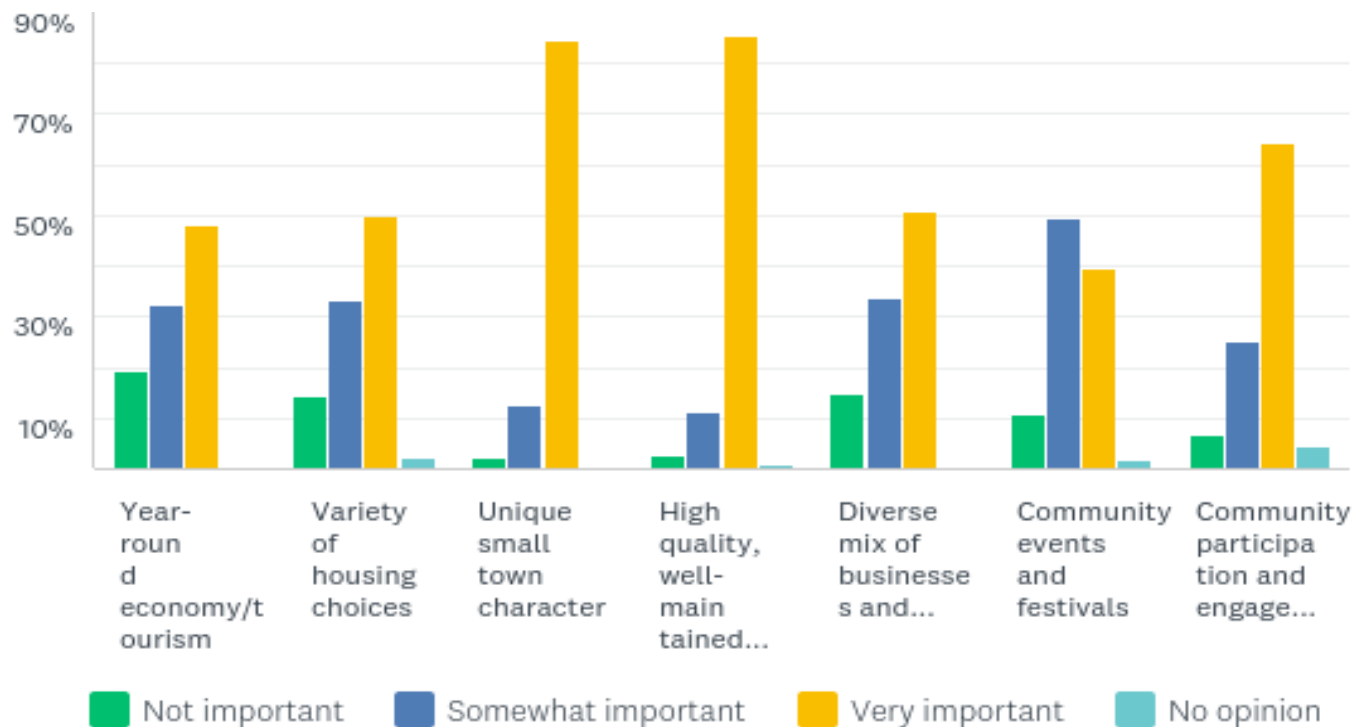


Empire Master Plan Survey

10/5/2007

Q1: How important are each of these characteristics in creating a desirable future for Empire?

Answered: 186 Skipped: 2



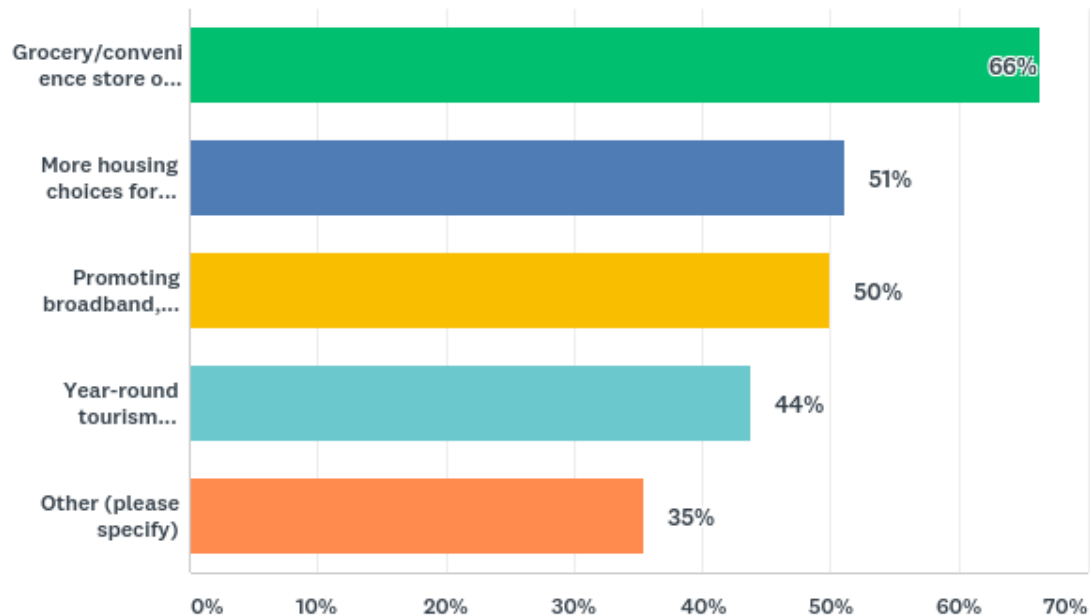
Q1: How important are each of these characteristics in creating a desirable future for Empire?

Answered: 186 Skipped: 2

	NOT IMPORTANT	SOMEWHAT IMPORTANT	VERY IMPORTANT	NO OPINION	TOTAL RESPONDENTS
Year-round economy/tourism	19.13% 35	32.24% 59	48.09% 88	0.55% 1	183
Variety of housing choices	14.29% 26	33.52% 61	50.00% 91	2.20% 4	182
Unique small town character	2.17% 4	12.50% 23	84.78% 156	0.54% 1	184
High quality, well-maintained Village beaches and parks	2.72% 5	11.41% 21	85.33% 157	1.09% 2	184
Diverse mix of businesses and shops	14.75% 27	33.88% 62	50.82% 93	0.55% 1	183
Community events and festivals	10.99% 20	49.45% 90	39.56% 72	1.65% 3	182
Community participation and engagement	6.78% 12	25.42% 45	64.41% 114	4.52% 8	177

Q3: What would enhance Empire's economy? (Select as many choices as you'd like.)

Answered: 178 Skipped: 10



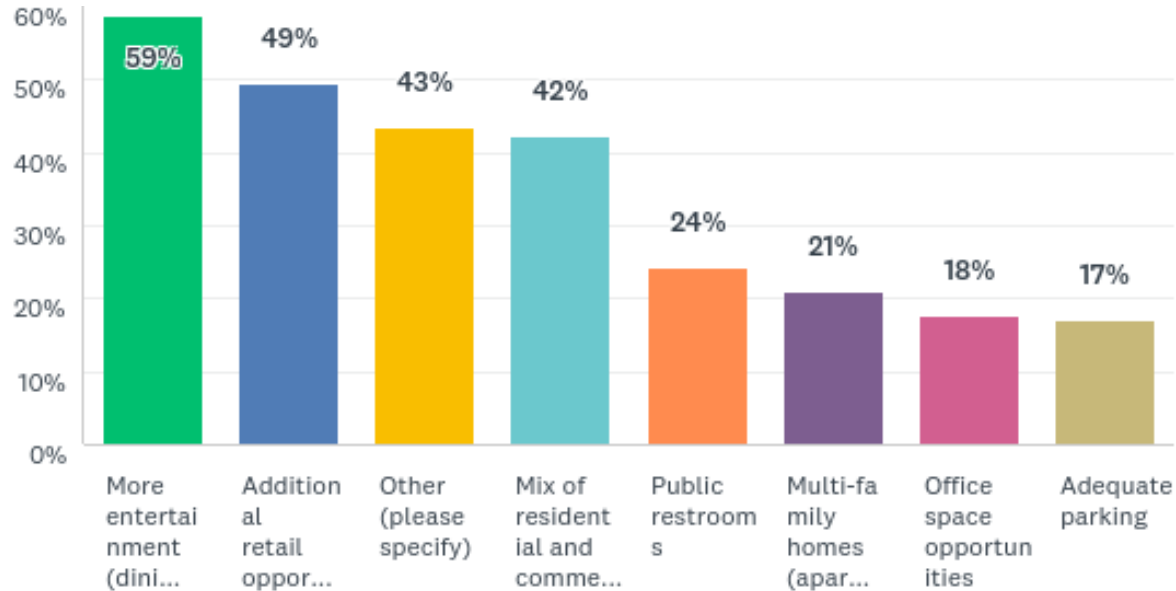
Q3: What would enhance Empire's economy? (Select as many choices as you'd like.)

Answered: 178 Skipped: 10

ANSWER CHOICES	RESPONSES	
Grocery/convenience store or other basic commercial services	66.29%	118
More housing choices for families and/or the workforce	51.12%	91
Promoting broadband, sewer, and water infrastructure	50.00%	89
Year-round tourism opportunities	43.82%	78
Other (please specify)	35.39%	63
Total Respondents: 178		

Q4: What would enhance Empire's downtown?

Answered: 182 Skipped: 6



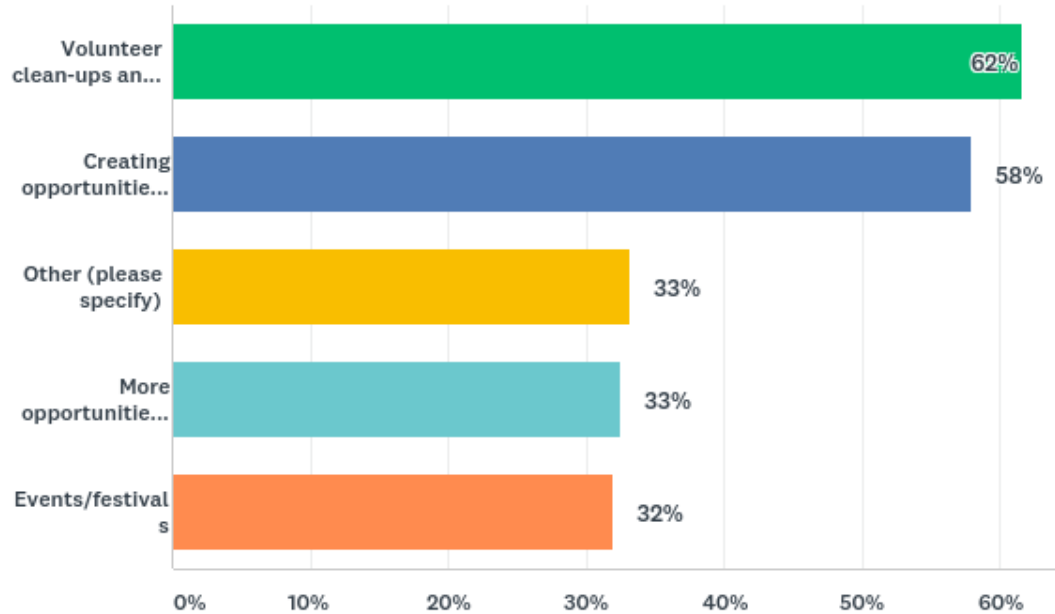
Q4: What would enhance Empire's downtown?

Answered: 182 Skipped: 6

ANSWER CHOICES	RESPONSES	
More entertainment (dining/restaurants/breweries) options	59%	107
Additional retail opportunities	49%	90
Other (please specify)	43%	79
Mix of residential and commercial uses	42%	77
Public restrooms	24%	44
Multi-family homes (apartments, condos, duplexes, fourplexes)	21%	38
Office space opportunities	18%	32
Adequate parking	17%	31
Total Respondents: 182		

Q5: What would enhance community engagement in Empire?

Answered: 169 Skipped: 19



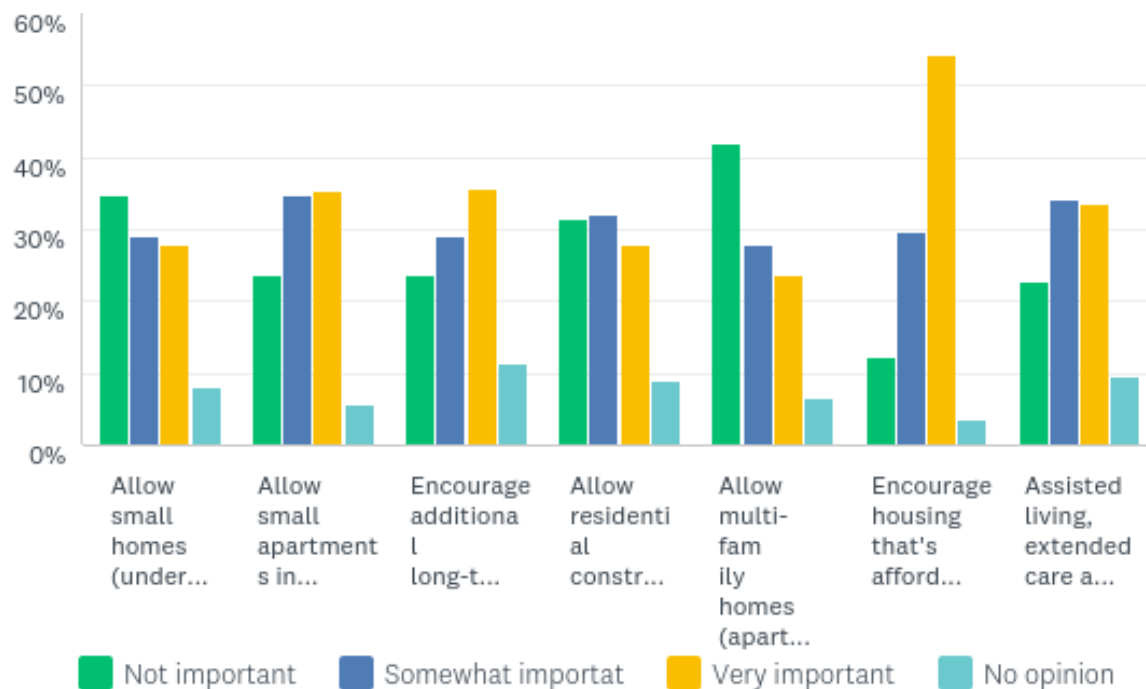
Q5: What would enhance community engagement in Empire?

Answered: 169 Skipped: 19

ANSWER CHOICES	RESPONSES	
Volunteer clean-ups and other volunteer-driven community-building activities	61.54%	104
Creating opportunities for public art events, activities, and displays	57.99%	98
Other (please specify)	33.14%	56
More opportunities to serve on Village committees/initiatives for community enhancement projects	32.54%	55
Events/festivals	31.95%	54
Total Respondents: 169		

Q6: What strategies do you think are important in addressing housing needs?

Answered: 181 Skipped: 7



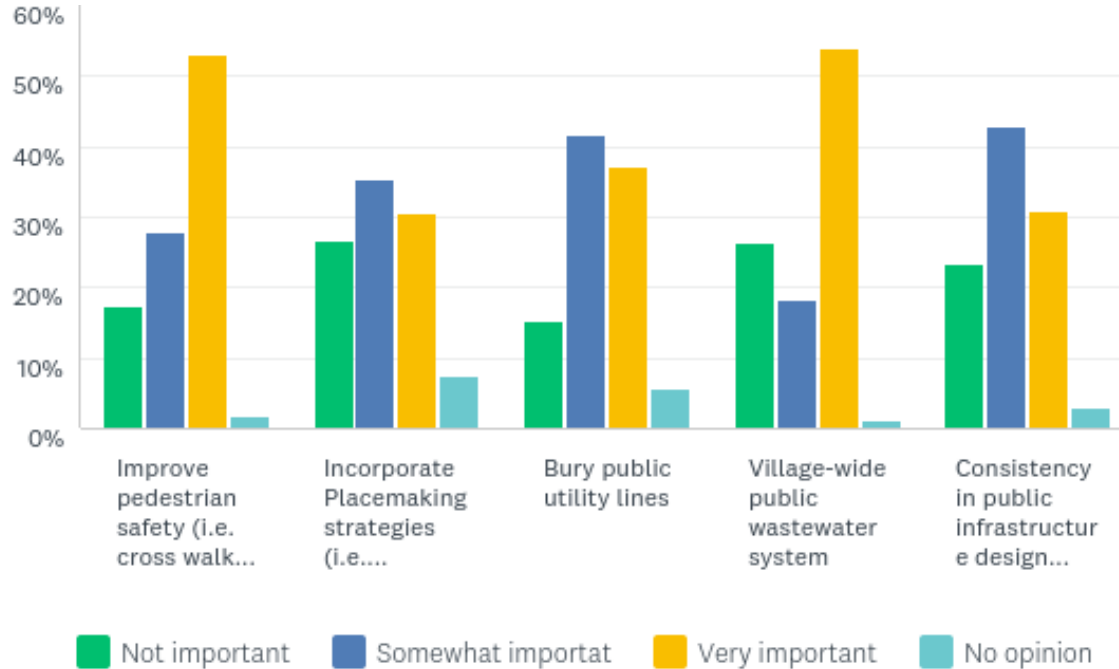
Q6: What strategies do you think are important in addressing housing needs?

Answered: 181 Skipped: 7

	NOT IMPORTANT	SOMEWHAT IMPORTANT	VERY IMPORTANT	NO OPINION	TOTAL
Allow small homes (under 700 square feet)	35% 60	29% 50	28% 48	8% 14	172
Allow small apartments in garages, within a single family home, or in an accessory building (also known as accessory dwelling units or granny flats)	24% 41	35% 60	35% 61	6% 10	172
Encourage additional long-term rentals (leases over 1 month)	24% 40	29% 49	36% 60	11% 19	168
Allow residential construction on smaller lots	31% 53	32% 54	28% 47	9% 15	169
Allow multi-family homes (apartments, condos, duplexes, fourplexes) in more areas	42% 71	28% 47	24% 40	7% 11	169
Encourage housing that's affordable to the workforce	12% 21	30% 51	54% 93	4% 6	171
Assisted living, extended care and nursing facilities	23% 40	34% 60	34% 59	10% 17	176

Q7: What public infrastructure improvements/projects do you think are important for the Village to address?

Answered: 182 Skipped: 6



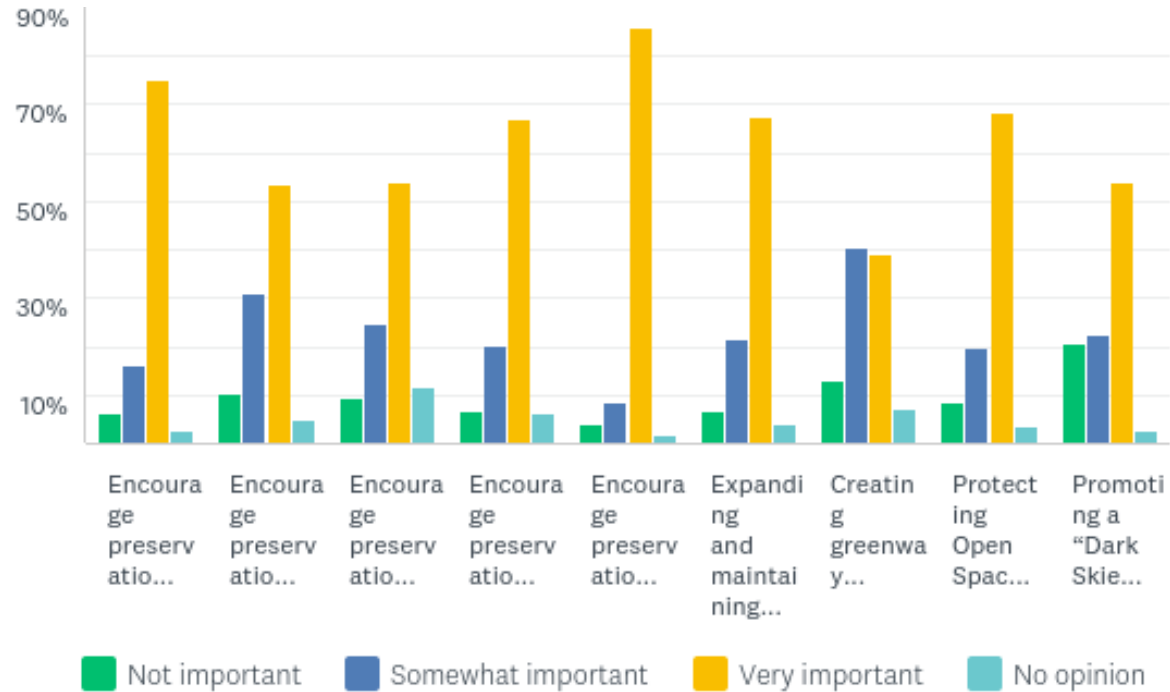
Q7: What public infrastructure improvements/projects do you think are important for the Village to address?

Answered: 182 Skipped: 6

	NOT IMPORTANT	SOMEWHAT IMPORTAT	VERY IMPORTANT	NO OPINION	TOTAL
Improve pedestrian safety (i.e. cross walk markings, dedicated bike lanes, sidewalk maintenance/connectivity)	17.32% 31	27.93% 50	53.07% 95	1.68% 3	179
Incorporate Placemaking strategies (i.e. wayfinding signage, landscape design, public art, etc.)	26.59% 46	35.26% 61	30.64% 53	7.51% 13	173
Bury public utility lines	15.25% 27	41.81% 74	37.29% 66	5.65% 10	177
Village-wide public wastewater system	26.52% 48	18.23% 33	54.14% 98	1.10% 2	181
Consistency in public infrastructure design (i.e. street lamps)	23.43% 41	42.86% 75	30.86% 54	2.86% 5	175

Q8: What strategies do you think are important in preserving and enhancing Empire's natural resources?

Answered: 185 Skipped: 3



Q8: What strategies do you think are important in preserving and enhancing Empire's natural resources?

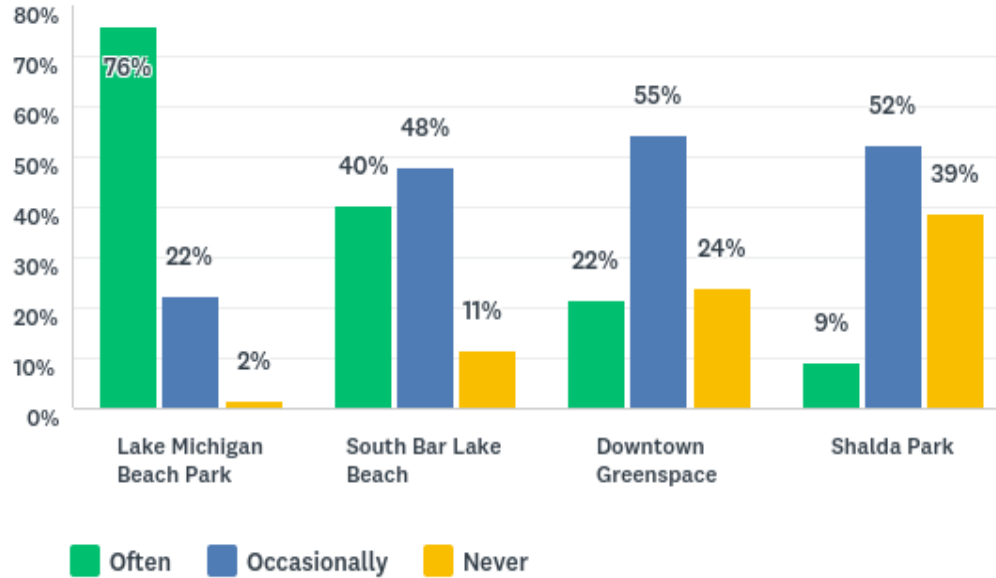
Answered: 185 Skipped: 3

	NOT IMPORTANT	SOMEWHAT IMPORTANT	VERY IMPORTANT	NO OPINION	TOTAL	WEIGHTED AVERAGE
Encourage preservation and vitality of: Critical Dune Areas	6.08% 11	16.02% 29	75.14% 136	2.76% 5	181	2.75
Encourage preservation and vitality of: Gateway to Empire (approaching Village limits)	10.56% 19	31.11% 56	53.33% 96	5.00% 9	180	2.53
Encourage preservation and vitality of: Chippewa Run Natural Area	9.50% 17	24.58% 44	54.19% 97	11.73% 21	179	2.68
Encourage preservation and vitality of: Wooded hillsides	6.74% 12	20.22% 36	66.85% 119	6.18% 11	178	2.72
Encourage preservation and vitality of: Lake Michigan shoreline	3.91% 7	8.38% 15	86.03% 154	1.68% 3	179	2.85

	NOT IMPORTANT	SOMEWHAT IMPORTANT	VERY IMPORTANT	NO OPINION	TOTAL	WEIGHTED AVERAGE
Expanding and maintaining communications between the community and the Sleeping Bear Dunes National Lakeshore	6.70% 12	21.79% 39	67.60% 121	3.91% 7	179	2.69
Creating greenway connections (i.e. Shalda park to Chippewa Run Natural Area)	13.07% 23	40.34% 71	39.20% 69	7.39% 13	176	2.41
Protecting Open Space areas	8.47% 15	19.77% 35	68.36% 121	3.39% 6	177	2.67
Promoting a "Dark Skies" initiative (i.e. using lower wattage street lamps)	20.77% 38	22.40% 41	54.10% 99	2.73% 5	183	2.39

Q9: How often do you use the following Village Parks?

Answered: 184 Skipped: 4



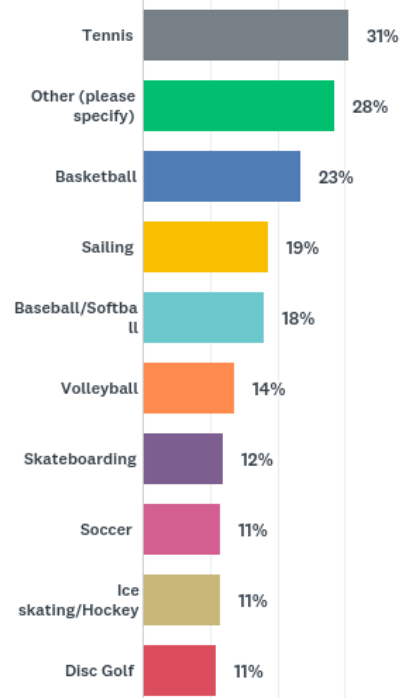
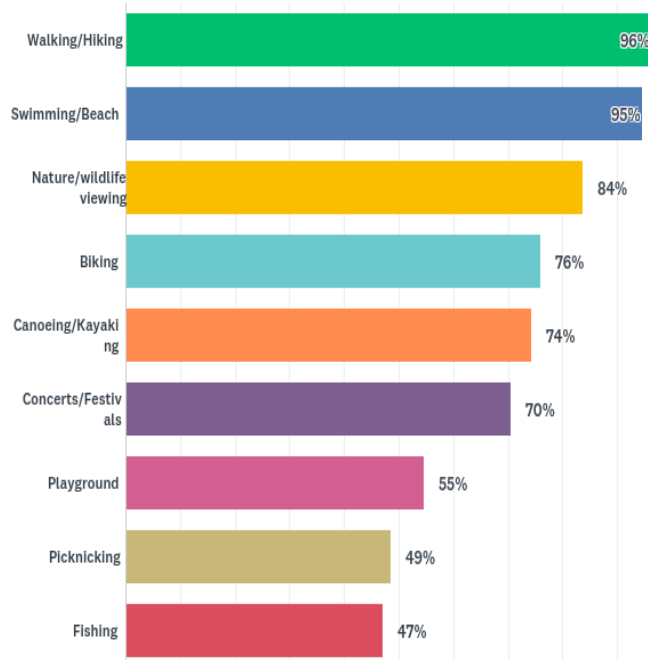
Q9: How often do you use the following Village Parks?

Answered: 184 Skipped: 4

	OFTEN	OCCASIONALLY	NEVER	TOTAL
Lake Michigan Beach Park	76.09% 140	22.28% 41	1.63% 3	184
South Bar Lake Beach	40.44% 74	48.09% 88	11.48% 21	183
Downtown Greenspace	21.59% 38	54.55% 96	23.86% 42	176
Shalda Park	9.09% 16	52.27% 92	38.64% 68	176

Q10: What recreational activities do you and members of your household generally enjoy? (activities need not occur within the Village limits, check all that apply)

Answered: 183 Skipped: 5



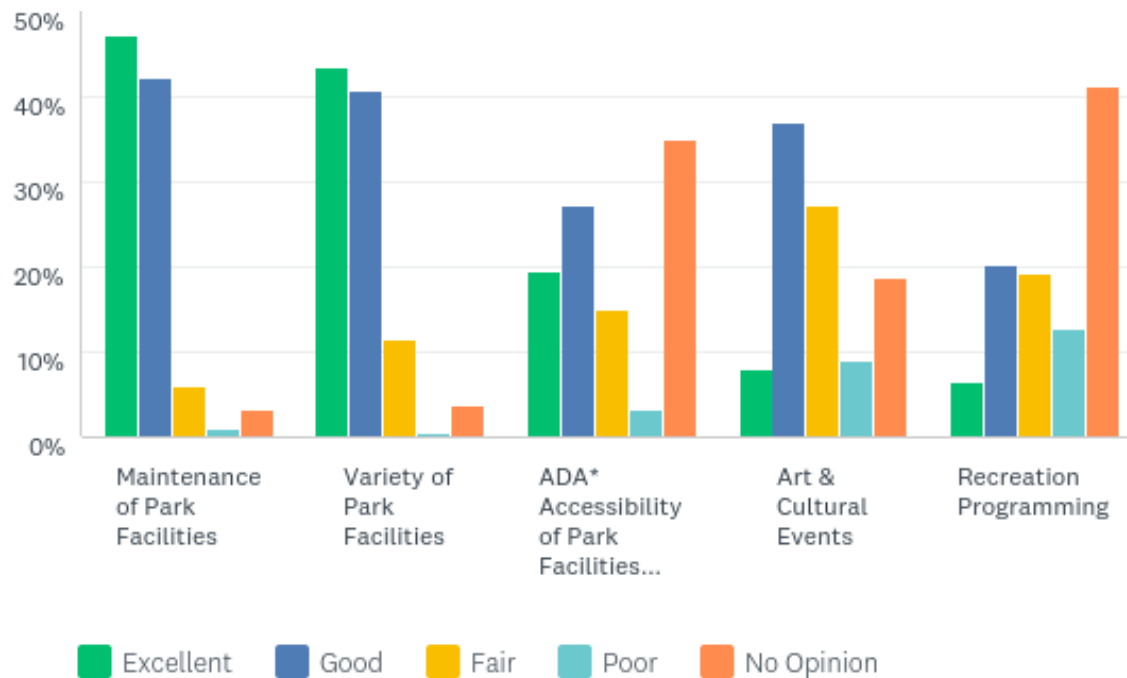
Q10: What recreational activities do you and members of your household generally enjoy? (activities need not occur within the Village limits, check all that apply)

Answered: 183 Skipped: 5

ANSWER CHOICES	RESPONSES			
Walking/Hiking	96.17%	176	Other (please specify)	28.42% 52
Swimming/Beach	94.54%	173	Basketball	23.50% 43
Nature/wildlife viewing	83.61%	153	Sailing	18.58% 34
Biking	75.96%	139	Baseball/Softball	18.03% 33
Canoeing/Kayaking	74.32%	136	Volleyball	13.66% 25
Concerts/Festivals	70.49%	129	Skateboarding	12.02% 22
Playground	54.64%	100	Soccer	11.48% 21
Picnicking	48.63%	89	Ice skating/Hockey	11.48% 21
Fishing	46.99%	86	Disc Golf	10.93% 20
Tennis	30.60%	56	Total Respondents: 183	

Q11: Overall how would you rate the Village of Empire's Parks and Recreation Program?

Answered: 182 Skipped: 6



Q11: Overall how would you rate the Village of Empire's Parks and Recreation Program?

Answered: 182 Skipped: 6

	EXCELLENT	GOOD	FAIR	POOR	NO OPINION	TOTAL
Maintenance of Park Facilities	47.25% 86	42.31% 77	6.04% 11	1.10% 2	3.30% 6	182
Variety of Park Facilities	43.41% 79	40.66% 74	11.54% 21	0.55% 1	3.85% 7	182
ADA* Accessibility of Park Facilities(*Americans with Disabilities Act compliant)	19.44% 35	27.22% 49	15.00% 27	3.33% 6	35.00% 63	180
Art & Cultural Events	7.95% 14	36.93% 65	27.27% 48	9.09% 16	18.75% 33	176
Recreation Programming	6.40% 11	20.35% 35	19.19% 33	12.79% 22	41.28% 71	172