



Susana Measelle Hubbs <susana.hubbs@capeelizabeth.org>

[CE SBAC] Re: Private message regarding: Concerns that SBAC members do not understand school needs1 message

Rob Krauser <rob@rekroommedia.com>
To: Michael Hussey <mhussey@gmail.com>
Cc: cesbac@capeelizabethschools.org

Fri, Mar 8, 2024 at 9:05 AM

Thanks for responding, Michael.

Adding back in the full SBAC team, because if you all do understand the need for new schools, you need to do a better job communicating that to Cape taxpayers.

There are folks who still think it would be ok to do nothing with the schools, and many folks who still think it will raise their taxes 25% to do something, which is not the case with any of the options.

Communications is not just data-mining with surveys, it's providing information to people in a clear and concise way.

If the SBAC know the needs, you should be communicating them more clearly so Cape taxpayers are properly informed of WHY doing nothing is not an option. WHY it won't cost them as much as they think. Right now it does not appear that is happening.

Unless of course you just want to scare them into choosing the cheapest option possible. Sending out a survey that says "here are the 3 options, choose one" will do just that.

And as Lisa said last night, if you do a straw poll before properly educating Cape taxpayers (as you yourself advocated for during last night's meeting), you will have to go with that answer, which may not be what is best for the town.

Sent from my iPhone

On Mar 7, 2024, at 4:23 PM, Michael Hussey <mhussey@gmail.com> wrote:

Rob ---

I think you misunderstood the point I was making. Some people on zoom said they were struggling to hear me speaking from the corner of the room.

The point I was making is it was not clear to me what Options B/C/E solve relative to our needs, which are well-known by members of the SBAC and also outlined here: <https://www.capeelizabethsbac.com/the-need-for-school-building-investment/>

I want to make sure we are communicating clearly what specific needs the various options solve for. For example, we know all three solve for safety concerns. Another example -- it's not clear if Option B or C solve for the need for better nursing facilities, storage improvements, improved natural light, etc. In other words, the plans from our designers are still too high level for us to understand and communicate with the specificity our town will need before voting.

-Michael Hussey

On Thursday, March 7, 2024 at 11:04:19 AM UTC-5 Rob Krauser wrote:

Hey there - after listening in on today's SBAC Communications subcommittee meeting, I have come away deeply concerned that members of the SBAC still don't fully understand the need for new schools in Cape.

[In this February 6th recap of the February 1st public forum from the Portland Press-Herald](#), there is this quote from Lisa Sawin:

“The school department has aging school infrastructure that is failing and affecting the safety and well-being of occupants as well as weighing heavily on operating budgets,” Sawin said.

I know you all are volunteering your time and have lives outside the SBAC that you need to deal with, but perhaps it would be a good idea to have a meeting with Harriman where they speak about the needs and the needs only so that everyone on the SBAC can better understand what they are.

I would assume Harriman was hired because they are experts on schools and school needs, so I would hope their feedback is valued and respected by members of the SBAC, and properly, factually communicated to the public.

I'm not sure anyone on the SBAC can recommend an option of any kind if they don't even fully understand the needs.

Also, I wanted to commend Chris Record for making sure all voices are heard during these meetings, so important that everyone taking time out of their busy lives to be a part of SBAC get heard in equal measure (or as close to it as possible).

Thanks for your time,
Rob Krauser

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