

Appendices

City of Holland
2022 Resident Survey
December 20, 2022

Appendix A: Open-ended Theme Descriptions

Table 14. Description of Themes: “What do you like most about living in the City of Holland?”

Code	Description	Example	Count
Community	Descriptions of Holland residents, tourists, and government employees and focuses on friendliness, caring, and other items related to a sense of community, such as comments about neighborhoods.	“demeanor of people and kindness”	154
Other Positive Comments	General comments appreciating either specific aspects of the City of Holland not covered by another code, usually related to opportunities provided and the size of Holland, as well as general comments praising the overall beauty and ambiance/feeling of Holland	“Small enough town to get around but big enough that it has all that I need.”	144
Amenities/Services	Specific or general mentions of amenities or services provided by the City of Holland to its residents.	“snowplowing in the winter”	116
Downtown	Descriptions of various aspects of Downtown Holland, including walkability and shops/restaurants.	“Downtown area/size”	116
Natural Environment	Specific or general mentions of aspects of the natural world in and around Holland that do not mention specific facilities, including characteristics such as weather or climate.	“The geographical aspect of the lake, and the natural beauty of the area in general.”	106
Location/Proximity	Descriptions of aspects of the geographical location of Holland (but not the natural environment), and its distance from particular points of interest. Frequently coded along with whatever the proximity is in reference to (e.g., natural environment, parks and recreation).	“Close to the lake” (coded with natural environment)	98
Parks and Recreation	Specific or general mentions of Holland Parks and Recreation facilities or related activities.	“City parks”	85
Events/Activities	Specific or general mentions of any events or activities in Holland.	“The farmers [sic] market is great”	67
Safety	Anything related to feelings of safety or services related to crime, safety, or the police.	“Safety I’ve always felt here”	54
Diversity	Anything related to diversity, inclusion, multiculturalism, or tolerance of residents of Holland.	“Accepting of all people”	29
Hope College	Anything related to the presence of Hope College in Holland.	“college and interaction”	23
Church/Religion	Comments related to churches or other aspects of religion in Holland.	“Christian heritage”	18
School Systems	Anything related to education and school systems.	“good schools”	17

Table 15. Description of Themes: “What three things would you most like to change about living in Holland?”

Code	Description	Example	Count
Infrastructure/Services	Includes responses about things respondents would like to see in regard to infrastructure or services, and also comments about existing aspects of Holland’s infrastructure or city services they would like to see improved (e.g., parking, roads, construction, city facilities, or public transportation).	“Extend broadband and internet services - make sure it gets to everyone.”	141
DEI-Related Concerns	Responses that raise some issue with the way diversity, equity, and/or inclusion are treated in the city of Holland. Concerns go in different directions.	“Inclusivity with religion, sexual orientation, race, etc.”	109
Affordable Housing	Comments related to making rented and owned housing more affordable in Holland; comments about the availability of housing for all socioeconomic levels.	“Housing should be more affordable. It would bring more people into the city.”	104
Government & Community	Comments relating to city government & community relations (including both issues with people serving in city government and concerns with how the city communicates intentions and plans, also includes general comments about local political climate)	“Could be more communication with the residents - it's okay, but it could be better.”	55
Increased Amenities	Increased events, amenities, or attractions (including both general and specific concerns and requests)	“Better access to day care or care options for kids”	48
Financial Issues	Financial or economic concerns or issues	“More resources in general for low income families.”	37
Police	Comments related to police and services performed, or general crime and safety in Holland.	“I would like for the police to be more accepting and open to concerns. Be more positive with the minorities. Treat them more equitably.”	23
School Systems	Comments related to all levels of schooling in Holland.	“Poor compensation for teachers”	26

Table 16. Description of Themes: “What do you think are the three most important local issues the City of Holland will face in the next few years?”

Code	Description	Example	Count
Affordable Housing	Comments related to making rented and owned housing more affordable in Holland or the availability of housing for all socioeconomic levels.	“Affordable housing - a lot of jobs available but it's hard to find a place to live where you work.”	171
Diversity	Diversity, equity, and/or inclusion related concerns.	“Culturally inclusive”	86
Economic Challenges	Concerns related to financial or economic challenges, including taxes, job labor filling, discussing economy of local businesses or keeping businesses open, homelessness, etc.	“Rising cost of everything”	83
Infrastructure/Services	Concerns related to city infrastructure or services	“Better transportation system for those who don't have a personal vehicle”	67
Political Concerns	General comments about political climate and specific concerns; comments about political tension	“Political differences”	66
Other Specific Concerns	Other concerns about specific aspects of Holland’s future	“Our youth needs to know how to deal with problems”	47
Sustainable Growth	Comments related to ensuring Holland is growing at a wise and sustainable rate	“Rising population”	39
Crime/Safety	Comments related to crime and safety.	“Crime”	37
Education	Comments related to education.	“Maintaining the current level of excellent school systems within the city.”	37
Environmental Concerns	Any comments related to environmental issues, including sustainability and conservation.	“Climate change, especially with the lake being right here.”	37
Broadband	Comments related to broadband project and other issues related to internet access.	“Broadband access”	20
Waterfront Issue	Concerns related to waterfront development and land swap proposal.	“Ease their way into the waterfront change”	19
None	Respondent indicated they were unsure or had no concerns.		16

Appendix B: New Survey Questions for 2022

Neighborhood Belonging

Table 17. Sense of Neighborhood Belonging (N = 356)

Mean = 4.38	Frequency	Percent
1-Strongly Disagree	6	1.7%
2-	10	2.8%
3-	40	11.2%
4-	86	24.2%
5-Strongly Agree	214	60.1%
Total	356	100.0%

Table 18. Connected to my Neighbors (N = 356)

Mean = 4.23	Frequency	Percent
1-Strongly Disagree	10	2.8%
2-	15	4.2%
3-	45	12.6%
4-	100	28.1%
5-Strongly Agree	186	52.2%
Total		

Support for Waterfront Land Swap

Table 19. Waterfront Land Swap (N = 354)

	Frequency	Percent
Yes	139	39.3%
Probably, Yes	107	30.2%
Probably, No	11	3.1%
No	21	5.9%
Don't Know/Need More Information	76	21.5%

Open-ended Responses to Waterfront Question

Table 20. Waterfront Response - Yes

We have one specific question to ask this year about "Waterfront Holland." The City and Holland Board of Public Works is working on "Waterfront Holland" to improve access to the waterfront and develop additional uses for the waterfront. Would you support a "land swap" where the old power plant [the former James DeYoung power plant] would be used for industrial uses, and the end of 8th Street on Lake Macatawa would be changed to mixed use development that includes public access and amenities? Would you say Yes, Probably Yes, Probably No, No, or Don't Know/Need more information. Please feel free to explain your response.	
1	The lake should be open to more people. There is not a lot of public access to the lake - making more of the lake available would be great and would allow tourist boats to bring more people into the city and increase tourism revenue.
2	Work on infrastructure, before water amenities (don't lose industry).
3	Good idea, be sure to provide parking.
4	Tennis court
5	Not enough!
6	That whole area needs to be connected to the water.
7	More redevelopment on the Macatawa waterfront; would like to see most of the industrial area moved off of the waterfront.
8	Would like to see the old industrial establishments repurposed.
9	The public needs more access; as long as the public is consulted and the land is open to the public.
10	Public access but not industrial development.
11	We don't need to buy any more public lake front, but a land swap would be fine.
12	Those areas are not developed. The powerplant is like a ghost town so anything to get that changed again would be great. The end of 8th street is a perfect place for multi-use (private and public). Get rid of all the garbage.
13	Having the land available for future access (especially public) is very important - it has been done successfully by many other communities.
14	The waterfront is one of the wonderful things about Holland; whatever we can do to make it something that people can use would be best.
15	That area is an eyesore for Holland.
16	There needs to be equity and more affordable housing, not condos.
17	Whenever I have free time and want to sit somewhere in peace, I go to Kollen Park. Being on the water is wonderful.
18	We don't have the attractive waterfront that other Lake Michigan communities have.
19	It would be good to reduce the industrial footprint on the waterfront. I also think it's important to maintain public access; it shouldn't be all private.
20	With qualifications. Carefully considering on how to provide full access for everybody.
21	Don't want them to knock that down and put in condos.
22	Cruise ship port
23	I'm a fan of access to the water, so yes.
24	I think it is important for the growth of the City of Holland.
25	Need more information about the amount of land swapped.
26	More public access to water would be good.
27	Need to know the cost.
28	Need to know the cost. Use the space though for something useful.
29	I support the plans they have for it and the city needs less condo development on the waterfront.

30	Losing land because big companies/individuals own the big property and can't use the property for public use.
31	Holland needs a place where people who visit can walk to the water.
32	We have a beautiful waterfront area at Kollen park, and a beautiful downtown, and if the gap between was fixed and the two were connected it would do wonders for the city.
33	If it really is public use, then yes. Not only benefitting rich people.
34	Need to know how much it costs but full support.
35	Useful because old power plant doesn't have much of a purpose. Environmentally sustainable, more jobs, tourist market.
36	It makes perfect sense to do so. Would be a huge win.
37	Don't put any factories there; make it public access and beautification is important.
38	The waterfront belongs to the people.
39	We need to get affordable housing in there or somewhere else where we would do a land-swap with.
40	Public access and amenities would be good. Many of the areas aren't accessible. Used to be able to use Lake Macatawa when I was younger, but now it's not accessible. Should have access and sidewalks.
41	It's a better use of that property (the end of 8th street). It makes sense to move the stone companies close to the other stone companies.
42	There needs to be more information about how much of the waterfront is available to the public.
43	I'd like them to continue to work on it. I would like to see all the land between the marsh and the bridge on the north side developed in a community-friendly way, but I know that involves a lot of challenges. Keep working on the lakefront.
44	That's the biggest thing that Holland lacks is public beach access.
45	Need to know the cost.
46	We need more public access for the waterfront, on the south side specifically.
47	Nice to have access to the lake, however it is going to be a BIG project (lake is swampy), needs to be develop. Yes, with caution.
48	As long as it's a fair swap.
49	Definitely; we need access to the waterfront for everyone.
50	The only thing would be that the area that they develop would be less housing and more things like restaurants and such. We need more waterfront like Kollen Park. Less million-dollar condos, more public things.
51	It is fantastic idea to add more public access.
52	Opening up that area for public access would allow more use for the people and would benefit what that area has to offer.
53	Need more places.
54	Need to know cost though.
55	That would be a very good idea. Lakeshore is mostly owned by a small rich majority. You need to drive like 10-15 to the public beach. All owned by rich small people.
56	They've been talking about this for years; I think that this would be a good use of the area instead of it just sitting there. There's also been talk of a marina there, which I think would be helpful.
57	It just sounds like a good idea. If the power plant currently isn't being used for something productive, then yes.

Table 21. Waterfront Response – Probably, Yes

We have one specific question to ask this year about “Waterfront Holland.” The City and Holland Board of Public Works is working on “Waterfront Holland” to improve access to the waterfront and develop additional uses for the waterfront. Would you support a “land swap” where the old power plant [the former James DeYoung power plant] would be used for industrial uses, and the end of 8th Street on Lake Macatawa would be changed to mixed use development that includes public access and amenities? Would you say Yes, Probably Yes, Probably No, No, or Don’t Know/Need more information. Please feel free to explain your response.	
1	I want us to stay ahead of the times but I don't want it for just the rich and famous.
2	Access to downtown would be easier.
3	It would be tough to do.
4	I would like to see Padnos gone, I have nothing against them, they do good work but their time along the waterfront is both an eyesore and grossly out of date. They don't need to be there, they can be somewhere else. They add to the pollution. The land could be used for other things like homes and recreations.
5	Probably yes, it depends how much access they give me.
6	I feel like compared to other cities, Holland's waterfront has developed differently. Compared to South Haven, they have really good access from the town itself. Want to improve accessibility to the channel and the beach. Holland has had more industry. I don't know if it's feasible.
7	Industrial-type land can still be used as industrial type-land, and other land can be used for parks or amenities.
8	We continually need more space for downtime and to destress.
9	More information needed. Public access to the waterfront is very beneficial.
10	Want more information.
11	I don't want any more industrial use downtown. I want the waterfront to be used by everyone. Focus on cleaning up the lakeshore.
12	Accessible to those in city, no new condos.
13	The ground Padnos is built on is so uncontrollable, it's terrible. They have no knowledge of what they are doing and are against. As they restrict access, we will not receive shipments.
14	Need more information.
15	It can't just be for the people who live on South Shore drive; it would have to be more inclusive of all socioeconomic levels.
16	Need to know the cost.
17	Holland is missing out on a lot by not developing. Compared to Grand Haven and others.
18	I just feel like yes, it by the water so it's nice; for the community.
19	It's lovely for them to put a Fine Art Museum.
20	If it won't affect climate change.
21	As long as it's not condos and its actually accessible.
22	I don't want to see high-income housing (e.g. condos) on the lakeshore in this scenario.
23	Need to know the cost.
24	Make sure it's publicly accessible, not industrial. Preserve the natural and keep it environmentally secured. Pro-green. It should be public and financially viable (ex: restaurants, shops, etc.).
25	Need to know the cost.
26	Not sure about the cost to us.
27	When you go to Kollen Park in the summer sometimes, it is very packed and it's hard to find a spot. It would be good to extend it so more people could access it.
28	I would like to know the cost of this. Seems like it would be useful.
29	Need to know the cost of it all. Is it worth it?
30	Not excited about the industrial use. It depends on what they're doing with it. Hope it's for people's use.

31	Need more info about public usage.
32	Tore down all the trees and can see very far but has to pay a lot of money for the fence. They ruin the habitat.
33	It will have to be explained a whole lot better than what they have put forth; we have to know what they're going to do with it.
34	Need to know the cost. I don't think we need too more industrialization.
35	I don't know much about this, but it sounds like a good idea. I would like more information.
36	I'm not exactly aware of what all barges come in and what they bring into our city, but I definitely think it would make our city look a lot better. However, I don't know what would happen to the economy if this went through.
37	Need to know the cost. It seems like it would be beneficial. Maybe too much industrial use though.

Table 22. Waterfront Response – Probably, No

We have one specific question to ask this year about “Waterfront Holland.” The City and Holland Board of Public Works is working on “Waterfront Holland” to improve access to the waterfront and develop additional uses for the waterfront. Would you support a “land swap” where the old power plant [the former James DeYoung power plant] would be used for industrial uses, and the end of 8th Street on Lake Macatawa would be changed to mixed use development that includes public access and amenities? Would you say Yes, Probably Yes, Probably No, No, or Don’t Know/Need more information. Please feel free to explain your response.	
1	Prefer they make that area of land into a park or a nice restaurant so it doesn't smell bad in that area.
2	I don't want to see more houses and condos go up, I like the way it is.
3	I would like to see the power plant developed for non-industrial uses.
4	I am concerned about what would happen at the waterfront. It is okay, but there has to be a good use so I would need to know more before.
5	Not if it is a hotel, but if it is used for other public access then yes I support a land swap.
6	Changes should be recreational not industrial. No more apartments. Need to know the cost.

Table 23. Waterfront Response – No

We have one specific question to ask this year about “Waterfront Holland.” The City and Holland Board of Public Works is working on “Waterfront Holland” to improve access to the waterfront and develop additional uses for the waterfront. Would you support a “land swap” where the old power plant [the former James DeYoung power plant] would be used for industrial uses, and the end of 8th Street on Lake Macatawa would be changed to mixed use development that includes public access and amenities? Would you say Yes, Probably Yes, Probably No, No, or Don’t Know/Need more information. Please feel free to explain your response.	
1	It's heavy industrial use already, would like to see more nature/lakefront continuation. Would like better lakefront access.
2	Increases the prices and take away space for the residents. Brings in visitors from outside of the City.
3	Absolutely no. The citizens of Holland need access to that water, not tourists coming in to use the waterfront.
4	Do not have a right. People who have a business on the waterfront should not lose their job. I doubt it will be used that much if it were implemented. Private owners need their own privacy. I also believe that you need to be careful with building.
5	There's nothing to gain.
6	I would not support expansion of industrial use; I wholly support the mixed-use conversion, but I do not support using the old power plant for industrial purposes.
7	It will probably mean more housing for rich people.
8	There needs to be open space to see the water. Too much cost.
9	There will be a big tax increase on that.
10	Lake Macatawa is so polluted. If they want to, fine. I won't support it though.
11	I don't agree because it will only benefit wealthy people.
12	If you're going to capitalize on the waterfront, don't put something industrial on the waterfront.
13	Especially if ice rink is put there, this is a bad idea.

Table 24. Waterfront Response – Don't Know/Need More Information

We have one specific question to ask this year about "Waterfront Holland." The City and Holland Board of Public Works is working on "Waterfront Holland" to improve access to the waterfront and develop additional uses for the waterfront. Would you support a "land swap" where the old power plant [the former James DeYoung power plant] would be used for industrial uses, and the end of 8th Street on Lake Macatawa would be changed to mixed use development that includes public access and amenities? Would you say Yes, Probably Yes, Probably No, No, or Don't Know/Need more information. Please feel free to explain your response.	
1	Kind of hoping the power plant area would be converted as well to public use.
2	For citizen use only.
3	Visualizing it is hard.
4	What's the cost? Will there be a cost? Will endorse it if it isn't going to cost a bunch of money.
5	I don't want to see the power plant taken down and some other commercial building there. They have to put something cool in there. The old power plant building is a beautiful building. They should have something appropriate to put in there.
6	What do they refer to as public amenities? Open for the community?
7	It is only pandering to people with lots of money. It needs to be more financially inclusive.
8	Need to know the cost.
9	Need to know what's going to be built on it.
10	It would have to be assured that it is public access for everybody; I do not want to see condos put in there.
11	Please do not have any industrial use on the waterfront! I would like the other one to have public access though.
12	Need to know the cost. How much do we need the industrial uses? We need more parks. Very key property.
13	Yes, but wants to know more.
14	Cost and area?
15	There was one time that River Avenue was under water; Mother nature is going to do what she's going to do. Be careful to how you affect the area.
16	Only if it doesn't increase our taxes.
17	Why is it the city of Holland's business when the land is owned by private industry? How can the city dictate who can swap property? I just need more information.
18	I think it should be opened up to the public; I don't think there should be any industry over there. It's bad enough with Padnos there, polluting the ground, etc.
19	They should be using that land for public access.
20	What kind of development plans would there be for the powerplant?
21	We need to take care of accessibility issues first.