

Long Island Comprehensive Plan Committee
June 1, 2021

Members Present: Janice Avignon, Linda Ferguson McCann, Dennis McCann, Beth Marchak, Nancy Berges, Peter Dolan, Wes Wolfertz, Matt Byers, Erica Papkee, Matt Purington

The meeting was called to order at 7:02.

Peter reported that he has been in touch with the City of Portland regarding the transportation chapter. He is looking to gather information about the number and type of vehicles on the island.

Janice shared the following survey assumptions:

LICP2035 - Survey Assumptions

Purpose

Broad outreach to gather empirical data on community priorities to inform the comprehensive plan's vision statement, strategies and policy recommendations. Results will be complemented by other ways we will engage the public as we move through the process and go deeper on the most important topics.

Timing

Gather input from the community, develop and design the survey during April/May.

Approval at June 1 committee meeting.

The survey will go live on Survey Monkey June 3 or 4.

Keep the survey up through the end of summer (Labor Day week-end).

Target audience

We want as many as possible in the community to respond. We encourage multiple people per household to respond. The survey will be anonymous. Answers to demographic questions will help us analyze by segment. We will look to over achieve the standard response rate of 25%.

Distribution

Primary distribution will be the electronic survey. No direct mailing will go out, but we will leave hardcopies at high traffic spots (library, stores, Bakehouse, PO...) and orchestrate a system with dropboxes (town hall, library) to return completed surveys.. We will also outreach to individuals we know have historically preferred hardcopy correspondence. Our GPCOG partners are prepared to input up to 100 physical copies into Survey Monkey.

Promotion

The promotion will be driven by the communications sub-group. We will promote the survey through a weekly LICA email list and FB push. We'll drive people to both the Town of LI website (for link) and directly to the survey link. A LICA newsletter article has been submitted for the next issue coming out in June.

Our committee members should all join in the promotion with personal outreach - emails, phone calls, and conversations, especially as our summer residents begin to arrive! We will also make posters to put up around town. As we move forward we will further build out ideas to promote the survey. We will also continue to evolve the public engagement plan in order to further engage the community in the process in other ways as we move forward.

Given a possible 1200 responses by members of our island community, a 25% yield would put us at 300 responses. Paper copies of the survey should be returned to the mail slot at town hall by September 6. Members of the GPCOG staff will input the data from all paper copies of our survey into survey monkey and will help us analyze our data once the survey has closed. There was a discussion about whether or not there was a concern that folk would fill out the survey multiple times or that day trippers would fill out the survey, but those concerns are minimal. The

communications committee will publish the QR code for the survey on posters and leaflets in order to allow community members to scan it and gain immediate access to the survey.

The committee members gave input regarding changes to the content of the survey, and the survey was approved by unanimous vote. It should be live within a couple of days.

Chapter Updates:

Resources: Historic and Archeological - Nancy Berges

Nancy has contacted the senior archeologist with the Maine Historical Preservation Committee regarding the shell middens on Long Island. These artifacts are threatened by climate change. The Maine Midden Minders has expressed an interest in starting a project to survey our middens and document any erosion that has taken place. There are some significant sites on the island, and if there is any soil disturbance or major construction in the areas of these middens, the CEO is supposed to be notified so they can be protected, however our CEO knows nothing about these sites. Nancy feels that the comprehensive plan needs to address the preservation and protection of these archeological sites.

Housing and Fiscal and Capital Investment Plan - Wes Wolfertz

Wes has drafted his analyses and will consult with the town finance committee and Mark Greene on his drafts. He feels that it has been a good process to create this draft which has allowed him to discover which data he will need to collect from Beth. He suggests that each chapter head review the current state of their discovery process and take a look at the checklists and the questions which must be answered for each chapter now.

Our vision statement has not been formulated yet, so the individual chapters may need to be revised based on the findings of our community survey and the content of the vision statement. This may also be a good time to look at the community plans for towns similar to ours with similar issues to help us get started.

Marine and Natural Resources - Nate Johnson

GPCOG will create the initial drafts of these chapters and then consult Nate about Long Island specifics.

Land Use Chapters - no chapter head as of today

Hoping that the Island Fellow may be able to take the lead on these chapters once she is in place in September.

Communications Team - Janice, Beth, Linda

The comms team will handle the publicity around the community survey. An article on the survey has already been submitted to the LICA newsletter for June. They will also create a weekly blog post centering around some aspect of our process and those involved with it. Some suggestions for topics of early blog posts are Judy Paolini and her design of our logo, discussions with early survey takers, spotlight on the volunteers working with us, etc.

There was a discussion of our meeting format moving forward. Most members favored in-person meetings for the summer months. With all committee members fully vaccinated, this should be able to be accomplished with minimal covid precautions. Janice will reach out to the scheduler for the community center to book the space for July 6, August 3, and September 7 at 7:00. Janice would also like to schedule a summer social event for the members of our committee. More information to follow.

Wes stressed that next month's agenda should include progress reports from each of the chapter heads to ensure that the process is moving forward.

The meeting was adjourned at 8:04.

Respectfully Submitted,
Linda Ferguson McCann