



City of Holland

Research Results from the 2012
City of Holland Citizens Survey

A Research Project for



The City of Holland

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Background

- The City Council of the City of Holland periodically seeks the opinions of city residents to gauge their levels of satisfaction with services, uncover areas of concern, and determine opportunities for improvement. The Council decided they would like to obtain resident feedback this year.
- The Carl Frost Center for Social Science Research was contracted by the City of Holland to conduct a survey gauging resident satisfaction with quality of life, city services and amenities, city government and future priorities.



Objectives

- The overall objective of this research is to gauge resident satisfaction with quality of life, city services and amenities, city government and future priorities. The information obtained will be used to inform decisions and shape City policies.

- More specific objectives include determining residents' opinions on:
 - B 1. Holland as a whole, its best and least desirable attributes
 - B 2. The municipal services offered by the City of Holland
 - B 3. Options for changing and funding public safety services
 - B 4. Special projects under consideration by the City
 - B 5. Energy use and generation



Methodology

- Phone calls were placed to a random selection of phone numbers in telephone exchange codes covering the Holland area. Special efforts were made to include cell phone users and Hispanic residents. Quota limits were placed on some age groups to ensure a sample age distribution closely resembling the city population.
- Respondents were interviewed if they stated they were 18 or older, and lived within the City limits and the 49423 zip code. These last 2 criteria were at least 93% effective in screening non-residents from completing the survey. Persons employed by the City of Holland and the Board of Public Works were excluded from participation.
- Research was conducted via a telephone survey among Holland residents from November 12 to December 21, 2012.
- Of the 8,366 phone numbers initially attempted, 2,341 were not viable numbers (disconnected lines, business lines, fax, etc.), leaving a final potentially viable sample frame of 6,025. Of these, 1,816 people (30%) were reached and received our request to participate in the survey. A total of 541 surveys were completed, yielding a final response rate of 30%. This represents 9% of the viable sample frame.



Methodology

- To further ensure that responders lived in the city, we asked them at the end of the survey to provide their nearest street intersection. Based on these responses, we identified and excluded 30 completed surveys from the analysis due to the respondent's location being definitively outside of the city limits. This left us with a final sample of 511 completed surveys.
- The margin of error for our final sample of 511, at a 95% confidence level, is +/- 4.3%.



Methodology

- Characteristics of the sample are:
 - B 55% female; 88% white; 17% Hispanic; 75% homeowners.
 - B 23% aged 18-34, 52% 35-64, and 25% 65 or older.
 - B 25% have a high school education or less, 51% graduated from college.
 - B Survey respondents have lived in Holland for an average of 25 years.
- For seventeen questions The National Research Center, Inc. (NRC) compared Holland residents' responses to those from similarly sized municipalities (population 25,000-50,000) across the nation that asked the same question.
- Differences between subgroups (gender, ethnicity, age, education, time in Holland, homeownership, Ward) have been tested for statistical significance (at the 95% confidence level).
 - B Each subgroup has been assigned a letter. A letter next to a score/number in the graphs indicates the score is significantly higher than the score for the subgroup corresponding to that letter.
 - B Statistical differences are described in the Appendix.

EXECUTIVE SUMMARY OF FINDINGS



Executive Summary

■ Quality of Life

- Most City Residents say that:
 - they prefer Holland to other places they have lived (74%)
 - they feel safe in their neighborhood during the day (97%) and at night (90%)
- All those surveyed noted something they liked about Holland (100%). Top of mind responses that were given most often: the downtown area, access to lakes & beaches, and the friendly/caring people.
- Top of mind mentions of things that City Residents would like to change about Holland were made much less frequently (24% mentioning something). Of those who did mention something they would like to change, the most common responses included: containment of gangs, increased public safety, and more openness/diversity.

■ City Policy & Pending Issues

- When asked, what major issues the City of Holland would face in the near future, the most common top of mind responses included: energy issues, fiscal issues, jobs and schools
- When asked to rate the priority of 6 potential projects that the city of Holland should address, redeveloping and improving the industrial portions of the waterfront was deemed as the highest priority.



Executive Summary

- City Policy & Pending Issues Continued
 - On the issue of overnight street parking, just over half of all residents surveyed said that they would prefer allowing it during the summer months (55%), with 37% opposing.
 - With respect to the Civic Center, when asked what events people attended, a sizable portion (23%) noted that they had not visited the Civic Center in the last three years. Of those who had attended an event in that time, 40% said they attended a Farmer's Market Event inside the Civic Center, 35% said they attended Shows & Exhibitions, and 26% noted they attended Sporting Events inside the civic center.
 - When asked what the city should do with the Civic Center, a slight majority of Holland City residents (55%) want the City to renovate the existing Civic Center; 22% want a new Civic Center, and far fewer residents want to leave the Center as it is (6%), or do away with a Civic Center altogether (7%).
 - On the issue of LGBT anti-discrimination policies, the most common response from residents surveyed was to defer to state and federal guidelines on this issue (37%), with nearly as many reporting that they believe the city should change its ordinances to protect LGBT individuals (32%).



Executive Summary

■ Energy Options

- Most residents (82%) do not know much about the Community Energy Plan. Just 17% feel well informed about it.
- A majority of residents (70%) agree or strongly agree that the city should incentivize home energy efficiency changes.
- Most residents (89%) are at least somewhat interested in better managing their energy costs, with 42% being very interested.
- Excluding those who refused or said they did not know (6%), half of Holland residents (51%) are willing to pay more for electricity from clean or renewable sources. For this group that was willing to pay more, the average rate they were willing to pay for renewables was at least 9.17% more than their current electric bill.

■ City Services

- Overall, Holland residents think highly of the services provided by the city, rating all seventeen services as above average on a 5 point scale. Parks and emergency responders received the highest ratings, while storm water drainage, street maintenance and the Civic Center received the lowest.
- However, far fewer residents felt familiar with the City's recreation programs and facilities to provide a rating on these services.



Executive Summary

■ Taxes & City Budget

- With respect to reducing city expenses one in six residents (16%) thought something should be reduced, and the most common top of mind services suggested was sidewalk snow removal.
- A third (34%) support raising taxes to maintain the current level of services, while 49% prefer the current level of services provided their taxes stay the same.
- When asked specifically about funding for fire and police services, support raising taxes to maintain the current level of services goes up (43%).
- When asked to rate several models for how the city may maintaining fire and EMS services, residents offered the strongest support for maintaining full-time fire fighters with 83% somewhat or strongly supporting this model. The next model that received the most support was for Cross-training fire and police personnel (68%). The model least supported was for a part-time fire force, although a majority still said they would somewhat or strongly support this model (55%).
- Most Holland City residents are not familiar with how surrounding local governments manage their firefighting and emergency services.



Executive Summary

■ Taxes & City Budget Continued

- Respondents who were very familiar with how other local areas manage their fire and emergency services were more likely to strongly oppose collaboration between area departments.
- Interestingly, those very familiar with other local area fire and EMS services were more likely to be polarized on the issue of volunteer firefighters; that is, this group was more likely than those less familiar with other local services to both strongly support and strongly oppose volunteer firefighters.
- Lastly, there is moderate support for a City income tax if it meant lower property taxes. Two-fifths (41%) of residents somewhat or strongly support this proposal, while one-third (32%) somewhat or strongly oppose it.

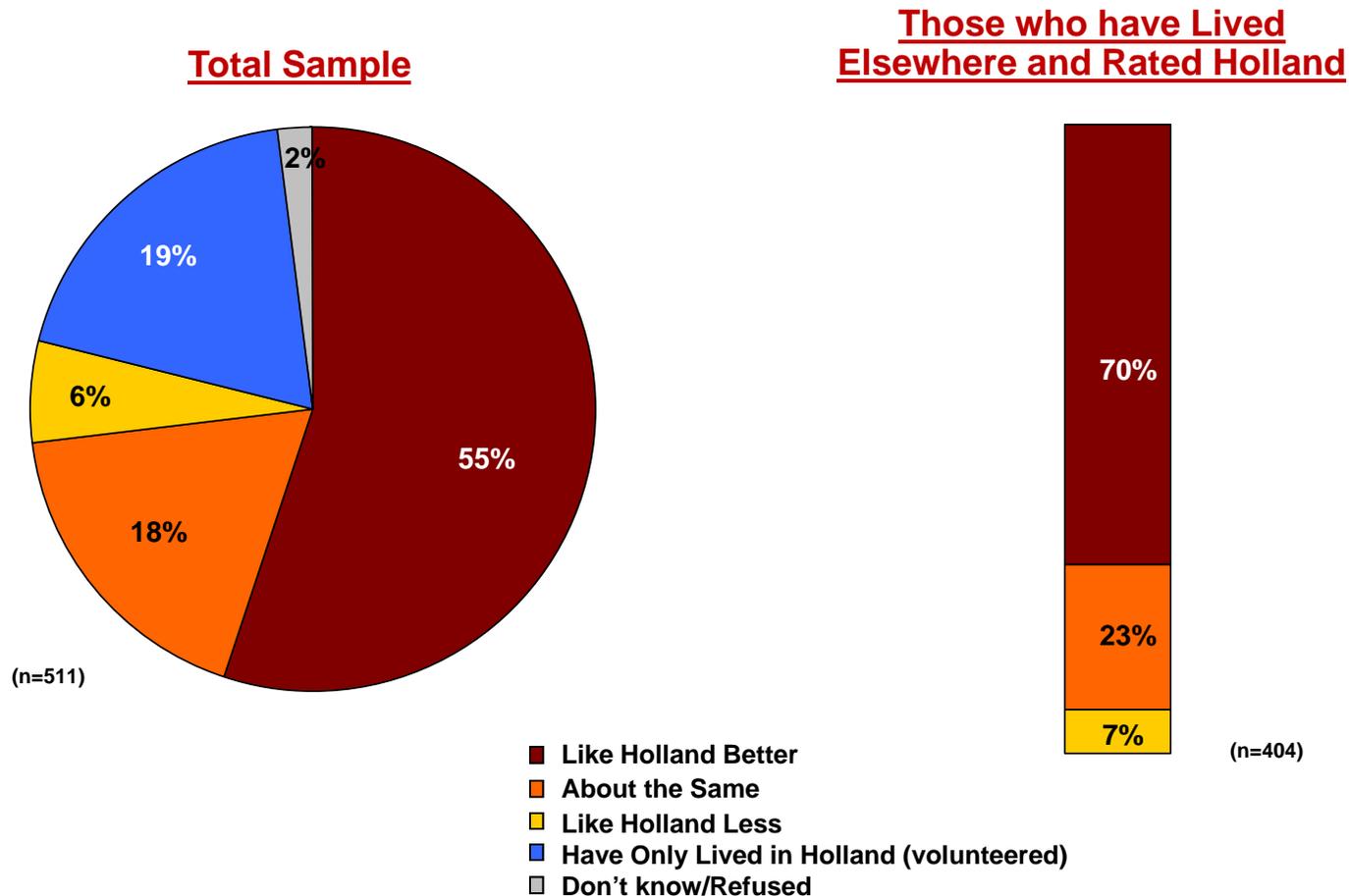
DETAILED FINDINGS

Community/Neighborhood Information



Three quarters (74%) of Holland residents prefer Holland to other places they have lived or have lived only in Holland. Seven out of ten residents able to compare Holland to other locations prefer Holland.

Holland Compared with Other Places Lived

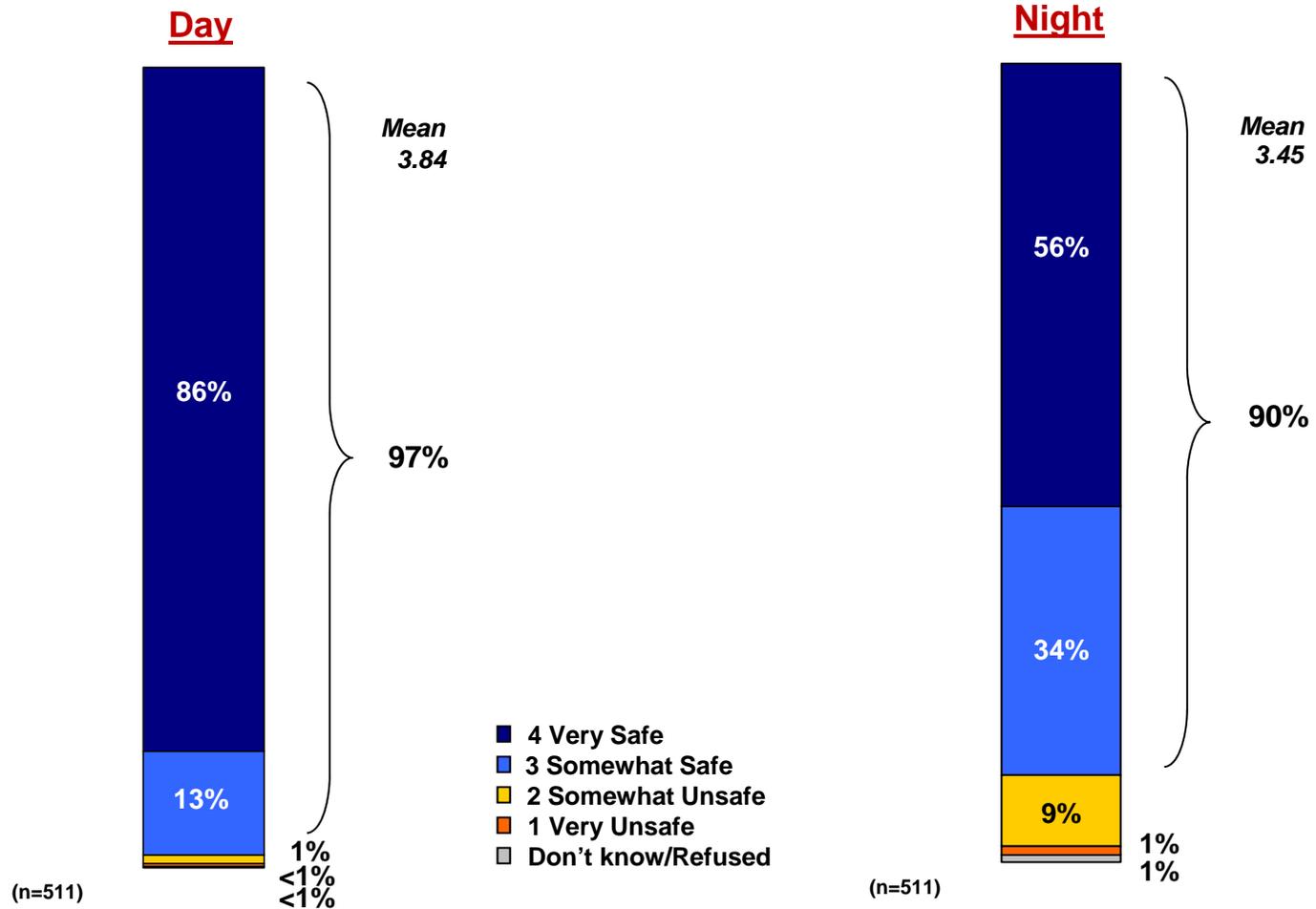


Q5: If you have lived in a city or cities other than Holland, how would you compare Holland with other places you have lived? Would you say you like Holland...



The overwhelming majority of Holland residents (97%) feel very or somewhat safe in their neighborhood during the day. A slightly smaller proportion (90%) feel safe in their neighborhood at night.

Feel Safe in Neighborhood



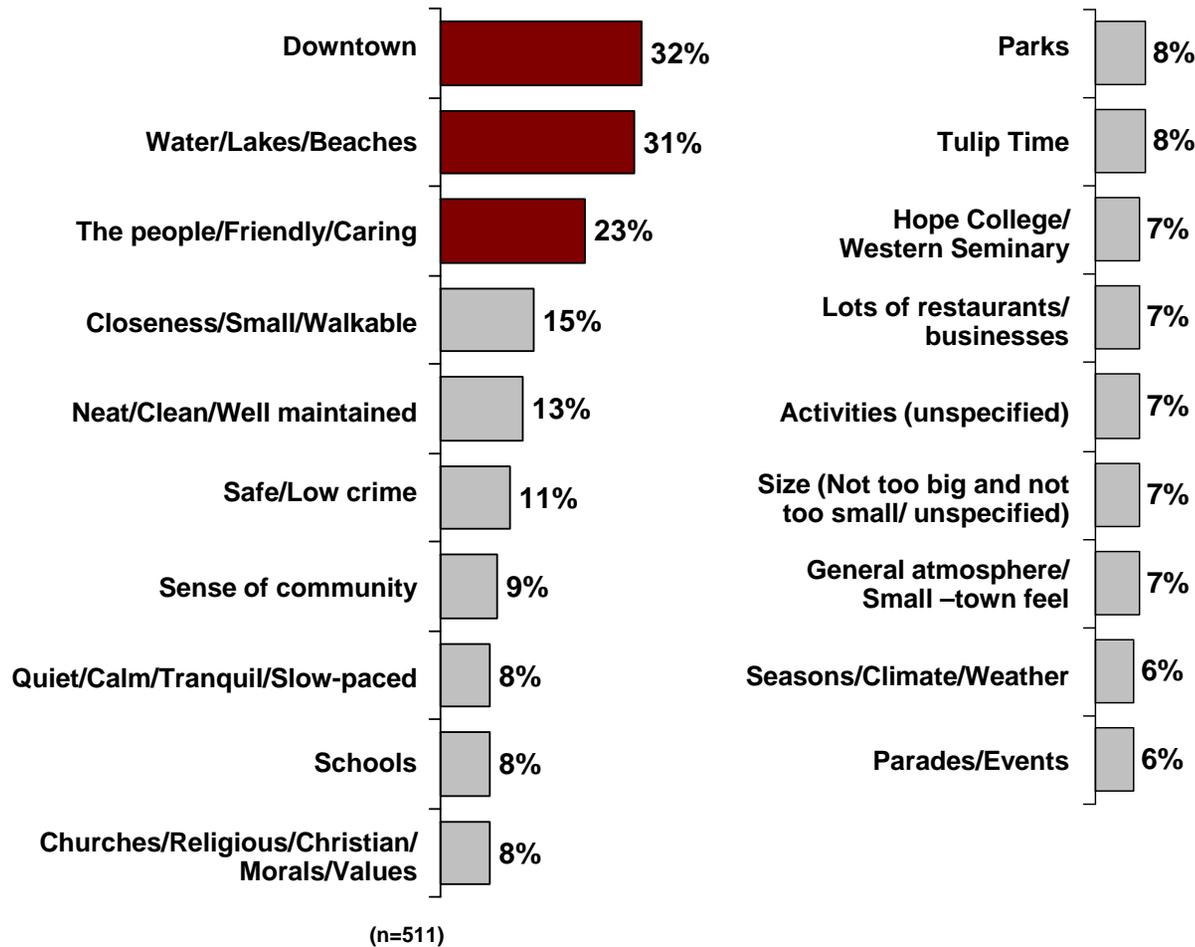
Q7: How safe do you feel in your neighborhood during the daylight hours? Do you feel...

Q8: How safe do you feel in your neighborhood during the night-time hours? Please use the same scale. (Repeat scale if needed)



The downtown area, access to lakes and beaches, and friendly, caring people top the list of what residents like about Holland. Having everything within walking distance, cleanliness and lack of crime were also frequently mentioned.

What Like Most About Holland



Other responses to 2%

5%

- *Appearances/Beautiful/Flowers*
- *Activities for kids, families/Good place to raise kids*
- *Location (unspecified)*
- *Diversity*

3%

- *Nature/Environment*
- *Culture*
- *Like neighborhood*
- *Nice/Good/Great*
- *Library*
- *Leaf pick-up*
- *Jobs/Economy*

2%

- *Family in area*
- *Police/Fire services*
- *Farmer's Market*
- *Snowmelt/Snow clearing/plowing*
- *History/Dutch heritage*
- *Services (unspecified)*
- *City Hall/City services*
- *Grew up here/Home*
- *Public Transportation/MAX*
- *Don't know/Refused/Blank*

Q3: What three things do you like most about Holland?



Selected Verbatim Comments – What Like Most

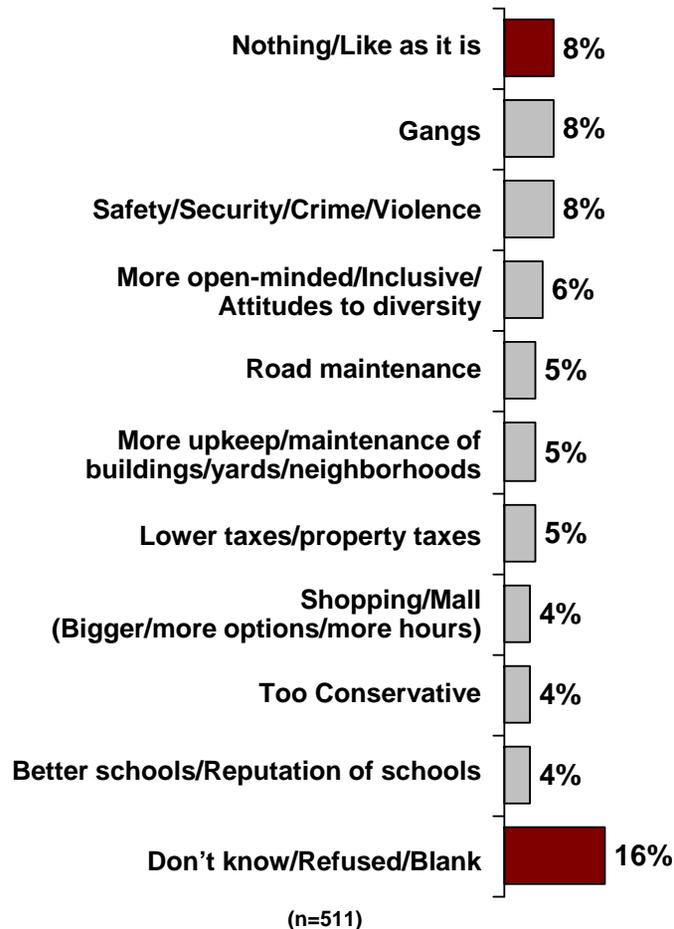
- **Being near the lake. Being able to do recreational things like hiking and biking--really good secondary roads. And I love being within walking distance of downtown, the College, the library--I can walk almost everywhere.**
- **Cleanliness, the neatness of it. The closeness of everything; living in town everything is kinda convenient. There's lots going on downtown throughout the year, lots of activities.**
- **Community togetherness, the way if there is a problem, people are cooperative and come together to figure it out. Downtown. Location on Lake Michigan.**
- **Downtown, feel safe in the neighborhood, slower pace of living.**
- **Good place to raise kids, the fact that I'm blocks away from shopping and a school and I really like my neighborhood.**
- **I like that it's maintained, a lot of people don't believe that our streets are actually swept by street-cleaners; the city's just well-maintained. I like that downtown has been kept what it always looked like, upgraded but still the same. People in this town are a lot kinder than a lot of places I've been--Holland's just overall awesome to live in.**
- **I love the tight-knit community. I love the feeling of security, I feel safe here. And I love, literally love, the lake and everything that's available to do outdoors.**
- **I think the people are a little more friendly. It's cleaner. The kids like the schools better.**
- **Its size--it's not too big and not too small. I like how many things there are to do, the wide variety of theater and sporting events and random city festival-things. I like that the city picks up the leaves in the fall and the yard waste in the spring**
- **Living near different environments, big city amenities in a small town environment, and people.**
- **Location in state, being by the lake. Sense of community. Being close to family. Well-maintained, clean, no parking at night.**
- **My job, love living downtown, shops, parades, and farmers market, and I like the parks in the area.**
- **Pretty much everything--the people. The city, it's a BEAUTIFUL city. Like I said, just everything.**
- **Reasonable cost of living, the good services offered, and I like the friendliness of the people.**
- **Small-town feel; it was very welcoming when we got here--literally the first day we got here people were saying "Welcome to Holland!" I like the schooling system, there's a lot of advances my kids didn't have back home. And more job opportunities, that's the reason we moved here to begin with.**
- **The activities downtown, it is clean, and I don't have to worry about crime. It is very well kept.**
- **The stores, churches and the quality of the schools.**
- **Tulip Time. Downtown's vibrancy. I think just the size of the town--it offers whatever you need and yet it's not too big.**
- **Various activities available to seniors, growing diversity in the community, city in general does a good job in providing services.**

Q3: What three things do you like most about Holland?



About a quarter of residents (24%) couldn't come up with something they would change about Holland. Many named one or two items but could not think of another. Containment of gangs, increased public safety, and more openness to diversity top the list of changes residents would like to see.

What Would Change About Holland



Other responses to 2%

3%

- Better public transportation (more hours, further area, connections)
- Improved economy/jobs
- Restaurants/Dining options
- Increase diversity
- More cultural/artistic opportunities
- Road layouts (includes one ways), traffic lights
- More events/activities/recreation
- Race relations/integration

2%

- Air/Water quality
- Support LGBT rights/acceptance
- Waterfront access/Public marina
- Problem with City Hall/Council
- Weather/Winter/Snow
- More activities for kids
- More/better policing
- Fewer vacant building
- Parking
- Snow removal
- Traffic/Congestion
- Local schools/Walk to schools
- More home ownership/Too many rentals
- Cost of living
- Want renewable/environmentally minded energy

Q4: What three things would you most like to change about Holland?



Selected Verbatim Comments – Most Like to Change

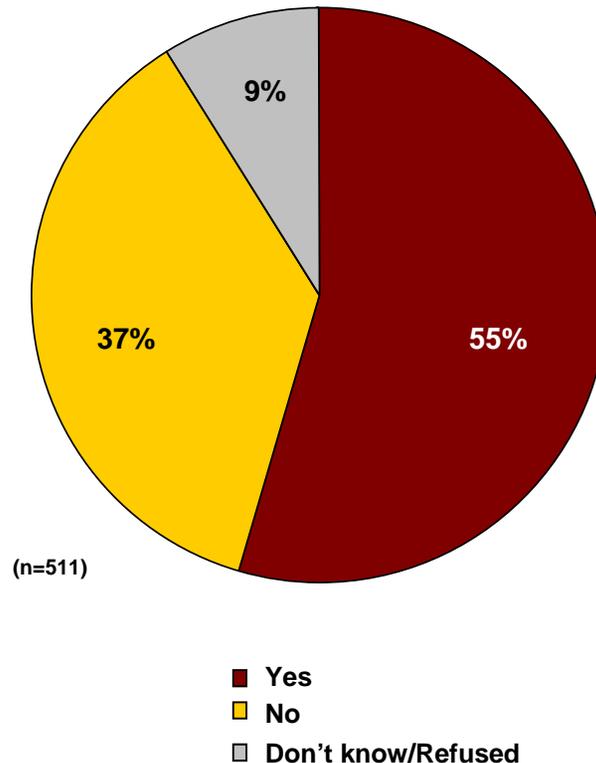
- **Attitude towards minorities.**
- **Better access to Lake Macatawa. Better-defined or designated bike paths that connect the city to the surrounding area. And I would like to see a municipal marina, because it would draw people to the downtown.**
- **Better city planning more urban planning, like empty buildings. Gangs or drugs need to be taken care of.**
- **Condition of the roads, better water quality in Lake Macatawa, and healthier employment environment.**
- **I don't think anything needs changing.**
- **I honestly can't think of anything I WOULD want to change.**
- **I like it just the way it is.**
- **I'd like to see BPW get more invested in energy-conservation and energy efficiency in the homes. I'd like to see it be a little less politically conservative. Those are the only two things, unless I can say no snow.**
- **Improve diversity; Encourage business; Better transportation to larger cities.**
- **In our immediate neighborhood, can something be done about abandoned houses? Maybe easier access to public transportation. And that's all I can think of.**
- **It needs to be more accepting of ethnic diversity; it needs to be more tolerant of others' religious differences.**
- **More progressive, open minded. Less religiously pushy. More diverse.**
- **More renewable energy.**
- **More support for the public schools.**
- **School improvements. BPW. Taxes lowered.**
- **Some of the roads. I can't figure out three things I'd really like to change.**
- **The diversity of the population--I'd like to see it more diverse both racially and socioeconomically. One thing I have no control over is I'd like to see more snow. And more schools within walking distance.**
- **The narrow mindedness of certain populations. There isn't a lot that I don't like.**
- **The options for cable providers, options for utility providers ex: gas, extended hours for parking on the street after 2 am.**
- **The way they pick up leaves in the fall--they're in the middle of the street. Other than that, nothing.**
- **To buy beer on Sunday, the gangs, and more things for senior citizens to get involved in.**
- **Too much alcohol sold and drunkenness, Sabbath day needs to be holy - no shopping, too much cursing and swearing with younger and older people alike and immorality in Holland.**
- **You know I'm not really sure how to answer that. I would like to see the police department, I guess it's a matter of funding, but I want more involvement to stop the gang activity. And there isn't anything else I can think of right now.**

Q4: What three things would you most like to change about Holland?



Residents split on the issue of overnight parking, with a slim majority (55%) favoring overnight parking in warmer months. Three-eighths (37%) oppose overnight parking on city streets, and 9% took neither side.

Overnight Parking

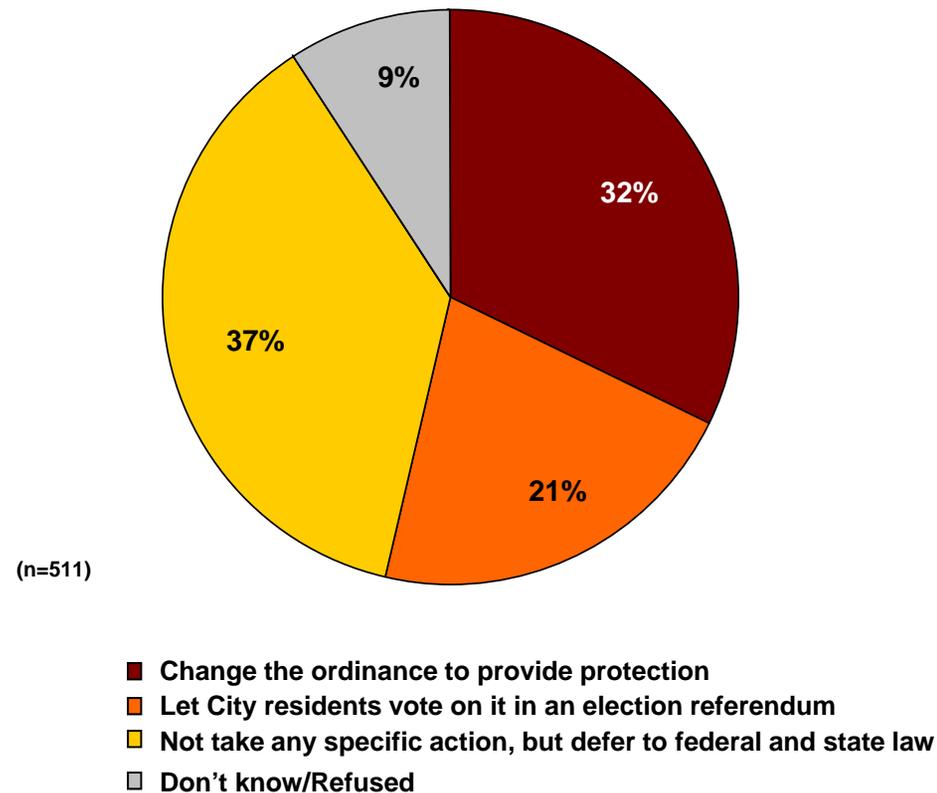


Q9: The City doesn't allow overnight parking on City streets. Should overnight parking be allowed during the warmer months?



A third of Holland residents (32%) feel the city should change its anti-discrimination ordinance to protect LGBT persons. More than a third (37%) feel the city should not act, deferring to state and federal law. One fifth (21%) say city residents should be allowed to vote on the issue in an election referendum.

Sexual Orientation Anti-Discrimination Protection

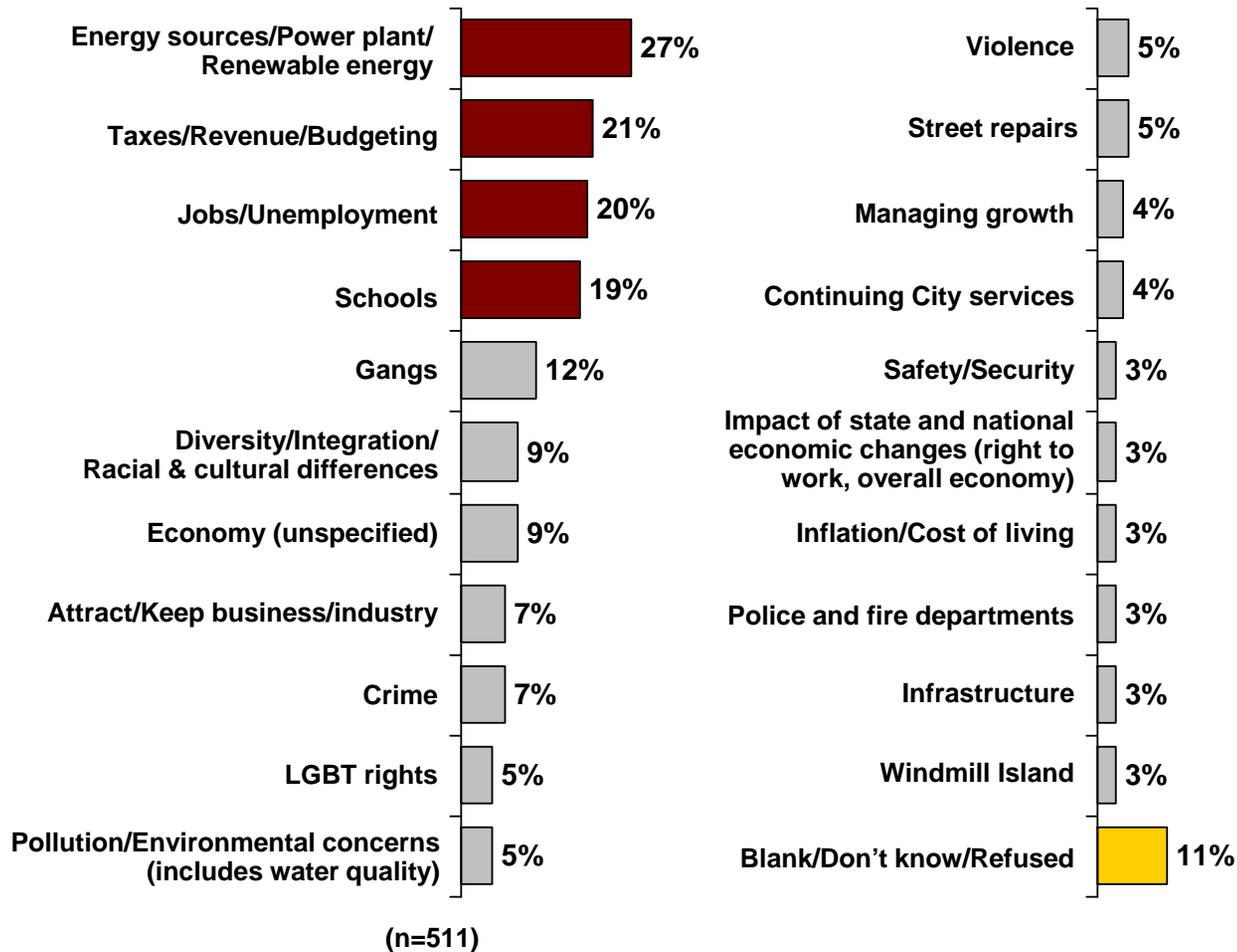


Q10: What action, if any, should the City of Holland take regarding anti-discrimination laws specific to sexual orientation, that is, lesbian, gay, bi-sexual or transgendered people? Should Holland City Council...



Many residents identified energy issues, City fiscal issues, jobs and schools as the most important Challenges for the City of Holland in the near future. Gangs, increasing diversity, and the economy in general are also thought to be important issues facing the City.

Most Important Local Issues



Other responses to 2%

- 2%
- BPW prices
- Housing
- Water levels (low lake, flooding)
- Health/Medical issues
- Building repairs and code maintenance
- Poverty
- Immigration
- Vacant buildings/Foreclosures
- Drugs
- Help for those who need it
- Attracting new/young people
- Money for parks
- Transportation

Q6: What do you think will be the three most important local issues the City of Holland will face within the next few years?



Selected Verbatim Comments – Most Important Local Issues

- **Balancing their budget is one of the biggest ones. Being able to continue to provide the services they're providing. Making the decision on what to do with the power company and whether to expand or not.**
- **Budget for the schools, majority of the residents in the city will be minorities so the city needs to work a little better with that, and more jobs need to be available.**
- **Budget issues, housing values in the core city, and better education in K-12.**
- **Budgets. Building up education. Demographic shifts and holding up average income. Good jobs for young people starting out in life; how can the city promote these and appeal to young people.**
- **Economic changes, issues of diversity and acceptance.**
- **Economy, education/school district, and gang violence.**
- **Energy. Closely related to that is environmental protection. And education.**
- **Fire and police protection. What to do with the Civic Center. Street repair.**
- **How to maintain its identity with the influx of other groups. Keeping and maintaining businesses. And providing the same level of city services that we've come to expect.**
- **Natural resources - polluted Lake Macatawa hampering quality of life. The energy - delicate balance between promoting industry and keeping green space and clean air. City has fiscal challenge and that's not going to go away quickly.**
- **Shortage in jobs, violence in the street by gangbangers, and educational system failure.**
- **Sustainable energy, jobs/employment, and keeping businesses locally.**
- **Taxes, minorities, and accommodating a growing population with the traffic flow, roads and other infrastructure.**
- **The biggest one is gonna be energy. I think immigration is also going to have an effect. And attracting quality businesses is going to be big--we're good at it but we have to get better.**
- **The energy plan that we're going through. I also want to say jobs, because a lot of people don't have jobs. And the fact that we have a lot of empty school buildings they're trying to renovate, and the remaining schools are too tiny to begin with.**
- **The power plant usage, the over-conservative attitudes, and employment.**
- **The way we provide of energy, economy/taxes reduced revenue for city services, making sure vacant houses are up to code/safe.**
- **Types of energy used/what it will look like to move towards more renewable resources; funding for the public schools; the types of industries that can bring more employment to the area.**
- **Violence. Drug trafficking. And just criminal activity--that's one that's on the verge of spilling over.**
- **What to do with the power plant. Tax revenue. And the waterfront, access and a public marina.**

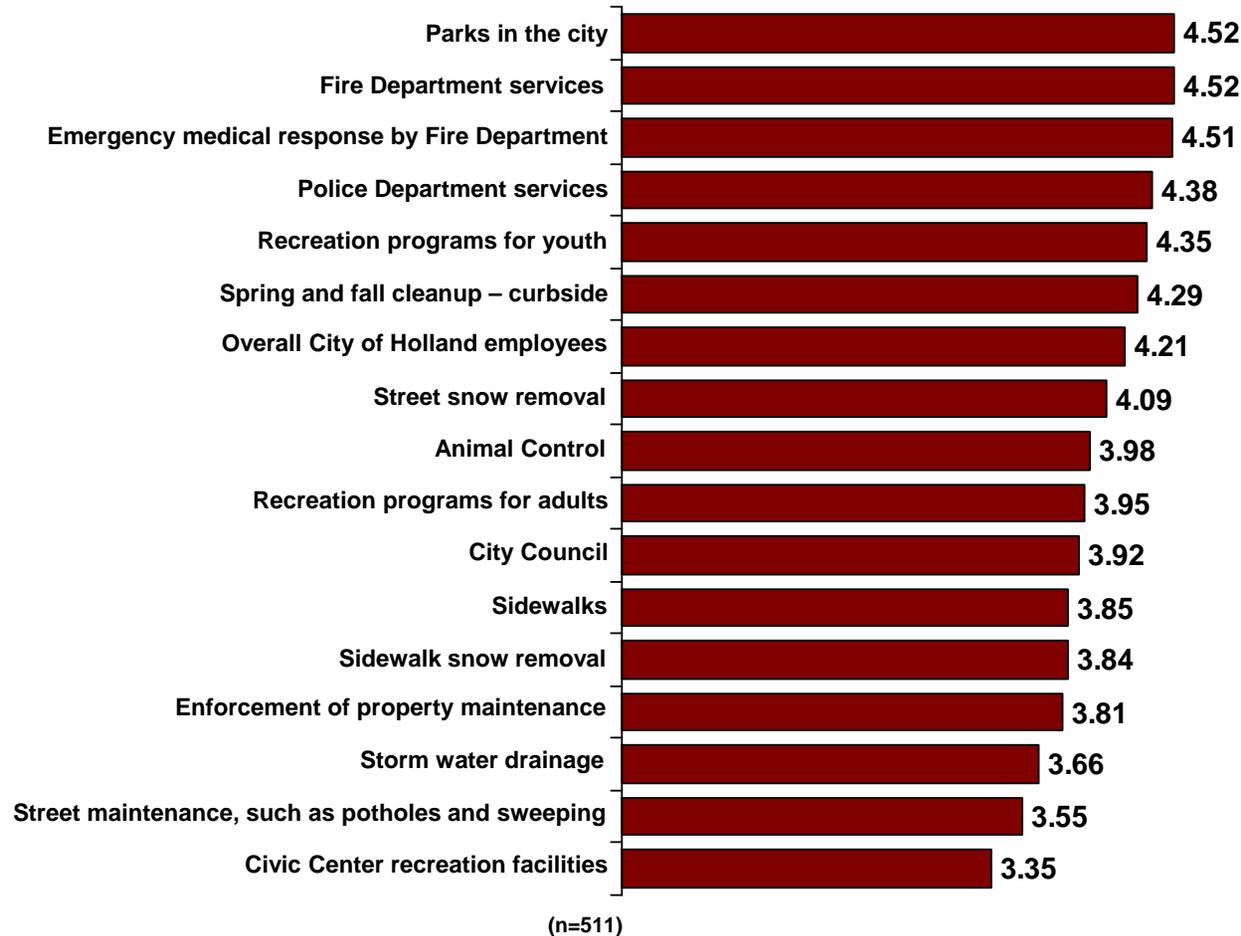
Q6: What do you think will be the three most important local issues the City of Holland will face within the next few years?

City of Holland
Government Services



Overall, Holland residents think highly of the services provided by the city, rating all seventeen services as above average (mean value above 3 on 1-5 scale). Parks and emergency responders received the highest ratings. Storm water drainage, street maintenance and the Civic Center received the lowest.

Quality of City Services - Means

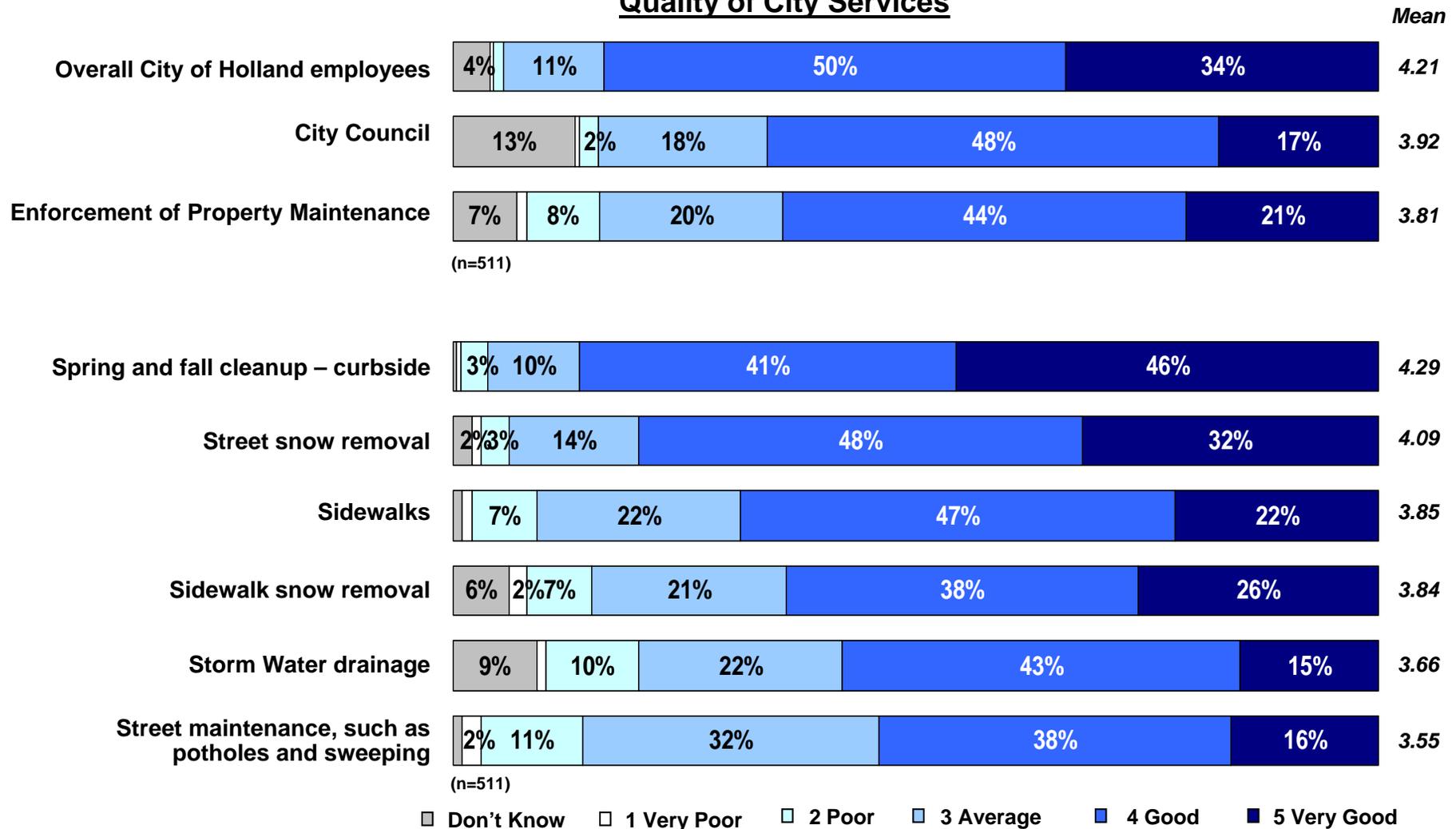


Q11: How do you rate the quality of each of the following City of Holland Services? After I say the type of service, please rate this service as very good (5), good (4), average (3), poor (2), or very poor (1).



Holland City residents, in general, gave high ratings to city government and the services that maintain the physical aspects of the city. A notable exception is street maintenance, which received the second lowest overall rating of all city services.

Quality of City Services

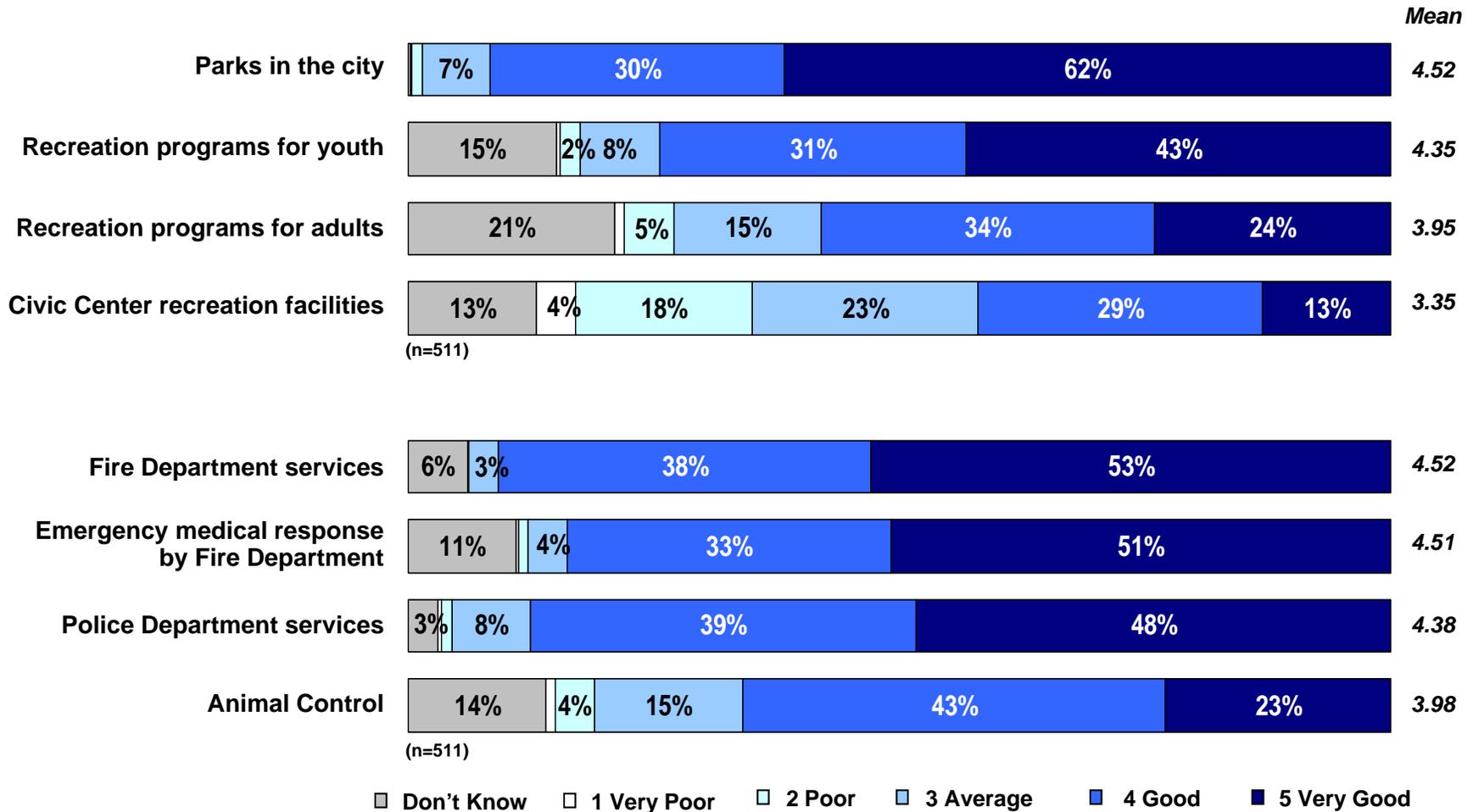


Q11: How do you rate the quality of each of the following City of Holland Services? After I say the type of service, please rate this service as very good, good, average, poor, or very poor.



City parks and recreation services and emergency responders are among the most highly rated types of all City services. The Civic Center is the exception, having the lowest mean rating of all City services. A sizable minority of residents are not familiar with the City's recreation programs and facilities.

Quality of City Services

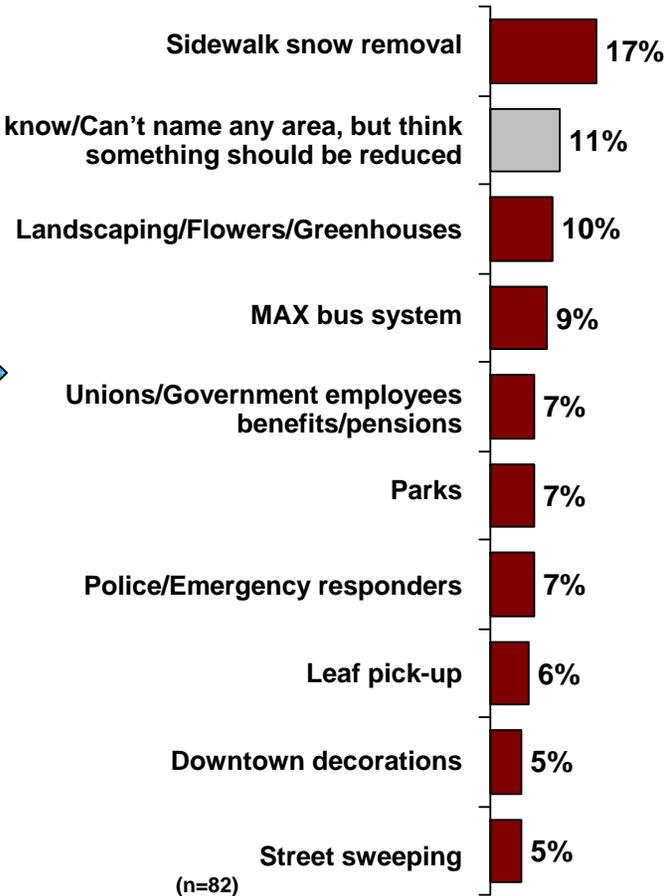
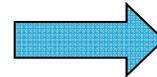
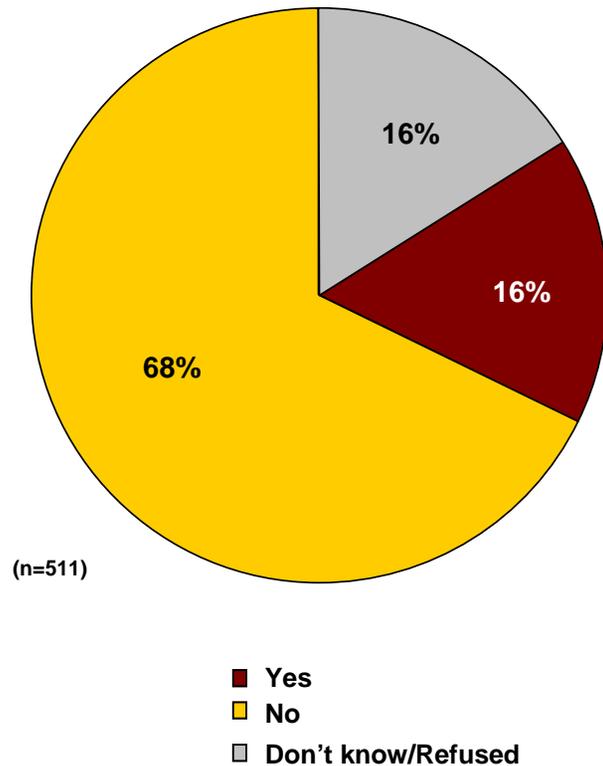


Q11: How do you rate the quality of each of the following City of Holland Services? After I say the type of service, please rate this service as very good, good, average, poor, or very poor.



A majority of Holland residents did not think there were specific services provided by the City that should be reduced to conserve costs. One in six residents (16%) thought something should be reduced, and an equal proportion did not know. Sidewalk snow removal was mentioned most frequently as a service to reduce or eliminate.

City Services to Reduce

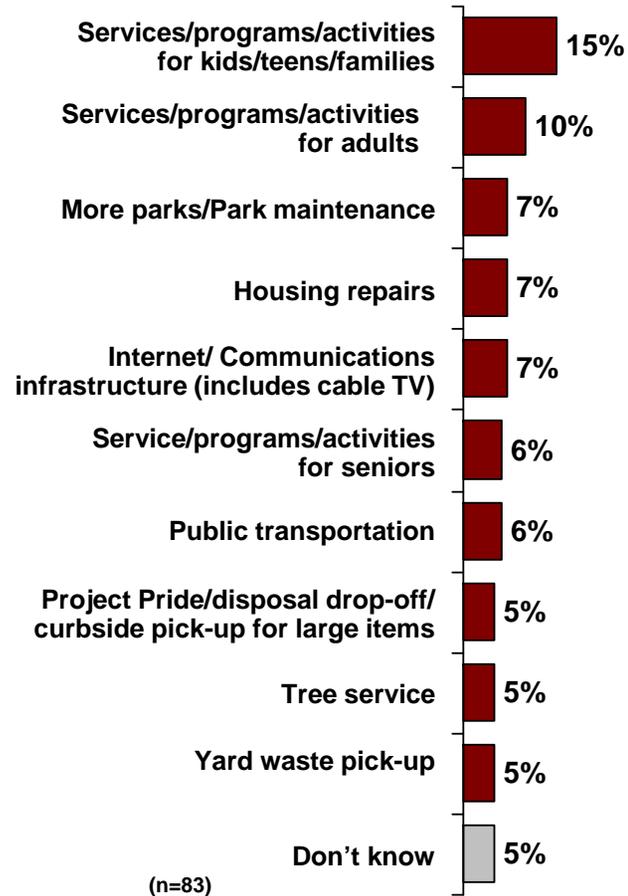
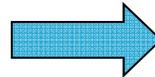
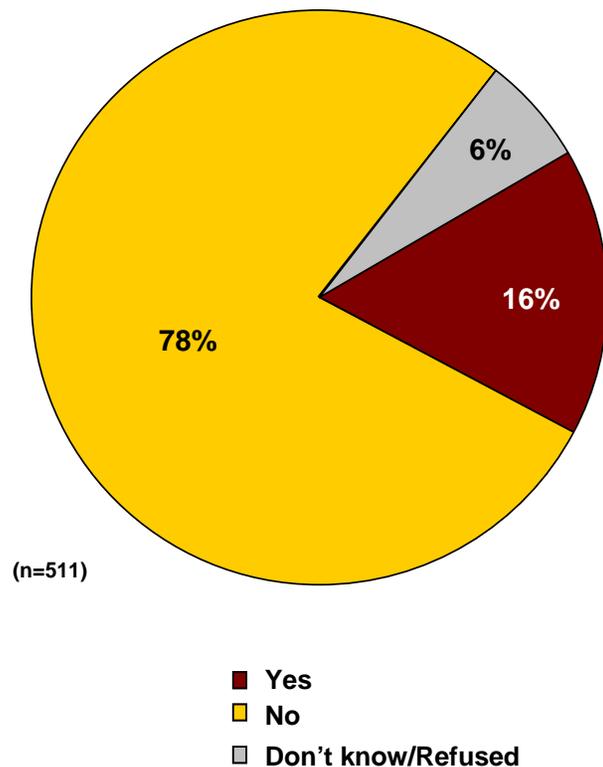


Q12: Are there specific services currently offered by the City of Holland that you think should be reduced to conserve City costs?
 Q12a: (If Q12=Yes) What services should be reduced?



Three quarters of residents did not want additional services from the City, but 16% did want the City to offer additional services. Programs and activities for youth and families topped the list, followed by programs and activities for adults. Parks, housing repairs, and communications infrastructure were also frequently mentioned.

Services Would Like to See



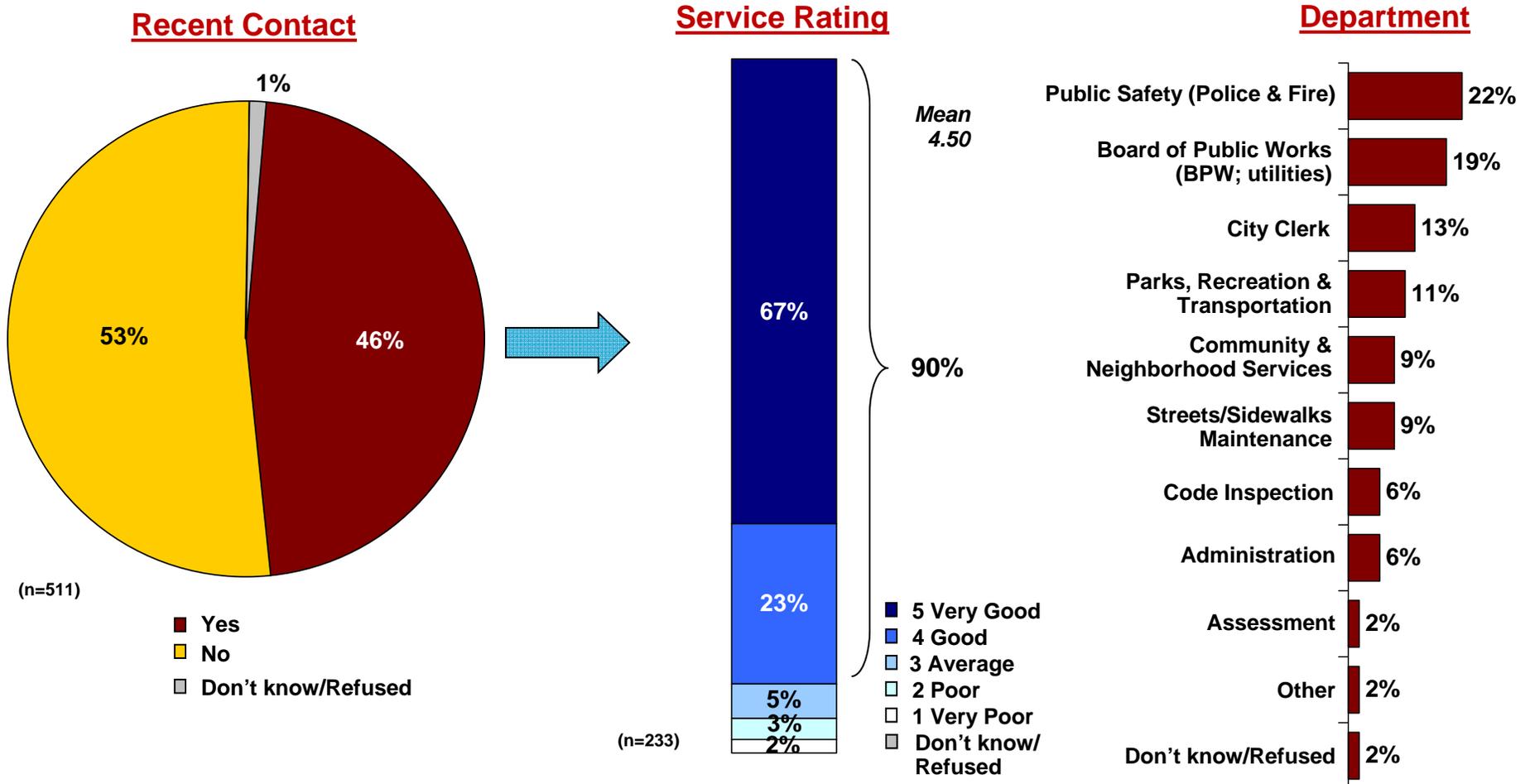
Q13: Are there any specific services that are not currently provided that you would like to see offered? (If needed for clarification: by the City of Holland government.)

Q13a: (If Q13=Yes) What services should be offered?



Less than half (46%) of city residents had contact with a city employee in the past 12 months. Nine in ten residents (90%) who had contact with a city employee rated the service they received as good or very good.

Contact with City Employees



Q14: Have you had contact with City of Holland employees, other than City Council or the Mayor, within the past year?

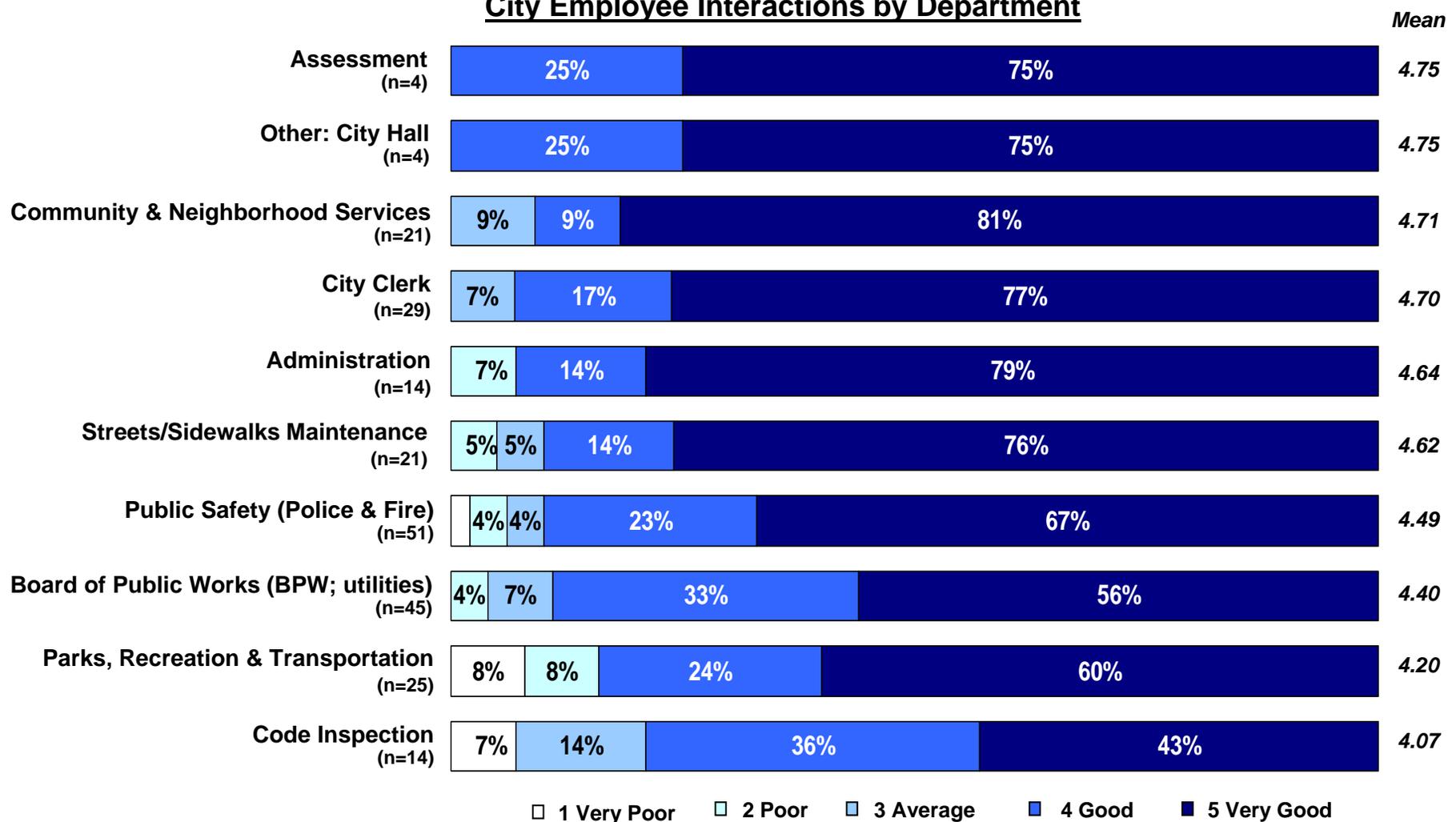
Q15: Think of your most recent interaction with a City of Holland employee. How would you rate the service you received during this most recent interaction? Would you say it was...

Q16: During your most recent interaction, in what department did the employee work?



While all departments' average rating fell between good and very good, the departments of Assessments, City Hall, Community and Neighborhood Services, and City Clerk scored especially high with residents.

City Employee Interactions by Department



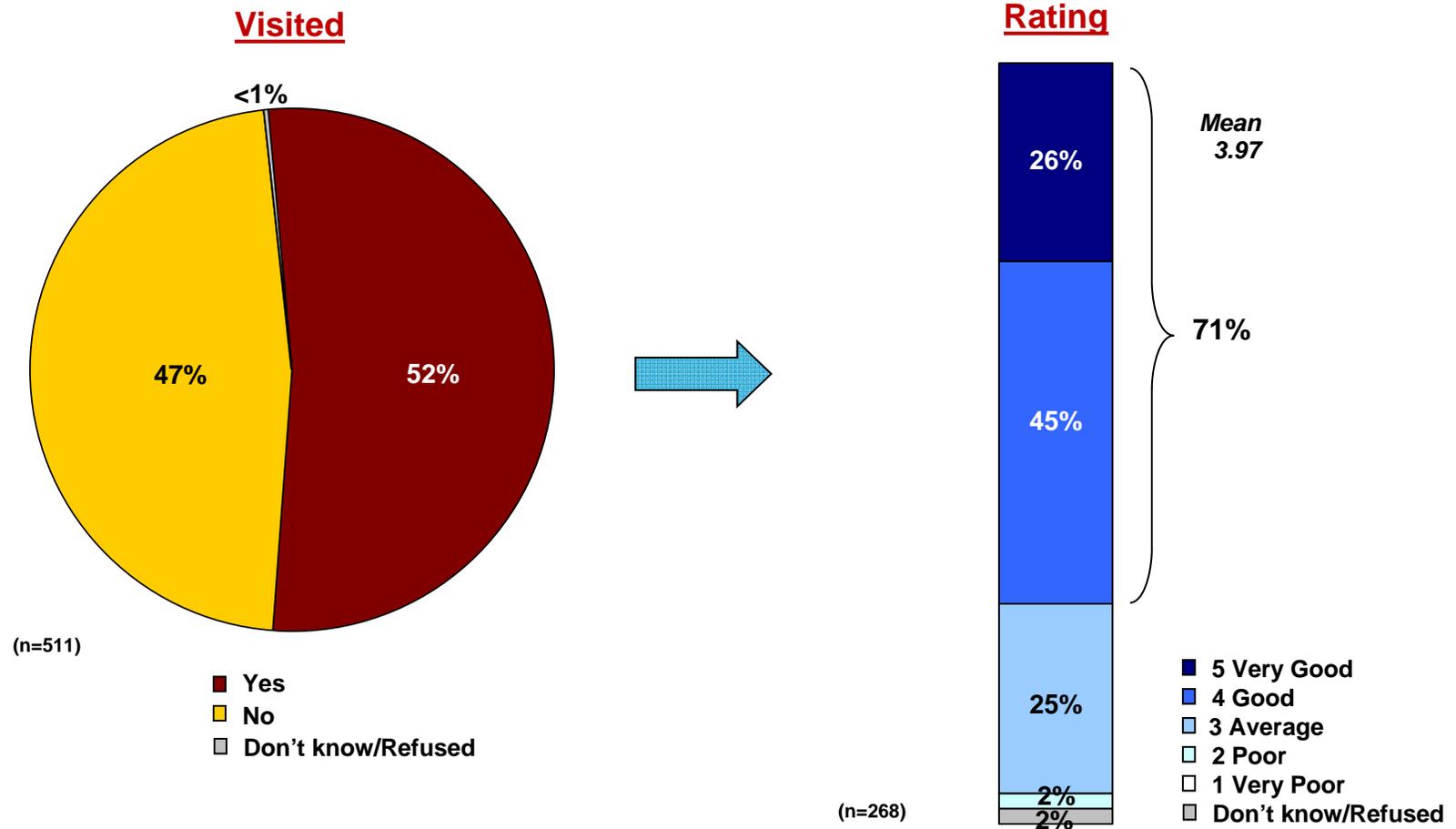
Q15: Think of your most recent interaction with a City of Holland employee. How would you rate the service you received during this most recent interaction? Would you say it was...

Q16: During your most recent interaction, in what department did the employee work?



Just over half (52%) of residents visited the City of Holland's website. Most (71%) of those who had visited considered it to be good or very good.

City Website



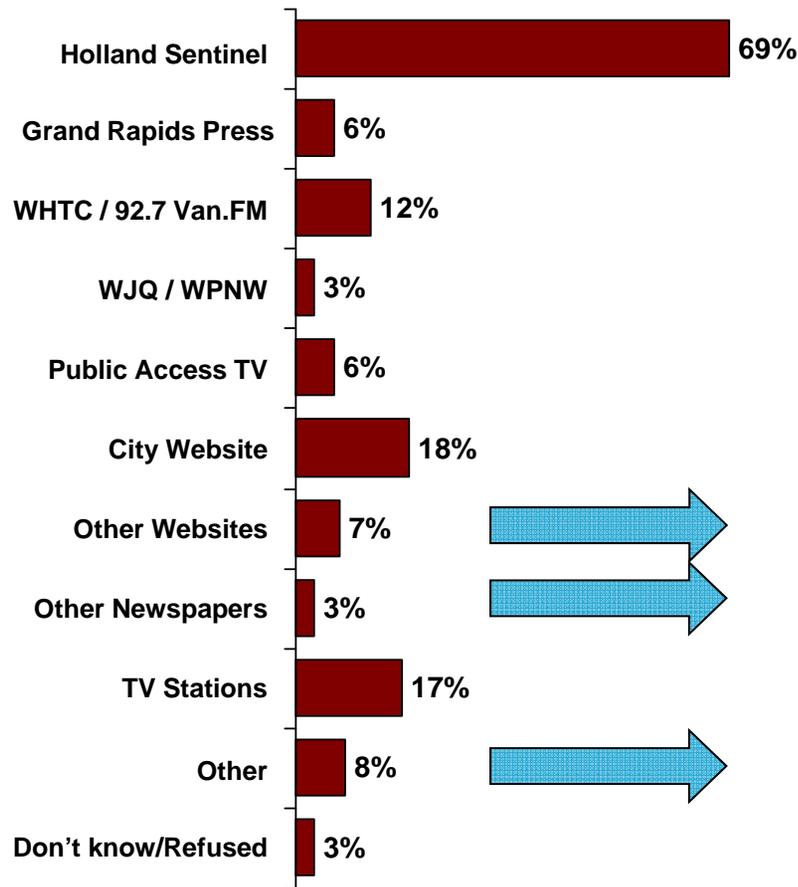
Q17: Have you visited the City of Holland web site?

Q17a: (If Q17=Yes) How would you rate the City of Holland's website? Would you say it is...



The *Holland Sentinel* is the single most common source of information for Holland news and issues, with 69% of residents saying it is their main source of this news. The city's website and commercial television stations were other common sources of information.

Main Sources of Information About City of Holland News and Issues



(n=511)

Other Information Sources

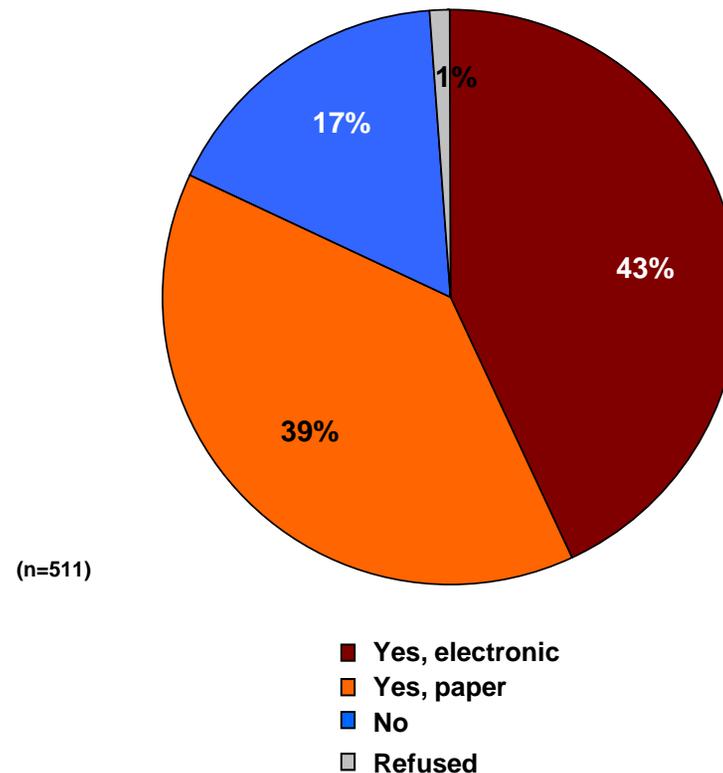
- Word of mouth/friends/family/neighbors (28)
- Facebook (13)
- City mailings/flyers (11)
- MLive.com (6)
- "Various"/unspecified websites (6)
- Yahoo.com (4)
- Google/searches (4)
- City calendar (4)
- School newsletters (2)
- Online forums/blogs (2)

Q18: Where do you get most of your information about City of Holland news and issues? (Mark all that apply)



There is broad interest in a City of Holland newsletter, with more than four-fifths (82%) of residents expressing interest. Slightly more than half of those wishing to get a newsletter (43% vs. 39%) prefer an electronic format over paper.

Interest in City Newsletter



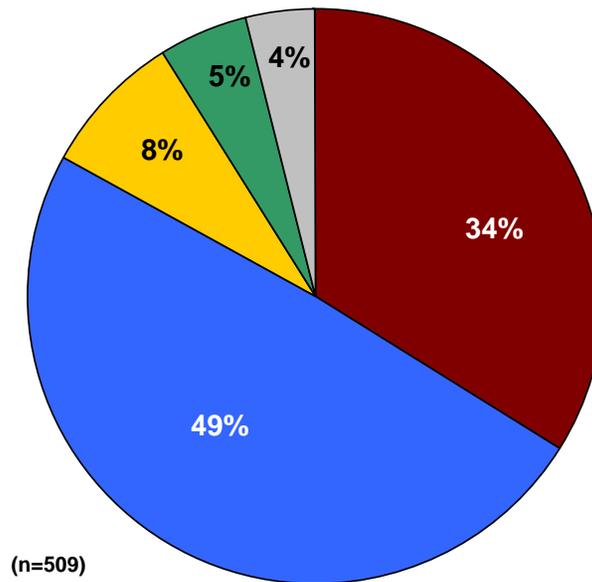
Q19: If the City of Holland developed an occasional newsletter, would you be interested in receiving it? (If yes:) Is your preference electronically or paper?

Public Safety & Financing



Most Holland residents (83%) want to keep the current level of City services. A third (34%) support raising taxes to maintain the current level of services, while the other 49% want the current level only if taxes stay the same.

Overall Service Level and Tax Level Preferences



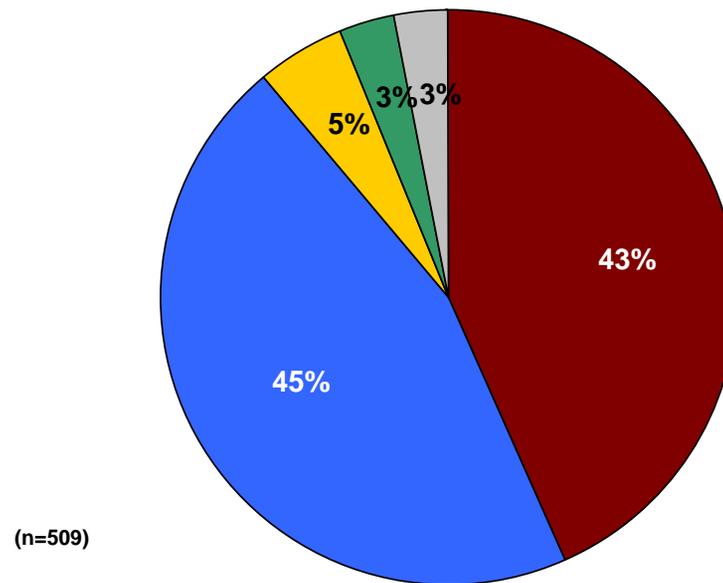
- I would prefer to **KEEP** the services as they are now, even if it means **RAISING** my taxes
- I would prefer to **KEEP** the services as they are now, but only if my taxes **STAY THE SAME**
- I would prefer to **SOMEWHAT REDUCE** the services I receive, if it means my taxes **STAY THE SAME**
- I would prefer to **SUBSTANTIALLY REDUCE** the services I receive, if it means my taxes **WILL BE LOWER**
- Don't know/Refused

Q20: As you think about ALL the services the City of Holland provides and the taxes you pay to support those services, which of the following best describes your view? That...



Fire and police service funding received even higher levels of community support. Nine out of ten residents (88%) want to keep police and fire services as they are now, with 43% choosing to raise taxes if needed.

Fire & Police Service Level and Tax Level Preferences



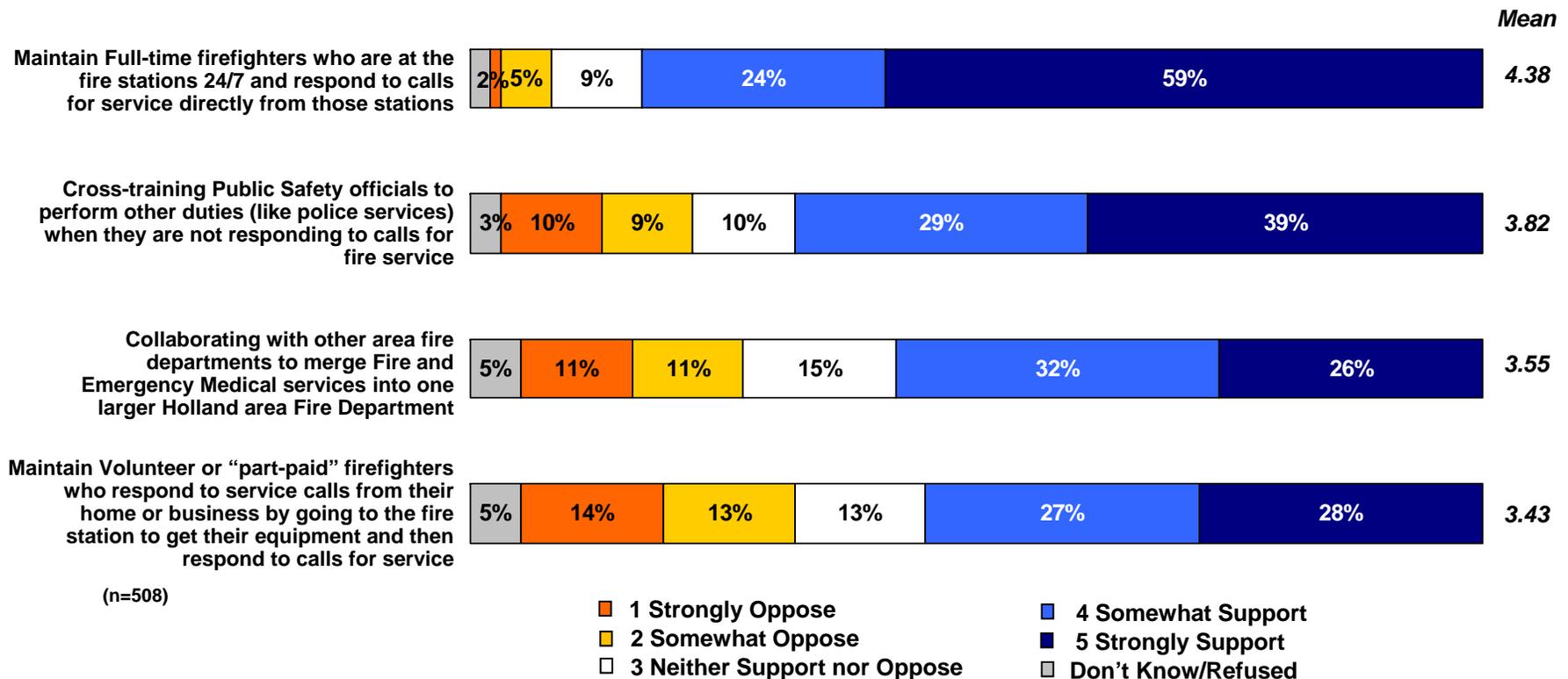
- I would prefer to **KEEP** the services as they are now, even if it means **RAISING** my taxes
- I would prefer to **KEEP** the services as they are now, but only if my taxes **STAY THE SAME**
- I would prefer to **SOMEWHAT REDUCE** the services I receive, if it means my taxes **STAY THE SAME**
- I would prefer to **SUBSTANTIALLY REDUCE** the services I receive, if it means my taxes **WILL BE LOWER**
- Don't know/Refused

Q21: As you think SPECIFICALLY about the Fire and Police services the City of Holland provides, and the taxes you pay to support those services, which of the following best describes your view?
That...



City residents express the strongest support for the model of fire departments with full-time fire fighters available at fire stations at all times (83% somewhat or strongly support) .

Support for Fire and Public Safety Options

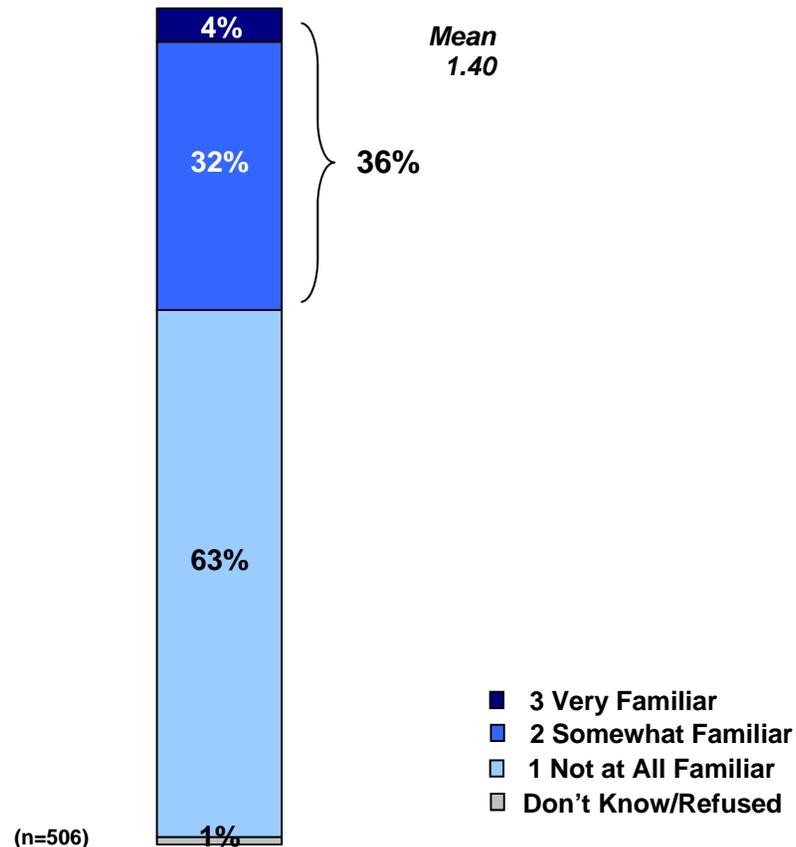


Q22: Currently the City of Holland spends about 50% of all city tax dollars on its Police, Firefighting force, and emergency medical services. To what extent do you support each of the following options for providing these services? After I say the option, please indicate whether you... (Repeat answer choices as needed).



Most Holland City residents are not familiar with how surrounding local governments manage their firefighting and emergency services.

Firefighting and Emergency Medical in Surrounding Areas

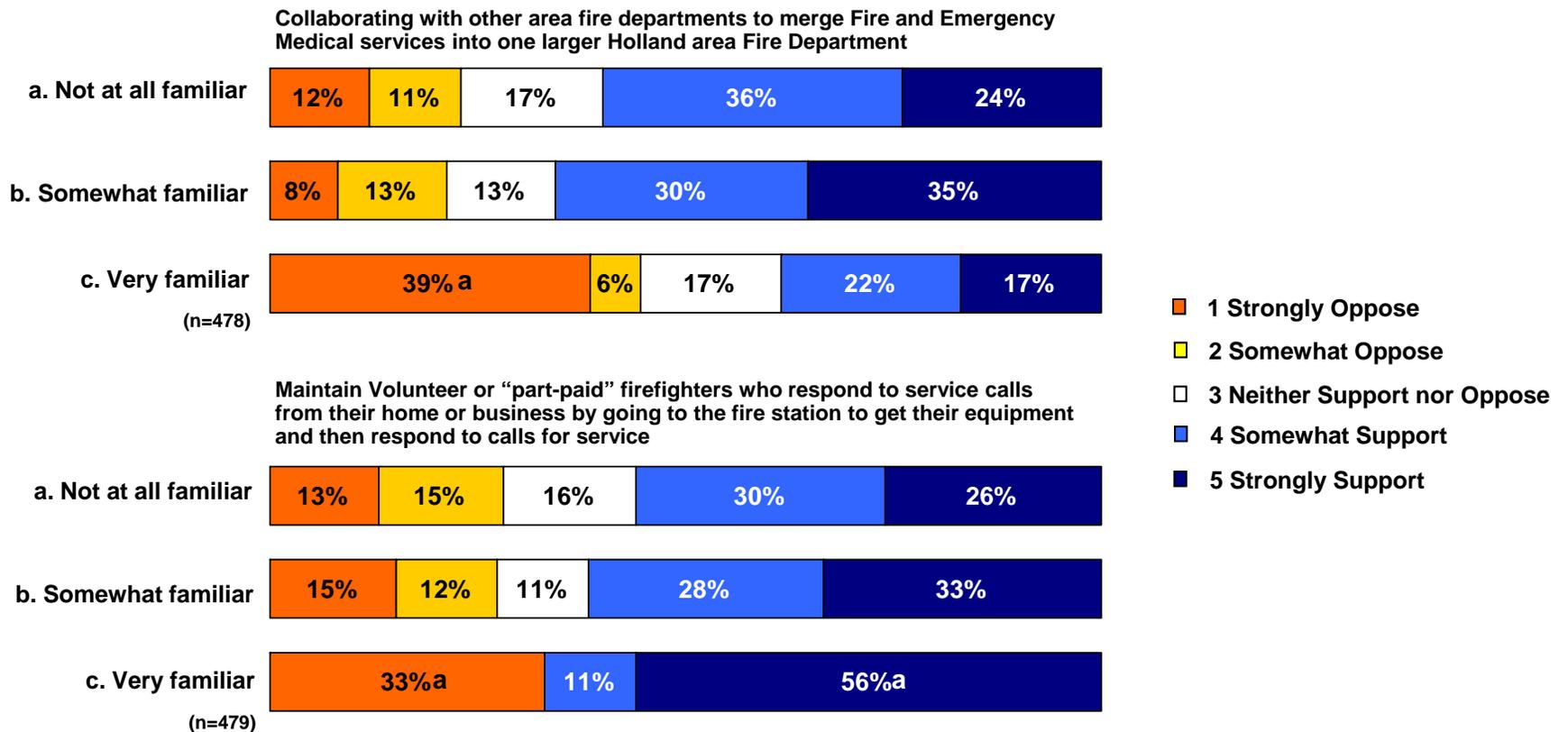


Q24: How familiar are you with how surrounding governments – that is, Holland & Park Townships and City of Zeeland – manage their firefighting & emergency medical services. Would you say you are...



Respondents very familiar with how other local areas manage their fire and emergency services were more likely than those not at all familiar to strongly oppose merging area departments or to have volunteer firefighters. Conversely, those most familiar are also more likely to strongly support volunteer firefighters.

Effects of Familiarity with how Surrounding Area’s Manage Fire and Emergency Services on Support for Fire and Public Safety Options

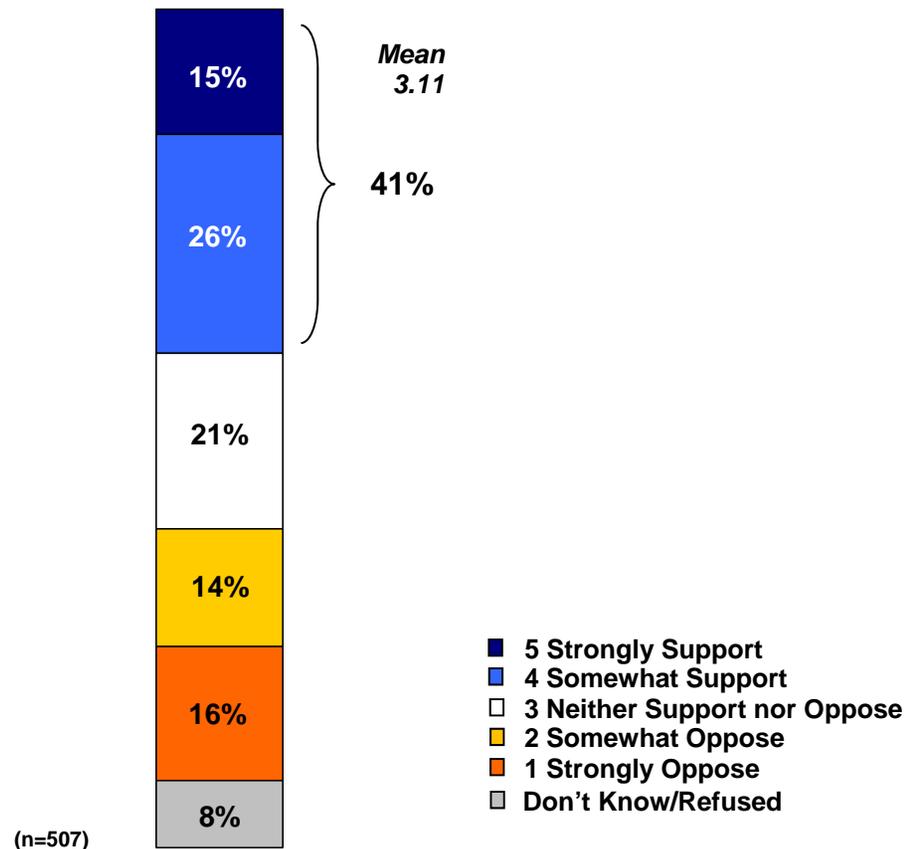


Q24: How familiar are you with how surrounding governments – that is, Holland & Park Townships and City of Zeeland – manage their firefighting & emergency medical services.
 Q22: Currently the City of Holland spends about 50% of all city tax dollars on its Police, Firefighting force, and emergency medical services. To what extent do you support each of the following options for providing these services?



There is moderate support for a City income tax if it meant lower property taxes. Two-fifths (41%) of residents somewhat or strongly support this proposal, while one-third (32%) somewhat or strongly oppose it.

Support for City Income Tax



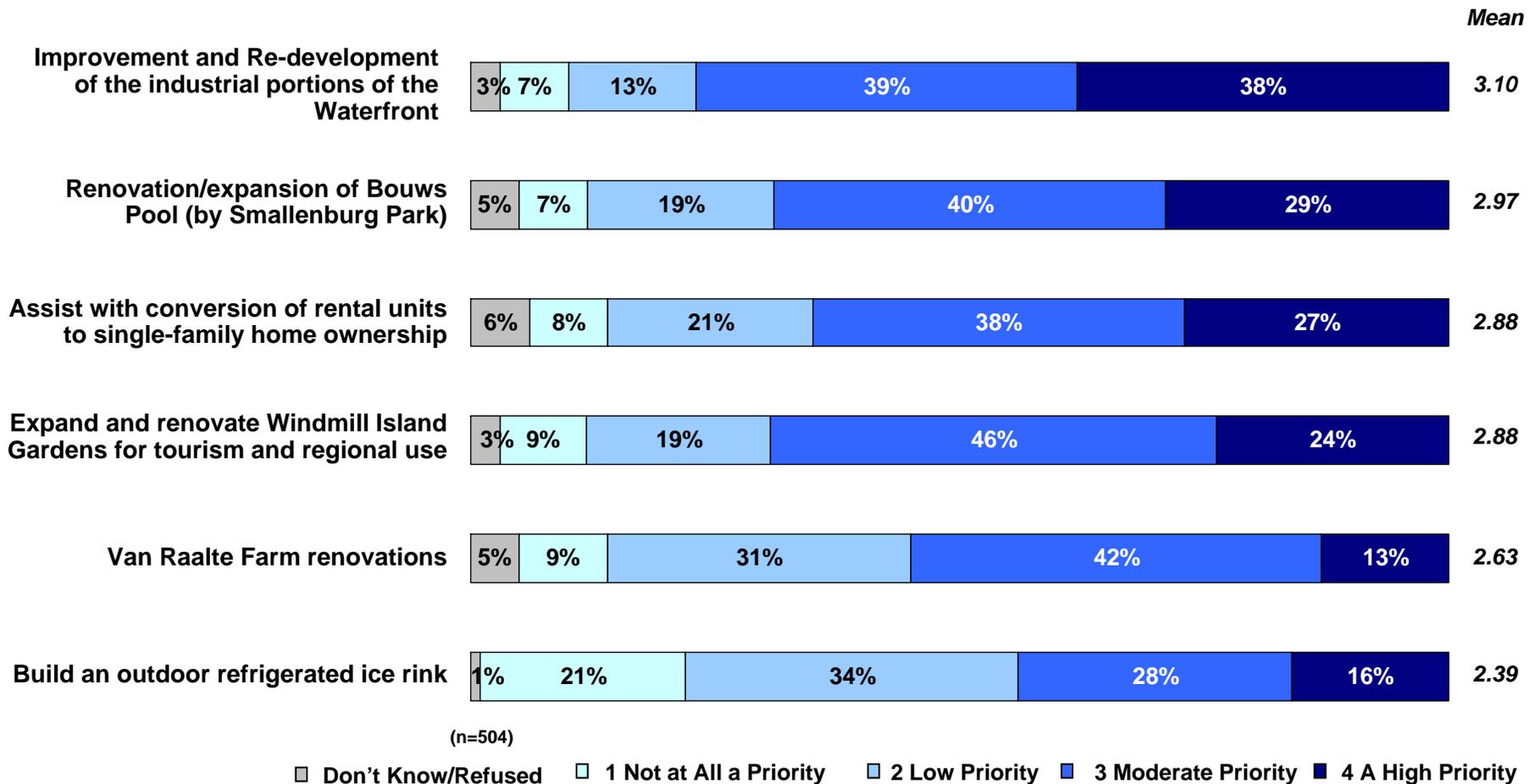
Q23: To what extent would you support a City income tax if it meant lower property taxes? Would you say you...

Special Projects



Redeveloping and improving the industrial portions of the waterfront was deemed the highest priority of the six potential projects the City could be part of in the next 3-5 years. An outdoor refrigerated ice rink is the lowest priority for residents on average.

Project Prioritization

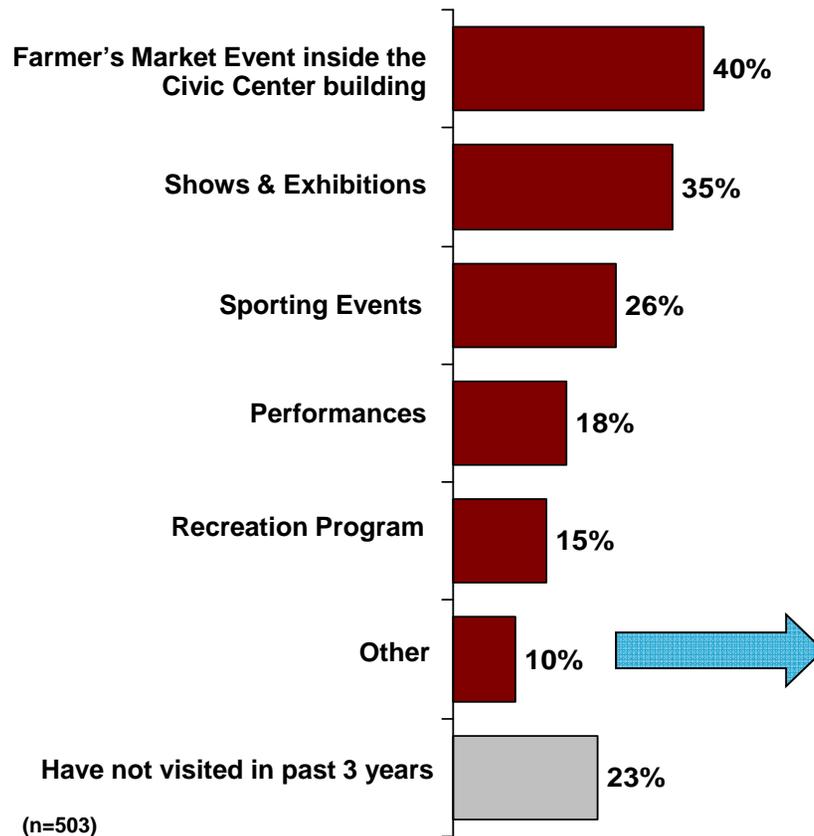


Q25: Next I'm going to read you a list of special projects the City of Holland could be part of in the next 3 to 5 years. Please indicate what priority level you believe the City of Holland government should make the project. Should it be...



A Farmer's Market Event brought 40% of respondents into the Civic Center in the last three years. Shows & Exhibitions (35%) and Sporting Events (26%) brought many residents inside as well. A sizable portion, 23%, have not visited the Civic Center in the last three years.

Reasons for Civic Center Visits in Past 3 Years



Other reasons for visiting

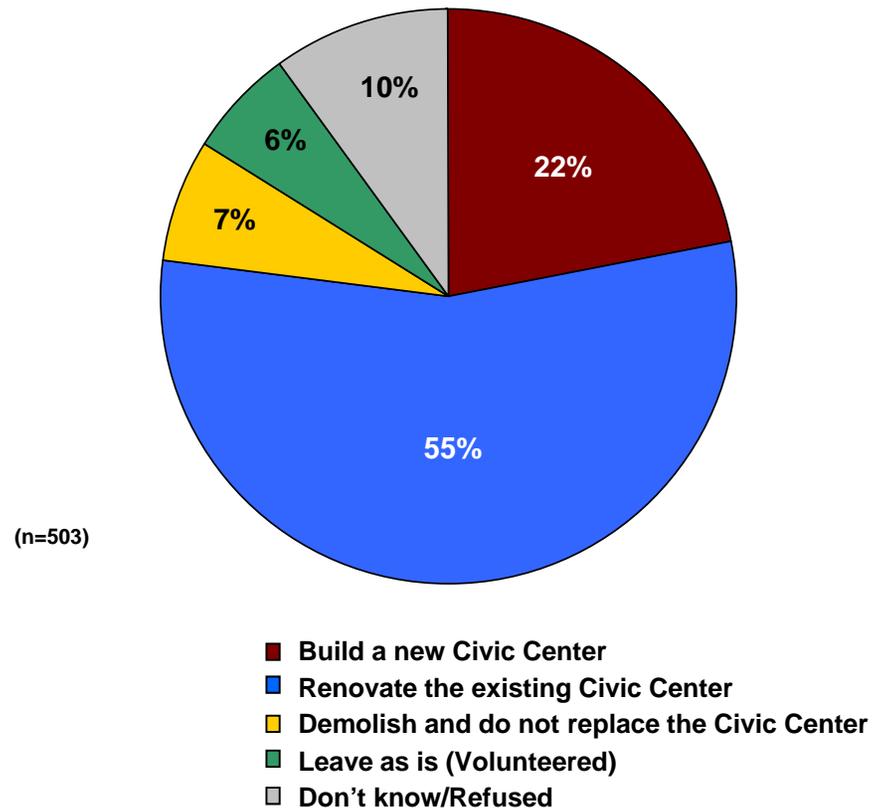
- *Book sale (17)*
- *Tulip Time (includes Dutch Dance practice, Costume sale) (13)*
- *Cinco de Mayo/LAUP festival (7)*
- *Company meeting/event (3)*
- *Recreation/sports sign up (3)*
- *Outside Farmer's Market (ex: went inside for bathroom for kids) (3)*
- *Graduation ceremony (2)*
- *Other (7)*

Q26: Which of the following type of events and activities are reasons you have visited the Civic Center building in the past 3 years... [Mark all that apply]



A slight majority of Holland City residents (55%) want the City to renovate the existing Civic Center, compared to 22% who want a new Civic Center. Far fewer residents want to leave the Center as it is (6%), or do away with a Civic Center altogether (7%).

Disposition of Civic Center Building



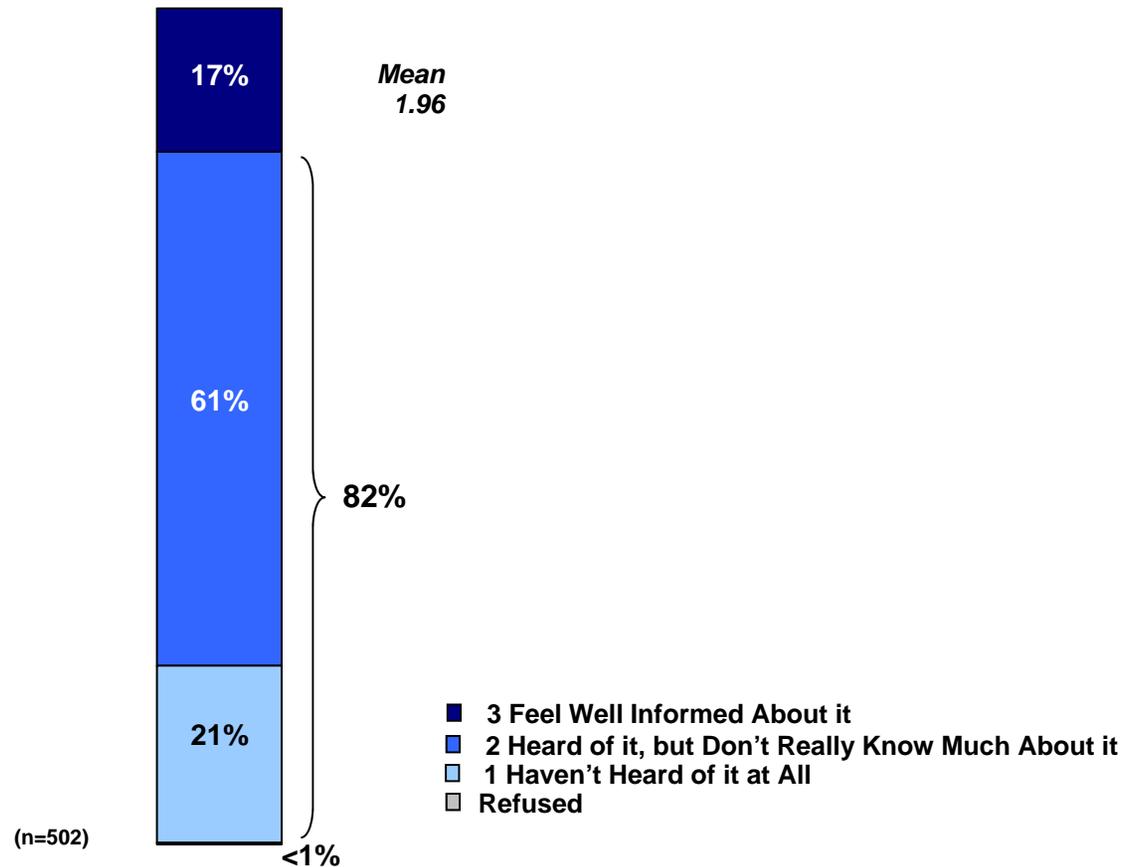
Q27: What should the City of Holland do with the Civic Center building? Should they...

Energy Policy



Most residents (82%) do not know much about the Community Energy Plan. Just 17% feel well informed about it.

Familiarity with Community Energy Plan

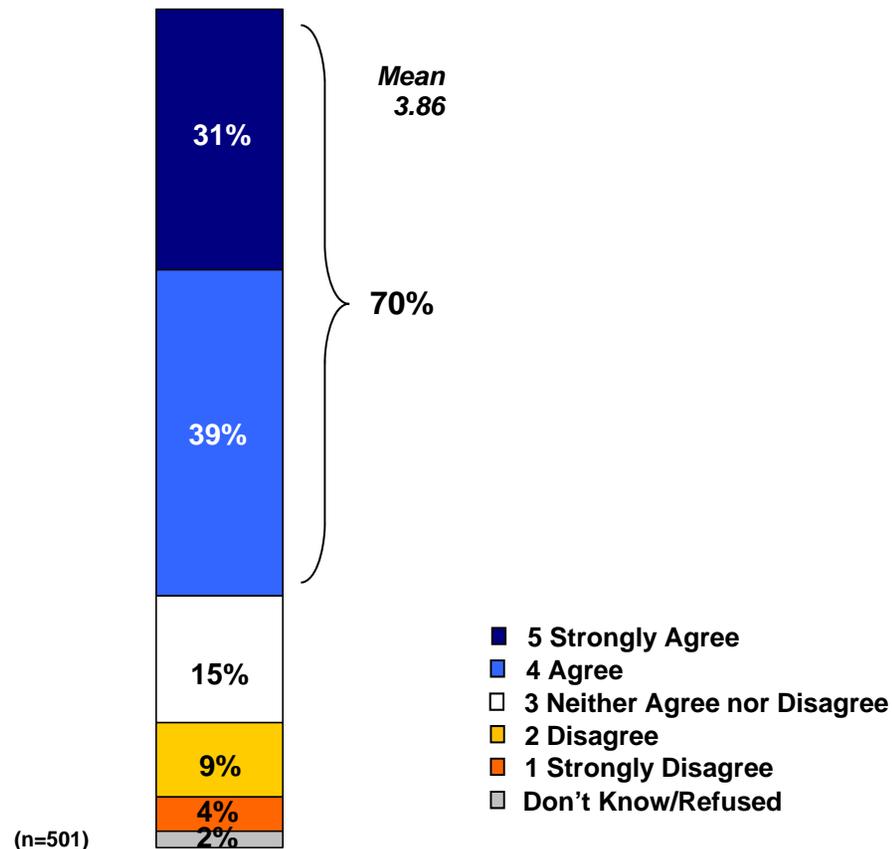


Q28: How familiar are you with the Sustainable Energy Study and Report, known as the Community Energy Plan, that the City of Holland has been working on for the past two years? Would you say that you...



A majority of residents (70%) agree or strongly agree that the city should incentivize home energy efficiency changes.

Support for Energy Efficiency Incentives

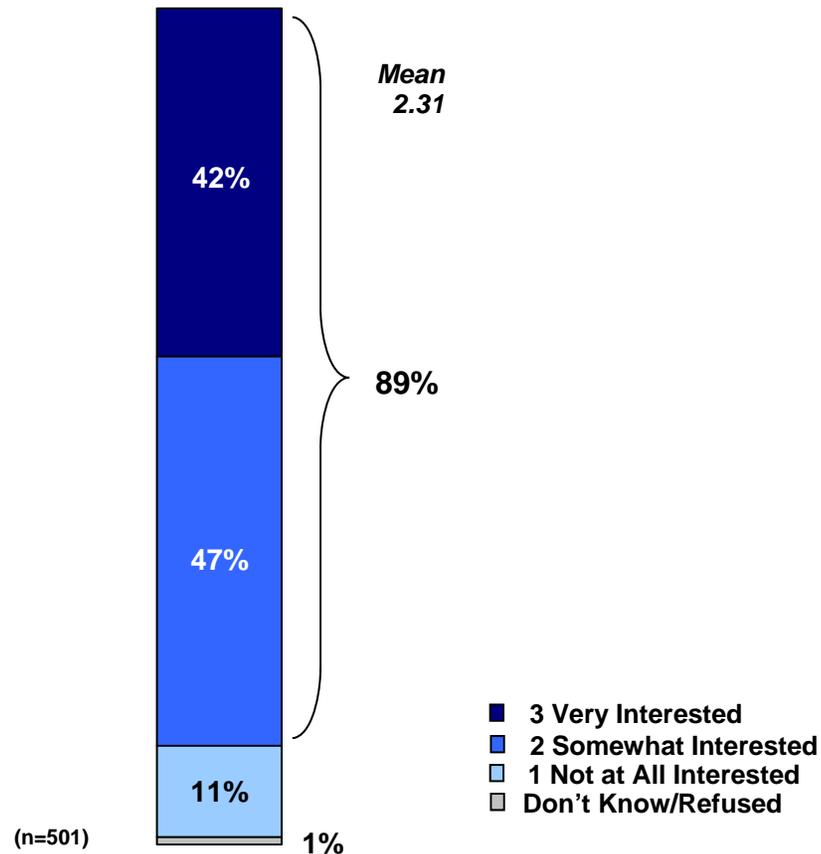


Q29: To what extent do you agree with the following statement: The City of Holland should offer monetary incentives to encourage people to make their buildings or home more energy efficient. Do you...



Most residents (89%) are at least somewhat interested in better managing their energy costs, with 42% very interested.

Interest in Managing Family Energy Use/Cost

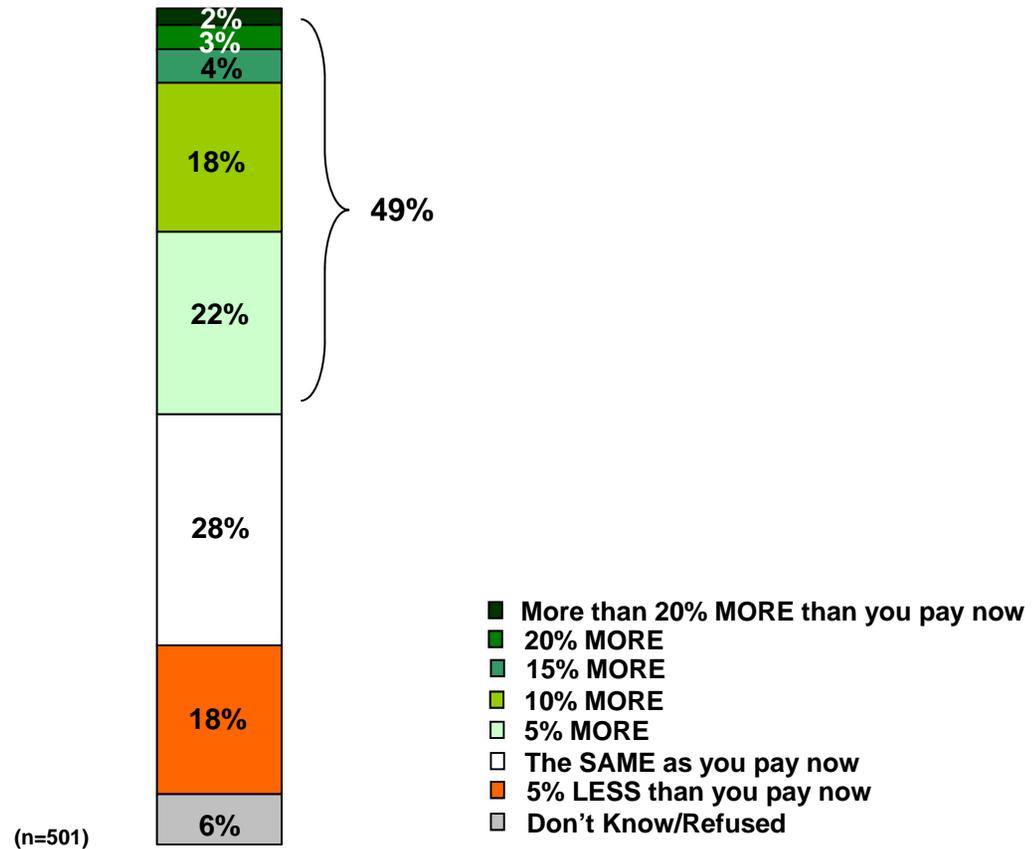


Q30: Which of the following best describes your level of interest in learning more about how you can better manage your family's energy use or cost? Are you...



Almost half of Holland residents (49%) are willing to pay more for electricity from clean or renewable sources.

Willing to Pay for Renewable Energy



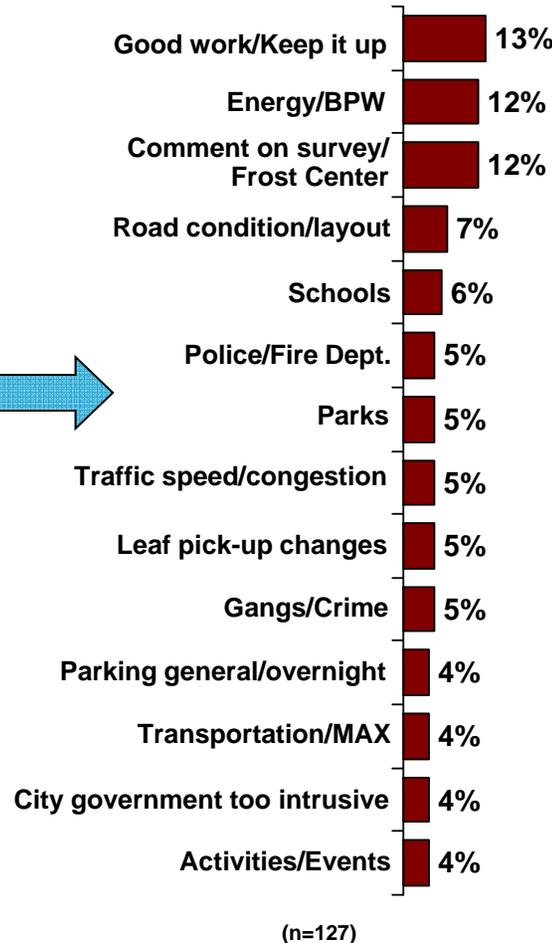
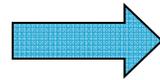
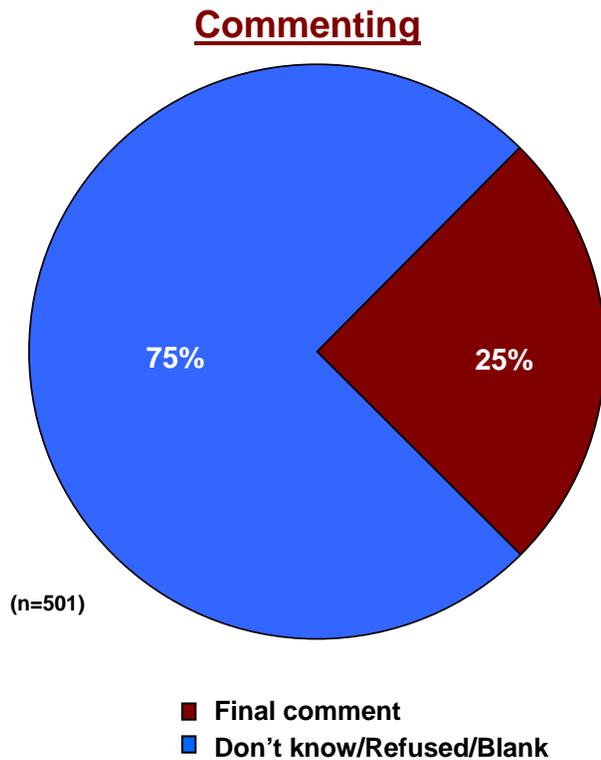
Q31: Compared to your current electric use, generated from fossil fuels, what is the MOST that you'd be willing to pay for electricity that is generated from clean or renewable sources, for example: solar or wind. Would you say you are willing to pay...

Final Comments



One in four respondents had a final comment. Some took the opportunity to say how pleased they are with the job the mayor or Council is doing or to comment on the survey itself, often saying they were glad it's being conducted. Substantive issues addressed in the final comments include BPW, roads and schools.

Final Comments



Other responses to 2%

- 3%**
- Lakefront development/Access to water
 - Sidewalk clearing complaint
- 2%**
- Animals
 - Budgeting/Budget cuts
 - Civic Center
 - Concerns about taxes
 - Hope College
 - Jobs
 - Tulip Time
 - Vacant buildings/Foreclosures
 - Waste/Recycling pick-up
 - Aquatic Center costs
 - Bikes
 - Downtown decorations
 - Fix/Get more cameras
 - Library
 - More inclusive (racially, but also class)
 - Pro-LGBT acceptance
 - Put more matters to public vote
 - Tourism
 - Trees/Tree care

Q40: Any other comments or something we didn't cover that is on your mind.



Selected Verbatim Final Comments

- *At times find the government of Holland very intrusive and narrow-minded. Takes too much personal interest in personal affairs.*
- *Great place to raise a family and to retire to and the city's efforts to achieve the goal to make this city the best it can be.*
- *Holland should just keep on plugging away, doing a great job.*
- *I bitterly resent the inclusion of *zeitgeist* issues in this study's first several questions. Really now!*
- *I like how City Council continues to wrestle with problems and issues, I'm pleased with some of their judgments and how they resolve and I appreciate the extra info on the new power plant.*
- *I would like to see the city do a better job with the roads, because a lot of them are crumbling.*
- *In the course of the discussion, I gave my pitch about a number of things--the big park idea, a brand-new up-to-date Civic Center; I would combine police and fire services under one chief but we just don't need to have a fire truck come along with an ambulance every time. And I would put a BIG emphasis on future planning, and would be prepared to invest in right-of-first-refusal on all the properties on the shore of Lake Macatawa. Very high on my list of priorities would be inducing Padnos to move. They're a good company but they don't need the ships anymore to move their stuff, so the city should start a long-range plan to move them. And we could also do that with Heinz and the other waterfront companies. Also, we need to be forward-thinking about pet control, not just strays but people not controlling their pets.*
- *In the Holland hospital area a lot of houses were bought and have been rented out. There's been an increase in police activity in the area, and not for good reasons. Some of the new tenants are not good news. The hospital isn't doing right by the community.*
- *It seems that every time the fire department responds to a medical call, they take the big fire truck. Couldn't they take a smaller vehicle or the ambulance?*
- *It's easier to walk on the streets after the sidewalk plows come because they don't do a good job. They pack it down instead of clearing it off.*
- *Like I said, it's nice to know that someone's taking the time to do this.*
- *Move the fall leaf pickup date from early November to late November.*
- *No, they just have to realize what the economic times are and the city government can't do everything for everybody.*
- *Property enforcement rules are well-managed, but they overstep their boundaries. We're very impressed with family-friendly activities, like parades and events in the park.*
- *Stress dissatisfaction and worry with HPS. Not with teachers. It's the politics behind it all.*
- *When you are looking at the cost of energy you need to take into account all of the infrastructure needed to supply that source of energy. We don't see the whole cost of energy because we hide subsidies for coal trains, shipping channels, etc.*

Q40: Any other comments or something we didn't cover that is on your mind.

***Comparison to Cities
Of Similar Size in the U.S.***



17 items could be compared to a convenient sample of survey results collected over the past 6 years by NRC from similarly sized cities. Holland was average or better on all but three respects—Civic Center recreation facilities, Fire Department services, and having contact with City employees.

	Holland's Rank	# Cities Compared To	Comparison to available cities
Q7. How safe do you feel in your neighborhood during the daylight hours?	31	66	Similar
Q8. How safe do you feel in your neighborhood during the night-time hours?	25	62	Above
Q11. How do you rate the quality of the following City of Holland services? - City Council	2	6	Much above
Q11. How do you rate the quality of the following City of Holland services? - Parks in the City	22	61	Above
Q11. How do you rate the quality of the following City of Holland services? - Civic Center Recreation facilities	58	58	Much Below
Q11. How do you rate the quality of the following City of Holland services? - Police Department services	27	75	Above
Q11. How do you rate the quality of the following City of Holland services? - Emergency medical response by Fire Department	43	63	Similar
Q11. How do you rate the quality of the following City of Holland services? - Fire Department Services	52	68	Below
Q11. How do you rate the quality of the following City of Holland services? - Animal control	17	58	Much above
Q11. How do you rate the quality of the following City of Holland services? - Street maintenance, such as potholes and sweeping	32	78	Above
Q11. How do you rate the quality of the following City of Holland services? - Street snow removal	13	57	Much above
Q11. How do you rate the quality of the following City of Holland services? - Storm water drainage	38	66	Similar
Q11. How do you rate the quality of the following City of Holland services? - Sidewalks	14	57	Much above
Q11. How do you rate the quality of the following City of Holland services? - Spring and fall cleanup - curbside	20	56	Above
Q14. Have you had contact with City of Holland employees, other than City Council or the Mayor, within the past year?	47	56	Less
Q14a. Think of your most recent interaction with a City of Holland Employee. How would you rate the service you received during this most recent interaction?	15	66	Much above
Q17. How would you rate the City of Holland's website?	4	16	Above

Source: The National Research Center, Inc. Based on a convenient sample of available cities between 25,000 and 50,000 people. City samples were reportedly taken over the last 6 years.

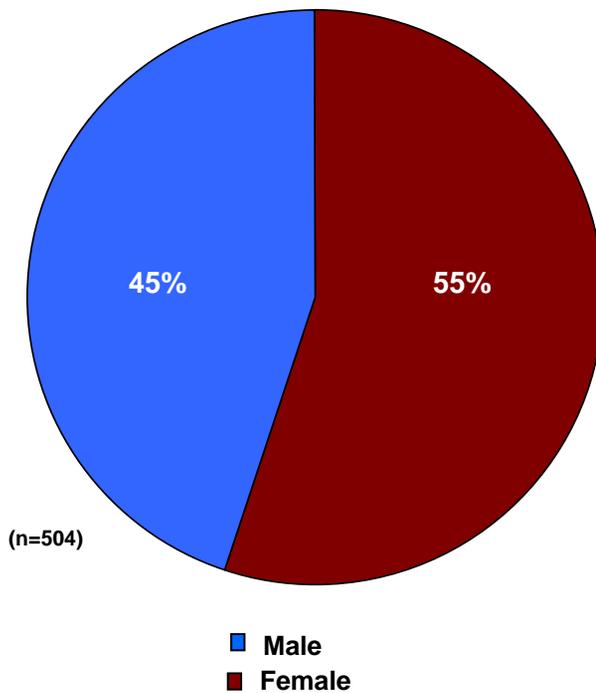
Demographics



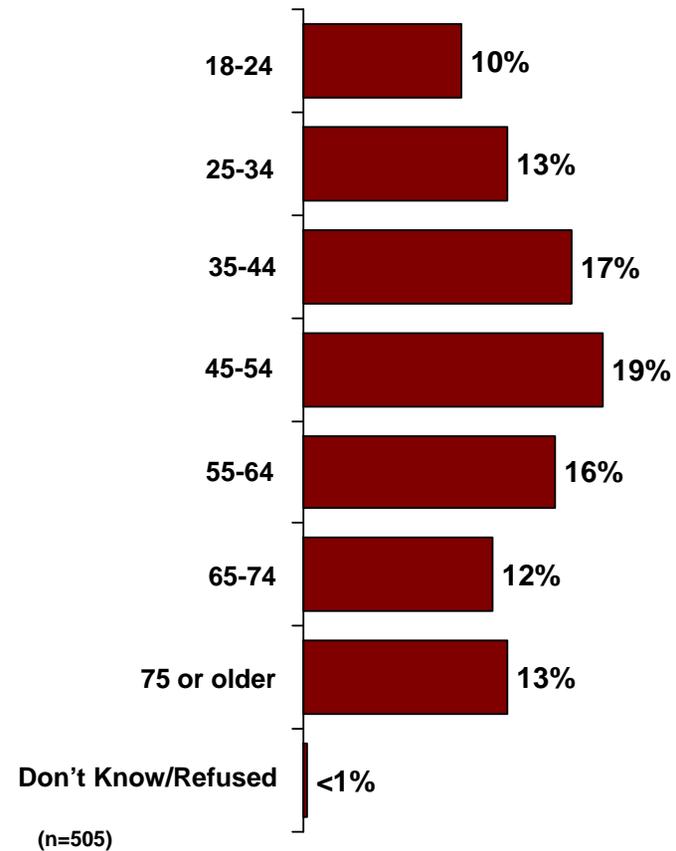
Women (55%) completed more surveys than men (45%). Residents aged 18-24 comprised 23% of the sample, 52% were 35-64, and 25% were 65 years or older.

Gender and Age

Gender



Age



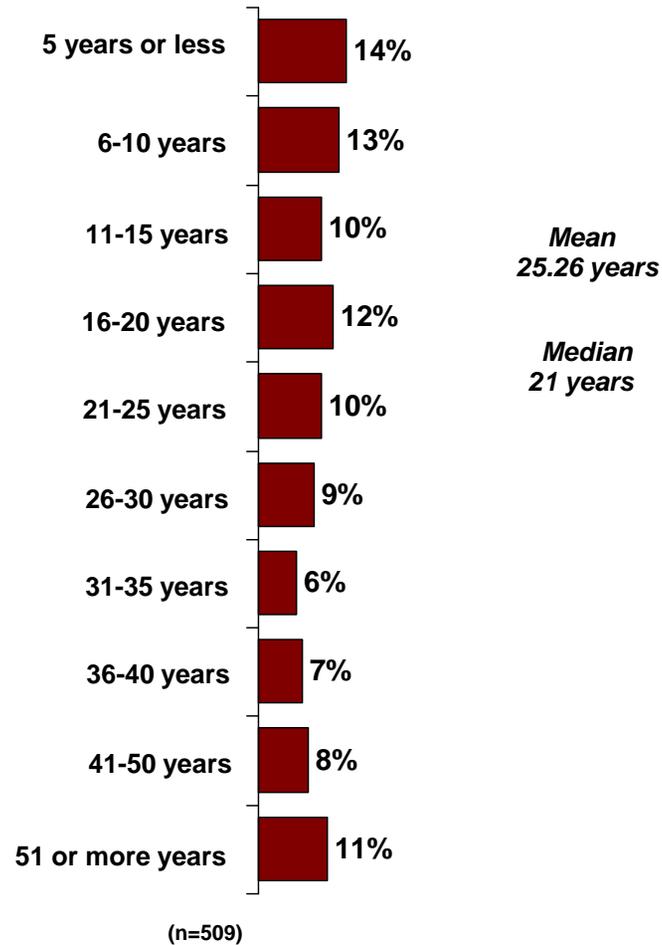
Q38: Gender of respondent

Q32: What is your age? Are you...



Respondents' time in Holland ranged from less than 1 year to 86 years, averaging just over 25 years.

Years in Holland

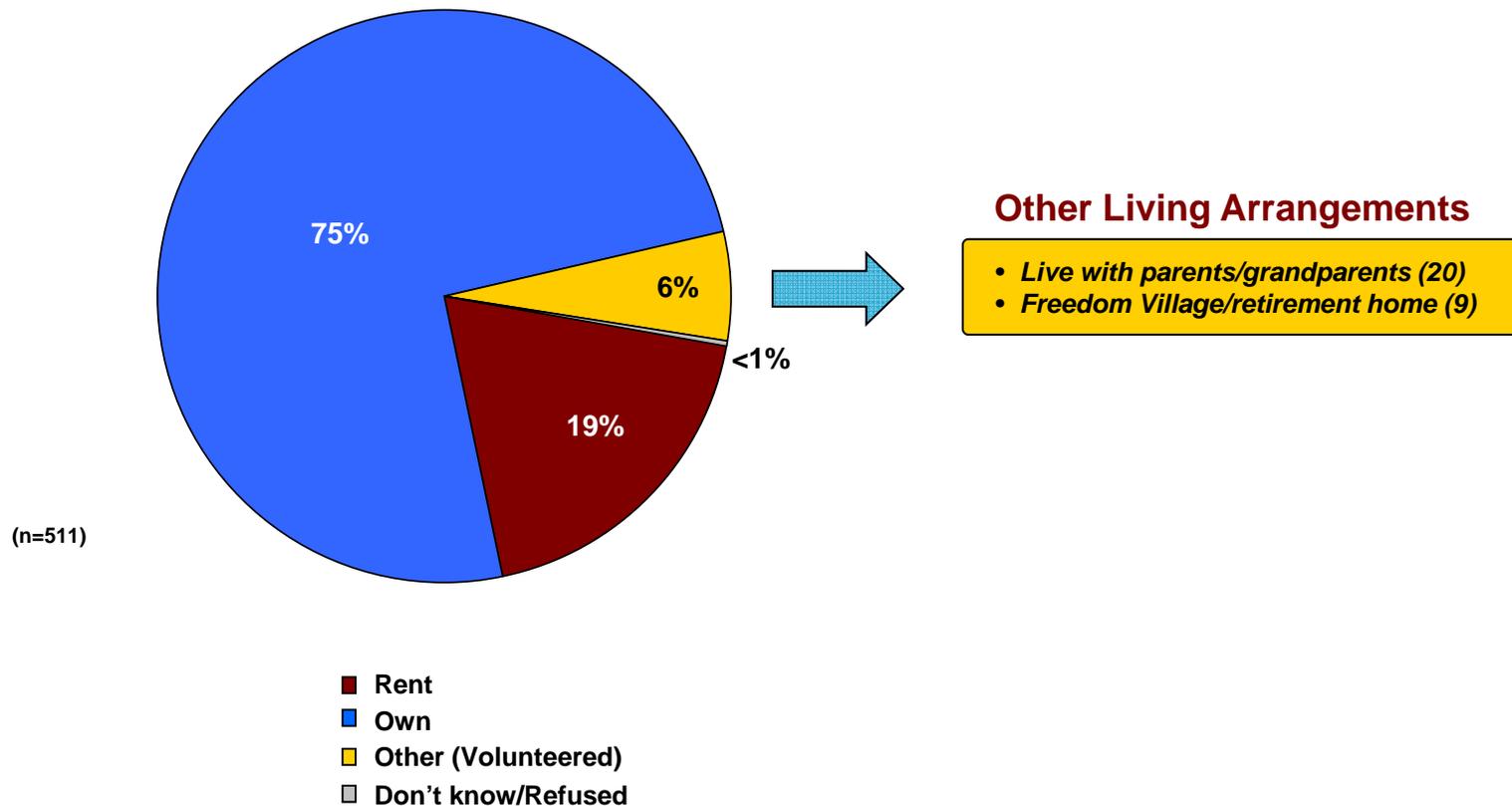


Q1: How long have you lived in the City of Holland?



Three-quarters (75%) of those surveyed own the home they live in. One-fifth (19%) rent their home.

Homeownership



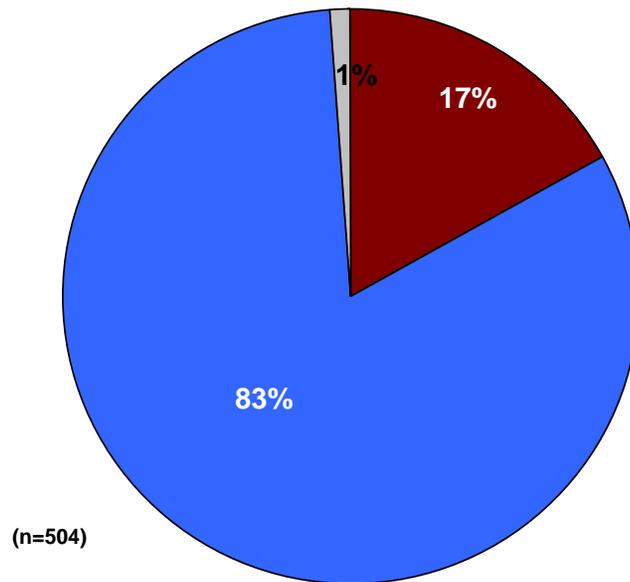
Q2: Do you rent a home or apartment or are you a homeowner?



Over one-sixth (17%) of respondents are Hispanic/Latino. The majority of respondents (88%) are white/Caucasian.

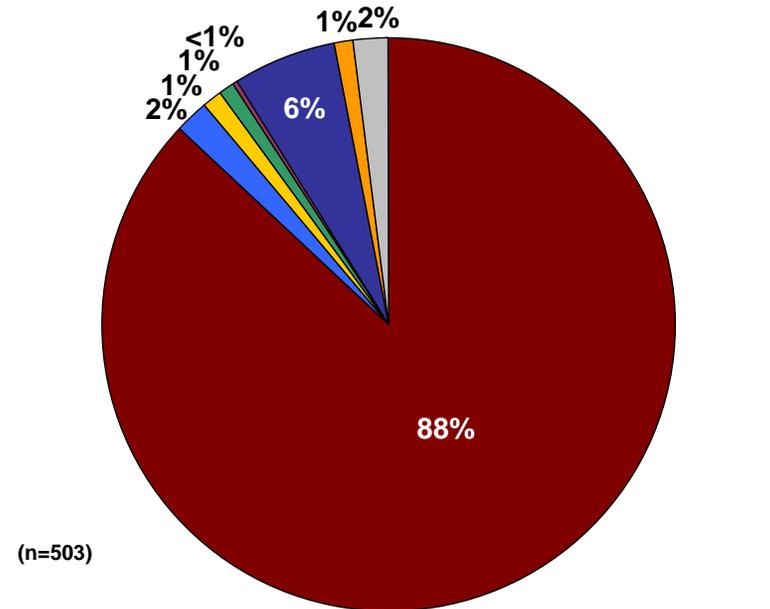
Race/Ethnicity

Hispanic



- Yes
- No
- Don't know/Refused

Race



- White or Caucasian
- Black or African American
- American Indian or Alaskan Native
- Asian American
- Native Hawaiian or other Pacific Islander
- Other (All identified Hispanic as their race)
- Multi-Racial
- Don't know/Refused

Q33: Are you Hispanic or Latino/a?
Q34: What is your race?



Survey respondents matched within the margin of error to the 2010 Census demographics of the City of Holland for 12 of 15 key demographics, including gender by each age group. Demographic differences occurred for the 25-34 age group (13% Survey vs. 19% Census), the 55-64 age-group (16% Survey vs. 13% Census), and for Race (88% White in Survey vs. 84% Census).

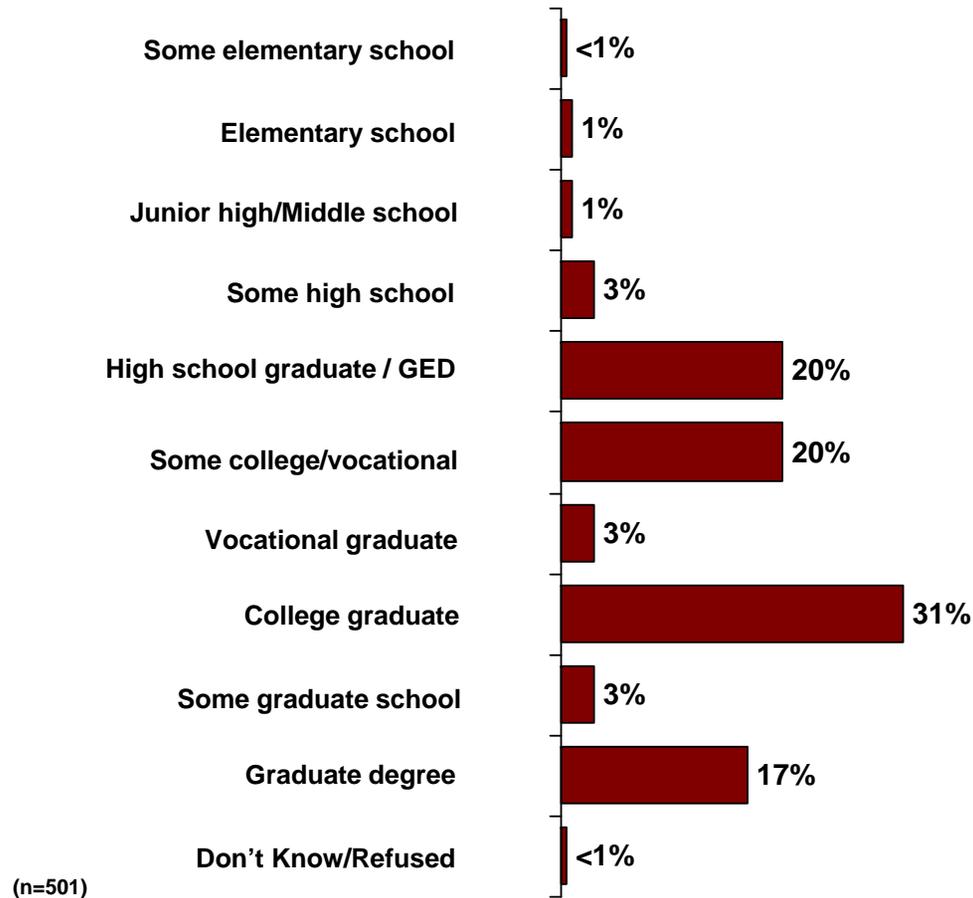
	Survey Respondents	2010 Census	Difference
Male	45%	47%	-2%
Female	55%	53%	+2%
18-24	10%	11%	-1%
25-34	13%	19%	-6%
35-44	17%	15%	+2%
45-54	19%	19%	0%
55-64	16%	13%	+3%
65+	25%	24%	+1%
White	88%	84%	+4%
Hispanic	17%	17%	0%

Source: 2010 Census Data. Based on weighted average of Adult and Household estimates proportional to cell phone and household sampling, respectively. Race census data is based on white alone or in conjunction with multi race response options added to the 2010 census.



A quarter of respondents (25%) have a high school education or less, 23% had some college or vocation training, 31% graduated college, and 20% had schooling beyond college.

Education Level

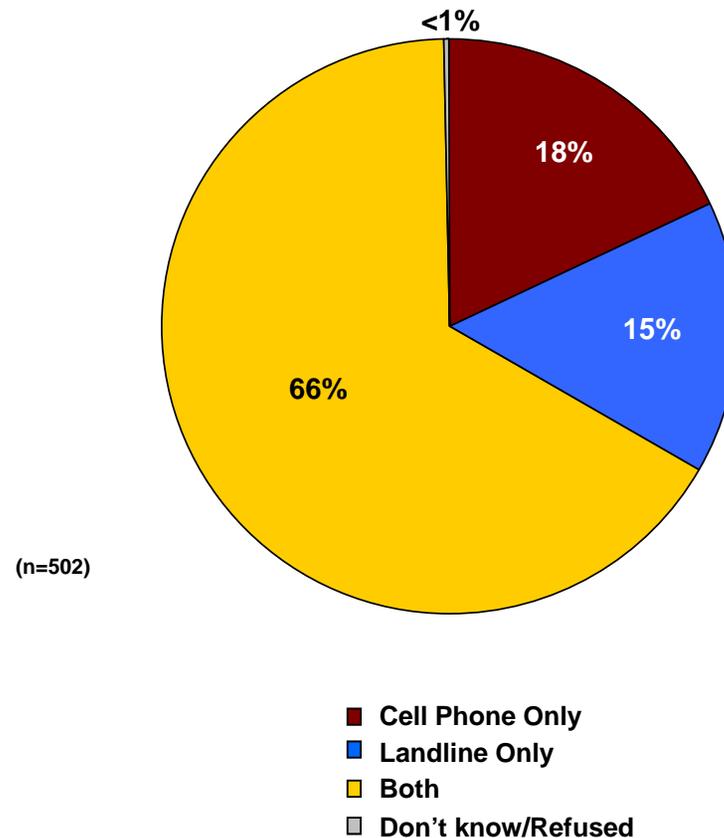


Q35: What was the highest level of school you completed?



Two-thirds of city residents surveyed had both land lines and cell phones, 18% only had a cells, and 15% only had land lines.

Phone Type

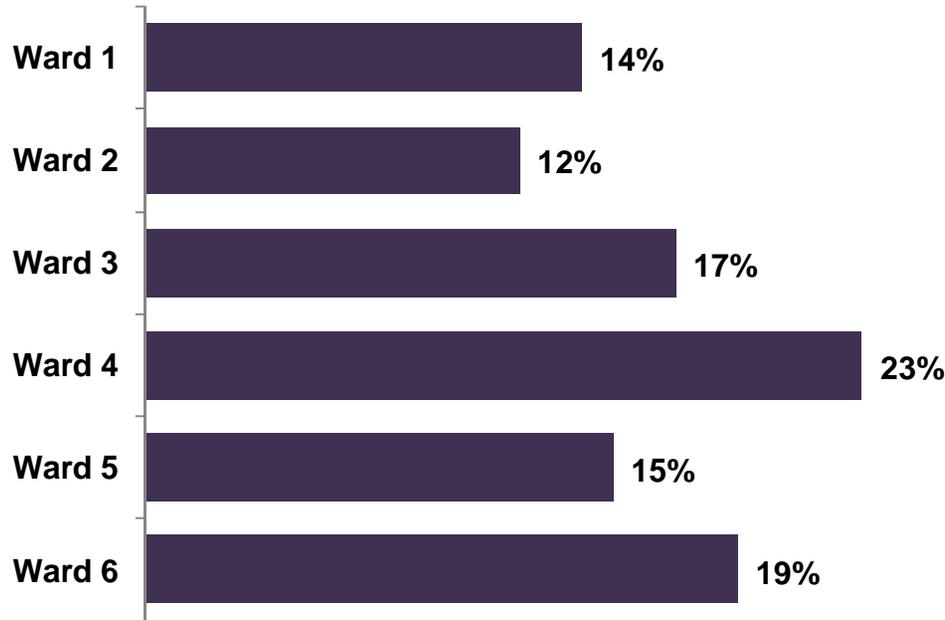


Q39: Do you have a cell phone only, a landline only, or both?

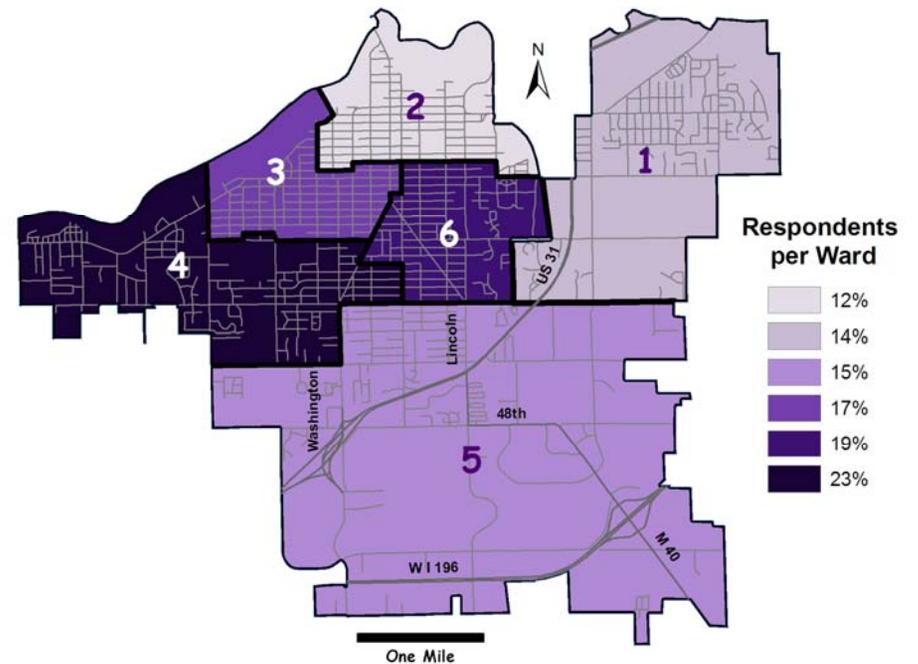


People from all six of Holland's wards participated in the survey. Participants were relatively evenly spread across wards, with somewhat more coming from Wards 4 and somewhat less coming from Ward 2.

Distribution of Respondents by Ward



(n=508)



Q36: What street do you live on [If they question this:] It's just to place you in your Ward for reporting purposes.

Q37: What is your closest cross or intersecting street?

***APPENDIX:
Differences by Demographics***



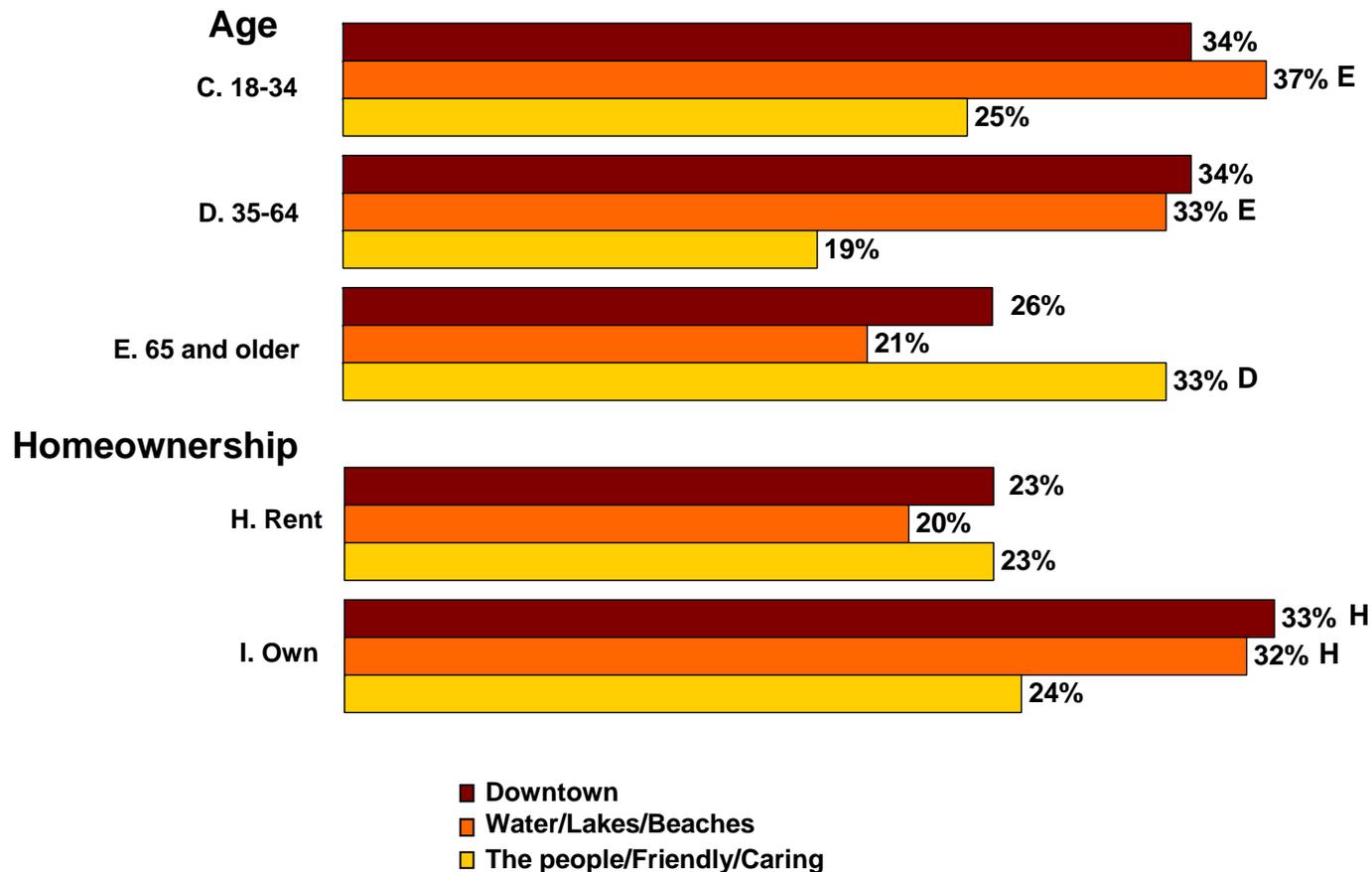
Analytical Plan for Detecting Group Differences by Demographics

- In order to rule out spurious group differences and/or false positives for each survey closed ended item (example: age effects being mistaken for education effects), multiple regressions were first run using the various group demographics of age, gender, education, ethnicity, race, Ward, home ownership, and years lived in Holland, as competing predictors in the model.
 - For all items that had a scaled response (1 = strongly agree, 5 = Strongly disagree), a linear multiple regression analysis was conducted first. When group differences were identified, descriptive such as means and percentages for each response were reported. If a variable had more than 2 groups (education, age, Ward, etc.), ANOVAs were conducted using Tukey's Honestly Significant Differences test for post-hoc comparisons of various groups. Then the means and percentages were reported where significant differences emerged. The alpha for significance was corrected for the multiple post-hoc tests being conducted, up to the point of $p < .01$.
 - For all items that had a categorical responses (yes/no), logistic regressions were conducted. When significance was found, subsequent Chi-square tests and Proportional tests were conducted when there were more than 2 groups, and significant differences were reported. Again, The alpha for significance was corrected for the multiple post-hoc tests being conducted, up to the point of $p < .01$.
- Analysis of group differences were also conducted for the most frequently given Open-ended responses as well. These analysis avoided false positive group differences by first conducting Chi-square tests, then following up with proportional tests when multiple group comparisons were made.



Elderly residents were less likely than other age groups to name beaches or the lake as one of the things they like most about Holland. Seniors were more likely to mention friendly, caring people among the things they like most about the city. Homeowners were more likely than renters to mention the Downtown area and lakes or beaches.

What Like Most About Holland Differences in Top Three Answers by Age and Homeownership

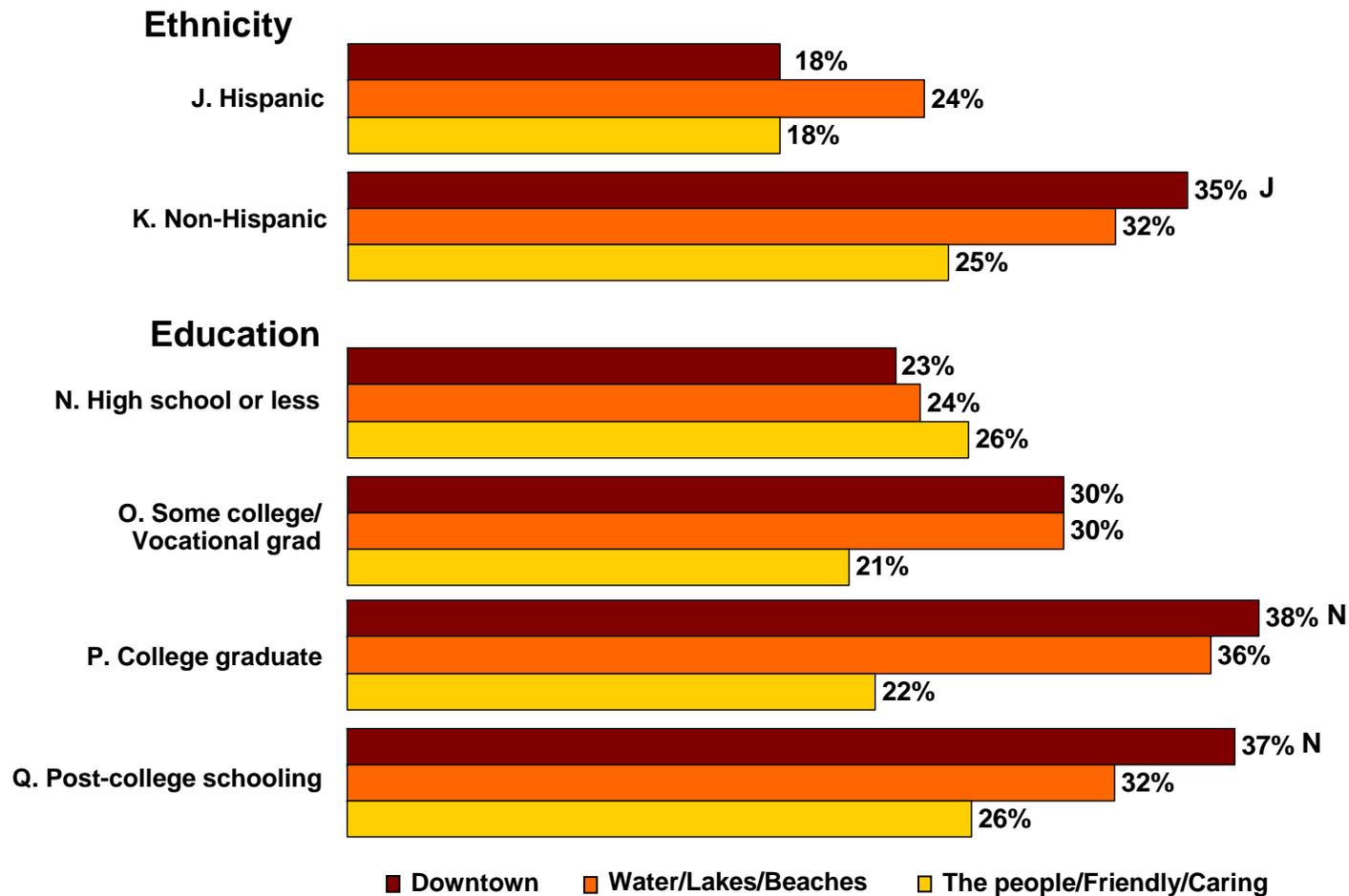


Q3: What three things do you like most about Holland?



Hispanic residents were significantly less likely to mention the Downtown area among the things they like best about Holland. Downtown was named more frequently by residents with a college degree or beyond than by those with less education.

What Like Most About Holland Differences in Top Three Answers by Ethnicity and Education



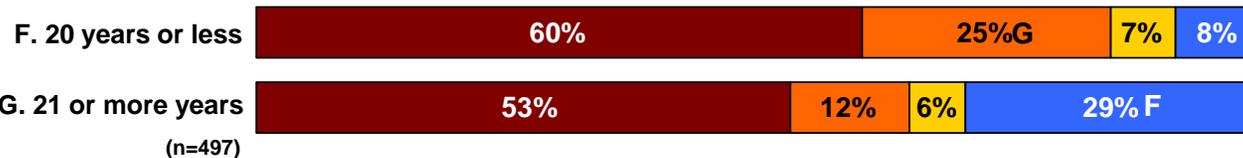
Q3: What three things do you like most about Holland?



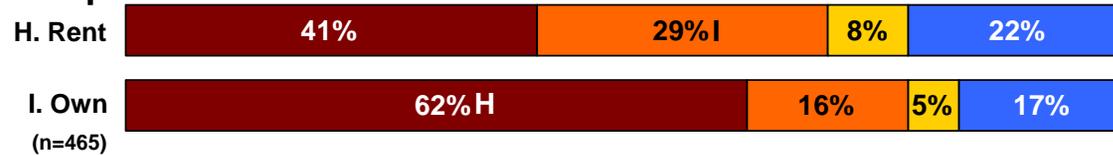
Homeowners prefer Holland to other cities at a higher rate than renters. More educated residents are more likely to say they like Holland better than other cities. Less educated residents are more apt to have lived only in Holland. Unsurprisingly, long time residents are more likely to say they have lived all their lives in Holland than those who have been in Holland 20 years or less.

Holland Compared with Other Places Lived by Time in Holland

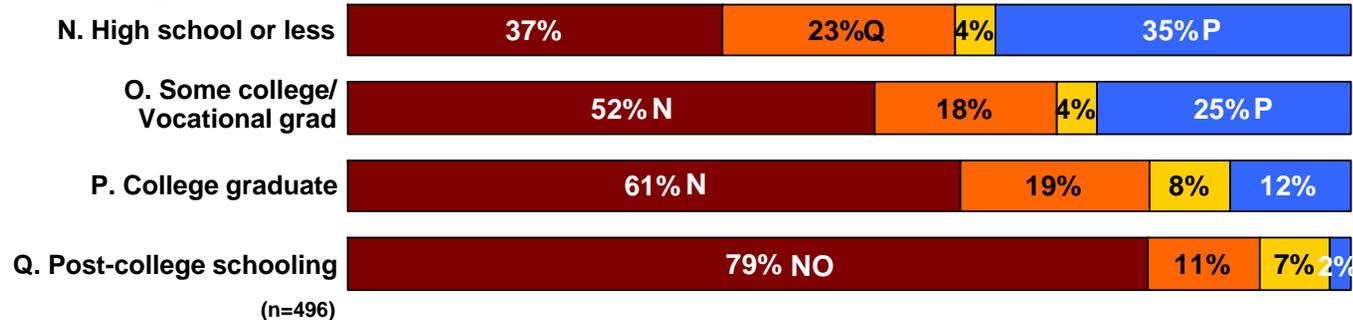
Time in Holland



Homeownership



Education



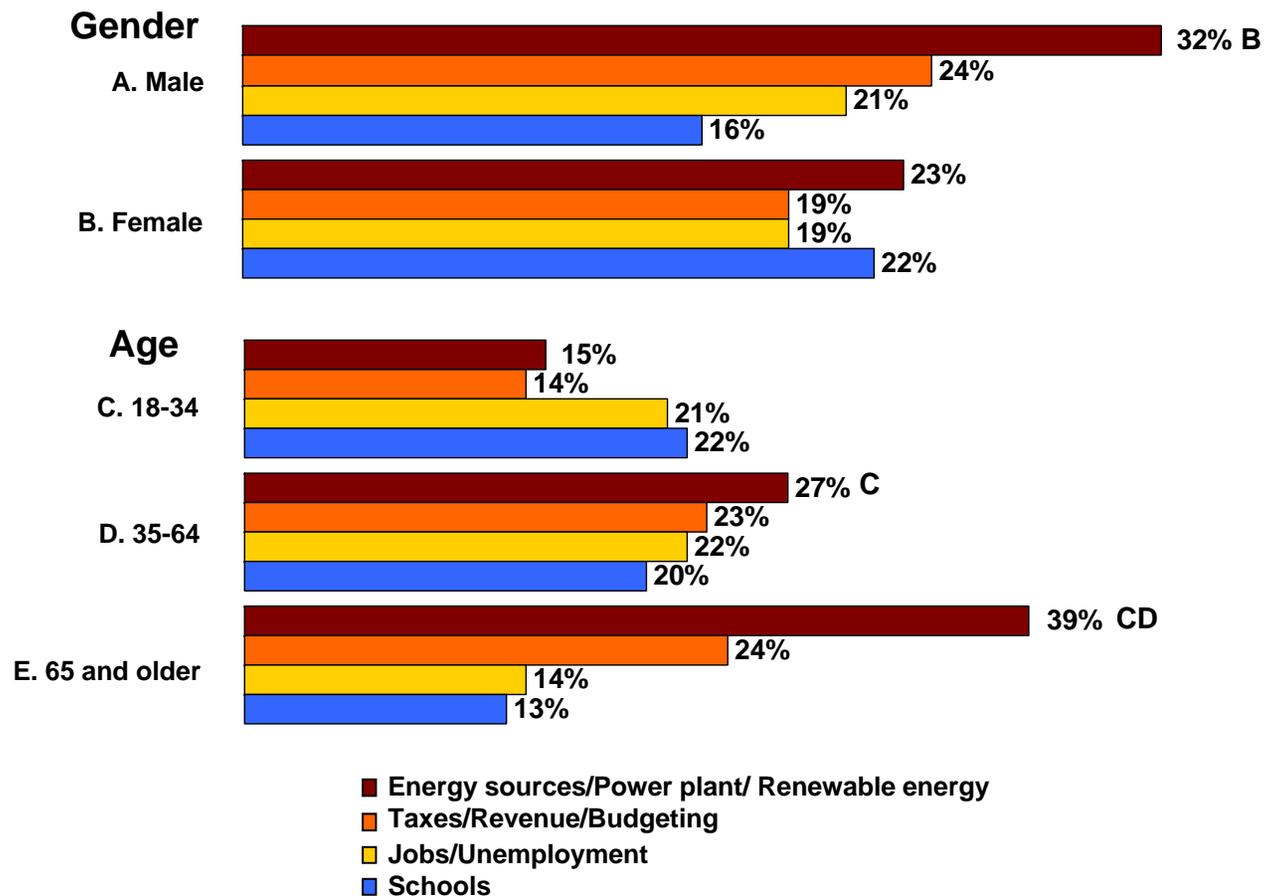
- Like Holland Better
- About the Same
- Like Holland Less
- Have Only Lived in Holland (volunteered)

Q5: If you have lived in a city or cities other than Holland, how would you compare Holland with other places you have lived? Would you say you like Holland...



Men named energy as one of the most important issues facing the city at a higher rate than women did. Older residents were more likely than younger residents to name energy as one of the most important local issues.

Most Important Local Issues Differences in Top Four Answers by Gender and Age

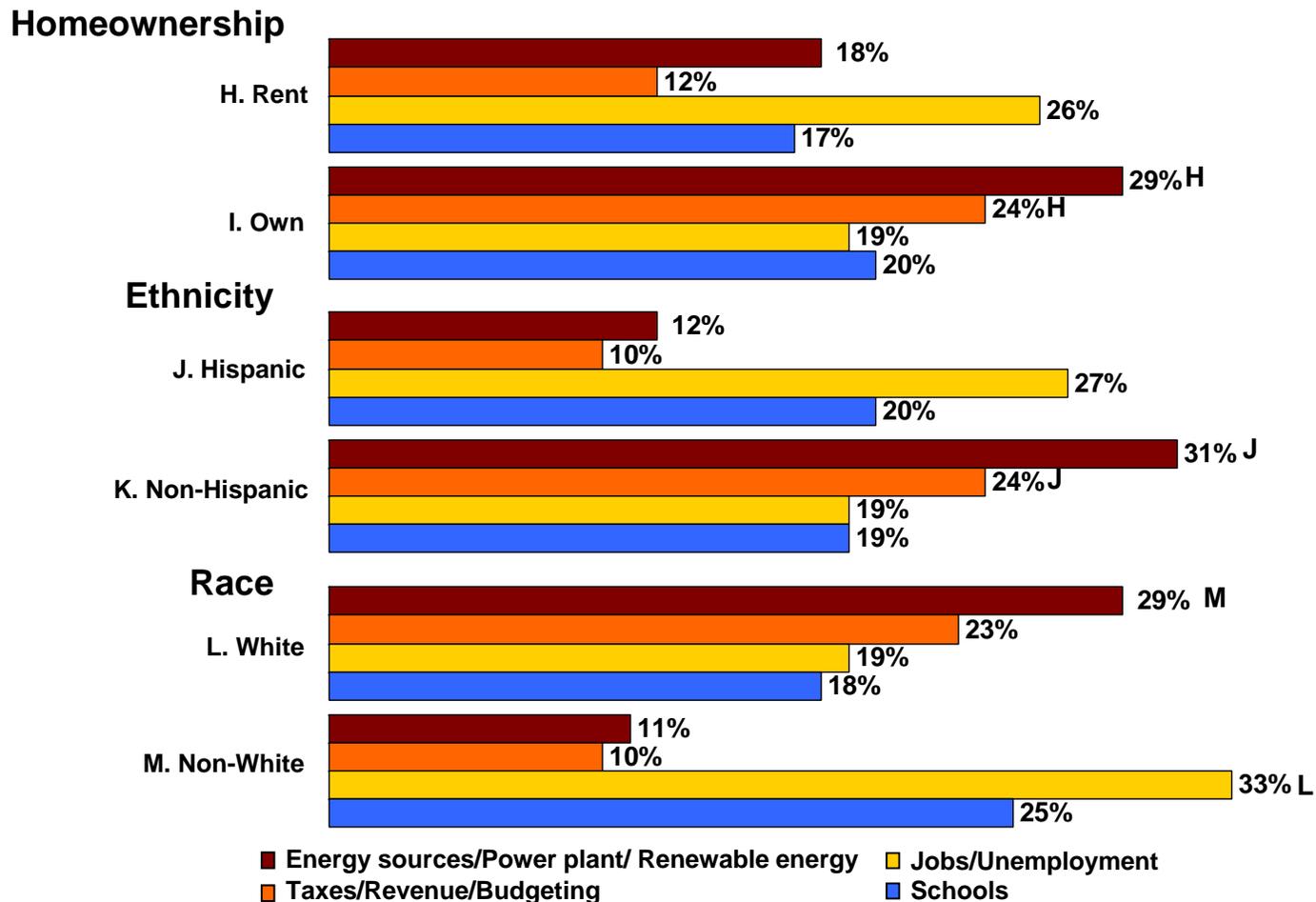


Q6: What do you think will be the three most important local issues the City of Holland will face within the next few years?



Renters were less likely than homeowners to name energy or taxes/budgeting as one of the City's top issues. Hispanic residents were less likely to mention energy and taxes/budgeting. Non-white residents named jobs as an issue more often than white residents, and less frequently mentioned energy concerns.

Most Important Local Issues
Differences in Top Four Answers by Homeownership, Ethnicity and Race

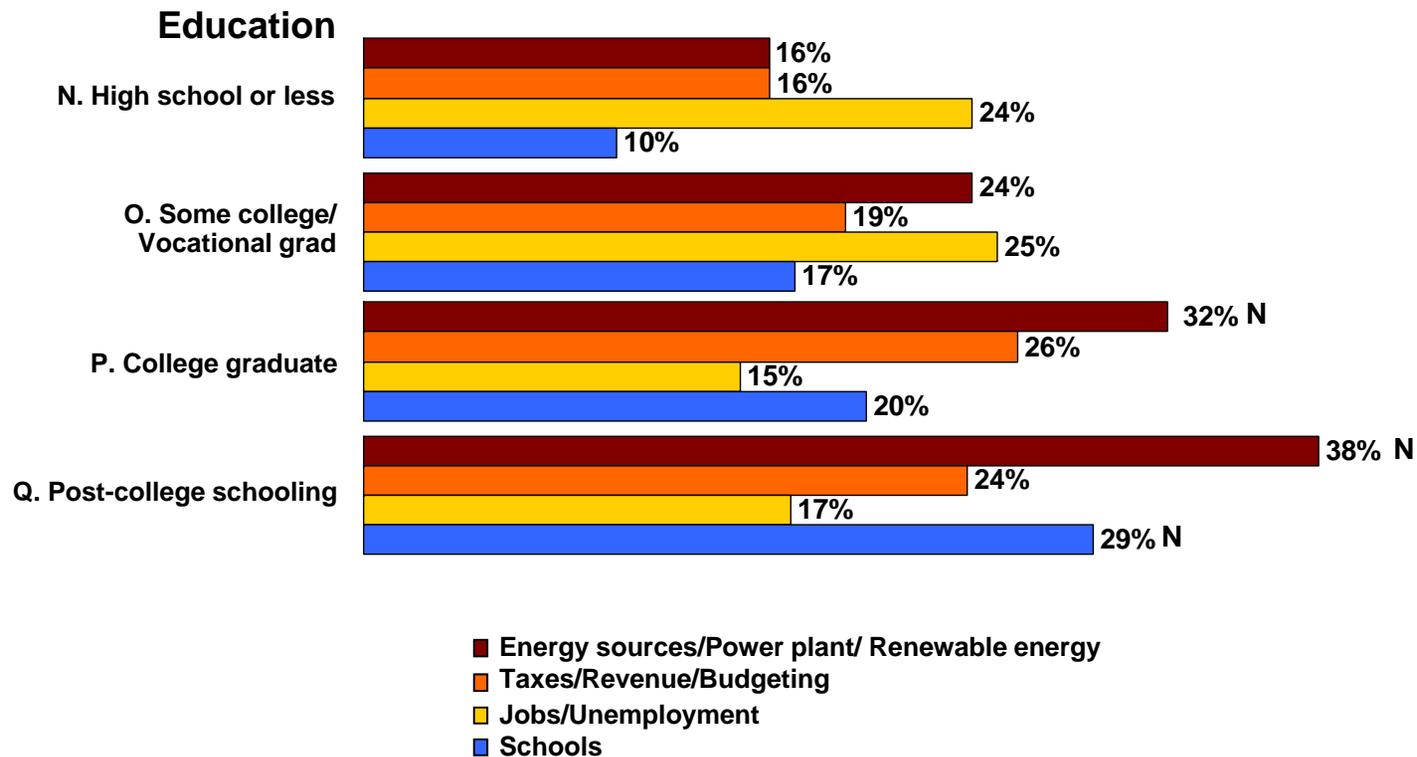


Q6: What do you think will be the three most important local issues the City of Holland will face within the next few years?



The higher resident's own educational attainment, the more likely they were to cite schools or education as an issue facing the city in the next few years. A similar pattern is seen with energy; it is mentioned more frequently by those with higher levels of formal education.

Most Important Local Issues Differences in Top Four Answers by Education

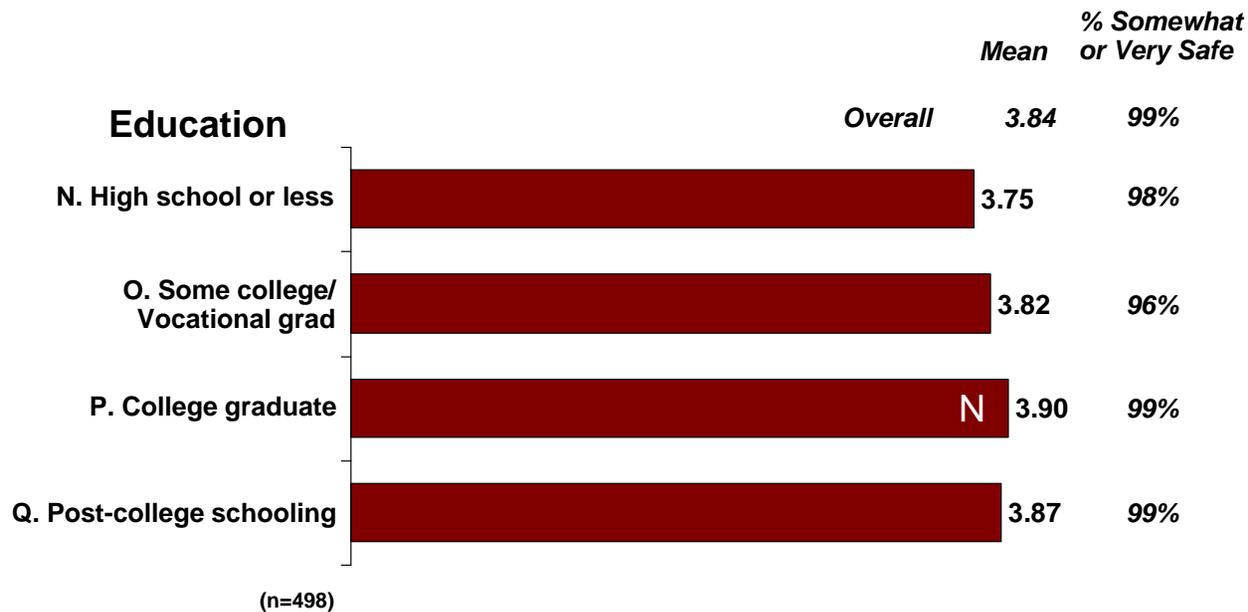


Q6: What do you think will be the three most important local issues the City of Holland will face within the next few years?



College graduates were more apt than high school grads to feel safe in their neighborhood during the day.

Feel Safe in Neighborhood – Daytime
by Education

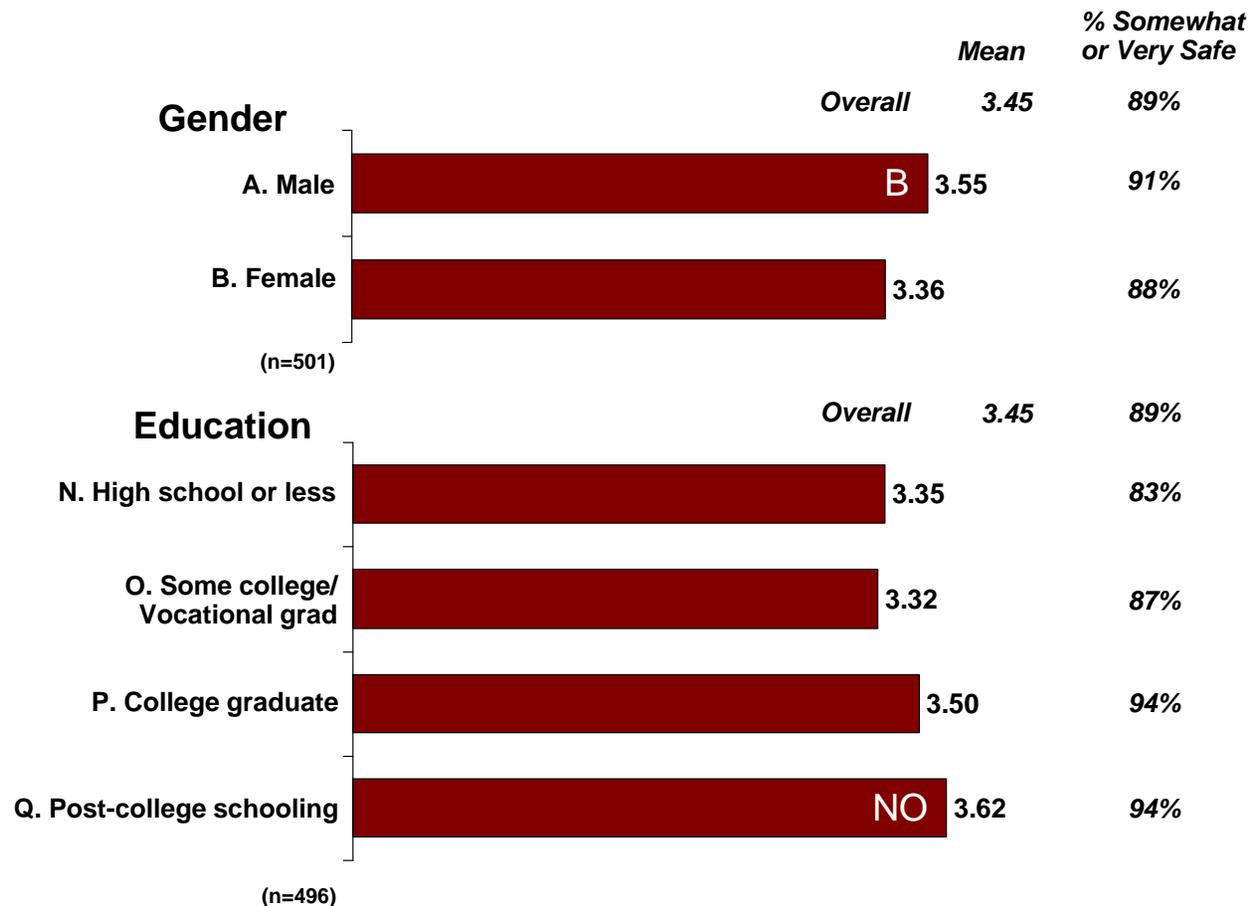


Q7: How safe do you feel in your neighborhood during the daylight hours? Do you feel... (1=Very unsafe to 5=Very safe)



Men and residents with education beyond college were more likely to feel safe in their neighborhoods at night.

Feel Safe in Neighborhood – Nighttime
by Gender and Education



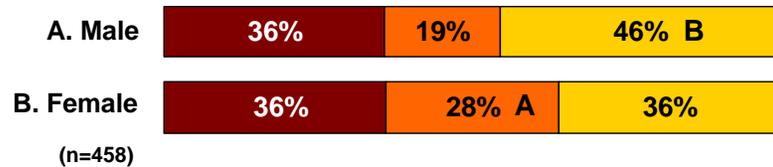
Q8: How safe do you feel in your neighborhood during the night-time hours? (1=Very unsafe to 5=Very safe)



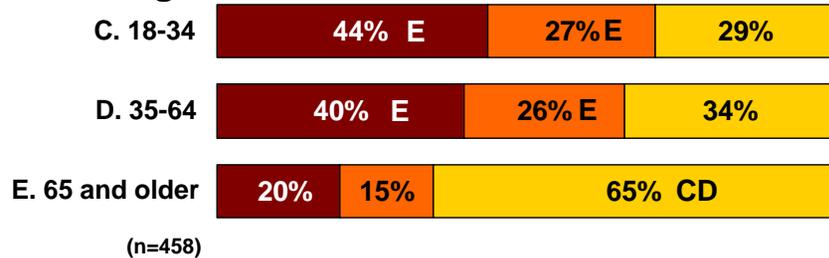
Men, seniors, homeowners, and non-Hispanic residents are more likely to favor deferring to state or federal law on LGBT rights. Females, renters, and those under 65 more often favor putting the matter to a vote. Passing an ordinance protecting LGBT people from discrimination has much higher support among those under 65+.

Sexual Orientation Anti-Discrimination Protection By Gender, Age, Homeownership and Ethnicity

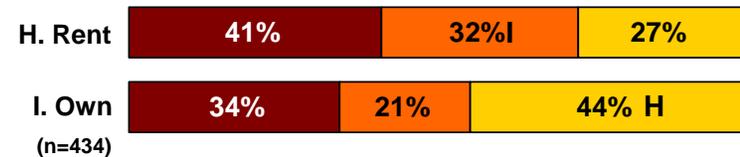
Gender



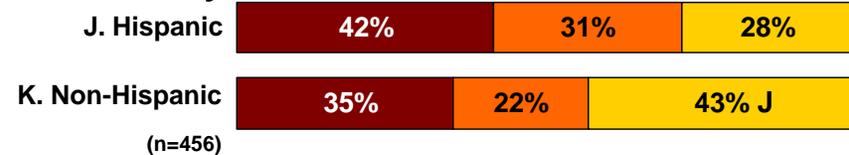
Age



Homeownership



Ethnicity



- Change the ordinance to provide protection
- Let City residents vote on it in an election referendum
- Not take any specific action, but defer to federal and state law

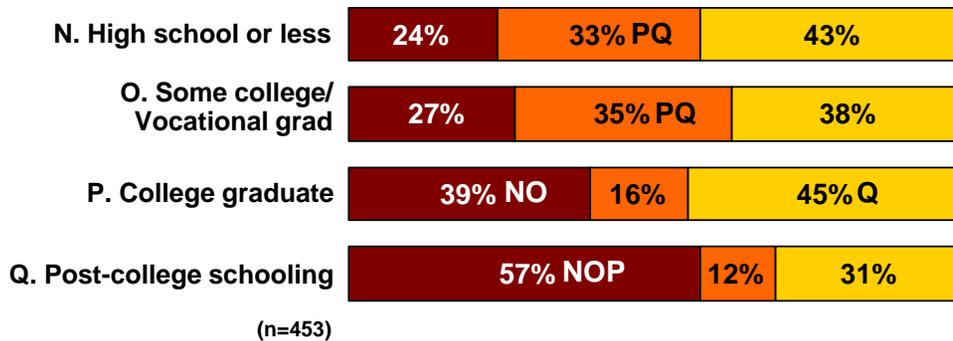
Q10: What action, if any, should the City of Holland take regarding anti-discrimination laws specific to sexual orientation, that is, lesbian, gay, bi-sexual or transgendered people? Should Holland City Council...



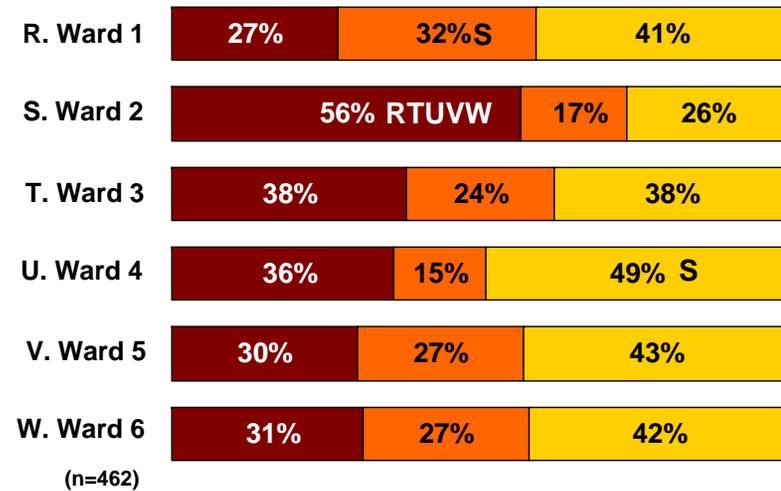
Those with higher levels of education more likely to favor anti-discrimination laws to protect LGBT people and less likely to want an election referendum on the issue. LGBT legal protection has much more support among residents from the second ward than elsewhere in the city.

Sexual Orientation Anti-Discrimination Protection by Education and Location

Education



Location



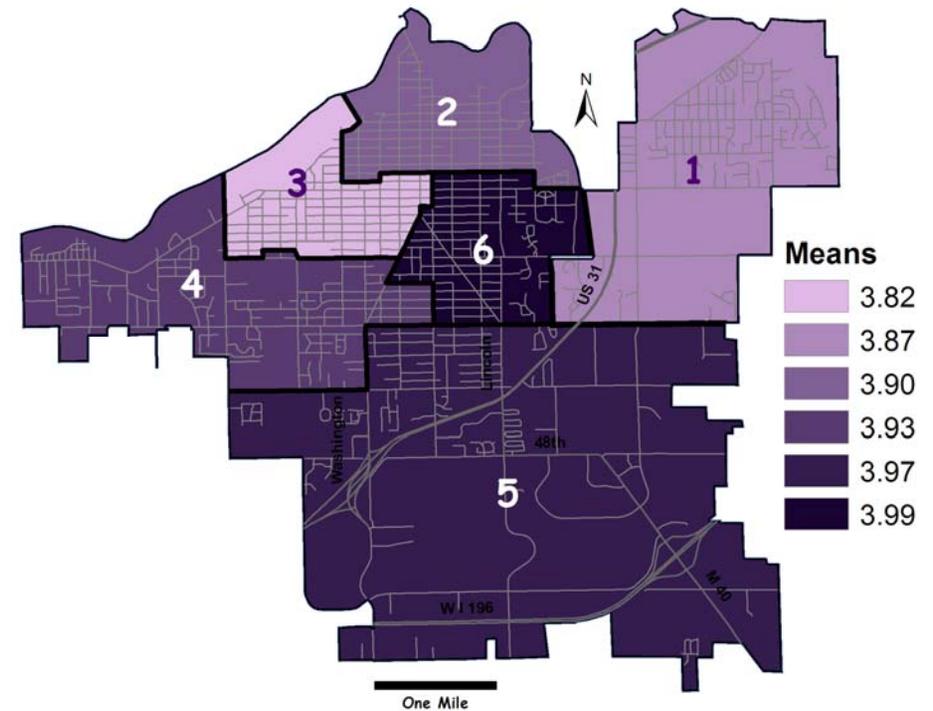
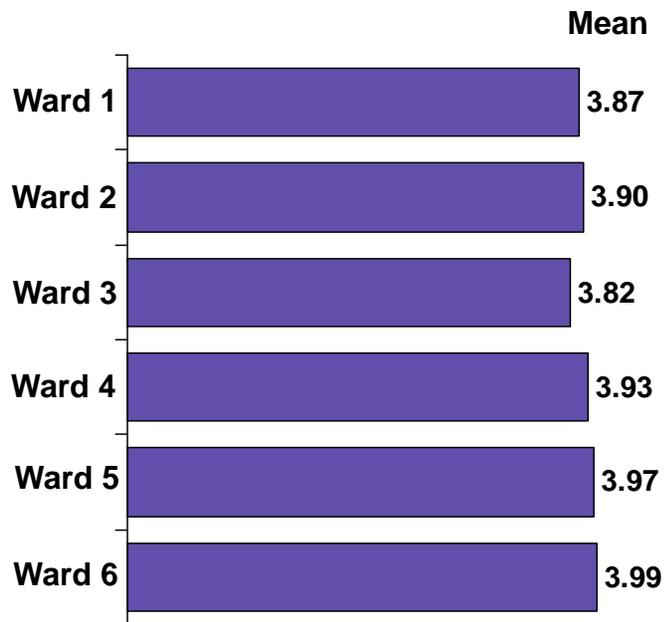
- Change the ordinance to provide protection
- Let City residents vote on it in an election referendum
- Not take any specific action, but defer to federal and state law

Q10: What action, if any, should the City of Holland take regarding anti-discrimination laws specific to sexual orientation, that is, lesbian, gay, bi-sexual or transgendered people? Should Holland City Council...



Quality of service from the City Council is rated most highly by residents of Wards 5 and 6.

City Council Rating



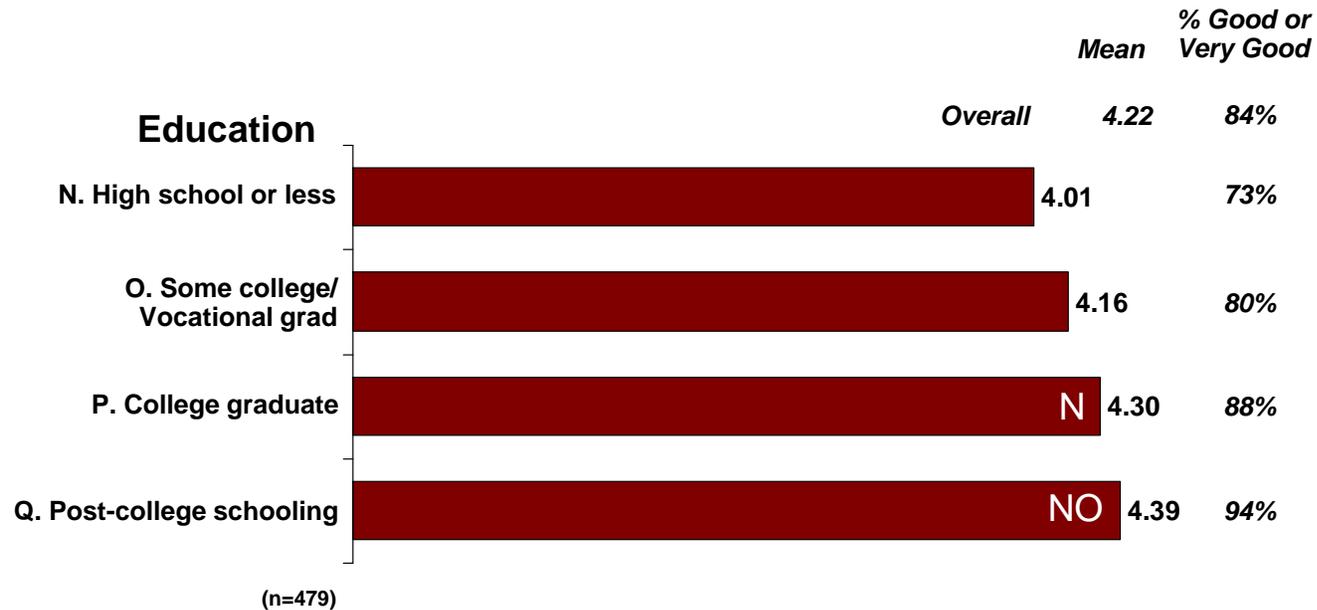
(n=508)

Q 11: How do you rate the quality of each of the following City of Holland government services? 5=very good, 4=good, 3=average, 2=poor, or 1=Very poor? [City Council]



Residents with higher levels of education are more satisfied, overall, with City of Holland employees.

Quality of City Services – Overall City Employees
by Education

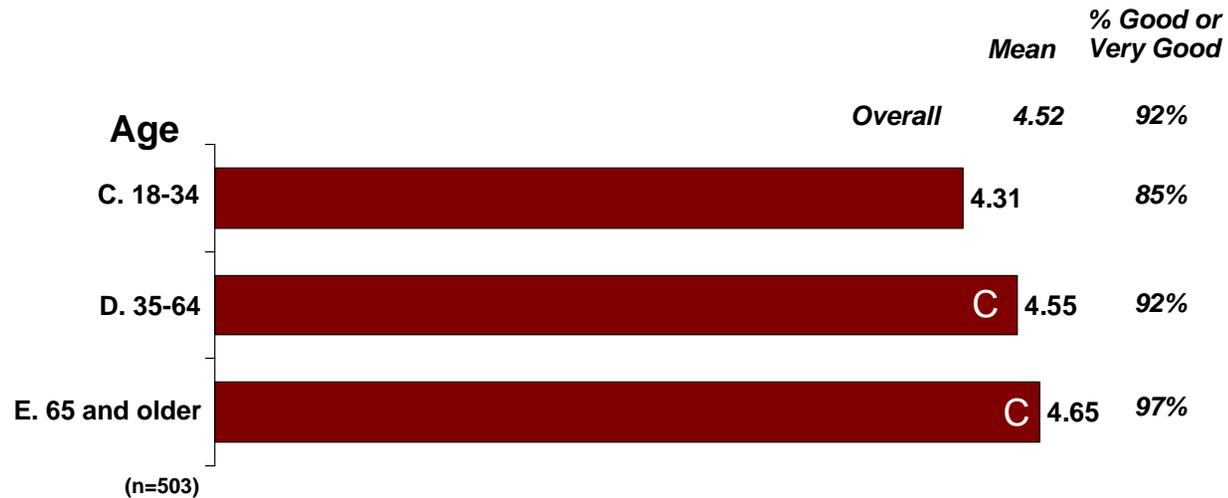


Q11: How do you rate the quality of each of the following City of Holland Services? After I say the type of service, please rate this service as very good (5), good (4), average (3), poor (2), or very poor (1).



While parks in the city are highly rated by all ages, residents under age 35 hold somewhat less favorable views of parks than older residents.

Quality of City Services – Parks in the City
by Age

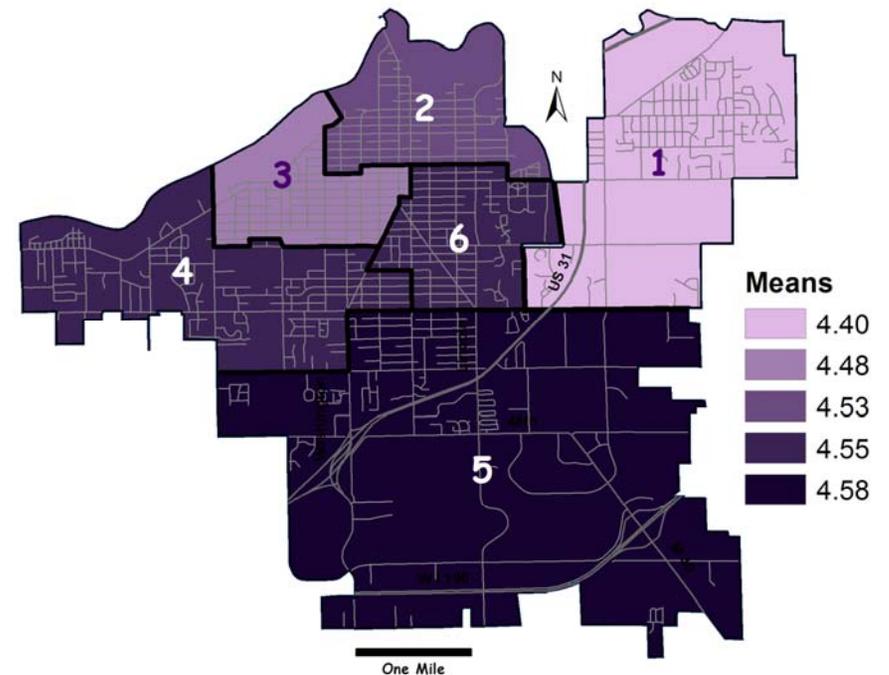
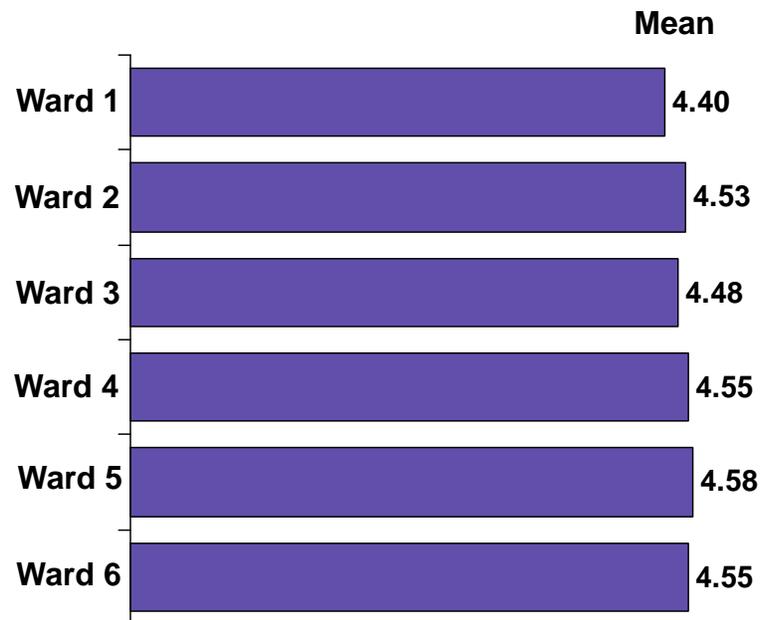


Q11: How do you rate the quality of each of the following City of Holland Services? After I say the type of service, please rate this service as very good (5), good (4), average (3), poor (2), or very poor (1).



Respondents from all wards rate city park services as good or very good with Wards 5 giving the highest ratings.

Rating for Parks in the City



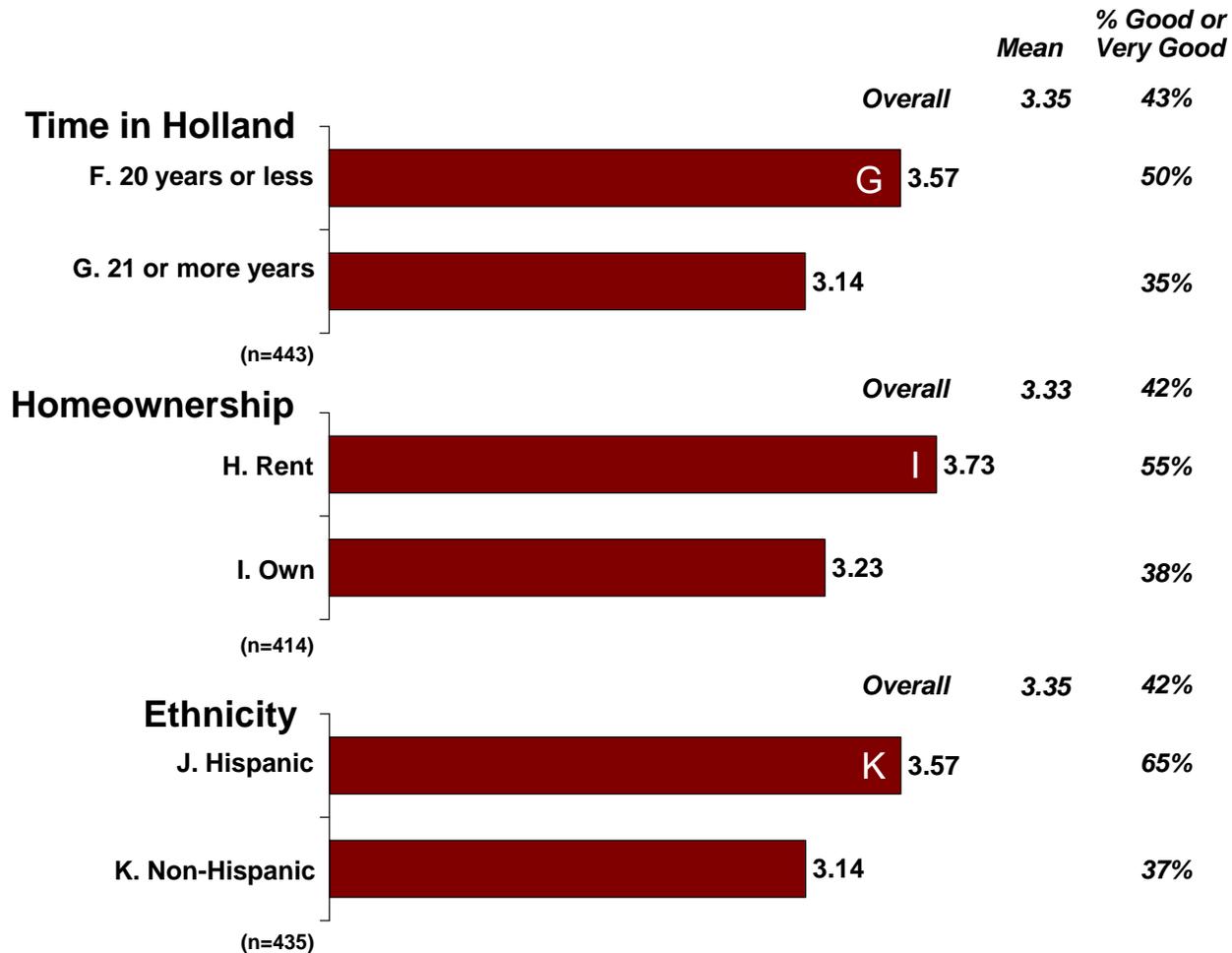
(n=507)

Q 11: How do you rate the quality of each of the following City of Holland government services? 5=very good, 4=good, 3=average, 2=poor, or 1=Very poor? [Parks in the City]



Residents who have lived in Holland 20 years or less, renters, and Hispanic residents give the Civic center higher ratings than their complements.

Quality of City Services – Civic Center Recreation Facilities
by Time in Holland, Homeownership and Ethnicity

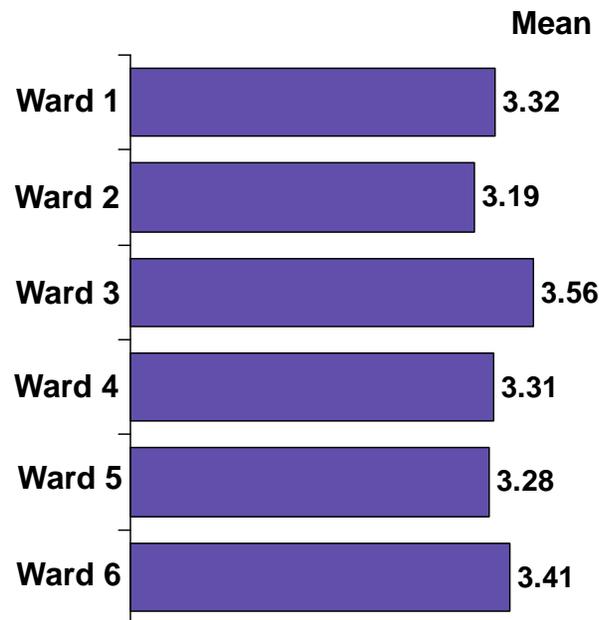


Q11: How do you rate the quality of each of the following City of Holland Services? After I say the type of service, please rate this service as very good (5), good (4), average (3), poor (2), or very poor (1).

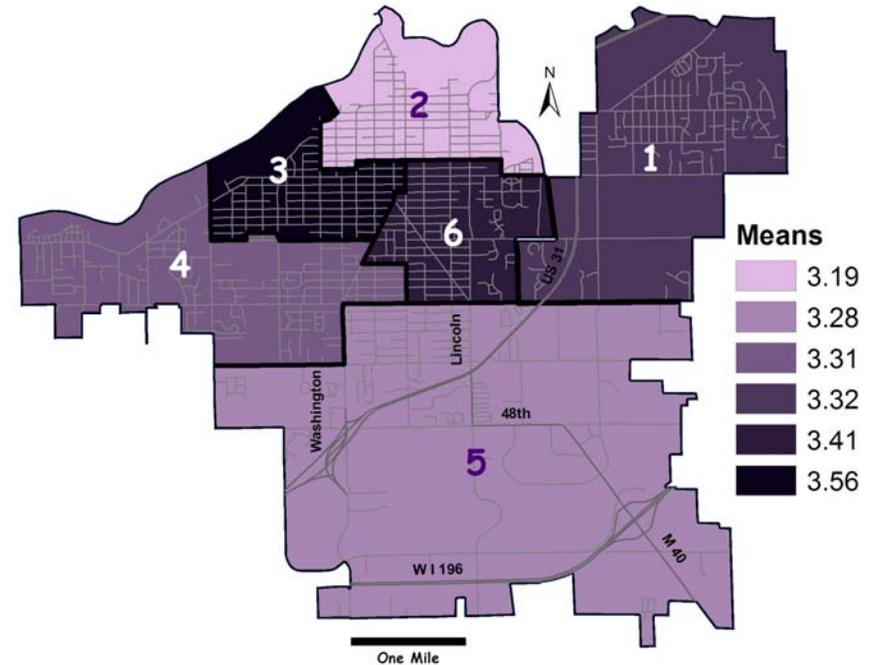


Respondents from Ward 3 give significantly higher ratings to Civic Center recreation facilities than respondents from other wards.

Rating for Civic Center Recreation Facilities



(n=441)

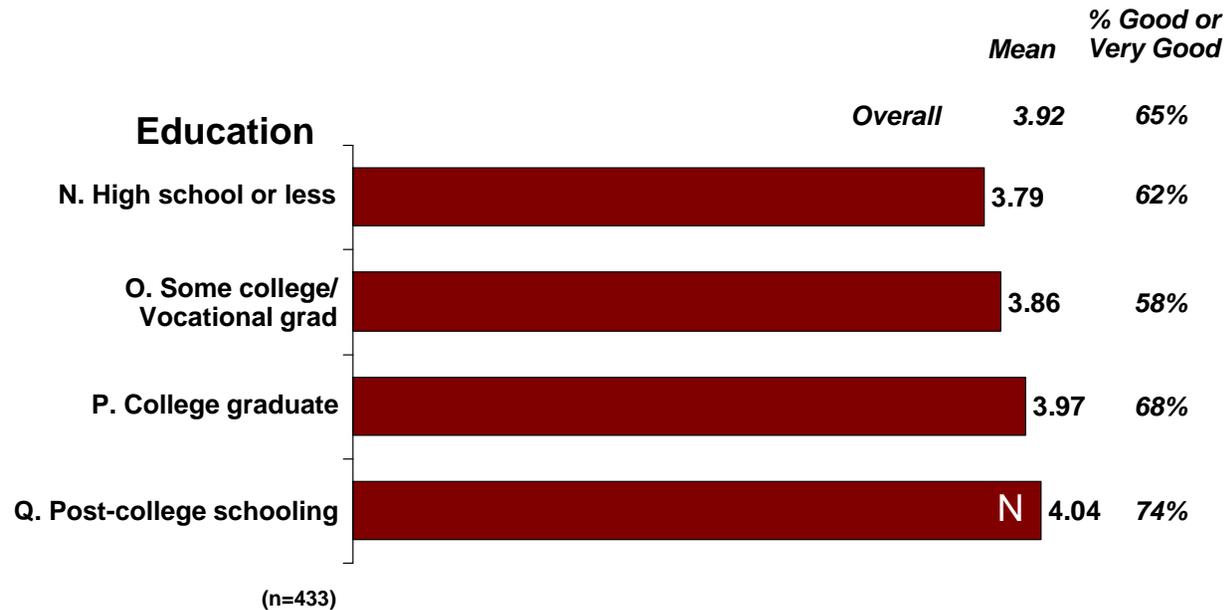


Q 11: How do you rate the quality of each of the following City of Holland government services? 5=very good, 4=good, 3=average, 2=poor, or 1=Very poor? [Civic Center Recreation Facilities]



While most residents of all education levels rate youth recreation programs as good or very good, those with education beyond college rate them significantly higher than do high school graduates.

**Quality of City Services – Recreation Programs for Youth
by Education**

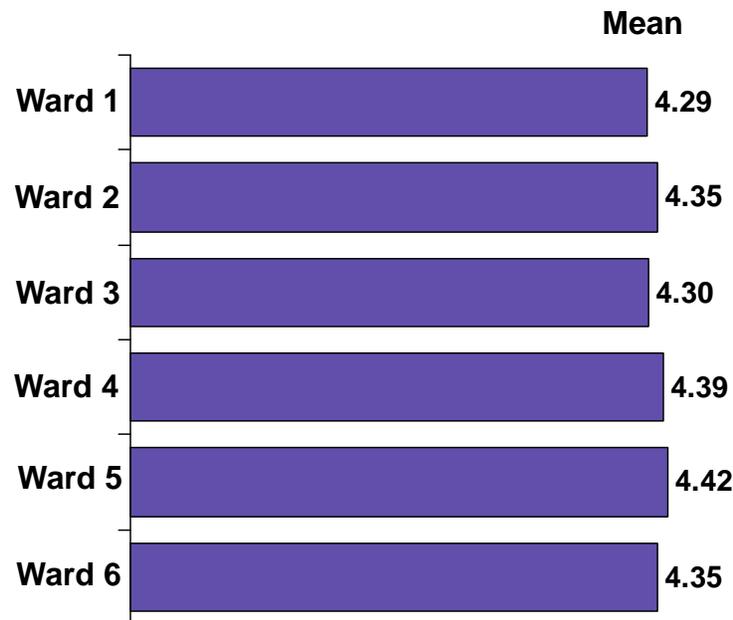


Q11: How do you rate the quality of each of the following City of Holland Services? After I say the type of service, please rate this service as very good (5), good (4), average (3), poor (2), or very poor (1).

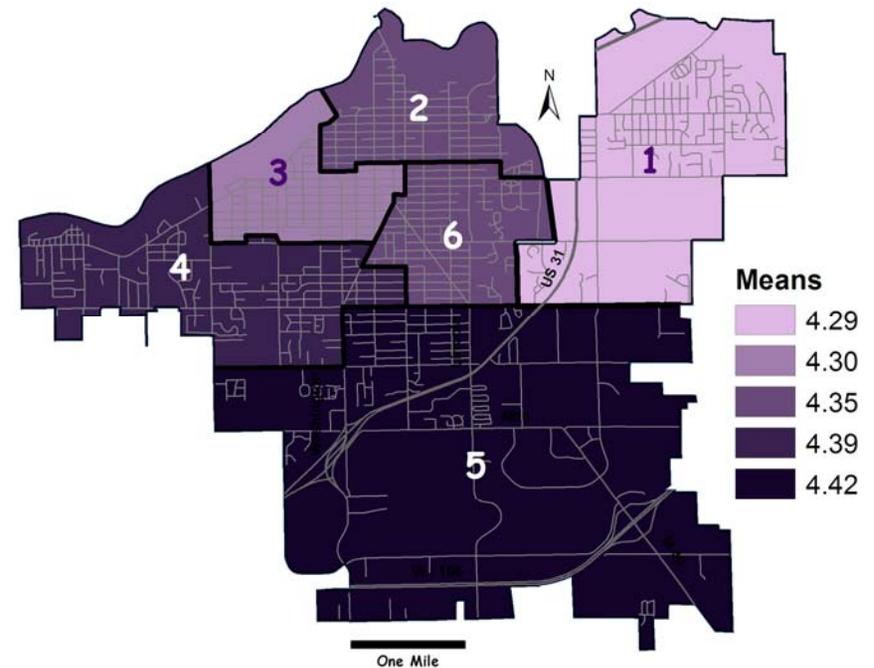


Youth recreation programs are rated positively by most respondents and especially by respondents from Ward 5.

Rating for Recreation Programs for Youth



(n=431)

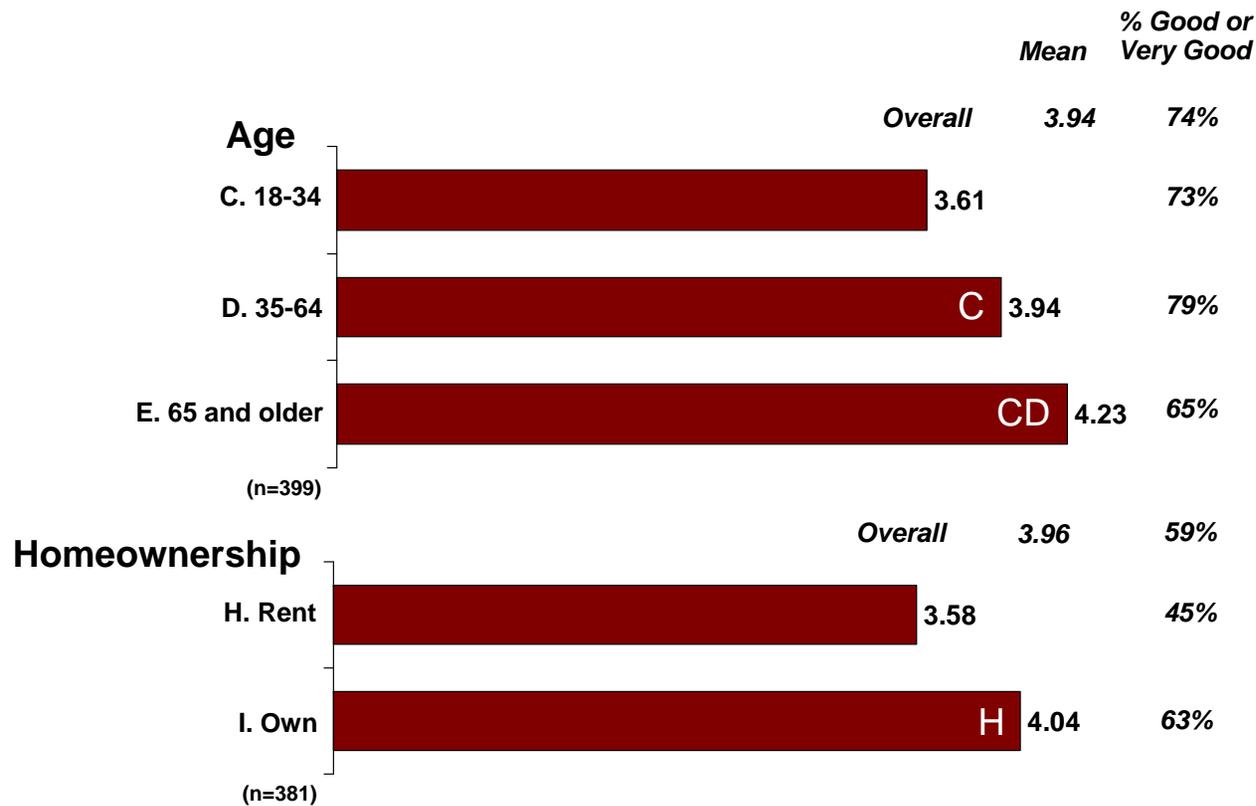


Q 11: How do you rate the quality of each of the following City of Holland government services? 5=very good, 4=good, 3=average, 2=poor, or 1=Very poor? [Youth Recreation Programs]



Homeowners and older residents rate adult recreation programs better than renters and younger residents.

Quality of City Services – Recreation Programs for Adults
by Age and Homeownership

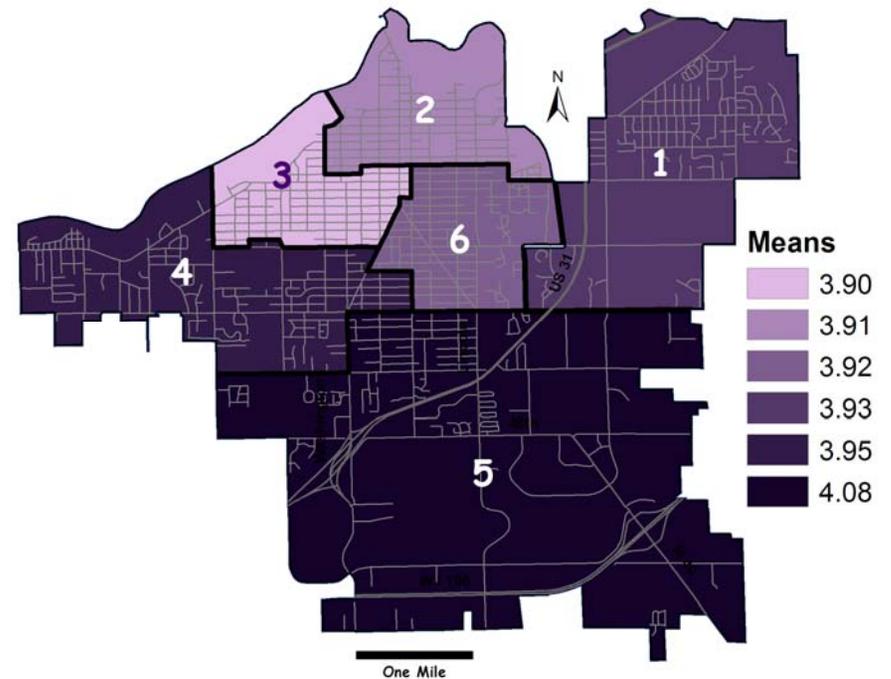
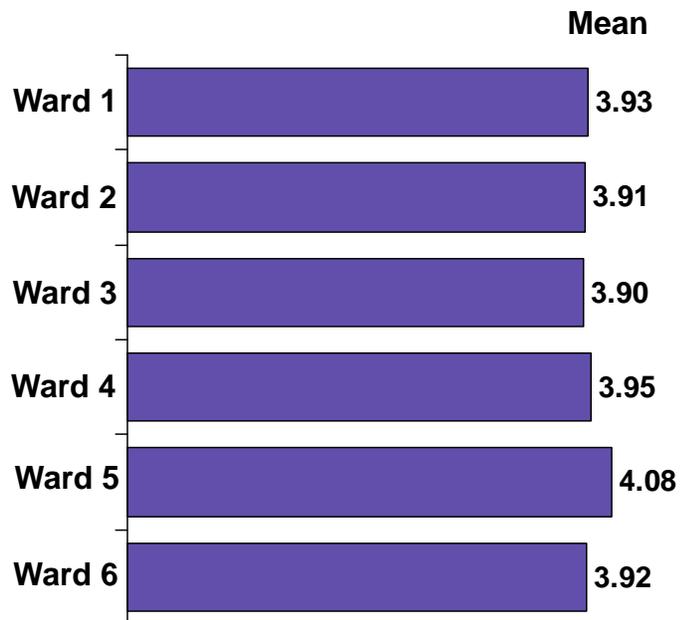


Q11: How do you rate the quality of each of the following City of Holland Services? After I say the type of service, please rate this service as very good (5), good (4), average (3), poor (2), or very poor (1).



Residents of Ward 5 are significantly more likely than residents of other wards to rate adult recreation programs positively.

Rating for Recreation Programs for Adults



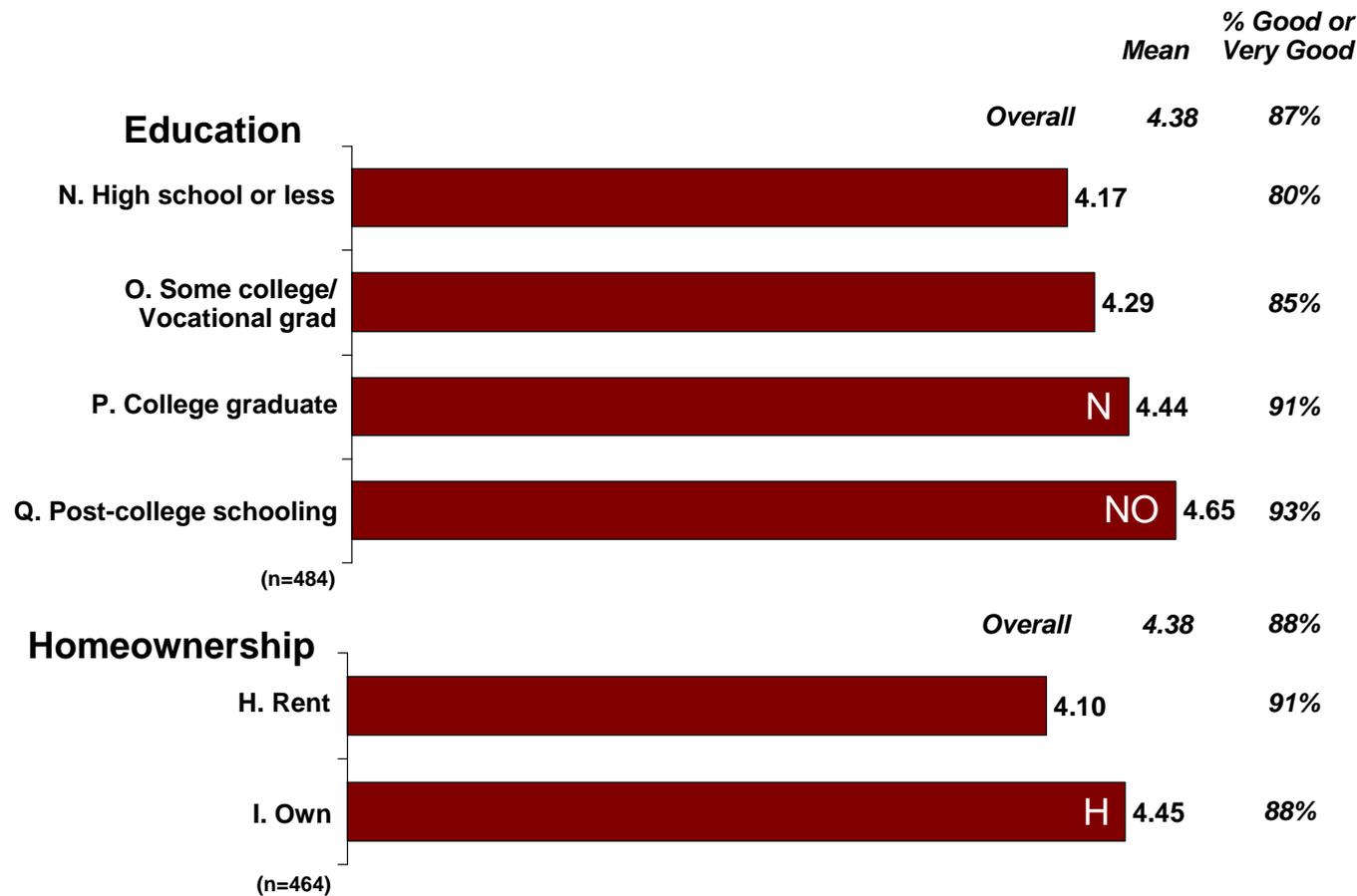
(n=402)

Q 11: How do you rate the quality of each of the following City of Holland government services? 5=very good, 4=good, 3=average, 2=poor, or 1=Very poor? [Adult Recreation Programs]



Holland Police Department is highly rated by residents. Those with more education tend to have a more favorable view of the department, as do homeowners.

Quality of City Services – Police Department Services
by Education and Homeownership

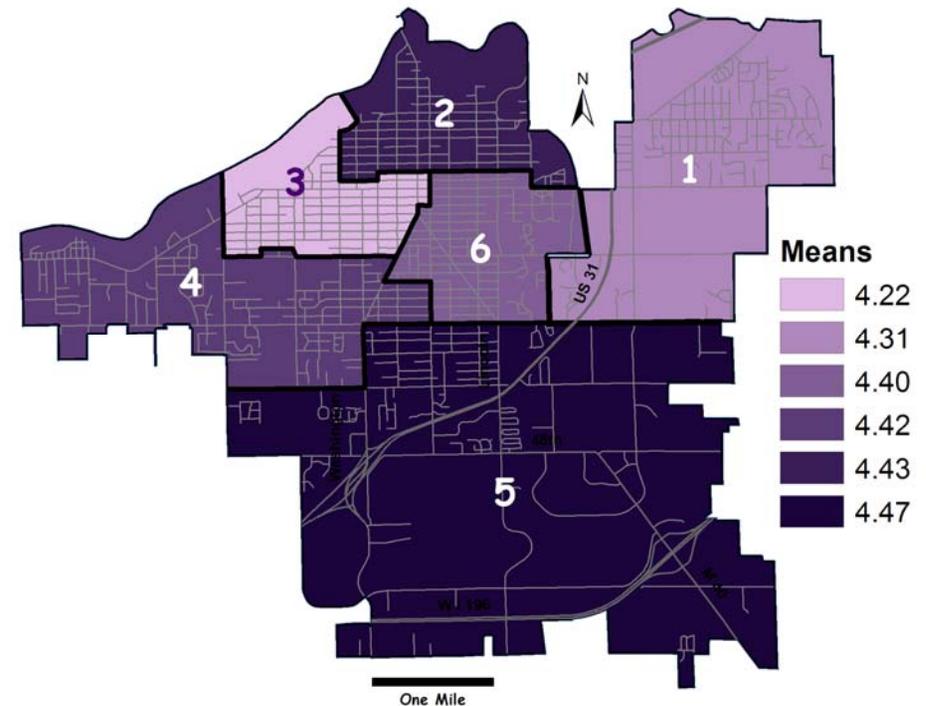
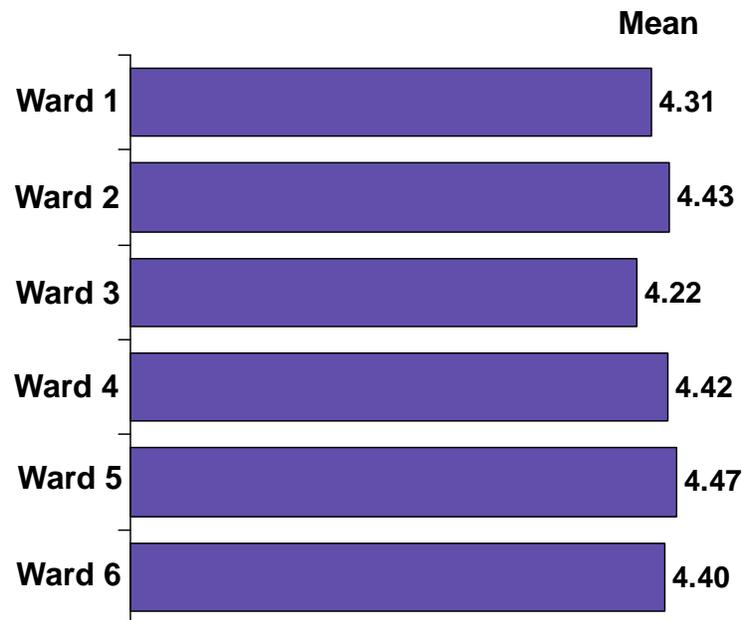


Q11: How do you rate the quality of each of the following City of Holland Services? After I say the type of service, please rate this service as very good (5), good (4), average (3), poor (2), or very poor (1).



Police department services receive high ratings from all areas, but somewhat lower rating from those living in Ward 3.

Rating for Police Department Services



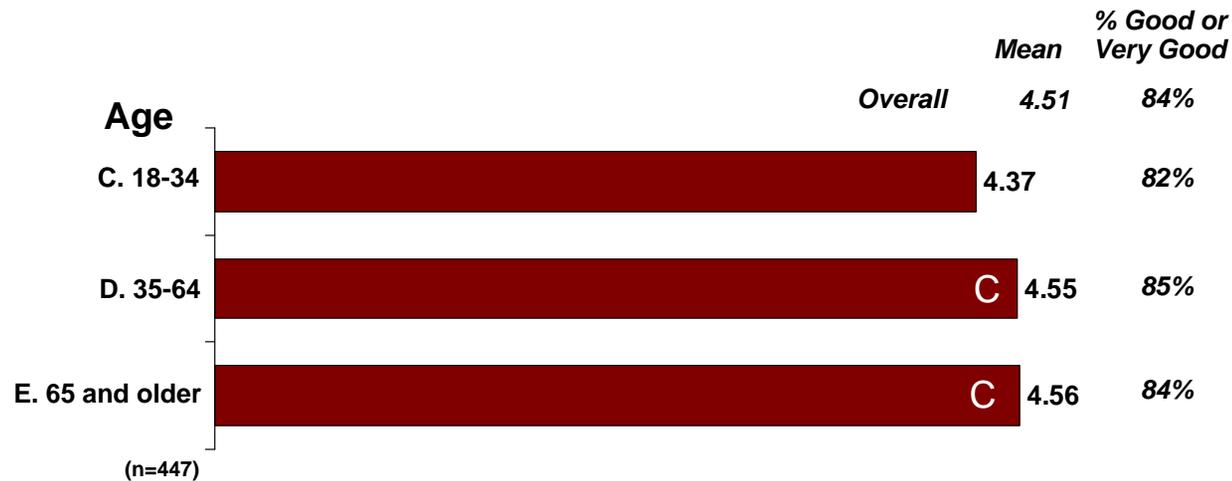
(n=492)

Q 11: How do you rate the quality of each of the following City of Holland government services? 5=very good, 4=good, 3=average, 2=poor, or 1=Very poor? [Police Department Services]



Residents 35 and older rated the Fire Department's emergency medical response higher than younger residents.

**Quality of City Services – Emergency Medical Response by Fire Department
by Age**

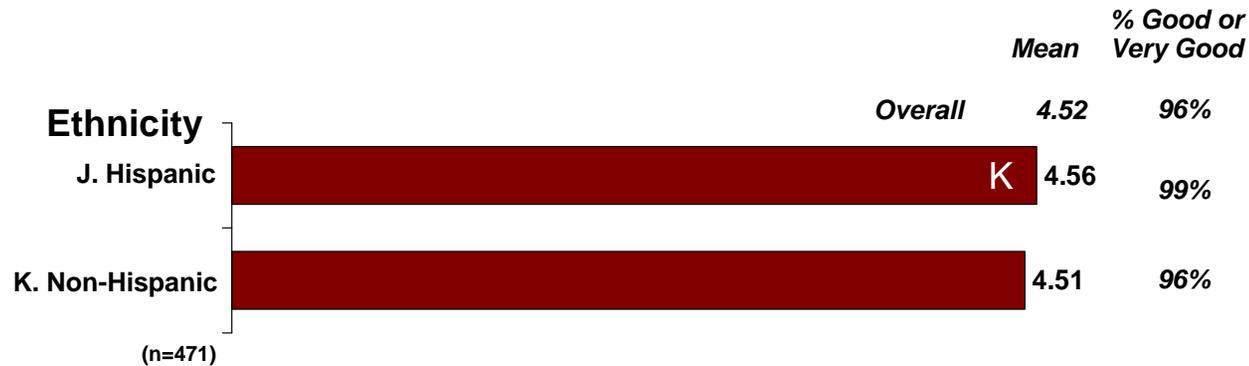


Q11: How do you rate the quality of each of the following City of Holland Services? After I say the type of service, please rate this service as very good (5), good (4), average (3), poor (2), or very poor (1).



Hispanic residents rated the City's Fire Department services higher than non-Hispanics. Nearly all Hispanic residents, 99%, said Holland's Fire Department was good or very good quality.

**Quality of City Services – Fire Department Services
by Ethnicity**

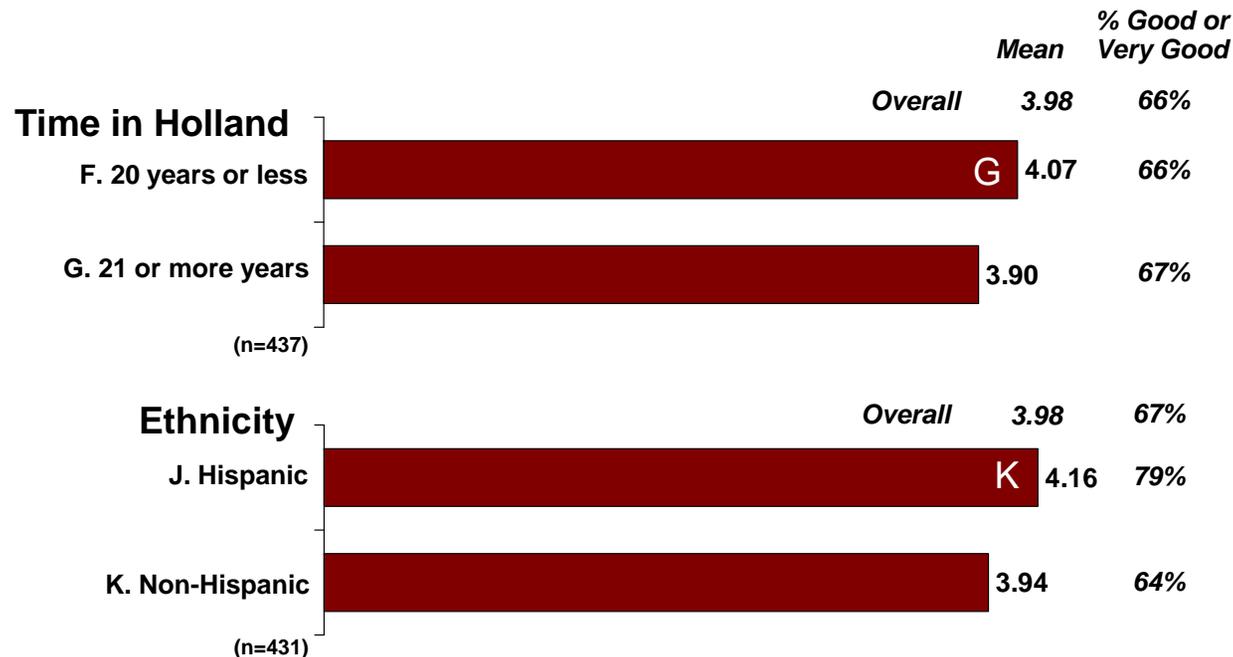


Q11: How do you rate the quality of each of the following City of Holland Services? After I say the type of service, please rate this service as very good (5), good (4), average (3), poor (2), or very poor (1).



Hispanics residents and those who have lived in Holland 20 years or less rated animal control services more positively than their counterparts.

Quality of City Services – Animal Control
by Time in Holland and Ethnicity

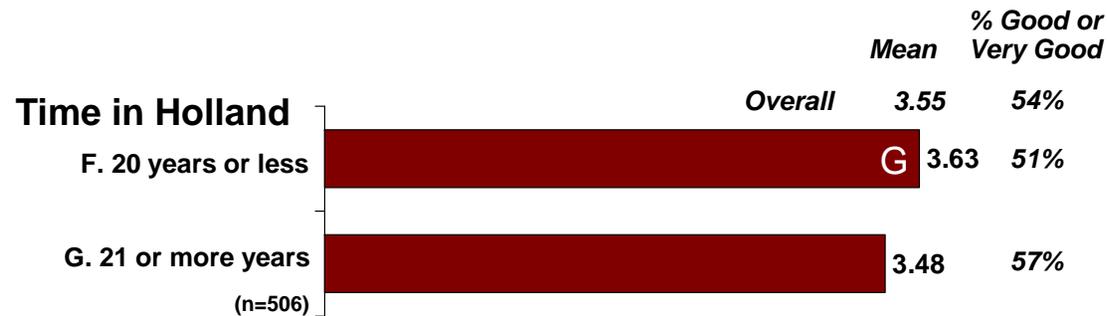


Q11: How do you rate the quality of each of the following City of Holland Services? After I say the type of service, please rate this service as very good (5), good (4), average (3), poor (2), or very poor (1).



On average, long time residents (21+ years) rated street maintenance, such as potholes and sweeping, lower than did more recent residents.

Quality of City Services – Street Maintenance
by Time in Holland

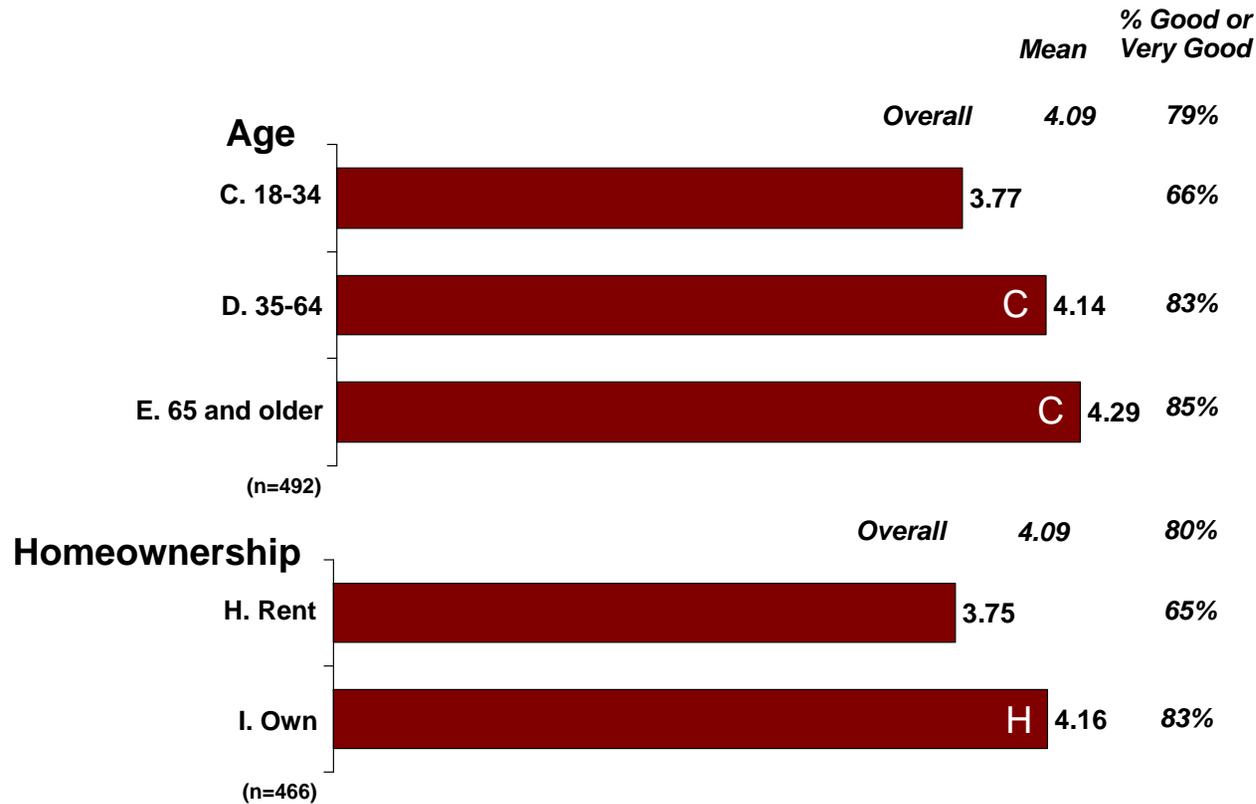


Q11: How do you rate the quality of each of the following City of Holland Services? After I say the type of service, please rate this service as very good (5), good (4), average (3), poor (2), or very poor (1).



Older residents rated street snow removal more positively than did younger residents. Homeowners rated this service significantly higher than those renting homes.

Quality of City Services – Street Snow Removal
by Age and Homeownership

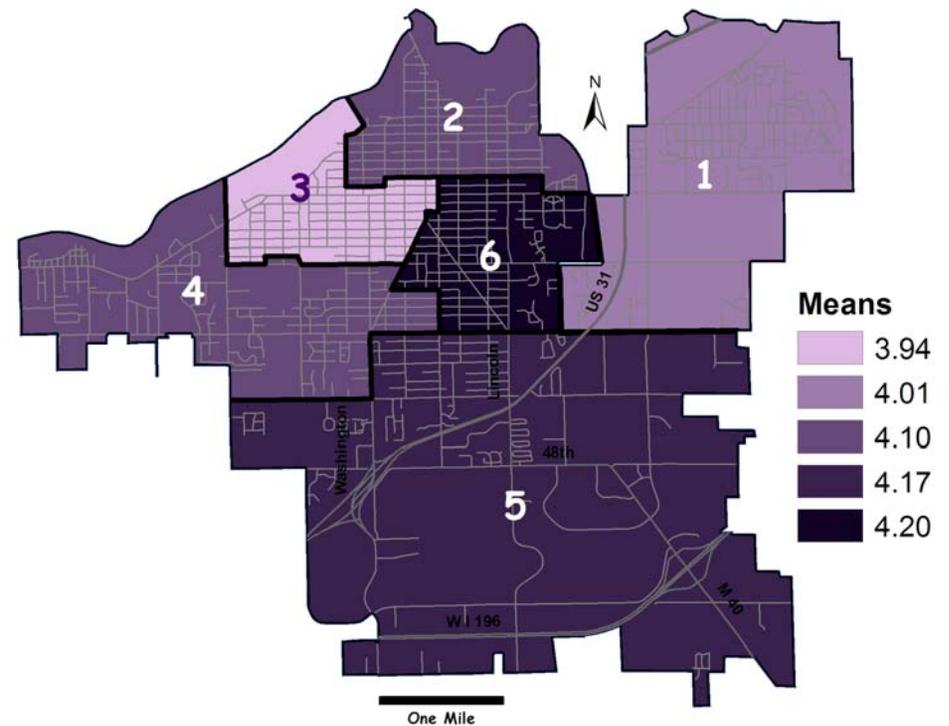
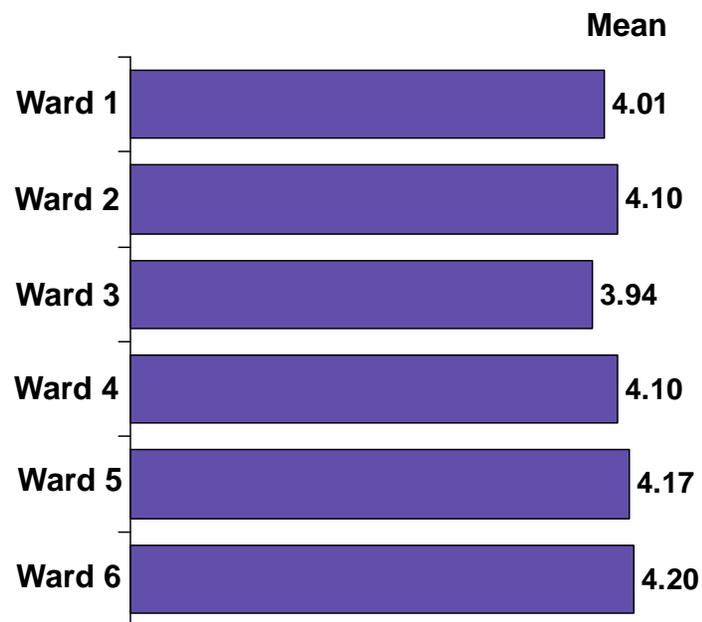


Q11: How do you rate the quality of each of the following City of Holland Services? After I say the type of service, please rate this service as very good (5), good (4), average (3), poor (2), or very poor (1).



Residents of Ward 3 are considerably less positive in their opinion of street snow removal services than are residents from other wards.

Rating for Street Snow Removal



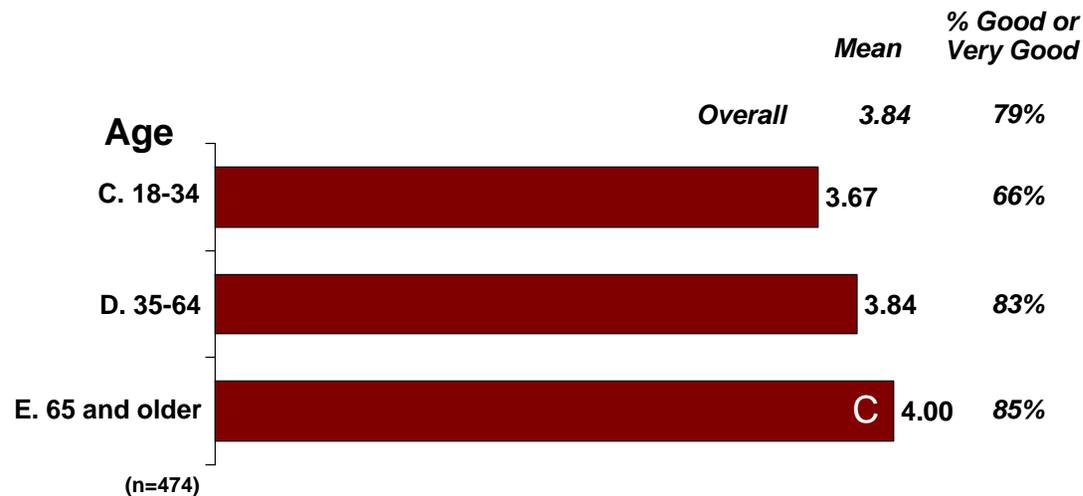
(n=496)

Q 11: How do you rate the quality of each of the following City of Holland government services? 5=very good, 4=good, 3=average, 2=poor, or 1=Very poor? [Police Department Services]



Seniors (65+) gave sidewalk snow removal a significantly higher rating than residents aged 18-35.

Quality of City Services – Sidewalk Snow Removal by Age

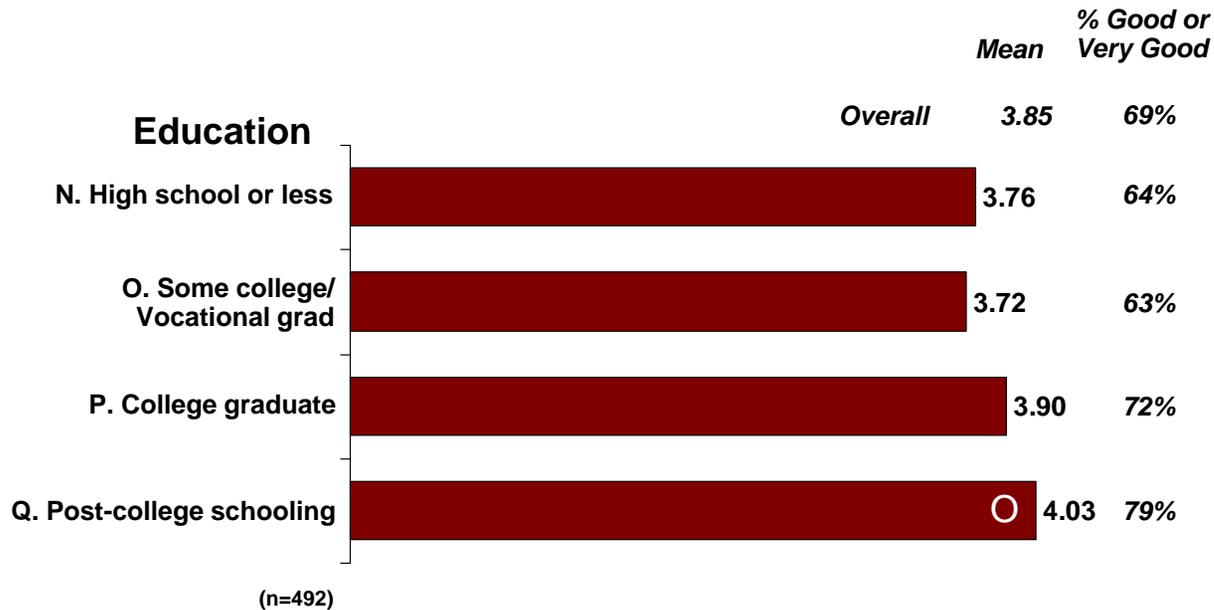


Q11: How do you rate the quality of each of the following City of Holland Services? After I say the type of service, please rate this service as very good (5), good (4), average (3), poor (2), or very poor (1).



Residents with formal education past college gave the City's sidewalks a significantly higher rating than residents who had some college or a vocational degree.

Quality of City Services – Sidewalks by Education

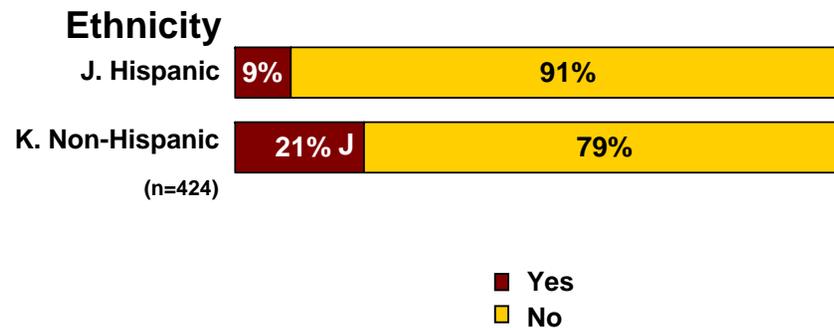


Q11: How do you rate the quality of each of the following City of Holland Services? After I say the type of service, please rate this service as very good (5), good (4), average (3), poor (2), or very poor (1).



Non-Hispanics were twice as likely as Hispanics to say there were specific city services that could be reduced to conserve costs.

City Services to Reduce by Ethnicity

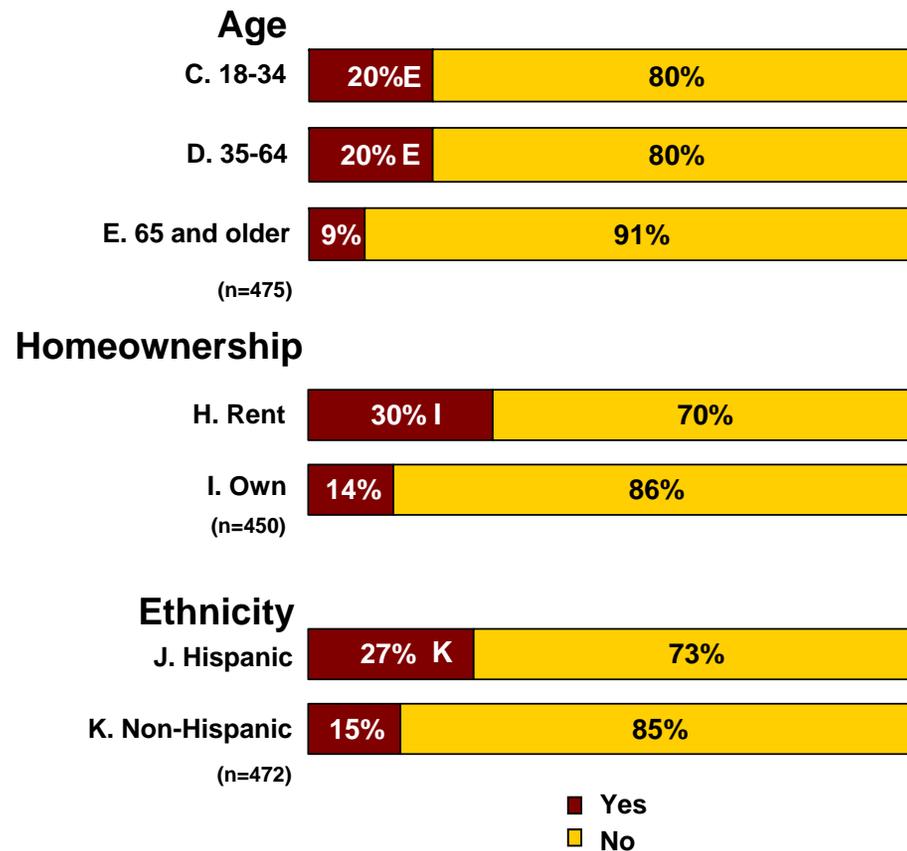


Q12: Are there specific services currently offered by the City of Holland that you think should be reduced to conserve City costs?



Hispanic residents, homeowners, and residents under 65 were more likely to name specific services they would like the city to offer.

Services Would Like to See by Age and Ethnicity

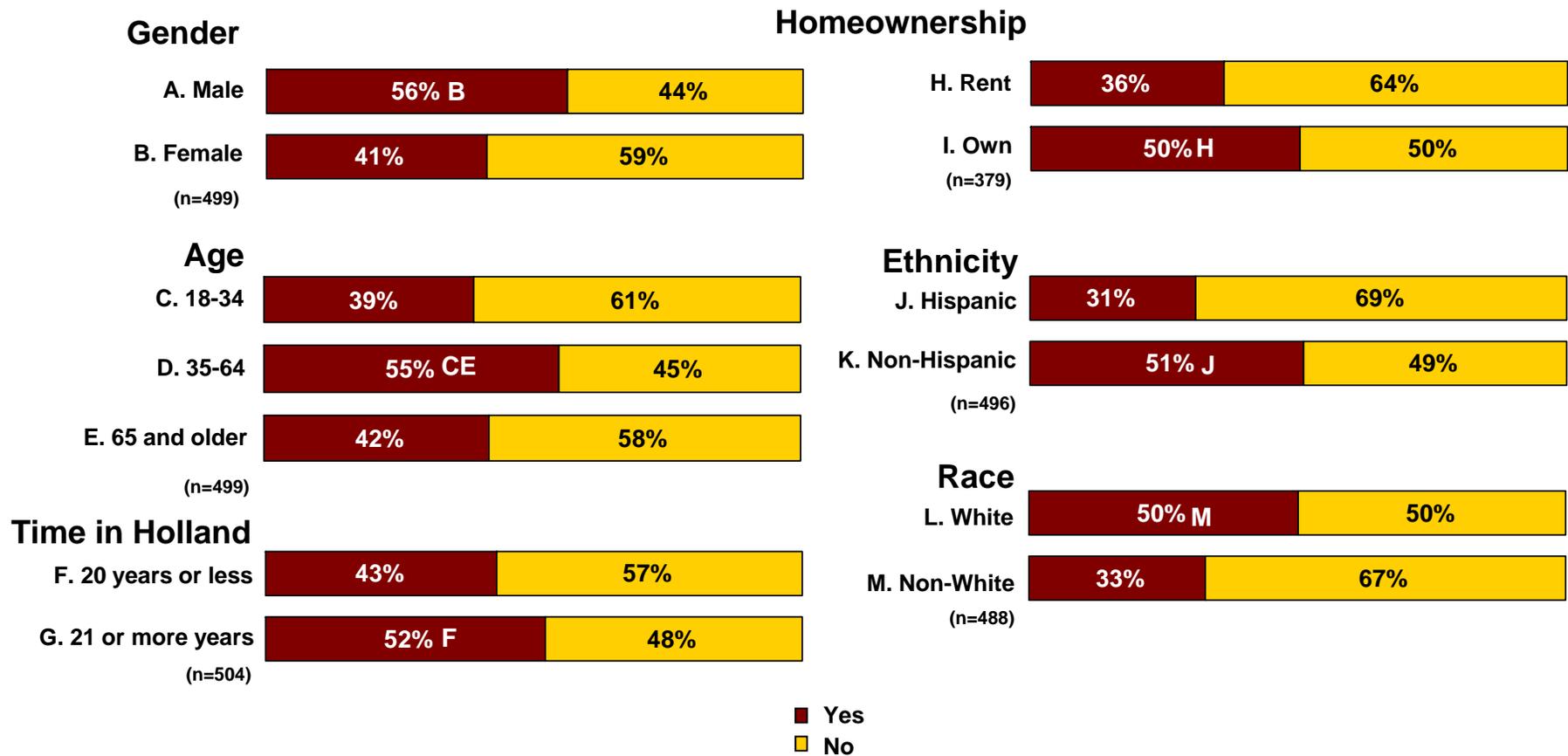


Q13: Are there any specific services that are not currently provided that you would like to see offered? (If needed for clarification: by the City of Holland government.)



Residents more likely to have contact with a city employee in the past year were male, white, non-Hispanics, aged 35-64, long-time residents who own their homes.

Contact with City Employees
by Gender, Age, Time in Holland, Homeownership, Ethnicity and Race

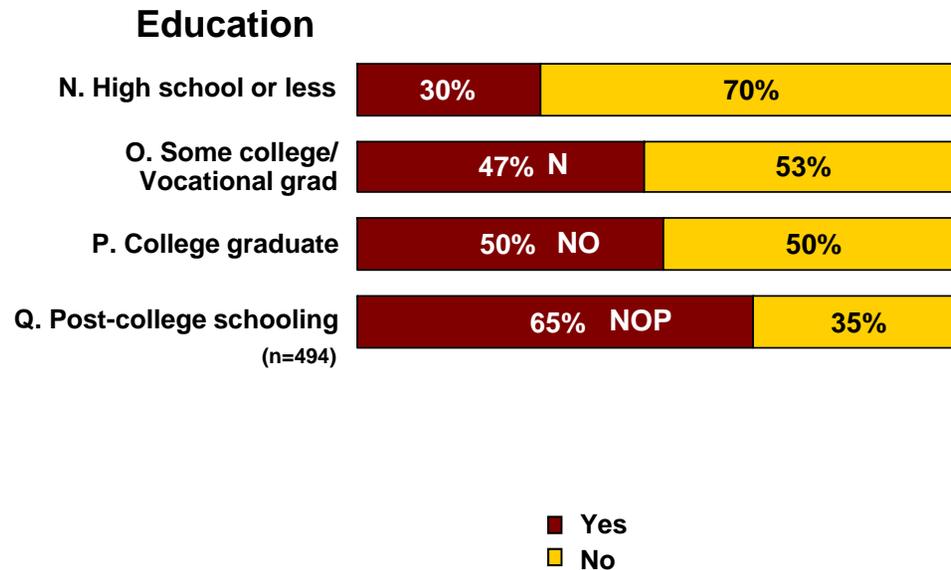


Q14: Have you had contact with City of Holland employees, other than City Council or the Mayor, within the past year?



Higher levels of education correspond with greater contact with City employees.

Contact with City Employees by Education

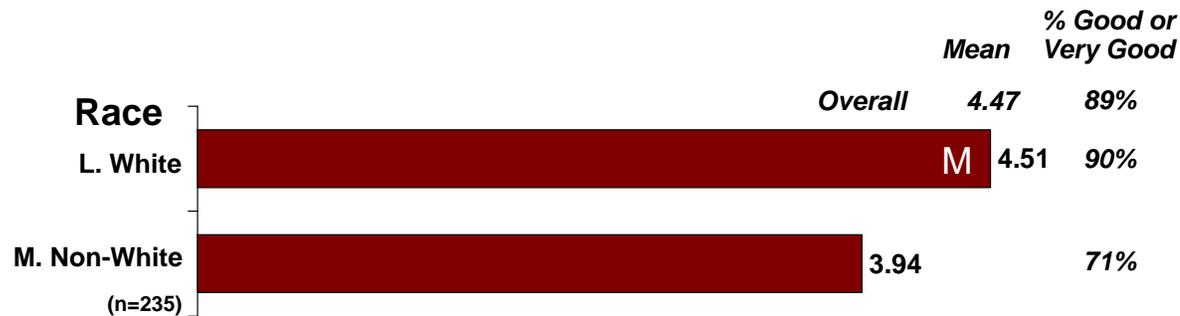


Q14: Have you had contact with City of Holland employees, other than City Council or the Mayor, within the past year?



White residents were significantly more likely than non-whites to rate their last interaction with City employees positively.

**Interaction with City Employee
by Race**

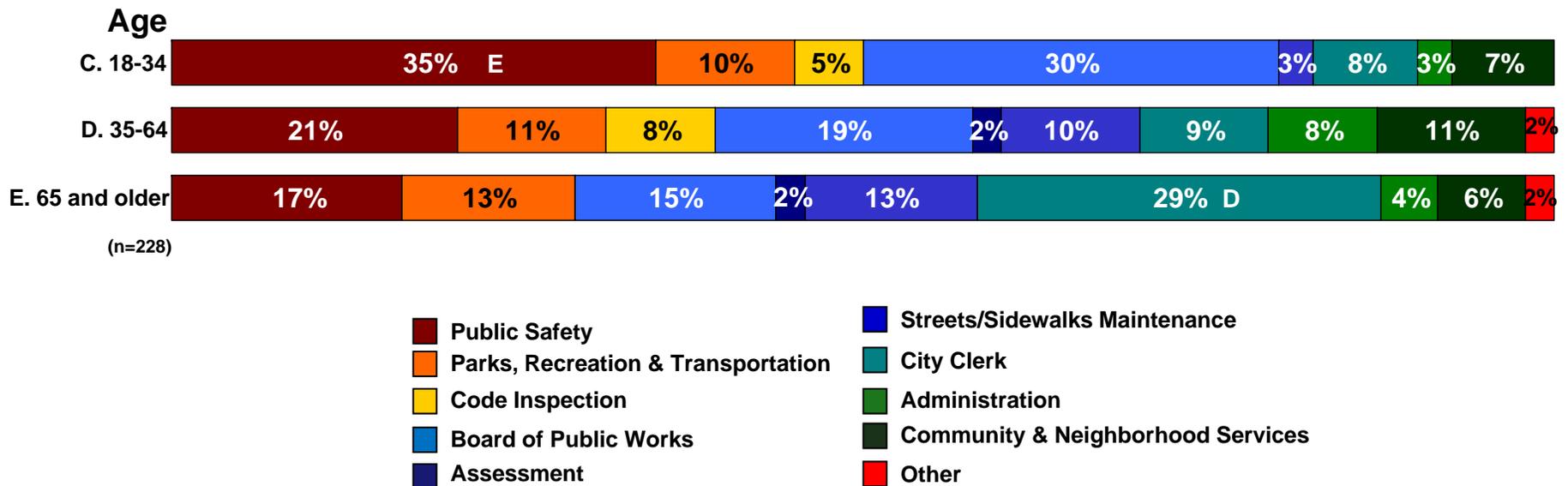


Q15: Think of your most recent interaction with a City of Holland employee. How would you rate the service you received during this most recent interaction? Would you say it was... (1=Very poor to 5=Very good)



Residents under 35 were more likely than older residents to have interacted most recently with Public Safety employees. Residents 65+ were significantly more likely to have their most recent interaction be with the City Clerk's office.

**Department of City Employee in Recent Interaction
by Age**

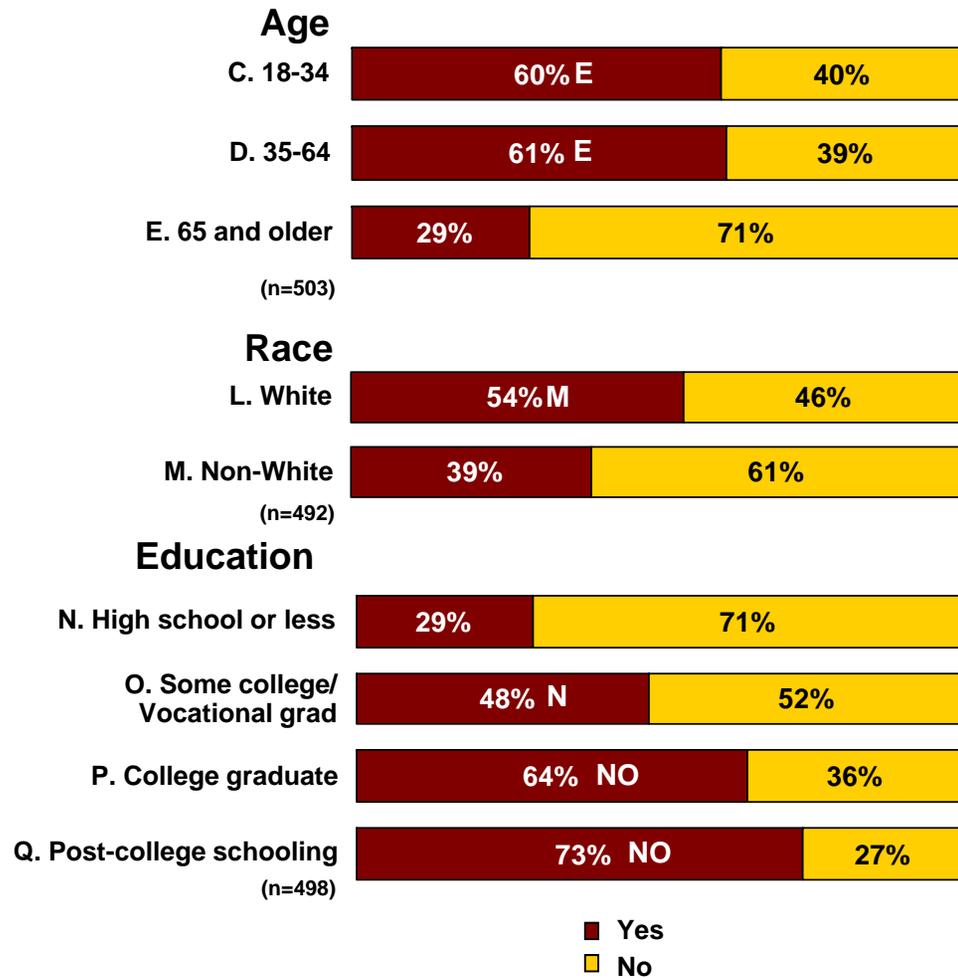


Q16: During your most recent interaction, in what department did the employee work?



Visitors to the City's website tended to be younger, white, and more educated.

City Website by Age, Race and Education

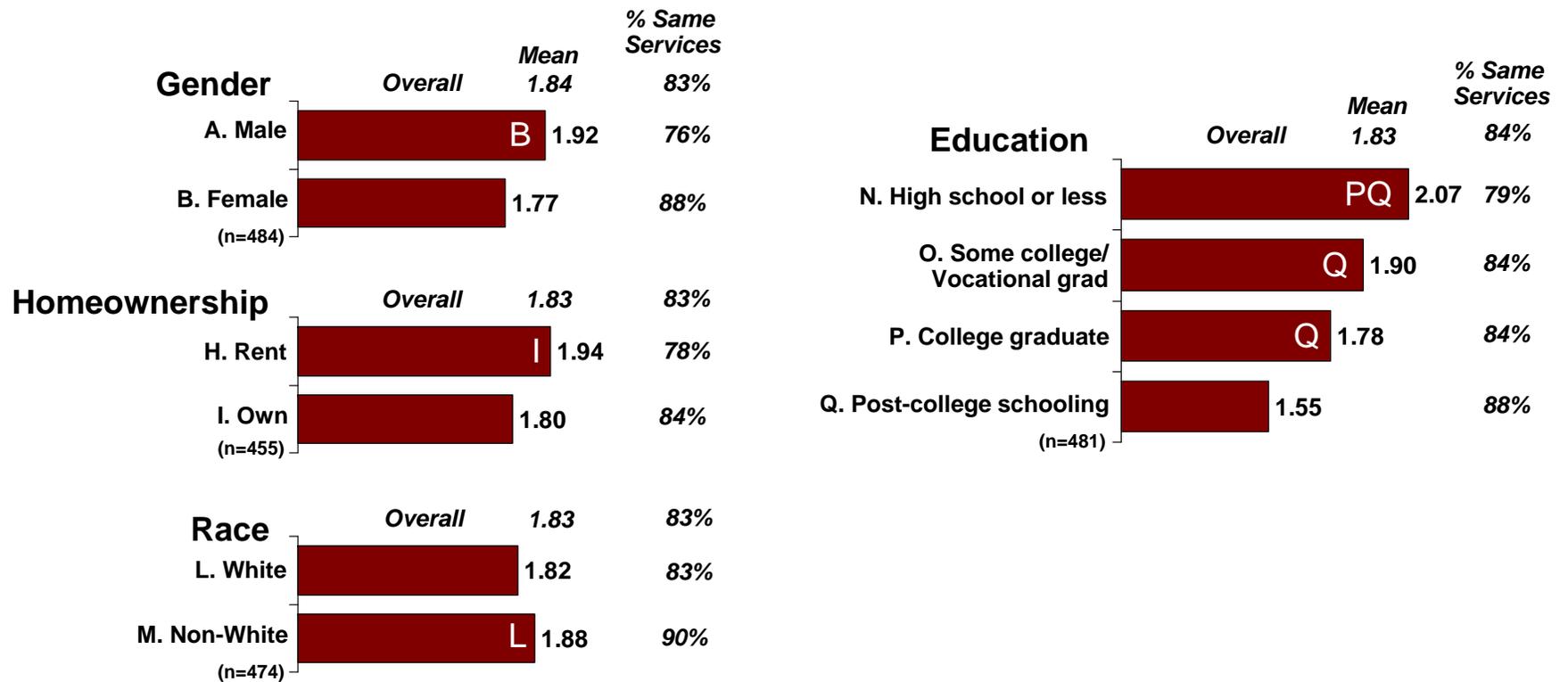


Q17: Have you visited the City of Holland web site?



In the graph below, higher values indicate prizing lower taxes above services provided, while lower values indicate a preference for maintaining services. Females, whites, homeowners and those with higher levels of education tend to prioritize continuation of services over lower taxes.

**Overall Service Level and Tax Level Preferences
By Gender, Homeownership, Race and Education**

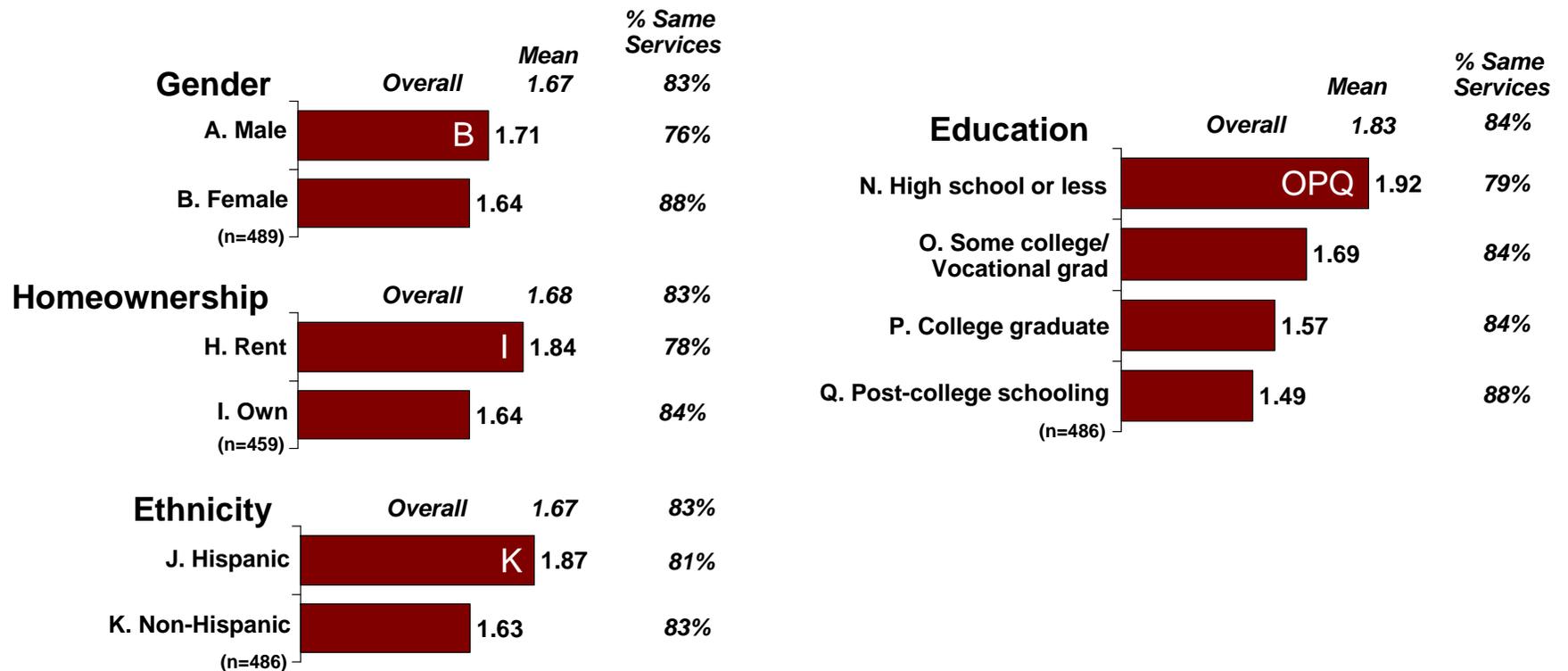


Q20: As you think about ALL the services the City of Holland provides and the taxes you pay to support those services, which of the following best describes your view? That ...
 (1) I would prefer to KEEP the services as they are now, even if it means RAISING my taxes (3) I would prefer to SOMEWHAT REDUCE the services I receive, if it means my taxes STAY THE SAME
 (2) I would prefer to KEEP the services as they are now, but only if my taxes STAY THE SAME (4) I would prefer to SUBSTANTIALLY REDUCE the services I receive, if it means my taxes WILL BE LOWER



Looking specifically at Public Safety services, a similar relationship is seen, with males, renters, Hispanics, and those with less formal education prioritizing lower taxes over continuation of current fire and police services.

**Fire and Police Service Level and Tax Level Preferences
By Gender, Homeownership, Ethnicity, and Education**

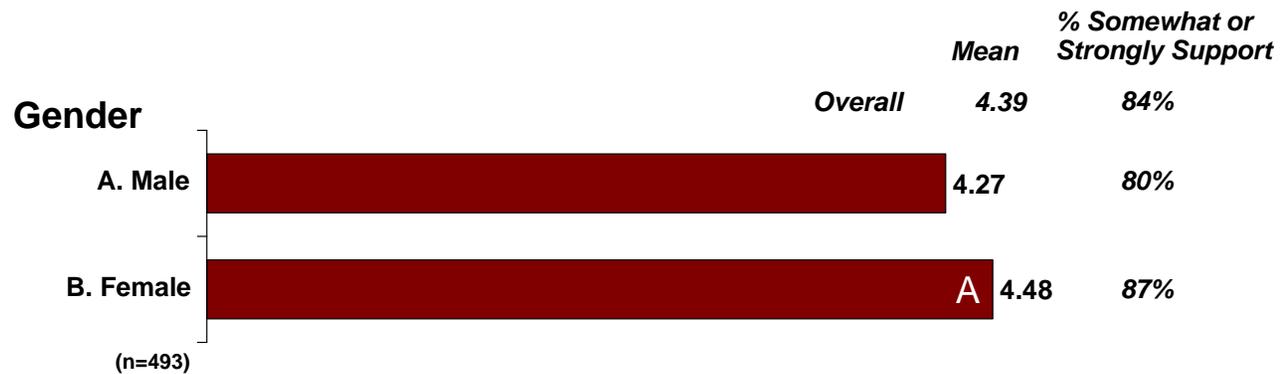


Q21: As you think SPECIFICALLY about the Fire and Police services the City of Holland provides, and the taxes you pay to support those services, which of the following best describes your view?
 (1) I would prefer to KEEP the services as they are now, even if it means RAISING my taxes (3) I would prefer to SOMEWHAT REDUCE the services I receive, if it means my taxes STAY THE SAME
 (2) I would prefer to KEEP the services as they are now, but only if my taxes STAY THE SAME (4) I would prefer to SUBSTANTIALLY REDUCE the services I receive, if it means my taxes WILL BE LOWER



Maintaining a full-time firefighting force got stronger support from women than men.

Maintaining Full-time Firefighters at Fire Stations 24/7
by Gender



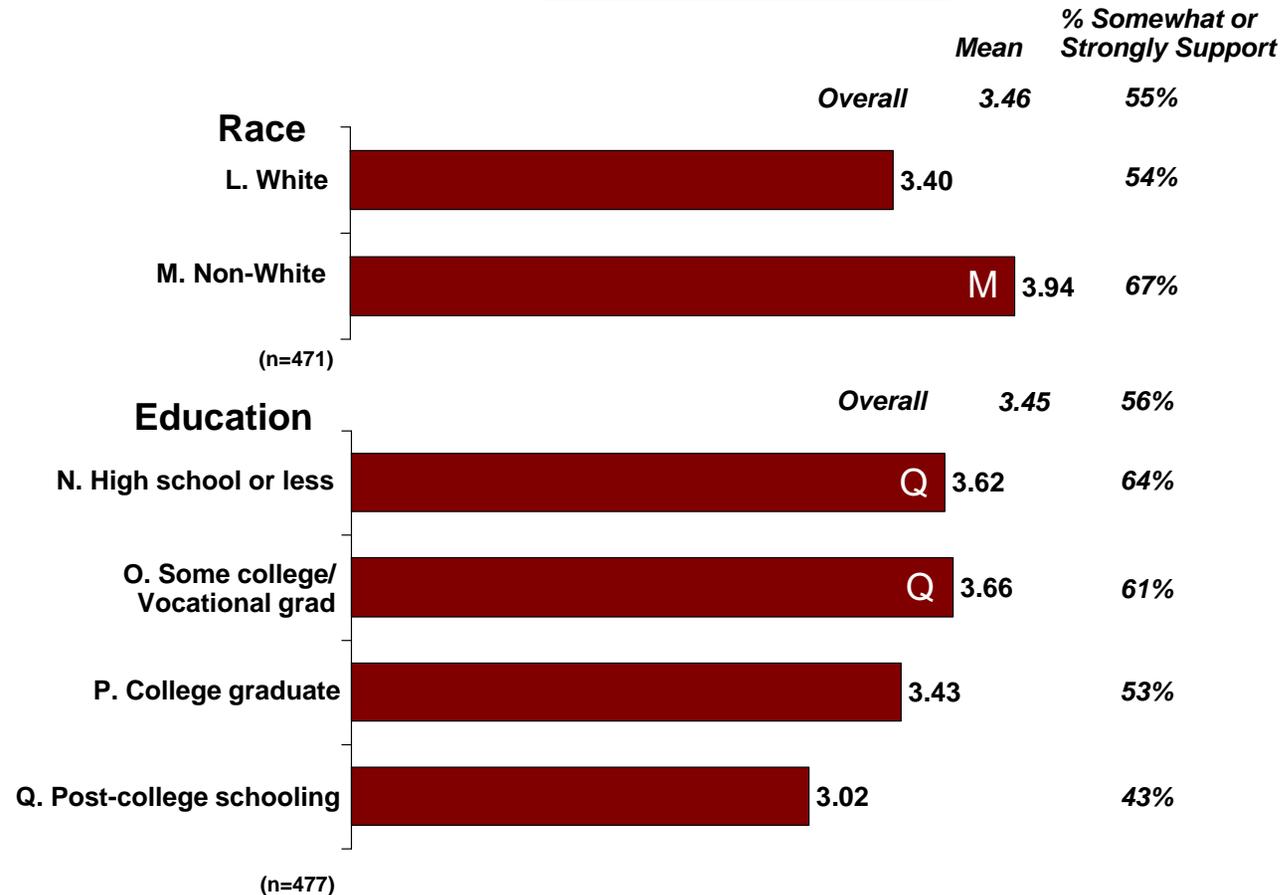
Q22: Currently the City of Holland spends about 50% of all city tax dollars on its Police, Firefighting force, and emergency medical services. To what extent do you support each of the following options for providing these services? After I say the option, please indicate whether you... (1=Strongly oppose to 5=Strongly support)

a. Maintain Full-time firefighters who are at the fire stations 24/7 and respond to calls for service directly from those stations



White respondents, and those with education beyond college offer significantly less support for having volunteer or part-paid firefighters.

Maintaining Volunteer Firefighters by Race and Education



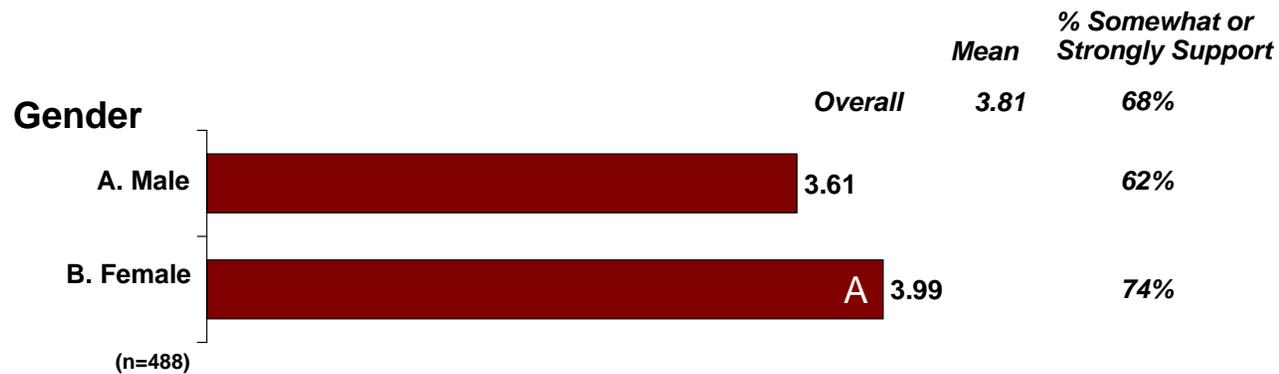
Q22: Currently the City of Holland spends about 50% of all city tax dollars on its Police, Firefighting force, and emergency medical services. To what extent do you support each of the following options for providing these services? After I say the option, please indicate whether you... (1=Strongly oppose to 5=Strongly support)

b. Maintain Volunteer or "part-paid" firefighters who respond to service calls from their home or business by going to the fire station to get their equipment and then respond to calls for service



Female residents more strongly support the idea of cross-training Public Safety officials to perform other duties such as policing services.

Cross-training Public Safety Officials to Perform Other Duties
by Gender



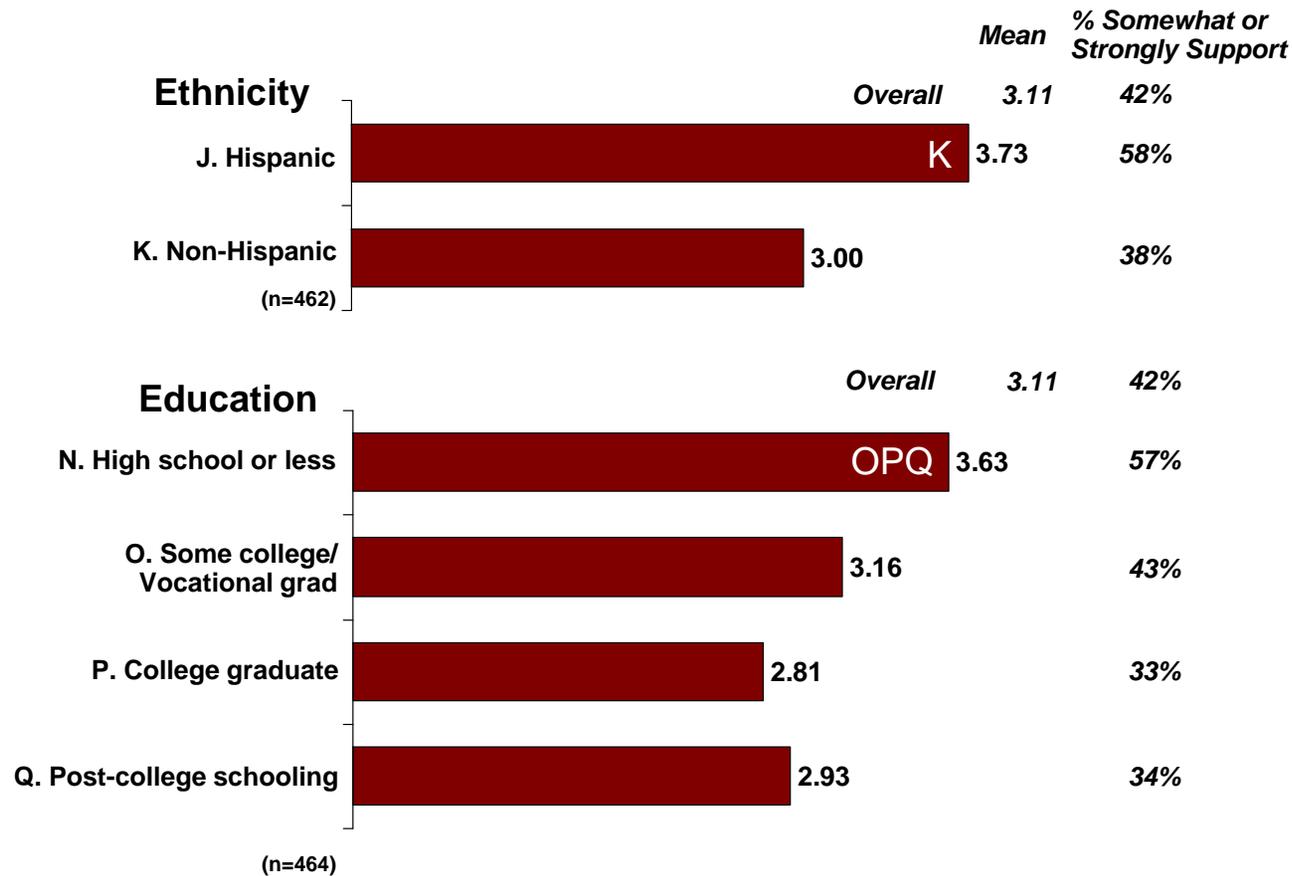
Q22: Currently the City of Holland spends about 50% of all city tax dollars on its Police, Firefighting force, and emergency medical services. To what extent do you support each of the following options for providing these services? After I say the option, please indicate whether you... (1=Strongly oppose to 5=Strongly support)

d. Cross-training Public Safety officials to perform other duties (like police services) when they are not responding to calls for fire service



Hispanic residents and those with a high school diploma or less more strongly favor a City income tax if it would lower property taxes.

**Support for City Income Tax
by Ethnicity and Education**

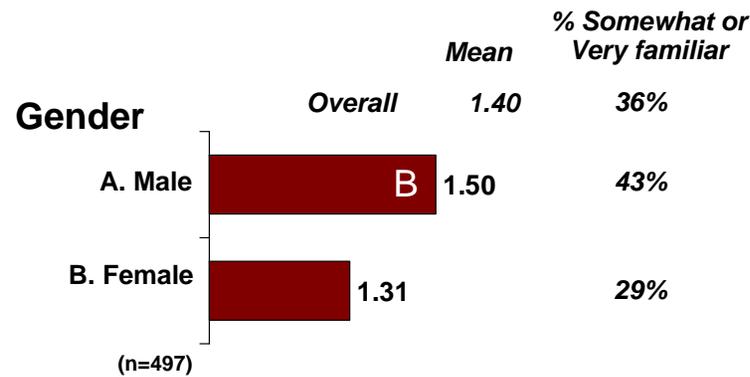


Q23: To what extent would you support a City income tax if it meant lower property taxes? Would you say you... (1=Strongly oppose to 5 = Strongly support)



Male residents were much more likely to be aware of how surrounding municipalities manage their firefighting and emergency medical services.

**Firefighting and Emergency Medical in Surrounding Areas
by Gender**

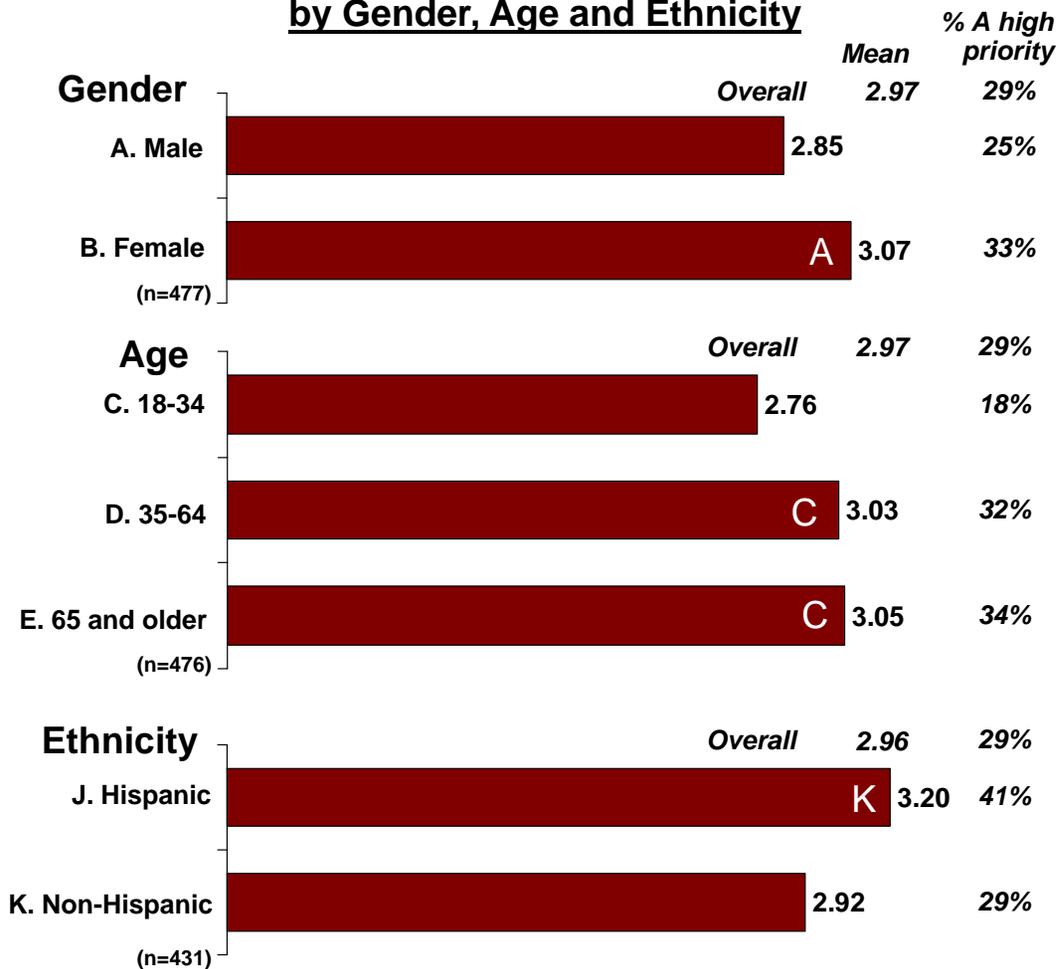


Q24: How familiar are you with how surrounding governments – that is, Holland & Park Townships and City of Zeeland – manage their firefighting & emergency medical services. Would you say you are... (1=Not at all familiar to 3=Very familiar)



Renovation/expansion of Bouw's Pool is a greater priority for women, those aged 35 and older, and Hispanic residents.

**Project Prioritization – Renovation/expansion of Bouws Pool
by Gender, Age and Ethnicity**

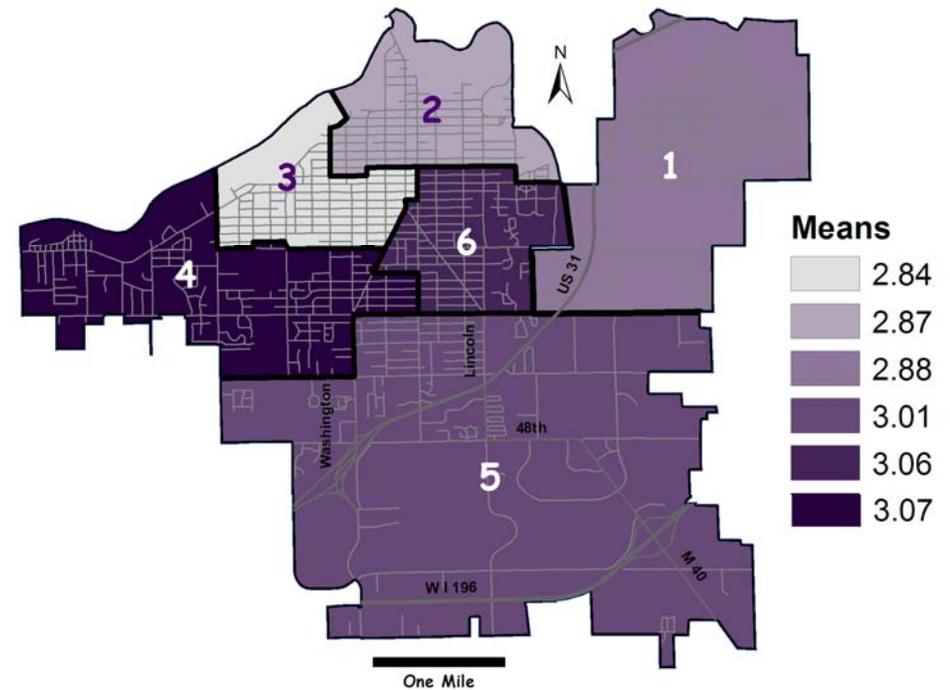
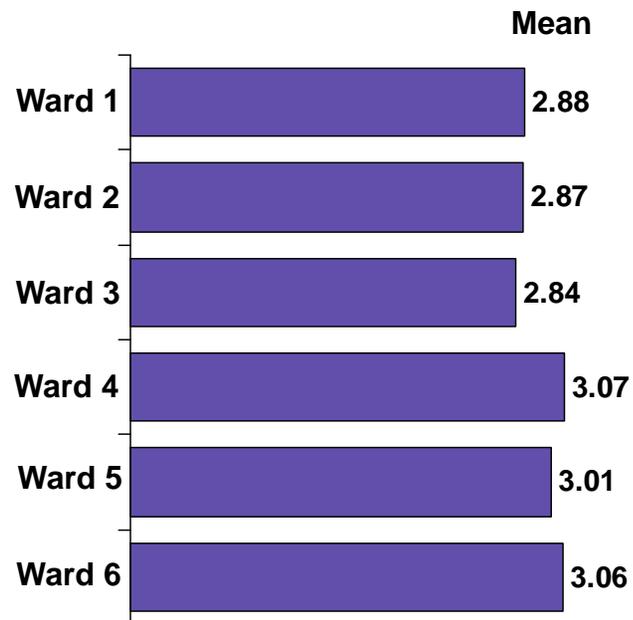


Q25: Next I'm going to read you a list of special projects the City of Holland could be part of in the next 3 to 5 years. Please indicate what priority level you believe the City of Holland government should make the project. Should it be... (1=Not at all a priority to 4=A high priority)



Renovating and expanding Bouw's pool is a higher priority for residents from Wards 4 and 6.

Renovation/Expansion of Bouw's Pool



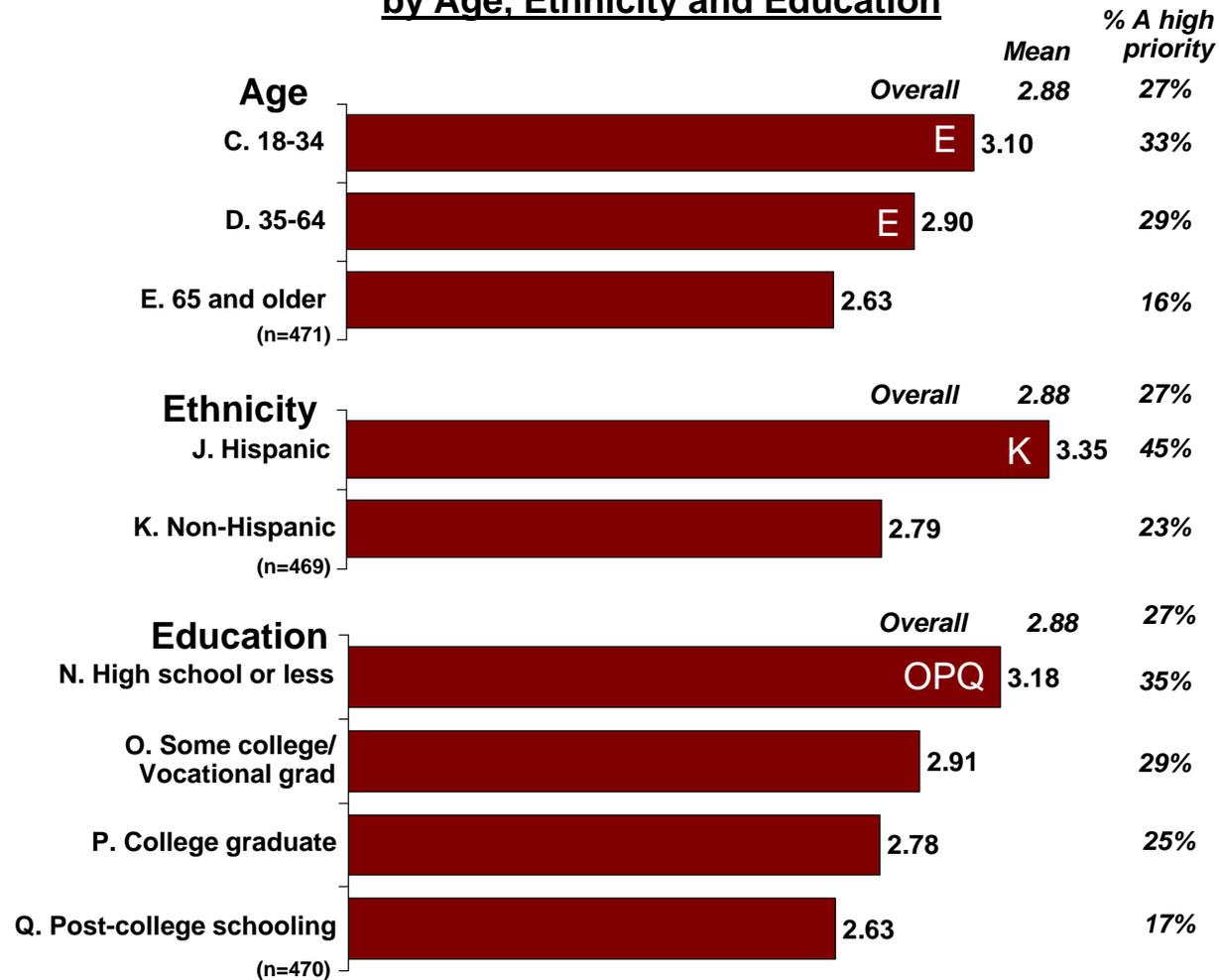
(n=477)

Q25: Next I'm going to read you a list of special projects the City of Holland could be part of in the next 3 to 5 years. Please indicate what priority level you believe the City of Holland government should make the project. Should it be 4=a high priority, 3=moderate priority, 2=low priority, 1=not at all a priority.



Younger, less educated, and Hispanic residents place a higher priority on converting rental units than non-Hispanic, older, more well educated residents.

**Project Prioritization – Assist with Conversion of Rental Units
by Age, Ethnicity and Education**

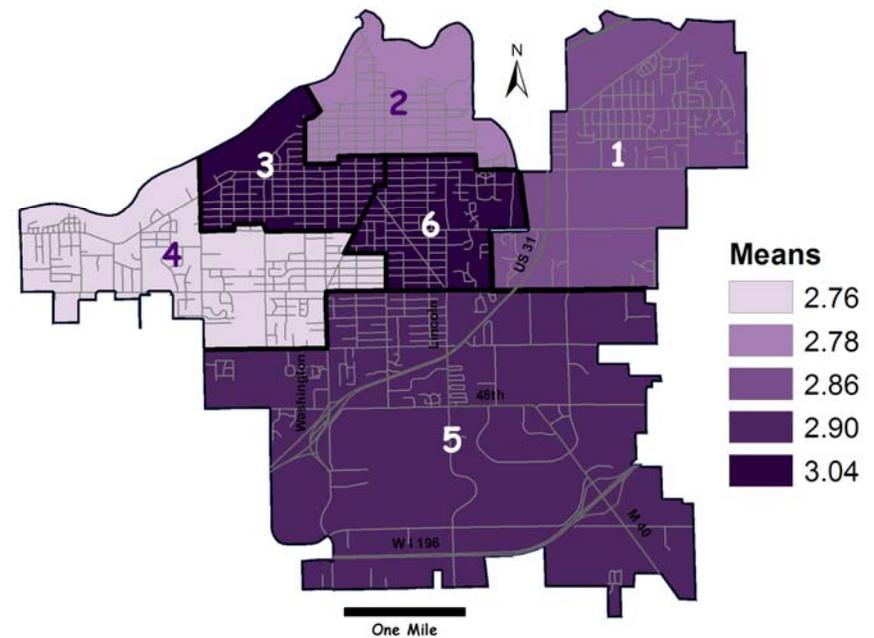
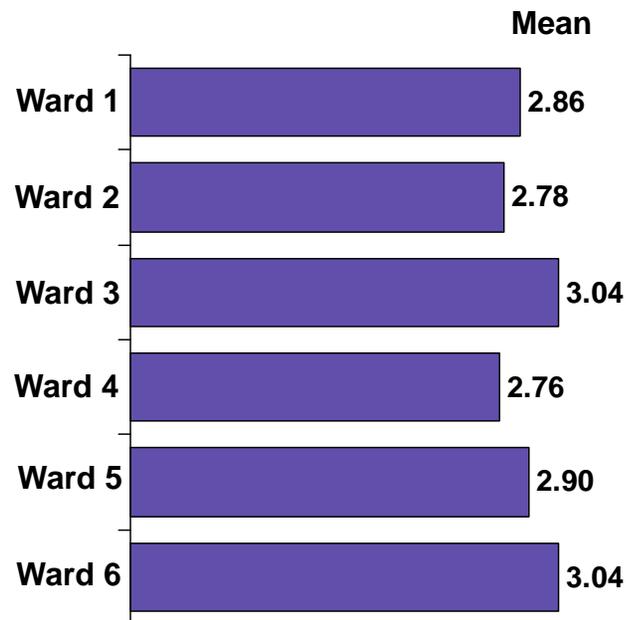


Q25: Next I'm going to read you a list of special projects the City of Holland could be part of in the next 3 to 5 years. Please indicate what priority level you believe the City of Holland government should make the project. Should it be... (1=Not at all a priority to 4=A high priority)



Residents of Wards 3 and 6 are more likely than residents of other wards to say that converting rental units to single family homes is a priority.

Assisting with Conversion of Rental Units to Single Family Homes



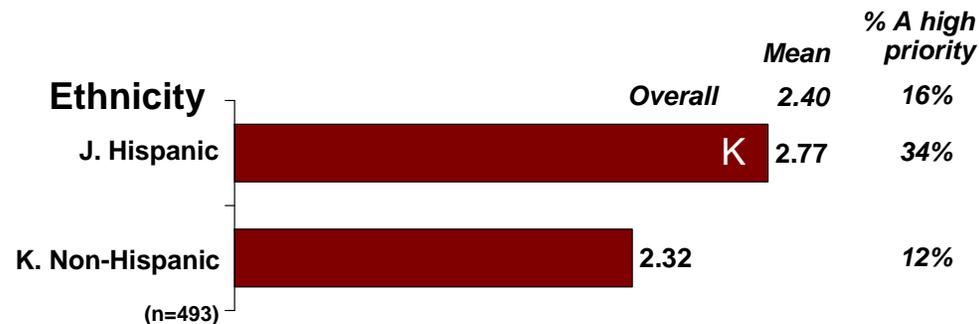
(n=472)

Q25: Next I'm going to read you a list of special projects the City of Holland could be part of in the next 3 to 5 years. Please indicate what priority level you believe the City of Holland government should make the project. Should it be 4=a high priority, 3=moderate priority, 2=low priority, 1=not at all a priority.



Hispanic residents placed a higher priority on building an outdoor ice rink than did non-Hispanic residents.

**Project Prioritization – Build an Outdoor Refrigerated Ice Rink
by Ethnicity**

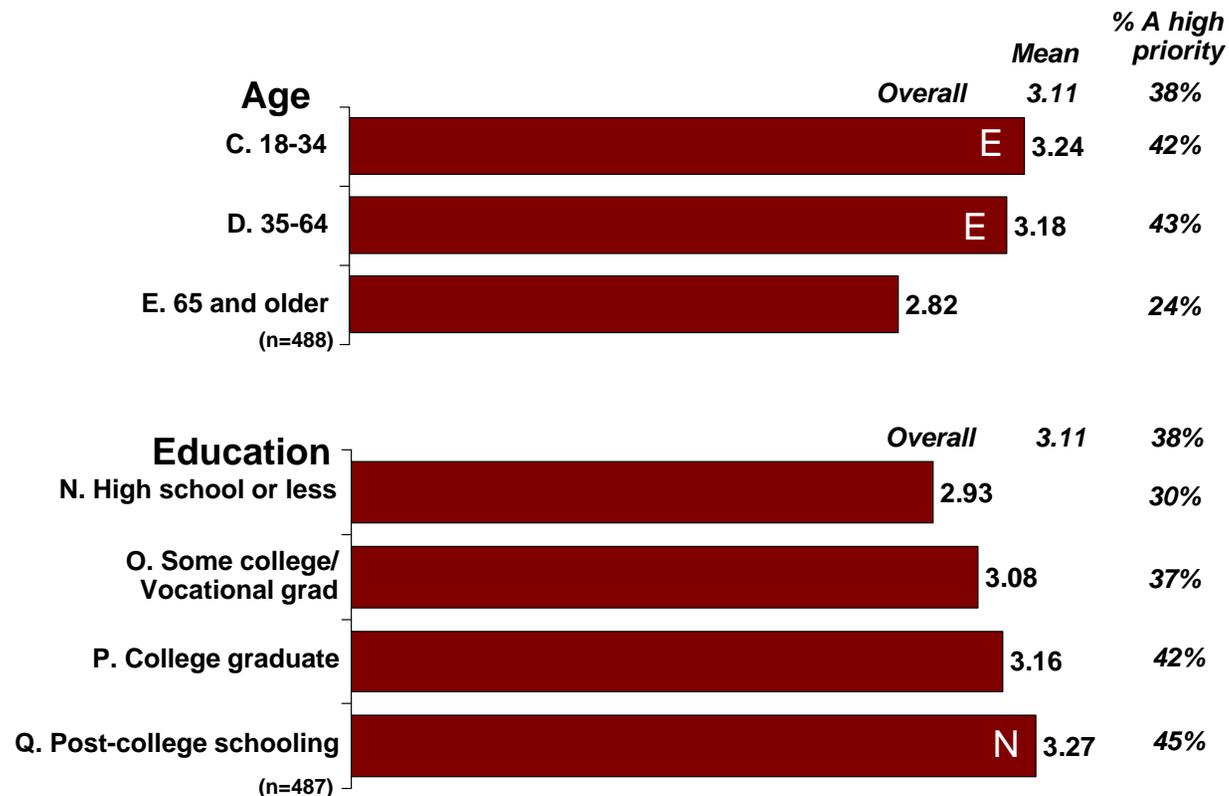


Q25: Next I'm going to read you a list of special projects the City of Holland could be part of in the next 3 to 5 years. Please indicate what priority level you believe the City of Holland government should make the project. Should it be... (1=Not at all a priority to 4=A high priority)



Improving and re-developing Holland’s industrial waterfront is a higher priority for younger residents and those with more schooling.

Project Prioritization – Improvement and Re-development of the Industrial Waterfront by Age and Education

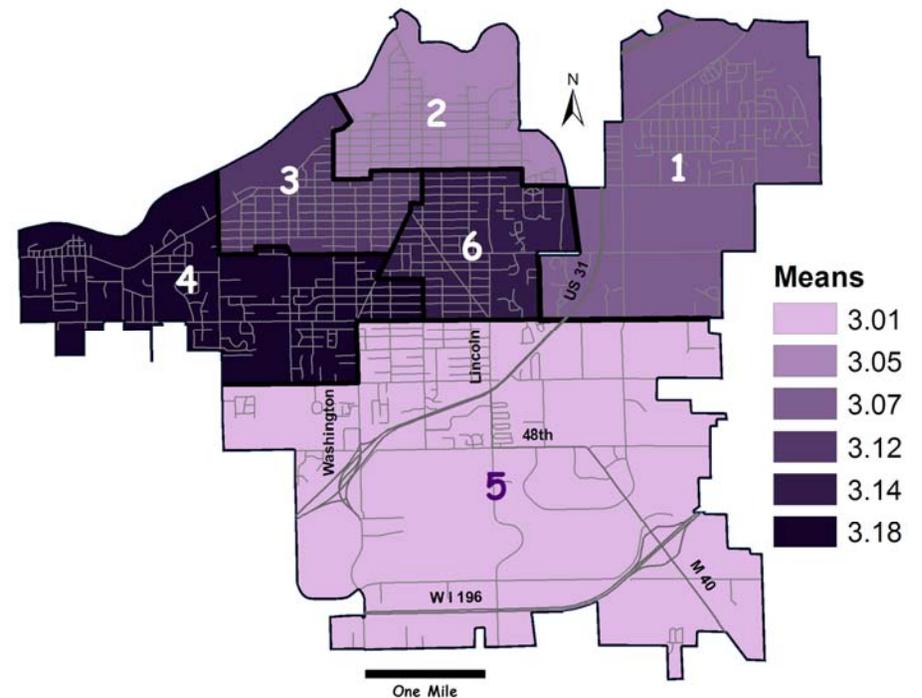
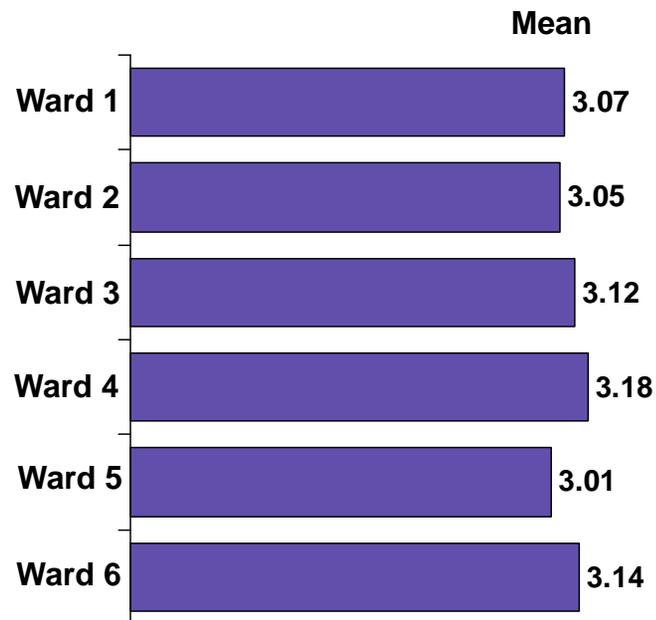


Q25: Next I'm going to read you a list of special projects the City of Holland could be part of in the next 3 to 5 years. Please indicate what priority level you believe the City of Holland government should make the project. Should it be... (1=Not at all a priority to 4=A high priority)



Residents of Ward 4 are significantly more likely than residents of other wards to say improvement and redevelopment of industrial portions of the Waterfront is a high priority.

Improvement and Redevelopment of Industrial Portions of Waterfront



(n=489)

Q.25 Next I'm going to read you a list of special projects the City of Holland could be part of in the next 3 to 5 years. Please indicate what priority level you believe the City of Holland government should make the project. Should it be: 4=a high priority, 3=moderate priority, 2=low priority, 1=not at all a priority? -Improvement and re-development of the industrial portions of the Waterfront

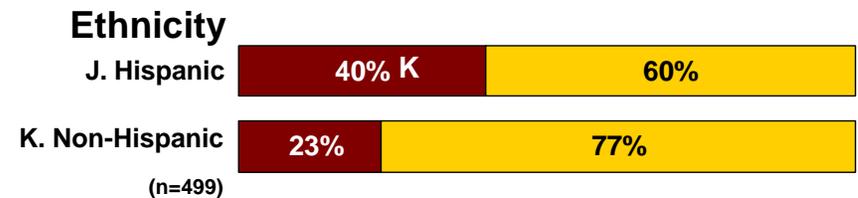
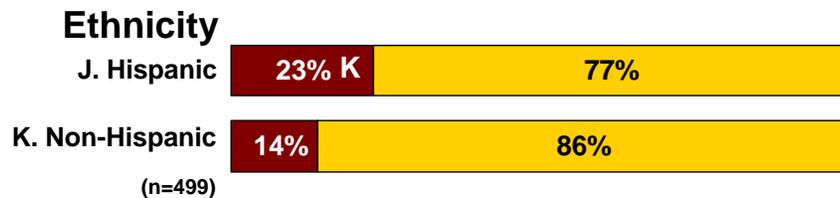


Hispanic residents were more likely than others to have visited the Civic Center for recreation programs, performances, and sporting events. Residents with college degrees and high school diplomas or less were both more likely than those with post-college schooling to have attended a sporting event at the Civic Center.

Reasons for Civic Center Visits in Past 3 Years by Ethnicity and Education

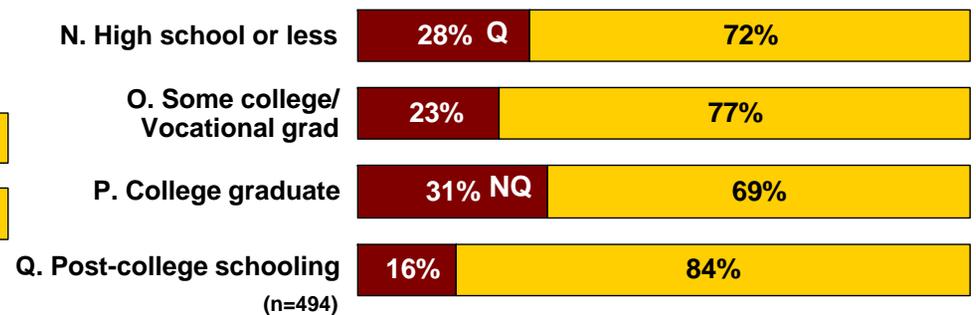
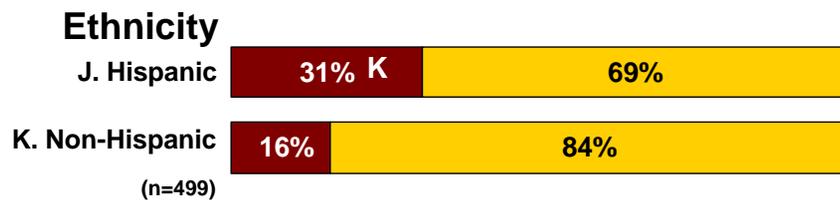
Recreation Program

Sporting Events



Performances

Education



■ Yes
■ No

Q26: Which of the following type of events and activities are reasons you have visited the Civic Center building in the past 3 years... [Mark all that apply]

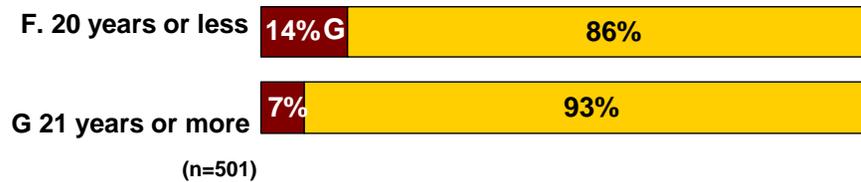


Older residents (65+) and those living in Wards 1 and 5 are less likely than other residents to have visited the Civic Center in the past three years.

**Reasons for Civic Center Visits in Past 3 Years
by Age, Time in Holland, and Location**

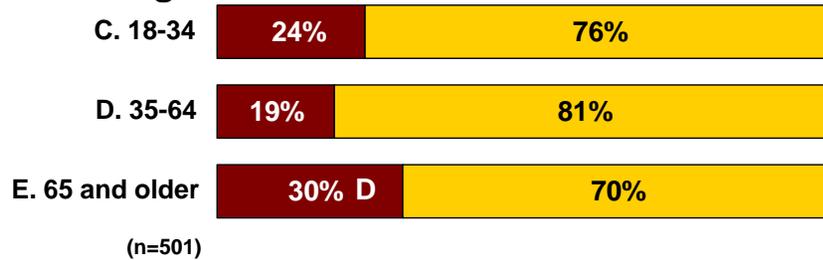
Other Reason

Time in Holland

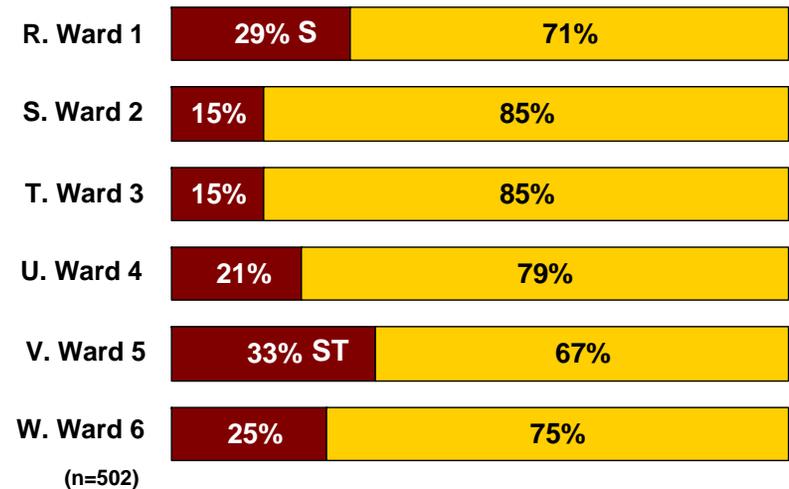


Have Not Visited Civic Center in Past 3 Years

Age



Location



■ Yes
■ No

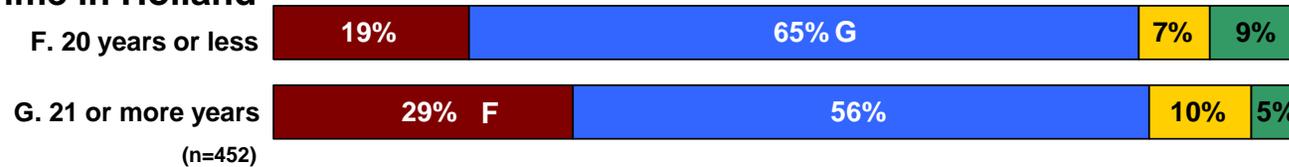
Q26: Which of the following type of events and activities are reasons you have visited the Civic Center building in the past 3 years... [Mark all that apply]



Newer residents are more likely than long-term residents to want the Civic Center renovated. Long-time residents choose building a new Civic Center more often than newer residents.

Disposition of Civic Center Building by Time in Holland

Time in Holland

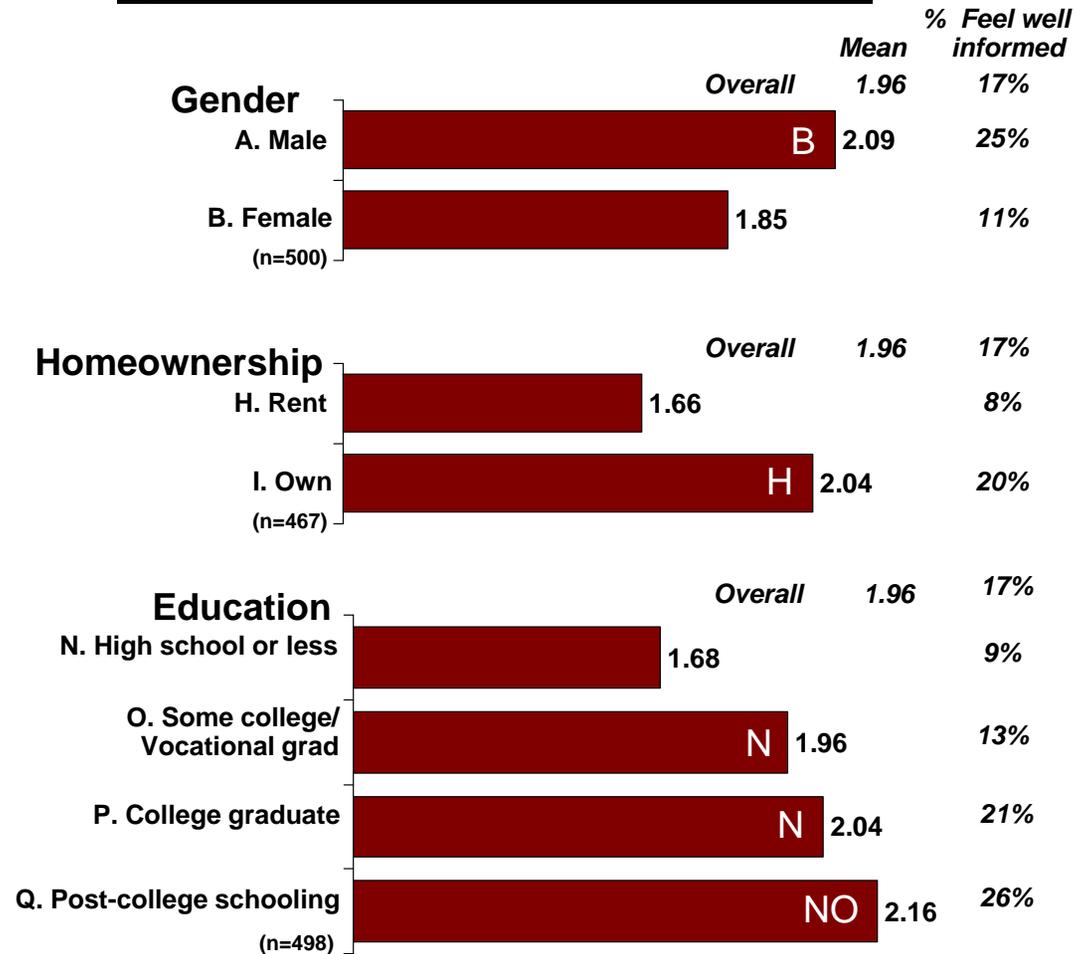


- Build a new Civic Center
- Renovate the existing Civic Center
- Demolish and do not replace the Civic Center
- Leave as is (Volunteered)



Male residents, homeowners, and those with higher levels of education were more likely to be familiar with the City's Community Energy Plan.

**Familiarity with Community Energy Plan
by Gender, Homeownership and Education**

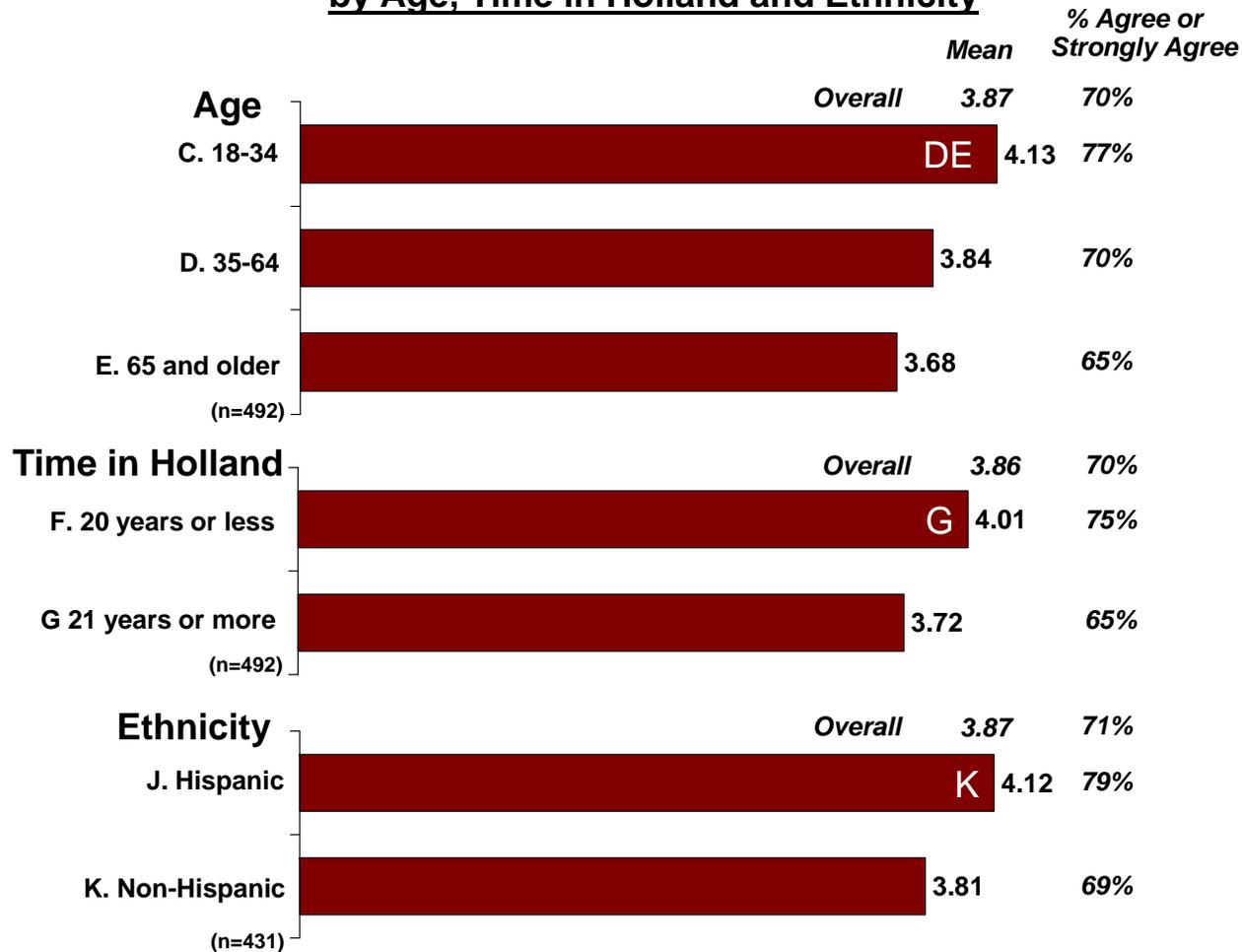


Q28: How familiar are you with the Sustainable Energy Study and Report, known as the Community Energy Plan, that the City of Holland has been working on for the past two years? Would you say that you... (1=Haven't heard of it at all to 3=Feel well informed about it)



Hispanic residents, along with those living in Holland for 20 years or less and those under 35 years old more strongly agree with the idea of offering monetary incentives to encourage energy efficiency.

Support for Energy Efficiency Incentives
by Age, Time in Holland and Ethnicity

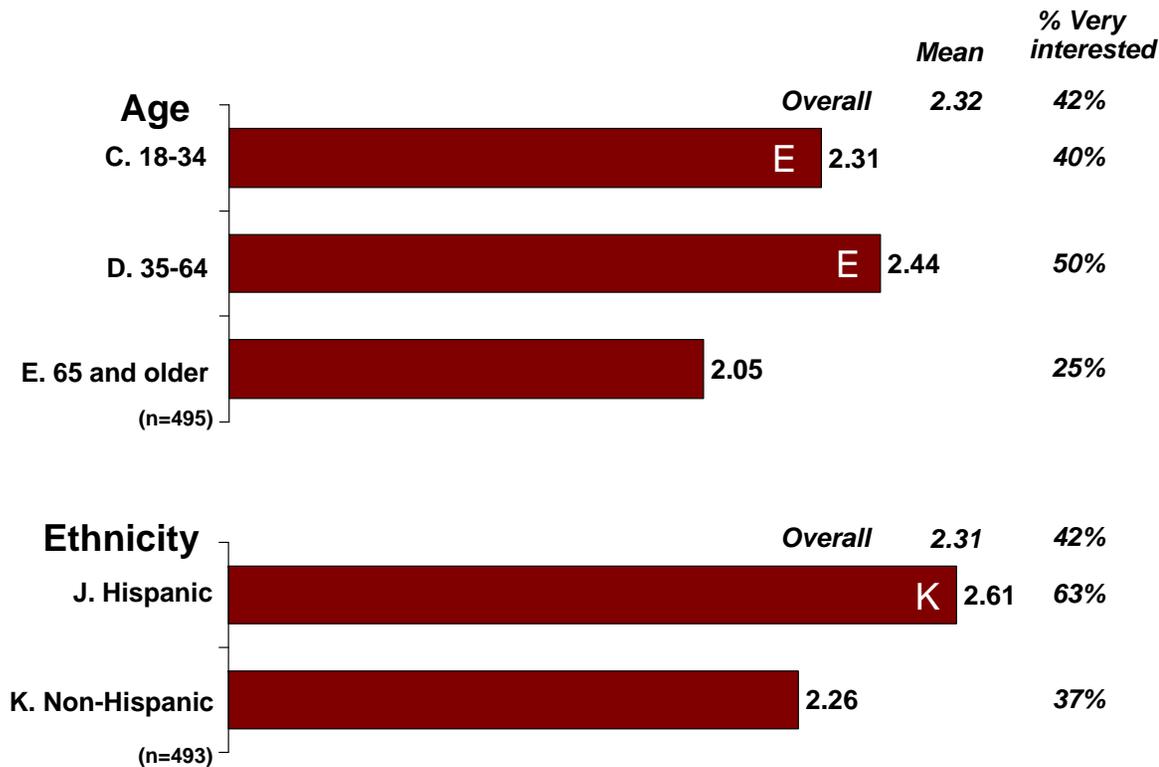


Q29: To what extent do you agree with the following statement: The City of Holland should offer monetary incentives to encourage people to make their buildings or home more energy efficient.
Do you... (1=Strongly disagree to 5=Strongly agree)



Residents younger than 65 and Hispanic residents are more interested in managing their family's energy costs/usage.

**Interest in Managing Family Energy Use/Cost
by Age and Ethnicity**

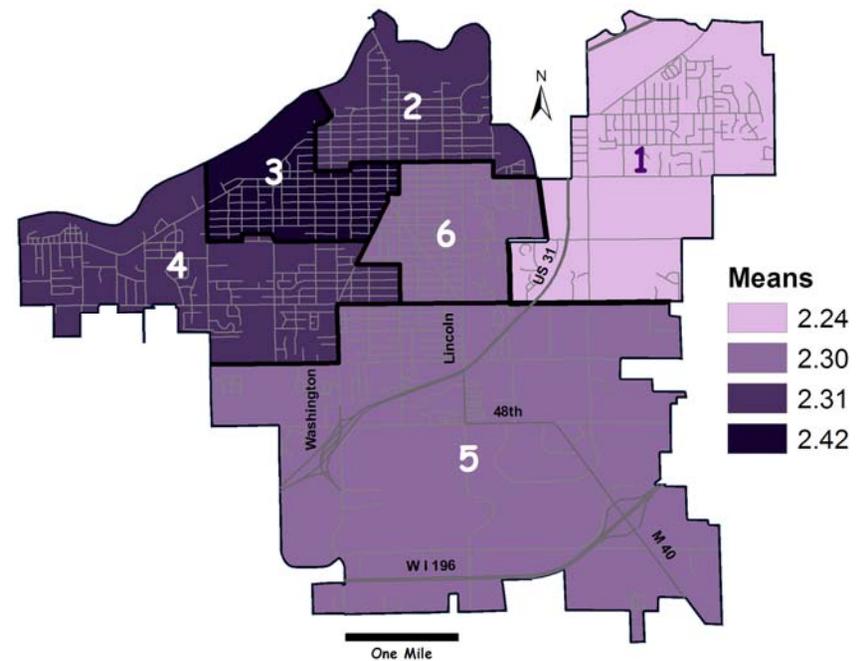
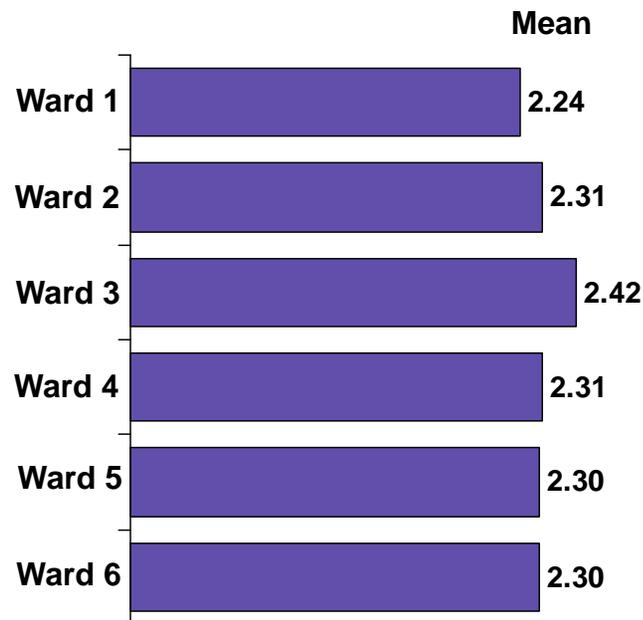


Q30: Which of the following best describes your level of interest in learning more about how you can better manage your family's energy use or cost? Are you... (1=Not at all interested to 3=Very interested)



Residents of Ward 3 are more likely than residents of other wards to express interest in learning about managing their family's energy use and cost.

Level of Interest in Learning More about Managing Family's Energy Use/Cost



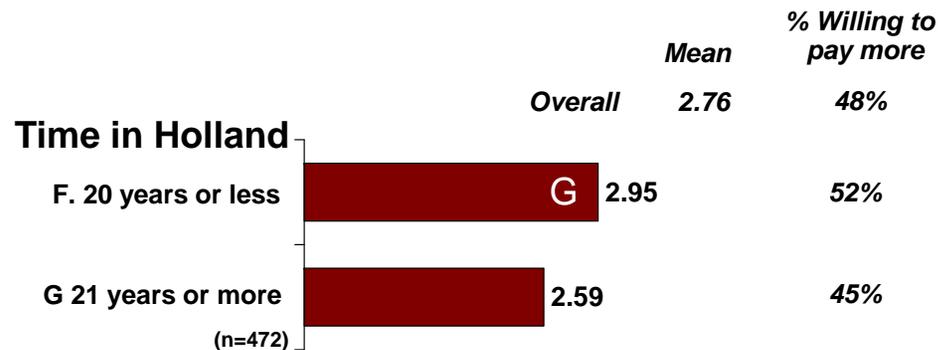
(n=496)

Q30: Which of the following best describes your level of interest in learning more about how you can better manage your family's energy use or cost? Are you 3=Very interested, 2=Somewhat interested or 1=Not at all interested?



Newer City residents are more willing to pay additional costs for energy that is generated from clean or renewable sources.

Willing to Pay for Renewable Energy
by Time in Holland



Q31: Compared to your current electric use, generated from fossil fuels, what is the MOST that you'd be willing to pay for electricity that is generated from clean or renewable sources, for example: solar or wind. Would you say you are willing to pay... (1=5% less than pay now to 7=over 20% more than you pay now)