Appendix D
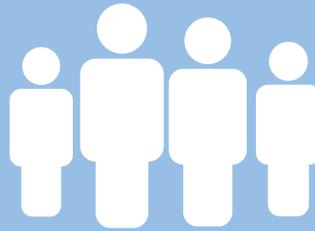# Resident Personas

INTRODUCTION

Township resident, Brian Ottum, Ph.D. analyzed the Community Survey Results to develop the following six resident personas to help the Township gain a better understanding of the needs and desires of our residents.

The information that follows the resident personas takes the data gathered from the results of the Community Survey and analyzes it to create a portrait of the needs, desires, and priorities of the residents of Pittsfield. This analysis and data was used to develop this Plan.

DATA ANALYSIS & RESIDENT PERSONAS DEVELOPED BY
Brian Ottum, *Ph.D.*

Legend:
- Balanced Bob — 35%
- Nature Nancy — 24%
- Driver Dave — 19%
- Tammy Trail — 10%
- Betty Bus — 9%
- Polly Preservation — 3%
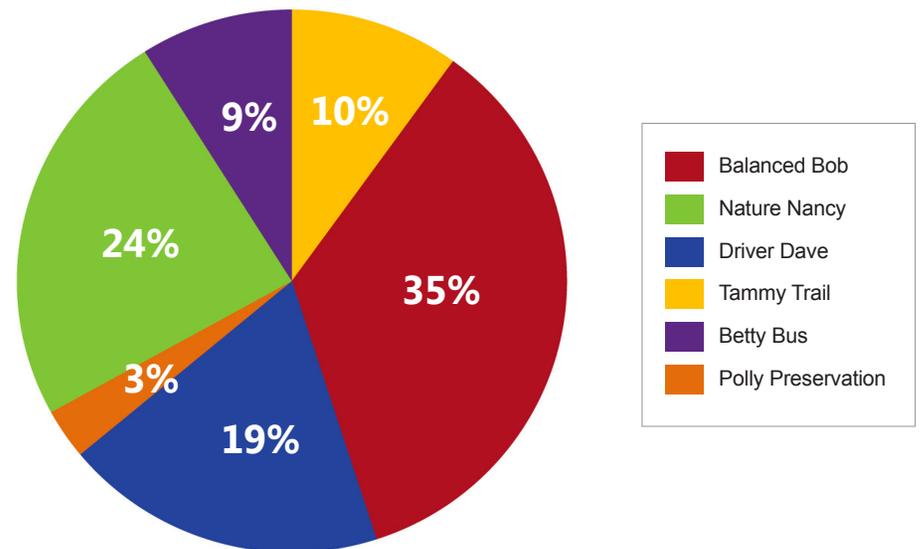
Balanced Bob

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.

Tammy Trail

Age: 37

Marital Status: Married

Children: 2

Housing: My husband and I own a fairly new single-family house on a small lot in a subdivision in East Central Pittsfield.

About Me: I manage a store in Scio Township. I am an avid biker and wish that I could ride my bicycle to work. When people ask me where I live, I say, "Saline".

EXPECTATIONS

Pittsfield should place the highest priority on building new non-motorized pathways within the Township. I love to use the Platt Road Greenway, but I want more of these pathways! I don't really care about trails within the parks. I want the trails outside of the parks. I do not support new parks.

REPRESENTATION

Tammy Trail is representative of about 10% the Township's population.

Betty Bus

Age: 41

Marital Status: Single

Children: None

Housing: I own a house in a subdivision and live with my sister in Northeast Pittsfield.

About Me: I work as a nurse at St. Joseph Mercy Hospital. I love walking in Montibeller Park. I typically tell people I live in "Ann Arbor" but if they seem to know the area I tell them "Pittsfield".

EXPECTATIONS

I don't like that I have to drive to work; I wish I could take public transportation. I don't like that Pittsfield is so dependent on cars. The bus stops near my house, but it doesn't go to the places I want to go. I do think that maintaining the roads are still important, and so is preserving natural features, like our parks. I would like Pittsfield to devote major resources to improving public transportation.

REPRESENTATION

Betty Bus represents 9% of our population.

Polly Preservation

Age: 65

Marital Status: Married

Children: They're grown

Housing: My husband and I own a house on a two acre lot off of Ellsworth near Maple.

About Me: I am a retired teacher and like to volunteer. I am also an activist. I love living in a rural area within close proximity to Ann Arbor.

EXPECTATIONS

I've seen too many trees bulldozed to make room for development, so I think it's really important for Pittsfield to preserve its natural features before they are gone. I think we should use tax dollars to buy land and preserve it for future generations. I think already spend too much on the roads, and want to restrict new residential construction to only existing subdivision lots.

REPRESENTATION

Polly Preservation represents 3% of our population.

8 DIFFERENT REASONS RESIDENTS LIVE HERE.

These reasons are listed in order of occurrence in the table below

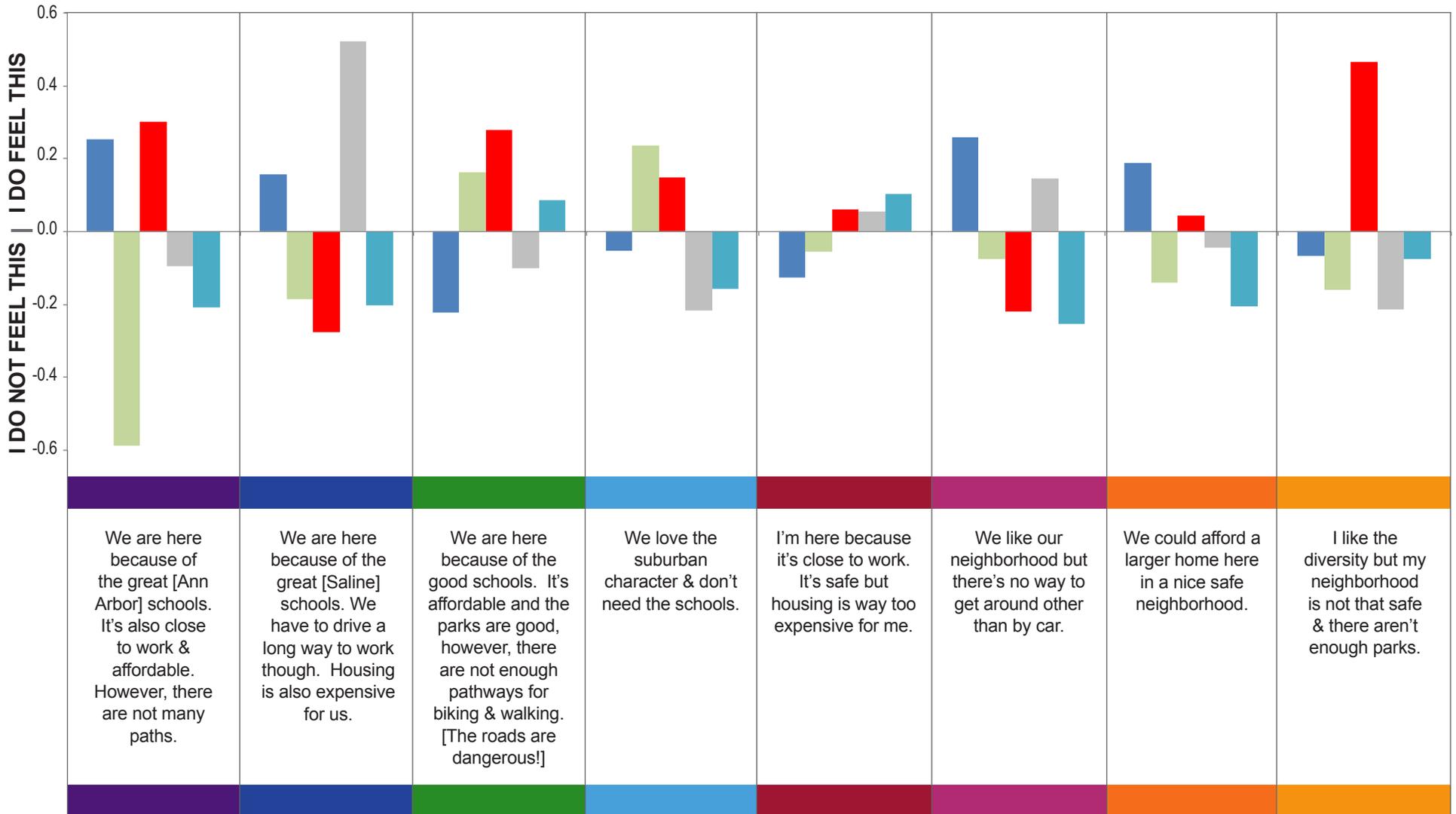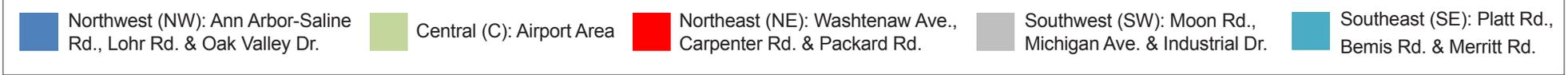| FEELINGS ABOUT PITTSFIELD	We are here because of the great [Ann Arbor] schools. It's also close to work & affordable. However, there are not many paths.	We are here because of the great [Saline] schools. We have to drive a long way to work though. Housing is also expensive for us.	We are here because of the good schools. It's affordable and the parks are good, however, there are not enough pathways for biking & walking. [The roads are dangerous!]	We love the suburban character & don't need the schools.	I'm here because it's close to work. It's safe but housing is way too expensive for me.	We like our neighborhood but there's no way to get around other than by car.	We could afford a larger home here in a nice safe neighborhood.	I like the diversity but my neighborhood is not that safe & there aren't enough parks.
AGE	Under 54	35-44	25-45, 65+	Under 25, 65+	25-34, 65+	55+	55-64	Under 25
ETHNICITY	A bit diverse			A bit diverse				
INCOME	High	Highest	Moderate	Low	Lowest	Low	Moderate	Low
EDUCATION	Highest				Lowest	Low		
GENDER	Both	Both	Both	Both	Both	Both	Both	Both
REGION	NW, NE	SW	NE, C	C, NE	SE, All	NW, SW	NW	NE

REASONS RESIDENTS LIVE IN PITTSFIELD BY PERSONA

Green means they feel this way
Red means they do not feel this way

FEELINGS ABOUT PITTSFIELD	We are here because of the great [Ann Arbor] schools. It's also close to work & affordable. However, there are not many paths.	We are here because of the great [Saline] schools. We have to drive a long way to work though. Housing is also expensive for us.	We are here because of the good schools. It's affordable and the parks are good, however, there are not enough pathways for biking & walking. [The roads are dangerous!]	We love the suburban character & don't need the schools.	I'm here because it's close to work. It's safe but housing is way too expensive for me.	We like our neighborhood but there's no way to get around other than by car.	We could afford a larger home here in a nice safe neighborhood.	I like the diversity but my neighborhood is not that safe & there aren't enough parks.
BALANCED BOB	0.1	0.1	0.0	0.0	0.0	-0.1	0.1	-0.1
NATURE NANCY	-0.3	0.0	0.3	0.0	-0.1	0.1	0.0	0.1
DRIVER DAVE	0.1	-0.1	-0.5	-0.2	0.1	-0.3	0.0	0.1
TAMMY TRAIL	0.3	0.1	0.4	0.0	-0.1	0.2	-0.1	0.0
BETTY BUS	0.1	-0.1	0.1	0.0	0.3	0.5	-0.2	0.0
POLLY PRES.	-0.9	0.1	-0.3	-0.3	-0.5	-0.3	0.0	-0.2

WHY RESIDENTS LIVE IN PITTSFIELD BY REGION

KEY

- Northwest (NW): Ann Arbor-Saline Rd., Lohr Rd. & Oak Valley Dr.
- Central (C): Airport Area
- Northeast (NE): Washtenaw Ave., Carpenter Rd. & Packard Rd.
- Southwest (SW): Moon Rd., Michigan Ave. & Industrial Dr.
- Southeast (SE): Platt Rd., Bemis Rd. & Merritt Rd.

I DO NOT FEEL THIS | I DO FEEL THIS

| We are here because of the great [Ann Arbor] schools. It's also close to work & affordable. However, there are not many paths. | We are here because of the great [Saline] schools. We have to drive a long way to work though. Housing is also expensive for us. | We are here because of the good schools. It's affordable and the parks are good, however, there are not enough pathways for biking & walking. [The roads are dangerous!] | We love the suburban character & don't need the schools. | I'm here because it's close to work. It's safe but housing is way too expensive for me. | We like our neighborhood but there's no way to get around other than by car. | We could afford a larger home here in a nice safe neighborhood. | I like the diversity but my neighborhood is not that safe & there aren't enough parks. |

"MOST IMPORTANT TASKS" FOR PITTSFIELD TO PERFORM ACCORDING TO SURVEY RESULTS

*The higher the number the more important the task is for each resident persona (the green helps delineate this as well). Maintaining the roads is #1 for most

MOST IMPORTANT TASKS -1 TO +3	RESIDENT PERSONAS					
	Balanced Bob	Nature Nancy	Driver Dave	Tammy Trail	Betty Bus	Polly Preservation
SAMPLE SIZE	182	127	96	52	47	17
Maintain the roads	2.5	2.5	2.6	2.2	2.2	1.8
Improve traffic flow	2.1	2.1	2.4	2.1	2.2	1.0
Preserve natural features	2.1	2.5	1.6	1.8	2.0	2.9
Install pathways	1.9	2.4	1.1	2.4	1.7	1.3
Coordinate w/adjacent communities	2.0	2.1	1.7	1.8	1.9	1.5
Redevelop vacant properties	2.1	2.1	1.6	1.7	1.8	1.2
Provide non-motorized transportation	1.8	2.5	1.1	2.4	1.3	1.2
Better public transit	1.6	1.8	0.7	1.7	2.5	1.1
Improve neighborhood appearance	1.6	1.8	1.5	1.8	1.4	0.9
Improving zoning	1.4	1.6	1.5	1.9	1.4	1.2
New construct. only in existing sub lots	1.2	2.0	1.1	1.7	1.7	2.6
Provide incentives for office development	1.7	1.6	1.6	1.4	1.2	-0.5
Access to open spaces	1.4	2.1	0.9	1.7	1.3	1.6
Develop more parks	1.3	2.1	0.7	1.5	1.1	1.6
Improve home appearance	1.2	1.2	1.2	1.7	1.0	1.1
Increase water and sewer	1.4	1.0	1.0	1.0	1.0	0.7
Require LEED	1.3	1.4	0.6	1.0	1.0	0.8
Provide more housing for young families	1.2	1.1	0.6	0.8	1.2	-0.3
Provide incentives for industrial dev't.	1.1	0.8	1.0	1.0	0.8	-0.3
Provide more senior housing	0.9	1.1	0.7	0.9	1.0	0.5
Expand commercial development	1.1	0.8	1.0	1.0	0.6	-0.8
More affordable housing	0.9	0.8	0.4	0.5	1.0	-0.3
Greater history awareness	0.7	0.9	0.2	0.6	0.4	1.0
Incorporate art into public places	0.3	0.8	-0.2	0.2	0.5	0.5

REPRESENTATION OF PERSONAS IN EACH GEOGRAPHIC AREA OF THE TOWNSHIP

PERSONA	TOWNSHIP AREA OF RESIDENCE					TOTAL REPRESENTATION THROUGHOUT THE TOWNSHIP
	Northwest (NW): Ann Arbor-Saline Road, Lohr Road & Oak Valley Drive	Central (C): Airport	Northeast (NE): Washtenaw Avenue, Packard Road & Carpenter Road	Southwest (SW): Moon Road, Michigan Avenue & Industrial Drive	Southeast (SE): Platt Road, Bemis Road & Merritt Road	
BALANCED BOB	40%	23%	36%	39%	31%	35%
NATURE NANCY	18%	41%	30%	18%	22%	24%
DRIVER DAVE	21%	15%	13%	21%	19%	18%
TAMMY TRAIL	11%	5%	6%	15%	13%	10%
BETTY BUS	5%	14%	13%	4%	13%	9%
POLLY PRESERVATION	4%	3%	3%	4%	3%	3%

Generally, all personas are represented in all regions of the Township, however, there are some skews in the data. You'll notice a lots of the *Balanced Bobs* live in the Northwest and a lot of *Nature Nancys* reside in the Central and Northeastern areas of the Township. Note that pathways are wanted in the Southwest, and public transportation is strongly desired by those in the Central area of the Township. *Please note that the bright green boxes above show the significant differences from row total.*

"HOW WOULD YOU ALLOCATE $100 OF PITTSFIELD SPENDING?": PRIORITIES BY PERSONA

SPEND $100 ON THESE TASKS	RESIDENT PERSONAS					
	Balanced Bob	Nature Nancy	Driver Dave	Tammy Trail	Betty Bus	Polly Preservation
SAMPLE SIZE	182	127	96	52	47	17
Existing roads	24	16	60	14	16	0
New pathways	14	19	6	63	12	0
Public Transportation	11	10	4	5	53	0
Existing parks	9	22	6	6	3	2
Expand water and sewer	11	4	10	1	7	0
Energy efficient buildings	15	6	5	3	3	0
Aesthetically improve commercial areas	10	10	5	5	2	0
Acquisition of new parks	6	13	4	3	4	98

The table above demonstrates the key data or priorities that differentiate Pittsfield residents from each other.