



Long Range Planning Advisory Committee (LPAC+)

Thursday, February 10, 2011 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: -
Staff present: Theo Holtwijk
Others present: -

Sam started the meeting around 7:05 PM.

1. Review of Draft Minutes of January 27, 2011

The draft minutes of January 27, 2011 were unanimously approved.

2. Survey Status Update

Sandra reported that Market Decisions is expected to deliver draft 2 of the survey instrument to the Town on Friday February 11th. It would be distributed to the survey subcommittee, and she asked if LPAC+ was interested to see a copy. She anticipated that it still would be in a rough form and that it was unclear to what extent Market Decisions heard the subcommittee. LPAC+ was interested to survey around various “tension” areas, whereas Market Decisions advocates organization of the survey by conventional topic areas.

The committee felt that LPAC+ should get the draft survey and offer individually any comments back to the group through “reply all” before the next meeting. The survey subcommittee is expected to meet next week in person or via phone to discuss draft 2. It may be that feedback will be offered back to Market Decisions, which in turn may produce draft 3. It all depends on what draft 2 looks like.

There was some discussion if Market Decisions should be present on February 24th. No decision was made in that regard.

Hugh wondered if Market Decisions felt that the “tension” statements created bias for respondents, which is undesirable. Sandra stated that that had not come in her conversation with Market Decisions. She stated that Market Decisions felt that the tensions did not make sense. Rachel wondered if that was because Market Decisions staff did not live in the community. That was unclear.

3. Discussion of Survey Marketing/Promotion

Claudia was asked to report on survey marketing and promotion.

First, she stated she had a phone conversation with Mel Dickinson, Chairman of the Conservation Commission. Mel had also contacted Theo and had expressed interest by the Commission to learn what LPAC+ had been doing and wanted to make sure that no opportunity would be missed for the Commission to offer input into the process.

There was a discussion if any research committee member on Natural Resources or Open Space had talked to the Conservation Commission. This appeared not to be the case, but Jim Thibodeau has spoken with Bob Shafto, Open Space Ombudsman.

The committee felt that it was not at the end of collecting information from groups such as the Conservation Commission and that it would make sense to meet with them to provide an update and learn what the Commission sees as critical issues. Claudia planned to do that and ask Jim to join her. Hugh also offered to come along.

There was a concern raised that, at this stage, other groups who had a specific mission should not influence the survey that LPAC+ had spent a lot of time thinking about and discussing. Sam felt that the message should be that the survey is only one of several tools LPAC+ is using and there will be ample opportunity for input. The committee agreed to seek input from all Town committees. Sandra felt that it was important that no promises be made to other groups or persons. The committee agreed that plenty of discussion was still to come.

Claudia then discussed the survey marketing handout. She hoped that residents would learn two or three times about the survey through the group’s promotion efforts. Three promotion phases were proposed all of which would be at no or low cost. No specific dates were provided as it was not known how long the survey would be open for. Theo stated that in Market Decisions’ original proposal a four week period was suggested for a mail survey. Various outreach methods were listed in Claudia’s handout. The committee made additional suggestions, such as including all Town committee’s, using church bulletins, neighborhood e-mail lists, using the Library’s announcement board and the one at Pratt-Abbot dry cleaners.

Claudia and Julie had listed various questions in the handout. A letter is planned, and will be drafted and mailed by Market Decisions, using USPS addresses. Property tax addresses do not capture people who rent. Winter addresses should be part of regular USPS delivery through arrangements that “snow birds” have made. People would be directed to the website as well as made aware of ways to obtain a paper copy (by calling Market Decisions or picking up a copy at Town Hall or Library). Theo reported that the issue of how many responses to allow per household had been discussed earlier in the week by the Community

Development Committee. The councilors present felt that 4-6 responses should be allowed per household. Theo suggested that in light of the desire to allow as many people as possible to respond, the fact that using an access code makes it more complicated for respondents, and the very occasional duplication he noticed with previous Town (Survey Monkey) surveys, perhaps no code should be used. The committee was agreeable to that. Theo will check with Market Decisions if this approach would in any way potentially compromise the statistically-valid aspect of the survey.

The group returned to discussing outreach outlets. Theo stated that he had a community list with contact information that the Community Facilities Committee had compiled. Hugh stated that the outreach by that committee had been very effective as he heard several times about a particular event that way. Theo will send the list to Claudia and Julie and they will expand and update it. Additional neighborhood groups were suggested as well as asking Councilors to forward the survey message to their e-mail lists.

Sandra gave an update on her discussion with David Neige. David had offered to assist the committee with survey design. She mentioned he had worked on surveys for the State of Maine 25 or so years ago. David had some specific issues that he felt should be included in the survey.

Facebook was also discussed as a possible outreach tool, particularly to reach younger residents. The Town and the committee do not have a Facebook page, but perhaps individual messages can be posted to remind people to take the survey.

Julie and Claudia will make the various contacts necessary to get people primed to forward a message from the committee once the survey is ready to be launched. The more people can forward that message to their contacts the better. And the more often someone may have heard about the survey the better. Some suggested tongue in cheek a contest to find out who most connected in Falmouth and would have received the most notices about the survey.

4. Next Meeting

The next LPAC+ meeting will be on **Thursday February 24th at 7 PM** to review draft 2 of the survey.

The meeting was adjourned at 8:40 PM.

Draft Meeting Notes by Theo Holtwijk, February 11, 2011