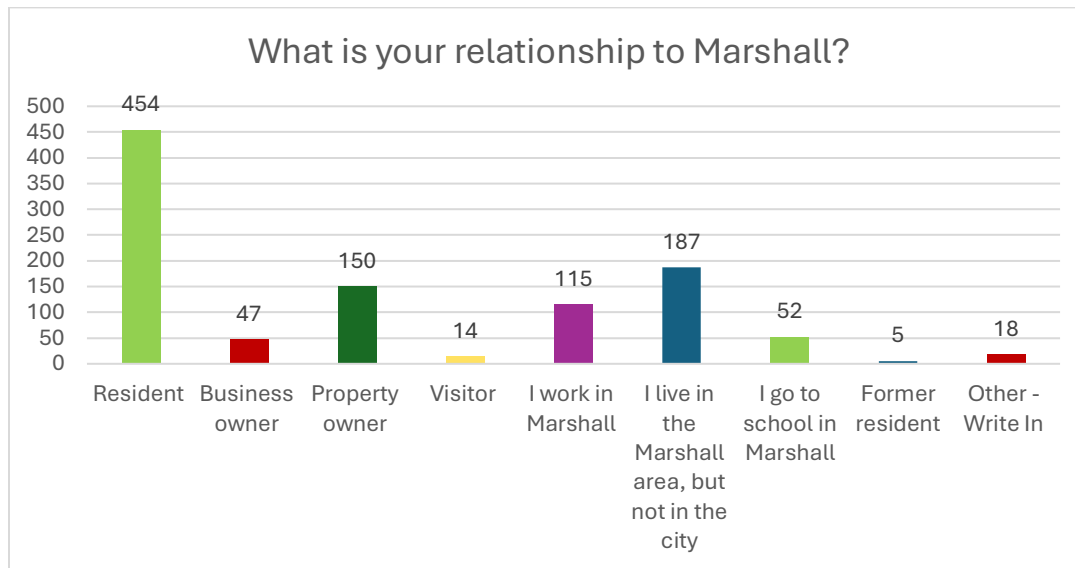


# Marshall Community Planning Survey Analysis

## Q1. Relationship to Marshall



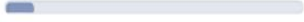
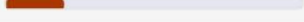
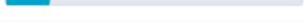
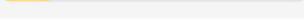

Value	Percent
Resident	65%
Business owner	7%
Property owner	22%
Visitor	2%
I work in Marshall	17%
I live in the Marshall area, but not in the city	27%
I go to school in Marshall	7%
Former resident	1%
Other - Write In	3%

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

Value	Percent	Responses
Less than 1 year	4.9%	34
1-5 years	15.6%	108
6-10 years	15.8%	109
11-20 years	18.8%	130
Over 20 years	44.9%	311

Totals: 692

### Q3. How old are you?

Value	Percent	Responses
Under 18	19.2% 	133
19-24	2.5% 	17
25-34	9.7% 	67
35-44	19.8% 	137
45-54	15.2% 	105
55-64	14.9% 	103
65 or older	18.9% 	131
		Totals: 693

### 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

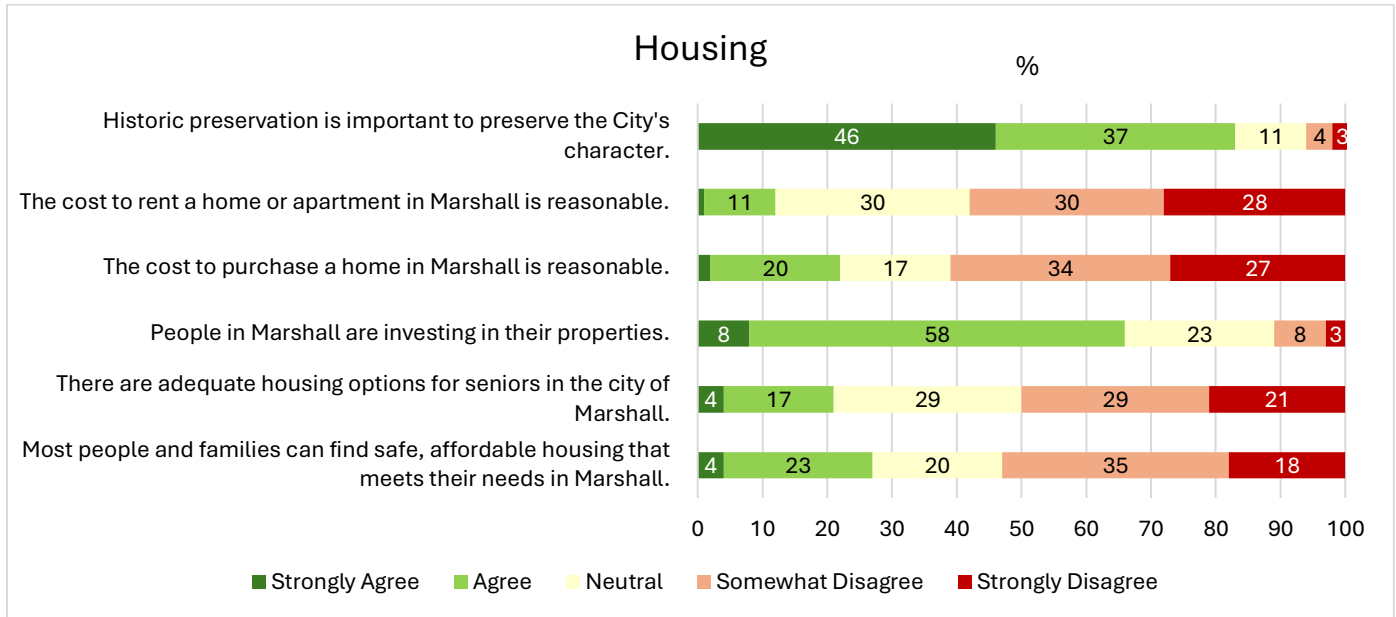
Top five:

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.




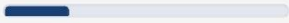

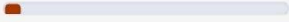

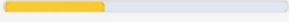
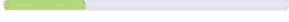
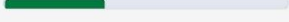

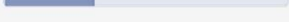

**Strongest agreement:**

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?

Value	Percent	Responses
Single-Unit Detached	70.8% 	381
Accessory Apartments / Backyard Cottages	22.9% 	123
Duplexes	20.6% 	111
Triplexes	5.9% 	32
Quadplexes	7.8% 	42
Townhomes	35.5% 	191
Cottage Courts	29.4% 	158
Small Apartment Complexes	36.4% 	196
Large Apartment Complexes	9.9% 	53
Mixed-Use Housing (i.e., retail/office on lower level, residential on upper levels)	32.0% 	172
Other - Write In	10.8% 	58

### 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%

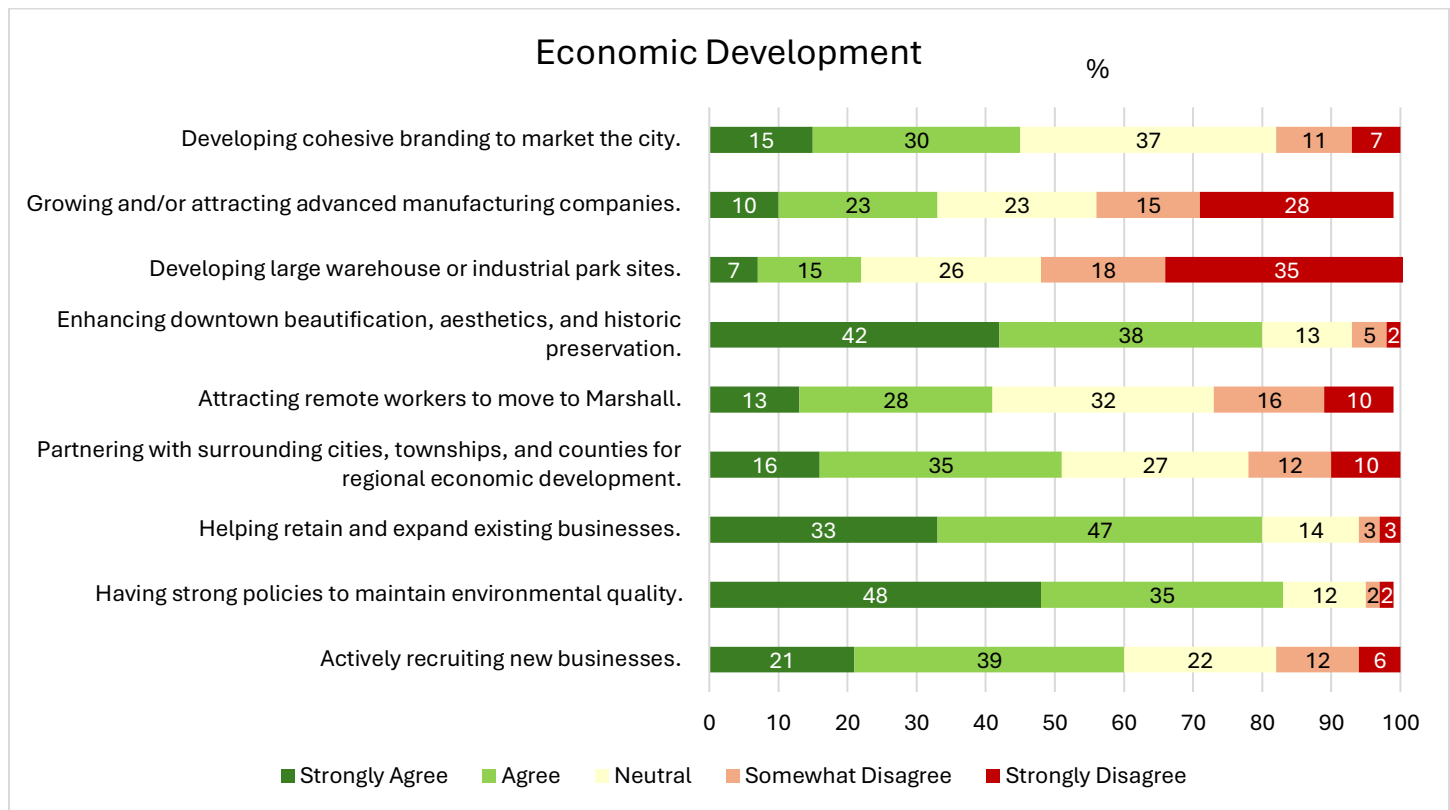
## Q7. Priorities for Marshall.

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

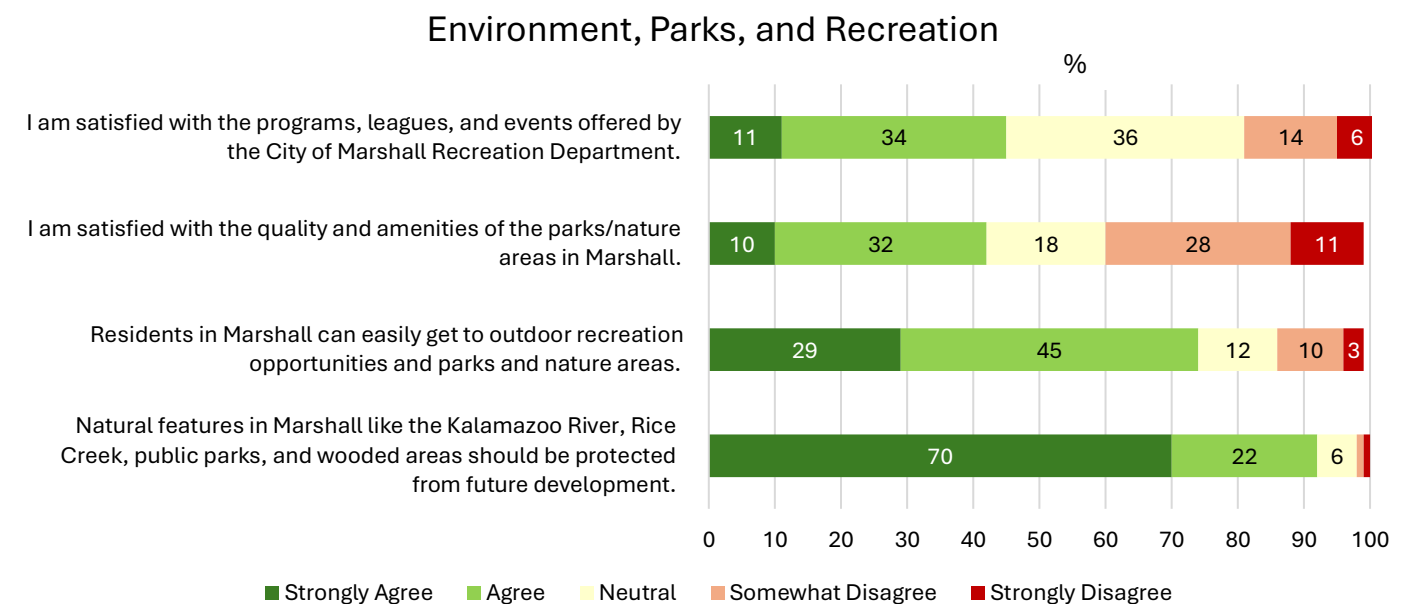
## Q8. Economic development.

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



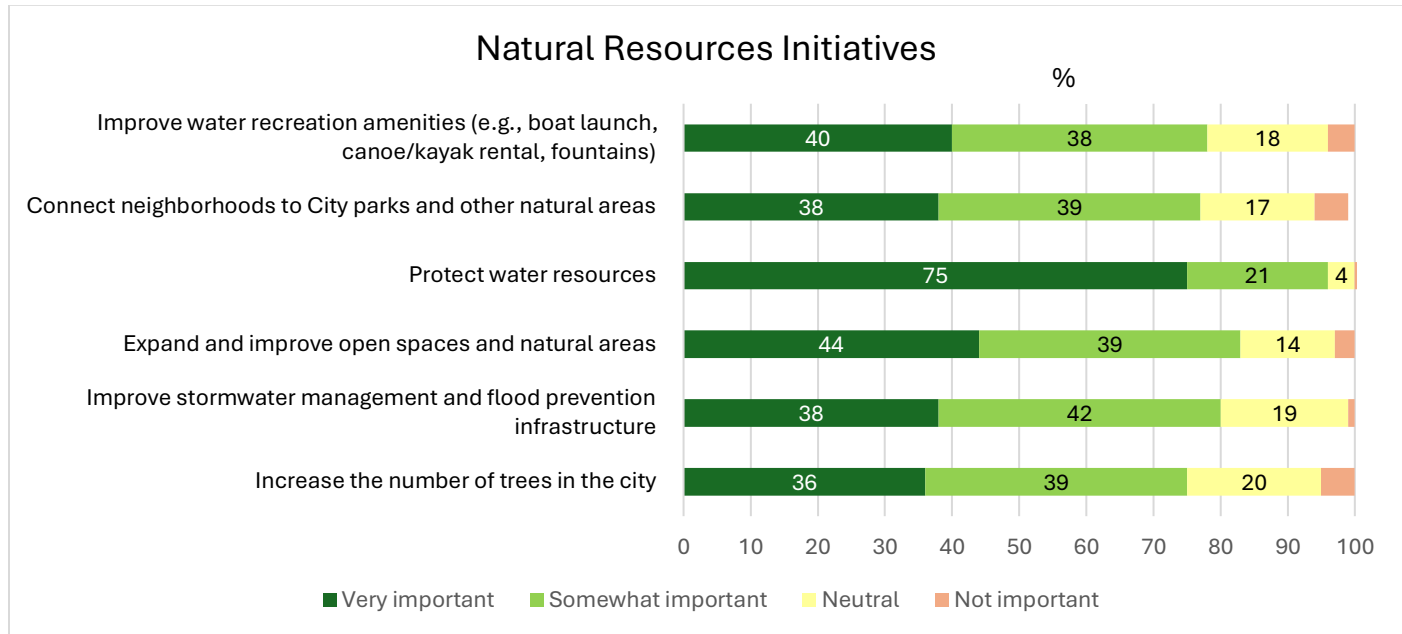
## Q9. Environment, parks, and recreation.

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



## 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	#
<b>Carver Park</b>	6%	6%	32%	44%	11%	12%	518
<b>Brooks Memorial Fountain Park</b>	26%	26%	39%	8%	1%	53%	537
<b>Marshall Athletic Fields</b>	10%	10%	32%	46%	2%	20%	533
<b>Ketchum Park</b>	21%	25%	39%	13%	2%	46%	541
<b>Stuart Landing and Millpond Park</b>	14%	23%	40%	21%	2%	36%	535
<b>The Brooks Nature Area</b>	9%	15%	35%	36%	5%	24%	538
<b>Shearman Park</b>	5%	10%	22%	53%	10%	15%	530
<b>Riverwalk</b>	23%	23%	36%	15%	2%	47%	546
<b>Grand Street Park</b>	4%	8%	22%	54%	13%	12%	529
<b>Allcott Park</b>	2%	5%	16%	59%	17%	7%	526
<b>Garvin Park</b>	1%	4%	13%	61%	22%	4%	519
<b>Cook Park</b>	2%	4%	12%	61%	21%	5%	513
<b>Marshall Area Farmers Market</b>	27%	30%	27%	14%	2%	57%	543
<b>Calhoun County Fairgrounds</b>	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

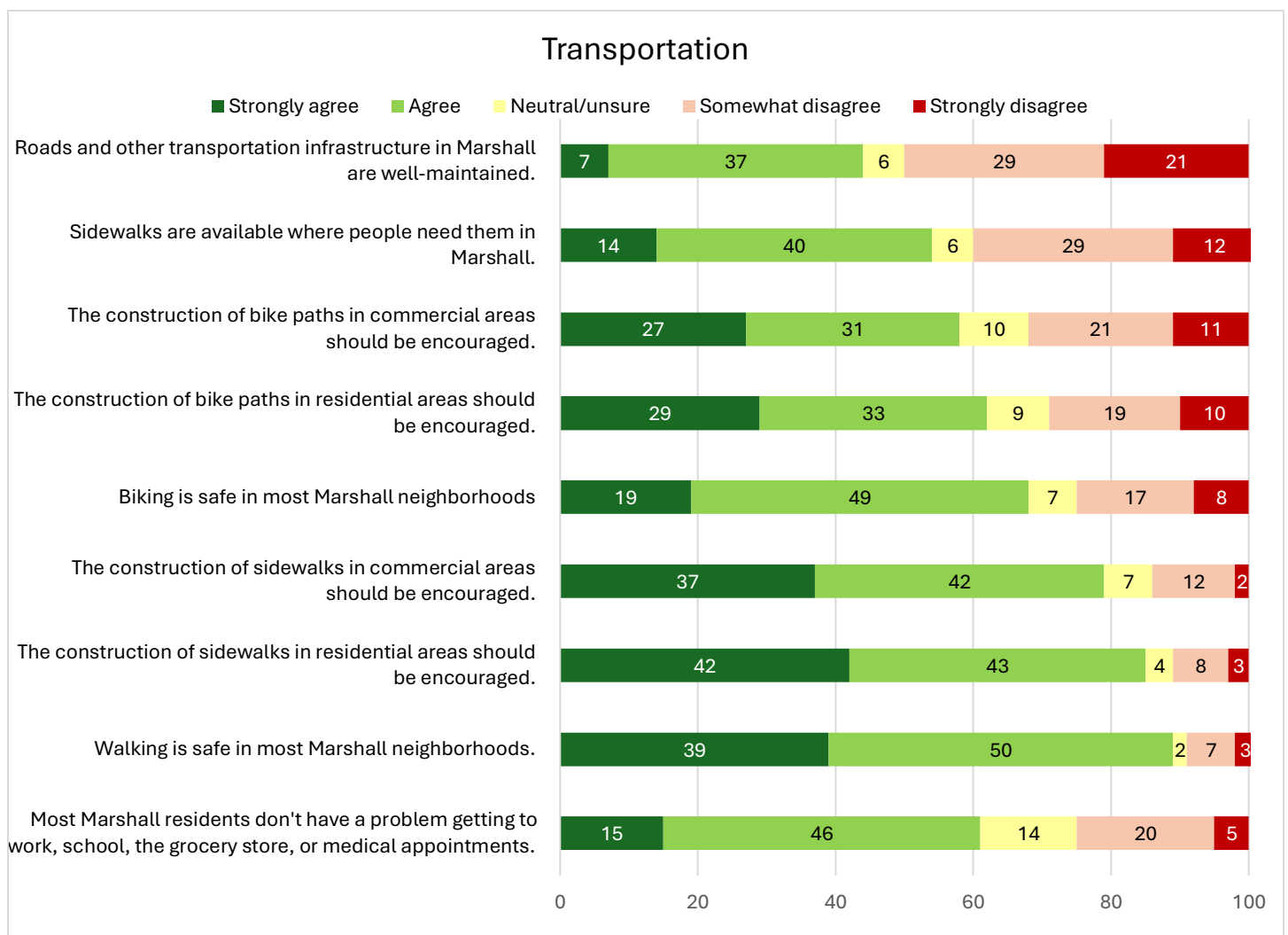
## Q12. Are there specific improvements you would like to see in City Parks? What are they?

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.



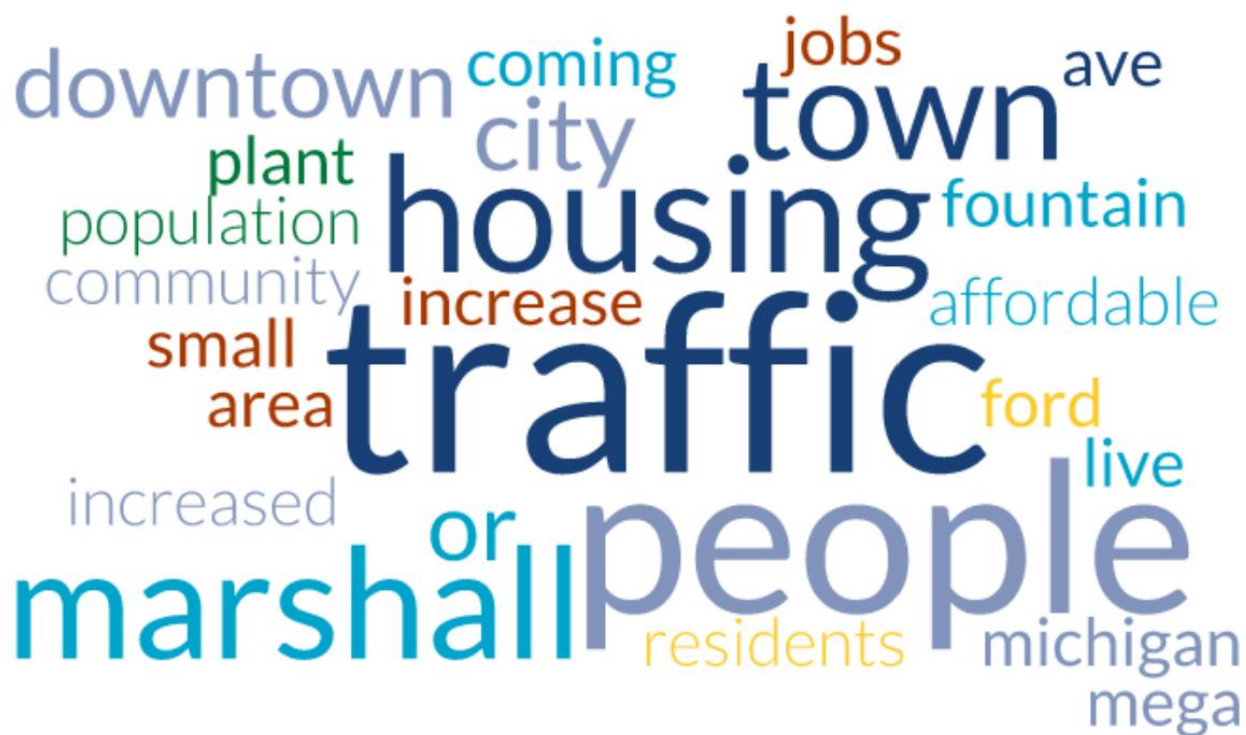
#### Q14. Safety while riding and biking.

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?





## 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?

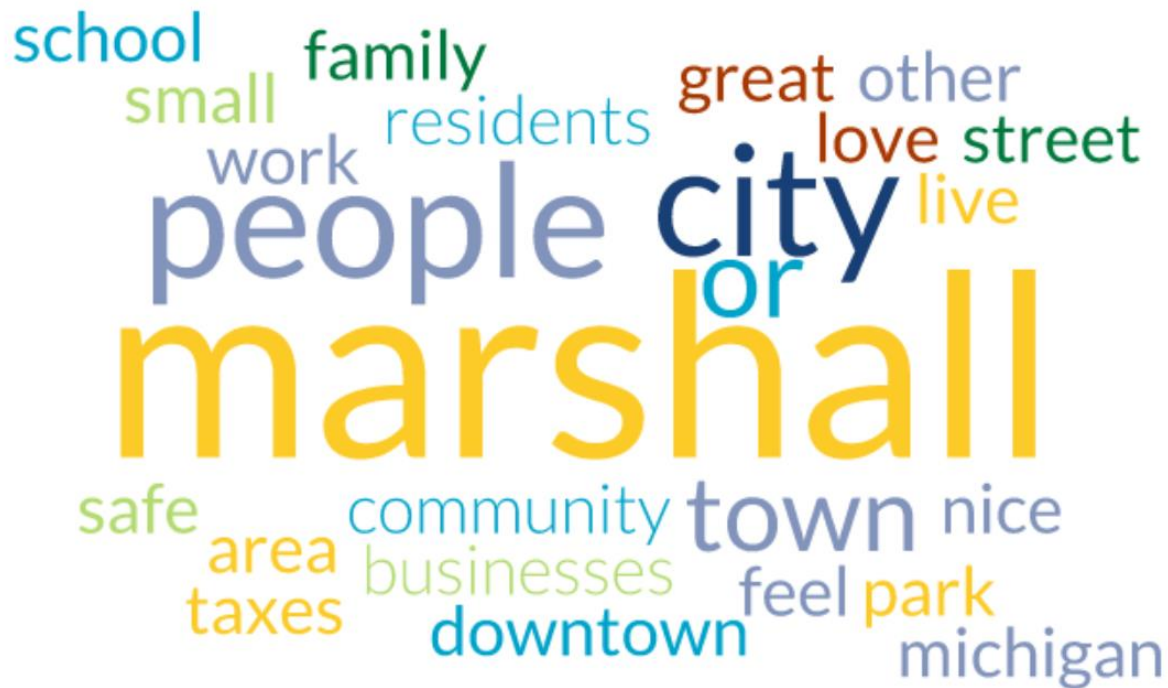


## 329 comments

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?



**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



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

Under 18

Over 18



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

Under 18

Over 18



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

Under 18

Over 18

