

The logo for the Resilient Harrison 2040 Master Plan. It features the words "RESILIENT HARRISON" in a light green, sans-serif font at the top, and "2040 MASTER PLAN" in a dark blue, sans-serif font below it. A yellow circular arc is positioned behind the text, starting from the top right and curving around the right side of the words "HARRISON" and "PLAN".

RESILIENT HARRISON 2040 MASTER PLAN

Harrison Township Master Plan Online Survey

Survey Summary, January 18, 2024

Community engagement is a valuable part of the planning process in soliciting public input. An online survey was made available to the general public between November 27 and December 31, 2023. The survey was advertised on the Township's website and social media outlets. Hard copies of the survey were also made available at Township Hall during business hours. A total of 292 surveys were completed. Citizen surveys help guide the planning process for the future. The detailed online survey results are enclosed. A summary of the survey results is provided below.

Filters were applied to the survey results to evaluate differences in opinion between various segments of respondents. For the purposes of this analysis, the following four respondent segments were considered:

1. **Younger and Family Formation Age Residents** (49 years or younger – see Question #1 – 145 total)
2. **Older Residents** (65 years or older – see Question #1 – 54 total)
3. **Family Households** (households with children under 18 years – see Question #3 – 128 total)
4. **Newer Residents** (lived in Harrison Township between 0 and 9 years – see Question #5 – 114 total)

The survey summary narrative below identifies instances where differences in the responses across the respondent segments were notable.

Age

The age of survey respondents was predominantly occupied by the family formation demographic, with most participants between 30 and 49 years (42%). The second most common age range was those 50 to 64 years (32%) followed by 65 years or over (19%). Participants under the age of 30 represented 7% of survey-takers.

Household Size

The largest percentage (46%) of respondents said there were 3 to 4 individuals living in their household. 11% said they lived alone. 36% indicated 2 people live in their household and the remaining 7% said 5 or more people lived in their household.

Family Households

44% of respondents said they had children under 18 years of age in their household. The remaining 56% did not. There were some distinctions in the answers across the respondent segments, as follows:

- Among Newer Residents, 59% had children in their household

- Among Older Respondents, 2% had children in their household

Residence Status

96% of participants said they live in Harrison Township. For non-residents, the most common write-in answer was Clinton Township.

Residence Tenure

Most (43%) respondents have lived in Harrison Township for more than 20 years. This was the most common answer only among Older Respondents (80%). For the other three demographics, the most common answer was 1 to 4 years.

Relation to Community

Respondents were asked to indicate their relationship to the community, with various answer options presented. Respondents were able to select multiple responses. The following answers were received (all respondents):

- 83% live and own their home in Harrison Township
- 16% work in Harrison Township
- 5% own or operate a business in the Township
- 5% rent residential property in the Township
- 3% go to school in the Township
- 2% selected none of the above
- 1% own commercial or industrial property in the Township

There were some distinctions in the answers across the respondent segments. A larger percentage of Younger and Family Formation Age Respondents (25%), Family Household Residents (27%), and Newer Residents (26%) work in the Township in comparison to the rate indicated by all survey respondents (16%)

Moving Intention

Of the all respondents, 84% indicated that they do not intend to move out of the Township in the next 5 to 10 years, 10% said yes, and 6% said the question was not applicable. Of those who said yes, the most common write-in explanation was retirement-age individuals planning to move into retirement homes or second homes.

Positive Aspects

When asked what the Harrison Township's most positive aspects are, the 5 most common answers were:

1. Township character (69%)
2. Access or proximity to natural resources (46%)
3. Safe neighborhoods and community (42%)
4. Proximity to family or friends (40%)
5. Friendly people or atmosphere (33%)

All respondent segments shared the same top 5 aspects, except for the Older Residents segment, where quality of emergency services made the top 5 and friendly people or atmosphere fell out of the top 5.

Negative Aspects

When asked what the Harrison Township's least favorable aspects are, the 5 most common answers were:

1. Blighted or deteriorating businesses (38%)
2. Lack of shopping, retail, and service options (29%)
3. Loss of township character (26%)
4. Lack of community spirit or civic mindedness (24%)
5. Lack of dining options (24%)

In general, the various respondent segments were consistent in their responses, with blighted or deteriorating businesses as the top choice for each segment. Some distinctions across the respondent segments included:

- Lack of youth activities made it in the top 5 negative aspects for Family Households
- Housing costs was in the top 5 negative aspects for Newer Residents
- Limited or poor-quality public services made it in the top 5 negative aspects for Older Residents

What Would You Change?

Participants were given the option to provide a write-in response about what they'd change about Harrison Township. The most common topic centered around downtown revitalization. Other commonly addressed topics included improving recreation facilities, adding more dining options, and undertaking road improvements.

Convenience Shopping

The largest percentage of respondents (31%) said they most commonly stay within Harrison Township for their convenience shopping and service needs. The second most popular answer was the Hall Road (M-59) Corridor (18%), followed closely by Chesterfield Township (18%). All other answer choices were 10% or under.

Dining & Entertainment

The largest percentage of respondents (47%) said they most commonly stay within Harrison Township for their dining and entertainment needs. Another popular answer was the Hall Road (M-59) Corridor (17%). There was a larger drop off in popularity for the other answers – each being below 10%.

Health Care

The largest percentage of respondents (21%) said they most commonly stay within Harrison Township for their health care related needs, although Clinton Township was close behind (21%). 15% said St. Clair Shores and 13% said other. All other answer choices were 10% or under.

Modes of Travel

Participants were asked about modes of transportation used for travel within the local area and to what extent. Car was the mostly regularly used mode of travel, with 75% of respondents saying they use their personal vehicle routinely and 14% use it often. Notably, 14 respondents (5%) said they never use their car. Walking was the second most commonly used mode of travel, with 11% walking routinely and 19%

walking often. Bicycling is less common, coming in at 8% routine use and 9% used often. Receiving rides from family and friends is not common, as 41% never receive rides and 31% rarely receive rides. Although 8% of respondents use uber/taxi routinely, 28% rarely use uber/taxi and 52% never use uber/taxi. Finally, the use of transit is not common at all, as 10% of respondents rarely use transit and 71% never use transit.

Transportation Barriers

Respondents were given the option to write-in answers to the question, “What barriers exist that prevent you from using your preferred mode of transportation or a different mode of transportation?” The most common answer, by far, was “none.” Other options included a lack of bicycle paths and poor sidewalk conditions, especially in the winter.

Future Housing Types

Respondents were asked what type of housing should be developed in Harrison Township in the next 5 to 20 years. The top answer choice by a significant margin was large single family detached homes at 50%. The following were the top 5 answer choices overall:

1. Single family detached homes – large (>1,500 sq ft) (50%)
2. Single family detached homes – small (<1,500 sq ft) (39%)
3. Senior housing – independent living (24%)
4. No new housing should be developed (20%)
5. Single family attached homes (townhouses, condos) (16%)

Larger single family detached homes was the top answer for all respondent segments. However, there were some differences across the respondent segments. Senior housing – assisted living or nursing care was not in the overall top 5 answer choices, but was in the top 5 for Family Households, Newer Residents, and Younger and Family Formation Age Residents (interestingly, senior housing – assisted living or nursing care was not in the top 5 for Older Residents). Although no new housing should be developed was in the top 5 overall answer choices, it was not in the top 5 for Newer Residents.

Land Use Development Strategies

Participants were given a list of land use development strategies the Township could employ over the next 5 to 20 years. They were asked to assign a level of importance to each strategy ranging from not important (rating of 1) to highly important (rating of 5). The strategies which were noted by the highest percentage of respondents as being highly important were:

1. Preserve natural features (floodplains, wetlands, woodlands, etc.) (64% highly important)
2. Improve and enhance the township’s waterfront business district (Jefferson Ave. at Crocker Blvd.) (51%)
3. Capitalize on or maximize access to Lake St. Clair (45%)
4. Improve the appearance and quality of existing homes and neighborhoods (44%)
5. Promote/enhance social well-being and quality of life (safety, health, culture, etc.) (40%)

All four respondent segments listed preserve natural features (floodplains, wetlands, woodlands, etc.) as their most highly important goal. However, there were some differences across the respondent segments. For Older Residents, improve/expand the motorized transportation network (roads, bridges, etc.) was their second highest highly important strategy – this strategy was not in the top 5 overall. For Family Households, promote/enhance social well-being and quality of life (safety, health, culture, etc.)

was their second highest highly important strategy. For Newer Residents, improve/expand the non-motorized transportation network (bike paths, sidewalks, etc.) made it into their top 5 highly important strategy list.

The three land use development strategies receiving the greatest number of “not important” votes were:

1. Encourage additional industrial development (35% not important)
2. Encourage additional housing development (25%)
3. Develop public parking within the Township’s waterfront business district (Jefferson Ave. at Crocker Blvd.) (11%)

Economic Challenges

Respondents were asked what type of economic growth challenges face Harrison Township. The top five answer choices were as follows:

1. Keeping young, skilled workers (34%)
2. Availability of jobs (25%)
3. Competition from nearby business districts and employment centers (25%)
4. Collaborative mindset (22%)
5. Quality of life amenities (20%)

There were a handful of differences between the respondent segments. Keeping young, skilled workers was the top answer for all respondent segments except for the Older Respondents segment, who listed availability of jobs as their top answer (35%). For Older Respondents, inadequate transportation infrastructure was their third highest response and local government leadership was their fourth highest response. The Family Households segment listed school systems (26%) as their third highest choice, while availability of jobs was not in their top five.

Economic Development Strategies

Participants were asked what effective economic development means to them. They were asked to rank 8 different economic development initiatives from most to least important. The economic development initiatives deemed to be of greatest importance were:

1. Higher standard of living for citizens (41%)
2. Improved awareness (reputation) of the township (40%)
3. Enticing more tourists to visit the township (34%)

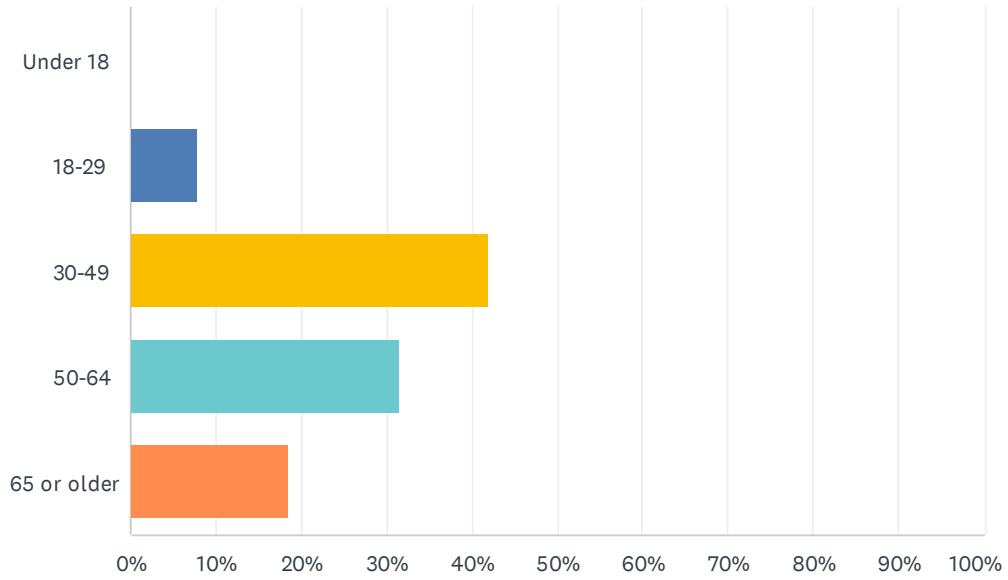
Among the Newer Residents segment, the most common answer was enticing more tourists to visit the township (45%), while launching new businesses in the Township was their third choice. For Family Households, attracting businesses to locate to the Township was their third choice. For Younger and Family Formation Age Residents, attracting businesses to locate to the Township was their third choice.

Future Planning

Those who took the survey were asked what they would like to see in the Township that doesn’t currently exist. Popular write-in answers included more dining options, grocery stores, and senior services.

Q1 In what age range do you fall?

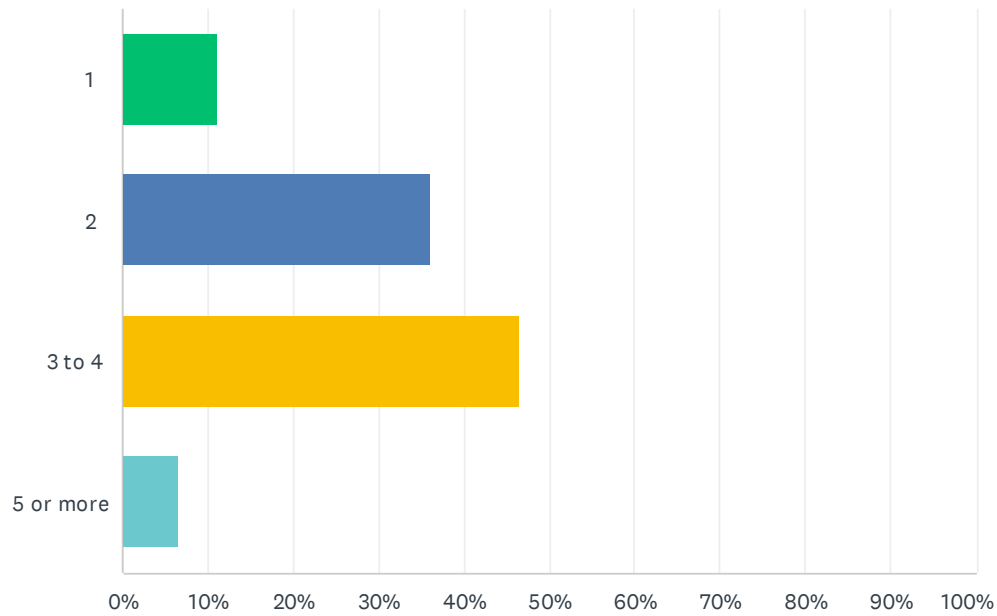
Answered: 291 Skipped: 1



ANSWER CHOICES	RESPONSES	
Under 18	0.00%	0
18-29	7.90%	23
30-49	41.92%	122
50-64	31.62%	92
65 or older	18.56%	54
TOTAL		291

Q2 How many people live in your household?

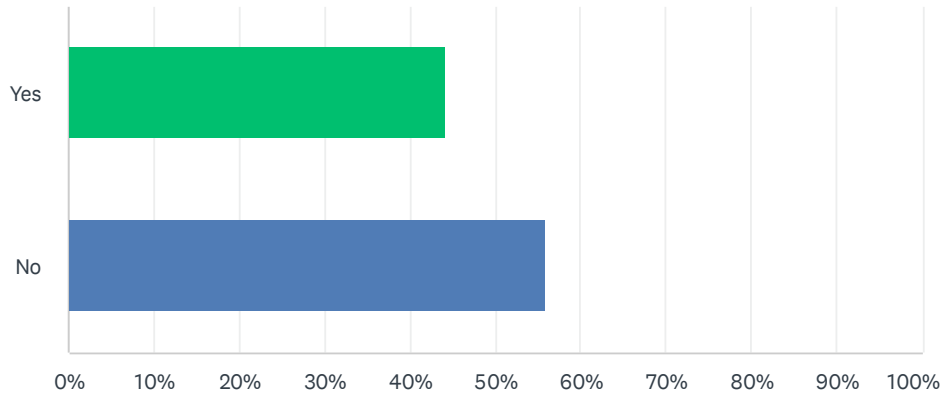
Answered: 291 Skipped: 1



ANSWER CHOICES	RESPONSES	
1	11.00%	32
2	36.08%	105
3 to 4	46.39%	135
5 or more	6.53%	19
TOTAL		291

Q3 Do you have any children under 18 years of age in your household?

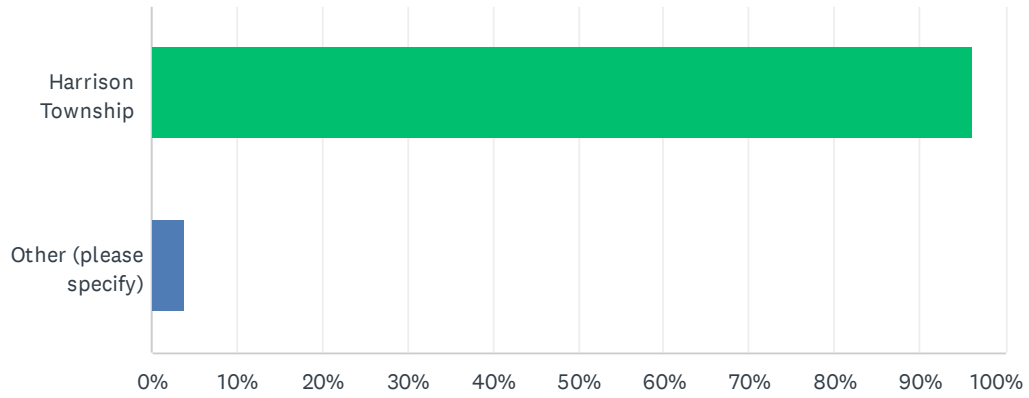
Answered: 290 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	44.14%	128
No	55.86%	162
TOTAL		290

Q4 Where do you reside?

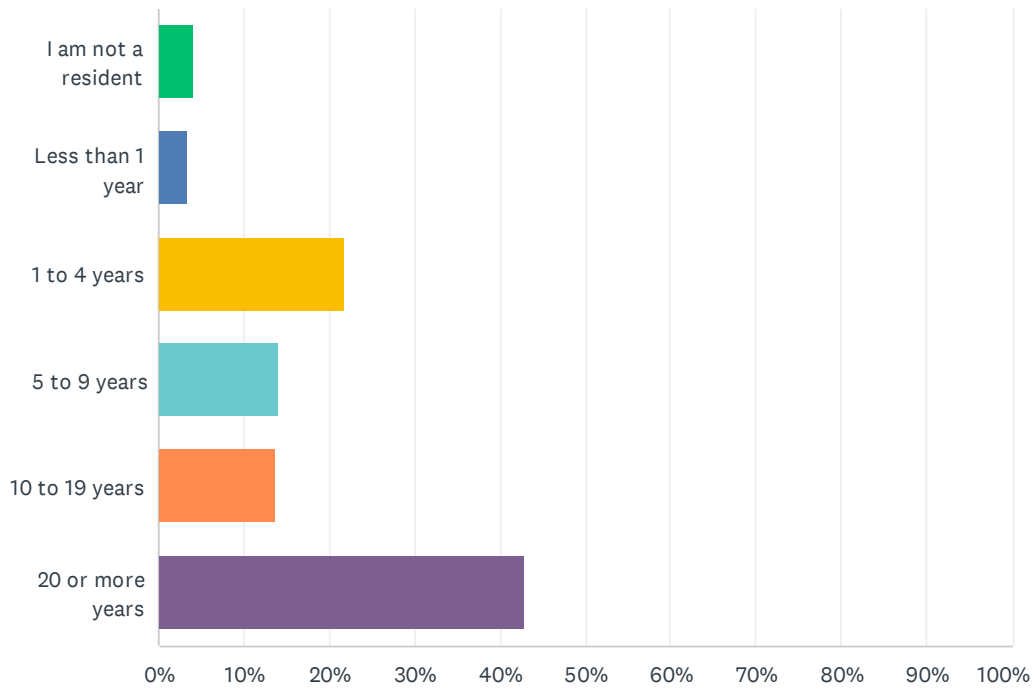
Answered: 291 Skipped: 1



ANSWER CHOICES	RESPONSES	
Harrison Township	96.22%	280
Other (please specify)	3.78%	11
TOTAL		291

Q5 How long have you lived in Harrison Township?

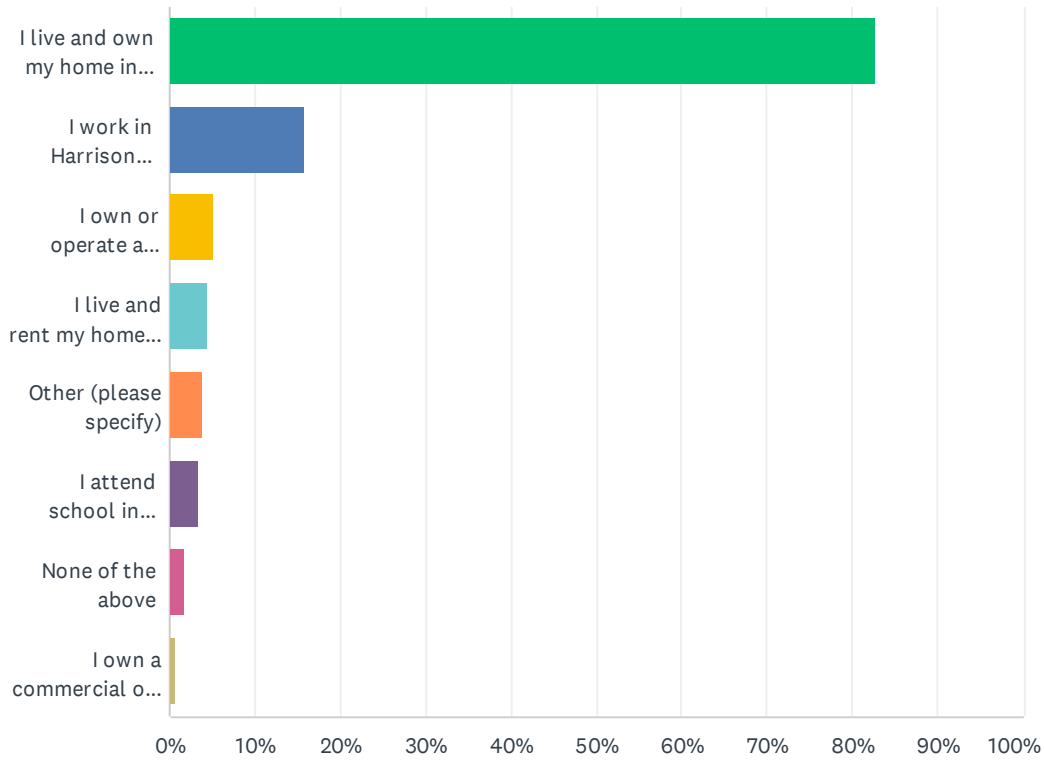
Answered: 291 Skipped: 1



ANSWER CHOICES	RESPONSES	
I am not a resident	4.12%	12
Less than 1 year	3.44%	10
1 to 4 years	21.65%	63
5 to 9 years	14.09%	41
10 to 19 years	13.75%	40
20 or more years	42.96%	125
TOTAL		291

Q6 Please select all that apply

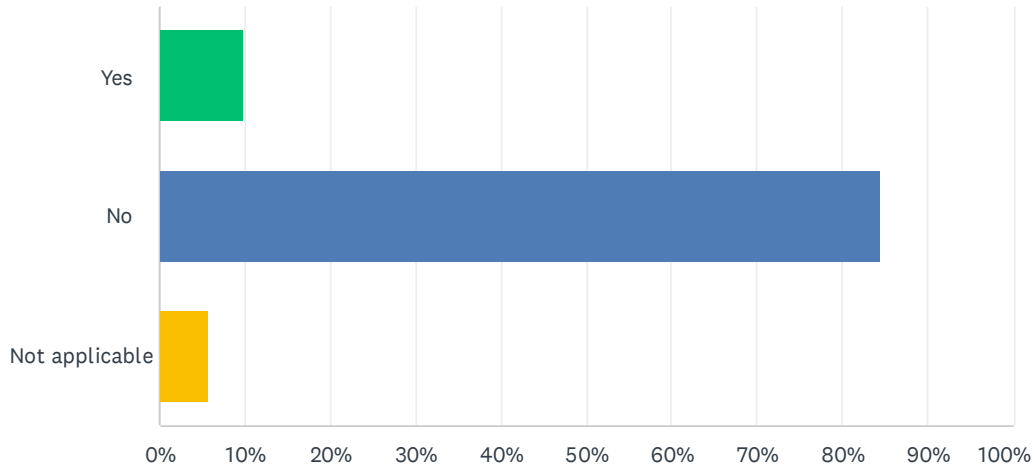
Answered: 291 Skipped: 1



ANSWER CHOICES	RESPONSES	
I live and own my home in Harrison Township	82.82%	241
I work in Harrison Township	15.81%	46
I own or operate a business in Harrison Township	5.15%	15
I live and rent my home in Harrison Township	4.47%	13
Other (please specify)	3.78%	11
I attend school in Harrison Township	3.44%	10
None of the above	1.72%	5
I own a commercial or industrial property in Harrison Township	0.69%	2
Total Respondents: 291		

Q7 Do you plan on moving out of the Township in the next five to ten years?

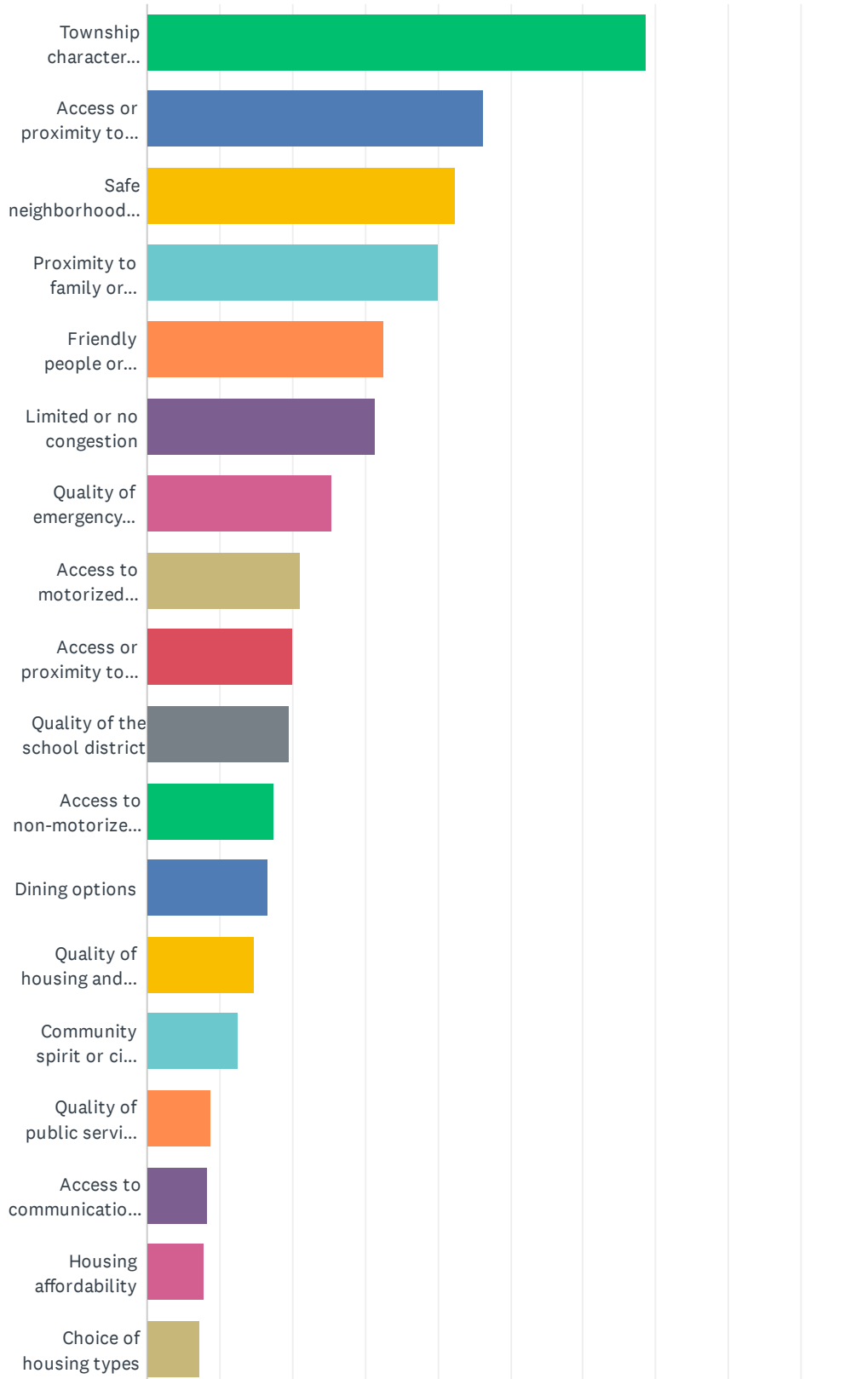
Answered: 263 Skipped: 29



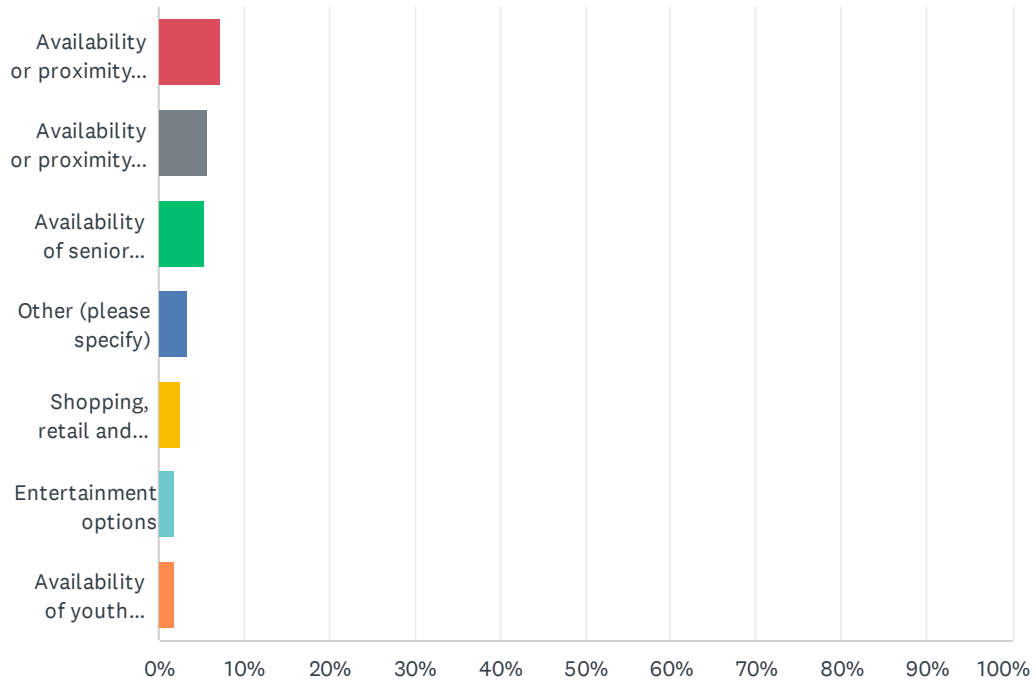
ANSWER CHOICES	RESPONSES
Yes	9.89% 26
No	84.41% 222
Not applicable	5.70% 15
TOTAL	263

Q8 What are Harrison Township's most POSITIVE aspects? (Select not more than 5)

Answered: 264 Skipped: 28



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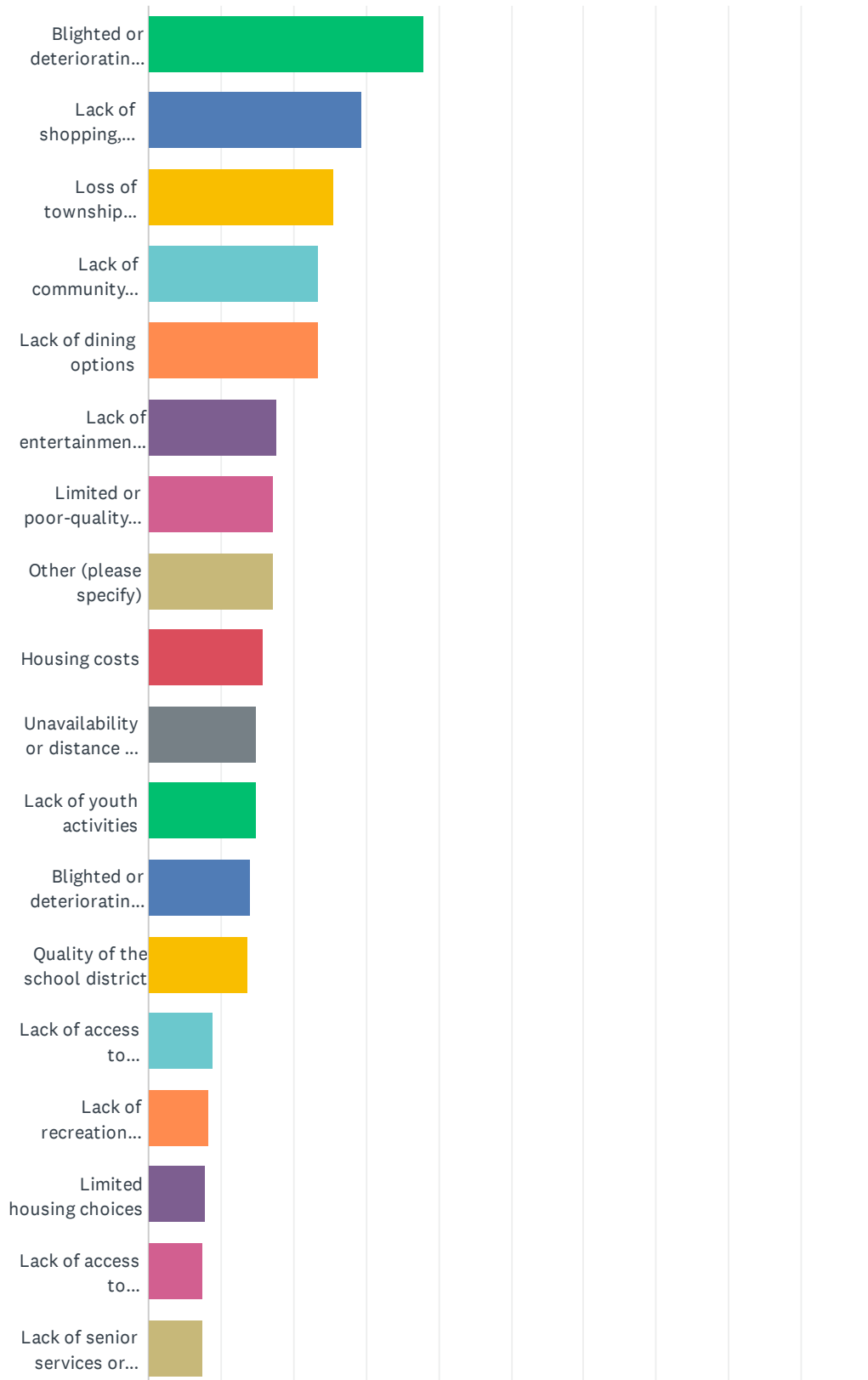


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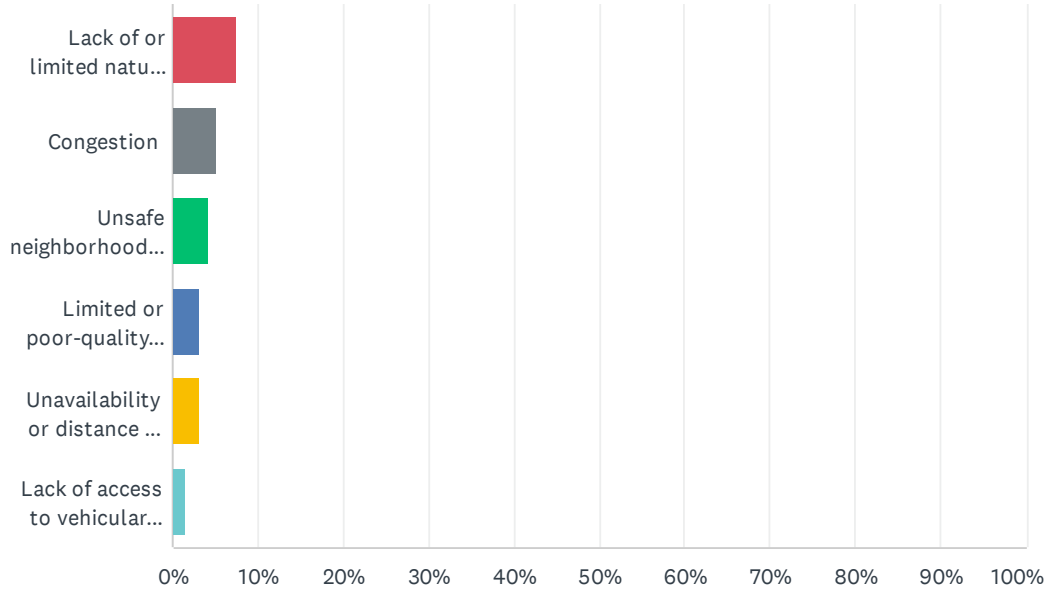
ANSWER CHOICES	RESPONSES	
Township character (recreational/waterfront)	68.56%	181
Access or proximity to natural resources (rivers, lakes, woodlands, etc.)	46.21%	122
Safe neighborhoods and community	42.42%	112
Proximity to family or friends	40.15%	106
Friendly people or atmosphere	32.58%	86
Limited or no congestion	31.44%	83
Quality of emergency services (police and fire)	25.38%	67
Access to motorized transportation (roads, freeways, etc.)	21.21%	56
Access or proximity to recreation options	20.08%	53
Quality of the school district	19.70%	52
Access to non-motorized transportation (sidewalks, trails, etc.)	17.42%	46
Dining options	16.67%	44
Quality of housing and neighborhoods	14.77%	39
Community spirit or civic mindedness	12.50%	33
Quality of public services	8.71%	23
Access to communications infrastructure (broadband internet, cellular service, etc.)	8.33%	22
Housing affordability	7.95%	21
Choice of housing types	7.20%	19
Availability or proximity to medical care	7.20%	19
Availability or proximity to jobs/employment	5.68%	15
Availability of senior services or activities	5.30%	14
Other (please specify)	3.41%	9
Shopping, retail and service options	2.65%	7
Entertainment options	1.89%	5
Availability of youth activities	1.89%	5
Total Respondents: 264		

Q9 What are Harrison Township's LEAST favorable or LEAST appealing aspects? (Select not more than 5)

Answered: 255 Skipped: 37



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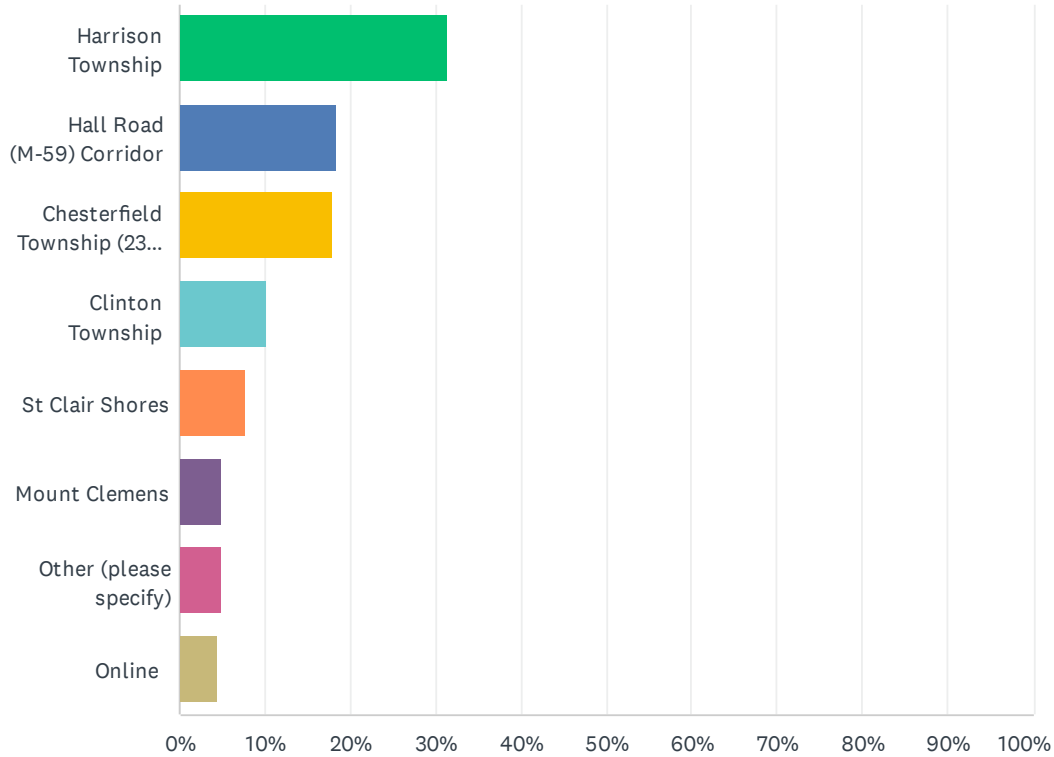
ANSWER CHOICES	RESPONSES	
Blighted or deteriorating homes or neighborhoods	38.04%	97
Lack of shopping, retail and service options	29.41%	75
Loss of township character	25.49%	65
Lack of community spirit or civic mindedness	23.53%	60
Lack of dining options	23.53%	60
Lack of entertainment options	17.65%	45
Limited or poor-quality public services	17.25%	44
Other (please specify)	17.25%	44
Housing costs	15.69%	40
Unavailability or distance to medical care	14.90%	38
Lack of youth activities	14.90%	38
Blighted or deteriorating businesses	14.12%	36
Quality of the school district	13.73%	35
Lack of access to communications infrastructure (broadband internet, cellular service, etc.)	9.02%	23
Lack of recreation options	8.24%	21
Limited housing choices	7.84%	20
Lack of access to non-motorized transportation (sidewalks, trails, etc.)	7.45%	19
Lack of senior services or activities	7.45%	19
Lack of or limited natural resources	7.45%	19
Congestion	5.10%	13
Unsafe neighborhoods or community	4.31%	11
Limited or poor-quality emergency services (police and fire)	3.14%	8
Unavailability or distance to jobs/employment	3.14%	8
Lack of access to vehicular transportation (roads, freeways, etc.)	1.57%	4
Total Respondents: 255		

Q10 What is the one thing about Harrison Township you would change?

Refer to the Survey Summary for a synthesis of the open-ended responses.

Q11 Where do you most commonly go for your shopping and service needs?

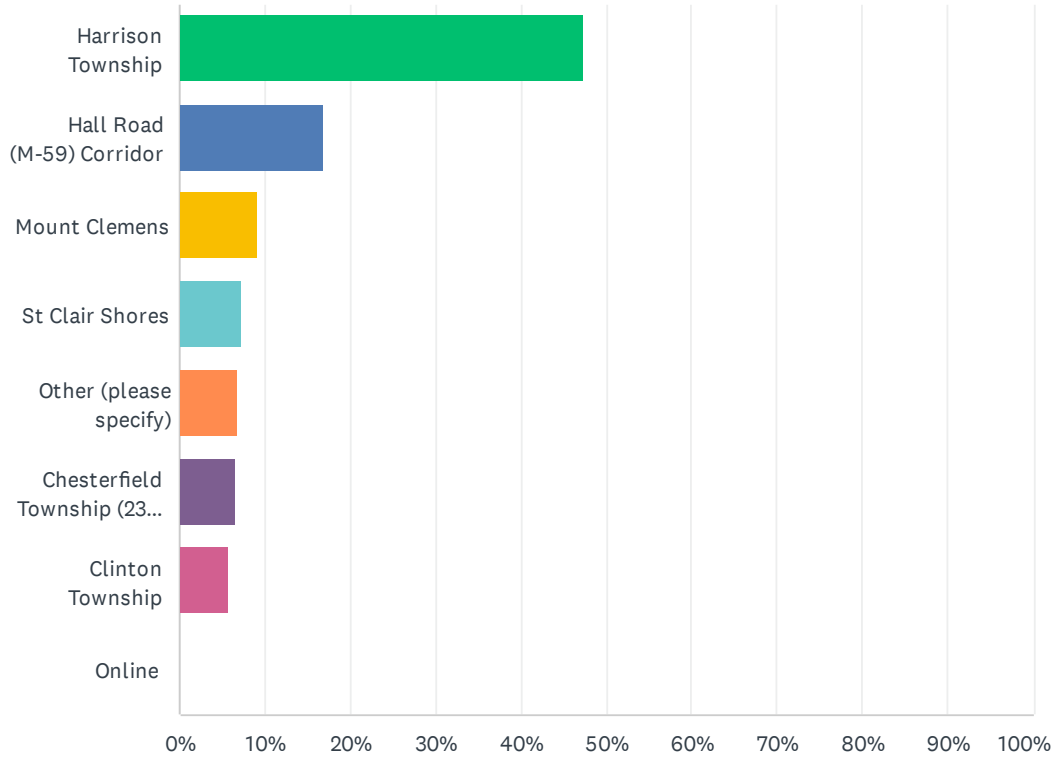
Answered: 262 Skipped: 30



ANSWER CHOICES	RESPONSES	
Harrison Township	31.30%	82
Hall Road (M-59) Corridor	18.32%	48
Chesterfield Township (23 Mile and I-94)	17.94%	47
Clinton Township	10.31%	27
St Clair Shores	7.63%	20
Mount Clemens	4.96%	13
Other (please specify)	4.96%	13
Online	4.58%	12
TOTAL		262

Q12 Where do you most commonly go for your dining and entertainment needs?

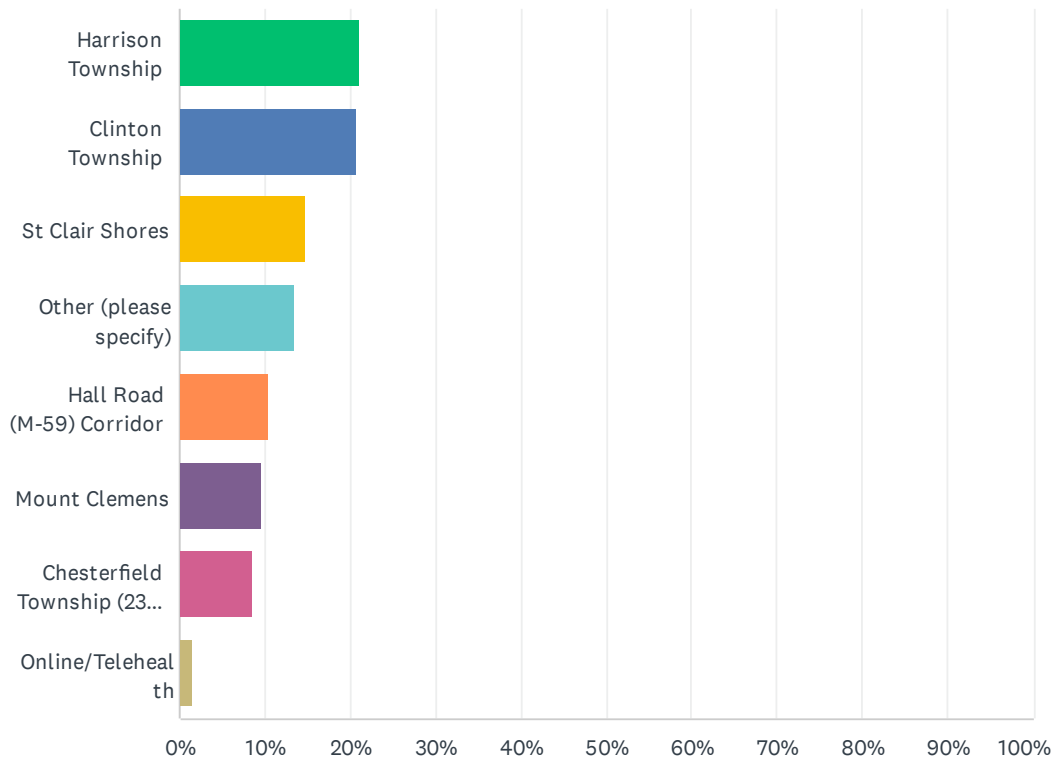
Answered: 260 Skipped: 32



ANSWER CHOICES	RESPONSES	
Harrison Township	47.31%	123
Hall Road (M-59) Corridor	16.92%	44
Mount Clemens	9.23%	24
St Clair Shores	7.31%	19
Other (please specify)	6.92%	18
Chesterfield Township (23 Mile and I-94)	6.54%	17
Clinton Township	5.77%	15
Online	0.00%	0
TOTAL		260

Q13 Where do you most commonly go for your health care related needs?

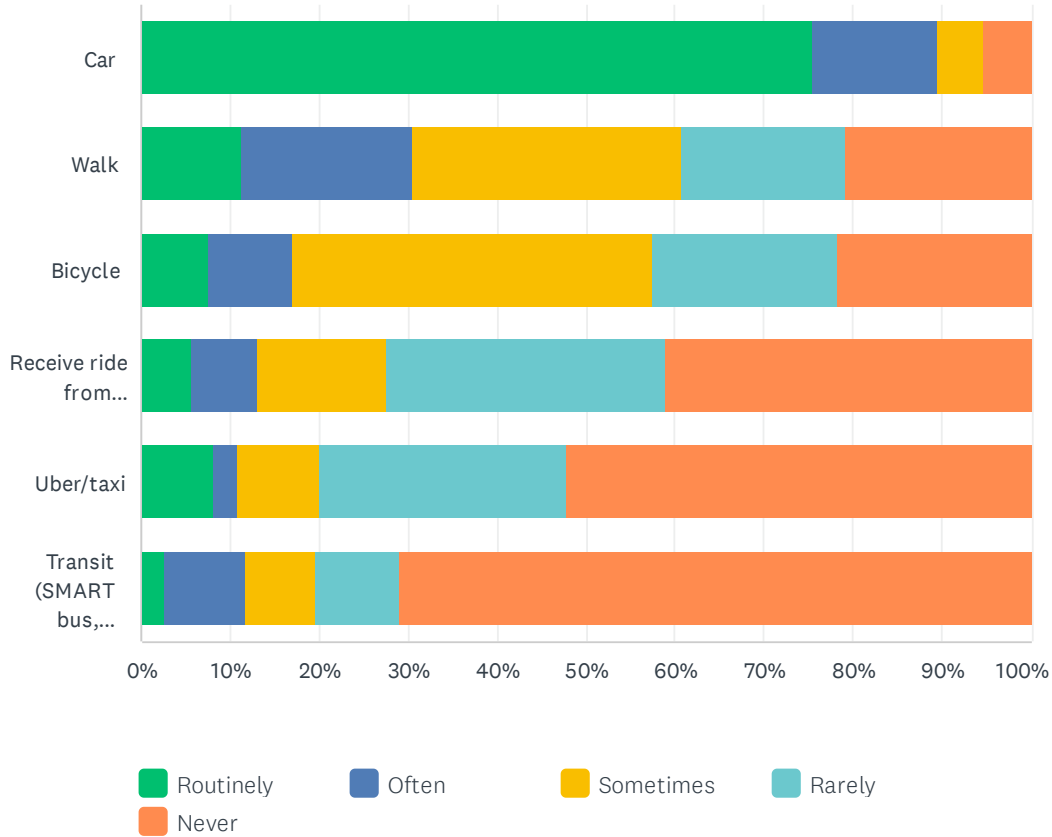
Answered: 260 Skipped: 32



ANSWER CHOICES	RESPONSES	
Harrison Township	21.15%	55
Clinton Township	20.77%	54
St Clair Shores	14.62%	38
Other (please specify)	13.46%	35
Hall Road (M-59) Corridor	10.38%	27
Mount Clemens	9.62%	25
Chesterfield Township (23 Mile and I-94)	8.46%	22
Online/Telehealth	1.54%	4
TOTAL		260

Q14 What modes of transportation do you use for travel within the local area and to what extent?

Answered: 262 Skipped: 30



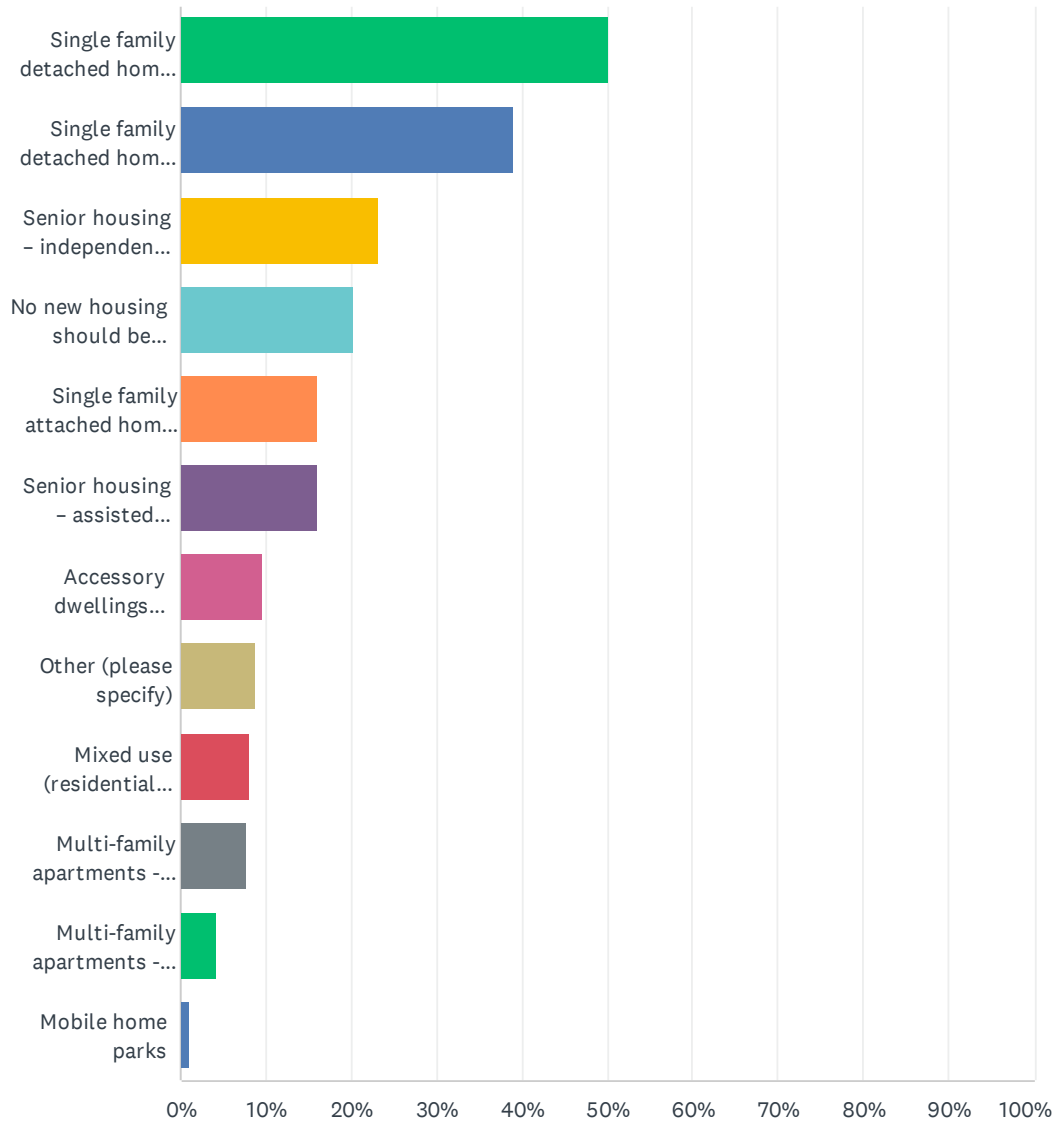
	ROUTINELY	OFTEN	SOMETIMES	RARELY	NEVER	TOTAL
Car	75.38% 196	14.23% 37	5.00% 13	0.00% 0	5.38% 14	260
Walk	11.25% 27	19.17% 46	30.42% 73	18.33% 44	20.83% 50	240
Bicycle	7.66% 18	9.36% 22	40.43% 95	20.85% 49	21.70% 51	235
Receive ride from family/friend	5.63% 13	7.36% 17	14.72% 34	31.17% 72	41.13% 95	231
Uber/taxi	8.26% 19	2.61% 6	9.13% 21	27.83% 64	52.17% 120	230
Transit (SMART bus, dial-a-ride, etc)	2.61% 6	9.13% 21	7.83% 18	9.57% 22	70.87% 163	230

Q15 What barriers exist that prevent you from using your preferred mode of transportation or a different mode of transportation?

Refer to the Survey Summary for a synthesis of the open-ended responses.

Q16 In the next 5 to 20 years, what type of housing should be developed in Harrison Township? (Select not more than 3)

Answered: 262 Skipped: 30



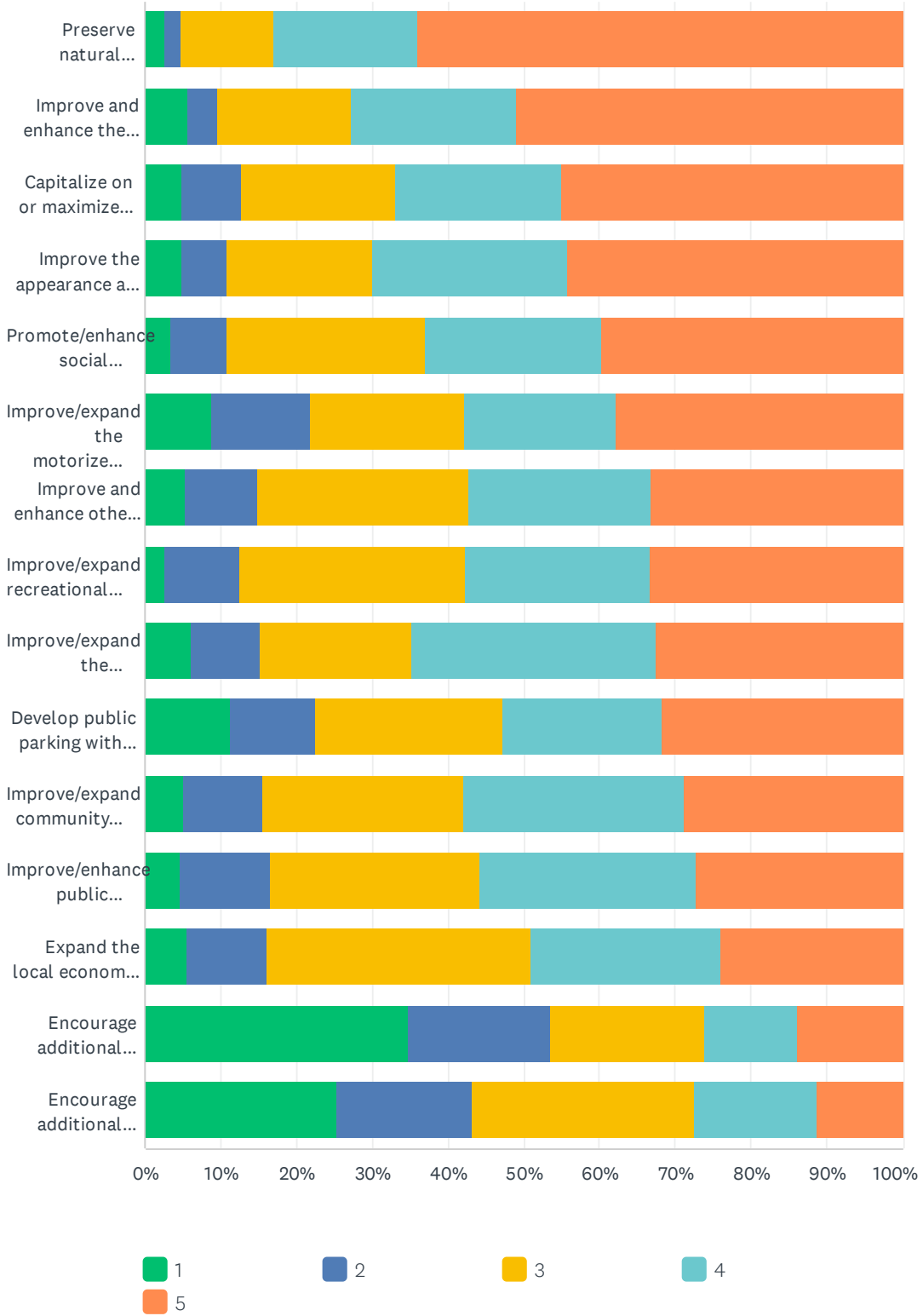
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ANSWER CHOICES	RESPONSES	
Single family detached homes – large (approx. 1,500 square feet or more)	50.00%	131
Single family detached homes – small (approx. 1,500 square feet or less)	38.93%	102
Senior housing – independent living	23.28%	61
No new housing should be developed	20.23%	53
Single family attached homes (townhouses, attached condos)	16.03%	42
Senior housing – assisted living or nursing care	16.03%	42
Accessory dwellings (granny flats, in-law suites, etc.)	9.54%	25
Other (please specify)	8.78%	23
Mixed use (residential in same building with commercial/office)	8.02%	21
Multi-family apartments - market rate	7.63%	20
Multi-family apartments - income restricted	4.20%	11
Mobile home parks	1.15%	3
Total Respondents: 262		

Q17 The following is a list of potential land use development strategies that Harrison Township could employ over the next 5 to 20 years. Using a 1 to 5 rating scale where 1 is not important and 5 is highly important, rate each potential strategy.

Answered: 262 Skipped: 30

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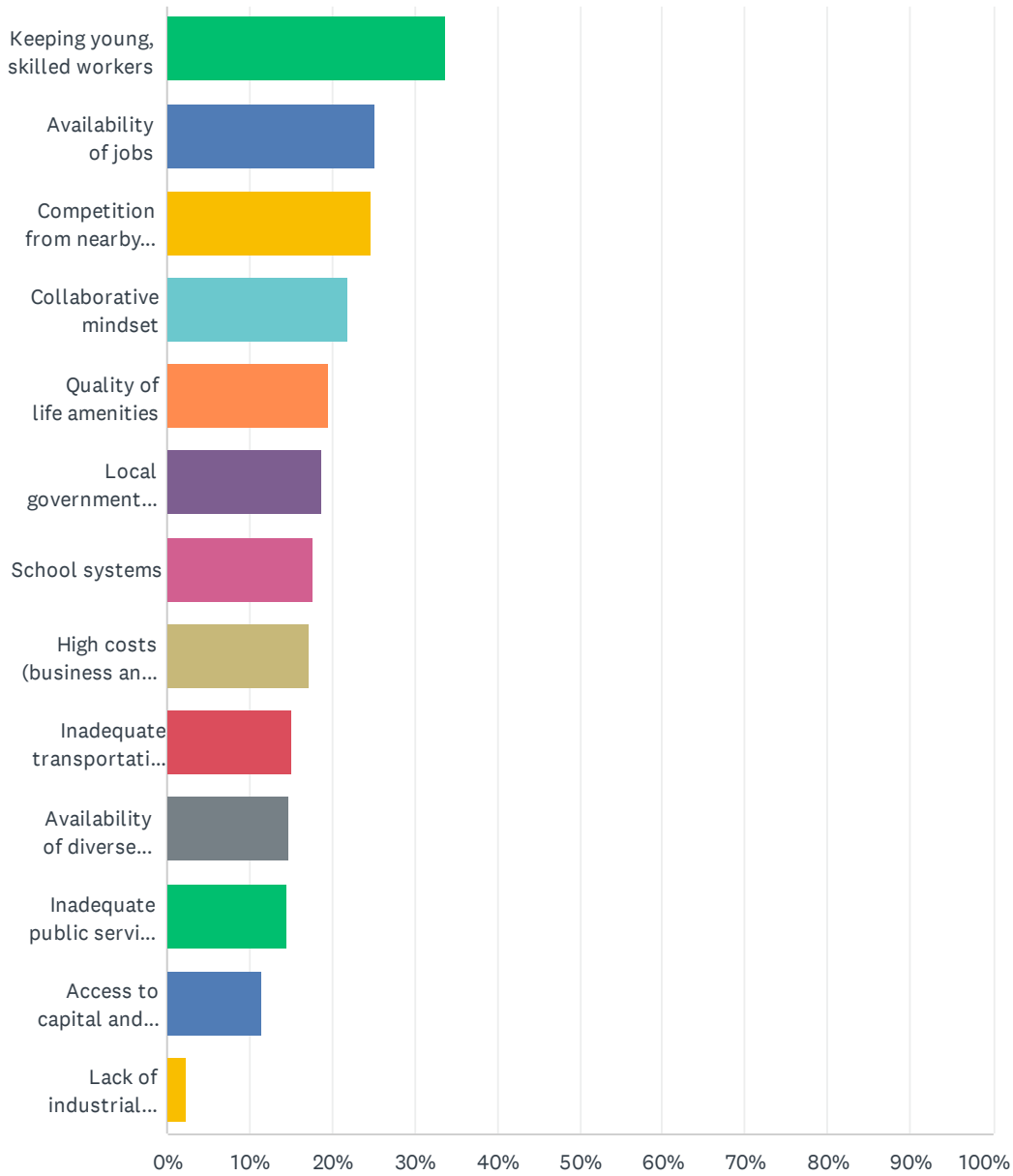


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	1	2	3	4	5	TOTAL
Preserve natural features (floodplains, wetlands, woodlands, etc.)	2.70% 7	1.93% 5	12.36% 32	18.92% 49	64.09% 166	259
Improve and enhance the township's waterfront business district (Jefferson Ave. at Crocker Blvd.)	5.75% 15	3.83% 10	17.62% 46	21.84% 57	50.96% 133	261
Capitalize on or maximize access to the Lake St. Clair	5.00% 13	7.69% 20	20.38% 53	21.92% 57	45.00% 117	260
Improve the appearance and quality of existing homes and neighborhoods	5.00% 13	5.77% 15	19.23% 50	25.77% 67	44.23% 115	260
Promote/enhance social well-being and quality of life (safety, health, culture, etc.)	3.47% 9	7.34% 19	26.25% 68	23.17% 60	39.77% 103	259
Improve/expand the motorized transportation network (roads, bridges, etc.)	8.81% 23	13.03% 34	20.31% 53	19.92% 52	37.93% 99	261
Improve and enhance other township business districts	5.38% 14	9.62% 25	27.69% 72	24.23% 63	33.08% 86	260
Improve/expand recreational facilities and programming	2.71% 7	9.69% 25	29.84% 77	24.42% 63	33.33% 86	258
Improve/expand the non-motorized transportation network (bike paths, sidewalks, etc.)	6.20% 16	8.91% 23	20.16% 52	32.17% 83	32.56% 84	258
Develop public parking within the township's waterfront business district (Jefferson Ave. at Crocker Blvd.)	11.24% 29	11.24% 29	24.81% 64	20.93% 54	31.78% 82	258
Improve/expand community services and infrastructure	5.08% 13	10.55% 27	26.56% 68	28.91% 74	28.91% 74	256
Improve/enhance public communication and civic engagement	4.65% 12	12.02% 31	27.52% 71	28.68% 74	27.13% 70	258
Expand the local economy (jobs, economic growth and wellbeing)	5.49% 14	10.59% 27	34.90% 89	25.10% 64	23.92% 61	255
Encourage additional industrial development	34.75% 90	18.92% 49	20.08% 52	12.36% 32	13.90% 36	259
Encourage additional housing development	25.38% 66	17.69% 46	29.62% 77	16.15% 42	11.15% 29	260

Q18 As it works to improve jobs and economic growth, what are the challenges facing Harrison Township? (Select not more than 3)

Answered: 250 Skipped: 42

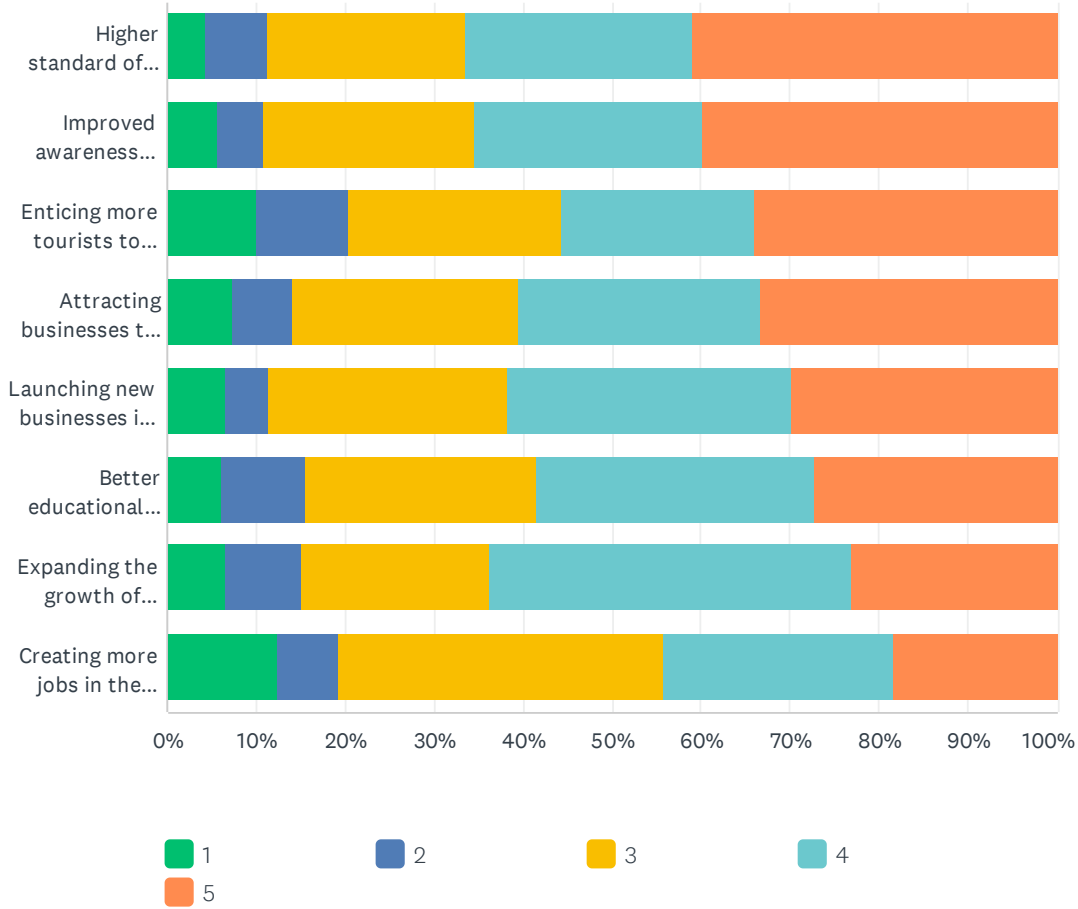


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ANSWER CHOICES	RESPONSES	
Keeping young, skilled workers	33.60%	84
Availability of jobs	25.20%	63
Competition from nearby business districts and employment centers	24.80%	62
Collaborative mindset	22.00%	55
Quality of life amenities	19.60%	49
Local government leadership	18.80%	47
School systems	17.60%	44
High costs (business and living)	17.20%	43
Inadequate transportation infrastructure	15.20%	38
Availability of diverse housing options	14.80%	37
Inadequate public services and infrastructure	14.40%	36
Access to capital and resources for small businesses	11.60%	29
Lack of industrial facilities	2.40%	6
Total Respondents: 250		

Q19 What does effective economic development mean to you? Using a 1 to 5 rating scale where 1 is not important and 5 is highly important, please rate each item.

Answered: 262 Skipped: 30



Harrison Township Master Plan Survey

	1	2	3	4	5	TOTAL
Higher standard of living for citizens	4.28% 11	7.00% 18	22.18% 57	25.68% 66	40.86% 105	257
Improved awareness (reputation) of the township	5.81% 15	5.04% 13	23.64% 61	25.58% 66	39.92% 103	258
Enticing more tourists to visit the township	10.04% 26	10.42% 27	23.94% 62	21.62% 56	33.98% 88	259
Attracting businesses to locate to the township	7.28% 19	6.90% 18	25.29% 66	27.20% 71	33.33% 87	261
Launching new businesses in the township	6.51% 17	4.98% 13	26.82% 70	31.80% 83	29.89% 78	261
Better educational opportunities and developing talent	6.20% 16	9.30% 24	25.97% 67	31.40% 81	27.13% 70	258
Expanding the growth of existing businesses in the township	6.56% 17	8.49% 22	21.24% 55	40.54% 105	23.17% 60	259
Creating more jobs in the township	12.50% 32	6.64% 17	36.72% 94	25.78% 66	18.36% 47	256

Q20 What would you like to see in Harrison Township that doesn't currently exist?

Refer to the Survey Summary for a synthesis of the open-ended responses.

Q21 Do you have any final comments related to land use and development within Harrison Township that you would like to share?

Refer to the Survey Summary for a synthesis of the open-ended responses.