



## 2022 Master Plan - Resident Opinion Survey

Thank you for taking the time to participate in the Highland Township Opinion survey. The data gathered from this survey will help to form the recommendations of the 2022 Master Plan update. Your responses will have a direct impact on development within the community over the next five years!

For your convenience, we have provided a convenient online option for completing and returning the survey. Please scan the QR code with your phone or other device to be directed to visit the online survey and instantly submit your answers. Otherwise, you can complete the enclosed form and return it in the enclosed self-addressed envelope by the US Mail or by dropping it our temporary offices at 250 W. Livingston (the former Fire Station). There is a dropbox for after-hours delivery. Please limit your response to one per household.



***Kindly return the survey by August 1, 2022 via online response, mail or drop off at the Township temporary offices***

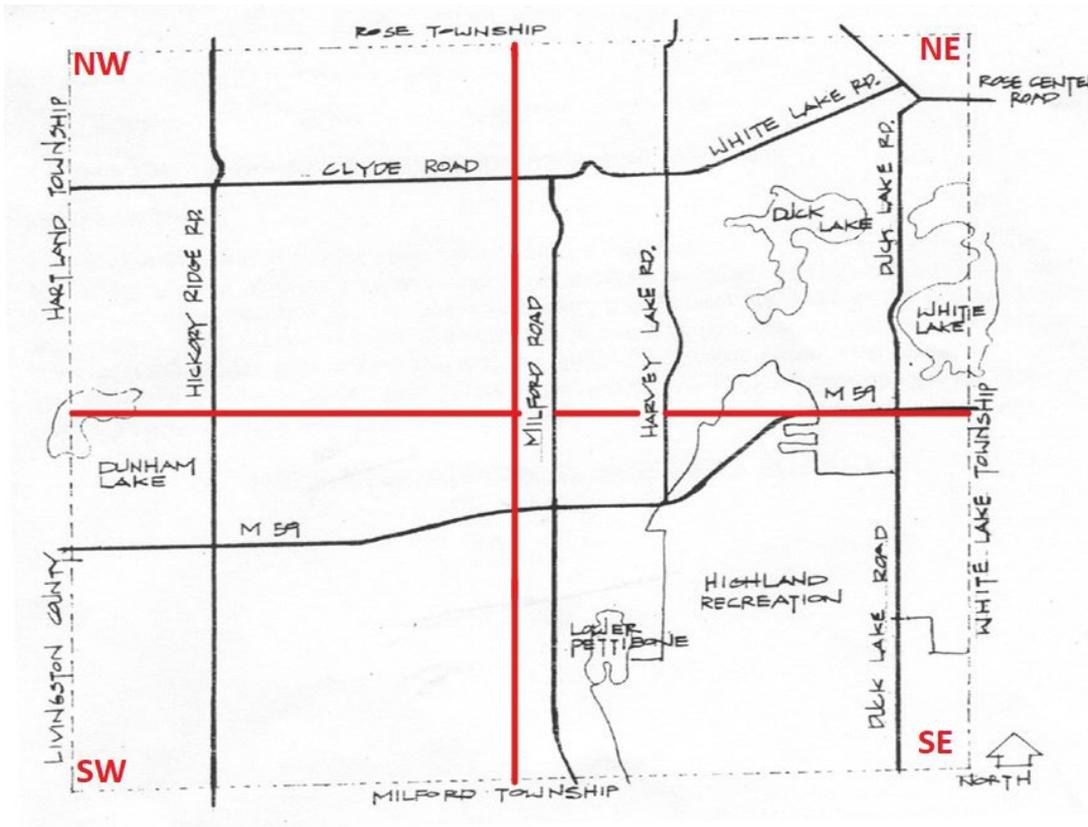
### 1. When asked "Where are you from?" How do you respond?

- Highland
- Milford
- Other (Please specify) \_\_\_\_\_

### 2. How many years have you lived in Highland?

- less than 1 year
- 1 to 5 years
- 5 to 10 years
- 10 to 15 years
- more than 15 years

### 3. Where do you live?



- Northeast Quadrant (NE)
- Northwest Quadrant (NW)
- Southeast Quadrant (SE)
- Southwest Quadrant (SW)

**4. Please indicate where you go for the following services. Multiple answers are possible.**

	Highland Twp	Milford	White Lake, Waterford, Pontiac, Commerce	Hartland, Brighton, Howell	Holly, Flint, Fenton	Novi	Online
Groceries							
Medicine							
Clothing							
Furniture							
Appliances							
Take-Out/Fast Food							
Sit Down Dining							
Auto Services							
Banking							
Hardware							
Lumber							
Dry Cleaning							
) Entertainment (movies/plays, etc)							
Concerts							
Medical/Doctor/Dentist							

**5. Other** (Please specify product or service and location you normally shop for that)

**6. Are you satisfied with the variety (location) of the goods and services listed in the previous question?**

- Yes
- No

**7. Which of the following additional services do you think are needed in Highland Township?** (Check all that apply)

- Pedestrian/Bike Paths
- Sidewalks
- A local (not county) police service
- Organized recreation program for parks
- More neighborhood parks
- Sanitary sewer system
- A township staff member to monitor the environment and work on land, wetland, and water issues to enforce soil erosion control
- Increased ordinance enforcement
- Expanded water distribution system
- Improve local roads
- None
- Other (Please specify) \_\_\_\_\_

**8. Choose the number ONE item you feel most needs to be created or expanded in the Township.**

- Pedestrian/Bike Paths
- Sidewalks
- A local (not county) police service
- Organized recreation program for parks
- More neighborhoods parks
- Sanitary sewer system
- A township staff member to monitor the environment and work on land, wetland, and water issues
- Increased ordinance enforcement
- Increased water distribution system
- Improve local roads
- Fire Service
- Emergency Medical Service
- None
- Other (*Please specify*) \_\_\_\_\_

**9. What aspects of Highland Township are most important to you. The following list suggests some features which can contribute to the quality of life in Highland Township. Please select the FIVE MOST IMPORTANT features.**

- large lots (5 to 10 acre)
- privacy
- low taxes
- personal safety
- predominately single family housing
- natural environment, trees, green areas, open spaces
- historic atmosphere
- small to medium lots (1.5 to 3 acre}
- wide variety of housing
- walkable community
- equestrian facility
- tree lined streets
- recreational opportunities
- sewer/water systems
- Other (*Please specify*) \_\_\_\_\_

**10. The following statements represent a range of opinions about planning related objectives and the means to achieve them. Please indicate for each statement how strongly you agree or disagree.**

	<b>Strongly Agree</b>	<b>Agree Somewhat</b>	<b>Neutral</b>	<b>Disagree Somewhat</b>	<b>Strongly Disagree</b>
(a) Highland should try to maintain a rural atmosphere					
(b) I'm satisfied with public services in Highland					
(c) Zoning Ordinances protect property rights					
(d) Zoning Ordinances are necessary for maintain property values					
(e) We need more multiple family housing (apartments, condos or duplexes) in Highland Township					
(f) We need more commercial space in Highland Township					
(g) The natural open spaces remaining in Highland should be preserved					
(h) The Township should establish a program to purchase important environmental resources using a tax millage					
(i) Highland Township should preserve significant natural areas for public use by purchasing them with local tax money					
(j) Highland Township should develop walking trails and bicycle paths					
(k) Highland Township should develop sidewalks					
(l) The development of trails for Off Road Vehicles (ORV) should be encouraged					
(m) The development of equestrian paths should be encouraged					
(n) The Township should identify important wetlands, flood plains, woodlands, and other natural areas worthy of preservation in their natural state					
(o) The Township should create and adopt a Wetland Ordinance					
(p) The Township should create and adopt a Woodland Ordinance (to protect existing trees)					
(q) Residents can impact the health of wetlands, rivers, lakes and woodlands through how they maintain their property (mowing, fertilizing, etc) or personal behaviors (recycling, proper disposal of pet wastes, etc)					
(r) The Township should establish a legal defense fund for land use challenges to be financed through a tax millage					
(s) Highland has an identifiable center					

**11. If you answered Highland has an identifiable Center, where is it? \_\_\_\_\_**

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**THE FOLLOWING INFORMATION IS INTENDED FOR DEMOGRAPHIC COMPARISONS ONLY. THIS IS AN ANONYMOUS SURVEY. PLEASE DO NOT SIGN YOUR NAME.**

**12. Do you own or rent your present residence?**

- Own
- Rent
- Other (Please specify) \_\_\_\_\_

**13. Do you live in a...**

- a single unit house
- manufactured home community
- multi-unit dwelling (duplex, apartment or attached condominium)

**14. Is your home on a lake?**

- Yes
- No

**15. What age group are you in?**

- Under 30 years
- 30 to 40 years
- 41 to 60 years
- over 61 years

**16. Check the box to indicate the highest level of education attained by the head of the household.**

- Less than high school
- High school graduate
- Some college
- College graduate

**17. Are you currently...**

- Salaried or hourly
- Self-employed
- Unemployed
- Retired
- Other
- Other (Please specify) \_\_\_\_\_

**18. What is your household size? \_\_\_\_\_ persons**

**19. Please check the line that best approximates your household's pre-tax income.**

- less than \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 and over

**20. How many of the following does your household own?**

- (t) Automobiles \_\_\_\_\_)
- (u) Bicycles \_\_\_\_\_
- (v) Boats \_\_\_\_\_
- (w) Motor-homes \_\_\_\_\_
- (x) Other RV's \_\_\_\_\_
- (y) Horses \_\_\_\_\_
- (z) Computers (desktops/laptops) \_\_\_\_\_
- (aa) Mobile Computing Devices (tablets/smart-phones) \_\_\_\_\_

14.

**21. How do you access the internet at home?**

- Cable
- DSL (broadband over phone lines)
- Cellular Plan (mobile hotspot/air-card/smart-phone)
- No access

**22. What are the top three things Highland's Land Use Policy should AVOID?**

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**23. What are the three best projects, commercial or residential, public or private, that have been started in Highland in the last ten years?**

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**24. Which new development, if any, adds to Highland Township's sense of community?**

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**25. In your own words, describe what Highland means to you.**

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**26. What are the best ways for the Township and its partner organizations to keep you informed of news and events?**

*Examples include:*

- Six Rivers Land Conservancy (<http://www.sixriversrlc.org>)
- Highland Downtown Development Authority (<http://www.highlanddda.com>)
- Highland/White Lake Business Association (<http://hwlba.com>)
- Huron Valley Chamber of Commerce (<http://huronvcc.com>)
- Spinal Column
- Township email newsletter

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**27. Do you participate in any of the following as a result of public education messages about watershed health (check all that apply).**

- Choose native landscaping materials
- Household hazardous waste collection days
- Curbside recycling
- Mow high and leave the clippings
- Fertilizer free zones around the lake
- Wash the car in the grass or only at commercial carwash
- Routine pumping of septic systems

# Compiled Data

Results and Analysis

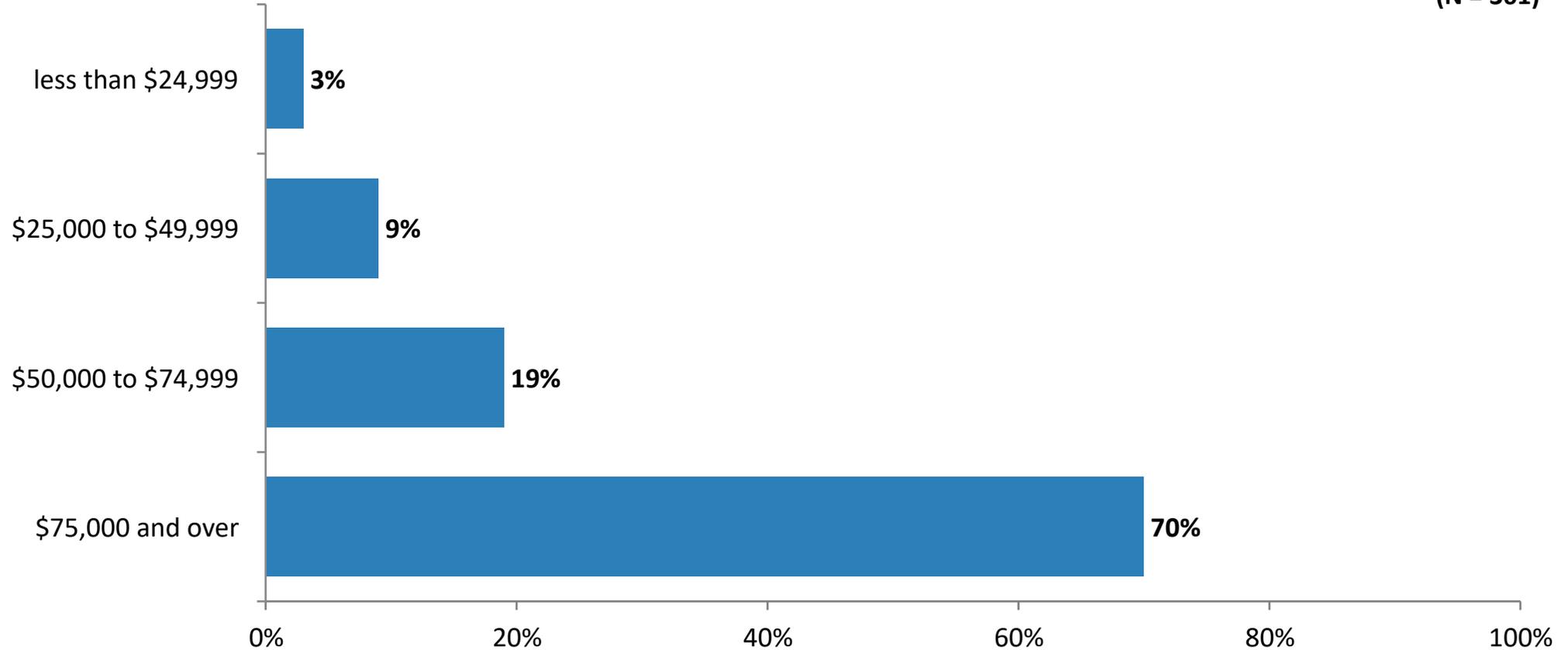
# Highland Township Opinion Survey

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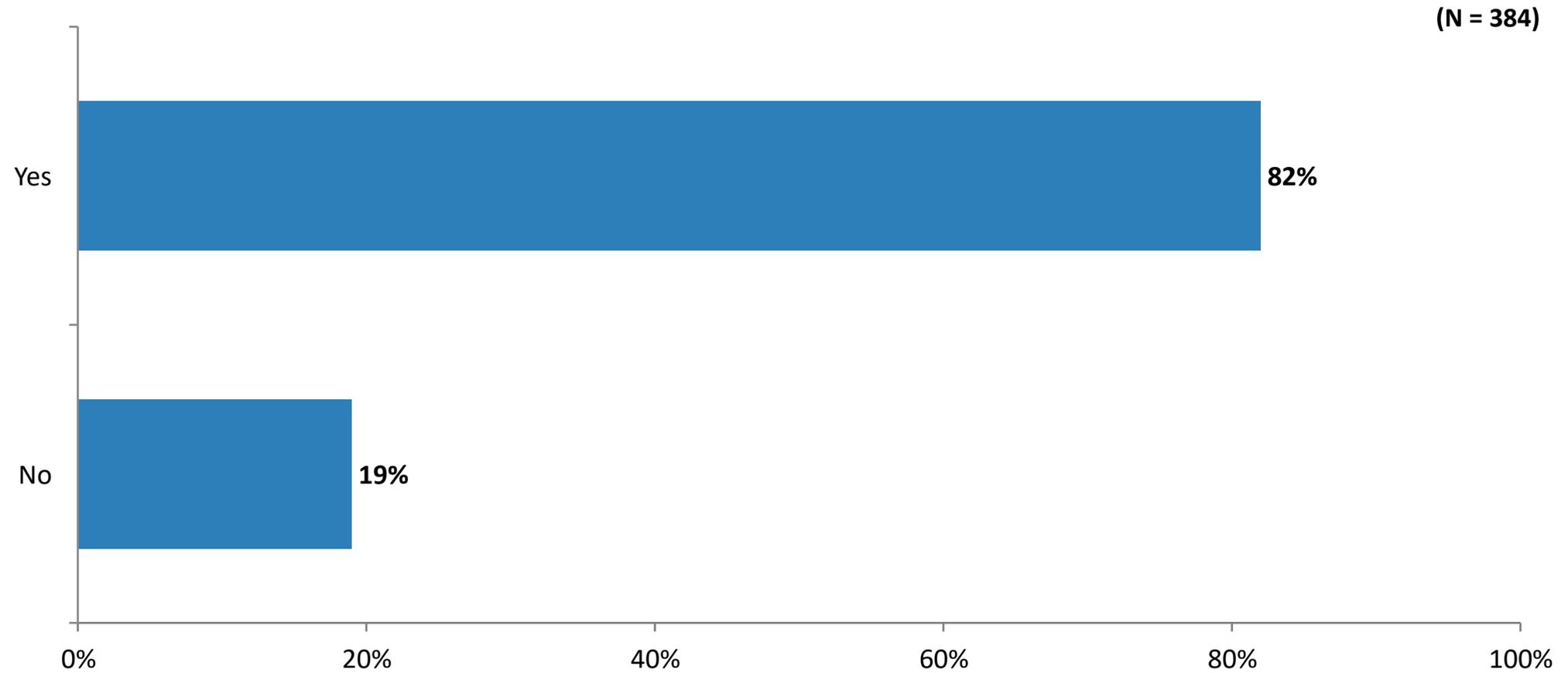
Below is the compiled data from the survey, extrapolated from 417 participants.

## Please check the line that best approximates your household's pre-tax income.

(N = 361)



## Are you satisfied with the variety (location) of the goods and services listed in the previous question?



## What are the three best projects that have been started in Highland in the last ten years?

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When reviewing the results of resident's favorite projects in the Township, the Fire Stations received the most votes, followed by Community Sharing, the library and adjacent park, and updated municipal buildings.

## Which new development, if any, adds to Highland Township's sense of community?

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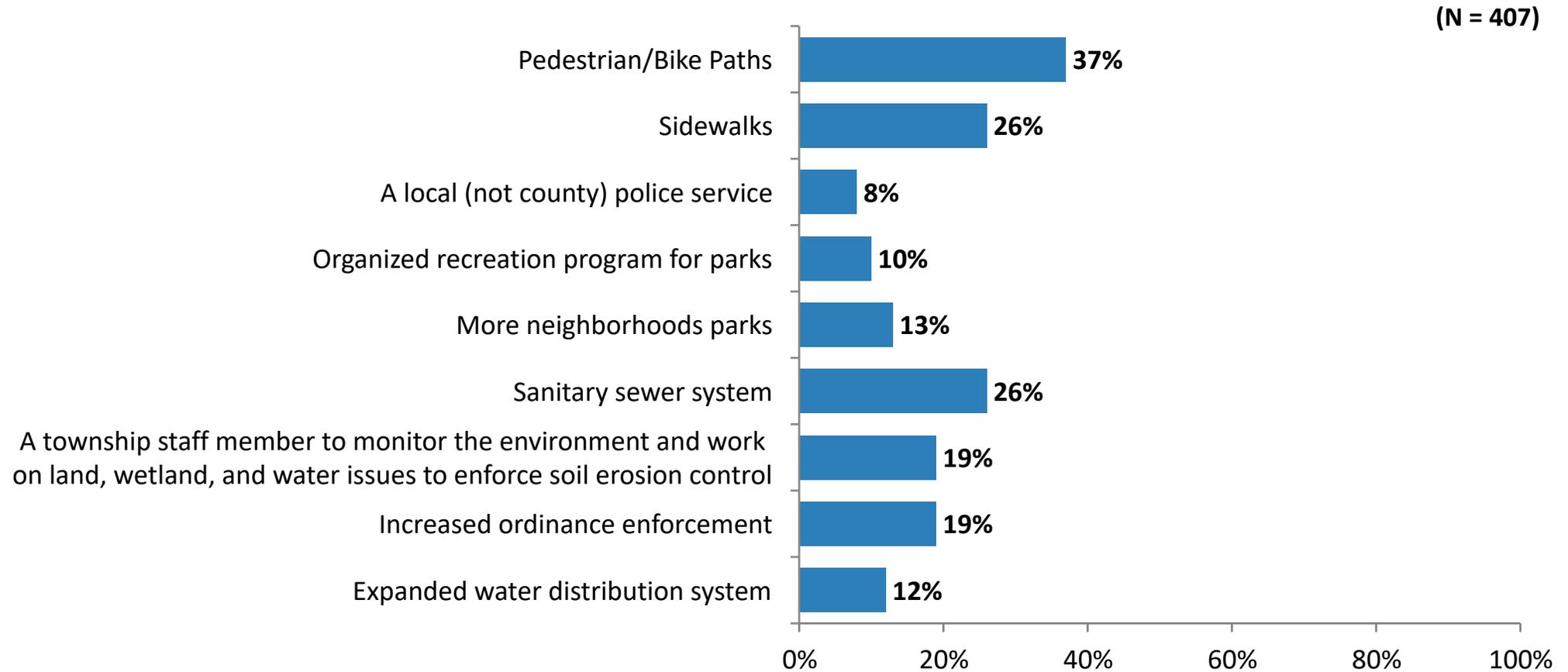
Many residents felt the same buildings/places cited in the previous question significantly add to the “sense of community” in the township. In addition, residents noted the increased number of community events and festivals (Chill at the Mill, 4th of July Fireworks, etc.), the farmer’s market, formation of Township DDA, and the beautification along Milford Road contribute to their overall enjoyment within the township.

## In your own words, describe what Highland means to you.

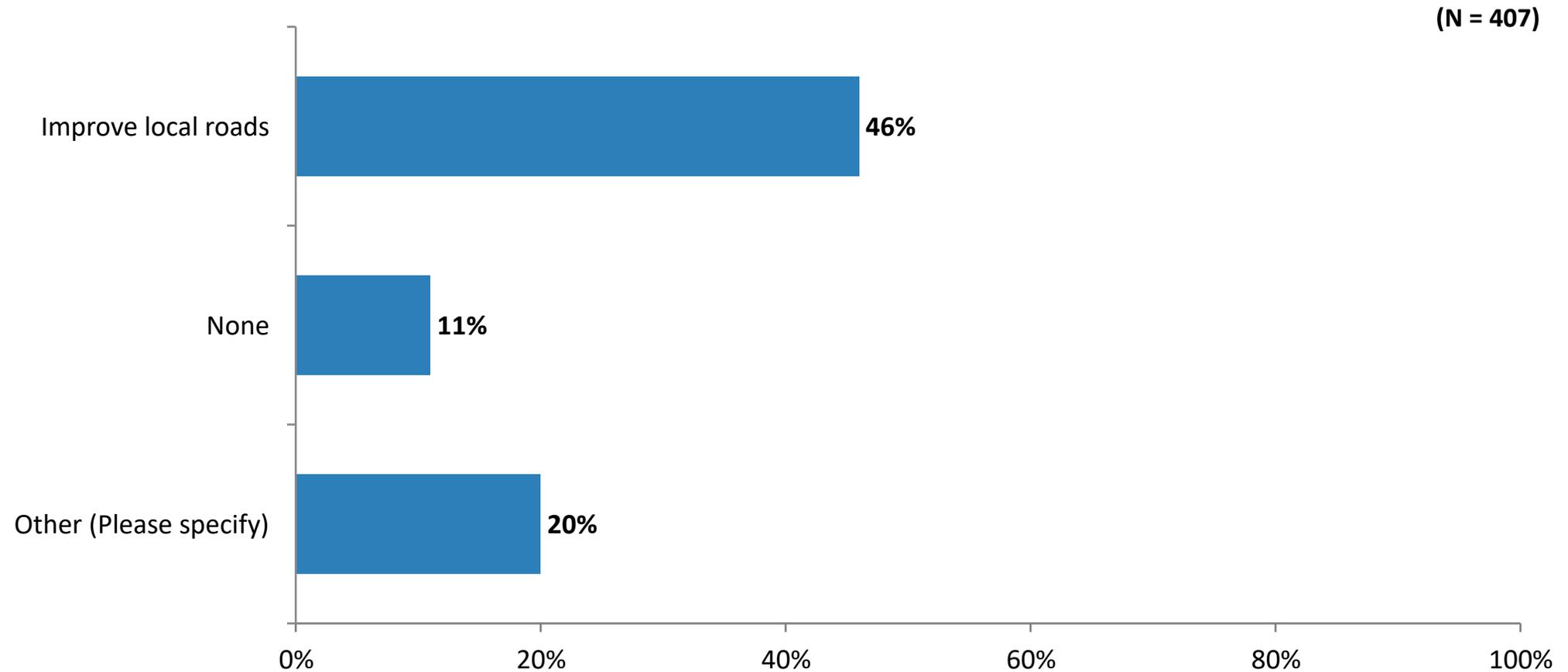
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The majority of township residents' who took the survey feel the township is a safe, quiet, family-friendly place with rural charm (a place to escape the bustle of a city), yet still has all the amenities for daily life either within or just outside the Township. The words most often associated with Highland Township were "Community" (85), "Home" (73), "Rural" (75), "Safe"(43), "Quiet" (42), "Small Town"(33), and "Peaceful" (21).

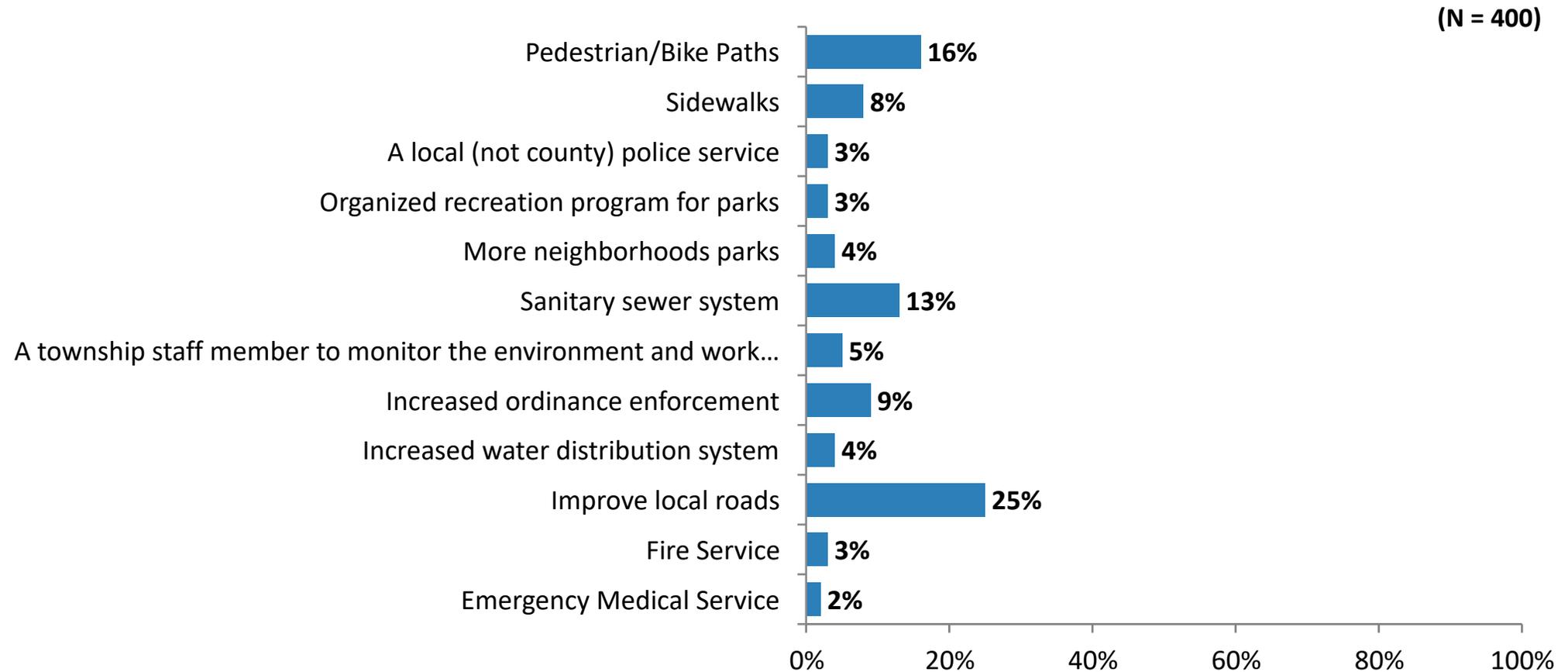
Which of the following additional services do you think are needed in Highland Township? (Check all that apply)



Which of the following additional services do you think are needed in Highland Township? (Check all that apply)  
(Continued)

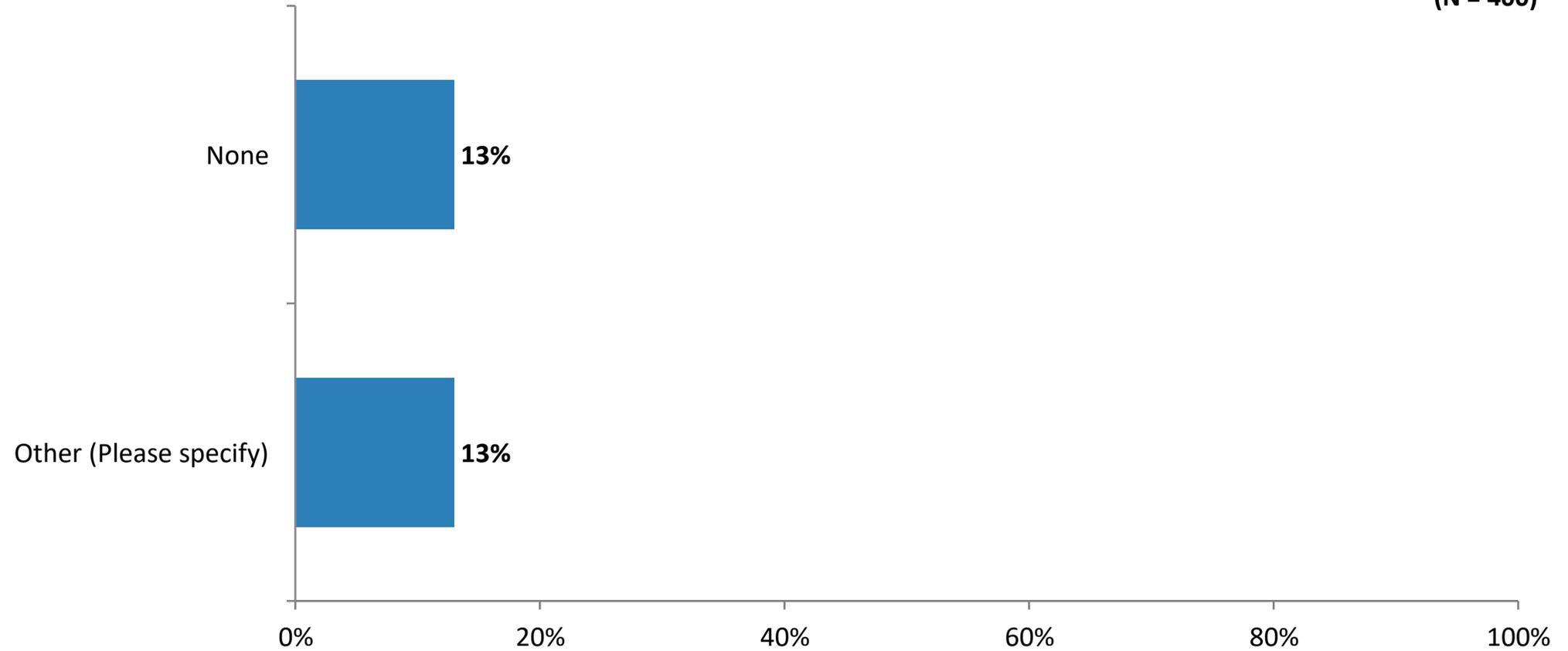


## Choose the number ONE item you feel most needs to be created or expanded in the Township.

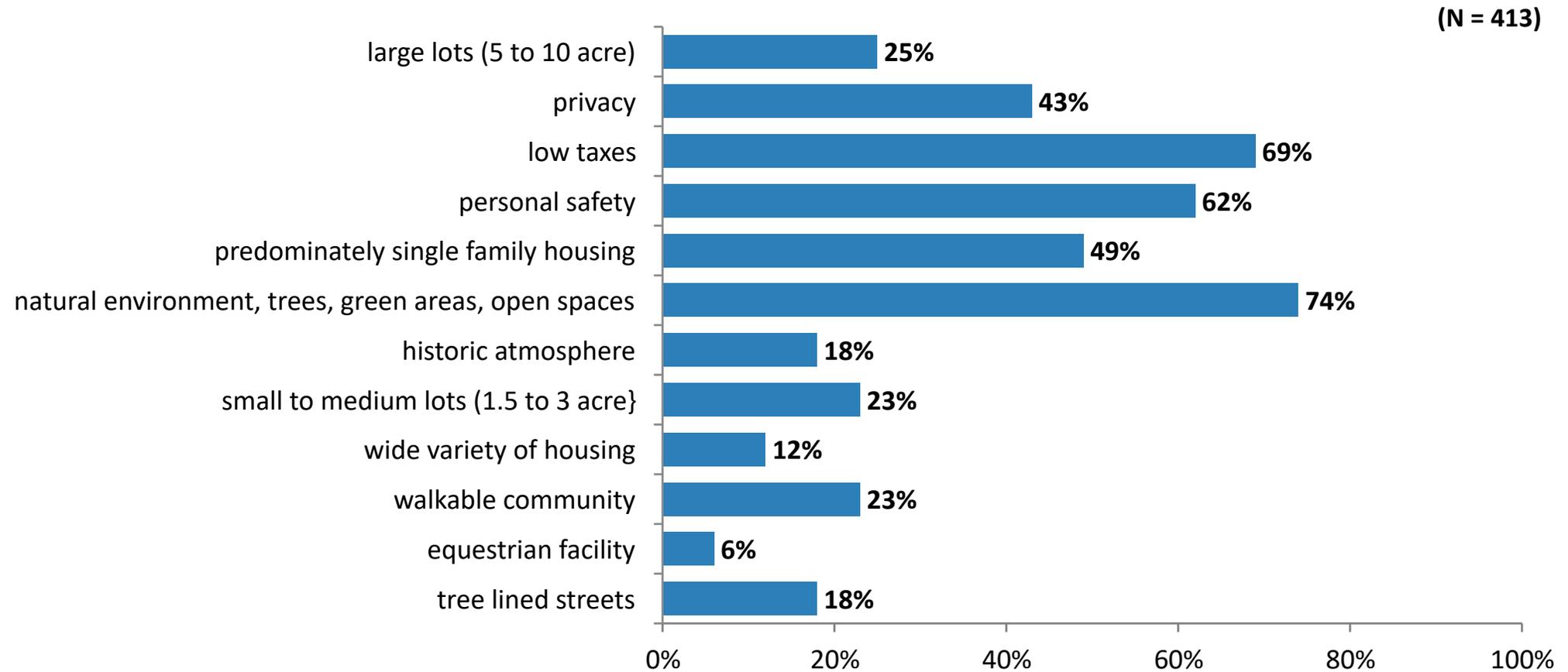


## Choose the number ONE item you feel most needs to be created or expanded in the Township. (Continued)

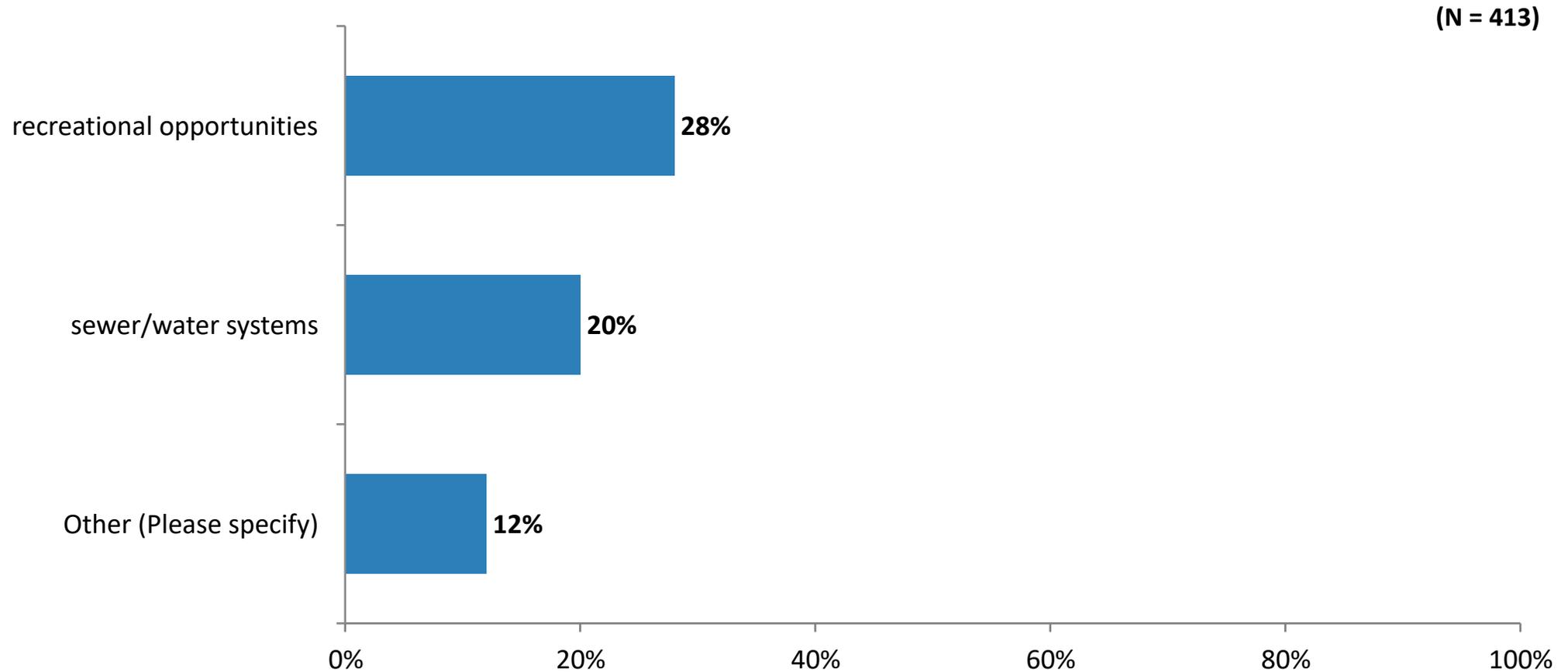
(N = 400)



What aspects of Highland Township are most important to you. The following list suggests some features which can contribute to the quality of life in Highland Township. Please select the FIVE MOST IMPORTANT features.



What aspects of Highland Township are most important to you. The following list suggests some features which can contribute to the quality of life in Highland Township. Please select the FIVE MOST IMPORTANT features. (Continued)

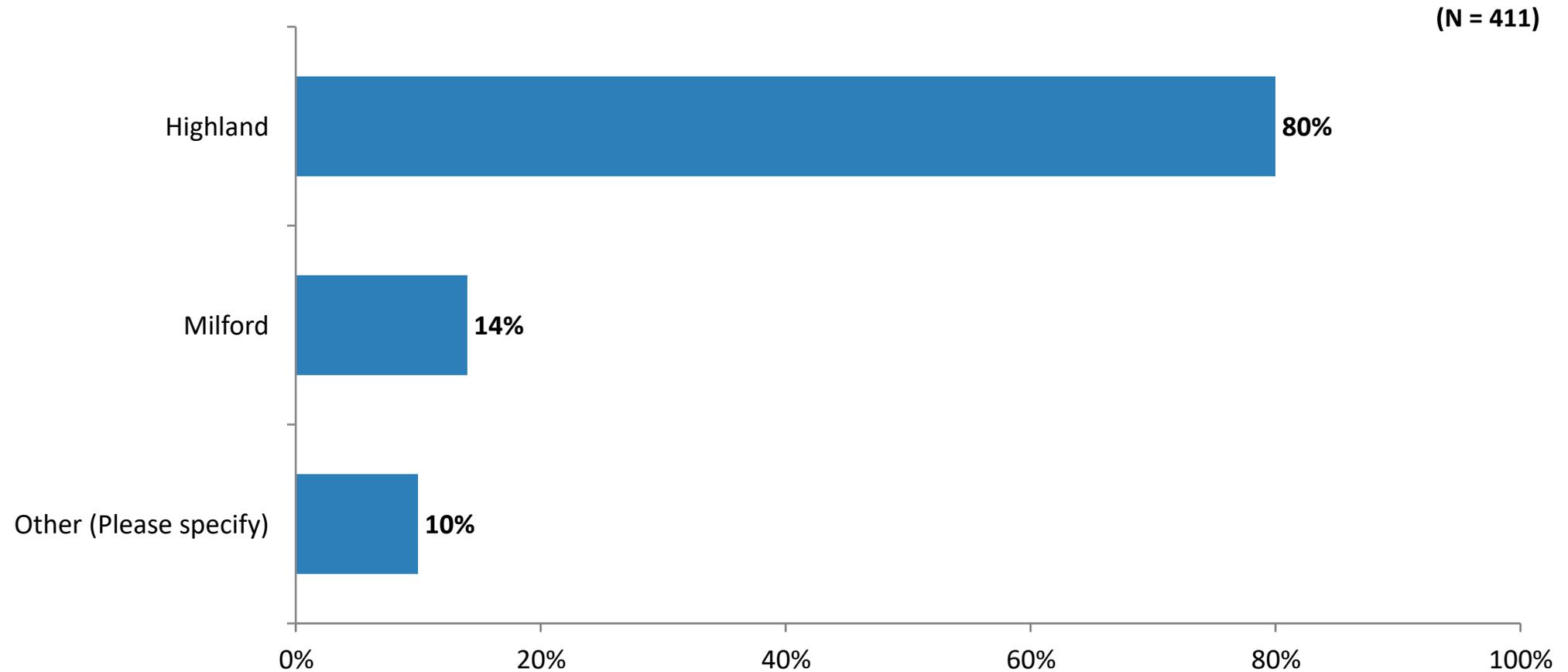


## If you answered Highland has an identifiable Center, where is it?

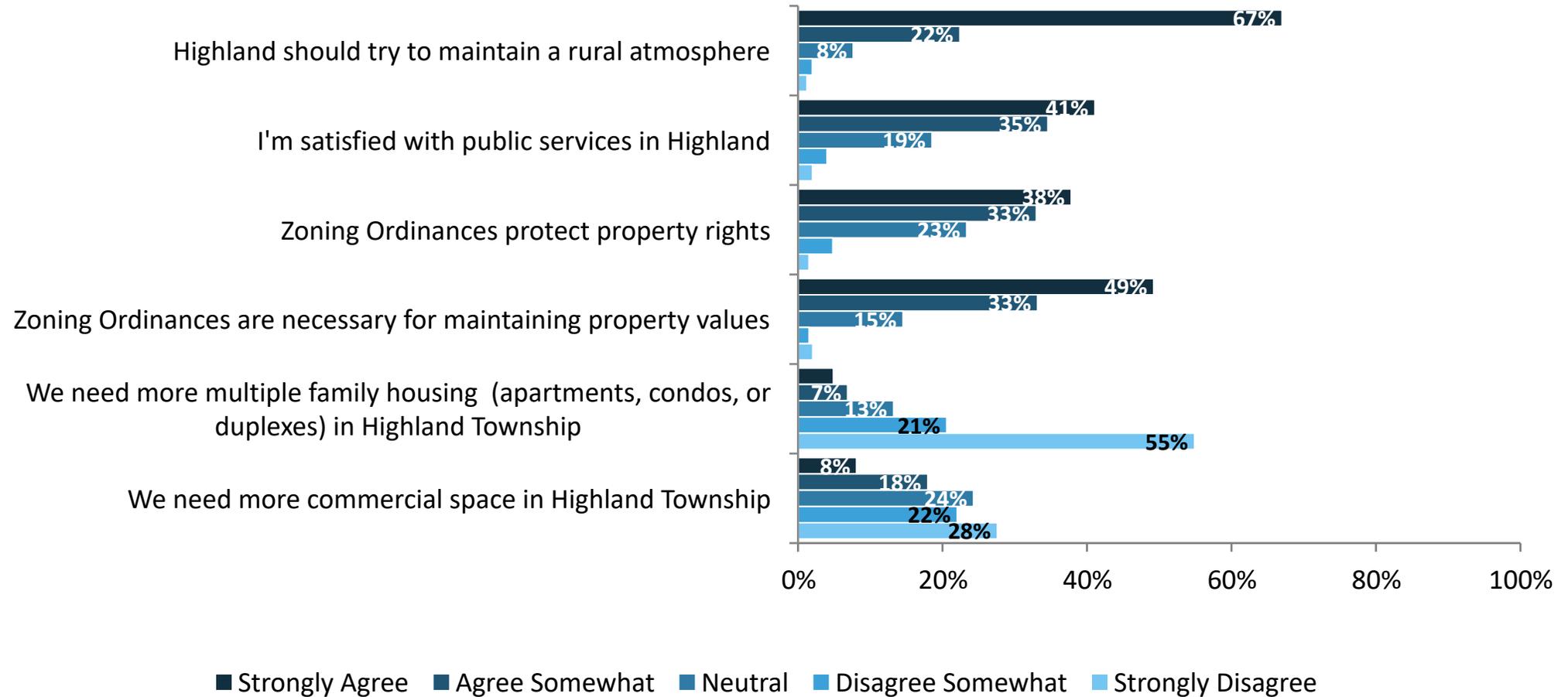
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An overwhelming majority of survey respondents felt the center of the township was within a 3-mile radius of the Township Hall on John Road, in the area of Livingston and Milford Road, followed by Highland and Milford Road, and Duck Lake and Milford Road.

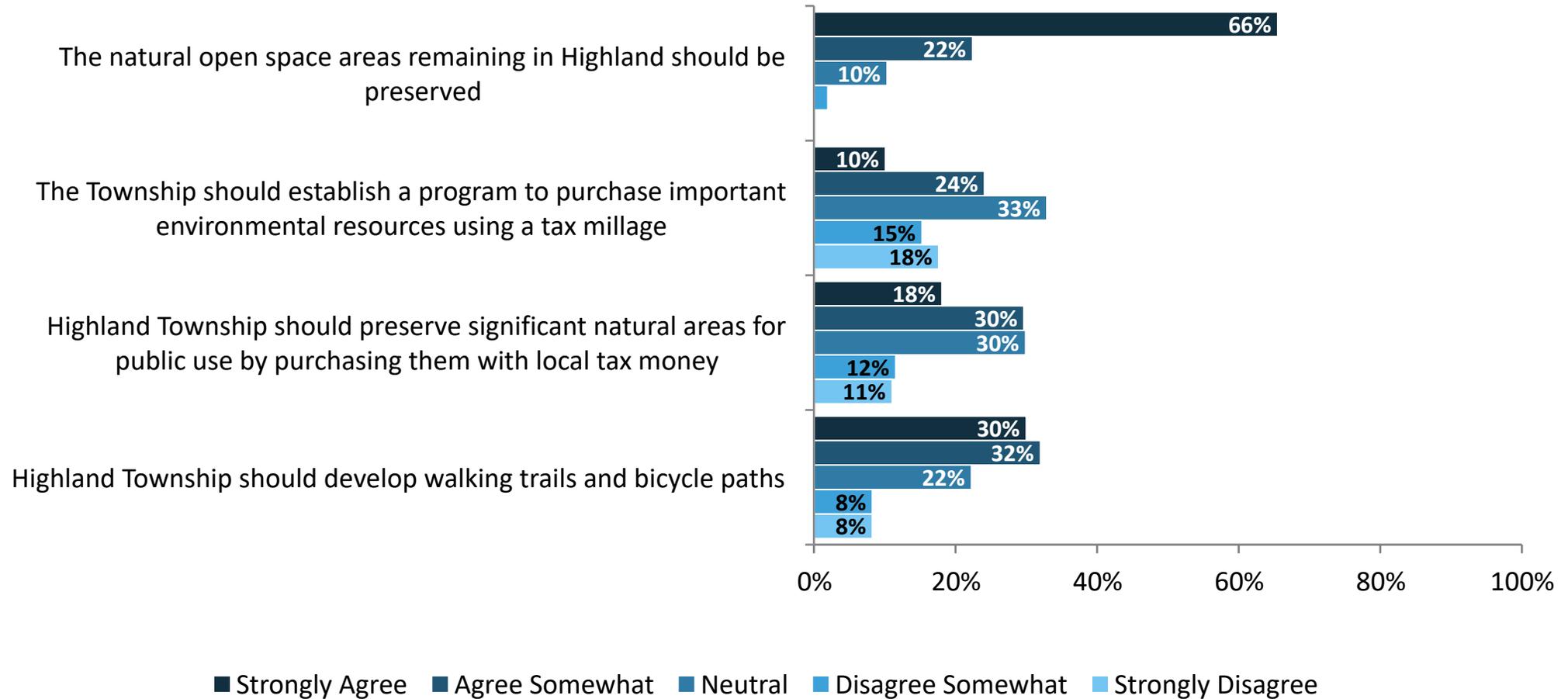
# When asked "Where are you from?" How do you respond?



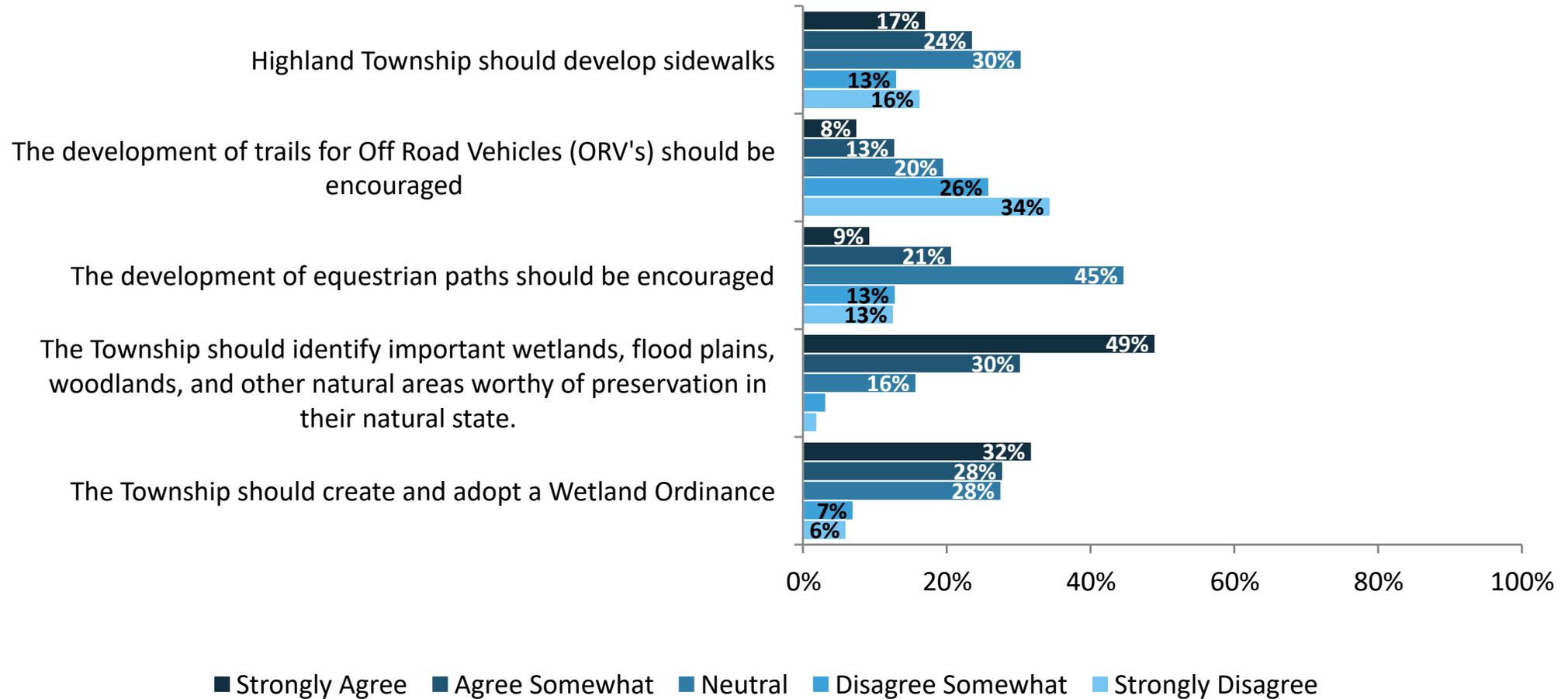
The following statements represent a range of opinions about planning related objectives and the means to achieve them. Please indicate for each statement how strongly you agree or disagree.



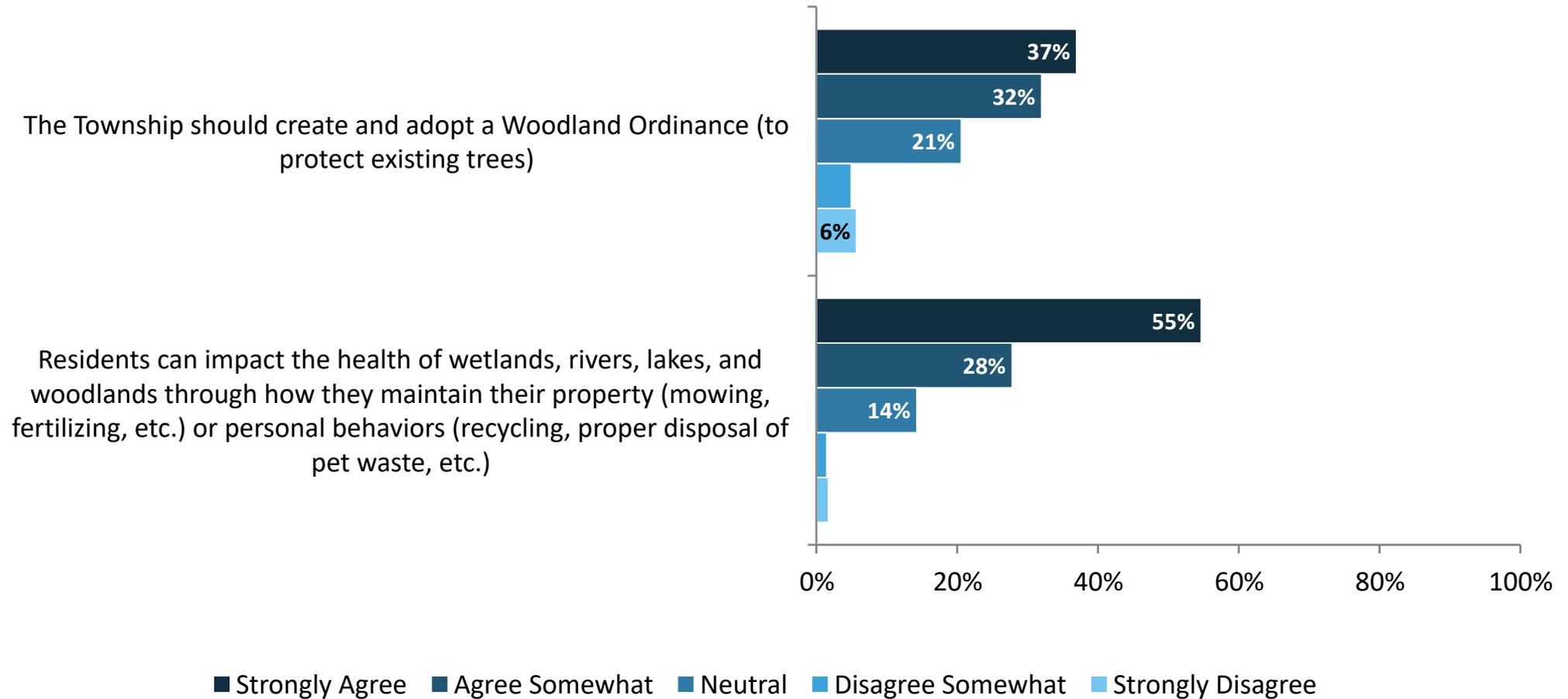
The following statements represent a range of opinions about planning related objectives and the means to achieve them. Please indicate for each statement how strongly you agree or disagree. (Continued)



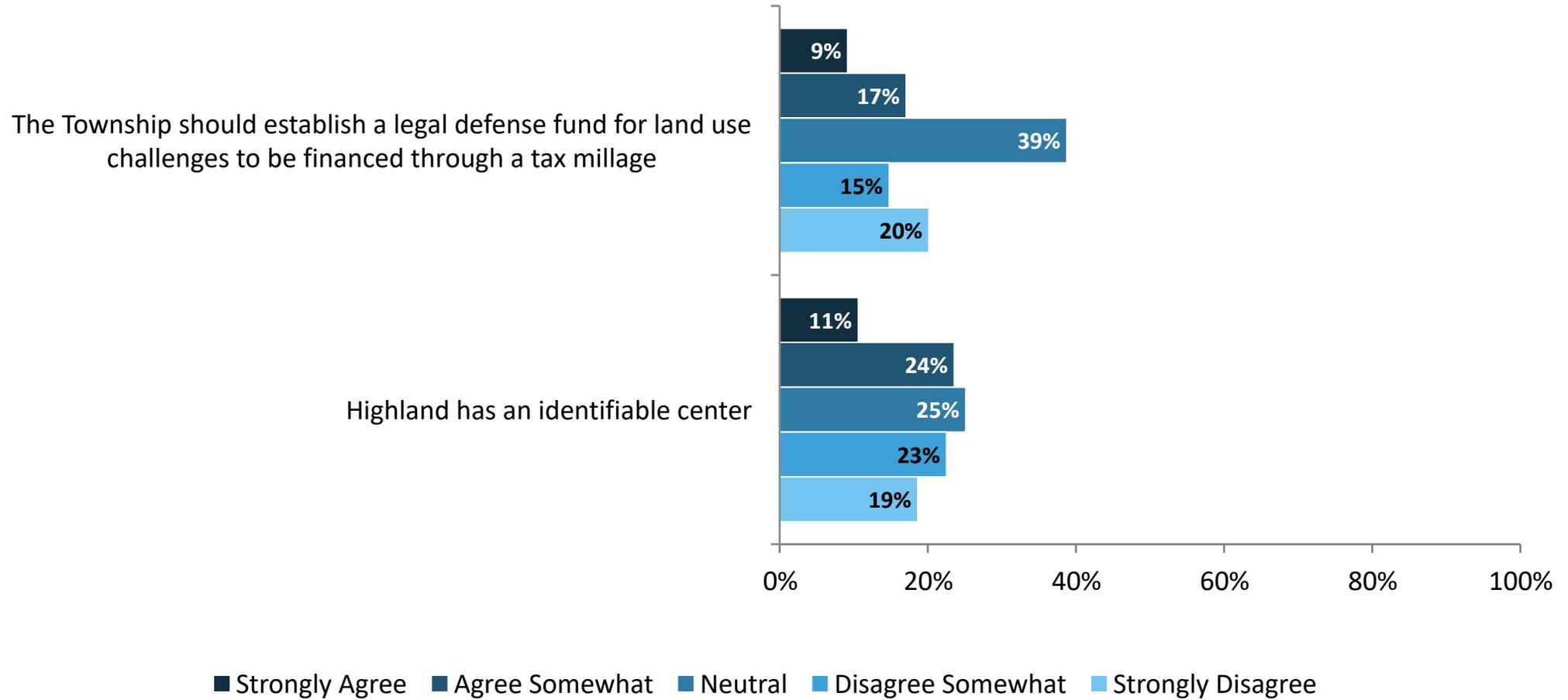
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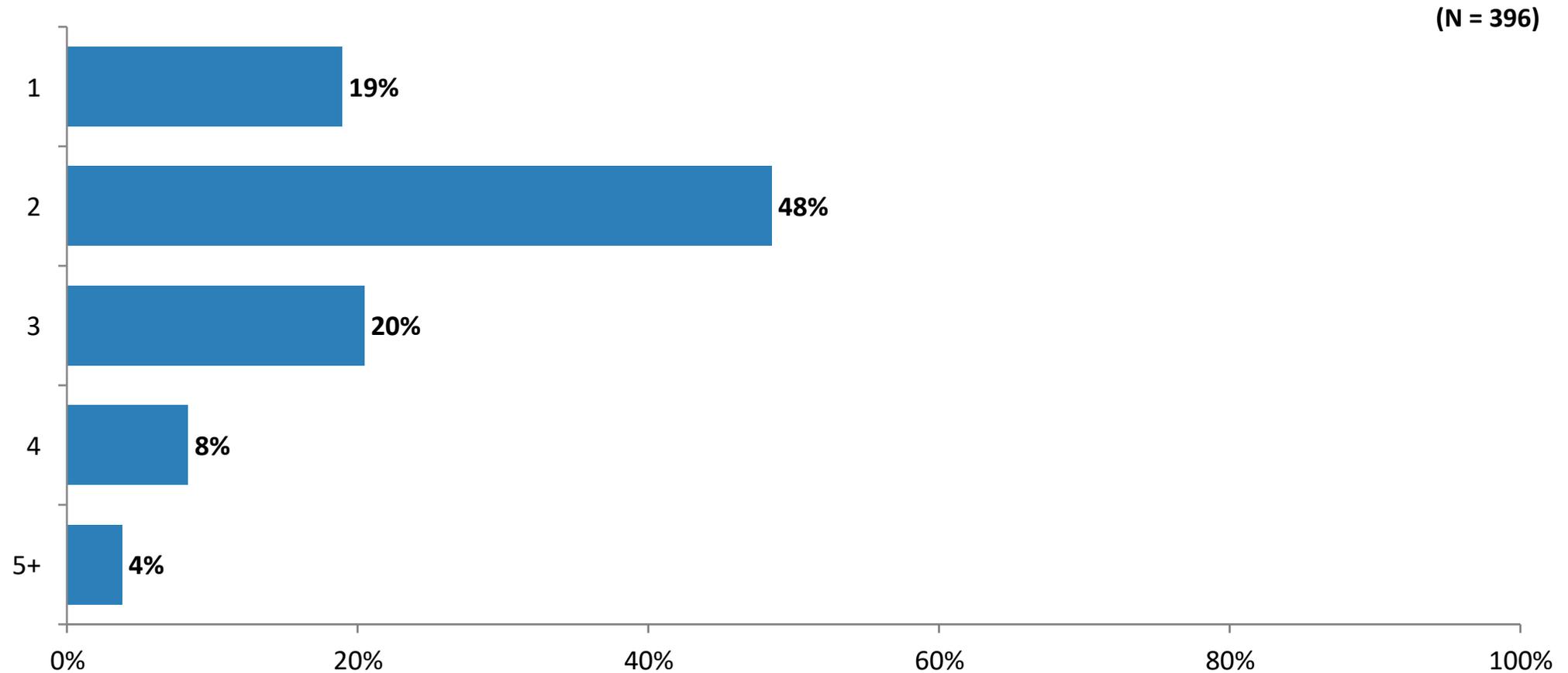
The following statements represent a range of opinions about planning related objectives and the means to achieve them. Please indicate for each statement how strongly you agree or disagree. (Continued)



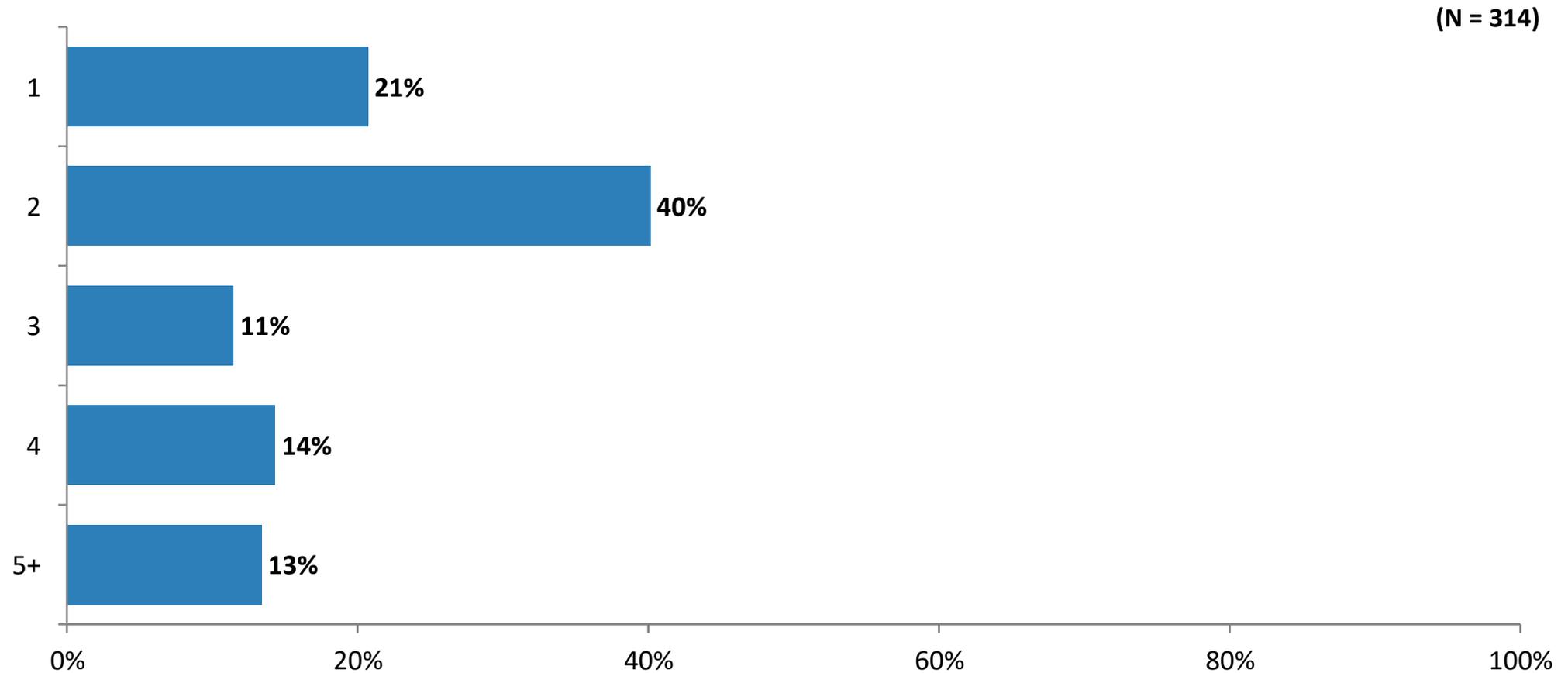
The following statements represent a range of opinions about planning related objectives and the means to achieve them. Please indicate for each statement how strongly you agree or disagree. (Continued)



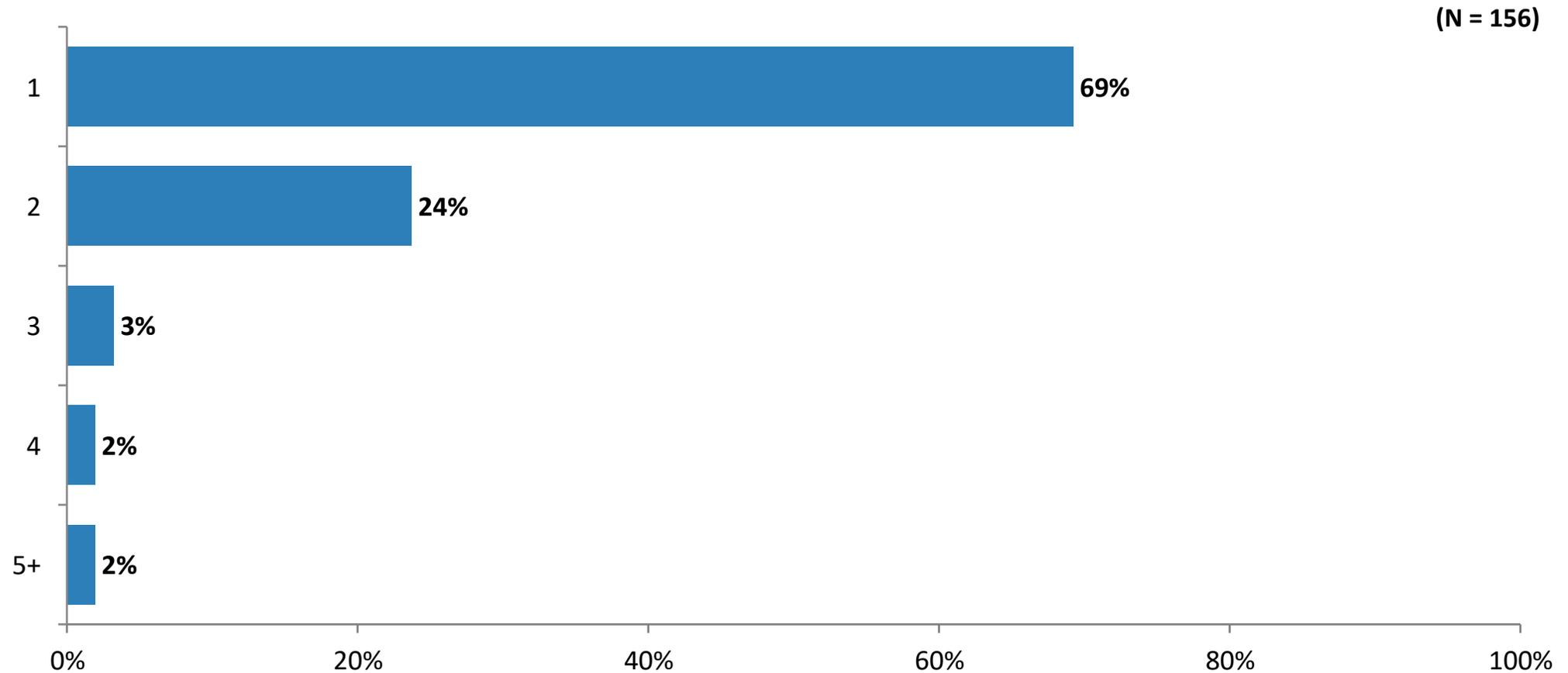
## How many of the following does your household own?: Automobiles



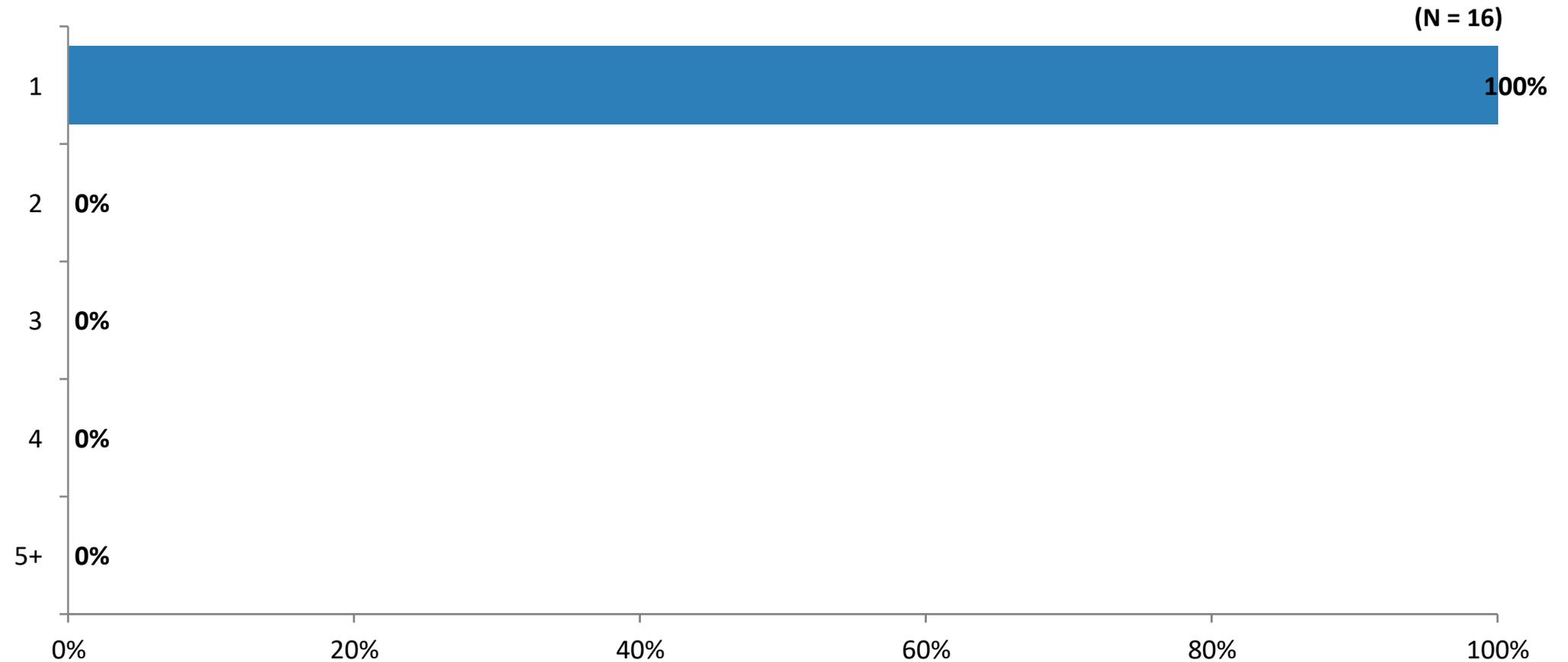
# How many of the following does your household own?: Bicycles



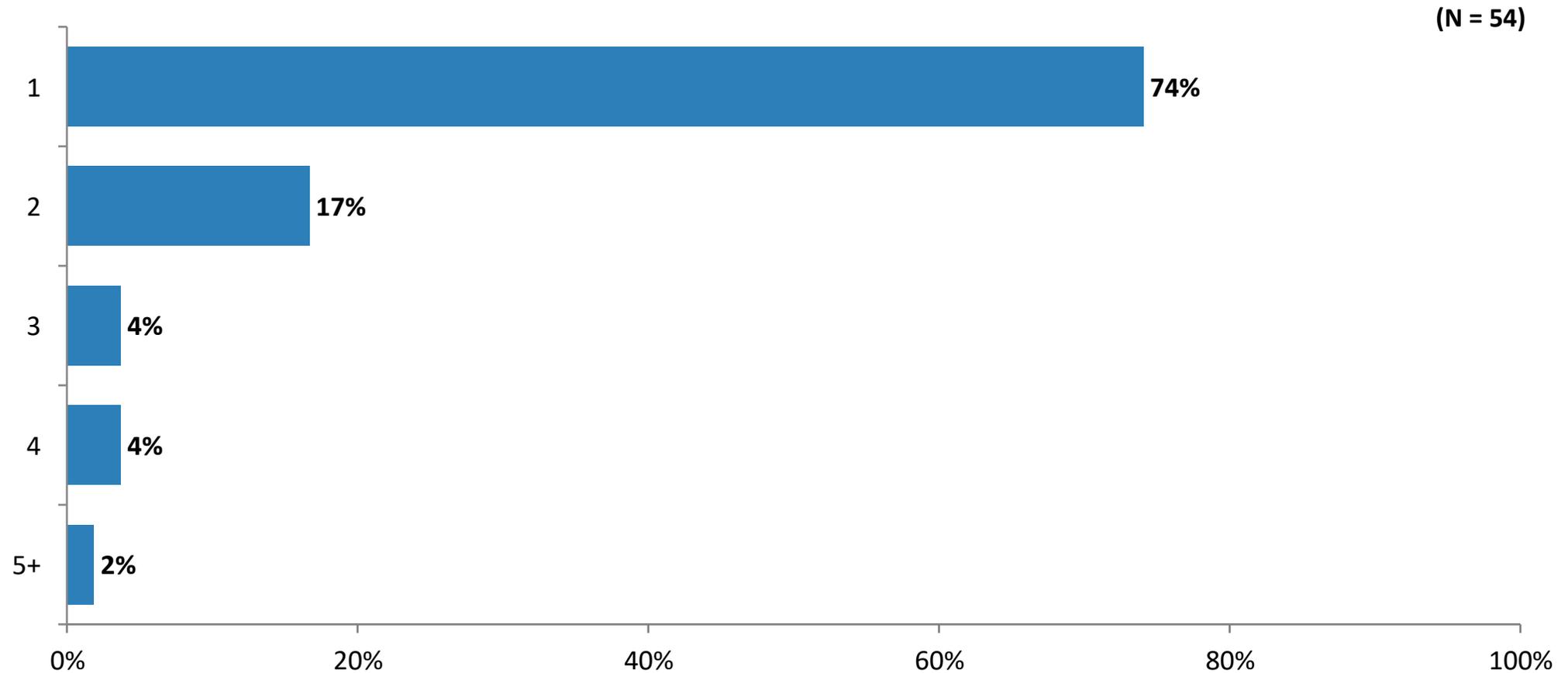
# How many of the following does your household own?: Boats



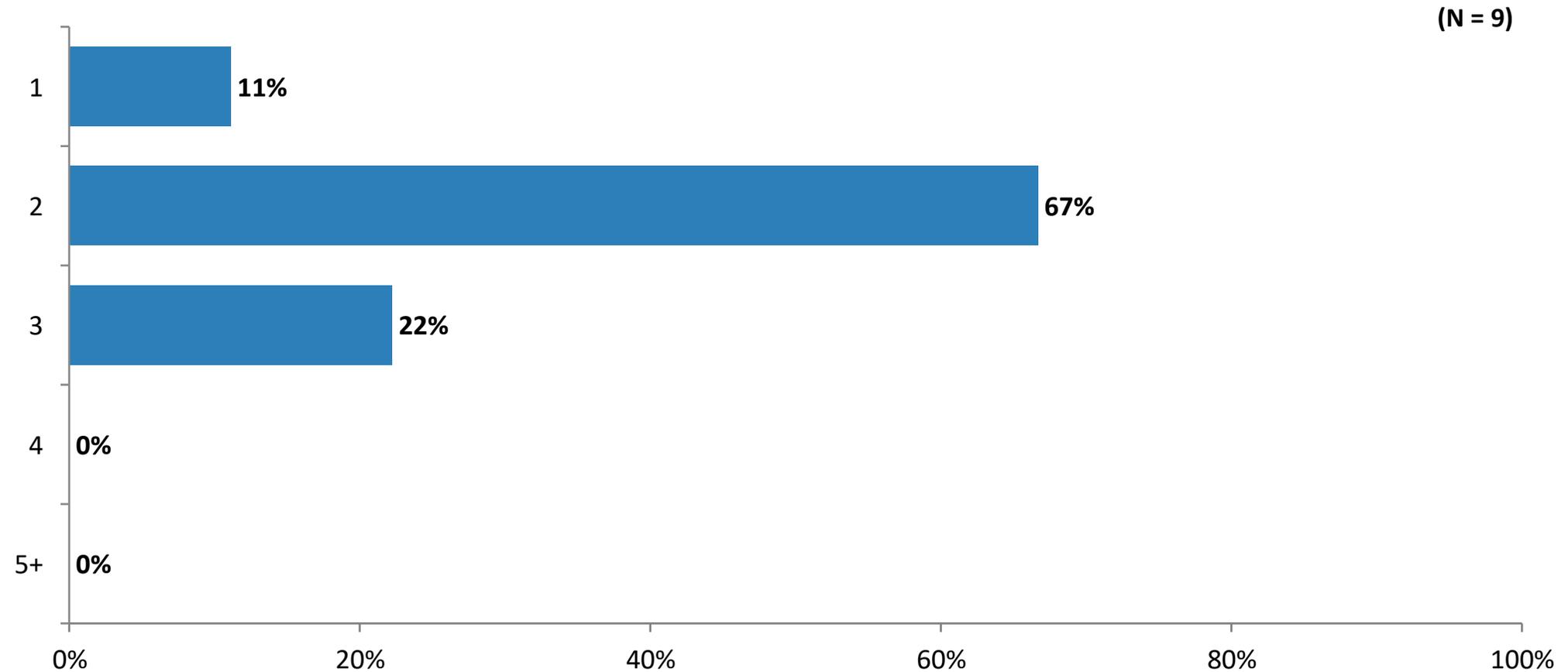
## How many of the following does your household own?: Motor-homes



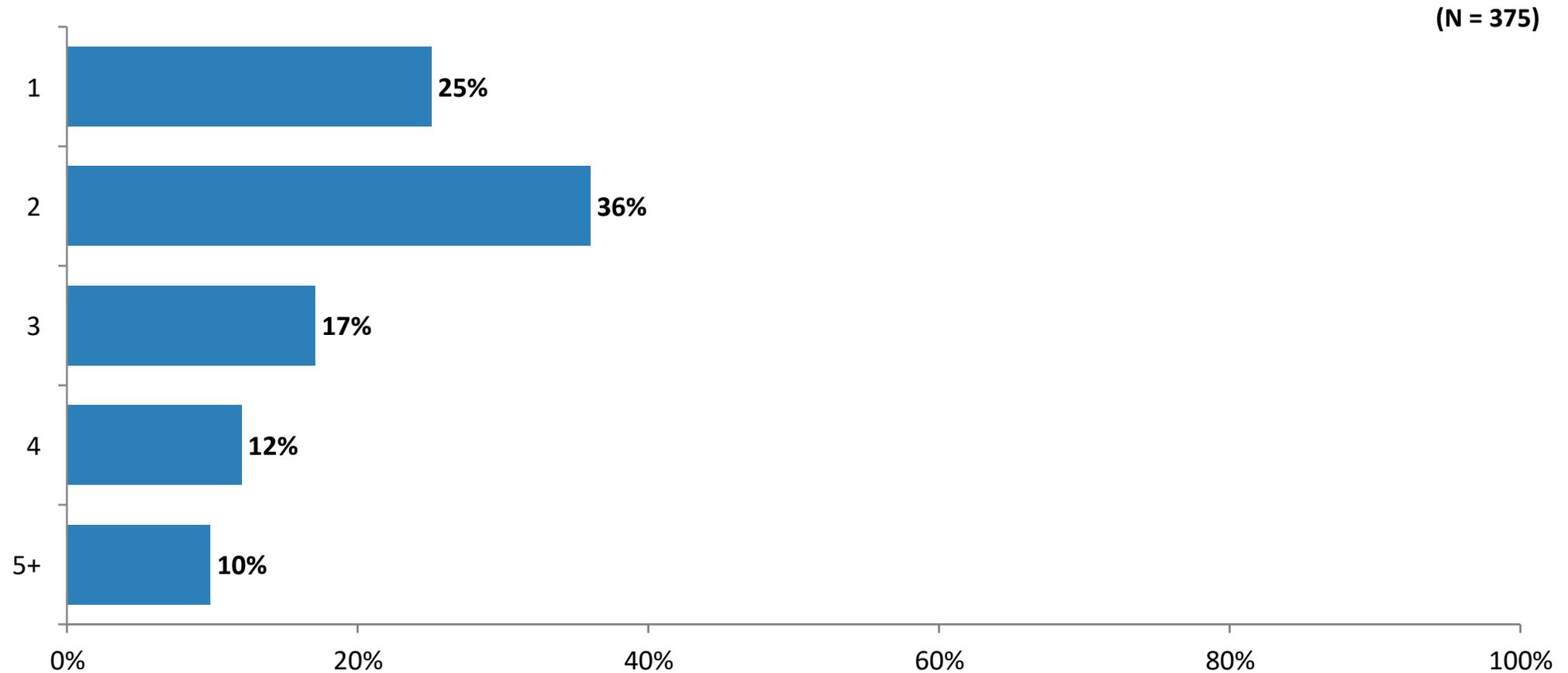
## How many of the following does your household own?: Other RV's



# How many of the following does your household own?: Horses

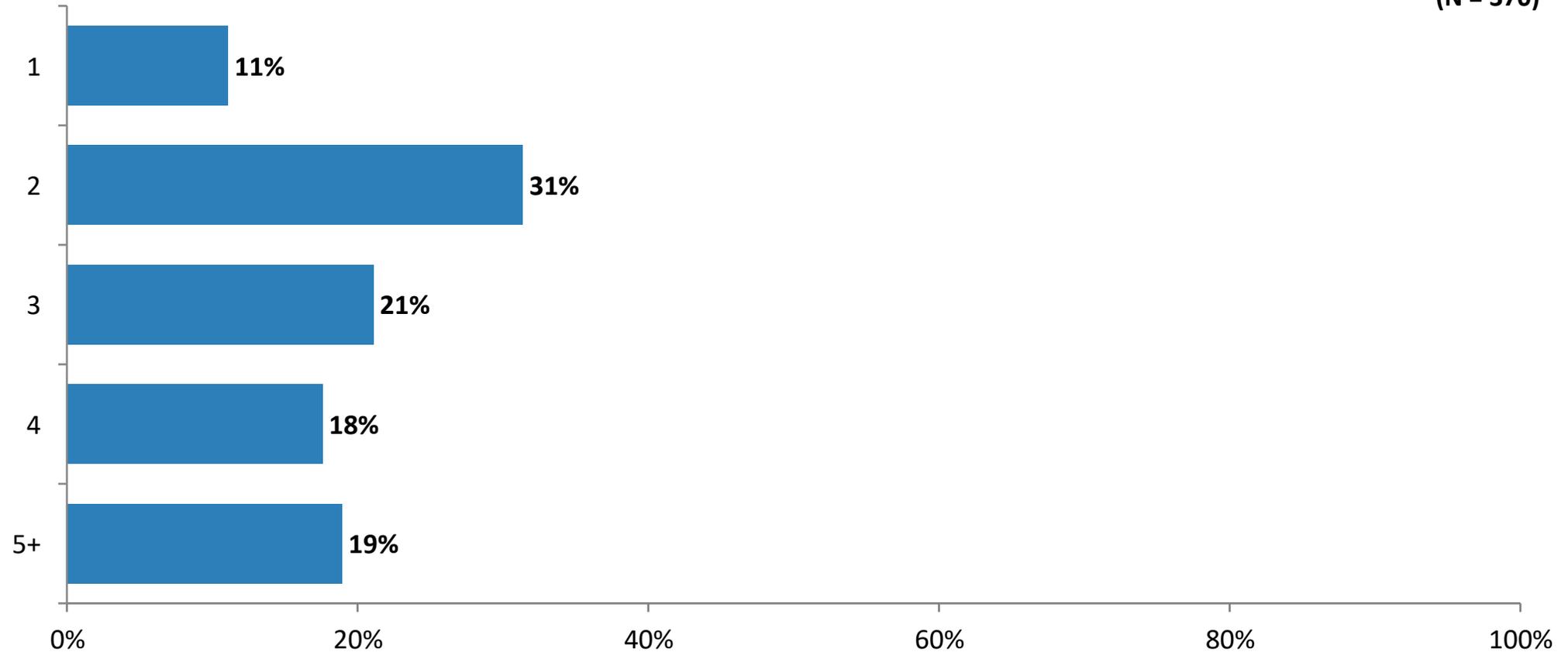


## How many of the following does your household own?: Computers (desktops/laptops)

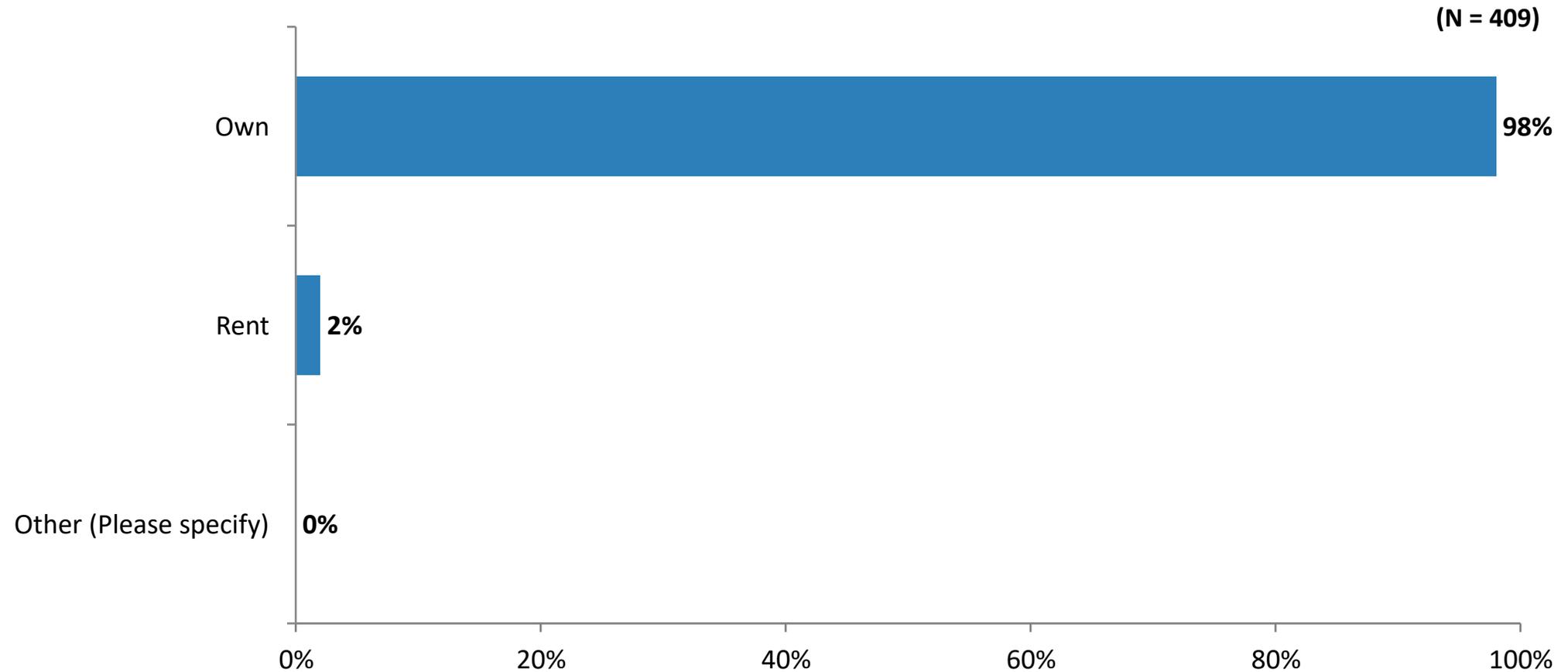


## How many of the following does your household own?: Mobile Computing Devices (tablets/smart-phones)

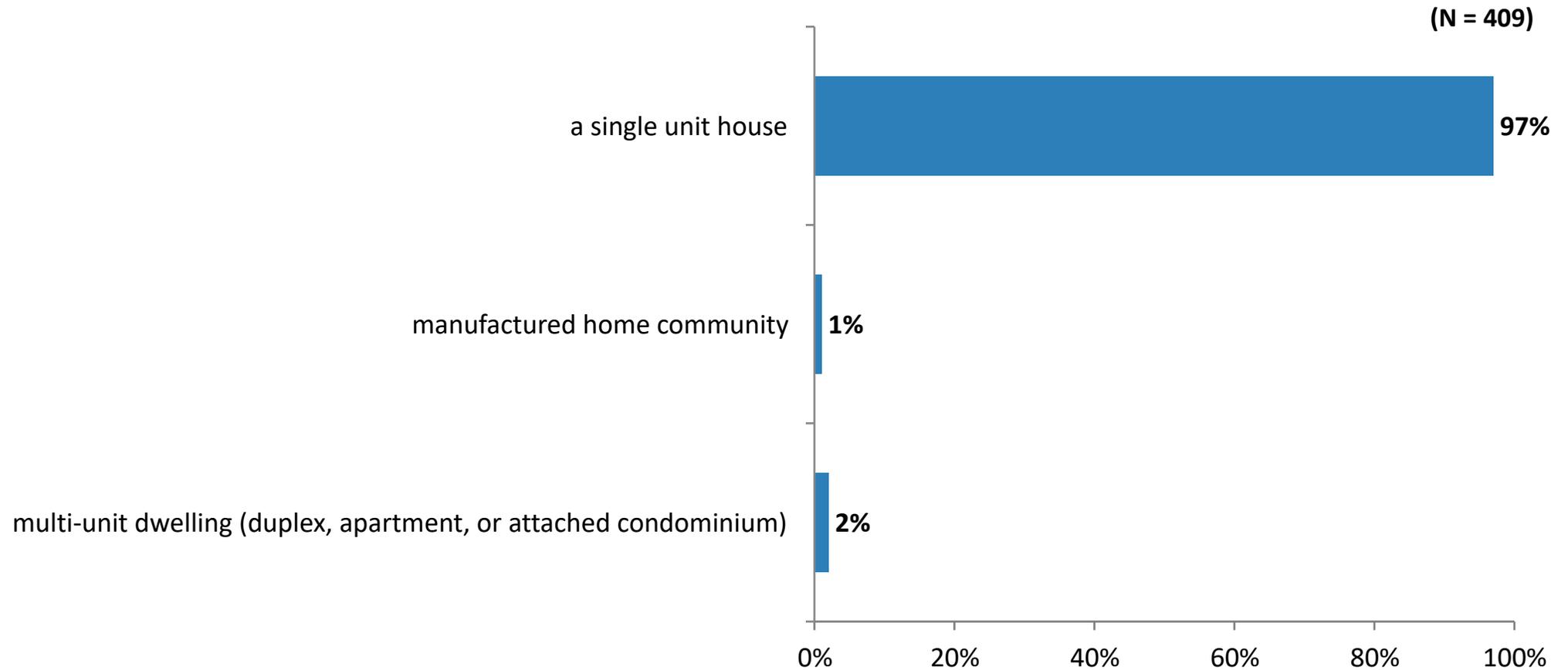
(N = 370)



# Do you own or rent your present residence?

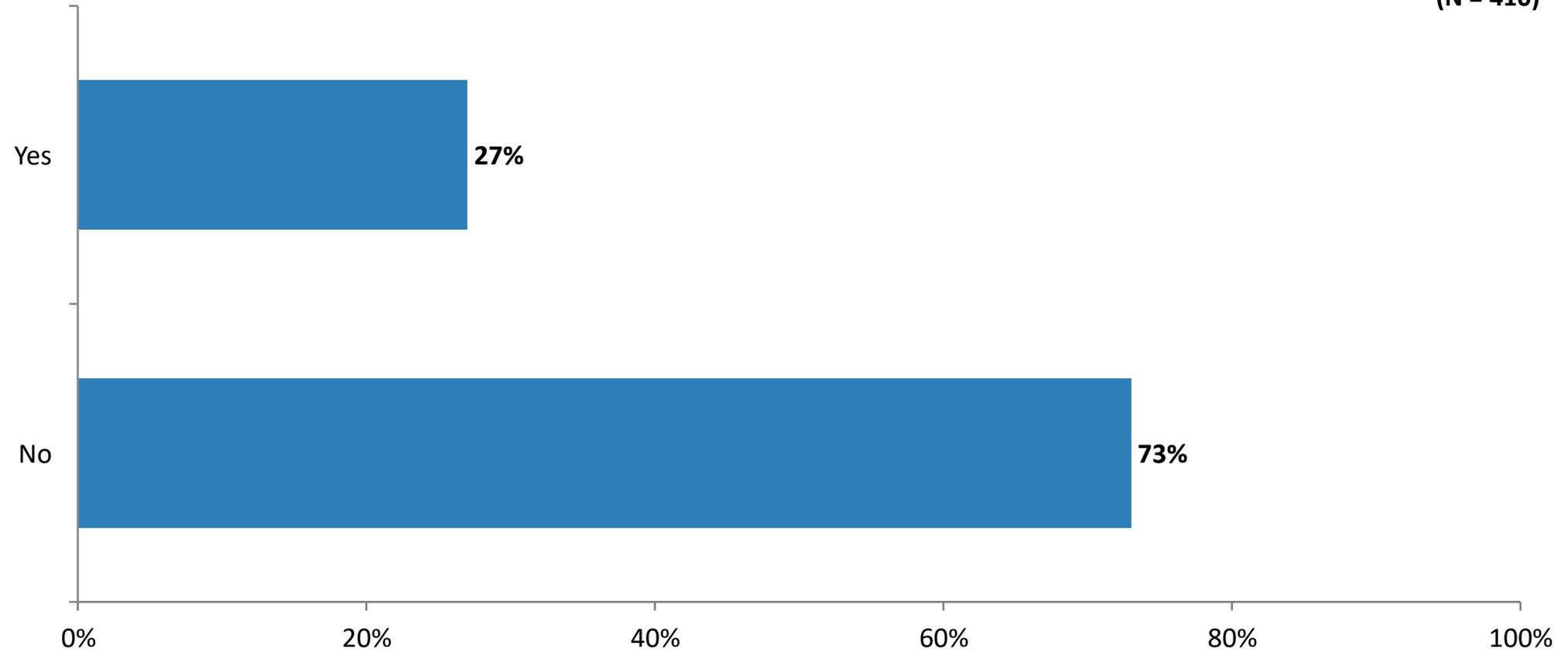


## Do you live in a...

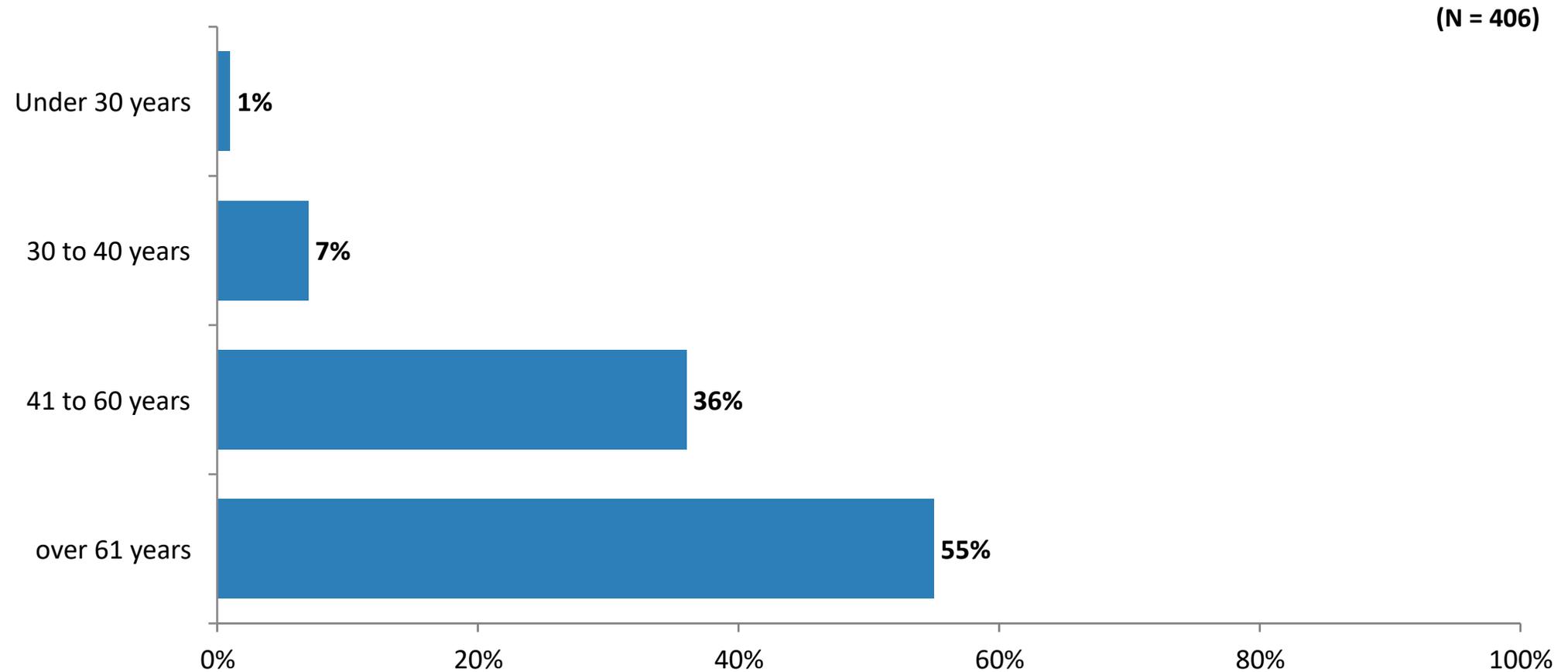


# Is your home on a lake?

(N = 410)



# What age group are you in?



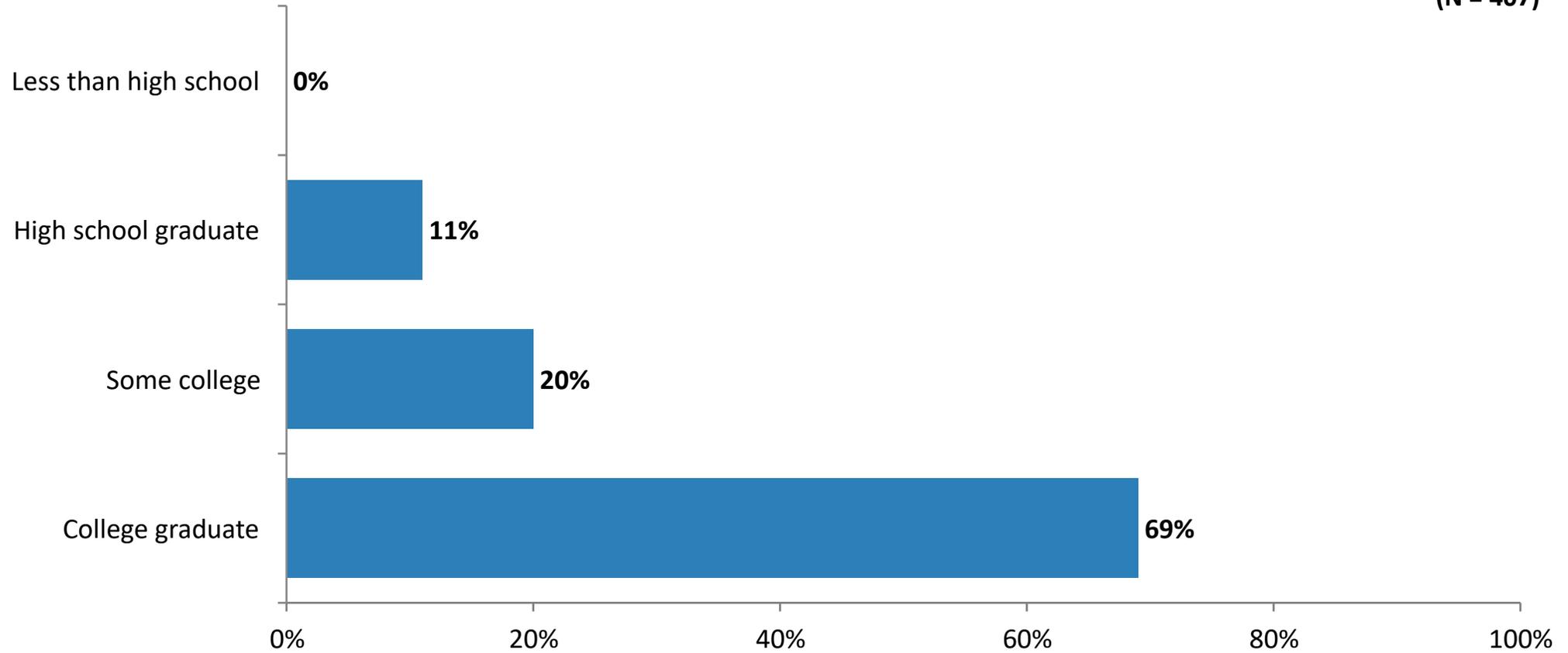
## What is your household size? \_\_\_ persons

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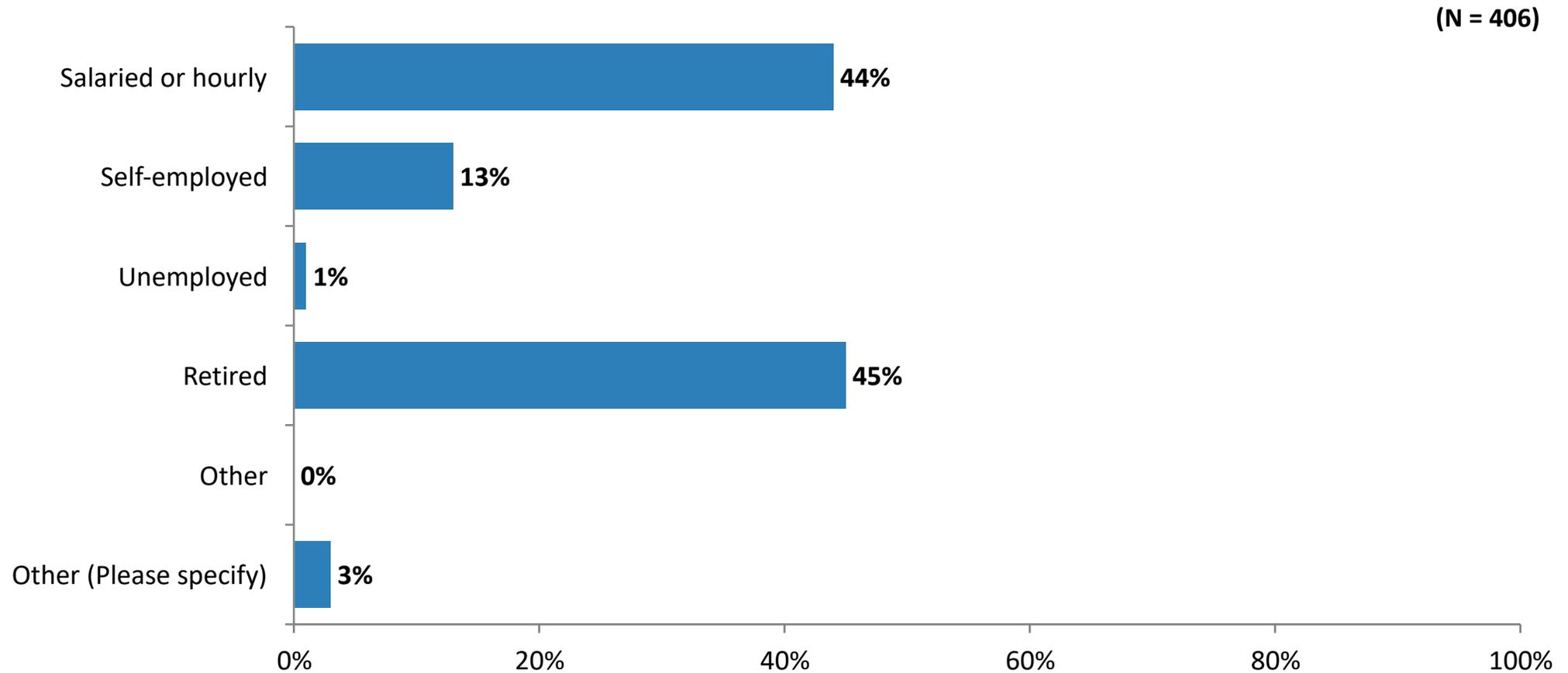
There are almost 4 times the number of 2-person households in the township compared to any other group with 201 respondents. The next common household type was 4-person with 59 respondents, followed by 1-person with 57 respondents.

Check the box to indicate the highest level of education attained by the head of the household.

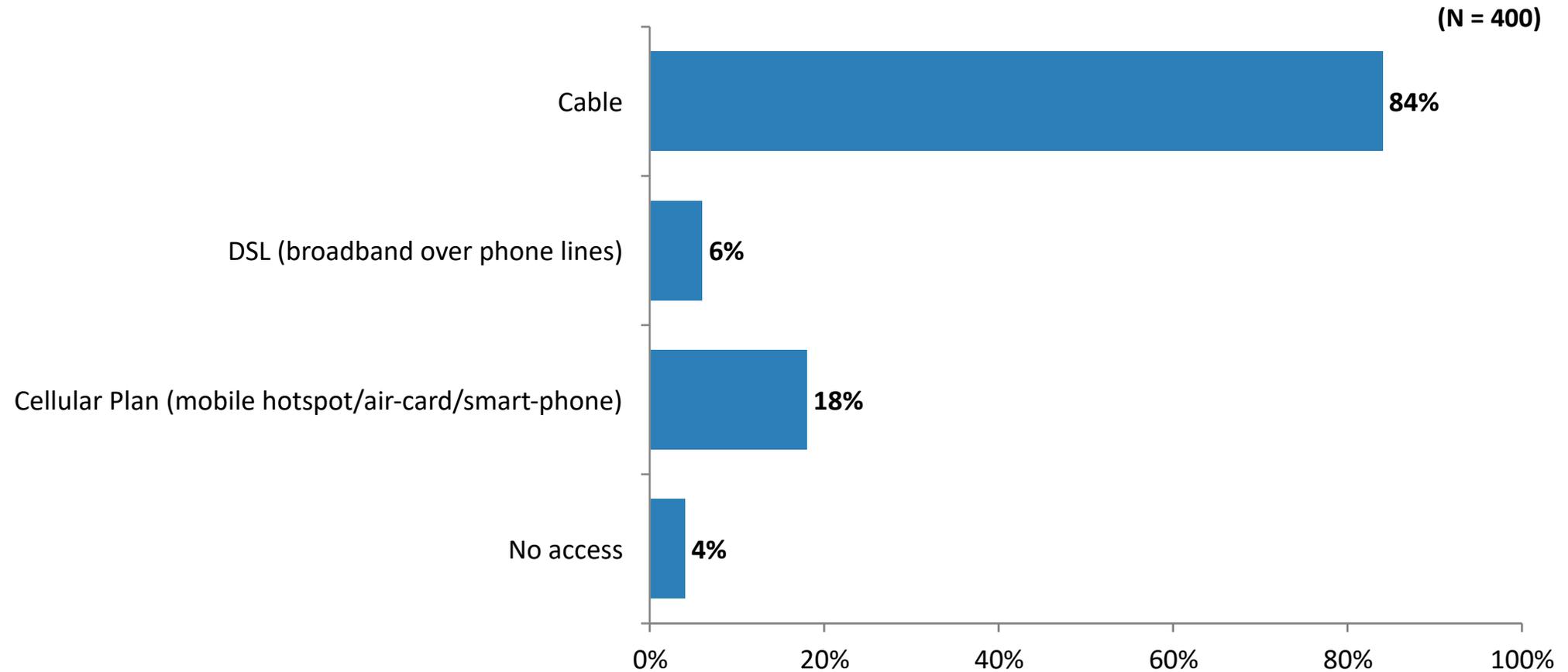
(N = 407)



# Are you currently...



# How do you access the internet at home?



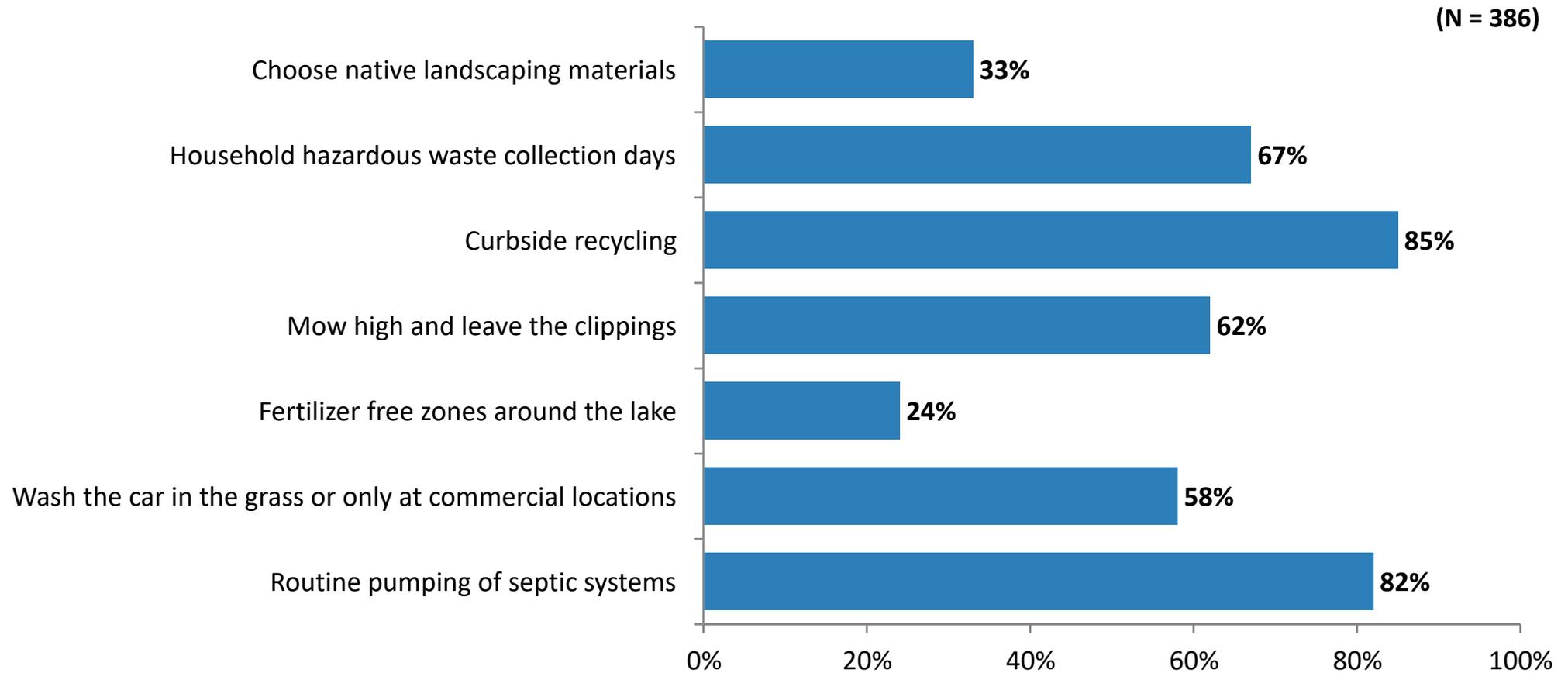
## What are the top three things Highland's Land Use Policy should AVOID?

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The survey data showed many residents enjoy the rural feel of the township would like to see commercial development be limited to strategic locations (such as the Livingston/Milford Road area), In addition, many residents voiced concern about development that impacts the environment (clear cutting, water pollution, etc.). This includes strip malls, big box stores, and reducing natural resources and existing open space.

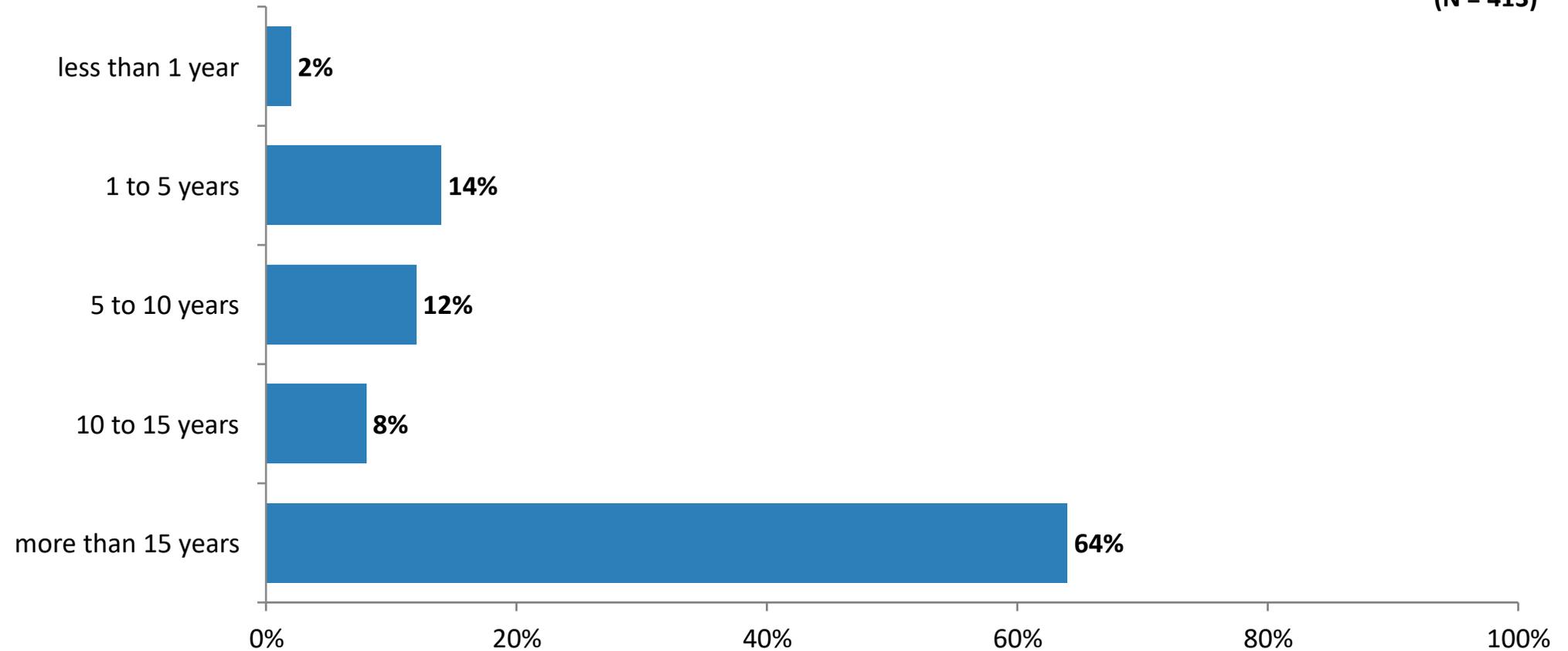
In addition, many respondents cited industrial development (such as landfills, gravel mines, etc.), high density housing (apartments and manufactured housing), and large sprawling homes/neighborhoods as being a high concern.

Do you participate in any of the following as a result of public education messages about watershed health? (Check all that apply)

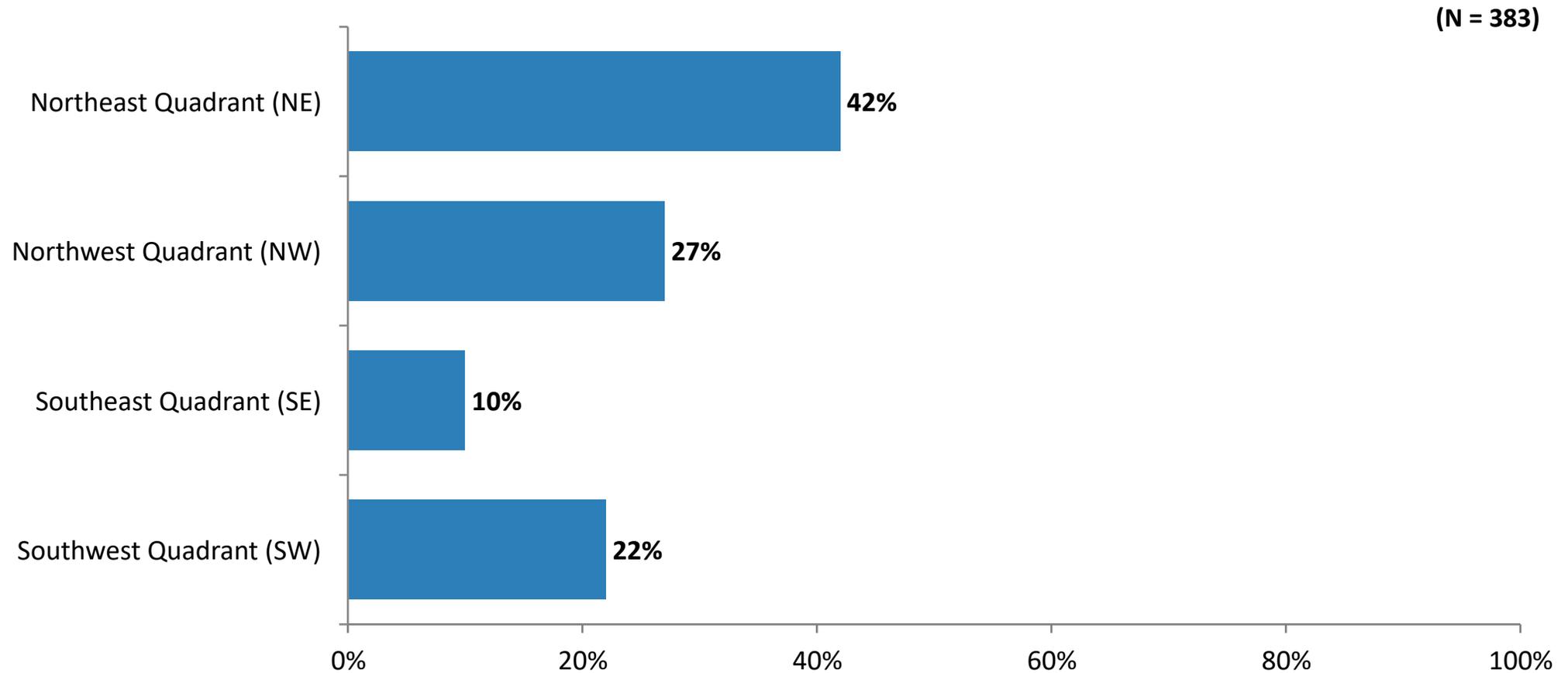


# How many years have you lived in Highland?

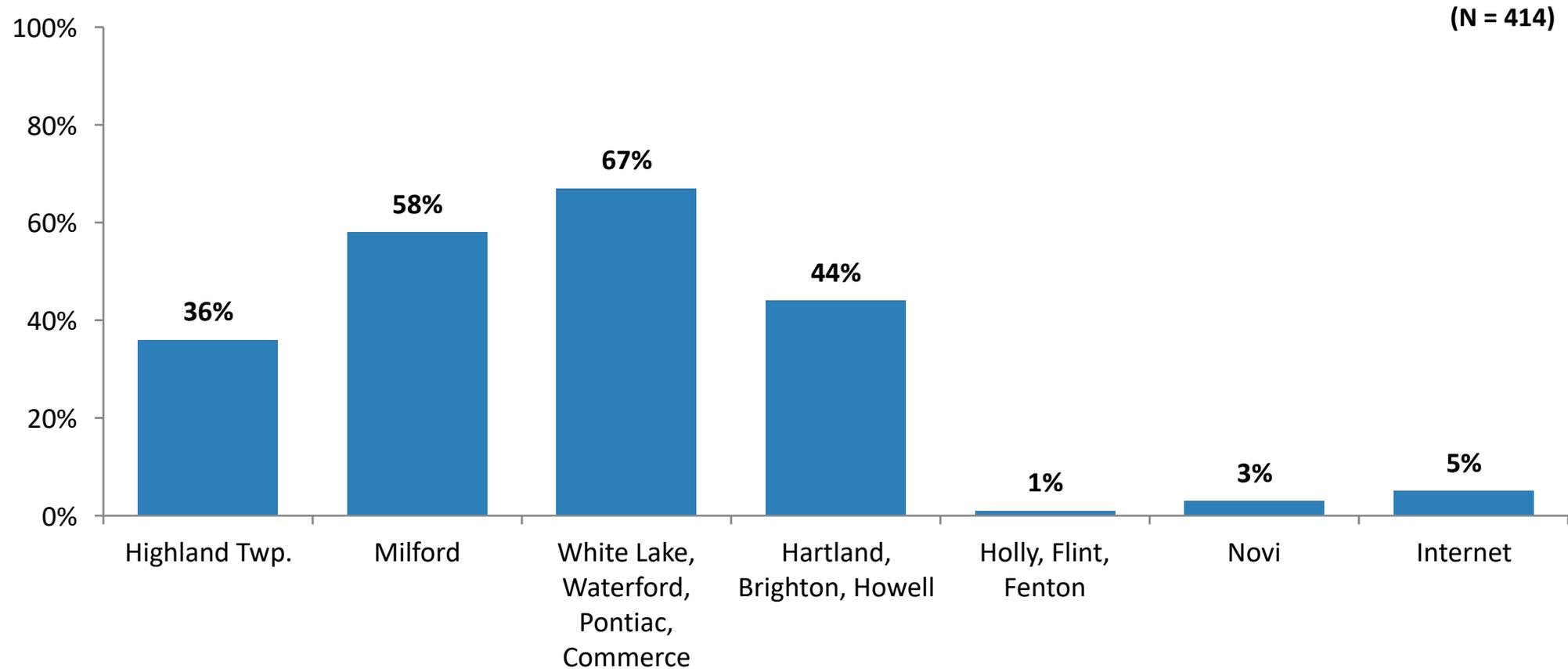
(N = 413)



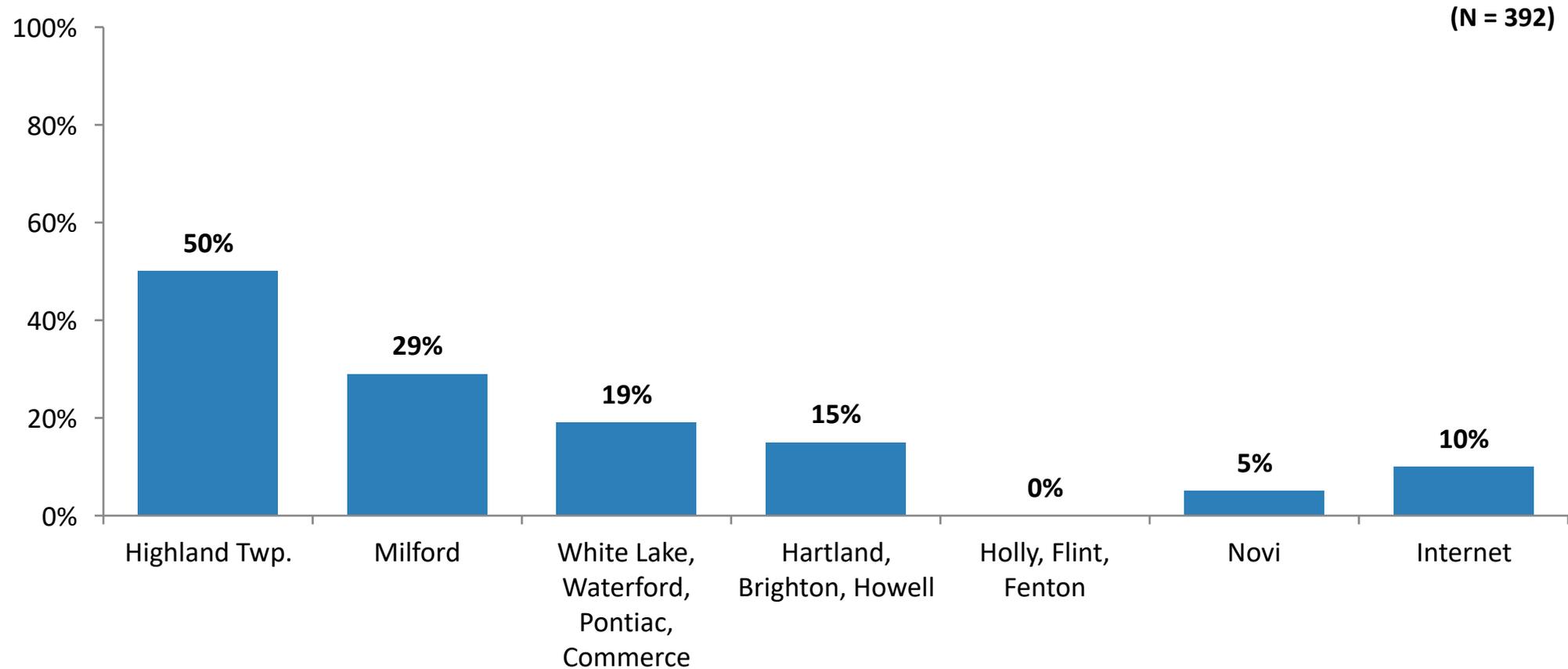
# Where do you live?



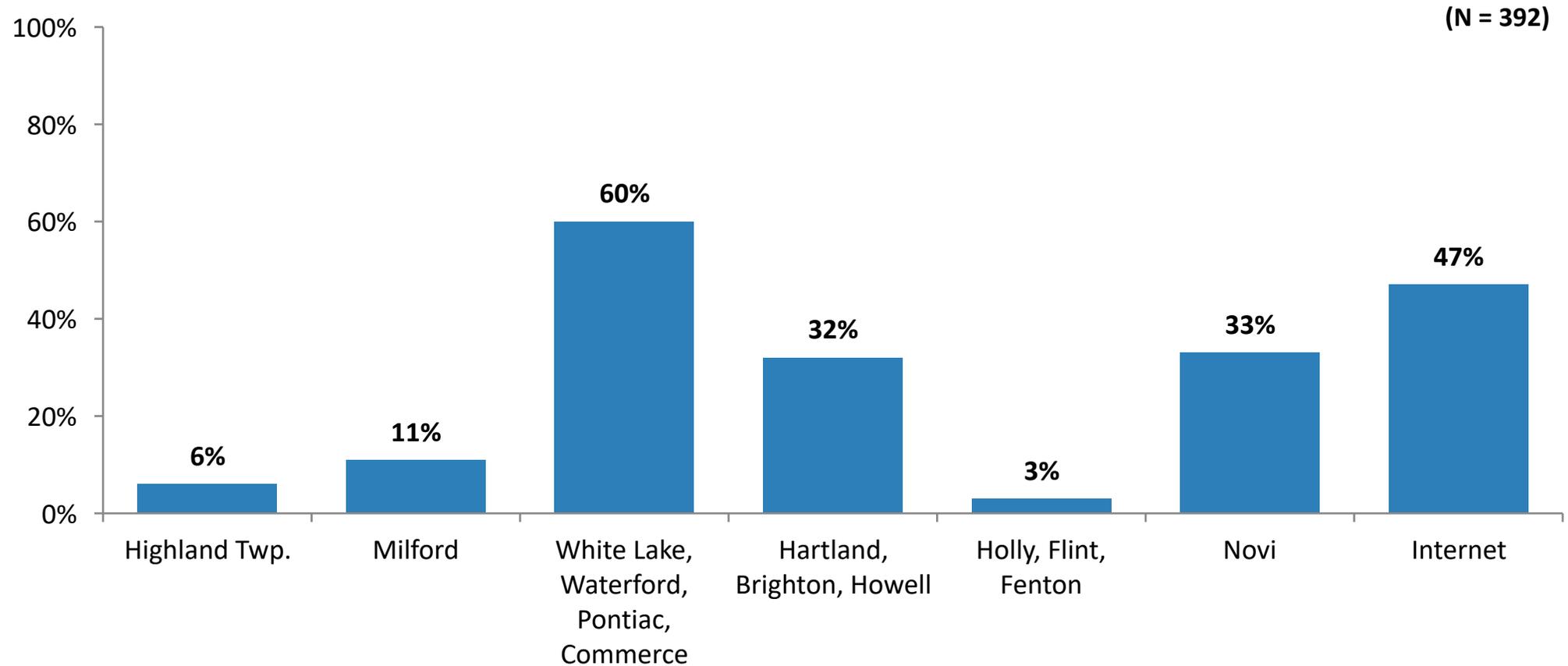
Please indicate where you go for the following services. Multiple answers are possible.: Groceries



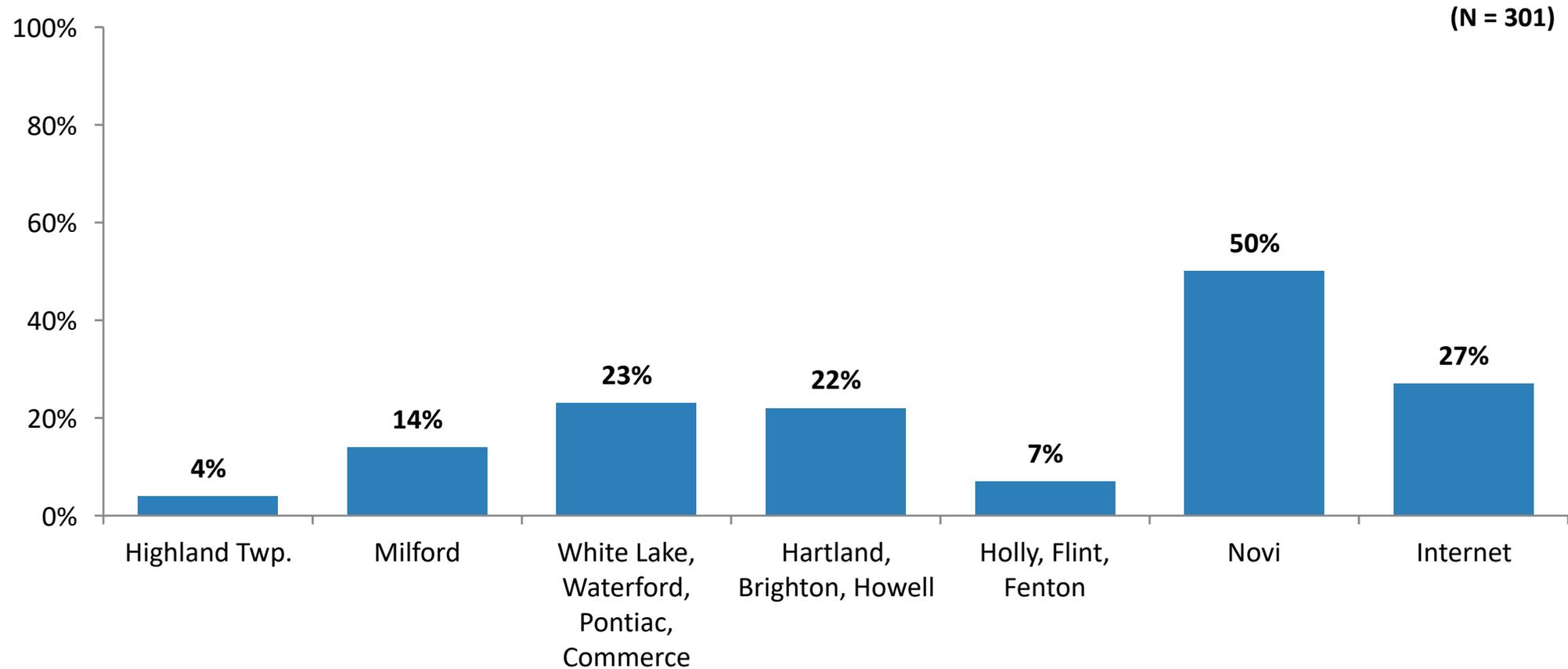
Please indicate where you go for the following services. Multiple answers are possible.: Medicine



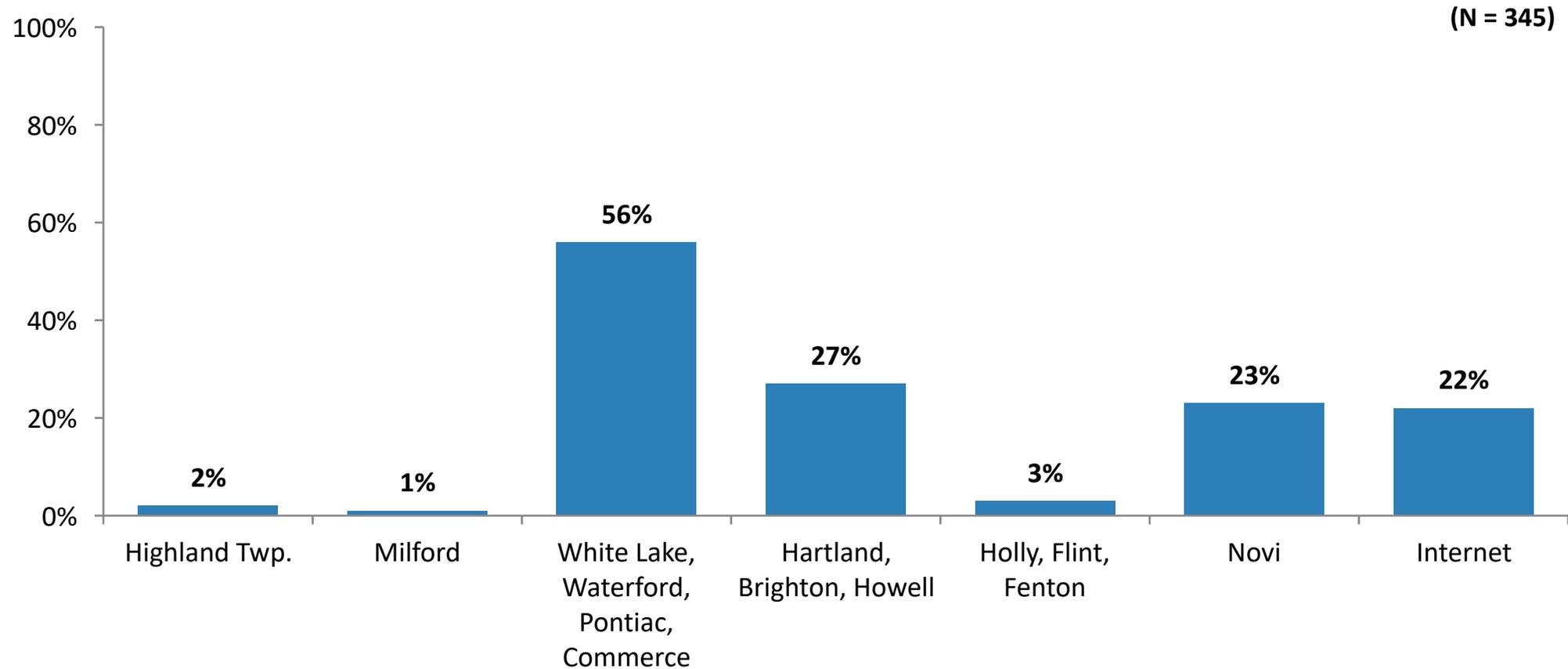
Please indicate where you go for the following services. Multiple answers are possible.: Clothing



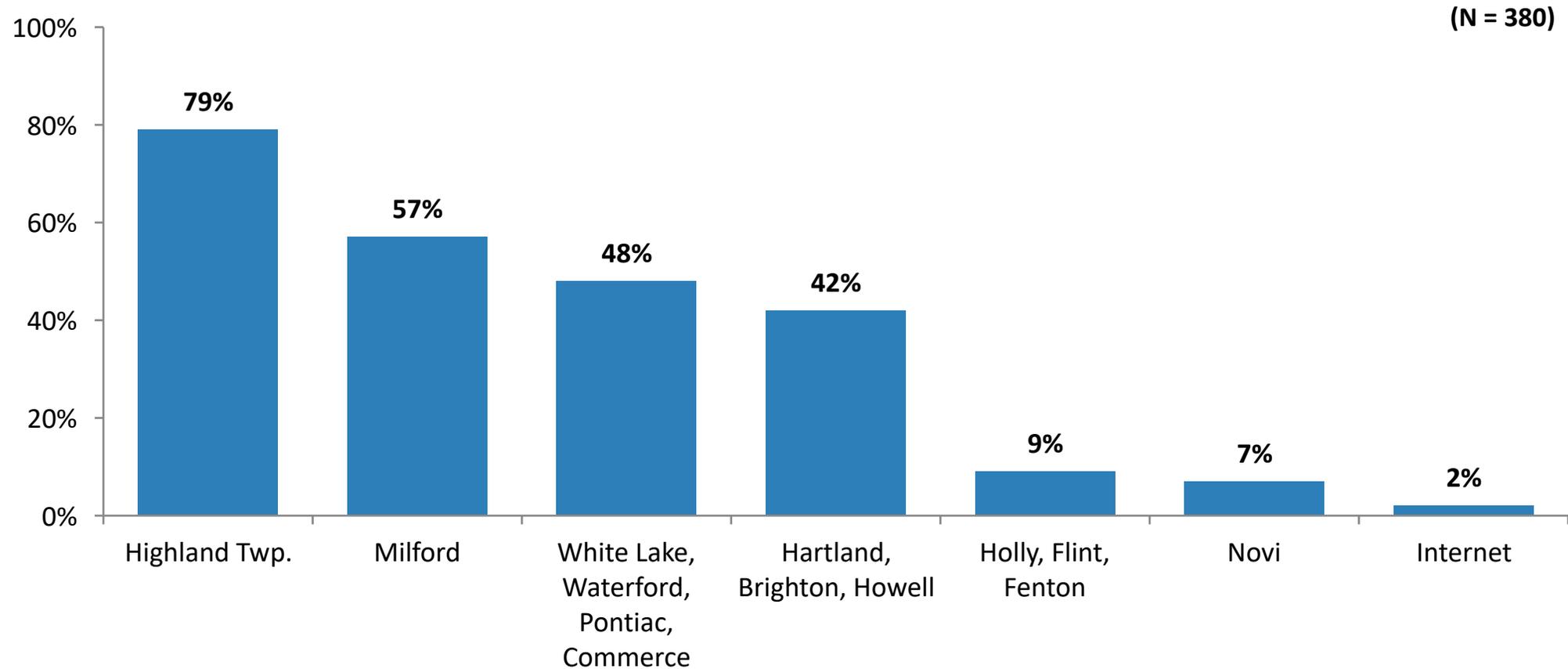
Please indicate where you go for the following services. Multiple answers are possible.: Furniture



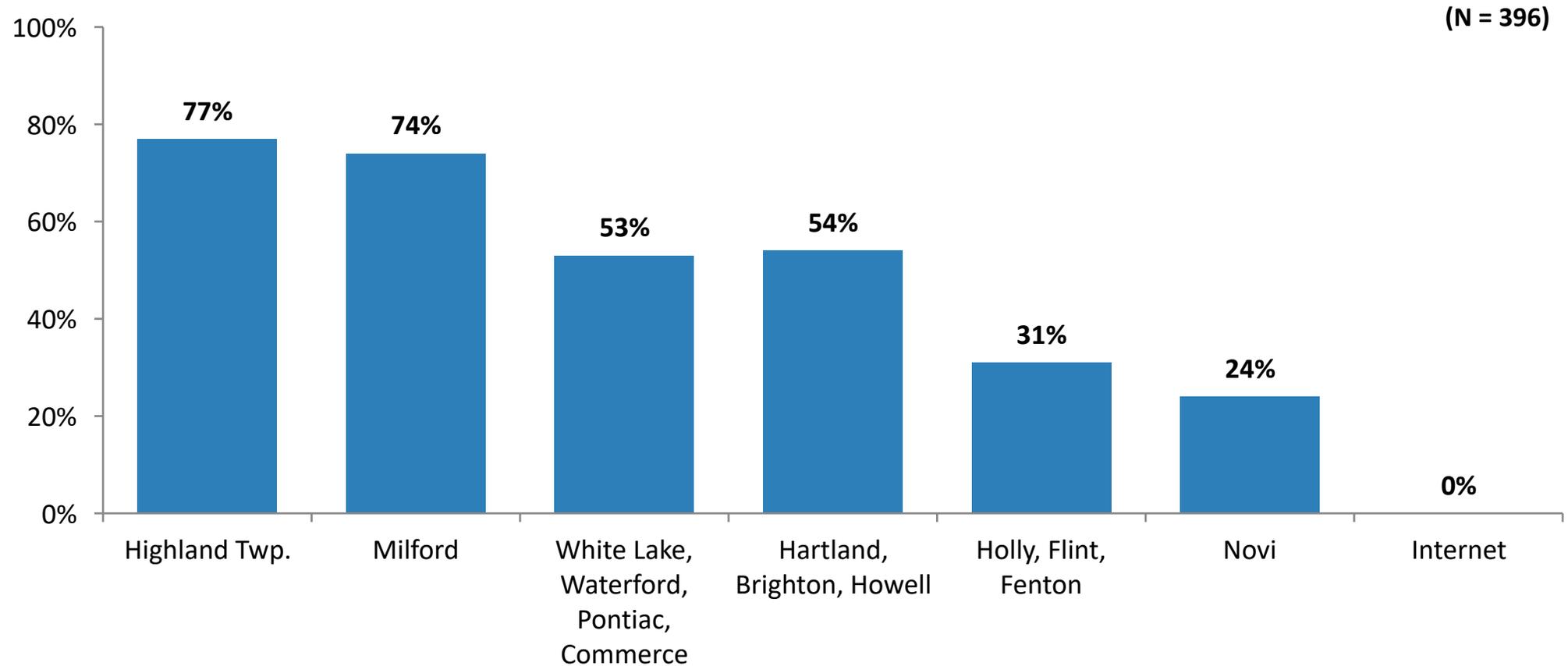
Please indicate where you go for the following services. Multiple answers are possible.: Appliances



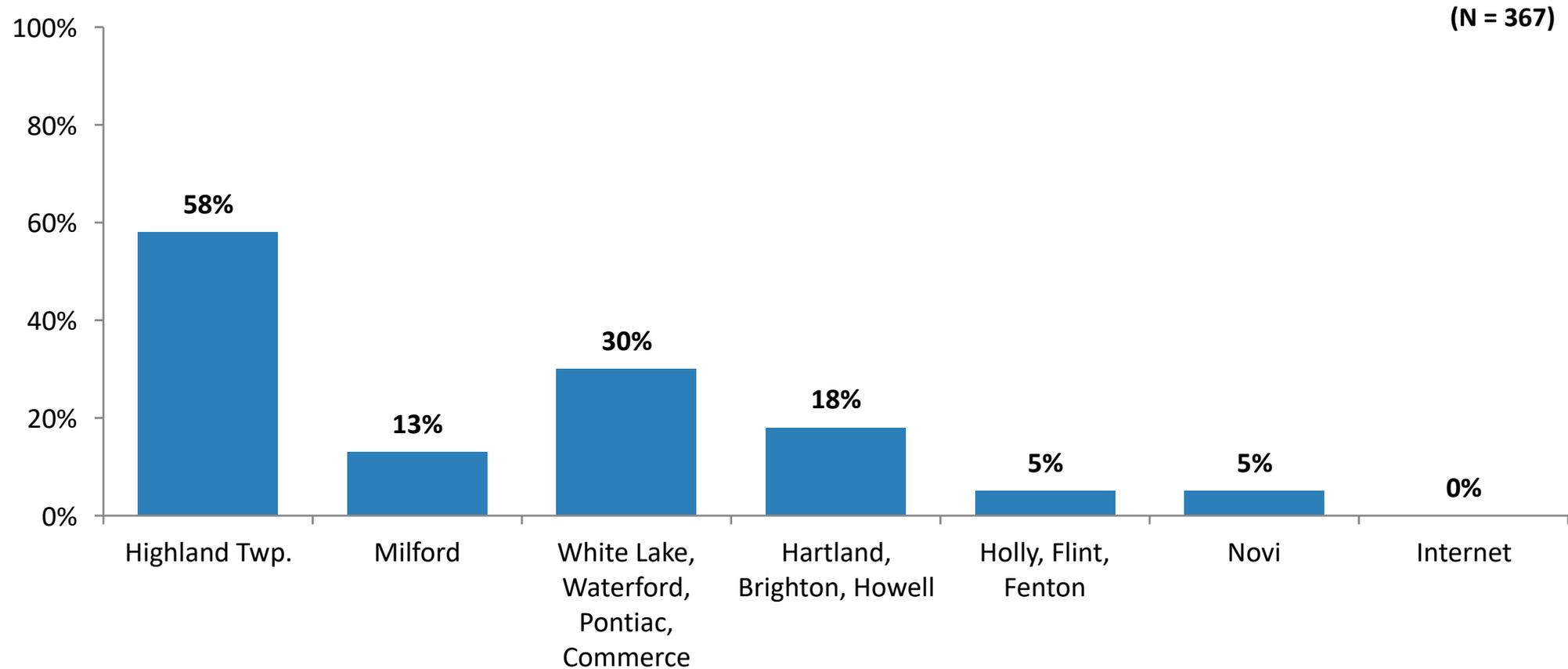
Please indicate where you go for the following services. Multiple answers are possible.: Take-out/Fast Food



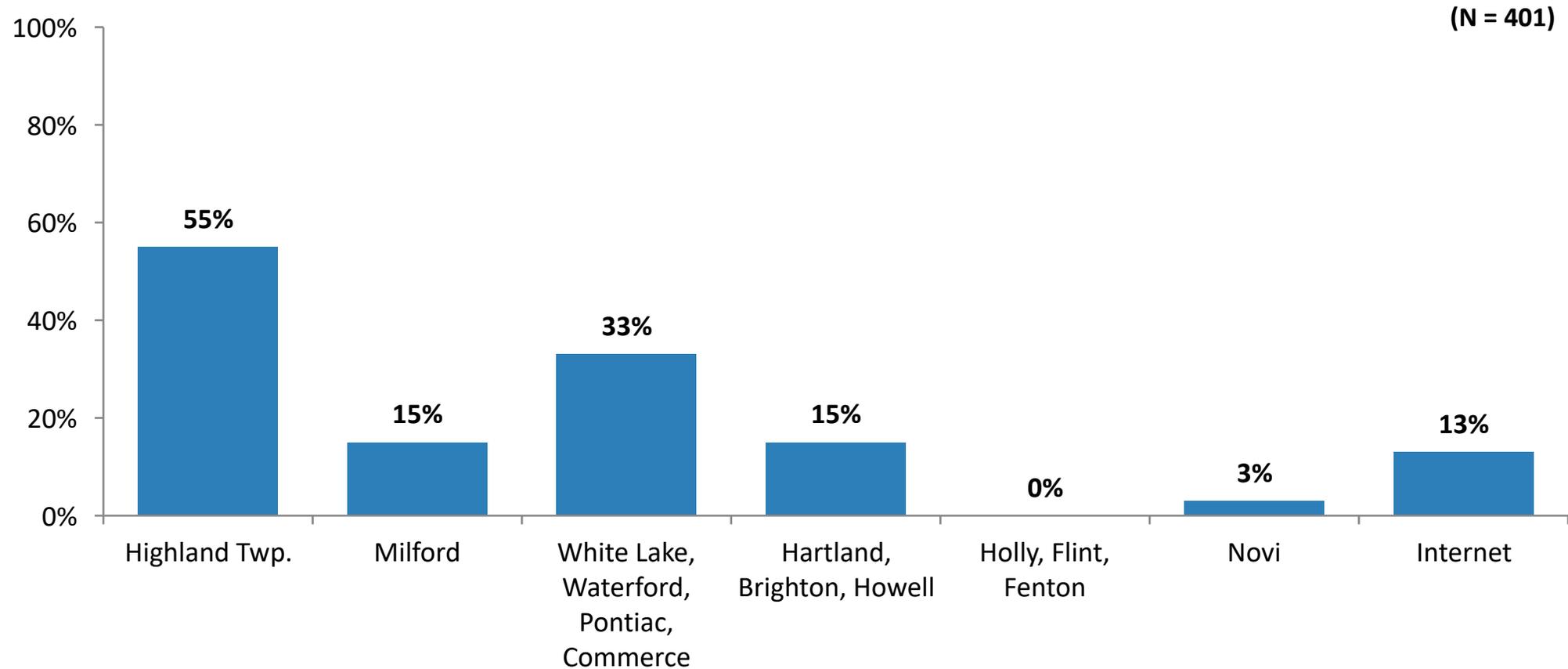
Please indicate where you go for the following services. Multiple answers are possible.: Sit Down Dining



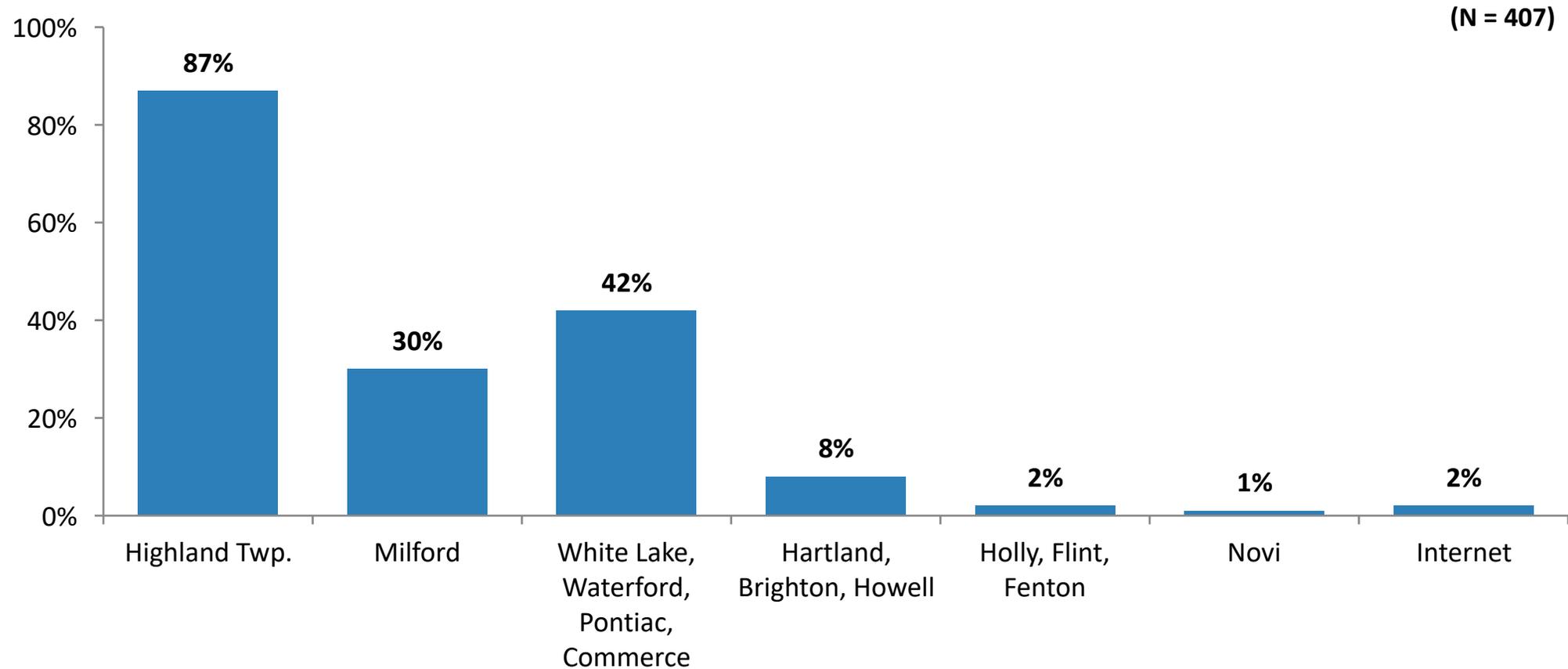
Please indicate where you go for the following services. Multiple answers are possible.: Auto Services



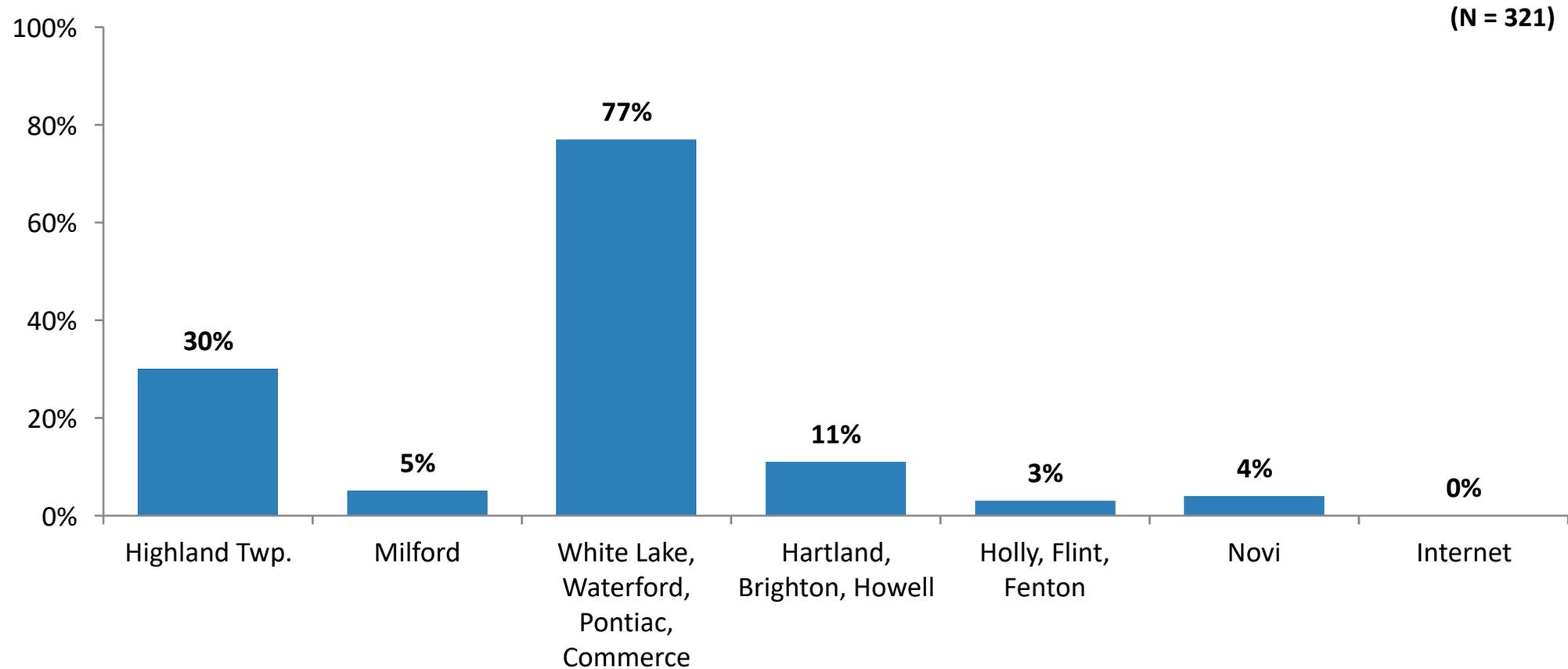
Please indicate where you go for the following services. Multiple answers are possible.: Banking



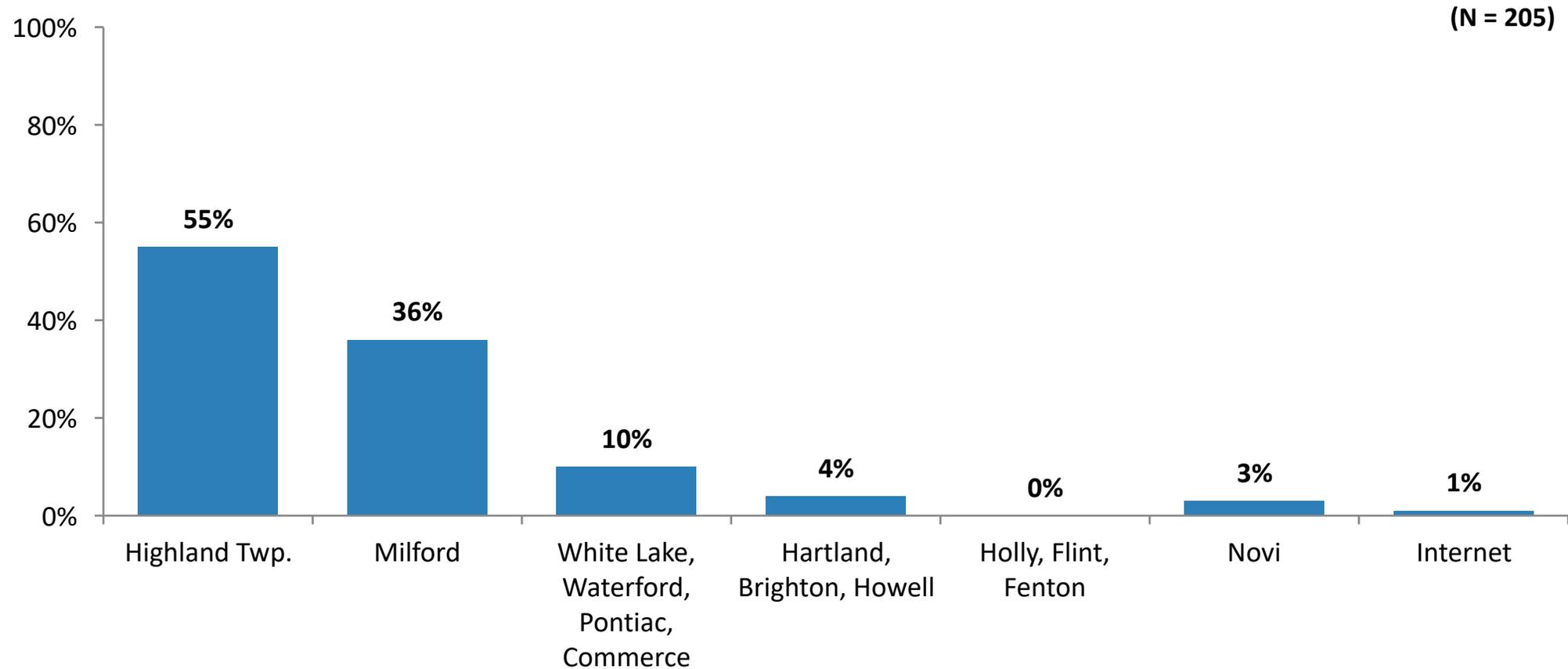
Please indicate where you go for the following services. Multiple answers are possible.: Hardware



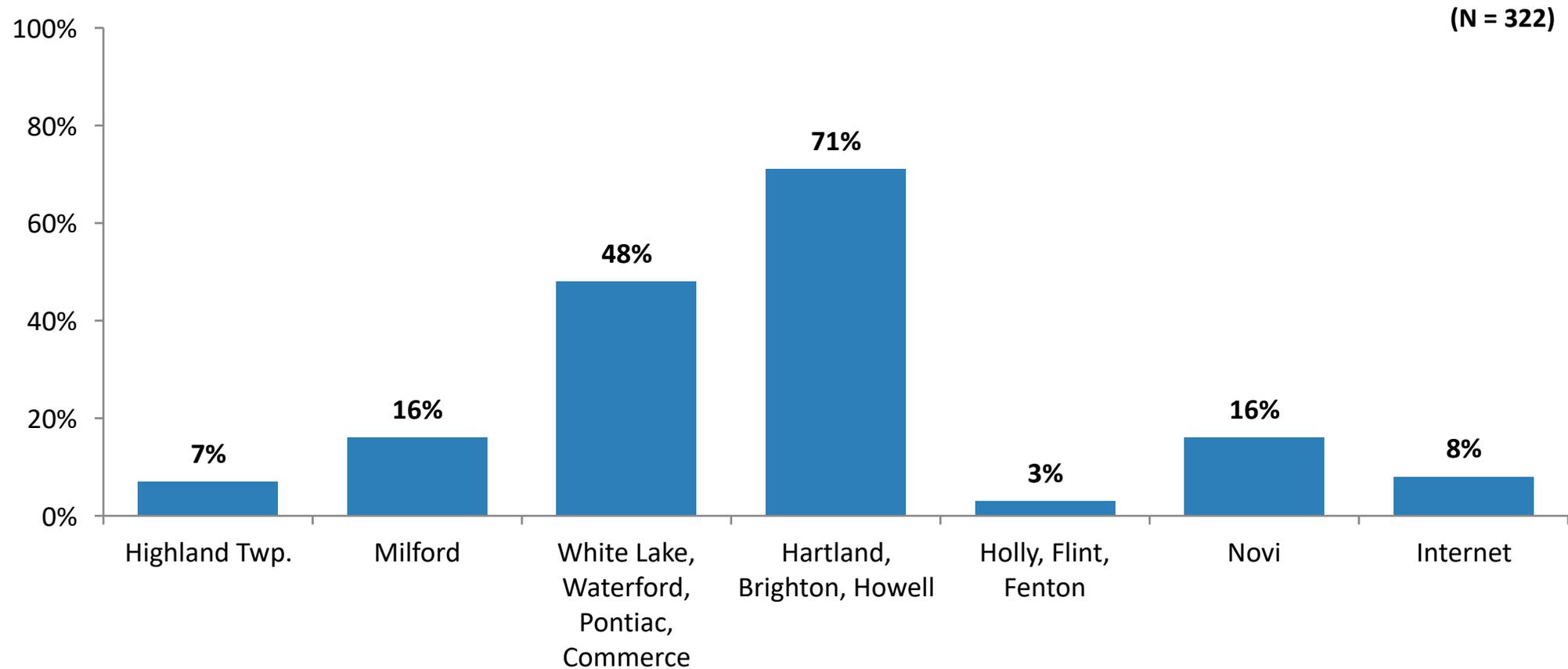
Please indicate where you go for the following services. Multiple answers are possible.: Lumber



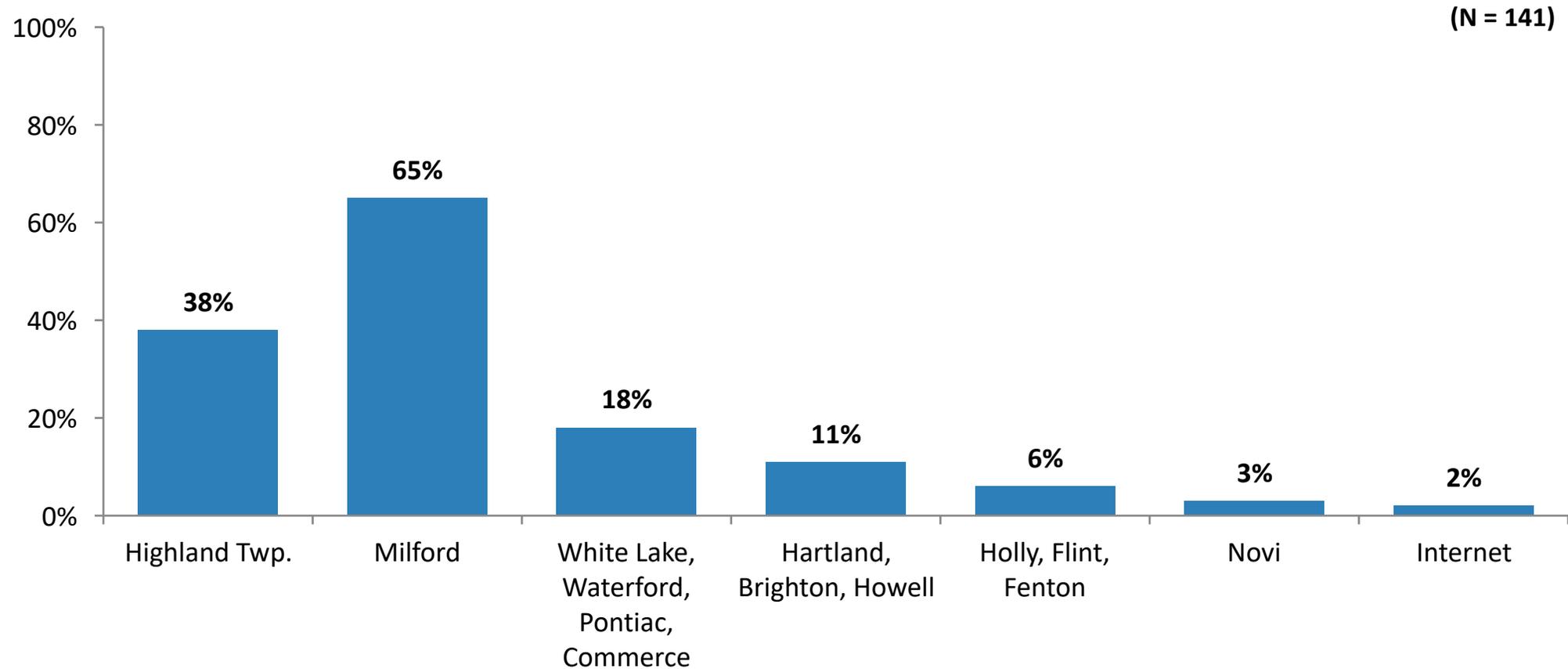
Please indicate where you go for the following services. Multiple answers are possible.: Dry Cleaning



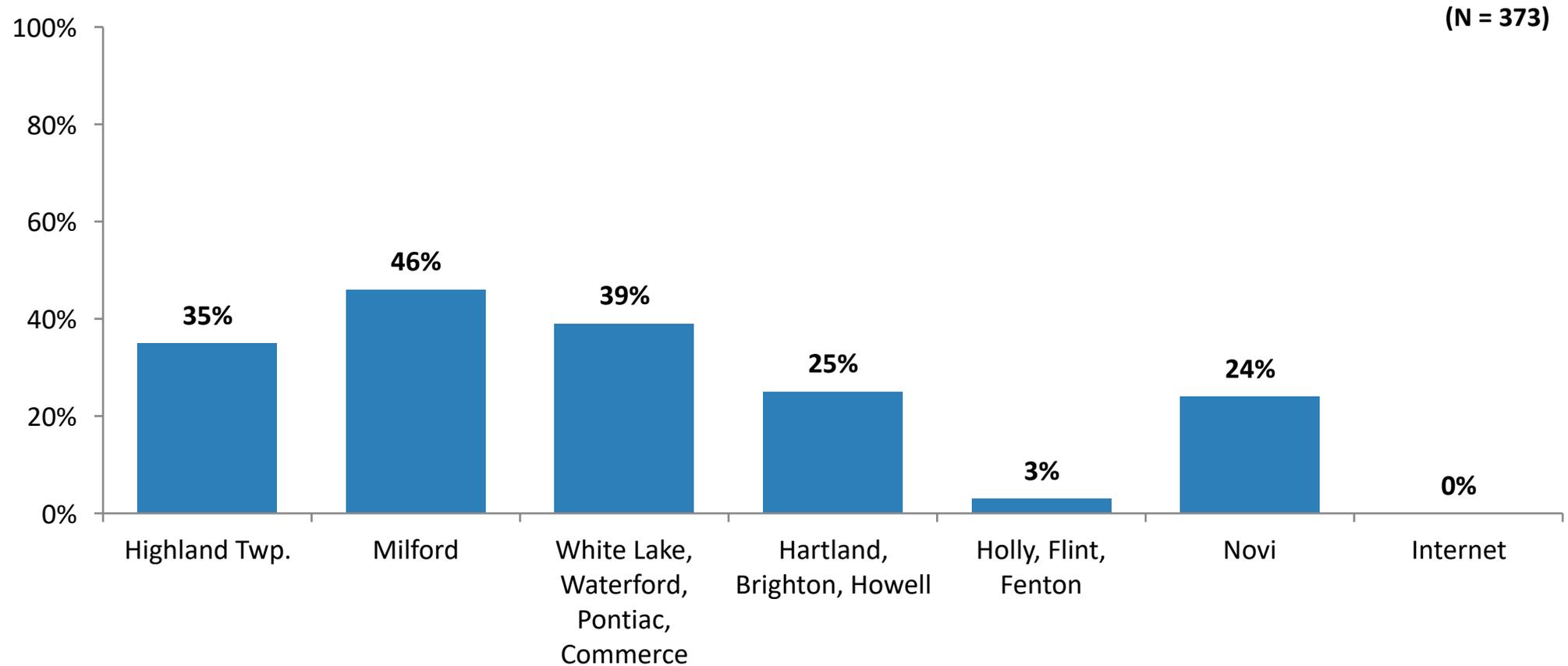
Please indicate where you go for the following services. Multiple answers are possible.: Entertainment (Movies, Plays, etc.)



Please indicate where you go for the following services. Multiple answers are possible.: Concerts



Please indicate where you go for the following services. Multiple answers are possible.: Medical/Doctor/Dentist



## Other (please specify product or service and location you normally shop for that)

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Many residents travel to areas outside of the Township to visit concerts/entertainment, big box stores, purchase specialty items, receive medical/dental services, and to do their banking.