County of Ottawa

Board of Commissioners

Philip D. Kuyers
Chairperson

James C. Holtrop
Vice-Chairperson

12220 Fillmore Street, Room 310, West Olive, Michigan 49460

West Olive (616) 738-4898
Fax (616) 738-4888
Grand Haven (616) 846-8295
Grand Rapids (616) 662-3100
Website: www.miOttawa.org

September 6, 2012

To All Ottawa County Commissioners:

The Ottawa County Board of Commissioners will meet on **Tuesday, September 11, 2012 at 1:30 p.m.**, for the regular **September** meeting of the Board at the Ottawa County Fillmore Street Complex in West Olive, Michigan.

The Agenda is as follows:

1. Call to Order by the Chairperson

2. Invocation – Commissioner Visser

3. Pledge of Allegiance to the Flag

4. Roll Call

5. Presentation of Petitions and Communications

6. Public Comments and Communications from County Staff

7. Approval of Agenda

8. Actions and Reports

   A. Consent Resolutions:

   From the County Clerk

   1. Board of Commissioners Meeting Minutes
      Suggested Motion:
      To approve the Minutes of the August 28, 2012 Board of Commissioners Meeting.

   2. Payroll
      Suggested Motion:
      To authorize the payroll of September 11, 2012 in the amount of $_____.

From Administration

3. Monthly Accounts Payable for August 20, 2012 through August 31, 2012
   Suggested Motion:
   To approve the general claims in the amount of $5,464,703.72 as presented by the summary report for August 20, 2012 through August 31, 2012.

B. Action Items:

From Administration

1. Final Results of the 2012 Citizen Survey (Presentation by: Epic MRA)
   Suggested Motion:
   To receive the Final Results of the 2012 Citizen Survey.

C. Appointments: None

D. Discussion Items:

1. Closed Session to Discuss Labor Negotiations
   Suggested Motion:
   To go into closed session for the purpose of discussing labor negotiations.
   (2/3 roll call vote required)

9. Report of the County Administrator

10. General Information, Comments, and Meetings Attended

11. Public Comments

12. Adjournment

PROPOSED
PROCEEDINGS OF THE OTTAWA COUNTY
BOARD OF COMMISSIONERS

The Ottawa County Board of Commissioners met on Tuesday, August 28, 2012, at 1:30 p.m. and was called to order by the Chair.

Mr. Holtvluwer pronounced the invocation.

The Deputy Clerk led in the Pledge of Allegiance to the Flag.

Present at roll call: Messrs. Visser, Kuyers, Swartout, Mrs. Ruiter, Messrs. DeJong, Rycenga, Baumann, Disselkoen, Karsten, Holtrop, Holtvluwer. (11)

B/C 12-149 Mr. Disselkoen moved to approve the agenda of today as presented. The motion passed.

B/C 12-150 Mr. Holtrop moved to approve the following Consent Resolutions:

1. To approve the Minutes of the August 14, 2012 Board of Commissioners Meeting and the August 14, 2012 Board of Commissioners Work Session.

2. To authorize the payroll for August 28, 2012 in the amount of $575.86.

3. To approve the general claims in the amount of $3,936,685.91 as presented by the summary report for August 6, 2012 through August 17, 2012.

4. To approve the appropriation changes greater than $50,000 and those approved by the Administrator and Fiscal Services Director for $50,000 or less which changed the total appropriation from the amended budget for the month of July 2012.

The motion passed as shown by the following votes: Yeas: Messrs. DeJong, Rycenga, Baumann, Disselkoen, Holtvluwer, Visser, Holtrop, Swartout, Karsten, Mrs. Ruiter, Mr. Kuyers. (11)

B/C 12-151 Mr. Rycenga moved to approve the proposed changes to the following policies: Travel and Meal Policy, Harassment Policy, Personnel Records Policy, and Problem Solving Policy. (Second Reading). The motion passed as shown by the following votes: Yeas: Messrs. Swartout, Holtvluwer, Visser, Holtrop, Karsten, Disselkoen, Baumann, Rycenga, DeJong, Mrs. Ruiter, Mr. Kuyers. (11)

B/C 12-152 Mr. Swartout moved to approve the following Michigan Works Personnel Requests:

1. To create one (1) FTE Talent Development Associate: Prisoner Re-Entry (Group T, Paygrade 11) at a cost of $53,858.00.

2. To create three (3) FTE's Talent Development Associate: JET (Group T, Paygrade 11) at a cost of $161,574.00.

3. To create one (1) FTE Talent Development Lead: JET Program (Group T, Paygrade 12) at a cost of $57,957.00.

Funding for these positions to come from Workforce Development Funds. The motion passed as shown by the following votes: Yeas: Mr. Holtvluwer, Mrs. Ruiter, Messrs. Holtrop, Rycenga, Disselkoen, Baumann, Visser, Karsten, DeJong, Swartout, Kuyers. (11)

B/C 12-153 Mr. Swartout moved to approve the request to reclassify the position of 1.0 FTE Facilities Secretary (Group T, Paygrade 07) to a 1.0 FTE Senior Secretary – Facilities (Group T, Paygrade 08) at a cost of $2,010.00. Funding for this position to come from the County General Fund. The motion passed as shown by the following votes: Yeas: Messrs. Rycenga, DeJong, Karsten, Mrs. Ruiter, Messrs. Baumann, Visser, Swartout, Holtvluwer, Disselkoen, Holtrop, Kuyers. (11)

B/C 12-154 Mr. Swartout moved to approve the purchase of three (3) years of MERS generic service credits for $21,837.00 (total cost to be paid by employee, Richard J. Kloote).

Total Cost:	$21,837.00
Employer Cost:	$0.00
Employee Cost:	$21,837.00

The motion passed as shown by the following votes: Yeas: Messrs. Holtrop, Holtvluwer, Swartout, Baumann, Visser, Disselkoen, Mrs. Ruiter, Messrs. Rycenga, DeJong, Kuyers. (10)

Nays: Mr. Karsten. (1)

The Administrator's report was presented.

Several Commissioners commented on meetings attended and future meetings to be held.

<u>Public Comments</u>

Sheriff Gary Rosema invited the Commissioners to look at the new Ford vehicle for police use on display out front. He thanked the Board for their commitment to the Sheriff's Department and safety of their officers.

B/C 12-155 Mr. Disselkoen moved to adjourn at 1:45 p.m. subject to the call of the call. The motion passed.

DANIEL C. KRUEGER, Clerk
Of the Board of Commissioners

PHILIP KUYERS, Chairman
Of the Board of Commissioners

Action Request

Committee: Board of Commissioners
Meeting Date: 9/11/2012
Requesting Department: County Clerk
Submitted By: Misty Cunningham
Agenda Item: Payroll

SUGGESTED MOTION:
To authorize the payroll of September 11, 2012 in the amount of $_____.

SUMMARY OF REQUEST:
To pay the current payroll of the members of the Ottawa County Board of Commissioners. Pursuant to MCL 46.11, the Board of Commissioners is authorized to provide for and manage the ongoing business affairs of the County.

FINANCIAL INFORMATION:

Total Cost:	General Fund Cost:	Included in Budget:	☒ Yes	☐ No

If not included in budget, recommended funding source:

ACTION IS RELATED TO AN ACTIVITY WHICH IS:

☒ Mandated	☐ Non-Mandated	☐ New Activity

ACTION IS RELATED TO STRATEGIC PLAN:
Goal: All

Objective: All

ADMINISTRATION RECOMMENDATION:	☒ Recommended	☐ Not Recommended	☐ Without Recommendation

County Administrator: Alan G. Vanderberg

Digitally signed by Alan G. Vanderberg
DN: cn=Alan G. Vanderberg, c=US, o=County of Ottawa, ou=Administrator's Office, email=avanderberg@miottawa.org
Reason: I am approving this document
Date: 2012.09.06 11:14:13 -04'00'

Committee/Governing/Advisory Board Approval Date:

Action Request

	Committee: Board of Commissioners
	Meeting Date: 9/11/12
	Requesting Department: Fiscal Services
	Submitted By: Bob Spaman
	Agenda Item: Monthly Accounts Payable for August 20, 2012 through August 31, 2012

SUGGESTED MOTION:

To approve the general claims in the amount of $5,464,703.72 as presented by the summary report for August 20, 2012 through August 31, 2012.

SUMMARY OF REQUEST:

Approve vendor payments in accordance with the Ottawa County Purchasing Policy.

FINANCIAL INFORMATION:

Total Cost: $5,464,703.72	General Fund Cost: $5,464,703.72	Included in Budget:	☒ Yes	☐ No

If not included in budget, recommended funding source:

ACTION IS RELATED TO AN ACTIVITY WHICH IS:

☒ Mandated	☐ Non-Mandated	☐ New Activity

ACTION IS RELATED TO STRATEGIC PLAN:

Goal: 1: To Maintain and Improve the Strong Financial Position of the County.

Objective: 1: Advocate on legislative issues to maintain and improve the financial position of the County.
2: Implement processes and strategies to deal with operational budget deficits.
3: Reduce the negative impact of rising employee benefit costs on the budget.
4: Maintain or improve bond ratings.

ADMINISTRATION RECOMMENDATION:	☒ Recommended	☐ Not Recommended	☐ Without Recommendation

County Administrator: Alan G. Vanderberg

Digitally signed by Alan G. Vanderberg
DN: cn=Alan G. Vanderberg, c=US, o=County of Ottawa, ou=Administrator's Office, email=avanderberg@miottawa.org
Reason: I am approving this document
Date: 2012.09.06 11:14:40 -04'00'

Committee/Governing/Advisory Board Approval Date:

County of Ottawa

Fiscal Services Department

Robert Spaman
Fiscal Services Director

Marvin Hinga
Fiscal Services Assistant Director

12220 Fillmore Street • Room 331 • West Olive, Michigan 49460

West Olive (616) 738-4847
Fax (616) 738-4098
e-mail: rspaman@miottawa.org
mhinga@miottawa.org

To: Board of Commissioners

From: Robert Spaman, Fiscal Services Director

Subject: Accounts Payable Listing – August 20, 2012 to August 31, 2012

Date: September 4, 2012

I have reviewed the Accounts Payable Listing for August 20 through August 31, 2012. The following information will give you the detail of some of the purchases made in specific funds during this period:

Fund 6641 – Equipment Pool Fund

Fiscal Services ERP Project		
ERP Hardware	$	16,930.27
ERP Financial Project	$	31,894.65
Sheriff's Administration		
Sale of Six (6) Patrol Vehicles	$	12,600.00
Return of proceeds to local units who originally purchased the vehicles.		
2 – 350 Vans	$	49,742.00

If you have any additional questions, please feel free to contact me.

Total Checks/Automated Clearing House (ACH) 08/20/2012 through 08/31/2012

I hereby certify that to the best of my knowledge the List of Audit Claims, a summary of which is attached, constitutes all claims received and audited for payment. The List of Claims shows the name of claimant, amount of claim, check number, ACH number, check date and ACH date. The net amount of checks/ACH written during the period was $5,458,583.60. The amount of claims to be approved totals $5,464,703.72.

*Adjustments are voided checks or ACH.

Robert Spaman, Fiscal Services, Director

Date 9/4/12

We hereby certify that the Board of Commissioners has approved the claims on this 11th day of September, 2012.

Philip Kuyers, Chairperson
Board of Commissioners

Daniel Krueger, Clerk

ACCOUNTS PAYABLE CHECKS/ACH 08/20/2012 THROUGH 08/31/2012

FUND NUMBER	FUND NAME	CLAIMS TO BE APPROVED	ADJUSTMENTS*	NET CHECK/ACH TOTALS
1010	GENERAL FUND	420,471.56	(502.50)	419,969.06
1500	CEMETERY TRUST	0.00	0.00	0.00
2081	PARKS & RECREATION	23,615.69	(250.00)	23,365.69
2082	PARK 12	0.00	0.00	0.00
2160	FRIEND OF COURT	4,731.59	0.00	4,731.59
2170	9/30 JUDICIAL GRANTS	671.16	0.00	671.16
2210	HEALTH	41,514.88	(142.78)	41,372.10
2220	MENTAL HEALTH	806,823.33	0.00	806,823.33
2271	SOLID WASTE CLEAN-UP	0.00	0.00	0.00
2272	LANDFILL TIPPING FEES	1,457.40	0.00	1,457.40
2320	TRANSPORTATION SYSTEM	27,364.00	0.00	27,364.00
2420	PLANNING COMMISSION	0.00	0.00	0.00
2430	BROWNFIELD REDEVELOPMENT	0.00	0.00	0.00
2444	INFRASTRUCTURE FUND	0.00	0.00	0.00
2450	PUBLIC IMPROVEMENT	0.00	0.00	0.00
2550	HOMESTEAD PROPERTY TAX	0.00	0.00	0.00
2560	REGISTER OF DEEDS AUTOMATION FUND	2,808.63	0.00	2,808.63
2590	LIPPERT GRANT	0.00	0.00	0.00
2601	PROSECUTING ATTORNEY GRANTS	0.00	0.00	0.00
2602	WEMET	6,613.58	0.00	6,613.58
2603	WEED AND SEED	0.00	0.00	0.00
2605	COPS-AHEAD-GEORGETOWN	0.00	0.00	0.00
2606	COPS-FAST-GEORGETOWN	0.00	0.00	0.00
2608	COPS-FAST-ALLENDALE	0.00	0.00	0.00
2609	SHERIFF GRANT PROGRAMS	0.00	0.00	0.00

ACCOUNTS PAYABLE CHECKS/ACH 08/20/2012 THROUGH 08/31/2012

FUND NUMBER	FUND NAME	CLAIMS TO BE APPROVED	ADJUSTMENTS*	NET CHECK/ACH TOTALS
2610	COPS-UNIVERSAL	22,072.45	0.00	22,072.45
2640	EMT HOLLAND-PARK	0.00	0.00	0.00
2650	EMT GEORGETOWN TOWNSHIP	0.00	0.00	0.00
2661	SHERIFF ROAD PATROL	2,673.12	0.00	2,673.12
2690	LAW LIBRARY	0.00	0.00	0.00
2740	WIA-ADMIN. COST POOL	4,566.04	0.00	4,566.04
2741	WIA-YOUTH	3,637.61	0.00	3,637.61
2742	WIA-ADULT	1,670.24	0.00	1,670.24
2743	WIA-6/30 GRANT PROGRAMS	2,685.99	0.00	2,685.99
2744	WIA-12/31 GRANT PROGRAMS	390.00	0.00	390.00
2747	WIA-WORK FIRST YOUTH	0.00	0.00	0.00
2748	WIA-9/30 GRANT PROGRAMS	89,037.05	0.00	89,037.05
2749	WIA-3/31 GRANT PROGRAMS	0.00	0.00	0.00
2750	GRANT PROGRAMS-PASS THRU	0.00	0.00	0.00
2800	EMERGENCY FEEDING	834.72	0.00	834.72
2810	FEMA	0.00	0.00	0.00
2850	COMMUNITY CORRECTIONS PROG. GRANT	577.49	0.00	577.49
2870	COMMUNITY ACTION AGENCY (CAA)	20,349.92	(4,400.00)	15,949.92
2890	WEATHERIZATION	5,011.64	0.00	5,011.64
2900	DEPT OF HUMAN SERVICES	0.00	0.00	0.00
2901	DEPT OF HUMAN SERVICES	2,791.00	0.00	2,791.00
2920	CHILD CARE - PROBATE	91,784.45	0.00	91,784.45
2921	CHILD CARE - SOCIAL SERVICES	0.00	0.00	0.00
2930	SOLDIER & SAILORS RELIEF	0.00	0.00	0.00

ACCOUNTS PAYABLE CHECKS/ACH 08/20/2012 THROUGH 08/31/2012

FUND NUMBER	FUND NAME	CLAIMS TO BE APPROVED	ADJUSTMENTS*	NET CHECK/ACH TOTALS
2940	VETERANS TRUST	0.00	0.00	0.00
2941	VETERANS TRUST	6,667.65	0.00	6,667.65
2970	DB/DC CONVERSION	0.00	0.00	0.00
5160	DELINQUENT TAXES	3,174.80	0.00	3,174.80
5360	LAND BANK AUTHORITY	26.68	0.00	26.68
6360	INFORMATION TECHNOLOGY	14,172.67	0.00	14,172.67
6410	WATER & SEWER REVOLVING	0.00	0.00	0.00
6450	DUPLICATING	0.00	0.00	0.00
6550	TELECOMMUNICATIONS	10,673.93	0.00	10,673.93
6641	EQUIPMENT POOL	111,166.92	0.00	111,166.92
6770	PROTECTED SELF-FUNDED INSURANCE	0.00	0.00	0.00
6771	PROTECTED SELF-FUNDED HEALTH INS.	9,860.30	0.00	9,860.30
6772	PROTECTED SELF-FUNDED UNEMPL INS.	0.00	0.00	0.00
6775	LONG-TERM DISABILITY INSURANCE	0.00	0.00	0.00
6776	PROTECTED SELF-FUNDED DENTAL INS.	0.00	0.00	0.00
6777	PROTECTED SELF-FUNDED VISION	0.00	0.00	0.00
6782	PROTECTED SELF-FUNDED INS PROG M.H.	0.00	0.00	0.00
7010	AGENCY	3,570,625.66	(824.84)	3,569,800.82
7040	IMPREST PAYROLL	154,173.65	0.00	154,173.65
7210	LIBRARY PENAL FINE	0.00	0.00	0.00
7300	EMPLOYEE SICK PAY BANK	0.00	0.00	0.00
7360	OPEB TRUST	7.92	0.00	7.92
		$5,464,703.72	($6,120.12)	$5,458,583.60

Action Request

	Committee: Board of Commissioners
	Meeting Date: 9/11/2012
	Requesting Department: Administrator's Office
	Submitted By: Keith Van Beek
	Agenda Item: Final Results of the 2012 Citizen Survey (Presentation by: Epic MRA)

SUGGESTED MOTION:

To receive the Final Results of the 2012 Citizen Survey.

SUMMARY OF REQUEST:

The Board of Commissioners has authorized a citizens survey at a cost of $19,020.00 to be conducted every other year as a part of their effort to gather input from citizens on the services provided by the County. EPIC – MRA is a respected firm that specializes in providing these services and conducted similar surveys for the County in 2006, 2008, and 2010.

FINANCIAL INFORMATION:

Total Cost: $0.00	General Fund Cost: $0.00	Included in Budget:	☐ Yes	☒ No

If not included in budget, recommended funding source:

ACTION IS RELATED TO AN ACTIVITY WHICH IS:

☐ Mandated	☒ Non-Mandated	☐ New Activity

ACTION IS RELATED TO STRATEGIC PLAN:

Goal: All

Objective: All

ADMINISTRATION RECOMMENDATION:	☒ Recommended	☐ Not Recommended	☐ Without Recommendation

County Administrator: Alan G. Vanderberg

Digitally signed by Alan G. Vanderberg
DN: cn=Alan G. Vanderberg, c=US, o=County of Ottawa, ou=Administrator's Office, email=avanderberg@miottawa.org
Reason: I am approving this document
Date: 2012.09.06 11:15:02 -04'00'

Committee/Governing/Advisory Board Approval Date:

Ottawa County Citizen Survey
August 2012

Presented by:

EPIC ▪ MRA

EXECUTIVE SUMMARY and DEMOGRAPHIC ANALYSIS

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METHODOLOGY

EPIC ▪ MRA administered interviews with 400 registered voters residing in Ottawa County, Michigan, from July 20 - 24, 2012. Respondents were selected utilizing an interval method of randomly selecting records of published residential telephone numbers. The sample was stratified so that every area of the county is represented in the sample according to its contribution to general election turnout. Interviews were terminated if the respondent indicated that he or she had not voted in at least one of the two most recent November general elections.

In interpreting survey results, all surveys are subject to error; that is, the results of the survey may differ from those that would have been obtained if the entire populations were interviewed. This "margin of error" quantifies the degree to which random sampling will differ from a survey of the entire population, taking into account, among other things, the disposition of individuals who do not complete the interview. Put another way, the opinions of those who are not randomly selected or who decline to be interviewed, are no more or less likely to be different – within the margin of error – than the opinions of those who complete an interview and are included in the sample. The size of sampling error depends on the total number of respondents to the particular question.

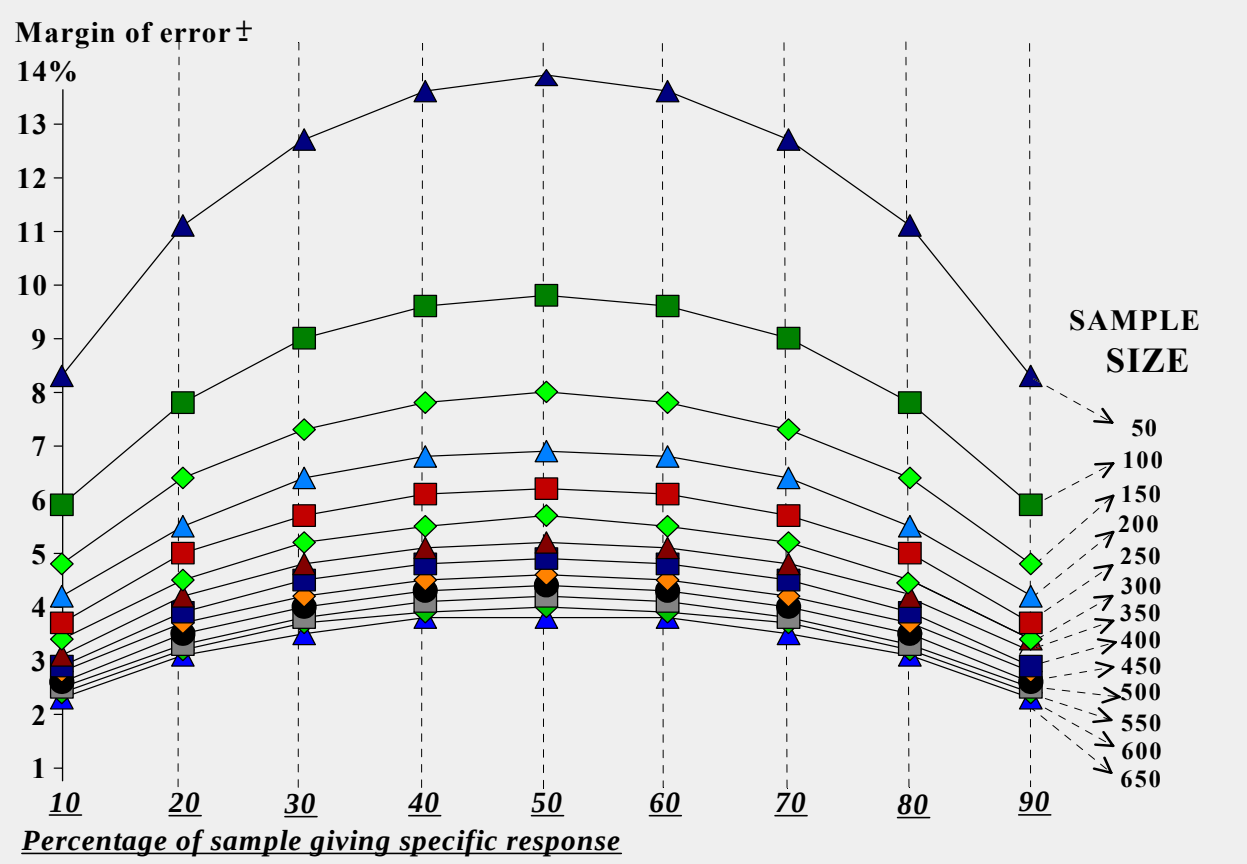
For example, 51 percent of all 400 respondents selected the statement: "In light of the current budget situation in Ottawa County, it is important to maintain existing county services and programs, even if it means having to pay higher taxes.", over a competing argument urging maintaining existing tax levels even if that meant a reduction in services (Question 24). As indicated in the chart below, this percentage would have a sampling error of plus or minus 4.9 percent. This means that with repeated sampling, it is very likely (95 times out of every 100), the percentage for the entire population would fall between 45.1 percent and 54.9 percent, hence 50 percent ±4.9 percent. The table on the next page represents the estimated sampling error for different percentage distributions of responses based on sample size.

For analysis purposes, the county geography was broken down into five regions. Where variations in responses are found among or between regions, it is noted in the textual report. A chart illustrating the jurisdictional components of each of the regions can be found in the appendix.

EPIC ▪ MRA SAMPLING ERROR BY PERCENTAGE (AT 95 IN 100 CONFIDENCE LEVEL)

Percentage of sample giving specific response

SAMPLE SIZE:	10	20	30	40	50	60	70	80	90
	% margin of error ±								
650	2.3	3.1	3.5	3.8	3.8	3.8	3.5	3.1	2.3
600	2.4	3.2	3.7	3.9	4.0	3.9	3.7	3.2	2.4
550	2.5	3.3	3.8	4.1	4.2	4.1	3.8	3.3	2.5
500	2.6	3.5	4.0	4.3	4.4	4.3	4.0	3.5	2.6
450	2.8	3.7	4.2	4.5	4.6	4.5	4.2	3.7	2.8
400	2.9	3.9	4.5	4.8	4.9	4.8	4.5	3.9	2.9
350	3.1	4.2	4.8	5.1	5.2	5.1	4.8	4.2	3.1
300	3.4	4.5	5.2	5.5	5.7	5.5	5.2	4.5	3.4
250	3.7	5.0	5.7	6.1	6.2	6.1	5.7	5.0	3.7
200	4.2	5.5	6.4	6.8	6.9	6.8	6.4	5.5	4.2
150	4.8	6.4	7.3	7.8	8.0	7.8	7.3	6.4	4.8
100	5.9	7.8	9.0	9.6	9.8	9.6	9.0	7.8	5.9
50	8.3	11.1	12.7	13.6	13.9	13.6	12.7	11.1	8.3



EXECUTIVE SUMMARY

EPIC ▪ MRA was commissioned in 2012 by the Ottawa County Board of Commissioners to measure public opinion about county government operations in a "customer satisfaction" survey in what is the fourth in a series of biennial studies begun in 2006. In addition to time series questions posed in each of the prior tests, there was interest in measuring citizen sentiment toward the dissolution of the County Road Commission and the assumption of its duties by the Board of County Commissioners. Such possible action by the county commission is made possible by state legislation enacted after the 2010 survey was conducted.

There was also an interest in testing voter support for the Ottawa County Board of Commissioners taking action to increase property taxes by one-half mill to be dedicated to county road maintenance and improvement, irrespective of whether or not the board acted to dissolve the road commission.

As noted, similar studies were conducted on behalf of the county in 2010, 2008 and in 2006, with most of the questions replicated in the 2012 survey. Throughout the following analysis, differences in outcomes between the 2012 and prior studies – particularly the most recently preceding 2010 survey – are discussed where appropriate.

-- Questionnaire Frame

An obvious starting point for gauging "customer satisfaction" is to inquire about attitudes toward county services in general and to determine if voters perceive, in a broad sense, whether or not things are going well in the county. In addition, measurements of what respondents believe is the biggest problem facing county government and questions about the perceptions of specific county agencies, departments, and programs are instructive. In order to accurately assess public opinion regarding possible tax options, it is necessary to probe attitudes regarding relative tax burden, and to investigate top-of-mind responses to general likes, dislikes, and preferences.

-- General Observations

A rebound in optimistic outlook toward pre-recession figures

Concern about the jobs and the economy not as acute

The deep economic recession beginning four years ago served to influence the data obtained in the 2008 and 2010 surveys, with respondents expressing sensitivity to taxes and a generalized dissatisfaction with governmental service delivery at levels in stark contrast to those

recorded in the pre-recession 2006 survey. In the 2012 study, a rebound in this regard is seen, with ample indications in the data to suggest the angst over economic insecurity expressed in various ways in the 2008 and 2010 surveys is beginning to wane, and Ottawa County residents are beginning to feel more optimistic. To be sure, many of the indicators from the 2012 survey suggesting residents' more optimistic outlook are not yet at the at levels recorded in 2006, but they are trending in that direction and in some cases, 2012 even sees the highest favorable results recorded in the last six years of testing.

As noted, the rationale behind the observation that citizens are adopting a more optimistic outlook is manifest in several areas of the survey, beginning with the responses to an open-ended question asking respondents to identify the "most important problem or issue" confronting local and county government. Some expression involving the economy (e.g. "jobs", "unemployment", etc.) have uniformly headed the list in each of the prior three surveys conducted and the 2012 study is no exception. However, what is notable about the 2012 survey is that 21 percent of respondents gave top-of-mind answers involving the economy and jobs compared to the 27 percent who identified this issue in 2008 and the 32 percent who did so in 2010. While still not close to the 13 percent figure posted in 2006, the 2012 data represents a drop of over one-third in the number of respondents spontaneously identifying the "economy" as the most important issue facing their county and local government.

A similar follow-up question offers respondents a roster of eight major problem and issue areas of concern to Ottawa County residents and asks the respondent to name which of them they are personally concerned about the most. Again, the area involving the economy – specifically "Providing economic development and jobs" – tops the 2012 list as it has in the past but a 10 percentage point drop is seen from the 2010 test, falling from 45 percent of all respondents selecting this item, to 35 percent; a figure far closer to the 2006 result of thirty-two percent.

Questions and responses that fall under the general rubric of "the economy" run throughout the survey and are detailed in the later section offering a question-by-question illustration of outcomes. Three of these questions, however, are important to highlight in this initial section in order to substantiate the observation that county residents harbor less anxiety about both public and personal fiscal matters than in the recent past.

Lower sensitivity to existing tax burden

The first is a question going to value for a dollar, which asks respondents to report whether they believe their taxes are "Too high", "Too low" or, "About right", in return for what they receive in the way of county services. For those responding "Too high", a follow up question is posed, asking if that would be, "Much" or, "Somewhat", too high. A level in the high 20 percent-to-low-30 percent range is the typical result in other recent surveys conducted in other jurisdictions for the overall "Too high" response rate, with fewer than half that total being of the "Much" too high variety.

In 2012, the survey reveals a total "Too high" level of 23 percent – the lowest overall total of the four surveys EPIC ▪ MRA has conducted in Ottawa County since 2006 – well below the 2010, 2008 and 2006 levels, which were 30 percent, 39 percent and 27 percent respectively. Moreover, the "Much too high" portion of that total is at seven percent, representing less than one-third of the total.

Higher importance placed on government services

Another key question asks respondents which of two statements comes closer to their view: A statement saying that:

> ". . . it is important to maintain current county service levels even if it means higher taxes";

or, a statement expressing the view that:

> ". . . taxes and fees should be kept as low as possible, even if it means a reduction in services".

In 2008 and 2010, solid majorities of respondents opted for the "keep taxes low" statement as being closer to their view and even in the pre-recession year of 2006, only a plurality of respondents – 49 percent – opted for the "maintain services" statement. The 2012 survey finds, for the first time, a majority of 51 percent of respondents opting for the "maintain services" statement, over the 43 percent selecting the "keep taxes low" sentiment.

Willingness to increase tax levy for roads

The last key indicator question involves a hypothetical ballot proposal which would ask voters to approve a 0.5 mill increase in assessment, with the revenue being dedicated to fund improvement of non-primary roads in cities, villages and townships. Respondents were asked if the election were held today, would they vote yes in favor of the proposal or, no to oppose it. The initial outcome (a tally of those immediately responding either "yes" or "no") was 47 percent "yes" to 36 percent "no". After "leaners" are factored in (a "leaner" is one who is

initially undecided but when pressed by the interviewer to indicate in which direction they would "lean" if the vote were held today, offers a yes or no response), a majority (albeit slight) of 51 percent is recorded as in the "yes" column to a total of 38 percent "no".

While the results from the 2012 survey on the millage issue are not necessarily at a level to instill great confidence in projecting a particular outcome in actual election, they do mark the first time since the 2006 survey (which posed a question involving replacement of lost state revenue sharing dollars) a millage increase question met with a majority approval. The 2008 survey posed nearly the identical road improvement millage question as in 2012, and the total "vote" results (i.e. including "leaners") were 33 percent "yes" to 47 percent "no". The 2010 survey tested a 0.1 mill increase to convert the county retirement system from a defined benefit to a defined contribution program, as well as testing a 0.1 mill increase to be dedicated to fund a purchase of development rights program; both were rejected by the respondents in 2010 by margins of 51 percent oppose versus 49 percent favor in the case of the pension system question and, 50 percent no to 42 percent yes, in the case of the purchase of development rights question.

Taken together, the results from the foregoing questions, which either directly or tangentially touched upon on respondents' personal financial interests, clearly indicate a rebound to the sunnier outlook recorded in 2006 and away from the relative pessimism exhibited in the two subsequent surveys conducted during the deepest portions of the recession years of 2008 and 2010. The results to the questions pertaining to economic interests are not the end of the story, however. There are other measurements tracked over time which also serve to corroborate the observation that Ottawa County residents are more content with their county government today than they have been in the not-too-distant past.

Greater benefit of the doubt given to governmental entities

"Right direction/Wrong track"

The responses to individual questions asking if the state, county, and the respondents' local unit (i.e. city, township, village) are heading in the "right direction" or pretty much off on the "wrong track", are also instructive. The traditional order of highest-to-lowest "right direction" responses is: local unit, followed by the county, with state government having the lowest "right direction" percentages. This rank ordering continues with the 2012 results but with all of the specific governmental entities tested enjoying significantly higher "right direction" percentages over 2010 survey levels – a finding particularly striking in the case of state

government and, to a somewhat lesser but still impressive degree, for Ottawa County government.

"Positive/Negative" ratings

Similar tests asking respondents to issue either a "Positive" or "Negative" rating (which are further subdivided into Excellent/Pretty good vs. Only fair/Poor, respectively) for both their local governmental unit and for the county as a whole reflect an increase in the "Positive" portion from their 2008 and 2010 levels. In addition, the intensity of the "Positive" rating – as measured by the percentage denominating their answer as being "Excellent" increased in 2012 and conversely, the proportion of the "Negative" rating denominated as "Poor", decreased from the measurements taken in the prior two surveys.

This "Positive/Negative" rating test was also applied to the specific issue of how well respondents believed Ottawa County was doing in managing its finances. The 2012 results reveal the highest "Positive" rating of the four surveys conducted to date, with 62 percent of respondents offering a positive rating (12% "Excellent"), up nine points from the 2008 low mark of 53 percent and outpacing the 2006 level by two percentage points.

Seemingly conflicting results concerning "Roads"

Why "Positive/Negative" for [County/Local]

Following the positive/negative rating questions about overall performance for both the local unit of government and the county as a whole, an open-ended question is asked as to why the respondent offered the rating that they did. In the case of the local unit (i.e. city, twp., village) "Roads" appear as the fifth most cited reason among those offering a negative rating for their local unit and the sixth most often cited reason for why the respondent issued a positive rating for the local unit. Similarly, "Roads" together with "Road Commission" and "Snow removal", hold first place – by a wide margin – as the most mentioned reason for offering either the positive or the negative rating. Clearly, what constitutes good service in this area varies widely in the minds of the respective "Positive" and "Negative" camps, although the reader is reminded that fewer than one-in-five respondents offered a negative rating for their local unit and only 14 percent did so in regard to the county. Still, other data suggests the issue of roads as being something to which county residents pay some attention.

The "best service", "needs improvement" and "what to cut" results

In two follow up open-ended questions, respondents are asked to identify a specific service the county does the best job at providing, as well as a question asking them to cite the county service in most need of improvement. In both instances "Road Commission" together

with "Snow removal" topped the list by fairly wide margins. A little later in the survey, respondents are asked to name which service to cut in the event a future budget shortfall required such action. In this instance, "Road Commission" was cited by only four percent of respondents, trailing the more frequently cited responses of, "Parks & Recreation" (17%), "Staff salary & benefits" (9%), and, "Nothing" (6%). Taken together, the results suggest a citizenry appreciative of the county's efforts at maintaining its road system, while still recognizing the need for improvement. This observation is corroborated by the results to more pointed questions on the issue.

Sentiment toward more funding for roads under the status quo

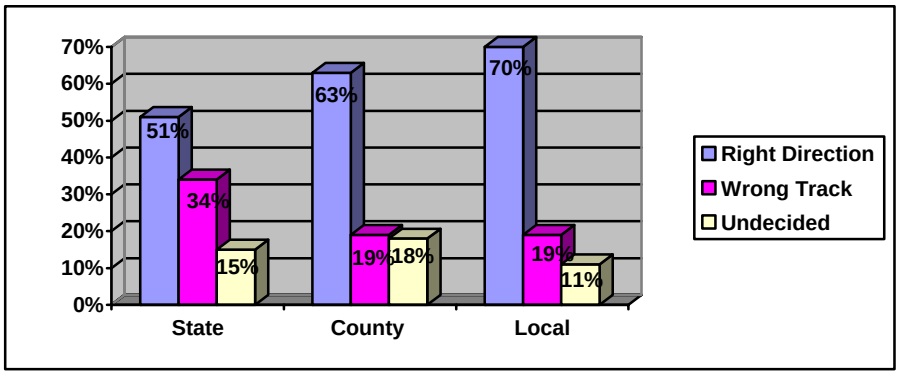
As noted earlier, the 2012 survey marked the first time a majority of respondents indicated approval for an increase in assessment for a dedicated purpose. In this instance, a total of 53 percent reported they would "vote" yes on a .05 mill increase for the purpose of improving county roads. Prior to posing this question, however, respondents were asked if they would support action by the county commission to dissolve the road commission and directly assume its functions. In an initial asking of support or opposition to the notion, respondents were given background information about the current manner of appointing road commission members and apprised of legislation which would allow the commission to dissolve the commission in favor of taking on direct responsibility for servicing county roads. Respondents were then asked if they would approve or disapprove of such action on the part of the county commission.

In this initial asking of the question, a solid 53 percent to 38 percent majority of respondents voiced their opposition to such a proposal, with well over half the opponents (37%) indicating their opposition "strongly". A follow-up re-vote question on the issue was asked after respondents were presented with arguments both for and against the idea. The presentation of arguments only served to solidify opposition to the dissolution of the road commission, with 55 percent of respondents voicing opposition.

QUESTION-BY-QUESTION RESULTS

-- Right Direction or Wrong Track? – (Q's 03-05.)

In a question that is commonly used in national and statewide polls, this survey measured county residents' sentiment regarding their state, their county, and their local jurisdiction by asking: "Overall, do you think that *[jurisdiction name]* is headed in the right direction, or, do you think that things are pretty seriously off on the wrong track?" The chart below illustrates the results:



In the 2010 survey, the state posted a dismal 12 percent rating, making the 2012 "right track" level of 51 percent a very remarkable improvement. While not as dramatic as the movement in the state numbers, the level of "right direction" responses for the county and the local unit also improved, from the 2010 levels of 52 percent for the county and 67 percent for the local unit.

Subgroups reporting "wrong track" for the county in proportions greater than the norm of 9% included:

57% Local "wrong track"
45% Local "negative" rating
37% Michigan "wrong track"
36% County "negative" rating
30% Roads, highest prompted concern
28% Age 18-49 w/o college
27% County finances "negative" rating
Taxes "too high"
24% H.S. or less education

-- County's Strategic Goals – (Q's 06-09.)

In a battery of questions that were first posed in 2008, respondents were informed that the Board of Commissioners had a strategic plan that included four major goals. These goals were recited to the respondents who were then asked to indicate if they believed the individual goal was a "Top priority", "Important but not a top priority", "Slightly important" or, "Not important

at all". As evidenced by the relative positioning of the several goals in the table below, each goal is viewed by county residents as being at least "Important". Clearly, however, maintenance of the county's strong financial position is viewed by county residents as the goal of highest importance. The ability of the Board to demonstrate that it continues to pursue this goal will be key in maintaining the generally high ratings it currently enjoys.

The table below shows the results for 2012, 2010 and 2008 on these stated goals:

Ranked by 2012 "TOTAL IMPORTANT"	**Top Prior**	**TOT Impor**	**Slight Impor**	**Not Impor**	**DK/ Undec**
To maintain and improve the strong financial position of the county	45%	***90%***	7%	2%	1%
Ranking in 2010 - 1	48%	***91%***	6%	1%	2%
Ranking in 2008 – 1	60%	***94%***	*3%*	1%	2%
To contribute to a healthy physical, economic, and community environment	39%	***86%***	11%	2%	1%
Ranking in 2010 – 2	35%	***82%***	13%	2%	3%
Ranking in 2008 – 2	54%	***87%***	8%	2%	3%
To maintain and enhance communication with citizens, employees, and other stakeholders	31%	***81%***	16%	3%	---
Ranking in 2010 – 4	29%	***79%***	16%	4%	1%
Ranking in 2008 – 3	45%	***87%***	10%	1%	2%
To continually improve the county's organization and services	33%	***76%***	18%	4%	2%
Ranking in 2010 – 3	27%	***82%***	14%	3%	1%
Ranking in 2008 – 4	48%	***85%***	10%	3%	2%

With the proportions so high for importance on each of the goals across three consecutive surveys, subset analysis would not be instructive.

-- Biggest "Top of Mind" Problem – (Q 10.)

Respondents were next asked in an open-ended question to identify the single biggest problem facing the residents of their community that their local or county government must address. In all, the relative positions of the top concerns of, "unemployment", "roads" and, "Wasteful spending/Taxes" have not changed from the recession-year surveys of 2008 and 2010, although in keeping with other findings, the intensity of feeling for the top few concerns has decreased considerably. The following graphic illustrates the relative positions of these top-of-

mind concerns over the years, as well as the respective proportions of respondents citing the concern in question:

2008	2010	**2012**	
27% Unemployment	32% Unemployment	**21%**	Unemployment
9% Economy	10% Roads	**9%**	Roads
8% Taxes	8% Taxes	**6%**	Wasteful Spending
7% Roads	5% Education cuts	**5%**	High Taxes
6% Nothing	5% Econ development	**4%**	Education Funding
5% Housing crisis	4% Govt. spending	**4%**	Lack Economic Development
3% Education	3% Communication	**4%**	Nothing
14% Undec	11% Undec	**14%**	Other (***N=1 each***)/Undec/Ref

2012 Subgroups reporting "unemployment" in proportions greater than the norm of 21% included:

35% Economy/Jobs top prompted concern
34% Half-time local election voters
32% Under $25K hh income
29% Crime top prompted concern
28% Age 50-55
27% Region "wrong track"
Taxes "too high"
26% Women w/college education
25% Support dissolution of road commission
Women age 50+
24% H.S. or less education

2012 Subgroups reporting "roads" in proportions greater than the norm of 9% included:

28% Roads top prompted concern
16% Region 5
Half-time local election voters
Lifetime residents
H.S. or less education
Under $25K hh income
$25K to $50K hh income
13% Seldom/Never local election voters
Rural residents
12% Taxes "too high"
Men w/o college education

-- Biggest "Prompted" Problem - (Q 11.)

In a test similar to the top-of-mind "Biggest problem" question, respondents were read a list of ten ". . . problems and issues residents of Ottawa County say they are concerned about." They were then asked to identify the single biggest issue that personally concerned them the

most. The top issue concern, as it has been over the prior three surveys, was "Providing economic development and jobs", being selected by 35 percent of the 2012 respondents. However, in keeping with other data from the survey indicating a lessening of anxiety over economic concerns, the proportion of respondents selecting this item dropped by ten percentage points from its all-time high of 45 percent recorded in 2010.

Cited as the second greatest concern, was, "Improving the quality of area schools", which was selected by 16 percent of respondents. This issue increased in importance by three percentage points from the 2010 results, and by ten percentage points from the 2008 test. "Protecting the public from crime and drugs", Keeping local taxes and fees low", and, "Maintaining and improving area roads" rounded out the top issue areas for the 2012 respondents as they have in all prior tests. The following chart illustrates the distribution of the responses over time:

2006	2008	2010	**2012**	
32%	37%	45%	**35%**	Providing economic development and jobs
11%	5%	5%	**---**	*Controlling unplanned development and sprawl*
10%	6%	13%	**16%**	Improving the quality of area schools
5%	14%	6%	**13%**	Protecting the public from crime and drugs
10%	9%	12%	**12%**	Keeping local taxes and fees low
8%	4%	3%	**---**	*Preserving prime farmland and open space*
5%	7%	8%	**11%**	Maintaining and improving area roads
3%	3%	1%	**2%**	Undecided/Refused

2012 Subgroups reporting "economy & jobs" in proportions greater than the norm of 35% included:

52%	*Women age 18-49*
48%	*Half-time voters in local elections*
47%	*Over $100K hh income*
45%	*Age 18-40*
	Under $25K hh income
44%	*Undecided about county road millage*
43%	*Undecided about the direction of local govt.*
42%	*Undecided about county handling of finances*
	1-10 year residents
	School age children at home
	Age 18-49 w/o college education
41%	*Region 3 residents*
	Undecided about dissolving the road commission
39%	*Women*
	Age 41-49 & 50-55

2012 Subgroups reporting "crime" in proportions greater than the norm of 13% included:

19% Undecided about dissolving the road commission
18% Age 50-55
17% Lifetime residents
Women age 50+
Age 50+ w/college education

2012 Subgroups reporting "taxes" in proportions greater than the norm of 13% included:

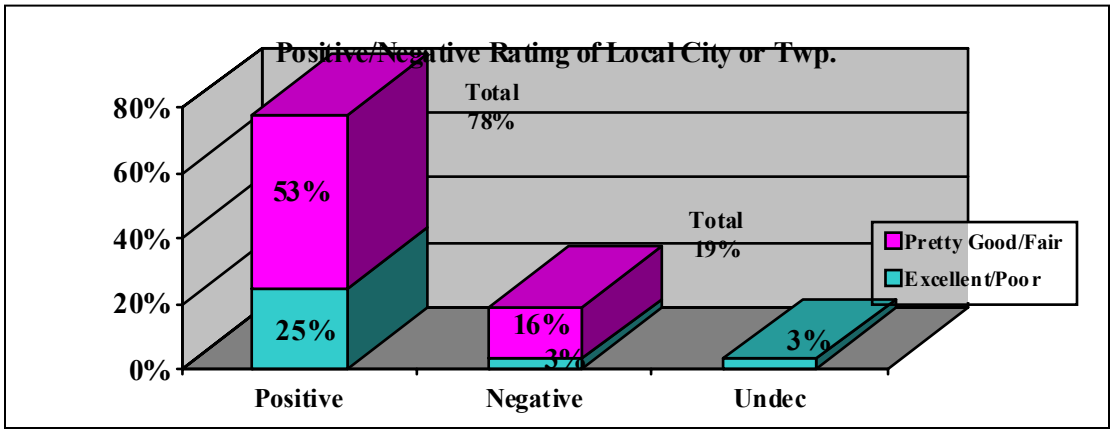
27% Region 5 residents
26% Taxes "too high"
23% Keep taxes low and cut services
22% Negative rating on county handling of finances
No on county road millage
21% Negative rating on county services
20% Post H.S. education
Men w/o college education
19% Region 2 residents
$25K-$50K hh income
18% Over 25 year residents
Rural residents
Men age 50+
16% Men

2012 Subgroups reporting "roads" in proportions greater than the norm of 12% included:

22% Negative rating for county services
20% Negative rating for local services
19% Ottawa Co. "wrong track"
Negative rating on county handling of finances
18% Lifetime residents
Men w/o college education
17% Men age 18-49
16% Region 5 residents
$75K-$100Khh income
15% Men

-- Rate your Local (City/Township/Village) Government - (Q 12.)

In 2010, a 75 percent majority offered a "Positive" rating for the job being done by their local city or township government. This rating increased slightly (by three percentage points) in the 2012 test but it is noteworthy that the "excellent" portion of the rating – at 25 percent – is significantly higher than it ever has been in the past. As might be expected, the "Negative" rating dropped by four percentage points from its 2010 level, also with a lower "poor" portion.



2012 Subgroups reporting "negative" in proportions greater than the norm of 19% included:

50% Local unit "wrong track"
47% Negative rating for county services
46% County "wrong track"
37% Negative rating for local services
33% Roads top prompted concern
32% Taxes "too high"
Under $25K hh income
30% Men w/o college education
Age 18-49 w/o college education
28% Women w/o college education
27% Michigan "wrong track"
No on county road millage
Age 50+ w/o college education
26% Region 4 residents
H.S. or less education
24% Region 2 residents
Over 25 year residents

-- Reasons for the rating - (Q's 13, 14.)

As a follow up to the Positive/Negative rating question, respondents were asked to give their reason for issuing the rating that they did. It is important to remember, however, that at 19 percent total "Negative" rating, the responses for the reasons for that rating came from a total of 75 individuals. The following illustrates the top several reasons why respondents offered the respective ratings:

2012 Reasons for "Positive" rating for local government delivery of services

- *17% - No complaints*
- *10% - Good job in general*
- *8% - Fiscally responsible*
- *6% - Communication*
- *5% - Amount of services provided*

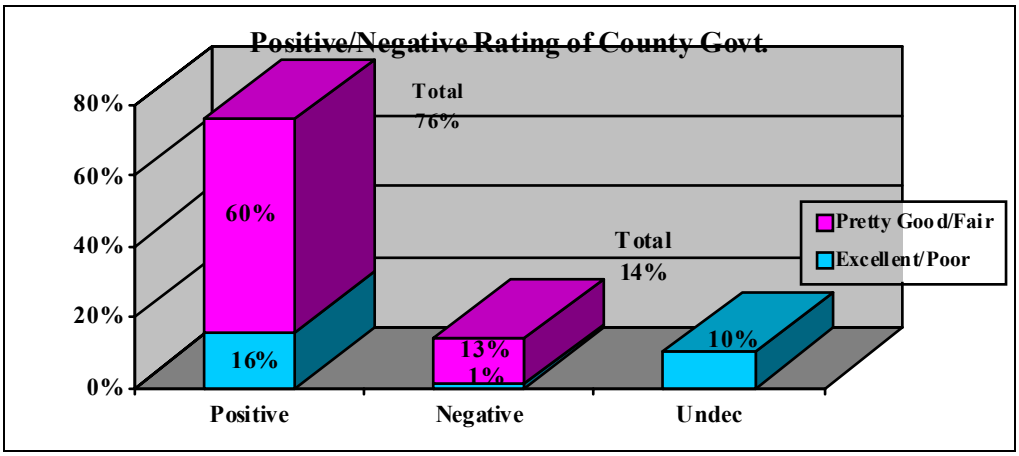
2012 Reasons for "Negative" rating for local government delivery of services

- *16% - Poor economic development*
- *13% - Wasteful spending*
- *12% - Poor communication*
- *11% - Could improve generally*
- *8% - Poor roads*
- *7% - High taxes*

-- Rate your County Government - (Q 15.)

In the case of respondents' rating of their local unit of government, the 2012 survey showed a mild increase in "Positive" rating over the 2010 numbers along with a concomitant decrease in the "Negative" rating. Additionally, there was an increase in the intensity of positive sentiment as measured by the portion reporting "excellent" along with a decrease in the negative intensity as reflected in the proportion of respondents reporting "poor" as their feeling about the delivery of local unit services. The same result is exhibited in the assessment of how well county government is doing in delivering basic services.

The 2012 positive figure shows a slight increase of three percentage points over the 2010 test on the same issue, as well as a fairly significant increase of six percentage points (from 10 percent to 16 percent) in that portion of the positive rating denominated, "excellent". While the "positive" rating for 2012 does not quite reach the 2006 high mark recorded in 2006, the total "negative" rating is nearly identical to 2006 in both its total figure and the "poor" portion of the same. The graph below illustrates the results for 2012:



-- Reasons for the County Rating - (Q's 16, 17.)

Again, as a follow up to the Positive/Negative rating of how well the county is doing in providing basic services, respondents were asked to give their reason for issuing the rating that they did. The reader is also reminded again that at 14 percent total "Negative" rating, the responses for the reasons for that rating came from a total of 58 individuals. The following illustrates the top several reasons why respondents offered the respective ratings:

2012 Reasons for "Positive" rating for county government delivery of services

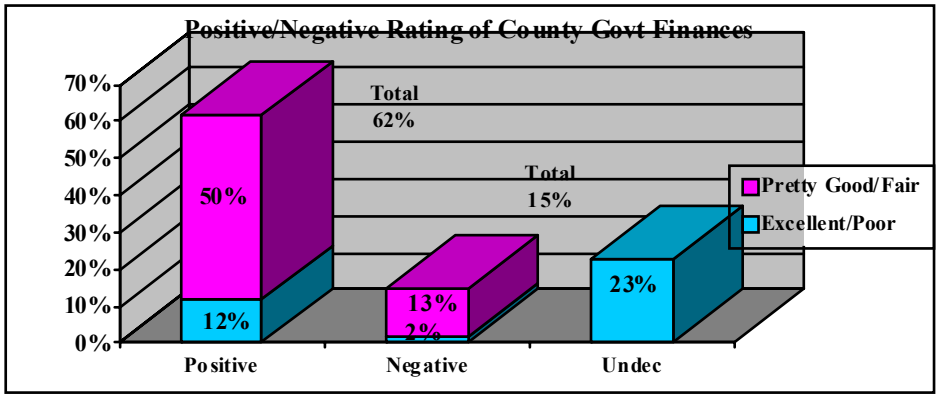
- *14% - No complaints*
- *12% - Roads*
- *7% - Good job in general*
- *6% - Fiscally responsible*
- *6% - Parks & Recreation*
- *6% - Police Service*
- *6% - Snow removal*

2012 Reasons for "Negative" rating for county government delivery of services

- *29% - Poor roads*
- *9% - High taxes*
- *9% - Wasteful spending*
- *7% - Poor communication*
- *7% - Service cuts*
- *5% - Could improve in general*
- *5% - Snow removal*

-- Rate the County's Handling of Finances - (Q 18.)

Respondents were also asked to offer a "Positive" or "Negative" rating for the job Ottawa County does in managing county finances. The 2012 reveals the highest "positive" figure recorded to date, improving by seven percentage points over the 2010 measurement and surpassing the previous high of 60 percent recorded in 2006. Moreover, the "excellent" portion of this rating increased by half over the 2010 figure, and exhibits the lowest "poor" portion of the "negative" assessment of the four surveys so-far conducted over the years.

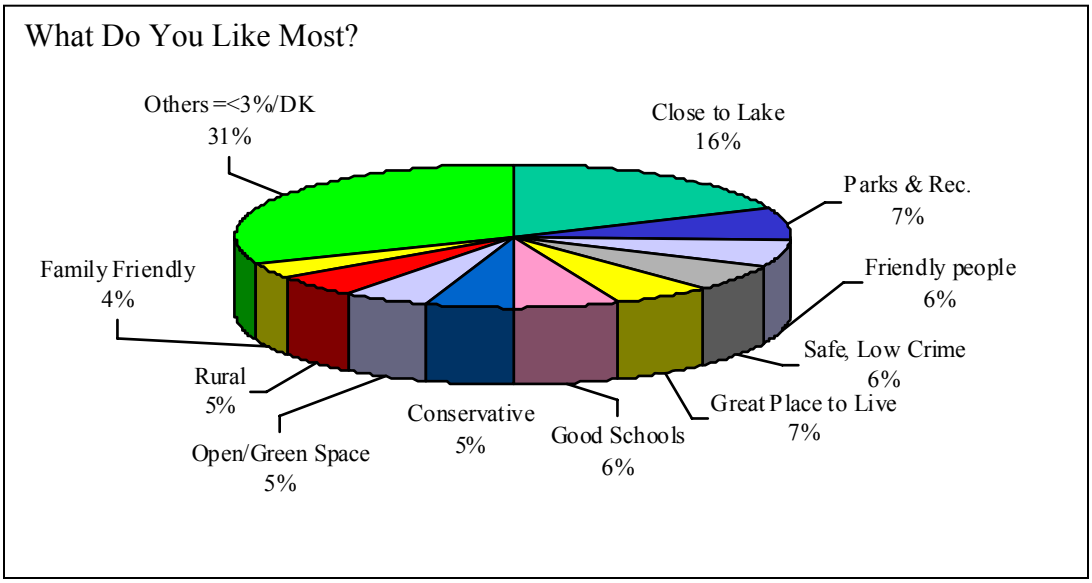


2012 Subgroups reporting "negative" in proportions greater than the norm of 15% included:

40% *Negative rating for Ottawa Co.*
37% *Taxes "too high"*
29% *Negative rating for local unit*
26% *Taxes highest prompted concern*
24% *Roads highest prompted concern*
Local unit "wrong track"
H.S. or less education
23% *Ottawa Co. "wrong track"*
No on county road millage
22% *Undecided local unit direction*
Age 56-64
Age 50+ w/o college education
21% *Region 4 residents*
Keep taxes low – cut services
20% *Undecided on Michigan direction*
Rural residents
Men w/o college education
Women w/o college education

-- What is liked the most about living in Ottawa County - (Q 19.)

In an open-ended question, respondents were asked what they liked the most about living in Ottawa County. Unlike most other open-ended questions, "Undecided" represented only two percent of all responses, which is much lower than the 8 percent registered in 2008. The pie chart below, illustrates the major categories of responses in 2012.



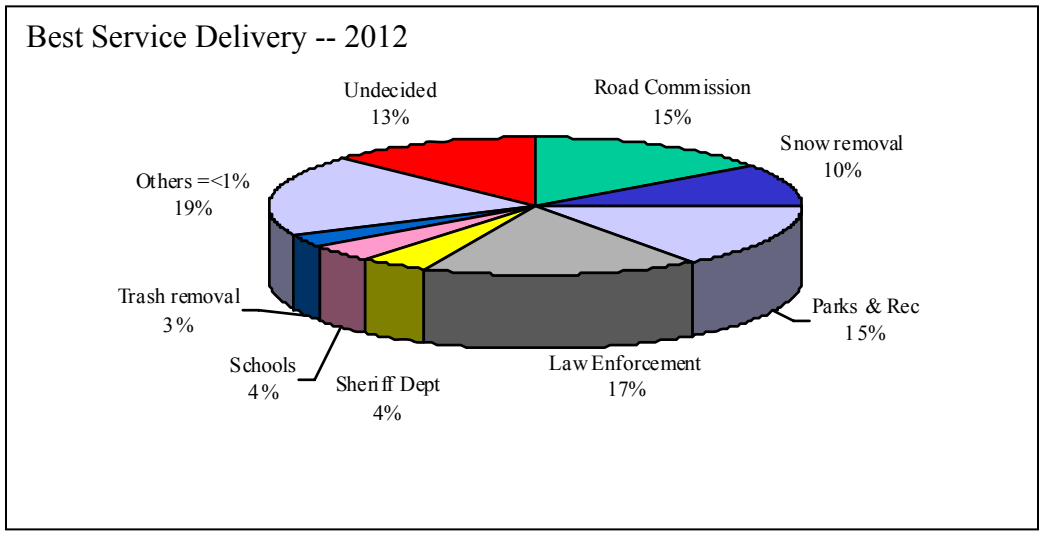
It is worth noting that, "Close to the Lake" has topped the list in all four of the surveys in the past six years, with the other categories listed in the pie chart appearing more-or-less in the same proportions.

-- Ottawa County does the best job at providing . . . ? - (Q 20.)

Respondents were next asked to name which specific county service they believed the county does the best job in delivering. As in past surveys, a handful of county departments and services (and some not the responsibility of county government) combined to consume the lion's share of responses. Interestingly, the number of those who were "Undecided" dropped to an all-time low of 13 percent – well below the next lowest recorded level of 23 percent obtained in 2010, which itself was well-below levels recorded in the prior two studies. It is noted that each survey shows fewer people who are unable to name a service that they feel the County does the best job providing, suggesting that – for whatever reason – citizens are becoming increasingly aware of the activities of their county government.

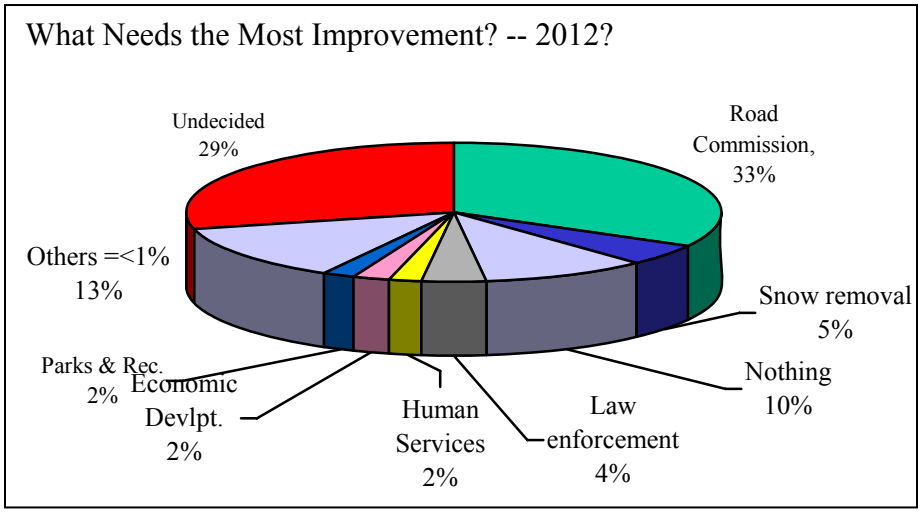
Topping the list of individual responses in 2012 is "Law enforcement" at 17 percent. However, if "Road Commission" (15%) and "Snow Removal" (10%) are viewed as a single

response dealing with roads, then a full quarter of responses end up in this category – making it the highest, slightly ahead of a combined 22 percent for "Law enforcement" (17%), Sheriff's Dept. (4%) and, "County jail" (1%). The chart on the next page shows the distribution of services with the percentages citing each service:



-- What County Service Needs the Most Improvement? - (Q 21.)

As has been the case in all four surveys, 2012 finds "Road Commission" topping the list of county service areas respondents report as being most in need of improvement, at thirty-three percent. If combined with the top-of-mind response of "Snow removal", the level of specific cited areas dealing with roads reaches thirty-eight percent. With nearly three-in-ten respondents (29%) unable to identify a single specific service area in need of improvement, roads and "undecided" combine to form over two-thirds of all responses. The chart below illustrates the distribution of major response categories:

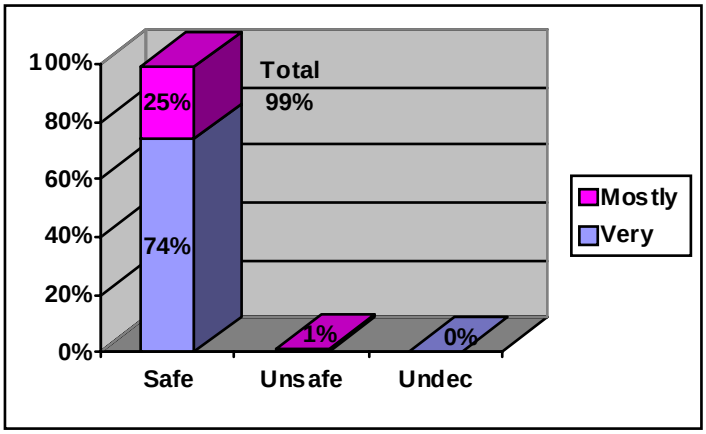


2012 Subgroups reporting "Road Commission" in proportions greater than the norm of 33% included:

52% Negative rating for County services
43% Roads greatest prompted concern
Men w/o college education
Age 50+ w/o college education
42% Taxes greatest prompted concern
41% Negative rating for County handling of finances
Age 50-55
H.S. education or less
40% Taxes "too high"
39% Undecided about local unit direction
Low taxes by cutting services
38% Undecided about Michigan direction
Post H.S. education
$25K-$50K hh income
37% All the time voters in local elections

-- Perception of Personal Safety - (Q 22.)

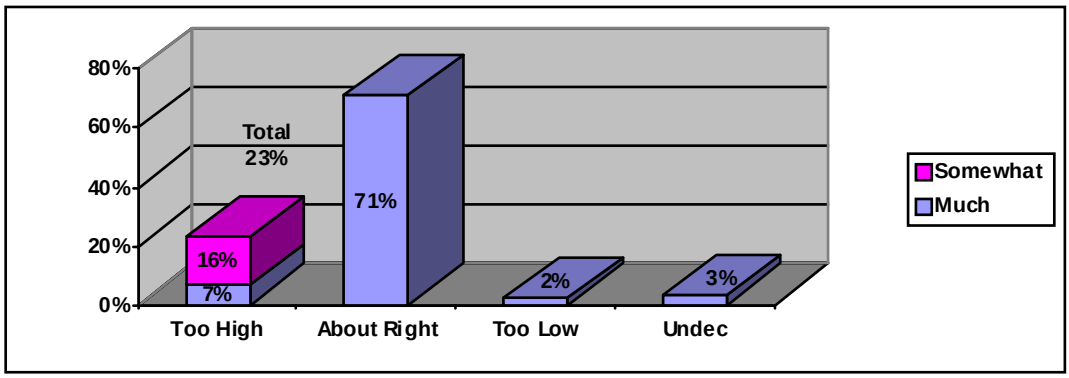
In a new question for 2008, repeated in 2010 and continued in 2010, respondents were asked, "How safe do you feel in your neighborhood?". Mirroring results from the prior two studies, virtually all respondents reported that they felt safe where they lived. It is noted that a top-of-mind response of, "safe", "safety" and "friendly people" are all mentioned specifically in response to Q 19 which asks respondents to identify what it is they most like about living in Ottawa County. The chart below illustrates the 2012 results:



-- Perception of tax burden - (Q 23.)

A good indicator of a population's attitude toward a governmental entity lies in whether or not they believe they are receiving value in the form of services in exchange for what is paid in property taxes. This measurement also happens to be a fairly good harbinger of the chances for passing a ballot proposal to raise property taxes. In a question included in nearly all surveys of this type conducted by EPIC ▪ MRA, respondents were asked if county property taxes and other fees were "Too high, Too low, or About right", given the amount and quality of county

government services they receive in return. If respondents said "Too high", a follow-up question asked them if the taxes are "Much" or "Somewhat" too high. The results were as follows:



The "Too high" figure for 2012 shown above are the lowest recorded in all of the four surveys conducted for Ottawa County, both for the total of too high, as well as the intensity measurement of "Much" too high. This result is seven percentage points lower than that recorded in 2010, 16 points lower than the 2008 measurement and four percentage points lower than the previous low recorded in 2006.

As an overall figure, a 23 percent "Too high" response harkens back to an earlier era when results for this question in the low-to-mid 20 percent range were the norm in cities, counties and school districts across the state, rather than the exception. While this result from the 2012 Ottawa County survey is notable for its dramatic reversal from prior measurements – particularly from the 2008 result – it is in keeping with a trend noticed in other recent similar surveys. This trend, first noticed beginning in 2010, is likely attributable to the growing percentage of the electorate in Michigan and in many local communities reporting that they and/or their families have felt the impact of state and local budget cuts in the form of lost services and important programs. In response, voters statewide, as well as in many political subdivisions, are indicating that they are more receptive to higher taxes and fees as a solution to budget deficits in general and particularly for specific dedicated uses.

2012 Subgroups reporting "Too high" in proportions greater than the norm of 23% included:

58% Negative rating for County handling of finances
48% Taxes greatest prompted concern
47% Negative rating for Ottawa Co.
39% Negative rating for local unit
38% Keep taxes low by cutting services
No on road millage
Men w/o college education

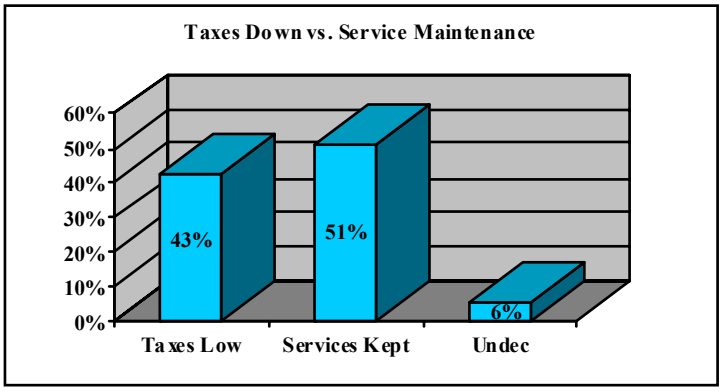
37% *H.S. or less education*
Age 18-49 w/o college education
34% *Ottawa Co. "wrong track"*
Local unit "wrong track"
30% *Women w/o college education*
29% *Post H.S. education*
Under $25K hh income
28% *Support dissolution of Road Comm.*
Age 50-55
27% *Region 2 residents*
Region 5 residents
Men age 18-49

-- Taxes vs. Service Levels - (Q 24.)

Another indicator of the environment in which governments must discharge their obligations, is the answer to a hypothetical question pitting maintenance of current services against an increase in taxes. Respondents were presented with two statements which offered two possible approaches by county government if faced with a budget shortfall, and were asked to select which of the two came closest to their view:

- "Keep taxes and fees as low as possible – even if this means a cut in services"; or,
- "Maintain existing services – even if this means a tax increase."

For the first time in four surveys, a majority of respondents opted for the "Maintain services" statement by a margin of 51 percent to 43 percent, with six percent undecided. This result represents a dramatic double digit reversal of the 2010 numbers when a 58 percent solid majority said that they would opt for the "Keep taxes and fees low," with 38 percent selecting the "Maintain existing services" statement as coming closer to their view.



2012 Subgroups selecting "Keep taxes low" in proportions greater than the norm of 43% included:

78% *Taxes greatest prompted concern*
71% *Taxes "too high"*
61% *Negative rating for County handling of finances*
No on County road millage
57% *Region 4 residents*

	H.S. education or less
55%	*Men w/o college education*
53%	*Michigan "right direction"*
	Support dissolution of Road Comm.
52%	*Negative rating for local unit*
	Men age 18-49
51%	*Age 50-55*
50%	*Age 41-49*
	Age 18-49 w/o college education
	Age 50+ w/o college education
49%	*Most-of-the-time voters in local elections*
	Over 25 year residents
48%	*Men*
	Negative rating for County
	Rural residents
	$25K-$50K hh income

-- Contact With a County Department - (Q's 25-27.)

In another question that was instituted at the outset of the Ottawa County studies in 2006, respondents are asked if they or anyone else in their household has contacted a county office or department. The 2012 results to this question continue the trend of decreasing affirmative answers to this question, with fewer than three-in-ten respondents (29%) indicating such contact from their household. The following chart illustrates the results over time:

2006	2008	2010	**2012**	
28%	21%	20%	**23%**	Yes, respondent
7%	8%	3%	**4%**	Yes, someone else
2%	3%	7%	**2%**	Yes, more than one
37%	***32%***	***30%***	***29%***	***TOTAL CONTACTED***
61%	63%	69%	**71%**	No one contacted an office or department of Ottawa County
6%	5%	1%	**---**	Undecided/Refused

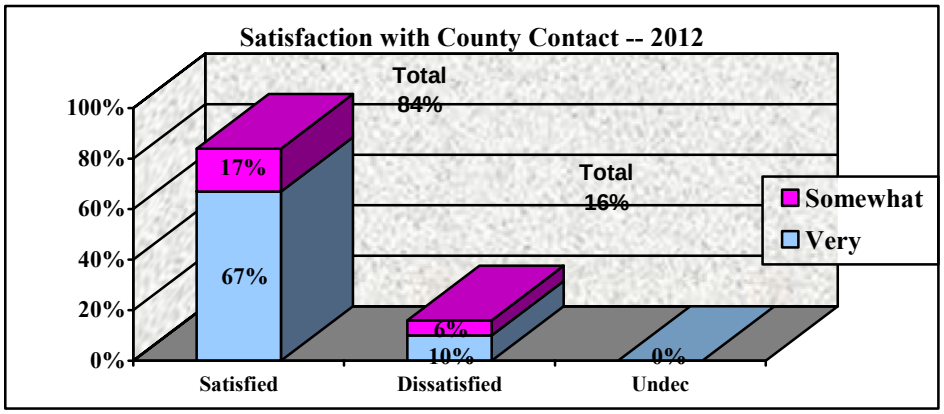
Among those who responded "Yes," that they or someone else in their household had contacted a county office, the most frequently cited agencies reported as having been contacted in 2012 were the Sheriff's Dept. (37%), Road Commission (11%). Dept. of Human Services and Health Dept. (each at 6%). There were 22 other specifically mention agencies and departments cited by four percent or fewer of respondents.

Nearly all of these respondents reported they either called the named department on the phone (75%), or paid a personal visit (20%). The remaining five percent either wrote a letter or sent an e-mail.

-- Satisfaction With Job Performance - (Q 28.)

The overwhelming majority of the residents who said their household contacted a county office indicated that they were satisfied with the response they received. The total overall satisfaction numbers were higher in 2010 than in either the 2008 or 2006 surveys, and that trend holds true in the 2012 survey, with an 84 percent majority reporting satisfaction with the response (67% "Very" satisfied), while 16 percent were dissatisfied. The table below shows the specific 2010, 2008 and 2006 results, and the chart illustrates the 2012 findings.

2006	2008	2010	
55%	59%	60%	Very satisfied
25%	19%	23%	Somewhat satisfied
80%	***78%***	***83%***	***TOTAL SATISFIED***
19%	***19%***	***16%***	***TOTAL DISSATISFIED***
8%	11%	7%	Somewhat dissatisfied
11%	8%	9%	Very dissatisfied
1%	3%	1%	Undecided/Refused



-- More, Enough, or Too Much? - (Q's 29-42.)

After the rating offered for the services provided when residents contacted the county, respondents were asked to give their opinion as to whether or not the county is currently doing – "Enough", "Too Much", or if "More" needed to be done – in fourteen separate service delivery areas. In an effort to measure the level to which there is a belief that more needs to be done, respondents answering "More" were asked if they meant that "Much More" or "Somewhat More" was necessary to address their concern.

As an indication of the effectiveness of the delivery of services – as well as signaling a tempering of angst over the economy seen elsewhere in the 2012 survey – only one area, "Providing effective economic development programs to attract business and industry", passed

the 40 percent mark. While this named program area still lead all other service and program areas for which respondents reported "More" needed to be done (it has been 1st or 2nd in all prior tests), the overall level is relatively low as is the intensity of the sentiment as measured by the proportion of respondents indicating "Much more" was needed.

Moreover, where all three of the prior survey years saw at least one other service or program area receiving proportions of responses in excess of 40 percent for "More", the next highest service and/or program area received a total "More" score of 27 percent, and nine of the fourteen areas tested receiving less than 20 percent "More" responses.

The following table offers a highest-to-lowest ranking on the total "More needed" scores for 2012, with comparisons of the ranking and respective scores for prior years:

	2012 SORTED HIGHEST TO LOWEST BY TOTAL "MORE"	Much More	TOTAL More	Enough	Too Much	Undec/ DK
_32. #1	Providing effective economic development programs to attract business and industry	14%	***41%***	46%	2%	11%
	Ranking in 2010 - 1	19%	***50%***	35%	3%	12%
	Ranking in 2008 - 2	14%	***42%***	35%	2%	21%
	Ranking in 2006 - 2	18%	***51%***	31%	2%	16%
_41. #2	Keeping county residents informed about county programs and services	14%	***27%***	55%	2%	3%
	Ranking in 2010 - 2	12%	***41%***	54%	1%	4%
	Ranking in 2008 - 1	15%	***42%***	49%	---	9%
	Ranking in 2006 - 4	16%	***42%***	52%	---	6%

	2012 SORTED HIGHEST TO LOWEST BY TOTAL "MORE" (cont.)	Much More	TOTAL More	Enough	Too Much	Undec/ DK
_33. #3	Providing health care for uninsured and underinsured residents of the county	11%	***26%***	38%	8%	28%
	Ranking in 2010 - 3	14%	***32%***	35%	8%	25%
	Ranking in 2008 - 5	10%	***26%***	32%	6%	36%
	Ranking in 2006 - 5	16%	***31%***	27%	5%	35%
_40. #4	Working with local governments to best plan commercial and residential development so excessive growth and sprawl can be avoided	10%	***26%***	54%	3%	17%
	Ranking in 2010 - 5	5%	***29%***	49%	5%	17%
	Ranking in 2008 - 3	9%	***32%***	47%	3%	18%
	Ranking in 2006 - 3	18%	***42%***	39%	2%	16%
_35. #5	Providing mental health services	7%	***20%***	50%	---	30%
	Ranking in 2010 - 8	7%	***22%***	50%	2%	26%
	Ranking in 2008 - 12	6%	***21%***	49%	2%	28%
	Ranking in 2006 - 8	7%	***21%***	41%	1%	37%
_34. #6	Providing substance abuse prevention and treatment services	5%	***19%***	49%	2%	30%
	Ranking in 2010 - 9	5%	***19%***	46%	5%	30%
	Ranking in 2008 - 11	6%	***22%***	46%	4%	28%
_36. #7	Working with local communities to control crime and drugs	5%	***19%***	72%	1%	8%
	Ranking in 2010 - 6	4%	***24%***	64%	2%	10%
	Ranking in 2008 - 7	8%	***24%***	60%	2%	14%
	Ranking in 2006 - 6	7%	***25%***	65%	1%	9%
_37. #8	Providing programs for juvenile offenders separate from adult prison programs	5%	***17%***	47%	1%	35%
	Ranking in 2010 - 7	5%	***23%***	41%	1%	35%
	Ranking in 2008 - 10	6%	***22%***	45%	2%	31%
	Ranking in 2006 - 7	8%	***22%***	37%	1%	40%

	2012 SORTED HIGHEST TO LOWEST BY TOTAL "MORE" (cont.)	Much More	TOTAL More	Enough	Too Much	Undec/ DK
_31. #9	Providing public health services, such as immunizations and restaurant inspections	4%	***13%***	74%	1%	12%
	Ranking in 2010 - 10	4%	***16%***	67%	6%	11%
	Ranking in 2008 - 14	6%	***16%***	65%	2%	17%
	Ranking in 2006 - 13	4%	***15%***	70%	1%	14%
_29. #10	Providing effective county road patrol service by the Sheriff's Department	3%	***13%***	83%	2%	2%
	Ranking in 2010 - 11	3%	***14%***	80%	3%	3%
	Ranking in 2008 - 6	8%	***25%***	66%	2%	7%
	Ranking in 2006 - 9	4%	***18%***	73%	3%	6%
_38. #11	Providing an effective communications system for public safety officials so they can best protect the public.	3%	***11%***	69%	2%	18%
	Ranking in 2010 - 12	3%	***12%***	73%	3%	12%
	Ranking in 2008 - 8	7%	***23%***	56%	2%	19%
	Ranking in 2006 - 11	6%	***16%***	66%	1%	17%
_39. #12	Providing a quick emergency response to accidents on county roads	2%	***9%***	85%	1%	5%
	Ranking in 2010 - 14	2%	***9%***	85%	---	6%
	Ranking in 2008 - 9	7%	***22%***	64%	1%	13%
	Ranking in 2006 - 15	3%	***11%***	80%	---	9%
_30. #13	Safely operating the county jail, protecting the public, and avoiding prison overcrowding	3%	***7%***	70%	1%	22%
	Ranking in 2010 - 15	1%	***9%***	67%	3%	21%
	Ranking in 2008 - 15	4%	***16%***	61%	2%	21%
	Ranking in 2006 - 14	4%	***12%***	65%	2%	12%
_42. #14	Maintaining County parks and recreational facilities	1%	***5%***	90%	4%	1%
	Ranking in 2010 - 13	2%	***11%***	83%	5%	1%
	Ranking in 2008 - 13	4%	***18%***	72%	4%	6%
	Ranking in 2006 - 10	4%	***18%***	76%	2%	4%

The biggest features coming from the 2012 test on this battery of questions when compared to prior surveys on the "Total more" criteria included:

- Generally lower, and in some cases, much lower, overall "More" scores; particularly among the perennial "top four" categories;
- Generally lower levels of intensity across all service and program areas, as measured by the "Much more" data;
- Maintenance of the expression of relatively low levels of urgency in addressing those programs and services in the bottom two-thirds of the ranking list.

-- Where to Cut if Needed? - (Q 43.)

In an open-ended question, respondents were asked to name, ". . . what one, two or three county programs or services do you think should be cut . . ." [if the Commission had to cut programs to balance the budget]? In keeping with the results of the prior battery of questions where "Maintaining county parks and recreation facilities" ranked 14th out of 14 named programs and/or services provided by the county where respondents reported "More" should be done (5% "Total more), Parks & Recreation topped the 2012 list – at 17 percent – of candidates for budget cuts if such action were deemed necessary by the County Commission in order to balance the county budget. This is not an unexpected result for the additional reason that Parks& Recreation was also the most cited department for this question in all three prior surveys.

The next most named areas for potential cuts were:

- 9% - Staff/Administration salaries and benefits
- 6% - Nothing
- 4% - Road Commission
- 3% - Dept. of Community Health
- 2% or less - 12 other programs or agencies

-- Should economic development efforts have a local or regional focus? - (Q 44.)

In a question asked for the first time in the 2010 survey, respondents were asked the following question:

> "Historically in Ottawa County, various non-profit organizations with local government membership have taken the lead role in economic development efforts, working to spur economic activity within portions of the county. In some other areas of the state, it is the county government, and even coalitions of county governments, that are the primary source of economic development efforts, which

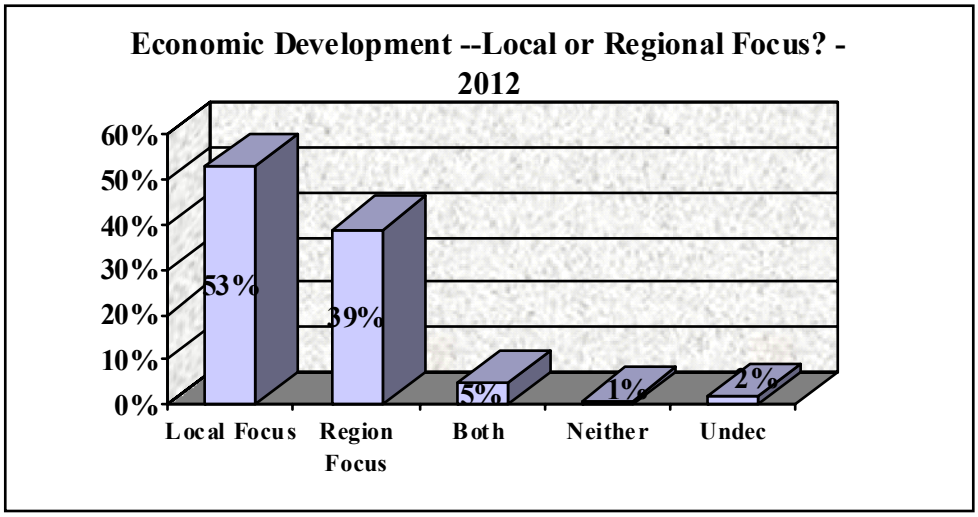
aim at promoting economic activity on a county-wide, or even region-wide, basis. Which of the two types of economic development approaches I just described, do you prefer . . . The type of efforts that are … **[ROTATE STATEMENTS]**

led by smaller local jurisdictions for the primary benefit of local communities;
or,
efforts that take a more wide-ranging approach and promote economic development on a regional basis?"

The responses in 2010 broke down as follows:

59% Local focus only
30% Regional approach
6% A little bit of both ***(volunteered)***
1% Neither – shouldn't be involved in economic development ***(volunteered)***
4% Undecided/Don't know/Refused

Although the 2012 results show a majority still favor a local focus over a regional approach, the data show fairly significant movement toward the latter view of how best to promote economic development in Ottawa County, with the regional approach gaining nine points over the 2010 figures, and "local focus" dropping by six percentage points. The following graph illustrates the distribution of responses:



2012 Subgroups selecting "Local focus" in proportions greater than the norm of 53% included:

68% Region 5 residents
66% Age 18-49
63% Age 18-49 w/o college education
61% Half-time voters in local elections
No voters on road millage
Post H.S. education
59% Seldom/Never voters in local election

Undecided about Ottawa Co. direction
Negative rating on County handling of finances
Men age 18-49
58% Taxes greatest prompted concern
Age 18-49
Men w/o college education

2012 Subgroups selecting "Regional focus" in proportions greater than the norm of 39% included:

51% Ottawa County "Wrong track"
Local unit "Wrong track"
50% Roads greatest prompted concern
49% Over $100K hh income
48% Age 50-55
Urban residents
47% Schools greatest prompted concern
Men age 50+
Age 50+ w/ college education
46% College educated men
45% Negative rating for County services
Yes voters on road millage
44% Region 3 residents

-- Awareness of County Activities in general - (Q 45.)

In a question asked first in 2008 and repeated in 2010 and 2012, respondents were asked to assess how aware they felt they were about county activities. The increase in awareness in 2010 over the 2008 data is more-or-less maintained in the latest survey results. The following chart illustrates the trends:

2008	2010	**2012**	
6%	9%	9%	Very aware
48%	57%	54%	Somewhat aware
54%	***66%***	***63%***	***TOTAL AWARE***
42%	***34%***	***36%***	***TOTAL UNAWARE***
24%	25%	24%	Somewhat unaware
18%	9%	12%	Very unaware
6%	---	1%	Undecided/Refused

2012 Subgroups reporting "Unaware" in proportions greater than the norm of 36% included:

67% Undecided about Ottawa Co. rating
54% Undecided about local unit direction
52% Undecided about Michigan direction
51% Undecided about County handling of finances
50% Undecided about Ottawa Co. direction
Undecided about road millage
49% Region 5 residents
Seldom/Never voters in local elections
46% 1-10 year residents

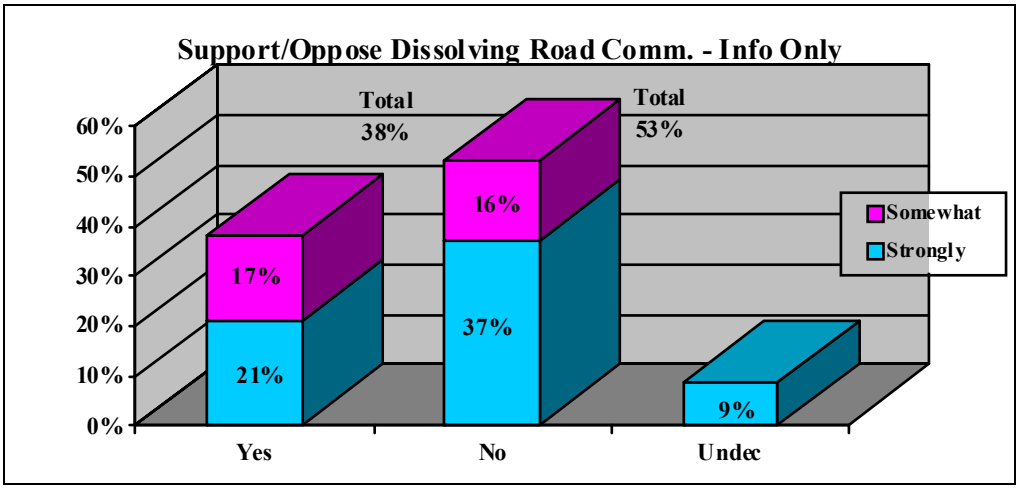
45% Crime greatest prompted concern
Age 18-40

Under $25K hh income
44% Negative rating for local unit
Women w/o college education
43% Undecided about dissolution of Road Comm.
42% Ottawa Co. "Wrong track"
Age 50+ w/o college education

-- Support/Opposition to Board action to dissolve Road Commission - (Q's 46, 47.)

In response to recently enacted legislation enabling county boards to assume direct responsibility for county roads, the 2012 survey asked respondents to weigh in on whether or not they would support or oppose such action. Two questions were presented to respondents, with the first explaining in some detail how county road maintenance and construction has operated – and currently operates – in Ottawa County, as well as explaining the recently enacted enabling legislation. The second question provided arguments publicly presented by both supporters and opponents of the thrust of the newly enacted law. Each of the questions asked respondents to, in light of what they had just heard, would they support or oppose action by the Ottawa Board of County Commissioners to utilize the new law's provisions and take over direct responsibility for county road construction and maintenance.

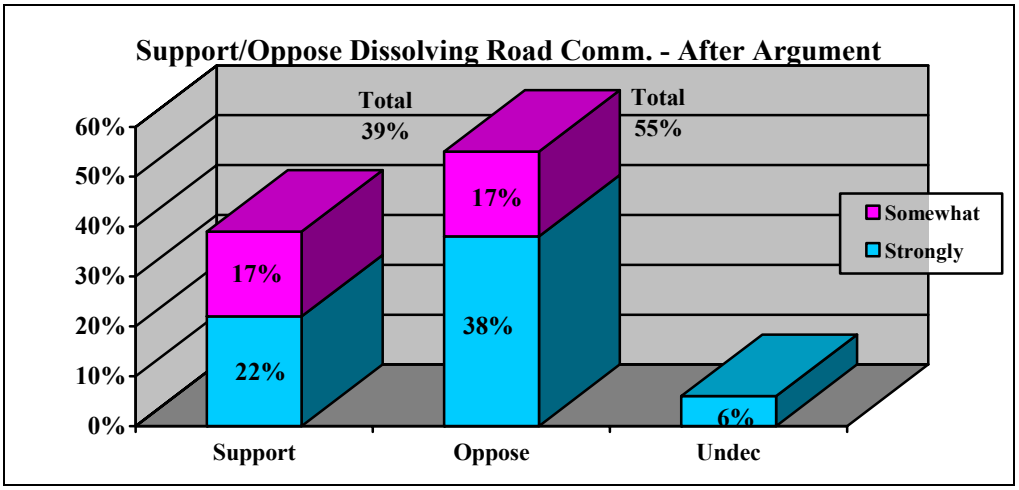
In response to the first question which provided information only about the status quo concerning county roads and the manner in which the newly enacted law could alter the status quo, a majority of respondents voiced opposition to the dissolution of the Road Commission by a margin of 53 percent to 38 percent. The following graph illustrates the results:



The second asking of support or opposition to dissolution of the Road Commission was offered following a presentation of arguments both for and against this action. The supporting argument stressed the purported savings that could be realized by incorporating responsibility for

county roads with the Board of County Commissioners. The opposition argument focused on the technical nature of road maintenance, repair and construction and urged retention of an entity solely focused on that work.

The presentation of these competing arguments did little to change the outcome in this subsequent question, with the relatively few previously undecided voters splitting into the respective support and opposition categories. The following graph illustrates the result of the question "after arguments".



2012 Subgroups reporting "Support" in proportions greater than the norm of 39% included:

88% Support dissolution – first test
52% Age 50-55
49% Keep taxes low by cutting services
48% Michigan "Right direction"
Negative rating for County
Taxes "Too high"
47% $75K-$100K hh income
46% Region 5 residents
No voters on road millage
Children at home
Rural residents
45% Region 1 residents
44% Taxes greatest prompted concern
Negative rating for local unit
Negative rating for county handling of finances

2012 Subgroups reporting "Oppose" in proportions greater than the norm of 55% included:

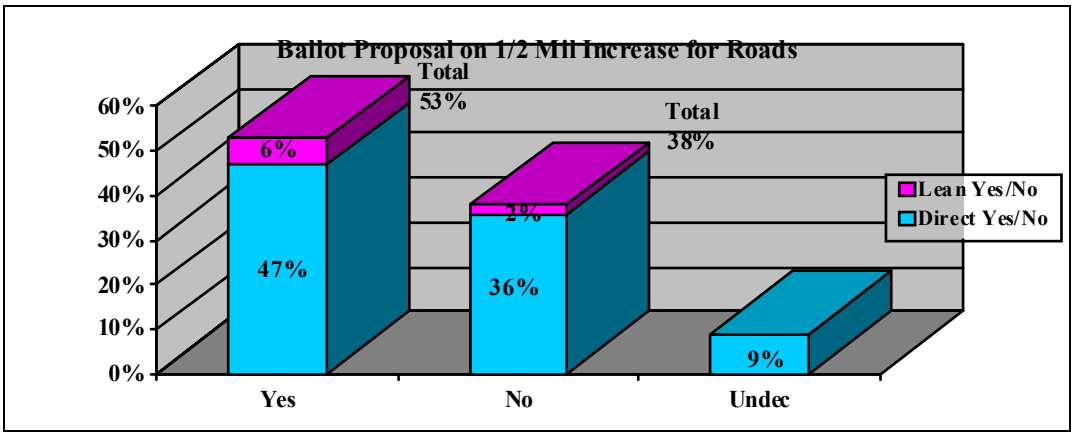
91% Oppose dissolution – first test
68% Region 3 residents
66% Michigan "Wrong track"
Age 56-64
65% Schools greatest prompted concern
62% Keep services even with a tax increase
61% Ottawa Co. "Wrong track"
Yes voters on road millage

Urban residents
$50K-$75K hh income
60% "Lifetime" residents

-- Support/Opposition to ½ mill increase dedicated to roads - (Q 48.)

Following consideration of whether or not to alter the status quo regarding the existence of the Road Commission, respondents were next asked if they would vote yes or no on a future ballot proposal asking for a 0.5 mill increase in property taxes for the specific purpose of improving non-primary roads in cities, townships and the village of Spring Lake. They were informed that such a levy would increase taxes on a home valued at $100,000 with a taxable value of $50,000 by $25 per year. They were then asked if that question were in front of them on a ballot "today", would they vote yes to support the millage or no to oppose it.

As can be seen from the graph below, a 47 percent plurality of respondents immediately indicated that they would vote yes, with an additional six percent voicing support after initially responding that they were undecided but were persuaded to offer in which direction they would "lean" if they had to vote on the question today. The resulting 53 percent yes vote (albeit with "leaners") is the first time in four survey tests conducted over the past six years that a hypothetical property tax increase has met with majority support.



2012 Subgroups "voting" Yes in support of the road millage in proportions greater than the norm of 53% included:

71% Schools greatest prompted concern
69% Keep services even with a tax increase
66% $25K-$50K hh income
65% 1-10 year residents
64% Region 3 residents
Over $100K hh income
61% Positive rating for County's handling of finances
Taxes "About right"

Age 41-49
60% Men w/college education
Age 18-49 w/college education
59% Oppose dissolution – second test
58% Local unit "Right direction"
Suburban residents
College educated
Women age 18-49
Age 50+ w/college education

2012 Subgroups "voting" No in opposition to the road millage in proportions greater than the norm of 38% included:

68% Taxes greatest prompted concern
63% Taxes "Too high"
59% Negative rating for County's handling of finances
55% Negative rating for local unit
Negative rating for County
54% Keep taxes low by cutting services
53% Local unit "Wrong track"
47% Region 2 residents
46% Post H.S. education
Men w/o college education
Age 50+ w/o college education
45% Undecided about Ottawa Co. direction
Support dissolution – first test
Support dissolution – second test
H.S. or less education
Women w/o college education
Age 18-49 w/o college education
44% 11-25 year residents
43% Region 5 residents
Half-time voters in local election
Age 56-64

-- Reasons for "Vote" - (Q's 49, 50.)

As a follow-up to the "vote" on the road millage, respondents were asked why they responded as they did. For supporters of the proposal, "Improvements needed" (64%); "Reasonable cost" (16%); and, "Benefits everyone (11%) served to consume the response categories of over nine-out-of-ten of the Yes "voters".

For those "voting" no, "Tax increase" (49%); "Won't affect me" (23%); "Cannot afford" (7%) and, "Wasteful spending" (7%) dominated the reasons for these respondents' opinions.

-- Information Sources - (Q 51.)

In all four surveys since 2006, a question has been posed to respondents asking them where they got most of their information about county government. The 2012 results do not vary significantly from the prior tests in that print media, by far, is the most relied upon source of information for county residents. Electronic media in the form of television and radio received

the next highest proportion of responses, with various other means making up the balance. The following chart illustrates the distribution of responses for 2012:

48%	Print Media Total	
	15%	*Grand Rapids Press*
	15%	*The Holland Sentinel*
	10%	*Grand Haven Tribune*
	6%	*The Advance*
	1%	*MLive*
	1%	*Muskegon Chronicle*
20%	Electronic Media Total	
	15%	*Television coverage of the county*
	5%	*Radio coverage of the county*
17%	Government Sources	
	9%	*Newsletters from the county*
	7%	*The County Website – www.miOttawa.org*
	1%	*Town Meetings*
12%	Misc. Sources	
	11%	*Comments from friends/word of mouth*
	1%	*NONE – No source of information*
3%	Other (**N=1 each**)/Undecided/Refused	

-- Preferences for receiving information - (Q 52.)

In a 2012 reprise of a question first posed in 2010, respondents were asked how they would prefer to receive information about Ottawa County:

> "Which two or three of the following sources would you prefer to receive information from about Ottawa County government?"

The responses for both years are illustrated in the following chart, which closely parallels the order and frequency of responses in the prior question which asked, "Where do you (actually) receive most of your information about county government?" in 2010:

2010	**2012**	
35%	**30%**	Newspapers
13%	**15%**	TV News
14%	**14%**	Direct Mail
14%	**14%**	Internet
10%	**11%**	Radio News
6%	**7%**	Word of Mouth
3%	**3%**	Cable TV
2%	**3%**	Social Network
2%	**2%**	Billboards
---	**1%**	Magazines
1%	**---**	Other (***N=1 each***)/Undecided/Refused

-- Use of social media sites – Facebook continues to dominate - (Q's 52, 53.)

Another first in 2010 was a question asking respondents how often they visit social media websites such as Twitter, Facebook or MySpace. Two years ago a strong 69 percent majority said they either "seldom" or "never" use social media sites, while 30 percent reported using them at least a few times a week. The 2012 results show a marked increase in the use of social media sites, as demonstrated by the fairly steep drop in the percentage to of respondents reporting that they "seldom" or "never" use the communication mode – down to 50 percent for this measure. As might be expected, there was a concomitant rise in the proportion of 2012 respondents (up sixteen percentage points to 46%) reporting the use of social media at least a few times a week, with every-day use rising significantly. Comparison of the data from the surveys is illustrated in the chart that follows.

Among those who use social media websites, the 2012 data reveals that Facebook is – by far – the most dominant brand for the medium, with 95 percent of social network users identifying the brand as the site they most use. This result is up, but only slightly, from the 92 percent figure logged in 2010.

FREQUENCY OF SOCIAL MEDIA USE		
2010	**2012**	
18%	**29%**	Every day
6%	**6%**	Most days
6%	**11%**	A few times a week
1%	**4%**	Several times a month
8%	**4%**	Seldom
61%	**46%**	Or Never
---	**---**	Undecided/Refused

-- Frequency of Internet connection - (Q 56.)

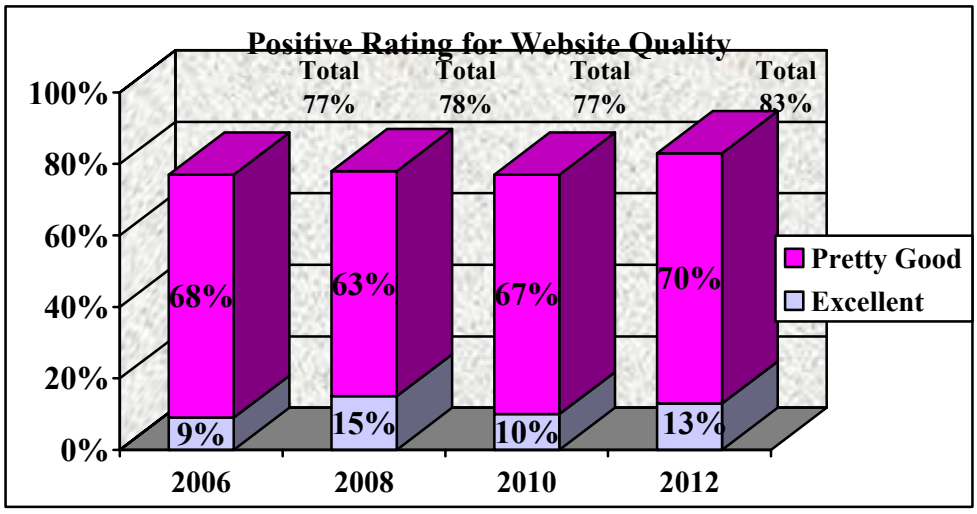
As with the results concerning social media use, the 2012 data reflect an increase in the number of Ottawa County residents who log onto the Internet at least "a few times a month", with the overwhelming majority of these (81%) reporting logging on to the Internet "Every day". The chart below illustrates the trend of increase in occasional as well as daily use since the data was first collected in the 2006 study.

FREQUENCY OF INTERNET ACCESS				
2006	2008	2010	**2012**	
67%	70%	75%	**81%**	Every day
9%	9%	5%	**5%**	A few times a week
4%	3%	2%	**3%**	Once or twice a week
1%	1%	1%	**2%**	A few times a month
---	---	---	**---**	A few times a year
1%	1%	---	**1%**	Seldom
14%	11%	14%	**5%**	Never
4%	2%	2%	**3%**	Doesn't have a computer ***(volunteered)***
---	3%	1%	**---**	Undecided/Refused

-- Ottawa County website visitors and assessment of site quality - (Q's 57, 58.)

Respondents who reported they connect to the Internet were asked how often they visit the Ottawa County website. The percentage of those responding "Not at all" has remained relatively steady from 2008 through the current test, with between 57 percent and 59 percent offering this answer. Among the usage options of, "A lot", "Some" and "Only a little", there is exhibited a slight increase in the "A lot" category (from 2010's 3% to 2012's 7%) with concomitant reductions in percentages for the remaining use categories.

For those who reported having visited the county website, their assessment of its quality is at its highest since the question was first asked in 2006. The following graph illustrates the results of this question over time:



-- Interest in accessing county services via the web - (Q 59)

Respondents were asked if they would use the Ottawa County website more often if they could access county services by way of the Internet instead of making a trip to the county office complex. This question was first asked in 2010 and in that test, only 18 percent of respondents offered an outright rejection of the notion. The 2012 survey reveals a significant increase in the number rejecting the option of accessing county services via the county website – up to 31 percent, but the percentage reporting they would use the web site "a lot more often" if they could access county service remained virtually even with the 2010 figure, coming in at thirty-two percent. The balance of the responses landed in the ""only a little more often", "depends" and "undecided" categories.

-- Willingness to pay a fee for Internet access to county services – (Q 60.)

2010 also saw the initial asking of a question about payment of a fee to access county services via the Internet for a minimal (but unspecified) fee, when nearly two-thirds of respondents (65%) indicated "No". The 2012 survey posed the same question and in the latest asking of the question, ten percent fewer respondents (55%) rejected the notion of a fee for Internet access to service, a five percentage point increase in the proportion responding "Yes" – (from 23% in 2010 to 28% in 2012) and 16 percent indicating tentative receptivity with a volunteered response of, "it depends".'

-- Interest in attending a citizens academy – (Q 55.)

Beginning with the 2008 study, respondents were told that:

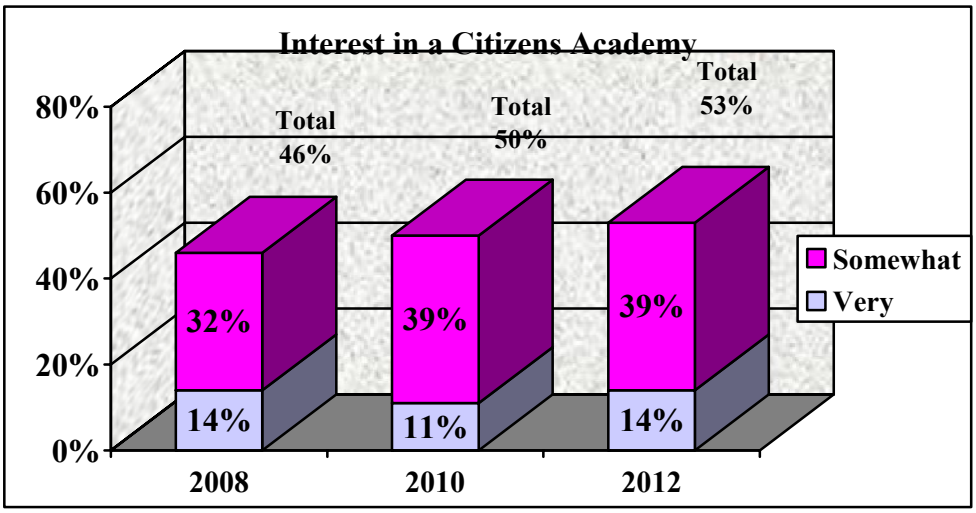
> "Ottawa County is considering different ways to help inform citizens about its operations and activities. One way would be to hold a citizens academy, offering sessions that provide information about a specific

> area of county government, like property taxes and budgeting, the Sheriff's Department, and the court system."

They were then asked:

> "How interested would you be in learning about Ottawa County's government by attending these types of sessions?"

Over the years, interest has increased from a bare plurality of 46 percent to 45 percent "Interested" vs. "Uninterested", to a bare 50 percent majority of interest in 2010, to the 2012 results showing a stronger 53 percent level of interest. The graph below illustrates the movement in overall interest in the academy over time, as well as in the intensity of such interest.



SELECTED DEMOGRAPHICS

A 75 percent majority of survey respondents said they have called Ottawa County their home for more than 15 years – or "All my life" (up from 66%in 2008), with 25 percent reporting a residency tenure of over 15 years or fewer. As is typical of most areas in the state, nearly two-thirds of respondents (63%) report having no school age children in their home (up 5 points since 2008). A majority (54%) described their community as "Suburban" (up 4 points from 2010), followed by "Rural" at 28 percent (down 6 points from 2010), and "Urban" at 17 percent (up 3 points from 2010).

The predominantly white cohort of respondents (93%), exhibit a fairly high level of formal education, with 39 percent attaining a bachelor's degree, and 77 percent reporting some form of post-secondary education.

More than nine-in-ten respondents (92%) report being homeowners, with the balance reporting either leasing, renting or refusing to offer a response. A little over four-in-ten (43%) report a household income less than $75,000 or less, with 25 percent reporting a household income in the $75,000 to $150,000 range and five percent reporting a household income in excess of $150,000. Twenty seven percent of respondents did not respond to the question asking them to reveal their household income.

As in all of its surveys of this nature, EPIC ▪ MRA attempts to stratify the male/female ratio in a manner that reflects conventional voter turnout based on gender. This produced a female/male ratio of 53-to-47 percent.

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APPENDIX

REGION 1	REGION 2	REGION 3	REGION 4	REGION 5
Holland City	Georgetown Twp.	Ferrysburg City	Allendale Twp.	Chester Twp.
Holland Twp.	Hudsonville City	Grand Haven City	Blendon Twp.	Coopersville City
Park Twp.	Jamestown Twp.	Grand Haven Twp.	Olive Twp.	Crockery Twp.
Zeeland City		Spring Lake Twp.		Polkton Twp.
Zeeland Twp.				Tallmadge Twp.
				Wright Twp.