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Peninsula Township

Survey on Citizen Satisfaction and Policy Preferences

Live Operator Telephone Interview

and

On-line Survey Methodologies

Executive Summary

and

Demographic Analysis

- **Educational**
- **Political**
- **Industrial**
- **Consumer**

- **Market**
- **Research**
- **Analysis**

November 2019

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METHODOLOGY

Live Operator Telephone Interview Survey

From September 26 through September 30, 2019, **EPIC ▪ MRA** administered live operator telephone interviews with 200 adult residents of Peninsula Township, Grand Traverse County, Michigan. Respondents for the interviews were selected utilizing an interval method of randomly selecting records of households of people who have commercially listed landlines, with 30% of the respondents obtained using available cell phone numbers.

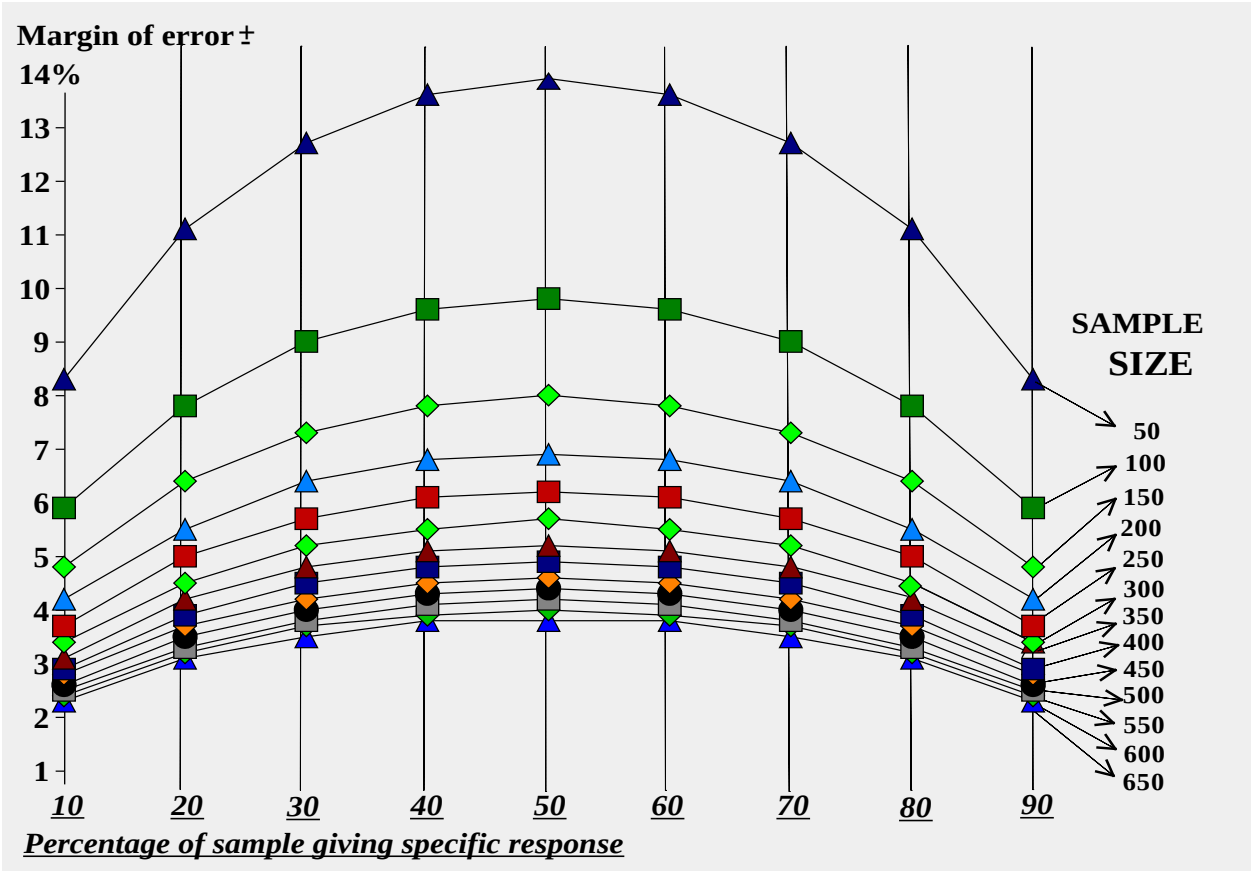
In interpreting survey results, all surveys are subject to error; that is, the results of the survey might differ from those that would have been obtained had the entire population been interviewed. The size of the sampling error depends on the total number of respondents asked a specific question. The table on the following page represents the sampling error for different percentage distributions of responses based on sample size.

For example, when asked if they would support or oppose an existing township regulation that prohibits . . . *privately owned rural open spaces, farms and farm building, and bed and breakfast establishments, to be rented for events* . . . , 50% of all survey respondents reported they either "Strongly" or "Somewhat" supported the prohibition (Question 37). As indicated in the chart below, this percentage would have a sampling error of plus or minus 6.9%. That means, with repeated sampling, it is very likely (95 out of every 100 times) that the response percentage for that question for the entire population would fall between 43.1% and 56.9%; hence 50% ± 6.9 percentage points.

EPIC ▪ MRA SAMPLING ERROR BY PERCENTAGE (AT 95 IN 100 CONFIDENCE LEVEL)

Percentage of sample giving specific response

	10	***20***	***30***	***40***	***50***	***60***	***70***	***80***	***90***
SAMPLE SIZE				**% margin of error ±**					
700	2.2	3.0	3.3	3.7	3.6	3.7	3.3	3.0	2.2
650	2.3	3.1	3.5	3.8	3.8	3.8	3.5	3.1	2.3
600	2.4	3.2	3.7	3.9	4	3.9	3.7	3.2	2.4
550	2.5	3.3	3.8	4.1	4.2	4.1	3.8	3.3	2.5
500	2.6	3.5	4	4.3	4.4	4.3	4	3.5	2.6
450	2.8	3.7	4.2	4.5	4.6	4.5	4.2	3.7	2.8
400	2.9	3.9	4.5	4.8	4.9	4.8	4.5	3.9	2.9
350	3.1	4.2	4.8	5.1	5.2	5.1	4.8	4.2	3.1
300	3.4	4.5	5.2	5.5	5.7	5.5	5.2	4.5	3.4
250	3.7	5	5.7	6.1	6.2	6.1	5.7	5	3.7
200	4.2	5.5	6.4	6.8	6.9	6.8	6.4	5.5	4.2
150	4.8	6.4	7.3	7.8	8	7.8	7.3	6.4	4.8
100	5.9	7.8	9	9.6	9.8	9.6	9	7.8	5.9
50	8.3	11.1	12.7	13.6	13.9	13.6	12.7	11.1	8.3



Online Solicitation Survey

In addition to the live operator telephone interview survey, the township also approved an online version of the survey to be offered to its residents and other stakeholders with a connection to the township. To accomplish this within the budget allocated for the project, all unique residential addresses in the county appearing on the Secretary of State's qualified voter file (a file listing all registered voters in Michigan) were compiled into a mailing list. This list was augmented with addresses supplied by the township assessor's office to include those not otherwise found on the Secretary of State file. Once the augmented list was compiled, postcards via first class mail were issued to the resulting approximately 3,800 addresses. The postcard, bearing the Peninsula Township logo, informed the recipient household of the reason for the communication, instructions regarding how to access the questionnaire online (which contained identical questions to the telephone survey questionnaire), and the phone number of EPIC ▪ MRA's Lansing, Michigan, office for assistance in navigating the online instructions or for assistance in obtaining a hard-copy version of the questionnaire.

In an attempt to retain the integrity of the results as well as adhere to the fundamental nature of the solicitation being for *survey research* as opposed to a tally of *voice votes*, a four-digit "User ID" unique to each address was also included on the correspondence, the entry of which was a prerequisite to completing the interview. Information in the mailing explained that the four-digit code could be used to complete the questionnaire by any adult member of the household. As is usually the case in this type of methodology, a review of the results revealed recipients adhered to the requests for data integrity contained in the postcard notice.

With the foregoing provided as methodological background, the online survey was open for participation from October 18, 2019, through November 6, 2019. In total, 980 usable responses were recorded for the postcard solicitation portion of the project.

PROLOGUE

For the purposes of this narrative analysis, the results from the 200-sample live operator telephone survey and the online version taken by permanent residents are presented unless noted otherwise.[1] This approach is taken to accommodate the fact that the characteristics of the two samplings are somewhat different, as is the margin of error. Whereas the telephone interview more closely approximates the demographic stratification of Peninsula Township than does the online version (e.g., age cohorts are closer to U.S. Census Bureau data from the telephone methodology), the online sampling of permanent residents consists of 749 usable responses, which carries a far lower margin of error (±3.3 pts. vs. ±6.9 pts.) than does the telephone survey.

It is also worth noting that the overall picture emerging from the two methodologies is essentially the same and that most of the individual results coming from the questions are quite similar. To the extent that there are differences between the two surveys, the age stratification and the fundamental differences between respondents who answer an invitation to actively participate in an online survey versus the more passive participation found in live operator-initiated interviews are responsible. That is, there is inherently greater interest in the topic exhibited by the somewhat older online respondents who take the time and trouble to participate in the survey compared to the relatively more passive participation of telephone survey respondents.

Throughout the following detailed analysis, reference is made to question numbers in the questionnaire. For ease of reference, the mailed version of the instrument is included as an appendix. This replica contains much of the information that was contained in the postcard notice, presents the language that was included in the online version, and includes the “skip” and “branching” instructions provided for the live telephone operator interviewers and embedded in the online formatting.

[1] A total of 980 usable online responses were submitted but 231 of these were from respondents who self-reported as not being permanent residents. There is very little variance between the results of the total on-line and the permanent resident online samplings.

EXECUTIVE SUMMARY

Peninsula Township is known for its desirable attributes, notable among them being its unique geographic location, its scenic views, and its rural character. The results of the latest citizen survey confirm that township residents continue to carefully guard the highly prized natural beauty of the place they call home and are wary of policy changes that may threaten its rural character and scenic views. Proof of this is found throughout both the telephone and online survey results.

In a question posed early in the interview, respondents were asked to identify which of several attributes they liked most about living in Peninsula Township. In both studies, the *Rural, quiet atmosphere* was the most popular response among many choices followed closely by *Scenic views* and the *Quality of the environment*. Looked at from the opposite angle, *Growth-Overdevelopment* and *Traffic-Congestion* topped the list of open-ended responses offered by respondents who believe the quality of life in the township has "Gotten worse" in the past few years.

Other evidence of the importance citizens place on the character of the township can be found in two batteries of questions presented early in the interview. The first battery asked respondents to assess the importance to be placed on various physical characteristics of the township, and the second battery asked about the amount of attention local government ought to place on certain of its several functions. In the case of assessing the importance of physical characteristics, the four items receiving a *Top Priority* designation level (as opposed to *Important*, *Neutral*, and *No Involvement*) from a strong majority of respondents involved protecting the bays, shorelines, viewsheds, and managing growth. As for opining on where township government could do *More* (as opposed to reporting *Enough* or *Too Much* being done), the strongest proportion went to a statement that urged, *Keeping as much of the rural character and historic landscape as possible*.

Perhaps the most direct expression of residents' interest in maintaining the natural ambiance of the township is found in the results of a question forcing respondents to choose between local government policies designed to primarily foster economic growth or policies designed to preserve the fundamentally rural, undeveloped character of the area. More than eight

in ten respondents opted for the statement about preserving the existing character of the township even if that meant limiting economic growth opportunities. By contrast, the proportion opting to reduce agricultural and undeveloped acreage in favor of promoting economic growth failed to reach even double digits in either the telephone or online surveys.

Practical, albeit less direct, expressions of residents' preference for a rural setting are manifested in the series of questions concerning the township's purchase of development rights (PDR) program. Well over half of all respondents in both survey methods reported awareness that Peninsula Township currently has a taxpayer-funded PDR program, and well over half purport to have at least some familiarity with its provisions. In a hypothetical "vote" on renewal of the 2-mill tax dedicated to the program, unequivocal support for such a ballot proposal is found by better than a two-to-one margin. Moreover, the most salient reason behind supporters' sentiment is to . . . *generally control growth and prevent traffic congestion*. This seems to speak volumes to the depth of local support when contrasted with the high sensitivity to the local tax burden reported earlier in the interview.

There are other practical manifestations of respondents' preference for the undisturbed character of their locale found in the survey findings. For instance, approximately two-thirds report being satisfied with the township's current prohibition on short-term rental of residences; there is also majority opposition to exploring the relaxation of that policy. Similarly, more than six in ten residents report that strict enforcement of the township ordinance regulating the number of docks and hoists allowed is *Extremely* or *Moderately Important* to them. A majority in both survey methods oppose exploring the development of a mixed-use town center as generally described in the survey question.

Other topics explored in the survey also reinforce the satisfaction with the status quo. For example, there is strong opposition to expanding the scope of the existing noise ordinance to include lawn equipment and other homeowner tools. Similarly, with respect to Mission Point Lighthouse and its current volume of tourist visitation, there is overwhelming support for maintaining existing management policies. Notwithstanding consensus regarding the adequacy of existing township policies in a wide array of topics of interest to residents, there are a few areas where there is a closer division of opinion.

On the issue of easing existing limitations on the type of events wineries may host and the number of people who attend events that are permitted, comfortable majorities of respondents from both survey methodologies support the restrictions. However, on the question of whether the trajectory of growth in new wineries should be supported and sustained, the level of consensus diminishes. Indeed, in neither of the methodologies did these majorities fall outside the respective studies' margins of error.

When it comes to the issue of whether privately owned rural spaces and bed and breakfast establishments should be allowed to host events, the results are even less definitive than expanding the number wineries. In this case, a mere 50% plurality of phone survey respondents support the existing prohibition on events held at farms or other privately owned open spaces, and a bare 51% majority of online respondents oppose them. Obviously, greater discussion will have to be had on this issue to better define the extent to which, if any, the township alters the existing prohibition.

The closest division of opinion in both methodologies lies in the question of whether to regulate the storage of boats, docks, hoists, and recreational vehicles. A plurality of 50% to 44% of telephone survey respondents were opposed to the township adopting a regulatory ordinance concerning the storage of this type of equipment, while a 49% to 48% plurality of online respondents support such action. Even though the strength of sentiment in this regard is higher among those who oppose regulatory action, the overall close division of opinion on the issue suggests this is a topic the township will likely explore in greater depth.

One area where there is unequivocal support for a new initiative is in the development of a non-motorized transportation plan. More than three-quarters of respondents from both methodologies support this initiative and two-thirds of that total support is in the form of *Strongly* supporting such action. Fleshing out the specifics of such a plan will, of course, be a comprehensive process but the survey data clearly indicates support for pedestrian safety features in the way of signals, pavement markings, and signage along with attention to walking trails and bike paths.

Finally, and in keeping with residents' environmental awareness tempered with a desire for viewshed preservation, there is receptivity to the idea of some form of wind and/or solar

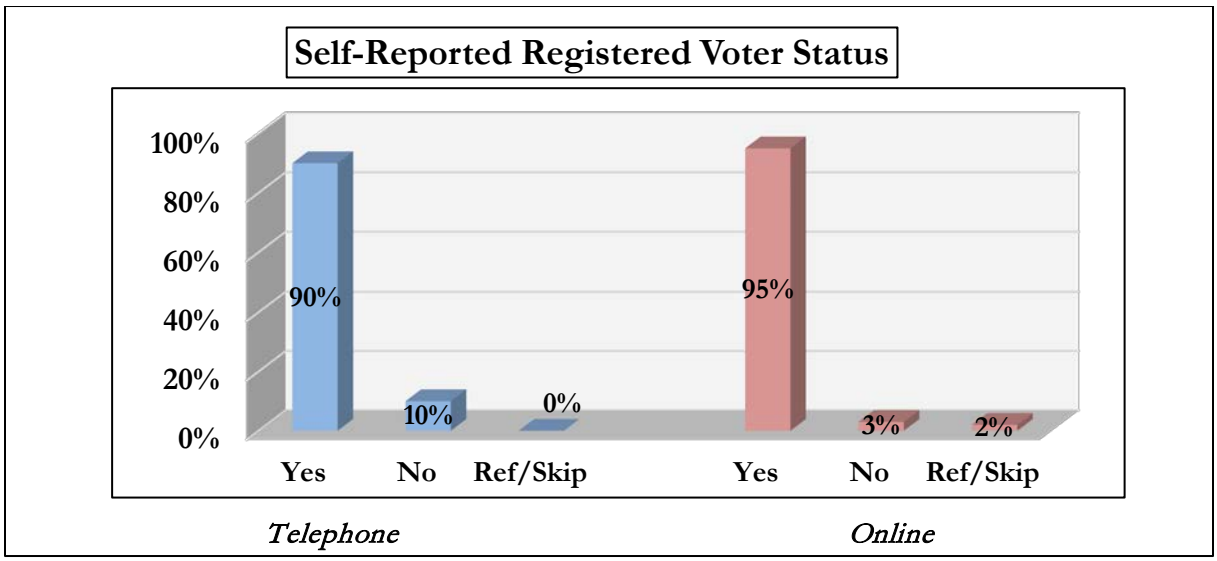
energy sourcing on the peninsula. Again, the survey only briefly touched on the issue, but the greatest receptivity is for small-scale systems serving a single property followed by systems capable of serving a limited collection of properties or a small neighborhood. The least preferred of the options is for utility scale systems integrated with a regional grid.

In sum, township residents are, by and large, content with the status quo. To the extent there is an expression of openness to changes, it reveals itself in policies directed at addressing growth, traffic congestion, and preservation of viewsheds. For long-term planning purposes, however, readers are invited to examine the detailed subgroup breakouts to the questions in the following section. There are some regularly occurring divergences of opinion on several policy change questions, many of which are based on the age, place of residence, gender, and presence of school-age children in the household of the respondent subset.

DETAILED ANALYSIS OF SURVEY RESULTS

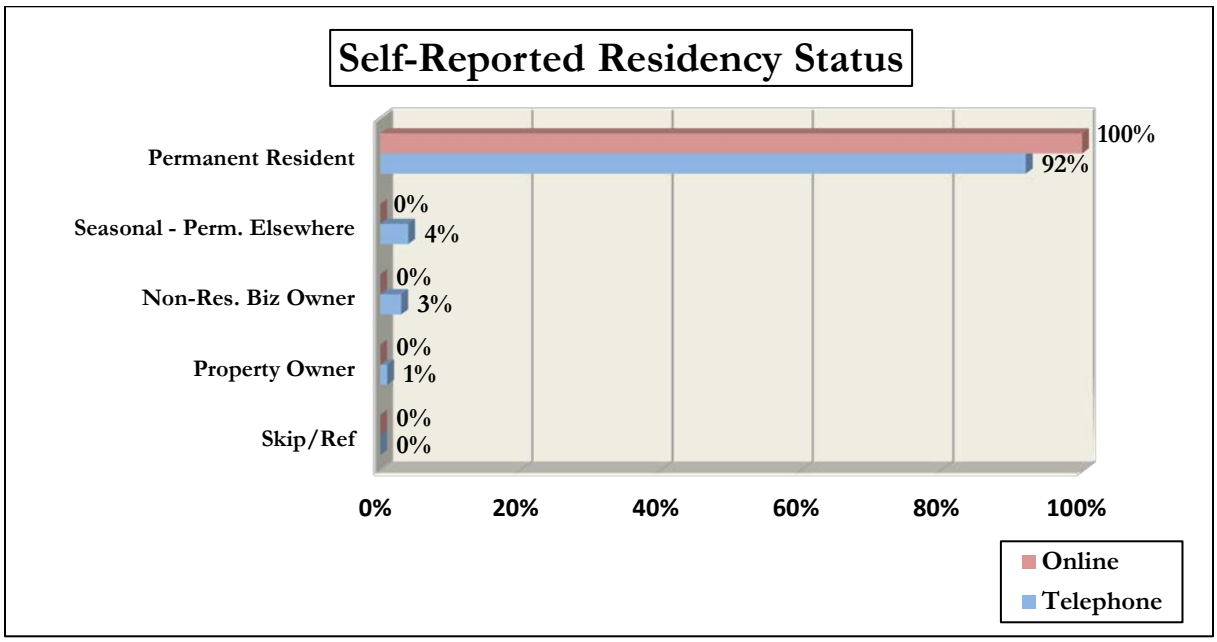
Registered Voter Status – Q. 1

The first question in the interview asked respondents to report whether they were registered to vote in Peninsula Township.



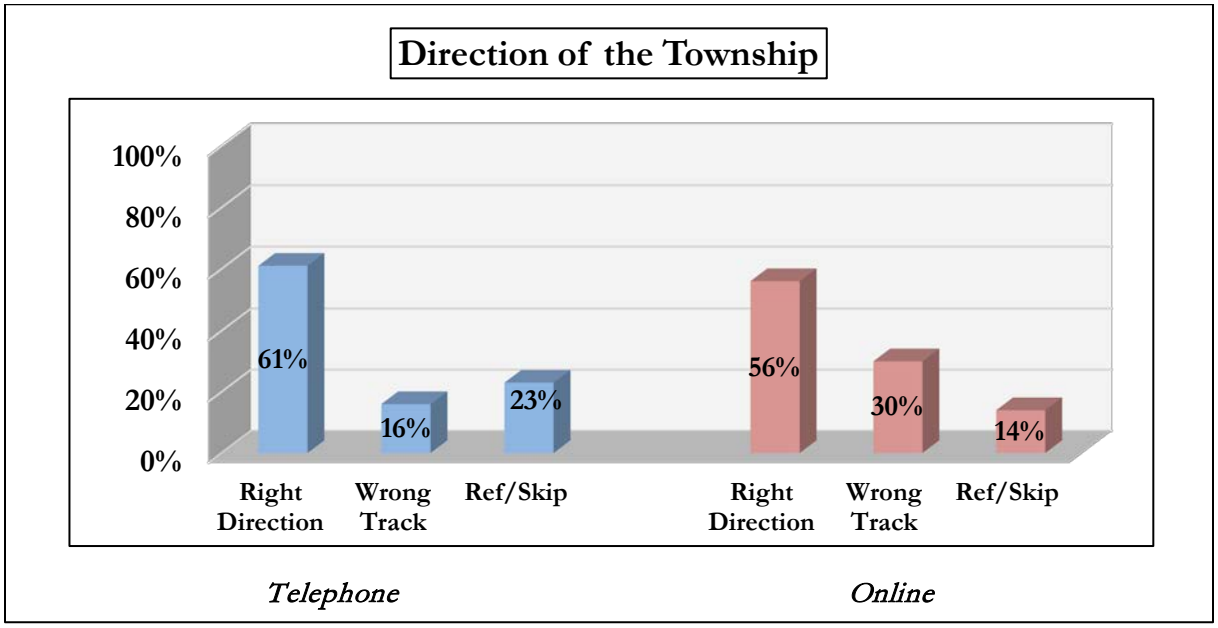
Connection with the Township Q. 2

Respondents were next asked to select which of three offered options best described their connection with the township. The chart below illustrates the distribution of responses.



Direction of the Township – Q. 3

Respondents were asked, "Overall," if they believe Peninsula Township is headed in the *Right Direction* or if it is going on the *Wrong Track.*



Telephone survey subgroups reporting "Wrong Track" in proportions significantly higher than 16% included:

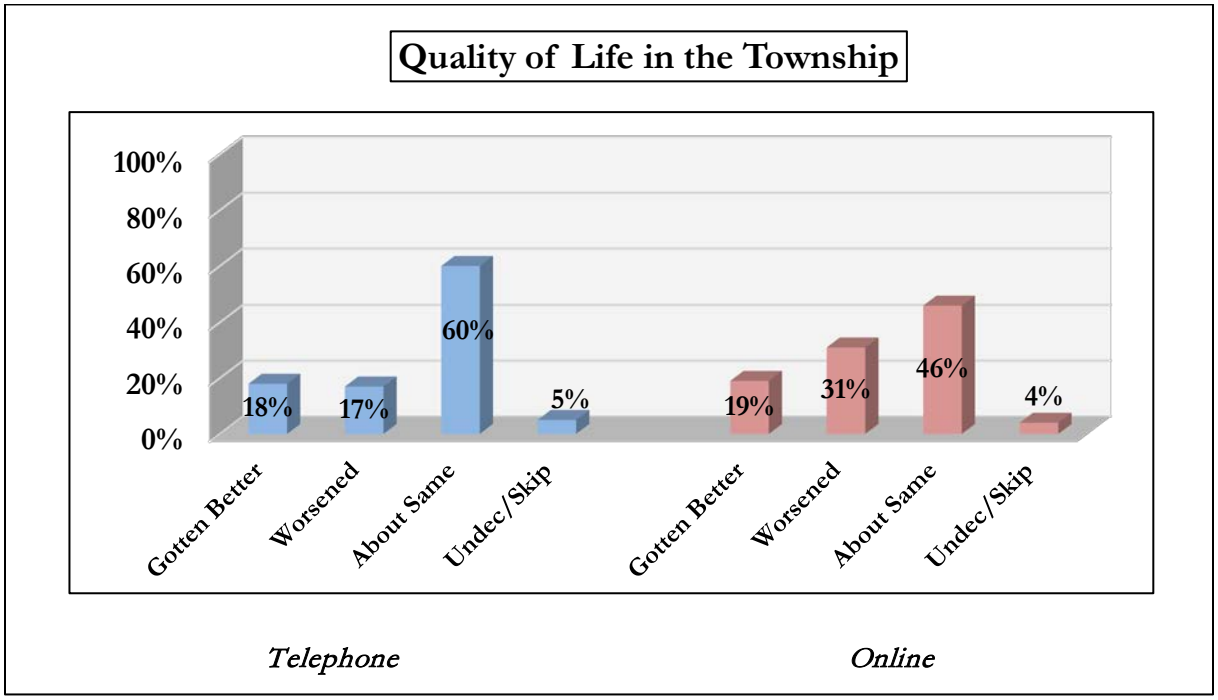
35% Twp. Quality – Worsened
** Small N-size*

Online survey subgroups reporting "Wrong Track" in proportions significantly higher than 30% included:

60% Twp. Quality – Worsened
57% Financial management – Negative
45% Men 18-49
39% Taxes – Too high
Utility easements – Top priority
Post H.S.
38% Renewal vote – No
Age 18-49
37% Tenure – 11-20 yrs.
36% Info source – Gazette
35% Info source – Word of mouth
Residence – Mapleton north
34% Current PDR? – Yes
Storage regulations – Oppose
Town Center – Oppose

Quality of Life Trend – Q. 4

The options of *Gotten Better*, *Become Worse*, and *About the Same* were offered to respondents who were asked to give an assessment when thinking about the quality of township life over the past few years.



Telephone survey subgroups reporting "Gotten Worse" in proportions significantly higher than 17% included:

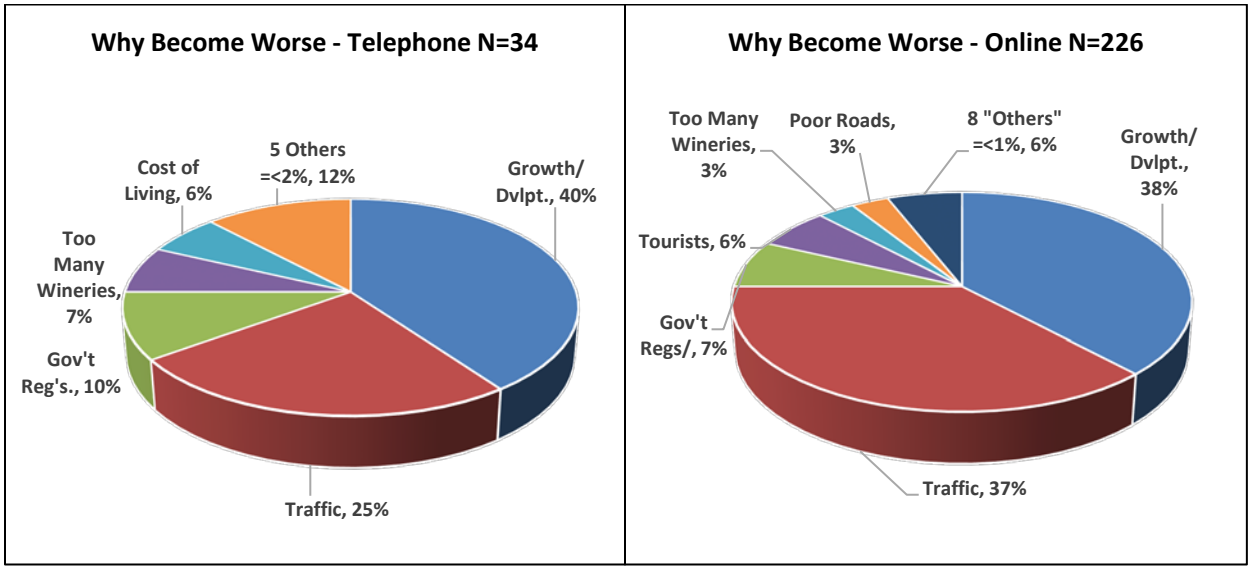
*36% Twp. Direction – Wrong track**
** Small N-size*

On-line survey subgroups reporting "Gotten Worse" in proportions significantly higher than 31% included:

62% Twp. direction – Wrong track
42% Financial management – Negative
40% Winery growth – Oppose
38% Utility easements – Top priority
Town Center – Oppose
Tenure – 20+ yrs.
37% Taxes – Too high
Relax winery limits – Oppose
Open space event ban – Support
Post H.S.
36% PDR Familiar – Yes
Men 18-49
35% Current PDR? – Yes
Storage regulations – Support
Info source – TC Eagle
Residence – Mapleton north

Why Worse? – Q. 5

Respondents opting for the "Become Worse" answer in the preceding question were asked to identify the single most important reason for saying so.



Telephone survey subgroups: With an N=34, subset analysis is unhelpful.

Online survey subgroups reporting "Growth/Development" in proportions significantly higher than 38% included:

56% Tenure – 6-10 yrs.
*50% Tenure – 1-5 yrs.**
47% Twp. direction – Wrong track
Winery growth – Support
*46% Utility easements – Top priority**
45% Age 18-49
44% Relax winery limits – Support
43% PDR familiar – Undecided
Tenure – 11-20 yrs.
Women
Employment – Full time
42% Taxes – About right
Residence – Wilson south
* Small N-size*

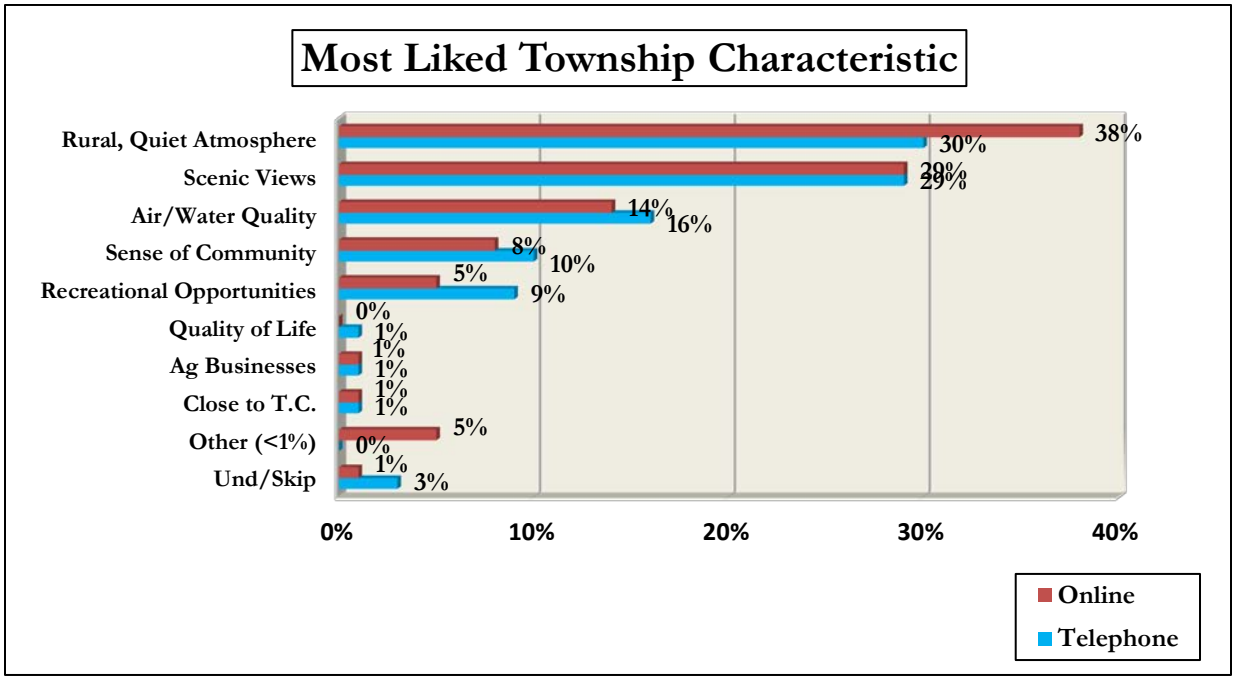
Online survey subgroups reporting "Traffic" in proportions significantly higher than 37% included:

61% Twp. direction – Right direction
*45% Utility easements – Top priority**
Tenure – 20+ yrs.
44% Info source – TC Eagle
Age 65+
Men 50+
43% Relax winery limits – Oppose
Employment – Retired
42% Storage regulations – Support
*Info source – Website**
41% Town Center – Oppose

Residence – Wilson south
Age 50+
** Small N-size*

Like the Most – Q. 6

All respondents were asked to select from a list of five options the characteristic that best captured what they liked most about living in Peninsula Township. Accommodation in both surveys was made for respondents volunteering a characteristic that was not part of the list that was offered.



Telephone survey subgroups reporting "Rural, Quiet" in proportions significantly higher than 30% included:

44% PDR familiar – Unaware
43% Intervene in Utility easements – Neutral/Not
41% Residence – Mapleton north
36% Current PDR? – Don't know
Men 50+

Online survey subgroups reporting "Rural, Quiet" in proportions significantly higher than 38% included:

53% Residence – Mapleton north
47% Open space event ban – Support
46% Twp. quality – Worsened
PDR familiar – Little
45% Winery growth – Oppose
Town Center – Oppose
44% Relax winery limits – Oppose
43% Storage regulations – Support
Men 18-49

42% *Twp. direction – Wrong track*
Utility easements – Top priority
Info source – Gazette
Post H.S.

Telephone survey subgroups reporting "Scenic Views" in proportions significantly higher than 29% included:

53% *Intervene in Utility easements – Undecided*
43% *Bay Access – Priority**
42% *Residence – Wilson south*
41% *PDR familiar – Little**
37% *Age 50-64*
36% *Women 50+*
35% *Info source -- Mail*
** Small N-size*

Online survey subgroups reporting "Scenic Views" in proportions significantly higher than 29% included:

41% *Women 18-49*
40% *Children at home – Yes*
Age 18-34
39% *Tenure – 1-5 yrs.*
38% *Relax winery limits – Support*
37% *Current PDR? – No*
PDR familiar – Unaware
PDR renewal – No
Residence – Wilson south
35% *Age 18-49*
34% *PDR renewal – Undecided*
Winery growth – Support
Storage regulations – Oppose
Town Center – Support
Employment – Full time
33% *Utility easements – Important*

Telephone survey subgroups reporting "Air/Water" in proportions significantly higher than 16% included:

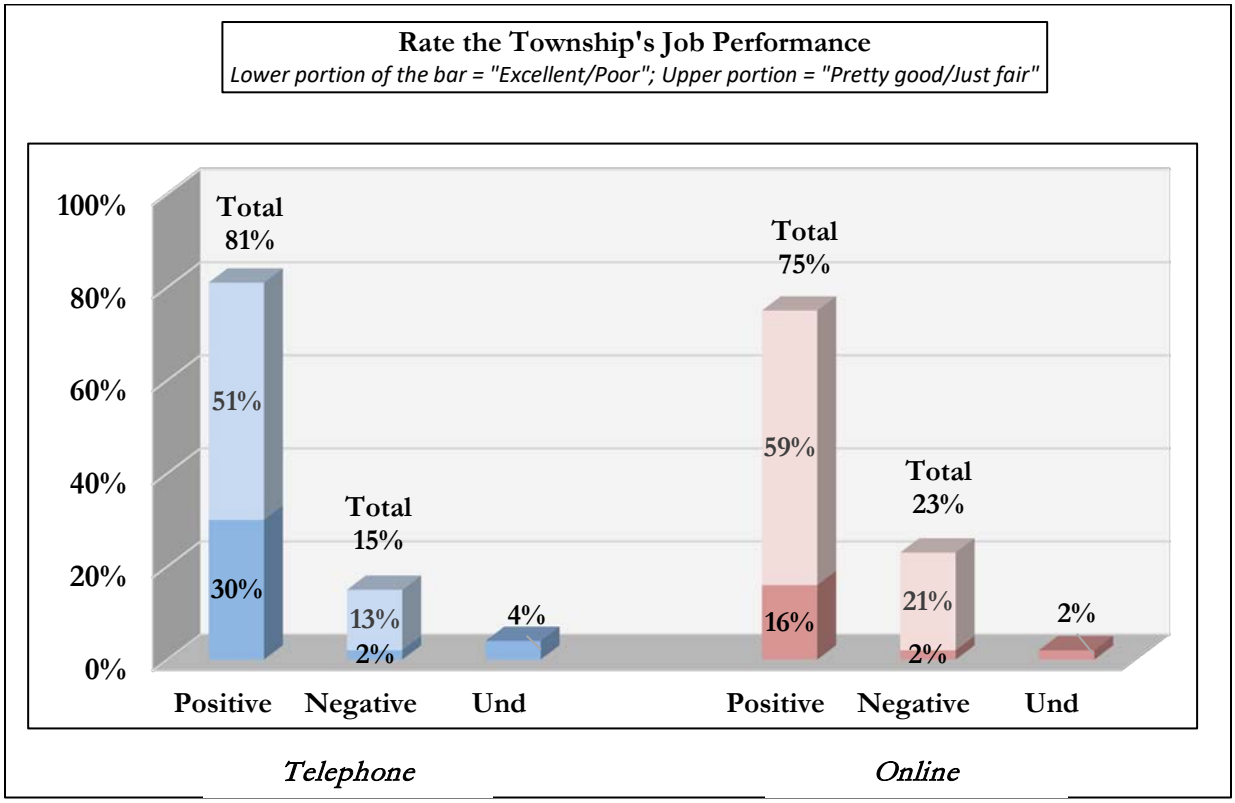
28% *Twp. Quality – Worsened**
24% *Intervene in Utility easements – Neutral/Not*
Women 50+
22% *Twp. Quality – Improved**
*Financial Management – Positive**
Taxes – About right
** Small N-size*

Online survey subgroups reporting "Air/Water" in proportions significantly higher than 14% included:

21% *Bay access – Important*
19% *Women 50+*

Rate Township Job Performance – Q. 7

Respondents were asked to issue a "Positive" or "Negative" rating for the job Peninsula Township is doing in providing basic services. Gradations of *Excellent* and *Pretty Good* were offered for a positive rating, with *Just Fair* and *Poor* offered as gradations for a negative rating.



Telephone survey subgroups reporting "Negative" in proportions significantly higher than 15% included:

*46% Twp. Direction – Wrong track**
*33% Twp. Quality – Worsened**
26% Taxes – Too high
24% PDR renewal – No
Age 50-64
22% Children at home – Yes
21% Town Center – Support
** Small N-size*

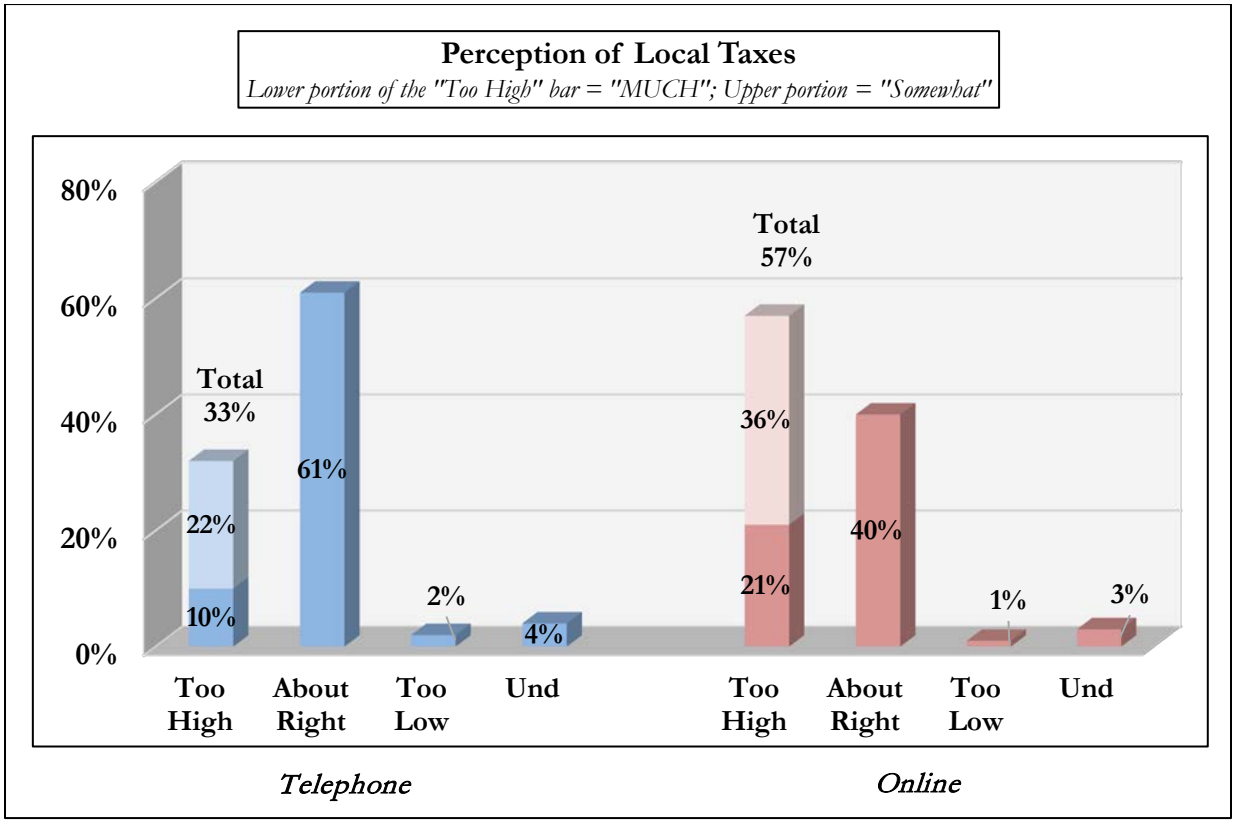
Online survey subgroups reporting "Negative" in proportions significantly higher than 23% included:

46% Twp. direction – Wrong track
40% Age 18-34
37% PDR renewal – No
Age 18-49
36% Bay access – Top priority
PDR renewal – Undecided
Age 35-49

35% *Info source – TV**
34% *Employment – Full time*
33% *Twp. quality – Worsened*
Taxes – Too high
32% *Info source – Word of mouth*
31% *PDR familiar – Little*
Tenure – 11-20 yrs.
30% *Twp. direction – Undecided*
Open space event ban – Oppose
29% *Relax winery limits – Support*
Storage regulations – Oppose
** Small N-size*

Value of Services for Taxes Paid – Q. 8

Respondents were asked if the taxes paid to their local unit of government were *Too High, Too Low, or About Right* for what they get back in services. For those reporting "Too High," a follow-up question asked if they thought they were "Much" or "Somewhat" too high.



Telephone survey subgroups reporting "Too high" in proportions significantly higher than 33% total included:

53% *Financial Management – Negative**
52% *Twp. Quality – Worsened**
50% *Age 50-64*
46% *Men 50+*
44% *Info source – Word of mouth*

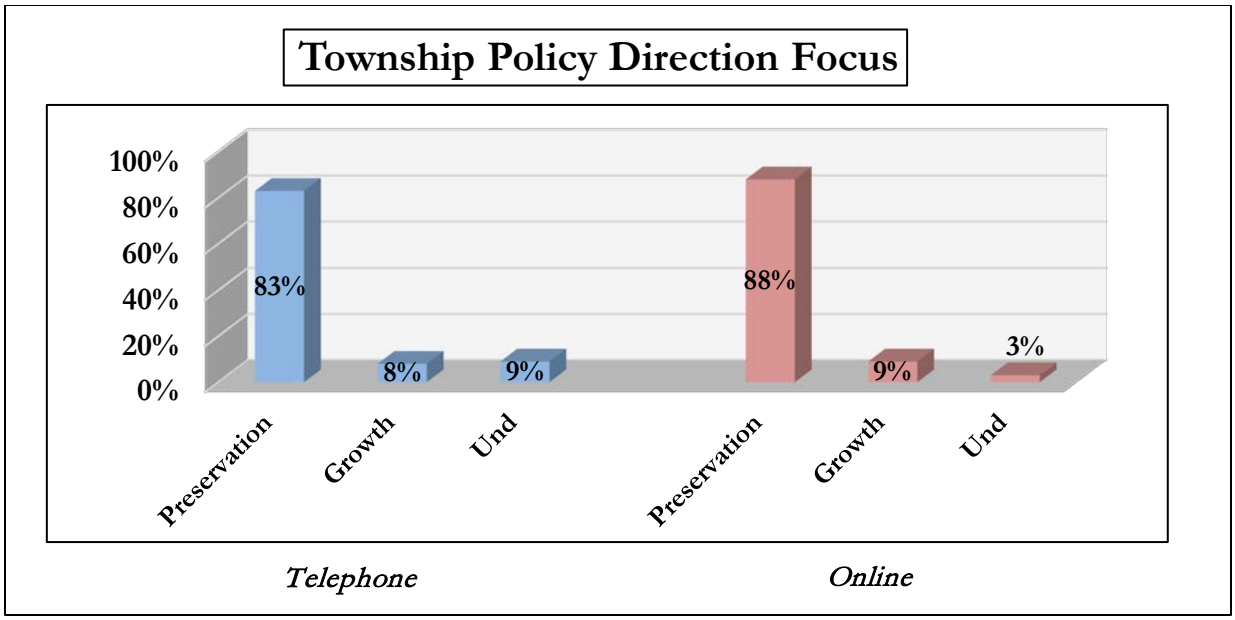
42% *Twp. Direction – Wrong track**
40% *PDR renewal – No*
Men
39% *PDR familiar – Very*
Residence – In between
** Small N-size*

Online survey subgroups reporting "Too high" in proportions significantly higher than 57% total included:

80% *PDR renewal – No*
78% *Financial management – Negative*
74% *Twp. direction – Wrong track*
70% *Info source – TV**
69% *Twp. Quality – Worsened*
68% *PDR renewal – Undecided*
67% *Employment – Full time*
Age 18-34
66% *Women 18-49*
64% *Bay access – Top priority*
Residence – Mapleton north
63% *Current PDR? – Undecided*
Age 50-64
Age 18-49
62% *Info source – Word of mouth*
Age 35-49
61% *Relax winery limits – Support*
Storage regulations – Oppose
** Small N-size*

Preference Concerning Township Policy Direction – Q. 9

The next question asked respondents to choose which of two statements came closest to their view about the future direction of the township. One statement urged retention of the township's fundamentally rural, undeveloped character even if that was at the cost of economic growth opportunities. The other statement option advocated for the need to expand economic growth opportunities and housing options even if it came at the expense of undeveloped acreage and increased service demands. The graph below illustrates the outcome in the respective surveys:



Telephone survey subgroups reporting "Growth" in proportions significantly higher than 8% included:

19% PDR Renewal – No
*17% Twp. Quality – Improved**
Relax winery limitations – Support
16% Winery growth – Support
*15% Financial Management – Negative**
14% Town Center -- Support
** Small N-size*

Online survey subgroups reporting "Growth" in proportions significantly higher than 9% included:

24% PDR renewal – No
20% Children at home – Yes
18% Town Center – Support
Age 35-49
17% Bay access – Top priority
Relax winery limitations – Support
16% Employment – Full time
15% Info source – Website
Women 18-49
14% Winery growth – Support
Open space event ban – Oppose
Storage regulation – Oppose
Tenure – 11-20 yrs.
Age 18-49
13% Utility easements – Important
Men 18-49

Issue Priorities Qs. 10-19

Respondents were presented with a roster of ten broad issue areas and asked to report the level of importance they believed Peninsula Township should place on each. The possible

responses were *Top Priority***,** *Important But Not a Top Priority,* and *Neutral* about whether the township should address the issue or *Not be Involved at All* in addressing the item. For analysis purposes, "Top priority" and "Important" are combined for a "Total Important" proportion.

"TOTAL" = Top Priority + Important		Rank	Top Priority	**TOTAL Important**	Neutral	Not Involved	DK/ UND
Protecting the water quality of the bays	Phone	1	70%	***92%***	4%	3%	1%
	Online	3	63%	***87%***	9%	3%	1%
Preservation of the local agricultural economy	Phone	2	58%	***92%***	4%	4%	0%
	Online	5	58%	***87%***	10%	2%	1%
Protecting the township's viewsheds of the bays, farmland and open spaces	Phone	3	57%	***87%***	10%	2%	1%
	Online	1	62%	***93%***	5%	2%	0%
Preservation of natural shoreline	Phone	4	67%	***86%***	10%	2%	2%
	Online	4	58%	***87%***	9%	3%	1%
Managing development and growth	Phone	5	56%	***86%***	9%	4%	1%
	Online	2	63%	***92%***	4%	3%	1%
Preservation of historic landmarks, architecture and native culture	Phone	6	49%	***84%***	10%	5%	1%
	Online	7	27%	***76%***	20%	4%	0%
Enhancing township parks	Phone	7	27%	***80%***	18%	1%	1%
	Online	8	19%	***67%***	29%	3%	1%

"TOTAL" = Top Priority + Important			Top Priority	**TOTAL Important**	Neutral	Not Involved	DK/ UND
Addressing traffic volume	Phone	8	32%	***76%***	21%	2%	1%
	Online	6	45%	***81%***	14%	3%	2%
Providing improved public access to the bays	Phone	9	14%	***50%***	34%	14%	2%
	Online	10	9%	***36%***	42%	21%	1%
Intervention in the placement of public utility easements	Phone	10	12%	***49%***	24%	3%	24%
	Online	9	14%	***59%***	34%	4%	3%

Telephone survey subgroups reporting Total Important for "Traffic" in proportions significantly higher than 76% total included:

*93% Twp. Quality – Worsened**
*86% Twp. Direction – Wrong track**
Men 50+
*84% Bay Access – Top priority**
83% Twp. Direction – Undecided
Event regulations – Support
Age 50-64
Men
*82% PDR familiar – Little**
*PDR renewal – Undecided**
Winery growth – Oppose
Relax winery limitations – Oppose
Employment – Full-time
** Small N-size*

Online survey subgroups reporting Total Important for "Traffic" in proportions significantly higher than 81% total included:

94% Utility easements – Top priority
91% Twp. Quality – Worsened
89% PDR familiar – Little
88% Winery growth – Oppose
Relax winery limitations – Oppose
Town Center – Oppose
Tenure 20+ yrs.
Women 50+
86% PDR renewal – Yes
Info source – TC Eagle
Age 65+
85% Event regulations – Support
Regulate storage – Support
Age 50+

Telephone survey subgroups reporting Total Important for "Bay Access" in proportions significantly higher than 50% total included:

*67% PDR familiar – Little**
64% Info source – Mail
Children at home – Yes

61% *Financial management – Negative**
60% *Twp. Quality – Worsened**
59% *Age 65+*
58% *Age 35-49**
57% *Utility easements – Important*
PDR renewal – Yes
Storage regulation – Support
Employment – Full-time
56% *Twp. Quality – Improved**
Utility easements – Undecided
Town Center – Support

Online survey subgroups reporting Total Important for "Bay Access" in proportions significantly higher than 36% total included:

49% *Twp. quality – Improved*
47% *Town Center – Support*
46% *Current PDR? – Undecided*
Women 18-49
45% *Twp. direction – Undecided*
Residence – Wilson south
44% *Info source – TC Eagle*
43% *Women*
42% *Event regulations – Oppose*
41% *Taxes – About right*
Winery growth – Support
Relax winery limitations – Support
40% *Utility easements – Important*
Age 18-34

Telephone survey subgroups reporting Total Important for "Utility easements" in proportions significantly higher than 49% total included:

69% *Twp. Direction – Wrong track**
64% *Ae 35-49**
59% *Town Center – Support*
58% *Bay Access – Important*
56% *Children at home – Yes*
55% *Relax winery limitations – Support*
Men

Online survey subgroups reporting Total Important for "Utility easements" in proportions significantly higher than 59% total included:

67% *Info source – Mail*
66% *Women 50+*
65% *Twp. quality – Improved*
Bay Access – Top priority
Storage regulation – Support
Age 65+
64% *Twp. Direction – Right direction*
Bay Access – Important
Residence – Wilson south
Tenure 20+ yrs.
63% *Winery growth – Oppose*

More, Enough, Too much Qs. 20-30

Respondents were presented with a roster of eleven service areas local governments typically provide to residents. For each item, respondents were asked to report whether they believed Peninsula Township was doing *Enough* in that area, *Too Much,* or if it should do *More*. If *More* was selected, gradations of "Much" or "Somewhat" were offered to measure the level of intensity of that sentiment.

"TOTAL More" = Much + Somewhat		Rank	Much More	**TOTAL MORE**	Enough	Too Much	DK/ UND
Keeping as much of the rural character and historic landscape as possible	Phone	1	21%	***45%***	50%	3%	2%
	Online	1	34%	***70%***	26%	3%	1%
Providing a variety of housing choices, including entry-level and retirement housing	Phone	2	9%	***32%***	41%	11%	16%
	Online	8	10%	***27%***	55%	13%	5%
Providing fair and accurate property tax assessments	Phone	3	14%	***31%***	57%	2%	10%
	Online	5	13%	***35%***	56%	3%	6%
Maintaining township parks and recreational facilities	Phone	4	6%	***28%***	71%	1%	0%
	Online	3	13%	***41%***	55%	3%	1%
Availability of township-wide access to cable and high-speed internet	Phone	5	13%	***25%***	58%	3%	14%
	Online	2	17%	***42%***	52%	3%	3%
Zoning code enforcement	Phone	6	10%	***24%***	37%	15%	24%
	Online	4	14%	***37%***	42%	14%	7%
Ensuring reliable emergency response and fire protection services	Phone	7	9%	***20%***	75%	1%	4%
	Online	6	10%	***32%***	62%	4%	2%
Offering a wide range of recreational opportunities for residents of all ages	Phone	8	3%	***20%***	69%	5%	6%
	Online	8	8%	***31%***	59%	7%	3%
Accommodating demand for overnight tourist visits	Phone	9	6%	***18%***	43%	15%	24%
	Online	9	7%	***21%***	55%	19%	5%
Maintenance of township property	Phone	10	2%	***13%***	78%	0%	9%
	Online	10	5%	***18%***	75%	1%	6%
Cemetery upkeep and maintenance	Phone	11	2%	***10%***	59%	0%	31%
	Online	11	2%	***11%***	73%	2%	14%

Telephone survey subgroups reporting Total More for "Keep rural character" in proportions significantly higher than 45% total included:

*70% Twp. Quality – Worsened**
*62% Twp. Direction – Wrong track**
*57% Financial Management – Negative**
53% Current PDR? – Yes
PDR familiar – Very
Town Center – Oppose
Age 65+
52% Utility easements – Undecided
Storage regulation – Support
51% Twp. Direction – Undecided
Relax winery limitations – Oppose
Info source – T.C. Eagle
** Small N-size*

Online survey subgroups reporting Total More for "Keep rural character" in proportions significantly higher than 70% total included:

86% Utility easements – Top priority
80% Twp. Quality – Worsened
Storage regulation – Support
79% Relax winery limitations – Oppose
Event regulations – Support
78% PDR renewal – Yes
Town Center – Oppose
77% Residence – Mapleton north
Women 50+
76% Winery growth – Oppose
Info source – Gazette
Post H.S.
Employment – Retired
Age 65+
75% Twp. direction – Wrong track
Bay Access – Little/Not important
74% Taxes – About right
Age 50+

Telephone survey subgroups reporting Enough for "Keep rural character" in proportions significantly higher than 50% total included:

67% PDR familiar – Unaware
65% Current PDR? – Undecided
62% Town Center – Support
60% Twp. Direction – Right direction
Relax winery limitations – Support
Age 18-49
58% Twp. tenure – 11-20 years
57% Twp. Quality – About the same

Online survey subgroups reporting Enough for "Keep rural character" in proportions significantly higher than 26% total included:

42% PDR renewal – No

Children at home – Yes
40% *Age 18-34*
Men 18-49
38% *Age 35-49*
37% *Bay access – Important*
Town Center – Support
36% *Relax winery limitations – Support*
35% *Storage regulations – Oppose*
34% *PDR renewal -- Undecided*
33% *Twp. quality – Improved*
32% *Current PDR? – Undecided*
Event regulations – Oppose
31% *Twp. direction – Right direction*
Twp. quality – About the same
Winery growth – Support
30% *Bay access – Top priority*
Info source – TC Eagle
Employment – Full time

Telephone survey subgroups reporting <u>More</u> for "Housing variety" in proportions significantly <u>higher</u> than 32% total included:

49% *PDR renewal – Undecided**
43% *Utility easements – Somewhat/Not important*
42% *Town Center – Support*
Info source – T.C. Eagle
41% *Bay Access – Top priority**
Employment – Full time
40% *Event regulations – Oppose*
*Women 18-49**
39% *Financial management – Negative**
Residence – Mapleton North
** Small N-size*

Online survey subgroups reporting <u>More</u> for "Housing variety" in proportions significantly <u>higher</u> than 27% total included:

44% *Bay access – Top priority*
41% *Bay access – Important*
40% *Town Center – Support*
Age 18-34
39% *Post H.S.*
36% *Twp. quality – Improved*
32% *Info source – TC Eagle*
Women 18-49
31% *Winery growth – Support*
Relax winery limitations – Support
Info source – Gazette
Tenure 11-20 yrs.
Women

Telephone survey subgroups reporting Too Much for "Housing variety" in proportions significantly higher than 11% total included:

*18% Financial management – Negative**
16% PDR renewal – No
*15% Twp. Direction – Wrong track**
Bay Access – Somewhat/Not Important
Winery growth – Support
** Small N-size*

Online survey subgroups reporting Too Much for "Housing variety" in proportions significantly higher than 13% total included:

23% PDR renewal – No
21% Twp. quality – Worsened
Financial management – Negative
20% Utility easements – Top priority
19% Age 35-49
18% Current PDR? – No
PDR renewal – Undecided
17% Twp. direction – Undecided
Town Center – Oppose
Tenure – 11-20 yrs.
Age 18-49

Telephone survey subgroups reporting Total More for "Overnight accommodations" in proportions significantly higher than 18% total included:

*35% Bay Access – Top priority**
*Age 35-49**
33% Town Center – Support
29% Event regulations – Oppose
*28% Twp. Direction – Wrong track**
*Twp. Quality – Improved**
*PDR familiar – Little**
Relax winery limitations – Support
27% Winery growth – Support
24% Employment – Full time
** Small N-size*

Online survey subgroups reporting Total More for "Overnight accommodations" in proportions significantly higher than 21% total included:

34% Bay access – Top priority
32% Relax winery limitations – Support
Event regulations – Oppose
Town Center – Support
31% Men 18-49
30% Tenure – 11-20 yrs.
29% Financial management – Negative
PDR renewal – No
28% Bay access – Important
Current PDR? – Undecided
Regulate storage – Oppose
27% Winery growth – Support

Employment – Full time
Age 18-49
26% Utility easements – Somewhat/Not important
PDR renewal – Undecided
Info source – Website
Residence – In between
25% Twp. Direction – Wrong track
Taxes – Too high
Info source – Word of mouth
Children at home – Yes
Post H.S.
Age 50-64

Telephone survey subgroups reporting Too Much for "Overnight accommodations" in proportions significantly higher than 15% total included:

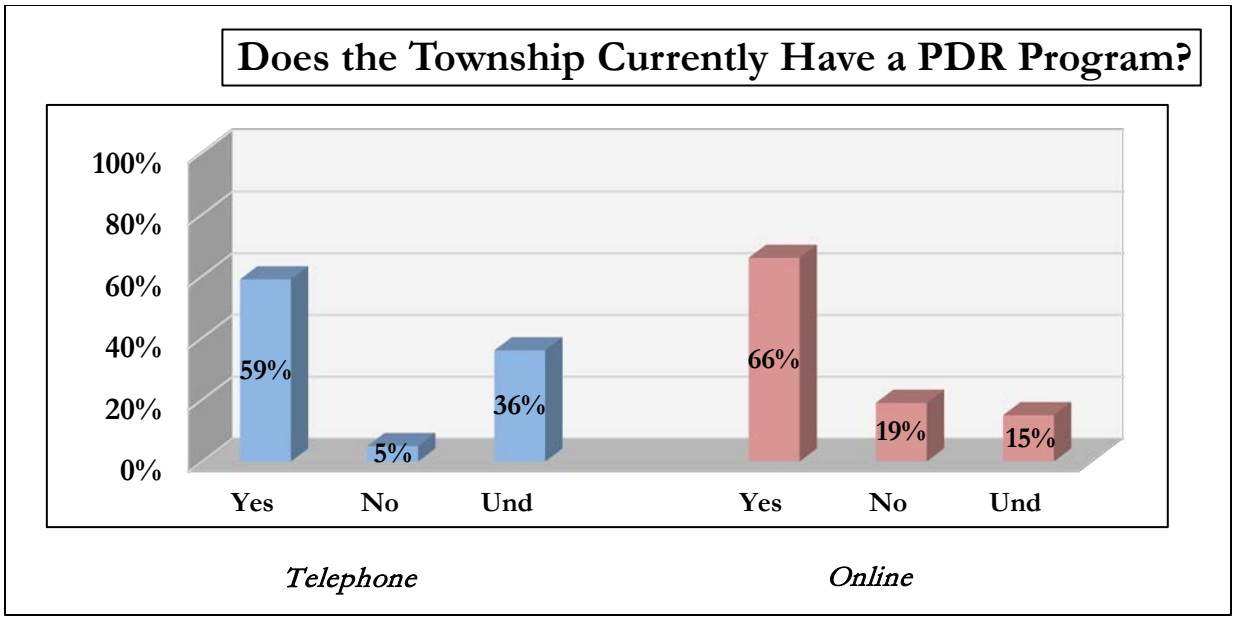
30% PDR renewal – No
*28% Twp. Direction – Wrong track**
23% Employment – Retired
22% Bay Access – Somewhat/Not important
Residence – Wilson south
Age 65+
*21% Twp. Quality – Worsened**
Utility easements – Important
Age 50+
** Small N-size*

Online survey subgroups reporting Too Much for "Overnight accommodations" in proportions significantly higher than 19% total included:

33% Twp. quality – Worsened
32% Twp. direction – Wrong track
31% Utility easements – Top priority
28% Financial management – Negative
27% Winery growth – Oppose
Event regulation – Support
Men 18-49
26% Town Center – Oppose
25% Relax winery limitations – Oppose
23% Tenure – 20+ yrs.

Does the Township Have a PDR Program? – Q. 31

A brief description of a purchase of development rights program was presented to respondents, who were then asked if Peninsula Township currently has such a program. Just fewer than six in ten telephone survey respondents indicated "Yes."



Telephone survey subgroups reporting "Undecided" in proportions significantly higher than 36% total included:

94% Current PDR? – Unaware
*71% PDR renewal – Undecided**
65% Women 18-49
*57% PDR familiar – Little**
Age 18-49
50% Residence – Wilson south
47% Women
45% Utility easements – Somewhat/Not important
44% Twp. Direction – Right direction
Children at home – Yes
43% Info source – T.C. Eagle
42% Twp. Quality – About the same
** Small N-size*

*Online survey subgroups reporting "**No**" in proportions significantly higher than 19% total included:*

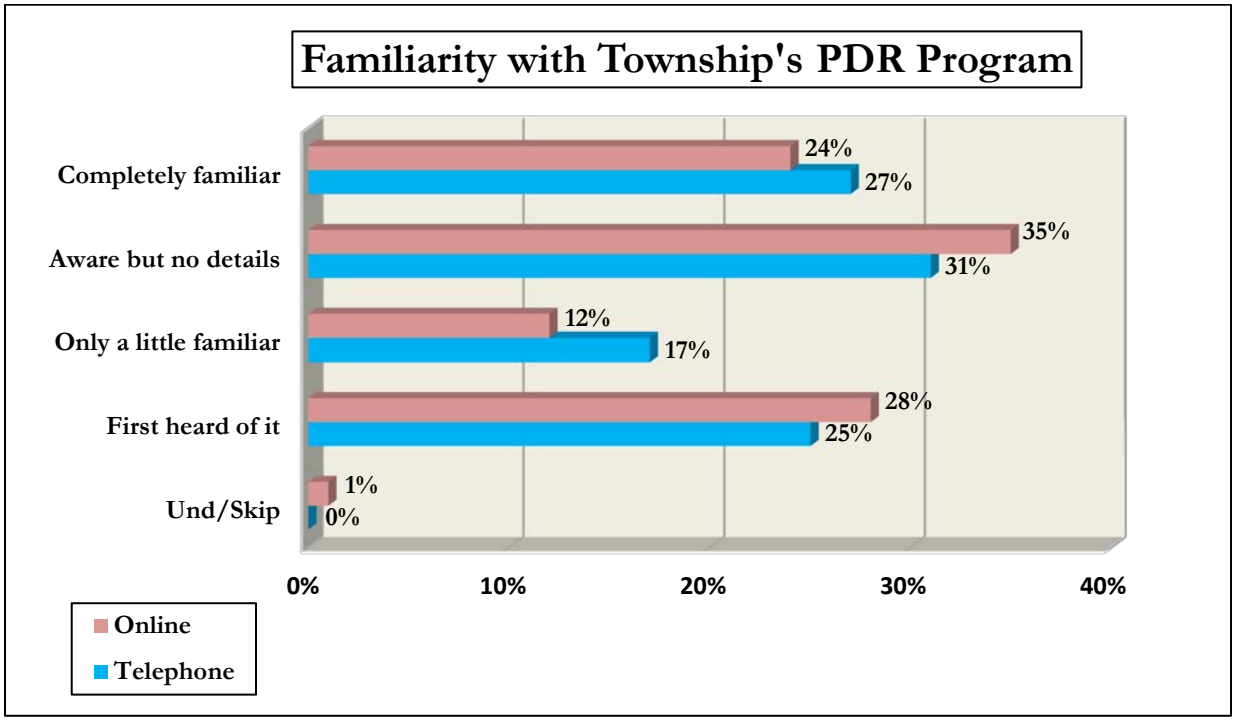
57% PDR familiar – Not at all
34% Men 18-49
32% Age 35-49
Tenure – 6-10 yrs,
29% PDR renewal – No
27% Current PDR? – Unaware
25% Children at home – Yes
Age 18-49
24% Tenure – 1-5 yrs.
23% Twp. quality – About the same
Residence – Wilson south

*Online survey subgroups reporting "**Undecided**" in proportions significantly higher than 15% total included:*

55% *PDR renewal – Undecided*
34% *Women 18-49*
30% *Tenure – 1-5 yrs.*
27% *Age 18-34*
25% *Twp. direction – Undecided*
24% *Bay access – Top priority*
22% *Post H.S.*
Women
21% *PDR familiar – Little*
Age 18-49
20% *PDR renewal – No*
Relax winery limitations – Support
Residence – Wilson south
19% *Info source – Word of mouth*
Children at home – Yes
Employment – Part time
Tenure – 6-10 yrs.

Familiarity with the Township's PDR Program – Q. 32

In the follow-up question, respondents were informed that Peninsula Township does have a PDR program and were asked which of four statements best describes how familiar they would say they are with the program. The following graph illustrates the distribution of the responses from the respective survey samplings:



Telephone survey subgroups reporting "Little/First heard" in proportions significantly higher than 42% total included:

91% Current PDR? – Undecided
*78% PDR renewal – Undecided**
64% Age 18-49
62% Residence – Wilson south
52% Employment – Full time
50% Info source – T.C. Eagle
49% Twp. Quality – About the same
Taxes – About right
Utility easements – Undecided
48% Twp. Direction – Right direction
Children at home – Yes
47% Utility easements – Somewhat/Not Important
*Age 35-49**
Women
** Small N-size*

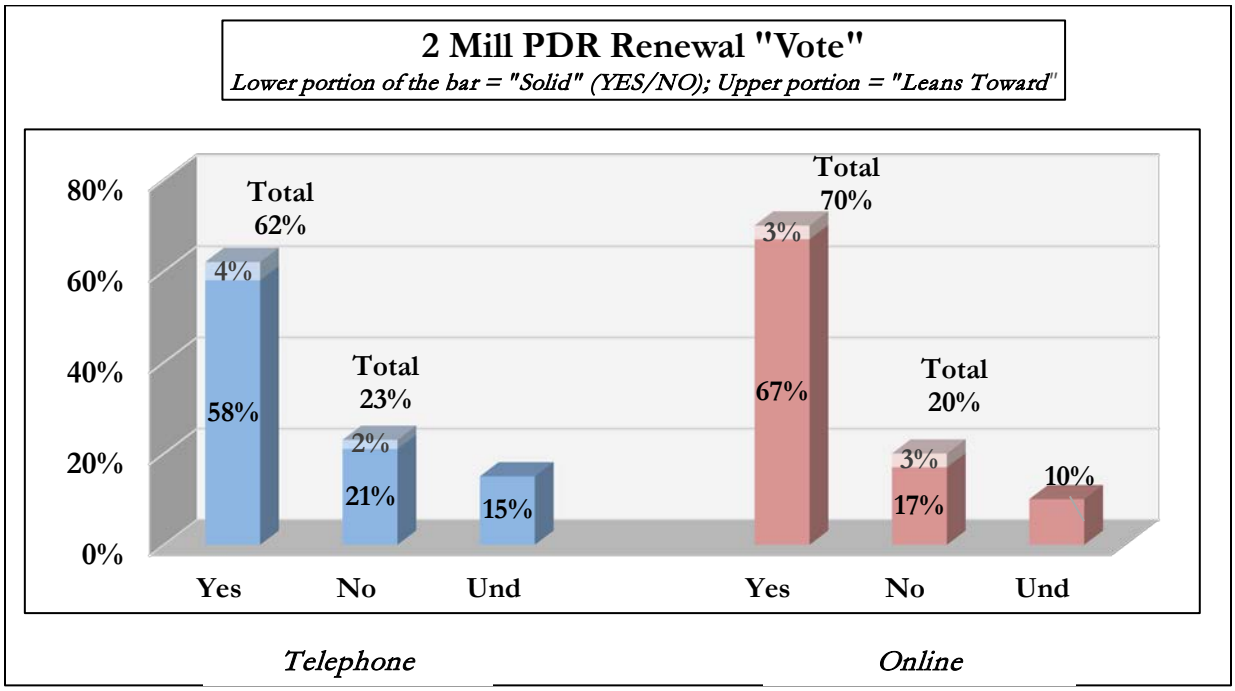
Online survey subgroups reporting "Little/First heard" in proportions significantly higher than 40% total included:

94% Current PDR? – No
90% Current PDR? – Undecided
75% PDR renewal – Undecided
74% Women 18-49
70% Tenure – 1-5 yrs.
67% Age 35-49
66% Children at home – Yes
65% Age 18-49
63% Tenure – 6-10 yrs.
60% Age 18-34
55% Residence – Wilson south
53% PDR renewal – No
52% Twp. direction – Undecided
49% Relax winery limits – Support
48% Info source – Word of mouth
466% Employment – Full time
45% Winery growth – Support
44% Twp. quality – About the same
Event restrictions – Oppose
Women

PDR Renewal "Vote" – Q. 33

All respondents were presented with a brief background history of Peninsula Township's existing PDR plan, which ended by noting that the existing dedicated millage of 2 mills will expire in 2022. Respondents were then asked if they would vote "Yes" or "No" if a renewal election were held today. In the telephone interview, respondents who initially reported being "undecided" were given a follow-up option of indicating if they would "lean" one way or the other. In the online survey, the "lean" option was presented as an opening option for respondents

to record. The following graph illustrates the distribution of responses from the respective samplings:



Telephone survey subgroups reporting "Total Yes" in proportions significantly higher than 62% total included:

83% *Age 35-49**
75% *Twp. Quality – Become worse**
Info source – Mail
74% *Bay access – Important*
Twp. tenure – 11-20 yrs.
*Women 18-49**
73% *Children at home – Yes*
71% *Utility easements – Undecided*
Current PDR? – Yes
PDR familiar – Very
69% *Taxes – About right*
Residence – Wilson south
68% *PDR familiar – Little**
Age 18-49
** Small N-size*

Online survey subgroups reporting "Total Yes" in proportions significantly higher than 70% total included:

84% *Taxes – About right*
81% *Current PDR? – Yes*
PDR familiar – Very
79% *Age 65+*
Tenure – 20+ yrs.
78% *Event limitations – Support*
Storage regulations – Support
Info source – TC Eagle
77% *Relax winery limits – Oppose*

Info source – Gazette
Info source – Mail
Employment – Retired
76% Twp. direction – Right direction
Twp. quality – Worsened
75% Twp. quality – Improved
Women 50+
Financial management – Positive
74% Town Center – Oppose
Age 50+

Telephone survey subgroups reporting "Total No" in proportions significantly higher than 23% total included:

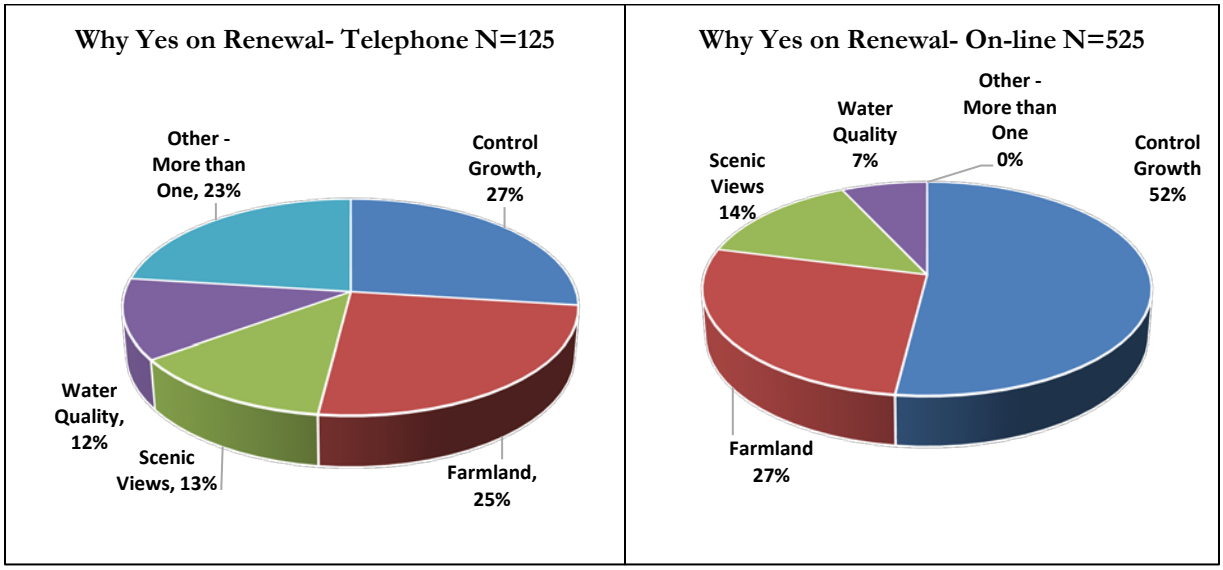
*36% Financial management – Negative**
35% Relax winery limitations – Support
33% Twp. direction – Undecided
32% Event regulations – Oppose
Men 50+
31% Utility easements – Somewhat/Not important
Men
*30% Twp. direction – Wrong track**
29% Town Center – Support
Age 65+
** Small N-size*

Online survey subgroups reporting "Total No" in proportions significantly higher than 20% total included:

33% Women 18-49
32% Financial management – Negative
31% Current PDR? – No
30% Twp. direction – Undecided
PDR familiar – Unaware
28% Taxes – Too high
27% Bay access – Top priority
Current PDR? – Undecided
Storage regulations – Oppose
Children at home – Yes
Employment – Full time
Age 35-49
Tenure – 11-20 yrs.
26% Twp. direction – Wrong track
Relax winery limitations – Support
Event limitations – Oppose
25% Post H.S.
Age 18-49
24% Twp. quality – About the same
Town Center – Support
Info source – Website
Info source – Word of mouth
Residence – In between
Age 50-64
Tenure – 6-10 yrs.

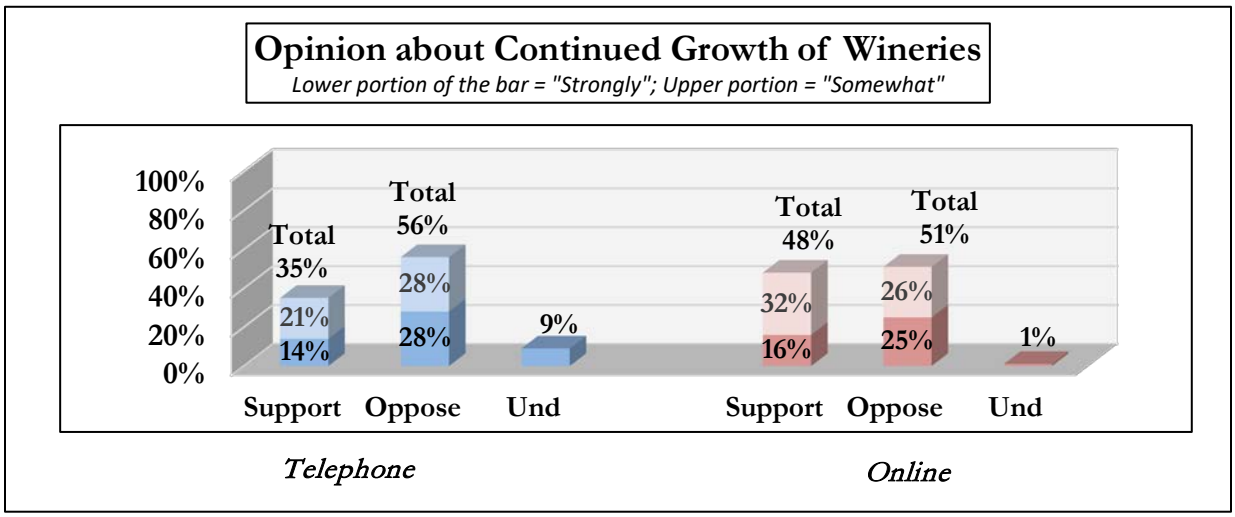
Why Yes? – Q. 34

All respondents reporting *Yes* or *Lean Yes* in the prior "vote" on the PDR renewal were asked to identify which of four presented PDR goals was the single most important reason for supporting a renewal of the program. The presented goals were *To generally control growth and prevent traffic congestion*; *To preserve farmland*; *To protect water quality*; and, *To protect scenic views*. An option to volunteer a reason was also provided.



Number of Wineries in the Township – Q. 35

Respondents were informed of the growth in the number of wineries in the township over the past couple of decades and asked if they "Supported" or "Opposed" the continued development and growth of these types of establishments. For those expressing an opinion, a level of intensity was solicited by offering if their opinion was held *Strongly* or *Somewhat*. The following graph illustrates the distribution of responses:



Telephone survey subgroups reporting "Total Support" in proportions significantly higher than 35% total included:

55% Relax winery limitations – Support
49% Town Center – Support
Employment – Full time
48% Event regulations – Oppose
44% Men
43% Info source – T. C. Eagle
42% Current PDR? – Aware
Storage regulations – Oppose
41% PDR renewal – No
Residence – Wilson south
*40% Twp. Quality – Improved**
Bay Access – Important
** Small N-size*

Online survey subgroups reporting "Total Support" in proportions significantly higher than 48% total included:

74% Relax winery limitations – Support
63% Town Center – Support
62% Men 18-49
61% Tenure – 1-5 yrs.
60% Age 35-49
58% PDR familiar – Unaware
57% Bay access – Important
56% Event limitations – Oppose
55% Twp. quality – Improved
Age 18-49
54% Twp. direction – Undecided
Twp. quality – Undecided
Employment – Part time
53% Current PDR? – No
Storage regulations – Oppose
Info source – TC Eagle
Men
52% Current PDR? – Undecided
Children at home – Yes
Employment – Full time

Telephone survey subgroups reporting "Total Oppose" in proportions significantly higher than 56% total included:

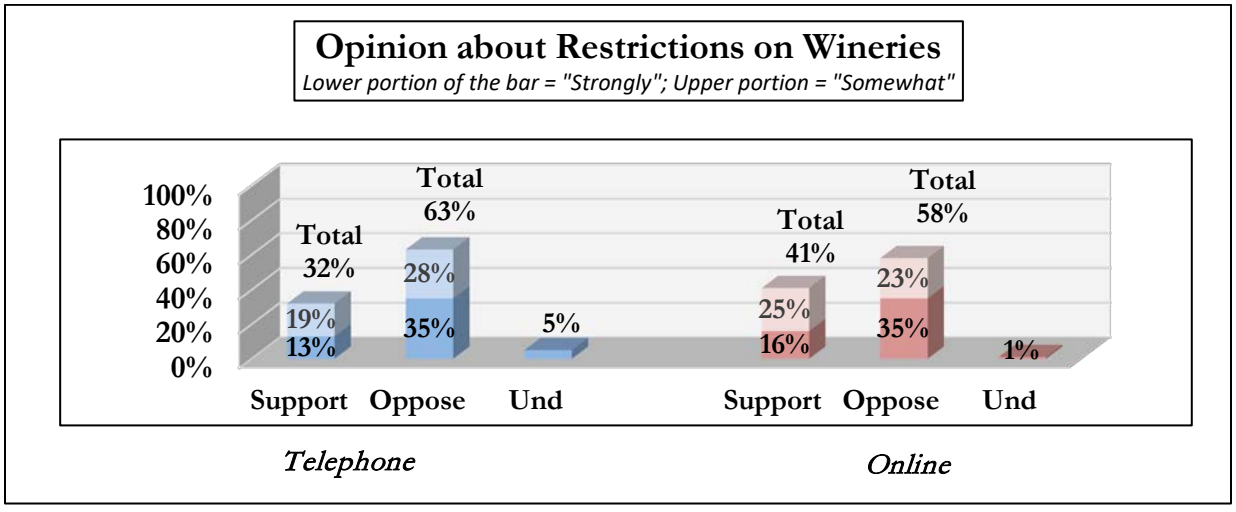
*77% Twp. Quality – Become worse**
*71% PDR familiar – Little**
*70% Twp. Direction – Wrong track**
Relax winery limitations – Oppose
Storage regulations – Support
66% Info source – Mail
65% Taxes – Too high
64% Women 50+
*63% Financial management – Negative**
Event regulations – Support
Residence – Mapleton north
Children at home – Yes
62% Town Center – Oppose
Employment – Retired
** Small N-size*

Online survey subgroups reporting "Total Oppose" in proportions significantly higher than 51% total included:

70% *Relax winery limitations – Oppose*
67% *Twp. Quality – Become worse*
63% *Town Center – Oppose*
62% *Utility easements – Top priority*
61% *Event restrictions – Support*
60% *Residence – Mapleton north*
Tenure – 20+ yrs.
57% *Women 50+*
56% *PDR renewal – No*
Storage regulations – Support
Employment – Retired
55% *Bay access – Somewhat/Not important*
PDR familiar – Very
Info source – Gazette
Women

Current Restrictions on Winery Activities – Q. 36

Respondents were next informed that, unlike neighboring jurisdictions, Peninsula Township restricts the type of activities and number of visitors wineries in its jurisdiction may host. They were then asked, irrespective of what they answered in the previous question, whether they would "Support" or "Oppose" relaxing the current restrictions. As before, intensity of sentiment was measured with the adverbs *Strongly* and *Somewhat*.



Telephone survey subgroups reporting "Total Support" in proportions significantly higher than 32% total included:

58% *Town Center – Support*
54% *Event regulations – Oppose*
52% *Age 35-49*
51% *Winery growth – Support*
50% *Twp. Quality – Improved**

49% PDR renewal – No
48% Residence – Between
42% Storage regulations – Oppose
Children at home – Yes
40% Twp. Tenure – 11-20 yrs.
*39% Twp. Direction – Right track**
Age 18-49
38% PDR familiar – Unaware
** Small N-size*

Online subgroups reporting "Total Support" in proportions significantly higher than 41% total included:

72% Women 18-49
67% Age 18-34
64% Winery growth – Support
63% Age 18-49
60% Age 35-49
59% Event restrictions – Oppose
57% Town Center – Support
54% Current PDR? – Undecided
PDR renewal – No
Storage regulations – Oppose
53% PDR renewal – Undecided
Children at home – Yes
Men 18-49
52% Employment – Full time
51% PDR familiar – Unaware
Tenure – 1-5 Yrs.
50% Financial management – Negative
49% Twp. quality – Improved
Bay access – Top priority
47% Twp. quality – Undecided
PDR familiar – Little
Post H.S.
46% Current PDR? – No
Info source – Word of mouth
45% Twp. direction – Undecided
Utility easements – Somewhat/Not important
Bay access – Important
Residence – Wilson south

Telephone survey subgroups reporting "Total Oppose" in proportions significantly higher than 63% total included:

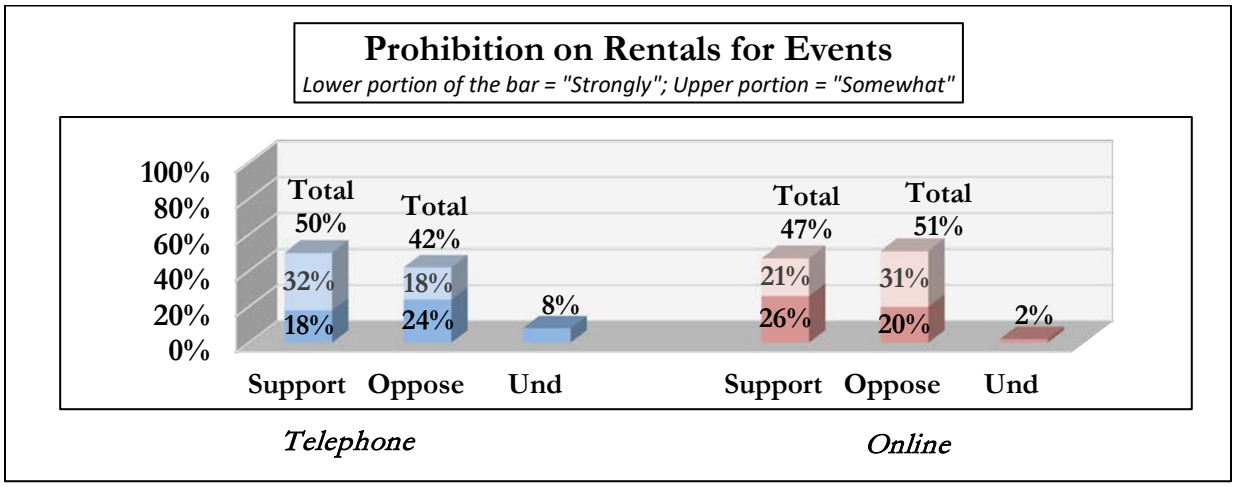
80% Residence – Mapleton north
*78% PDR renewal – Undecided**
Winery growth – Oppose
77% Event regulations – Support
Storage regulations – Support
Town Center – Oppose
*74% Twp. Quality – Become worse**
*PDR familiar – Little**
73% Info source – Mail
*72% Women 18-49**
70% Utility easements – Undecided
** Small N-size*

Online survey subgroups reporting "Total Oppose" in proportions significantly higher than 58% total included:

78% *Winery growth – Oppose*
77% *Event restrictions – Support*
70% *Twp. quality – Worsened*
69% *Storage regulations – Support*
68% *Utility easements – Top priority*
Town Center – Oppose
67% *Employment – Part time*
Employment – Retired
Women 50+
66% *Age 65+*
Tenure – 20+ Yrs.
64% *PDR familiar – Very*
PDR renewal – Yes
Age 50+
62% *Taxes – About right*
Current PDR? – Yes
Info source – TC Eagle

Current Restrictions on Rentals for Events – Q. 37

Respondents were next informed that Peninsula Township currently prohibits privately owned open spaces, farms and farm buildings, bed and breakfast establishments, and similar venues from being rented for events. They were then asked if they "Supported" or "Opposed" the restrictions and, as in similar questions, asked about the intensity with which they held the sentiment.



Telephone survey subgroups reporting "Total Support" in proportions significantly higher than 50% total included:

64% *PDR renewal – Undecided**
63% *Info source -- Mail*
60% *Twp. Quality – Improved**
59% *Bay Access – Important*
58% *Utility easements – Undecided*

Town Center – Oppose
*Women 18-49**
57% Residence – Mapleton north
Employment – Full time
56% PDR familiar – Unaware
Winery growth – Oppose
Storage regulations – Support
** Small N-size*

Online survey subgroups reporting "Total Support" in proportions significantly higher than 47% total included:

63% Relax winery limitations – Oppose
61% Residence – Mapleton north
57% Twp. Quality – Worsened
Storage regulation – Support
56% Winery growth – Oppose
Town Center – Oppose
Employment – Retired
55% Utility easements – Top priority
54% Age 65+
Men 50+
53% Bay access – Somewhat/Not important
PDR renewal – Yes
Tenure – 20+ yrs.
52% Financial management – Positive
Current PDR? – Yes
PDR familiar – Very
Info source – Mail
51% Taxes – About right
Info source – TC Eagle

Telephone survey subgroups reporting "Total Oppose" in proportions significantly higher than 42% total included:

69% Relax winery limitations – Support
*59% Age 35-49**
58% Winery growth – Support
57% PDR renewal – No
56% Town Center – Support
49% Storage regulations – Oppose
** Small N-size*

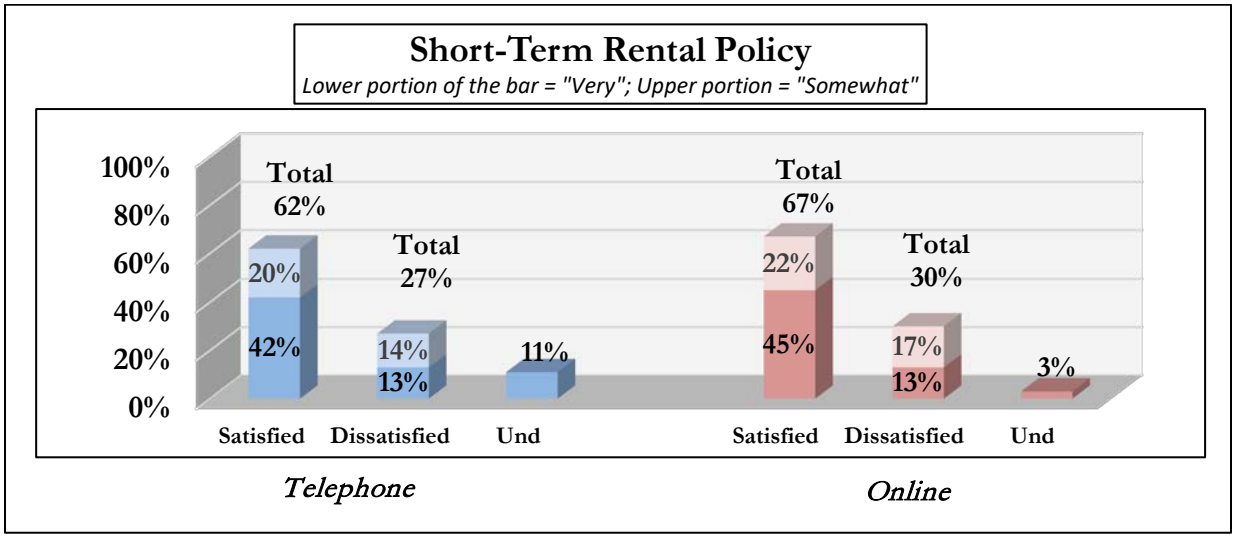
Online survey subgroups reporting "Total Oppose" in proportions significantly higher than 51% total included:

72% Relax winery limitations – Support
68% Age 35-49
67% PDR renewal – No
65% Financial management – Negative
63% Town Center – Support
Tenure – 11-20 yrs.
62% Bay access – Top priority
Women 18-49
60% Winery growth – Support
Storage regulations – Oppose
Post H.S.

Age 18-49
59% *Twp. direction – Undecided*
Bay access – Important
Current PDR? – Undecided
Employment – Full time
58% *Children at home – Yes*
57% *Twp. quality – About the same*
Current PDR? – No
PDR familiar – Unaware
56% *Residence – In between*
Residence – Wilson south
55% *Twp. quality – Improved*
Women

Current Short-term Rental Policy – Q. 38

Respondents were next apprised of the township's policy prohibiting daily and weekly occupancy rentals if not let at a Bed and Breakfast establishment and were asked if they were "Satisfied" or "Dissatisfied" with that policy. Again, intensity of sentiment was solicited with the gradations of *Very* and *Somewhat*.



Telephone survey subgroups reporting "Total Satisfied" in proportions significantly higher than 62% total included:

76% *Event regulations – Support*
74% *Twp. Quality – Become worse**
Info source – Mail
73% *PDR renewal – Undecided**
72% *Town Center – Oppose*
Men 50+
71% *Utility easements – Somewhat/Not Important*
69% *Twp. Quality – Improved**
*PDR familiar – Little**

Age 50-64

** Small N-size*

Online survey subgroups reporting "Total Satisfied" in proportions significantly higher than 67% total included:

89% Event regulations – Support
80% Relax winery restrictions – Oppose
77% Utility easements – Top priority
Storage regulations – Support
76% Town Center – Oppose
Age 65+
Men 50+
75% Winery growth – Oppose
Info source – TC Eagle
Residence – Mapleton north
Employment – Retired
74% Bay access – Somewhat/Not important
PDR renewal – Yes
73% Twp. quality – Worsened
Info source – Mail
Tenure – 20+ yrs.
Age 50+
72% Financial management – Positive
Taxes – About right
Utility easements – Important
71% Twp. direction – Right directions
PDR familiar – Very
Info source – Gazette
Men

Telephone survey subgroups reporting "Total Dissatisfied" in proportions significantly higher than 27% total included:

46% Town Center – Support
*Age 35-49**
Age 18-49
44% Event regulations – Oppose
42% Children at home – Yes
*Women 18-49**
37% Current PDR? – Undecided
36% Relax winery limitations – Support
*34% Financial management – Negative**
Utility easements – Important
Winery growth – Support
Residence – Wilson south

** Small N-size*

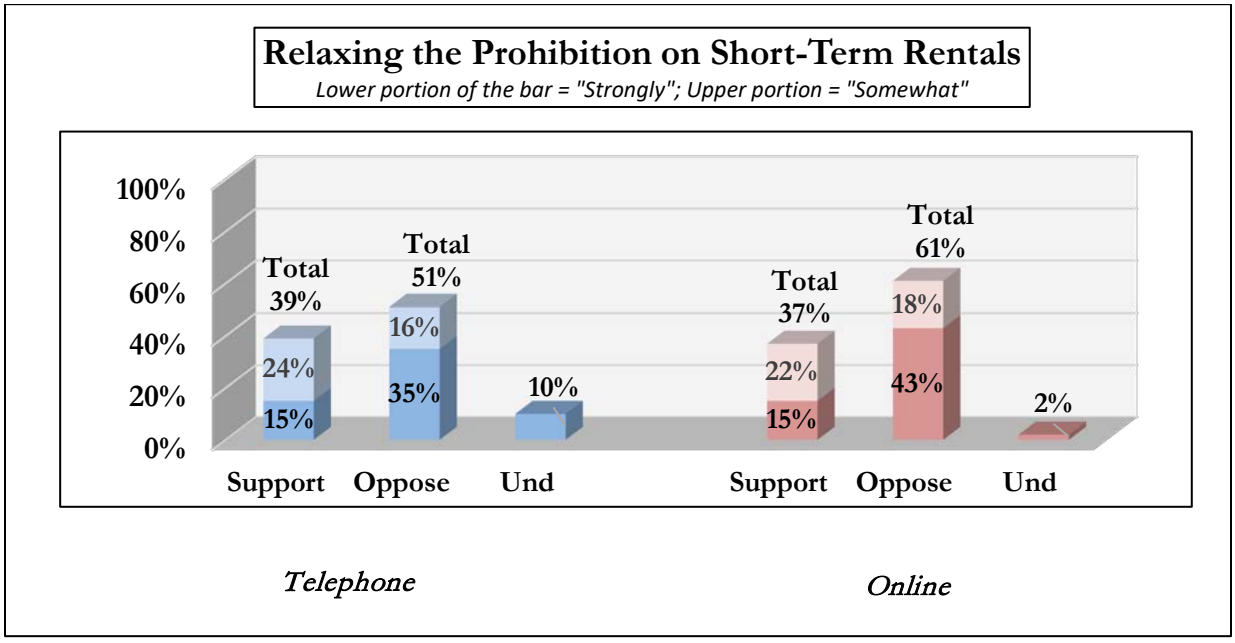
Online survey subgroups reporting "Total Dissatisfied" in proportions significantly higher than 30% total included:

60% Age 18-34
53% Financial management – Undecided
50% Women 18-49
49% Even regulations – Oppose
48% Relax winery restrictions – Support
47% Age 18-49
45% Financial management – Negative

PDR renewal – No
44% *Bay access – Top priority*
42% *PDR renewal – Undecided*
Storage regulations – Oppose
Town Center – Support
40% *Bay access – Important*
Post H.S.
Age 35-49
39% *Winery growth – Support*
38% *Utility easements – Somewhat/Not important*
Current PDR? – Undecided
Children at home – Yes
Employment – Full time
Tenure – 11-20 Yrs.
37% *Tenure – 6-10 Yrs.*
36% *Twp. direction – Undecided*
PDR familiar – Unaware
Info source – Word of mouth
35% *Twp. direction – Wrong track*
Twp. quality – About the same

Relaxation of Current Short-Term Rental Policy – Q. 39

After lodging their satisfaction or dissatisfaction with the existing prohibition on non-B&B short-term rentals, respondents were next asked if they "Supported" or "Opposed" the township relaxing its strict short-term occupancy prohibition.



Telephone survey subgroups reporting "Total Support" in proportions significantly higher than 39% total included:

66% *Age 18-49*
62% *Town Center – Support*

57% *Age 35-49**
54% *Relax winery limitations – Support*
53% *Utility easements – Somewhat/Not important*
52% *Current PDR? – Undecided*
PDR Aware – Unaware
50% *PDR renewal – No*
Event regulation – Oppose
47% *Storage regulation – Oppose*
Children at home – Yes
** Small N-size*

Online survey subgroups reporting "Total Support" in proportions significantly higher than 37% total included:

60% *Age 18-34*
57% *Relax winery restrictions – Support*
Women 18-49
55% *Event restrictions – Oppose*
54% *Post H.S.*
52% *Age 18-49*
50% *PDR renewal – No*
49% *Financial management – Negative*
Bay access – Top priority
Storage regulation – Oppose
48% *Town Center – Support*
Age 35-49
46% *Winery growth – Support*
Children at home – Yes
45% *Utility easements – Somewhat/Not important*
PDR renewal – Undecided
Employment – Full time
Tenure – 11-20 Yrs.
44% *Bay access – Important*
Current PDR? – Undecided
Tenure – 6-10 Yrs.
43% *Twp. direction – Undecided*
Info source – Word of mouth
42% *Twp. quality – Improved*
PDR familiar – Unaware
41% *Twp. quality – About the same*
Taxes – Too high

Telephone survey subgroups reporting "Total Oppose" in proportions significantly higher than 51% total included:

71% *Men 50+*
70% *Twp. Quality – Become worse**
64% *Town Center – Oppose*
Twp. tenure – 11-20 yrs.
Age 50+
63% *Storage regulations – Support*
61% *Event regulations – Support*
Info source – T.C. Eagle
60% *Utility easements – Undecided*
*PDR familiar – Little**
Employment – Retired
59% *Twp. Quality – Improved**
Relax winery limitations – Oppose

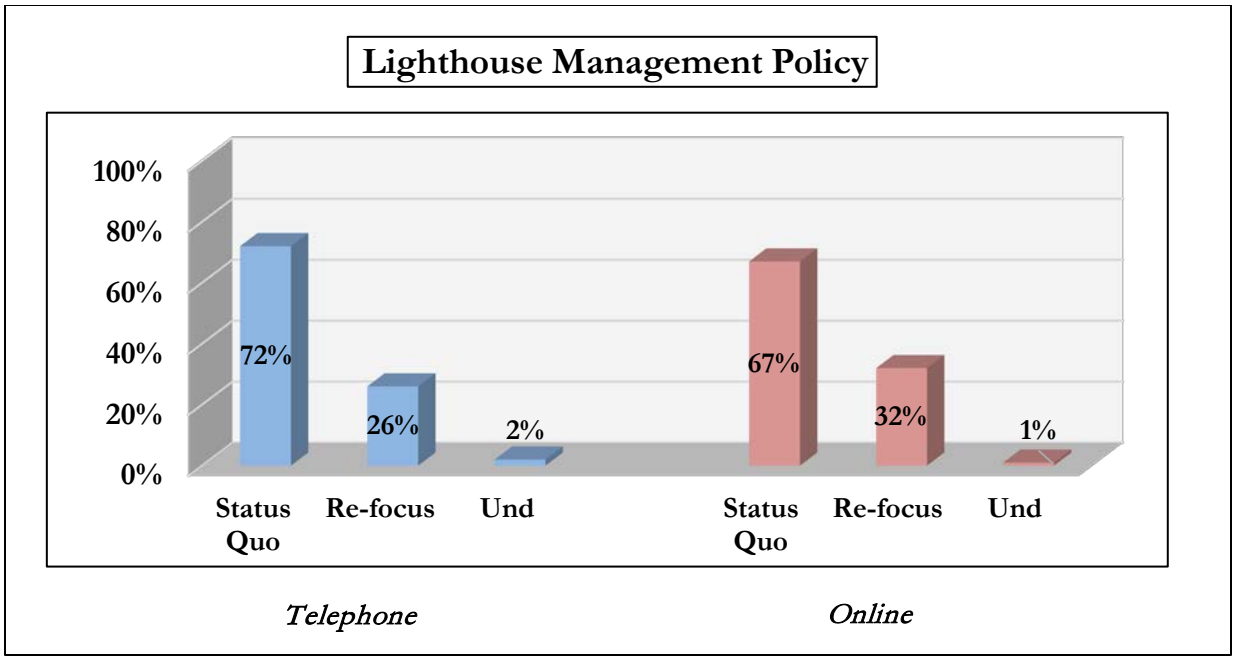
58% *Info source – Mail*
Women 50+
** Small N-size*

Online subgroups reporting "Total Oppose" in proportions significantly higher than 61% total included:

82% *Event restrictions – Support*
76% *Relax winery restrictions – Oppose*
74% *Utility easements – Top priority*
72% *Storage regulation – Support*
70% *Town Center – Oppose*
Employment – Retired
Age 65+
69% *Twp. quality – Worsened*
Winery growth – Oppose
Info source – TC Eagle
Residence – Mapleton north
67% *Taxes – About right*
PDR renewal – Yes
Info source – Mail
66% *Financial management – Positive*
Utility easements – Important
Bay access – Somewhat/Not important
Tenure – 1-5 Yrs.
Tenure – 20+ Yrs.
Age 50+
65% *Info source – Gazette*
Info source – Website

Management Policy of Mission Point Lighthouse – Q. 40

Respondents were presented with a brief statement about Mission Point Lighthouse, noting the high volume of visitors attracted annually and the fact that it is managed by the township. The statement asserted that the primary purpose of the township's oversight is the restoration and maintenance of the lighthouse but added that it was also actively promoted as a tourist destination. Respondents were then asked how they would like the township to proceed, offering two statements: one urged a continuation of the current practice of coupling maintenance with tourist promotion and the other suggested muting the promotion efforts in favor of a focus on historical maintenance and restoration.



Telephone survey subgroups reporting "Re-focus" in proportions significantly higher than 26% total included:

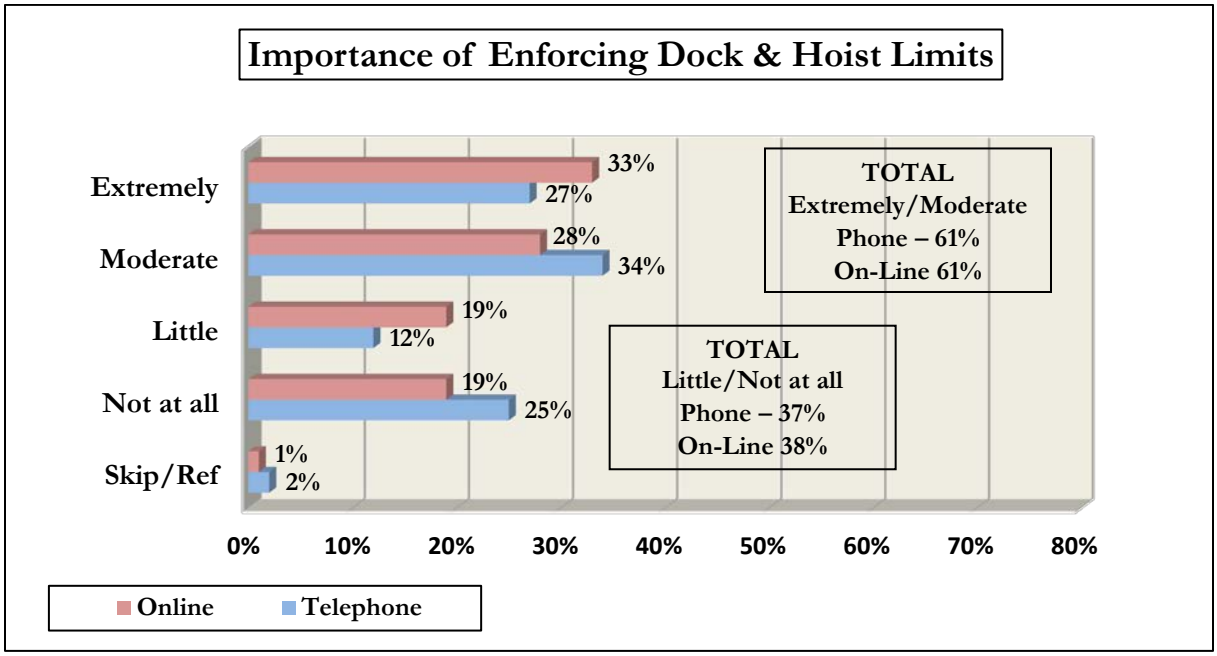
37% *Twp. Quality – Become worse**
36% *Winery growth – Oppose*
Regulate storage – Support
34% *Twp. Direction – Wrong track**
Children at home – Yes
33% *Women – 18-49**
** Small N-size*

Online survey subgroups reporting "Re-focus" in proportions significantly higher than 32% total included:

49% *Twp. quality – Worsened*
47% *Age 18-34*
44% *Twp. direction – Wrong track*
Winery growth – Oppose
42% *Utility easements – Top priority*
41% *Financial management – Negative*
Town Center – Oppose
40% *Event restrictions – Support*
39% *Relax winery restrictions – Oppose*
Residence – Mapleton north
38% *Tenure – 20+ Yrs.*
36% *Taxes – Too high*
PDR renewal – No
Info source – Gazette
Post H.S.
Employment – Full time

Importance of Dock and Hoist Regulation Enforcement – Q. 41

Respondents were apprised of an existing township ordinance limiting residents to one dock and two boat hoists per 50 feet of shoreline and were then asked how important strict enforcement of this difficult-to-enforce regulation is to them. Possible response categories were *Extremely Important, Moderately Important, Of Little Importance*, and *Not Important at ll*.



Telephone survey subgroups reporting "Extremely/Moderately" in proportions significantly higher than combined 61% total included:

77% *Residence – Mapleton north*
74% *Twp. Quality – Become worse**
Event regulations – Support
73% *Winery growth – Oppose*
Relax winery limitations – Oppose
72% *Storage regulations -- Support*
70% *Utility easements – Undecided*
69% *Financial management -- Negative**
68% *Age 65+*
67% *Women 50+*
** Small N-size*

Online survey subgroups reporting "Extremely/Moderately" in proportions significantly higher than combined 61% total included:

82% *Storage regulation – Support*
72% *Utility easements – Top priority*
71% *Event restrictions – Support*
Age 65+
70% *Relax winery restrictions – Oppose*

Residence – Mapleton north
Employment – Retired
69% Info source – TC Eagle
68% Twp. direction – Right direction
PDR renewal – Yes
Town Center – Oppose
67% Employment – Part time
Tenure – 20+ Yrs.
66% Twp. quality – Improved
Financial management – Positive
Winery growth – Oppose
Age 50+
65% Info source – Mail

Telephone survey subgroups reporting "Little/Not at all" in proportions significantly higher than combined 37% total included:

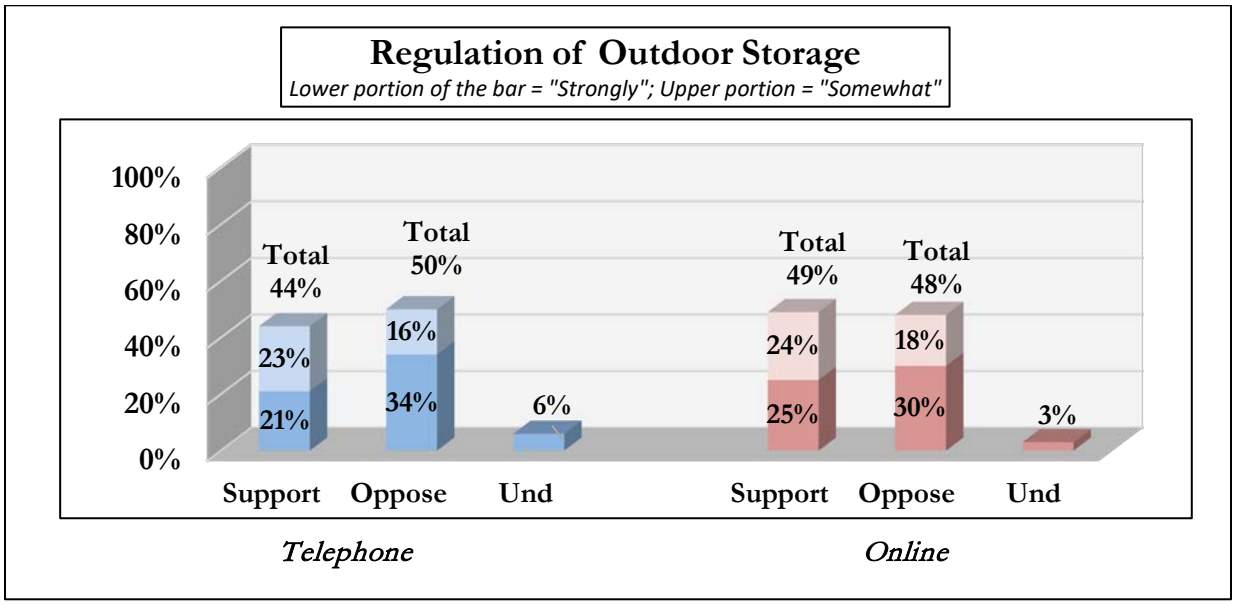
60% Winery growth – Support
54% PDR renewal – No
*53% Age 35-49**
52% Event regulations – Oppose
51% Residence – Between
49% Storage regulations – Oppose
46% Employment – Full time
** Small N-size*

Online subgroups reporting "Little/Not at all" in proportions significantly higher than combined 38% total included:

60% Storage regulation – Oppose
58% Age 35-49
56% PDR renewal – No
55% Financial management – Negative
54% Age 18-49
51% Children at home – Yes
50% Relax winery restrictions – Support
Employment – Full time
49% Tenure – 11-20 Yrs.
47% Twp. direction – Undecided
Age 18-34
46% Utility easements – Somewhat/Not important
PDR renewal – Undecided
Town Center – Support
Post H.S.
45% Twp. direction – Wrong track
Residence – In between
44% Bay Access – Top priority
Current PDR? – No
PDR familiar – Unaware
43% Winery growth – Support
42% Twp. quality – About the same
Info source – Word of mouth

Preference Concerning Outdoor Storage – Q. 42

A statement asserting that, in the off-season, many township residents store docks, hoists, and recreation vehicles on the shore or near roadways was presented to respondents, noting that some consider this to be unsightly and in some cases hazardous. They were then asked if they would "Support" or "Oppose" an ordinance to regulate how these types of items are stored. As with other similar tests, a measurement of intensity of sentiment is offered with the gradations of *Strongly* and *Somewhat*.



Telephone survey subgroups reporting "Support" in proportions significantly higher than combined 44% total included:

56% Age 65+
55% Winery growth – Oppose
54% Relax winery limitations – Opposed
52% Info source – Mail
51% Residence – Wilson south
*50% Twp. Quality – Become worse**
Bay Access – Important
PDR familiar – Unaware
Men 50+
** Small N-size*

Online subgroups reporting "Support" in proportions significantly higher than combined 49% total included:

61% Employment – Retired
Age 65+
59% Relax winery restrictions – Oppose
Even restrictions – Support
57% Twp. quality – Worsened
Utility easements – Top priority

56% *PDR familiar – Little*
Info source – Mail
55% *PDR renewal – Yes*
Age 505+
54% *Twp. direction – Right direction*
Taxes – About right
Utility easements – Important
Winery growth – Oppose

Telephone survey subgroups reporting "Oppose" in proportions significantly higher than combined 50% total included:

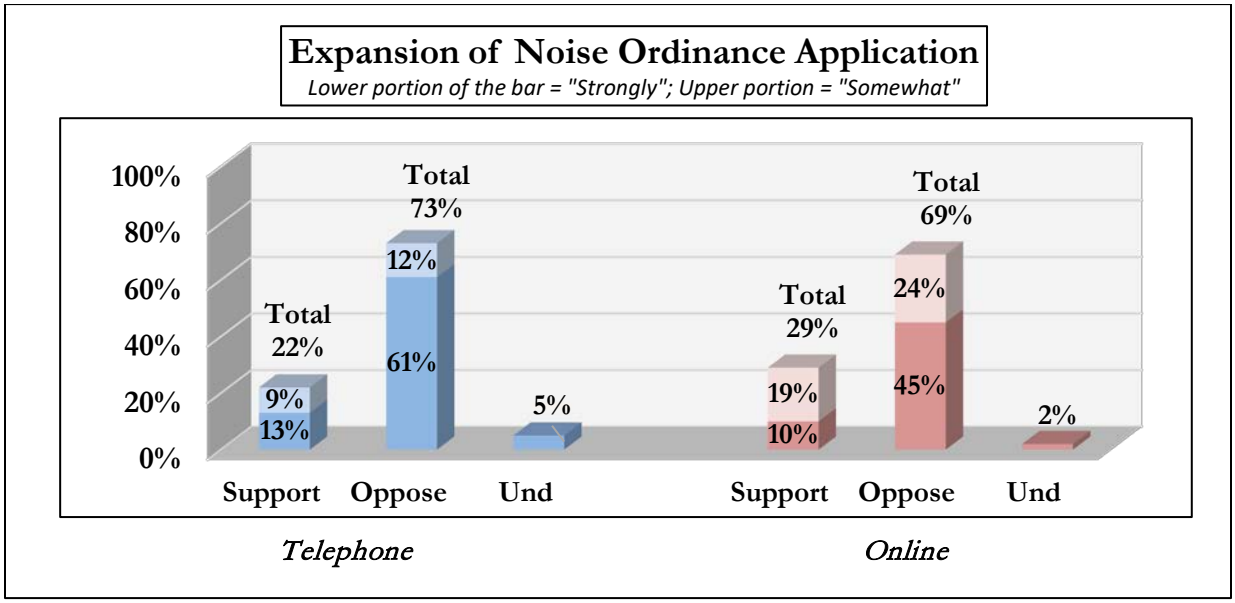
65% *Relax winery limitations – Support*
62% *PDR renewal – No*
61% *Age 18-49*
60% *Winery growth – Support*
59% *Twp. tenure – 11-20 yrs.*
58% *Event regulations – Oppose*
Employment – Full time
57% *Town Center – Support*
Info source – T.C. Eagle
Children at home – Yes
56% *Age 50-64*

Online survey subgroups reporting "Oppose" in proportions significantly higher than combined 48% total included:

73% *Age 18-34*
67% *Age 18-49*
64% *PDR renewal – No*
63% *Children at home – Yes*
Age 35-49
62% *Relax winery restrictions – Support*
59% *Financial management – Negative*
Employment – Full time
57% *Event restrictions – Oppose*
Post H.S.
Tenure – 11-20 Yrs.
56% *Utility easements – Somewhat/Not important*
Employment – Part time
55% *Twp. direction – Wrong track*
54% *Twp. quality – About the same*
Town Center – Support
Info source – Word of mouth
53% *Twp. direction – Undecided*
PDR familiar – Unaware
Winery growth – Oppose
52% *Current PDR? – No*
PDR renewal – Undecided
Age 50-64

Broadening Noise Ordinance Application – Q. 43

An expression of "Support" or "Oppose" was solicited from respondents concerning expanding the application of the sheriff's authorization to issue citations from its existing instances of loud music, animals, cars, and raucous behavior to include any motorized equipment, including homeowner lawn and garden equipment and other power tools.



Telephone survey subgroups reporting "Support" in proportions significantly higher than combined 22% total included:

*35% Bay Access – Priority**
34% Storage regulation – Support
*33% Twp. Quality – Become worse**
*Financial management – Negative**
*32% Info source – O.M. Gazette**
Twp. tenure – 11-20 yrs.
Men 50+
*30% Age 35-49**
*Age 50-64**
29% Twp. Direction – Undecided
Utility easements – Undecided
*28% Twp. Direction – Wrong track**
*Women 18-49**
** Small N-size*

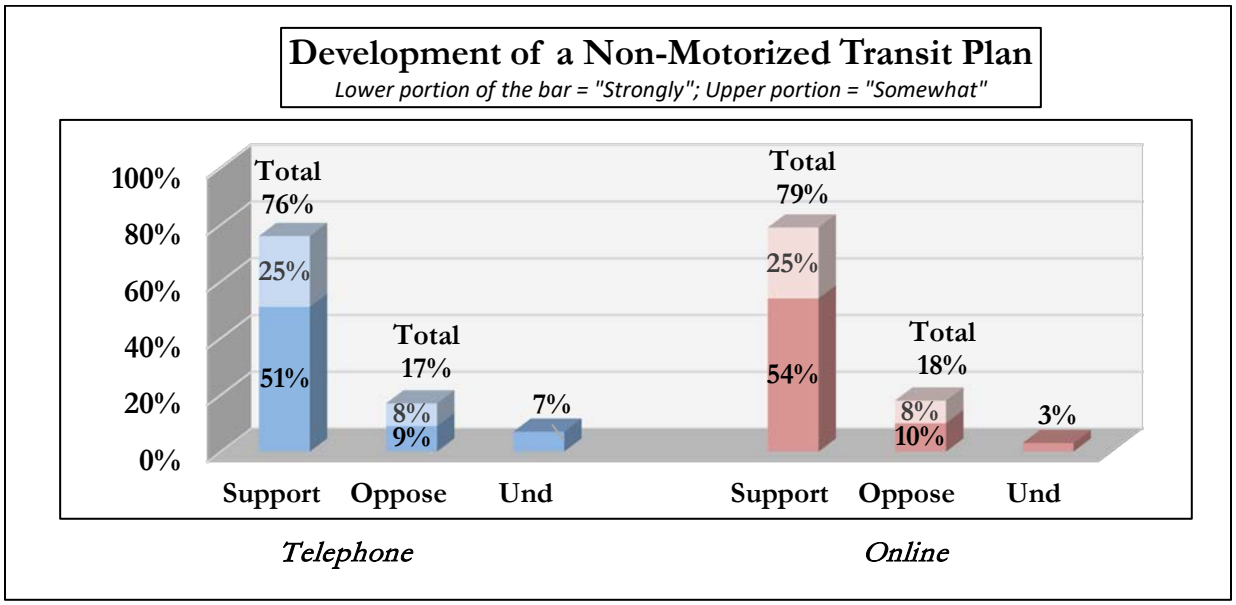
Online subgroups reporting "Support" in proportions significantly higher than combined 29% total included:

47% Age 18-34
40% PDR familiar – Little
39% Storage regulation – Support
37% Twp. quality – Worsened
Utility easements – Top priority
35% Twp. direction – Undecided
Employment – Part time

Tenure – 1-5 Yrs.
34% *Relax winery restrictions – Oppose*
Info source – Word of mouth
Residence – Mapleton north
33% *PDR renewal – Yes*
Winery growth – Oppose
Event restrictions – Support
Residence – Wilson south
Age 18-49

Formal Non-motorized Transportation Plan – Q. 44

After being presented with a statement noting the regular presence of runners, bicyclists, and pedestrians on township thoroughfares; the comparatively narrow width of many area roads; and the adoption of non-motorized transportation policies in nearby jurisdictions, respondents were asked if they would "Support" or "Oppose" the township initiating the process of developing its own non-motorized transportation plan. Intensity of sentiment could be expressed via the option of *Strongly* or *Somewhat*.



Telephone survey subgroups reporting "Oppose" in proportions significantly higher than combined 17% total included:

32% *PDR renewal – No*
28% *Twp. Direction – Wrong track**
*Twp. Quality – Become worse**
25% *Financial management – Negative**
Twp. tenure – 20+ yrs.
23% *Taxes – Too high*
** Small N-size*

Online survey subgroups reporting "Oppose" in proportions significantly higher than combined 18% total included:

39% PDR renewal – No
33% Age 18-34
32% Twp. direction – Wrong track
Post H.S.
30% Financial management – Negative
26% Twp. quality – Worsened
Storage regulations – Oppose
25% Men 18-49
24% Taxes – Too high
Winery growth – Oppose
Town Center – Oppose
Residence – Mapleton north
23% Tenure – 20+ Yrs.
Age 18-49
22% PDR familiar – Very
Men

Formal Non-motorized Transportation Plan Features – Qs. 45-47

After reporting on their sentiment toward a formal non-motorized transportation plan, respondents were presented with three possible components of such a plan and asked, irrespective of how they responded in the previous question, whether they believed that component would be *Essential*, *Important but Not Essential*, *[They Could] Take It or Leave It*, or *Do Not Include* as a part of any plan developed. For analysis purposes, the "Essential" and "Important but Not Essential" categories are combined to form a "Total Important" score.

"TOTAL" = Essential + Important		Rank	Essential	**TOTAL Important**	Take or Leave	Do Not Include	DK/ UND
Installing pedestrian safety features at key locations such as pavement markings, signals, and signage	Phone	1	35%	***63%***	14%	19%	4%
	On-line	1	31%	***66%***	19%	13%	2%
Connecting park facilities with walking trails and bicycle paths	Phone	2	29%	***62%***	20%	16%	2%
	On-line	2	25%	***65%***	22%	12%	1%
Creating dedicated pedestrian routes for students to get to and from school	Phone	3	37%	***57%***	11%	28%	4%
	On-line	3	19%	***49%***	30%	20%	1%

Telephone survey subgroups reporting "Take or Leave/Do not include" for Student routes in proportions significantly higher than combined 39% total included:

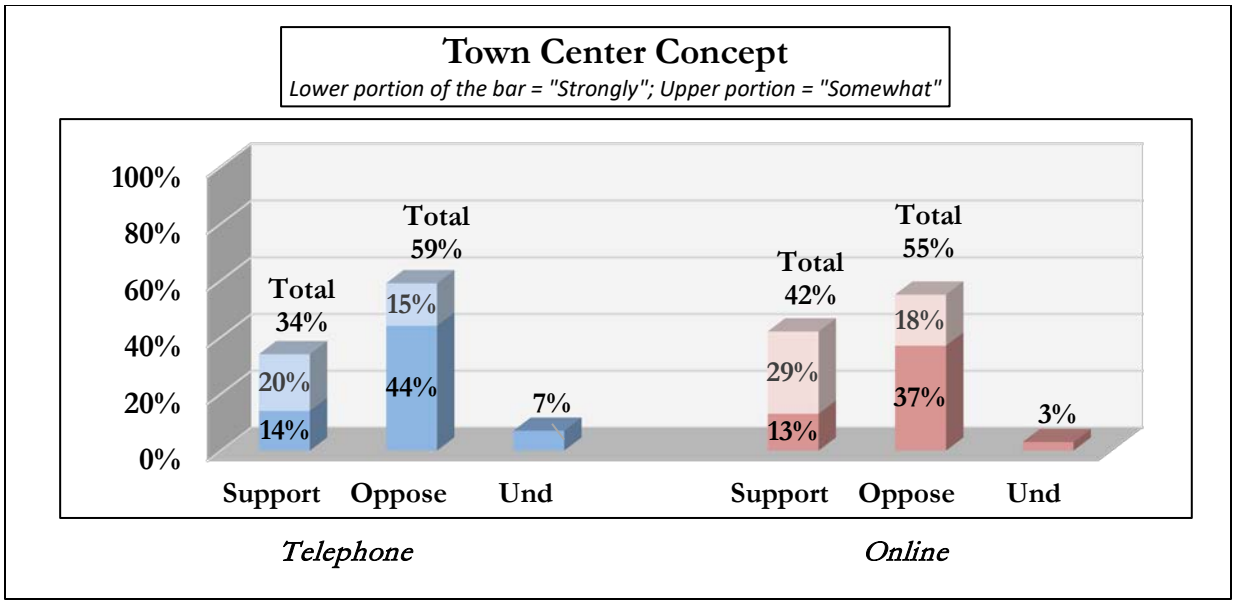
63% *Age 50-64*
54% *Taxes – Too high*
Utility easements – Little/Not important
PDR familiar – Very
52% *Twp. Direction – Wrong track**
Current PDR? – Yes
51% *Twp. Quality – Become worse**
Residence – Between
50% *Men 50+*
49% *Twp. Direction – Undecided*
Winery growth – Support
Residence – Mapleton north
48% *Age 50+*
47% *Twp. tenure – 20+ yrs.*
45% *PDR renewal – No*
Storage regulation – Oppose
** Small N-size*

Online survey subgroups reporting "Take or Leave/Do not include" for Student routes in proportions significantly higher than combined 50% total included:

60% *PDR renewal – No*
59% *Residence – Mapleton north*
58% *Post H.S.*
56% *Twp. direction – Wrong track*
Storage regulations – Oppose
Age 50-64
54% *Twp. quality – About the same*
Financial management – Negative
PDR familiar – Very
Town Center – Oppose
Info source – Gazette
Residence – In between
Tenure – 11-20 Yrs.
Tenure – 20+ Yrs.

Town Center – Q. 48

Following a description of some of the design features and scope of a possible town center development in the township, respondents were asked if they would "Support" or "Oppose" such a concept. Strength of opinion is measured by the gradations of *Strongly* and *Somewhat*.



Telephone survey subgroups reporting "Support" in proportions significantly higher than combined 34% total included:

61% Relax winery limitations – Support
Children at home – Yes
*58% Age 35-49**
53% Age 18-49
49% Winery growth – Support
47% Event regulations – Oppose
*Women 18-49**
*46% Financial management – Negative**
40% Twp. tenure – 11-20 yrs.
*Bay Access – Priority**
45% Bay Access – Important
43% PDR renewal – No
42% Utility easements – Important
*41% Twp. Quality – Improved**
40% PDR familiar – Very
** Small N-size*

Online survey subgroups reporting "Support" in proportions significantly higher than combined 42% total included:

60% Age 18-34
58% Relax winery restrictions – Support
57% Women 18-49
56% Winery growth – Support
54% Bay access – Important
53% Age 18-49
52% Bay access – Top priority
Event restrictions – Oppose
50% PDR renewal – No
49% Twp. quality – Improved
Age 35-49
48% Twp. quality – About the same

Current PDR? – Undecided
Storage regulation – Oppose
Children at home – Yes
Tenure – 1-5 Yrs.
47% Twp. direction – Right direction
Residence – Wilson south
Employment – Full time
46% Women

Telephone survey subgroups reporting "Oppose" in proportions significantly higher than combined 59% total included:

*75% PDR renewal – Undecided**
72% Relax winery limitations – Oppose
71% Utility easements – Undecided
70% Age 65+
Women 50+
68% Event regulations – Support
Children at home – No
Age 50+
*66% PDR familiar – Little**
Info source – T.C. Eagle
Employment – Retired
Age 50-64
Twp. tenure – 20+ yrs.
65% Winery growth – Oppose
** Small N-size*

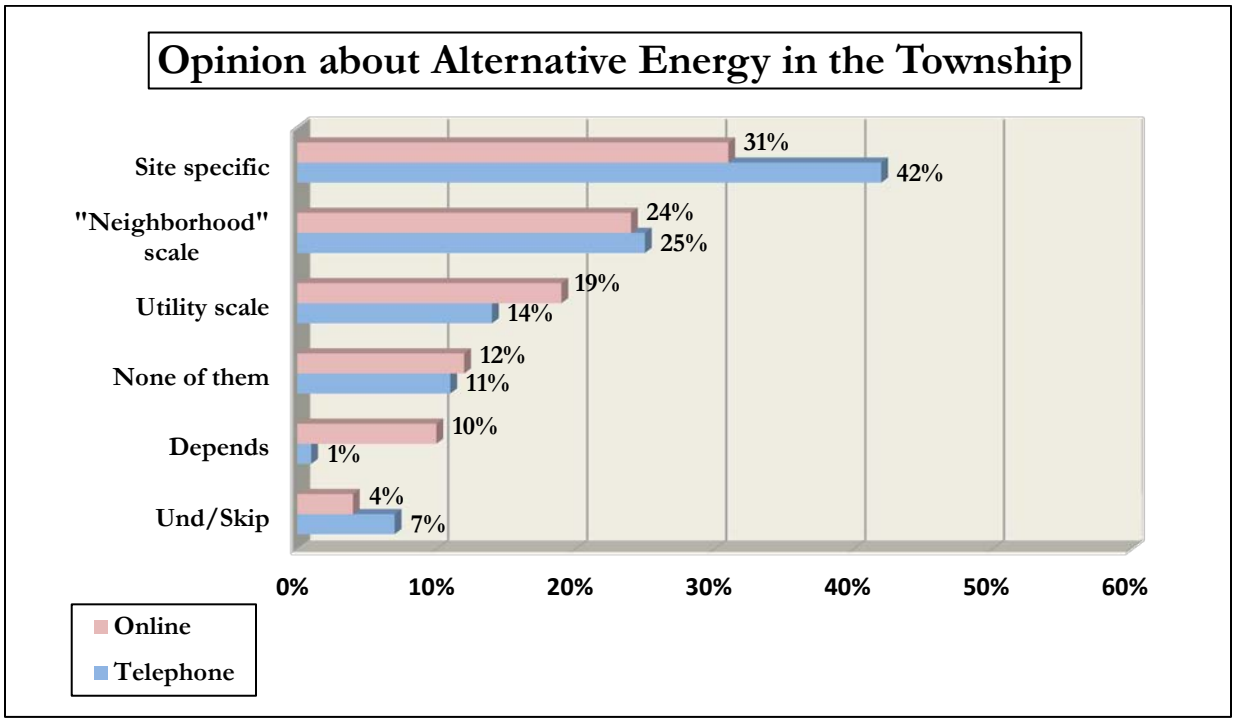
Online survey subgroups reporting "Oppose" in proportions significantly higher than combined 55% total included:

68% Twp. quality – Worsened
Utility easements – Top priority
Winery growth – Oppose
65% Relax winery restrictions – Oppose
Event restrictions – Support
64% Twp. direction – Wrong track
61% Bay access – Somewhat/Not important
60% Residence – In between
Employment – Retired
59% Storage regulations – Support
Age 65+
Men 50+

Alternative Energy Systems – Q. 49

Respondents were presented with a statement noting the environmental benefits and increased popularity of wind and solar energy generation but also noting that many people object to the appearance of such alternative energy generation platforms and believe they diminish the appearance of the rural landscape. With these points serving as a basis upon which to consider the question, respondents were then asked which of three levels of alternative energy production

they believe would be appropriate for Peninsula Township. Response options allowed selection of any of the scales of energy generation operations, which were described as follows*: A system serving only the property on which it is located*, *Systems that serve multiple structures within a relatively small geographic area*, and/or *Utility scale systems integrated with a regional power grid*. Respondents could opt to select any or all the options offered; volunteered responses of "None of them" and "Depends on whether wind or solar" were also recorded.



Telephone survey subgroups reporting "Site specific" in proportions significantly higher than 42% total included:

54% *PDR familiar – Unaware*
52% *Age 18-49*
51% *Utility easements – Important*
Bay Access – Important
Employment – Full time
50% *Twp. Direction – Right direction*
Current PDR? – Undecided
49% *PDR renewal – No*
Children at home – Yes
48% *Twp. Quality – About the same*
Info source – Mail

Online survey subgroups reporting "Site specific" in proportions significantly higher than 31% total included:

37% *Residence – Mapleton north*
36% *Twp. direction – Wrong track*
Twp. quality – Worsened
Event restrictions – Support

Tenure – 11-20 Yrs.
35% Town Center – Oppose
Info source – Website
Age 18-34
Men 50+

Telephone survey subgroups reporting "Site specific" in proportions significantly lower than 42%t total included:

*30% Twp. Direction – Wrong track**
Utility easements – Undecided
31% Twp. Direction – Undecided
Women 50+
*33% Twp. Quality – Become worse**
*34% Twp. Quality – Improved**
36% Age 50-64
** Small N-size*

Online survey subgroups reporting "Site specific" in proportions significantly lower than 31% total included:

27% Twp. Direction – Undecided
Bay access – Important
Current PDR? – No
Women 50+
26% Info source – TC Eagle
25% PDR familiar – Unaware
Tenure – 6-10 Yrs.
23% Post H.S.

Telephone survey subgroups reporting "Neighborhood scale" in proportions significantly higher than 25% total included:

*40% PDR familiar – Little**
*39% Age 35-49**
Twp. tenure – 11-20 yrs.
*38% Twp. Quality – Become worse**
*37% Women 18-49**
35% Residence – Wilson south
34% Info source – T.C. Eagle
32% PDR renewal – Yes
Storage regulation – Support
31% Taxes – About right
Age 50-64
Women
** Small N-size*

Online survey subgroups reporting "Neighborhood scale" in proportions significantly higher than 24% total included:

35% Age 18-34
33% Men 18-49
30% Current PDR? – No
Town Center – Support
Age 18-49
28% PDR renewal – Undecided

Relax winery restrictions –Support
Employment – Full time

Top Sources of Information

All respondents were asked, *where do you get the information that influences your opinions the most about Peninsula Township government*?

The top sources were:

Phone		On-line
28%	The township newsletter, direct mail, notes/flyers	27%
26%	Word of mouth	19%
17%	Traverse City Record Eagle	12%
6%	Old Mission Gazette	17%
6%	Television	2%
5%	The township website	7%
3%	Township employees	2%
2%	Township meetings	0%
2%	Township trustees	1%
2%	Facebook, Twitter or other social media	5%
2%	Radio	3%
1%	Other local publication	0%
1%	Other non-publication sources	0%
0%	None/Have no source	0%
0%	Undecided/Refused	0%

Comparison of Age Stratifications

Census 2017 ACS Adult Pop. Estimate TOTAL=4409	**N=749 O-L**	**N=200 Phone**		
Age 20-34 = 422 or, 10%	9%	12%	18 to 34 years ----------	(1985 to 2001)
N=860 or, 20%	15%	18%	35 to 49 ----------	(1970 to 1984)
N=1613 or, 37%	27%	27%	50 to 64 ----------	(1955 to 1969)
N=1407 or, 32%	47%	40%	65 and over ----------	(1954 or before)
	2%	3%	Undecided/Refused/Skip	

######

APPENDIX

Dear Peninsula Township Resident: **Sequence #: _____**

As part of its long-term planning, Peninsula Township has commissioned EPIC ▪ MRA, an independent Lansing-based survey research firm, to gather residents' opinions on a variety of questions, issues, and preferences.

In the upper right-hand corner of this survey please include the unique four-digit sequence number that can be found on the postcard that was mailed to you. This number is required to participate in the survey, which will remain open for participation through November 4, 2019. Note: each adult resident in the household may use the same four-digit number.

You may also access the survey online at www.peninsulatownship.com

or find the survey directly at

www.surveymonkey.com/r/PenTwp

EPIC ▪ MRA will analyze all the surveys and report the results to Peninsula Township by grouping responses into categories such as age and gender. No names or email addresses are required to participate, no one who participates can or will be identified, and no responses will be reported in a manner that can be attributed to any individual respondent.

In addition to this online survey, two hundred township residents were selected to participate in a phone survey. Residents who took the phone survey may also take the online/direct mail survey if they so desire. **To maintain survey integrity, we respectfully request that only one online survey be completed per adult resident in the household.**

Should you have any questions regarding this project, please call EPIC ▪ MRA at **517-886-0860**.

Thank you in advance for answering all survey questions to the best of your ability and for participating in this important project!

___ 01. Are you currently registered to vote in Peninsula Township?

(1) Yes
(2) No
(3) Prefer not to answer

__02. Which of the following best describes your connection to Peninsula Township? Are you . .

(1) A permanent resident;

(2) A seasonal resident with a permanent residence outside the township;

(3) Are you a non-resident owner of a business in the township; OR,

(4) Other type of Twp. connection
(please specify:)_____

(5) Prefer not to answer

__03. Overall, do you think Peninsula Township is headed in the right direction, or do you think it's going off on the wrong track?

(1) Right direction
(2) Wrong track
(3) Prefer not to answer

__04. Thinking about the quality of life in Peninsula Township over the past few years, do you think things have

(1) Gotten better **GO TO Q.6**
(2) Become worse
(3) Remained about the same **GO TO Q.6**
(4) Prefer not to answer **GO TO Q.6**

__05. What specifically is the single most important reason you think the quality of life in the township has become worse in recent years?

_____

__06. Which of the following best captures what you **LIKE** the most about living in Peninsula Township?

(01) Scenic views
(02) Sense of community and belonging
(03) The quality of our environment – the air and water
(04) Recreational opportunities
(05) Rural, quiet, atmosphere
(06) Or something else (***please specify***):
_____
(99) Prefer not to answer

__07. Overall, how would you rate the job Peninsula Township is doing providing basic services to its residents? Would you give township government a positive rating of excellent or pretty good, or a negative rating of just fair or poor?

(1) Excellent
(2) Pretty good
(3) Just fair
(4) Poor
(5) Prefer not to answer

__08. Thinking about the basic township services you receive from Peninsula Township in return for the taxes you pay to fund those services, do you think your taxes are too high, too low, or about right for what you get back in the form of services provided by the township?

(1) Much too high
(2) Somewhat too high
(3) About right
(4) Too low
(5) Prefer not to answer

__09. Generally speaking, which of the following two statements comes closer to your view?

(1) Our local government policies should be primarily focused on maintaining Peninsula Township's fundamentally rural, recreational and undeveloped character, even if that means limiting economic growth opportunities for current stakeholders and discouraging housing development options.

(2) Our local government policies should be primarily focused on assisting economic growth opportunities for current stakeholders and expanding housing development options, even if that means a reduction in agricultural and undeveloped acreage and increased demand for township services.

(3) Prefer not to answer

Peninsula Township will be faced with many issues in the next decade. Following is a list of various issues many residents believe are important. For each, please tell me whether you think that issue is a **Top Priority; Important** but not a top priority, You are **Neutral** about whether the township should address the issue; or, if the township should **Not Be Involved at All** with addressing the item.

		Top Priority	**Important Not Top**	**Neutral**	**Not Involved**	**Undec/ Refuse**
_10.	Managing development and growth.	(1)	(2)	(3)	(4)	(5)
_11.	Preservation of historic landmarks, architecture and native culture.	(1)	(2)	(3)	(4)	(5)
_12.	Protecting the Township's viewsheds of the bays, farmland and open spaces.	(1)	(2)	(3)	(4)	(5)
_13.	Preservation of natural shoreline.	(1)	(2)	(3)	(4)	(5)
_14.	Preservation of the local agricultural economy.	(1)	(2)	(3)	(4)	(5)
_15.	Intervention in the placement of public utility easements.	(1)	(2)	(3)	(4)	(5)
_16.	Addressing traffic volume.	(1)	(2)	(3)	(4)	(5)
_17.	Protecting the water quality of the bays.	(1)	(2)	(3)	(4)	(5)
_18.	Enhancing township parks.	(1)	(2)	(3)	(4)	(5)
_19.	Providing improved public access to the bays.	(1)	(2)	(3)	(4)	(5)

Now I would like to read to you a list of things communities typically provide for residents. For each item, please indicate if you think Peninsula Township is doing enough in that area, if you think too much is being done or if more should be done to address the issue. If you believe more should be done, please specify is that would be Much More, or just Somewhat more.

		Much More	Smwt More	Enough	Too Much	Und/ Ref
_20.	Accommodating demand for overnight tourist visits	(1)	(2)	(3)	(4)	(5)
_21.	Providing a variety of housing choices, including entry-level and retirement housing	(1)	(2)	(3)	(4)	(5)
_22.	Maintaining township parks and recreational facilities	(1)	(2)	(3)	(4)	(5)
_23.	Providing fair and accurate property tax assessments	(1)	(2)	(3)	(4)	(5)
_24.	Ensuring reliable emergency response and fire protection services	(1)	(2)	(3)	(4)	(5)
_25.	Availability of township-wide access to cable and high-speed internet	(1)	(2)	(3)	(4)	(5)
_26.	Keeping as much of the rural character and historic landscape as possible	(1)	(2)	(3)	(4)	(5)
_27.	Offering a wide range of recreational opportunities for residents of all ages	(1)	(2)	(3)	(4)	(5)
_28.	Zoning code enforcement	(1)	(2)	(3)	(4)	(5)
_29.	Cemetery upkeep and maintenance	(1)	(2)	(3)	(4)	(5)
_30.	Maintenance of township property	(1)	(2)	(3)	(4)	(5)

__31. Some local units of government have what are known as “purchase of development rights programs,” or PDR programs. PDR programs typically purchase development rights from a willing private landowner with public money, often from a millage levied for this purpose. Based on this description, to your knowledge, does Peninsula Township currently have a taxpayer-funded PDR program?

(1) Yes
(2) No
(3) Prefer not to answer

__32. As you may already know, Peninsula Township has a tax-supported purchase of development rights program in place. Which of the following statements best describes how familiar you would say you are with the local PDR program?

(1) I am completely aware of the Peninsula Township Purchase of Development Rights program and am quite familiar with its details
(2) I am aware of the township's PDR program but I'm not that familiar with its details
(3) I was only a little aware – mentioning it reminded me that I had heard about it before
(4) This was the first time I have heard of the township's purchase of development rights program
(5) Prefer not to answer

__33. Voters first approved Peninsula Township's purchase of development rights in 1992 and in 2002, voters again approved the PDR program and increased the dedicated tax levy to 2 mills for twenty years. With the current millage set to expire in 2022, would you vote Yes to renew the Purchase of Development Rights millage or would you vote No to oppose renewing it?

(1) Yes
(2) Lean Yes
(3) No **GO TO Q.35**
(4) Lean No **GO TO Q.35**
(5) Prefer not to answer **GO TO Q.35**

__34. Which of the following PDR goals is the <u>single most</u> important reason you would vote, or lean toward voting, "yes"?

(1) To generally control growth and prevent traffic congestion
(2) To preserve farmland
(3) To protect water quality
(4) To protect scenic views
(5) Other/More than one
(6) Prefer not to answer

__35. A few decades ago, Old Mission Peninsula had no wineries. Today there are 11, 4 of which were established in the last 10 years, with inquiries being made about establishing new facilities. Based on this pattern of growth and your impressions of the positive or negative impacts wineries have had on the township overall, do you support or oppose the continued development and growth of local wineries as has occurred in recent years?

(1) Strongly support
(2) Somewhat support
(3) Somewhat oppose
(4) Strongly oppose
(5) Prefer not to answer

__36. Currently, the township sets limitations on the type of activities wineries can host, and the number of participants. Elsewhere in the region, there are far fewer restrictions placed on the types of activities wineries may host. Regardless of how you responded to the prior question, would you support or oppose relaxing the limits on the types of activities and the number of visitors existing wineries in Peninsula Township can host?

(1) Strongly support
(2) Somewhat support
(3) Somewhat oppose
(4) Strongly oppose
(5) Prefer not to answer

__37. Current Township regulation prohibits privately-owned rural open spaces, farms and farm buildings, and bed and breakfast establishments, to be rented for events – such as weddings and family reunions. Overall, do you support or oppose this existing township regulation?

(1) Strongly support
(2) Somewhat support
(3) Somewhat oppose
(4) Strongly oppose
(5) Prefer not to answer

__38. For dwellings that are not authorized bed and breakfast establishments, Peninsula Township ordinance prohibits daily and weekly rentals. Overall, are you satisfied or dissatisfied with the current township policy concerning short-term rentals?

(1) Very Satisfied
(2) Somewhat Satisfied
(3) Somewhat Dissatisfied
(4) Very Dissatisfied
(5) Prefer not to answer

__39. Regardless of how you answered the previous question, would you support or oppose relaxation of the township's current restriction on short-term rentals?

(1) Strongly Support
(2) Somewhat Support
(3) Somewhat Oppose
(4) Strongly Oppose
(5) Prefer not to answer

__40. The Mission Point Lighthouse is managed by the township, and the site attracts tens of thousands of visitors annually from around the country and the world. While the primary purpose of the township's management is restoration of the lighthouse and its historical maintenance, the site is promoted as a tourist destination through the availability of tours, a gift shop and the lighthouse keeper program. Which of the following statements best describes how the township should manage this landmark in future years? Should the township …

(1) Continue the existing strategy of coupling historical maintenance and restoration of the site with tourist promotion.

(2) Reduce the efforts aimed at tourism and center the focus on historical maintenance and restoration.

(3) Prefer not to answer

__41. Existing Peninsula Township ordinance allows one dock and two boat hoists for every 50 feet of shoreline. However, this regulation is difficult to enforce and is sometimes ignored by owners of shorefront property. How important is it to you that the ordinance allowing only one dock and two boat hoists per 50 feet of shoreline be strictly enforced? Is it . . .

(1) Extremely important
(2) Moderately important
(3) Of little importance
(4) Not important to you at all
(5) Prefer not to answer

__42. Many township residents store their boats, docks, hoists and recreational vehicles on the shore or near roads during the off-season. Some residents find this type of storage to be unsightly and in some cases, potentially dangerous. Would you support or oppose development of an ordinance to regulate the storage of boats, RVs, docks, and other similar equipment?

(1) Strongly Support
(2) Somewhat Support
(3) Somewhat Oppose
(4) Strongly Oppose
(5) Prefer not to answer

__43. The township's current noise ordinance specifically excludes farm equipment but authorizes the county sheriff's office to issue citations for loud music, noisy animals, loud cars and raucous behavior occurring at inappropriate times or locations. Would you support or oppose expanding the township noise ordinance to specifically include other noise-producing activity such as the use of <u>any</u> motorized equipment– including lawn mowers, power saws, leaf blowers and other homeowner tools?

(1) Strongly support
(2) Somewhat support
(3) Somewhat oppose
(4) Strongly oppose
(5) Prefer not to answer

__44. Bicyclists, runners, and pedestrians are regularly seen on roads throughout Peninsula Township. While some roads in the township have shoulders that can more easily accommodate non-motorized travel, many roads have very little, if anything, in the way of shoulders. Knowing that many nearby jurisdictions have adopted or are developing formal non-motorized transportation plans, would you support or oppose Peninsula Township starting a process to develop a non-motorized travel plan?

(1) Strongly support
(2) Somewhat support
(3) Somewhat oppose
(4) Strongly oppose
(5) Prefer not to answer

Regardless of how you answered the previous question, below are several components that could be part of a non-motorized travel plan for Peninsula Township. For each item I mention, please tell me whether you think that item is: Essential, Important but Not Essential, You Could Take It or Leave It, or that feature Should Not Be Included if a non-motorized transportation plan were to be developed.

		Essential	**Important but not Essential**	**Take it or Leave it**	**Do Not Include**	**No Answer**
_45.	Creating dedicated pedestrian routes for students to get to and from school	(1)	(2)	(3)	(4)	(5)
_46.	Connecting park facilities with walking trails and bicycle paths	(1)	(2)	(3)	(4)	(5)
_47.	Installing pedestrian safety features at key locations such as pavement markings, signals and signage	(1)	(2)	(3)	(4)	(5)

__48. Past planning conversations in Peninsula Township have included the possibility of a small, mixed-use town center to provide a local place for consumer services such as barber shops, bakeries, and professional offices, with the possibility of residential apartments and/or condominiums on the second story above the storefronts. As currently envisioned, the center would be a private development with highly walkable design on 20 acres or less. Based on this brief description, and whatever else you may have seen, heard or read about a Town Center concept, do you support or oppose the idea of a town center for Peninsula Township?

(1) Strongly support
(2) Somewhat support
(3) Somewhat oppose
(4) Strongly oppose
(5) Prefer not to answer

__49A-C. Alternative energy systems are becoming much more popular, especially as their cost becomes more competitive with less environmentally friendly energy sources. However, some think wind and/or solar facilities diminish the appearance of rural landscapes. Apart from individual systems serving the building it is located on, there are smaller wind and solar energy systems that can supply power to several buildings in a specific geographic area. There are also large utility scale systems that connect to the grid and generate enough energy for entire towns. Considering both the visual appearance and the environmental benefits of alternative energy systems, which of these types of systems do you think would be appropriate for development in Peninsula Township? **[PLEASE CODE ALL THAT APPLY]**

(1) A system serving only the property it is located on
(2) Utility scale systems integrated with the regional power grid
(3) Systems that serve multiple structures within a relatively small geographic area
(4) None of them
(5) Depends on whether it's wind or solar
(6) Prefer not to answer

__50A-B. Please indicate your top **TWO** sources of information that influences your opinions the most about Peninsula Township Government?

(01) Old Mission Gazette
(02) Traverse City Record-Eagle
(03) Other local newspaper **(*please specify*):**_____
(04) Radio
(05) Television
(06) The township newsletter, direct mail, notes/flyers, annual reports, etc.
(07) Social media such as Facebook, Twitter, Etc.
(08) The Township website
(09) Township Employees
(10) Township Trustees
(11) General word-of-mouth
(12) None; have no source of information
(13) Other: **(*please specify*): _____**
(99) Prefer not to answer

Finally, just a few questions for statistical purposes only.

__51. Do you have children who are school age or younger?

(1) Yes
(2) No
(3) Prefer not to answer

__52. How would you describe your current employment situation?

(1) Employed full time
(2) Employed part time
(3) Student
(4) Homemaker
(5) Disabled
(6) Unemployed
(7) Retired
(8) Other
(9) Prefer not to answer

__53. Is your primary residence located …

(1) North of Mapleton
(2) Between Wilson and Mapleton
(3) South of Wilson
(4) Not a township resident
(5) Prefer not to answer

__54. Could you please indicate in what year you were born?

[RECORD YEAR HERE ____ ____ ____ ____ AND THEN CODE BELOW]

(1) 18 to 34 years ------ **(1985 to 2001)**
(2) 35 to 49 ---------- **(1970 to 1984)**
(3) 50 to 64 ---------- **(1955 to 1969)**
(4) 65 and over -------- **(1954 or before)**
(5) Prefer not to answer

__55. What is the last grade or level of schooling you completed?

(1) 1st to 11th Grade
(2) High School Graduate
(3) Non-college post high school (technical training)
(4) Some college
(5) College graduate
(6) Post graduate school
(7) Prefer not to answer

__56. For how many years have you lived in Peninsula Township?

(1) 5 years or less
(2) 6 to 10 years
(3) 11 to 20 years
(4) Over 20 years
(5) Not a township resident ***(volunteered)***
(6) Prefer not to answer

_57. Please indicate your gender.

(1) Male
(2) Female

Is there anything else you would like to share with the township?

_____

THANK YOU VERY MUCH FOR YOUR TIME AND PARTICIPATION!