

**PENINSULA TOWNSHIP PHONE SURVEY – AUGUST 2019 – Draft 6 of 09-11**

**TYPE:** 1=Cell/2=Land

**DATE:** \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

**PHONE #:** \_\_\_\_\_

**CODE:** \_\_\_\_\_

**INTERVIEWER:** \_\_\_\_\_

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Hello, this is (NAME) from EPIC ▪ MRA, a Lansing based survey research firm. We've been hired by Peninsula Township to conduct a random survey among township residents to gather opinions about some important local issues. This is not a sales call, you will not be asked for a donation, and you will not be called again because you participated in this survey. This is strictly anonymous opinion research and I'd like to include your comments.

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We need to have a balance of men and women in the survey, and we need to have both younger and older residents represented. May I please speak to the youngest [MALE/FEMALE, depending on quota specified on list] adult, age 18 or older, who is at home right now?

**IF YES: REPEAT INTRODUCTION FOR NEW RESPONDENT AND CONTINUE**

**IF NO, ASK:** "Is there any other [MALE/FEMALE, as specified] adult, age 18 or older, who is at home right now?" **IF NOT, THANK AND TERMINATE**

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

- (1) Yes **ALSO CODE AS "(1)" IN Q. 2 THEN GO TO Q.3**
- (2) No
- (3) Undecided/Refused **THANK RESPONDENT AND TERMINATE**

\_\_\_02. Which of the following best describes your connection to Peninsula Township? Are you . . .  
[READ 1 THROUGH 3 – CODE BEST RESPONSE]

- (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 [DO NOT READ – *Volunteered*] Has some other type of Twp. connection  
(please specify:)  
\_\_\_\_\_
- (5) Undecided/Refused [ASK: "Do you live in Peninsula Township?" - **IF YES, CONTINUE CODE '1' AND CONTINUE -- IF STILL UNDECIDED OR REFUSED — THANK RESPONDENT AND TERMINATE**

\_\_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) Undecided/Refused

\_\_04. Thinking about the quality of life in Peninsula Township over the past few years, do you think things have [Read (1) through (3)]

- (1) Gotten Better; ----- **GO TO Q. 6**
- (2) Become Worse; or, -- **ASK Q. 5**
- (3) Remained about the same -- **GO TO Q. 6**
- (4) Undecided/Refused ----- **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?

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\_\_06. Which of the following best captures what you **LIKE the most** about living in Peninsula Township? [**READ 1 THROUGH 6 – ROTATE 1 THROUGH 5 – CODE FIRST AND ONLY ONE RESPONSE**]

- (1) Scenic views
- (2) Sense of community and belonging
- (3) The quality of our environment – the air and water
- (4) Recreational opportunities
- (5) Rural, quiet, atmosphere
- (6) Or something else (*please specify*):

- 
- (7) Undecided/Refused

\_\_07. Overall, how would you rate the job Peninsula Township is doing providing basic services such as fire protection, medical response and zoning enforcement 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) Undecided/Refused

\_\_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? **[IF RESPONSE IS TOO HIGH, ASK: “Would that be much or somewhat too high?” AND CODE BEST RESPONSE]**

- (1) Much too high
- (2) Somewhat too high
- (3) About right
- (4) Too low
- (5) Undecided/Refused

\_\_09. Generally speaking, which of the following two statements comes closer to your view? **[READ AND ROTATE 1 AND 2]**

- (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) Undecided/Refused

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.

<b>ROTATE Q.10 THROUGH Q.17</b>		<b>Top Priority</b>	<b>Important Not Top</b>	<b>Neutral</b>	<b>Not Involved</b>	<b>Undec/ Refuse</b>
_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, tell me 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 MORE, ASK: “Would that be much more or just somewhat more?” AND CODE BEST RESPONSE]**

<b>[ROTATE Q.20 THROUGH Q.32]</b>		<b>Much More</b>	<b>Smwt More</b>	<b>Enough</b>	<b>Too Much</b>	<b>Und/Ref</b>
_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 local public, <u>non-state</u> , roads.	(1)	(2)	(3)	(4)	(5)
_23.	Maintaining township parks and recreational facilities.	(1)	(2)	(3)	(4)	(5)
_24.	Providing fair and accurate property tax assessments.	(1)	(2)	(3)	(4)	(5)
_25.	Ensuring reliable emergency response and fire protection services.	(1)	(2)	(3)	(4)	(5)
_26.	Availability of township-wide access to cable and high-speed Internet	(1)	(2)	(3)	(4)	(5)
_27.	Keeping as much of the rural character and historic landscape as possible.	(1)	(2)	(3)	(4)	(5)
_28.	Offering a wide range of recreational opportunities for residents of all ages.	(1)	(2)	(3)	(4)	(5)
_29.	Zoning code enforcement.	(1)	(2)	(3)	(4)	(5)
_30.	Cemetery upkeep and maintenance.	(1)	(2)	(3)	(4)	(5)
_31.	Maintenance of township property.	(1)	(2)	(3)	(4)	(5)

\_\_32. 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, does Peninsula Township currently have a taxpayer-funded PDR program?

- (1) Yes
- (2) No
- (3) Undec/Don’t know/Refused

\_\_33. [As you 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? **[READ 1 THROUGH 3]**

- (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) Undecided/Refused

\_\_34. 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?

**[IF UNDECIDED, ASK: “Well, if the election were held today and you had to decide right now, would you lean toward voting Yes in favor of the proposal or No to oppose it?” AND CODE BEST RESPONSE]**

- (1) Yes ----- **ASK Q. 35**
- (2) Lean Yes ---- **ASK Q. 35**
- (3) No ----- **GO TO Q. 36**
- (4) Lean No ----- **GO TO Q. 36**
- (5) Undecided/Refused ----- **GO TO Q. 36**

\_\_35. Which of the following PDR goals is the single most important reason you would vote [lean toward voting] “yes”? **[READ (1) through (4) and ROTATE (2) through (4)]**

- (1) To generally control growth and prevent traffic congestion
- (2) To preserve farmland;
- (3) To protect water quality; or
- (4) To protect scenic views
- (5) Other/More than one (**volunteered**)
- (6) Undecided

\_\_36. A few decades ago, Old Mission Peninsula had no wineries and the past ten years has seen the number of wineries on Old Mission Peninsula grow from four to eleven, 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? **[IF SUPPORT/OPPOSE ASK: “Would that be Strongly or Somewhat?” AND CODE BEST RESPONSE]**

- (1) Strongly Support
- (2) Somewhat Support
- (3) Somewhat Oppose
- (4) Strongly Oppose
- (5) Undecided/Refused

\_\_37. 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? **[IF SUPPORT/OPPOSE ASK: “Would that be Strongly or Somewhat?” AND CODE BEST RESPONSE]**

- (1) Strongly Support
- (2) Somewhat Support
- (3) Somewhat Oppose
- (4) Strongly Oppose
- (5) Undecided/Refused

\_\_38. 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? **[IF SUPPORT/OPPOSE ASK: “Would that be Strongly or Somewhat?” AND CODE BEST RESPONSE]**

- (1) Strongly Support
- (2) Somewhat Support
- (3) Somewhat Oppose
- (4) Strongly Oppose
- (5) Undecided/Refused

\_\_39. 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? **[IF SATISFIED/DISSATISFIED ASK: “Would that be Very or Somewhat?” AND CODE BEST RESPONSE]**

- (1) Very Satisfied
- (2) Somewhat Satisfied
- (3) Somewhat Dissatisfied
- (4) Very Dissatisfied
- (5) Undecided/Refused

\_\_40. Regardless of how you answered the previous question, would you Support or Oppose relaxation of the Township’s current restriction on short-term rentals? **[IF SUPPORT/OPPOSE ASK: “Would that be Strongly or Somewhat?” AND CODE BEST RESPONSE]**

- (1) Strongly Support
- (2) Somewhat Support
- (3) Somewhat Oppose
- (4) Strongly Oppose
- (5) Undecided/Refused

\_\_41. 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: **[READ/ROTATE (1) and (2)]**

- (1) Continue the existing strategy of coupling historical maintenance and restoration of the site with tourist promotion;
- OR,
- (2) Reduce the efforts aimed at tourism and center the focus on historical maintenance and restoration.
  - (3) Undecided/Refused



\_\_42. 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 . . . **[READ 1 THROUGH 4]**

- (1) Extremely important
- (2) Moderately important
- (3) Of little importance, or
- (4) Not important to you at all
- (5) Undecided/Refused

\_\_43. 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? **[IF SUPPORT/OPPOSE ASK: “Would that be Strongly or Somewhat?” AND CODE BEST RESPONSE]**

- (1) Strongly Support
- (2) Somewhat Support
- (3) Somewhat Oppose
- (4) Strongly Oppose
- (5) Undecided/Refused

\_\_44. 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 any motorized equipment– including lawn mowers, power saws, leaf blowers and other homeowner tools? **[IF SUPPORT/OPPOSE ASK: “Would that be Strongly or Somewhat?” AND CODE BEST RESPONSE]**

- (1) Strongly Support
- (2) Somewhat Support
- (3) Somewhat Oppose
- (4) Strongly Oppose
- (5) Undecided/Refused

\_\_45. 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? **[IF SUPPORT/OPPOSE ASK: “Would that be Strongly or Somewhat?”]**

- (1) Strongly Support
- (2) Somewhat Support
- (3) Somewhat Oppose
- (4) Strongly Oppose
- (5) Undecided/Refused

Regardless of how you answered the previous question, I’m going to read 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.

<b>ROTATE Qs. 46 through 48</b>		<b>Essential</b>	<b>Important but not Essential</b>	<b>Take it or Leave it</b>	<b>Do Not Include</b>	<b>Undec/ Refuse</b>
_46.	Creating dedicated pedestrian routes for students to get to and from school.	(1)	(2)	(3)	(4)	(5)
_47.	Connecting park facilities with walking trails and bicycle paths.	(1)	(2)	(3)	(4)	(5)
_48.	Installing pedestrian safety features at key locations such as pavement markings, signals and signage.	(1)	(2)	(3)	(4)	(5)

\_\_49. 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? **[IF SUPPORT/OPPOSE, ASK: “Would that be Strongly or just Somewhat?” AND CODE BEST RESPONSE]**

- (1) Strongly Support
- (2) Somewhat Support
- (3) Somewhat Oppose
- (4) Strongly Oppose
- (5) Undecided/Refused

\_\_51. 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? **[READ/RANDOMLY ROTATE (1) through (3) 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) All of them (**volunteered**)
- (5) None of them (**volunteered**)
- (6) Depends on whether it's wind or solar (**volunteered**)
- (7) Undecided/Refused

\_\_52A-B. Where do you get the information that influences your opinions the most about Peninsula Township Government? **[DO NOT READ – PROBE WITH: "Where else"? UNTIL 2 RESPONSES MENTIONED OR UNPRODUCTIVE]**

- (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) Undecided/Refused

Finally, just a few questions for statistical purposes only.

\_\_53. Do you have children who are school age or younger?

- (1) Yes
- (2) No
- (3) Undecided/Refused

\_\_54. How would you describe your current employment situation? **[DO NOT READ – CODE BEST RESPONSE]**

- (1) Employed full time
- (2) Employed part time
- (3) Student
- (4) Homemaker
- (5) Disabled
- (6) Unemployed
- (7) Retired
- (8) Other
- (9) Undecided/Refused

\_\_55. Is your primary residence located ... **[READ 1 THROUGH 3]**

- (1) North of Mapleton
- (2) Between Wilson and Mapleton
- (3) South of Wilson
- (4) Undecided/Refused

\_\_56. Could you please tell me in what year you were born? **[IF REFUSED, ASK: ‘Would you please tell me into which of the following categories your age would fall? Please stop me when I get to a category that applies to you.’ AND READ 1 TO 4]**

**[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) Undecided/Refused

**\_\_57. What is the last grade or level of schooling you completed? [DO NOT READ – CODE BEST RESPONSE]**

- (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) Undecided/Refused

**\_\_58. For how many years have you lived in Peninsula Township? [DO NOT READ – PROBE FOR BEST RESPONSE]**

- (1) 5 years or less
- (2) 6 to 10 years
- (3) 11 to 20 years
- (4) Over 20 years
- (5) Undecided/Refused

**\_\_59. Sex of respondent (DO NOT ASK -- BY OBSERVATION ONLY)**

- (1) Male
- (2) Female