Prefer not to say	1.69%	4
TOTAL		236

Q5 What's your race/ethnicity?

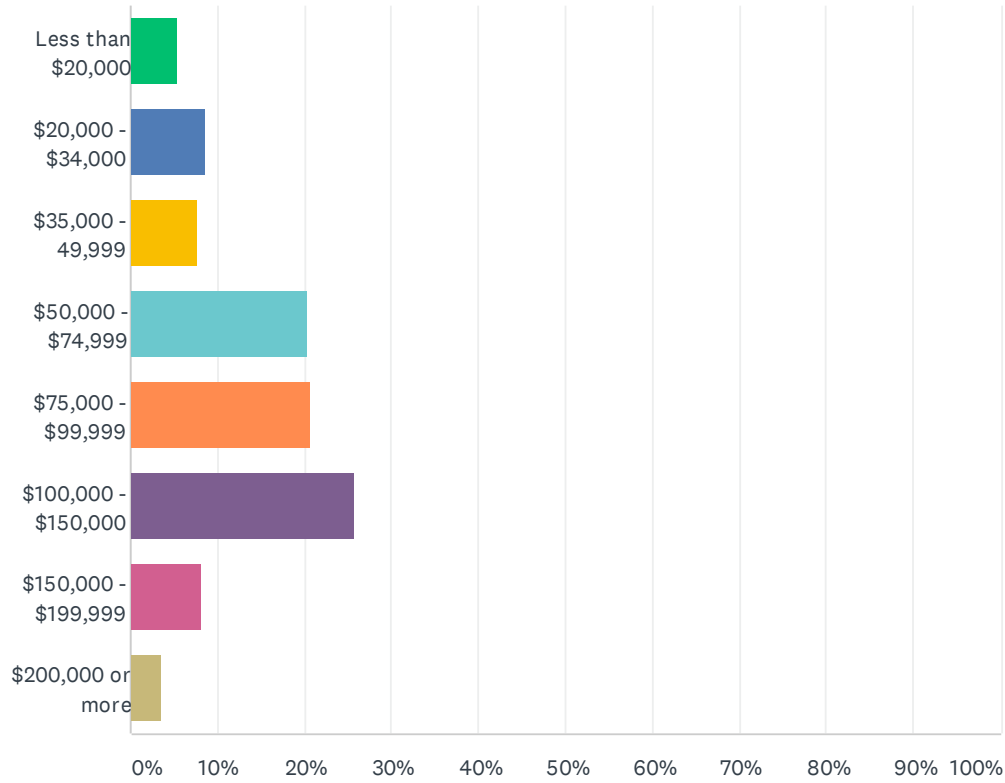
Answered: 230 Skipped: 10



ANSWER CHOICES	RESPONSES	
American Indian/Alaskan Native	2.17%	5
White / Caucasian	89.13%	205
Asian	0.00%	0
Black or African American	0.87%	2
Hispanic or Latino	0.87%	2
Native Hawaiian or Other Pacific Islander	0.00%	0
Other	6.96%	16
TOTAL		230

Q6 What's your annual household income?

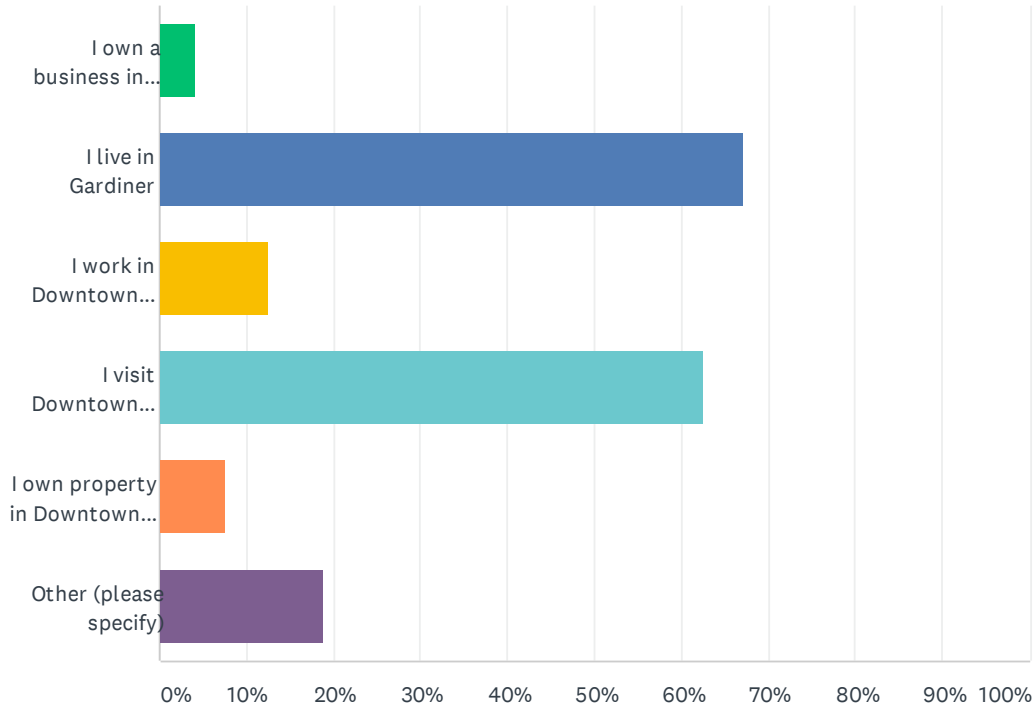
Answered: 222 Skipped: 18



ANSWER CHOICES	RESPONSES	
Less than \$20,000	5.41%	12
\$20,000 - \$34,000	8.56%	19
\$35,000 - 49,999	7.66%	17
\$50,000 - \$74,999	20.27%	45
\$75,000 - \$99,999	20.72%	46
\$100,000 - \$150,000	25.68%	57
\$150,000 - \$199,999	8.11%	18
\$200,000 or more	3.60%	8
TOTAL		222

Q7 Which of the following apply to you? (select as many as apply)

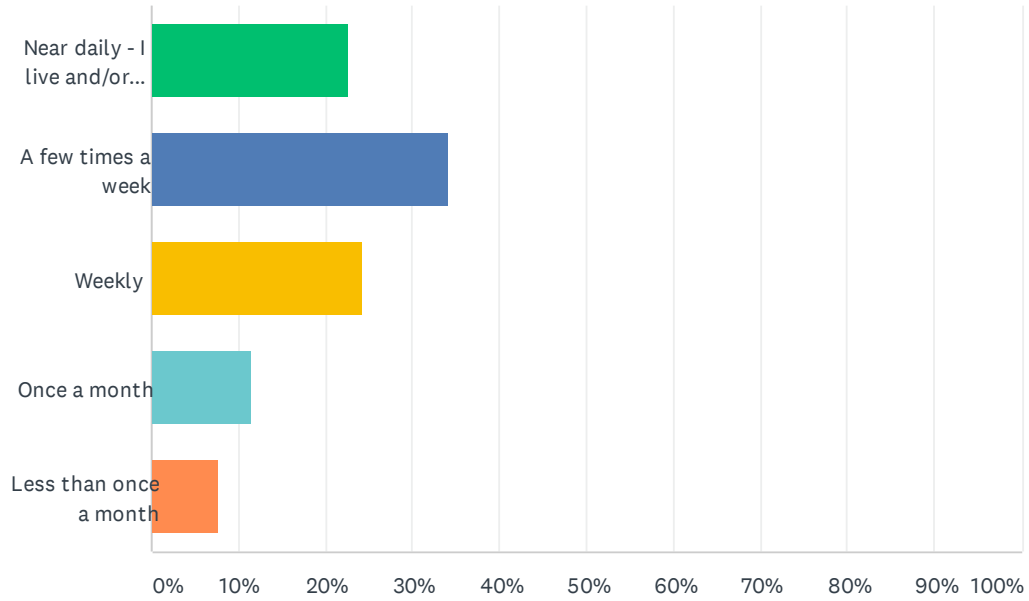
Answered: 238 Skipped: 2



ANSWER CHOICES	RESPONSES	
I own a business in Downtown Gardiner	4.20%	10
I live in Gardiner	67.23%	160
I work in Downtown Gardiner	12.61%	30
I visit Downtown Gardiner	62.61%	149
I own property in Downtown Gardiner	7.56%	18
Other (please specify)	18.91%	45
Total Respondents: 238		

Q8 How often do you visit Downtown Gardiner (approximately)?

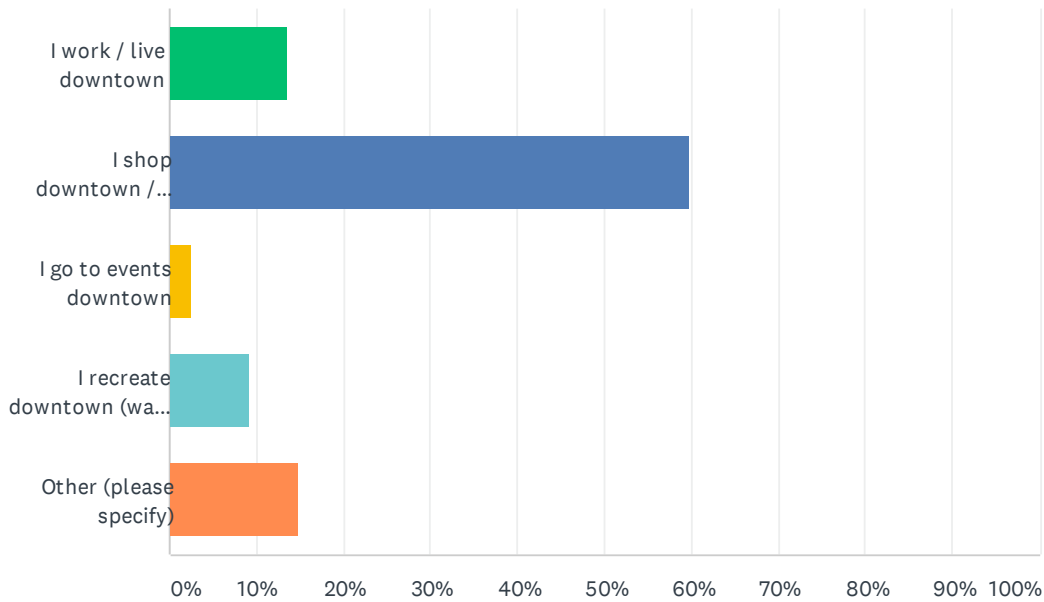
Answered: 235 Skipped: 5



ANSWER CHOICES	RESPONSES	
Near daily - I live and/or work in Downtown	22.55%	53
A few times a week	34.04%	80
Weekly	24.26%	57
Once a month	11.49%	27
Less than once a month	7.66%	18
TOTAL		235

Q9 What is the most common reason for your visits downtown? (choose one)

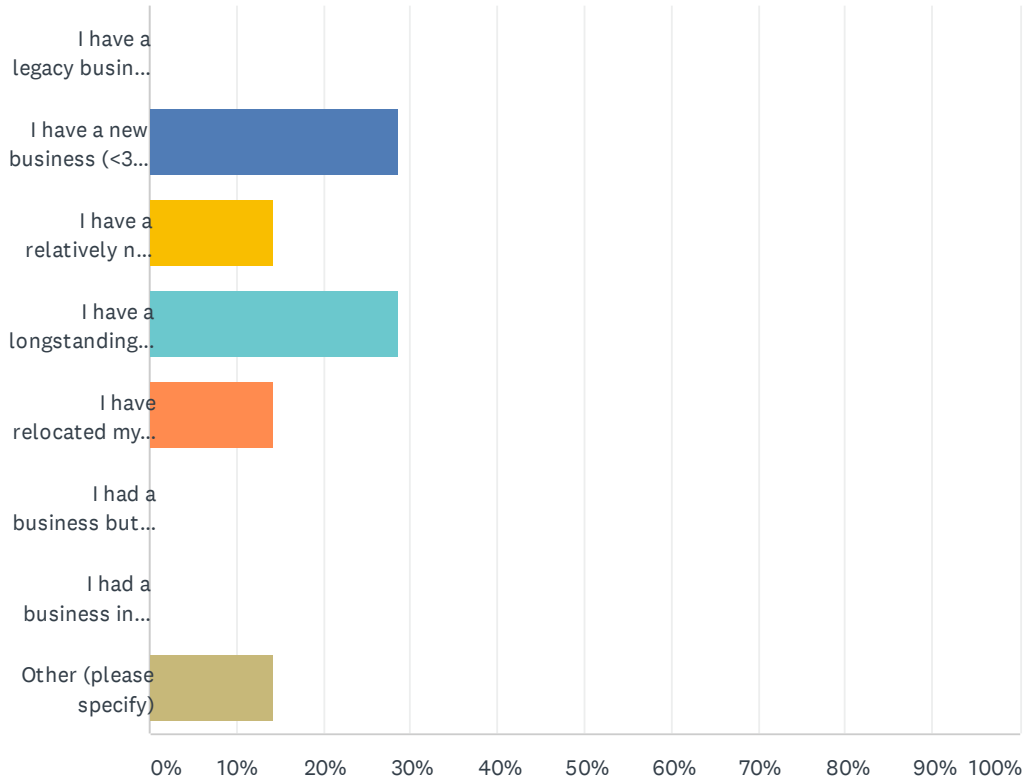
Answered: 237 Skipped: 3



ANSWER CHOICES	RESPONSES	
I work / live downtown	13.50%	32
I shop downtown / frequent stores / restaurants / etc.	59.92%	142
I go to events downtown	2.53%	6
I recreate downtown (walks / parks / trail excursions)	9.28%	22
Other (please specify)	14.77%	35
TOTAL		237

Q10 Which of the following best describes your business?

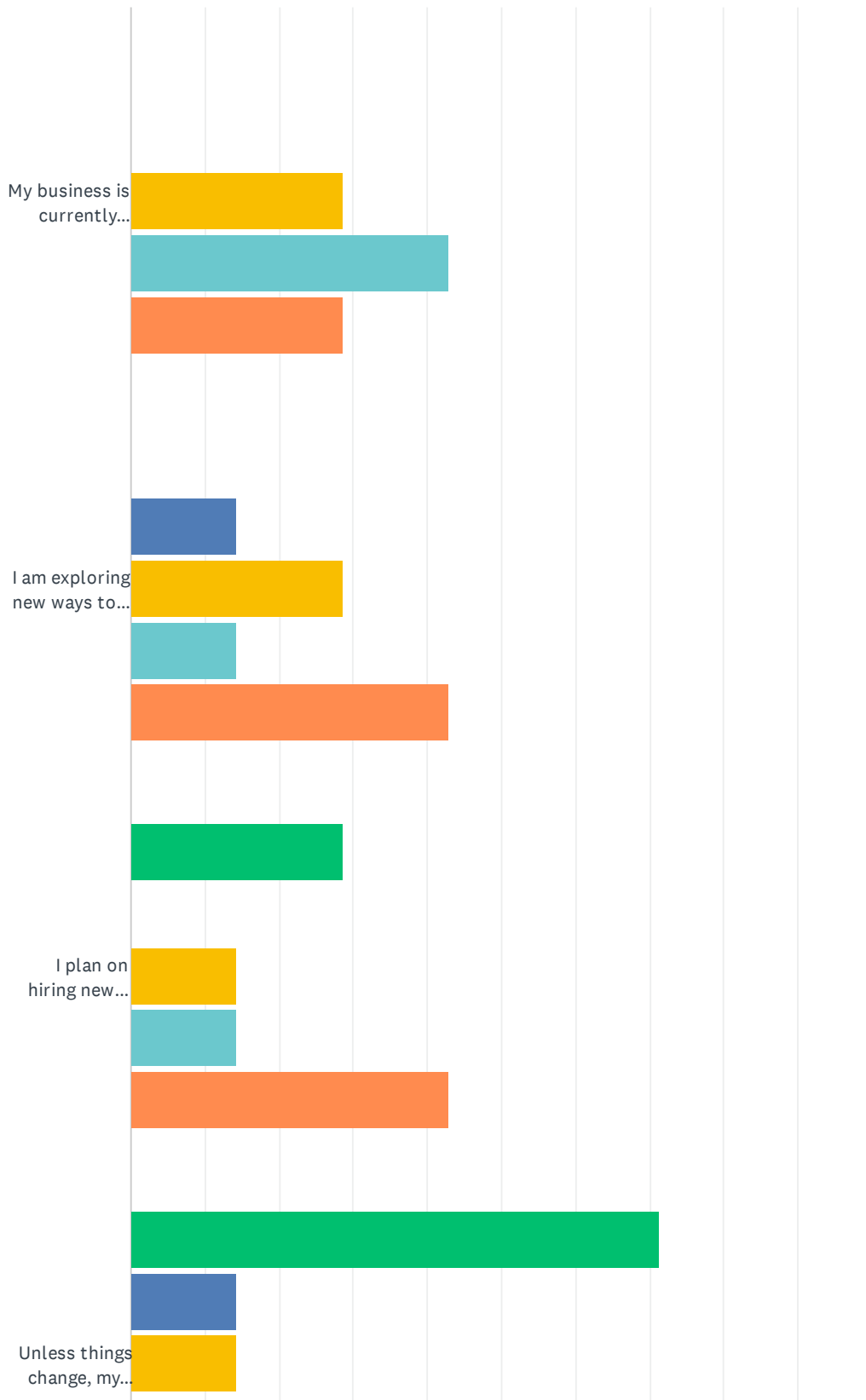
Answered: 7 Skipped: 233



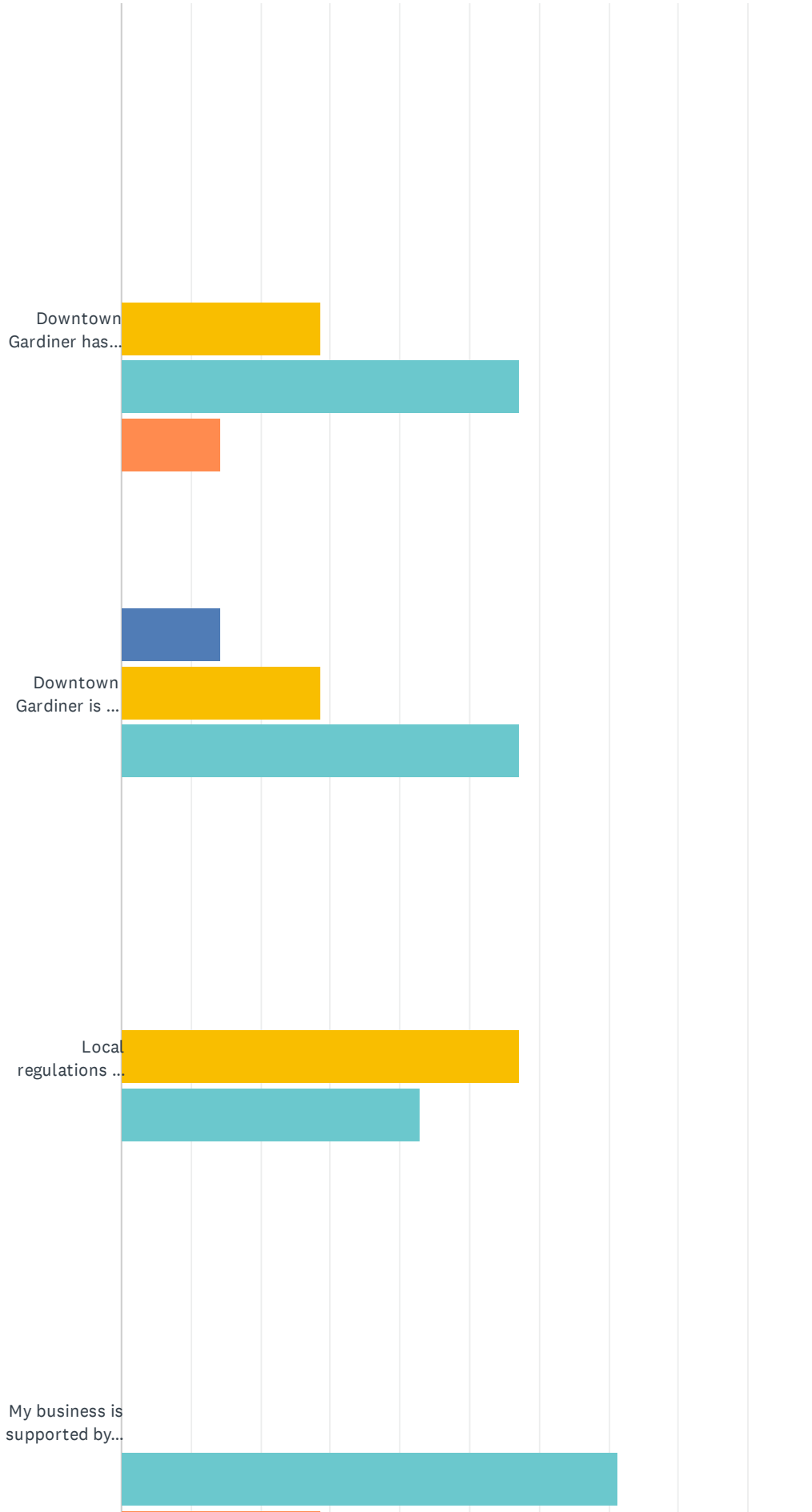
ANSWER CHOICES	RESPONSES	
I have a legacy business (owned by a family for more than one generation)	0.00%	0
I have a new business (<3 years old)	28.57%	2
I have a relatively new business (3-6 years old)	14.29%	1
I have a longstanding business (>6 years old)	28.57%	2
I have relocated my business to Downtown Gardiner	14.29%	1
I had a business but closed it	0.00%	0
I had a business in downtown but moved it	0.00%	0
Other (please specify)	14.29%	1
TOTAL		7

Q11 As a business owner, please rank your level of agreement with the following from 1-5 from 1 - strongly disagree to 5 - strongly agree.

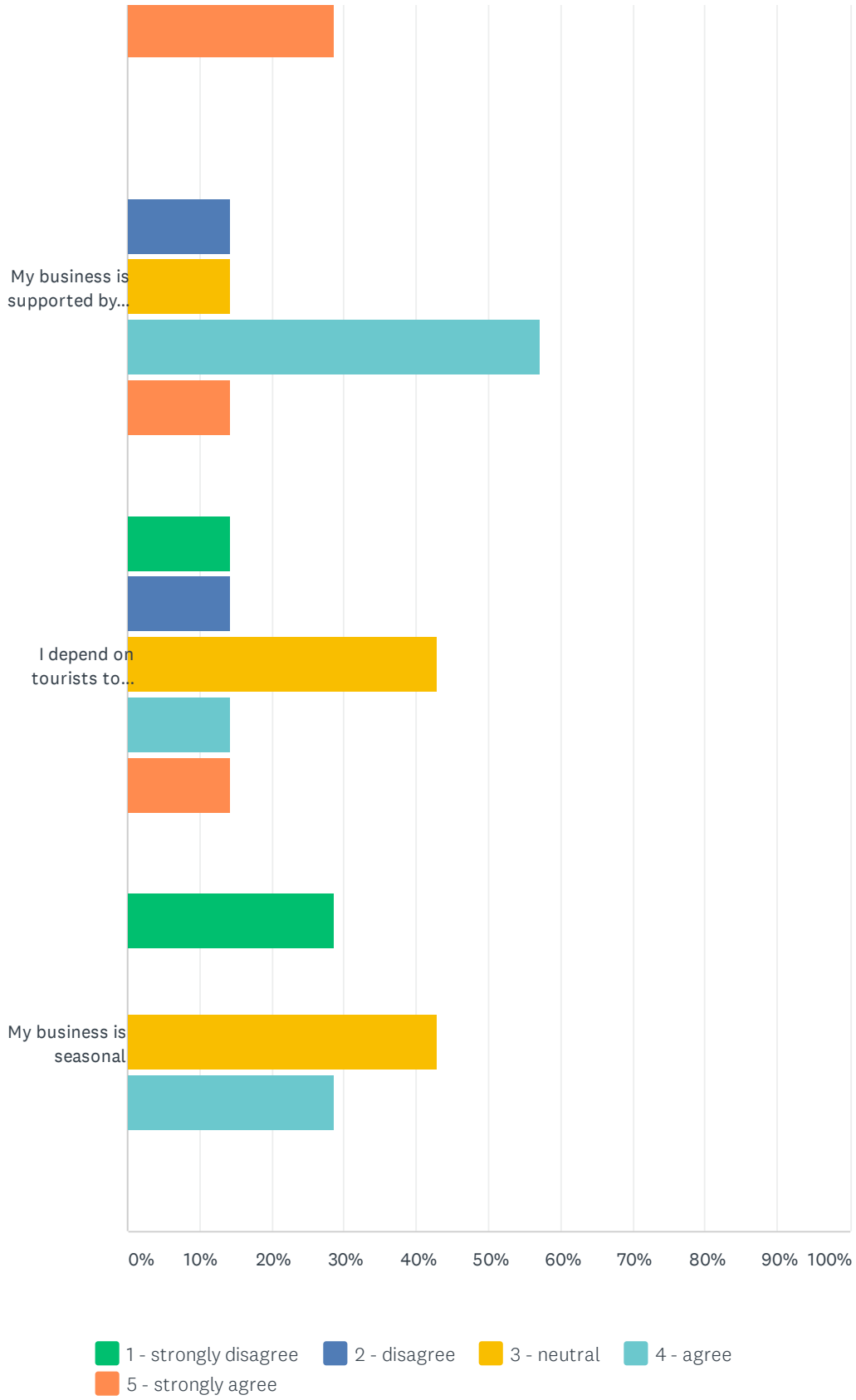
Answered: 7 Skipped: 233



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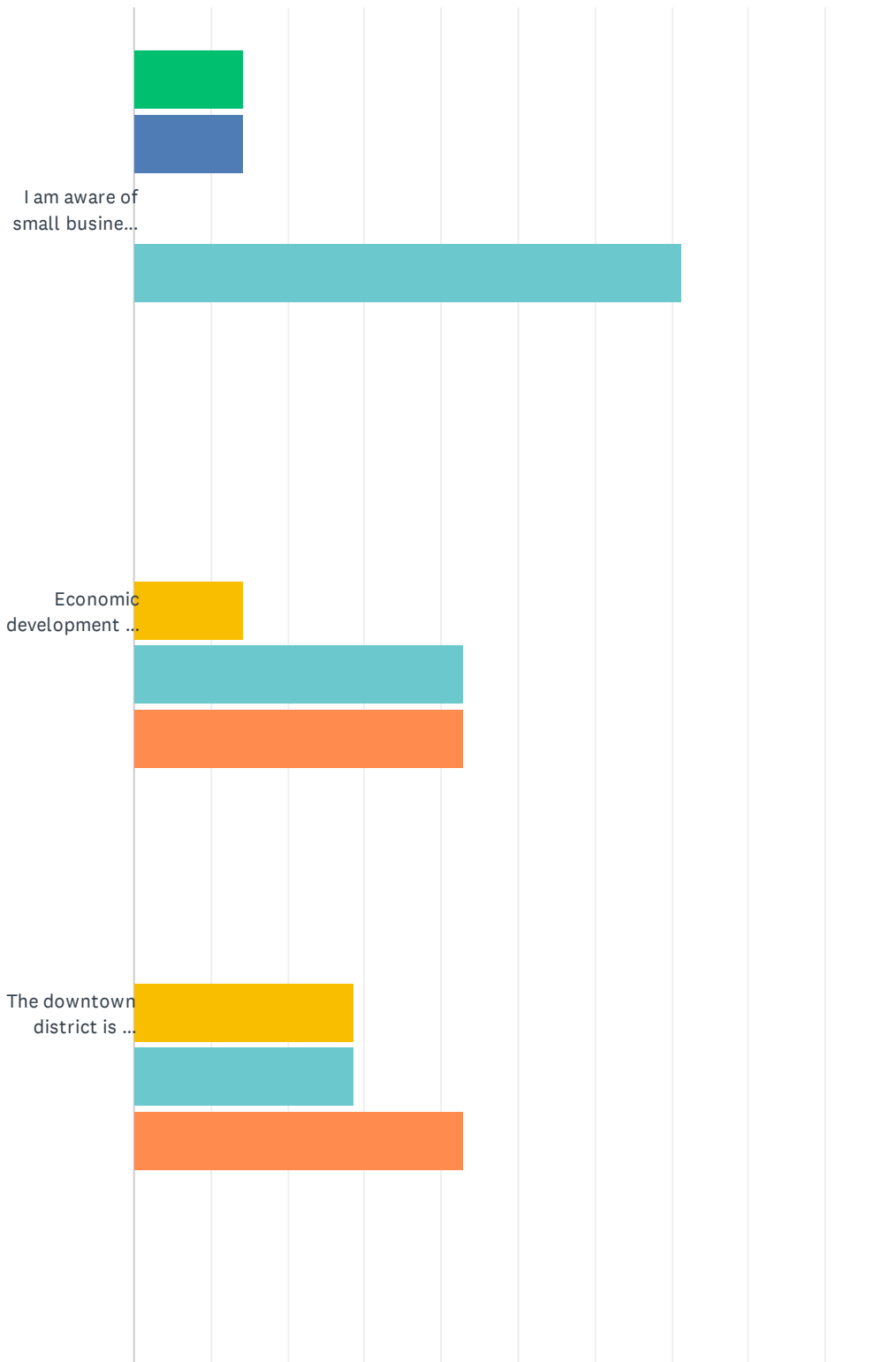


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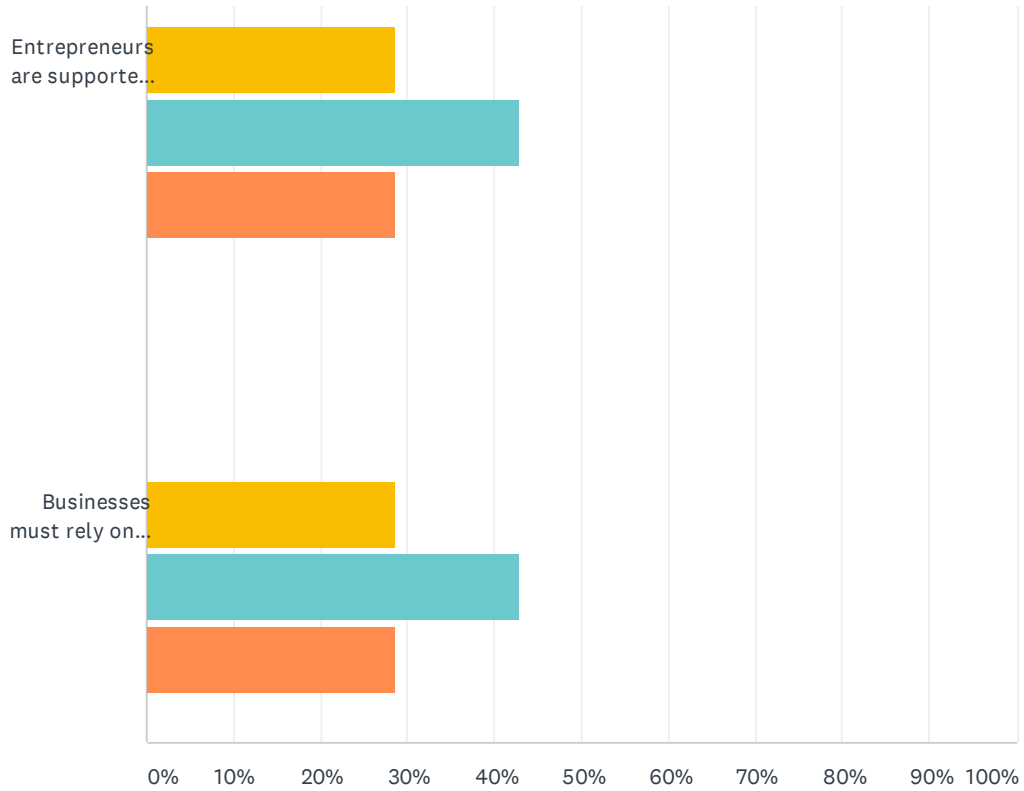
	1 - STRONGLY DISAGREE	2 - DISAGREE	3 - NEUTRAL	4 - AGREE	5 - STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
My business is currently growing and expanding	0.00% 0	0.00% 0	28.57% 2	42.86% 3	28.57% 2	7	4.00
I am exploring new ways to grow my business	0.00% 0	14.29% 1	28.57% 2	14.29% 1	42.86% 3	7	3.86
I plan on hiring new employees in the next 2 years	28.57% 2	0.00% 0	14.29% 1	14.29% 1	42.86% 3	7	3.43
Unless things change, my business may not make it another 2 years	71.43% 5	14.29% 1	14.29% 1	0.00% 0	0.00% 0	7	1.43
Downtown Gardiner has a good business climate overall	0.00% 0	0.00% 0	28.57% 2	57.14% 4	14.29% 1	7	3.86
Downtown Gardiner is an easy place to run a business	0.00% 0	14.29% 1	28.57% 2	57.14% 4	0.00% 0	7	3.43
Local regulations are business friendly	0.00% 0	0.00% 0	57.14% 4	42.86% 3	0.00% 0	7	3.43
My business is supported by local residents	0.00% 0	0.00% 0	0.00% 0	71.43% 5	28.57% 2	7	4.29
My business is supported by the local business community	0.00% 0	14.29% 1	14.29% 1	57.14% 4	14.29% 1	7	3.71
I depend on tourists to support my business	14.29% 1	14.29% 1	42.86% 3	14.29% 1	14.29% 1	7	3.00
My business is seasonal	28.57% 2	0.00% 0	42.86% 3	28.57% 2	0.00% 0	7	2.71

Q12 Small business, entrepreneurship, and new opportunities are important components of economic development. Please indicate your level of agreement with the following from 1 - strongly disagree to 5 - strongly agree

Answered: 7 Skipped: 233



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■ 1 - strongly disagree
 ■ 2 - disagree
 ■ 3 - neutral
 ■ 4 - agree
■ 5 - strongly agree

	1 - STRONGLY DISAGREE	2 - DISAGREE	3 - NEUTRAL	4 - AGREE	5 - STRONGLY AGREE	TOTAL
I am aware of small business support opportunities in downtown Gardiner	14.29% 1	14.29% 1	0.00% 0	71.43% 5	0.00% 0	7
Economic development is important to Gardiner's local government	0.00% 0	0.00% 0	14.29% 1	42.86% 3	42.86% 3	7
The downtown district is a place where small businesses can thrive in Gardiner	0.00% 0	0.00% 0	28.57% 2	28.57% 2	42.86% 3	7
Entrepreneurs are supported in Downtown Gardiner	0.00% 0	0.00% 0	28.57% 2	42.86% 3	28.57% 2	7
Businesses must rely on outside resources to support themselves in Downtown Gardiner	0.00% 0	0.00% 0	28.57% 2	42.86% 3	28.57% 2	7

Q13 What are the three most important assets that support your business in Downtown Gardiner? Feel free to be broad in your answer (natural setting, proximity to other markets) or specific (a particular business or locale).

Answered: 7 Skipped: 233

ANSWER CHOICES	RESPONSES	
1	100.00%	7
2	100.00%	7
3	100.00%	7

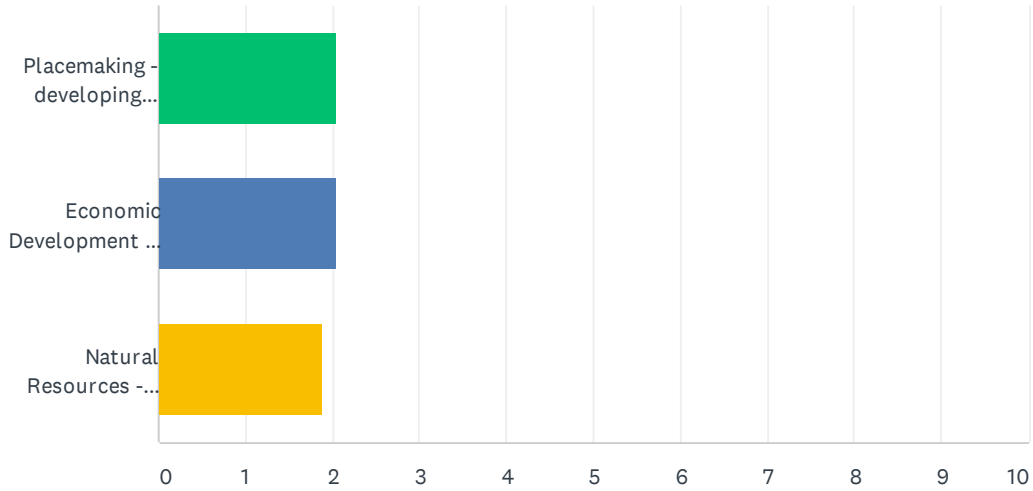
Q14 Name your top three business needs in Downtown Gardiner. Feel free to be broad in your answer (encourage more housing options) or specific (such as mentioning a particular store, restaurant, or service).

Answered: 7 Skipped: 233

ANSWER CHOICES	RESPONSES	
1	100.00%	7
2	85.71%	6
3	85.71%	6

Q15 The Downtown Master Plan Steering Committee has developed the following three goals to guide this master plan. Please rank them from 1 - least important to 3 - most important:

Answered: 207 Skipped: 33



	1	2	3	TOTAL	SCORE
Placemaking - developing spaces, streets, and a character that puts Gardiner's downtown in a class all its own.	36.82% 74	32.34% 65	30.85% 62	201	2.06
Economic Development - developing programs, projects and policies that will strengthen Downtown as a thriving hub of commerce.	35.96% 73	32.51% 66	31.53% 64	203	2.04
Natural Resources - developing a vision for the future of Downtown Gardiner that protects and enhances the natural assets of the Cobbossee corridor and Kennebec River while protecting the built environment.	26.34% 54	35.61% 73	38.05% 78	205	1.88

Q16 Are there other broad goals that you believe this downtown master plan should prioritize that might not be captured in these categories?

Answered: 103 Skipped: 137

Q17 What three words or phrases do you feel best describe the desirable characteristics and personality of Downtown Gardiner?

Answered: 181 Skipped: 59

ANSWER CHOICES	RESPONSES	
Word 1	100.00%	181
Word 2	100.00%	181
Word 3	96.13%	174

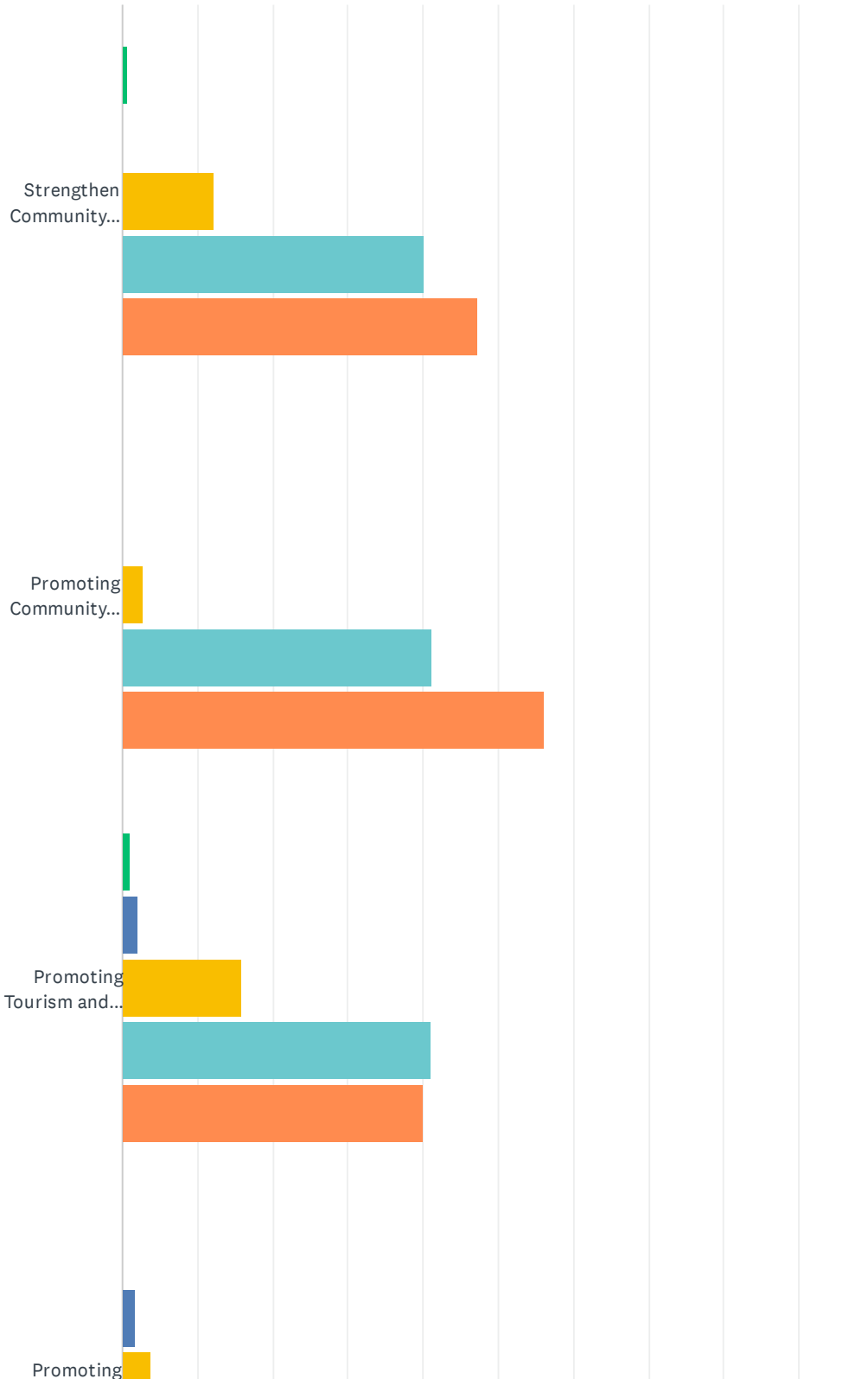
Q18 What three words or phrases do you feel best describe the major issues and problems facing Downtown Gardiner?

Answered: 178 Skipped: 62

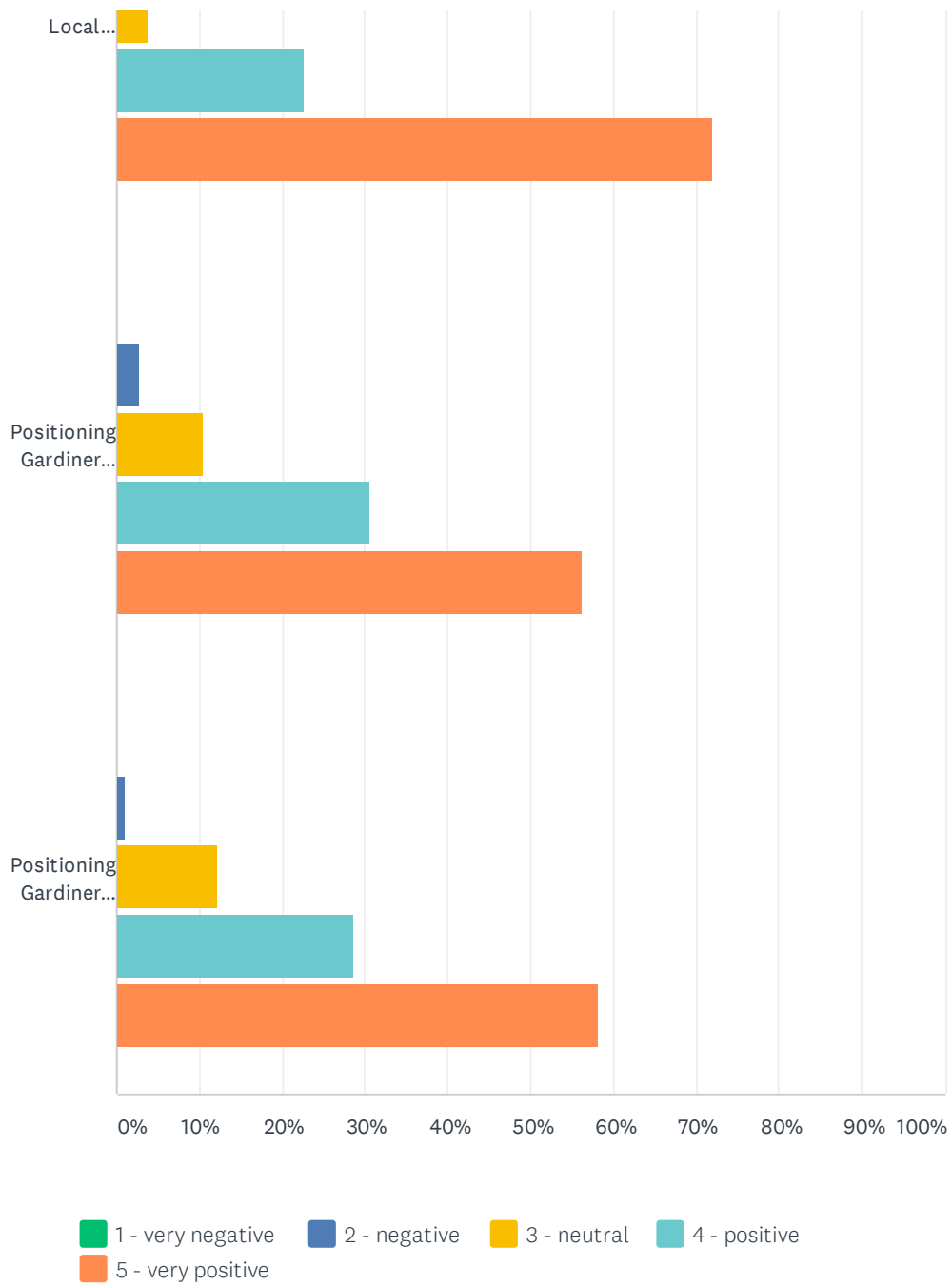
ANSWER CHOICES	RESPONSES	
Word 1	100.00%	178
Word 2	90.45%	161
Word 3	73.60%	131

Q19 What should be the focus of a strong IDENTITY for Downtown Gardiner? Please rank the following from 1 - very negative to 5 - very positive

Answered: 183 Skipped: 57



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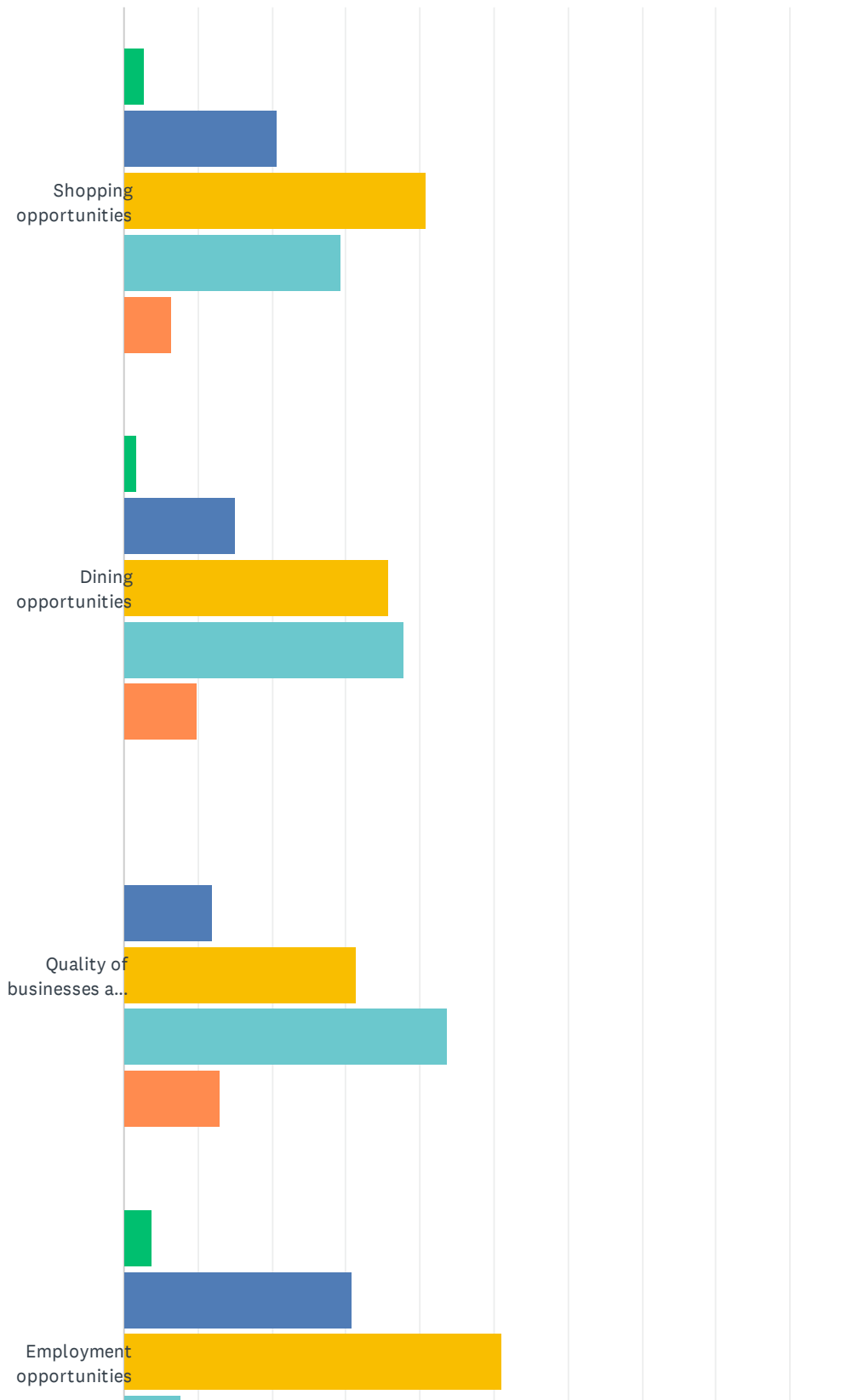


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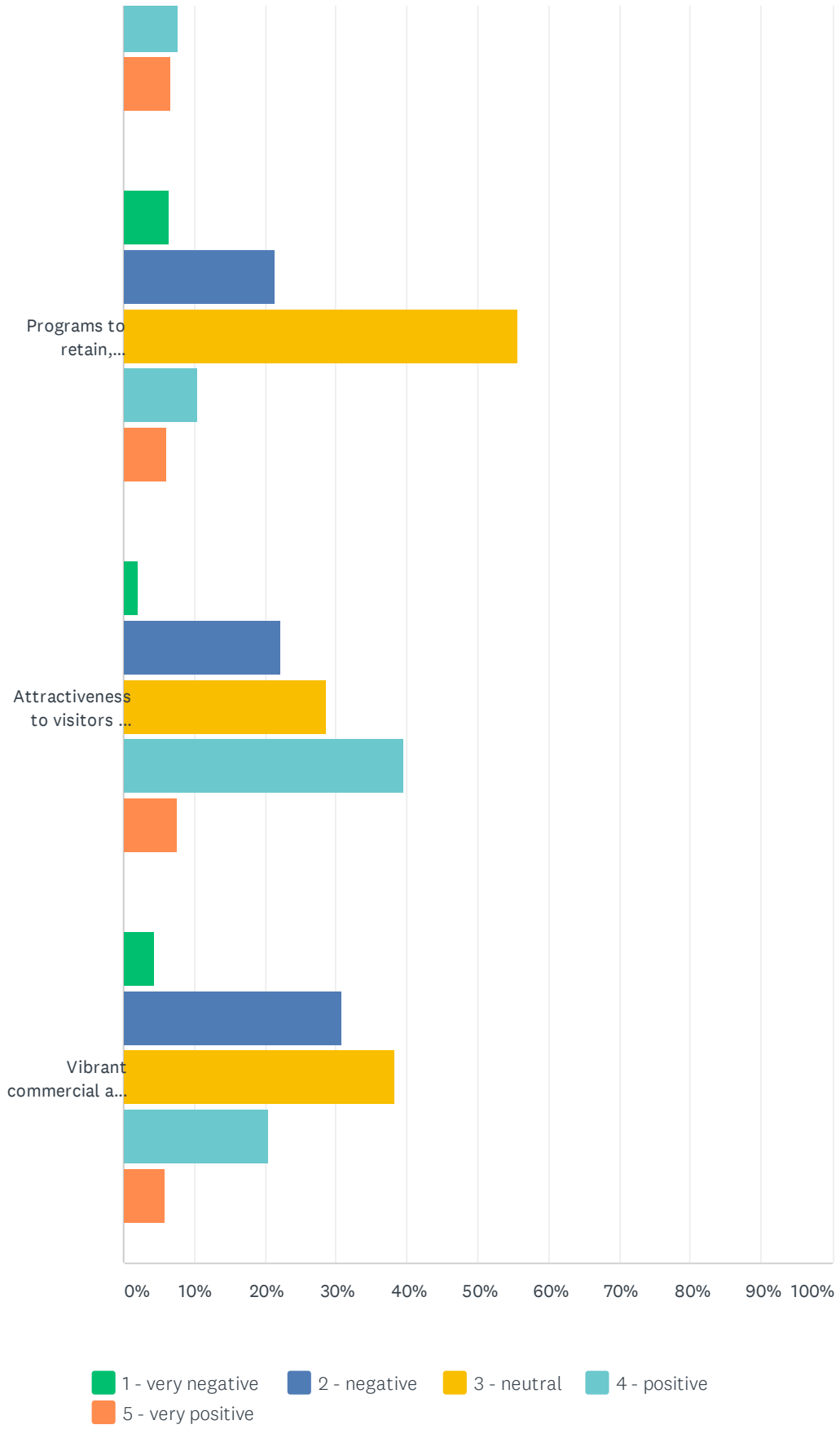
	1 - VERY NEGATIVE	2 - NEGATIVE	3 - NEUTRAL	4 - POSITIVE	5 - VERY POSITIVE	TOTAL	WEIGHTED AVERAGE
Strengthen Community Connections to Downtown	0.55% 1	0.00% 0	12.09% 22	40.11% 73	47.25% 86	182	4.34
Promoting Community Events and Activities	0.00% 0	0.00% 0	2.75% 5	41.21% 75	56.04% 102	182	4.53
Promoting Tourism and Recreation	1.09% 2	2.19% 4	15.85% 29	40.98% 75	39.89% 73	183	4.16
Promoting Local Businesses	0.00% 0	1.65% 3	3.85% 7	22.53% 41	71.98% 131	182	4.65
Positioning Gardiner Downtown as a place to open and operate businesses?	0.00% 0	2.73% 5	10.38% 19	30.60% 56	56.28% 103	183	4.40
Positioning Gardiner Downtown as a great place to visit and live?	0.00% 0	1.10% 2	12.09% 22	28.57% 52	58.24% 106	182	4.44

Q20 Rank the following downtown characteristics as they exist today from 1 - very negative to 5 - very positive.

Answered: 185 Skipped: 55



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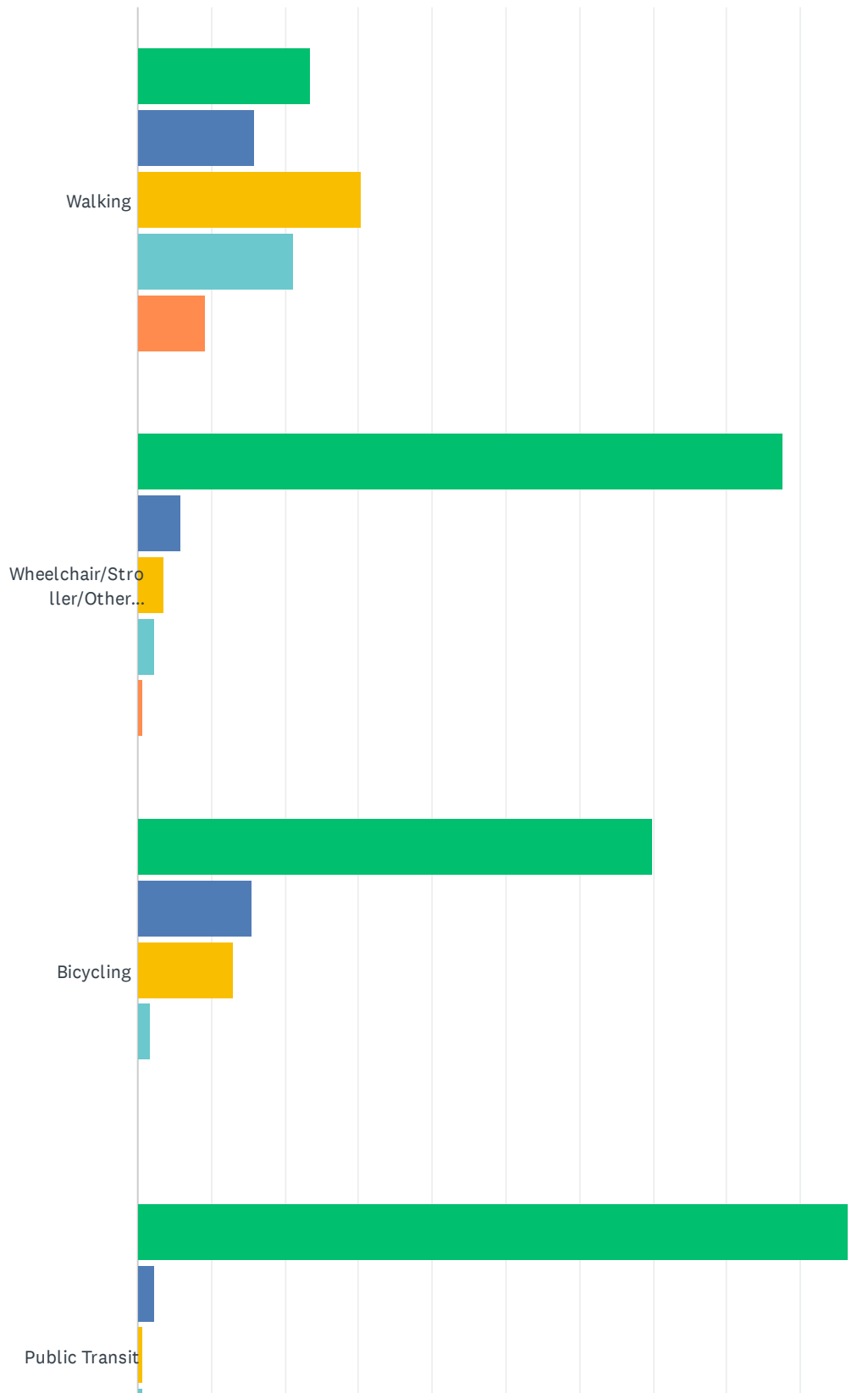
	1 - VERY NEGATIVE	2 - NEGATIVE	3 - NEUTRAL	4 - POSITIVE	5 - VERY POSITIVE	TOTAL	WEIGHTED AVERAGE
Shopping opportunities	2.72% 5	20.65% 38	40.76% 75	29.35% 54	6.52% 12	184	3.16
Dining opportunities	1.62% 3	15.14% 28	35.68% 66	37.84% 70	9.73% 18	185	3.39
Quality of businesses and service establishments	0.00% 0	11.89% 22	31.35% 58	43.78% 81	12.97% 24	185	3.58
Employment opportunities	3.85% 7	30.77% 56	51.10% 93	7.69% 14	6.59% 12	182	2.82
Programs to retain, attract, and expand businesses	6.56% 12	21.31% 39	55.74% 102	10.38% 19	6.01% 11	183	2.88
Attractiveness to visitors and tourists	2.16% 4	22.16% 41	28.65% 53	39.46% 73	7.57% 14	185	3.28
Vibrant commercial and retail activity (strong economy downtown)	4.32% 8	30.81% 57	38.38% 71	20.54% 38	5.95% 11	185	2.93

Q21 Could you tell us a bit more about why you ranked these this way
(optional)?

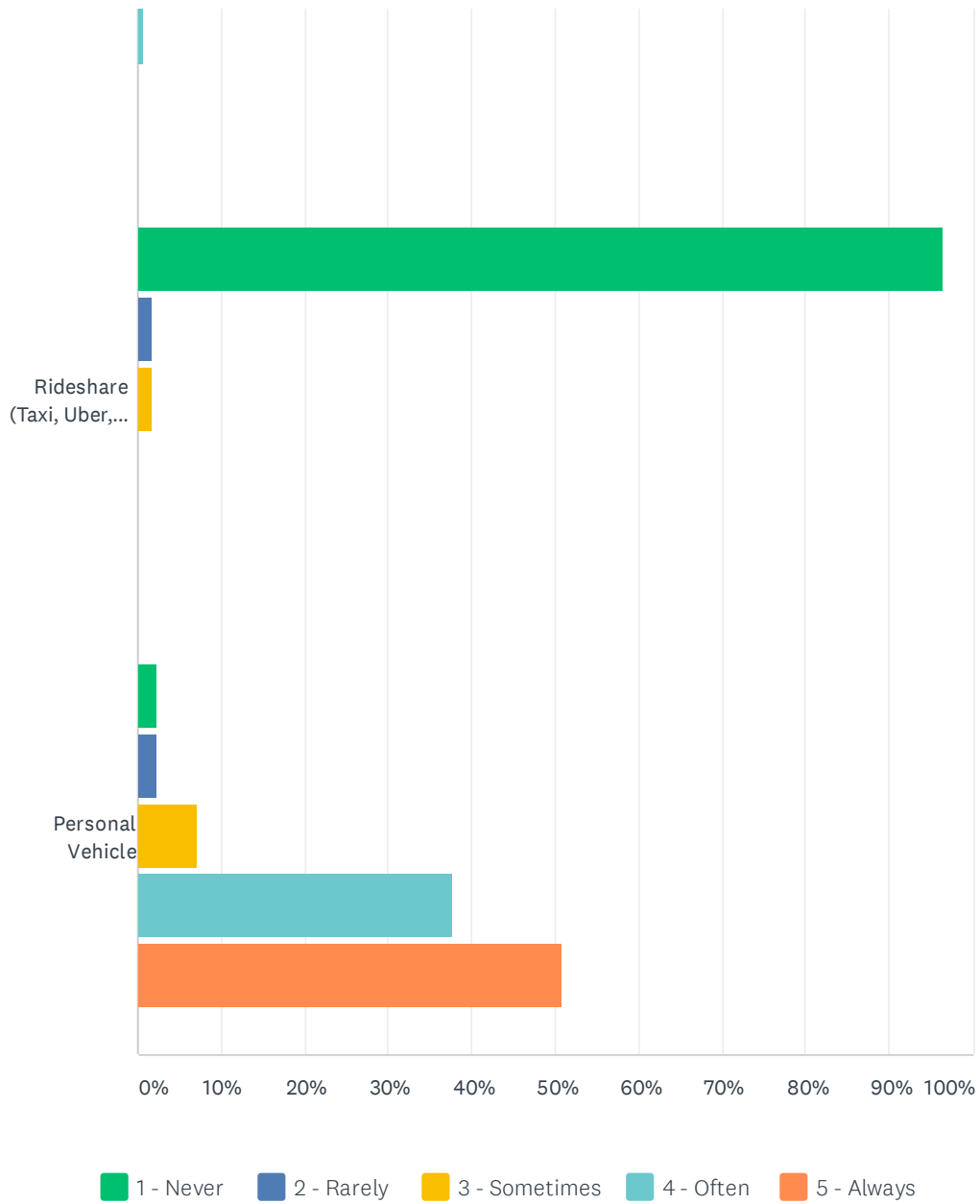
Answered: 97 Skipped: 143

Q22 How do you get Downtown? Rank the following transportation options as you use them from 1 - Never to 5 - Always

Answered: 181 Skipped: 59



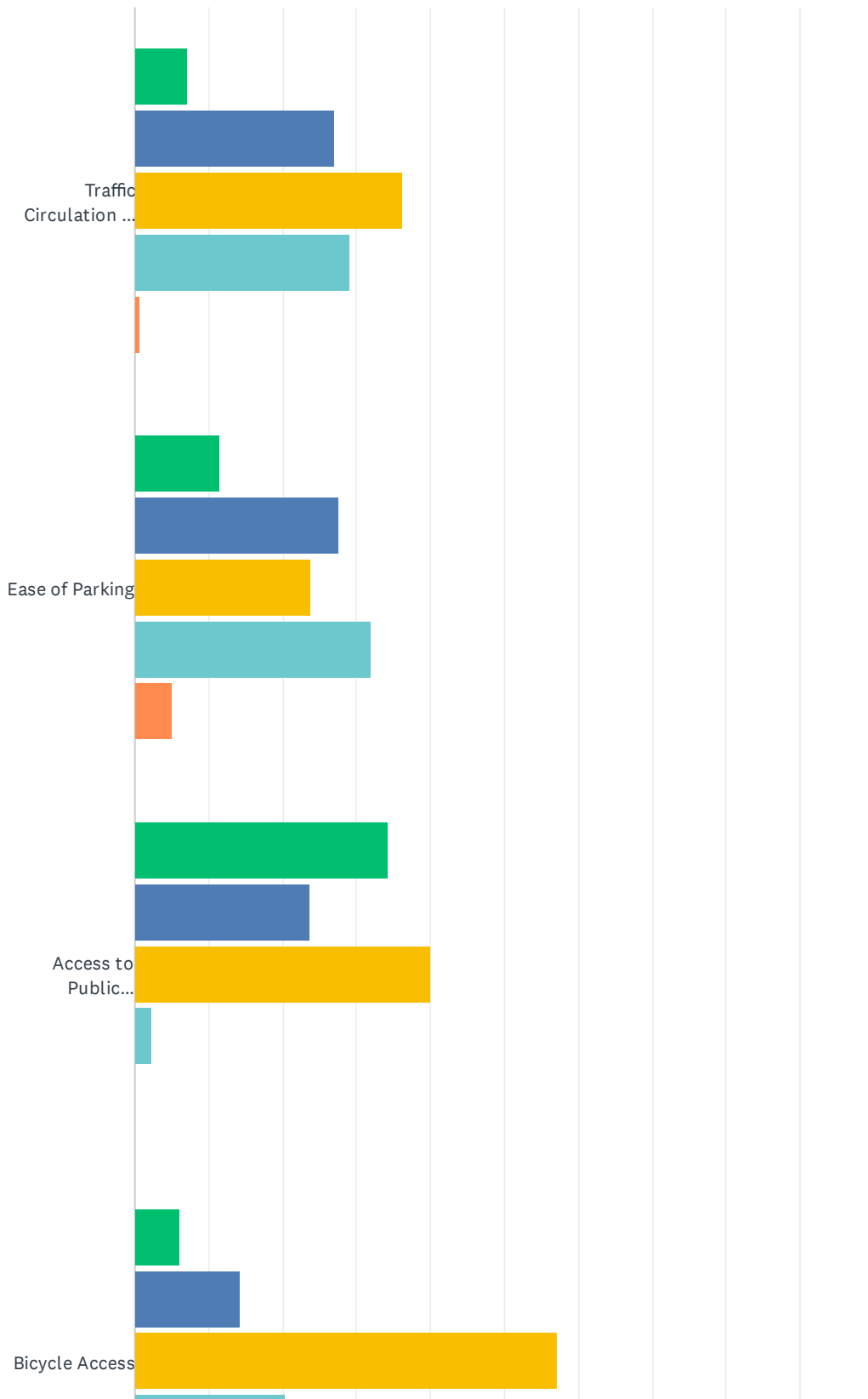
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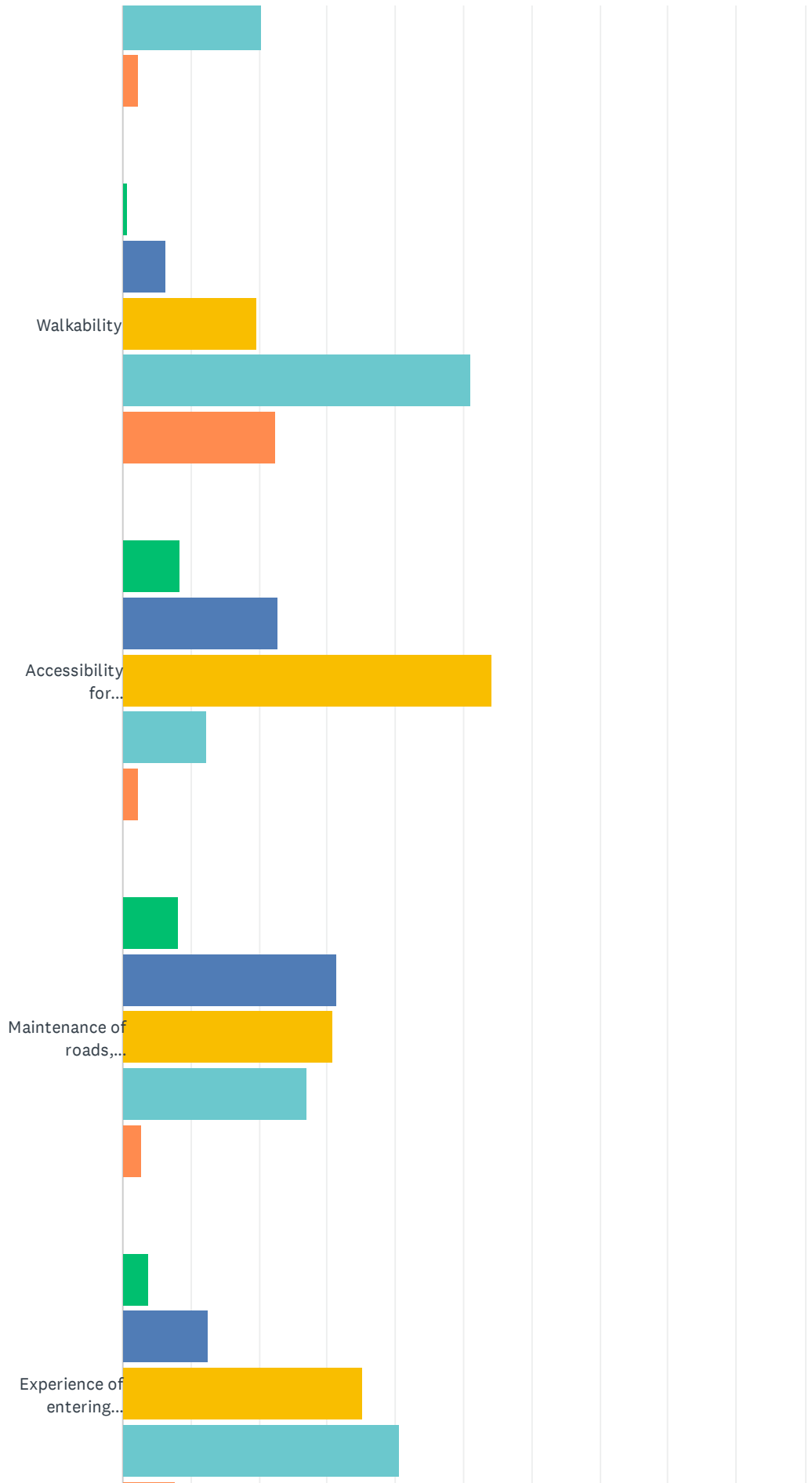
	1 - NEVER	2 - RARELY	3 - SOMETIMES	4 - OFTEN	5 - ALWAYS	TOTAL	WEIGHTED AVERAGE
Walking	23.43% 41	16.00% 28	30.29% 53	21.14% 37	9.14% 16	175	2.77
Wheelchair/Stroller/Other wheeled conveyance	87.57% 148	5.92% 10	3.55% 6	2.37% 4	0.59% 1	169	1.22
Bicycling	69.82% 118	15.38% 26	13.02% 22	1.78% 3	0.00% 0	169	1.47
Public Transit	96.45% 163	2.37% 4	0.59% 1	0.59% 1	0.00% 0	169	1.05
Rideshare (Taxi, Uber, Lyft, etc)	96.47% 164	1.76% 3	1.76% 3	0.00% 0	0.00% 0	170	1.05
Personal Vehicle	2.21% 4	2.21% 4	7.18% 13	37.57% 68	50.83% 92	181	4.33

Q23 Rank the following downtown transportation issues from 1 - very negative to 5 - very positive.

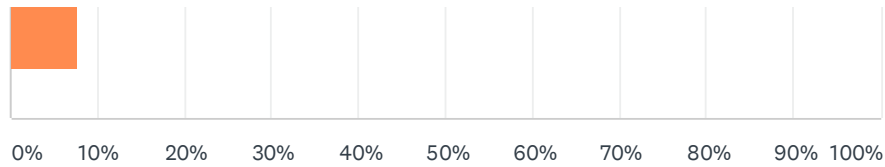
Answered: 182 Skipped: 58



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■ 1 - very negative
 ■ 2 - negative
 ■ 3 - neutral
 ■ 4 - positive
■ 5 - very positive

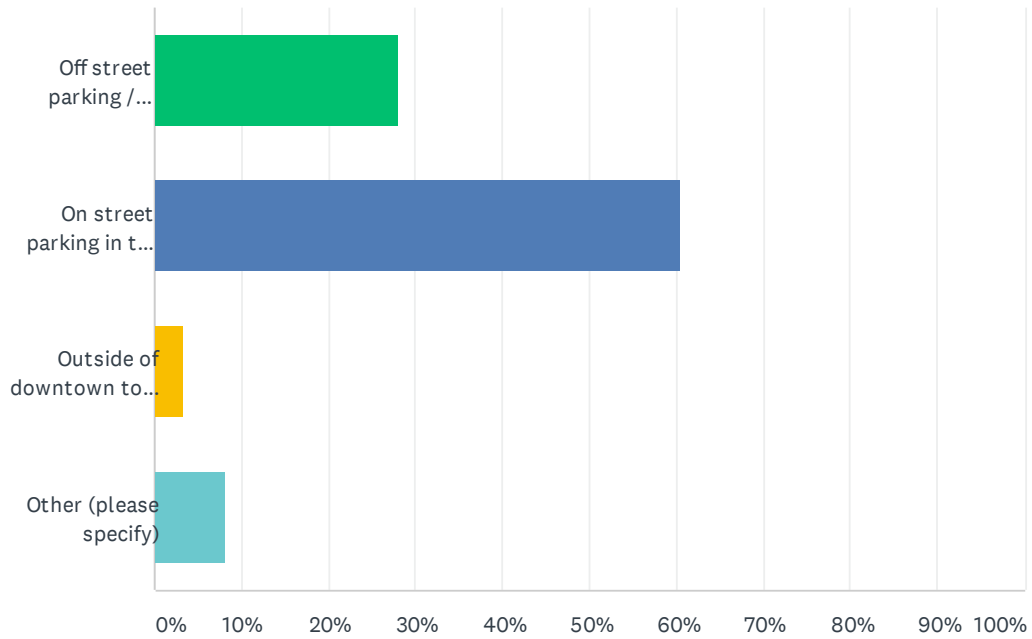
	1 - VERY NEGATIVE	2 - NEGATIVE	3 - NEUTRAL	4 - POSITIVE	5 - VERY POSITIVE	TOTAL	WEIGHTED AVERAGE
Traffic Circulation and Access	7.14% 13	26.92% 49	36.26% 66	29.12% 53	0.55% 1	182	2.89
Ease of Parking	11.60% 21	27.62% 50	23.76% 43	32.04% 58	4.97% 9	181	2.91
Access to Public Transportation	34.27% 61	23.60% 42	39.89% 71	2.25% 4	0.00% 0	178	2.10
Bicycle Access	6.04% 11	14.29% 26	57.14% 104	20.33% 37	2.20% 4	182	2.98
Walkability	0.56% 1	6.18% 11	19.66% 35	51.12% 91	22.47% 40	178	3.89
Accessibility for wheelchairs, strollers, and similar.	8.38% 15	22.91% 41	54.19% 97	12.29% 22	2.23% 4	179	2.77
Maintenance of roads, sidewalks, and other public infrastructure	8.24% 15	31.32% 57	30.77% 56	26.92% 49	2.75% 5	182	2.85
Experience of entering downtown Gardiner	3.85% 7	12.64% 23	35.16% 64	40.66% 74	7.69% 14	182	3.36

Q24 Could you tell us a bit more about why you ranked these this way
(optional)?

Answered: 93 Skipped: 147

Q25 When you do drive and park downtown, where do you typically park?

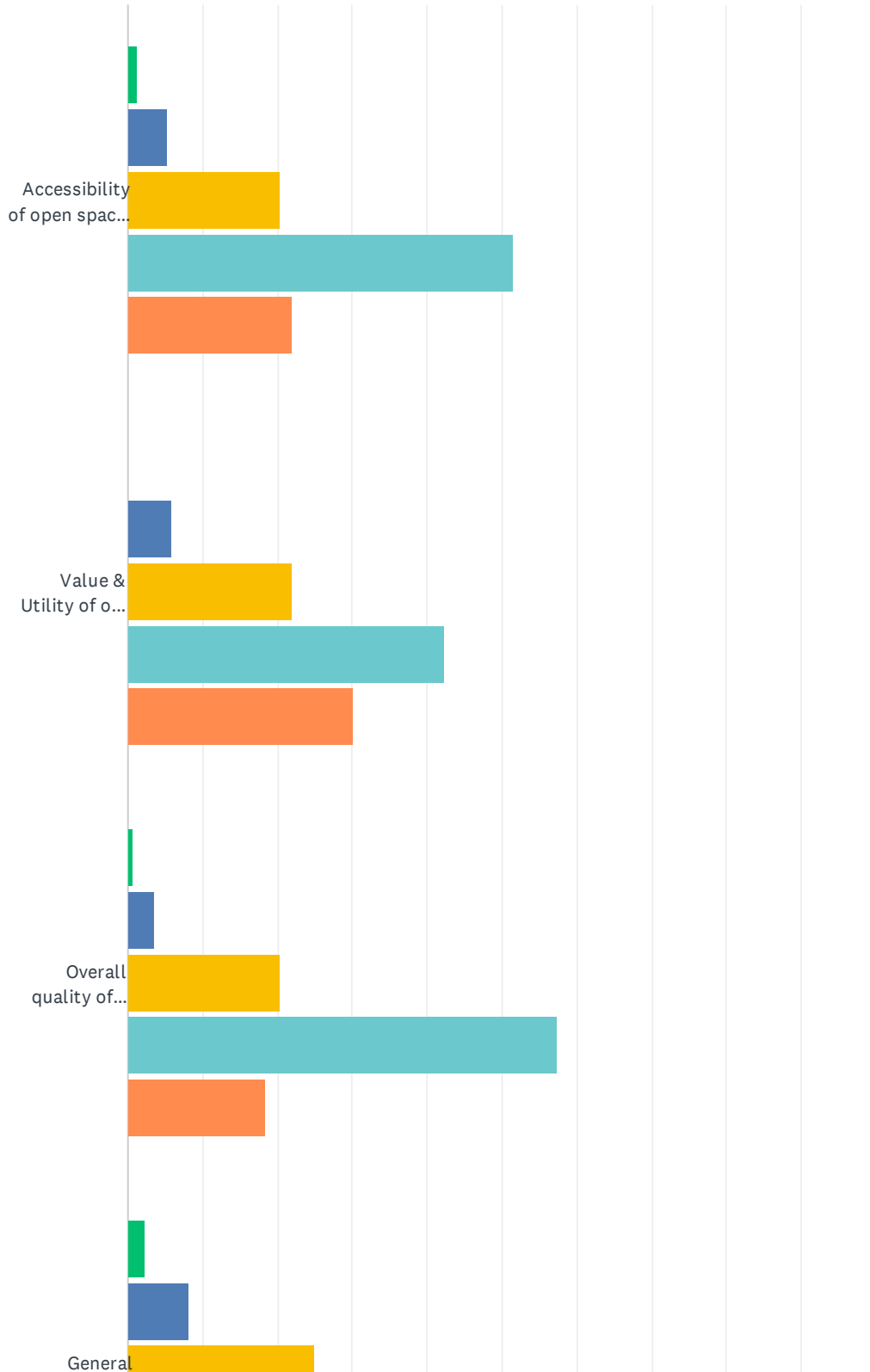
Answered: 182 Skipped: 58



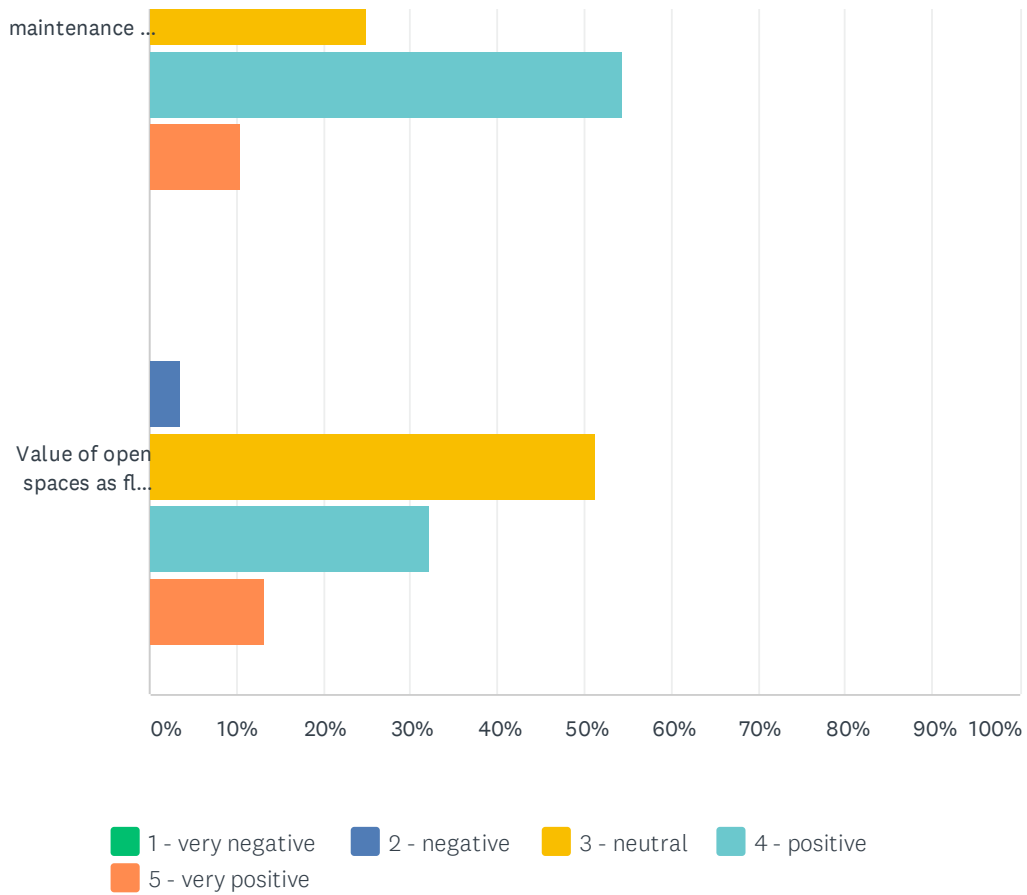
ANSWER CHOICES	RESPONSES	
Off street parking / public lots	28.02%	51
On street parking in the middle of downtown	60.44%	110
Outside of downtown to avoid the parking	3.30%	6
Other (please specify)	8.24%	15
TOTAL		182

Q26 Rank the following downtown characteristics of natural open spaces (Cobbossee corridor, Kennebec Riverfront) as they exist today from 1 - very negative to 5 - very positive.

Answered: 173 Skipped: 67



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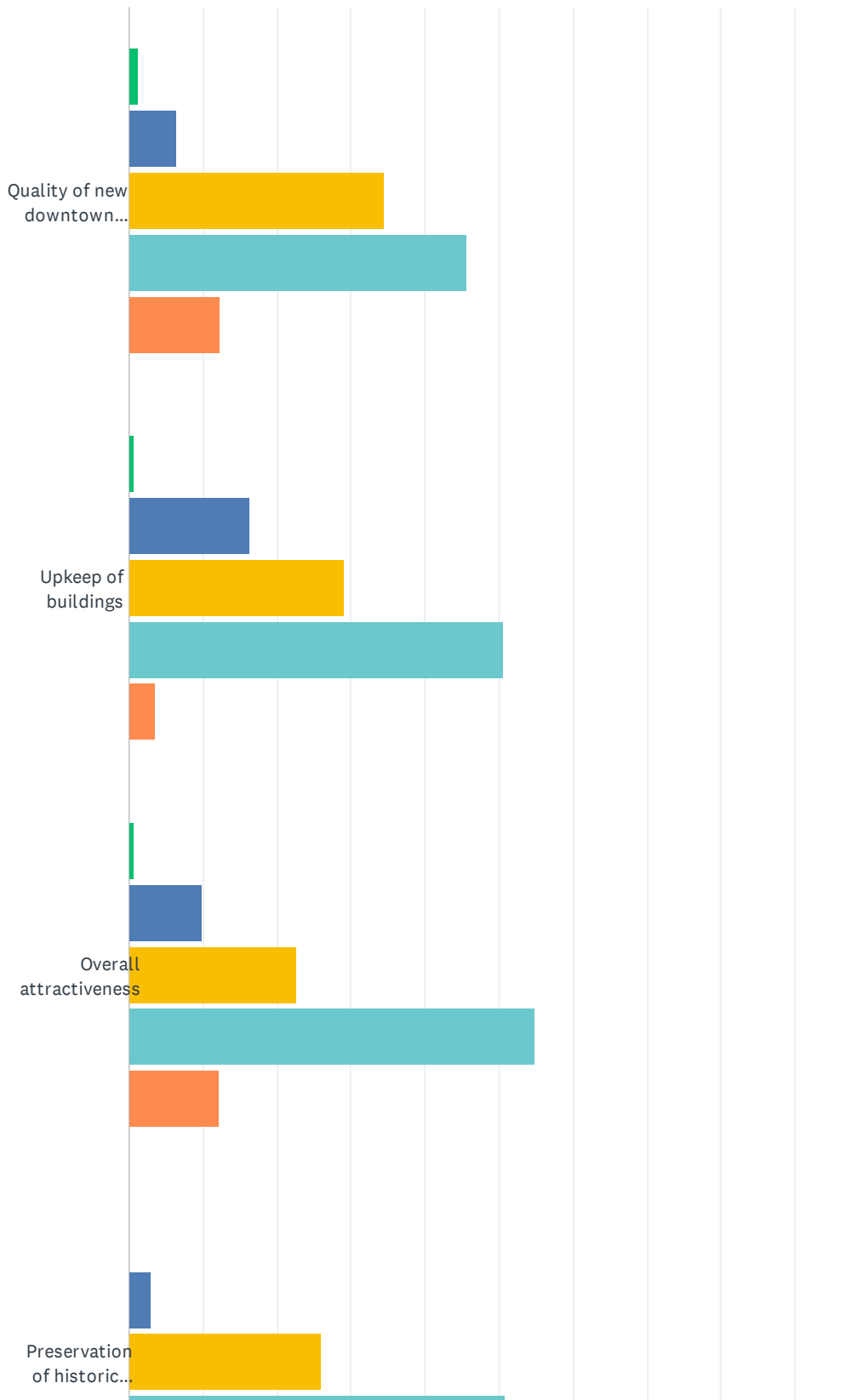
	1 - VERY NEGATIVE	2 - NEGATIVE	3 - NEUTRAL	4 - POSITIVE	5 - VERY POSITIVE	TOTAL	WEIGHTED AVERAGE
Accessibility of open spaces near downtown	1.16% 2	5.20% 9	20.23% 35	51.45% 89	21.97% 38	173	3.88
Value & Utility of open spaces near Downtown	0.00% 0	5.78% 10	21.97% 38	42.20% 73	30.06% 52	173	3.97
Overall quality of natural environment near Downtown	0.58% 1	3.47% 6	20.23% 35	57.23% 99	18.50% 32	173	3.90
General maintenance and upkeep of public spaces (plazas, parks, trails & sidewalks)	2.31% 4	8.09% 14	24.86% 43	54.34% 94	10.40% 18	173	3.62
Value of open spaces as flood control	0.00% 0	3.57% 6	51.19% 86	32.14% 54	13.10% 22	168	3.55

Q27 Could you tell us a bit more about why you ranked these this way
(optional)?

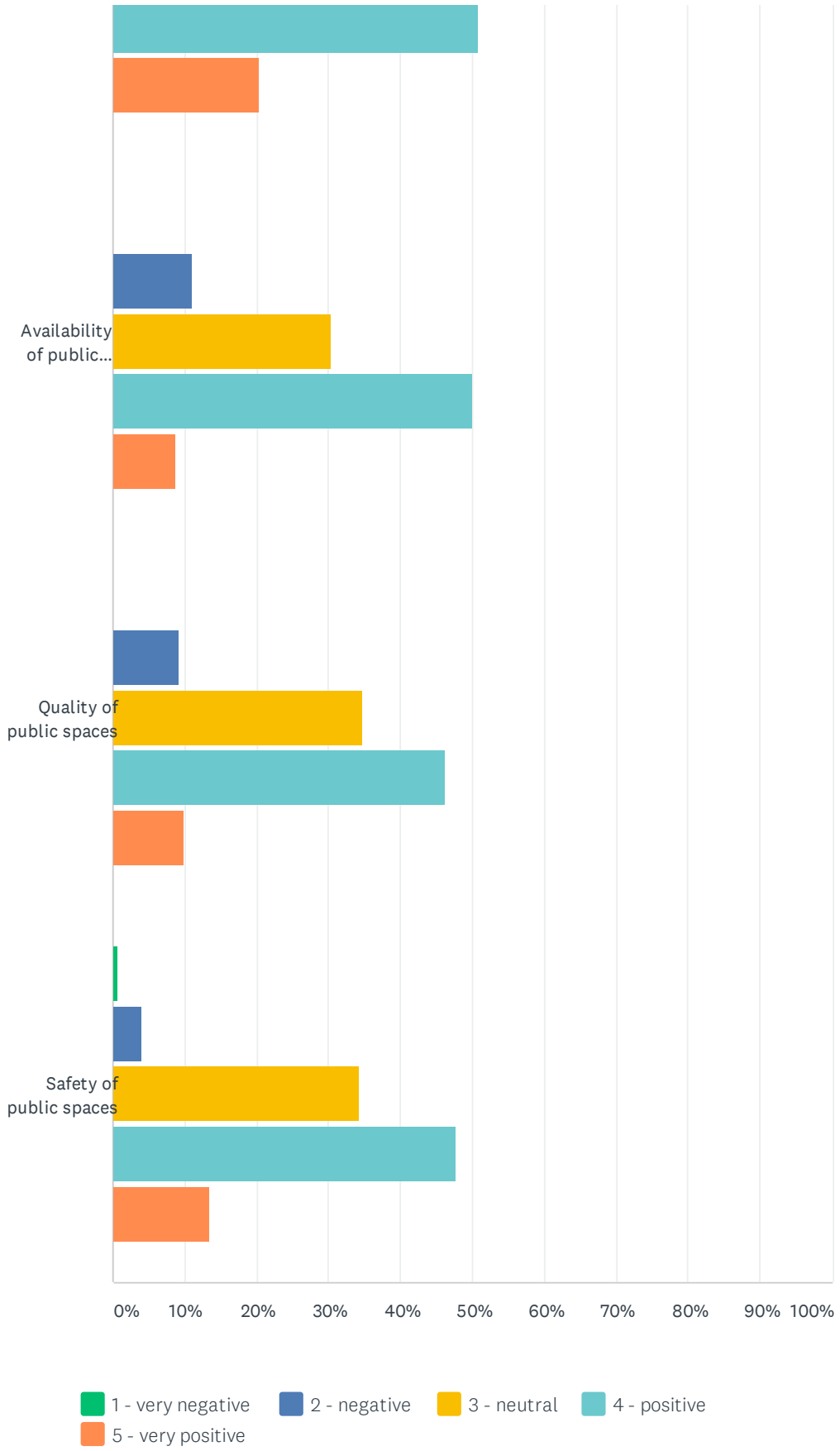
Answered: 60 Skipped: 180

Q28 Rank the following downtown characteristics of the built environment as they exist today from 1 - very negative to 5 - very positive.

Answered: 173 Skipped: 67



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	1 - VERY NEGATIVE	2 - NEGATIVE	3 - NEUTRAL	4 - POSITIVE	5 - VERY POSITIVE	TOTAL	WEIGHTED AVERAGE
Quality of new downtown developments in past 15 years	1.17% 2	6.43% 11	34.50% 59	45.61% 78	12.28% 21	171	3.61
Upkeep of buildings	0.58% 1	16.28% 28	29.07% 50	50.58% 87	3.49% 6	172	3.40
Overall attractiveness	0.58% 1	9.83% 17	22.54% 39	54.91% 95	12.14% 21	173	3.68
Preservation of historic buildings	0.00% 0	2.89% 5	26.01% 45	50.87% 88	20.23% 35	173	3.88
Availability of public spaces	0.00% 0	11.05% 19	30.23% 52	50.00% 86	8.72% 15	172	3.56
Quality of public spaces	0.00% 0	9.25% 16	34.68% 60	46.24% 80	9.83% 17	173	3.57
Safety of public spaces	0.58% 1	4.07% 7	34.30% 59	47.67% 82	13.37% 23	172	3.69

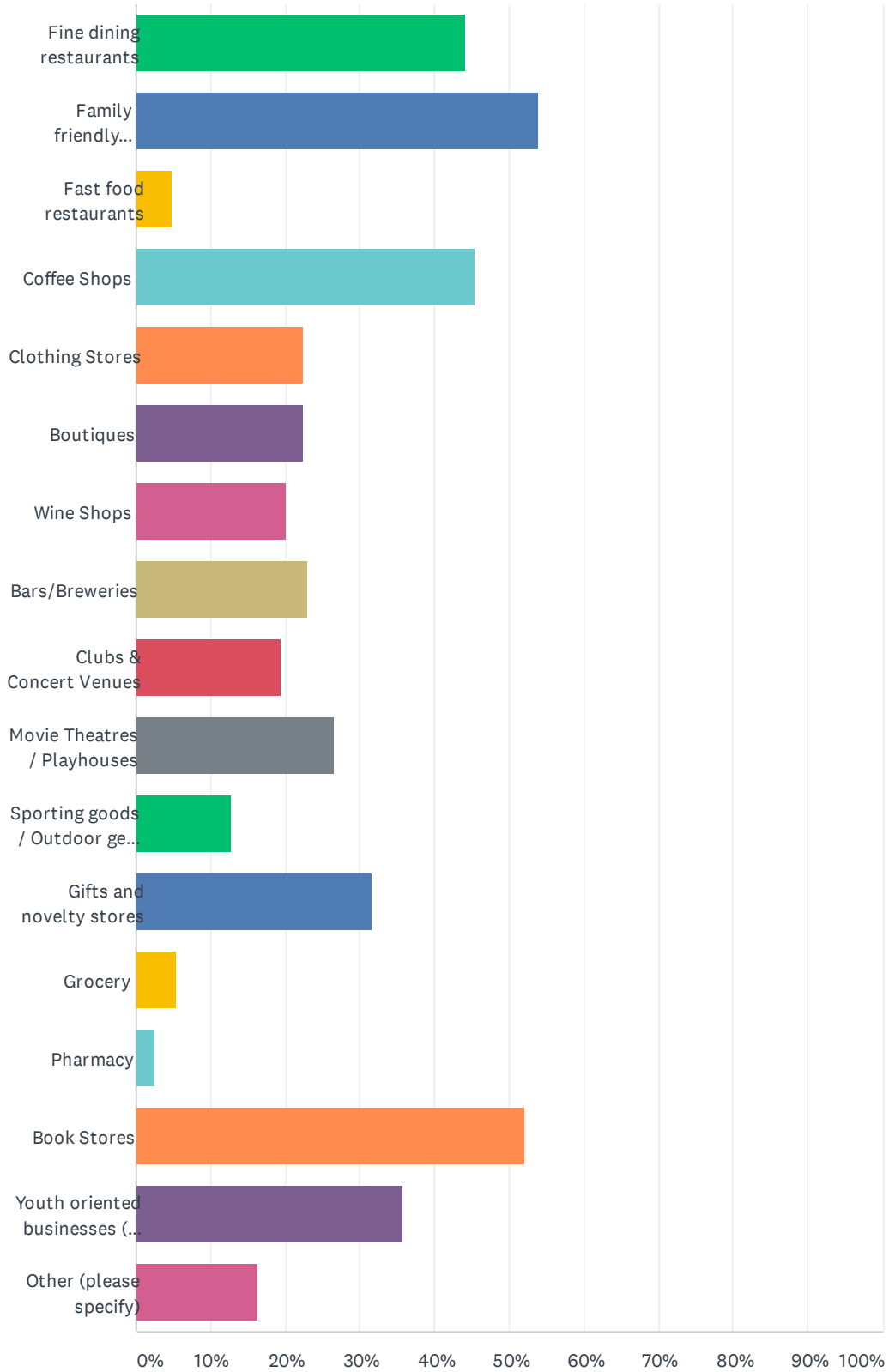
Q29 Could you tell us a bit more about why you ranked these this way
(optional)?

Answered: 53 Skipped: 187

Q30 What types of businesses are needed in Downtown Gardiner? (Select up to 5)

Answered: 165 Skipped: 75

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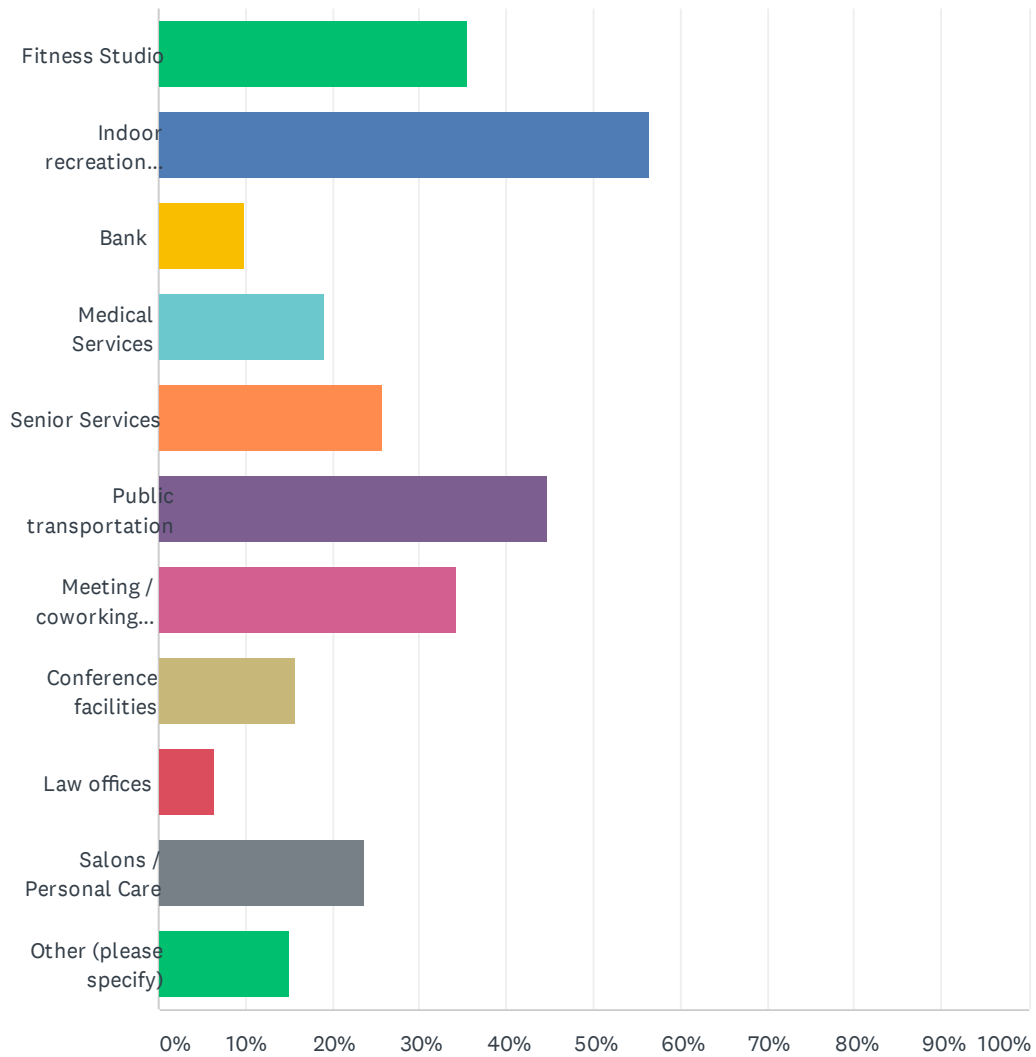


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ANSWER CHOICES	RESPONSES	
Fine dining restaurants	44.24%	73
Family friendly restaurants	53.94%	89
Fast food restaurants	4.85%	8
Coffee Shops	45.45%	75
Clothing Stores	22.42%	37
Boutiques	22.42%	37
Wine Shops	20.00%	33
Bars/Breweries	23.03%	38
Clubs & Concert Venues	19.39%	32
Movie Theatres / Playhouses	26.67%	44
Sporting goods / Outdoor gear stores	12.73%	21
Gifts and novelty stores	31.52%	52
Grocery	5.45%	9
Pharmacy	2.42%	4
Book Stores	52.12%	86
Youth oriented businesses (toy stores / comic book stores)	35.76%	59
Other (please specify)	16.36%	27
Total Respondents: 165		

Q31 What types of services are needed in Downtown Gardiner? (check all that apply)

Answered: 152 Skipped: 88

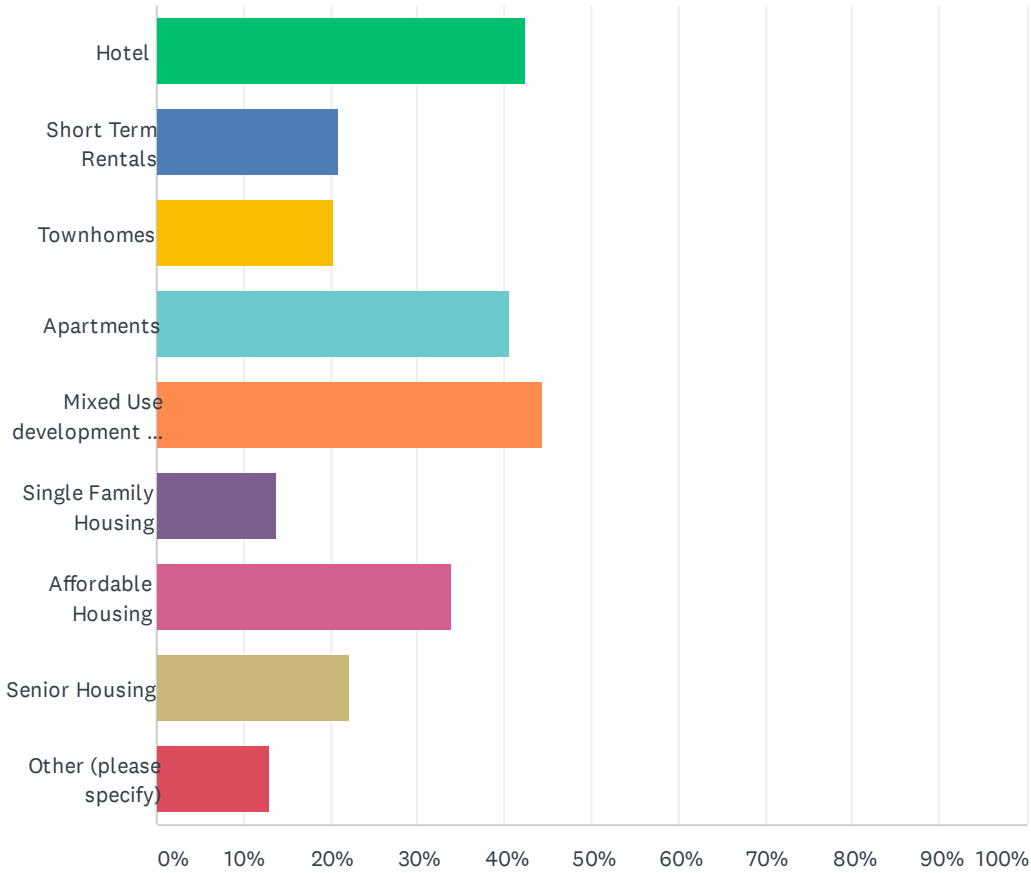


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ANSWER CHOICES	RESPONSES	
Fitness Studio	35.53%	54
Indoor recreation opportunities (climbing wall, bounce house, etc)	56.58%	86
Bank	9.87%	15
Medical Services	19.08%	29
Senior Services	25.66%	39
Public transportation	44.74%	68
Meeting / coworking spaces	34.21%	52
Conference facilities	15.79%	24
Law offices	6.58%	10
Salons / Personal Care	23.68%	36
Other (please specify)	15.13%	23
Total Respondents: 152		

Q32 What type of residential development or lodging is needed in Downtown Gardiner?

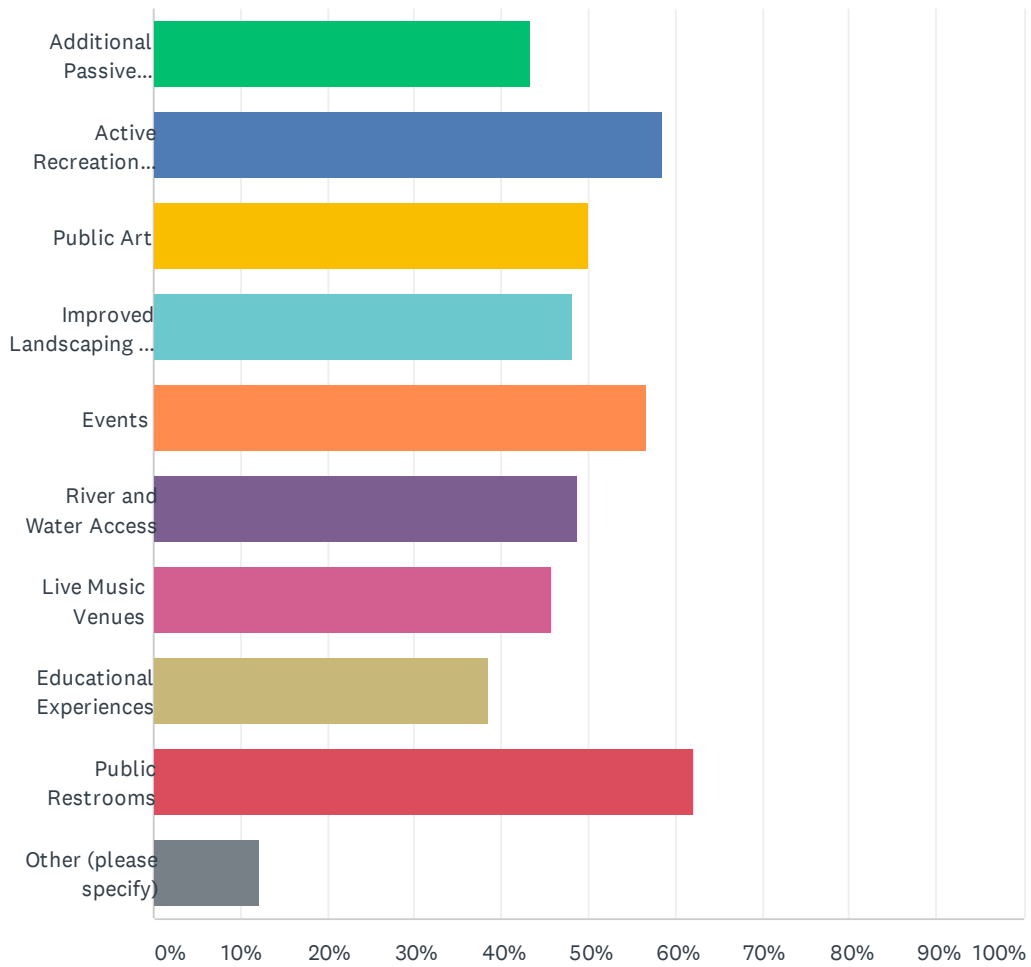
Answered: 153 Skipped: 87



ANSWER CHOICES	RESPONSES	
Hotel	42.48%	65
Short Term Rentals	20.92%	32
Townhomes	20.26%	31
Apartments	40.52%	62
Mixed Use development w/ residential & office uses	44.44%	68
Single Family Housing	13.73%	21
Affordable Housing	33.99%	52
Senior Housing	22.22%	34
Other (please specify)	13.07%	20
Total Respondents: 153		

Q33 What type of public spaces, activities, and cultural components are needed in Downtown Gardiner?

Answered: 164 Skipped: 76

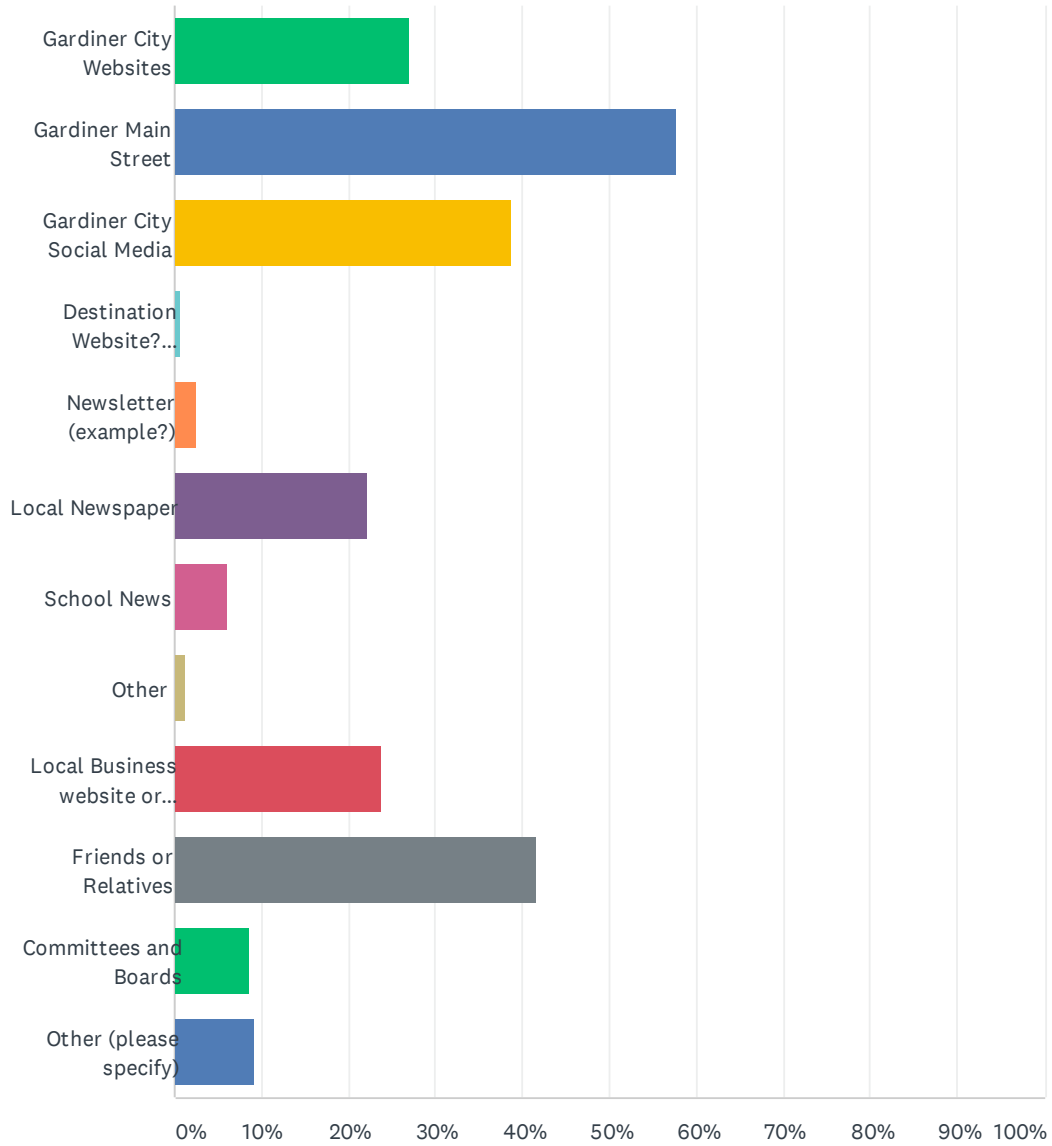


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ANSWER CHOICES	RESPONSES	
Additional Passive Recreation Parks and Gathering Spaces (plazas and grassy parks/courtyards)	43.29%	71
Active Recreation Areas (trails, parks w/ playgrounds)	58.54%	96
Public Art	50.00%	82
Improved Landscaping and Plantings	48.17%	79
Events	56.71%	93
River and Water Access	48.78%	80
Live Music Venues	45.73%	75
Educational Experiences	38.41%	63
Public Restrooms	62.20%	102
Other (please specify)	12.20%	20
Total Respondents: 164		

Q34 How do you hear about events and activities in Downtown Gardiner?

Answered: 163 Skipped: 77



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ANSWER CHOICES	RESPONSES	
Gardiner City Websites	26.99%	44
Gardiner Main Street	57.67%	94
Gardiner City Social Media	38.65%	63
Destination Website? (Examples needed)	0.61%	1
Newsletter (example?)	2.45%	4
Local Newspaper	22.09%	36
School News	6.13%	10
Other	1.23%	2
Local Business website or social media	23.93%	39
Friends or Relatives	41.72%	68
Committees and Boards	8.59%	14
Other (please specify)	9.20%	15
Total Respondents: 163		

Q35 If you'd like to stay updated on the downtown master plan progress please leave your email here. (We will not share it for any other purpose.)

Answered: 81 Skipped: 159