



## Long Range Planning Advisory Committee (LPAC+)

### Thursday, September 9, 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:

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#### Staff present:

Theo Holtwijk

Sam started the meeting at 7:00 PM.

#### 1. Minutes

The minutes of July 8 and 22 were approved as written.

The minutes of August 12 were approved with the addition of “and” in line 1 of item 1 – “Theo showed the survey video that Becca and Claudia produced with big help from Mike McDade.”

#### 2. Video

There was a short discussion of the survey video. Sam complimented Claudia and Becca for producing it. The video resulted immediately in 40 or so additional survey responses, Theo noted. The YouTube link is <http://www.youtube.com/watch?v=r7rgWk92XyE> Sam encourage all to distribute this link to friends and relatives.

#### 3. Discussion Survey Parameters

Sandra reported for those who could not make the previous meeting that the survey discussion at the last meeting lasted longer than expected. It raised issues rather than put them to bed. She felt the committee had a lot of work to make sure the survey would result in useful, actionable data.

Sam suggested that a subcommittee be established to prepare a draft Survey RFP.

Past Falmouth surveys have been posted on the committee's website at:  
[http://www.town.falmouth.me.us/Pages/FalmouthME\\_BComm/LPAC/surveys](http://www.town.falmouth.me.us/Pages/FalmouthME_BComm/LPAC/surveys)

Paul said it was important to give people choices to select, rather than have essay-type responses that would need additional interpretation.

Hugh asked if the Town had to do a Request for Proposals (RFP) to procure these services. Theo responded that he had reviewed that with the Town Manager and that the answer was "yes" as the amount of funds involved would stipulate that.

Paul felt that the survey firm to be selected ~~should also be~~ was also a research partner to help identify issues to be surveyed.

Hugh asked if a Request for Qualifications (RFQ) would be possible. That may be possible. Theo would need to check on that with the Town Manager. The committee at the last meeting understood that a proposed price could be provided even if not all survey issues have been resolved. A price for services is important for the Town to obtain.

Sandra stated that the committee had not yet digested all research material ~~yet~~, and needed time to do so.

Sam stated that it was possible to get some feedback on the survey parameters.

The committee was interested in a statistically valid survey. It was stated that if a survey response is low, that the survey company will mail more surveys (at additional expense) to achieve a statistically valid response.

It was asked if a "sample" mode was better than a "census" mode. The committee wanted to avoid the possibility of people ~~feeling as though~~ complaining that they did not get a chance to vote and opted for the census mode. The committee wanted to encourage participation. This would be a marketing consideration for the committee.

The Town Manager will be asked what questions he wants to insert in the survey.

The committee discussed if it wanted to have an option for an electronic survey. Asking people to take an extra step to obtain a paper copy was deemed to be an obstacle. A note on the front of paper surveys stating the option to respond electronically was preferred. A special code would prevent multiple electronic entries.

The committee settled on asking firms to price their services two ways: ~~one~~ as paper only; ~~and,~~ the other with paper plus electronic option.

The committee decided that each Falmouth household should get a copy. Claudia asked what would be done if a household requested extra copies. Sandra said that the committee should be cautious about that and that there would not be a perfect survey. She argued for a cost effective survey that produced valid results. That is the best the committee could do, she felt.

The committee then discussed survey size. Ideal size was 12-16 pages. Some preferred to think of it in terms of number of questions. The Town Manager may take 10 questions. There may be 10 demographic questions. Perhaps there should be no more than 5 questions for each category. The committee settled on 16-17 pages.

The consultant will also be asked to spend some pre-survey and post-survey time with the committee. The thinking was 3 pre-survey meetings and 1 post-survey to present the results. This meeting could be taped as well.

Paul suggested that the RFP include a request for the consultant to review the results of the initial survey to help identify any relevant issues. It was felt that the subcommittee could do some of that as well. The Committee felt it was important for the consultant to present the results to the Council. Cross tabulation of results by demographic characteristics was also deemed important.

The committee also agreed that a certain number of questions from past surveys should be asked again so comparisons could be made.

The discussion then went to the formation of the survey subcommittee. The suggestion was to have one member of each of the three research committees be part of the survey committee, so the knowledge gained from that research would not be lost. Becca asked if those research subcommittees would be disbanded in near future. This may not be the case as the idea is that those committees also check in with other Town committees, experts, and other citizen groups, as appropriate. It was noted that reviewing the history of an issue was great place to start. It was suggested instead to hold the subcommittees responsible for coming up with survey questions. Hugh and Kurt volunteered initially to comprise the subcommittee. It is anticipated that the subcommittee will review the responses to the RFP and choose a survey company. LPAC will review the questions from subcommittees 1-3 and choose the questions that the survey subcommittee will submit to the survey company. The survey subcommittee will then become the liaison committee between the survey company and LPAC.

It was agreed that Theo should do a first draft of the RFP using this feedback.

It was stated that there should be limit placed on how many questions could be asked.

Hugh and Kurt agreed to be gatekeepers on what the subcommittees came up with and what should be included in an ultimate survey. It was suggested to add Sam and Sandra to the subcommittee that review as well. Theo stated that he would like this group to also take a look at the draft RFP.

The suggestion was made that each subcommittees 1-3 submit 75% of their questions by October 31<sup>st</sup>, 90% by November 30<sup>th</sup>, and 100% by December 31<sup>st</sup>. That way a survey may be able to be sent out in January 2011.

After the meeting Paul Bergkamp volunteered to be a member of the subcommittee reviewing the survey proposals and he was added, so the members are Hugh, Kurt, Sandra, Sam and Paul.

#### **4. Falmouth Economic Improvement Committee**

Jim Thibodeau agreed to be the LPAC representative on the new Economic Improvement Committee. The rest of the committee appreciated Jim's interest.

##### **. Research Subcommittee Review**

The committee heard the report from group 2 on Historic, Archaeological, and Cultural Resources. A written report was handed out by Steve H. and presented by Kurt.

Sandra asked what the group imagined the situation to be 10 years from now, and if it saw Falmouth by itself or part of Greater Portland.

Kurt responded that the group envisioned reasonable access to cultural resources and that that included public transportation. The group sized up the current situation and did not see the vision piece as part of its charge. That work would happen as part of the next step by the entire committee.

Sandra asked if Falmouth has a place in the cultural landscape. Does it contribute to it? Is there a capacity that needs to be further developed?

Hugh mentioned the winter festival with ice sculptures and the concert series that are being held. In June there is was a festival with sand castles.

Julie felt that the questions that were raised needed to be chewed on.

Sandra noted that many communities organize events as they see a need for them as a part of "branding" theirs as an attractive community. Yet, as these events often lose money, they are being cancelling and a downward spiral may result.

It was not known how many artists actually live in Falmouth.

Theo noted that Brunswick and Bath both did formal cultural inventories with support from the Maine Arts Commission and found many artists and organizations in their communities. This resulted in a new organization – the Five Rivers Arts Alliance - to better harness those resources. He also noted that an effort to form a Greater Portland Economic Development Corporation has branding of this area as one its immediate activities. This may also play into the work of the new Falmouth Economic Improvement Committee. He encouraged each subcommittee to identify their vision, if they had any to help move the process along, so the plan could be completed in a timely manner.

Sam stated this kind of feedback was exactly what he hoped would happen. At the next meeting other research reports will be reviewed.

#### **6. Next Meeting**

The next meeting will be on October 14<sup>th</sup> at 7 PM.

The meeting was adjourned at 9:00 PM.

Draft Meeting Notes by Theo Holtwijk, September 13, 2010  
[Rev.1 September 20, 2010](#)

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