



City of Marshfield Resident Survey Report, 2016

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Executive Summary

The purpose of this study was to provide resident input for the update of the City of Marshfield's Comprehensive Plan. In February 2016, the Survey Research Center (SRC) at the University of Wisconsin-River Falls mailed surveys to 1,124 randomly selected households, followed by a reminder postcard and a second mailing to non-respondents.

The SRC received 393 useable responses from respondents within the City limits. Based on the number of adults in Marshfield (14,532), the confidence interval ("margin of error") for these data is plus/minus 4.9%.

Half or more of respondents said the following community qualities were very important or extremely important factors for living in Marshfield: low crime (90%), good schools (79%), medical services (77%), affordable housing (72%), friendly people (66%), character of the community (61%), short commute (52%), and parks and natural areas (51%). Approximately half felt this way about the city's walkability (49%).

Nearly nine in ten respondents agree or strongly agree that Marshfield is a safe place to live.

When asked their perception of population growth in Marshfield, respondents were equally split between believing that Marshfield's population is not changing (37%) or growing at a desirable pace (37%).

Six in ten respondents said the City tax level is OK given the quality of services provided. Seven in ten would prefer the tax level and quality of services to remain the same rather than paying higher taxes for better services or lower taxes for a decrease in service quality.

The two most important challenges facing Marshfield, according to respondents, are living wage jobs and roads and infrastructure in the City.

The top occupational priority for future job growth in Marshfield is the manufacturing sector, followed by health occupations, and professional services.

The most-desired amenities that would draw respondents to downtown are more restaurants and more outdoor events.

Slightly more than half of respondents said their maximum affordable monthly housing payment is no more than \$749, and 23% said they cannot afford more than \$500 per month.

Six in ten respondents said there is adequate access to bicycle and pedestrian facilities in Marshfield.

Over half (55%) of respondents said they oppose removing parking stalls on some major thoroughfares to provide a designated bicycle lane.

From a list of fifteen factors, respondents were asked to choose the three most important factors for a “healthy community.” Over half of respondents included good jobs and healthy economy (55%) and low crime/safe neighborhoods (52%). Good schools ranked third (37%).

About half of respondents said they consider proximity to open space or green space a critical factor when deciding where to live.

Two-thirds of respondents said they believe that enough is being done to promote and preserve Marshfield’s historical and cultural resources.

Nearly three in four respondents are aware of the potential impact of the Emerald Ash Borer in Marshfield.

Most municipal services were rated as very good or excellent. Protective and emergency services received the highest overall rating – 80% very good or excellent. Other services that two-thirds or more of respondents rated very good or excellent include health care services (73%), schools (71%), library (68%), parks (66%), and trash/recycling (65%). Street maintenance was rated lowest among the listed services, with half of respondents rating it as only fair or poor.

Respondents were asked to choose their top three priorities for new Marshfield recreational opportunities. Bike/walking trails was included in their top-three by over six in ten respondents, followed by a year-round sports complex (51%) and an outdoor swimming pool, (44%). Downtown park/splash pad was in fourth place (23%).

Survey Purpose

The purpose of this study was to provide resident input for the update of the City of Marshfield's Comprehensive Plan. The City of Marshfield and the Wood County UW-Extension Department chose to work with the Survey Research Center (SRC) at the University of Wisconsin-River Falls to gather this information.

Survey Methods

In February 2016, the SRC mailed surveys to 1,124 randomly selected households in Marshfield. The mailing package contained a cover letter describing the purpose of the survey and a postage-paid return envelope. A second mailing was sent to non-respondents approximately two weeks later. A total of 111 surveys were returned as non-deliverable with no forwarding address. The SRC received 445 responses. The net response rate was 44%.

Despite efforts to send surveys only to addresses within the City of Marshfield, 50 respondents said they did not live within the city limits and returned blank surveys that were excluded from the tabulation and analysis. Two surveys were excluded because respondents answered an insufficient number of questions to be considered a valid response. Thus, a total of 393 surveys from Marshfield residents were included in the tabulation. Based on the number of adults age 18 years plus in Marshfield (14,532)¹, the confidence interval ("margin of error") for these data is plus/minus 4.9%.

Any survey has to be concerned with "non-response bias." Non-response bias refers to a situation in which people who do not return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. Based upon a standard statistical analysis that is described in **Appendix A**, the Survey Research Center found little evidence that non-response bias is a significant concern for this survey.

In addition to numeric data, respondents provided additional written comments. **Appendix B** contains all the written responses.

Appendix C contains a copy of the survey questionnaire with a complete quantitative summary of responses by question.

¹ US Census Bureau, American Community Survey Estimate, 2010-2014

Profile of Respondents

Table 1 summarizes the demographic profile of the survey respondents. Where comparable data were available from the 2010-2014 US Census Bureau American Community Survey (ACS) five-year estimates, the profiles of the public respondents were compared to the ACS profile of Marshfield adults.

Gender (Age 18+)	Count	Male	Female				
Sample	388	59%	41%				
Census Bureau - ACS	14,532	47%	53%				
Age group (Age 18+)	Count	18-24	25-34	35-44	45-54	55-64	65+
Sample	391	1%	10%	9%	19%	25%	35%
Census Bureau ACS	14,532	12%	19%	13%	17%	16%	24%
Place of employment	Count	Marshfield	Elsewhere	Unemployed	Retired	Not Applicable	
Sample	390	48%	10%	2%	36%	3%	
Census Bureau ACS	14,732	46%	17%	4%	33% ²		

Length of residence in Marshfield	Count	Less than 1 yr.	1 – 5 yrs.	6 – 10 yrs.	11 – 15 yrs.	16 -20 yrs.	Over 20 yrs.
Sample	391	1%	12%	8%	8%	7%	64%
Census Bureau ACS ³	--	--	--	--	--	--	--

Household Size	Count	1	2	3	4	5	6	7+
Sample	390	25%	50%	11%	8%	5%	1%	1%
Census Bureau ACS	8,439	Average = 2.15						

Children Under Age 18 in Household	Count	0	1	2	3	4	5	6+
Sample	389	79%	9%	7%	3%	2%	0%	0%
Census Bureau ACS	8,439	75%	25%					

Highest level of education (Age 25+)	Count	Less than High Sch.	High Sch. Diploma	Some College/ Tech	Tech/ College Grad.	Bachelor Degree	Graduate/ Profess. Degree
Sample	387	2%	24%	25%	18%	16%	15%
Census Bureau ACS	12,790	10%	33%	20%	11%	16%	10%

Household income range	Count	<\$15K	\$15K - \$24.9K	\$25K- \$34.9K	\$35K- \$49.9K	\$50K- \$74.9K	\$75K- \$99.9K	\$100K+
Sample	387	7%	13%	13%	16%	18%	13%	20%
Census Bureau ACS	8,439	13%	17%	12%	15%	19%	13%	12%

² Includes retired and others not in the workforce

³ Not included in American Community Survey

The responses included more men than would have been expected.

Young adults are underrepresented in the sample, and there are more adults age 55 and older in the sample than would have been expected. Renters are underrepresented among the sample. Our experience is that younger residents and renters are less likely to participate in surveys.

The place of employment of the sample aligns with the overall City of Marshfield population.

Respondents tended to be long-time Marshfield residents, with nearly two-thirds saying they have lived in Marshfield for over 20 years.

Three-fourths of respondents live in one or two person households, with a quarter living alone and half living with only one additional person.

The percentage of households with dependent children (21%) aligns well with the ACS data (25%).

Survey respondents have higher educational attainment than the overall adult population of Marshfield. They are more likely to have some college or have graduated from a technical educational program. The percentage of respondents with a college degree aligns with the ACS data, and the percentage of respondents with a graduate or professional degree is slightly higher than shown in the ACS data.

With respect to annual household income, the sample aligns with the ACS data for incomes between \$25,000 and \$99,999. There are slightly fewer low income respondents than in the ACS data, and slightly more respondents from households with incomes above \$100,000.

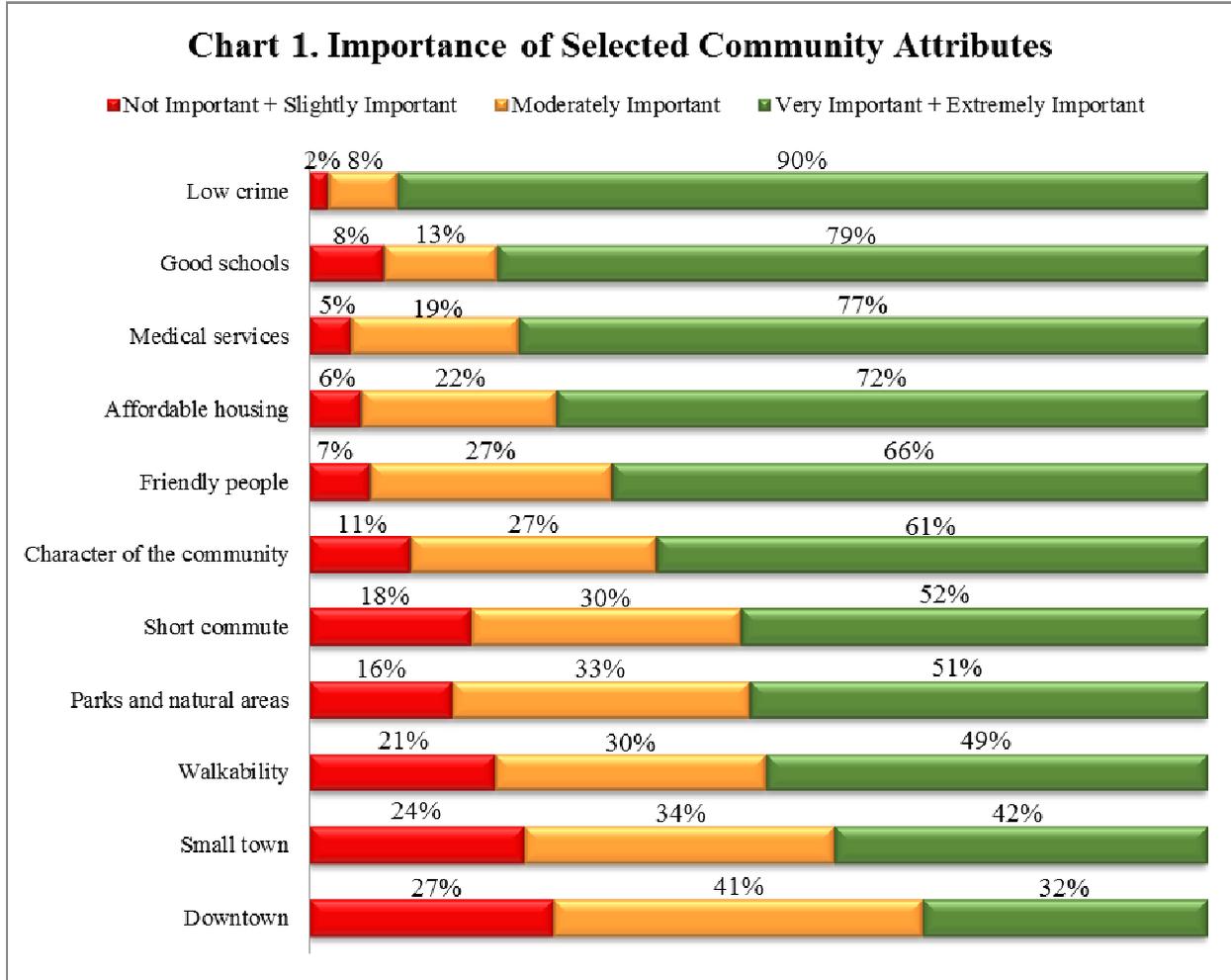
The SRC performed statistical tests to see if there were significant differences in the responses to the survey questions based on demographic characteristics. Given the deviations in the sample from the Census data, these statistical tests are important to see if this set of respondents is likely to be representative of the overall adult population in Marshfield.

In statistics, a result is called statistically significant if it is unlikely to have occurred by chance. Statistical significance is expressed as a probability that the difference between groups is not real. A commonly used probability standard is .05 (5%). Statistical significance at the .05 level indicates there is only a five in 100 probability that the difference between two estimated values is not real. It does not necessarily mean the difference is large, important, or significant in the common meaning of the word. If there are a sufficiently large number of observations, even small differences of opinion can be statistically significant.

In this survey, there were relatively few meaningful differences in the answers based on demographic groups. These instances will be noted in the report. Overall, the SRC is comfortable that the sample is representative of the overall population in the City.

Issues and Opportunities

Respondents were asked to rate the importance of 11 community qualities as factors in their choice to live in Marshfield. Answer categories were extremely important, very important, moderately important, slightly important, and not important. The results are shown in Chart 1, where the percentage of the responses in the very important category and the extremely important category were combined into a single group. Similarly the responses in slightly important category and the not important category were combined in Chart 1.



At least half of respondents rated 8 of the 11 qualities as very important or extremely important, and low crime stood out at the top, with 90% of respondents saying it is very important or extremely important. Good schools (79% very important or extremely important) and medical services (77% very important or extremely important) were in a statistical tie for second place. About seven in ten respondents said affordable housing is a very important or extremely important quality in deciding to live in Marshfield. Friendly people and character of the community were included in the top two importance categories by 66% and 61% respectively. Half of respondents said short commute and parks and natural areas are very important or extremely important factors. Walkability is also very or extremely important to about half of all

respondents. Although the largest portion of respondents said small town is a very important or extremely important attribute, it was relatively less important than the other attributes. Opinions about the importance of downtown as an attribute were more varied, with a plurality saying downtown is moderately important.

Demographic comparisons.

Age: Among respondents age 45 and older, 46% said small town is a very important factor or extremely important factor for living in Marshfield, compared to 23% of respondents under age 45. Medical services were also more important to respondents over age 45. Over eight in ten said it is very important or extremely important, whereas 56% of respondents under age 45 said medical services are very important or extremely important.

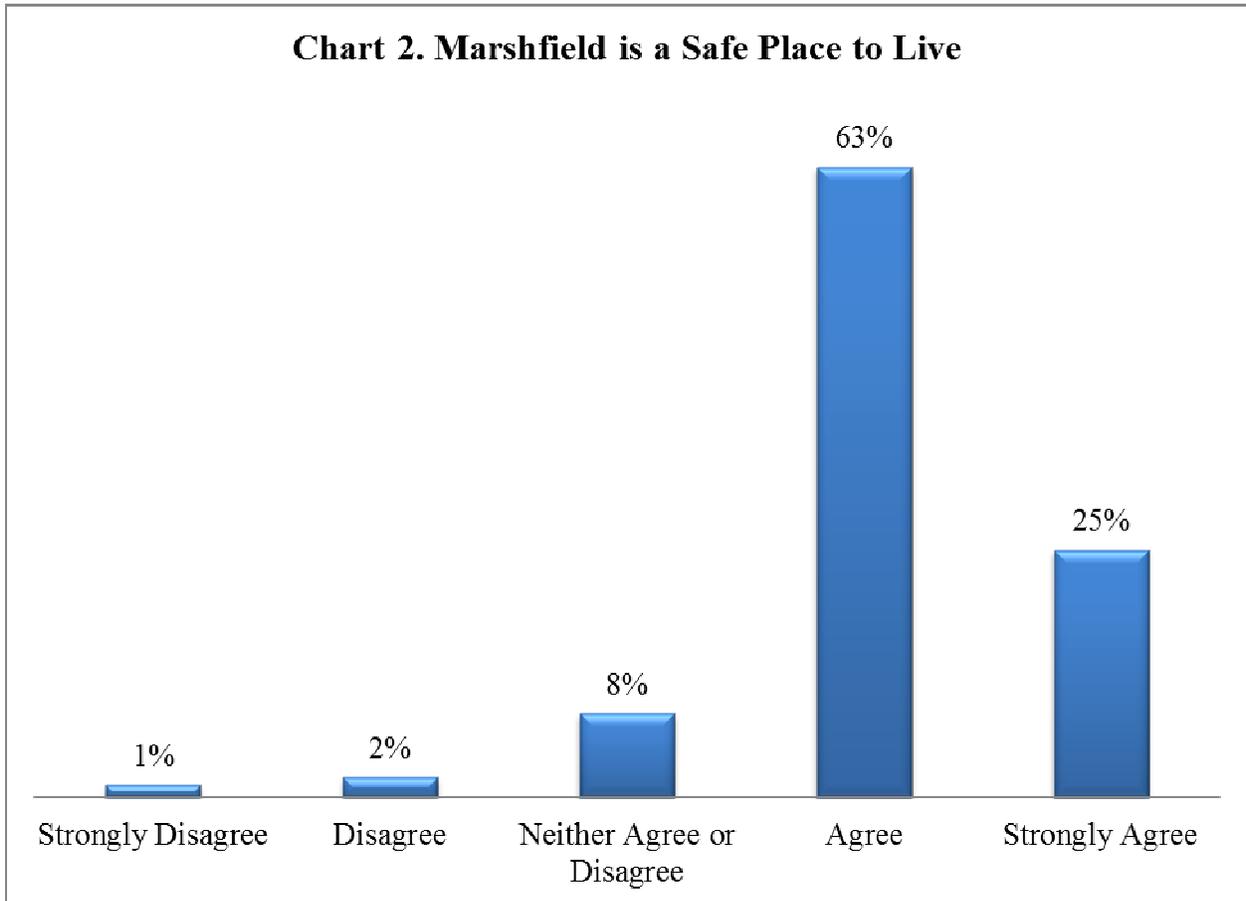
Workforce participation: In addition, retirees and those not in the workforce rated medical services as a more important factor (86% very important or extremely important) compared to respondents in the workforce (69% very important or extremely important).

Children in the household: Although both groups gave high importance ratings to quality schools, a higher percentage of respondents from households with children chose the highest importance category (60% extremely important) compared to households without children in the household (32% extremely important). Households without children gave higher importance ratings to medical services (81% very important or extremely important) than did respondents with children living in the household (60% very important or extremely important).

Education: Eight of ten respondents without a college degree said Marshfield's small town feel was moderately important, very important, or extremely important compared to six in ten respondents with a college degree.

Income: Half of respondents with household incomes under \$50,000 said the small town atmosphere was a very important or extremely important reason to live in Marshfield, compared to 36% of respondents with household incomes of \$50,000 and above. Affordable housing was also a more important reason to live in Marshfield among respondents with household incomes under \$50,000. Over eight in ten said housing affordability is very important or extremely important compared to 63% of respondents with household incomes of \$50,000 and above.

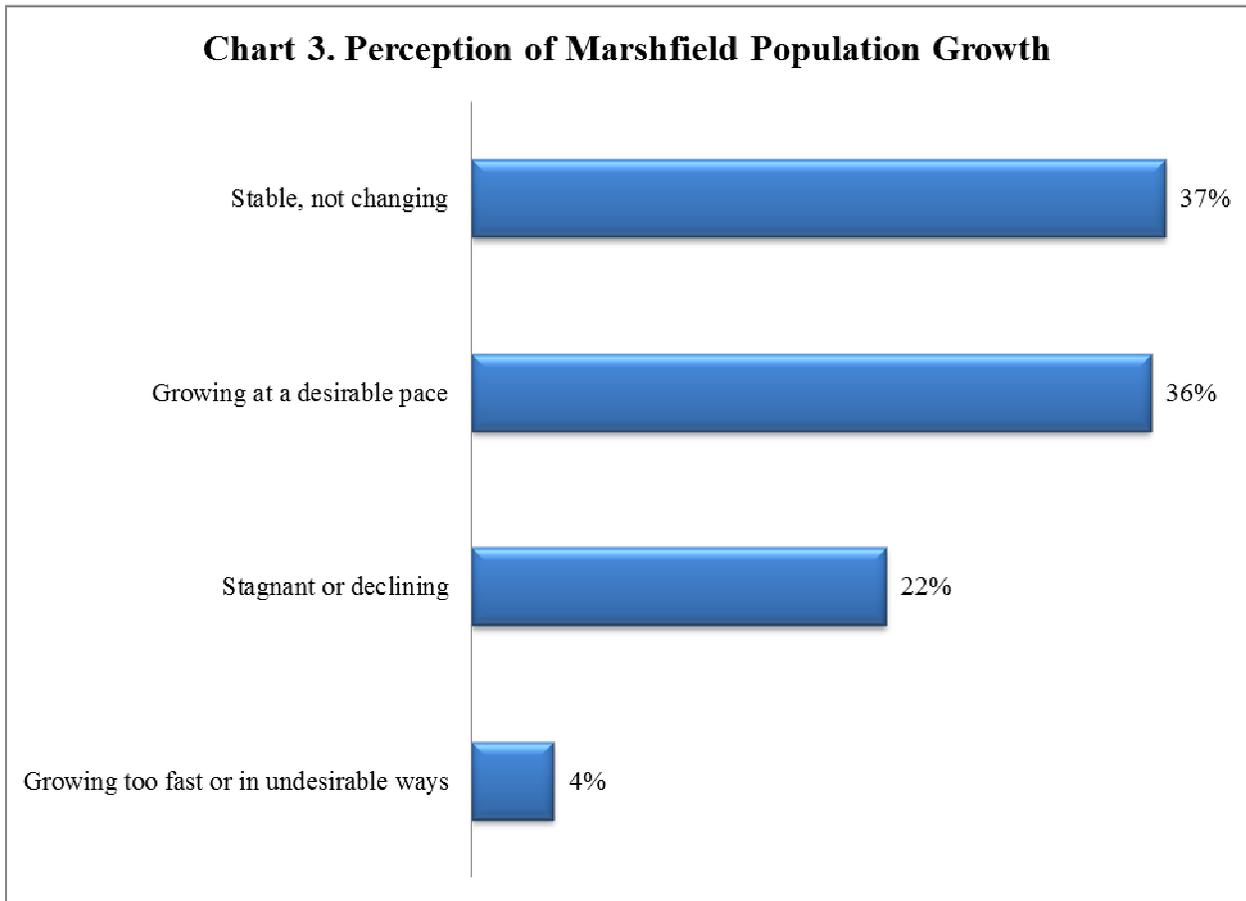
When questioned specifically about community safety, respondents overwhelmingly said they believe Marshfield is a safe place to live. As shown in Chart 2, 63% agreed and another 25% strongly agreed. As shown in Chart 1, low crime was the top ranked community attribute used in their decision to live in Marshfield. Thus, respondents give Marshfield high marks to this very important community attribute.



As shown in Chart 3, when asked their perception of population growth in Marshfield, respondents were equally split between believing that Marshfield’s population is not changing (37%) or growing at a desirable pace (36%).

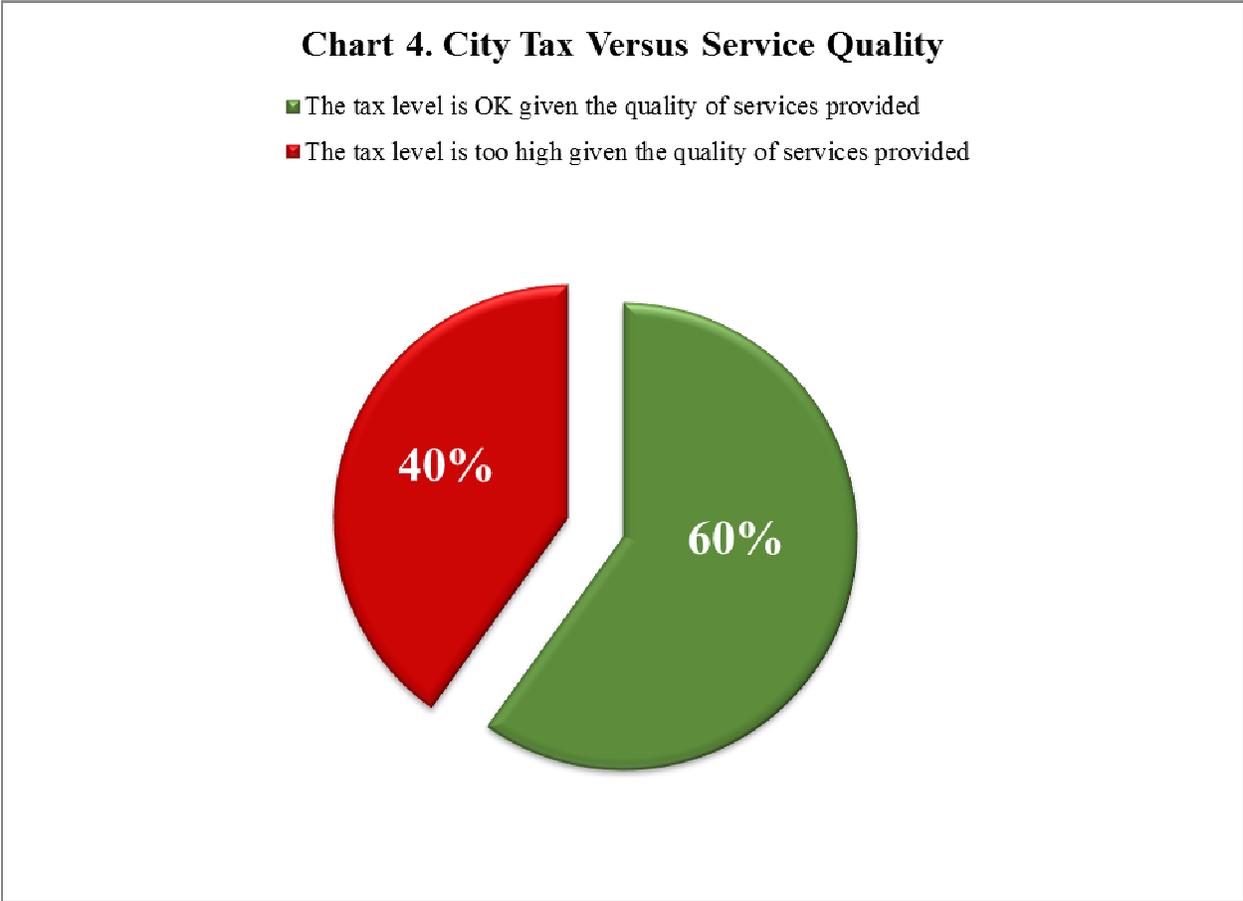
About one in five said that the city’s population is stagnant or declining. Very few said they believe the city is growing too fast or in undesirable ways (4%).

Population information from the US Census Bureau indicates that Marshfield’s population total has been relatively stable. The estimated population of Marshfield is 17,990 (American Community Survey Five-Year Estimate, 2010-2014) compared to 18,383 residents in the 2000 Census count.

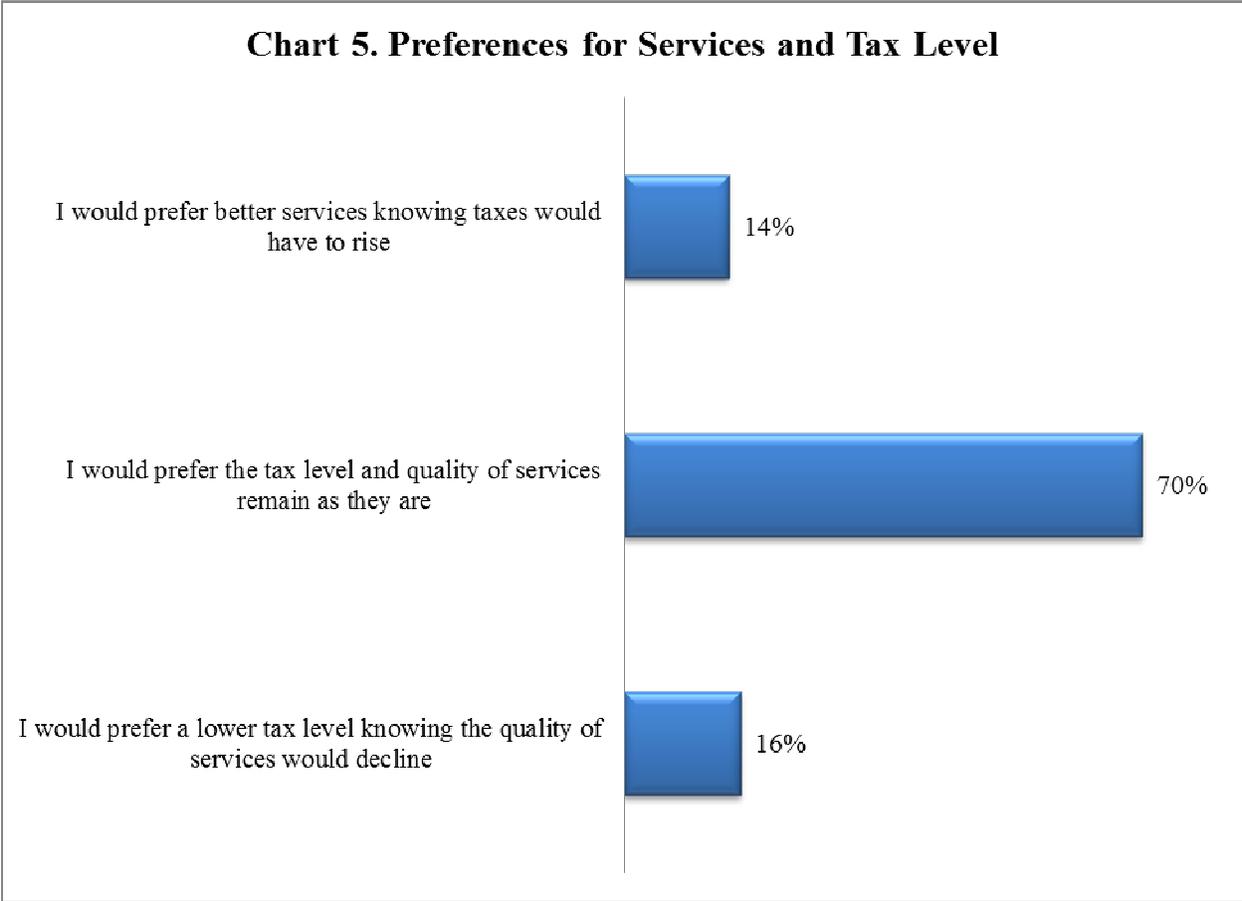


Respondents were next asked two questions about taxes and city services. In the first question, they were asked if the current tax level is OK given the quality of services or if the tax rate is too high for the quality received.

As shown in Chart 4, respondents had divided opinions about this issue. A solid majority (60%) of respondents said the tax level is OK given the quality. However, a large minority (40%) believe that their taxes are too high given the quality of city services.

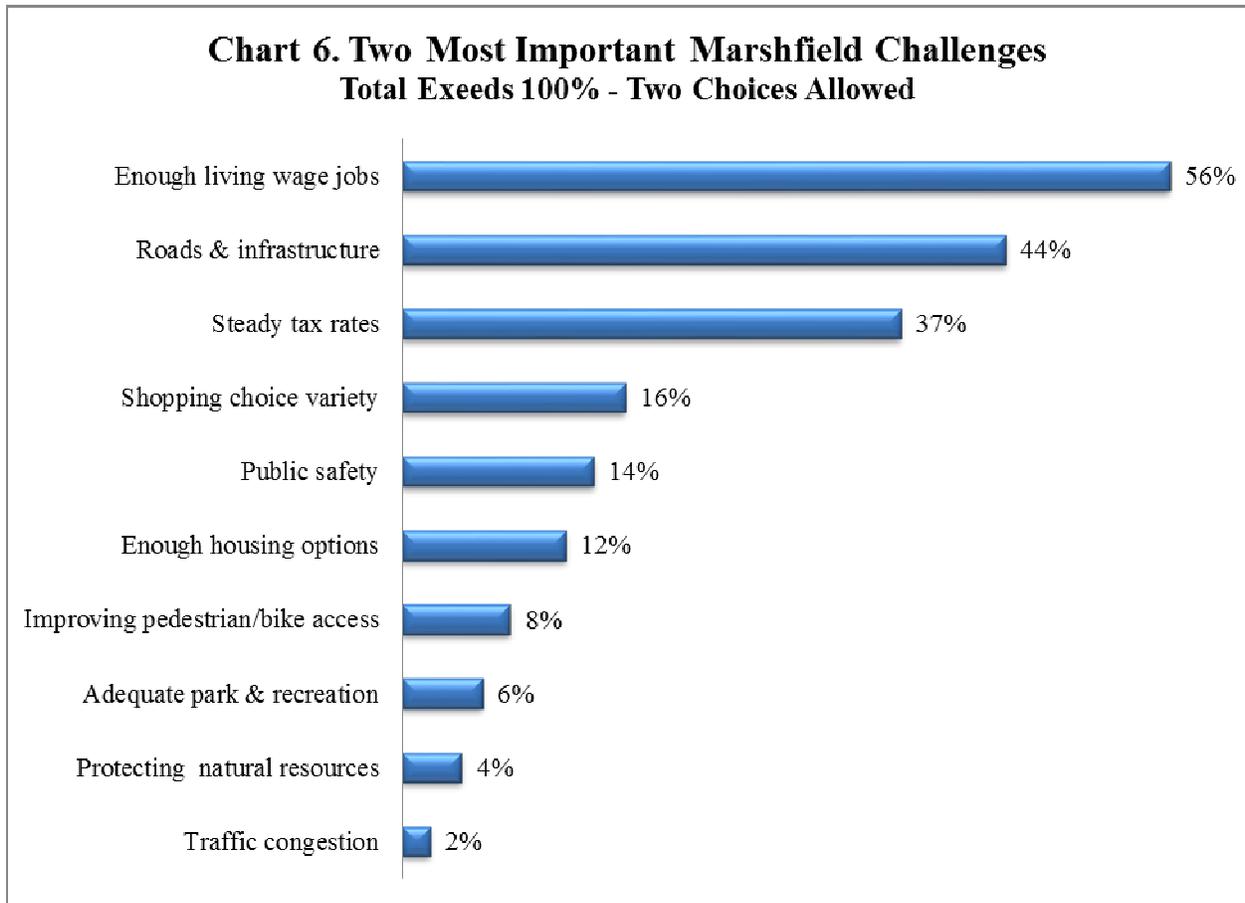


In a second question about taxes and services, respondents said they prefer the status quo in the balance between taxation and the quality of municipal services (70%). Only 16% would be willing to have service quality decline in return for lower taxes. Similarly, only 14% would be willing to pay higher taxes in return for better services. The results of Chart 5 suggest that the interpretation of Chart 4 is that many of the 40% who said the city's tax level is too high for the quality of services did so more based on the quality of services being too low rather than taxes being too high. This is an interesting and somewhat surprising result.



Respondents were given a list of 10 potential issues facing Marshfield and asked to choose the two most important issues from the list. The results are shown in Chart 6 and indicate that three issues stood out at the top. Having enough living wage jobs in the community was the most important issue, with 56% of respondents including it as one of their two biggest concerns. Roads and infrastructure was the second most important issue and was chosen by 44% of respondents.

Keeping tax rates steady ranked third and was included in their top-two choices by 37%. There was a large fall-off between the percentage choosing steady tax rates and the percentages for the remaining choices on the list. Shopping variety was chosen by 16%, followed by public safety with 14%, and sufficient housing options with 12%. No more than 8% included any of the remaining issues in their top-two challenges facing the community, including improving pedestrian and bicycle access, adequate parks and recreation, protecting natural resources, and traffic congestion.



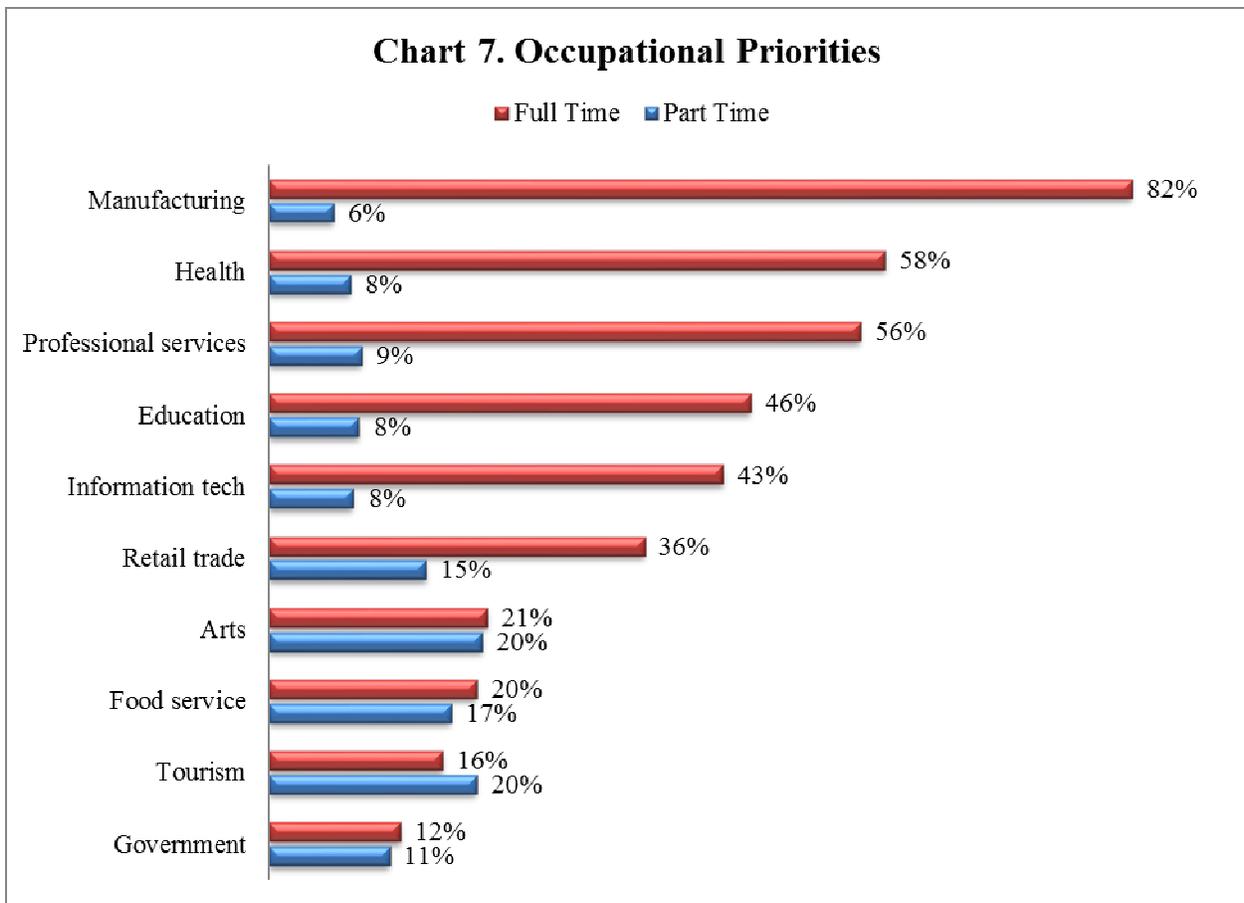
Demographic comparisons.

Gender: 53% percent of men included roads and infrastructure among their top-three choices compared to 31% of women.

Age: Younger respondents were more likely to include shopping choice variety among their top-three (31%) compared to respondents age 45 and older (12%).

Economic Development

With respect to future occupational opportunities desired in Marshfield, respondents indicated a clear preference for additional full-time jobs in the manufacturing sector compared to other employment sectors. Over eight in ten said more full-time manufacturing jobs are needed in the community during the next ten years. Full-time health occupations and full-time professional services were in a statistical tie for second place with 58% and 56% respectively. Slightly less than half of respondents think there is a need for more full time jobs in jobs related to education and information technology. About a third of respondents see a need for more full-time retail jobs, while one in five said they would like to see more full-time jobs in the arts and food service. Additional full-time tourism jobs were desired by 16%. Full-time government jobs finished last among the listed choices at 12%.



Relatively few respondents said they believe there is need for additional part-time employment opportunities in any of the occupational sectors listed. The largest percentages were in the arts, tourism and food service sectors, but none were more than 20%.

Demographic comparisons.

Gender: Men were more likely to include full-time manufacturing among preferred future occupational opportunities in Marshfield (85%) compared to women (69%).

Workforce participation: A smaller percentage of retired respondents (11%) said they favor more full-time jobs in the arts than did respondents in the workforce (23%).

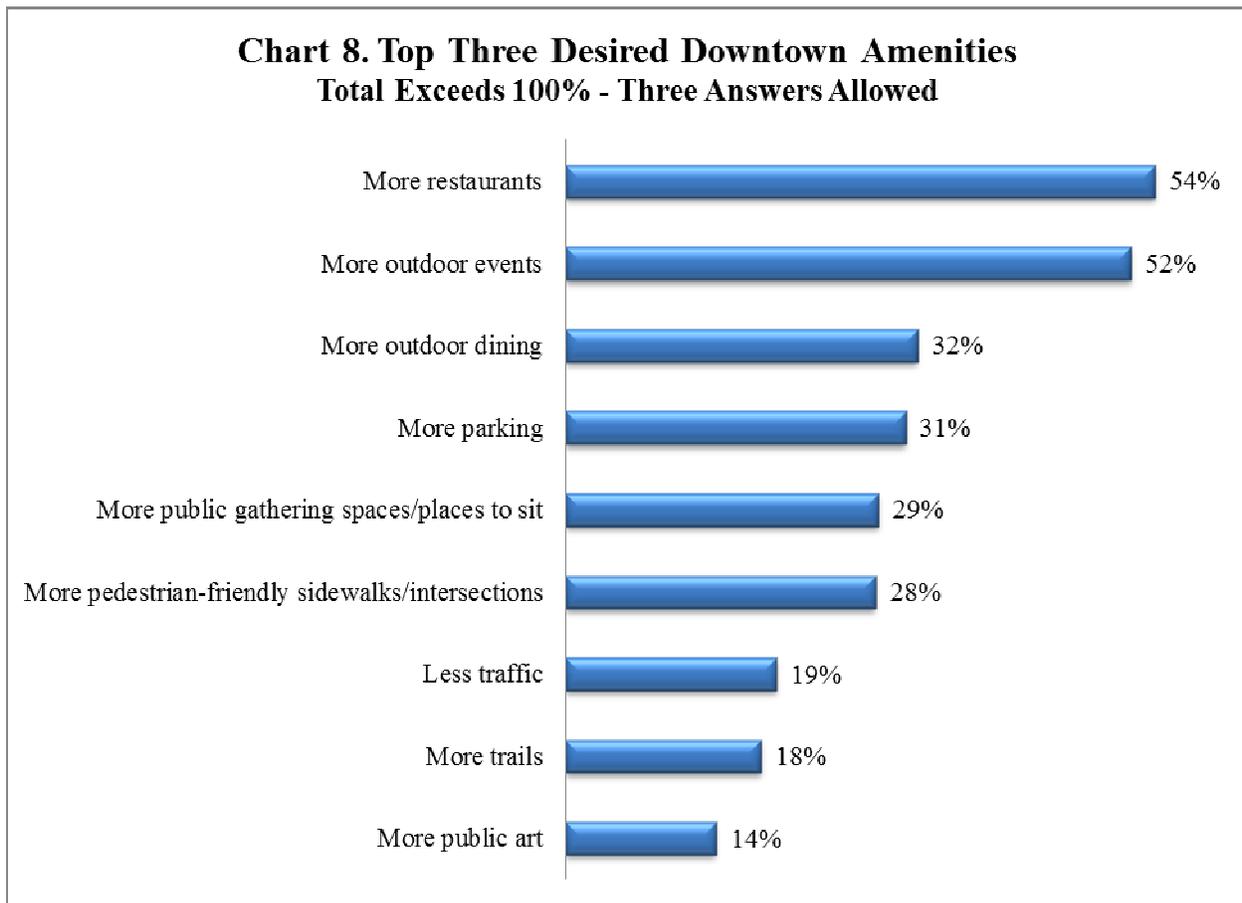
Age: Respondents age 45 and older were more likely to favor full-time manufacturing jobs (84%) compared to younger respondents (56%). Younger respondents, under age 45, were more likely to want more full-time arts jobs (35%) than older respondents (16%).

Length of residence: Long-term residents (over 15 years) were more likely to include full-time manufacturing jobs (85%) than respondents who have lived in Marshfield for 15 years or less (61%).

Children in the household: A higher percentage of respondents from households without children included full-time manufacturing jobs (82%) compared to respondents from households with children (65%).

Education: Respondents with a college degree preferred to see more full time jobs in professional services and information technology compared to those without a college degree. Seven in ten college graduates want to see more professional services compared to 47% without a college degree. Over half of college graduates preferred to see additional full-time information technology jobs (55%) compared to those without a college degree (35%).

When asked to indicate the top-three downtown amenities that would encourage them to spend more time in downtown, Chart 8 shows that half of respondents chose additional restaurants and more outdoor events as their primary motivators. About a third of respondents included more outdoor dining, parking, public gather spaces and places to sit, more pedestrian-friendly sidewalks and intersections. Less traffic, more trails, and more public art were chosen by no more than 20% of respondents.



Demographic comparisons.

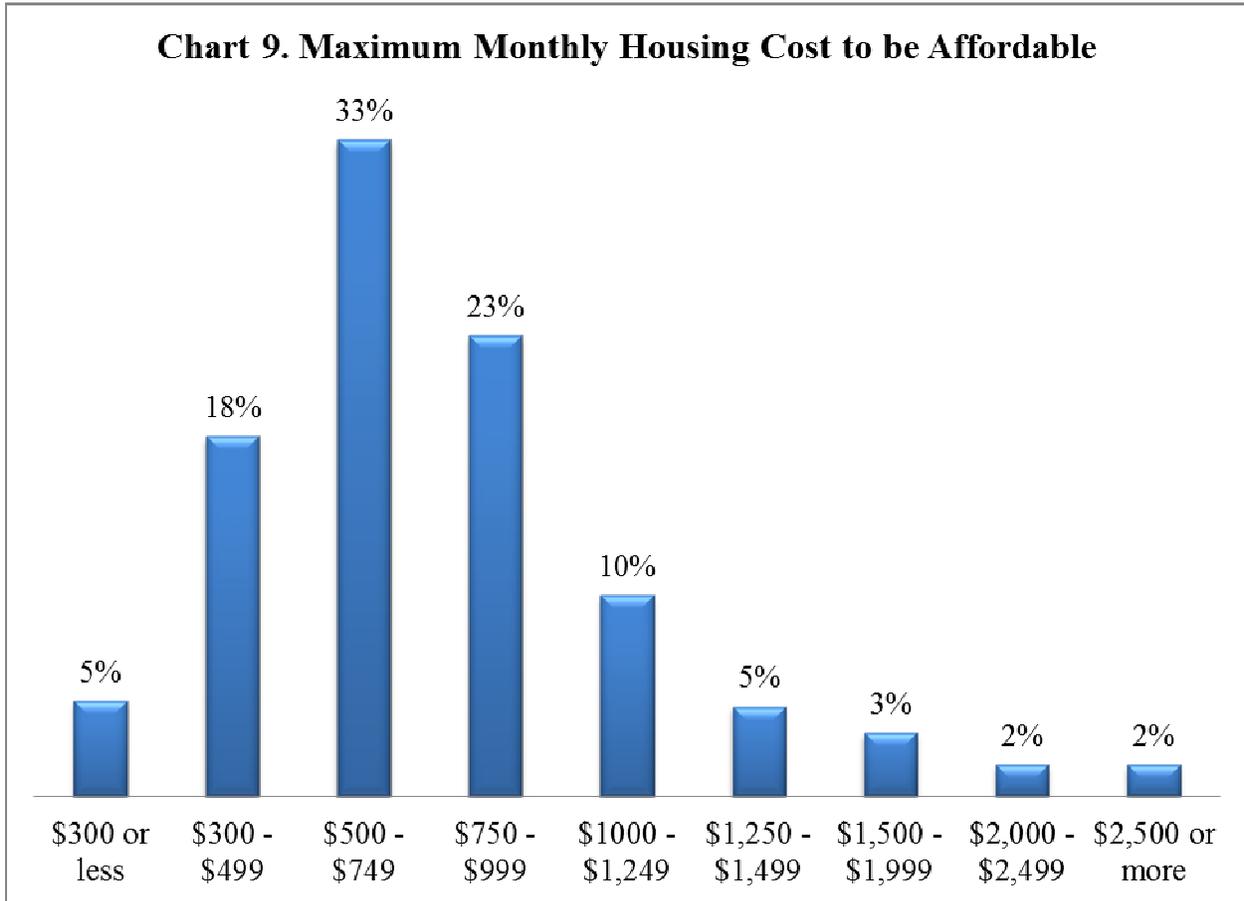
Workforce participation: A larger portion of respondents in the workforce said more outdoor dining would motivate them to visit downtown (39%) compared to retirees (17%).

Age: A larger percentage of respondents under age 45 said more outdoor dining would encourage downtown visits (52%) than older respondents (24%). Younger respondents also said they would be motivated to come downtown by more outdoor events (64%) compared to 43% of older respondents.

Children in the household: Families with children at home said they would be encouraged by more outdoor downtown dining (48%) compared to households without children (26%).

Income: Six in ten respondents with household incomes of \$50,000 or more said more restaurants would motivate them to come downtown compared to 40% of respondents from households earning under \$50,000.

With respect to housing affordability, respondents were asked to indicate the maximum monthly housing cost (mortgage or rent only) for their household. The results are shown in Chart 9. The largest portion of respondents (33%) said their household maximum is \$500 to \$749 per month. Overall, 56% of respondents said their maximum affordable monthly housing payment is no more than \$749, and 23% said they cannot afford more than \$500 per month. Affordability drops off rapidly after \$1,000 per month.

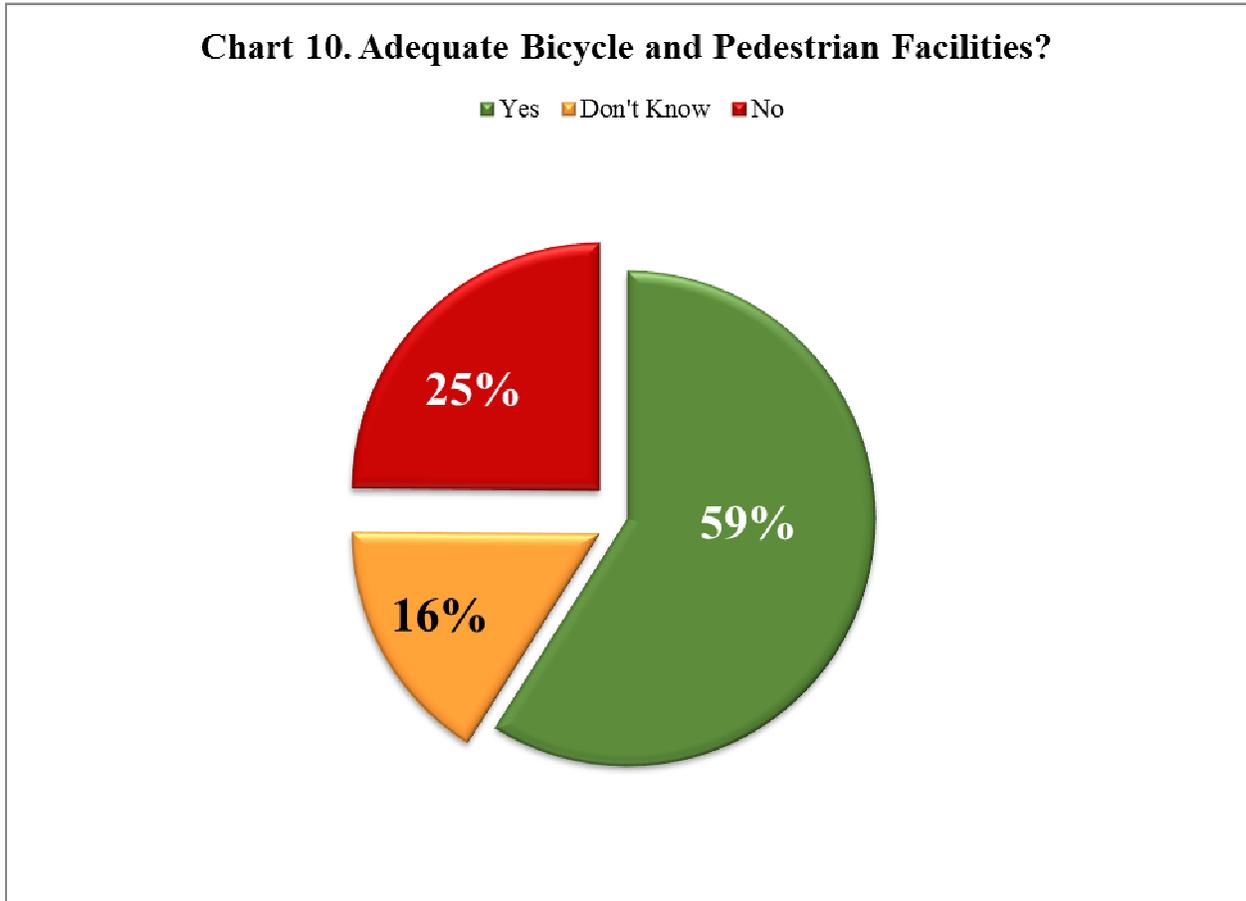


Demographic comparisons. Comparing respondents who said their maximum affordable monthly housing payment is less than \$750, we found that:

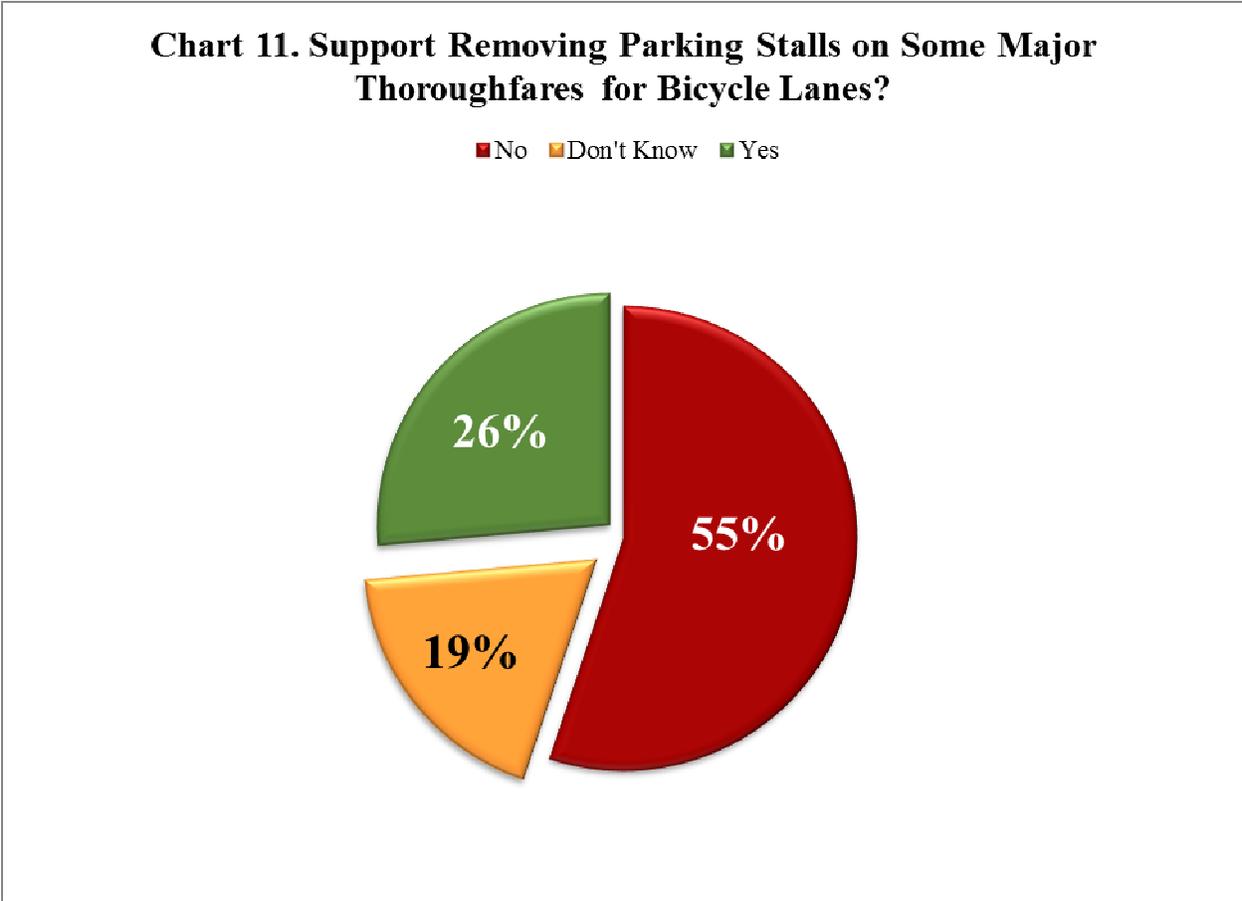
- Women (66%) were more likely than men (49%) to fall into this group.
- Retirees (70%) were more likely than those in the workforce (47%).
- Single-adult households (83%) were more likely than households with 2 or more residents (47%).
- Households with children (60%) were more likely to those without children present (40%).
- Those without a college degree (83%) were more likely than those with a four-year degree (47%).
- Those with less than \$50,000 in annual household income (84%) were more likely than those earning more (29%).

Transportation

The next two questions focused on pedestrian and bicycling issues. In the first question, respondents were asked if they feel there is adequate access to pedestrian and bicycling facilities in Marshfield. As shown in Chart 10, six in ten respondents answered yes, while one in four said no. Sixteen percent said they don't know.



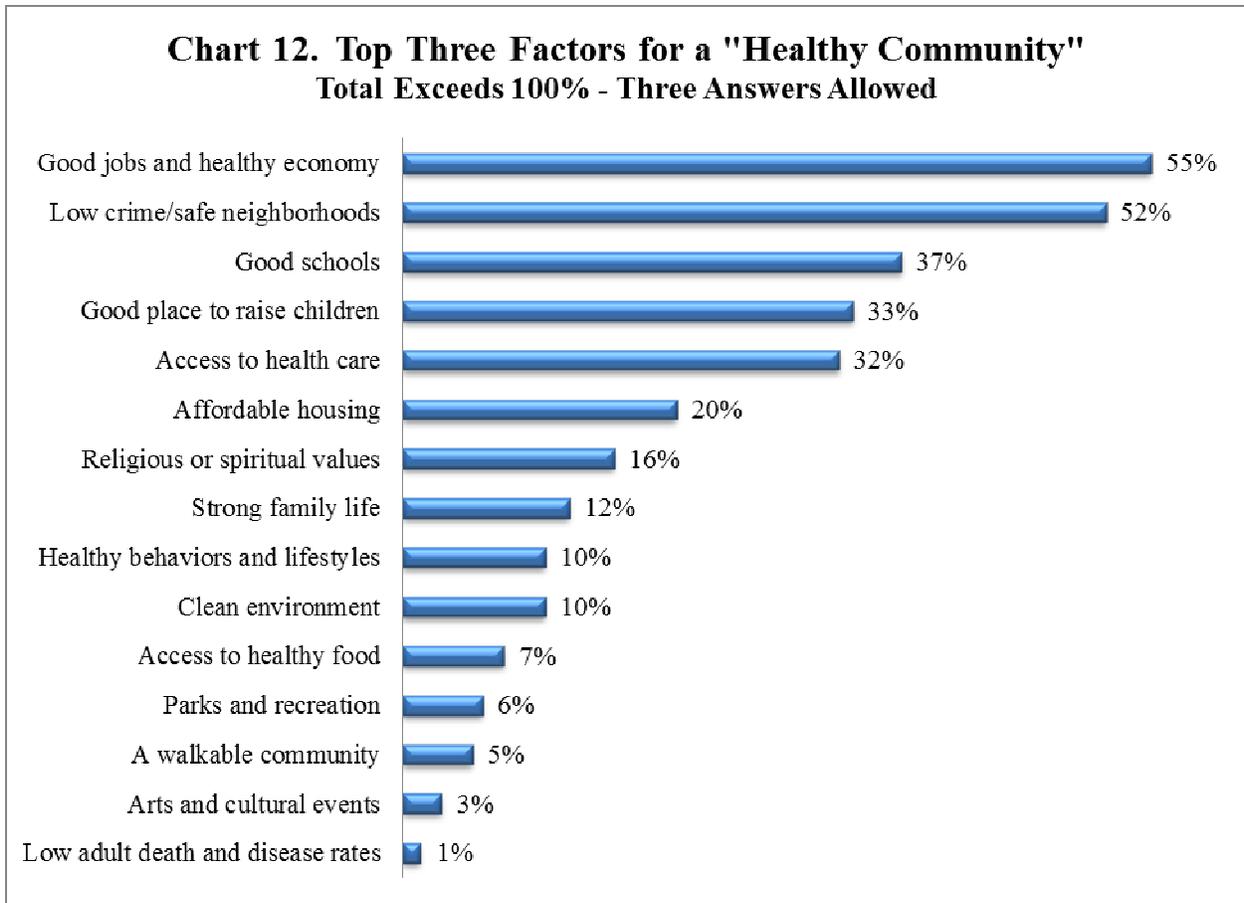
Respondents were then asked if they support removing parking stalls on some of Marshfields’s major thoroughfares to provide for a designated bicycle lane. Chart 11 indicates that a majority (55%) said no, while 26% said yes, and 19% said they do not know.



Health, Safety, and Medical

From a list of fifteen factors, respondents were asked to choose the three most important factors for a “healthy community.” As shown in Chart 12, two factors stood out at the top. Over half of respondents included good jobs and healthy economy (55%) and low crime/safe neighborhoods (52%). A second group of three factors were identified by about one-third of respondents: good schools (37%), a good place to raise children (33%) and access to health care (32%).

Between 10% and 20% identified affordable housing (20%), religious or spiritual values (16%), strong family life (12%), healthy behaviors and lifestyles (10%), and clean environment (10%) as important factors in a healthy community. The remaining factors polled below 10%: access to healthy food, parks and recreation, walkable community, arts and cultural events, and low adult death and disease rates.



Demographic comparison.

Workforce participation: Half of retirees and others not in the workforce included access to health care in their top-three compared to 21% of respondents in the workforce.

Age: 36% of respondents age 45 and older included health care access in their top three compared to 17% of younger respondents.

Children in the household: 38% of respondents without children in the household included health care access in their top-three compared to 9% of respondents with children in the household.

Not surprisingly, respondents with children in the household were more likely to include good schools and good place to raise kids among their top-three. Exactly half of respondents with children living at home included good schools among their top-three, compared to 33% without children at home. Similarly, a good place to raise kids was included in their top-three by 58% with children in the household compared to 27% from households without children.

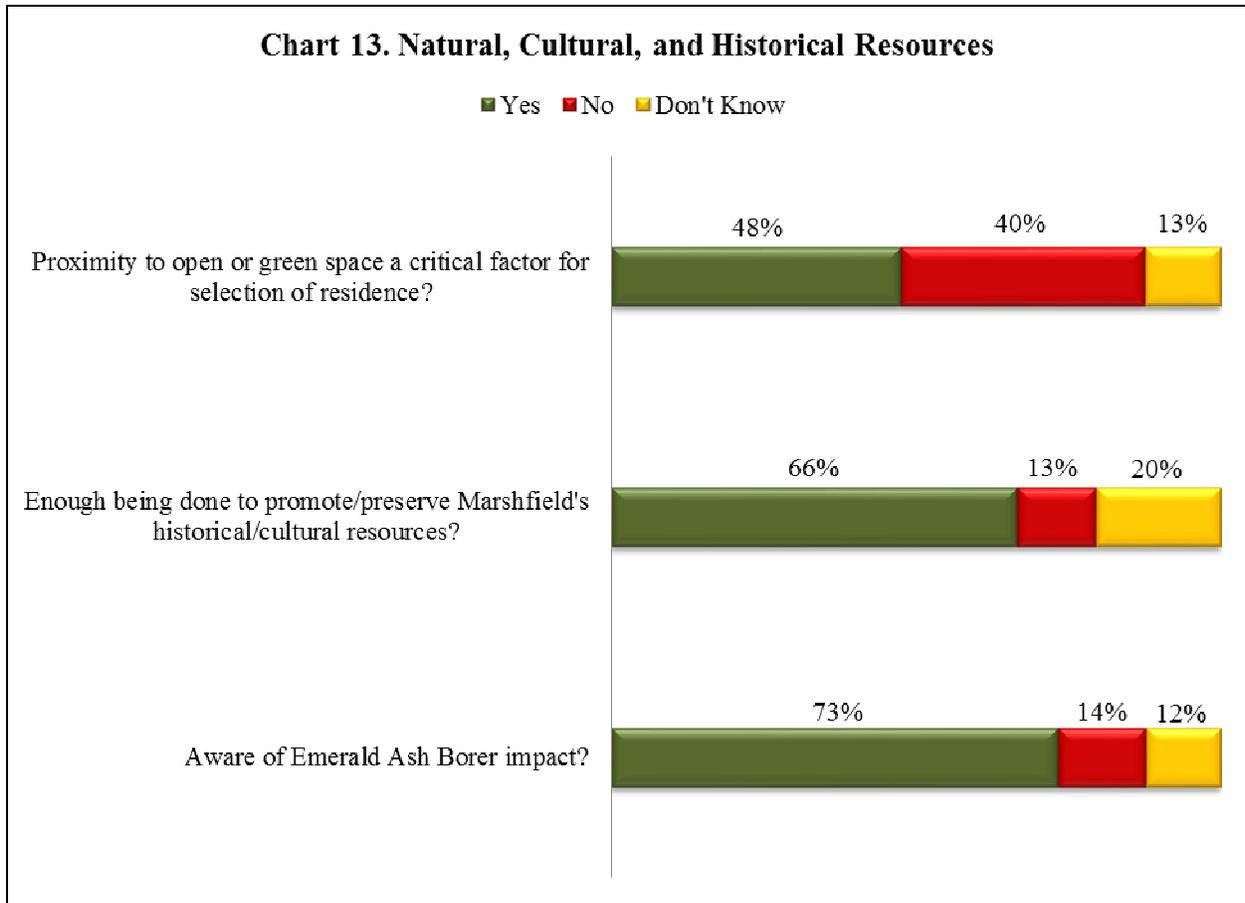
Income: Affordable housing was included in their top-three by 31% of respondents with under \$50,000 annual income compared to 11% of respondents with over \$50,000 income.

Natural and Cultural Resources

Respondents were asked three questions about natural and cultural resources in Marshfield. Answer choices in all three were yes, no, or don't know. The responses are shown in Chart 13. Respondents had split opinions when asked if they consider the proximity to open or green space to be a critical factor in deciding where to live. While 48% said yes, 40% said this is not a factor for them. Thirteen percent said they don't know.

Two-thirds of respondents believe that enough is being done to promote and preserve Marshfield's historical and cultural resources. More respondents said they don't know (20%) than said they do not think enough is being done (13%).

Nearly three fourths of respondents are aware of the impact that the Emerald Ash Borer could have on Marshfield's tree population in the next 20 years.



Demographic comparisons. With respect to proximity to open space as a critical factor in residential choices, there were noteworthy differences within four demographic groups.

Age: 60% of respondents under age 45 said proximity is a critical factor compared to 44% of those age 45 and older.

Household size: 52% of respondents from households with two or more residents said proximity is a critical factor compared to 34% of households with a single adult.

Education: 60% of college graduates said proximity is a critical factor compared to 40% without a college degree.

Income: 54% with household incomes of at least \$50,000 said proximity is a critical factor compared to 42% of those with household incomes under \$50,000.

Utilities and Community Facilities

Respondents were asked to rate the quality of 17 local services and facilities in Marshfield. Rating choices were excellent, very good, good, fair, poor and not sure. The percentage of the responses in the very good category and the excellent category were combined into a single group. Similarly, the responses in fair category and the poor category were combined. The responses in the not sure category were excluded from the tabulation. The results are shown in Chart 14 (next page) and are presented in descending order of the combined percentages in the very good and excellent categories.

At least 50% of respondents rated 13 of the 17 listed services and facilities as very good or excellent. Protective and emergency services (fire, ambulance and police) and pre-K-12 schools received the highest quality ratings, with about eight in ten respondents rating them as very good or excellent. UW-Wood County and Mid-State Technical College, library services, and health care services were rated very good or excellent by three-fourths of respondents. Two-thirds of respondents rated park facilities and trash and recycling services as very good or excellent, while six in ten respondents rated electric utility and animal control as very good or excellent. Between 49% and 53% of respondents rated the following as very good or excellent: recreational programs, drinking water, youth programs, senior care, and snow removal.

Senior activities and Internet communication were rated very good or excellent by about four in ten respondents.

Street maintenance was rated lowest among the listed services, with half of respondents rating it as only fair or poor.

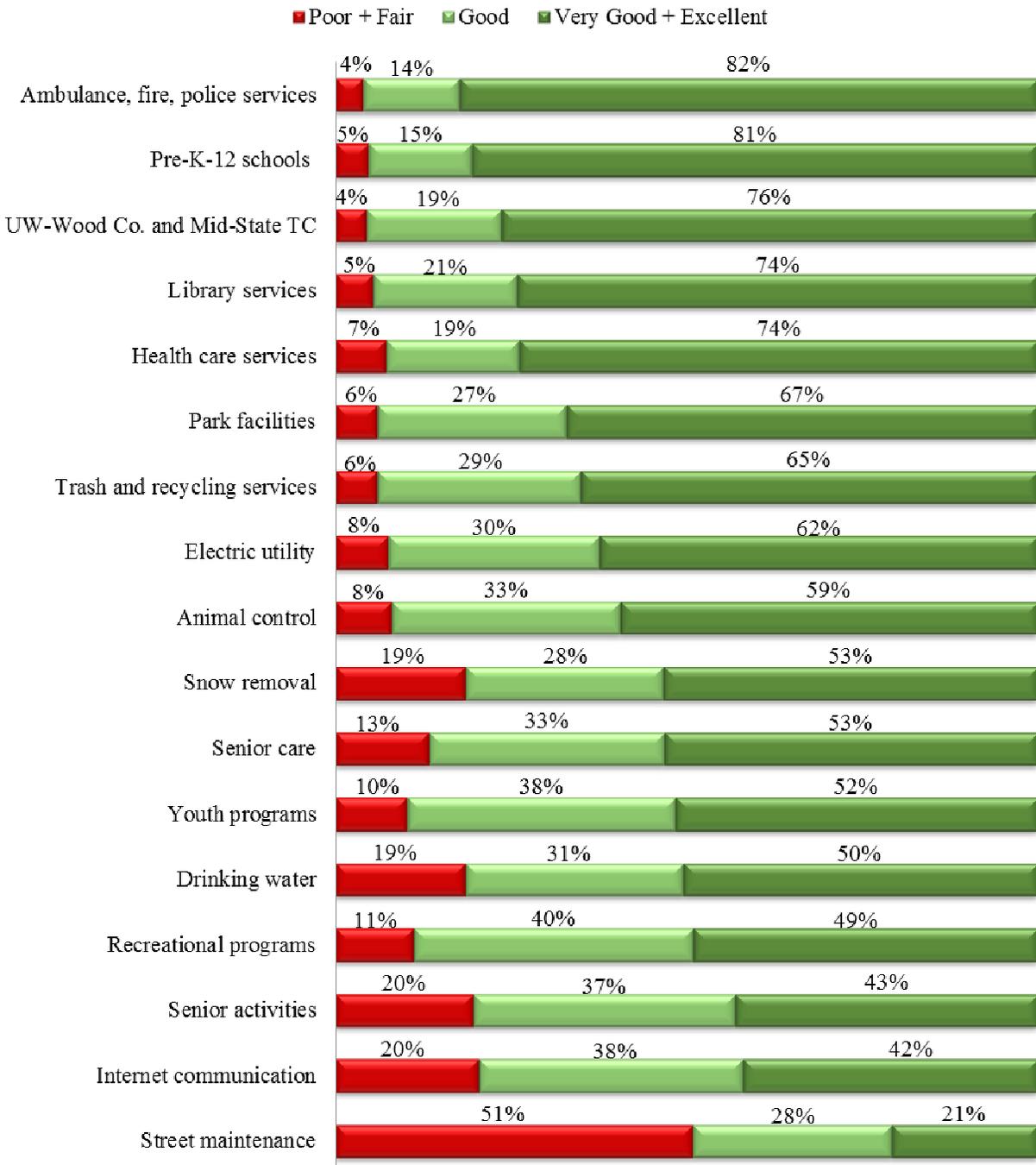
Although the responses in the not sure category were excluded from Chart 14, there were seven services that received at least 10% of the responses in the not sure category. They presumably represent services that respondents have not used and have little or no experience on which to base an informed judgment. These services include pre-K-12 schools (12%), recreational programs (14%), animal control (17%), UW-Wood County and Mid-State Technical College (19%), youth programs (27%), senior care (28%), and senior activities (35%).

Overall, with the exception of street maintenance, respondents said listed services and facilities are good, very good, or excellent.

Demographic comparisons.

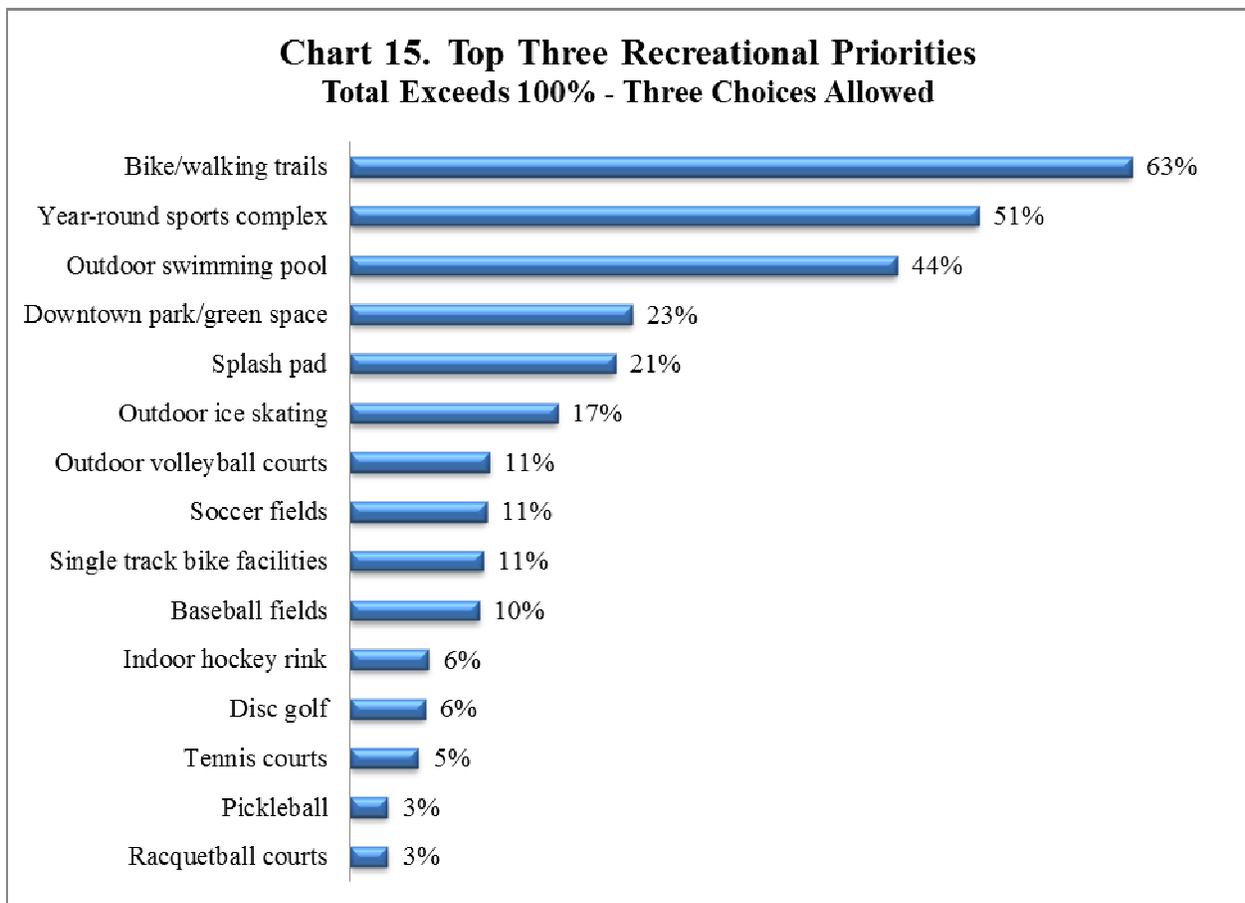
Age: Respondents under age 45 gave higher quality ratings to snow removal, with 60% rating it as very good or excellent compared to 44% of older respondents.

Chart 14. Quality of Marshfield Services



The last question on the survey asked respondents to pick their top three priorities for new recreational opportunities in Marshfield from a list of fifteen. Three priorities stood out from the rest: bike/walking trails, year-round sports complex, and outdoor swimming pool. The SRC notes that trails were an overall relatively high priority, but as shown in Chart 8, trails in downtown were a low priority. Bike/walking trails was included in their top-three by over six in ten respondents (As shown in Chart 8, trails in downtown were a low priority). A year-round sports complex was favored by half of respondents, while an outdoor swimming pool was among the top-three for 44%.

Downtown park/green space (23%) and splash pad (21%) were in a statistical tie for fourth place, followed by outdoor skating (17%). Outdoor volleyball courts, soccer fields, single track bike facilities and baseball fields were grouped together at about 10% each. None of the remaining items were chosen by more than 6% of respondents: indoor hockey rink, disc golf, tennis courts, pickleball courts, or racquetball courts.



Demographic comparisons.

Gender: A higher percentage of women included a splash pad in their top-three (30%) compared to men (13%).

Workforce participation: Half of respondents in the workforce included a year-round sports complex among their top-three compared to 40% of respondents who are retired or not in the workforce.

Age: Younger respondents (under age 45) were more likely to include a year-round sports complex in their choices (61%) than older respondents (44%).

Length of residence: Respondents who have lived in Marshfield 15 years or less were more likely to include downtown park/green space (56%) compared to longer-term residents (44%).

Written Comments

The survey contained an open-ended question in which respondents could state additional comments about the update to the Marshfield Comprehensive Plan. Comments were entered by 142 respondents. Responses including more than one topic were separated, resulting in 218 total comments. The SRC analyzed the comments and placed them into 11 topical categories plus a miscellaneous category. Table 2 summarizes the results.

Downtown Marshfield was the most frequently mentioned topic, comprising 20% of the total, followed closely by streets and transportation with 17% of the total and parks and recreation with 15%. A group of comments about city government and services was in fourth place with 13%.

Half of the comments about downtown were focused on opposition to downtown green space, park areas, and splash pad. The following quotes are representative of this theme.

“Don't feel the proposed 200 block splash pad sit and watch gathering place is necessary at this time when there are so many other places the money could be better spent.”

“Please, do not waste money on the splash pad. Update Hefko pool and repair the parks we have.”

Among the comments about streets and transportation, the most frequent statements were concerns about the condition of streets. The following quotes are representative of this topic.

“Fix the roads before anything else.”

“The streets in town are very poor. We don't find streets in this condition in any other city we travel to.”

Comments about parks and recreation were wide ranging. Themes among the comments included opinions about a sports complex, recreational trails, suggestions for improvements to specific facilities, and suggestions for new facilities.

Table 2. Additional Comments		
Topic	Count	%
Downtown	42	20%
Streets and Transportation	37	17%
Parks and Recreation	33	15%
City Government and Services	24	12%
Taxes	15	7%
Economic Development & Shopping	13	6%
Housing	13	6%
Education	8	4%
Health	8	4%
Youth	6	3%
Community Social Issues	3	1%
Miscellaneous	16	6%
Total	218	100%

Conclusions

Key findings of this survey include the following:

- Marshfield residents give relatively high ratings to most local services. The exception is street maintenance, which respondents ranked second among community challenges and was the topic of many open-ended comments.
- A majority of respondents believe their city taxation level is OK given the quality of services delivered, but a significant minority does not. More seem concerned about the quality of services delivered than on taxes being too high.
- Large majorities of respondents rated additional manufacturing jobs as their top priority for future employment expansion.
- Responses to survey questions and open ended comments indicate a degree of controversy with respect to plans and actions in downtown Marshfield.

Appendix A – Non-response Bias Tests

Any survey has to be concerned with “non-response bias.” Non-response bias refers to a situation in which people who do not return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. For example, suppose most non-respondents gave lower ratings to community safety in Question 4, whereas most of those who responded gave higher ratings to Marshfield’s safety. In this case, non-response bias would exist, and the raw results would overestimate the percentage of respondents who think Marshfield is a safe place to live.

A standard way to test for non-response bias is to compare the responses of those who respond to the first mailing to those who respond to the second mailing. Those who respond to the second mailing message are, in effect, a sample of non-respondents (to the first mailing), and we assume that they are more representative of all non-respondents.

Among respondents from the City of Marshfield, there were 313 responses to the first mailing and 80 to the second mailing. The SRC found six variables with statistically significant differences among the 108 variables on the questionnaire. As shown in Table A1, these differences were very small.

Table A1 – Statistically Significant Differences Between Responses of First and Second Mailings			
Variable	Statistical Significance	Mean First mailing	Mean Second Mailing
7. Manufacturing – full time	.019	.808	.689
8. Public gathering spaces/places to sit	.005	.233	.388
14. Enough is done in Marshfield to promote and preserve its historical/cultural resources	.033	1.50	1.71
17. Outdoor ice skating	.026	.176	.075
17. Outdoor swimming pool	.048	.435	.313
17. Downtown park/green space	.013	.185	.313

The SRC concludes that there is little evidence that non-response bias is a concern for this sample

Appendix B – Open-Ended Comments

Q18. Additional comments about the update to the Marshfield Comprehensive Plan. (218 Comments)

Downtown (43 Comments)

- A complete downtown parking study and constructed. Make sure the public sees the final survey summary.
- Also, not convinced the downtown park being proposed is a good idea. Area seems to be small and where would people park for events.
- Developing a park where the old News Herald building stands is not practical!
- Do not believe a small park in the downtown area is needed; one is enough.
- Do not need any more churches or banks. Do not need any more sitting areas. Do not need any more green areas. That's what the country is for. This is NOT Wausau!
- Don't feel the proposed 200 block splash pad sit and watch gathering place is necessary at this time when there are so many other places the money could be better spent.
- Downtowns in all area cities are deteriorating. Marshfield is like Wisconsin Rapids, Stevens Point, Wausau, and other small towns and cities. Young professional people want no part of living or working in these areas. Why do so many WIS graduates leave the state? Is it the wage base?
- Existing parking lot to the north needs to remain the same. People need easy parking for the Post Office, not having to back out onto a busy street as is proposed.
- Fill empty downtown stores - maybe an arcade for youth. Get a restaurant with buffet (E.g. Ponderosa, Golden Corral)
- Fix all the store fronts; make outdoor seating and eating on Central Ave. Make Central Ave look like a main street from a Hallmark Xmas movie. People would love it!
- Get more restaurants downtown (Indian, Thai, ethnic), fill empty buildings on Central with businesses, combine senior/elder housing/daycare and daycare for children.
- Get some businesses to move into the old Walgreens Building. Need higher paying jobs.
- I can't believe the Marshfield City Council is willing to ask the tax payers to fund a huge sum for a downtown park/ green space. This money should be used to improve the present streets and park/green spaces we already have. It's pointless to speak to my alderman. I already have. He doesn't listen well.
- I do not agree with the park plan that is being proposed. We have plenty of parks, what's wrong with Columbia Park?
- I do not agree with the plan to remove the parking across from the Post Office for an expensive park "green space." Please put the tax dollars in to Wildwood Zoo or one of the many other parks already present.
- I do not think we need a park across from the Post Office.
- I don't feel we need another park for people to sit out in the hot sun.
- I don't think the city is listening to community response that they don't want the development of the 200 block nor the park. Nor do I think they responded appropriately regarding electric meters they plan to install without community being allowed to opt out of new meters. All the surveys etc., and no choice anyway! Push for new athletic areas and school referendums and who will pay for everything. There needs to be properties and balance for needs of community!
- I don't think we need the green space on Chestnut Street that is being planned. Make a nice large parking lot with trees, flowers, benches, art. It will provide better parking and a good neat area to rest and enjoy the view. Thanks!

- I feel purchasing the old News Herald lot and building a splash pad is ridiculous. Our outdoor pool is in rough shape and should be replaced or repaired and expanded to include a waterpark on a property already owned by the city.
- I strongly [missing word] the downtown proposed green space (2nd -3rd along Chestnut) and green corridor along 2nd Street.
- I would be more likely to shop downtown Marshfield if the store hours were more flexible-many do not open until 10am and close at 5pm or 6pm. It can be very difficult to get to them when they are open if you work which most people do.
- I would like to see diagonal parking on Central Ave. with a true boulevard down the middle.
- I would like to see more parking for cars and I am against the city building parks on lots like the old News Herald lot or any lot at all.
- Keep parking areas.
- Marshfield does not need another park. Use the parks that are here. They are empty when I go by many of them.
- My husband and I are handicap. The stores on north side don't always make it easy on us, mostly in winter. We need car near Post Office or by Culvers. Drivers don't always stop when we have the right of way. Marshfield isn't elderly handicap safe for us.
- Need more businesses downtown (not just antiques, boutiques, and salons), please bring in more diverse choices, fast casual restaurants would be great.
- New Downtown Park on Chestnut Street should be limited to old Marshfield News Herald site.
- Please, do not waste money on the splash pad. Update Hefko pool and repair the parks we have.
- Preserve green space and parks. Use the opportunity downtown to add a community square/green space.
- Promote more downtown activities - sidewalk sales, etc.
- The city of Marshfield will be stupid and foolish to waste money on that tiny "park" by Chestnut between 2nd and 3rd! There are no restaurants facing that area to benefit from it. If this goes through I will be running for the council in the next election.
- The downtown area would attract me only if more good bistros, cafes, restaurants were available and quality clothing stores and/or boutiques (such as Pier One, for example).
- The Post Office needs parking.
- Think realistically about the park on 3rd and Chestnut. There are less than 5 businesses in the entire 3 block stretch! People are supposed to use it for outdoor eating there are no restaurants on any of those blocks!!!
- Wausau has the parking structure with the mall. Marshfield doesn't have anything like that.
- We do not need another downtown community square. We have the new mini-park downtown named for famous mayor Marilyn Hardacre. We also have the newly updated magnificent zoo which is awesome and visited and used a lot.
- We do not need city subdivision. We do not need another park downtown.
- We don't need another park/splash pad.
- We need downtown parking and shops for average people-not specialty shops.
- We never use the downtown area for shopping or dining out, or hair dresser because of the 90 minute parking. The traffic is also bad- 90 minutes is hardly any time to eat out and visit with friends. We frequent the library and that is getting to be a problem with the parking as well. We are daily walkers and would never consider walking downtown - due to traffic, exhaust, fumes, noise and there is no nature to observe or enjoy. We prefer trails quiet and free parking for shopping - hair dresser, dining out and shopping. Thank You! We have no interest in the downtown area at all.
- Why more downtown parks? I've never seen anyone sitting at Hardacre Park.

Streets and Transportation (37 Comments)

- Better public transportation - Busses through town to medical appointments, etc. Safer biking area for children to ride bikes.
- Complete sidewalks where gaps exist between sidewalk connections especially in areas that would provide sidewalk routes between residential areas and schools. Example would be Schmitt Ave. between 5th street and Adler road.
- Do not turn West and 2nd into 1 way.
- Every new development (housing development) should be required to have sidewalks. When re-doing city streets without sidewalks, add them.
- Fix the roads
- Fix the roads before anything else.
- Fix the roads instead of another park. Maple Street is beautiful after fixed up.
- I find it completely unsafe for bicyclists to share the road if they get distracted even by looking at their watch, it could be devastating. I don't ride bike in town for that reason. Safety I believe bicyclists need to be on sidewalks.
- I would really like to see better public transportation. Many residents do not drive and the cab system is unreliable.
- Improve speed limits on main roads to enhance traffic flow, also better times traffic lights.
- Improve viaduct on Lincoln - Hwy 13. Protect airport spaces, especially ends of run way. Room to expand! Streets.
- Need more commuter bike trails, not only recreational bike trails.
- Need to fix roads and make them fast.
- On the corner of Arnold and Chestnut the signs for lane choice should be changed to match the two signs before it. Many people don't use the left lane to go straight and cut me off frequently.
- Public transportation (affordable).
- Quit waiting till fall of the year to get all your street repairs done.
- Regarding the street department; after living here for over 40 years - we now have a ditch we can't mow. It cost us \$1500 for road repair and in the 4th time it was dug up and each time it got deeper
- Road repair and pothole fixes should be the #1 priority. Weather always plays a large part in a constant battle with this problem. When roads are done in Marshfield an excellent job of reconstruction has been done!
- Roads are plowed well but too much reliance on road salt, roads are rough in poor condition in many areas.
- Roads need upgrades, Central, Blodgett, Cedar, Upham.
- Sidewalks on both side of the road Dodge/Becker. Kids are walking to school on the roads and they don't cross to where there are sidewalks. There are sections that have no walk on either side. Also a bike path/designated area for the kids going to the High School and grade school.
- Sidewalks on both side of the road Dodge/Becker. Kids are walking to school on the roads and they don't cross to where there are sidewalks. There are sections that have no walk on either side. Also a bike path/designated area for the kids going to the High School and grade school.
- Some streets are being pushed aside because they aren't within the area of the hospital or clinic. Severe near accident on the corner of West Blodgett and Saint Joseph Ave due to hidden blind stop at stop sign.
- Some streets in Marshfield are in shambles. The streets-these need repairing and are never touched. The ones in the city of Marshfield, these are in need of repair. Never looked at- the city department are blind when you bring up the subject.
- Street maintenance needs to be a priority.
- Taxi service available after midnight/"pub pilots" program.

- The condition of our streets tells the rest of the world we are a poor community.
- The rest of Central Ave needs to be done, too rough coming from the north to downtown
- The roads NEED to be fixed.
- The side streets and most of Central Ave are in horrible condition.
- The streets in town are very poor. We don't find streets in this condition in any other city we travel to.
- Too much salting-why? It wrecks our vehicles.
- Traffic and roads are #1 priority.
- We do not need a one way Second Street.
- We have a lot of potholes in our streets.
- We need better 2nd Street changed to 1-way - up keep of streets - In Winter, better snow removal and entrances for visibility.
- Would be nice to have curb and gutter instead of steep ditches - hazard mowing!

Parks and Recreation (32 Comments)

- #17 I think we should look at a sports complex/not sure this is the time to have one.
- 17- INDOOR tennis courts; Year round hockey/skating.
- Also, outdoor volleyball was fun and enjoyable when held at fairgrounds because we would stay to socialize and watch softball games after we were done. Not the same at the restaurant/bar on Cty E. Recreation department should have continued it when Marshfield Softball Association dropped it.
- Beal stadium and track at Jr. High need to be updated.
- Better use of Columbia and Veterans Park outdoor seating with backs and cooler seats unlike the ones downtown now. No shade, no backs, metal seats heated up all day in the sun.
- Bike trail system needs to have better connectivity. Good system, but it has too many gaps.
- Connect all bike/hike trails in town especially old Water Works Spur.
- Don't just spew parks everywhere.
- Down grade (set back) plans for 2nd St. park and use money to upgrade the outdoor pools.
- Hefko Pool has operated past its useful life. A new pool/aquatic center needs to be built before it has to be shut down because it doesn't meet code requirements and/or just breaks down. It's time to keep it in the CIP instead of kicking it out every year.
- Hefko: to give the local and outside kids a place to occupy them during summer time. The present one is so limited!
- I also think that an elaborate sports complex for the schools is not necessary; a good school is a place for education not sports.
- I am against a sports complex and will not support it as a community or school board effort. The town needs to fix its infrastructure and basic needs along with encouraging new businesses. We have a YMCA - figure out how to put it to better use.
- I am lucky I have a safe area to live where I can walk or ride bike. I also have green space nearby to enjoy.
- I enjoy the bike and walking trails and want more - but I do not like (and try to avoid) bike lanes on busy streets because too much traffic and drivers do not respect bike lane.
- I wish we had many, many more walking/running trails. I prefer black top to concrete but I do run down Central Ave on the sidewalks (concrete). Like Mill Creek Trail but I have to drive to use it. In an ideal world, we'd have these types of trails ALL OVER town.
- I would love to see improved pool options - maybe a possible partnership with the YMCA for new year round facilities. I feel Hefko is far underutilized and extremely out dated, but that new outdoor facilities may not be the answer.

- Important to maintain indoor swimming opportunities. Need new track facility. Better partnership with city and medical complex. Support expansion of YMCA. Upgrade mountain lion exhibit at zoo.
- Improve swimming area. Get an aquatic center for all year. Include T Ball etc. at zoo area.
- Indoor walking facility needed.
- Marshfield needs a year-round dog park.
- Marshfield should have a really awesome pool water play park. Since we have no lakes or river for recreation! Worst part about this town.
- More road bike friendly bike paths
- New Curling Club.
- No definitely to the new park things for senior citizens.
- No more little parks. More usage of the fair grounds
- Please consider more walking options and sports facilities.
- The two golf courses are fair at least. Not kept up well and we should have a well maintained course in the area.
- The walking trails are great and I would like more of them.
- There are enough parks! Stop.
- There are too many parks and they need updating.
- We need a water park here. More things for people recreational to do outside. Not everyone can afford the YMCA. The city of Marshfield spends money on things they don't really need. So if the insurance is the reason of not having a water park outdoors that isn't right. What do people actually have to do when they stay in Marshfield?

City Government and Services (26 Comments)

- Better information to citizens about city programs (where/when for movies in the park, concerts, etc.), "welcome to the neighborhood" program - gives info about mail, trash, voting for the neighborhood for new residents.
- City should prioritize the completion of the library and community center with necessary city functions prior to development of a downtown park/gathering space.
- Cut back on spending for new government facilities and street maintenance employment
- Electric and water bill too high. From the Mayor to all employees including police and fire department, they all should take a 10% pay cut. The property taxes are too high.
- Fire and ambulance are excellent; police is poor - portray a bad image; library? Does not address issue of new library not needed.
- Free recycling center for all items (furniture, appliances, etc.)
- I lived in Marshfield my whole life. In my opinion, Marshfield is a great place to raise children and to retire in. Garbage pickup would be more convenient with the large bins/cans provided as they do in rural areas and other cities.
- I really appreciate our Fire/Police and Medical people!
- I think we need to take care of what we have parks - etc. good to maintain-cheaper than to replace. Run the city well, run good homes-take care of it. Keep the city clean-maintain green spaces-protect what small amount of wetlands we have-do not destroy them. Watch out for areas that could turn 'slummy' if not kept up. Including apartments and roads.
- Listen to what the people say, don't assume that the people should have what some college graduate, 90 day wonder thinks is best for everybody. People who have lived here their entire life are your best resource in planning the future growth and expectations for the future.
- Marshfield police seem to try making a name for them on almost a weekly basis I have been pulled over for something very petty. Other than these concerns I love living in Marshfield.

- Pedestrian safety will be an ongoing problem unless cars learn to stop for walkers. Having some highway through town also results in through traffic but discourages stopping to shop.
- People walking dogs don't pick up behind them, also there are a lot of people who don't shovel their sidewalks in winter and the city has an ordinance, but don't enforce it.
- Plan effectively and appropriately for growth as new lands are annexed.
- Recycling options for more plastic types
- Thanks for sending this survey, city should implement some improvements yearly.
- The city does not maintain their public properties. They let things fall apart and then want to build something new. We shouldn't be building "luxury spaces" when the basic infrastructure is falling apart.
- The city needs to start investing in itself. It has neglected to for so long and it shows. The market for businesses in health care is going to become more and more competitive. The city needs to plan for this. Be creative, build together e.g. performance center, stadium, fields, green spaces, etc.
- The Marshfield library is, as far as noise levels, by far the worst library I've encountered. The distracting levels of loud talking, screaming children, and cell phone use are so bad. I've begun using uncomfortable earplugs as well as sound reducing headphones. Sadly, the worst offenders are the library staff, the very people who should be enforcing a quiet atmosphere. I've e-mailed who I believe is the head librarian regarding my complaint; the response I received told me the days of the quiet library are gone. Further e-mail complains have been ignored. When I've told patrons as well as library staff to be quiet, other patrons thanked me, which shows I'm not the only person with this complaint, but the only one who tried to address it. Library staff also fail to enforce the "No eating or drinking at computer station" rule, as posted at each station. Often I see patrons breaking this rule. I should not have to do what library staff are paid to do. And since much of the wages paid to library staff comes from my taxes, I expect these problems to be resolved in a timely manner.
- The mayor and city council guys that come into Nutz on Tuesday Night need to stop being cheap asses and learn how to tip. You're the mayor of Marshfield! Not a big town! It's not like we don't know who you are! And quit being such [deleted] when you come in! Thanks!
- There may be a day coming with the increase in drugs and 1915 mentality, the MPD will not be able to control some of that. There are people in and around Marshfield that are qualified to serve in a backup capacity and willing to do so.
- This is no real law enforcement in this community. Traffic laws are not obeyed nor enforced. Fire the chief of police. Money and grants are spent on asinine projects that make absolutely no difference.
- Too many police officers, lots of drug problems, nothing to do but bars, no local court just all around dull place to live
- We need better and safer and more ways to cross Blvd. at veterans Hwy for kids, pedestrians, bicycles from north to south to access health facilities, and places north of Blvd.
- We need stricter laws on loose dogs.
- Would like to see an increase time in the "walk" light signs in Marshfield - especially on Central Ave. They are too short to walk even at a good pace across Central Ave. Also, more enforcement of very loud vehicles and snow removal. Many residents never clear the sidewalk, which does not appear to be enforced.

Taxes (15 Comments)

- 5b-should have an option stating "Prefer better allocation of current taxes to meet expected services." specifically streets - snow removal, maintenance, etc.

- But the base tax being so high means anything built will be unaffordable.
- Honest government = low taxes
- I disagree with the premise of question 5b. It presumes a direct relationship between taxes and services. While that may be true in a general context, it does not absolve the city from responsibility to be efficient with these tax dollars. Tax rates are quite high the services offered.
- I hope that out of the 10 committee members, that one would have the knowledge of who resides in the "city" and who resides in the outlying areas. I worked for the "city" for approximately 20 years and believe me I saw lots of wasted dollars for dumb surveys and such. No wonder the "City of Marshfield" taxpayers complain.
- I think our property tax is too high. We have a small ranch house and tax is \$3000 per year
- I think the property taxes are too high. I see houses being sold for up to \$20,000 less than their property are worth.
- Improving Marshfield is wonderful. But I have often wondered how we can stay in our home while our property taxes have been raised so much over the years.
- Less tax-better quality service.
- Quit spending money that is not yours - Don't raise taxes - cut budgets! The city has a lot of waste. The city should be concerned with infrastructure roads the viaduct. Nothing else.
- Should have police slow down the speed of the school buses on E. Becker Road. We pay taxes for police services, but it seems that they get paid for doing nothing. That's a good job.
- Since the taxes in Marshfield are more than surrounding communities and the level of service is lower, there must be expenses that could be controlled instead of always considering raising taxes. I would much rather see this addressed than always assuming in order to get better services we must raise taxes unless there is some group of properties that aren't being taxed properly!!
- Stop wasting money, our taxes are high enough. We need to stop making huge buildings and parks so someone can get their name on it. The major population aren't doctors, lawyers, and overpaid municipal work (teachers, principal, superintendent, too many cops, firemen and facilities that are castles).
- Too high taxes and everything else, just because of MFLD Clinic
- With technology moving so rapidly to digital everything it's a waste of tax dollars for that library they're building.

Economic Development and Shopping –General (13 Comments)

- A Whole Foods based restaurant.
- Additional shopping and restaurants! Fresh life and options bring people out.
- Build buildings on vacant city lots and rent out to small businesses.
- Growth in the Hwy 10 corridor (Retail).
- Happy Kohl's store is possibly coming to our city will be a plus.
- I love living here in Marshfield, WI. It's not too big, but not too small. It's just right. I wouldn't mind having a couple more restaurants such as Buffalo Wild Wings, Fazoli's, or Wendy's. Otherwise I'm happy here.
- Improve stores in the mall.
- Marshfield needs a place like Buffalo Wild Wings, children's clothing stores, children's place just for girls.
- Outdoor dining options.
- Protect future areas for industrial expansion.
- Stronger efforts to bringing more businesses to fill our partially full business parks, with incentives to provide more full and part time job.
- The population appears to be declining slowly. We need to create more/better incentives for new business to come to town or to start up.

- We need to concentrate concerns on creating and maintaining jobs in the city before peripheral sports complexes.

Housing (13 Comments)

- Efforts should be made to clean up/repair many of the rundown rental properties in town - Particularly first 3-4 blocks of West Arnold, 4th St, East of Peach, and several areas on S. Maple, Cedar, Cherry, and Vine.
- Flowers and remodeling buildings have nothing to do with bringing people downtown. For what wages are here we need more housing based on your income.
- Future Apt complex's be located more western side of city, but don't overbuild annexation to west and north of city.
- I am grateful for my landlord that keeps my apt. affordable.
- I have just had the honor (?) of needing to look at elderly housing. The choices are terrible! Small and not many windows, old DARK wood work and cabinets, small living areas from 400sqft to maybe 675sqft. You want to live in a small dark box? They are depressing.
- I live in a house that has been built in the last 5 years. In that time within 1 block of my house, 5 houses have been condemned and vacated and 3 houses sat empty for over a year besides the condemned properties. Now the land sits empty. These properties are small, with the setbacks that means small living quarters. Solve this by changing setbacks, change taxes on small properties. Fill up these "Dead" spaces with tax revenue. Help make housing affordable.
- I, as a middle age single person, would like to see quality reasonably priced apartments for purchase, and perhaps the downtown area would be an excellent area to construct. People built residential units. Downtown has decent basic amenities and apartment blocks (instead of apartments over stores or bars) might appeal to other in similar situations.
- Need help and services for low-income families to afford housing to own and help with disabled and elderly in snow and lawn services like shovel sidewalks and driveways for them. Help with cleanup of their lawns in summer with leaves and branches and mowing if needed. Help with affordable fences for dogs. To homeowners and more places to live that allow pets. Big problem they want money to fund pet projects and parks but don't allow pets in most rented homes or apartment. No pets, no help!
- Not enough 3 bedroom rentals offered-not family-friendly.
- Not much pet-friendly housing, real estate market is dead we are afraid to buy a house here.
- Rent is also way too high in this town. Most jobs are part time. How do you pay rent on a part time pay.
- The city of Marshfield should not be a developer to sell lots for housing. Our city government should put in roads and utilities for developers. This would be based on a contract. When a lot is sold to the developer would pay back to the city for the roads and infrastructure.
- Town house options.

Education (8 Comments)

- Keep the schools strong and pay our teachers competitively. Support all performing and visual arts at all levels.
- Keep upgrading and expanding UW Marshfield campus, - fields of study, dormitories, faculty.
- Maybe more schools, specialty schools, private schools to try to get the number of students per teacher down. Thank you for asking my opinion!
- Start school the day after Labor Day no matter where it falls.
- The schools are a major reason people move here. The city must do everything it can to support them.

- We need to focus more on math and reading programs in the elementary grades. Teachers need more help, they can't do it all. The quality of education may be declining due to the demands on our teachers.
- We need to pay teachers more to keep the good teachers here.
- Would like more tech school class options, more things for children to do, play groups, clubs, better city planning.

Health (8 Comments)

- Have a big concern regarding drugs in our community.
- I don't like the limited 15 min. appointments with doctors at Marshfield Clinic. I am going to start going to Aspires, they don't have limits on appointments.
- I have tried to get help with alcoholism with no ins and been told there are no programs in Marshfield that could help me (one on one counseling).
- Lower Medical Cost!!!
- Our medical facilities seem to be going downhill.
- Question #12 was very hard to answer! We need them all for good balance. We need to focus more on attention to mid to lower income families to help increase healthy lifestyles and more jobs for them.
- Two hospitals in town make NO sense. Will hurt both. This is not Congress! Marshfield Clinic and Ministry Health need to get along. Not just agree to disagree.
- Would like to see more various types of equipment in place for the senior people of Marshfield, most can't afford joining the YMCA or health centers.

Youth (6 Comments)

- I feel Marshfield needs more for the younger adults, teenagers to do in the town. It would be nice to have retail stores in the mall that cater to younger adults - Aero, Country Seat, etc. Dodson's would be a great sports bar - Buffalo Wild Wings for example.
- Marshfield needs more family oriented places such as a children's museum, sky zone, arcade place, etc.
- Nothing for kids to do (Bowling, swim, movies).
- Provide something for teens to do.
- There is nothing for younger people between 20 and 40 to do in Marshfield. We all go to Eau Claire or Wausau. Before Walmart and the expressway came there was a lot to do. (Kmart never should have left the mall, it's now a place known for Chinese food).
- You need more things for teenagers to do.

Community Social Issues (3 Comments)

- City needs more cultural awareness/cultural events (racism is terrible here).
- Marshfield needs to seriously address its "split personality". Long-time and native residents receive a bias in city services, health services, and even in the retail and service industries that highly favor the medical and educational community over "ordinary folks." I have personally experienced the preferential treatment given to medical personal and their families by police, schools, and businesses - and I know I'm not alone. As long as this chasm exists between the elite "have's" and the ordinary "have-nots", the city will be unable to grow in any meaningful fashion.
- Work on the divide between "locals" and people "imported" to the clinic.

Miscellaneous (14 Comments)

- Community gardens and programs to feed folks.

- I have lived in Marshfield for almost 6 years, and enjoy my life in the city.
- I know this will arrive after the deadline as it got placed on my to-do pile and got overlooked. As I really have enjoyed living in Marshfield the past three years more than the most of the other 4 communities I have lived in the past 10 years I really wanted to share my opinion of Marshfield as being a great community to live
- I like living in Marshfield. It's been over 10 years. We sold our farm and moved here because our daughter is here.
- I live in a neighborhood where a lot of trees were cut down. I used to love walking down the shaded streets - now in the summer it is usually too hot to walk in the afternoon - no shade. It's distressing to lose so many trees.
- Improve cell tower coverage in city for all providers that offer plans/service in the city.
- Make it a town. Stop giving into the outdated, cheap image. This town will die off unless it starts working on its image and decide on a partner - still with the clinic.
- Marshfield needs more community events that are outdoors. For example, Antigo has an annual chili cook-off in their downtown area and even though it's the middle of winter and cold, the streets were packed and people loved it. I go every year!
- No mention of animal shelter. Marshfield is still in need of a suitable animal shelter!
- This is a poorly worded survey. This survey is slanted to agree with what you want. Citizens of Marshfield really have nothing to say about how Marshfield is managed or schools operated.
- This survey is asking questions that are all slanted toward the city adding for a downtown park, a swimming pool complex, and a new stadium for the school system. If these are going to happen we are leaving Marshfield. The medical complex is in trouble. Doctors are leaving, people are scared. Marshfield as always catered to the medical profession.
- This was sent to my x-husbands at my address - he has never lived here.
- When my wife and I moved here from Green Bay over 10 years ago, we never imagined we would start our family here. We can't imagine living anywhere else, as we are totally in love with this community!
- You say not to write my name on questionnaire or return envelope. And yet there is 4 \$100 gift certificates. How do you know? The barcode is "for mailing purposes only". Sorry, I'm putting return address on envelope.

Appendix C – Quantitative Summary of Responses by Question

Marshfield Resident Survey 2016

1. Are you a resident of the City of Marshfield? Yes No

If NO, please STOP and return the survey

Percentages below only include respondents who answered “Yes” responses to Question 1.

Issues and Opportunities

2. What qualities do you feel are most important for why you live or own property in Marshfield? (● Mark one for each row)

	Not Important	Slightly Important	Moderately Important	Very Important	Extremely Important
Good schools	5%	3%	13%	42%	37%
Low crime	1%	1%	8%	40%	50%
Small town	11%	13%	34%	29%	12%
Affordable housing	2%	4%	22%	46%	26%
Short commute	8%	10%	30%	31%	21%
Friendly people	2%	4%	27%	44%	23%
Medical services	2%	3%	19%	36%	41%
Character of the community	4%	8%	27%	40%	21%
Downtown	9%	18%	41%	25%	7%
Walkability	8%	13%	30%	34%	15%
Parks and natural areas	5%	10%	33%	33%	18%

3. What is your overall perception of the population growth of Marshfield? (● Mark one)

Stable, not changing	Growing at a desirable pace	Growing too fast or in undesirable ways	Stagnant or declining
37%	36%	4%	22%

4. Please indicate your level of agreement that Marshfield is a safe place to live. (● Mark one)

Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
1%	2%	8%	63%	25%

5. In considering the value of services provided by the City of Marshfield and the level of city taxes, in each of the following questions, which best matches your opinion?

5a. (● Mark one from the choices below)

The tax level is OK given the quality of services provided
60%

The tax level is too high given the quality of services provided
40%

5b. (● Mark one from the choices below)

I would prefer a lower tax level knowing the quality of services would decline
16%

I would prefer the tax level and quality of services remain as they are
70%

I would prefer better services knowing taxes would have to rise
14%

6. What do you believe to be the TWO most important challenges facing Marshfield? (● Mark two only)

12%	Having enough housing options	16%	Having a variety of shopping choices
8%	Improving pedestrian and bicycle access	14%	Public safety (police and fire)
56%	Having opportunities for living-wage jobs	2%	Traffic congestion
6%	Providing adequate park and recreation opportunities	44%	Roads and infrastructure
37%	Keeping tax rates steady	4%	Protecting natural resources

Economic Development

7. In what types of occupations do you feel we need more employment opportunities in the City of Marshfield in the next 10 years? (● Mark all that apply)

	Full Time	Part time		Full Time	Part time
Retail Trade	36%	15%	Health/Medical	58%	8%
Professional, Scientific, and Technical Services	56%	9%	Arts, Entertainment, and Recreation	21%	20%
Food Service	20%	17%	Tourism	16%	20%
Manufacturing	82%	6%	Government	12%	11%
Information Technology	43%	8%	Education	46%	8%

8. From the following list select the top THREE that would encourage you to spend more time in downtown Marshfield (● Mark three only)

52%	More outdoor events	31%	More parking	19%	Less traffic
32%	More outdoor dining	14%	More public art		
29%	Public gathering spaces/places to sit	18%	More trails		
28%	More pedestrian friendly sidewalks/intersections	54%	More restaurants		

9. What is the maximum monthly housing cost that you consider to be affordable for your household? (mortgage or rent only) (● Mark one only)

5%	\$300 or less	23%	\$750 - \$999	3%	\$1,500 - \$1,999
18%	\$300 - \$499	10%	\$1000 - \$1,249	2%	\$2,000 - \$2,499
33%	\$500 - \$749	5%	\$1,250 - \$1,499	2%	\$2,500 or more

Transportation

10. Do you feel there is adequate access to bicycle and pedestrian facilities in Marshfield?

Yes	No	Don't Know
59%	25%	16%

11. Would you support removing parking stalls on some of the City's major thoroughfares to provide a designated bicycle lane?

26%	55%	18%
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Health, Safety and Medical

12. In the following list, which do you think are the THREE most important factors for a "Healthy Community"? (● Mark three only)

33%	Good place to raise children	6%	Parks and recreation	55%	Good jobs and healthy economy
52%	Low crime/safe neighborhoods	10%	Clean environment	12%	Strong family life

37%	Good schools	20%	Affordable housing	10%	Healthy behaviors and lifestyles
32%	Access to health care	3%	Arts and cultural events	1%	Low adult death and disease rates
16%	Religious or spiritual values	5%	A walkable community	7%	Access to healthy food

Natural, Cultural, and Agricultural Resources

	Yes	No	Don't Know
13. Do you consider proximity to open or green space a critical factor in deciding where to live?	48%	40%	13%
14. Do you feel enough is done in Marshfield to promote and preserve its historical/cultural resources?	66%	13%	20%
15. Are you aware of the impact the Emerald Ash Borer may have on the ash trees in Marshfield in the next 20 years?	73%	14%	12%

Utilities and Community Facilities

16. Please rate the quality of the following services in Marshfield. (● Mark one for each row)

	Poor	Fair	Good	Very Good	Excellent	Not Sure
Ambulance, fire, and police services	1%	3%	13%	36%	43%	3%
Library services	2%	3%	19%	37%	31%	8%
Health care services	3%	4%	19%	29%	44%	1%
Snow removal	6%	12%	28%	35%	18%	0%
Street maintenance	21%	30%	28%	16%	4%	0%
Trash and recycling services	1%	5%	29%	40%	25%	1%
Drinking water quality	7%	11%	30%	34%	15%	3%
Electric utility services	2%	6%	30%	41%	21%	1%
Internet communication	6%	13%	34%	27%	11%	9%
Park facilities	1%	5%	27%	43%	24%	1%
Recreational programs	2%	8%	34%	32%	10%	14%
Pre-K – 12 Schools	0%	4%	13%	35%	35%	12%
UW-Wood County and Mid-State Tech College	1%	3%	16%	38%	24%	19%
Senior care services	3%	7%	24%	27%	11%	28%
Senior activities	3%	10%	24%	21%	7%	35%
Youth programs	2%	6%	28%	28%	10%	27%
Animal control	1%	5%	27%	33%	16%	17%

17. In the following list, which do you think are the **THREE** most important priorities for new recreational opportunities in Marshfield? (● Mark three only)

17%	Outdoor ice skating	21%	Splash pad (water playground area with no standing water)	51%	Year round sports complex
63%	Bike/walking trails	3%	Racquetball courts	10%	Baseball fields
5%	Tennis courts	11%	Soccer fields	11%	Single track bike facilities
44%	Outdoor swimming pool	6%	Indoor hockey rink	23%	Downtown park/green space
11%	Outdoor volleyball courts	3%	Pickleball courts	6%	Disc golf

18. Please use the box below for any comments you would like to add about the update to the Marshfield Comprehensive Plan.

See Appendix B

Demographics (for statistical purposes only)

19. What is your gender? (● Mark one)

Male	Female
59%	41%

20. Do you work in the City of Marshfield? (● Mark one)

Employed in Marshfield	Employed elsewhere	Currently unemployed	Retired	Not applicable
48%	10%	2%	36%	3%

21. What is your age? (● Mark one)

18 to 24	25 to 34	35 to 44	45 to 54	55 to 65	65+
1%	10%	9%	19%	25%	35%

22. How long have you lived in Marshfield? (● Mark one)

Less than 1 Yr.	1 to 5 Yrs.	6 to 10 Yrs.	11 to 15 Yrs.	16 to 20 Yrs.	20+ Yrs.
1%	12%	8%	8%	7%	64%

23. Number of individuals currently residing within in your household: (● Mark one)

1	2	3	4	5	6	7+
25%	50%	11%	8%	5%	1%	1%

24. Number of children under age 18 currently residing within in your household: (● Mark one)

0	1	2	3	4	5	6+
79%	9%	7%	3%	2%	0%	0%

25. What is your highest level of education? (● Mark one)

Less than High School	High school graduate	Some College/Tech	Associate Degree/ Tech Certificate	Bachelor's Degree	Grad. or Professional Degree
2%	24%	25%	18%	16%	15%

26. What is your annual household income? (● Mark one)

Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$100,000	\$100,000+
7%	13%	13%	16%	18%	13%	20%

Thanks for completing the survey!