

2022 Charter Township of Garfield Community Survey

Summary Report

October 4, 2022

Charter Township of Garfield
Planning Department
3848 Veterans Drive | Traverse City, MI 49684 | 231-941-1620
www.garfield-twp.com

Introduction

The purpose of this report is to summarize the community survey prepared and conducted by the Charter Township of Garfield in August 2022. The survey was part of a broader effort to create a master plan of how Garfield should evolve and develop in the coming years. Using a random sample process to ensure accuracy, a total of 875 Township residents responded to the survey.

Survey Process

Utilizing the qualified voter file from the Township Clerk, a random sample of survey recipients was created to be evenly distributed among the Township's seven voting precincts. Precinct boundaries are drawn geographically to subdivide the Township's population relatively evenly, so this method this was a way to ensure that the surveys were evenly generated across the Township, and not by chance based on the overall voting populace.

To begin, the Township Clerk provided the Planning Department with Microsoft Excel spreadsheets which included the name and address for each Qualified Voter within each of the Township's seven precincts. Using the Random Number generator tool in Microsoft Excel, each voter was assigned a random number. The mailing list was then sorted from lowest to highest based on the random number, and then all voters were assigned a "Recipient Number", starting with "1" for the lowest random number, "2" for the second lowest random number, and so on.

Because numerous registered voters often reside in the same household, the "Remove Duplicates" tool in Excel was then used to ensure that only one survey was sent to each household address. After all duplicates were removed, the mailing list was sorted by the Recipient # column, from lowest to highest, and all records except the highest 600 recipient numbers from each precinct were discarded, resulting in a random sample of 4,200 qualified voters in an even distribution across the Township.

The Township's population was 19,499 in 2020. To generate a margin of error which was low enough to be confident that the entire population would have answered similarly, 4,200 persons were randomly selected to receive survey. With 875 survey responses, there was a return rate of 20.83%.

Margin of error is a statistic expressing the amount of random sampling error in the results of a survey. The larger the margin of error, the less confidence one should have that a survey result would reflect the result of a census of the entire population. An acceptable margin of error used by most survey researchers typically falls between 4% and 8% at the 95% confidence level. This return rate resulted in a margin of error of 3%.

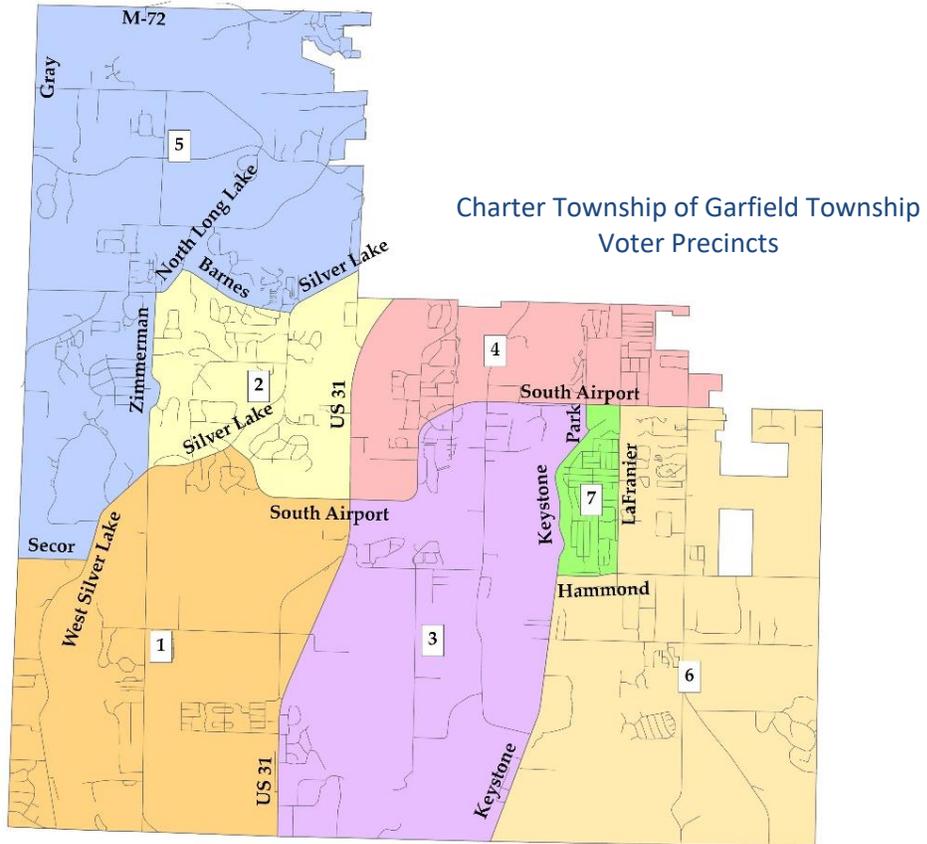
The survey was mailed to all 4,200 recipients utilizing Maple River Direct. A postage-paid return envelope was provided with the questionnaire. Another option for recipients was to respond to the survey online by utilizing SurveyMonkey. Survey responses were tracked by a survey code number to ensure that no recipient responded more than once.

Key Findings

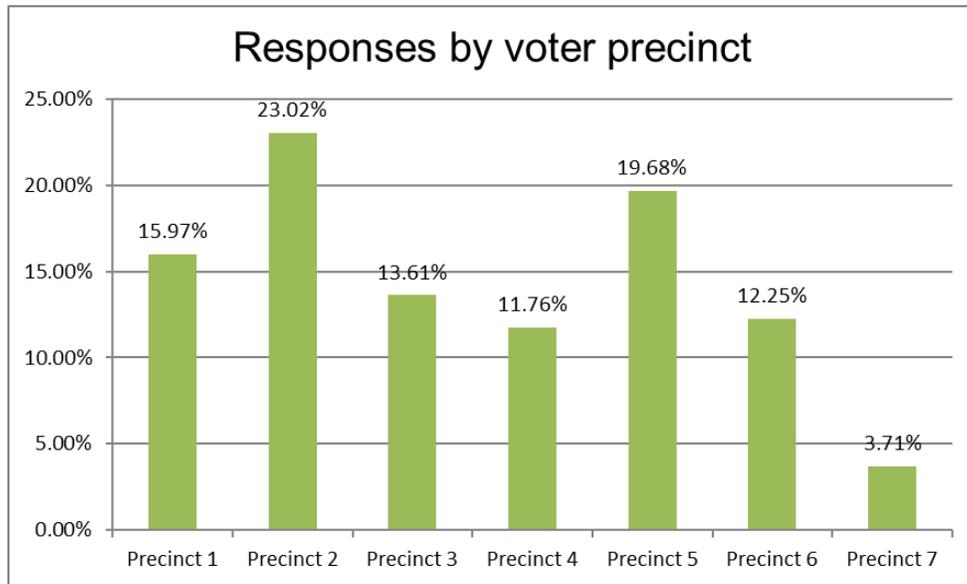
The following key findings were observed in the survey responses:

- **A feeling of safety and security** and **relationship to nature** are the top reasons for the quality of life for residents.
- **Protect the natural environment, housing choices and affordability,** and **quality and quantity of parks and open spaces** are the areas that Garfield should focus upon.
- A slight majority of responses say Garfield is **developing** about right, but residents are increasingly feeling that Garfield is developing too quickly.
- Nearly 90% of residents support **incentivizing redevelopment** of outdated commercial and industrial areas.
- Protecting **agriculture and rural areas** remains a very high priority.
- Nearly two-thirds of residents support more **pathways**.
- Over 75% of residents want improvement of **commercial corridors**.
- While residents don't necessarily desire a park closer to their home, nearly two-thirds of residents support the purchase of **more parkland**.
- Residents are split on **winery tasting rooms**, but strongly oppose **marijuana dispensaries**.
- Opposition to **short term rentals** is supported by nearly two-thirds of residents.
- There is general support for **accessory dwelling units** (i.e., granny flats).
- There is strong support against **tall buildings** and **changing the name** of Garfield.

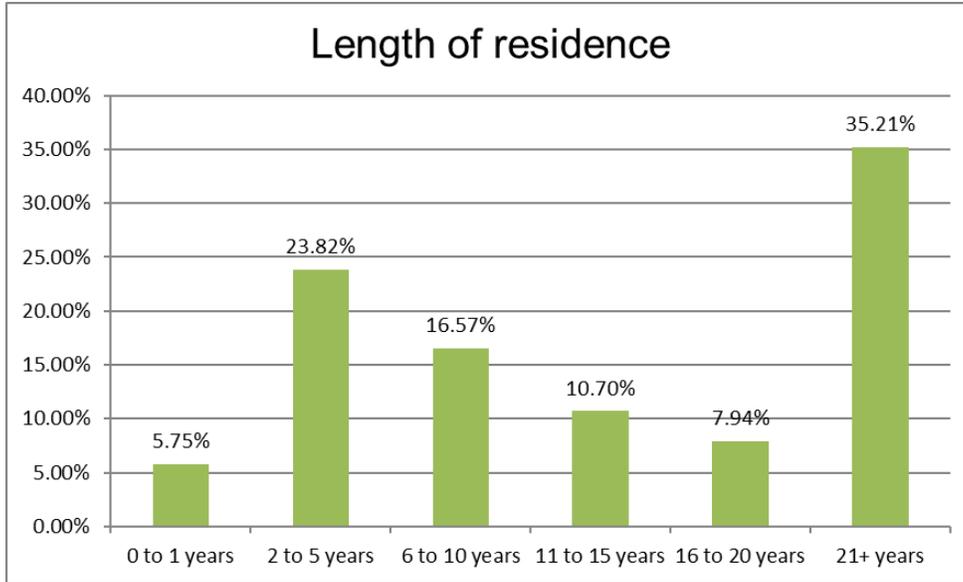
Summary of Results



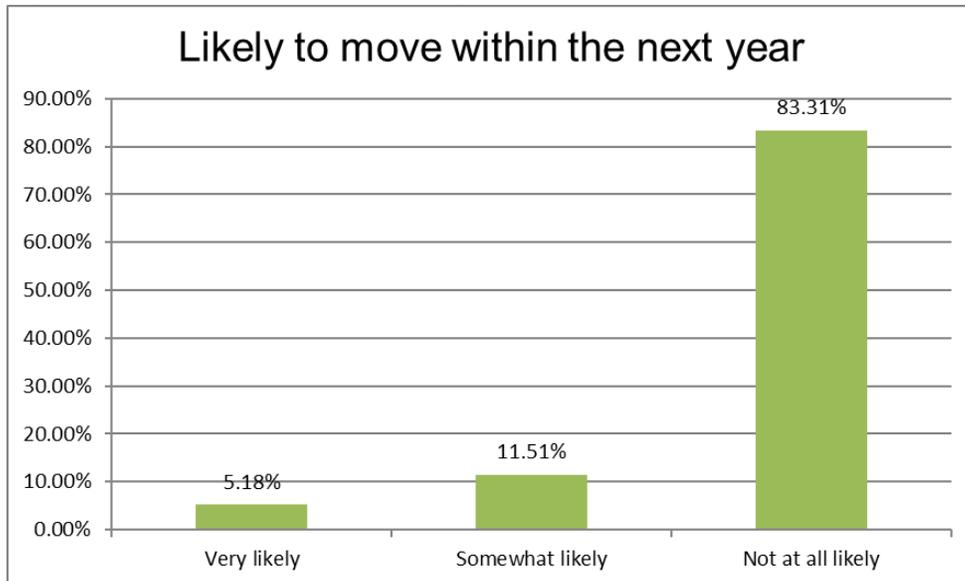
Responses by voter precinct



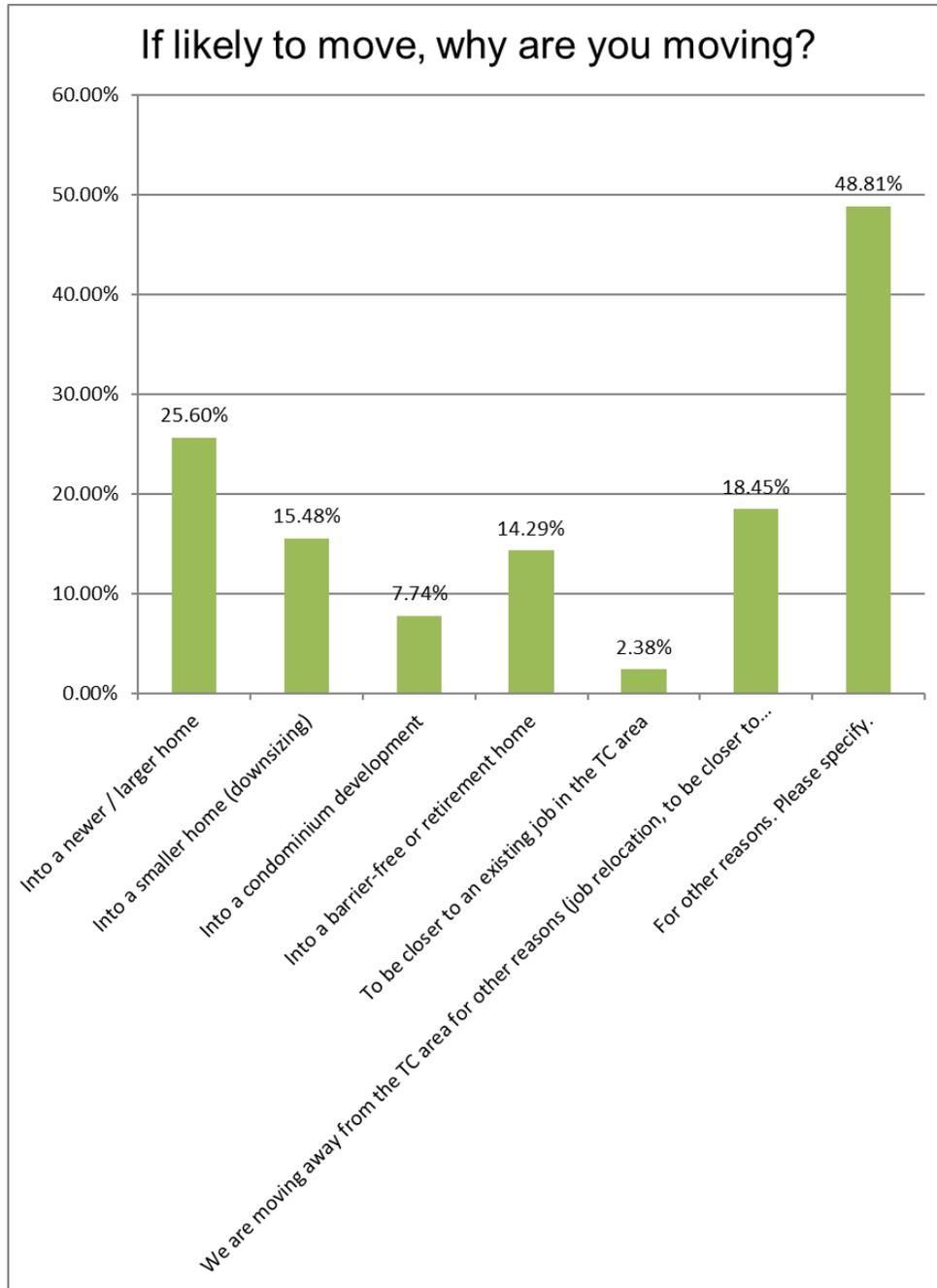
Length of residence



Likely are you to move within the next year



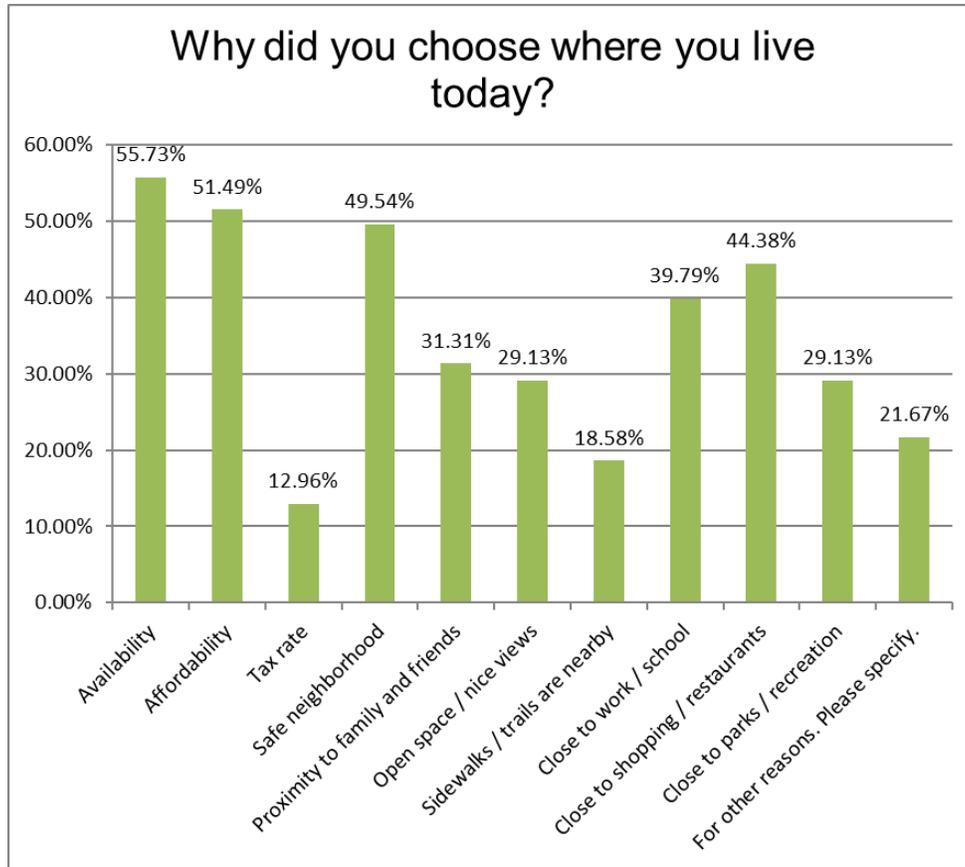
If likely to move, why are you moving?



“For other reasons. Please specify” - Top three responses:

1. Seeking more affordable housing
2. Downsizing
3. Work related move

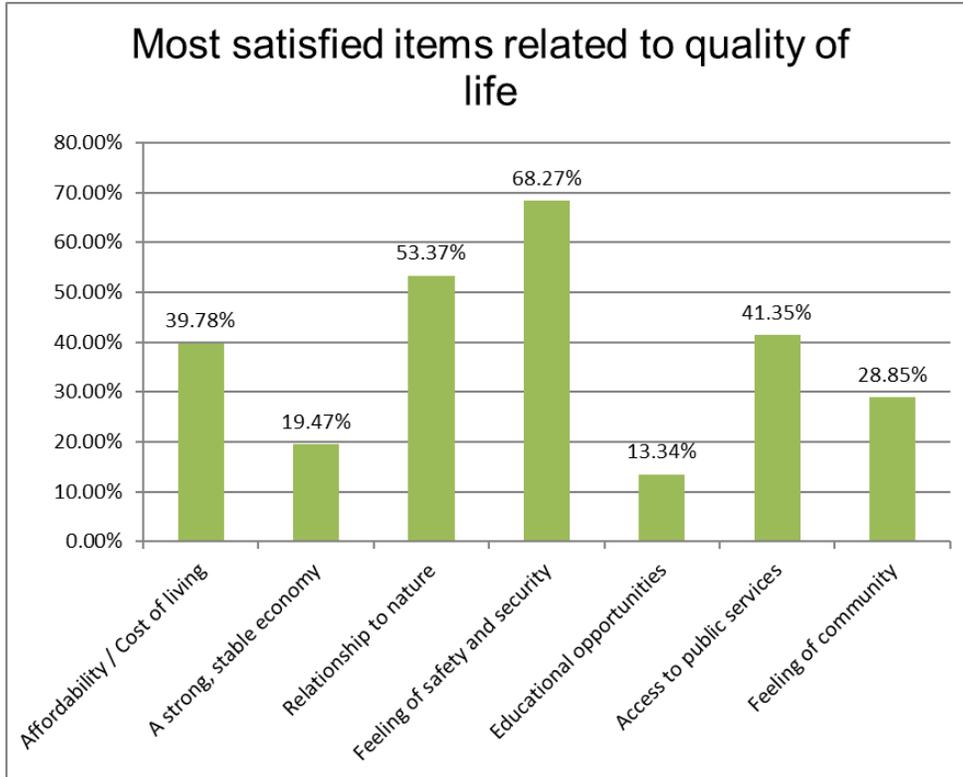
Why did you choose where you live today?



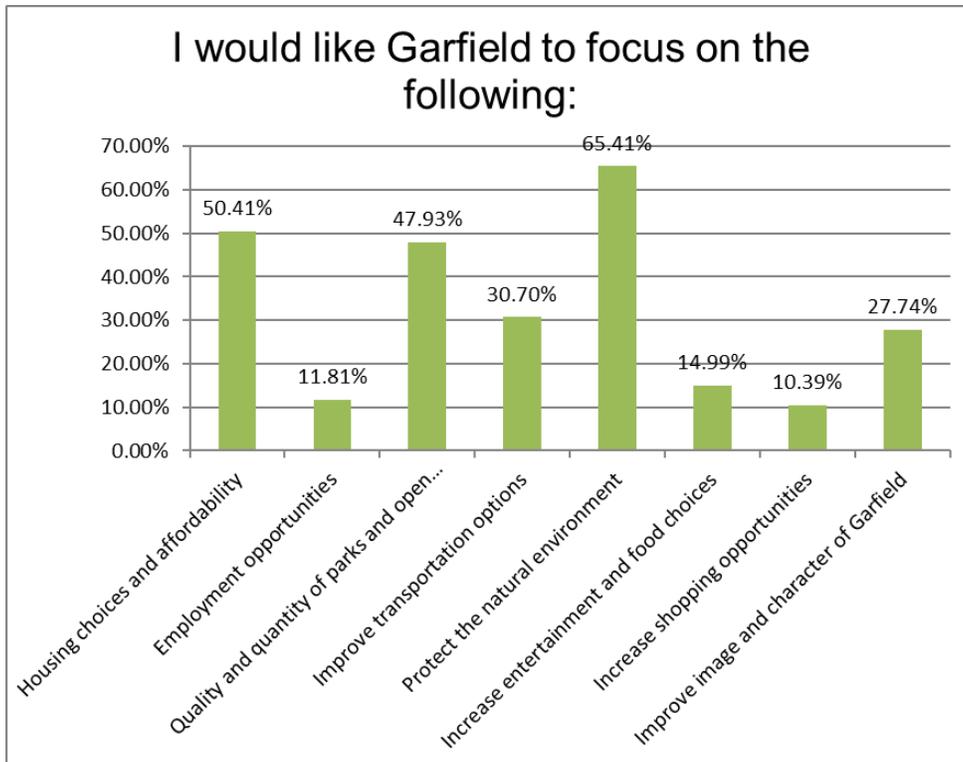
“For other reasons. Please specify” - Top three responses:

1. Proximity to City, urban services, etc.
2. Closer to amenities, lakefront
3. Family reasons (inherited home, etc.)

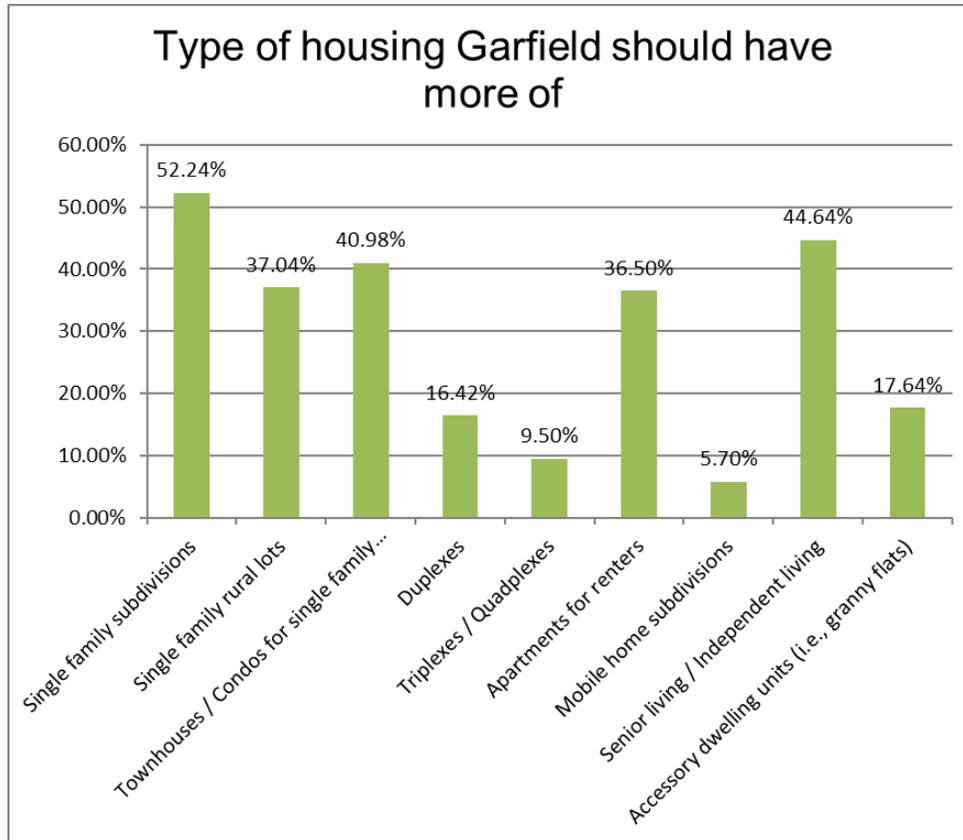
Quality of Life: Most satisfied items related to quality of life



Future Goals: I would like Garfield to focus on the following:



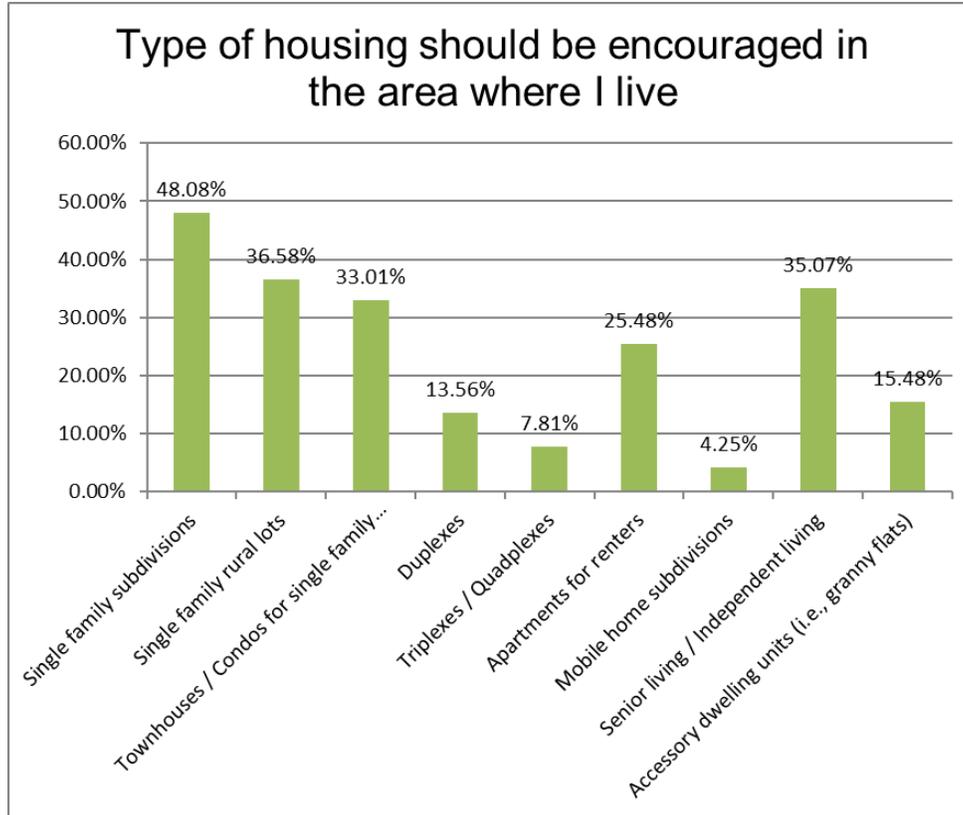
Housing: Type of housing Garfield should have more of



Housing: Type of housing Garfield should have more of (by precinct)

Do you think Garfield should have more housing? If so, what types of housing should be encouraged in Garfield? (Check all that apply)									
Answer Choices	Responses		Pct 1	Pct 2	Pct 3	Pct 4	Pct 5	Pct 6	Pct 7
Single family subdivisions	52.24%	385	51.85%	45.91%	50.56%	40.51%	63.70%	60.47%	44.44%
Single family rural lots	37.04%	273	43.52%	29.56%	33.71%	22.78%	45.93%	46.51%	22.22%
Townhouses / Condos for single family homeowners	40.98%	302	32.41%	40.88%	47.19%	41.77%	42.96%	45.35%	48.15%
Duplexes	16.42%	121	14.81%	11.95%	20.22%	24.05%	14.81%	15.12%	22.22%
Triplexes / Quadplexes	9.50%	70	7.41%	6.29%	8.99%	12.66%	9.63%	13.95%	11.11%
Apartments for renters	36.50%	269	27.78%	33.33%	43.82%	50.63%	28.89%	41.86%	44.44%
Mobile home subdivisions	5.70%	42	12.04%	1.89%	4.49%	8.86%	3.70%	3.49%	11.11%
Senior living / Independent living	44.64%	329	48.15%	47.17%	41.57%	56.96%	33.33%	41.86%	48.15%
Accessory dwelling units (i.e., granny flats)	17.64%	130	21.30%	18.24%	15.73%	22.78%	14.81%	16.28%	22.22%
	Answered	737	108	159	89	79	135	86	27
	Skipped	138							

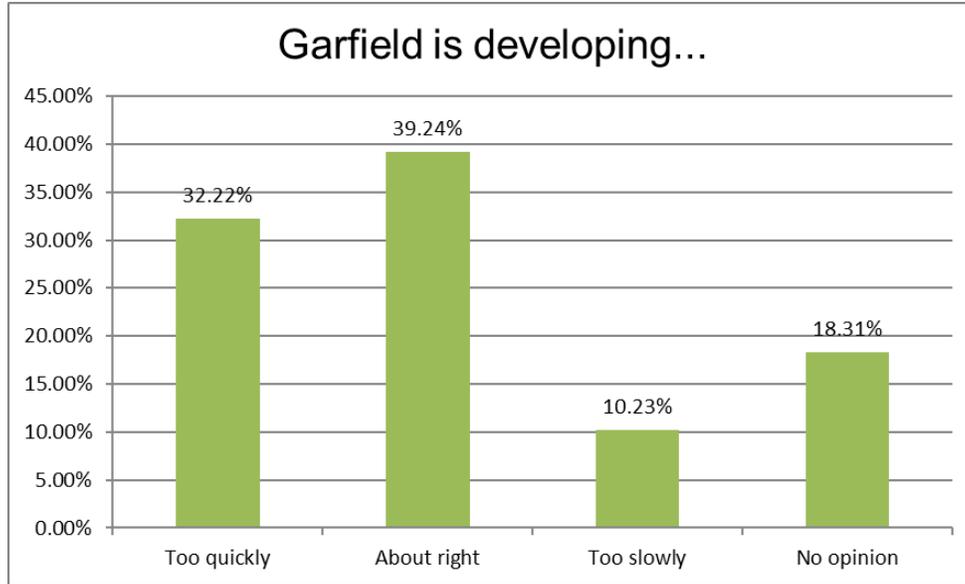
Housing: Type of housing should be encouraged in the area where I live



Housing: Type of housing should be encouraged in the area where I live (by precinct)

What type of housing should be encouraged in the area where you live? (Check all that apply)									
Answer Choices	Responses		Pct 1	Pct 2	Pct 3	Pct 4	Pct 5	Pct 6	Pct 7
Single family subdivisions	48.08% 351		45.45%	52.53%	35.56%	35.00%	58.02%	54.65%	40.74%
Single family rural lots	36.58% 267		44.55%	30.38%	30.00%	15.00%	51.91%	45.35%	22.22%
Townhouses / Condos for single family homeowners	33.01% 241		23.64%	32.28%	35.56%	40.00%	33.59%	37.21%	40.74%
Duplexes	13.56% 99		12.73%	12.66%	15.56%	18.75%	14.50%	10.47%	11.11%
Triplexes / Quadplexes	7.81% 57		4.55%	6.96%	10.00%	8.75%	9.16%	8.14%	3.70%
Apartments for renters	25.48% 186		22.73%	24.05%	37.78%	35.00%	14.50%	23.26%	48.15%
Mobile home subdivisions	4.25% 31		9.09%	1.90%	2.22%	7.50%	3.05%	1.16%	14.81%
Senior living / Independent living	35.07% 256		36.36%	39.87%	28.89%	42.50%	22.90%	30.23%	51.85%
Accessory dwelling units (i.e., granny flats)	15.48% 113		17.27%	13.29%	13.33%	17.50%	14.50%	17.44%	22.22%
	Answered	730	110	159	90	80	131	86	27
	Skipped	145							

Land Use: Garfield is developing...

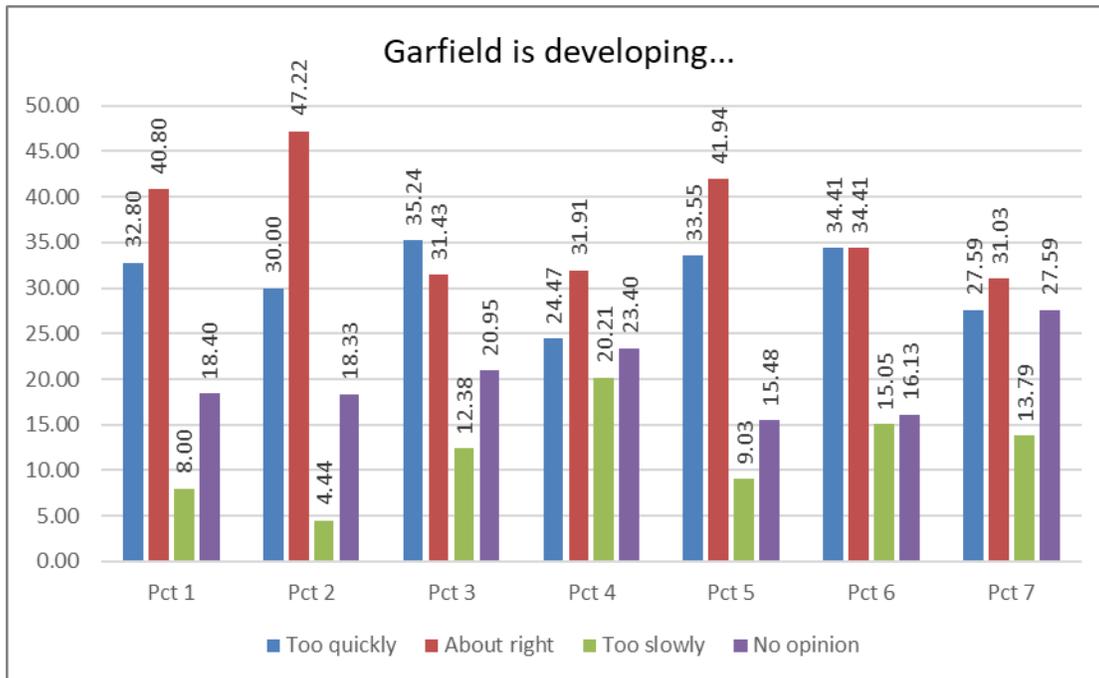


In 2015, responses were as follows:

- Too quickly 25.47%
- About right 51.58%
- Too slowly 5.55%
- No opinion 14.88%

Land Use: Garfield is developing...

(by precinct)



Views on a variety of topics

	Strongly agree	Agree	Disagree	Strongly disagree	Total
Garfield should incentivize redevelopment of outdated commercial and industrial areas.	30.81%	56.32%	10.47%	2.41%	831
Outer edges of Garfield should stay mostly residential and agricultural in character.	39.51%	53.61%	5.94%	0.93%	858
Large, new housing development should include a variety of housing types (i.e., single family homes, duplexes, apartments, etc.).	19.28%	50.42%	20.00%	10.30%	835
Efforts should be made to retain agricultural land in Garfield.	44.33%	46.32%	7.60%	1.75%	855
I want more paved bicycle paths and sidewalks in the area where I live.	28.19%	34.58%	26.99%	10.24%	830
Garfield should fund the construction of bike paths and sidewalks in the form of a millage, grants, general fund, or other funding sources.	22.22%	40.34%	23.55%	13.89%	828
Garfield should fund the improvement of commercial corridors, such as South Airport Road, through limiting signs, building sidewalks, reducing driveways, adding trees, etc.	29.12%	46.90%	19.93%	4.06%	838
Garfield should direct dense, multi-family residential development to places which are closer to Traverse City.	15.92%	48.85%	29.04%	6.20%	823
I wish there was a park closer to my home.	10.62%	32.74%	49.18%	7.46%	791
Garfield should purchase more parkland.	15.87%	47.86%	30.40%	5.86%	819
Garfield should permit winery tasting rooms.	10.71%	36.19%	34.40%	18.69%	840
Garfield should permit marijuana dispensaries.	10.94%	22.82%	26.00%	40.24%	850
Garfield should permit short term rentals.	9.07%	26.27%	32.51%	32.16%	849
Garfield should permit accessory dwelling units (i.e., granny flats)	13.30%	47.28%	25.03%	14.39%	827
Garfield should permit buildings taller than four stories.	8.10%	18.43%	35.45%	38.03%	852
A new state law allows townships to change their names. Garfield should change its name.	2.74%	6.31%	42.62%	48.33%	840

Views on a variety of topics (parkland questions by precinct)

I wish there was a park closer to home.							
Answer Choices	Pct 1	Pct 2	Pct 3	Pct 4	Pct 5	Pct 6	Pct 7
Strongly Agree	8.83%	5.63%	13.00%	12.64%	9.87%	14.89%	22.22%
Agree	28.57%	23.13%	32.00%	40.23%	30.92%	45.74%	40.74%
Disagree	57.14%	63.13%	45.00%	40.23%	50.00%	34.04%	37.04%
Strongly Disagree	5.36%	8.13%	10.00%	6.90%	9.21%	5.32%	0.00%
Total	110	160	100	87	152	94	27
Garfield should purchase more parkland.							
Answer Choices	Pct 1	Pct 2	Pct 3	Pct 4	Pct 5	Pct 6	Pct 7
Strongly Agree	18.03%	14.62%	13.59%	16.85%	17.88%	12.90%	25.00%
Agree	45.08%	48.54%	43.69%	48.31%	48.34%	33.68%	50.00%
Disagree	32.79%	31.58%	35.92%	26.97%	27.15%	30.53%	21.43%
Strongly Disagree	4.10%	5.26%	6.80%	7.87%	6.62%	23.16%	3.57%
Total	122	171	103	89	151	95	28

Comments

Survey respondents were able to provide any comments as part of their survey. Out of 268 comments made in the “Other Comments” section, the following themes were identified based on five (5) or more comments made:

- Traffic and poor road conditions (49)
- Pathways, sidewalks, and pathway maintenance (43)
- More affordable housing including rental and home ownership opportunities (42)
- More parks and park amenities (20)
- No short-term rentals (19)
- Too much unattractive development (16)
- Support short-term rentals (10)
- Protect rural areas, natural environment, Silver Lake (10)
- More senior living and services (9)
- Supportive of changing Township name if it is reflective of area (8)
- No, against Hartman Hammond Bridge (6)
- Yes, for the Hartman Hammond Bridge (6)
- Complimentary of Township leadership and operations (5)

Number in parentheses is number of times the comment was made.

Appendix
Survey Questionnaire

You've been selected for the

2022 CHARTER TOWNSHIP OF GARFIELD COMMUNITY SURVEY

The Charter Township of Garfield Planning Commission is developing a new master plan that establishes long-term goals, policies, and strategies for growth of the Township. You have been randomly selected to complete this survey so that the Planning Commission can understand the interests and priorities of our residents. Thank you for your willingness to complete this brief questionnaire. It should be completed by an adult in your household and will only take a few minutes of your time.

If you prefer, please take this survey online by using the following QR code. Open your phone's camera app. Move your camera so the QR code is in the frame. You'll see the code's URL message appear.

Tap on the message to open the URL and access the survey.



PLEASE RESPOND BY AUGUST 31, 2022

If you have any questions, feel free to contact the Planning Department at 941-1620.

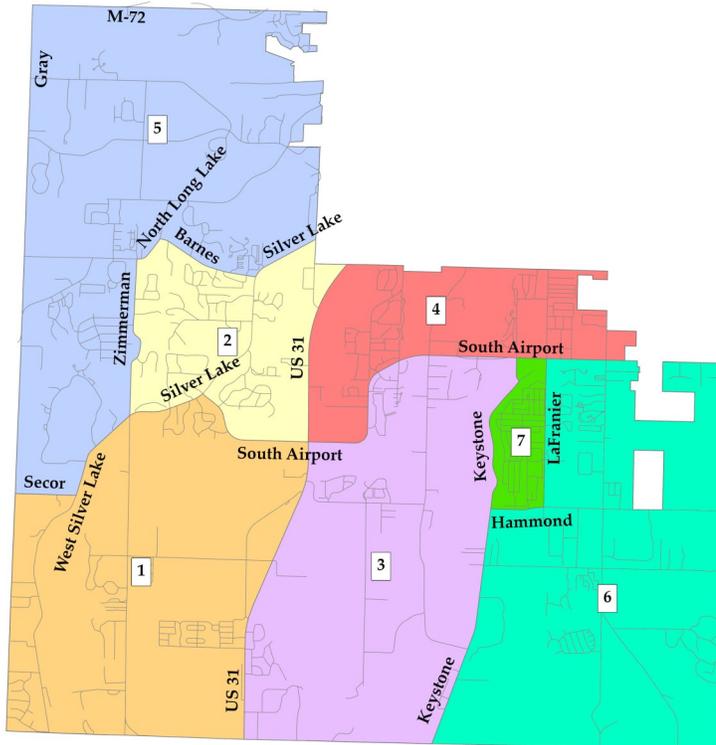


Charter Township of Garfield
Planning Commission
3848 Veterans Drive
Traverse City, MI 49685

www.garfield-twp.com

1. Looking at the map below, check the box that corresponds to the area where you live. Note: this is your voting precinct.

Area: 1 2 3 4 5 6 7



2. What is the approximate age of yourself and of all other members

Age:	Number of persons:			
<6 years	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
7-12 years	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
13-17 years	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
18-25 years	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
26-35 years	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
36-45 years	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
46-55 years	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
56-65 years	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
>66 years	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4

3. How long have you lived in Garfield?

- 0 to 1 years
- 2 to 5 years
- 6 to 10 years
- 11 to 15 years
- 16 to 20 years
- 21+ years

4. How likely are you to move within the next year?

- Very likely
- Somewhat likely
- Not at all likely

5. If you are at least somewhat likely to move next year, why are you moving? (If you are not likely to move, please skip this question. Check all that apply.)

- Into a newer / larger home
- Into a smaller home (downsizing)
- Into a condominium development
- Into a barrier-free or retirement home
- To be closer to an existing job in the TC area
- We are moving away from the TC area for other reasons (job relocation, to be closer to family, etc.)

For other reasons. Please specify:

6. Why did you choose where you live today? (Check all that apply.)

- Availability
- Affordability
- Tax rate
- Safe neighborhood
- Proximity to family and
- Open space / nice views
- Sidewalks / trails are nearby
- Close to work / school
- Close to shopping / restaurants
- Close to parks / recreation

For other reasons. Please specify:

7. The items I feel most satisfied with related to quality of life

- Affordability / Cost of living
- A strong, stable economy
- Relationship to nature
- Feeling of safety and security
- Educational opportunities
- Access to public services
- Feeling of community

8. For the future, I would like Garfield to focus on the

- Housing choices and affordability
- Employment opportunities
- Quality and quantity of parks and open space
- Improve transportation options
- Protect the natural environment
- Increase entertainment and food choices
- Increase shopping opportunities
- Improve image and character of Garfield

9. Do you think Garfield should have more housing? If so, what types of housing should be encouraged in Garfield?

- Single Family Subdivisions
- Single Family Rural Lots
- Townhouses/Condos for Single Family Homeowners
- Duplexes
- Triplexes, Quadplexes
- Apartments for Renters
- Mobile Home Subdivisions
- Senior Living/Independent Living
- Accessory Dwelling Units (i.e., granny flats)

10. What types of housing should be encouraged in the area

- Single Family Subdivisions
- Single Family Rural Lots
- Townhouses/Condos for Single Family Homeowners
- Duplexes
- Triplexes, Quadplexes
- Apartments for Renters
- Mobile Home Subdivisions
- Senior Living/Independent Living
- Accessory Dwelling Units (i.e., granny flats)

11. Do you think Garfield Township is developing...

- Too quickly About right Too slowly No opinion

12. Please indicate whether you agree or disagree with the following statements:

a. Garfield should incentivize redevelopment of outdated commercial and industrial areas.

- Strongly Agree Agree Disagree Strongly Disagree

b. Outer edges of Garfield should stay mostly residential and agricultural in character.

- Strongly Agree Agree Disagree Strongly Disagree

c. Large, new housing developments should include a variety of housing types (i.e., single family homes, duplexes, apartments, etc.)

- Strongly Agree Agree Disagree Strongly Disagree

d. Efforts should be made to retain agricultural land in Garfield.

- Strongly Agree Agree Disagree Strongly Disagree

e. I want more paved bicycle paths and sidewalks in the area where I live.

- Strongly Agree Agree Disagree Strongly Disagree

f. Garfield should fund the construction of bike paths and sidewalks in the form of a millage, grants, general fund, or other funding source.

- Strongly Agree Agree Disagree Strongly Disagree

g. Garfield should fund the improvement of commercial corridors, such as South Airport Road, through limiting signs, building sidewalks, reducing driveways, adding trees, etc.

- Strongly Agree Agree Disagree Strongly Disagree

h. Garfield should direct dense, multifamily residential development to places which are closer to Traverse City.

- Strongly Agree Agree Disagree Strongly Disagree

i. I wish there was a park closer to my home.

Strongly Agree Agree Disagree Strongly Disagree

j. Garfield should purchase more parkland.

Strongly Agree Agree Disagree Strongly Disagree

k. Garfield should permit winery tasting rooms.

Strongly Agree Agree Disagree Strongly Disagree

l. Garfield should permit marijuana dispensaries.

Strongly Agree Agree Disagree Strongly Disagree

m. Garfield should permit short term rentals.

Strongly Agree Agree Disagree Strongly Disagree

n. Garfield should permit accessory dwelling units (i.e., granny flats).

Strongly Agree Agree Disagree Strongly Disagree

o. Garfield should permit buildings taller than four stories.

Strongly Agree Agree Disagree Strongly Disagree

p. A new state law allows townships to change their names. Garfield should change its name.

Strongly Agree Agree Disagree Strongly Disagree

Any other comments? Provide them here:

THAT'S IT!

THANK YOU FOR YOUR TIME & INPUT

PLEASE RESPOND BY AUGUST 31, 2022

Please send this survey back in the enclosed return envelope.

No stamp is necessary!