

MEMORANDUM

TO: Interested Parties
FROM: Macomb County Seat Visioning Workgroup
DATE: May 4, 2016
SUBJECT: Macomb County Seat Downtown Visioning Survey Results and Analysis

Introduction

During the fall of 2013, Macomb County Government embarked on a Space Utilization Study to evaluate all county owned facilities in Downtown Mount Clemens. The outcome of the study resulted in a \$65 million capital improvement project to renovate and redesign most of the county owned facilities in Downtown Mount Clemens. A key component of the project included the demolition of the existing downtown parking garage on the corner of Market Street and Main Street and the construction of a new parking garage on the corner of Terry Street and Main Street. However, the downtown campus renovation project's scope did not include plans for the space vacated by the demolition of the existing parking garage.

Encouraged by the economic development potential for downtown Mount Clemens, the Macomb County Board of Commissioners unanimously adopted Resolution No. R14-072 on April 17, 2014 and Resolution No. R15-046 on February 19, 2015 to encourage the County Executive to continue collaboration with the City of Mount Clemens and the Mount Clemens DDA for future development of the vacated space.

Recognizing an opportunity to formulate a shared vision for downtown Mount Clemens, a workgroup consisting of representatives from the Mount Clemens Downtown Development Authority (DDA), the City of Mount Clemens, the Macomb Chamber of Commerce, and some elements of Macomb County government began meeting on a regular basis to explore possibilities for recommendations for use of the vacated space.

In an effort to actively engage stakeholders that live, work, or visit the City of Mount Clemens, a survey was created to receive community input to assist in exploring options to establish a broad vision of the vacated space and the vast opportunities for its use. Using SurveyMonkey.com, an online survey tool, the survey was open for 13 weeks (December 15, 2015 – March 8, 2016). The survey received 923 unique responses from a broad group of respondents and this memo provides the results and analysis of the survey.

Over the next few weeks, we hope to continue our engagement with the survey participants and general public by sharing the results of this survey. We also hope to begin engaging county elected officials, City of Mount Clemens elected officials, and key community stakeholders to share the results of the survey and gain additional feedback on the vision for the vacated space. Lastly, we will actively seek grants and other funding opportunities to contribute to make this vision a reality.

Survey Results and Analysis

Who were the survey participants? (See Tables A-1, A-2)

Note: The survey allowed respondents to select more than one affiliation category

In general, there is an even mix of respondents that work, play, visit, and do business in Mount Clemens; therefore the survey results are not a skewed perspective of a specific affiliation group. Here are key characteristics of the survey respondents:

- More than 50% of the respondents come to Mount Clemens for dining, entertainment, and/or special events
- 30% of the respondents are Mount Clemens residents
- 26% of the respondents come to Mount Clemens for the court or other public service
- 20% of the respondents are employed within Mount Clemens or own businesses in Mount Clemens
- 14% of the respondents identify as “Other Affiliations” where 25% of “Other Affiliations” are affiliated with Oakland University (4% of total respondents)

When do you frequent Mount Clemens? (See Tables A-3, B-2, C-2, D-2, E-2, F-2, G-2)

There is an even distribution of respondents that frequent Mount Clemens in the weekday, weekend, day, and night. However, 69% of the respondents frequent Mount Clemens for special events. Therefore, in general, all days of week and times of day are frequented equally except special events.

More specifically, the following shows the top visit day/time by affiliation category:

- Mount Clemens Resident – Special Events (79%)
- County Employee – Weekday Day (83%)
- Work in Mount Clemens but not a county employee – Weekday Day (83%)
- Owns a business in Mount Clemens – Weekday Day (90%)
- Visits for Court or other Public Service – Special Events (78%)
- Visits for Dining/Entertainment/Special Events – Special Events (78%)

It should be noted that respondents that visit Mount Clemens for court or other public services frequent Mount Clemens more during Special Events than Weekday Day.

Amenities for Mount Clemens (See Tables A-5, B-1, C-1, D-1, E-1, F-1, G-1)

Survey results indicate that the following are the top five amenities that will be important for Mount Clemens:

- 1. Safety**
- 2. Walkability**
- 3. Green Space / Landscaping**
- 4. Lighting**
- 5. Public Events**

These five amenities remain the most important when evaluated by each affiliation category with a few exceptions:

- For Mount Clemens Residents, in addition to the top five amenities, **Seasonal Activities** and a **Sense of History** are also important amenities
- For County Employees, in addition to the top five amenities, **Wi-Fi Access, Street Parking, Tables and Seating**, and a **Sense of History** are also important amenities
- For respondents who work in Mount Clemens but are not county employees, **Seasonal Activities** is also an important amenity
- For respondents who owns businesses in Mount Clemens and visit Mount Clemens for various purposes, the five amenities above remain the most important

It should be noted that **Water Features (Fountain or Splash Park)** is important for 15% of the respondents, **Performance Venue and Stage** is important for 14% of the respondents, and **Ice Skating** is important for 7% of the respondents. These amenities are ranked 13, 14, and 20 respectively in the list of top amenities for Mount Clemens.

Utilization of Mount Clemens (See Tables A-6, B-3, C-3, D-3, E-3, F-3, G-3)

Survey results indicate that respondents would utilize Mount Clemens for the following top five activities:

1. **Meet with friends, colleagues, or clients**
2. **Community Events**
3. **Activities for families/children**
4. **Visual / Music / Performance Entertainment**
5. **Lunch / Work Breaks**

These five activities remain the most important when evaluated by each affiliation category with a few exceptions:

- For Mount Clemens Residents and County Employees, in addition to the top five activities, **Connecting to bike/hike trail system** is also an important activity
- For respondents who work in Mount Clemens but are not county employees, own businesses in Mount Clemens and visit Mount Clemens for various purposes, the five activities above remain the most important

It should be noted that 95% of the total respondents desire to frequent Mount Clemens and only 5% of the respondents' frequent Mount Clemens when it is absolutely necessary.

Ideal Downtowns (See Tables A-7, A-8)

Survey respondents identified the following cities with a desirable downtown with which they have experienced:

1. Royal Oak
2. Detroit (Midtown, Downtown, Greektown)
3. Farmington
4. Grand Rapids
5. Ferndale
6. Plymouth
7. Birmingham
8. Grosse Pointe
9. Ann Arbor
10. Traverse City

Some of the features of the above ideal downtowns that respondents liked are:

1. Shopping
2. Walkability
3. Restaurants / Bars
4. Clean, Safe
5. Parking

Summary

In summary, the survey has confirmed that downtown Mount Clemens already provides, in some form, a majority of the features and activities that are desired by the respondents. However, a desire for safety, walkability, green spaces, and lighting indicate that the respondents desire a more improved downtown aesthetic and environment. In addition, a detailed analysis of the responses by affiliation groups indicates that respondents that frequent Mount Clemens for different purposes all desire similar amenities and features.

Data Source: <https://www.surveymonkey.com/results/SM-NKNJZ2ZQ/browse/>

TABLE A-1.

Rank	Affiliation with Mount Clemens	% of Total Responses	Response Count
1	I come to Mount Clemens for dining/entertainment	62.7%	579
2	I come to Mount Clemens for special events (parade, fireworks, other)	57.3%	529
3	I come to Mount Clemens for shopping	36.1%	333
4	I'm a Mount Clemens resident	30.3%	280
5	I come to Mount Clemens for the court or other public service	26.4%	244
6	I do business within Mount Clemens but am not located there	15.3%	141
7	Other (please specify) <See Table A-2 below>	14.4%	133
8	I'm employed within Mount Clemens (not a county employee)	9.1%	84
9	I own a business in Mount Clemens	6.5%	60
10	I'm employed within Mount Clemens (as a county employee)	5.7%	53

TABLE A-2.

Rank	Other Affiliations	% of Total Responses	Response Count
1	Oakland University	3.8%	35
2	Art, Library, Festivals	2.2%	20
3	Former Resident	1.4%	13
4	Church	1.2%	11
5	Volunteer	1.0%	9
6	Harrison Twp Resident	0.4%	4

TABLE A-3.

Rank	When do you frequent downtown Mount Clemens?	% of Total Responses	Response Count
1	During Special Events	68.8%	635
2	Weekday Day	58.0%	535
3	Weekend Evening	53.1%	490
4	Weekday Evening	44.7%	413
5	Weekend Day	44.0%	406

TABLE A-4.

Week of Response (For Internal Purposes Only)	% of Total Responses	Response Count
Week of 12/14/2015	62.5%	577
Week of 12/21/2015	5.4%	50
Week of 12/28/2015	6.5%	60
Week of 1/4/2016	0.7%	6
Week of 1/11/2016	14.5%	134
Week of 1/18/2016	6.6%	61

TABLE A-5.

Rank	What amenities are important in a downtown area?	% of Total Responses	Response Count
1	Safety	49.5%	457
2	Walkability	41.9%	387
3	Green Space / Landscaping	40.3%	372
4	Lighting	34.6%	319
5	Public Events	33.8%	312
6	Seasonal Activities	30.3%	280
7	Street Parking	27.2%	251
8	Sense of History	24.9%	230
9	Tables and Seating	20.0%	185
10	River Access	19.0%	175
11	Wi-Fi Access	17.3%	160
12	Traffic Flow / Street Design	16.6%	153
13	Water Feature (Fountain or Splash Park)	15.3%	141
14	Performance Venue / Stage	14.3%	132
15	Food Trucks	11.5%	106
16	Shade	9.3%	86
17	Other	9.2%	85
18	Public Art	8.6%	79
19	Bike Racks	7.4%	68
20	Ice Skating	6.8%	63
21	Access for Pets	6.4%	59
22	Vendor Booths / Kiosks	5.3%	49

TABLE A-6.

Rank	I would utilize space in Downtown Mount Clemens for the following purposes?	% of Total Responses	Response Count
1	Meet with friends, colleagues or clients	58.3%	538
2	Community events	54.2%	500
3	Activities for families / children	50.3%	464
4	Visual / Music / Performance entertainment	46.8%	432
5	Lunch / Work breaks	35.5%	328
6	Connecting to bike/hike trail system	30.1%	278
7	Exercise / Sports	20.3%	187
8	Recreation / Exercise for my pet	16.5%	152
9	Working / Creating	14.4%	133
10	Commercial opportunities	14.3%	132
11	I don't go to Mount Clemens when I don't have to	5.2%	48

TABLE A-7.

Rank	Ideal Downtowns	% of Total Responses	Response Count
1	Royal Oak	15.6%	144
2	Detroit (Midtown, DT, Greek town)	6.2%	57
3	Farmington	3.5%	32
4	Grand Rapids	3.1%	29
5	Ferndale	2.6%	24
6	Plymouth	2.5%	23
7	Birmingham	2.3%	21
8	Gross Pointe	2.3%	21
9	Ann Arbor	2.0%	18
10	Traverse City	1.7%	16

TABLE A-8.

Rank	Ideal Downtown Features	% of Total Responses	Response Count
1	Shopping	5.9%	54
2	Walkability	5.7%	53
3	Restaurants / Bars	3.3%	30
4	Clean, Safe	2.7%	25
5	Parking	2.4%	22
6	Activities	2.1%	19
7	Bike Friendly	1.7%	16
8	Parks	1.7%	16
9	River Front Walk	1.1%	10
		1.7%	16

TABLE B-1.

Rank	What amenities are important in a downtown area?	% of Total Responses	Response Count
1	Green Space / Landscaping	47.5%	133
2	Safety	39.6%	111
3	Walkability	37.9%	106
4	Seasonal Activities	36.4%	102
5	Public Events	34.6%	97
6	Sense of History	33.2%	93
7	Lighting	31.1%	87
8	River Access	24.3%	68
9	Tables and Seating	20.7%	58
10	Water Feature (Fountain / Splash Park)	19.6%	55
11	Street Parking	17.5%	49
12	Performance Venue / Stage	17.5%	49
13	Wi-Fi Access	17.1%	48
14	Bike Racks	14.3%	40
15	Other	11.4%	32
16	Shade	10.0%	28
17	Food Trucks	10.0%	28
18	Traffic Flow / Street Design	9.6%	27
19	Public Art	9.3%	26
20	Access for Pets	8.9%	25
21	Ice Skating	7.5%	21
22	Vendor Booths / Kiosks	6.4%	18

TABLE B-2.

Rank	When do you frequent downtown Mount Clemens?	% of Total Responses	Response Count
1	Special Events	78.6%	220
2	Weekend Evening	60.7%	170
3	Weekend Day	57.5%	161
4	Weekday Day	56.8%	159
5	Weekday Evening	55.7%	156

TABLE B-3.

Rank	I would utilize space in Downtown Mount Clemens for the following purposes?	% of Total Responses	Response Count
1	Community events	62.5%	175
2	Meet with friends, colleagues or clients	58.9%	165
3	Activities for families / children	56.8%	159
4	Visual / Music / Performance entertainment	53.6%	150
5	Connecting to bike/hike trail system	41.4%	116
6	Lunch / Work breaks	32.9%	92
7	Exercise / Sports	31.4%	88
8	Recreation / Exercise for my pet	23.6%	66
9	Commercial opportunities	16.8%	47
10	Working / Creating	15.4%	43
11	I don't go to Mount Clemens when I don't have to	5.4%	15

TABLE C-1.

Rank	What amenities are important in a downtown area?	% of Total Responses	Response Count
1	Walkability	49.1%	26
2	Green Space / Landscaping	41.5%	22
3	Safety	35.8%	19
4	Wi-Fi Access	32.1%	17
5	Street Parking	30.2%	16
6	Public Events	26.4%	14
7	Tables and Seating	24.5%	13
8	Sense of History	24.5%	13
9	Lighting	22.6%	12
10	River Access	20.8%	11
11	Seasonal Activities	17.0%	9
12	Food Trucks	17.0%	9
13	Bike Racks	13.2%	7
14	Traffic Flow / Street Design	13.2%	7
15	Public Art	11.3%	6
16	Other	11.3%	6
17	Water Feature (Fountain / Splash Park)	7.5%	4
18	Ice Skating	7.5%	4
19	Access for Pets	7.5%	4
20	Shade	3.8%	2
21	Performance Venue / Stage	3.8%	2
22	Vendor Booths / Kiosks	3.8%	2

TABLE C-2.

Rank	When do you frequent downtown Mount Clemens?	% of Total Responses	Response Count
1	Weekday Day	83.0%	44
2	Special Events	35.8%	19
3	Weekday Evening	32.1%	17
4	Weekend Evening	26.4%	14
5	Weekend Day	18.9%	10

TABLE C-3.

Rank	I would utilize space in Downtown Mount Clemens for the following purposes?	% of Total Responses	Response Count
1	Lunch / Work breaks	62.3%	33
2	Meet with friends, colleagues or clients	56.6%	30
3	Community events	45.3%	24
4	Activities for families / children	41.5%	22
5	Connecting to bike/hike trail system	34.0%	18
6	Visual / Music / Performance entertainment	32.1%	17
7	Exercise / Sports	24.5%	13
8	Recreation / Exercise for my pet	20.8%	11
9	Working / Creating	20.8%	11
10	Commercial opportunities	9.4%	5
11	I don't go to Mount Clemens when I don't have to	3.8%	2

TABLE D-1.

Rank	What amenities are important in a downtown area?	% of Total Responses	Response Count
1	Safety	52.4%	44
2	Green Space / Landscaping	45.2%	38
3	Walkability	42.9%	36
4	Public Events	41.7%	35
5	Seasonal Activities	34.5%	29
6	Lighting	31.0%	26
7	Sense of History	25.0%	21
8	Street Parking	23.8%	20
9	Water Feature (Fountain / Splash Park)	21.4%	18
10	River Access	20.2%	17
11	Traffic Flow / Street Design	16.7%	14
12	Public Art	16.7%	14
13	Performance Venue / Stage	15.5%	13
14	Tables and Seating	11.9%	10
15	Bike Racks	9.5%	8
16	Wi-Fi Access	9.5%	8
17	Food Trucks	7.1%	6
18	Shade	6.0%	5
19	Ice Skating	6.0%	5
20	Access for Pets	6.0%	5
21	Vendor Booths / Kiosks	4.8%	4
22	Other	3.6%	3

TABLE D-2.

Rank	When do you frequent downtown Mount Clemens?	% of Total Responses	Response Count
1	Weekday Day	83.3%	70
2	Special Events	67.9%	57
3	Weekend Evening	60.7%	51
4	Weekday Evening	57.1%	48
5	Weekend Day	48.8%	41

TABLE D-3.

Rank	I would utilize space in Downtown Mount Clemens for the following purposes?	% of Total Responses	Response Count
1	Lunch / Work breaks	71.4%	60
2	Meet with friends, colleagues or clients	69.0%	58
3	Community events	65.5%	55
4	Activities for families / children	57.1%	48
5	Visual / Music / Performance entertainment	56.0%	47
6	Connecting to bike/hike trail system	35.7%	30
7	Working / Creating	33.3%	28
8	Exercise / Sports	27.4%	23
9	Recreation / Exercise for my pet	23.8%	20
10	Commercial opportunities	22.6%	19
11	I don't go to Mount Clemens when I don't have to	1.2%	1

TABLE E-1.

Rank	What amenities are important in a downtown area?	% of Total Responses	Response Count
1	Safety	60.0%	36
2	Lighting	43.3%	26
3	Walkability	43.3%	26
4	Green Space / Landscaping	36.7%	22
5	Public Events	33.3%	20
6	Seasonal Activities	31.7%	19
7	Sense of History	30.0%	18
8	Street Parking	25.0%	15
9	River Access	21.7%	13
10	Traffic Flow / Street Design	15.0%	9
11	Performance Venue / Stage	15.0%	9
12	Bike Racks	13.3%	8
13	Wi-Fi Access	13.3%	8
14	Other	13.3%	8
15	Tables and Seating	11.7%	7
16	Water Feature (Fountain / Splash Park)	10.0%	6
17	Public Art	5.0%	3
18	Shade	3.3%	2
19	Vendor Booths / Kiosks	3.3%	2
20	Food Trucks	3.3%	2
21	Ice Skating	1.7%	1
22	Access for Pets	1.7%	1

TABLE E-2.

Rank	When do you frequent downtown Mount Clemens?	% of Total Responses	Response Count
1	Weekday Day	90.0%	54
2	Special Events	66.7%	40
3	Weekday Evening	56.7%	34
4	Weekend Evening	56.7%	34
5	Weekend Day	55.0%	33

TABLE E-3.

Rank	Mount Clemens for the following purposes?	% of Total Responses	Response Count
1	Meet with friends, colleagues or clients	65.0%	39
2	Community events	65.0%	39
3	Activities for families / children	58.3%	35
4	Lunch / Work breaks	55.0%	33
5	Visual / Music / Performance entertainn	48.3%	29
6	Working / Creating	35.0%	21
7	Connecting to bike/hike trail system	33.3%	20
8	Commercial opportunities	30.0%	18
9	Exercise / Sports	20.0%	12
10	Recreation / Exercise for my pet	18.3%	11
11	I don't go to Mount Clemens when I don't	1.7%	1

TABLE F-1.

Rank	What amenities are important in a downtown area?	% of Total Responses	Response Count
1	Safety	56.6%	138
2	Walkability	45.5%	111
3	Green Space / Landscaping	37.7%	92
4	Lighting	37.7%	92
5	Public Events	37.3%	91
6	Street Parking	30.7%	75
7	Seasonal Activities	28.7%	70
8	Traffic Flow / Street Design	21.7%	53
9	Sense of History	20.9%	51
10	Tables and Seating	19.3%	47
11	Wi-Fi Access	18.0%	44
12	River Access	16.0%	39
13	Performance Venue / Stage	14.3%	35
14	Water Feature (Fountain / Splash Park)	11.1%	27
15	Food Trucks	11.1%	27
16	Shade	9.8%	24
17	Other	9.4%	23
18	Public Art	6.6%	16
19	Vendor Booths / Kiosks	6.1%	15
20	Ice Skating	6.1%	15
21	Access for Pets	4.9%	12
22	Bike Racks	4.1%	10

TABLE F-2.

Rank	When do you frequent downtown Mount Clemens?	% of Total Responses	Response Count
1	Special Events	77.9%	190
2	Weekday Day	72.5%	177
3	Weekend Evening	59.4%	145
4	Weekend Day	49.6%	121
5	Weekday Evening	48.0%	117

TABLE F-3.

Rank	Mount Clemens for the following purposes?	% of Total Responses	Response Count
1	Meet with friends, colleagues or clients	64.3%	157
2	Community events	62.7%	153
3	Activities for families / children	59.0%	144
4	Visual / Music / Performance entertainm	52.0%	127
5	Lunch / Work breaks	39.3%	96
6	Connecting to bike/hike trail system	34.0%	83
7	Exercise / Sports	18.9%	46
8	Commercial opportunities	15.6%	38
9	Working / Creating	14.8%	36
10	Recreation / Exercise for my pet	14.3%	35
11	I don't go to Mount Clemens when I don't	5.3%	13

TABLE G-1.

Rank	What amenities are important in a downtown area?	% of Total Responses	Response Count
1	Safety	53.7%	351
2	Walkability	43.4%	284
3	Green Space / Landscaping	38.4%	251
4	Lighting	36.9%	241
5	Public Events	36.9%	241
6	Seasonal Activities	32.4%	212
7	Street Parking	26.9%	176
8	Sense of History	25.7%	168
9	Tables and Seating	20.0%	131
10	River Access	19.6%	128
11	Wi-Fi Access	17.7%	116
12	Traffic Flow / Street Design	16.2%	106
13	Performance Venue / Stage	16.1%	105
14	Water Feature (Fountain / Splash Park)	14.1%	92
15	Food Trucks	11.0%	72
16	Shade	8.9%	58
17	Public Art	8.7%	57
18	Other	8.4%	55
19	Ice Skating	7.6%	50
20	Bike Racks	6.6%	43
21	Access for Pets	6.0%	39
22	Vendor Booths / Kiosks	5.0%	33

TABLE G-2.

Rank	When do you frequent downtown Mount Clemens?	% of Total Responses	Response Count
1	Special Events	77.2%	505
2	Weekend Evening	62.2%	407
3	Weekday Day	57.2%	374
4	Weekend Day	49.2%	322
5	Weekday Evening	48.6%	318

TABLE G-3.

Rank	Mount Clemens for the following purposes?	% of Total Responses	Response Count
1	Meet with friends, colleagues or clients	64.5%	422
2	Community events	58.7%	384
3	Activities for families / children	54.3%	355
4	Visual / Music / Performance entertainm	51.7%	338
5	Lunch / Work breaks	37.3%	244
6	Connecting to bike/hike trail system	32.3%	211
7	Exercise / Sports	20.8%	136
8	Recreation / Exercise for my pet	17.6%	115
9	Working / Creating	14.8%	97
10	Commercial opportunities	14.2%	93
11	I don't go to Mount Clemens when I don't	2.1%	14