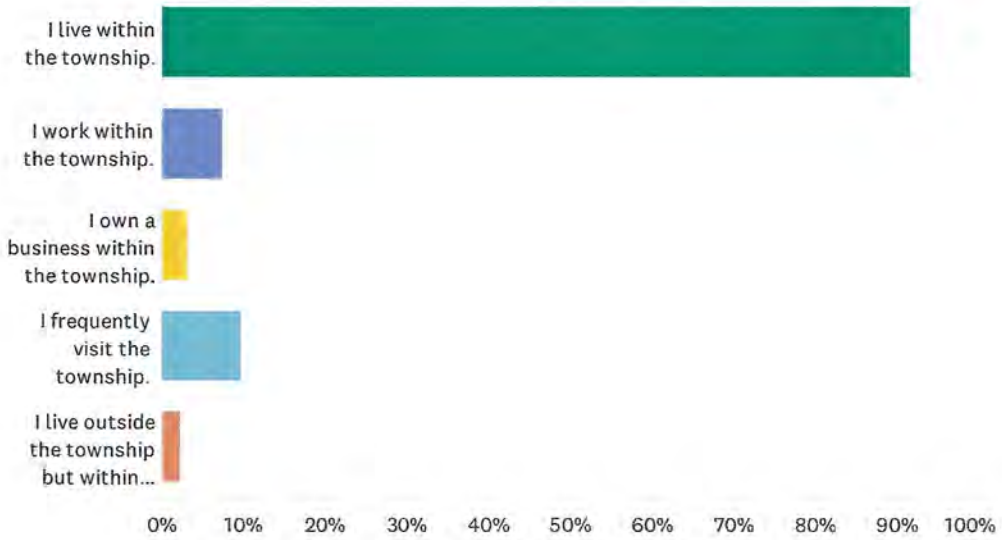
Q1 What is your connection to Morton Township? (Select all that apply)

Answered: 253 Skipped: 2

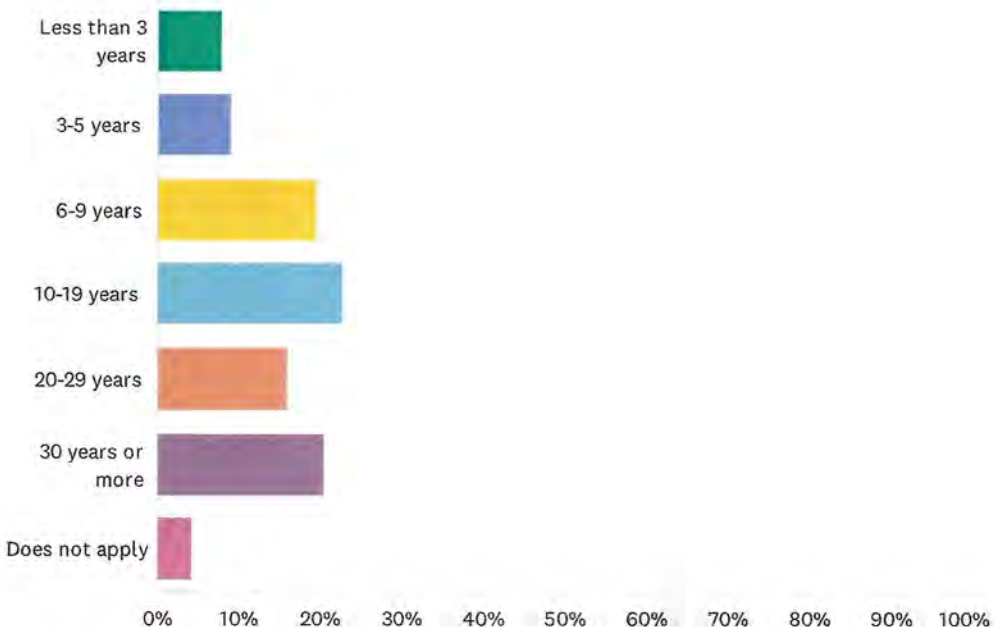


ANSWER CHOICES	RESPONSES	
I live within the township.	91.70%	232
I work within the township.	7.51%	19
I own a business within the township.	3.16%	8
I frequently visit the township.	9.88%	25
I live outside the township but within Mecosta County.	2.37%	6

Total Respondents: 253

Q2 How long have you lived in Morton Township?

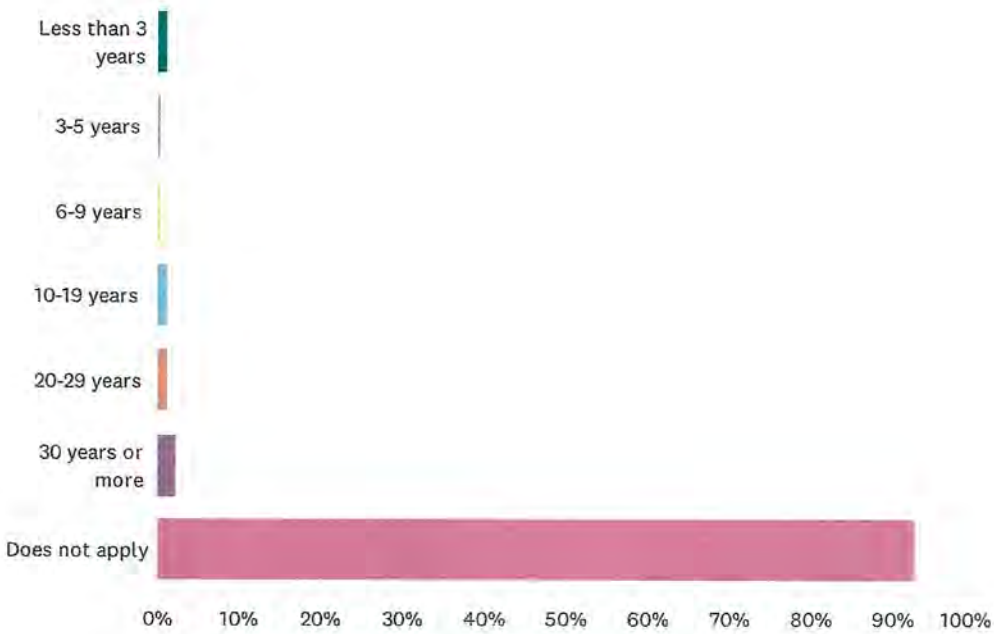
Answered: 255 Skipped: 0



ANSWER CHOICES	RESPONSES	
Less than 3 years	7.84%	20
3-5 years	9.02%	23
6-9 years	19.61%	50
10-19 years	22.75%	58
20-29 years	16.08%	41
30 years or more	20.39%	52
Does not apply	4.31%	11
TOTAL		255

Q3 If you have a business in Morton Township, how long has it been established?

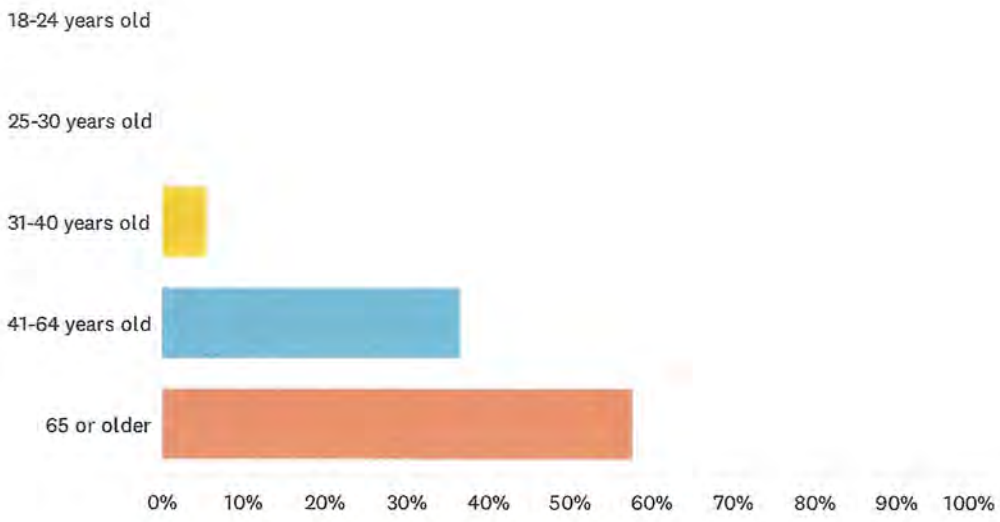
Answered: 218 Skipped: 37



ANSWER CHOICES	RESPONSES	
Less than 3 years	1.38%	3
3-5 years	0.46%	1
6-9 years	0.46%	1
10-19 years	1.38%	3
20-29 years	1.38%	3
30 years or more	2.29%	5
Does not apply	92.66%	202
TOTAL		218

Q4 What is your age?

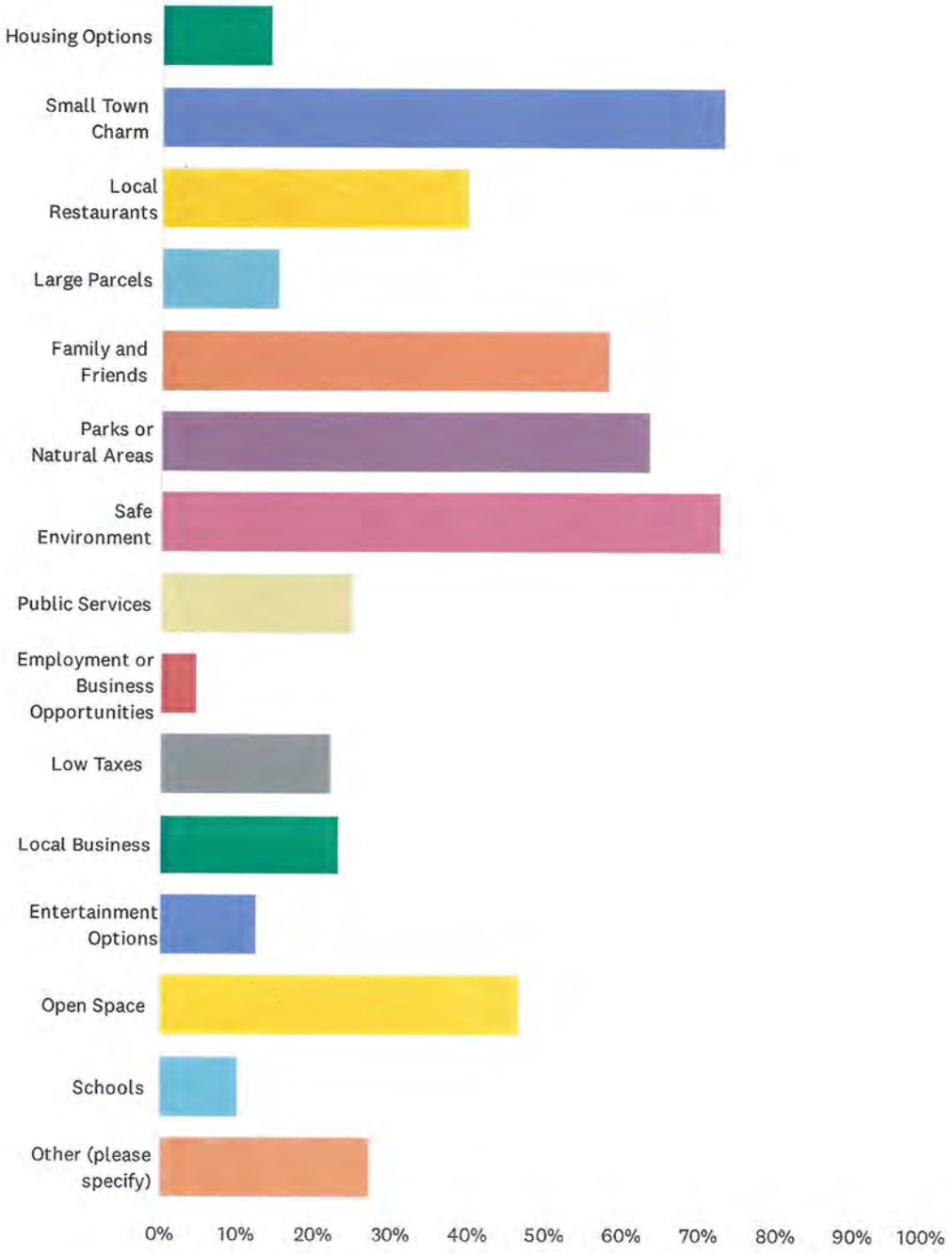
Answered: 254 Skipped: 1



ANSWER CHOICES	RESPONSES	
18-24 years old	0.00%	0
25-30 years old	0.00%	0
31-40 years old	5.51%	14
41-64 years old	36.61%	93
65 or older	57.87%	147
TOTAL		254

Q5 What do you value the most about living, working, or visiting Morton Township? (Select all that apply)

Answered: 253 Skipped: 2



ANSWER CHOICES	RESPONSES	
Housing Options	14.23%	36
Small Town Charm	73.12%	185
Local Restaurants	39.92%	101
Large Parcels	15.42%	39
Family and Friends	58.10%	147
Parks or Natural Areas	63.64%	161
Safe Environment	72.73%	184
Public Services	24.90%	63
Employment or Business Opportunities	4.74%	12
Low Taxes	22.13%	56
Local Business	23.32%	59
Entertainment Options	12.65%	32
Open Space	46.64%	118
Schools	10.28%	26
Other (please specify)	27.27%	69

Total Respondents: 253

5. What do you value the most about living, working, or visiting Morton Township? (other results)

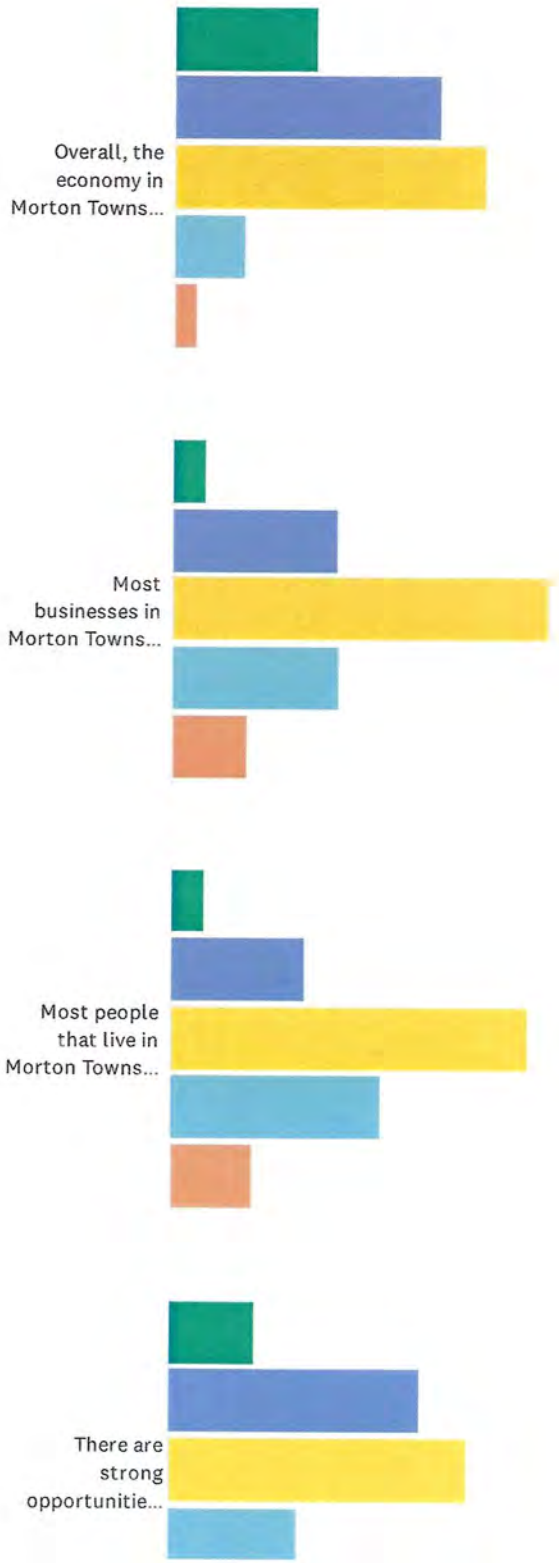
Based on the survey responses, here are the top ten most valued aspects of living, working, or visiting Morton Township:

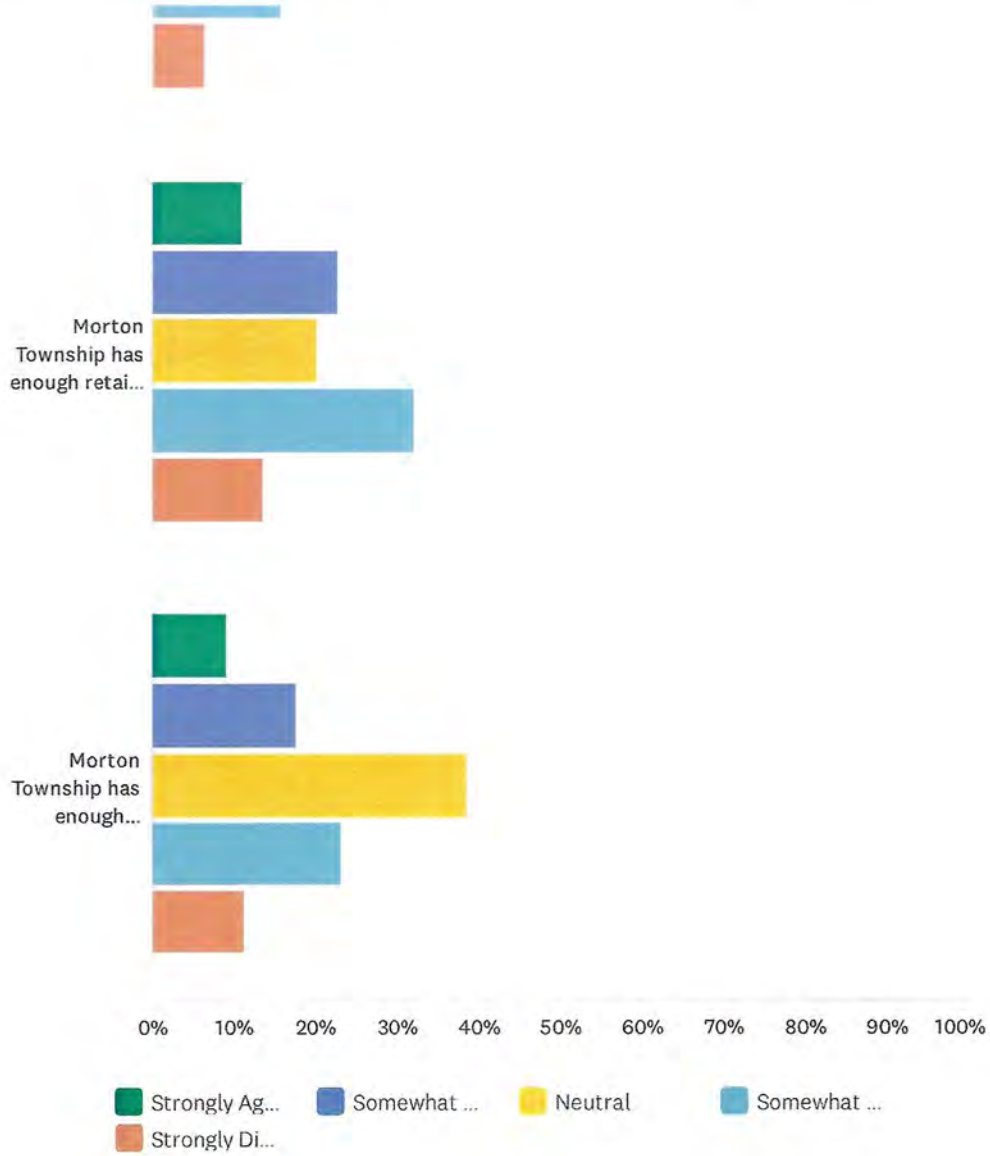
1. **Lakes/Water Access**: The lakes, especially Tri-Lakes, are frequently mentioned as a significant draw for recreation, boating, and the general beauty they provide.
2. **Low Population/Low Traffic**: Many respondents appreciate the rural, less congested nature of the area, which offers a peaceful and serene environment.
3. **Recreation**: The township's recreational opportunities, including boating, hiking, and outdoor activities, are highly valued.
4. **Natural Beauty**: People enjoy the natural, rural atmosphere, with its clean air, water, and quiet surroundings.
5. **Community Feel**: The small-town charm, community involvement, and events are important to many residents and visitors.
6. **Library**: The Morton Township Library is a well-loved asset in the community, mentioned multiple times.
7. **Safety and Space**: The open spaces and feeling of safety, along with the absence of crowding, are important for quality of life.
8. **Lack of Overdevelopment**: Some value the balance between development and preserving the rural, peaceful atmosphere without excessive commercial or residential expansion.
9. **Golfing**: Access to golf courses, especially at Tullymore Golf Resort, is appreciated.
10. **Proximity to Larger Cities**: While Morton Township provides a peaceful setting, its proximity to other cities and attractions is also noted as a positive aspect.

The lakes, low population density, and recreational amenities stand out as the most cherished aspects of Morton Township.

Q6 Economy

Answered: 252 Skipped: 3




Morton Township has enough retai...
Morton Township has enough...
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%
Strongly Ag...
Somewhat ...
Neutral
Somewhat ...
Strongly Di...

	STRONGLY AGREE	SOMEWHAT AGREE	NEUTRAL	SOMEWHAT DISAGREE	STRONGLY DISAGREE	TOTAL
Overall, the economy in Morton Township is headed in a positive direction	17.53% 44	32.67% 82	38.25% 96	8.76% 22	2.79% 7	251
Most businesses in Morton Township can find dependable employees in a reasonable amount of time.	4.03% 10	20.16% 50	45.97% 114	20.56% 51	9.27% 23	248
Most people that live in Morton Township can find jobs that pay them a reasonable wage without a long commute.	4.02% 10	16.47% 41	43.78% 109	25.70% 64	10.04% 25	249
There are strong opportunities for entrepreneurs and small businesses to meet the community's needs.	10.53% 26	30.77% 76	36.44% 90	15.79% 39	6.48% 16	247
Morton Township has enough retail, restaurants, and service businesses to meet the community's needs.	11.16% 28	22.71% 57	20.32% 51	32.27% 81	13.55% 34	251
Morton Township has enough industrial businesses and large employers to meet the community's needs.	9.24% 23	17.67% 44	38.55% 96	23.29% 58	11.24% 28	249

Q7 Are there specific types of businesses or economic activities you would like to see more of in Morton Township?

Answered: 120 Skipped: 135

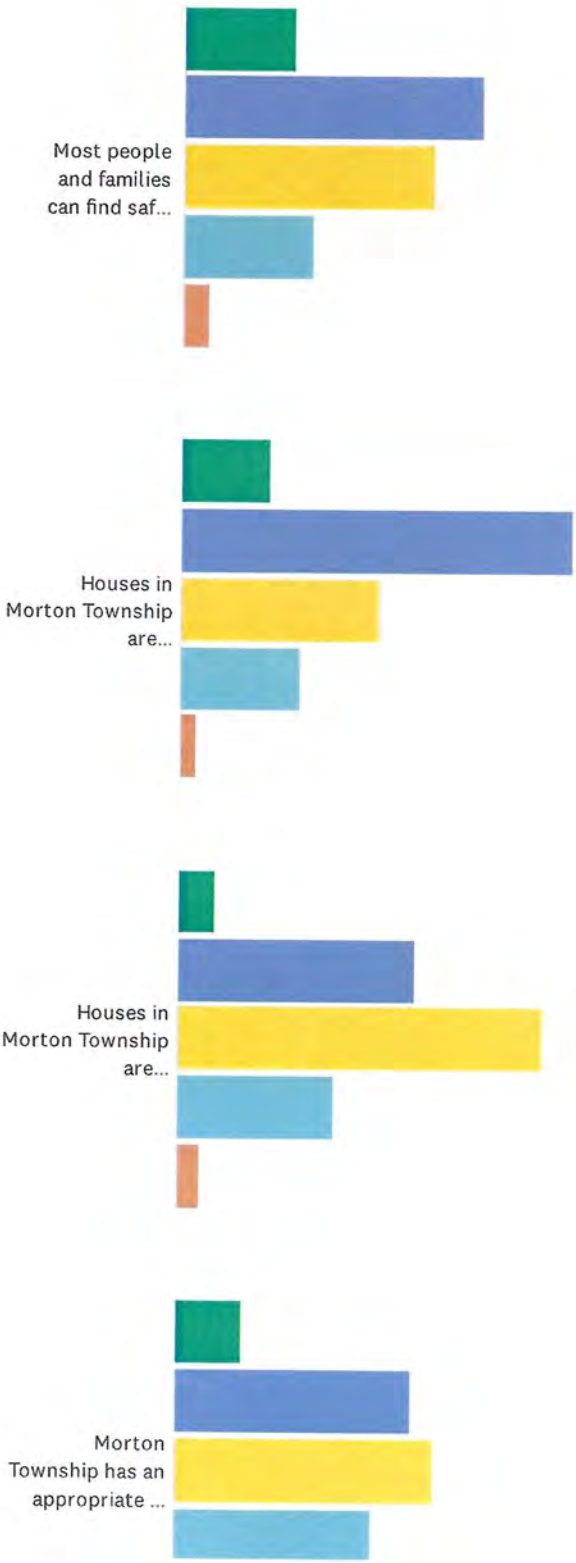
7. Are there specific types of businesses or economic activities you would like to see more of in Morton Township?

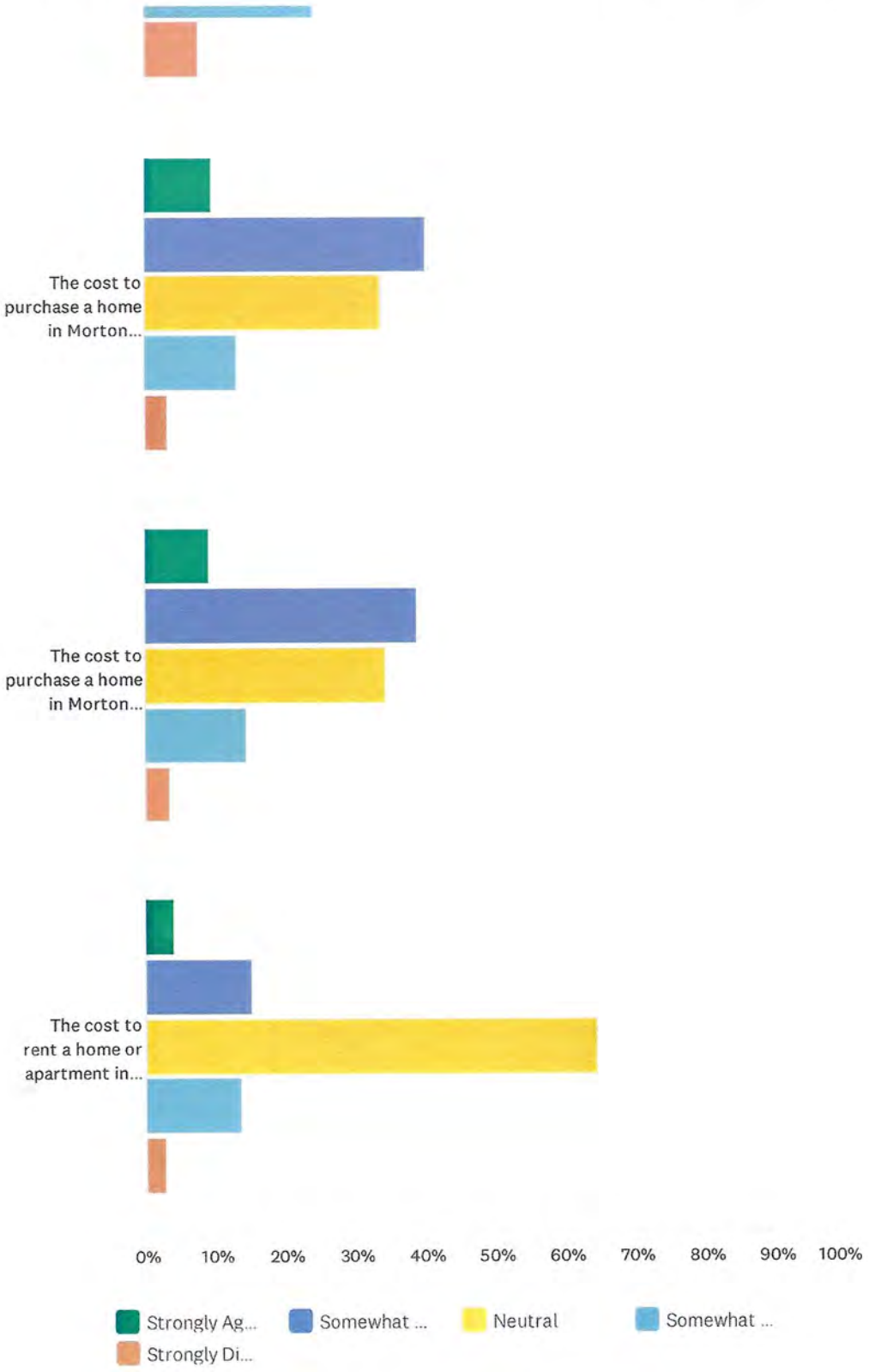
Here are the top ten most common types of businesses or economic activities residents would like to see more of in the township:

1. **Restaurants** – Multiple responses expressed a desire for more dining options, including family-style, diverse cuisine, fast food, and non-corporate eateries.
2. **Car Wash** – There is significant demand for car wash services, with several mentions of automatic or drive-thru car washes.
3. **Grocery Stores** – Organic grocery stores and general grocery options were frequently requested.
4. **Entertainment and Recreation** – Suggestions include movie theaters, bowling alleys, family entertainment, hiking trails, and playgrounds.
5. **Retail Shops and Boutiques** – Small retail businesses, boutiques, and gift shops were highlighted as desired developments.
6. **Medical and Health Services** – Residents want more clinics, walk-in facilities, and healthcare providers closer to the township.
7. **Breweries and Coffee Shops** – Craft breweries, coffee shops, and places with light food service were mentioned as popular choices.
8. **Industrial and Technology Businesses** – There were requests for more industrial or clean technology businesses to enhance economic growth.
9. **Fitness Centers** – Some respondents expressed interest in having fitness centers or Pilates studios in the area.
10. **Housing Development** – Affordable housing and 55+ communities without high fees were also requested.

Q8 Housing

Answered: 253 Skipped: 2

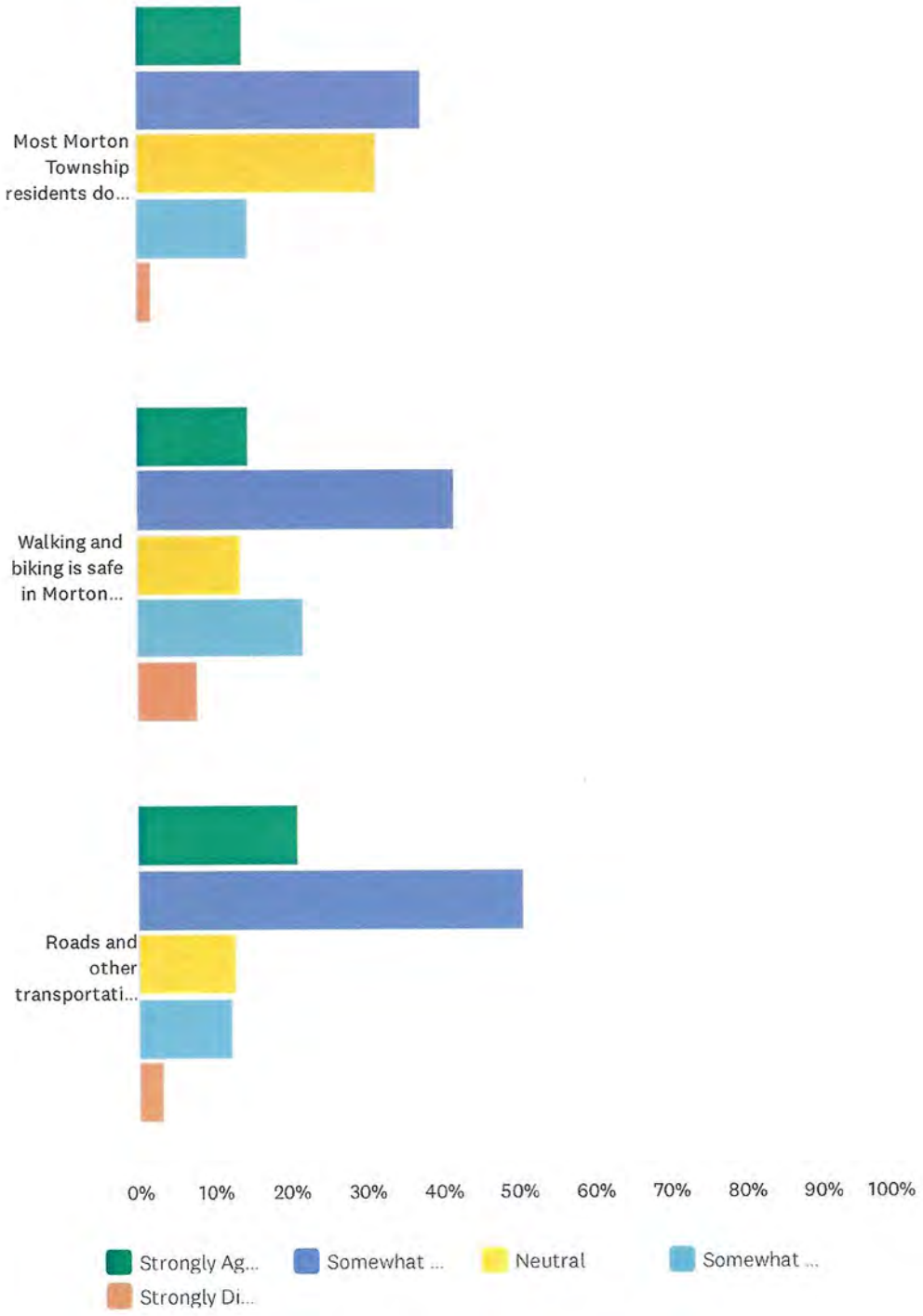



The cost to purchase a home in Morton...
The cost to purchase a home in Morton...
The cost to rent a home or apartment in...
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%
Strongly Ag...
Somewhat ...
Neutral
Somewhat ...
Strongly Di...

	STRONGLY AGREE	SOMEWHAT AGREE	NEUTRAL	SOMEWHAT DISAGREE	STRONGLY DISAGREE	TOTAL
Most people and families can find safe, affordable housing that meets their needs in Morton Township.	13.55% 34	36.65% 92	30.68% 77	15.94% 40	3.19% 8	251
Houses in Morton Township are well-maintained, and homeowners are reinvesting in their homes.	10.80% 27	48.00% 120	24.40% 61	14.80% 37	2.00% 5	250
Houses in Morton Township are well-maintained and rental properties are being reinvested in.	4.49% 11	28.98% 71	44.49% 109	19.18% 47	2.86% 7	245
Morton Township has an appropriate mix of housing options (single-family, apartments, senior housing, etc)	8.00% 20	28.80% 72	31.60% 79	24.00% 60	7.60% 19	250
The cost to purchase a home in Morton Township is reasonable.	9.64% 24	40.16% 100	33.73% 84	13.25% 33	3.21% 8	249
The cost to purchase a home in Morton Township is reasonable.	9.09% 22	38.84% 94	34.30% 83	14.46% 35	3.31% 8	242
The cost to rent a home or apartment in Morton Township is reasonable.	4.00% 10	15.20% 38	64.40% 161	13.60% 34	2.80% 7	250

Q9 Transportation

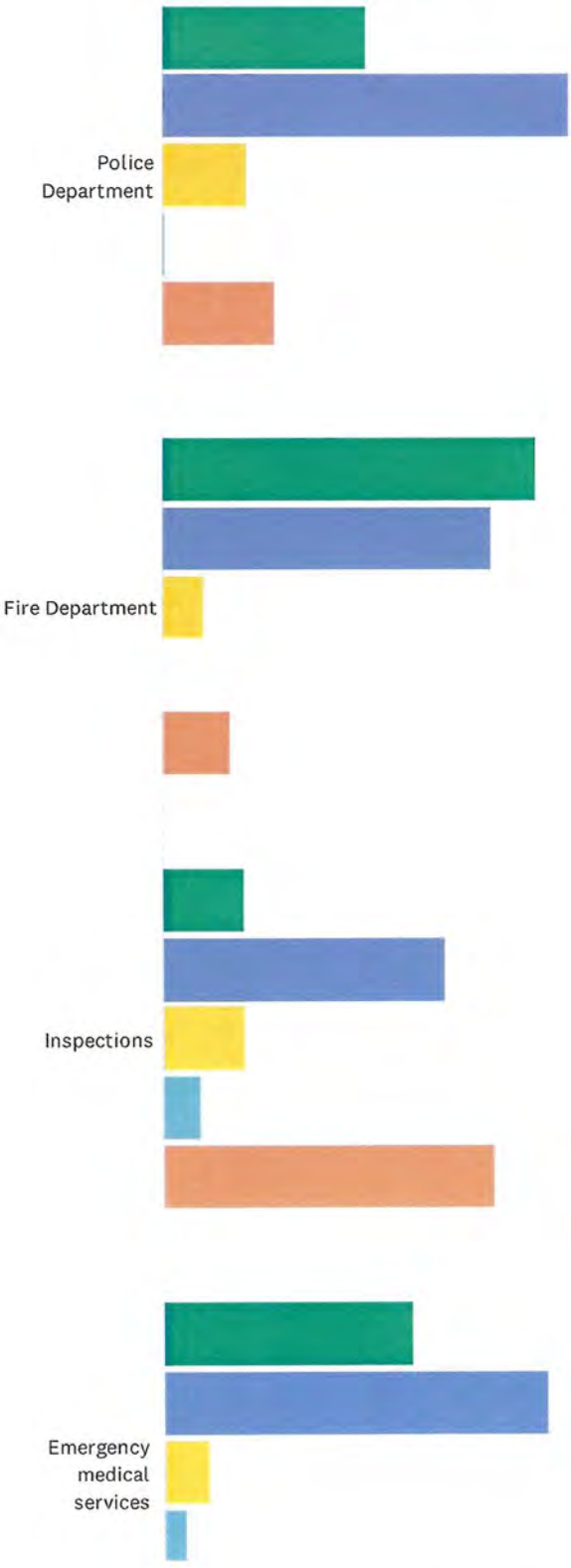
Answered: 252 Skipped: 3

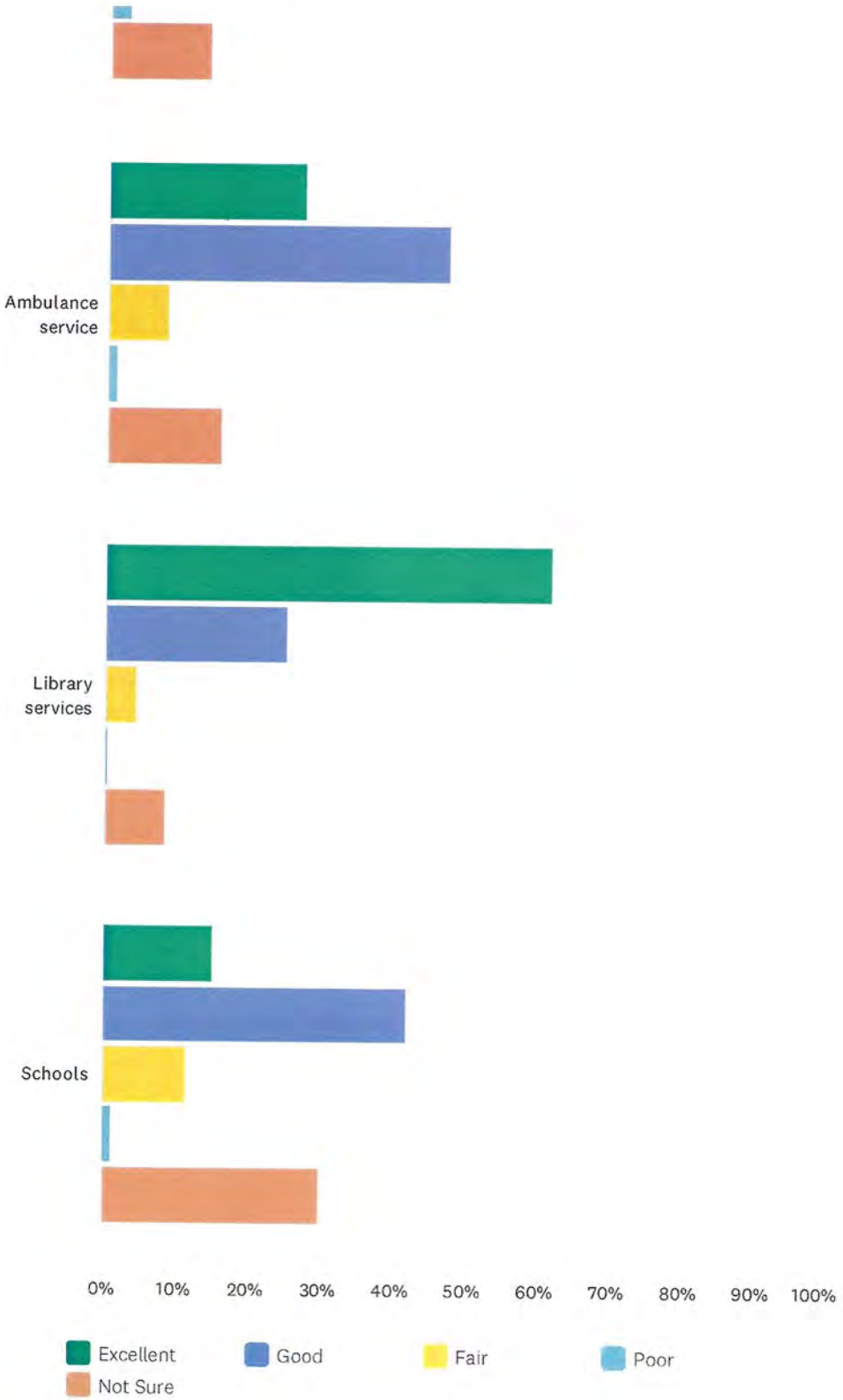


	STRONGLY AGREE	SOMEWHAT AGREE	NEUTRAL	SOMEWHAT DISAGREE	STRONGLY DISAGREE	TOTAL
Most Morton Township residents do not have a problem getting to work, school, the grocery store, or medical appointments	14.00% 35	37.60% 94	31.60% 79	14.80% 37	2.00% 5	250
Walking and biking is safe in Morton Township.	14.74% 37	41.83% 105	13.55% 34	21.91% 55	7.97% 20	251
Roads and other transportation infrastructure in Morton Township are well-maintained.	21.03% 53	50.79% 128	12.70% 32	12.30% 31	3.17% 8	252

Q10 How would you rate the following community services?

Answered: 254 Skipped: 1




Ambulance service
Library services
Schools
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%
Excellent
Good
Fair
Poor
Not Sure

	EXCELLENT	GOOD	FAIR	POOR	NOT SURE	TOTAL
Police Department	25.10%	50.20%	10.36%	0.40%	13.94%	
	63	126	26	1	35	251
Fire Department	46.06%	40.55%	5.12%	0.00%	8.27%	
	117	103	13	0	21	254
Inspections	9.96%	34.66%	9.96%	4.78%	40.64%	
	25	87	25	12	102	251
Emergency medical services	30.71%	47.24%	5.51%	2.76%	13.78%	
	78	120	14	7	35	254
Ambulance service	27.27%	47.43%	8.30%	1.19%	15.81%	
	69	120	21	3	40	253
Library services	61.81%	25.20%	4.33%	0.39%	8.27%	
	157	64	11	1	21	254
Schools	15.08%	42.06%	11.51%	1.19%	30.16%	
	38	106	29	3	76	252

Q11 If you answered "Fair" or "Poor" for any of the above options in Question #10, please briefly describe why below:

Answered: 46 Skipped: 209

11. If you answered "Fair" or "Poor" for any of the above options in Question 10, please briefly describe why below:

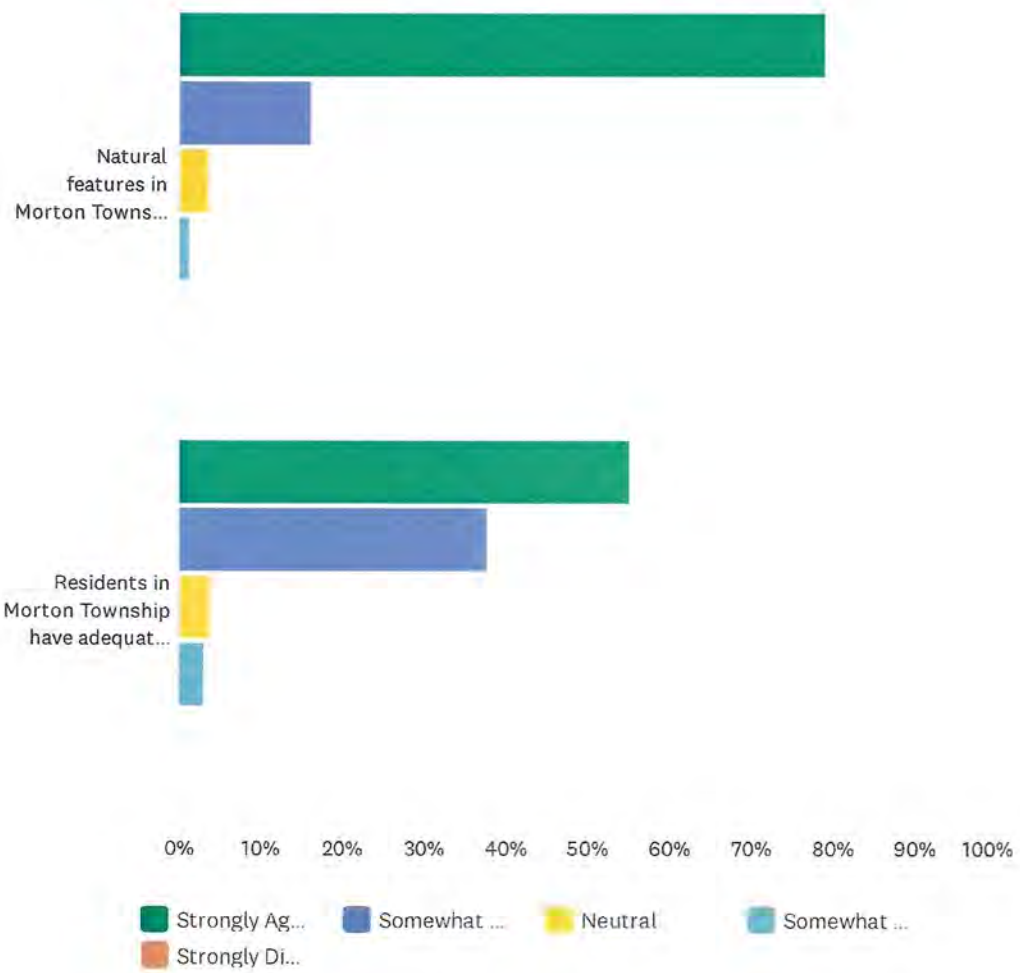
Here are the top ten most common comments from the provided list regarding services that were rated "Fair" or "Poor":

1. **Distance and Slow Response Times for Emergency Services** – Several comments express concern about the slow response times of emergency services, including ambulances, fire departments, and police, often due to the distance from service providers.
2. **Lack of Local Police Presence** – Many respondents note the absence of a local police force, with only county sheriff services available, which leads to limited patrols and a feeling of inadequate policing.
3. **Schools Need Improvement** – Concerns about the quality of local schools, including lower rankings compared to nearby districts, large class sizes, and outdated curriculums.
4. **Insufficient Code Enforcement and Inspections** – Respondents highlight a lack of enforcement regarding building codes, property violations, and housing inspections.
5. **Need for Better Urgent Care and Medical Facilities** – Several respondents mention the need for closer and better urgent care or trauma centers, given the distance to the nearest emergency medical services.
6. **Road and Infrastructure Issues** – Complaints about poor road conditions, especially on private roads, along with the need for better maintenance and infrastructure improvements.
7. **Marine and Lake Safety Services** – The limited scope and timing of marine patrols were mentioned as insufficient to meet the needs of the area, especially during peak boating hours.
8. **Fire Department Response** – Some concerns were raised about the response time and effectiveness of the volunteer fire department.
9. **Inadequate Ambulance Coverage During Summer** – There were specific concerns about ambulance services being overwhelmed during the busy summer months.
10. **Housing and Zoning Regulation Issues** – Inconsistencies in zoning enforcement and housing inspections were flagged as problematic, with examples of improper building approvals.

These comments reflect concerns primarily around emergency services, school quality, and infrastructure in Morton Township.

Q12 Environment

Answered: 254 Skipped: 1



	STRONGLY AGREE	SOMEWHAT AGREE	NEUTRAL	SOMEWHAT DISAGREE	STRONGLY DISAGREE	TOTAL
Natural features in Morton Township should be protected from development (wetlands, parks, farmland, forest, rivers and streams, etc.)	79.13% 201	16.14% 41	3.54% 9	1.18% 3	0.00% 0	254
Residents in Morton Township have adequate access to outdoor recreation opportunities and natural areas (hunting, fishing, hiking, camping, etc.)	55.12% 140	37.80% 96	3.94% 10	3.15% 8	0.00% 0	254

Q13 Are there specific types of outdoor/recreational activities you would like to see more of in Morton Township?

Answered: 99 Skipped: 156

13. Are there specific types of outdoor/recreational activities you would like to see more of in Morton Township?

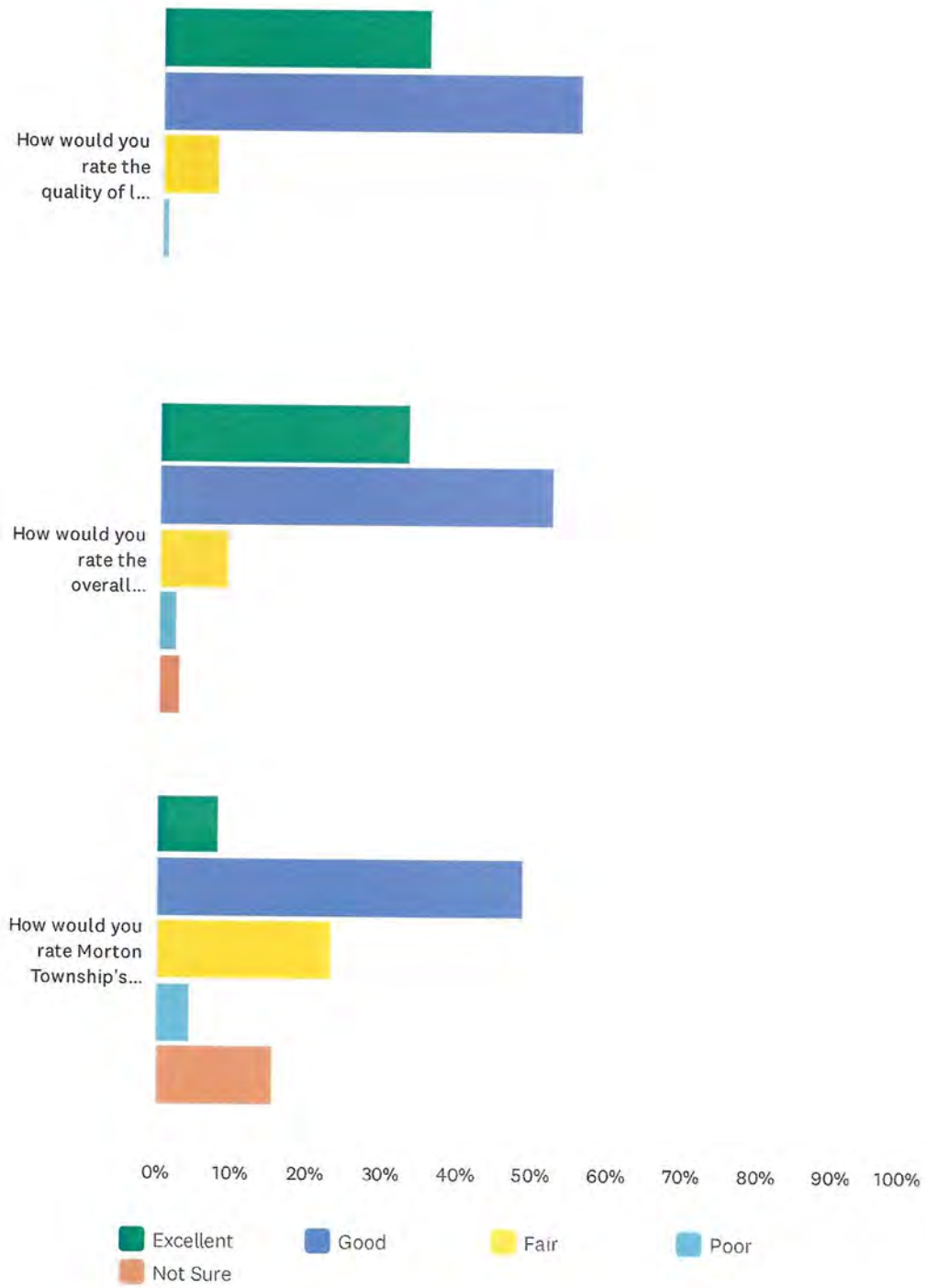
Based on the provided list, here are the top ten specific types of outdoor/recreational activities people would like to see more of in Morton Township:

1. **Walking/Hiking Trails** – A significant number of responses emphasize the need for more trails, especially those that are well-maintained and accessible for both hiking and winter activities like cross-country skiing.
2. **Biking Trails/Paths** – Many comments mention the importance of expanding biking opportunities, both on dedicated trails and in creating safer bike lanes on roads.
3. **Kayaking** – Improving access to kayaking areas, especially along the river, and making it easier for kayakers to navigate.
4. **Cross-Country Ski Trails** – In addition to hiking, there's a desire for trails that can be used for cross-country skiing in winter.
5. **Pickleball Courts** – There is a clear interest in adding more pickleball courts in the area.
6. **Community Garden** – A community garden is mentioned as a way to increase outdoor activities for residents.
7. **River Cleanup/Improvement** – The cleanup and improvement of local rivers, especially for recreational use, was mentioned multiple times.
8. **Playgrounds and Splash Pads** – Requests for more or better playgrounds and the addition of splash pads for children.
9. **Local Recreation Center** – A few comments highlight the need for a public recreation center with indoor facilities for swimming, gym space, and other activities.
10. **Skate Parks or BMX Parks** – Some residents would like to see more facilities for activities like skateboarding or BMX riding.

These priorities indicate a strong community interest in outdoor recreation, natural preservation, and both summer and winter activities.

Q14 Perception

Answered: 252 Skipped: 3



	EXCELLENT	GOOD	FAIR	POOR	NOT SURE	TOTAL
How would you rate the quality of life in Morton Township?	35.71% 90	55.95% 141	7.54% 19	0.79% 2	0.00% 0	252
How would you rate the overall willingness of people to help their community?	33.33% 84	52.38% 132	9.13% 23	2.38% 6	2.78% 7	252
How would you rate Morton Township's commercial and industrial areas?	8.00% 20	48.80% 122	23.20% 58	4.40% 11	15.60% 39	250

Q15 If you answered "Fair" or "Poor," for any of the above options, please briefly describe why below:

Answered: 43 Skipped: 212

15. If you answered "Fair" or "Poor," for any of the above options (question #14), please briefly describe why below:

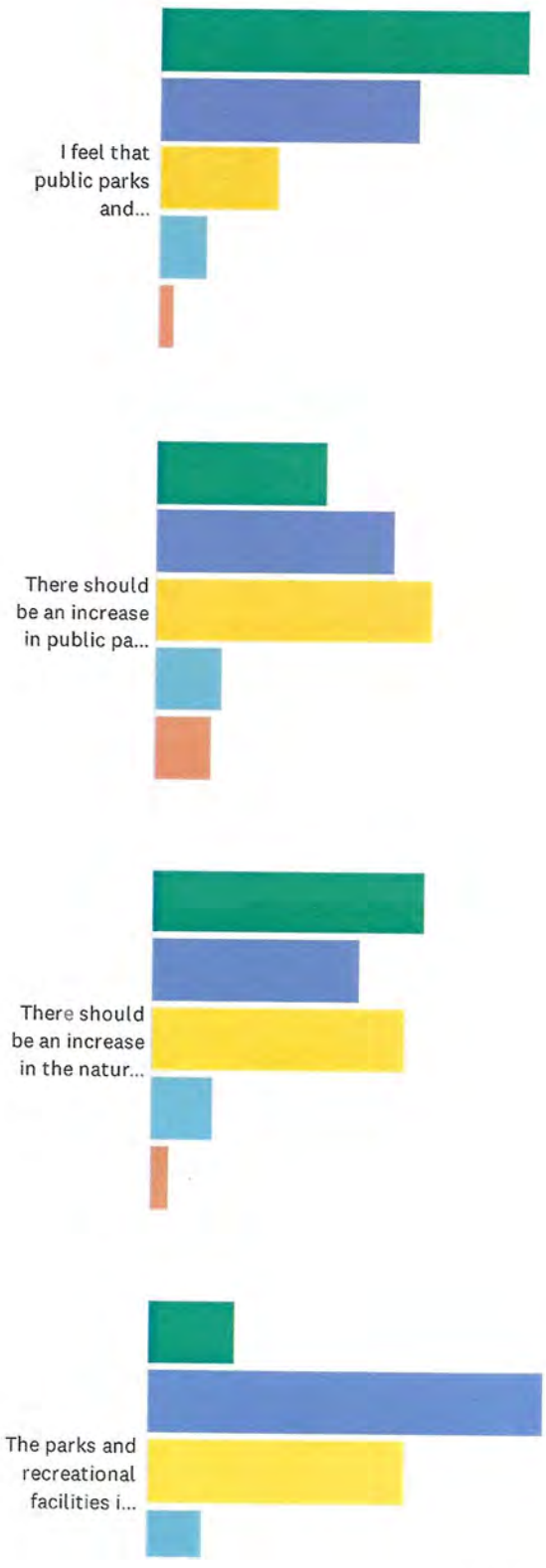
The top ten common concerns among those who rated Morton Township's perception as "Fair" or "Poor" are:

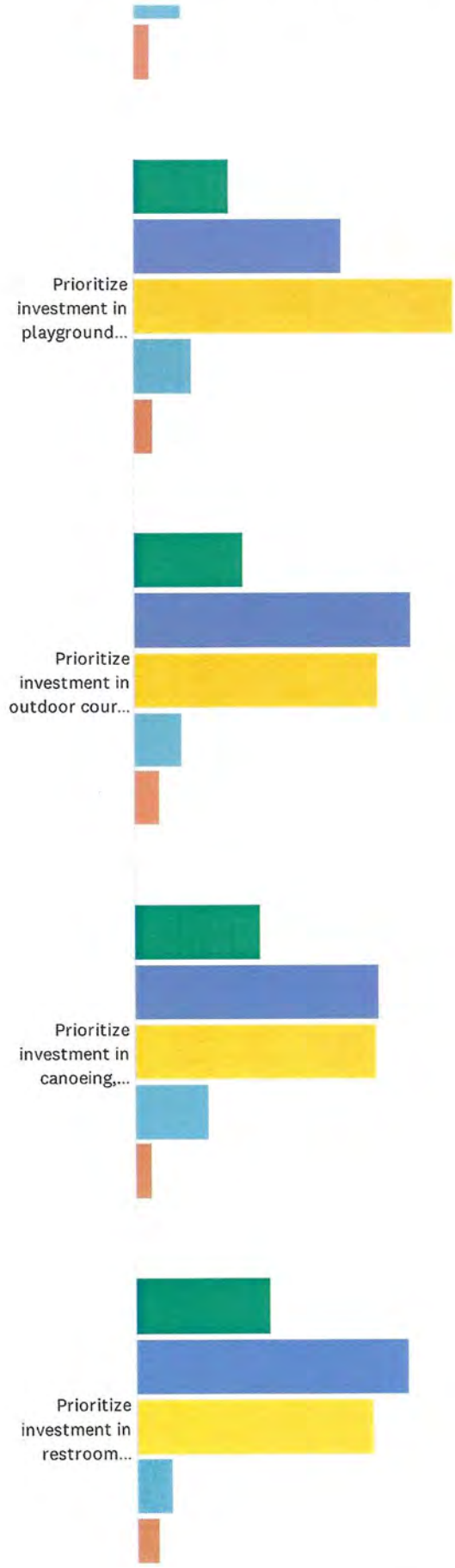
1. **Lack of Utilities (Water, Sewer)**: Multiple comments express frustration with the lack of basic utilities like water and sewer, which hampers development and residential satisfaction.
2. **Need for Industrial and Commercial Growth**: Many respondents feel there is not enough industry or large employers, with several calling for an expansion of the Industrial Park and revitalization of the commercial areas.
3. **Abandoned and Vacant Businesses**: A recurring theme is the presence of empty and abandoned buildings, particularly in the village areas, which negatively impacts the township's appearance and economic opportunities.
4. **Limited Dining and Retail Options**: There are frequent complaints about the lack of quality restaurants, stores, and general commercial options in the area.
5. **Divided Communities**: Some feel there is a separation between different groups, such as Canadian Lakes residents, lake property owners, and the broader township community, with seasonal residents being less engaged.
6. **Resistance to Growth**: A few respondents' express frustration with what they perceive as a lack of support for growth, tourism, or new residents, due to resistance from older residents.
7. **Low Wages/Small Businesses**: Some comments mention that the township offers limited economic opportunities, with small businesses paying lower wages compared to nearby towns.
8. **Revitalization**: There is a clear desire for more revitalization efforts and in village, with people calling for more investment and business development.
9. **Lack of Community Involvement**: There is a perception that community involvement is low, especially in township activities, meetings, and initiatives.
10. **Aesthetic and Maintenance Issues**: Many feel that commercial properties are not well-maintained and look run-down, which detracts from the overall appeal of the area.

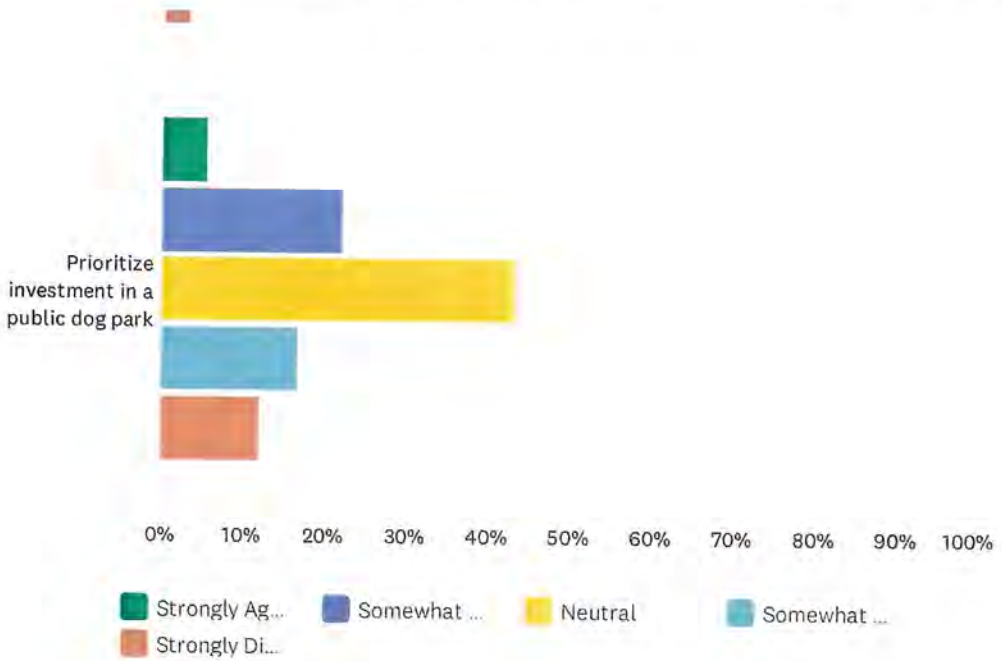
These concerns indicate a desire for improved infrastructure, economic growth, and greater community cohesion in Morton Township.

Q16 Parks

Answered: 253 Skipped: 2




Prioritize investment in playground...
Prioritize investment in outdoor cour...
Prioritize investment in canoeing,...
Prioritize investment in restroom...



	STRONGLY AGREE	SOMEWHAT AGREE	NEUTRAL	SOMEWHAT DISAGREE	STRONGLY DISAGREE	TOTAL
I feel that public parks and recreational facilities are extremely important to my quality of life.	45.45% 115	32.02% 81	14.62% 37	5.93% 15	1.98% 5	253
There should be an increase in public park space in the township.	21.03% 53	29.37% 74	34.13% 86	8.33% 21	7.14% 18	252
There should be an increase in the natural or unimproved trail network in the township.	33.47% 84	25.50% 64	31.08% 78	7.57% 19	2.39% 6	251
The parks and recreational facilities in the township are excellent.	10.76% 27	48.61% 122	31.47% 79	6.77% 17	2.39% 6	251
Prioritize investment in playground equipment	13.60% 34	29.60% 74	45.60% 114	8.40% 21	2.80% 7	250
Prioritize investment in outdoor courts (basketball, tennis, pickleball, etc.)	15.54% 39	39.44% 99	34.66% 87	6.77% 17	3.59% 9	251
Prioritize investment in canoeing, kayaking, paddle boarding	18.00% 45	34.80% 87	34.40% 86	10.40% 26	2.40% 6	250
Prioritize investment in restroom facilities	19.20% 48	38.80% 97	33.60% 84	5.20% 13	3.20% 8	250
Prioritize investment in a public dog park	5.62% 14	22.09% 55	43.37% 108	16.87% 42	12.05% 30	249

Q17 What is your favorite park or recreational area in the township?

Answered: 129 Skipped: 126

17. What is your favorite park or recreational area in the township?

Based on the list, the top eight favorite parks or recreational areas in Morton Township are:

1. **School Section Lake Veteran's Park** – Frequently mentioned as a favorite for its camping, playground, and beach facilities. Recognized by several respondents as a peaceful and appreciated green space.
2. **Tri-Lakes (Round Lake, Blue Lake, Lake Mecosta)** – Mentioned often for its beauty and recreational opportunities like boating and fishing.
3. **Pine Grove Park/Trail** – Appreciated for walking, hiking, and dog-walking.
4. **River Park (Kayak and Canoe Launch)** – A favorite spot for water activities like kayaking and canoeing along the Little Muskegon River.
5. **Bromley Park** – Valued for summer concerts and recreational activities.
6. **Canadian Lakes Parks** – Highly favored by residents of Canadian Lakes for private amenities and outdoor activities.
7. **White Pine Trails** – Mentioned by outdoor enthusiasts for its snowshoeing and hiking trails.
8. **Lake Mecosta Boat Launch** – Highlighted for boating and fishing access.

These parks and recreation areas are cherished for their natural beauty, outdoor activities, and opportunities for community events.

Q18 What is your favorite amenity at the park or recreational area in the township?

Answered: 107 Skipped: 148

18. What is your favorite amenity at the park or recreational area in the township?

Based on the list provided, the favorite amenities in the parks or recreational areas within the township appear to be:

1. **Trails** – Frequently mentioned, they are valued for hiking, walking, skiing, and snowshoeing. Trails provide access to nature and a sense of calm for many respondents.
2. **Beach** – Many respondents highlight beach access as their favorite amenity, including School Section Veteran's Lake Park and other lakes within the township, which offer swimming, sunbathing, and relaxing.
3. **Kayak Launches** – The availability of kayak launches, especially on the Muskegon River and other waterways, is frequently mentioned, supporting a love of water-based activities.
4. **Playgrounds** – Playgrounds are a favorite among families, offering space for children to play and exercise. They are often mentioned alongside picnic areas.
5. **Concerts and Music Venues** – Summer concerts in are popular for providing entertainment and a community gathering.
6. **Boating and Water Sports** – The lakes, including Tri-Lakes and Canadian Lakes, are enjoyed for boating, paddleboarding, and fishing.
7. **Golf Courses** – Golf is popular among residents, especially in Canadian Lakes, where well-maintained courses are easily accessible.
8. **Camping** – Camping is appreciated, especially at School Section Veteran's Lake Park, which provides access to nature, beaches, and recreational activities.
9. **Nature Trails** – Many respondents mention enjoying the quiet, natural environment that the parks offer, with minimal congestion.
10. **Picnic Areas and Pavilions** – These amenities are often paired with playgrounds and beach areas, providing space for relaxation and family gatherings.

The most favored amenities are those that allow interaction with nature, recreation, and community activities, indicating that residents value a balanced mix of outdoor adventures and social experiences in their parks.

Q19 What additional park / recreational amenities would you like to see?

Answered: 108 Skipped: 147

19. What additional park/recreation amenities would you like to see?

Based on the responses, residents have suggested the following additional park and recreational amenities they would like to see:

1. **Nature Trails** – Many respondents are asking for more walking, biking, and hiking trails. They suggest safer bike paths, connections to larger trail systems (like the White Pine Trail), and a variety of nature trails that feature wildlife viewing, educational features, such as plant and wildlife information.
2. **Pickleball Courts** – Pickleball is mentioned several times, indicating a strong desire for more courts or their addition in general.
3. **Restroom Facilities** – There is a consistent request for clean and year-round restroom facilities, especially in more remote or nature-based park areas.
4. **Playground Improvements** – Respondents want modernized playgrounds with better equipment, shaded areas, splash pads, and picnic facilities, catering especially to young children and families.
5. **Kayak Launches** – Several responses call for improved kayak launches and access to rivers and lakes for paddlers.
6. **Dog Parks** – Dog-friendly areas are desired, including dog parks where pets can run freely.
7. **Indoor Recreation Facility** – There's a suggestion for an indoor facility that would support winter activities, such as basketball courts, pickleball, and walking tracks.
8. **Bike Paths** – Safe and dedicated biking paths are frequently mentioned, particularly those that keep cyclists away from busy roads.
9. **Benches and Picnic Areas** – More benches and improved picnic areas for families to rest and enjoy nature.
10. **Public Beach Access** – Suggestions for additional public beach access, possibly with enhanced amenities like picnic tables, pavilions, and playgrounds.
11. **Winter Activities** – Residents request winter sports facilities, such as groomed cross-country ski and snow shoeing trails and possibly an ice rink.
12. **Boat Launch Improvements** – Suggestions for better boat launches for water-based activities.
13. **Public Green Spaces and Wildlife Sanctuaries** – More protected green spaces, parks with river access, and wildlife sanctuaries for nature enthusiasts.

These suggestions show a desire for improved and diverse recreational opportunities, focusing on both infrastructure improvements and expanding natural, low-impact recreational options.

Q20 Please provide any other comments

Answered: 77 Skipped: 178

20. Please provide any other comments:

Here are the top five comments based on the overall sentiment and topics addressed:

1. **Preserving Natural Beauty and Lakes**: Many comments focus on preserving the natural beauty of Morton Township and protecting lakes and wetlands from overdevelopment and pollution.
2. **Opposition to RV Parks**: There's significant opposition to the development of RV parks. Citing concerns about quality of life, environmental impact, and the preservation of peace and beauty.
3. **Speeding and Road Safety**: Several comments highlight concerns about speeding and road safety. Suggesting a need for speed studies and traffic regulation improvements.
4. **Managing Short-Term Rentals**: There is concern about the impact of short-term rentals on the community. Highlight the need for greater restrictions on short-term rentals to preserve neighborhood quality and manage overcrowding.
5. **Recreation and Amenities**: Some comments discuss the need for more or improved recreational amenities. The need adding amenities like biking and kayaking to enhance recreational opportunities.

These comments reflect a mix of concerns about maintaining the area's natural beauty, managing development and traffic, and improving community amenities.