

# City of Riverview Resident Study

---

April 2022

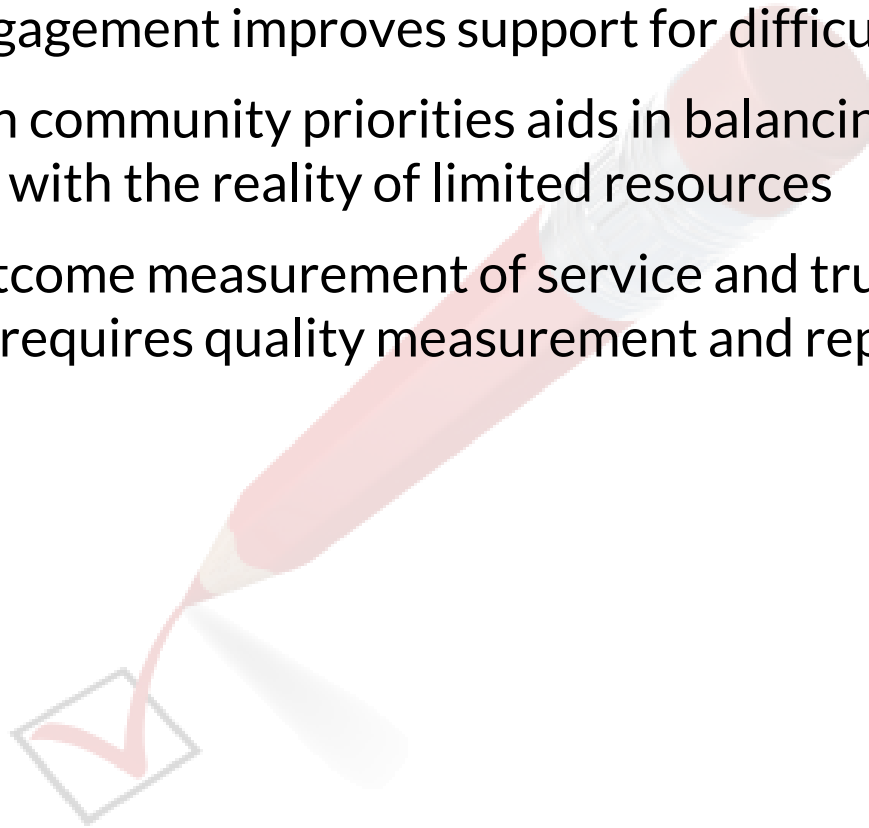


# Background on Cobalt Community Research

- 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

# Measuring where you are: Why Research Matters

- Understanding community values and priorities helps you plan and communicate more effectively about City decisions
- Community engagement improves support for difficult decisions
- Reliable data on community priorities aids in balancing demands of vocal groups with the reality of limited resources
- Bottom line outcome measurement of service and trust: quality administration requires quality measurement and reporting



# Methodology

- Single mailing to 8,797 residents from City voting records
- Conducted using a single mailing in March 2022. Residents had the option to respond online with unique, random ID number or respond with a postage-paid business reply envelope.
- Valid response from approximately 2,715 residents, providing +/- 1.56 percent margin of error with a confidence level of 95%
  - **Note:** National surveys with a margin of error +/- 5% require a sample of 384 responses to reflect a population of 330,000,000

Population	Count	Gender % Female	Average Age
Mailing List	8,797	54.6%	54
Sample	2,715	53.1%	62

# Distribution of Support

## Land Preserve Expansion

1. The City of Riverview – in conjunction with Riverview Land Preserve (RLP) – has proposed a 45-acre expansion to have capacity for an additional 15 years of operation. RLP serves 16 Downriver communities (with a population of over 300,000 people – around 18 percent of Wayne County’s total population).

RLP currently contributes \$3.5 million in revenue to the City of Riverview annually, making up approximately one-fourth of the City’s general fund budget which helps to support police, fire and other public services. The \$3.5 million contribution to the general fund is equivalent to approximately 11 mills of property tax levy, which otherwise would need to be placed upon property owners tax bills to provide the current level of City services.

Do you support the expansion of the Riverview Land Preserve?

Yes       No

	Paper	Web	Total	Total
Yes	1420	327	1747	64.3%
No	710	258	968	35.7%

# Concerns About Response Validity

Results of Scrubbing Invalid Responses			
	Paper	Web	Total
Total Submitted	2192	1647	<b>3839</b>
Total Removed	62	1062*	<b>1124</b>
Total Valid	2130	585	<b>2715</b>

*\*995 from same person using automation*

# Questions