

Harpswell Heritage Land Trust 2023 Community Questionnaire Analysis

Thank you to everyone who took the time to fill out our Community Questionnaire earlier this year! We had a total of 304 responses and we are so grateful for all the feedback we received.

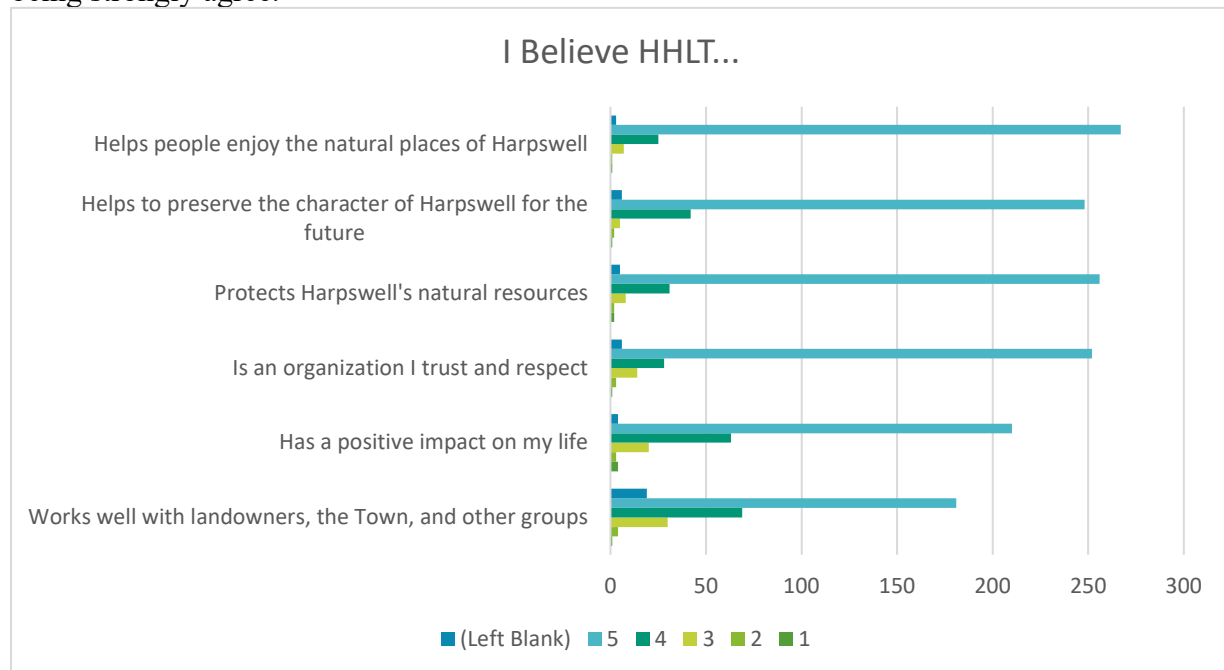
The majority of responses to questions about HHLT in the community were positive, and conservation of undeveloped shoreline, wildlife habitat, and wetlands were the largest priorities in our work. Guided nature walks and lectures led as the most popular program formats, and hiking, walking, and enjoying scenery were the most popular trail uses. We also repeated some questions from our 2012 survey to observe how answers may have changed in the last decade. Conservation work remained the highest priority, even increasing to over 90% of responses in 2023. Education of both children and adults grew as a priority over the last decade, from 36% and 35% to 72% and 70%, respectively.

Questions about the survey? Please reach out to Amelia Graham at development@hhlmaine.org.

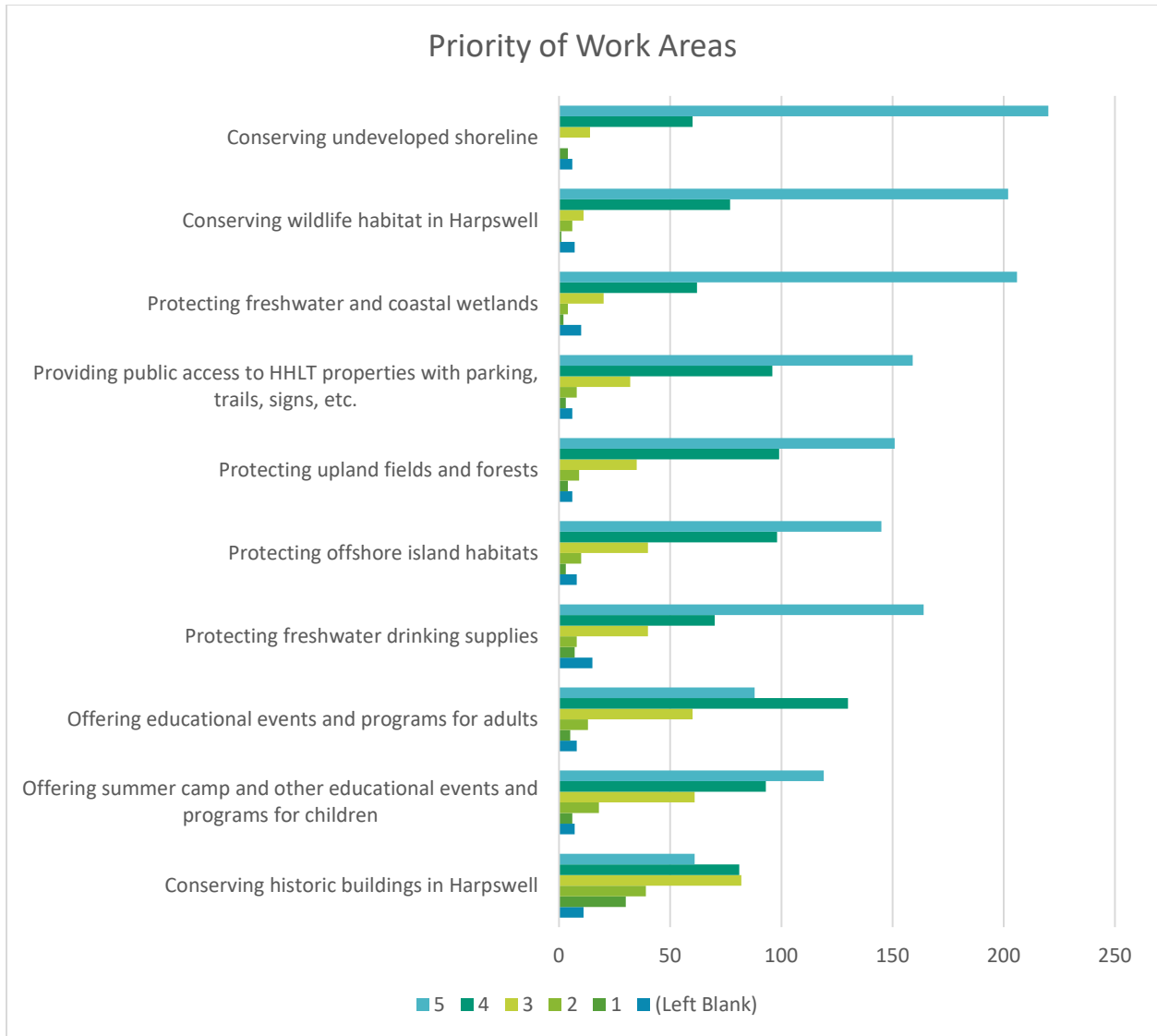
Total Survey responses: 304

Note: Questions 1 and 2 asked for an email address and if people would like to be contacted about their answers. They are not included here. Questions 3-6 are demographic questions and are included at the end of this report.

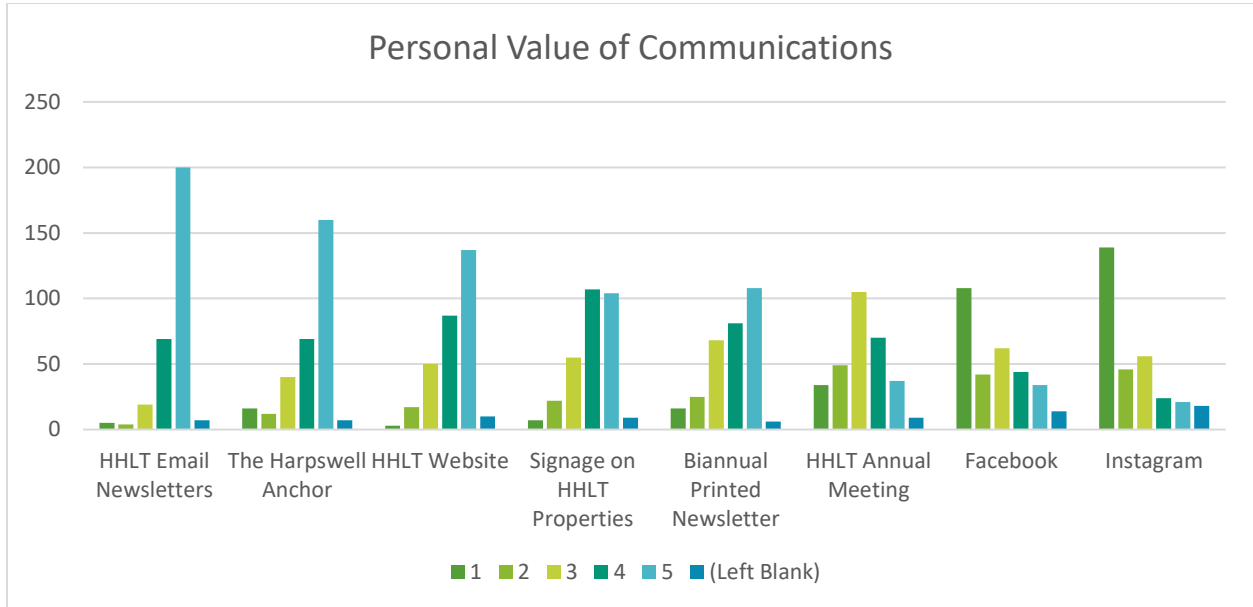
Question 7: We want to hear your opinions on our work in Harpswell. How do you feel about the following statements? Please answer on a scale of 1 to 5, 1 being strongly disagree and 5 being strongly agree.



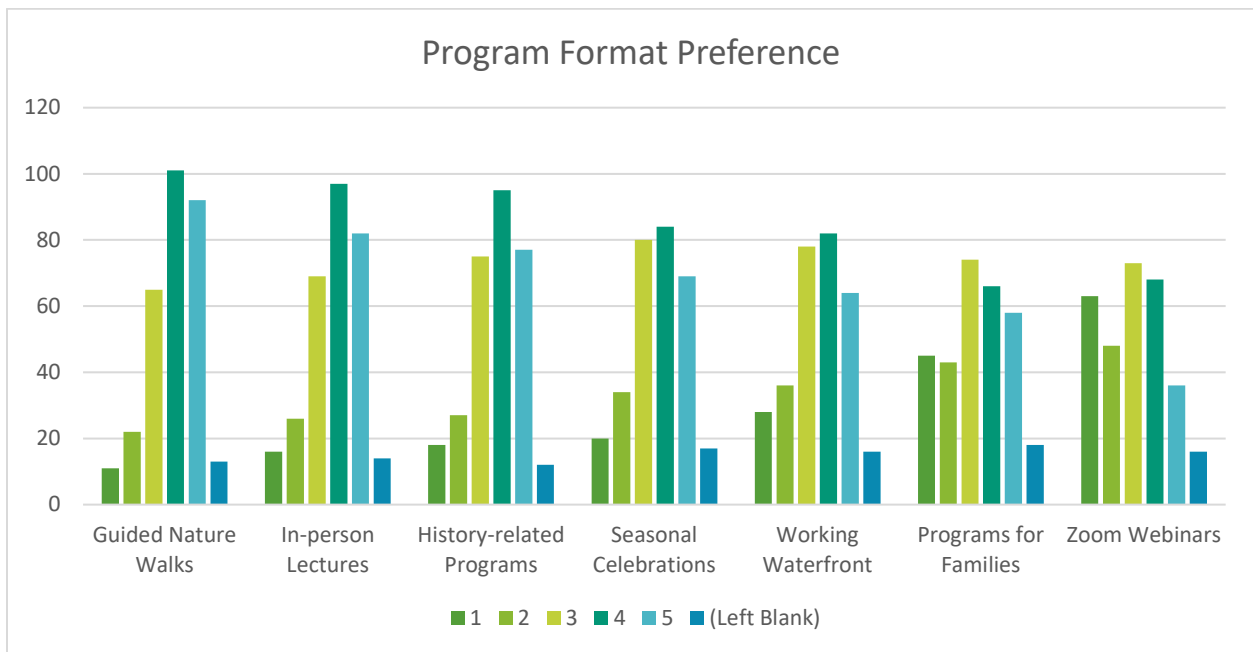
Question 8: As a nonprofit with finite resources, HHLT works to prioritize its goals to make the largest impact possible in Harpswell. How would you prioritize these work areas? Please answer on a scale of 1 to 5, 1 being lowest priority and 5 being highest.



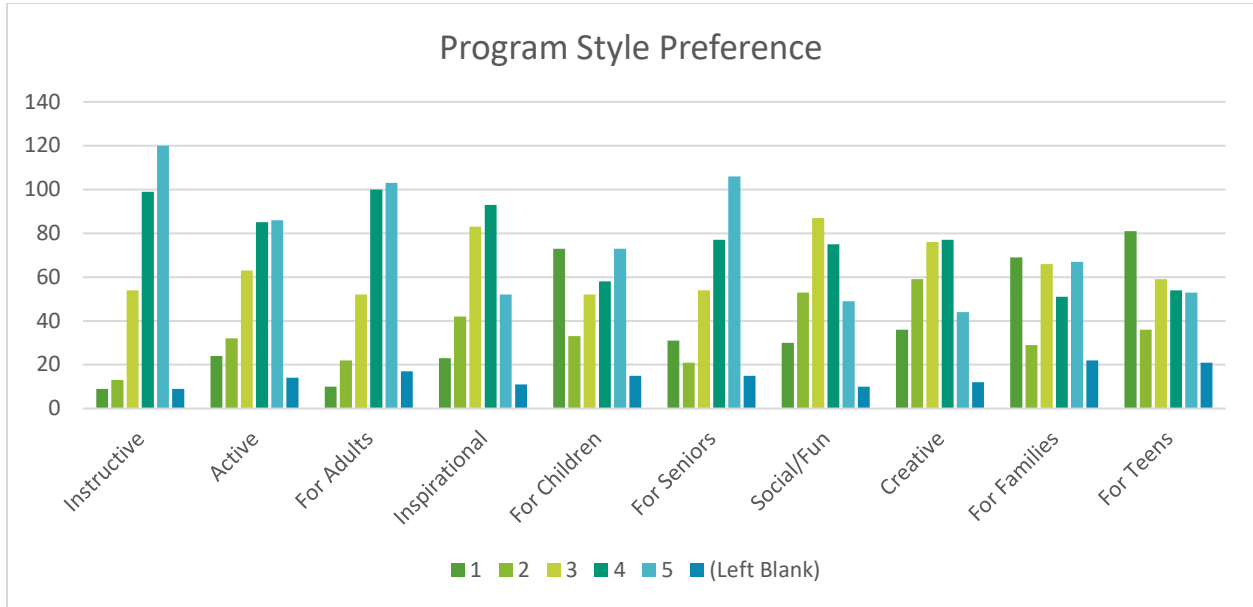
Question 9: It is important that we are able to communicate effectively with you. How do you like to hear about HHLT and our work? Please let us know how you feel about each of these methods of communication. Please answer using a 1 to 5 scale, 1 being no value and 5 being highest value.



Question 10: We offer many programs each year that often occur in different formats. We'd like to know what formats meet the desires of our community. How interested are you in attending these types of programs? Please answer using a scale of 1 to 5, 1 being least interested and 5 being most interested.



Question 11: Our programs serve many purposes and different groups of people. We'd like to know what styles of programs meet the desires of our community. How interested are you in attending these types of programs? Please answer using a scale of 1 to 5, 1 being least interested and 5 being most interested.



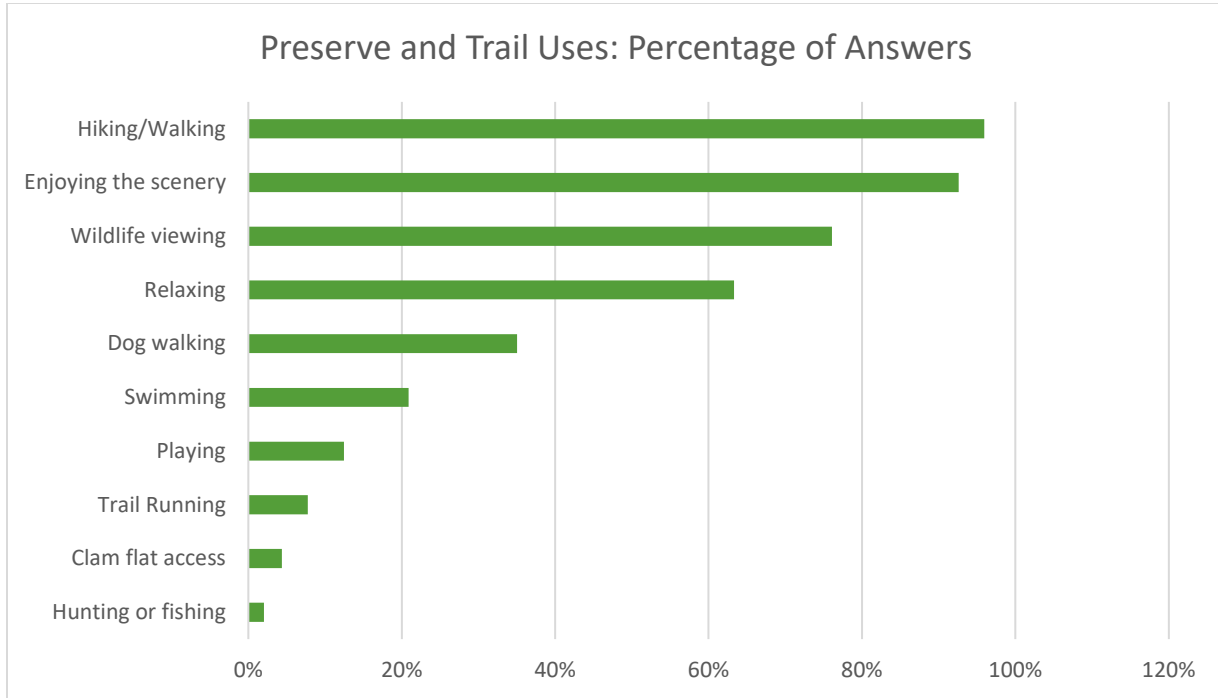
Question 12: Please use this space for any program-related feedback you'd like to share with [the programs committee], including future program ideas, topics that interest you most, or other thoughts.

Note: Question 12 asks for open-ended feedback. Below is a word-cloud from those answers.



Question 13: What activities do you do when you visit our preserves and trails? Check all that apply.

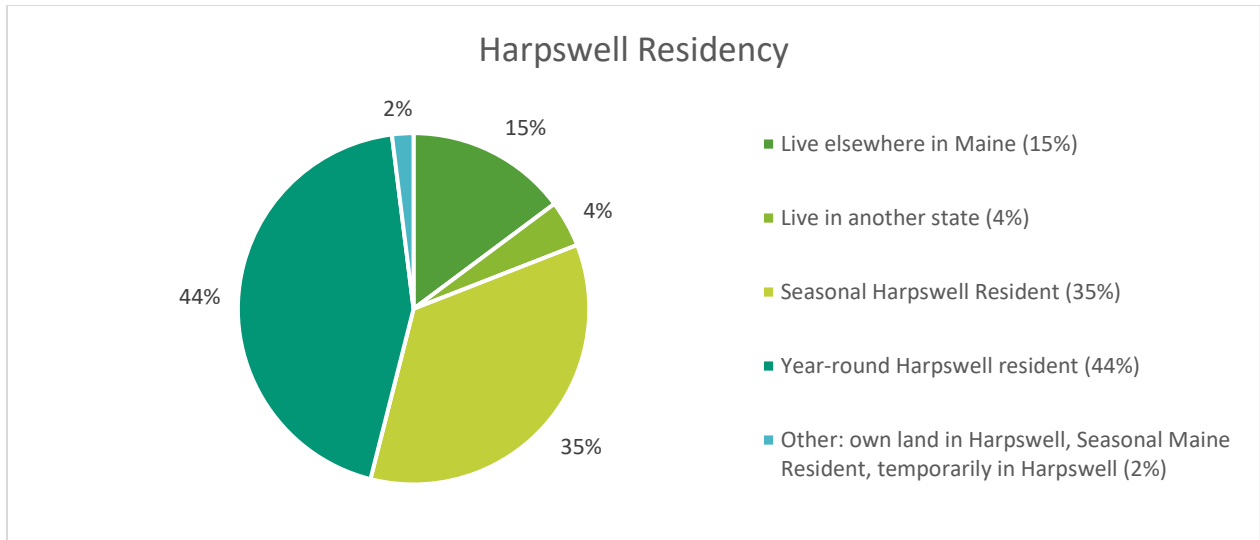
Note: Most participants chose more than one activity.



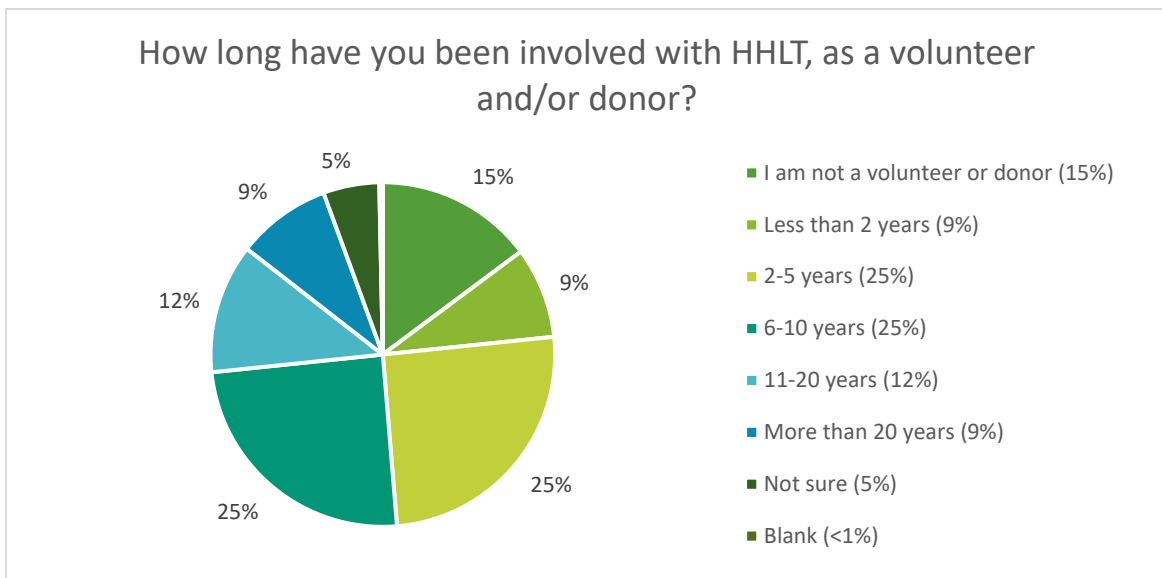
Question 14: What might lead you to enjoy or use the preserves and trails more? Check all that apply.



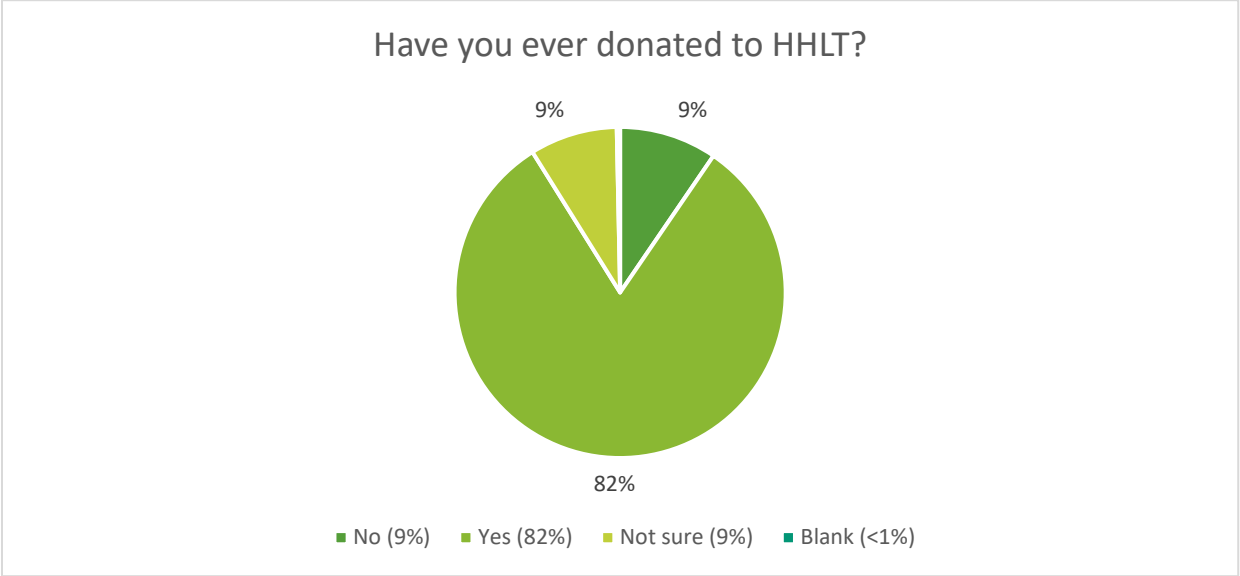
Question 4: Please indicate the category which best describes where you live. Check all that apply.



Question 5: How long have you been involved with HHLT as a donor or volunteer? Please choose the option that best describes you.



Question 6: Have you ever donated to HHLT? This could be as a member, in memory of someone, or for a specific campaign.



Comparison to 2012 Data

Note: The 2012 survey had 352 responses. The 2023 survey had 304 responses.

Effectiveness of Communications

2012 Question: Please rate communication method effectiveness.

2023 Question: It is important that we are able to communicate effectively with you. How do you like to hear about HHLT and our work? Please let us know how you feel about each of these methods of communication.

Note: The answer options in 2012 and 2023 were different. In 2012, the options were “high value,” “good value,” “little value,” and “do not use.” In 2023, the answer options were a scale of 1-5, with 1 being the lowest value and 5 being the highest value.

2012 Data						
	Do Not Use	No Value	Little Value	Good Value	High Value	(Left Blank)
Biannual Newsletter	2%	0%	3%	32%	51%	12%
The Harpswell Anchor	4%	1%	4%	32%	50%	10%
Signage on Properties	3%	0%	5%	30%	44%	18%
Email Announcements	15%	1%	11%	23%	27%	23%
HHLT Website	20%	1%	8%	25%	21%	25%
HHLT Annual Meeting	23%	3%	13%	22%	10%	30%
Facebook	44%	6%	14%	5%	6%	25%
Instagram	51%	8%	9%	2%	2%	28%

2023 Data						
	1 (Lowest)	2	3	4	5 (Highest)	(Left Blank)
Biannual Printed Newsletter	5%	8%	22%	27%	36%	2%
The Harpswell Anchor	5%	4%	13%	23%	53%	2%
Signage on HHLT Properties	2%	7%	18%	35%	34%	3%
HHLT Email Newsletters	2%	1%	6%	23%	66%	2%
HHLT Website	1%	6%	16%	29%	45%	3%
HHLT Annual Meeting	11%	16%	35%	23%	12%	3%
Facebook	36%	14%	20%	14%	11%	5%
Instagram	46%	15%	18%	8%	7%	6%

The 2023 data shows an increase in the use of our email newsletters and website in the past decade. It also shows a downtick in the use of our printed newsletter.

Impact of HHLT’s Work

2012 Question: How strongly would you agree or disagree with the following statements?

2023 Question: We want to hear your opinions on our work in Harpswell. How do you feel about the following statements?

Note: The answer options in 2012 and 2023 were different. In 2012, the options were strongly disagree, somewhat disagree, neutral, somewhat agree, and strongly agree, and don’t know. In 2023 the options were a scale of 1 to 5, with 1 being the lowest and 5 being the highest. The last statement is also phrased differently in 2023.

2012 Data						
	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree	Don't Know or Left Blank
Helps to preserve the character of Harpswell for the future	5%	1%	1%	11%	75%	7%
Is an organization I trust and respect	3%	1%	6%	11%	68%	12%
Works well with landowners, the town, and other groups	2%	1%	7%	11%	39%	40%
Helps people enjoy natural places in Harpswell	4%	1%	2%	11%	75%	9%
Has a vision to protect Harpswell's natural resources	4%	1%	2%	9%	72%	12%

2023 Data						
	1	2	3	4	5	(Left Blank)
Helps to preserve the character of Harpswell for the future	0%	1%	2%	14%	82%	2%
Is an organization I trust and respect	0%	1%	5%	9%	83%	2%
Works well with landowners, the Town, and other groups	0%	1%	10%	23%	60%	6%
Helps people enjoy the natural places of Harpswell	0%	0%	2%	8%	88%	1%
Protects Harpswell's natural resources	1%	1%	3%	10%	84%	2%

The overall agreement with these statements has gone up across the board in 2023. The statements that improved the most were “HHLT works well with landowners, the Town, and other groups” and “Is an organization I trust and respect.”

HHLT Work Priorities

2012 Question: Rate the importance of these activities.

2023 Question: As a nonprofit with finite resources, HHLT works to prioritize its goals to make the largest impact possible in Harpswell. How would you prioritize these work areas?

Note: The answer options in 2012 and 2023 were different. In 2012, the options were low, medium, or high importance. In 2023 the options were a scale of 1 to 5, with 1 being the lowest and 5 being the highest. For the purposes of comparing data, The 2023 options were condensed by combining values of 1 and 2 and values of 4 and 5. Several of the options were phrased differently in 2023, and two statements from 2012 were not repeated or changed enough that they were not comparable (preserving and providing public shore access, playing a role in legislative issues appropriate to HHLT.)

2012 Data	Low	Medium	High	Blank
Offering educational programs	7%	50%	35%	9%
Offering summer camp and related programs for children	13%	42%	36%	8%
Ensuring healthy, diverse wildlife habitat in Harpswell	6%	26%	59%	8%
Improving public access to HHLT properties with parking, trails, signage, etc.	5%	32%	55%	8%
Protecting upland fields and forests	5%	33%	53%	8%
Protecting offshore island habitats	8%	30%	55%	8%
Conserving historic buildings in Harpswell	26%	40%	26%	7%
Protecting drinking water supplies	9%	18%	65%	8%
Protecting freshwater and coastal wetlands	1%	12%	81%	6%
Preserving undeveloped shoreline	1%	7%	88%	5%

2023 Data	1 or 2	3	4 or 5	Blank
Offering educational events and programs for adults	6%	20%	72%	3%
Offering summer camp and other educational events and programs for children	8%	20%	70%	2%
Conserving wildlife habitat in Harpswell	2%	4%	92%	2%
Providing public access to HHLT properties with parking, trails, signs, etc.	4%	11%	84%	2%
Protecting upland fields and forests	4%	12%	82%	2%
Protecting offshore island habitats	4%	13%	80%	3%
Conserving historic buildings in Harpswell	23%	27%	47%	4%
Protecting freshwater drinking supplies	5%	13%	77%	5%
Protecting freshwater and coastal wetlands	2%	7%	88%	3%
Conserving undeveloped shoreline	1%	5%	92%	2%

The value of our priorities has increased across the board. The priorities in both tables are sorted by the amount they increased in the 2023 survey, meaning adult education, children’s education, and conserving wildlife habitat saw the great increase in value.