

**FOSP Analysis Subcommittee**  
**June 29, 2011**

Attendance: Chris Franklin, Chair, Richard Bauman, Craig Cooper, Frank Governali, Jessica Sullivan

Staff: Maureen O'Meara, Town Planner

Mr. Franklin called the meeting to order at 4:00 p.m. The committee agreed that Ms. O'Meara would prepare the minutes of this meeting.

Mr. Franklin opened the meeting to public comment and Charles Lawton from Planning Decisions introduced himself.

The minutes of the May 25, 2011 meeting were unanimously approved following a motion made by Mr. Cooper and seconded by Mr. Governali.

Mr. Franklin then asked for general comments and questions on the proposals submitted by the 2 firms.

The subcommittee commented on the small number of proposals received and Mr. Cooper asked who received copies of the RFP. Ms. O'Meara said that the RFP was posted on the town website, the Maine Association of Planners (MAP) website, the Northern New England Chapter of the American Planning Association (NNECAPA) website, and apparently was also posted to the Southern New England chapter of the American Planning Association website, as we received a proposal from Massachusetts.

Mr. Franklin said he was drawn to the past work of both proposals.

Mr. Governali said he would like to discuss the number of proposals. He thought we would receive more than 2 proposals. It would be beneficial to have more. Are there other towns that have conducted this type of study recently?

Mr. Franklin mentioned Cumberland had done a study some time ago. The Scarborough study was done more recently, and was done by Planning Decisions.

Mr. Cooper asked Ms. O'Meara about Planning Decisions. Ms. O'Meara said that they have done a lot of work for the town, as noted in their proposal. They prepared the updated growth estimates requested by the Town Council last year, wrote the Zoning Ordinance and prepared the most recent school enrollment projections for the school department.

Mr. Bauman said that it is too bad that there is not a broader field to choose from. It is not an unusual study, however, he is not uncomfortable with 2 firms and they are both good proposals.

He suggested that the subcommittee now discuss each proposal and begin with the Koff proposal.

Mr. Bauman noted their statement in the opening paragraph stating the purpose. He doesn't like anticipating a point of view that is not in the RFP. The interpretation is not unreasonable.

Mr. Franklin said the methodology is straight-forward.

Mrs. Sullivan said, at first look, preferred the layout of process in the Planning Decisions proposal because it is more clear about what you get for your money. It calls out 6 meetings. The Koff proposal is not as clear.

Mr. Cooper liked the schedule chart in the Planning Decisions proposal better.

Mrs. Sullivan said the Koff numbers do not have background. The Planning Decisions proposal has more budget detail.

Mr. Franklin said the Koff experience seemed more specific to development projects while the Planning Decisions experience has more community wide projects.

Mr. Bauman agreed that Planning Decisions experience was more germane.

Mr. Franklin noted that the methodology for site specific and community-wide is basically the same, so he is not wholly thrown. The biographies were useful and the price was not as clearly defined.

Mr. Governali suggested that because the Koff proposal was less crisp, the interview process would be useful for questions about structure.

Mr. Franklin said that we should interview both firms.

Mr. Governali said that the interviews could be valuable to inform the process.

Mrs. Sullivan said she would like to save time but is ok with conducting interviews.

Mr. Bauman said he was ambivalent about interviews and not sure there was enough additional information to be gained from interview from which to benefit. If we do conduct interviews, however, we should interview both firms.

Mr. Cooper seconds Mr. Bauman. From the public point of view, we would be doing our due diligence to conduct interviews.

Mr. Governali said that oftentimes you can learn a lot from an interview process.

Mr. Franklin asked Ms. O'Meara about budget limitations and she said the budget was undetermined.

Mr. Franklin moved the discussion to the Planning Decisions proposal. He noted that it appeared to be a better presentation, relevant experience, and awareness of our time frame and goals. It is the stronger of the 2 proposals. He is concerned that Planning Decisions did the Dominicus Crossing community impact study and we wanted to test those assumptions. Would it be a conflict to have Planning Decisions do this study and test their own work?

Mr. Governali agreed that he is concerned with the same firm testing the Dominicus Crossing results.

Mr. Franklin noted the history of Planning Decisions working with the town. We can more clearly define what we are working on.

Mr. Bauman that there is a problem with the RFP in that is was vague about how to evaluate commercial uses. Looking at the Planning Decisions proposal, there is more time devoted to commercial use evaluation than I thought would occur with a "general discussion." Commercial has almost equal weight to the residential use, which was not what we wanted. It also pushes the schedule out to December. If Planning Decisions better understands what we wanted, perhaps they can shorten up the schedule a bit.

Mrs. Sullivan also noted this concern.

Mr. Franklin noted that there is almost as much work for the committee as for the consultant. The committee will need to review the output of the literature review.

Ms. O'Meara noted that these types of studies are a combination of quantitative and subjective information. It can take a lot of effort to move some of the subjective elements into a quantitative presentation, if that is what the committee wants.

Mrs. Sullivan said she does not want to spend a lot of time evaluating commercial impacts, since the commercial sector is so small in Cape.

Mr. Franklin said we left it somewhat open in the RFP so we could listen to the consultants.

Mrs. Sullivan asked if we want to give commercial equal weight or pull back on that.

Mr. Cooper suggested that this would be a good interview question and that the budget amount on commercial should be reduced.

Mrs. Sullivan wants to confirm that the completed study is the property of the Town.

Mr. Franklin wants to question, in the budget chart, item #7 and #13. We do not want to get too out of the box but rather focus on current regulations. He wants to drill down into the Future Adaptability portion of the RFP.

Mrs. Sullivan said that Section D was going to include talking about which parcels and whether we use fair market value. She wants specifics on what we use now.

Mr. Franklin did not like use of the term "subdivisions." We should not exclude other types of development. He then asked about next steps. The committee will formulate a list of questions, and meet with both consultants.

Ms. O'Meara was asked to prepare the minutes as soon as possible as an aid to formulating questions.

The committee agreed to draft questions and email them to the Chair Franklin, with a cc: to Ms. O'Meara. Mr. Franklin will compile the questions and email them to the committee Thursday, July 7th. The committee will then meet on Friday, July 8th at 8:00 to review questions. Interviews will be scheduled for 8:30 a.m. and 9:30 a.m., depending on availability of the consultants.

Mr. Franklin then opened the meeting for public comment. Mr. Lawton, Planning Decisions, explained that the "kick-off" meeting could cover some of the issues raised by the committee. He said the real product of a study like this is learning by the committee and the public. He said his company had just spent a day conducting interviews to collect this type of information. From the interview, capital costs are added, plus marginal costs so that in the end a

quantitative interpretation can be made. That can then be adjusted. He also noted that land use regulations and changes can have fiscal consequences, such as changing density. He agreed that Planning Decisions would be available for their interview at 8:30 a.m.

Mr. Franklin mentioned correspondence from Mr. Connelly regarding this study to which he and Ms. O'Meara responded. He also noted a study by SPO evaluating the economic value of conservation which he would like added to the FOSP website.

Meeting adjourned at 5:03 p.m.

Respectfully submitted,

Maureen O'Meara, Town Planner