

RESIDENT PERSONAS

To further understand and appreciate the geographic distinctions in Pittsfield, personas were developed using the community survey data so that we can better understand the lifestyles, wants, and needs of our residents. These personas were used to generate a narrative for understanding Township residents' perspectives and priorities with regard to their local government.

In analyzing the data and personas generated, three personas appear to dominate in Pittsfield: Balanced Bob, Nature Nancy, and Driver Dave.

For each of the three – Balanced Bob, Nature Nancy, and Driver Dave – two issues are of critical importance:

- 1 Maintenance of existing roads & improvement of the traffic flow
- 2 Preservation of the Township's natural features through infill development and construction of new pathways to enhance our non-motorized network

Additionally, Nature Nancy prioritizes maintenance of existing parks; Driver Dave highlights the need to expand the Township's water and sewer infrastructure; and Balanced Bob places emphasis on making our new and existing buildings energy efficient.

The 2010 Pittsfield Master Plan incorporates these priorities by: focusing preservation of green spaces south of Michigan Avenue, providing for mixed-use development nodes that maximize the use of existing infrastructure and provides for more green and recreational spaces, strongly supporting non-motorized and multi-modal transportation, and emphasizing energy efficient processes within our physical environment.

Balanced Bob

Age: 40s

Marital Status: Married

Children: 2

Housing: My wife and I own a house.

About Me: My wife and I have college degrees and both work. We moved to Pittsfield because of the reputation of the Ann Arbor schools, close proximity to work, and being able to afford a larger home for our growing family. When people ask me where I live I say, "Ann Arbor" [not Pittsfield].



EXPECTATIONS

My expectations for Pittsfield's governance center around taking care of infrastructure and resources. I think Pittsfield should have a good water supply, good stormwater drainage, good roads, protect natural resources, and offer high quality services. I feel it is critical to maintain roads, improve traffic flow, preserve natural features, and redevelop vacant properties. Pittsfield should spend its budget on a balanced set of priorities starting with the existing roads, and then on to energy efficient buildings, new pathways, expanded water/sewer, public transportation, aesthetic improvements to commercial regions and maintaining existing parks.

REPRESENTATION

Balanced Bob is the most representative of Township residents, as captured within the community survey. Balanced Bob represents between 30-40% of Pittsfield residents in the Northeast, Southeast, Western and Southern parts of the Township.

Nature Nancy



Age: 32

Marital Status: Married

Children: 1 toddler

Housing: I own a new small lot single-family house.

About Me: I have a college degree and worked up until the baby came, but now I'm a full-time stay at home mom. My husband is an engineer at a high-tech company in Ann Arbor. I am an avid walker and biker.

EXPECTATIONS

I want Pittsfield to facilitate non-motorized transportation. I think Pittsfield should spend its budget on the existing parks as well as new parks, so there are more open spaces to visit and pathways to use!

REPRESENTATION

Nature Nancy is representative of about 40% of residents in the East Central portion of the Township. In addition, she represents 30% of residents in the Northeast and 22% in the Southern portions of Pittsfield.

Driver Dave



Age: 54

Marital Status: Divorced

Children: No

Housing: I live in the Western part of the Township in a newer house on a small lot.

About Me: I am an electrical technician at a local manufacturing plant. When people ask me where I live I say, "Saline" [not Pittsfield].

EXPECTATIONS

I have one thing on my mind: roads! I am frustrated with the excessive traffic and condition of Pittsfield roads, which is not surprising, since I had to endure the construction and increased traffic from the new Wal-Mart. I have to drive Michigan Avenue everyday. I believe Pittsfield should do all it can to improve the roads. I am pro-development and unsupportive of buying land for new parks.

REPRESENTATION

Driver Dave represents about 20% of residents in the Western portion of Pittsfield Township.