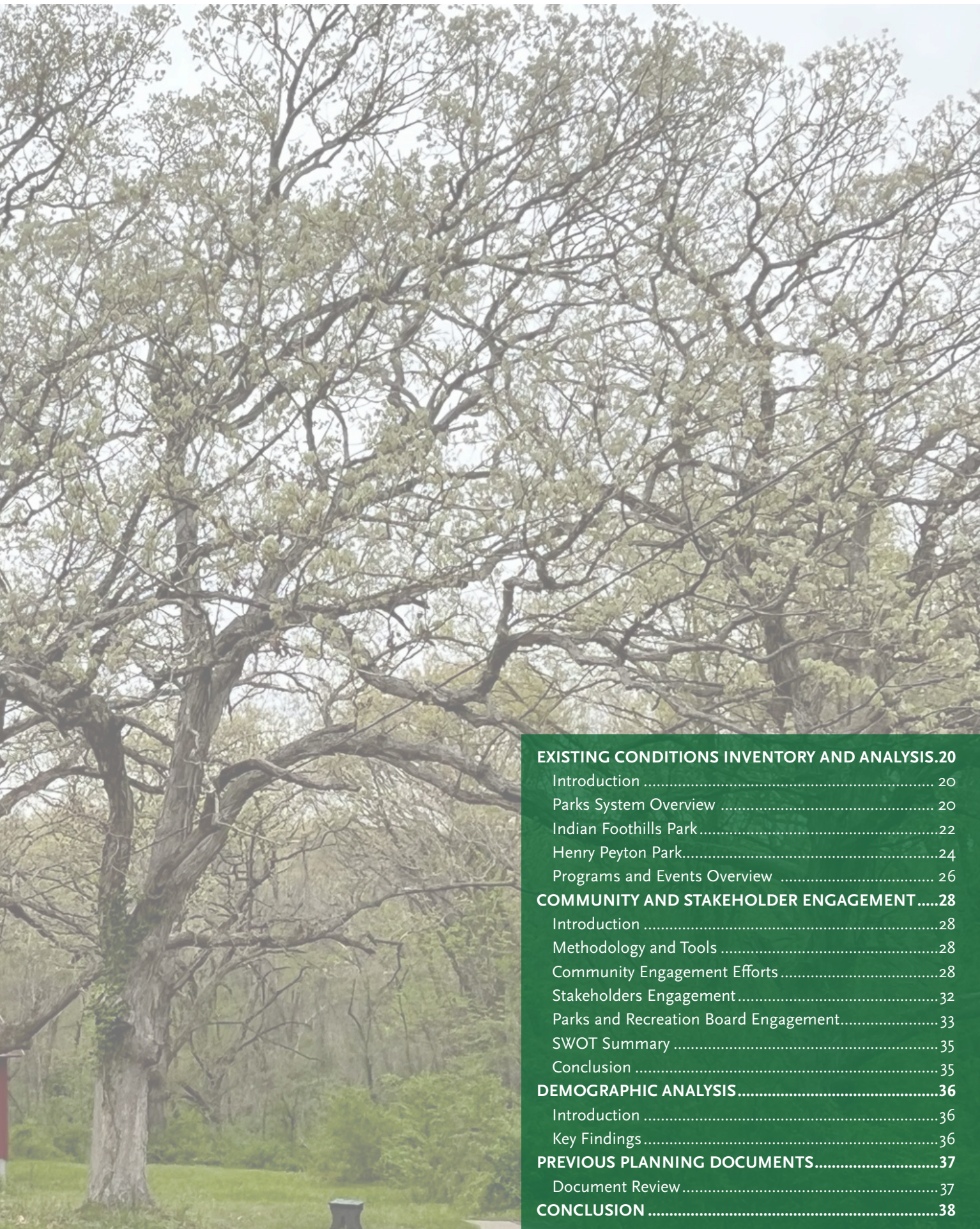




Discover (Inventory and Engagement)

This phase focused on project organization and initial engagement coordination and outreach. Efforts included review of project relevant information, discussion of previous plan documents and processes, and inventory of the existing parks. Key meetings in this task included project kick-off with staff and Park Board, stakeholder discussions, community engagement, and the parks inventory tours.



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Existing Conditions Inventory and Analysis

Introduction

The Existing Conditions Inventory and Analysis phase of the master planning process focused on understanding the current Marshall Parks System. This exercise helped the planning team better understand current offerings and how to best complement the existing successes and identity of the Marshall Parks System while addressing needs and opportunities.

This section of the document reviews the facilities in the parks inventory and summarizes the preliminary input from stakeholders and the Parks and Recreation Board. It also evaluates the most recent park master plan to identify successes and relevant recommendations to carry forward into this master plan.

Parks System Overview

The City of Marshall Parks and Recreation System is comprised of three (3) park properties totaling 325 acres:

- Indian Foothills Park - 182 acres
- Henry Peyton Park - 3 acres
- Indian Foothills Golf Course - 140 acres*

**While the golf course is included in the total park acreage for this master plan, it is not included in the assessment or recommendations. A course specific master plan can be prepared at a later date to assess the course condition and operations.*

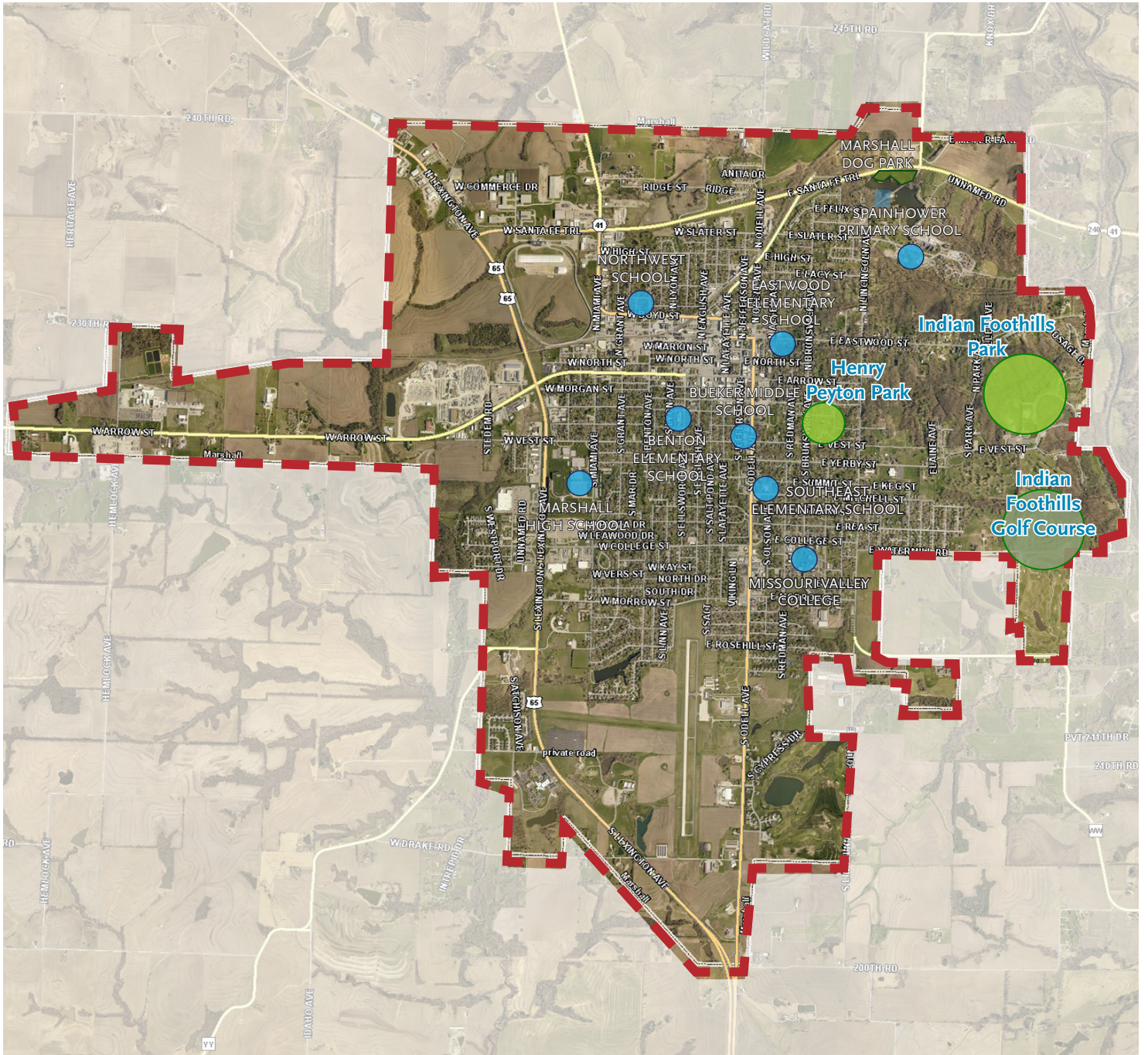
Marshall Parks and Recreation currently includes shared use facilities within Indian Foothills Park and elsewhere in the city. These partnerships provide access opportunities for residents, enhance community relationships, and expands the limited program offerings through the parks department. These include:

- Indian Foothills Park:
 - Lyons Bowl Field #4 - Missouri Valley College
 - Lyons Bowl Field #3 - Marshall Little League
 - Osage Field - Missouri Valley College
 - Tennis Courts - Missouri Valley College, Marshall High School and Marshall Junior Tennis
 - Indian Foothills Golf Course - Missouri Valley College and Marshall High School
 - Horseshoe Pits - Saline County Horseshoe Club
 - Archery Range - Marshall Bow Hunters
 - Disc Golf Course - Marshall Disc Flyer Club
- YMCA: indoor pool, soccer fields, and programs.
- Marshall Dog Park - Marshall Parks and Recreation collects trash

Recreation based programs in Marshall are predominantly offered through outside providers (YMCA and Marshall Public Schools) and partner organizations using amenities within Indian Foothills Park (Marshall Junior Tennis, Marshall Disc Flyers Club, and Marshall Little League). Programs currently run by Marshall Parks and Recreation are youth softball and baseball, adult softball, and summer swim team. The primary offering by Marshall Parks is special events (Egg Hunt and 4th of July) providing opportunities for community-wide gathering at various times throughout the year. While parks offers these events, many are made possible through partnerships and sponsorships.



City of Marshall Parks System



Indian Foothills Park



Lake Minesa



Playground



Pool and Bathhouse



Skatepark



Park Topography and Passive Recreation



Disc Golf



KEY

- 1 Park Entry
- 2 Parking Lot
- 3 Playground
- 4 Tennis Courts
- 5 Ballfields
- 6 Basketball Courts
- 7 Pool and Bathhouse
- 8 Woodland Bike Trail
- 9 Lake Minsa
- 10 Shelter
- 11 Skate Park
- 12 Horseshoe Pits
- 13 Sand Volleyball
- 14 Loop Walk
- 15 Disc Golf Course
- 16 Marshall Bow Hunters
- 17 Administration Building
- 18 Wooded Natural Area

Overview

182 acres:

Pros:

- Community Activity Hub
- Destination Disc Golf Course
- Active & Passive Recreation
- Unique Recreation Offerings

Needs:

- Entries/ Identity
- Internal Trail System
- Shelter & Restroom Updates
- Pool and Bathhouse Updates
- Balance - for many this is the "only" park in Marshall

Henry Peyton Park



Park Overview



Shelter



Restroom



Basketball Courts



Picnic Tables



West-side Open Green Space



Henry Peyton Overview

Pros:

- Neighborhood Park
- Variety of Amenities
- Open Green Space

Needs:

- Shelter & Restroom Updates
- ADA Access to Amenities
- Vandalism Concerns
- Loop Trail

KEY

- 1 Restroom
- 2 Shelter
- 3 Picnic Tables
- 4 Basketball Courts
- 5 Playground
- 6 Open Green Space

Programs and Events Overview

Programs

Programs offered through the Marshall Parks and Recreation Department are a combination of team sports, individual activities, and partner organized offerings.

Team/group programs offered are limited and include primarily youth team sports with seasons in the spring/summer:

- T-Ball (4-5 years old) - May and June
- Youth Softball / Baseball (8 & under)- May and June
- Adult Softball - May and June (fall option at times)
- Marshall Swim Team - June and July

Marshall Parks and Recreation does provide a number of diverse individual activities within Indian Foothills Park. These types of activities are growing in participation and became even more valued during the pandemic when group activities were restricted. Marshall is positioned to continue to be a regional leader and destination for many of these programs.

- Disc Golf
- Skate Park
- Bike Trails

The parks department has successful partnerships for offering programs and organizing events and activities around amenities provided within Indian Foothills Park. These arrangements provide opportunities for the residents of Marshall that otherwise would not be feasible with limited staff and resources available to the Parks and Recreation Department. Partnership offerings include:

- Aquatic Center Day Use Lifeguards - Salt Fork YMCA (June - August)
- Aquatic Center Parties and Rentals - Salt Fork YMCA (June - August)
- Tennis - Marshall Junior Tennis (June)
- Little League (9 & over) - Marshall Little League (April - July)
- Horseshoe Pits - Saline County Horseshoe Club
- Archery Range - Marshall Bow Hunters
- Disc Golf Course - Marshall Disc Flyer Club

Additional programming offered by the YMCA supplements services potentially offered through Parks and Recreation. Due to limited staffing, indoor program space, and outdoor field space, these and other recreation programs are not feasible to offer through the parks department.

- Soccer - Salt Fork YMCA
- Summer Camp - Salt Fork YMCA
- Swim Lessons - Salt Fork YMCA
- Fitness - Salt Fork YMCA
- Gymnastics - Salt Fork YMCA

Events

One aspect of recreation services where Marshall has found success as a leader and receives support from the community and partner is providing “community events”. The Department provides several events throughout the year at minimal or no cost to attendees and continues to identify opportunities and partners to add events annually. Current events include:

- Easter Egg Hunt
- Movies in the Park
- Fourth of July activities and fireworks
- Street Food Throwdown (started 2022)



Challenges

A fundamental question that parks and recreation departments must answer is “*what role do we play in providing recreation programs and events to best server the community and be fiscally responsible?*”

When answering this question and positioning a department’s role in providing recreation services we look to three points for evaluation.

1. *What program desires or service gaps exist?*
2. *What is the community expectation for services?*
3. *What is the capacity of the department to meet these needs and the potential benefit to the community?*

In reviewing the considerations in the context of existing offerings, existing staffing, existing budget, and input from the community during this planning process, we have identified the follow takeaways for the role of programs and events provided by Marshall Parks and Recreation.

- Current staffing and budget structure for parks and recreation limits the ability of the department to dedicate staffing and resources for additional program offerings.
- Lack of indoor program space and additional athletic fields limits the ability of the department to offer many programs, classes, sports.
- The parks department has successfully built partnerships to facilitate programs within Indian Foothills Park.
- The YMCA provides many recreation opportunities typically offered as fee based programs by parks and recreation. Competition to offer these programs would be detrimental to both entities. Any future expansion of programs offered by Marshall Parks and Recreation should be in coordination with YMCA and Marshall Public Schools to limit redundancy.
- Residents of Marshall support expanding and diversifying parks department program offerings.
- The top community desires for programs include opportunities that can be supported within the existing parks, would require additional facilities within the parks system, and others that are already offered by other providers.
- Over 90% of the respondents to the needs determination survey identified “promoting community interaction” as an important role for Marshall Parks and Recreation.



Programs & Events Overview	
Pros:	<ul style="list-style-type: none">• Community Gatherings• Most are Free or Nominal Cost• Partnerships for Funding and Facilitating
Needs:	<ul style="list-style-type: none">• Expanded Event Calendar• Incorporate More Diversity• Incorporate Youth/Teen Summer Opportunities• Maintain Free or Nominal Cost• Staffing and Funding to offer/ expand programs

Community and Stakeholder Engagement

Introduction

Community, stakeholder, and Parks and Recreation Board input was vital in defining needs and opportunities for the parks system. This input complemented our analysis findings and guided the development of recommendations and priorities for implementation. Here, our approach was to establish ongoing and fluid communication throughout the planning process.

Methodology and Tools

The community and stakeholder engagement efforts incorporated a variety of methods and tools to gain input and an understanding of current perceptions of the Marshall Parks System. By engaging a variety of community members, the planning team was able to encourage participation in the planning process and receive community input in addition to our inventory and analysis findings. Paired with quantitative investigations, the community engagement process shapes future recommendations for the Marshall Parks Master Plan. Strategies used to obtain input included:

- Community Engagement Events (2 total)
- Staff Discussions and Park Tours
- Stakeholder Interviews and Meetings
- Public Open House (2 total)
- Online Input and Feedback (3 total)

Community Engagement Efforts

Community Outreach Event #01 - Marshall High School Court-warming Basketball Games February 11, 2022

The first community engagement effort was an outreach event where parks staff and the planning team went to the Marshall High School basketball games to inform residents about the master plan process. We provided information on how to be a part of the planning process, the website for the online input form, and the date of the first Community Open House. The online input form information was presented on handout card in English and Spanish.

This outreach event allowed us to engage with over 100 residents.

A copy of the board and handout card can be found in Appendix E - Community Outreach Events.



Open House #01 - Public Forum

March 8, 2022

The first community open house took place at Parks Administration Office in Indian Foothills Park. During this open house, community input was recorded on boards that asked about goals, opportunities, and challenges for the park system and individual park properties. Additional input on trails and connectivity was also gathered at this time.

Community turn out was light, with less than five (5) people attending. The planning team shifted to the online input form to supplement the engagement effort to obtain community input.

Scanned copies of all boards and comments can be found in Appendix A - Open House #01 Documentation.



Online Input Form 01

February 11, 2022 - April 18, 2022

The online input form was a successful way to gather community input. 626 responses were collected in the span of eight weeks using this tool that allowed community members to participate on their own time.

The input form was presented in English and Spanish, and included user preference and open ended questions about the parks system today and in the future.

The results were then compiled and arranged by frequency of answers. The response results are summarized in the Balance section of this document.

The full summary and verbatim responses can be found in Appendix C - Community Needs and Interest Input.

Marshall Parks and Recreation Master Plan:
 El Plan Maestro de Parques y Recreación de Marshall:
 Community Needs and Interests Input Survey
 Encuesta sobre las necesidades e intereses de la comunidad

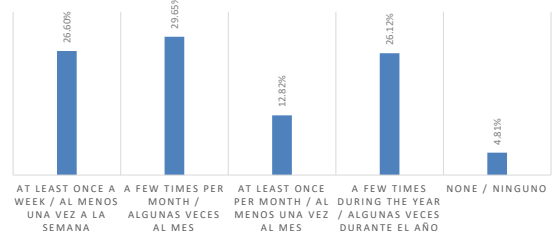
1. Introduction / Introducción
 Marshall Department of Parks and Recreation is developing a Master Plan that will guide the future of parks, trails, and recreation services over the next 10-15 years. Public participation is critical to the success of this master plan development to ensure the plan addresses items critical to the Marshall community. We are just beginning the master plan process and would like to know your thoughts on the existing parks and recreation system and your desires for the future.

This survey will take approximately 15 minutes to complete and the results will provide a foundation for the future of the Parks and Recreation System. The results of this survey will be shared and discussed with the community at a future community engagement meeting.

El Departamento de Parques y Recreación de Marshall está desarrollando un Plan Maestro que guiará el futuro de los parques, senderos y servicios de recreación en los próximos 10-15 años. La participación pública es fundamental para el éxito del desarrollo de este plan maestro para garantizar que el plan se enfoca en elementos críticos para la comunidad de Marshall. Estamos comenzando el proceso del plan maestro y nos gustaría conocer sus pensamientos sobre el sistema de parques y recreación y sus deseos para el futuro.

Esta encuesta tardará aproximadamente 15 minutos en completarse y los resultados informarán una base para el futuro del Sistema de Parques y Recreación. Los resultados de esta encuesta se compartirán y discutirán con la comunidad en una futura reunión comunitaria.

Approximately how often did you or members of your household visit Indian Foothills Park during the past 12 months?



Community Outreach Event #02 - Youth Sports / Food Truck Throwdown Event June 21, 2022

The second engagement event reached community members during an active night in Indian Foothills Park. This evening was selected due to the variety of activities and expectation that a broad spectrum of Marshall residents and park users would be in attendance. Similar to the first event, this engagement focused on informing attendees about the master plan process and an online opportunity to provide input. At this event the community was able to review a summary of the online feedback and an outline of the document recommendation categories.

This outreach event allowed us to engage with over 100 residents.

A copy of the board and handout card can be found in Appendix E - Community Outreach Events.



Open House #02 - Public Forum September 27, 2022

The second community open house took place at the Martin Center and focused on sharing the draft recommendations with the community for their review and feedback.

As attendees arrived they were provided a handout showing the layout of the boards and an open response questionnaire about the recommendations. Boards displayed a summary of the first online feedback, the plan recommendations, and an outline of the action plan which would be completed based on feedback received from this meeting and the associated online feedback form.

Attendance at this meeting was significantly higher than the first Open House, with 65 individuals signed-in and an estimated 90+ in attendance over the two hours. While some were there to review the recommendations, a majority attended out of concern that a recommendation was to remove the pool. A group discussion was held with residents and facilitated by Park Board members and the planning team to address this concern and remind everyone of the role of a master plan.

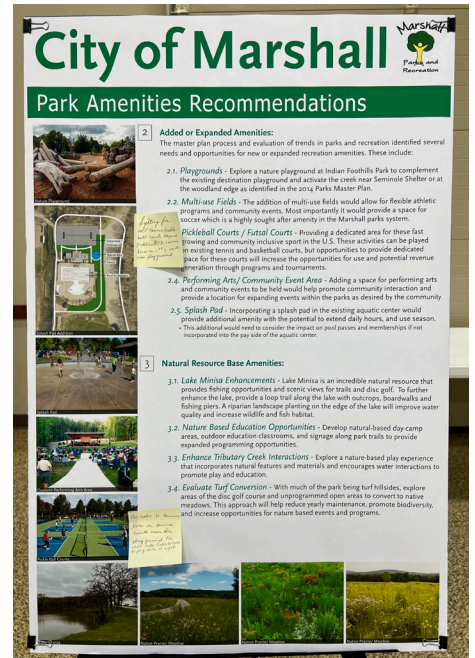
Overall the discussion regarding a plan for the parks system was very positive, with a clear preference from attendees that the pool needs to remain.

Scanned copies of all boards and comments can be found in Appendix D - Open House #02 Documentation.

65
individuals signed-in

90+
estimated total attendance

9
comment forms returned



Online Input Form 02

September 27, 2022 - October 16, 2022

Accompanying the second open house was a second online input form. This version of the form provided an opportunity for respondents to comment on the recommendations and their preferences for implementation priorities. A link to review the Open House 02 boards and presentation slides was included in the input form introduction.

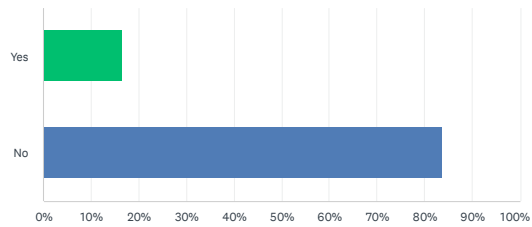
231 forms were submitted over the three weeks it was open. 235 were completed online and six (6) printed and completed by hand.

The results were evaluated and incorporated into finalizing the recommendations and identifying priority recommendations. One revision to the final recommendations that came from the Open House feedback and online form responses was to revise the recommendation language that referenced the pool in attempt to remove any confusion.

The full summary and verbatim responses can be found in Appendix F - Draft Recommendations Input Data.

Q1 Did you attend the Draft Recommendations Open House on September 27, 2022?

Answered: 176 Skipped: 46



City of Marshall Parks Master Plan: Draft Recommendations Community Input

Project Overview

The City of Marshall Department of Parks & Recreation and SWT Design are preparing a community input driven master plan for the Marshall Parks System. This plan will provide a long-range vision for parks, trails, and programs provided for the City of Marshall. A key component to a successful master plan is community engagement and involvement throughout the planning process.

This feedback form is an opportunity to provide input on the Recommendations that were shared at the Community Open House on September 27, 2022. If you were unable to attend the Open House, or would like a copy of the display boards and slide presentation from that evening you may download PDF copies using the link below. You will be asked to provide a name and email address so we can document the number of times the information was downloaded. We will not use this email address to contact you.

<https://swtdesign.sharefile.com/d-s0c5ef2e99bb14bf5b642006c10e75ff4>

The Open House display boards and a printed copy of the slide presentation are available for review at the Parks Office in Indian Foothills Park as an alternative to downloading the information. Please contact the Parks Office to arrange a time to view this information or with questions regarding accessing the online documents.

We ask that everyone please review the presentation prior to completing this survey if you were not in attendance at the September 27th Open House.

This input form is an opportunity to share general feedback on the recommendations and identify your priorities for implementation of the master plan recommendations. This feedback will help guide our approach to final recommendations.

We thank you for taking the time to complete this input form and for participating in this master plan process. This feedback form will remain open through Sunday October 16, 2022.

Stakeholders Engagement

Interviews - February 2022

The design team held one-on-one interviews with the stakeholders to introduce the master plan process and the role of stakeholders in this process. During these conversations the stakeholders were asked about their perception of the parks system as a resident and also based on the organization or position they represented in this group. Additional conversation focused on the strengths, weaknesses, opportunities and threats regarding the Marshall Parks and Recreation System. A final set of discussion topics explored expectations for the outcome of this planning process, their priorities for this plan, and perspective on existing and potential partners for the parks department.


These interviews provided beneficial insight for the internal and external factors that will influence the needs and determination of recommendations for the parks and recreation system. By discussing the strengths, weaknesses, opportunities, and threats (SWOT), a SWOT analysis summary was prepared that identified key information to focus on during the master planning process.

Following the initial interviews the Stakeholder Group meet with the planning team, or reviewed documentation provide by the planning team on two more occasions during the planning process. At each of these reviews, the stakeholders were presented an update from the planning team and provided feedback prior to the planning team presenting to the Parks and Recreation Board and community Open Houses. These additional reviews and feedback sessions included:

- May 4, 2022 - Inventory and Community Input Review
- August 3, 2022 - Draft Recommendations Review
- October 5, 2022 - Final Recommendations Review

Detailed summary of stakeholder input can be found in Appendix C - Stakeholder Interview Data.

Stakeholder Engagement 01
City of Marshall Parks and Recreation Master Plan February 1, 2022



1. INTRODUCTION
The City of Marshall is in the process of updating their Parks and Recreation Master Plan. This plan will identify a vision for the future of Indian Foothills and Peyton Parks and define a roadmap for implementation of the identified goals and objectives. Stakeholder and community input is a key component to creating a successful vision for the parks, and we appreciate your time and input in this process. Through these stakeholder discussions we can better define the Marshall Parks and Recreation System and its role as a recreation service provider and partner.

Your role as a member of the stakeholder group is to provide insight into how the parks and recreation system can best serve the community and how the community can best support the parks and recreation system. You will also provide a conduit back to the community to share information and encourage participation in this master plan process. Your perspective as a stakeholder as well as patron will help the master planning team evaluate assessments, community input, and recommendations from a perspective that is unique to Marshall.

Below is an overview of the master plan goals and questions to consider for our initial discussions.

Thank you.

2. OVERVIEW/ PLAN GOALS


- This will be a 10–15-year vision for the Parks and Recreation System
- Community Input Driven Master Planning Process
- Identify Needs and Desires for the Parks and Recreation System as a basis for Recommendations
- Create a road map for implementation through Cost Estimates and Funding Opportunities

3. DISCUSSION TOPICS

- The Role of Marshall Parks & Recreation within the community (perceived / desired / needed / etc.)
- Changes in the parks & recreation system and your organization's/department's relationship with the parks and recreation over the past 5-10 years.
- Changes in the City of Marshall over the past 5-10 years.
- Goals / desires for future relationship and opportunities between your organization /department and Marshall Parks and Recreation.

4. QUESTIONS TO CONSIDER

- What is your perception of the current role of Marshall Parks and Recreation (MPR) to the community?
- In the past 5-10 years (or longer) what do you see as the biggest changes, positive and negative, in the role of MPR? To what do you attribute these changes?
- What do you see as the strengths of the MPR system?
- Looking forward, what are your expectations for growth and change in Marshall? How do you see these impacting MPR?
- What do you see as the necessary evolution of parks and recreation in Marshall? Why?
- Are there any overlapping services provided by MPR and outside providers? Are there voids that you believe MPR can address?
- What would "success" in this master planning process look like to you? How could MPRs successful implementation of a plan impact the Marshall community, and your direct relationship with MPR?
- General comments / questions / thoughts regarding MPR



Stakeholder Groups

- Marshall Municipal Utilities
- Community Representatives
- Marshall Little League
- Marshall Business / Chamber
- Marshall Service Organizations
- Marshall City Staff
- Marshall Police Department
- Marshall School District
- Missouri Valley College

Consistent Themes

- Maintain community engagement
- Engage underrepresented communities
- Plan needs to be flexible
- Grow relationships (MVC and YMCA)
- Parks & Recreation Board offers a lot for the community

What's Missing from Parks?

- Walking and Bike Trails
- Soccer Fields
- Amenities for all ages
- Senior Activities / Classes
- Splash Pad
- Lighting at parking and in park
- Futsol - played on basketball courts

Parks and Recreation Board Engagement

Kickoff Meeting - February 9, 2022

The design team held a master plan kickoff meeting with the Parks and Recreation Board at their February 2022 meeting. This kickoff was broken into two sections, in the first half of the meeting SWT Design introduced the team, project goals, project schedule, and an overview of the initial community outreach survey. The second half of the kickoff agenda was dedicated to an interactive workshop with the board members.

Similar to the Stakeholder engagement, we discussed the Board members' perspectives on the strengths, weaknesses, opportunities and threats (SWOT) associated with the Marshall Parks and Recreation System. Further discussion included thoughts on priorities for the plan and partnerships that are critical to the success of the parks system. Finally, we discussed what the next steps look like for the master plan and obtained board member perspective on what a successful planning process would look like and what they see as the Board's role in implementing the plan.

This discussion also provided beneficial insight that we were able to combine with the Stakeholder feedback to establish the SWOT analysis as a foundational understanding of how the parks system is positioned and when those most closely connected to the parks system feel attention should be paid when establishing a vision for the future.

Following the initial meeting, SWT Design met with the Parks and Recreation Board at key points throughout the planning process on a similar schedule to the Stakeholder engagement. These additional presentations and feedback sessions included:

- May 4, 2022 - Inventory and Community Input Review
- August 3, 2022 - Draft Recommendations Review
- October 5, 2022 - Final Recommendations Review

Detailed summary of stakeholder input can be found in Appendix B - Stakeholder Group and Park Board Workshop Summary.

MARSHALL PARKS AND RECREATION SYSTEM

FUTURE

WHAT DOES SUCCESS LOOK LIKE?



Consistent Themes

- Create/ maintain affordable activities
- Keep the community involved
- Plan as a voice of the community
- Expand trails
- The number of amenities is an asset

Priorities for Planning Process

- Keep the Community Involved
- Grow Outreach
- Affordable Costs for Participation
- Be Open to New Ideas
- Add/Upgrade Existing Facilities
- Field / Park Lighting
- Expanded Trails and Parking
- Soccer Fields

Board Role in Implementation

- Support
- Communication
- Open to Community Ideas
- Visible to the Community
- Represent the Plan
- Understand and Know the Plan

Strengths

- Playgrounds / Inclusive Play at Indian Foothills Park
- Beautiful Park Setting
- Programs and Amenities provided at the Aquatic Center
- Number and Variety of Shelters in the Parks
- Disc Golf Course
- Golf Course
- Skate Park – could use lights
- Archery
- New(er) Basketball Courts
- New Tennis Courts
- Lake with stocking program
- Programs with the YMCA
- Number and Sizes of Ballfields
- Potential Growth – HAB Center
- Park activities are well organized
- The park acts as a hub for the community and activities

Weaknesses

- Limited Expansion Potential with the Parks
- No Soccer Fields
- No Lighting at the Skate Park
- Need for Improved Security
- Need Updated Playground Equipment in multiple Locations
- Age and Condition of many Shelters
- Lack of Green Infrastructure to Manage Stormwater
- Limited Access to the Park = Cars and Pedestrians
- Need more Trails and Access to the Parks
- No Splash Pad – limits community access to water play
- Manpower for maintenance
- Communication to the Community
- No Ice Skating or Roller Hockey location within Parks
- Golf Course Entry Aesthetics – needs beautification
- Social Media Presence
- Needs Increased Security
- Lack activities for all ages

Opportunities

- Tournaments at the Ballfields
- Civic Center – for community meetings and events
- Trail Connections
- College and High School Track and Cross Country
- Lighted Marquee Sign
- Entry Improvements
- Partner with the YMCA
- Pickleball Courts
- Payton Park Improvements
- Increase community activities throughout the year
- Ballfield improvements

Threats

- Vandalism / Trash
- COVID - change behaviors / going out in public places
- Neighboring Competition (Sedalia Pool)
- Traveling Sports Leagues
- Aging population
- Getting community members engaged is difficult

SWOT Summary

Within the stakeholder and Parks and Recreation Board input was a discussion of internal and external factors that will influence needs determination for the parks and recreation system. This section provides a summary of the Strengths, Weaknesses, Opportunities, and Threats (SWOT) identified in these conversations and input tool responses.

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> • Hub for the community • Activities are well organized • Disc golf course • Variety of park amenities • Community events • Number/Variety of shelters 	<ul style="list-style-type: none"> • No soccer fields • Security • Need activities for all ages • Park access and circulation • Security • Age of equipment/facilities 	<ul style="list-style-type: none"> • Ballfield improvements • Expand community activities • Park trail connections • Partnerships with local schools and organizations • Tournaments 	<ul style="list-style-type: none"> • Traveling sports leagues • Aging population • Limited Public Engagement • Vandalism/ Trash • Neighboring competition (Sedalia pool)

Conclusion

Community engagement and feedback is critical to developing recommendations that are effective and supported. Though the design team is able to analyze existing conditions and determine needs, the input from community members is necessary to guide the master planning process. Common themes from stakeholders, staff, and the Parks and Recreation Board included:

- Create a plan that represents the community voice
- Create a plan the is flexible in implementation
- Recommendations need to be fiscally responsible
- Plan should add to the existing amenities
- Trails are a high priority desire
- Increase accessibility / Activities for all
- Partnerships are critical to the parks system
- There is great appreciation for the parks

This planning process benefited from strong community input in-person and online. The flexibility and extended time line of online tools allowed SWT Design to reach a larger percentage of the population than is typical in communities this size. The strong online participation was reinforced by series of active engagement and open house events where participation levels varied. These engagement efforts combined with planning team site visits and stakeholder, staff, and board input, establish the inventory and analysis and provided critical guidance for future recommendations.

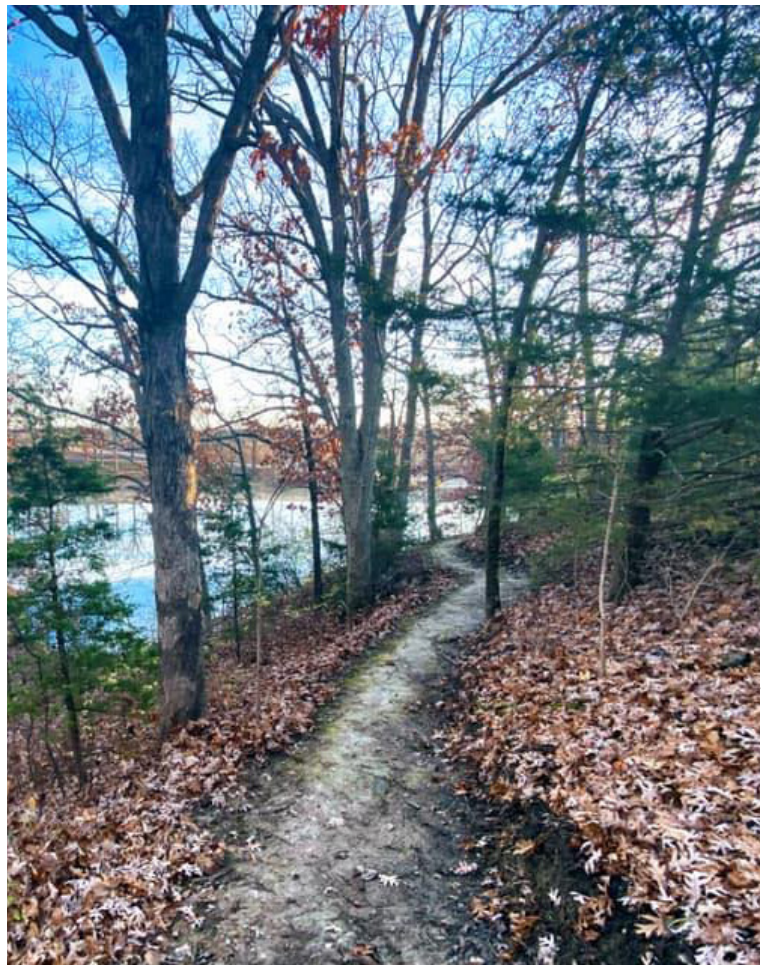
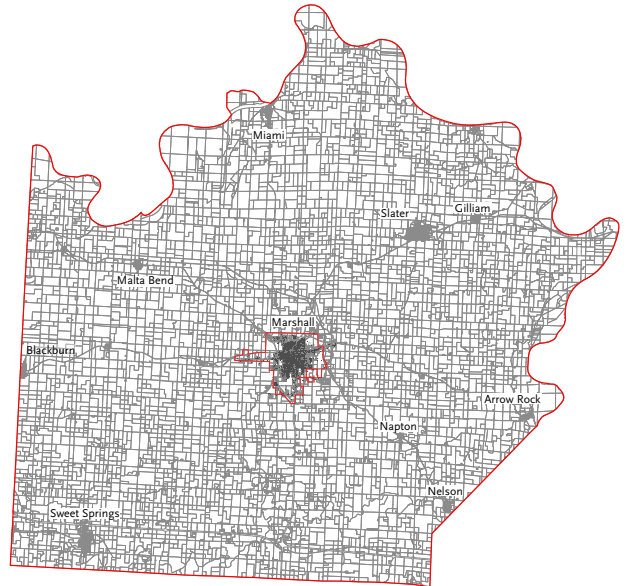


photo by Travis Lee Ewart

Demographic Analysis

Introduction

Below is an overview of existing demographic conditions in the City of Marshall and Saline County, highlighting key population characteristics and socioeconomic indicators. The data served as a foundation for recommendations in the Parks Master Plan, ensuring that the established vision for the parks system is reflective of demographic trends and shifts that may impact the City of Marshall now and into the future.



Saline County and City of Marshall

Key Findings

Population

- The overall population of Marshall increased 5.5% (741) between the 2010 and 2020 census. Over this same period the population of Saline County decreased by 37 (less than 1%).
- The population of Marshall had increased 10% (1,380) from 2000 while Saline County declined by 2% (423).
- Prior to 2010 census, the population of Marshall had declined from 1980-2000 while the population of Saline County had increased slightly (250) from 1990 - 2000.

2020 Census Data	Marshall	Saline County	Missouri	National
Population				
Population, Census, April 1, 2020	13,806	23,333	6,154,913	331,449,281
Population, Census, April 1, 2010	13,065	23,370	5,988,927	308,745,538
Persons under 5 years, percent	6.20%	5.50%	6.00%	6.00%
Persons under 18 years, percent	22.60%	22.30%	22.30%	22.30%

Age

- The median age in Marshall is 32.3 compared to 36.7 in Saline County.
- Overall age group percentages have remained consistent from 2010 - 2020 with changes of 1% or more in:
 - 5-9 yr. old = +1.1%
 - 18-19 yr. old = -1%
 - 25-34 yr. old = -1.8%
 - 45-54 yr. old = +3.1%
 - 65-74 yr. old = -1.6%

Race and Ethnicity

- Hispanic/Latino population of Marshall is **6.3% higher** than the Saline County and **12.8% higher** than the State of Missouri.
- Black/African American population of Marshall is **4% lower** than the state and **6% lower** than national population.
- White Alone population of Marshall is **10% lower** than Saline County and Missouri and **10% higher** than national.
- Changes between 2010 -2020 included:
 - White alone = -10.1%
 - Black / African American = +2.4%
 - Hispanic / Latino = +6.3%
 - Two or More Races = +3.6%

Marshall, MO	2020 Census	2010	Change
Population			
Total Population	13,806	13,065	741
0-4 years old	7.1%	6.2%	0.9%
5-9 years old	6.8%	5.7%	1.1%
10-14 years old	6.1%	6.7%	-0.6%
15-17 years old	3.3%	3.9%	-0.6%
18-19 years old	5.4%	6.4%	-1.0%
20-24 years old	10.4%	9.9%	0.5%
25-34 years old	12.6%	14.4%	-1.8%
35-44 years old	10.8%	11.2%	-0.4%
45-54 years old	12.0%	8.9%	3.1%
55-59 years old	5.4%	6.3%	-0.9%
60-64 years old	5.4%	5.4%	0.0%
65-74 years old	6.8%	8.4%	-1.6%
75-84 years old	4.7%	4.6%	0.1%
over 85 years old	2.7%	2.8%	-0.1%
Demographics			
Black or African American alone	7.80%	5.40%	2.4%
American Indian and Alaska Native alone	0.00%	0.90%	-0.9%
Asian alone	0.70%	1.00%	-0.3%
Native Hawaiian and Other Pacific Islander alone	1.30%	1.30%	0.0%
Hispanic or Latino	17.20%	10.90%	6.3%
White alone, not Hispanic or Latino	69.40%	79.50%	-10.1%
Two or More Races	6.10%	2.50%	3.6%

Note: The US Census Bureau defines Hispanic as an ethnicity, which is distinct and separate from a race. A person of Hispanic origin can identify as being of one or multiple races.

Previous Planning Documents

Document Review

As part of the Discovery Phase, the design team reviewed previous planning documents to understand prior needs and goals for the City of Marshall Parks and Recreation system. The 2014 Parks Master Plan Update is the most recent planning document and while this was a system-wide plan, it focuses primarily on improvements to Indian Foothills Park. In reviewing this document it provides a solid point of reference for comparison of needs and recommendations identified at that time how these may impact our plan. Below is a summary of findings from review of the document with .

2014 Parks Maser Plan Update

Items of note from this report:

Community Input Survey (229 responses)

Highest Use Amenities:	Amenities Outside Marshall	Top Previously Identified Needs	Additional Park Improvements
<ul style="list-style-type: none"> Park Shelters - 72% Playgrounds - 50% Aquatic Center - 50% Ballfields - 33% Trails - 33% 	<ul style="list-style-type: none"> Fishing Lakes - 38% Trails - 29% Amphitheater - 26% Playgrounds - 25% 	<ul style="list-style-type: none"> Walking Trails Fishing Improvements Dog Park Baseball Complex Soccer Fields 	<ul style="list-style-type: none"> New/Improved Restrooms - 48% New Shelters - 33% Shade for Playgrounds - 26% Performance Amphitheater - 25%

Programs and Events

- Day Camps
- Best of the Midwest Skateboard Competition
- Santa Fe Trail Days
- Battle of Marshall Re-enactment
- Bow Hunters Club
- Christmas in the Park
- 5k Runs / Walks
- NAIA College Athletic Events
- Disc Golf Tournaments

Needs / Recommendations

Peyton Park

- Improved Restrooms and Shelter

Indian Foothills Park

- Offices:** need major renovation / new facility
- Maintenance Building:** relocate
- Roads:** paved, traffic calming, define parking
- Aquatics:** Shade, concessions, upgrades
- Ballfields:** limited access, consider new location
- Restrooms:** several in need of replacement
- Entries:** landscape and pavement enhance
- Shelters:** five styles and 14 total (add 5)
- Facility:** Event / Nature Center with playground
- Disc Golf:** enhance parking; new restroom
- Lake:** paved trail, fishing access, enhance
- Amphitheater:** shelter, lawn, terrace seating
- Spray Park:** near zero entry
- Basketball:** shelter, parking, reduce fence
- Playgrounds:** group equipment (4 locations)
- Dog Park:** west of lake



Conclusion

The Discover phase of the master planning process included a thorough investigation of both quantitative and qualitative aspects influencing the Marshall Parks and Recreation System. Existing conditions, inventory, and demographics were complemented by community, stakeholder, staff, and Parks and Recreation Board input.

The existing conditions inventory and analysis exercise built a working understanding of the Marshall Parks System amenities, offerings, and partnerships. This investigation identified gaps in services, condition of existing parks and facilities, and under utilized amenities. Overall, Indian Foothills Park is considered “the park” while Peyton Park is viewed as a park for the surrounding neighborhood. The parks are frequently used and at risk of being over developed based on this plan, while program and event offerings are challenged by space, cost recovery, and operational support to meet community desires.

Conducting staff, stakeholder, and Board engagement, the design team was able to structure master planning efforts to address feedback received from those most in tune with the community and the Marshall Parks System. This input was critical to developing well-informed and comprehensive recommendations. The guidance and advice offered during those discussions along with community input, greatly influenced the following phases of the master planning process.

Perhaps the most important tool for gathering community input was the use of online community input forms. This strategy expanded outreach to the community and gathered targeted feedback. The Marshall community was able to share their perception of the parks system and provide insight regarding the needs and opportunities for the future.

By understanding the demographics of the City of Marshall and Saline County, the design team was able to see that the City of Marshall has grown slightly while the overall county population has declined. This review also shows how Marshall is unique in its demographic make-up, leading to potential interest and opportunity for improving the Parks System that reflect the needs of the overall community.

The design team reviewed the 2014 Master Plan Update document to better understand prior efforts, goals, and the improvements made as a result of the plan. With the Director of Parks and Recreation changing since that plan was completed it was important to review that document with staff. Many significant recommendations from that plan have been realized, including relocating the maintenance building, adding a ramp to Lyon Bowl, and the inclusive playground expansion. However, there are items noted as priorities in 2014 that remain important today. Trails, new restrooms, and soccer fields are items brought up in all engagement discussions and the online survey in 2022 that were also identified in 2014. This blend of master plan successes and consistent themes of desired improvements reinforced much of the feedback received during the community engagement process.

The work completed during the Discover phase established a solid foundation for guiding the development of recommendations. This comprehensive understanding of existing conditions and community input is essential to identifying and evaluating future efforts that will be both effective and well-supported by the community. The following phases will build upon these initial discoveries to develop a complete master plan for the Marshall Parks System.



City of Marshall Park Amenities Recommendations

2 Added or Expanded Amenities:
The master plan process and evaluation of trends in parks and recreation identified several needs and opportunities for new or expanded recreation amenities. These include:

- 2.1 **Playgrounds** - Explore a nature playground at Indian Foothills Park to complement the existing destination playground and activate the creek near Seminole Shelter or at the woodland edge as identified in the 2014 Parks Master Plan.
- 2.2 **Multi-use Fields** - The addition of multi-use fields would allow for flexible athletic programs and community events. Most importantly it would provide a space for soccer which is a highly sought after amenity in the Marshall parks system.
- 2.3 **Pickleball Courts / Futsal Courts** - Providing a dedicated area for these fast growing and community inclusive sport in the U.S. These activities can be played in existing tennis and basketball courts, but opportunities to provide dedicated space for these courts will increase the opportunities for use and potential revenue generation through programs and tournaments.
- 2.4 **Performing Arts / Community Event Area** - Adding a space for performing arts and community events to be held would help promote community interaction and provide a location for expanding events within the parks as desired by the community.
- 2.5 **Splash Pad** - Incorporating a splash pad in the existing aquatic center would provide additional amenity with the potential to extend daily hours, and use season.

3 Natural Resource Base Amenities:

- 3.1 **Lake Miniza Enhancements** - Lake Miniza is an incredible natural resource that provides fishing opportunities and scenic views for trails and disc golf. To further enhance the lake, provide a loop trail along the lake with outcrops, boardwalks and fishing piers. A riparian landscape planting on the edge of the lake will improve water quality and increase wildlife and fish habitat.
- 3.2 **Nature Based Education Opportunities** - Develop nature-based day-camp areas, outdoor education classrooms, and signage along park trails to provide expanded programming opportunities.
- 3.3 **Enhance Tributary Creek Interactions** - Explore a nature-based play experience that incorporates natural features and materials and encourages water interactions to promote play and education.
- 3.4 **Evaluate Turf Conversion** - With much of the park being turf hillsides, explore areas of the disc golf course and unprogrammed open areas to convert to native meadows. This approach will help reduce yearly maintenance, promote biodiversity, and increase opportunities for nature based events and programs.

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