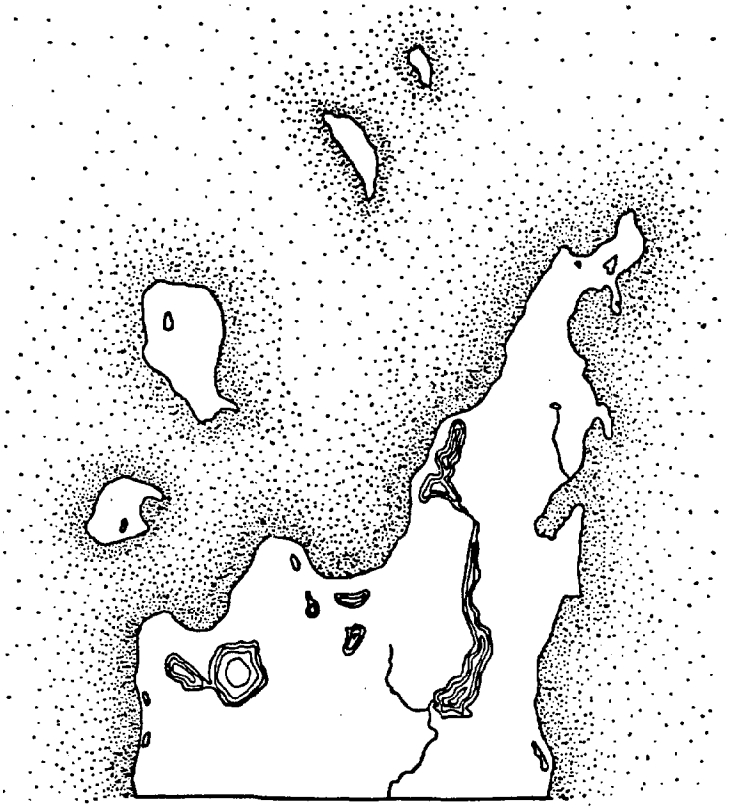
A SURVEY OF RESIDENTS CONCERNING ISSUES RELATING TO LONG-RANGE PLANNING IN LEELANAU COUNTY

Growth Management Plan Working Paper #2



Prepared for
Leelanau County Planning Department
and
Leelanau County Board of Commissioners

Prepared By
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May 29, 1990

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LEELANAU COUNTY

A Survey of Residents in Leelanau County

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EXECUTIVE SUMMARY

The survey of Leelanau County residents conducted by Anderson, Niebuhr & Associates, Inc. provided information regarding residents' opinions about important issues relating to the quality of life in Leelanau County. Specifically, information was obtained concerning preferences for types of development in the County, residents' satisfaction with County services, opinions about the impact of future development, and preferences for zoning regulations and development controls. In addition to providing information about County residents as a whole, the survey provided information about various subgroups of residents.

This summary of the study findings is divided into two parts: (1) Conclusions, and (2) Recommendations. Complete findings are presented in the Results section of this report.

I. Conclusions

Based on the survey findings, it is apparent that the residents in the County comprise a diversity of constituencies with a variety of special interests. As a result, residents' views tend to coincide with their specific areas of interest. In general, residents are very concerned with improving the quality of life in Leelanau County. Residents <u>are not interested</u> in developing Leelanau County primarily as a "resort" area; however, they <u>are interested</u> in limited development as long as the environment is protected.

Analysis of the survey information obtained from Leelanau County residents points to the following other conclusions:

- Approximately one-half of the residents are over 50 years of age, are college graduates, and have lived in the County for over 20 years. Nearly all respondents indicated they own their home, and 42 percent own

lakeshore property. Approximately one-third of the survey respondents are employed in Leelanau County.

- The actions residents feel are most important for Leelanau County to take are coordinating planning efforts between County, Township, and Village governments and maintaining agricultural production in the County. Encouraging the development of more resorts, such as The Homestead or Sugar Loaf, and stimulating the development of more businesses related to tourism are actions that residents tend to feel are the least important. Residents who have lived in the County for over 20 years and those who are over the age of 55 are most likely to not favor development that would change the County. For example, respondents in these two resident groups tend to feel that **preventing** development at the west end of the proposed Traverse City beltline highway is very important.
- Regarding actions that could be taken in Leelanau County, residents indicated the **strongest support** for installing an effective emergency radio communications system for requesting medical, police, or fire services. Over half of the residents indicated they believe this radio system should be installed, even if it increases their taxes. Residents also indicated **strong support** for actions relating to environmental issues, such as the following: initiating a County effort to monitor water quality; operating a County-wide program to collect and recycle materials such as newspaper, glass, and cans; and establishing stricter sanitary codes related to sewage disposal, including individual septic tanks. Residents expressed the **least support** for actions relating to increased development in the County, such as: encouraging the development of affordable apartment buildings, condominiums, or other multi-family housing; building a new "central corridor" highway between Traverse City and Suttons Bay; and increasing the number of public access points to lakes.

- Although residents tend to be satisfied with the aspects of Leelanau County included in the questionnaire, fewer than one-third are very satisfied with any of these aspects. Residents expressed the **most satisfaction** with the recreational opportunities available, the fire protection provided, and the quality of the roads. The greatest **dissatisfaction** was expressed regarding a number of items relating to residents' basic needs, including: the types of jobs available, the number of year-round jobs available for County residents, and the availability of housing they can afford. In addition, a fairly high level of dissatisfaction was found regarding the enforcement of local zoning ordinances and the capacity of the roads to handle traffic.
- The majority of residents who have received information or services from County administrative offices (e.g., County Clerk, Treasurer, or Register of Deeds) and the County Road Commission indicated that these County officials have been helpful. Over one-half of the residents have not received information or services from either the County Board or the County Planning Commission. However, nearly one-third of the residents (30%) who have received information or services from these County officials indicated these officials have not been helpful.
- There is not a general consensus among residents regarding who should be responsible for enforcement of development controls in the County. Over one-third of the residents (38%) indicated the County should be responsible for this enforcement; however, 43 percent indicated this should be the responsibility of the Townships and Villages.
- A major information source for County residents is the *Leelanau Enterprise*. Over one-half of the County residents (56%) receive "very much" of their information about what happens in Leelanau County from this newspaper.

- The issue that residents tend to feel is the greatest problem in Leelanau County is the level of property taxation. Residents also tended to indicate that pollution of both ground and surface water, the rapid rate of population growth, and the increasing number of tourists who visit Leelanau County are problems.
- With regard to the possible consequences of increased development in Leelanau County, it is clear that residents favor controlled growth that will provide an increase in the number of jobs and that will not result in damage to the environment. These views are also supported by specific suggestions given by respondents relating to jobs, restriction of development, and environmental protection.

II. Recommendations

Based on the findings of the survey of Leelanau County residents, the following recommendations are made:

- Leelanau County should recognize the diversity in opinions that exist among the varying demographic subgroups of residents. These differences need to be understood by County officials and staff, and should be taken into consideration when developing future planning strategies and determining directions for future development.
- Based on the overall results of the survey, the County should focus future strategic planning efforts on controlled development which provides jobs yet ensures protection of the environment.
- It is clear that the residents <u>do not favor</u> developing Leelanau County into a major recreational or resort center, and that residents also do not favor large increases in the population of the County. Therefore, the County may wish to consider changing the current zoning regulations to limit population growth to 50,000 residents or less.

- Based on the responses concerning satisfaction with selected aspects of Leelanau County, officials should take steps to improve in all areas inquired about in the questionnaire. Particular attention should be paid to the areas in which the greatest dissatisfaction was expressed. In addition, the County should recognize that the responses to this question reflect a somewhat negative image of the County on the part of the residents. As changes or improvements are made, County officials should be sure to keep residents informed, and should emphasize the positive effects these changes will have on the residents' quality of life.
- The relatively low levels of satisfaction expressed by County residents and the concern residents have regarding the level of property taxes may imply that residents do not feel their tax money is well spent. Therefore, the County may wish to further inform residents about how their tax monies are spent to provide them with services and benefits.
- The County should recognize the importance of public relations and how this contributes to its image. Because a number of residents indicated that the County Board and County Planning Commission have not been helpful in providing information and services, the County may wish to identify ways in which these two bodies can become more helpful to County residents.
- Since the *Leelanau Enterprise* is a primary source of information, the County should continue to provide the *Enterprise* with accurate and detailed information on a regular basis. To facilitate improved communication and response to residents' inquiries, the County may also wish to explore the possibility of having space in the paper provided for County officials to respond to questions submitted by residents. In addition, because County residents receive the majority of their information through written media, the County may wish to consider the

feasibility of distributing information to residents through a newsletter or some other written form of communication on a periodic basis.

- Given the attitude of residents regarding coordination of planning efforts between County, Township, and Village governments, and residents' opinions about who should be responsible for enforcement of development controls, County officials may wish to develop strategies designed to facilitate planning and communication between these levels of government.
- If the County decides to pursue development at the west end of the proposed Traverse City beltline highway, County officials should be aware that long-term residents (i.e., those who have been residents in the County for over 20 years) do not favor this development. Therefore, the County will need to inform residents, particularly long-term residents, about the possible advantages of such development. In addition, because a fairly high percentage of residents indicated they do not understand the concept of a "new town," the County may also wish to increase communication with residents to further inform them about this concept, if this is being considered as part of the County's long-range planning.
- County officials may wish to examine in greater detail the specific suggestions or comments provided by individual respondents. The County should consider taking action on suggestions that are feasible and would enhance the County's ability to meet its short- and long-range goals.

BACKGROUND

One of the major goals established by Leelanau County is to maintain and enhance the quality of life for the citizens of Leelanau County. To achieve this goal, the Leelanau County Planning Commission and the County Board of Commissioners are developing long- and short-range strategic plans. To implement successful planning for the County, it was determined that the opinions and perceptions of county residents should be obtained. One means of obtaining this information involved conducting a survey of county residents.

The purpose of the survey was to gather information from County residents (both year-round and seasonal residents) about the following issues:

- Preferences regarding specific types of development that may be possible in the County,
- Satisfaction with selected County services,
- The extent to which selected issues are perceived to be problems in Leelanau County,
- The impact of future development on the quality of life in Leelanau County,
- Preferences for zoning regulations, and
- Demographic information about County residents.

The information obtained in the survey will be used for developing and refining planning strategies to meet the needs of County residents and provide a stable social and economic environment for the future.

Leelanau County retained the services of the independent research firm of Anderson, Niebuhr & Associates, Inc. to conduct a survey of Leelanau County residents. This report describes the research method used to conduct the study, the complete results obtained, and our conclusions and recommendations based on these results.

RESEARCH METHOD

This section of the report describes the research methods used to conduct the survey of Leelanau County residents. The description includes the population and sample for the survey, the process used to design the survey questionnaire, the data collection methods used, and the procedures used in data analysis.

I. Population and Sample

The population of interest for this study was defined as residents of Leelanau County, including both year-round and seasonal residents. To obtain a representative sample of this population, Anderson-Niebuhr first obtained a list of residences in Leelanau County. From this list, Anderson-Niebuhr drew an equal probability random sample of 350 households using computer-generated random digits. This sampling procedure yielded data that are generalizable to Leelanau County residents as a whole and are accurate within ± 5 percent at a 95 percent confidence level.

II. Questionnaire Design

Anderson, Niebuhr & Associates, Inc. met with Leelanau County representatives in Leland to identify the primary issues and topics to be addressed in the survey. Using information from this meeting and other background materials provided Anderson-Niebuhr constructed a draft questionnaire for review by Leelanau County representatives, including County citizens and government officials. The draft questionnaire was revised based on this review and approved by Leelanau County representatives for pretesting. The survey pretest was conducted with 25 Leelanau County residents using the same methods that would be implemented in the main study.

Upon completion of the pretest, the questionnaire was revised based on the

results of the pretest and discussion of the results with Leelanau County representatives. When Leelanau County representatives were confident that the questionnaire would obtain the information needed, the questionnaire was approved and data collection began. A copy of the final questionnaire may be found in Appendix A.

III. Data Collection

The survey of Leelanau County residents was conducted using Anderson-Niebuhr's established mail survey methods from March through April, 1990. An initial questionnaire and cover letter were sent by first-class mail with a pre-addressed, postage-paid return envelope to facilitate participation in the survey.

Because many of the seasonal residents do not live at their Leelanau County address during the time the survey was to be administered, Leelanau County representatives provided Anderson-Niebuhr with computer diskettes containing current mailing address information. Information contained on these diskettes was used to cross-check current addresses for seasonal residents.

Residents not responding to the initial questionnaire mailing were sent a reminder post-card. Those still not responding to the survey were then sent a second reminder which included another copy of the questionnaire. Copies of the cover letter and the mail follow-up reminders are shown in Appendix B. These follow-up procedures were followed by extensive telephone callbacks. Using these follow-up methods, an overall response rate of 92 percent was achieved. Because such a high response rate was achieved, Leelanau County representatives can be assured that nonresponse bias is not a factor and that the data accurately represent the opinions of Leelanau County citizens as a whole.

IV. Data Analysis

All completed surveys were reviewed for accuracy and consistency, and responses were transferred to magnetic media for computer analysis. All transfer of data was verified. Computer facilities at the offices of Anderson, Niebuhr & Associates, Inc. and computer programs contained in the Statistical Package for the Social Sciences (SPSS/PC+) were used in the analyses.

Initially, complete descriptive statistics were conducted based on the survey findings. This analysis was followed by additional statistical analyses to determine if statistically significant differences exist among specific subgroups of respondents. Statistically significant differences ($p \leq .05$) are discussed in the report.

The subgroups used in the additional analyses are defined as follows:

- **Length of Residence in Leelanau County**
  - (1) 10 years or less
  - (2) 11 - 20 years
  - (3) Over 20 years
- **Area of Residence**
  - (1) Rural area: Lives on a farm or in a rural area
  - (2) Urban area: Lives in a town, village, or city
- **Lakeshore Property Ownership**
  - (1) Owns lakeshore property
  - (2) Does not own lakeshore property
- **Age**
  - (1) Under 40 years of age
  - (2) 40 - 55 years of age
  - (3) Over 55 years of age

- <u>Income</u>

  (1) Less than $25,000

  (2) $25,000 but less than $55,000

  (3) $55,000 or more

RESULTS

Results of the survey of Leelanau County residents conducted by Anderson, Niebuhr & Associates, Inc. are presented in this section of the report. The results are discussed in the following 13 subsections:

I. Demographic Information About County Residents

II. Importance of Selected Actions that May be Taken in Leelanau County

III. Opinions Regarding Selected Actions in Leelanau County

IV. Opinions Regarding Who Should Be Responsible for Enforcement of Development Controls in Leelanau County

V. Satisfaction with Selected Aspects of Leelanau County

VI. Perceived Helpfulness of Selected County Officials

VII. Sources of Information About What Happens in Leelanau County

VIII. Opinions Regarding Selected Problems in Leelanau County

IX. Opinions Regarding Consequences of Increased Development in Leelanau County

X. Preferences Regarding Zoning Regulations in Leelanau County

XI. Suggestions Regarding Improving the Quality of Life in Leelanau County

XII. Residents' Opinions Regarding What Most Threatens the Quality of Life in Leelanau County

XIII. Additional Statistical Analyses

Within the sections specified above, information may be organized into subsections according to information addressed in the questionnaire. Data tables referred to in the discussion of results are located in Appendix C.

I. Demographic Information About County Residents

Information regarding selected demographic characteristics of Leelanau County residents were obtained from a number of survey questions. This information is summarized below.

A. Age and Gender of Respondents

As shown in Figure 1, over half of the respondents (52%) are over 50 years of age. The mean (average) age of the survey respondents is 53 years. The median (midpoint) is 52 years, the modes (most frequent responses) are 38 and 60 years, and ages ranged from 25 years to 91 years.

Seventy percent of the survey respondents are male and 30 percent are female.

FIGURE 1

Age of Respondents

Age	Percent (*N* = 314)
30 years or younger	5
31 to 40 years	23
41 to 50 years	20
51 to 64 years	24
65 years or older	28
	100

B. Education

To obtain information regarding respondents' level of education, county residents were asked to indicate the highest level of education they have completed. As shown in Figure 2, over two-thirds of the respondents (67%) have attended college, with nearly half (48%) indicating they have graduated from college, attended graduate school, or received a graduate degree.

FIGURE 2

Highest Level of Education Completed by Survey Respondents

Level of Education	Percent (*N* = 316)
Attended elementary school	4
Attended high school	6
Graduated from high school or received GED	22
Attended a four-year, two-year, or technical college	19
Graduated from a four-year, two-year, or technical college	24
Attended graduate school or received graduate degree	24
Refused	1
	100

C. Income

Survey participants were also asked to indicate their total household income in 1989 before taxes. As may be seen in Figure 3, over half of the respondents (54%) indicated their income was less than $40,000. Complete results are shown below.

FIGURE 3

Respondents' Household Income Before Taxes

Income	Percent (*N* = 293)
Less than $10,000	8
$10,000 but less than $25,000	26
$25,000 but less than $40,000	20
$40,000 but less than $55,000	14
$55,000 but less than $70,000	8
$70,000 but less than $90,000	3
$90,000 or more	15
Don't know	2
Refused	4
	100

D. Length of Residence in Leelanau County

Respondents were asked to indicate how many years they have been a year-round or seasonal resident in Leelanau County. As may be seen in Figure 4, over three-quarters of the respondents (77%) have lived in Leelanau county for over 10 years, and 51 percent have resided in the County for over 20 years. The mean length of time respondents reported living in Leelanau County is 28 years. The median is 21 years, the mode is 20 years, and length of residence ranged from 1 year to 89 years.

FIGURE 4

Number of Years Respondents Have Been Residents of Leelanau County

Number of Years	Percent (*N* = 312)
Less than 5 years	7
5 to 10 years	16
11 to 15 years	11
16 to 20 years	15
Over 20 years	51
	100

E. Area of Residence

Respondents were also asked to indicate which one of four options best describes the area where they currently live in Leelanau County. As shown in Figure 5, over half of the respondents (53%) live in a rural area, and nearly one-third (32%) live in a town or village.

FIGURE 5

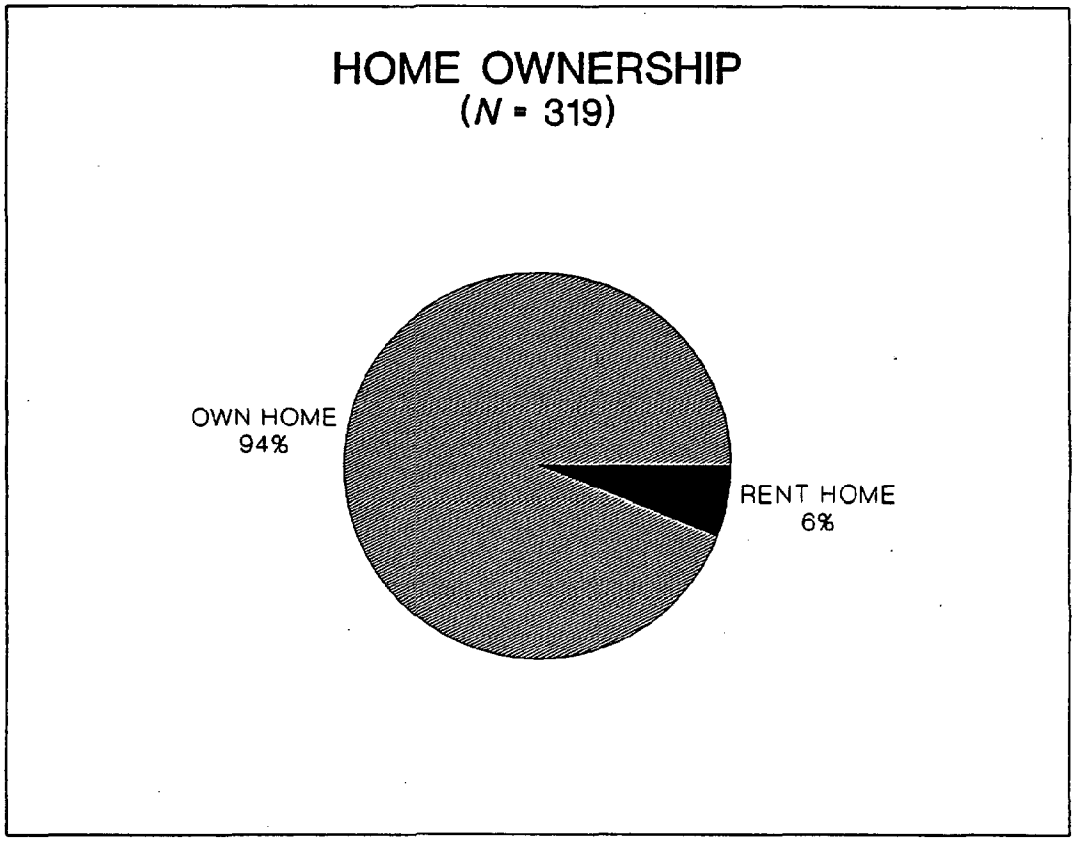
Current Area of Residence in Leelanau County

Area of Residence	Percent (*N* = 318)
A farm	14
A rural area, but not a farm	53
A town or village	32
A city	1
	100

F. Home and Property Ownership

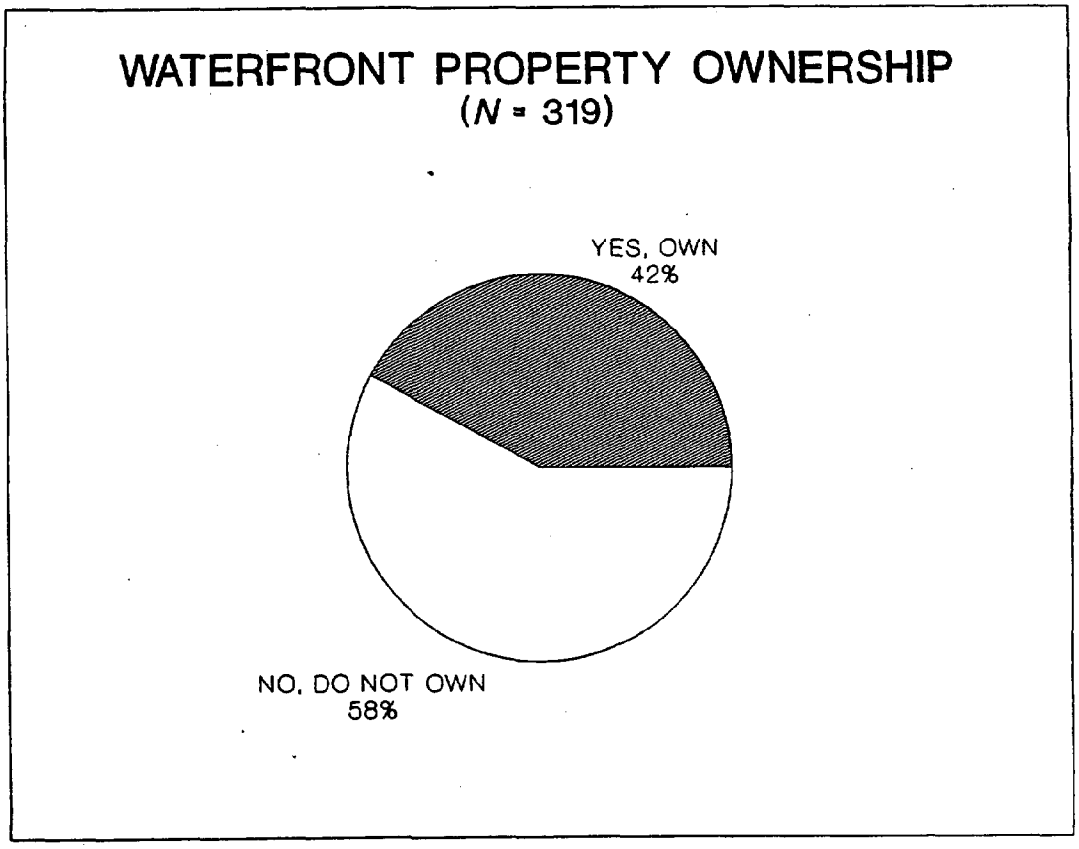
Respondents were also asked to indicate if they currently own or rent their home in Leelanau County. As shown in Figure 6 below, nearly all of the residents (94%) indicated they own their home. Six percent indicated they rent their home.

FIGURE 6



Residents were also asked to indicate if they own lakeshore property in Leelanau County. A majority of residents (58%) indicated they do not own lakeshore property in Leelanau County. Results are illustrated in Figure 7.

FIGURE 7



G. County of Employment

Survey respondents were asked to indicate the county in which they currently work, if they are currently employed. As shown in Figure 8, nearly one-third of the respondents (32%) indicated they work in Leelanau County. Eleven percent of the residents indicated they are employed in Grand Traverse County, and 11 percent indicated they are retired.

FIGURE 8

County of Employment or Employment Status

County	Percent (*N* = 322)
Leelanau	32
Grand Traverse	11
Retired	11
Not employed	4
Oakland	2
Wayne	2
Employed out of state	2
Inghams	1
Kent	1
Kalamazoo	1
Genesee	1
Saginaw	1
Cook	1
Other counties mentioned by one respondent each (Norfolk, Bergen, and Livingston)	1
No response given	28
Does not apply	1
	100

II. Importance of Selected Actions that May Be Taken in Leelanau County

County residents were asked to indicate how important they feel it is for the County of Leelanau to take selected actions. As may be seen in Table 1, the two items residents tend to feel are most important are coordination of planning efforts between County, Township, and Village governments and maintaining agricultural production in

Leelanau County. Over two-thirds of the residents surveyed feel that coordinated planning efforts are very important (69%), and over two-thirds feel that agricultural maintenance is very important (68%).

Regarding planning for the development of more commercially operated harbors for recreational boating, over half of the residents (53%) feel this is very or somewhat important. However, 43 percent of the residents indicated this is not important.

Residents are somewhat divided in opinion regarding the importance of development of light industry and residential lots. Slightly over one-third (34%) indicated that it is very important to restrict development of small residential lots to only those areas supplied with sewer and water utility services; however, 35 percent indicated this is not important. Thirty percent of the residents feel it is very important to develop one or two industrial parks for light industry, 31 percent feel this is somewhat important, and 34 percent indicated this development is not important.

Residents are also somewhat divided in opinion with regard to preventing development at the west end of the proposed Traverse City beltline highway and the creation of a new town. While 40 percent feel that preventing development at the west end of the proposed highway is very or somewhat important, 30 percent feel this is not important, and 30 percent indicated they do not know how to rate the importance of this issue. Nearly one-third of the residents (31%) indicated that supporting creation of a new town instead of more suburban development in the southeastern part of the County is very or somewhat important. However, nearly half of the residents (48%) indicated this is not important and over one-fifth (21%) indicated they do not know how to rate the importance of this development.

Over one-half of the residents participating in the survey (52%) indicated they feel it is not important to stimulate the development of more businesses related to tourism in Leelanau County. Nearly three-quarters of the residents (71%) indicated that encouraging the development of more resorts such as The Homestead or Sugar Loaf is not important.

III. Opinions Regarding Selected Actions in Leelanau County

Residents were next asked to indicate if they believe Leelanau County should implement selected actions, considering the effect such actions would have on taxes. These results are discussed below and are shown in Table 2.

Over one-half of the residents (51%) indicated that Leelanau County should install an effective emergency radio communications system for requesting medical, police, or fire services even if it raises their taxes. In addition, nearly one-third (32%) indicated this system should be installed, but only if it would not raise their taxes.

A majority of residents indicated they feel Leelanau County should initiate a County effort to monitor water quality, with 42 percent indicating this should be done even if it raises taxes and 41 percent indicating this should be done only if taxes are not raised. Similar support was indicated for operation of a County-wide recycling program and establishment of stricter sanitary codes related to sewage disposal. Forty-one percent feel that a County-wide recycling program should be operated even if it raises their taxes, and nearly half (47%) indicated they favor this but only if taxes are not raised. Forty-one percent also feel that stricter sanitary codes should be established even if this action raises taxes, and nearly one-third (32%) support this action only if taxes would not be raised. Slightly less support was shown for initiation of a policy to promote the preservation of open space in Leelanau County. Over one-third of the residents (37%) feel this policy should be initiated even if this means raising taxes; however, 40 percent feel this action should only be taken if taxes are not raised.

Over one-third of the survey participants indicated they feel the County should sponsor more recreation and youth programs for children (36%) and should encourage the County Road Commission to develop more bicycle paths (36%) even if these actions would raise taxes. In addition, over one-third of the residents feel more bicycle paths should be developed (39%) and that recreation programs should be increased (38%), but only if their taxes are not raised.

Over one-quarter of the residents (26%) feel the County should take steps to improve the quality of Leelanau County's inland lake fisheries even if taxes are raised. However, nearly half (49%) feel these improvement should only be made if this does not raise taxes. Similarly, over half of the residents (58%) feel the County should encourage the development of affordable single family housing, but only if this does not raise their taxes. In addition, slightly over one-quarter of the residents (26%) indicated they do not believe the County should encourage this development.

Residents are somewhat divided in opinion regarding the building of public recreation facilities and establishing more open space areas. Nearly one-quarter of the residents (24%) feel more open space areas should be established even if taxes are raised, over one-third (38%) support this if taxes are not raised, and nearly one-third (32%) feel this action should not be taken. Slightly over one-fifth of the residents (21%) support building public recreation facilities even if taxes are raised; however, 34 percent only support this if taxes are not raised, and 40 percent feel these facilities should not be built.

Limited support was indicated by residents for increasing the number of public access points to lakes, building a new "central corridor" highway between Traverse City and Suttons Bay, and encouraging the development of affordable apartment buildings, condominiums, or other multi-family housing. Nearly half of the residents (49%) do not support increasing the number of lake access points, over half feel the new central corridor highway should not be built (51%), and over half do not support the development of multi-family housing (54%).

IV. Opinions Regarding Who Should Be Responsible for Enforcement of Development Controls in Leelanau County

Residents were asked to indicate which government entity should be responsible for enforcing development controls in Leelanau County. As shown in Figure 9, 43 percent feel this should be the responsibility of the Townships and Villages, and over

one-third (38%) feel this responsibility should rest with the County. Complete results may be seen below.

FIGURE 9

Responses of Leelanau County Residents Concerning Who Should Be Responsible for Enforcement of Development Controls

Response	Percent (*N* = 315)
The County	38
The Townships and Villages	43
Don't know	8
No preference	5
Both the County and the Townships and Villages	4
The voters	1
No controls should be enforced	1
	100

V. Satisfaction with Selected Aspects of Leelanau County

Overall, residents are satisfied with most of the aspects of Leelanau County included in the survey. However, residents tended to indicate they are satisfied with each aspect rather than indicating they are very satisfied. In addition, some dissatisfaction was expressed regarding all aspects of Leelanau County.

As shown in Table 3, the **greatest satisfaction** was expressed regarding the following aspects of Leelanau County: the fire protection provided (26% very satisfied, 60% satisfied), the quality of the roads in Leelanau County (22% very satisfied, 62% satisfied), the recreational opportunities available for people in their household (31% very satisfied, 50% satisfied), the health care services available (17% very satisfied, 61%

satisfied), and the police protection provided (17% very satisfied, 61% satisfied).

Residents expressed a relatively high degree of **dissatisfaction** concerning job-related issues, with 44 percent of the residents indicating they are dissatisfied or very dissatisfied with the **types** of jobs available for County residents. In addition, 42 percent are dissatisfied or very dissatisfied with the **number** of year-round jobs available for County residents.

Although over one-half of the residents are satisfied with the enforcement of local zoning ordinances and the availability of housing they can afford, nearly one-third of the residents are dissatisfied or very dissatisfied with enforcement of zoning ordinances (32%), and one-quarter are dissatisfied with the availability of affordable housing. In addition, while three-quarters of the residents are satisfied with the capacity of the roads in Leelanau County for handling traffic, nearly one-quarter (24%) are dissatisfied or very dissatisfied with the capacity of the roads.

VI. Perceived Helpfulness of Selected County Officials

Residents were asked to indicate how helpful selected County officials have been in providing them with information or services. This information is summarized below and is shown in Tables 4A and 4B.

As shown in Table 4A, over half of the residents have not received information or services from either the County Planning Commission (59%) or the County Board (58%). Forty-one percent have not received information or services from the County Building Inspections Department, and over one-third (37%) have not received services from the County Road Commission.

In general, those residents reporting **they have had experience** with these County officials indicated the officials have been very or somewhat helpful in providing information or services (see Table 4B). In particular, the majority of residents who have had experience with County administrative offices (55% very helpful), the County Road Commission (45% very helpful, 46% somewhat helpful), and the County Building

Inspections Department (39% very helpful, 48% somewhat helpful) indicated these officials have been very or somewhat helpful.

As shown in Table 4B, The majority of residents who have received information or services from the County Planning Commission or the County Board also indicated these officials have been helpful. However, nearly one-third of those who have experience with the County Board (41 of 134 residents; 30%) and the County Planning Commission (39 of 129 residents; 30%) indicated these officials have not been helpful.

VII. Sources of Information About What Happens in Leelanau County

Residents were asked to indicate how much of their information about what happens in Leelanau County they receive from selected sources. These results are presented below and are shown in Table 5.

A majority of residents (56%) indicated they receive very much information about what happens in the County from the *Leelanau Enterprise* newspaper. Nearly two-thirds of the residents receive very much (21%) or some (43%) County information from the *Traverse City Record Eagle*. Over one-half receive very much (19%) or some (39%) of their information about Leelanau County from television. The least used information source is radio, with one-quarter indicating they receive no information about the County from this source.

VIII. Opinions Regarding Selected Problems in Leelanau County

County residents were also asked to indicate if they feel selected issues are problems in Leelanau County. These results are presented below and may be seen in Table 6.

The one issue that over half of the residents feel is a major problem is the level of property taxation, with over half of the survey participants (58%) indicating this is a major problem. Over one-third of the residents (37%) also feel that the rapid rate of population

growth in the County is a major problem, and over one-third (34%) feel that the increasing number of tourists who visit Leelanau County is a major problem.

Pollution of ground water is viewed as a major problem by 31 percent of the residents and is considered to be a minor problem by over one-third of the residents (34%). Similarly, pollution of surface water is considered to be a major problem by 29 percent of the survey participants and is viewed as a minor problem by over one-third of the residents (37%). Slightly over one-quarter of the County residents (26%) feel traffic congestion is a major problem and nearly half (45%) feel this is a minor problem.

Regarding the development in the southeastern part of Leelanau County, although 22 percent feel this is a major problem and 32 percent feel this is a minor problem, over one-fifth of the residents (21%) indicated this is not a problem in Leelanau County. In addition, one-quarter of the residents indicated they do not know if this is a problem.

The two issues that residents most often indicated are not problems in Leelanau County are lack of affordable recreation opportunities for Leelanau County residents (52% feel this is not a problem), and access to emergency medical services (49% feel this is not a problem).

IX. Opinions Regarding Consequences of Increased Development in Leelanau County

Of particular interest to Leelanau County officials is the issue of the consequences related to increased development in the County and residents' opinions regarding the perceived effects of this development. To assess this, residents were asked to indicate if they would favor or oppose development in Leelanau County if the outcome meant particular consequences. These results are discussed below and are shown in Table 7.

As noted previously in this report, the availability of jobs is an important concern for Leelanau County residents. This concern is reflected in residents' responses to this

question as well, with a majority of residents indicating they would strongly favor or favor increased development if this meant **a few more jobs** (73%) or **many more jobs** (62%).

Regarding an increase in tourism, three-quarters of the residents indicated they would oppose or strongly oppose development if **much more tourism** were to result. However, if increased development meant a **little more tourism**, 44 percent would strongly favor or favor this increase.

Forty-eight percent of the residents indicated they would strongly oppose and 34 percent would oppose development if this meant **much less land for agriculture.** If development meant a **little less land for agriculture**, over one-quarter of the residents (28%) would strongly favor or favor increased development.

The greatest opposition to increased development was expressed with regard to pollution and reduction in opportunities to view the scenic features of Leelanau County. Over two-thirds of the residents (69%) would strongly oppose increased development if this meant **much more water or air pollution**, and over half (52%) would strongly oppose this development if this meant a **little more pollution**. Over half of the residents (56%) also indicated they would strongly oppose increased development if this meant **fewer opportunities to view the scenic features of Leelanau County**.

X. Preferences Regarding Zoning Regulations in Leelanau County

As part of the survey, County residents were informed that current local zoning regulations permit the population of Leelanau County to increase to 300,000 residents, and that the current population is between 15,200 and 18,500 residents. With this as background information, residents were asked to indicate which of four choices they would select as their preference for future population growth restrictions. These results are presented below.

As may be seen in Figure 10, over two-thirds of the residents (36%) would choose to change zoning regulations to permit the population to increase between the current population level but less than 25,000 residents. Over one-quarter (29%) prefer to

change regulations to permit the population to increase to 25,000 but less than 50,000 residents. Complete results are shown below.

FIGURE 10

Responses of Leelanau County Residents Concerning Their Choice for Changes in Current Zoning Regulations Designed to Limit Population Growth

Response Option	Percent (*N* = 317)
Keep the current zoning regulations which would permit the population to increase to 300,000 residents	7
Change the zoning regulations to permit the population to increase to 50,000 to 100,000 residents	11
Change the zoning regulations to permit the population to increase to 25,000 but less than 50,000 residents	29
Change the zoning regulations to permit the population to increase between the current population level but less than 25,000 residents	36
No preference	7
Don't know	10
	100

XI. Suggestions Regarding Improving the Quality of Life in Leelanau County

Residents were asked to indicate if they had any suggestions regarding how the quality of life in Leelanau County could be improved. Responses to this question are reported below.

Overall, comments relating to development and environmental issues were mentioned most often by survey respondents. However, the individual responses mentioned most often are as follows: more jobs or more good jobs (n = 21); tax issues,

such as lowering property taxes and stabilizing taxes (n = 17); keep the small town atmosphere or hold down development (n = 13); satisfied as it is or leave it alone (n = 13); maintain the quality of the environment (n = 10); and improve the roads (n = 10). Other responses mentioned by survey participants are shown by category in Figure 11.

FIGURE 11

Suggestions Given By Residents Concerning How the Quality of Life in Leelanau County Could Be Improved*

	Number of Respondents (N = 322)
Development Issues	**(67)**
Keep the small town atmosphere by holding down development	13
Keep an agricultural community or discourage industry	9
Promote tourist and public activities	8
Need more low income housing or low cost housing services	5
Reduce zoning, such as reducing restrictions for businesses	4
Support small and clean industry	4
Improve the zoning situation, including stronger zoning controls	4
Limit businesses that have a negative impact on the environment	3
Less development along shorelines	2
Keep out low cost developers of small houses and condos	2
Implement effective future planning, including better local planning	2
More resort development is needed	1
More shopping facilities are needed	1
More positive and controlled development	1
Support local small businesses	1
Restrict property divisions to 10 acres per family	1

(Cont.)

FIGURE 11 (Cont.)

No commercial food chains or fast food places	1
Public purchase of waterfront and agricultural property to prevent developers and downstate seasonal residents from taking it	1
Introduce conservation easements and deed restrictions at the local level	1
Establish light industry parks where public utilities can be made readily available	1
We cannot stop growth	1
Environmental Issues	**(49)**
Maintain the quality of the environment	10
Make recycling a priority; have a mandatory recycling program	8
Preserve the beauty of Leelanau County	6
Maintain water quality, including paying closer attention to pollution of the lakes; spend money to improve water quality in lakes and rivers	6
Add ordinances to keep roadsides free of litter	3
Control junkyards and landfills, including allowing only residents to use landfills	3
Stop the filling of wetlands	3
Preserve the forests; save the shade trees	2
Work to solve pollution problems, including curbing agricultural poisons	2
Clean up junky areas, such as the junk cars on Lincoln Road	2
Ban burning of leaves and prunings	1
Ban billboards and other roadside advertising	1
Landscape inventories	1
Have a county-wide open space policy	1
Community Service Issues	**(35)**
Solve sewer system problems such as dealing with sewer problems, sewer system requirements or restrictions, and having sewer systems in each town	8
Better law enforcement	7

(Cont.)

FIGURE 11 (Cont.)

Provide services for senior citizens such as building senior citizens centers and promote more cooperation with senior citizens	4
Improve fire protection	2
Improve medical facilities	2
Improve garbage and waste disposal	2
Have home postal service and delivery	1
Get illegal drugs out of the County	1
Implement a 911 system	1
Install a radio system	1
Encourage volunteer support of programs and activities	1
Continued viability of Leelanau Memorial Hospital	1
Open up continuing education programs/open the schools to the community	1
Consolidate the public schools	1
Have a phone service that is not long distance calling within the County	1
Establish a County health office	1
Recreation-related Issues	(30)
Put in more and wider bicycle paths	8
Maintain public recreation opportunities	6
Control bicyclists and bicycle tours, including ticketing bicyclists who are not following the rules	4
Make lakes more accessible, including improvement of existing boat launches	3
Establish fishing and hunting restrictions, including outlawing gill net fishing and hunting in populated areas	2
No keyholing on lakes	2
Keep the parks from controlling hunting	1
Prevent events such as the Northport speed race	1
No amusement areas	1
Upgrade the fishing in our lakes	1

(Cont.)

FIGURE 11 (Cont.)

Highway/Traffic Issues	**(24)**
Improve roads, including repairing roads and improving the County Road Commission	10
Improve traffic flow on M-22 north of Traverse City	4
Realize that we have an adequate highway network	1
Build more roads when needed, not to foster development	1
Build roads in the southwest end of the County that go to the National Park	1
Ticket slow drivers at every opportunity	1
Establish a better mass transit system	1
Do not widen the streets; it will promote more automobiles	1
Do not establish a central corridor	1
Cut back on traffic	1
Plow roads	1
Encourage nonmotorized travel	1
Government Issues	**(22)**
Improvements in government, including improving the helpfulness of County officials	9
Reduce government control or regulation	6
Better coordination between the County and Townships regarding planning and zoning	4
Educate people about zoning	1
Provide low cost health services	1
Create a building inspection department to enforce building codes	1
Job Issues	**(21)**
Provide more jobs, including more good jobs	21

(Cont.)

FIGURE 11 (Cont.)

Tax Issues	(19)
Tax reduction, including lower property taxes, stabilizing taxes, or taking the tax burden away from property owners; remove property taxes	17
Tax all downstate people at the County line	1
Have a sales tax on food so the land owners do not support everything	1
Youth Issues	(7)
Establish better and more demanding schooling	3
Show more concern for teens, including building a teen center	2
Promote more programs and activities for children	2
Other Issues	(46)
Keep it the same	13
Reduce or do not encourage tourism	7
Concentrate on retaining the current good quality of life	5
Population control; fewer people	4
Clean up the swimmers' itch in the lakes	4
Increase salaries	3
Restore lawful money pursuant to Article 1 Section 10 of the Constitution	2
Better management	1
Lower prices on food and merchandise	1
Open more taverns	1
Year-round residents should realize that summer people are helpful	1
Encourage family farm operations	1
Leland needs to improve the attitude of the year-round residents	1
The town of Leland needs to be incorporated	1
Put a fence up at the south end of the County and don't let anyone in	1
Nothing, no comment	10

(Cont.)

FIGURE 11 (Cont.)

Don't know	4
No response given	109

*More than one suggestion could be mentioned per respondent.

XII. Opinions Regarding What Most Threatens the Quality of Life in Leelanau County

County residents were next asked to consider what most threatens the quality of life in Leelanau County. The responses that were mentioned by more than 10 residents are as follows: environmental threats such as pollution, harm to the environment, or water contamination (n = 59); overpopulation, congestion, or growth (n = 47); over-development of industry, resorts, or lakeshores (n = 38); the increasing number of tourists and seasonal residents (n = 27), high taxes (n = 26); lack of uniform zoning or regulation (n = 14), and job problems (n = 13). A complete summary of responses is detailed in Figure 12.

FIGURE 12

Responses of Leelanau County Residents Concerning What Most Threatens the Quality of Life in Leelanau County*

	Number of Respondents (N = 322)
Environmental Issues	**(88)**
Pollution, including water pollution	32
Water contamination, including misuse of water and pollution with agricultural chemicals	16
Harm to the ecosystem, including shrinking of open spaces and erosion of the natural habitat due to development	11

(Cont.)

FIGURE 12 (Cont.)

Problems with sewage, including lack of public sewage systems, lack of septic system control, and improper disposal of wastes	10
Apathetic treatment of nature and the environment	6
Overuse of landfills	2
Need for more recycling or mandatory recycling	2
Negative impacts on fish from gill netting	2
Junkyards and other eyesores	2
Not enough natural energy sources	1
A Great Lakes oil disaster	1
Unrealistic environmental concerns by negative people	1
Overuse or misuse of land	1
Too many gravel pits in Kasson Township along 669	1
Development Issues	**(55)**
Overdevelopment, including encouraging industrial development, large scale development, too much resort development, too much tourist development, overbuilding of lakeshores, and overcommercialization	38
Unrestricted or random development	6
Developers that are insensitive to the public or do anything they choose	2
Lack of control in general or lack of control of industries	2
Congestion in waterfront areas and on lakes	2
Outside developmental pressures distracting locals financially	1
Outside developers	1
The scenic railroad would be a pain for residents along the route	1
Lack of industry	1
Residents who are anti-development; unchecked environmental activists	1

(Cont.)

FIGURE 12 (Cont.)

Economic Issues	(52)
High taxes, including property taxes	26
Job problems, including lack of jobs, low wages, lack of high-paying jobs	13
Property inflation	7
Poor or unbalanced economy	3
High cost of trash disposal	1
High cost of living, including increased prices during tourist season	1
Downstate banks taking their profits and running	1
Population Issues	(49)
Overpopulation, congestion, or growth	47
Downstate people moving up here	1
Too many rich people squeezing out the little guy	1
Government/Planning Issues	(41)
Zoning, including lack of uniform zoning and regulations	14
Lack of planning or centralized planning, inconsistency in planning, and enforcement	10
Weak County leadership or politicians	9
The National Park Service or park systems	4
County Board members	2
Bureaucratic controls	1
Too many laws	1
Tourism/Seasonal Resident Issues	(34)
The increasing number of tourists and seasonal residents	27
Lack of concern by summer residents; no respect for the land by summer residents and tourists	4
Encouragement of more tourism	1

(Cont.)

FIGURE 12 (Cont.)

Negative attitude toward summer people	1
Tour buses	1
Agricultural Issues	**(7)**
Decrease in agricultural production or potential	4
Lack of agricultural policies	1
Depressed agricultural prices	1
The County could do with a lot less agriculture	1
Other Issues	**(40)**
Traffic problems, including heavy traffic and safety	7
Law enforcement issues, including crime, liberal treatment of criminals, lack of law enforcement, litter laws that are too lenient, lack of patrol cars, and the need for a lower speed limit	6
Drugs, drinking, or increases in liquor licenses	6
Housing issues, including development of multi-housing units on small pieces of land, high density home development, affordable housing construction, the increase in mobile home permits, lack of affordable housing, and high-rent condo projects	6
Problems with schools, including overcrowding, poor schools, the high cost of schooling, and reductions in the quality of education	4
Noise or loss of quiet country atmosphere	3
People who resist change or are indifferent to modern trends	3
Greed or greedy people	2
Lack of support for senior citizens	1
Lack of recreational opportunities	1
Overstaffing of public institutions	1
Leelanau is a land of extremes; it needs more balance	1
Downstate people with their ideas	1
The Indian Reservation (Peshawbestown)	1

(Cont.)

FIGURE 12 (Cont.)

The gambling at the Indian Reservation	1
Lack of people-oriented things	1
Too many people moving up from Detroit	1
Lack of parking facilities	1
Don't know	10
Nothing	4
No response given	72

*More than one response could be given per respondent.

XIII. Additional Statistical Analyses

Additional statistical analyses were conducted to determine whether significant statistical differences exist among selected subgroups of County residents. The definitions of these subgroups may be found in the Data Analysis section of this report. Responses of residents in the specified subgroups were compared for the following questions: importance of selected actions (Question #1), actions that Leelanau County could take (Questions #2 and #3), satisfaction with selected aspects of Leelanau County (Question #5), problems in Leelanau County (Question #8), and opinions regarding the consequences of increased development in the County (Question #9). Significant findings from these additional analyses are discussed below.

A. Comparisons Based on Length of Residence in Leelanau County

Residents participating in the survey were divided into three groups according to the length of time they have been residents in the County. Responses of residents in these three groups were compared to determine if statistically significant differences exist for selected questions included in the survey. Significant findings are discussed

below and are illustrated in Figures 13 through 17.

Residents who have lived in Leelanau County for over 20 years are significantly **more likely** than residents who have lived in the County for 20 years or less to feel that preventing development at the west end of the proposed Traverse City beltline highway is very important. Survey respondents who have lived in the County for over 20 years are also significantly **more likely** than residents in the other two subgroups to feel that supporting creation of a new town instead of more suburban development in the southeastern part of Leelanau County is not important. In contrast, residents who have lived in the County from 11 to 20 years are **more likely** than other residents to feel the creation of a new town is very important.

FIGURE 13

Significant Findings Regarding Importance of Selected Actions Based on Length of Residence

	10 years or less (n = 71)		11-20 years (n = 81)		Over 20 years (n = 160)	
Selected Action	Very Imp. %	Not Imp. %	Very Imp. %	Not Imp. %	Very Imp. %	Not Imp. %
Prevent development at Traverse City highway	11	29	22	31	32	30
Support creation of a "new town"	8	36	19	42	9	56

As shown in Figure 14, long-term residents (over 20 years) are significantly **more likely** than other residents to feel that Leelanau County should not initiate a policy to promote the preservation of open space, and are also more likely to feel that the County should not initiate an effort to monitor water quality.

FIGURE 14

Significant Findings Based on Length of Residence Regarding Whether Leelanau County Should Take Selected Actions

	10 years or less (n = 71)		11-20 years (n = 81)		Over 20 years (n = 160)	
Selected Action	Yes, with Inc. %	No %	Yes, with Inc. %	No %	Yes, with Inc. %	No %
Preserve open space	46	5	43	7	38	22
Monitor water quality	50	8	58	8	36	15

Survey respondents who have been residents in Leelanau County for 20 years or less are significantly **more likely** than those who have lived in the County for over 20 years to indicate they are very satisfied or satisfied with the availability of housing they can afford, and are **more likely** to by very satisfied or satisfied with the capacity of the roads for handling traffic. Residents who have lived in the county for over 10 years are **more likely** than residents who have lived there 10 years or less to be very satisfied or satisfied with the types of jobs available for County residents. These results are shown in Figure 15.

FIGURE 15

Significant Findings Based on Length of Residence Regarding Satisfaction with Selected Services

Service	10 years or less (n = 71) Very Satisfied/ Satisfied %	11-20 years (n = 81) Very Satisfied/ Satisfied %	Over 20 years (n = 160) Very Satisfied/ Satisfied %
Availability of affordable housing	66	62	44
Type of jobs	16	29	31
Capacity of roads	84	81	69

As shown in Figure 16, residents who have been residents for 11 to 20 years are significantly **more likely** than other residents to indicate that pollution of ground water is a major problem. In contrast, residents who have lived in the County for over 20 years are **more likely** to indicate this is not a problem. Survey respondents who have been residents for over 20 years are also **more likely** than other residents to feel that the level of property tax is a major problem.

FIGURE 16

Significant Findings Based on Length of Residence Regarding Whether Selected Issues Are Problems in Leelanau County

	10 years or less (n = 71)		11-20 years (n = 81)		Over 20 years (n = 160)	
Selected Issue	Major Prob. %	Not a Prob. %	Major Prob. %	Not a Prob. %	Major Prob. %	Not a Prob. %
Pollution of ground water	30	13	40	13	27	24
Level of property tax	46	20	51	20	69	11

Residents who have lived in the County for over 20 years are significantly **more likely** than other residents to favor development in Leelanau County if that development meant a little more water or air pollution. Residents in this subgroup are also **more likely** to oppose development if this meant much more tourism. Residents who have lived in the County for 10 years or less are significantly **more likely** than residents in the other two subgroups to oppose development if this meant a little more water or air pollution, and are also **more likely** to oppose development if this meant fewer opportunities to view the scenic features of Leelanau County. Results of these analyses may be seen in Figure 17.

FIGURE 17

Significant Findings Based on Length of Residence Regarding Views About Possible Consequences of Increased Development

	10 years or less (n = 71)		11-20 years (n = 81)		Over 20 years (n = 160)	
Consequence	Favor %	Oppose %	Favor %	Oppose %	Favor %	Oppose %
A little more water or air pollution	3	97	10	90	16	84
Much more tourism	25	75	34	66	16	84
Fewer opportunities view scenic features	3	97	13	87	16	84

B. Comparisons Based on Area of Residence

Residents were divided into two categories based on the area in which they live (i.e., urban or rural). Comparisons of responses between residents in these two groups indicated that two significant differences exist: Residents who live in urban areas are significantly **more likely** than those living in rural areas to indicate that the County should install an effective emergency communications system if this does not raise their taxes. In addition, urban residents are **more likely** to indicate that the County should initiate an effort to monitor water quality if this does not raise their taxes. In contrast, rural residents are **more likely** to indicate both of these actions should not be taken. These results are also shown in Figure 18.

FIGURE 18

Significant Findings Based on Area of Residence Regarding Whether Leelanau County Should Take Selected Actions

	Rural (n = 213)		Urban (n = 105)	
Selected Action	Yes, without Increase %	No %	Yes, without Increase %	No %
Install an effective emergency radio communications system	28	15	44	5
Monitor water quality	39	16	53	3

C. Comparisons Based on Lakeshore Ownership

Survey residents were divided into two subgroups based on lakeshore property ownership (owner and nonowner). Statistical analyses were conducted to determine if residents in these two groups differ significantly with regard to the questionnaire items specified previously. Several significant differences were noted and are discussed below.

As shown in Figure 19, residents who do not own lakeshore property are significantly **more likely** than owners to indicate that the number of public access points to lakes should be increased, even if this raises their taxes. In contrast, lakeshore property owners are **much more likely** to indicate that the number of access points to lakes should not be increased.

FIGURE 19

Significant Findings Based on Lakeshore Property Ownership Regarding Whether Leelanau County Should Take Selected Actions

	Own Lakeshore Property (n = 133)		Do Not Own Lakeshore Property (n = 186)	
Selected Action	Yes, with Increase %	No %	Yes, with Increase %	No %
Increase the number of public access points to lakes	6	73	25	39

Regarding problems in Leelanau County, residents who are nonowners are significantly **more likely** than owners to indicate that traffic congestion and lack of affordable recreation opportunities are major problems in Leelanau County. Owners are **more likely** than nonowners to indicate that traffic congestion is a minor problem, and are more likely to indicate that lack of recreation opportunities is not a problem. These results are summarized in Figure 20.

FIGURE 20

Significant Findings Based on Lakeshore Property Ownership Regarding Whether Selected Issues Are Problems in Leelanau County

	Own Lakeshore Property (n = 133)		Do Not Own Lakeshore Property (n = 186)	
Selected Issue	Major Problem %	Not a Problem %	Major Problem %	Not a Problem %
Traffic congestion	17	29	33	27
Lack of affordable recreation opportunities	7	67	15	53

As shown in Figure 21, residents who do not own lakeshore property are significantly **more likely** than owners to favor development in Leelanau County if this development means many more jobs, and to favor development if this means fewer opportunities to view the County's scenic features. Residents who do own lakeshore property are **more likely** to oppose increased development if the result of the development were many more jobs, and to oppose development if this meant fewer opportunities to view scenic features in the County.

FIGURE 21

Significant Findings Based on Lakeshore Property Ownership Regarding Views About Possible Consequences of Increased Development

	Own Lakeshore Property (n = 133)		Do Not Own Lakeshore Property (n = 186)	
Consequence	Favor %	Oppose %	Favor %	Oppose %
Many more jobs	55	45	75	25
Fewer opportunities to view scenic features	8	92	17	83

D. Comparisons Based on Age

Residents were divided into three subgroups based on age, and comparisons of responses for the questions specified previously were conducted. Results of these analyses are presented below and are shown in Figures 22 through 25.

Residents who are over 55 years of age are significantly **more likely** than those who are 55 years of age or younger to feel that preventing development at the west end of the Traverse City beltline highway and restricting development of residential lots to only areas supplied with sewer and water utility services are very important. These results are illustrated in Figure 22.

FIGURE 22

Significant Findings Based on Age Regarding Importance of Selected Actions

Selected Action	Under 40 years of age (*n* = 79) Very Imp. %	Under 40 years of age (*n* = 79) Not Imp. %	40-55 years of age (*n* = 96) Very Imp. %	40-55 years of age (*n* = 96) Not Imp. %	Over 55 years of age (*n* = 139) Very Imp. %	Over 55 years of age (*n* = 139) Not Imp. %
Prevent development at Traverse City highway	18	37	17	38	33	20
Restrict development to only areas supplied with sewer and water utility services	26	51	29	39	51	30

As may be seen in Figure 23, County residents who are over the age of 55 are significantly **more likely** than residents in the other age groups to indicate that the following two actions should <u>not</u> be taken in Leelanau County: building of public recreation facilities, and initiation of a policy to promote the preservation of open space.

FIGURE 23

Significant Findings Based on Age Regarding Whether Leelanau County Should Take Selected Actions

Selected Action	Under 40 years of age (*n* = 79) Yes, with Inc. %	Under 40 years of age (*n* = 79) No %	40-55 years of age (*n* = 96) Yes, with Inc. %	40-55 years of age (*n* = 96) No %	Over 55 years of age (*n* = 139) Yes, with Inc. %	Over 55 years of age (*n* = 139) No %
Build public recreation facilities	34	27	26	43	15	50
Promote the preservation of open space	35	27	24	28	20	42

As illustrated in Figure 24, residents who are over 55 years of age are also significantly **more likely** than younger residents to feel that the level of property taxation in Leelanau County is a major problem.

FIGURE 24

Significant Findings Based on Age Regarding Whether Selected Issues Are Problems in Leelanau County

	Under 40 years of age (n = 79)		40-55 years of age (n = 96)		Over 55 years of age (n = 139)	
Selected Issue	Major Prob. %	Not a Prob. %	Major Prob. %	Not a Prob. %	Major Prob. %	Not a Prob. %
Level of property tax	51	18	53	15	70	13

Regarding increased development in Leelanau County, residents who are over 55 years of age are significantly **more likely** than other residents to oppose development if this development means a little more tourism, and are also **more likely** to oppose development if this means many more jobs. On the other hand, residents who are 40 years of age or younger are **more likely** than residents who are over the age of 40 to favor development if this means a little more tourism and many more jobs. These results may be seen in Figure 25.

FIGURE 25

Significant Findings Based on Age Regarding Views About Possible Consequences of Increased Development

	Under 40 years of age (n = 79)		40-55 years of age (n = 96)		Over 55 years of age (n = 139)	
Consequence	Favor %	Oppose %	Favor %	Oppose %	Favor %	Oppose %
A little more tourism	60	40	46	54	38	62
Many more jobs	83	17	67	33	59	41

E. Comparisons Based on Income

Responses of residents in the three income groups (high income, moderate income, and low income) were compared to determine if statistically significant differences in responses exist for the questions specified previously. A number of significant findings were noted and are discussed below.

As shown in Figure 26, residents in the high income group ($55,000 or more) are significantly **more likely** than residents in the two lower income groups to feel that development of affordable single family housing should not be encouraged, and are **more likely** to indicate that the number of access points to lakes should not be increased. In contrast, residents in the low income group (less than $25,000) are significantly **more likely** than residents with higher incomes to indicate that stricter sanitary codes related to sewage disposal should not be established. Those residents in the moderate ($25,000 but less than $55,000) and high income groups are **more likely** to indicate that stricter sanitary codes should be established even if this would increase their taxes. In addition, residents in the moderate and high income groups are significantly **more likely** than low income residents to indicate that the County should initiate an effort to monitor water quality even if this would increase their taxes.

FIGURE 26

Significant Findings Based on Income Regarding Whether Leelanau County Should Take Selected Actions

	Less than $25,000 per year (*n* = 98)		$25,000 but less than $55,000 (*n* = 101)		$55,000 or more (*n* = 75)	
Selected Action	Yes, with Inc. %	No %	Yes, with Inc. %	No %	Yes, with Inc. %	No %
Encourage single family home development	11	20	15	21	10	44
Increase public access points to lakes	23	37	25	50	8	70
Establish stricter sanitary codes related to sewage disposal	31	28	51	17	57	11
Initiate water quality monitoring	31	12	50	11	59	7

Regarding pollution of surface water, residents in the moderate and high income groups are **more likely** than residents in the low income group to indicate that this is a major problem. The level of property tax is **more likely** to be perceived as not a problem by residents in the high income group, while those in the low income group tend to feel this is a major problem. These results may be seen in Figure 27.

FIGURE 27

Significant Findings Based on Income Regarding Whether Selected Issues Are Problems in Leelanau County

	Less than $25,000 per year ($n$ = 98)		$25,000 but less than $55,000 ($n$ = 101)		$55,000 or more ($n$ = 75)	
Selected Issue	Major Prob. %	Not a Prob. %	Major Prob. %	Not a Prob. %	Major Prob. %	Not a Prob. %
Pollution of surface water	22	13	33	17	32	15
Level of property tax	69	9	56	15	43	26

As shown in Figure 28, residents in the moderate income group are significantly **more likely** than other residents to favor increased development in Leelanau County if this means a little less land for agriculture. Residents in the low income group are **more likely** to oppose development if this means a little less land for agriculture. Increased development is **more likely** to be opposed by residents in the high income group if this development means many more jobs. In contrast, residents in the moderate and low income groups are **more likely** to favor increased development if this means many more jobs.

FIGURE 28

Significant Findings Based on Income Regarding Views About Possible Consequences of Increased Development

	Less than $25,000 per year ($n$ = 98)		$25,000 but less than $55,000 ($n$ = 101)		$55,000 or more ($n$ = 75)	
Consequence	Favor %	Oppose %	Favor %	Oppose %	Favor %	Oppose %
A little less land for agriculture	21	79	39	61	29	71
Many more jobs	77	23	74	26	50	50

APPENDIX A

Survey Questionnaire

LEELANAU COUNTY
SURVEY OF RESIDENTS

1. How important do you feel it is for the County of Leelanau to do the following: (Please circle **one** response for **each** item)

	Very Important	Somewhat Important	Not Important	Don't Know
a. Maintain agricultural production in Leelanau County?	VI	SI	NI	DK
b. Stimulate the development of more businesses related to tourism in Leelanau County?	VI	SI	NI	DK
c. Encourage the development of more resorts, such as The Homestead or Sugar Loaf?	VI	SI	NI	DK
d. Plan for the development of more commercially operated harbors for recreational boating?	VI	SI	NI	DK
e. Develop one or two industrial parks for light industry?	VI	SI	NI	DK
f. **Prevent** development at the west end of the proposed Traverse City beltline highway (intersection of Gray Road and M-72 in Elmwood Township)?	VI	SI	NI	DK
g. Coordinate planning efforts between County, Township, and Village governments?	VI	SI	NI	DK
h. Restrict development of small residential lots to only those areas supplied with sewer and water utility services?	VI	SI	NI	DK
i. Support creation of a new town instead of more suburban development in the southeastern part of Leelanau County?	VI	SI	NI	DK

2. Do you believe the County of Leelanau should do the following with regard to local residents: (Please circle **one** response for **each** item)

	Yes, even if it raises my taxes	Yes, only if it does not raise my taxes	No	Don't Know
a. Encourage the development of affordable single family housing?	YE	YO	N	DK
b. Encourage the development of affordable apartment buildings, condominiums, or other multi-family housing?	YE	YO	N	DK
c. Build public recreation facilities, such as swimming pools, recreation centers, or ballfields?	YE	YO	N	DK
d. Sponsor more recreation and youth programs for children?	YE	YO	N	DK
e. Encourage the County Road Commission to develop more bicycle paths?	YE	YO	N	DK
f. Establish more open space areas for the public, such as County parks?	YE	YO	N	DK
g. Increase the number of public access points to lakes?	YE	YO	N	DK
h. Establish stricter sanitary codes related to sewage disposal, including individual septic tanks?	YE	YO	N	DK
i. Take steps to improve the quality of Leelanau County's inland lake fisheries?	YE	YO	N	DK
j. Initiate a policy to promote the preservation of open space?	YE	YO	N	DK

3. Do you believe the following actions should be taken in Leelanau County: (Please circle **one** response for **each** item)

	Yes, even if it raises my taxes	Yes, only if it does not raise my taxes	No	Don't Know
a. Build a new "central corridor" highway between Traverse City and Suttons Bay?	YE	YO	N	DK
b. Install an effective emergency radio communications system for requesting medical, police, or fire services?	YE	YO	N	DK
c. Initiate a County effort to monitor water quality?	YE	YO	N	DK
d. Operate a County-wide program to collect and recycle materials such as newspaper, glass, and cans?	YE	YO	N	DK

4. Which **one** of the following do you believe should be responsible for enforcement of development controls in Leelanau County? (Check **one**)

a. _____ The Townships and Villages

b. _____ The County

c. _____ No preference

d. _____ Don't know

e. _____ Other (**Please specify:** _____)

5. How satisfied are you with the following in Leelanau County: (Please circle **one** response for **each** item)

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Does not apply/Have not used
a. The availability of housing you can afford?	VS	S	D	VD	NA
b. The number of year-round jobs available for County residents?	VS	S	D	VD	NA
c. The types of jobs available for County residents?	VS	S	D	VD	NA
d. The police protection provided?	VS	S	D	VD	NA
e. The fire protection provided?	VS	S	D	VD	NA
f. The health care services available?	VS	S	D	VD	NA
g. The recreational opportunities available for people in your household?	VS	S	D	VD	NA
h. The quality of the roads in Leelanau County?	VS	S	D	VD	NA
i. The capacity of the roads in Leelanau County for handling traffic?	VS	S	D	VD	NA
j. The enforcement of local zoning ordinances?	VS	S	D	VD	NA

6. How helpful are the following in providing you with information or services: (Please circle **one** response for **each** item)

	Very Helpful	Somewhat Helpful	Not Helpful	Have Not Used
a. The County Board?	VH	SH	NH	NU
b. County administrative offices, such as the County Clerk, Treasurer, or Register of Deeds?	VH	SH	NH	NU
c. County Planning Commission?	VH	SH	NH	NU
d. County Building Inspections Department?	VH	SH	NH	NU
e. County Road Commission?	VH	SH	NH	NU

7. How much of your information about what happens in Leelanau County do you get from the following sources: (Please circle **one** response for **each** item)

	Very Much	Some	Only a Little	None
a. *Traverse City Record Eagle*?	VM	S	L	N
b. *Leelanau Enterprise*?	VM	S	L	N
c. Television?	VM	S	L	N
d. Radio?	VM	S	L	N

8. Do you feel the following are problems in Leelanau County: (Please circle **one** response for **each** item)

	Yes, a Major Problem	Yes, a Minor Problem	No Problem	Don't Know
a. Access to emergency medical services?	MAJ	MIN	N	DK
b. Pollution of ground water?	MAJ	MIN	N	DK
c. Pollution of surface water?	MAJ	MIN	N	DK
d. The increasing number of tourists who visit Leelanau County?	MAJ	MIN	N	DK
e. Traffic congestion?	MAJ	MIN	N	DK
f. Lack of affordable recreation opportunities for Leelanau County residents?	MAJ	MIN	N	DK
g. The level of property tax?	MAJ	MIN	N	DK
h. The development in southeastern Leelanau County?	MAJ	MIN	N	DK
i. The rapid rate of population growth in the County?	MAJ	MIN	N	DK

9. How would you feel about increased development in Leelanau County if this development meant: (Please circle **one** response for **each** item)

	Strongly Favor	Favor	Oppose	Strongly Oppose	Don't Know
a. **Much more** water or air pollution?	SF	F	O	SO	DK
b. **A little more** water or air pollution?	SF	F	O	SO	DK
c. **Much less** land for agriculture?	SF	F	O	SO	DK
d. **A little less** land for agriculture?	SF	F	O	SO	DK
e. **Much more** tourism?	SF	F	O	SO	DK
f. **A little more** tourism?	SF	F	O	SO	DK
g. **Many more** jobs?	SF	F	O	SO	DK
h. **A few more** jobs?	SF	F	O	SO	DK
i. Fewer opportunities to view the scenic features of Leelanau County?	SF	F	O	SO	DK

10. Current local zoning regulations would permit the population of Leelanau County to increase to 300,000 residents. The current population is between 15,200 and 18,500 residents. Based on this information, which one of the following do you believe Leelanau County should choose: (Check **one**)

a. _____ Keep the current zoning regulations which would permit the population to increase to 300,000 residents.

b. _____ Change the zoning regulations to permit the population to increase to 50,000 to 100,000 residents.

c. _____ Change the zoning regulations to permit the population to increase to 25,000 but less than 50,000 residents.

d. _____ Change the zoning regulations to permit the population to increase between the current population level but less than 25,000 residents.

e. _____ No preference

f. _____ Don't know

11. What other suggestions do you have regarding how the quality of life in Leelanau County could be improved?

12. What do you believe most threatens the quality of life in Leelanau County?

13. How many years have you been a year-round or seasonal resident of Leelanau County?

_____ years

14. Which of the following best describes the area where you currently live in Leelanau County? (Check only **one**)

a. _____ On a farm
b. _____ Rural area, but not a farm
c. _____ A town or village
d. _____ A city

15. Do you currently own or rent your home in Leelanau County?

a. _____ Own your home
b. _____ Rent your home

16. Do you own lakeshore property in Leelanau County?

a. _____ Yes
b. _____ No

17. If you are currently employed, in what county do you work? _____ County

18. What is your age? _____ years

19. Are you:

a. _____ Female
b. _____ Male

20. Please indicate the highest level of education you have completed: (Check **one**)

a. _____ Attended elementary school
b. _____ Attended high school
c. _____ Graduated from high school or received GED
d. _____ Attended a four-year, two-year, or technical college
e. _____ Graduated from a four-year, two-year, or technical college
f. _____ Attended graduate school or received graduate degree

21. What was your total household income in 1989 before taxes? (Check **one**)

a. _____ Less than $10,000
b. _____ $10,000 but less than $25,000
c. _____ $25,000 but less than $40,000
d. _____ $40,000 but less than $55,000
e. _____ $55,000 but less than $70,000
f. _____ $70,000 but less than $90,000
g. _____ $90,000 or more

THANK YOU!

Please return to:

Anderson, Niebuhr & Associates, Inc.
1885 University Avenue
St. Paul, Minnesota 55104
1-800-678-5577

APPENDIX B

Cover Letter and Mail Follow-up Reminders

LEELANAU COUNTY

February, 1990

Dear Leelanau County Citizen:

Maintaining and enhancing the quality of life for the citizens of Leelanau County is one of the major goals of government officials in Leelanau County. One important step in this process is gathering information from the people who live in Leelanau County. This includes both people who live here throughout the year and those who live here for part of the year. For this reason, we have asked the independent research firm of Anderson, Niebuhr & Associates, Inc. to conduct a survey of Leelanau County citizens.

Your opinions about these issues are highly valued. The responses we receive from you are essential for helping us in planning where to focus our efforts for improving services, programs, and facilities in Leelanau County. Enclosed is a brief questionnaire. Please take a few minutes from your busy schedule today to complete and return it in the postage-paid return envelope provided for your convenience.

A NOTE ON PRIVACY

We are concerned about protecting your privacy. You will notice a code number on your questionnaire. This code number will only be used to ensure you do not receive reminders once you have completed and returned your questionnaire. Your responses will be strictly confidential and your completed questionnaire will never be identified by your name.

Thank you in advance for participating in the survey. If you have any questions, please call Mr. Tom Everson at Anderson, Niebuhr & Associates, Inc. at 1-800-678-5577, or call Mr. Timothy Dolehanty, Leelanau County Planning Department, at 256-9812.

Sincerely,

Otto Mork

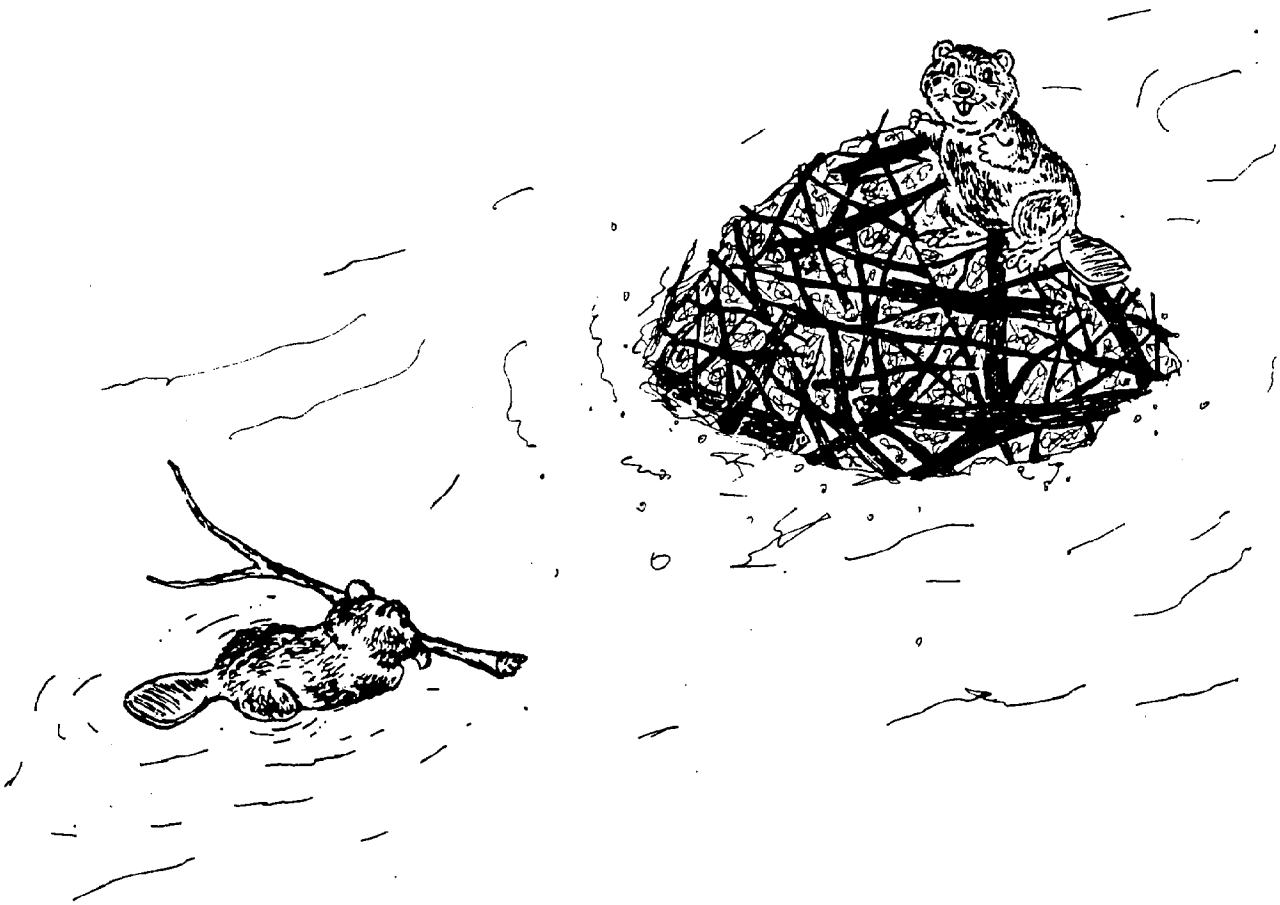
Otto Mork, Chairman
Leelanau County Board of Commissioners

William Mateer

William Mateer, Chairman
Leelanau County Planning Commission

P.O. Box 546, Leland, MI 49654-0546

616-256-9812

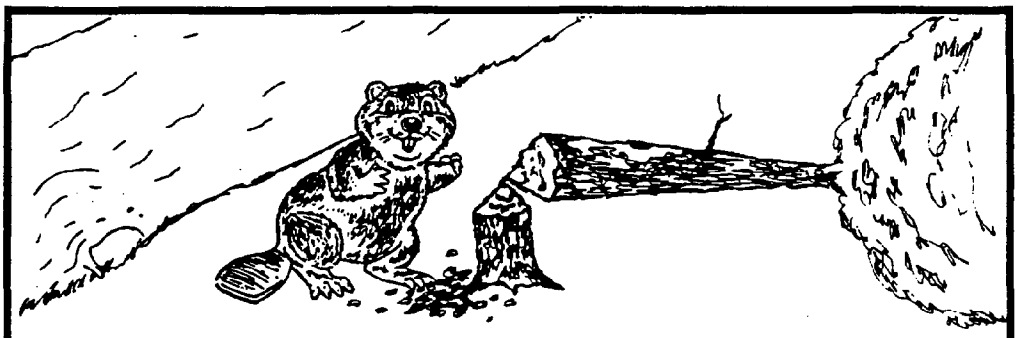


Things are taking shape but we're still missing a few pieces.

It is vitally important to receive your completed questionnaire because **your** opinions will help build a better future for Leelanau County.

If you have any questions, please call Tom at 1-800-678-5577.

THANK YOU!



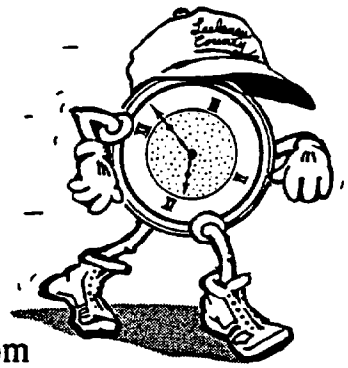
We know you're busy as a beaver but. . . . . .

Please help build a better future for Leelanau County by returning your completed survey today.

If you have any questions, please call Tom at 1-800-678-5577

THANK YOU!

Time is running out...



We have received many surveys from *Leelanau County residents*, but are still waiting for yours.

Please take a few minutes to complete and return your Survey of Residents. If you have any questions, please call Jeff at 1-800-678-5577.

THANK YOU!

APPENDIX C

Data Tables

TABLE 1

Responses of Residents Concerning the Importance of Selected Actions Which Leelanau County Could Take

Selected Action	Response: Very Important %	Somewhat Important %	Not Important %	Don't Know %	TOTAL %	TOTAL No.
Maintain agricultural production in Leelanau County	68	25	3	4	100	321
Stimulate the development of more businesses related to tourism in Leelanau County	14	32	52	2	100	319
Encourage the development of more resorts, such as The Homestead or Sugar Loaf	9	18	71	2	100	320
Plan for the development of more commercially operated harbors for recreational boating	17	36	43	4	100	321
Develop one or two industrial parks for light industry	30	31	34	5	100	320
Prevent development at the west end of the proposed Traverse City beltline highway (intersection of Gray Road and M-72 in Elmwood Township)	25	15	30	30	100	317

(cont.)

TABLE 1 (cont.)

Responses of Residents Concerning the Importance of Selected Actions Which Leelanau County Could Take

Selected Action	Response					
	Very Important %	Somewhat Important %	Not Important %	Don't Know %	TOTAL %	TOTAL No.
Coordinate planning efforts between County, Township, and Village governments	69	22	5	4	100	321
Restrict development of small residential lots to only those areas supplied with sewer and water utility services	34	21	35	10	100	316
Support creation of a "new town" instead of more suburban development in the southeastern part of Leelanau County	11	20	48	21	100	319

TABLE 2

Responses of Residents Concerning Whether Selected Actions Should be Taken in Leelanau County

Selected Action	Response: Yes, even if it raises my taxes %	Yes, only if it does not raise my taxes %	No %	Don't Know %	TOTAL %	TOTAL No.
Encourage the development of affordable single family housing	11	58	26	5	100	315
Encourage the development of affordable apartment buildings, condominiums, or other multi-family housing	7	35	54	4	100	314
Build public recreation facilities, such as swimming pools, recreation centers, or ballfields	21	34	40	5	100	314
Sponsor more recreation and youth programs for children	36	38	19	7	100	313
Encourage the County Road Commission to develop more bicycle paths	36	39	23	2	100	313
Establish more open space areas for the public, such as County parks	24	38	32	6	100	315
Increase the number of public access points to lakes	16	28	49	7	100	314

(cont.)

TABLE 2 (cont.)

Responses of Residents Concerning Whether Selected Actions Should be Taken in Leelanau County

Selected Action	Response					
	Yes, even if it raises my taxes %	Yes, only if it does not raise my taxes %	No %	Don't Know %	TOTAL %	TOTAL No.
Establish stricter sanitary codes related to sewage disposal, including individual septic tanks	41	32	19	8	100	314
Take steps to improve the quality of Leelanau County's inland lake fisheries	26	49	13	12	100	313
Initiate a policy to promote the preservation of open space	37	40	13	10	100	311
Build a new "central corridor" highway between Traverse City and Suttons Bay	14	26	51	9	100	314
Install an effective emergency radio communications system for requesting medical, police, or fire services	51	32	11	6	100	314
Initiate a County effort to monitor water quality	42	41	11	6	100	312
Operate a County-wide program to collect and recycle materials such as newspaper, glass, and cans	41	47	8	4	100	314

TABLE 3

Responses of Residents Concerning Satisfaction with Selected Services Provided in Leelanau County

Selected Service	Response						
	Very Satisfied %	Satisfied %	Dissatisfied %	Very Dissatisfied %	Does not apply/Have not used %	TOTAL %	No.
The availability of housing they can afford	15	39	18	7	21	100	313
The number of year-round jobs available for County residents	3	28	29	13	27	100	313
The types of jobs available for County residents	4	23	31	13	29	100	313
The police protection provided	17	61	11	2	9	100	316
The fire protection provided	26	60	5	0	9	100	316
The health care services available	17	61	9	1	12	100	314
The recreational opportunities available for people in their household	31	50	8	2	9	100	314
The quality of the roads in Leelanau County	22	62	11	4	1	100	315
The capacity of the roads in Leelanau County for handling traffic	10	65	18	6	1	100	314
The enforcement of local zoning ordinances	6	49	21	11	13	100	314

TABLE 4A

Responses of Residents Concerning the Helpfulness of Selected County Officials

Selected County Officials	Response					
	Very Helpful %	Somewhat Helpful %	Not Helpful %	Have Not Used %	TOTAL %	TOTAL No.
The County Board	8	21	13	58	100	317
County administrative offices, such as the County Clerk, Treasurer, or Register of Deeds	42	32	3	23	100	316
County Planning Commission	8	21	12	59	100	314
County Building Inspections Department	23	28	8	41	100	316
County Road Commission	29	29	5	37	100	317

TABLE 4B

Responses of Residents Concerning the Helpfulness of Selected County Officials (Based on Responses of Residents Who Have Experience with These Officials)

Selected County Officials	Response				
	Very Helpful %	Somewhat Helpful %	Not Helpful %	TOTAL %	No.
The County Board	19	51	30	100	134
County administrative offices, such as the County Clerk, Treasurer, or Register of Deeds	55	41	4	100	245
County Planning Commission	19	51	30	100	129
County Building Inspections Department	39	48	13	100	185
County Road Commission	45	46	9	100	200

TABLE 5

Responses of Residents Concerning How Much of Their Information About What Happens in Leelanau County They Receive from Selected Sources

	Response					
Selected Source	Very Much %	Some %	Only a Little %	None %	TOTAL %	TOTAL No.
Traverse City Record Eagle	21	43	17	19	100	307
Leelanau Enterprise	56	28	8	8	100	317
Television	19	39	25	17	100	311
Radio	14	30	31	25	100	308

TABLE 6

Responses of Residents Concerning the Extent to Which Selected Issues Are Problems in Leelanau County

Selected Issue	Response: Yes, a Major Problem %	Yes, a Minor Problem %	No Problem %	Don't Know %	TOTAL %	TOTAL No.
Access to emergency medical services	10	28	49	13	100	315
Pollution of ground water	31	34	18	17	100	317
Pollution of surface water	29	37	17	17	100	315
The increasing number of tourists who visit Leelanau County	34	37	26	3	100	318
Traffic congestion	26	45	27	2	100	315
Lack of affordable recreation opportunities for Leelanau County residents	11	27	52	10	100	315
The level of property tax	58	24	14	4	100	319
The development in southeastern Leelanau County	22	32	21	25	100	316
The rapid rate of population growth in the County	37	33	23	7	100	319

TABLE 7

Responses of Residents Concerning Their Views About Possible Consequences if Increased Development Were to Occur in Leelanau County

Possible Consequence	Response						
	Strongly Favor %	Favor %	Oppose %	Strongly Oppose %	Don't Know %	TOTAL %	No.
Much more water or air pollution	2	3	23	69	3	100	315
A little more water or air pollution	1	10	32	52	5	100	316
Much less land for agriculture	2	10	34	48	6	100	315
A little less land for agriculture	4	24	39	28	5	100	313
Much more tourism	5	17	33	42	3	100	307
A little more tourism	6	38	32	21	3	100	311
Many more jobs	22	40	20	11	7	100	311
A few more jobs	15	58	15	7	5	100	305
Fewer opportunities to view the scenic features of Leelanau County	2	10	26	56	6	100	312

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