

# Community Questionnaire Results

Village of Empire 2024 Master Plan Update

# Overview

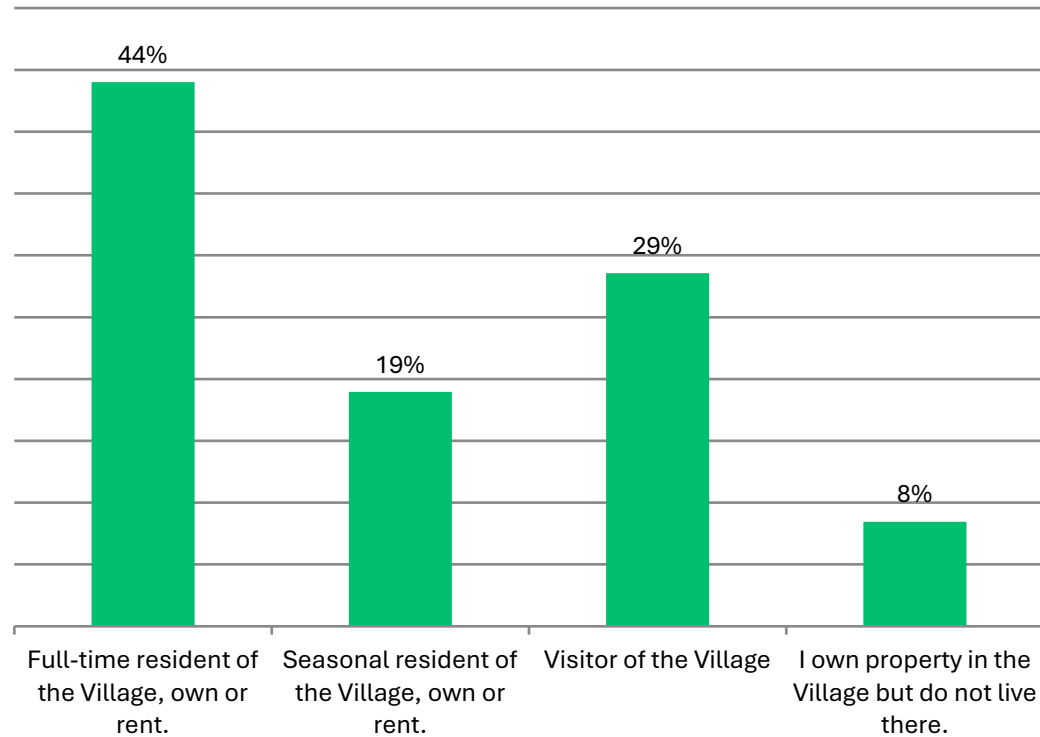
- **355 people** participated in the questionnaire. 300 took it online and 55 completed a paper copy.
- 217 people are **full-time** (151) or **seasonal** (65) residents.
- This report shares **summaries and themes**. The full report includes with all comments provided, verbatim.
- This report shares **overall results**, along with a **resident + non-resident comparison** of certain questions.

# Statistics 🧐

- Village has ~356 residents (includes full-time and seasonal)
- 216 residents (full-time and seasonal) participated in questionnaire.
- To achieve a 95% confidence level (industry standard), we need 185 residents to participate.
- This means we can be 95% confident that if ALL Village residents had participated, the results would vary within 5% of what our questionnaire results demonstrate.
- **Put simply, the questionnaire results are a good predictor of overall Village sentiments.** But, no questionnaire is perfect. It is one engagement tool in your toolbox.

# On to the results!

Which of the following best describes you? Pick one.

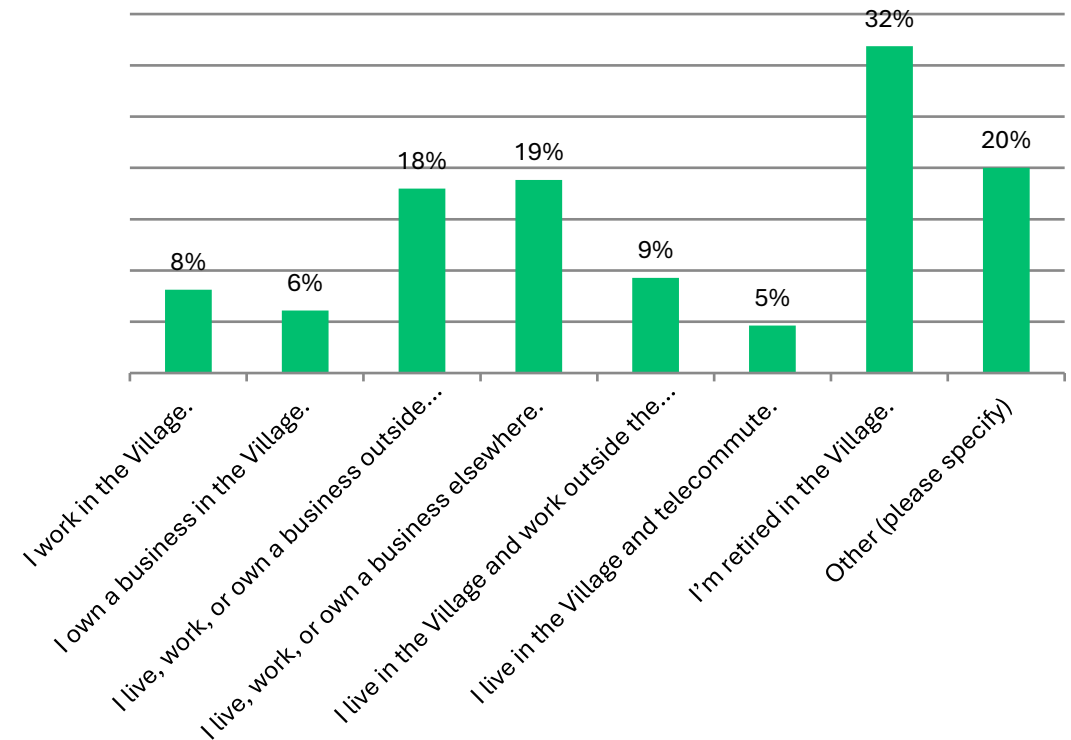


- 152 full-time residents
- 65 seasonal residents
- 98 visitors
- 29 property owners

# Employment Status

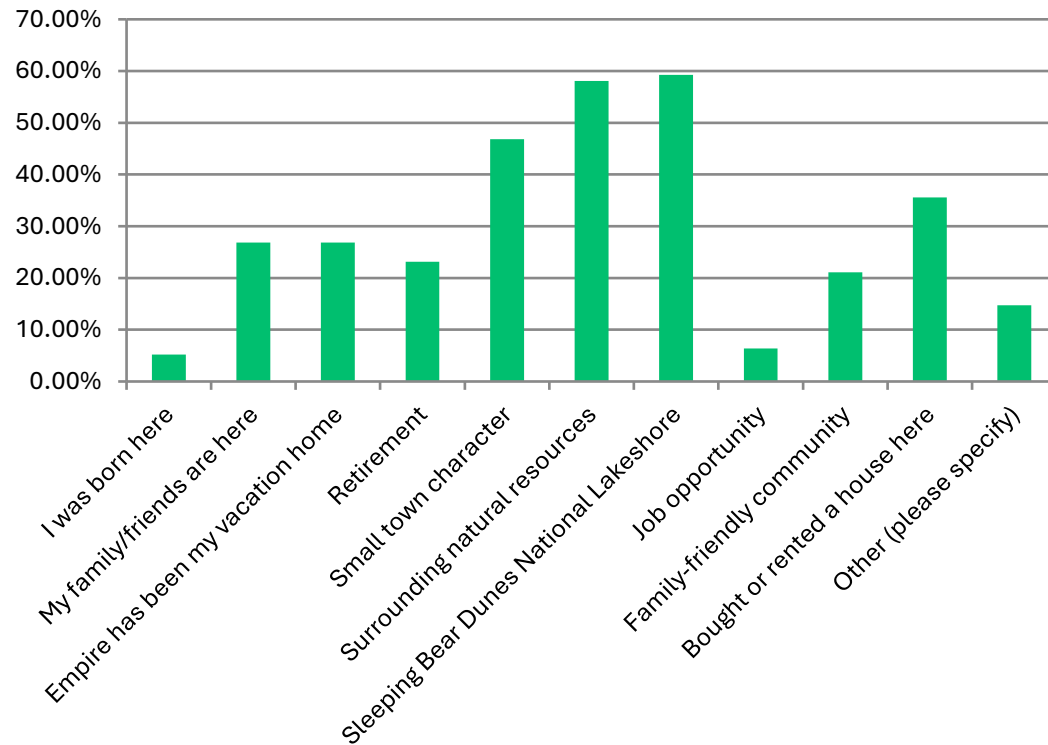
- Highest proportion retired
- “Other” response themes:
  - Expanding on selection
  - Visitor to Village
  - Past or future resident
  - Live in NMI

Which of the following best describes you? Select all that apply.



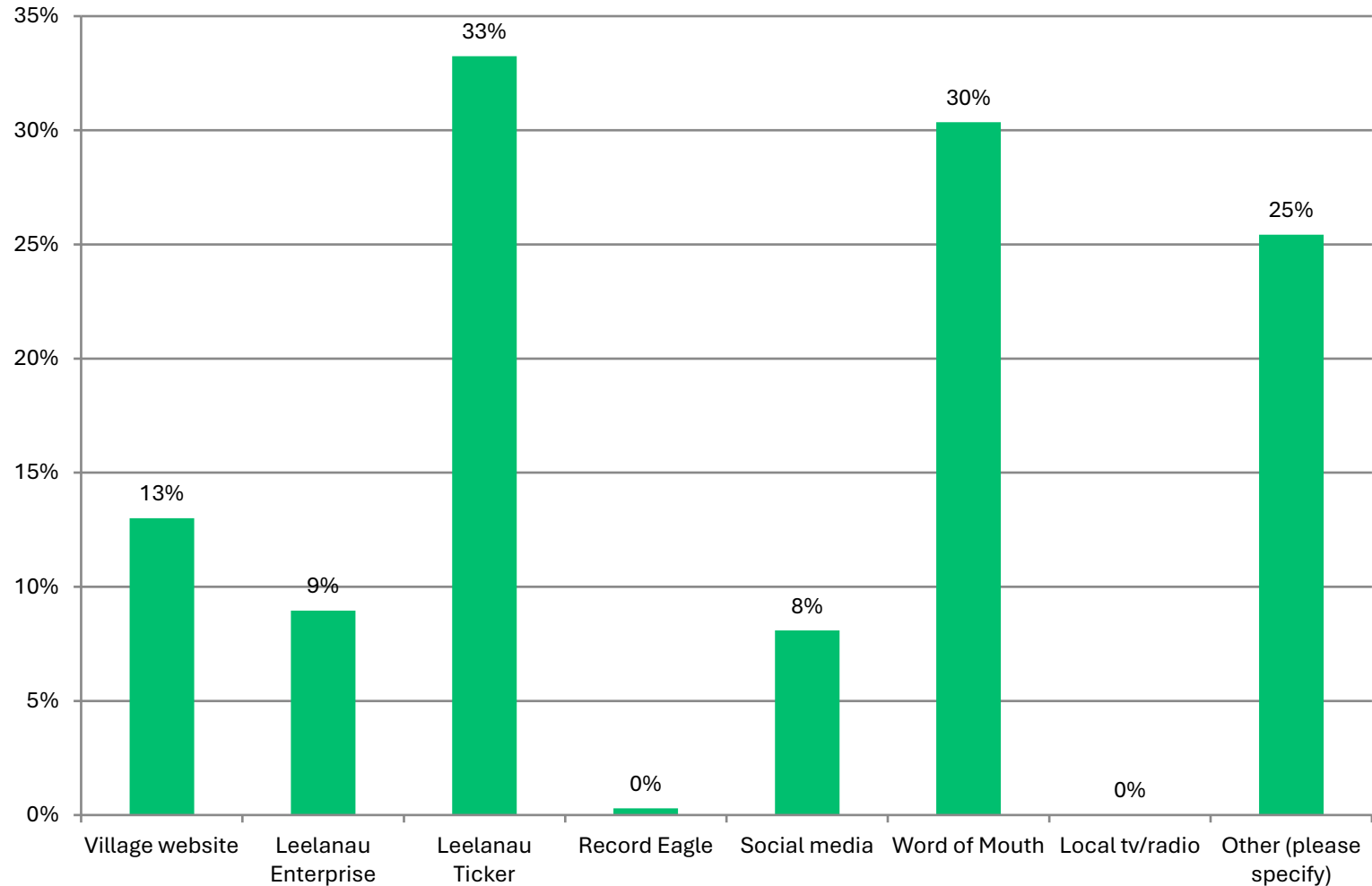
# What brought you to Empire?

What brought you to Empire? Select all that apply.



- **Most popular:** Sleeping Bear Dunes, natural resources, small town character
- **Less popular:** born here, job
- "Other" response themes:
  - Expanding on marked selection
  - General love/appreciation
  - Business/investment opportunity

How did you find out about this questionnaire? Select all that apply.



- This helps inform future Village communication channels.
- "Other" response themes:
  - Village email
  - Glen Arbor Sun
  - Flier/poster
  - Community meeting

What words/phrases come to mind when you think of the Village today?



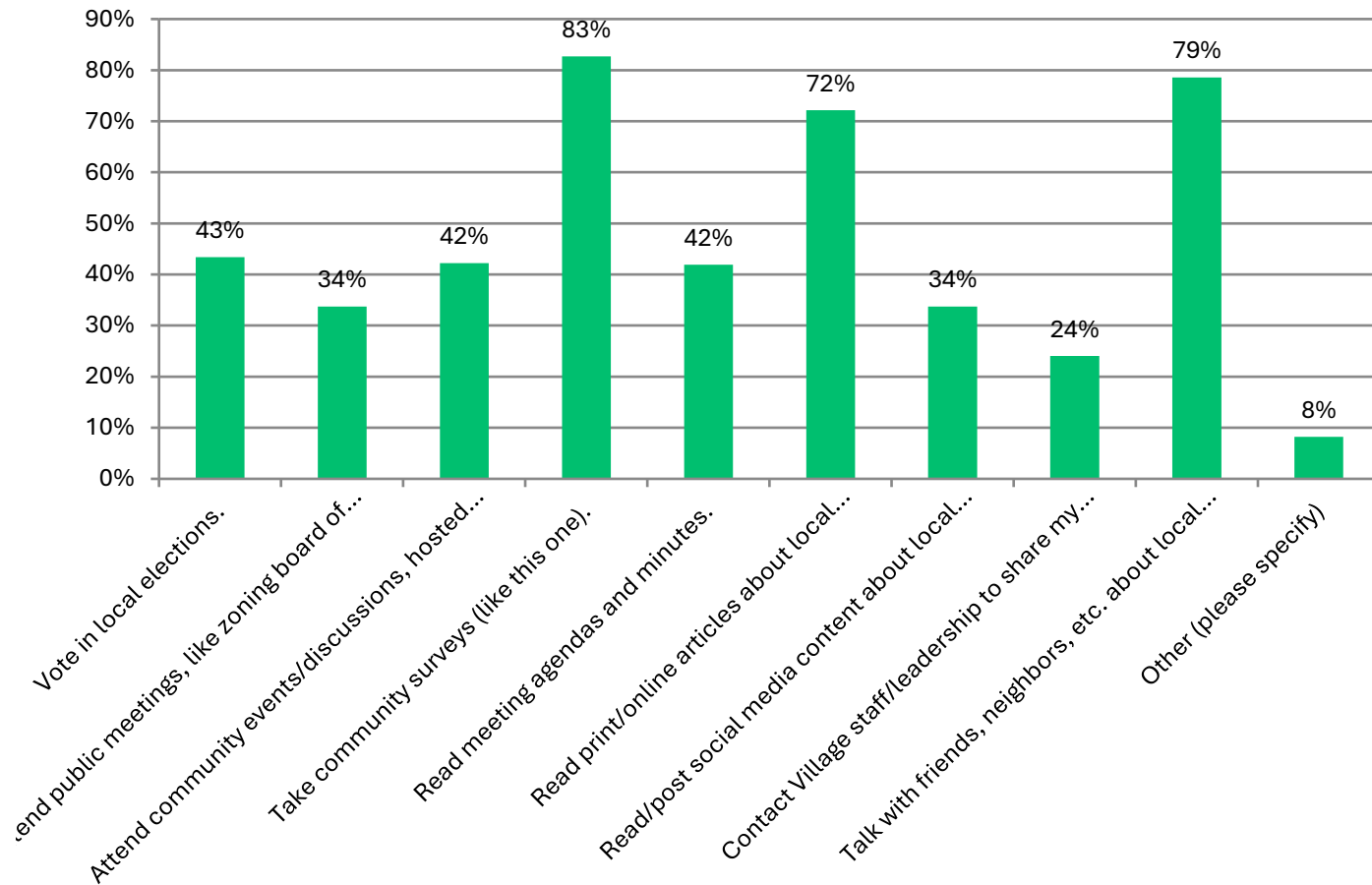




What is your favorite memory of Empire?



How do you currently engage with the Village of Empire local government process? Select all that apply.

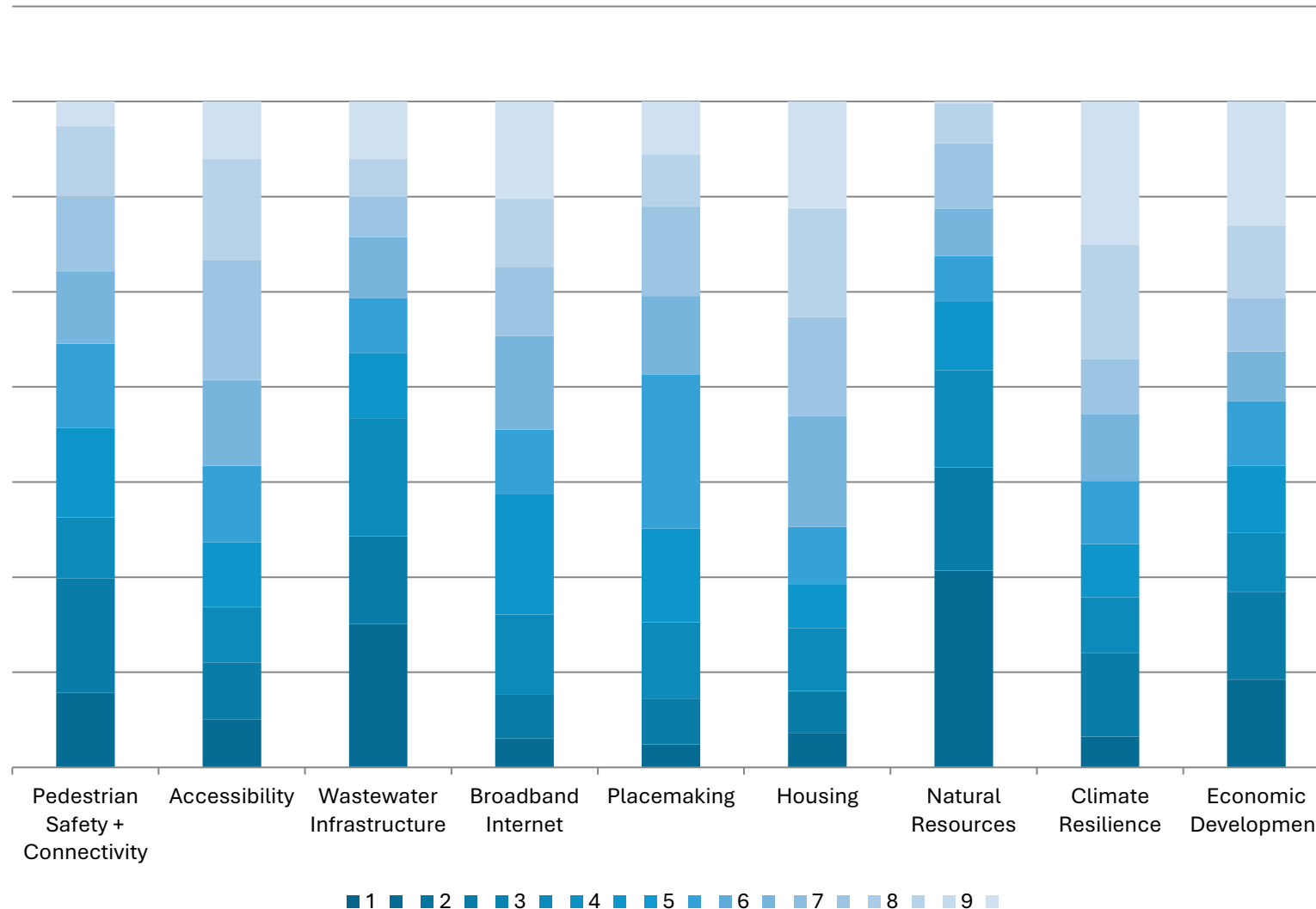


- **72%** read print/online articles about local news/decisions.
- "Other" response themes:
  - Volunteer
  - Participate on committee/board

# Do you have an idea to make the Village of Empire local government more engaging and/or welcoming?

- Ideas shared focused on making local government more open, connected, and focused on community needs.
  1. Make information easier to access
  2. Improve community connection
  3. Better meeting behavior
  4. Focus on key community needs
  5. Encourage wider range of community members to participate

# Community Priorities



1 is highest priority, darkest color

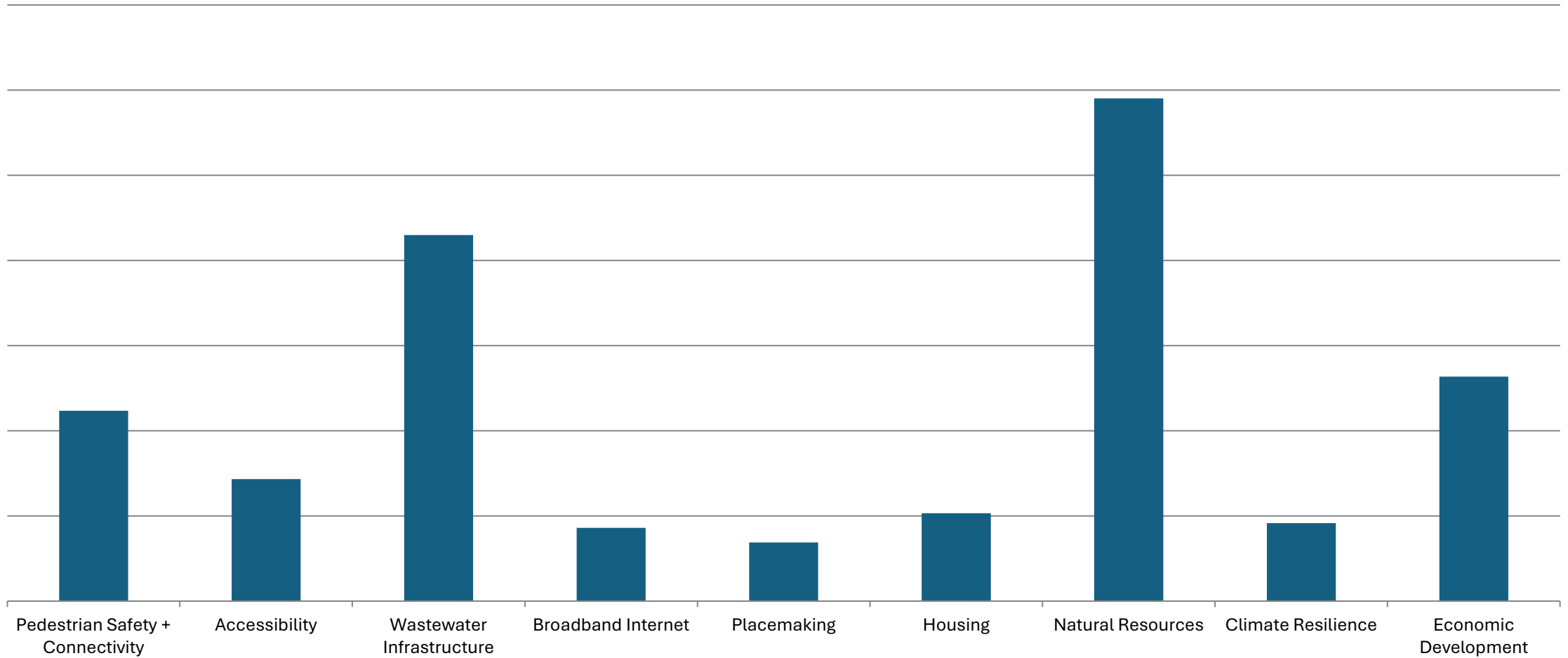
- Natural resources
- Wastewater infrastructure

9 is lowest priority, lightest color

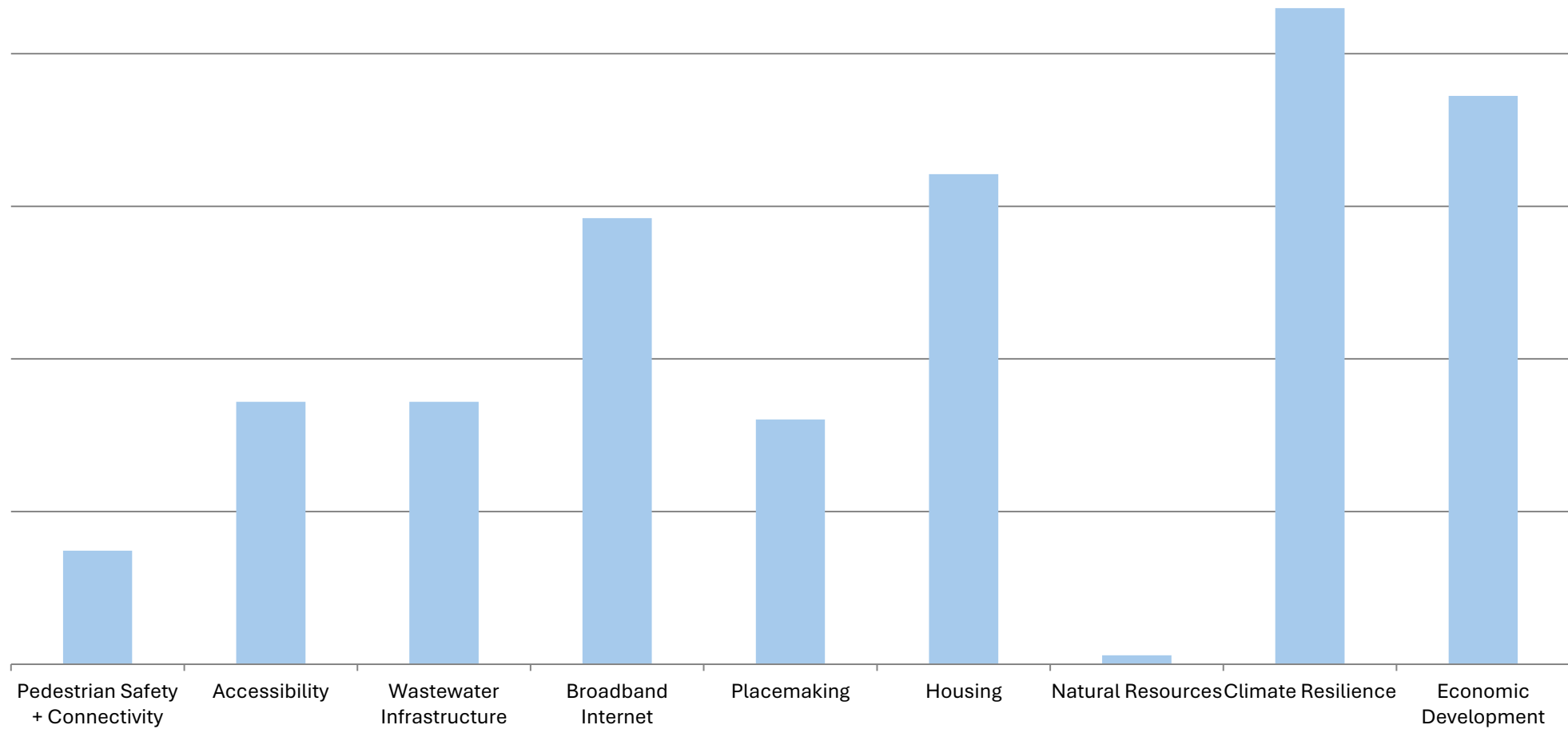
- Climate resilience
- Housing

This question received some negative feedback; ppl feeling forced to prioritize things they didn't care about or feeling all were important.

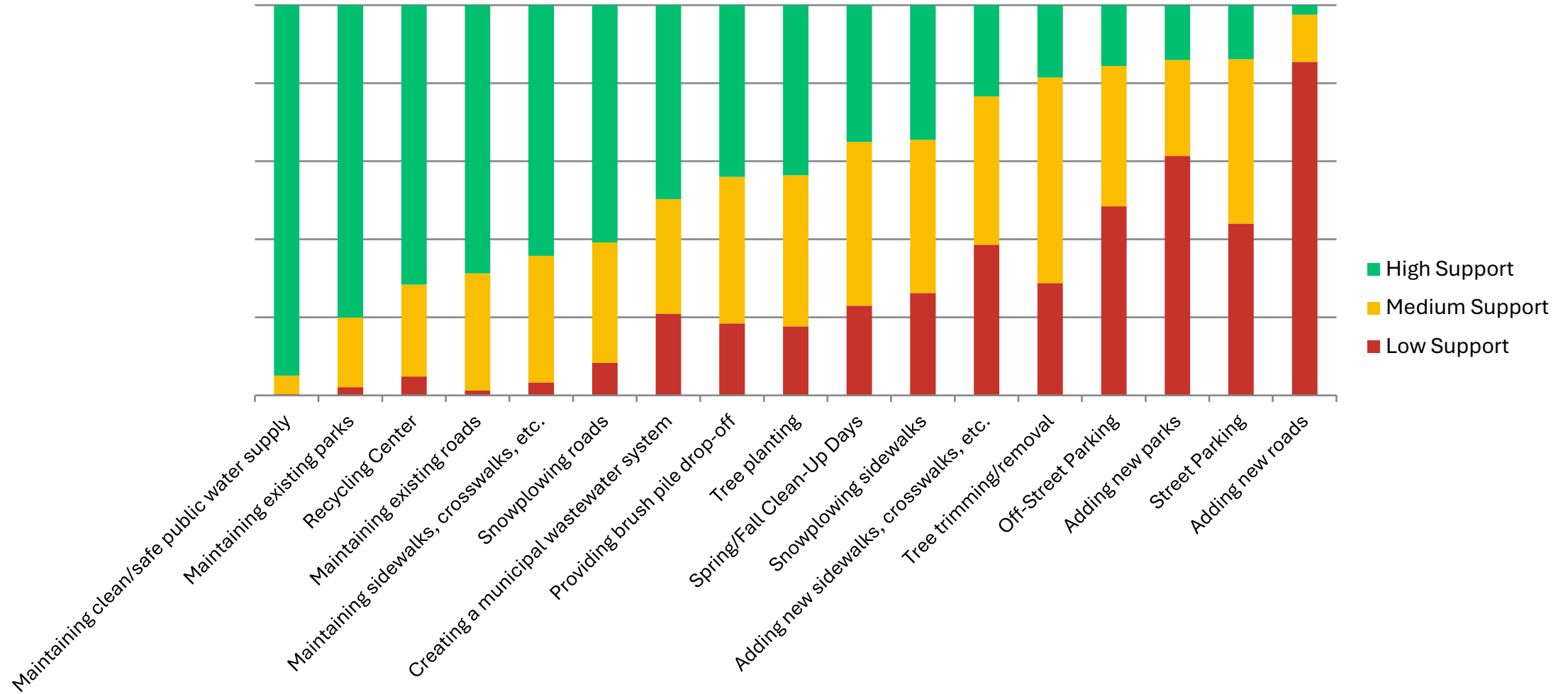
# Highest Community Priorities



# Lowest Community Priorities



# Capital Improvement Priorities



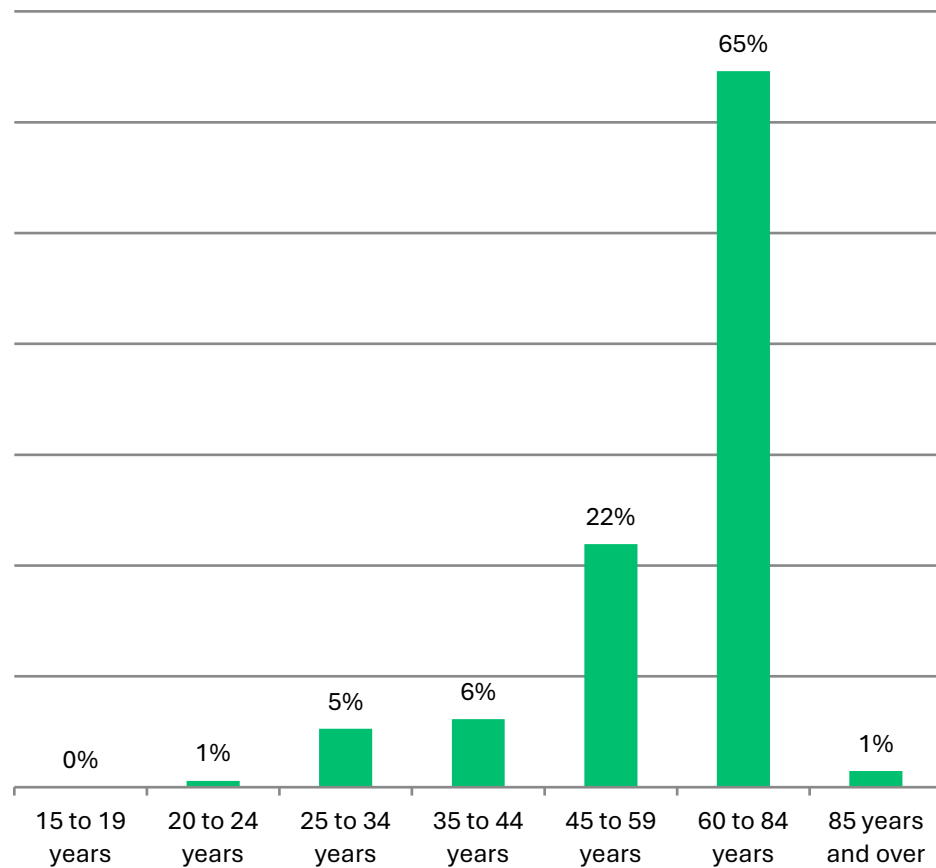


# Anything else we should know?

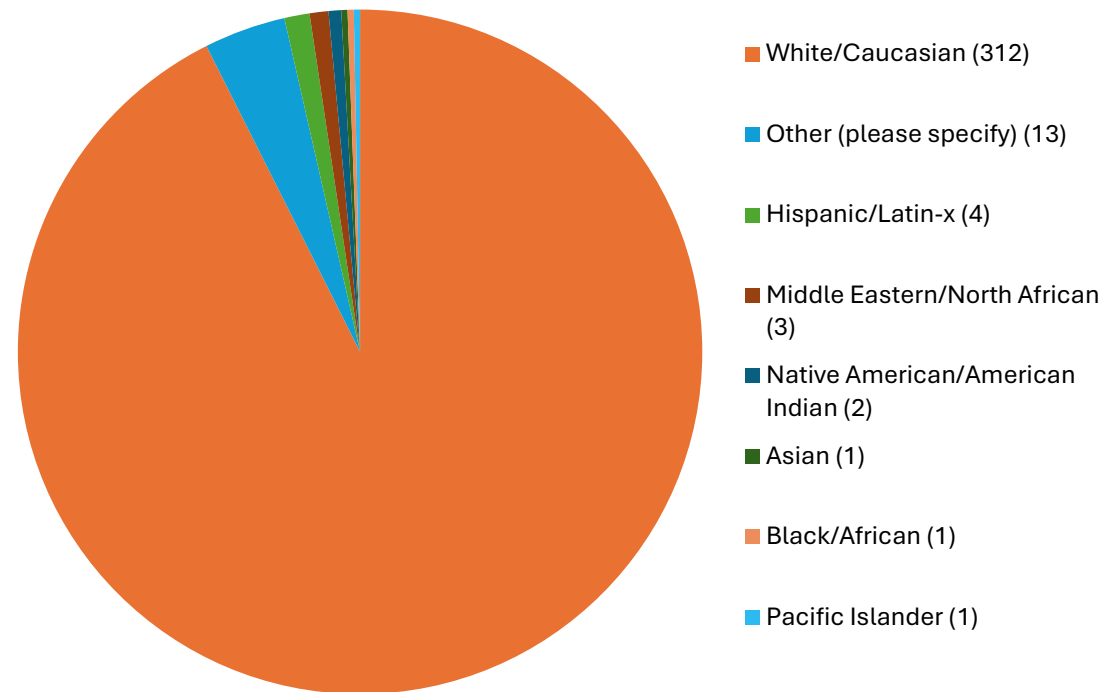
- Response Themes
  - Infrastructure
  - Development
  - Zoning
  - Community Engagement
  - Governance
  - Aesthetics
  - Economic Development
  - Sustainability

# Demographics

How old are you? Select one.



What is your race/ethnicity? Select all that apply.



# Resident / Visitor Comparison

## Similar

- Both prioritized natural resources and deprioritized climate resilience.
- Both indicated high level of support for maintaining clean water and low level of support for adding new roads.

## Similar-ish

- Residents more engaged overall.
- Residents prioritized economic development slightly higher, but not by much.
- Generally, capital improvements less supported by Visitors.
- Visitors relatively younger.

## Different

- Residents more likely to be here due to retirement.
- Visitors found questionnaire via Leelanau Ticker primarily; Residents through word of mouth and Village channels.
- Residents more likely to request project updates.