

ONLINE OPINION SURVEY SUMMARY

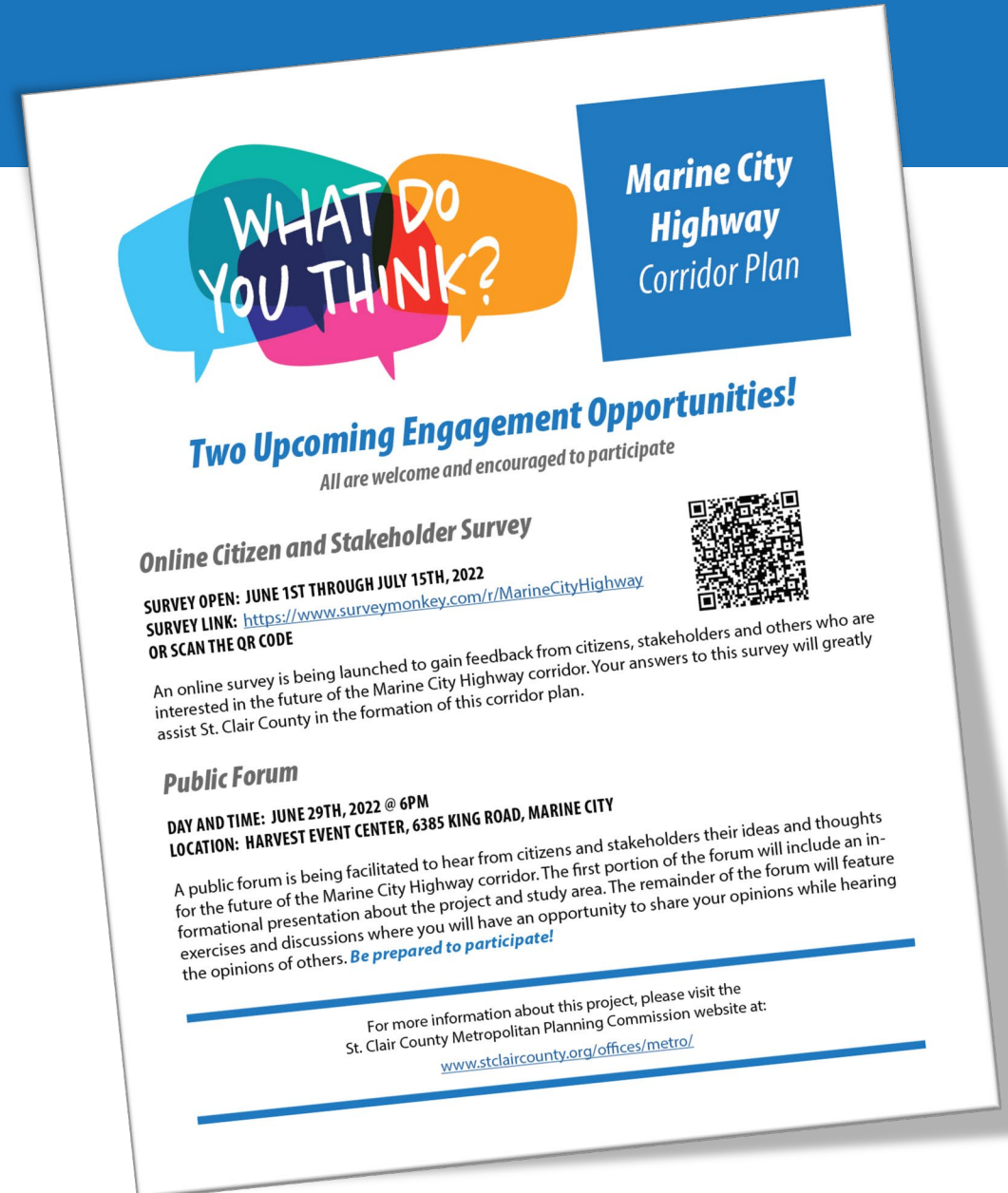
Marine City Highway Corridor Plan

Prepared by Wade Trim, July 19, 2022



SURVEY RESPONSE

- 1,444 total responses
- Available June 1 through July 15, 2022



The flyer features a header with the text "WHAT DO YOU THINK?" in white, bold, sans-serif font, set against a background of overlapping colorful speech bubbles in shades of blue, green, orange, and pink. To the right of this is a blue rectangular box containing the text "Marine City Highway Corridor Plan" in white, sans-serif font. Below the header, the text "Two Upcoming Engagement Opportunities!" is written in a bold, blue, sans-serif font, followed by the phrase "All are welcome and encouraged to participate" in a smaller, italicized, black font. The flyer is divided into two main sections. The first section, titled "Online Citizen and Stakeholder Survey" in bold black font, includes the text "SURVEY OPEN: JUNE 1ST THROUGH JULY 15TH, 2022", "SURVEY LINK: <https://www.surveymonkey.com/r/MarineCityHighway>", and "OR SCAN THE QR CODE". To the right of this text is a square QR code. Below this section, a paragraph explains that an online survey is being launched to gain feedback from citizens, stakeholders, and others interested in the future of the Marine City Highway corridor, and that answers will assist St. Clair County in the formation of the corridor plan. The second section, titled "Public Forum" in bold black font, includes the text "DAY AND TIME: JUNE 29TH, 2022 @ 6PM" and "LOCATION: HARVEST EVENT CENTER, 6385 KING ROAD, MARINE CITY". A paragraph below this describes the public forum as an opportunity for citizens and stakeholders to share their ideas and thoughts for the future of the Marine City Highway corridor, including an informational presentation and exercises/discussions. It encourages participation with the phrase "Be prepared to participate!". At the bottom of the flyer, a blue horizontal line separates the main content from a footer that provides more information about the project, directing visitors to the St. Clair County Metropolitan Planning Commission website at www.stclaircounty.org/offices/metro/.

WHAT DO YOU THINK?

Marine City Highway Corridor Plan

Two Upcoming Engagement Opportunities!
All are welcome and encouraged to participate

Online Citizen and Stakeholder Survey

SURVEY OPEN: JUNE 1ST THROUGH JULY 15TH, 2022
SURVEY LINK: <https://www.surveymonkey.com/r/MarineCityHighway>
OR SCAN THE QR CODE

An online survey is being launched to gain feedback from citizens, stakeholders and others who are interested in the future of the Marine City Highway corridor. Your answers to this survey will greatly assist St. Clair County in the formation of this corridor plan.

Public Forum

DAY AND TIME: JUNE 29TH, 2022 @ 6PM
LOCATION: HARVEST EVENT CENTER, 6385 KING ROAD, MARINE CITY

A public forum is being facilitated to hear from citizens and stakeholders their ideas and thoughts for the future of the Marine City Highway corridor. The first portion of the forum will include an informational presentation about the project and study area. The remainder of the forum will feature exercises and discussions where you will have an opportunity to share your opinions while hearing the opinions of others. **Be prepared to participate!**

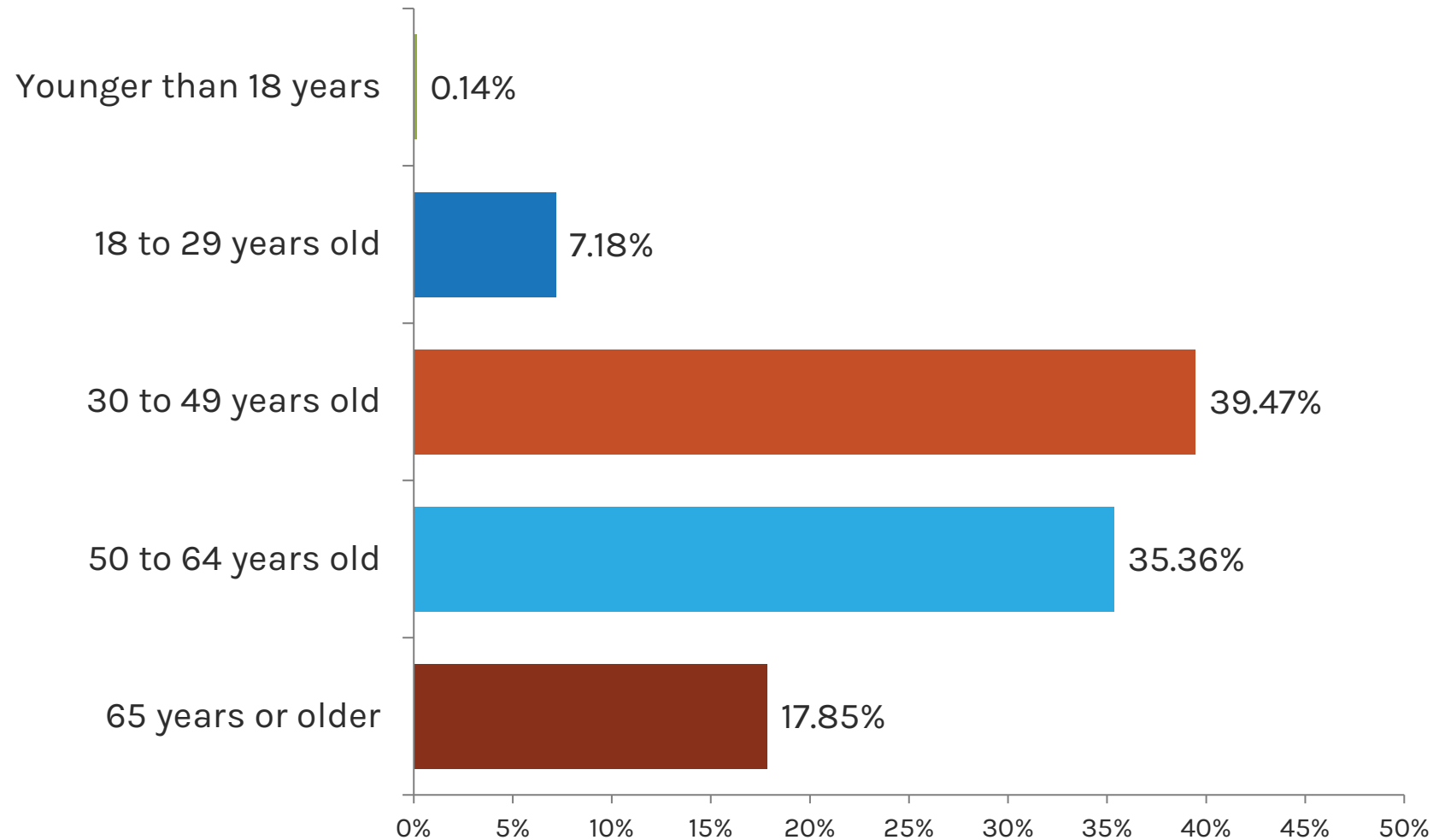
For more information about this project, please visit the St. Clair County Metropolitan Planning Commission website at:
www.stclaircounty.org/offices/metro/

RESPONDENT PROFILE: AGE

Q1: In what age range do you fall?

Conclusions

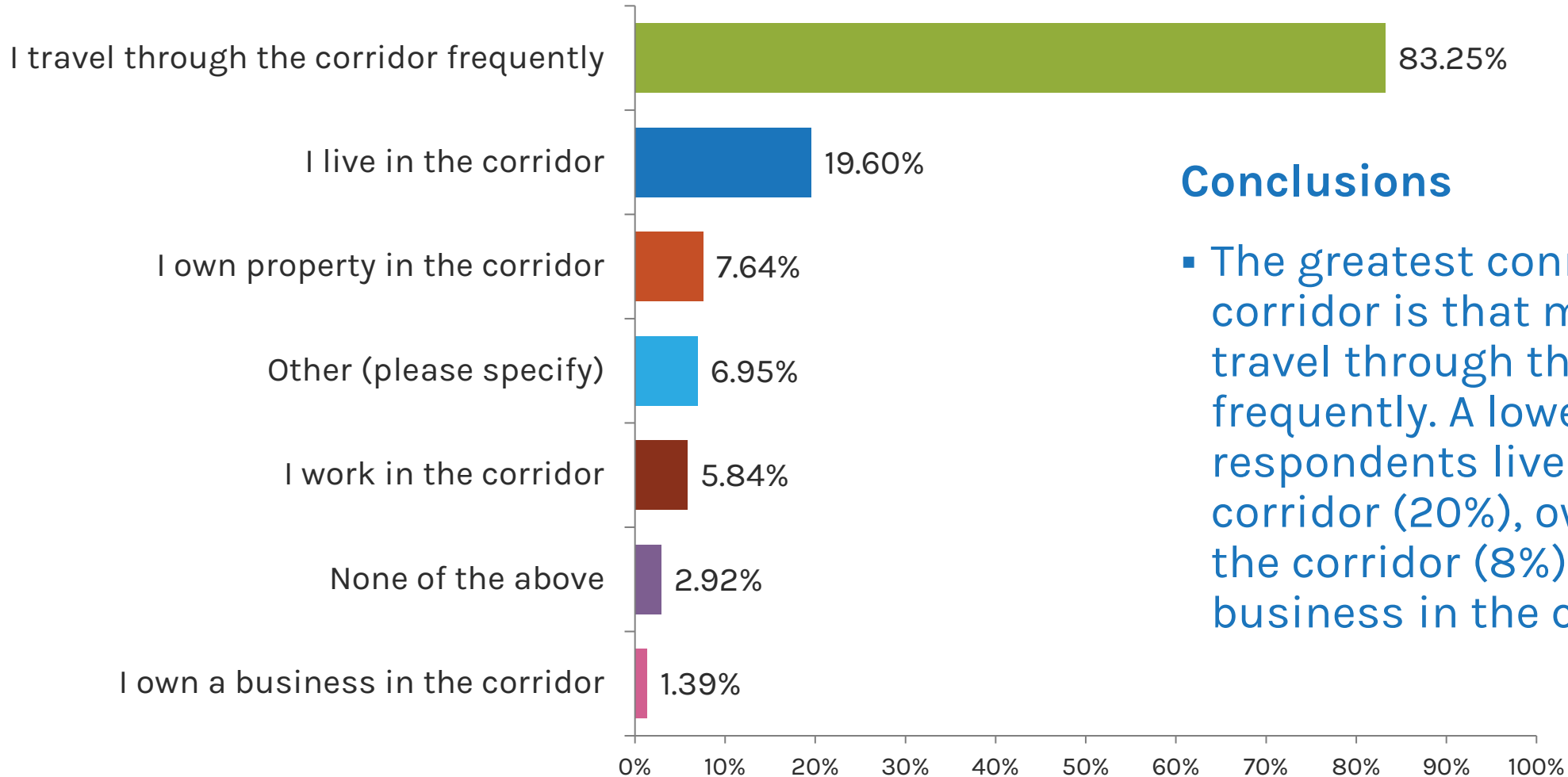
- The majority of respondents (nearly 75%) were between 30 and 64 years old
- Older persons (65+ years) represented less than 20% of respondents
- Younger persons (<30 years) represented less than 8% of respondents



RESPONDENT PROFILE: AFFILIATION WITH CORRIDOR

Q2: What is your affiliation with the corridor?*

*Please check all that apply



Conclusions

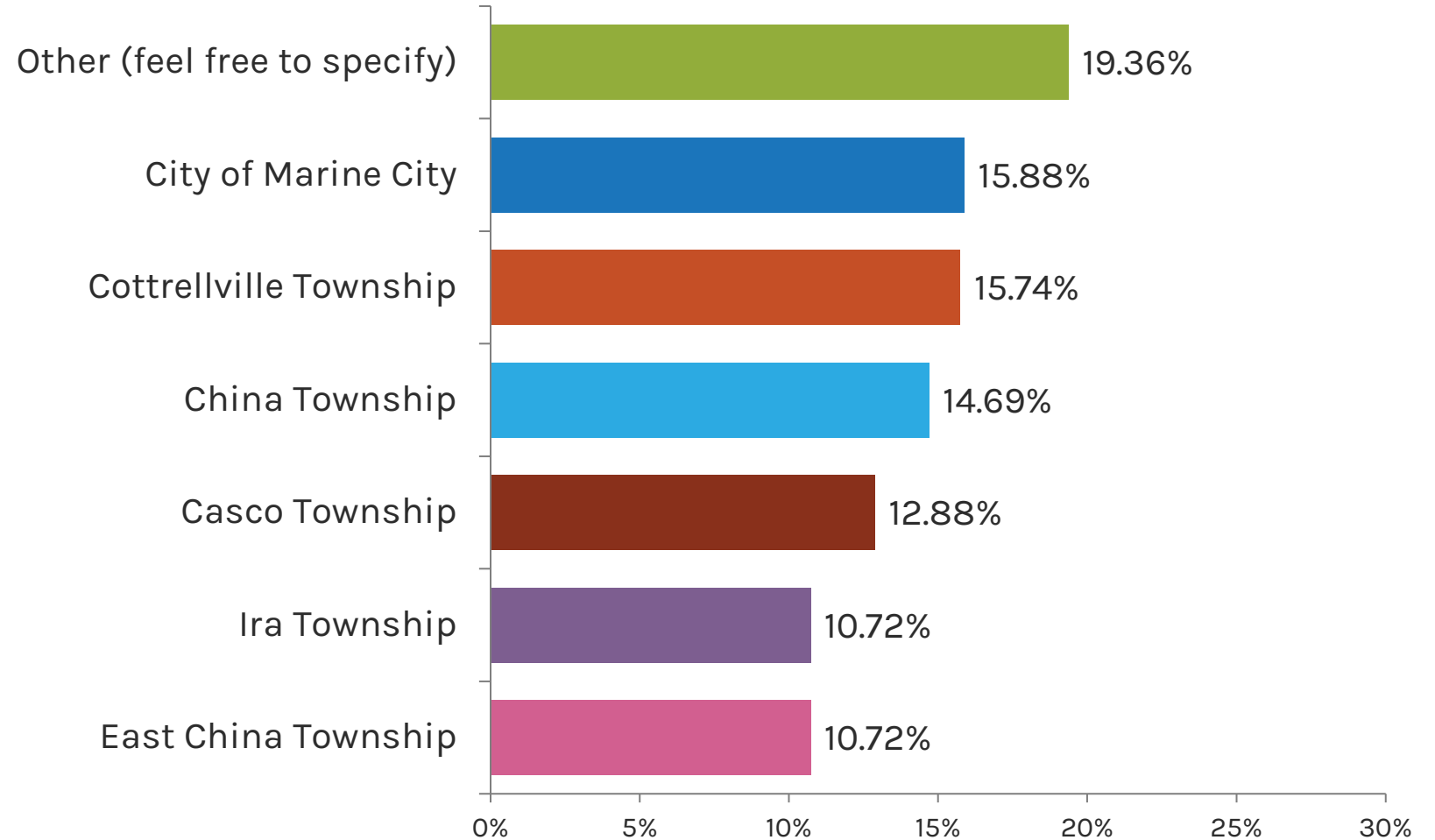
- The greatest connection with the corridor is that most respondents travel through the corridor frequently. A lower percentage of respondents live within the corridor (20%), own property in the corridor (8%) or own a business in the corridor (1%)

RESPONDENT PROFILE: COMMUNITY

Q3: What community do you live in?

Conclusions

- More than 80% of respondents live in one of the 6 municipalities that touch the corridor
- Common “others” were other cities and townships within St. Clair County



SURVEY RESULTS

Where relevant, based on a results filter, notes have been added to the slides to indicate distinctions in opinions between certain respondent groups. The following respondent groups were considered:

- **Younger Respondents:** persons 29 years or younger
- **Older Respondents:** persons 65 years or older
- **Local Residents:** persons who live in one of the 6 communities within the corridor
- **Corridor Stakeholders:** persons who live in the corridor, own property in the corridor, or who own a business in the corridor

Q4: WHY DO YOU TRAVEL ALONG THE CORRIDOR?*

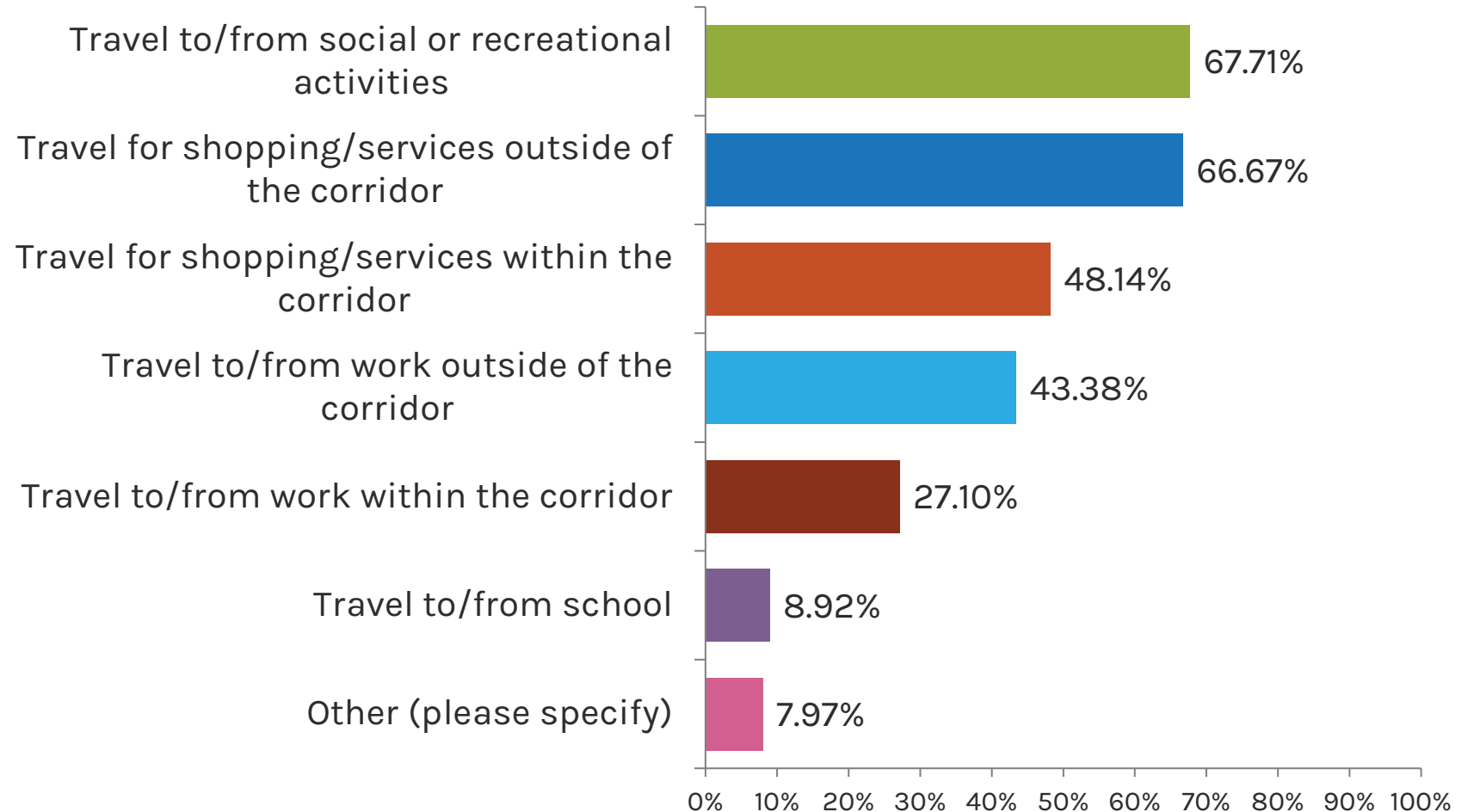
*Please check all that apply

Conclusions

- Respondents traveled along the corridor for a wide variety of reasons

Distinctions

- There were no significant distinctions across the four respondent groups



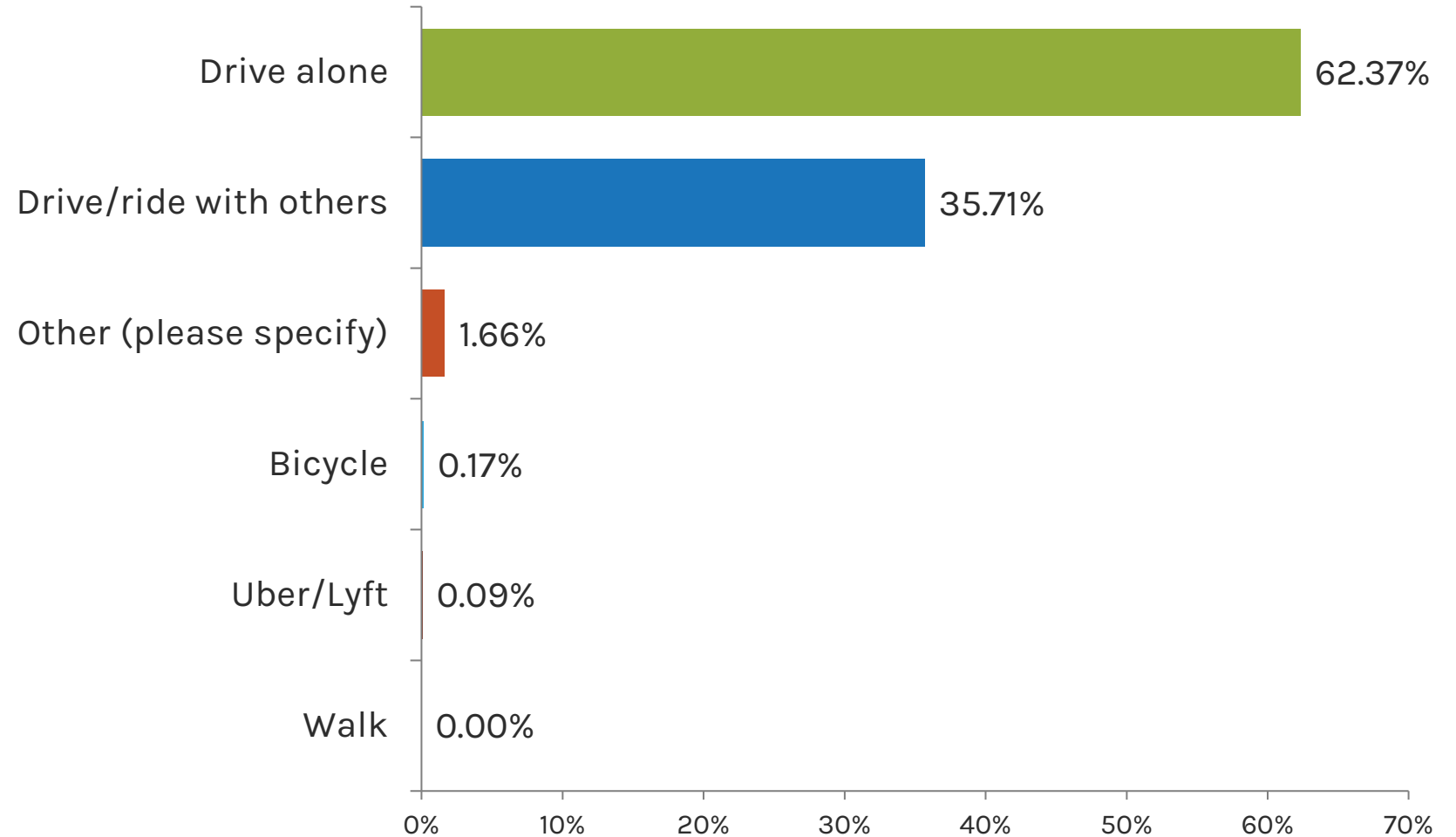
Q5: HOW DO YOU MOST OFTEN TRAVEL ALONG THE CORRIDOR?

Conclusions

- Nearly all respondents travel within the corridor most often by car, either driving alone (62%) or with others (36%)

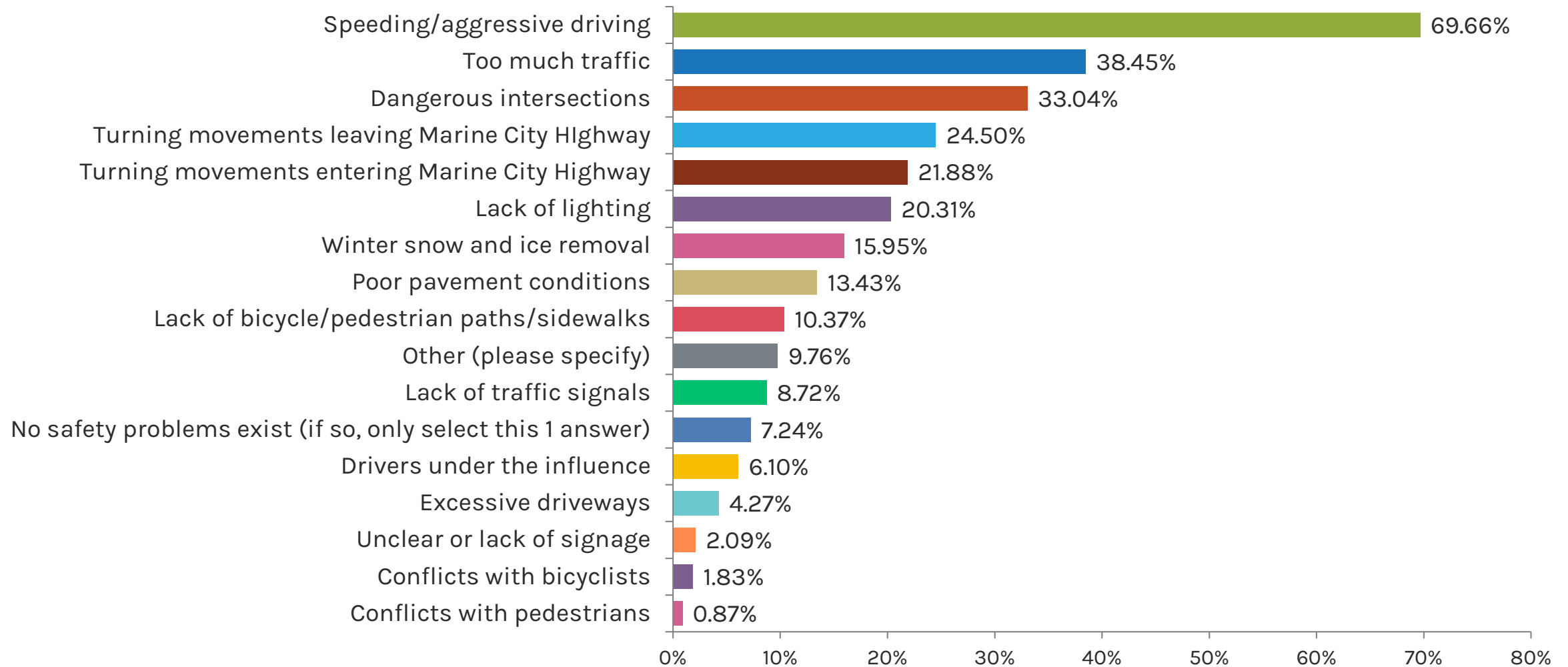
Distinctions

- **Younger Respondents** more commonly drove alone (81%)



Q6: WHAT ARE THE MOST SIGNIFICANT TRAFFIC SAFETY PROBLEMS WITHIN THE CORRIDOR?*

*Select not more than 3



Q6: WHAT ARE THE MOST SIGNIFICANT TRAFFIC SAFETY PROBLEMS WITHIN THE CORRIDOR? (CONT.)

Conclusions

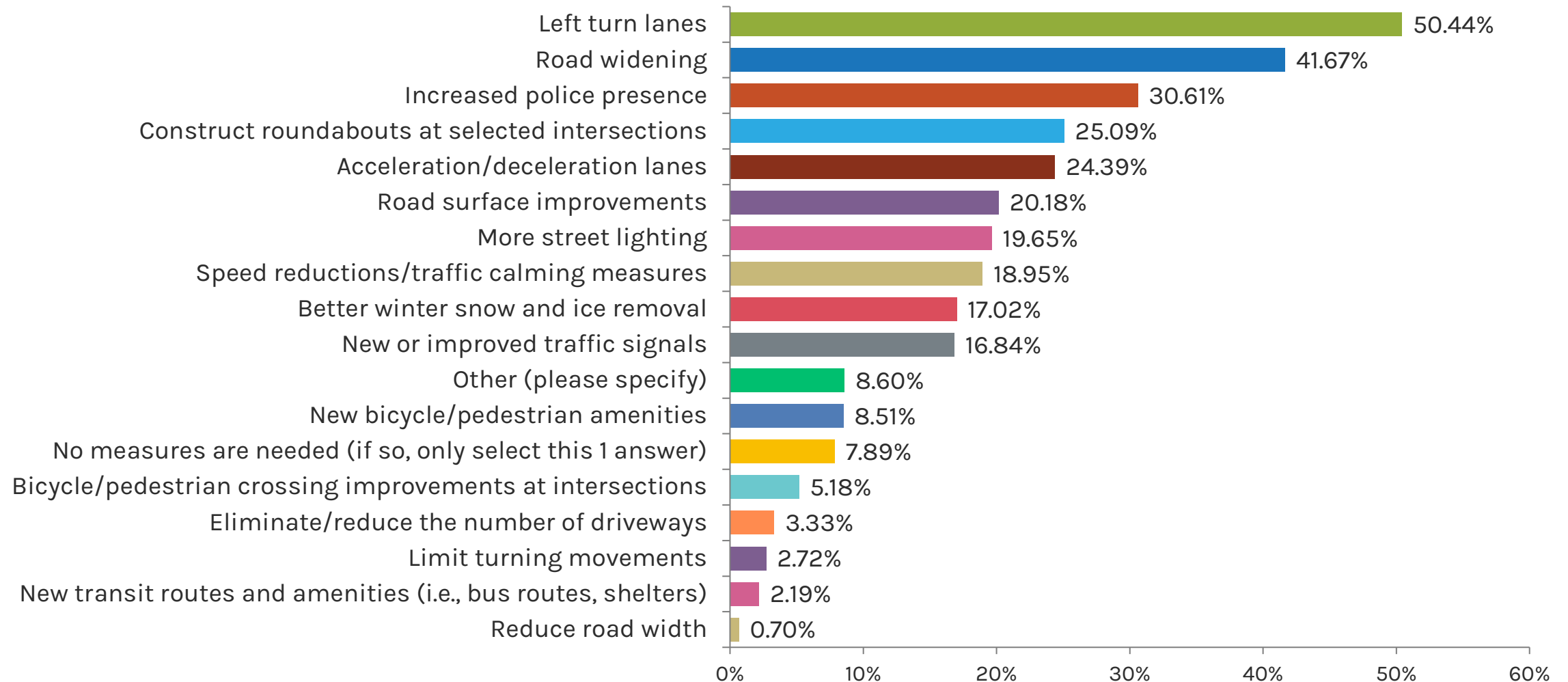
- Nearly 70% of respondents indicated speeding/aggressive driving as one of the most significant traffic safety problems
- Too much traffic (38%) and dangerous intersections (33%) were the second and third most commonly cited problem, respectively
- The least commonly cited problems were conflicts with pedestrians (<1%), conflicts with bicyclists (2%) and unclear or lack of signage (2%)

Distinctions

- There were no significant distinctions across the four respondent groups

Q7: WHAT MEASURES SHOULD BE TAKEN TO IMPROVE TRAFFIC FLOW AND SAFETY WITHIN THE CORRIDOR?*

*Select not more than 3



Q7: WHAT MEASURES SHOULD BE TAKEN TO IMPROVE TRAFFIC FLOW AND SAFETY WITHIN THE CORRIDOR?* (CONT.)

Conclusions

- More than 50% of respondents indicated left turn lanes as a measure that should be taken to improve traffic flow and safety
- Other road design improvements were widely indicated as measures to be taken, including road widening (42%), constructing roundabouts at intersections (25%) and acceleration/deceleration lanes (24%)
- Virtually no respondents suggested reducing road width (<1%) and providing new transit routes and amenities (2%) as measures to be taken

Distinctions

- **Younger Respondents** favored constructing roundabouts at selected intersections (#3 choice) and were less interested in increased police presence (#9 choice)

Q8: WHAT POSITIVE CHARACTERISTICS CURRENTLY EXIST WITHIN THE CORRIDOR THAT SHOULD BE RETAINED?

Common open-ended response sentiments (1,147 total)

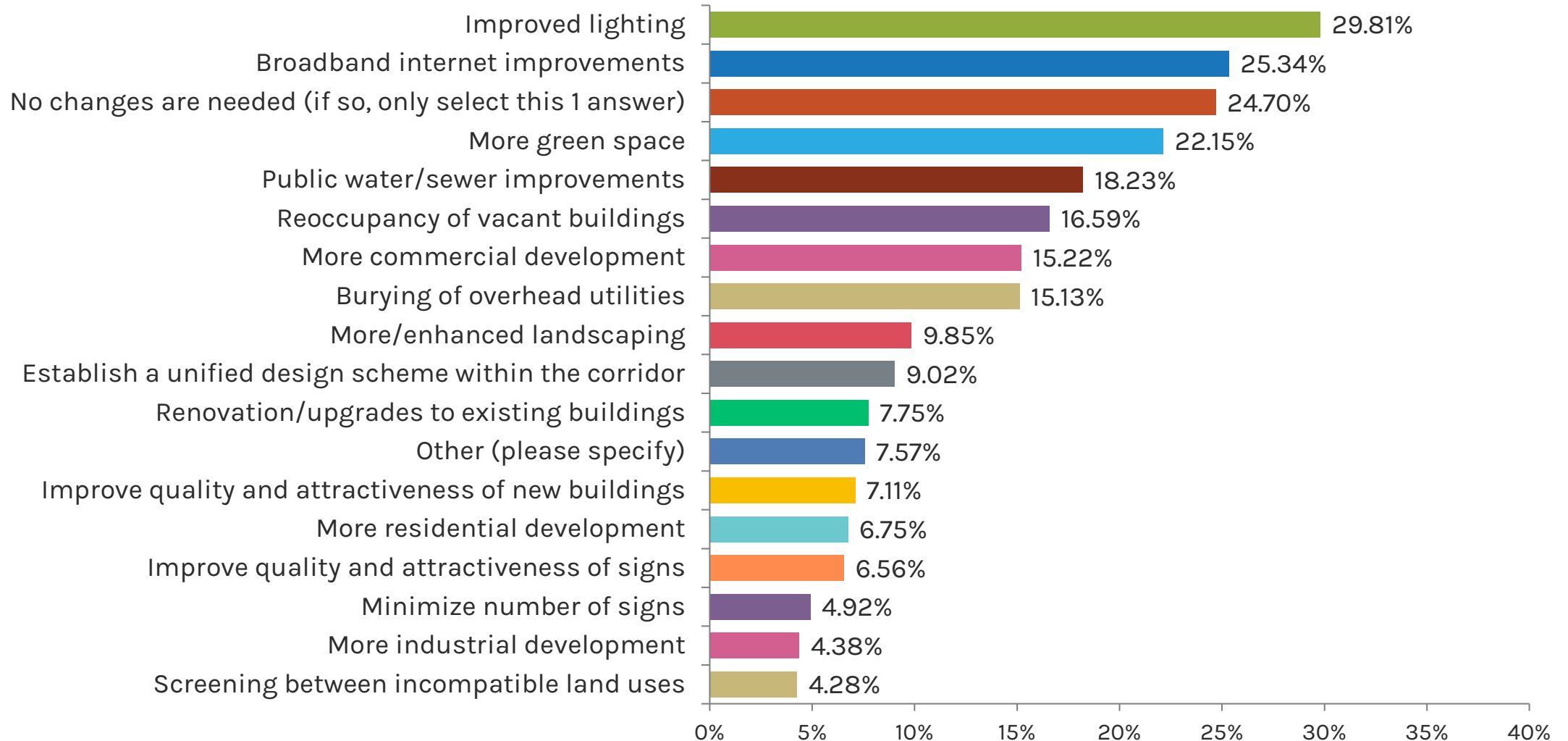
(As compiled by Wade Trim and listed in no particular order)

- Efficient traffic flow, expressed by words/phrases such as direct route, lack of stoplights, and high speed limit
- Two-lane road
- Rural character, expressed by words/phrases such as small town, country living, open space, peaceful, quiet, less congested
- Dark skies, no light pollution
- Farmland
- Freeway access
- Not too many businesses or development
- Natural resources and landscapes
- Road conditions/ maintenance
- Numerous respondents indicated that there are no positive characteristics

Distinctions -- There were no significant distinctions across the four respondent groups

Q9: WHAT LAND USE AND PHYSICAL DEVELOPMENT CHANGES WOULD BE MOST BENEFICIAL?*

*Select not more than 3



Q9: WHAT LAND USE AND PHYSICAL DEVELOPMENT CHANGES WOULD BE MOST BENEFICIAL? (CONT.)

Conclusions

- Improved lighting (30%) and broadband internet improvements (25%) were the top two choices, followed by more green space (22%) and public water/sewer improvements (18%)

Distinctions

- The most favored change for **Younger Respondents** was more green space (24%). They also more commonly desired more commercial development (21%) in comparison to the other respondent groups.
- The most favored change for **Corridor Stakeholders** was broadband internet improvements (37%)
- **Older Respondents** more commonly desired burying of overhead utilities (21%) in comparison to the other respondent groups

Q9: WHAT LAND USE AND PHYSICAL DEVELOPMENT CHANGES WOULD BE MOST BENEFICIAL? (CONT.)

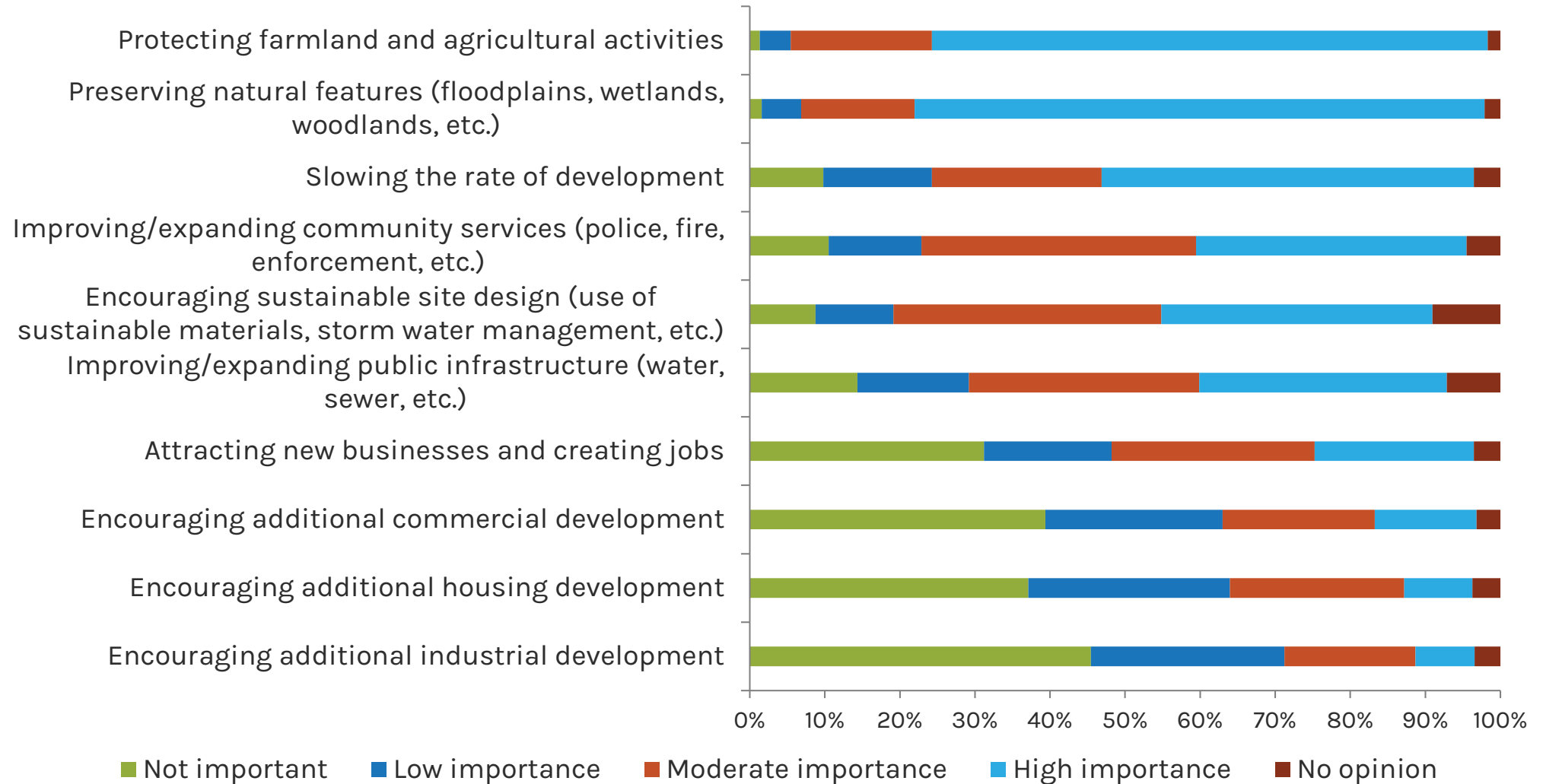
Conclusions

- Nearly 25% of all respondents felt that no changes are needed

Distinctions

- For the “no changes are needed” answer choice, there were some notable distinctions in frequency across the respondent groups, as follows:
 - **Younger Respondents** – (35%)
 - **Corridor Stakeholders** – (27%)
 - **Local Residents** – (25%)
 - **Older Respondents** – (19%)

Q10: IN YOUR OPINION, WHAT IS THE LEVEL OF IMPORTANCE OF EACH OF THESE POTENTIAL LAND USE STRATEGIES?



Q10: IN YOUR OPINION, WHAT IS THE LEVEL OF IMPORTANCE OF EACH OF THESE POTENTIAL LAND USE STRATEGIES? (CONT.)

Conclusions

- Ranked by weighted average, the two strategies that were rated of highest importance were protecting farmland and agricultural activities (3.62 weighted average score) and preserving natural features (3.61)
- Nearly 50% of respondents felt that slowing the rate of development was a strategy of high importance, leading to a weighted score of 3.05
- Other strategies with weighted scores greater than 2.5 included: improving/expanding community services (2.89); encouraging sustainable site design (2.81); and improving/expanding public infrastructure (2.68)
- Respondents do not favor strategies which encourage new commercial, housing or industrial development – lowest 3 strategies based on weighted average

Distinctions

- There were no significant distinctions across the four respondent groups

Q11: WHAT ARE YOUR IDEAS FOR ENHANCING THE LIVABILITY AND QUALITY OF LIFE WITHIN THE CORRIDOR?

Common open-ended response sentiments (538 total)

(As compiled by Wade Trim with approximate number of “sentiments” in parenthesis)

- Keep it the way it is (140 sentiments)
- Road widening and/or road capacity improvements (turn lanes, intersection improvements, etc.) (70 sentiments)
- Manage and/or limit growth to protect existing character (70 sentiments)
- Encourage new types of development (commercial, industrial, residential) to meet local needs (50 sentiments)
- Better enforcement to reduce speeding and increase safety (50 sentiments)
- Water, sewer, gas and/or drainage improvements (40 sentiments)
- Broadband/high-speed internet improvements (20 sentiments)
- Provide parkland, green space, recreational areas, and/or pathways (20 sentiments)

Distinctions -- There were no significant distinctions across the four respondent groups

Q12: WHAT ARE YOUR IDEAS FOR ENHANCING THE BUSINESS CLIMATE WITHIN THE CORRIDOR?

Common open-ended response sentiments (455 total)

(As compiled by Wade Trim and listed in no particular order)

- Allow for the free market to drive development
- Implement road enhancements
- Ensuring that local businesses pay their fair share
- Support the agricultural economy and agricultural related businesses
- Reoccupy vacant buildings first
- Improve non-residential building design quality
- Implement infrastructure enhancements (water/sewer)
- Limit business growth to west end of corridor
- The largest number of respondents offered no suggestions and indicated a desire to keep it the way it is

Distinctions -- There were no significant distinctions across the four respondent groups