



# City of Plymouth Planning Commission Memorandum

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City of Plymouth  
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TO: Planning Commissioners  
FROM: Greta Bolhuis, AICP, Planning & Community Development Director  
DATE: October 5, 2023  
RE: EPIC-MRA Survey Results

As you are aware, the city engaged EPIC-MRA to conduct a scientifically significant resident survey on topics related to recreation and planning topics to inform the Recreation Master Plan and City Master Plan documents. The Planning Commission reviewed the survey questions at the June 14 and July 12 meetings. The survey was conducted via phone calls the week of September 11, 2023, and had 264 respondents. Attached for your review is the City of Plymouth Citizen Survey Executive Summary and Analysis.

Should you have any questions, please contact me directly.

# **City of Plymouth Citizen Survey September 2023**

Presented by:

**EPIC ■ MRA**

## **EXECUTIVE SUMMARY and DEMOGRAPHIC ANALYSIS**



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## METHODOLOGY

**EPIC ▪ MRA** administered interviews with 264 adult residents residing within the City of Plymouth, Michigan from September 11<sup>th</sup> through September 15<sup>th</sup>, 2023. Respondents were selected utilizing an interval method of randomly selecting records of published residential telephone numbers. In addition, a commercially available list of cell phones - designated as being in the possession of city residents - was obtained. Eighty percent of the sample, or 214 interviews, were completed via cell phone contact. Interviews were terminated if, in response to the initial question of the interview, the respondent reported living somewhere other than in the City of Plymouth.

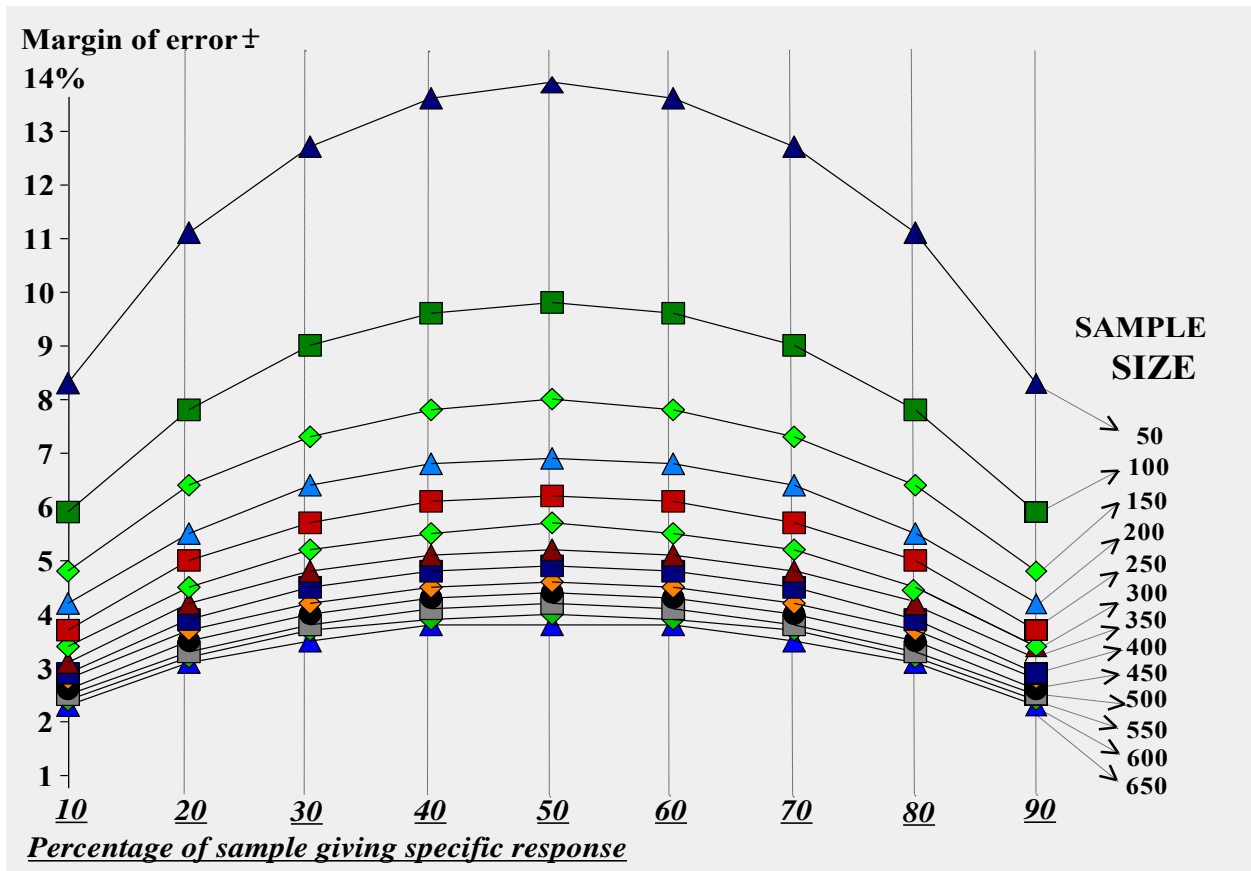
In interpreting survey results, all surveys are subject to error; that is, the results of the survey may differ from those that would have been obtained if the entire populations were interviewed. This “margin of error” quantifies the degree to which random sampling will differ from a survey of the entire population, taking into account, among other things, the disposition of individuals who do not complete the interview. Put another way, the opinions of those who are not randomly selected or who decline to be interviewed, are no more or less likely to be different – within the margin of error – than the opinions of those who complete an interview and are included in the sample. The size of sampling error depends on the total number of respondents to the particular question.

For example, a “Total” Oppose of 52 percent was recorded in response to the hypothetical proposition of, “*Would you strongly favor, somewhat favor, somewhat oppose, or strongly oppose the City of Plymouth allowing duplexes to be built in single-family residential neighborhoods*” (Q. 27). As indicated in the chart that follows, this percentage would have a sampling error of plus or minus 6.0 points. This means that with repeated sampling, it is very likely (95 times out of every 100), the percentage for the entire population would fall between 58 percent and 46 percent, hence 52 percent  $\pm 6.0$  points.

EPIC ▪ MRA SAMPLING ERROR BY PERCENTAGE (AT 95 IN 100 CONFIDENCE LEVEL)

*Percentage of sample giving specific response*

SAMPLE SIZE:	<u>10</u>	<u>20</u>	<u>30</u>	<u>40</u>	<u>50</u>	<u>60</u>	<u>70</u>	<u>80</u>	<u>90</u>	
	% margin of error ±									
650	2.3	3.1	3.5	3.8	3.8	3.8	3.5	3.1	2.3	
600	2.4	3.2	3.7	3.9	4.0	3.9	3.7	3.2	2.4	
550	2.5	3.3	3.8	4.1	4.2	4.1	3.8	3.3	2.5	
500	2.6	3.5	4.0	4.3	4.4	4.3	4.0	3.5	2.6	
450	2.8	3.7	4.2	4.5	4.6	4.5	4.2	3.7	2.8	
400	2.9	3.9	4.5	4.8	4.9	4.8	4.5	3.9	2.9	
350	3.1	4.2	4.8	5.1	5.2	5.1	4.8	4.2	3.1	
300	3.4	4.5	5.2	5.5	5.7	5.5	5.2	4.5	3.4	
250	3.7	5.0	5.7	6.1	6.2	6.1	5.7	5.0	3.7	
200	4.2	5.5	6.4	6.8	6.9	6.8	6.4	5.5	4.2	
150	4.8	6.4	7.3	7.8	8.0	7.8	7.3	6.4	4.8	
100	5.9	7.8	9.0	9.6	9.8	9.6	9.0	7.8	5.9	
50	8.3	11.1	12.7	13.6	13.9	13.6	12.7	11.1	8.3	



## EXECUTIVE SUMMARY

EPIC ▪ MRA was commissioned in September 2023 by the City of Plymouth to measure public opinion about a variety of city-specific features and policies, focusing attention on parks, recreation opportunities, housing, and issues related to them. Questions going to bicycle accommodations, and the effectiveness of ordinances concerning the tree canopy and residential lot landscaping were also tested.

### -- Parks and Recreational Activity Opportunities

There was near unanimity among respondents that recreational activities, special events, and parks enhance home values and provide an economic benefit to the community as a whole; a sentiment quite strongly held. This observation is substantiated by the nearly eight-in-ten respondents who reported being in favor of the city purchasing activity space to replace the space lost to the school district's needs. The value of parks to respondents can also be found in the responses given to which recreational facilities they or a member of their household has . . . *visited within the past year.*

When presented with a list of eleven separate public and/or privately maintained facilities, four of them were City of Plymouth sites – Kellogg, Hines, City neighborhood parks, and Plymouth Cultural Center – which found from 95 percent to 65 percent of respondents reporting affirmatively that a household member had recently visited it. Two private concerns – P.A.R.C. (64%) and private fitness center (58%) – were the only two other venues receiving a majority of respondents reporting visitation. While 65 percent of respondents indicated an “Awareness” of Tonquish Creek Park and Nature Area in an earlier question, just 41 percent reported recent visitation. The Don Massey Baseball/Softball Field received the lowest proportion among city-owned facilities at 22 percent, private dance and art studios received fewer than one-in-five respondents answering in the affirmative about visitation.

Consistent with the number of respondents reporting school-age children in their household (33%), just over one-third of respondents reported that either they and/or another member of their household participates in an organized recreational activity. When asked what park amenities might be preferred in any new space acquired, *Playgrounds* garnered the most responses (14%), but there were more than two dozen other specific responses to this open-ended question. Substantiating this correlation are the results of an open-ended question asking what type of activities these respondents engaged in, where Soccer (21%) and other youth team sports

captured the lion's share of the up-to-four responses solicited. Moreover, an immediately following open-ended question asked respondents to identify any other not-currently-offered activity or league the city might sponsor. In response, half of respondents were unable to offer a specific response, and to the extent any were offered, *Pickleball* was the only item breaking double digits.

Up to three responses were recorded for an open-ended question asking respondents for their preferred method of receiving information about recreational or special events in the city. In all, over a dozen different categories were mentioned, with *Email* (44%) and *Direct mail* (20%) being the two most mentioned modes of communication for this purpose. Other frequently mentioned means were, *City website* (10%), *Facebook* (8%), and *Text Message* (6%).

### -- Bicycles

Again, one-third shows up as the proportion of respondents who were of the opinion that *More* bicycle lanes are needed in the city. Only 15 percent reported their belief that there are *Too Many*, with the balance expressing the opinion that there were *Enough* (21%) or were undecided (6%) on the question. These proportions shifted, however, when it came to opinions about the number of bicycle racks needed. For bike racks, nearly half of respondents (47%) reported *More* were needed, compared to the one-third who believed there are already *Enough*.

For those who expressed that *More* lanes or racks were needed for bicycles, a follow-up open-ended question accepted up-to-two responses as to where the respondent would like to see them located. In the case of bike lanes, Ann Arbor Trail, Main, Penniman, and Harvey together received over half of all of the over fourteen specific responses. As for more bike rack locations, *Downtown* captured nearly one-in-four responses and together with *Kellogg Park* (20%) and *Near Parks* (12%), the three locations account for more than half of thirteen site-specific responses.

### -- Housing

The topic of housing was introduced with a question asking respondents to express whether they believed the City of Plymouth has *Too Many*, *Too Few*, or *About the Right Amount* of multi-family housing units, described as including duplexes, apartments, and townhomes. Opinion was split at 17 percent apiece between “too many” and “too few”, with a strong majority of 58 percent reporting “enough”. In a follow-up question asking if the city should allow more duplexes in residential areas, however, a slim 52 percent majority reported being *Oppose[d]* to the notion, with 37 percent saying they favored the proposition. Importantly, the intensity of

sentiment among opponents of more duplexes – as expressed by the modifier *Strongly* – was nearly two-and-half times that of those expressing support.

Respondents were next given a description of accessory dwelling units (ADUs), which referred to them as separate same-lot detached housing units that may or may not be used for short or long-term rental. The question went on to ask if the respondent would Favor or Oppose allowing ADUs on the second level of detached garages. A strong 59 percent majority were in “favor” of such a proposal compared to the 37 percent expressing opposition, with the intensity of those favoring being slightly higher than intensity of opposition.

The size and height of single-family homes and the height of garages were the next focus of the interview, with each of these three inquiries being a measurement of opinion of about whether the size and height regulations in city ordinance has been observed post-COVID – that is, since March of 2020. As for the size and height of post-COVID construction of single-family homes, respondents were in a statistical tie (46% “yes” – 48% “no”) regarding the appropriateness (not necessarily compliance with city ordinance) of their size, but were more certain about the new construction height, with two-thirds reporting it has been appropriate.

Consistent with their perceptions of the appropriateness of single-family new construction size and height, considerably fewer respondents expressed a belief that the city ordinance specifications governing the height of homes should be *Decreased* (23%), than those reporting a preference for a decrease in size specifications (37%).

When the same pairing of questions was presented regarding the height of detached garages, the results were decidedly more lopsided than with single-family homes. Perhaps reflecting the receptivity to ADUs discussed above, over three-quarters of respondents perceived the height of post-COVID detached garages as being appropriate and only 10 percent expressed a preference for the city to decrease the height specifications for these structures.

## **-- Trees and Landscaping**

Respondents were informed that a 2017 city ordinance aimed to increase the number of trees in the city and were then asked if they believed if *Enough*, *Too Much*, or *Too Little* was done in this regard. The next question posed the same inquiry regarding a 2023 ordinance setting the minimum square footage of landscaped area on all residential property. As can be seen in the comparison of results chart below, the greatest area of disparity between the results lies in the volunteered response of *Unaware* of the ordinance, which is over three times higher in the case of the landscaping ordinance than the ordinance concerning trees.



2017 Tree Ordinance		2023 Landscaping Ordinance
48%	Done Enough	42%
29%	Done Too Little	21%
10%	Done Too Much	7%
5%	Unaware (volunteered)	18%
8%	Undecided	12%

### -- Upshot of the Findings

The residents of the City of Plymouth value their parks and the recreational opportunities available to them. So much so, most report at least one household member having visited a park within the last year. Moreover, they overwhelmingly say “yes” in response to a question generally asking if the city should expend funds to replace green space (and its attendant youth sports programming) lost to the school district. It is cautioned, however, that this question did not apprise respondents of many important particulars of such a purchase (i.e., cost, location, etc.), so any official decisions in this regard should not place too much reliance on this single result to a very generalized proposition.

One-third of respondents expressed a preference for more bicycle lanes to be established, with four major thoroughfares dominating the specific locales named as where they should be located. Unlike with bike lanes, a strong plurality of respondents reported a preference for the city to provide more bicycle racks. Kellogg Park and Downtown were overwhelmingly named as the preferred places for the location of more bike racks.

As for local availability of multi-family housing, a strong majority of residents express the belief that there is the right amount of these types of dwellings, and they are opposed to allowing duplexes in neighborhoods otherwise filled with single-family homes. These findings notwithstanding, there is great receptivity to the city allowing ADUs to be established on the second level of detached garages; a finding consistent with the three-quarters of respondents’ perceptions’ that the height of post-COVID construction of garages has been “appropriate”, and the only one-in-ten expressing a desire to see this garage height specification “decreased”.

Unlike the questions regarding garage heights, there is greater difference of opinion when it comes to the size of single-family homes. There is a virtual tie in perception concerning the “appropriateness” of post-COVID construction home size and nearly two-of-five respondents

express a preference for the ordinance regulating home size decrease the allowed mass of new homes. As for the height of homes, respondent sentiment is not nearly as acute as it is regarding home size and indeed, is closer to the proportions expressed about garage heights.

### QUESTION-BY-QUESTION RESULTS

#### -- Value of Recreation Opportunities and Green Space – Q’s. 2 & 3

Two initial survey questions – the presentation of which was rotated – went to respondents’ perceptions of the economic benefit of maintained parks and availability of recreation activities have for the community as a whole and residents’ home values, particularly. The available response options were, *A lot, Some, Only a little, and No benefit at all.*

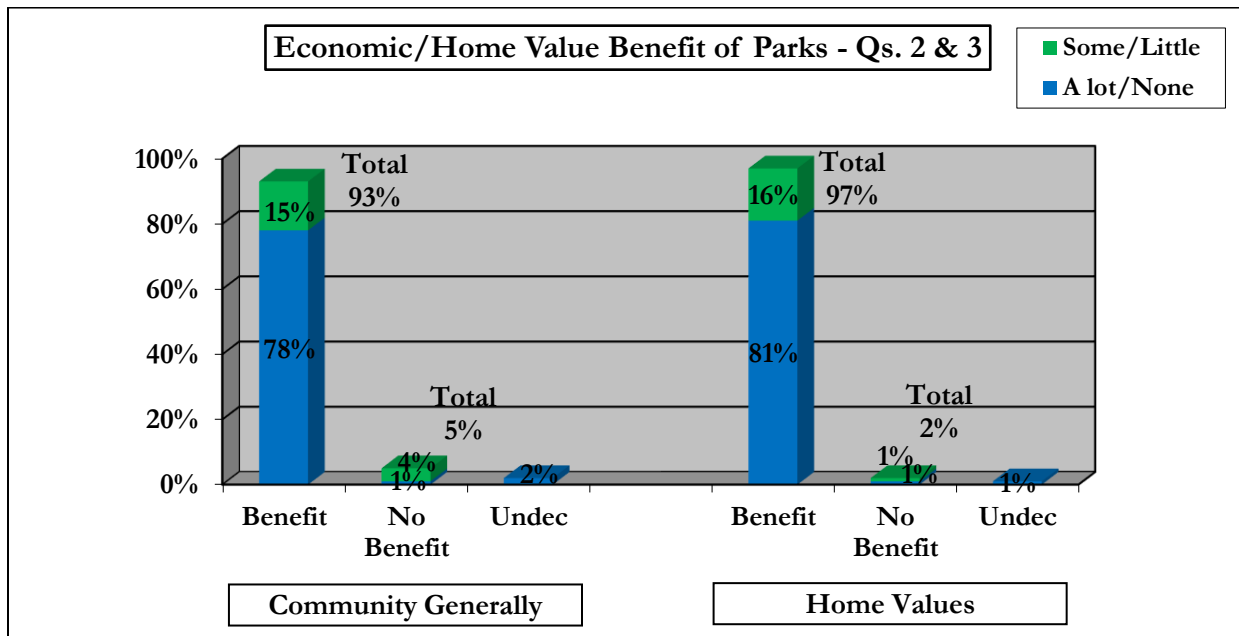
The questions read:

*How much of an economic benefit do you believe that Recreational Activities, Special Events and Park provide to the Plymouth Community?*

and,

*How much do you believe that maintained parks and green spaces enhance the property values of homes in the Plymouth Community?*

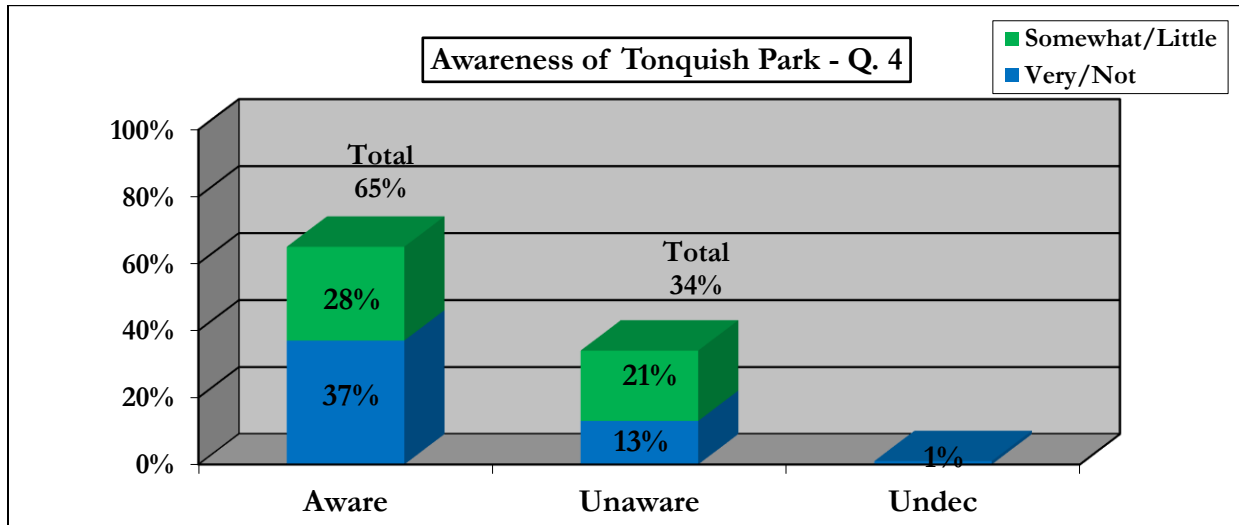
The chart below illustrates the results for these two questions:



*With such overwhelming results, subgroup breakouts are not instructive.*

#### -- Awareness of Tonquish Creek Park and Nature Area – Q. 4

Respondents were next asked to assess their level of awareness of the Tonquish Creek Park and Nature area. The available responses for awareness levels were : *Very, Somewhat, Only a little, and Not aware at all.* The graph that follows illustrates that just under two-out-of-three respondents reported at least “somewhat” aware of the existence of Tonquish.



Subgroups reporting “Little/Not at all” in proportions greater than the norm of the combined 34% included:

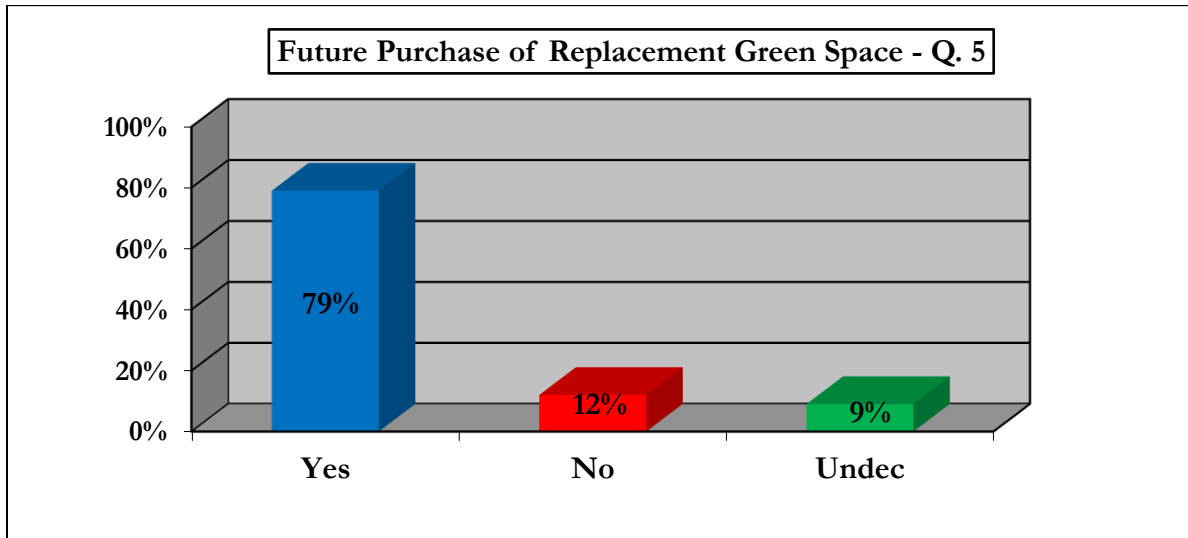
- 53% Visited Tonquish – No
- 52% Residency – 1-5 Years
- 50% Visited Any Park – No
- 48% Age 18-34
- 42% Bike Lanes – Need more
- 45% Visited PARC – No
- 44% Home Sizes Right after COVID? – Yes
- 44% Parks Enhance Home Values – Little/Not at all
- 42% Home Size Ordinance – Don’t change
- 40% Visited Don Massey – No
- Garage Height Ordinance – Increase
- Tree Ordinance – Done Enough

Subgroups reporting “Very/Somewhat” in proportions greater than the norm of the combined 65% included:

- 91% Visited Tonquish – Yes
- 85% Visited Private Dance – Yes
- 82% Visited Don Massey – Yes
- 80% Landscape Ordinance – Too Little
- 78% Garage Height Ordinance – Decrease
- 77% Recreation Participation – HH member
- 76% Home Sizes Right after COVID? – No
- Home Size Ordinance – Decrease
- Home Height Ordinance – Decrease
- Residency – 16+ Years
- 75% Home Height Right after COVID? – No
- 71% Visited PARC – Yes
- 72% Number of Multi-Family – Too Few
- Garage Height Right after COVID – No
- Tree Ordinance – Too Little
- Children at Home? – Yes
- 70% Bike Racks – Enough
- Visited Private Gym – Yes
- Age 50-64
- Age 65+

**-- Future Possible Purchase of Land for Parks – Q. 5**

Respondents were told the city had lost activity space due to the needs of the school district. They were then asked if they would be in favor of the city’s future purchase of vacant land to replace the green space lost to the school district and reestablish recreational programs eliminated due to that loss. As can be seen in the graph below, nearly eight-in-ten respondents reported *Yes* in response to this framing of the question.



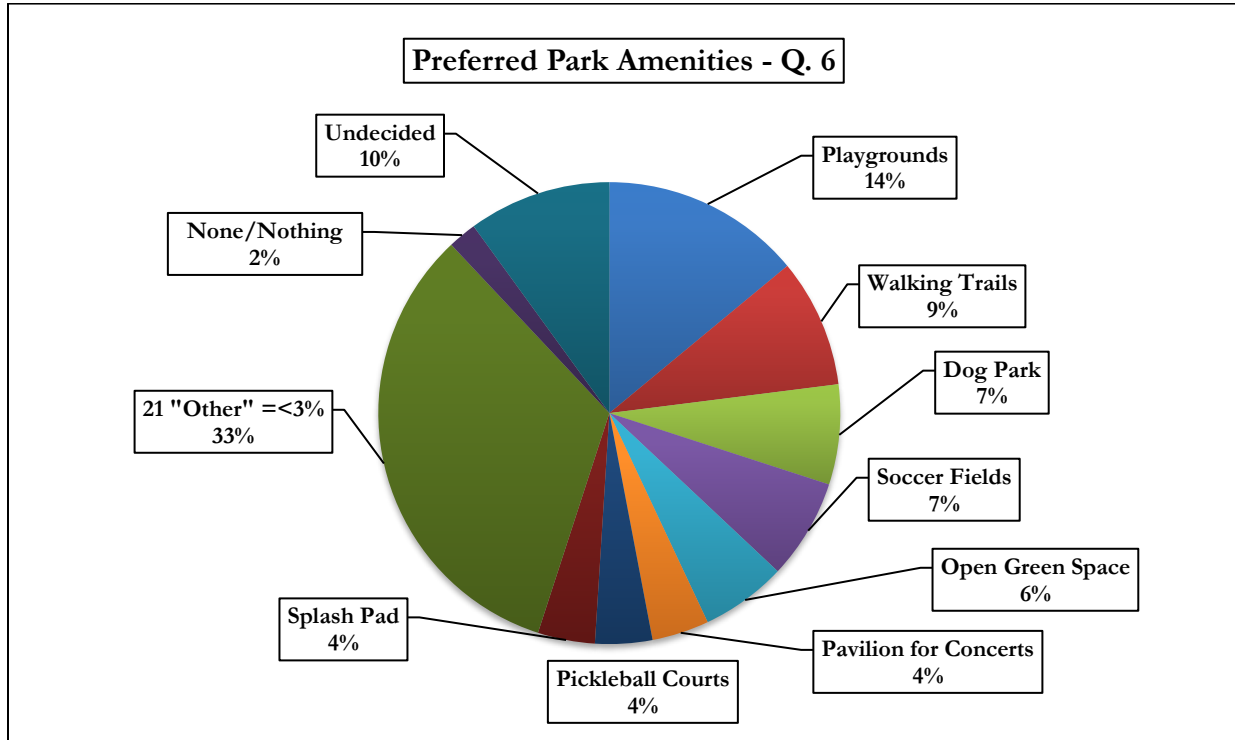
*Subgroups reporting “No” in proportions greater than the norm of 12% included:*

- 26% *Parks’ Economic Benefit to Community – Little/None*
- 23% *Bike Lanes – Too Many*
- 21% *Parks’ Benefit to Home Values – Little/None*
- 19% *Age 65+*
- 18% *Allow ADU’s – Oppose*
- Landscape Ordinance – Too Little*
- 17% *Recreation Participation – HH member*
- Bike Racks – Enough*

**-- Preferred Park Amenities – Q. 6**

Respondents were next presented with an opportunity to express their preference for which park amenities should be included if additional funding for park development became available to the city. In response to this open-ended question, 29 separate categories of park amenities were reported, including two percent responding, *None/nothing*. The only specifically mentioned item reaching double digits – at 14 percent – was *Playgrounds/Playscapes*. Several of the other specifically mentioned categories could arguably be grouped together to reach double digits (e.g., *tennis courts, pickleball courts, basketball courts, baseball fields, soccer fields, and athletic fields generally*), but the unique requirements of each of these courts and

fields argued for separate categorization. The chart below illustrates the distribution of responses for the eight specific responses garnering four percent or more mentions, along with those 10 percent who were *undecided*.



Subgroups reporting "Playgrounds" in proportions greater than the norm of 14% included:

- 26% Visited Don Massey – Yes
- 23% Bike Lanes – Too Many
- 20% Bike Racks – Enough
- 19% Bike Lanes – Enough
- Allow ADUs – Oppose

Subgroups reporting "Dog Park" in proportions greater than the norm of 7% included:

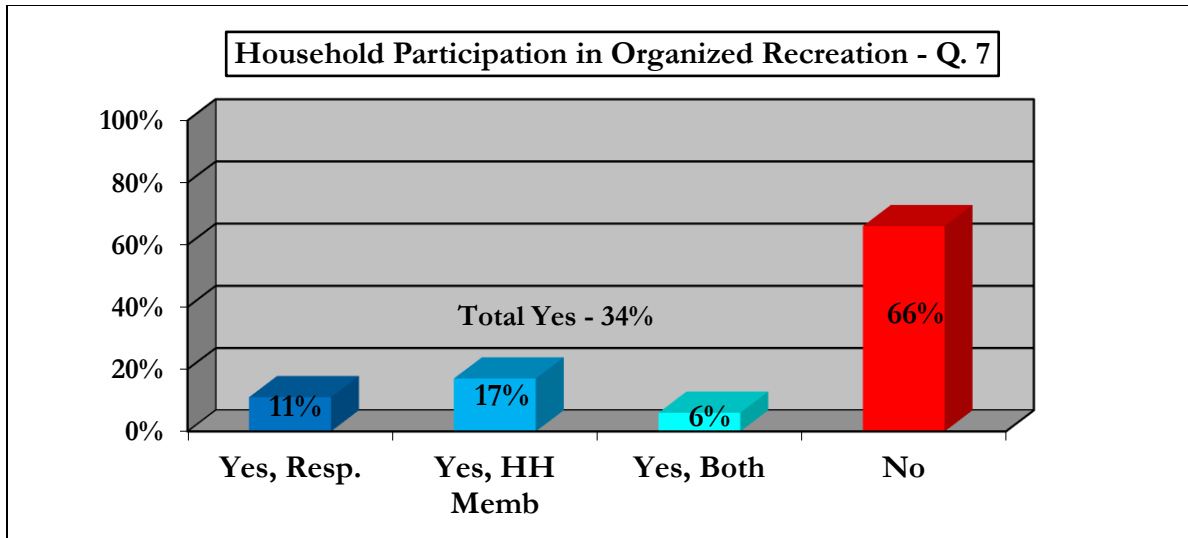
- 15% Residency – 1-5 Years
- 11% Visited PARC – Yes
- Home Heights Right after COVID? – No

Subgroups reporting "Open Space" in proportions greater than the norm of 6% included:

- 12% Tree Ordinance – Too Little
- Age 18-34

## -- Participation in Organized Recreational Activities – Q. 7

An even two-thirds of respondents reported that neither they nor any other member of their household *participate[s] in a recreational or athletic program organized by a league or association*.



Subgroups reporting “Yes” in proportions greater than the norm of the combined 34% included:

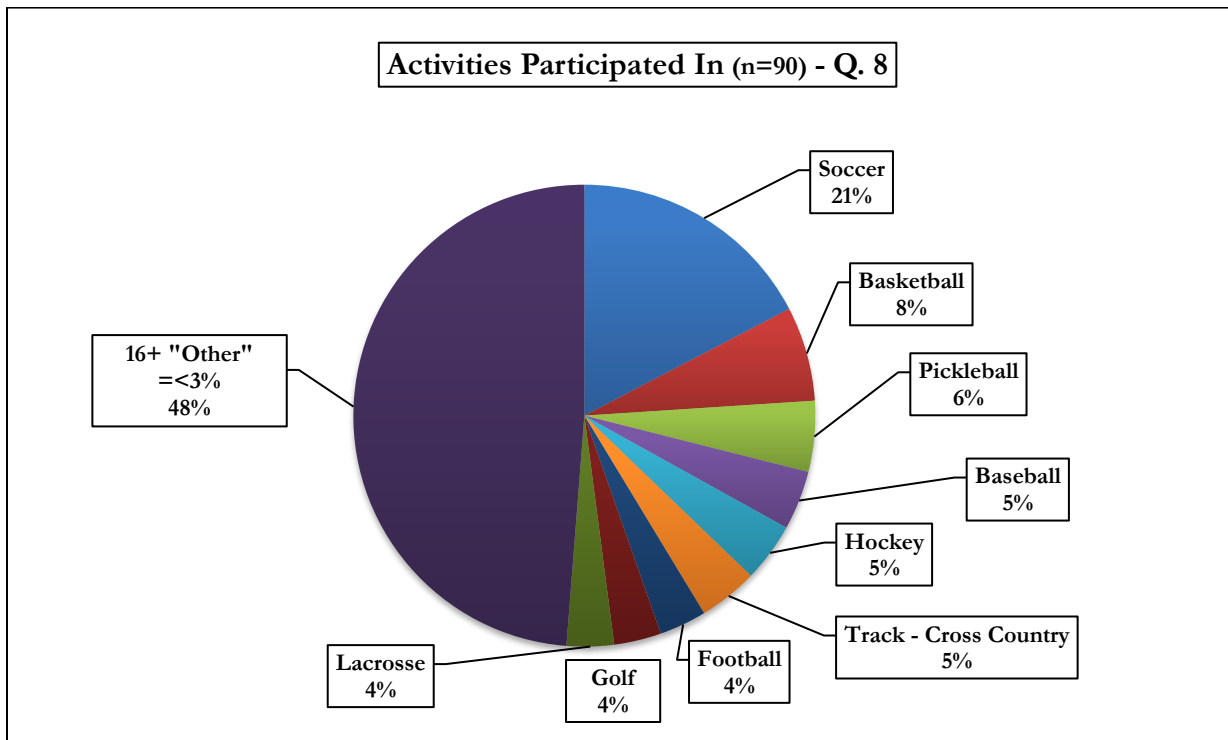
- 71% Age 35-49
- 65% Children at Home? – Yes
- 53% Visited School Playground – Yes
- 49% Visited Private Dance – Yes
- Visited Private Art – Yes
- Residency – 6-15 Years
- 48% Info Source – Text Message
- 44% Visited PARC – Yes
- Visited Don Massey – Yes
- 43% Visited Cultural Center – Yes
- 41% Visited Tonquish – Yes
- 39% Visted Private Gym – Yes
- Info Source – Facebook

Subgroups reporting “No” in proportions greater than the norm of 66% included:

- 85% School Playground – Haven’t Visited
- Age 65+
- 83% Cultural Center – Haven’t Visited
- PARC -- Haven't Visited
- 81% Children at Home? – No
- 76% Parks’ Economic Benefit to Community – Little/None
- Age 18-34
- 75% Parks Enhance Home Values – Little/Not at all
- 74% Residency – 1-5 Years
- 73% Private Gym – Haven’t Visited
- Age 50-64
- Residency 16+ Years
- 71% Tonquish – Unaware
- Info Source – Direct Mail
- Garage Height Ordinance – Increase

**-- Types of Organized Recreational Activities – Q. 8**

Respondents reporting household participation in organized recreation activities in the previous question (n=90) were asked which types of activities the household members engaged in. Up to four responses were allowed in this open-ended question. This resulted in over 26 separate categories of activities being recorded, with over 16 of them being mentioned by three percent or fewer of the respondents. The following chart illustrates the distribution of the predominant responses:



Subgroups reporting “Soccer” in proportions greater than the norm of 21% included:

- 28% Home Size Ordinance – Decrease
- 27% Home Sizes Right after COVID? – No
- Garage Height Right after COVID – Yes
- Children at Home – Yes
- Residency 6-15 Years
- 26% Recreation Participation – HH member

With a total n-size of 90 for this question, further subset analysis would not be instructive.

**-- What New Recreational Activities to Add? – Q. 9**

All respondents were asked to identify any new *activities, recreational or athletic programs, or leagues*, the City of Plymouth should offer that are not currently offered. Unlike



the results of Question 6, which asked what types of facilities respondents would like to see more of should the city find funding for it, this “new activities” question produced 50 percent of the sample to report either *Nothing/None* (14%) or *Undecided* (36%), compared to the combined 12 percent not offering a specific response in the previous question.

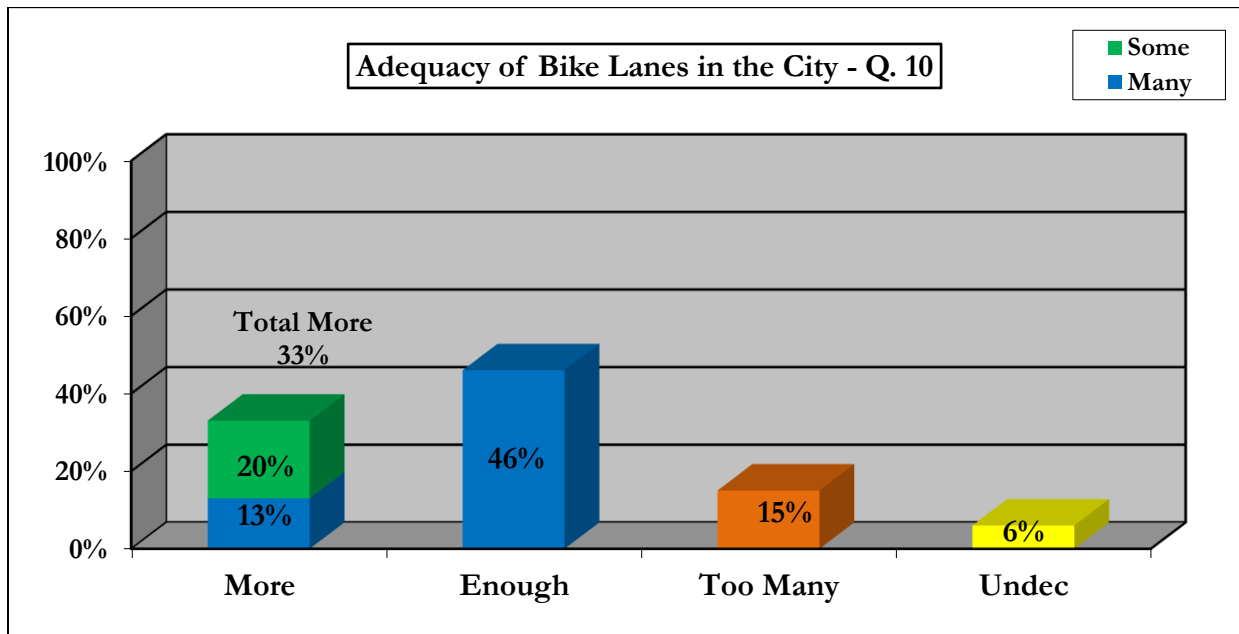
As with the prior question, however, the responses covered a wide range of activities covering over 19 separate categories. The highest proportions of specific activity responses were: *Pickleball* (12%), *Tennis* (5%), with *Soccer* and *Swimming* at four percent each. The remaining cited activities garnered three percent or less of the responses from the 132 respondents naming a specific activity in answer to this question.

*Subgroups reporting “Pickleball” in proportions greater than the norm of 12% included:*

- 19% Age 50-64
- Residency 1-5 Years
- 17% Age 35-49

**-- Adequacy of Bicycle Lanes – Q. 10**

The interview moved next to a series of questions involving the city’s attention to bike traffic. In the first of this series, all respondents were asked to report their perception of the adequacy of the number of bicycle lanes throughout the city. The response options for this inquiry were: *Enough*, *Too many*, and *Too few*. If a respondent reported their belief that there were too few lanes, they were asked to offer a gradation of *Many* or *Some*, to describe how many more lanes are needed. The graph below illustrates the distribution of responses:



Subgroups reporting “More” in proportions greater than the norm of the combined 33% included:

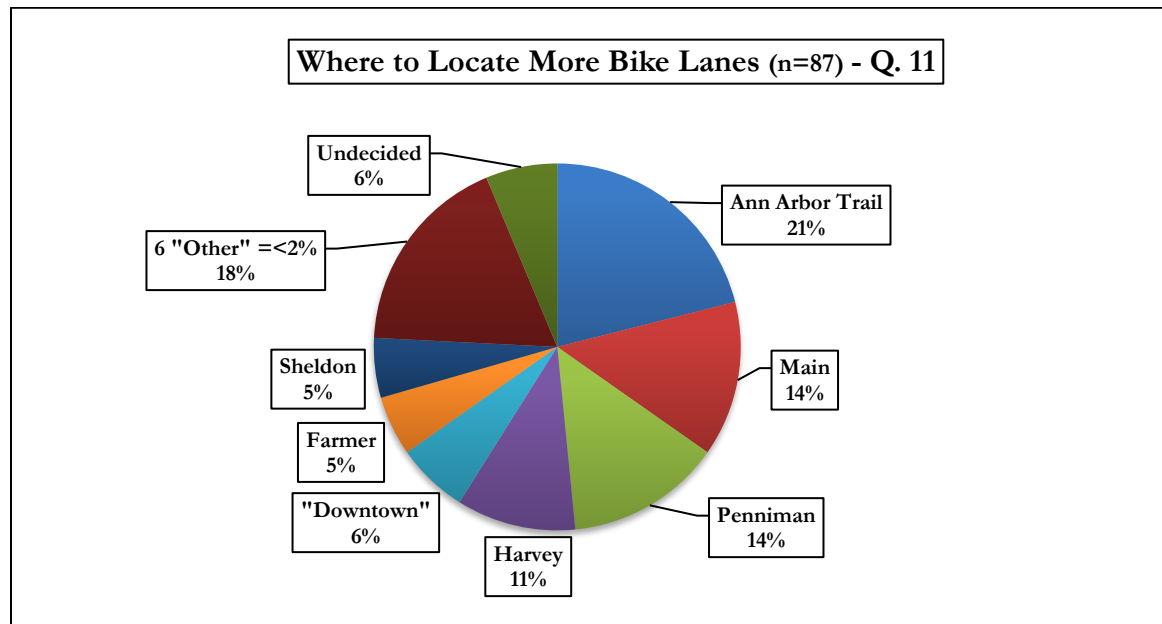
- 51% Garage Height Ordinance – Increase
- 49% Bike Lanes – More
- Info Source – Direct Mail
- 45% Landscape Ordinance – Too Little
- 43% Allow More Duplexes – Favor
- 41% Home Height Ordinance – Decrease
- 40% Tonquish – Not Aware
- Age 18-34
- 38% Tree Ordinance – Too Little

Subgroups reporting “Too many” in proportions greater than the norm of 15% included:

- 29% Parks’ Economic Benefit to Community – Little/None
- 20% Multi-Family Housing – More
- Home Sizes Right after COVID? – No
- Garage Height Ordinance – Increase
- 19% Age 65+

**-- Where to Create More Bicycle Lanes? – Q. 11**

For the eighty-seven respondents reporting an opinion that “More” bike lanes were needed, a follow-up question asked them to identify where in the city they would like to see them located. Over 14 separate locations were named in response to this question, which allowed up to two responses to be recorded. The top cited locations are illustrated in the chart below:



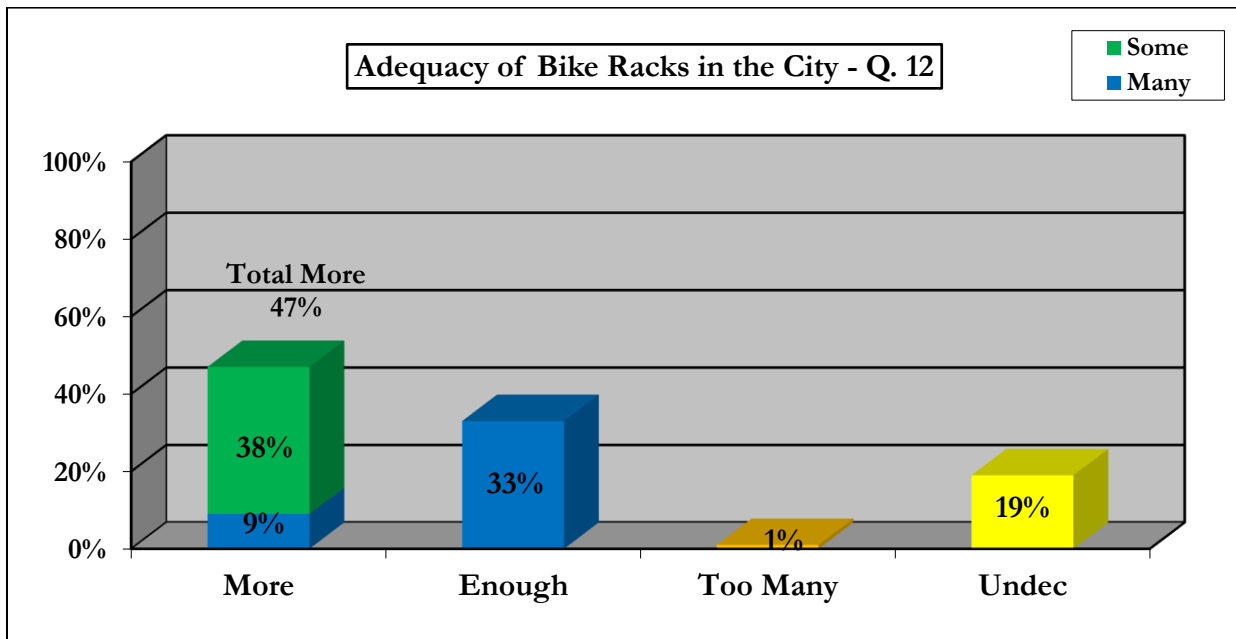
Subgroups reporting “Ann Arbor Trail” in proportions greater than the norm of 20% included:

- 26% Tonquish – Aware
- Visited School Playground – Yes

With a total n-size of 87 for this question, further subset analysis would not be instructive.

**-- Sufficient Number of Bike Racks – Q. 12**

In a question framed like the preceding question regarding bike lanes, respondents were asked to report if they believed there were *Enough*, *Too many*, or if *More* bike racks were needed in the city. Again, for those reporting “more”, a follow-up asked them to assess the degree to which they believed more were needed by selecting either *Many* or *Some* as a gradation option. As the graph below illustrates, a plurality of respondents expressed the opinion that “more” bike racks are needed throughout the city.



*Subgroups reporting “More” in proportions greater than the norm of the combined 47% included:*

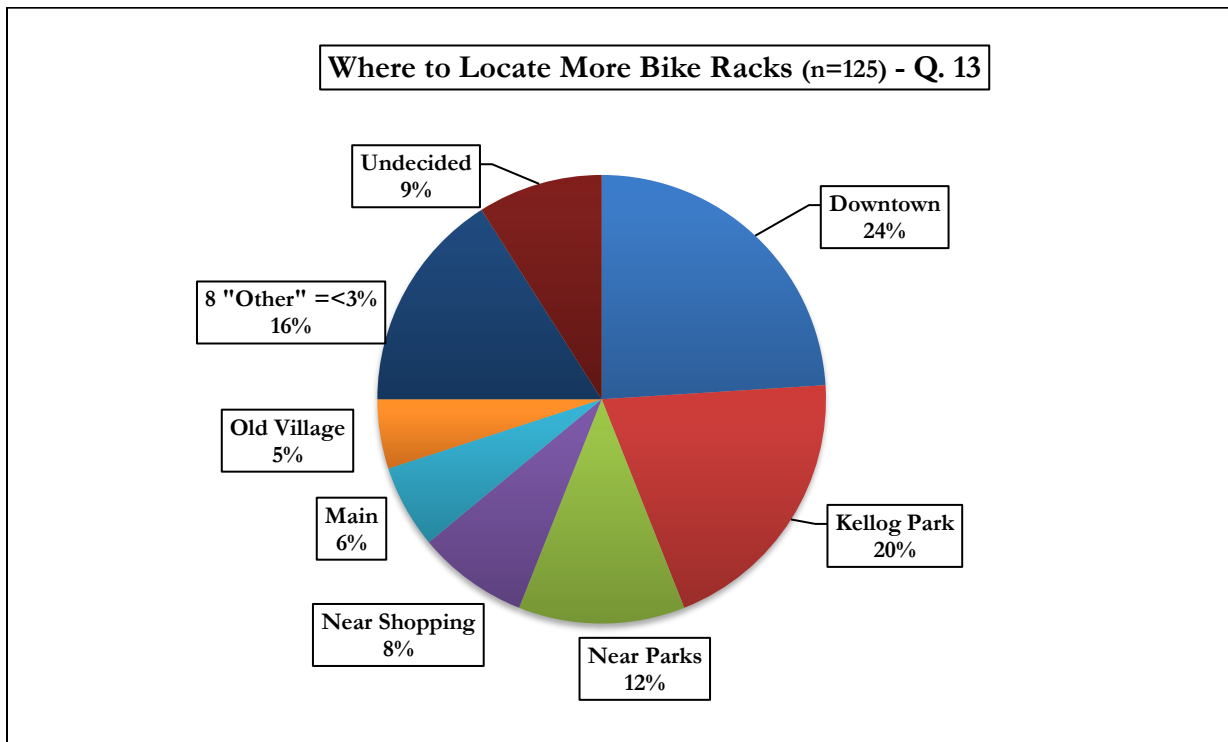
- 70% *Bike Lanes – More*
- 64% *Age 18-34*
- 62% *Residency – 1-5 Years*
- 61% *Visited Private Art Studio – Yes*
- Landscape Ordinance – Too Little*
- 57% *Home Height Ordinance – Decrease*
- Tree Ordinance – Too Little*
- 55% *Visited PARC – Yes*
- 56% *Home Size Ordinance – Decrease*
- 54% *Visited Private Gym – Yes*
- 53% *Info Source – Email*
- Home Heights Right after COVID? – No*
- 52% *Parks’ Economic Benefit to Community – A Lot/Some*
- Visited School Playground – Yes*
- Home Sizes Right after COVID? – No*

Subgroups reporting “Enough” in proportions greater than the norm of 33% included:

- 48% Recreation Participation – HH member
- 45% Bike Lanes – Enough
- 43% Parks’ Economic Benefit to Community – Little/None
- 42% Children at Home? – Yes
- 41% Garage Height Ordinance – Increase
- 40% Visited Don Massey – Yes
- Home Sizes Right after COVID? – Yes
- Landscape Ordinance – Enough
- 38% Parks Enhance Home Values – Little/Not at all

**-- Where to Locate More Bike Racks? – Q. 13**

For those reporting an opinion that “More” bike racks were needed, a follow-up question asked them to identify where in the city they would like to see the racks located. Again, over 14 separate locations were named in response to this question, which allowed up to two responses to be recorded, with Downtown and Kellog Park capturing the lion’s share of responses. The top cited locations are illustrated in the chart below:



Subgroups reporting “Downtown” in proportions greater than the norm of 24% included:

- 39% Residency – 6-15 Years
- 37% Visited a Private Gym – No
- 30% Bike Lanes – Enough
- Multi-Family Housing – About Right
- Home Size Ordinance – Keep the Same
- 29% Info Source – Direct Mail

**-- Measurement of Park and Recreation Facility Attendance – Qs. 14-24**

The next section of the interview presented respondents with names or descriptions of eleven separate City-owned or commercial facilities and asked them to report if anyone in their household had visited the location in the past year. The individual names/descriptions were presented in a rotated fashion to avoid possible bias introduced by a static order of presentation.

As can be seen in the chart that follows, six of the eleven items presented garnered more than half of respondents answering in the affirmative, with three of them receiving a well-in-excess of 80 percent affirmative proportion. Commercially owned art and dance studios received an affirmative response from fewer than one-in-five respondents.

The following chart illustrates the responses to each of the eleven presented items, sorted in order of highest to lowest respondent household member visitation.

***INTRO TO Q.14:** Now I would like to read a list of recreational facilities to you. For each, please tell me if you or any other members of your household have visited that facility within the past year. The first one is...*

<b>[READ AND ROTATED]</b>	<b><u>YES</u></b>	<b><u>NO</u></b>	<b><u>UND/REF</u></b>
Kellogg Park	95%	5%	---
Hines Park	90%	10%	---
Any City Neighborhood Park	87%	13%	---
Plymouth Cultural Center	65%	34%	1%
P.A.R.C. (the privately owned, former Central Middle School)	64%	36%	0%
Any commercially owned fitness center or gym	58%	42%	---
Any school playground or gymnasium	49%	51%	0%
Tonquish Creek Park and Nature Area	41%	58%	1%
Don Massey Baseball / Softball Field	22%	78%	0%
Any commercially owned art studio	18%	82%	---
Any commercially owned dance studio	13%	86%	1%

*Subgroups reporting “No” for the Plymouth Cultural Center in proportions greater than the norm of 34% included:*

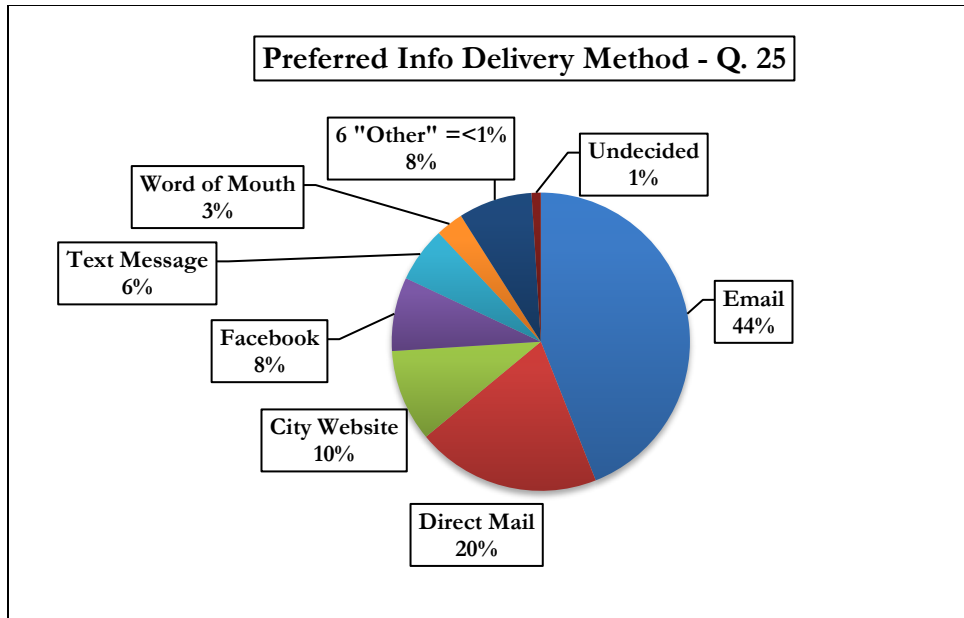
- 56% *Visited PARC – No*  
*Residency – 1-5 Years*
- 48% *Age 18-34*
- 43% *Recreation Participation – No HH members*
- 40% *Visited School Playground – No*  
*Age 65+*
- 41% *Info Source – Direct Mail*
- 39% *Visited Private Gym – No*  
*Children at Home? – No*
- 38% *Multi-Family Housing – More*  
*Home Size Ordinance – Keep the Same*  
*Tree Ordinance – Enough*

*Subgroups reporting “No” for the P.A..R.C. in proportions greater than the norm of 36% included:*

- 59% *Visited Cultural Center – No*
- 50% *Parks’ Economic Benefit to Community – Little/None*  
*Visited Tonquish – No*
- 48% *Visited School Playground – No*
- 47% *Tonquish – Unaware*  
*Info Source – Direct Mail*  
*Children at Home? – No*
- 45% *Parks Enhance Home Values – Little/Not at all*  
*Recreation Participation – No HH members*  
*Age 65+*  
*Residency – 1-5 Years*
- 42% *Allow More Duplexes – Favor*
- 41% *Visited Private Dance – No*  
*Multi-Family Housing – More*
- 40% *Bike Lanes – Too Many*  
*Bike Racks – Enough*  
*Visited Private Art Studio – No*  
*Home Size Ordinance – Keep the Same*  
*Age 50-64*

## **-- Preferred Mode of Learning About Activities/Events – Q. 25**

As a follow-up to the visitation measurement battery, respondents were asked their preferred method of receiving information about recreation and special events. Up to two responses were recorded, with the top method being *Email* (44%), followed by *Direct Mail* (20%), and the *City Website* (10%). The following chart illustrates the distribution of the major responses:



Subgroups reporting "Email" in proportions greater than the norm of 44% included:

- 54% Children at Home? – Yes
- 53% Visited Art Studio – Yes
- 52% Recreation Participation – HH members
- 51% Home Size Ordinance – Decrease
- Home Height Ordinance – Decrease
- 50% Home Sizes Right after COVID? – No
- 49% Visited PARC – Yes
- Visited School Playground – Yes

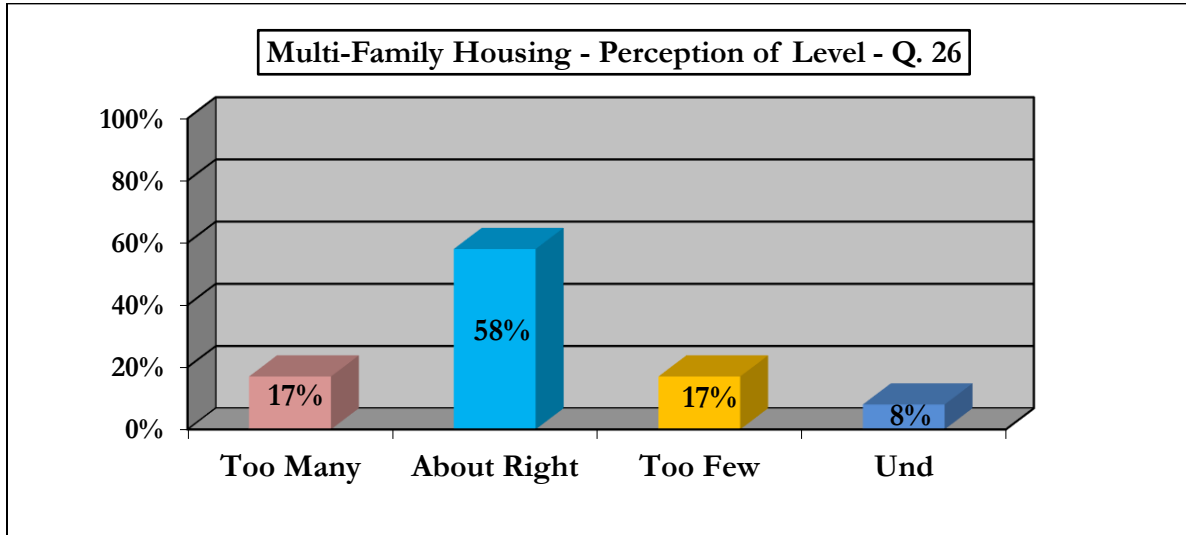
Subgroups reporting "Direct Mail" in proportions greater than the norm of 20% included:

- 27% Bike Lanes – More
- Visited PARC – No
- Age 65+
- 26% Parks' Economic Benefit to Community – Little/None
- 25% Parks Enhance Home Values – Little/Not at all
- Visited Cultural Center – No
- Visited School Playground – No
- Landscape Ordinance – Too Little
- Children at Home? – No

## -- Opinion About Multi-Family Housing – Q. 26

The interview next turned to the topic of housing in Plymouth, beginning with a question describing different types of multi-family housing such as duplexes and apartments. The question then solicited the opinion of respondents as to whether they believed the City of Plymouth currently has *Too many*, *Too few*, or the *Right amount* of multi-family housing units.

As illustrated in the graph below, a strong 58 percent majority of respondents selected the “right amount” answer option.



*Subgroups reporting “Too many” in proportions greater than the norm of 17% included:*

- 35% *Bike Lanes – Too Many*
- 29% *Parkland Replacement Purchase – No*
- 28% *Allow More Duplexes – Oppose*
- 27% *Age 65+*
- 25% *Parks’ Economic Benefit to Community – Little/None*
- Home Height Ordinance – Decrease*
- 23% *Tree Ordinance – Too Little*
- Residency – 16+ Years*

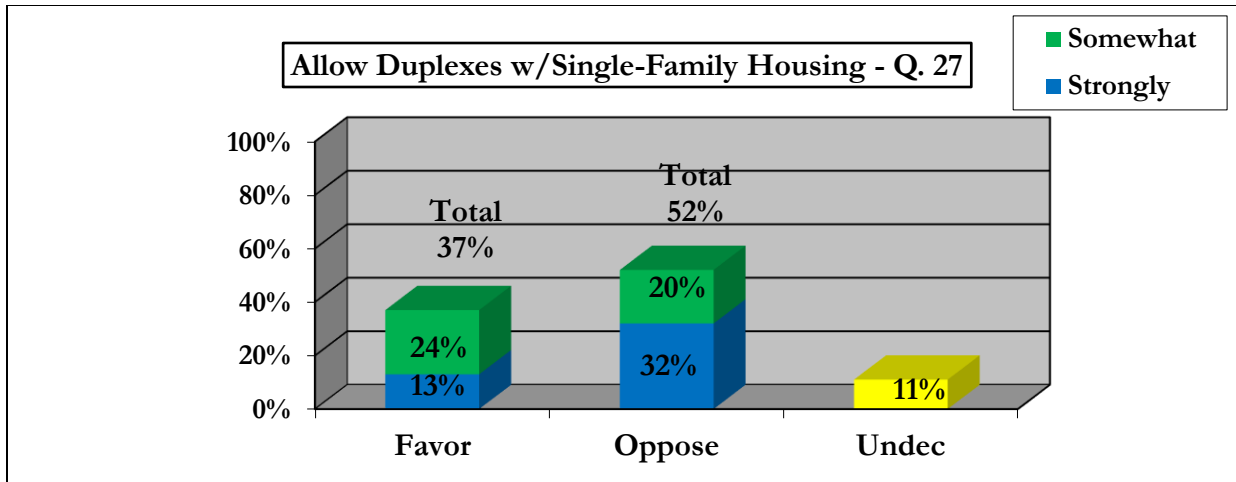
*Subgroups reporting “Too few” in proportions greater than the norm of 17% included:*

- 38% *Garage Height Ordinance – Increase*
- 32% *Age 18-34*
- 35% *Bike Lanes – Need More*
- 29% *Landscape Ordinance – Unaware*
- 25% *Home Height Right after COVID? – No*
- Home Height Ordinance – Decrease*

**-- Favor/Oppose Duplexes in Single-Family Neighborhoods – Q. 28**

After asking respondents about their perception of the sufficiency of the number of multi-family housing units in the city, the interview next inquired of them if they would *Favor* or *Oppose* (with each of these responses having the further modifiers of *Strongly* and *Somewhat* recited as an available response) allowing duplexes to be built in single-family residential neighborhoods. As the graph below illustrates, a majority of respondents registered opposition, with better than half of the overall total being of the *Strongly* oppose variety.





Subgroups reporting “Favor” in proportions greater than the total norm of 37% included:

- 56% Age 18-34
- 54% Garage Height Ordinance – Increase
- 50% Allow ADUs – Favor
- 48% Bike Lanes – Need More
- Multi-Family Housing – More
- 43% Visited PARC – No
- 42% Recreation Participation – Respondent
- Info Source – Direct Mail
- Residency – 6-15 Years
- 41% Tonquish – Unaware

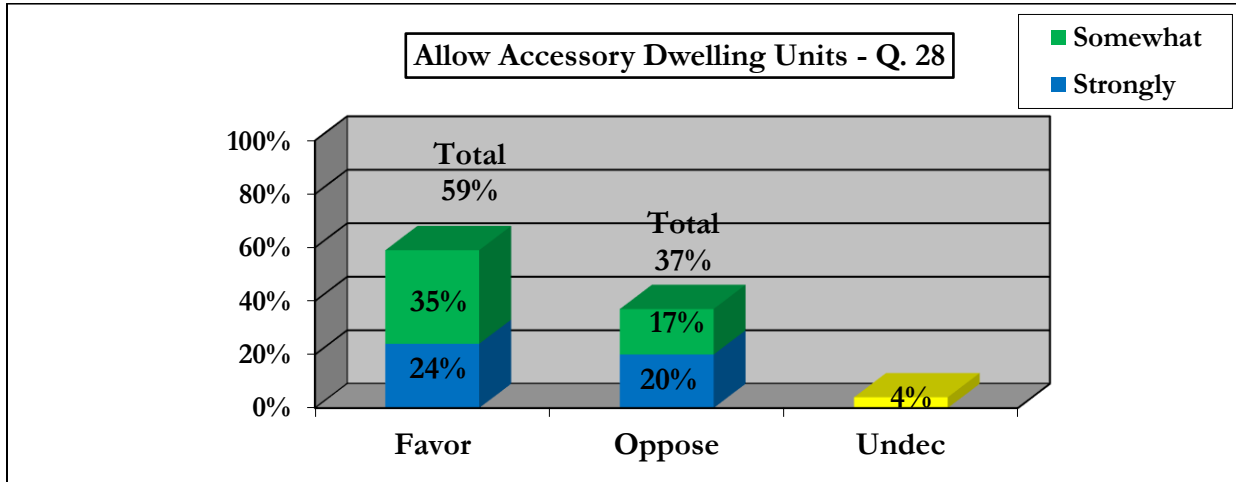
Subgroups reporting “Oppose” in proportions greater than the total norm of 52% included

- 72% Allow ADUs – Oppose
- 67% Parks Enhance Home Values – Little/Not at all
- 64% Bike Lanes – Too Many
- 62% Age 65+
- Residency 1-5 Years
- 60% Bike Lanes – Enough
- 59% Age 50-64
- 58% Bike Racks – Enough
- Visited Tonquish – No
- 57% Recreation Participation – HH Members
- Visited Don Massey – No
- Multi-Family Housing – About Right
- Home Sizes Right after COVID? – Yes
- Garage Height Ordinance – Don’t Change

**-- Favor/Oppose 2<sup>nd</sup> Level Garage ADU – Q. 28**

After providing a description of accessory dwelling units – including their utilization as long and short-term rentals – solicitation of *Favor* or *Oppose* to the city allowing this type of dwelling to be established on the second level of detached garages was made to respondents. For further refinement of the responses, if a respondent reported “Favor” or “Oppose”, a gradation of intensity of the sentiment was asked to be assigned in the form of, *Strongly* or *Somewhat*.

As is illustrated in the graph below, there is a strong majority support for the proposition of allowing ADU’s as described, although, as a proportion of the respective totals, proponents express their sentiment more intensely than do those who oppose the proposition.



Subgroups reporting “Favor” in proportions greater than the total norm of 59% included:

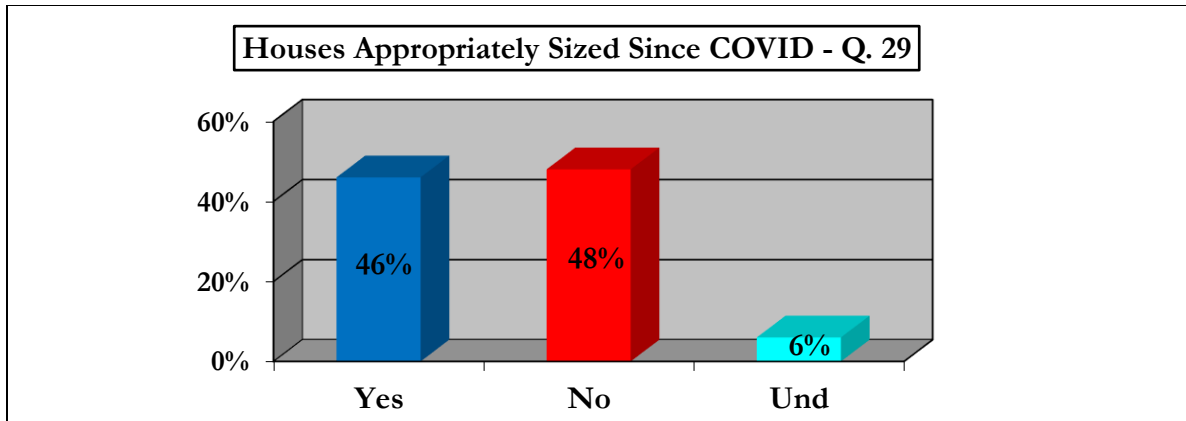
- 81% Allow More Duplexes – Favor
- 73% Visited Art Studio – Yes
- 68% Age 18-34
- 67% Residency – 6-15 Years
- 66% Visited Tonquish – Yes
- 65% Home Height Right after COVID? – No
- Landscape Ordinance – Unaware
- Age 35-49
- 64% Parkland Replacement Purchase – Yes
- Bike Lanes – Too Many
- Tree Ordinance – Too Little
- Landscape Ordinance – Too Little
- 63% Home Height Ordinance – Decrease

Subgroups reporting “Oppose” in proportions greater than the total norm of 37% included:

- 45% Age 50-64
- 43% Bike Lanes – Enough
- 42% Parks Enhance Home Values – Little/Not at all
- Bike Lanes – Enough
- Visited Tonquish – No
- Home Size Ordinance – Decrease

**-- Size and Mass of Single-Family Homes Since COVID – Q. 29**

Using March of 2020 as a frame of reference, respondents were asked – after being informed that the city has ordinances controlling their mass and size – if the homes built in the city since the designated calendar point of the COVID onset have been appropriately sized. The graph below illustrates the nearly even split in opinion regarding this question:



Subgroups reporting “Yes” in proportions greater than the total norm of 46% included:

- 72% Home Size Ordinance – Keep the Same
- 69% Residency – 1-5 Years
- 61% Home Height Right after COVID? – Yes
- 59% Tonquish – Unaware
- 58% Garage Height Ordinance – Increase
- 56% Bike Racks – Enough
- Visited Don Massey – Yes
- 55% Visited Private Art Studio – Yes
- Home Height Ordinance – Keep the Same
- Garage Height Right after COVID – Yes
- 54% Landscape Ordinance – Enough
- 52% Bike Lanes – Enough
- Multi-Family Housing – About Right
- 51% Visited Private Gym – Yes
- Allow More Duplexes – Oppose
- Garage Height Ordinance – Keep the Same

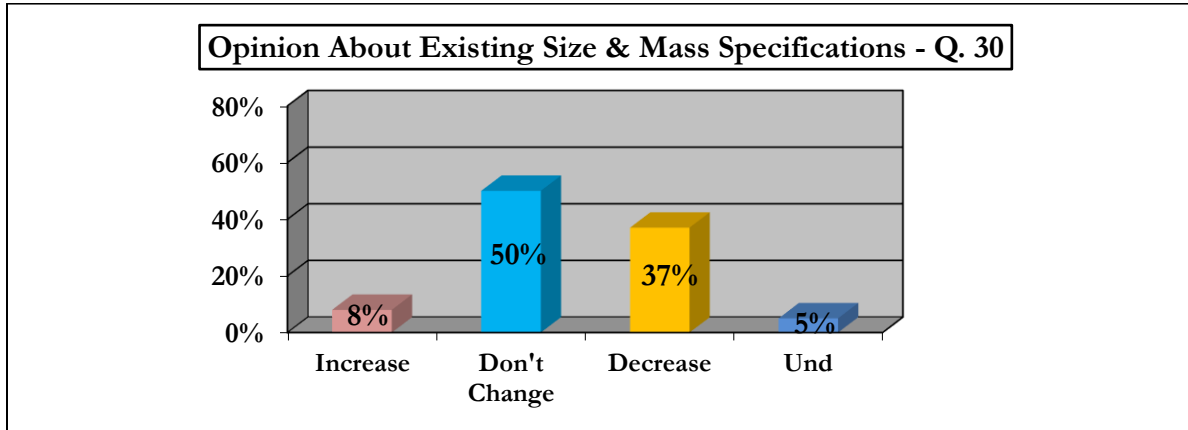
Subgroups reporting “No” in proportions greater than the total norm of 48% included:

- 94% Home Size Ordinance – Decrease
- 85% Home Height Ordinance – Decrease
- 83% Home Height Right after COVID? – No
- 66% Bike Lanes – Too Many
- 64% Landscape Ordinance – Too Little
- 57% Age 65+
- 56% Tonquish – Unaware
- Multi-Family Housing – More
- 54% Recreation Participation – HH Members
- Age 50-64
- Residency – 16+ Years
- 53% Bike Racks – Need More
- Visited Tonquish – Yes
- Visited PARC – Yes
- Visited Private Gym – Yes

**-- Citizen Opinion About Home Mass & Size Ordinance – Q. 30**

The next housing-related question asked respondents to select which of three recited options regarding the size and mass of single-family homes the existing Plymouth City ordinance allows. The response options offered were to – *Increase, Decrease, or Not change* – the existing

ordinance’s size and mass specifications. One-half of respondents opted for the status quo, with slightly under four-in-ten expressing a preference for a decrease in the size and mass specifications. The following chart illustrates the distribution of responses:



Subgroups reporting “Decrease” in proportions greater than the total norm of 37% included:

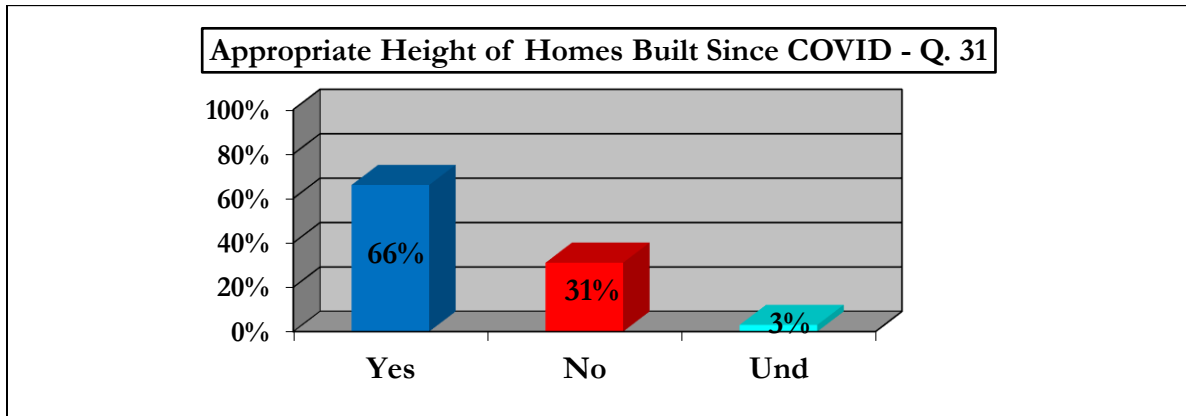
- 72% Home Sizes Right after COVID? – No
- 67% Home Height Right after COVID? – No
- 61% Landscape Ordinance – Too Little
- 47% Recreation Participation – HH Members
- 46% Multi-Family Housing – Need More
- Tree Ordinance – Too Little
- 44% Visited Tonquish – Yes
- Children at Home? – Yes
- Age 35-49
- 43% Tonquish – Aware
- Bike Lanes – Too Many
- Bike Racks – More
- 42% Visited School Playground – Yes

Subgroups reporting “Don’t change” in proportions greater than the total norm of 50% included:

- 79% Home Sizes Right after COVID? – Yes
- 74% Residency – 1-5 Years
- 64% Home Height Right after COVID? – Yes
- Home Height Ordinance – Keep the Same
- 61% Tonquish – Aware
- 60% Age 18-34
- 59% Tree Ordinance – Too Much
- 58% Parks Enhance Home Values – Little/Not at all
- 57% Multi-Family Housing – About Right
- Garage Height Right after COVID – Yes
- 56% Bike Racks – Enough
- Visited School Playground – No
- Tree Ordinance – Enough
- Landscape Ordinance – Enough
- 55% Visited Cultural Center – No
- Visited PARC – No
- Garage Height Ordinance – Increase
- Tree Ordinance – Enough
- 54% Visited Tonquish – No

**-- Height of Single-Family Homes Since COVID – Q. 31**

In a reprise of the question regarding new home mass and size constructed since March of 2020, respondents were asked – after being informed that the city has ordinances controlling the height of single family homes – if the homes built in the city since the COVID onset have been of the appropriate height. The graph below illustrates the distribution of responses to this question about the height of homes built since March of 2020:



Subgroups reporting “Yes” in proportions greater than the total norm of 66% included:

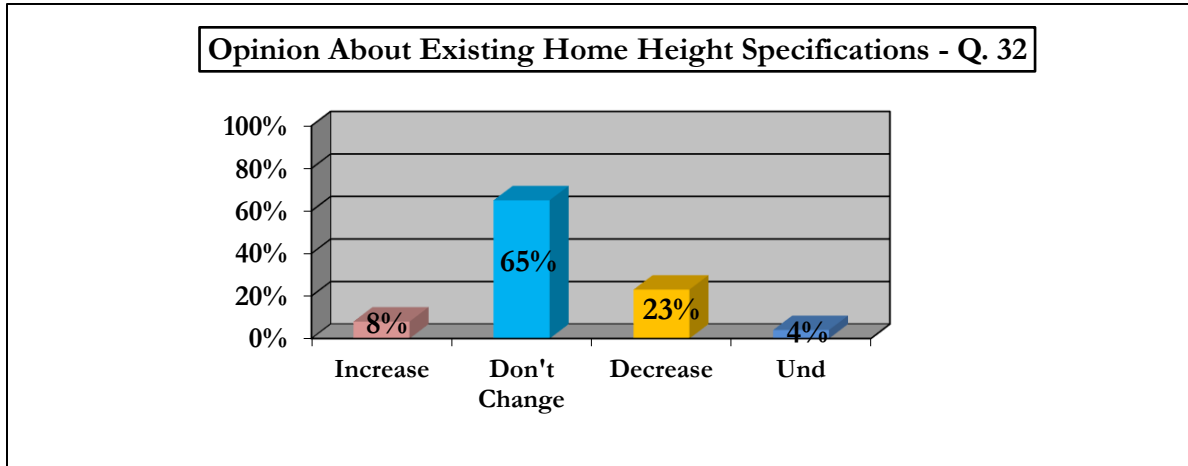
- 89% Home Height Ordinance – Keep the Same
- 87% Home Sizes Right after COVID? – Yes
- 84% Home Size Ordinance – Keep the Same
- 80% Age 18-34
- 79% Visited Private Art Studio – Yes
- Garage Height Right after COVID – Yes
- Residency – 1-5 Years
- 77% Garage Height Ordinance – Increase
- 76% Landscape Ordinance – Enough
- 74% Parks’ Economic Benefit to Community – Little/None
- Visited Don Massey – Yes
- Garage Height Ordinance – Keep the Same
- 73% Tonquish – Aware
- Bike Racks – Enough
- 72% Multi-Family Housing – About Right
- 71% Allow ADUs – Oppose
- Tree Ordinance – Enough
- Residency – 6-15 Years

Subgroups reporting “No” in proportions greater than the total norm of 31% included:

- 93% Home Height Ordinance – Decrease
- 56% Home Size Ordinance – Decrease
- 53% Home Sizes Right after COVID? – No
- 47% Landscape Ordinance – Unaware
- 41% Multi-Family Housing – More
- Landscape Ordinance – Too Little
- 39% Age 65+
- 37% Tree Ordinance – Too Little
- 36% Parks Enhance Home Values – Little/Not at all

**-- Citizen Opinion About Home Height Ordinance – Q. 32**

As with the earlier question about the ordinance specifying the allowed mass and size of homes, respondents were asked whether the city’s home height ordinance should allow an increase or decrease in home heights, or if the ordinance’s specifications should remain the same. Just under two-thirds of respondents reported a desire that the ordinance remain unchanged.



Subgroups reporting “Decrease” in proportions greater than the total norm of 23% included:

- 71% Garage Height Right after COVID – No
- 70% Home Height Right after COVID? – No
- 47% Home Size Ordinance – Decrease
- 40% Home Sizes Right after COVID? – No
- 38% Landscape Ordinance – Too Little
- 33% Multi-Family Housing – Need More
- Tree Ordinance – Too Little
- 31% Landscape Ordinance – Unaware
- Age 50-64
- Age 65+
- Residency – 16+ Years
- 29% Bike Lanes – Need More
- 28% Bike Racks – Need More
- 27% Tonquish – Aware
- 25% Children at Home? – No

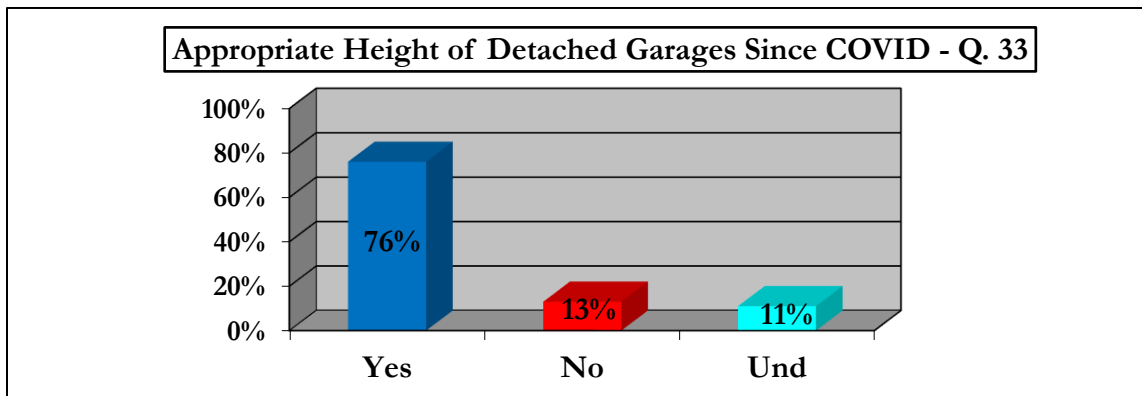
Subgroups reporting “Don’t change” in proportions greater than the total norm of 65% included:

- 87% Home Heights Right after COVID? – Yes
- 83% Home Size Ordinance – Keep the Same
- 81% Residency – 1-5 Years
- 79% Garage Height Ordinance – Keep the Same
- 78% Home Sizes Right after COVID? – Yes
- 76% Landscape Ordinance – Enough
- 75% Garage Height Right after COVID – Yes
- 74% Multi-Family Housing – About Right
- 73% Age 35-49
- 72% Visited Private Art Studio – Yes
- Age 18-34
- 71% Bike Racks – Enough
- Children at Home? – Yes

- 70% *Allow ADUs – Oppose*
- Tree Ordinance – Enough*
- 69% *Visited Tonquish – Yes*

**-- Height of Detached Garages Since COVID – Q. 33**

In the final pair of questions addressing residential construction ordinance specifications, respondents were asked – after being informed that the city has ordinances controlling the height of detached garages – if the detached garages built in the city since the onset of the pandemic in March of 2020 have been of the appropriate height. The graph below illustrates the distribution of responses:



*Subgroups reporting “Yes” in proportions greater than the total norm of 76% included:*

- 96% *Age 18-34*
- 91% *Visited Private Art Studio – Yes*
- Home Sizes Right after COVID? – Yes*
- 90% *Home Heights Right after COVID? – Yes*
- 88% *Garage Height Ordinance – Increase*
- Garage Height Ordinance – Keep the Same*
- 87% *Home Height Ordinance – Keep the Same*
- 86% *Home Size Ordinance – Keep the Same*
- 84% *Residency – 1-5 Years*
- 83% *Bike Racks – Enough*
- Visited Don Massey – Yes*
- 82% *Landscape Ordinance -- Enough*
- 81% *Recreation Participation – HH Members*
- Children at Home? – Yes*
- Residency – 6-15 Years*
- 80% *Visited Private Gym – Yes*
- Tree Ordinance -- Enough*

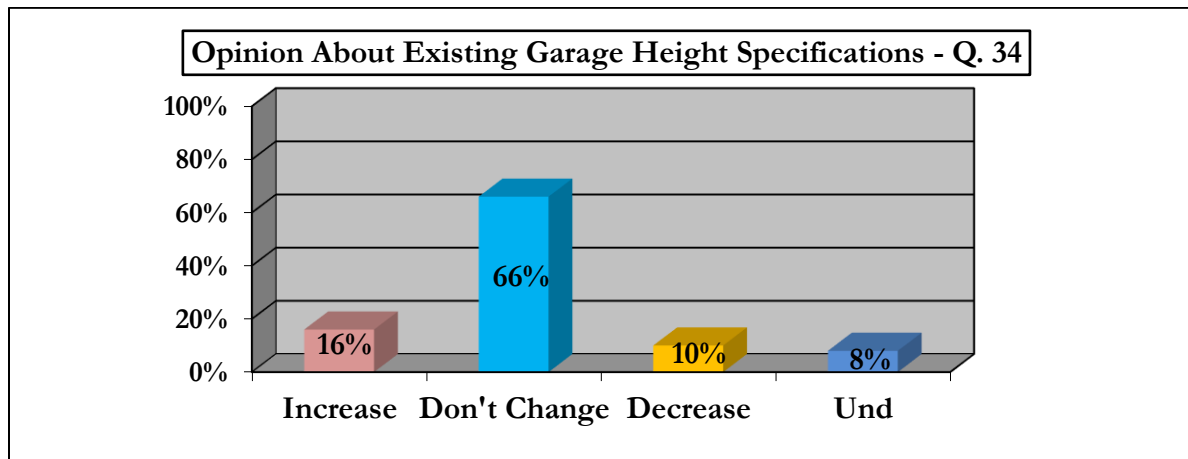
*Subgroups reporting “No” in proportions greater than the total norm of 13% included:*

- 41% *Home Height Ordinance – Decrease*
- 36% *Home Heights Right after COVID? – No*
- 26% *Home Size Ordinance – Decrease*
- 24% *Home Sizes Right after COVID? – No*
- 23% *Landscape Ordinance – Too Little*
- 22% *Age 50-64*

- 19% *Bike Lanes – Too many*
- Residency – 16+ Years*
- 17% *Multi-Family Housing – Need More*
- Age 65+*

**-- Citizen Opinion About Garage Height Ordinance – Q. 34**

As with the earlier questions about the ordinance specifying the allowed mass, size and height of homes, respondents were asked whether the city’s detached height ordinance should allow an increase or decrease in garage heights, or if the ordinance’s specifications should remain the same. An even two-thirds of respondents reported a desire that the ordinance remain unchanged.



*Subgroups reporting “Increase” in proportions greater than the total norm of 16% included:*

- 36% *Age 18-34*
- 29% *Residency – 1-5 Years*
- 24% *Bike Lanes – Need More*
- Multi-Family Housing – Need More*
- 23% *Allow More Duplexes – Favor*
- Allow ADUs – Favor*
- 22% *Landscape Ordinance – Enough*
- 21% *Bike Lanes – Too Many*
- 20% *Bike Racks – Enough*
- Visited Tonquish – Yes*
- Home Sizes Right after COVID? – Yes*

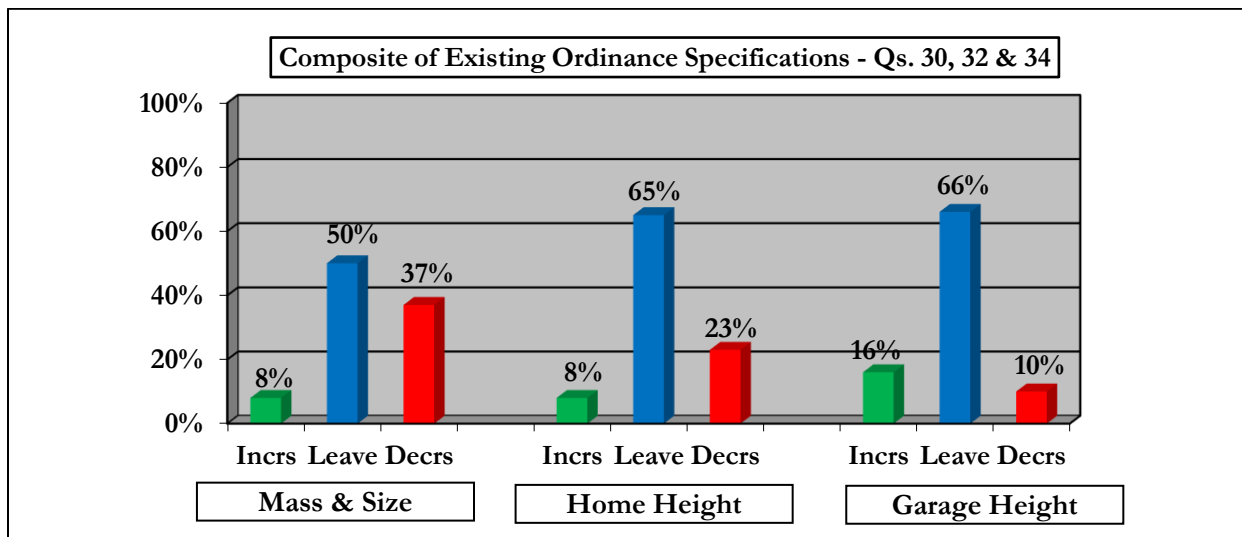
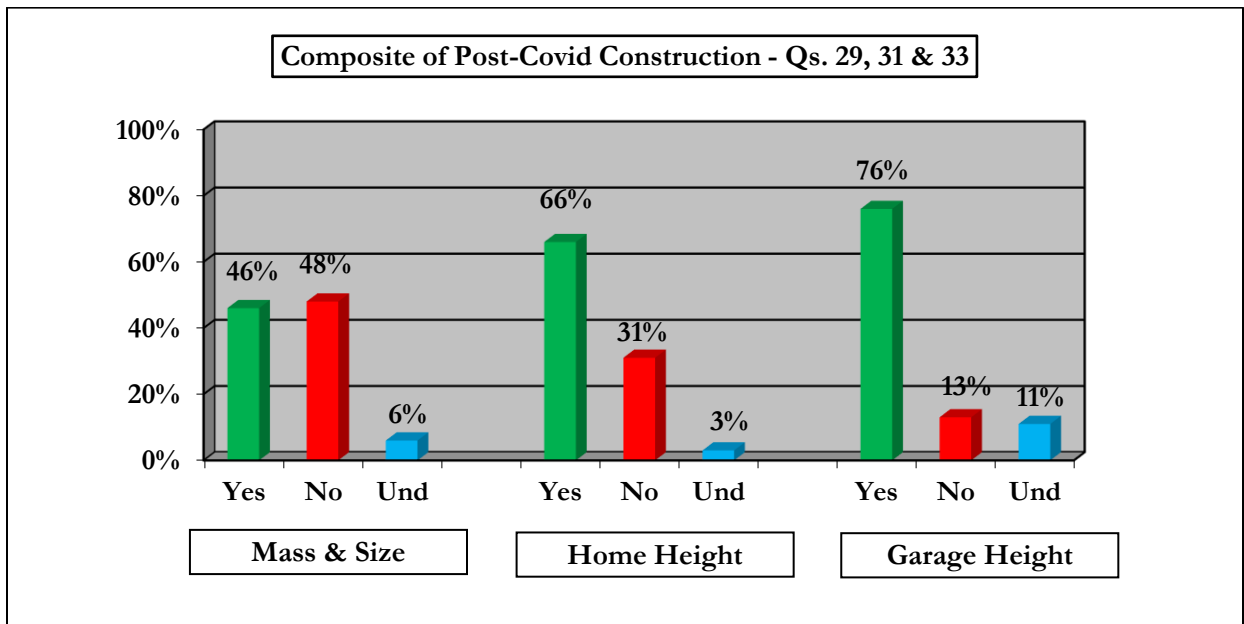
*Subgroups reporting “Decrease” in proportions greater than the total norm of 10% included:*

- 34% *Home Height Ordinance – Decrease*
- 26% *Home Heights Right after COVID? – No*
- 23% *Home Size Ordinance – Decrease*
- 22% *Bike Lanes – Too Many*
- Landscape Ordinance – Too Little*
- 19% *Home Sizes Right after COVID? – No*
- 18% *Tree Ordinance – Too Little*
- 16% *Age 50-64*
- 15% *Allow ADUs – Oppose*
- Residency – 16+ Years*



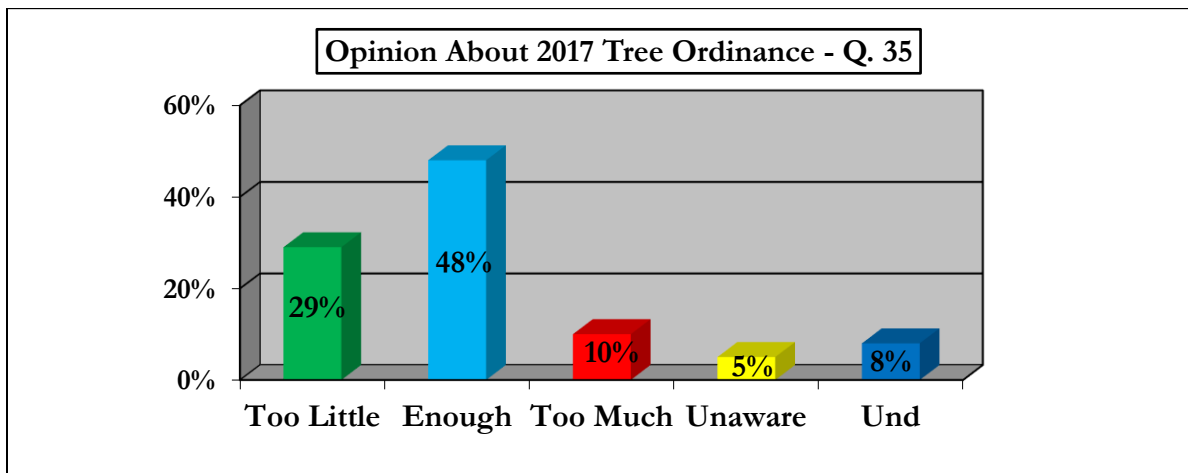
Subgroups reporting “Don’t change” in proportions greater than the total norm of 66% included:

- 80% Home Height Ordinance – Keep the Same
- 77% Garage Height Right after COVID – Yes
- 76% Recreation Participation – HH Members Attended a Private Art Studio – Yes
- 74% Home Heights Right after COVID? – Yes
- 73% Allow ADUs – Oppose
- Home Size Ordinance – Keep the Same
- 72% Bike Lanes – Enough
- Allow More Duplexes – Oppose
- Home Sizes Right after COVID? – Yes
- 71% Multi-Family Housing – About Right
- Children at Home? – Yes
- 70% Bike Racks – More Needed



**-- Perception of Effect of Plymouth’s Tree Ordinance – Q. 35**

Respondents were informed that the city had adopted an ordinance in 2017 aimed at protecting, preserving, and reforesting the tree canopy. They were asked to report whether this ordinance had done *Enough*, *Too little*, or *Too much*, in achieving the stated aim. As the graph below shows, a plurality of respondents reported the ordinance has done “enough”, nearly three-in-ten reporting “too little”, with five percent volunteering (a non-recited response option) that they were unaware of the ordinance.



*Subgroups reporting “Too little” in proportions greater than the total norm of 29% included:*

- 48% Info Source – Website
- 45% Landscape Ordinance – Too Little
- 41% Visited Private Art Studio – Yes
- Home Height Ordinance – Decrease
- Landscape Ordinance – Unaware
- 40% Age 50-64
- 37% Multi-Family Housing – Need More
- Residency – 16+ Years
- 36% Visited School Playground – Yes
- Home Size Ordinance – Decrease
- 35% Home Heights Right after COVID? – No
- 34% Bike Racks – Need More
- 36% Visited Tonquish – Yes
- 33% Bike Lanes – Need More
- Visited Cultural Center – Yes
- Visited PARC – Yes

*Subgroups reporting “Enough” in proportions greater than the total norm of 48% included:*

- 68% Landscape Ordinance – Enough
- Age 18-34
- 58% Home Height Ordinance – Increase
- 57% Visited Don Massey – Yes
- Info Source – Direct Mail
- Residency – 1-5 Years

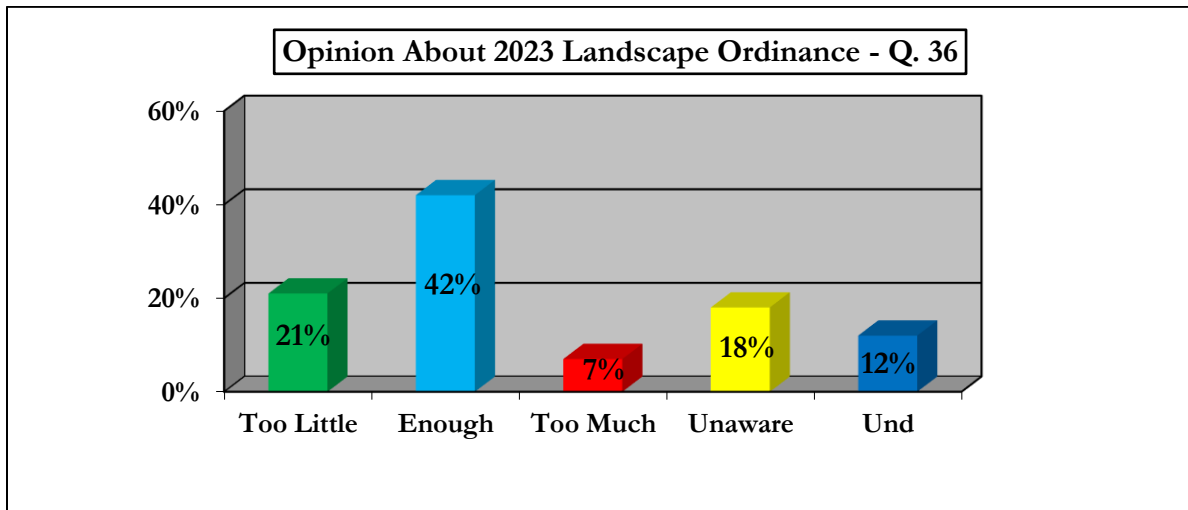
- 56% *Garage Height Ordinance – Increase*
- 55% *Tonquish – Unaware*
- 54% *Visited Cultural Center – No*
- Multi-Family Housing – About Right*
- Home Size Ordinance – Keep the Same*
- Residency – 6-15 Years*
- 53% *Visited Private Gym – No*
- 52% *Bike Lanes – Need More*
- Visited PARC – No*

Subgroups reporting “Too much” in proportions greater than the total norm of 10% included:

- 22% *Parks’ Economic Benefit to Community – Little/None*
- 18% *Bike Lanes – Too Many*
- 17% *Age 65+*
- 14% *Parks Enhance Home Values – Little/Not at all*
- Bike Racks – Enough*

**-- Perception of Effect of Plymouth’s Landscape Ordinance – Q. 35**

Respondents were informed that the city had adopted a 2023 ordinance establishing a minimum square footage of landscaped area on all residential properties. They were asked to report whether this ordinance had done *Enough*, *Too little*, or *Too much*, to protect and enhance the landscaped areas of the city. As the graph below shows, a plurality of respondents again reported the ordinance has done “enough”, with slightly lower proportions than in the previous question logging responses of “too much” or “too little”. The decline in those latter two categories is made up in the volunteered response of “unaware”, which in this instance found 18 percent being unaware of this ordinance.



Subgroups reporting “Too little” in proportions greater than the total norm of 21% included:

- 36% *Garage Height Right after COVID – No*
- 35% *Home Size Ordinance – Decrease*
- Home Height Ordinance – Decrease*

- 34% *Tree Ordinance – Too Little*
- 32% *Residency – 6-15 Years*
- 31% *Age 35-49*
- 29% *Bike Lanes – Need More*  
*Visited Tonquish – Yes*  
*Visited School Playground – Yes*
- 28% *Recreation Participation – HH Members*  
*Info Source – Direct Mail*  
*Home Sizes Right after COVID? – No*  
*Home Heights Right after COVID? – No*
- 27% *Bike Racks – Need More*  
*Visited Private Gym – No*
- 26% *Tonquish – Aware*
- 25% *Visited PARC – Yes*  
*Info Source – Email*  
*Children at Home? – Yes*

*Subgroups reporting “Enough” in proportions greater than the total norm of 42% included:*

- 62% *Residency – 6-15 Years*
- 59% *Tree Ordinance – Enough*
- 58% *Garage Height Ordinance – Increase*
- 51% *Bike Racks – Enough*
- 49% *Visited School Playground – No*
- 48% *Home Sizes Right after COVID? – Yes*  
*Home Heights Right after COVID? – Yes*  
*Home Height Ordinance – Keep the Same*  
*Age 18-34*
- 47% *Tonquish – Unaware*  
*Bike Lanes – Too Many*
- 46% *Visited Don Massey – Yes*  
*Visited Private Gym – Yes*  
*Home Size Ordinance – Keep the Same*

*Subgroups reporting “Unaware” in proportions greater than the total norm of 19% included:*

- 28% *Home Heights Right after COVID? – No*
- 26% *Tree Ordinance – Too Little*
- 25% *Parks Enhance Home Values – Little/Not at all*  
*Home Height Ordinance – Decrease*
- 24% *Multi-Family Housing – Need More*  
*Residency – 16+ Years*

**RESPONDENT DEMOGRAPHICS**

Do you currently have school age children, 18 years old or younger, living in your household?

- 33% Yes
- 67% No
- 0% Undecided/Refused

Are you currently registered to vote in the City of Plymouth?

- 98% Yes
- 2% No
- 0% Undecided/Refused

Could you please tell me in what year you were born? **[IF REFUSED, ASK: ‘Would you please tell me into which of the following categories your age would fall? Please stop me when I get to a category that applies to you.’ AND READ 1 TO 4]**

**[RECORD YEAR HERE \_\_\_\_\_ AND THEN CODE BELOW]**

- 22% 18 to 34 years **(1989 to 2005)**
- 24% 35 to 49 **(1974 to 1988)**
- 29% 50 to 64 **(1959 to 1973)**
- 25% 65 and over **(1958 or before)**
- Undecided/Refused

For how many years have you lived in the City of Plymouth? **[DO NOT READ - CODE BEST RESPONSE]**

- 16% 5 years or less
- 31% 6 to 15 years
- 47% Over 16 years
- 6% All of their life **(VOLUNTEERED)**
- 0% Undecided/Refused

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