

## Bruce Lockwood

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**From:** Michael Hussey <mhussey@gmail.com>  
**Sent:** Wednesday, March 27, 2024 9:05 PM  
**To:** Bruce Lockwood  
**Subject:** Re: [CE SBAC] SBAC Communications Committee: DRAFT Survey Insert for Discussion

One side will be the cover letter, yes. Flip it over, and you'll have the 12 needs outlined. The other page will have the three options, flip that over and you'll have the matrix of solutions for each option.

A window envelope sounds doable, yes.

On Wed, Mar 27, 2024 at 8:54 PM Bruce Lockwood <[blockwood@portlandresearch.com](mailto:blockwood@portlandresearch.com)> wrote:

The survey is 4 sides and the insert is 4 sides. Is one side going to be the cover letter? If so, I'm going to need space for name and address. To speed things up we are thinking of using a window envelope.

Am I understanding this correctly?

Thanks,

Bruce

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**From:** Michael Hussey <[mhussey@gmail.com](mailto:mhussey@gmail.com)>  
**Sent:** Wednesday, March 27, 2024 6:39 PM  
**To:** Bruce Lockwood <[blockwood@portlandresearch.com](mailto:blockwood@portlandresearch.com)>  
**Subject:** Fwd: [CE SBAC] SBAC Communications Committee: DRAFT Survey Insert for Discussion

The total insert would be 4 pages...(two front and back).

So the total mailer would be 2 thick pages for the survey (front and back) and two thin pages for the cover letter and project info (front and back).

-Michael

----- Forwarded message -----

**From:** Emilie B. Waugh <[EWaugh@harriman.com](mailto:EWaugh@harriman.com)>  
**Date:** Wed, Mar 27, 2024 at 4:36 PM  
**Subject:** [CE SBAC] SBAC Communications Committee: DRAFT Survey Insert for Discussion

To: SBAC (CE School Building Advisory Cmte) <[cesbac@capeelizabethschools.org](mailto:cesbac@capeelizabethschools.org)>  
Cc: Lisa D. Sawin <[LSawin@harriman.com](mailto:LSawin@harriman.com)>, Chuck Adam <[Chuck.Adam@turntown.com](mailto:Chuck.Adam@turntown.com)>, Michael Ensminger <[Michael.Ensminger@turntown.com](mailto:Michael.Ensminger@turntown.com)>, Chris Record <[crecord@capeelizabethschools.org](mailto:crecord@capeelizabethschools.org)>

Good afternoon Communications Committee,

Attached is an in-progress draft of what we are mocking up for the survey informational insert materials, for discussion and direction in tomorrow morning's communications meeting.

- Page 1: Committee to confirm which SBAC member is writing the cover letter.
- Page 2: I have reformatted the ad content on the Needs to 8.5x11 page size. No text changes have been made.
- Page 3: We have adjusted the layout to remove the infographic bubbles and chart, and replaced with the tax impact chart for each option.
  - As you can see, in addition to our page size being much smaller than the Courier ad this was based on, the tax impact table is much wider than the infographic was. Therefore, we have to reduce each option's description by 2/3, and would only be able to fit a very cursory 1-2 sentence summary of each option.
    - **Please review this page and let us know your content recommendations.**
    - Note: font sizes are as small as they can get (10pt for the majority of the page).
    - I did look to see if we could revert back to the Courier Ad format where we had the tax impact for all options at the bottom of the page, but it runs over by about 3 columns on 8.5x11 paper.
- Page 4: We are still working on making reductions to the 'what does it solve' matrix. It requires significant cuts to the content, as it currently runs 4 pages.

Thank you all. We look forward to discussing tomorrow.

**Harriman**

**Emilie Waugh**

Educational Facility Planning Coordinator

80 Exchange Street

Portland, ME 04101

Office: 207-775-0053

Cell: 619-300-5698

[harriman.com](http://harriman.com)

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Under Maine's Freedom of Access law, documents - including e-mail - about town/school department business are classified as public records and may be subject to disclosure.

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To unsubscribe from this group and stop receiving emails from it, send an email to [cesbac+unsubscribe@capeelizabethschools.org](mailto:cesbac+unsubscribe@capeelizabethschools.org).

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Michael Hussey

Phone: 212-464-8714

Skype: popcontest

<http://www.michaelhussey.com>

<http://www.statsocial.com>

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Michael Hussey

Phone: 212-464-8714

Skype: popcontest

<http://www.michaelhussey.com>

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**Bruce Lockwood**

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**From:** Michael Hussey <mhussey@gmail.com>  
**Sent:** Friday, May 10, 2024 8:24 AM  
**To:** Debra Lane  
**Cc:** Bruce Lockwood  
**Subject:** FOIA request - Michael Hussey communications with Bruce Lockwood of Portland Research Group  
**Attachments:** [CE SBAC] Survey Analysis.eml; [CE SBAC] Survey Questions.eml; [CE SBAC] Finance Exploration and Survey Result Analysis.eml; 2 new charts.eml; New Slide.eml; More mail responses.eml; [CE SBAC] SBAC Meeting Tuesday May 7th at 6:00/pm - 8:00/pm.eml; Draft Report.eml; [CE SBAC] PRG Draft survey report (do not discuss or disseminate).eml; ip addresses.eml; Updated Report.eml; Update & reminder of presenting tomorrow evening.eml; Update April 29.eml; Sample distribution.eml; Project Status.eml; IP Addresses.eml; Survey update & a question.eml; Update, April 19.eml; Update April 18.eml; Update April 17.eml; Update.eml; Update.eml; Have the surveys been mailed?.eml; please confirm survey URL.eml; FW: Revised Cover Letter Artwork Required.eml; Assessing Db for mailing.eml; Survey deadline.eml; Survey Cover Letter.eml; Cover Letter -- Microsoft Word version.eml; DRAFT (Survey #2 Cover Letter).eml; [CE SBAC] Updated survey from PRG.eml; SBAC Survey 2.eml; [CE SBAC] Updated proposal from Portland Research Group.eml; 9x12 Window Dimensions.eml; [CE SBAC] SBAC Communications Committee: DRAFT Survey Insert for Discussion.eml; request for voter file - Cape Elizabeth, Maine.eml; Proposal Survey 2 -.eml; [CE SBAC] Fwd: Cape SBAC Survey 2.eml; Registered Voter List - for SBAC survey.eml; First Draft SBAC Survey 2.eml; FW: Voter file question.eml; SBAC Proposal V2.eml; New quote question.eml; survey mailing list.eml; SBAC survey discussion (video link).eml; Re: Fwd: online feedback survey.eml; revised survey memo --.eml; survey memo.eml; Please add this to tomorrow's agenda (SBAC communications sub-committee).eml; SBAC Email list.eml

Debra,

Here are all communications I've had with Bruce Lockwood of Portland Research Group.

Thanks,  
Michael Hussey



(212) 464-8714



Monday, May 6 • 1:26 PM

I'll call you right back.

Sorry, I am in a meeting  
or on a call. Can I call you  
back?

Yes

I'll call you back. Sorry about  
that

Okay





Tuesday, May 7 • 10:50 AM

Hi Bruce, I was hoping you  
could check the Google  
sheet with questions from  
the committee. Here is



Text message



tes  
←  (212) 464-8714   

I'll call you back. Sorry about that

Okay

Tuesday, May 7 • 10:50 AM

Hi Bruce, I was hoping you could check the Google sheet with questions from the committee. There is an updated question in there from Cindy Voltz and I've also posted some information that I would like for you to review.

Tuesday, May 7 • 12:18 PM

Okay, will do.

12:18 PM • SMS



Text message



## Bruce Lockwood

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**From:** Michael Hussey <mhussey@gmail.com>  
**Sent:** Tuesday, May 14, 2024 10:20 AM  
**To:** SBAC (CE School Building Advisory Cmte)  
**Cc:** Bruce Lockwood; debra...@capeelizabeth.org  
**Subject:** Re: FOAA Request Biermann (re: Portland Research Group)

Debra -- I also want to make sure that you saw my submission on this request last week.

Thanks,  
Michael Hussey

On Tuesday, May 14, 2024 at 9:52:22 AM UTC-4 Bruce Lockwood wrote:

Hi Debra,

I will prepare this after I deliver a report to another client that I put off due to the SBAC work.

Thanks,

Bruce Lockwood

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**From:** Debra Lane <[debra...@capeelizabeth.org](mailto:debra...@capeelizabeth.org)>  
**Sent:** Thursday, May 2, 2024 10:16 AM  
**To:** SBAC (CE School Building Advisory Cmte) <[ces...@capeelizabethschools.org](mailto:ces...@capeelizabethschools.org)>; Bruce Lockwood <[bloc...@portlandresearch.com](mailto:bloc...@portlandresearch.com)>  
**Subject:** FOAA Request Biermann (re: Portland Research Group)

Good Morning SBAC and Bruce Lockwood,

We continue to work through requests for information.

The SBAC email that was set up captures emails on the town's server so when we receive requests, emails can be provided. In this instance, the emails are also posted online. Hopefully emails are going through the SBAC email however there could be a few that are not.

Elizabeth Biermann is extending her request for emails, correspondence and notes from the original request on March 14 until today.

Please see Ms. Biermann's requests - May 2 and March 14.

SBAC members/staff and Mr. Lockwood, do you have any emails, correspondence or notes specific to Ms. Biermann's request? If you have emails that went through the SBAC email they have already been captured and posted.

**Please let me know no later than 5pm on Monday, May 6.** If you have information to provide, we will then determine how to obtain the information and when.

Thank you for your assistance.

Debra



5/2/2024

Also, please consider this a follow-up FOAA for any emails from Bruce Lockwood or Portland Research Group to any member of the town council, town staff or SBAC member which states, confirms, or discusses in any way, whether they have had or not had, any emails responsive to my original March 14 FOAA for the same between March 14th and today.

----- Forwarded message -----

From: **Elizabeth Eames Biermann** <[eea...@gmail.com](mailto:eea...@gmail.com)>

Date: Thu, Mar 14, 2024 at 10:16 AM

Subject: FOAA request

To: Debra Lane <[debra...@capeelizabeth.org](mailto:debra...@capeelizabeth.org)>

Hello -

I would like to make a request for all emails, text messages, written correspondence, meeting notes, or other written documentation, between any individual on the SBAC and any employee or representative of the Portland Research Group, including but not limited to Bruce Lockwood regarding, relating to, or arising out of discussion of a survey of the members of the Cape Elizabeth Community regarding or relating in any way to the SBAC's work, between January 1, 2024 and today.

My preference, if possible, is for documentation in an electronic format.

Thank you,

Elizabeth Biermann

19 Trundy Road

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*Debra M. Lane*

**Town of Cape Elizabeth**

**Assistant Town Manager**

**320 Ocean House Road**

**Cape Elizabeth, ME 04107**

**[\(207\) 799-7665](tel:(207)799-7665) Fax [\(207\) 799-7141](tel:(207)799-7141)**

**Town Hall Hours: Mondays 7:30-5:00, Tuesday - Thursday 7:30-4:30 Closed Fridays**

## Bruce Lockwood

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**From:** Bruce Lockwood  
**Sent:** Tuesday, April 30, 2024 10:49 AM  
**To:** 'Michael Hussey'  
**Subject:** RE: ip addresses

Hi Michael,

The 4's and 5's are a little worrisome. Those IP addresses represent about 21 surveys, which isn't a huge number out of 1,077. I wonder how many people completed a web survey plus a paper survey. I know the last group of 30 paper surveys I picked up was comprised primarily of retirees, based on the age reported.

I'm not sure it would be good to take out any of the responses.

Thanks,  
Bruce

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**From:** Michael Hussey <mhussey@gmail.com>  
**Sent:** Tuesday, April 30, 2024 10:39 AM  
**To:** Bruce Lockwood <blockwood@portlandresearch.com>  
**Subject:** ip addresses

# 21R x3C : X ✓ fx =COUNTIF(A:A,A22)

	A	B	C	D	E
1	ipAddress	Unique	Duplicates		
2	169	No VPN or Proxy Detected	5		
3	169	No VPN or Proxy Detected	5		
4	169	No VPN or Proxy Detected	5		
5	169	No VPN or Proxy Detected	5		
6	169	No VPN or Proxy Detected	5		
7	104	No VPN or Proxy Detected	4		
8	104	No VPN or Proxy Detected	4		
9	104	No VPN or Proxy Detected	4		
10	104	No VPN or Proxy Detected	4		
11	73.	No VPN or Proxy Detected	4		
12	73.	No VPN or Proxy Detected	4		
13	73.	No VPN or Proxy Detected	4		
14	73.	No VPN or Proxy Detected	4		
15	98.	No VPN or Proxy Detected	4		
16	98.	No VPN or Proxy Detected	4		
17	98.	No VPN or Proxy Detected	4		
18	98.	No VPN or Proxy Detected	4		
19	98.	No VPN or Proxy Detected	4		
20	98.	No VPN or Proxy Detected	4		
21	98.	No VPN or Proxy Detected	4		
22	98.	No VPN or Proxy Detected	4		
23	104	No VPN or Proxy Detected	3		
24	104	No VPN or Proxy Detected	3		
25	104	No VPN or Proxy Detected	3		
26	104	No VPN or Proxy Detected	3		
27	104	No VPN or Proxy Detected	3		
28	104	No VPN or Proxy Detected	3		

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 Michael Hussey  
 Phone: 212-464-8714  
 Skype: popcontest  
<http://www.michaelhussey.com>  
<http://www.statsocial.com>

## Bruce Lockwood

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**From:** Bruce Lockwood  
**Sent:** Friday, March 8, 2024 4:10 PM  
**To:** 'Michael Hussey'  
**Subject:** RE: New quote question

Okay. I'm getting estimates right now.

Thanks,  
Bruce

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**From:** Michael Hussey <mhussey@gmail.com>  
**Sent:** Friday, March 8, 2024 4:05 PM  
**To:** Bruce Lockwood <blockwood@portlandresearch.com>  
**Subject:** Re: New quote question

I don't think we can send email invites. It will only be available to people through the mail. We can discuss mail vs web next week, too.

Any sense of how much more the mail version costs?

Thanks for meeting up for lunch.

Michael Hussey

Phone: 212-464-8714  
Skype: popcontest

<http://www.michaelhussey.com>  
<http://www.statsocial.com>

On Fri, Mar 8, 2024 at 3:30 PM Bruce Lockwood <[blockwood@portlandresearch.com](mailto:blockwood@portlandresearch.com)> wrote:

Hi Michael,

Thank you again for lunch! As I said, I had always wanted to try Ruby Thai and you are right, it is very good.

I was putting together specs to get another estimate for the mailing and it occurred to me that we should have some sort of letter. Do you think we can fit a brief letter on the insert or do you think we need to add another sheet of paper?

The other thought that came to mind, is if we mail everyone a paper survey and then send them an email invitation, we won't know if someone completes both a mail and web survey. I don't know how we link the two. In other surveys, we have asked people to write in their address, but if people are intent on jamming the box, they won't do that.

A mailing of 6,000 is a lot more money than the mailing we previously proposed.

I'm back to weighing a web survey only method, but I'll keep pushing forward with the paper.

Thanks,

Bruce

## Bruce Lockwood

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**From:** Michael Hussey <mhussey@gmail.com>  
**Sent:** Thursday, March 7, 2024 8:11 PM  
**To:** Bruce Lockwood  
**Subject:** Re: Fwd: online feedback survey

We can discuss that tomorrow. Thanks. All is well, though.

On Thu, Mar 7, 2024 at 7:49 PM Bruce Lockwood <[blockwood@portlandresearch.com](mailto:blockwood@portlandresearch.com)> wrote:  
Okay, well there is a lot to consider in this note.

I stand behind the web survey we did last summer. We got great response from a very representative sample of the Cape Elizabeth population. The weights were basically fine tuning the demographic distribution.

Are you getting a lot of feedback like this?

Thank you for sharing.  
Bruce

On Mar 7, 2024 7:23 PM, Michael Hussey <[mhussey@gmail.com](mailto:mhussey@gmail.com)> wrote:  
;-)

----- Forwarded message -----

From: Jennifer Bodenrader <[joplifan69@hotmail.com](mailto:joplifan69@hotmail.com)>  
Date: Thursday, March 7, 2024 at 1:30:01 PM UTC-5  
Subject: online feedback survey  
To: [cesbac@capeelizabethschools.org](mailto:cesbac@capeelizabethschools.org) <[cesbac@capeelizabethschools.org](mailto:cesbac@capeelizabethschools.org)>

Dear SBAC,

The online feedback discussed this morning and during previous meetings, is indeed a survey. It's called a qualitative (not quantitative) survey.

Qualitative surveys are designed with open questions to elicit longer, detailed responses to provide a deeper understanding of survey respondents perspective.

Qualitative surveys are the foundation of quantitative research. They are used to develop quantitative survey questions about something new. Researchers take the long narrative responses and use a tedious rigorous process to identify trends and variables (things that influence decisions). Then they use this information to design measurable research questions.

Qualitative surveys are also used to increase our depth of understanding about something beyond what quantitative methods can measure. The goal of qualitative research is not to be representative or generalized, but to gain insights.

SBAC's qualitative, ill planned survey is an example of how surveys should first and foremost, DO NO HARM. We are all capable of unintentionally creating poorly planned, poorly conceptualized, grandiose, misinterpreted, misunderstood survey questions that can cause serious harm to humans, our community, and our school project.

The online qualitative feedback survey was rushed, ill conceived, and had no applicable purpose.

If you go back to the September 2023 survey, you will see that out of the 38% that voted for the previous school bond more than half prefer two new school buildings. This "more than half" comprises 23% of total voters. This segment of voters was over represented in your online qualitative feedback survey, but their responses could provide insight.

One question you could keep in mind while reading their responses is if anything indicates how far away from G, building new schools, SBAC could go and expect to maintain their support? There may probably valuable insights you could gleam.

Thank you to Dr. Record for making space and ensuring all voices are heard!

Here is a laypersons description of qualitative research: <https://www.lumoa.me/blog/what-is-qualitative-data/>

Thanks so much for reading,  
Sincerely  
Jen

Jennifer Bodenrader P.h.D.

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Michael Hussey

Phone: 212-464-8714

Skype: popcontest

<http://www.michaelhussey.com>

<http://www.statsocial.com>



**Bruce Lockwood**

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**From:** Michael Hussey <mhussey@gmail.com>  
**Sent:** Wednesday, April 10, 2024 10:35 PM  
**To:** Bruce Lockwood  
**Subject:** please confirm survey URL

I'll add it to the SBAC website tomorrow....

Thanks much,  
Michael

--  
Michael Hussey

Phone: 212-464-8714  
Skype: popcontest

<http://www.michaelhussey.com>  
<http://www.statsocial.com>

## Bruce Lockwood

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**From:** Michael Hussey <mhussey@gmail.com>  
**Sent:** Friday, April 26, 2024 12:04 PM  
**To:** Bruce Lockwood  
**Cc:** Christopher Record; Matthew Sturgis  
**Subject:** Re: Project Status

Sounds good. Makes sense.

On Apr 26, 2024 at 9:55 AM, <[Bruce Lockwood](#)> wrote:

I need to see what the remaining responses look like and what our current sample looks like.

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**From:** Michael Hussey <mhussey@gmail.com>  
**Sent:** Friday, April 26, 2024 9:07 AM  
**To:** Bruce Lockwood <blockwood@portlandresearch.com>  
**Cc:** Record, Christopher <crecord@capeelizabetschools.org>; Matthew Sturgis <matthew.sturgis@capeelizabeth.org>  
**Subject:** Re: Project Status

Assuming you get the remaining paper responses in hand by Monday, will we still get the remaining mail responses into the final results?

On Fri, Apr 26, 2024 at 8:51 AM Bruce Lockwood <[blockwood@portlandresearch.com](#)> wrote:

Good morning,

Yesterday, I picked up n=268 mail responses to bring our total to n=1,054 (718 web and 336 paper). This is a great response! There are actually more mail responses to be processed at the post office, but we need to get the data set ready to report results.

Also, I just wanted to follow-up on the payment of the initial invoice I sent. The address has changed where the payment should be sent to 9 Hunts Point Road, Cape Elizabeth, Maine 04107-2925.

Thanks,

Bruce

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**From:** Record, Christopher <[crecord@capeelizabethschools.org](mailto:crecord@capeelizabethschools.org)>  
**Sent:** Wednesday, April 24, 2024 4:25 PM  
**To:** Bruce Lockwood <[blockwood@portlandresearch.com](mailto:blockwood@portlandresearch.com)>  
**Cc:** Matthew Sturgis <[matthew.sturgis@capeelizabeth.org](mailto:matthew.sturgis@capeelizabeth.org)>; [mhussey@gmail.com](mailto:mhussey@gmail.com)  
**Subject:** Re: Project Status

Hi Bruce,

Thanks for the update. Wow, what a mess with the post office. Thanks for tracking it down and getting it fixed. I am pleased you think we have a representative sample. I will update the Communications Committee tomorrow. Everyone will be anxious to see the results if possible before the meeting on Tuesday.

Thanks for your extra efforts,

Chris

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Chris Record, Ph.D.

Cape Elizabeth Superintendent

320 Ocean House Rd

Cape Elizabeth, ME 04107

#207-799-2217, ext. #271 (Jen Lakari, Admin Assistant)

On Wed, Apr 24, 2024 at 3:16 PM Bruce Lockwood <[blockwood@portlandresearch.com](mailto:blockwood@portlandresearch.com)> wrote:

Hi Chris,

I am emailing you to let you know about something I uncovered with the post office.

We have received n=718 web survey responses, n=66 paper responses that were dropped off at town hall and two responses that were mailed in. The total number is n=786, which is a very good number.

However, the glaring gap is the two responses that were mailed in did not use the postage paid envelopes provided. I kept going to the P.O. Box and was stunned that we had not received any mailed responses. I asked post office clerks in South Portland several times and even went as far as probing if there were any of our envelopes sitting anywhere in the system and could they be tracked. Still no response. When I received that response again this past Saturday, I went in to the main post office on Forest Avenue to inquire. The clerk wasn't able to tell me anything.

Monday and Tuesday this week still nothing in my P.O. Box in South Portland. Today I went in again to South Portland and found the two responses that did not use the postage paid envelopes. I inquired again with a different clerk and she was able to provide me information. In fact she said they had some there but had to return them to Portland for processing. I asked about how many and she went back and pulled out a stack of about 100. She said there was another stack of about 100 sitting in Portland.

It turns out that due to a lack of experience, the two groups of 100 responses were pinballing back and forth between the South Portland and Portland post offices. Portland thought South Portland had to process the business reply and South Portland thought Portland had to process them. I was told to go back to Portland and investigate further. So I did and finally raised the issue to the head clerk who realized what the issue was. There was nothing wrong with the envelopes, the account or the permit; it was just a little different from the norm but nothing that shouldn't have been understood. The head clerk took it upon herself to process after Portland and to go over to South Portland and get the stack there. I should have the processed responses later today or tomorrow morning.

The approximate 200 responses are critical for balancing our sample because the paper surveys skew towards people who voted against the referendum in November 2022. The paper surveys I picked up at Town Hall have the same skew. This has set us back a bit, but we will work over the weekend to get the data ready as quickly as possible. The weekend labor could cost us a little more, which I have yet to determine, but nothing like in 2023.

Anyways, bottom line is we have close to if not just over 1,000 responses. If the mail returns skew as I expect them to, we should have a very representative sample as well. I am just thankful that this has finally been resolved.

Thanks,

Bruce

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*Under Maine's Freedom of Access law, documents - including e-mail - about school district business are classified as public records and may be subject to disclosure.*



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Michael Hussey

Phone: 212-464-8714

Skype: popcontest

<http://www.michaelhussey.com>

<http://www.statsocial.com>

**Bruce Lockwood**

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**From:** Michael Hussey <mhussey@gmail.com>  
**Sent:** Wednesday, March 27, 2024 4:30 PM  
**To:** Debra Lane  
**Cc:** Melissa Newsome; Angela Frawley; Bruce Lockwood; Matthew Sturgis; Christopher Record; Penny Jordan; Cynthia Voltz  
**Subject:** Re: request for voter file - Cape Elizabeth, Maine  
**Attachments:** Scan Mar 21, 2024.pdf

Debra -

Thank you. Form is attached.

Active voters only is definitely the way to go.

Many thanks,  
Michael Hussey

On Wed, Mar 27, 2024 at 4:14 PM Debra Lane <[debra.lane@capeelizabeth.org](mailto:debra.lane@capeelizabeth.org)> wrote:

Hi Michael,

Deputy Clerk Melissa Newsome just spoke again with Scott King.

If it's decided to use the voter list, the attached form will need to be completed and submitted to me. I'll also need the agreement with Portland Research Group which states the list can be used for this survey only and the list will be destroyed after this use. If the list is used, consideration should be given to send the survey to the active voters only. The state determines the information on the list which will include active and inactive voters. It is possible to remove the inactive voters before mailing labels are created. The list will be downloaded to a thumb drive.

Thank you very much.  
Debbie

On Wed, Mar 27, 2024 at 1:29 PM Michael Hussey <[mhussey@gmail.com](mailto:mhussey@gmail.com)> wrote:

Debra,

Thanks for clarifying the legality of the SBAC and town sending a mailer out.

The challenge with the property tax list is that not every registered voter is on that list. There are renters in town; there are married couples where only one name will be listed on the property tax; and there may be multiple generations living in the household, but only one or two names listed on the tax forms.

Our plan is to send a unique code to each registered voter -- and from there, they can take an online survey or mail back a paper survey. I believe the most recent registered voter list housed by the Secretary of State is for 7851 people. Scott King is willing to work with you to get the clean list, if that helps matters.

-Michael

On Wed, Mar 27, 2024 at 12:21 PM Debra Lane <[debra.lane@capeelizabeth.org](mailto:debra.lane@capeelizabeth.org)> wrote:

Hi Michael,

Melissa just heard from Scott King. The list can be used for this purpose only, *provided the town has a contract with the third party which states the list can be used for this survey only and the list must be destroyed after this use.*

Perhaps there should be consideration of using the property tax list instead. The voter file is +8900 voters, double the size of the tax list. The State is in the midst of a voter list purge. Of the voters, +1000 are inactive. We anticipate the inactives no longer live in Cape Elizabeth (therefore not eligible to vote in CE) and will be purged after the November election. The mailing address goes to the last mailing address on file. For those who have voted by absentee ballot, the mailing address may have been their winter home, college address, temporary work address etc. If they are not at that address, the survey may not reach them or delay getting to them. Has there been consideration for the return endorsement? If the endorsement provides for the survey to be forwarded, the voter could still be a CE resident however there could also be a chance the voter has moved and is no longer eligible to vote in CE.

This information is meant to be helpful, not complicate things, deciding whether the voter list should be used.

Thank you!  
Debbie

On Wed, Mar 27, 2024 at 8:38 AM Michael Hussey <[mhussey@gmail.com](mailto:mhussey@gmail.com)> wrote:

Debra,

Hope you are well. I've been working through the Secretary of State's office to obtain the registered voter list for mailing out of the SBAC's next survey -- which should go out the door sometime next week.

Scott King from the Division of Elections (see below) has been helping me out on this -- and he just called me again right now. He's telling me that we should work through you for access to the mailing list, rather than his office, since this is a local, not state-wide, request. Scott told me he is available to help you if there are any questions.

In short, we need to get the mailing list of every registered voter in Cape Elizabeth over to Portland Research Group this week, if possible. There is no need to see the party registration data -- simply Name and Mailing Address.

Please feel free to call me if you have any questions. (212) 464-8714

Many thanks,  
Michael Hussey

----- Forwarded message -----

From: **King, Scott** <[Scott.King@maine.gov](mailto:Scott.King@maine.gov)>  
Date: Mon, Mar 25, 2024 at 4:12 PM  
Subject: RE: request for voter file - Cape Elizabeth, Maine  
To: Michael Hussey <[mhussey@gmail.com](mailto:mhussey@gmail.com)>

Michael,

I left you a voice message this morning and I'm just wondering if you've received it. It occurred to me that you are requesting data for a municipality. If data is being requested for a specific municipality, the request should go directly to that municipality and the municipality will provide the data as long as the requestor is eligible. Only statewide, countywide, and districtwide data should be requested through the State. Please call me if you have questions or if I can be of further assistance, 207-624-7797.

Thank you,

**Scott King**

Assistant Director of Voter Registration

Division of Elections

Department of the Secretary of State

Phone: 207-624-7650 | Fax: 207-287-6545



---

**From:** Michael Hussey <[mhussey@gmail.com](mailto:mhussey@gmail.com)>  
**Sent:** Friday, March 22, 2024 4:06 PM  
**To:** King, Scott <[Scott.King@maine.gov](mailto:Scott.King@maine.gov)>  
**Subject:** Fwd: request for voter file - Cape Elizabeth, Maine

**EXTERNAL: This email originated from outside of the State of Maine Mail System. Do not click links or open attachments unless you recognize the sender and know the content is safe.**

----- Forwarded message -----

From: **Michael Hussey** <[mhussey@gmail.com](mailto:mhussey@gmail.com)>  
Date: Thu, Mar 21, 2024 at 3:24 PM  
Subject: request for voter file - Cape Elizabeth, Maine  
To: <[cec.elections@maine.gov](mailto:cec.elections@maine.gov)>  
Cc: Matthew Sturgis <[matthew.sturgis@capeelizabeth.org](mailto:matthew.sturgis@capeelizabeth.org)>, Bruce Lockwood <[blockwood@portlandresearch.com](mailto:blockwood@portlandresearch.com)>

Dear CVR Manager,

Attached is a request for the registered voter file records for the town of Cape Elizabeth.

I am requesting the file on behalf of the town of Cape Elizabeth and our local School Building Advisory Committee. More info on our committee here: <https://www.capeelizabethsbac.com/>

We are preparing to send out a town-wide survey to every registered voter to solicit opinions on potential school building projects. That survey is being conducted by Portland Research Group (cc'd on this email). I've also cc'd our town manager, Matthew Sturgis, in case there are any further questions.

Please let us know the easiest way to make payment -- perhaps a credit card over the phone?

Sincerely,

Michael Hussey  
Chair of the Communications Subcommittee

--

Michael Hussey

Phone: 212-464-8714  
Skype: popcontest

<http://www.michaelhussey.com>  
<http://www.statsocial.com>

--

Michael Hussey

Phone: 212-464-8714  
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--

Michael Hussey

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Skype: popcontest

<http://www.michaelhussey.com>  
<http://www.statsocial.com>

--

***Debra M. Lane***  
**Town of Cape Elizabeth**  
**Assistant Town Manager**  
**320 Ocean House Road**  
**Cape Elizabeth, ME 04107**  
**(207) 799-7665 Fax (207) 799-7141**

**Town Hall Hours: Mondays 7:30-5:00, Tuesday - Thursday 7:30-4:30 Closed Fridays**

--

Michael Hussey

Phone: 212-464-8714  
Skype: popcontest

<http://www.michaelhussey.com>

<http://www.statsocial.com>

--

*Debra M. Lane*

Town of Cape Elizabeth

Assistant Town Manager

320 Ocean House Road

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--

Michael Hussey

Phone: 212-464-8714

Skype: popcontest

<http://www.michaelhussey.com>

<http://www.statsocial.com>

**Bruce Lockwood**

---

**From:** Bruce Lockwood  
**Sent:** Tuesday, April 9, 2024 3:19 PM  
**To:** 'Michael Hussey'; Record, Christopher  
**Subject:** RE: FW: Revised Cover Letter Artwork Required

Thank you!

---

**From:** Michael Hussey <mhussey@gmail.com>  
**Sent:** Tuesday, April 9, 2024 12:09 PM  
**To:** Record, Christopher <crecord@capeelizabethschools.org>  
**Cc:** Bruce Lockwood <blockwood@portlandresearch.com>  
**Subject:** Re: FW: Revised Cover Letter Artwork Required

Send it!

Thanks, Bruce...

On Tue, Apr 9, 2024 at 11:33 AM Record, Christopher <[crecord@capeelizabethschools.org](mailto:crecord@capeelizabethschools.org)> wrote:

Looks good to me. Michael?

-----  
Chris Record, Ph.D.  
Cape Elizabeth Superintendent  
320 Ocean House Rd  
Cape Elizabeth, ME 04107  
#207-799-2217, ext. #271 (Jen Lakari, Admin Assistant)

On Tue, Apr 9, 2024 at 11:18 AM Bruce Lockwood <[blockwood@portlandresearch.com](mailto:blockwood@portlandresearch.com)> wrote:

Hi Chris and Michael,

This is what the letter looks like now. The address will fit in the window.

Is this good to go?

Thanks,

Bruce

---

**From:** XPress Copy <[orders@xcopy.com](mailto:orders@xcopy.com)>  
**Sent:** Tuesday, April 9, 2024 10:24 AM  
**To:** Bruce Lockwood <[blockwood@portlandresearch.com](mailto:blockwood@portlandresearch.com)>  
**Subject:** Re: Revised Cover Letter Artwork Required

Hi Bruce,

Please see the attached. This will fit in the window . Please let me know if it works on your end.

Thank you,

Todd



## **XPress Copy**

17 Westfield Street

Portland, ME 04102

[E-Mail:orders@xcopy.com](mailto:orders@xcopy.com) / [Web:www.xcopy.com](http://www.xcopy.com)

---

**From:** Bruce Lockwood <[blockwood@portlandresearch.com](mailto:blockwood@portlandresearch.com)>  
**Sent:** Tuesday, April 9, 2024 9:51 AM  
**To:** XPress Copy <[orders@xcopy.com](mailto:orders@xcopy.com)>  
**Subject:** RE: Revised Cover Letter Artwork Required

Hi Todd,

I have received an okay.

Are you able to try it or do I need to do that?

Thanks,

Bruce

---

**From:** XPress Copy <[orders@xcopy.com](mailto:orders@xcopy.com)>  
**Sent:** Tuesday, April 9, 2024 8:38 AM  
**To:** Bruce Lockwood <[blockwood@portlandresearch.com](mailto:blockwood@portlandresearch.com)>  
**Subject:** Fw: Revised Cover Letter Artwork Required

Good Morning Bruce,

In speaking with production this morning, it looks like we will need the cover letter reworked with the address moved down. There just isn't enough room to shift it to fit the window(See attached picture). Can you rework the cover letter file and send me revised art?

Thank you,

Todd



## XPress Copy

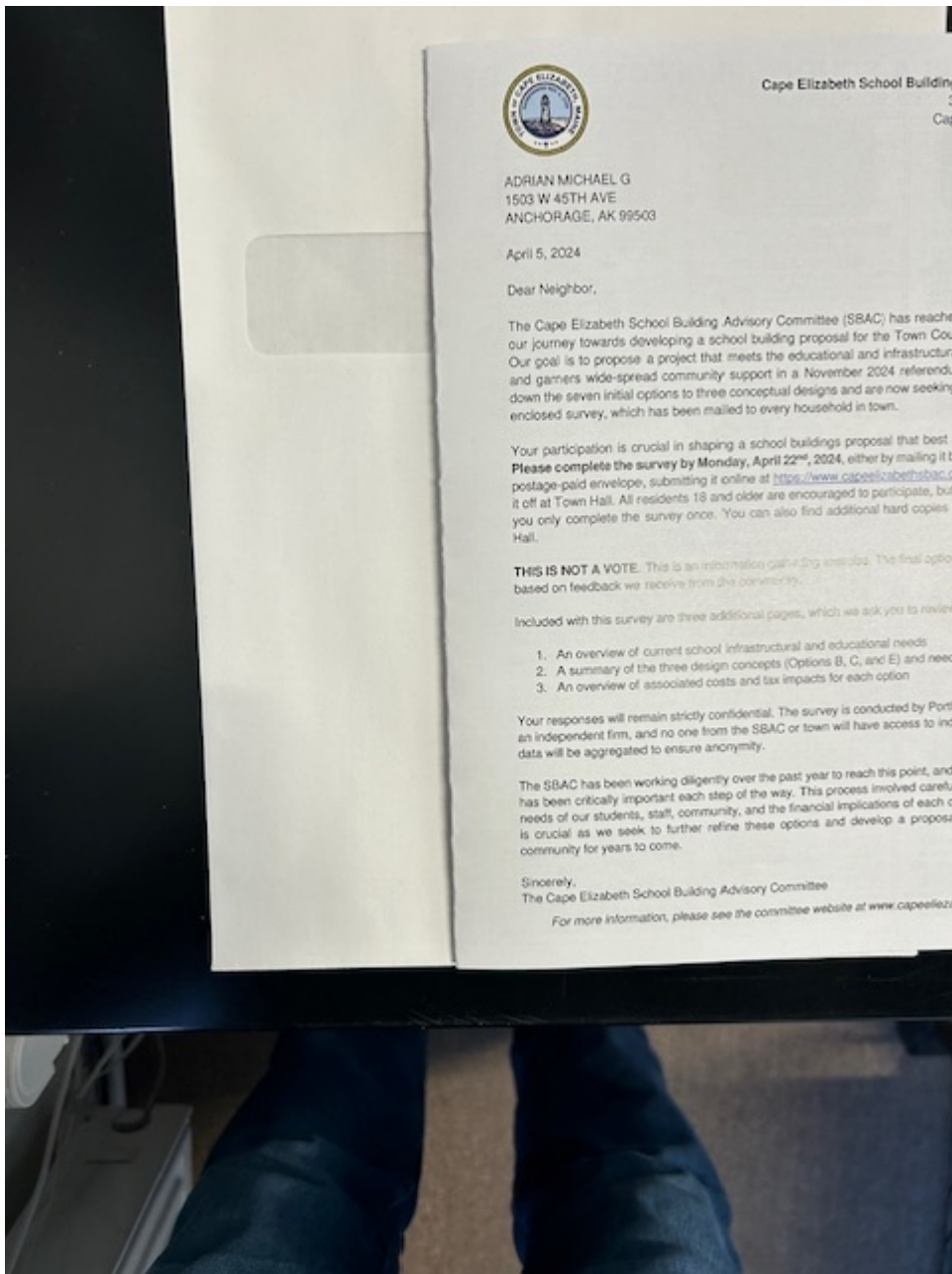
17 Westfield Street

Portland, ME 04102

E-Mail:[orders@xcopy.com](mailto:orders@xcopy.com) / Web:[www.xcopy.com](http://www.xcopy.com)

---

**From:** Todd Kent <[todd@xcopy.com](mailto:todd@xcopy.com)>  
**Sent:** Tuesday, April 9, 2024 8:34 AM  
**To:** XPress Copy <[orders@xcopy.com](mailto:orders@xcopy.com)>  
**Subject:**



Todd Kent

Owner/President

XPress Copy Services

(207)775-2444



*public records and may be subject to disclosure.*



[Open Minds and Open Doors](#)

--

Michael Hussey

Phone: 212-464-8714

Skype: popcontest

<http://www.michaelhussey.com>

<http://www.statsocial.com>

**Bruce Lockwood**

---

**From:** Bruce Lockwood  
**Sent:** Wednesday, January 17, 2024 3:28 PM  
**To:** 'Michael Hussey'  
**Subject:** RE: Revised proposal  
**Attachments:** Cape Elizabeth SBAC Survey 2 Proposal.doc

Hi Michael,

I noticed that I kicked the date off the header after page 1. I fixed it with today's date.

Thanks,  
Bruce

---

**From:** Michael Hussey <mhussey@gmail.com>  
**Sent:** Wednesday, January 17, 2024 10:09 AM  
**To:** Bruce Lockwood <blockwood@portlandresearch.com>  
**Subject:** Re: Revised proposal

do you mind if I update the date to today's date? I'm going to share it with the committee today in advance of tomorrow's meeting.

On Wed, Jan 17, 2024 at 9:50 AM Bruce Lockwood <[blockwood@portlandresearch.com](mailto:blockwood@portlandresearch.com)> wrote:

Hi Michael,

Here is the revised proposal.

See you tomorrow morning.

Thanks,

Bruce

--  
Michael Hussey

Phone: 212-464-8714

Skype: popcontest

<http://www.michaelhussey.com>  
<http://www.statsocial.com>

## Bruce Lockwood

---

**From:** Michael Hussey <mhussey@gmail.com>  
**Sent:** Tuesday, May 7, 2024 11:01 AM  
**To:** Sweet, Caitlin  
**Cc:** Bruce Lockwood; SBAC (CE School Building Advisory Cmte); Chuck Adam  
**Subject:** Re: [CE SBAC] Survey Questions

Hello,

I would like to caution against the assumption that everyone who voted "yes" in the 2022 referendum believed they were voting for a 20%+ tax increase. We do not have any evidence to support this claim.

It is important to remember that there was significant counter-narrative in the lead-up to the referendum, which explicitly stated that the road signs advertising a 20-25% increase were incorrect.

Best regards,  
Michael

On Tue, May 7, 2024 at 10:27 AM Sweet, Caitlin <[csweet@capeelizabethschools.org](mailto:csweet@capeelizabethschools.org)> wrote:

Hi Bruce,

I sent these to Michael yesterday but I think he's under the weather and I was unable to access the google doc.

Adding some questions and I'm about to cc you on an email to the entire SBAC about some other issues and if you have time today would like your thoughts on what all that says as well. Primarily the questions for you revolve around what your thoughts are about why the responses re taxes have always been so far from reflecting the outcome of the actual vote in 2022 (ie, 38% of people voted for an increase of 20% or more but only 14% said they would in the first survey and 19% in the second survey)

My other qs:

Slide 15 breaks down the Concept preferences by 2022 Referendum votes.

What is the reverse? For each 2022 Referendum category, how do those people break out across the Concept preferences?

Slide 49 shows that half of respondents feel "Much More Informed", which might point to how preferences can change with more information

What does the chart request above look only for respondents who feel "Much More Informed"? (For that sub-population, for their 2022 Referendum position, what are their Concept preferences now?)

Thanks,  
CS

--

Under Maine's Freedom of Access law, documents - including e-mail - about town/school department business are classified as public records and may be subject to disclosure.

To unsubscribe from this group and stop receiving emails from it, send an email to [cesbac+unsubscribe@capeelizabethschools.org](mailto:cesbac+unsubscribe@capeelizabethschools.org).

--

Michael Hussey

Phone: 212-464-8714

Skype: popcontest

<http://www.michaelhussey.com>

<http://www.statsocial.com>

**Bruce Lockwood**

---

**From:** Michael Hussey <mhussey@gmail.com>  
**Sent:** Thursday, March 7, 2024 8:09 AM  
**To:** Bruce Lockwood  
**Subject:** revised survey memo --

<https://docs.google.com/document/d/1ujEYuQxQnMrwF2x023dpgyJodpvG9n7Elb6A5xxRoZA/editf>

--

Michael Hussey

Phone: 212-464-8714

Skype: popcontest

<http://www.michaelhussey.com>

<http://www.statsocial.com>

## Bruce Lockwood

---

**From:** Bruce Lockwood  
**Sent:** Thursday, January 18, 2024 4:43 PM  
**To:** 'Michael Hussey'  
**Subject:** RE: SBAC Email list

Thank you. That was easy!

---

**From:** Michael Hussey <mhussey@gmail.com>  
**Sent:** Thursday, January 18, 2024 2:44 PM  
**To:** Bruce Lockwood <blockwood@portlandresearch.com>  
**Subject:** Re: SBAC Email list

subscribe here -- <https://public.govdelivery.com/accounts/MECAPEELIZABETH/subscriber/new>

On Thu, Jan 18, 2024 at 11:58 AM Bruce Lockwood <[blockwood@portlandresearch.com](mailto:blockwood@portlandresearch.com)> wrote:

Hi Michael,

I could not readily see how to sign-up for the SBAC email list and eNewsletter. Can you please add me?

Thanks,

Bruce

--

Michael Hussey

Phone: 212-464-8714

Skype: popcontest

<http://www.michaelhussey.com>

<http://www.statsocial.com>

**Bruce Lockwood**

---

**From:** Michael Hussey <mhussey@gmail.com>  
**Sent:** Friday, March 8, 2024 8:05 AM  
**To:** Bruce Lockwood  
**Subject:** SBAC survey discussion (video link)

I downloaded last night's meeting and cut out everything except for the survey discussion at the end. This is probably worth your time to get a sense of the issues that will come up next week when we connect with the broader group.

<https://www.youtube.com/watch?v=bWkiRYfGMfs>

Thanks,  
Michael

--  
Michael Hussey

Phone: 212-464-8714  
Skype: popcontest

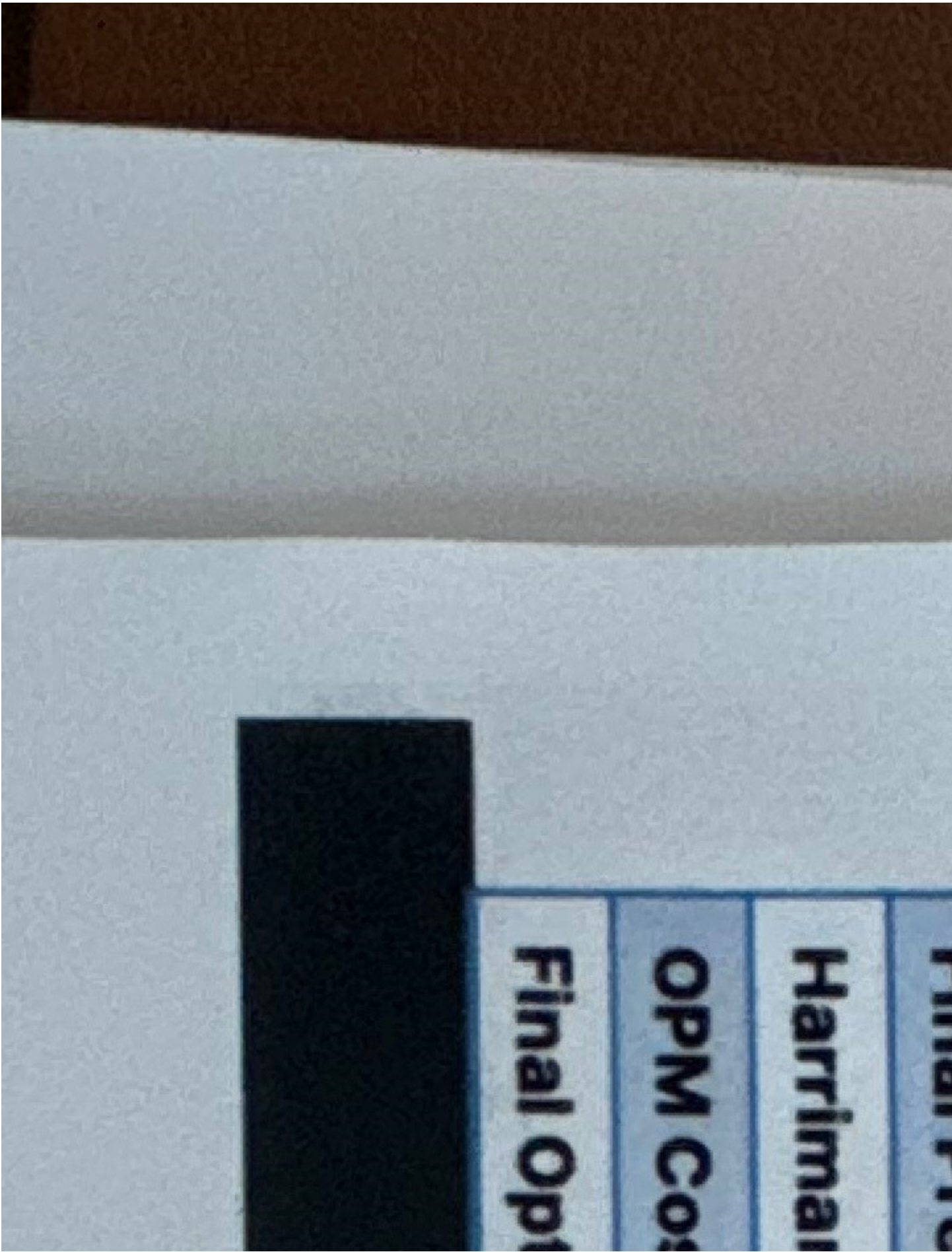
<http://www.michaelhussey.com>  
<http://www.statsocial.com>



**Bruce Lockwood**

---

**From:** Michael Hussey <mhussey@gmail.com>  
**Sent:** Monday, January 8, 2024 8:34 AM  
**To:** Bruce Lockwood



Sent from my iPhone

## Bruce Lockwood

---

**From:** Michael Hussey <mhussey@gmail.com>  
**Sent:** Thursday, April 4, 2024 5:38 PM  
**To:** Bruce Lockwood  
**Cc:** Record, Christopher; Matthew Sturgis  
**Subject:** Re: Survey deadline

Yes -- that works. Thanks.

On Thu, Apr 4, 2024 at 1:17 PM Bruce Lockwood <[blockwood@portlandresearch.com](mailto:blockwood@portlandresearch.com)> wrote:

Hi all,

Sorry for sending a second email. I just went to <https://capeelizabethsbac.com/survey> and saw the deadline there to be April 22<sup>nd</sup>, which is a Monday. That's fine, I was actually toying with using that date as the deadline. So I will go with Monday, April 22<sup>nd</sup> as the deadline.

Thanks,

Bruce

--

Michael Hussey

Phone: 212-464-8714

Skype: popcontest

<http://www.michaelhussey.com>

<http://www.statsocial.com>

**Bruce Lockwood**

---

**From:** Michael Hussey <mhussey@gmail.com>  
**Sent:** Monday, March 11, 2024 12:18 PM  
**To:** Bruce Lockwood  
**Subject:** Fwd: survey mailing list  
**Attachments:** 2021-10 CVR Data Request Form Facts and Instructions (1).doc

----- Forwarded message -----

From: <[lbenoit@maine.rr.com](mailto:lbenoit@maine.rr.com)>  
Date: Mon, Mar 11, 2024 at 11:54 AM  
Subject: survey mailing list  
To: Michael Hussey <[mhussey@gmail.com](mailto:mhussey@gmail.com)>

Maine Central Voter Registration System (CVR) official form attached.

Total for Cape Elizabeth is 7831

Note Section E (Governmental Use)

--

Michael Hussey

Phone: 212-464-8714

Skype: popcontest

<http://www.michaelhussey.com>

<http://www.statsocial.com>

**From:** Michael Hussey <mhussey@gmail.com>  
**Sent:** Wednesday, March 6, 2024 5:11 PM  
**To:** Bruce Lockwood  
**Subject:** survey memo

### **Why Conduct a Survey?**

Quick thoughts from Michael Hussey, SBAC Member

As we progress towards a decisive phase in the SBAC's mission, conducting a town-wide survey stands as a critical step for information gathering and inclusive decision-making. This survey will be an invaluable tool for community engagement, garnering representative feedback, and solidifying the legitimacy of our decision-making process.

Before narrowing down the three proposed design options to one final selection, it is imperative to understand and reflect upon the broader community's insights and priorities. Below are the key reasons why such a survey is indispensable for a project such as the one we are undertaking – which is asking taxpayers to approve perhaps the largest self-funded school infrastructure investment in Maine's history.

For those within the SBAC who may be hesitant, I would ask, why wouldn't you want this information? Why would you prefer to forego data that can illuminate current voter sentiment, potentially altered from previous assessments, especially following this year's property revaluation? What if the information reveals positive changes in the community's willingness to support the schools' needs, perhaps accepting of higher tax rates than previously considered.

**Representation:** It ensures that the feedback and preferences are representative of the entire community, not just the voices that are the loudest or most present at public meetings.

**Informed Decision-Making:** The survey can provide the SBAC with comprehensive data on community priorities and concerns, which will lead to a more informed final decision.

**Transparency:** It demonstrates a transparent approach to community engagement, showing that all stakeholders have an opportunity to contribute to the decision-making process.

**Avoiding Future Conflicts:** A survey can reveal potential points of contention or misunderstanding early in the process, allowing the SBAC to address these issues before they escalate.

**Validation of SBAC's Work:** Positive feedback through the survey can serve as validation for the committee's efforts and choices thus far.

**Financial Considerations:** Understanding the community's willingness to support various tax impacts can guide the SBAC in selecting a financially viable option.

**Long-term Planning:** Feedback on the survey may provide insights into long-term community goals and values, which is crucial for future planning and sustainability of the schools.

**Promoting Engagement:** Sending out a survey can increase community engagement and interest in the school project, which could lead to a more informed voter at the referendum.

--

Michael Hussey

Phone: 212-464-8714

Skype: popcontest

<http://www.michaelhussey.com>

<http://www.statsocial.com>

## Bruce Lockwood

---

**From:** Bruce Lockwood  
**Sent:** Friday, April 19, 2024 5:38 PM  
**To:** Michael Hussey  
**Cc:** Christopher Record  
**Subject:** Re: Update, April 19

All I can think of is it is held up at a post office somewhere. I'll ask some questions tomorrow if I don't see anything.

On Apr 19, 2024 4:18 PM, Michael Hussey <mhussey@gmail.com> wrote:  
Zero post office responses is strange.

On Apr 19, 2024 at 9:53 AM, <[Bruce Lockwood](#)> wrote:

Good morning,

We currently have n=341 web survey responses.

I picked up 7 paper responses from Town Hall yesterday and checked the post office. Nothing has come into the post office yet as of yesterday afternoon.

Thanks,  
Bruce



## Bruce Lockwood

---

**From:** Bruce Lockwood  
**Sent:** Tuesday, April 16, 2024 3:55 PM  
**To:** 'Michael Hussey'  
**Cc:** Christopher Record  
**Subject:** RE: Update

We are up to n=250 completed web surveys. There is also at least one paper survey that was dropped off at Town Hall.

---

**From:** Michael Hussey <mhussey@gmail.com>  
**Sent:** Tuesday, April 16, 2024 3:14 PM  
**To:** Bruce Lockwood <blockwood@portlandresearch.com>  
**Cc:** Christopher Record <crecord@capeelizabetschools.org>  
**Subject:** Re: Update

Thanks for the update. Do you have an updated number of completes?

On Apr 16, 2024 at 2:18 PM, <[Bruce Lockwood](#)> wrote:

Hi Chris and Michael,

I received the survey today in the mail.

Earlier today, I dropped off surveys, inserts and postage-paid envelopes with Debbie Lane at Town Hall.

Thanks,  
Bruce

**Bruce Lockwood**

---

**From:** Michael Hussey <mhussey@gmail.com>  
**Sent:** Wednesday, April 3, 2024 11:59 AM  
**To:** Bruce Lockwood  
**Cc:** SBAC (CE School Building Advisory Cmte); cre...@capeelizabethschools.org  
**Subject:** Re: [SPAM] RE: Updated survey from PRG

Bruce --

To confirm -- we want to replace the URL you see below with: <https://www.capeelizabethsbac.com/survey>

Once that change is made, the survey is good to go.

Also note -- the tax impacts are good to go. We're sending it over to Harriman now to update the graphics. That should be a quick turnaround on their end. You will have the final four-page insert copy this afternoon.

Thanks,  
Michael



The work of the School Building Advisory Committee (SBAC) has reached a point where your input is essential. Every household in Cape Elizabeth has been mailed a copy of the survey at: <https://i.rrimr.com/b/CapeSBACSurvey.htm>. Your input is critically important to the school buildings proposal that will best serve the entire Cape Elizabeth community who is 18 years of age or older is invited to complete the survey. Responses only Portland Research Group will review your individual responses. Completion by **Monday, April 22, 2024** to be included. Thank you for taking time to share your input.

To confirm --

On Wed, Apr 3, 2024 at 8:43 AM Bruce Lockwood <[blockwood@portlandresearch.com](mailto:blockwood@portlandresearch.com)> wrote:

Good morning,

I tried to get a shorter URL, but was unsuccessful. I'm afraid we are stuck with the longer URL unless we use a special redirect service, which costs a little extra money.

Sorry about that,

Bruce

---

**From:** Michael Hussey <[mhussey@gmail.com](mailto:mhussey@gmail.com)>  
**Sent:** Tuesday, April 2, 2024 11:50 AM  
**To:** SBAC (CE School Building Advisory Cmte) <[cesbac@capeelizabethschools.org](mailto:cesbac@capeelizabethschools.org)>  
**Cc:** [cre...@capeelizabethschools.org](mailto:cre...@capeelizabethschools.org) <[crecord@capeelizabethschools.org](mailto:crecord@capeelizabethschools.org)>; Bruce Lockwood <[blockwood@portlandresearch.com](mailto:blockwood@portlandresearch.com)>  
**Subject:** Re: Updated survey from PRG

I think the survey itself looks great.

I'd like to change the URL we point people to for the online survey, as "<https://i.rrimr.com/b/CapeSBACSurvey.htm>" will be hard to type in.

Can we use <https://www.capeelizabethsbac.com/survey/> ???

On that page, I have a very large button linking to the above URL. Once the data for the survey insert is finalized, I'll also include that info on the above page.

Thanks,  
Michael

On Tuesday, April 2, 2024 at 11:40:56 AM UTC-4 [cre...@capeelizabethschools.org](mailto:cre...@capeelizabethschools.org) wrote:

Hi SBAC,

I have attached the updated survey from Bruce based upon our feedback at Communications last Thursday. We need to get this to the printer ASAP, so please share any feedback (please not a discussion) by noon tomorrow (Wednesday).

Thanks,

Chris

-----

Chris Record, Ph.D.

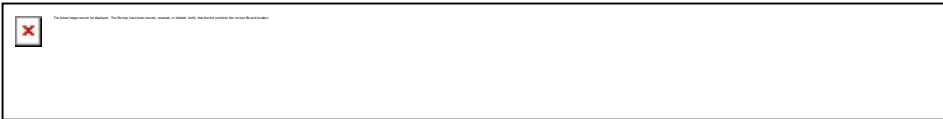
Cape Elizabeth Superintendent

320 Ocean House Rd

Cape Elizabeth, ME 04107

#[207-799-2217](tel:207-799-2217), ext. #271 (Jen Lakari, Admin Assistant)

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*Under Maine's Freedom of Access law, documents - including e-mail - about school district business are classified as public records and may be subject to disclosure.*



[Open Minds and Open Doors](#)

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Michael Hussey

Phone: 212-464-8714

Skype: popcontest

<http://www.michaelhussey.com>

<http://www.statsocial.com>

## Bruce Lockwood

---

**From:** Michael Hussey <mhussey@gmail.com>  
**Sent:** Wednesday, May 8, 2024 5:14 PM  
**To:** Sweet, Caitlin  
**Cc:** Corinne Bell; Chuck Adam; SBAC (CE School Building Advisory Cmte); Bruce Lockwood  
**Subject:** Re: [CE SBAC] Survey Analysis

Caitlin --

My apologies -- super busy day here with my day job.

I missed your asking for the spreadsheet I used to calculate my percentages. Just wanted to let you know that I didn't use a spreadsheet, as I just used simple multiplication to calculate my ratios.

-Michael

On Wed, May 8, 2024 at 3:49 PM Bruce Lockwood <[blockwood@portlandresearch.com](mailto:blockwood@portlandresearch.com)> wrote:

Hi Corinne and Caitlin,

As I mentioned in my last note, I like to take the marketing research data at face value and make as few assumptions as possible, because assumptions introduce a subjective bias. The first slide I showed last night (slide 8) is the one thing we did to the raw data. We weighted the data both in 2023 and 2024 to reflect the voter distribution from November 2022 as best we could. I say "as best we could" because some people didn't vote in the November 2022 referendum because they were away, not aware of it, didn't live here at the time or weren't old enough to vote and are old enough now. Also, some people who responded to the survey either left the referendum voting question (Q15) blank or they preferred not to answer. The people we could not track to an actual vote or about 10% to 11% of the sample, we left alone and did not weight them, effectively a weight of 1.00; we did not deemphasize them nor did we emphasize them. The weights focus on just the remaining 90% or so of the sample. Weighting is a common practice in marketing research. Notably, weighting just impacts summary data, that is, data that reflects a combination of the segments being weighted like the total sample. When you look at those who voted no in 2022 alone, the percentages are effectively unweighted. Same is true when you look at those who voted yes alone. In 2023, we specifically wanted to reflect the sentiment in November 2022 to identify overriding community wide opinions. To make the 2024 research congruent to the 2023 data we weighted the data in the same manner.

Caitlin, I looked at both your analysis and Michael's analysis prior to the meeting last night. I didn't have Corinne's analysis prior to the meeting.

In all of the analyses, you can't assume that all people who voted "yes" in 2022 will vote "yes" in 2024. Likewise, you can't assume all people who voted "no" in 2022 will vote "no" in 2024. External forces like education, input from others, communications from opposing parties, new economic realities, etc. can change the opinions of people either way (yes to no or no to yes) or make them lean more in the direction of their position in November 2022.

Michael's analysis makes slight adjustments for each, using simple math. I was vague about it last night because I want to emphasize the results of the survey at face value.

Corinne, I'm sorry, but I do not know what you are trying to get at with your analysis. The pie chart on the left adds up to more than 100%, so I'm not sure what that is saying. The pie chart on the right does not have any percentages, but looks similar to the other so it may too add to more than 100%. Maybe I'm missing something.

Caitlin, again, I don't believe you can just assume that all 38% who voted in favor of the November 2022 referendum will vote the same way in 2024. As I said above, likewise, you can't make the assumption that all who opposed will oppose again. Many external factors have impacted opinions since November 2022. In addition, it is a lot easier for people to make a monetary commitment (or any commitment) on a survey than it is in reality. That's why I segment scales like I do because in my opinion and experience, ratings of 4-7 are very non-committal in reality. For pricing studies, we never ask respondents what they would pay for something because the nature of people is they want something for nothing, they don't know how much a product or service costs, and they don't know how much the provider of the product or service needs to earn on it to make it a viable initiative. For pricing studies for intent to buy, we discount 8-10 ratings, greatly discount 4-7 ratings and don't take anything from 1-3 ratings in terms of likely to buy. So again, I think the assumptions are a little broad and I would rather stick to the data at face value.

The last exercise, and perhaps I am not reading it correctly, talks about weighting the data to align with the votes in the November 2022 referendum. The data going into the model is already weighted to reflect the sentiment at the time of the November 2022 referendum. Again, maybe I am missing something and certainly have not put the time into this that you have, but this is my assessment right now.

Again, as I said in my last note, I think the right project for the Cape Schools can be passed, but it is going to take some concessions and compromises. The three big outcomes from a project should be enhanced safety and security, updated, efficient mechanical systems and technology upgrades to meet current standards.

Hopefully this helps,

Bruce

---

**From:** Corinne Bell <[cbell765@gmail.com](mailto:cbell765@gmail.com)>

**Sent:** Wednesday, May 8, 2024 11:05 AM

**To:** Sweet, Caitlin <[csweet@capeelizabethschools.org](mailto:csweet@capeelizabethschools.org)>

**Cc:** Bruce Lockwood <[blockwood@portlandresearch.com](mailto:blockwood@portlandresearch.com)>; Chuck Adam <[Chuck.Adam@turntown.com](mailto:Chuck.Adam@turntown.com)>; SBAC (CE School Building Advisory Cmte) <[cesbac@capeelizabethschools.org](mailto:cesbac@capeelizabethschools.org)>

**Subject:** Re: [CE SBAC] Survey Analysis

Hi Bruce,

I appreciate your willingness to show up for additional meetings and continue to answer our many questions (and I hope your concert was great!).

I am attaching an updated version of my analysis - page 1 is the same as what Caitlyn attached with some graphic adjustments for clarity, and page 2 is the same exercise with the data from your new slide 60.

I don't believe I have invented any math here - just fed the percentages from your slides 15 and 60 back into the pie chart on page 40 to get a visual of how the groups break down in the full "pie". I would appreciate feedback on if this is a correct way to analyze the numbers you have provided, as this is not my area of expertise.

Appreciatively,

Corinne

On Wed, May 8, 2024 at 9:07 AM Sweet, Caitlin <[csweet@capeelizabethschools.org](mailto:csweet@capeelizabethschools.org)> wrote:

Bruce,

Michael included his analysis in the google doc which you were able to respond to at yesterday's meeting by kind of vaguely agreeing that you might have gone about it the same way. I did not have edit access the google doc despite requesting it and sent you my questions in an email yesterday.

I should have sent my full analysis as well. I am attaching my survey analysis and Corinne Bell's survey analysis as well as an email from the public we received about Michael's methodology. Which, transparently, is from my husband. I had no part in writing it, I would like to state that for the committee's knowledge.

The question about the survey and this analysis is not about preferences, it is a math problem and we should be able to come to consensus on math problems if nothing else.

Please provide Corinne and I the same courtesy that has been afforded Michael and give your thoughts (ideally detailed) on our methodologies and the disagreement we are facing.

[Caitlin's Analysis](#)

Corinne's analysis is attached file name "SBAC\_2022 VOTES PERCENT OF CONCEPTS"

[Michael's Analysis](#)

Thank you,

Caitlin Sweet

SBAC School Board Rep

--

Under Maine's Freedom of Access law, documents - including e-mail - about town/school department business are classified as public records and may be subject to disclosure.

To unsubscribe from this group and stop receiving emails from it, send an email to [cesbac+unsubscribe@capeelizabethschools.org](mailto:cesbac+unsubscribe@capeelizabethschools.org).

--

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To unsubscribe from this group and stop receiving emails from it, send an email to [cesbac+unsubscribe@capeelizabethschools.org](mailto:cesbac+unsubscribe@capeelizabethschools.org).

--

Michael Hussey

Phone: 212-464-8714

Skype: popcontest



<http://www.michaelhussey.com>

<http://www.statsocial.com>

Enjoy the weekend!



(212) 464-8714



Thursday, Jan 4 • 6:50 PM

Happy new year, Bruce. Any chance you have time to connect briefly sometime tomorrow?

Thursday, Jan 4 • 9:06 PM

Happy New Year Michael. I am heading to Boston tomorrow with some of my family. I would say I could connect tomorrow night but I'm not sure when I will get back. I could connect on Saturday.





Thursday, Jan 4 • 10:42 PM

Let's see if we can sync on



Text message



←  (212) 464-8714   

Let's see if we can sync on  
Saturday. Or Monday is okay, too.

Friday, Jan 5 • 7:18 AM

Okay. Do you want to meet in person or by phone?

Friday, Jan 5 • 9:05 AM

Hi Bruce. Either way is good. How does 11am sound?

Saturday, Jan 6 • 7:25 AM

Hi Michael. I'm sorry, Monday would work much better for me. Anytime on Monday works for me. Also in-person or phone is also fine.



Text message



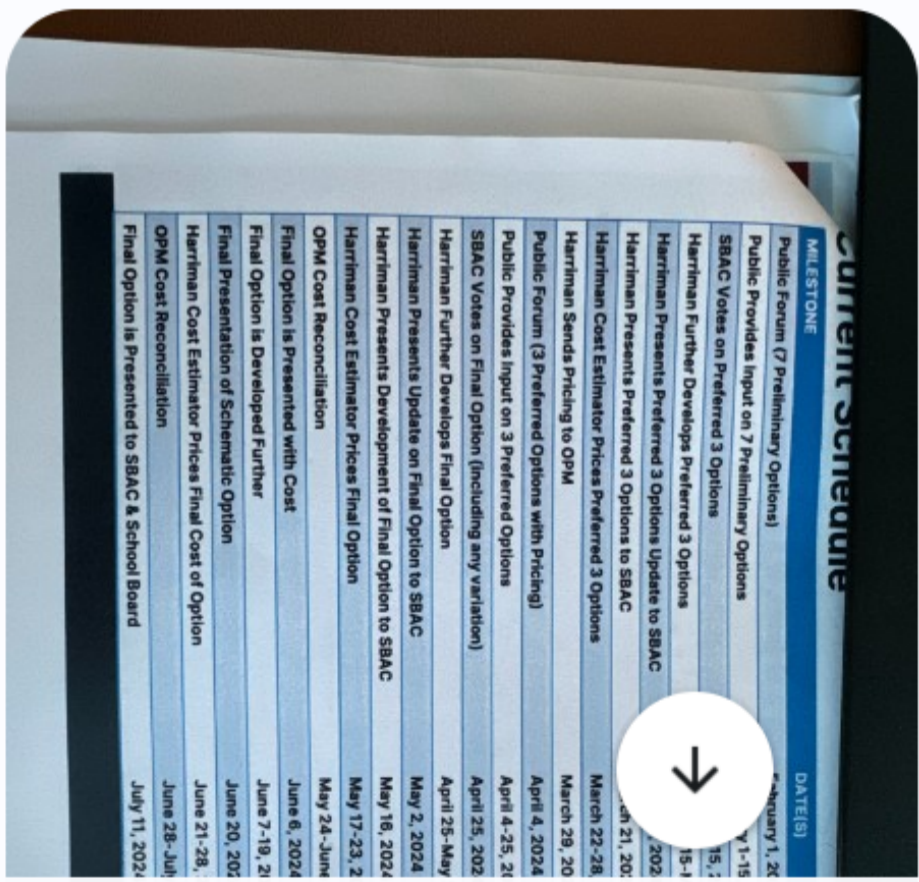
Saturday, Jan 6 • 9:36 AM

Monday is kind of busy on my end. Does 830 am call work for you?

Yes, 8:30am works for me. Sorry about not being able to connect today.

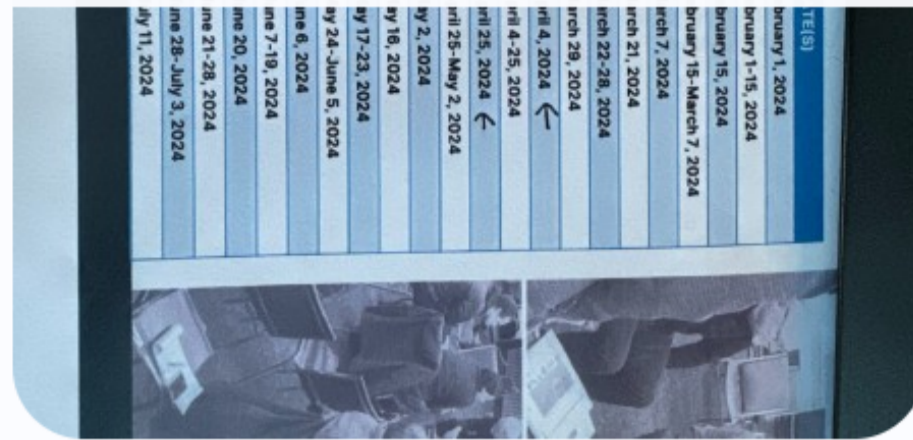
No problem at all

Monday, Jan 8 • 8:33 AM





(212) 464-8714



Tuesday, Jan 9 • 1:06 PM

Hi Michael, it's Bruce. I have a couple of questions. How many pages do you think the letter will be? Will there be one page for each proposal? Can the letter be black & white or does it need to be color? Will the committee send emails to their database like last time? I assume we will make use of the assessor database again for the letters. Thanks!



Text message





(212) 464-8714



Wednesday, Jan 10 • 2:03 PM

I'm planning to put together a letter proposal. Should I address it to you, Matt, Chris or someone else?

Thursday, Jan 11 • 10:53 AM

You can send it to me





If you send it to more than one person, then it goes in the public domain

Hi Bruce, any chance you could join the communication subcommittee meeting next Thursday Thursday morning at 8:30 AM?



Text message



at 8:30 AM?  
←  (212) 464-8714   

Hi Michael. Just waiting on a cost estimate for the proposal. Yes, I can join the meeting next Thursday at 8:30am. Is it at Town Hall?

Yes. Thanks much.

Friday, Jan 12 • 11:30 AM

I just emailed the proposal to you. Please let me know if you have any questions. Thanks!

Great thanks





Will check it shortly

Tuesday, Jan 15 • 4:23 PM



Text message



←  (212) 464-8714   

Tuesday, Jan 16 • 4:23 PM

Hi Bruce, just checking that you're still good to join us Thursday morning at 8:30?

Jordan conference room at the town hall


Tuesday, Jan 16 • 5:45 PM

Hi Michael. Yes, I am still good to join you. Thanks!



Wednesday, Jan 17 • 8:41 AM

Good morning Bruce can you do me one favor and update the survey proposal.





Instead of putting my name in the header,  you put



Text message





←  (212) 464-8714   

Cape Elizabeth School  
Building Advisory  
Committee

Thanks much.


Will do!

Thanks!

Just sent it.

Thursday, Jan 18 • 1:26 PM

I received the postcard  
today. I didn't see the sign  
up for the eNewsletter.

Hi Bruce. I noticed that  
there is no link  the  
email sign up currently



Text message



Hi Bruce. I noticed that  
the link to the



(212) 464-8714



email sign up currently  
on the mobile. But if you  
access the website through  
a regular laptop or PC  
browser, you should see a  
link on the right side of the  
page

Thursday, Feb 15 • 8:46 PM

I think we might narrow the  
field down to three options  
tonight.





Will be time to reengage  
soon to figure out how to  
get a survey done.

Hi Michael. I was at most of  
the meeting when Harriman  
introduced 3 options. I  
couldn't go tonight. How



Text message




←  (212) 464-8714   

Hi Michael. I was at most of the meeting when Harriman introduced the options. I couldn't go tonight. How was the turnout? Let me know when you want to meet. I'll be ready to go. Thanks!

Small turnout tonight.

We finally got tax impacts added today. Shame it took two weeks.

You can see those on the Sbac website

I saw that the tax impacts have been  ed. I haven't looked yet. I'm sorry in



Text message



## Bruce Lockwood

---

**From:** Michael Hussey <mhussey@gmail.com>  
**Sent:** Thursday, March 28, 2024 2:48 PM  
**To:** Bruce Lockwood  
**Subject:** Re: 9x12 Window Dimensions

He'll have to confirm the final layout of the letter, then...

On Thu, Mar 28, 2024 at 2:38 PM Bruce Lockwood <[blockwood@portlandresearch.com](mailto:blockwood@portlandresearch.com)> wrote:

It looks like he took a picture of an envelope he has.

---

**From:** Michael Hussey <[mhussey@gmail.com](mailto:mhussey@gmail.com)>  
**Sent:** Thursday, March 28, 2024 2:28 PM  
**To:** Bruce Lockwood <[blockwood@portlandresearch.com](mailto:blockwood@portlandresearch.com)>  
**Subject:** Re: 9x12 Window Dimensions

Does the printer have the right template to use for the cover letter?

On Thu, Mar 28, 2024 at 2:06 PM Bruce Lockwood <[blockwood@portlandresearch.com](mailto:blockwood@portlandresearch.com)> wrote:

In the photo, the bottom of the address window is 7 5/8" from the bottom.

---

**From:** Michael Hussey <[mhussey@gmail.com](mailto:mhussey@gmail.com)>  
**Sent:** Thursday, March 28, 2024 1:57 PM  
**To:** Bruce Lockwood <[blockwood@portlandresearch.com](mailto:blockwood@portlandresearch.com)>  
**Subject:** Re: 9x12 Window Dimensions

Yes -- makes sense...

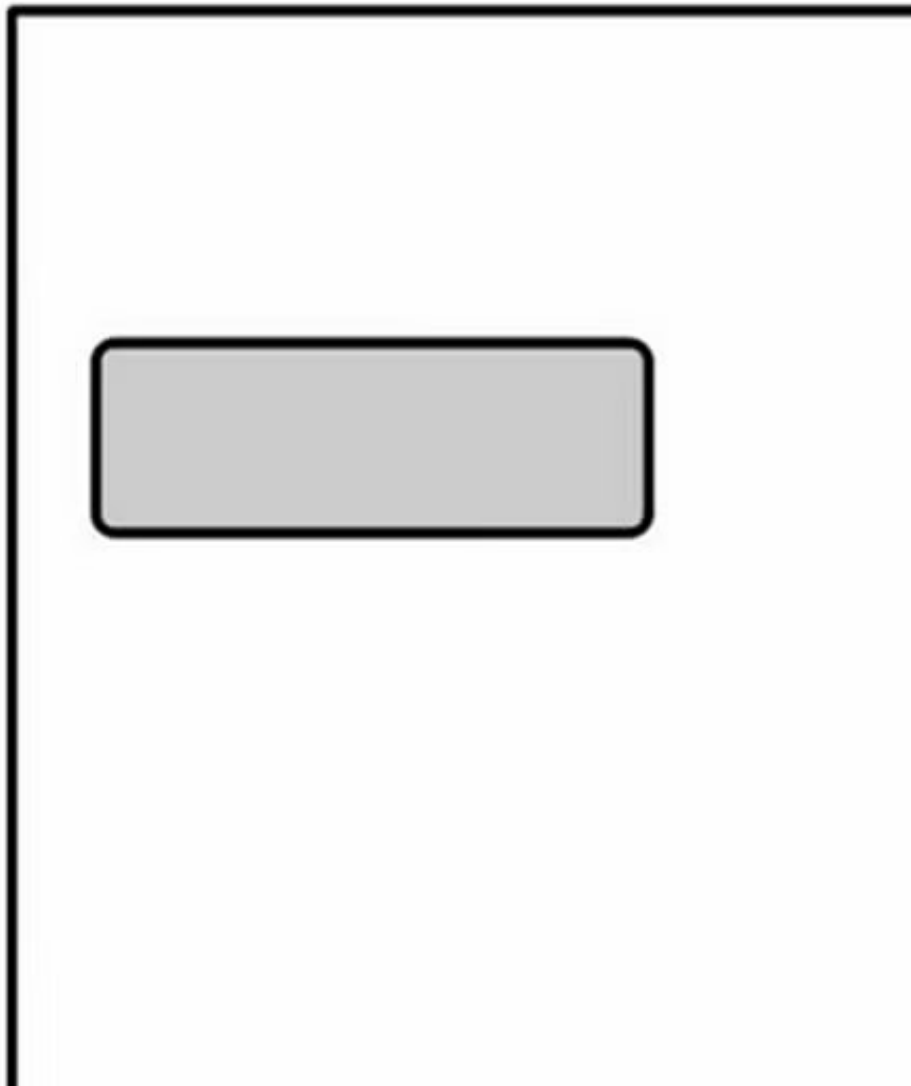
On Thu, Mar 28, 2024 at 1:43 PM Bruce Lockwood <[blockwood@portlandresearch.com](mailto:blockwood@portlandresearch.com)> wrote:

Yes, if you scroll down, you can see a picture of the envelope with the dimensions hand written on it.

---

**From:** Michael Hussey <[mhussey@gmail.com](mailto:mhussey@gmail.com)>  
**Sent:** Thursday, March 28, 2024 1:42 PM  
**To:** Bruce Lockwood <[blockwood@portlandresearch.com](mailto:blockwood@portlandresearch.com)>  
**Subject:** Re: 9x12 Window Dimensions

like this?



On Thu, Mar 28, 2024 at 1:41 PM Bruce Lockwood <[blockwood@portlandresearch.com](mailto:blockwood@portlandresearch.com)> wrote:

It is a 9x12 vertical single window.

---

**From:** Michael Hussey <[mhussey@gmail.com](mailto:mhussey@gmail.com)>  
**Sent:** Thursday, March 28, 2024 1:36 PM  
**To:** Bruce Lockwood <[blockwood@portlandresearch.com](mailto:blockwood@portlandresearch.com)>  
**Subject:** Re: 9x12 Window Dimensions

Do you know the type of envelope they are going to use? Is it a "#10 Single Window Envelope?"

On Thu, Mar 28, 2024 at 1:13 PM Bruce Lockwood <[blockwood@portlandresearch.com](mailto:blockwood@portlandresearch.com)> wrote:

Hi Michael,

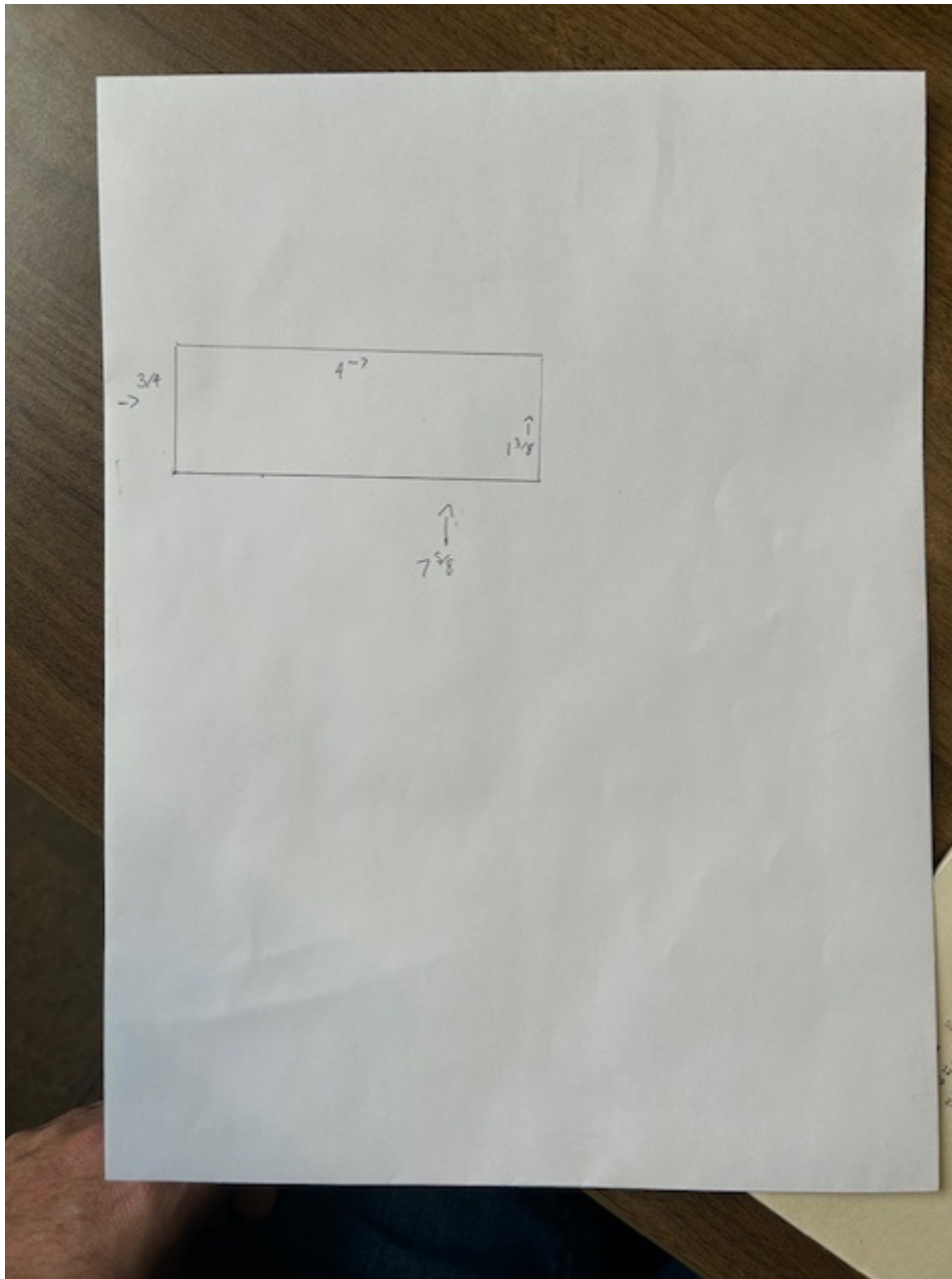
I think it serves this project best to use a 9x12 outer envelope.

Here are the dimensions for the window.

How should the return address read and what did we decide for the teaser on the outer envelope? What about something like, "Time sensitive SBAC Survey"?

Thanks,

Bruce



--

Michael Hussey

Phone: 212-464-8714

Skype: popcontest

<http://www.michaelhussey.com>  
<http://www.statsocial.com>

--

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<http://www.michaelhussey.com>

<http://www.statsocial.com>

Thanks!  
←  (212) 464-8714   

Small turnout tonight.

We finally got tax impacts added today. Shame it took two weeks.





You can see those on the Sbac website

I saw that the tax impacts have been added. I haven't looked yet. I'm sorry in the previous meeting Harriman had to admit that the estimates for the referendum project were a bit off. How was the demeanor of those in attendance? Hey, a house on Salt Spray is just about to hit the market. ↓



Text message



hit the market.  
←  (212) 464-8714   

Last Thursday was  
contentious

There will be some very  
vocal and angry people  
when we remove \$178mm  
option G from consideration

Thursday, Feb 29 • 10:34 AM

Hi Bruce. Might you have  
time to connect next  
Monday?

Hi Michael. I do. I just  
have to be at a rehearsal in  
Falmouth by 6pm.



Friday, Mar 1 • 8:45 AM

↓  
Actually. Do you have



Text message





(212) 464-8714



Friday, Mar 1 • 8:45 AM

Actually. Do you have to chat later this AM, by chance?

Yes, I will be around.

Hi Michael, sorry to miss your call. Is this a good time?

Friday, Mar 1 • 12:13 PM

Oh sorry. Does 2pm work?

Yes, 2pm works.



Friday, Mar 1 • 2:00 PM



I'm running just a few



Text message





(212) 464-8714



Friday, Mar 1 • 2:00 PM

I'm running just a few minutes late. Can I call you in a few minutes?

Sounds good!

Sorry - 2:15





Wednesday, Mar 6 • 5:16 PM

Hi Bruce. We have meetings tomorrow with the SBAC. It looks like we need to vote as a committee to move forward with the survey. There are a few people on the committee that are hesitant to support a new survey. But the majority




Text message



←  (212) 464-8714   

survey. But the majority is clearly there. I will make the case again tomorrow to committee members why this survey is essential.





I just sent you an email that has a short memo outlining those reasons.

I was wondering if you and I could meet sometime on Friday to hash out what should be in that survey. We can also review the contract and plan to get that signed next week with Matt Sturgis but our target of having a survey in the mail on April 1, means we need to get started pretty  ch right



Text message



←  (212) 464-8714   

away.

My hope is that you could present to our committee next Thursday, the first draft of the survey.

Hi Michael. Sounds good. I'll wait to hear from you. I am open all day on Friday.



Thursday, Mar 7 • 6:30 PM





Does tomorrow at 11:30 work for you? Maybe we can meet up somewhere local

Yes, that works for me. Let me know where you want to meet. We could have lunch at CSalt



Text message



←  (212) 464-8714   

meet. We could have lunch at CSalt

Thursday, Mar 7 • 7:52 PM

Yes let's get lunch. Then maybe we meet at noon?

Sounds good. Noon at CSalt?

Thursday, Mar 7 • 10:50 PM

We are voting now

You might want to watch the last 45 min or tonight's meeting

Okay



Text message







(212) 464-8714



I just finished watching the State of the Union Address. I am a little surprised the SBAC meeting is still going on.

Approved

Haha

It's crazy

Any chance we could meet at Ruby Thai tomorrow for lunch? It's always very quiet there. Or Mexican if you prefer - maybe El Corazon next to SMTC? Or Tacos y Tequila?



Friday, Mar 8 • 6:43 AM



Text message





(212) 464-8714



Friday, Mar 8 • 6:43 AM

I thought about that. Any of those places work for me.

Friday, Mar 8 • 9:07 AM

Ruby Thai is perfect then.  
See you at 12?

Also, I sent you a recording of the survey discussion from last night over email

Sounds good! I always wanted to go there. I saw the video and will take a look. See you at noon.





Oh I love Ruby Thai. Best thai in the Port ↓ d area.



Text message



that in the Portland area.

←  (212) 464-8714   

Monday, Mar 11 • 9:52 AM

I've been in contact with Debbie Lane. The State owns the voter list. We have to fill out a form to gain access to it. Debbie didn't seem too optimistic that we could use it for a SBAC survey. I can fill out the form and find out definitively if you'd like me to.

Hmm

I think I can get an approximation of this list. I'll look into it later on today

Monday, Mar 11 • 11:20 AM



Text message



Bruce Lockwood

---

**From:** Michael Hussey <mhussey@gmail.com>  
**Sent:** Tuesday, April 30, 2024 10:39 AM  
**To:** Bruce Lockwood  
**Subject:** ip addresses  
**Attachments:** Cape SBAC Survey 2 IP Addresses b.xlsx

	A	B	C	D	E
1	ipAddress	Unique	Duplicates		
2	16 [redacted]	No VPN or Proxy Detected	5		
3	16 [redacted]	No VPN or Proxy Detected	5		
4	16 [redacted]	No VPN or Proxy Detected	5		
5	16 [redacted]	No VPN or Proxy Detected	5		
6	16 [redacted]	No VPN or Proxy Detected	5		
7	10 [redacted]	No VPN or Proxy Detected	4		
8	10 [redacted]	No VPN or Proxy Detected	4		
9	10 [redacted]	No VPN or Proxy Detected	4		
10	10 [redacted]	No VPN or Proxy Detected	4		
11	73 [redacted]	No VPN or Proxy Detected	4		
12	73 [redacted]	No VPN or Proxy Detected	4		
13	73 [redacted]	No VPN or Proxy Detected	4		
14	73 [redacted]	No VPN or Proxy Detected	4		
15	98 [redacted]	No VPN or Proxy Detected	4		
16	98 [redacted]	No VPN or Proxy Detected	4		
17	98 [redacted]	No VPN or Proxy Detected	4		
18	98 [redacted]	No VPN or Proxy Detected	4		
19	98 [redacted]	No VPN or Proxy Detected	4		
20	98 [redacted]	No VPN or Proxy Detected	4		
21	98 [redacted]	No VPN or Proxy Detected	4		
22	98 [redacted]	No VPN or Proxy Detected	4		
23	10 [redacted]	No VPN or Proxy Detected	3		
24	10 [redacted]	No VPN or Proxy Detected	3		
25	10 [redacted]	No VPN or Proxy Detected	3		
26	10 [redacted]	No VPN or Proxy Detected	3		
27	10 [redacted]	No VPN or Proxy Detected	3		
28	10 [redacted]	No VPN or Proxy Detected	3		

--  
Michael Hussey  
  
Phone: 212-464-8714  
Skype: popcontest  
  
<http://www.michaelhussey.com>  
<http://www.statsocial.com>

LOOK INTO IT LATER ON TODAY



(212) 464-8714



Monday, Mar 11 • 11:20 AM

This is a public record file.  
We should have access to it.

Local governments are  
entitled to it at no cost

Secretary of State's office.

Assume there are 8000  
registered voters

8000 seems high  
considering the population  
is only about 9500.





Might be high. Might be  
closer to 7000 to 7500  
registered voters. We will  
try and get th  
today



Text message



try and get that number

←  (212) 464-8714   



I'm seeing 7680

You can go with that number

Okay. I think this is going to be too expensive.

7831 total. \$33 for the list from the state.

How much more will it be?

I'm still getting cost estimates.



Text message



Tuesday, Mar 12, 9:10 AM



(212) 464-8714



Tuesday, Mar 12 • 9:10 AM

How are things looking?

Can you join us Thursday at 830am at the town hall?

Looks like I just received the estimate I need to complete the budget. Yes, I can join you on Thursday.

Sounds good





Tuesday, Mar 12 • 11:25 AM

I have a meeting at noon so I will send you just the estimate this afternoon and depending on what you decide, follow up with a



Text message



←  (212) 464-8714   

revised proposal.



Great thanks

Tuesday, Mar 12 • 4:14 PM

I figured a 20% return for the surveys. We received 22.6% this summer. For n=500 the budget is \$27,150, \$27,650 for n=750 and \$28,200 for n=1,000. A pass through will be a couple of overnight shipments. I'm a little concerned about the turnaround to get mail out after the proof has been approved.







Please let me know if you'd



Text message





←  (212) 464-8714   

Please let me know if you'd like this in a new proposal or added to the existing proposal or to just forget about it.

Interesting to note that the number of registered voters on November 2022 was 7,309.

Ok. That sounds good to me





Let's loop in Chris Record and Matt Sturgis

Are you going to loop them in or would you like me to do that? Have they seen the original proposal?



Text message



original proposal?  
←  (212) 464-8714   

They saw the original yes

I would suggest that you email it to Chris, Matt, and and me. You can tell them that it's based on conversation with me. And the reason the price is higher, because we are mailing more people and this is a combination of online and mail in.

Those cost estimates I just gave you are paper only. We can't have online with the paper.







Tuesday, Mar 12 • 6:20 PM

That's fine by 



Text message



←  (212) 464-8714   

Tuesday, Mar 12 • 8:59 PM

So should I just add the paper as additional options to the existing proposal? That's what makes sense to me.

Yes. I think that makes sense

Okay I'll jump on it first thing in the morning and shoot it over to you. I'm guessing I should still develop a questionnaire.





Yes. Would be great to have that Thursday

Sounds good! That could be an interesting meeting.



Text message



←  (212) 464-8714   

Chance it is relatively uneventful

Wednesday, Mar 13 • 11:20 AM

I just emailed the revised proposal to you.

Great. Thanks.

I forwarded this on the communication subcommittee. We can discuss the pros and cons of online versus mail-in tomorrow with you.

Wednesday, Mar 13 • 2:32 PM





Just sent a  ft of the questionnaire to you via



Text message



tomorrow with you.

←  (212) 464-8714   

Wednesday, Mar 13 • 2:32 PM

Just sent a draft of the questionnaire to you via email.



Thursday, Mar 14 • 8:37 AM

About to get started here. But survey stuff comes after the initial planning discussion

Sorry almost there

Thursday, Mar 14 • 10:39 AM

I apologize for being late. I'm not quite sure how that happened. Well that was an interesting meeting. I



Text message





(212) 464-8714



an interesting meeting. I believe I heard Caitlin say she would never approve a survey that has people selecting the option they prefer. Of all the questions I think that question and the follow-up open end question are the two most important questions in the entire survey.

Thursday, Mar 14 • 12:55 PM

I appreciate where Caitlin is coming from. But no one person has a veto power here.

I agree with you and i know the majority d ↓ , too.

Penny explained it very well.



Text message



**Bruce Lockwood**

---

**From:** Bruce Lockwood  
**Sent:** Thursday, April 4, 2024 9:09 AM  
**To:** Michael Hussey  
**Subject:** Re: Cover Letter -- Microsoft Word version

I just lost power. Can you please send me the full URL you are directing people to for the survey and SBAC information.

Thanks,  
Bruce

On Apr 3, 2024 9:21 PM, Michael Hussey <mhussey@gmail.com> wrote:

--  
Michael Hussey

Phone: 212-464-8714  
Skype: popcontest

<http://www.michaelhussey.com>  
<http://www.statsocial.com>



(212) 464-8714



I agree with you and i know the majority does, too. Penny explained it very well.

Thursday, Mar 14 • 8:20 PM

My plan is to draft another survey incorporating the feedback from today. I'll set it up as a paper survey because I don't think we can avoid having a paper option. I am then going to have to update costs. Debbie Lane was not sure we will be able to use the voter registration file. Did you confirm that we can use it?





Thursday, Mar 14 • 10:05 PM



Text message





can use it?  
←  (212) 464-8714   

Thursday, Mar 14 • 10:05 PM


That sounds good.

And yes, I know we can use the voter file.

Thursday, Mar 21 • 12:29 PM

I have an idea for the serial number issue and security on a web survey

I keep thinking of ideas and then shooting them down. What are you thinking?





You still send one survey in the mail to every registered voter, as planned. And if they decide to  ke the web



Text message







What are you thinking?

←  (212) 464-8714   

You still send one survey in the mail to every registered voter, as planned. And if they decide to take the web survey, the first question on the first page of the web survey is the serial number on the paper survey they received in the mail. Regardless of if they enter a real serial number or not, they can still proceed to take the rest of the survey.

At the end we can go through all the web results and see if there are any duplicates with the paper completes or any serial numbers that do not match your list



  Text message  



(212) 464-8714



I thought about that. The web survey could compare codes to a database of the codes put on the paper surveys. One restriction we have this time versus last time is the need to have people look at the insert. So, posting buttons on town websites doesn't make sense unless we believe people will look for the insert. I'm going to submit the application for the voter list to determine if that is even an option. Debbie Lane has not been very optimistic. She sent me an email yesterday about it.



I think that's the



Text message





(212) 464-8714



I think that's the  
compromise. We all have  
to make. You still have to  
check your mail to get your  
code.

I can get that voter file, too.  
Did you submit to the state  
of Maine website?

1:46 PM

I haven't completed the  
application yet. I was just  
turning my attention to it.  
Do you want me to forward  
it to you?

You were looking at the  
bureau of corporations,  
elections and commissions,  
website, correct?



Text message





(212) 464-8714



I'm filling out the form from their website right now

I think so. Does it require the fee upfront or do they ask for that only if the use is approved? Do I need to complete it since you are doing it?

I just forwarded to you the form Debra Lane sent to me via email.

There's a fee once approved

I'm about to email the state of Maine with the filled out form in the next few minutes







I will send the email



Text message



for in the next few minutes

←  (212) 464-8714   

I will send the email momentarily and I will CC you and Matt Sturgis

Email sent. The form Debra sent us was a few years old.

I just saw the email. Looks great! I wonder how long it will take them to let us know the status. I think it made a stronger case coming from you and copying Matt was a great idea.

I'm going to call them tomorrow

Friday, Mar 22 • 2:59 PM







I called and left a message



Text message



←  (212) 464-8714   

Friday, Mar 22 • 2:59 PM

I called and left a message.  
Hope they call me back  
today.

That said. I am surprised the  
town doesn't have this file  
on hand already.

Friday, Mar 22 • 4:15 PM

Good news. They will send  
us the voter file next week.  
They will mail to to the town  
hall - to Matt Sturgis

That's great! I'll get going  
on costs first thing Monday.

Wednesday,  27 • 4:43 PM



Text message





(212) 464-8714



Wednesday, Mar 27 • 4:43 PM

Hi Bruce. If you have a moment, can you give me a buzz? Many thanks.

Thursday, Mar 28 • 10:09 PM

You'll have to let me know how the meeting went.

Friday, Mar 29 • 11:22 AM

Went fine.

Looks like we should be good to get all the information needed for those four pages by Monday, including costs. I am going to draft the cover letter later to



Text message







(212) 464-8714



Friday, Mar 29 • 2:17 PM

Great!

Saturday, Mar 30 • 8:35 AM

Can you email me the final draft of the survey by chance? I'm going to work on the cover letter this morning and it would be helpful to reference it.

Sounds good. Thanks.

Will do. I haven't yet updated it from our Thursday meeting.



Monday, Mar 31 • 8:55 PM



Text message



## Bruce Lockwood

---

**From:** Michael Hussey <mhussey@gmail.com>  
**Sent:** Monday, April 1, 2024 11:20 AM  
**To:** Bruce Lockwood  
**Subject:** Re: DRAFT (Survey #2 Cover Letter)

Sounds good.

Thanks.

Looks like we're pretty much done with the content for the four page insert.

On Mon, Apr 1, 2024 at 10:03 AM Bruce Lockwood <[blockwood@portlandresearch.com](mailto:blockwood@portlandresearch.com)> wrote:

Hi Michael,

The letter looks good. I need to update the URL for the web survey. And, I may extend the due date by a few days.

Thanks,

Bruce

---

**From:** Michael Hussey <[mhussey@gmail.com](mailto:mhussey@gmail.com)>  
**Sent:** Saturday, March 30, 2024 1:41 PM  
**To:** Christopher Record <[crecord@capeelizabethschools.org](mailto:crecord@capeelizabethschools.org)>; Bruce Lockwood <[blockwood@portlandresearch.com](mailto:blockwood@portlandresearch.com)>; Matthew Sturgis <[matthew.sturgis@capeelizabeth.org](mailto:matthew.sturgis@capeelizabeth.org)>; Penny Jordan <[penny.jordan@capeelizabeth.org](mailto:penny.jordan@capeelizabeth.org)>; Cynthia Voltz <[cvoltz@capeelizabethschools.org](mailto:cvoltz@capeelizabethschools.org)>; Ibenoit <[lbenoit@maine.rr.com](mailto:lbenoit@maine.rr.com)>; Sweet, Caitlin <[csweet@capeelizabethschools.org](mailto:csweet@capeelizabethschools.org)>; Corinne Bell <[cbell765@gmail.com](mailto:cbell765@gmail.com)>; [tim.th...@capeelizabeth.org](mailto:tim.th...@capeelizabeth.org) <[tim.thompson@capeelizabeth.org](mailto:tim.thompson@capeelizabeth.org)>; David W Andrews <[andrews1958@icloud.com](mailto:andrews1958@icloud.com)>; Chuck Adam <[chuck.adam@turntown.com](mailto:chuck.adam@turntown.com)>; Michael Ensminger <[Michael.Ensminger@turntown.com](mailto:Michael.Ensminger@turntown.com)>; Lisa D. Sawin <[LSawin@harriman.com](mailto:LSawin@harriman.com)>; Emilie B. Waugh <[EWaugh@harriman.com](mailto:EWaugh@harriman.com)>  
**Subject:** DRAFT (Survey #2 Cover Letter)

Here is the draft cover letter for inclusion in the survey mailer next week.

[https://docs.google.com/document/d/1Ui-Ogba6QlvHRNBsWMAvjIupgSptgNxJkjcqNsER\\_E/edit](https://docs.google.com/document/d/1Ui-Ogba6QlvHRNBsWMAvjIupgSptgNxJkjcqNsER_E/edit)

Note -- fitting all of this on one page was challenging. There's a lot more I wish we could cover, but space is the limiting factor.

I look forward to your feedback/suggestions. We should aim to lock in the final draft by EOD Monday.

Thanks,  
Michael

--

Michael Hussey

Phone: 212-464-8714

Skype: popcontest

<http://www.michaelhussey.com>

<http://www.statsocial.com>

--

Michael Hussey

Phone: 212-464-8714

Skype: popcontest

<http://www.michaelhussey.com>

<http://www.statsocial.com>



(212) 464-8714



Monday, Apr 1 • 8:55 PM

When do we need to send the final printing package to the printers?

Monday, Apr 1 • 10:23 PM

Pretty much everything is as soon as possible. The weather Thursday is not lining up very well.

Monday, Apr 1 • 11:28 PM





Should have it ready tomorrow by end of day

Some issues with the tax impact data. But I can get that sorted out tomorrow



Text message



←  (212) 464-8714   

Tuesday, Apr 2 • 8:27 PM

We expect to have the final approved information packet over to you by noon tomorrow.

Great! What do you think of "Time sensitive SBAC survey" as the outer envelope teaser?

I think that is fine. So long as the return address shows Town of Cape Elizabeth.

Maybe "Time sensitive town-wide survey"

??



Text message





(212) 464-8714



That works. Should the return address be just Town of Cape Elizabeth or should School Building Advisory Committee be on top of Town of Cape Elizabeth?

Town of Cape Elizabeth

Wednesday, Apr 3 • 9:05 AM

Bruce did you see the link I provided which will take people to your survey?

<https://www.capeelizabetsbac.com/survey/> (<https://www.capeelizabetsbac.com/survey/>)

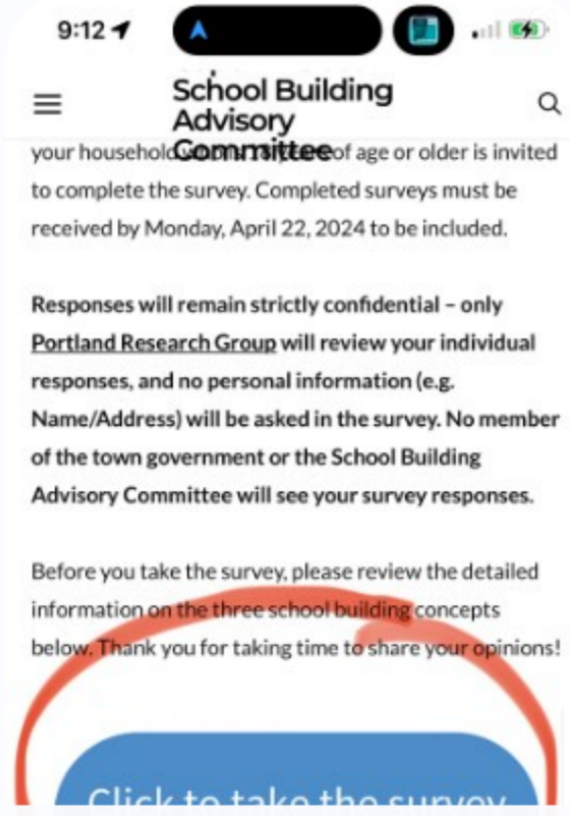


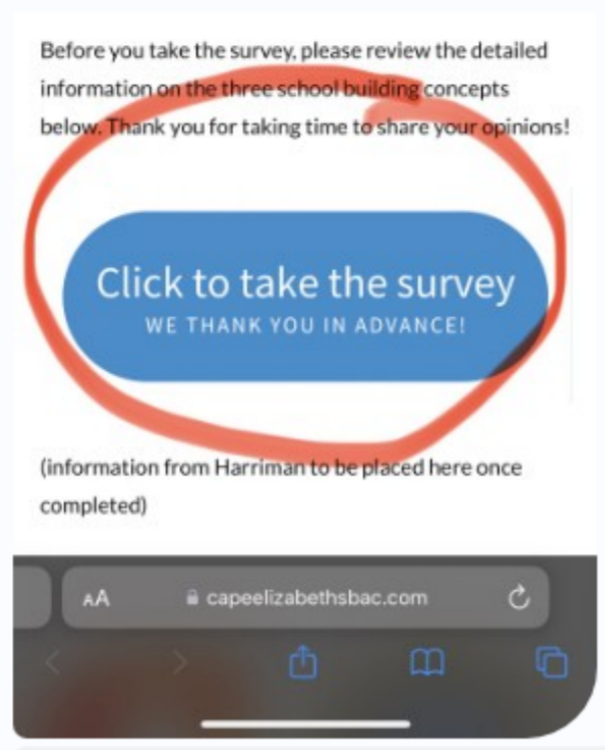
Text message



That is not a redirect link, but it is a link that will provide instructions and will also also have all the materials we are providing in the mail, as well

I'm not sure I am understanding. The URL needs to be provided by the programmer. I saw the link to the materials. Do I have to include that somewhere?






Maybe you just want to call me real quick

The link you provide to the survey will actually be linked from the Cape Elizabeth SBAC website.

Wednesday, Apr 3 • 10:31 AM

Okay, but I still show my link in the survey and the cover letter in the  iling.





(212) 464-8714



No, the idea was to change it to the link I provided for the survey header and cover letter.

Oh, okay. I need to change that in the survey. How do we do that for the link at TML. Maybe we just don't put a button on the library website.

Wednesday, Apr 3 • 12:06 PM

Are you talking about the website for the Thomas Memorial library?

Yes







Wednesday, Apr 3 • 4:21 PM



Text message



←  (212) 464-8714   


Wednesday, Apr 3 • 4:21 PM

It looks like the three page insert is ready to go. Just waiting for Penny and Cindy to sign off and then we will forward it to you.

Okay. Are we still meeting tomorrow morning?

That is canceled

OK the final draft is approved. Chris Record should send it to you shortly.

Okay 

 I received it and am looking



Text message



←  (212) 464-8714

Okay    

I received it and am looking at it. I'm wondering if we should put the entire URL for [capeelizabethsbac.com](http://capeelizabethsbac.com). When does the SBAC need to see the report? I'm trying to gauge if we can extend returns to the 19th or 22nd.



Tap to load preview

Wednesday, Apr 3 • 8:09 PM

You have everything you need?

No, I need the Assessor's database.



Oh boy, I didn't realize Matt



Text message





(212) 464-8714



Oh boy, I didn't realize Matt had not got that to you yet

I have sent them several emails, but I haven't gotten it. Matt seems much more optimistic about renter addresses than does Clint Sweat, the assessor.





I'm going to see and do whatever I can to have that in your hands tomorrow

Thanks. What do you think about showing the entire URL in the letter? I mean adding https://... To what you showed?



Text message



you showed?  
←  (212) 464-8714   

I think you should include the https:// if you have the space.

Good, I'd like to do that. Here is a stupid question. Is there any trick converting a Google doc to a Word doc?

I can send you a word doc version when I get home in about 20 minutes

Perfect, thanks!! I can't believe how dedicated you are to this. Thanks.

Sent

Thursday,  • 12:52 PM



Text message



**Bruce Lockwood**

---

**From:** Michael Hussey <mhussey@gmail.com>  
**Sent:** Thursday, May 2, 2024 7:44 AM  
**To:** Record, Christopher  
**Cc:** Bruce Lockwood  
**Subject:** Re: Draft Report

Bruce --

Thank you for this.

A suggestion -- You might consider moving the "Respondent Profile" section to the start to the report -- to ensure that issues of respondent bias and the weighting used are not an issue here. In other words, it would be helpful to take that off the table right at the start of the presentation.

-Michael

On Thu, May 2, 2024 at 6:26 AM Record, Christopher <[crecord@capeelizabethschools.org](mailto:crecord@capeelizabethschools.org)> wrote:

Hi Bruce,  
Thank you. Please proof it with your fresh eyes first thing this morning and let Michael and I know when you think it is ready for distribution to SBAC this morning.  
Thanks,  
Chris

-----  
Chris Record, Ph.D.  
Cape Elizabeth Superintendent  
320 Ocean House Rd  
Cape Elizabeth, ME 04107  
#207-799-2217, ext. #271 (Jen Lakari, Admin Assistant)

On Wed, May 1, 2024 at 11:17 PM Bruce Lockwood <[blockwood@portlandresearch.com](mailto:blockwood@portlandresearch.com)> wrote:

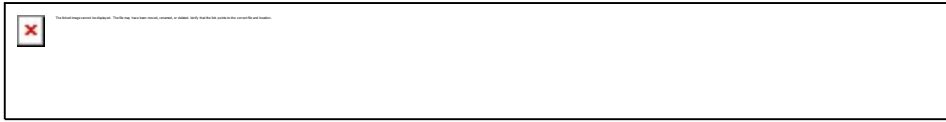
Hi Chris,

Attached is a Draft report. I have not included an appendix that lists all of the open end responses. The charts for the open ends include all responses mentioned by at least 5% of respondents. I also would like to proof it with fresh eyes.

Thanks,

Bruce

-----  
*Under Maine's Freedom of Access law, documents - including e-mail - about school district business are classified as public records and may be subject to disclosure.*



[Open Minds and Open Doors](#)

--





Michael Hussey

Phone: 212-464-8714

Skype: popcontest

<http://www.michaelhussey.com>

<http://www.statsocial.com>

Sent  
←  (212) 464-8714   

Thursday, Apr 4 • 12:52 PM

Thanks. I have it. Is the letter and insert final? What is the status of the survey? I'm at my church working because I lost power. I bet you probably did too.

I changed the survey due date to April 19th, which is a Friday.

Just went to the URL you gave me and saw the deadline to be April 22nd, so I will go with that.



Yes I'm home. No power







April 22 sounds good to me.



Text message





←  (212) 464-8714   


April 22 sounds good to me.

Thursday, Apr 4 • 3:51 PM

Were you able to get access to the mailing addresses today?

No and I didn't get answers to any of my questions like is the cover letter final, what is the status of the survey and then the file.

Ahh. Darn it with no power over here

Yeah. My printer has the outer envelope and postage paid envelope  but that's it.



Text message





(212) 464-8714



Thursday, Apr 4 • 7:45 PM

Did you get the answers you need now?

Not everything. What is the status of the survey and the Assessor's database?

Thursday, Apr 4 • 9:07 PM

Oh my. You didn't get that today. Darn it





No, neither one. And very late Chris said the letter was a go. I thought we were waiting for Penny and Cindy to give final approval.

Sorry. They did ↓ and we



Text message



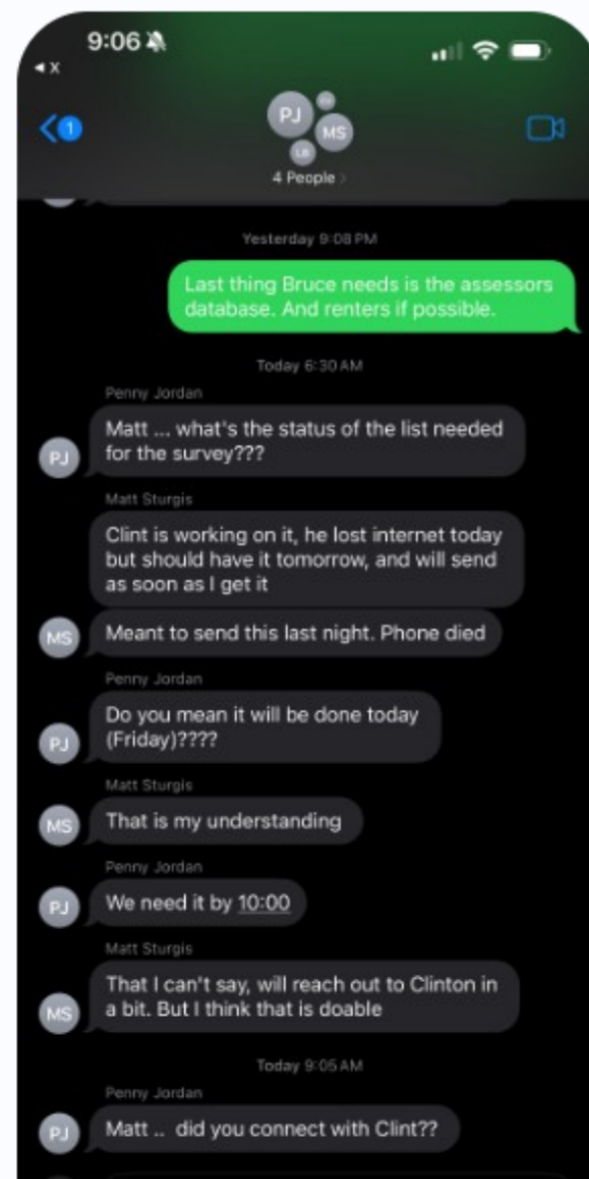
←  (212) 464-8714   

asked Chris to tell you it was good to go.

He did, but it was late afternoon, 5:34pm.

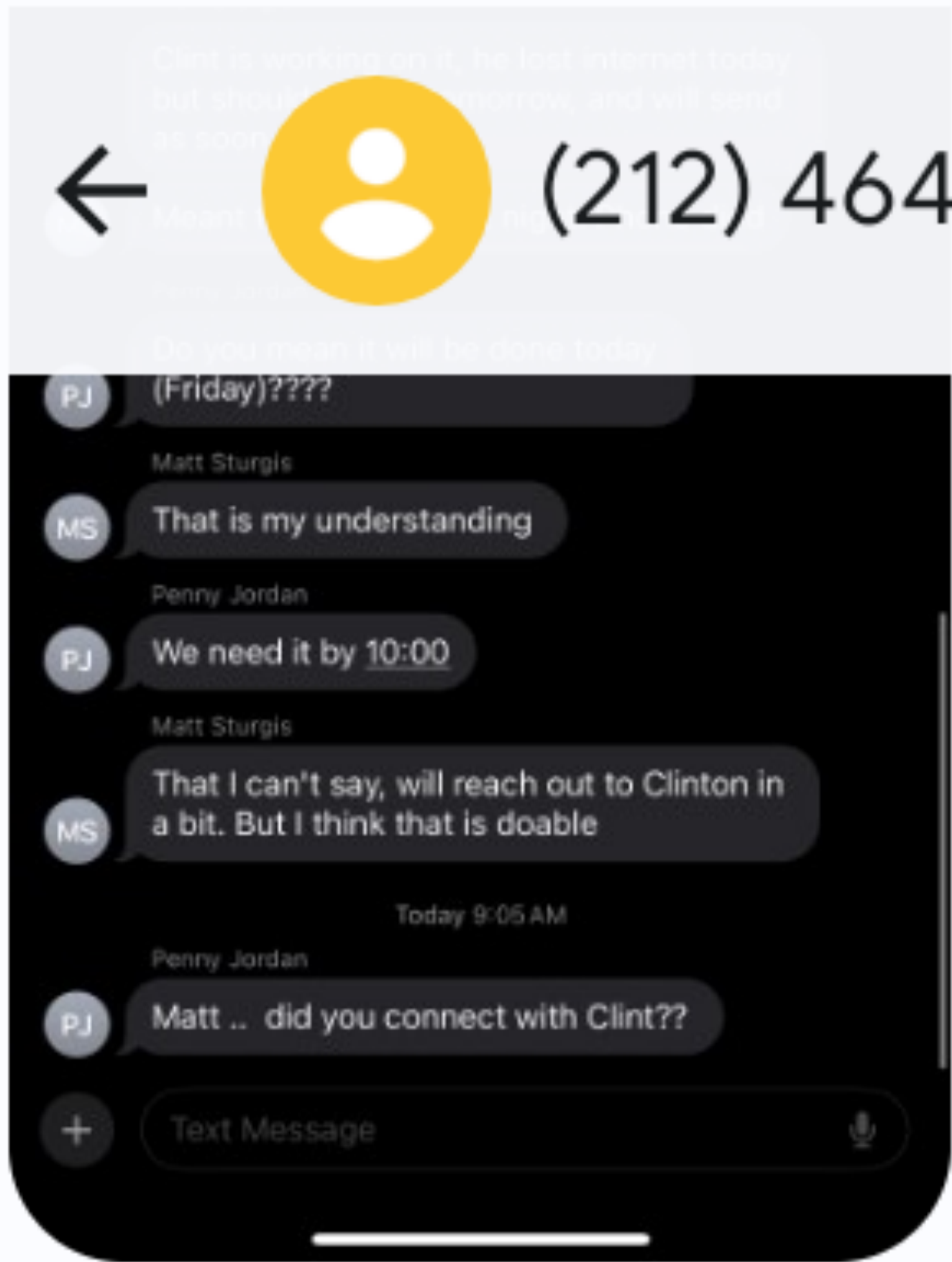
Oh man. He was supposed to do that yesterday





Friday, Apr 5 • 9:12 AM



Text message





←  (212) 464-8714   

I have power!!! All docs have been sent to the printer.

Sweet.





Tuesday, Apr 9 • 9:29 AM

Hi Michael. I just sent you and Chris an urgent email. The address on the cover letter does not line up with the envelope window. Please look at email for my suggestion ↓



Text message



suggestion.  
←  (212) 464-8714   

Oh Jeez





I will be home in one hour





Thursday, Apr 11 • 7:52 PM

Hi Bruce--

Hope all is well.

Quick note -- the link to [capeelizabethsbac.com/survey](https://capeelizabethsbac.com/survey) was disseminated today - and ended up on CapePod - despite me never linking to that page on the website (i only shared it via Sbac email). The problem is I haven't posted the accompanying material. So I would suggest you see if any completed came in


today  
  Text message  





←  (212) 464-8714   





today.

It seems we have a mole in the Sbac committee eager to spread the word.

I'm not sure if you want to dismiss any results that have come in today through the website

But it also got me thinking about how we might normalize if the results are very skewed compared to the 2022 referendum. we can discuss this later, but I would suggest looking to the mail in surveys to normalize with 

  | Text message  

←  (212) 464-8714   

[Click to take the survey](#)

WE THANK YOU IN ADVANCE!





SBAC School Building Survey - April 2024

[www.capeelizabethsbac.com](http://www.capeelizabethsbac.com)

Also. I have a service that can identify IP addresses that come from a VPN. People who are trying to take the survey multiple times while masking their IP address.

Hi Michael. Ugh!! So, the survey is not active right now so I am not sure what people are seeing right now. I instructed for the web survey to go live tomorrow.

  Text message  

←  (212) 464-8714   

If surveys somehow came in today, I'm sure we can identify them. I am going to go to the link tomorrow morning when the survey goes live to make sure everything is working okay. I assure you the printer did all they could to get this out as quickly as possible.

Friday, Apr 12 • 9:57 AM

Hi Michael. I tried to call you. We just let the web survey go live. However, when I type the URL you gave me it says page not found although SBAC sort of appears.







But the survey button that



Text message





←  (212) 464-8714   



But the survey button that used to appear is not there.

We turned that off, because we weren't ready with all of the accompanying materials. I'm going to update that page today and then plan to turn it on this weekend live again.

Okay, phew!! When we made the survey live this morning, I went to test and had cardiac arrest when the page didn't pop up.

Ha no problem

Sunday, A  • 9:37 AM

  Text message  

## Bruce Lockwood

---

**From:** Michael Hussey <mhussey@gmail.com>  
**Sent:** Wednesday, March 13, 2024 5:26 PM  
**To:** Bruce Lockwood  
**Subject:** Re: First Draft SBAC Survey 2

Basically, yes.

:)

Michael Hussey

Phone: 212-464-8714  
Skype: popcontest

<http://www.michaelhussey.com>  
<http://www.statsocial.com>

On Wed, Mar 13, 2024 at 4:32 PM Bruce Lockwood <[blockwood@portlandresearch.com](mailto:blockwood@portlandresearch.com)> wrote:

Do you mean in terms of convincing others that this is what we need and not some of the breakouts people were talking about?

---

**From:** Michael Hussey <[mhussey@gmail.com](mailto:mhussey@gmail.com)>  
**Sent:** Wednesday, March 13, 2024 4:24 PM  
**To:** Bruce Lockwood <[blockwood@portlandresearch.com](mailto:blockwood@portlandresearch.com)>  
**Subject:** Re: First Draft SBAC Survey 2

Thank you for this. I think this is a very good start for tomorrow's meeting.

I'm wondering what we need to do to keep it to two pages (1 sheet).

On Wed, Mar 13, 2024 at 2:32 PM Bruce Lockwood <[blockwood@portlandresearch.com](mailto:blockwood@portlandresearch.com)> wrote:

Hi Michael,

Attached is the first draft of the SBAC Survey 2.

This is what the paper form would like. Q5 is the closest I could come to tracking the flow of information. In the last survey, "feeling informed about the proposal" was Q3e. I looked at the demographics to see if any could be eliminated, but we really looked at all the demographics for goodness of fit of the sample and to identify the segments that were for and against the referendum and school building proposals. So, I didn't eliminate any. I did delete the "additional comments" section (Q25 last year).

Given the set-up in the opening paragraph and the classification questions, there is not a lot of room for questions. But, at least we will know what segment is saying what.

Thanks,

Bruce

--





Michael Hussey

Phone: 212-464-8714

Skype: popcontest

<http://www.michaelhussey.com>

<http://www.statsocial.com>

←  (212) 464-8714   

Sunday, Apr 14 • 9:37 AM

Are you seeing online completes coming in?

The link is being spread on social media.




Sunday, Apr 14 • 6:19 PM





I contacted the web survey team to find out if we were getting completed surveys but I haven't heard back.



I'm sure we will hear back tomorrow

By the way, three-quarters of the mail went out Friday and the rest will drop

  Text message  


←  (212) 464-8714   

tomorrow. It's the best I could get the printer to do.

We heard about people receiving the surveys on Friday.

So we are likely in good shape.

We are going to send emails out tomorrow to all the town email lists.

Sounds good. I'll get prepared to receive completed mail surveys. I have surveys, inserts and postage paid envelopes to drop off at Town Hall tomorrow.  n you



Text message





(212) 464-8714



please remind me what the deliverable is. Do people want the report with narrative but not recommendations and conclusions and key findings? Or, does the committee just want the presentation deck?





Hmm. I think they just don't want you to say something definitive such as "the majority clearly supports option C" - some are sensitive about that.

Yes, I remember that. I know I have it in my notes. I'm going to put the shell of the report together this



Text message



←  (212) 464-8714   

week.



Monday, Apr 22 • 7:46 AM

Good morning, Bruce.  
Wondering if we could sync  
up sometime this morning  
on a quick call

Good morning, Michael.  
Sure thing. What time works  
for you?

Anytime before 1030

Monday, Apr 22 • 10:31 AM

↓  
16 more responses at Town



Text message



Monday, Apr 22 • 10:31 AM

16 more responses at Town Hall. I'm heading out in a few minutes.





Ok

Just received the Town email. Looks good with SBAC survey in subject line.



Still nothing at the post office. I asked the clerk if there was anyway to track to see if there is a stash of them somewhere, but he said no. Apparently the returns are out in the box soon after they arrive. I can't say the clerk was



←  (212) 464-8714   


soon after they arrive. I can't say the clerk was terribly helpful. I am really stumped.

Jeez





Tuesday, Apr 23 • 9:32 AM

Right now the web survey is at n=715 and I have n=25 paper surveys. But I need to go to town hall and post office.

Oh, that's even more web responses than I expected

I stopped at town hall and picked  36 more completed surveys to bring

  Text message  

←  (212) 464-8714   


the total to 61. Still nothing at the post office. A total of  $n=776$  is very good. I am just anxious to see the distribution.





I really believe there's gonna be a couple hundred at least in the USPS

Wednesday, Apr 24 • 11:02 AM

We are at  $n=779$  completed surveys with just  $n=61$  paper. I just picked up 5 more paper surveys from town hall and am heading to the post office.

Wednesday, Apr 24 • 4:01 PM

  Text message  

←  (212) 464-8714   

Wednesday, Apr 24 • 4:01 PM

I just emailed you a file with the IP addresses.

I'm working on it now

Wednesday, Apr 24 • 8:41 PM




Did you learn anything? The Head Clerk at the Post office in Portland phoned me and said the mail is ready for me to pickup. I don't know the number.





Monday, Apr 29 • 9:35 AM

How are things looking?

On the IP addresses, there

were a few suspicious ones

  Text message  

←  (212) 464-8714   

On the IP addresses, there were a few suspicious ones for sure

I'm wondering if the survey company tossed any





I uncovered 30 more paper returns that have to be included because they were the first ones to come in. We are definitely moving forward.

How is the skew looking so far?

Monday, Apr 29 • 2:22 PM

We are heavy with those who voted in favor. These are not final numbers but

  Text message  

←  (212) 464-8714   

currently we have 46% in favor, 44% voted against, 3% did not vote, 2% were not aware/not here and 5% prefer not to answer.

Have you started to dig into the analysis of the 46 and 44%?

I think they were somewhere in the neighborhood of 50 to 80 completes that had four or more of the same IP address But I'm not in front of my computer so I can't confirm the actual account. I'll be back in 30 to 45 minutes.



Monday, May 6 • 1:26 PM



Text message

