K&J Strategic Solutions

Kristina Musante <kristina@kjstrategic.com>

Cape Elizabeth Housing Survey

17 messages

Nathan Wiggin <Nathan@comengage.us> Mon, May 22, 2023 at 9:06 PM
To: "HDSC@capeelizabeth.org" <HDSC@capeelizabeth.org>
Cc: "nathan.wiggin@reconmr.com" <nathan.wiggin@reconmr.com>, Sam Fleishman <Sam@comengage.us>, "sam.fleishman@reconmr.com" <sam.fleishman@reconmr.com>, Ma'alaea Lawrence <Maalaea@comengage.us>, "maalaea.lawrence@reconmr.com" <maalaea.lawrence@reconmr.com>

Kristina and Josh

Here are items I said I would pass along.

- Bellevue comp plan dashboard: https://links.comengage.us/rj0
- Questionnaire for that project is attached.
- Standard demographic questions
- Note, we do not need to ask neighborhood. We have their address.

Here is a pasted table (also attached) for attributes and levels. Our recommendation is 5-7 attributes. Each attribute has 3-5 levels.

Attributes	Levels
Housing Mix	One house per lot
	Mix of one house per lot, duplexes, and townhomes
	Mix of small condos and apartment buildings (up to 5 stories), single-family homes, duplexes
	Apartment buildings Buildings taller than five stories allowed
Affordability	No requirements for affordable housing
	Some requirements for affordable housing
Business Mix	Only residential zoning must drive to all businesses
	Some small businesses within walking distance
	Denser development with small and large businesses within walking distance
Street design	Streets designed for efficient automobile traffic
	Pedestrian and bike oriented street design that prioritizes safety and slower speeds
Open Space	Small park or trail within a 5-minute walk, no parking
	Medium sized parks 15–20-minute walk away with some parking and amenities
	Large city parks with parking and many amenities within a 10-15-minute drive

Nathan C. Wiggin

VP of Consumer Insights and Solutions

ComEngage a division of ReconMR

Want to engage further? Schedule time here: https://calendly.com/engage-nate

office: 206-705-8018 | mobile: 206-659-7220

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by reply email and then delete this message and any attachments. If you are not the intended recipient, you are hereby notified that any use, dissemination, copying, or storage of this message or its attachments is strictly prohibited.

--
You received this message because you are subscribed to the Google Groups "Housing Diversity Study Committee" group.
To unsubscribe from this group and stop receiving emails from it, send an email to HDSC+unsubscribe@capeelizabeth.org.

2 attachments

bellevueCompPlanQuestionnaire.docx
791K

Demographics.docx
52K

Nathan Wiggin <Nathan@comengage.us> Tue, May 23, 2023 at 12:33 PM
To: "HDSC@capeelizabeth.org" <HDSC@capeelizabeth.org>, Michelle Vrudhula <michelle.vrudhula@reconmr.com>
Cc: "nathan.wiggin@reconmr.com" <nathan.wiggin@reconmr.com>, Sam Fleishman <Sam@comengage.us>, "sam.fleishman@reconmr.com" <sam.fleishman@reconmr.com>, Ma'alaea Lawrence <Maalaea@comengage.us>, "maalaea.lawrence@reconmr.com" <maalaea.lawrence@reconmr.com>

Greetings Cape Elizabeth Team,

We have revised the work plan and it is attached. Please let us know if you need anything else for contracting. We will need a signed contract before we can begin doing other work on this project. I am including @Michelle Vrudhula will manage the contracting on our side.

Workplan updates:

1) Research question populated (slide 3)
2) Project schedule updated (slide 4). Allowing for adequate review time, etc pushes schedule back by approx 2 weeks.
3) Fixed number of times a household can participate (slide 6 is main reference).

I am also attaching a few examples of post cards, MMS and email verbiage for reference. While we will manage printing and mailing of post cards and we will manage MMS, email, and phone outreach, we find better response rates if the outreach materials are developed by the Town using the Town's voice.

Nathan C. Wiggin
VP of Consumer Insights and Solutions
ComEngage a division of ReconMR
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From: Nathan Wiggin
Sent: Monday, May 22, 2023 6:06 PM
To: HDSC@capeelizabeth.org <HDSC@capeelizabeth.org>
Cc: nathan.wiggin@reconmr.com <nathan.wiggin@reconmr.com>; Sam Fleishman <Sam@comengage.us>; sam.fleishman@reconmr.com <sam.fleishman@reconmr.com>; Ma'alaea Lawrence <Maalaea@comengage.us>; maalaea.lawrence@reconmr.com <maalaea.lawrence@reconmr.com>
Subject: Cape Elizabeth Housing Survey

[Quoted text hidden]
[Quoted text hidden]

6 attachments

Work plan Cape Elizabeth (1).pptx
760K

Mariposa County post card.pdf
590K

Mariposa Text and email content.docx
1365K

Renton Community Survey_Postcard V2B.pdf
507K

postCardBellevueCompPlan.pdf
362K

Lafayette Text and email content.docx
52K

Kevin Justh <kevinjusth@gmail.com> Tue, May 23, 2023 at 2:44 PM
To: Nathan Wiggin <Nathan@comengage.us>
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Thanks Nate. Copying Matt Aturgis, our town manager, as he is the contracting point of contact for the town (or he will delegate to the appropriate person as necessary.)
[Quoted text hidden]

Kristina Musante <kristina@kjstrategic.com> Wed, May 24, 2023 at 1:40 PM
To: Nathan Wiggin <Nathan@comengage.us>, Sam Fleishman <sam@comengage.us>, Ma'alaea Lawrence <Maalaea@comengage.us>
Cc: Tim Thompson <tthomps1@maine.rr.com>, Joshua Biehler <josh@kjstrategic.com>

Hi Survey Team,
Could we please have postcards, and perhaps some written surveys, and other outreach ideas you have ready for June 17th? We have an outreach event called Family Fun Day where the committee is hosting a table that we should use to promote the survey.
Thank you for your help,
Kristina

Kristina Musante, JD
202-596-7702 (P)
Website: **K&J Strategic Solutions**
Follow Us On **LinkedIn**
Schedule a Conversation: **Calendar**

K&J Strategic Solutions

On Tue, May 23, 2023 at 12:34 PM Nathan Wiggin <Nathan@comengage.us> wrote:
[Quoted text hidden]

Nathan Wiggin <Nathan@comengage.us> Wed, May 24, 2023 at 1:45 PM
To: Kristina Musante <kristina@kjstrategic.com>, Sam Fleishman <Sam@comengage.us>, Ma'alaea Lawrence <Maalaea@comengage.us>
Cc: Tim Thompson <tthomps1@maine.rr.com>, Joshua Biehler <josh@kjstrategic.com>

Hi Kristina,

To clarify the objective. You would like to promote the survey at the June 17 event? Or are you wanting people to take the survey at the event? We can help design basic flyers and post cards promoting the survey that can be taken to the event.

Nathan C. Wiggin

VP of Consumer Insights and Solutions

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From: Kristina Musante <kristina@kjstrategic.com>
Sent: Wednesday, May 24, 2023 10:40 AM
To: Nathan Wiggin <Nathan@comengage.us>; Sam Fleishman <Sam@comengage.us>; Ma'alaea Lawrence <Maalaea@comengage.us>
Cc: Tim Thompson <tthomps1@maine.rr.com>; Joshua Biehler <josh@kjstrategic.com>
Subject: Re: Cape Elizabeth Housing Survey

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Cc: Sam Fleishman <Sam@comengage.us>, Ma'alaea Lawrence <Maalaea@comengage.us>, Tim Thompson <tthomps1@maine.rr.com>, Joshua Biehler <josh@kjstrategic.com>

That would be great.
Thank you.

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[Quoted text hidden]

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To: Kristina Musasnte <kristina@kjstrategic.com>

Nathan C. Wiggin

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507K

postCardBellevueCompPlan.pdf
362K

Lafayette Text and email content.docx
52K

Michelle Vrudhula <michelle.vrudhula@reconmr.com> Fri, Jun 2, 2023 at 1:54 PM
To: Kevin Justh <kevinjusth@gmail.com>, Nathan Wiggin <Nathan@comengage.us>
Cc: "HDSC@capeelizabeth.org" <HDSC@capeelizabeth.org>, Nathan Wiggin <Nathan.Wiggin@reconmr.com>, Sam Fleishman <Sam@comengage.us>, Sam Fleishman <Sam.Fleishman@reconmr.com>, Ma'alaea Lawrence <Maalaea@comengage.us>, Ma'alaea Lawrence <Maalaea.Lawrence@reconmr.com>, Matthew Sturgis <matthew.sturgis@capeelizabeth.org>

Good afternoon.

Checking in on the contract. Do you need anything else from me?

Thanks,

Michelle Vrudhula
Chief Administrative Officer
office: 512-757-8102 | mobile: 512-470-0469
ReconMR.com | cri-research.com

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Thanks Nate. Copying Matt Aturgis, our town manager, as he is the contracting point of contact for the town (or he will delegate to the appropriate person as necessary.)

[Quoted text hidden]
[Quoted text hidden]
[Quoted text hidden]

Matthew Sturgis <matthew.sturgis@capeelizabeth.org> Fri, Jun 2, 2023 at 1:59 PM
To: Michelle Vrudhula <michelle.vrudhula@reconmr.com>
Cc: Kevin Justh <kevinjusth@gmail.com>, Nathan Wiggin <Nathan@comengage.us>, "HDSC@capeelizabeth.org" <HDSC@capeelizabeth.org>, Nathan Wiggin <Nathan.Wiggin@reconmr.com>, Sam Fleishman <Sam@comengage.us>, Sam Fleishman <Sam.Fleishman@reconmr.com>, Ma'alaea Lawrence <Maalaea@comengage.us>, Ma'alaea Lawrence <Maalaea.Lawrence@reconmr.com>

Good Afternoon,

I have received notice that the changes were made, but did not receive an updated copy of the contract. Please send it to me when you get the chance.

Thank you!

Matt
[Quoted text hidden]
Matthew E Sturgis, CMA
Town Manager
Town of Cape Elizabeth
Please note as of July 1, 2023
New Town Office Hours are
Monday 7:30 am to 5 pm
Tuesday through Thursday 7:30 am to 4:30 pm
Closed Friday
[Quoted text hidden]

Kristina Musante <kristina@kjstrategic.com> Fri, Jun 2, 2023 at 2:08 PM
To: Michelle Vrudhula <michelle.vrudhula@reconmr.com>
Cc: Kevin Justh <kevinjusth@gmail.com>, Nathan Wiggin <Nathan@comengage.us>, "HDSC@capeelizabeth.org" <HDSC@capeelizabeth.org>, Nathan Wiggin <Nathan.Wiggin@reconmr.com>, Sam Fleishman <Sam@comengage.us>, Sam Fleishman <Sam.Fleishman@reconmr.com>, Ma'alaea Lawrence <Maalaea@comengage.us>, Ma'alaea Lawrence <Maalaea.Lawrence@reconmr.com>, Matthew Sturgis <matthew.sturgis@capeelizabeth.org>

Hi Michelle,
The committee has asked for the following changes:
1. Need the timeline included in contract to be updated
2. Get rid of reference to “watershed” (appears to be leftover from a prior contract)
After these changes, the Town will review and add additional language that they require for your review.
Thank you,
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On Fri, Jun 2, 2023 at 1:54 PM Michelle Vrudhula <michelle.vrudhula@reconmr.com> wrote:
[Quoted text hidden]

Tim Thompson <tthomps1@maine.rr.com> Fri, Jun 2, 2023 at 3:10 PM
Reply-To: Tim Thompson <TimThompson04107@gmail.com>
To: Kristina Musante <kristina@kjstrategic.com>
Cc: Michelle Vrudhula <michelle.vrudhula@reconmr.com>, Kevin Justh <kevinjusth@gmail.com>, Nathan Wiggin <Nathan@comengage.us>, "HDSC@capeelizabeth.org" <HDSC@capeelizabeth.org>, Nathan Wiggin <Nathan.Wiggin@reconmr.com>, Sam Fleishman <Sam@comengage.us>, Sam Fleishman <Sam.Fleishman@reconmr.com>, Maalaea Lawrence <Maalaea@comengage.us>, Maalaea Lawrence <Maalaea.Lawrence@reconmr.com>, Matthew Sturgis <matthew.sturgis@capeelizabeth.org>

Matt
There were some updates that were needed. Should have this to you shortly. Committee would like your review. Not sure what is normal or typical in these contracts. Thanks for your help.

From: "Kristina Musante"
To: "Michelle Vrudhula"
Cc: "Kevin Justh", "Nathan Wiggin", "HDSC@capeelizabeth.org", "Nathan Wiggin", "Sam Fleishman", "Sam Fleishman", "Ma'alaea Lawrence", "Ma'alaea Lawrence", "Matthew Sturgis"
Sent: Friday June 2 2023 2:09:02PM
Subject: Re: Cape Elizabeth Housing Survey

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> Chief Administrative Officer

office: 512-757-8102 | mobile: 512-470-0469
ReconMR.com | cri-research.com

Facebook Icon Twitter Icon LinkedIn icon

grayline.png

ReconMR logo CRI logo

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> 1. Research question populated (slide 3)
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ComEngage a division of INBOX1641982955ca912aba0f03916cf19c9f2eb
[Quoted text hidden]
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[Quoted text hidden]
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--
You received this message because you are subscribed to the Google Groups "Housing Diversity Study Committee" group.
To unsubscribe from this group and stop receiving emails from it, send an email to HDSC+unsubscribe@capeelizabeth.org.

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Matthew Sturgis <matthew.sturgis@capeelizabeth.org> Fri, Jun 2, 2023 at 3:16 PM
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Cc: Kristina Musante <kristina@kjstrategic.com>, Michelle Vrudhula <michelle.vrudhula@reconmr.com>, Kevin Justh <kevinjusth@gmail.com>, Nathan Wiggin <Nathan@comengage.us>, "HDSC@capeelizabeth.org" <HDSC@capeelizabeth.org>, Nathan Wiggin <Nathan.Wiggin@reconmr.com>, Sam Fleishman <Sam@comengage.us>, Sam Fleishman <Sam.Fleishman@reconmr.com>, Maalaea Lawrence <Maalaea@comengage.us>, Maalaea Lawrence <Maalaea.Lawrence@reconmr.com>

Thanks, will have it reviewed by our attorneys once I receive it, and will move forward once we have it in hand.

Have a great weekend, thank you all for your help.

Matt
[Quoted text hidden]
[Quoted text hidden]

Nathan Wiggin <Nathan@comengage.us> Fri, Jun 2, 2023 at 3:47 PM
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Kristina,

I just modified the schedule (again). Before we incorporate it, take a look at the screenshot below and let me know if it is OK. There is a bit of compression on the front end to keep data collection mostly at the same time frame and the deliverable timeline remains the same.

Project Schedule

PROJECT SETUP	
May 16	Draft Work Plan to Town. Begin discussion on research objectives and conjoint go / no-go discussion. Sample / example outreach materials provided to Town
May 17	Initial work plan comments
May 18	Work plan revisions
May 19	Work plan approved
June 1	Contract signed and billable work authorized. Official project kickoff meeting
SURVEY DEVELOPMENT & OUTREACH PLANNING	
May 24	Town provides questions/topic list to ComEngage
June 8	ComEngage provides draft questionnaire to Town
June 15	Town provides feedback on draft QRE Town provides post card design and final MMS / email language.
June 20	Revised QRE delivered to Town. Programming begins Sample pulled and prepared
June 14	Meeting to finalize plans for community outreach for hard-to-reach segments – through businesses to employees, to renters, etc. Approve postcard invitation for printing.

FINAL DATA COLLECTION PREPARATION	
June 29	Programmed QRE delivered for testing and review.
July 6	Programmed QRE approved for translation – sent to translators.
July 13	QRE translation complete. Programing updated. Ready for launch.

DATA COLLECTION & REPORTING	
July 6	Post cards dropped into the mail
July 10	Anticipated post card delivery date.
July 10	MMS text invitations sent
July 10	Email invitations sent
July 11	Basic dashboard results available, Begin open survey data collection, county-wide.
July 11	Promote through community outreach.
July 17	First email reminder sent Outbound phone calls begin
July 21	Final email reminder sent
Aug 7	Data collection closed and Draft Executive Summary Report and analysis delivered for review.
Aug 11	Deadline for client comments on Draft Executive Summary Report and dashboard results.
Aug 15	Executive Summary Report and analysis finished
TBD August	Presentation to Town Council

Nathan C. Wiggin
VP of Consumer Insights and Solutions

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Sent: Friday, June 2, 2023 11:08 AM
To: Michelle Vrudhula <michelle.vrudhula@reconmr.com>
Cc: Kevin Justh <kevinjusth@gmail.com>; Nathan Wiggin <Nathan@comengage.us>; HDSC@capeelizabeth.org <HDSC@capeelizabeth.org>; Nathan Wiggin <Nathan.Wiggin@reconmr.com>; Sam Fleishman <Sam@comengage.us>; Sam Fleishman <Sam.Fleishman@reconmr.com>; Ma'alaea Lawrence <Maalaea@comengage.us>; Ma'alaea Lawrence <Maalaea.Lawrence@reconmr.com>; Matthew Sturgis <matthew.sturgis@capeelizabeth.org>
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Kristina Musasnte <kristina@kjstrategic.com> Sat, Jun 3, 2023 at 6:31 AM
To: Tim Thompson <tthomps1@maine.rr.com>
Cc: Kevin Justh <kevinjusth@gmail.com>

Tim,
Do you approve of this timeline?
Thank you
Kristina

Begin forwarded message:

> **From:** Nathan Wiggin <Nathan@comengage.us>
> **Date:** June 2, 2023 at 3:47:34 PM EDT
> **To:** Kristina Musante <kristina@kjstrategic.com>, Michelle Vrudhula <michelle.vrudhula@reconmr.com>
> **Cc:** Kevin Justh <kevinjusth@gmail.com>, HDSC@capeelizabeth.org, Nathan Wiggin <Nathan.Wiggin@reconmr.com>, Sam Fleishman <Sam@comengage.us>, Sam Fleishman <Sam.Fleishman@reconmr.com>, Ma'alaea Lawrence <Maalaea@comengage.us>, Ma'alaea Lawrence <Maalaea.Lawrence@reconmr.com>, Matthew Sturgis <matthew.sturgis@capeelizabeth.org>
> **Subject: Re: Cape Elizabeth Housing Survey**
>
> Kristina,
>
> I just modified the schedule (again). Before we incorporate it, take a look at the screenshot below and let me know if it is OK. There is a bit of compression on the front end to keep data collection mostly at the same time frame and the deliverable timeline remains the same.

Project Schedule

PROJECT SETUP	
May 16	Draft Work Plan to Town. Begin discussion on research objectives and conjoint go / no-go discussion. Sample / example outreach materials provided to Town
May 17	Initial work plan comments
May 18	Work plan revisions
May 19	Work plan approved
June 1	Contract signed and billable work authorized. Official project kickoff meeting
SURVEY DEVELOPMENT & OUTREACH PLANNING	
May 24	Town provides questions/topic list to ComEngage
June 8	ComEngage provides draft questionnaire to Town
June 15	Town provides feedback on draft QRE Town provides post card design and final MMS / email language.
June 20	Revised QRE delivered to Town. Programming begins Sample pulled and prepared
June 14	Meeting to finalize plans for community outreach for hard-to-reach segments – through businesses to employees, to renters, etc. Approve postcard invitation for printing.

FINAL DATA COLLECTION PREPARATION	
June 29	Programmed QRE delivered for testing and review.
July 6	Programmed QRE approved for translation – sent to translators.
July 13	QRE translation complete. Programing updated. Ready for launch.

DATA COLLECTION & REPORTING	
July 6	Post cards dropped into the mail
July 10	Anticipated post card delivery date.
July 10	MMS text invitations sent
July 10	Email invitations sent
July 11	Basic dashboard results available, Begin open survey data collection, county-wide.
July 11	Promote through community outreach.
July 17	First email reminder sent Outbound phone calls begin
July 21	Final email reminder sent
Aug 7	Data collection closed and Draft Executive Summary Report and analysis delivered for review.
Aug 11	Deadline for client comments on Draft Executive Summary Report and dashboard results.
Aug 15	Executive Summary Report and analysis finished
TBD August	Presentation to Town Council

Nathan C. Wiggin

VP of Consumer Insights and Solutions

ComEngage a division of ReconMR

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> > **ComEngage** a division of ReconMR
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> > **ComEngage** a division of ReconMR
> >
> > **Want to engage further?** Schedule time here: https://calendly.com/engage-nate
> >
> > office: 206-705-8018 | mobile: 206-659-7220
> >
> > CONFIDENTIALITY NOTICE: The contents of this email message and any attachments are intended solely for the addressee(s) and may contain confidential and/or privileged information and may be legally protected from disclosure. If you are not the intended recipient of this message or their agent, or if this message has been addressed to you in error, please immediately alert the sender by reply email and then delete this message and any attachments. If you are not the intended recipient, you are hereby notified that any use, dissemination, copying, or storage of this message or its attachments is strictly prohibited.
>
> --
> You received this message because you are subscribed to the Google Groups "Housing Diversity Study Committee" group.
> To unsubscribe from this group and stop receiving emails from it, send an email to HDSC+unsubscribe@capeelizabeth.org.

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ReconMR Reconnaissance Market Research **image001.png**
30K

Tim Thompson <tthomps1@maine.rr.com> Sat, Jun 3, 2023 at 10:24 AM
Reply-To: Tim Thompson <TimThompson04107@gmail.com>
To: Kristina Musasnte <kristina@kjstrategic.com>
Cc: Kevin Justh <kevinjusth@gmail.com>

Kristina
Please forward this to the survey committee. I think it is fine. I would like to have them see it. I know Matt is working on this right now. Thanks for your help.

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On Fri, Jun 2, 2023 at 1:54 PM Michelle Vrudhula <michelle.vrudhula@reconmr.com> wrote:

> Good afternoon.
>
> Checking in on the contract. Do you need anything else from me?
>
> Thanks,
>
> **Michelle Vrudhula**
> Chief Administrative Officer
> office: 512-757-8102 | mobile: 512-470-0469
> ReconMR.com | cri-research.com
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> Facebook Icon Twitter Icon LinkedIn icon
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Kristina Musasnte <kristina@kjstrategic.com> Sat, Jun 3, 2023 at 1:38 PM
To: HDSC@capeelizabeth.org

Committee,
Please review the adjusted timeline for the survey contract.
Thank you,
Kristina

Begin forwarded message:

From: Kristina Musasnte <kristina@kjstrategic.com>
Date: June 3, 2023 at 6:31:50 AM EDT
To: Tim Thompson <tthomps1@maine.rr.com>
Cc: Kevin Justh <kevinjusth@gmail.com>
Subject: Fwd: Cape Elizabeth Housing Survey

Tim,
[Quoted text hidden]

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Home Gmail <reeves.briman@gmail.com> Sat, Jun 3, 2023 at 2:03 PM
To: Kristina Musasnte <kristina@kjstrategic.com>
Cc: HDSC@capeelizabeth.org

Kristina and Committee,
I will be traveling from June 7-15, and unable to meet during that timeframe. (Just a heads up in case subcommittee needed to get some work done then.)

On Jun 3, 2023, at 1:38 PM, Kristina Musasnte <kristina@kjstrategic.com> wrote:

Committee,
Please review the adjusted timeline for the survey contract.
Thank you,
Kristina

Begin forwarded message:

From: Kristina Musasnte <kristina@kjstrategic.com>
Date: June 3, 2023 at 6:31:50 AM EDT
To: Tim Thompson <tthomps1@maine.rr.com>
Cc: Kevin Justh <kevinjusth@gmail.com>
Subject: Fwd: Cape Elizabeth Housing Survey

Tim,
Do you approve of this timeline?
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Subject: Re: Cape Elizabeth Housing Survey

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Nathan C. Wiggin

VP of Consumer Insights and Solutions

ComEngage a division of

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office: 206-705-8018 | mobile: 206-659-7220

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