

Town of Cape Elizabeth
Housing Diversity Study Committee
Meeting Minutes – Finalized
May 22, 2023

Present: In-person: Kevin Justh (KJ), Stephanie Anderson (SA), Curtis Kelly (CK), Victoria Volent (VV), Katie Reeves (KR), Amit Oza (AO), Timothy Thompson (TT)

Committee Support Staff: Kristina Musante (KM) and Josh Biehler (JB) of K&J Strategic Solutions consulting firm (virtually)

1. Welcome and Introductions

The meeting began at 6:30 pm.

2. Attendance

All members were present in-person.

3. Public Comment

No public comment.

4. Reports and Correspondence

The following reports and correspondence were reviewed and acknowledged has received and made note for the public record.

- a) **Proposal from Curt Kelly regarding Survey Management**
- b) **Survey Cumberland Maine**
- c) **Comengage Workplan**

5. Conversation with Comengage

Comengage (the team) was the chosen consultant to conduct a survey. This meeting was to discuss the work plan and schedule. The representatives from Comengage were: Nathan Wiggin, Sam Fleishman, and Ma'alaea Lawrence. Comengage started the meeting with posing the question of what did they need to know, in regards to purpose of the survey and structure. The team then went on to mention that they could do Conjoint survey or nonconjoint and discussed later the pros/cons. Lastly they mentioned that the schedule was aggressive and wanted the understanding of why it needed to be completed so quickly, but that it was doable.

The team then discussed their process of how they notify the town of the survey. This process involved a third-party to obtain addresses, phone numbers, and contact

information. The team then sends a postcard out to every household, a text message, and follow-up with 3 emails to non-responsive respondents, and lastly end with trying to call respondents. A committee member raised the question of why the number of 3 to 2 people changed in the new updated proposal and how does Comengage know the same person didn't respond to multiple surveys. Comengage changed the number based off adults living at home and found that 2 was more accurate of a number, but was happy to revert back to 3 – the committee agreed that it should be 3 per household. For the second part, Comengage mentioned there is no real quality assurance, but they do monitor responses and they could count on one hand the number of times there was a discrepancy like that but it was so small it didn't affect the data.

The committee asks questions about social media and mail-in responses. Comengage can do pin-free responses if they decide to put it on social media such as the town website. The survey is on-line only, but for a cost could do some printed. The code that individuals will receive though can be used anywhere – ie library, phone, personal computers etc. If the population can't access a computer they typically get their responses on the telephone – which was a concern for a committee member. The team has found that recently the cutoff for people not having access to a computer has changed from 55 to 85 and as they mentioned they collection their survey through telephone calls.

The committee was concerned about the response rate being that of only 5-7% when the Town of Cumberland which is similar to size had a response rate of 38%. Comengage said they would look at their methodology, but it seemed similar and that they are doing an additional step of phone calls. They believe they will have a similar response rate, but do not want to overpromise on a response rate.

The committee then asked about the length of the survey and time to complete. The team discussed that the length of the survey is typically 12-15 minutes, they have tried for 10 minutes, but wasn't successful. They can capture if a person starts the survey but doesn't finish it, in which case reminders are sent. Their program also captures every answered response.

A question on languages and whether they should do the survey in Spanish was brought up by committee members. Comengage felt that Spanish was borderline with about only 30-40 households speaking mainly Spanish only which came from census data. Adding languages takes about an extra 3-days and costs money, the team said they could do it but didn't necessarily feel the impact would be that great.

The discussion turned to whether the survey should be conjoint or nonconjoint and what that meant and how it could be done. Comengage showed data on different ways to do a conjoint survey and the results from a recent survey they conducted. They mentioned it was really up to the committee to decide. There were a lot of questions around the data pull if the committee decides on conjoint, such as individual neighborhoods, age, residency. They team did mention that images could be used in the survey, which would be helpful for ADU images from Christopher Lee, the subject matter expert that spoke at the previous meeting.

A committee member asked about requesting the list of addresses to ensure that people hadn't moved or died recently. The team said they work with a third party and that they didn't believe the third party could share the information but would check.

The conversation then turned to questions and input and design of survey. A committee member suggested that a sub-committee should be formed to review questions. It was suggested that Tim Thompson (vice-chairperson) should lead the sub-committee and that they would review the questions and bring them to the full committee for final approval. Tim Thompson chose the two members Amit Oza and Katie Reeves to sit with him on the sub-committee. A debate then ensued that all committee members should be involved in crafting questions, not just the subcommittee. At the end of the debate, it was decided that questions would come to the committee staff and then sent to Comengage, who would then review, edit, and send back the questions for the sub-committee to review. A date of June 1 was chosen for the sub-committee to meet. There was a request that if certain questions were not chosen, why they were rejected.

The meeting ended with the next steps of committee members having their questions be sent to the committee staff by Wednesday to be sent to Comengage. This allowed Comengage to review and edit them for the June 1 sub-committee meeting. Also, the follow-up on the contract.

6. Next Meeting /Event

- a) June 1, 2023 - TBD

9. Public Comment

No public comment

10. Adjournment

Meeting was adjourned by chairmen and vice chairmen at 8:45