

Cape Voter Survey Suggestions for Consideration by PRG

SBAC members please offer your survey suggestions for topics/questions/themes you want to be included for consideration by Bruce Lockwood in the survey creation. The survey subcommittee will be meeting with Bruce to create a draft survey for SBAC consideration on 6/28/23. Thanks!

DEMOGRAPHICS

- Did they vote last referendum: yes / no / did not vote

UNDERSTANDING OF PREVIOUS PROPOSAL

- where did they get information about the previous building plans
- What additional information did they wish they had
- how they feel about the various “upgrades” that were proposed/included in the previous plan

UNDERSTANDING / OPINION OF SCHOOL FACILITY NEEDS

- their specific concerns about the schools/how they feel about the condition of current facilities
- which factors are most important to them when considering a new plan (price, design, etc)
- Do they understand that school design and education has changed since the existing buildings were built?

PROJECT COST - WHAT CAN VOTERS AFFORD?

- What affect the home revaluation has on their preferences
- What can households afford (communicate in tax rate increase and/ or dollars with examples of low/mid/high home value)

PROJECT COMMUNICATION

- How would they like to be informed moving forward

Michael Hussey notes:

Important: reinforce in the letter attached to the survey the importance of privacy – “We understand that some questions may be sensitive, but please remember, your responses are completely confidential. We are interested in your views, not who you are as an individual

respondent. No member of the School Board Advisory Committee or town government will have access to any personally identifiable information.”

- Demographics: age, gender, occupation, household income, own/rent, length of residence in Cape Elizabeth, presence of children and their ages, education level
- Previous Proposal/2022 Bond Questions
- Understanding of School Investment Needs
- Tax/Cost Questions
- When it comes to investing in school infrastructure, what aspects are most important to you?
- If a revised school bond proposal was to be presented, what changes or conditions would increase your likelihood to support it? (open-ended)

Larry Benoit comments:

- 1) Question on what percentage increase in property taxes the respondent would be willing to support (e.g. less than 5%, 5%, 10%, 15%, 20%, 25%).
- 2) Question on what size bond issue the respondent would support: e.g. less than \$20 million, \$20 to \$40 million, \$40 to \$60 million, \$60 to \$80 million, \$80 to \$100 million, \$100 to \$125 million. Alternatively, not more (or less) than \$20 million, not more (or less) than \$40 million, etc.

It might be possible to combine both of these questions into a single question, though perhaps this would be overly complicated. For example, a \$60 million bond would raise taxes by approximately 12% (actual number calculated by assessor and/or finance director at the time of the survey). These tax questions should be prefaced by questions on whether, how and why the respondent voted on the failed \$116 million bond that would have increased homeowner taxes by 22-24%.