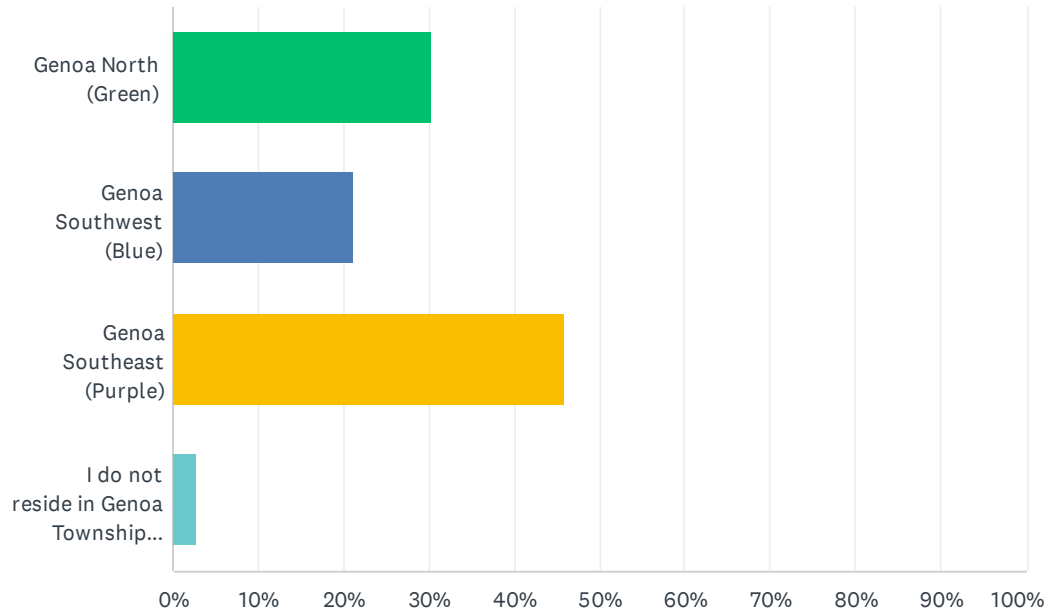


# Q1 Which area of Genoa Township do you reside in based on the map below?

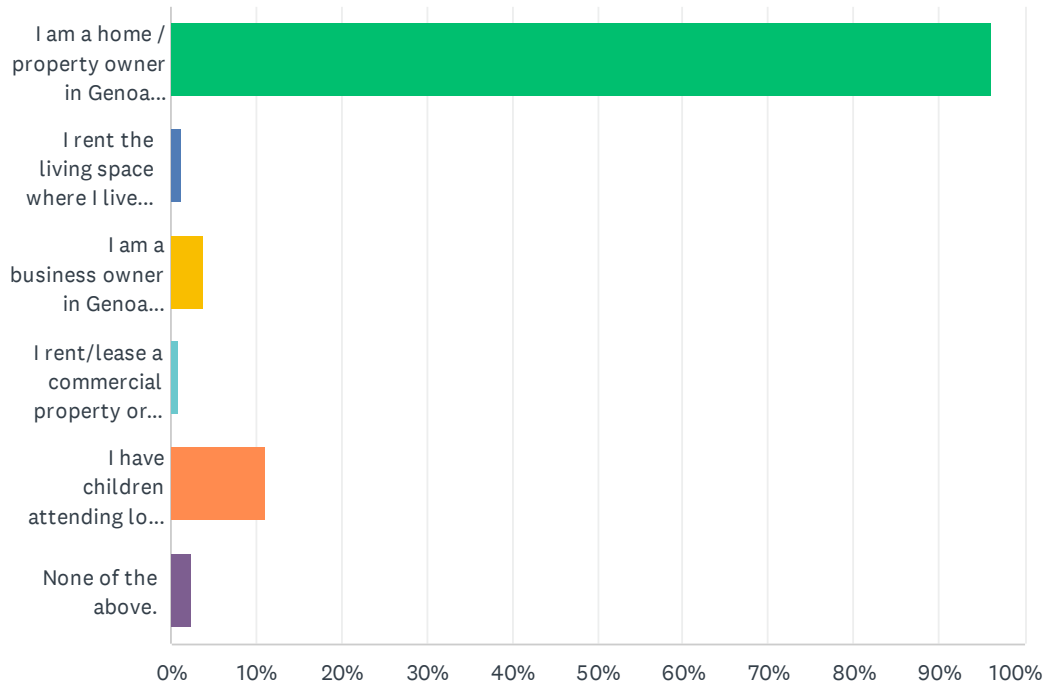
Answered: 911 Skipped: 8



ANSWER CHOICES	RESPONSES	
Genoa North (Green)	30.30%	276
Genoa Southwest (Blue)	21.08%	192
Genoa Southeast (Purple)	45.88%	418
I do not reside in Genoa Township (Please specify the community you live in)	2.74%	25
<b>TOTAL</b>		<b>911</b>

## Q2 Please check all that apply to you:

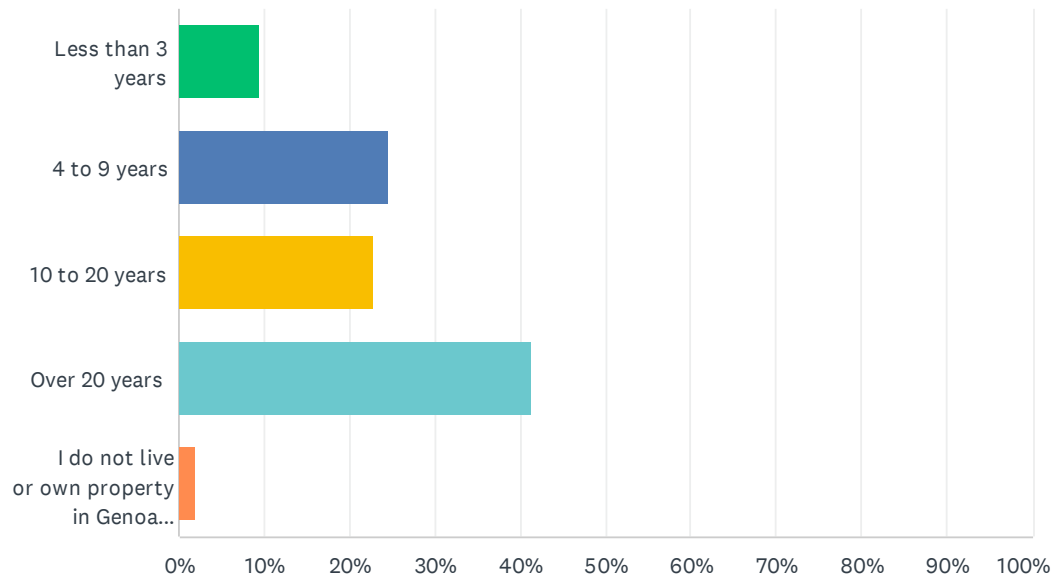
Answered: 908 Skipped: 11



ANSWER CHOICES	RESPONSES	
I am a home / property owner in Genoa Township.	96.26%	874
I rent the living space where I live in Genoa Township.	1.21%	11
I am a business owner in Genoa Township.	3.85%	35
I rent/lease a commercial property or space in Genoa Township.	0.77%	7
I have children attending local schools.	11.01%	100
None of the above.	2.42%	22
Total Respondents: 908		

### Q3 How long have you lived or owned property in Genoa Township?

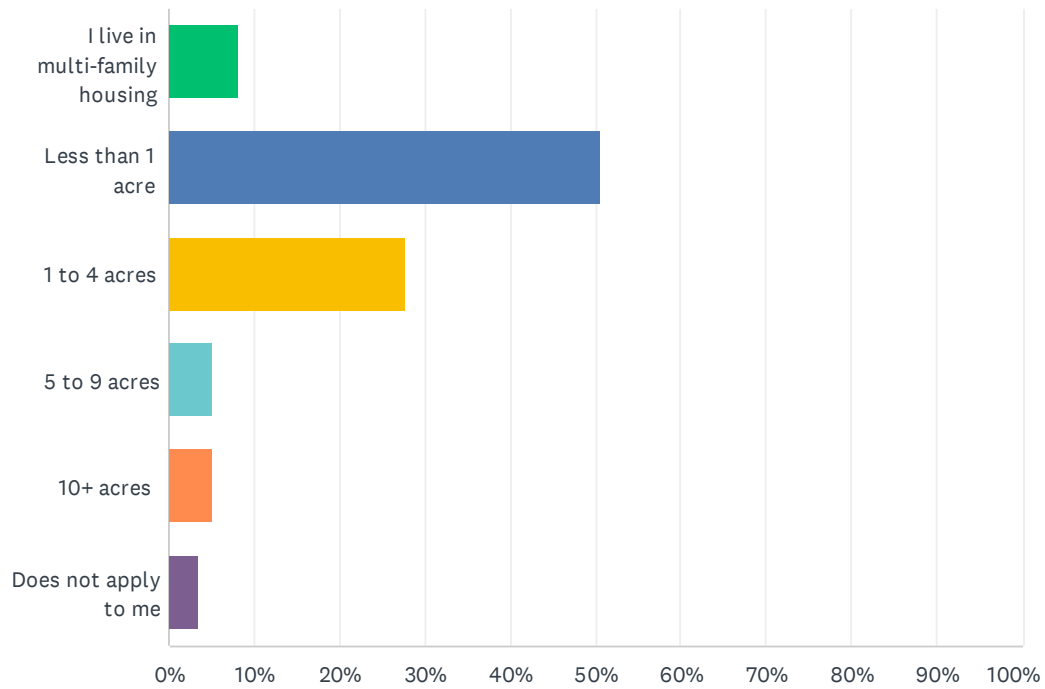
Answered: 912 Skipped: 7



ANSWER CHOICES	RESPONSES	
Less than 3 years	9.32%	85
4 to 9 years	24.45%	223
10 to 20 years	22.81%	208
Over 20 years	41.45%	378
I do not live or own property in Genoa Township.	1.97%	18
<b>TOTAL</b>		<b>912</b>

## Q4 What is the size of property where you reside in Genoa Township?

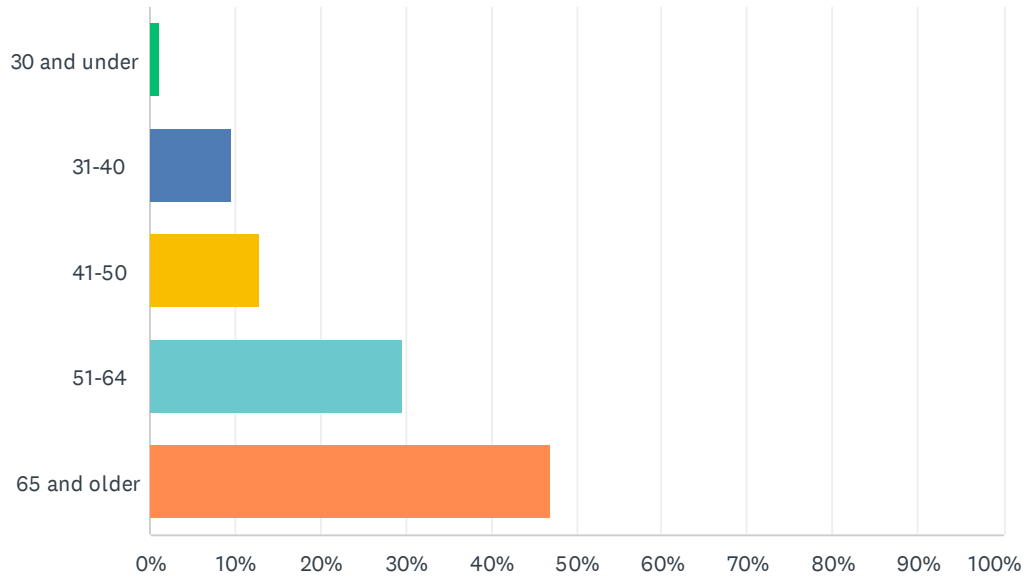
Answered: 905 Skipped: 14



ANSWER CHOICES	RESPONSES	
I live in multi-family housing	8.07%	73
Less than 1 acre	50.61%	458
1 to 4 acres	27.62%	250
5 to 9 acres	5.19%	47
10+ acres	5.19%	47
Does not apply to me	3.31%	30
<b>TOTAL</b>		<b>905</b>

## Q5 What age group do you fall into?

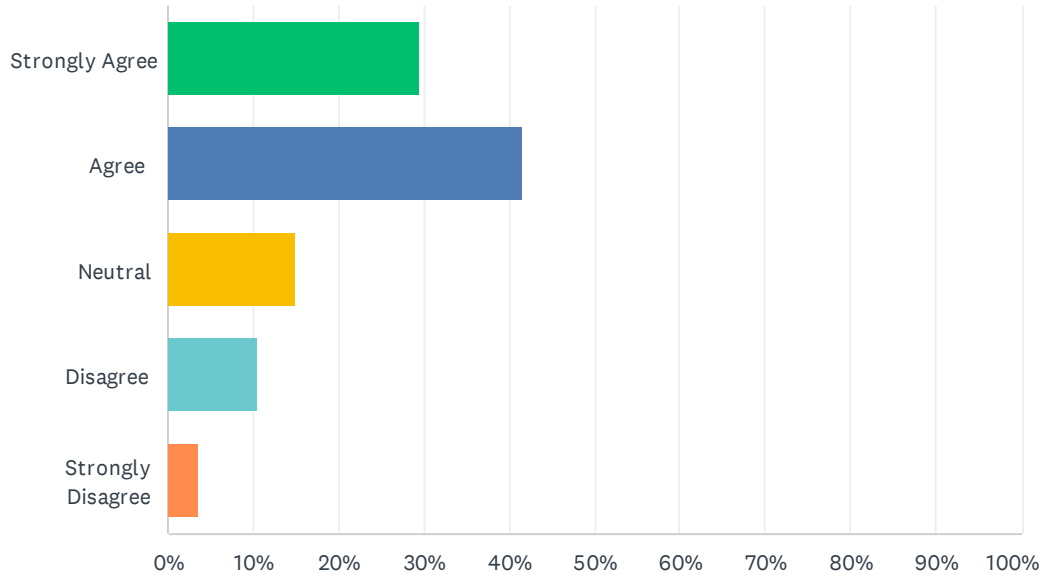
Answered: 911 Skipped: 8



ANSWER CHOICES	RESPONSES	
30 and under	1.10%	10
31-40	9.55%	87
41-50	12.84%	117
51-64	29.64%	270
65 and older	46.87%	427
<b>TOTAL</b>		<b>911</b>

**Q6 Neighborhood Character and Development. The current Master Plan supports maintaining existing rural neighborhoods and focusing new housing near high-traffic and already-developed areas. Do you agree with this approach?**

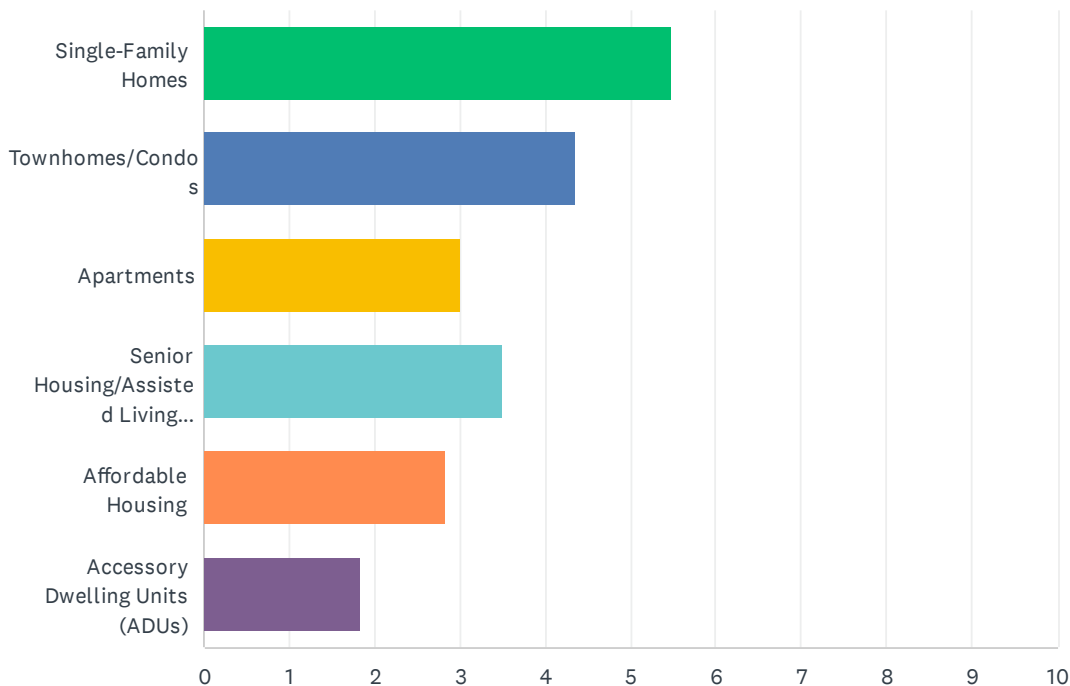
Answered: 819 Skipped: 100



ANSWER CHOICES	RESPONSES	
Strongly Agree	29.43%	241
Agree	41.51%	340
Neutral	15.02%	123
Disagree	10.38%	85
Strongly Disagree	3.66%	30
<b>TOTAL</b>		<b>819</b>

Q7 Variety of Housing Options. What type of housing do you think is most needed in Genoa Township? Rank the options below in order of most needed to least needed, with #1 being the most needed and #6 being the least needed. Please ensure each number is only used once, and all options receive a rank — no ties or duplicate numbers. See <https://www.britannica.com/topic/affordable-housing> for the definition of "Affordable Housing" and <https://www.planning.org/knowledgebase/accessorydwellings/> for the definition of "Accessory Dwelling Units."

Answered: 815 Skipped: 104

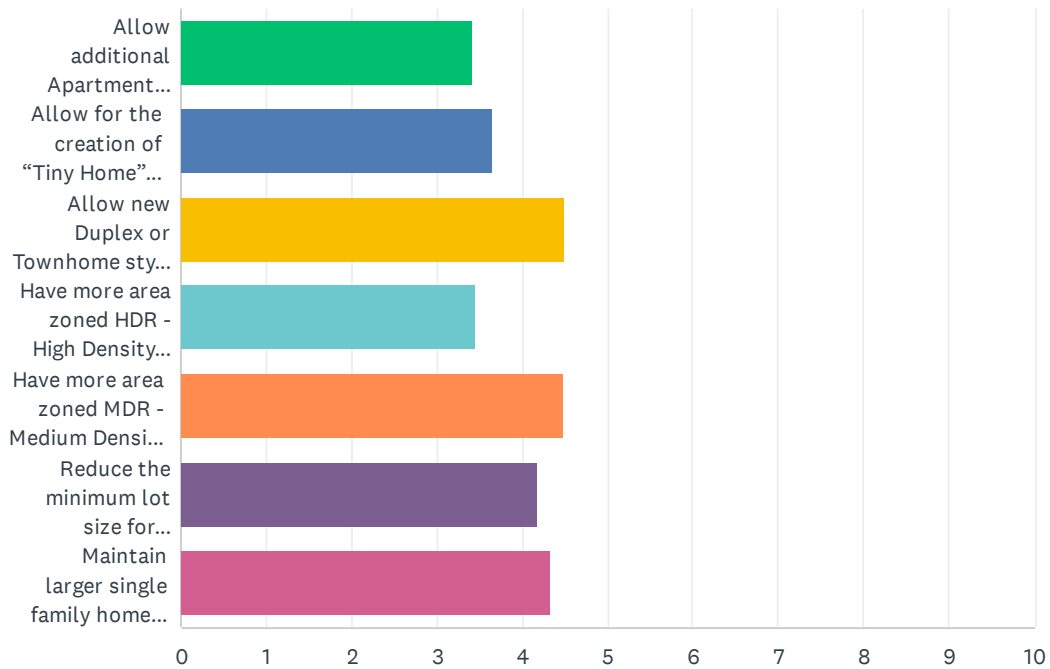


## Genoa Township Master Plan Survey

	1	2	3	4	5	6	TOTAL	SCORE
Single-Family Homes	71.90% 586	15.09% 123	6.38% 52	2.94% 24	2.45% 20	1.23% 10	815	5.47
Townhomes/Condos	7.24% 59	51.90% 423	20.74% 169	11.04% 90	6.50% 53	2.58% 21	815	4.35
Apartments	1.47% 12	5.03% 41	30.80% 251	28.96% 236	23.31% 190	10.43% 85	815	3.01
Senior Housing/Assisted Living Facilities	4.29% 35	15.21% 124	27.36% 223	35.58% 290	14.36% 117	3.19% 26	815	3.50
Affordable Housing	13.37% 109	6.75% 55	9.33% 76	12.52% 102	37.30% 304	20.74% 169	815	2.84
Accessory Dwelling Units (ADUs)	1.72% 14	6.01% 49	5.40% 44	8.96% 73	16.07% 131	61.84% 504	815	1.83

Q8 Please rank the following options in your order of preference, with #1 being the most preferred and #5 being the least preferred, to attempt to address the affordability hurdle, keeping in mind that if demand outweighs supply, it is not guaranteed that any of these options will ensure the availability of “affordable” housing in Genoa Township.

Answered: 752 Skipped: 167

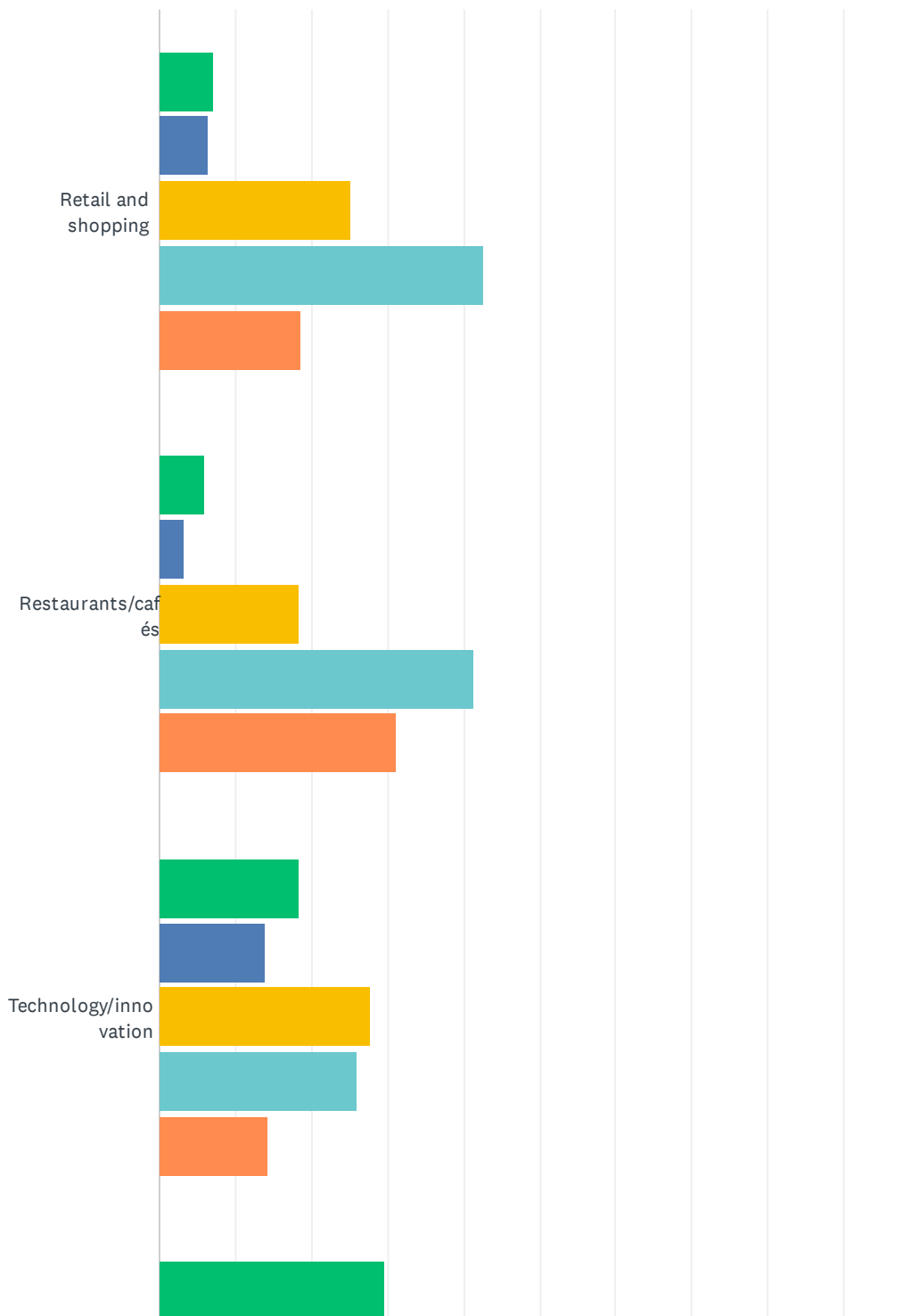


## Genoa Township Master Plan Survey

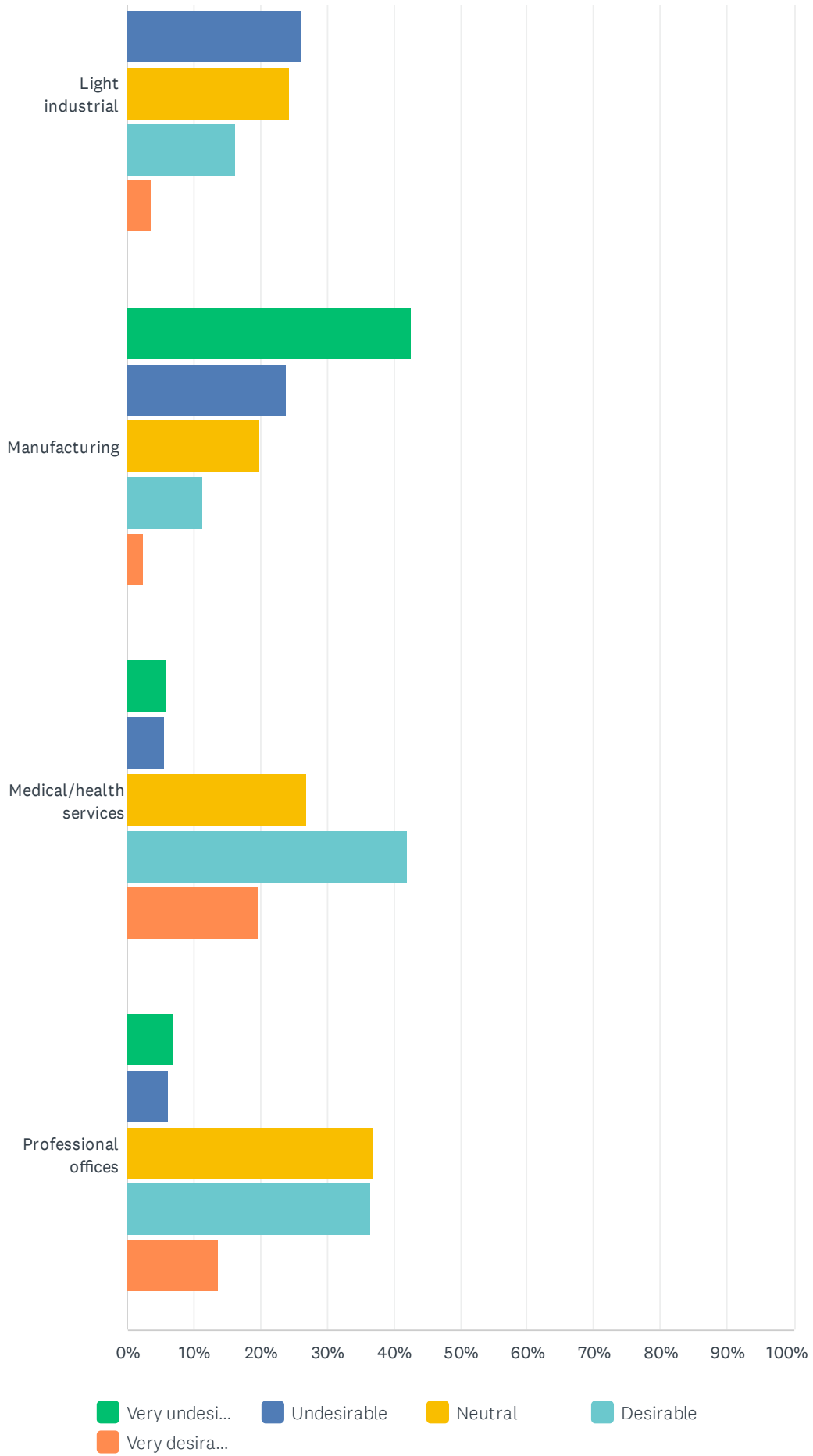
	1	2	3	4	5	6	7	TOTAL	SCORE
 Allow additional Apartment complexes averaging up to 30 units per acre	15.43% 116	8.24% 62	9.71% 73	8.64% 65	13.03% 98	17.82% 134	27.13% 204	752	3.42
 Allow for the creation of "Tiny Home" developments up to 25 units per acre	13.30% 100	15.96% 120	8.51% 64	9.84% 74	8.78% 66	24.34% 183	19.28% 145	752	3.65
 Allow new Duplex or Townhome style developments up to 15 units per acre	8.38% 63	17.95% 135	24.87% 187	18.88% 142	24.73% 186	4.65% 35	0.53% 4	752	4.50
 Have more area zoned HDR - High Density Residential = 12 units per acre	1.99% 15	5.85% 44	11.84% 89	36.04% 271	17.02% 128	15.29% 115	11.97% 90	752	3.46
 Have more area zoned MDR - Medium Density Residential = 8 units per acre	7.31% 55	17.82% 134	32.18% 242	13.30% 100	18.75% 141	8.51% 64	2.13% 16	752	4.48
 Reduce the minimum lot size for single-family homes to ¼ acre = 4 units per acre	10.90% 82	29.39% 221	7.85% 59	9.44% 71	12.37% 93	19.95% 150	10.11% 76	752	4.17
 Maintain larger single family home lots of 1 acre+, which will not address affordability or attainability.	42.69% 321	4.79% 36	5.05% 38	3.86% 29	5.32% 40	9.44% 71	28.86% 217	752	4.32

Q9 Business Growth and Job Opportunities. The current Master Plan encourages new businesses, especially along the Grand River Avenue corridor, to create jobs and diversify the local economy. What types of new businesses or industries, if any, would you most like to see in Genoa Township?

Answered: 750 Skipped: 169



# Genoa Township Master Plan Survey



Genoa Township Master Plan Survey

	VERY UNDESIRABLE	UNDESIRABLE	NEUTRAL	DESIRABLE	VERY DESIRABLE	TOTAL	WEIGHTED AVERAGE
Retail and shopping	7.12% 53	6.45% 48	25.13% 187	42.74% 318	18.55% 138	744	3.59
Restaurants/cafés	5.91% 44	3.23% 24	18.28% 136	41.40% 308	31.18% 232	744	3.89
Technology/innovation	18.24% 135	13.78% 102	27.70% 205	25.95% 192	14.32% 106	740	3.04
Light industrial	29.65% 220	26.15% 194	24.26% 180	16.31% 121	3.64% 27	742	2.38
Manufacturing	42.57% 318	23.83% 178	19.81% 148	11.38% 85	2.41% 18	747	2.07
Medical/health services	6.02% 45	5.49% 41	26.91% 201	41.90% 313	19.68% 147	747	3.64
Professional offices	6.87% 51	6.20% 46	36.93% 274	36.39% 270	13.61% 101	742	3.44

## Question 9 – Business Growth and Job Opportunities

61 survey responses

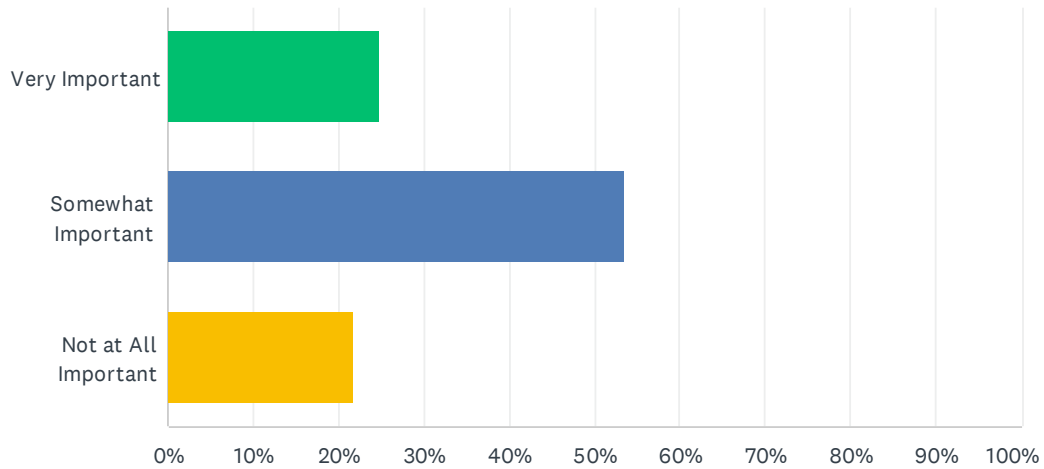
Category	Resident Preferences	Examples Mentioned	Planning Takeaway
<b>Undesirable Businesses</b>	Strong opposition to certain commercial uses considered low-quality or environmentally harmful.	Car washes, data centers, fast food chains, dollar stores, mattress stores, dispensaries, solar/wind farms.	Residents want to avoid businesses that negatively affect community character or infrastructure.
<b>Retail &amp; Shopping</b>	Preference for small-scale, locally oriented retail rather than chain stores or large big-box developments.	Trader Joe's, Whole Foods, Joann's, specialty markets, locally owned boutiques.	Encourage village-style retail areas and small businesses rather than large strip malls or discount retail.
<b>Restaurants &amp; Cafés</b>	Interest in dining options that support community gathering and walkability.	Local cafés, bars, casual restaurants like Jersey Mike's or Firehouse Subs.	Residents support community-oriented dining and social spaces rather than heavy fast-food development.
<b>Recreation &amp; Fitness</b>	Strong interest in recreational amenities and health-focused facilities.	Community pools, indoor pools, indoor tracks, swim teams, LA Fitness, Lifetime Fitness, spa amenities.	Recreation facilities are viewed as valuable amenities that enhance quality of life.
<b>Professional &amp; Medical Services</b>	Residents support service-oriented businesses that meet local needs.	Medical offices, accountants, professional services, daycare facilities.	Filling vacant commercial space with practical services is preferred over building new commercial areas.
<b>Education &amp; Cultural Uses</b>	Interest in educational and cultural amenities.	Trade schools, training centers, entertainment venues, cultural spaces.	Residents value businesses that contribute to community development and learning opportunities.
<b>Industrial &amp; Research Uses</b>	Limited support if development is carefully controlled.	Light industry, research & development facilities, industrial parks.	Acceptable only if compatible with rural character and infrastructure capacity.
<b>Land Use Philosophy</b>	Strong preference for thoughtful and limited development.	Reuse vacant buildings, protect green space, maintain rural character, improve parking infrastructure, create walkable public spaces.	Residents favor small-scale growth, walkable areas, and preservation of open land rather than large new developments.

### Overall:

Residents support small-scale, community-oriented businesses such as local retail, dining, recreation, and professional services, while strongly opposing large chains, environmentally intensive uses, and overdevelopment. The survey responses emphasize preserving Genoa Township's rural character while adding amenities that improve quality of life.

**Q10 Location and Design of Development. Support for existing, and new, commercial and employment centers is currently planned primarily along Grand River Avenue. How important is new business development to you?**

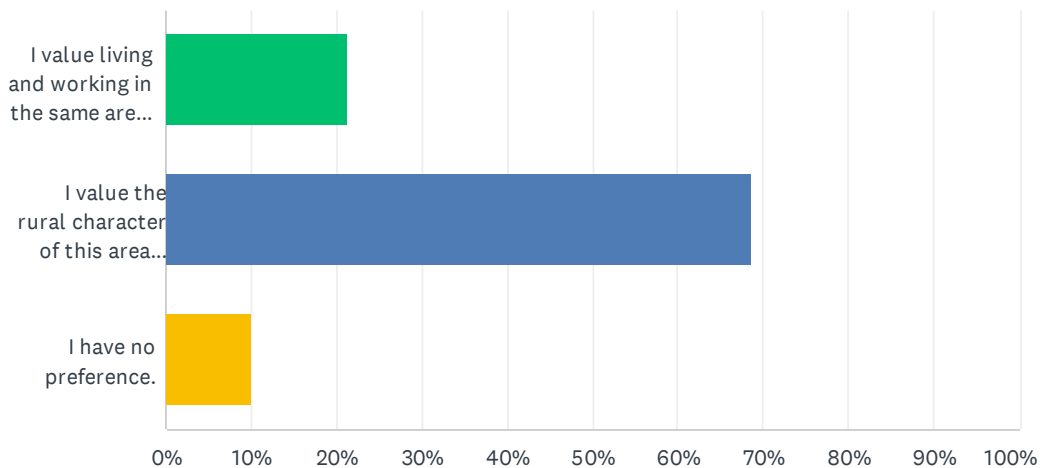
Answered: 747 Skipped: 172



ANSWER CHOICES	RESPONSES	
Very Important	24.77%	185
Somewhat Important	53.41%	399
Not at All Important	21.82%	163
<b>TOTAL</b>		<b>747</b>

**Q11 Genoa Township has historically been considered a bedroom community where people live in the Township and commute elsewhere to work. Moving forward, should the Township work to provide better employment opportunities locally or do you prefer that we maintain the commuter arrangement?**

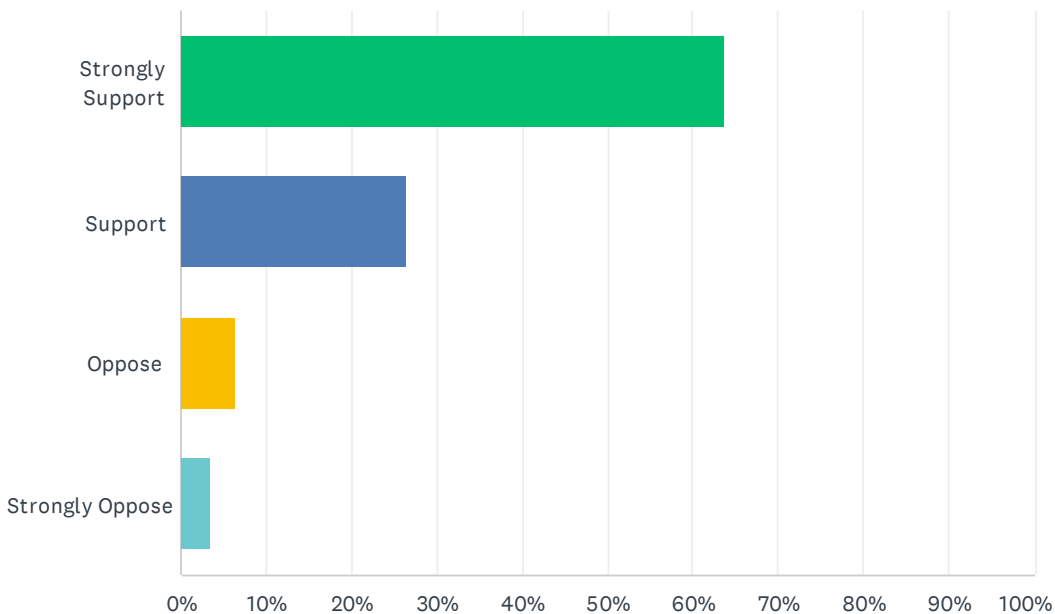
Answered: 749 Skipped: 170



ANSWER CHOICES	RESPONSES	
I value living and working in the same area and think we should encourage more employment opportunities locally.	21.36%	160
I value the rural character of this area and prefer to commute for employment.	68.62%	514
I have no preference.	10.01%	75
<b>TOTAL</b>		<b>749</b>

**Q12 Protecting Natural Areas. Keeping in mind potential effects on private property rights, in order to protect the natural features of the Township, do you support additional land use restrictions, such as larger wetland buffers (a minimum distance to remain undisturbed from wetlands) and added tree removal restrictions?**

Answered: 744 Skipped: 175



ANSWER CHOICES	RESPONSES	
Strongly Support	63.71%	474
Support	26.48%	197
Oppose	6.45%	48
Strongly Oppose	3.36%	25
<b>TOTAL</b>		<b>744</b>

**Q13 What, if any, environmental challenges do you think Genoa Township should focus on?**

Answered: 339 Skipped: 580

## Question 13 – Environmental Challenges Genoa Township Should Focus On

339 responses

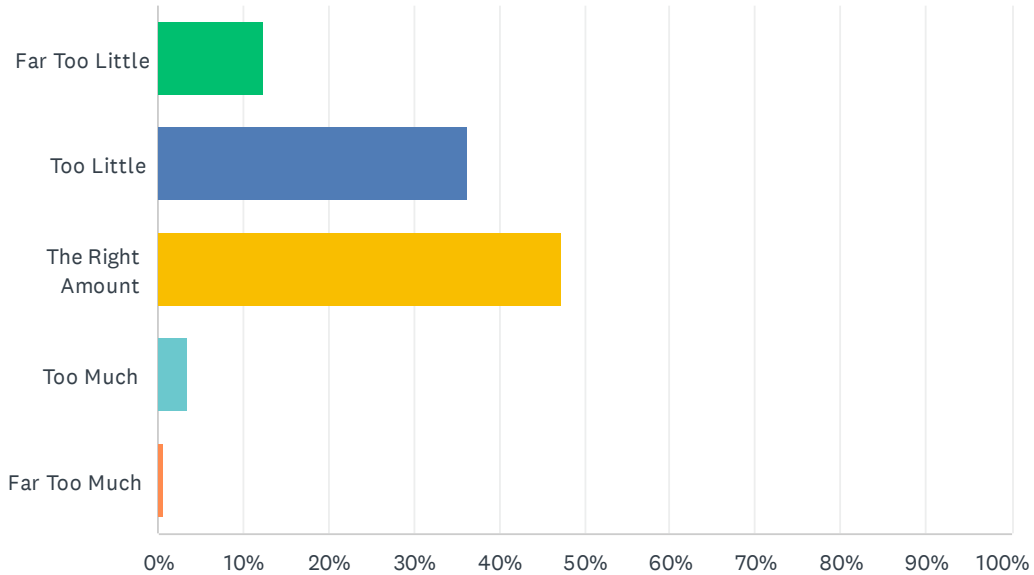
Environmental Theme	Key Concerns Expressed by Residents	Examples from Responses
<b>Water Quality &amp; Groundwater Protection</b>	The most frequently mentioned concern was protecting drinking water, wells, lakes, and aquifers from contamination.	Concerns about PFAS, stormwater runoff, lake pollution, septic systems, and protecting wells used by many residents.
<b>Preserving Rural Character &amp; Open Space</b>	Residents strongly want to maintain the township’s rural identity and natural landscapes.	Calls to preserve farmland, wetlands, forests, and green space; preventing the area from becoming more urbanized.
<b>Opposition to Large Industrial Development</b>	Many residents expressed concern about industrial uses that could affect natural resources.	Data centers, warehouses, heavy manufacturing, asphalt plants, gravel pits, and large industrial complexes were commonly mentioned.
<b>Protection of Wildlife and Habitat</b>	Residents want to protect natural habitats and biodiversity.	Maintaining wooded areas, wetlands, wildlife corridors, and limiting clear-cutting of trees during development.
<b>Managing Growth and Development</b>	Rapid development was viewed as a major environmental challenge.	Overdevelopment, suburban sprawl, high-density housing, and expansion into farmland or natural areas.
<b>Air, Noise, and Light Pollution</b>	Some residents raised concerns about environmental quality and quality-of-life impacts.	Road noise from I-96, industrial emissions, light pollution, and community noise.
<b>Tree and Woodland Preservation</b>	Residents emphasized protecting tree canopy and forested land.	Limiting clear-cutting, requiring tree replacement in developments, maintaining natural buffers.
<b>Wetlands and Stormwater Management</b>	Protection of wetlands and improved drainage was another recurring issue.	Preventing wetland filling, controlling runoff from new development, protecting watershed areas.
<b>Traffic and Environmental Impacts</b>	Increased traffic and road expansion were seen as environmental concerns.	Congestion, road noise, and environmental impacts of road widening and development along major corridors.
<b>Recreation and Natural Access</b>	Some residents suggested improvements that support environmental use and appreciation.	More parks, trails, bike paths, and preserved public land.

### Overall:

Survey responses indicate residents strongly prioritize protecting water resources, preserving natural landscapes, and limiting large-scale development that could harm the township’s rural environment and ecological systems.

Q14 Genoa Township regularly budgets \$500,000 annually (approximately 7% of the annual budget) to road / infrastructure improvements. The County Road Commission leverages these funds to maximize road miles improved. In my opinion, this expenditure is:

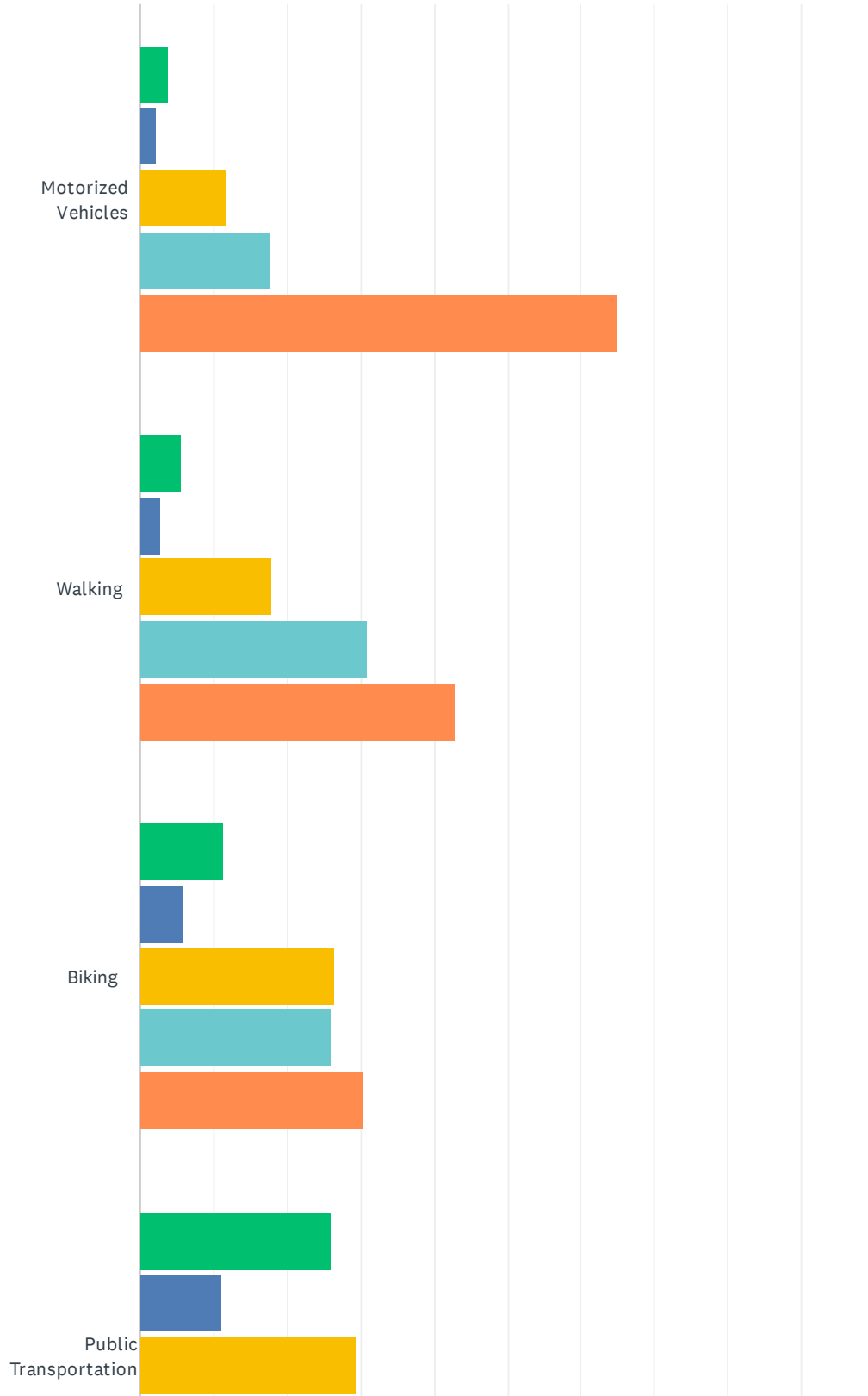
Answered: 699 Skipped: 220



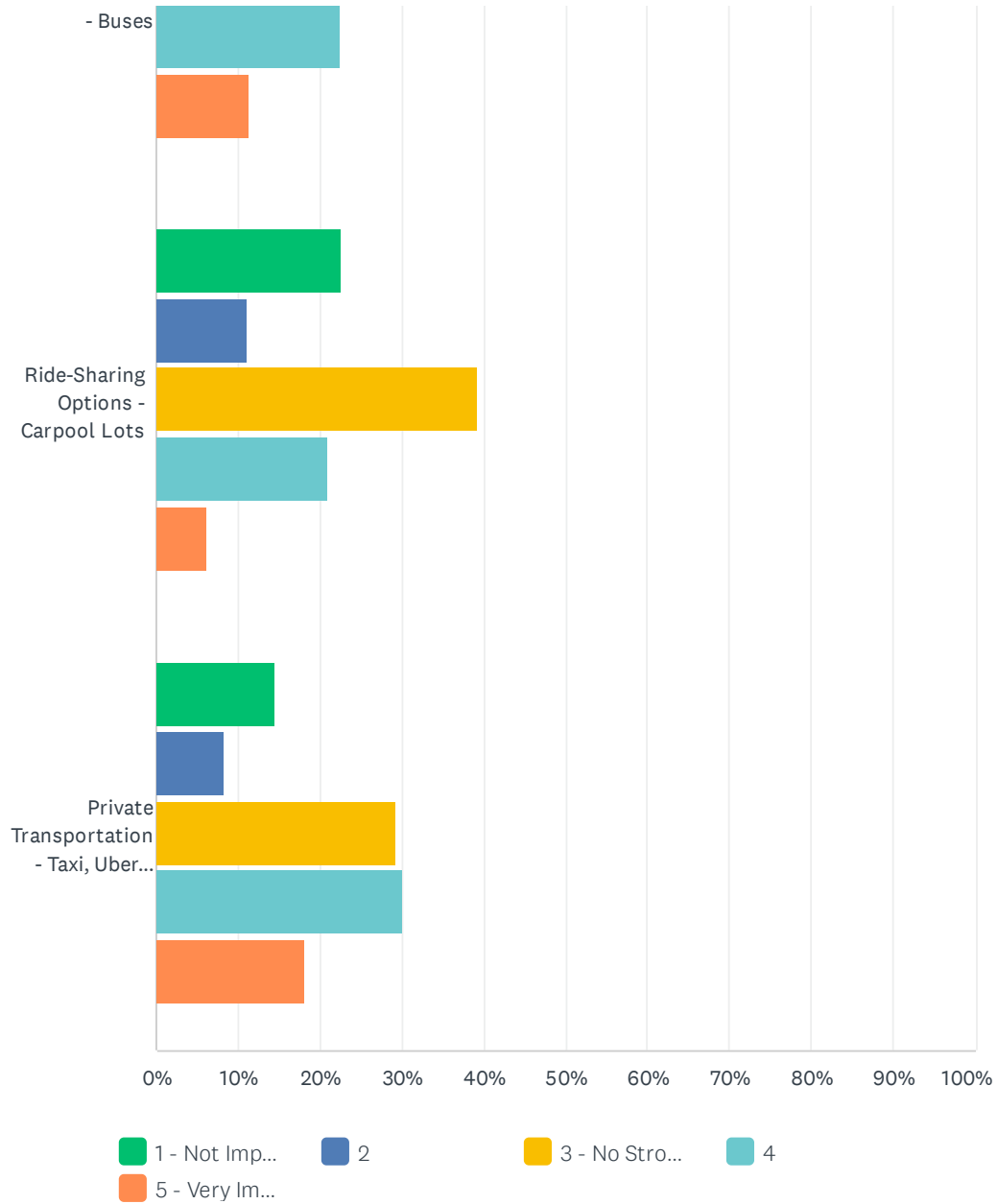
ANSWER CHOICES	RESPONSES	
Far Too Little	12.30%	86
Too Little	36.34%	254
The Right Amount	47.35%	331
Too Much	3.43%	24
Far Too Much	0.57%	4
<b>TOTAL</b>		<b>699</b>

# Q15 Multi-Modal Transportation. How important are each of these transportation options to you?

Answered: 718 Skipped: 201



## Genoa Township Master Plan Survey



	1 - NOT IMPORTANT	2	3 - NO STRONG FEELING	4	5 - VERY IMPORTANT	TOTAL	WEIGHTED AVERAGE
Motorized Vehicles	3.77% 27	2.09% 15	11.73% 84	17.60% 126	64.80% 464	716	4.38
Walking	5.49% 39	2.81% 20	17.86% 127	30.94% 220	42.90% 305	711	4.03
Biking	11.33% 80	5.95% 42	26.49% 187	25.92% 183	30.31% 214	706	3.58
Public Transportation - Buses	25.95% 185	11.08% 79	29.45% 210	22.30% 159	11.22% 80	713	2.82
Ride-Sharing Options - Carpool Lots	22.54% 160	11.13% 79	39.15% 278	20.99% 149	6.20% 44	710	2.77
Private Transportation - Taxi, Uber, Lyft	14.43% 103	8.40% 60	29.13% 208	29.97% 214	18.07% 129	714	3.29

## Question 15 – Importance of Multi-Modal Transportation Options

97 Responses 1 – Not Important 2 3- No Strong Feelings 4 5- Very Important

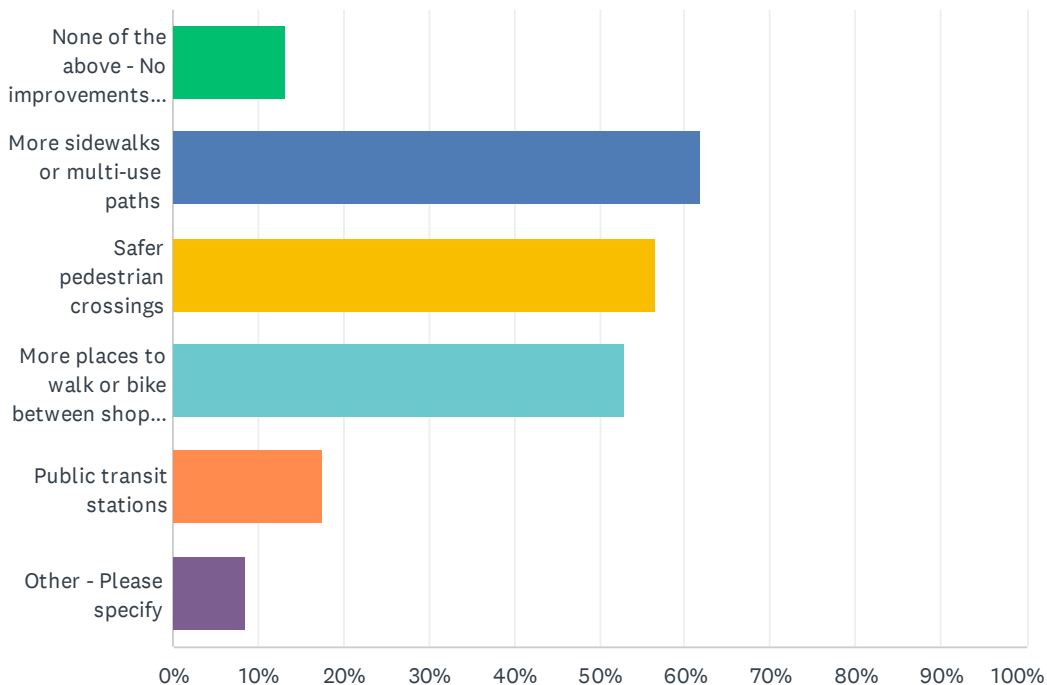
Transportation Option	Weighted Importance Score (1–5)	Resident Priority Level	Key Interpretation
Motorized Vehicles	4.38	Highest importance	Residents rely heavily on cars as the primary mode of transportation in the township.
Walking	4.03	High importance	Strong interest in walkability, sidewalks, and safe pedestrian access.
Biking	3.58	Moderate to high importance	Residents support biking options but safety concerns exist due to road conditions.
Private Transportation (Taxi, Uber, Lyft)	3.29	Moderate importance	Some demand for ride-sharing and private transportation options.
Public Transportation – Buses	2.82	Lower importance	Bus transit is less important overall, likely due to the township’s lower population density.
Ride-Sharing / Carpool Lots	2.77	Lowest importance	Carpool lots and shared commuting options received the lowest importance ratings.

### Overall:

The survey results indicate that personal vehicles remain the dominant transportation mode, while walking and biking are also valued for local mobility and recreation. Traditional transit options such as buses and carpool lots were rated as less important by residents.

**Q16 Sidewalks and Grand River Corridor. The Township maintains a pathway along Grand River Avenue and encourages a mix of uses along this corridor. What improvements would you like to see along the Grand River Avenue corridor? (Select all that apply.)**

Answered: 705 Skipped: 214



ANSWER CHOICES	RESPONSES	
None of the above - No improvements are needed	13.19%	93
More sidewalks or multi-use paths	61.84%	436
Safer pedestrian crossings	56.60%	399
More places to walk or bike between shops, homes, and services	52.91%	373
Public transit stations	17.59%	124
Other - Please specify	8.51%	60
Total Respondents: 705		

**Question 16 – Sidewalks and Grand River Corridor Comments with major themes  
60 Responses**

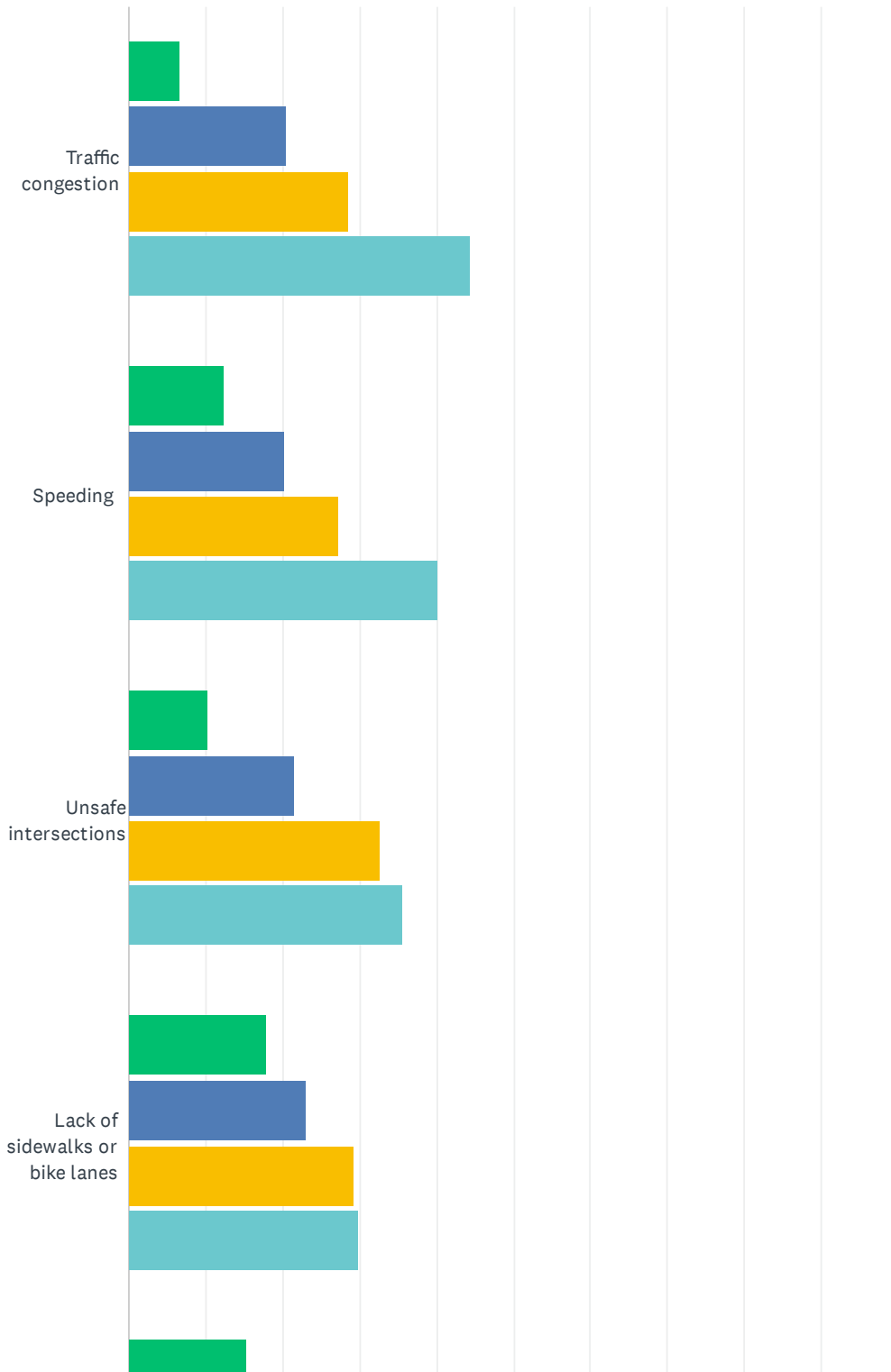
Theme / Category	Example Comments	# of Mentions
Sidewalk expansion / continuous sidewalks	Sidewalks along Brighton Rd, Hughes Rd, Crooked Lake Rd, Latson Rd; continuous sidewalks; connect neighborhoods	20
Bike paths / multi-use trails	More bike paths, path from Chilson to downtown Brighton, Hacker Rd path, connections between existing paths	8
Pedestrian safety improvements	Safer crossings, crosswalks at intersections/schools, lighting, safer crossings on major roads	7
Public transit / transportation services	LETS bus expansion, designated stops, circulator bus, taxi/Uber availability	7
Road design & traffic safety	Reduce speed limit on Grand River, remove center turn lanes, improve sight lines, truck traffic concerns	4
Connectivity between areas	Connect subdivisions, parks, and commercial areas (Dorr Rd, Latson Rd, park access)	4
Beautification / amenities	Trees, decorative lighting, public hangout areas, parks	3
Maintenance issues	Snow clearing on sidewalks, sidewalk condition	2
Environmental / wildlife	Wildlife crossings	1
Charging / infrastructure	Tesla charging station	1
No improvements / negative feedback	Sidewalks rarely used, no changes needed, too costly	3

**Overall:**

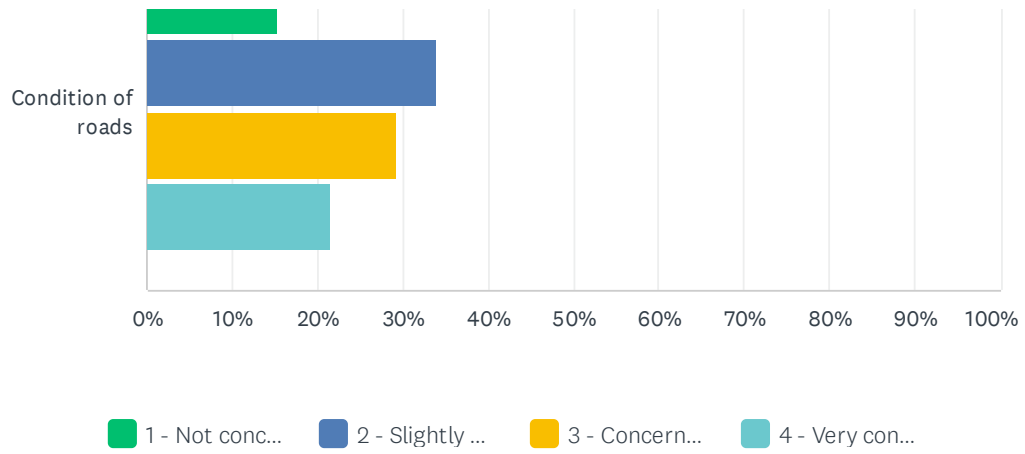
Even within “Other” responses, the dominant request was more sidewalks and better connectivity for walking and biking, followed by safer crossings and improved transit options.

Q17 Traffic and Road Safety. The Township works with county and state agencies to improve safety and reduce congestion, especially where regional and local traffic meet. What are your top concerns about traffic and road safety in Genoa Township? (Rate each by level of concern.)

Answered: 716 Skipped: 203



## Genoa Township Master Plan Survey



	1 - NOT CONCERNED	2 - SLIGHTLY CONCERNED	3 - CONCERNED	4 - VERY CONCERNED	TOTAL	WEIGHTED AVERAGE
Traffic congestion	6.61% 47	20.39% 145	28.55% 203	44.44% 316	711	3.11
Speeding	12.36% 88	20.22% 144	27.25% 194	40.17% 286	712	2.95
Unsafe intersections	10.27% 72	21.54% 151	32.52% 228	35.66% 250	701	2.94
Lack of sidewalks or bike lanes	17.81% 125	23.08% 162	29.20% 205	29.91% 210	702	2.71
Condition of roads	15.28% 108	33.95% 240	29.14% 206	21.64% 153	707	2.57

## Question 17 – Traffic and Road Safety Concerns

### 165 Responses

Traffic / Safety Issue	Not Concerned	Slightly Concerned	Concerned	Very Concerned	Key Interpretation
Traffic Congestion	6.61%	20.39%	28.55%	44.44%	Highest concern overall; residents report increasing congestion on major corridors and near schools.
Speeding	12.36%	20.22%	27.25%	40.17%	Speeding is a major safety concern, with many comments requesting stronger enforcement and lower speed limits.
Unsafe Intersections	10.27%	21.54%	32.52%	35.66%	Many intersections were cited as dangerous, especially near major roads and school areas.
Lack of Sidewalks or Bike Lanes	17.81%	23.08%	29.20%	29.91%	Residents want more pedestrian and bicycle infrastructure to improve safety.
Condition of Roads	15.28%	33.95%	29.14%	21.64%	Road conditions are a concern, though somewhat less urgent compared to congestion and speeding.

#### Overall:

Residents identified traffic congestion as the most significant transportation issue, followed closely by speeding and unsafe intersections. Concerns about sidewalk availability and road conditions were also present but ranked slightly lower.

**Q18 Improvements.** What transportation improvements (if any) do you feel are needed in Genoa Township? Please share specific locations. (For example: New traffic light @ X & Y; Roundabout at the intersection of X & Y; Pave X dirt road; Improve pedestrian crossing at X & Y.)

Answered: 343   Skipped: 576

## Question 18 – Transportation Improvements Needed

343 Responses

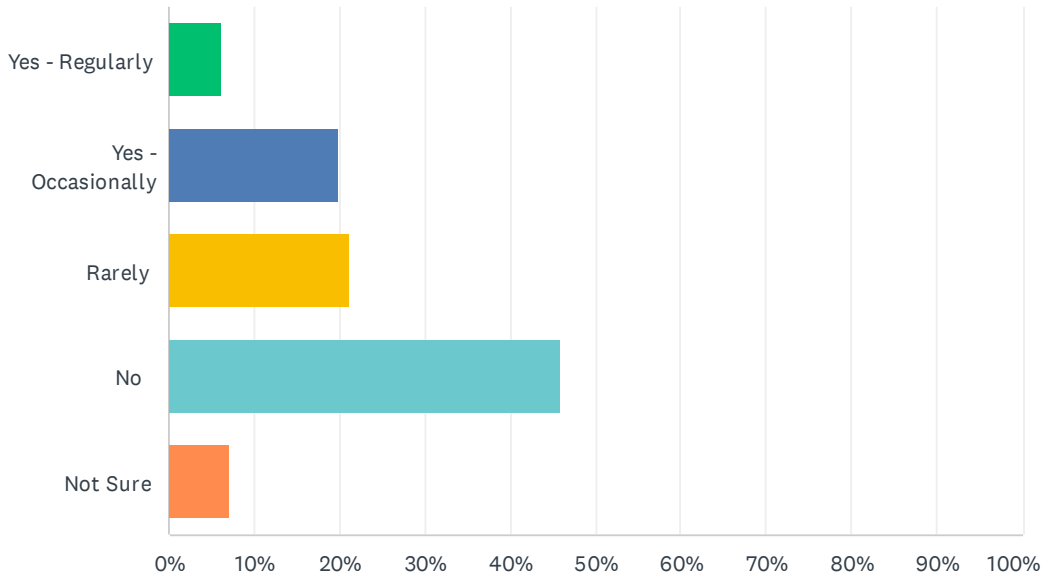
Transportation Issue / Improvement	Description of Resident Concern	Examples of Locations or Suggestions
<b>Intersection Safety Improvements</b>	Residents frequently cited dangerous intersections and requested safety upgrades.	Requests for traffic lights, roundabouts, four-way stops, and turn lanes at intersections such as Latson Rd & Crooked Lake Rd, Brighton Rd & Chilson Rd, and Golf Club Rd intersections.
<b>Traffic Congestion</b>	Growing population and development are increasing traffic volumes on major roads.	Concerns about congestion along Grand River, Latson Road, and other main corridors; suggestions for widening roads and improving signal timing.
<b>Road Maintenance and Paving</b>	Residents noted poor road conditions and unpaved roads in some areas.	Requests to pave or improve roads such as Crooked Lake Rd, Bauer Rd, Conrad Rd, Beck Rd, and Hughes Rd.
<b>Speeding and Traffic Enforcement</b>	Speeding drivers and aggressive driving were common concerns.	Suggestions for lower speed limits, more enforcement, additional signage, and traffic calming measures in residential areas.
<b>Pedestrian and Bicycle Infrastructure</b>	Residents want safer options for walking and biking.	Requests for sidewalks, crosswalks, and bike paths along roads such as Brighton Rd, Hughes Rd, and Dorr Rd, and near schools.
<b>School Area Traffic Safety</b>	Congestion and safety issues near schools were mentioned frequently.	Improvements suggested near Three Fires Elementary and Brighton High School, including turn lanes and safer crossings.
<b>Public Transit Options</b>	Some residents expressed interest in expanded transportation options.	Suggestions for expanded LETS bus services and improved access to ride-share options.

### Overall:

Residents strongly support improving traffic safety, reducing congestion, and expanding pedestrian and bicycle infrastructure, with particular concern for dangerous intersections, speeding, and road conditions.

### Q19 Transit. Would you or someone in your household use public transit if it were conveniently available?

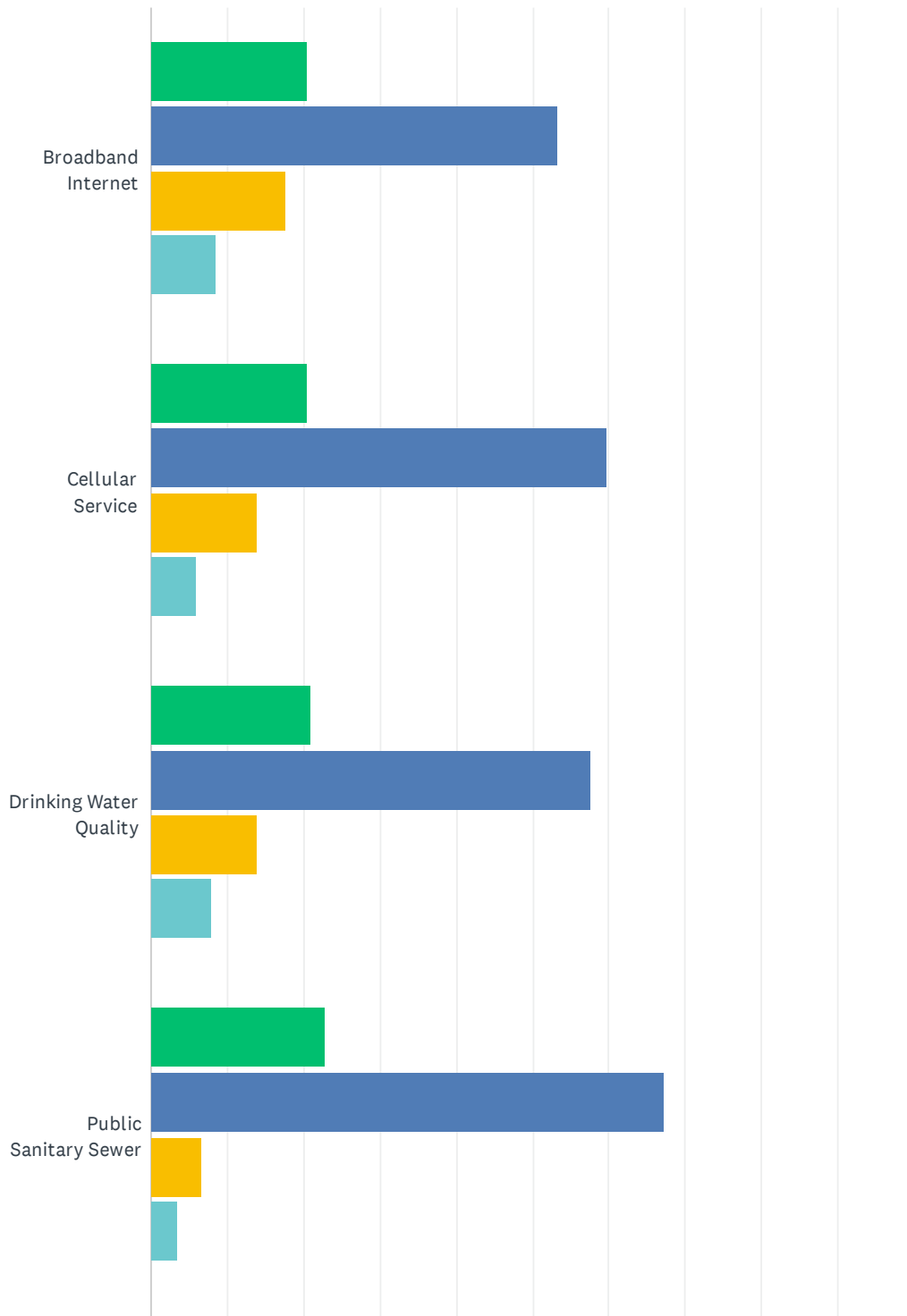
Answered: 717 Skipped: 202



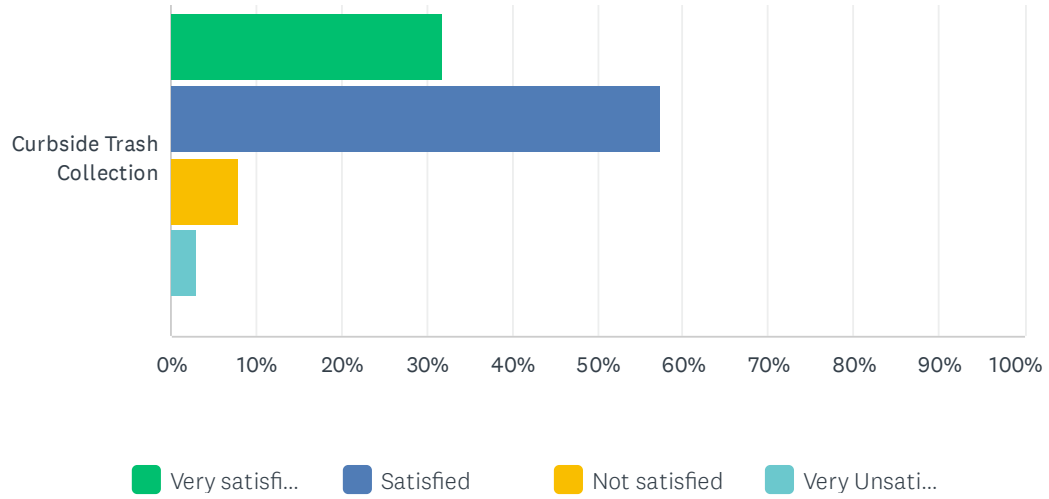
ANSWER CHOICES	RESPONSES	
Yes - Regularly	6.14%	44
Yes - Occasionally	19.80%	142
Rarely	21.20%	152
No	45.75%	328
Not Sure	7.11%	51
<b>TOTAL</b>		<b>717</b>

Q20 Infrastructure and Utilities. The Township will make utility improvements only in areas best suited for development to support managed growth and reliable service. How satisfied are you with each of the following infrastructure and utility services (water, sewer, roads, broadband) in your area?

Answered: 699 Skipped: 220



## Genoa Township Master Plan Survey



	VERY SATISFIED	SATISFIED	NOT SATISFIED	VERY UNSATISFIED	TOTAL	WEIGHTED AVERAGE
Broadband Internet	20.52% 141	53.28% 366	17.76% 122	8.44% 58	687	2.14
Cellular Service	20.46% 142	59.65% 414	13.83% 96	6.05% 42	694	2.05
Drinking Water Quality	20.84% 139	57.57% 384	13.79% 92	7.80% 52	667	2.09
Public Sanitary Sewer	22.78% 146	67.24% 431	6.55% 42	3.43% 22	641	1.91
Curbside Trash Collection	31.84% 221	57.35% 398	7.93% 55	2.88% 20	694	1.82

## Question 20 – Satisfaction with Infrastructure and Utilities

96 Responses

Infrastructure / Utility Service	Satisfaction Level	Key Takeaways from Survey Results
Curbside Trash Collection	Highest satisfaction	Most residents are satisfied with trash collection services, though some suggested improvements such as bulk item pickup and additional yard waste collection.
Public Sanitary Sewer	High satisfaction	Residents generally view sewer services positively, although some areas lack access and connection costs can be expensive.
Cellular Service	Moderate satisfaction	While most residents report acceptable service, some areas experience weak signals and dropped calls.
Drinking Water Quality	Moderate satisfaction	Many residents rely on private wells and report issues such as hard water, iron content, or taste and odor concerns.
Broadband Internet	Lowest satisfaction	Residents frequently report limited provider choices, slow speeds, unreliable service, and lack of fiber infrastructure in some areas.

### Overall:

Residents are generally satisfied with core municipal services such as trash collection and sewer systems, but internet connectivity, cellular coverage, and water quality issues remain areas of concern, particularly in more rural parts of the township.

**Q21 For any services to which you answered "Not satisfied" in the previous question, please provide specific examples:**

Answered: 218 Skipped: 701

## Question 21 – Examples of Dissatisfaction with Infrastructure/Utilities

218 Responses

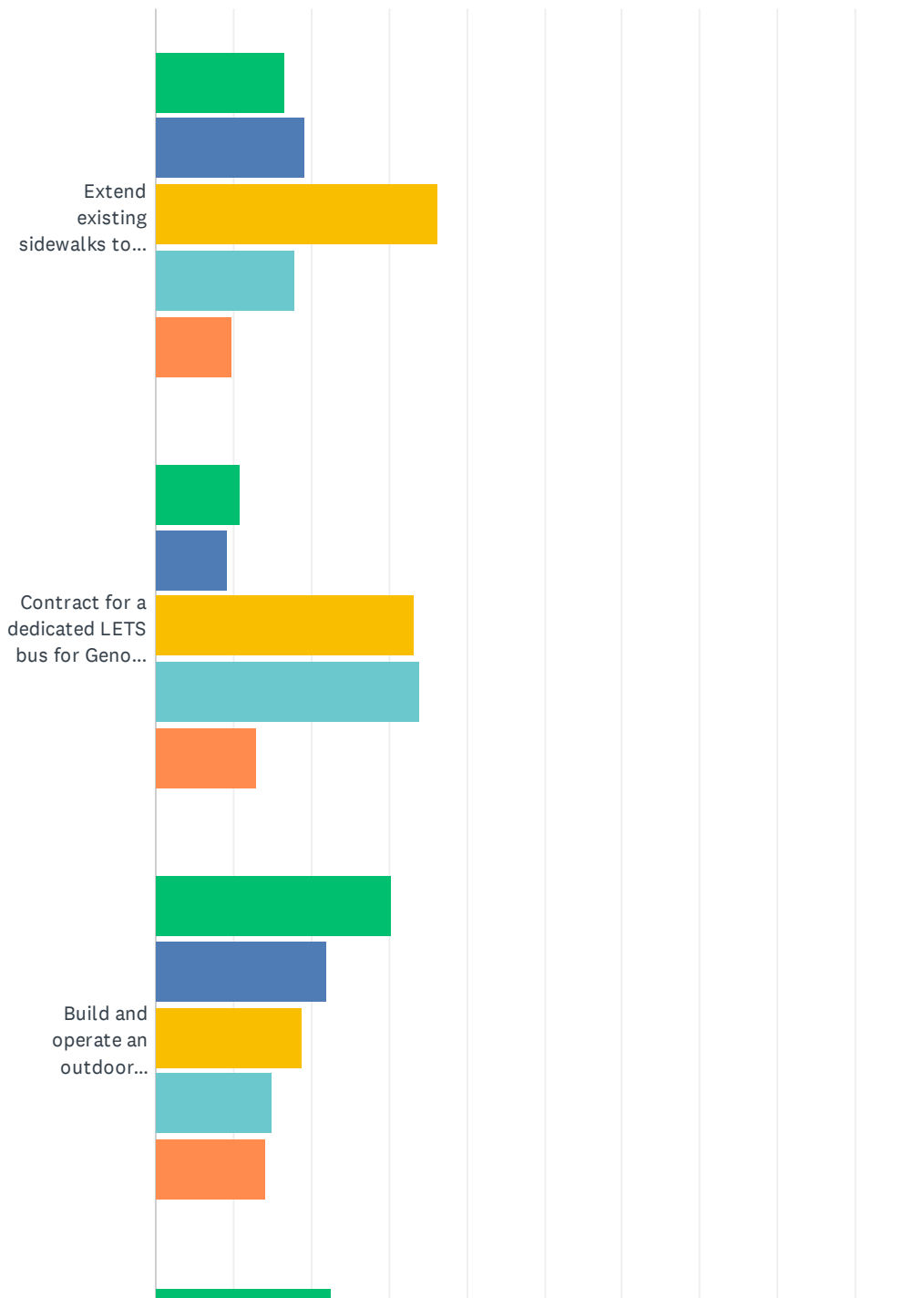
Infrastructure / Utility Area	Main Concerns Reported by Residents	Examples of Issues Mentioned
<b>Broadband Internet</b>	Most common source of dissatisfaction; limited providers and unreliable service.	Slow speeds, frequent outages, lack of fiber access, reliance on satellite or hotspots, high costs due to limited competition.
<b>Cellular Service</b>	Spotty coverage and dead zones across parts of the township.	Dropped calls, weak signal strength, poor reception in rural areas and along certain roads.
<b>Drinking Water Quality</b>	Concerns mainly from residents using private wells.	Hard water, iron content, metallic taste, chlorine odor, need for water softeners and filtration systems.
<b>Trash Collection / Waste Services</b>	Generally functional but several service complaints.	Missed pickups, damaged bins, limits on bulk items, lack of yard waste pickup or flexible collection options.
<b>Public Sewer Access</b>	Limited availability in some neighborhoods.	Reliance on septic systems, high costs to connect to sewer where available.
<b>Service Costs</b>	Residents concerned about affordability of certain services.	High internet costs, sewer connection expenses, and maintenance of private systems.
<b>Infrastructure Expansion Concerns</b>	Growth may strain existing systems.	Concerns about groundwater impacts, stormwater management, and sewer odors in some areas.

### Overall:

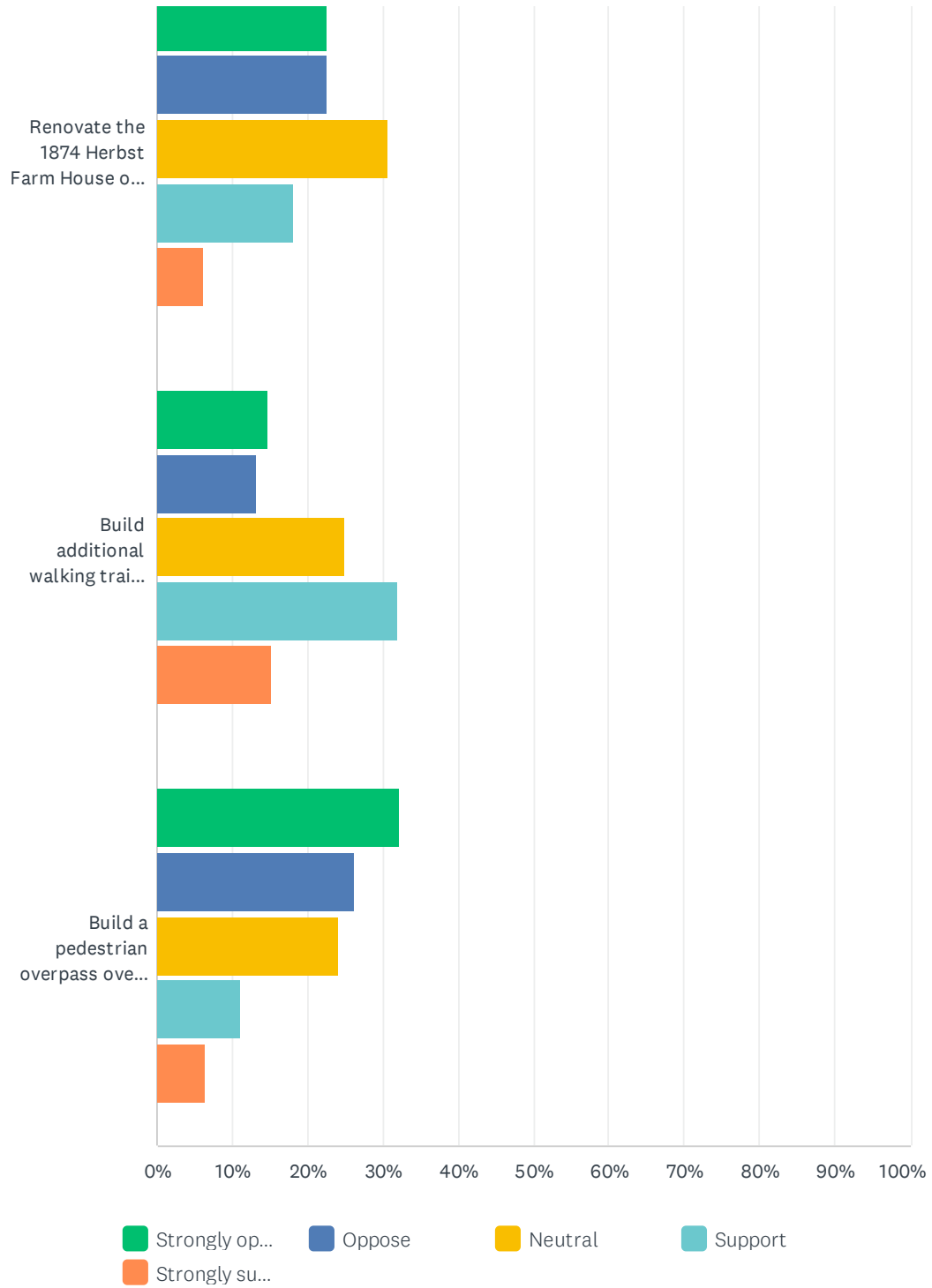
Residents' dissatisfaction primarily centers on connectivity infrastructure (internet and cell service), water quality issues associated with wells, and some operational concerns with waste services, highlighting the challenges of providing reliable utilities in a growing township with both rural and suburban characteristics.

Q22 In the course of town hall meetings, social media discussions, etc., some of the following items have been brought up as services or amenities community members are interested in. Potential cost estimates are provided for each amenity/service. Please note that some or all of these items may require an increase in taxes to implement. Select your interest in the following amenities/services. (Check all that apply.)

Answered: 698 Skipped: 221



# Genoa Township Master Plan Survey



Genoa Township Master Plan Survey

	STRONGLY OPPOSE	OPPOSE	NEUTRAL	SUPPORT	STRONGLY SUPPORT	TOTAL	WEIGHTED AVERAGE
Extend existing sidewalks to connect to the Township Hall / Park Approximately \$250k - \$300k per mile	16.69% 115	19.16% 132	36.28% 250	18.00% 124	9.87% 68	689	2.85
Contract for a dedicated LETS bus for Genoa Twp. Currently \$25,000 - \$30,000 per year	10.79% 75	9.06% 63	33.24% 231	33.96% 236	12.95% 90	695	3.29
Build and operate an outdoor community pool at the Township Hall An 80x40 concrete commercial pool would cost over \$600k to build w/ minimal support facilities (changing area, picnic tables); with annual maintenance costs of \$30k; and annual staffing costs expected to exceed \$100k.	30.27% 211	21.95% 153	18.79% 131	14.92% 104	14.06% 98	697	2.61
Renovate the 1874 Herbst Farm House on Crooked Lake Road for use by the community for small (less than 40 people) events and as a community gathering space. Up to \$650,000 initial cost + regular annual maintenance, and some staffing expenses. *Additional office space could be created upstairs to generate rental income to help offset costs over time.	22.53% 157	22.53% 157	30.70% 214	18.08% 126	6.17% 43	697	2.63
Build additional walking trails among the 90 acres at the Township Hall Park. \$105k per ¼ mile in asphalt (plus winter maintenance costs)	14.70% 102	13.26% 92	24.93% 173	31.99% 222	15.13% 105	694	3.20
Build a pedestrian overpass over I-96 at Dorr Rd. \$3 million to fund a pedestrian bridge	32.23% 223	26.16% 181	24.13% 167	10.98% 76	6.50% 45	692	2.33

## Question 22 – Interest in Potential Amenities and Services

148 Responses

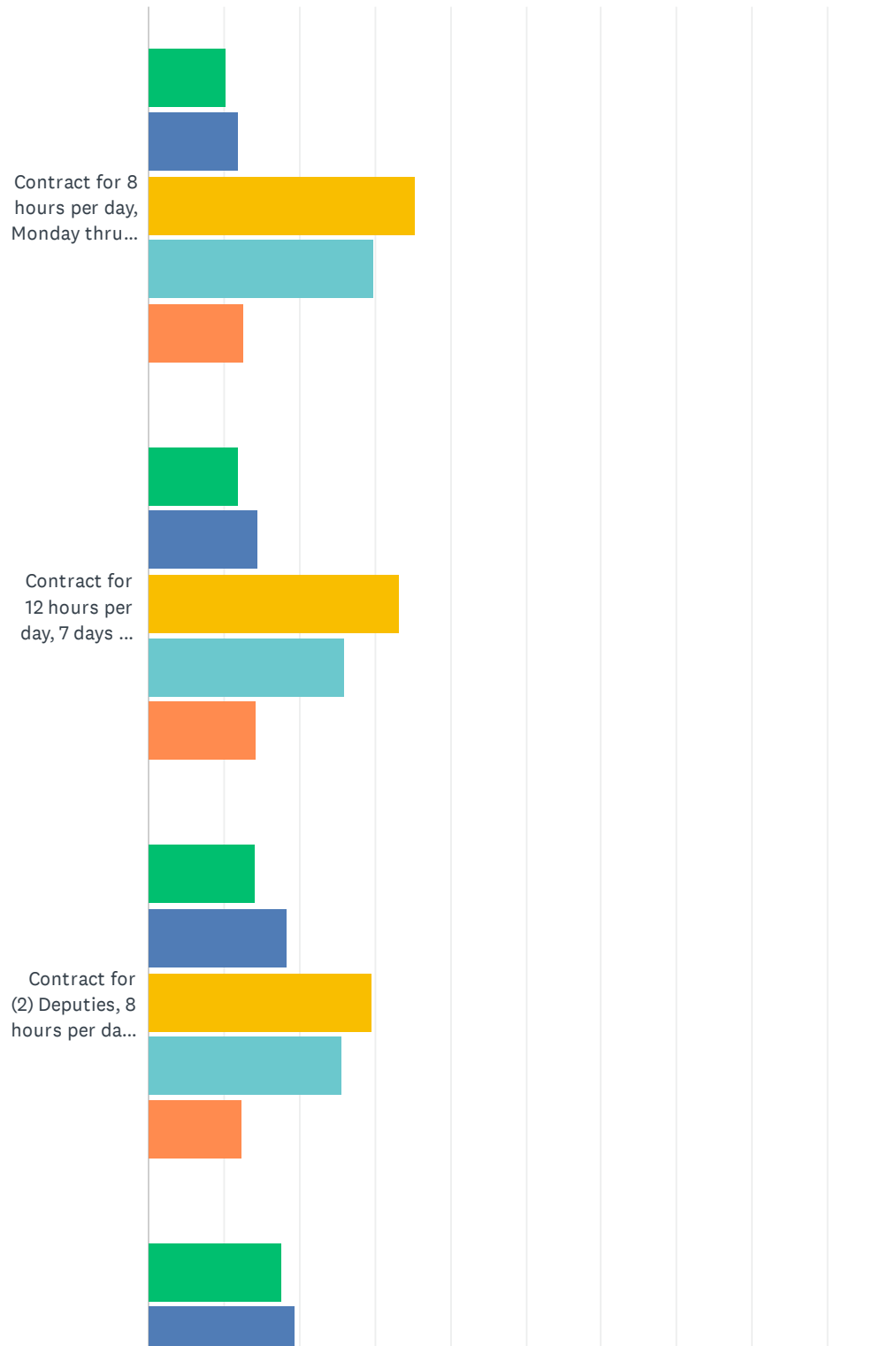
Proposed Project / Amenity	Resident Support Level	Key Observations from Responses
Contract for a Dedicated LETS Bus Service	Highest support among listed options	Residents see value in improved transportation for seniors, non-drivers, and access to services and medical appointments.
Build Additional Walking Trails at Township Hall Park	Strong support	Trails are widely viewed as a beneficial recreational amenity that supports walking, biking, and outdoor activity. Some residents prefer natural trails rather than paved paths.
Extend Sidewalks to Connect to Township Hall/Park	Moderate support	Residents support sidewalks for safety and connectivity, though some worry about cost or maintaining the rural character of the township.
Renovate the 1874 Herbst Farmhouse for Community Use	Mixed support	Some residents support historic preservation and community gathering space, while others question renovation costs and ongoing maintenance expenses.
Build and Operate an Outdoor Community Pool	Divided opinions	Supporters view it as a family recreation amenity, while opponents believe nearby lakes provide sufficient swimming options and worry about tax impacts.
Pedestrian Overpass Over I-96 at Dorr Road	Lowest support	Many residents question the need for a costly pedestrian bridge due to expected low usage and lack of nearby sidewalk connections.

### Overall:

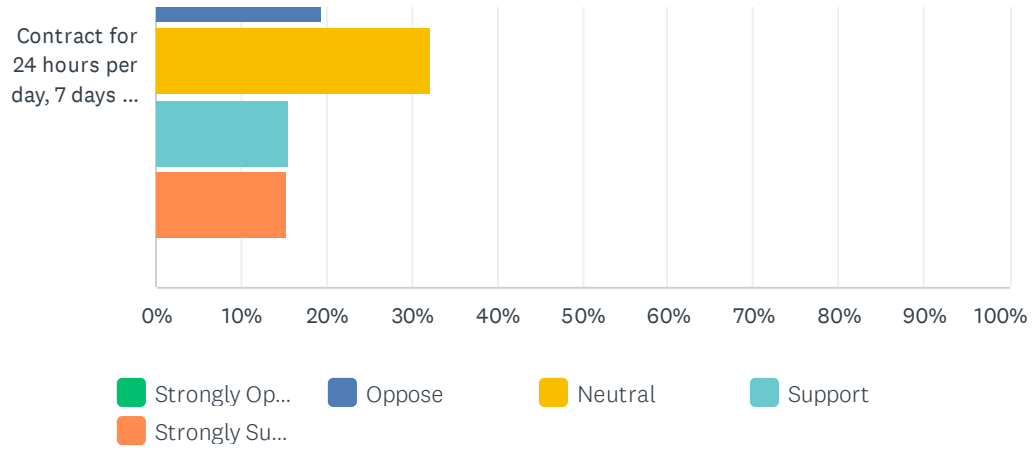
Residents generally favor lower-cost improvements that enhance recreation and mobility, such as trails and transportation services, while large capital projects receive more mixed or cautious support due to cost and tax concerns.

Q23 There have been questions about a need for increased public safety, and a desire for shortened response times from law enforcement. Rate your level of interest in contracting with the Livingston County Sherriff's Department for a dedicated officer(s) within Genoa Township.

Answered: 686 Skipped: 233



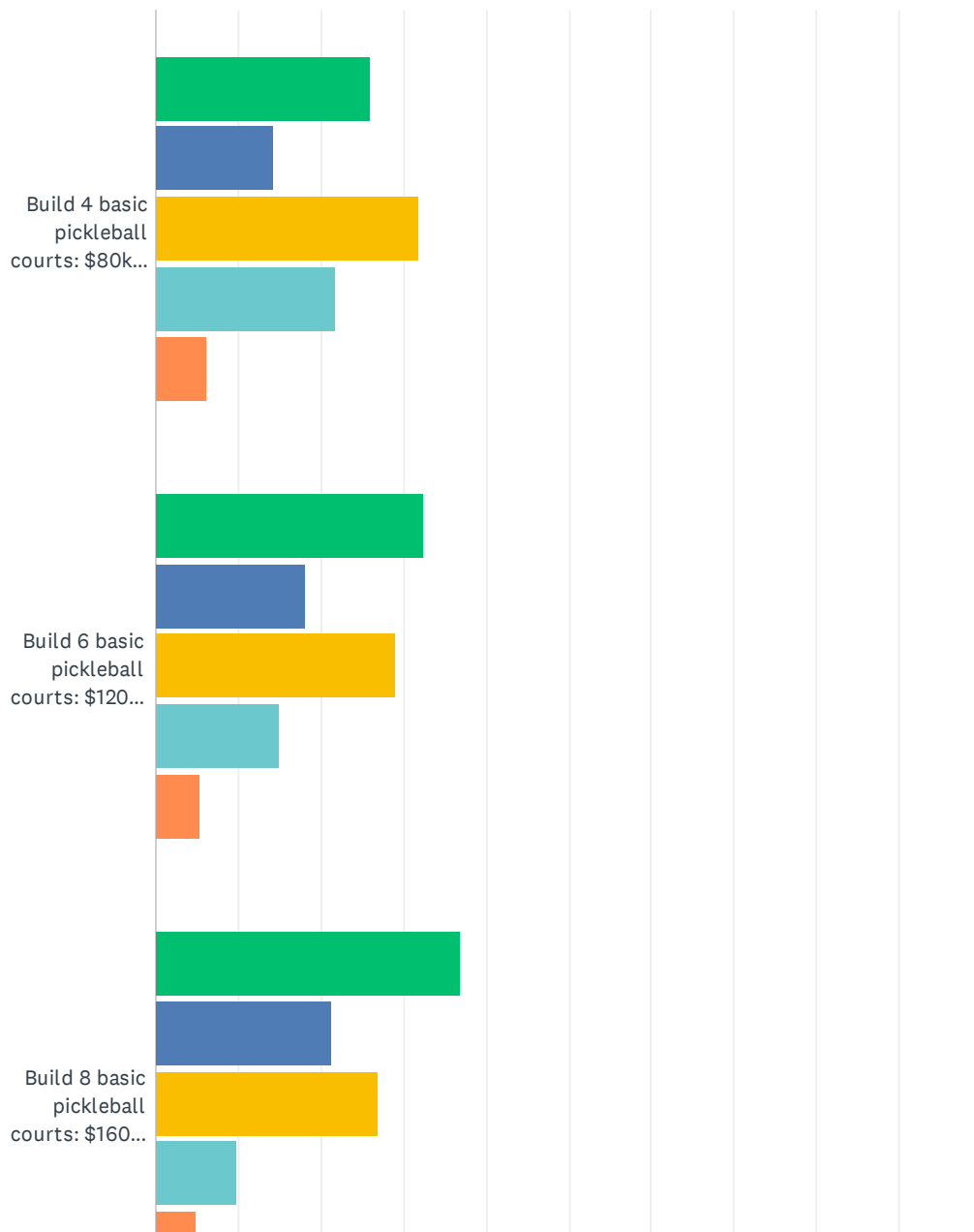
## Genoa Township Master Plan Survey



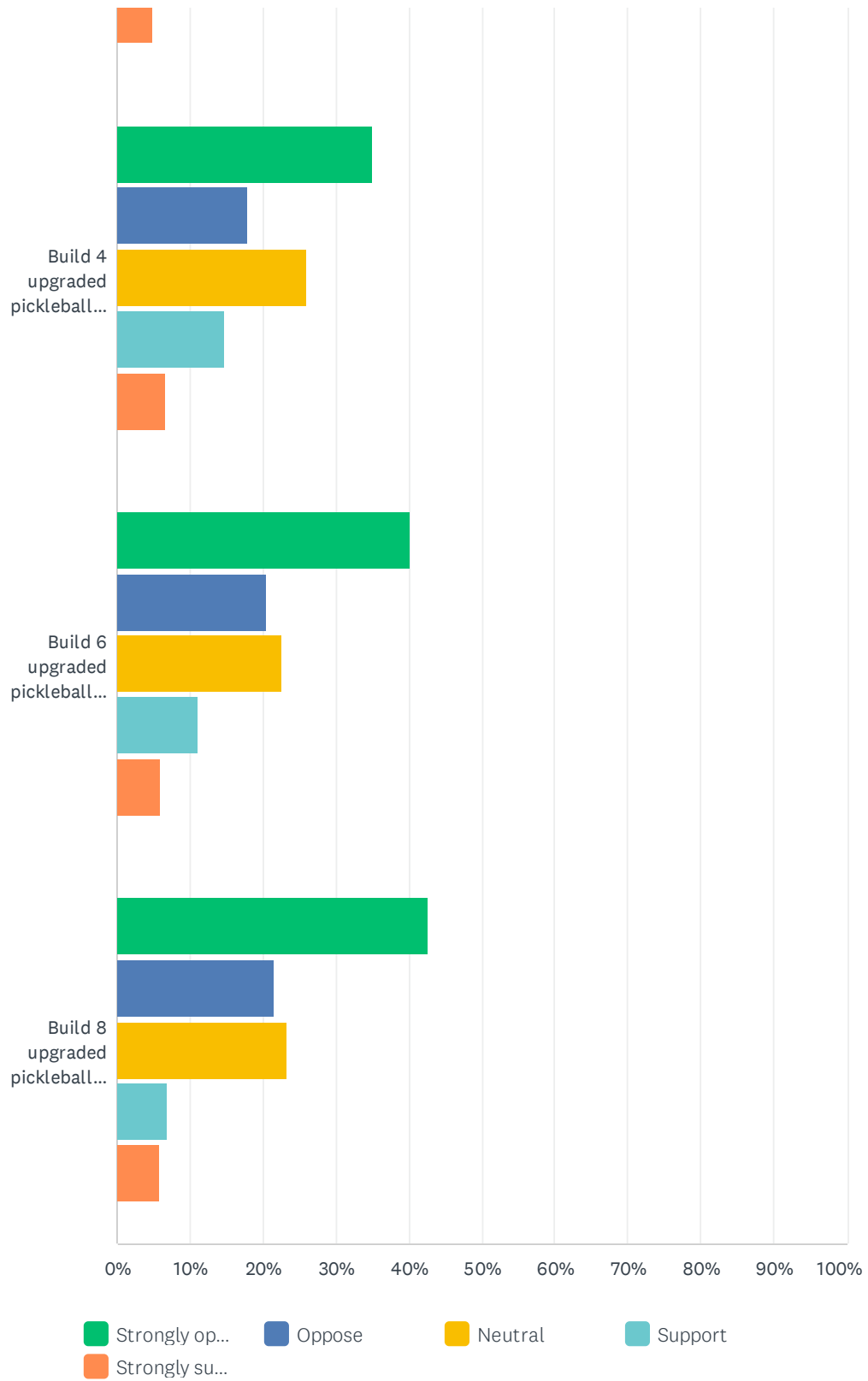
	STRONGLY OPPOSE	OPPOSE	NEUTRAL	SUPPORT	STRONGLY SUPPORT	TOTAL	WEIGHTED AVERAGE
Contract for 8 hours per day, Monday thru Friday (40 Hours)Contract price \$140,000 annually	10.24% 67	11.93% 78	35.47% 232	29.82% 195	12.54% 82	654	3.22
Contract for 12 hours per day, 7 days per week (84 Hours)Contract price \$290,000 annually	12.02% 79	14.46% 95	33.18% 218	26.03% 171	14.31% 94	657	3.16
Contract for (2) Deputies, 8 hours per day, staggered shifts 7 days per week (112 Hours)Contract price \$385,000 annually	14.11% 92	18.25% 119	29.60% 193	25.61% 167	12.42% 81	652	3.04
Contract for 24 hours per day, 7 days per week (168 Hours)Contract price \$575,000 annually	17.61% 115	19.45% 127	32.16% 210	15.47% 101	15.31% 100	653	2.91

Q24 By far and away the most common amenity we are requested to add is pickleball courts. While there are myriad possibilities for this type of project, we will focus on the 2 main options for pickleball court construction: Basic Courts: Asphalt playing surface, no barrier between courts, no added shade areas, no drinking water source. The typical cost for this style of court averages \$20,000 to \$25,000 per court. Upgraded Courts: Post-tension concrete, physical barriers to separate courts, central causeway with places to sit and socialize in a shaded area. The typical cost for this style of court averages \$45,000 to \$50,000 per court.

Answered: 695 Skipped: 224



# Genoa Township Master Plan Survey

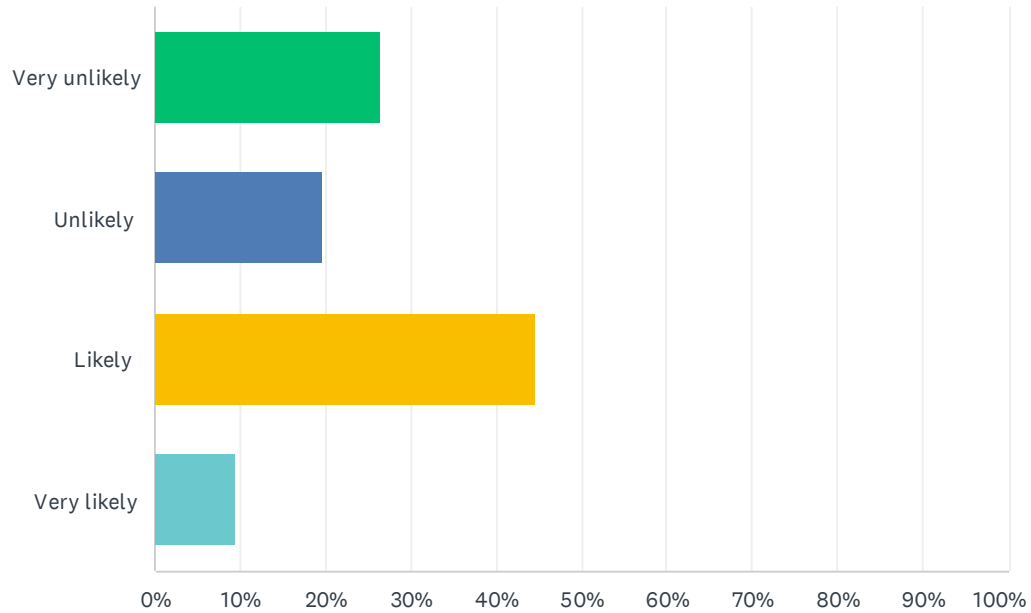


## Genoa Township Master Plan Survey

	<b>STRONGLY OPPOSE</b>	<b>OPPOSE</b>	<b>NEUTRAL</b>	<b>SUPPORT</b>	<b>STRONGLY SUPPORT</b>	<b>TOTAL</b>	<b>WEIGHTED AVERAGE</b>
Build 4 basic pickleball courts: \$80k - \$100k total	25.99% 170	14.22% 93	31.80% 208	21.71% 142	6.27% 41	654	2.68
Build 6 basic pickleball courts: \$120k - \$150k total	32.52% 212	18.10% 118	28.99% 189	15.03% 98	5.37% 35	652	2.43
Build 8 basic pickleball courts: \$160k - \$200k total	36.92% 237	21.34% 137	26.95% 173	9.81% 63	4.98% 32	642	2.25
Build 4 upgraded pickleball courts: \$180k - \$200k total	35.06% 230	17.84% 117	25.91% 170	14.63% 96	6.55% 43	656	2.40
Build 6 upgraded pickleball courts: \$270k - \$300k total	40.00% 264	20.45% 135	22.58% 149	11.06% 73	5.91% 39	660	2.22
Build 8 upgraded pickleball courts: \$360k - \$400 total	42.62% 280	21.61% 142	23.14% 152	6.85% 45	5.78% 38	657	2.12

## Q25 In thinking about your answers to the previous questions, how likely are you to support a tax increase to fund the options that you support?

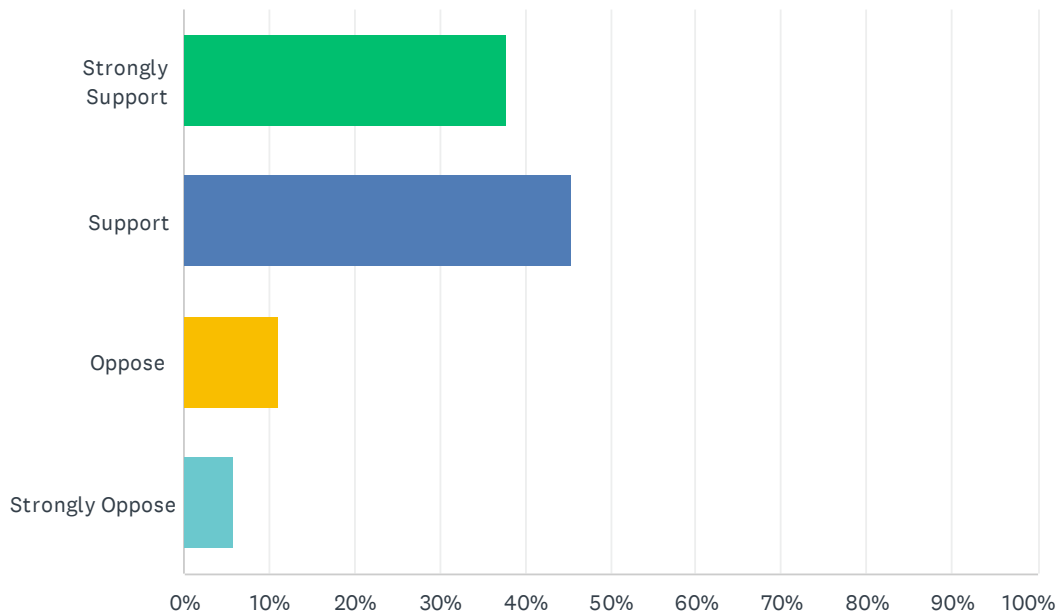
Answered: 701 Skipped: 218



ANSWER CHOICES	RESPONSES	
Very unlikely	26.39%	185
Unlikely	19.69%	138
Likely	44.51%	312
Very likely	9.42%	66
<b>TOTAL</b>		<b>701</b>

Q26 The Township can purchase land outright to prevent development. The upfront cost is significant in an outright purchase. For instance, in 2024, Genoa Township purchased a 77-acre parcel from the DNR for \$355,000, using money from the general fund for “Park Development/Expansion.” Rate your level of support for the Township actively purchasing land outright to curb development?

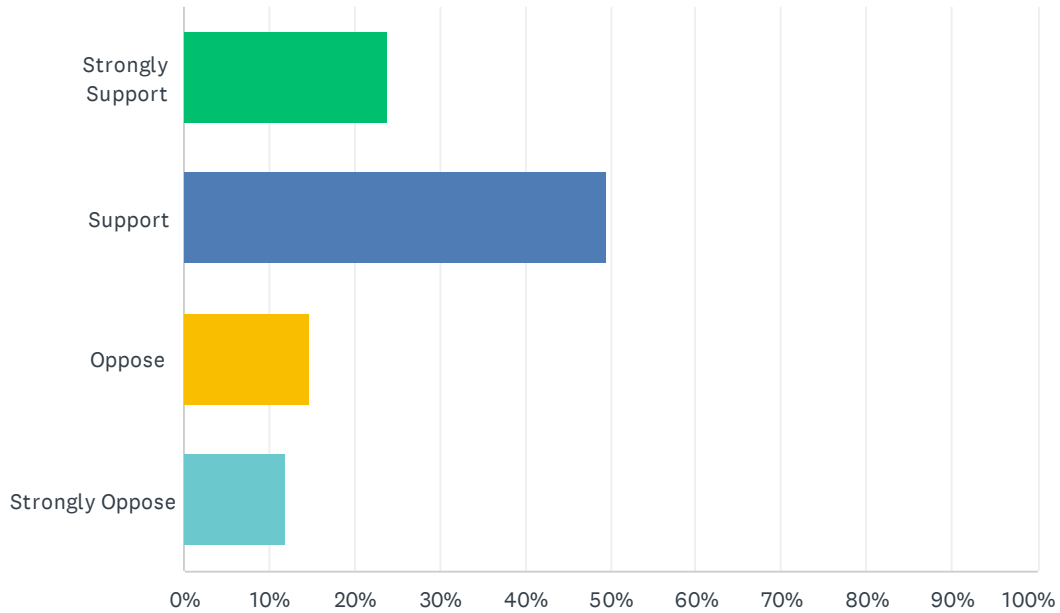
Answered: 680 Skipped: 239



ANSWER CHOICES	RESPONSES	
Strongly Support	37.65%	256
Support	45.44%	309
Oppose	11.18%	76
Strongly Oppose	5.74%	39
<b>TOTAL</b>		<b>680</b>

### Q27 Rate your level of support for the above expenditure if a millage were requested to fund those purchases.

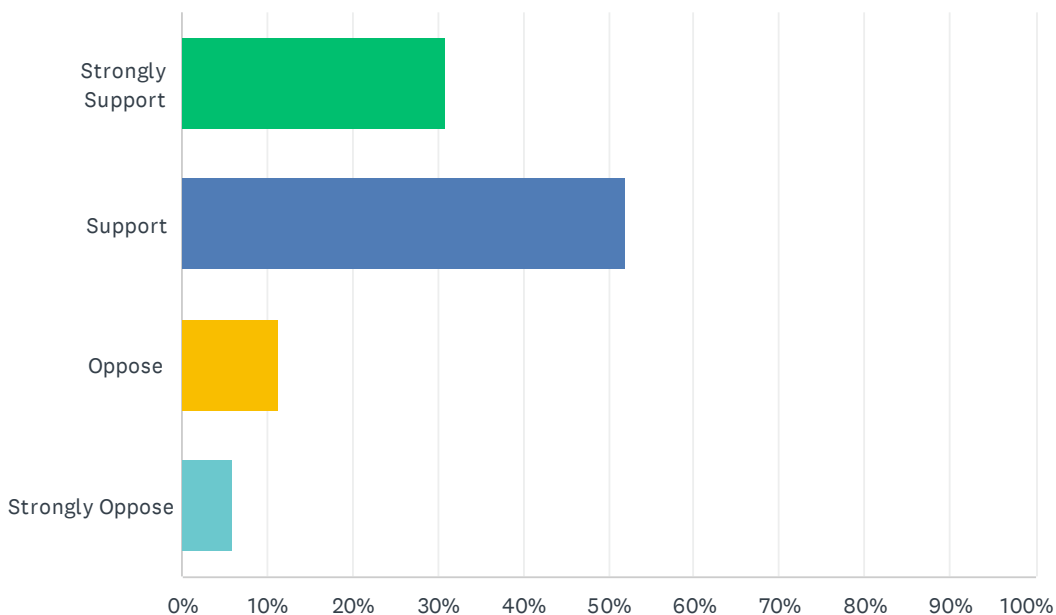
Answered: 682 Skipped: 237



ANSWER CHOICES	RESPONSES	
Strongly Support	23.90%	163
Support	49.41%	337
Oppose	14.81%	101
Strongly Oppose	11.88%	81
<b>TOTAL</b>		<b>682</b>

Q28 The Township can purchase “development rights” to large parcels of land. This allows the landowner to retain their ownership and continue using it, but prevents them, or any future owner from developing it for a different use. Webster Township has been active in purchasing “development rights” from landowners, including recent 29-acre and 71-acre deals. These purchases were funded using a dedicated 5-year, ½-mil tax levy, which was initially passed by voters, and has been renewed by those voters twice. Rate your level of support for the Township purchasing development rights to curb development.

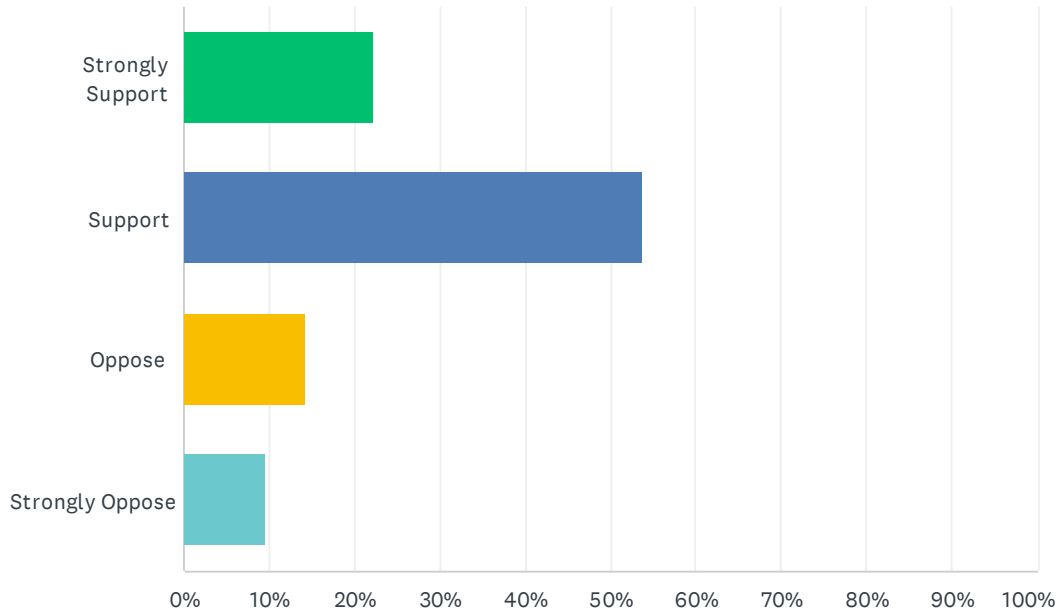
Answered: 677 Skipped: 242



ANSWER CHOICES	RESPONSES
Strongly Support	30.87% 209
Support	51.99% 352
Oppose	11.23% 76
Strongly Oppose	5.91% 40
TOTAL	677

### Q29 Rate your level of support for the above expenditure if a dedicated millage were requested to fund those purchases.

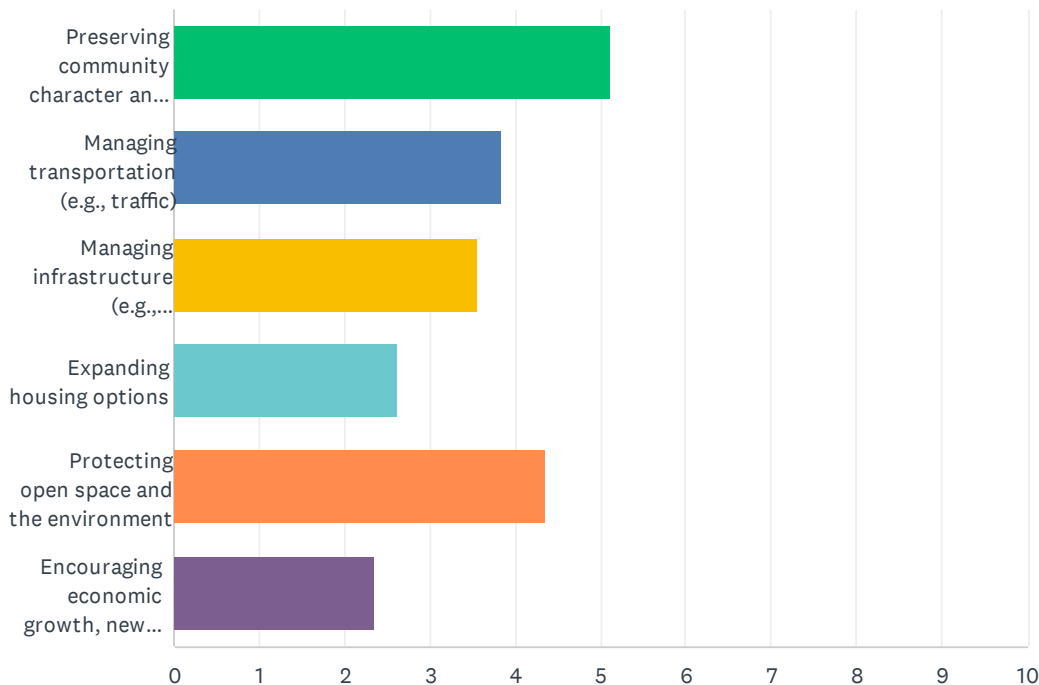
Answered: 678 Skipped: 241



ANSWER CHOICES	RESPONSES	
Strongly Support	22.27%	151
Support	53.83%	365
Oppose	14.31%	97
Strongly Oppose	9.59%	65
<b>TOTAL</b>		<b>678</b>

**Q30 What should be the Township's top priority be when considering updates to the S. Latson Area Plan, ordinances and potential impacts of new development (recognizing the majority of the area is privately owned)? Rank the following based on importance to you, with #1 being the most important and #5 being the least important. (If the item is of no importance to you, you may not rank the item and check the "N/A" box instead.)**

Answered: 648 Skipped: 271



	1	2	3	4	5	6	N/A, NOT A PRIORITY	TOTAL	SCORE
Preserving community character and quality of life	50.57% 312	25.28% 156	8.91% 55	5.35% 33	3.40% 21	2.43% 15	4.05% 25	617	5.11
Managing transportation (e.g., traffic)	11.41% 71	15.92% 99	30.71% 191	21.06% 131	9.32% 58	4.66% 29	6.91% 43	622	3.84
Managing infrastructure (e.g., utilities and public services)	3.19% 20	16.11% 101	28.87% 181	30.30% 190	10.37% 65	4.15% 26	7.02% 44	627	3.56
Expanding housing options	3.80% 24	5.07% 32	9.67% 61	16.80% 106	28.68% 181	16.64% 105	19.33% 122	631	2.62
Protecting open space and the environment	25.04% 157	31.26% 196	13.24% 83	11.64% 73	9.41% 59	5.42% 34	3.99% 25	627	4.36
Encouraging economic growth, new businesses & job creation	7.14% 45	5.08% 32	5.87% 37	7.94% 50	19.84% 125	35.24% 222	18.89% 119	630	2.35

**Q31 Are there other concerns that you have about new development in this area which are not addressed in the previous question? Please describe the concern and its importance to you.**

Answered: 167 Skipped: 752

## Question 31 – Concerns About New Development

167 Responses

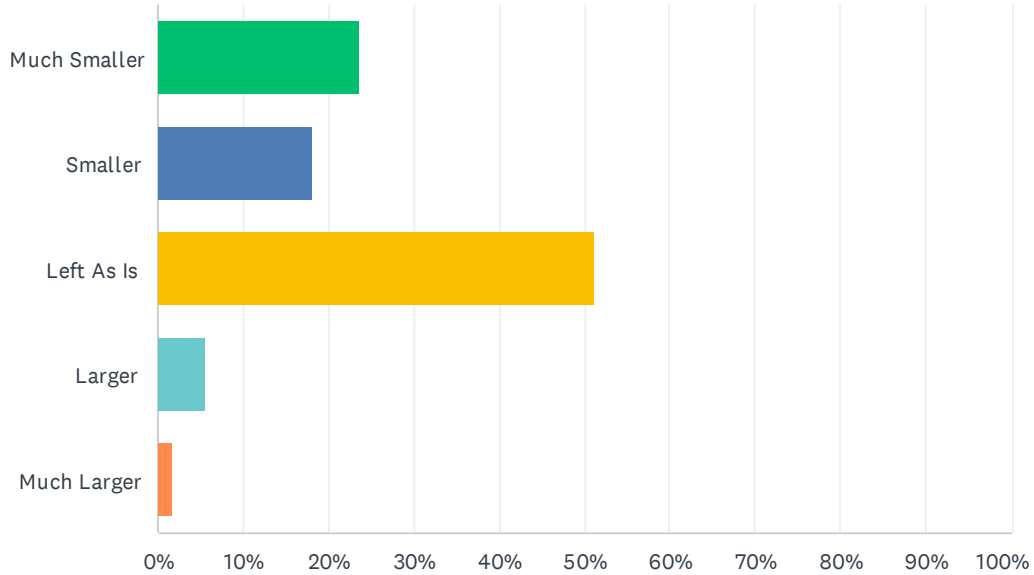
Theme	Description of Concern	Examples Mentioned by Residents
<b>Preserving Rural Character</b>	Many residents want the township to maintain its rural, small-town feel and avoid suburban-style expansion.	Preference for large-lot homes, preserving farmland and open space, avoiding dense housing developments.
<b>Traffic and Infrastructure</b>	Residents worry that additional development will increase traffic and strain existing road infrastructure.	Congestion on Grand River, Latson Road, and Crooked Lake Road; need for improved traffic planning before approving new developments.
<b>Opposition to Industrial Development</b>	Strong concern about large industrial uses entering the township.	Data centers, warehouses, distribution centers, and manufacturing facilities that may increase truck traffic, noise, and pollution.
<b>Housing Density Concerns</b>	Many residents prefer low-density residential development rather than apartments or high-density housing.	Opposition to apartment complexes and large condominium developments; preference for homes on 1–5 acre lots.
<b>Environmental Protection</b>	Residents want to protect natural resources and minimize environmental impacts from development.	Concerns about groundwater contamination, impacts on lakes and wetlands, wildlife habitat loss, and farmland preservation.
<b>Economic Development (Mixed Views)</b>	Some residents support limited development if it is carefully planned and beneficial to the community.	Support for technology offices or research-based businesses that provide jobs without heavy industrial impacts.
<b>Planning and Transparency</b>	Residents emphasized the need for thoughtful planning and community involvement in development decisions.	Calls for clear development plans, zoning protections, and maintaining alignment with the township master plan.

### Overall:

Residents generally favor carefully managed growth that protects Genoa Township’s rural character, natural environment, and quality of life, while allowing only limited and well-planned development that does not significantly increase traffic or environmental impacts.

### Q32 Regarding the size of the area planned "Interchange Commercial" in the map above, I feel it should be:

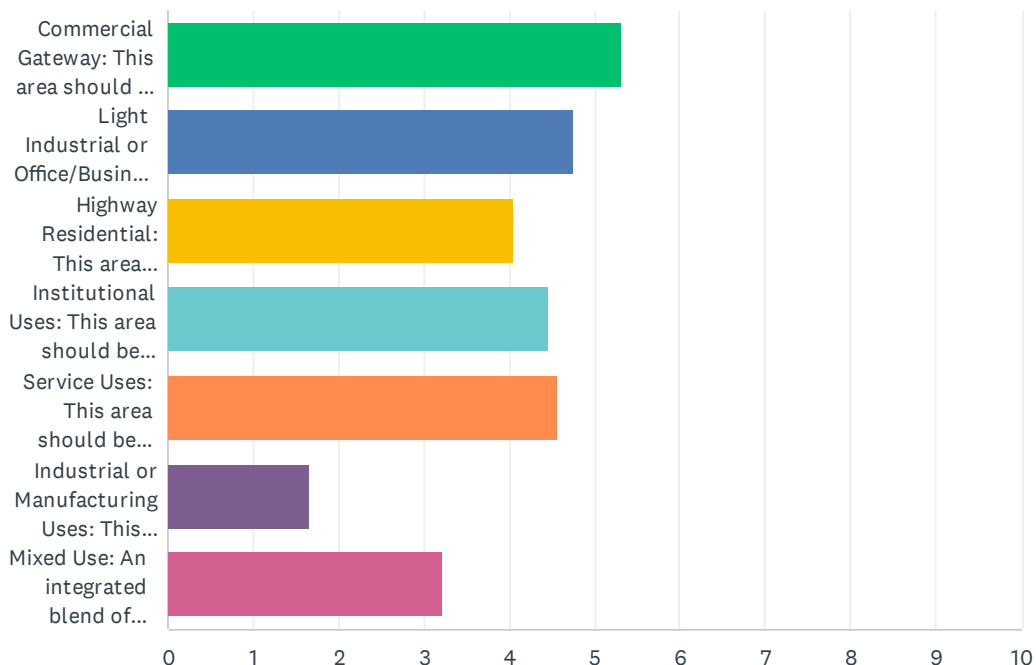
Answered: 632 Skipped: 287



ANSWER CHOICES	RESPONSES	
Much Smaller	23.58%	149
Smaller	18.04%	114
Left As Is	51.11%	323
Larger	5.54%	35
Much Larger	1.74%	11
<b>TOTAL</b>		<b>632</b>

Q33 The areas currently planned for "Interchange Commercial" are located in a very visible and accessible location along S. Latson Road between the railroad tracks and the I-96 highway ramps. These privately owned areas are served or planned to be served by public water and sewer. The combination of location and utility service makes development in this area very likely. In consideration of these factors, which of the following potential land use options would you like to see the Township consider for this area? Rank in order of most desirable to least desirable, with #1 being the most desirable and #7 being the least desirable.

Answered: 605 Skipped: 314

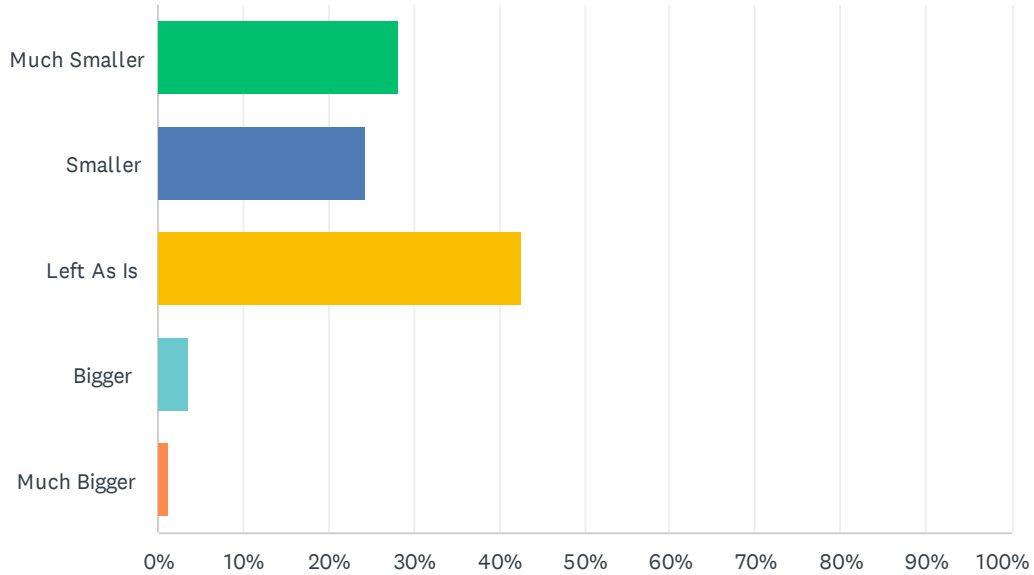


## Genoa Township Master Plan Survey

	1	2	3	4	5	6	7	TOTAL	SCORE
Commercial Gateway: This area should be developed as a highway oriented commercial gateway that will complement the uses on Grand River Avenue. Land uses in this category would include gas stations, fast food and sit-down restaurants, regional retail, and hospitality type land uses.	41.49% 251	15.37% 93	12.73% 77	9.92% 60	8.60% 52	7.60% 46	4.30% 26	605	5.31
Light Industrial or Office/Business Parks: This area should be developed with multiple smaller scale users diversifying the economy for the Township. This area should be developed as a location for office buildings, corporate headquarters, flexible space, high tech users and research and development uses.	13.22% 80	27.60% 167	18.51% 112	15.87% 96	12.73% 77	11.07% 67	0.99% 6	605	4.76
Highway Residential: This area should be developed as a location for high density residential uses such as apartments or senior citizen housing.	11.40% 69	12.73% 77	20.33% 123	14.38% 87	17.36% 105	13.39% 81	10.41% 63	605	4.05
Institutional Uses: This area should be developed as a location for transit hubs or park-and-ride lots, or for training centers or educational campuses.	9.75% 59	16.20% 98	21.32% 129	26.78% 162	15.87% 96	7.93% 48	2.15% 13	605	4.45
Service Uses: This area should be developed with service land uses such as medical centers, conference centers, health clubs, recreational uses and regional sports centers.	13.06% 79	19.50% 118	18.02% 109	19.17% 116	21.16% 128	7.93% 48	1.16% 7	605	4.56
Industrial or Manufacturing Uses: This area should be developed as a location for large scale industrial or manufacturing uses to include distribution and logistics centers, warehousing, clean manufacturing, and trade services.	0.66% 4	0.83% 5	0.83% 5	2.81% 17	8.43% 51	28.93% 175	57.52% 348	605	1.66
Mixed Use: An integrated blend of residential, commercial, cultural, institutional or industrial uses.	10.41% 63	7.77% 47	8.26% 50	11.07% 67	15.87% 96	23.14% 140	23.47% 142	605	3.22

### Q34 Regarding the size of the area planned "Interchange Campus" in the map above, I feel it should be:

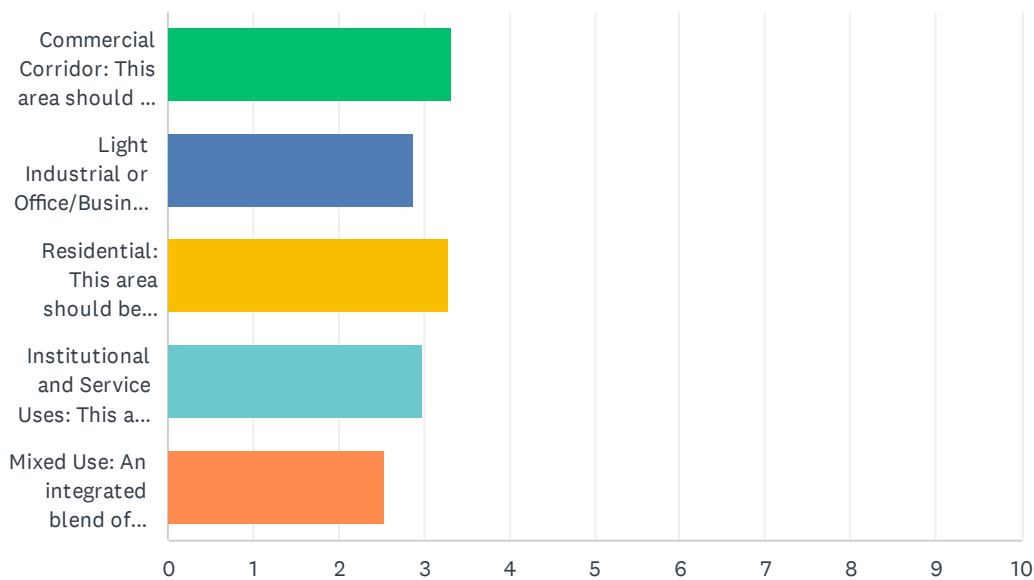
Answered: 608 Skipped: 311



ANSWER CHOICES	RESPONSES	
Much Smaller	28.13%	171
Smaller	24.34%	148
Left As Is	42.60%	259
Bigger	3.62%	22
Much Bigger	1.32%	8
TOTAL		608

Q35 The existing areas planned for "Interchange Campus" are located in high traffic areas along S. Latson Road and along Beck Road east of Latson Road adjacent to the I-96 highway. These areas are currently served or planned to be served by public water and sewer. The areas consist of privately owned large tracts of land located in a very visible and accessible location with high traffic volumes. For the areas that have already been rezoned to interchange campus, the combination of zoning, location and utility service, makes development in this area very likely. In consideration of these factors, what land uses would you like to see the Township consider for this area? Rank in order of most desirable to least desirable, with #1 being the most desirable and #5 being the least desirable.

Answered: 574 Skipped: 345

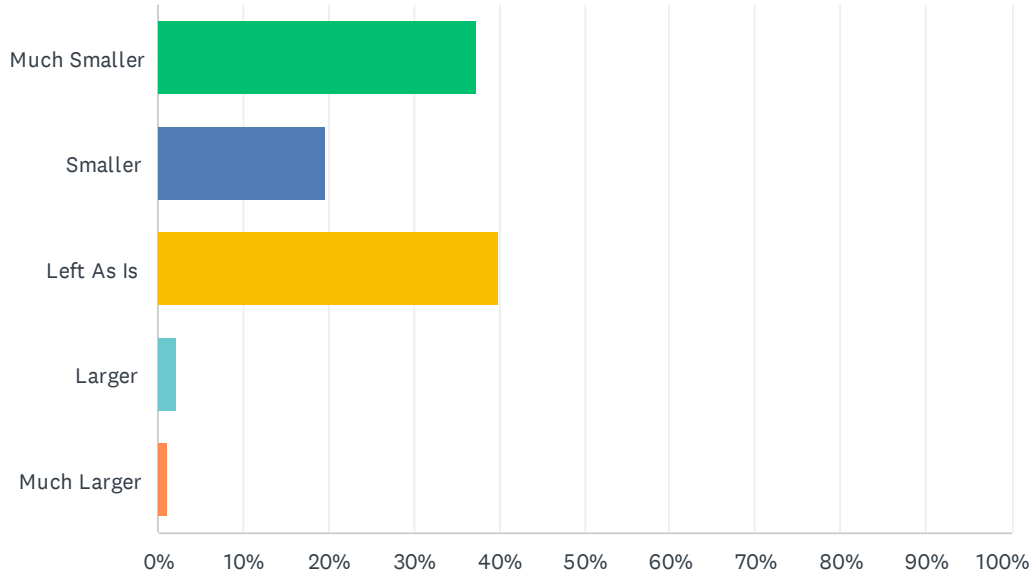


## Genoa Township Master Plan Survey

	1	2	3	4	5	TOTAL	SCORE
Commercial Corridor: This area should be developed as a commercial corridor similar to Grand River Avenue. Land uses in this category would include gas stations, restaurants and retail.	31.36% 180	17.60% 101	19.34% 111	14.81% 85	16.90% 97	574	3.32
Light Industrial or Office/Business Parks: This area should be developed with a large-scale user or collection of small users to serve as an economic development engine for the area. This area should be developed as a location for office buildings, corporate headquarters, flexible space, high tech users, business parks and research and development uses.	12.37% 71	22.82% 131	23.34% 134	23.00% 132	18.47% 106	574	2.88
Residential: This area should be developed as a location for new small lot single-family subdivision and/or multi-family residential uses such as condominiums or senior citizen housing.	31.18% 179	16.55% 95	19.51% 112	14.29% 82	18.47% 106	574	3.28
Institutional and Service Uses: This area should be developed as a location for institutional and service-based land uses such as medical centers, places of worship, training centers, universities or educational campuses, regional sports centers, stadiums, or event space.	13.07% 75	24.39% 140	24.56% 141	24.04% 138	13.94% 80	574	2.99
Mixed Use: An integrated blend of residential, commercial, cultural, institutional or industrial uses.	12.02% 69	18.64% 107	13.24% 76	23.87% 137	32.23% 185	574	2.54

### Q36 Regarding the currently Master Planned "Future Transition Area" above, I feel it should be:

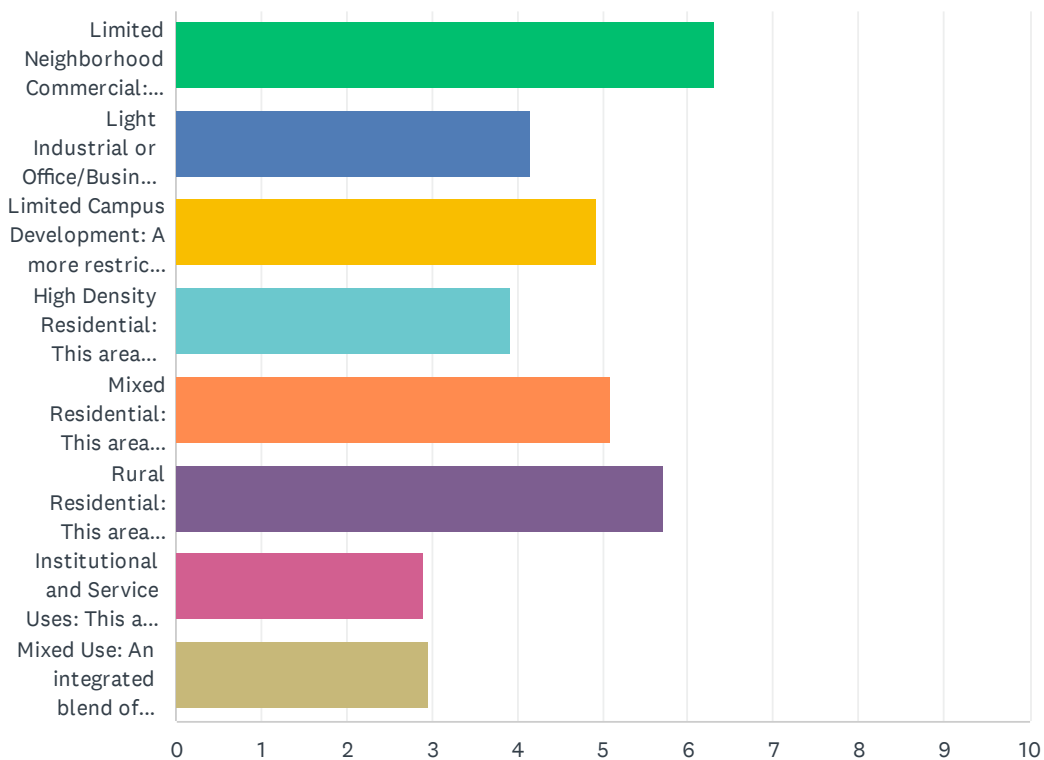
Answered: 591 Skipped: 328



ANSWER CHOICES	RESPONSES	
Much Smaller	37.23%	220
Smaller	19.63%	116
Left As Is	39.93%	236
Larger	2.20%	13
Much Larger	1.02%	6
<b>TOTAL</b>		<b>591</b>

Q37 The existing areas planned for “Future Transition Area” are located north of Crooked Lake Road and are planned to remain at large lot residential density with potential for southward expansion of the campus under a set of limited criteria. This area is planned for municipal water and sewer, but is not yet served. In consideration of these factors, what land uses would you like to see the Township consider for this area? Rank in order of most desirable to least desirable, with #1 being the most desirable and #5 being the least desirable.

Answered: 575 Skipped: 344



Genoa Township Master Plan Survey

	1	2	3	4	5	6	7	8	TOTAL	SCORE
Limited Neighborhood Commercial: This area should be developed as neighborhood service district to accommodate retail businesses and services to serve the needs of nearby residents. Land uses in this category would include small retail establishments, child care facilities, personal and business service establishments, and sit-down restaurants.	24.87% 143	29.22% 168	20.17% 116	13.04% 75	6.78% 39	3.83% 22	1.39% 8	0.70% 4	575	6.32
Light Industrial or Office/Business Parks: This area should be developed as an extension of the campus land use with a large-scale user or collection of small users to serve as an economic development engine for the area. This area should be developed as a location for office buildings, corporate headquarters, flexible space, high tech users, business parks and research and development uses.	4.17% 24	15.30% 88	10.09% 58	15.65% 90	15.13% 87	11.65% 67	12.00% 69	16.00% 92	575	4.15
Limited Campus Development: A more restricted campus development than is currently allowed (no distribution, but office buildings, research & development centers, medical facilities are okay.)	3.83% 22	12.87% 74	26.09% 150	17.57% 101	17.74% 102	14.26% 82	5.74% 33	1.91% 11	575	4.92
High Density Residential: This area should be developed for higher density condominiums, apartments and other multiple family dwellings not exceeding 8 units per acre, especially for uses considered to be "aging in place," which allows for residents to stay "on site" as the need for increased levels of care occur.	3.48% 20	9.57% 55	12.17% 70	17.91% 103	11.83% 68	15.48% 89	11.30% 65	18.26% 105	575	3.92
Mixed Residential: This	10.61%	20.00%	14.43%	12.17%	19.48%	13.22%	9.04%	1.04%		

Genoa Township Master Plan Survey

area should be developed for a variety of mixed density residential uses, allowing single-family, duplex, townhouses and smaller apartment buildings, with a density range between 5 and 12 dwellings per acre to address the “affordable housing” status of Genoa Township.	61	115	83	70	112	76	52	6	575	5.09
Rural Residential: This area should be developed as a location for rural single-family subdivision on lots no less than 1 acre. This area should not be planned for sanitary sewer or public water.	47.65% 274	6.09% 35	5.74% 33	5.22% 30	5.57% 32	13.22% 76	8.87% 51	7.65% 44	575	5.72
Institutional and Service Uses: This area should be developed as a location for institutional and service-based land uses such as medical centers, places of worship, training centers, universities or educational campuses, regional sports centers, stadiums, or event space.	1.22% 7	2.96% 17	5.22% 30	8.17% 47	11.30% 65	17.39% 100	37.39% 215	16.35% 94	575	2.91
Mixed Use: An integrated blend of residential, commercial, cultural, institutional or service uses.	4.17% 24	4.00% 23	6.09% 35	10.26% 59	12.17% 70	10.96% 63	14.26% 82	38.09% 219	575	2.97

Q38 If you have additional comments or feedback about the survey, please use the comment box below. Alternatively, you are welcome to email any comments, questions or feedback to the Township Supervisor, Kevin Spicher at [supervisor@genoa.org](mailto:supervisor@genoa.org).

Answered: 141 Skipped: 778

## Question 38 (Additional Comments and Feedback) with major themes

296 Responses

Theme	Key Issues Raised by Residents	Examples from Comments
<b>Preserving Rural Character</b>	Strong desire to maintain the township's rural feel and avoid suburban-style growth.	Maintain farmland, open space, and low-density housing; avoid becoming like Novi or other dense suburbs.
<b>Concerns About Overdevelopment</b>	Residents worry about excessive residential and commercial growth.	Opposition to apartments, condos, and dense subdivisions; preference for large-lot homes and limited development.
<b>Opposition to Large Industrial Projects</b>	Significant resistance to large-scale industrial development.	Concerns about data centers, warehouses, distribution centers, and heavy industry due to environmental impacts and traffic.
<b>Traffic and Road Safety</b>	Increasing traffic congestion and speeding are major concerns.	Requests for lower speed limits, improved intersections, traffic enforcement, and better planning before new development.
<b>Community Amenities and Recreation</b>	Interest in new amenities that support families and recreation.	Suggestions include community centers, parks, trails, restaurants, gyms, youth activities, and possibly a community pool.
<b>Environmental Protection</b>	Residents want to preserve natural resources and landscapes.	Protect wetlands, lakes, groundwater, wildlife habitat, farmland, and tree canopy.
<b>Planning and Governance Transparency</b>	Some residents expressed concerns about decision-making and trust in township leadership.	Requests for transparency, better alignment between master plan and zoning, and stronger community engagement.
<b>Survey Design Feedback</b>	Some respondents found aspects of the survey difficult to understand.	Ranking questions were confusing for some participants; requests for clearer explanations and more context.

### Overall:

Residents consistently emphasize protecting Genoa Township's rural identity while carefully managing growth, improving infrastructure and safety, and adding modest community amenities that enhance quality of life.

### Q39 Please enter your name below.

Answered: 299 Skipped: 620

ANSWER CHOICES	RESPONSES	
First name	99.67%	298
Last name	99.67%	298
	0.00%	0
	0.00%	0
	0.00%	0