



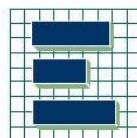
plante moran | cresa

# Community Center Feasibility Study

Van Buren Charter Township 7-1-2020



**RUSSELL DESIGN**  
LANDSCAPE ARCHITECTURE  
Design ■ Planning



**EPIC ■ MRA**  
Measuring public opinion since 1985



July 1, 2020

Mr. Matthew Best  
Director of Public Services  
Van Buren Charter Township  
46425 Tyler Road  
Van Buren Township, Michigan 48111

Dear Mr. Best,

The following pages contain a Community Center Feasibility Study Report (the Study) for Van Buren Charter Township (VBCT or the Township) produced by Plante Moran Cresa, Neumann/Smith Architects, RUSSELL Design, EPIC MRA and Van Buren Charter Township (the Team). The Study was based upon community demographic information, existing building and site conditions, interviews with key Township personnel and community stakeholders, and a community-wide telephone survey. The Study includes local area recreation center information, operational costs, and potential revenue and expenses associated with operating a proposed Community/Recreation Center. Current program needs and wants were also documented and recommendations are provided within our report. The intent is for the report to serve as a road map for the Township to formulate future decisions related to constructing and operating a Community/Recreation Center to serve its residents.

Please feel free to contact me with any questions or clarifications regarding our feasibility study report content and summaries. On behalf of our Team, it was a pleasure being part of this engagement for VBCT.

Sincerely,

PLANTE MORAN CRESA

A handwritten signature in black ink, appearing to read "Robert Stempien".

Robert Stempien, AIA  
Senior Vice President



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# Section 1

## Executive Summary





# Executive Summary

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## Overview

- Plante Moran Cresa, Neumann/Smith Architects, RUSSELL Design, and EPIC MRA (the Team) performed this Community Center feasibility study (the Study) at the request of the Van Buren Charter Township (VBCT or the Township). This Study was approved to proceed in September 2019 by the Township Board of Trustees and represents a commitment to improving the quality of life in the VBCT community.
- During the planning process, the community identified a desire for indoor recreation facilities that would provide year-round expanded programming for multi-generational community members. The Team was engaged to assist the Board of Trustees and the VBCT Administration in determining the need and long-term financial viability for an expanded Community Center to serve its residents.

|                                        |                                                                                                                                     |
|----------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| <b>Date(s) of Assessment:</b>          | October 2019 – March 2020                                                                                                           |
| <b>Feasibility Study Team Members:</b> | Robert Stempien – Plante Moran Cresa, Bert Koseck – Neumann/Smith Architects, Marc RUSSELL – RUSSELL Design, Bernie Porn – EPIC MRA |
| <b>VBCT Team:</b>                      | Matthew Best – Director of Public Services, Elizabeth Renaud – Executive Assistant Department of Public Services                    |

## Acknowledgements

For their assistance and cooperation, we wish to acknowledge the VBCT Board of Trustees, the Senior Center, Parks and Recreation, the Public Services Department, Van Buren Township Department of Public Safety, and all additional user groups who provided information for the preparation of this feasibility report.

## Report Content

Contained in this report you will find the following:

- Demographic analysis of primary and secondary capture areas
- Local recreation center information
- Community telephone survey results
- Workshop engagement results
- Programming and planning to support telephone survey report findings
- Potential building and site development concepts
- Financial feasibility assessment

### Recommendations & Considerations

The Township has a unique opportunity to expand its current Community Center offerings. The recommendations provided are based on numerous community stakeholder interviews and telephone survey question results, crafted from VBCT Administration's input and administered by EPIC MRA. The recommended expansion and renovation plan for the existing Community Center should be based on these results, surrounding market influences, capital costs, long term operational costs and community support. These considerations will likely increase the successful outcome of a design solution, construction, and operation of a dynamic multi-generational Community Recreation Center that will serve the community for years to come.

The following are the recommendations and considerations for this project:

#### **Building Location**

Based on a majority of the community survey responses and the financial feasibility analysis, the existing VBCT site on Tyler Road would be the desired Community Center location. Site improvements should include additional parking to support the building expansion, site circulation improvements, and separation from the public safety and staff parking area at the south end of the site.

#### **Building Design**

The conceptual plan shown in this feasibility report serves a number of purposes. First, it was necessary to understand the size of the programmed facility and how it would fit on the VBCT campus. In order to understand the relationship of the internal functions to the site, these spaces needed to be designed to a certain level of conceptual detail. In addition, factors such as entry points from parking areas, site orientation, topography, existing building structure/configuration, and context influenced the way the design was organized. Finally, in order to develop a reasonably accurate budget analysis, more plans and documents need to be developed to a certain level of detail to allow for more refined budget estimates.

#### **Building Program**

Based on the telephone survey results, the residents of VBCT rated their desire for certain Community Center program components. As a result of this feedback, the following recreational items received favorable responses:

- Multipurpose Gymnasium for Basketball/Volleyball/Pickle Ball
- Indoor Walking/Jogging Track
- Fitness Area
- Community Meeting and Multi-Purpose Rooms
- Child Watch
- Concession Area



## Recommendations & Considerations (continued)

### **Cost-Neutral Community Center Operation**

Several surrounding Community Recreation Centers were visited and documented. The purpose of this analysis is to give VBCT a better understanding of the types of community centers that exist, fees charged for their amenities offered, and hours of operation. The types of components chosen for the proposed center must generate enough revenue to provide for the long-term operations of both personnel and capital expenditures. These funds can be supplemented with potential user fees, tax revenue, or grants. It is necessary to have an understanding of what this balance or ratio will need to be and where supplemental funding may be accessed.

For this comparison, other public and private recreation agencies were contacted to provide specific information that might be similar to the community's vision and potential programs. The centers identified in this report include Summit on the Park Recreation Center in Canton, Romulus Recreation Center (RAC) in Romulus, and High Velocity Sports in Canton.

Utilizing community input, anticipated revenues for construction and operations, subsidy, and cost recovery goals, the anticipated Community Recreation Center long-term plan should consider a modest user fee to support operations.

### **Project Cost**

The renovation and addition to the existing VBCT Community Center building is budgeted to be approximately \$7,300,000 based on a conceptual square foot estimate. Adjustments should be made based on drawing/document refinement and additional due diligence, such as exploring existing soil conditions; mechanical, electrical, and plumbing system integration; detailed structural system analysis; and construction timeline. The budget is predicated on 2020 dollars and should be escalated 3-4% per year to account for inflation.





## Section 2

### Demographic Information



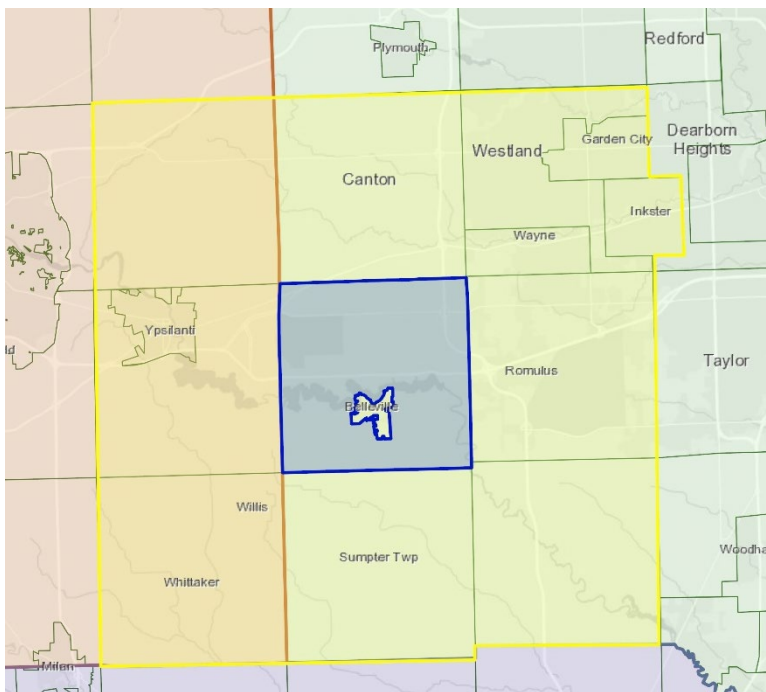


## SECTION 2

# Demographic Information

## Population Capture Area

The demographic data for the Study was based on primary and secondary capture areas. VBCT is considered the primary capture area, and the secondary capture area consists of the surrounding adjacent communities of City of Belleville, Canton Charter Township, City of Romulus, Huron Township, Sumpter Township, Augusta Township, Ypsilanti Township, City of Westland, City of Garden City, City of Wayne, City of Inkster, and Superior Charter Township.



### Community Boundaries:

- Van Buren Charter Township
- Surrounding Communities

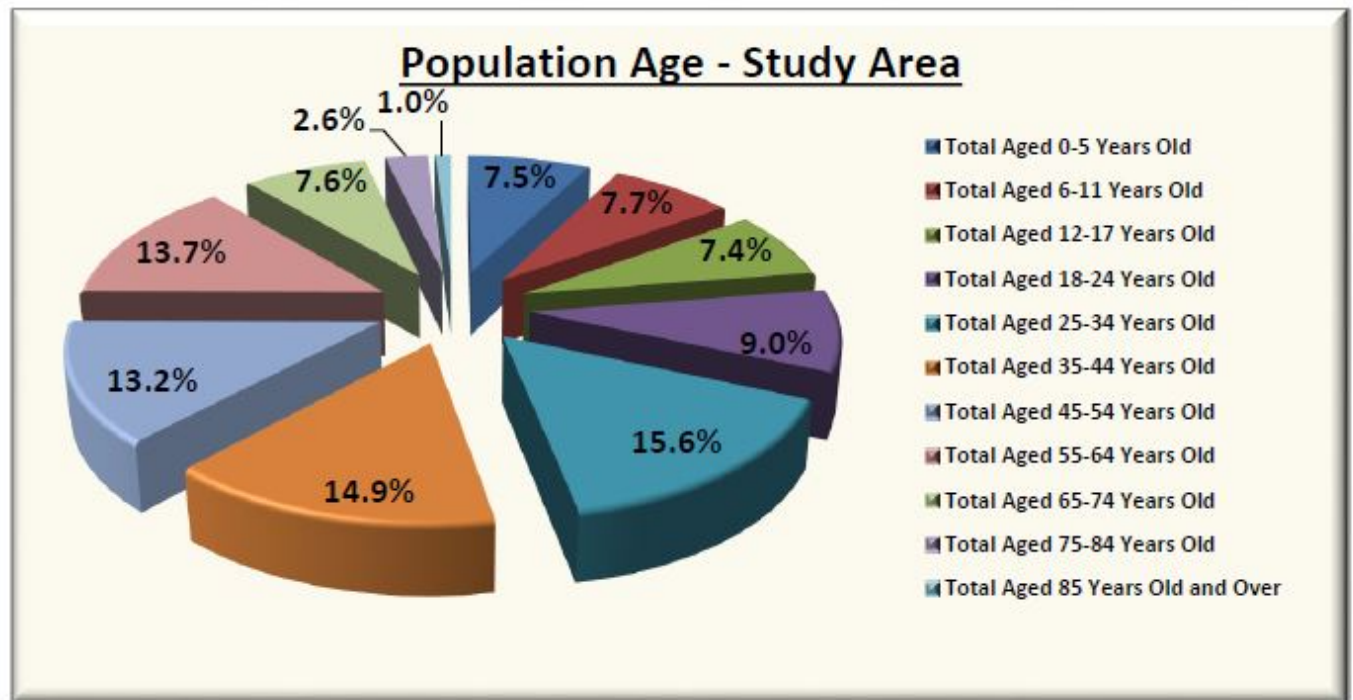
### Population - Van Buren Charter Twp. & Surrounding Communities

| Community                                                   | 2010    | 2019    | 2024    | Annual Rate (2019 to 2024) |
|-------------------------------------------------------------|---------|---------|---------|----------------------------|
| <b>Van Buren Charter Township</b>                           | 28,821  | 29,649  | 29,660  | 0.01%                      |
| <b>City of Belleville</b>                                   | 3,991   | 4,128   | 4,131   | 0.01%                      |
| <b>Canton Charter Township</b>                              | 90,173  | 93,623  | 93,879  | 0.05%                      |
| <b>City of Romulus</b>                                      | 23,989  | 24,798  | 24,827  | 0.02%                      |
| <b>Huron Township</b>                                       | 15,879  | 17,556  | 17,849  | 0.33%                      |
| <b>Sumpter Township</b>                                     | 9,549   | 9,206   | 9,072   | -0.29%                     |
| <b>Augusta Township</b>                                     | 6,745   | 7,129   | 7,329   | 0.55%                      |
| <b>Ypsilanti Township (including the City of Ypsilanti)</b> | 72,797  | 76,057  | 77,732  | 0.44%                      |
| <b>Westland / Garden City / Wayne / Inkster</b>             | 154,748 | 155,156 | 154,270 | -0.11%                     |
| <b>Superior Charter Township</b>                            | 13,058  | 14,079  | 14,605  | 0.74%                      |

### Population Trends

Trends in the number of people residing in a community are an important indicator for planning a community center. Growing communities will require different recreational needs than communities with stable or declining populations. Based on a demographic profile specific to VBCT (excluding the City of Bellville), the population growth rate is expected to be stable with minimal growth over the next several years. This trend is also prevalent in surrounding communities and the State of Michigan.

As the VBCT population matures, so does its senior population. Most of the Township's growth will be over the age of 55. Based on the demographic information provided in Appendix 2, there is a notable 21% increase in the age group between 65 to 70 years over the next five years. There is a stable to slight decrease in population from birth to 54 years old, with a mild population increase of 6% for the population category between 25 to 34 years old over the next five years. Currently, the average age of a resident is 37 years.



### Housing Trends

In 2019, there were a total 7,118 families housed in 11,598 households located within Township (excluding the City of Belleville). A modest 3% growth rate is estimated over the next five years. Approximately 37% of all households are rental units. The average household size is 2.36, which should remain stable for the next several years. The median age of a household owner is 47.5 years, which is slightly lower than the State of Michigan average of 53 years.



## Sports and Leisure Market Potential

In addition to analyzing the demographic realities of the Township area, it is possible to project potential participation in recreation and sports activities.

**Participation Numbers:** On an annual basis, Esri demographics collects recreational participation data and provides a quantitative in-depth study and survey of how Americans spend their leisure time. This information provides the data necessary to overlay rate of participation onto the primary capture area to determine market potential.

The national average is combined with participation percentages of the primary capture area based upon age distribution, median income, region, and national number. Those four rates are then averaged together to create a unique participation rate for the capture area. This participation percentage, when applied to the population of the primary capture area, provides an idea of the market potential.

**Summary of Sports Participation:** The following chart summarizes participation in both indoor and outdoor activities utilizing information from the Esri survey data (see Appendix 2). The summary outlines the top 10 sports and leisure activities within the Township.

| Top 10 Activities |                      | Market Potential Index | Primary Capture Area Van Buren Twp. |         | Secondary Capture Area (Surrounding Communities) |         | Michigan                  |         |
|-------------------|----------------------|------------------------|-------------------------------------|---------|--------------------------------------------------|---------|---------------------------|---------|
|                   | Activity             | MPI                    | Expected Number of Adults           | Percent | Expected Number of Adults                        | Percent | Expected Number of Adults | Percent |
| 1                 | Walking              | 97                     | 5,564                               | 24.0%   | 71,930                                           | 23.3%   | 1,918,621                 | 24.1%   |
| 2                 | Swimming             | 98                     | 3,693                               | 15.9%   | 49,970                                           | 16.2%   | 1,304,316                 | 16.4%   |
| 3                 | Jogging/Running      | 93                     | 2,769                               | 11.9%   | 37,228                                           | 12.1%   | 904,383                   | 11.3%   |
| 4                 | Weight Lifting       | 98                     | 2,365                               | 10.2%   | 30,466                                           | 9.9%    | 765,938                   | 9.6%    |
| 5                 | Basketball           | 100                    | 1,854                               | 8.0%    | 25,682                                           | 8.3%    | 608,701                   | 7.6%    |
| 6                 | Aerobics             | 95                     | 1,690                               | 7.3%    | 21,683                                           | 7.0%    | 556,314                   | 7.0%    |
| 7                 | Yoga                 | 86                     | 1,620                               | 7.0%    | 20,894                                           | 6.8%    | 525,137                   | 6.6%    |
| 8                 | Ping Pong            | 88                     | 799                                 | 3.4%    | 11,931                                           | 3.9%    | 288,343                   | 3.6%    |
| 9                 | Volleyball           | 98                     | 790                                 | 3.4%    | 11,490                                           | 3.7%    | 274,801                   | 3.4%    |
| 10                | Zumba                | 93                     | 705                                 | 3.0%    | 8,775                                            | 2.8%    | 212,062                   | 2.7%    |
|                   | Total Population 18+ |                        | 23,223                              |         | 308,406                                          |         | 7,969,472                 |         |

**Expected No. of Adults:** Number of adults, 18 years of age and older, participating in the activity in the primary capture area.

**Percent of Population:** Percent of the service area that participates in the activity.

**MPI:** Market Potential Index as compared to the national number of 100.



## Section 3

### Local Recreation Centers





## Summit on the Park Recreation Center, Canton



### Recreation Center Information

- **Location:** 46000 Summit Parkway  
Canton Township, Michigan 48188
- **Opened:** 1996 (10,000 SF fitness area and locker room addition in 2000)
- **Size:** 95,200 SF facility
- Located 5.1 miles from Township Hall

### Features

#### Gymnasium

- 7,600 SF maple floor gym
- 2 electronic scoreboards
- 6 glass backboards
- A curtain that divides the gym into two areas
- Sound system
- Skylights for indirect lighting
- Volleyball inserts
- Pickle ball courts
- 3 lane elevated track (16 laps = 1 mile)



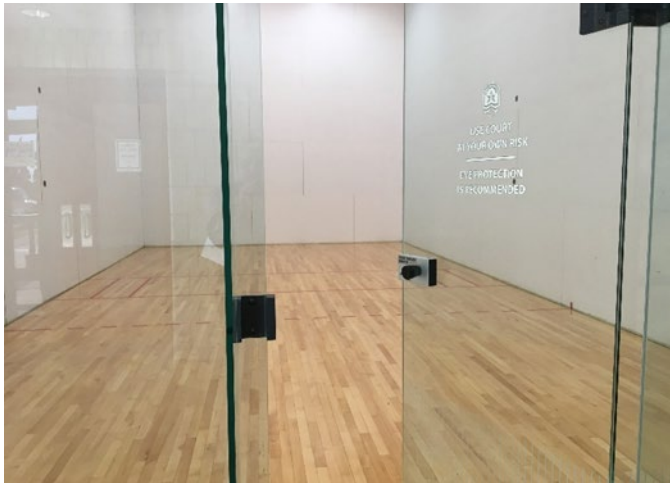
#### Aquatics

- 5-lane, 25-yard lap pool (lanes range from 3 feet to 5 feet in depth)
- Lazy river and water slide
- Sauna room
- Steam room
- Spa
- Zero-depth leisure pool with play features such as a 30-inch water slide





## Summit on the Park Recreation Center, Canton (continued)



### Racquetball Court

- Fee for hourly rental

### Fitness Center

6,000 SF

- 30 pieces of cardiovascular equipment
- Locker rooms

### Meeting Rooms (5)

- Fee-based room rental
- 850 SF room, 30 occupants
- 800 SF room, 40 occupants
- 2,800 SF room, 105 occupants, includes kitchen
- Walnut room (size unknown)
- Chestnut room (size unknown)



### After School Program

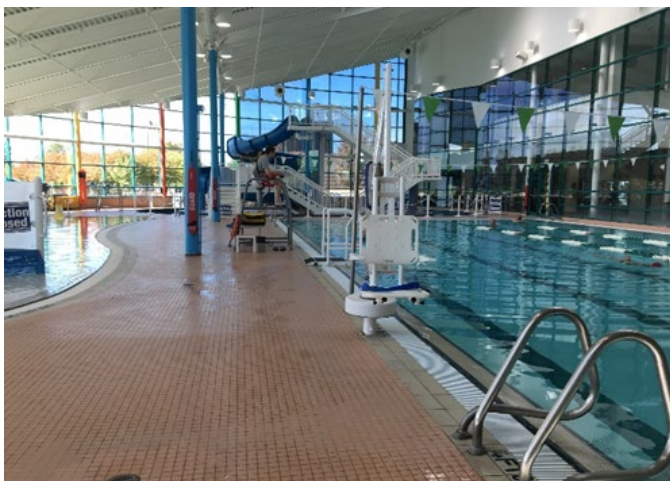
- Fee-based service

### Child Watch

- Children ages 3 months to 11 years
- Fee-based service

### Programs

- Bare
- Cardio cycling
- Senior fitness program
- Youth Programs
- Arts, Music, Dance
- Farmers Market



### Banquet & Conference Center

- Accommodates 250 guests seated
- Accommodates 300 guests for strolling food/drink

## Romulus Athletic Center (R.A.C.), Romulus



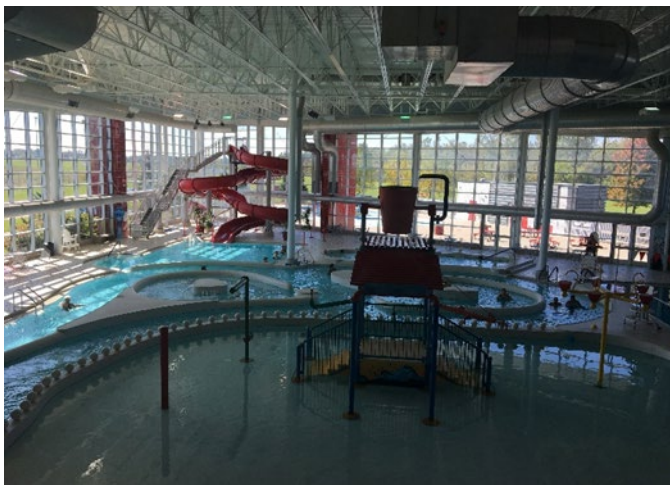
### Recreation Center Information

- **Location:** 35765 Northline Road, Romulus, Michigan 48174
- **Opened:** April 2008
- **Size:** 89,000 SF
- Located 6.9 miles from Township Hall

### Features

#### Aquatics

- 5 pool complex
- Splash pool
- Lazy river
- Lap pool – 25 yard with 10 foot deep end
- Outdoor splash pool
- Hot Tub/Spa



#### Gymnasium

- 14,000 SF gymnasium
- 4 tournament-sized courts with 2 high-school-regulation-sized basketball courts
- Running track
- Basketball
- Volleyball
- Dodgeball
- Pickle ball
- Hours: 5:00 a.m. – 4:00 p.m. Monday – Saturday  
open gym, 7:00 a.m. – 4:00 p.m. Sunday, 4:00 p.m. – 10:00 p.m. daily (members only)





## Romulus Athletic Center (R.A.C.) - Romulus

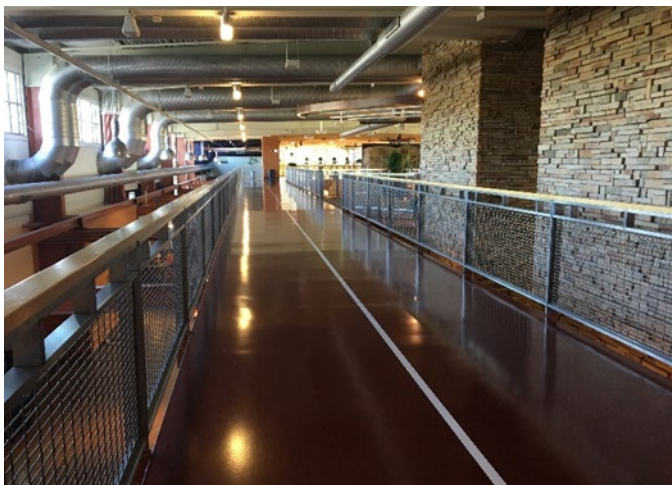


### Child Watch

- Ages 2 to 12 years of age
- 2-hour limit
- First come, first serve
- \$2 per child for member or \$5 per child per visit

### Climbing Wall

- 23 feet high by 20 feet wide
- 3 belaying stations
- Hours: 4:00 p.m. – 8:00 p.m. Monday – Friday,  
12:00 p.m. – 8:00 p.m. Saturday – Sunday 12:00 p.m. – 8:00 p.m.



### Room Rentals

- The Cirrus Banquet Room – Seating capacity for 192 guests
- Full commercial kitchen

### Lobby Café

### Birthday Party Packages

- Members \$175
- Non-Members \$225





## High Velocity Sports, Canton



### Recreation Center Information

- **Location:** 46245 Michigan Ave., Canton, Michigan 48188
- **Opened:** December 2001
- **Size:** 110,000 SF, plus 70,000 SF dome
- Located 4.0 miles from Township Hall

### Features

#### Gymnasium

- 2.5 courts
- Hardwood flooring
- Curtain dividers
- Electronic score boards
- Basketball
- Volleyball
- Dodgeball

#### Field House

- Soccer
- Flag football
- Lacrosse
- Fowling
- Inflatable “fun zone”
- Arcade
- Concessions
- Locker rooms

#### Inflatable Dome

- Arena sports

## Operational Hours

Recreation and community center hours usually vary with the season (longer hours in the winter, shorter hours during the summer), by programming needs, use patterns, and special events.

The existing VBCT Senior Center is opened for community use 80.5 hours per week. Summit on the Park is opened 24 more hours per week, and the Romulus Athletic Center is opened 36.5 hours more per week (see comparison chart below). These facilities open to the public earlier and usually close at 10:00 p.m.

| Hours of Operation Comparison            |                    |       |
|------------------------------------------|--------------------|-------|
| Van Buren Charter Township Senior Center |                    |       |
|                                          | Hours Opened       | Hours |
| Monday                                   | 7:30 am - 9:00 pm  | 13.5  |
| Tuesday                                  | 7:30 am - 9:00 pm  | 13.5  |
| Wednesday                                | 7:30 am - 9:00 pm  | 13.5  |
| Thursday                                 | 7:30 am - 9:00 pm  | 13.5  |
| Friday                                   | 7:30 am - 6:30 pm  | 11.5  |
| Saturday                                 | 9:00 am - 3:00 pm  | 6     |
| Sunday                                   | 9:00 am - 6:00 pm  | 9     |
| Total Hours                              |                    | 80.5  |
| Summit on the Park                       |                    |       |
|                                          | Hours Opened       | Hours |
| Monday                                   | 5:30 am - 10:00 pm | 16.5  |
| Tuesday                                  | 5:30 am - 10:00 pm | 16.5  |
| Wednesday                                | 5:30 am - 10:00 pm | 16.5  |
| Thursday                                 | 5:30 am - 10:00 pm | 16.5  |
| Friday                                   | 5:30 am - 10:00 pm | 9.5   |
| Saturday                                 | 6:00 am - 10:00 pm | 16    |
| Sunday                                   | 7:00 am - 8:00 pm  | 13    |
| Total Hours                              |                    | 104.5 |
| Romulus Athletic Center                  |                    |       |
|                                          | Hours Opened       | Hours |
| Monday                                   | 5:00 am - 10:00 pm | 17    |
| Tuesday                                  | 5:00 am - 10:00 pm | 17    |
| Wednesday                                | 5:00 am - 10:00 pm | 17    |
| Thursday                                 | 5:00 am - 10:00 pm | 17    |
| Friday                                   | 5:00 am - 10:00 pm | 17    |
| Saturday                                 | 5:00 am - 10:00 pm | 17    |
| Sunday                                   | 7:00 am - 10:00 pm | 15    |
| Total Hours                              |                    | 117   |

The VBCT Senior Center is closed during the following holidays:

- New Year's Day
- Easter Sunday
- Thanksgiving Day
- Christmas Eve Day
- Christmas Day
- New Year's Eve Day

## Membership Fees

Membership fees for Romulus Athletic Center and the Summit on the Park are provided below. Both of these facilities offer a diverse range of amenities such as climbing walls, dance studios, cafes, recreation pools, therapy pools, racquet ball, child watch, and a DMC-sponsored physical therapy clinic. Most area recreation centers, both private and public, have a pool facility as part of their membership offerings. High Velocity Sports is a program-based facility with team rentals for use of their indoor fields and courts. In addition to membership fees, other revenue generating spaces are provided for fitness programs, birthday parties, and child watch.

**Romulus Athletic Center Membership Fees**

| Resident        | Resident "Plus" | Non Resident    | Non Resident "Plus" | Near Non-Resident | Near Non-Resident "Plus" |
|-----------------|-----------------|-----------------|---------------------|-------------------|--------------------------|
| \$281           | \$431           | \$406           | \$556               | \$343             | \$493                    |
| \$210           | \$323           | \$304           | \$417               | \$257             | \$370                    |
| N/A             | N/A             | N/A             | N/A                 | N/A               | N/A                      |
| \$500/\$375 Sr. | \$650/\$487 Sr. | \$750/\$562 Sr. | \$900/\$675 Sr.     | \$625/\$469 Sr.   | \$775/\$581 Sr.          |
| \$530/\$397 Sr. | \$680/\$510 Sr. | \$780/\$585 Sr. | \$930/\$697 Sr.     | \$655/\$491 Sr.   | \$805/\$603 Sr.          |
| \$2/child       | Free            | \$5/child       | Free                | \$5/child         | Free                     |

"Plus" Memberships include (10) guest passes, free child watch, preferred enrollment in classes and class discounts. Near-Resident Communities include: Belleville, New Boston, Van Buren, Taylor, Wayne, Westland, Woodhaven, Brownstown

**Summit on the Park Membership Fees**

| Membership Type | Resident | Non Resident |
|-----------------|----------|--------------|
| Individual      | \$287    | \$596        |
| Senior          | \$222    | \$445        |
| Student         | \$238    | \$476        |
| Couples         | \$544    | \$1,089      |
| Family          | \$596    | \$1,192      |
| Day Watch       | \$5.00   | \$5.50       |

**High Velocity Sports Membership Fees**

| Membership Type      | Resident | Non Resident |
|----------------------|----------|--------------|
| Hourly or Team Rates | N/A      | N/A          |
| Day Watch            | N/A      | N/A          |



## Child Watch Services

Child watch services are provided at the Summit on the Park and Romulus Athletic Center during limited hours each week. This service requires parents to be present inside the recreation center at all times when their children are in the child watch room. Part-time employees are typically provided for staffing this service for patrons. It is recommended that child watch employees hold American Red Cross First Aid and CPR/AED certifications and have passed background checks. Child watch is typically limited to a 2-hour duration due to State of Michigan requirements necessary for extended day care hours for a child.

| Child Watch Services - Summit on the Park               |                                 |               |                |                |                  |
|---------------------------------------------------------|---------------------------------|---------------|----------------|----------------|------------------|
| Kid's Corner                                            | Monday - Thursday               | Friday        | Saturday       | Sunday         | Total Hours/Week |
|                                                         | 8:45am-1:30pm<br>4:45pm-8:00pm  | 8:45am-1:30pm | 8:45am-12:30pm | 8:45am-12:30pm |                  |
|                                                         | 8                               | 4.75          | 3.75           | 3.75           | 44.25            |
| Child Watch Services - Romulus Athletic Center (R.A.C.) |                                 |               |                |                |                  |
| Child Care                                              | Monday - Friday                 |               | Saturday       | Sunday         | Total Hours/Week |
|                                                         | 8:00am-11:00am<br>4:30pm-8:30pm |               | 6:00am-8:00pm  | 7:00am-8:00pm  |                  |
|                                                         | 7 hrs                           |               | 4 hrs          | 4 hrs          | 43               |

## Room Rentals

Room rentals are available to host birthday parties, baby showers, graduation parties, company functions or any gathering or meeting. Renters have the ability to bring in their own food or have the venue provide food service as part of their room rental options.

| Room Rental - Summit on the Park                                                                                                     |           |          |                            |                            |                  |
|--------------------------------------------------------------------------------------------------------------------------------------|-----------|----------|----------------------------|----------------------------|------------------|
| Room Name                                                                                                                            | Room Size | Capacity | Resident Rate/hr           | Non-Resident Rate/hr       | Notes            |
| Arts 1 Room                                                                                                                          | 850       | 30       | \$57                       | \$72                       |                  |
| Arts II Room                                                                                                                         | 800       | 45       | \$57                       | \$72                       |                  |
| Maple/Oak Room                                                                                                                       | 2,800     | 100      | \$92                       | \$107                      | Includes kitchen |
| Banquet Center                                                                                                                       | 5,300     | 250      |                            |                            |                  |
| Birthday party packages range from \$175-\$240 for 1 to 2 hours plus additional \$15/child, \$8/adult over 10 children, and 2 adults |           |          |                            |                            |                  |
| Packages may include cake, pizza, juice, goodie bags, and room attendant                                                             |           |          |                            |                            |                  |
| Room Rental - Romulus Athletic Center (R.A.C.)                                                                                       |           |          |                            |                            |                  |
| Room Name                                                                                                                            | Room Size | Capacity | All Day Rental (10am-10pm) | Weekend Rental (10am-10pm) | Notes            |
| Cirrus Room                                                                                                                          | 2,952     | 192      | \$400                      | \$250                      | Includes kitchen |
| Birthday party packages range from \$175-\$225 for 45 minutes for 15 guests. Includes decorated room, pizza and soft drink           |           |          |                            |                            |                  |



## Section 4

### Discovery

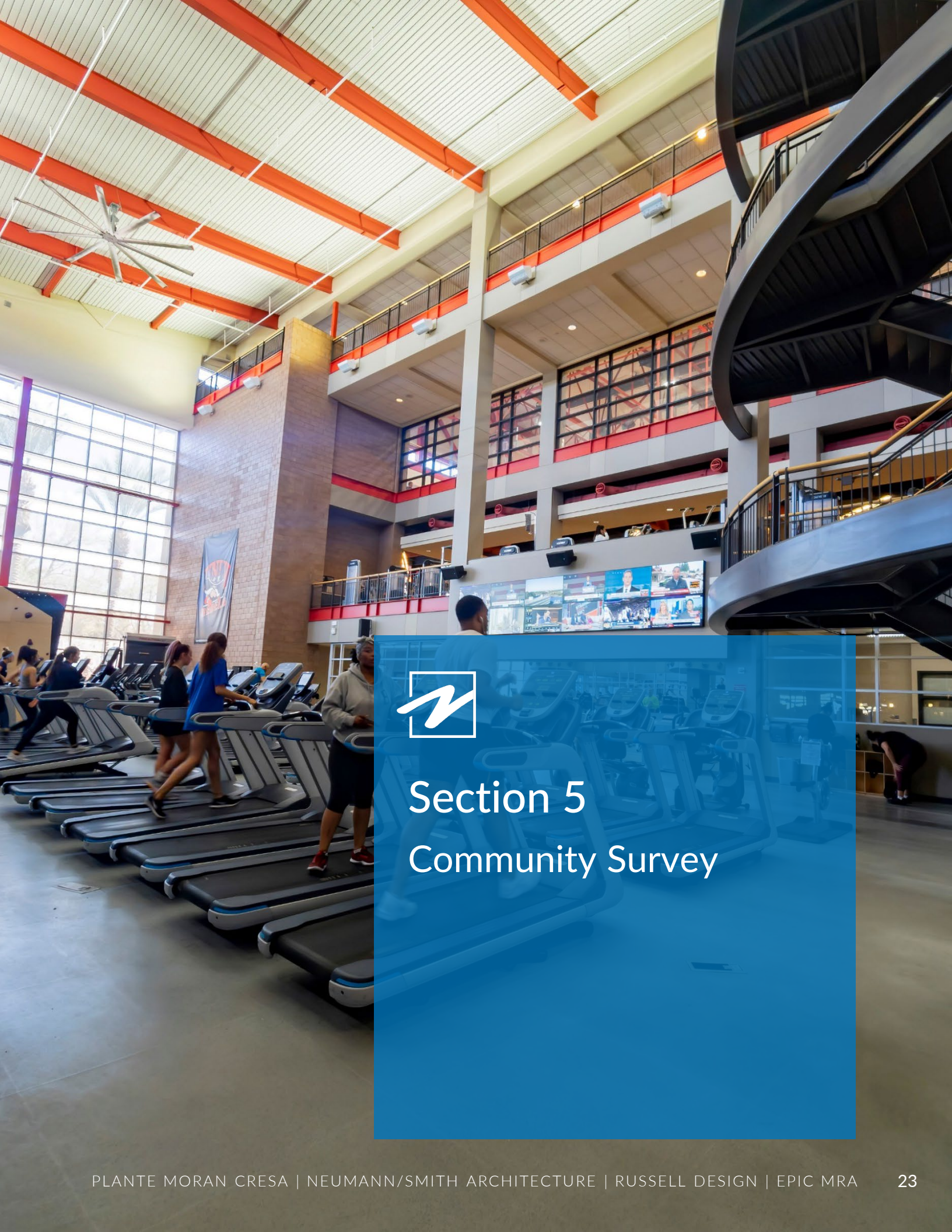




## General Overview

During our discovery phase of the feasibility study, space program needs were identified by the existing VBCT staff and stakeholders. Information was also gathered from residents via phone interviews, a public workshop associated with the Master Plan community event, and interviews with Van Buren Charter Township department heads, members of the Board of Trustees, and Recreation Department staff. The result of that analysis determined the appropriate space program and functional needs. Note that a few of these program spaces currently exist within the building but are deficient in size and in need of significant repair.





## Section 5 Community Survey





## Telephone Survey Summary

A 76% solid majority of residents of VBCT offered a positive rating for the job the Township has done providing basic township services to its residents. That same level of support was also offered by survey respondents for a proposal to build a new community recreation center, which would cost approximately \$6 to \$7 million. A 76% majority favored the proposal, including 50% who strongly favored it. Only 17% opposed.

A 67% to 24% majority offered a positive rating for the job done by the Township over the past few years in providing a variety of services related to parks, and especially recreational programs and facilities, including sports, educational programs, classes, and social and enrichment activities. While still very positive, this number it is still 9 points lower than the overall job rating for providing basic township services.

Not only is the rating for recreational programs lower than the rating for the job done providing services overall, but 44% of all respondents said more recreational programs and facilities are needed (16% indicated many more); 40% said there are enough. Also, a 73% majority offered a positive rating on the condition of the parks, but “especially the recreational facilities” of the Township, including 23% offering an excellent rating. Respondents believe existing facilities are well maintained, but they think more are needed and support spending Township dollars to make a community recreation center a reality.

While a recreation center is something respondents appear to want, and support, they do not want to see taxes increase to accomplish that end. More than one-third of Township residents (35%) said taxes are “too high for what they get back in services,” and although residents would like to have a pool included in a recreational center, they oppose a proposal to spend \$5.5 million above the cost of the proposed recreation center (\$6 to \$7 million), especially since it would require a 1 mill tax increase to pay for it.

While a 54% to 40% majority opposed including a pool because of the cost and the fact that a tax increase would be required, younger residents strongly support having a pool included (compared to older residents, who do not). Therefore, it may make sense for the plans for a recreation center to include space for a pool in the future if Township residents become more supportive. Given the support from younger residents and opposition from older ones, there is likely to be increased support for a pool over time as the current younger residents represent a growing percentage of residents in the future.

If a recreation center is built, residents think, by a 66% majority, that it should be located at the site of the Township offices. Also, residents are most supportive of including a running and walking track, a fitness/workout/weight and exercise room, a large gymnasium that includes a locker room for men and women visitors, and meeting rooms.

After hearing a description of features likely to be included in a community recreation center, support increased to an 83% majority, including 60% of respondents strongly favoring it. Further, if the Township can come up with an additional \$500,000 to \$600,000 in funding, 83% of respondents would also support having child-watching services and the space to provide them, as well as a concession area (supported by 69%) where visitors could buy food, beverages, and snacks.

## Telephone Survey Summary (continued)

A 50% bare majority of the Township households surveyed reported having one or more members who participate in recreational or enrichment programs and activities, which is 11 points lower than the number of households (61%) who have one or more members who go to other communities (mostly Romulus - by 66%) to use other recreational facilities, or to participate in programs. The mere fact that more household members travel to other communities to use their recreational facilities and programs than use the existing facilities and programs in VBCT is a pretty clear indication that there is a need for a recreation center in the Township.

## Telephone Survey Methodology

EPIC MRA administered interviews with 250 residents identified as residing and paying taxes within the boundaries of VBCT from November 9, 2019, through November 12, 2019. The interviews were conducted using live operator telephone interviewers, with 35% of all interviews conducted via cell phone. A proportionate number of respondents from both the Township and the City of Belleville were included in the sample, which was stratified such that every area of the Township was represented in the sample according to its contribution to the adult population of each area. Respondents for the interviews were randomly selected from records of households of people who live in the Township or the City of Belleville and have commercially listed landline or cell phone telephone numbers.

Generally, in interpreting survey results, all surveys are subject to error; that is, the results of the survey may differ from that which would have been obtained if the entire population was interviewed. Sampling error depends on the total number of respondents asked a specific question. The table on the next page represents the sampling error for different percentage distributions of responses based on sample sizes.

For example, after hearing a general description of a new community recreation center that may be built, and how much it would cost without requiring a tax increase, a 50% bare majority of all 250 respondents said they strongly support the proposed recreation center (Q.7). As indicated in the following chart, this percentage would have a sampling error of plus or minus 6.2 points; meaning that with repeated sampling, it is very likely (95 out of every 100 times), that the percentage for the entire population would fall between 43.8% and 56.%, hence  $50\% \pm 6.2$  points.

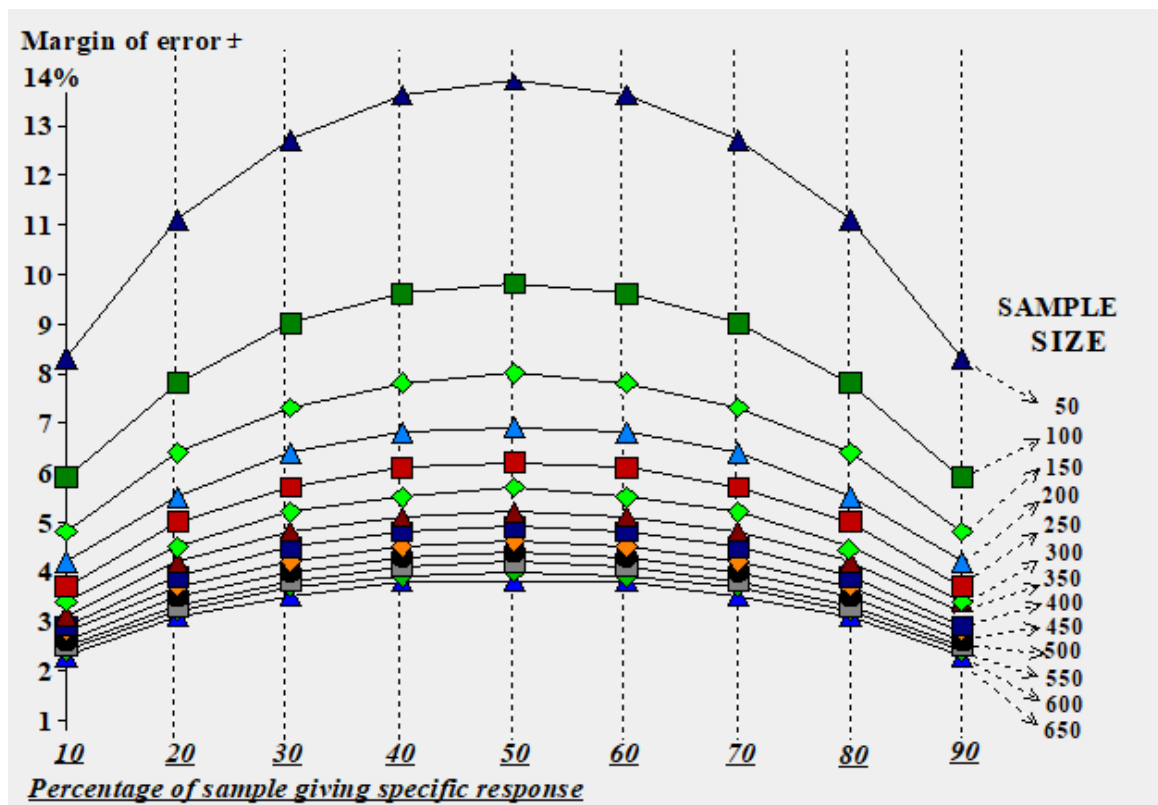


## Telephone Survey Methodology (continued)

EPIC ▪ MRA SAMPLING ERROR BY PERCENTAGE (AT 95 IN 100 CONFIDENCE LEVEL)

*Percentage of sample giving specific response*

|                    | <u>10</u>                  | <u>20</u> | <u>30</u> | <u>40</u> | <u>50</u> | <u>60</u> | <u>70</u> | <u>80</u> | <u>90</u> |
|--------------------|----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| <b>SAMPLE SIZE</b> | <b>% margin of error ±</b> |           |           |           |           |           |           |           |           |
| <b>700</b>         | 2.2                        | 3.0       | 3.3       | 3.7       | 3.6       | 3.7       | 3.3       | 3.0       | 2.2       |
| <b>650</b>         | 2.3                        | 3.1       | 3.5       | 3.8       | 3.8       | 3.8       | 3.5       | 3.1       | 2.3       |
| <b>600</b>         | 2.4                        | 3.2       | 3.7       | 3.9       | 4         | 3.9       | 3.7       | 3.2       | 2.4       |
| <b>550</b>         | 2.5                        | 3.3       | 3.8       | 4.1       | 4.2       | 4.1       | 3.8       | 3.3       | 2.5       |
| <b>500</b>         | 2.6                        | 3.5       | 4         | 4.3       | 4.4       | 4.3       | 4         | 3.5       | 2.6       |
| <b>450</b>         | 2.8                        | 3.7       | 4.2       | 4.5       | 4.6       | 4.5       | 4.2       | 3.7       | 2.8       |
| <b>400</b>         | 2.9                        | 3.9       | 4.5       | 4.8       | 4.9       | 4.8       | 4.5       | 3.9       | 2.9       |
| <b>350</b>         | 3.1                        | 4.2       | 4.8       | 5.1       | 5.2       | 5.1       | 4.8       | 4.2       | 3.1       |
| <b>300</b>         | 3.4                        | 4.5       | 5.2       | 5.5       | 5.7       | 5.5       | 5.2       | 4.5       | 3.4       |
| <b>250</b>         | 3.7                        | 5         | 5.7       | 6.1       | 6.2       | 6.1       | 5.7       | 5         | 3.7       |
| <b>200</b>         | 4.2                        | 5.5       | 6.4       | 6.8       | 6.9       | 6.8       | 6.4       | 5.5       | 4.2       |
| <b>150</b>         | 4.8                        | 6.4       | 7.3       | 7.8       | 8         | 7.8       | 7.3       | 6.4       | 4.8       |
| <b>100</b>         | 5.9                        | 7.8       | 9         | 9.6       | 9.8       | 9.6       | 9         | 7.8       | 5.9       |
| <b>50</b>          | 8.3                        | 11.1      | 12.7      | 13.6      | 13.9      | 13.6      | 12.7      | 11.1      | 8.3       |



## Telephone Survey Key Findings

- A 76% solid majority gave VBCT a positive rating for the job it has done providing basic township services to its residents, including 16% offering an “excellent” rating and 60% a “pretty good” rating.
- A 35% plurality said the taxes and fees they pay to fund services are “too high,” including 11% saying “much too high” and 57% saying taxes are “about right.”
- A 67% majority offered a positive rating for the job done providing a variety of services relating to parks, and especially recreational programs and facilities, including 24% offering an “excellent” rating and 43% offering a “pretty good” rating.
- When asked if there are enough recreational programs and facilities, if more are needed, or if there are too many, 40% said there are “enough,” 44% said “more are needed” (16% much more), and 4% said there are too many.
- A 73% majority offered a positive rating on the condition of the parks, but especially the recreational facilities, including 23% “excellent” and 50% “pretty good.”
- After hearing an initial description of the proposal to build a new community recreation center, at a potential cost of \$6 to \$7 million, which would not require a tax increase, a 76% solid majority said they favor the proposal (50% strongly favor).
- The top reasons cited for opposing the proposal included “existing senior center-recreation center is fine as is” (21%); “not needed” (14%); “other priorities more important” (roads mentioned) (14%); “would not use personally – would go unused” (12%); “believe it will raise taxes” (9%); “distrust Township administration – wasteful spending practices” (7%); and “wants a tax refund instead” (5%).
- When asked whether a new recreation center should be located on the Township office site or at some other site in the township, 66% said it should be located at the Township office site, 18% said some other site, 3% said it should not be built, and 13% were undecided.
- Among respondents who said a new recreation center should be located at some other site, when asked where it should be located, the top sites mentioned included: Belleville (9%); “downtown – centrally located” (9%); “Tyler Road” (9%); “on an existing open site” (7%); “north end” (5%); “Sumpter area” (5%); and “Van Buren Park” (5%). All other sites mentioned accounted for 2% or less, and 33% of respondents were undecided.
- Survey respondents heard a description of four features that would likely be included in a new community recreation center.
  - The feature with the strongest support at 83% (60% strong support), was building a running and walking track as part of the gymnasium.
  - The second highest support, at 80% (56% strong support), was for constructing a fitness/workout/weight and exercise room with a variety of exercise and weight-lifting equipment.
  - The third highest, at 78% support (51% strong support), was for building a large gymnasium with locker room space for men and women visitors at a cost of \$4.7 million.
  - Fourth highest support, at 72% support (39% strong support), was for meeting rooms to be included.



## Telephone Survey Key Findings (continued)

- After hearing about the four major components that would likely be included in a new community recreation center, support increased by 7 points to an 83% majority (60% strongly favor), with 15% opposed.
- Respondents were also informed that if VBCT was able to raise an additional \$500,000 to \$600,000, two other features could be included. An 83% majority said they would support (59% strongly) including a child-watching service (fee-based service) and space to provide it.
- A 69% majority supported (40% strongly) including a concession area, which would charge visitors for food, beverages, and snacks.
- All respondents were asked what other facilities, programs, or activities should be included that were not mentioned earlier in the survey. The top responses mentioned included: a swimming pool (27%); kids/teen/family activities (5%); senior activities (4%); water park/splash pad/lazy river (3%); arts/crafts/cooking classes (2%); rock wall/climbing wall (2%); tutoring/study space (2%); and workout room/gym/fitness classes (2%) Other items mentioned accounted for 1% or less of the responses, and 19% were undecided.
- A 50% bare majority of households have one or more members who participate in recreational or enrichment programs or activities provided by VBCT — including the respondent (17%), other household members (11%), or more than one household member (22%) — with 49% saying no household member participates.
- A 61% majority of households has one or more people who have gone to other communities to use recreational facilities or to participate in programs that are not available in VBCT — including the respondent (23%), other household members (9%), or more than one household member (29%) — with 38% saying no household member participates.
- A 66% solid majority said they go to Romulus to use facilities or participate in programs, followed by Canton at 18%, and then Ann Arbor, Wayne, and Ypsilanti at 3% each.
- The top programs or activities residents visit other communities for included swimming pool (38%); workout rooms, gym, fitness classes (21%); indoor track (7%); water park/splash pad/lazy river (6%); basketball (4%); and soccer (3%).
- After hearing that Canton Township and Romulus have similar facilities and programs, and therefore VBCT “does not need” a community recreation center, 75% of respondents disagreed and said a recreation center is still needed; 21% agreed that it is not needed.
- Although the top feature cited by Township residents as something that should be included in a recreation center (that was not mentioned in the survey) was a swimming pool, upon learning that it would cost an additional \$5.5 million and require a 1 mill property tax increase to pay for it, a 54% to 40% majority of respondents said they oppose including a swimming pool in the plans for a community recreation center, including 38% who strongly oppose the idea. About 29% strongly support it.

## Telephone Survey Questions and Responses

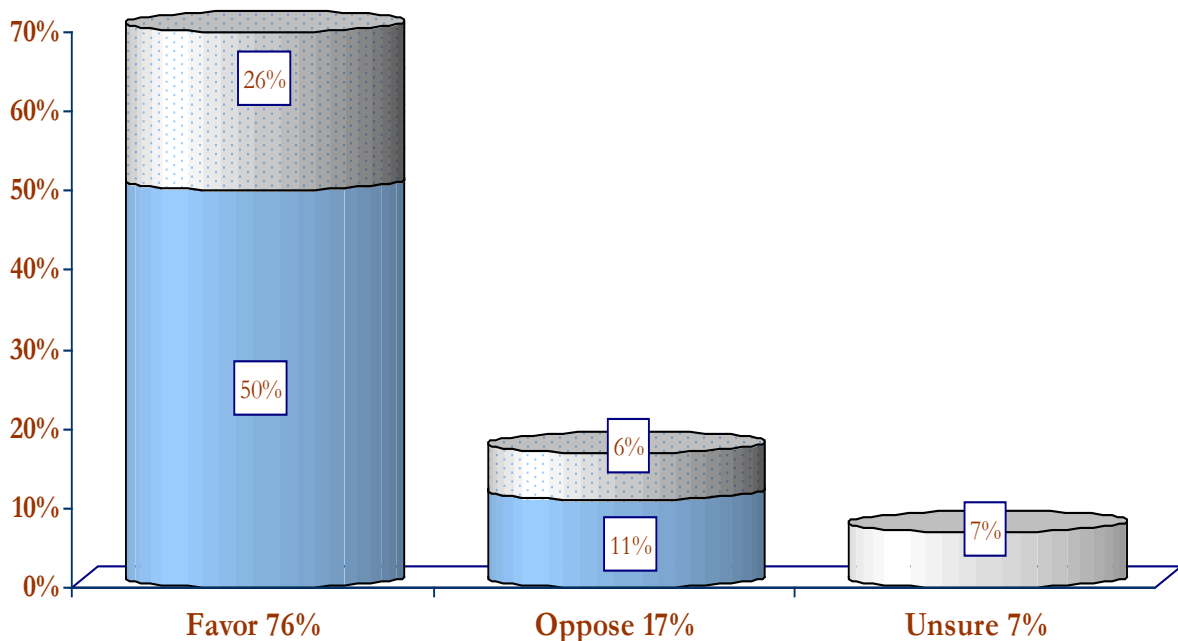
### First question about a Community Recreation Center

The first question asked survey respondents about a community recreation center. A 76% to 17% majority said they favor such a facility, including 50% who strongly favor it.

□ *Smmt*

■ *Strongly*

#### First question on building a community recreation center



### Reasons why 17% of respondents opposed a proposed new community recreation center

Respondents who said they opposed a new community recreation center were asked what the main reason was that they opposed it. The top reasons cited were:

- “existing senior center/ recreation center is fine as is” (cited by 21%)
- “not needed” (14%)
- “other priorities more important - roads mentioned” (14%)
- “would not use personally – would go unused” (12%)
- “believe it will raise taxes” (9%)
- “distrust the Township administration – wasteful spending practices” (7%)
- “wants a tax refund instead” (5%)
- five other responses offered (2% each)
- “undecided” (8%)



## Telephone Survey Questions and Responses (continued)

### Features that could be included in a new Community Recreation facility

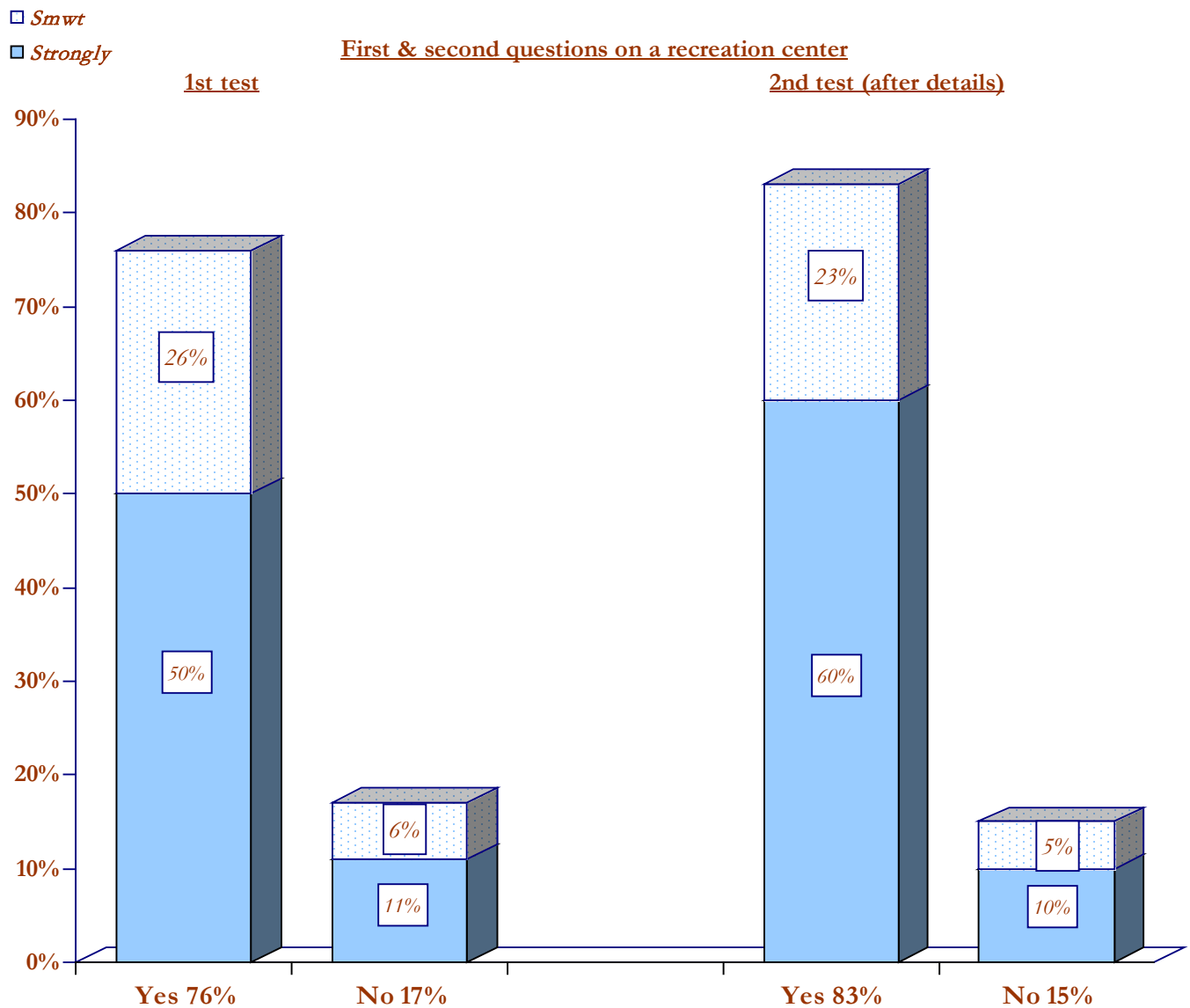
All survey respondents were then read a description of some of the features that could be included in a new community recreation center, and for each one, asked if they supported or opposed that feature. The cost was included in the description of the large gymnasium, and respondents were informed that the other three features would cost between \$1.3 to \$2.3 million.

| Proposed features ranked by highest to lowest support                                                                                                                                                                    | STR | TOT | TOT | STR |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-----|-----|-----|
|                                                                                                                                                                                                                          | SUP | SUP | OPP | OPP |
| A running and walking track could be included as part of the gymnasium.                                                                                                                                                  | 60% | 83% | 15% | 9%  |
| A fitness/workout/weight and exercise room with a variety of exercise and weight-lifting equipment could be constructed.                                                                                                 | 56% | 80% | 18% | 12% |
| A large gymnasium that would allow for basketball, volleyball, pickle ball and other sports activities, as well as locker room space for men and women visitors would be included at an estimated cost of \$4.7 million. | 51% | 78% | 18% | 12% |
| Meeting rooms could be included because existing township facilities do not have enough space to meet the demand and such rooms could be part of the new recreation facility.                                            | 39% | 72% | 25% | 16% |

## Telephone Survey Questions and Responses (continued)

### Learning of specific features leads to increased support

After hearing a description of the four main features that would likely be included in a new community recreation center, and indicating their support or opposition for each, support increased by 7 percentage points to an 83% to 15% overwhelming majority favoring a new recreation center, including a 60% majority who strongly favored it.

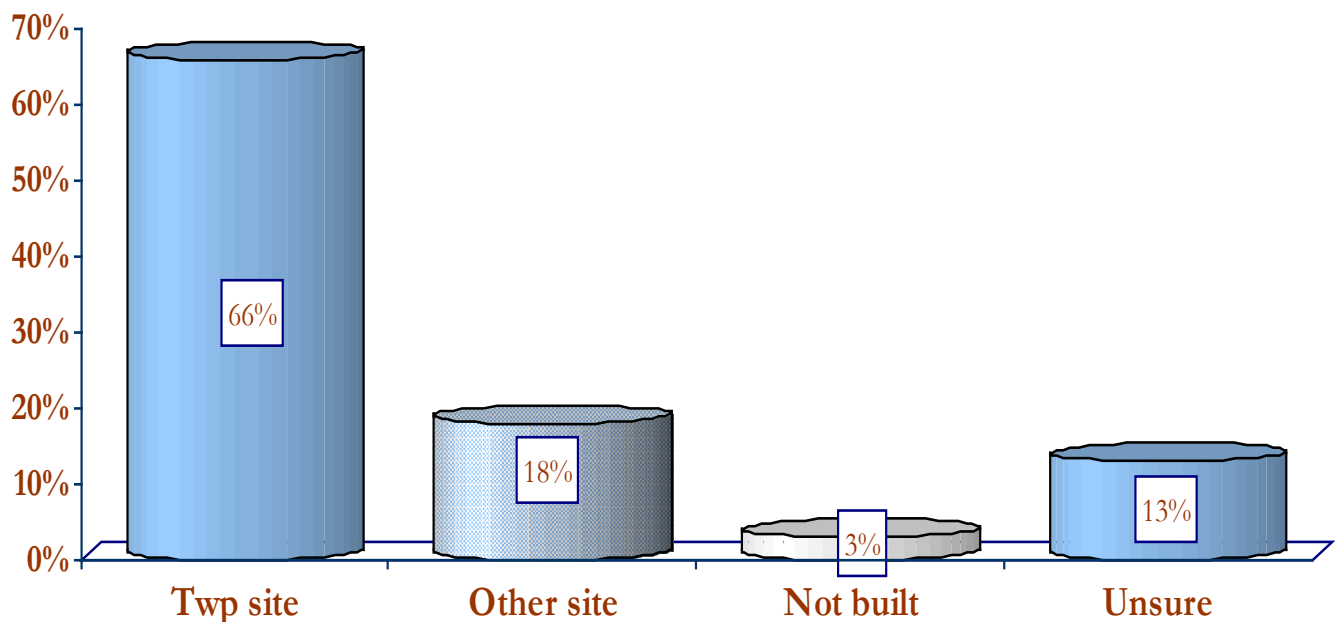


## Telephone Survey Questions and Responses (continued)

### **2 out of 3 say a new Community Center should be located at the Township office site**

All respondents were asked if a new community recreation center should be located on the Township office site, where there are existing utilities, parking, athletic fields, and staff operations, or if it should be located at some other site in the Township. A 66% solid majority said it should be located at the existing Township office site, 18% said it should be located at some other site in the Township, 3% said that it should not be built, and 13% were undecided.

#### New Community Recreation Center should be located at Township office site





## Telephone Survey Questions and Responses (continued)

Demographic groups who more often favored a new recreation center located at some other site included:

- 36%: Negative job rating on providing recreational programs
- 31%: College educated men
- 28%: Township needs more recreational facilities
- 26%: Age 35-49
- 25%: Taxes are too high
  - Multiple household members use recreational facilities outside of VBCT
  - Incomes of \$25K-\$50K\*
- 24%: Belleville City
  - Incomes over \$100K
  - Men age 18-49
- 23%: Negative rating on condition of recreational facilities
- 22%: Negative job rating on providing services
  - Uses facilities in Romulus
  - Uses facilities in Canton\*
  - Supports swimming pool proposal
  - Lived in area 1-10 years
  - All men

(small sample = \*)

## Telephone Survey Questions and Responses (continued)

### **Suggested locations among respondents preferring other site**

Among the 18% of survey respondents (45 respondents) who said a new community recreation center should be located at a location other than the Township office site, the following are the suggested sites:

|     |                                 |
|-----|---------------------------------|
| 9%  | Belleville                      |
| 9%  | Downtown – Centrally Located    |
| 9%  | Tyler Road                      |
| 7%  | On an Existing Open Site        |
| 5%  | North End                       |
| 5%  | Sumpter Area                    |
| 5%  | Van Buren Park                  |
| 2%  | Elwell Elementary Building      |
| 2%  | K-Mart Location                 |
| 2%  | Near Romulus                    |
| 2%  | Near the Water Tower – Quirk    |
| 2%  | Riggs Heritage Park             |
| 2%  | South End                       |
| 2%  | Use an Existing Vacant Building |
| 4%  | Other (less than 1% each)       |
| 33% | Undecided/Refused               |

## Telephone Survey Questions and Responses (continued)

### Demographic breakouts of the responses to the 1st and 2nd questions

The following table shows the total percentage that favor and oppose the first question on a recreation center, broken down by demographic factors, followed by the results of the second question that was asked after respondents heard more detailed information about the features that would be included. The third column shows movement from the percentage that favors a recreation center from the first to second question.

|                                     | 1 <sup>ST</sup> QUESTION |               | 2 <sup>ND</sup> QUESTION |               | MOVE TO      |
|-------------------------------------|--------------------------|---------------|--------------------------|---------------|--------------|
|                                     | <u>FAVOR</u>             | <u>OPPOSE</u> | <u>FAVOR</u>             | <u>OPPOSE</u> | <u>FAVOR</u> |
| <b>Build a Community Rec Center</b> |                          |               |                          |               |              |
| <b>District-Wide Results</b>        | <b>76%</b>               | <b>17%</b>    | <b>83%</b>               | <b>15%</b>    | <b>+7%</b>   |
| Geographical area:                  |                          |               |                          |               |              |
| Van Buren Township                  | 75%                      | 18%           | 83%                      | 15%           | +8%          |
| Belleville City                     | 80%                      | 14%           | 86%                      | 12%           | +6%          |
| Positive rating on Twp. services    | 81%                      | 13%           | 85%                      | 13%           | +2%          |
| Negative rating on Twp. services    | 57%                      | 33%           | 78%                      | 22%           | +21%         |
| Positive rating on rec services     | 77%                      | 16%           | 84%                      | 14%           | +7%          |
| Negative rating on rec services     | 77%                      | 18%           | 84%                      | 15%           | +7%          |
| Taxes too high                      | 64%                      | 28%           | 76%                      | 22%           | +12%         |
| Taxes about right                   | 82%                      | 12%           | 67%                      | 30%           | +2%          |
| Need more rec facilities            | 89%                      | 5%            | 91%                      | 9%            | +2%          |
| Have enough rec facilities          | 72%                      | 21%           | 80%                      | 16%           | +8%          |
| Positive rating on rec conditions   | 79%                      | 14%           | 87%                      | 10%           | +8%          |
| Negative rating on rec conditions   | 73%                      | 23%           | 79%                      | 21%           | +6%          |
| Locate at Twp. Offices              | 79%                      | 14%           | 87%                      | 12%           | +8%          |
| Locate somewhere else               | 78%                      | 16%           | 87%                      | 13%           | +9%          |
| Respondent uses VBCT facilities     | 75%                      | 18%           | 79%                      | 18%           | +4%          |
| Multiple uses VBCT facilities       | 89%                      | 6%            | 96%                      | 4%            | +7%          |
| No one uses VBCT facilities         | 71%                      | 22%           | 80%                      | 17%           | +9%          |

(small sample size = \*)



## Telephone Survey Questions and Responses (continued)

### Demographic breakouts of the responses to the 1st and 2nd questions

The following table shows the total percentage that favor and oppose the first question on a recreation center, broken down by demographic factors, followed by the results of the second question that was asked after respondents heard more detailed information about the features that would be included. The third column shows movement from the percentage that favors a recreation center from the first to second question.

|                                     | 1 <sup>ST</sup> QUESTION |               | 2 <sup>ND</sup> QUESTION |               | MOVE TO      |
|-------------------------------------|--------------------------|---------------|--------------------------|---------------|--------------|
|                                     | <u>FAVOR</u>             | <u>OPPOSE</u> | <u>FAVOR</u>             | <u>OPPOSE</u> | <u>FAVOR</u> |
| <b>Build a Community Rec Center</b> |                          |               |                          |               |              |
| <b>District-Wide Results</b>        | <b>76%</b>               | <b>17%</b>    | <b>83%</b>               | <b>15%</b>    | <b>+7%</b>   |
| Geographical area:                  |                          |               |                          |               |              |
| Van Buren Township                  | 75%                      | 18%           | 83%                      | 15%           | +8%          |
| Belleville City                     | 80%                      | 14%           | 86%                      | 12%           | +6%          |
| Positive rating on Twp. services    | 81%                      | 13%           | 85%                      | 13%           | +2%          |
| Negative rating on Twp. services    | 57%                      | 33%           | 78%                      | 22%           | +21%         |
| Positive rating on rec services     | 77%                      | 16%           | 84%                      | 14%           | +7%          |
| Negative rating on rec services     | 77%                      | 18%           | 84%                      | 15%           | +7%          |
| Taxes too high                      | 64%                      | 28%           | 76%                      | 22%           | +12%         |
| Taxes about right                   | 82%                      | 12%           | 67%                      | 30%           | +2%          |
| Need more rec facilities            | 89%                      | 5%            | 91%                      | 9%            | +2%          |
| Have enough rec facilities          | 72%                      | 21%           | 80%                      | 16%           | +8%          |
| Positive rating on rec conditions   | 79%                      | 14%           | 87%                      | 10%           | +8%          |
| Negative rating on rec conditions   | 73%                      | 23%           | 79%                      | 21%           | +6%          |
| Locate at Twp.. Offices             | 79%                      | 14%           | 87%                      | 12%           | +8%          |
| Locate somewhere else               | 78%                      | 16%           | 87%                      | 13%           | +9%          |
| Respondent uses VBCT facilities     | 75%                      | 18%           | 79%                      | 18%           | +4%          |
| Multiple uses VBCT facilities       | 89%                      | 6%            | 96%                      | 4%            | +7%          |
| No one uses VBCT facilities         | 71%                      | 22%           | 80%                      | 17%           | +9%          |
| Respondent uses other facilities    | 83%                      | 11%           | 86%                      | 11%           | +3%          |
| Multiple uses other facilities      | 90%                      | 4%            | 96%                      | 4%            | +6%          |
| No one uses other facilities        | 59%                      | 32%           | 71%                      | 25%           | +12%         |
| Goes to Romulus                     | 86%                      | 8%            | 90%                      | 8%            | +4%          |
| Goes to Canton                      | 85%                      | 7%            | 89%                      | 11%           | +4%          |
| Goes to other places                | 88%                      | 8%            | 96%                      | 4%            | +8%          |

(small sample size = \*)

## Telephone Survey Questions and Responses (continued)

| Build a Community Rec Center   | 1 <sup>ST</sup> QUESTION |               | 2 <sup>ND</sup> QUESTION |               | MOVE TO<br>FAVOR |
|--------------------------------|--------------------------|---------------|--------------------------|---------------|------------------|
|                                | <u>FAVOR</u>             | <u>OPPOSE</u> | <u>FAVOR</u>             | <u>OPPOSE</u> |                  |
| <b>District-Wide Results</b>   | <b>76%</b>               | <b>17%</b>    | <b>83%</b>               | <b>15%</b>    | <b>+7%</b>       |
| VBCT needs a new rec center    | 91%                      | 3%            | 98%                      | 1%            | +7%              |
| Does NOT need new rec center   | 23%                      | 69%           | 31%                      | 65%           | +8%              |
| Favors having a pool           | 95%                      | 4%            | 97%                      | 2%            | +2%              |
| Opposes having a pool          | 63%                      | 28%           | 73%                      | 24%           | +10%             |
| Households with children       | 87%                      | 5%            | 92%                      | 6%            | +5%              |
| Households without children    | 70%                      | 24%           | 79%                      | 19%           | +9%              |
| Lived in area 1-10 years       | 80%                      | 14%           | 88%                      | 12%           | +8%              |
| Lived in area 11-20 years      | 90%                      | 4%            | 94%                      | 1%            | +4%              |
| Lived in area 20 years or more | 66%                      | 26%           | 75%                      | 23%           | +9%              |
| Age 18-34                      | 86%                      | 7%            | 91%                      | 7%            | +5%              |
| Age 35-49                      | 83%                      | 9%            | 86%                      | 12%           | +3%              |
| Age 50-64                      | 74%                      | 19%           | 82%                      | 15%           | +8%              |
| Age 65 and over                | 65%                      | 29%           | 78%                      | 19%           | +13%             |
| HS or less education           | 61%                      | 27%           | 73%                      | 23%           | +12%             |
| Post HS technical education    | 79%                      | 17%           | 88%                      | 11%           | +9%              |
| College education              | 82%                      | 12%           | 86%                      | 13%           | +4%              |
| Incomes under \$25K*           | 63%                      | 25%           | 100%                     | 0%            | +37%             |
| Incomes of \$25K-\$50K*        | 68%                      | 18%           | 78%                      | 18%           | +10%             |
| Incomes of \$50K-\$75K*        | 75%                      | 25%           | 81%                      | 19%           | +6%              |
| Incomes of \$75K-\$100K        | 83%                      | 13%           | 85%                      | 11%           | +2%              |
| Incomes over \$100K            | 84%                      | 10%           | 89%                      | 10%           | +5%              |
| All women                      | 77%                      | 16%           | 84%                      | 12%           | +7%              |
| All men                        | 74%                      | 19%           | 82%                      | 17%           | +8%              |
| Age 18-49                      | 84%                      | 8%            | 88%                      | 10%           | +4%              |
| Age 50 or over                 | 70%                      | 23%           | 80%                      | 17%           | +10%             |

## Telephone Survey Questions and Responses (continued)

| Build a Community Rec Center<br>District-Wide Results | 1 <sup>ST</sup> QUESTION |               | 2 <sup>ND</sup> QUESTION |               | MOVE TO      |
|-------------------------------------------------------|--------------------------|---------------|--------------------------|---------------|--------------|
|                                                       | <u>FAVOR</u>             | <u>OPPOSE</u> | <u>FAVOR</u>             | <u>OPPOSE</u> | <u>FAVOR</u> |
|                                                       | 76%                      | 17%           | 83%                      | 15%           | +7%          |
| Men age 18-49                                         | 81%                      | 10%           | 84%                      | 14%           | +3%          |
| Men age 50 and over                                   | 68%                      | 26%           | 81%                      | 19%           | +13%         |
| Women age 18-49                                       | 88%                      | 6%            | 92%                      | 6%            | +4%          |
| Women age 50 and over                                 | 71%                      | 21%           | 80%                      | 15%           | +9%          |

| Build a Community Rec Center<br>District-Wide Results | 1 <sup>ST</sup> QUESTION |               | 2 <sup>ND</sup> QUESTION |               | MOVE TO      |
|-------------------------------------------------------|--------------------------|---------------|--------------------------|---------------|--------------|
|                                                       | <u>FAVOR</u>             | <u>OPPOSE</u> | <u>FAVOR</u>             | <u>OPPOSE</u> | <u>FAVOR</u> |
|                                                       | 76%                      | 17%           | 83%                      | 15%           | +7%          |
| College educated men                                  | 79%                      | 13%           | 83%                      | 17%           | +4%          |
| Men without college                                   | 69%                      | 23%           | 81%                      | 17%           | +12%         |
| College educated women                                | 85%                      | 11%           | 89%                      | 10%           | +4%          |
| Women without college                                 | 71%                      | 21%           | 79%                      | 15%           | +8%          |
| Age 18-49 without college                             | 80%                      | 11%           | 84%                      | 11%           | +4%          |
| College educated age 18-49                            | 87%                      | 6%            | 90%                      | 10%           | +3%          |
| Age 50 and over without college                       | 66%                      | 27%           | 79%                      | 18%           | +13%         |
| College educated age 50 +                             | 78%                      | 18%           | 82%                      | 16%           | +4%          |

### Other features that could be included if additional funding available

After responding to a second question about support for a new community recreation center, in which an 83% to 15% overwhelming majority said they support the facility, all respondents were then informed that if an additional \$500,000 to \$600,000 in funding were available, two other features, which may be paid for with user fees, could be included. Respondents were asked if they support or oppose each potential feature. The responses were:

| Other possible features that could be included                                                                                                                                | <u>STR<br/>FAV</u> | <u>TOT<br/>SUP</u> | <u>TOT<br/>OPP</u> | <u>STR<br/>OPP</u> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|--------------------|--------------------|--------------------|
| Child-watch services and the necessary space to provide them, so visitors can pay a fee to have their children cared for while they are using the recreation center programs. | 59%                | 83%                | 14%                | 11%                |
| A concession area, which would charge visitors for food, beverages and snacks.                                                                                                | 40%                | 69%                | 14%                | 11%                |



## Telephone Survey Questions and Responses (continued)

### What other facilities, programs or activities should be included that were not mentioned?

All respondents were asked, in an open-ended question, “If a new community recreation center is built, what other facilities, programs or activities should be included that were not mentioned earlier in this survey?”

The responses were:

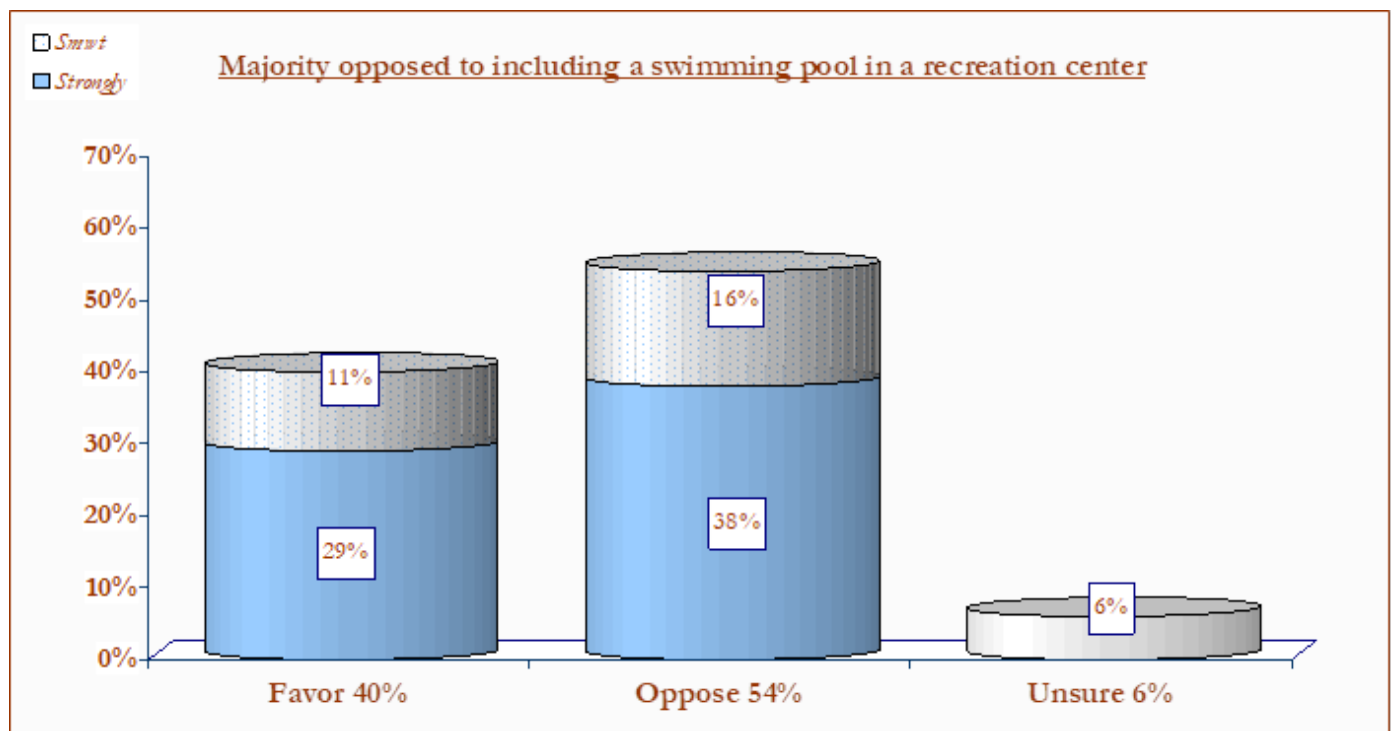
|     |                                              |
|-----|----------------------------------------------|
| 27% | Pool - Swimming                              |
| 15% | None; no others                              |
| 5%  | Kids - Teen - Family Activities              |
| 4%  | Senior Activities                            |
| 3%  | Water Park - Splash Pad - Lazy River         |
| 2%  | Arts - Crafts - Cooking Classes              |
| 2%  | Rock Wall - Climbing Wall                    |
| 2%  | Tutoring - Study Space                       |
| 2%  | Work Out Rooms - Gym - Fitness/Classes       |
| 1%  | Banquet - Party - Meeting Space              |
| 1%  | Bathrooms - Locker Rooms - Showers           |
| 1%  | Computers - Technology                       |
| 1%  | Concerts - Music - Theater - Performing Arts |
| 1%  | Dancing - Dance Classes                      |
| 1%  | Do Not Build - Not Needed                    |
| 1%  | Football                                     |
| 1%  | Game Room                                    |
| 1%  | Handicap Accessible                          |
| 1%  | Hot Tub - Sauna                              |
| 1%  | Skate Park                                   |
| 1%  | Soccer                                       |
| 1%  | Tennis                                       |
| 1%  | Yoga - Pilates                               |
| 5%  | Other (less than 1% each)                    |
| 19% | Undecided/Refused                            |

## Telephone Survey Questions and Responses (continued)

### Many residents would like a swimming pool included, but not if a tax increase is required

All respondents were asked: “If a community recreation center in VBCT were built to include a swimming pool -which could include a recreation pool, spa, therapy pool and lap pool - it would cost an additional \$5.5 million. However, a swimming pool could not be funded from existing revenues. It would require a tax increase of 1 mill to pay for it, which would raise \$850,000 per year to fund the construction of a swimming pool. Knowing this, would you favor or oppose building a swimming pool as part of the plans for a community recreation center?” **[IF FAVOR/OPPOSE, ASK]:** “Would that be strongly or somewhat?”

The responses were:



## Telephone Survey Questions and Responses (continued)

Demographic groups that supported including a swimming pool in a new recreation center by the highest percentages above the township-wide results of 40% included:

|      |                                                                                                                                |
|------|--------------------------------------------------------------------------------------------------------------------------------|
| 58%: | Multiple household members use facilities outside VBCT<br>Uses facilities in Romulus                                           |
| 56%: | Incomes of \$50K-\$75K*<br>Women age 18-49                                                                                     |
| 55%: | Multiple household members use VBCT recreational facilities                                                                    |
| 54%  | Households with children                                                                                                       |
| 53%: | Need more recreational facilities and programs<br>College educated women                                                       |
| 52%: | Needs a new recreation center even with facilities in other communities                                                        |
| 50%  | Favors new recreation center on first question<br>Incomes over \$100K                                                          |
| 49%: | Prefers other site for recreation center<br>Respondent uses facilities outside VBCT<br>Age 18-34<br>College educated age 18-49 |
| 48%: | Taxes about right<br>Negative rating on condition of recreational facilities                                                   |
| 47%  | Favors new recreation center after info<br>Age 50-64                                                                           |
| 46%: | Lived in area 1-10 years<br>Age 18-49                                                                                          |
| 45%: | Age 35-49<br>College educated                                                                                                  |
| 44%: | Belleville City<br>Undecided about taxes*<br>All women                                                                         |
| 43%: | Positive job rating on providing township services                                                                             |

(small sample = \*)



## Telephone Survey Questions and Responses (continued)

Demographic groups that opposed including a swimming pool in a new recreation center by the highest percentages above the township-wide results of 54% included:

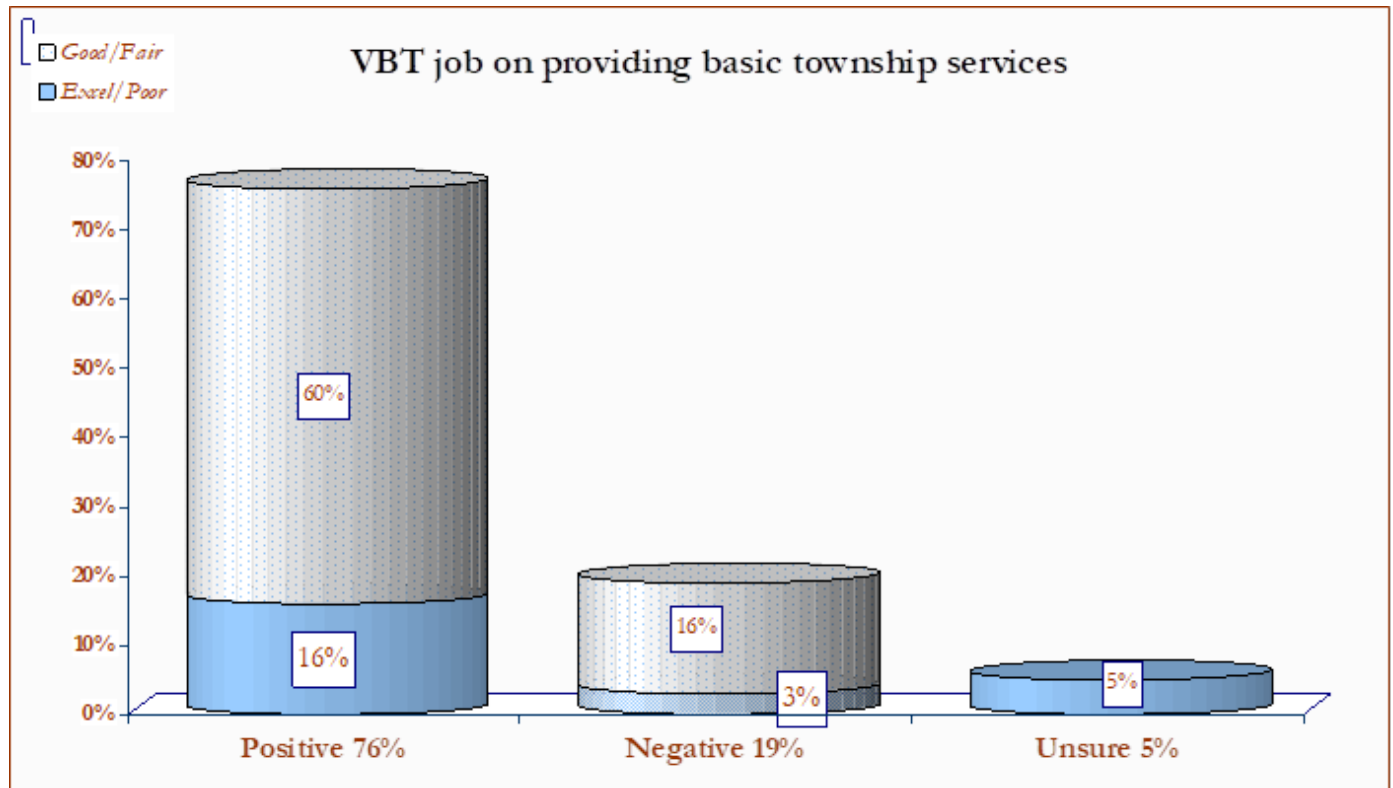
|      |                                                                     |
|------|---------------------------------------------------------------------|
| 94%: | Does not need new recreation center                                 |
| 92%: | Opposed new recreation center after hearing info about features     |
| 88%: | Opposed new recreation center on first question                     |
| 78%: | Incomes of \$25K-\$50K                                              |
| 68%: | Taxes are too high                                                  |
|      | Undecided about amount of recreational facilities and programs      |
|      | Age 65 and over                                                     |
| 67%: | Undecided about new recreation center on first question             |
| 64%: | Undecided about rating for recreational programs and services*      |
|      | HS or less education                                                |
| 63%: | Incomes under \$25K*                                                |
| 62%: | Does not use recreation facilities or programs in VBCT              |
| 61%: | Undecided about where to locate new recreation center               |
|      | Households without children                                         |
|      | Men without a college education                                     |
| 59%: | About the right amount of recreational facilities and programs      |
|      | All men                                                             |
|      | Men age 18-49                                                       |
| 58%  | Lived in area 20 years or more                                      |
|      | Men age 50 and over                                                 |
|      | College educated men                                                |
|      | Age 50 and over without college                                     |
| 57%: | Negative rating on providing township services                      |
|      | Age 50 and over                                                     |
|      | Age 18-49 without college                                           |
| 56%: | Belleville City                                                     |
|      | Negative job rating on providing recreational programs and services |
|      | Uses recreation facilities in Canton                                |
|      | Women age 50 and over                                               |
|      | Women without a college education                                   |
|      | College educated age 50 and over                                    |

(small sample = \*)

## Telephone Survey Questions and Responses (continued)

### Just over 3 out of 4 give VBCT a positive job rating on providing basic township services

A solid 76% to 19% majority of township residents offered a positive rating for the job VBCT does providing basic township services to its residents, including 16% who offered an “excellent” rating and 60% who offered a “pretty good” rating.

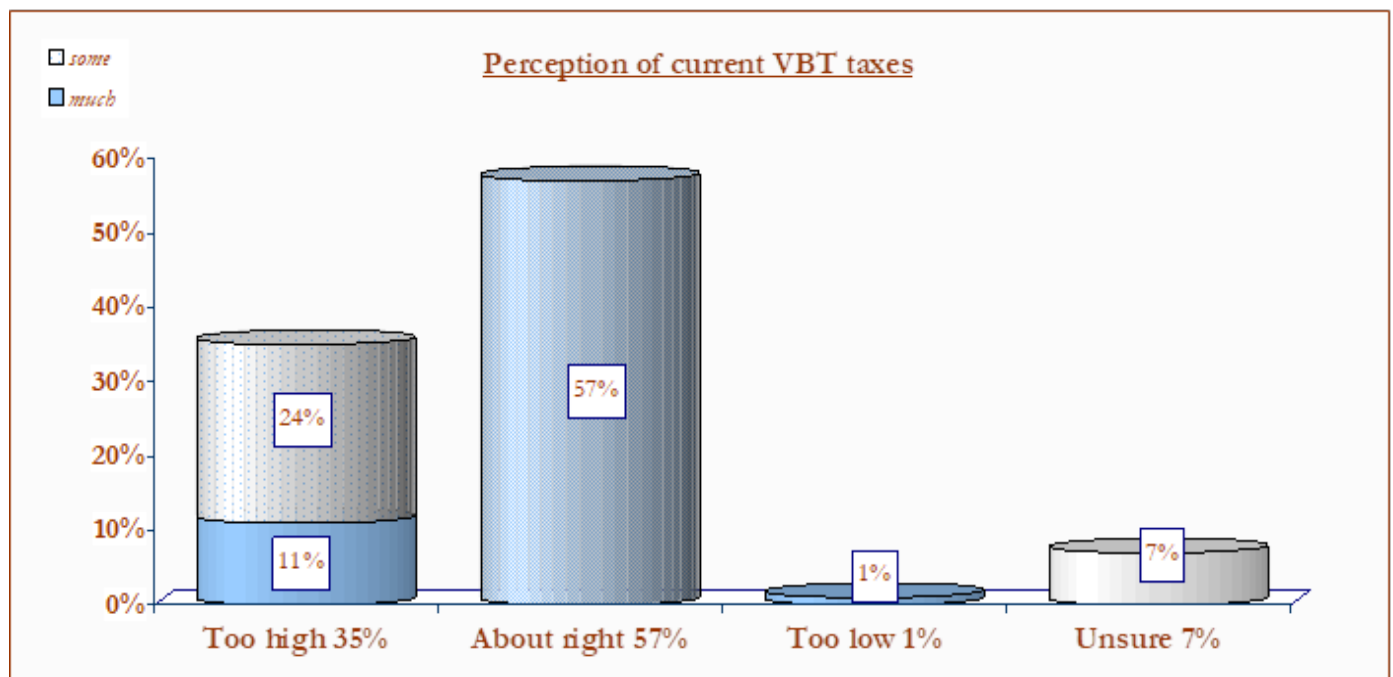


VBCT residents who offered a positive job rating said they favor a new recreation center by an 81% to 13% majority on the first question, and an 85% to 13% majority on the second question following info about features that would be provided. Residents who offered a negative job rating also favored a new recreation center by a 57% to 33% majority, and a 78% to 22% majority on the second question following further information.

## Telephone Survey Questions and Responses (continued)

### Just over 1 out of 3 said VBCT taxes are too high

When asked if the taxes and fees they pay for the services they receive from VBCT are too high, too low, or about right for what they get back in services, 35% said taxes are “too high” (11% much too high), 57% said taxes are “about right,” 1% said “too low,” and 7% were undecided. About 53% said taxes are “about right,” 11% said “too low,” and 9% were undecided.



### EPIC MRA experience on this question in recent, similar surveys

Recent experience shows that the optimal level of concern about taxes being “too high” is in the high teens to the low- to mid-20s as a percentage. When the “too high” concern is at that level, a solid majority of residents are receptive to ballot proposals to raise taxes *if they are supportive of the purpose for the tax increase*.

When the “too high” percentage exceeds 30%, it is significantly more difficult to garner support for a tax increase, and when the level exceeds 40%, voter approval becomes extremely difficult and often impossible to achieve. With 35% saying taxes are “too high,” concern about the level of taxes could likely be a significant barrier to earning voter approval of any tax increase if pursued. Indeed, when respondents were asked if they would favor or oppose a tax increase of 1 mill to provide the needed funding of \$5.5 million to build a swimming pool to be included in the recreation center, a 68% to 27% solid majority of respondents who said taxes are “too high” opposed a pool, with respondents who said taxes are “about right” split on the question with 48% in favor and 47% opposed.



## Telephone Survey Questions and Responses (continued)

Since VBCT only levies 1 mill to fund Township operations, should a pool be pursued, it could be a useful to inform residents that they are paying a low amount of taxes to fund Township activities.

Demographic groups that said VBCT taxes are “too high” by more than the district-wide 35% included:

|      |                                                                      |
|------|----------------------------------------------------------------------|
| 65%: | Negative job rating for providing Township services                  |
| 58%: | Opposed to a new recreation center on the first question             |
| 54%: | Negative job rating for providing recreational programs and services |
| 53%: | Opposed to a new recreation center after hearing info about features |
| 51%: | Men age 50 and over                                                  |
| 49%: | Locate new recreation center at another location                     |
| 48%: | VBCT residents do not need a new recreation center                   |
| 46%: | College educated men                                                 |
| 45%: | All men                                                              |
|      | Men without a college education                                      |
| 44%: | Negative rating for the condition of recreation facilities           |
|      | Opposed to building a pool as part of recreation center              |
| 43%: | Incomes of \$25K-\$50K                                               |
| 42%: | Post HS technical education                                          |
| 40%: | Age 35-49                                                            |
|      | Age 50 and over without college                                      |
| 39%: | Undecided about building a new recreation center*                    |
|      | Respondent/other household member used VBCT rec facilities/programs  |
|      | Age 50-64                                                            |
|      | Incomes of \$75K-\$100K                                              |
| 38%: | No one in household used facilities in another community             |
|      | Lived in area 20 years or more                                       |
|      | Men age 18-49                                                        |

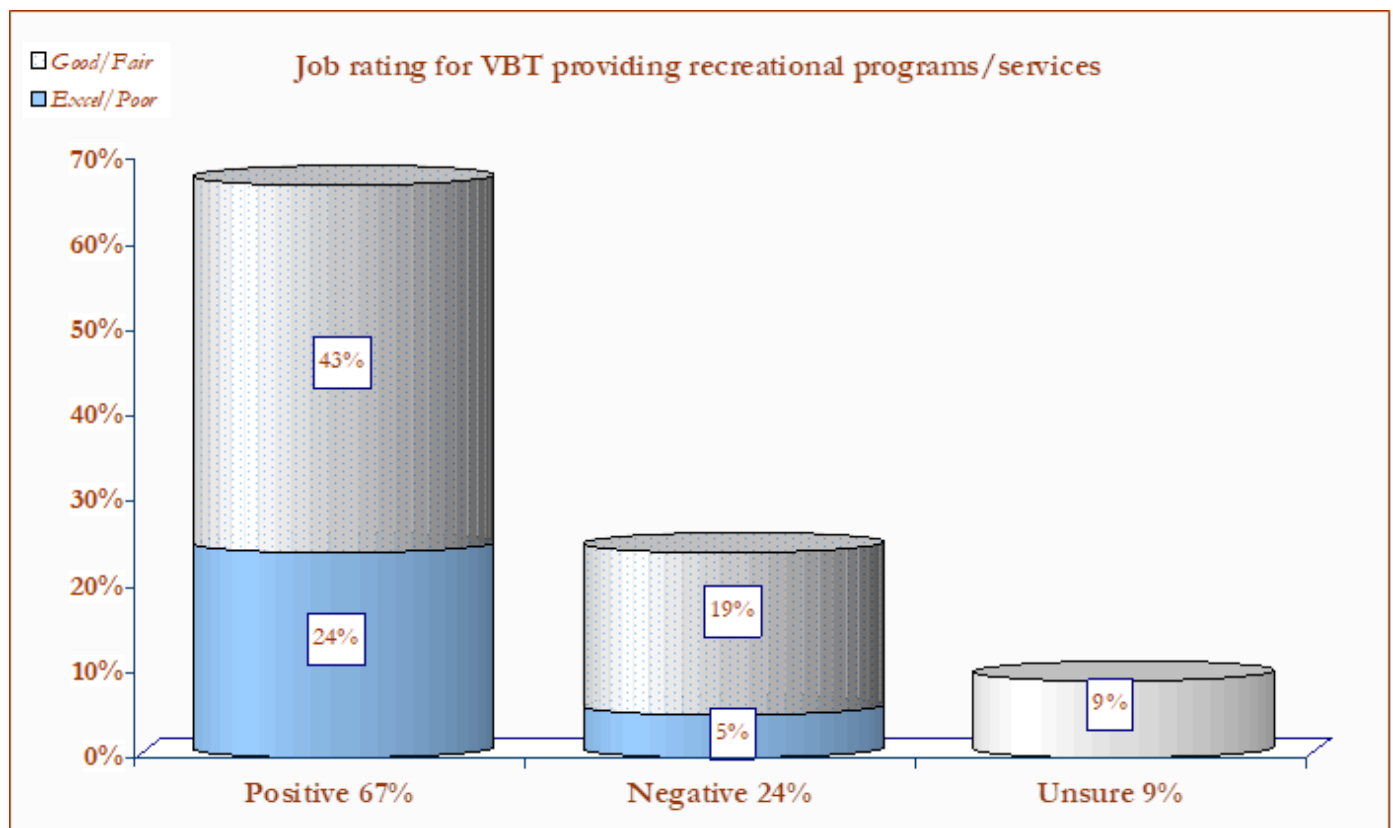
(small sample = \*)

To the extent possible, it may make sense to focus on the demographic groups above that can be targeted and communicated with directly (such as all men, men age 50 and over, all residents age 35-64).

## Telephone Survey Questions and Responses (continued)

### VBCT rating on recreational services 9 points lower than overall job rating

When asked to rate the job done by VBCT in providing a variety of services related to parks, and especially recreational programs and facilities — including sports, educational programs, classes, and social and enrichment activities over the past few years — a 67% to 24% majority offered a positive rating for the Township (24% excellent).



Among survey respondents who offered a positive rating for the job done by VBCT providing recreational programs/services, a 77% to 16% majority favors a new recreation center on the first question, and after hearing info about features included in the proposal, an 84% to 14% majority (up 7 points) said they favored a new recreation center on the second question.

Among respondents who offered a negative rating for the job done by VBCT in providing recreational facilities and programs, a 77% to 18% majority favored a new recreation center on the first question, with an 84% to 15% majority (also up 7 points) saying they favor the plan after hearing more information the about features of the plan.

The lower job rating for recreational programs and facilities is an important indication that Township residents have a need for, and would support, a new recreation center.

## Telephone Survey Questions and Responses (continued)

Demographic groups saying that VBCT does a negative job providing recreational programs and services by more than the district-wide 24% included:

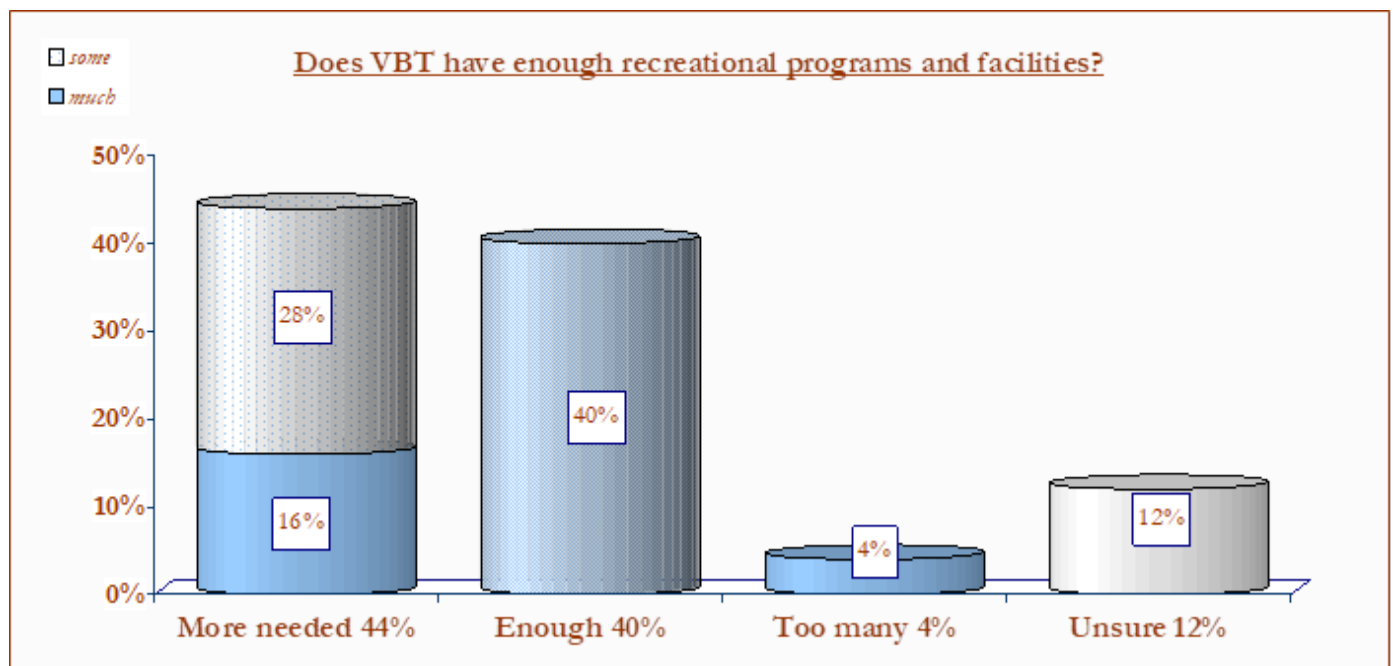
|      |                                                                         |
|------|-------------------------------------------------------------------------|
| 54%: | VBCT needs more recreational facilities/programs/services               |
| 49%: | Negative rating of VBCT providing basic township services               |
|      | Locate new recreation center at some other site in township             |
| 46%: | Negative rating on the condition of recreational facilities             |
| 38%: | Taxes are too high                                                      |
| 33%: | Respondent uses recreational facilities in other community              |
|      | Men age 50 and over                                                     |
|      | College educated men                                                    |
| 30%: | Belleville City                                                         |
|      | Post HS technical education                                             |
|      | All men                                                                 |
|      | Age 18-49 without college                                               |
|      | College educated age 50 and over                                        |
| 29%: | Uses facilities in Romulus                                              |
|      | Households with children                                                |
|      | Incomes over \$100K                                                     |
| 28%: | Uses facilities in other communities                                    |
|      | Lived in area 20 years or more                                          |
|      | Age 50-64                                                               |
|      | Men age 18-49                                                           |
|      | Men without college                                                     |
| 27%: | With facilities in nearby communities, new recreation center not needed |

(small sample = \*)

## Telephone Survey Questions and Responses (continued)

### More than 4 out of 10 said more recreational programs and facilities are needed in VBCT

When all respondents were asked if VBCT has enough recreational programs and facilities to support the current needs of the community, if more are needed, or if too many are offered, 44% said more is needed (16% much more), 40% said there are enough, 4% said there are too many, and 12% were undecided.



Among respondents who said more programs and facilities are needed, an 89% to 5% overwhelming majority favored a new recreation center on the first question, and a 91% to 9% majority favored it on the second question after hearing more information about the features that would be included.

Among respondents who said VBCT has enough programs and facilities, a 72% to 21% majority favored a new recreation center on the first question, and an 80% to 16% majority favored it on the second question after more information.

Among respondents who were undecided about the need for programs and facilities, a 55% to 29% majority favored a new recreation center on the first question, and an 81% to 13% majority of respondents (up 26 points) favored it on the second question.



## Telephone Survey Questions and Responses (continued)

Demographic groups saying by the highest percentages that VBCT needs more programs and facilities by more than the district-wide 44% included:

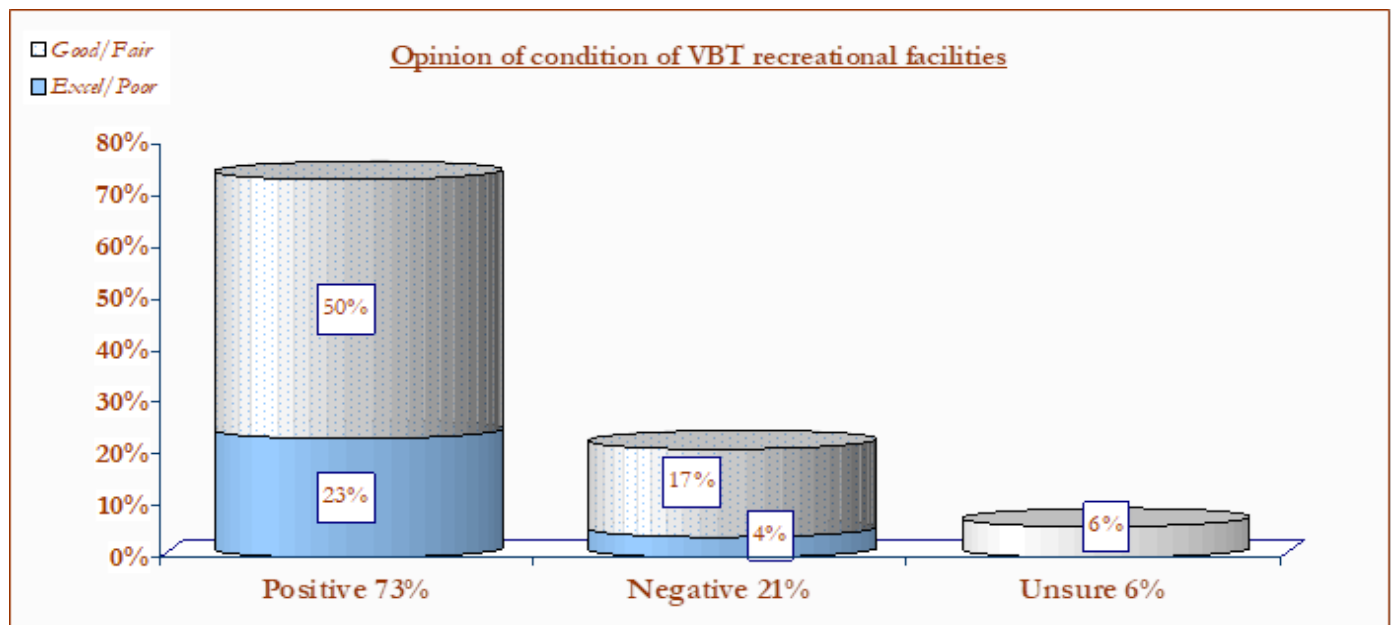
|      |                                                                                                                                              |
|------|----------------------------------------------------------------------------------------------------------------------------------------------|
| 69%: | Negative rating on providing recreational programs and facilities<br>Prefers some other site than the township office site                   |
| 68%: | Women age 18-49                                                                                                                              |
| 63%: | Negative rating on the condition of recreational facilities<br>Uses facilities in Canton*<br>College educated age 18-49                      |
| 61%: | Households with children                                                                                                                     |
| 60%: | Age 35-49                                                                                                                                    |
| 58%: | Multiple household members uses facilities in other communities<br>Uses facilities in Romulus<br>Favors proposal for a swimming pool         |
| 57%: | Age 18-49                                                                                                                                    |
| 56%: | Lived in area 1 to 10 years<br>Incomes over \$100K<br>College educated women                                                                 |
| 53%: | Respondent/other household member uses facilities in other communities<br>Age 18-34<br>College educated                                      |
| 52%: | Favors a new recreation center on first question                                                                                             |
| 51%: | Multiple household members use VBCT recreational programs and facilities                                                                     |
| 50%: | Age 18-49 without college                                                                                                                    |
| 49%: | Negative rating on providing basic township services<br>Recreation center needed even though programs/facilities available nearby            |
| 48%: | Belleville City<br>Favors new recreation center after hearing more info about features<br>All women<br>Men age 18-49<br>College educated men |

(small sample = \*)

## Telephone Survey Questions and Responses (continued)

### Nearly 3 out of 4 gave positive rating for the condition of recreational facilities

A 73% majority offered a positive rating for the condition of the parks, but especially the recreational facilities in VBCT, including 16% who offered an “excellent” rating and 50% who offered a “pretty good” rating. About 21% offered a negative rating and 6% were undecided. Residents believe the facilities available are in good condition, but also believe more are needed, including a new recreation center.



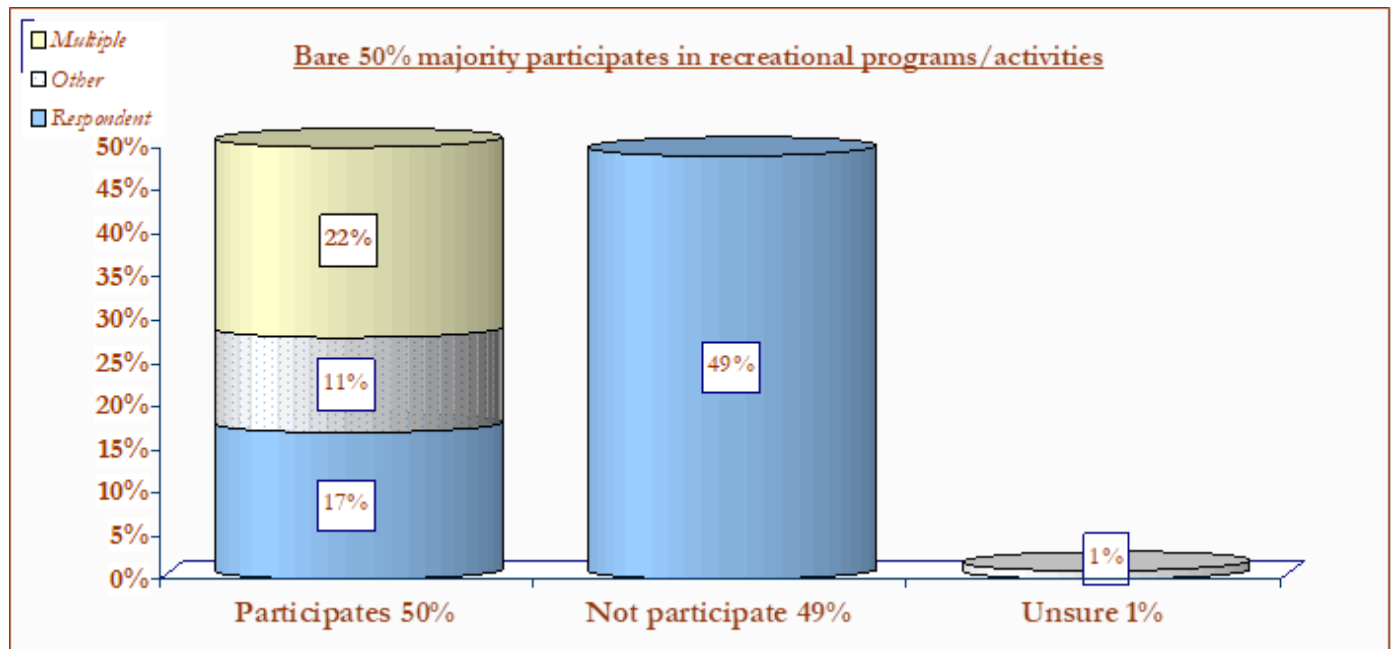
Residents offering a positive rating on the condition of facilities said they favor a new recreation center on the first question by a 79% to 14% majority, increasing by 8 points to an 87% to 10% majority on the second question following information.

Among residents offering a negative rating on the facilities, a 73% to 23% majority favors a new recreation center on the first question, increasing by 6 points to a 79% to 21% majority on the second question after information.

## Telephone Survey Questions and Responses (continued)

### A bare majority uses VBCT recreational programs and activities

A bare 50% majority said that the respondent (17%), other household member (11%), or more than one household member (22%) participate in programs or activities offered by VBCT, with 49% saying no one participates.



Residents who said the respondent and another household member used VBCT recreation programs or activities said they favor a new recreation center on the first question by a 75% to 18% majority, increasing by 4 points to a 79% to 18% majority on the second question following information.

Among residents who said more than one household member used VBCT programs or activities said they favor a new recreation center on the first question by an 89% to 6% majority, increasing by 7 points to a 96% to 4% near unanimous majority on the second question after information.

Among residents who said no one uses VBCT programs or activities said they favor a new recreation center on the first question by a 71% to 22% majority, increasing by 9 points to an 80% to 17% majority on the second question after information.

## Telephone Survey Questions and Responses (continued)

Demographic groups saying that no one in their household uses VBCT recreational programs and facilities by more than the district-wide 49% included:

|      |                                                                                                                          |
|------|--------------------------------------------------------------------------------------------------------------------------|
| 70%: | Incomes of \$25K-\$50K                                                                                                   |
| 69%: | Incomes under \$25K                                                                                                      |
| 65%: | No one uses programs or facilities in other communities                                                                  |
| 64%: | HS or less education                                                                                                     |
| 63%: | Opposes new recreation center on first question<br>Thinks new recreation center not needed with other community programs |
| 61%: | Undecided about location of recreation center (Township office or other)                                                 |
| 60%: | No children in household                                                                                                 |
| 59%: | Lived in area 1 to 10 years                                                                                              |
| 58%: | Belleville City<br>Opposes new recreation center after hearing info about features<br>Men without a college education    |
| 57%: | Opposes including a swimming pool in new recreation center                                                               |
| 56%: | Men age 50 and over                                                                                                      |
| 55%: | Age 50 and over without college                                                                                          |
| 53%: | Age 50-64<br>All men                                                                                                     |

(small sample = \*)

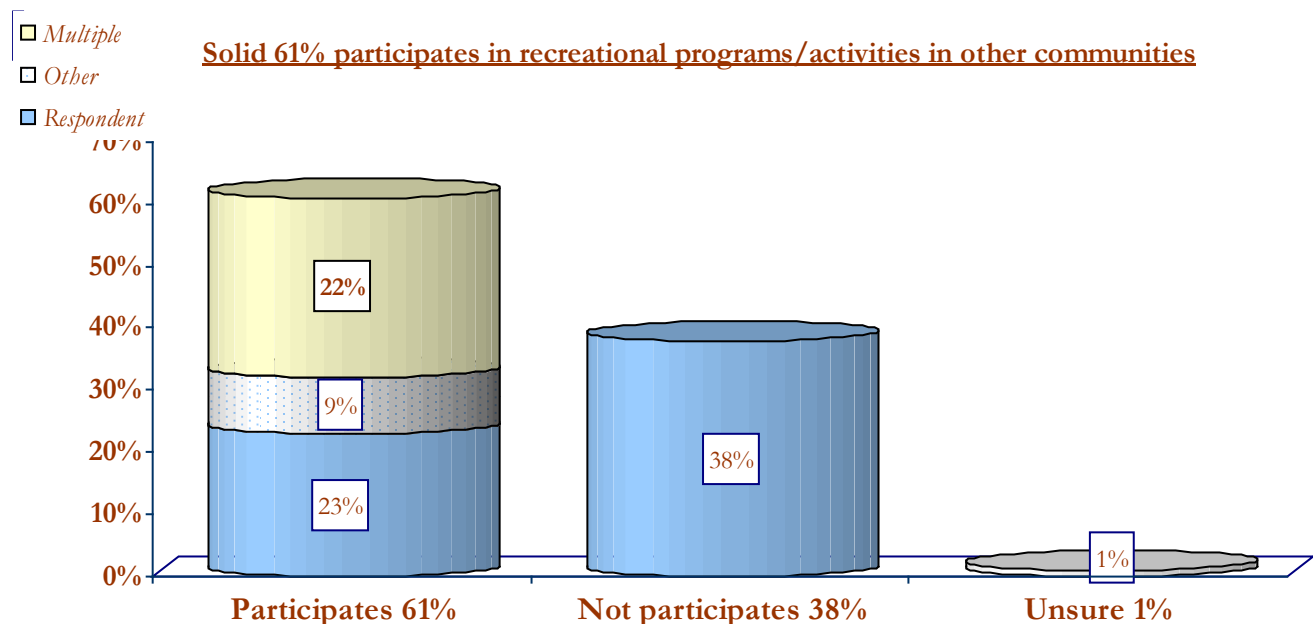
To the extent the groups listed above can be targeted and communicated with (such as all men, residents age 50-64, and City of Belleville residents), these groups can be informed about the existing recreational programs and activities available in the Township, as well as the need for, and benefits, of a new recreation center.



## Telephone Survey Questions and Responses (continued)

### More than 6 out of 10 participates in recreational programs/activities in other communities

A solid 61% majority of VBCT residents said they participate in programs or activities in other communities, including the survey respondent (23%), other household members (9%), or more than one household member (29%). This finding is 11 points higher than the bare 50% of respondents that participate in existing programs or activities provided by the Township, making a strong case for offering more programs or activities.



Residents who said the respondent and another household member use programs and facilities in other communities said they favor a new recreation center on the first question by an 83% to 11% majority, increasing by 3 points to an 86% to 11% majority on the second question following information.

Among residents who said more than one household member uses programs or activities in other communities said they favor a new recreation center on the first question by a 90% to 4% majority, increasing by 6 points to a 96% to 4% majority on the second question after information.

Among residents who said no one uses programs or activities in other communities, they favor a new recreation center on the first question by a 59% to 32% majority, increasing by 12 points to a 71% to 25% majority on the second question after information.

## Telephone Survey Questions and Responses (continued)

Demographic groups saying that they use programs, activities or facilities in other communities by higher percentages than they use the programs, activities or facilities in VBCT, which are above the 11 point difference in the overall results (50% compared to 61%), included:

|      |                                                                                                                                                                                                                    |
|------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 32%: | College educated age 18-49                                                                                                                                                                                         |
| 31%: | Lived in area 1 to 10 years                                                                                                                                                                                        |
| 30%: | Women age 18-49                                                                                                                                                                                                    |
| 29%: | Incomes over \$100K                                                                                                                                                                                                |
| 26%: | Age 18-34                                                                                                                                                                                                          |
| 25%: | Undecided about condition of recreational facilities                                                                                                                                                               |
| 24%: | Favors including a swimming pool in a new recreation center<br>Age 18-49                                                                                                                                           |
| 23%: | Respondents saying more programs and facilities are needed<br>Undecided about whether more programs and facilities are needed*<br>New recreation center should be located at some other township site<br>Age 35-49 |
| 22%: | College educated women                                                                                                                                                                                             |
| 20%: | College educated                                                                                                                                                                                                   |
| 19%: | Households with children<br>Men age 18-49                                                                                                                                                                          |
| 18%: | Negative job rating on providing recreational programs and activities<br>Needs new recreation center even though programs/facilities are nearby                                                                    |
| 17%: | Favors a new recreation center on the first question<br>Incomes of \$25K-\$50K                                                                                                                                     |
| 16%: | Negative job rating on providing basic Township services<br>Taxes about right<br>Lived in area 11 to 20 years                                                                                                      |
| 15%: | College educated men                                                                                                                                                                                               |
| 14%: | Belleville City<br>Age 18-49 without college                                                                                                                                                                       |
| 13%: | Undecided about job rating for recreational programs and activities*<br>HS or less education<br>All men                                                                                                            |
| 12%: | Undecided about level of taxes*<br>New recreation center should be located on Township office site<br>Age 50-64                                                                                                    |

(small sample = \*)

To the extent the groups listed above can be targeted and communicated with (such as all men, residents age 35-49 and 50-64, men age 18-49, and City of Belleville residents), these groups can be informed about the plans for building a new recreational center, which will provide many of the programs and activities that these groups currently visit other communities to use.

## Telephone Survey Questions and Responses (continued)

### What programs/facilities do VBCT residents use in other communities?

Respondents who said one or more household members use facilities or programs in other communities were asked: “What are the one or two types of programs or activities that you or others in your household have traveled to other communities in order to participate in that are not currently available in VBCT?”

The responses were:

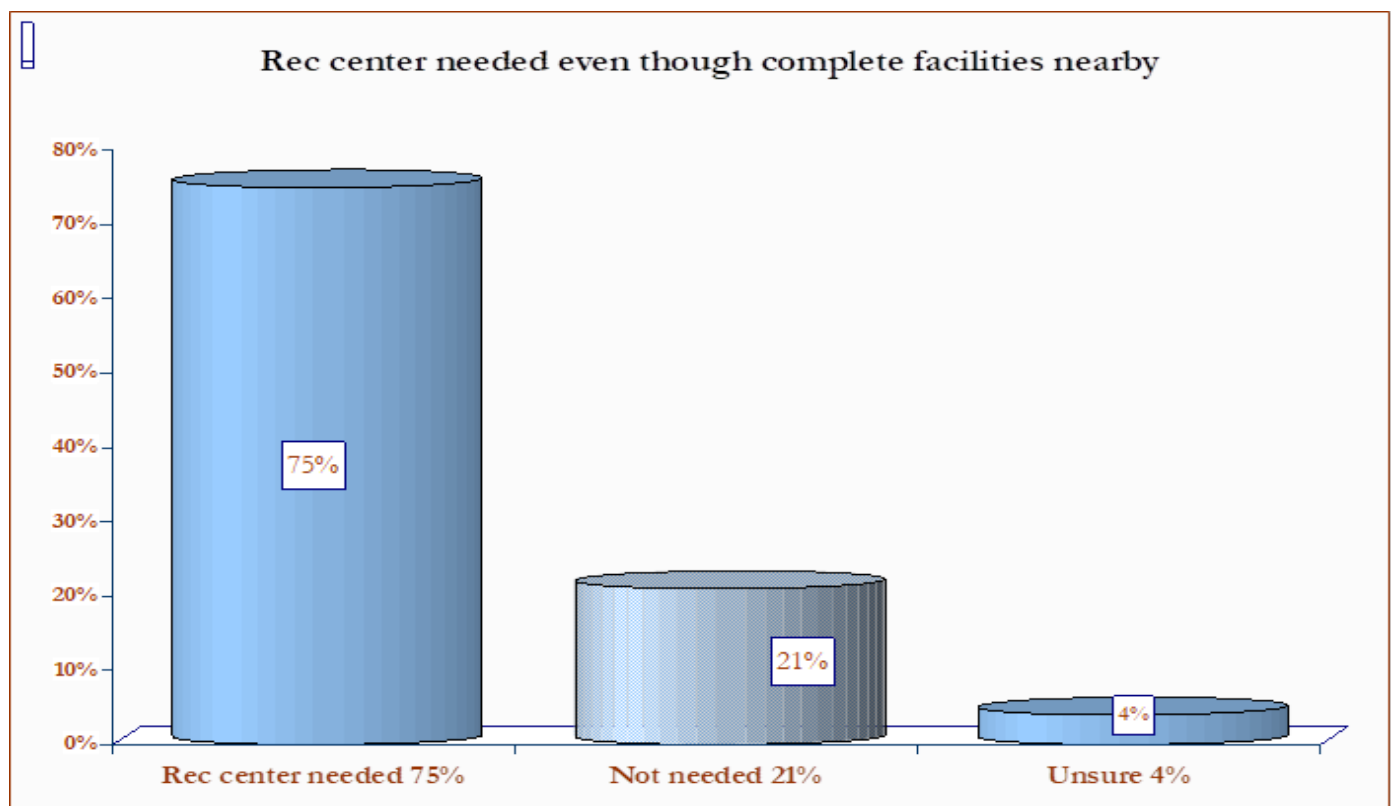
|     |                                                   |
|-----|---------------------------------------------------|
| 38% | Pool – Swimming                                   |
| 21% | Work Out Rooms – Gym – Fitness/Classes            |
| 7%  | Indoor Track                                      |
| 6%  | Water Park – Splash Pad – Lazy River              |
| 4%  | Basketball                                        |
| 3%  | Soccer                                            |
| 2%  | Banquet – Party – Meeting Space                   |
| 2%  | Baseball – Softball                               |
| 2%  | Dancing – Dance Classes                           |
| 2%  | Senior Activities                                 |
| 2%  | Trails – Paths – Hiking                           |
| 2%  | Volleyball                                        |
| 1%  | Concerts – Music – Theater - Performing Arts      |
| 1%  | First Aid – CPR – Babysitting Class/Certification |
| 1%  | Hot Tub – Sauna                                   |
| 1%  | Kids - Teen - Family Activities                   |
| 1%  | Rock Wall – Climbing Wall                         |
| 1%  | Tennis                                            |
| 1%  | Yoga - Pilates                                    |
| 2%  | Other (less than 1% each)                         |
| 1%  | Undecided/Refused                                 |

## Telephone Survey Questions and Responses (continued)

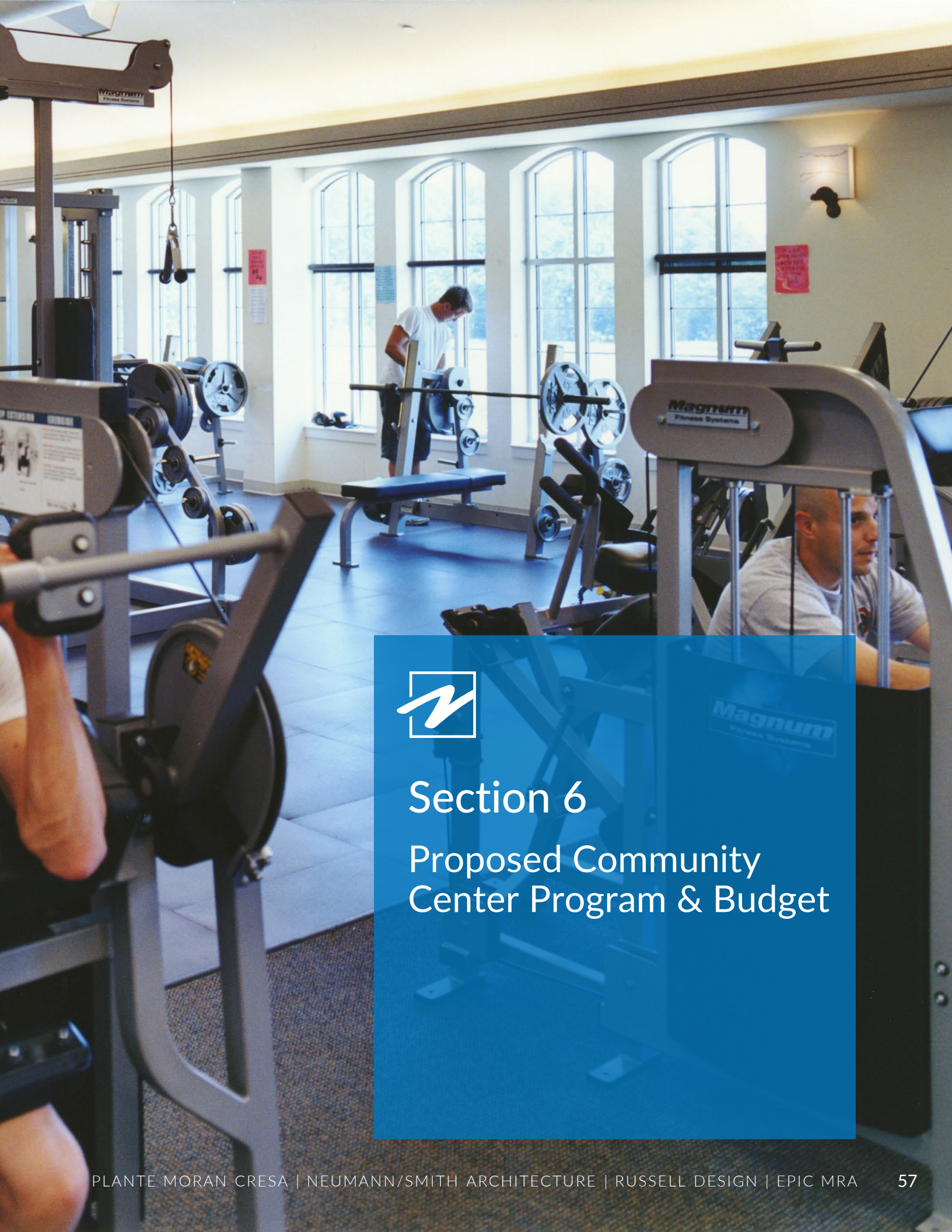
### 3 out of 4 say recreation center needed even though other communities have similar offerings

All respondents were asked: “Some residents of VBCT say that a new Community Recreation Center in the township is not really needed because Canton Township has a recreation center, called Summit on the Park, complete with all the facilities and programs anyone could need, located only 5 miles from the Township offices. In addition, Romulus also has an athletic center, called the Romulus Athletic Center, which is only 7 miles from the Township office. Each of these facilities requires a non-resident yearly fee. Knowing this, do you think a recreation center is not really needed in VBCT, or, do you think a recreation center is needed to serve township residents?”

The responses were::







## Section 6

### Proposed Community Center Program & Budget



## Proposed Community Center Program & Budget

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### Space Program

Below is a general overview of the primary desired program spaces. These are the result of what was learned during the Discovery phase of this study based on review of existing programs, scientific surveys of residents, a workshop associated with the Van Buren Township Master Plan, and interviews with residents, members of the Board of Trustees, department heads, and Parks and Recreation staff.

#### **Gymnasium**

- Sized to accommodate a full high school basketball court (50' x 84'), to allow for 2 smaller basketball courts by dividing the space with a curtain, and flexible to provide for volleyball, pickleball, and other large community events.

#### **Track**

- For walking, jogging, running, suspended within the gymnasium to avoid conflicts with activities occurring on the sport floor.

#### **Fitness Zone**

- An open fitness area including cardiovascular and weight training equipment.

#### **Fitness Studio**

- An enclosed room for aerobics, dance, yoga, martial arts, and other similar activities.

#### **Multi-Purpose Room**

- A flexible room to accommodate additional fitness activities, community meetings, and child watch.

#### **Senior Game Room**

- For billiards, games, and social space.

#### **Multi-Purpose / Party Rooms**

- For community meetings, rental for party celebrations.

#### **Locker / Shower Room**

- Locker rooms and shower facilities (including “family locker room”).

#### **Lounge / Waiting Area**

- Informal sitting area for socializing or waiting.

## Proposed Project Budget

The project budget below was developed using historic cost data for similar building types. Included in the cost numbers are assumptions for site development and improvements, building construction cost, necessary furniture, fixtures, and equipment, and fees associated with surveys, permits, testing, and architectural/engineering services.

Note these are only “estimates of probable cost” based the information available at the programming and conceptual design phase of the project. Many things can impact final costs such as soil conditions, existing building conditions, material selection, etc. Also, the cost estimates are based on 2020 dollars exclusive of future escalation or Covid-19 impacts on material and labor.

| Van Buren Charter Twp. Community Center Conceptual Budget Estimate        |       |                      |                    |
|---------------------------------------------------------------------------|-------|----------------------|--------------------|
| 4/15/2020                                                                 | S.F.  | Cost/S.F.            | Total              |
| <b>Renovated Spaces:</b>                                                  |       |                      |                    |
| Senior Game Room                                                          | 790   | \$100                | \$79,000           |
| Senior Center Offices                                                     | 1,270 | \$125                | \$158,750          |
| Multipurpose/Childwatch                                                   | 760   | \$150                | \$114,000          |
| Multipurpose Room                                                         | 550   | \$150                | \$82,500           |
| Parks and Rec Offices                                                     | 995   | \$125                | \$124,375          |
| Locker Rooms                                                              | 1,450 | \$250                | \$362,500          |
| Fitness Studio                                                            | 1,580 | \$100                | \$158,000          |
| Fitness Storage                                                           | 220   | \$50                 | \$11,000           |
| Vending                                                                   | 110   | \$100                | \$11,000           |
| Fitness Studio                                                            | 2,390 | \$150                | \$358,500          |
| Control Desk/Lobby Lounge/Hallway                                         | 2,500 | \$125                | \$312,500          |
| <b>New Additon:</b>                                                       |       |                      |                    |
| Gymnasium & Track                                                         | 9,200 | \$275                | \$2,530,000        |
| Gymnasium Storage                                                         | 400   | \$200                | \$80,000           |
| Gymnasium Mechancial Room                                                 | 250   | \$200                | \$50,000           |
| Stairs/Elevator                                                           |       |                      | \$250,000          |
| Front Entry (allowance)                                                   |       |                      | \$200,000          |
| Site Costs (estimate)                                                     |       |                      | \$500,000          |
| FFE (allowance)                                                           |       |                      | \$200,000          |
|                                                                           |       |                      | \$5,582,125        |
| Soft Costs - Professional fees, surveys, contingency, testing, etc. (30%) |       |                      | \$1,674,640        |
|                                                                           |       | <b>Project Total</b> | <b>\$7,256,765</b> |





## Section 7

### Proposed Community Center Concepts





# Proposed Community Center Concepts

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## Design Overview

### LOCATION

Results of the survey and stakeholder interviews also showed a preference for community recreation programs to be provided at the Van Buren Township municipal center. Consensus was that this location was appropriate geographically and generally easily accessible to all residents of Van Buren Township. Also, the Parks and Recreation Department is currently located at this location as well as some of the desired programs.

Both a new separate free-standing building and an addition to the existing municipal complex were explored. It was determined that the existing parks and recreation building wing had some value and therefore the final preferred design option was to renovate that part of the building and create an addition to serve additional needs. This was believed to be the most economical solution and with the connection to other municipal departments allowed for synergies and sharing of space and staff.

Changes to the campus site were minimal requiring some reconfiguration of the parking lot and adding more car spaces to meet anticipated increased demand. The placement of the addition had another benefit by terminating the existing municipal building loop drive thereby creating a secured staff and police parking lot.

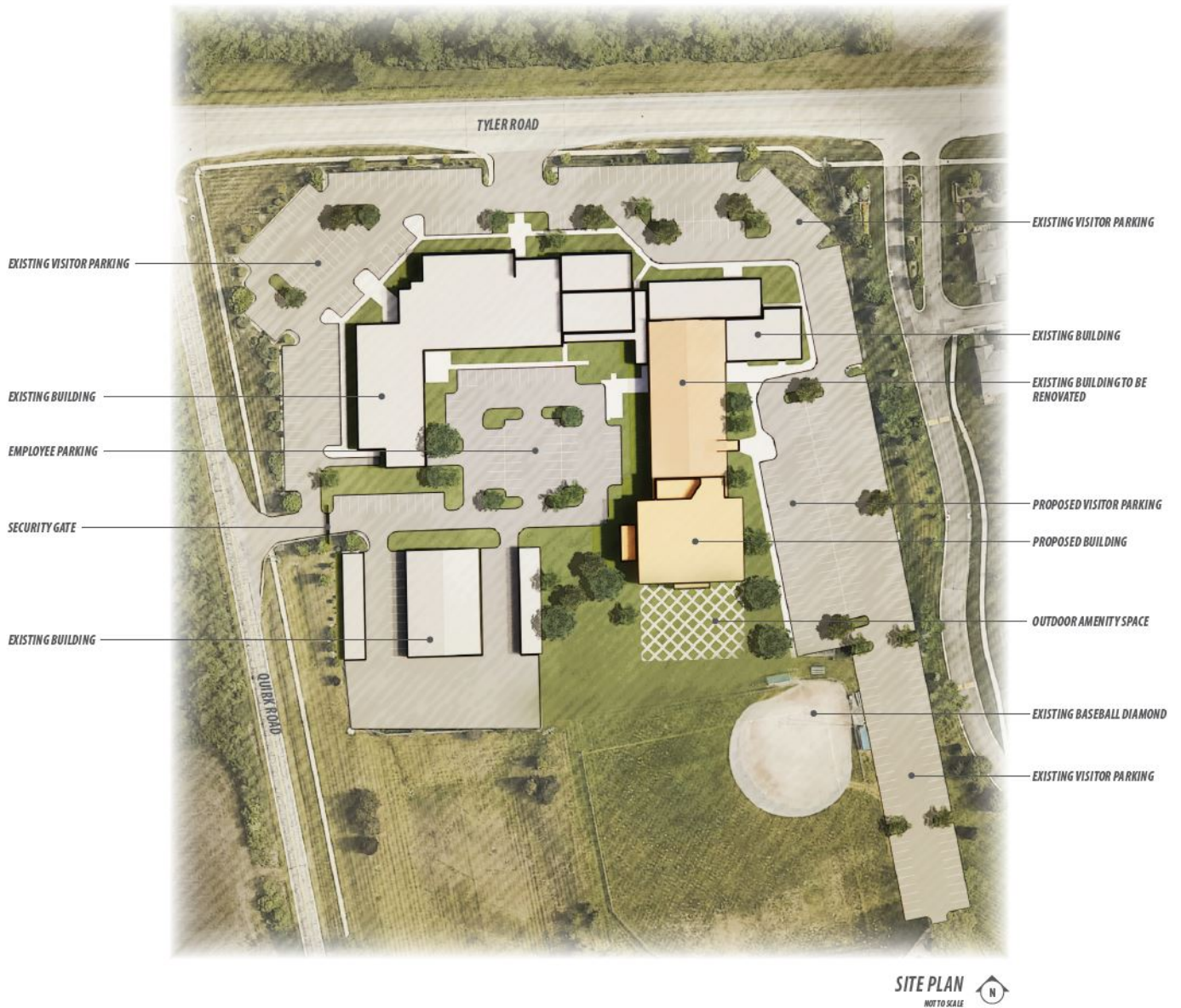
### BUILDING LAYOUT

The building floor plan shows a north-south “main street” corridor flanked by the variety of community and recreation program spaces, connected at the north to the existing east-west municipal building corridor and terminating at the south with a new gymnasium addition. The “quieter” program spaces are placed to the north adjacent to the existing senior center areas and the more active recreation spaces are placed remotely to the south. The main entrance is shifted south further from the senior center and more central to the modified parking lot. Upon entry to the building is placed a greeter desk for access control. Adjacent to this area is a community lounge area with views into the fitness zone and new gymnasium. This area has significant daylight and views to the outdoors. A walk/jog/run track, with views to the outdoors and below to the gym, is placed above the gymnasium floor to avoid conflicts with activities. South of and accessible from the new gymnasium is an outdoor plaza for community events and outdoor recreation activities including night-time movie projection onto the building wall.

### ARCHITECTURE

The conceptual design shows that the new addition would be complimentary to the form and materials of the existing municipal building. Exterior wall materials considered, including the re-skinning of the existing recreation wing, include brick or burnished block. New window openings would be created in the existing wing. A monumental entrance canopy and vestibule defines the main building entrance.

## Concept Design – Site Plan



## Concept Design – Floor Plans



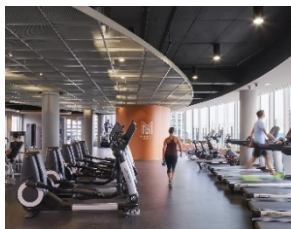
Senior Game Room



Child Watch



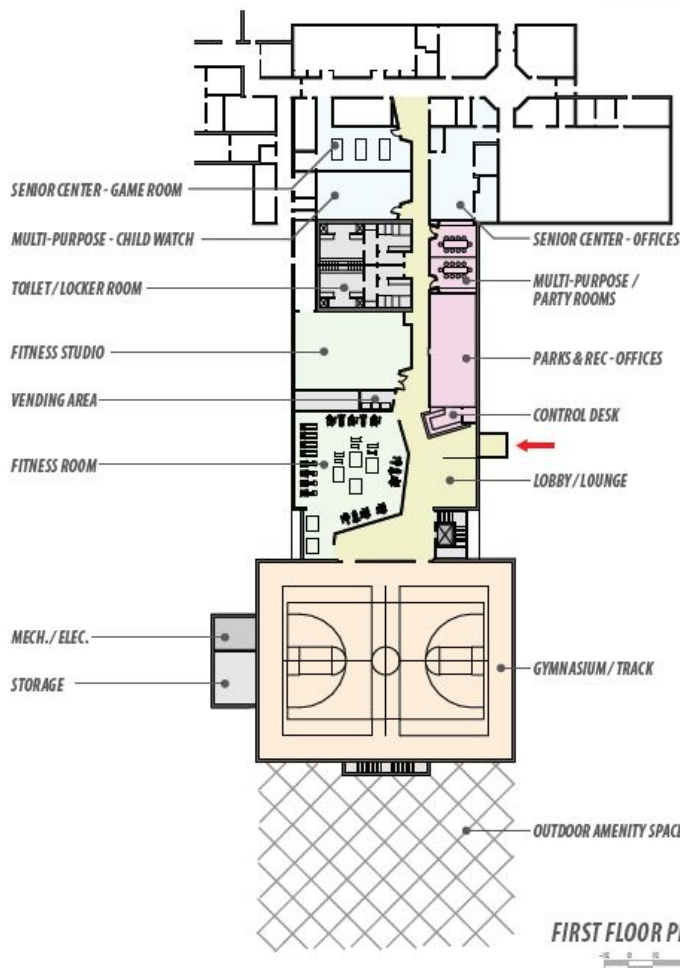
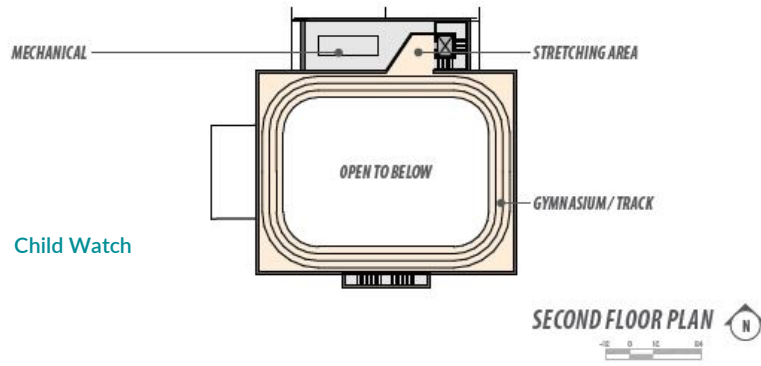
Fitness Studio



Fitness Equipment



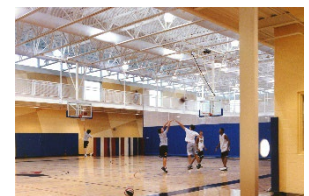
Movie Projection



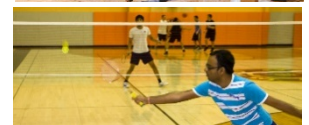
Raised Track



Meeting/Party Rooms



Gymnasium



Plaza



## Concept Design – Exterior



AERIAL VIEW



ELEVATION



## Concept Design – Exterior



VIEW LOOKING SOUTHWEST



VIEW LOOKING NORTHWEST





## Section 8

### Operational Analysis



## Expenses

### Expenditures

Generally, personnel costs make up the single highest expense of the overall operational budget for most multi-purpose community/recreation facilities. For the proposed Community Center, personnel costs are projected to be around 60%. Services generally account for 30%, while supplies and miscellaneous items are allocated around 10% of the total expenditures. The size of the proposed facility lends itself to a higher-than-normal VBCT Community Center budget for services due to the increased utility expenditures and increased staff needs.

#### Personnel Services – Located in the current Parks & Recreation Department

| Current Full & Part Time Staff - Recreation   | Salaries              | Benefits         | Total Cost       |
|-----------------------------------------------|-----------------------|------------------|------------------|
| Parks & Recreation Staff                      | \$239,977             | \$109,000        | \$348,977        |
| Director                                      |                       |                  |                  |
| Deputy Director                               |                       |                  |                  |
| Recreation Wages                              |                       |                  |                  |
| Current Full & Part Time Staff - Parks & Lake | Yearly Pay Allocation | Benefits         | Total Cost       |
| Park & Lake Staff                             | \$101,848             | \$7,791          | \$101,848        |
|                                               |                       |                  |                  |
|                                               |                       |                  |                  |
| <b>Total Full &amp; Part Time:</b>            | <b>\$341,825</b>      | <b>\$116,791</b> | <b>\$450,825</b> |

The total costs listed above include the salaries, wages, and benefits packages for full-time and part-time staff. Full-time staff for the community center include:

- 1 - Parks & Recreation Director (Existing Position)
- 1 - Parks & Recreation Deputy Director (Existing Position)
- 1 - Senior Director (Existing Position)
- 1 - Buildings & Ground Staff (Existing Position)
- 1 - Janitor (Existing Position)

### Expenses (continued)

Part-time staff includes:

- Park Staff
- Senior Staff (Meals on Wheels and Senior Drivers)
- Front Desk Receptionist

The proposed Community Center will require additional staff for its operation due to the additional square footage and program offerings to the VBCT community. Listed below are the recommended new staff positions and associated potential staff costs associated with an expanded Community Center:

3 - Child Watch (New part-time positions)

44 hours/week x 1.5 employees x \$15 = \$990/week x 52 weeks = \$51,480/year \*

1- Program/Facility Coordinator (New position)

28 hours/week x \$20 = \$560/week x 52 weeks = \$29,120/year

1 – Custodial

\$60,000/year

*Staffing cost for child watch will be subsidized from revenues received from patron use fees. Hourly rates do not include benefits due to part-time status.*

#### **Evening and Weekend Coverage**

The staffing plan includes evening and weekend coverage by full-time, benefitted staff during the majority of facility operation hours. Part-time employees would be assigned to reception and child watch responsibilities.

#### **Custodial and Maintenance Coverage**

Routine and daily set up and maintenance responsibilities will be provided by current maintenance staff. Janitorial and deep-cleaning tasks for the expanded facility will be completed by an additional custodian staff member.

#### **Supplies**

For the proposed Community Center, supplies are projected to account for 10% of the operational budget. The budgeted supplies are mostly consistent with expectations for similar types of community/recreation facilities. This category of expenses includes items such as program, operating, office, computer supplies, postage, staff uniforms, tools, equipment parts, books, identification card supplies, resale merchandise, concession supplies, and miscellaneous items. It is anticipated that this figure will increase over time due to inflation.



### Expenses (continued)

#### **Services**

With the uncertainty of utility costs such as natural gas and electricity prices, service expenses can consume as much as 30% of many operation budgets. The estimated utility costs for the high volume of space within the facility accounts for a higher-than-normal percentage of the services budget. For this analysis, utilities are estimated to be \$2 per square foot per year. Depending on the final design of the facility and the incorporation of energy saving equipment, this cost can decrease.

Other typical services include contracted instructional services, marketing and advertising, printing and publishing, travel and training, subscriptions and memberships, telephone, bank charges and administrative fees, miscellaneous service charges (permits, licenses, taxes, fees), building and equipment maintenance (contractual or rental services), other contracted services (custodial services, security and fire systems, elevator, garbage pick-up, etc.), utilities, property and liability insurance, and building maintenance and repair.

Expenditure estimates are based on the type and size of the activity and support spaces in the facility and the anticipated hours of operation. When possible and wherever available, calculations are based on actual best practice or methodology. All other expenses are estimated based on our research and reported experience at similar facilities.

#### **Capital Improvement Allocation**

The Capital Improvement Funds are general funds transferred out after the actualization of the operating budget. A limited capital renovation allocation for building improvements and equipment should be included in order to keep the facility up-to-date and to provide state-of-the-art equipment. It is not anticipated that this allocation will be needed in the first several years of operation, but that the allocation will accumulate over time and be carried forward for future use. For budgetary purposes, future capital improvements should be budgeted at 3% of operating budget and equipment should be budgeted at 1% of operating budget.

# Revenue

### Revenue Forecast

Revenues are forecast based on several existing programs, grants, donations, gift shop revenue, and potential senior bequest funds. The proposed Community Center can generate additional revenue from various programs listed below:

- Exercise class offerings
- Facility room rentals
- Child watch
- Vending or concessions
- Partnership funding
- Daily admissions, punch cards, and passes

Revenue forecasts are based on the space components included in the facility, the demographics of the local service area, the current status of alternative providers in the service area, and a comparison to other facilities with similar components in the surrounding area. Actual figures will vary based on the final design of the facility and the activity spaces included, the market at the time of opening, the designated facility operating philosophy, the aggressiveness of membership fees (if implemented) and use policies adopted, and the type of marketing effort undertaken to attract potential users to the facility. The revenue forecast will require a developed marketing approach by staff in order to meet revenue goals.

### Cost Recovery

The cost recovery goal for the Community Center is estimated to be between at 90-95%, which will serve as the basis for facility operations planning. This cost recovery target will change depending on funding received from general fund, grants, millages, rentals and business partnerships.

A continual goal should always be to sustain cost recovery through a focused staff effort, as well as high-quality facility management, customer service, and marketing. With an inevitable increase in operations costs, VBCT should be aware of the financial commitment to build and operate a community center addition.

### Taxes

Taxes are not included for or reflected in potential membership fees, rentals, vending, etc., on either the revenue or expense side.

### Revenue (continued)

#### Potential User Fees

Most community centers that operate on a break-even cost-neutral model have a population of more than 50,000 individuals and are between 70,000-80,000 square feet. The population within the primary service area falls short of the 50,000 number while the secondary service area significantly exceeds this figure.

The proposed potential user fee structure reflects preliminary figures that correspond to the operational budget and cost recovery philosophy. These can be revised based on the Township's needs and changes to the service levels. Daily access cards and pass fees include admission for drop-in use to the facility for gymnasium, cardio/fitness, stretching and weight use, and senior activity area. Separate fees could be charged for access to programs such as aerobics classes, general instruction, specialized fitness (e.g., weight training, personal training, yoga, Pilates, etc.), and batting cages (if provided).

If a fee schedule is developed for the facility, it could also include other fee options such as a six-month, three-month, or seasonal passes; memberships with initiation fees; matinee and/or peak pricing (particularly for rentals); as well as other options.

#### Long-Term Operating Budget

Building a sustainable budget means that revenues and expenses will keep pace over time. The proposed operating budget for the proposed Recreation Center has been developed with sustainable revenue-generating components. It is anticipated that expenditures for personnel, supplies, and services will increase 3-4% per year. In order to keep pace with rising expenditures and not lose ground, fees for admissions, programs, rentals, and other services will need to be increased incrementally per year at a rate greater than the expenditures.

#### Achieving Desired Results

It is, of course, desirable to achieve the projected results presented in the operational pro forma. Additionally, it is important that the operations of the new facility not create a funding burden on VBCT and that the cost-recovery structure and associated goals be developed to ensure that programs will contribute to the financial success of the facility.

### Revenue (continued)

The current senior center is funded with grants received through Wayne County and the Senior Alliance. There are approximately 1,600 to 1,800 members, and 85% of these members are residents of the VBCT community. Residents pay a nominal \$20 per year and non-residents pay \$25 per year, which generate a total of \$35,000 yearly membership revenue.

The gift shop, which is run by community volunteers, has a monthly “shelf rental” program for goods and generates approximately \$3,000 per year.

Depending on the business model that VBCT chooses, memberships and admissions generally account for 65% or more of all revenue generation in a multi-generational community center of this type with the hope to recover 100% of operational revenues. Due to the operational impact of memberships on sustainability, membership structure can be vital to help supplement costs. Based on the pro forma, it can be assumed that the membership fee is covering potential short falls with general fund and other revenue sources. This requires the building to be programmed at approximately 90-95% to achieve the cost recovery goal desired. This limits the amount of open non-programmed activity to the walking track, fitness center, and gymnasium free time.

Many public facilities utilize a multi-tiered pass structure that provides access to specific areas depending on program offerings. This access dilution effectively deteriorates the revenue generating capabilities of the operation because one feature typically outdraws and outperforms the other. It is recommended to only provide space-specific passes to achieve product differentiation when a significant market threat is posed by a like-service provider.

The potential fee schedule below was developed as a criterial for estimating revenues to help support operations for a like-sized facility with similar offerings. The monthly rate listed is the potential cost of an annual pass divided by 12 equal payments. It should be noted that the convenience of monthly bank draft withdrawals for residents would encourage more annual pass sales. Bank withdraw services require additional bank fees and staff time spent on handling fees for bank draft customers. A portion of the potential fees below would be directed to a capital reserve account for future capital equipment replacement.

| Potential Van Buren Community Center Membership Fees                 |          |           |
|----------------------------------------------------------------------|----------|-----------|
| Membership Type                                                      | Resident | Per Month |
| Individual                                                           | \$190    | \$15.83   |
| Senior                                                               | \$145    | \$12.08   |
| Student                                                              | \$160    | \$13.33   |
| Couples                                                              | \$360    | \$30.00   |
| Family                                                               | \$400    | \$33.33   |
| Child Watch                                                          | \$5.00   |           |
| Note: Membership fees are based upon a non-aquatic program facility. |          |           |



## Projected Community Center Budget

Provided below is a projected Community Center budget based on historical data provided, current and potential staffing costs, added Community Center amenities, and potential revenue. The budget numbers provided are projected through 2023, assuming existing grants and other funding sources for operations are maintained. As the building ages, capital funds devoted towards the Community Center should increase to accommodate inflation, employment/staffing costs, and equipment replacement.

| Projected Community Center Budget    |                  |                  |                   |                   |                    |                    |                                                                                  |
|--------------------------------------|------------------|------------------|-------------------|-------------------|--------------------|--------------------|----------------------------------------------------------------------------------|
| Expenses - Recreation                | 2020 Budget      | Additional       | 2020 Total Budget | 2021 Budget       | 2022 Budget        | 2023 Budget        | Notes                                                                            |
| Staff Costs                          | \$348,977        | \$140,600        | \$348,977         | \$362,936         | \$503,536          | \$523,678          | Child watch \$51,480, Programing \$29,120, Custodial \$60,000                    |
| Operational Supplies                 | \$3,000          | \$10,000         | \$3,000           | \$3,120           | \$13,245           | \$13,775           | \$0.49/s.f., concessions and additional supplies for addition                    |
| Contracted Services                  | \$0              | \$13,500         | \$0               | \$0               | \$13,500           | \$14,040           | \$1.37/s.f. addition                                                             |
| Building Maintenance/Equipment       | \$0              | \$13,500         | \$0               | \$0               | \$13,500           | \$14,040           | \$1.37/s.f. addition                                                             |
| Program & Training & Education       | \$97,500         | \$10,000         | \$97,500          | \$101,400         | \$115,456          | \$120,074          |                                                                                  |
| Telephone & Data                     | \$0              | \$6,000          | \$0               | \$0               | \$6,000            | \$6,240            | \$0.33/s.f.                                                                      |
| Utilities                            | \$2,500          | \$12,400         | \$2,500           | \$2,600           | \$15,104           | \$15,708           | \$0.20/s.f. current, \$1.25/s.f. Due to increased conditioned space needs        |
| Printing & Publishing                | \$19,400         | \$1,500          | \$19,400          | \$20,176          | \$22,483           | \$23,382           | 4% increase per year                                                             |
| Other/Misc.                          | \$2,750          | \$1,000          | \$2,750           | \$2,860           | \$3,974            | \$4,133            | 4% increase per year                                                             |
| Capital Improvements/Equipment       | \$6,000          | \$15,000         | \$6,000           | \$6,240           | \$6,490            | \$21,490           |                                                                                  |
| Instructors - Classes                | \$0              | \$45,000         | \$0               | \$0               | \$45,000           | \$46,800           | 4% increase per year                                                             |
| <b>Expenses - Parks &amp; Lake</b>   | \$325,189        | \$0              | \$325,189         | \$338,197         | \$351,724          | \$365,793          | 4% increase per year                                                             |
| <b>Total Expenses:</b>               | <b>\$805,316</b> | <b>\$268,500</b> | <b>\$805,316</b>  | <b>\$837,529</b>  | <b>\$1,110,012</b> | <b>\$1,169,153</b> |                                                                                  |
| Revenues                             | 2020 Budget      | Additional       | 2020 Total Budget | 2021 Budget       | 2022 Budget        | 2022 Budget        | Notes                                                                            |
| Waste Management Grant               | \$10,000         | \$0              | \$10,000          | \$10,000          | \$10,000           | \$10,000           |                                                                                  |
| SMART Wayne County                   | \$20,000         | \$0              | \$20,000          | \$20,000          | \$20,000           | \$20,000           |                                                                                  |
| Summer Camp                          | \$36,000         | \$0              | \$36,000          | \$36,000          | \$37,440           | \$38,938           | 4% increase per year                                                             |
| Pavilion/Park Entry                  | \$40,000         | \$0              | \$40,000          | \$40,000          | \$41,600           | \$43,264           | 4% increase per year                                                             |
| Recreation                           | \$50,000         | \$0              | \$50,000          | \$50,000          | \$52,000           | \$54,080           | 4% increase per year                                                             |
| Wayne County Millage                 | \$150,000        | \$0              | \$150,000         | \$0               | \$0                | \$0                | Voter dependent                                                                  |
| MDNR                                 | \$400,000        | \$0              | \$400,000         | \$0               | \$0                | \$0                |                                                                                  |
| <b>New Community Center Revenue:</b> |                  |                  |                   |                   |                    |                    |                                                                                  |
| Potential Membership Revenue         | \$0              | \$60,000         | \$0               | \$0               | \$60,000           | \$62,400           | Estimated 4,000 members x \$150/yr. avg                                          |
| Fitness Program Revenue              | \$0              | \$50,000         | \$0               | \$0               | \$50,000           | \$52,000           | Pay per class revenue estimate, 4% increase/yr.                                  |
| Child Watch                          | \$0              | \$20,800         | \$0               | \$0               | \$20,800           | \$21,632           | Based on 2 children watched per hour of operation (40 hrs./wk.), 4% increase/yr. |
| Room Rental                          | \$0              | \$7,800          | \$0               | \$0               | \$7,800            | \$8,112            | Based on \$65/hour room rental x 10 hrs./month, 4% increase/yr.                  |
| Birthday Parties                     | \$0              | \$14,400         | \$0               | \$0               | \$14,400           | \$14,976           | Based on \$200/party x 6 parties/month (average), 4% increase/yr.                |
| Vending/Concessions                  | \$0              | \$15,000         | \$0               | \$0               | \$15,000           | \$15,600           | Estimate net revenue, 4% increase/yr.                                            |
| <b>Total Revenue:</b>                | <b>\$706,000</b> | <b>\$168,000</b> | <b>\$706,000</b>  | <b>\$156,000</b>  | <b>\$329,040</b>   | <b>\$341,002</b>   |                                                                                  |
| <b>Revenue Minus Expenses</b>        |                  |                  | <b>-\$99,316</b>  | <b>-\$681,529</b> | <b>-\$780,972</b>  | <b>-\$828,152</b>  |                                                                                  |





# Appendix 1

## EPIC MRA Telephone Survey Questionnaire





# EPIC MRA Telephone Survey Questionnaire

**EPIC-MRA – Van Buren Charter Township Recreational Survey**  
**[FREQUENCY REPORT OF SURVEY RESPONSES – 250 SAMPLE – ERROR ±6.2%]**  
**Polling Dates: November 9<sup>th</sup>, 2019 through November 12<sup>th</sup>, 2019**  
***(35% completed via cell phones)***

**SAMPLE: 1=Cell/2=Land**

**DATE:** \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

**PHONE:** \_\_\_\_\_

**JURIS:** \_\_\_\_\_ **INTERVIEWER:** \_\_\_\_\_

Hello, this is **(Name)** from **EPIC-MRA**, a Lansing based survey research firm. We're conducting a survey among residents in your area about important local issues. We are not trying to sell anything, you will not be asked for a donation and you will not be called again because you participated in a survey. This is strictly research and I'd like to take about 10 minutes to include the opinions of your household.

We need to have a balance of men and women in this survey, and we also need to have young residents represented. May I please speak to the youngest **[MALE/FEMALE, depending on quota specified on list]** adult resident, age 18 or older, who is at home now?

**IF YES: REPEAT INTRODUCTION FOR NEW RESPONDENT AND CONTINUE**

**IF NO, ASK:** "Is there any other **[MALE/FEMALE, as specified]**, 18 years or older, who is at home right now?" **IF NOT, TERMINATE INTERVIEW**

**\_\_01. In what city, village or township do you reside and pay taxes? [DO NOT READ]**

|     |                                                                                                                                                                                                                      |                            |
|-----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|
| 80% | Van Buren Charter Township -----                                                                                                                                                                                     | <b>CONTINUE INTERVIEW</b>  |
| 20% | City of Belleville -----                                                                                                                                                                                             | <b>CONTINUE INTERVIEW</b>  |
| --- | Some other city, village or township -----                                                                                                                                                                           | <b>TERMINATE INTERVIEW</b> |
| --- | Undecided/Refused <b>[ASK: "Do you live in the Van Buren Township, or, in the City of Belleville?" - IF YES, CODE '1' OR '2' &amp; CONTINUE -- IF STILL UNDECIDED OR OTHER COMMUNITY NAMED –THANK AND TERMINATE]</b> |                            |

**\_\_02. Over the past few years, how would you rate the job that Van Buren Township has done providing basic township services to its residents? Would you give Van Buren Township a positive rating of excellent or pretty good, or a negative rating of just fair or poor?**

|     |                       |
|-----|-----------------------|
| 16% | Excellent             |
| 60% | Pretty good           |
| 76% | <b>TOTAL POSITIVE</b> |
| 19% | <b>TOTAL NEGATIVE</b> |
| 16% | Just fair             |
| 3%  | Poor                  |
| 5%  | Undecided/Refused     |

\_\_03. Thinking about the quality of the township services you receive from Van Buren Township in return for the taxes and fees you pay to fund them, do you think the taxes you pay are too high, too low, or about right for what you get back in services? **[IF TOO HIGH, ASK: “Would that be much or somewhat too high?” AND CODE BEST RESPONSE]**

|            |                       |
|------------|-----------------------|
| 11%        | Much too high         |
| 24%        | Somewhat too high     |
| <b>35%</b> | <b>TOTAL TOO HIGH</b> |
| 57%        | About right           |
| 1%         | Too low               |
| 7%         | Undecided/Refused     |

\_\_04. Thinking specifically about the job Van Buren Township has done providing a variety of services related to parks, and especially recreational programs and facilities - including sports, educational programs, classes, and social and enrichment activities – over the past few years, how would you rate the job the Township has done providing such services to its residents? Would you give Van Buren Township a positive rating of excellent or pretty good, or a negative rating of just fair or poor?

|            |                       |
|------------|-----------------------|
| 24%        | Excellent             |
| 43%        | Pretty good           |
| <b>67%</b> | <b>TOTAL POSITIVE</b> |
| <b>24%</b> | <b>TOTAL NEGATIVE</b> |
| 19%        | Just fair             |
| 5%         | Poor                  |
| 9%         | Undecided/Refused     |

\_\_05. Do you believe that Van Buren Township has enough recreational programs and facilities to support the current needs of the community, are more needed, or, do you think there are too many offered now? **[IF MORE NEEDED, ASK: “Would that be much more, or somewhat more?” AND CODE BEST RESPONSE]**

|            |                          |
|------------|--------------------------|
| 16%        | Much more needed         |
| 28%        | Somewhat more needed     |
| <b>44%</b> | <b>TOTAL MORE NEEDED</b> |
| 40%        | Enough                   |
| 4%         | Too many                 |
| 12%        | Undecided/Refused        |



\_\_06. Overall, how would you rate the condition of the parks, but especially the recreational facilities in Van Buren Township? Would you give them a positive rating of excellent or pretty good, or a negative rating of just fair or poor?

|            |                       |
|------------|-----------------------|
| 23%        | Excellent             |
| 50%        | Pretty good           |
| <b>73%</b> | <b>TOTAL POSITIVE</b> |
| <b>21%</b> | <b>TOTAL NEGATIVE</b> |
| 17%        | Just fair             |
| 4%         | Poor                  |
| 6%         | Undecided/Refused     |

\_\_07. Although there is currently a small recreation center that offers some recreational and enrichment programs, with other programs offered at the senior center, Van Buren Charter Township is considering building a new community recreation center in the township, likely located at the Township office site. If a new township community recreation center is built, it would be funded from existing revenue that would become available over the next couple of years as existing township bonded debt is paid off. The kind of community recreation center envisioned would likely cost between \$6 million to \$7 million to build, depending on what features were included in the facility. If the cost exceeds that, other financial options, such as user fees, may be needed. **However, it would not require a tax increase.** Based on what you may know or have heard or read about the plans discussed for a community recreation center, do you favor or oppose building such a facility? [IF FAVOR/OPPOSE, ASK: “Would that be strongly or somewhat?” AND CODE BEST RESPONSE]

|            |                     |                  |
|------------|---------------------|------------------|
| 50%        | Strongly favor      | <b>GO TO Q.9</b> |
| 26%        | Somewhat favor      | <b>GO TO Q.9</b> |
| <b>76%</b> | <b>TOTAL FAVOR</b>  |                  |
| <b>17%</b> | <b>TOTAL OPPOSE</b> |                  |
| 6%         | Somewhat oppose     |                  |
| 11%        | Strongly oppose     |                  |
| 7%         | Undecided/Refused   | <b>GO TO Q.9</b> |

\_\_08. What is the main reason why you **OPPOSE** building a new community recreation center?  
**[WRITE COMMENT AS STATED]**

**N=43**

- 21% Existing Senior Center-Recreation Center is Fine as Is
- 14% Not Needed
- 14% Other Priorities are More Important (Roads Mentioned)
- 12% Would Not Use Personally – Would Go Unused
- 9% Believe it Will Raise Taxes
- 7% Distrust the Township Administration – Wasteful Spending Practices
- 5% Want a Tax Refund Instead
- 2% Location
- 2% Similar Facilities/Offerings Available in Canton
- 2% Similar Facilities/Offerings Available in General
- 2% Similar Facilities/Offerings Available in Romulus
- 2% Too Much Money – Costly
- Other (*less than 1% each*)
- 8% Undecided/Refused

\_\_09. If a new recreation center is built, do you think it should be located on the Township office site, where there are existing utilities, parking, athletic fields, and staff operations, or, do you think it should be located at some other site in the township?

- |     |                                                             |                            |
|-----|-------------------------------------------------------------|----------------------------|
| 66% | It should be located at the existing Township office site   | <b>GO TO INTRO TO Q.11</b> |
| 18% | It should be located at some other site in the Township     |                            |
| 3%  | It should not be built ( <i>volunteered – do NOT read</i> ) | <b>GO TO INTRO TO Q.11</b> |
| 13% | Undecided/Refused                                           | <b>GO TO INTRO TO Q.11</b> |

\_\_10. Where do you think a Community Recreation Center should be located? **[WRITE COMMENT AS STATED]**

**N=45**

|     |                                    |
|-----|------------------------------------|
| 9%  | Belleville                         |
| 9%  | Downtown – Centrally Located       |
| 9%  | Tyler Road                         |
| 7%  | On an Existing Open Site           |
| 5%  | North End                          |
| 5%  | Sumpter Area                       |
| 5%  | Van Buren Park                     |
| 2%  | Elwell Elementary Building         |
| 2%  | K-Mart Location                    |
| 2%  | Near Romulus                       |
| 2%  | Near the Water Tower – Quirk       |
| 2%  | Riggs Heritage Park                |
| 2%  | South End                          |
| 2%  | Use an Existing Vacant Building    |
| 4%  | Other ( <i>less than 1% each</i> ) |
| 33% | Undecided/Refused                  |

**INTRO TO Q.11:**

Putting aside whether you said that you **FAVOR** or **OPPOSE** building a community recreation center in Van Buren Township, again, knowing that construction of such a facility would NOT require a tax increase, now I would like to describe some of the features that would likely be included in a such a facility. For each feature I describe, please tell me if you support or oppose including it in a new community recreation center. **[PROBE TO SEE IF STRONGLY/ SOMEWHAT SUPPORTS/OPPOSES EACH]**

|        |                                                                                                                                                                                                                                                                                                             | <b>Strg</b> | <b>TOT</b> | <b>TOT</b> | <b>Strg</b> | <b>DK/</b> |
|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|------------|------------|-------------|------------|
|        |                                                                                                                                                                                                                                                                                                             | <b>SUP</b>  | <b>SUP</b> | <b>OPP</b> | <b>OPP</b>  | <b>UND</b> |
| ___11. | A large gymnasium that would allow for basketball, volleyball, pickle ball, and other sports activities, as well as locker room space for men and women visitors would be included at an estimated cost of \$4.7 million. Do you support or oppose including this feature in a community recreation center? | 51%         | <b>78%</b> | <b>18%</b> | 12%         | 4%         |

The rest of the \$6 to \$7 million not spent on a gymnasium or, approximately \$1.3 to \$2.3 million, could be used on any or all of the following items. Again, for each feature I describe, please tell me if you support or oppose including it in a new community recreation center. **[PROBE TO SEE IF STRONGLY/ SOMEWHAT SUPPORTS/OPPOSES EACH]**

| <b>[ROTATE Q.12 THROUGH Q.14]</b> |                                                                                                                                                                                       | <b>Strg</b> | <b>TOT</b> | <b>TOT</b> | <b>Strg</b> | <b>DK/</b> |
|-----------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|------------|------------|-------------|------------|
|                                   |                                                                                                                                                                                       | <b>SUP</b>  | <b>SUP</b> | <b>OPP</b> | <b>OPP</b>  | <b>UND</b> |
| ___12.                            | A running and walking track could be included as part of the gymnasium.                                                                                                               | 60%         | <b>83%</b> | <b>15%</b> | 9%          | 2%         |
| ___13.                            | A fitness/workout/weight and exercise room with a variety of exercise and weight-lifting equipment could be constructed.                                                              | 56%         | <b>80%</b> | <b>18%</b> | 12%         | 2%         |
| ___14.                            | Meeting rooms could be included because existing township facilities do not have enough meeting space to meet the demand and such rooms could be part of the new recreation facility. | 39%         | <b>72%</b> | <b>25%</b> | 16%         | 3%         |



\_\_15. After hearing a description of the features that would likely be included in a new community recreation center, knowing that the facility would be funded at an estimated cost of about \$6 to \$7 million with existing township funding, but would not require a tax increase, would you **FAVOR** or **OPPOSE** building a new community recreation center? **[IF FAVOR/OPPOSE, ASK: “Would that be strongly or somewhat?” AND CODE BEST RESPONSE]**

60% Strongly favor  
 23% Somewhat favor  
**83% TOTAL FAVOR**  
**15% TOTAL OPPOSE**  
 5% Somewhat oppose  
 10% Strongly oppose  
 2% Undecided/Refused

If Van Buren Township was able to raise an additional \$500,000 to \$600,000 for a community recreation center, there are two other features that could be included in the facility, each costing roughly the same amount. Again, this would not require a tax increase, but these features may be paid for by charging user fees. For each of the following features, please tell me if you support or oppose including that feature in a new community recreation center. **[PROBE TO SEE IF STRONGLY/SOMEWHAT SUPPORTS/ OPPOSES EACH]**

| [ROTATE Q.16 AND Q.17] |                                                                                                                                                                                 | Strg<br>SUP | TOT<br>SUP | TOT<br>OPP | Strg<br>OPP | DK/<br>UND |
|------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|------------|------------|-------------|------------|
| __16.                  | A concession area, which would charge visitors for food, beverages and snacks.                                                                                                  | 40%         | <b>69%</b> | <b>26%</b> | 14%         | 5%         |
| __17.                  | Child-watch services and the necessary space to provide them, so visitors could pay a fee to have their children cared for while they are using the recreation center programs. | 59%         | <b>83%</b> | <b>14%</b> | 11%         | 3%         |

18A-B. If a new community recreation center is built, what other facilities, programs or activities do you think should be included that were NOT mentioned earlier in this survey? [**WRITE COMMENTS AS STATED – PROBE FOR UP TO TWO RESPONSES**]

|     |                                              |
|-----|----------------------------------------------|
| 15% | None; no others                              |
| 27% | Pool – Swimming                              |
| 5%  | Kids - Teen - Family Activities              |
| 4%  | Senior Activities                            |
| 3%  | Water Park – Splash Pad – Lazy River         |
| 2%  | Arts – Crafts – Cooking Classes              |
| 2%  | Rock Wall – Climbing Wall                    |
| 2%  | Tutoring – Study Space                       |
| 2%  | Work Out Rooms – Gym – Fitness/Classes       |
| 1%  | Banquet – Party – Meeting Space              |
| 1%  | Bathrooms – Locker Rooms – Showers           |
| 1%  | Computers – Technology                       |
| 1%  | Concerts – Music – Theater - Performing Arts |
| 1%  | Dancing – Dance Classes                      |
| 1%  | Football                                     |
| 1%  | Game Room                                    |
| 1%  | Handicap Accessible                          |
| 1%  | Hot Tub – Sauna                              |
| 1%  | Skate Park                                   |
| 1%  | Soccer                                       |
| 1%  | Tennis                                       |
| 1%  | Yoga - Pilates                               |
| 1%  | Do Not Build – Not Needed                    |
| 5%  | Other ( <i>less than 1% each</i> )           |
| 19% | Undecided/Refused                            |

\_\_19. Have you, or anyone else in your household, participated in recreational or enrichment programs or activities provided by Van Buren Township? [**PROBE FOR BEST RESPONSE**]

|            |                                             |
|------------|---------------------------------------------|
| 17%        | Respondent participates                     |
| 11%        | Other household member participates         |
| 22%        | More than one household member participates |
| <b>50%</b> | <b>TOTAL PARTICIPATES</b>                   |
| 49%        | No household members participate            |
| 1%         | Undecided/Refused                           |

\_\_20. Have you or someone else in your household gone to other communities to use recreational facilities or to participate in programs that are not available in Van Buren Township? [**PROBE FOR BEST RESPONSE**]

- 23% Respondent uses facilities/programs in other communities
- 9% Other household member uses facilities/programs in other communities
- 29% More than one household member uses facilities/programs in other communities
- 61% TOTAL USES OTHERS**
- 38% No household members use facilities/programs in other communities – **GO TO Q.23**
- 1% Undecided/Refused – **GO TO Q.23**

\_\_21. What other community have you *primarily* traveled to in order to use recreational facilities or to participate in programs that are not currently available in Van Buren Township? [**CODE FIRST AND ONLY ONE RESPONSE OR WRITE IN UNDER “OTHER”**]

**N=152**

- 66% Romulus
- 18% Canton
- 3% Ann Arbor
- 3% Wayne
- 3% Ypsilanti
- 2% Taylor
- 1% Dearborn
- 1% Detroit
- 1% Huron Township
- 1% Livonia
- 1% Monroe
- 1% Novi
- 1% Pinckney
- 1% Westland
- Other (*less than 1% each*)
- Undecided/Refused

***(Please note: totals do not equal 100% due to rounding)***

22A-B. What are the one or two types of programs or activities that you or others in your household have traveled to other communities in order to participate in that are not currently available in Van Buren Township? **[PROBE FOR UP TO TWO RESPONSES – WRITE COMMENTS AS STATED]**

**N=152**

|     |                                                   |
|-----|---------------------------------------------------|
| 38% | Pool – Swimming                                   |
| 21% | Work Out Rooms – Gym – Fitness/Classes            |
| 7%  | Indoor Track                                      |
| 6%  | Water Park – Splash Pad – Lazy River              |
| 4%  | Basketball                                        |
| 3%  | Soccer                                            |
| 2%  | Banquet – Party – Meeting Space                   |
| 2%  | Baseball – Softball                               |
| 2%  | Dancing – Dance Classes                           |
| 2%  | Senior Activities                                 |
| 2%  | Trails – Paths – Hiking                           |
| 2%  | Volleyball                                        |
| 1%  | Concerts – Music – Theater - Performing Arts      |
| 1%  | First Aid – CPR – Babysitting Class/Certification |
| 1%  | Hot Tub – Sauna                                   |
| 1%  | Kids - Teen - Family Activities                   |
| 1%  | Rock Wall – Climbing Wall                         |
| 1%  | Tennis                                            |
| 1%  | Yoga - Pilates                                    |
| 2%  | Other ( <i>less than 1% each</i> )                |
| 1%  | Undecided/Refused                                 |

23. Some residents of Van Buren Township say that a new Community Recreation Center in the township is not really needed because Canton Township has a recreation center, called Summit on the Park, complete with all the facilities and programs anyone could need, located only 5 miles from the Township offices. In addition, Romulus also has an athletic center, called the Romulus Athletic Center, which is only 7 miles from the Township office. Each of these facilities requires a non-resident yearly fee. Knowing this, do you think a recreation center is not really needed in Van Buren Township, or, do you think a recreation center is needed to serve township residents?

|     |                                 |
|-----|---------------------------------|
| 75% | Recreation center IS needed     |
| 21% | Recreation center is NOT needed |
| 4%  | Undecided/Refused               |



\_\_24. If a community recreation center in Van Buren Township were built to include a swimming pool - which could include a recreation pool, spa, therapy pool and lap pool - it would cost an additional \$5.5 million. However, a swimming pool could not be funded from existing revenues. It would require a tax increase of 1 mill to pay for it, which would raise \$850,000 per year to fund the construction of a swimming pool. Knowing this, would you favor or oppose building a swimming pool as part of the plans for a community recreation center? **[IF FAVOR/ OPPOSE, ASK]:** “Would that be strongly or somewhat?”

|            |                     |
|------------|---------------------|
| 29%        | Strongly favor      |
| 11%        | Somewhat favor      |
| <b>40%</b> | <b>TOTAL FAVOR</b>  |
| <b>54%</b> | <b>TOTAL OPPOSE</b> |
| 16%        | Somewhat oppose     |
| 38%        | Strongly oppose     |
| 6%         | Undecided/Refused   |

Finally, I would like to ask you a few questions for statistical purposes only.

\_\_25. Do you have children living in your home who are school age or younger?

|     |                   |
|-----|-------------------|
| 34% | Yes               |
| 66% | No                |
| --- | Undecided/Refused |

\_\_26. Could you please tell me in what year you were born? **[IF REFUSED, ASK: ‘Would you please tell me into which of the following categories your age would fall? Please stop me when I get to a category that applies to you.’ AND READ 1 TO 4]**

**[RECORD YEAR HERE \_\_\_\_\_ AND THEN CODE BELOW]**

|     |                   |                         |
|-----|-------------------|-------------------------|
| 17% | 18 to 34 years    | <b>(1985 to 2001)</b>   |
| 26% | 35 to 49          | <b>(1970 to 1984)</b>   |
| 30% | 50 to 64          | <b>(1955 to 1969)</b>   |
| 25% | 65 and over       | <b>(1954 or before)</b> |
| 2%  | Undecided/Refused |                         |

\_\_27. How long have you lived in [Van Buren Township/City of Belleville – **BASED ON ANSWER TO Q.1**]?

|     |                   |
|-----|-------------------|
| 3%  | 2 years or less   |
| 8%  | 3 to 5 years      |
| 13% | 6 to 10 years     |
| 27% | 11 to 20 years    |
| 49% | Over 20 years     |
| --- | Undecided/Refused |

\_\_28. What is the last grade or level of schooling you completed? **[DO NOT READ – CODE BEST RESPONSE]**

|     |                                                   |
|-----|---------------------------------------------------|
| 3%  | 1st to 11th Grade                                 |
| 24% | High School Graduate                              |
| 3%  | Non-college post high school (technical training) |
| 23% | Some college                                      |
| 33% | College graduate                                  |
| 12% | Post graduate school                              |
| 2%  | Undecided/Refused                                 |

\_\_29. Would you please tell me into which of the following categories your total yearly household income falls --- including everyone in the household? Please stop me when I get to the category that applies to you? **[READ 1 TO 6]**

|     |                                                                                                                                         |
|-----|-----------------------------------------------------------------------------------------------------------------------------------------|
| 6%  | Under \$25,000                                                                                                                          |
| 16% | \$25,000 to \$50,000                                                                                                                    |
| 15% | \$50,000 to \$75,000                                                                                                                    |
| 18% | \$75,000 to \$100,000                                                                                                                   |
| 15% | \$100,000 to \$150,000                                                                                                                  |
| 10% | Over \$150,000                                                                                                                          |
| --- | Retired <b>(VOLUNTEERED - ASK: “But is there an income category I read that would apply to your household?” AND CODE BEST RESPONSE)</b> |
| 20% | Undecided/Refused                                                                                                                       |

\_\_30. Sex of respondent **(DO NOT ASK -- BY OBSERVATION ONLY)**

|     |        |
|-----|--------|
| 53% | Female |
| 47% | Male   |

**THANK RESPONDENT FOR HIS/HER TIME AND TERMINATE**

**[PHONERS: IF ASKED WHILE CONDUCTING SURVEY WHO COMMISSIONED IT, TELL RESPONDENT ONLY AFTER SURVEY COMPLETED... “This survey was commissioned by Van Buren Charter Township”]**



## Appendix 2

### Demographic Data





## APPENDIX 2

# Demographic Data

### Community Data Book === General Demographic Profile (Summary) ===

**Area of Study**  
**Comparison Area of Study**  
**State Name**

Van Buren Charter Township (not including the City of Belleville)  
Surrounding Townships\*  
Michigan

*\*Surrounding Townships include: Augusta, Canton, Huron, Romulus, Sumpter, Superior, Westland (includes Garden City, Inkster and the City of Wayne), and Ypsilanti Townships*

|                                                    | Van Buren Charter Township<br>(not including the City of Belleville) |                 |          | Surrounding Townships* |                 |          | Michigan     |                 |          |
|----------------------------------------------------|----------------------------------------------------------------------|-----------------|----------|------------------------|-----------------|----------|--------------|-----------------|----------|
|                                                    | 2019 Current                                                         | 2024 Projection | % Growth | 2019 Current           | 2024 Projection | % Growth | 2019 Current | 2024 Projection | % Growth |
| <b>Total Persons (1/1/2018)</b>                    | 27,871                                                               | 28,279          | 1%       | 383,162                | 391,056         | 2%       | 10,007,362   | 10,194,395      | 2%       |
| Urban Population                                   | 26,998                                                               | 27,392          | 1%       | 362,862                | 370,233         | 2%       | 7,476,291    | 7,626,693       | 2%       |
| Rural Population                                   | 873                                                                  | 887             | 2%       | 20,300                 | 20,823          | 3%       | 2,531,071    | 2,567,702       | 1%       |
| Male Population                                    | 13,514                                                               | 13,765          | 2%       | 186,035                | 190,509         | 2%       | 4,922,777    | 5,031,837       | 2%       |
| Female Population                                  | 14,357                                                               | 14,514          | 1%       | 197,127                | 200,547         | 2%       | 5,084,585    | 5,162,558       | 2%       |
| White Population                                   | 17,296                                                               | 17,293          | 0%       | 251,504                | 252,605         | 0%       | 7,726,038    | 7,791,136       | 1%       |
| Black Population                                   | 8,110                                                                | 8,249           | 2%       | 86,574                 | 88,800          | 3%       | 1,440,356    | 1,486,118       | 3%       |
| Asian Population                                   | 871                                                                  | 952             | 9%       | 22,913                 | 24,846          | 8%       | 297,728      | 324,163         | 9%       |
| American Indian & Alaskan Native Population        | 199                                                                  | 222             | 12%      | 2,031                  | 2,275           | 12%      | 75,111       | 80,896          | 8%       |
| Other Race Population                              | 271                                                                  | 288             | 6%       | 4,146                  | 4,426           | 7%       | 166,005      | 175,975         | 6%       |
| Two or More Races Population                       | 1,124                                                                | 1,275           | 13%      | 15,994                 | 18,104          | 13%      | 302,124      | 336,107         | 11%      |
| Hispanic Population                                | 840                                                                  | 890             | 6%       | 14,818                 | 15,699          | 6%       | 480,921      | 506,335         | 5%       |
| <b>Median Age</b>                                  | 37.0                                                                 | 37.4            | 1%       | 37.0                   | 37.7            | 2%       | 40.0         | 41.0            | 3%       |
| Total Aged 0-5 Years Old                           | 2,094                                                                | 2,039           | -3%      | 28,575                 | 27,718          | -3%      | 680,270      | 658,739         | -3%      |
| Total Aged 6-11 Years Old                          | 2,135                                                                | 2,104           | -1%      | 29,981                 | 29,726          | -1%      | 750,794      | 739,148         | -2%      |
| Total Aged 12-17 Years Old                         | 2,057                                                                | 1,973           | -4%      | 30,292                 | 29,321          | -3%      | 794,984      | 769,646         | -3%      |
| Total Aged 18-24 Years Old                         | 2,496                                                                | 2,446           | -2%      | 38,476                 | 37,924          | -1%      | 931,409      | 915,179         | -2%      |
| Total Aged 25-34 Years Old                         | 4,334                                                                | 4,494           | 6%       | 53,826                 | 57,372          | 7%       | 1,244,704    | 1,318,366       | 6%       |
| Total Aged 35-44 Years Old                         | 4,139                                                                | 4,029           | -3%      | 51,543                 | 50,536          | -2%      | 1,200,416    | 1,168,298       | -3%      |
| Total Aged 45-54 Years Old                         | 3,679                                                                | 3,372           | -8%      | 49,403                 | 45,528          | -8%      | 1,316,059    | 1,203,422       | -9%      |
| Total Aged 55-64 Years Old                         | 3,810                                                                | 4,082           | 7%       | 49,279                 | 53,043          | 8%       | 1,399,689    | 1,490,379       | 6%       |
| Total Aged 65-74 Years Old                         | 2,131                                                                | 2,585           | 21%      | 31,612                 | 38,514          | 22%      | 998,299      | 1,206,987       | 21%      |
| Total Aged 75-84 Years Old                         | 725                                                                  | 762             | 5%       | 14,243                 | 14,922          | 5%       | 475,833      | 493,839         | 4%       |
| Total Aged 85 Years Old and Over                   | 271                                                                  | 293             | 8%       | 5,932                  | 6,452           | 9%       | 214,905      | 230,392         | 7%       |
| <b>Median Year Moved In (Household)</b>            | 2006                                                                 | 2009            |          | 2009                   | 2009            |          | 2004         | 2003            |          |
| Housing, Year Moved in 2010 or Later:              | 6,472                                                                | 8,212           | 27%      | 83,065                 | 106,282         | 28%      | 2,110,506    | 2,713,518       | 29%      |
| Housing, Year Moved in 2000 to 2009:               | 2,742                                                                | 1,820           | -34%     | 30,661                 | 20,206          | -34%     | 758,636      | 506,116         | -33%     |
| Housing, Year Moved in 1990 to 1999:               | 1,202                                                                | 944             | -21%     | 17,993                 | 14,197          | -21%     | 520,661      | 411,035         | -21%     |
| Housing, Year Moved in 1980 to 1989:               | 574                                                                  | 463             | -19%     | 7,937                  | 6,396           | -19%     | 263,441      | 212,743         | -19%     |
| Housing, Year Moved in 1970 to 1979:               | 440                                                                  | 358             | -19%     | 6,966                  | 5,622           | -19%     | 189,397      | 153,306         | -19%     |
| Housing, Year Moved in 1969 or Earlier:            | 168                                                                  | 116             | -31%     | 4,616                  | 3,154           | -32%     | 123,609      | 84,396          | -32%     |
| <b>Total Households (1/1/2018)</b>                 | 11,598                                                               | 11,913          | 3%       | 151,238                | 155,857         | 3%       | 3,966,250    | 4,081,114       | 3%       |
| Average Household Size                             | 2.39                                                                 | 2.36            | -1%      | 2.50                   | 2.47            | -1%      | 2.47         | 2.44            | -1%      |
| Median Household Size                              | 2.60                                                                 | 2.60            | 0%       | 2.70                   | 2.70            | 0%       | 2.60         | 2.60            | 0%       |
| 1 Person Households                                | 3,484                                                                | 3,590           | 3%       | 43,441                 | 44,952          | 3%       | 1,140,806    | 1,187,483       | 4%       |
| 2 Person Households                                | 3,841                                                                | 3,989           | 4%       | 48,307                 | 50,370          | 4%       | 1,343,000    | 1,383,947       | 3%       |
| 3 Person Households                                | 1,948                                                                | 1,995           | 2%       | 24,754                 | 25,308          | 2%       | 609,026      | 623,197         | 2%       |
| 4 Person Households                                | 1,394                                                                | 1,399           | 0%       | 19,811                 | 19,998          | 1%       | 488,532      | 492,399         | 1%       |
| 5 Person Households                                | 599                                                                  | 601             | 0%       | 9,313                  | 9,511           | 2%       | 231,916      | 235,566         | 2%       |
| 6 Person Households                                | 217                                                                  | 220             | 1%       | 3,524                  | 3,557           | 1%       | 95,129       | 98,809          | 4%       |
| 7 or more Person Households                        | 115                                                                  | 119             | 3%       | 2,088                  | 2,161           | 3%       | 57,841       | 59,713          | 3%       |
| Median Age of Householder                          | 47.5                                                                 | 47.8            | 1%       | 50.1                   | 50.5            | 1%       | 53.0         | 53.6            | 1%       |
| Head of Household Age <25                          | 710                                                                  | 754             | 6%       | 8,618                  | 9,020           | 5%       | 178,758      | 184,368         | 3%       |
| Head of Household Age 25-34                        | 2,178                                                                | 2,257           | 4%       | 23,613                 | 24,331          | 3%       | 532,982      | 546,142         | 2%       |
| Head of Household Age 35-44                        | 2,316                                                                | 2,291           | -1%      | 27,875                 | 27,787          | 0%       | 633,327      | 629,960         | -1%      |
| Head of Household Age 45-54                        | 2,348                                                                | 2,330           | -1%      | 30,652                 | 30,713          | 0%       | 795,784      | 793,177         | 0%       |
| Head of Household Age 55-64                        | 2,317                                                                | 2,450           | 6%       | 29,499                 | 31,196          | 6%       | 826,350      | 872,592         | 6%       |
| Head of Household Age 65-74                        | 1,164                                                                | 1,254           | 8%       | 17,727                 | 19,167          | 8%       | 539,517      | 579,438         | 7%       |
| Head of Household Age 75-84                        | 395                                                                  | 394             | 0%       | 9,063                  | 9,172           | 1%       | 307,780      | 314,152         | 2%       |
| Head of Household Age 84 and Over                  | 170                                                                  | 183             | 8%       | 4,191                  | 4,471           | 7%       | 151,752      | 161,285         | 6%       |
| <b>Families</b>                                    | 7,118                                                                | 7,255           | 2%       | 96,065                 | 98,318          | 2%       | 2,553,325    | 2,604,436       | 2%       |
| <b>Educational Attainment (Population Age 25+)</b> |                                                                      |                 |          |                        |                 |          |              |                 |          |
| Less Than High School                              | 1,422                                                                | 1,410           | -1%      | 26,165                 | 26,293          | 0%       | 704,073      | 709,092         | 1%       |
| High School                                        | 5,039                                                                | 5,097           | 1%       | 73,381                 | 75,217          | 3%       | 1,993,952    | 2,030,595       | 2%       |
| Some College                                       | 5,225                                                                | 5,364           | 3%       | 64,050                 | 66,382          | 4%       | 1,642,564    | 1,703,660       | 4%       |
| Associate's Degree                                 | 2,052                                                                | 2,192           | 7%       | 22,638                 | 24,400          | 8%       | 627,165      | 670,068         | 7%       |
| Bachelor's Degree                                  | 3,218                                                                | 3,378           | 5%       | 43,332                 | 45,935          | 6%       | 1,148,583    | 1,216,307       | 6%       |
| Master's Degree                                    | 1,801                                                                | 1,924           | 7%       | 20,121                 | 21,608          | 7%       | 541,726      | 578,798         | 7%       |
| Doctorate Degree                                   | 161                                                                  | 166             | 3%       | 3,423                  | 3,608           | 5%       | 117,353      | 123,124         | 5%       |
| Professional Degree                                | 171                                                                  | 186             | 9%       | 2,728                  | 2,924           | 7%       | 74,489       | 80,039          | 7%       |



## APPENDIX 2 | Demographic Data

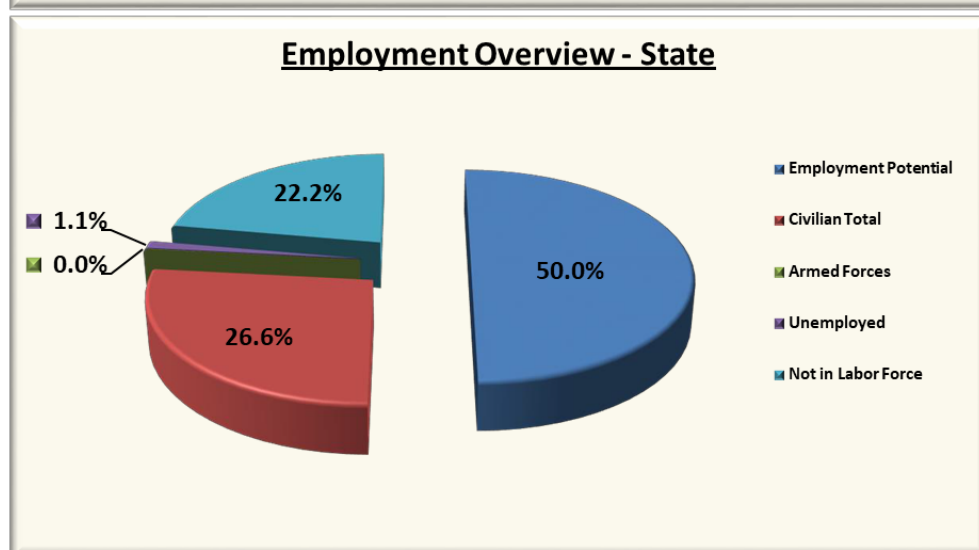
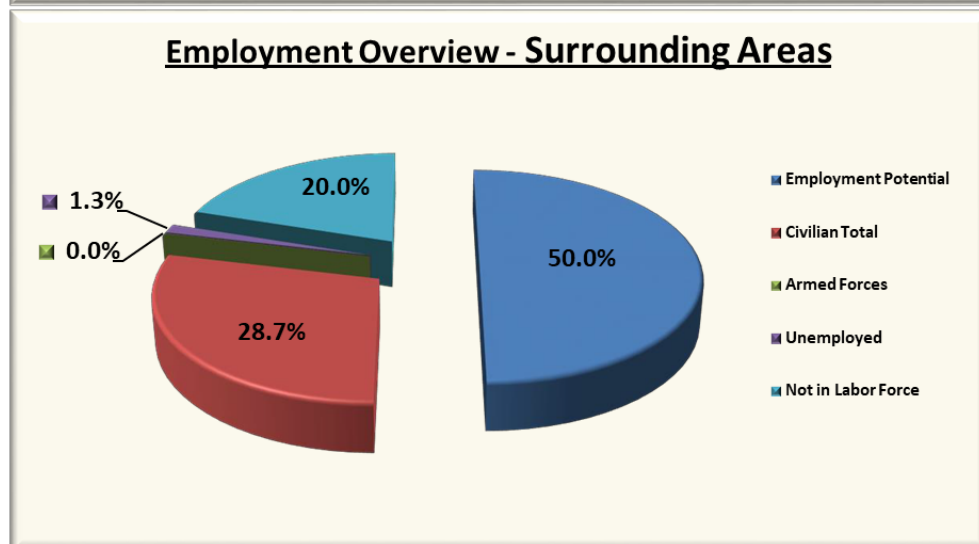
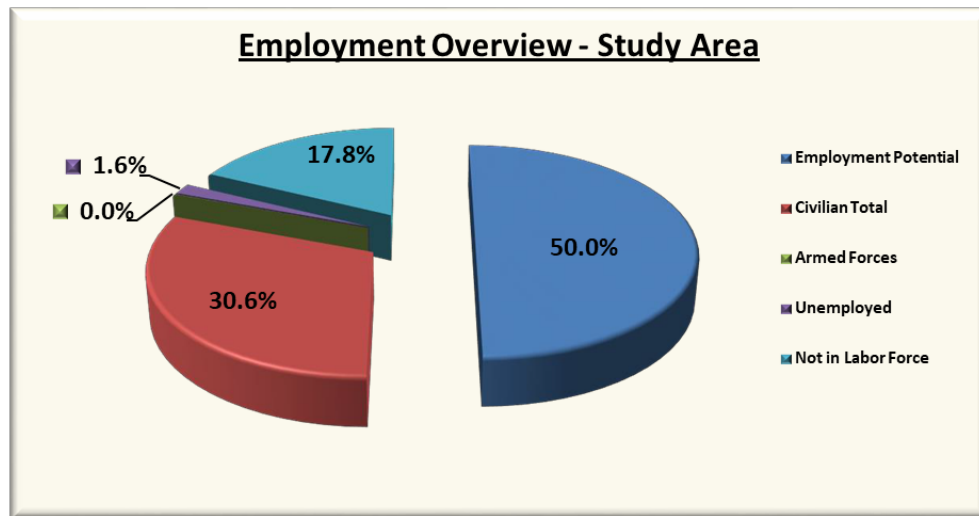
|                                                                         | Van Buren Charter Township<br>(not including the City of Belleville) |                    |             | Surrounding Townships* |                    |             | Michigan     |                 |          |
|-------------------------------------------------------------------------|----------------------------------------------------------------------|--------------------|-------------|------------------------|--------------------|-------------|--------------|-----------------|----------|
|                                                                         | 2019 Current                                                         | 2024<br>Projection | %<br>Growth | 2019 Current           | 2024<br>Projection | %<br>Growth | 2019 Current | 2024 Projection | % Growth |
| <b>Employment Profile (Population Age 16+)</b>                          |                                                                      |                    |             |                        |                    |             |              |                 |          |
| White Collar Occupations                                                | 7,472                                                                | 7,671              | 3%          | 100,113                | 103,427            | 3%          | 2,510,391    | 2,580,931       | 3%       |
| Blue Collar Occupations                                                 | 3,468                                                                | 3,660              | 6%          | 40,856                 | 43,258             | 6%          | 967,898      | 1,006,362       | 4%       |
| <b>Employed Workers (Population Age 16+)</b>                            |                                                                      |                    |             |                        |                    |             |              |                 |          |
| Employment, Private for-Profit Wage and Salary Workers, Employee (Po    | 10,163                                                               | 10,545             | 4%          | 129,525                | 134,830            | 4%          | 2,996,923    | 3,096,864       | 3%       |
| Employment, Private for-Profit Wage and Salary Workers, Self (Pop 16+   | 298                                                                  | 312                | 5%          | 4,488                  | 4,725              | 5%          | 149,338      | 152,839         | 2%       |
| Employment, Private Not-for-Profit Wage and Salary Workers (Pop 16+)    | 1,198                                                                | 1,221              | 2%          | 14,777                 | 15,459             | 5%          | 412,948      | 426,758         | 3%       |
| Employment, Local Government Workers (Pop 16+):                         | 676                                                                  | 661                | -2%         | 9,749                  | 9,513              | -2%         | 246,319      | 244,180         | -1%      |
| Employment, State Government Workers (Pop 16+):                         | 492                                                                  | 504                | 2%          | 6,690                  | 6,973              | 4%          | 182,837      | 189,997         | 4%       |
| Employment, Federal Government Workers (Pop 16+):                       | 255                                                                  | 258                | 1%          | 3,118                  | 3,198              | 3%          | 70,065       | 72,288          | 3%       |
| Employment, Self-Employed Workers in Own Not Incorporated               |                                                                      |                    |             |                        |                    |             |              |                 |          |
| Business (Pop 16+):                                                     | 544                                                                  | 555                | 2%          | 6,069                  | 6,189              | 2%          | 219,442      | 223,193         | 2%       |
| Employment, Unpaid Family Workers (Pop 16+):                            | 9                                                                    | 9                  | 0%          | 192                    | 207                | 8%          | 7,847        | 8,178           | 4%       |
| <b>Transportation to Work (16+)</b>                                     |                                                                      |                    |             |                        |                    |             |              |                 |          |
| Employment, Car, Truck, Van to Work (Empl 16+):                         | 12,968                                                               | 13,357             | 3%          | 161,959                | 167,708            | 4%          | 3,902,852    | 4,015,031       | 3%       |
| Employment, Car, Truck, Van to Work Alone (Empl 16+):                   | 11,539                                                               | 11,878             |             | 145,032                | 149,956            |             | 3,514,707    | 3,614,197       |          |
| Employment, Car, Truck, Van to Work Carpool (Empl 16+):                 | 1,429                                                                | 1,479              |             | 16,927                 | 17,752             |             | 388,145      | 400,834         |          |
| Employment, Public Transportation to Work (Empl 16+):                   | 63                                                                   | 64                 | 2%          | 2,354                  | 2,454              | 4%          | 62,603       | 65,067          | 4%       |
| Employment, Walked to Work (Empl 16+):                                  | 293                                                                  | 309                | 5%          | 2,863                  | 2,982              | 4%          | 98,565       | 101,297         | 3%       |
| Employment, Work at Home (Empl 16+):                                    | 228                                                                  | 247                | 8%          | 5,479                  | 5,904              | 8%          | 164,759      | 173,313         | 5%       |
| Employment, Bus or Trolley Bus to Work (Empl 16+):                      | 37                                                                   | 37                 | 0%          | 2,320                  | 2,419              | 4%          | 59,947       | 62,330          | 4%       |
| Employment, Streetcar or Trolley Car to Work (Empl 16+):                | -                                                                    | -                  |             | 8                      | 9                  | 13%         | 596          | 614             | 3%       |
| Employment, Subway or Elevated to Work (Empl 16+):                      | 26                                                                   | 27                 | 4%          | -                      | -                  |             | 1,040        | 1,070           | 3%       |
| Employment, Railroad to Work (Empl 16+):                                | -                                                                    | -                  |             | 24                     | 24                 | 0%          | 525          | 536             | 2%       |
| Employment, Ferry to Work (Empl 16+):                                   | -                                                                    | -                  |             | 2                      | 2                  | 0%          | 495          | 517             | 4%       |
| Employment, Taxi to Work (Empl 16+):                                    | 45                                                                   | 49                 | 9%          | 213                    | 228                | 7%          | 3,420        | 3,587           | 5%       |
| Employment, Motorcycle to Work (Empl 16+):                              | 6                                                                    | 6                  | 0%          | 106                    | 109                | 3%          | 6,327        | 6,570           | 4%       |
| Employment, Bicycle to Work (Empl 16+):                                 | 14                                                                   | 15                 | 7%          | 585                    | 628                | 7%          | 21,423       | 22,486          | 5%       |
| Travel Time to Work (Empl 16+)                                          |                                                                      |                    |             |                        |                    |             |              |                 |          |
| Employment, Travel Time Less than 15 Min (Empl 16+):                    | 2,707                                                                | 2,762              | 2%          | 35,998                 | 36,718             | 2%          | 1,179,760    | 1,197,770       | 2%       |
| Employment, Travel Time 15-29 Min (Empl 16+):                           | 5,568                                                                | 5,759              | 3%          | 68,658                 | 71,402             | 4%          | 1,592,779    | 1,644,696       | 3%       |
| Employment, Travel Time 30-59 Min (Empl 16+):                           | 4,388                                                                | 4,529              | 3%          | 55,681                 | 57,908             | 4%          | 1,093,558    | 1,133,695       | 4%       |
| Employment, Travel Time 60-89 Min (Empl 16+):                           | 465                                                                  | 482                | 4%          | 6,425                  | 6,707              | 4%          | 175,322      | 182,590         | 4%       |
| Employment, Travel Time 90+ Min (Empl 16+):                             | 279                                                                  | 286                | 3%          | 2,367                  | 2,455              | 4%          | 79,541       | 82,233          | 3%       |
| <b>Detailed Employment Characteristics</b>                              |                                                                      |                    |             |                        |                    |             |              |                 |          |
| Employment Potential (Pop 16+):                                         | 22,270                                                               | 22,821             | 2%          | 304,406                | 314,066            | 3%          | 8,042,726    | 8,279,405       | 3%       |
| Employment, Civilian Total (Pop 16+):                                   | 13,635                                                               | 14,065             | 3%          | 174,608                | 181,094            | 4%          | 4,285,719    | 4,414,297       | 3%       |
| Employment, Civilian Males (Pop 16+):                                   | 6,819                                                                | 7,086              | 4%          | 91,052                 | 95,114             | 4%          | 2,234,060    | 2,312,391       | 4%       |
| Employment, Civilian Females (Pop 16+):                                 | 6,816                                                                | 6,979              | 2%          | 83,556                 | 85,980             | 3%          | 2,051,659    | 2,101,906       | 2%       |
| Employment, Armed Forces Male (Pop 16+):                                | 15                                                                   | 15                 | 0%          | 131                    | 133                | 2%          | 4,373        | 4,438           | 1%       |
| Employment, Armed Forces Female (Pop 16+):                              | -                                                                    | -                  |             | 26                     | 26                 | 0%          | 728          | 731             | 0%       |
| Employment, Unemployed Males (Pop 16+):                                 | 356                                                                  | 359                | 1%          | 4,233                  | 4,276              | 1%          | 92,073       | 92,179          | 0%       |
| Employment, Unemployed Female (Pop 16+):                                | 355                                                                  | 353                | -1%         | 3,878                  | 3,858              | -1%         | 84,934       | 84,106          | -1%      |
| Employment, Not in the Labor Force Male (Pop 16+):                      | 3,510                                                                | 3,562              | 1%          | 51,413                 | 52,571             | 2%          | 1,609,433    | 1,661,596       | 3%       |
| Employment, Not in the Labor Force Female (Pop 16+):                    | 4,399                                                                | 4,467              | 2%          | 70,117                 | 72,108             | 3%          | 1,965,466    | 2,022,058       | 3%       |
| <b>Industry (16+)</b>                                                   |                                                                      |                    |             |                        |                    |             |              |                 |          |
| Employment, Agriculture, Forestry, Fishing and Hunting (Pop 16+):       | 47                                                                   | 51                 | 9%          | 384                    | 397                | 3%          | 49,729       | 51,121          | 3%       |
| Employment, Mining, Quarrying and Oil and Gas Extraction (Pop 16+):     | 15                                                                   | 16                 | 7%          | 112                    | 118                | 5%          | 7,413        | 7,499           | 1%       |
| Employment, Construction (Pop 16+):                                     | 569                                                                  | 598                | 5%          | 6,443                  | 6,735              | 5%          | 211,980      | 218,840         | 3%       |
| Employment, Manufacturing (Pop 16+):                                    | 2,597                                                                | 2,733              | 5%          | 30,071                 | 31,729             | 6%          | 750,625      | 781,048         | 4%       |
| Employment, Wholesale Trade (Pop 16+):                                  | 287                                                                  | 287                | 0%          | 3,833                  | 3,942              | 3%          | 106,975      | 108,712         | 2%       |
| Employment, Retail Trade (Pop 16+):                                     | 1,177                                                                | 1,206              | 2%          | 20,919                 | 21,505             | 3%          | 481,731      | 489,664         | 2%       |
| Employment, Transportation and Warehousing (Pop 16+):                   | 1,063                                                                | 1,087              | 2%          | 9,496                  | 9,801              | 3%          | 145,336      | 149,614         | 3%       |
| Employment, Utilities (Pop 16+):                                        | 109                                                                  | 113                | 4%          | 1,058                  | 1,123              | 6%          | 34,582       | 35,683          | 3%       |
| Employment, Information (Pop 16+):                                      | 272                                                                  | 266                | -2%         | 3,480                  | 3,516              | 1%          | 72,298       | 73,505          | 2%       |
| Employment, Finance and Insurance (Pop 16+):                            | 396                                                                  | 413                | 4%          | 6,605                  | 6,873              | 4%          | 168,822      | 173,754         | 3%       |
| Employment, Real Estate and Rental and Leasing (Pop 16+):               | 249                                                                  | 260                | 4%          | 3,169                  | 3,288              | 4%          | 68,384       | 70,414          | 3%       |
| Employment, Professional, Scientific, and Technical Services (Pop 16+): | 562                                                                  | 584                | 4%          | 9,612                  | 10,024             | 4%          | 234,697      | 244,504         | 4%       |
| Employment, Management of Companies and Enterprises (Pop 16+):          | 12                                                                   | 12                 | 0%          | 92                     | 96                 | 4%          | 3,084        | 3,217           | 4%       |
| Employment, Administrative and Support and Waste Mgt. Services (Pop     | 757                                                                  | 807                | 7%          | 7,983                  | 8,504              | 7%          | 168,350      | 175,973         | 5%       |
| Employment, Educational Services (Pop 16+):                             | 990                                                                  | 989                | 0%          | 15,353                 | 15,472             | 1%          | 378,246      | 381,623         | 1%       |
| Employment, Health Care and Social Assistance (Pop 16+):                | 1,881                                                                | 1,935              | 3%          | 25,423                 | 26,472             | 4%          | 629,326      | 651,168         | 3%       |
| Employment, Arts, Entertainment, and Recreation (Pop 16+):              | 240                                                                  | 247                | 3%          | 2,896                  | 2,962              | 2%          | 82,464       | 85,120          | 3%       |
| Employment, Accommodation and Food Services, etc. (Pop 16+):            | 1,263                                                                | 1,297              | 3%          | 14,811                 | 15,356             | 4%          | 322,780      | 334,406         | 4%       |
| Employment, Other Services (Pop 16+):                                   | 710                                                                  | 731                | 3%          | 7,517                  | 7,763              | 3%          | 206,607      | 212,359         | 3%       |
| Employment, Public Administration (Pop 16+):                            | 439                                                                  | 433                | -1%         | 5,351                  | 5,418              | 1%          | 162,290      | 166,073         | 2%       |

## APPENDIX 2 | Demographic Data

|                                                                                      | Van Buren Charter Township<br>(not including the City of Belleville) |                    |             | Surrounding Townships* |                    |             | Michigan           |                    |         |
|--------------------------------------------------------------------------------------|----------------------------------------------------------------------|--------------------|-------------|------------------------|--------------------|-------------|--------------------|--------------------|---------|
|                                                                                      | 2019 Current                                                         | 2024<br>Projection | %<br>Growth | 2019 Current           | 2024<br>Projection | %<br>Growth | 2019 Current       | 2024 Projection    | %Growth |
| Occupation, Management, Business, and Financial Operations (Pop 16+):                | 1,809                                                                | 1,879              | 4%          | 21,699                 | 22,736             | 5%          | 584,527            | 611,040            | 5%      |
| Occupation, Professional and Related (Pop 16+):                                      | 2,415                                                                | 2,508              | 4%          | 36,866                 | 38,610             | 5%          | 931,482            | 969,992            | 4%      |
| Occupation, Sales and Office (Pop 16+):                                              | 3,248                                                                | 3,284              | 1%          | 41,548                 | 42,081             | 1%          | 994,382            | 999,899            | 1%      |
| Occupation, Service (Pop 16+):                                                       | 2,674                                                                | 2,711              | 1%          | 33,413                 | 34,175             | 2%          | 779,144            | 797,988            | 2%      |
| Occupation, Farming, Fishing, and Forestry (Pop 16+):                                | 21                                                                   | 23                 |             | 226                    | 234                |             | 28,286             | 29,016             |         |
| Occupation, Construction, Extraction, and Maintenance (Pop 16+):                     | 942                                                                  | 968                | 3%          | 11,350                 | 11,688             | 3%          | 308,499            | 316,962            | 3%      |
| 16+):                                                                                | 2,526                                                                | 2,692              | 7%          | 29,506                 | 31,570             | 7%          | 659,399            | 689,400            | 5%      |
| <b>Household Income Profile</b>                                                      |                                                                      |                    |             |                        |                    |             |                    |                    |         |
| Total Household Income (Community)                                                   | \$ 1,047,014,299                                                     | \$ 1,187,659,611   | 13%         | \$ 13,344,694,295      | \$ 15,574,850,408  | 17%         | \$ 346,744,904,750 | \$ 406,536,450,735 | 17%     |
| Median Household Income                                                              | \$ 73,090                                                            | \$ 82,042          | 12%         | \$ 70,793              | \$ 80,621          | 14%         | \$ 67,152          | \$ 78,081          | 16%     |
| Average Household Income                                                             | \$ 90,275                                                            | \$ 99,694          | 10%         | \$ 88,236              | \$ 99,930          | 13%         | \$ 87,424          | \$ 99,614          | 14%     |
| Per Capita Income                                                                    | \$ 37,900                                                            | \$ 42,372          | 12%         | \$ 35,257              | \$ 40,303          | 14%         | \$ 35,132          | \$ 40,418          | 15%     |
| High Income Average                                                                  | \$ 311,815                                                           | \$ 313,970         | 1%          | \$ 311,071             | \$ 336,335         | 8%          | \$ 327,278         | \$ 336,586         | 3%      |
| Income Less Than \$15,000                                                            | 1,028                                                                | 956                | -7%         | 14,405                 | 13,361             | -7%         | 404,368            | 363,225            | -10%    |
| Income \$15,000-\$24,999                                                             | 670                                                                  | 598                | -11%        | 11,116                 | 9,350              | -16%        | 311,688            | 245,101            | -21%    |
| Income \$25,000-\$34,999                                                             | 656                                                                  | 587                | -11%        | 12,271                 | 10,984             | -10%        | 337,219            | 299,546            | -11%    |
| Income \$35,000-\$49,999                                                             | 1,209                                                                | 790                | -35%        | 17,160                 | 15,716             | -8%         | 475,074            | 426,873            | -10%    |
| Income \$50,000-\$74,999                                                             | 2,421                                                                | 2,497              | 3%          | 24,849                 | 23,640             | -5%         | 662,866            | 632,763            | -5%     |
| Income \$75,000-\$99,999                                                             | 1,743                                                                | 1,877              | 8%          | 21,125                 | 21,693             | 3%          | 548,505            | 592,731            | 8%      |
| Income \$100,000-\$124,999                                                           | 1,242                                                                | 1,406              | 13%         | 17,059                 | 19,185             | 12%         | 408,993            | 474,245            | 16%     |
| Income \$125,000-\$149,000                                                           | 994                                                                  | 1,119              | 13%         | 12,390                 | 15,286             | 23%         | 283,251            | 353,444            | 25%     |
| Income \$150,000-\$199,999                                                           | 909                                                                  | 1,135              | 25%         | 10,727                 | 13,407             | 25%         | 253,077            | 316,990            | 25%     |
| Income \$200,000 and Over                                                            | 726                                                                  | 948                | 31%         | 10,136                 | 13,235             | 31%         | 281,209            | 376,196            | 34%     |
| <b>Housing Profile</b>                                                               |                                                                      |                    |             |                        |                    |             |                    |                    |         |
| Total Housing Units                                                                  | 13,105                                                               | 13,424             | 2%          | 165,255                | 169,781            | 3%          | 4,627,405          | 4,743,943          | 3%      |
| Occupied Housing Units                                                               | 11,598                                                               | 11,913             | 3%          | 151,238                | 155,857            | 3%          | 3,966,250          | 4,081,114          | 3%      |
| Unit Occupied by Owner                                                               | 7,339                                                                | 7,442              | 1%          | 97,859                 | 99,539             | 2%          | 2,789,285          | 2,842,537          | 2%      |
| Unit Occupied by Renter                                                              | 4,259                                                                | 4,471              | 5%          | 53,379                 | 56,318             | 6%          | 1,176,965          | 1,238,577          | 5%      |
| <b>Median Value of Owner Occupied Housing</b>                                        |                                                                      |                    |             |                        |                    |             |                    |                    |         |
| Valued Less than \$10,000                                                            | \$ 131,433                                                           | \$ 130,102         | -1%         | \$ 120,822             | \$ 119,560         | -1%         | \$ 126,777         | \$ 125,834         | -1%     |
| Valued \$10,000-\$14,999                                                             | 407                                                                  | 429                | 5%          | 2,664                  | 2,783              | 4%          | 58,564             | 60,694             | 4%      |
| Valued \$15,000-\$19,999                                                             | 254                                                                  | 269                | 6%          | 1,445                  | 1,506              | 4%          | 42,562             | 44,159             | 4%      |
| Valued \$20,000-\$24,999                                                             | 110                                                                  | 116                | 5%          | 1,180                  | 1,245              | 6%          | 36,250             | 37,721             | 4%      |
| Valued \$25,000-\$29,999                                                             | 135                                                                  | 142                | 5%          | 1,275                  | 1,336              | 5%          | 40,881             | 42,369             | 4%      |
| Valued \$30,000-\$34,999                                                             | 73                                                                   | 78                 | 7%          | 1,299                  | 1,368              | 5%          | 35,018             | 36,154             | 3%      |
| Valued \$35,000-\$39,999                                                             | 133                                                                  | 141                | 6%          | 1,889                  | 1,994              | 6%          | 50,180             | 51,970             | 4%      |
| Valued \$40,000-\$44,999                                                             | 161                                                                  | 169                | 5%          | 1,189                  | 1,253              | 5%          | 32,605             | 33,769             | 4%      |
| Valued \$45,000-\$49,999                                                             | 164                                                                  | 175                | 7%          | 3,324                  | 3,517              | 6%          | 90,696             | 94,387             | 4%      |
| Valued \$50,000-\$54,999                                                             | 293                                                                  | 315                | 8%          | 4,559                  | 4,838              | 6%          | 111,102            | 115,620            | 4%      |
| Valued \$55,000-\$59,999                                                             | 301                                                                  | 321                | 7%          | 5,327                  | 5,666              | 6%          | 130,077            | 135,785            | 4%      |
| Valued \$60,000-\$64,999                                                             | 279                                                                  | 301                | 8%          | 5,944                  | 6,330              | 6%          | 144,431            | 151,206            | 5%      |
| Valued \$65,000-\$69,999                                                             | 331                                                                  | 313                | -5%         | 4,903                  | 4,859              | -1%         | 158,768            | 162,304            | 2%      |
| Valued \$70,000-\$74,999                                                             | 150                                                                  | 140                | -7%         | 4,595                  | 4,505              | -2%         | 128,538            | 129,622            | 1%      |
| Valued \$75,000-\$79,999                                                             | 712                                                                  | 682                | -4%         | 11,210                 | 10,953             | -2%         | 317,834            | 317,529            | 0%      |
| Valued \$80,000-\$84,999                                                             | 648                                                                  | 637                | -2%         | 8,724                  | 8,611              | -1%         | 241,077            | 239,205            | -1%     |
| Valued \$85,000-\$89,999                                                             | 887                                                                  | 874                | -1%         | 10,389                 | 10,287             | -1%         | 287,709            | 285,694            | -1%     |
| Valued \$90,000-\$94,999                                                             | 482                                                                  | 475                | -1%         | 6,372                  | 6,323              | -1%         | 171,424            | 172,384            | 1%      |
| Valued \$95,000-\$99,999                                                             | 802                                                                  | 821                | 2%          | 8,704                  | 8,881              | 2%          | 250,401            | 253,636            | 1%      |
| Valued \$100,000-\$104,999                                                           | 367                                                                  | 373                | 2%          | 4,927                  | 5,113              | 4%          | 166,397            | 173,407            | 4%      |
| Valued \$105,000-\$109,999                                                           | 321                                                                  | 328                | 2%          | 5,023                  | 5,162              | 3%          | 151,984            | 157,276            | 3%      |
| Valued \$110,000-\$114,999                                                           | 171                                                                  | 181                | 6%          | 1,276                  | 1,329              | 4%          | 57,785             | 60,023             | 4%      |
| Valued \$115,000-\$119,999                                                           | 84                                                                   | 88                 | 5%          | 846                    | 866                | 2%          | 50,536             | 52,099             | 3%      |
| Valued \$120,000-\$124,999                                                           | 14                                                                   | 15                 | 7%          | 328                    | 345                | 5%          | 15,237             | 15,774             | 4%      |
| Valued \$125,000-\$129,999                                                           | 60                                                                   | 59                 | -2%         | 467                    | 469                | 0%          | 19,229             | 19,750             | 3%      |
| <b>Homeowner Profile</b>                                                             |                                                                      |                    |             |                        |                    |             |                    |                    |         |
| Homeowner with Mortgage                                                              | 5,191                                                                | 5,117              | -1.43%      | 68,634                 | 67,988             | -0.94%      | 1,803,639          | 1,795,403          | -0.46%  |
| Homeowner with no Mortgage                                                           | 2,148                                                                | 2,325              | 8.24%       | 29,225                 | 31,551             | 7.96%       | 985,646            | 1,047,134          | 6.24%   |
| <b>Consumer Expenditure Profile (2017)</b>                                           |                                                                      |                    |             |                        |                    |             |                    |                    |         |
| Median Household Spending on Basic Consumer Goods (Annually)                         | \$ 36,485                                                            | N/A                |             | \$ 36,706              | N/A                |             | \$ 37,154          | N/A                |         |
| Median Household Budget Available after Spending on Basic Consumer Goods (per month) | \$ 1,605                                                             | N/A                |             | \$ 1,455               | N/A                |             | \$ 1,209           | N/A                |         |

Study Area: Van Buren Charter Township Comparison: Surrounding Townships  
(not including the City of Belleville)

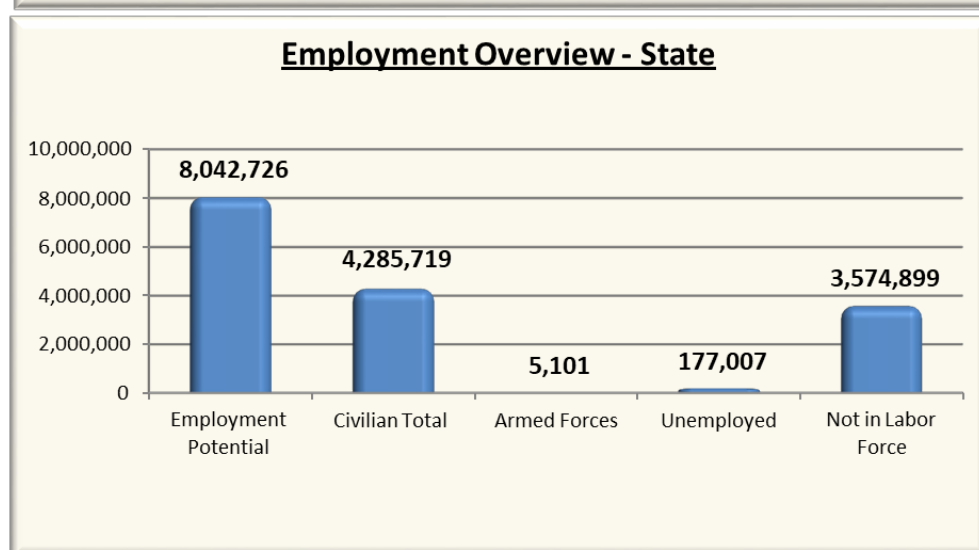
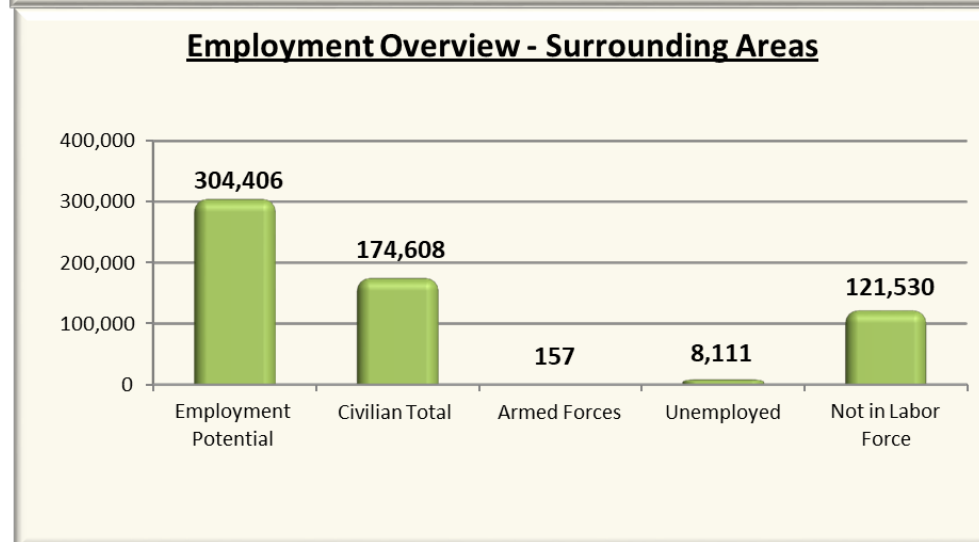
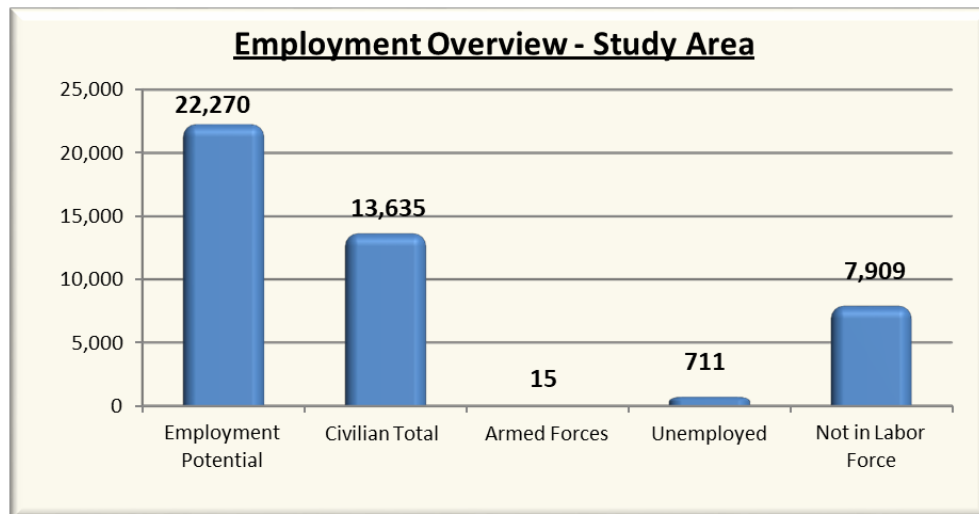
State: Michigan



Data Source: U.S. Bureau of Census  
and Other Government Agencies

Study Area: Van Buren Charter Township Comparison: Surrounding Townships  
(not including the City of Belleville)

State: Michigan



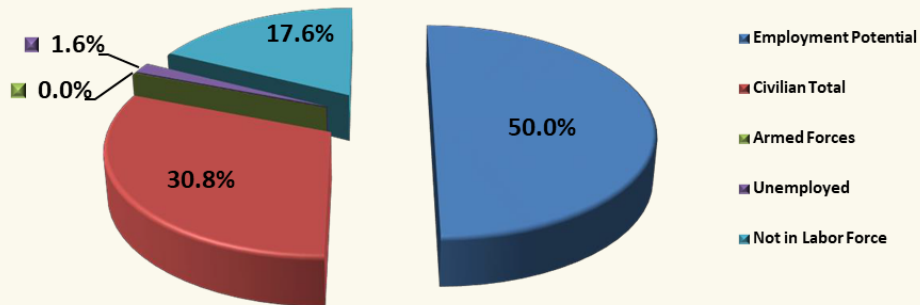
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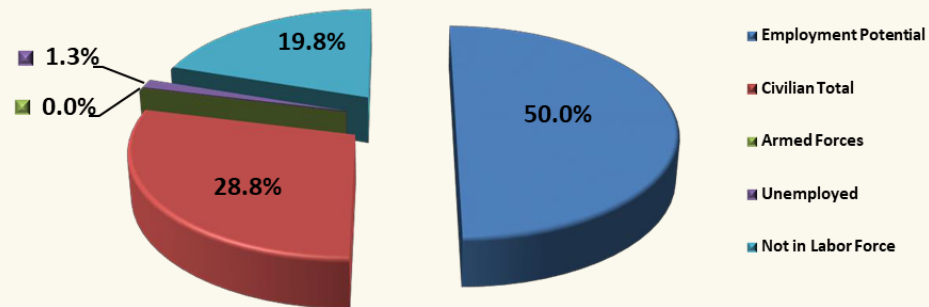
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(not including the City of Belleville)

State: Michigan

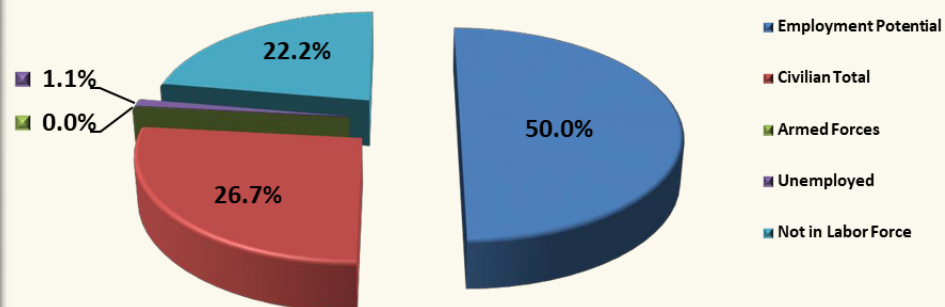
### Projected Employment Overview - Study Area



### Projected Employment Overview - Surrounding Areas



### Projected Employment Overview - State

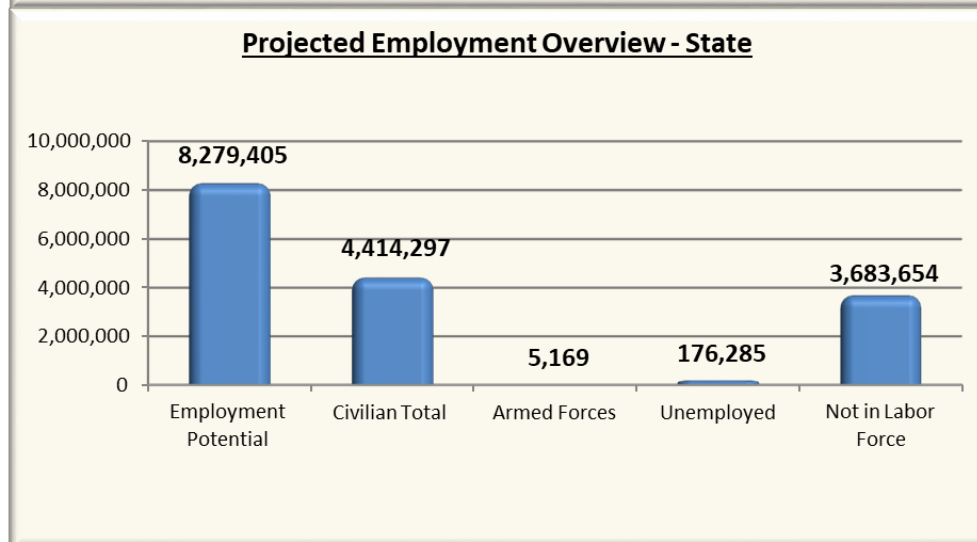
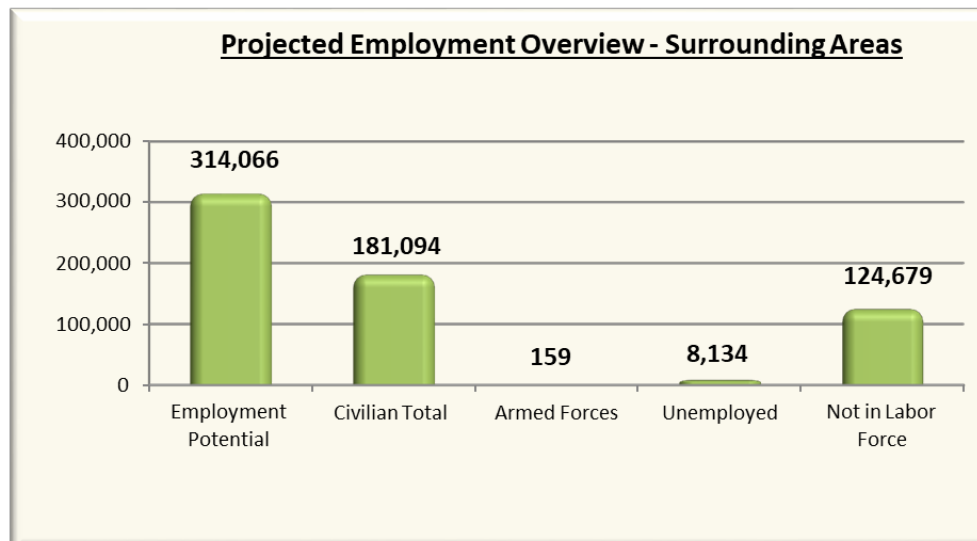
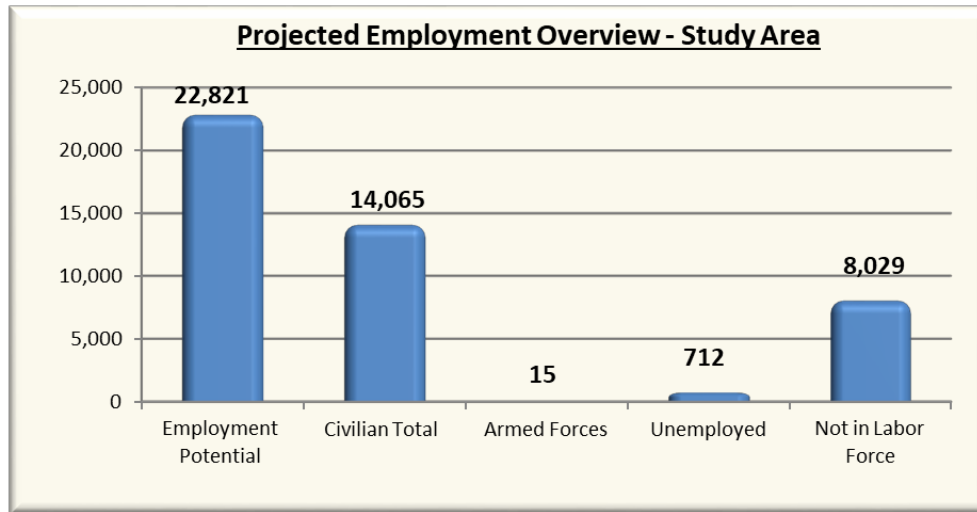


Data Source: U.S. Bureau of Census  
and Other Government Agencies

## APPENDIX 2 | Demographic Data

Study Area: Van Buren Charter Township Comparison: Surrounding Townships  
(not including the City of Belleville)

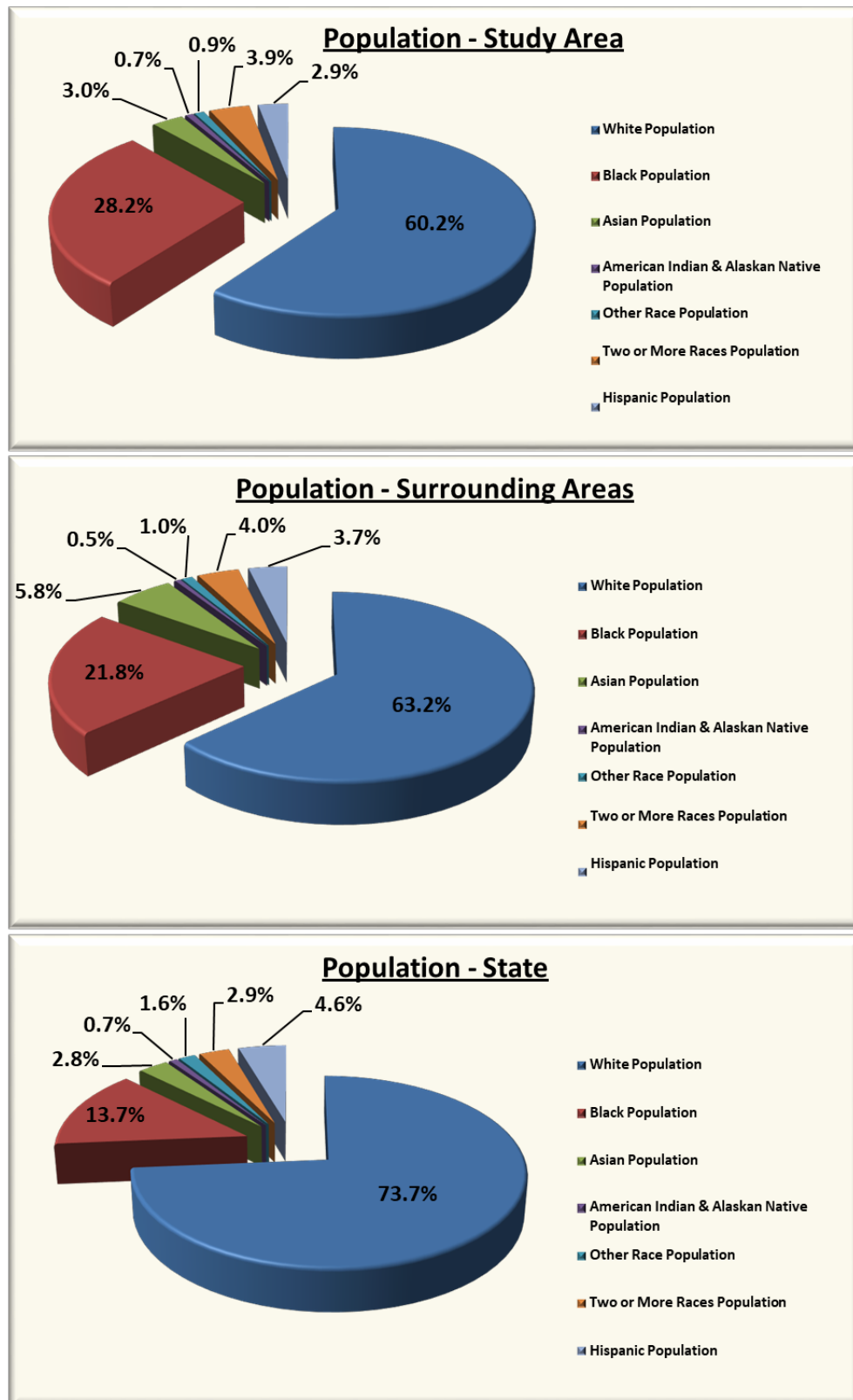
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Data Source: U.S. Bureau of Census  
and Other Government Agencies

Study Area: Van Buren Charter Township Comparison: Surrounding Townships  
(not including the City of Belleville)

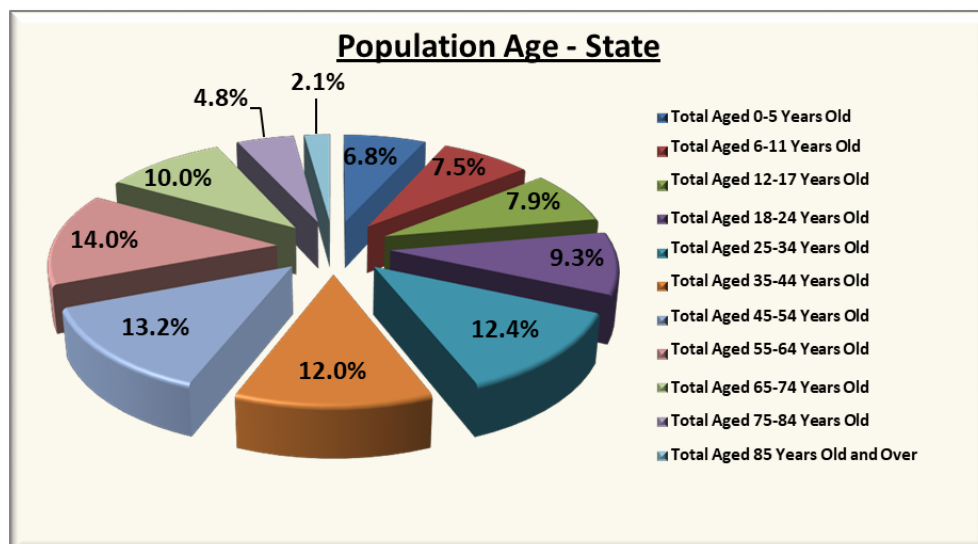
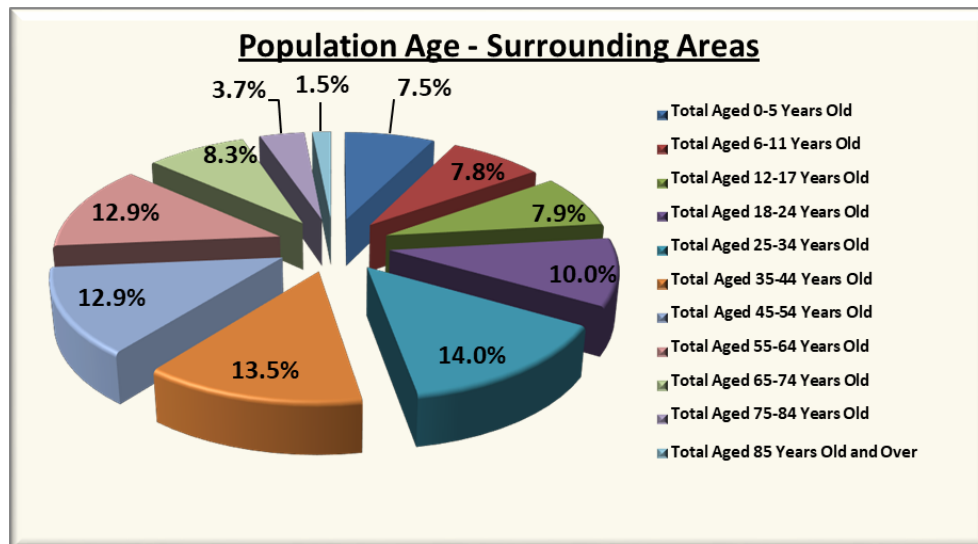
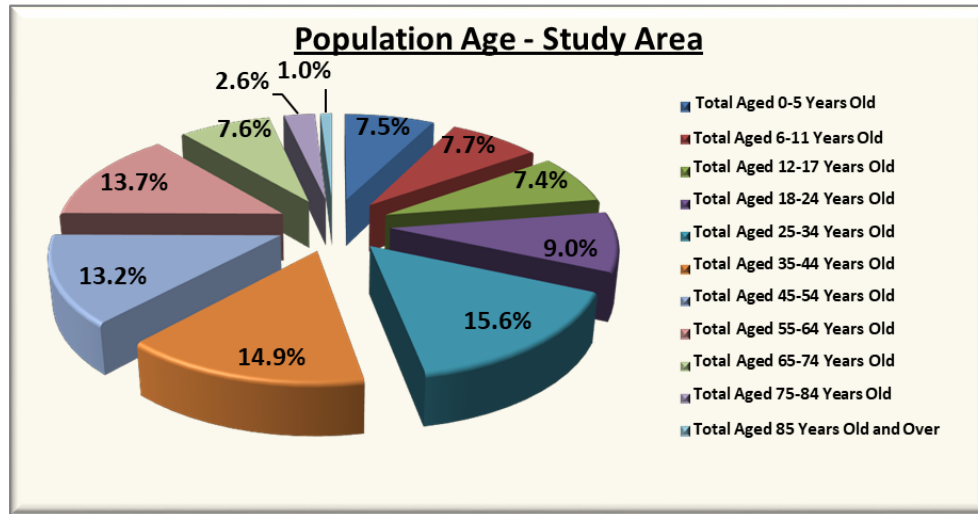
State: Michigan



Data Source: U.S. Bureau of Census  
and Other Government Agencies

Study Area: Van Buren Charter Township Comparison: Surrounding Townships  
(not including the City of Belleville)

State: Michigan

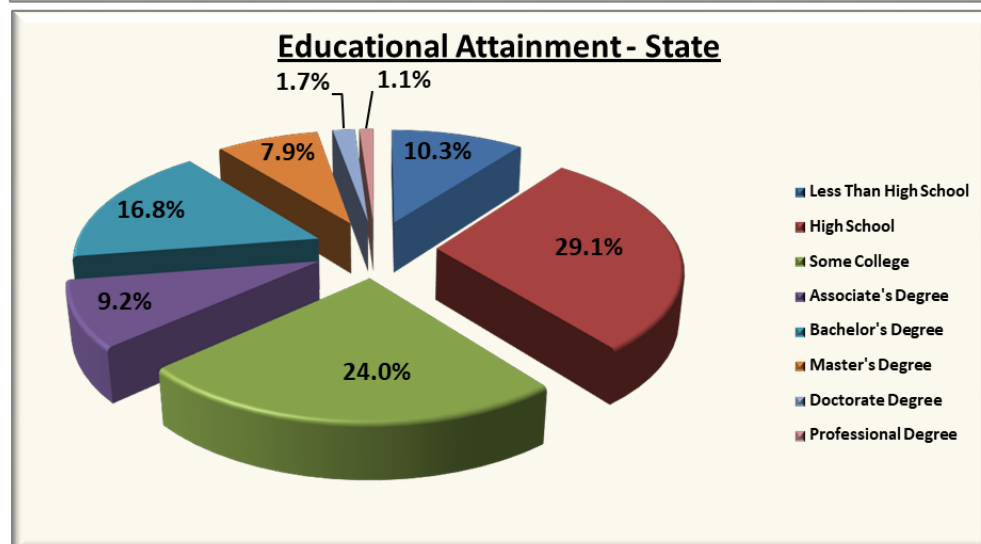
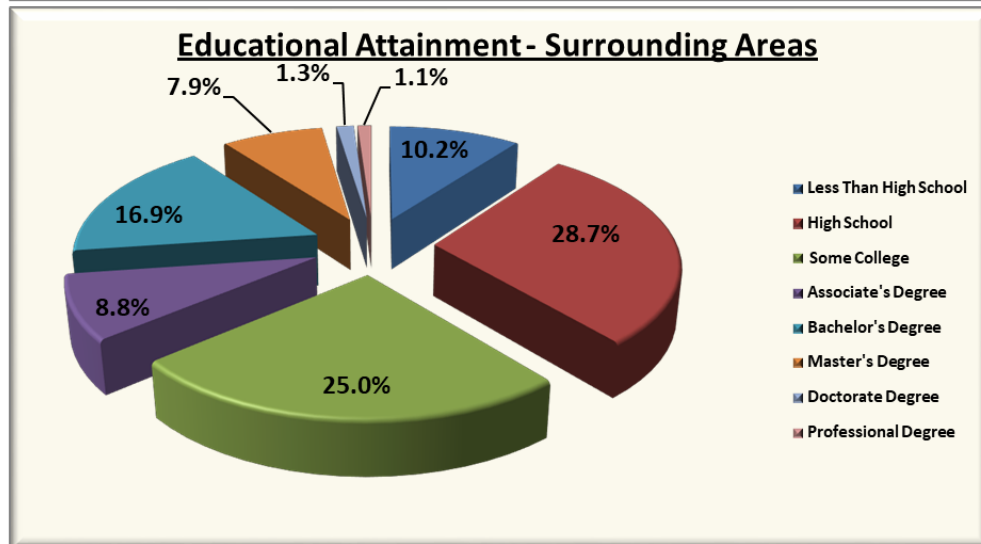
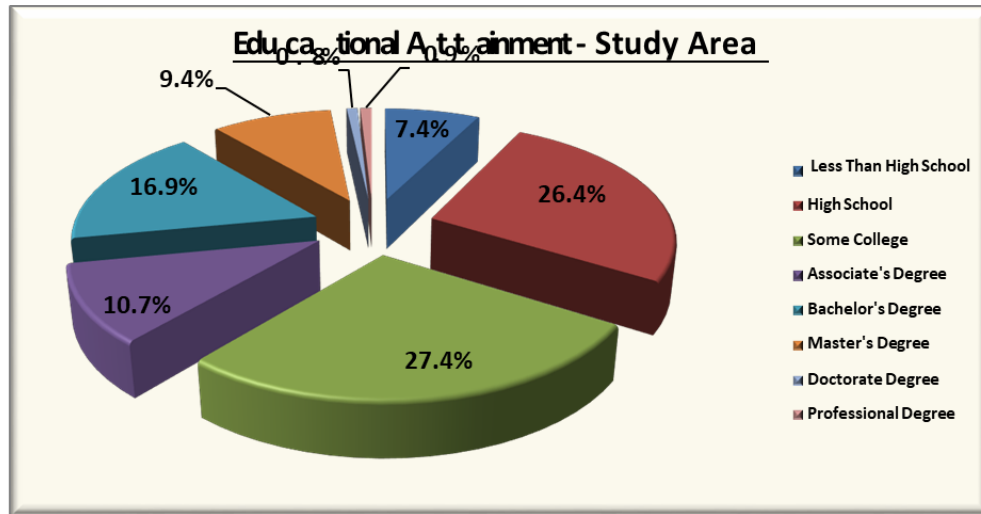


Data Source: U.S. Bureau of Census  
and Other Government Agencies



Study Area: Van Buren Charter Township Comparison: Surrounding Townships  
(not including the City of Belleville)

State: Michigan

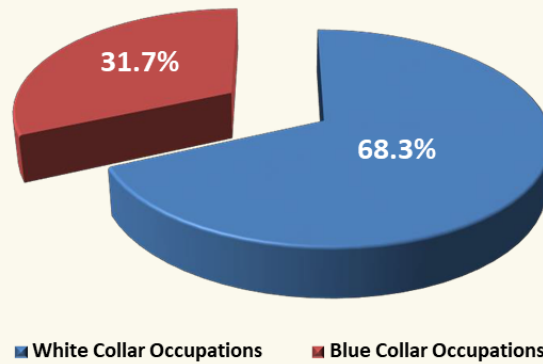


Data Source: U.S. Bureau of Census  
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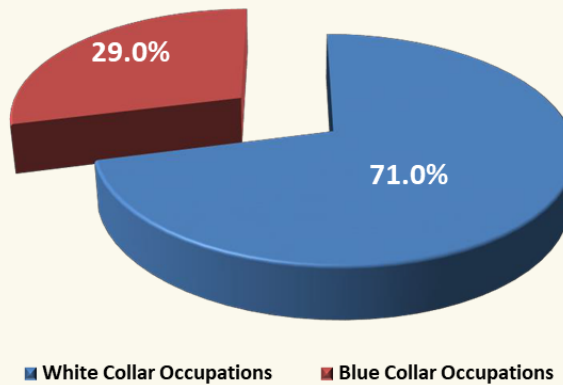
Study Area: Van Buren Charter Township Comparison: Surrounding Townships  
(not including the City of Belleville)

State: Michigan

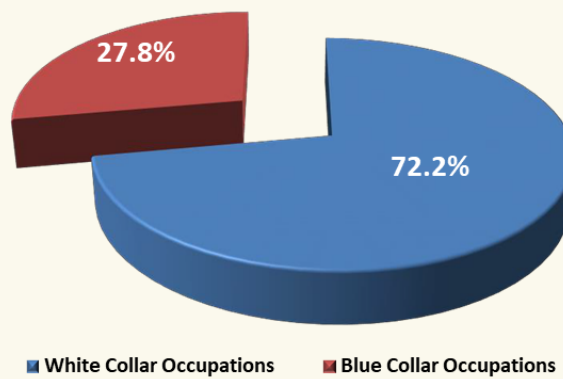
### Employment Profile - Study Area



### Employment Profile - Surrounding Areas



### Employment Profile - State

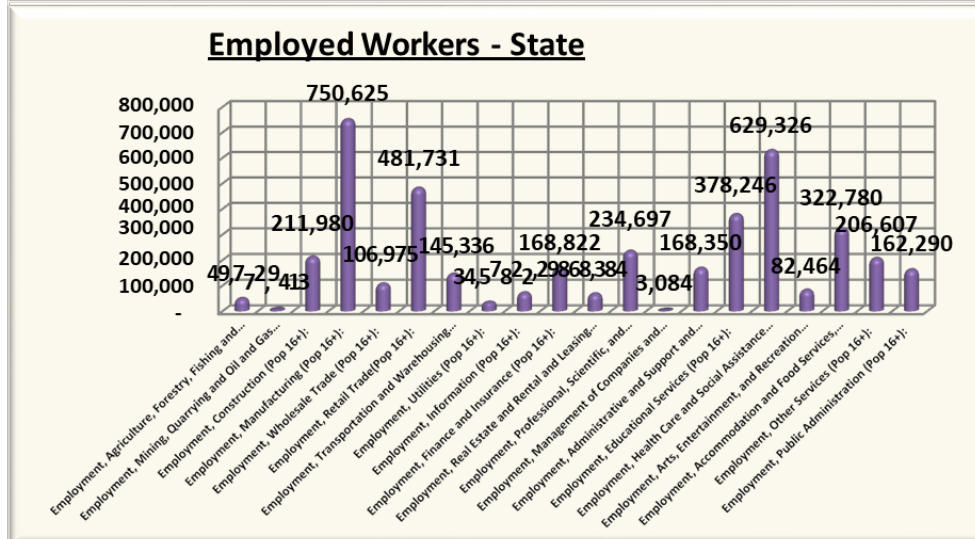
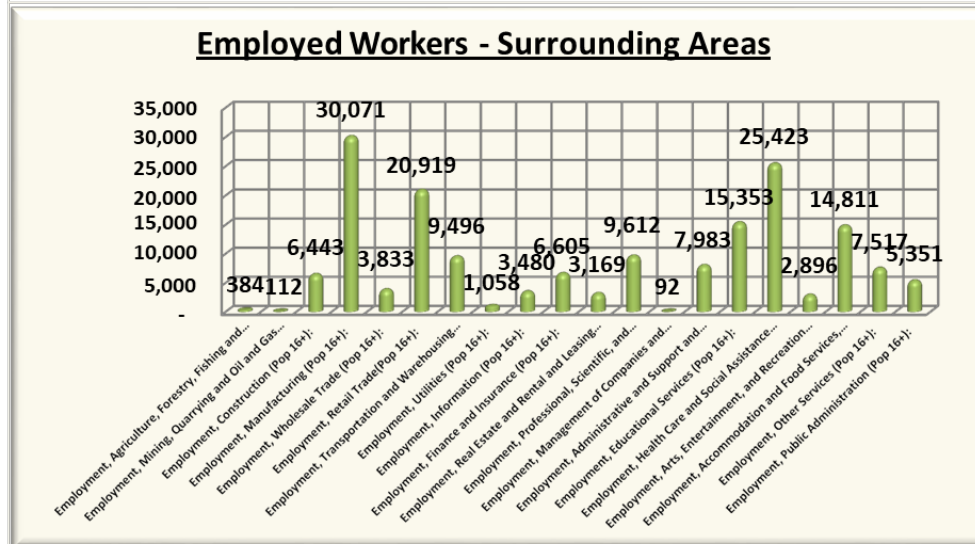
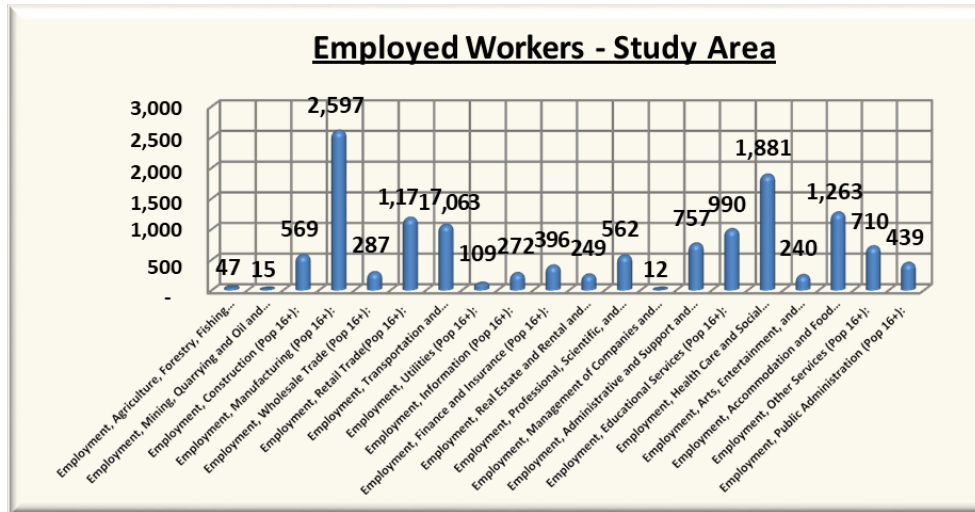


*Data Source: U.S. Bureau of Census  
and Other Government Agencies*

## APPENDIX 2 | Demographic Data

Study Area: Van Buren Charter Township Comparison: Surrounding Townships  
(not including the City of Belleville)

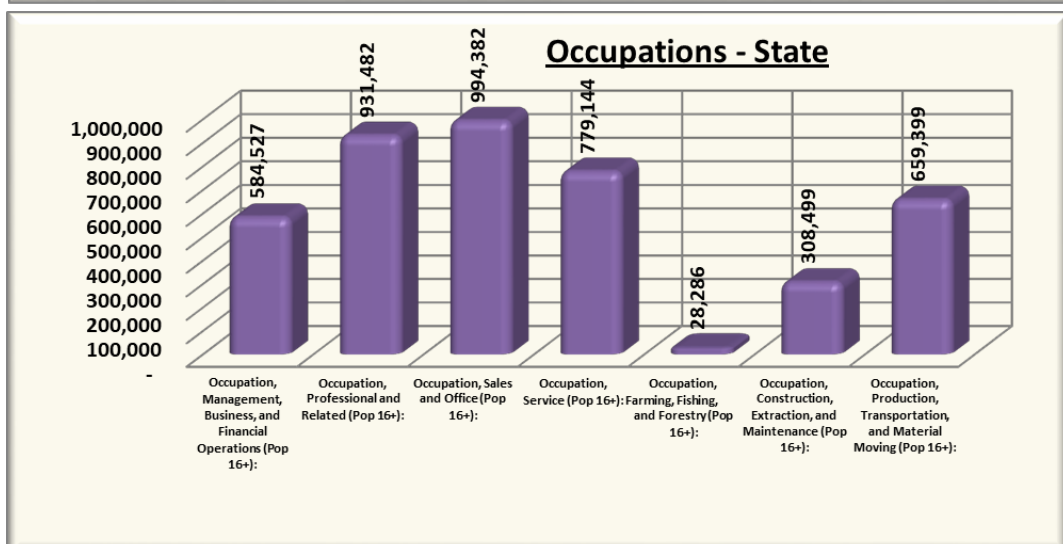
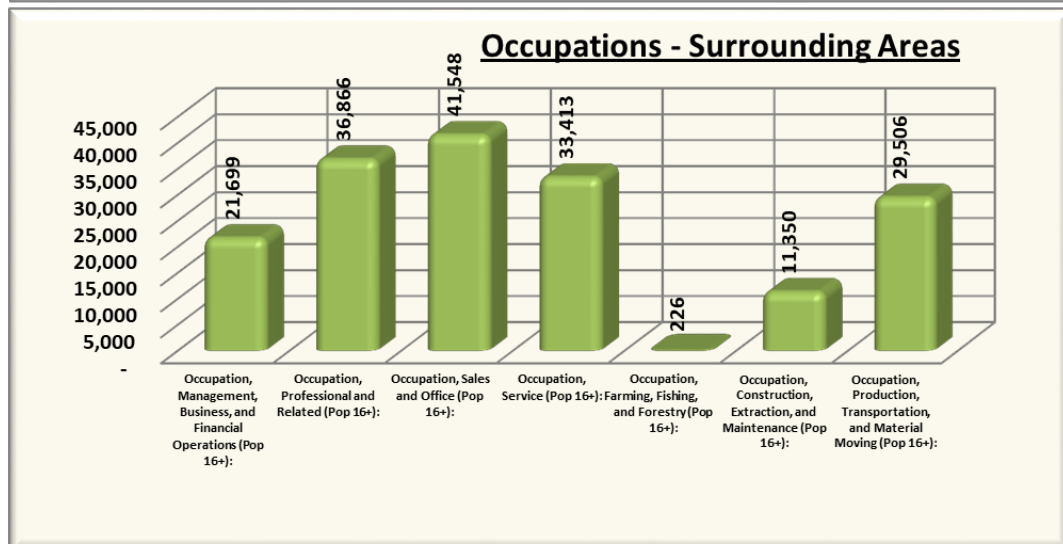
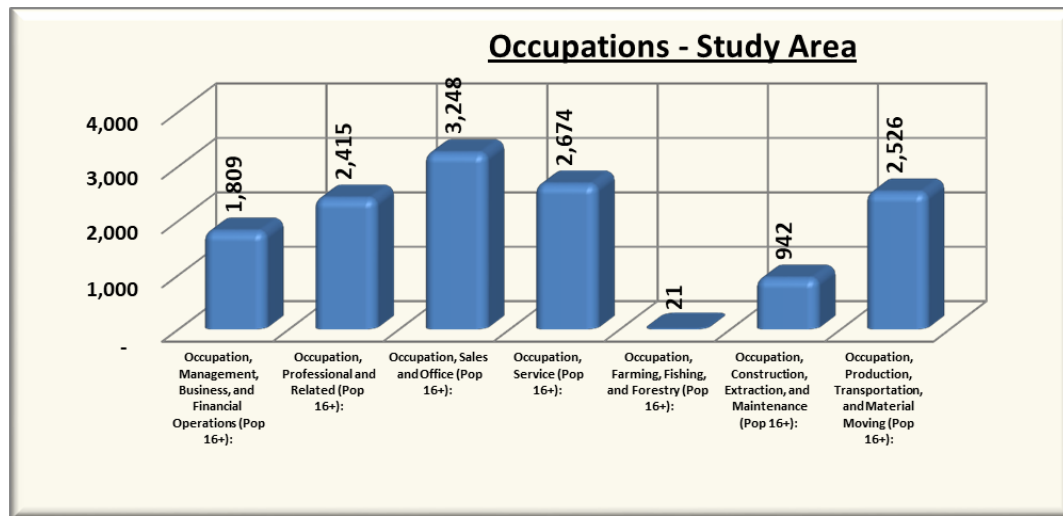
State: Michigan



Data Source: U.S. Bureau of Census  
and Other Government Agencies

Study Area: Van Buren Charter Township Comparison: Surrounding Townships  
(not including the City of Belleville)

State: Michigan

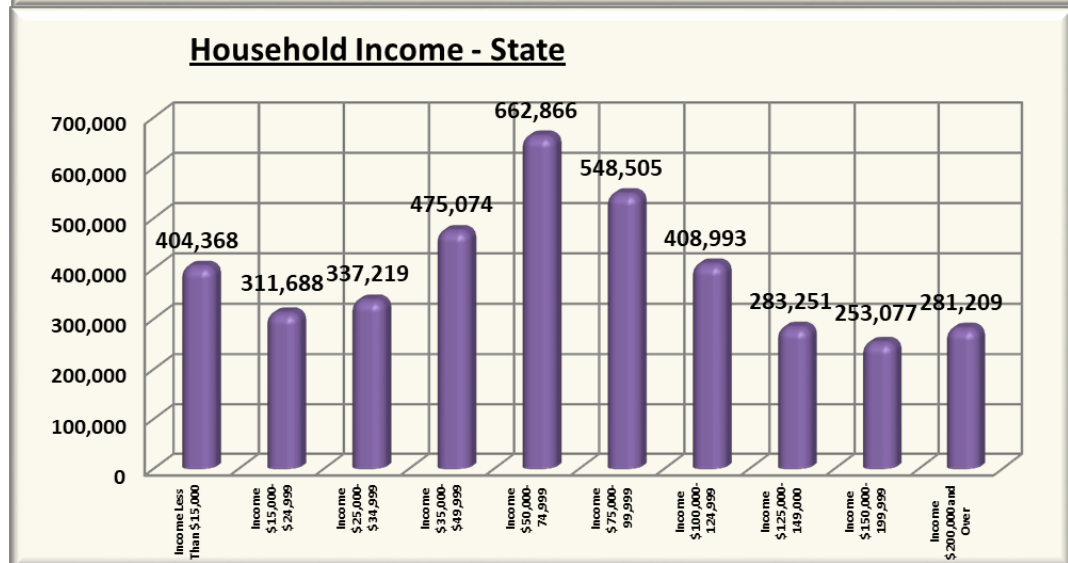
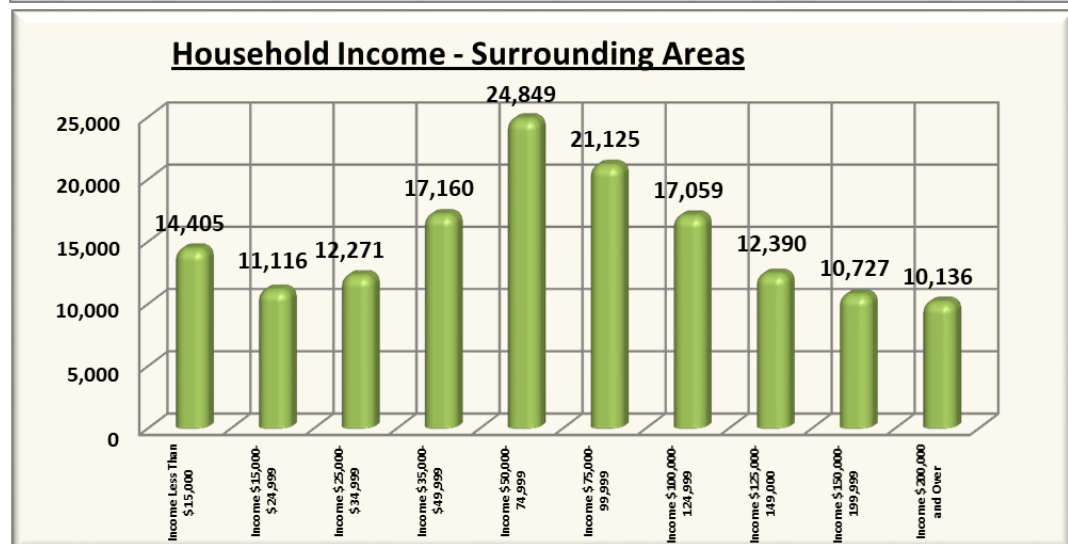
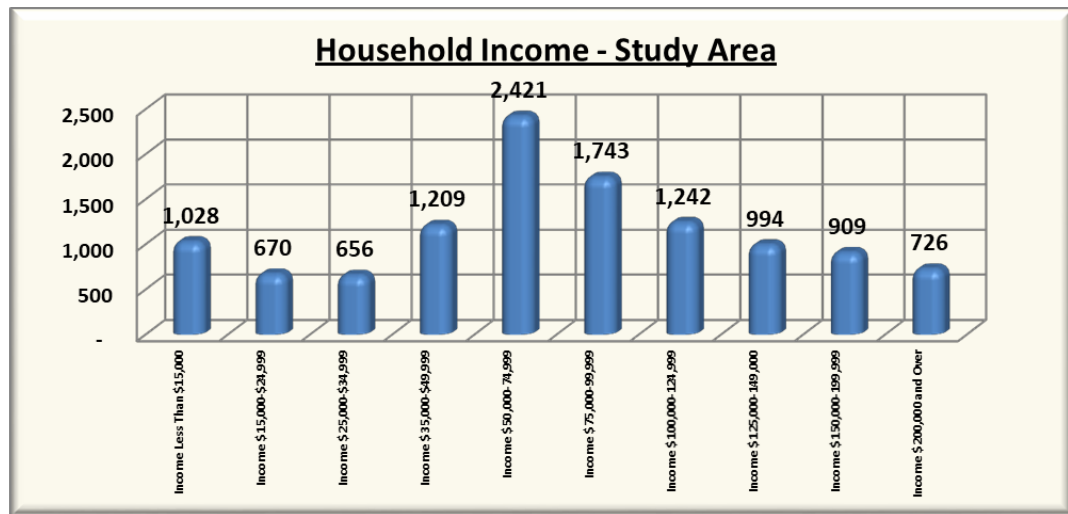


Data Source: U.S. Bureau of Census  
and Other Government Agencies



Study Area: Van Buren Charter Township Comparison: Surrounding Townships  
(not including the City of Belleville)

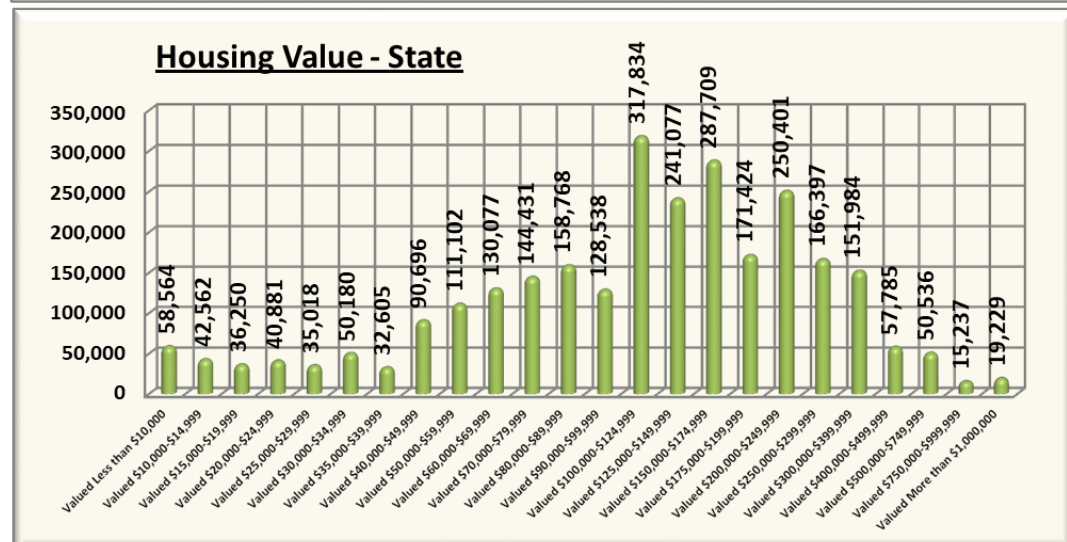
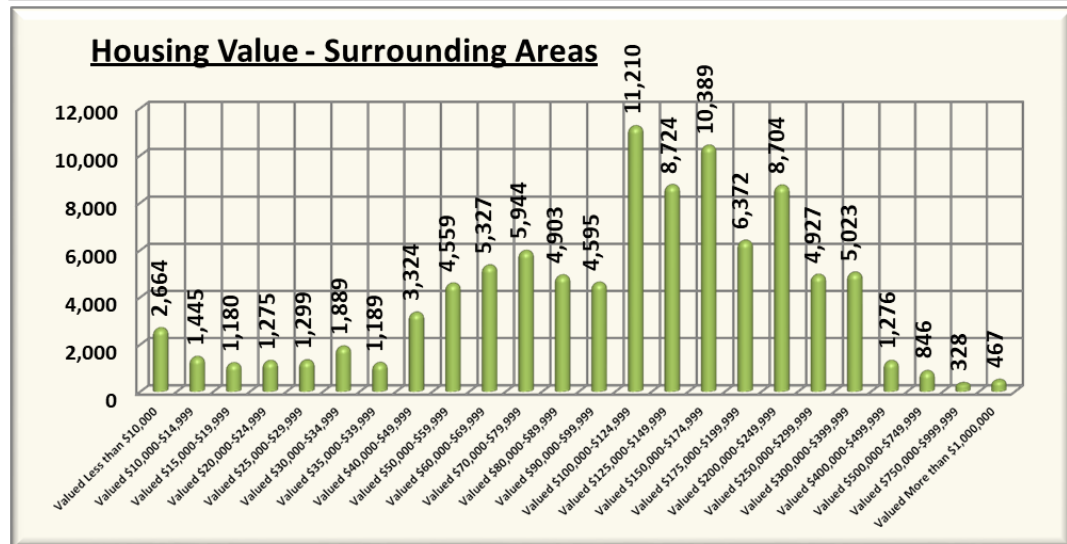
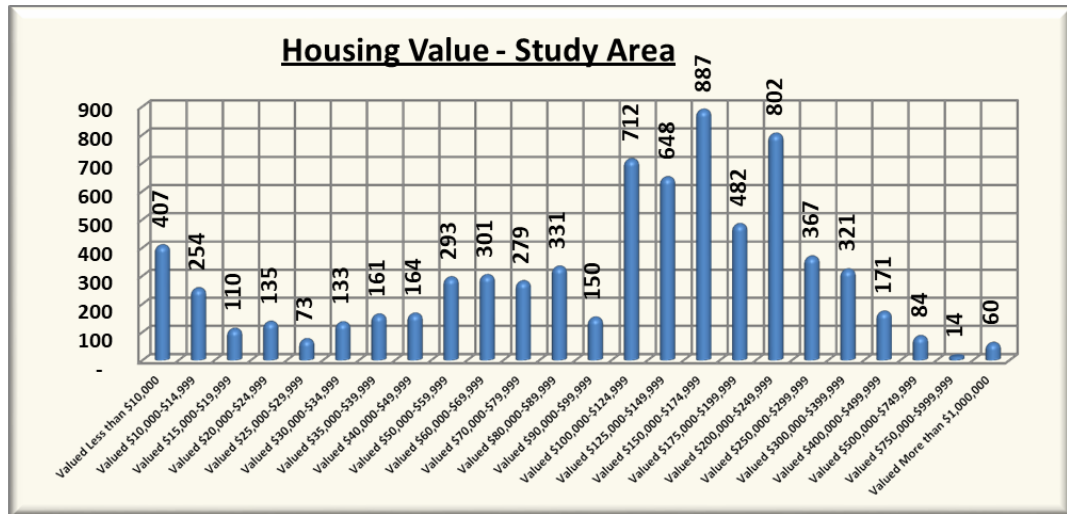
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(not including the City of Belleville)

State: Michigan

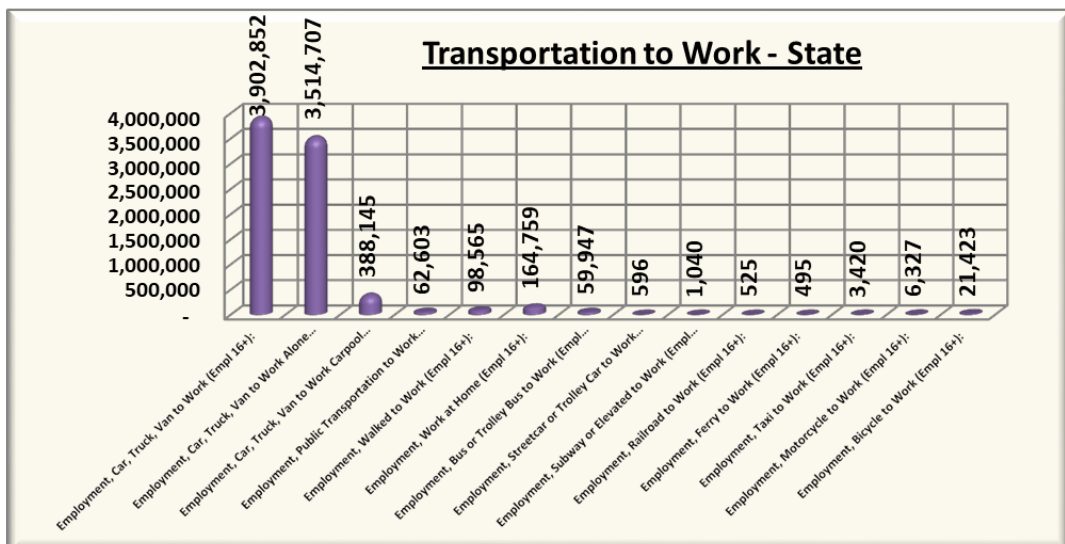
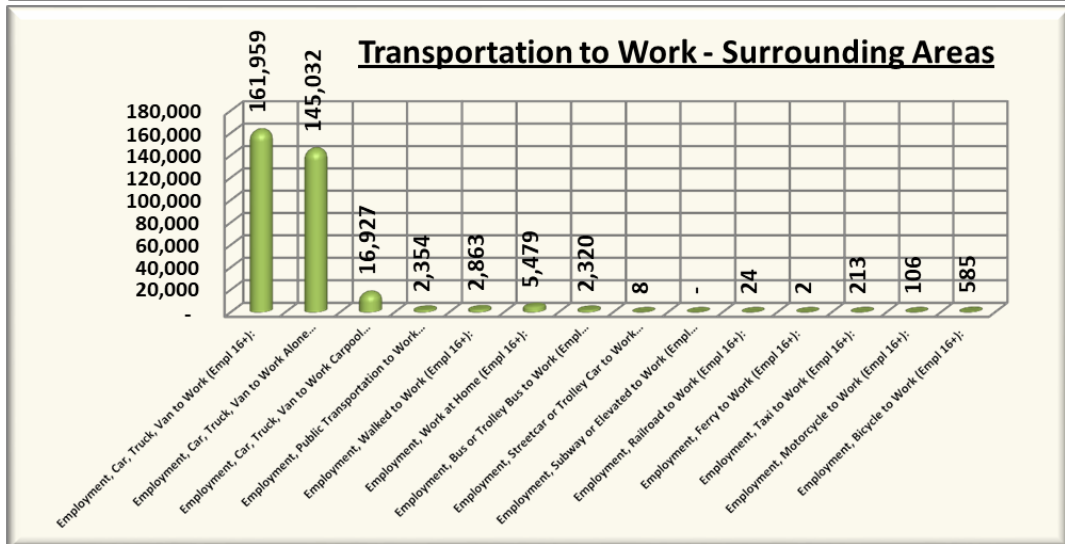
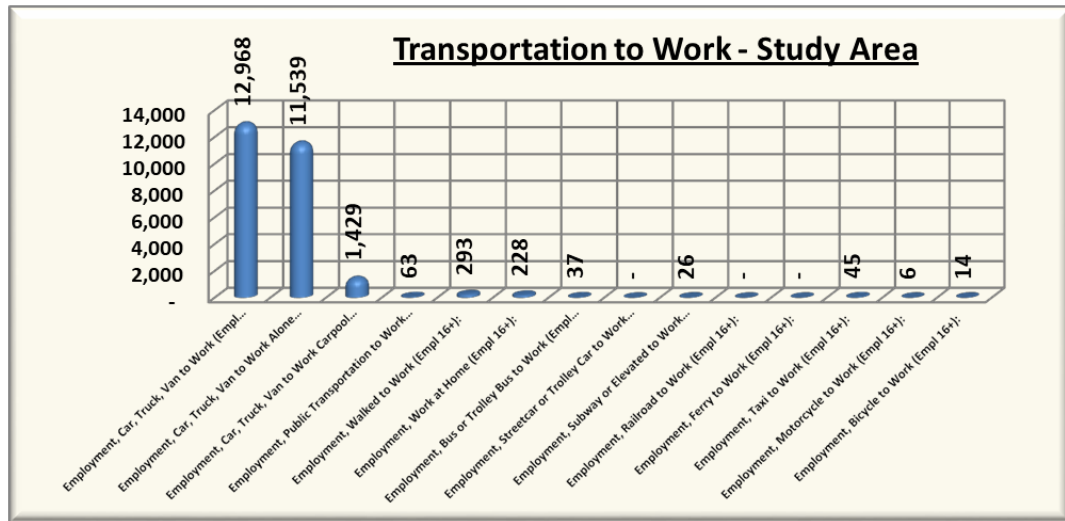


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## APPENDIX 2 | Demographic Data

Study Area: Van Buren Charter Township Comparison: Surrounding Townships  
(not including the City of Belleville)

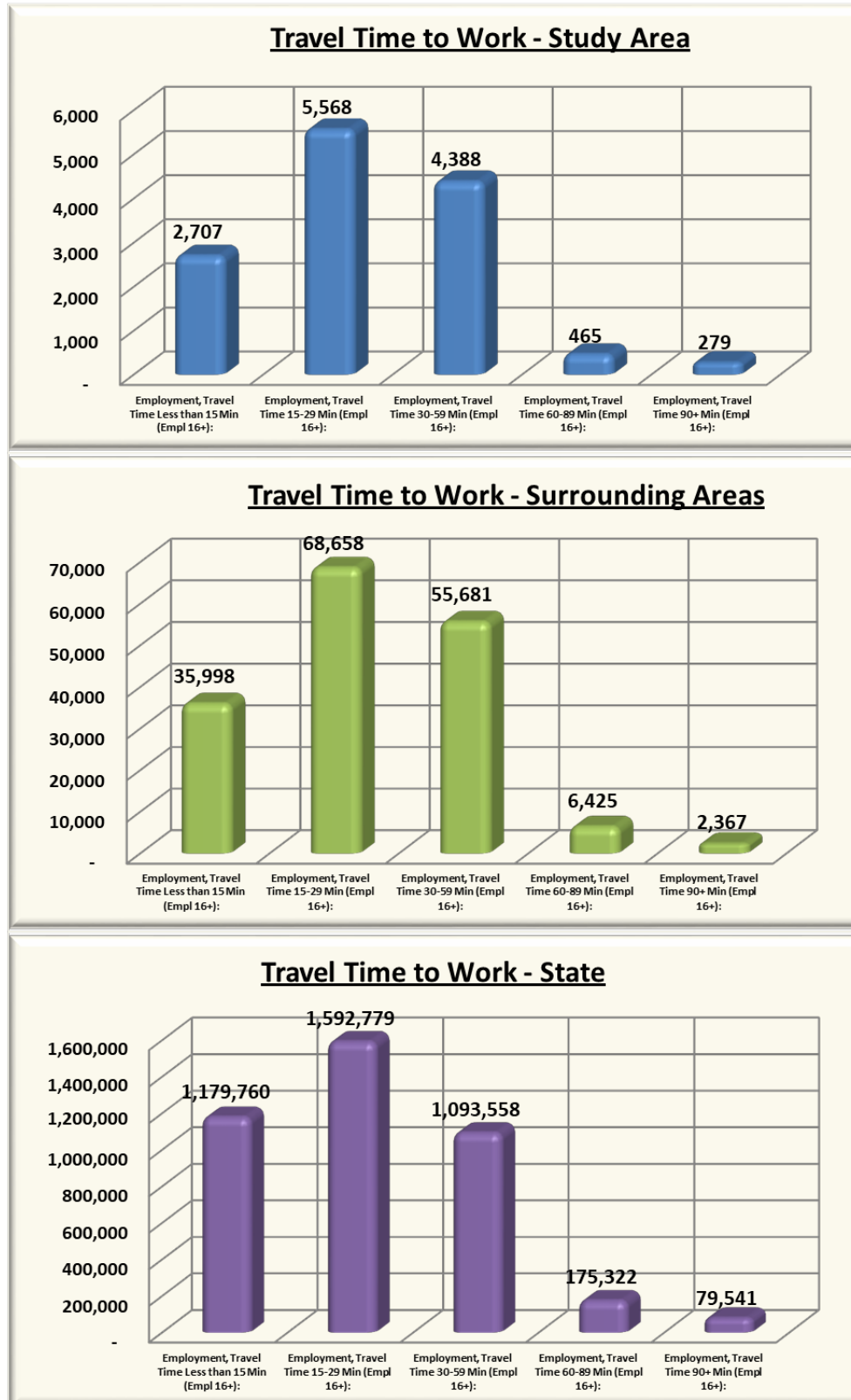
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and Other Government Agencies

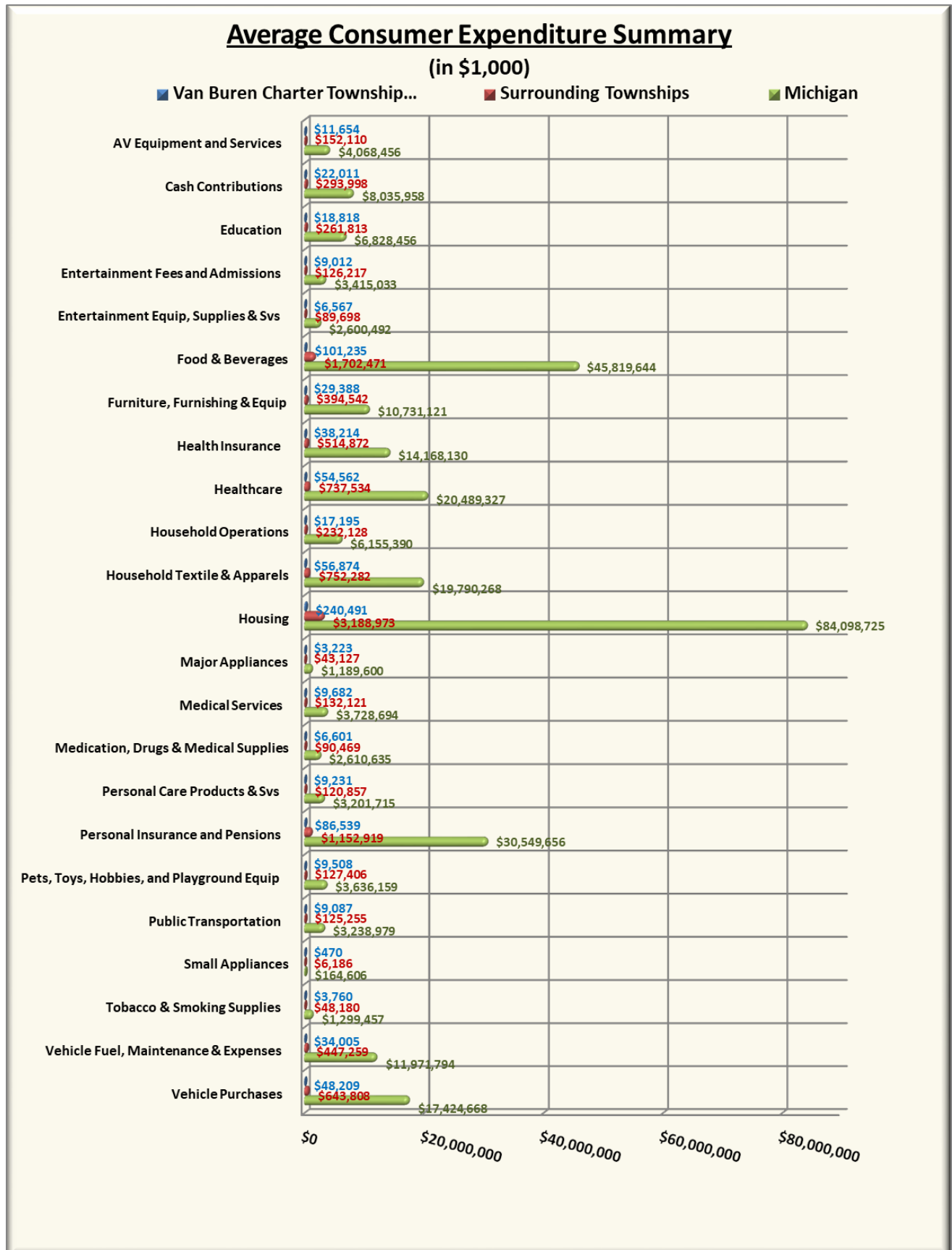
Study Area: Van Buren Charter Township Comparison: Surrounding Townships  
(not including the City of Belleville)

State: Michigan



Data Source: U.S. Bureau of Census  
and Other Government Agencies







## Recreation Expenditures

Van Buren charter township, MI 2  
 Van Buren charter township, MI (2616381660)  
 Geography: County Subdivision

Prepared by Esri

| Demographic Summary                                    |                          | 2019                 | 2024         |
|--------------------------------------------------------|--------------------------|----------------------|--------------|
| Population                                             |                          | 29,649               | 29,660       |
| Households                                             |                          | 12,212               | 12,255       |
| Families                                               |                          | 7,518                | 7,504        |
| Median Age                                             |                          | 38.1                 | 38.5         |
| Median Household Income                                |                          | \$58,464             | \$69,123     |
|                                                        | Spending Potential Index | Average Amount Spent | Total        |
| <b>Tv/Video/Audio</b>                                  | 93                       | \$1,136.13           | \$13,874,411 |
| Cable & Satellite Television Services                  | 91                       | \$797.00             | \$9,733,021  |
| Televisions & Video                                    | 100                      | \$244.22             | \$2,982,426  |
| Audio                                                  | 94                       | \$91.68              | \$1,119,596  |
| Rental of TV/VCR/Radio/Sound Equipment                 | 103                      | \$0.81               | \$9,894      |
| Repair of TV/Radio/Sound Equipment                     | 102                      | \$2.41               | \$29,473     |
| <b>Entertainment/Recreation Fees and Admissions</b>    | 87                       | \$621.39             | \$7,588,409  |
| Tickets to Theatre/Operas/Concerts                     | 83                       | \$62.66              | \$765,170    |
| Tickets to Movies                                      | 96                       | \$52.67              | \$643,258    |
| Tickets to Parks or Museums                            | 90                       | \$29.16              | \$356,111    |
| Admission to Sporting Events, excl. Trips              | 87                       | \$54.75              | \$668,579    |
| Fees for Participant Sports, excl. Trips               | 93                       | \$99.29              | \$1,212,514  |
| Fees for Recreational Lessons                          | 84                       | \$121.07             | \$1,478,566  |
| Membership Fees for Social/Recreation/Civic Clubs      | 85                       | \$201.07             | \$2,455,500  |
| Dating Services                                        | 102                      | \$0.71               | \$8,711      |
| <b>Toys/Games/Crafts/Hobbies</b>                       | 96                       | \$112.74             | \$1,376,741  |
| Toys/Games/Arts/Crafts/Tricycles                       | 97                       | \$98.23              | \$1,199,551  |
| Playground Equipment                                   | 86                       | \$3.61               | \$44,088     |
| Play Arcade Pinball/Video Games                        | 86                       | \$3.54               | \$43,183     |
| Online Entertainment and Games                         | 92                       | \$4.09               | \$49,991     |
| Stamp & Coin Collecting                                | 76                       | \$3.27               | \$39,928     |
| <b>Recreational Vehicles and Fees</b>                  | 71                       | \$113.87             | \$1,390,595  |
| Docking and Landing Fees for Boats and Planes          | 82                       | \$7.85               | \$95,817     |
| Camp Fees                                              | 54                       | \$35.95              | \$439,064    |
| Payments on Boats/Trailers/Campers/RVs                 | 85                       | \$49.69              | \$606,802    |
| Rental of Boats/Trailers/Campers/RVs                   | 83                       | \$20.38              | \$248,912    |
| <b>Sports, Recreation and Exercise Equipment</b>       | 95                       | \$196.10             | \$2,394,740  |
| Exercise Equipment and Gear, Game Tables               | 91                       | \$59.43              | \$725,755    |
| Bicycles                                               | 93                       | \$27.52              | \$336,080    |
| Camping Equipment                                      | 100                      | \$19.76              | \$241,311    |
| Hunting and Fishing Equipment                          | 98                       | \$69.12              | \$844,140    |
| Winter Sports Equipment                                | 79                       | \$4.29               | \$52,394     |
| Water Sports Equipment                                 | 97                       | \$7.28               | \$88,852     |
| Other Sports Equipment                                 | 94                       | \$6.23               | \$76,136     |
| Rental/Repair of Sports/Recreation/Exercise Equipment  | 97                       | \$2.46               | \$30,073     |
| <b>Photographic Equipment and Supplies</b>             | 95                       | \$49.40              | \$603,244    |
| Film                                                   | 97                       | \$0.76               | \$9,332      |
| Film Processing                                        | 92                       | \$7.24               | \$88,387     |
| Photographic Equipment                                 | 96                       | \$19.52              | \$238,340    |
| Photographer Fees/Other Supplies & Equip Rental/Repair | 95                       | \$21.88              | \$267,185    |
| <b>Reading</b>                                         | 87                       | \$92.57              | \$1,130,451  |
| Magazine/Newspaper Subscriptions                       | 78                       | \$29.04              | \$354,608    |
| Magazine/Newspaper Single Copies                       | 75                       | \$4.97               | \$60,710     |
| Books                                                  | 91                       | \$34.16              | \$417,209    |
| Digital Book Readers                                   | 96                       | \$24.40              | \$297,925    |

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

December 20, 2019



## Disposable Income Profile

Van Buren charter township, MI 2  
 Van Buren charter township, MI (2616381660)  
 Geography: County Subdivision

Prepared by Esri

|                        | Census 2010 | 2019   | 2024   | 2019-2024<br>Change | 2019-2024<br>Annual Rate |
|------------------------|-------------|--------|--------|---------------------|--------------------------|
| Population             | 28,821      | 29,649 | 29,660 | 11                  | 0.01%                    |
| Median Age             | 36.3        | 38.1   | 38.5   | 0.4                 | 0.21%                    |
| Households             | 11,821      | 12,212 | 12,255 | 43                  | 0.07%                    |
| Average Household Size | 2.42        | 2.41   | 2.40   | -0.01               | -0.08%                   |

| 2019 Households by Disposable Income | Number   | Percent |
|--------------------------------------|----------|---------|
| Total                                | 12,211   | 100.0%  |
| <\$15,000                            | 1,178    | 9.6%    |
| \$15,000-\$24,999                    | 1,186    | 9.7%    |
| \$25,000-\$34,999                    | 1,734    | 14.2%   |
| \$35,000-\$49,999                    | 2,242    | 18.4%   |
| \$50,000-\$74,999                    | 2,510    | 20.6%   |
| \$75,000-\$99,999                    | 1,463    | 12.0%   |
| \$100,000-\$149,999                  | 1,438    | 11.8%   |
| \$150,000-\$199,999                  | 258      | 2.1%    |
| \$200,000+                           | 202      | 1.7%    |
| Median Disposable Income             | \$47,887 |         |
| Average Disposable Income            | \$60,842 |         |

| 2019 Disposable Income by Age of Householder | Number of Households |          |          |          |          |          |          |
|----------------------------------------------|----------------------|----------|----------|----------|----------|----------|----------|
|                                              | <25                  | 25-34    | 35-44    | 45-54    | 55-64    | 65-74    | 75+      |
| Total                                        | 566                  | 2,261    | 2,198    | 2,400    | 2,290    | 1,730    | 766      |
| <\$15,000                                    | 99                   | 221      | 138      | 185      | 238      | 170      | 127      |
| \$15,000-\$24,999                            | 87                   | 247      | 143      | 161      | 192      | 226      | 130      |
| \$25,000-\$34,999                            | 134                  | 337      | 268      | 266      | 261      | 265      | 203      |
| \$35,000-\$49,999                            | 108                  | 570      | 405      | 292      | 410      | 334      | 123      |
| \$50,000-\$74,999                            | 80                   | 463      | 487      | 521      | 492      | 353      | 114      |
| \$75,000-\$99,999                            | 31                   | 174      | 372      | 389      | 319      | 146      | 32       |
| \$100,000-\$149,999                          | 20                   | 197      | 290      | 456      | 287      | 161      | 27       |
| \$150,000-\$199,999                          | 2                    | 30       | 59       | 64       | 52       | 44       | 7        |
| \$200,000+                                   | 5                    | 22       | 36       | 66       | 39       | 31       | 3        |
| Median Disposable Income                     | \$31,404             | \$41,973 | \$55,323 | \$61,611 | \$51,452 | \$42,818 | \$30,173 |
| Average Disposable Income                    | \$40,321             | \$53,133 | \$67,443 | \$73,884 | \$63,351 | \$57,246 | \$39,575 |

**Data Note:** Disposable Income is after-tax household income. Disposable income forecasts are based on the Current Population Survey, U.S. Census Bureau. Detail may not sum to totals due to rounding.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

December 20, 2019



## Sports and Leisure Market Potential

Van Buren charter township, MI 2  
 Van Buren charter township, MI (2616381660)  
 Geography: County Subdivision

Prepared by Esri

| Demographic Summary                                      |                                  | 2019     | 2024     |
|----------------------------------------------------------|----------------------------------|----------|----------|
| Population                                               |                                  | 29,649   | 29,660   |
| Population 18+                                           |                                  | 23,223   | 23,371   |
| Households                                               |                                  | 12,212   | 12,255   |
| Median Household Income                                  |                                  | \$58,464 | \$69,123 |
| Product/Consumer Behavior                                | Expected<br>Number of Adults/HHs | Percent  | MPI      |
| Participated in aerobics in last 12 months               | 1,690                            | 7.3%     | 95       |
| Participated in archery in last 12 months                | 704                              | 3.0%     | 111      |
| Participated in backpacking in last 12 months            | 766                              | 3.3%     | 96       |
| Participated in baseball in last 12 months               | 942                              | 4.1%     | 101      |
| Participated in basketball in last 12 months             | 1,854                            | 8.0%     | 100      |
| Participated in bicycling (mountain) in last 12 months   | 898                              | 3.9%     | 92       |
| Participated in bicycling (road) in last 12 months       | 2,076                            | 8.9%     | 92       |
| Participated in boating (power) in last 12 months        | 1,110                            | 4.8%     | 101      |
| Participated in bowling in last 12 months                | 2,253                            | 9.7%     | 110      |
| Participated in canoeing/kayaking in last 12 months      | 1,444                            | 6.2%     | 91       |
| Participated in fishing (fresh water) in last 12 months  | 2,847                            | 12.3%    | 106      |
| Participated in fishing (salt water) in last 12 months   | 782                              | 3.4%     | 86       |
| Participated in football in last 12 months               | 1,067                            | 4.6%     | 98       |
| Participated in Frisbee in last 12 months                | 803                              | 3.5%     | 87       |
| Participated in golf in last 12 months                   | 1,740                            | 7.5%     | 90       |
| Participated in hiking in last 12 months                 | 2,786                            | 12.0%    | 97       |
| Participated in horseback riding in last 12 months       | 550                              | 2.4%     | 102      |
| Participated in hunting with rifle in last 12 months     | 1,043                            | 4.5%     | 106      |
| Participated in hunting with shotgun in last 12 months   | 832                              | 3.6%     | 106      |
| Participated in ice skating in last 12 months            | 531                              | 2.3%     | 80       |
| Participated in jogging/running in last 12 months        | 2,769                            | 11.9%    | 93       |
| Participated in motorcycling in last 12 months           | 815                              | 3.5%     | 115      |
| Participated in Pilates in last 12 months                | 459                              | 2.0%     | 80       |
| Participated in ping pong in last 12 months              | 799                              | 3.4%     | 88       |
| Participated in skiing (downhill) in last 12 months      | 483                              | 2.1%     | 75       |
| Participated in soccer in last 12 months                 | 806                              | 3.5%     | 87       |
| Participated in softball in last 12 months               | 669                              | 2.9%     | 102      |
| Participated in swimming in last 12 months               | 3,693                            | 15.9%    | 98       |
| Participated in target shooting in last 12 months        | 1,192                            | 5.1%     | 118      |
| Participated in tennis in last 12 months                 | 567                              | 2.4%     | 71       |
| Participated in volleyball in last 12 months             | 790                              | 3.4%     | 98       |
| Participated in walking for exercise in last 12 months   | 5,564                            | 24.0%    | 97       |
| Participated in weight lifting in last 12 months         | 2,365                            | 10.2%    | 98       |
| Participated in yoga in last 12 months                   | 1,620                            | 7.0%     | 86       |
| Participated in Zumba in last 12 months                  | 705                              | 3.0%     | 93       |
| Spent on sports/rec equip in last 12 months: \$1-99      | 1,482                            | 6.4%     | 105      |
| Spent on sports/rec equip in last 12 months: \$100-\$249 | 1,492                            | 6.4%     | 105      |
| Spent on sports/rec equip in last 12 months: \$250+      | 1,749                            | 7.5%     | 93       |
| Attend sports events                                     | 3,885                            | 16.7%    | 100      |
| Attend sports events: baseball game - MLB reg seas       | 1,083                            | 4.7%     | 83       |
| Attend sports events: basketball game-NBA reg seas       | 303                              | 1.3%     | 77       |
| Attend sports events: football game (college)            | 859                              | 3.7%     | 105      |
| Attend sports events: high school sports                 | 892                              | 3.8%     | 114      |

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January 16, 2020





## Sports and Leisure Market Potential

Van Buren charter township, MI 2  
 Van Buren charter township, MI (2616381660)  
 Geography: County Subdivision

Prepared by Esri

| Product/Consumer Behavior                                      | Expected Number of Adults/HHs | Percent | MPI |
|----------------------------------------------------------------|-------------------------------|---------|-----|
| Listen to sports on radio                                      | 2,569                         | 11.1%   | 101 |
| Watch sports on TV                                             | 13,444                        | 57.9%   | 100 |
| Watch on TV: alpine skiing/ski jumping                         | 806                           | 3.5%    | 97  |
| Watch on TV: auto racing (NASCAR)                              | 2,467                         | 10.6%   | 114 |
| Watch on TV: auto racing (not NASCAR)                          | 1,073                         | 4.6%    | 115 |
| Watch on TV: baseball (MLB regular season)                     | 4,331                         | 18.6%   | 95  |
| Watch on TV: baseball (MLB playoffs/World Series)              | 3,984                         | 17.2%   | 98  |
| Watch on TV: basketball (college)                              | 3,253                         | 14.0%   | 104 |
| Watch on TV: basketball (NCAA tournament)                      | 3,057                         | 13.2%   | 99  |
| Watch on TV: basketball (NBA regular season)                   | 3,230                         | 13.9%   | 94  |
| Watch on TV: basketball (NBA playoffs/finals)                  | 3,782                         | 16.3%   | 99  |
| Watch on TV: basketball (WNBA)                                 | 774                           | 3.3%    | 106 |
| Watch on TV: bicycle racing                                    | 457                           | 2.0%    | 90  |
| Watch on TV: bowling                                           | 484                           | 2.1%    | 108 |
| Watch on TV: boxing                                            | 1,322                         | 5.7%    | 92  |
| Watch on TV: bull riding (pro)                                 | 805                           | 3.5%    | 115 |
| Watch on TV: Equestrian events                                 | 538                           | 2.3%    | 106 |
| Watch on TV: extreme sports (summer)                           | 837                           | 3.6%    | 104 |
| Watch on TV: extreme sports (winter)                           | 974                           | 4.2%    | 110 |
| Watch on TV: figure skating                                    | 1,393                         | 6.0%    | 97  |
| Watch on TV: fishing                                           | 971                           | 4.2%    | 92  |
| Watch on TV: football (college)                                | 5,956                         | 25.6%   | 109 |
| Watch on TV: football (NFL Sunday/Monday/Thursday night games) | 7,908                         | 34.1%   | 106 |
| Watch on TV: football (NFL weekend games)                      | 7,387                         | 31.8%   | 107 |
| Watch on TV: football (NFL playoffs/Super Bowl)                | 7,696                         | 33.1%   | 104 |
| Watch on TV: golf (PGA)                                        | 2,496                         | 10.7%   | 96  |
| Watch on TV: golf (LPGA)                                       | 765                           | 3.3%    | 94  |
| Watch on TV: gymnastics                                        | 1,521                         | 6.5%    | 109 |
| Watch on TV: high school sports                                | 1,106                         | 4.8%    | 99  |
| Watch on TV: horse racing (at track or OTB)                    | 542                           | 2.3%    | 92  |
| Watch on TV: ice hockey (NHL regular season)                   | 1,724                         | 7.4%    | 92  |
| Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)          | 1,690                         | 7.3%    | 91  |
| Watch on TV: mixed martial arts (MMA)                          | 892                           | 3.8%    | 92  |
| Watch on TV: motorcycle racing                                 | 666                           | 2.9%    | 107 |
| Watch on TV: Olympics (summer)                                 | 3,885                         | 16.7%   | 98  |
| Watch on TV: Olympics (winter)                                 | 3,040                         | 13.1%   | 96  |
| Watch on TV: rodeo                                             | 843                           | 3.6%    | 120 |
| Watch on TV: soccer (MLS)                                      | 946                           | 4.1%    | 85  |
| Watch on TV: soccer (World Cup)                                | 1,307                         | 5.6%    | 80  |
| Watch on TV: tennis (men`s)                                    | 1,137                         | 4.9%    | 83  |
| Watch on TV: tennis (women`s)                                  | 1,068                         | 4.6%    | 79  |
| Watch on TV: track & field                                     | 1,058                         | 4.6%    | 105 |
| Watch on TV: volleyball (pro beach)                            | 750                           | 3.2%    | 107 |
| Watch on TV: wrestling (WWE)                                   | 1,071                         | 4.6%    | 101 |
| Interest in sports: college basketball Super Fan               | 928                           | 4.0%    | 100 |
| Interest in sports: college football Super Fan                 | 1,975                         | 8.5%    | 113 |
| Interest in sports: golf Super Fan                             | 333                           | 1.4%    | 77  |
| Interest in sports: high school sports Super Fan               | 611                           | 2.6%    | 85  |
| Interest in sports: MLB Super Fan                              | 1,025                         | 4.4%    | 86  |
| Interest in sports: NASCAR Super Fan                           | 587                           | 2.5%    | 93  |
| Interest in sports: NBA Super Fan                              | 1,157                         | 5.0%    | 90  |
| Interest in sports: NFL Super Fan                              | 2,949                         | 12.7%   | 110 |
| Interest in sports: NHL Super Fan                              | 619                           | 2.7%    | 82  |
| Interest in sports: soccer Super Fan                           | 432                           | 1.9%    | 67  |

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January 16, 2020



## Sports and Leisure Market Potential

Van Buren charter township, MI 2  
 Van Buren charter township, MI (2616381660)  
 Geography: County Subdivision

Prepared by Esri

| Product/Consumer Behavior                              | Expected<br>Number of Adults/HHs | Percent | MPI |
|--------------------------------------------------------|----------------------------------|---------|-----|
| Member of AARP                                         | 2,562                            | 11.0%   | 91  |
| Member of charitable organization                      | 989                              | 4.3%    | 98  |
| Member of church board                                 | 620                              | 2.7%    | 103 |
| Member of fraternal order                              | 419                              | 1.8%    | 81  |
| Member of religious club                               | 842                              | 3.6%    | 106 |
| Member of union                                        | 778                              | 3.4%    | 89  |
| Member of veterans club                                | 550                              | 2.4%    | 95  |
| Attended adult education course in last 12 months      | 1,746                            | 7.5%    | 94  |
| Went to art gallery in last 12 months                  | 1,495                            | 6.4%    | 81  |
| Attended auto show in last 12 months                   | 1,307                            | 5.6%    | 92  |
| Did baking in last 12 months                           | 5,275                            | 22.7%   | 101 |
| Barbecued in last 12 months                            | 6,468                            | 27.9%   | 100 |
| Went to bar/night club in last 12 months               | 3,986                            | 17.2%   | 100 |
| Went to beach in last 12 months                        | 5,986                            | 25.8%   | 89  |
| Played billiards/pool in last 12 months                | 1,558                            | 6.7%    | 101 |
| Played bingo in last 12 months                         | 986                              | 4.2%    | 96  |
| Did birdwatching in last 12 months                     | 934                              | 4.0%    | 90  |
| Played board game in last 12 months                    | 4,060                            | 17.5%   | 111 |
| Read book in last 12 months                            | 7,466                            | 32.1%   | 100 |
| Participated in book club in last 12 months            | 496                              | 2.1%    | 71  |
| Went on overnight camping trip in last 12 months       | 3,113                            | 13.4%   | 108 |
| Played cards in last 12 months                         | 3,999                            | 17.2%   | 105 |
| Played chess in last 12 months                         | 813                              | 3.5%    | 98  |
| Played computer game (offline w/software)/12 months    | 1,889                            | 8.1%    | 112 |
| Played computer game (online w/o software)/12 months   | 3,065                            | 13.2%   | 112 |
| Cooked for fun in last 12 months                       | 4,553                            | 19.6%   | 99  |
| Did crossword puzzle in last 12 months                 | 2,004                            | 8.6%    | 89  |
| Danced/went dancing in last 12 months                  | 1,548                            | 6.7%    | 93  |
| Attended dance performance in last 12 months           | 844                              | 3.6%    | 81  |
| Dined out in last 12 months                            | 12,077                           | 52.0%   | 100 |
| Participated in fantasy sports league last 12 months   | 1,078                            | 4.6%    | 100 |
| Participated in tailgating in last 12 months           | 999                              | 4.3%    | 98  |
| Did furniture refinishing in last 12 months            | 1,048                            | 4.5%    | 111 |
| Gambled at casino in last 12 months                    | 2,655                            | 11.4%   | 86  |
| Gambled in Las Vegas in last 12 months                 | 599                              | 2.6%    | 73  |
| Participate in indoor gardening/plant care             | 1,974                            | 8.5%    | 95  |
| Attended horse races in last 12 months                 | 461                              | 2.0%    | 82  |
| Participated in karaoke in last 12 months              | 826                              | 3.6%    | 93  |
| Bought lottery ticket in last 12 months                | 8,142                            | 35.1%   | 100 |
| Played lottery 6+ times in last 30 days                | 2,245                            | 9.7%    | 94  |
| Bought lottery ticket in last 12 months: Daily Drawing | 626                              | 2.7%    | 86  |
| Bought lottery ticket in last 12 months: Instant Game  | 4,349                            | 18.7%   | 104 |
| Bought lottery ticket in last 12 months: Mega Millions | 3,628                            | 15.6%   | 96  |
| Bought lottery ticket in last 12 months: Powerball     | 4,934                            | 21.2%   | 102 |
| Attended a movie in last 6 months                      | 13,781                           | 59.3%   | 101 |
| Attended movie in last 90 days: once/week or more      | 430                              | 1.9%    | 77  |
| Attended movie in last 90 days: 2-3 times a month      | 1,321                            | 5.7%    | 93  |
| Attended movie in last 90 days: once a month           | 2,117                            | 9.1%    | 96  |
| Attended movie in last 90 days: < once a month         | 8,547                            | 36.8%   | 104 |
| Movie genre seen at theater/6 months: action           | 6,991                            | 30.1%   | 104 |

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January 16, 2020



## Sports and Leisure Market Potential

Van Buren charter township, MI 2  
 Van Buren charter township, MI (2616381660)  
 Geography: County Subdivision

Prepared by Esri

| Product/Consumer Behavior                              | Expected<br>Number of Adults/HHs | Percent | MPI |
|--------------------------------------------------------|----------------------------------|---------|-----|
| Movie genre seen at theater/6 months: adventure        | 7,834                            | 33.7%   | 105 |
| Movie genre seen at theater/6 months: comedy           | 5,860                            | 25.2%   | 100 |
| Movie genre seen at theater/6 months: crime            | 2,369                            | 10.2%   | 95  |
| Movie genre seen at theater/6 months: drama            | 5,286                            | 22.8%   | 97  |
| Movie genre seen at theater/6 months: family           | 2,571                            | 11.1%   | 92  |
| Movie genre seen at theater/6 months: fantasy          | 4,056                            | 17.5%   | 103 |
| Movie genre seen at theater/6 months: horror           | 1,716                            | 7.4%    | 99  |
| Movie genre seen at theater/6 months: romance          | 1,297                            | 5.6%    | 91  |
| Movie genre seen at theater/6 months: science fiction  | 4,427                            | 19.1%   | 108 |
| Movie genre seen at theater/6 months: thriller         | 3,109                            | 13.4%   | 104 |
| Went to museum in last 12 months                       | 2,772                            | 11.9%   | 87  |
| Attended classical music/opera performance/12 months   | 752                              | 3.2%    | 83  |
| Attended country music performance in last 12 months   | 1,395                            | 6.0%    | 94  |
| Attended rock music performance in last 12 months      | 2,052                            | 8.8%    | 92  |
| Played musical instrument in last 12 months            | 1,687                            | 7.3%    | 92  |
| Did painting/drawing in last 12 months                 | 1,930                            | 8.3%    | 106 |
| Did photo album/scrapbooking in last 12 months         | 1,072                            | 4.6%    | 104 |
| Did photography in last 12 months                      | 2,345                            | 10.1%   | 103 |
| Did Sudoku puzzle in last 12 months                    | 1,717                            | 7.4%    | 93  |
| Went to live theater in last 12 months                 | 2,209                            | 9.5%    | 86  |
| Visited a theme park in last 12 months                 | 4,311                            | 18.6%   | 98  |
| Visited a theme park 5+ times in last 12 months        | 878                              | 3.8%    | 95  |
| Participated in trivia games in last 12 months         | 1,700                            | 7.3%    | 111 |
| Played video/electronic game (console) last 12 months  | 2,382                            | 10.3%   | 116 |
| Played video/electronic game (portable) last 12 months | 1,223                            | 5.3%    | 113 |
| Visited an indoor water park in last 12 months         | 663                              | 2.9%    | 82  |
| Did woodworking in last 12 months                      | 1,319                            | 5.7%    | 114 |
| Participated in word games in last 12 months           | 2,305                            | 9.9%    | 96  |
| Went to zoo in last 12 months                          | 3,062                            | 13.2%   | 107 |
| Purchased DVD/Blu-ray disc online in last 12 months    | 1,536                            | 6.6%    | 106 |
| Rented DVDs in last 30 days: 1                         | 843                              | 3.6%    | 116 |
| Rented DVDs in last 30 days: 2                         | 826                              | 3.6%    | 114 |
| Rented DVDs in last 30 days: 3+                        | 2,211                            | 9.5%    | 122 |
| Rented movie/oth video/30 days: action/adventure       | 5,332                            | 23.0%   | 111 |
| Rented movie/oth video/30 days: classics               | 1,373                            | 5.9%    | 97  |
| Rented movie/oth video/30 days: comedy                 | 5,099                            | 22.0%   | 113 |
| Rented movie/oth video/30 days: drama                  | 3,359                            | 14.5%   | 104 |
| Rented movie/oth video/30 days: family/children        | 2,437                            | 10.5%   | 107 |
| Rented movie/oth video/30 days: foreign                | 470                              | 2.0%    | 84  |
| Rented movie/oth video/30 days: horror                 | 1,711                            | 7.4%    | 108 |
| Rented movie/oth video/30 days: musical                | 732                              | 3.2%    | 109 |
| Rented movie/oth video/30 days: news/documentary       | 776                              | 3.3%    | 86  |
| Rented movie/oth video/30 days: romance                | 1,740                            | 7.5%    | 103 |
| Rented movie/oth video/30 days: science fiction        | 1,903                            | 8.2%    | 112 |
| Rented movie/oth video/30 days: TV show                | 1,964                            | 8.5%    | 108 |
| Rented movie/oth video/30 days: western                | 703                              | 3.0%    | 106 |

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January 16, 2020



## Sports and Leisure Market Potential

Van Buren charter township, MI 2  
 Van Buren charter township, MI (2616381660)  
 Geography: County Subdivision

Prepared by Esri

| Product/Consumer Behavior                               | Expected<br>Number of Adults/HHs | Percent | MPI |
|---------------------------------------------------------|----------------------------------|---------|-----|
| Rented/purch DVD/Blu-ray/30 days: from amazon.com       | 2,069                            | 8.9%    | 109 |
| Rented DVD/Blu-ray/30 days: from netflix.com            | 3,205                            | 13.8%   | 107 |
| Rented/purch DVD/Blu-ray/30 days: from Redbox           | 4,144                            | 17.8%   | 118 |
| HH owns ATV/UTV                                         | 764                              | 6.3%    | 103 |
| Bought any children's toy/game in last 12 months        | 7,955                            | 34.3%   | 106 |
| Spent on toys/games for child last 12 months: <\$50     | 1,514                            | 6.5%    | 115 |
| Spent on toys/games for child last 12 months: \$50-99   | 650                              | 2.8%    | 115 |
| Spent on toys/games for child last 12 months: \$100-199 | 1,302                            | 5.6%    | 97  |
| Spent on toys/games for child last 12 months: \$200-499 | 2,292                            | 9.9%    | 107 |
| Spent on toys/games for child last 12 months: \$500+    | 1,103                            | 4.7%    | 100 |
| Bought any toys/games online in last 12 months          | 2,626                            | 11.3%   | 109 |
| Bought infant toy in last 12 months                     | 1,620                            | 7.0%    | 110 |
| Bought pre-school toy in last 12 months                 | 1,770                            | 7.6%    | 108 |
| Bought for child last 12 months: boy action figure      | 1,920                            | 8.3%    | 114 |
| Bought for child last 12 months: girl action figure     | 878                              | 3.8%    | 104 |
| Bought for child last 12 months: action game            | 754                              | 3.2%    | 108 |
| Bought for child last 12 months: bicycle                | 1,404                            | 6.0%    | 104 |
| Bought for child last 12 months: board game             | 2,906                            | 12.5%   | 105 |
| Bought for child last 12 months: builder set            | 1,321                            | 5.7%    | 113 |
| Bought for child last 12 months: car                    | 2,059                            | 8.9%    | 113 |
| Bought for child last 12 months: construction toy       | 1,465                            | 6.3%    | 111 |
| Bought for child last 12 months: fashion doll           | 1,003                            | 4.3%    | 102 |
| Bought for child last 12 months: large/baby doll        | 1,588                            | 6.8%    | 99  |
| Bought for child last 12 months: doll accessories       | 968                              | 4.2%    | 105 |
| Bought for child last 12 months: doll clothing          | 958                              | 4.1%    | 101 |
| Bought for child last 12 months: educational toy        | 3,004                            | 12.9%   | 112 |
| Bought for child last 12 months: electronic doll/animal | 729                              | 3.1%    | 118 |
| Bought for child last 12 months: electronic game        | 1,370                            | 5.9%    | 101 |
| Bought for child last 12 months: mechanical toy         | 1,024                            | 4.4%    | 104 |
| Bought for child last 12 months: model kit/set          | 850                              | 3.7%    | 122 |
| Bought for child last 12 months: plush doll/animal      | 2,246                            | 9.7%    | 115 |
| Bought for child last 12 months: sound game             | 361                              | 1.6%    | 92  |
| Bought for child last 12 months: water toy              | 2,223                            | 9.6%    | 106 |
| Bought for child last 12 months: word game              | 584                              | 2.5%    | 98  |

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January 16, 2020





## Sports and Leisure Market Potential

Van Buren charter township, MI 2  
 Van Buren charter township, MI (2616381660)  
 Geography: County Subdivision

Prepared by Esri

| Product/Consumer Behavior                              | Expected Number of Adults/HHs | Percent | MPI |
|--------------------------------------------------------|-------------------------------|---------|-----|
| Bought digital book in last 12 months                  | 3,043                         | 13.1%   | 101 |
| Bought hardcover book in last 12 months                | 4,518                         | 19.5%   | 97  |
| Bought paperback book in last 12 months                | 6,398                         | 27.6%   | 97  |
| Bought 1-3 books in last 12 months                     | 4,595                         | 19.8%   | 99  |
| Bought 4-6 books in last 12 months                     | 2,081                         | 9.0%    | 90  |
| Bought 7+ books in last 12 months                      | 3,399                         | 14.6%   | 98  |
| Bought book (fiction) in last 12 months                | 5,435                         | 23.4%   | 96  |
| Bought book (non-fiction) in last 12 months            | 4,987                         | 21.5%   | 97  |
| Bought biography in last 12 months                     | 1,532                         | 6.6%    | 96  |
| Bought children's book in last 12 months               | 2,174                         | 9.4%    | 97  |
| Bought cookbook in last 12 months                      | 1,403                         | 6.0%    | 90  |
| Bought history book in last 12 months                  | 1,917                         | 8.3%    | 92  |
| Bought mystery book in last 12 months                  | 2,285                         | 9.8%    | 93  |
| Bought novel in last 12 months                         | 2,666                         | 11.5%   | 86  |
| Bought religious book (not bible) in last 12 months    | 1,541                         | 6.6%    | 110 |
| Bought romance book in last 12 months                  | 1,281                         | 5.5%    | 99  |
| Bought science fiction book in last 12 months          | 1,317                         | 5.7%    | 102 |
| Bought personal/business self-help book last 12 months | 1,312                         | 5.6%    | 90  |
| Bought travel book in last 12 months                   | 462                           | 2.0%    | 88  |
| Bought book online in last 12 months                   | 4,805                         | 20.7%   | 101 |
| Bought book last 12 months: amazon.com                 | 4,575                         | 19.7%   | 98  |
| Bought book last 12 months: barnes&noble.com           | 465                           | 2.0%    | 85  |
| Bought book last 12 months: Barnes & Noble book store  | 2,828                         | 12.2%   | 95  |
| Bought book last 12 months: other book store (not B&N) | 2,131                         | 9.2%    | 93  |
| Bought book last 12 months: mail order                 | 392                           | 1.7%    | 92  |
| Listened to/purchased audiobook in last 6 months       | 1,347                         | 5.8%    | 97  |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

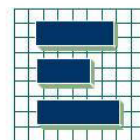
**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

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