

# Tyrone Township Public Safety Assessment

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February 2015





# Background on Cobalt Community Research

- 501c3 not for profit research coalition
- Mission to provide research and education
- Developed to meet the research needs of schools, local governments and nonprofit organizations



# Study Goals

- Determine awareness surrounding expiration date of current assessment and type of assessment
- Identify best arguments for and against the public safety assessment
- Determine support for future options regarding public safety assessment



# Bottom Line

- 88% of respondents voted in the November 2014 election
- 72% were aware the current assessment expires in March 2016
- 77% knew the proposed assessment was a renewal and not a new tax
- Two best arguments for the assessment:
  - I want to continue fire services in the Township (79%)
  - I want to continue dedicated police protection in the Township (64%)



# Bottom Line (continued)

- Two best arguments against the assessment:
  - I object giving the Township the authority to increase the assessment by 10% (47%)
  - Other (44%) – see page 15
- Majority of respondents (69%) would like to see the assessment, in its current form, put up for a re-vote
  - 37% would like to see the 10% fluctuation removed from the assessment
  - 32% would like to see fire services and dedicated police put on separate assessments
- Detailed information by specific demographic groups is available to aid in policy review
  - Detail by: age, location in the Township and school district



# Preserving Voice: Looking Into Detail

## Sample:

2015 Tyrone Township Public Safety Assessment - Best Reasons to Support or Oppose

		What are the <b>TWO</b> best arguments <i>in support</i> of the public safety assessment?					Generally, what are the <b>TWO</b> best arguments <i>against</i> the public safety assessment?						
		I want to continue fire services in the Township	I want to continue dedicated police protection in the Township	I do not want to be billed individually for fire services (estimate \$1,400/call)	I do not want my home insurance rates to increase significantly	Other	Police and fire protection are not important to me	I do not want to pay an additional \$25/year for public safety services	I do not want any tax funded fire services in the Township	I do not want to continue faster police response times for criminal activity	I object giving the Twp the authority to increase the assessment by 10%	I prefer to be billed individually for fire services (estimate \$1,400/call)	Other
2015 Overall Percentage		79%	64%	18%	29%	6%	3%	23%	12%	16%	47%	19%	44%
Age:	18 to 24	-	-	-	-	-	-	-	-	-	-	-	-
	25 to 34	78%	67%	11%	11%	22%	13%	25%	-	13%	63%	25%	25%
	35 to 44	60%	70%	27%	33%	10%	-	29%	17%	21%	50%	13%	42%
	45 to 54	73%	60%	15%	38%	6%	5%	17%	10%	12%	52%	26%	45%
	55 to 64	86%	62%	20%	23%	3%	-	24%	10%	16%	48%	19%	45%
	65 or over	85%	66%	16%	27%	3%	6%	25%	16%	18%	37%	12%	45%
Location in Township:	West of US 23, North of Center Rd.	79%	85%	15%	18%	3%	-	26%	4%	9%	65%	13%	44%
	West of US 23, South of Center Rd.	86%	67%	15%	26%	3%	1%	21%	11%	11%	50%	22%	45%
	East of US 23, North of Center Rd.	71%	56%	20%	33%	10%	8%	25%	18%	21%	49%	19%	38%
	East of US 23, South of Center Rd.	80%	58%	20%	36%	4%	-	19%	10%	23%	26%	13%	52%
School District:	Hartland	81%	57%	23%	30%	4%	2%	18%	11%	13%	42%	22%	47%
	Fenton	73%	61%	16%	33%	9%	7%	20%	16%	21%	47%	21%	40%
	Linden	84%	72%	16%	24%	2%	-	28%	7%	12%	54%	16%	44%

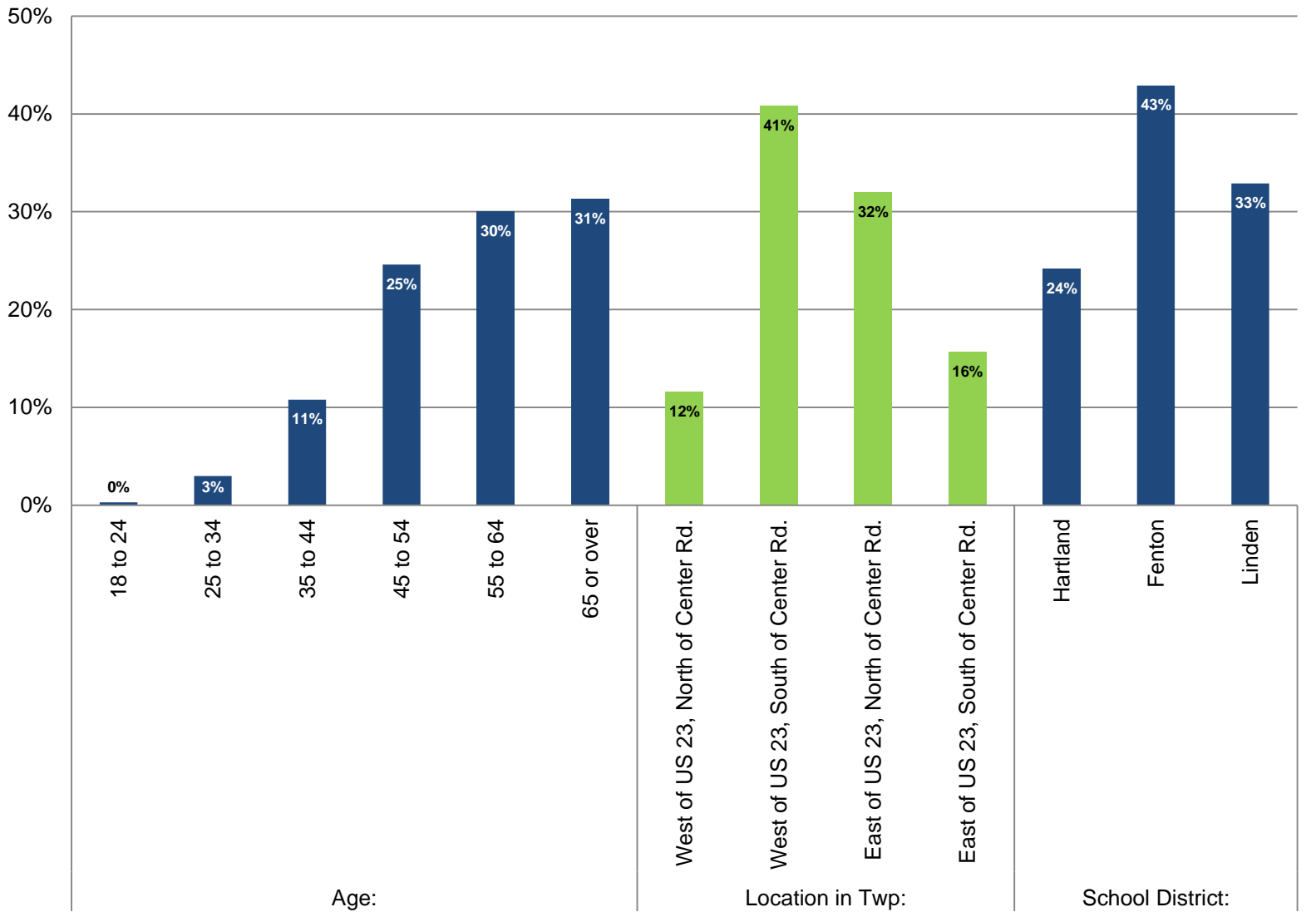


# Methodology

- Conducted in December 2014 and January 2015
- Citizens could pick up survey from Township Hall or complete survey online
- Response from self-selected 302 citizens, from approximately 6,000 residents above the age of 18; providing a conventional margin of error of +/- 4.6 percent in the raw data (90% confidence)



# Respondent Profile



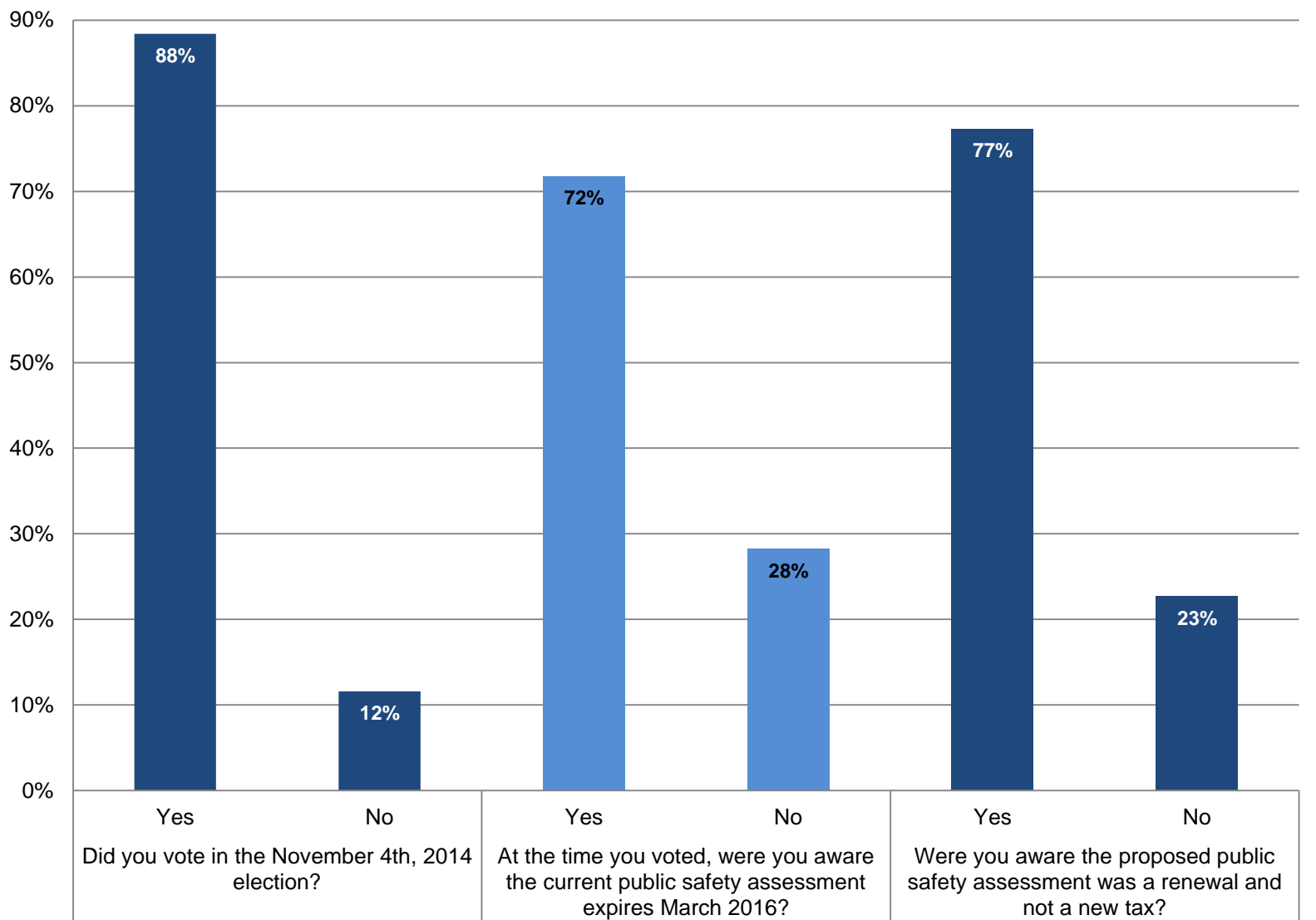


# Results





# November 4<sup>th</sup> Election/Awareness





# November 4<sup>th</sup> Election/Awareness

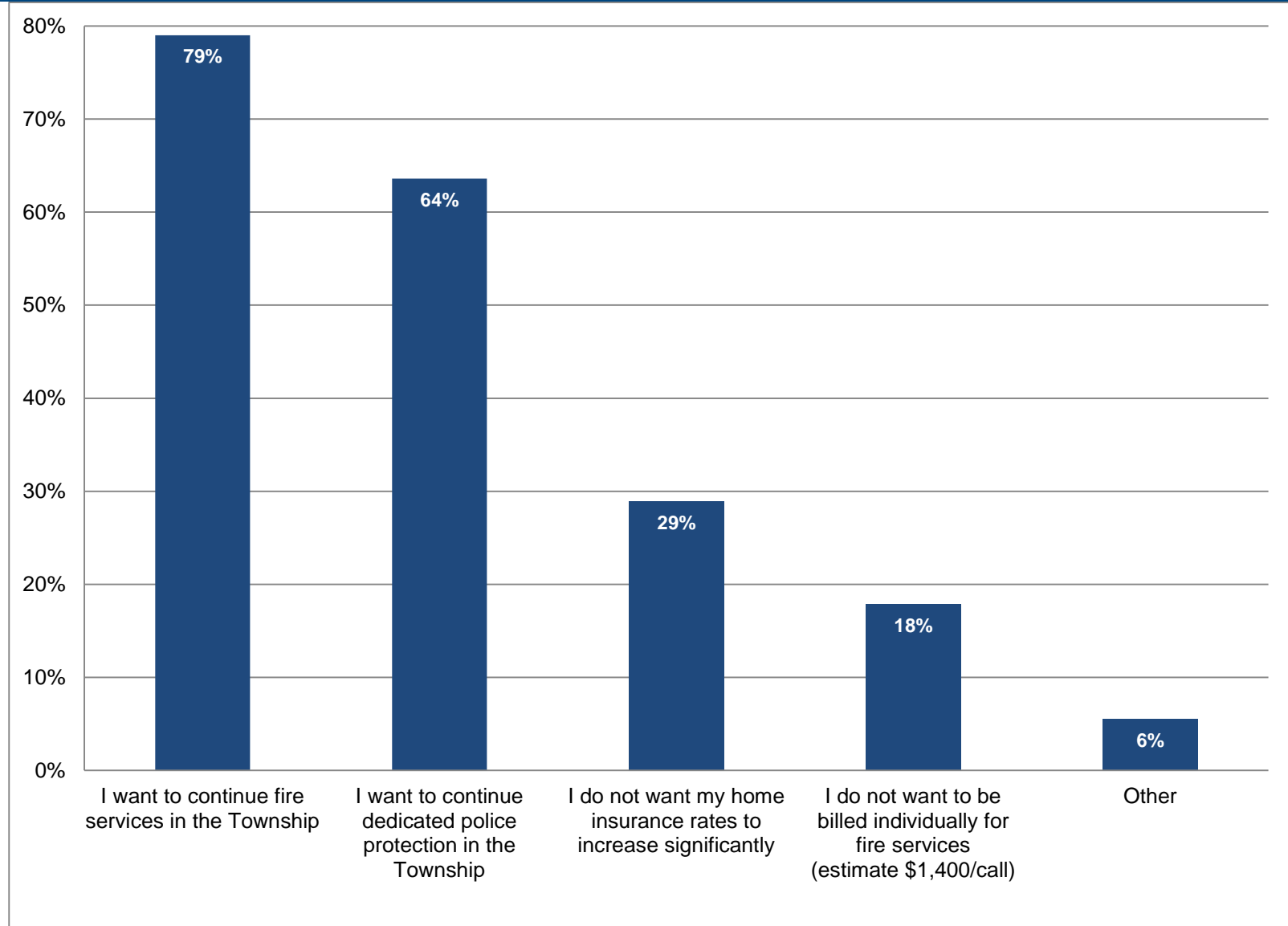
## Cross tabulations

### 2015 Tyrone Township Public Safety Assessment - Awareness

		Did you vote in 11/4/14 election?		Were you aware current assessment expires March 2016?		Were you aware proposed assessment was renewal and not a new tax?	
		Yes	No	Yes	No	Yes	No
<b>2015 Overall Percentage</b>		<b>88%</b>	<b>12%</b>	<b>72%</b>	<b>28%</b>	<b>77%</b>	<b>23%</b>
<b>Age:</b>	18 to 24	-	-	-	-	-	-
	25 to 34	63%	38%	50%	50%	44%	56%
	35 to 44	88%	13%	66%	34%	66%	34%
	45 to 54	81%	19%	72%	28%	66%	34%
	55 to 64	93%	7%	74%	27%	87%	13%
	65 or over	93%	7%	75%	25%	84%	17%
<b>Location in Township:</b>	West of US 23, North of Center Rd.	88%	12%	66%	35%	82%	18%
	West of US 23, South of Center Rd.	84%	16%	70%	30%	73%	27%
	East of US 23, North of Center Rd.	92%	8%	73%	28%	77%	23%
	East of US 23, South of Center Rd.	94%	7%	78%	22%	86%	14%
<b>School District:</b>	Hartland	84%	16%	61%	39%	70%	30%
	Fenton	93%	7%	76%	24%	81%	20%
	Linden	86%	14%	77%	23%	80%	21%



# Best Arguments *in Support* of Assessment







# Best Arguments *in Support* of Assessment – Cross tabulations

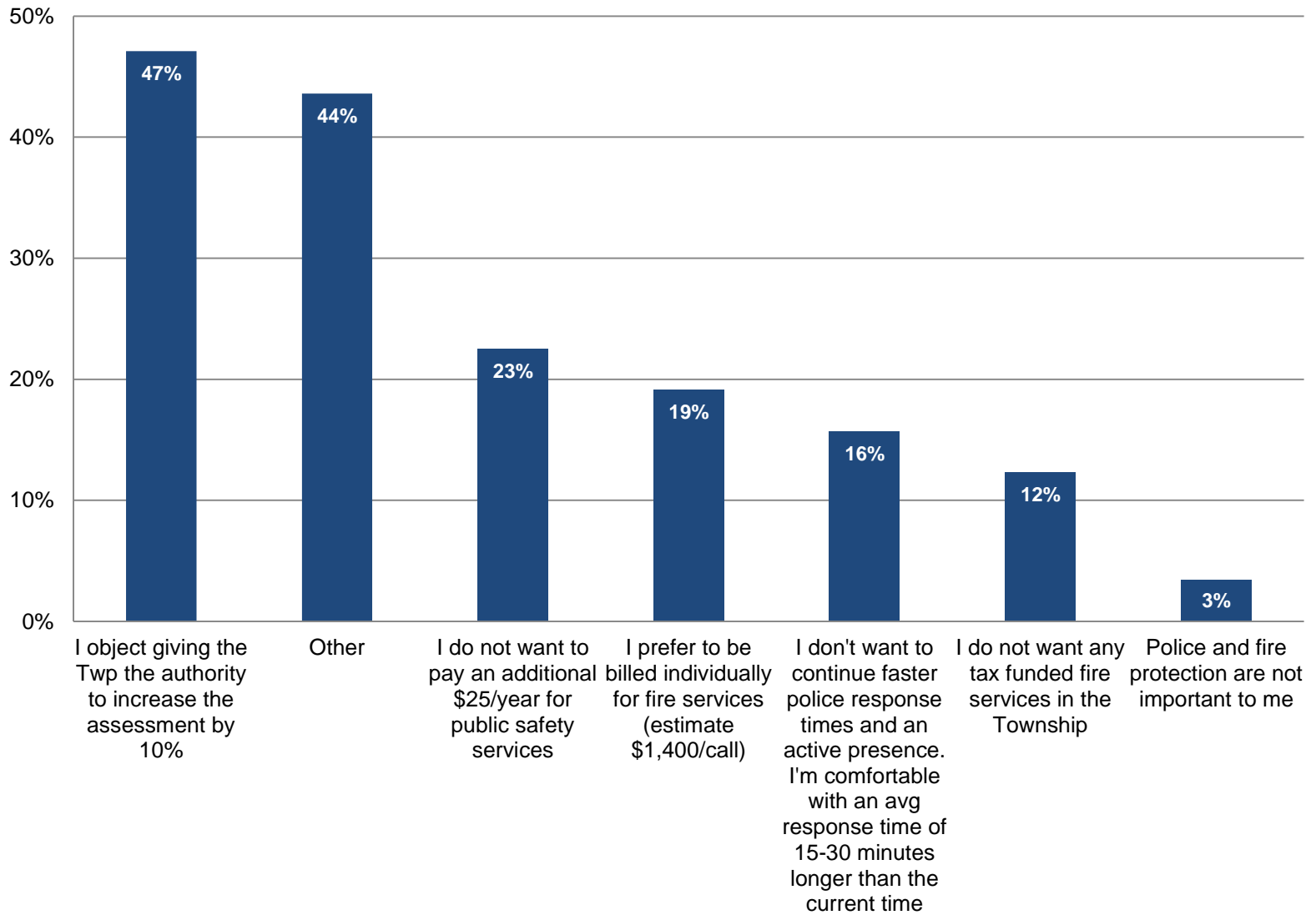
## 2015 Tyrone Township Public Safety Assessment - Best Reasons to Support or Oppose

What are the **TWO** best arguments *in support* of the public safety assessment?

		I want to continue fire services in the Township	I want to continue dedicated police protection in the Township	I do not want to be billed individually for fire services (estimate \$1,400/call)	I do not want my home insurance rates to increase significantly	Other
2015 Overall Percentage		79%	64%	18%	29%	6%
Age:	18 to 24	-	-	-	-	-
	25 to 34	78%	67%	11%	11%	22%
	35 to 44	60%	70%	27%	33%	10%
	45 to 54	73%	60%	15%	38%	6%
	55 to 64	86%	62%	20%	23%	3%
	65 or over	85%	66%	16%	27%	3%
Location in Township:	West of US 23, North of Center Rd.	79%	85%	15%	18%	3%
	West of US 23, South of Center Rd.	86%	67%	15%	26%	3%
	East of US 23, North of Center Rd.	71%	56%	20%	33%	10%
	East of US 23, South of Center Rd.	80%	58%	20%	36%	4%
School District:	Hartland	81%	57%	23%	30%	4%
	Fenton	73%	61%	16%	33%	9%
	Linden	84%	72%	16%	24%	2%



# Best Arguments Against the Assessment





# Word Cloud:

List “Other” arguments against the public safety assessment:

## Top Themes:

1. No good reason or argument
2. Police – do not want to pay twice, do not see police coverage
3. Cost – current taxes should cover, cut spending elsewhere







# Best Arguments Against the Assessment – Cross tabulations

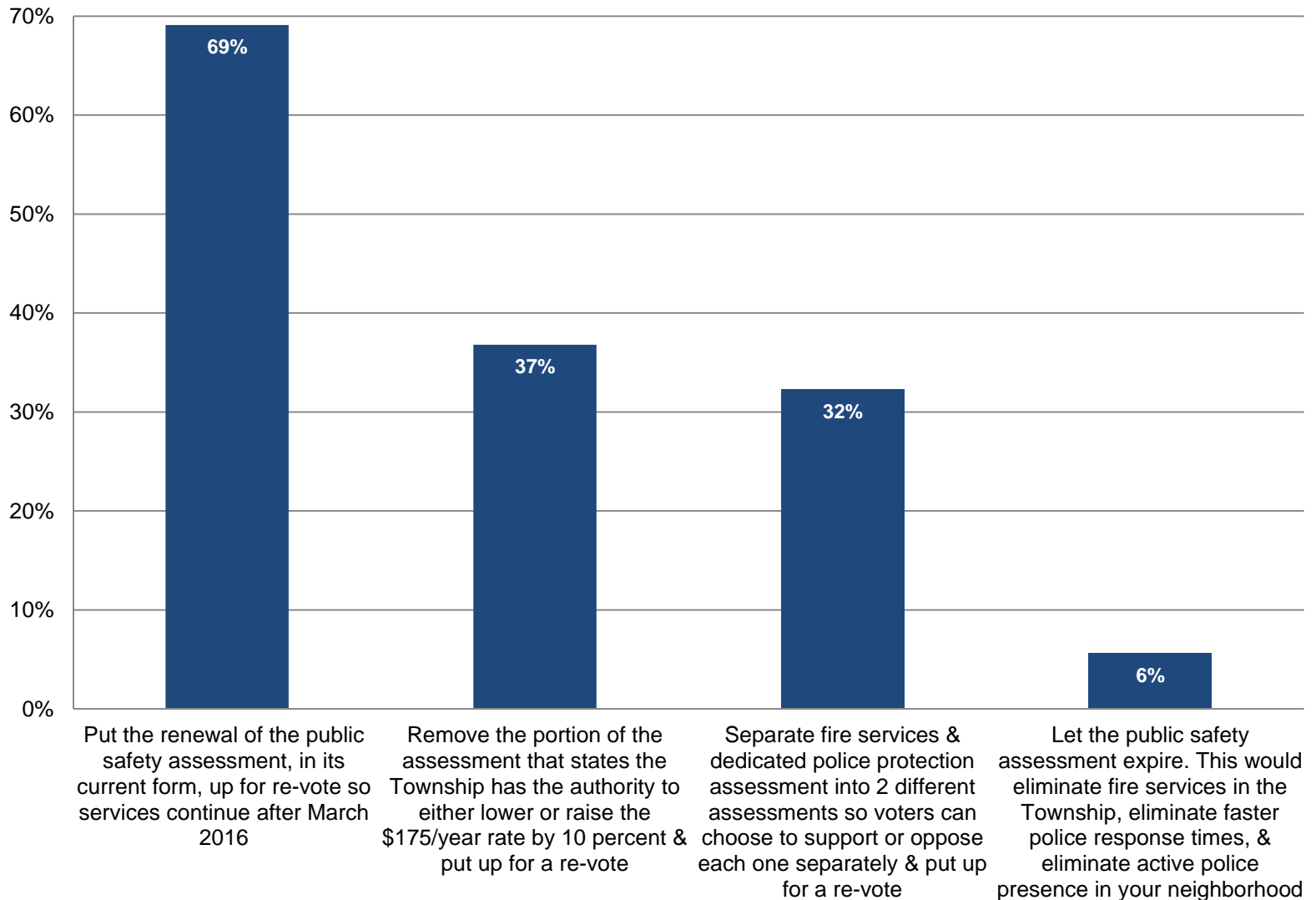
## 2015 Tyrone Township Public Safety Assessment - Best Reasons to Support or Oppose

Generally, what are the **TWO** best arguments *against* the public safety assessment?

		Police and fire protection are not important to me	I do not want to pay an additional \$25/year for public safety services	I do not want any tax funded fire services in the Township	I do not want to continue faster police response times for criminal activity	I object giving the Twp the authority to increase the assessment by 10%	I prefer to be billed individually for fire services (estimate \$1,400/call)	Other
<b>2015 Overall Percentage</b>		<b>3%</b>	<b>23%</b>	<b>12%</b>	<b>16%</b>	<b>47%</b>	<b>19%</b>	<b>44%</b>
<b>Age:</b>	18 to 24	-	-	-	-	-	-	-
	25 to 34	13%	25%	-	13%	63%	25%	25%
	35 to 44	-	29%	17%	21%	50%	13%	42%
	45 to 54	5%	17%	10%	12%	52%	26%	45%
	55 to 64	-	24%	10%	16%	48%	19%	45%
	65 or over	6%	25%	16%	18%	37%	12%	45%
<b>Location in Township:</b>	West of US 23, North of Center Rd.	-	26%	4%	9%	65%	13%	44%
	West of US 23, South of Center Rd.	1%	21%	11%	11%	50%	22%	45%
	East of US 23, North of Center Rd.	8%	25%	18%	21%	49%	19%	38%
	East of US 23, South of Center Rd.	-	19%	10%	23%	26%	13%	52%
<b>School District:</b>	Hartland	2%	18%	11%	13%	42%	22%	47%
	Fenton	7%	20%	16%	21%	47%	21%	40%
	Linden	-	28%	7%	12%	54%	16%	44%



# Support for Future Options





# Support for Future Options – Cross tabulations

## 2015 Tyrone Township Public Safety Assessment - Future Options

Which action below would you support in the future for public safety in Tyrone Township?

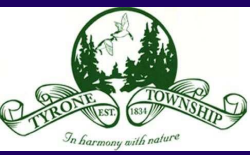
Put the renewal of the public safety assessment, in its current form, up for re-vote so services continue after March 2016

Separate fire services & dedicated police protection assessment into 2 different assessments so voters can choose to support or oppose each one separately & put up for a re-vote

Remove the portion of the assessment that states the Township has the authority to either lower or raise the \$175/year rate by 10 percent & put up for a re-vote

Let the public safety assessment expire. This would eliminate fire services in the Township, eliminate faster police response times, & eliminate active police presence in your neighborhood

2015 Overall Percentage		69%	32%	37%	6%
Age:	18 to 24	-	-	-	-
	25 to 34	56%	33%	33%	11%
	35 to 44	81%	32%	26%	7%
	45 to 54	67%	33%	40%	4%
	55 to 64	61%	35%	48%	5%
	65 or over	77%	29%	29%	6%
Location in Township:	West of US 23, North of Center Rd.	75%	34%	47%	-
	West of US 23, South of Center Rd.	74%	30%	35%	4%
	East of US 23, North of Center Rd.	62%	30%	37%	11%
	East of US 23, South of Center Rd.	64%	41%	33%	2%
School District:	Hartland	70%	33%	35%	1%
	Fenton	66%	35%	37%	9%
	Linden	73%	28%	38%	4%



# Word Cloud:

Share any comments to help guide Township leaders as they consider these options:

## Top Themes:

1. **Education** – better communication of details, inform/explain language and benefits
2. **Insurance** – do not want to see rates rise even higher
3. **Police** – presence not felt, road patrol not necessary

