

COMMUNITY SURVEY RESULTS

INTRODUCTION

The community survey was available online and in-person from mid-December 2021 to February 20, 2022. A total of 604 responses were collected through the online SurveyMonkey platform or via collection of paper copies from various distribution sites around Marshall. The survey asked 26 questions pertaining to demographics, community character, growth and development, community facilities, and what the community hopes to see for the future of Marshall.

Following the initial analysis of survey results, a number of questions were further analyzed to explore how certain population groups responded to a question to understand individual group needs. This additional analysis is included with the appropriate questions. The demographic questions were optional, with not all respondents providing a response. For example, 91 people (15 percent) did identify their age and 124 people (21 percent) did not identify their household income.

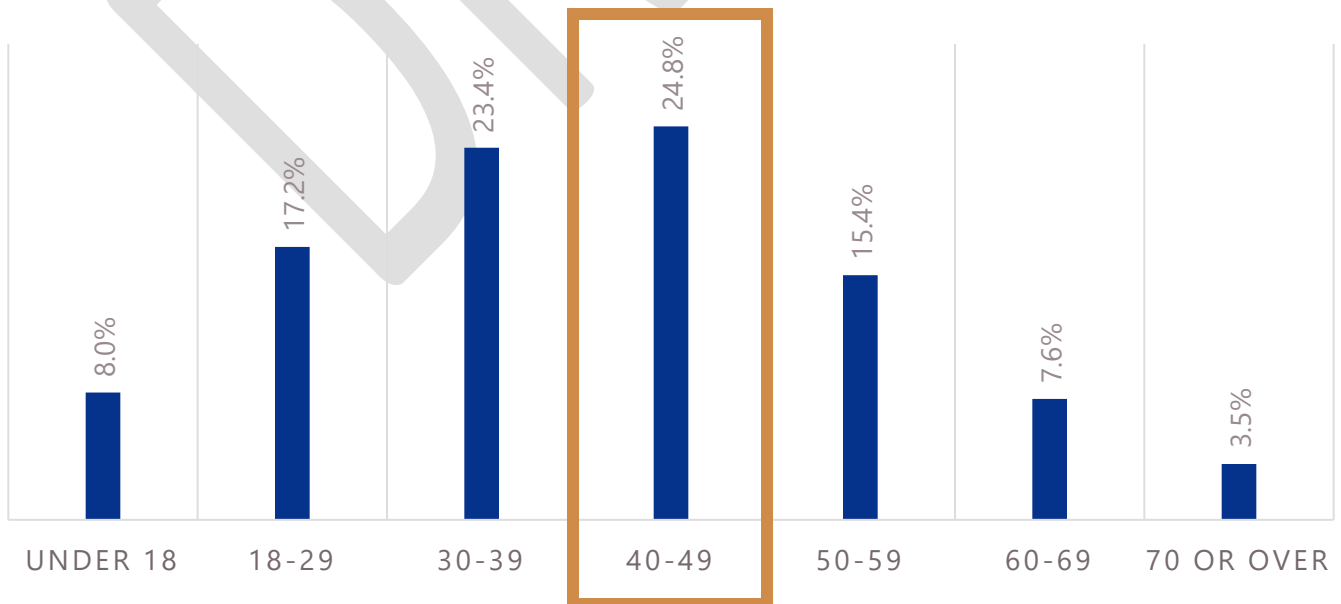
WHO TOOK THE SURVEY?

Survey respondents could respond to optional demographic questions, providing a summary of who took the survey. These questions were optional, and 15 to 20 percent of respondents did not respond to these questions.

Age

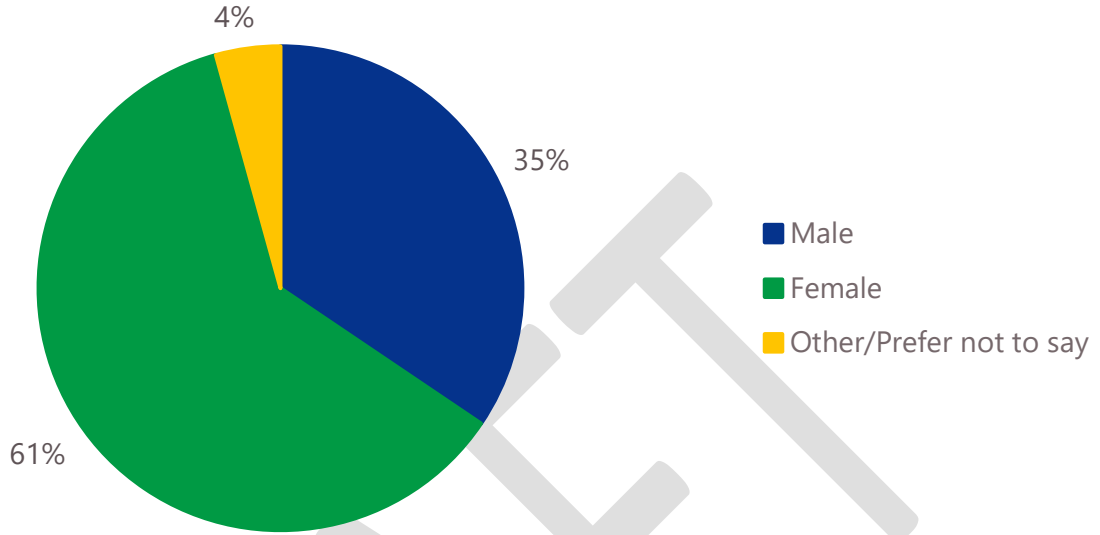
The majority of respondents to the survey were between the ages of 30 and 49 years old.

Representation of at least 5 percent of respondents was received from each group, outside of the 70 and over population. While the breakdown of survey responses by age group may not be representative of the city's population in each group, the response of 17.2 percent in the ages of 18 to 29 aligns well with the city's 17.7 percent of the population being in the same age group.



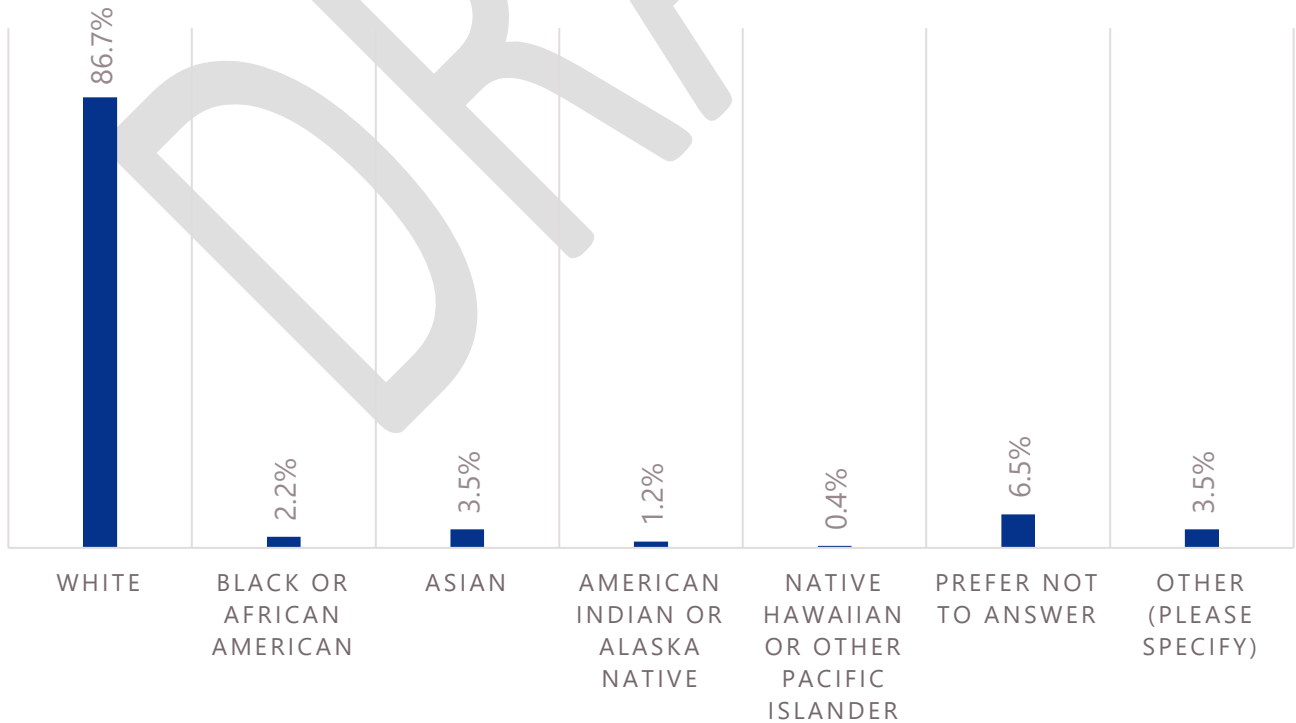
Gender

Approximately 61 percent of respondents identify as female, with 35 percent identifying as male and 4 percent identifying with another gender or preferring not to answer.



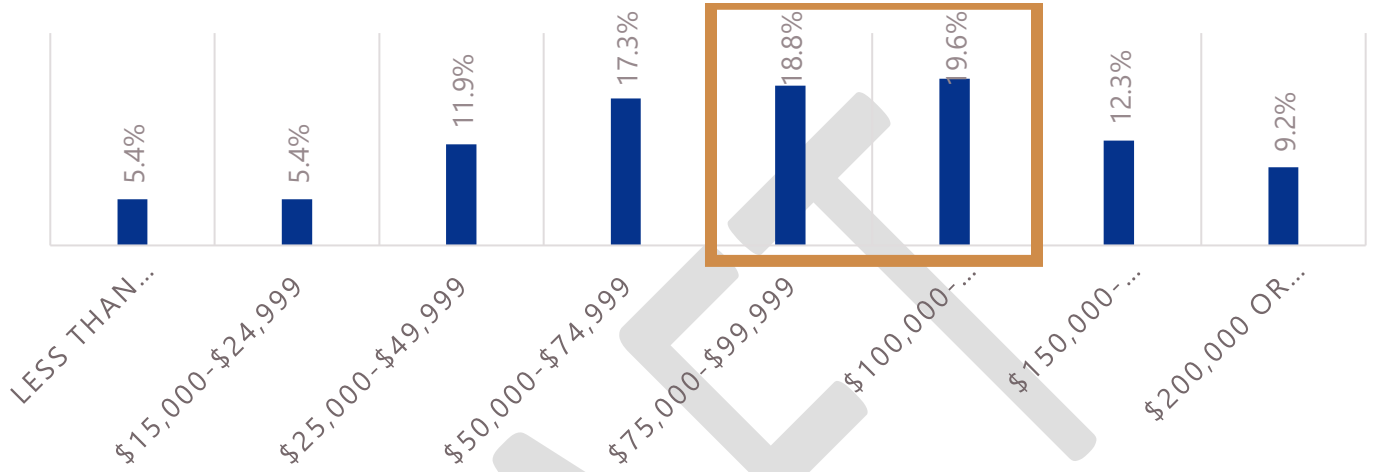
Race

Survey responses were received for each racial group identified in the survey. "Other" responses included Latino, Belgian American, and Chicano.



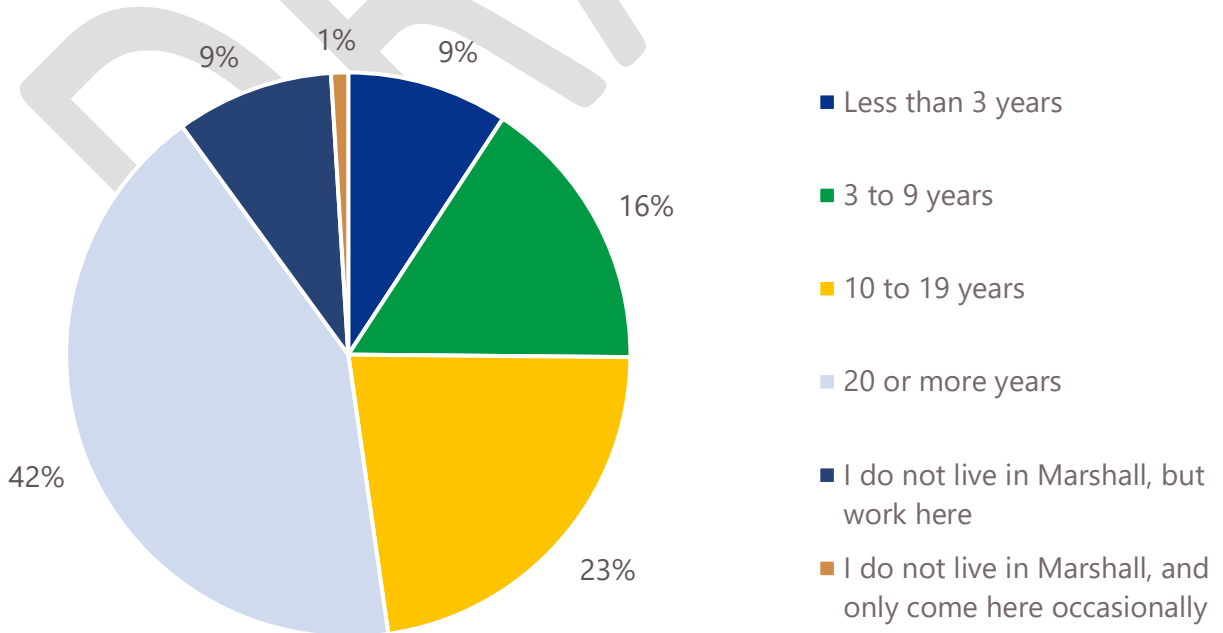
Income

Each income bracket was represented across survey responses, with a majority of respondents identifying a household income of \$75,000 to \$149,999. **Over 20 percent of respondents identified an income lower than the City’s median household income of \$48,000.**



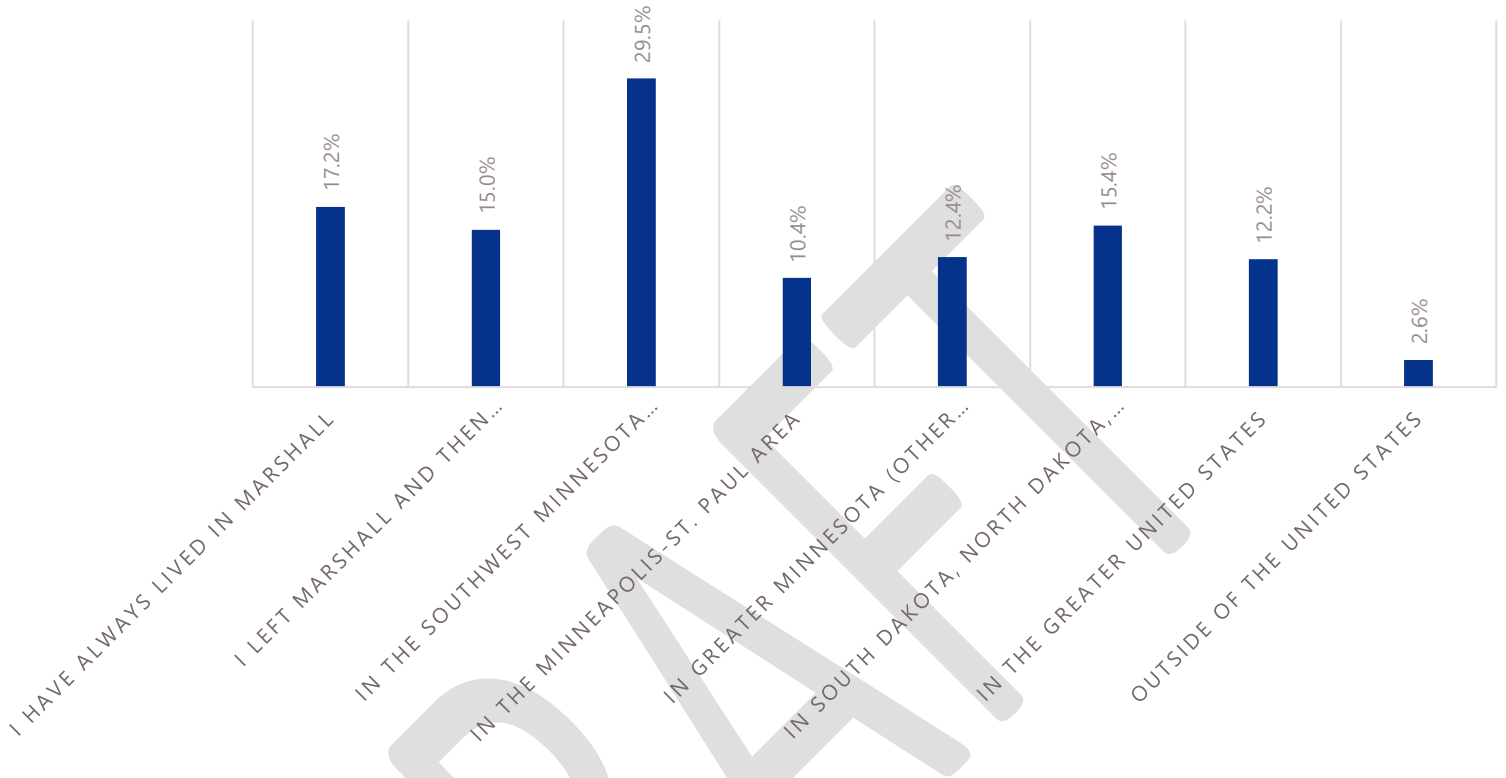
Tenure in Marshall

Many survey respondents have a long tenure as Marshall residents. Over 40 percent have lived in the community for 20 or more years, and an additional 23 percent have lived in the community for at least ten years. Ten percent of those that responded to this question identified themselves as non-residents of the community.



Previous Tenure

A majority of respondents moved from other locations in Southwest Minnesota to Marshall. Other migration trends include the Twin Cities Metro and surrounding states.



ISSUES AND OPPORTUNITIES

What is your one favorite thing about Marshall?

schools Downtown great feel size many Marshall close small safety
 parks safe community variety people clean
 Small town feel friendly Small town lot city big family live
 opportunities

The top ten responses (in order of frequency) include:

Community	The sense of community and sense of place.
Parks	The diversity and quality of the parks system.
People	The welcoming, friendly, and diverse people of the community.
Small Town	Small town feel outside of the big city.



Size	The right size to support services but also provide desired space.
Family	A great place to raise a family.
Schools	Quality schools for all ages.
Opportunities	Many opportunities that can be taken advantage of.
Safe	Safe environment compared to other locations
Clean	A clean environment.

What is your one least favorite thing about Marshall?

families retail people Target options go Nothing winter much many
 need limited Marshall Lack shopping shopping lot
 Lack restaurants things city community kids town
 entertainment activities park places fun stores enough

The top ten responses (in order of frequency) include:

Lack	Lack of a variety of sites, activities, resources, etc.
Shopping	Desire for a more diverse range of shopping opportunities
Things to Do	Desire/need for additional things to do.
Need	Desire/need for additional things to do.
Activities	Desire/need for activities for all ages, abilities, interests, etc.
Places	Identification of community spaces that can be secured to meet community needs.
Options	Explore diverse and robust input.
Stores	Need for additional retail opportunities.
Families	Need for family friendly events.
Winter	Need for events and activities to be completed in the winter.



What is Marshall’s biggest opportunity over the next 20 years?

Residents identified business growth, new opportunities, additional shopping, and population growth as Marshall’s **biggest opportunity** over the next 20 years.

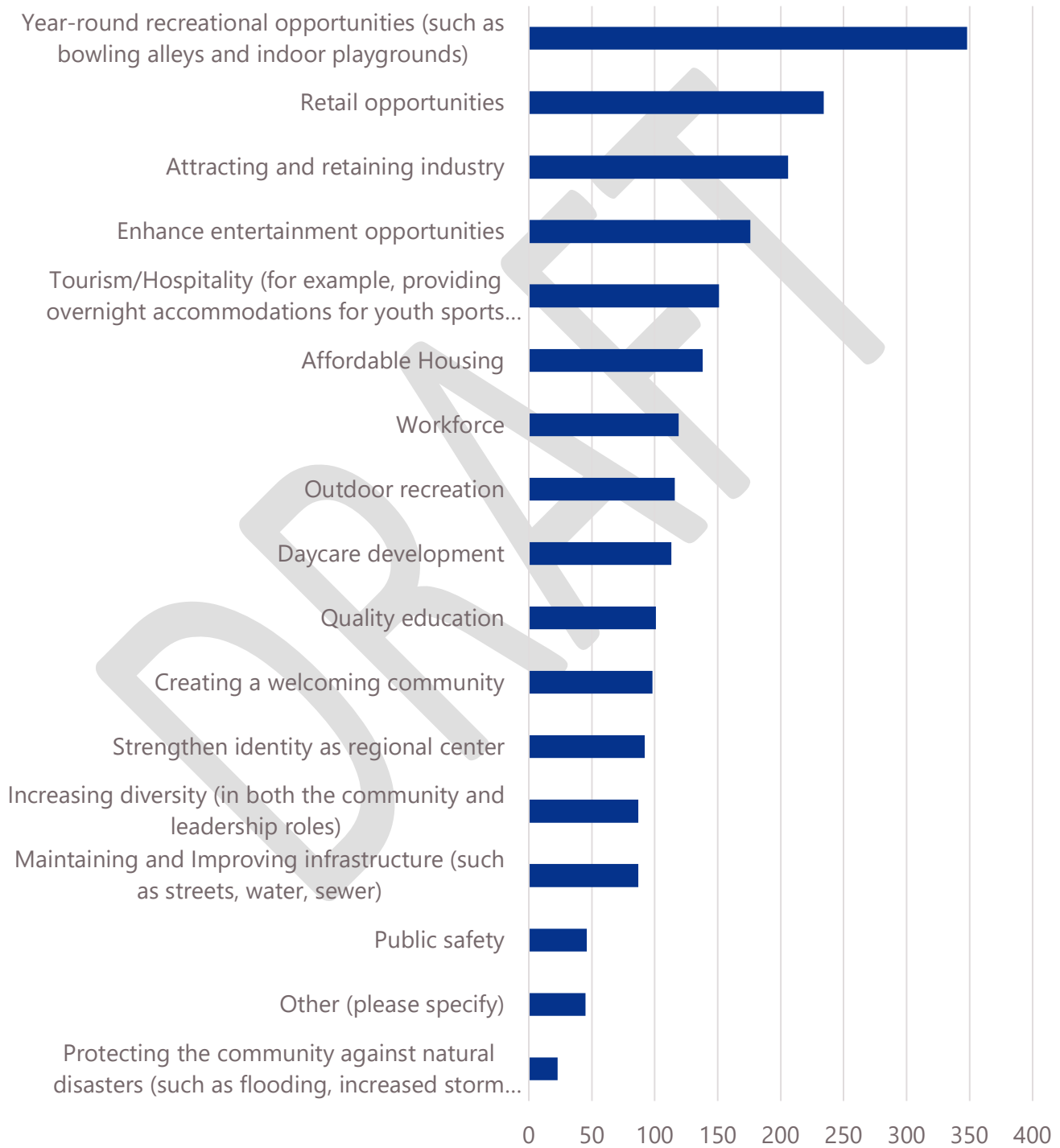
adding_{keep} bring_{places} growth_{attract} town_{activities} grow_{things}
 community_{expand} Marshall_{retail} businesses
 make_{opportunities} families shopping_{better} people_{bigger}
 need_{stores} city

Common themes or topics identified throughout this question include:

Businesses	Opportunities to grow and diversify the business
Grow	Opportunities to grow and enhance the community and its resources.
Opportunities	Desire to take action on this plan.
Shopping	Desire for more retail and shopping opportunities.
Retail	Desire for more retail and shopping opportunities.
Families	Family friendly activities, spaces and resources.

What issues or opportunities below do you think Marshall needs to prioritize in the next 20 years?

Respondents prioritized year-round recreational opportunities, retail opportunities, and attracting and retaining industry when asked “What issues or opportunities below do you think Marshall needs to **prioritize** in the next 20 years?”



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What issues or opportunities below do you think Marshall needs to prioritize in the next 20 years? - By Age Group

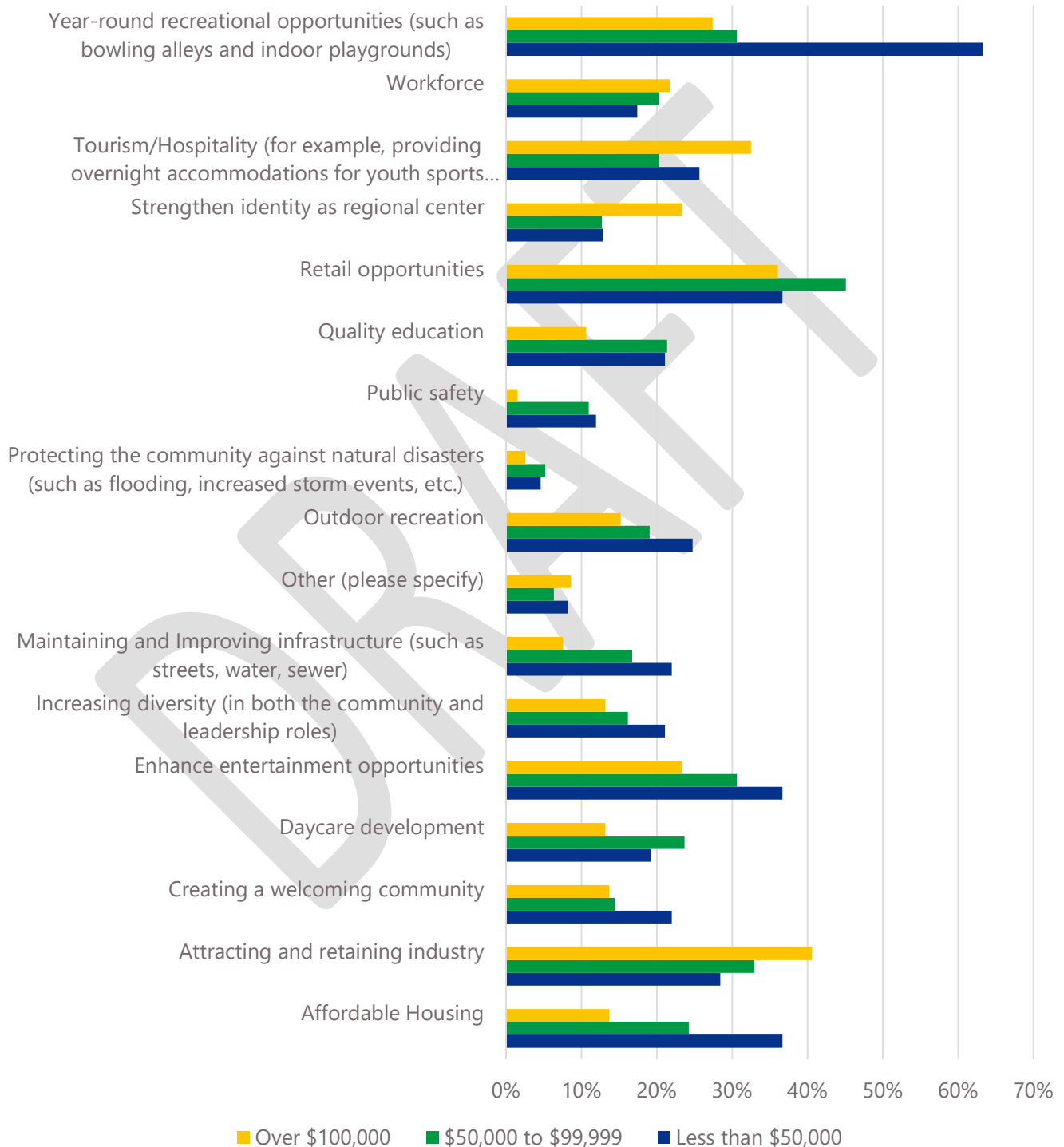
The follow table provides the responses to this question by age group. Note: the percentages identified in the table reflect the percentage of each age group that selected that response, rather than the percent of all who answered the question.



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What issues or opportunities below do you think Marshall needs to prioritize in the next 20 years? – By Income Group

The follow table provides the responses to this question by household income group. *Note: the percentages identified in the table reflect the percentage of each age group that selected that response, rather than the percent of all who answered the question.*

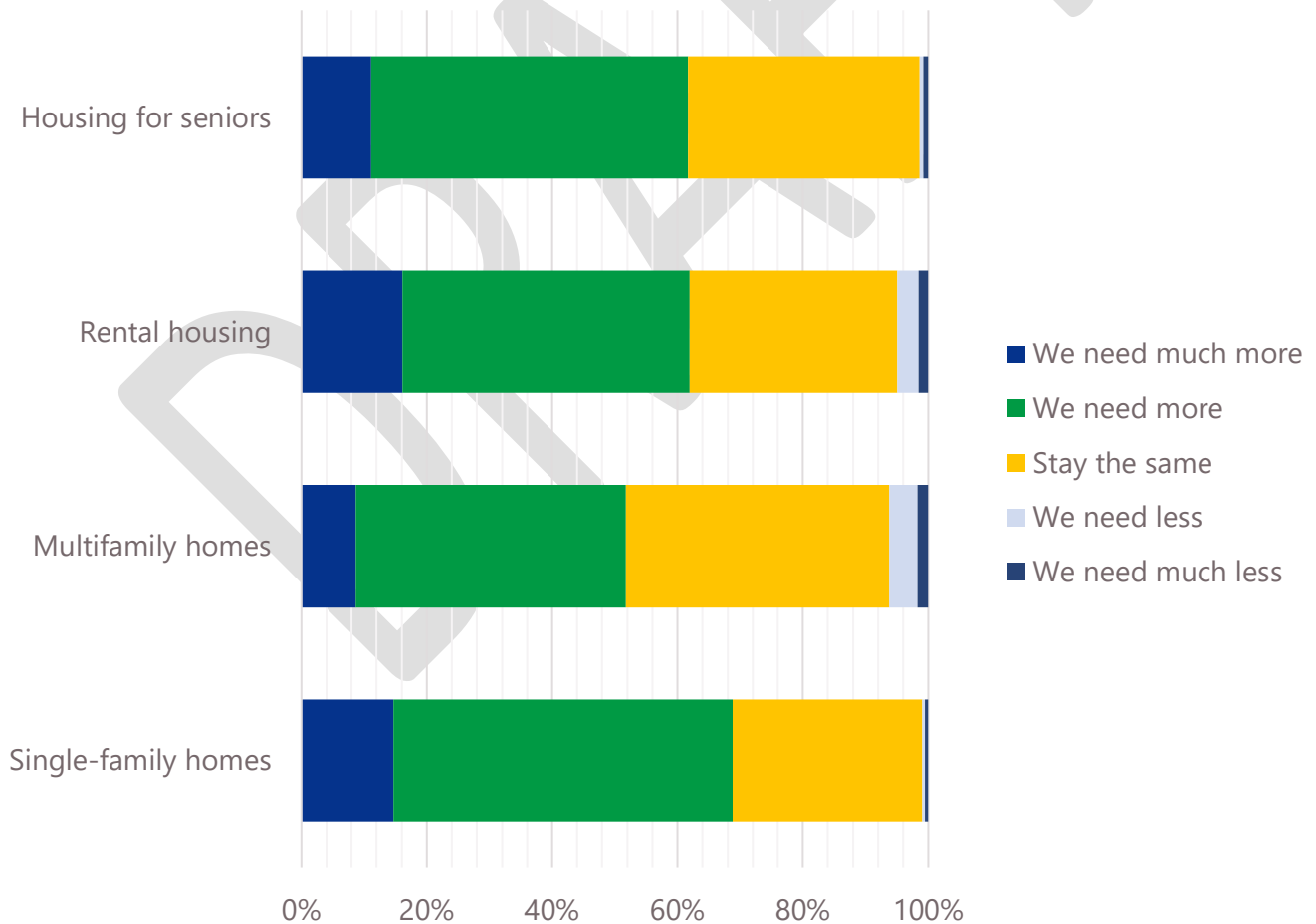


LAND USE AND FUTURE DEVELOPMENT

As we plan for future development, what types of spaces or uses do we need to adjust?

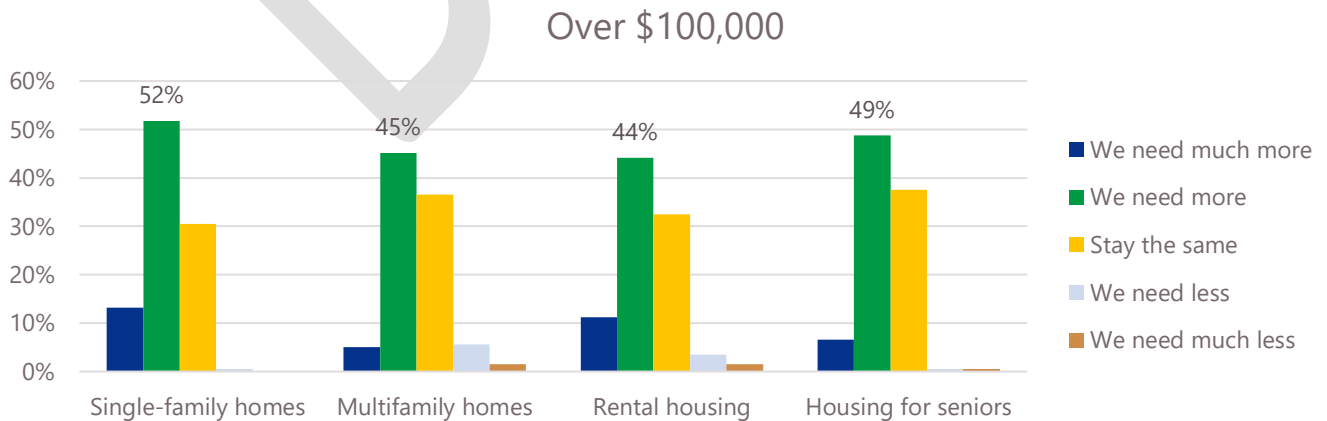
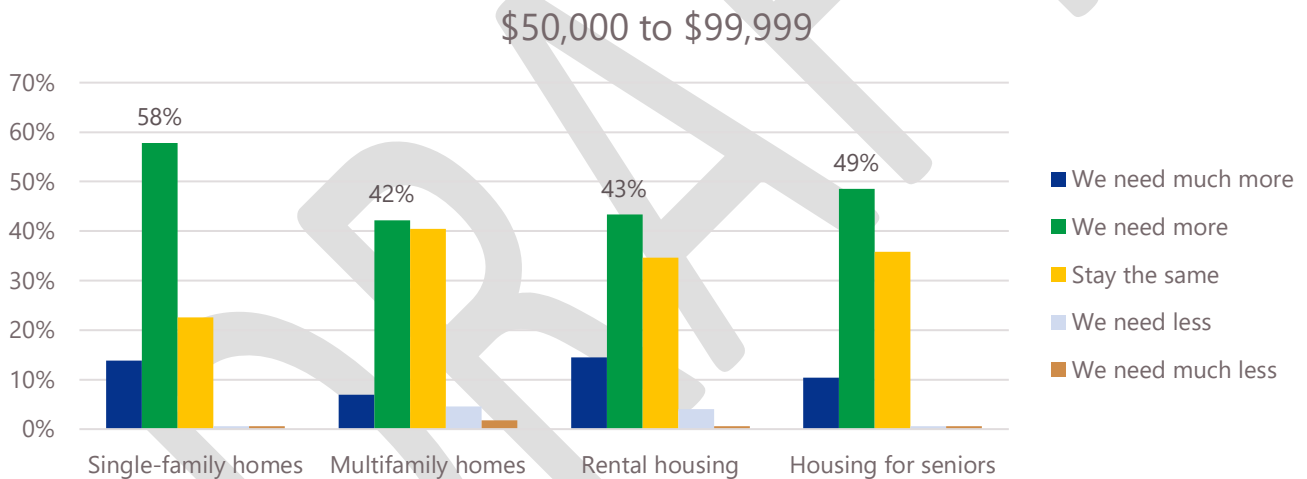
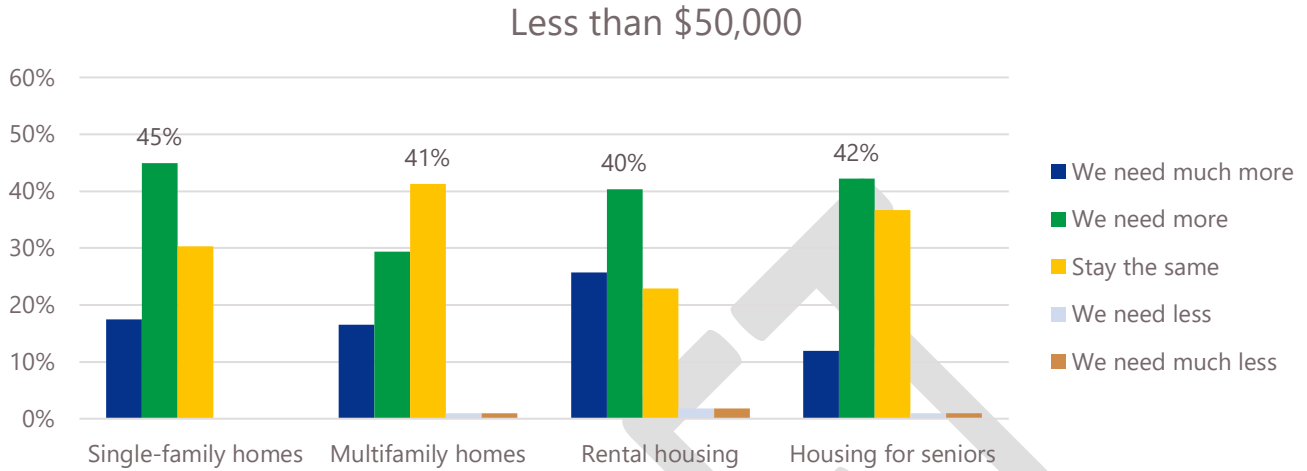
Marshall residents see the need for growth or reduction in various land uses throughout the community where responding to the question: "As we plan for future development, what types of spaces or uses do we need to adjust?". Respondents identified the need for much more shopping and entertainment venues. The following tables and charts summarize the responses by land use type (e.g., residential, commercial, etc.).

	We need much more	We need more	Stay the same	We need less	We need much less
Single-family homes	77	284	159	2	3
Multifamily homes	45	223	218	23	9
Rental Housing	85	242	175	18	8
Housing for seniors	58	264	193	3	4



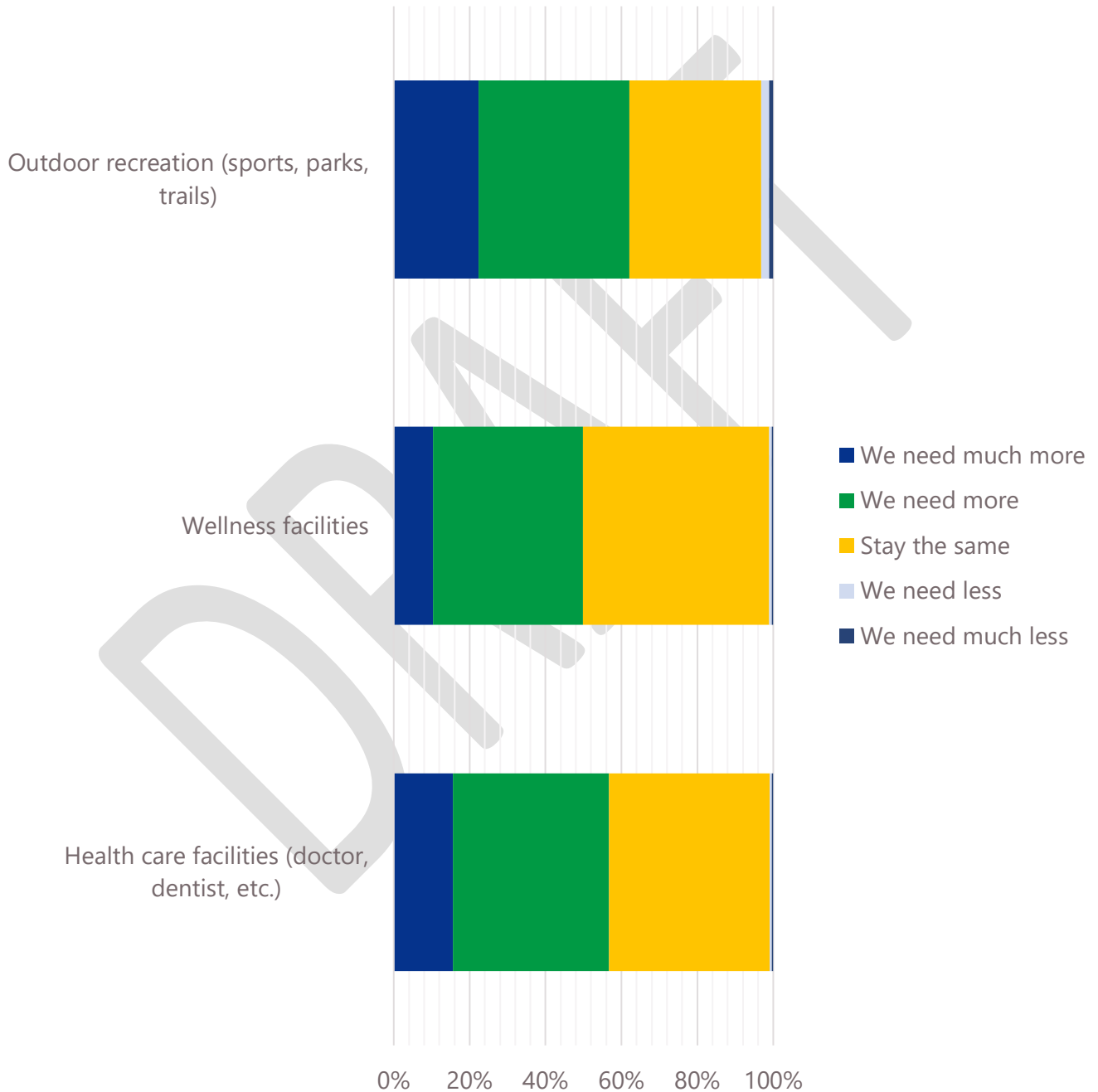
Desired Types of Residential Growth – By Income Group

Note: the percentages identified in the table reflect the percentage of each age group that selected that response, rather than the percent of all who answered the question.



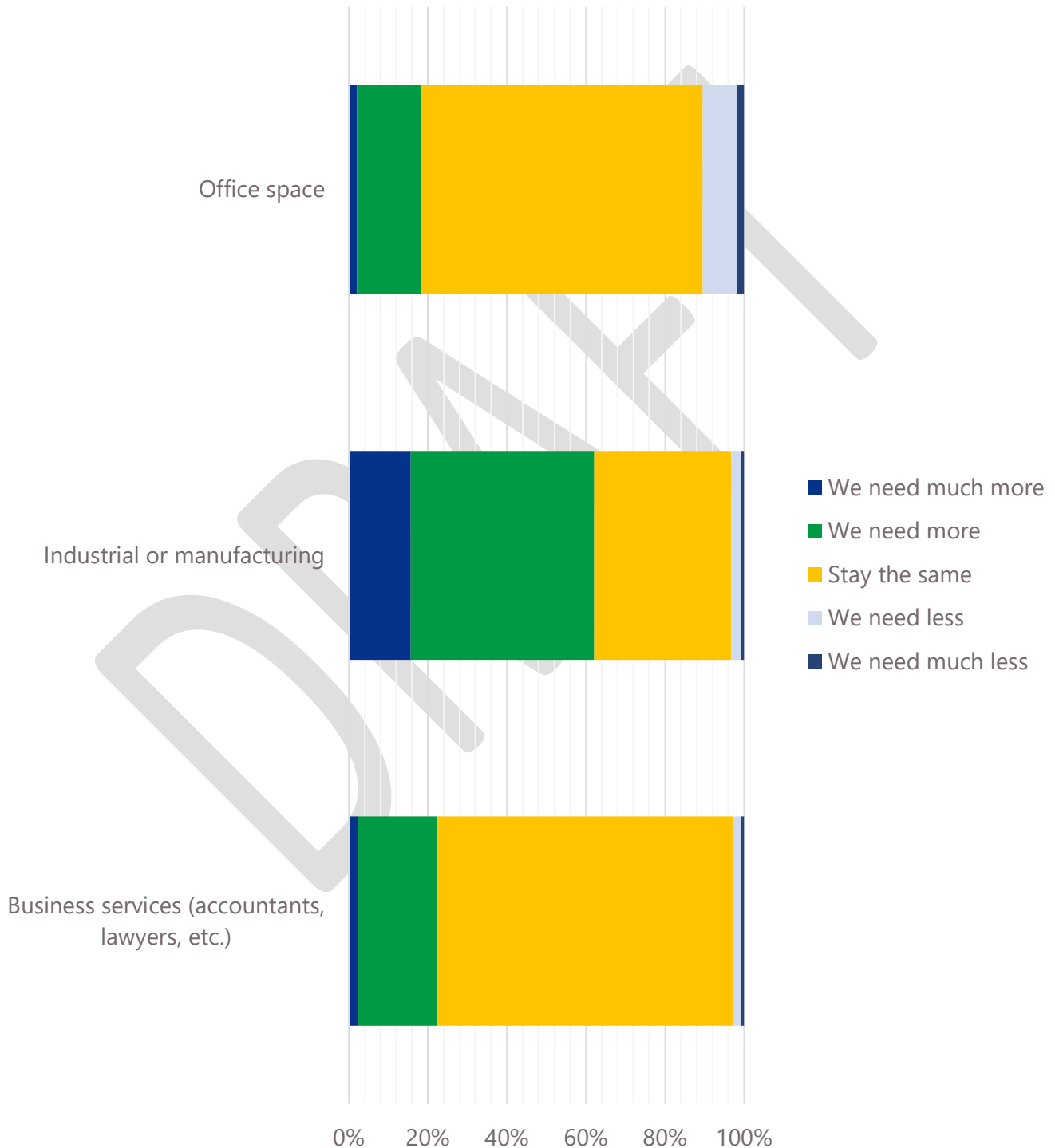
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	We need much more	We need more	Stay the same	We need less	We need much less
Health care facilities (doctor, dentist)	83	220	226	3	2
Wellness facilities	55	209	260	4	2
Outdoor recreation (sports, parks, trails)	120	213	186	11	6



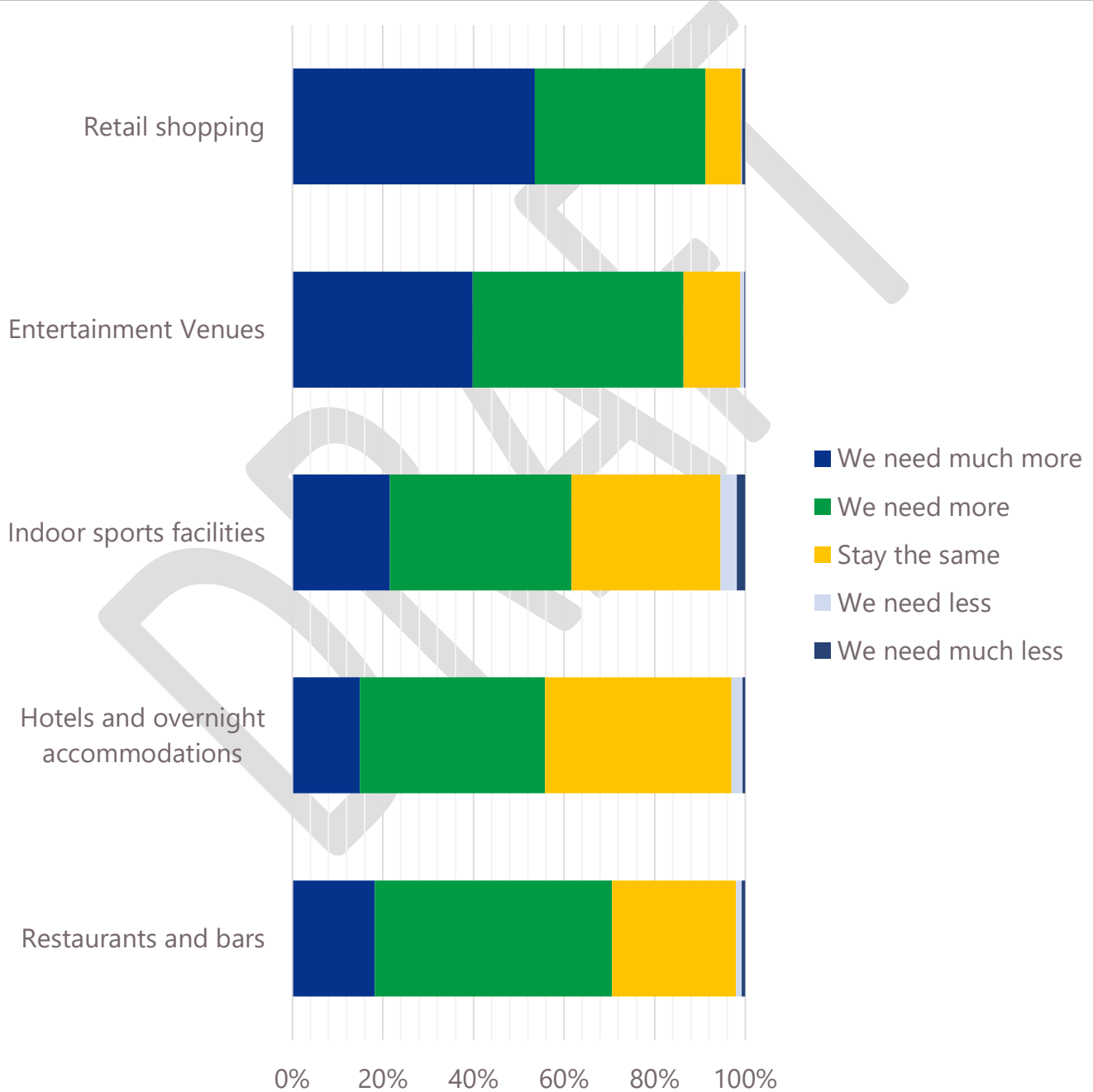
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	We need much more	We need more	Stay the same	We need less	We need much less
Business services (accountant, etc.)	12	105	391	10	4
Industrial or manufacturing	82	244	182	13	4
Office space	11	85	374	45	10



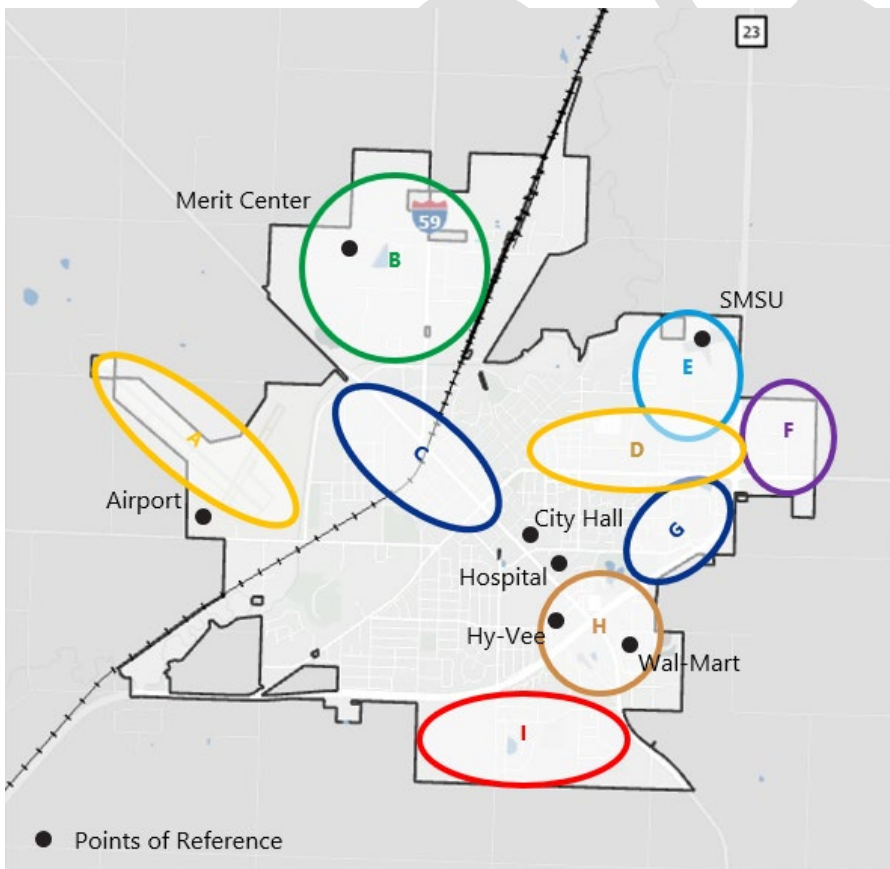
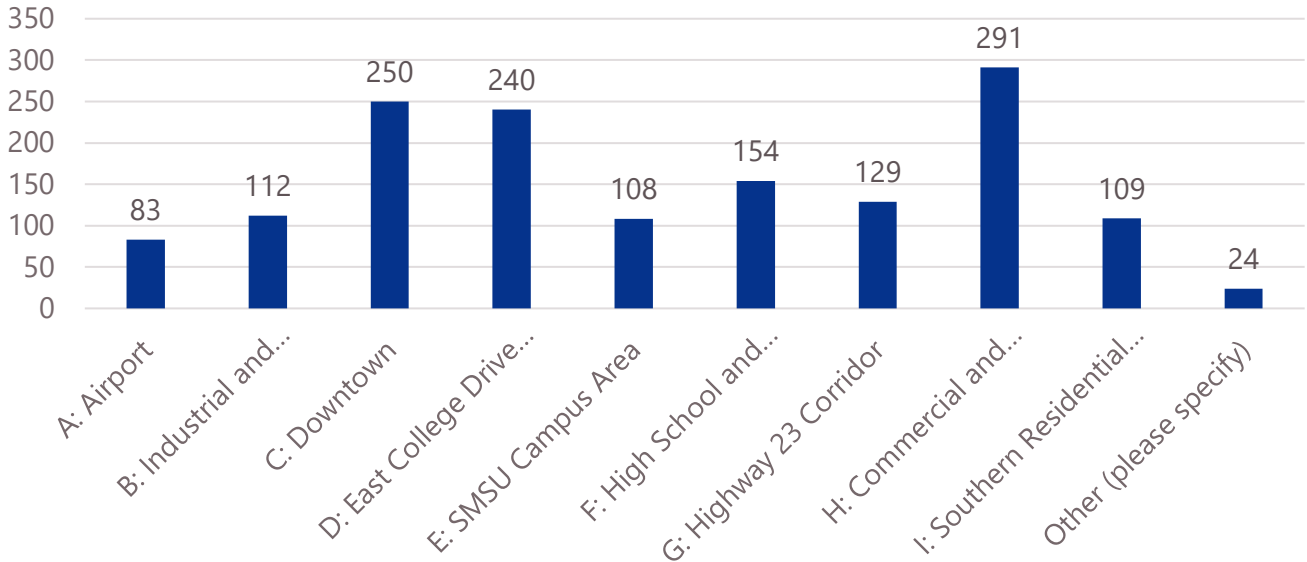
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	We need much more	We need more	Stay the same	We need less	We need much less
Restaurants & Bars	98	282	147	7	4
Hotels and overnight accommodations	79	217	219	13	3
Indoor sports facilities	115	214	176	19	10
Entertainment venues	214	250	67	5	1
Retail Shopping	293	206	43	1	4



Using the provided map for reference, which areas would you like to see investment prioritized.

When asked to prioritize the top three areas Marshall should invest in, residents chose the commercial and retail area; Downtown; and East College Drive Commercial Area as the top three.



- A: Airport
- B: Industrial and Warehouse Area
- C: Downtown
- D: East College Drive Commercial Area
- E: SMSU Campus Area
- F: High School and Recreation Development Area
- G: Highway 23 Corridor
- H: Commercial and Retail Area
- I: Southern Residential Area

What level of housing density do you prefer to live in and what level of the community you current live in.

Low density refers to mostly single-family homes, while high-density refers to multifamily homes (such as apartment buildings).

On average, most residents currently reside in a lower density residential unit. When asked what their preferred housing density is, residents generally answered an average response of 17.9, representing lower density development.

COMMUNITY FACILITIES AND SERVICES

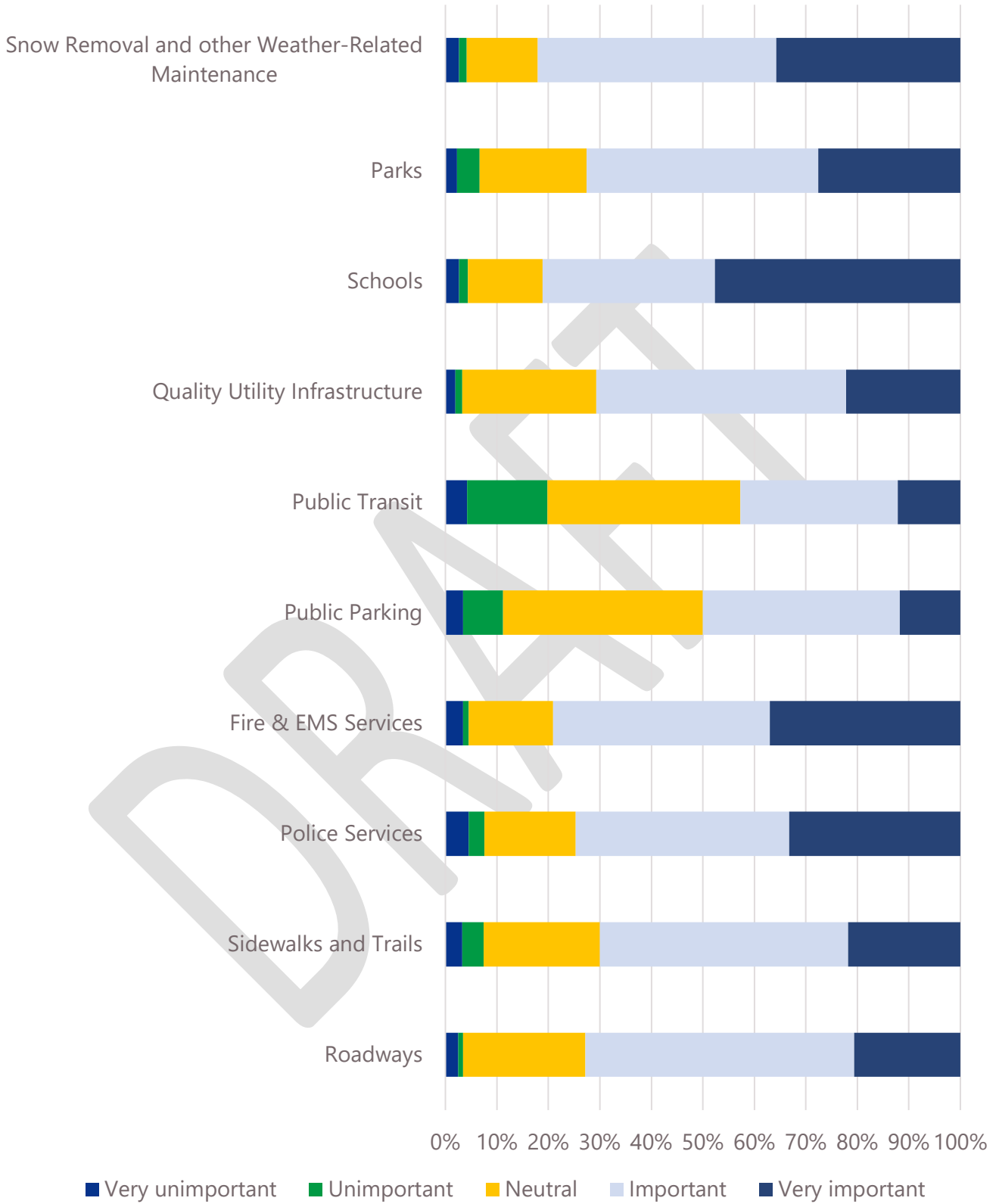
How would you prioritize the need for quality services in finding a place to live within Marshall?

Residents highly value Schools, Fire & EMS Services, and Police Services.

	Very Unimportant	Unimportant	Neutral	Important	Very Important
Roadways	13	5	123	271	107
Sidewalks and Trails	17	22	118	252	114
Police Services	24	16	93	218	175
Fire & EMS Services	18	6	86	222	195
Public Parking	18	41	204	201	62
Public Transit	22	81	195	159	63
Quality Utility Infrastructure	10	7	136	253	116
Schools	14	9	77	177	252
Parks	12	23	109	236	145
Snow removal and other weather-related maintenance	14	8	73	245	189



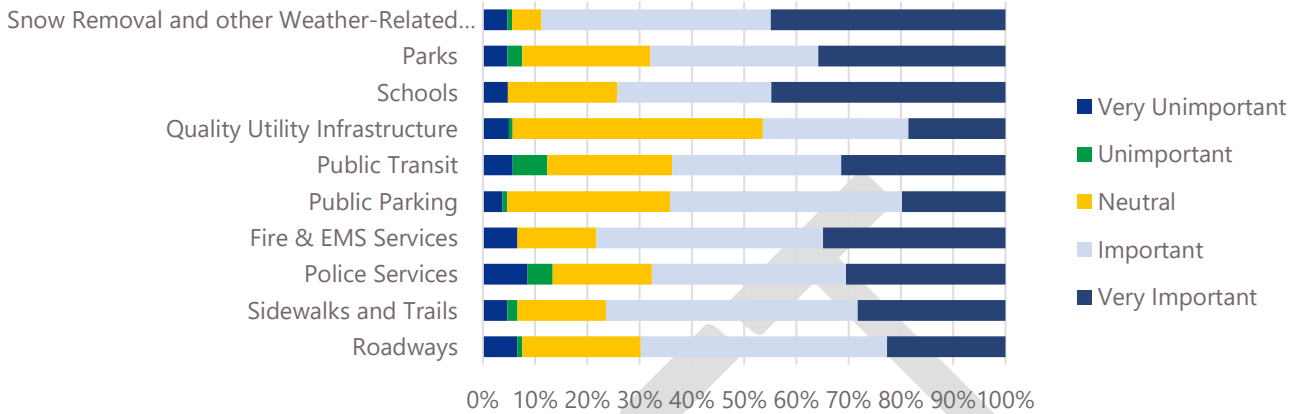
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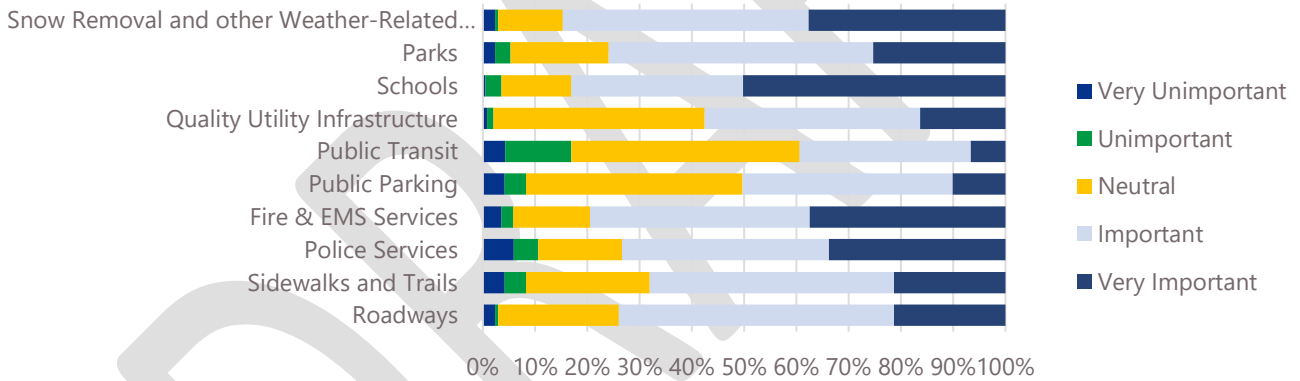
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How would you prioritize the need for quality services in finding a place to live within Marshall? – Per Income Group

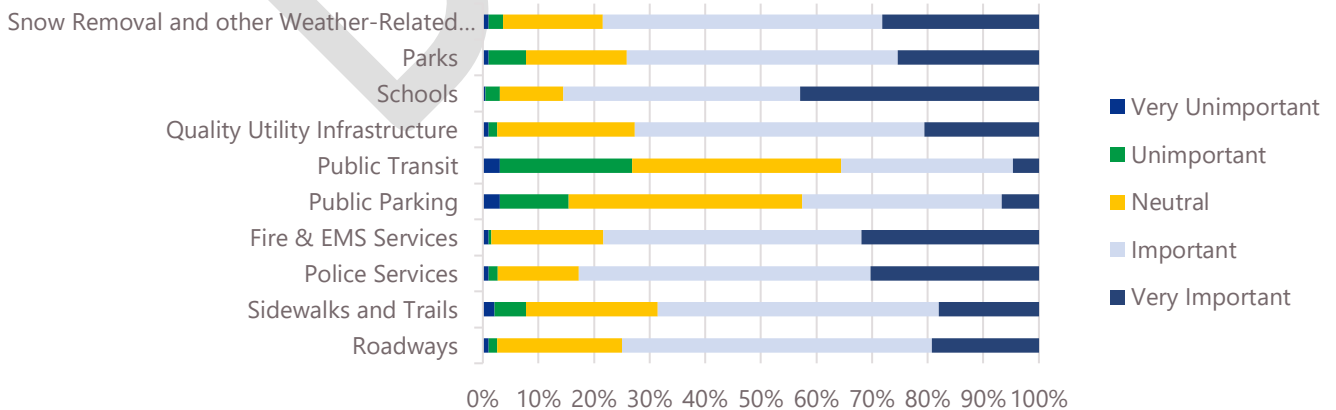
Less than \$50,000



\$50,000 to \$99,999



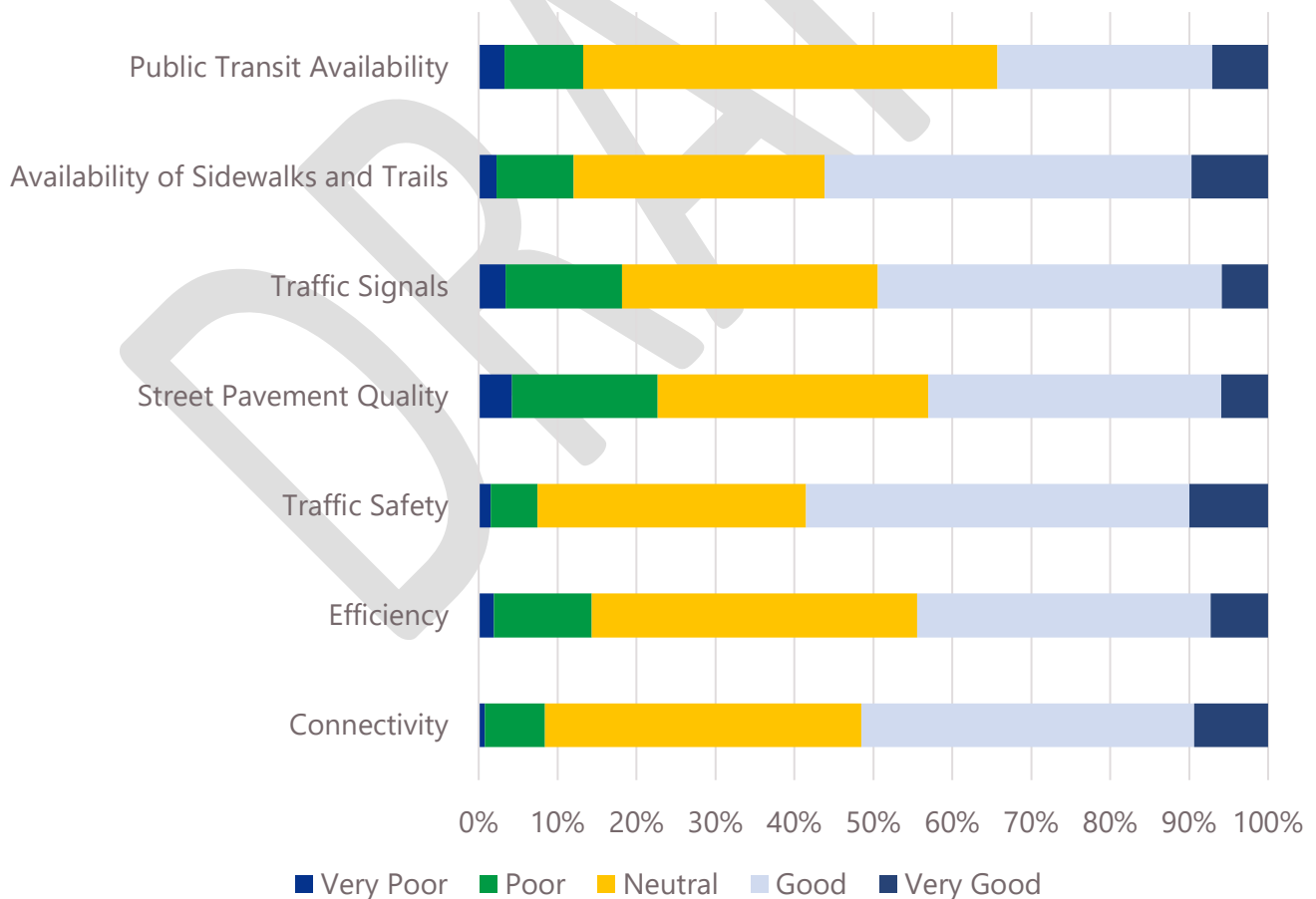
Over \$100,000



Thinking of our local transportation system, how would you rate the following items?

Respondents noted that within Marshall’s transportation system, traffic safety, connectivity, and availability of voice sideways is currently working very well. Alternatively, public transit could be improved.

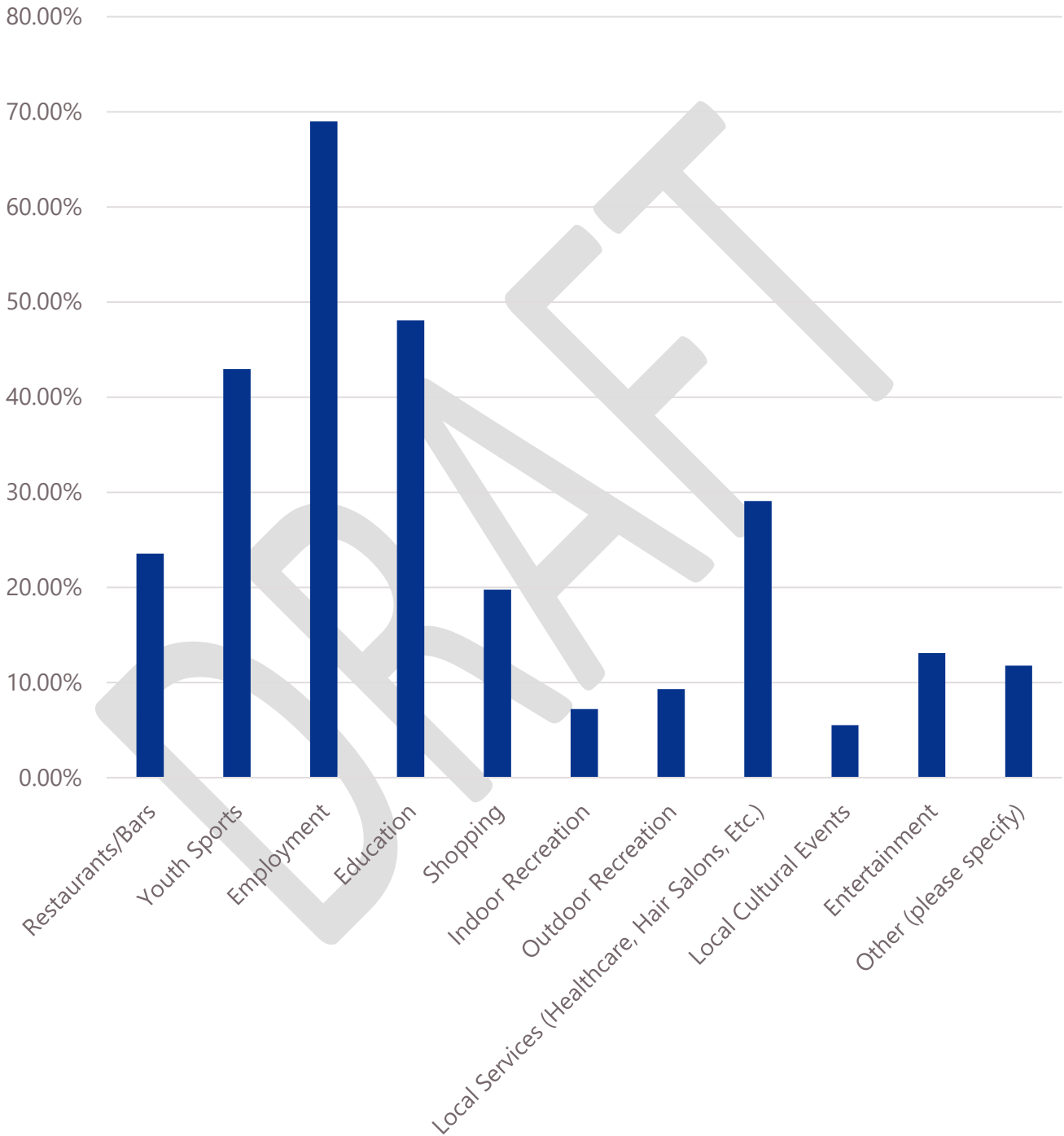
	Very Poor	Poor	Neutral	Good	Very Good
Connectivity (Ability to get from Point A to Point B)	4	40	210	221	49
Efficiency (Ability to get to from A to B quickly)	10	65	216	195	38
Traffic Safety	8	31	178	254	52
Street Pavement quality	22	97	180	195	31
Traffic Signals (Timing and location of stoplights, railroad crossings, etc.)	18	78	171	230	31
Availability of sidewalks and trails	12	51	167	244	51
Public Transit Availability	17	52	274	142	49



ECONOMIC DEVELOPMENT

What do you think attracts people to visit or move to Marshall? Select up to 3

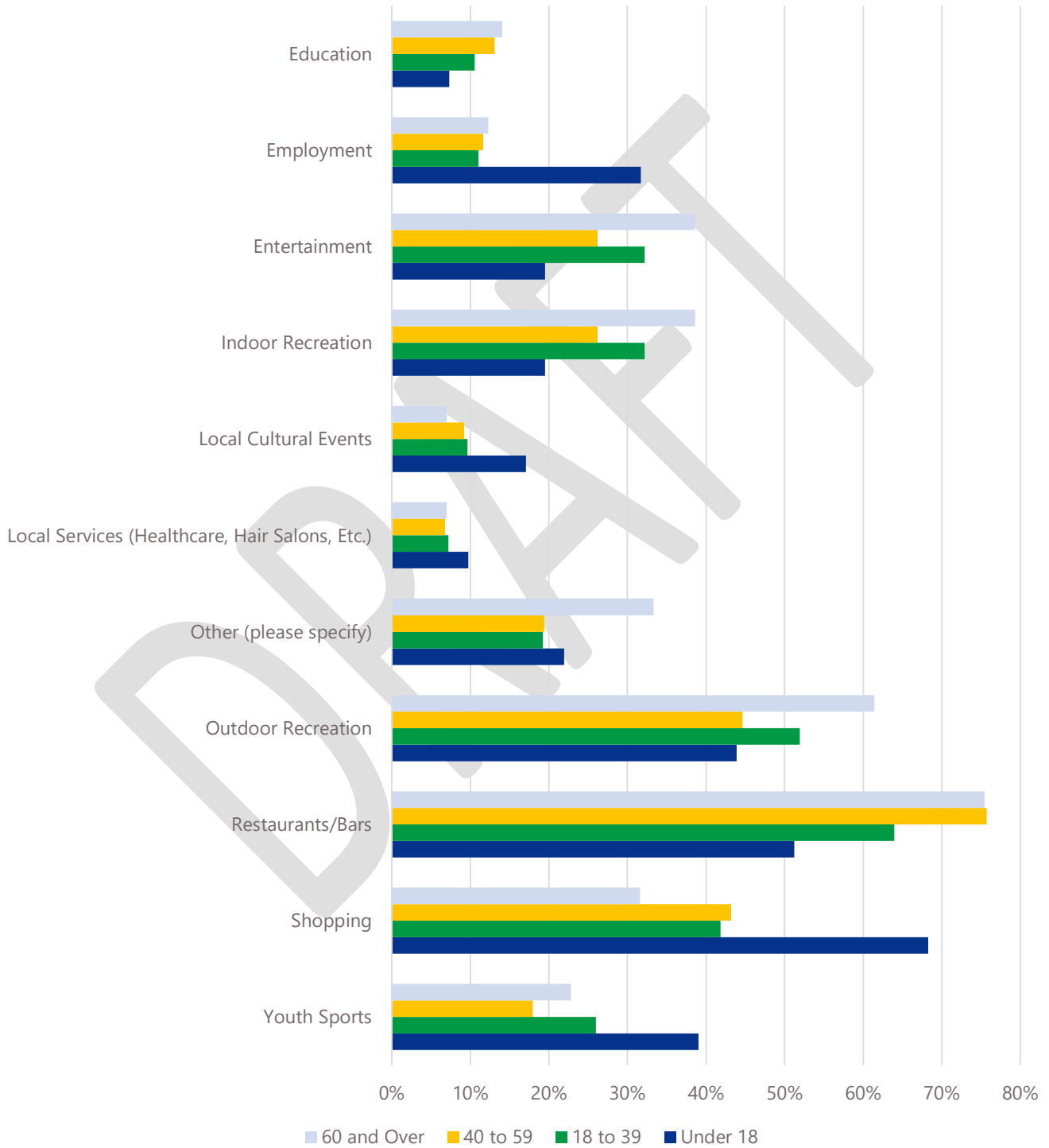
Employment, Education, and Youth Sports are what residents think attracts people to visit or move to Marshall.



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What do you think attracts people to visit or move to Marshall? Select up to 3. – By Age Group

Note: the percentages identified in the table reflect the percentage of each age group that selected that response, rather than the percent of all who answered the question.



What business, activity, or event exists outside of Marshall that you wish existed here?

Respondents identified various businesses, activities, or events they wished were in Marshall. Top responses included a bowling alley, Target, additional shopping and restaurant opportunities, more retail options, concert events, and indoor family activities. Specifically, respondents would like to see additional retail and active indoor recreation opportunities.

Target Kohls Large etc entertainment concerts kids indoor center
 shopping good bowling alley options Target
 trampoline park Bowling Kohls restaurants mall retail events
 store activities

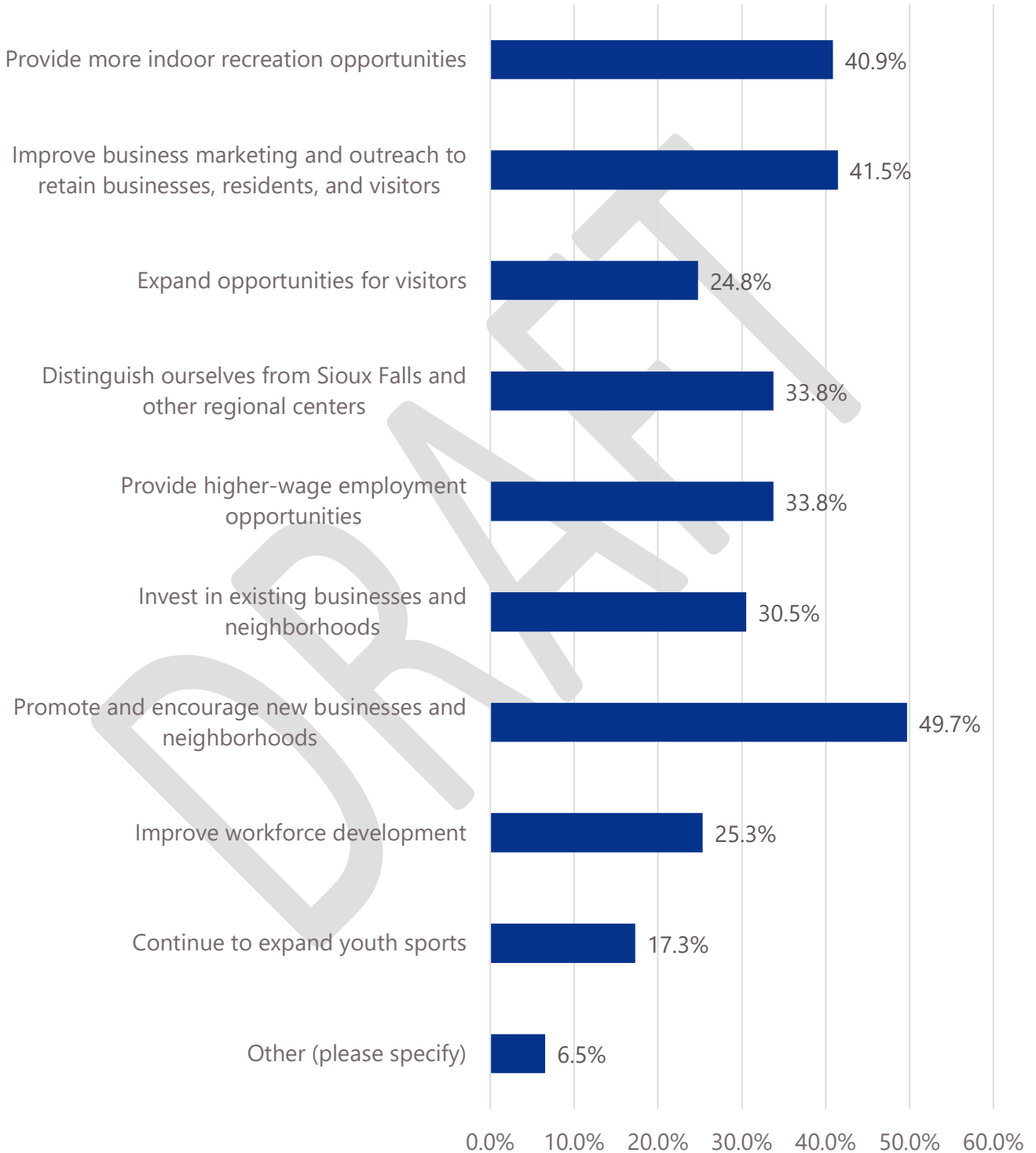
How often do you shop outside of Marshall (exclusive of online shopping)?

Respondents identified they often shop outside Marshall for goods exclusive of online shopping. Common themes regarding the reasoning for shopping and spending funds elsewhere included the desire for more retail options and stores for all income levels (e.g., boutique, big box, family owned, etc.).

Never	Rarely	Sometimes	Often	Always
3	42	133	256	92

How should Marshall promote a strong local economy? (Select up to 3)

To promote a strong local economy, residents think Marshall should promote and encourage new businesses and neighborhoods.

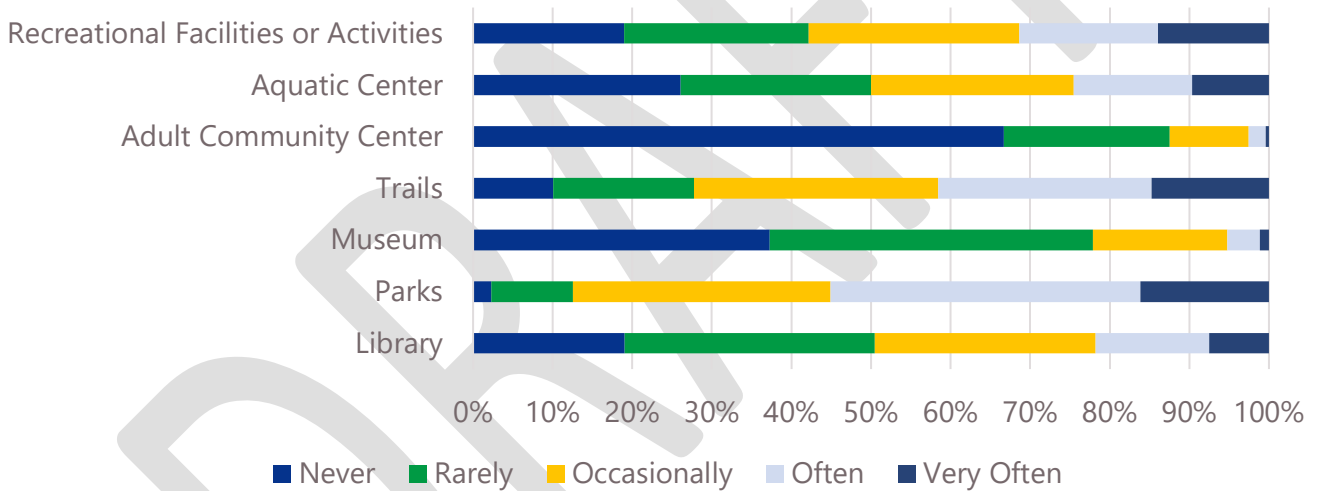


PUBLIC FACILITIES

How often do you utilize the following public facilities?

Respondents utilize the Parks and Trails very often, but rarely use the Museum, Library, and Adult Community Center.

	Never	Rarely	Occasionally	Often	Very Often
Library	99	163	144	74	39
Parks	12	53	168	202	84
Museum	192	209	87	21	6
Trails	52	91	158	138	76
Adult Community Center	342	107	51	11	2
Aquatic Center	135	124	132	77	50
Recreational Facilities or Activities	98	120	137	90	72



Over the next 20 years, how should Marshall prioritize improvement to their public facilities? (Please rank from 1 being most important to 7 being least important)

When prioritizing improvements over the next 20 years, residents would like to see improvements made to the recreational facilities or activities, the aquatic center, and parks first.

1 2 3 4 5 6 7

Recreational Facilities and Activities	Parks	Aquatic Center	Trails	Library	Adult Community Center	Museum
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Of your top two priorities listed above, please tell us what changes you would like to see.

Desired improvements to public facilities include improvements to existing facilities, new stores and entertainment options, and tourism opportunities.

updated big new places people opportunities Marshall etc
 community make facilities see better area
 aquatic center library parks keep need families
 trails New aquatic center activities great pool events kids nice
 options use indoor things

The top responses (in order of frequency) include:

Parks	Maintenance and park enhancements
Aquatic Center	Aquatic center upgrades
Trails	Close gaps, maintain existing structure, identify new needs
Facilities	Continue maintenance and attention through winter months
Activities	Increase activity offerings for all
Kids/Families	Gathering and socializing locations for community members
Indoor	Increase available indoor activities

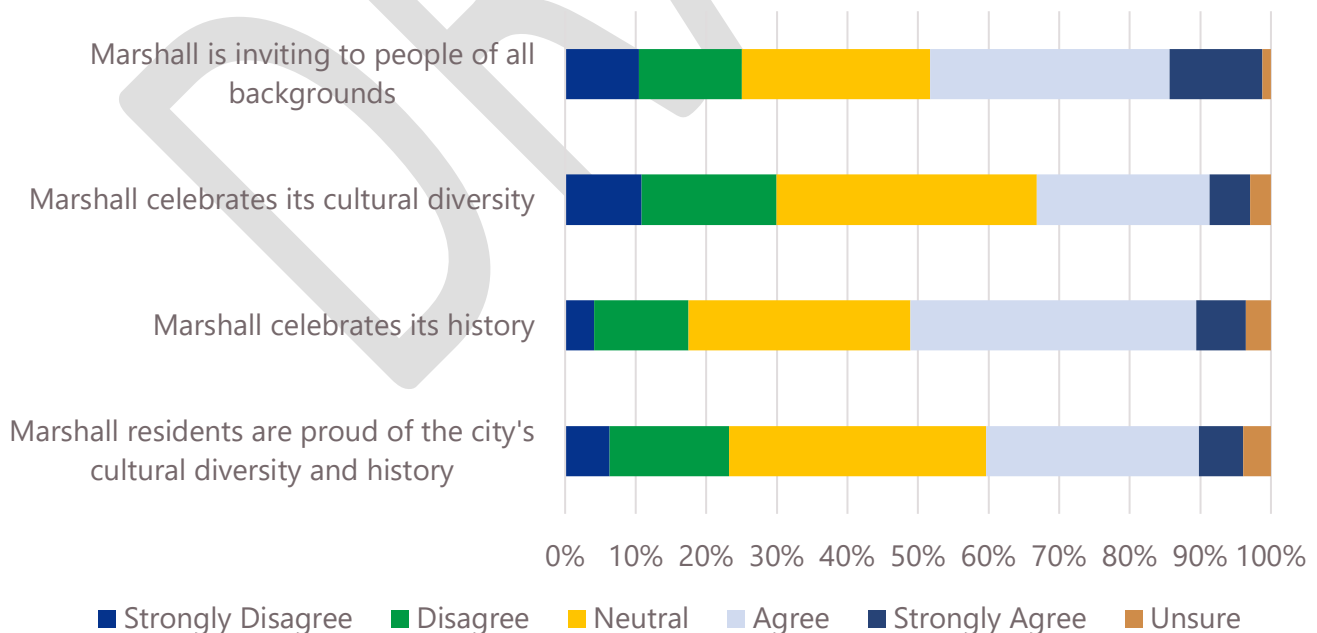


CULTURAL AND ENVIRONMENTAL DEVELOPMENT

Please select your level of agreement with the following statements:

Respondents had varied levels of agreement with the statements related to cultural and environmental development. Generally, respondents agreed or were neutral about the four statements.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Unsure
Culture						
Marshall residents are proud of the city's cultural diversity and history	32	86	185	153	32	20
Marshall celebrates its history	21	68	160	206	36	18
Marshall celebrates its cultural diversity	55	97	187	124	29	15
Marshall is inviting to people of all backgrounds	53	74	135	172	67	6
Environment						
I can connect with Marshall's natural resources through parks, trails, and events	3	26	97	563	118	2
Marshall's natural resources are valued and protected	11	32	149	239	63	15
Marshall is prepared for natural disasters (such as severe flooding or tornado events)	14	31	158	182	69	54



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