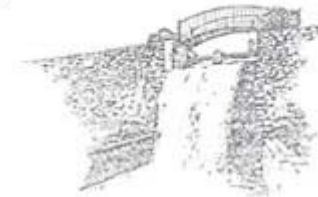
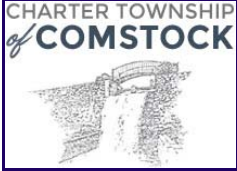


Comstock Township Citizen Engagement and Priority Survey

August 2017

CHARTER TOWNSHIP
of **COMSTOCK**



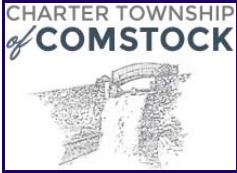


Measuring Where You Are: Why Research Matters

- Understanding community values and priorities helps you plan and communicate more effectively about Township decisions
- Perception impacts behaviors you care about
- Understanding community perception helps you improve and promote the Township
- Community engagement improves support for difficult decisions
- Reliable data on community priorities aids in balancing demands of vocal minorities with the reality of limited resources
- Bottom line outcome measurement of service and trust: Good administration requires quality measurement and reporting

Study Goals

- Support budget and strategic planning decisions
- Explore service assumptions to ensure baseline service measures are understood
- Identify which aspects of community provide the greatest leverage on citizens' overall satisfaction
- Discover key outcome behaviors such as recommending the community, remaining in the community, volunteering and encouraging someone to start a business
- Determine support for planning and zoning regulations and future service opportunities



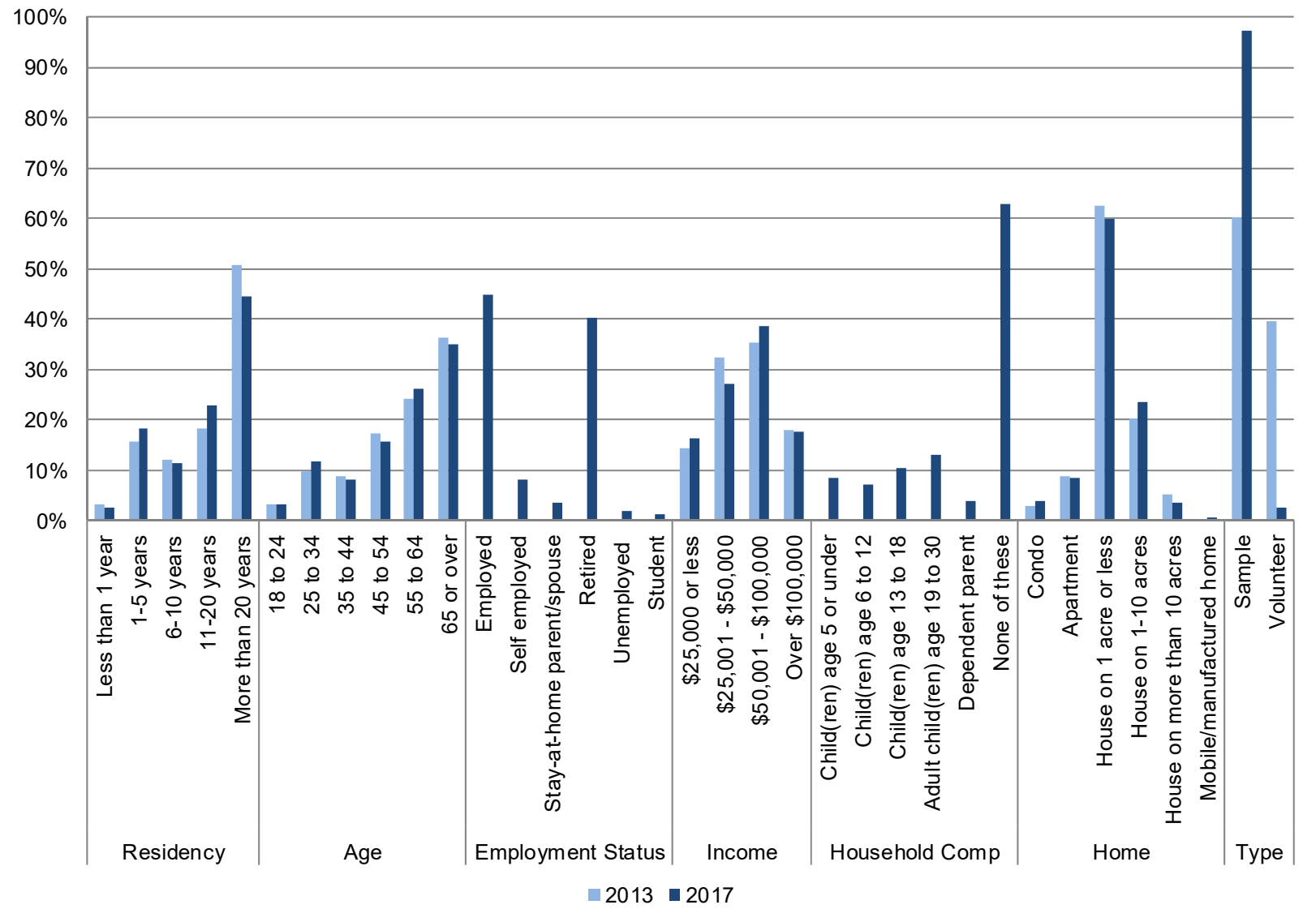
Bottom Line

- Comstock Township overall ACSI score = 66 | 2013 = 64
 - Michigan Local Governments = 64 | 2013 = 60
 - Michigan Local Governments (Pop. 10,001-25,000) = 65 | 2013 = 64
 - Michigan County Governments = 59 | 2013 = 56
 - Michigan State Government = 46 | 2013 = 45
- There are several areas where improvement can have significant impact on overall satisfaction:
 - 2017 Drivers:
 - Twp government management
 - Economic health
 - Property taxes
 - Police services
 - 2013 Drivers:
 - Twp government management
 - Economic health
 - Property taxes
 - Police services
- Detailed information by specific demographic groups is available to aid in policy review
 - Detail by: sample or volunteer, years of residency, age, employment status, income, household composition and type of home

Methodology

- Random sample of 1,500 residents drawn from voter records
- Utilized www.random.org, a well-respected utility used internationally by many universities and researchers to generate true random numbers
- Conducted using two mailings in May and June 2017
- Valid response from 356 residents, providing a conventional margin of error of +/- 5.1 percent in the raw data (95% confidence)
 - 2013 = 322 responses, 211 volunteers; +/- 5.4% at 95%
 - 2017 = 356 responses, 9 volunteers; +/- 5.1% at 95%
 - Note: National surveys with a margin of error +/- 5% require a sample of 384 responses to reflect a population of 330,000,000
- In addition to the random sample, there were 9 responses from volunteer respondents for a total response of 367

Respondent Profile

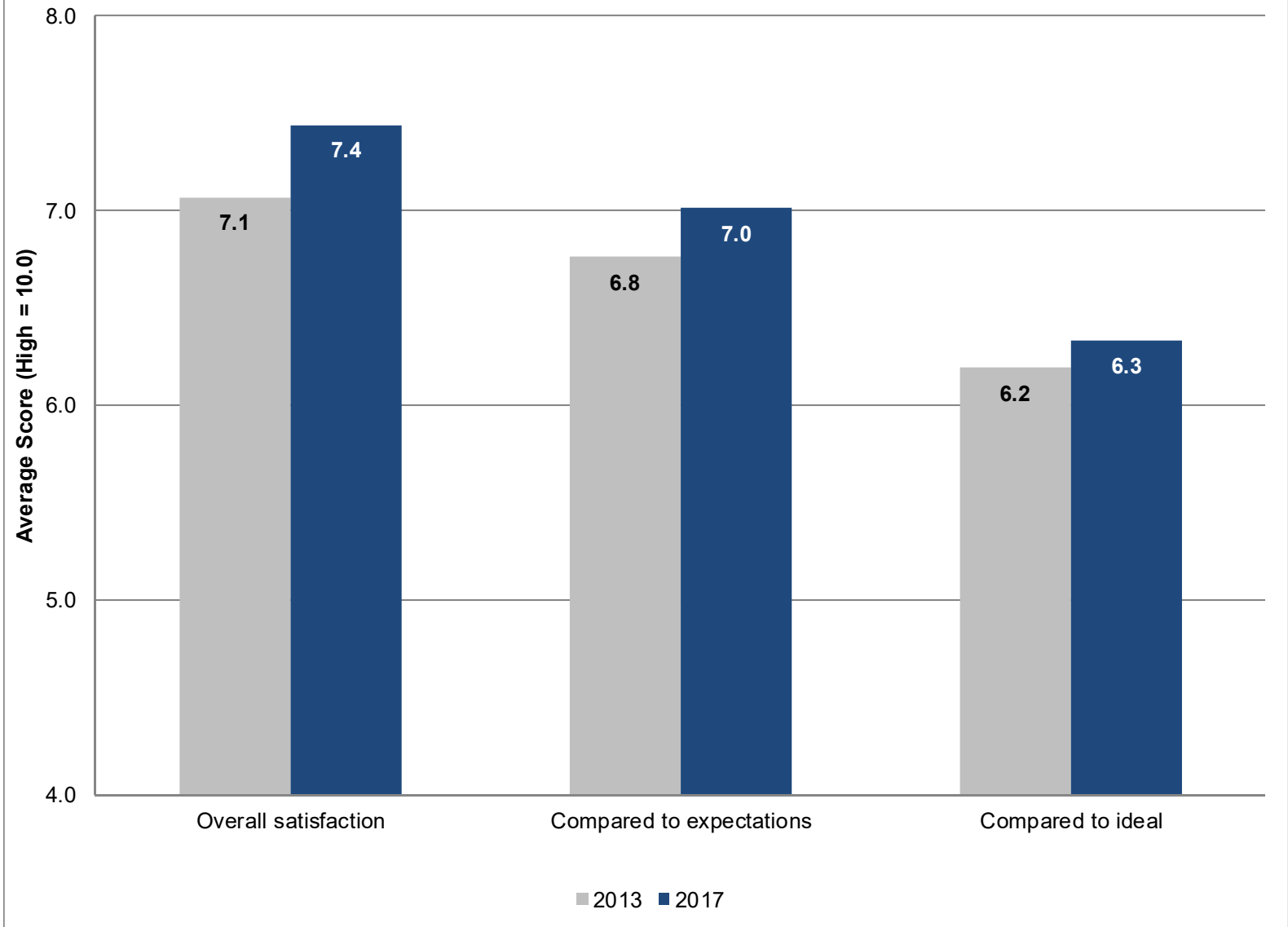


Results



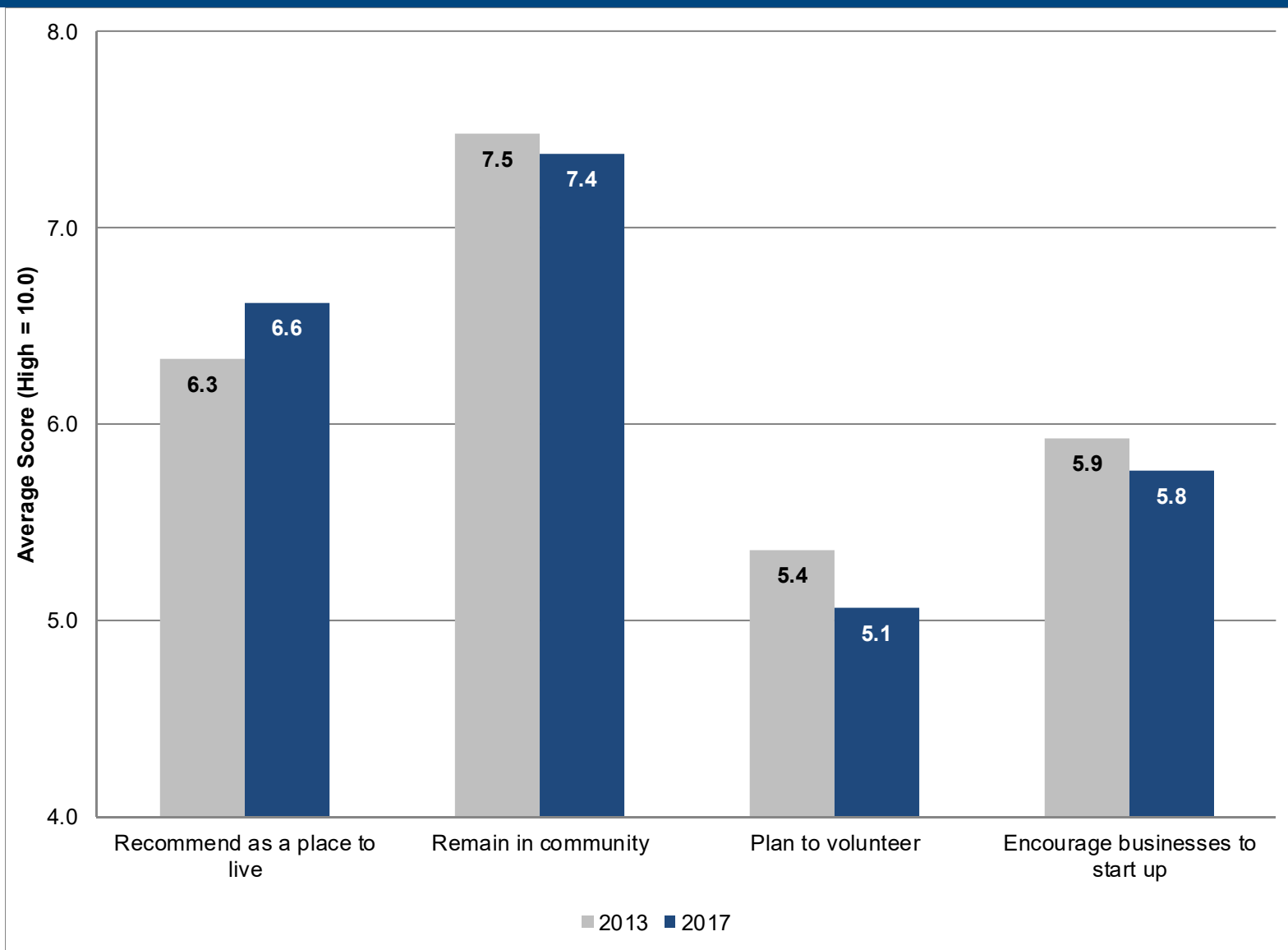
ACSI Dimensions

(High score = 10)



Outcome Behaviors

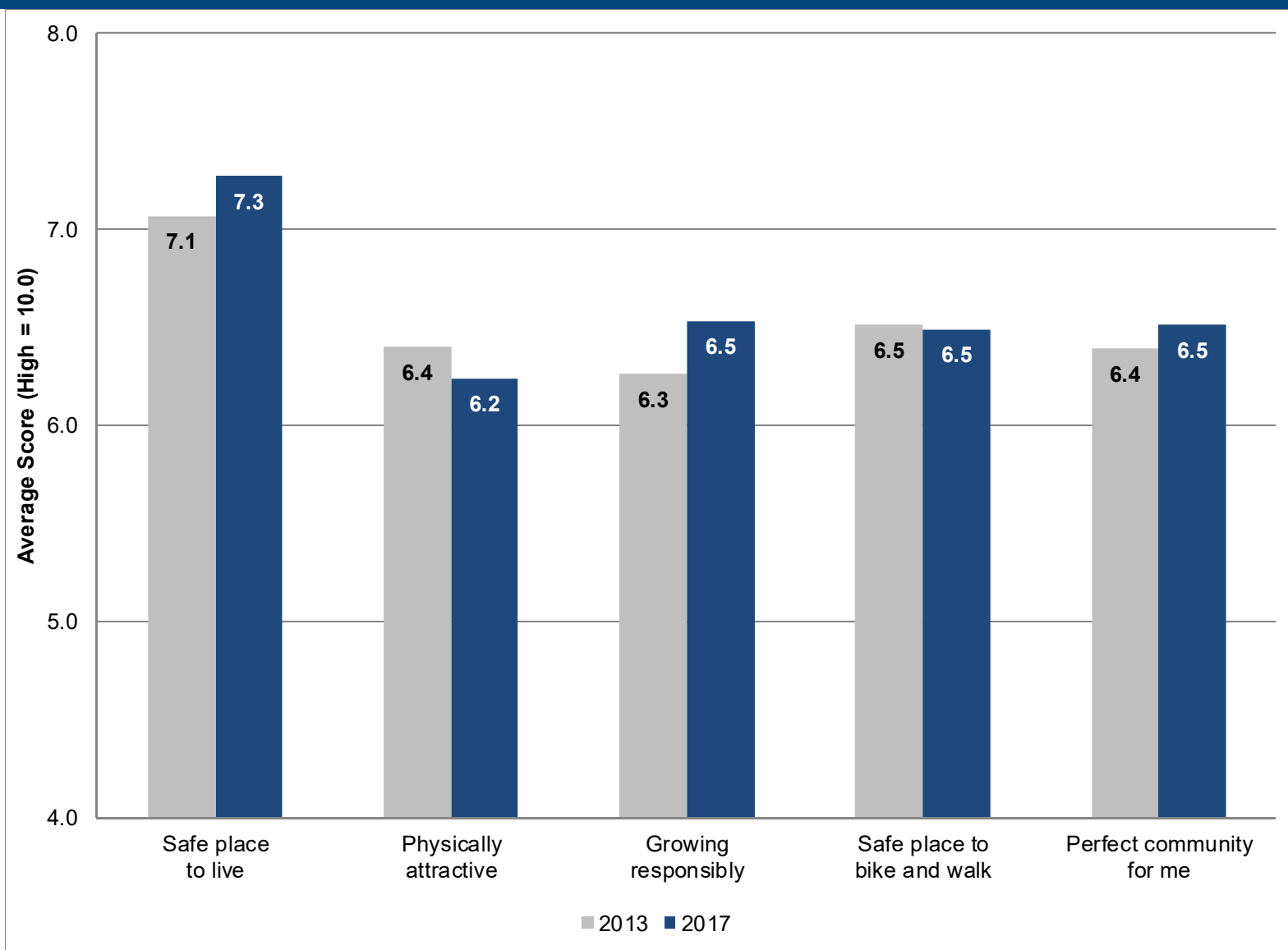
(High score = 10)



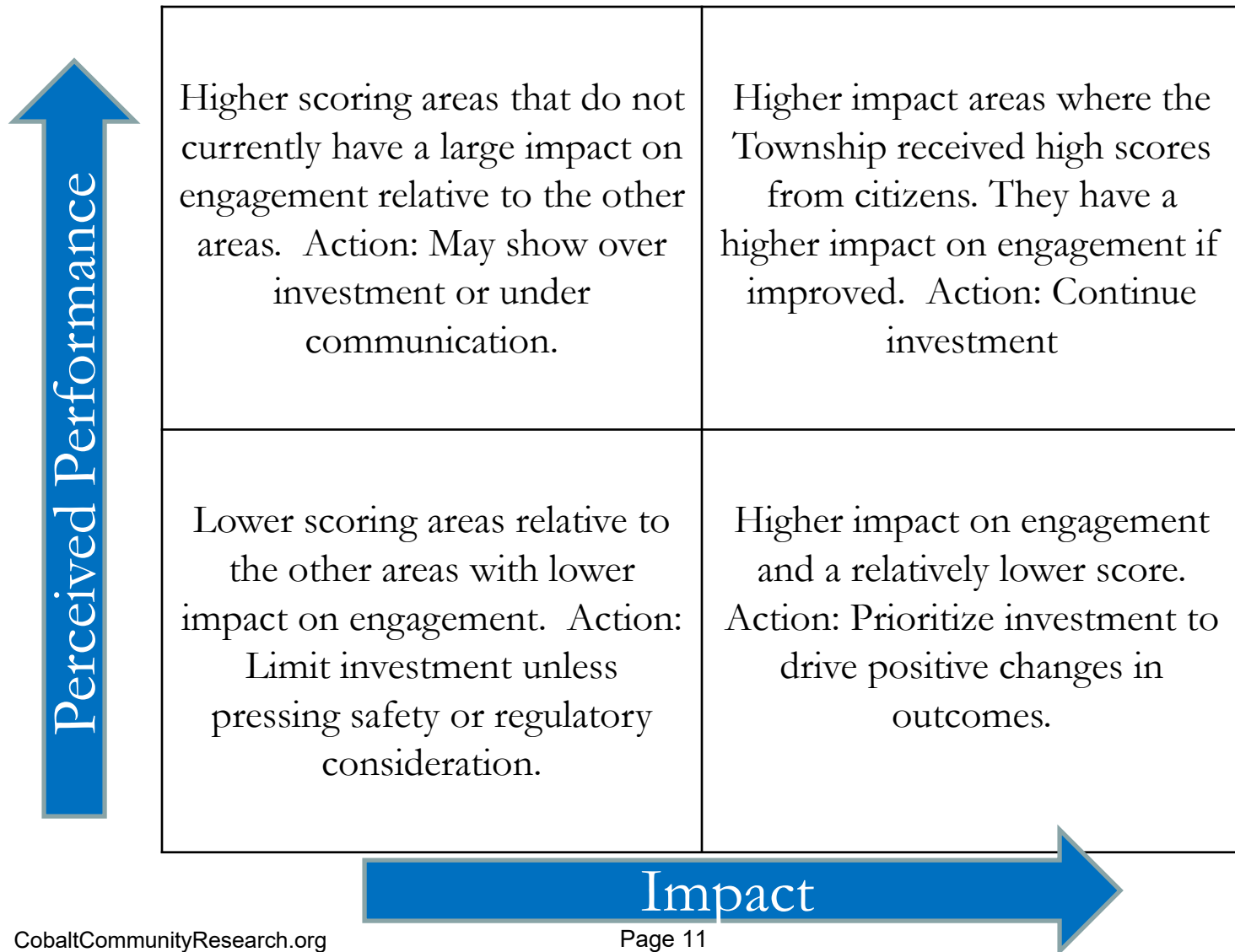


Community Image

(High score = 10)

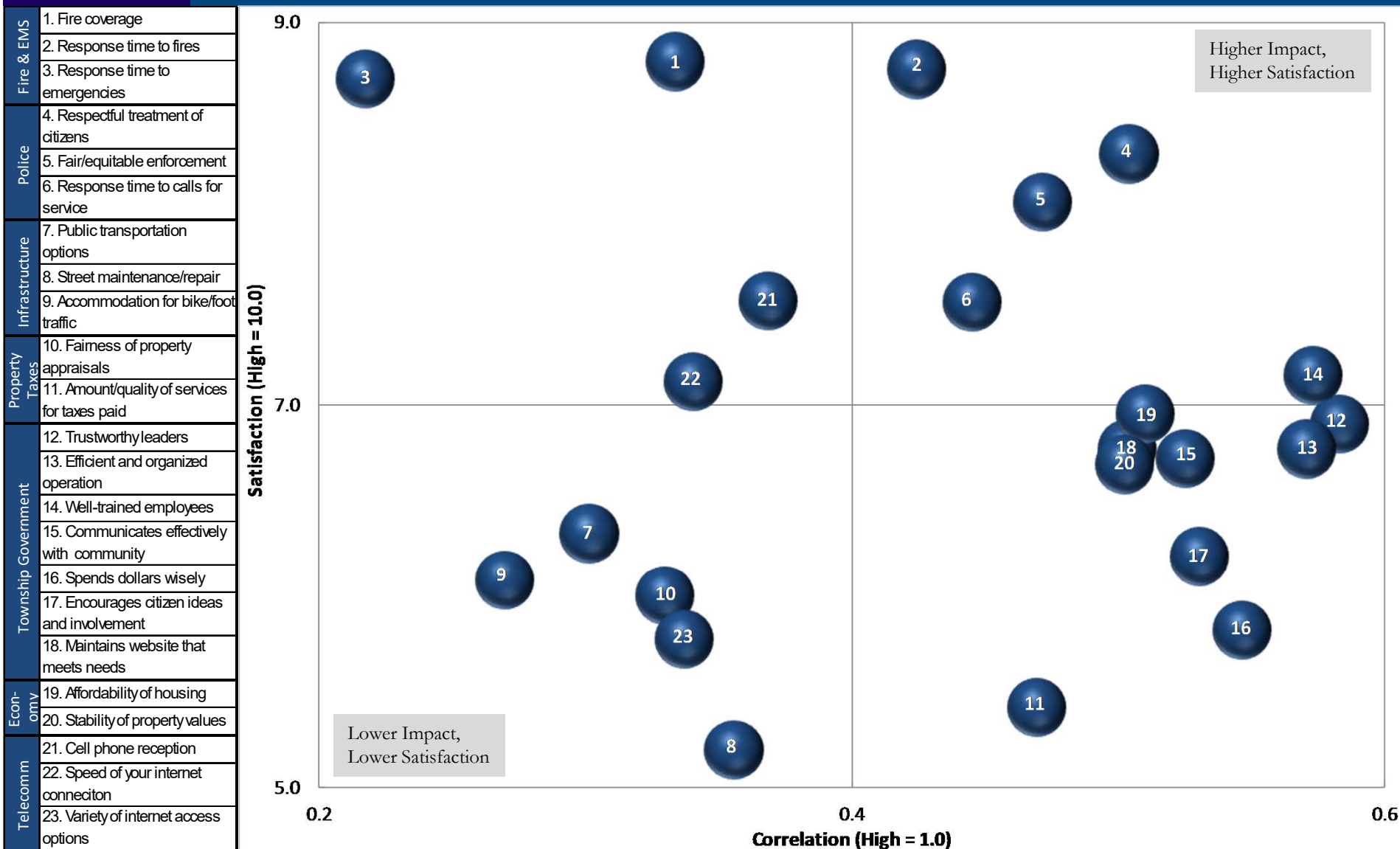


Understanding the Charts: Community Questions – Long-term Drivers





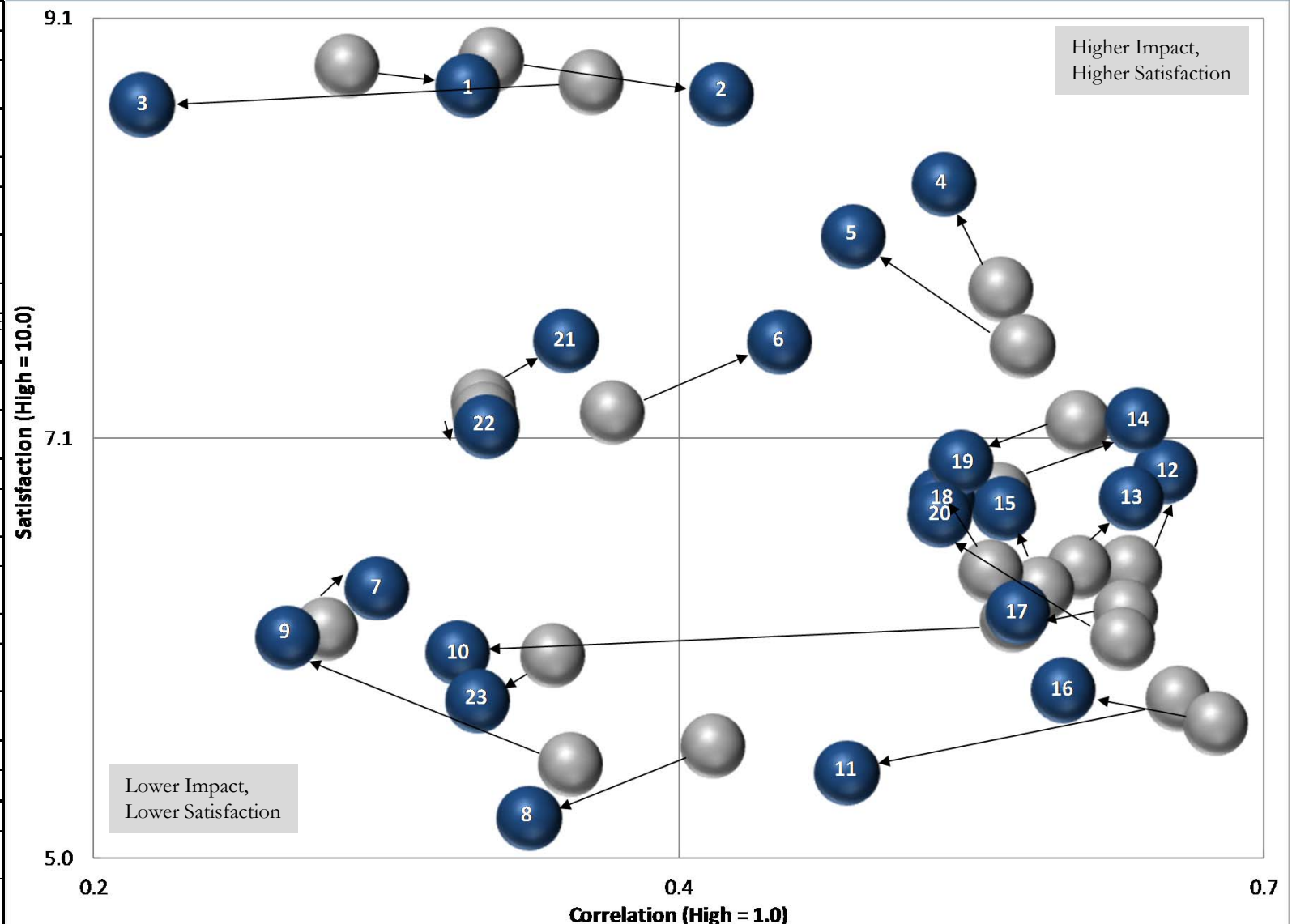
Drivers of Satisfaction: Strategic Priorities



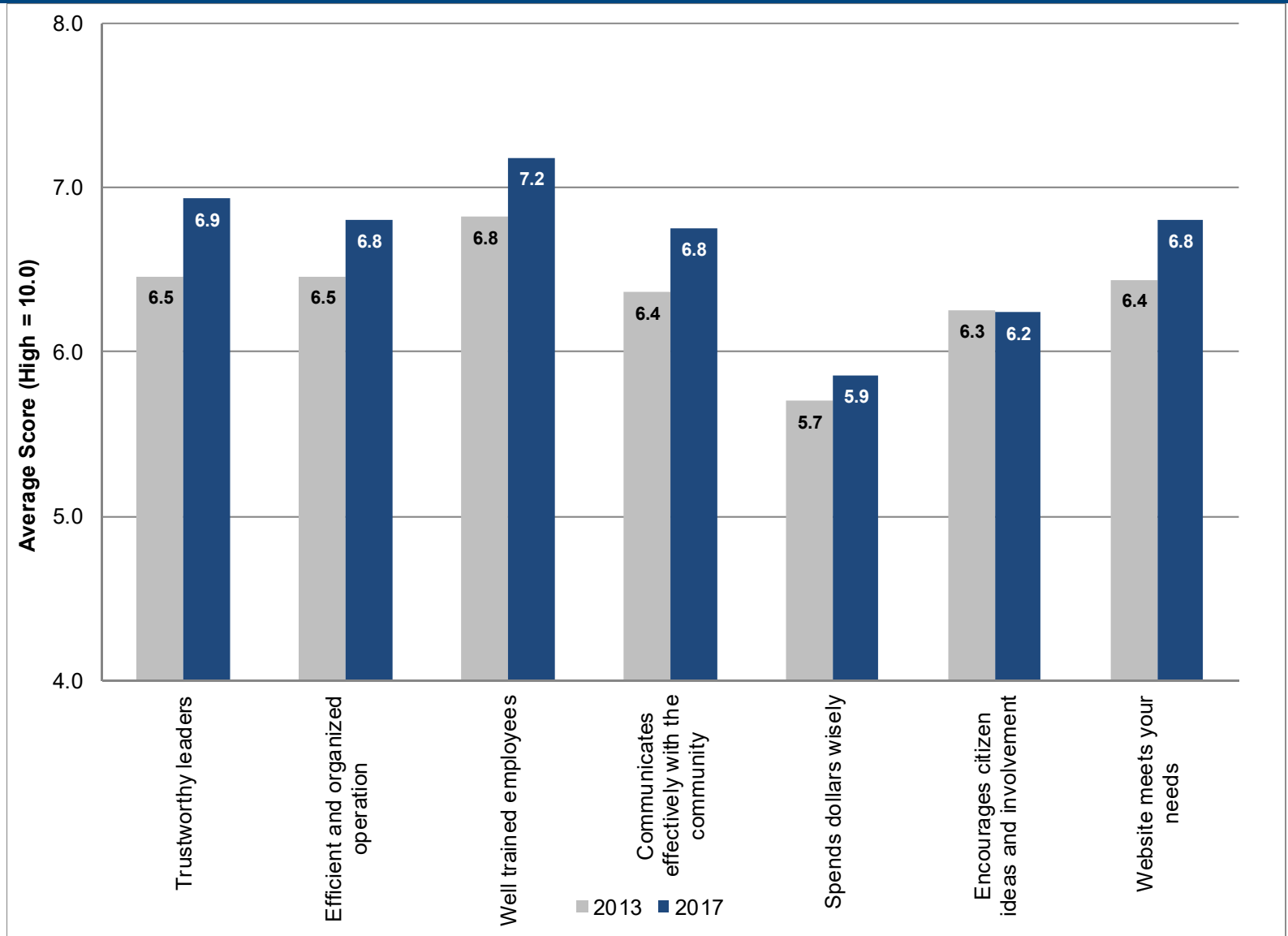


Drivers of Satisfaction: Strategic Priorities Compared to 2013

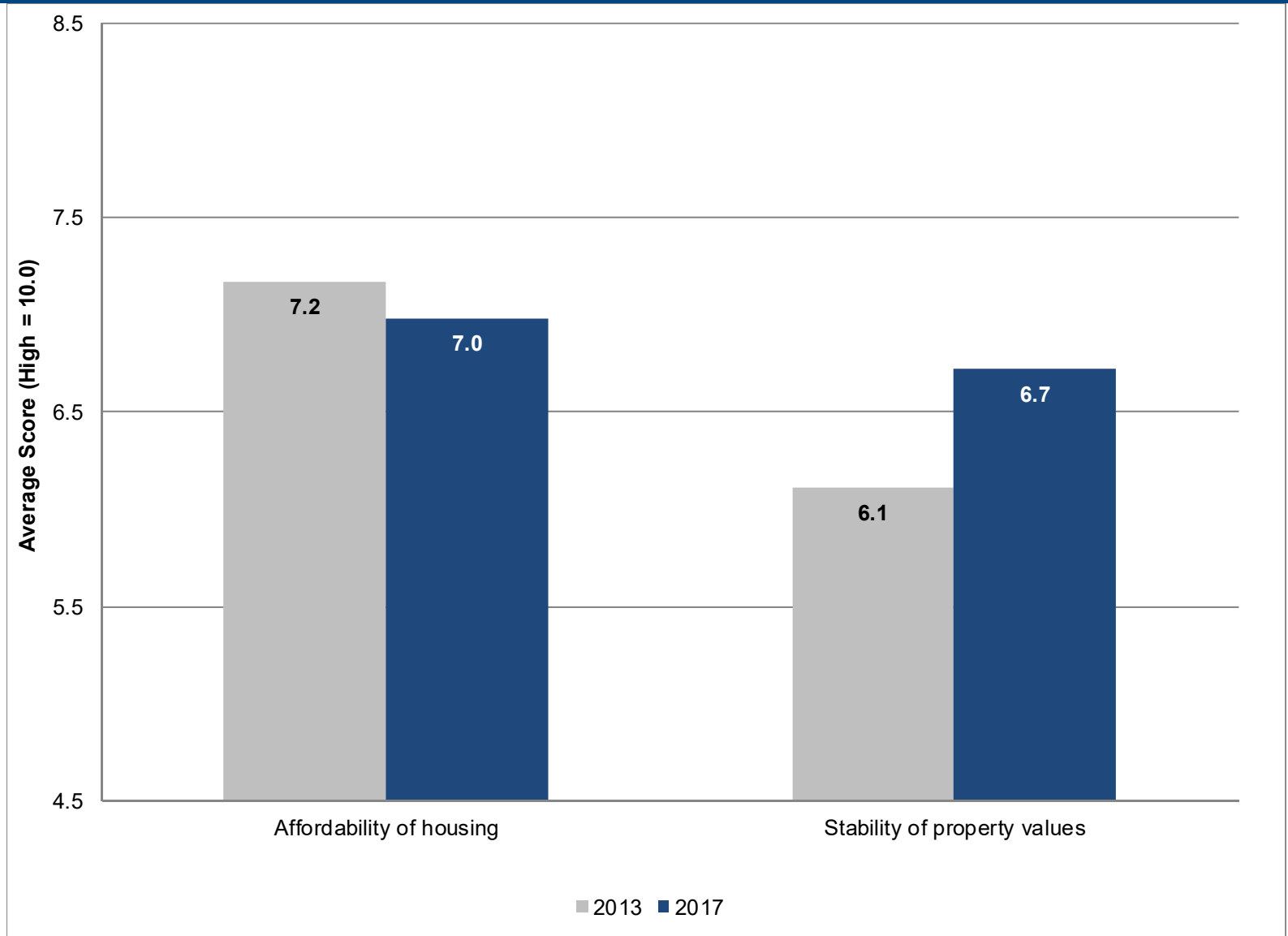
Fire & EMS	1. Fire coverage
	2. Response time to fires
	3. Response time to emergencies
Police	4. Respectful treatment of citizens
	5. Fair/equitable enforcement
	6. Response time to calls for service
Infrastructure	7. Public transportation options
	8. Street maintenance/repair
	9. Accommodation for bike/foot traffic
Property Taxes	10. Fairness of property appraisals
	11. Amount/quality of services for taxes paid
Township Government	12. Trustworthy leaders
	13. Efficient and organized operation
	14. Well-trained employees
	15. Communicates effectively with community
	16. Spends dollars wisely
	17. Encourages citizen ideas and involvement
	18. Maintains website that meets needs
	19. Affordability of housing
Economy	20. Stability of property values
	21. Cell phone reception
Telecomm	22. Speed of your internet connection
	23. Variety of internet access options



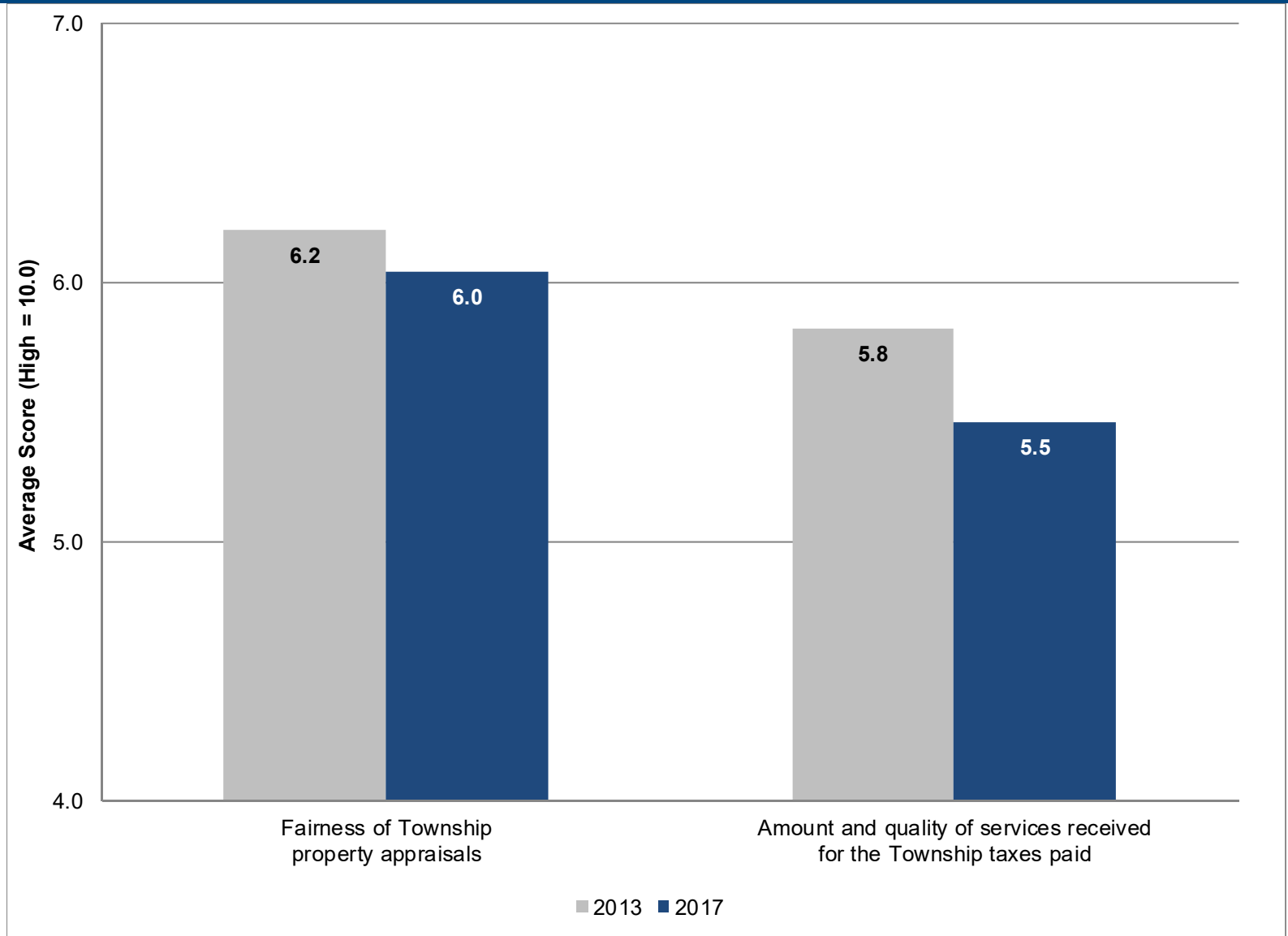
Drivers of Satisfaction: Township Government Management



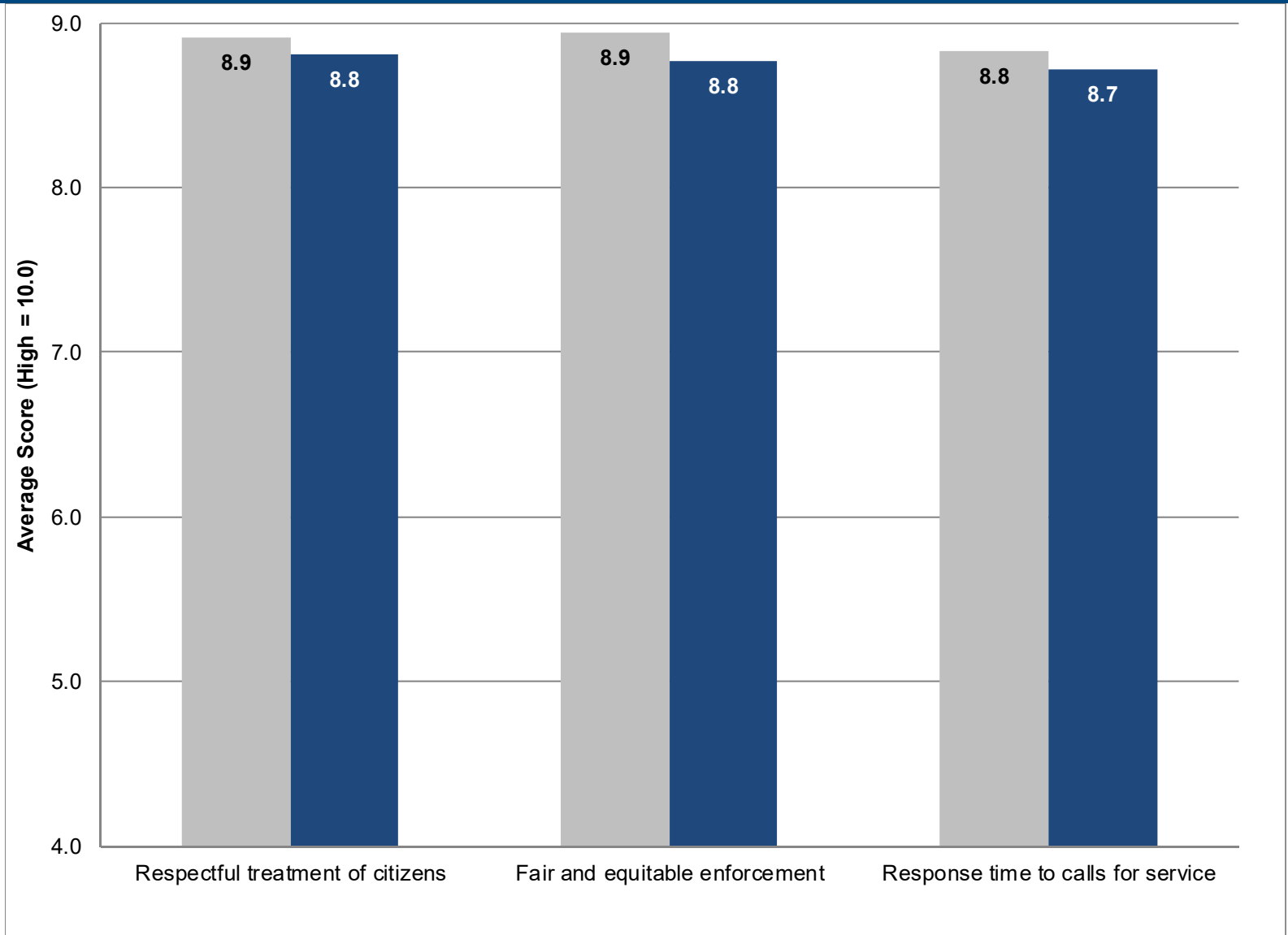
Drivers of Satisfaction: Economic Health



Drivers of Satisfaction: Property Taxes



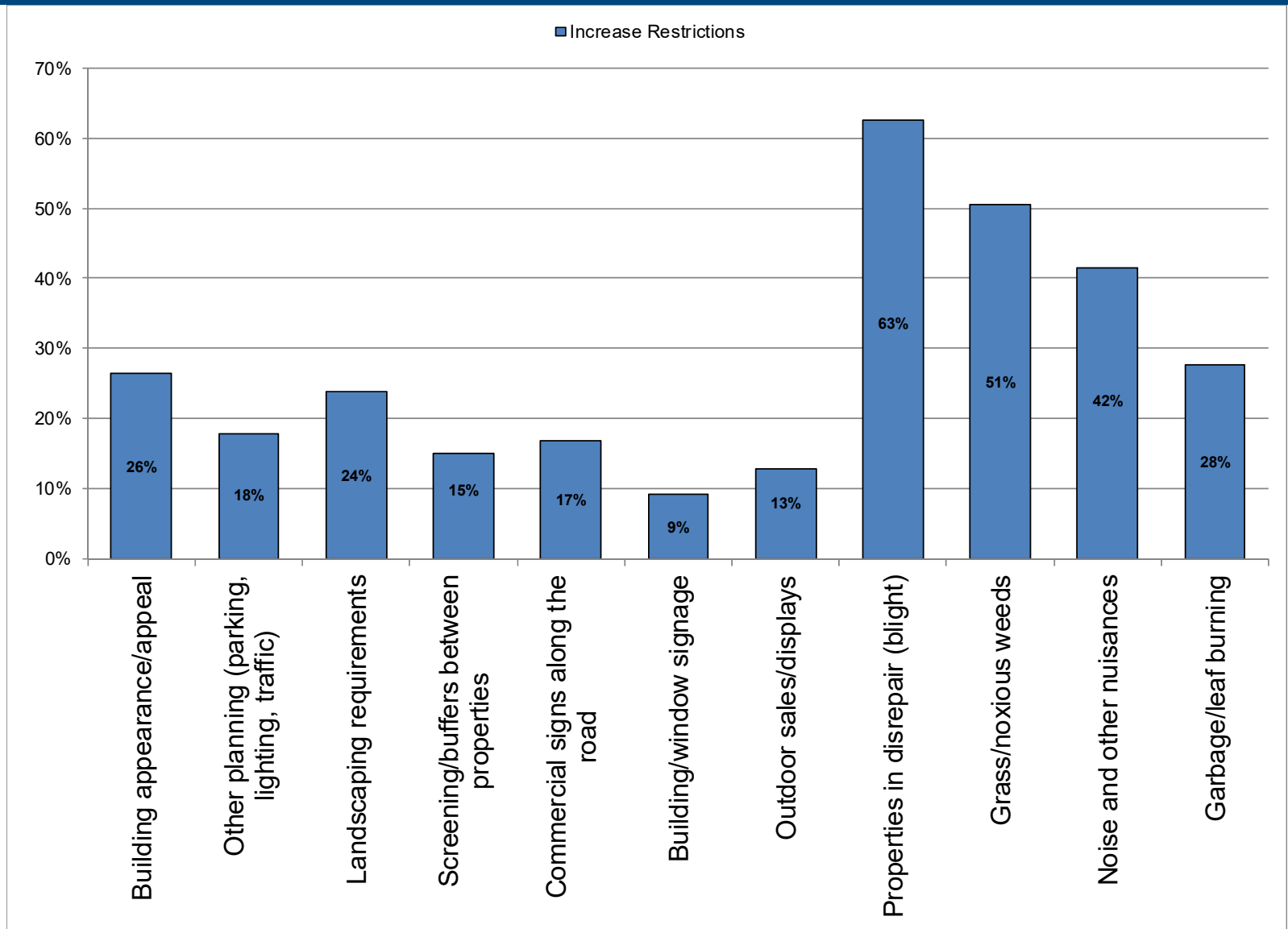
Drivers of Satisfaction: Police Services



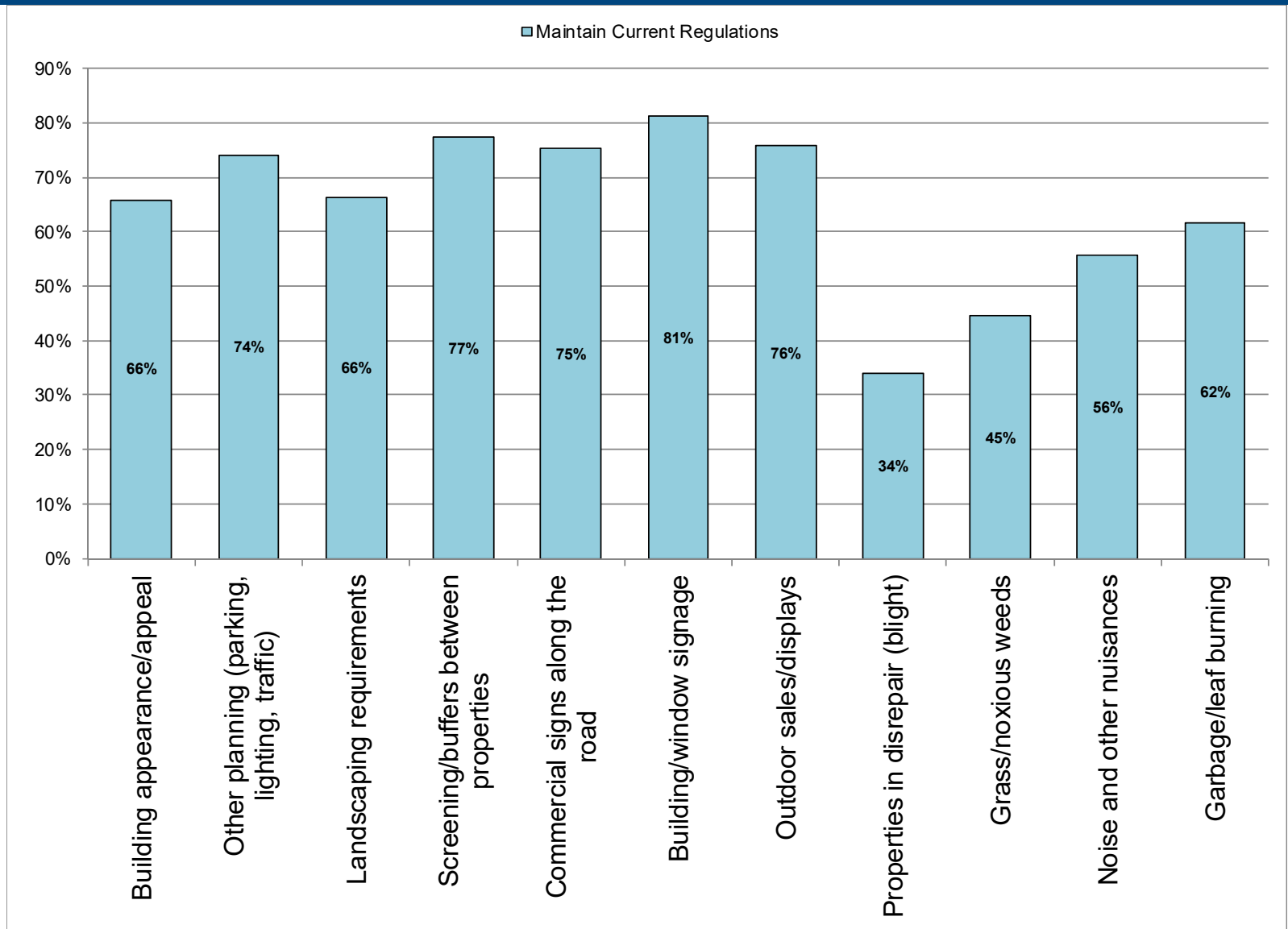


Township Planning and Zoning

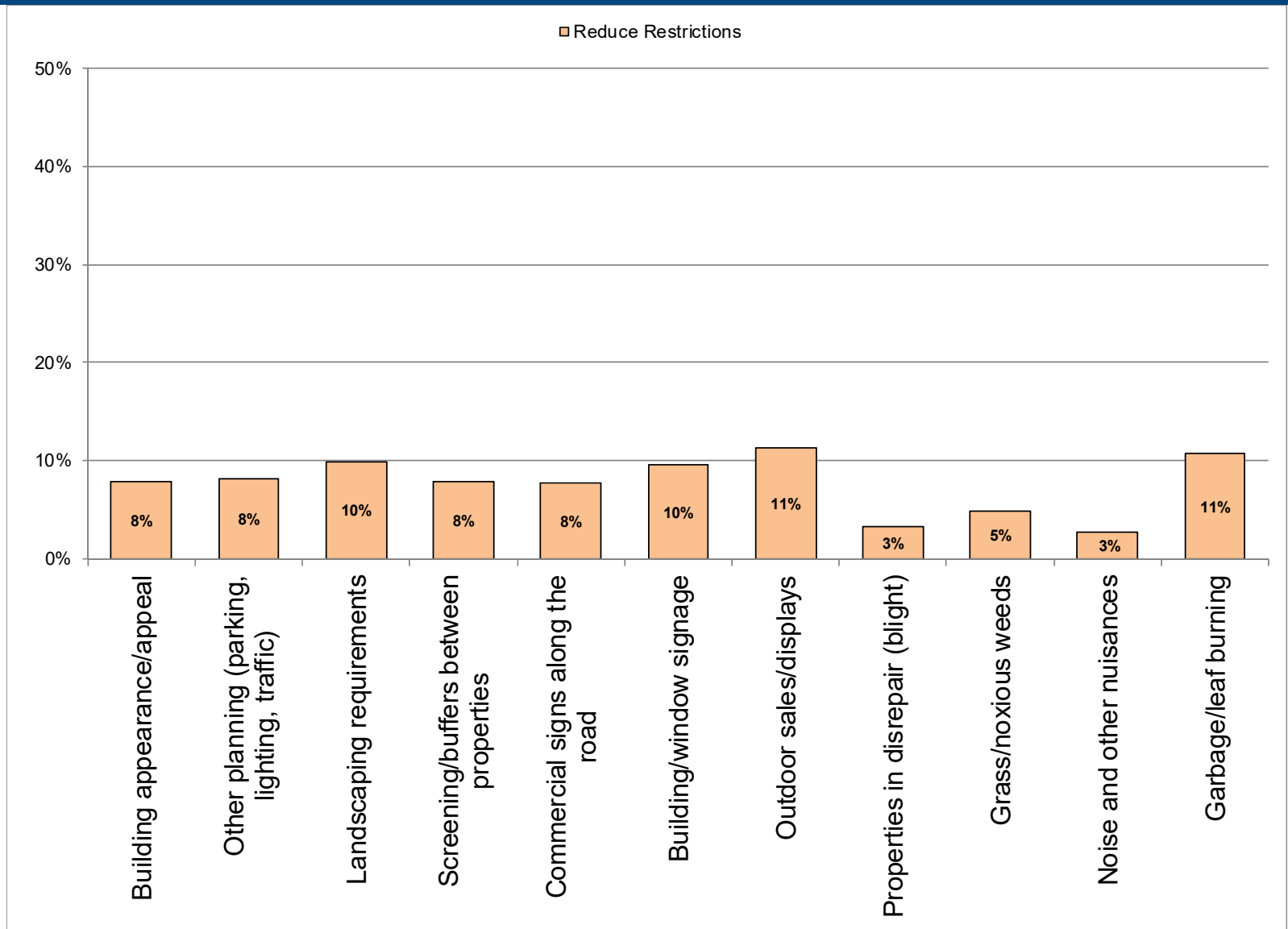
Planning & Zoning: Increase Restrictions



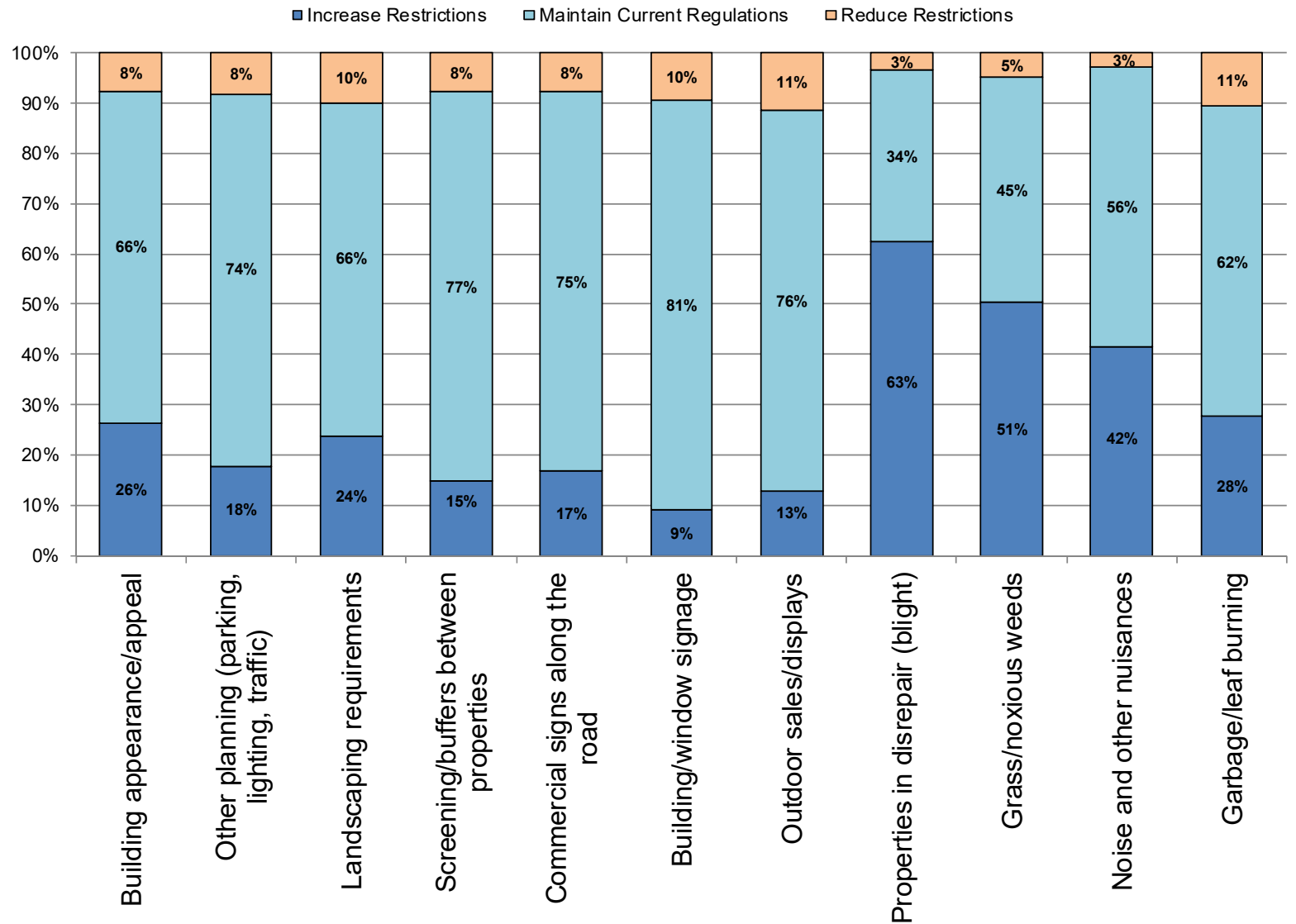
Planning & Zoning: Maintain Current Regulations



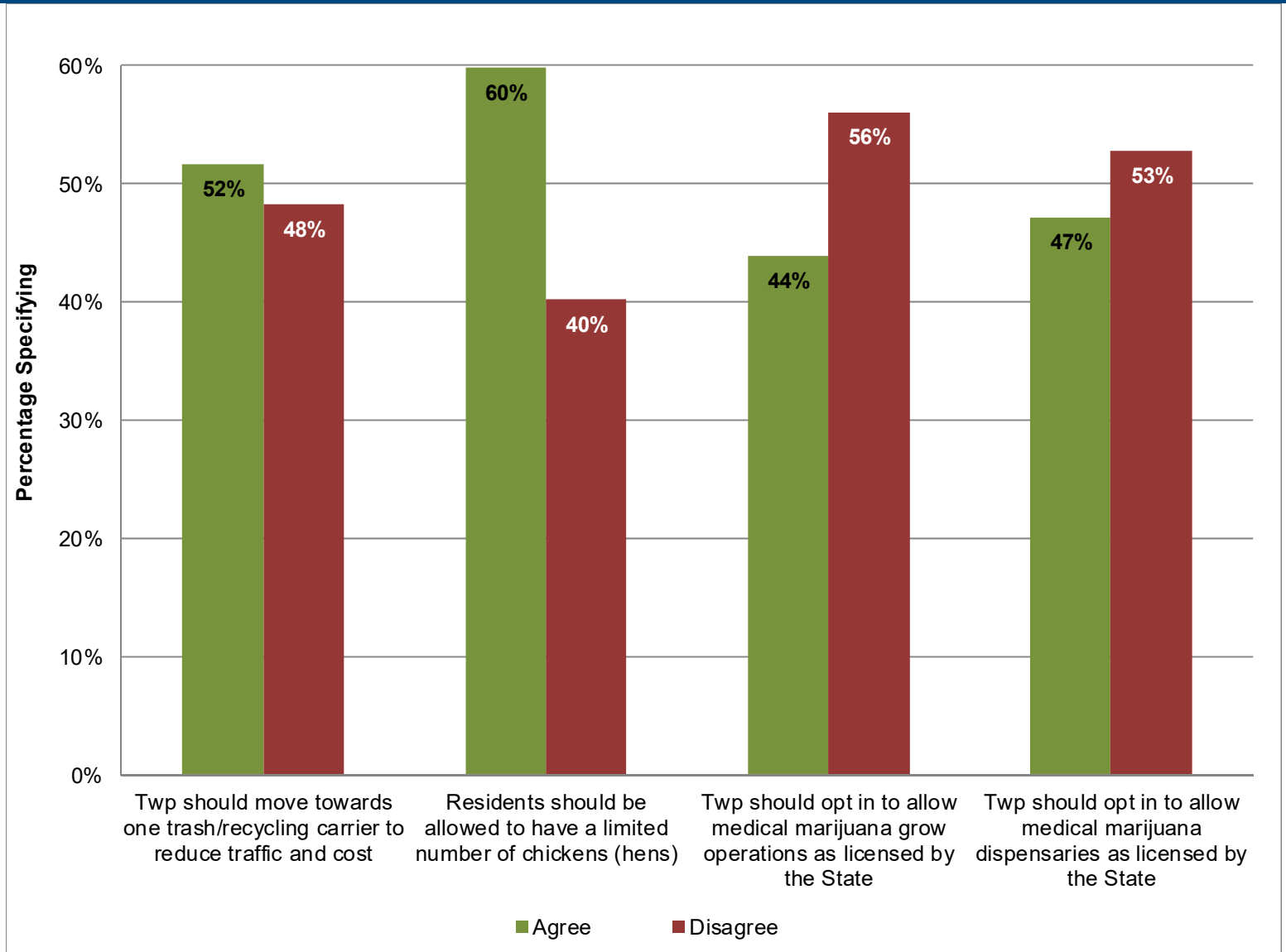
Planning & Zoning: Reduce Restrictions



Planning & Zoning: Combined



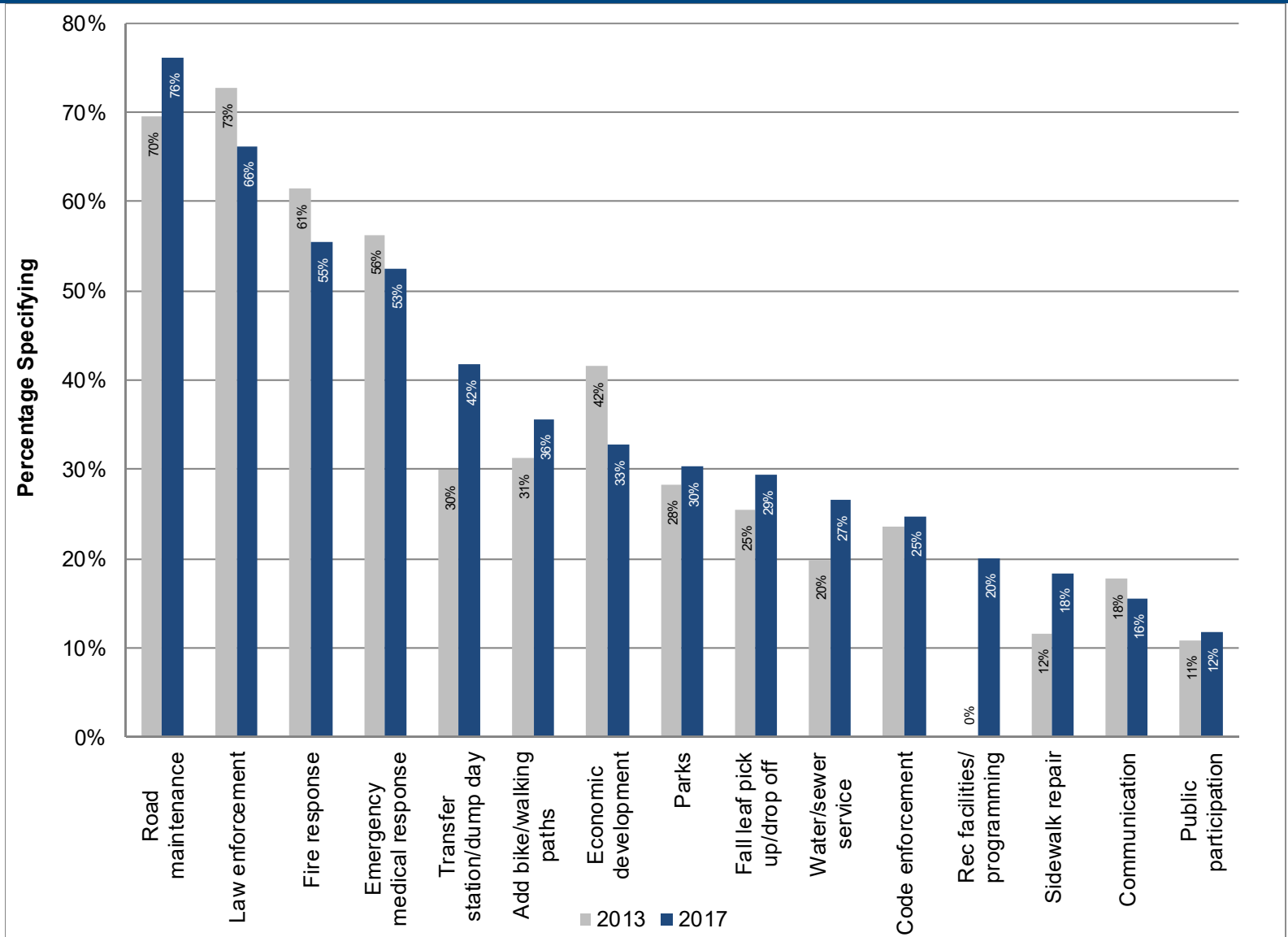
Support for potential ordinances



Budget Priorities and Support

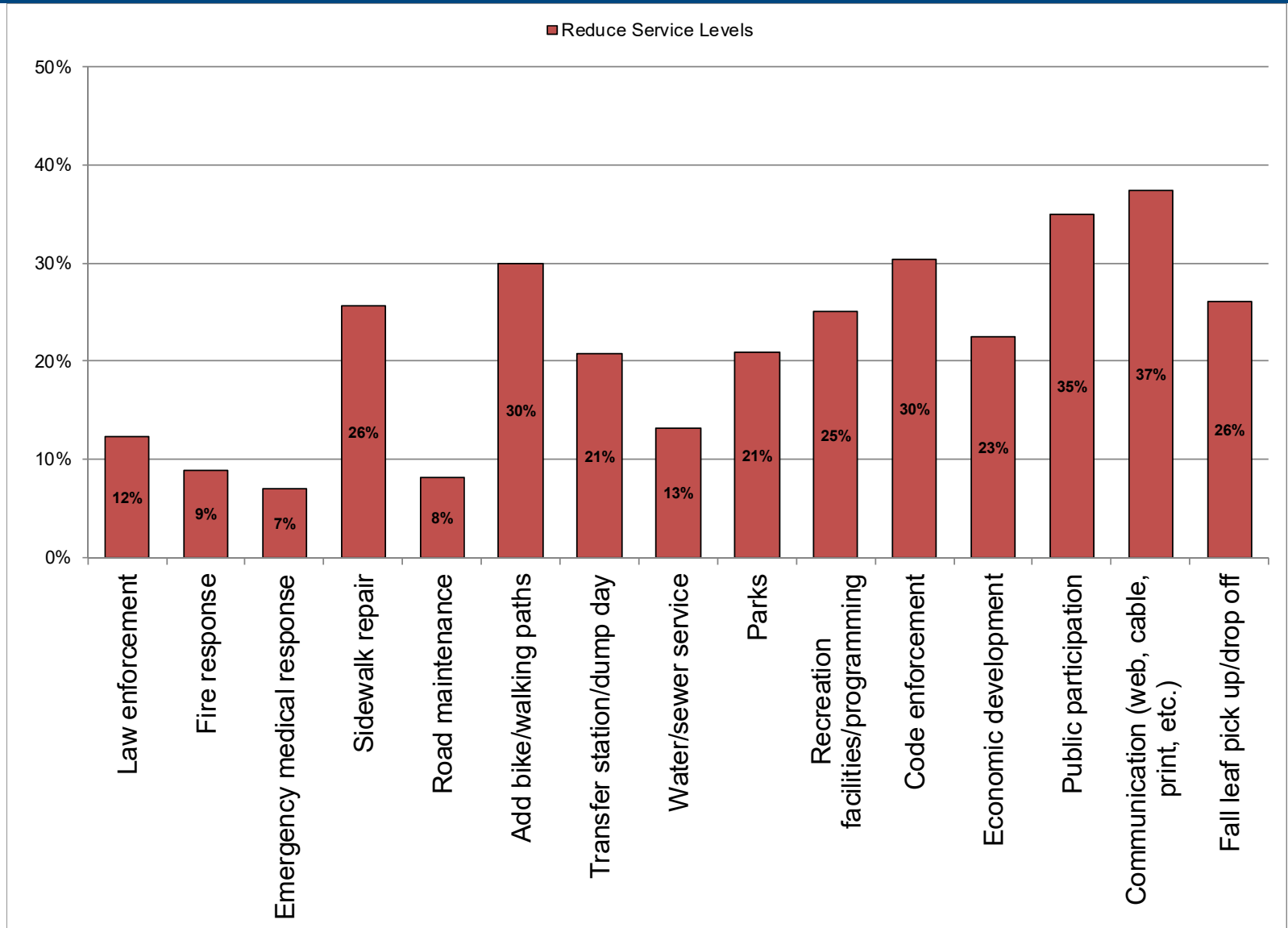
Budget Prioritization

Percent selecting, could select top (7) for prioritization



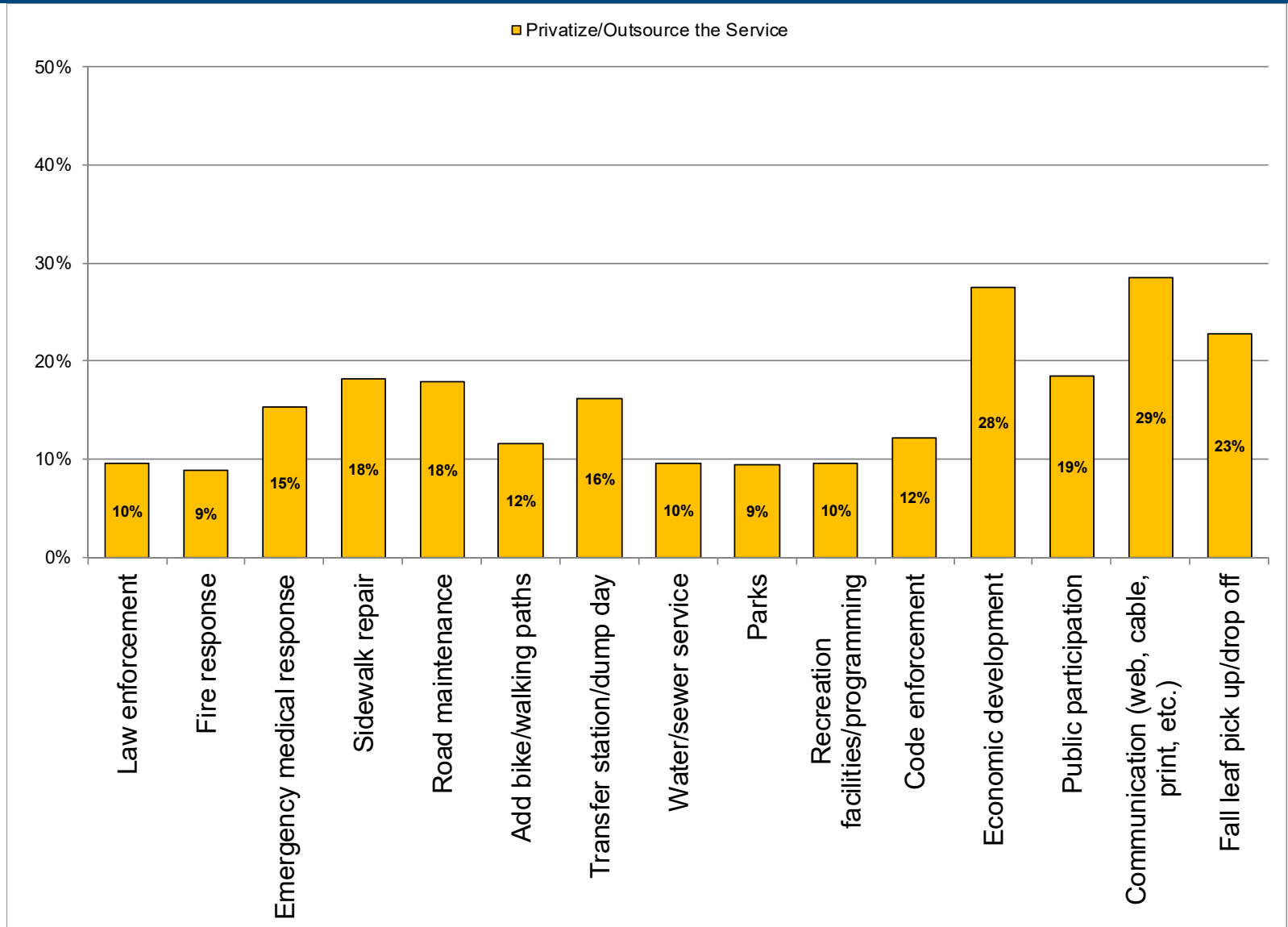
Support for Budget Actions if Revenues Not Adequate to Maintain Current Levels:

Reduce Service Levels



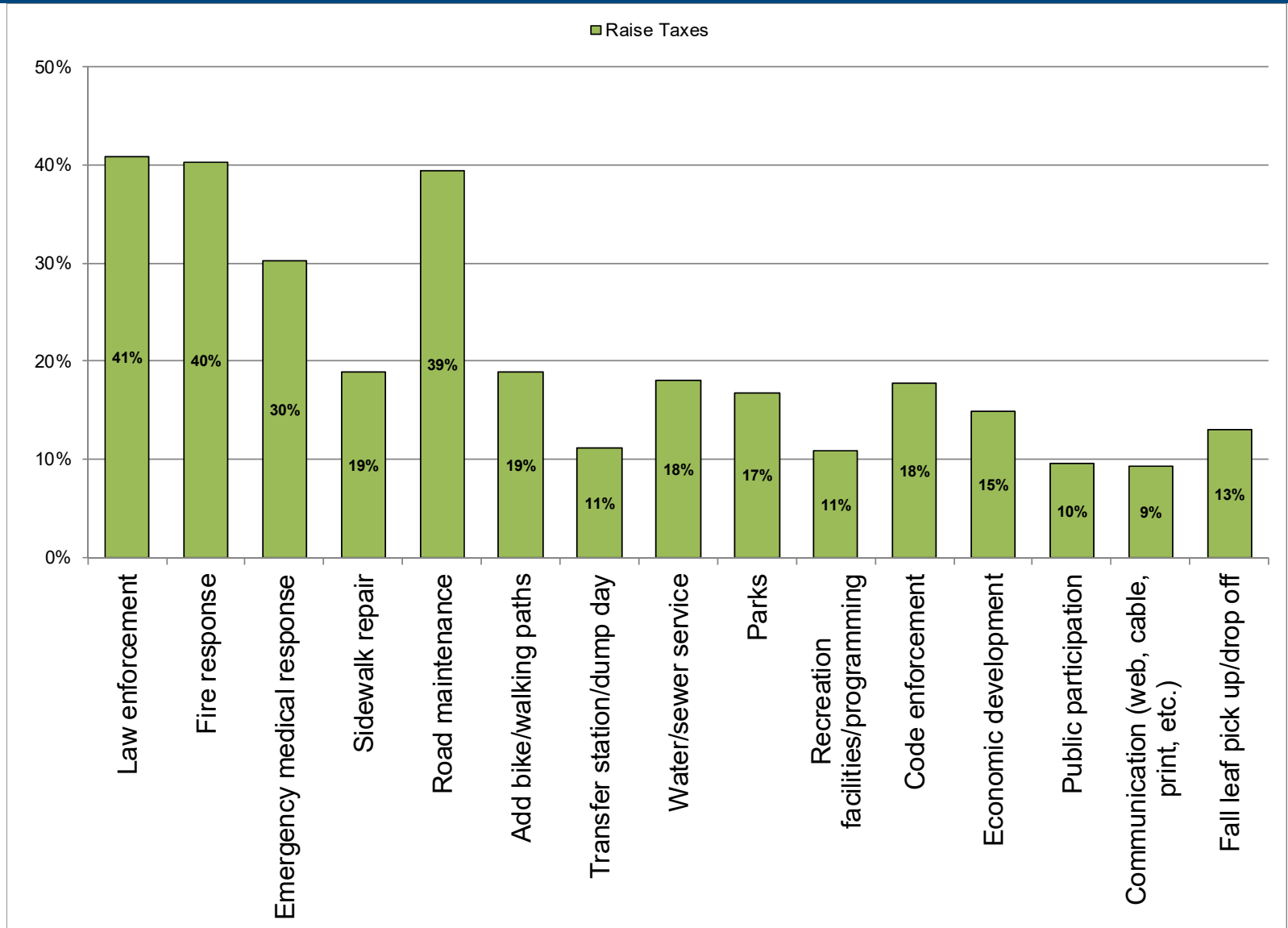
Support for Budget Actions if Revenues Not Adequate to Maintain Current Levels:

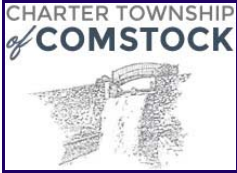
Privatize/Outsource the Service



Support for Budget Actions if Revenues Not Adequate to Maintain Current Levels:

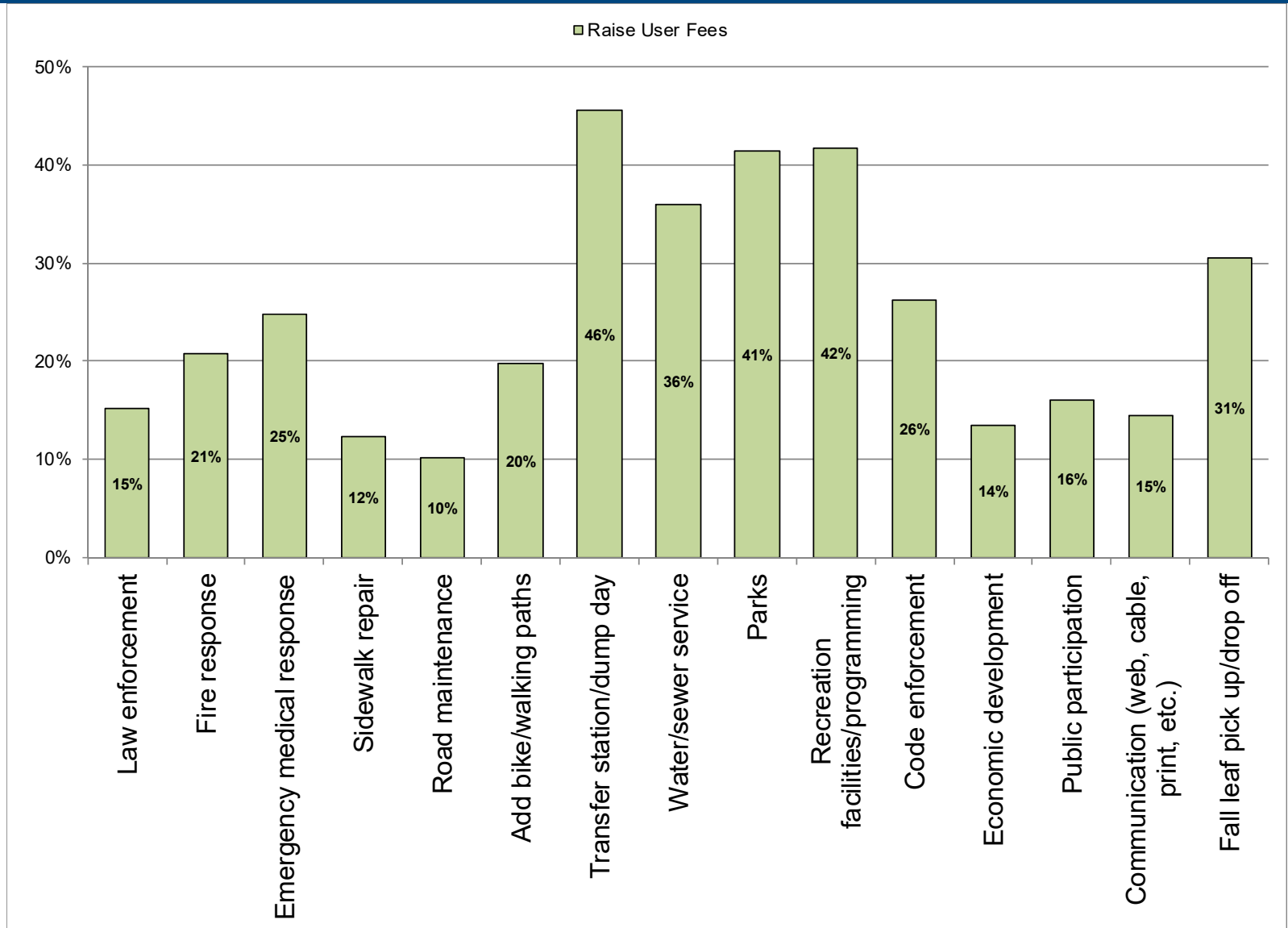
Raise Taxes

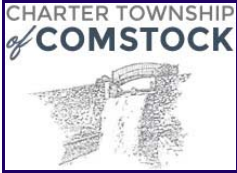




Support for Budget Actions if Revenues Not Adequate to Maintain Current Levels:

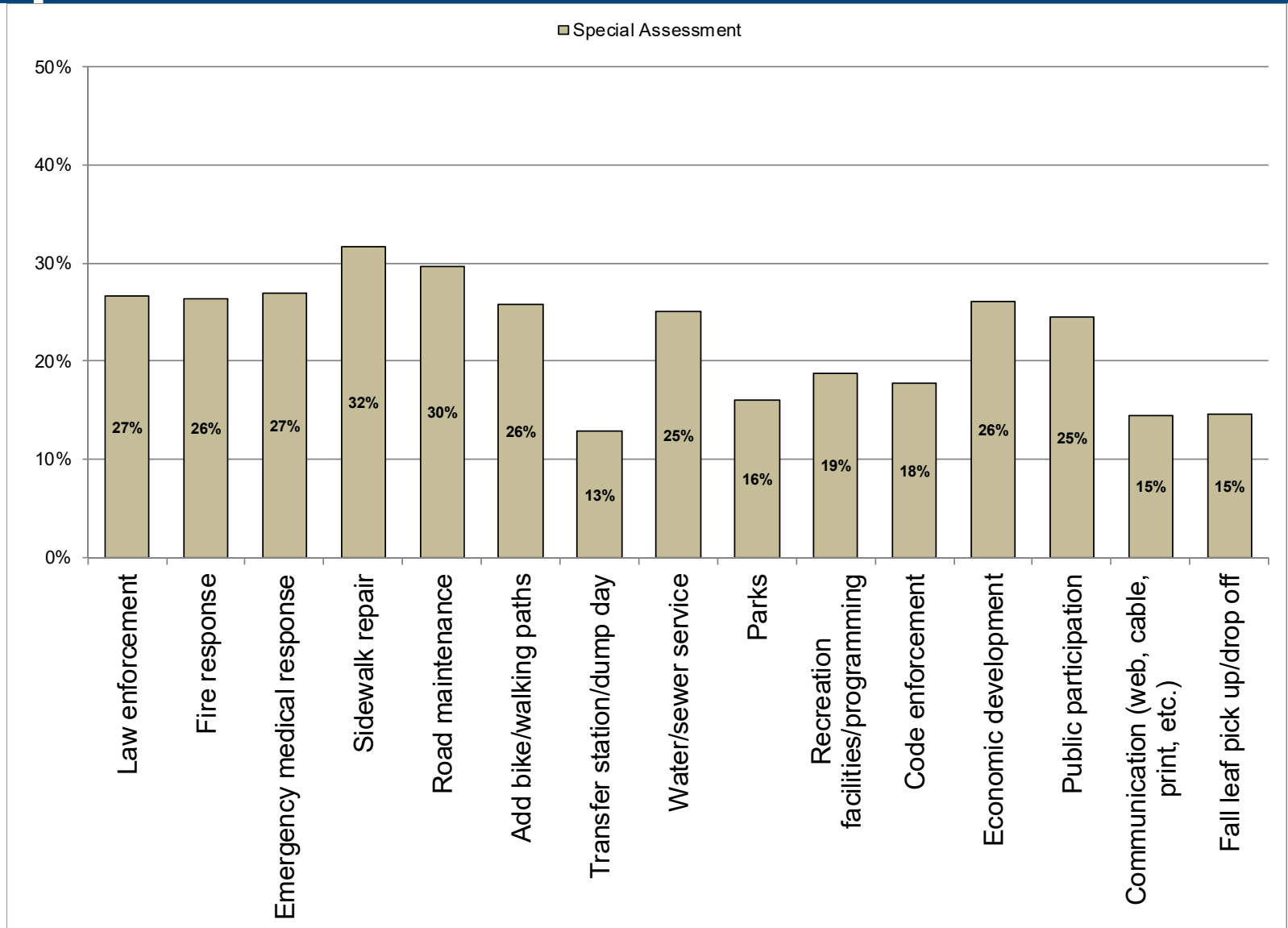
Raise User Fees





Support for Budget Actions if Revenues Not Adequate to Maintain Current Levels:

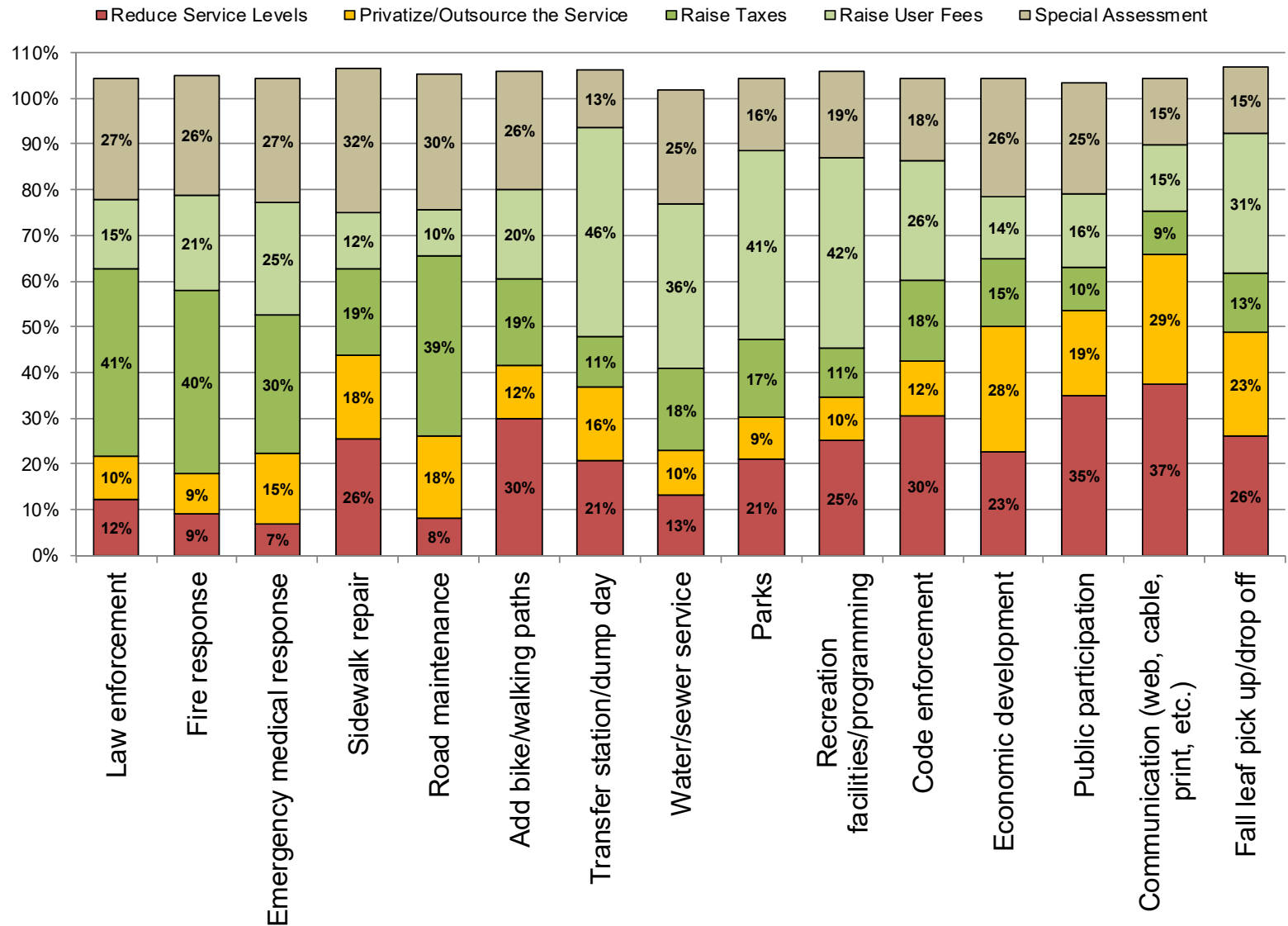
Special Assessment



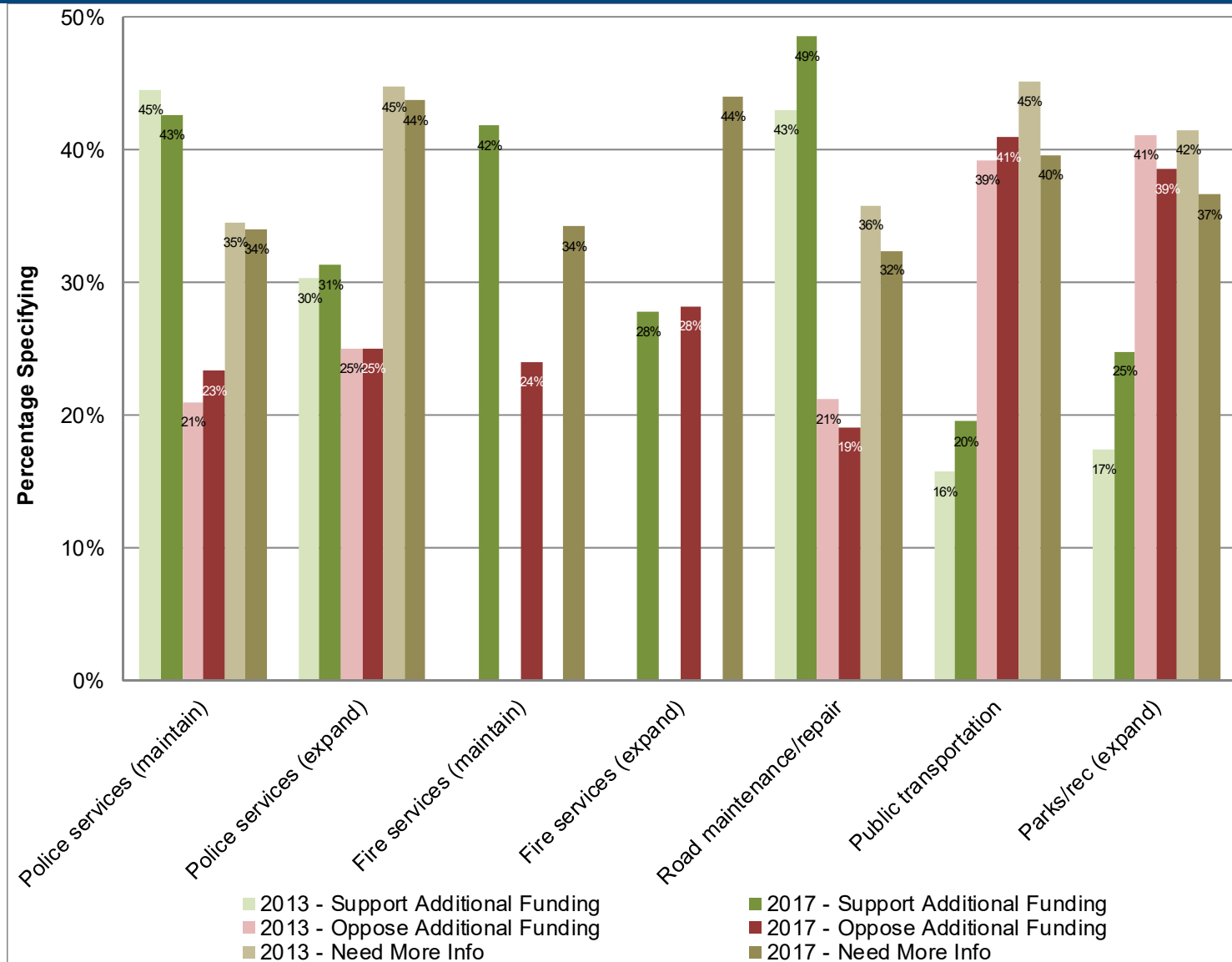


Support for Budget Actions if Revenues Not Adequate to Maintain Current Levels:

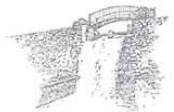
Preferred Options for All Services



Support for future services



Town Hall

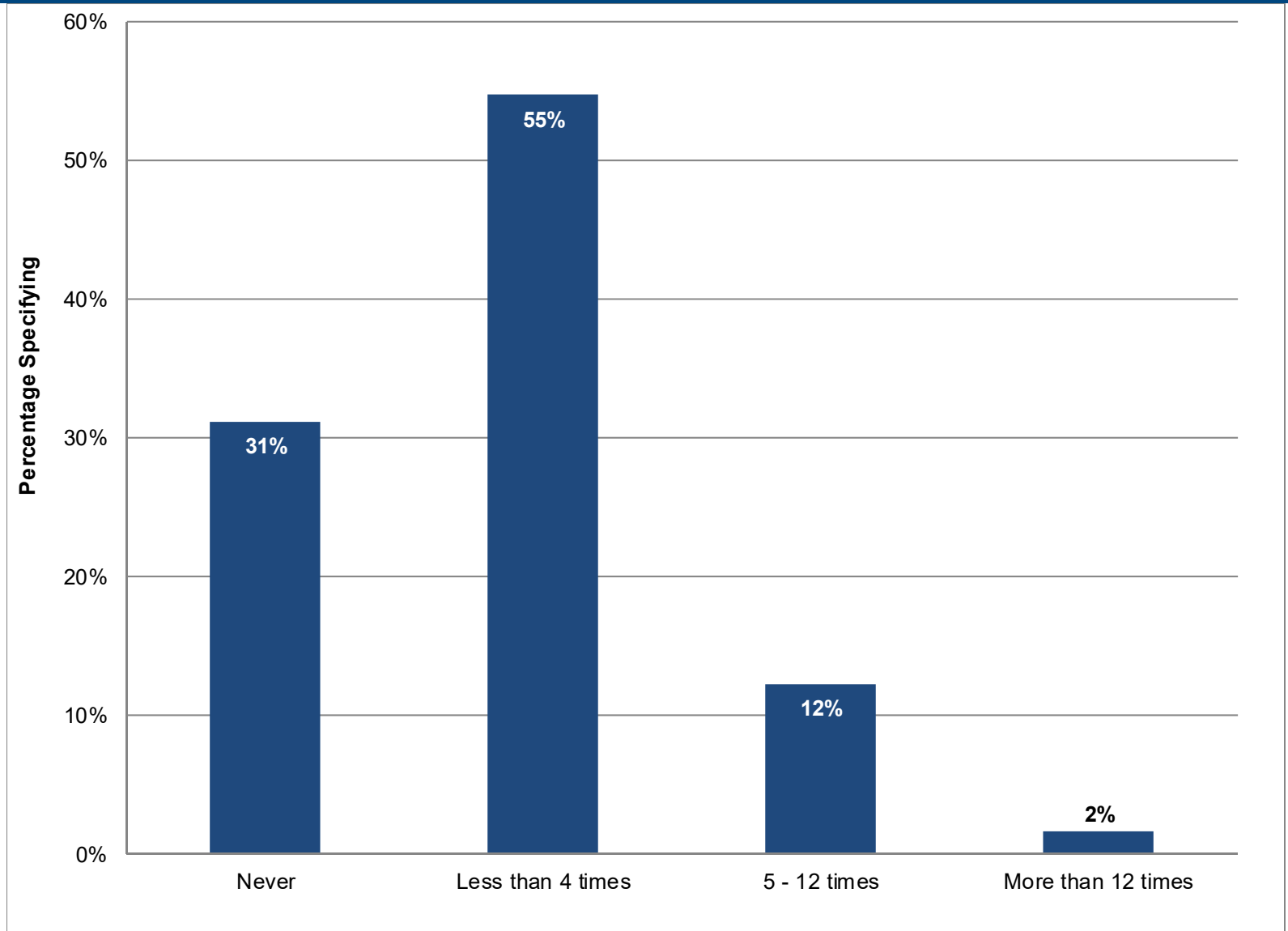


2017 Comstock Twp Citizen Survey

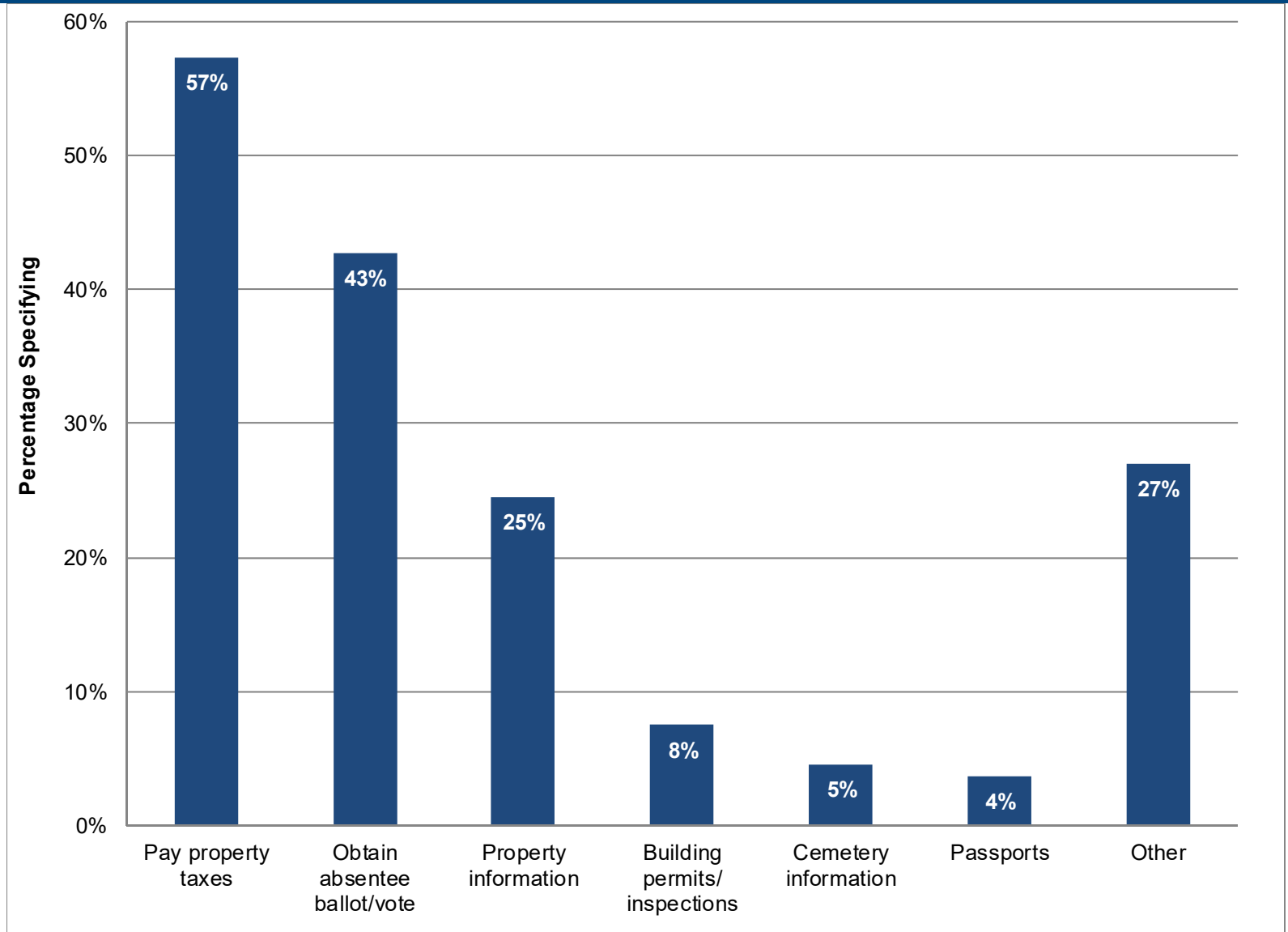
2017 Comstock Twp Citizen Survey Town Hall

		How frequently did you visit Township Office?				Reason for your visit to Township Office								What hours should the Township offices be open?		
		Never	Less than 4 times	5 - 12 times	More than 12 times	Pay property taxes	Obtain absentee ballot/vote	Property information	Passports	Building permits/inspections	Cemetery information	Other	Remain the same	Stay open until 6 PM at least one night a week	Open before 9 AM at least one morning a week	
2013 Overall Percentage - Sample		31%	55%	12%	2%	57%	43%	25%	4%	8%	5%	27%	62%	35%	8%	
2017 Overall Percentage - Sample		31%	55%	12%	2%	57%	43%	25%	4%	8%	5%	27%	62%	35%	8%	
Residency	Less than 1 year	56%	44%	-	-	40%	20%	40%	-	20%	-	20%	38%	63%	13%	
	1-5 years	61%	31%	5%	3%	23%	46%	15%	12%	8%	-	46%	55%	40%	10%	
	6-10 years	39%	49%	8%	5%	54%	25%	29%	8%	13%	-	17%	62%	38%	3%	
	11-20 years	26%	51%	22%	1%	47%	33%	31%	6%	13%	7%	31%	58%	41%	5%	
	More than 20 years	17%	69%	13%	1%	69%	52%	23%	1%	4%	5%	23%	69%	29%	9%	
Age	18 to 24	91%	-	9%	-	-	-	100%	-	-	-	-	46%	55%	9%	
	25 to 34	50%	38%	8%	5%	42%	21%	26%	26%	5%	11%	21%	46%	51%	3%	
	35 to 44	42%	42%	15%	-	20%	27%	47%	7%	13%	-	33%	42%	58%	4%	
	45 to 54	30%	59%	9%	2%	42%	21%	18%	3%	11%	8%	42%	65%	29%	14%	
	55 to 64	27%	60%	11%	2%	66%	42%	26%	3%	15%	2%	26%	61%	36%	7%	
Employment Status	65 or over	19%	64%	17%	1%	64%	57%	21%	-	2%	4%	23%	73%	26%	8%	
	Employed	40%	50%	8%	3%	52%	21%	28%	8%	11%	5%	29%	54%	42%	8%	
	Self employed	26%	56%	15%	4%	50%	50%	20%	5%	10%	10%	30%	71%	29%	4%	
	Stay-at-home parent/spouse	10%	70%	20%	-	50%	40%	-	10%	-	-	30%	58%	33%	17%	
	Retired	20%	62%	17%	1%	64%	58%	25%	-	5%	5%	24%	69%	29%	8%	
Income	Unemployed	29%	57%	14%	-	20%	60%	20%	-	20%	-	20%	57%	43%	-	
	Student	80%	20%	-	-	-	-	-	-	-	-	100%	60%	40%	-	
	\$25,000 or less	37%	49%	14%	-	71%	44%	21%	3%	6%	-	18%	69%	29%	4%	
	\$25,001 - \$50,000	23%	57%	15%	5%	59%	37%	24%	3%	10%	8%	24%	63%	35%	6%	
	\$50,001 - \$100,000	34%	54%	12%	-	47%	50%	31%	6%	6%	4%	31%	59%	38%	8%	
Household Composition	Over \$100,000	31%	56%	11%	2%	45%	40%	24%	3%	11%	5%	37%	63%	35%	12%	
	Child(ren) age 5 or under	45%	41%	14%	-	53%	29%	29%	24%	12%	6%	24%	43%	53%	3%	
	Child(ren) age 6 to 12	28%	52%	20%	-	32%	16%	26%	11%	5%	-	37%	56%	44%	4%	
	Child(ren) age 13 to 18	28%	56%	17%	-	20%	28%	36%	-	12%	-	56%	66%	31%	11%	
	Adult child(ren) age 19 to 30	31%	60%	7%	2%	47%	43%	17%	-	10%	3%	30%	71%	24%	7%	
Type of home	Dependent parent	14%	79%	7%	-	50%	17%	33%	8%	8%	17%	25%	39%	62%	-	
	None of these	29%	54%	14%	2%	63%	47%	25%	3%	7%	4%	25%	63%	34%	8%	
	Condo	31%	54%	8%	8%	56%	33%	11%	-	-	11%	44%	77%	23%	8%	
	Apartment	79%	17%	-	3%	11%	67%	-	11%	11%	-	22%	64%	36%	7%	
	House on 1 acre or less	26%	58%	14%	2%	56%	42%	25%	3%	6%	6%	31%	62%	37%	6%	
Sample/Volunteer	House on 1-10 acres	26%	62%	13%	-	62%	41%	29%	5%	10%	-	17%	59%	36%	11%	
	House on more than 10 acres	17%	58%	17%	8%	70%	40%	40%	-	20%	10%	10%	58%	33%	17%	
	Mobile/manufactured home	50%	50%	-	-	-	-	-	-	-	-	-	100%	-	-	
	Sample	31%	55%	12%	2%	57%	43%	25%	4%	8%	5%	27%	62%	35%	8%	
	Volunteer	38%	25%	25%	13%	40%	80%	-	-	20%	20%	40%	63%	38%	-	

Frequency of visit(s) to Township offices



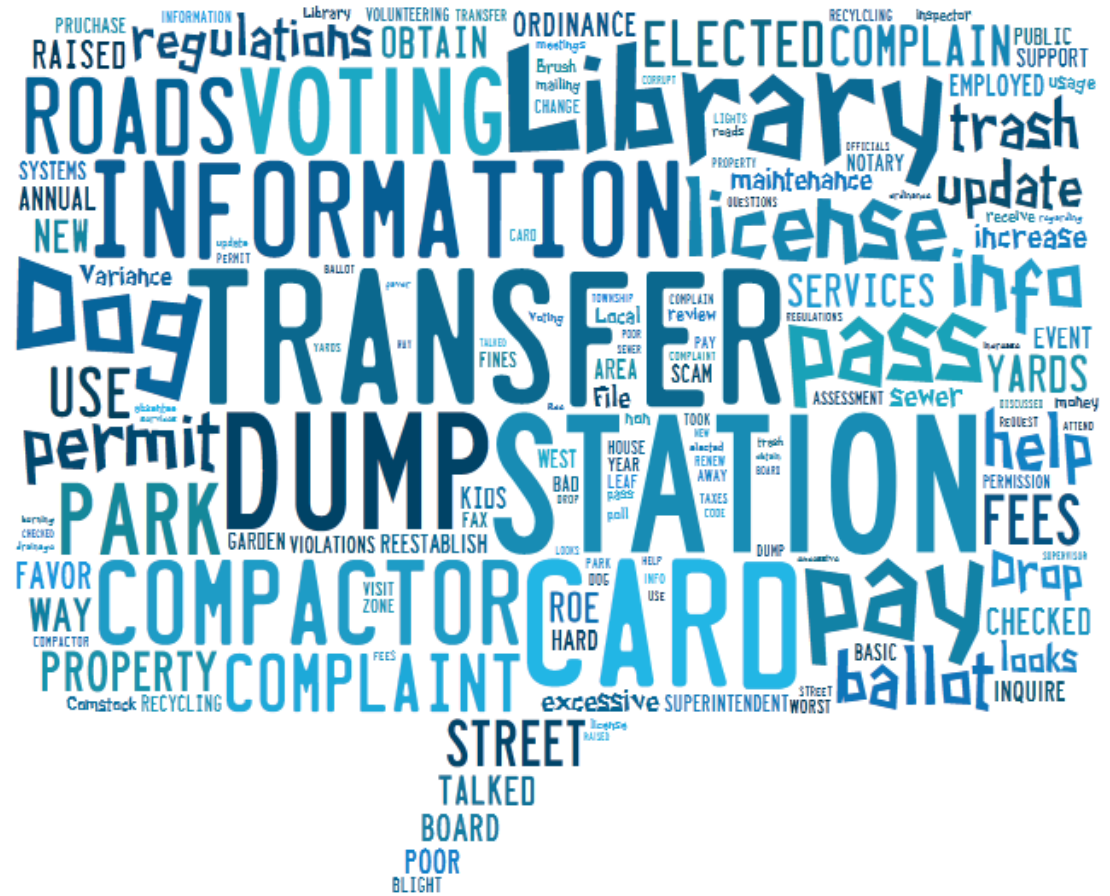
Reason for visit(s)



Text Cloud: What other reasons did you have for visiting the Township Office?

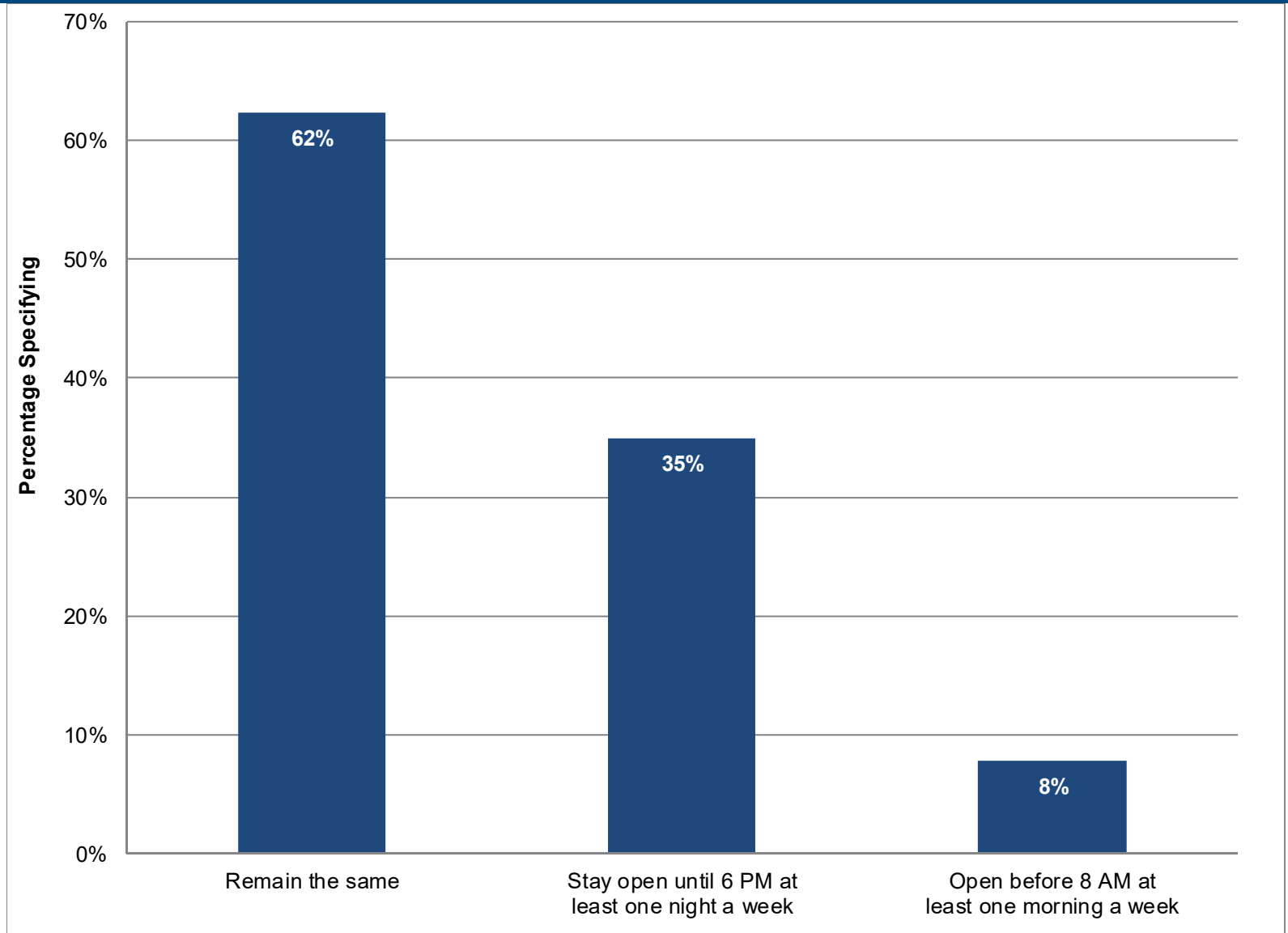
Top Themes:

1. **Transfer Station** – purchase card/pass
2. **Library** – visit library, check out materials
3. **Dog licenses**



Note: See full list of comments for context

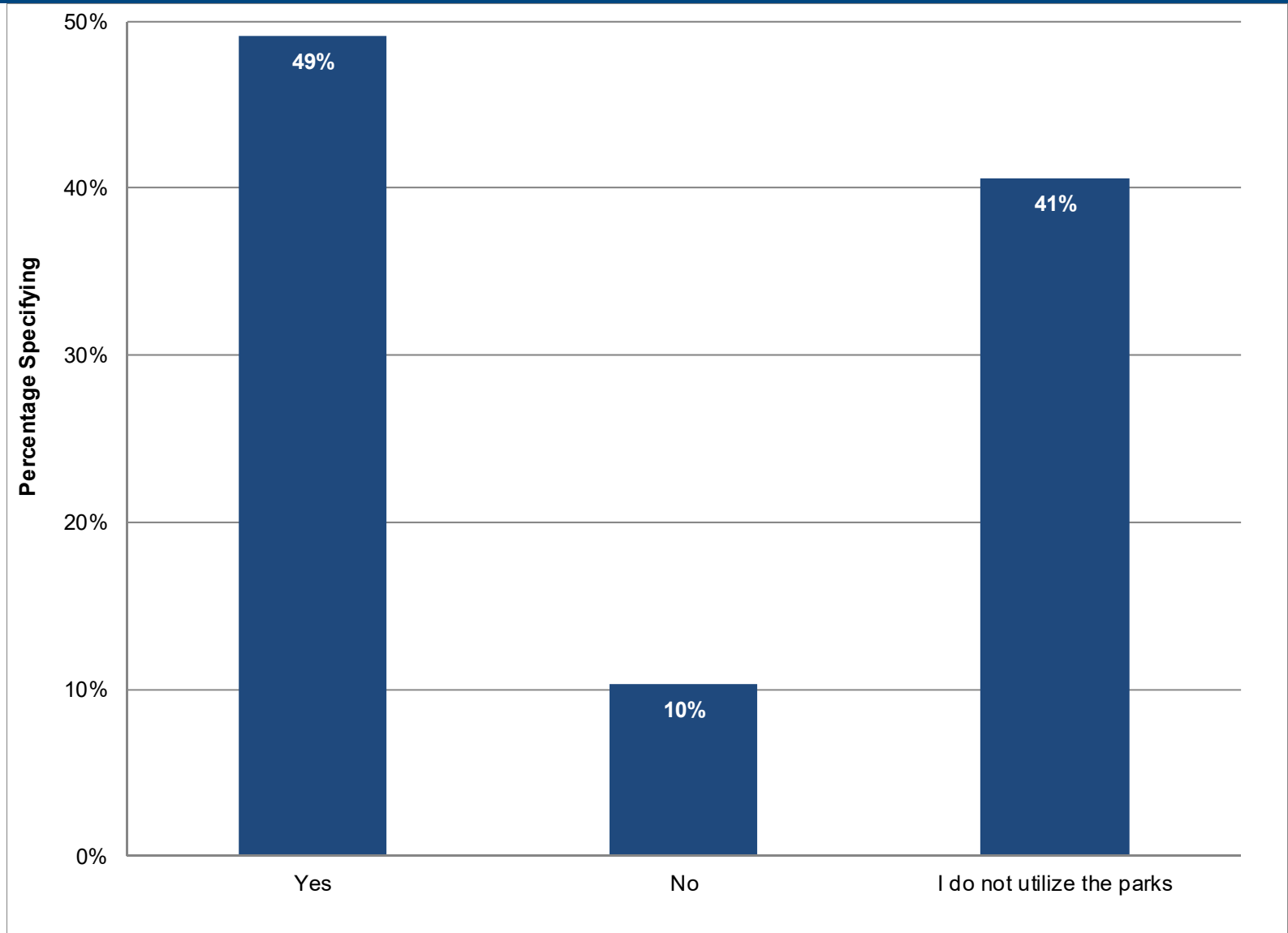
What hours would you like to see Township offices open?



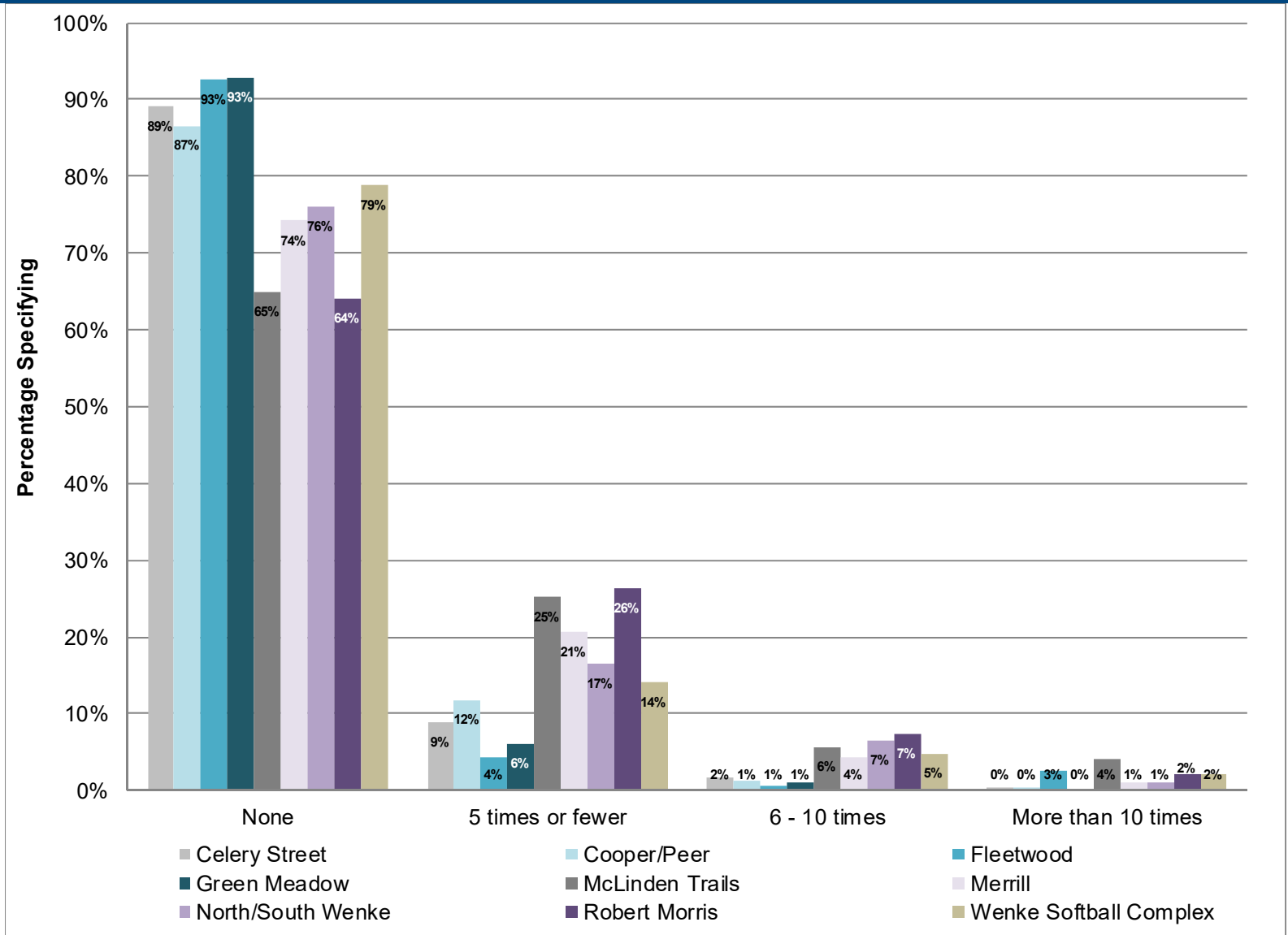


Parks and Recreation

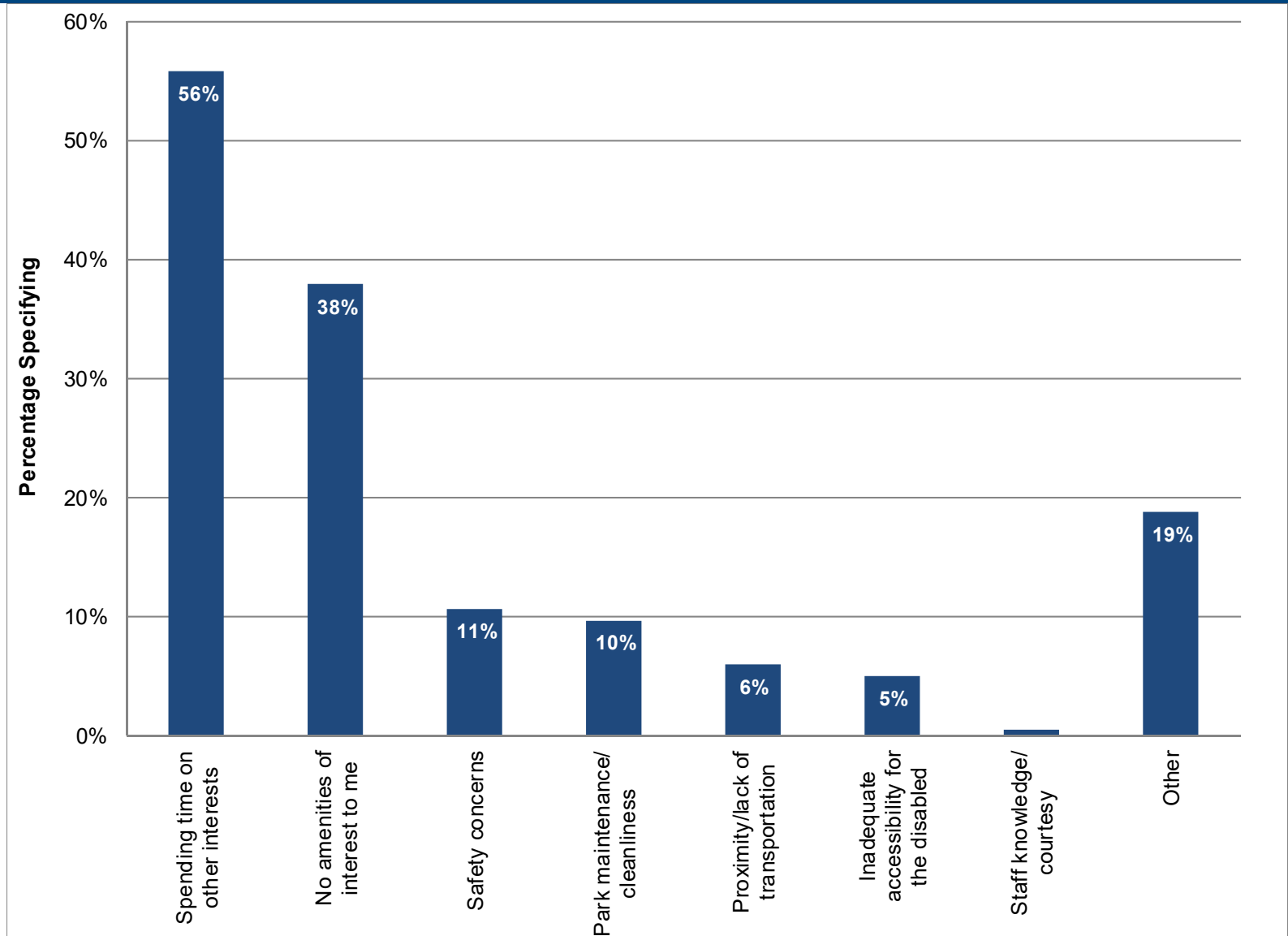
Do current parks and recreation facilities meet your needs?



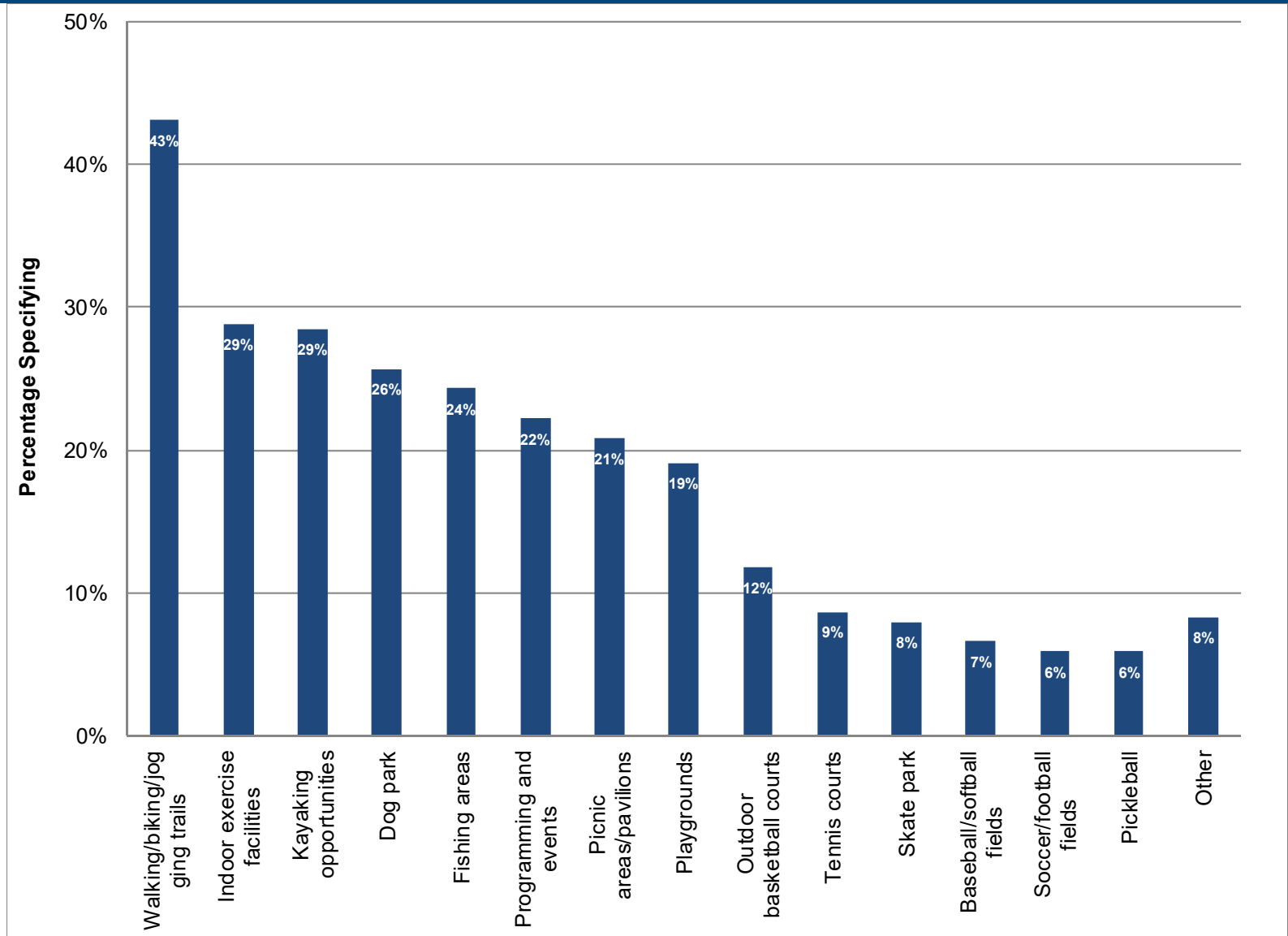
Usage by Parks



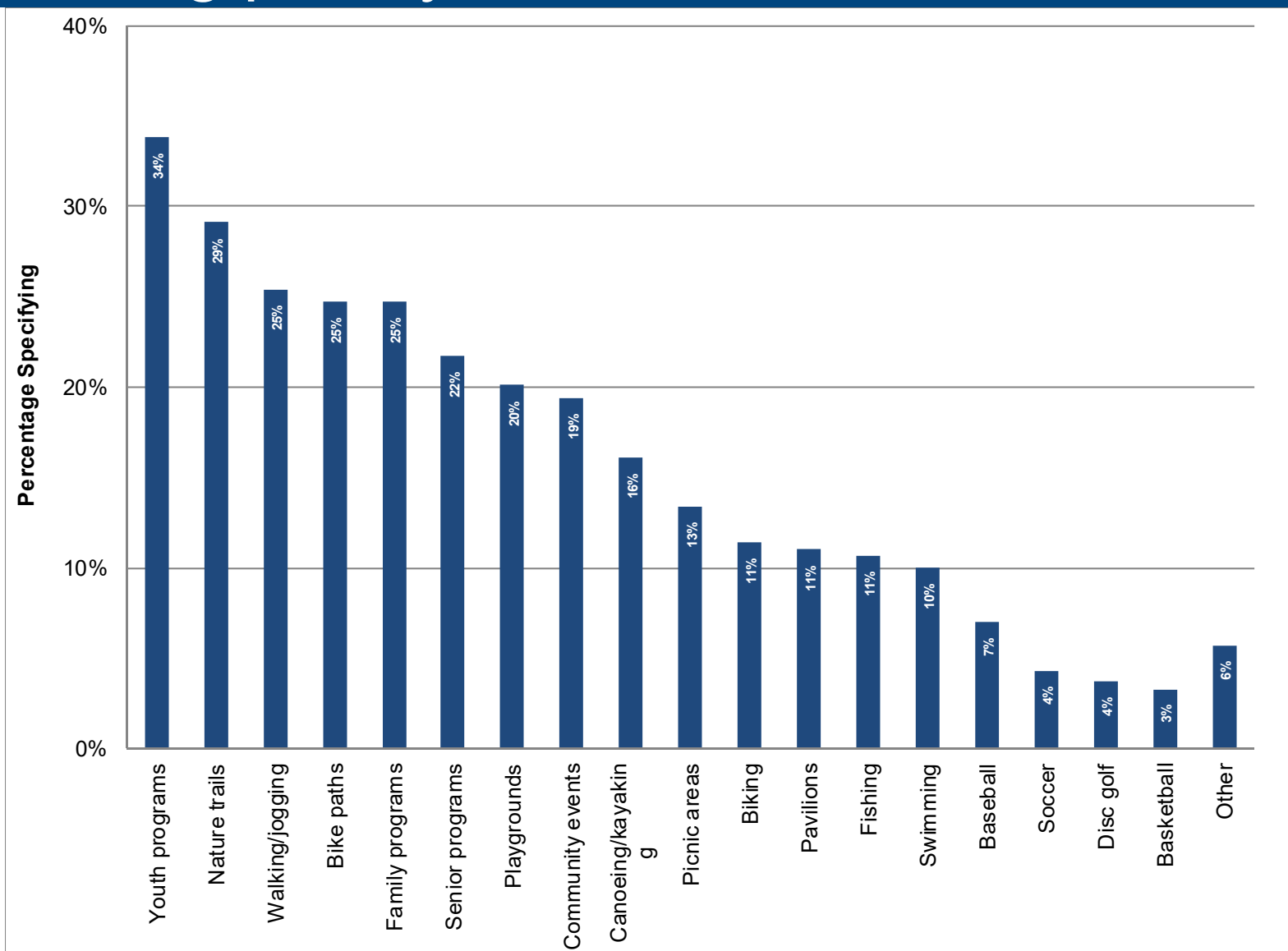
Main reasons you do not use parks more



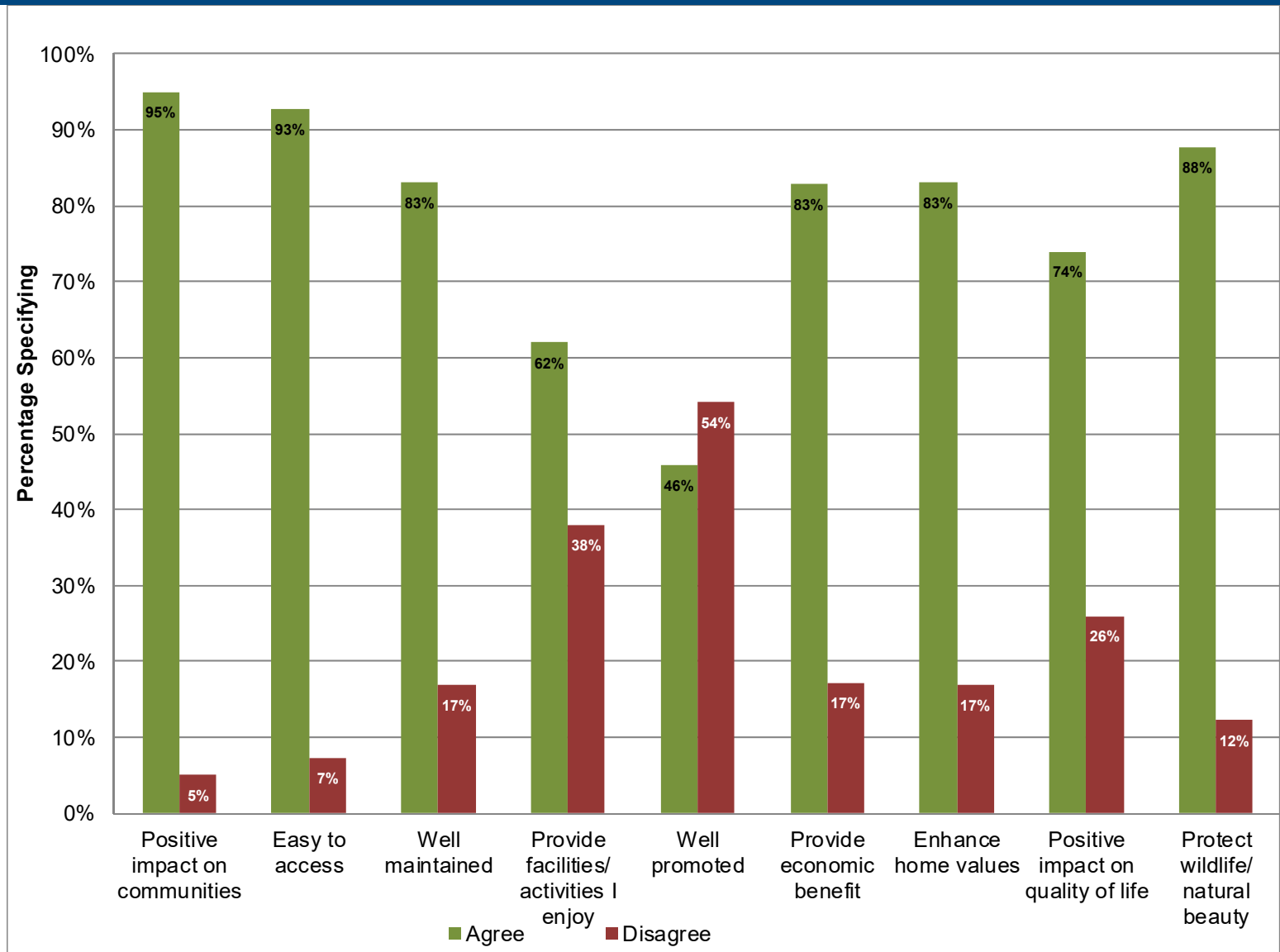
What would you like to see more of in the Township?

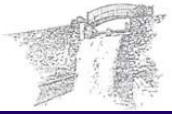


Which activities should have the highest funding priority?



Impact of parks in the Township





Text Cloud: Three (3) things you like most about Comstock Township Parks

Top Themes:

1. **Access** – location in Township, accessibility of parks
2. **Trails** – quality of nature trails
3. **Swimming** – access to swimming, lakes, rivers



Note: See full list of comments for context

Text Cloud: Three (3) things about Comstock Parks you would like improved

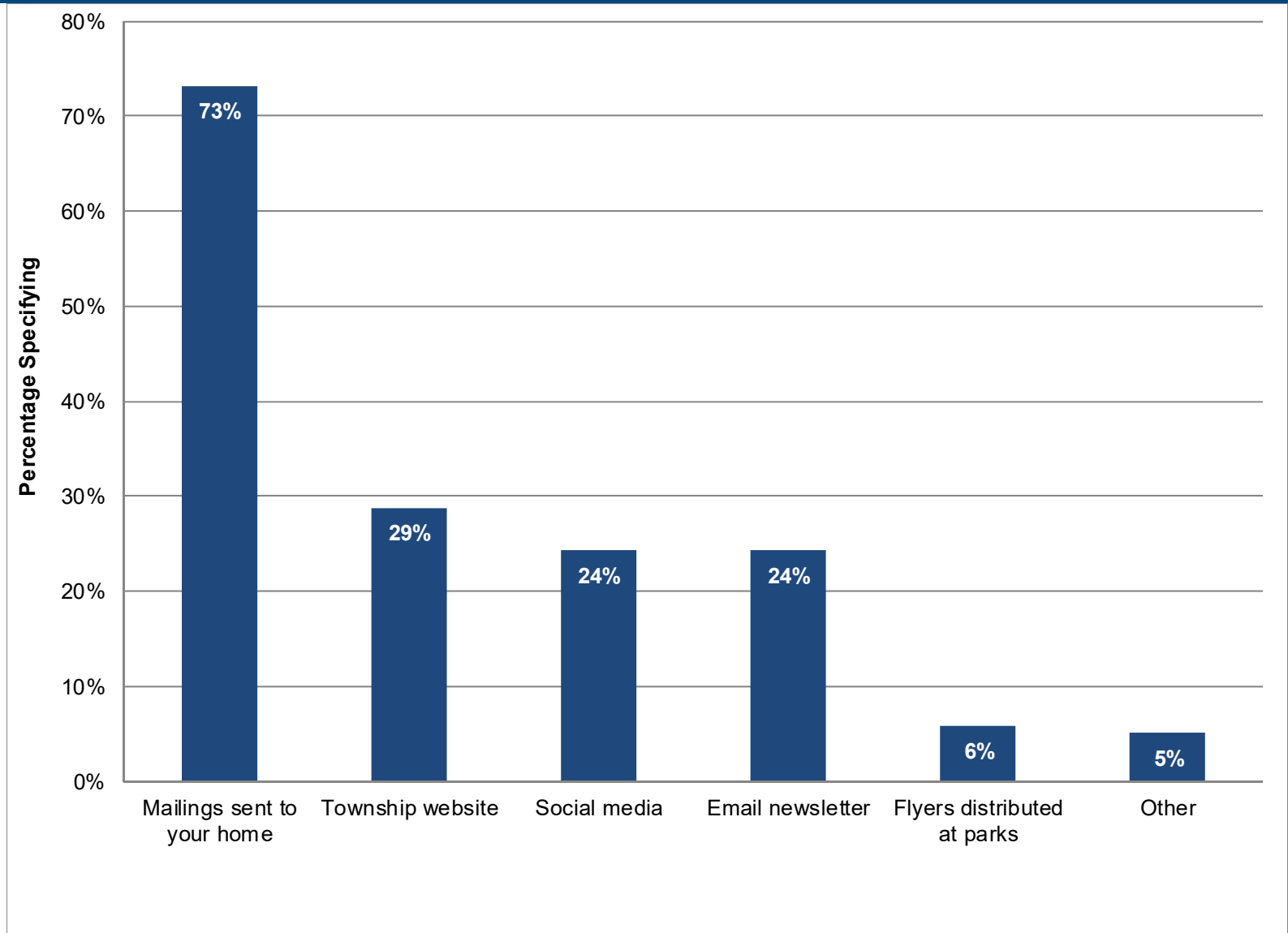
Top Themes:

1. **Playground equipment** – add more equipment at parks, repair/replace current equipment
2. **Kids** – more activities for youth
3. **Maintenance** – better maintenance in parks, bathroom maintenance



Note: See full list of comments for context

Best method of receiving information about parks



Top Themes:

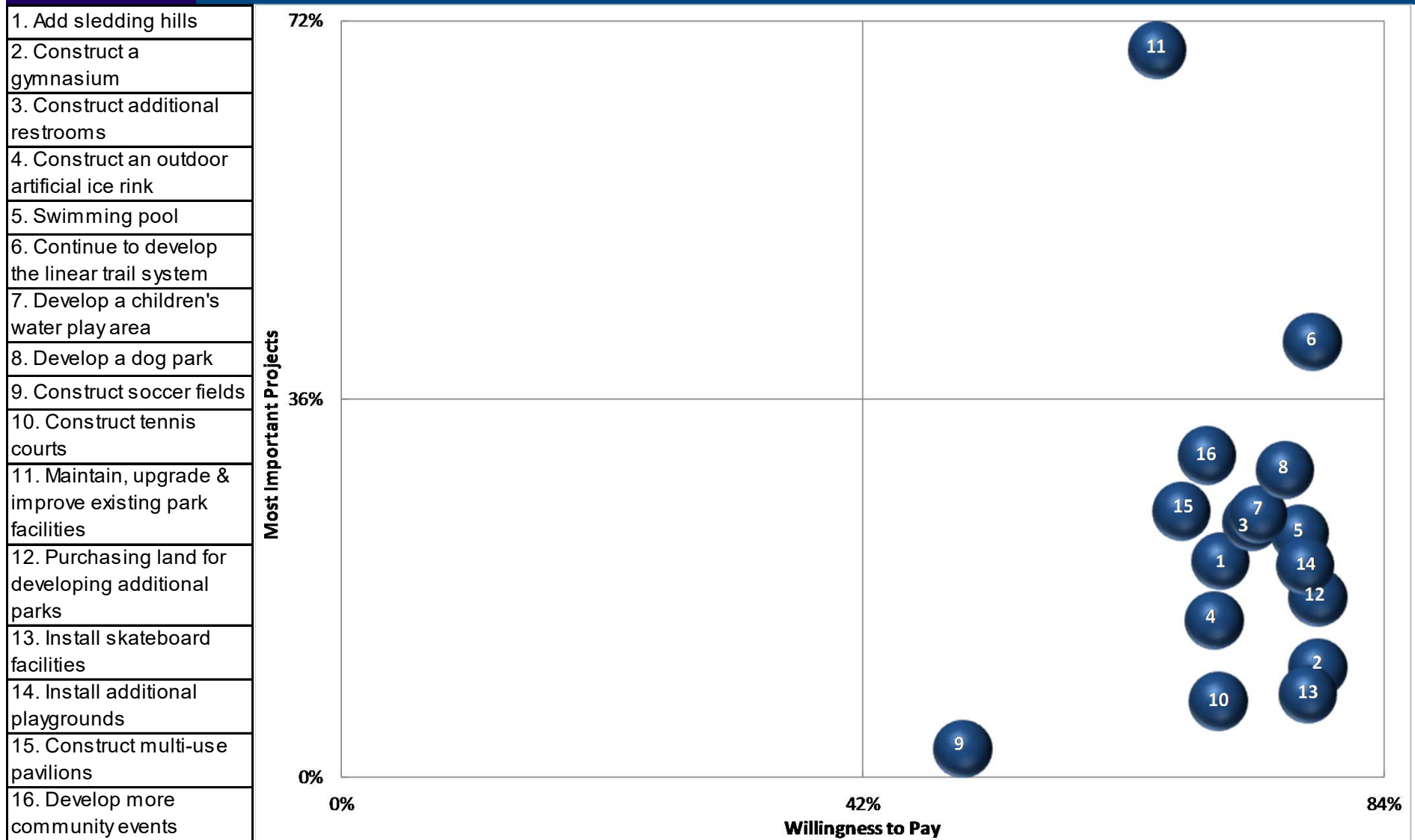
1. TV
2. Comstock Communicator
3. Email



Note: See full list of comments for context



Five (5) projects you want to see implemented and the willingness to pay for selected projects



1. **Taxes** – reduce property taxes, better usage of tax dollars
2. **Parks** – focus on improving other areas of community – not the parks
3. **Schools** – improve, lacks community support



Note: See full list of comments for context



Implementing Results

Perception v Reality: Minimize Distortion or Fix Real Performance Issues

Perception gap:

Respondents rated based on a false idea or understanding. Address with communication strategy to change that perception.

Real performance issue:

Address with an improvement plan. When performance improves, it becomes a perception gap to address with a communication strategy.



Strategy is About Action: Improve Performance to Improve Outcomes

The diagram at the right provides a framework for following up on this survey.

- The first step (measurement) is complete. This measurement helps prioritize resources and create a baseline against which progress can be measured.
- The second step is to use internal teams to further analyze the results and form ideas about why respondents answered as they did and potential actions in response.
- The third step is to validate ideas and potential actions through conversations with residents and line staff – do the ideas and actions make sense. Focus groups, short special-topic surveys and benchmarking are helpful.
- The fourth step is to provide staff with the skills and tools to effectively implement the actions.
- The fifth step is to execute the actions.
- The final step is to re-measure to ensure progress was made and track changes in resident needs.

