

## Appendix B. Detailed Survey Results

This appendix offers detailed results of the community planning survey mailed to Township residents in the summer of 2016. The survey results were used throughout the planning process and helped support the goals and recommendations of the Master Plan.

This appendix shows the survey results per question, with a number of tables representing different subgroups of the survey respondents. The first table in each topic shows the survey responses as a whole, while additional tables may show responses from a particular subgroup, such as those who live near an inland lake or some other category.

A “blank” survey is included at the end of this appendix for reference.

### ABOUT THE SURVEY

The 2016 Cleveland Township Community Planning Survey was mailed to every address in the Township in July 2016. Surveys were mailed to property address, and in some cases owner addresses, in an attempt to include as many homeowners and residents as possible. The survey was also able to be completed electronically on the project website. Surveys were anonymous but included a unique random number identifier to ensure that each property only completed one survey. In total, 974 surveys were mailed out and 312 surveys were completed either by mail or online.

### CLEVELAND TOWNSHIP'S CHARACTER

Table B1 shows the results of Question 1 on the survey for all 312 survey respondents. In general, a large percentage of survey respondents identified clean water (92%), scenic views (72%), quiet (67%), and forested hills and ridges (66%) as a very important quality of the Township. Access to hunting and fishing opportunities was ranked as the least important characteristic of the Township, with 21% of respondents stating this was not important to them.

- 1. Please help us identify the most important qualities of Cleveland Township's character. What are the most important qualities of Cleveland Township? Please choose one option that most closely matches your opinion for each item.**

Table B1. Question 1 for All Respondents

	Very Important			Not Important		Response Rate
Access to Hunting and Fishing Opportunities	27%	24%	22%	21%		94%
Access to Inland Lakes (e.g., Lime, Little Traverse)	52%	25%	10%	9%		96%
Access to the Sleeping Bear Dunes National Lakeshore	65%	20%	6%	5%		96%
Clean Water	92%	5%	0%	0%		97%
Gravel and Unimproved Roads	18%	29%	34%	12%		92%
Existing Bicycling and Walking Paths	48%	20%	14%	13%		95%
Farm Houses and Working Farms	44%	33%	15%	4%		95%
Farms and Open Fields	47%	37%	10%	2%		95%
Forested Hills and Ridges	66%	23%	5%	1%		95%
Low Amount of Traffic	54%	31%	8%	2%		95%
Quiet	67%	26%	3%	0%		97%
Scenic Views (including high hills and ridgelines)	72%	18%	6%	1%		97%
Seeing Lots of Wildlife	54%	32%	8%	2%		97%
Wetlands	49%	30%	14%	5%		97%

## CURRENT CONDITIONS IN THE TOWNSHIP

Table B2 shows the results of Question 2 on the survey for all 312 respondents. Several key results from the survey are listed below.

- Over half (54%) of respondents disagree or strongly disagree that the Township is growing too quickly.
- Over half (53%) of respondents disagree or strongly disagree that there are not enough short-term rental accommodations in the Township.
- Over 60% of respondents disagree or strongly disagree that there are not enough commercial services in the Township.
- Over half (55%) of respondents agree or strongly agree that the Township is experiencing a loss of farmland and/or orchards.
- Survey respondents are divided on whether housing opportunities meet the needs of existing residents. Respondents are equally divided on whether more affordable housing or more senior/assisted housing is needed in the Township.

**2. Listed below are statements about Cleveland Township’s current conditions. Please choose one option that most closely matches your opinion for each item.**

Table BX. Question 2 for All Respondents.

	Strongly Agree	Agree	Disagree	Strongly Disagree	Response Rate
Cleveland Township is growing too quickly.	9%	29%	51%	3%	91%
There are not enough short-term rental accommodations in Cleveland Township.	9%	26%	39%	14%	89%
There are not enough commercial services in the Township.	6%	24%	46%	17%	92%
Cleveland Township is experiencing a loss of farmland/orchards.	14%	41%	30%	3%	88%
The housing opportunities do not meet the needs of the community residents.	11%	33%	36%	8%	89%
More affordable housing is needed in Cleveland Township.	13%	33%	30%	15%	90%
More Senior/Assisted housing is needed in Cleveland Township.	9%	33%	34%	10%	86%

Table B3.1 shows the results of Question 3 for all survey respondents. In general, the majority of respondents identified utilities, fire protection, police service, rescue services, road maintenance, and snow plowing as either “good” or “fair.” However, 42% of respondents identified Cable TV as “poor,” while 51% identified Broadband/High Speed Internet as “poor.”

**3. How would you rate the following services and amenities in Cleveland Township? Please choose one option that most closely matches your opinion for each item.**

Table BX. Question 3 for All Respondents.

	Good	Fair	Poor	Never Used	Response Rate
Utilities	52%	31%	7%	5%	96%
Fire Protection	47%	18%	3%	26%	95%
Police Services	52%	18%	1%	25%	96%
Rescue Services	46%	18%	2%	29%	94%
Road Maintenance	50%	35%	9%	3%	96%
Snow Plowing	66%	20%	3%	7%	96%
Recreational Facilities	54%	29%	5%	7%	96%
Cable TV	12%	23%	42%	20%	96%
Broadband/High Speed Internet	10%	21%	51%	14%	96%

Table B3.2 shows how survey respondents under the age of 50 categorized Broadband/High Speed Internet in the Township. A greater percentage of those aged 50 or younger identified Broadband/High Speed Internet as poor (61% compared to 51% of all respondents).

Table BX. Broadband/High Speed Internet, Respondents 50 years old or younger

	Good	Fair	Poor	Never Used	Response Rate
Broadband/High Speed Internet	3%	16%	61%	16%	100%

### THE FUTURE OF CLEVELAND TOWNSHIP

Table B4 shows the survey results to Question 4 for all respondents. The results help identify how respondents feel about future development in the Township.

Most survey respondents (at least 50%) agree that:

- New residential development should not be located along M-22, near the National Lakeshore borders, in agricultural or forested areas, or “almost anywhere” in the Township.
- New residential development should be located along major roads such as 667 and 669, in the southern part of the Township around 667 [near Maple City], or concentrated in the Sugar Loaf area.
- Cleveland Township has adequate areas zoned for residential purposes.
- Business development should be located in compact areas similar to business parks.
- Residential and business development should be located near similar land uses.

4. The next two questions help us identify what you'd like to see in the future development of Cleveland Township. The following statements are about future homes and businesses in the Township. Please choose one option that most closely matches your opinion for each of the following statements.

Table BX. Question 4 for All Respondents.

	Strongly Agree	Agree	Disagree	Strongly Disagree	Response Rate
<b>New residential development in Cleveland Township should be...</b>					
.....located along M-22	4%	21%	39%	26%	<b>90%</b>
.....located along major roads such as Co Rd 667 & Co 669	5%	46%	20%	17%	<b>88%</b>
.....located at or near major intersections	4%	37%	32%	13%	<b>87%</b>
.....permitted near national lakeshore borders	3%	21%	28%	39%	<b>92%</b>
.....located in the southern part of the Township around Co Rd 667	7%	46%	20%	12%	<b>85%</b>
.....permitted in agricultural areas	3%	21%	40%	26%	<b>90%</b>
.....permitted in forested areas	3%	22%	35%	29%	<b>89%</b>
.....concentrated in the Sugar Loaf area	17%	36%	22%	14%	<b>90%</b>
.....permitted almost anywhere in the Township	4%	20%	31%	37%	<b>91%</b>
.....permitted almost anywhere in the Township provided that clustering is required to set aside open space	7%	41%	24%	20%	<b>92%</b>
<b>Cleveland Township has adequate areas zoned for residential purposes</b>	15%	53%	10%	3%	<b>80%</b>
<b>Business Development should be located in compact areas similar to business parks</b>	21%	50%	14%	5%	<b>90%</b>
<b>Residential and Business Development should be located near similar land uses</b>	18%	58%	9%	4%	<b>89%</b>

Table B5 shows the results from Question 5 for all respondents. The results of this question help identify the types of new or additional housing survey respondents most support in the Township. In general, a majority of survey respondents favor or completely favor single-family homes on large lots (65%), on very large lots (60%), or in compact neighborhoods (52%). Senior housing also received support from survey respondents (64%). Respondents either opposed or totally opposed duplex housing units (56%), conversion of single-family housing to multi-family housing (69%), and mobile home parks (85%).

**5. What types of new or additional residential housing should Cleveland Township encourage in the future? Please choose one option that most closely matches your opinion for each item.**

Table BX. Question 5 for All Respondents

	Completely In Favor			Totally Opposed	Response Rate
Single Family Homes on Large Lots (over 1 Acre)	35%	30%	13%	13%	91%
Single Family Homes on Very Large Lots (over 5 Acres)	32%	28%	16%	15%	91%
Single Family Homes in Compact Neighborhoods	21%	31%	22%	17%	92%
Duplex (Two Family) Housing Units	9%	26%	27%	29%	91%
Conversion of Single Family Housing to Multi-Family Housing	5%	16%	25%	44%	90%
Mobile Home Parks	2%	5%	12%	73%	93%
Senior Housing	19%	45%	19%	9%	91%

**WATER QUALITY IN CLEVELAND TOWNSHIP**

Table B6 shows that the vast majority (96%) of all survey respondents believe it is important to protect the water quality of the lakes, streams, and groundwater of Cleveland Township. A majority of respondents (at least 50%) support each intervention listed on Table B7, while three interventions are supported by at least 80% of respondents. These include: require that septic systems be inspected before a home can be sold (89%), prohibit the use of pesticides, herbicides, and fertilizers within 50 feet of an inland lake or stream (86%), and require that the amount of impervious (paved) surfaces on waterfront lot not exceed 15% of the lot's size (83%).

**6. Do you believe it is important to protect the water quality of the lakes, streams, and groundwater of Cleveland Township? Please check one.**

Table BX. Question 6 for All Respondents

Yes	96%
No	0%
Response Rate	96%

**7. Which of the following actions would you support to protect the water quality of lakes, streams, and groundwater in Cleveland Township? Please choose one option that most closely matches your opinion for each item.**

Table BX. Question 7 for All Respondents

	Completely In Favor			Totally Opposed	Response Rate
Require that the amount of impervious (paved) surfaces on a waterfront lot not exceed 15% of the lot's size.	61%	22%	4%	4%	92%
Forbid keyhole development along inland lakes. Keyhole development is where multiple homes are clustered around a single access point to the water.	50%	19%	13%	11%	94%
Require a strip of vegetation (not grass) along the shore of inland lakes. Homeowners will be permitted a path to the water.	39%	25%	20%	9%	93%
Prohibit the use of pesticides, herbicides, and fertilizers within 50 feet of an inland lake or stream.	74%	12%	5%	4%	95%
Require septic systems to be inspected before a home can be sold.	70%	19%	4%	4%	96%

**SUGAR LOAF RESORT AREA**

Table B8 shows the results of Question 8. In general, most respondents feel that Sugar Loaf should be used as a multi-use resort (85%), while there was also broad support for Sugar Loaf being used for recreational purposes (69%) and as a public viewing area (69%). The results of this question suggest that there is an overall preference by respondents for Sugar Loaf to be used for economic development with some opportunity for public enjoyment.

**8. This question is about the future of the Sugar Loaf Resort Area. Please choose one option that most closely matches your opinion for each item.**

Table BX. Question 8 for All Respondents

	Completely In Favor			Totally Opposed	Response Rate
Sugar Loaf should be used for recreational purposes, such as a youth-family sports and fitness complex.	39%	30%	13%	9%	91%
Sugar Loaf should be used as a multi-use, year-round resort for skiing, biking, swimming, and golf.	63%	22%	4%	5%	95%
Sugar Loaf should be returned to its natural landscape and all buildings/structures should be removed from the hilltop.	19%	16%	27%	29%	91%
Sugar Loaf should be used for sustainable energy creation including wind and solar power.	13%	23%	20%	36%	92%

Sugar Loaf should be used for agricultural purposes such as crops, grapes, and cherries.	12%	24%	28%	29%	93%
Whatever happens with the Sugar Loaf area, the public should be able to access the hilltop to enjoy the view.	43%	26%	13%	11%	92%
Sugar Loaf should be redeveloped to support a higher density of homes.	8%	16%	22%	46%	93%

## RECREATION IN CLEVELAND TOWNSHIP

Table B9.1 shows the survey responses to Question 9. In general, most respondents agree that the Township has access to a number of important recreational opportunities including the Sleeping Bear Dunes National Lakeshore, the Sleeping Bear Heritage Trail and its proposed expansion, and the Township’s many inland lakes. Most respondents feel that the Township park on Little Traverse Lake is appropriately maintained and offers the right facilities and amenities.

Table B9.2 shows how respondents who live or own land in the Little Traverse Lake Area feel about the proposed expansion of the Sleeping Bear Dunes Heritage Trail. The responses are divided, with 48% agreeing with the trail expansion, and another 48% disagreeing. When compared to all respondents, a greater percentage of those self-identified as living near or owning land in the Little Traverse Lake area disagree that the trail expansion will be a positive addition to the community.



**9. THIS QUESTION IS ABOUT THE RECREATIONAL OPPORTUNITIES IN CLEVELAND TOWNSHIP. PLEASE CHOOSE ONE OPTION THAT MOST CLOSELY MATCHES YOUR OPINION FOR EACH ITEM.**

Table BX. Question 9 for All Respondents

	Strongly Agree	Agree	Disagree	Strongly Disagree	Response Rate
The Sleeping Bear Dunes National Lakeshore provides important recreational opportunities to residents of Cleveland Township.	76%	15%	3%	2%	95%
The inland lakes (e.g., Little Traverse, Lime, School) provide important recreational opportunities to residents of Cleveland Township.	63%	28%	4%	1%	95%
The Cleveland Township park on Little Traverse Lake is adequately maintained.	24%	47%	7%	3%	81%
The Cleveland Township park on Little Traverse Lake offers the right facilities and amenities.	21%	44%	13%	3%	81%
The newly constructed section of the Sleeping Bear Dunes Heritage Trail is a positive addition to the Township.	54%	23%	6%	9%	92%
The proposed expansion of the Sleeping Bear Dunes Heritage Trail from County Road 669 east around and beyond Little Traverse Lake will be a positive addition to the Township.	52%	14%	7%	19%	92%

Table B9.2 Question 9 for Little Traverse Lake Area Residents

	Strongly Agree	Agree	Disagree	Strongly Disagree	Response Rate
The proposed expansion of the Sleeping Bear Dunes Heritage Trail from County Road 669 east around and beyond Little Traverse Lake will be a positive addition to the Township.	34%	14%	8%	40%	92%

**TRANSPORTATION IN CLEVELAND TOWNSHIP**

Table B10 shows how survey respondents feel about transportation corridors in the Township. Most residents (at least 55%) felt there were no serious problems with Maple City Road or Bohemian Road. Over one-third of respondents feel that M-22 has excessive speeds (33%) and needs surface improvements (37%). The response rate for M-22 is over 100%, meaning that many respondents noted more than one condition (excessive traffic, excessive speeds, etc.) applies to M-22.

**10. This question is about the traffic and road conditions along the major roads in the Township. In your opinion, are any of the following occurring in any of the following road corridors? Check any boxes that apply.**

Table BX. Question 10 for All Respondents

	Excessive Traffic	Excessive Speeds	Dangerous Blind Curves	Road Surface Needs Improvement	No Serious Problems	Seasonal Problem Only	Response Rate
M-22	22%	33%	10%	37%	20%	25%	146%
Maple City Road	6%	17%	4%	8%	55%	10%	100%
Bohemian Road	3%	9%	2%	12%	56%	11%	93%

## DEMOGRAPHIC INFORMATION

The remaining tables summarize the demographic information of the survey takers. The majority (73%) of the survey respondents live in Cleveland Township, with 51% living in the Township full-time. Half of the survey respondents are registered to vote in the Township. An overwhelming majority (89%) of survey respondents are over the age of 50. The various areas in the Township were well represented, with no single part of the Township comprising the majority of respondents. The majority of the respondents have a household income of over \$60,000 a year. Nearly half of respondents (46%) are retired, and just 12% have children under 18 years old living at home.

### 11. Do you live in Cleveland Township?

Table B11. Question 11 for All Respondents

Yes	73%
No	25%
<b>Response Rate</b>	<b>98%</b>

**12. Do you consider yourself a part-time or full-time resident of Cleveland Township?**

Table B12. Question 12 for All Respondents

Part-Time	43%
Full-Time	51%
<b>Response Rate</b>	<b>98%</b>

**13. Are you registered to vote in Cleveland Township?**

Table B13. Question 13 for All Respondents

Yes	50%
No	48%
<b>Response Rate</b>	<b>94%</b>

**14. What is your age group?**

Table B14. Question 14 for All Respondents

Under 18	0%
18-25	0%
26-35	1%
36-50	8%
51-65	44%
Over 65	45%
<b>Response Rate</b>	<b>98%</b>

**15. In what part(s) of the Township do you live/own land? Check all that apply.**

Table B15. Question 15 for All Respondents

Little Traverse Lake Area	28%
Lime Lake Area	29%
Sugar Loaf Area	29%
Bohemian Valley Area	6%
Maple City Area	8%
Wheeler Road Area	8%
Other	3
<b>Response Rate</b>	<b>111%</b>

**16. What is your household income?**

Table B16. Question 16 for All Respondents

Under \$20,000	2%
\$20,000-\$39,999	8%
\$40,000-\$59,999	18%
\$60,000 over above	60%
<b>Response Rate</b>	<b>89%</b>

**17. What is your employment status?**

Table B17. Question 17 for All Respondents

Employed (not self-employed)	28%
Self-employed	18%
Unemployed	0%
Retired	46%
<b>Response Rate</b>	<b>93%</b>

**18. Do you have children under 18 years old living in your household?**

Table B18. Question 18 for All Respondents

Yes	12%
No	85%
<b>Response Rate</b>	<b>97%</b>