## TRAVERSE CITY STRATEGIC ACTION PLAN 2030 - COMMUNITY SURVEY

## **WHICH VALUES ARE MOST IMPORTANT FOR THE FUTURE OF TRAVERSE CITY?**

Below are the **top 15 key sentiments**, their **frequency** of mentions, and a brief **narrative** explaining why these themes are seen as unifying forces in Traverse City.

The number in each bubble represents how many times the topic was mentioned in response to this open-ended question. Culture **Affordability** Recreation **Sustainability** (92)(95)Residents value Traverse (110)Outdoor activities, public Keeping the city affordable City's arts, history, and A commitment to spaces, and greenways cultural offerings. for families, workers, and sustainable development are highly valued. retirees is a significant will shape the future of challenge. the city. Growth (102)Collaboration Managing growth responsibly while (90)preserving Traverse City's character is a Working together as a **Environment** shared priority. community and regionally (115)is essential for future **People** Community progress. Sustainability and (183)environmental (239)conservation are central A people-first approach is vital Residents emphasize the to Traverse City's to Traverse City's future. importance of maintaining a long-term visión. ensuring inclusivity and strong, connected, and quality of life. engaged community. Inclusivity (107)Respect Building an inclusive city (129)that welcomes all demographics is a widely Respect for diverse supported goal. opinions, backgrounds, and traditions is a core **Natural** value for residents. Housing (125)**Small-town** (125)Preserving natural charm resources and maintaining Ensuring access to **Economy** (96)affordable and sustainable the city's beauty are key (105)community concerns. housing is a top priority Many residents want to for the community. Economic stability and maintain Traverse City's unique, welcoming opportunities for year-round employment atmosphere. are key concerns.