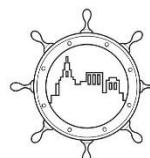


Tallmadge Charter Township, MI

# Master Plan Survey

Summary of Responses

Fresh Coast Planning  
10-17-2025



**Fresh Coast  
Planning**

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## Section 1. Executive Summary

Respondents appear to be proud to call Tallmadge Township home and feel safe and happy in the community. Respondents appear to be satisfied with rate of growth in the Township; however, across all age groups there are residents who believe development is happening “too fast”. Further, it appears that respondents as a whole want growth to happen in a way that preserves a strong rural character by balancing the preservation of farmland and natural areas with the development of single-family homes and limited commercial and industrial development.

Residents seem to be satisfied with commuting outside the Township for work, shopping, and services. As such, Tallmadge Township may be able to work with surrounding municipalities to meet the needs and desires of their residents.

In regard to future residential development, single-family neighborhoods appear to be the desired form or residential development, with multi-family residential development (apartments, duplexes, and townhomes) being opposed. However, as previously stated, the preservation of natural areas and farmland is a clear priority. As such, the Township may want to review strategies that would cluster residential development near existing densely populated areas, such as the City of Walker.

Overall, Tallmadge Township residents appear to value safety, property features, price range, and proximity to family and friends.

AB

Associate, Fresh Coast Planning

In addition to the summaries provided in this report we have attached the following reports from SurveyMonkey:

- Unfiltered Survey Results
- Results Filtered by Age
- Results Filtered by Location
- Results Filtered by Years Lived in Township
- Additional Comments Provided

## Section 2. Representativeness and Reliability

The 2026 Master Plan Survey was available online using a link sent to Tallmadge Charter Township residents and businesses by postcard, or available in person at the Township Hall. The postcard was sent out to approximately 3,600 addresses throughout the Township and received 576 responses. Over the three weeks the survey was available, there was a 100% completion rate among those who responded, with 274 additional comments from participants. This level of response means we are able to provide you with reliable information about your community's preferences. However, respondents appear to be more representative of older individuals and those who have lived in the Township longer.

When reviewing the survey results, we first want to test whether the responses are valid and can be relied on in order to provide a representative sample of your community. In order to test the representativeness and reliability of the survey results we'll look at three things.

First, are the ages of those that responded reflective of the age groups identified by the latest American Community Survey. The American Community Survey (ACS) is an ongoing annual survey conducted by the United States Census Bureau. The ACS uses a random sample of addresses to collect responses and provide estimates on information similar to what is included in the Decennial Census, such as age, education, and other population and housing metrics.

Second, we look at where respondents stated they live in order to ensure that the respondents are representative of the different geographical areas in the Township.

Lastly, we will look at the number of people who responded compared to the total population. By comparing these numbers, we will be able to determine how confident we are that the survey results are accurate.

### 2.1. Representativeness by Age

As is common in these types of surveys, younger individuals are less likely to respond. Given the low response rate for individuals 34 years old and younger, the results of the survey do not appear to be representative of the population as a whole. However, for individuals 35 and older the results appear to be fairly representative. Given this, the results appear to represent the wants and needs of individuals 35 and older.

While all respondents seem to have similar wants and values, it should be noted that the 18 to 24 age group is only represented by seven (7) individuals in the survey responses. As such, these respondents may not be a reflective sample of all 18 to 24 year-olds in Tallmadge Township. Therefore, results of 18-24 year olds have been removed from the respective charts in the remainder of the study.



## 2.2. Representativeness by Location

Identifying representativeness by geographic location is less definitive than representativeness by age. We do not have the information that identifies how many total dwellings are contained within each area identified within the survey. When creating the areas, we generally relied on the different zoning district designations, densities, and easily identifiable roads to split the areas. As such, we would expect a greater number of responses from the more densely populated areas of the Township (Areas 2,4 and 6), with less densely populated Areas (Areas 1, 3, 5 and 7) having a lower number of responses. Eleven (11) respondents reported that they work in the Township but are not residents.

Responses generally meet our expectations and the results of the survey appear to be representative of all locations within the Township. In Figure 1 below we provided a copy of the Tallmadge Charter Township Zoning Map with the survey areas overlaid.

Due to the varied locations of Residential Zoning Districts, it is difficult to draw direct connections between respondents answers and which Zoning District their property is located in. However, each area of the Township has unique characteristics that determine how residents answer the survey questions, providing valuable insights into the wants and values of residents that are tied to their geographic location.

Where people lived did appear to have an impact on how they answered some questions, but more broadly respondents appear to agree on subjects such as rate of development and the preservation of the natural and rural character of the Township.

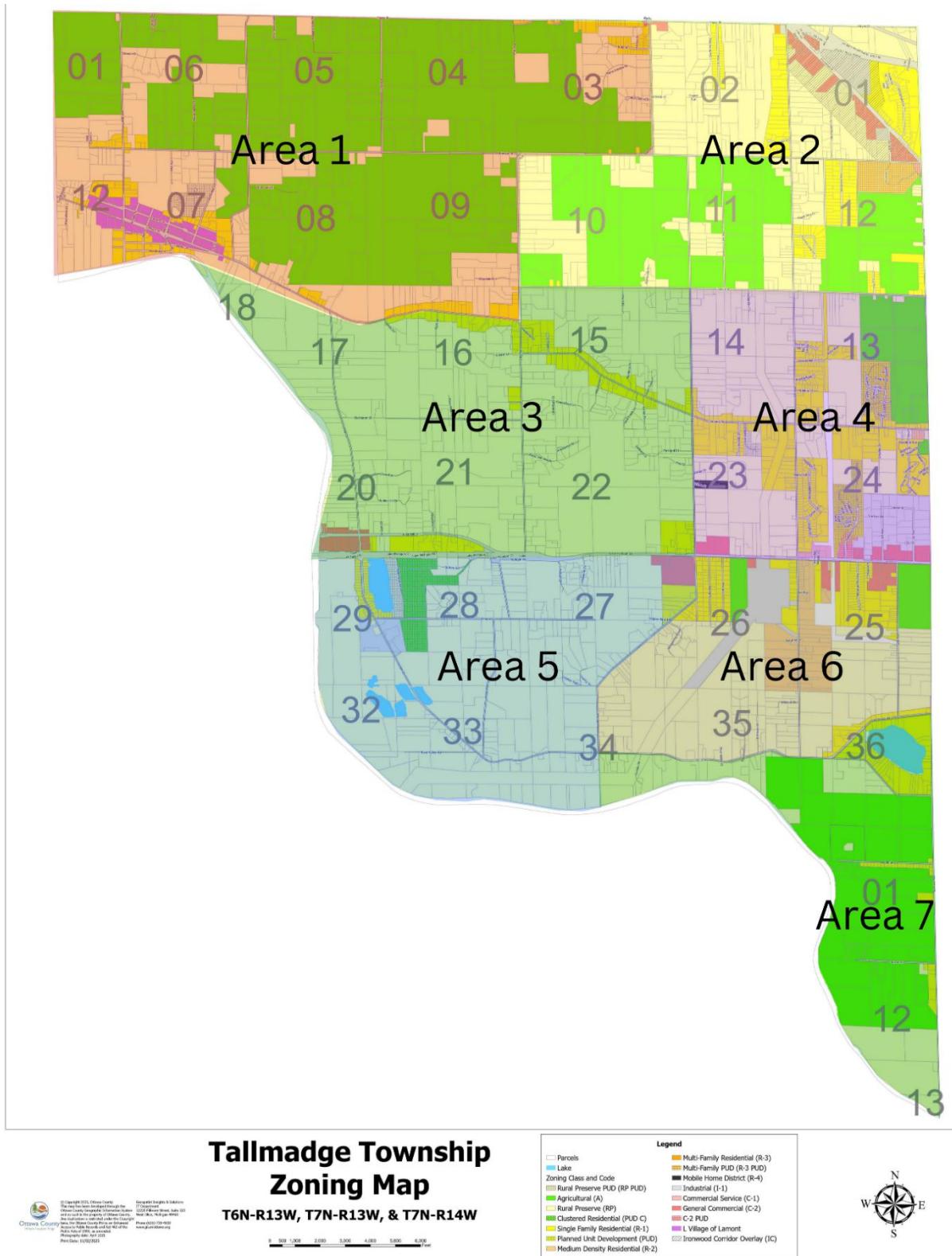


Figure 1: Where you live map from Master Plan Survey overlaid on Zoning Map

## Reliability of Survey

While the results of the Master Plan Survey appear to be a representative sample that is slightly skewed based on age and length of residency in the Township, we also want to make sure that enough responses were received to ensure the results are reliable.

When speaking to the reliability of a survey we are trying to determine how likely it is that if we repeated the survey with another group of residents, we would get the same or similar results. A general rule of thumb is if you have a confidence level of 95% and a margin of error of 5%, your results are likely accurate and precise and can be relied on.

Based on the 2023 American Community Survey conducted by the United States Census Bureau Tallmadge Charter Township has approximately 8,927 residents. Approximately 565 residents (576 total respondents –11 business owners/employees) responded to the survey. Based on this information we were able to calculate the survey's margin of error. At a 95% confidence level there is a 4% margin of error. Given the low margin of error, we believe the results are a reliable sample for residents over the age of 35.

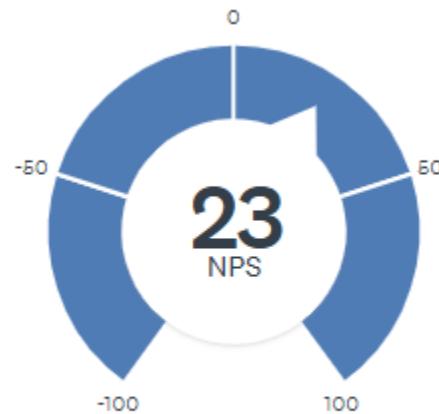
## Section 3. Survey Results

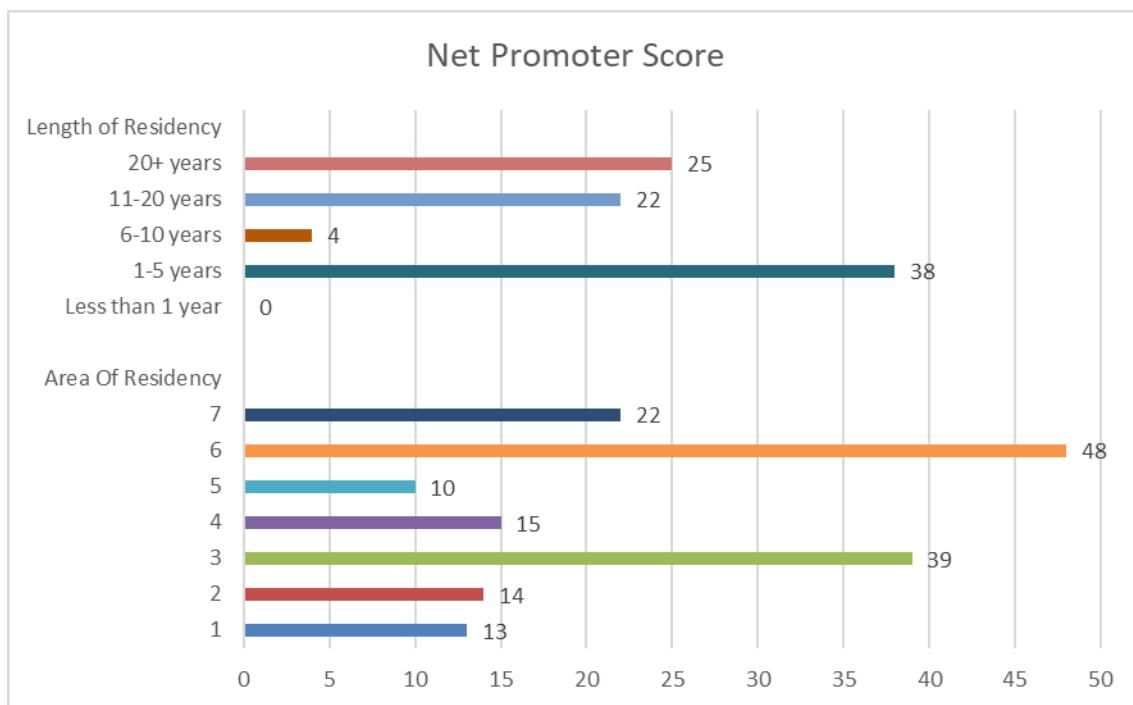
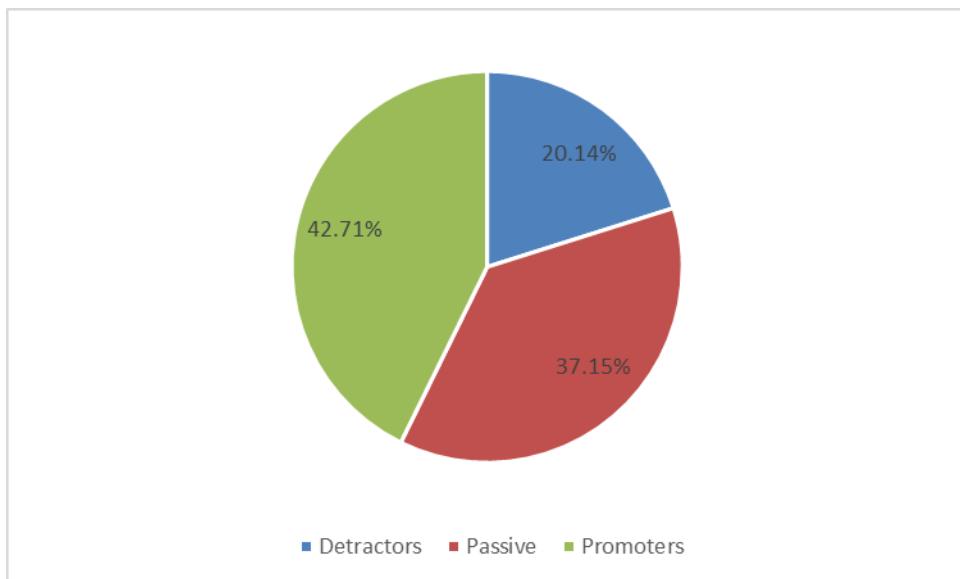
The following are summaries of the individual survey questions.

### 3.1. How likely is it that you would recommend living in Tallmadge Township to a friend or colleague?

This question is called Net Promoter Score, it was designed in 2003 as a way to gauge customer experience for private companies. We use the Net Promoter Score in your survey as a way to gauge the experience and relationship your residents have with the Township. Respondents are broken into three categories: promoters, passives, and detractors. Promoters are the residents that are the individuals that love the community and will go out of their way to promote it. Passives are those individuals that like the community but may not go out of their way to promote it. Detractors are the individuals who are unhappy with the community and may go out of their way to dissuade others from coming to your community. For a more detailed review of the meaning of net promoter score you can visit <https://delighted.com/net-promoter-score>

In addition to showing how many individuals are Promoters (9-10), Passives (7-8), and Detractors (0-6) a net promoter score is also calculated. The net promoter scale goes from -100 to 100, with -100 meaning no one is happy with the community and 100 meaning everyone is happy with the community. Tallmadge Township has the highest Net Promoter Score of any community that Fresh Coast Planning has surveyed. Our use of this tool for review of community sentiment towards where they live is limited, but we have come to expect an average net promoter score for Township's to be between 10 and 20. With a score of 23, the majority of residents in Tallmadge Township are happy with where they live and would recommend living in the community.





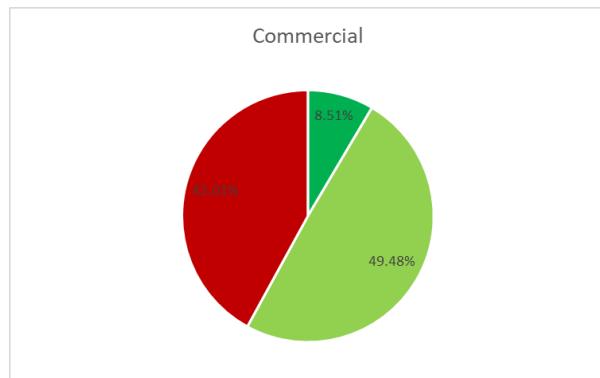
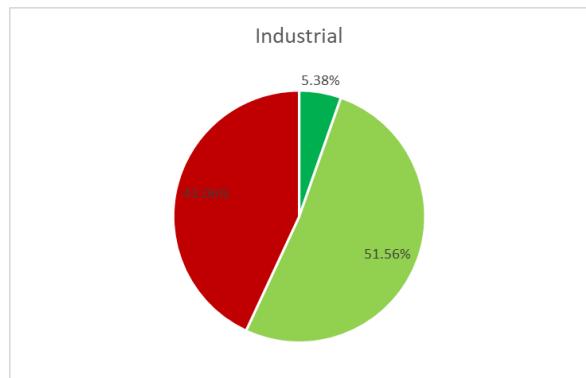
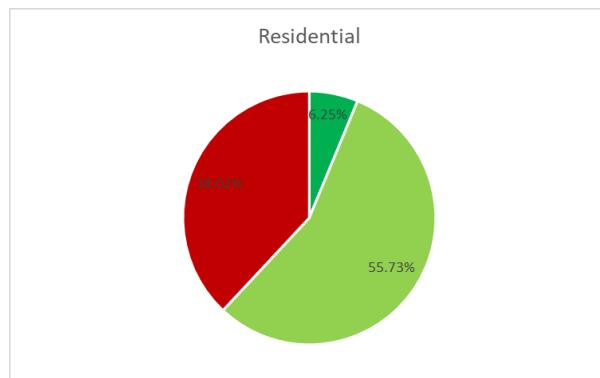
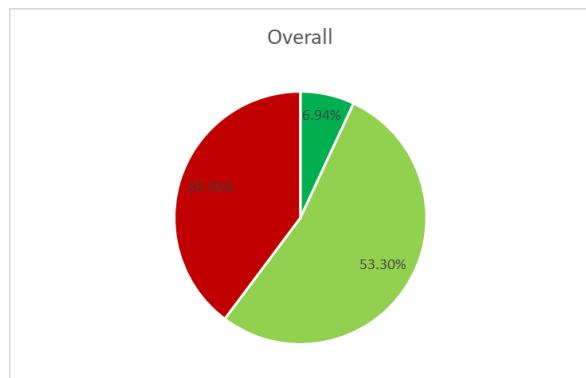
Residents of all lengths of residency appear to be happy living in Tallmadge Township, however residents who have lived in the Township 6-10 years seem to have a lower score than other residents. This shows that the majority of residents in the 6-10 year range still answered positively, indicating they are happy, but less so than other residents. Based on the rest of the data presented throughout the survey, it is not clear why these residents appear less satisfied.

While all residents have a positive outlook of Tallmadge Township, more than fifty percent (50%) of people who reside in areas 3 & 6 were “promoters” of the Township (rating either 9 or 10), leading to the high scores in these areas. Forty-eight percent (48%) of area 7 residents were “promoters”. The majority of residents in areas 1,2,4 and 5 rated relatively evenly between “passives” (7-8) and promoters (9-10), leading to the lower scores, but still indicating these residents are happy living in Tallmadge Township.

### 3.2. How would you characterize the rate of the following types of development?

#### How would you characterize the overall rate of development in Tallmadge Township?

Overall, Respondents appear to be satisfied with rate of growth in the township, however some believe development is happening “too fast”. Further, it appears that respondents as a whole want growth to happen in a balanced way that builds a strong rural character that is primarily composed of farmland and natural areas with single-family residential homes and limited commercial and industrial development. This feeling seems to be consistent across age groups. However people who lived in the Township longer appear to be more opposed to growth. Based on where people live in the Township, people living in areas 1, 4, and 6 of the survey map (pg. 5) may have more concern about the rate of residential development and people living in areas 5 and 6 of the survey map (pg. 5) may have more concern about the rate of commercial development.



■ Too Slow ■ About Right ■ Too Fast

### 3.3. How would your prioritize the use of your tax dollars?

When asked how they would prioritize the expenditure of tax dollars, survey respondents as a whole prioritized Fire & EMS, Police, and Roads. Across age groups, respondents generally rated items similarly, with some exceptions:

- Internet Access: It appears that respondents age 25-34 have a slightly higher priority for internet access. Then the priority drops for respondents age 35-44 and slowly rises for each increasing age group. We have some assumptions on why this may be, but further outreach and/or research would be necessary to provide information on why this trend is showing.
- Senior Services: As is expected, the importance of investment in senior services rises with resident age, with residents 65 and older having the highest priority for senior services.

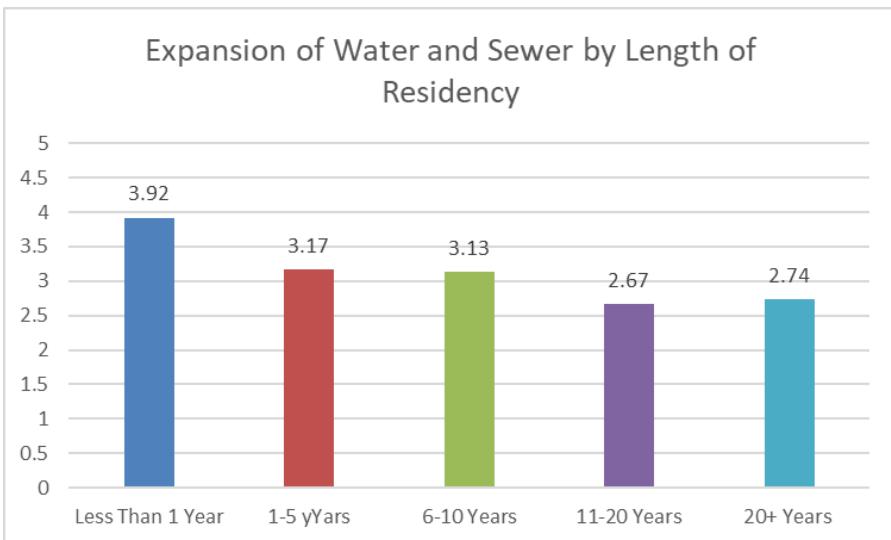
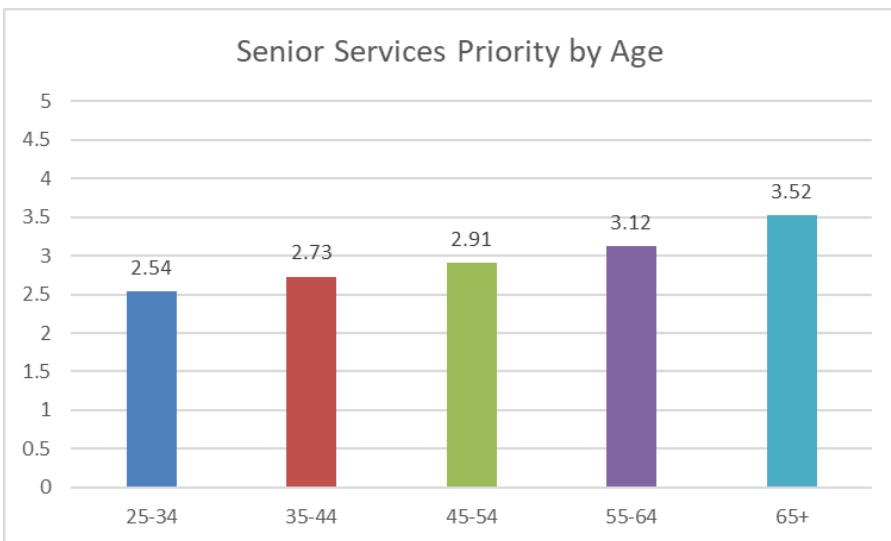
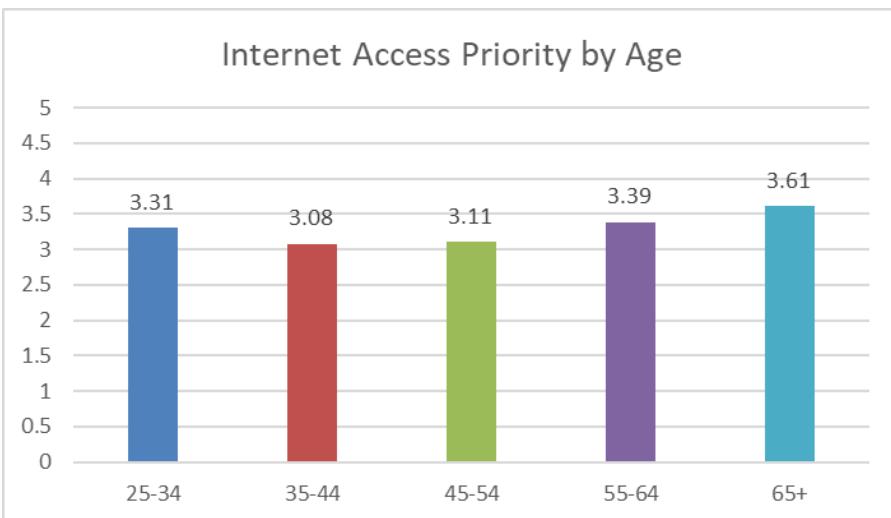
Length of residency in the Township did not appear to be a factor, with one exception;

- Water and Sewer: Residents who have lived in the Township longer are less in favor of the expansion of water and sewer.

Where people live in the Township does not appear to impact how they responded to this question.

This feedback can also provide guidance on how the Township should proceed with executing community priorities. For example, if the community desires more investment in road repair and improvement, but doesn't want to pay additional taxes for these improvements, the Township may want to work more closely with the Ottawa County Road Commission to ensure existing tax dollars are spent in a way that matches the priorities of residents. The following ratings are on a scale of one (1) to five (5).

Priority	Rating
Fire and EMS	4.14
Police	3.99
Road Repair and Improvement	3.83
Parks and Recreation (Including Pathways)	3.39
Internet Access	3.36
Senior Services	3.07
Expansion of Public Water and Sanitary Sewer	2.9
Attract and Retain Commercial Businesses	2.48
Attract and Retain Manufacturing Industries	2.32



**3.4. Please rate each of the following characteristics of Tallmadge Township.**

In general respondents appear to be happy with the character of the community. Rural character, ease of travel, educational opportunities, shopping amenities, and recreational opportunities received ratings that we would consider excellent, with all other characteristics receiving a “good” rating. Across age groups, responses were very similar. Residents in area 1 of the survey map (pg. 5), which is the farthest from the Walker-area, are slightly less satisfied with their access to shopping amenities and healthcare facilities. The following ratings are on a scale of one (1) to five (5).

Characteristic	Rating
Rural Character	3.84
Ease of Travel	3.78
Good educational opportunities	3.68
Access to shopping amenities	3.63
Recreational Opportunities	3.59
Access to healthcare facilities	3.41
Access to job opportunities	3.39
Diverse housing Options	3.31
Availability of quality, affordable housing	3.15

■ Neutral ■ Good



3.5. How important are the following items to you?

■ Very Unimportant ■ Unimportant ■ Neutral ■ Important ■ Very Important

Weighted Average Score (Scale: 1-5)	Breakdown of Response	Summary of Findings												
4.30	<p>Preservation of Natural Areas</p> <table border="1"> <thead> <tr> <th>Response Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Very Important</td> <td>54.69%</td> </tr> <tr> <td>Important</td> <td>32.29%</td> </tr> <tr> <td>Neutral</td> <td>6.25%</td> </tr> <tr> <td>Unimportant</td> <td>4.51%</td> </tr> <tr> <td>Very Unimportant</td> <td>2.26%</td> </tr> </tbody> </table>	Response Category	Percentage	Very Important	54.69%	Important	32.29%	Neutral	6.25%	Unimportant	4.51%	Very Unimportant	2.26%	Preservation of natural areas appears to be a priority: Over 80% answered important/very important
Response Category	Percentage													
Very Important	54.69%													
Important	32.29%													
Neutral	6.25%													
Unimportant	4.51%													
Very Unimportant	2.26%													
4.24	<p>Preservation of Farmland</p> <table border="1"> <thead> <tr> <th>Response Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Very Important</td> <td>51.56%</td> </tr> <tr> <td>Important</td> <td>32.29%</td> </tr> <tr> <td>Neutral</td> <td>9.03%</td> </tr> <tr> <td>Unimportant</td> <td>4.17%</td> </tr> <tr> <td>Very Unimportant</td> <td>2.95%</td> </tr> </tbody> </table>	Response Category	Percentage	Very Important	51.56%	Important	32.29%	Neutral	9.03%	Unimportant	4.17%	Very Unimportant	2.95%	Preservation of farmland also appears to be a priority: Over 80% answered important/very important
Response Category	Percentage													
Very Important	51.56%													
Important	32.29%													
Neutral	9.03%													
Unimportant	4.17%													
Very Unimportant	2.95%													
4.07	<p>Condition of Roads</p> <table border="1"> <thead> <tr> <th>Response Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Very Important</td> <td>21.88%</td> </tr> <tr> <td>Important</td> <td>65.80%</td> </tr> <tr> <td>Neutral</td> <td>10.94%</td> </tr> <tr> <td>Unimportant</td> <td>0.69%</td> </tr> <tr> <td>Very Unimportant</td> <td>0.69%</td> </tr> </tbody> </table>	Response Category	Percentage	Very Important	21.88%	Important	65.80%	Neutral	10.94%	Unimportant	0.69%	Very Unimportant	0.69%	The condition of roads is important to over eighty-six (86%) of residents, with increasing traffic concerns as an item to note in the survey comments.
Response Category	Percentage													
Very Important	21.88%													
Important	65.80%													
Neutral	10.94%													
Unimportant	0.69%													
Very Unimportant	0.69%													

■ Very Unimportant ■ Unimportant ■ Neutral ■ Important ■ Very Important

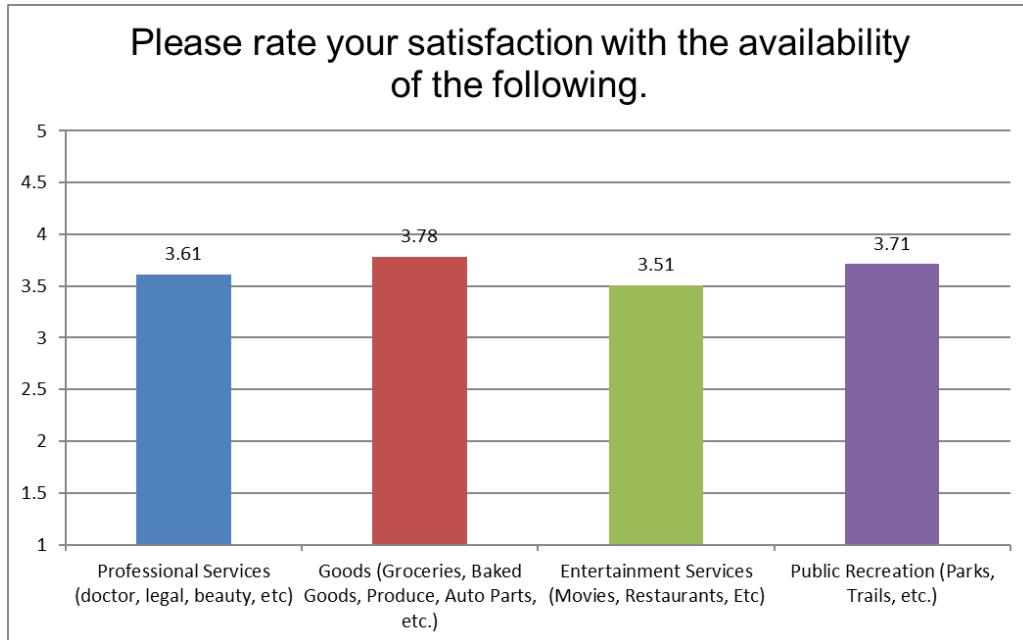
Weighted Average Score (Scale: 1-5)	Breakdown of Response	Summary of Findings												
3.64	<p>Availability of Parks and Recreation</p> <table border="1"> <thead> <tr> <th>Response Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Very Important</td> <td>20.14%</td> </tr> <tr> <td>Important</td> <td>41.49%</td> </tr> <tr> <td>Neutral</td> <td>25.17%</td> </tr> <tr> <td>Unimportant</td> <td>8.85%</td> </tr> <tr> <td>Very Unimportant</td> <td>4.34%</td> </tr> </tbody> </table>	Response Category	Percentage	Very Important	20.14%	Important	41.49%	Neutral	25.17%	Unimportant	8.85%	Very Unimportant	4.34%	<p>The availability of public parks and recreational opportunities are a strong priority for Tallmadge Township residents with sixty-two percent (62%) stating they are either important or very important.</p>
Response Category	Percentage													
Very Important	20.14%													
Important	41.49%													
Neutral	25.17%													
Unimportant	8.85%													
Very Unimportant	4.34%													
3.26	<p>Availability of Affordable Homes</p> <table border="1"> <thead> <tr> <th>Response Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Very Important</td> <td>12.15%</td> </tr> <tr> <td>Important</td> <td>33.33%</td> </tr> <tr> <td>Neutral</td> <td>33.51%</td> </tr> <tr> <td>Unimportant</td> <td>10.59%</td> </tr> <tr> <td>Very Unimportant</td> <td>10.42%</td> </tr> </tbody> </table>	Response Category	Percentage	Very Important	12.15%	Important	33.33%	Neutral	33.51%	Unimportant	10.59%	Very Unimportant	10.42%	<p>The availability of affordable homes appears to be important for forty-five percent (45%) of residents. However, the majority of residents do not see affordable homes as a priority.</p>
Response Category	Percentage													
Very Important	12.15%													
Important	33.33%													
Neutral	33.51%													
Unimportant	10.59%													
Very Unimportant	10.42%													
3.22	<p>Access to Commercial Services</p> <table border="1"> <thead> <tr> <th>Response Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Very Important</td> <td>14.41%</td> </tr> <tr> <td>Important</td> <td>37.15%</td> </tr> <tr> <td>Neutral</td> <td>31.77%</td> </tr> <tr> <td>Unimportant</td> <td>8.16%</td> </tr> <tr> <td>Very Unimportant</td> <td>8.51%</td> </tr> </tbody> </table>	Response Category	Percentage	Very Important	14.41%	Important	37.15%	Neutral	31.77%	Unimportant	8.16%	Very Unimportant	8.51%	<p>Forty-five percent (45%) of residents believe that access to commercial services is important. However, as indicated in other areas of the survey; most residents appear to be satisfied going outside of the Township for these services.</p>
Response Category	Percentage													
Very Important	14.41%													
Important	37.15%													
Neutral	31.77%													
Unimportant	8.16%													
Very Unimportant	8.51%													

■ Very Unimportant ■ Unimportant ■ Neutral ■ Important ■ Very Important

Weighted Average Score (Scale: 1-5)	Breakdown of Response	Summary of Findings												
3.00	<p>Access to Public Water and Sewer</p> <table border="1"> <thead> <tr> <th>Response Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Very Unimportant</td> <td>17.19%</td> </tr> <tr> <td>Unimportant</td> <td>25.17%</td> </tr> <tr> <td>Neutral</td> <td>23.96%</td> </tr> <tr> <td>Important</td> <td>15.10%</td> </tr> <tr> <td>Very Important</td> <td>18.58%</td> </tr> </tbody> </table>	Response Category	Percentage	Very Unimportant	17.19%	Unimportant	25.17%	Neutral	23.96%	Important	15.10%	Very Important	18.58%	<p>There is no clear consensus on the importance of access to public water and sewer. Additional analysis of the survey comments is included later in this report. Survey comments indicate some residents voiced concern over the larger issue of groundwater availability in Ottawa County.</p>
Response Category	Percentage													
Very Unimportant	17.19%													
Unimportant	25.17%													
Neutral	23.96%													
Important	15.10%													
Very Important	18.58%													
2.48	<p>Availability of Office Jobs</p> <table border="1"> <thead> <tr> <th>Response Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Very Unimportant</td> <td>29.51%</td> </tr> <tr> <td>Unimportant</td> <td>38.19%</td> </tr> <tr> <td>Neutral</td> <td>11.81%</td> </tr> <tr> <td>Important</td> <td>1.74%</td> </tr> <tr> <td>Very Important</td> <td>18.75%</td> </tr> </tbody> </table>	Response Category	Percentage	Very Unimportant	29.51%	Unimportant	38.19%	Neutral	11.81%	Important	1.74%	Very Important	18.75%	<p>The availability of office jobs does not appear to be important to residents. As indicated in other areas of the survey; residents appear to be satisfied going outside of the Township for these jobs.</p>
Response Category	Percentage													
Very Unimportant	29.51%													
Unimportant	38.19%													
Neutral	11.81%													
Important	1.74%													
Very Important	18.75%													
2.43	<p>Availability of Industrial Jobs</p> <table border="1"> <thead> <tr> <th>Response Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Very Unimportant</td> <td>29.17%</td> </tr> <tr> <td>Unimportant</td> <td>33.16%</td> </tr> <tr> <td>Neutral</td> <td>12.67%</td> </tr> <tr> <td>Important</td> <td>2.43%</td> </tr> <tr> <td>Very Important</td> <td>22.57%</td> </tr> </tbody> </table>	Response Category	Percentage	Very Unimportant	29.17%	Unimportant	33.16%	Neutral	12.67%	Important	2.43%	Very Important	22.57%	<p>The availability of industrial jobs does not appear to be important to residents. As indicated in other areas of the survey; residents appear to be satisfied going outside of the Township for these jobs.</p>
Response Category	Percentage													
Very Unimportant	29.17%													
Unimportant	33.16%													
Neutral	12.67%													
Important	2.43%													
Very Important	22.57%													

**3.6. Please rate your satisfaction with the availability of the following.**

Respondents across age groups, length of residency, and location appear to be universally satisfied with the availability of Professional Services, Goods, Entertainment Services, and Public Recreation.



### 3.7. How supportive are you of the following types of residential projects?

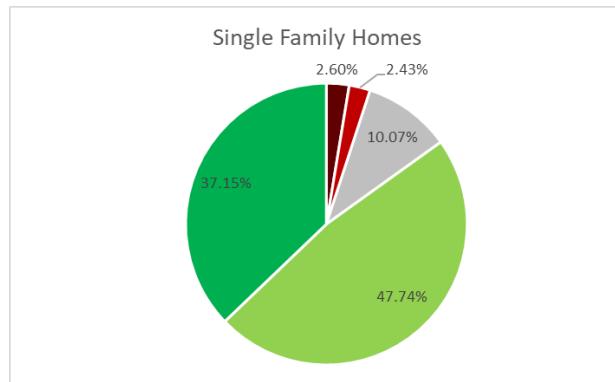
Based on the results of this question, we not only see what types of residential projects respondents are supportive of, but we may also get some insight into how that development is desired to look.

Level of Support for Types of Residential Projects		
Type	Weighted Average Score	Community Level of Support
Single Family Homes	4.14	Very Supportive
Senior Citizen Housing	3.25	Supportive
Mixed-Use	2.50	Neutral
Townhomes	2.44	Neutral/Opposed
Duplexes	2.35	Opposed
Apartments	1.91	Opposed

■ Strongly Opposed ■ Opposed ■ Neutral ■ Supportive ■ Very Supportive

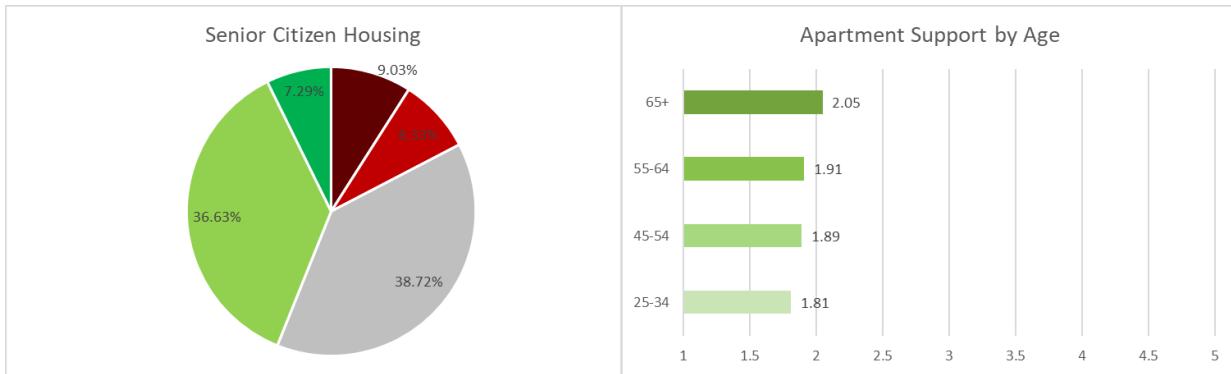
#### Single Family Neighborhood Developments

A majority of respondents are supportive of single-family neighborhood developments. However, some comments indicate that there is a stronger level of opposition to single family neighborhood developments. This response paired with the desire to preserve natural areas and farmland in the Township could mean that the community is supportive of more single-family housing as long as it happens in locations and with design elements that will protect the rural character of the community, such as larger lots.



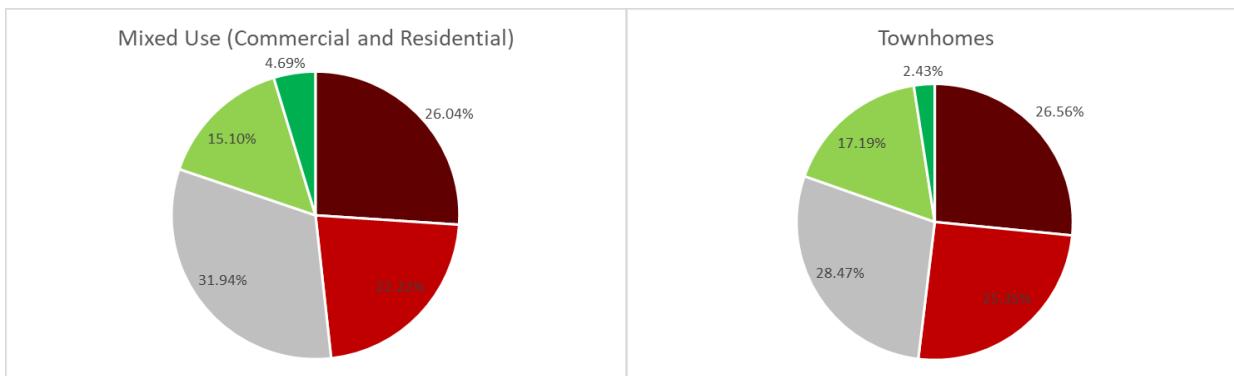
#### Senior Citizen Housing

Respondents are supportive of senior citizen housing. Not only are a majority of respondents either neutral or supportive of senior citizen housing, but there appears to be little opposition. However, senior citizen housing can be developed in many different ways (site condo, duplexes, apartments, mixed housing types) as such, where and how senior citizen housing is developed can be informed on the responses towards other housing development types.



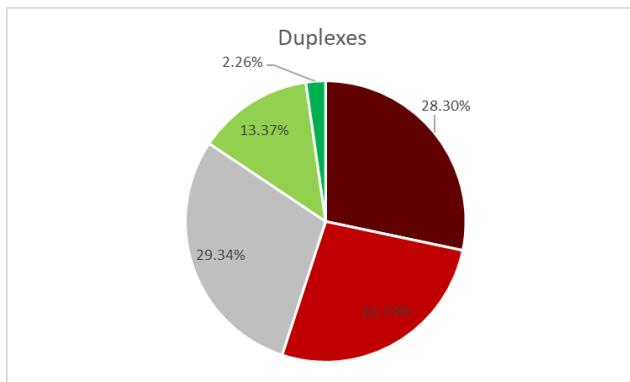
#### Mixed-use (Commercial/Residential) and Townhomes

Nearly fifty percent (50%) of residents appear to be opposed to mixed use and townhome developments, with a large portion of residents indicating they are neutral. There is some support (20%) for these types of developments, indicating that these types of developments will likely require a large amount of community input to identify where they are best located and what type of architectural styles and design elements are desired.



#### Duplexes

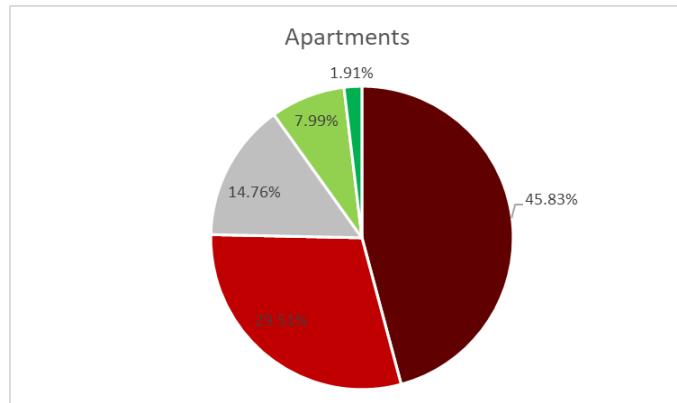
A majority of respondents are opposed to the development of duplexes. As such, the Township may want to review policies and regulations to ensure that the development of single-family neighborhoods is encouraged.



■ Strongly Opposed ■ Opposed ■ Neutral ■ Supportive ■ Very Supportive

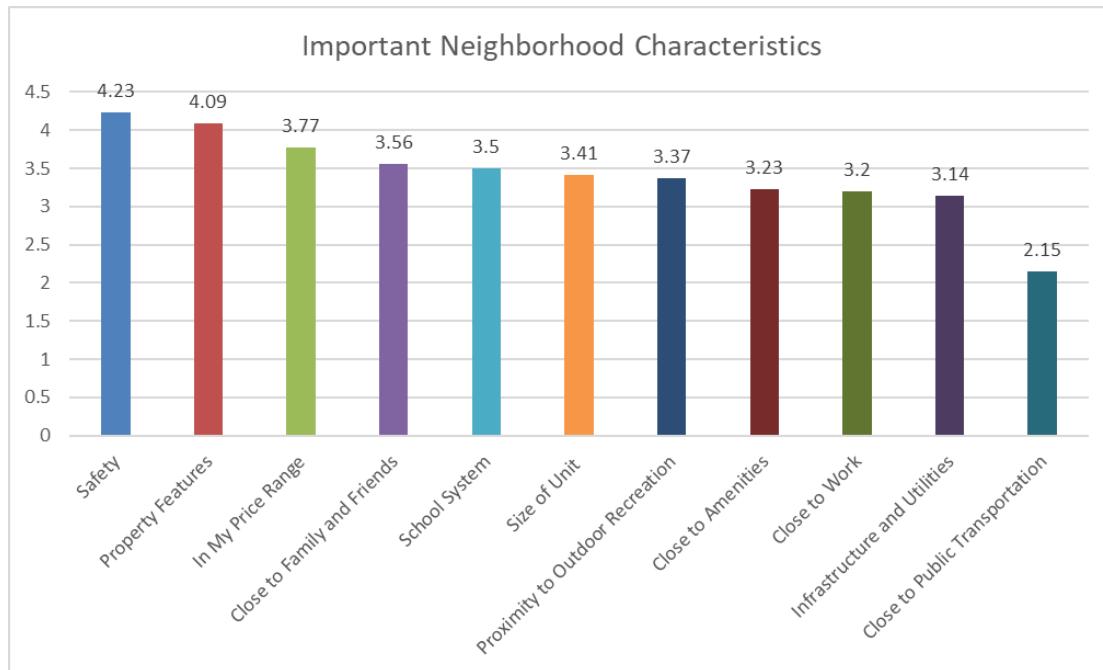
### Apartments

The majority of respondents indicate that apartment style residential development is not desired in the community.

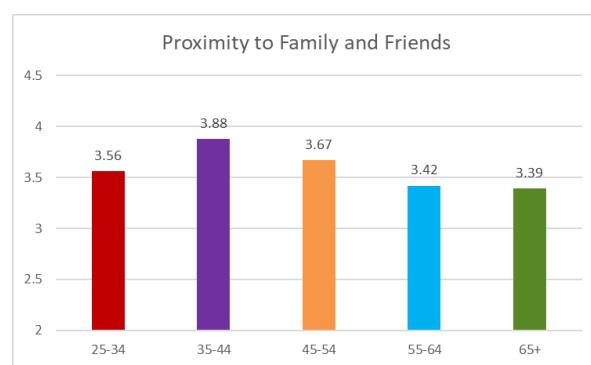


### 3.8 Indicate your level of Importance for the following characteristics when choosing a neighborhood to live in.

Respondents indicate that safety is the most important characteristic when choosing where they live. Following safety in importance is property features, which includes aspects such as acreage, view, and landscaping. Price range, proximity to family and friends, and school system, in that order, are also important to residents in their decision about where to live in Tallmadge Township.



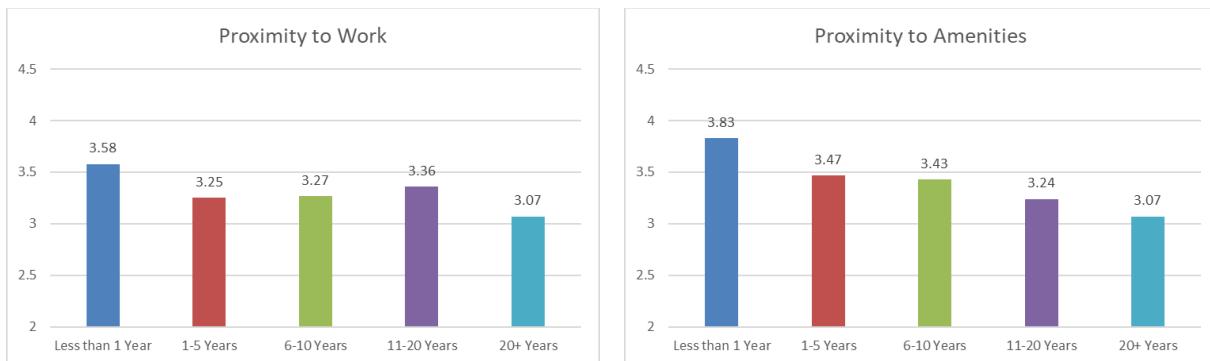
Across age groups and location, the importance of neighborhood characteristics is generally comparable, with slightly increased importance of price range and proximity to family and friends for the few younger respondents.



### Length of Residency – Proximity to work and amenities

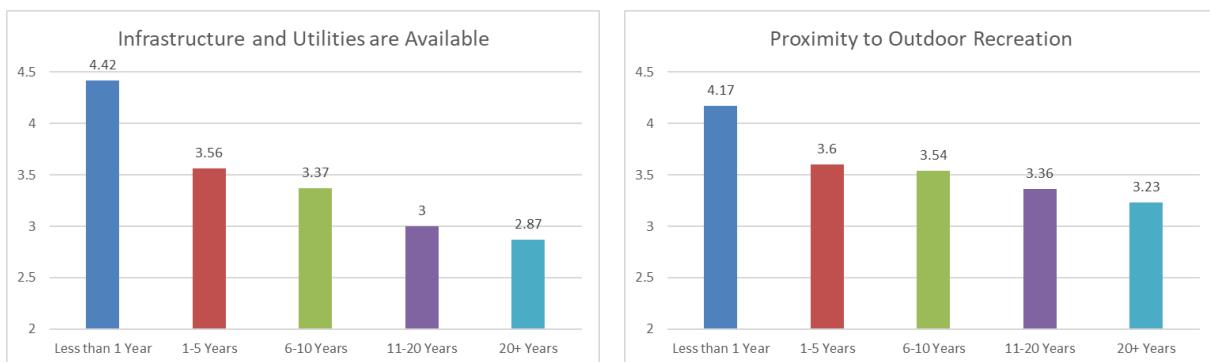
Residents who have lived in the Township for less than one (1) year put a higher priority on proximity to work, proximity to amenities, availability of infrastructure, and availability of outdoor recreation when choosing a location to live.

This may indicate many things; respondents who have recently moved to Tallmadge Township hold the same job as prior to their move, making the new commute a greater consideration. In the same sense, the new commute to amenities such as shopping, health care, a downtown center, and recreational areas becomes more of a focus. Based on how respondents who have lived in the Township responded, it appears these changes are something that residents adapt to well.



### Length of Residency – Infrastructure and Outdoor Recreation

Longer term residents appear to consider the availability of infrastructure and utilities- such as sidewalks, internet, water and sewer- as less important, likely because the existing infrastructure and utilities are continuing to serve their needs. New residents may not have access to the utilities and amenities they are accustomed to.



**END OF REPORT**