

DATE: 9/21/15
TO: Chair, Northfield Planning Commission
FROM: William SaintAmour, Executive Director, Cobalt Community Research
RE: Township Survey Approach

The purpose of this memo is to share the approach Cobalt has successfully used with other communities to identify survey questions.

Cobalt typically uses a five-step process for the development of an assessment.

Step 1 – Kick-off Discussions

This preliminary step aims at refining the objectives, scope, timeline, and key deliverables for the project, and is usually conducted via phone and email. The unit of government has a primary contact who is authorized to identify and share informational needs based on key decisions that would benefit from public engagement – the 2-3 key business questions the unit of government needs to have answered.

Step 2 – Questionnaire Development

Based on the input received during Step 1, Cobalt and the primary contact develop and refine questions through drafts created by Cobalt and are reviewed by the primary contact and a small group to ensure that the questions included in the assessment are aligned with organizational needs. The primary contact is responsible for gathering the feedback of key internal staff members, committee members and officials. The primary contact has the authority to make final decisions on what is and is not included in the survey. A formal review and approval of questions by the governing body is rare.

Step 3 – Assessment Deployment

Cobalt publishes the assessment in the manner determined by the unit of government.

Step 4 – Modeling & Analysis

Cobalt analyzes the data.

Step 5 – Reporting

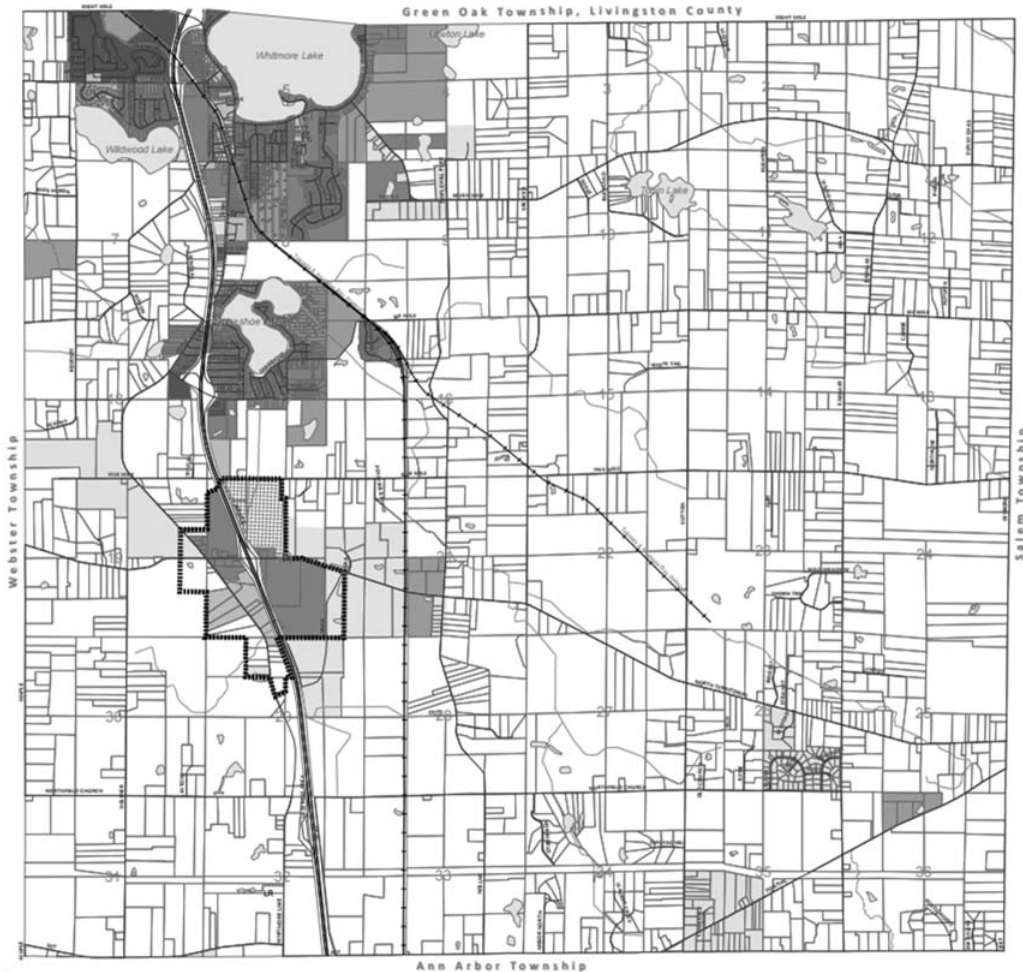
Initial findings and the draft report are reviewed with the primary contact and sometimes an informal group of others to see if additional detail should be highlighted in the summary report. The summary report, detailed cross tabs, and other supporting documents are provided to the primary contact. Results are presented to the governing body either as information in their packet or as a formal presentation.

I hope this information is helpful as the Planning Commission considers the best approach to this public engagement effort. Thank you again for the opportunity to work with the Township.

2015 NORTHFIELD TOWNSHIP PLANNING EVALUATION -- DRAFT 4

Please take a few minutes to share your preferences and thoughts to support the Township's planning efforts. All answers will remain confidential, and your identity will not be shared with the Township. Thank you!

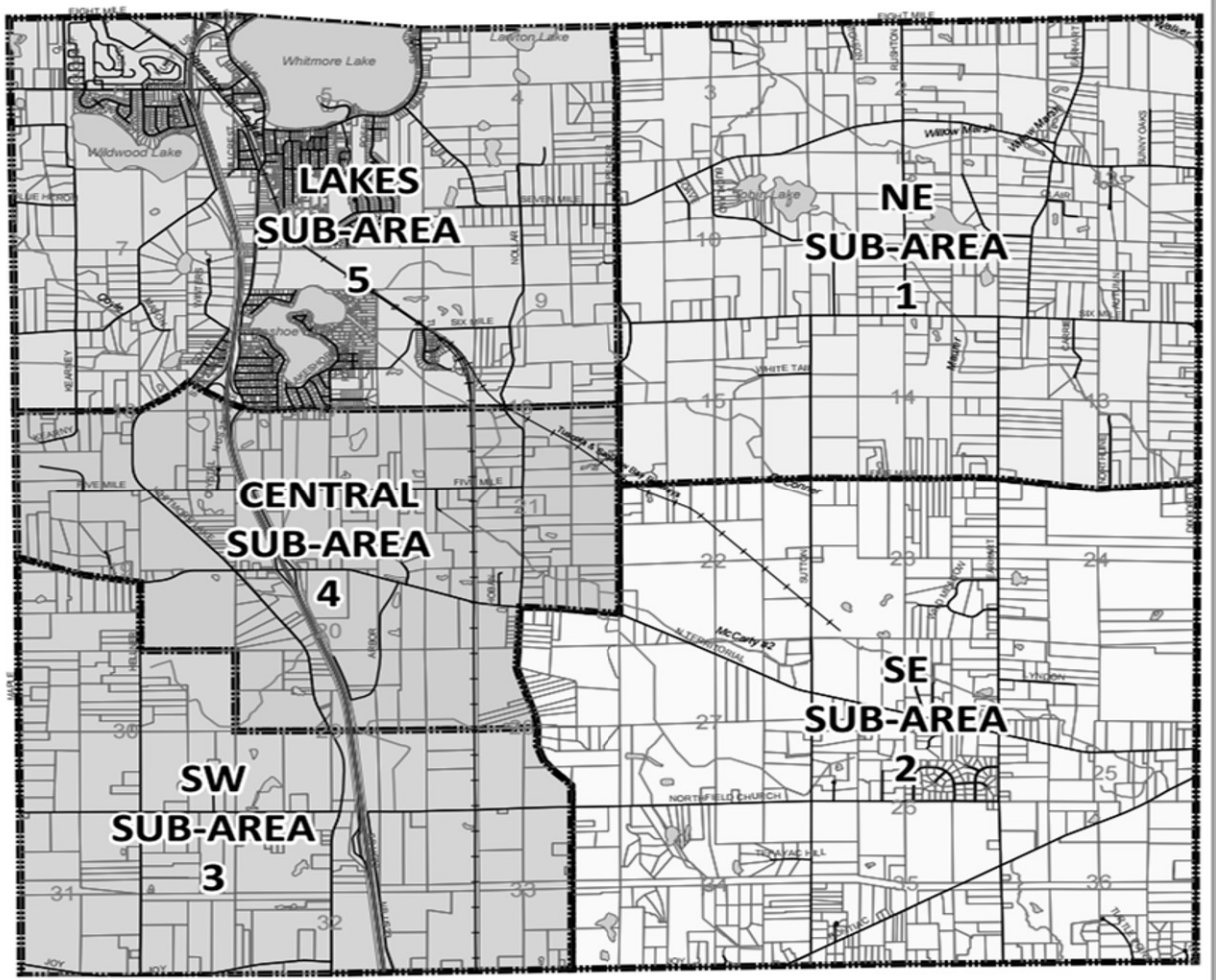
Planning



- The map above shows the zoning map for Northfield Township. The white areas are zoned Agricultural. In those areas, 1 house per 5 acres is permitted.

The Township is considering additional residential development in the Agricultural area. Please review the following statements and rate your level of agreement with each:

	<i>Strongly Disagree</i>	<i>Disagree</i>	<i>Neither Agree nor Disagree</i>	<i>Agree</i>	<i>Strongly Agree</i>
The current 1 house per 5 acres should be changed to allow 1 house per 2 acres	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The current 1 house per 5 acres should be changed to allow 1 house per 1 acre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The current 1 house per 5 acres should be changed to allow 1 house per 1/4 acre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If sensitive areas are preserved, I would support additional residential housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Some natural areas/farmland should be set aside for permanent preservation by the Township	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would support a millage for land preservation initiatives in the Agricultural areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



2. If you agree that some natural areas and farmland should be set aside for permanent preservation by the township, which areas would you like to see preserved? Use the map above to select the areas that should be prioritized the most for preservation. If you do not agree in permanent preservation, please skip to question 3.

- NE Sub-Area 1
 SE Sub-Area 2
 SW Sub-Area 3
 Central Sub-Area 4
 Lakes Sub-Area 5

3. Using the map above, in which area do you reside?

- NE Sub-Area 1
 SE Sub-Area 2
 SW Sub-Area 3
 Central Sub-Area 4
 Lakes Sub-Area 5

4. Please briefly share any other thoughts you would like the Township to consider in their planning efforts? (Please print clearly.)

5. How long have you been living in this community?

- Less than 1 year
 1-5 years
 6-10 years
 11-20 years
 21-30 years
 More than 30 years

6. Do you own or rent/lease your residence?

- Own
 Rent/Lease

Please return this assessment in the postage-paid envelope provided.