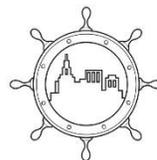


Pierson Township, MI

# Master Plan Survey

Summary of Responses

Fresh Coast Planning  
4-15-2024



**Fresh Coast  
Planning**

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## Section 1. Executive Summary

Pierson Township had a large response to the survey. Respondents were spread across age groups, length of residency in the Township, and from all areas of the Township. While the older age groups had larger numbers of responses, Pierson Township had a larger response from younger age groups than we see in many communities. Two areas where a respondent's age appears to have impacted their response are in regard to parks and recreation services and access to jobs. Younger age groups had a stronger desire for prioritizing parks and recreation, and they may not believe that they have good access to job opportunities.

As a whole the preservation of natural areas and farmland is a top priority. The rate of development in Pierson appears to be about right, with respondents having some increased demand for some commercial development. For commercial development entertainment services (movies, restaurants, etc.) and professional services (doctor, legal, beauty, etc.) appear to be the priorities. Further, while more commercial services are desired it does not appear that respondents are unwilling to travel to these services. As such, Pierson Township may be able to work with surrounding municipalities to meet the needs and desires of your residents.

In regard to future residential development, single-family neighborhoods appear to be the desired form of residential development, with other forms of residential development (apartments, duplexes, and townhomes) being opposed. However, as previously stated the preservation of natural areas and farmland is a clear priority. As such, the Township may want to review strategies that would cluster residential development near existing densely populated areas, i.e., Howard City and Sand Lake. Further, commercial growth tends to follow residential growth and a clustering of more dense residential areas may increase the speed at which desired commercial services are developed in the community.

KLY

Associate, Fresh Coast Planning

In addition to the summaries provided in this report we have attached the following reports from SurveyMonkey:

- Unfiltered Survey Results
- Results Filtered by Age
- Results Filtered by Location
- Results Filtered by Years Lived in Township
- Additional Comments Provided

## Section 2. Representativeness and Reliability

In reviewing the survey results we've found that survey results should provide mostly representative and reliable information for the Planning Commission to review when building and reviewing your updated Master Plan. A couple items to consider is that results are likely to be skewed to older individuals and individuals living in the Lake Residential District and other residential areas in the Township.

When reviewing the survey results, we first want to test whether the responses are valid and can be relied on in order to provide a representative sample of your community. In order to test the representativeness and reliability of the survey results we'll look at three things.

First, are the ages of those that responded reflective of the age groups identified by the latest American Community Survey. The American Community Survey (ACS) is an ongoing annual survey conducted by the United States Census Bureau. The ACS uses a random sample of addresses to collect responses and provide estimates on information similar to what is included in the Decennial Census, such as age, education, and other population and housing metrics.

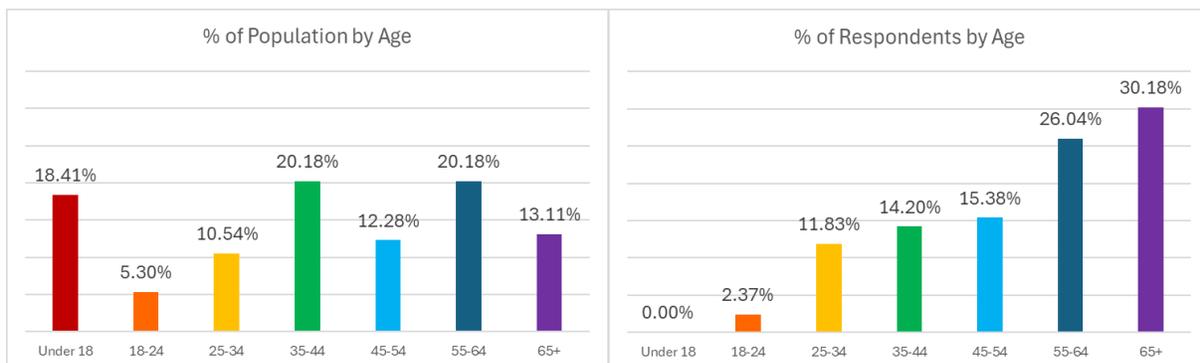
Second, we look at where respondents stated they live in order to ensure that the respondents are representative of the different geographical areas in the Township.

Lastly, we will look at the number of people who responded compared to the total population. By comparing these numbers, we will be able to determine how confident we are that the survey results are accurate.

### 2.1. Representativeness by Age

As expected, all age groups were not represented in the survey results. Further, respondents were not proportionally spread across the represented age group, as such the results of the survey will likely be skewed towards the wants of older individuals in Pierson Township. However, upon initial review, for age groups twenty-five (25) and older there appear to be shared wants and values.

The only age group that clearly has different wants and values are individuals that are from eighteen (18) to twenty-four (24) years old. A few items of note for the eighteen (18) to twenty-four (24) age group is that this age group is only represented by four (4) individuals in the survey responses. Further, all four 18 – 24-year-old respondents have lived in Pierson Township for one to five years. As such, these respondents may not be a reflective sample of all eighteen (18) to twenty-four (24) year-olds in Pierson Township.



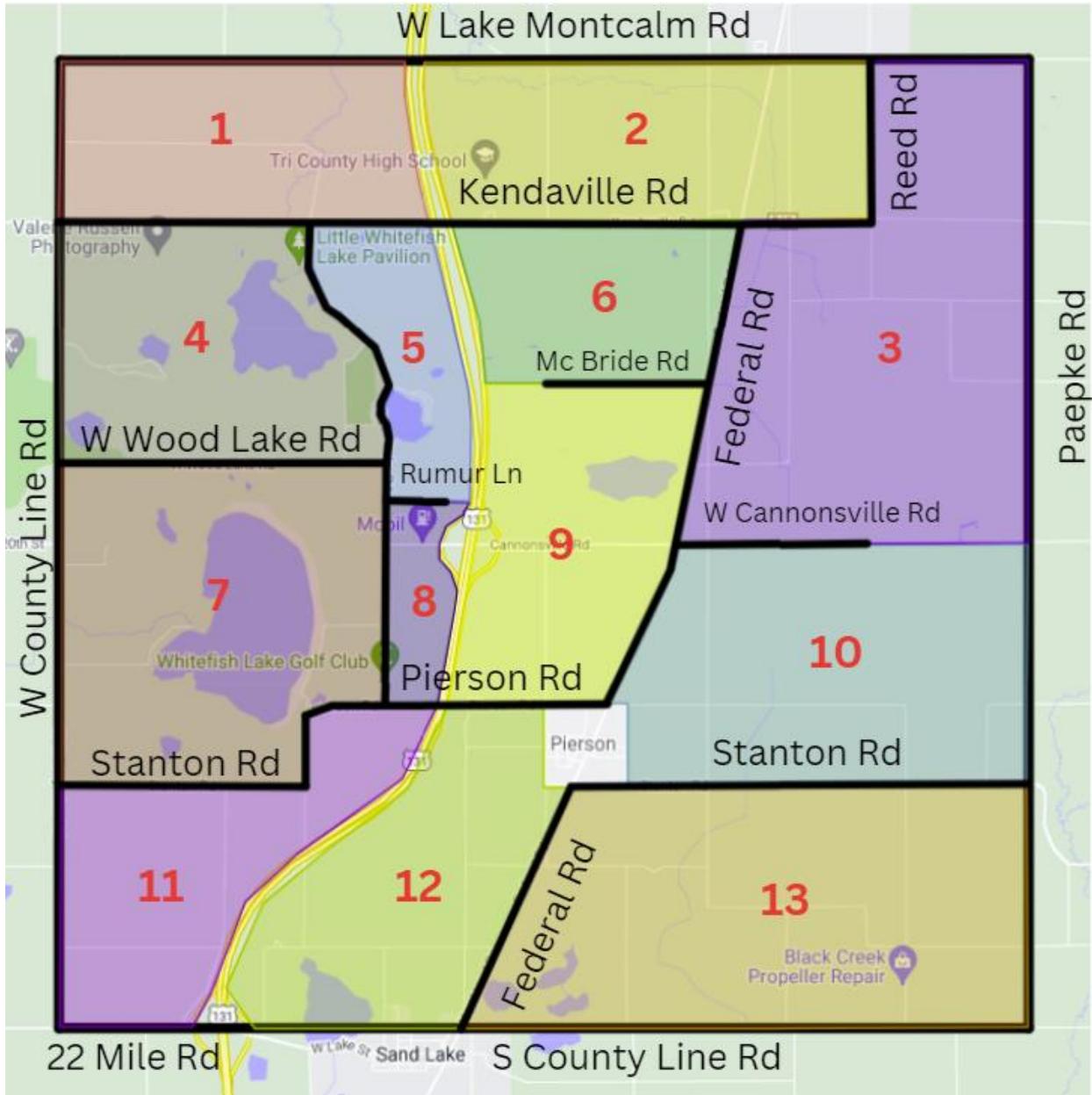
## 2.2. Representativeness by Location

Identifying representativeness by geographic location is less definitive than representativeness by age. We do not have the information that identifies how many total dwellings are contained within each section identified within the survey. When creating the sections, we relied on the different zoning district designations and easily identifiable roads to split the sections. As such, we would expect a greater number of responses from the more densely populated sections of the Township (Sections 2,4,5,7,8,12, & Village of Pierson). With less densely populated sections (Sections 1, 3, 6, 8, 9, 10, 11, 13) having a lower number of responses.

Responses generally meet our expectations and the results of the survey appear to be representative of all locations within the Township. However, as you'll see in the Table below a majority (57.40%) of responses came from areas that contain small Lake Residential lots. This majority grows when all primarily residential areas are grouped together (72.78%). So, while the responses appear to be representative of the different areas of the Township, the results will likely be skewed towards the wants of those in the Lake Residential and other residential areas.

Lastly, where people lived did appear to have an impact on how they answered some questions, but more broadly respondents appear to agree on subjects such as rate of development and the preservation of the natural and rural character of the Township.

Area of Township	Zoning Description	% of Respondents	
<b>Lake Residential</b>			
Section 4	Primarily Rural Residential with many small lots zoned Lake Residential around Little Whitefish Lake	14.20%	57.40%
Section 5	Primarily Rural Residential with many small lots zoned Lake Residential around Bass Lake	13.02%	
Section 7	Primarily Rural Residential with many small lots zoned Lake Residential around Whitefish Lake	17.75%	
Section 12 - Area near Sand Lake	Primarily Single Family Residential with many small lots zoned Lake Residential around Sand Lake. With Some Agriculture properties located near US 131.	12.43%	
<b>Residential</b>			
Section 2 - Area near Howard City	Mix of Single Family Residential (medium & small lots) to the North, Agriculture (40+ acre lots) to the South, and a few Industrial Parcels near US 131.	8.28%	15.38%
Section 8	Primary Single Family Residential with a Large Commercial District. Many large lots with some smaller residential lots along Cannonsville Road and Bass Lake Road.	2.96%	
Village of Pierson		4.14%	
<b>Agriculture &amp; Rural</b>			
Section 1	Mix of Agriculture, Rural Residential, and Single Family Residential. Primarily Large Lots.	3.55%	30.18%
Section 3	Agriculture with Large (40+ acre) Lots	3.55%	
Section 6	Primarily Agriculture with Large (40+ acre) Lots	1.18%	
Section 8	Primary Single Family Residential with a Large Commercial District. Many large lots with some smaller residential lots along Cannonsville Road and Bass Lake Road.	2.96%	
Section 9	Primarily Agriculture with Large (40+ acre) Lots	5.33%	
Section 10	Agriculture with Large (40+ acre) Lots	5.33%	
Section 11	Mix of Rural Residential and Single Family Residential. Primarily large lots	4.73%	
Section 13	Primarily Rural Residential with a mix of medium (10 - 39) acre) to Large (40+ acre) lots.	3.55%	

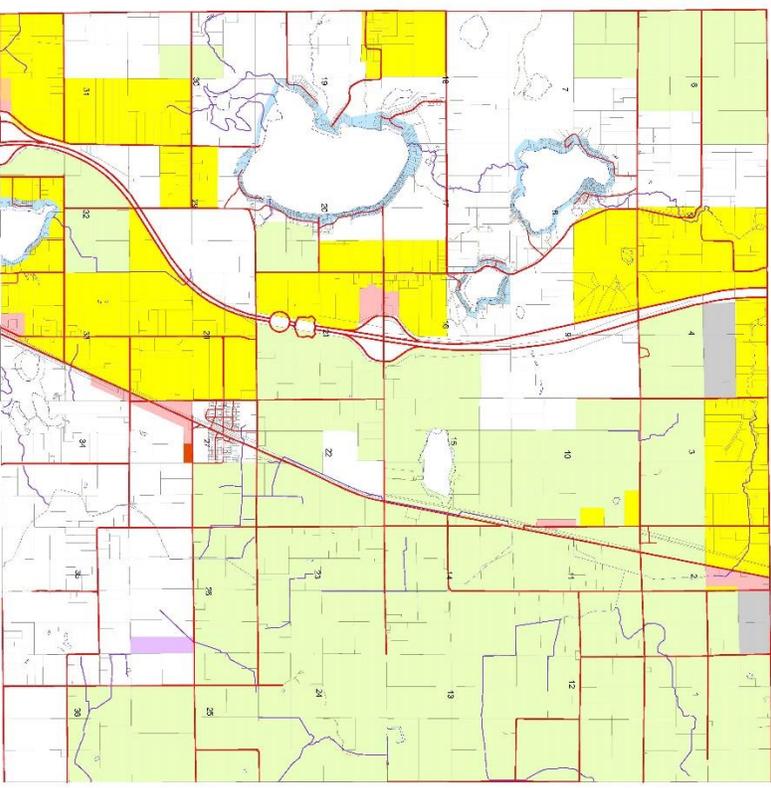


Where you live map from Master Plan Survey

# Pierson Township Zoning Map



- Legend**
- R-R Rural Residential
  - C-2 General Commercial
  - R-1 Single Family Residential
  - C-1 Neighborhood Commercial
  - AG Agriculture
  - LR Lake Residential
  - R-2 Two Family and Multiple Family Residential
  - R-3 Mobile Home Park
  - I Industrial



AMENDMENTS		
LOCATION	EFFECTIVE DATE	ZONE

Peterson & Xenhof  
2014-2015-2016

### 2.3. Reliability of Survey

While the results of the 2024 Master Plan Survey appear to be a representative sample that is slightly skewed based on age and where people live within the Township, we also want to make sure that enough responses were received to ensure the results are reliable.

When speaking to the reliability of a survey we are trying to determine how likely it is that if we repeated the survey with another group of residents, we would get the same or similar results. A general rule of thumb is if you have a confidence level of 95% and a margin of error of 5%, your results are likely accurate and precise and can be relied on.

Based on the 2022 American Community Survey conducted by the United States Census Bureau Pierson Township has approximately 3,395 residents. Approximately 162 residents (169 total respondents – 7 Village Residents) responded to the survey. Based on this information we were able to calculate the survey's margin of error. At a 95% confidence level there is an 8% margin of error. While the margin of error is higher than desired it is not so large that we are concerned that the results are not reliable. As such, the Planning Commission should be able to rely on the results.

# Section 3. Survey Results

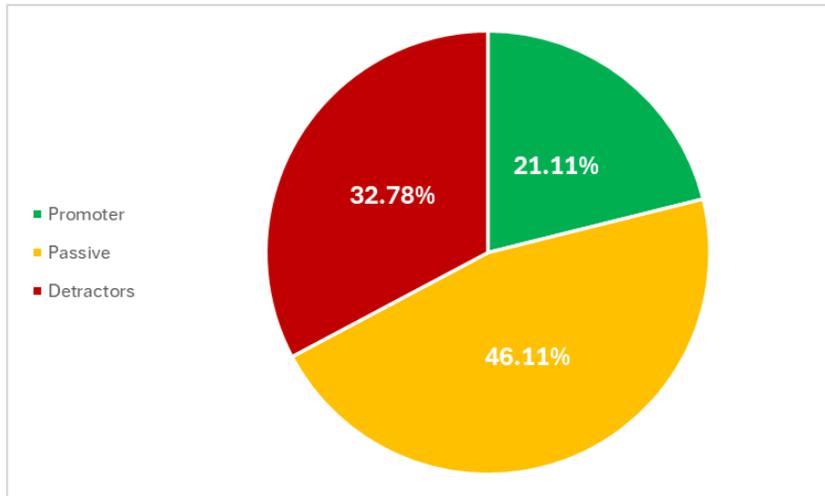
The following are summaries of the individual survey questions.

## 3.1. How likely is it that you would recommend living in Pierson Township to a friend or colleague?

This question is called Net Promoter Score, it was designed in 2003 as a way to gauge customer experience for private companies. We use the Net Promoter Score in your survey as a way to gauge the experience and relationship your residents have with the Township. Respondents are broken into three categories: promoters, passives, and detractors. Promoters are the residents that are the individuals that love the community and will go out of their way to promote it. Passives are those individuals that like the community but may not go out of their way to promote it. Detractors are the individuals who are unhappy with the community and may go out of their way to dissuade others from coming to your community. For a more detailed review of the meaning of net promoter score you can visit <https://delighted.com/net-promoter-score>

In addition to showing how many individuals are Promoters, Passives, and Detractors a net promoter score is also calculated. The net promoter scale goes from -100 to 100, with -100 meaning no one is happy with the community and 100 meaning everyone is happy with the community. While there is no universal benchmark for what a “good” net promoter score is this is our first community that has had a negative net promoter score. Our use of this tool for review of community sentiment towards where they live is limited, but we have come to expect an average net promoter score for Township’s to be between 10 and 20. There could be many reasons Pierson Township has a negative net promoter score. Further, through our review of other responses to this survey there is no clear indicator with why your NPS is negative. As such, this may be an item that the Township decides to further explore.

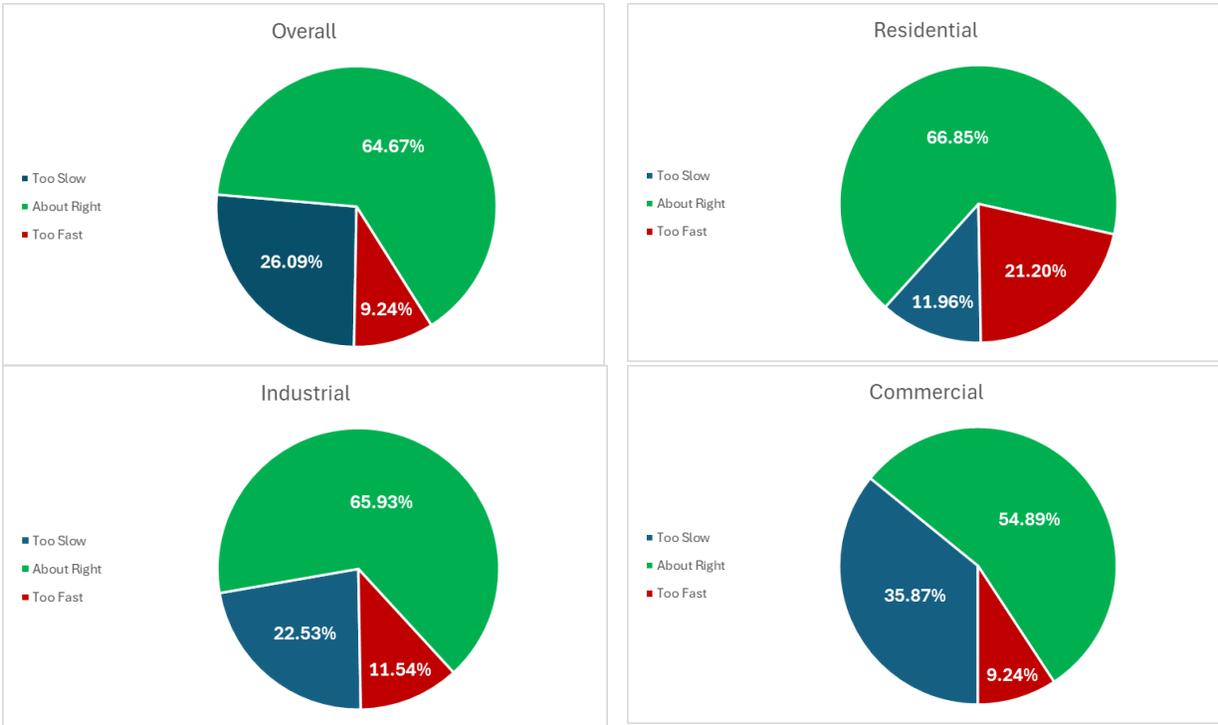




Age	NPS	Where Live	NPS
65+	-8.16	Section 1	16.67
55-64	-20.98	Section 2	-28.57
45-54	-3.85	Section 3	-33.33
35-44	8.33	Section 4	-4.35
25-34	-30	Section 5	0
18-24	-50	Section 6	-50
		Section 7	0
		Section 8	0
How Long Live	NPS	Section 9	-11.11
Under 1 year	33.33	Section 10	-11.11
1 -5 years	-4.17	Section 11	-25
6-10 years	-16.67	Section 12	-38.1
11-20 years	-10	Section 13	33.33
More than 20 years	-20	Village of Pierson	-42.86

### 3.2. How would you characterize the rate of the following types of development?

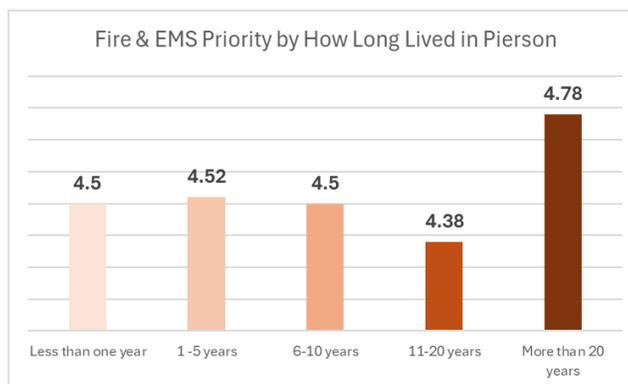
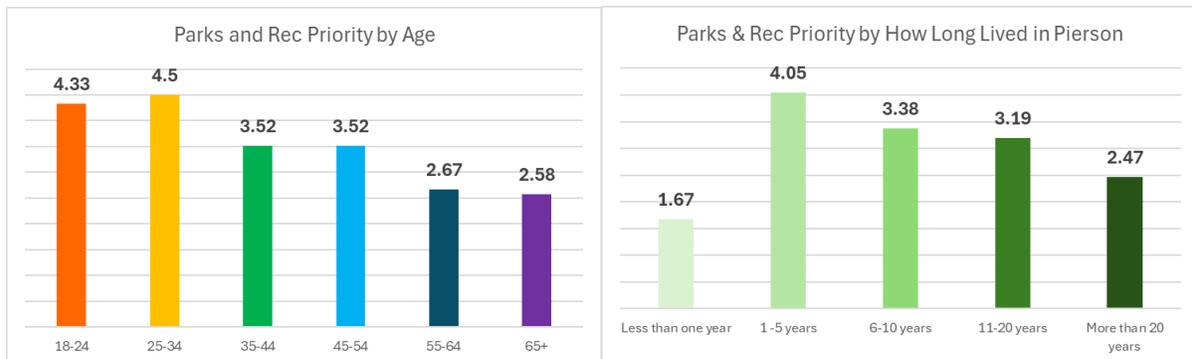
Overall, a majority of respondents feel that the rate of residential, commercial, and industrial development is happening at about the right speed. There may be some concern around how fast residential development is happening and some desire for more commercial development. This feeling seems to be consistent across age groups and how long they have lived in the Township. Based on where people live in the Township, people living in sections 8, 12, & 13 of the survey map (pg. 5) may have more concern about the rate of residential development and people living in section 3 of the survey map (pg. 5) may have more concern about the rate of commercial and industrial development.



### 3.3. If the Township had extra funds, how would you prioritize its use?

When asked how they would prioritize the expenditure of “extra” funds survey respondents as a whole prioritized Fire & EMS, Roads, and Police. However, there were a couple of exceptions we would like to bring to your attention. Younger age groups placed a higher priority on parks and recreation. Similarly, the less time someone has lived in Pierson the more likely they are to prioritize parks and recreation. Our assumption is this is a reflection that individuals with children are more likely to have a desire for parks and recreation services and activities. Lastly, we see that individuals who have lived in Pierson for twenty years or more place a higher priority on Fire & EMS services.

All Respondents	
Project	Priority
Fire and EMS	4.61
Roads	4.54
Police	4.23
Internet Access	3.23
Parks and Recreation	3.18
Public Water and Sanitary Sewer	3.08
Senior Services	2.75



### 3.4. How likely is it that you would support an increase in property taxes to support the following?

For most items we asked about it does not appear that respondents would be supportive of increased taxes to provide more funding for their expansion. However, there may be support for a fire and EMS millage. If the Township determines that this is a priority, we recommend engaging with the community more before proposing a millage.

In addition to gauging support for increased taxes this question, this question allows us to see how respondents prioritize projects when viewed with the lens that they would have to pay extra for their improvement. This feedback can also provide guidance on how the Township should proceed with executing community priorities. For example, if the community desires more commercial services, but doesn't want to pay to attract and retain commercial businesses, the Township may want to provide for more areas for commercial development, as well as reviewing regulations to ensure they are not creating overly-burdensome obstacles to new commercial businesses from coming to the Township.

	<b>Priority</b>
Fire and EMS	3.74
Road Repairs and Improvement	3.52
Police	3.49
Agricultural Preservation Programs	3.25
Improve and expand public park and recreation facilities	2.83
Attract and retain commercial businesses	2.5
Expansion of public water and sewer	2.31
Attract and retain Industrial businesses	2.27

5 = Highly Likely

4 = Likely

3 = Neutral

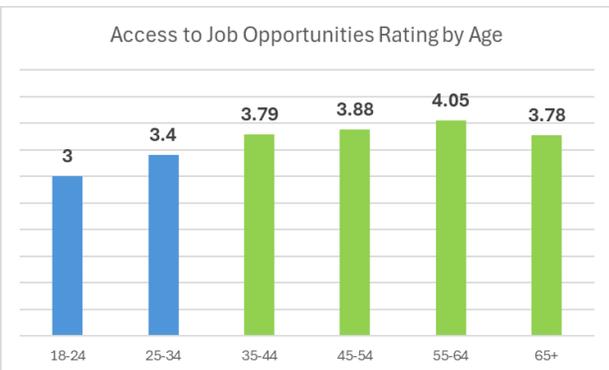
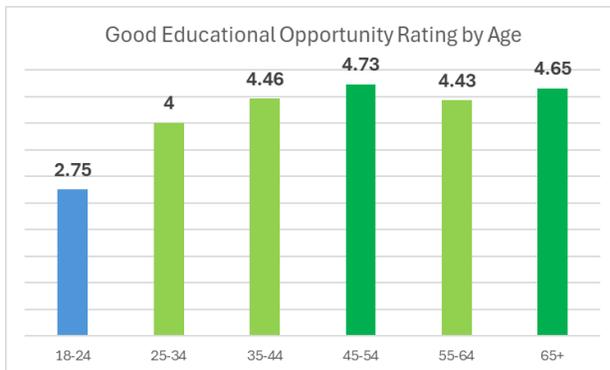
2 = Unlikely

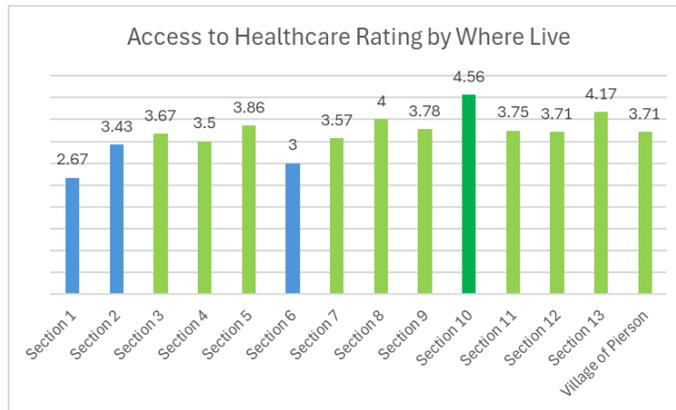
1 = Highly Unlikely

3.5. Please rate each of the following characteristics of Pierson Township.

In general respondents appear to be happy with the character of the community. Ease of travel, rural character, and recreational opportunities received ratings that we would consider excellent, with all characteristics receiving a “good” rating. Some items for further consideration are a respondents age appears to have impacted how they rated access to good educational opportunities and access to job opportunities. Also, where a respondent lives in the Township appears to have impacted on they responded on access to healthcare facilities.

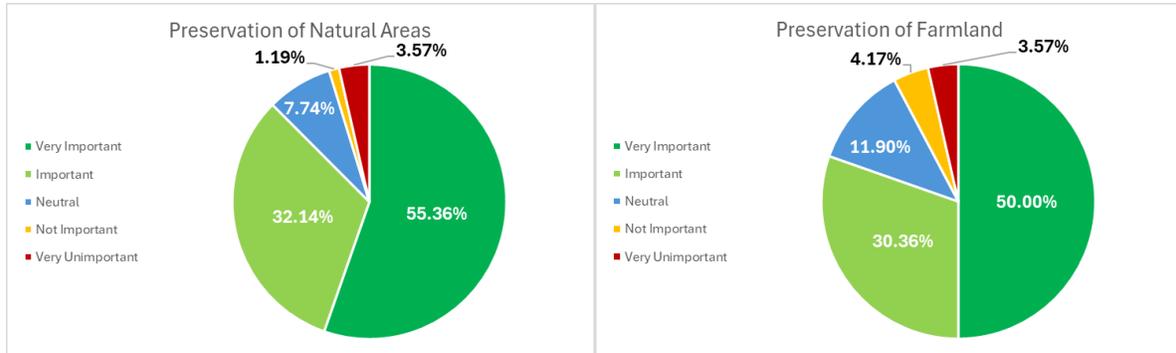
<b>Characteristic</b>	<b>Rating</b>
Ease of Travel	4.93
Rural Character	4.92
Recreational Opportunities (Parks, Trails, etc.)	4.69
Good educational opportunities	4.46
Diverse housing Options	4.3
Availability of quality, affordable housing	4.25
Access to Goods (Groceries, Baked Goods, Produce, Auto Parts, etc.)	4.05
Condition of Roads	3.93
Access to Job Opportunities	3.8
Access to Professional Services (doctor, legal, beauty, etc.)	3.75
Access to healthcare facilities	3.68
Access to Entertainment Services (Movies, Restaurants, etc.)	3.64
5 = Excellent	
4 = Good	
3 = I don't know/ Neutral	
2 = Fair	
1 = Poor	



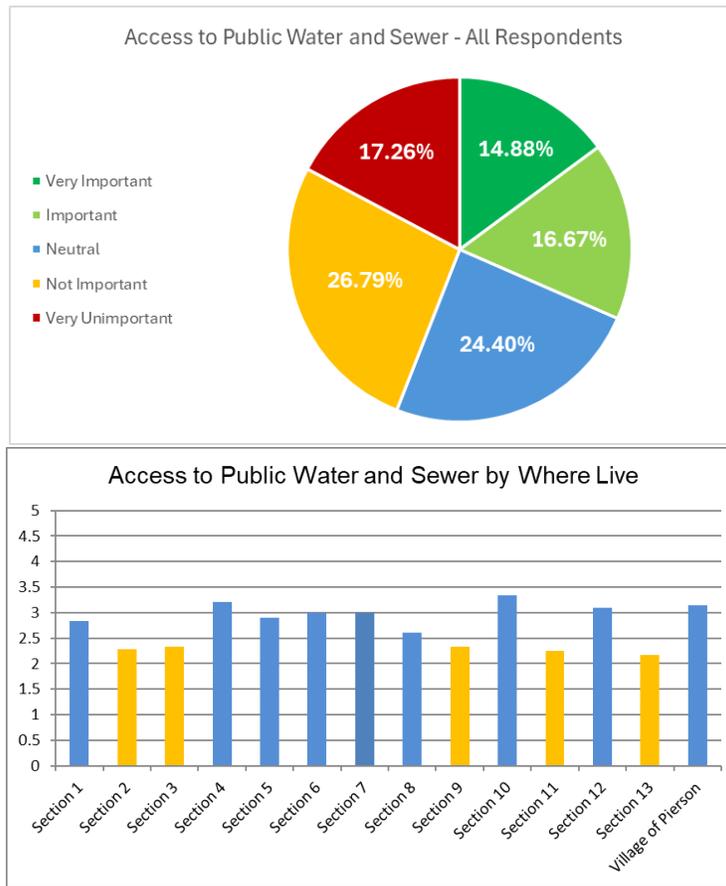


### 3.6. How important are the following items to you?

The preservation of natural areas and farmland appear to be a priority for over eighty percent (80%) of respondents. This is regardless of how old they are, where they live, or how long they have lived in the Township.



There is no clear consensus on the importance of access to public water and sewer. Our expectation in regard to the importance of access to public water and sewer was to see a clear line between small lake front lots and larger lots in other areas of the Township. However, the results do not reflect that this is the case. Contrary to our expectations access to public water and sewer does not seem to be a priority for any respondents. Our assumption is that respondents as a whole are happy with their access to water and sanitation facilities.



### 3.7. How supportive are you of the following types of residential projects?

Based on the results of this question, we not only see what types of residential projects respondents are supportive of, but we may also get some insight into how that development is desired to look.

#### Senior Citizen Housing

Respondents are supportive of senior citizen housing. Not only are a majority of respondents supportive of senior citizen housing, but there is very little opposition. However, senior citizen housing can be developed in many different ways (site condo, duplexes, apartments, mixed housing types) as such where and how senior citizen housing is developed can be informed on the responses towards other housing development types.

#### Single Family Neighborhood Developments

Similar to senior citizen housing, a majority of respondents appear to be supportive of single-family neighborhood developments. However, there is a stronger level of opposition to single family neighborhood developments. This response paired with the desire to preserve natural areas and farmland in the Township could mean that the community is supportive of more single-family housing as long as it happens in locations and with design elements that will protect the rural character of the community.

#### Mixed-use (Commercial/Residential) and Townhomes

There is no strong support or opposition for these types of development. Respondents are split in their support of mixed-use and townhome developments. If desired these types of developments will likely require a large amount of community input to identify where they are best located and what type of architectural styles and design elements are desired.

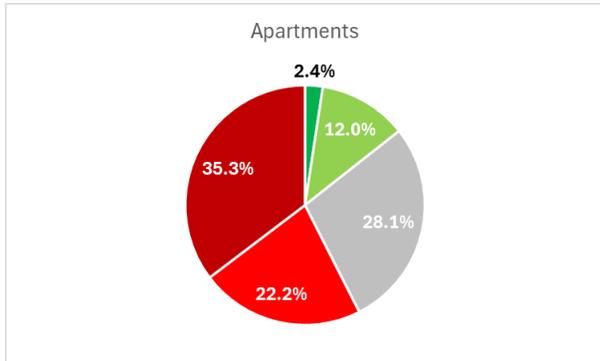
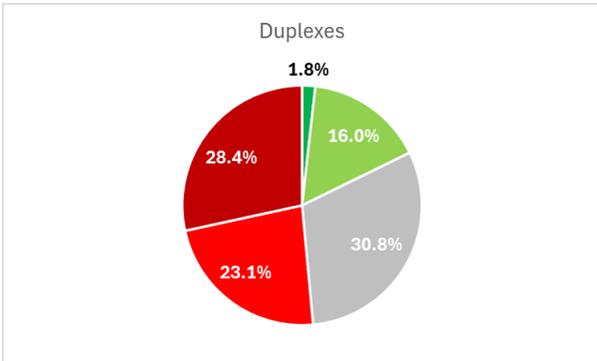
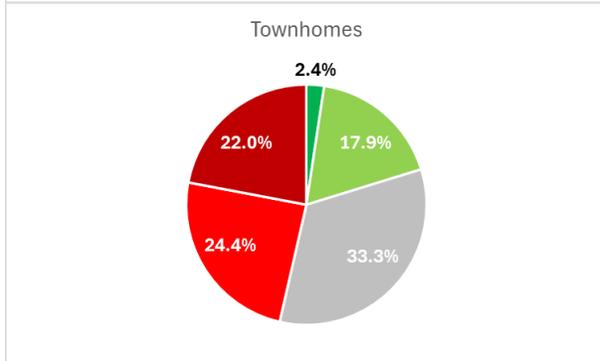
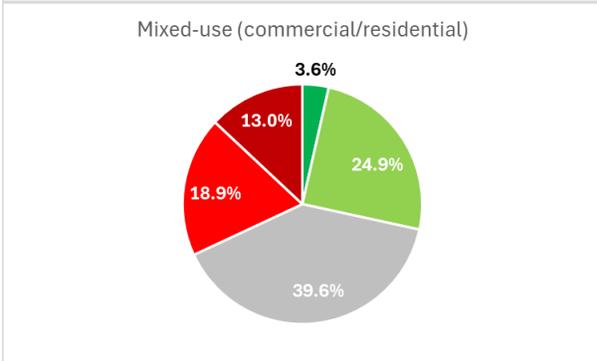
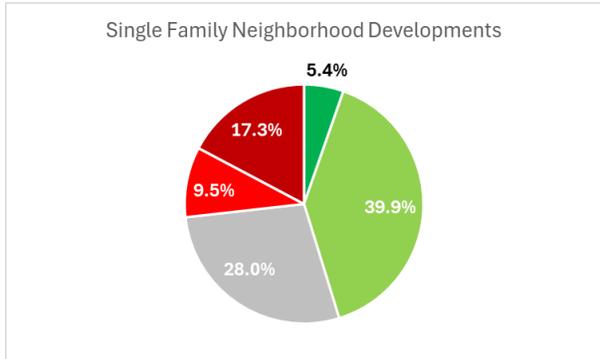
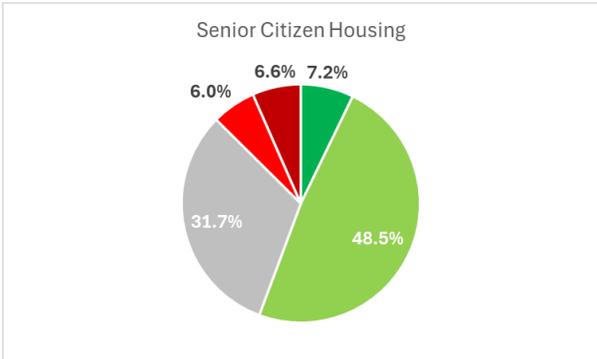
#### Duplexes

A majority of respondents are opposed to the development of duplexes. As such, the Township may want to review policies and regulations to ensure that the development of single-family neighborhoods is encouraged.

#### Apartments

Respondents are clearly opposed to apartment style development. This does not mean that respondents are opposed to multi-family development, but it seems clear that apartment style residential development is not desired in the community.

- Very Supportive
- Supportive
- Neutral
- Opposed
- Strongly Opposed



END OF REPORT