



Community Survey Results Comprehensive Plan Update

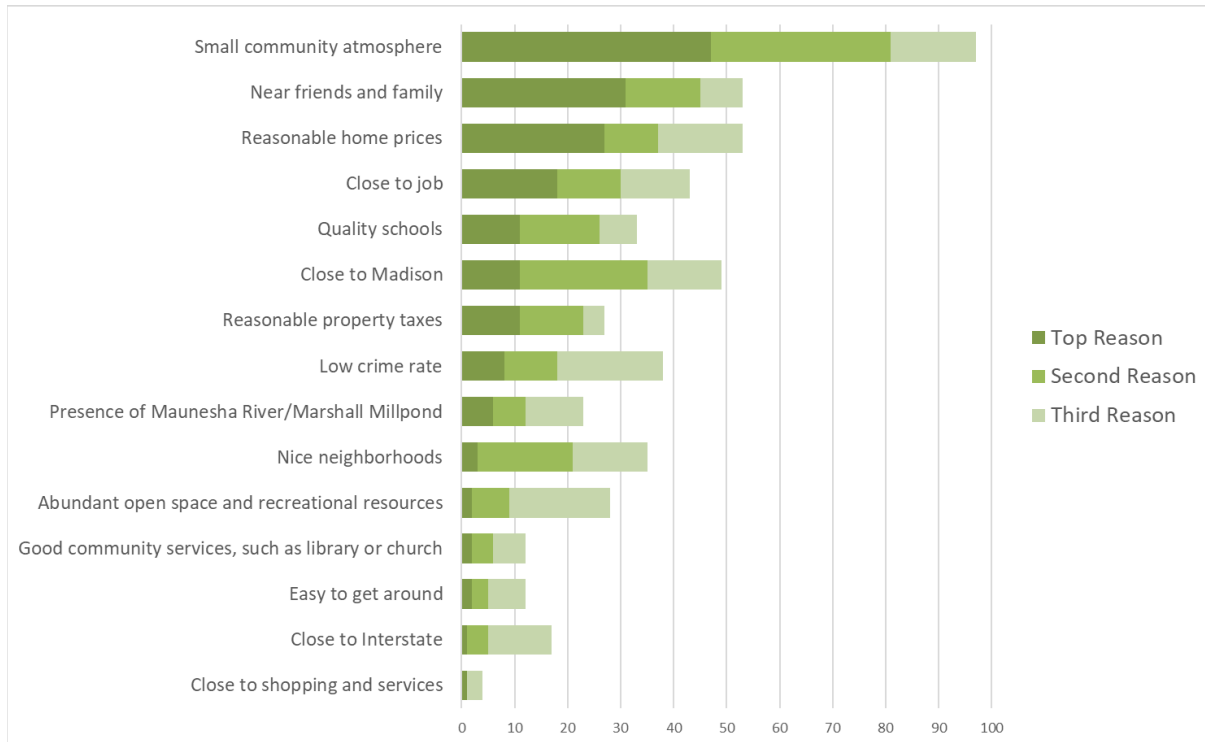
In June and July 2022, the Village of Marshall conducted a community survey to gather residents' input on their vision for the future of the Village, community planning issues most relevant to the Comprehensive Plan update, and community priorities. The survey was conducted primarily using Survey Monkey—an internet survey tool—though hard copies of the survey were also available.

The Village used various means and media to direct residents to the survey and received 186 responses, which represents about 7% of Marshall's adult population. Demographic information regarding survey respondents, compared to similar statistics per the U.S. Census Bureau where available, are as follows:

- Nearly all respondents were Village of Marshall residents, and have lived in the Village for a wide range of time periods. Over 1/3 (37%) have lived in Marshall for 20+ years, while ¼ have lived in Marshall for five or fewer years. This is fairly representative of the general population.
- Fifty-nine percent of respondents had children under 19 in their household, which is greater than the roughly one-third of the total Marshall population with children at home. The age distribution of respondents' children was roughly even across age groups.
- Nine out of every 10 (91%) of respondents owned their Marshall residence, which is greater than the two-thirds of Marshall's total population that owns their home. This skewing towards homeowners is very common among such surveys.
- Nearly 80% of respondents were between 30 and 64 years old, and among that wide age range equally distributed among subranges (e.g., 30-39). This is generally indicative of Marshall's general population, where the largest age cohort is between 55 and 59 years old, followed by 35 to 39 years.
- Over one-half of respondents (54%) reported that their households earned \$100,000+ in 2021, with only 12% reporting household earnings under \$50,000 per year. This represents a higher-earning subset of Marshall's overall population, where the median household income was \$67,500 in 2020.

The following pages feature the responses to each of the substantive questions in the survey.

Question 1: From the choices below, please provide the top three reasons why you or your family chooses to live in Marshall.



These responses are relatively common across suburban Dane County communities, though “quality schools” often rates higher and “reasonable home prices” often lower—particularly as one gets closer to Madison.

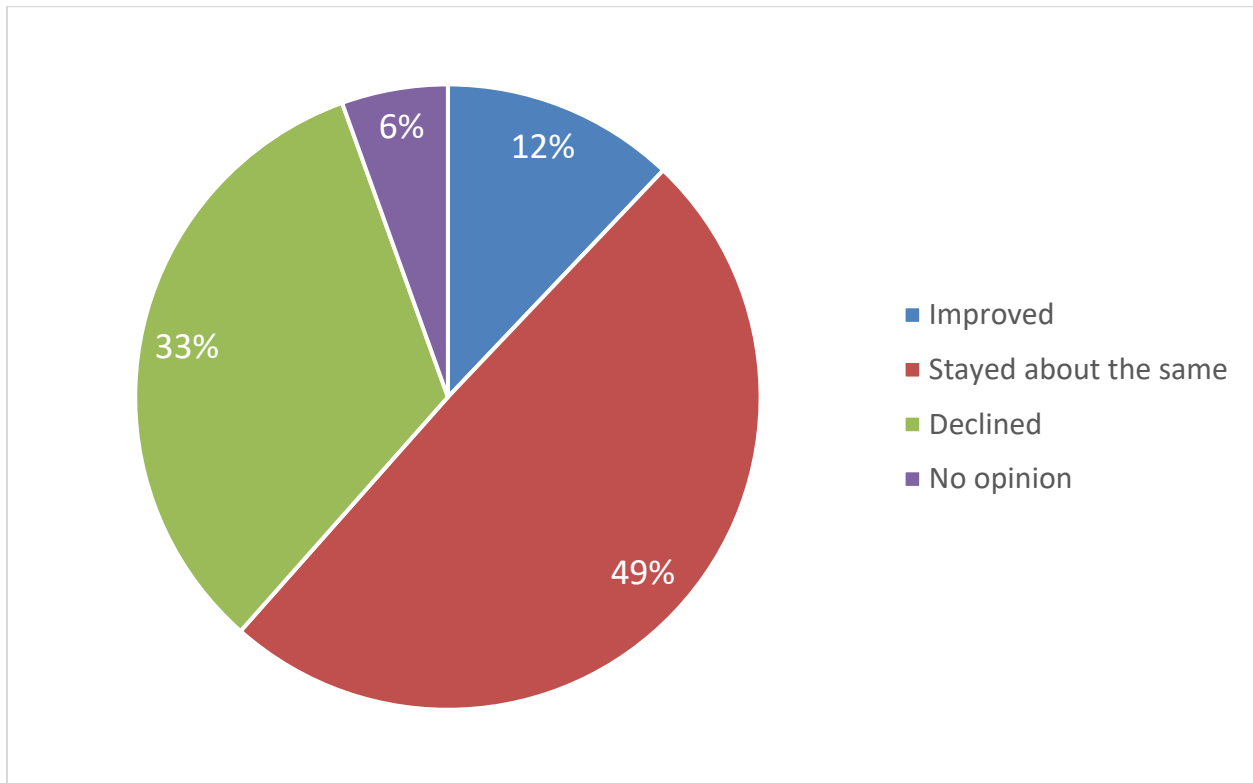
QUESTION 2: Briefly explain why you answered the last question the way you did, please.

This question allowed for open-ended responses, which were offered by 122 participants.

Of the diverse responses, most reiterated that the small community atmosphere in Marshall is what drew them in and/or causes them to stay in Marshall. Aspects of “small community atmosphere” most commonly mentioned were low crime, safety, quietude, affordability, and nearby water and open space.

Many respondents also mentioned the short distance or quick travel time to Madison (and Sun Prairie) to be important to their choice of Marshall, even if was not their top reason for choosing Marshall. Other data suggests that 1/3 of Marshall’s employed residents commute to work in Madison, and many also likely travel to the East Towne area and Sun Prairie for shopping and dining. Finally, many respondents reinforced that family ties and the schools are strong reasons keeping them in Marshall.

QUESTION 3: Do you believe the overall experience living in the Village has improved, stayed about the same, or declined over the past five years or so (or since you have lived here, if less)?

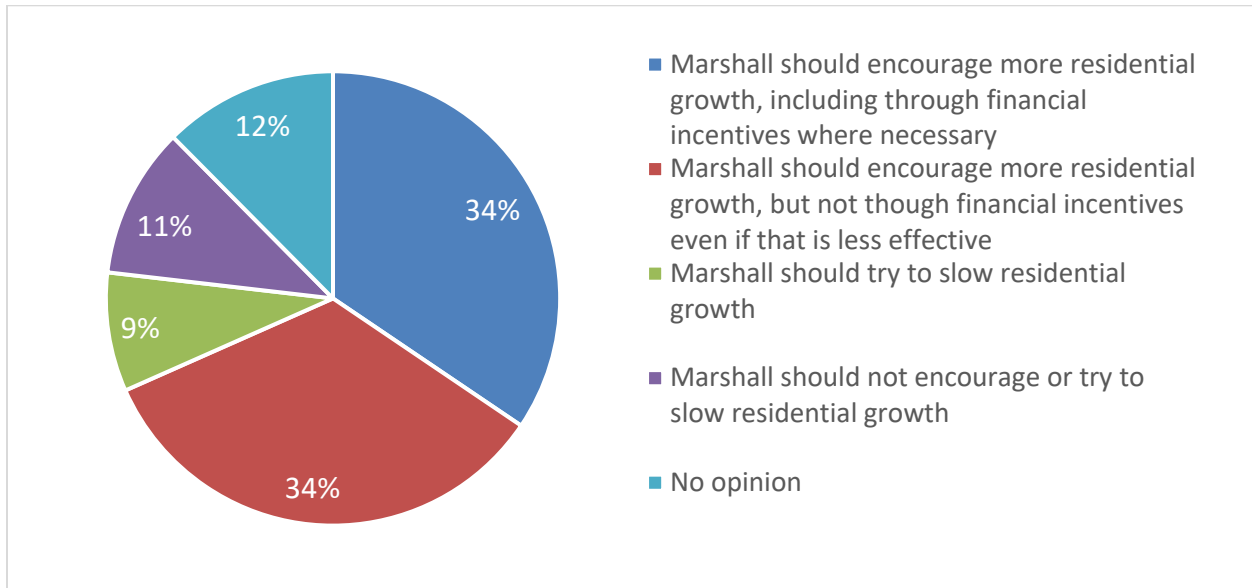


In surveys of other communities, “stayed about the same” is usually the most common response, except where respondents have observed significant, often visual improvements (e.g., new park, new school).

QUESTION 4: Briefly explain why you answered the last question the way you did, please.

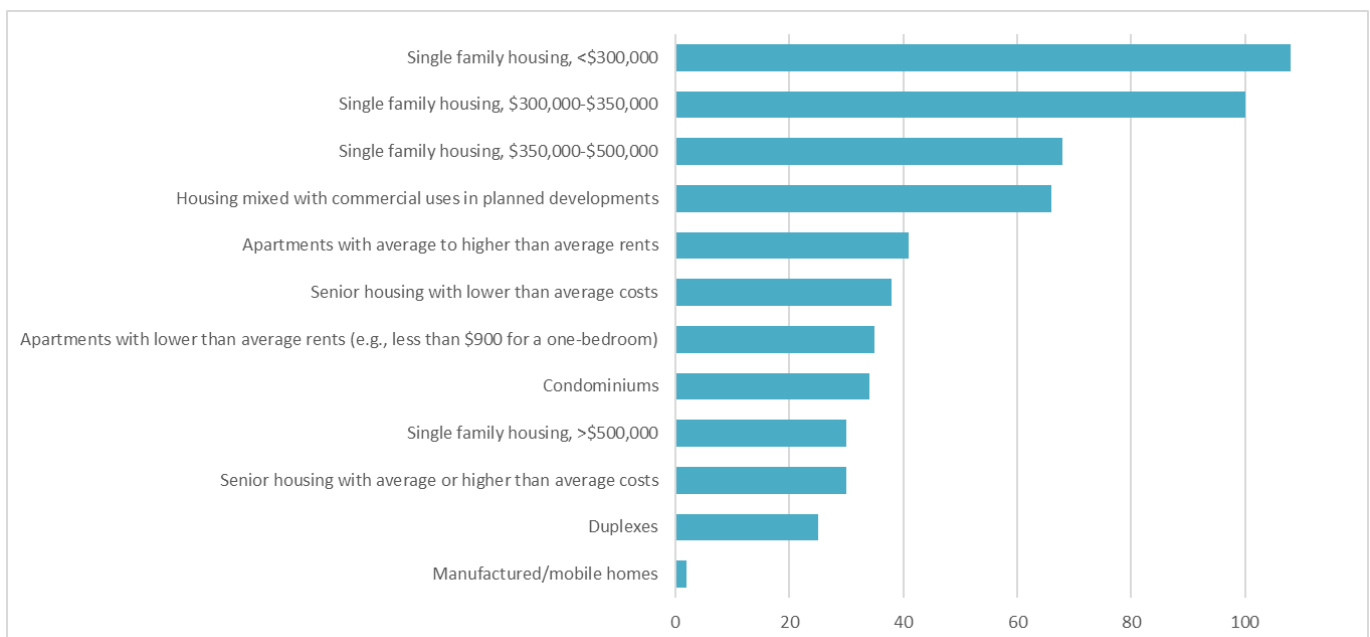
This question allowed open-ended responses, which were offered by 125 participants. Many respondents mentioned the lack of commercial development, such as grocery stores, restaurants, and department stores, as the reasons for “declined” and “stayed about the same” responses.” Many cited traveling outside the community for these and other basic needs as a detriment. Still, many respondents also suggested a general contentedness with little change and/or no major development in Marshall—likely tying to the earlier support for Marshall’s “small community atmosphere.”

QUESTION 5: Looking forward over the next 5 to 10 years, which one of the following statements best reflects your attitudes on future residential growth in Marshall?



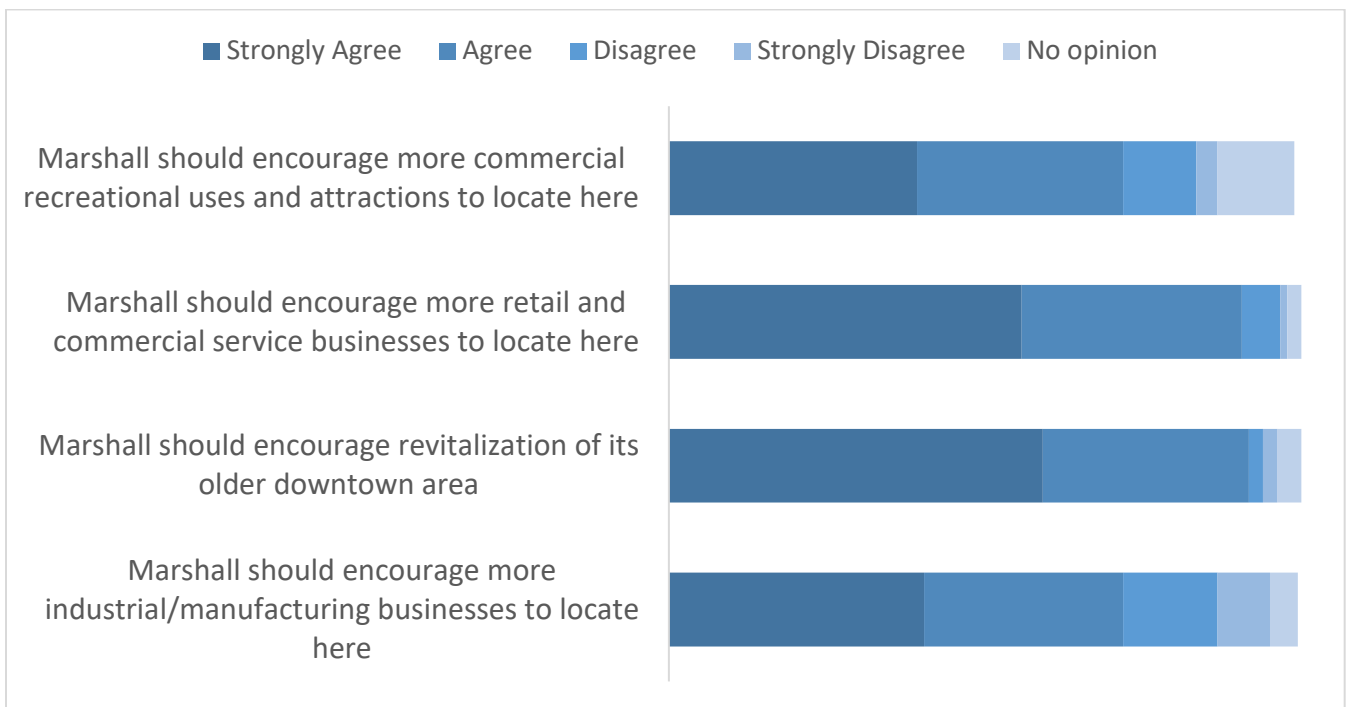
Two-thirds of respondents suggested that the Village ought to encourage more residential growth. This high support level may reflect the modest residential growth that has occurred in Marshall over the past 15 to 20 years, and/or knowledge of the shortage of vacant single family lots, other new housing options, and rising home prices in the community.

QUESTION 6: What types of new housing should the Village accommodate?



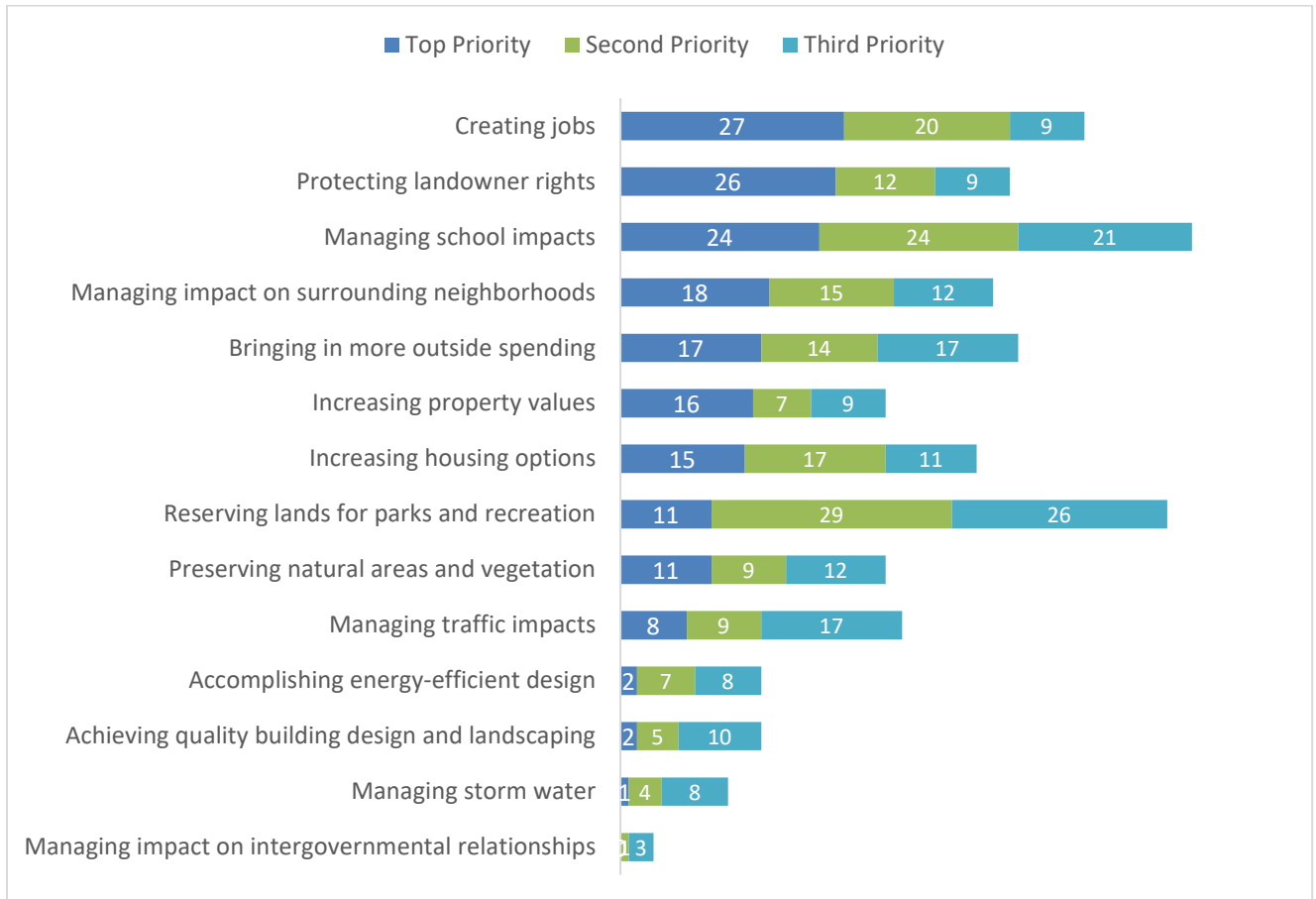
The greatest levels of support among respondents were for new single family homes with a price under \$350,000. Such prices are increasingly difficult to attain in Marshall and elsewhere, as material, labor, land, and other costs increase, a housing shortage persists, and strong market demand continues. Respondents also voiced support for “housing mixed with commercial units in planned developments,” which may link with support for downtown revitalization and more commercial uses expressed through responses to other questions.

QUESTION 7: Marshall has areas for industrial development on its east and north edges, an older downtown generally along Main Street between Pardee Street (Highway T) and Hubbell Street (Highway 73), newer commercial service and retail development generally further west along Main Street, and commercial recreational uses and attractions like an amusement park and campground. How much do you agree or disagree with each of the following statements about future non-residential growth in Marshall?



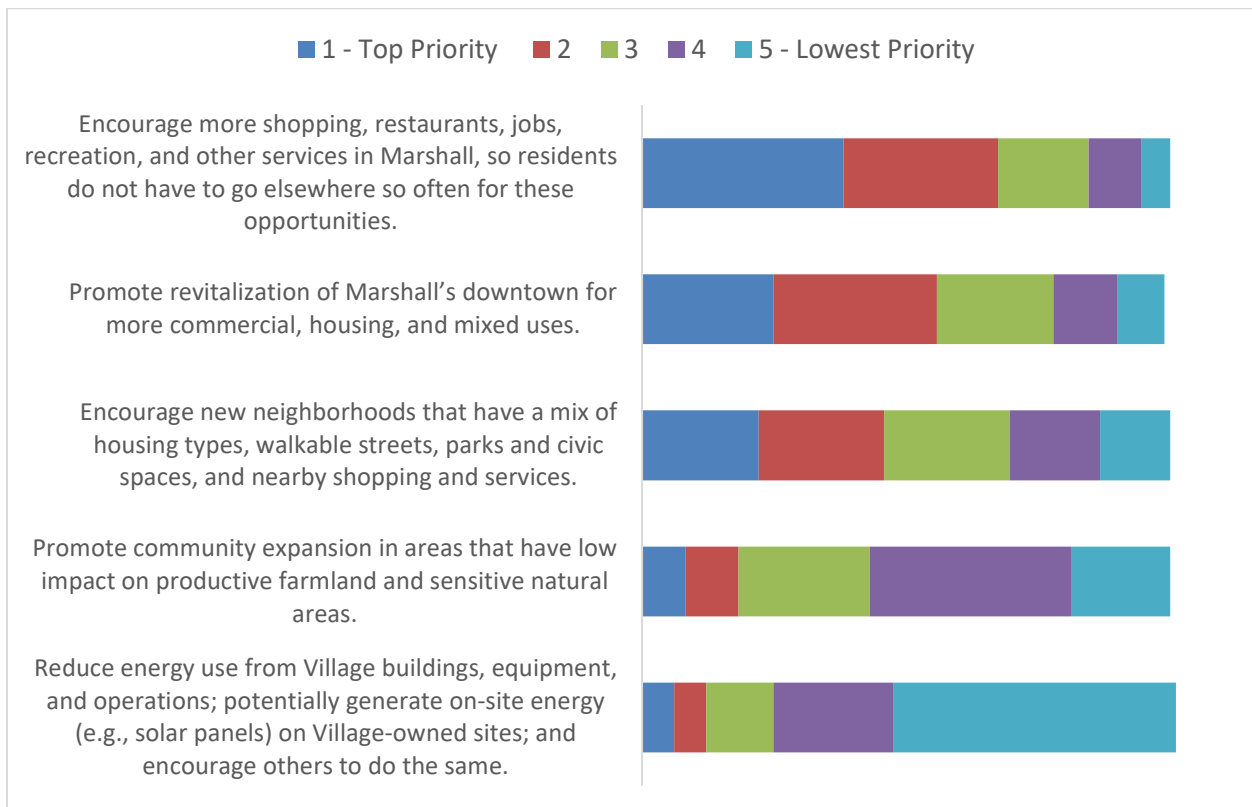
The greatest levels of support were for downtown revitalization and more retail and commercial service businesses—which were likely interrelated in many respondents’ minds and in actual implementation opportunity. Encouraging more residential development may also be important to making these non-residential goals possible, by providing more customers. There was also majority support for encouraging more industrial and recreational uses. Together, the level of support for more residential and non-residential development among many respondents may challenge maintenance of “small community atmosphere” also valued by many respondents.

QUESTION 8: From the choices below, please provide what you think should be the Village’s top three priorities as it reviews future development proposals.



Priorities seemed to fall into two main groups. The first group is focused on encouraging job, spending, and tax base growth, and on protecting landowner rights. The second group is focused on managing secondary impacts on schools, adjacent neighborhoods, parks, open spaces, and traffic. These opinion differences is likely why review of actual development proposals can be challenging.

QUESTION 9: The Capital Area Regional Planning Commission has drafted a new regional plan with goals of reducing greenhouse gas emissions and fostering community resilience to climate change; increasing access to jobs, housing, and services for all people; and conserving farmland, water resources, natural areas, and fiscal resources. With “1” being your highest priority and “5” your lowest priority, please assign a numerical ranking for each of the following potential Village strategies to advance these regional goals.



Priorities in response to this question overlapped significantly with those of earlier questions, in support of bringing more services to Marshall and mixed use redevelopment downtown.

QUESTION 10: Please complete the following statement in the space provided. As I look forward over the next several years, I wish Marshall would ...

This question allowed open-ended responses, which were offered by 132 participants. Many respondents mentioned wanting to see Marshall continue to grow, but in a sustainable manner that attends to the pace and type of development. Many respondents sought increased investment in their community, including through downtown revitalization and creation of new business, job, and housing opportunities. Others cautioned against the loss of community character and open space that may result from growth. Attraction of a grocery store, road improvements, and more trails were also mentioned fairly often.