

City of Oshtemo Resident Study

July 2023 - DRAFT

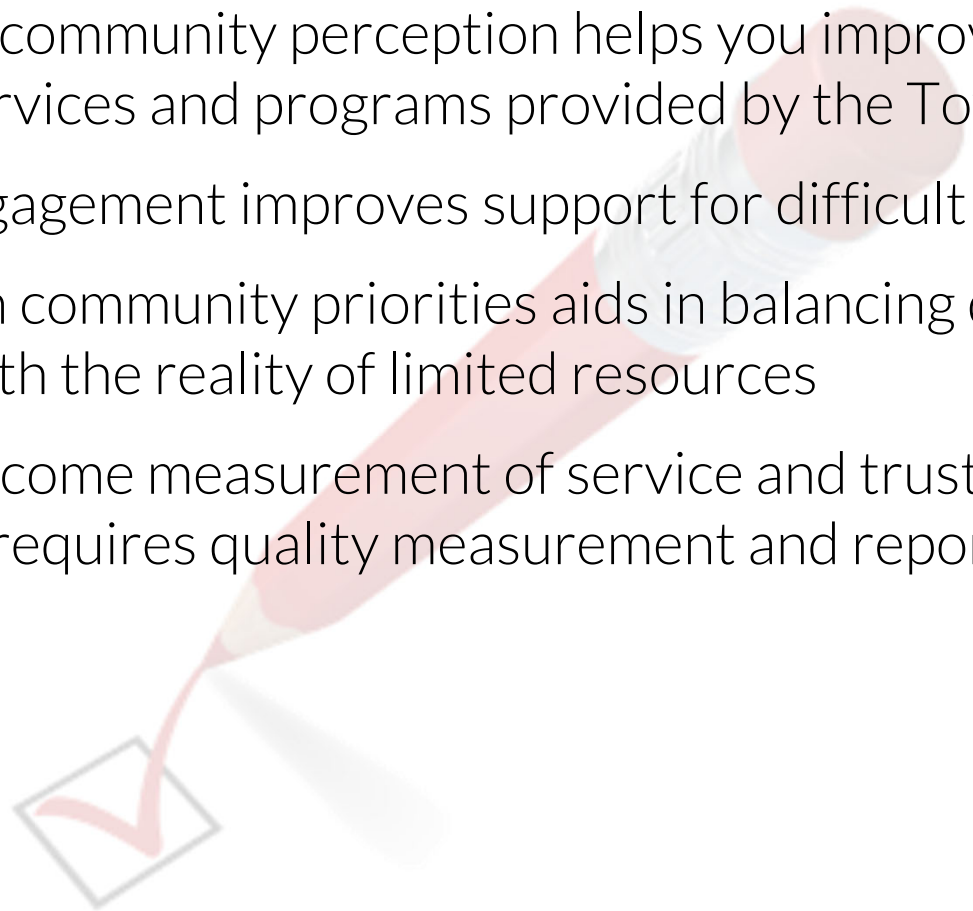


Background on Cobalt Community Research

- 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 Township decisions
- Understanding community perception helps you improve and promote the services and programs provided by the Township
- 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: quality administration requires quality measurement and reporting



Study goals

- Support budget and strategic planning decisions with additional community engagement
- Ensure baseline service measures are monitored to support improvements and transparency
- Identify which aspects of community provide the greatest leverage on residents' overall satisfaction and outcomes such as remaining in the community and recommending the community to others
- Understand results in context by benchmarking performance against statewide, regional and national indices that also measure industries and major organizations across the United States
- Ensure the voices of various demographic groups are heard and appreciated

Bottom line

- The Township outperformed many of the national, regional, and state benchmarks, but scores did soften since 2017
- Areas most strongly linked with community satisfaction and engagement:
 - Taxes
 - Township Image
 - Economic Health
 - Local Government Management
- Sheriff's Department response and treatment of citizens above benchmarks
- Concerns about safety (safe place to bike and walk, safe place to walk at night)
- Park scores above benchmarks

Bottom line

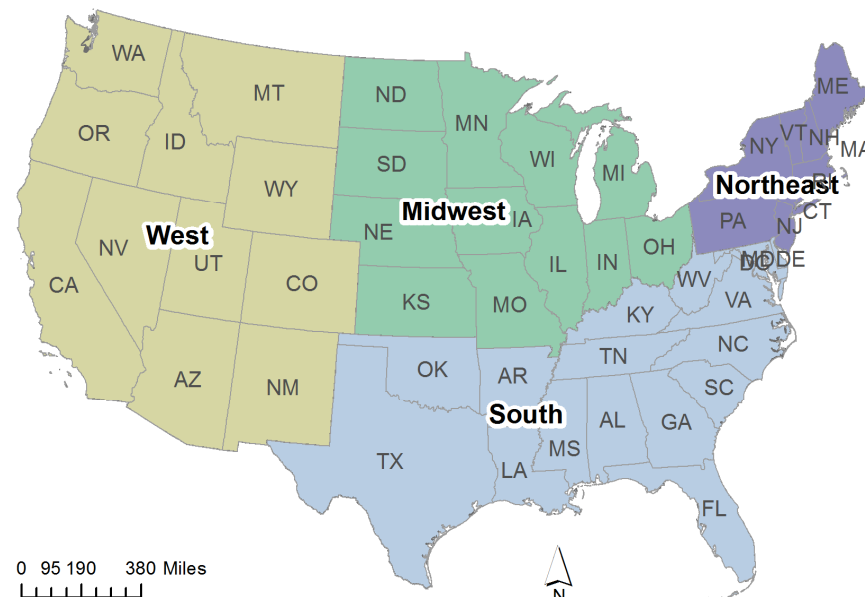
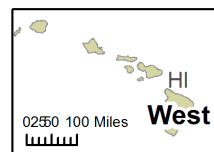
- Ratings of Township leadership and management softened
- Want more restaurants and independent businesses, as well as grocery stores and fitness/wellness businesses
- Like the natural setting, convenient location, small-town feel and safe feeling
- Dislike traffic issues including congestion and safety, high taxes, maintenance concerns, and limited communication
- Increased support for one company contract for garbage/recycling
- Limited support for additional funding except when it comes to maintaining and improving existing parks
- Would like to see improved maintenance/cleaning in the parks

Methodology

- Random sample of 2000 residents drawn from the voter registration list
- 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-June 2023. Residents had the option to respond online with unique ID number
- Valid response from approximately 330 residents, providing +/- 5.3 percent margin of error with a confidence level of 95%
 - **Note:** National surveys with a margin of error +/- 5% require a sample of 384 responses to reflect a population of 330,000,000

Available Tools

- Comparison scores with local governments in Michigan, the Midwest and across the nation
- Comparison scores with non-local government comparables (industries, companies, federal agencies) at www.theacsi.org
- Detailed questions and responses broken by demographic group and “thermal mapped,” so lower scores are red and higher scores are blue



Preserving Voice: Looking Into Detail

2023 Oshtemo Resident Survey Rating Questions <i>330 Responses, +/- 5.3%</i>		Transportation Infrastructure					
		Street maintenance/repair	Road signage	Traffic congestion on the roads	Public transportation options	Accommodation for bicycle and foot traffic	Ease of finding parking
2013 Overall		6.0	-	-	6.1	5.7	-
2017 Overall		5.3	-	-	5.9	5.7	-
2023 Overall		5.5	7.5	6.5	6.5	6.2	8.0
Residence	Less than 1 year *	4.8	7.0	6.1	6.0	5.5	8.3
	1-5 years	5.8	7.7	6.8	6.9	6.2	8.1
	6-10 years	4.6	6.8	6.3	6.5	5.6	7.9
	11-20 years	5.7	7.4	6.4	5.9	6.3	8.1
	More than 20 years	5.6	7.8	6.3	6.6	6.6	8.0
Age	18 to 24 *	6.2	8.6	7.8	6.8	7.5	7.8
	25 to 34 *	6.1	7.8	6.8	6.9	5.4	8.1
	35 to 44 *	6.0	7.1	6.1	5.9	6.0	7.8
	45 to 54	5.1	7.3	6.6	6.2	5.8	8.3
	55 to 64	4.9	7.0	5.9	5.4	5.8	7.7
	65 or over	5.5	7.6	6.5	6.8	6.5	8.0

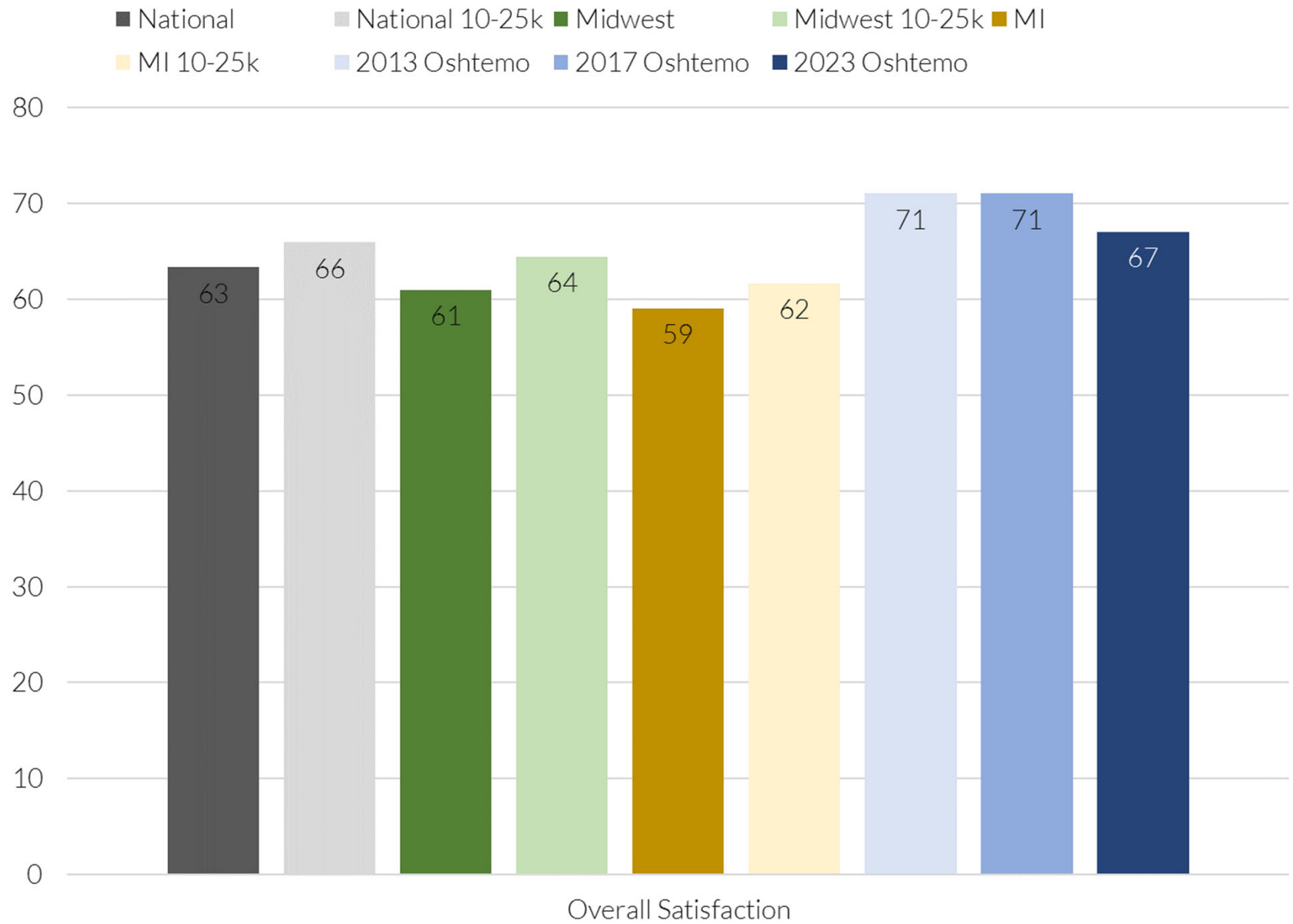
↑
Checked Scores
that Vary by
Demographics

↑
Consistent Scores
Regardless of
Demographics

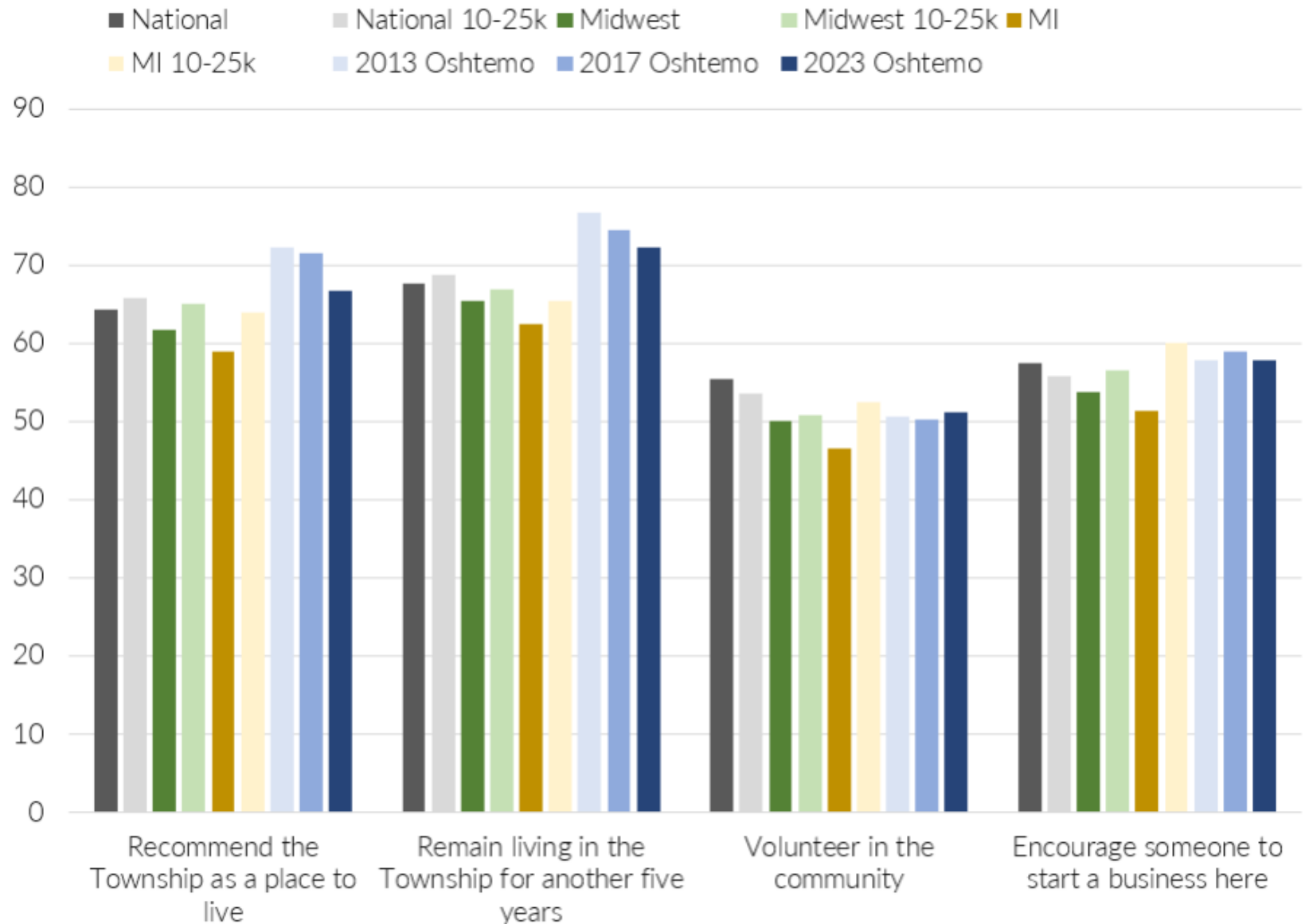
Results



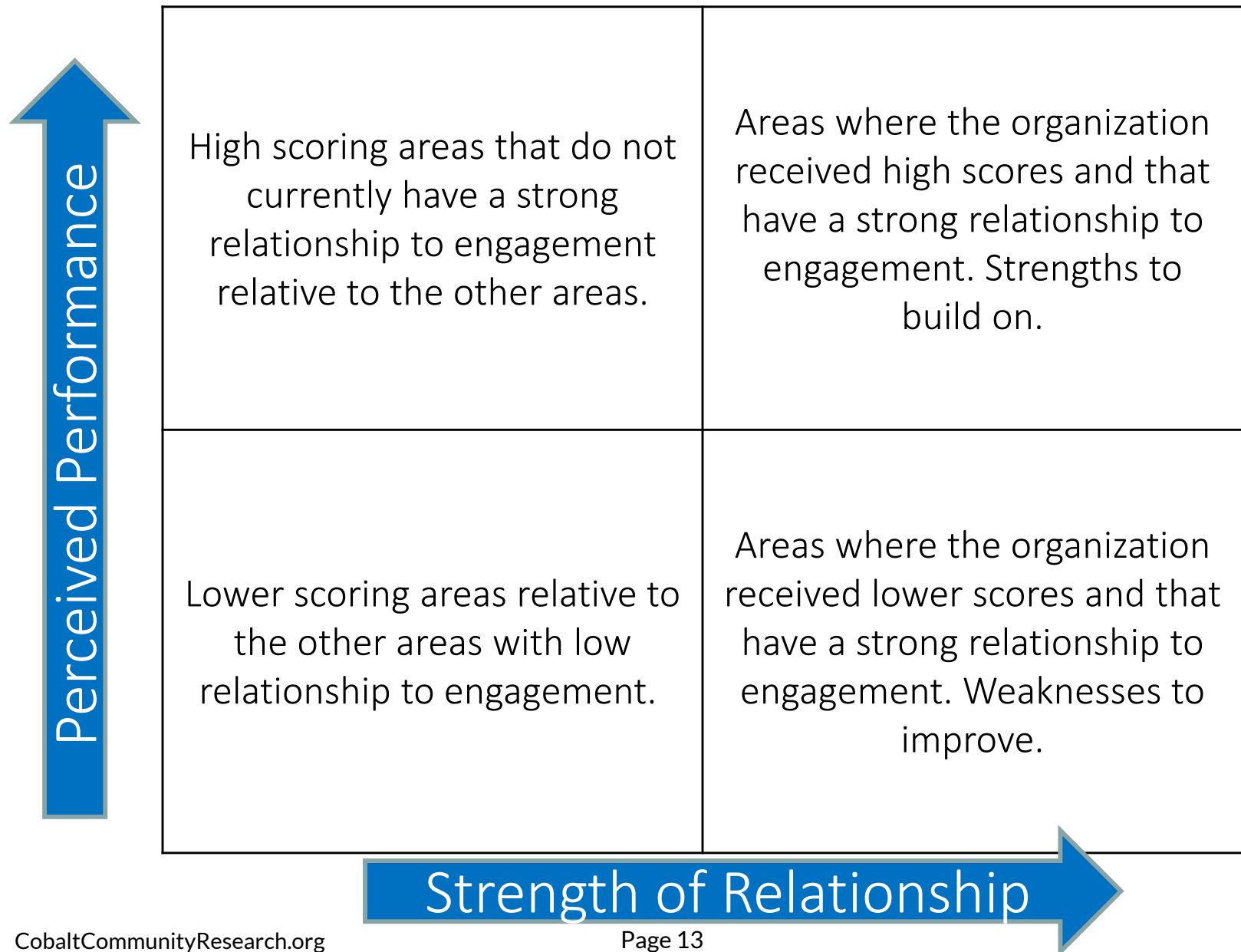
Overall ACSI Scores in Context



Future Actions

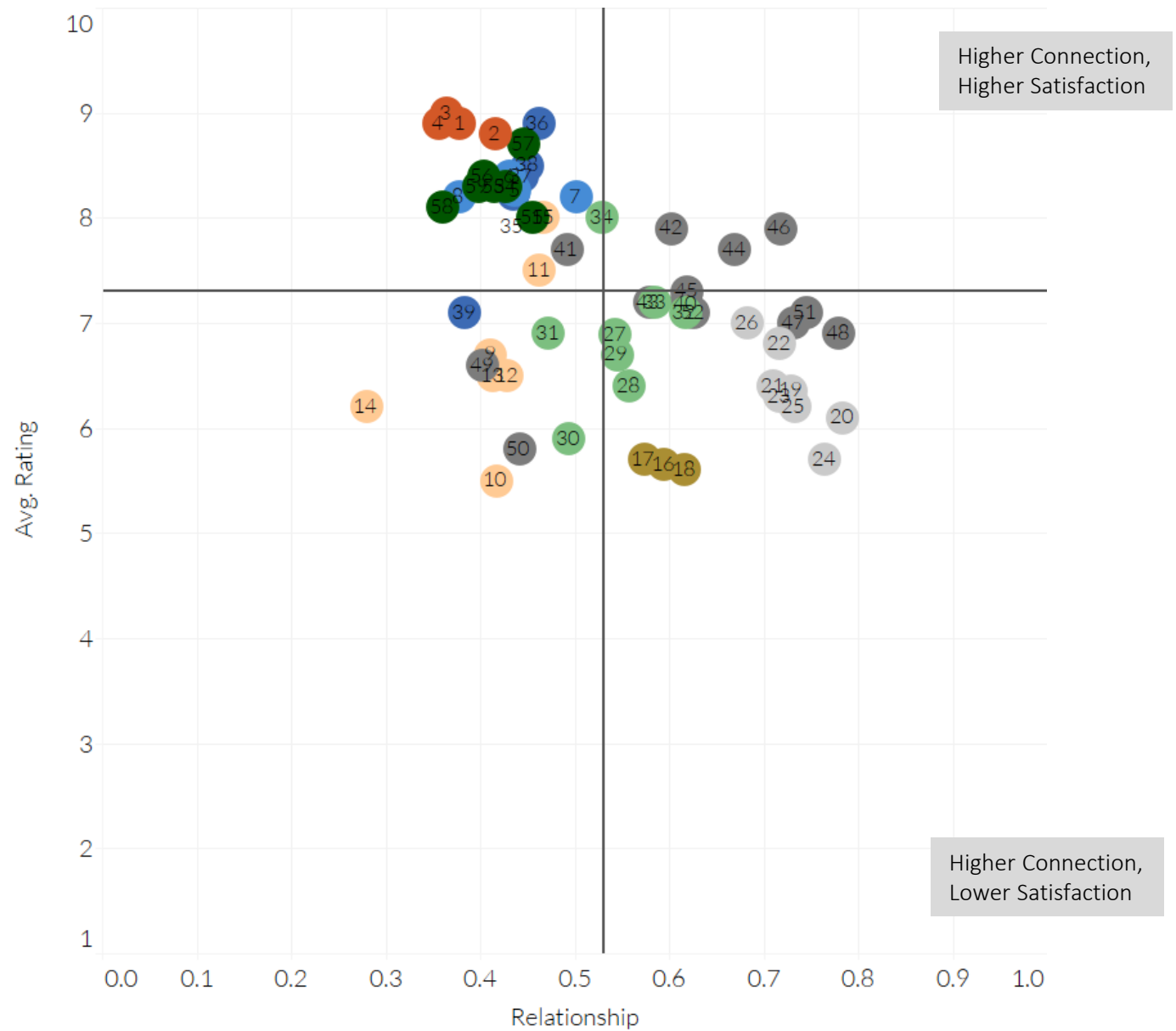


Community Questions – Long-term Drivers



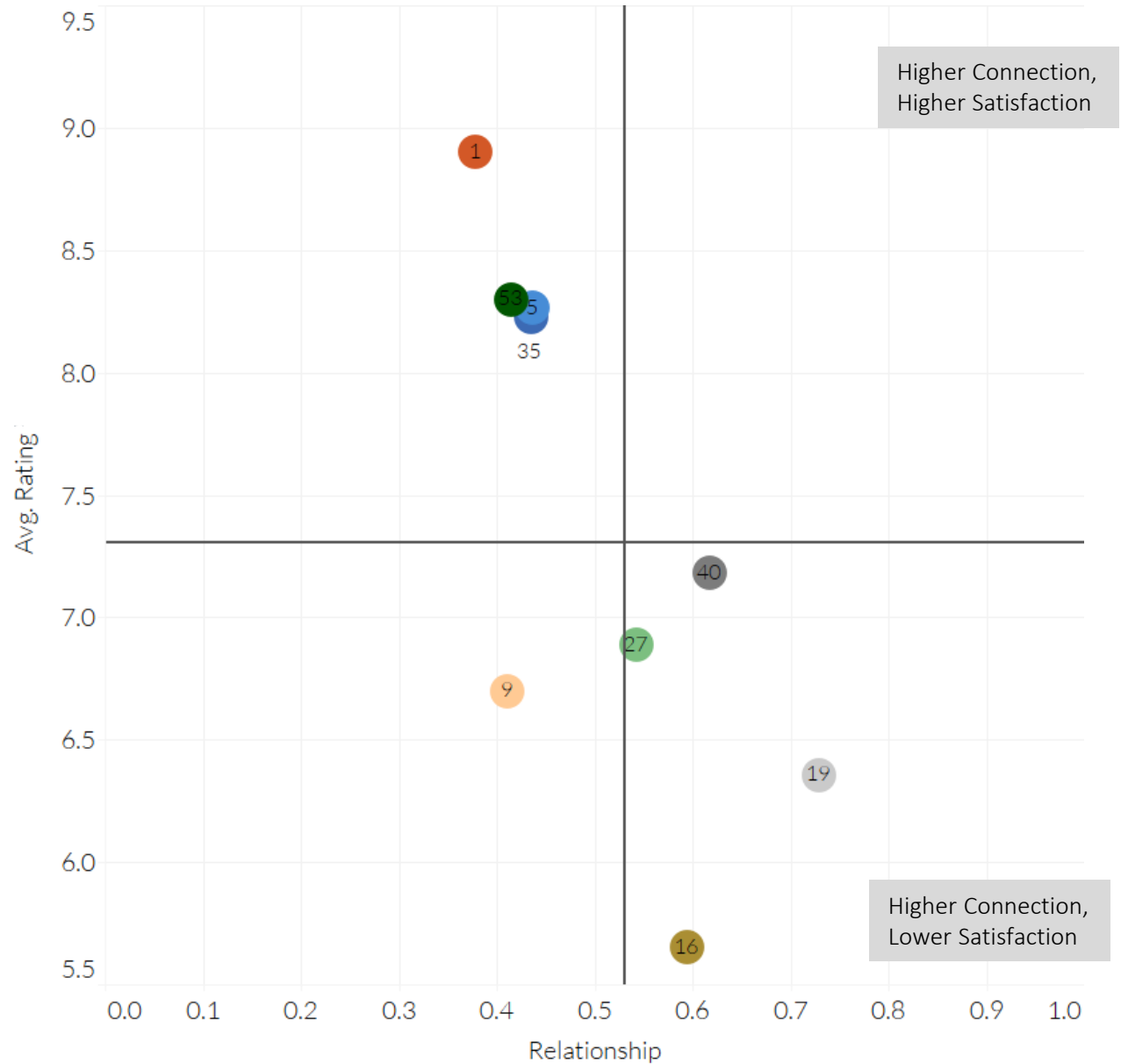
Drivers of Satisfaction and Behavior: Strategic Priorities

1	Fire/EMS Overall
5	Law Enforcement Overall
9	Transportation Overall
16	Taxes Overall
19	Local Government Overall
27	Economic Health Overall
35	Shopping Overall
40	Township Image Overall
53	Parks and Rec Overall

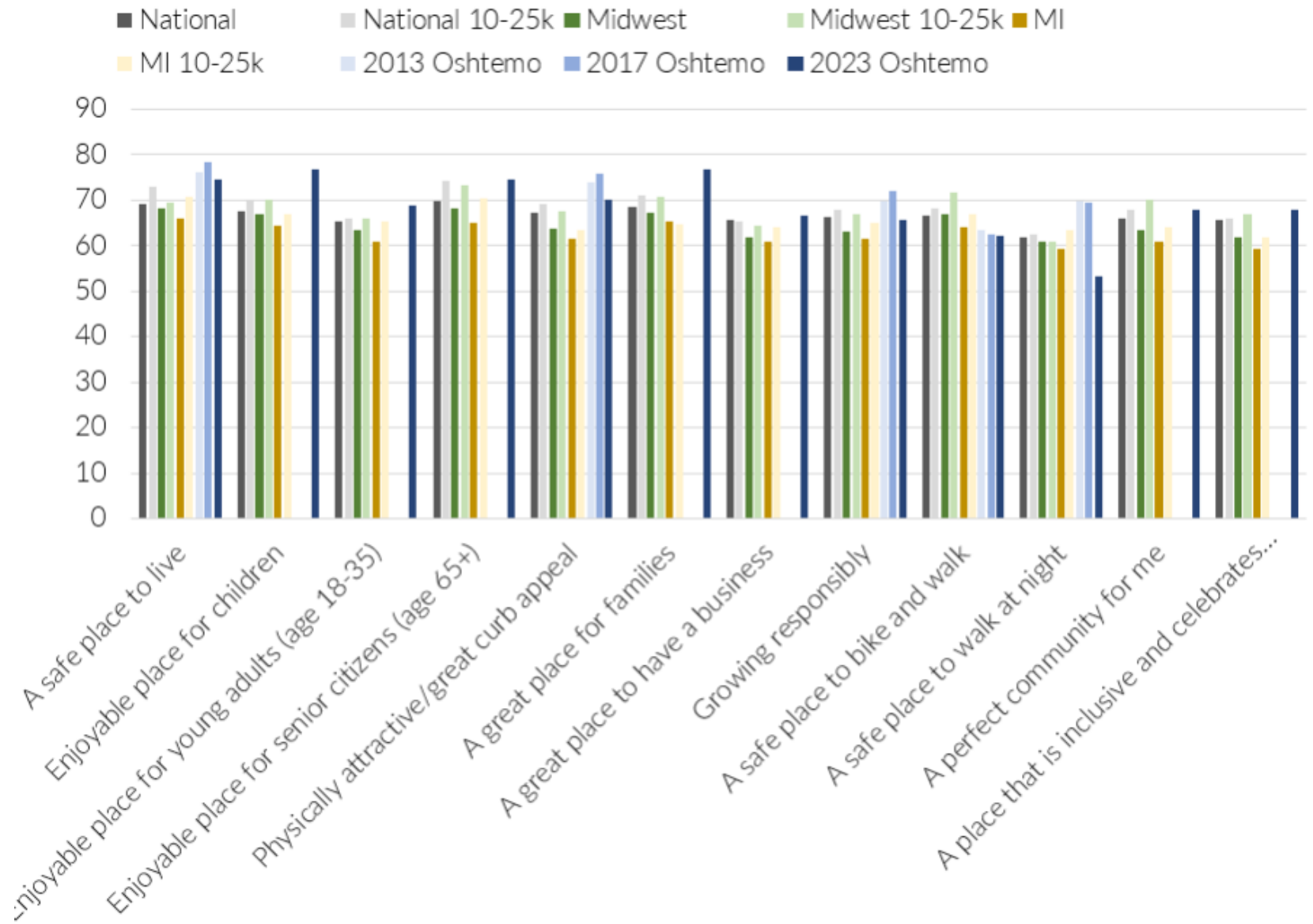


Drivers of Satisfaction and Behavior: Strategic Priorities

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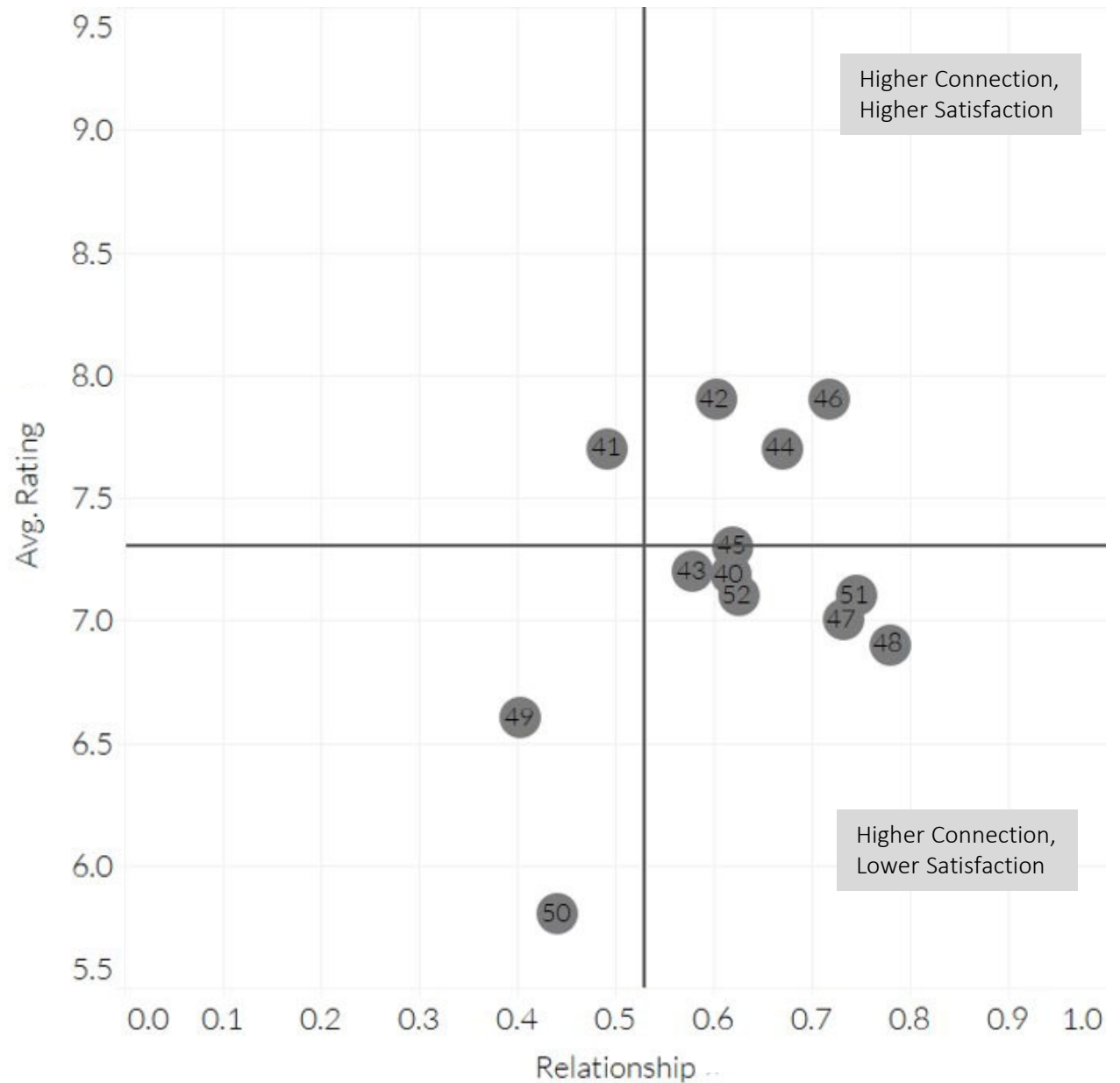


Township Image Overall

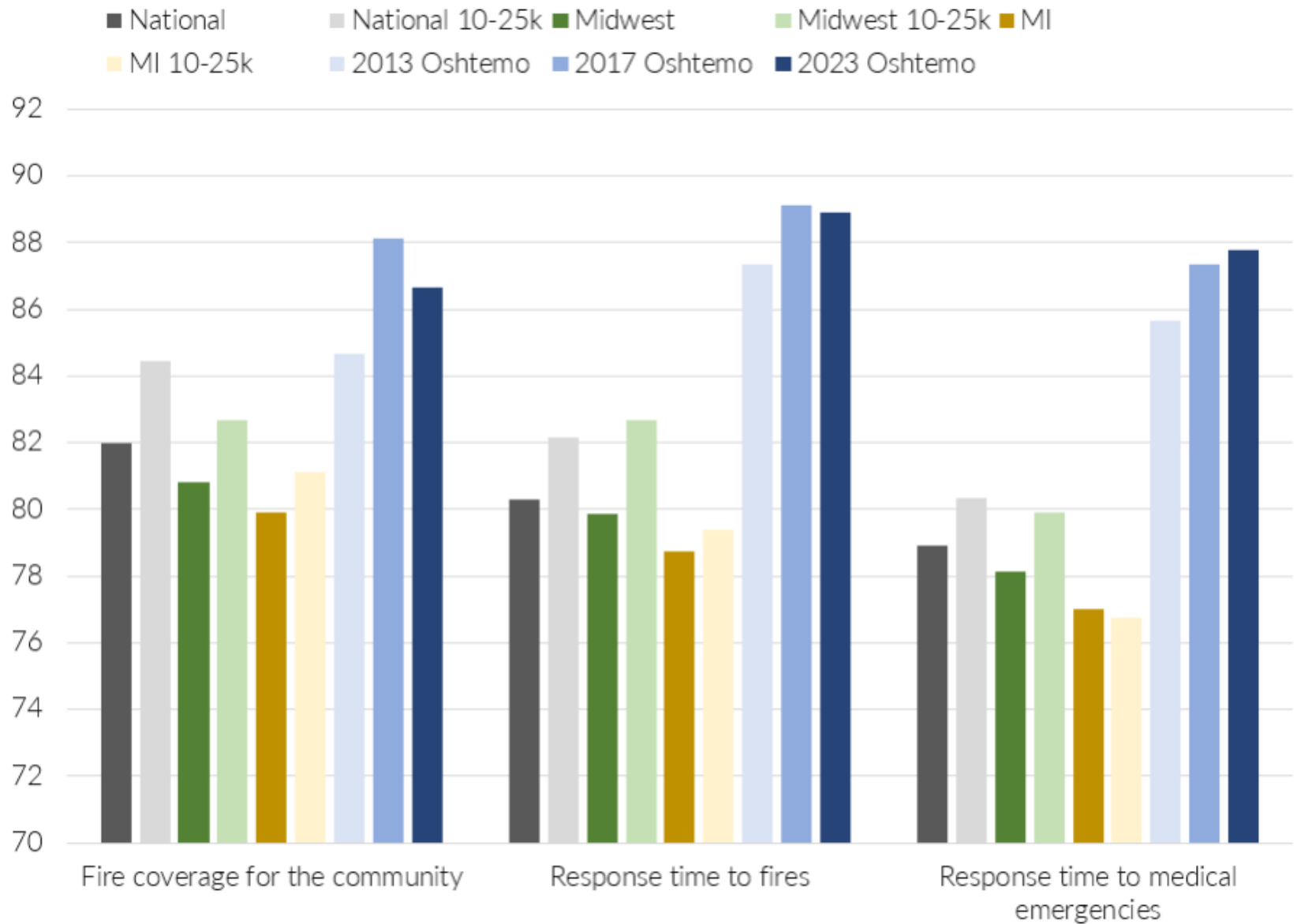


Drivers of Satisfaction and Behavior: Township Image Overall

40	Township Image Overall
41	A safe place to live
42	Enjoyable place for children
43	Enjoyable place for young adults (age 18-35)
44	Enjoyable place for senior citizens (age 65+)
45	Physically attractive/great curb appeal
46	A great place for families
47	A great place to have a business
48	Growing responsibly
49	A safe place to bike and walk
50	A safe place to walk at night
51	A perfect community for me
52	A place that is inclusive and celebrates diversity

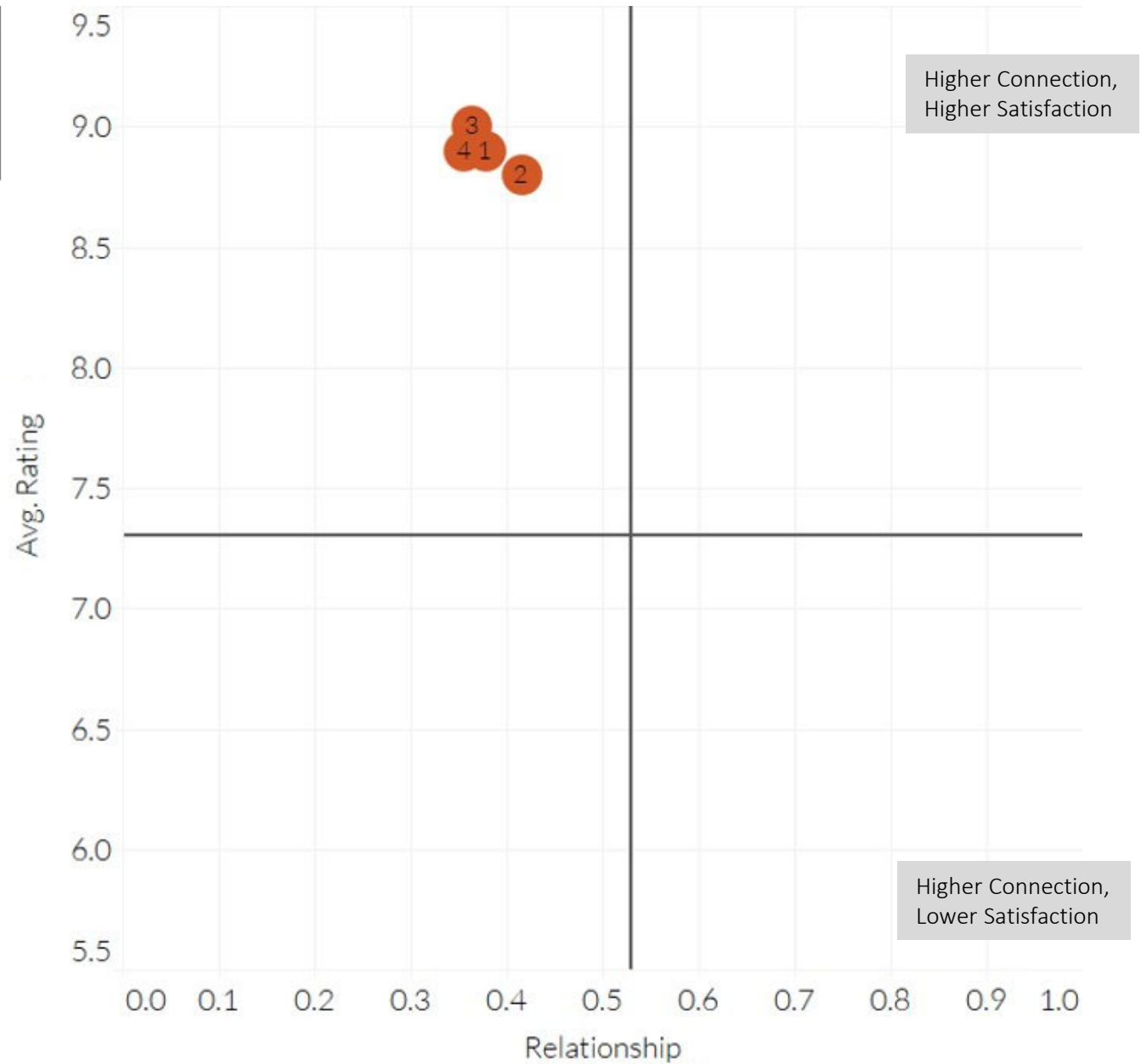


Fire and Emergency Medical Services

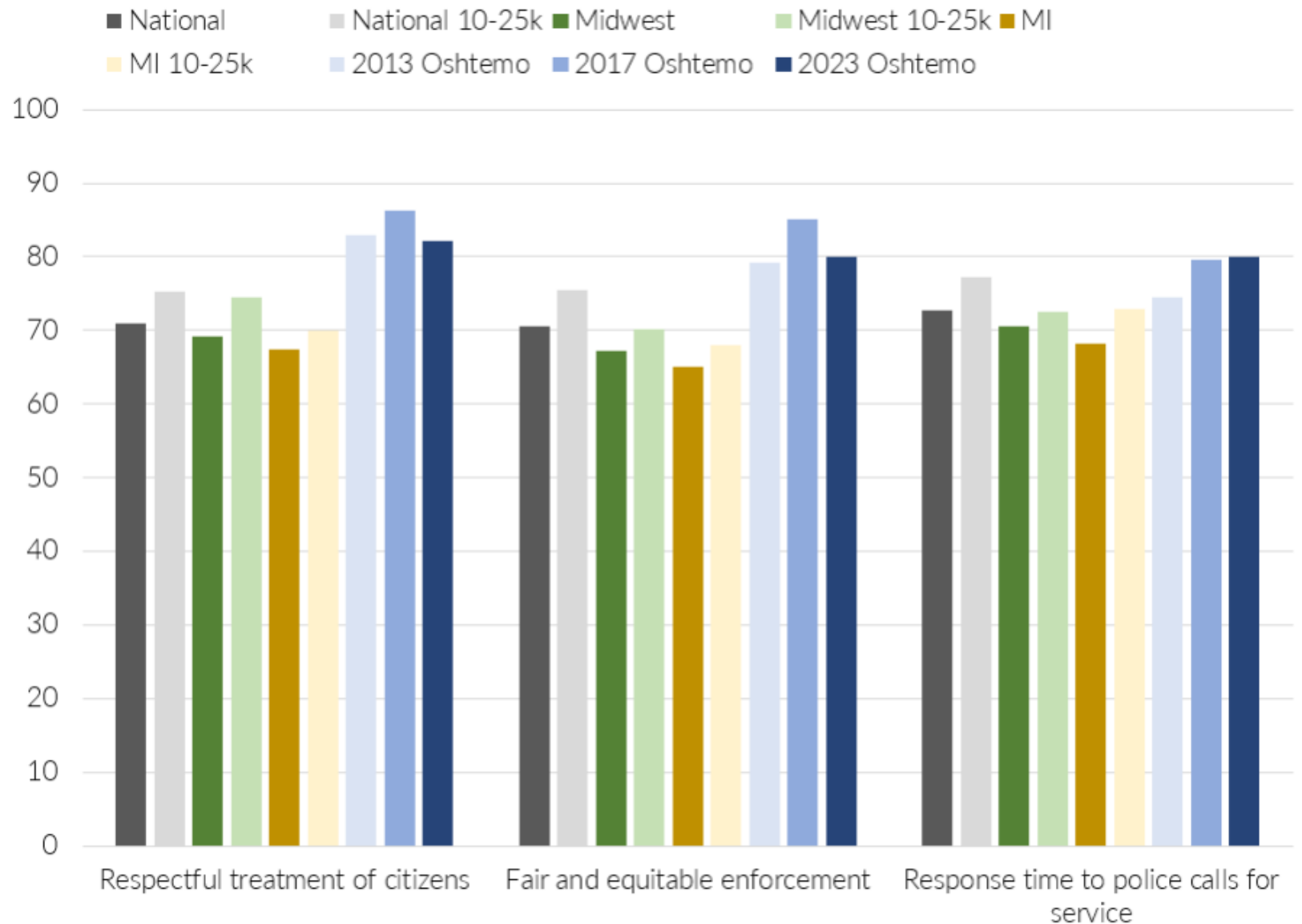


Drivers of Satisfaction and Behavior: Fire/EMS

1	Fire/EMSOverall
2	Fire coverage for the community
3	Response time to fires
4	Response time to medical emergencies

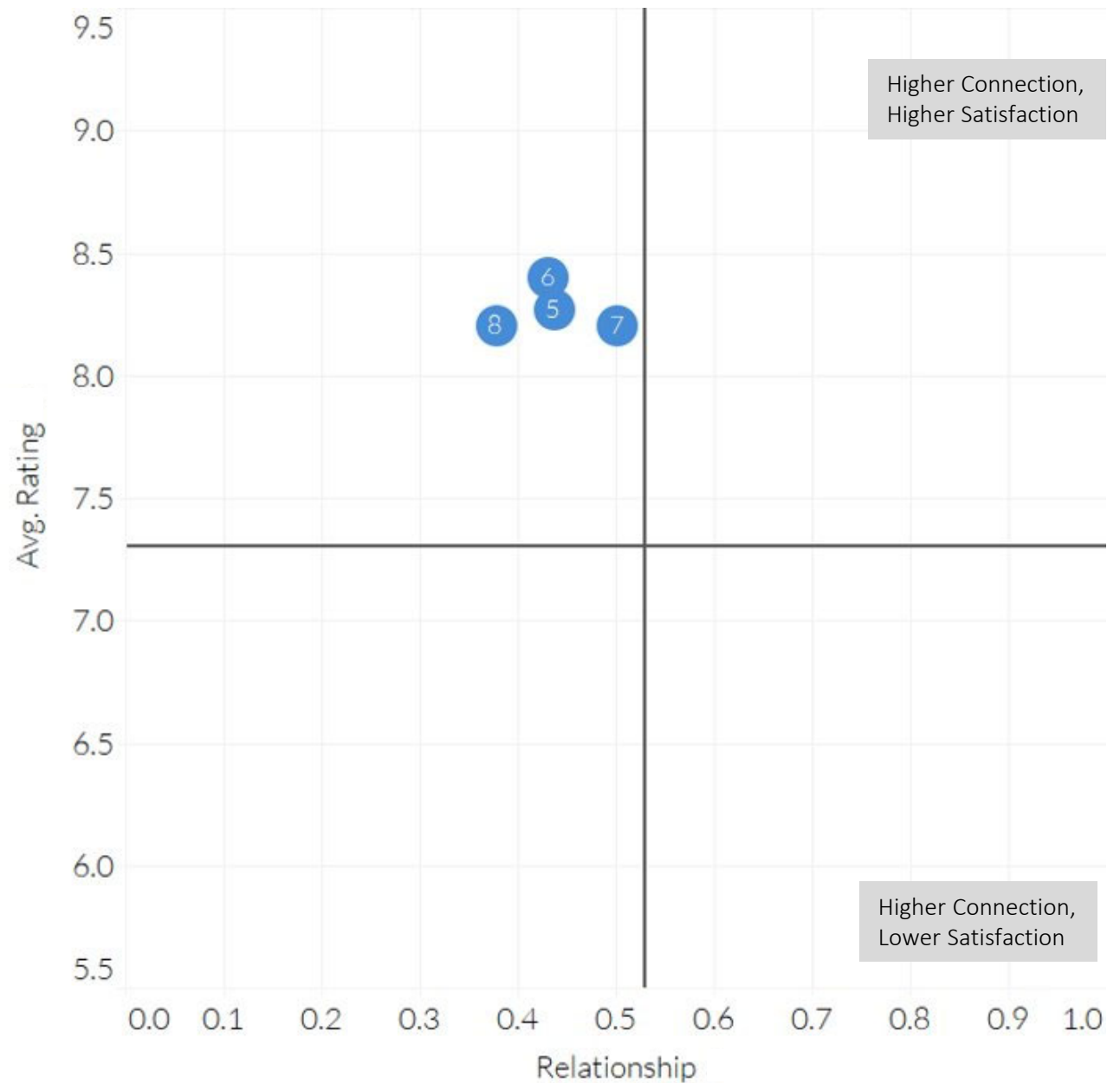


Sheriff's Department Services

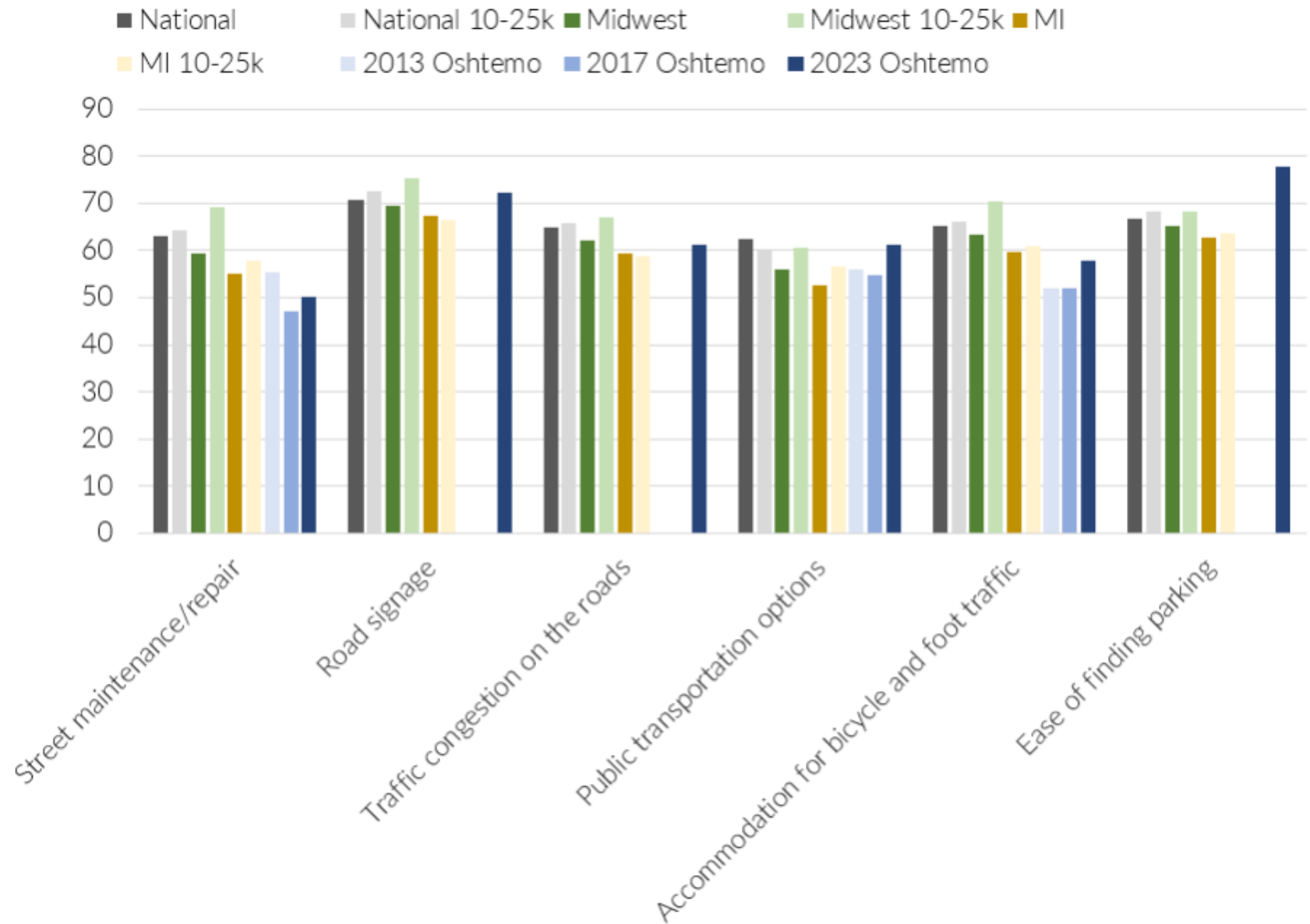


Drivers of Satisfaction and Behavior: Sheriff's Department

5	Law Enforcement Overall
6	Respectful treatment of citizens
7	Fair and equitable enforcement
8	Response time to Sheriff's Department calls for service

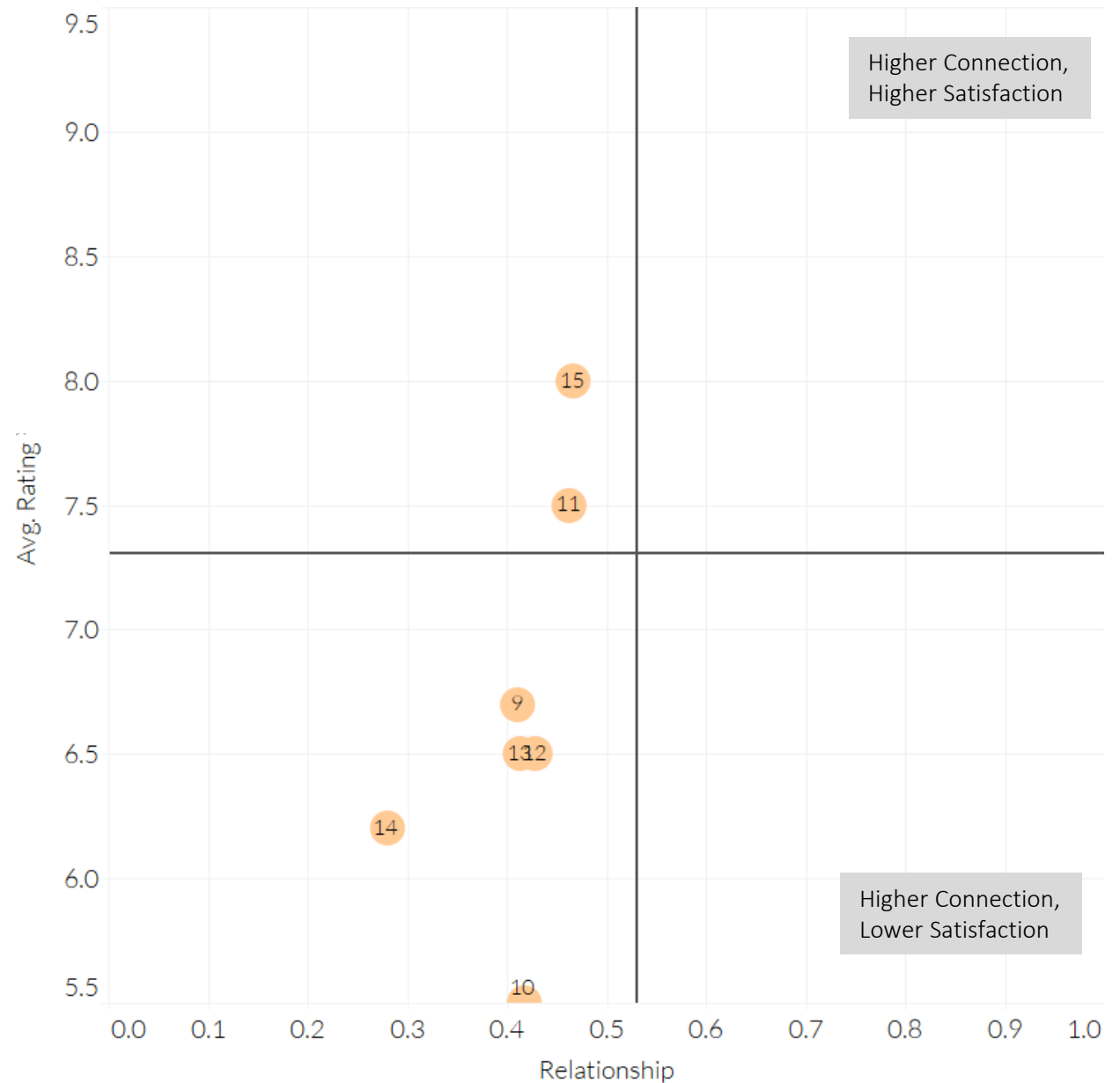


Transportation Infrastructure

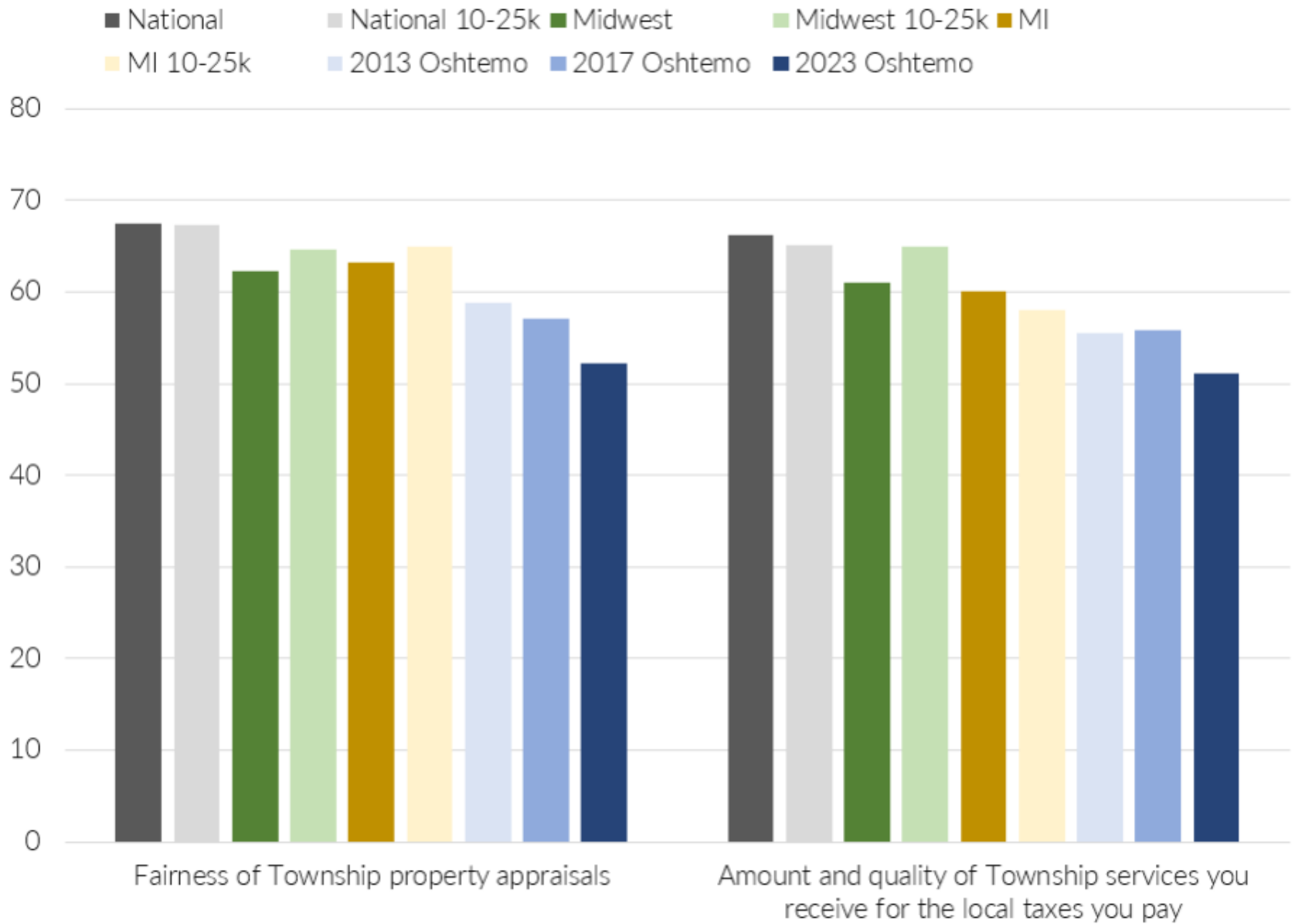


Drivers of Satisfaction and Behavior: Transportation

9	Transportation Overall
10	Street maintenance/repair
11	Road signage
12	Traffic congestion on the roads
13	Public transportation options
14	Accommodation for bicycle and foot traffic
15	Ease of finding parking

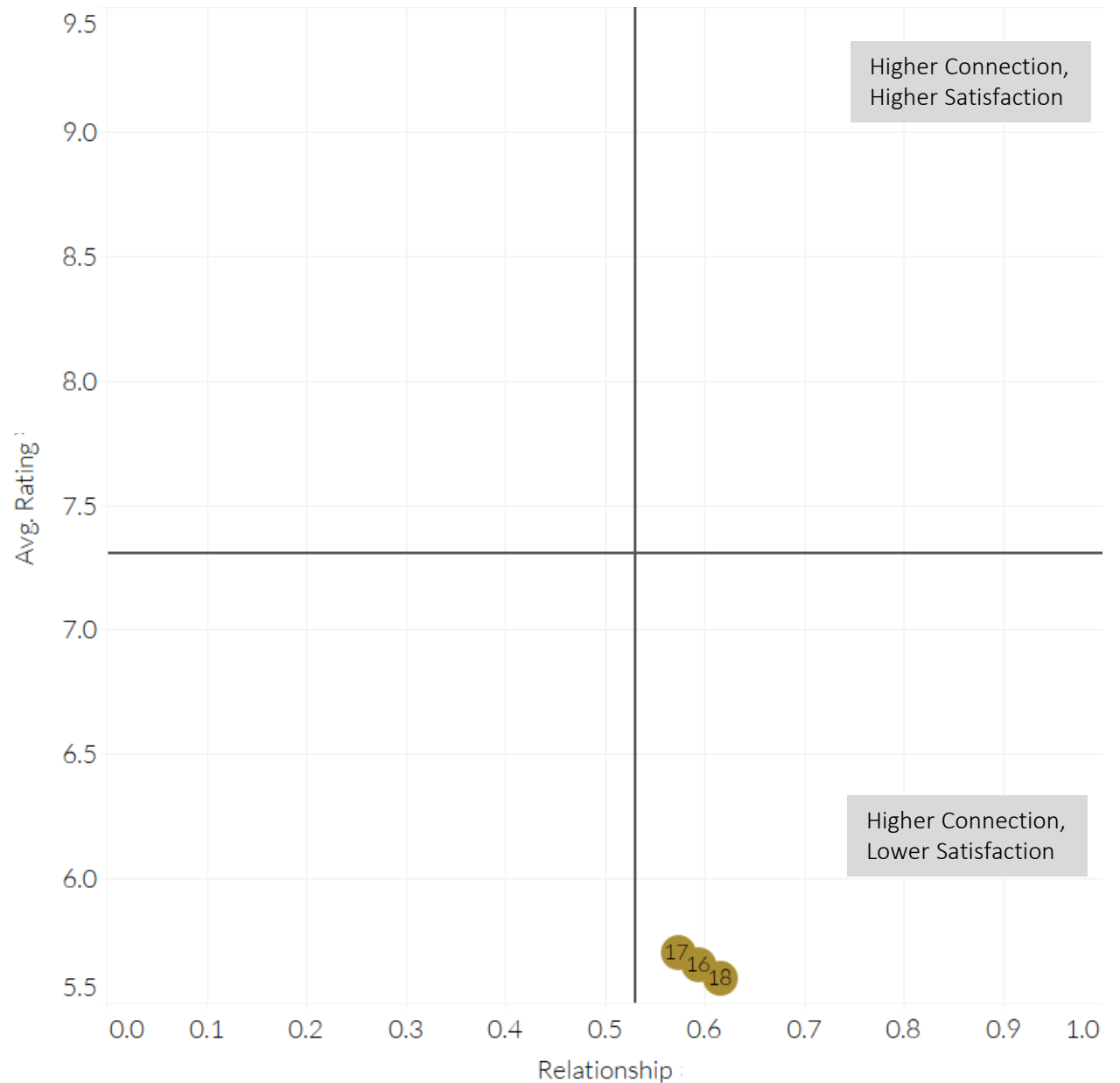


Local Property Taxes

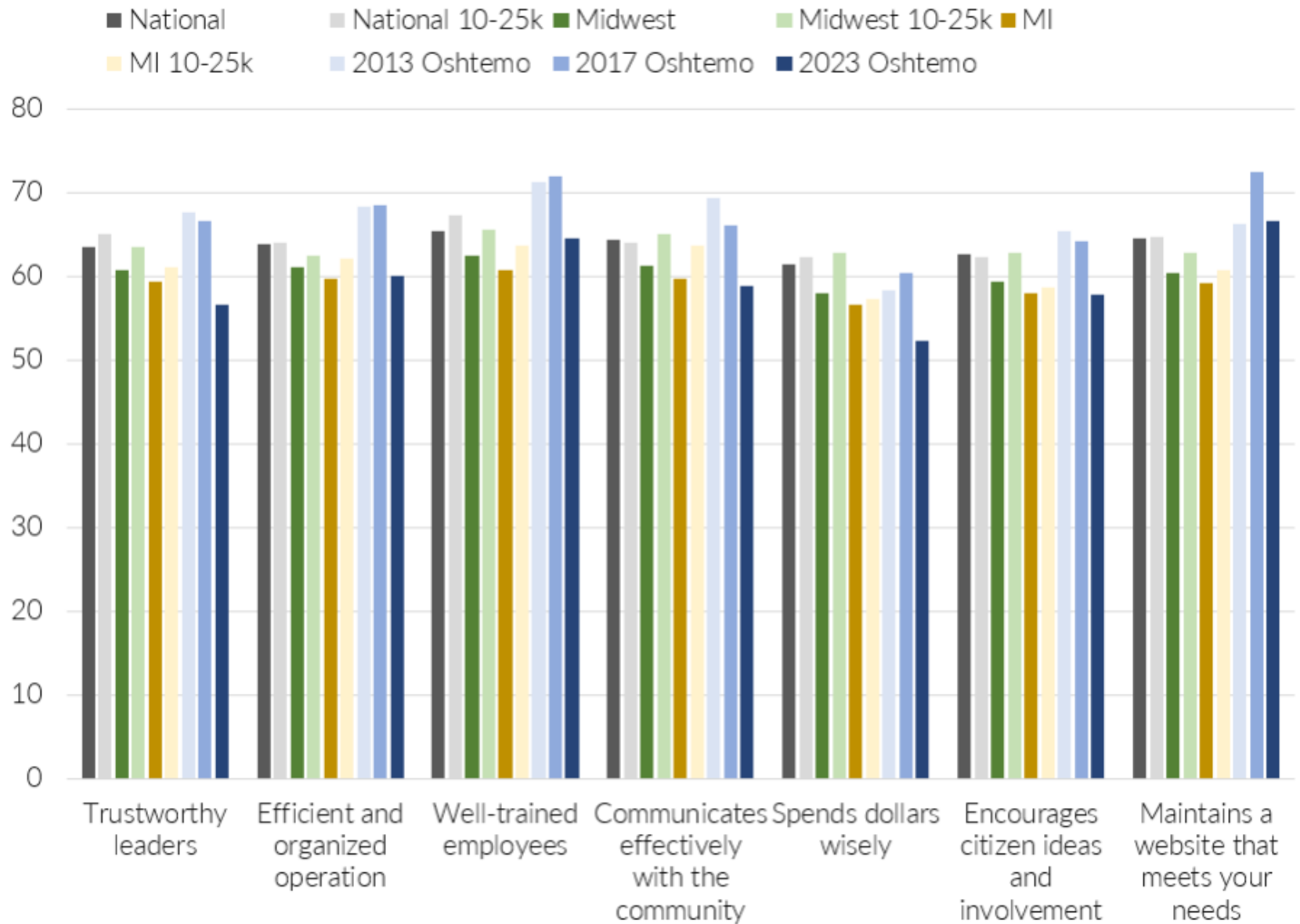


Drivers of Satisfaction and Behavior: Taxes

16	Taxes Overall
17	Fairness of Township property appraisals
18	Amount and quality of Township services you receive for the local taxes you pay

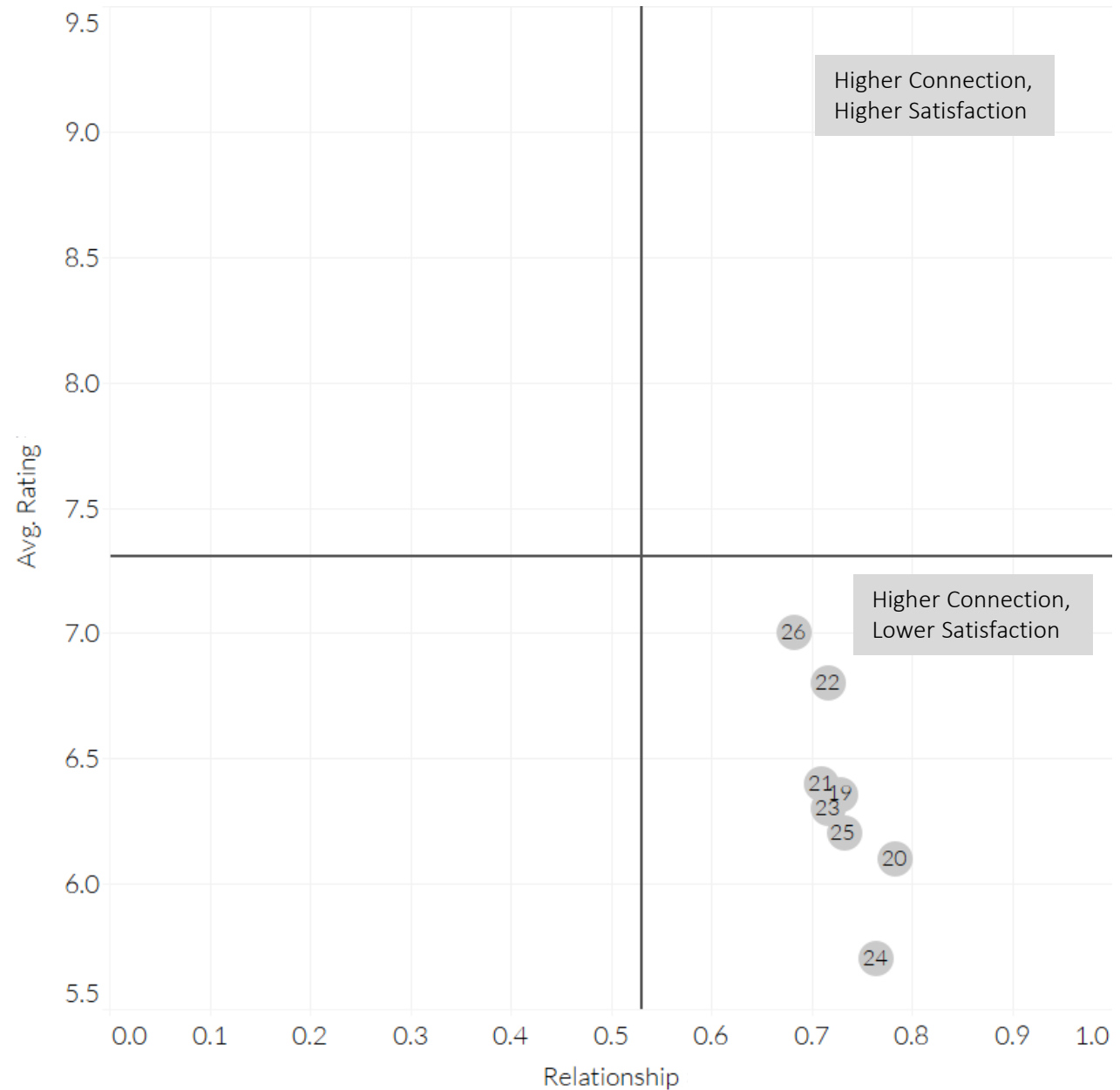


Oshtemo Township Government

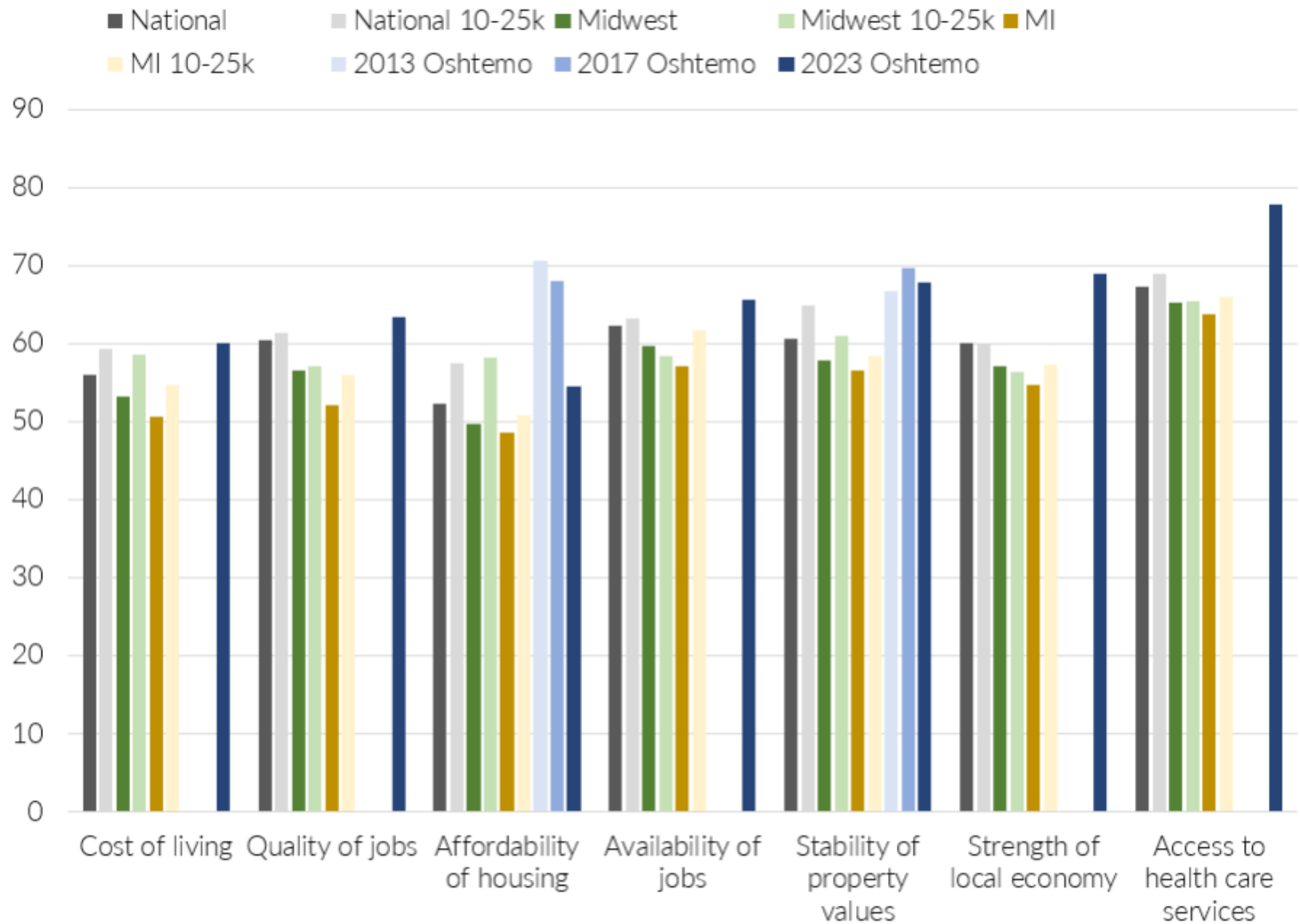


Drivers of Satisfaction and Behavior: Local Government Overall

19	Local Government Overall
20	Trustworthy leaders
21	Efficient and organized operation
22	Well-trained employees
23	Communicates effectively with the community
24	Spends dollars wisely
25	Encourages citizen ideas and involvement
26	Maintains a website that meets your needs

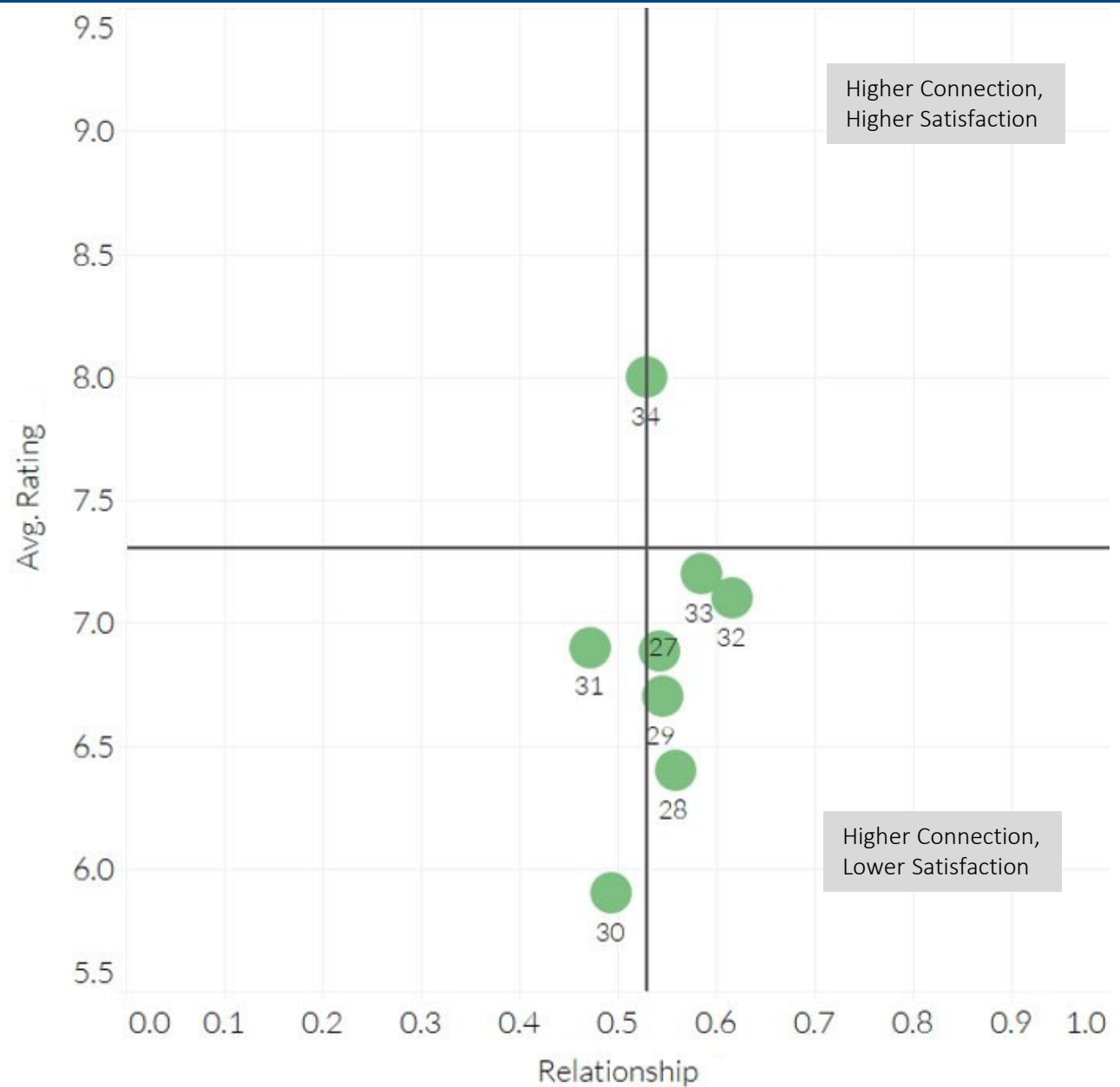


Economic Health

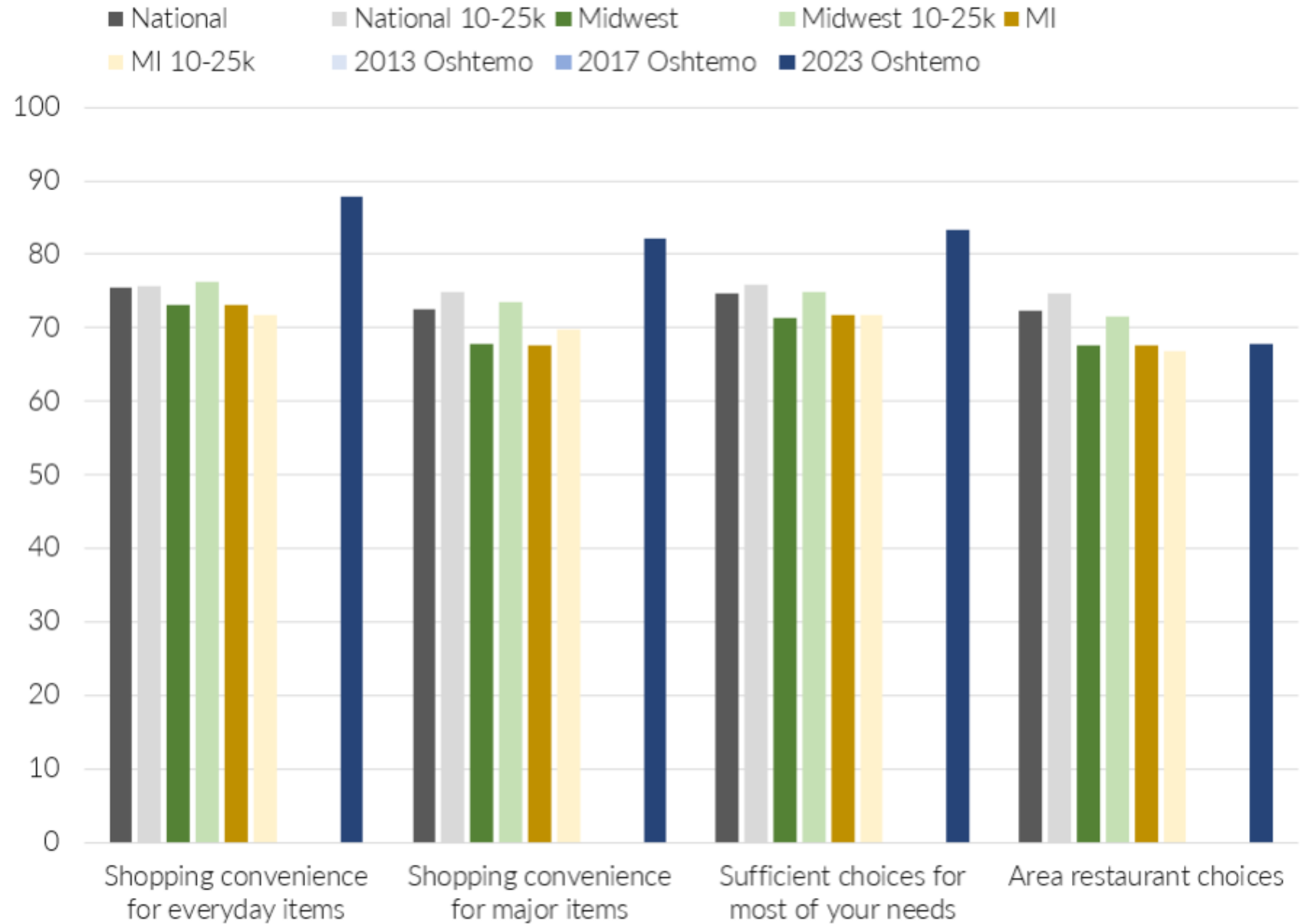


Drivers of Satisfaction and Behavior: Economic Health

27	Economic Health Overall
28	Cost of living
29	Quality of jobs
30	Affordability of housing
31	Availability of jobs
32	Stability of property values
33	Strength of local economy
34	Access to health care services

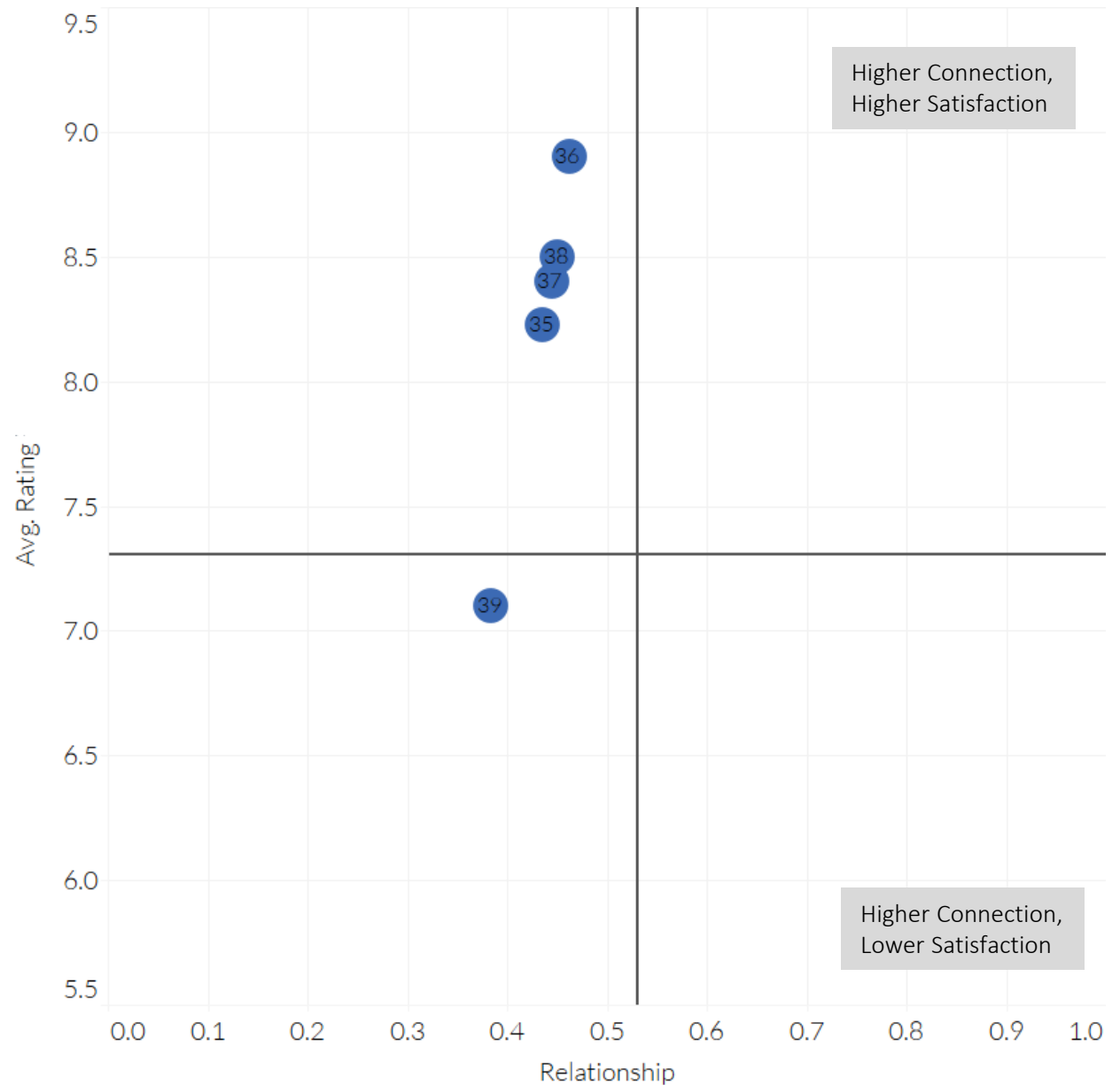


Shopping Opportunities



Drivers of Satisfaction and Behavior: Shopping/Dining

35	Shopping Overall
36	Shopping convenience for everyday items
37	Shopping convenience for major items
38	Sufficient choices for most of your needs
39	Area restaurant choices

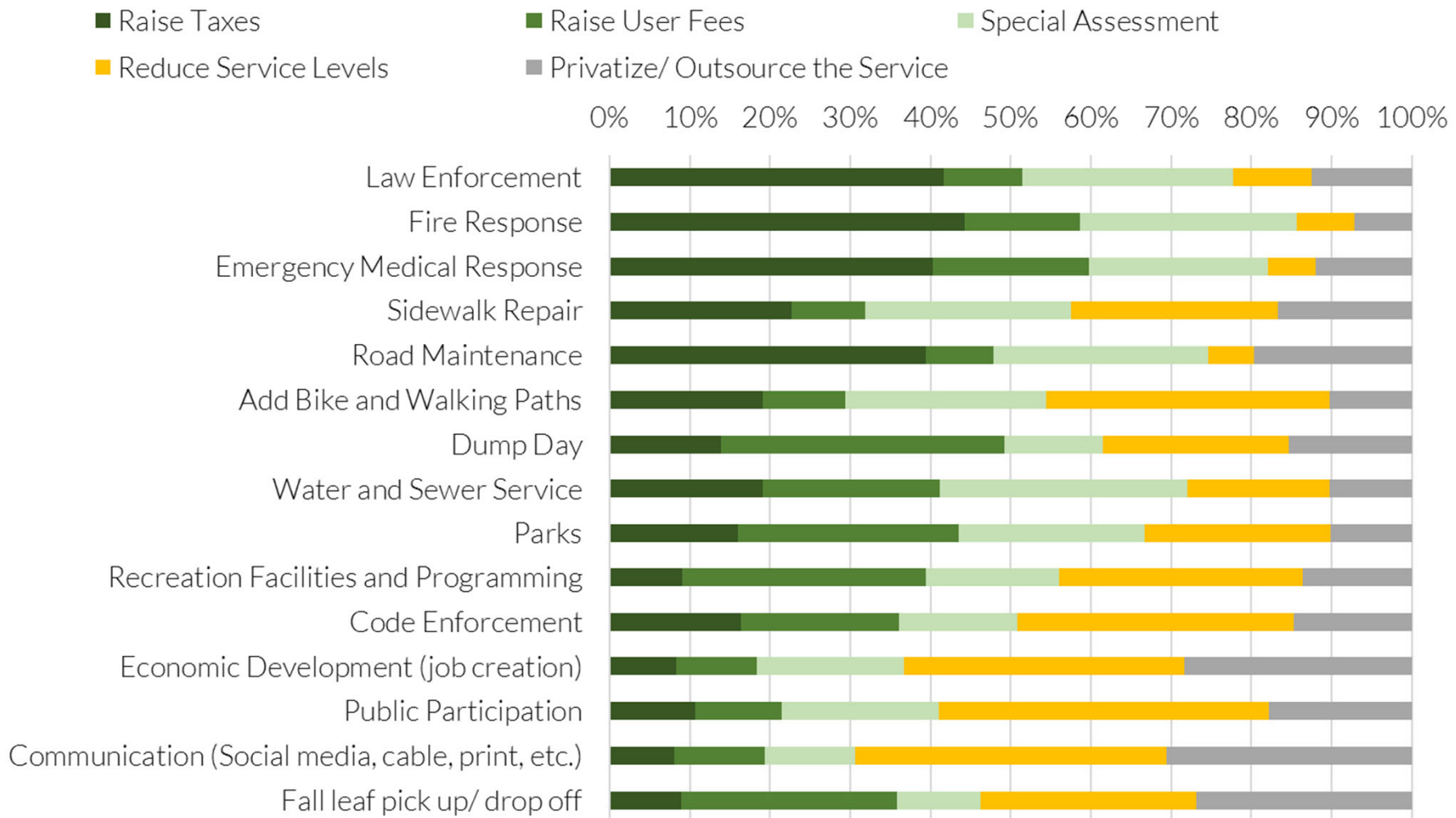


Question 8: What types of businesses do you want to see more of?

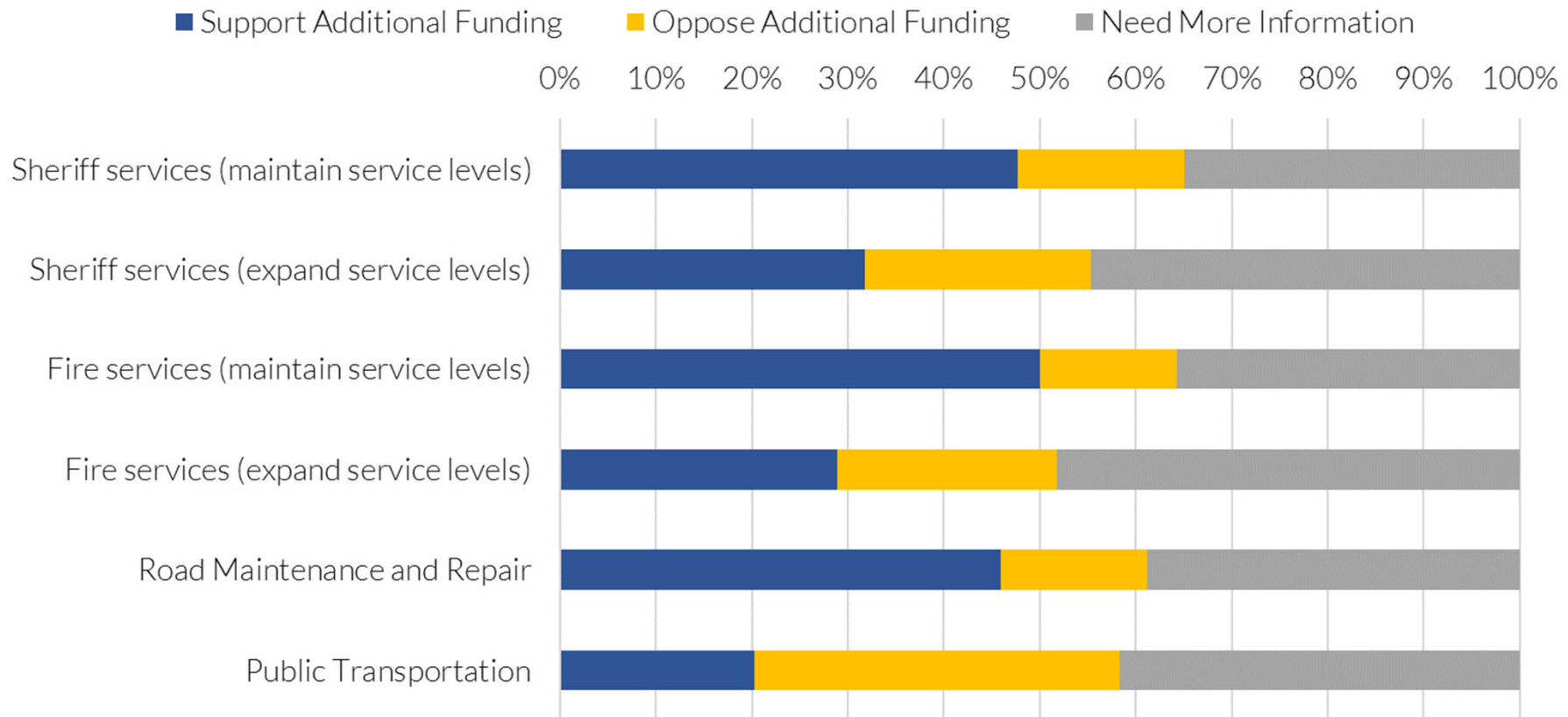
- 1. Restaurants:** There is a strong demand for a variety of restaurants, including higher quality, upscale, family-owned, ethnic, breakfast, and casual dining options. Some specific restaurant chains mentioned include Olive Garden, Red Lobster, Cracker Barrel, and Applebee's.
- 2. Local businesses:** Many people express a desire for more locally-owned businesses, including coffee shops, bookstores, art stores, boutique shops, and unique stores/restaurants. The emphasis is on supporting small, independent businesses.
- 3. Grocery stores:** There is a call for better and more grocery stores, including options like Whole Foods and more upscale choices. Some also mention the need for specialty stores catering to specific dietary needs of people with food allergies.
- 4. Fitness and wellness facilities:** People express a desire for exercise facilities, fitness centers, gyms, and places that promote healthy lifestyles. This includes requests for a gym and more healthy food options.
- 5. Community services and amenities:** Additional community services and amenities are also mentioned, such as parks, dog parks, senior citizen services, curbside leaf pick-up, tree limb cutting/maintenance, urgent or immediate care facilities, and walking trails.



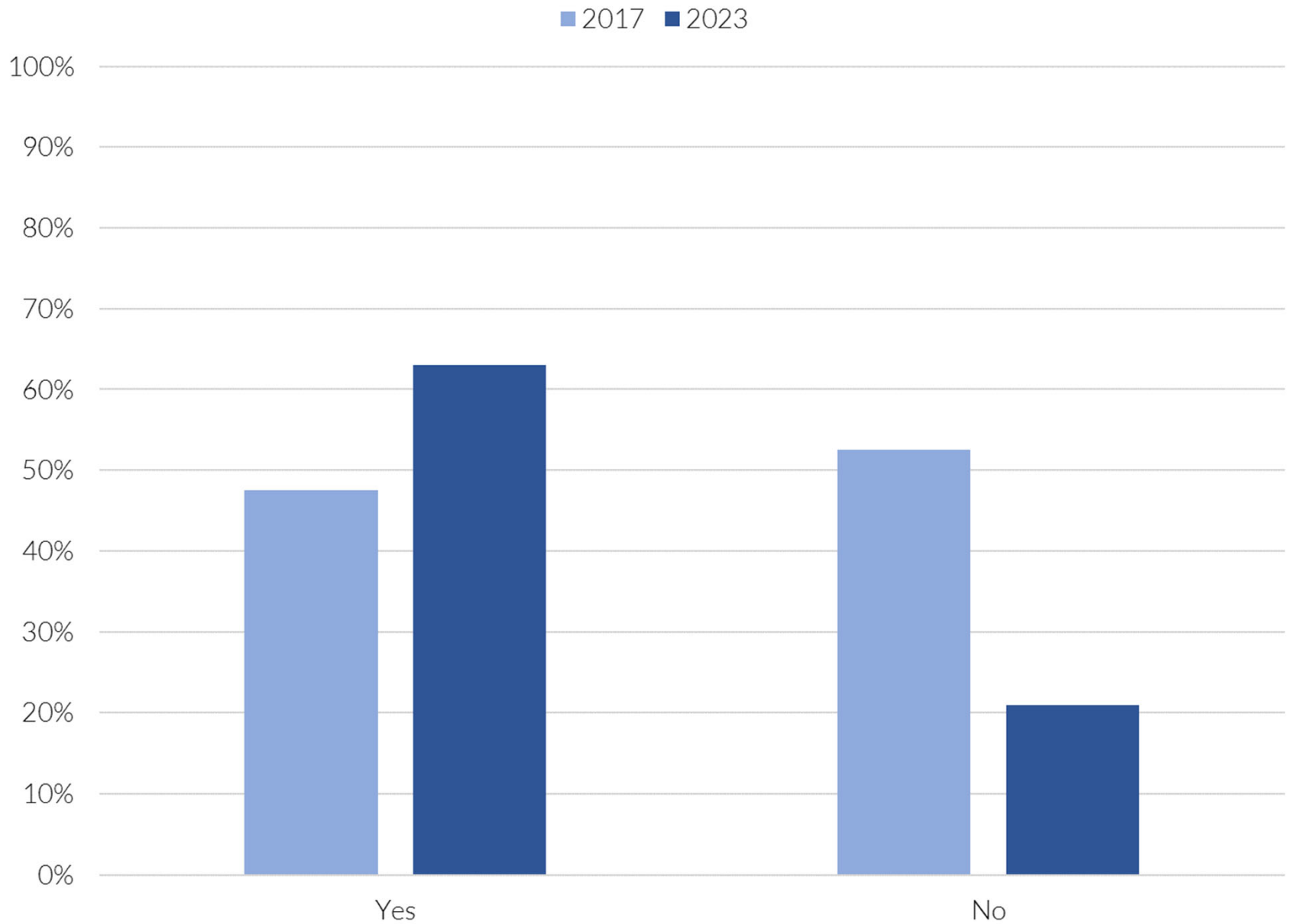
Budget Resources- Prioritize Funding if Revenue Cannot Maintain Current Levels



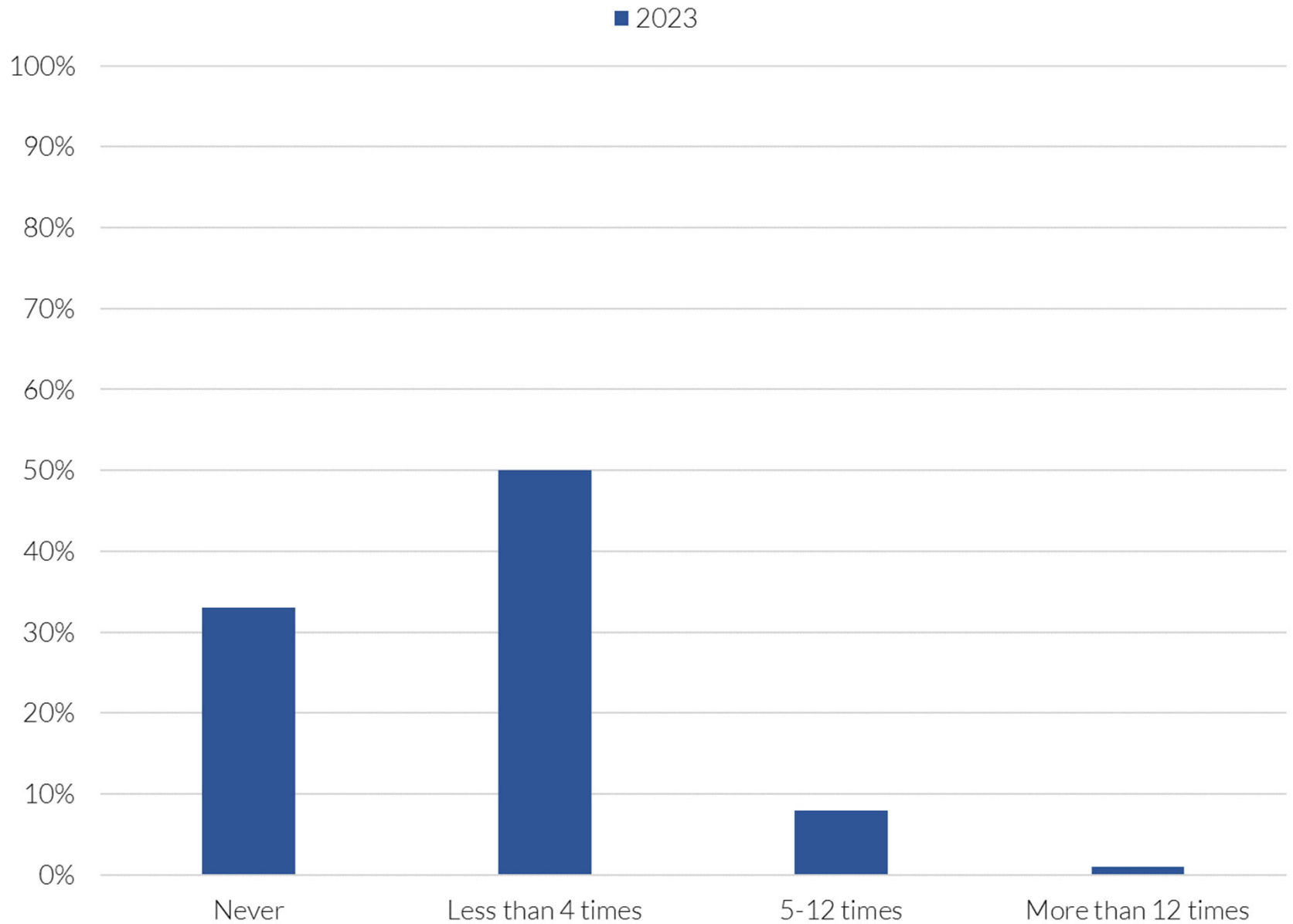
Support for a New Millage/User Fee



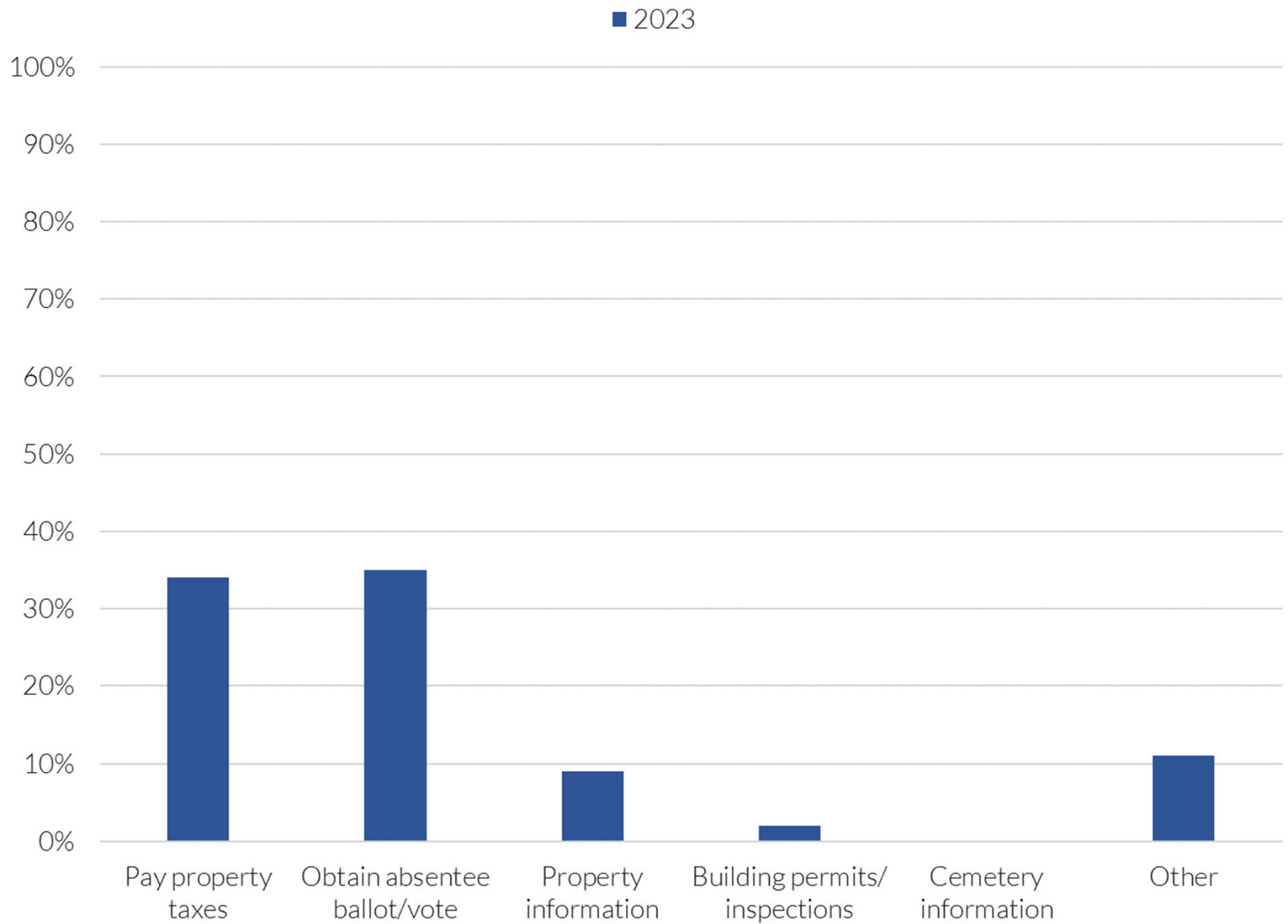
Question 19: Do you support a one company contract for garbage/recycling?



Question 20: In the last 12 months how often do you visit Town Hall?



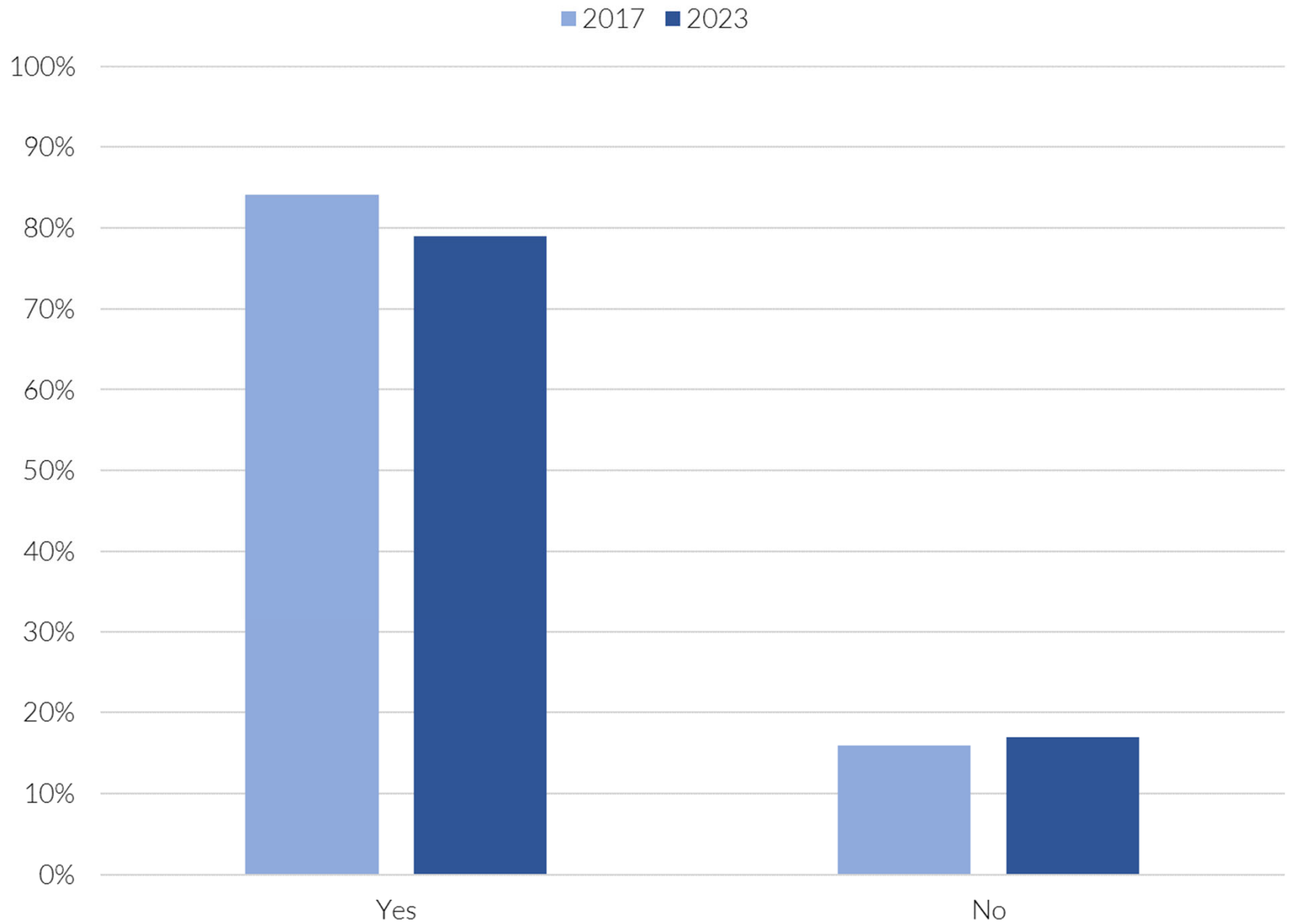
Question 21: Why did you visit Town Hall?



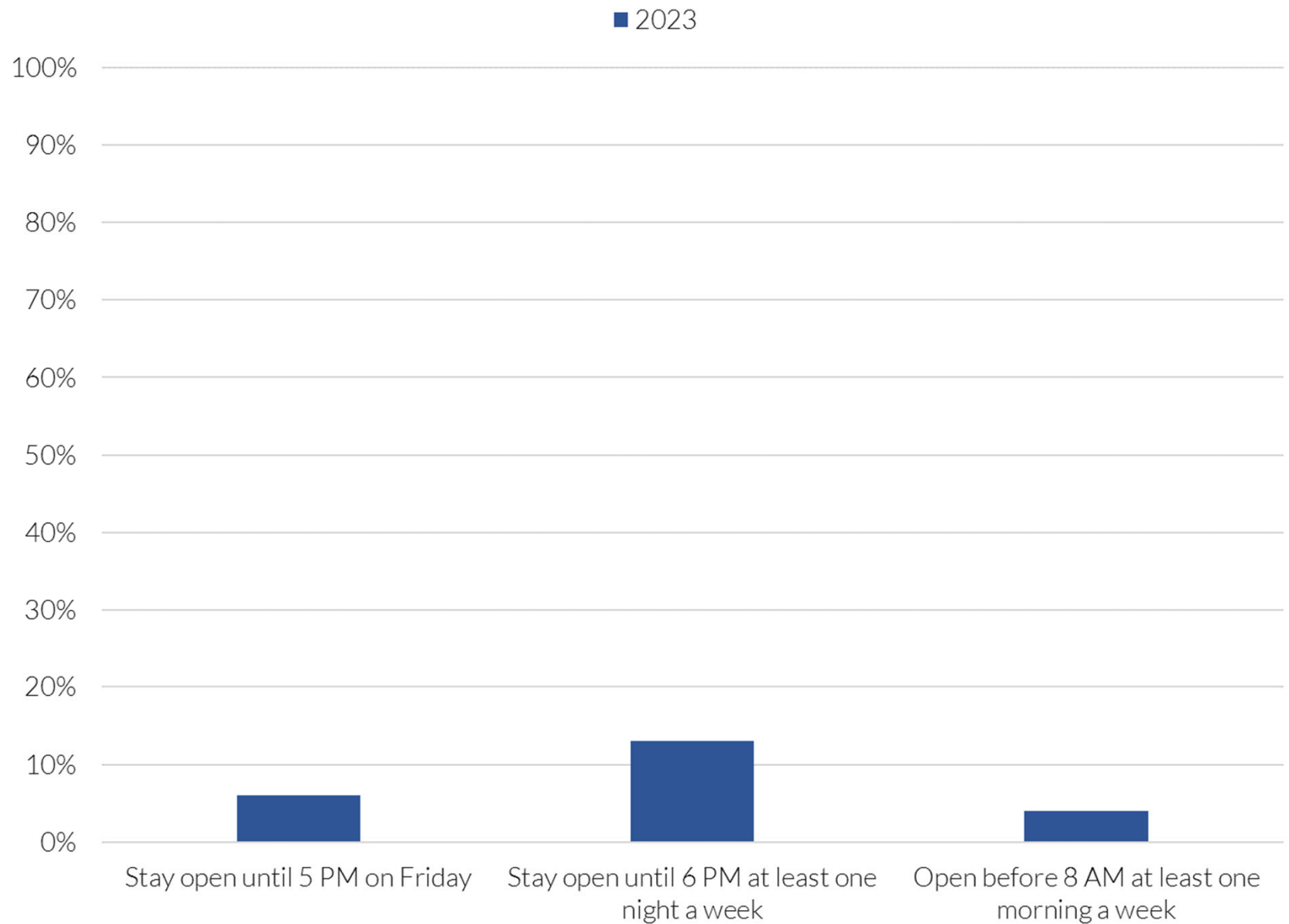
Question 22: Reasons to visit the Township Office?

1. Sewer-related matters
2. Dog license
3. Shredding documents
4. Burn permit
5. Renting halls or parks
6. Property tax issues
7. Voting

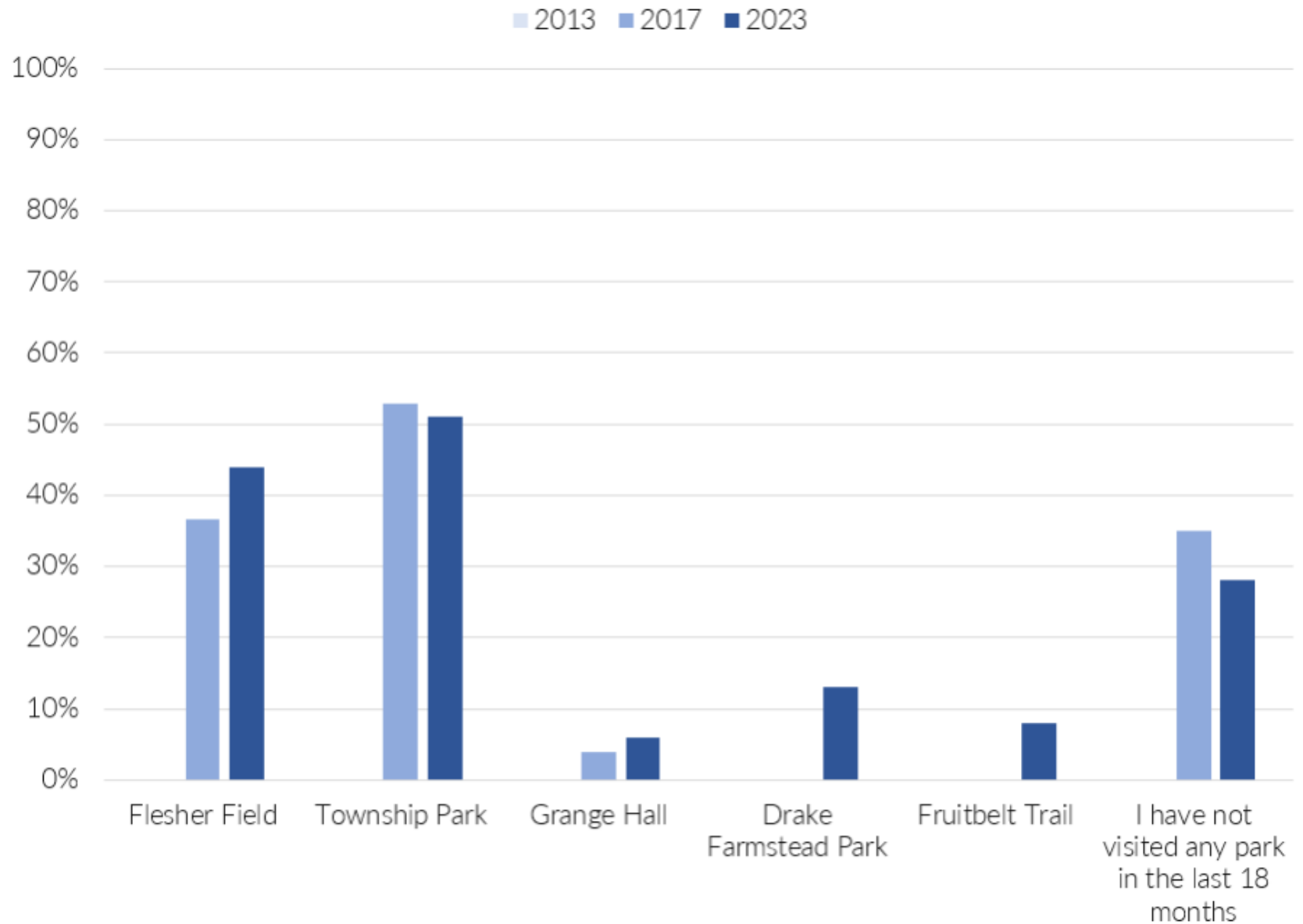
Do the current office hours meet your needs?



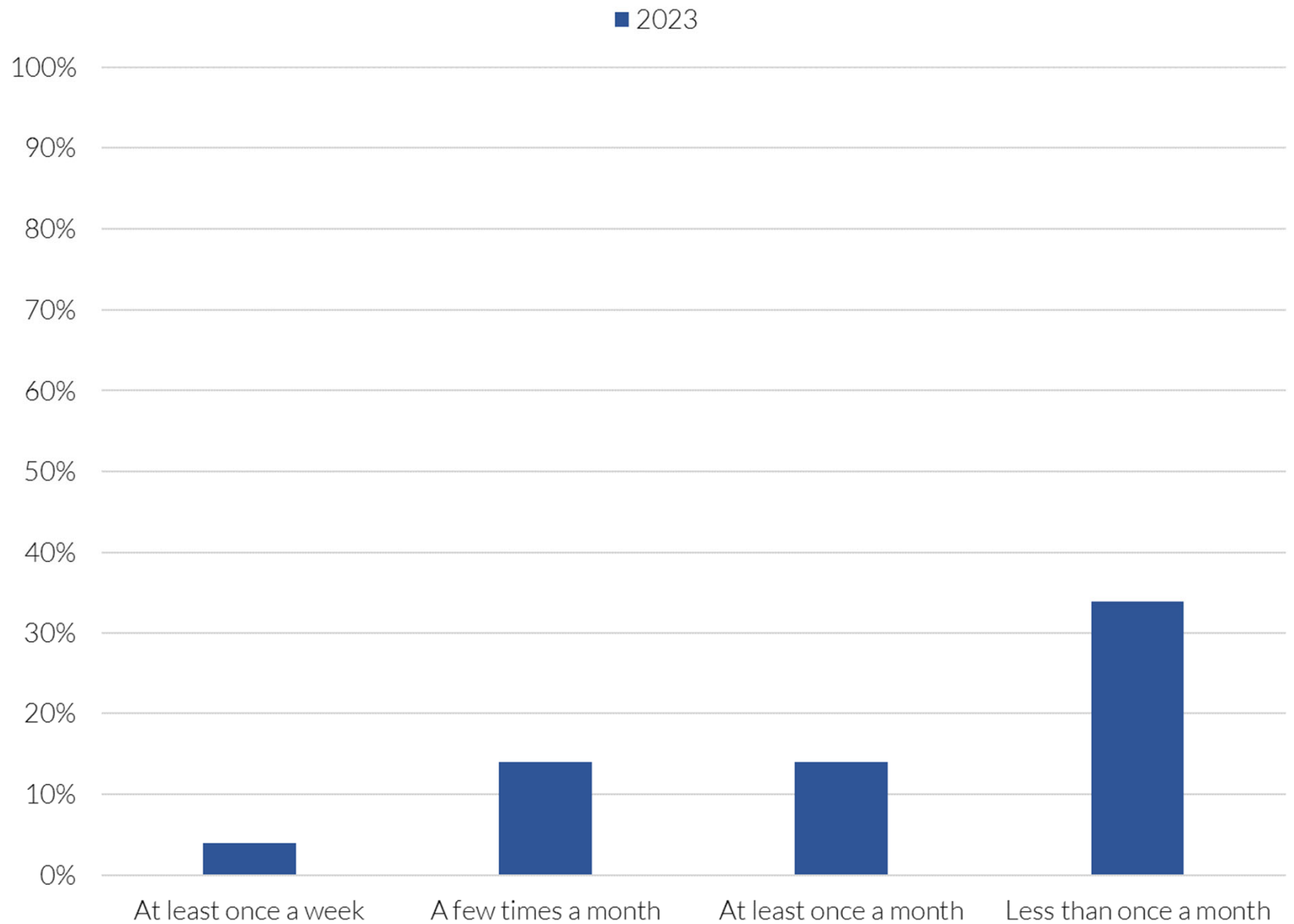
Question 23: If no, which hours should Town Hall Office be open?



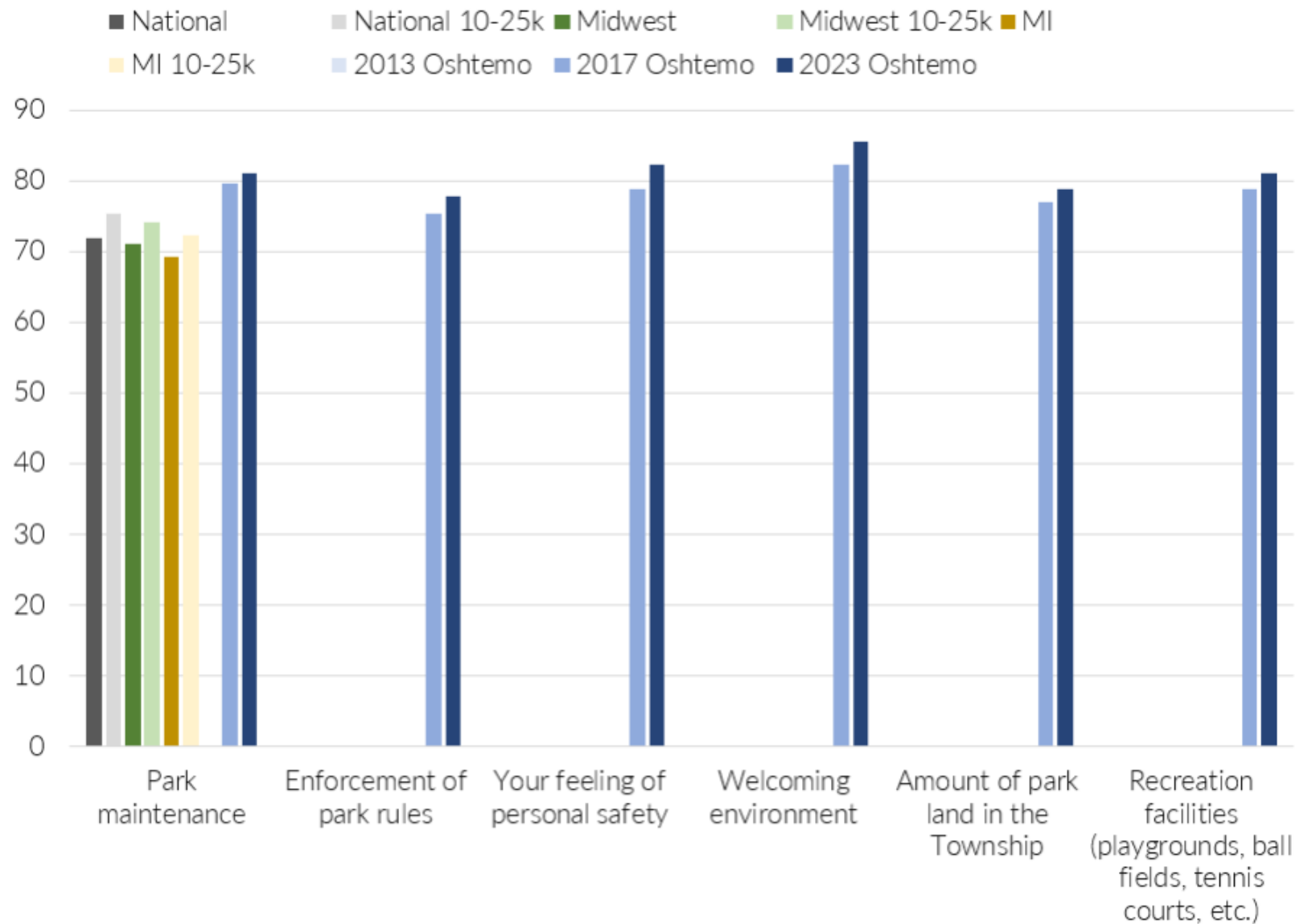
Question 25: Which parks have you visited in the last 18 months?



Question 26: How often do you visit?

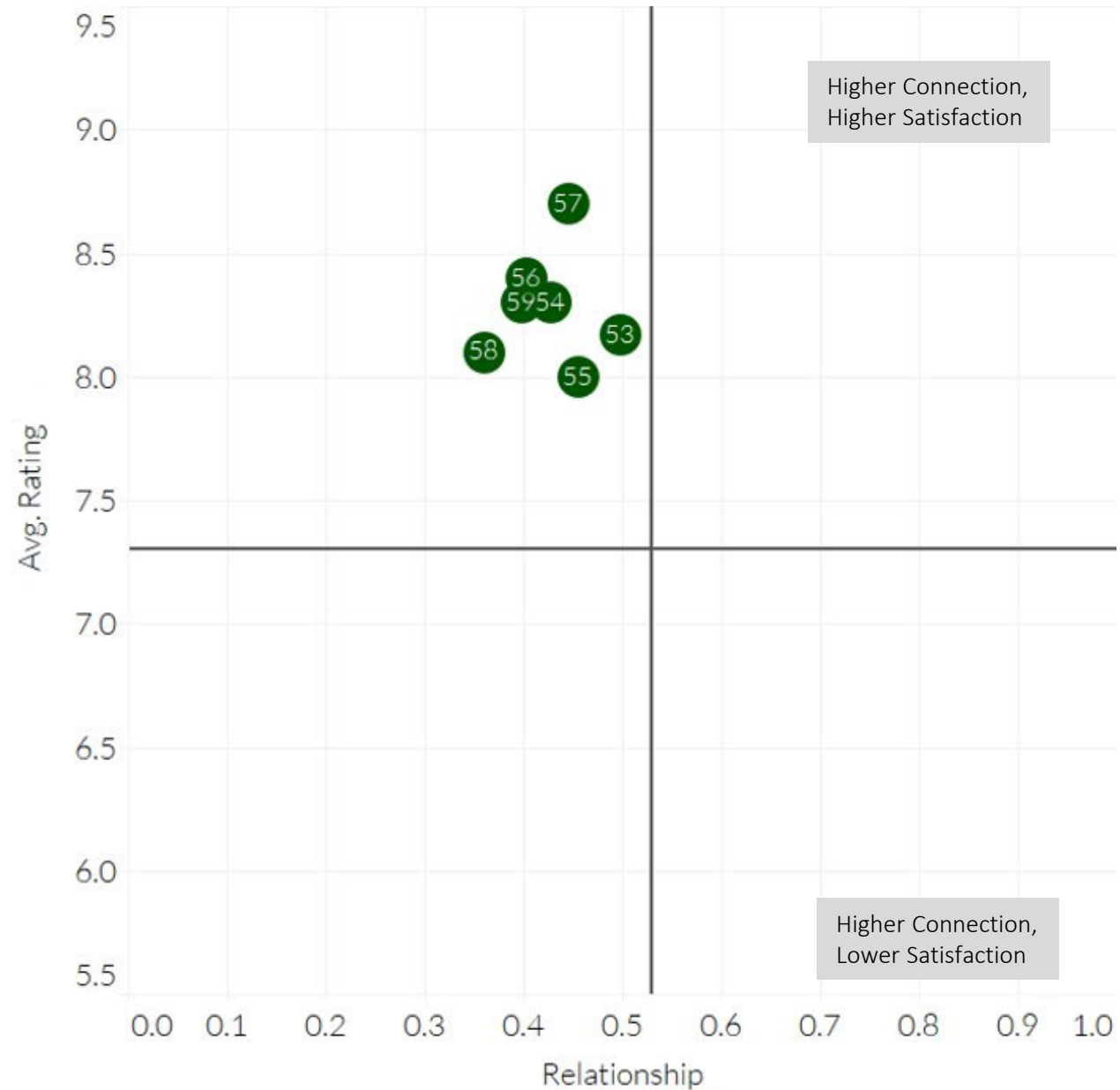


Overall Parks Satisfaction

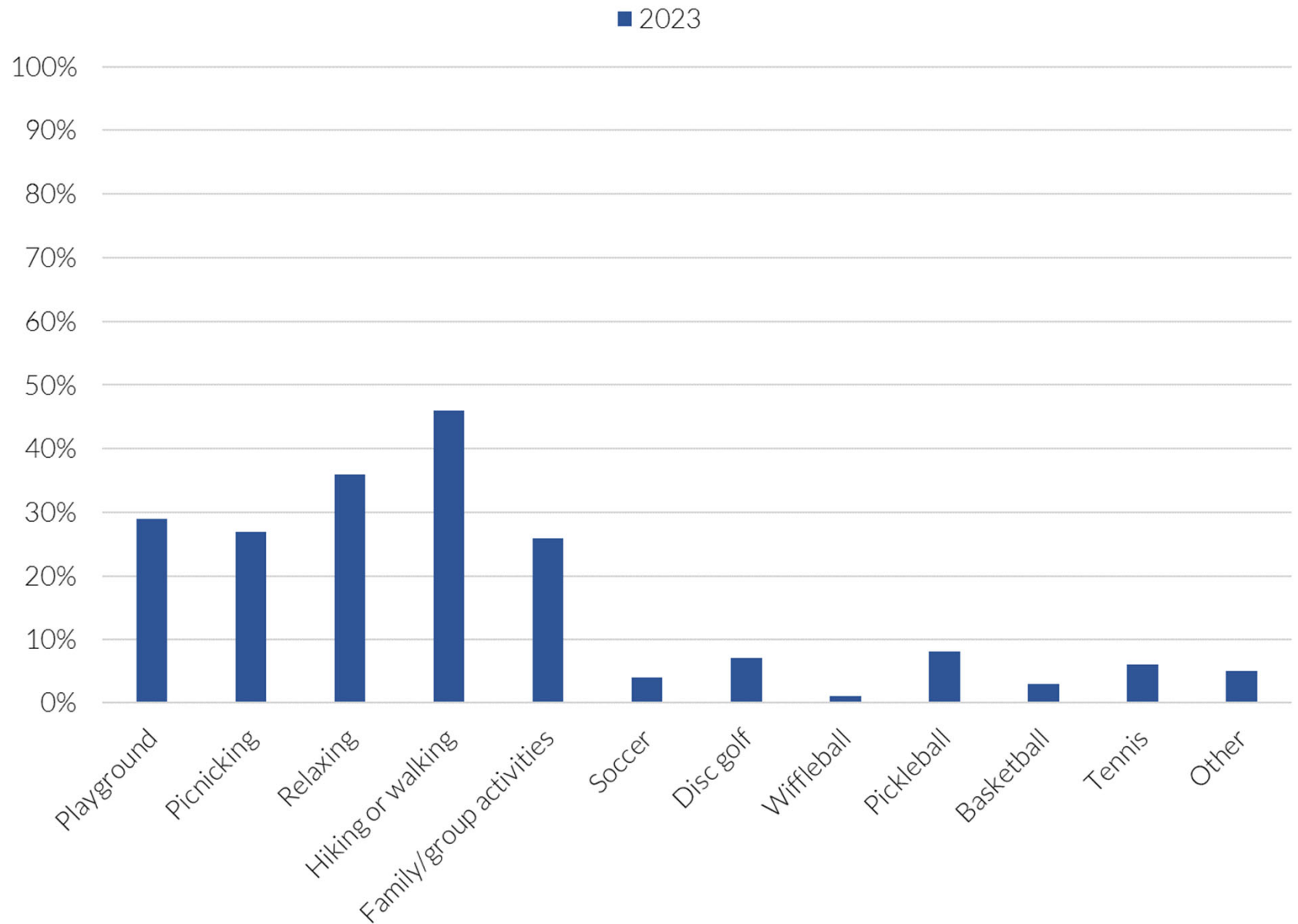


Drivers of Satisfaction and Behavior: Parks and Recreation

53	Parks and Rec Overall
54	Park maintenance
55	Enforcement of park rules
56	Your feeling of personal safety
57	Welcoming environment
58	Amount of park land in the Township
59	Recreation facilities (playgrounds, ball fields, tennis courts, etc.)



Question 28: What activities do you participate in while at the park?

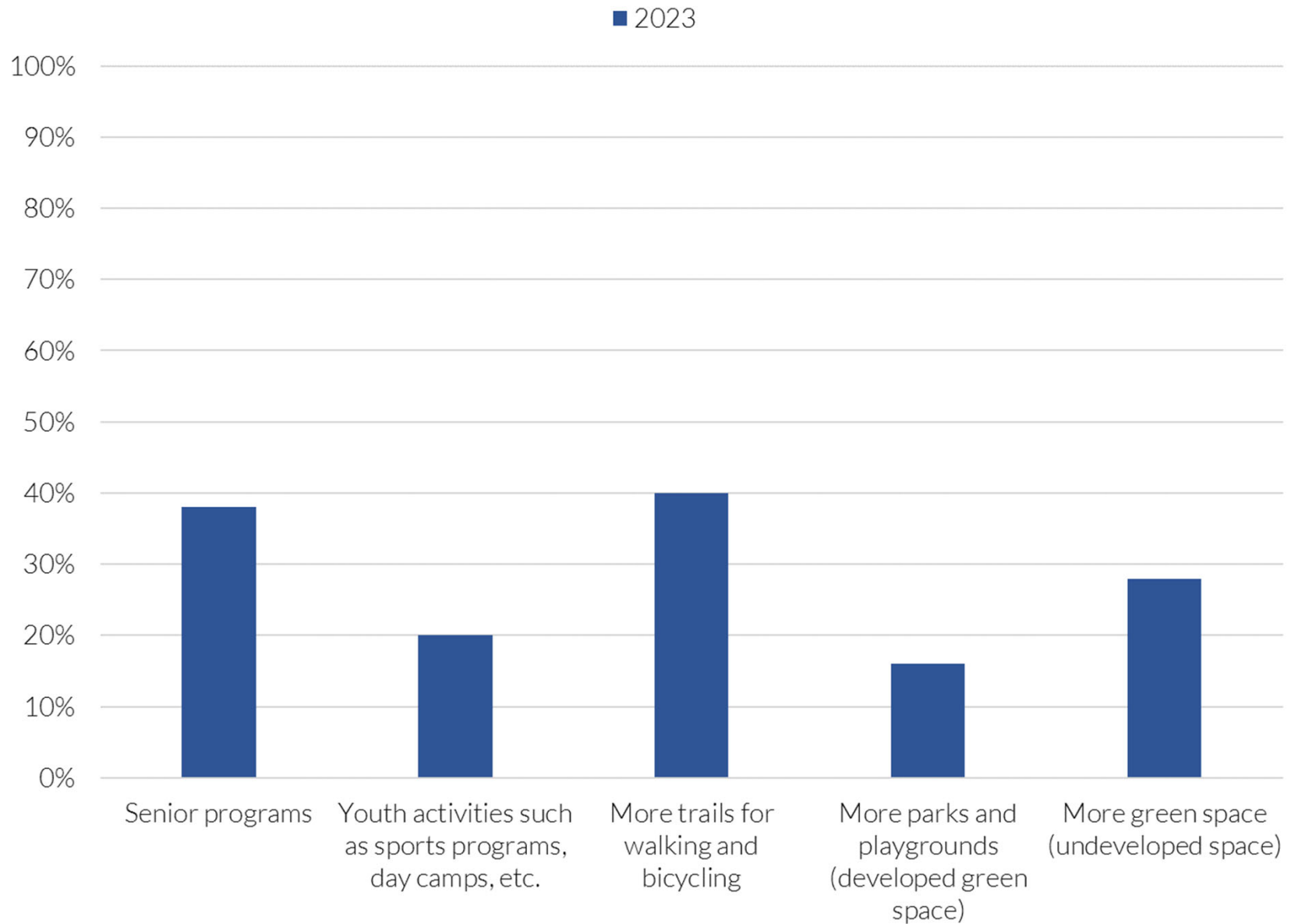


Question 30: Ways to improve parks to increase satisfaction

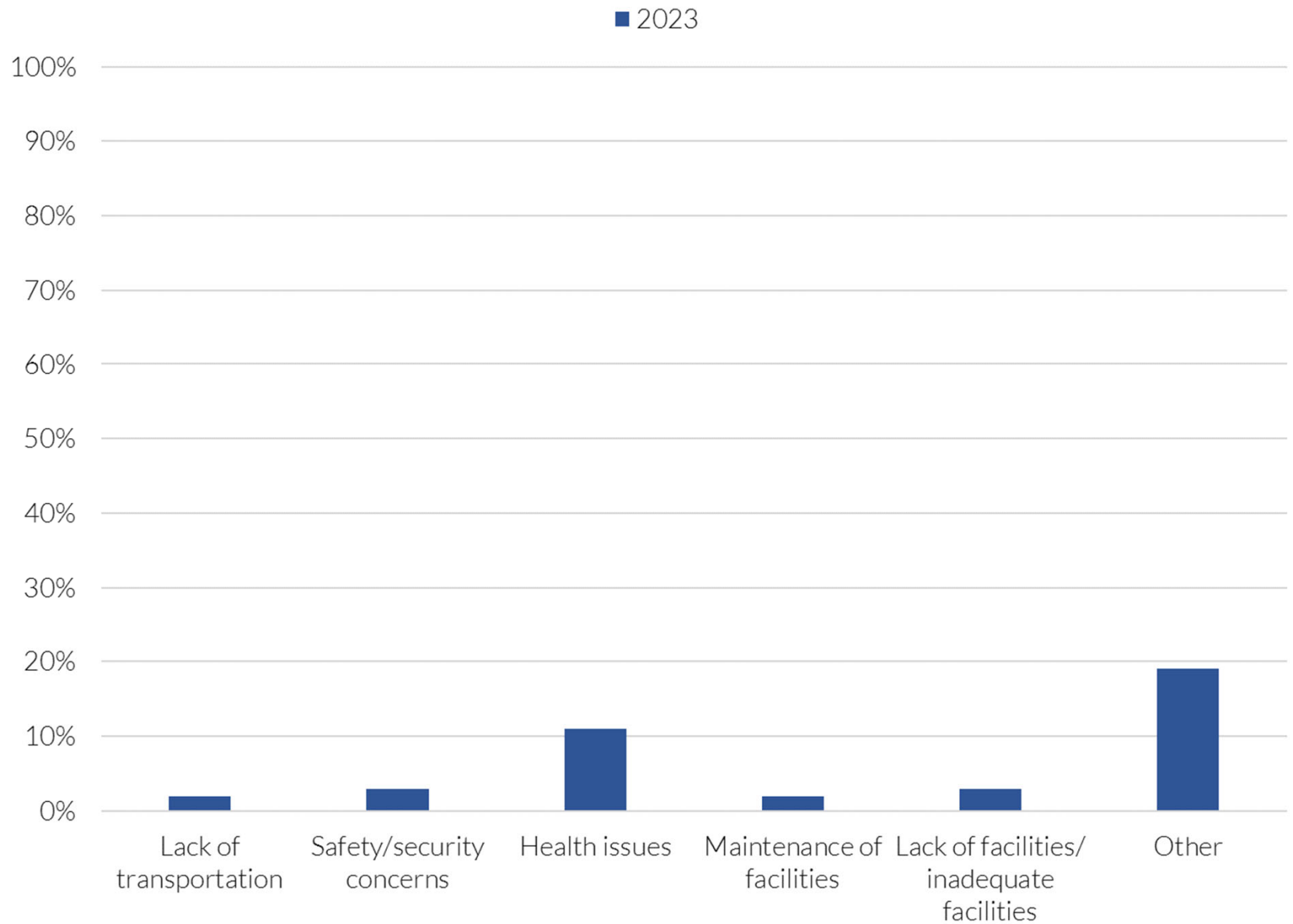
1. **Maintenance:** Maintaining and improving the parks and their facilities. Specific suggestions include additional maintenance of bathrooms, ensuring cleanliness, stocking supplies, providing ADA-accessible restrooms, improving lighting in winter months, clearing snow on walks.
2. **Improve awareness:** Many residents didn't know what parks offer or what special events are going on.
3. **Clean:** Keeping the parks clean and well-maintained. Suggestions include keeping benches, chairs, and amenities in good condition, cleaning and getting rid of garbage, enforcing rules against littering, and providing regular upkeep to preserve cleanliness. Residents want to see much more effort toward keeping bathrooms clean.
4. **Improving recreational activities:** It includes requests for more playgrounds for children, more swing sets for different age groups, additional pickleball courts, more fitness classes, more soccer equipment, more tennis courts, trails/sidewalks to lead to parks from neighborhoods, and developing Flesher Field with more amenities



Question 31: What recreation programs or facilities would you like to see added or expanded in the Township?



Question 32: If you haven't visited a park in the last 18 months, what best explains your reason for not doing so?



Question 33: Review statements below and indicate whether you agree or disagree:

Parks provide economic benefits to the Township		Parks enhance the quality of life in the Township		Well-maintained parks enhance the property values of surrounding homes		The parks in Oshtemo Township are well promoted	
Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree
71%	18%	90%	3%	85%	7%	47%	36%

Question 34: Would you support up to an additional 0.5 mills in property taxes for the following?

Building Trails		Purchasing land to conserve for wildlife and passive recreation		Maintaining, upgrading, and improving existing parks	
Yes	No	Yes	No	Yes	No
43%	51%	47%	47%	56%	38%

Question 41: Additional Comments

1. **Tax:** Several respondents expressed concerns about property taxes and assessments in Oshtemo Township. They mention high taxes, increases in property valuation, dissatisfaction with tax allocation, poor code enforcement, and the impact on their ability to afford housing and remain in the township.
2. **Roads/Street:** Many individuals highlight issues related to infrastructure and road maintenance. They mention specific concerns such as poor road conditions, erosion of asphalt, lack of street sweeping, and the need for road repairs. Some also mention concerns about specific road sections, speed limits, and the impact of winter weather on road safety.
3. **Sewers:** Sewer project unaffordable to some residents. Many residents frustrated by sewer project when other basic services and maintenance are not addressed.



Perception v Reality: Minimize Distortion or Fix Real Performance Issues

Perception gap:

Respondents rated based on an inaccurate 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.

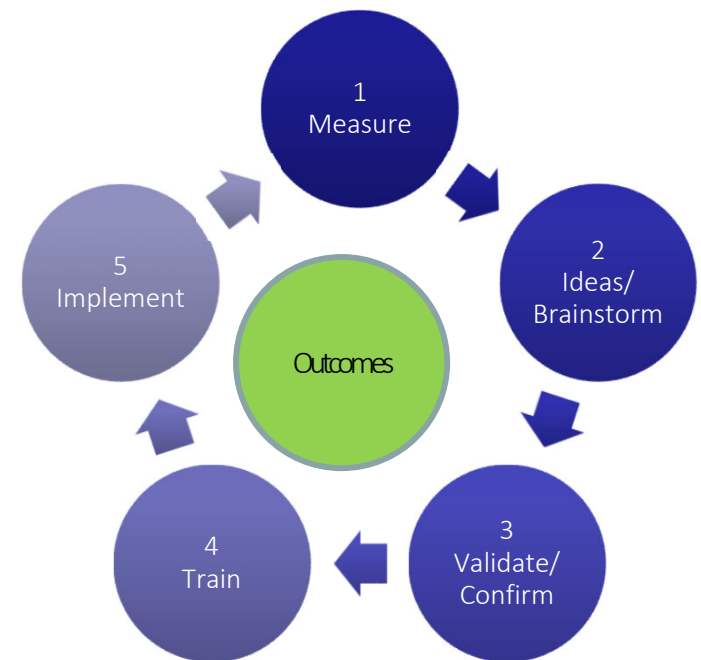


Strategy is About Action:

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.



Questions