



## Long Range Planning Advisory Committee (LPAC+)

**Thursday, July 8, 2010**  
**Minutes**

### Attendance

Name	Present	Name	Present	Name	Present
Rebecca Casey	-	Bud French	√	Hugh Coxe	√
Paul Bergkamp	-	Kurt Klebe	√	Jim Thibodeau	√
Steve Hendry	√	Sandra Lipsey	√	Julie Motherwell	-
Rachel Reed	√	Sam Rudman	-	Steve Walker	-
Claudia King	√				

**Council Liaison:** Bonny Rodden  
**Staff present:** Theo Holtwijk

Sandra started the meeting at 7:00 PM.

### 1. Minutes

The draft minutes of June 11, 2010 were approved. Sandra will submit some grammatical corrections to these minutes to Theo.

### 2. "Round One" Reports

#### Group 1 – Population

Group 1 through Hugh Coxe and Rachel Reed recapped some highlights from Paul's draft memo on growth the Town has seen, the extent of commuting, and the homogeneous families that make up most of Falmouth. It was noted that the building data did not match the population data, even when accounting for decreasing household sizes. This may indicate that the population may be higher than the estimated numbers indicate. The most common occupations are managerial and professional (80%). It was noted that 75% of workers commute to locations outside Falmouth. The committee is interested to find out more about the make-up of the people who are coming in and going out. The group saw a contrast between the ideal that many people referred to in the current survey for a "village feel" and the population trends that were just described. Will those lead to more, or less, of a village feel? The group also would like to know where the new housing growth is occurring.

Bonny asked if the group had the assumption to strive for a job for every resident. That was not the case. Sandra asked what was known about home-based businesses. The Census has no data on that. Some companies have personal property which is taxed by the Town. There

are long range planning transportation implications with home-based businesses as there is no commute involved. These businesses can be hugely profitable and may employ others. Claudia wondered how the Town could facilitate such businesses. The committee wondered how to capture appropriate data on that. Kurt made the suggestion that this trend should be further investigated over the next ten years. Hugh suggested that a back-up indicator be obtained or developed. Sandra wondered if home-based businesses would enhance the “village flavor” that was mentioned earlier as those entrepreneurs are often lonely and seek a village atmosphere. She asked the group to come back with an answer to the question which data they would like to have. This is in addition to the building location data that was mentioned earlier.

### **Group 3 – Transportation**

Sandra reported that several very recent studies had been conducted which provided an inflow of high quality data. She handed out a written report and went through that. First, she responded to the sticky note questions that committee members had initially compiled. Bonny responded to one question that smaller buses had been looked into by Falmouth, but that with just 6% of all vehicle miles in the region it was not feasible. It may be feasible if or when South Portland joins the METRO bus system. Sandra commented on the fabulous job that PACTS seems to be doing and that the group felt it was important that residents know more about the Town’s relationship with PACTS. Theo mentioned that several staff people are actively involved on PACTS committees. Bonny mentioned that Nathan is currently vice chair of PACTS. Sandra noted that bicycles were also considered in PACTS planning. Theo mentioned that the current Transportation Plan Study scope of work includes consultant time by Gorrill-Palmer Engineers to write what could be the transportation chapter of the new comprehensive plan. There was an opportunity to dovetail that project with the work the committee is doing.

A question was asked if there was corresponding information as the Town’s transportation investments. Sandra replied that the aim seems to be to spend money on make safe improvements and reducing congestion. Money from outside sources is attracted to do a lot of this work. There seems to be shift to funding a mix of transportation modes. Jim asked if there was data about the rate of degradation of Falmouth’s roads and if the Town was getting ahead with its upkeep, or instead was falling behind. Theo referred Jim to a chart that provided an overview of current road conditions in Falmouth. The sense was that the new VueWorks system will allow the Town to keep much better track of the overall condition of the road network from here on forward. Bonny stated that the State is more and more cutting back on its funding of local roads. Theo suggested that the group speak with Jay Reynolds, the Town’s Public Works Director, as he is responsible for all roads and would have additional insights to offer.

### **Group 2 – Public Water and Sewer**

This group noted through Kurt Klebe that it had a steep learning curve with this topic. It did not focus as much on water as it did on sewer as it seemed that there was more local control over the Town’s sewer system. The group wondered how far the Town had gotten with improvement recommendations mentioned in various reports. It noted that “West Falmouth” for sewer purpose really meant all land north of I-495 (the Falmouth spur a.k.a. Turnpike Connector). The group mentioned the downstream impacts which new residential developments have. It would like to see the pump stations included in a new sewer map. The

group mentioned there was no set policy that determined if or when a new project connects to the sewer system. Jim explained that the Planning Board requires a sewer feasibility study with each project. He cited a project he did on Leighton Road where he paid for the sewer improvements and where several abutters subsequently hooked in to it as well without paying for the main construction expenses.

The committee realized that many of these issues discussed so far are interwoven: population with housing and transportation, public sewers and housing, etc.

The group noted that the lack of a Sewer Master Plan for West Falmouth was a major deficiency. It was suggested that the group talk with Pete Clark, superintendent of the Wastewater Treatment Plant and system, to gain additional insights.

Claudia wondered if groundwater was a concern of this group. She noted a pollution plume that had contaminated groundwater near Route 9. Jim mentioned that some public water is provided in West Falmouth through water line extensions that come through Windham. He mentioned that with some flexibility several other projects could have connected to that water line. The committee wondered what the sewer system's capacity was. It was mentioned that the system had taken into account projected growth along Route 100 that has not occurred yet. The group was asked to connect with the staff person responsible for it.

Sandra requested from each group a one page written report for each topic.

### **3. Outreach/Communication Update/Discussion**

Sandra asked if the committee had any ideas on how to best communicate with the public. Hugh asked if this was to get information out to the public or to get public feedback. The objective would be both. Some suggested that e-mail was the best method. An eagle scout showed up at one subcommittee meeting, which gave rise to the idea with Hugh to engage kids in the Falmouth Schools. Theo mentioned that he had already communicated with Barbara Powers and that lots of potential existed there. He had not yet heard back as she is currently on vacation. The committee discussed the possibility of doing outreach to community groups, so its message was delivered to more people at a time. It was asked if such a list existed. Theo replied that the Community Facilities Committee had used that approach with much success and that he would forward the group list that existed to LPAC+. He said that an important consideration was to have the same message to the public in a short time.

The committee also briefly discussed holding a large public event in October. If that is the case, then planning for that should start now. The suggestion was made to do a survey instead. It was stated that some years back the Town sent a survey to every household. Perhaps that could be repeated. There was some discussion if that could be done electronically and still be statistically valid. Sandra said that there was software that could do that. There was interest to explore such a survey instead of a public event. Theo will dig up the old surveys and will send those out, so the committee can see what questions were asked and which ones should be repeated.

Claudia and Theo gave an update on the video that was being produced. It will have some interviews on the “Would you recommend Falmouth?” survey. Becca is also helping with that. The video is meant to make more people aware of the Comp Plan project and steer them to the Town’s website to take the survey on-line.

The committee agreed to keep the “Would you recommend Falmouth?” survey open for the time being. Theo distributed a note that explained what Net Promoter Score meant. He had also calculated the results for each neighborhood. Woodville ranked the lowest with an average score of 7.1. There was a discussion why that might be. Highest was Hurricane Valley, but that area had very few responses.

There was a suggestion to have an article in The Forecaster. Theo mentioned that he spoke with the reporter and supplied committee contact information to her. However, it was the choice of the newspaper if, and when, to do an article. A letter to the editor may be a more certain way to get the word out. Theo also mentioned that in some communities there is a close working relationship between the local newspaper and the municipality. There the committee’s final report is printed on newspaper print in large quantities and distributed as an insert and made available in other locations. In Bar Harbor ads were solicited by the paper to help pay for the insert, so there was no cost to the Town. In Brunswick the cost of one extensive insert was the price of a first class stamp.

The Committee discussed the Council Update. Bonny stated that she felt it was important that the chair or vice chair present the update to the council. With the previous comp plan there was a disconnect between the committee and the Council. She suggested rephrasing some language to better state what the committee hoped to accomplish. Adding some “issue” tidbits that the committee is encountering would perhaps help to spark discussion with the Council. Sandra thought the draft was fine as written and thought it had already been distributed to the council. That was not the case. A verbal Council update is planned for July 26<sup>th</sup>.

There was also the suggestion to have a slate on the community TV bulletin board to promote the project and current survey.

#### **4. Report Format Discussion**

There was the sense that by going through the subcommittee work and preparing 1-page reports that the committee is beginning to write the overall plan. There was discussion on the 11 by 17 inch format of the current plan. Although it was unwieldy, some liked the fact that the maps were large and the data for each topic was on a single sheet.

Hugh suggested that there were three audiences for the final report each with their own report needs:

1. General public – Do executive summary with visuals and maps.
2. Decision Makers – Do something a bit more.
3. Next LPAC which will update this plan, policy works – Do complete report. Maybe this can be combined with group 2.

He cited the Yarmouth Comprehensive Plan which is now on the web as a good example.

## **5. Next Steps**

Next steps will be to prepare three more research reports. Subcommittee members will only have two weeks in which to review materials, meet with their subcommittee, and prepare a report before LPAC meets again.

Committee members are also asked to review the survey materials that Theo will send out, so more discussion could be had on that.

## **6. Next Meeting**

The committee will meet again on Thursday July 22<sup>nd</sup> at 7 PM.

The meeting was adjourned at 9:15 PM.

Draft Meeting Notes by Theo Holtwijk, July 13, 2010