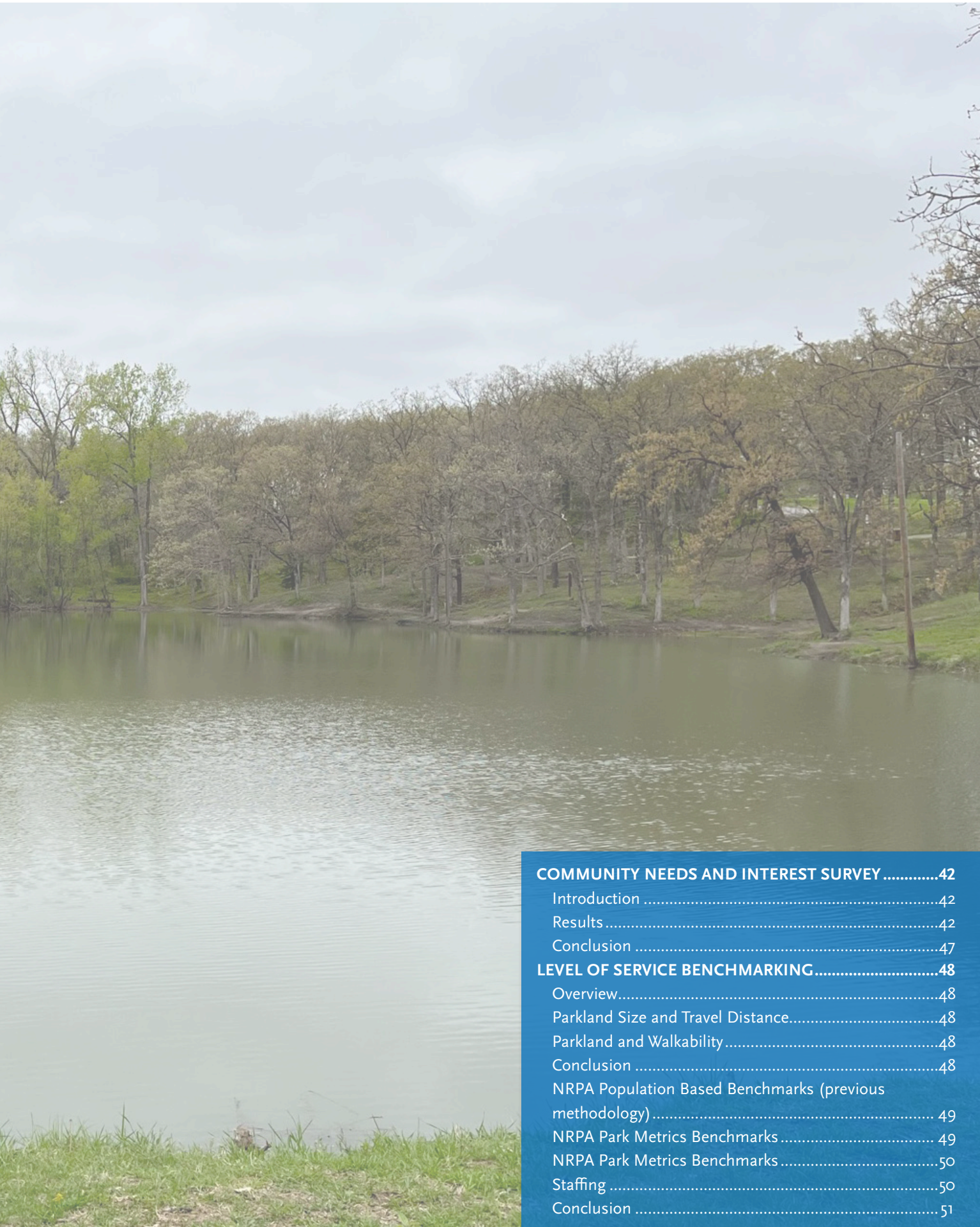


# Balance

## (Needs Determination)

In this phase, the baseline community and parks system existing conditions information collected in the discover phase of the process was supplemented with the findings of the Community Needs and Interest Survey and national benchmarks for parks and recreation. The evaluation of this quantitative and qualitative data became the foundation for development of recommendations for Marshall parks that are rooted in community identified needs and desires with support by parks and recreation benchmarks and standards.



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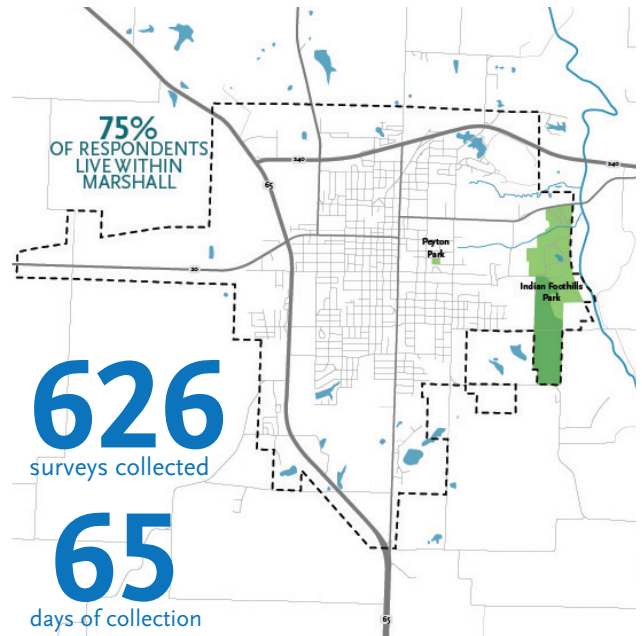
# Community Needs and Interest Survey

## Introduction

The Marshall Community Needs and Interest survey collected public input from February 11, 2022 through April 18, 2022. The online survey received 626 responses, representing the largest community participation to date, at just under 5% of the Marshall population. When we look at the response to the size of responding households the number of residents represented in the 626 responses is 1,295 (9.5%) with only 40% respondents providing information on their household size.

Responses typically confirmed previous community input and offered new information about priorities and goals for the Marshall Parks and Recreation system.

Further analysis and verbatim responses can be found in Appendix C - Community Needs and Interest Input Data.

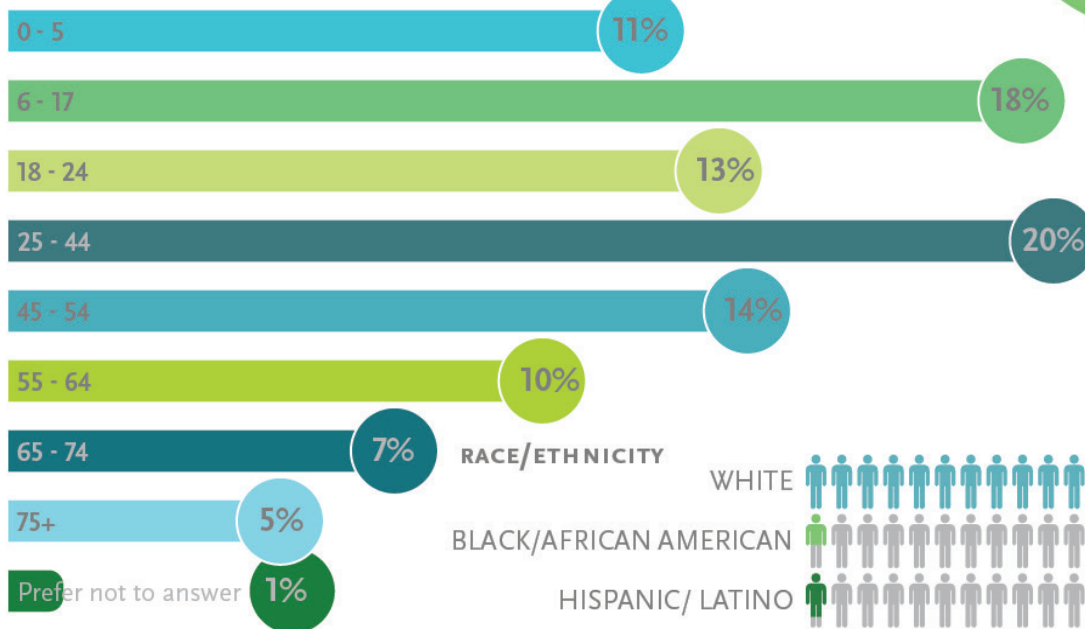


## Results

### Who participated in the Survey?

A significant portion of respondent's households were comprised of children (age 6-17) and adults (age 25-44). With 82% of respondents being home owners, over three fourths of respondents live in the City of Marshall. The survey response total represented just under 5% of the city's population, and with household information provided, represented 1,295 people, or 9.5% of the population. This rate of participation exceeds that of the 2014 master plan which received 229 responses.

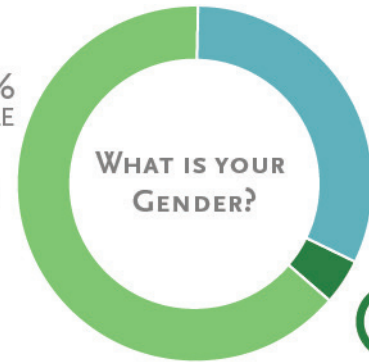
#### AGE DISTRIBUTION



#### RACE/ETHNICITY



62.0% FEMALE



33.0% MALE



4.5% PREFER NOT TO ANSWER

## How do people currently use the parks system

- i. Most attended park amenities, programs, and events
- ii. Why they participate or do not participate
- iii. Perception of conditions and offerings

### Park Usage

Over half of responses indicated they visit Indian Foothill Park at 'least once a week' to a 'few times a month', with only 5% saying they have never visited the park in the past 12 months. While 69% of respondents have not visited Peyton Park in the past 12 months, with only 15% visiting a 'few times per year'.

### Park Amenities

#### Used by the most Respondents:

- Picnic Shelters
- Playground
- Swimming Pool
- Lake
- Ballfields

### Programs, Classes, and Special Events

#### Used by the most Respondents:

- T-Ball
- Easter Egg Hunt
- 8 and Under Boys Baseball
- 8 and Under Girls Softball
- Tennis Lessons
- Movies in the Park
- Men's Slowpitch Softball

### Quality and Conditions

- The parks, programs and aquatic center received combined **Excellent and Good** ratings of **75% or higher**

### *What are the most important roles and benefits provided by Marshall Parks and Recreation?*

#### **To Residents and the Future of the City of Marshall**

- Improve the quality of life in Marshall
- Improve Physical Health and Fitness
- Help attract new residents and businesses
- Provide community interaction opportunities
- Help reduce crime
- Improve mental health and reduces stress
- Provide recreation level youth sports
- Increase property values in surrounding areas
- Preserve open space and the environment

### Top 3 Inhibitors to Participation

- **Too busy or not interested**
- City does not provide program, or events we desire
- Facilities are not well maintained

### *What are the most important amenities and programs to community?*

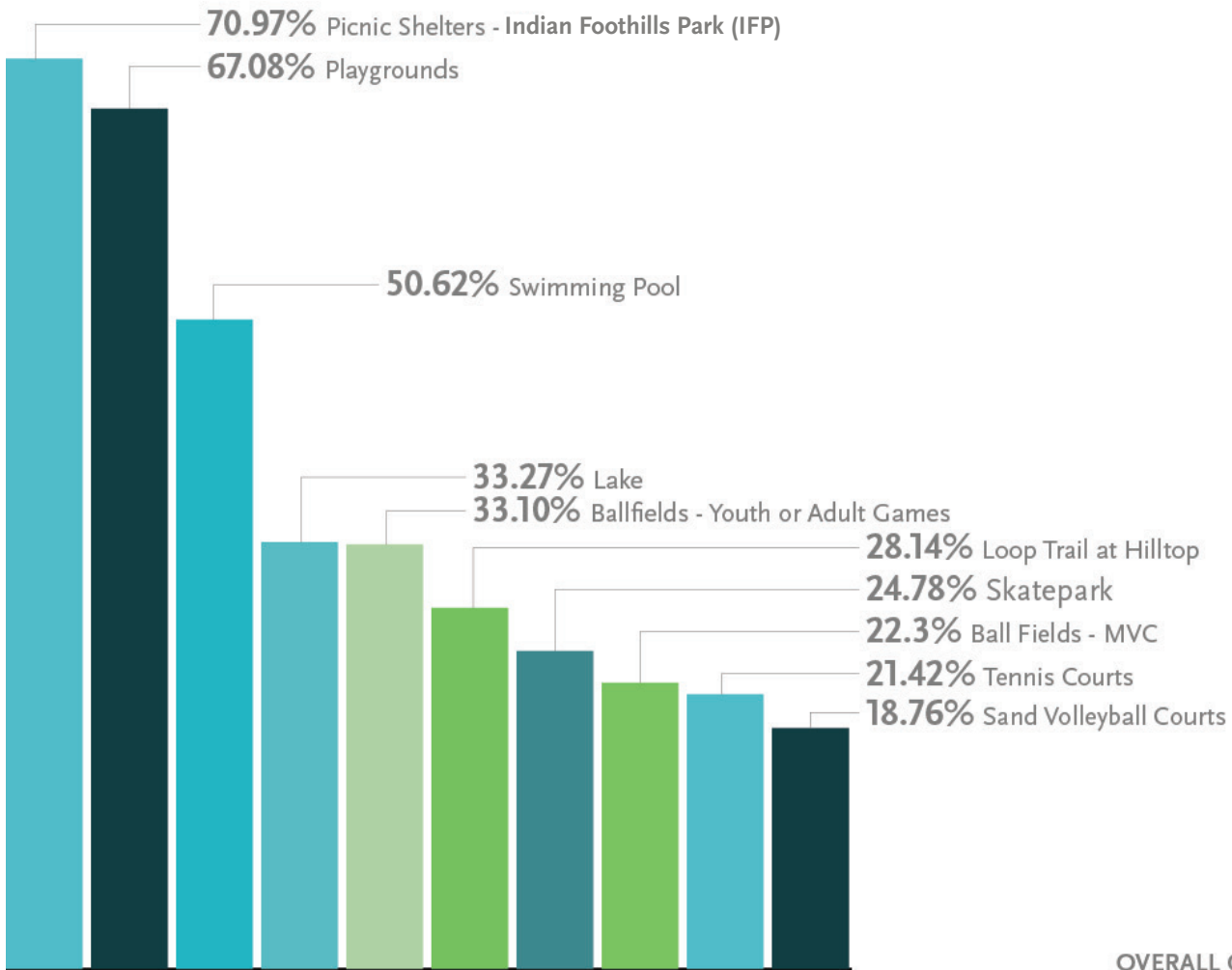
#### **Recreation Amenities**

- Park Shelters and Picnic Areas
- Paved Walking Trails
- Nature Trails
- Outdoor Aquatic Parks
- Large Playground (destinations)
- ADA inclusive playground
- Water Splash Pad
- Youth baseball fields
- Passive Open Green Space
- Paved Bike Trails

#### **Recreation Programs**

- Special events and festivals
- Youth and teen sports
- Youth swim lessons or team
- Nature programs and outdoors adventure
- Adult fitness and wellness programs
- Before and after school programs
- Youth and teen camp programs
- Pre-school programs
- Senior Programs
- Water fitness programs

# PRIMARY REASONS FOR VISITING PARKS



## OTHER RESPONSES

Basketball Courts - IFP	15.93%
Woodland Bike Trail	15.75%
Disc Golf	15.58%
Playground - Peyton	14.16%
Bow Range	7.43%
Picnic Shelter - Peyton	6.37%
Horseshoe	6.37%
Other	5.66%
Basketball Court - Peyton	4.07%

Responses under the 'Other' category included:

- Walking - trails in and around the park (13)
- Golf Course (3)
- Swings / Nature Areas (2)

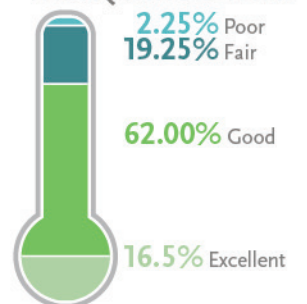
## PHYSICAL CONDITION OF PARKS AND AMENITIES IN THE MARSHALL PARKS AND RECREATION SYSTEM



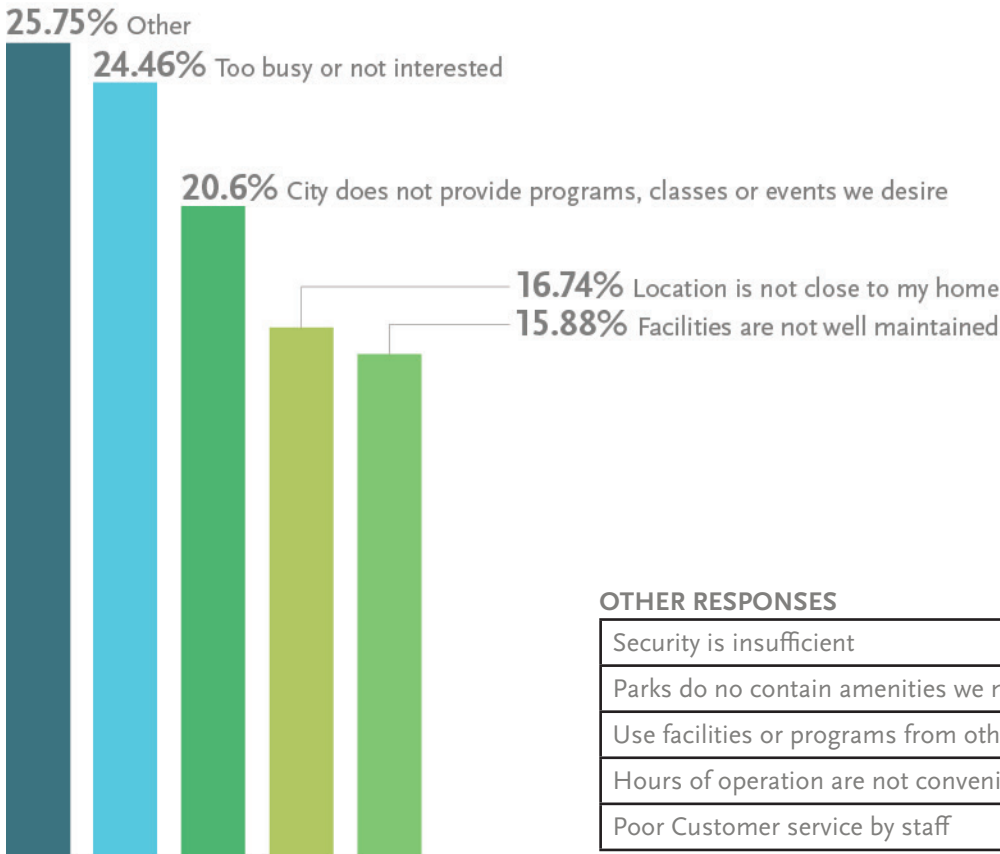
## OVERALL QUALITY OF PROGRAMS AND ACTIVITIES



## PHYSICAL CONDITION OF THE AQUATIC CENTER



## PRIMARY INHIBITOR FOR VISITING PARKS



### OTHER RESPONSES

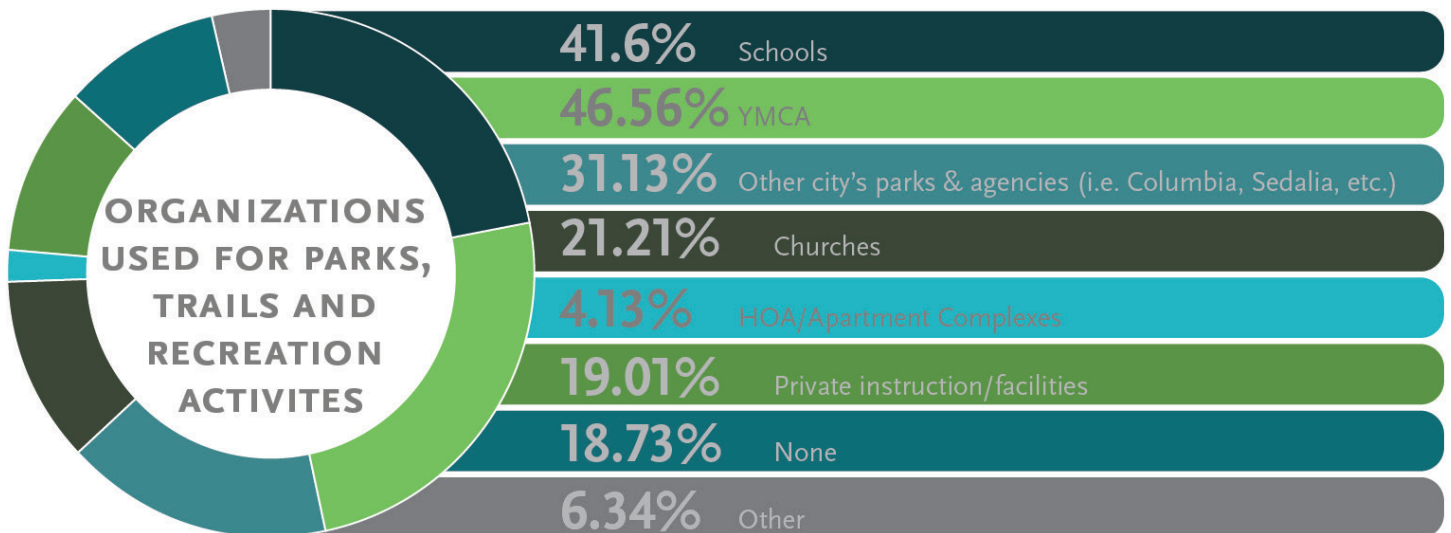
Security is insufficient	15.02%
Parks do not contain amenities we need	14.59%
Use facilities or programs from other organizations	8.58%
Hours of operation are not convenient	6.87%
Poor Customer service by staff	2.58%

Responses under the 'Other' category included:

- Disrespectful and unsupervised children
- No children or kids are grown up
- Dissatisfaction with park cleanliness
- Lack of Trails
- Shelter Availability/ Condition

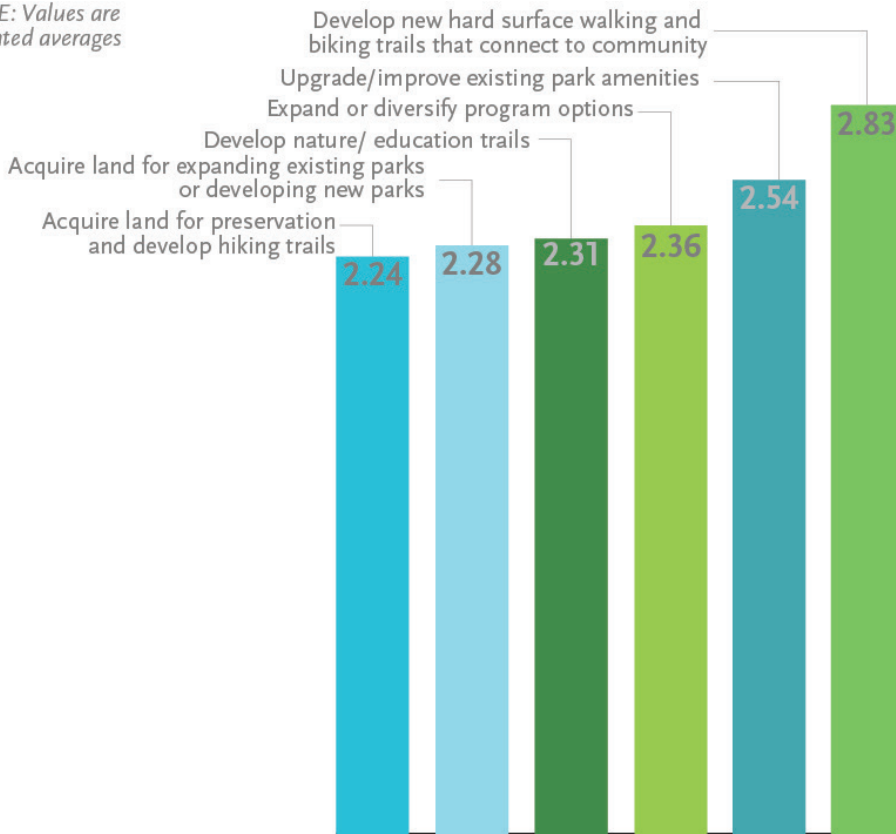
For verbatim responses, please see Appendix B - Survey Results.

## OUTSIDE ORGANIZATIONS PROVIDING SERVICES



## INITIATIVES RESPONDENTS SUPPORT FOR THE FUTURE OF THE PARKS SYSTEM

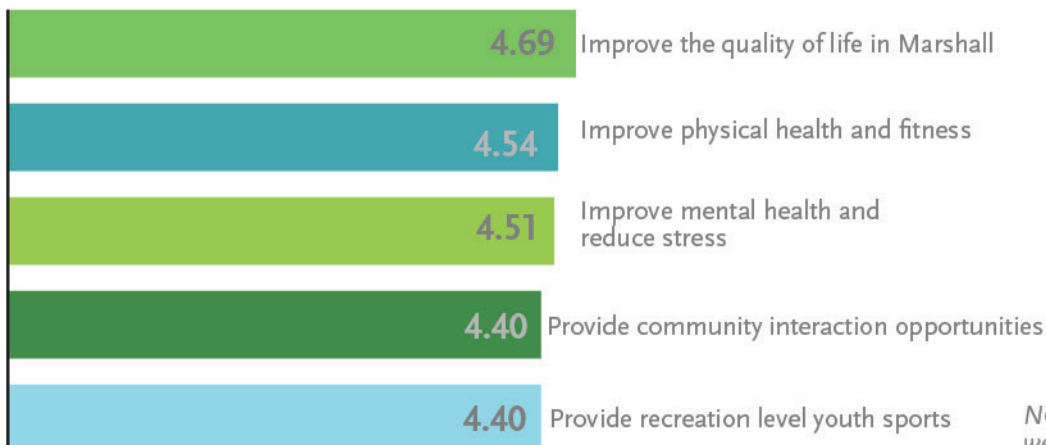
NOTE: Values are weighted averages



### OTHER VALUES

Develop new youth/ adult athletic fields	2.19
Develop land for developing athletic fields and recreational facilities	2.59
Acquire land to preserve open space and protect the environment	2.09
Develop indoor multi-sports center (basketball, volleyball, et)	1.97
Develop equestrian trails	1.08

## IMPORTANT ROLES AND BENEFITS



- 96% of respondents agreed Marshall Parks and Recreation should 'Improve the quality of life'
- 93% of respondents agreed Marshall Parks and Recreation should 'Improve physical health and fitness'

NOTE: Values are weighted averages

## Conclusion

The Community Needs and Interest Survey gathered input from 626 people, representing over 9.5% of Marshall's population. Overall, responses were consistent with feedback gathered from community engagement events and stakeholder interviews.

Results typically trended towards positive feedback, constructive remarks, and consistent support for Marshall's Parks and Recreation System. This is likely because the people taking the time to complete the needs and interest survey already have some degree of support for the Parks and Recreation Department, or desire to see more from the department to meet their needs. The success of using an online platform paired with the large number of respondents deems these results reliable and informative.

The Community Needs and Interest Survey was a critical outreach tool to help confirm findings from the inventory and analysis phase, while revealing new information. By completing the Balance Phase, the design team was able to verify information from the Discover Phase and established a framework for the development of the master plan recommendations based on identified core needs and desires of the community and parks department.



# Level of Service Benchmarking

## Overview

The Level of Service (LOS) Benchmarks are a points of reference in how Marshall parks compare to other parks systems nationally. These comparisons are not intended to identify need on their own, but provide another lens through which to view the system and needs identified by staff and the community. These benchmarks can support identified needs and desires, or highlight where Marshall varies from what is typical for communities of similar size. Where the variance occurs, further discussion can be had to determine if there are missed opportunities and needs, or if the needs for the City of Marshall are unique for those items.

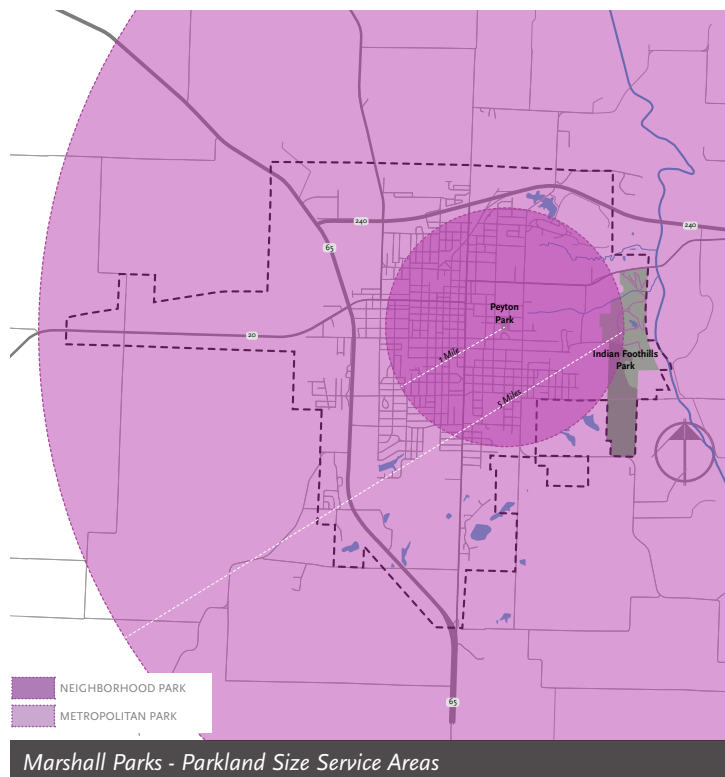
This plan included the following benchmark criteria:

- Parkland Service Area: Size /Walkability
- Population Based Standards
- NRPA Park Metrics

## PARKLAND DISTRIBUTION

### Parkland Size and Travel Distance

The parkland size map, which applies a service area to parks based on the size of the park, indicates that the two existing parks provide service areas that cover all of the City of Marshall. Indian Foothills Park has a five mile service area and would serve the entire city alone. While Peyton Park with a one mile service area, overlays the Indian Foothills Park service area.



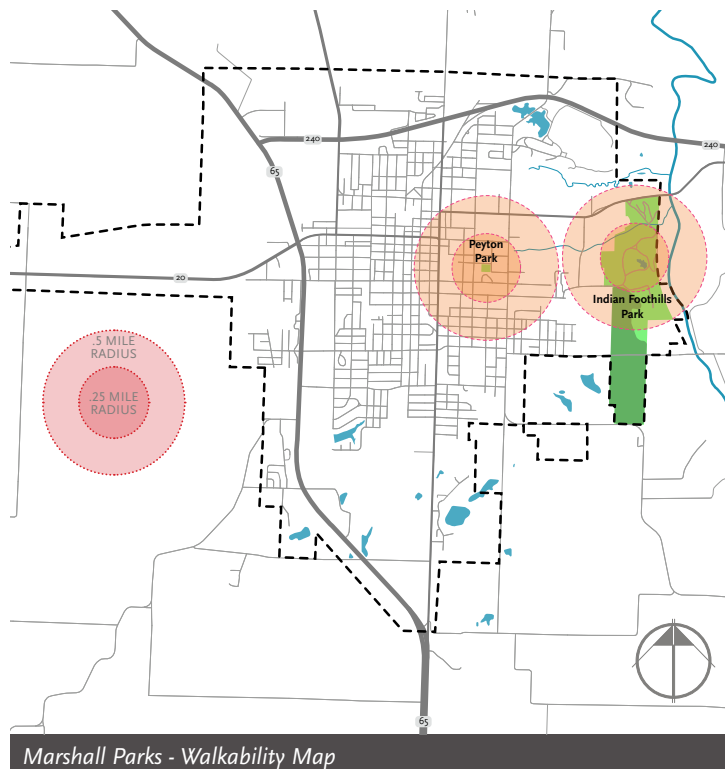
Marshall Parks - Parkland Size Service Areas

Benchmark Standards for Park Size and Travel Distance	
<b>Neighborhood Park (size &lt; 16 ac)</b> <ul style="list-style-type: none"> <li>• 20 minute walk / 1 mile service area</li> <li>• Standard of 1.5 ac / 1,000 people</li> <li>• Peyton Park</li> </ul>	<b>Metropolitan Park (size 80-249 ac)</b> <ul style="list-style-type: none"> <li>• 20 minute drive / 5 mile service area</li> <li>• Standard of 4 ac / 1,000 people</li> <li>• Indian Foothills Park (without golf)</li> </ul>
<b>Community Park (size 16-79 ac)</b> <ul style="list-style-type: none"> <li>• 10 minute drive / 3 mile service area</li> <li>• Standard of 2.5 ac / 1,000 people</li> <li>• No existing parks in this size</li> </ul>	<b>Regional Parks (size 250+ ac)</b> <ul style="list-style-type: none"> <li>• One hour drive / 30 mile radius</li> <li>• Standard of 6 ac / 1,000 people</li> <li>• Indian Foothills Park (with golf)</li> </ul>

### Parkland and Walkability

A second benchmark used for determining level of service is based on the ability of your community to easily walk to parks. This walkability approach does not look at the size of park, but measures how accessible parks are for the community. A 1/2-mile walk will take approximately ten minutes and is considered an appropriate walking distance. A park's walkability is restricted by major roadways and access barriers.

Using this filter we see a much different level of service provided by the existing parks. The distribution of Marshall's parks on the East side of town, leaves the majority of Marshall unable to easily access parks and as a result, identifies an opportunity for additional parkland to provide a walkable park system.



Marshall Parks - Walkability Map

### Conclusion

Indian Foothills Park is looked at as the "city park" and based on parkland size benchmarking, the existing parks provide service to all residents of Marshall. However, this approach makes the assumption all residents have access to the parks and the parks meet the recreation needs of the community.

If the desire is to provide a parks system that is accessible to the community, then a walkable parks system would require additional parks. These parks should be prioritized in the northwest and southwest areas of town.

# PARKLAND AND AMENITIES

## NRPA Population Based Benchmarks (previous methodology)

Population based benchmarks compare your park system to identified quantities of parkland and amenities per a standard number of population. For parkland this benchmark is a number of acres of parkland classification per 1,000 population, and for amenities it is one amenity for a defined population number.

When reviewing Marshall parks against this benchmarking for parkland we find that it is similar to the parkland distribution walkability findings. This benchmarking identifies the potential for Marshall to add smaller parks, under 25 acres in size. This benchmark comparison for amenities shows a potential for trails in the parks system as well as multiuse fields and playgrounds.

Inventory - Developed Facilities							Current Need - Parks Only				
Inventory:	Marshall	Shared Facilities*	Total	Current Level of Service - Parks Only (13,806 pop.)		Recommended Service Levels	Meets Standard/ Need Exists	Additional Needed			
<b>Parks (Acres)</b>											
Neighborhood Parks ( under 15 ac.)	3	0	3	0.22	acres per	1,000	1.50 acres per	1,000	Need Exists	28 acre(s)	
Community Parks (25+ ac.)	0	0	0	0.00	acres per	1,000	2.50 acres per	1,000	Need Exists	55 acre(s)	
Regional Parks (200+ ac.)	182	0	182	13.18	acres per	1,000	4.00 acres per	1,000	Meets Standard	N/A acre(s)	
Special Use Areas	140	0	140	10.14	acres per	1,000	6.00 acres per	1,000	Meets Standard	N/A acre(s)	
<b>Total Developed Park Acres</b>	<b>325</b>	<b>0</b>	<b>325</b>	<b>23.54</b>	<b>acres per</b>	<b>1,000</b>	<b>16.00 acres per</b>	<b>1,000</b>	<b>Meets Standard</b>	<b>N/A acre(s)</b>	
Undeveloped Parkland	0	0	0	0.00	acres per	1,000	0.00 acres per	1,000	Need Exists	0 acre(s)	
<b>Total Park Acres</b>	<b>325</b>	<b>0</b>	<b>325</b>	<b>23.54</b>	<b>acres per</b>	<b>1,000</b>	<b>16.00 acres per</b>	<b>1,000</b>	<b>Meets Standard</b>	<b>N/A acre(s)</b>	
<b>Trails (Miles)</b>											
Paved Trails	1.1	0	1.1	0.05	miles per	1,000	0.50 miles per	1,000	Need Exists	9.81 mile(s)	
Unpaved Trails	0	0	0	0.00	miles per	1,000	0.25 miles per	1,000	Need Exists	5.45 mile(s)	
			0								
<b>Outdoor Amenities</b>											
Pavilion / Shelter	9	0	9	1.00	site per	1,534	1.00 site per	12,000	Meets Standard	N/A site(s)	
Ball Fields	5	0	5	1.00	field per	2,761	1.00 field per	4,000	Meets Standard	N/A field(s)	
Multi-Use Fields (Soccer/Lacrosse/Football)	0	0	0	1.00	field per	-	1.00 field per	4,000	Need Exists	3 field(s)	
Outdoor Basketball Courts	3	0	3	1.00	court per	4,602	1.00 court per	7,000	Meets Standard	N/A court(s)	
Tennis/Pickleball Courts	6	0	6	1.00	court per	2,301	1.00 court per	7,000	Meets Standard	N/A court(s)	
Playground (Youth & Tot)	3	0	3	1.00	site per	4,602	1.00 site per	4,000	Need Exists	1 site(s)	
Dog Park	0	1	1	1.00	site per	13,806	1.00 site per	30,000	Meets Standard	N/A site(s)	
Sand Volleyball	2	0	2	1.00	site per	6,903	1.00 site per	10,000	Meets Standard	N/A site(s)	
Skateboard Park	1	0	1	1.00	site per	13,806	1.00 site per	40,000	Meets Standard	N/A site(s)	
Outdoor Aquatic/Pool	1	0	1	1.00	site per	13,806	1.00 site per	40,000	Meets Standard	N/A site(s)	
Disc Golf Course (18-hole)	2	0	2	1.00	site per	6,903	1.00 site per	40,000	Meets Standard	N/A site(s)	
<b>Recreation Space</b>											
Indoor Recreation Space (sqft)	-	0	-	0.00	SF per	person	2.00	SF per	person	Need Exists	43630 SF

\*Shared facilities includes schools and other land not owned by the City of Marshall

## NRPA Park Metrics Benchmarks

Park Metric Benchmarks from NRPA are more focused than population based benchmarks. These are developed based on data provided by other parks systems, and are grouped by population bands, where population based benchmarks do not differentiate for community size. For Marshall, we looked at the benchmarks established for communities under 20,000 in population. This is the smallest size size defined my NRPA. While this comparison is more accurate to communities of a similar size to Marshall, these findings are still just reviewed as a guide, not a directive for what your park system my need. The input from the community and staff is still the primary driver in defining what is right for the Marshall Parks System.

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When reviewing Marshall parks against this benchmarking for parkland it is similar to the other level of service findings. The total acres of parkland within the system meets the benchmark, but the number of parks within the parks system is below the benchmark. The amenities comparison shows that Marshall is below similar sized communities in providing trails, playgrounds, and multiuse fields. Other amenities in this benchmarking that show potential need and came up in public input are an amphitheater and nature center.

Inventory - Developed Facilities						Current Need - MARSHALL			
Inventory:	Marshall	Shared Facilities*	Total	Current Level of Service - Marshall (13,806 pop.)	Recommended Service Levels			Meets Standard/ Need Exists	Additional Needed
					Lower Quartile	Upper Quartile	Median		
<b>Parks</b>									
Residents per Park	3		3	4,602.00	1,948	776	1,235	Need Exists	8 park(s)
Acres of Park Land per 1,000 Residents	325		325	14.90	5.2	21.8	12.4	Meets Standard	N/A acre(s)
Square Miles			0	10.20					
Residents per Square Mile			0	1,353.53					

\*Shared facilities includes schools and other land not owned by the City of Marshall

Inventory - Developed Facilities						Current Need - MARSHALL			
Inventory:	Marshall	Shared Facilities*	Total	Current Level of Service - Marshall (13,806 pop.)	Recommended Service Levels			Meets Standard/ Need Exists	Additional Needed
					Marshall	All Agencies	Less than 20,000		
<b>Outdoor Park and Recreation Facilities - Population per Facility</b>									
Playgrounds	3	0	3	4,602.00	2,132	3,607	2,132	Need Exists	3 site(s)
Basketball Courts	3	0	3	4,602.00	4,051	7,187	4,051	Need Exists	0 court(s)
Tennis Courts (Outdoor only)	6	0	6	2,301.00	2,748	5,089	2,748	Meets Standard	N/A court(s)
Ballfield	5	0	5	2,761.20	3,000	6,763	3,000	Meets Standard	N/A field(s)
Multi-Use Fields	0	0	0	-	3,895	8,750	3,895	Need Exists	4 field(s)
Dog park	0	1	1	13,806.00	11,148	46,000	11,148	Need Exists	0 site(s)
Swimming pools (outdoor only)	1	0	1	13,806.00	8,591	37,569	8,591	Need Exists	1 site(s)
Skate park	1	0	1	13,806.00	11,000	49,750	11,000	Need Exists	0 site(s)
Miles of Trail	1.1	0	1.1	-	3	12	3	Need Exists	2 miles

\*Shared facilities includes schools and other land not owned by the City of Marshall

Inventory - Developed Facilities						Current Need - MARSHALL			
Inventory:	Marshall	Shared Facilities*	Total	Current Level of Service - Marshall (13,806 pop.)	Recommended Service Levels			Meets Standard/ Need Exists	Additional Needed
					Marshall	All Agencies	Less than 20,000		
<b>Indoor Park and Recreation Facilities - Population per Facility</b>									
Community centers			0	-	9,800	30,709	9,800	Need Exists	1
Recreation centers (including gyms and fitness centers)			0	-	9,045	29,000	9,045	Need Exists	2
Senior centers			0	-	12,304	61,975	12,304	Need Exists	1
Performance amphitheater			0	-	11,000	62,927	11,000	Need Exists	1
Nature centers			0	-	11,704	109,212	11,704	Need Exists	1
Aquatic Center	1		1	13,806.00	11,000	49,024	11,000	Meets Standards	0
Stadiums			0	-	9,126	64,800	9,126	Need Exists	2
Ice rink			0	-	7,911	55,174	7,911	Need Exists	2
Teen centers			0	-	12,044	57,729	12,044	Need Exists	1
Arena			0	-	7,102	53,236	7,102	Need Exists	2

\*Shared facilities includes schools and other land not owned by the City of Marshall

## Staffing

According to the National Recreation and Park Association (NRPA), the median staffing capacity for a city with a similar population to Marshall would be 11 Full-Time Equivalents (FTE). FTEs represent a combination of full- and part-time staff members that perform a level equivalent to one full-time staff member. Currently the Parks and Rec Department has 9 FTE positions approved and with 8 currently filled, indicating a need for 3 additional staff members to meet the typical needs for a parks and recreation system operating at the same scale as Marshall.

When considering staffing needs, it is important to recognize the different roles that each staff member fills, and future needs associated with the master plan implementation. The Marshall Parks and Recreation System, like all parks systems, has individual needs that aren't necessarily accounted for in NRPA standards, and those unique differences should be acknowledged when making recommendations.

## Conclusion

Level of service benchmark analysis identifies several areas of consideration for expanded parks system and amenity offerings in comparison to National Recreation and Parks Association findings of overall parks systems and those of similar size as Marshall. These areas include additional parks for increased walkability and amenity offerings throughout the community, and added amenities including trails, multi-use fields, and playgrounds. Amphitheater and nature center or also program areas identified in the benchmarking that while not present in the parks system were noted in the public input.

Staffing levels for the parks department are also below benchmarks for other departments in communities of similar size.

The findings in this benchmark analysis are one factor in the development of recommendations for the Marshall Parks System. This information is used to help identify areas of potential need within the system and to support the needs and desires for the parks system identified with the community and staff.

Benchmark comparisons are also helpful documentation to reference in grant applications. This information can be used to reinforce the need or impact of the application project on the overall park system in comparison to other parks systems nationwide.