



Residents enjoy walking in the Hampton Cemetery because of the many mature trees.



Downtown Hampton is characterized by brick buildings and a unified lighting palette.



The Frankin County Courthouse is a well-known landmark of Hampton.



Band Shell Park is the site of many outdoor community events.



The fairgrounds celebrates the town's history and brings visitors to Hampton in the summer.



The Rolling Prairie Trail provides a restorative place to exercise and spend time outdoors.

What Factors Affect Transportation in Hampton?

Transportation is integral to small-town life and a vibrant economy. In the context of the Community Visioning Program, we recognize walking, biking, and driving as quintessential modes of travel to various destinations important to residents and visitors. Access to these destinations is crucial for many everyday activities—getting to work and school, participating in community events, and providing for basic needs such as food, health care, and healthy activity.

In this participatory assessment, we want to find out which factors and conditions affect transportation use in Hampton, where these factors and conditions are most prevalent, and how they influence route and transportation choices locally. Because residents have the best knowledge of how Hampton's transportation system works, we use focused, small-group conversations, mapping, and photos of the best and worst places taken by residents to understand local transportation.

Different Users = Different Needs

To capture insights about transportation from a variety of perspectives, we invited Hampton residents with different transportation needs to participate in focus groups. A total of 49 residents attended Hampton's workshop. Participants were separated into five user groups and the Hampton steering committee.



Actives (7 participants): This user group represents those in the community who engage in outdoor recreation, including cycling, walking, running, swimming, skiing, etc. The availability of multiple venues for outdoor recreation matters to this group.



Seniors and Mobility Impaired (5 participants): Accessibility—both in terms of physical access and proximity—is a major concern for this user group. Handicapped parking, curb ramps, and smooth surfaces are critical transportation features. Because some people in this user group do not or are unable to drive, having goods and services within walking distance is important.



Youth (7 participants): This group uses primarily non-motorized modes of transportation, so pedestrian- and bike-friendly streets and sidewalks are important. These users value the ability to get to popular destinations on foot or via bicycle. Having goods and services within walking distance is important.



Parents (4 participants): Safety of their children is a primary concern of this user group. Access to safe and easy routes to school activities is another significant factor to this group. Parents of young children desire smooth, wide surfaces for strollers.



Hispanic Adults (10 participants): More than 20% of Hampton's population is Hispanic, making this group a significant demographic. This group tends to consist of working-age parents; as a result, their needs are similar to those of Anglo parents. However, some do not drive and need to find rides to work and other locations. This group walks to some destination to which other users would typically drive.



Hispanic Youth (8 participants): Like the Anglo youth, Hispanic youth use primarily non-motorized modes of transportation, so pedestrian- and bike-friendly streets and sidewalks are important. This group spends a lot of time at school playgrounds, so having functional, up-to-date equipment matters to them.



Steering Committee (8 participants): The common denominator for this user group is that their observations are influenced by special knowledge of the transportation system acquired during the Community Visioning assessment process. As a result, this group is more representative of decision makers.

Hampton Transportation Assets and Barriers | Overview