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FOR IMMEDIATE RELEASE
Charter Township of Plymouth, MI
City of Plymouth, MI



Plymouths Announce Joint Recreation Survey

Plymouth Township and the City of Plymouth have hired an independent survey company, EPIC-MRA of Lansing, to conduct the first-ever Joint Plymouth Community Recreation Survey. EPIC-MRA will begin calling households and cell phones on Thursday, September 7.

The phone survey is part of a first-of-its-kind City-Township Joint Recreation Master Plan, which is required by the State of Michigan every five years for grant funding.

The Recreation Master Plan requires public input and detailed infrastructure descriptions, comparisons to national recreation standards, community facility inventories, as well as management structure, staffing and budgeting. The public input process will include public input sessions, as well as direct interviews with the leaders of various community-based organizations.

The Recreation Survey is being conducted to gather feedback in the Plymouth Community regarding possible shared recreational opportunities, existing recreational activities offered in the area, and opinions regarding community parks, natural green spaces, and recreation facilities.

EPIC-MRA will be making calls during the following times:

- Thursday, Sept. 7: 4:00pm - 9:00pm
- Friday, Sept. 8: 5:00pm - 8:00pm
- Saturday, Sept. 9: 12:00pm - 8:00pm
- Sunday, Sept. 10: 12:00pm - 8:00pm
- Monday, Sept. 11: 5:00pm - 9:00pm (if needed).

If you are one of the households called within these time windows, your household phone Caller ID will list "EPIC-MRA" as the caller. If you are being called on your cell phone, the phone number will be listed as (517) 886-1474.

- More -

If you don't pick up the call, EPIC-MRA will leave a voice message asking for your input on the Plymouth Community Recreation Survey, and the number to call them back. The City and Township encourage you to call them back.

FAQ's about the survey:

Why is a phone survey being done and not an on-line survey?

A phone survey is the most scientifically accurate way to gather information. Random phone surveys reach out to all demographics of the Plymouth Community. Most importantly, these calls will include residents that may not otherwise go out of their way to fill out a paper questionnaire or log into a municipally-sponsored web page.

Also, in a typical on-line survey, results can sometimes be influenced by large associations or highly motivated special interest groups. This in turn would alter the scientific reliability and/or the results of the survey.

Who is being called and how is it determined?

EPIC-MRA will be calling random residents with telephone land lines or cell phones that live within the Plymouth Community. The numbers of calls will be proportionally distributed, based upon the population of Plymouth Township and the City of Plymouth. Approximately 65 percent of the phone calls will go to land lines and 35 percent will go to cell phones.

How many people will be called?

To be statistically accurate, based on the total population of the Plymouth Community, 325 fully completed surveys must be done. This will give the survey an overall margin of error of plus or minus 5.7 percent.

What if I want to give my input and what is next?

In order to be statistically accurate, all phone calls must be placed at random. However, in the next stage in the overall community recreation planning process, the City and Township will be seeking additional input from the entire Plymouth Community through public meetings and focus group events.