

Proposal for Georgetown Township Public Survey

Need: Township needs a long-term solution to strategically gauge and include public opinion for bigger themed issues in our community on a bi-yearly bases. This will promote alignment between community (tax paying citizens) and the board executing budget and larger community initiatives.

Objective: Develop a neutral, comprehensive, and approachable survey to gauge public opinion on the major issues and themes that are arising in our Township. Findings from initial survey will help determine 1) further consumer insights work 2) provide a clear majority opinion of upcoming larger projects/themes for future proposals.

Goal:

- **To serve** the constituents of Georgetown township by clear representation, honoring the taxpayers dollars and good stewards of the budget.
- **Help grow** and prosper our community with the foundational support and backing of our constituents by engaging and including them in bigger initiatives in the community.
- **Earn trust** and harmony by providing inclusion and transparency to our decision making process

Scope:

Total Georgetown Population, Census, April 1, 2020 **54,091**

Age and Sex

- Persons under 5 years, percent 7.1%
- Persons under 18 years, percent 25.8%
- Persons 65 years and over, percent 15.6%
- Female persons, percent 50.6%

Race and Hispanic Origin

- White alone, percent 94.1%
- Black or African American alone, percent (a) 1.0%
- American Indian and Alaska Native alone, percent (a) 0.2%
- Asian alone, percent (a) 1.2%
- Native Hawaiian and Other Pacific Islander alone, percent (a) 0.1%
- Two or More Races, percent 2.8%
- Hispanic or Latino, percent (b) 3.8%
- White alone, not Hispanic or Latino, percent 91.3%

Goal Measure: 14% of total 7,500

Timing:

Spring Tax season 2002

Survey Tools:

<https://www.typeform.com> or <https://www.surveymonkey.com>

Activation: QR code, Tax Bill, Facebook, Website, Text and Share

THOUGHTS STARTER QUESTIONS:

Section A: About you:

Name

Address

Age

Occupation

Section B: About Georgetown Township- Qualitative

- Describe Georgetown Township in 3 words
- What are the greatest challenges that faces Georgetown township
- What are the greatest successes we have had in Georgetown township
- What would you like to see remain and preserved in Georgetown
- What would you like to see changed or upgraded in Georgetown

Section C: Grading of Proposed Goals – Quantitative (sliding Scale)

Georgetown Township Goals

- Scale 1-5 (5 being most important) how important this goal means to you
 1. Utility planning Northwest section of the township. Water plan for the northwest quadrant of the Township.
 2. Vision/Hope for town parks.
 - Pickleball courts.
 - Band shell at Rosewood Park Mostly by public donation.
 - Acquisition of more green space near Woodcrest Park.
 3. Vision/Hope for sidewalks. Sidewalks Plan,
 - a. Consider a sidewalk millage.
 - b. Rosewood Elementary school.
 - c. Sidewalk along the river from 8th Ave Park all the way behind the old Kmart property up to Chicago Drive.
 4. Subdivision Road Resurfacing Equitable, consistent plan.
 5. Governmental transparency
- Open ended- Is there a Goal that you feel the Township Board should consider?

Section D: Budgets (mix of open and sliding scale)

Recently we passed a preliminary 2022 Budget. You can find it here: <https://www.georgetown-mi.gov/AgendaCenter/ViewFile/Item/8749?fileID=76661>

PARKS AND RECS:

1. Do you think we should have an increased budget for Parks and Recs? Yes/No
2. Do you use any of the parks and recs amenities

3. How should we invest tax dollars in the next year for Parks:
 - a. No new projects, Maintain the Parks that we have with a maintenance budget in place.
 - b. Explore a short term project for Pickleball courts.
 - c. Explore longer term Band shell at Rosewood Park Mostly by public donation.
 - d. Explore Acquisition of more green space near Woodcrest Park.
4. What would be your vision/hope for Parks and recreation for Georgetown?
5. Any other comments for Parks and recs?

SIDEWALKS:

1. Do you think we should have an increased budget for sidewalks? Yes/No
2. How should we invest tax dollars in the next year for sidewalks
 - a. No new projects- Maintain the Parks that we have with a maintenance budget in place.
 - b. Consider a sidewalk millage.
 - c. Rosewood Elementary school.
 - d. Sidewalk along the road from 8th Ave. Park and the way behind the old Kmart property up to Chicago Drive.
3. What would be your vision/hope for sidewalks for Georgetown?
4. Any other comments for Sidewalks

LIBRARY:

1. Do you or your family use the Library? If so, how many times a month
2. Do you find yourself using the library now, post remodel vs. prior to remodel?
3. What do you like the most about the library?
4. What do you like the least about the library?
5. Would you like to see more investment and projects toward furthering the usage of the Library?

ROADS:

TBD

Section E: Business, culture & eco-system

1. Should Georgetown Township allow Liquor sales for businesses that are food service?
2. Should Georgetown Township allow liquor sales for business that are non food service?
3. Any other comments on Georgetown culture..