

MARQUETTE TOWNSHIP | DDA SURVEY 2021

DDA Basics

1) How frequently do you visit Marquette Township's DDA?

- Once a week?
- Everyday?
- Once a month?
- Every couple of months?
- Once or twice a year?

2) What do you typically visit Marquette Township's DDA for?

- Restaurants/Bars?
- Retail Shopping?
- Local Events?
- Work in the DDA?
- Live within the DDA?
- Other, please specify.

3) Have you ever had an amazing idea on how to improve Marquette Township's DDA? (*Short answer response*)

Examples of potential short responses could include:

- More pedestrian pathways along roadways
- More outdoor seating areas and greenspace
- More retail shops
- More seasonal events and festivals
- Constructing public restrooms
- More public art displays and murals
- Expanded business diversity

Goals and Priorities

4) Please rank the following goals from what you think is the most important, to what you think is the least important:

- A. **Building Community:** Foster community-wide efforts that promote the Marquette Township DDA as a regional hub for significant community events and cultural institutions.
- B. **Building Places:** Utilize DDA resources to plan, design, and to construct innovative places in the Marquette Township DDA that beautify, complement, enhance, and preserve our architectural integrity.

- C. **Building Business:** Encourage the highest and best use of property and tenant spaces in the Marquette Township DDA through coordinated development processes, business assistance programs, and strategic acquisition and redevelopment partnerships.
- D. **Building Organization:** Work with public, private, and non-profit organizations that do business in and around the Marquette Township DDA to assess capacity needs and partner to ensure sustainable growth.

5) What do you think needs to be preserved in the Marquette Township DDA? Please check your top 3 elements to be preserved. *(Short answer response).*

Examples of potential short responses could include:

- A. Shopping and dining opportunities
- B. Aesthetics, greenspace and quality building character
- C. Walkability

6) What do you think needs to be improved in the Marquette Township DDA today?

- A. **Economic Development** (examples: job opportunities, retail diversity, more businesses, etc.)
- B. **Transportation Improvements** (examples: traffic calming, pedestrian connectivity, public transportation opportunities, crosswalks, pedestrian crossing signals, sidewalks, etc.)
- C. **Recreation Improvements** (examples: parks, playground facilities, trails, open space, etc.)
- D. **Physical Improvements** (examples: building facade updates, more plants and flowers, streetscape amenities such as benches and lighting)
- E. **Housing Improvements** (examples: additional apartments or home rental opportunities, attainable housing options, etc.)
- F. **Place-making Improvements** (examples: public art, such as murals and/or sculptures, wayfinding signage, etc.)

7) What do you think needs to be created in the Marquette Township DDA today? *(Short answer response)*

Examples of potential short responses could include:

- A. Outdoor seating and dining opportunities
- B. Entertainment opportunities
- C. Community events and programs

Business Owners

8) If you are a business/property owner, what would be most helpful?

Examples of potential short responses could include:

- A. Special events/activities
- B. Downtown beautification

- C. Marketing of the downtown/community region

Future Projects

Please rank the following projects from most important to least important (“A” being the most important).

- A. Public restrooms
- B. Event or gathering space
- C. More retail and business development
- D. Beautification/Aesthetic improvements
- E. Pedestrian safety improvements
- F. Wayfinding and directional signage
- G. Other (*please list*)

Respondent Characteristics

What is your age?

- Under 18 years old
- 18 – 24 years old
- 25 – 34 years old
- 35 – 44 years old
- 45 – 54 years old
- 55 – 64 years old
- 65 – 74 years old
- 75+ years old