



# Marysville 2050 Survey

**Let your voice be heard!** Please take a short survey on community priorities to help shape policies for the future of Marysville!

The City of Marysville (“City”) is currently planning how and where the City will grow, invest, improve safety, expand transportation options, and conserve natural resources for the future. Efforts are currently underway to update the City’s General Plan and to prepare a Specific Plan. The General Plan is the City’s “constitution” – it guides the vision of the City for land use, economic development, and transportation policies over the next 25 years. The Specific Plan will provide more detailed guidance for the Downtown area. These two planning policy documents will shape the City through 2050! There will be numerous opportunities to participate in this planning process over the next year.

Please take a short survey, which should take 10-15 minutes, on community priorities to help shape policies for the future of Marysville! Once you have completed the survey, you may submit it by 1) mailing it, or 2) dropping it off at the City located at: **Marysville 2050, c/o Community Development Department 526 C Street, Marysville, CA 95901.**

## 1. Which best describes you? Please select all that apply.

- I live in Marysville.
- I work in Marysville.
- I own a business or lead an organization based in Marysville.
- Other (Please specify.) \_\_\_\_\_

## 2. What do you love most about Marysville? Rank the following with one (1) being your favorite reason.

- \_\_\_\_\_ Small-town charm (great people, connection, walkability)
- \_\_\_\_\_ Its history and architecture
- \_\_\_\_\_ Natural beauty (Ellis Lake, parks, rivers)
- \_\_\_\_\_ Outdoor and recreational activities (fishing, paddle-boarding, baseball)

### 3. Where should Marysville focus growth in the short-term (5-10 years)?

Please select one.

- Focused in and around Downtown
- Reinvestment throughout West Marysville (generally, everywhere west of Ramirez Street)
- Moderate investment in the existing City and expand City boundaries for additional growth
- Other (Please specify.) \_\_\_\_\_

### 4. What are Marysville's most important community assets? Rank the following with one (1) being the most valuable community asset.

- |  |   |
|--|---|
| <input type="checkbox"/> Ellis Lake and neighborhood parks                                     | <input type="checkbox"/> Levees to be used for recreation |
| <input type="checkbox"/> Riverfront Park   | <input type="checkbox"/> Marysville Raceway               |
| <input type="checkbox"/> Major employment centers  | <input type="checkbox"/> Historic areas and buildings     |
| <input type="checkbox"/> Vacant and underutilized Downtown locations available for development | <input type="checkbox"/> Sport programs for children      |

### 5. What do we need more of in Marysville? Rank the following with one (1) being what we need most.

- |  |  |
|--|--|
| <input type="checkbox"/> Engaging activity and nightlife in Downtown | <input type="checkbox"/> Hotels or other lodging                           |
| <input type="checkbox"/> Attractive destinations and events          | <input type="checkbox"/> Recreational facilities and programs for all ages |
| <input type="checkbox"/> Housing for residents and workforce         | <input type="checkbox"/> Community center and/or Senior center             |
| <input type="checkbox"/> Convenience amenities                       |  |

### 6. Where should the City focus investment? Rank the following with one (1) being your top preference.

- |   |  |
|---|--|
| <input type="checkbox"/> Ellis Lake                   | <input type="checkbox"/> Public transportation                 |
| <input type="checkbox"/> Historic areas and buildings | <input type="checkbox"/> Hotels                                |
| <input type="checkbox"/> Streetscapes                 | <input type="checkbox"/> Attractions and entertainment options |
| <input type="checkbox"/> Infrastructure               | <input type="checkbox"/> Electric vehicle charges              |
| <input type="checkbox"/> Traffic control/Circulation  |  |

## 7. What do we need to do to make Marysville a better community in the future?

Please select all that apply.

- Create more opportunities for housing at all income ranges
- Improve jobs, employment centers, and economic opportunities
- Emphasize diversity and inclusion in community building and public safety
- Enhance the community's character through diverse infill development opportunities
- Improve the quality of life through youth engagement, attractive destinations, and public amenities
- Improve connectivity through walkable and bikeable streets, traffic calming, and convenient transit options
- Emphasize the city's image and identity through historic preservation, property maintenance, and development of vacant properties
- Improve parks and expand recreational programming
- Other (Please specify.) \_\_\_\_\_

## 8. What are Marysville's biggest challenges today? Rank the following with one (1) being the biggest challenge.

- |   |   |
|---|---|
| <input type="checkbox"/> Property owners not investing in, or making the best use of land and buildings | <input type="checkbox"/> Lack of identity/prestige/image                  |
| <input type="checkbox"/> Homelessness   | <input type="checkbox"/> Old infrastructure (streets, parks, sewer, etc.) |
| <input type="checkbox"/> Unattractive appearances in town (trash, poor landscape maintenance)           | <input type="checkbox"/> Lack of economic and population growth           |
| <input type="checkbox"/> Physical constraints to growth   | <input type="checkbox"/> Traffic and congestion during peak-period use    |

## 9. What are the challenges or obstacles to creating a better Marysville and maximizing our opportunities? Please select all that apply.

- Growing regional competition for workforce, talent, and small business opportunities
- Disinvestment in vacant lands and underutilized areas
- Traffic congestion during peak periods and the lack of safe and convenient bicycling and walking options to reach daily destinations
- The current image and perception of Marysville as a place to live and work
- Other (Please specify.) \_\_\_\_\_

**10. What kind of impact would each of the following types of development have on Marysville? Please fill in one impact category per development type below.**

|   | Very negative impact  | Negative impact       | Neither negative or positive impact | Positive impact       | Very positive impact  |
|---|-----------------------|-----------------------|-------------------------------------|-----------------------|-----------------------|
| Retail stores                                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>               | <input type="radio"/> | <input type="radio"/> |
| Personal services (salon, bank, law firm, etc.) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>               | <input type="radio"/> | <input type="radio"/> |
| Gas stations                                    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>               | <input type="radio"/> | <input type="radio"/> |
| Restaurants                                     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>               | <input type="radio"/> | <input type="radio"/> |
| Hotels  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>               | <input type="radio"/> | <input type="radio"/> |
| Entertainment, cultural events, and venues      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>               | <input type="radio"/> | <input type="radio"/> |
| Strip commercial center                         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>               | <input type="radio"/> | <input type="radio"/> |
| Mixed-use (may include residential)             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>               | <input type="radio"/> | <input type="radio"/> |
| Warehousing                                     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>               | <input type="radio"/> | <input type="radio"/> |
| Manufacturing and assembly                      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>               | <input type="radio"/> | <input type="radio"/> |

**11. Are you able to safely and comfortably walk to a park, school, or commercial area? Select all that apply.**

Park

Commercial area

School

None

**12. What are barriers to convenient and safe biking and walking to reach destinations? Please select all that apply.**

Safety features

Dangerous drivers, such as locations where there are higher speeds or where sightlines are interrupted

Not enough walk paths or biking paths

Tree cover and shade for pedestrian comfort and cooling

Dangerous drivers

**13. What is the most pressing transportation need in Marysville? Rank the following with one (1) being the most pressing issue.**

— Improve conditions of roadways

— Improve bicycle and pedestrian access and safety

— Build and/or repair sidewalks

— Expand public transit options

— Address congestion

14. When considering Marysville’s existing transportation system, identify if each of the following is a strength or weakness for the community today. Please fill in one selection of strength or weakness per category below.

|   | Great weakness        | Weakness              | Strength              | Great Strength        |
|---|-----------------------|-----------------------|-----------------------|-----------------------|
| Ability of major roadways to handle traffic during peak commute times | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Condition of roadways   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Traffic flow and congestion   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Access to interstates and highways                                    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Sidewalks   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Pedestrian and bicycle facilities                                     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Greenways and trails  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Transit options   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Access to regional transportation                                     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Walkability   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

15. When considering Marysville’s existing parks and recreation, identify if each of the following is a strength or weakness for the community today. Please fill in one selection of strength or weakness per category below.

|   | Great weakness        | Weakness              | Strength              | Great strength        |
|---|-----------------------|-----------------------|-----------------------|-----------------------|
| Neighborhood parks  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Community parks   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Playgrounds   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Sports fields and courts  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Open space and natural areas                                    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Proximity and access to local parks and recreational facilities | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Proximity and access to regional open spaces                    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Urban tree canopy   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

The vision for the Downtown Specific Plan is to provide more housing at all income levels, create more walkable and bikeable streets, and create a safer, more vibrant Downtown Marysville.

16. What do you like most about the City’s Downtown currently?

---



---



---

17. What would you like to see improved for the City’s Downtown?

---



---



---

18. What uses would you like to see more of in the Downtown area? Select all that apply.

- Additional housing that would then support more shopping, restaurants, entertainment, etc.
- Professional offices and live/work developments
- Hotels and other lodging
- Entertainment and cultural offerings
- Retail and dining
- Other (Please specify.) \_\_\_\_\_

19. Which of the following priorities are the most important for the Downtown Area? Rank the following with one (1) being the top priority.

- Cost and availability of housing
- Physical safety and security
- Overall appearance
- Tourism and entertainment
- Historic preservation
- Permanent opportunities for retail and dining (i.e., storefronts, free-standing stores)
- Opportunities for arts and culture
- Temporary opportunities for retail and dining (i.e., pop-ups, food trucks, etc.)

20. Please provide your contact information if you would like to receive future updates about the Marysville General Plan Update and Specific Plan.

First name \_\_\_\_\_ Last name \_\_\_\_\_

Email \_\_\_\_\_