

**Minutes of Lost Lake Sewer Committee – RCAP Meeting**  
**August 7, 2009**

Present: Carol Quinn, Angela Garger, Tom Orcutt, Tunde Baker,  
Bob Rafferty, George Wheatley

**RCAP Process**

What additional paperwork do we need to submit to RCAP before the income survey begins?

1. RCAP will need the mailing list of the target group from us.
  - a. Format of addresses should be in an excel spreadsheet.
  - b. The list that is used for the mailing should be the town manager's residence list – NOT the homeowner list
    - i. Name, address and phone numbers will be needed.
2. Once they obtain the mailing list the most important thing will be the pre publicity before the income survey is mailed. The pre-publicity should be geared towards informing residence WHY they are being asked personal questions so they will be more likely to return survey:
  - a. Some options for publicity include: newspaper articles; radio; public information meetings; a preliminary mailing before the survey is mailed.
  - b. The publicity will be very important to obtain the proper response.
  - c. Emphasize confidentiality in all of the pre-publicity
  - d. Percentage of Returns: 75% needed to make a determination
3. RCAP has some sample survey letters they will provide for us. We can select one and make necessary modifications.
4. RCAP can do an introductory letter, (the pre-publicity letter), to give people preliminary information about the survey.
  - a. Carol suggested creating some type of sticker for all of the income survey mailings so people do not automatically discard them as junk mail. (i.e. "Groton/Lost Lake Survey – please open" sticker for all mailings related to the income survey)
  - b. The publicity letter will come from RCAP – we will mail it.
5. When the survey is completed should we do a second mailing or door to door?
  - a. Tunde suggests doing both.
  - b. Usually two mailings are done before going door to door
  - c. Two weeks after the mailing is sent RCAP should start seeing some results. They should be able to make a small determination from initial mailings. The RD income survey method will be used which means each person surveyed must SIGN the survey (emphasize this in pre-publicity)

## Time Line

Public Information	September
*kick of meeting; GLA meeting; Mountain Lakes Club meeting; Groton Fest (separate booth for LLSC or find out if GLA would be willing to hand out information at their table; provide a sample mailing)	
Initial Mailing	Beginning of October
Second Mailing	Two weeks later
Door to door or phone calls to get	Beginning of November
Final numbers	