
City of Marshall Parks and Recreation

2021 Community Survey
Summary of Results



Survey outline

- Survey included interviews with 303 registered voters in the City of Marshall.
- Interviews were completed between October 5th and October 13th.
- Approximate margin of error is $\pm 5.5\%$.

Who we called

- Interviews included demographic targets intended to provide a representative sample of voters in the city.
- To the extent that any demographic dimension was under- or over-sampled, sample weights were adjusted to compensate.

Who we called *(cont.)*

- Demographic targets included:
 - Age
 - Gender
 - Voting history
 - Geographic area
- Cell phones and homeownership were tracked but were not demographic targets.

INTRODUCTION

Who we called *(cont.)*

- Early question asked how many times the participant used park facilities in the past 12 months.
 - This information was added as a demographic dimension.
 - Analysis includes cross-tabs for park usage in addition to age, sex, income, etc.



INTRODUCTION

Who we called *(cont.)*

- Follow-up question asked how many times the participant used park facilities outside of Marshall in the past 12 months.



Survey structure

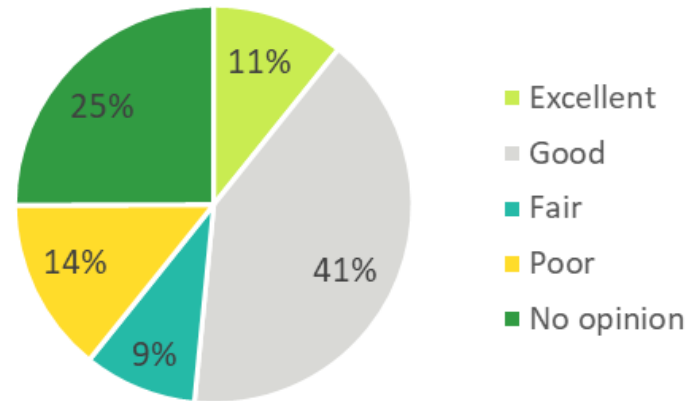
- Main body of survey asked voters their opinions about potential improvements to the City's parks.
- Most questions focused on potential amenities which could be added.
- Additional questions focused on parks and recreation impacts in terms of quality of life in Marshall, as well as potential programs in cooperation with YMCA.

PARKS IMPROVEMENTS

Initial rating

“How would you rate the parks and recreational facilities in Marshall?”

Rating for parks and rec



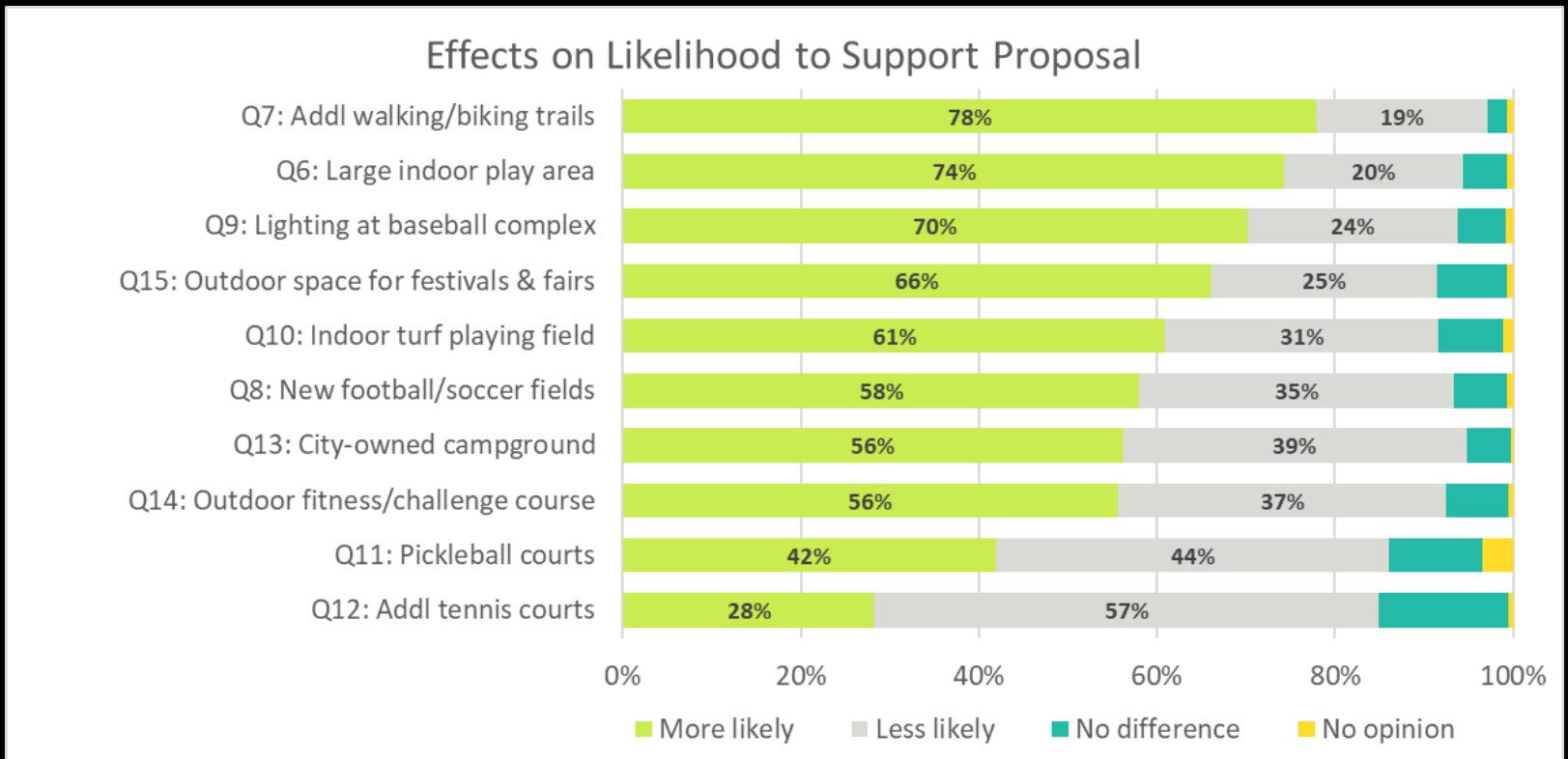
Potential projects

“The City of Marshall is proposing to construct a new Aquatic Center and is considering some projects that would add to or expand the City’s recreation facilities, and the City is interested in hearing whether residents would support these projects. I’m going to describe some of these projects, and I’d like you to share your opinions about them.

As I describe some of the projects that are being considered, I’d like you to tell me if each one makes you more likely or less likely to support the project.”

PARKS IMPROVEMENTS

Potential projects (cont.)





PARKS IMPROVEMENTS

Potential projects *(cont.)*

- Walking & biking trails, indoor play area for children, and lighting for baseball/softball fields had highest positive reaction.
- Pickleball and tennis courts show lower support levels, with support under 50%.

Outdoor ice rink at Red Baron Arena

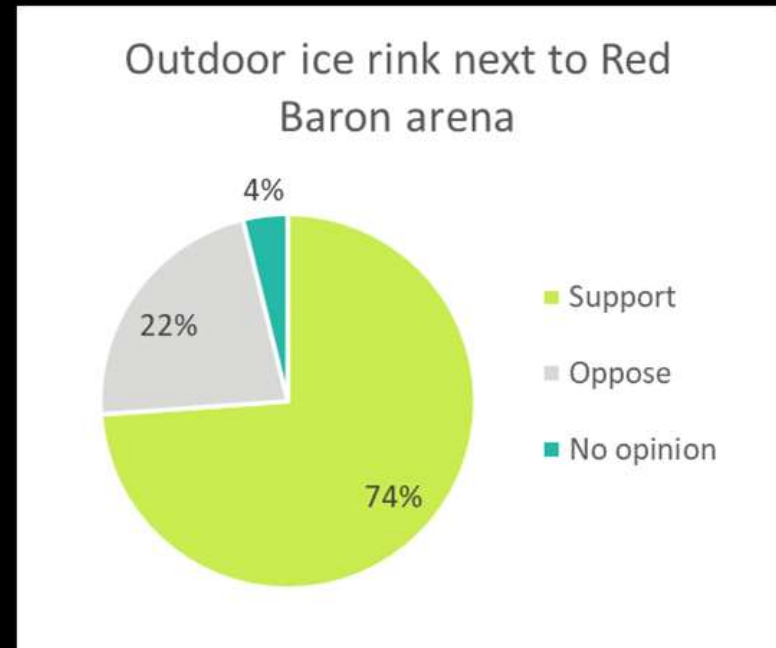
“The Red Baron Ice Arena and Expo Center was constructed in 2016 and has two sheets of ice, with one side left open during the summer months to host events. The city and the Marshall Area Hockey Association are considering an outdoor hockey rink near the arena. It would be used from October through March each year to provide extra space for youth hockey and figure skating along with open skating for the public on weekends.

Would you oppose or support building an outdoor ice rink next to the Red Baron Ice Arena and Expo Center?”

PARKS IMPROVEMENTS

Outdoor ice rink *(cont.)*

“Would you oppose or support building an outdoor ice rink next to the Red Baron Ice Arena and Expo Center?”



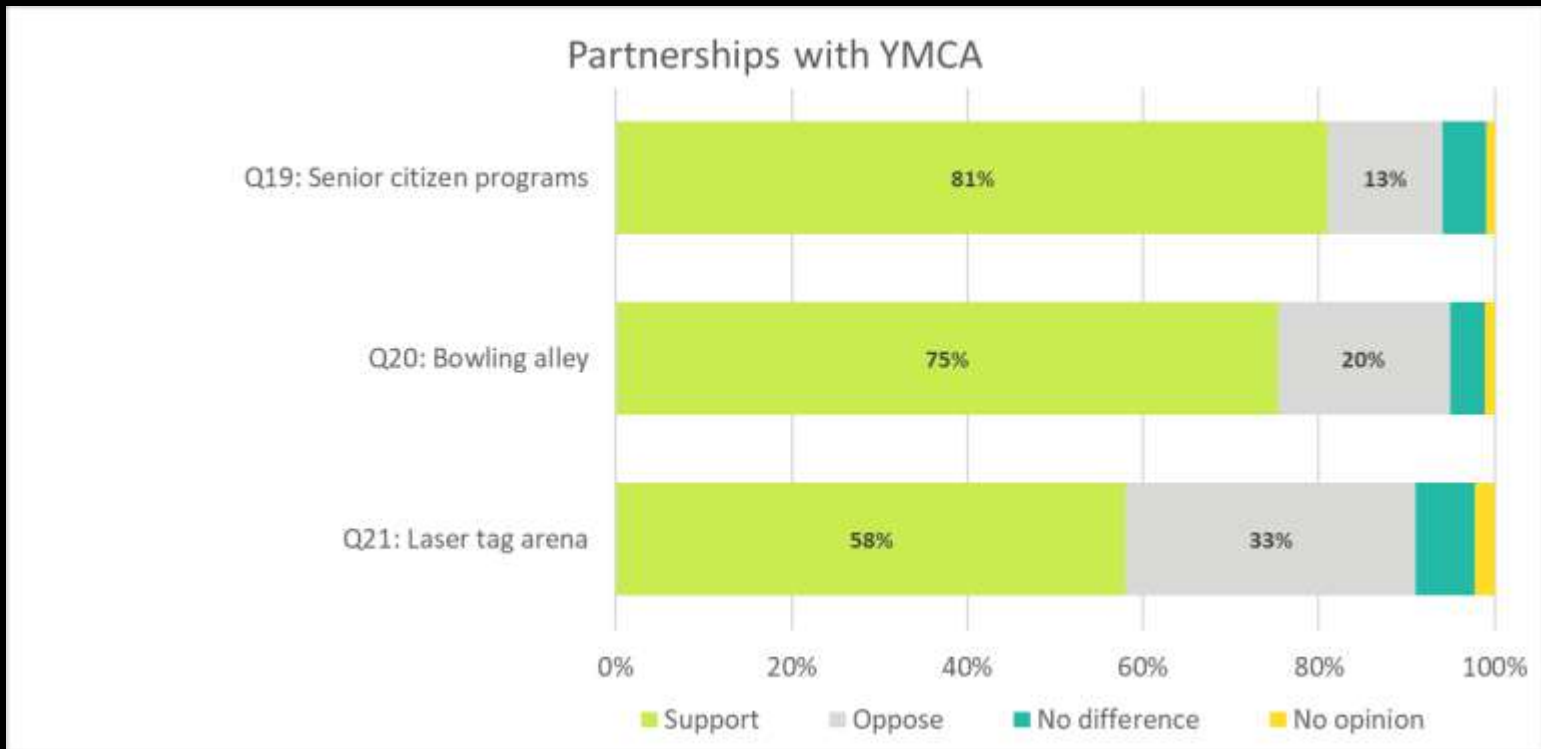
Partnership with YMCA

“The City and the Marshall Area YMCA have had discussions about sharing programs and costs at the YMCA’s current facility.

As I describe some of the options being considered, I’d like you to tell me if you would support the City partnering with the YMCA to share costs and management of specific programs.”

PARKS IMPROVEMENTS

Partnership with YMCA (cont.)





PARKS IMPROVEMENTS

Partnership with YMCA *(cont.)*

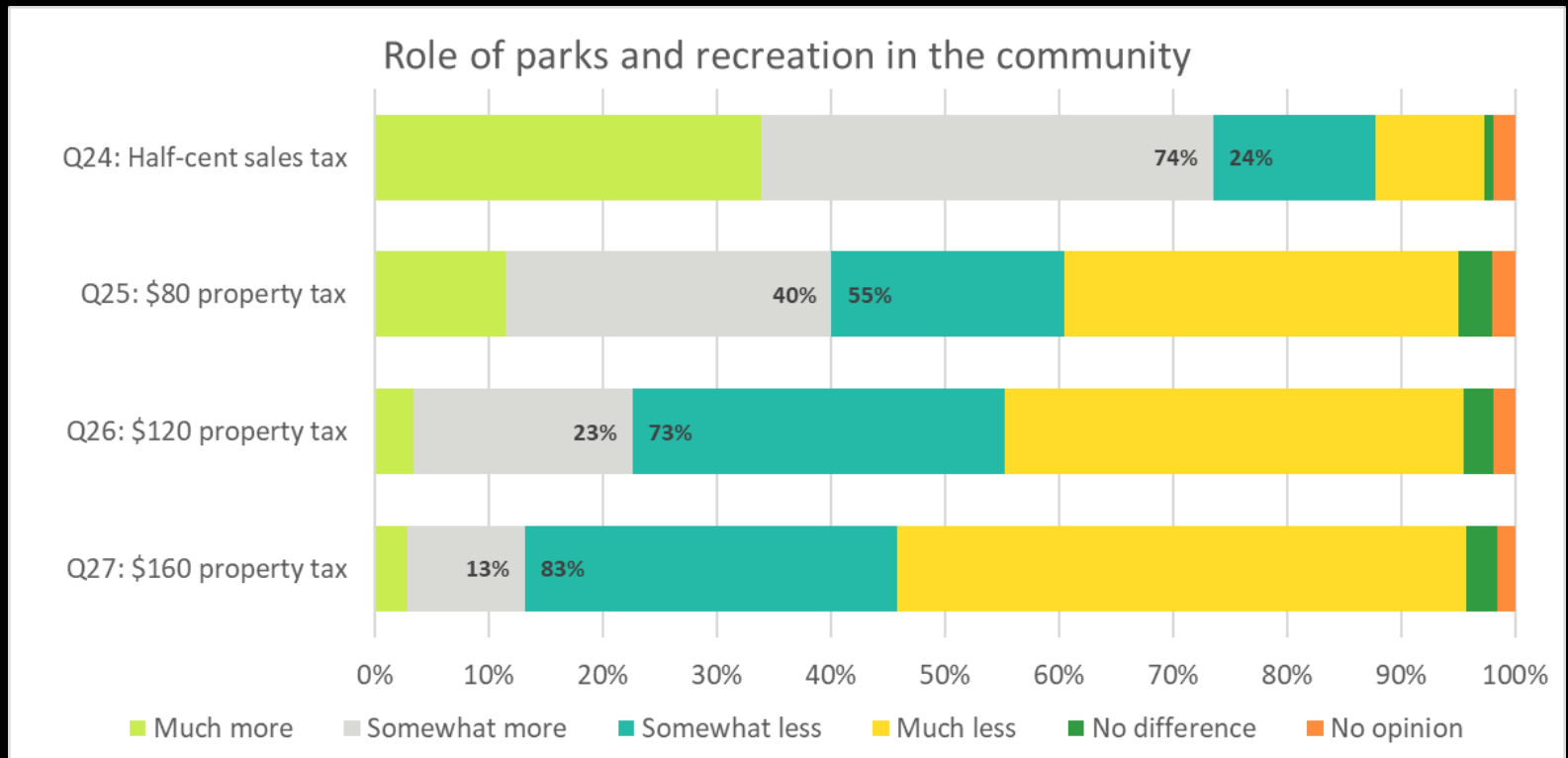
- Good support for senior citizen programs and bowling facility.
- Lower support for laser tag arena, but still generally positive reaction.

Impact of cost information

- Participants were asked about four potential tax impacts to pay for improvements:
 - Three potential property tax increases: \$80, \$120 and \$160 per year.
 - Extension of existing half-cent sales tax.
- Impacts were for an average-valued home.

TAX IMPACTS

Impact of cost information (cont.)



Labels show combined values for more/much more and less/much less.

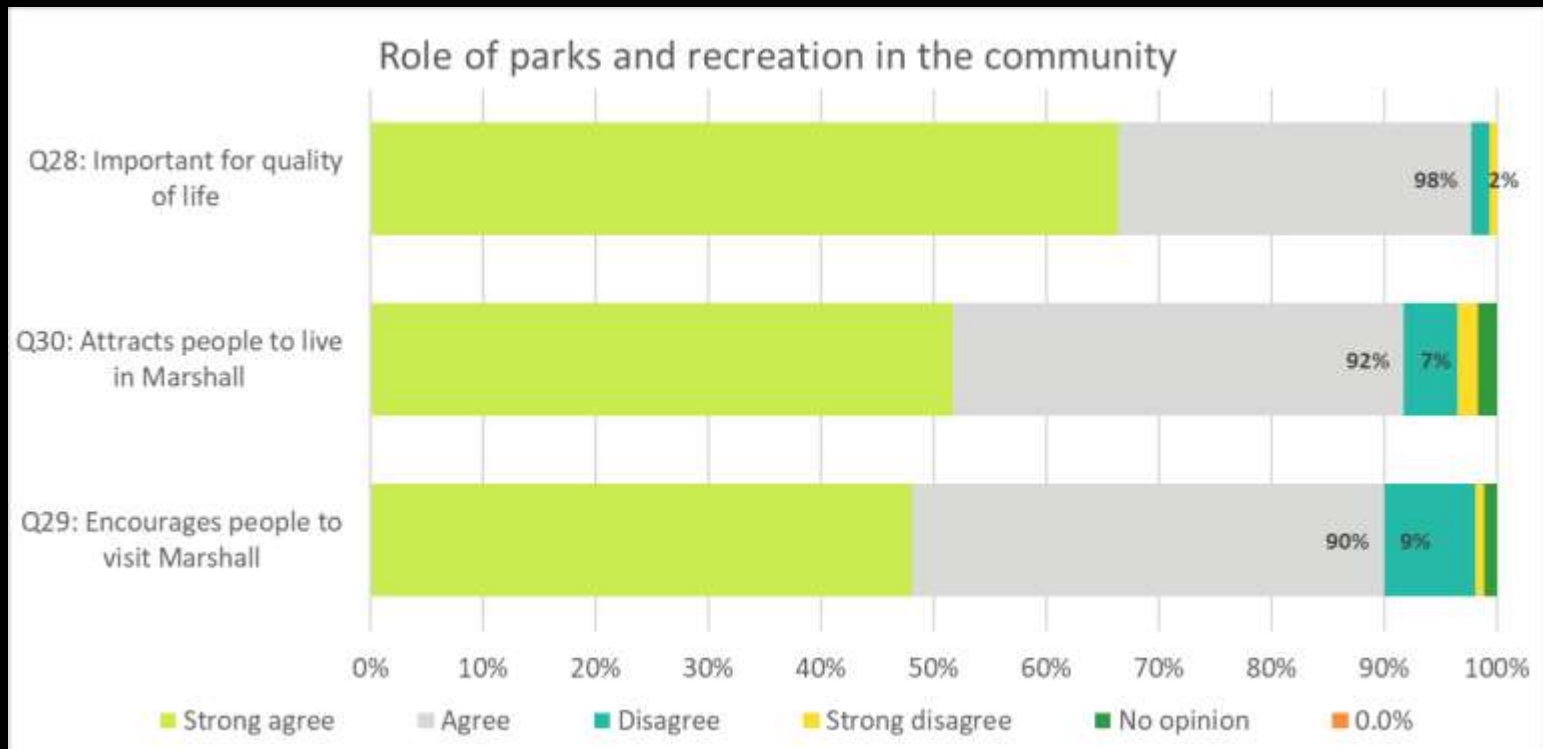
Role of parks in the community

“I am going to read you a handful of statements about the role of parks and recreation facilities in the community.

For each statement, please tell me whether you strongly agree, agree, disagree, or strongly disagree with it.”

COMMUNITY ENVIRONMENT

Role of parks in the community (cont.)



Role of parks in the community *(cont.)*

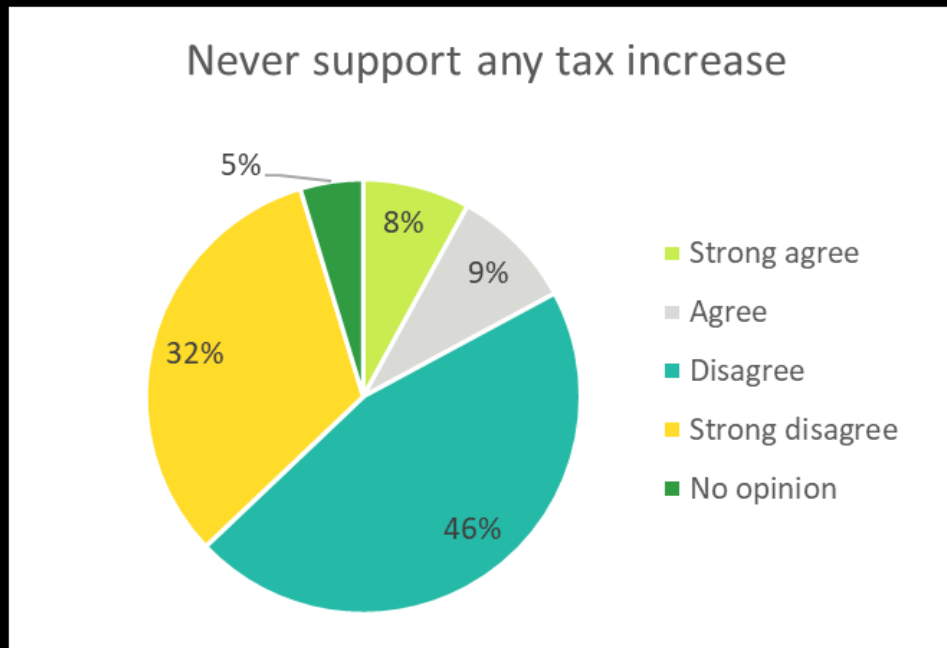
- Very little disagreement with the importance of parks and recreation to quality of life and attractiveness of the community.

Tax aversion

Participants were asked how much they agreed with the following statement:

“I would never vote for a tax increase, no matter what the amount or how the money raised would be used.”

Tax aversion (cont.)



We typically see anti-tax sentiment of 15-25% in our community surveys. Combined agreement of 17% is at the low end of the common range.



SURVEY FINDINGS

Findings: potential projects

- Trail expansion, indoor play area and baseball/softball lighting each saw support above 70%.
- Pickleball and tennis courts each saw support below 50%.
- Outdoor ice sheet at Red Baron Arena supported by 74% of respondents, with 22% opposed.



SURVEY FINDINGS

Findings: YMCA partnership

- Good support for partnerships on senior programs and bowling facilities.
- Lower support for facilities like laser tag.

Findings: potential tax impacts

- Reactions to an extension of the current sales tax were generally good, at 74% positive and 24% negative.
- Support for potential property tax increases did not rise above 40% at any tax impact level.
- General tax aversion was near the low end of our common range, at 17%.



Thank you!

Don Lifto, Ph.D.
Director
651-223-3067

Matthew Stark
Senior Analyst
651-223-3043



Survey demographics

- Interviews included demographic targets intended to provide a representative sample of voters in the city.
- To the extent that any demographic dimension was under- or over-sampled, sample weights were adjusted to compensate.

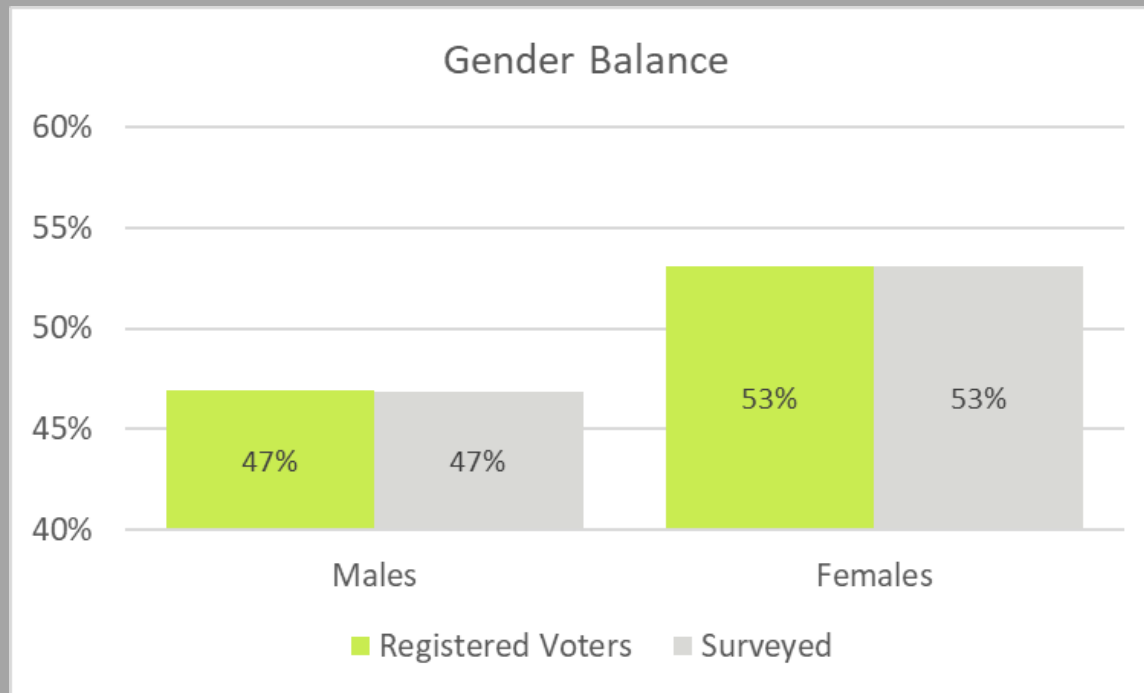


Survey demographics *(cont.)*

- The following slides show proportions of total interviews versus targets before any sample weighting was performed.
- After re-balancing, samples were each within 2% of targets.
- Cell phones and homeownership were tracked for informational purposes, but were not treated as targets.

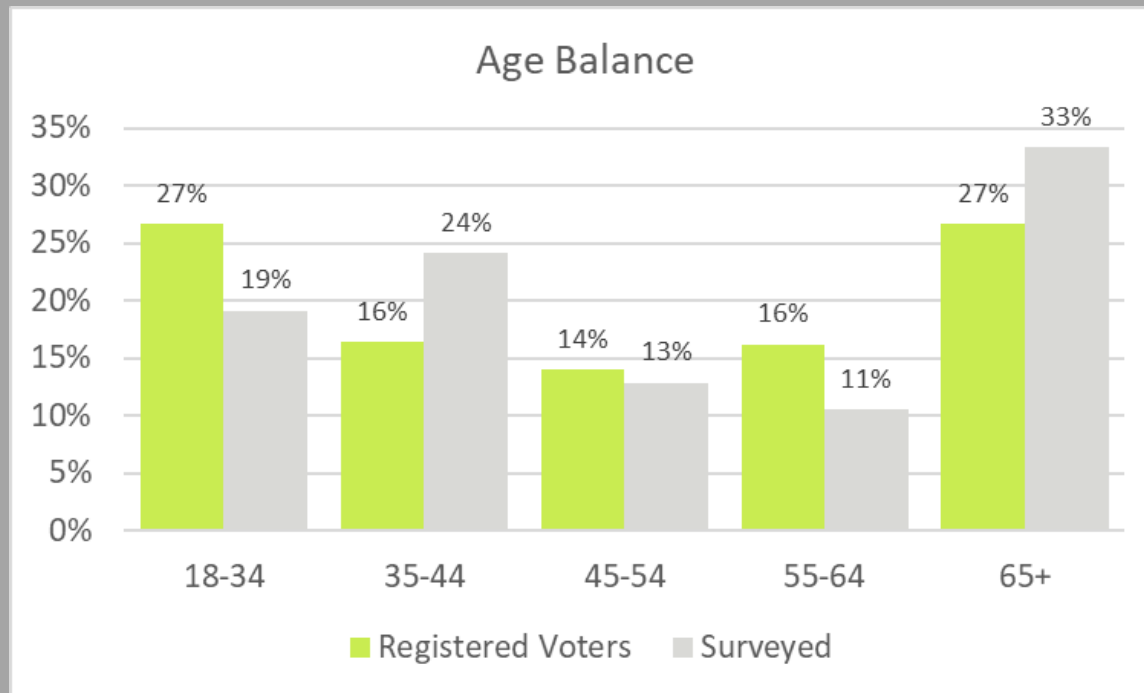
SURVEY DEMOGRAPHICS

Demographic targets: Gender



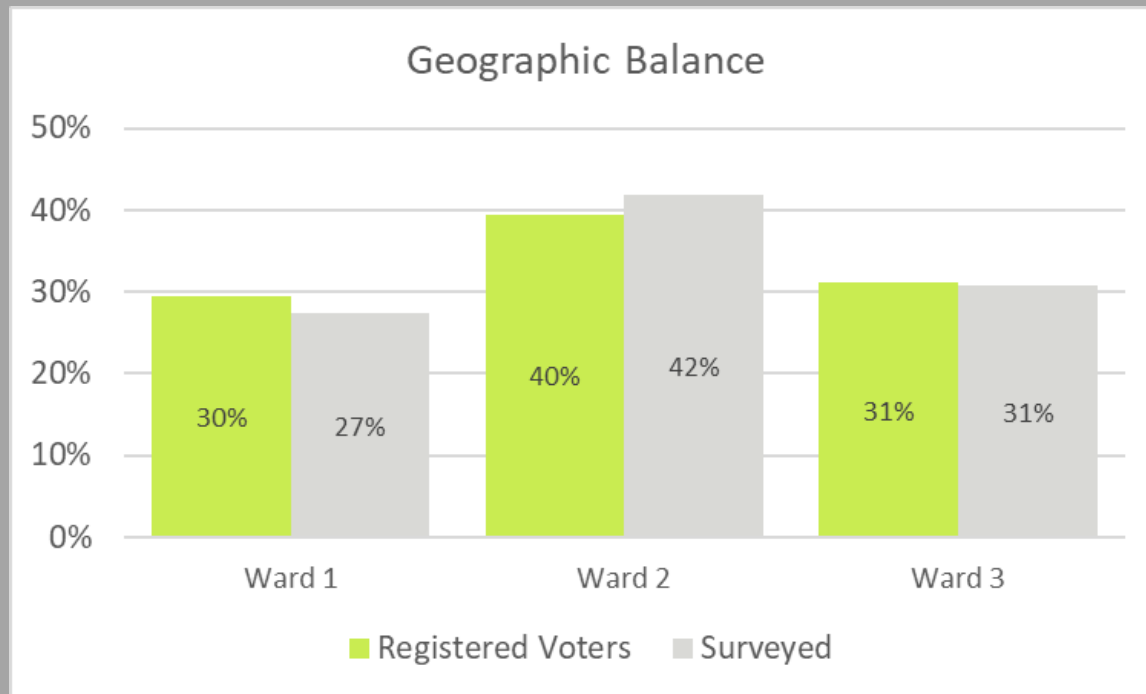
SURVEY DEMOGRAPHICS

Demographic targets: Age



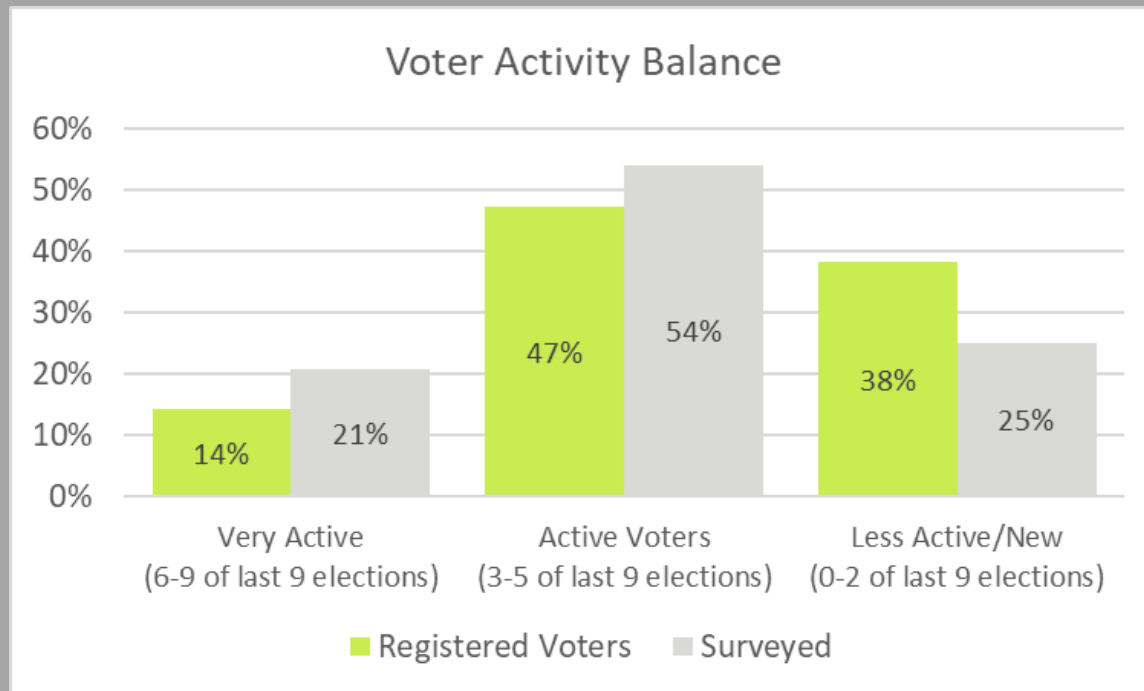
SURVEY DEMOGRAPHICS

Supplementary demographics: location



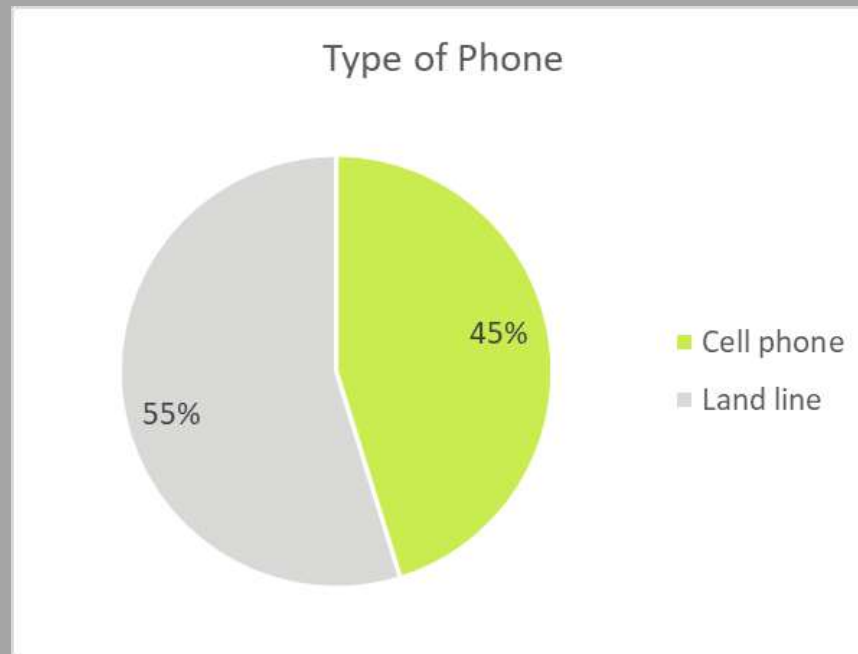
SURVEY DEMOGRAPHICS

Demographic targets: Past voting activity



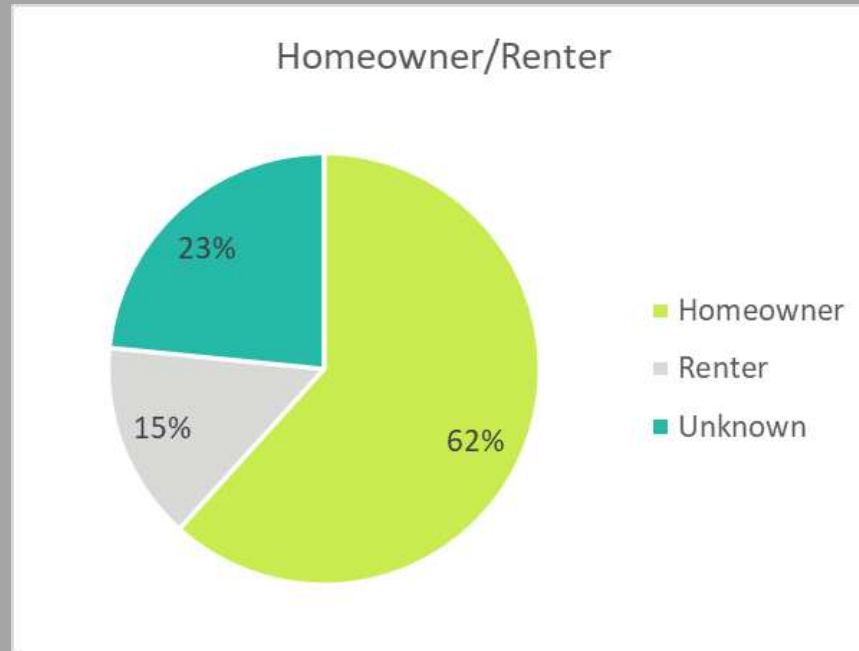
SURVEY DEMOGRAPHICS

Supplementary demographics: type of phone



SURVEY DEMOGRAPHICS

Supplementary demographics: Homeowner/renter





Baker Tilly US, LLP trading as Baker Tilly is a member of the global network of Baker Tilly International Ltd., the members of which are separate and independent legal entities.

© 2021 Baker Tilly US, LLP.