

Village of Mackinaw City

Stakeholder Survey

Master Plan

Supporting Document

October, 2006

2006 Stakeholder Survey Summary

In August of 2006 a survey was mailed to Mackinaw City stakeholders to determine their level of satisfaction with Mackinaw City and to hear their goals for the future of Mackinaw City. The goal of the survey was to reach anybody who has a stake in the future of the Village, whether this be business owners, employees, and residents: both renters and property owners.

The mailing list included 1228 addresses. It was taken from two sources, the voter registration list and the property tax payer list from both Emmet and Cheboygan counties and within Mackinaw City village limits. Some of these addresses were removed before mailing if staff determined them to be exact duplicates. If they were not exact duplicates they were not deleted in the effort to reach as many different stakeholders as possible.

We received 260 valid surveys returned which was determined to be satisfactory for these purposes. Not every survey had responses to every question. Not every response on those surveys was valid. For example, if a number 6 was given for a question that had a scale of 1 to 5, the answer was not counted. In some cases an answer was given in the wrong box and was also not counted. A null answer was determined to be a more accurate result than a misinterpreted answer.

The results were analyzed using Analyse-It© statistical software which is a macro that runs within Excel. The answers are examined using mostly simple averages and distribution graphs of the variety of responses.

Question 1 – Do you live in Mackinaw City?

77% of the respondents lived in Mackinaw City and 23% did not.

Question 1a – How many years have you lived in Mackinaw City?

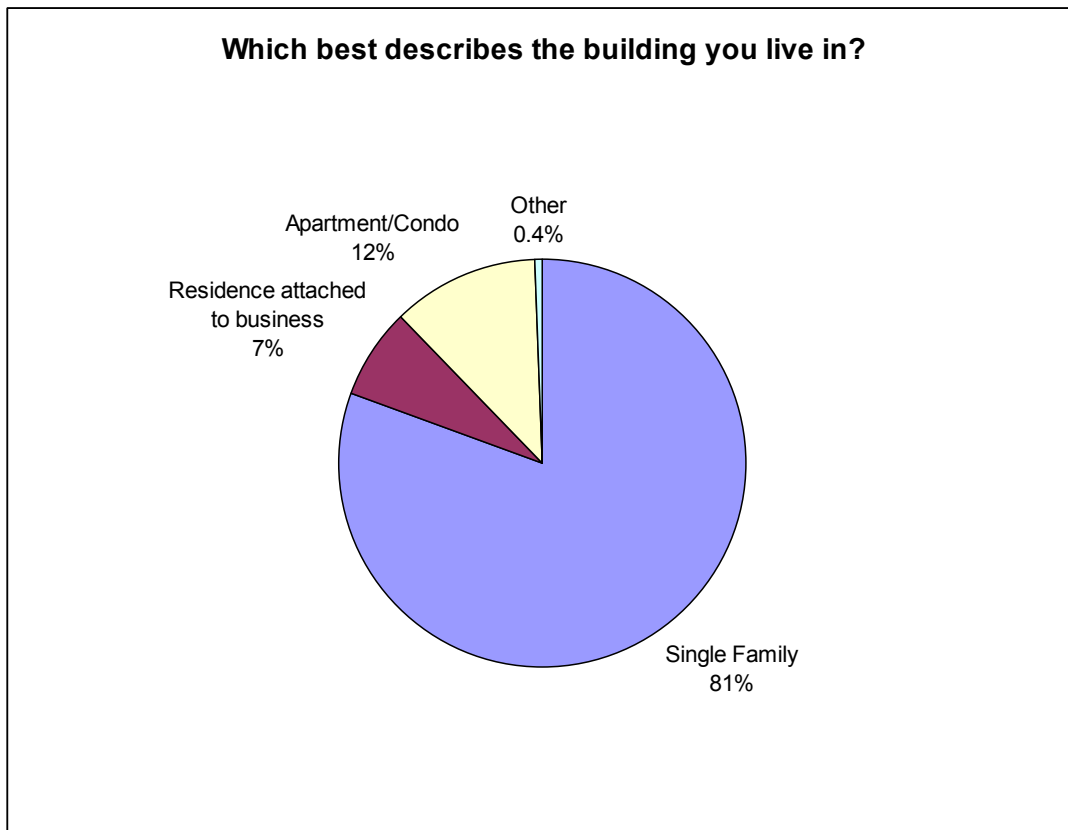
Of the respondents who lived in Mackinaw City, the average length of time they lived here was 23 years. Two respondents had lived in Mackinaw City for 80 years.

Question 2 – Do you work in Mackinaw City?

Fewer than half of the respondents worked in Mackinaw City. 45% worked within Mackinaw City.

Question 3 – Which best describes the building you live in?

- One Family house – 81% of respondents lived in a one family detached house
- House attached to business(es) – 7% lived in a house attached to a business
- Apartment or Condominium – 12% lived in an apartment or condominium
- Other – Only one respondent lived in some other type of residence and did not indicate what type of residence.



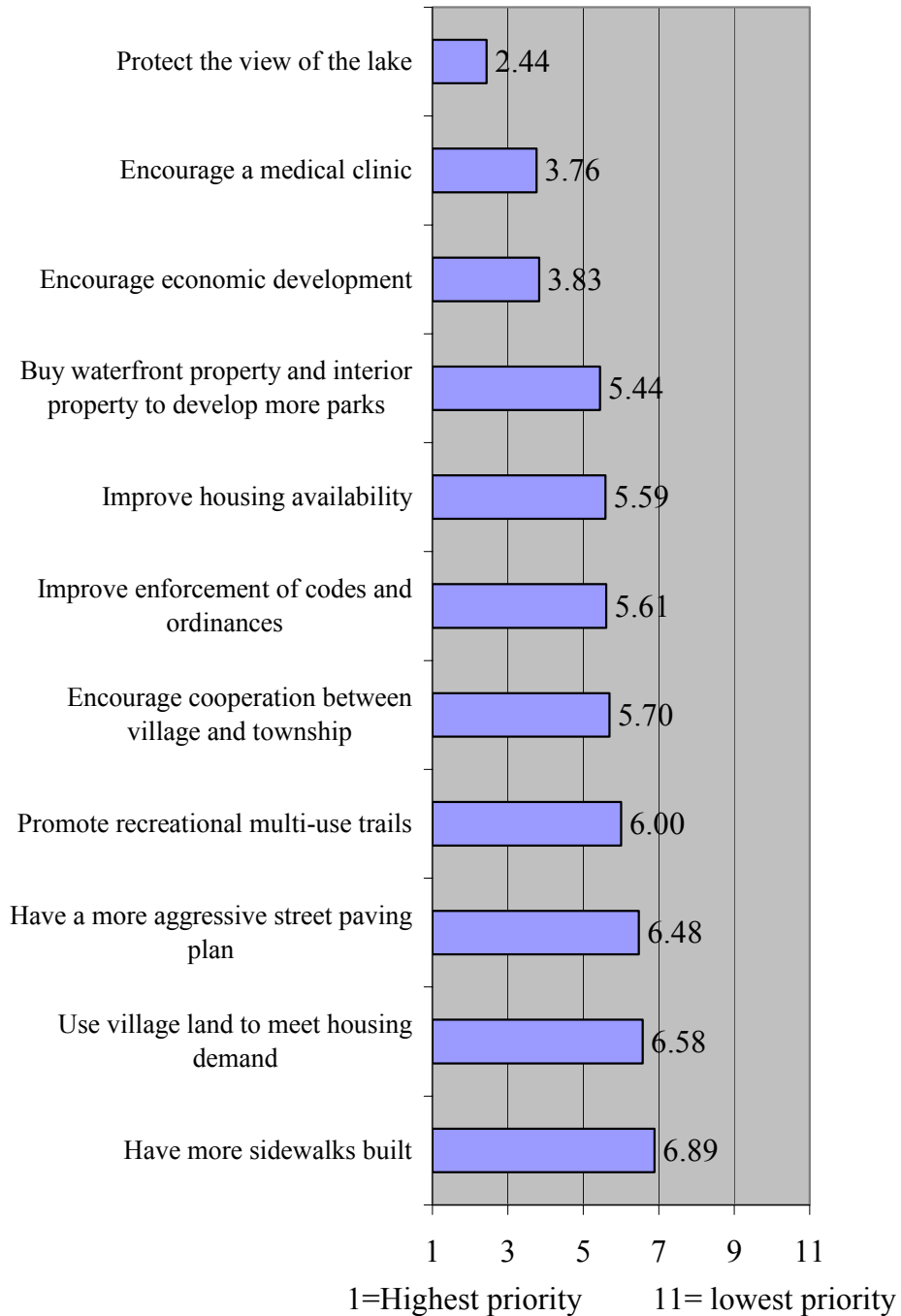
Question 4 – How would you describe your housing? Owned or rented?

92% of the respondents live in a home that is owned by an occupant of the home. Only 8% of the respondents were renters in their residence.

Question 5 – What goals would you like to see the Village government pursue?

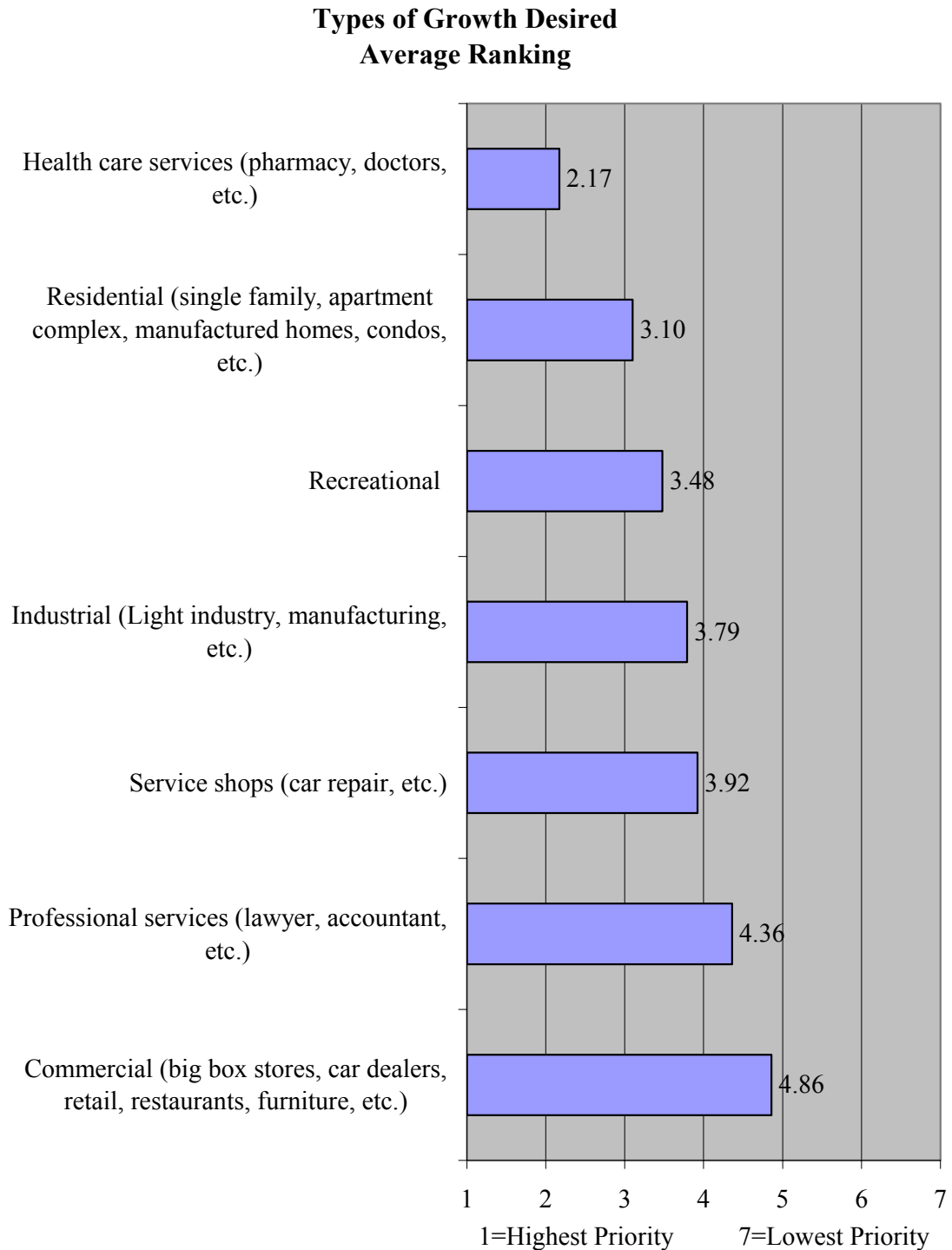
The following graph shows what the respondents prefer the Village to focus on in the future. They are shown in order of preferred goals. The top of the graph is the item which, on average, ranked as the highest priority by the respondents.

Average Ranking of Goals for Village government to pursue



Question 6 – What type of growth would you like to see occur in Mackinaw City?

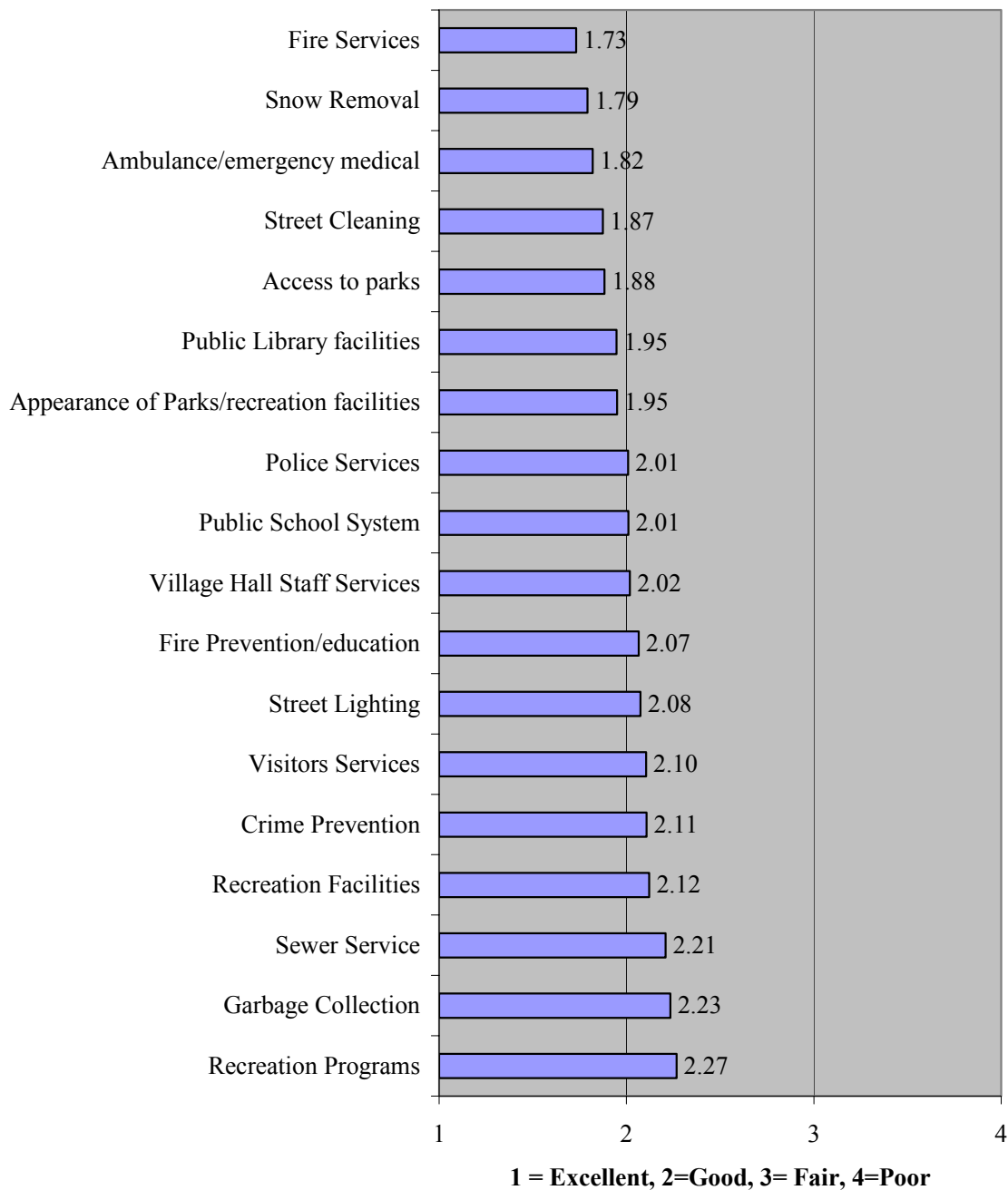
The following graph shows the type of growth preferred by the respondents, ranked by average response. The item with highest average priority is presented at the top of the graph.



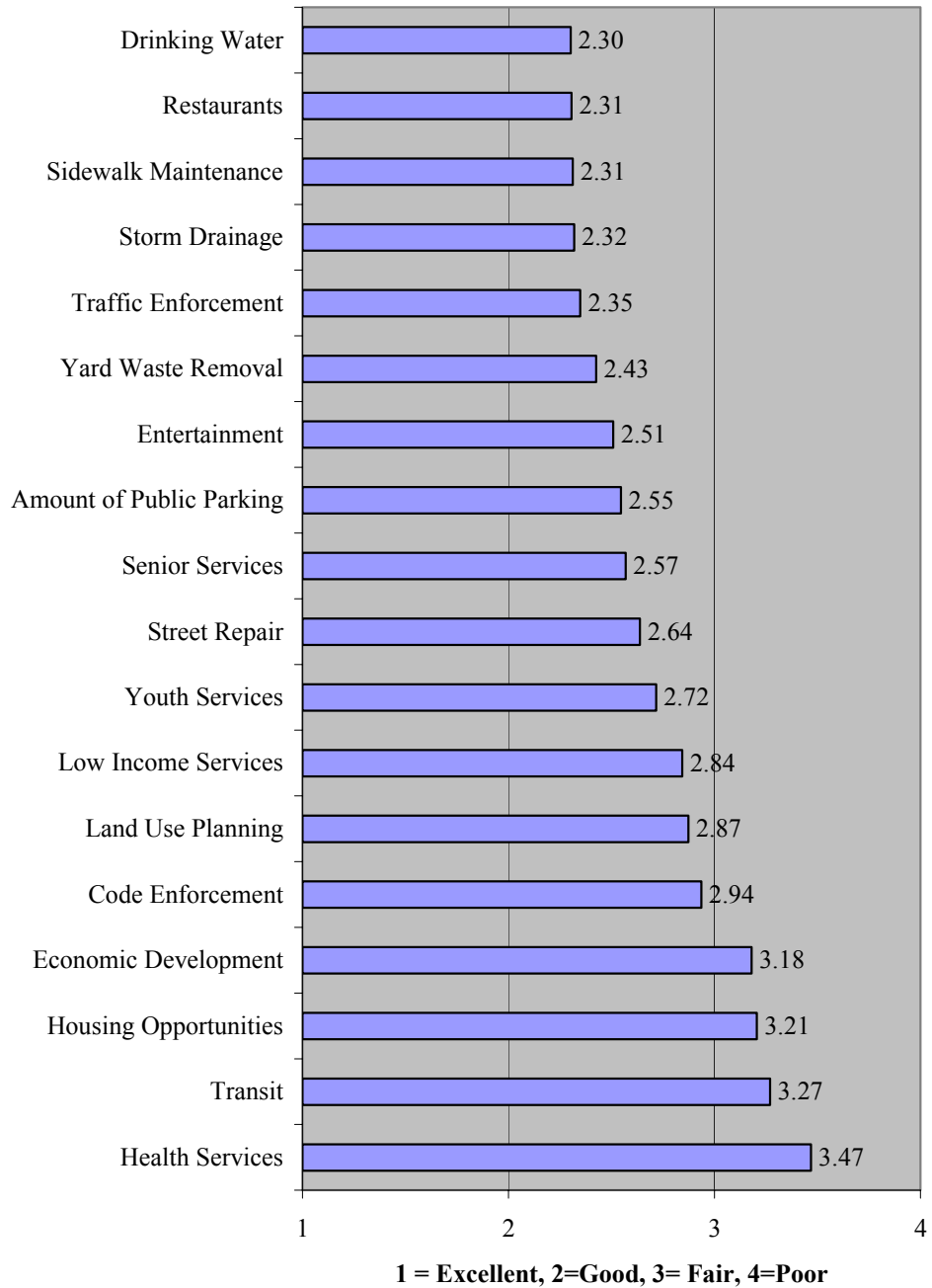
Question 7

The respondents were asked to rate the various services provided in Mackinaw City. Not all services are provided by the municipality, such as garbage collection and health services. Satisfaction was, nevertheless, very important to measure. The number of services listed span the following two graphs. They are presented in order of average rating with the most favorable average response listed at the top of the first graph.

**How do you rate the following services provided in Mackinaw City?
Average Ranking**



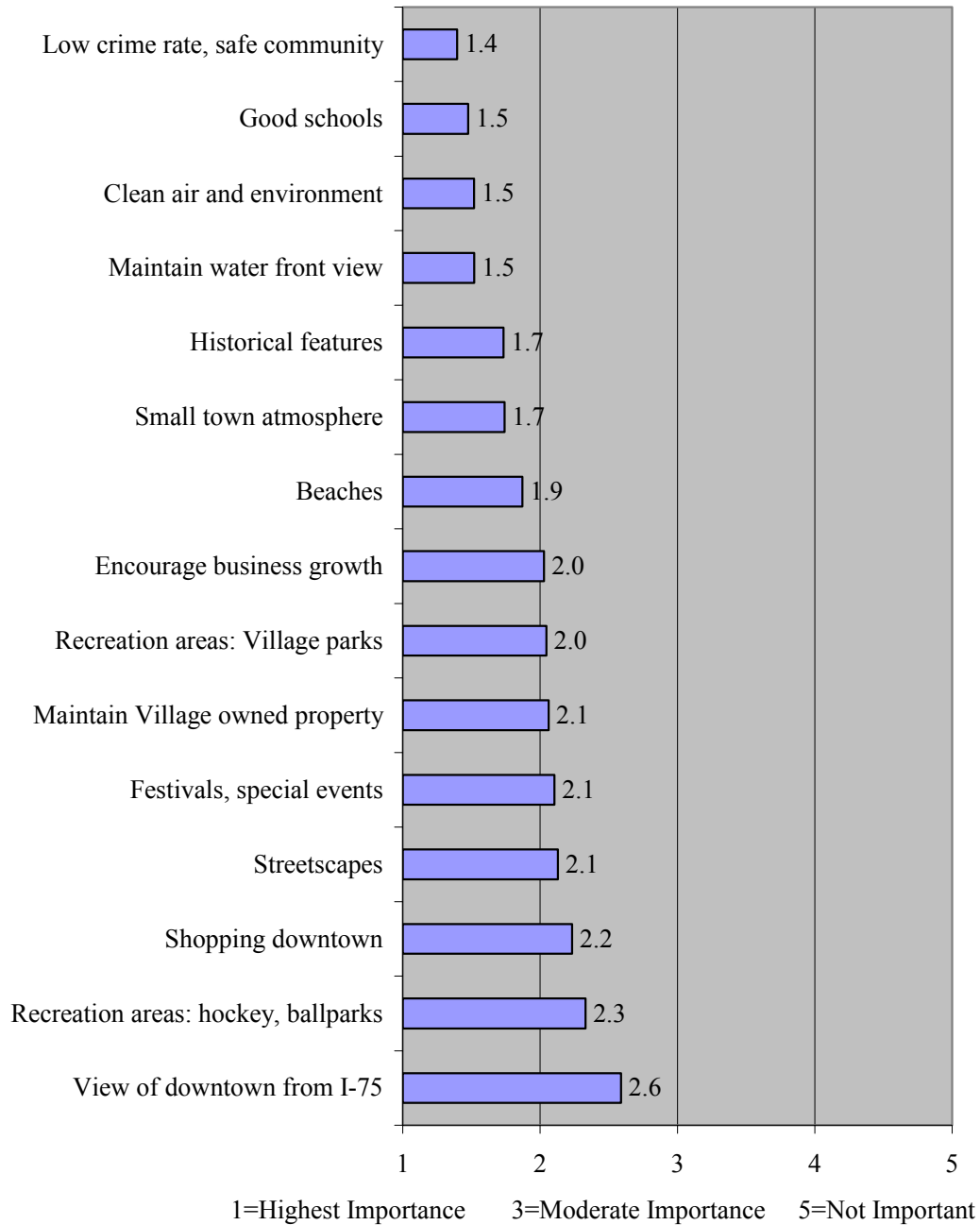
**How do you rate the following services provided in Mackinaw City?
Average Ranking**



Question 8

A list of assets which make the Village a quality place to live and do business. Respondents indicated how important it is for the Village to preserve these assets. The list is presented on the following graph ranked by average respondent rating, highest average level of importance at the top of the graph.

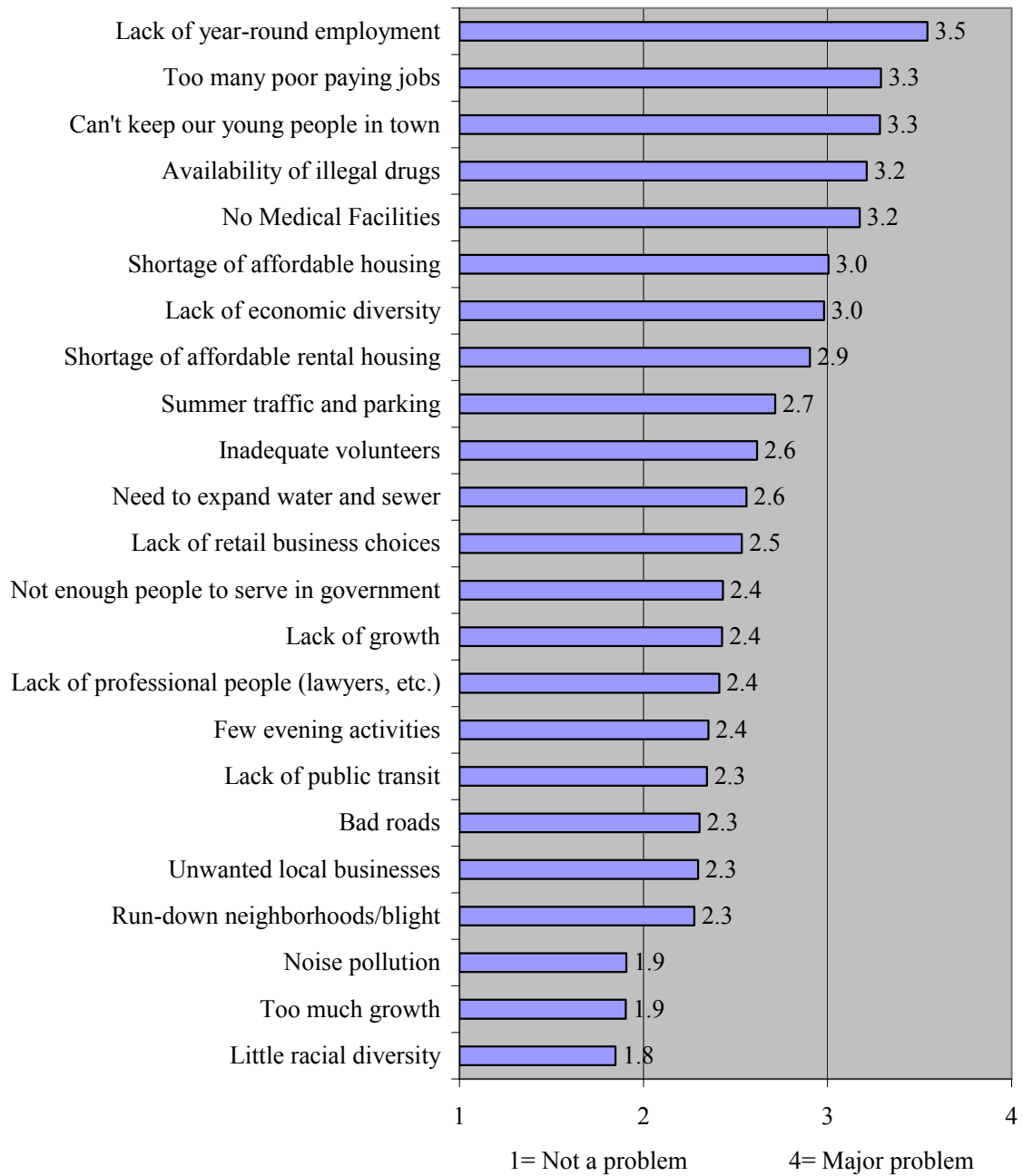
**Evaluate the importance of Village assets worth preserving.
Ranked by average respondent rating.**



Question 9

The following graph displays the problems respondents believe most impact the Village. At the top of the graph is the item which ranked, on average, as the most major problem.

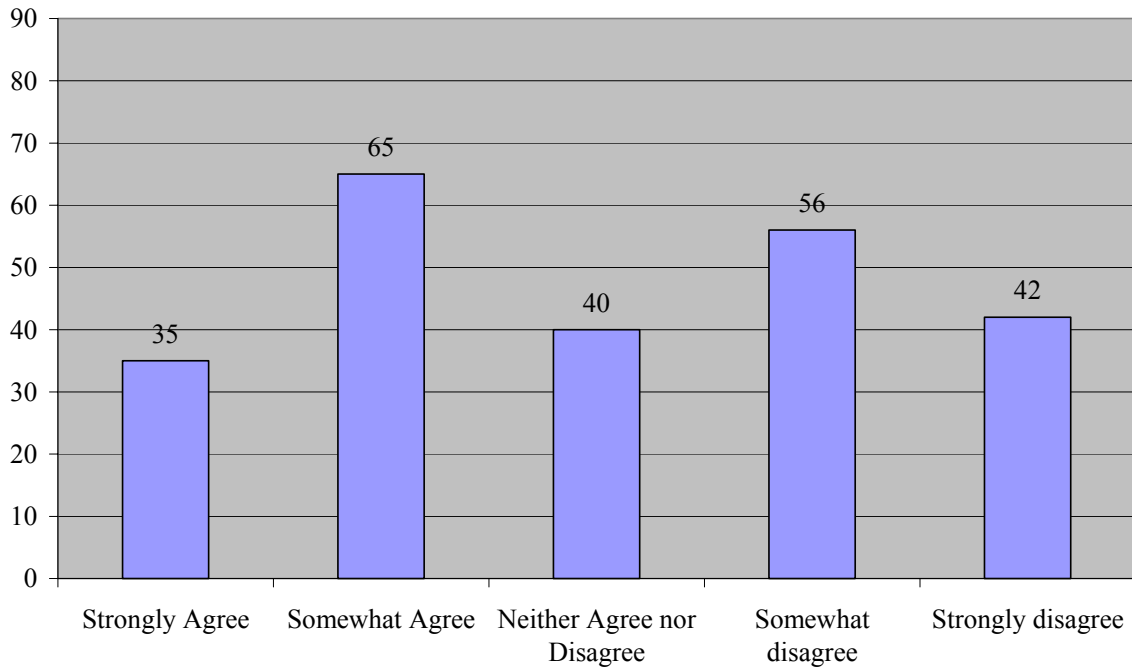
**What do you see as problems in Mackinaw City?
Ranked by average respondent rating**



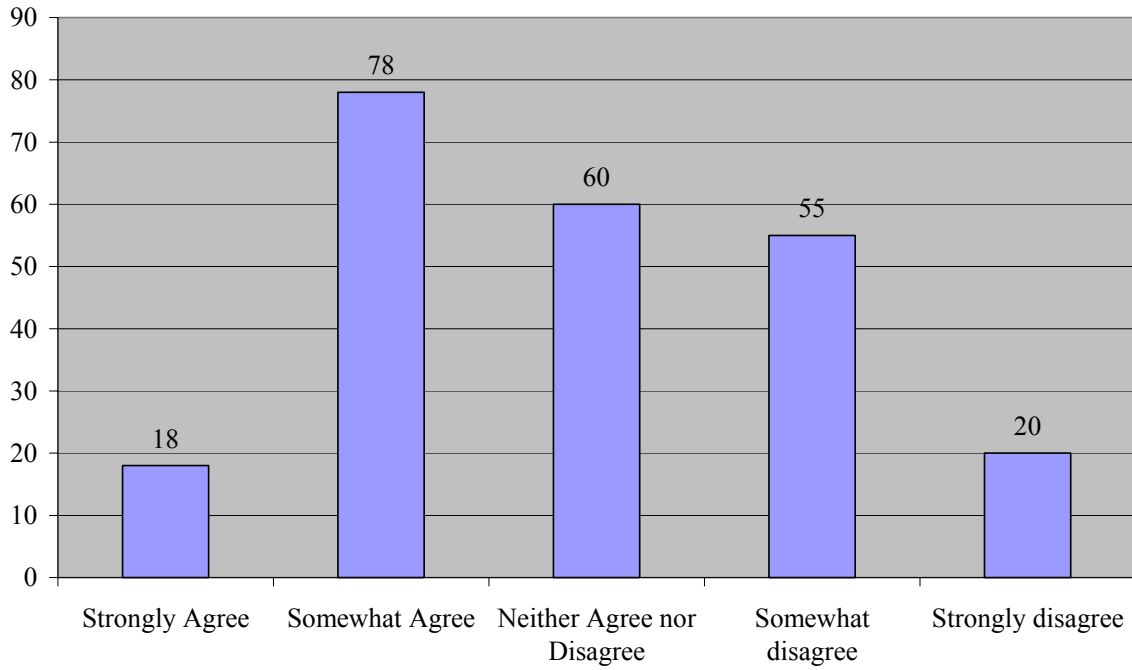
Question 10 – Please rate each of the following characteristics as they relate to Mackinaw City as a whole.

There are five graphs which display the respondents feelings on five statements. The respondents expressed whether they agreed or disagreed and to what extent with statements about the value received for taxes paid, overall direction that the Village is taking, whether Village government encourages citizen involvement, whether citizens get involved in the community, and whether local government listens to its citizens.

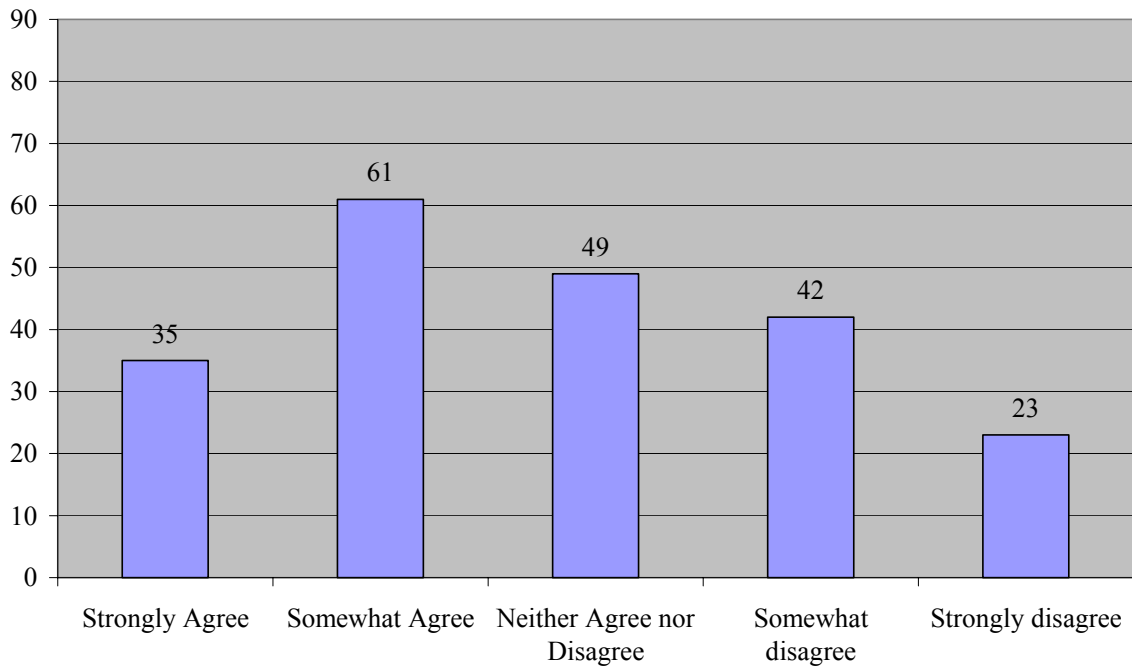
I receive good value for the taxes I pay



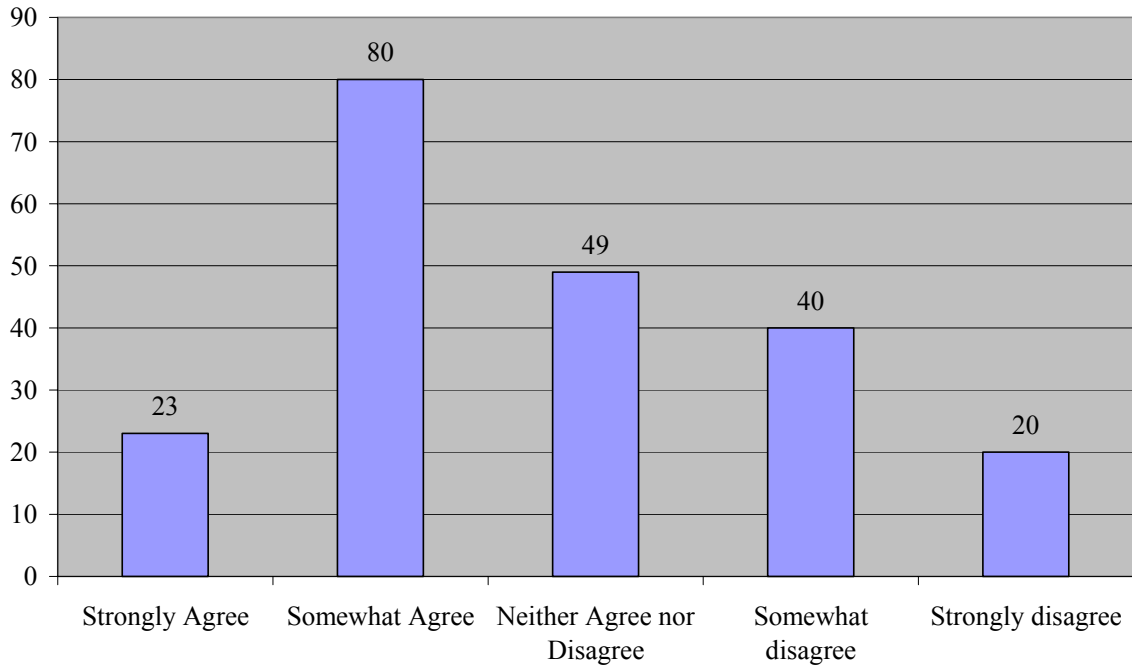
I am pleased with the overall direction that the Village of Mackinaw City is taking



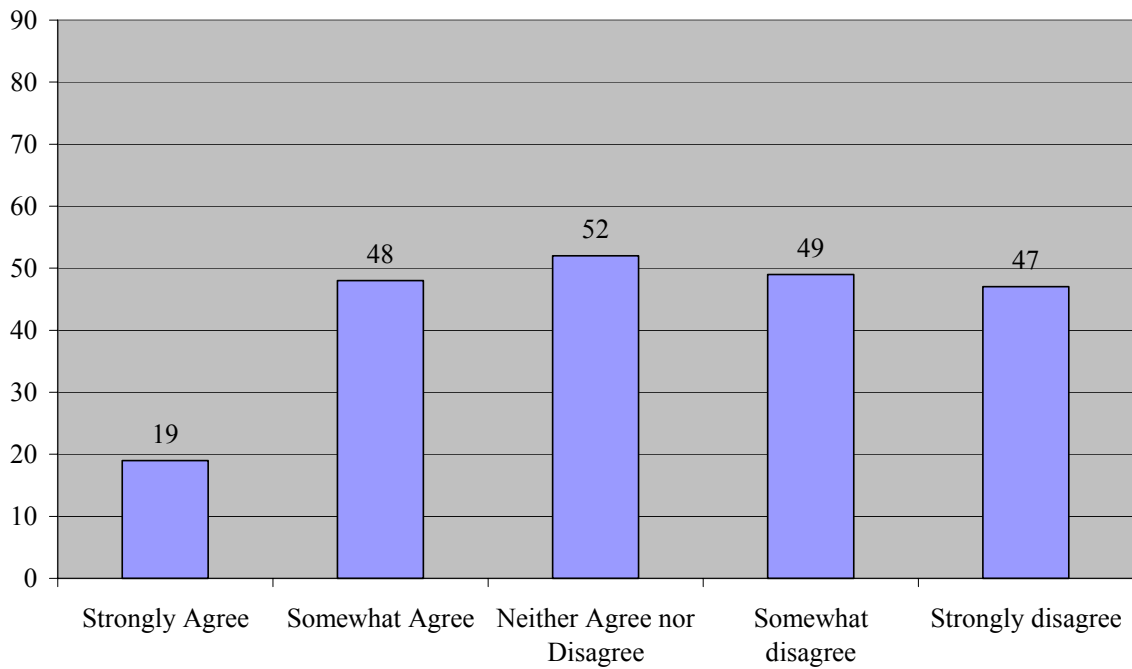
The Village of Mackinaw City welcomes citizen involvement



The citizens of Mackinaw City are actively involved in the community



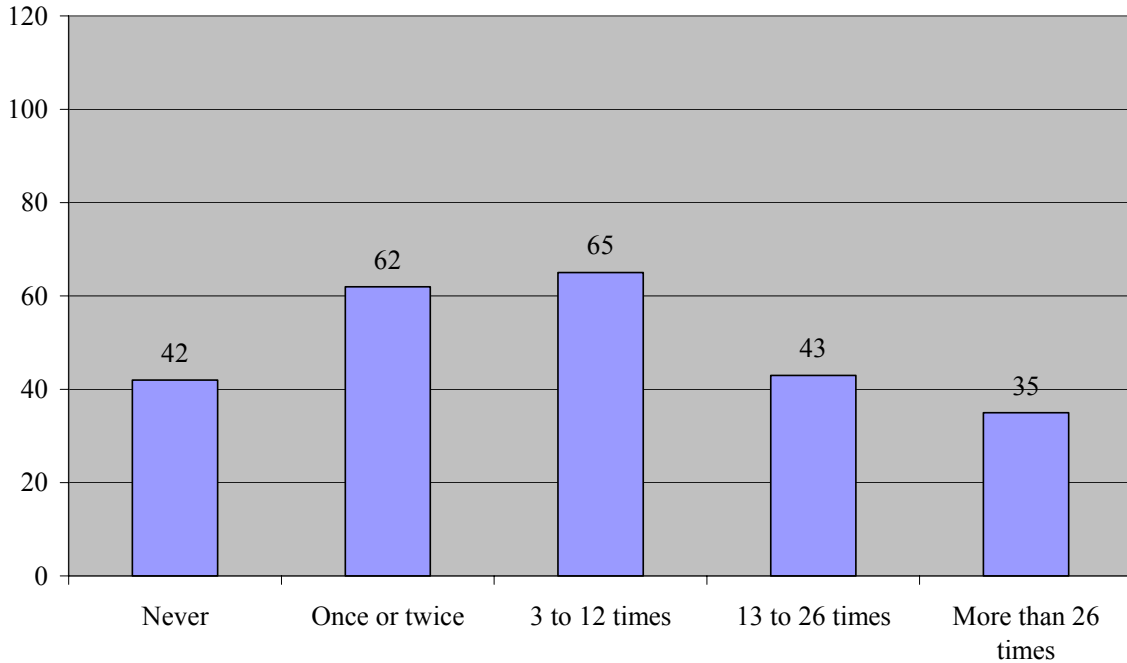
The Village of Mackinaw City government listens to citizens



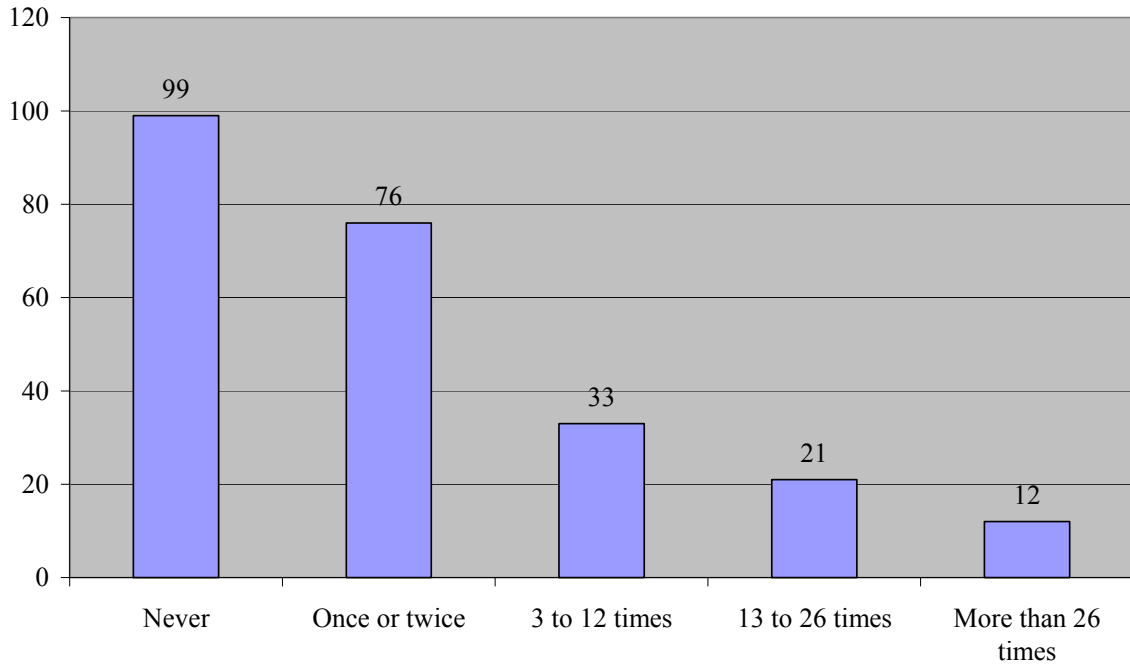
Question 11 – In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Mackinaw City?

Respondents were asked to indicate how many times in the last year they used our public library, recreation facilities, attended a public meeting, recycled their waste, dined at a local restaurant, or volunteered for a civic organization. The total responses given for each category are presented in the following graphs.

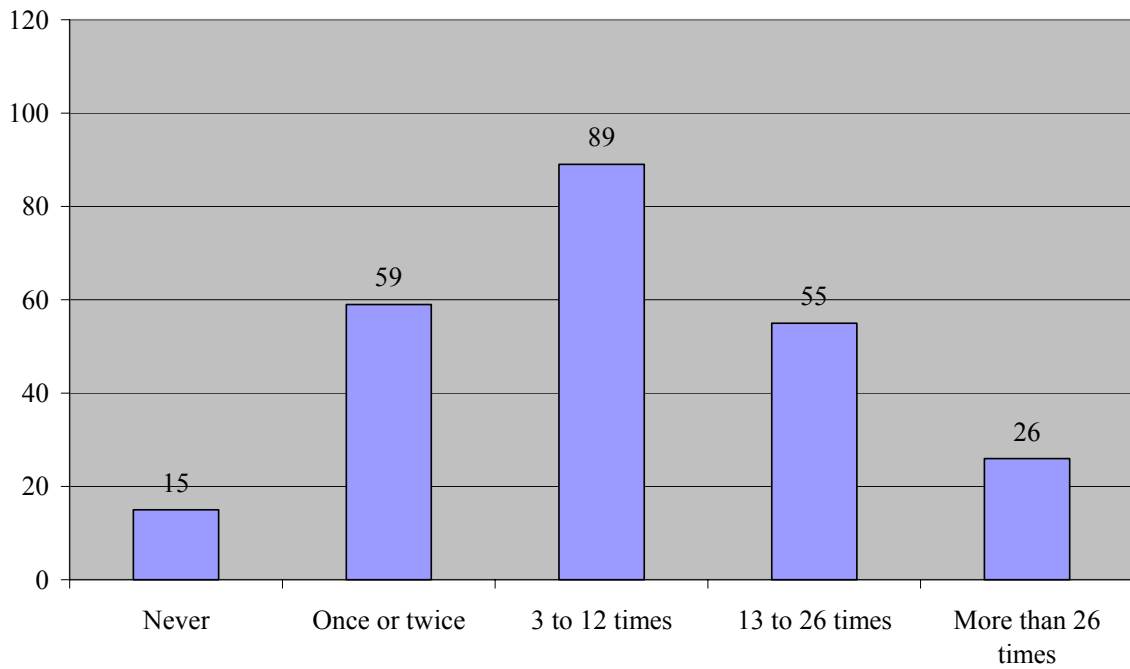
Used public library in Mackinaw City



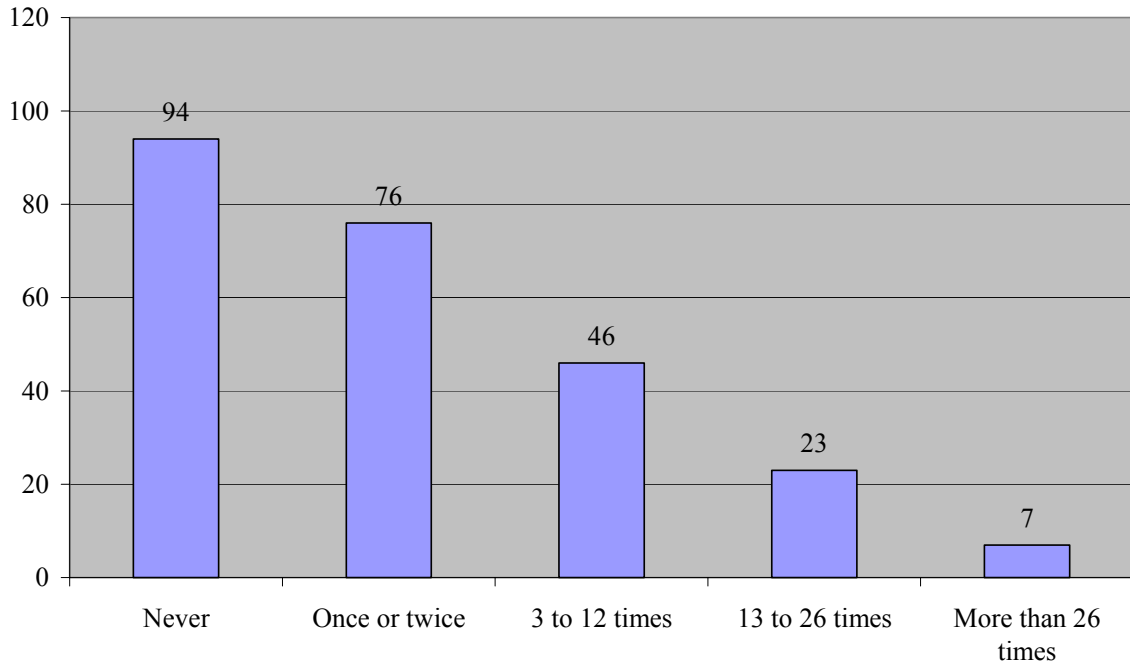
Used Mackinaw City Recreation Center



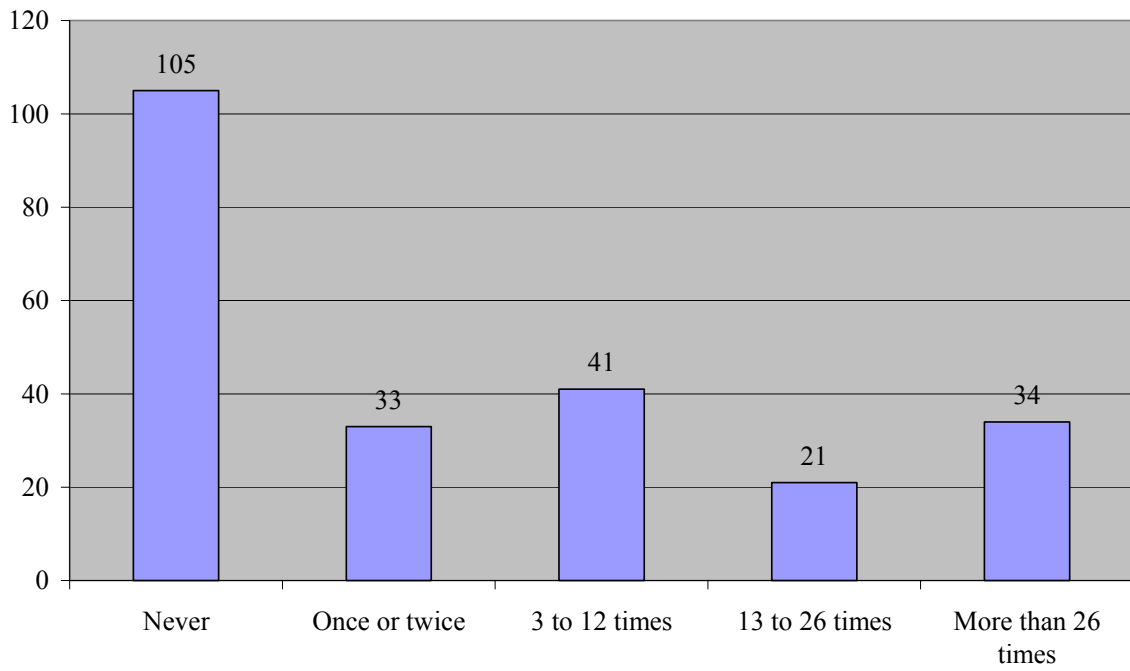
Visited a Mackinaw City park



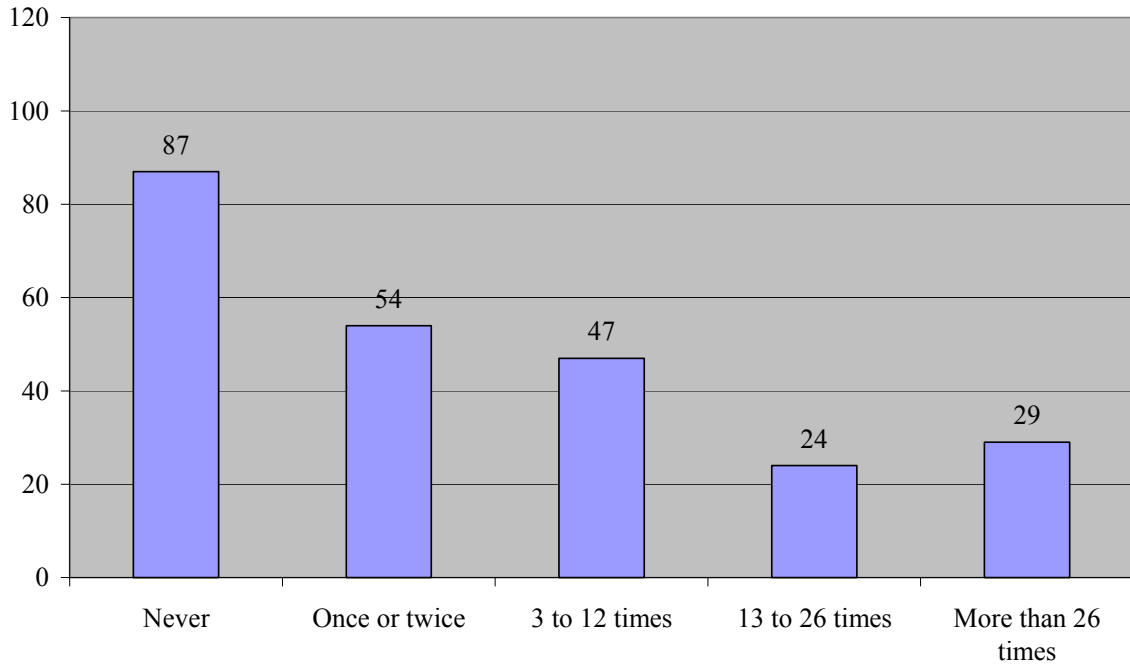
Attended a meeting of local elected officials or other local public meeting



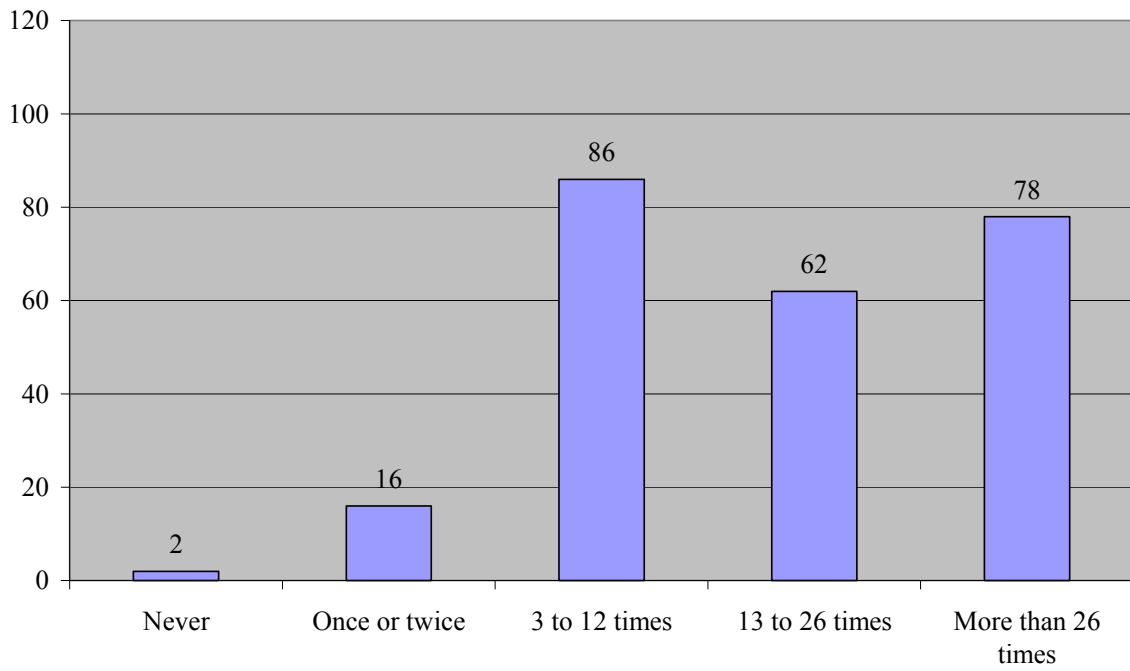
Recycled used paper, cans, or bottles from your home



Volunteered your time to a Mackinaw City group or organization



Dined at a Mackinaw City restaurant



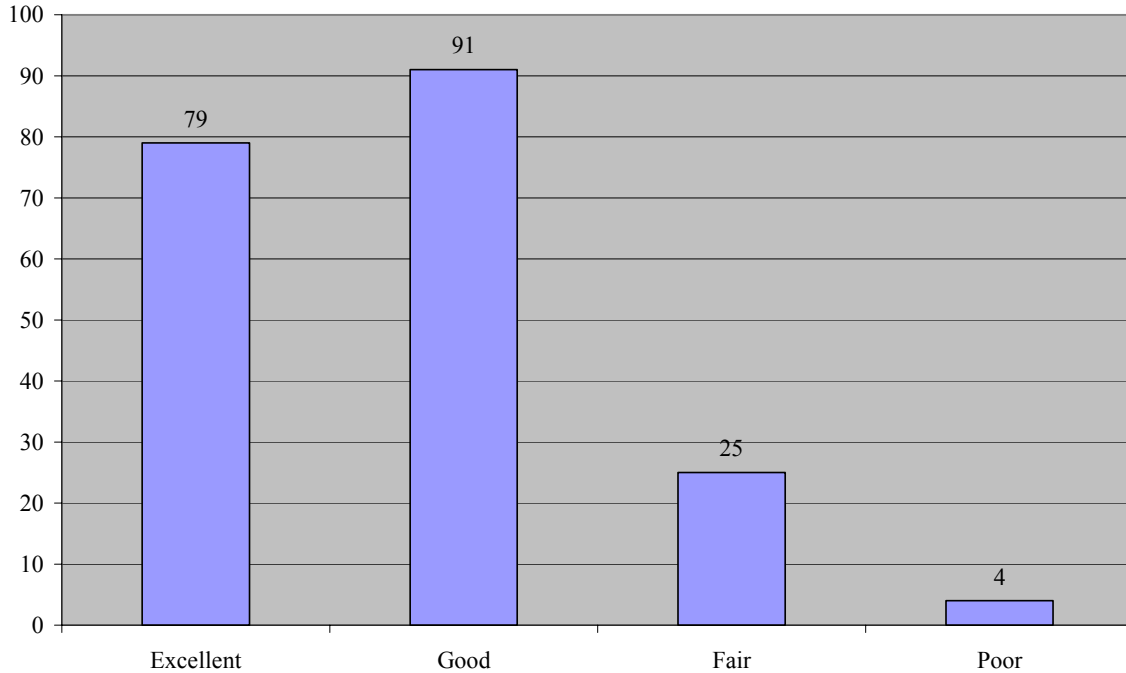
Question 12 – Have you had any contact by phone or in person with an employee of the Village (including police public works employees, village staff, receptionist or any other employee) within the last 12 months?

88% of the respondents who answered this question said they have had contact with a Village employee. However, only 42% of those who responded to the survey answered this question.

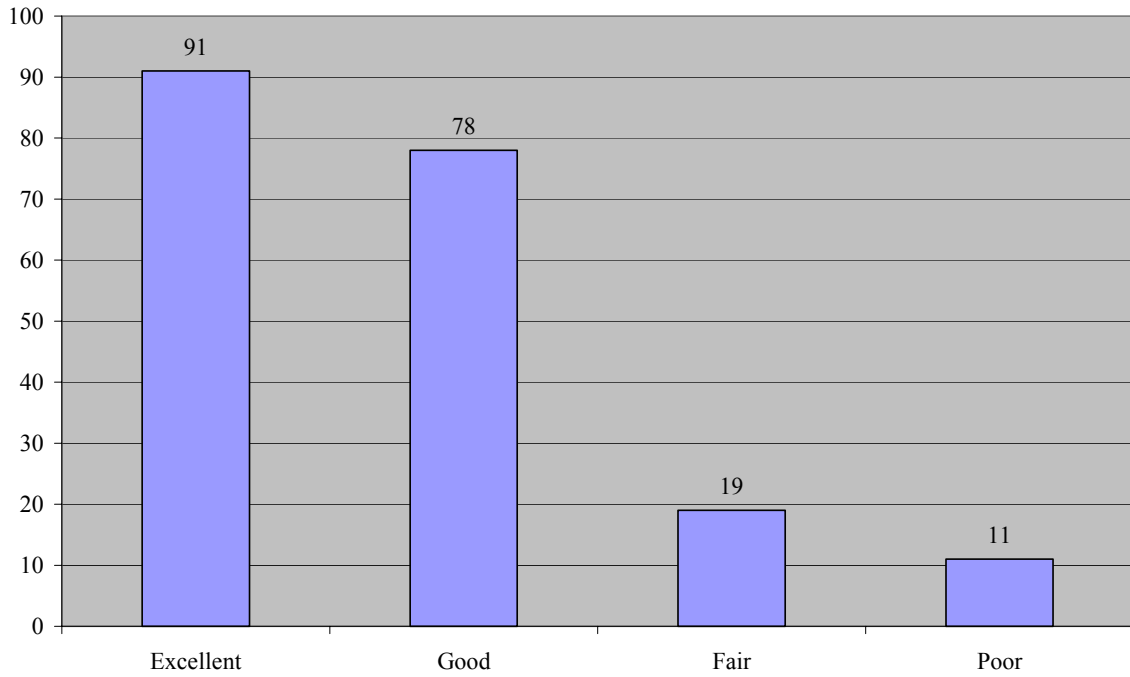
Question 13 – For those who answered “yes” to question 12, in your most recent contact, what was your impression of employees of Mackinaw City?

Respondents were asked to rate Village employees on their knowledge, responsiveness, courtesy, and overall impression. Total number of responses for each category from “excellent” to “poor” are displayed in the following graphs.

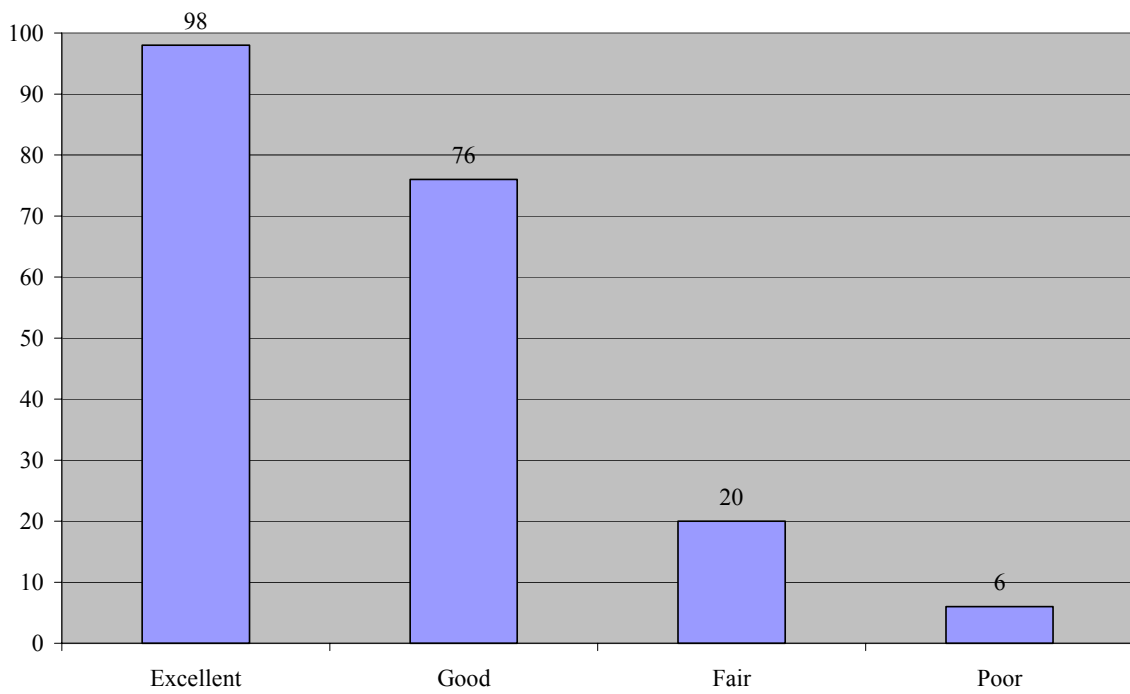
Knowledge



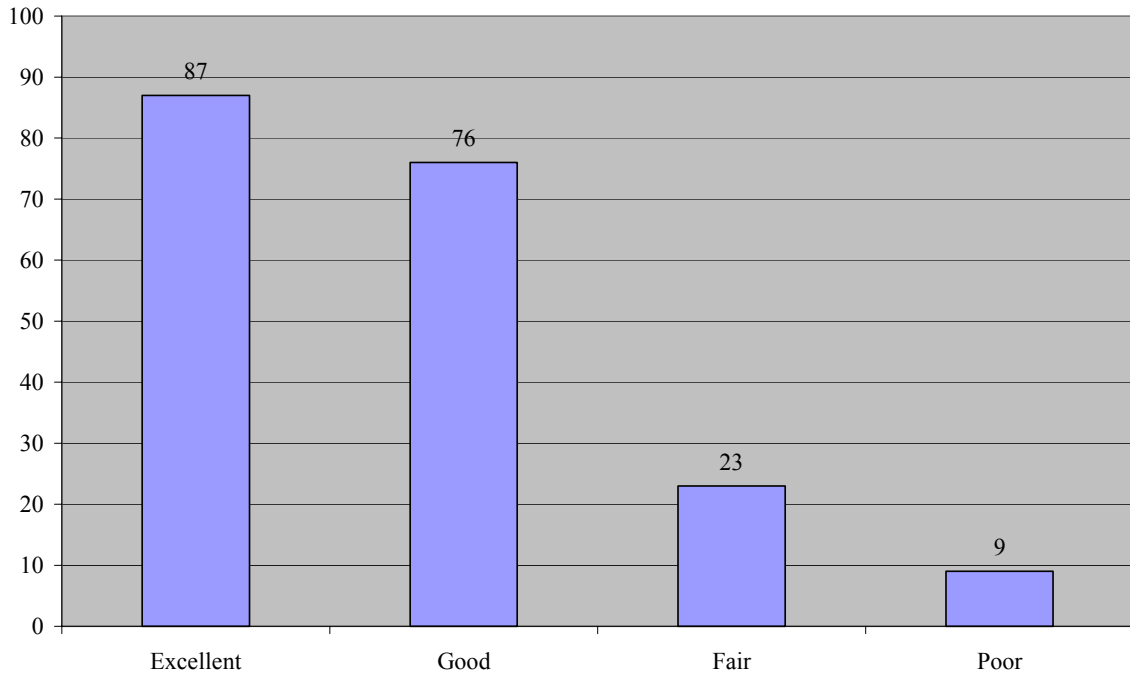
Responsiveness



Courtesy



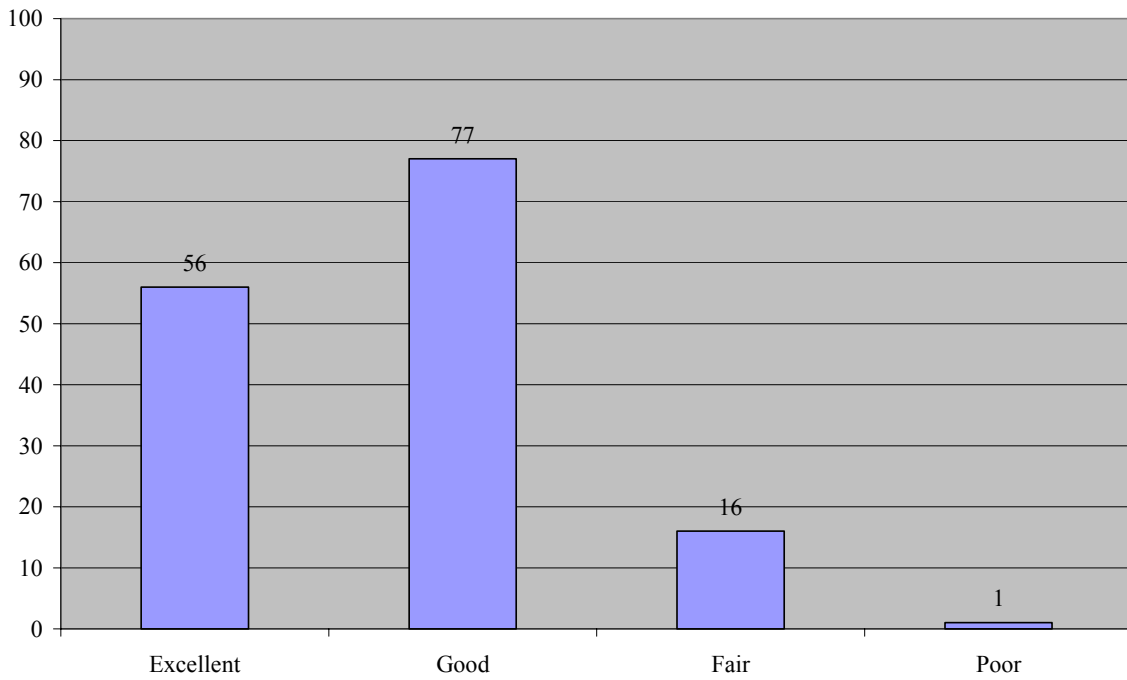
Overall Impression



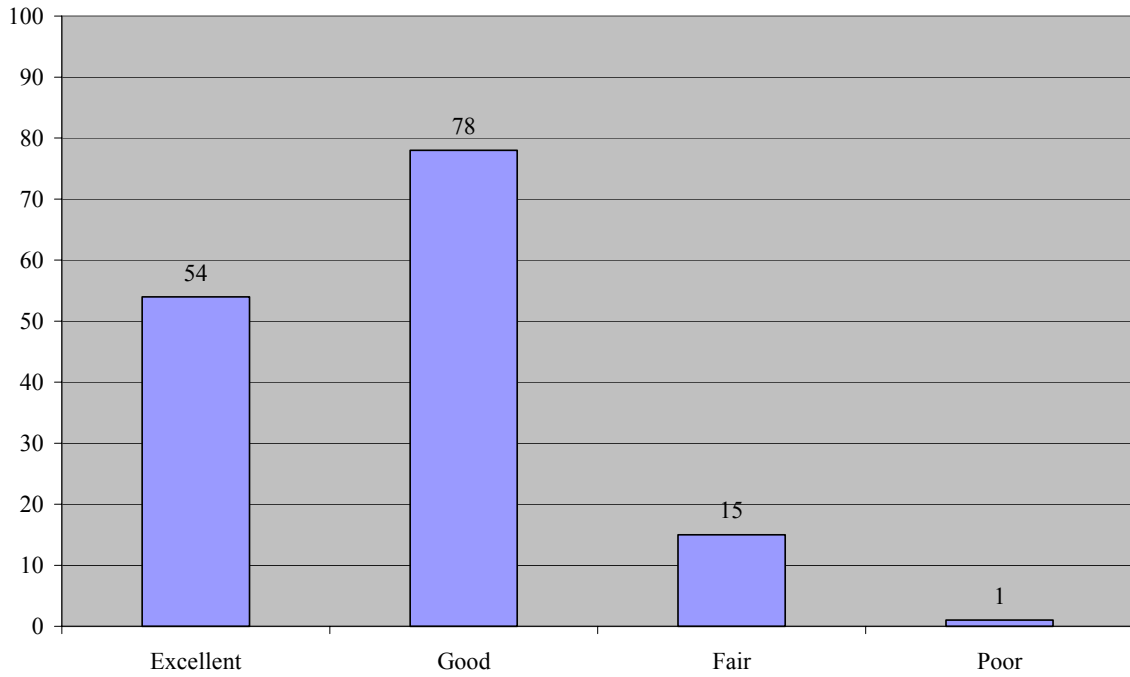
Question 14 – Please rate each of the following Recreational Facilities provided by the Village of Mackinaw City:

Five aspects of the Village’s Recreation Facilities were ranked as *excellent*, *good*, *fair*, or *poor* by the respondents. The total number of responses for each rating is presented in the following graphs.

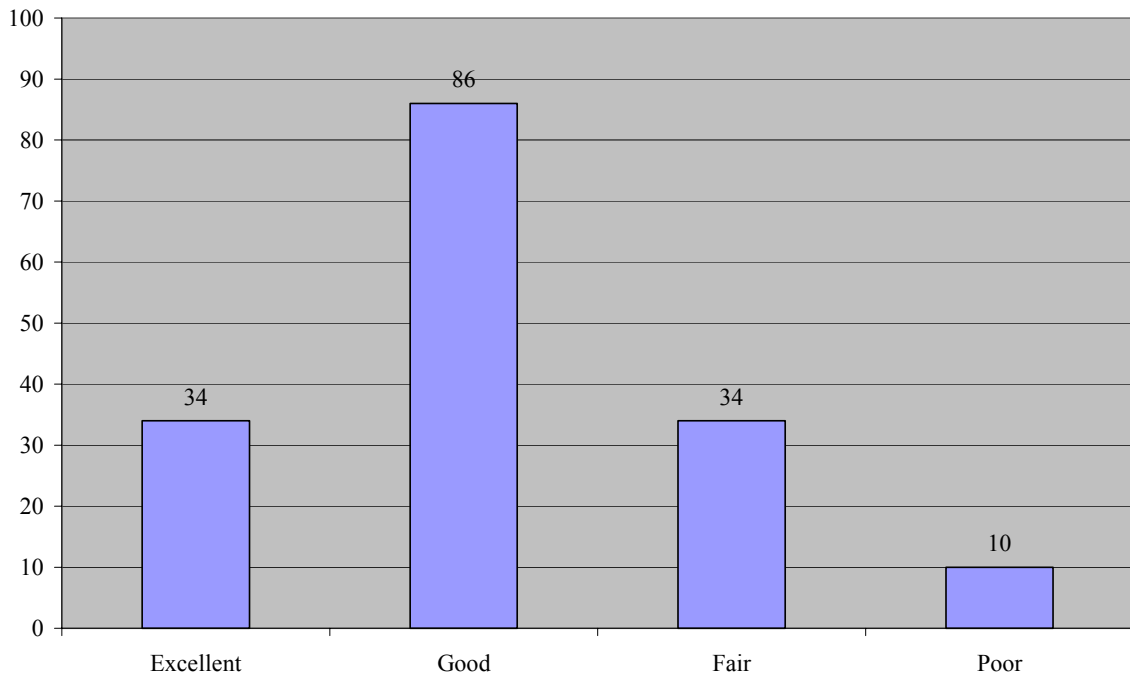
Recreation Center



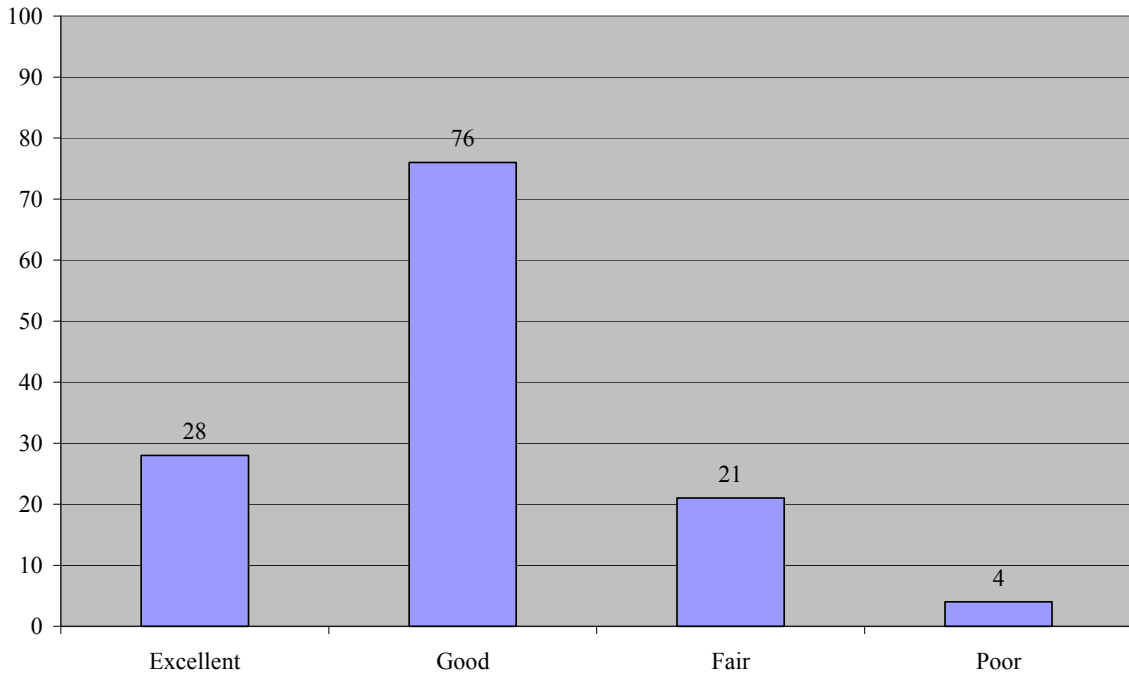
Ball fields



Pavilion/Restrooms



Tennis Courts



Recreational Programs (Basketball, T-Ball, Youth/Adult Baseball/Softball)

