

COMMUNITY SURVEY RESULTS

Summary of Key Findings:

Responses

- ◆ A total of approximately 630 responses were collected and analyzed as part of the Hampton Township Community Survey.
- ◆ 91% of those responding to the survey live in Hampton Township.
- ◆ Approximately 70% of respondents are above the age of 45.

Industry & Economic Development

- ◆ Respondents believe attracting and retaining new businesses are the greatest factors that pose challenges to the future of Hampton Township's economy.
- ◆ On a scale of 1 to 10, approximately 85% of respondents gave a 7 or above when giving feedback how development should be prioritized by the Township as a means of advancing the future economy, especially if it does not significantly impact the current character of the Hampton Township community.
- ◆ The industries that respondents believe have the highest potential for future economic growth in Hampton Township include Agricultural Production (53%), Manufacturing (49%), and Health Care and Social Services (46%).
- ◆ Many of the respondents cited economic challenges related to the Consumers Energy Plant closure, restrictions and opposition to change from the Planning Board, and an inability to attract and retain new businesses and young people as the top challenges to future economic growth in the Township.

Retail

- ◆ Over half of respondents indicated that they believe that retail options such as full service restaurants (68%) and building materials/supply stores (51%) are most needed in Hampton Township.

Housing

- ◆ Respondents believe that the 25-44 age group is the cohort most in need of additional housing options in Hampton Township. In addition, respondents believe the Township is most in need of additional single-family homes, followed by for-sale townhomes/condos.

Geographic Areas and Assets

- ◆ Many respondents commented that they believe that the Hampton Mall is a key economic asset that should be leveraged in the future.
- ◆ Many respondents commented that Center Avenue and the M-25 corridor may be specific areas that could be utilized for future development initiatives.
- ◆ Many respondents value Hampton Township's waterfront as a key asset that they believe has the potential to be leveraged for future economic activity as long as it doesn't compromise the integrity of the Township's parks, trails, open spaces, and nature reserves.
- ◆ Many respondents believe that existing vacant buildings are some of the greatest assets that should be leveraged in any future economic development initiatives.
- ◆ Many respondents view Hampton Township's community feel and assets (schools, safety organizations, residents, etc.) as being one of its greatest strengths that could be leveraged in future economic development initiatives.

Question #1: Which of the Following Applies to you?

Summary of Responses:

I live in Hampton Township: 78%

I live and work in Hampton Township: 13%

I work in Hampton Township: 5%

I do NOT live or work in Hampton Township: 4%

Question #2: What is your ZIP code of residence (if known)?

Summary of Responses:

48732 (Essexville, MI): 74%

48708 (Bay City, MI): 18%

48706 (Bay City, MI): 3%

48747 (Munger, MI): 1%

Other ZIP code: 4%

Question #3: What is the ZIP code of your place of work (if applicable/if known)?

Summary of Responses*:

48732 (Essexville, MI): 36%

48708 (Bay City, MI): 27%

48706 (Bay City, MI): 14%

48601 (Saginaw, MI): 4%

48640 (Midland, MI): 3%

48602 (Saginaw, MI): 2%

48642 (Midland, MI): 2%

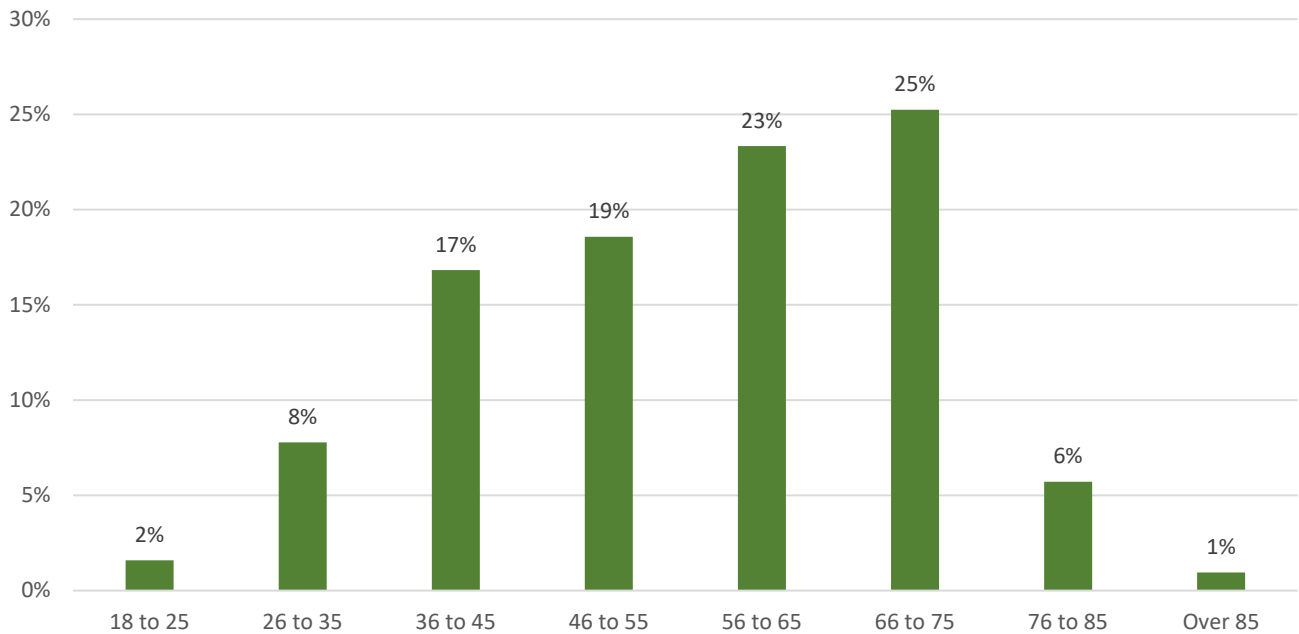
Other ZIP codes: 12%

*Approximately 45% of respondents did not include their ZIP code. Figures above reflect percentages of those that submitted responses.

Question #4: Please indicate the age range that applies to you.

Summary of Responses:

Question #4 - Respondents by Age Range



Question #5: Which factors do you believe pose the greatest challenge to the future of Hampton Township's economy?

Summary of Responses:

#1: Attracting New Businesses (82%)

#2: Retaining Existing Businesses (67%)

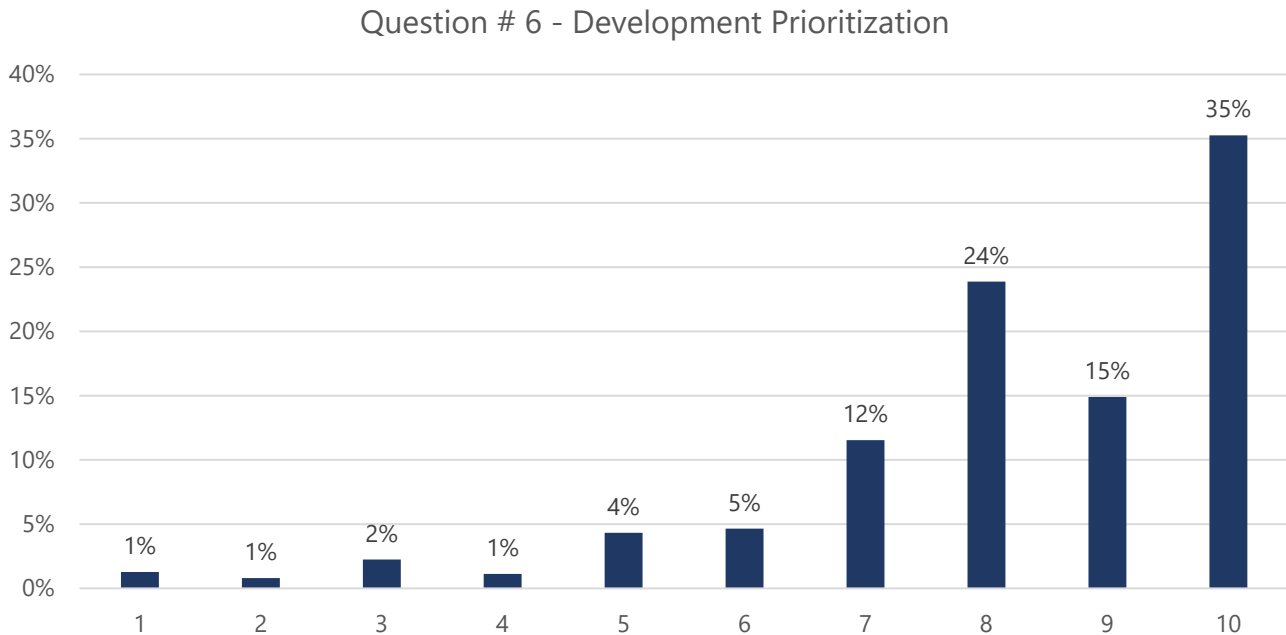
#T3: Growing the Tax Base (54%)

#T3: Job Growth (54%)

#4: Developing Housing (14%)

Question #6: On a scale of 1-10, what priority should the Township give to attracting new development (i.e. construction of commercial, industrial, and/or residential uses) as a means of advancing the economic future of the Township?

Summary of Responses:



Question #7: Which of these statements BEST captures your attitude towards new development (i.e. construction of commercial, industrial, and/or residential uses) in Hampton Township?

Summary of Responses:

I am supportive of certain types of development as long as they don't significantly impact the current character of the community: **42%**

Growing the tax base and creating jobs should be the Township's priority, and I therefore support most new development that accomplishes these goals, even if it comes with some negative impacts: **31%**

I am willing to accept some negative impacts (e.g. increased car or truck traffic, noise, air pollution, loss of farmland/green space) that could come with new development if it results in significant tax base growth and job creation: **23%**

Future development in Hampton Township should be kept to a minimum, even if it means higher property taxes, fewer Township services, and/or fewer employment opportunities: **3%**

Question #8: Which of the following industry sectors do you believe present the highest potential for future economic growth in Hampton Township?

Summary of Responses:

- #1: Agricultural Production** (53%)
- #2: Manufacturing** (49%)
- #3: Health Care and Social Services** (46%)
- #4: Energy/Utilities** (45%)
- #5: Retail** (38%)
- #6: Food Processing** (36%)

Question #9: Which of the following retail options are most needed in Hampton Township?

Summary of Responses:

- #1: Full Service/Sit-Down Restaurants** (68%)
- #2: Hardware/Building Material & Supply Stores** (51%)
- #3: Entertainment (movie theaters, mini-golf, bowling alleys, etc.)** (45%)
- #4: General Merchandise Stores** (42%)
- #5: Clothing Stores** (37%)
- #6: Limited Quick Service Restaurants** (24%)
- #7: Fitness (Fitness Studios, Gyms, etc.)** 14%
- #8: Grocery Stores** (11%)
- #9: No Additional Retail Options Needed** (8%)

Question #10: Which age groups are most in need of additional housing options in Hampton Township?

Summary of Responses:

- Age 25 to 44:** 68%
- Age 45 to 64:** 30%
- Age 65+:** 26%
- Age 18 to 24:** 22%

Question #11: What types of new housing are most needed in Hampton Township

Summary of Responses:

- #1: For-Sale Single Family Homes (68%)
- #2: For-Sale Townhomes/Condos (37%)
- #3: Market Rate Rental Apartments (22%)
- #4: Senior Housing (22%)
- #5: Below Market/Affordable Rental Apartments (14%)

Question #12: Are there any specific geographic areas within Hampton Township that stand out as having high potential for future economic development activity?

Summary of Responses:

- ◆ The Hampton Town Centre (formerly Hampton Square Mall)
- ◆ M-25 Corridor and Center Avenue
- ◆ Pine Street
- ◆ Areas Adjacent to Waterfronts
- ◆ Existing Consumers Energy Site
- ◆ Existing Farm Land

Question #13: What do you feel are the greatest assets that should be leveraged to support a healthy economy in Hampton Township? Assets may include characteristics of the community, natural assets, infrastructure, existing buildings, organizations/businesses, etc.

Summary of Responses:

- ◆ The Hampton mall
- ◆ Waterfronts, Parks, Trails, and Open Space
- ◆ Existing Vacant Buildings
- ◆ The Close-Knit Community
- ◆ The Highly Ranked School System

Question #14: What do you feel are the greatest challenges for future economic growth in Hampton Township?

Summary of Responses:

- ◆ Overcoming the gap that will be left by the closure of the Consumers Energy plant.
- ◆ Restrictions and opposition to change imposed by the Township Planning Board.
- ◆ Young professionals and families leaving the Township.
- ◆ Vacant storefronts.
- ◆ Overall resistance to change from older generations.
- ◆ Lack of quality, good paying jobs.
- ◆ Attracting new businesses
- ◆ Lack of amenities and attractions to appeal to new residents and businesses

Question #15: Any other comments/feedback?

Summary of Responses:

- ◆ Consider conversion of Consumers Energy plant to a wind/solar power generation facility.
- ◆ Consider merging with Essexville and/or Bay City to reduce costs and realize other efficiencies
- ◆ Promote, market, and brand Hampton Township so that it is unique, has a better sense of place, and that overall perceptions change.
- ◆ General appreciation and thanks for outreach to the community through the survey.