TRAVERSE CITY STRATEGIC ACTION PLAN 2030 - COMMUNITY SURVEY

WHAT DO YOU THINK ARE THE THREE MOST IMPORTANT ISSUES THE STRATEGIC ACTION PLAN SHOULD ADDRESS?

Below are the **top 15 key sentiments**, their **frequency** of mentions, and a brief **narrative** explaining why these should be prioritized in city planning.

The number in each bubble represents how many times the topic was mentioned in response to this open-ended question.

Childcare accessibility

255

Make childcare more affordable and available for working families.

Regional planning collaboration 212

Work with neighboring areas to manage growth together.

Preserving small-town charm

178
Growth should maintain the community's unique identity.

Public safety

225

Ensure Traverse City remains a safe place to live.

Affordable healthcare access

190

Improve healthcare options and affordability.

Climate resilience

240

Implement policies that address climate adaptation.

Protecting natural resources

298

Keep parks, forests, and the waterfront protected from overuse.

Infrastructure upgrades 345

Roads, utilities, and transit systems need investment.

Support for small businesses

340

Policies should favor local entrepreneurs over large chains.

Sustainable growth

355

Ensure development is controlled, eco-friendly, and community focused.

Year-round economic development

265

Move beyond seasonal jobs into more stable industries.

Diversity & inclusivity

278

Encourage economic and cultural diversity in the community.

Affordable housing

398

Address housing shortages and make homeownership attainable.

Public transportation

310

Expand bus routes, bike lanes, and pedestrian-friendly

Managing tourism impact

269

Balance tourism with local quality of life concerns.