

Little Traverse Lake Community Survey 2023



Little
Traverse
Lake
Association

Promoting the protection
and preservation of the lake
and its watershed

How the survey was done

- Emailed, hard copy letters mailed and hand-delivered, Koffee Klatch promotion
- Sent to members and property owners in Cleveland Township tax records
- One survey per member/property owner
- Ranking of general terms – “water level” and “roads”
- Open-ended comments on all items analyzed for recurring comments and themes

Setting expectations: What you will see

- Respondents ranking of the concerns and issues that are most dear to them
- What were they thinking? Ideas and themes from open-ended questions
- A diversity of opinion
- Ideas for the association's focus in the future

Setting expectations: What you will not see

- How any one person answered the survey; the survey offered anonymity and responses will remain anonymous.
- Every answer to every question you might have. “Did you ask...”
 - Answers fodder for follow-up surveys, focus groups and other research activities
 - Verbatim answers can be vague, general, non-specific
 - Take care with speculation: confirmation bias
- Easy answers; we still need a committed board and an engaged membership to make progress

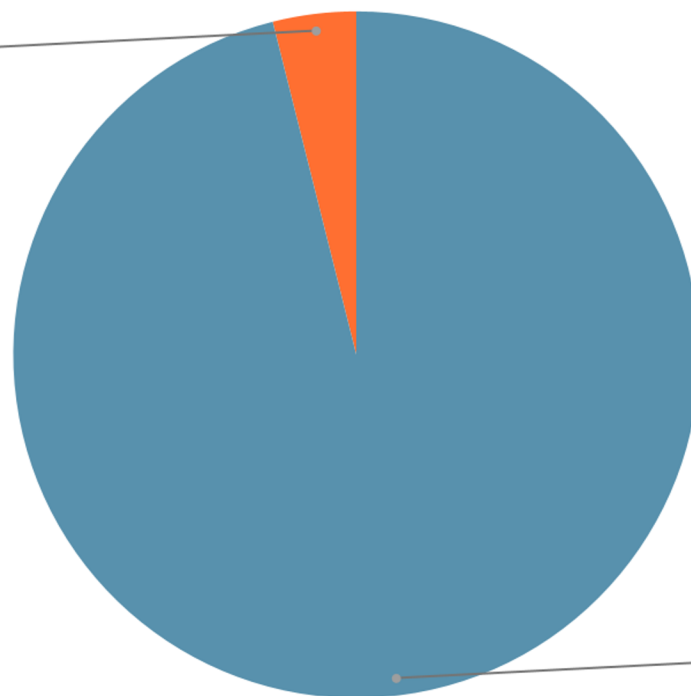
Responses rate is high end of typical

- 51 responses out of 153 or 34 percent
- Context: Experts cite lots of different ranges, but typically response rates are between 5-30 percent

Who took the survey

Member vs. Non-Member

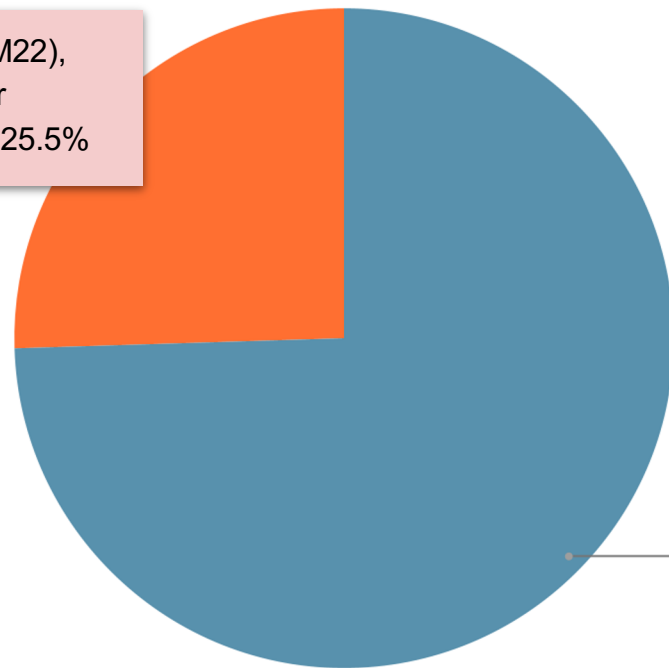
Non-Members
3.9%



Members
96.1%

Where respondents live

Harbor Hwy (M22),
Shady Lane or
Manitou Trail. 25.5%

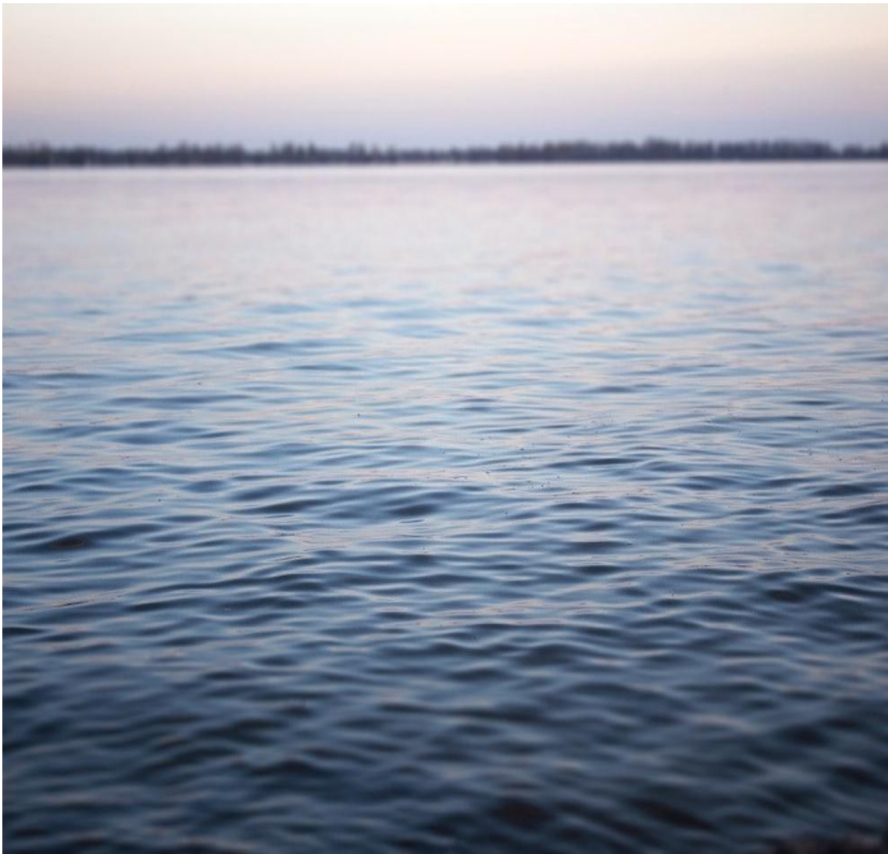


Traverse Lake Rd
74.5%

Top priorities in ranking order

1. Water quality
2. Aquatic invasive species
3. Water level
4. Sleeping Bear Heritage Trail
5. Lake Roads: M-22 and Traverse Lake Road

No. 1: Water quality



Key themes in comments

- Wide agreement; the most important thing we do
- Affects all ways we live our lives on the lake
- Affects property values
- Septic issues a threat to this
- Some mentions of swimmers itch

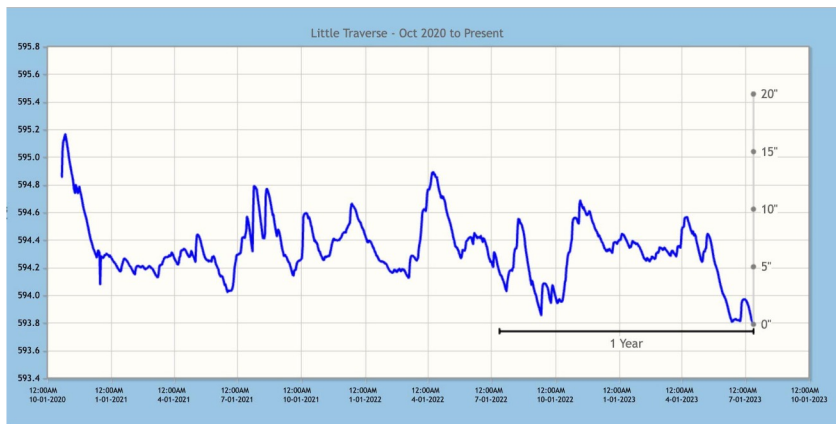
No. 2: Aquatic invasive species



Key themes in comments

- Wide agreement and concern about potential negative effects on lake, its enjoyment, property values
- Potential for damage to plant and animal ecosystem.
- Cleaning station a helpful step

No. 3: Water level



Key themes in comments

- Some say high; some say low
- High: Septic pollution
- High: Shoreline erosion
- High: Damage to property, home, crawl space
- Low: Boating and recreational issues

No. 4: Sleeping Bear Heritage Trail



Key themes in comments

- It's bad, not wanted, will ruin lake life
- Support it and eager to have it
- Futile to fight; work to minimize any concerns/impact
- Grudging acceptance; learn to live with it; inevitable
- Out of the board's hands; feds in control
- General questions, cost issues or other concerns noted, but position unclear

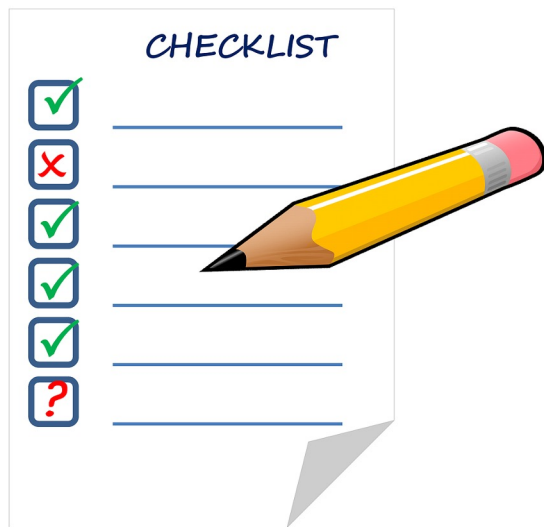
No. 5: Roads, M-22 and Traverse Lake Road



Key themes in comments

- In bad shape physically
- Pleased that road is being fixed
- Several concerns about speed limit and what can be done

Other issues and concerns: multiple mentions



Key themes with multiple mentions

- New culvert or bridge needed
- Fireworks harmful to environment and animals
- Use of lawn fertilizers not good for lake
- Boat entry points

Other issues and concerns: single mentions



Key themes with single mentions

- Full-time residents vs. Summer people
- Need for younger people in association and on board
- Orderly board leadership ladder
- Desire to mandate membership
- Boats going too fast on lake
- Use of oil burning boat engine on lake
- Removal of diseased beech trees
- Frequency of power outages
- Yellow algae on lake bottom
- Advocating for emergency services

Questions?

Thank you

Our members are the reason Little Traverse Lake is so great!