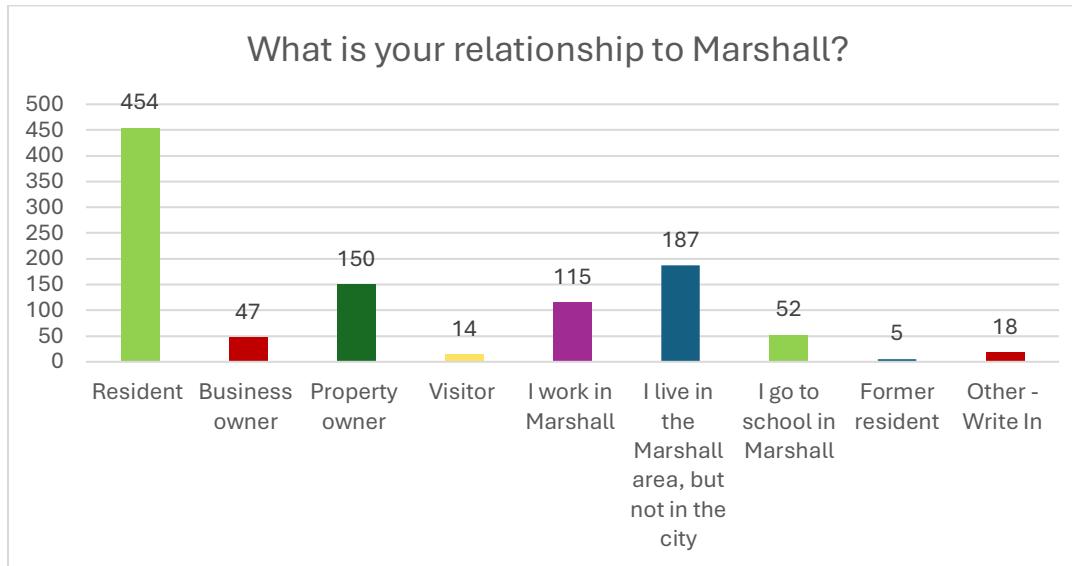


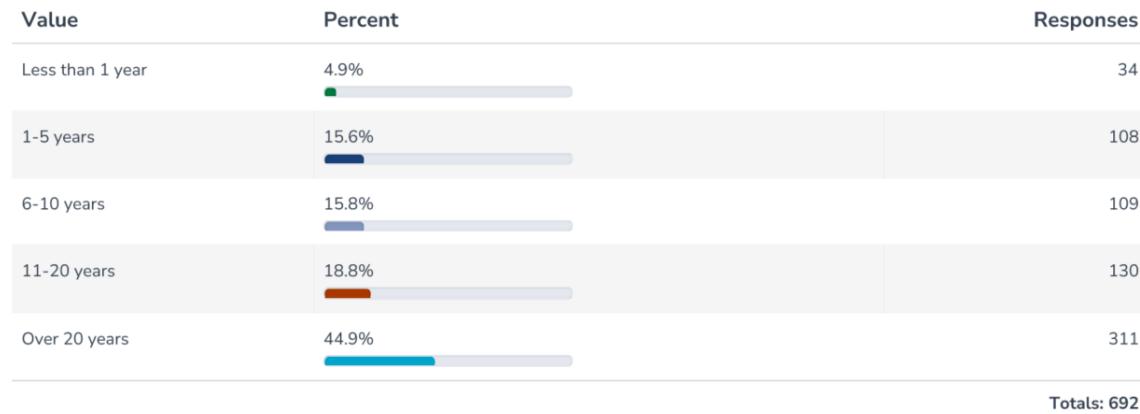
Marshall Community Planning Survey Analysis

Q1. Relationship to Marshall

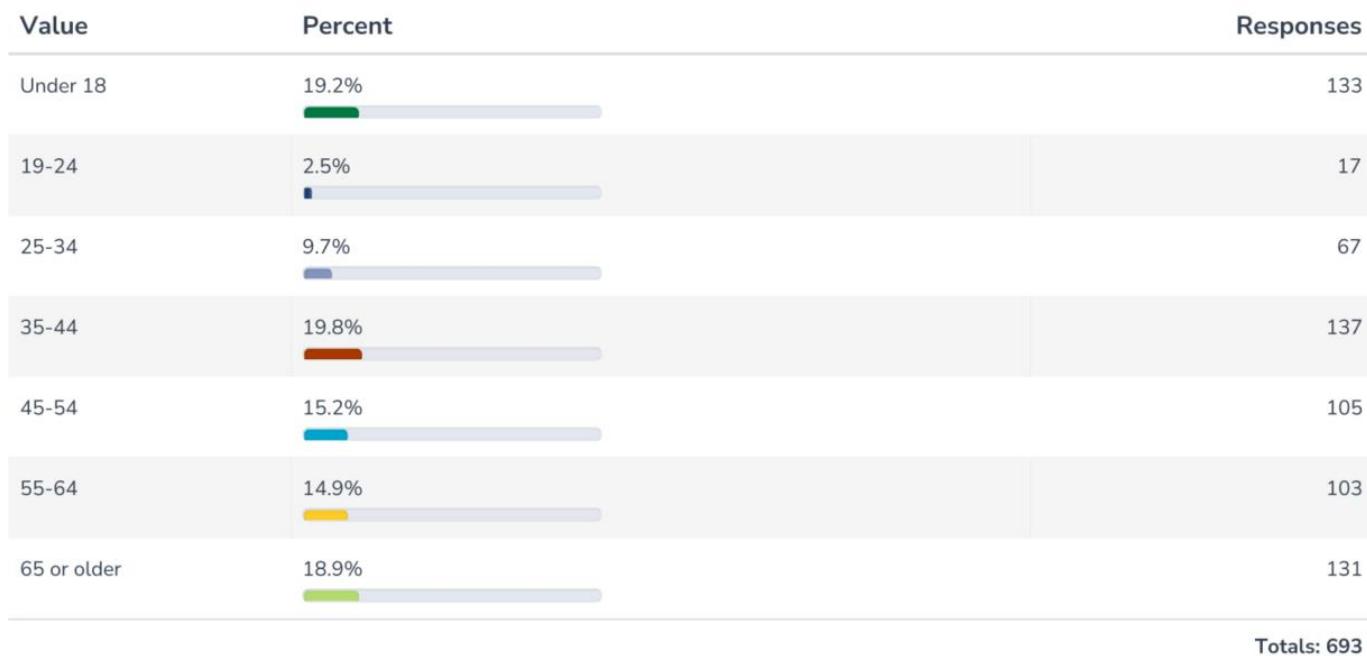


Value	Percent
Resident	65%
Business owner	7%
Property owner	22%
Visitor	2%
I work in Marshall	17%
I live in the Marshall area, but not in the city	27%
I go to school in Marshall	7%
Former resident	1%
Other - Write In	3%

Q2. How long have you lived/worked/owned a business in/visited Marshall?



Q3. How old are you?



Q4. What do you like most about Marshall?

Value	Percent	Count
Local restaurants and businesses	60.1%	416
Quality schools	28.2%	195
Job opportunities	4.0%	28
Parks and recreation facilities and programming	28.2%	195
Welcoming community / neighbors	33.4%	231
Proximity to I-94 and I-69	33.7%	233
Quality city services	17.1%	118
Historic character	59.4%	411
Walkable	65.3%	452
Good place to retire	16.8%	116
Open space and nature	32.9%	228
Trail network	17.1%	118
Safety / low-crime	63.0%	436
Quality homes and neighborhoods	33.8%	234
Affordable	11.7%	81
Community and cultural events	33.2%	230
Family-friendly	53.5%	370
Other - Write In	9.8%	68
		692

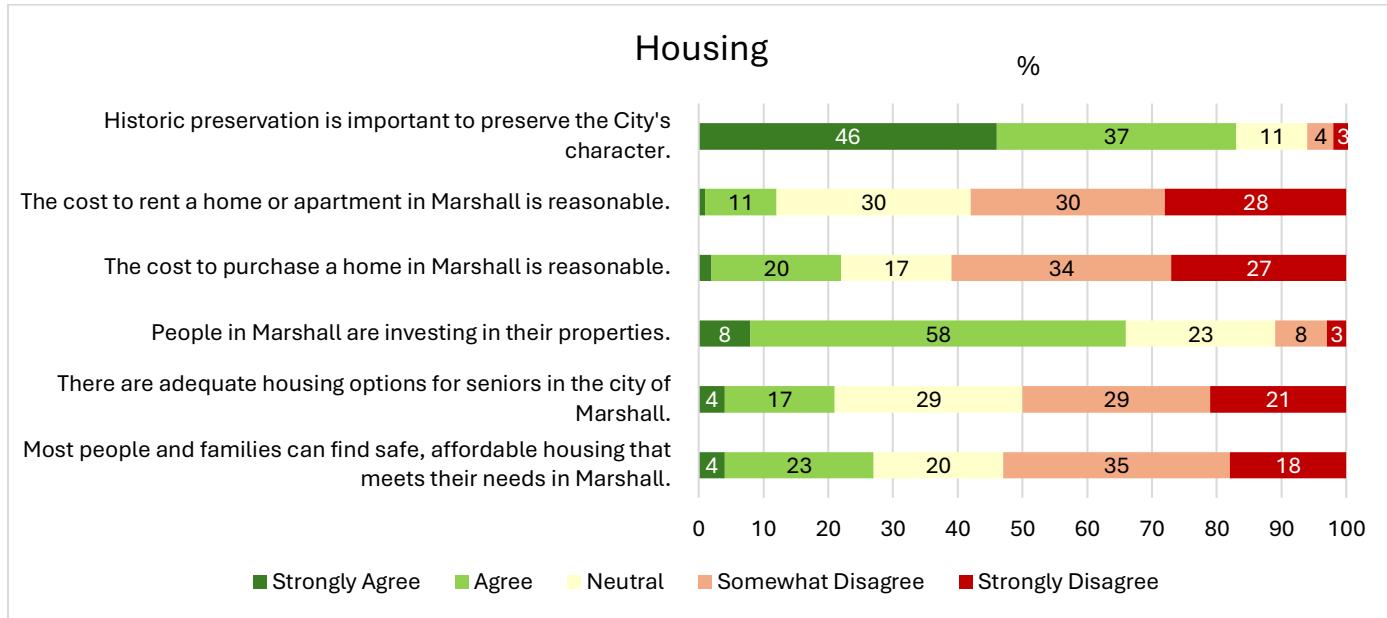
Top five:

1. Walkable
2. Safety/low crime
3. Local restaurants and businesses

4. Historic character
5. Family friendly

Q5. Please rank the following according to how important you believe each is for Marshall. 1 being the least important, 5 being the most important.

Please select an option that best describes your opinion regarding the following statements.



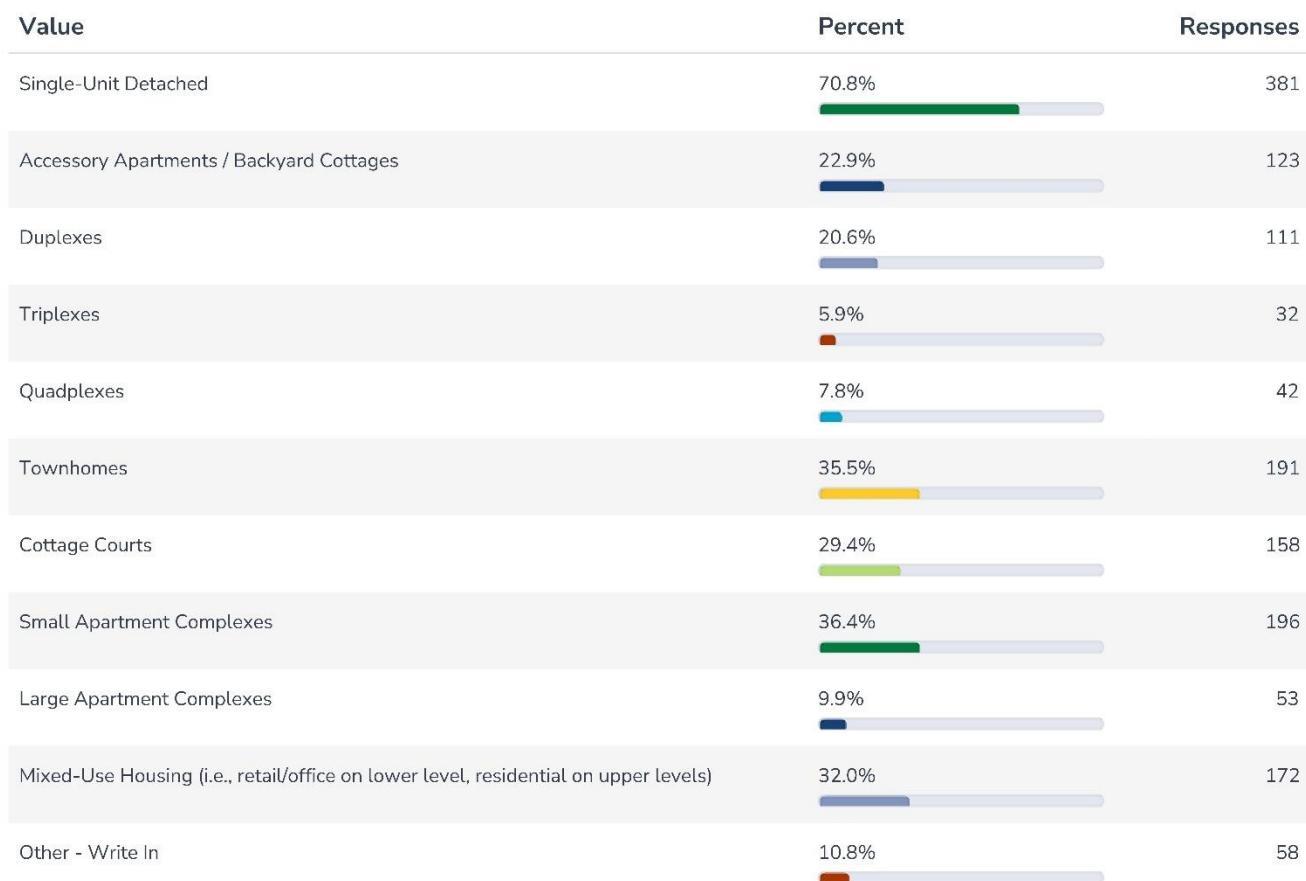
Strongest agreement:

1. Historic preservation is important to preserve the City's character – 83% agree or strongly agree
2. People in Marshall are investing in their properties – 66% agree or strongly agree

Strongest disagreement:

1. The cost to purchase a home in Marshall is reasonable – 61% somewhat or strongly disagree
2. The cost to rent a home or apartment in Marshall is reasonable – 58% somewhat or strongly disagree

Q6. Which housing types do you think Marshall needs more of?



Top answers:

1. Single-unit detached – 70.8%
2. Small apartment complexes – 36.4%
3. Townhomes – 35.5%
4. Mixed-use – 32.0%
5. Cottage courts – 29.4%

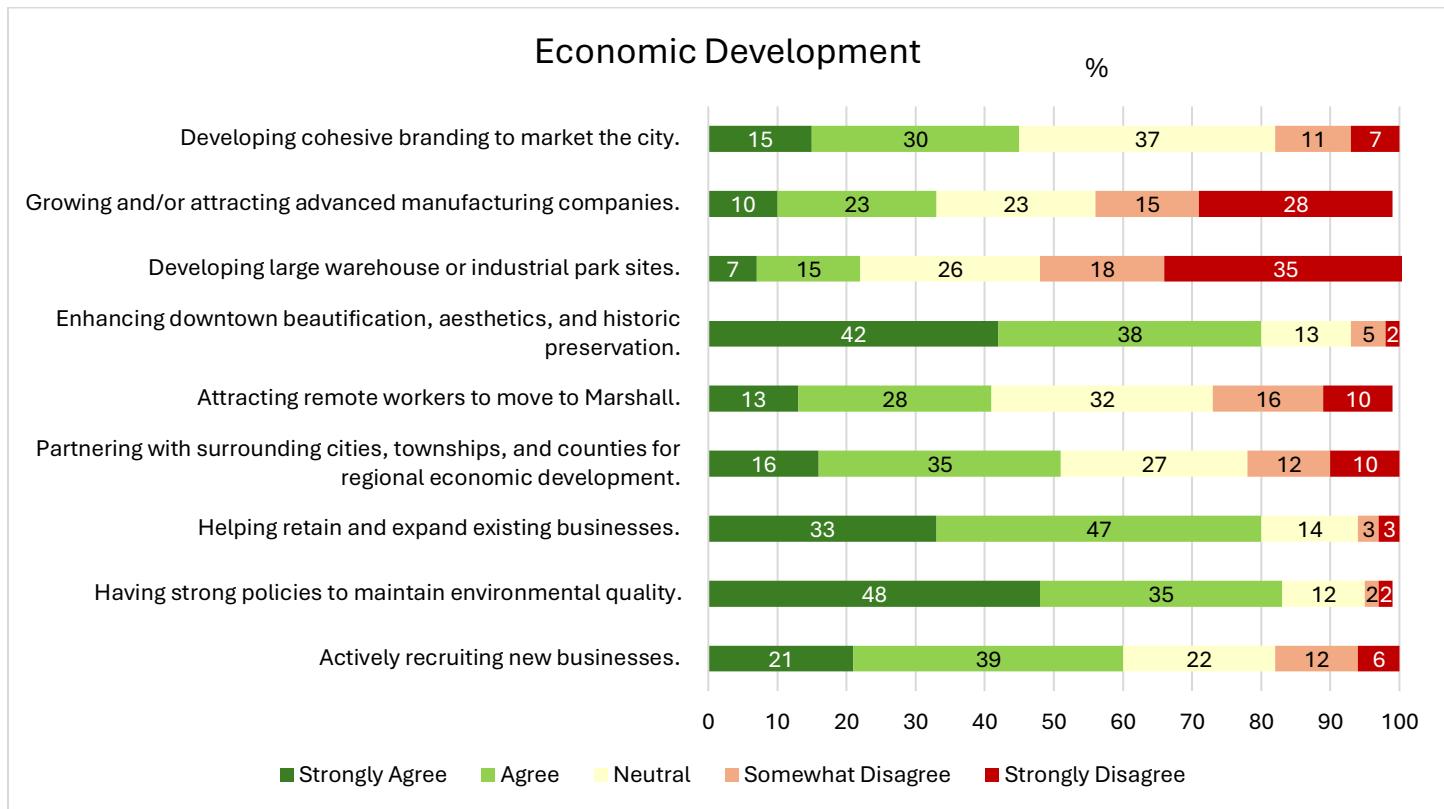
Q7. Priorities for Marshall.

Please rank the following according to how important you believe each is for the City of Marshall.

Out of 5 Stars	
More local job opportunities	3.6
More diverse housing options	3.3
More entertainment and recreation options (all ages)	3.7
More kid-friendly programs, activities, and entertainment opportunities	3.6
Preservation of historic areas	3.9
Enhanced walking, biking, and non-motorized transit options	3.9
More services and programs for seniors	3.4
More shopping options	3.7

Q8. Economic development.

Please rate your level of agreement with the following statements: "I would support the City dedicating more time and resources to..."

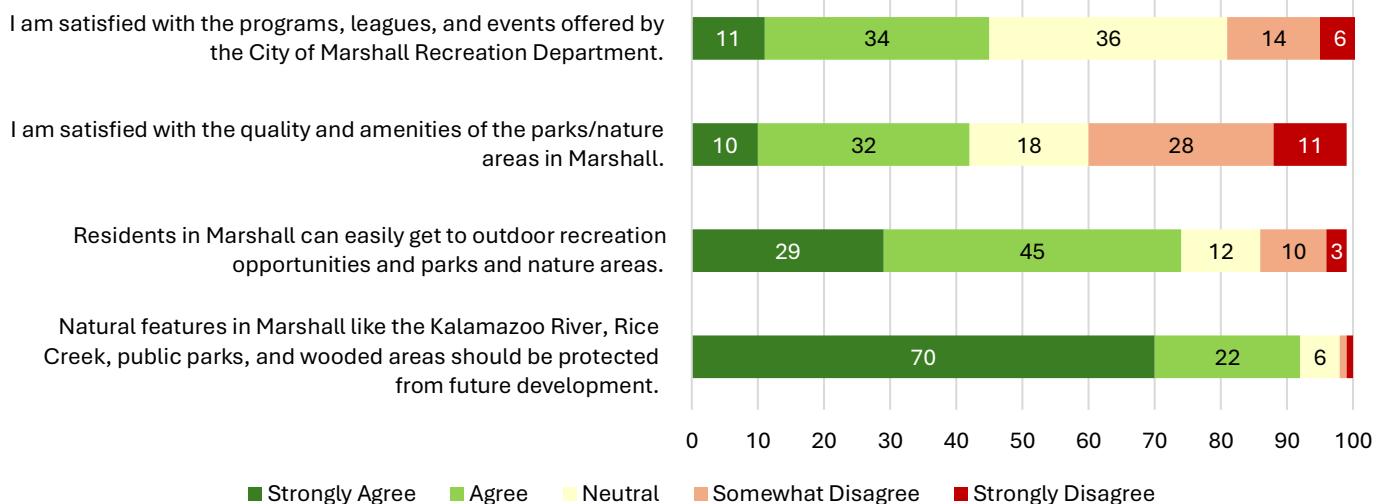


Q9. Environment, parks, and recreation.

Please select an option that best describes your opinion regarding the following statements.

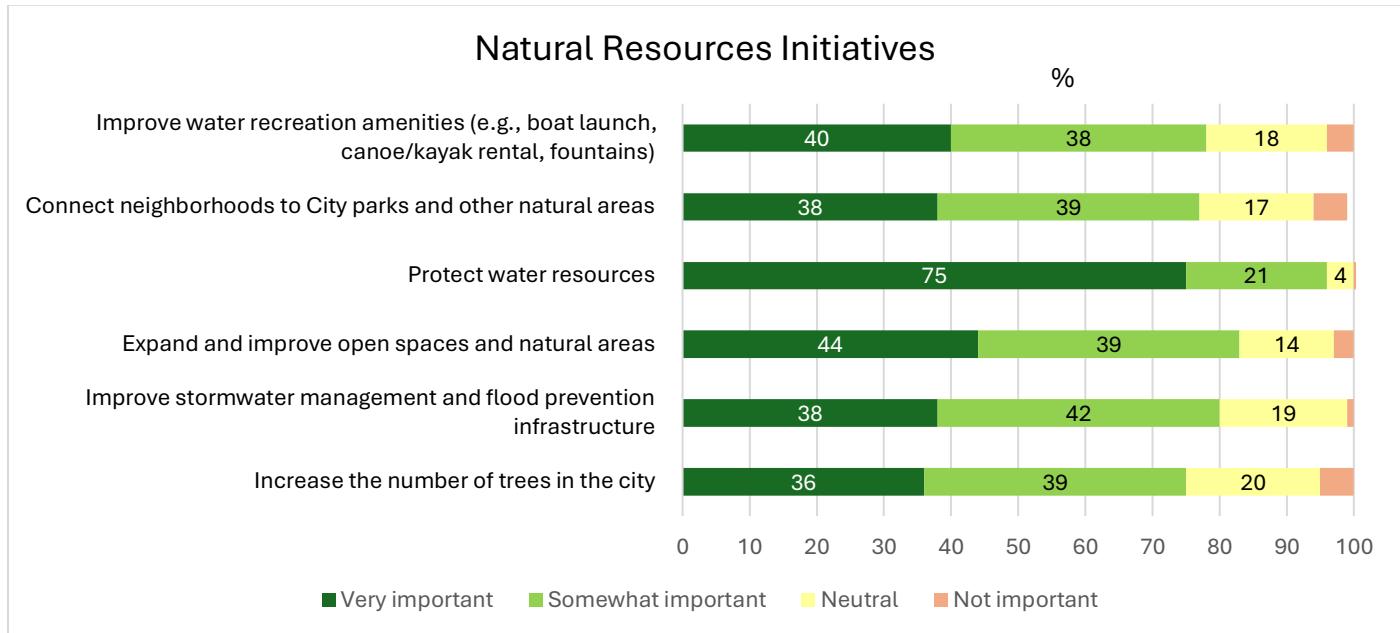
Environment, Parks, and Recreation

%



Q10. Natural Resources Initiatives

Please rate how you prioritize the following natural resource initiatives.



Q11. How often have you visited the following parks in the last year?

	Once or more per week	Once per month	A few times	Not at all	Not sure	≥ Monthly	#
Carver Park	6%	6%	32%	44%	11%	12%	518
Brooks Memorial Fountain Park	26%	26%	39%	8%	1%	53%	537
Marshall Athletic Fields	10%	10%	32%	46%	2%	20%	533
Ketchum Park	21%	25%	39%	13%	2%	46%	541
Stuart Landing and Millpond Park	14%	23%	40%	21%	2%	36%	535
The Brooks Nature Area	9%	15%	35%	36%	5%	24%	538
Shearman Park	5%	10%	22%	53%	10%	15%	530
Riverwalk	23%	23%	36%	15%	2%	47%	546
Grand Street Park	4%	8%	22%	54%	13%	12%	529
Allcott Park	2%	5%	16%	59%	17%	7%	526
Garvin Park	1%	4%	13%	61%	22%	4%	519
Cook Park	2%	4%	12%	61%	21%	5%	513
Marshall Area Farmers Market	27%	30%	27%	14%	2%	57%	543
Calhoun County Fairgrounds	6%	20%	59%	13%	2%	26%	542

Most visited parks:

1. Farmers Market
2. Brooks Memorial Fountain
3. Riverwalk
4. Ketchum Park
5. Stuart's Landing and Millpond Park

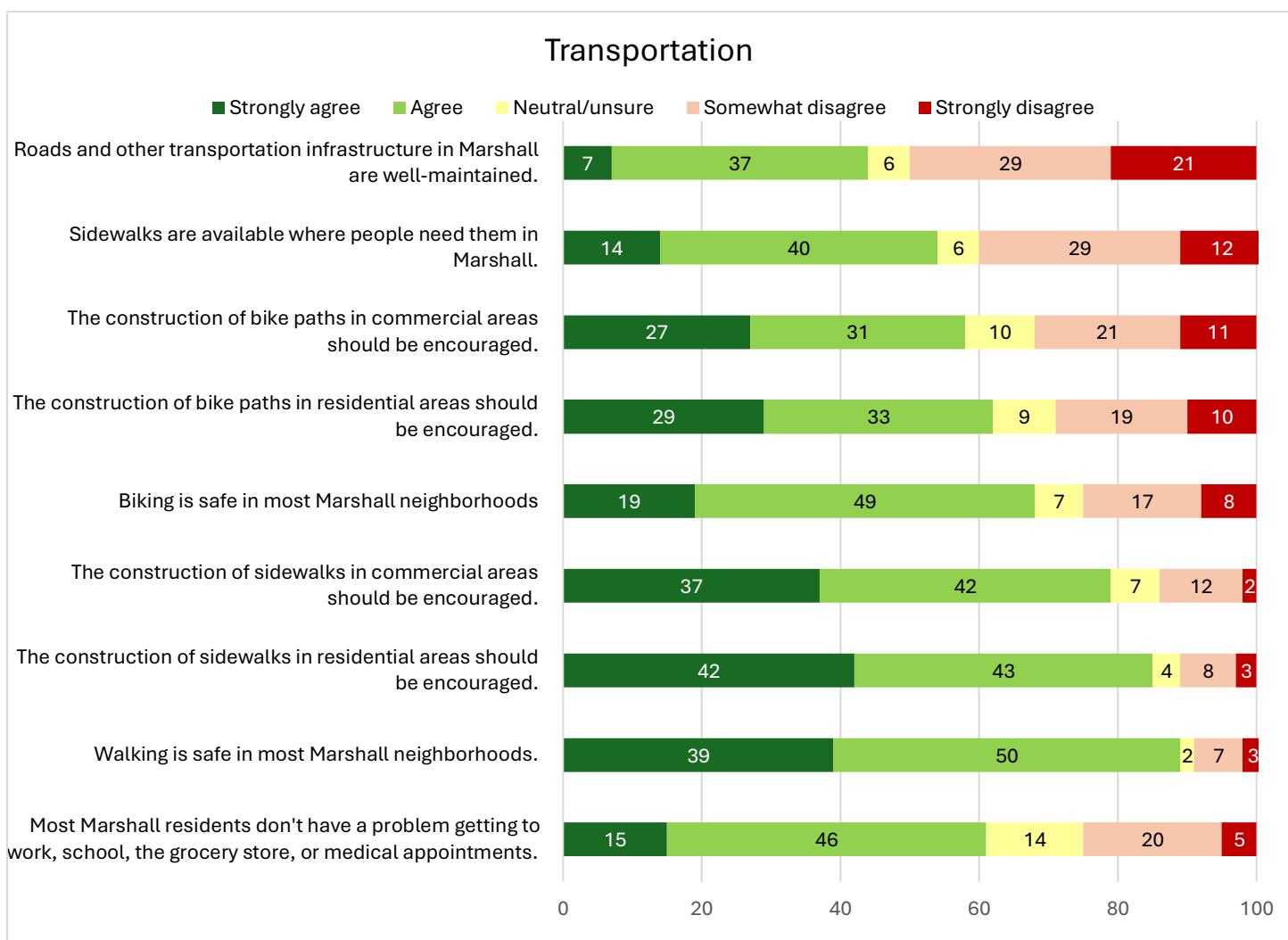
Q12. Are there specific improvements you would like to see in City Parks? What are they?

380 total comments, minus 55 that said no/I don't know/none or weren't relevant to parks = 325

Top responses:

- Maintenance – 141 (43%)
- Riverwalk improvements – 63 (20%)
- Ketchum Park improvements – 34
- New/updated playground equipment – 27
- Trails / walking paths – 26
- Landscaping – 23
- Dog park / amenities – 23
- Safety – 22
- More programming / activities – 20
- Bike paths – 19
- Accessibility – 17
- Restrooms – 16
- Picnic areas – 13
- Pickleball – 11

Q13. Transportation. Please select an option that best describes your opinion regarding the following statements.



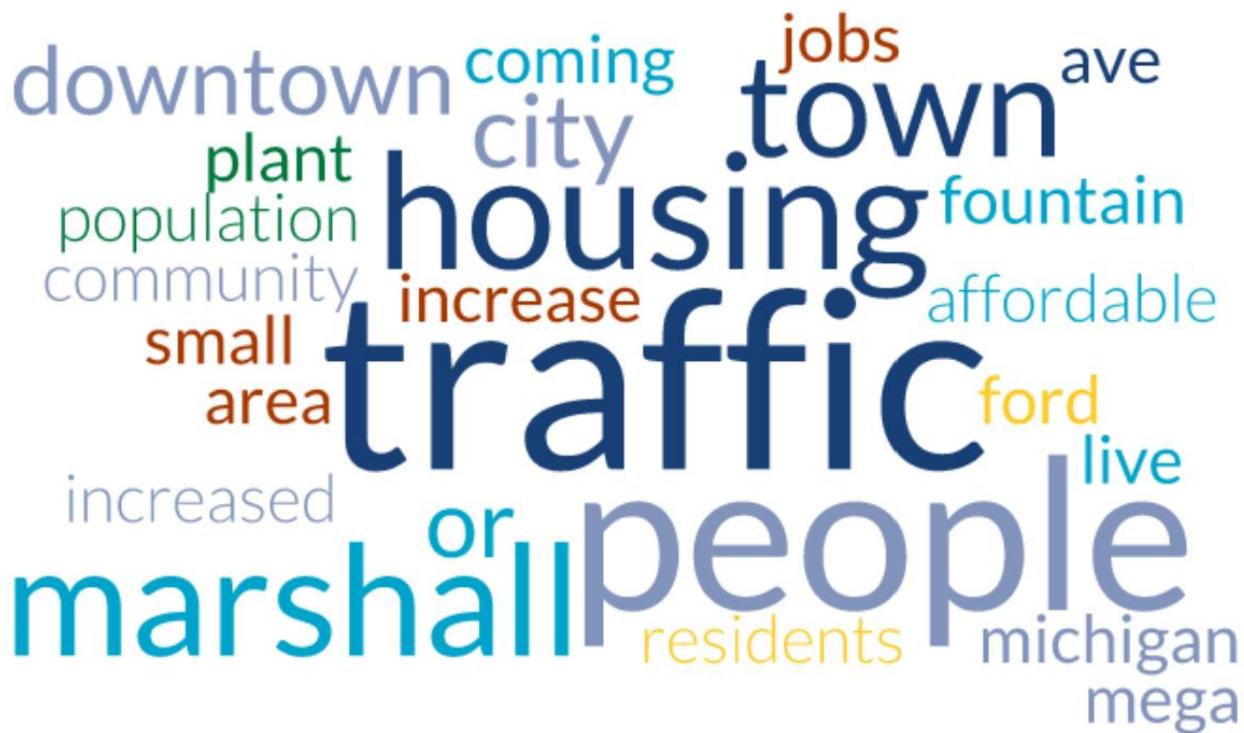
Q14. Safety while riding and biking.

On a scale of 1 (feels unsafe/uncomfortable) to 3 (feels very safe/comfortable), please identify how comfortable the following roadways are to cross for pedestrians, bicyclists, and other non-motorized users.

	1 Not safe/ comfortable	2 Somewhat safe/ comfortable	3 Very safe/ comfortable	Not sure
Michigan Avenue (Downtown Marshall)	12%	37.7%	50.2%	0.4%
Michigan Avenue (near Marshall Athletic Fields)	58%	21.4%	15.1%	5.0%
Brewer Street/North Kalamazoo Avenue (North of Brooks Fountain)	22%	43.8%	31.4%	2.6%
South Kalamazoo Avenue (near Kalamazoo River)	22%	47.0%	24.3%	6.1%
North Marshall Avenue (north of downtown Marshall)	13%	40.5%	40.3%	6.3%
South Marshall Avenue (south of downtown Marshall)	15%	47.9%	29.8%	7.6%

Q15. Challenges.

What future challenges will Marshall face that we should be planning for now?



A word cloud visualization showing various challenges facing Marshall. The words are arranged in a cluster, with larger words representing more significant challenges. The words include: downtown, coming, jobs, ave, plant, city, town, housing, fountain, population, community, increase, affordable, small, area, traffic, ford, live, increased, or, people, residents, michigan, mega, marshall.

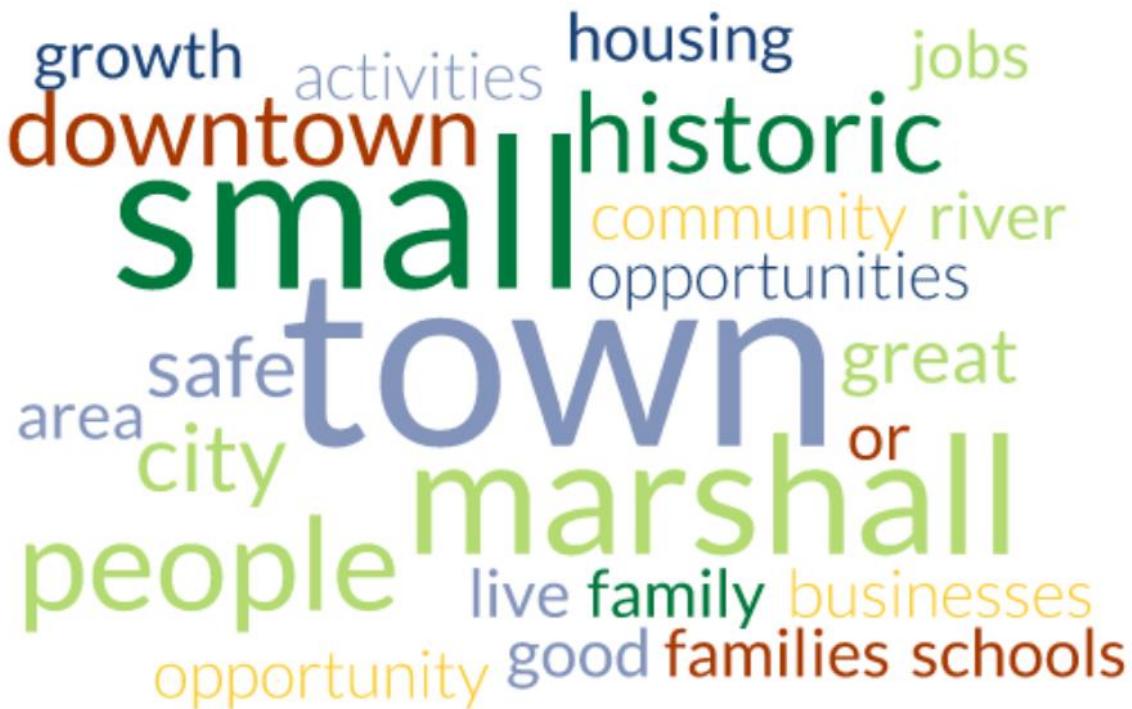
423 comments

Top challenges:

1. Population growth and inherent related challenges
2. Housing supply and affordability
3. Traffic – increased traffic already begun and fear it will get worse with Blue Oval
4. Infrastructure and public services – worry about strain on these due to influx of population from Blue Oval
5. Environmental concerns – pollution from Blue Oval, concerns about climate change, littering
6. Economy – inflation, high taxes
7. Small businesses – desire to protect downtown businesses and small businesses
8. Public safety and crime – concerns that as the city grows, crime will grow
9. Community identity and character – managing growth; fear of small town character changing due to Blue Oval.

Q18. Opportunities.

What do you think Marshall's greatest opportunities are?



A word cloud visualization of opportunities for Marshall. The most prominent word is "small town", which is the central focus. Other significant words include "downtown", "historic", "people", "marshall", "live", "family", "businesses", "schools", "opportunities", "safe", "city", "area", "activities", "growth", "housing", "jobs", "community", "river", "great", "or", "good", "families", "schools", and "opportunity".

329 comments

Top opportunities:

1. Historic character and small-town charm
2. Supporting local businesses
3. Balanced approach to growth
4. Enhancing parks, trails, and natural assets (and marketing them)
5. Maintaining and improving schools will be key to success, attracting young families
6. Leveraging location

Q19. Is there anything else you would like to share with the Steering Committee?

school small family residents great other love street
work people city live
safe area community town nice
taxes businesses downtown feel park
marshall michigan

329 responses

Top themes:

1. Opposition to Blue Oval
2. Desire to preserve Marshall's small-town, historic character
3. Desire for transparency and community engagement
4. Support for small businesses
5. Investing in infrastructure, pedestrian safety and walkability
6. Need for housing
7. More investments in parks and recreation
8. Desire for beautification efforts, maintenance, and landscaping
9. Opportunities for youth and teens
10. Resources and housing for seniors

Under vs. Over 18

Q1. What is your relationship to Marshall?

	Under 18	Over 18
Resident	36.8%	72.1%
Business owner	1.5%	8.1%
Property owner	3.0%	25.9%
Visitor	1.5%	2.0%
I work in Marshall	4.5%	19.7%
I live in the Marshall area, but not in the city	32.3%	24.5%
Other	46.6%	3.9%

Q2. How long have you lived/gone to school in Marshall?

	Under 18	Over 18
Less than 1 year	14.4%	2.7%
1-5 years	25.0%	13.4%
6-10 years	27.3%	13.0%
11-20 years	32.6%	15.5%
Over 20 years	0.8%	55.4%

Q3. How old are you?

- Under 18 – 133 (17.5%)
- Over 18 – 560 (82.5%)

Q4. What do you like the most about Marshall? (Please check all that apply).

	Under 18	Over 18
Local restaurants and businesses	66.7%	58.6%
Quality schools	34.8%	26.6%
Job opportunities	6.8%	3.4%
Parks and recreation facilities and programming	16.7%	30.9%
Welcoming community / neighbors	30.3%	34.1%
Proximity to I-94 and I-69	4.5%	40.5%
Quality city services	9.1%	18.9%
Historic character	22.0%	68.2%
Walkable	49.2%	69.1%
Good place to retire	9.8%	18.6%
Open space and nature	29.5%	33.8%
Trail network	8.3%	19.1%
Safety / low crime	42.4%	67.9%
Quality homes and neighborhoods	21.2%	36.8%
Affordable	18.9%	10.0%
Community and cultural events	18.9%	36.6%
Family-friendly	46.2%	55.2%
Other	11.4%	9.5%

Q5. Please rank the following according to how important you believe each is for Marshall. 1 being the least important, 5 being the most important.

	Under 18	Total
More local job opportunities	3.5	3.6
More diverse housing options	3.6	3.3
More entertainment and recreation options (all ages)	3.8	3.6
More kid-friendly programs, activities, and entertainment opportunities	3.7	3.6
Preservation of historic areas	3.8	3.9
Enhanced walking, biking, and non-motorized transit options	3.7	4.0
More services and programs for seniors	3.4	3.4
More shopping options	3.8	3.7

Q6. Are there improvements you would like to see in the City's parks? What are they?

Under 18

Over 18

bathrooms
park specific shops skate
trails bigger cleaner kids
river idk city or food
dogs walk
clean dont trash good
condition options marshall
entertainment

areas equipment fountain paths
river or ketchum
other parks riverwalk
pad trees bike
splash kids
city walking
trails dog walk maintenance
marshall maintained playground

Q7. What future challenges will Marshall face that we should be planning for now?

Under 18

Over 18

plant challenges inflation overpopulation
face site mega dont
idk marshall
power people city housing
care coming lot jobs
prices increase ford population
buildings battery moving

blue increase population safety
city or ave downtown live
peopletown residents
small plant michigan
traffic
housing marshall
ford affordable area increased
good fountain community

Q8. What do you think Marshall's greatest opportunities are?

Under 18

Over 18

marshall's marshalls
places historic shops downtown
school greatest
town kids
marshall idk good
city walk
dont jobs opportunities
library history job people
money

schools charm opportunity
people growth downtown
live community
safe city or area
family activities
great housing
historic marshall
feel families opportunities businesses
business

Q9. Is there anything else you would like to share?

Under 18

Over 18

comment
academic ages children cat
dont food library share
activities idk marshall
definetly cafe
forms age places people
burning awesome albion
community

family street
residents love small feel live
safe area community
park city or town other
work
marshall
people michigan
businesses downtown taxes nice great
school