

TOWN OF CAPE ELIZABETH
MINUTES OF THE COMPREHENSIVE PLAN COMMITTEE

September 22, 2005

7:00 p.m. Jordan Conference Room

Members present:	Julia Beckett	Jay Chatmas
	Robert Dodd	David Griffin
	John Herrick	Mary Ann Lynch
	Elaine Moloney	Skip Murray
	Marybeth Richardson	Barbara Schenkel
	Frank Strout	Anne Swift-Kayatta

Also present was Maureen O'Meara, Town Planner

Mrs. Schenkel called the meeting to order. The minutes of the August 18, 2005 meeting were reviewed, revised and accepted.

Telephone Survey

MaryEllen FitzGerald, Critical Insights, Inc. introduced the draft survey that was circulated by email to the committee. She noted that some demographic questions need to be asked to characterize the respondent and that those questions should not be deleted.

Ms. O'Meara explained that the draft survey was twice as long as the target length of 12-15 minutes. This means that no one can add a question unless they delete a question and that at least 1 question per committee member would need to be deleted.

Mrs. Beckett asked if the committee would review the survey tonight and then see a final version. Ms. O'Meara said that the committee needed to revise the survey as much as possible tonight so that Ms. FitzGerald could return with a final draft next month that would need only minor revisions and could then "go into the field" around November 1st.

Mr. Herrick asked if postcards would be going to the public to let them know about the survey. The budget does not include mailing postcards, but a public information process would be discussed later in the meeting.

Ms. FitzGerald explained that only residents of at least 6 months in duration would be included in the survey. Ms. Lynch questioned whether snowbirds, who own property and pay taxes, should be excluded from the survey. She noted that the demographic information showed an increase in seasonal units. Committee members felt that only residents who met the requirements to vote in town

should establish priorities for the town and agreed to limit the survey participants to those residents.

Mr. Dodd questioned excluding those who work in the print media as the Cape Courier has lots of volunteers. It was agreed to change the reference to "professional journalist." At Mrs. Moloney's suggestion, the committee further agreed to suppress the phone numbers for Town Councilors and School Board members to save time and delete that question.

Mr. Dodd asked if there was any value in asking how long residents intended to stay in town to get a handle on temporary resident expectation. Ms. FitzGerald suggested that not be done because the survey is only a "snapshot in time," and would not want to eliminate those who plan to move because they may not move.

Ms. FitzGerald explained why it is important to ask the question about overall satisfaction. Ms. Lynch also suggested this might be a good question to run cross tabulations.

The committee edited question 2 by deleting sub b and changing public services to municipal services. Question 3 was edited to delete "the rate of" in sub a to make clear it was not intended to survey support for building caps. Industrial development was deleted from sub f because the committee did not feel this issue had any support and did not merit time devoted to it.

The committee strongly supported keeping the rural character question (#4).

Question 5 was heavily edited to delete sub d, f, g, i, and j. The remaining subs were revised and protecting farmland and enhancing the Town Center were added.

In light of the draft population projections distributed to the committee, there was consensus to delete question 6.

The committee discussed whether or not to keep one or both of question 7 and 8. The final decision was to delete 7 and to keep 8. Question 8 was revised to delete commercial businesses as it was addressed elsewhere and to add condos and in-law apartments.

Question 9 was deleted in favor of a more detailed question that measured support for tax dollars to be spent on open space.

Question 10 was kept as is.

Ms. O'Meara suggested deleting question 11 based on past rejection of efforts to protect views. The Committee supported keeping question 11. Ms. Lynch noted that she based her vote to support preservation of the Jordan Farm on its high ranking as a view. There was concern expressed that the question excluded public lands.

Question 12 was eliminated and question 22 was revised to cover this subject.

The committee agreed to keep question 13 to help with meeting a state comprehensive planning goal.

Under the transportation section, the committee deleted several questions, 15 - 21, with the expectation that any issues could be addressed under question 14.

Ms. FitzGerald explained that the question would include an option for don't know, but this information would also be useful for question 22 to show people's exposure to those services. Ms. Moloney requested that sub a, school curriculum be deleted. There was general agreement to do this as curriculum requires specialized information. The heading was changed to school educational programs, which then pairs with school facilities. Subs d, j, k, l, w, and x were struck. Sub c, library was divided into library services and library facilities (to address later deletion of question 27).

Under question 23, subs h, i, and j, improve school educational program was added. Sub a was expanded to include buying land or easements or donation of open space.

The committee discussed deleting sub b, historical places, due to the lack of support from the Town Council after 3 votes. The question was left in.

Committee members noted that there are often comments made about having a restaurant in town, so question 24 and 24a were kept.

Mrs. Schenkel wanted to keep question 25 because the town center is important. The committee agreed to delete 25 but to add a question on the town center to another question.

Question 26 was deleted because it was felt that the Community Services Department has this information and due to the limited length of the survey. Question 27 was deleted and a modified question was added to question 22.

Mrs. Schenkel suggested that a question be added that asked about support for cooperation with other municipalities with jointly providing services. The committee endorsed the question and Ms. FitzGerald will prepare the wording.

Mrs. Moloney asked to include a question on athletic fields. This was added to question 22. Mrs. Moloney asked to include a question on the school vision statement, which she read. Mr. Dodd suggested that this is a complicated statement for people to hear and then respond to. Mrs. Lynch suggested that the school related sections of question 22 should cover school support. The committee decided not to include the school vision question.

The committee reviewed the background information questions, which Ms. FitzGerald recommended be retained in order to properly analyze the survey. Mrs. Schenkel recommended that the income question (#D10) be revised with categories more appropriate to Cape Elizabeth.

At the end of the first run through of the survey, Ms. FitzGerald suggested it was still too long. The committee then eliminated 3 more questions, including all of question 3, question 10 and question 11 (views). Other questions were slightly expanded to cover some of the material included in questions 3, 10 and 11.

The committee agreed to have Ms. FitzGerald make the revisions and return with the survey next month, with the hope that it will not exceed the 12-15 minute length.

Survey publicity

Ms. O'Meara presented a schedule and publicity strategy where an article would be submitted to the Cape Courier, the website and other media prior to a November 1st commencement of the survey. The survey results would then be unveiled at a public forum tentatively scheduled for December 8th. Ms. FitzGerald might have an analysis of the survey done for the November 17th meeting, but could definitely have it done December 1st. The committee agreed to schedule a meeting on December 1st to review the survey results and to prepare for the public forum.

Next Meeting

The next meeting will be October 27th. The committee will need to finalize the survey at that meeting, as well as review state comprehensive planning goals.

Respectfully submitted,

Maureen O'Meara
Town Planner

