

# Meridian Township Resident Survey and Priority Assessment

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September 2021

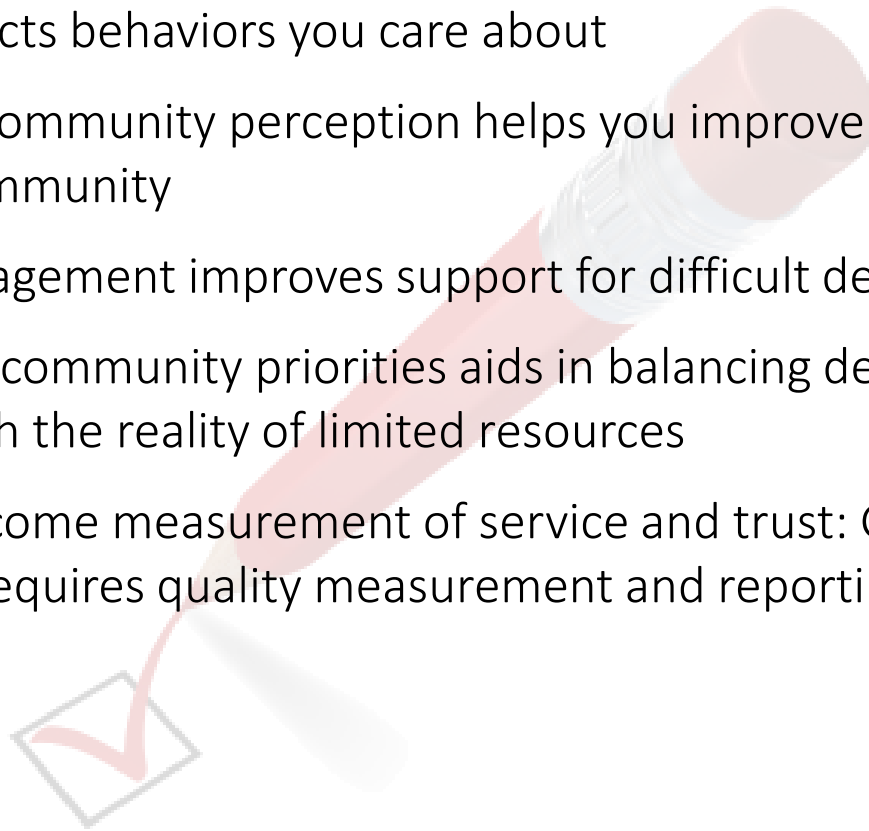


# Background on Cobalt Community Research

- 501c3 not for profit research coalition
- Mission to provide research and education
- Developed to meet the research needs of schools, local governments, and nonprofit organizations

# Measuring Where You Are: Why Research Matters

- Understanding community values and priorities helps you plan and communicate more effectively about community decisions
- Perception impacts behaviors you care about
- Understanding community perception helps you improve and promote the community
- Community engagement improves support for difficult decisions
- Reliable data on community priorities aids in balancing demands of vocal groups 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, strategic planning, and policy decisions
- Establish baseline service measures
- Determine if the presumed service experiences are accurate
- Identify which aspects of community provide the greatest leverage on citizens' overall satisfaction and outcomes such as remaining in the community and recommending the community to others

# Bottom Line

- The Township outperforms the Cobalt benchmarks with an overall satisfaction score of 78
- There are several areas where improvement can have significant impact on engagement

## **2021 Drivers:**

Township services

Community image

Public works

Police services

Transportation infrastructure

- Strong themes of improved and expanded walking and cycling infrastructure
- Residents like Township safety, parks, and public schools
- Would like more music, art, and food events
- Would also like more information on community events and Township projects
- About 66% support a millage for broadband. Current median costs are \$90/month.
- Over 80% support continuation of the deer management program
- 64 individuals are interested in participating in potential future planning workshops, focus groups, or similar conversations

# Methodology

- Random sample of 1,500 voters provided by the Township
- Conducted using two mailings in July and August 2021. Responses either online or via postage-paid envelope.
- Valid response from 386 residents, providing a solid margin of error of +/- 5.0 percent
  - **Note:** National surveys with a margin of error +/- 5% require a sample of 384 responses to reflect a population of 330,000,000
- Results were weighted based on ethnicity to correspond with Census data
- In addition, the survey was open to residents who were not part of the random sample. There were 66 residents who chose to do so, increasing the total response to 452.
  - **Note:** Non sample responses were not included in the statistics presented in this summary report, but they are reflected on the bottom line of the crosstab reports

# Preserving Voice: Looking Into Detail

2021 Meridian Township Resident Engagement and Priority Study  Response Count 386 +/- 5.0% Weighted by Ethnicity		Law Enforcement							
		Law Enforcement Overall	Respectful interaction with residents	Respectful treatment of residents	Fair and equitable enforcement	Safety education (DARE, Citizens' Academy, etc.)	Response time to emergencies	Engagement with the community	Transparency in sharing information
<b>Overall</b>		5.3	5.5	5.4	5.2	5.4	5.5	5.2	4.8
<b>Age</b>	18 to 24*	4.5	6.0	5.0	3.7	4.3	4.5	4.8	3.5
	25 to 34*	5.6	5.5	5.5	6.0	5.7	6.0	5.0	5.8
	35 to 44	5.1	5.2	5.2	5.1	5.1	5.1	5.0	5.0
	45 to 54	5.2	5.5	5.4	5.1	5.5	5.4	5.0	4.8
	55 to 64	5.4	5.7	5.4	5.4	5.5	5.5	5.3	5.0
	65 or over	5.4	5.6	5.5	5.3	5.5	5.6	5.3	4.8
<b>HH Income</b>	\$25,000 or less*	4.9	5.2	5.3	5.0	5.0	5.1	4.5	4.4
	\$25,001 to \$50,000*	4.8	5.5	5.0	5.0	4.8	5.0	4.8	3.5
	\$50,001 to \$100,000	5.2	5.3	5.4	5.1	5.4	5.5	5.1	4.7
	\$100,001-\$175,000	5.4	5.6	5.4	5.3	5.6	5.5	5.3	5.1
	More than \$175,000	5.4	5.8	5.5	5.3	5.5	5.6	5.2	5.1

Consistent Scores  
Regardless of  
Demographics

Checkedred Scores  
that Vary by  
Demographics

# Results

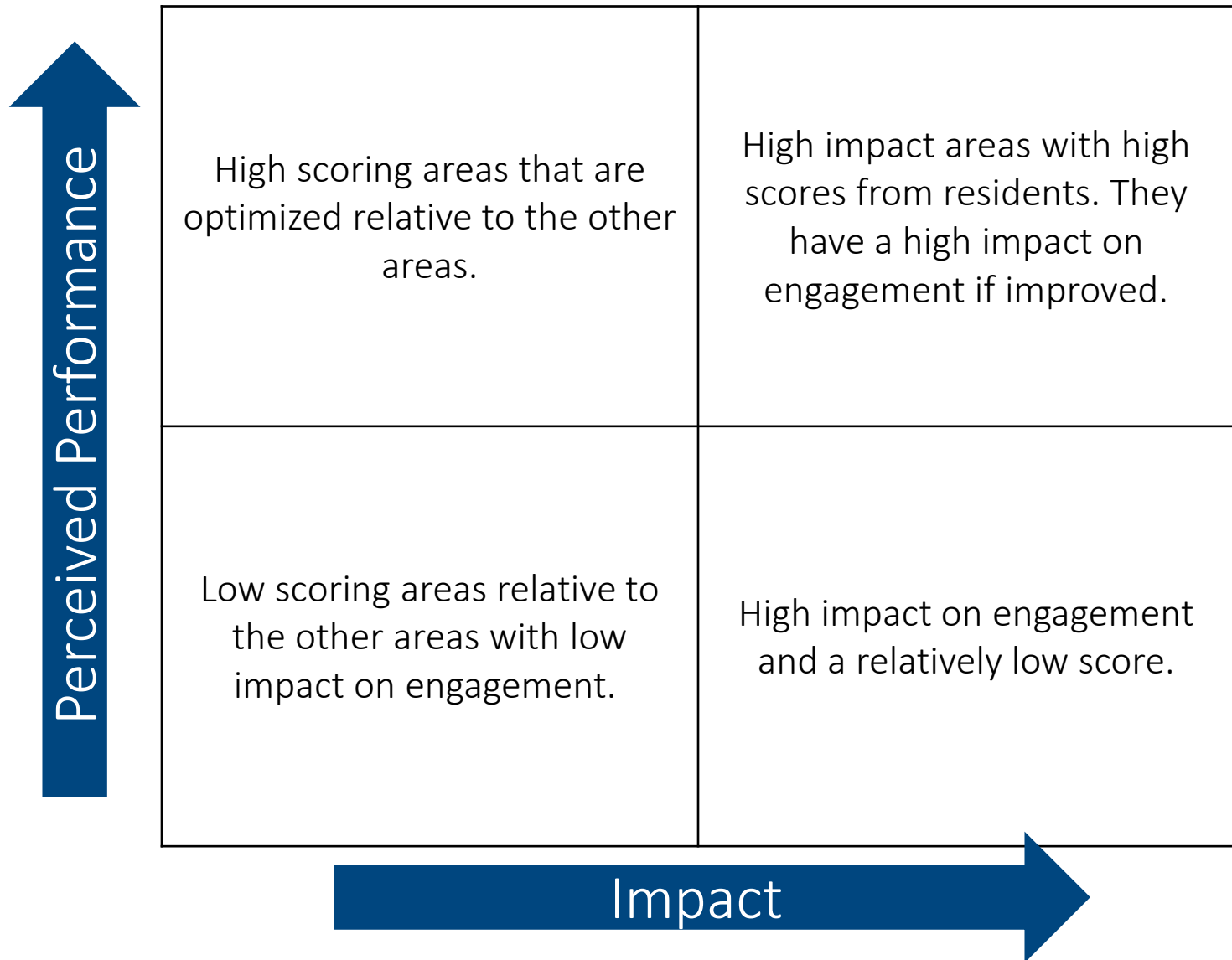




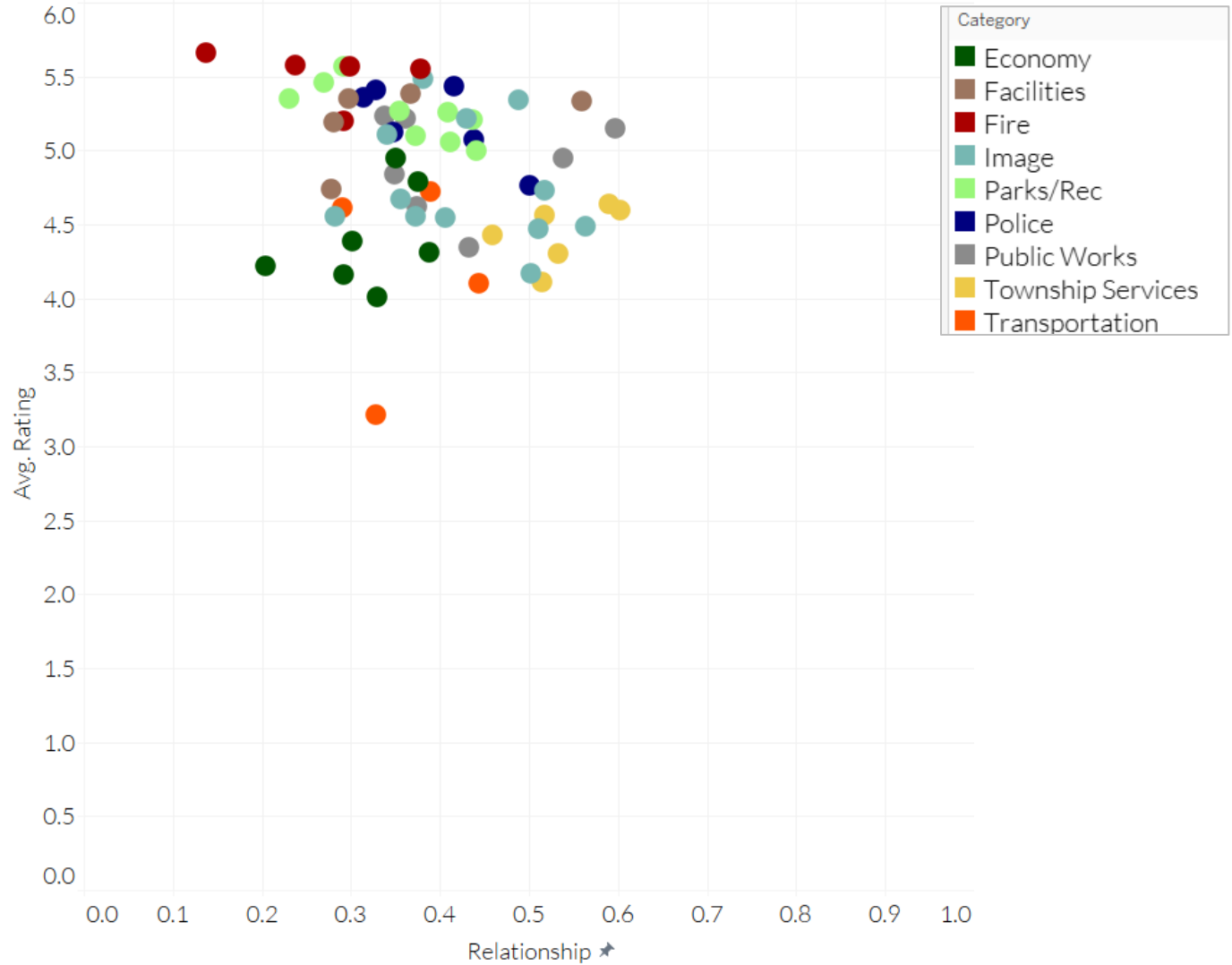
# Overall Community Satisfaction with Meridian Township

- 6-point scale: 4.9
- **100-point ACSI scale: 78**
  
- National ACSI: 67
- National ACSI (pop 25k-100k): 69
  
- Midwest ACSI: 66
- Midwest ACSI (pop 25k-100k): 74
  
- Michigan ACSI: 67
- Michigan ACSI (pop 25k-100k): 64

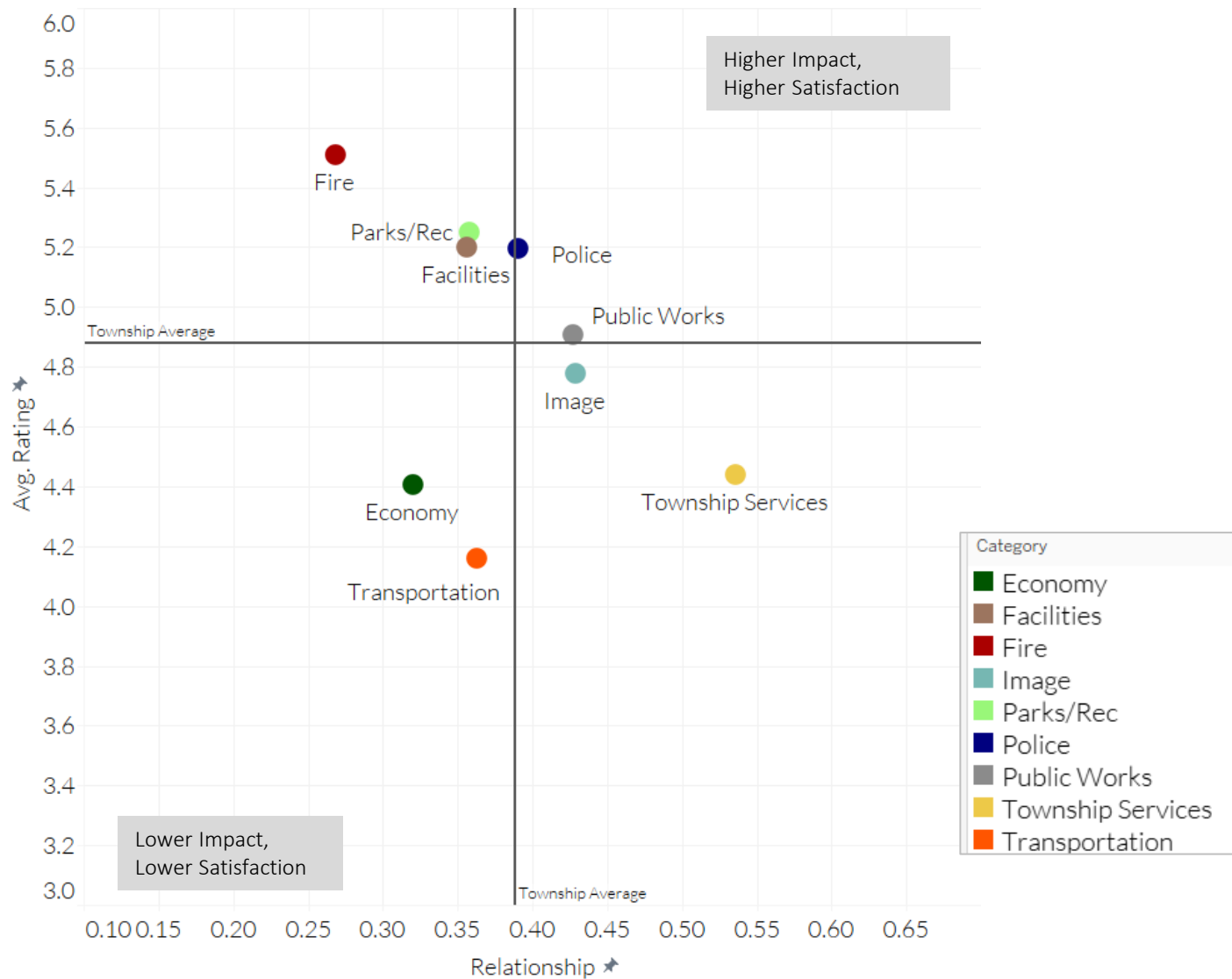
# Community Questions – Long-term Drivers



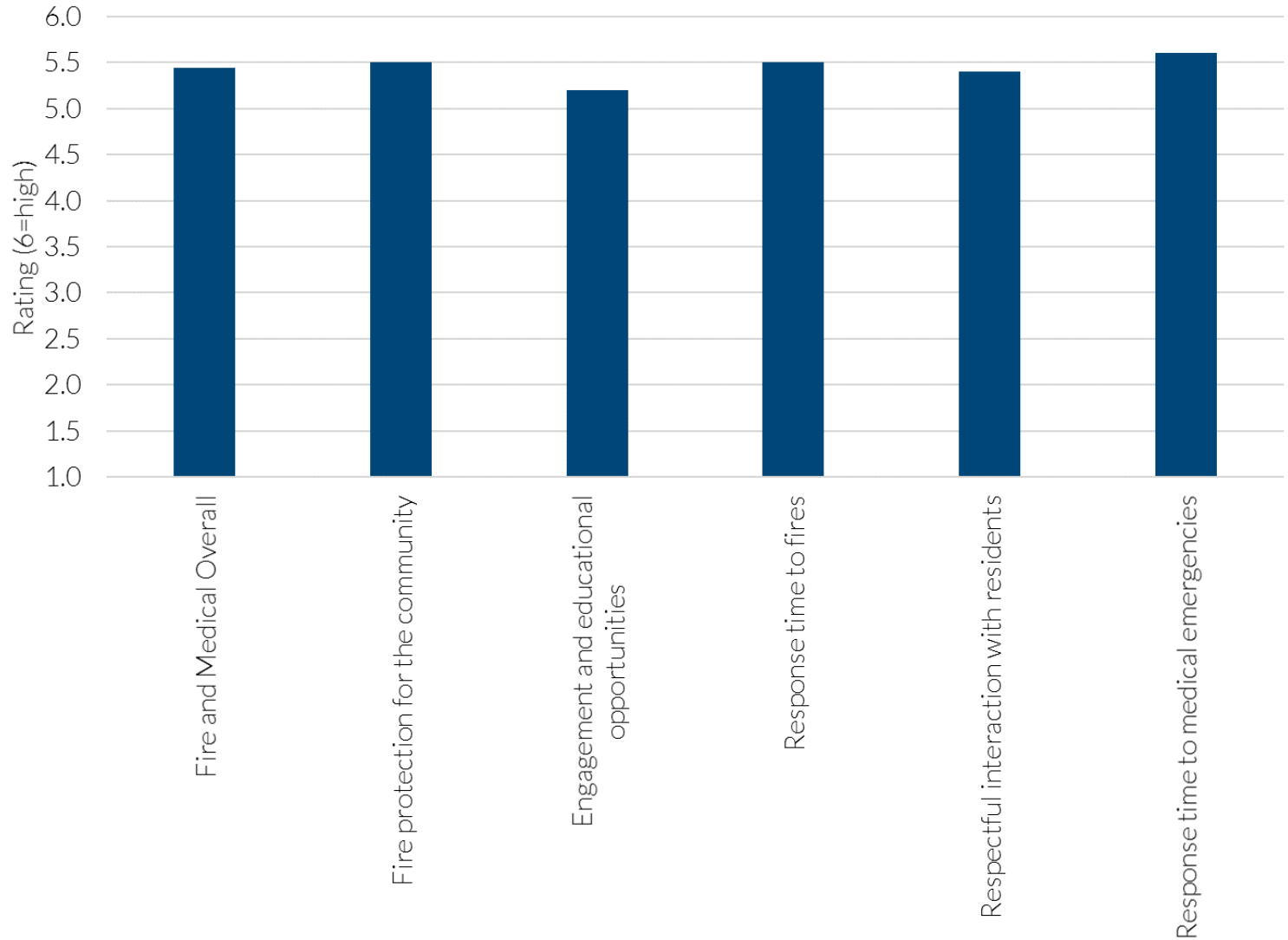
# Drivers of Satisfaction and Behavior: Strategic Priorities



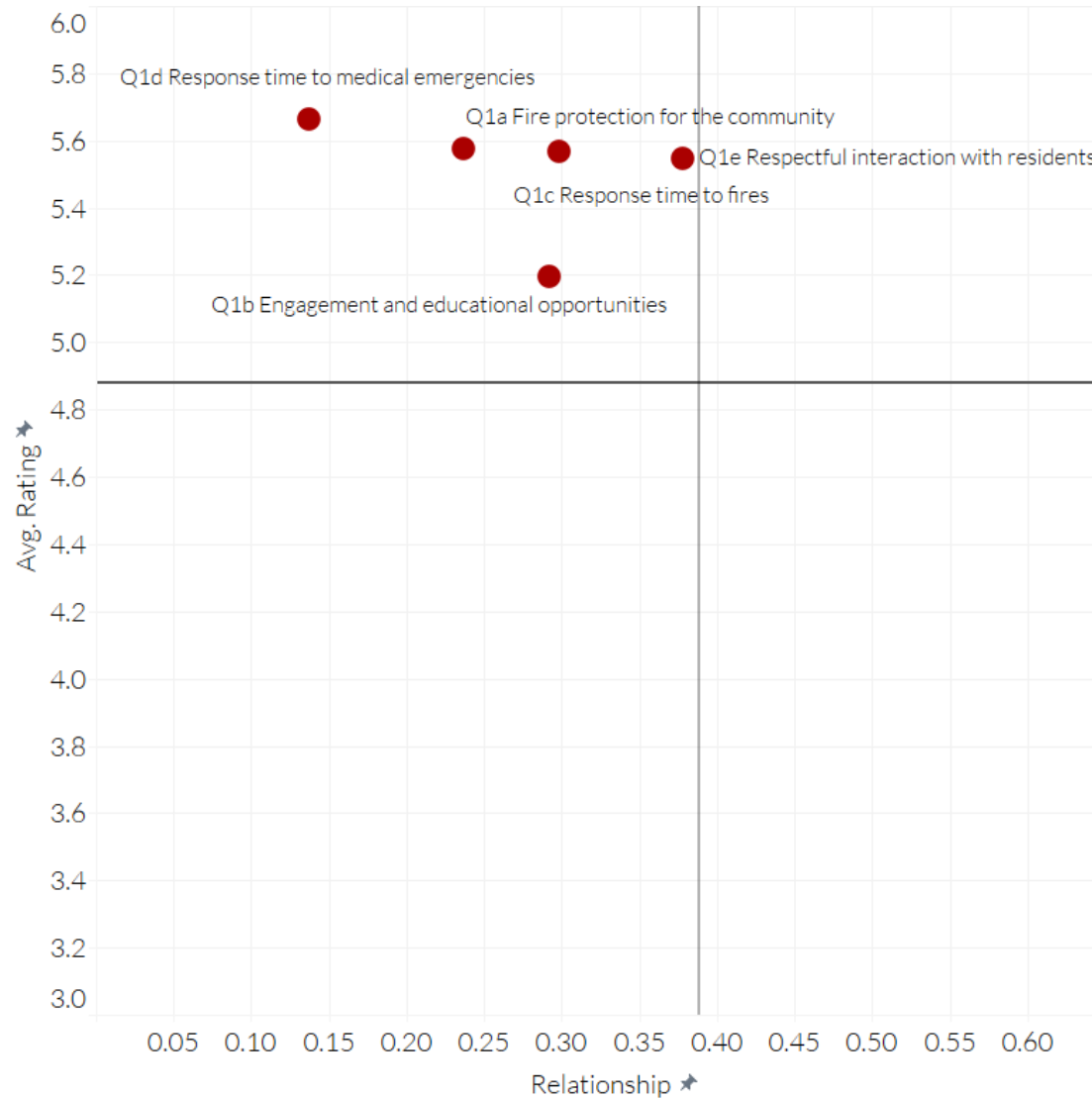
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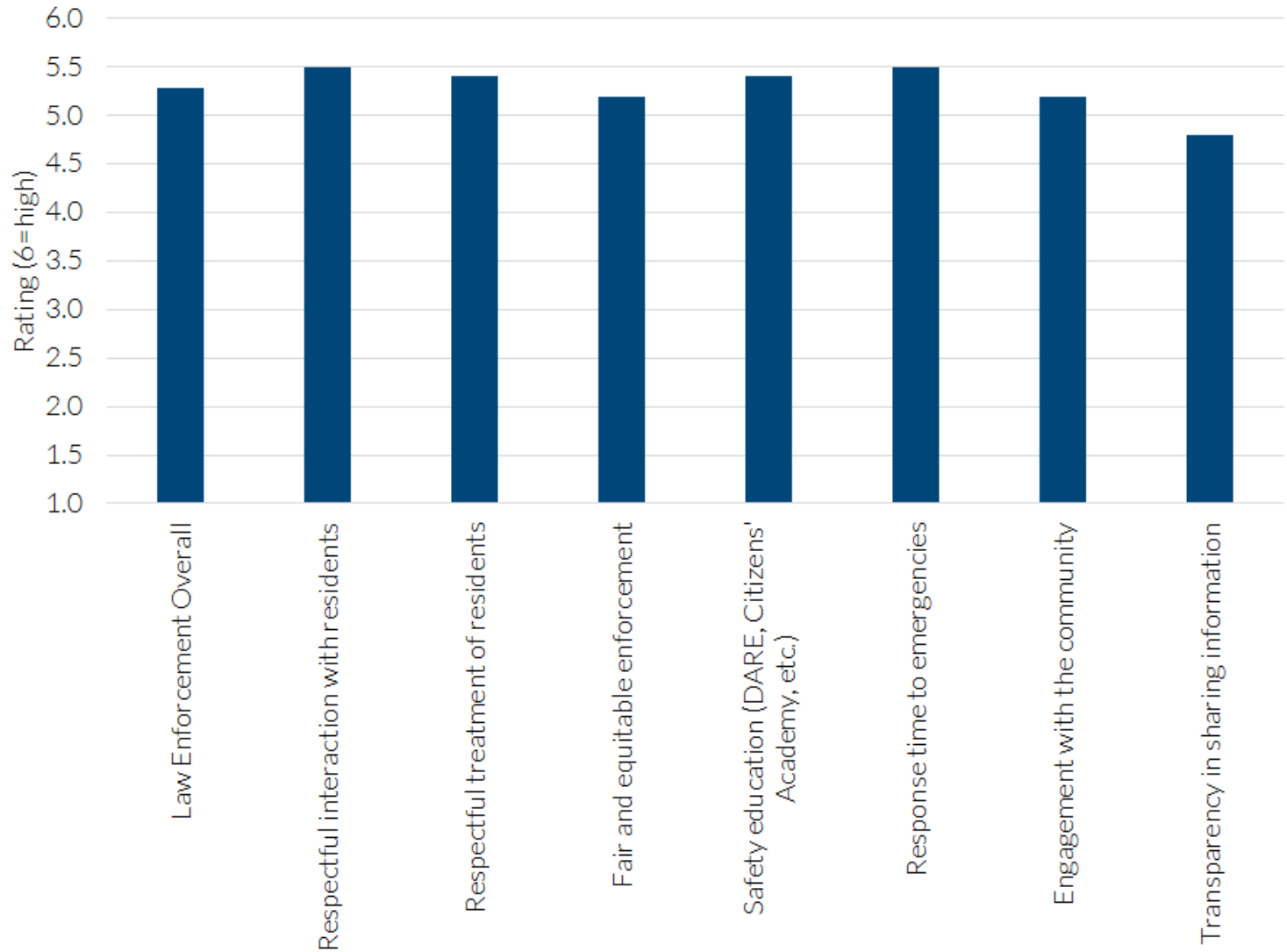
# Fire and Emergency Medical Services



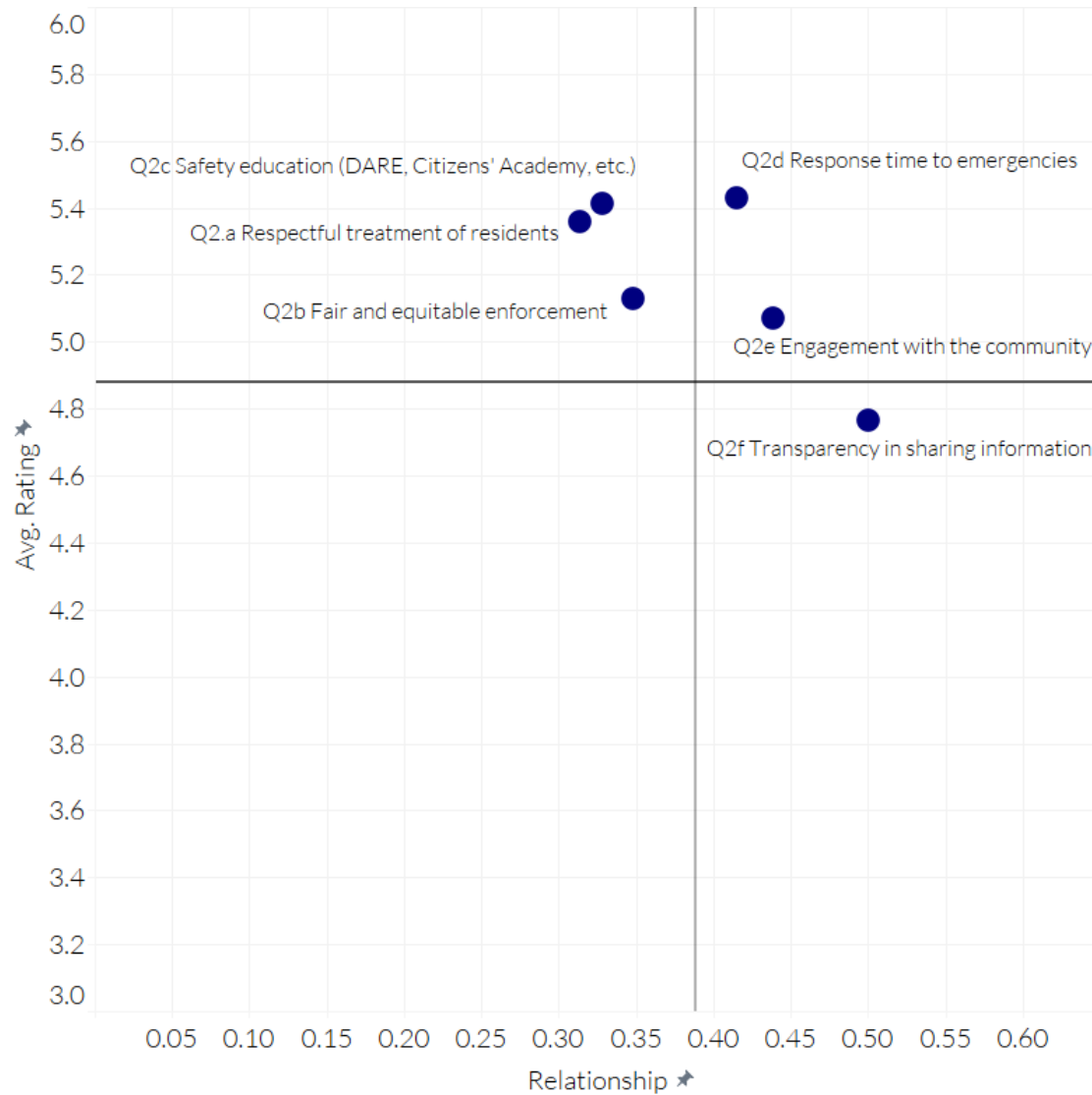
# Fire and Emergency Medical Services



# Law Enforcement

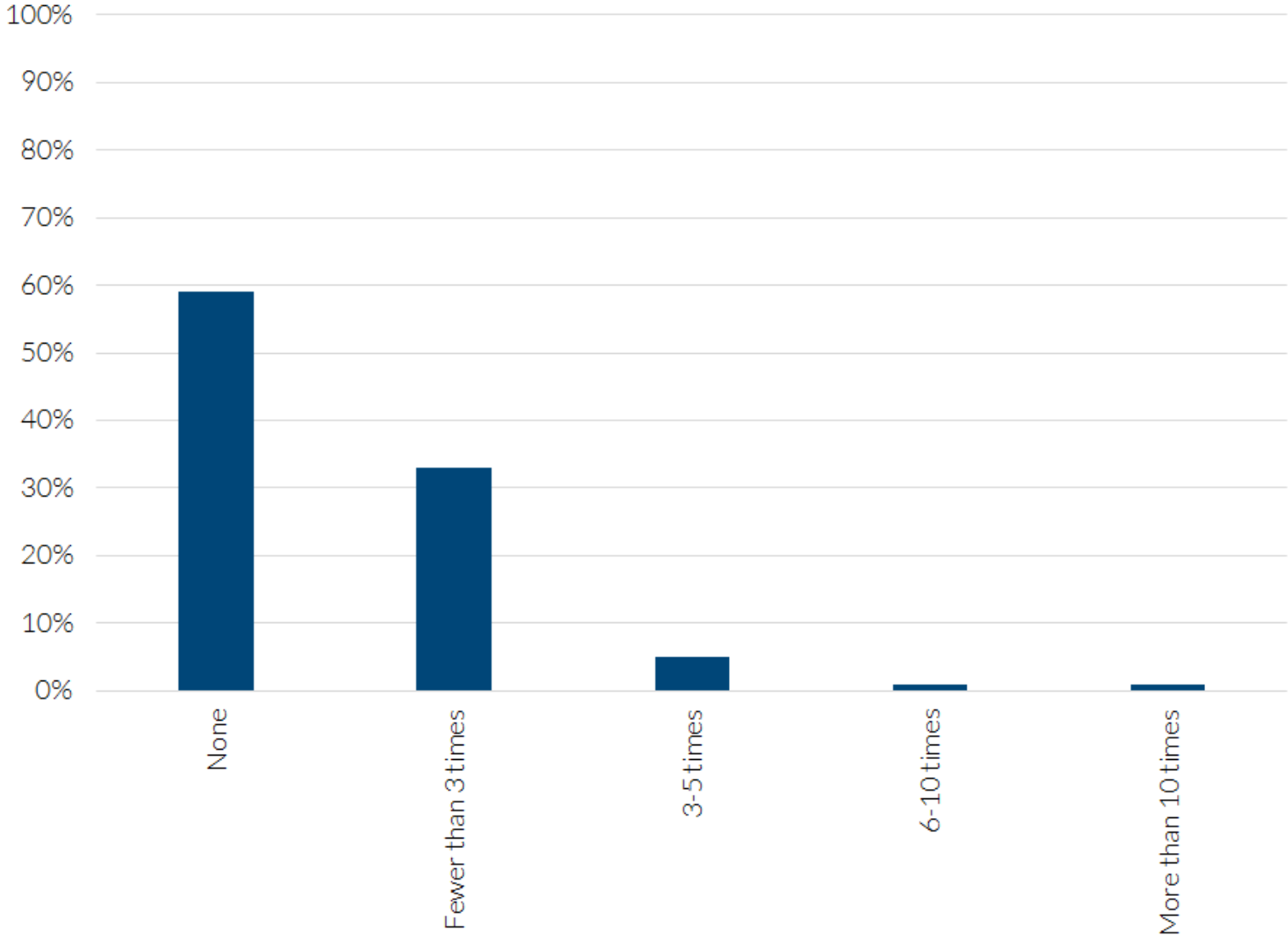


# Law Enforcement

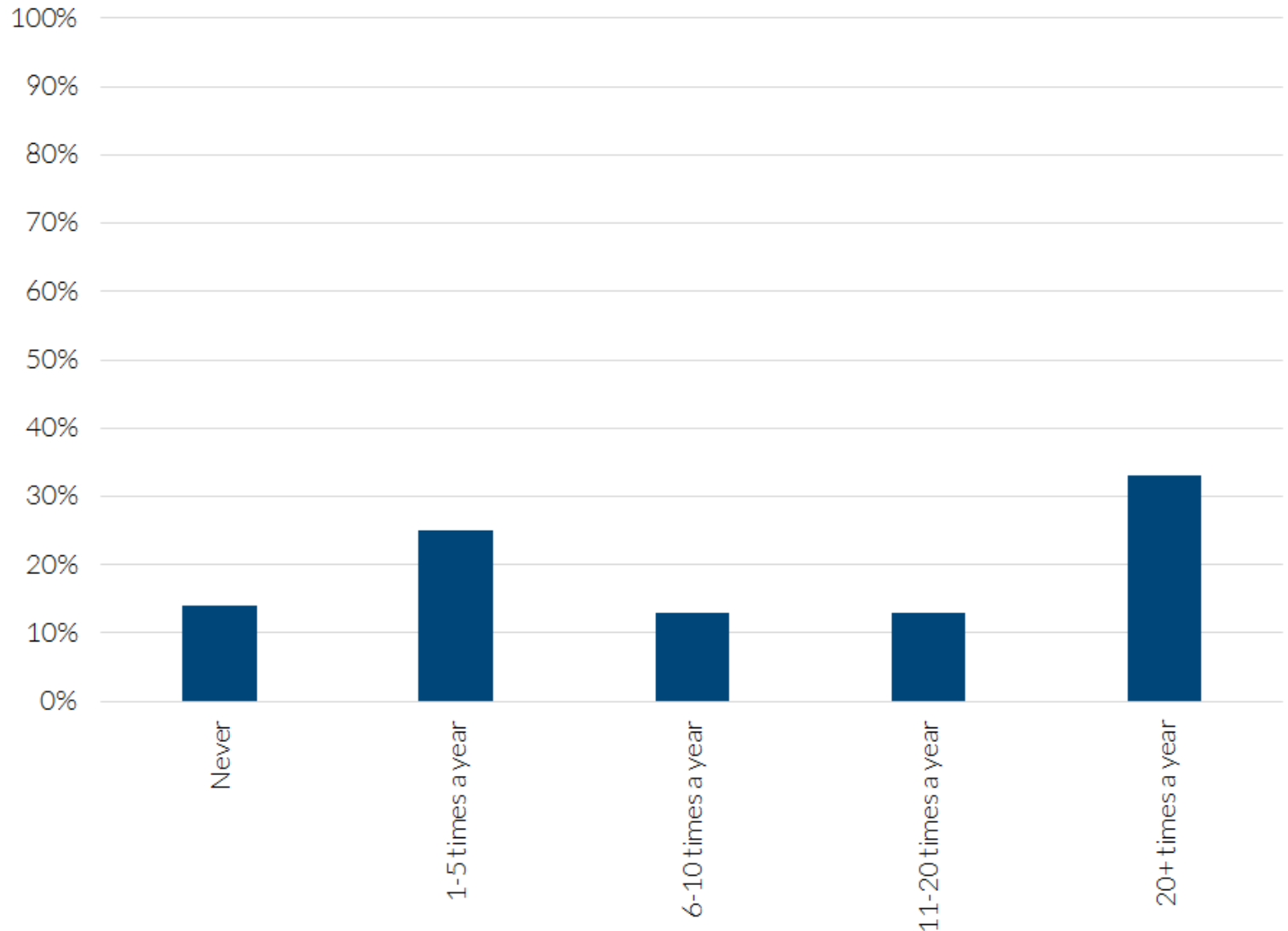




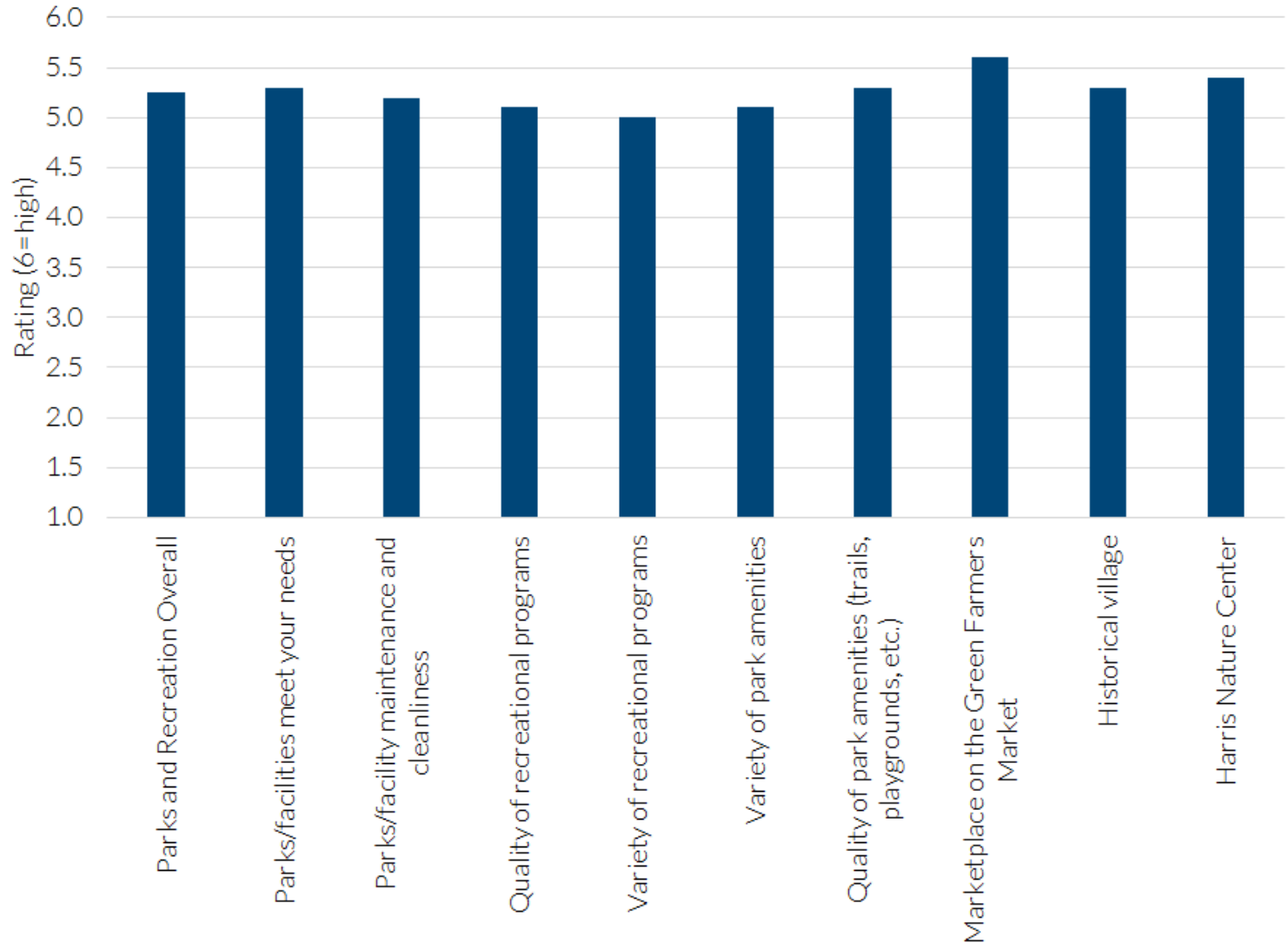
# In the past year, how much contact have you had with the Meridian Township Police Department



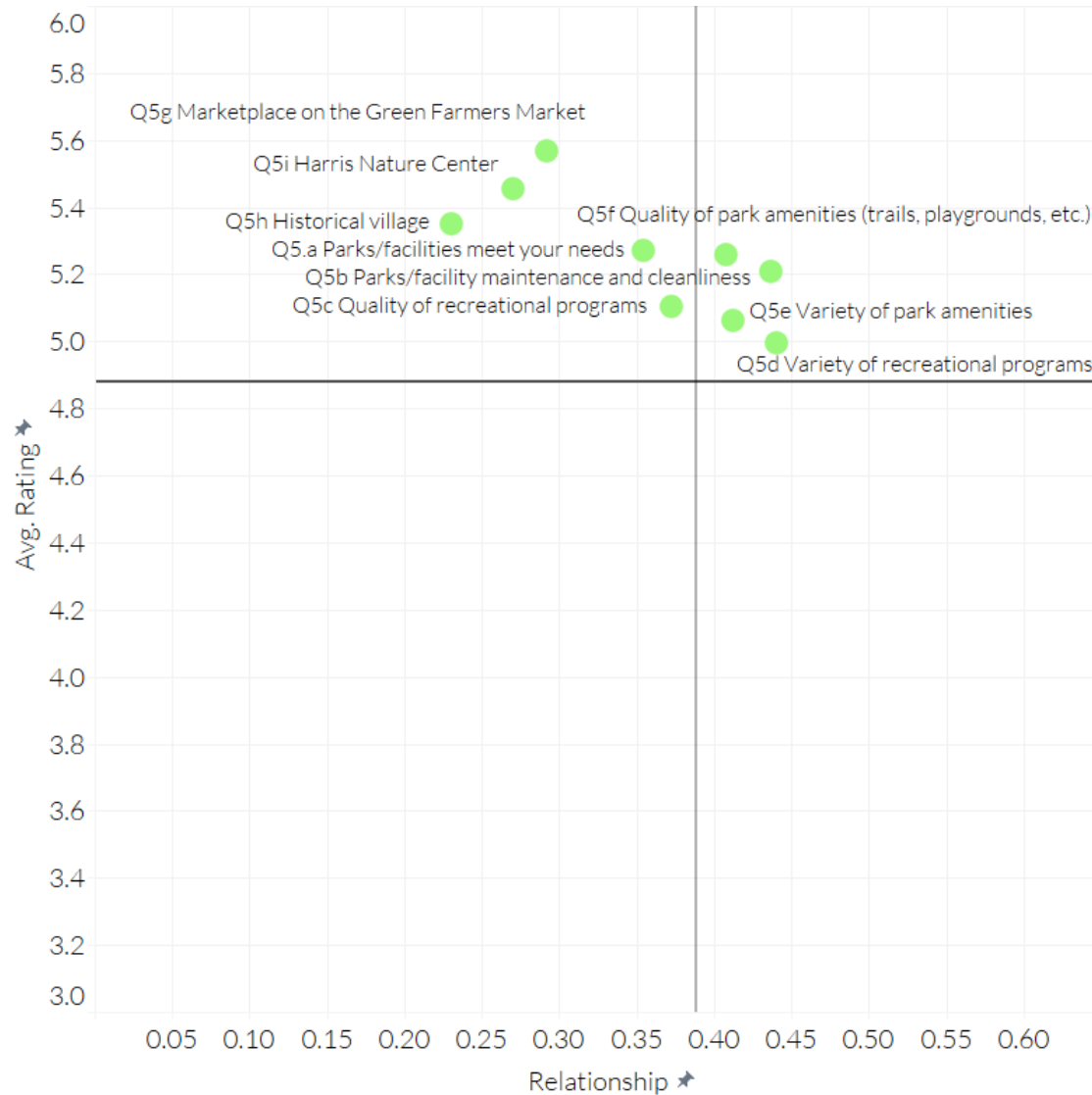
# How many times have you use the parks and pathways?



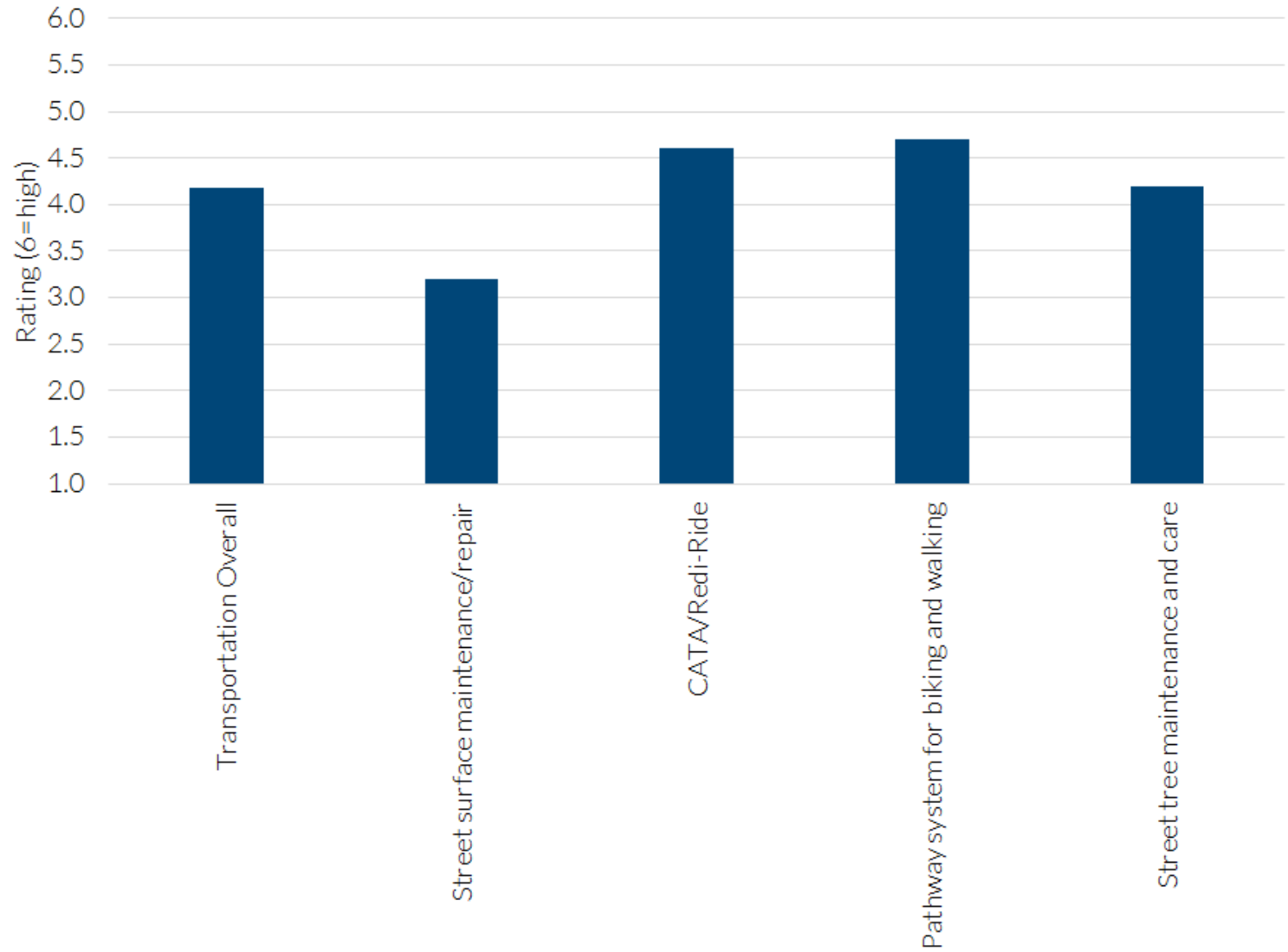
# Parks and Recreation Facilities and Programs



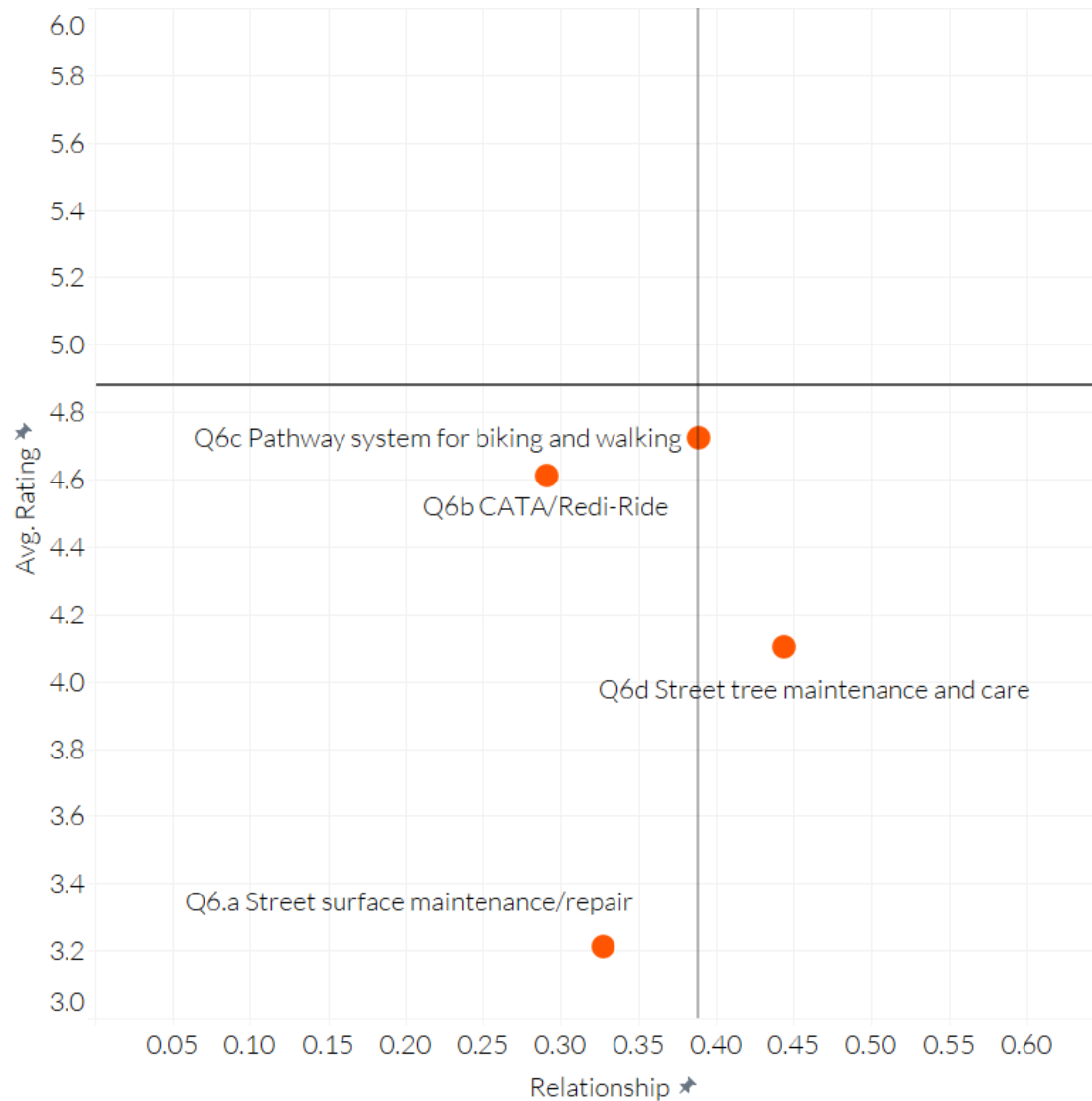
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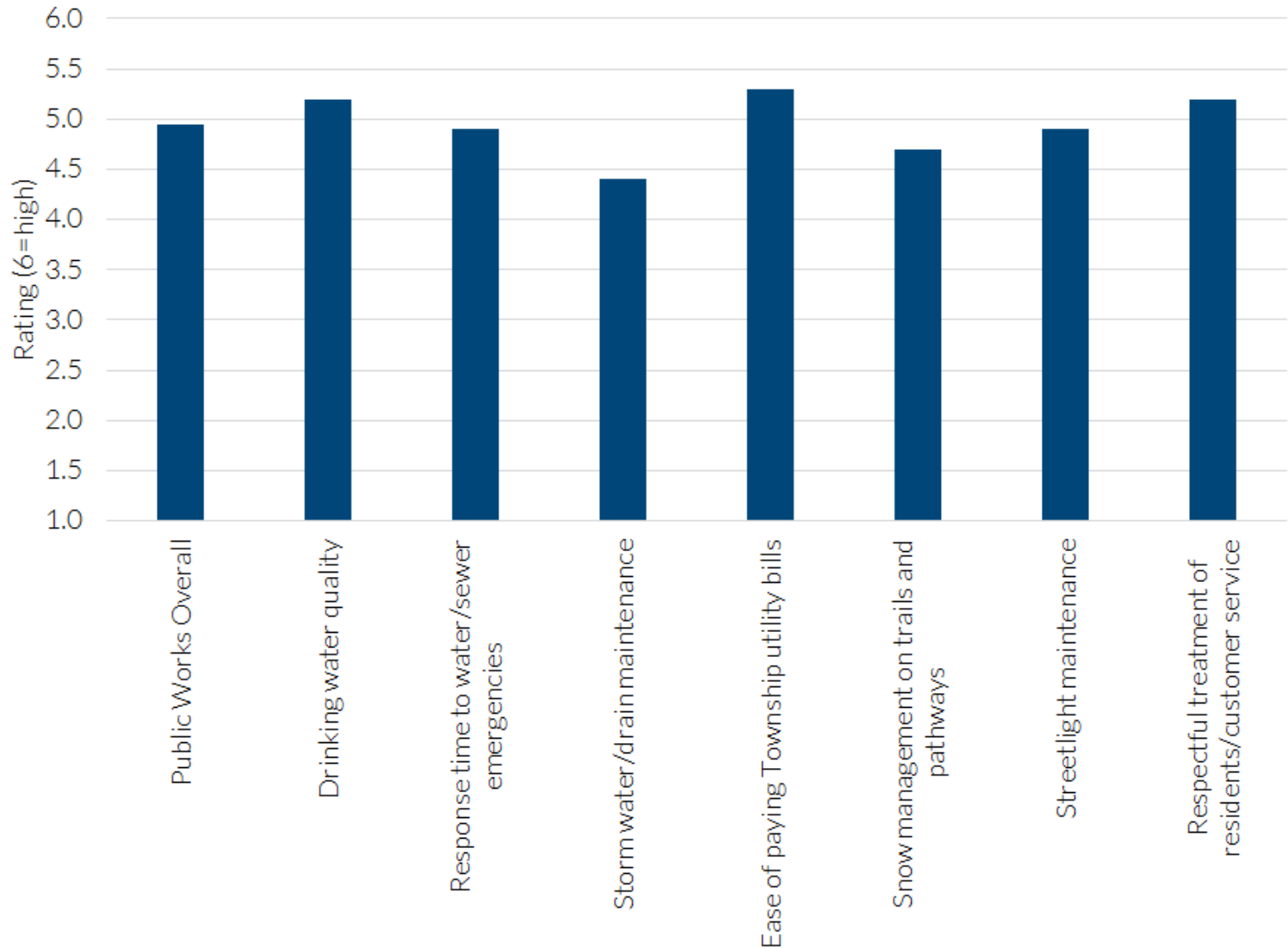
# Transportation Infrastructure



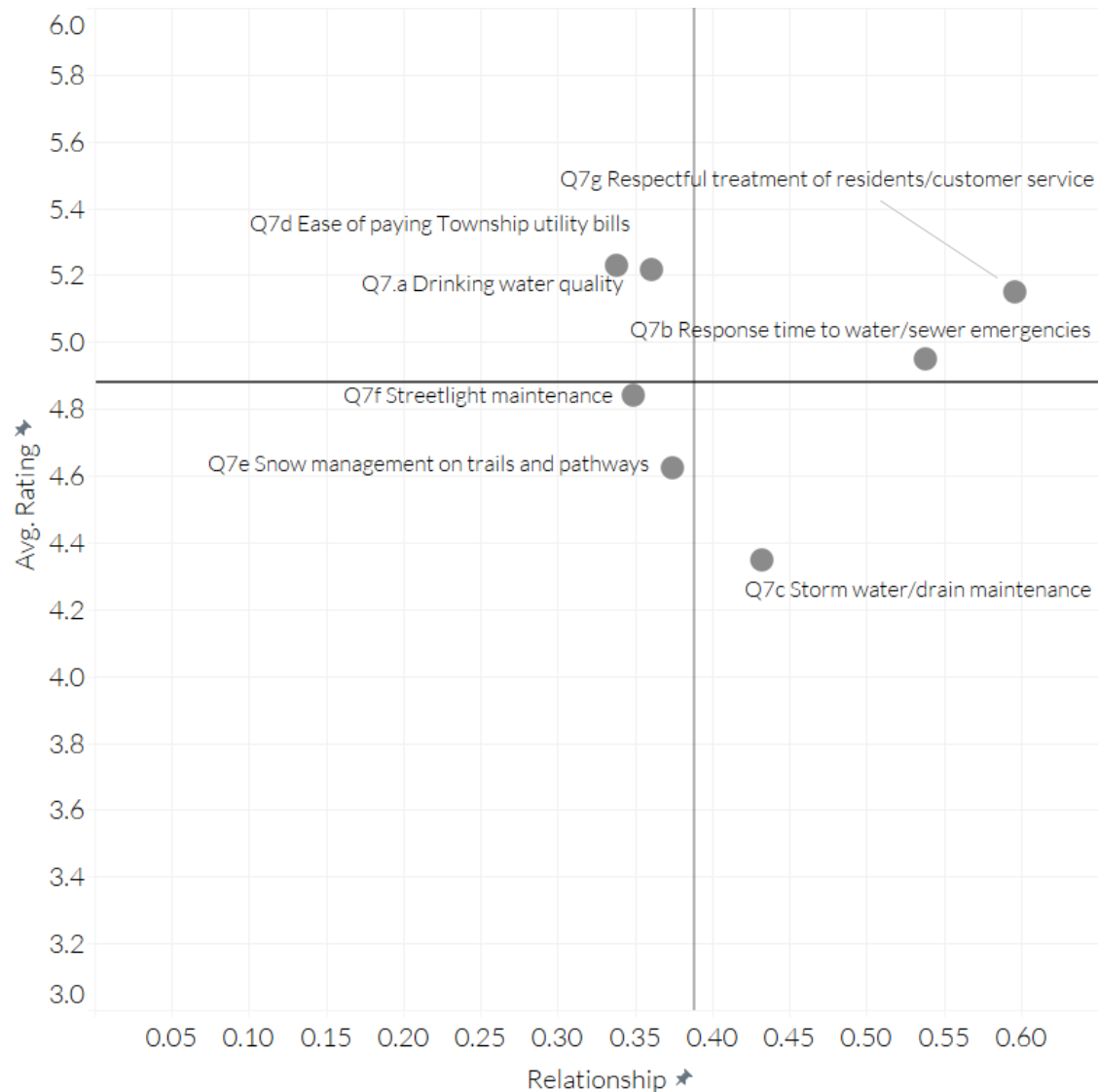
# Transportation Infrastructure



# Meridian Township Public Works Services

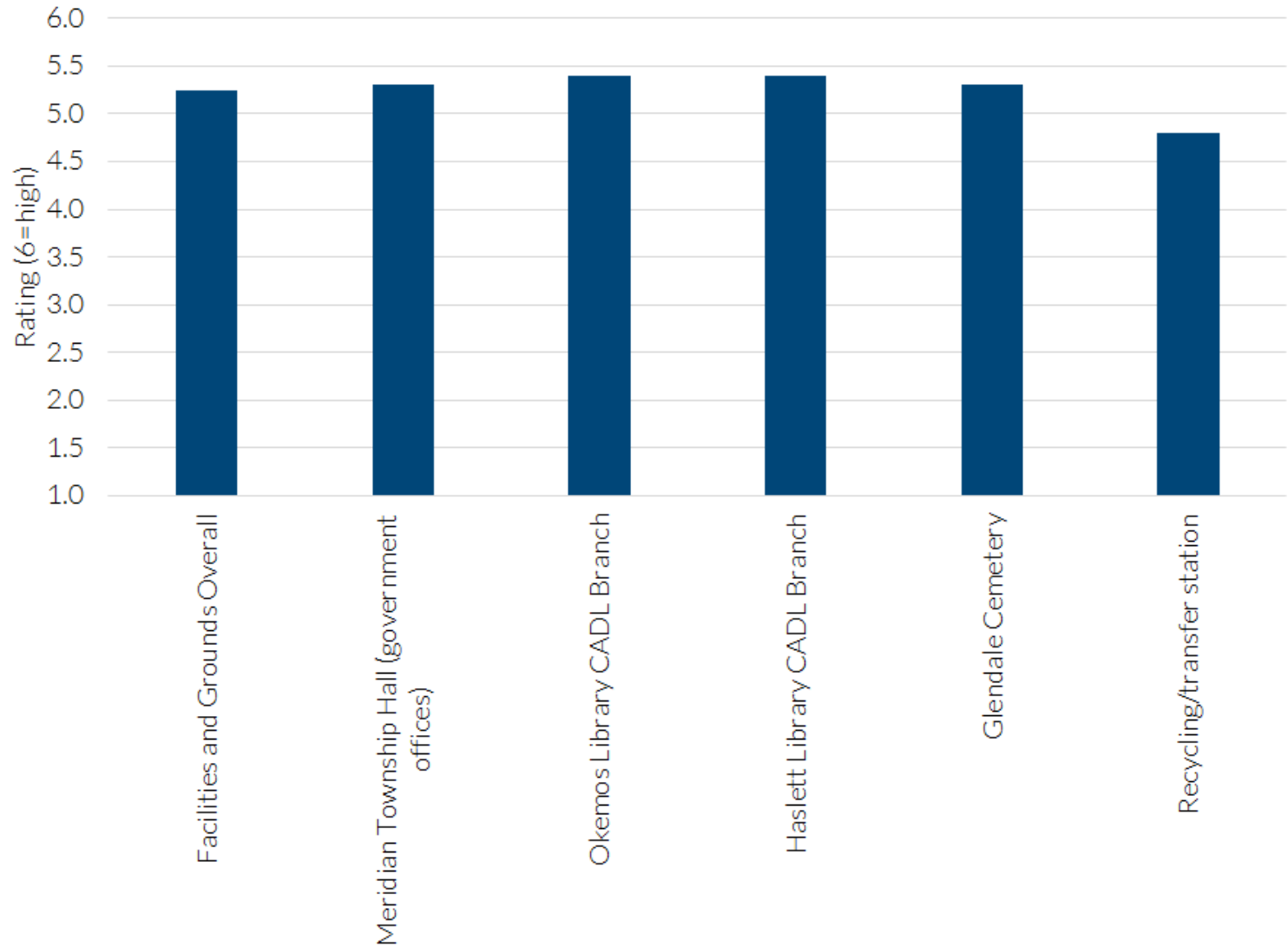


# Meridian Township Public Works Services

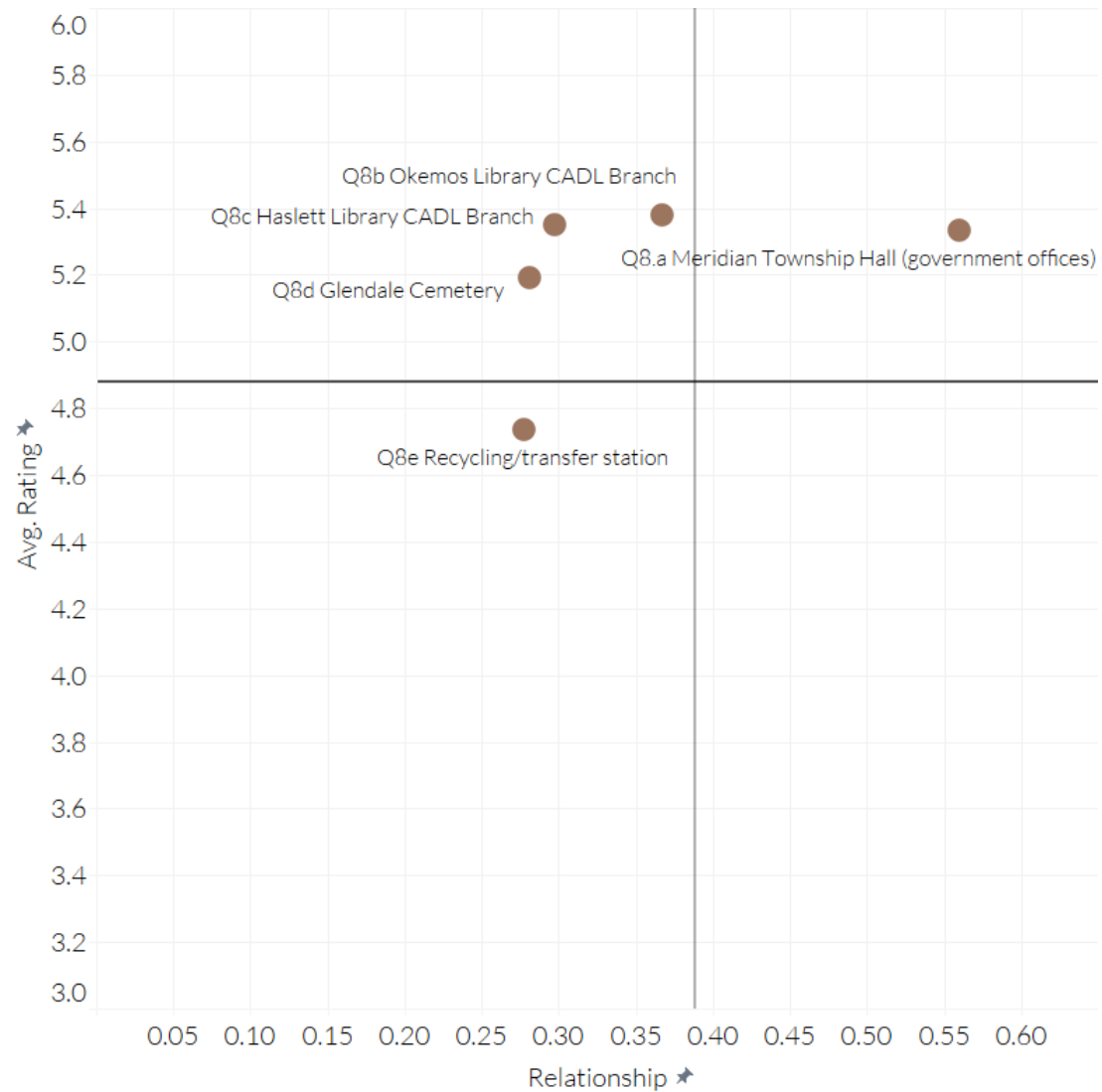




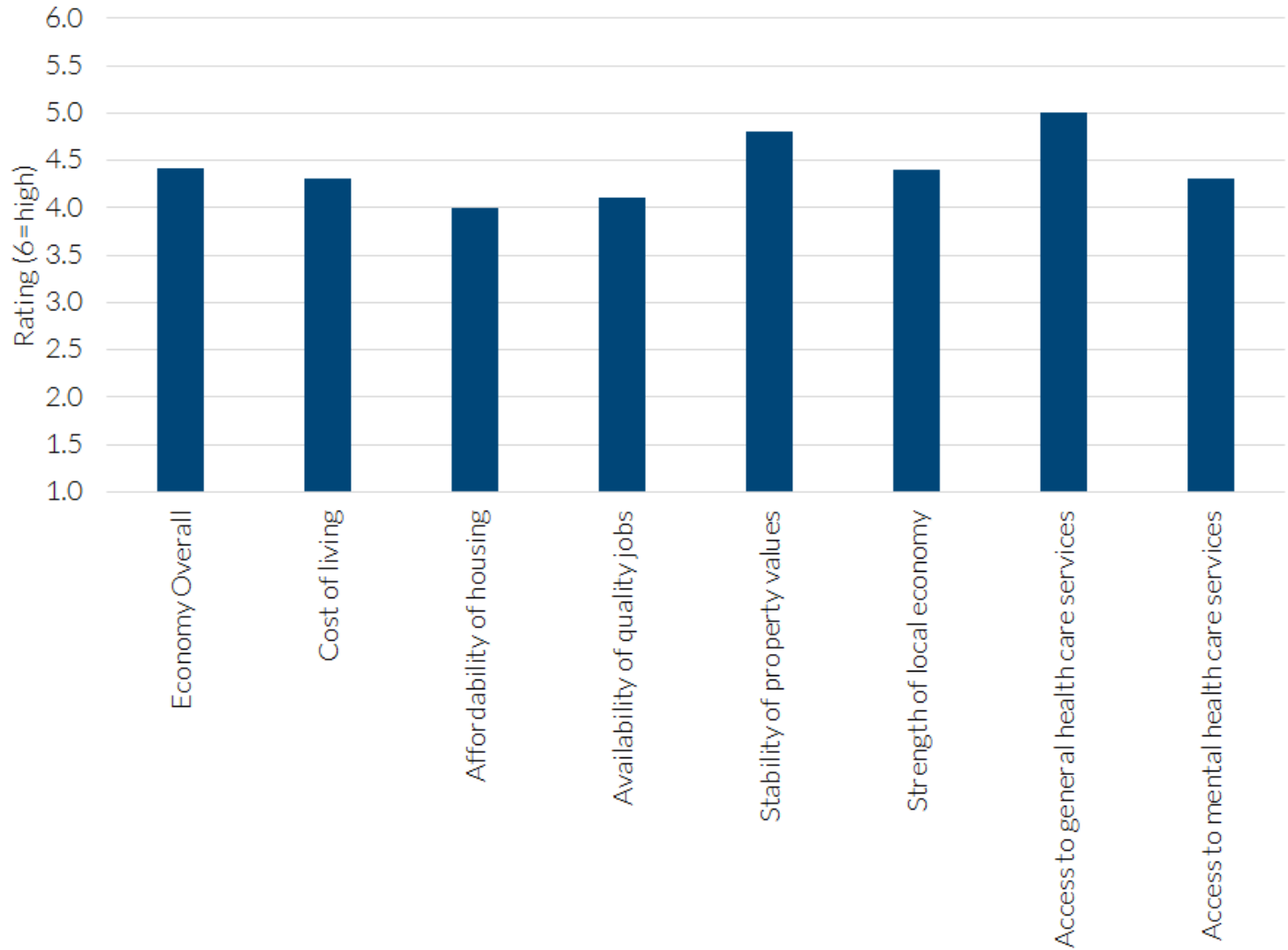
# Meridian Township Facilities and Grounds



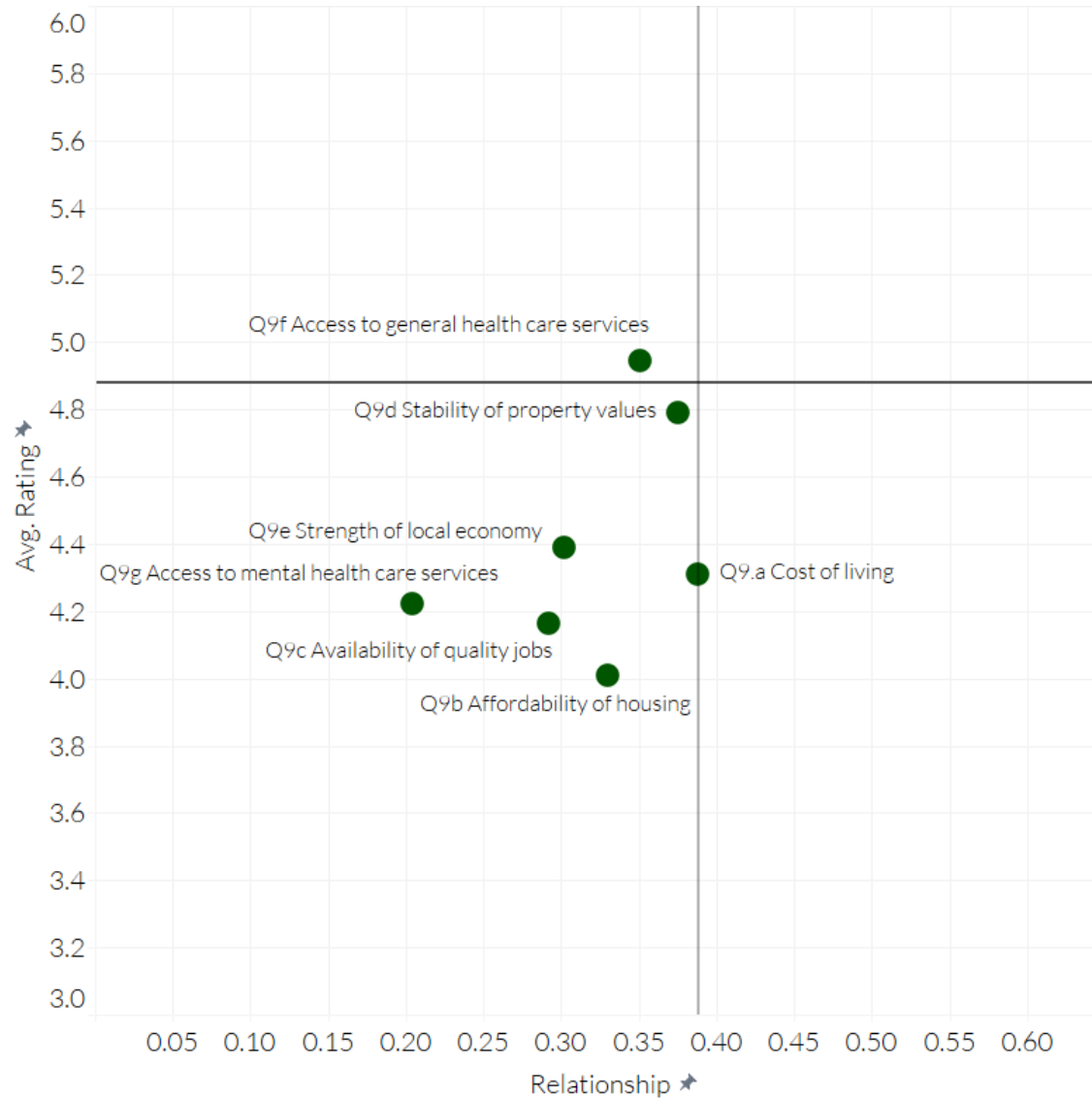
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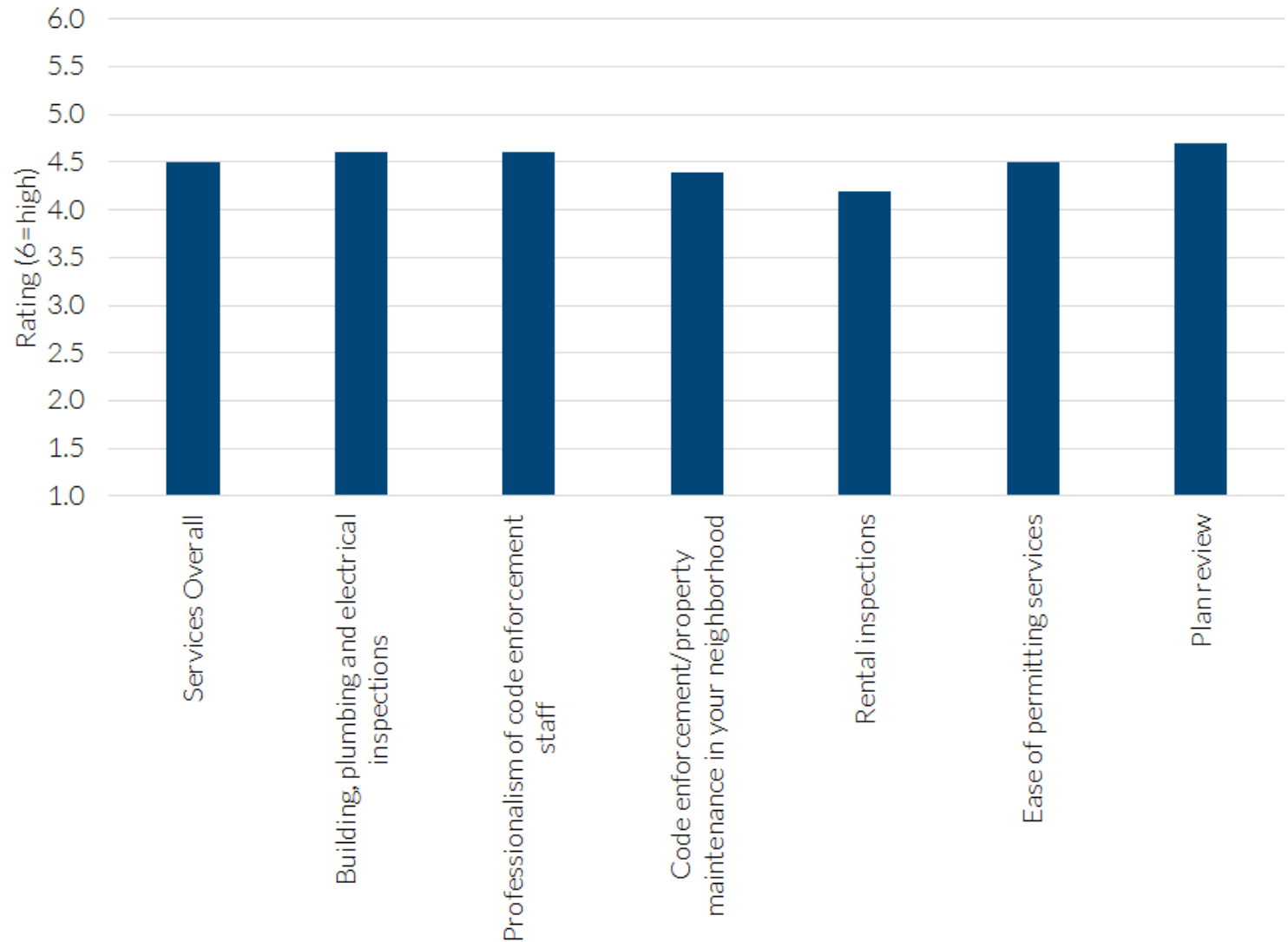
# Economic Health



# Economic Health



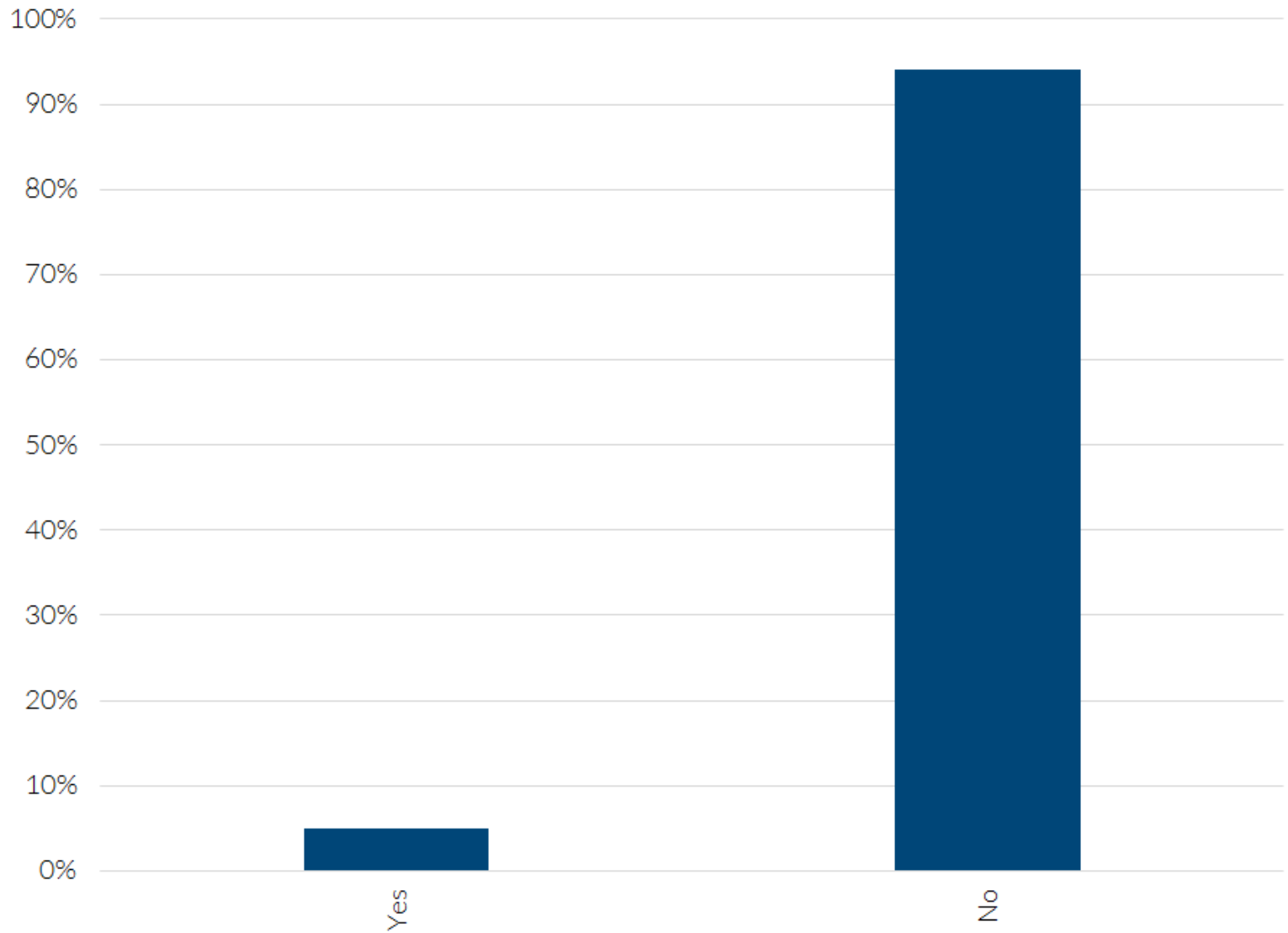
# Township Services



# Township Services



# Do you own or operate a business in Meridian Township?



## Word Cloud:

# What would make Meridian Township a better place for small businesses?

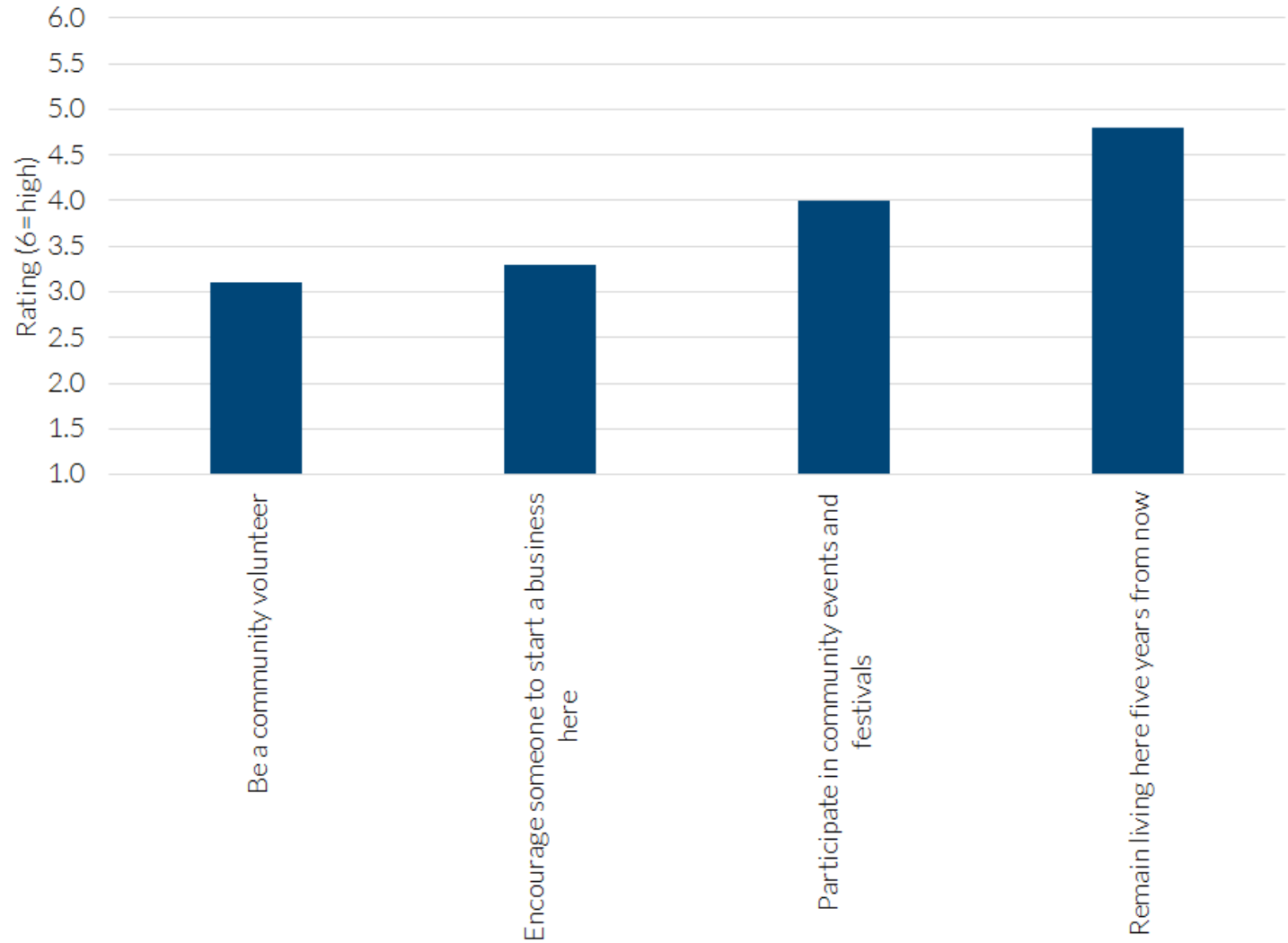
### Top Themes:

1. **Affordable** : Comments reflected a desire for lower rent and lower taxes for local business owners.
2. **Walkability**: Community is looking for safer walking paths. The downtown areas could be redeveloped to encourage more foot traffic.
3. **Incentives**: Local business owners are looking for tax incentives to expand new growth in downtown store fronts.





# Outcome





## Word Cloud:

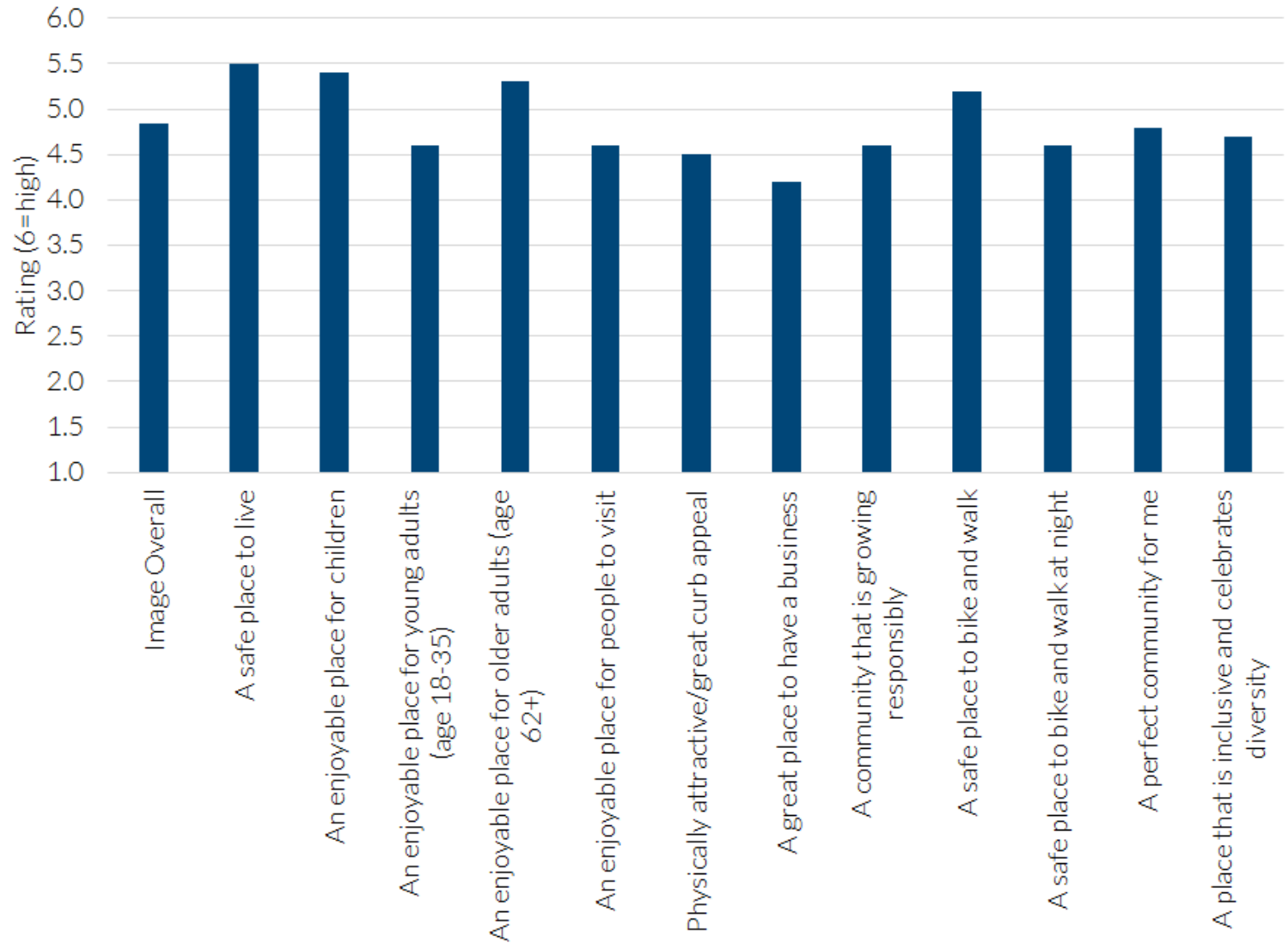
What types of cultural events would you like to see in our community?

Top Themes:

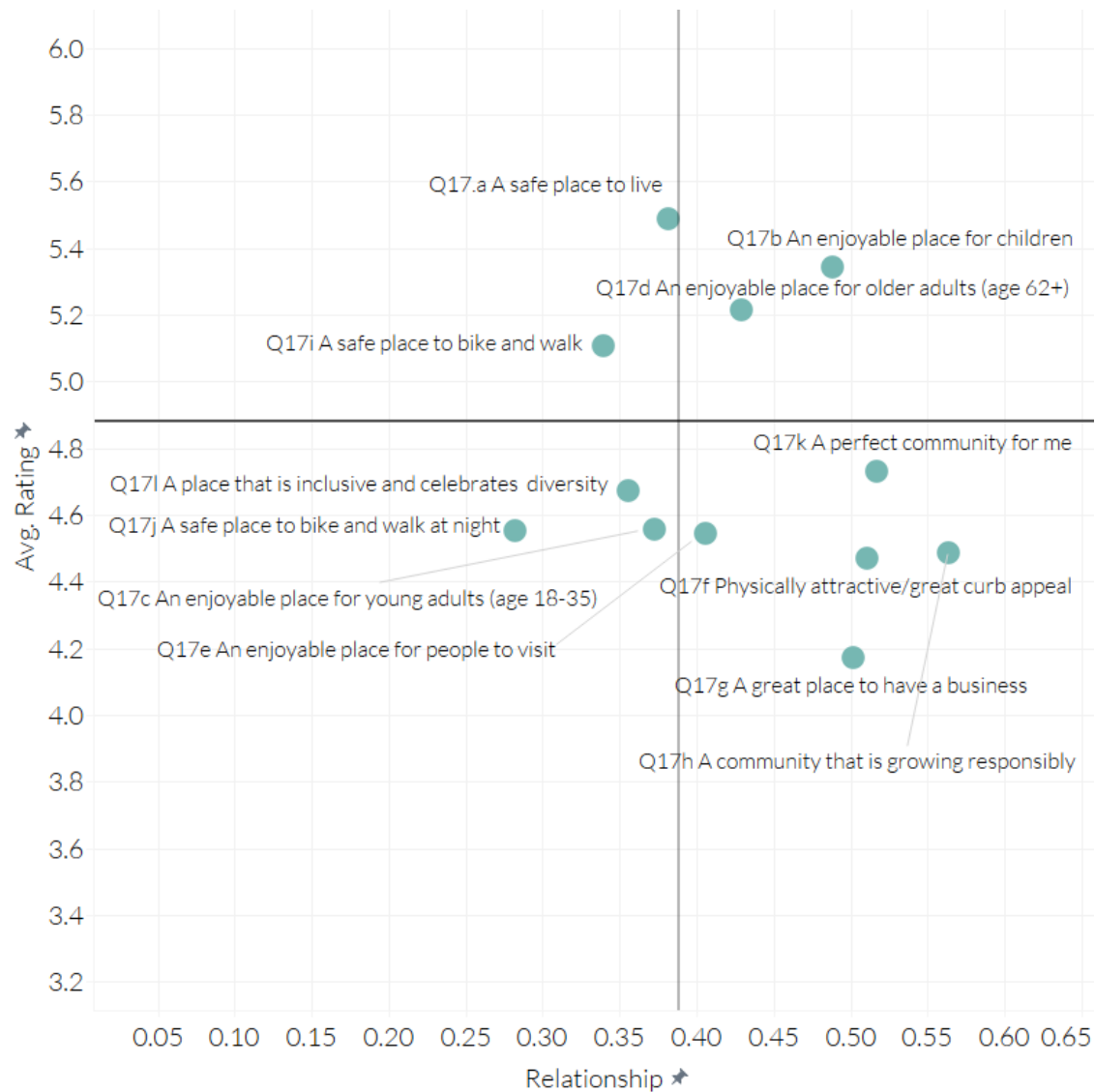
1. **Music:** The community would like to see more music festivals. They would also like to see more diversity.
2. **Art:** People would like more art festivals and to see murals and sculptures added to the downtown area.
3. **Food:** People are looking for more dining options such food trucks.



# Community Image



# Community Image



## Word Cloud:

# What do you like most about living in Meridian Township?

### Top Themes:

1. **Safe:** People feel the community is safe for everyone with low crime rates and an active police force.
2. **Parks:** The community is looking for safer walking paths and redevelopment of downtown areas to accommodate people with disabilities for better access to parks and green areas.
3. **School:** People enjoy living near Michigan State University, along with easy access to safe, affordable schools.



## Word Cloud:

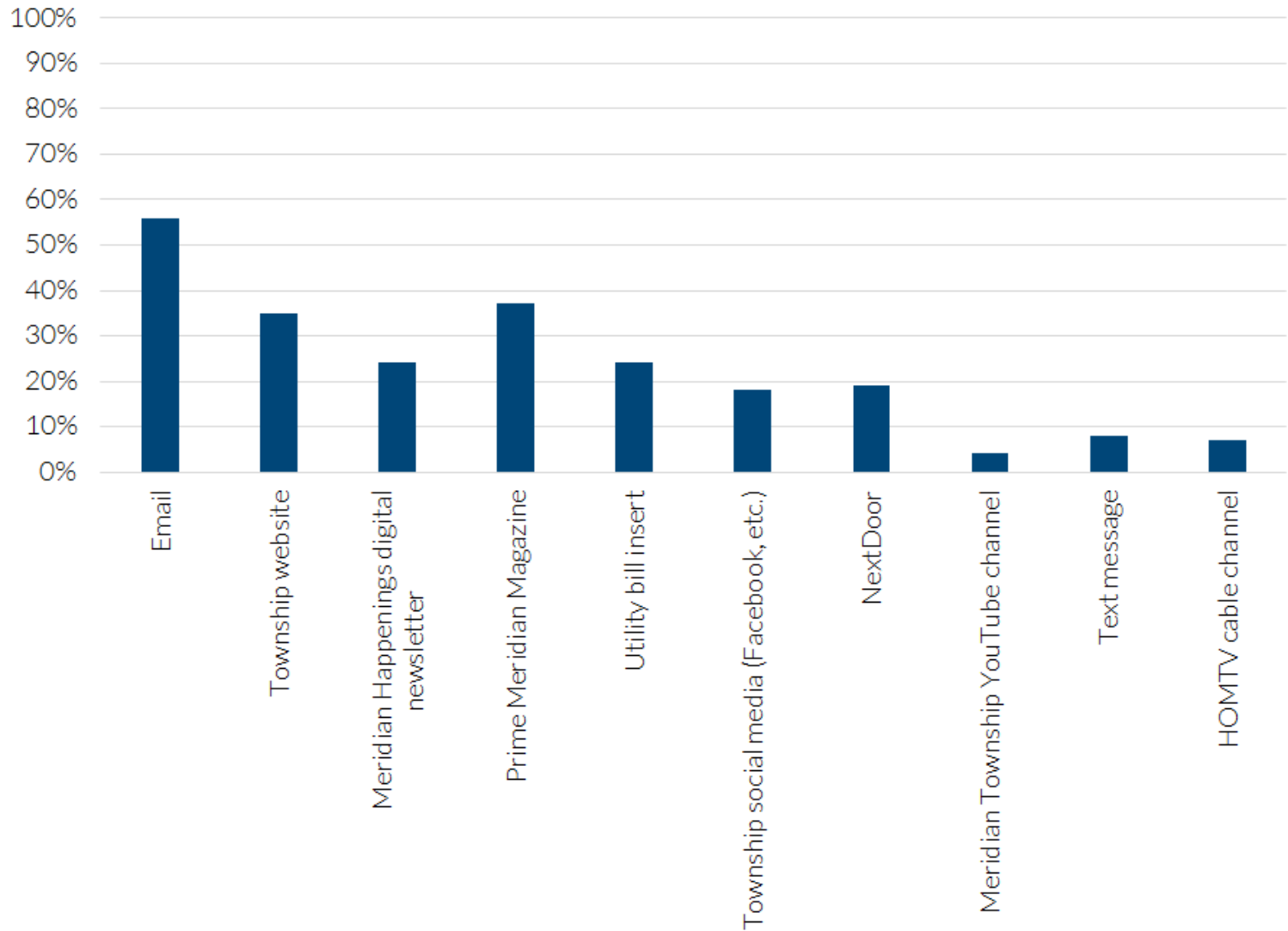
What are the top improvements the Township should prioritize?

Top Themes:

1. **Diversity:** People in the community feel that the downtown areas could use more diversity in how it markets to its residents. They would also like to see more diverse entertainment options.
2. **Roads:** The community would like to see improved road conditions. They would also like expanded bike lanes and traffic enforcement.
3. **Sidewalks:** People are looking for sidewalks on both sides of the street that are well marked and well lit.

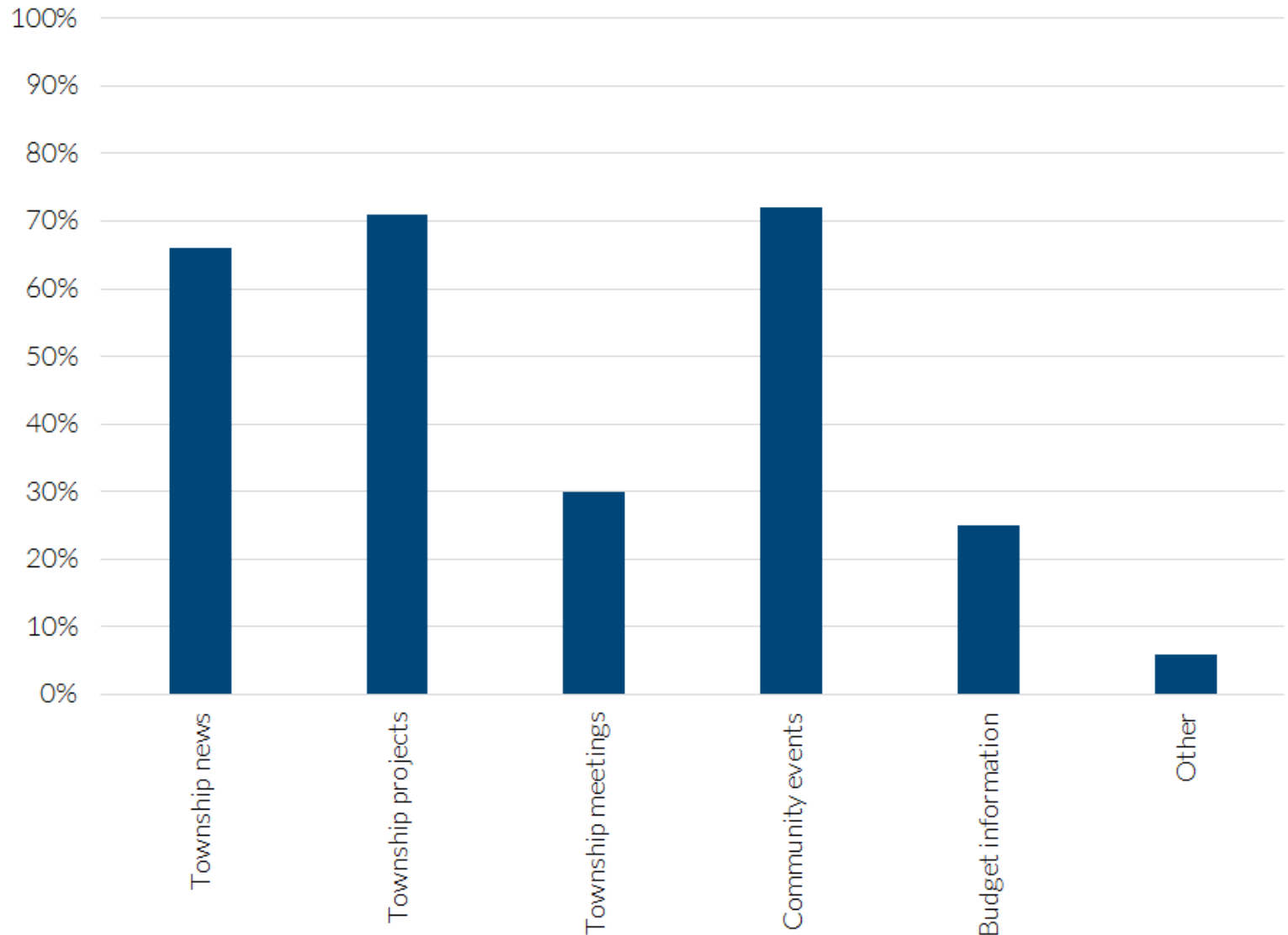


# How do you prefer to receive information from the Township?





# What types of information would you prefer to receive?



## Word Cloud:

What other types of information, updates or special topics would you like to receive from the Township?

Top Themes:

1. **Volunteer**: People would like more opportunities to volunteer in the community.
2. **Plans**: The community is looking for better communication with civil services for project updates.
3. **Opportunities**: People are looking for more nonprofit community events.

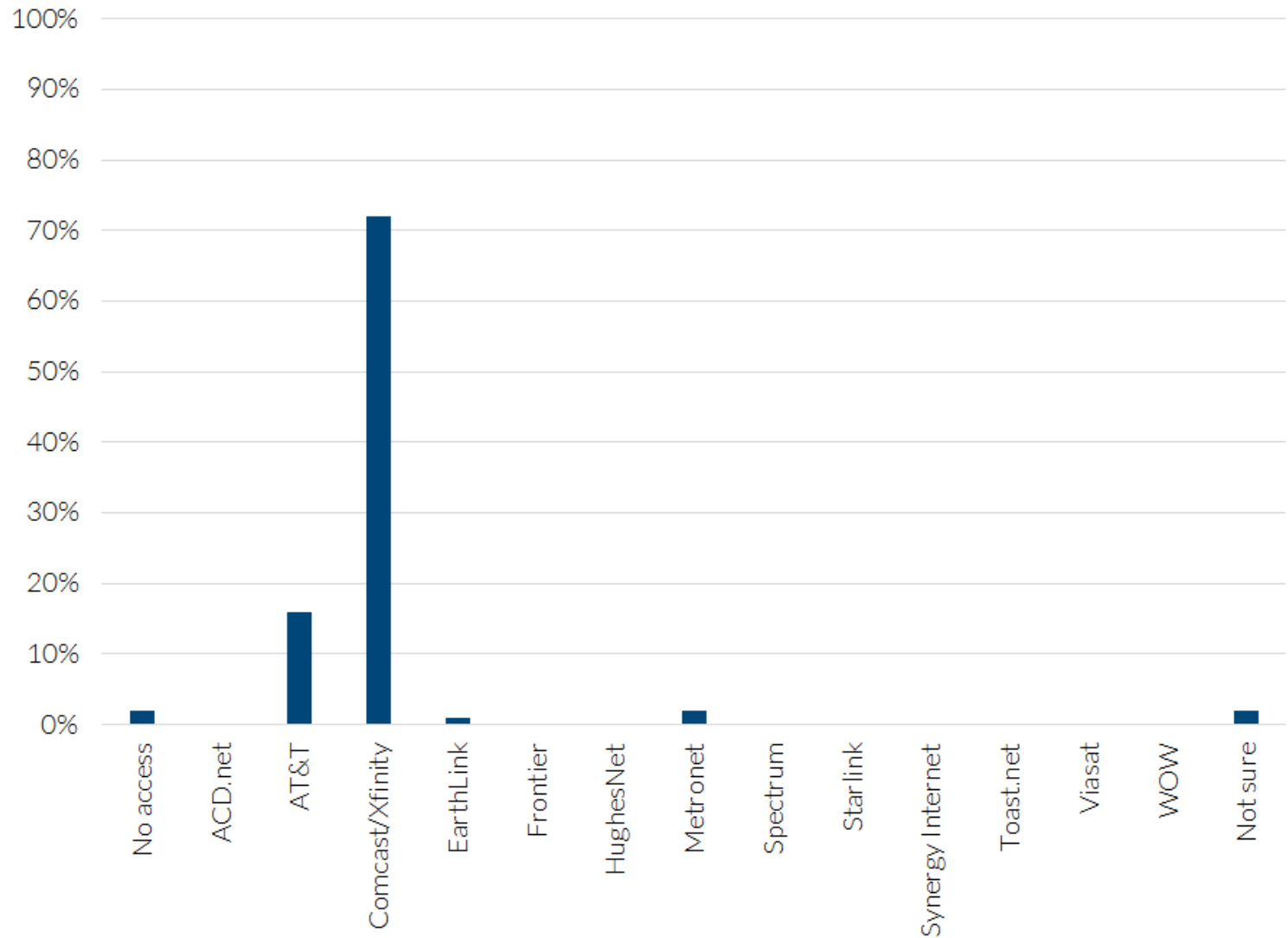


# Word Cloud:

Which languages are spoken in your home?



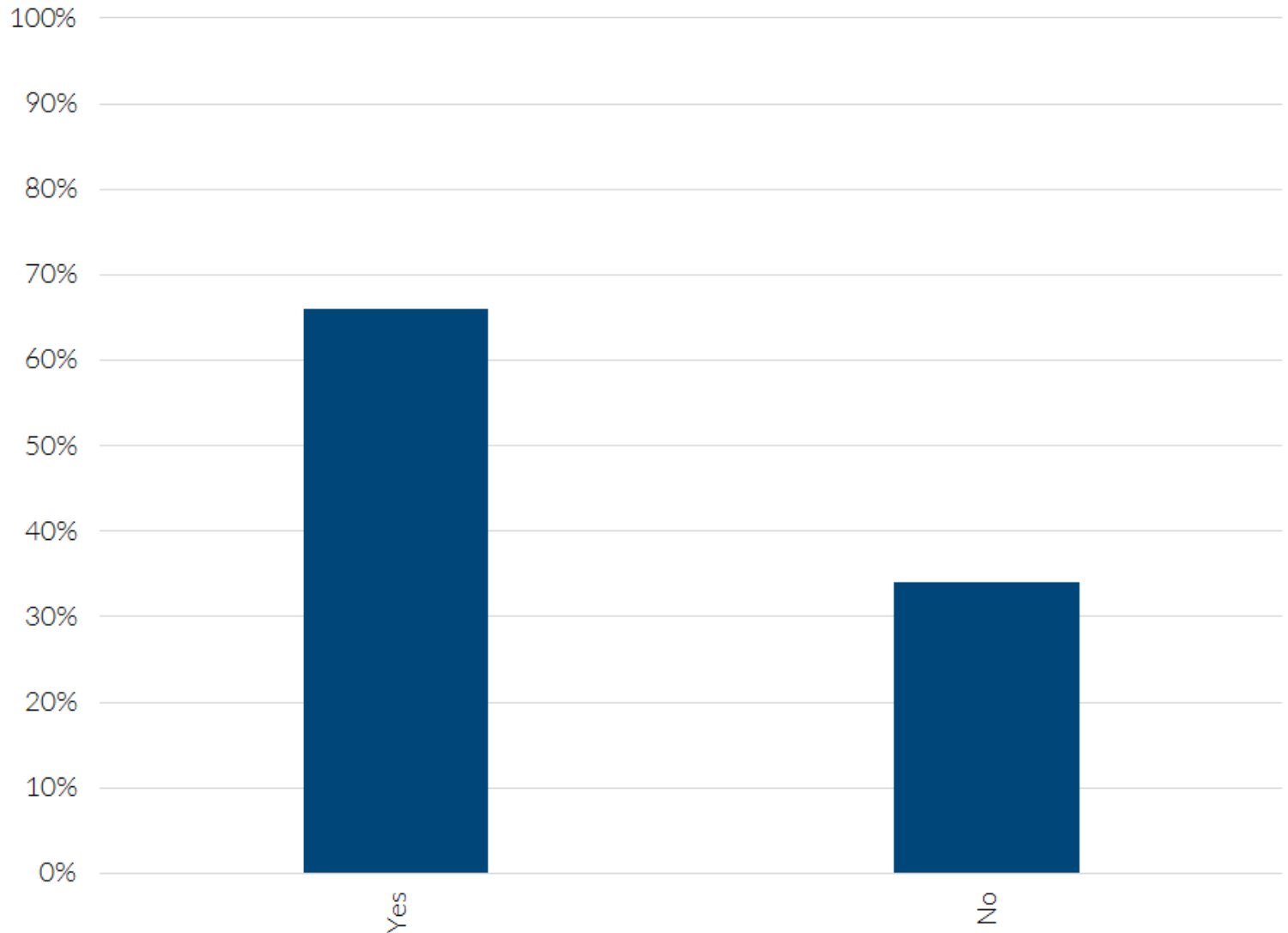
# What is your internet provider?



# Internet Fees

Internet Access Cost Modeling	Current Costs	Fair Cost	Maximum Cost
Average	\$110	\$55	\$76
Median	\$90	\$50	\$60

# Do you support a Township Broadband Millage?

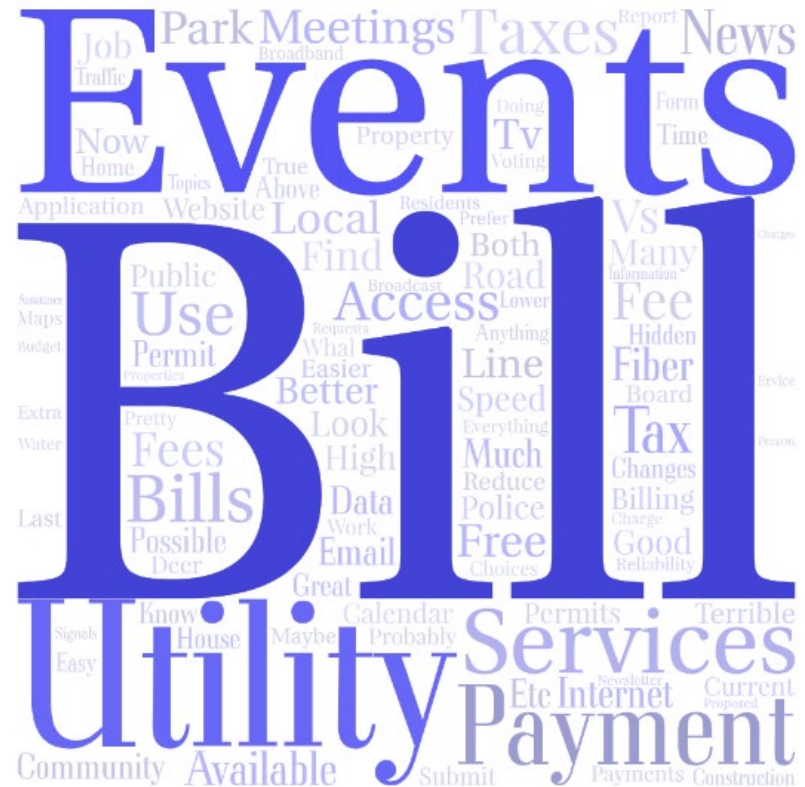


## Word Cloud:

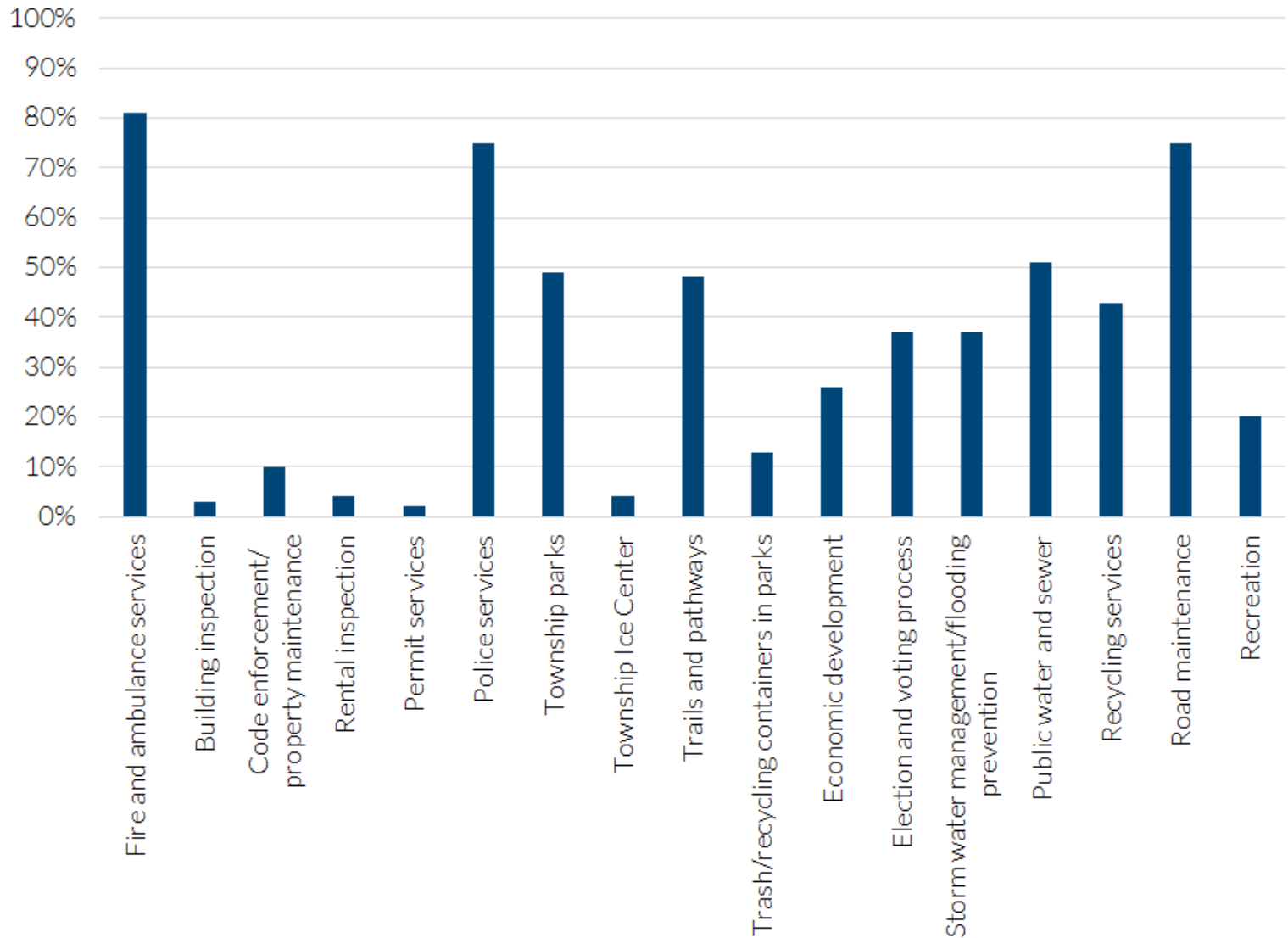
Which Township Services would you like to see available online?

Top Themes:

1. **Events** : The community would like more communication regarding events on the website. They would also like more town meetings broadcasted.
2. **Bill**: People in the community would like bill payments without a service change. They would also like to see more options for which bills can be paid online.
3. **Utility**: People are looking for an updated system for utility bill payments.

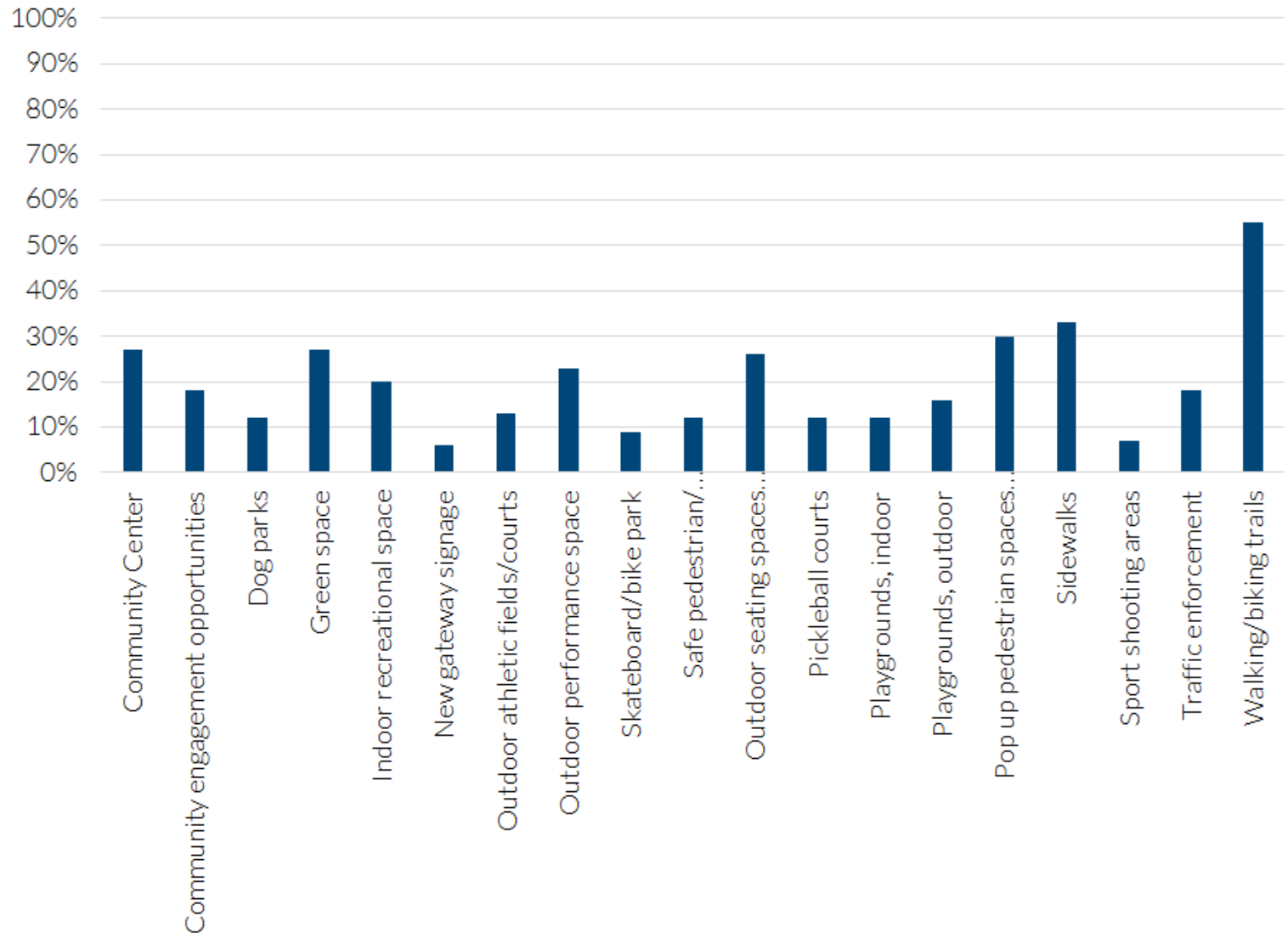


# Which six Township services are most important to your household?

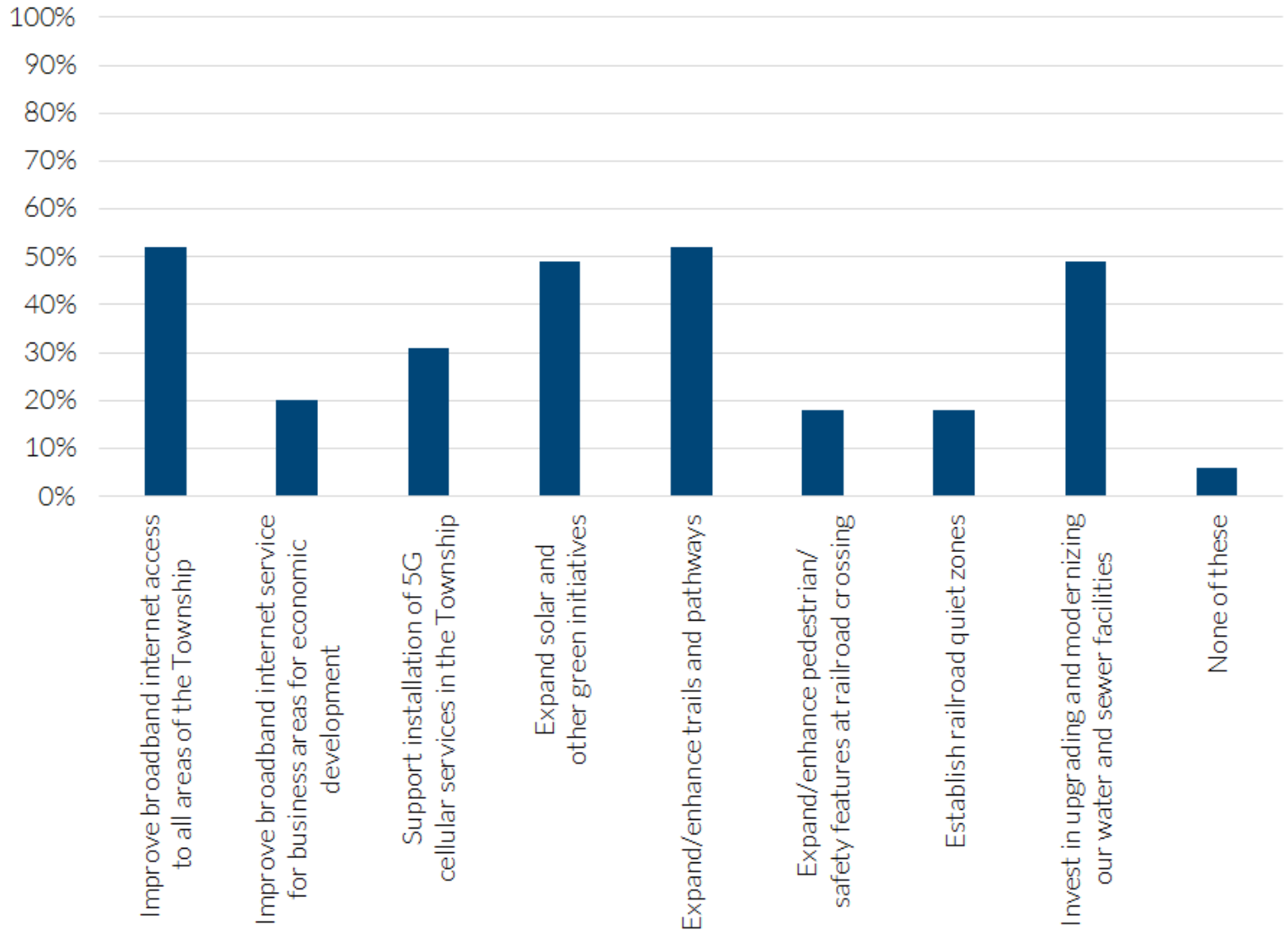




# Which community amenities would you like to see added or improved?



# Which of the following improvement should the Township pursue?



## Word Cloud:

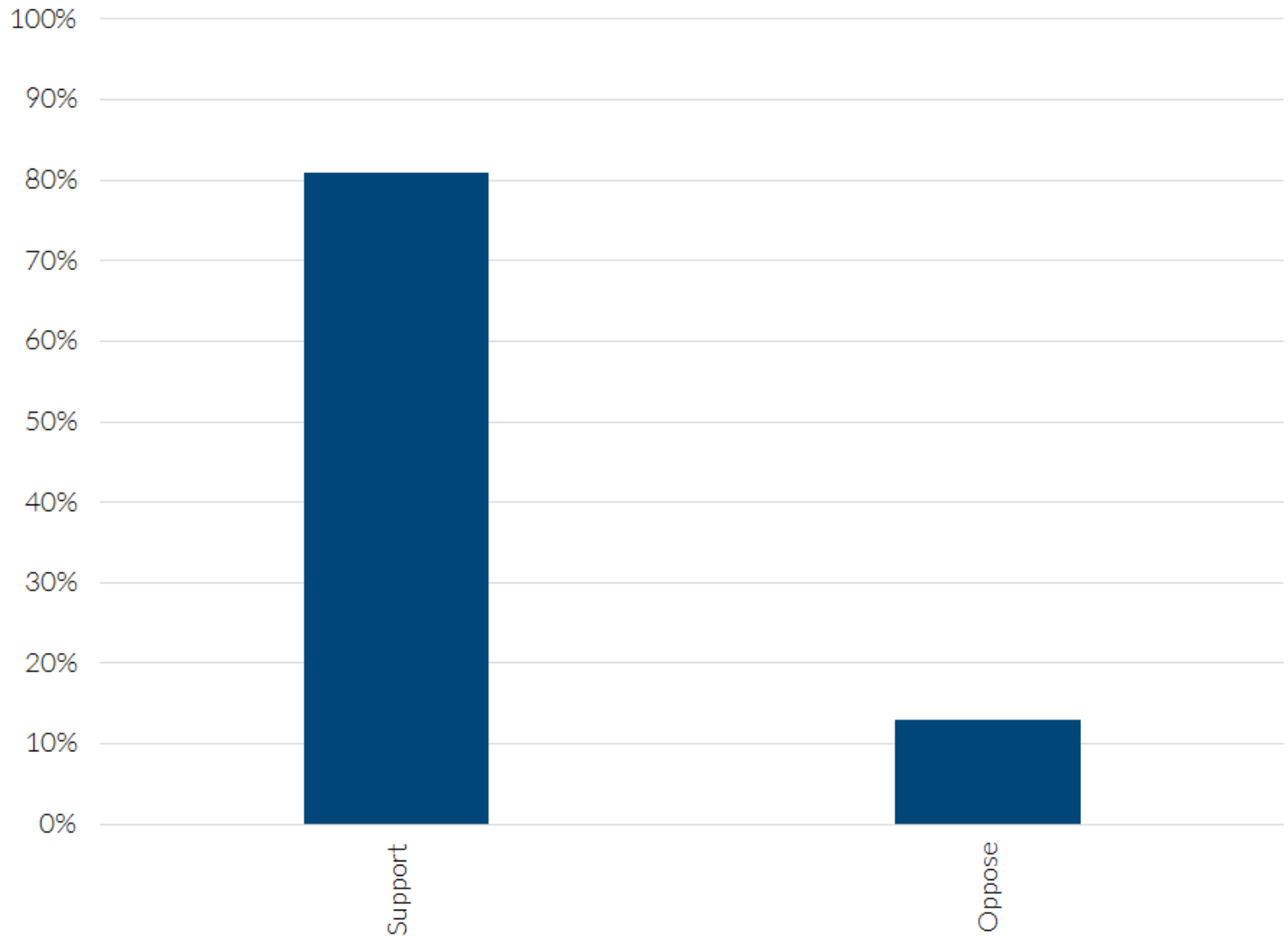
What other community amenities would you like to see considered for the future?

Top Themes:

1. **Bike:** People in the township would like to see more bike friendly areas downtown. They would also like biking trails.
2. **Park:** The community is looking for more green areas. The term "pocket park" was mentioned.
3. **Pool:** People are looking for more blue areas to relax and beat the heat. A community pool would be a valued improvement.



# Do You Support to continue the Deer Management Program?



# Questions