

Community: Hampton
Minutes by Trees Forever Field Coordinator: Jeff Jensen
Date and Time: February 20th 2016
Meeting Length: 7 hrs
Location: United Methodist Church
Meeting Number and Title: TAB Focus Groups

Number of committee members in attendance: 10

Names of committee members in attendance: Paul Flint, Kristina Raisch, Kennedy Reynolds, Riley Flint, Valeria Gonzalez, Dyanne Pralle, Newton Grotzinger, Donnis Borchering, Crystal Cross, Susan Wulf, and Jeff Jensen (Trees Forever)

Meeting Summary:

The transportation assets and barriers workshop was held at the United Methodist Church in Hampton. There was good representation from all the groups. The schedule along with the number participating in each group is below.

Seniors/Mobility impaired (6)	9:00 – 11:00
Parents (7)	10:00 – 12:00
Children/students (5)	10:00 – 12:00
Rec. Users (6)	11:00 – 1:00
Steering Committee (6)	12:00 – 2:00

The presentation at 3:00 was attended by the steering committee and several of the participants of the focus groups. ISU interns showed those in attendance how to find the website <http://www.communityvisioning.org>, on the home page click on the link for TAB workshops, then select Hampton from the drop down box, then select *focus group* from the drop down box of workshops. Photos can be sorted by focus group, type (green = asset & red = barrier), and gender to see different collections of photos. An individual photo and its associated descriptors can be seen by clicking on a red or green point on the map. Photos can be enlarged by clicking on them in the lower right side of the screen. We led the group through several screens on the map to showcase how the mapping tool can be used and manipulated.

A few of the key themes that emerged through the focus groups include:

- Pedestrian Mobility – Hampton has a formal trail and several informal trail routes that children and adults use to move throughout the community. Like many small communities, sidewalks and their condition is a hot topic in town.
- Fairgrounds – The Franklin County Fairgrounds hosts many events, none larger than the Franklin County Fair, one of the largest county fairs in the state.
- Parks and recreational – Hampton has some wonderful parks and recreational opportunities. The aquatic center, East Park, and Harriman Park were all areas that were highlighted by the community as destination spots.
- Downtown – Hampton Downtown is active and busy with several businesses in town bringing in traffic.

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The steering committee also met over lunch and discussed the next meeting, bio-regional mapping scheduled for March 7th at the ISU Extension Building. Hampton has a large and well represented Latino community. To solicit feedback from this demographic, an additional focus group was conducted at the La Luz Hispana on March 9th & 10th.

Attendees: Sandra Oberbroeckling (ISU), Scott Timm (ISU), Jon Wolseth (ISU), Samuel Merced-Matos (ISU graduate student), Sam Thompson (ISU design intern), Sister Carmen Hernandez (La Luz Hispana) and Sister Maura McCarthy (La Luz Hispana)

Upon consulting with Sister Carmen, we determined that conducting focus groups in conjunction with other scheduled activities would be the most effective way to engage with the Hispanic population in Hampton. We conducted three groups over two days and had 18 participants (8 youth and 10 adults). The sessions were audio recorded.

Children's Focus Group

We conducted a youth focus group of eight children in conjunction with the children's choir practice at 3:00 pm on Wednesday afternoon. Scott Timm facilitated the discussion while I made notations on the map and Sam Thompson took notes. This session was conducted in English because all of the children speak it.

Adult Focus Group

Four adults participated in a focus group in conjunction with their English class. Jon Wolseth with assistance from Scott Timm facilitated the discussion in Spanish. Jon and Scott translated for me while I made notations on the map in English. Samuel Merced-Matos took notes.

Parents Focus Group

The final focus group consisted of six women, following their sewing class. Jon facilitated in Spanish and translated for me while I made notations on the map in English. Scott Timm took notes.

Observations

There are many similarities between the issues raised by the Anglo participants and those raised by the Hispanic participants. For instance, both populations see the trail as a valuable asset, and both populations had suggestions for improving it. Condition and lack of sidewalks was an issue for both groups. However, the Hispanic participants noted walkability issues such as lack of shade more often than the Anglo groups. Many Hispanics don't drive because they don't have a license. Two important issues that emerged from the Hispanic population were difficulty getting to and from work outside of Hampton and the lack of communication between the Anglo and Hispanic populations.

In light of this information, I obtained contact information for the publisher of *Viva! Iowa*, the local Spanish-language newspaper, to ensure that the Hispanic population knows when the design workshop is scheduled. I also suggest that an interpreter be made available on the day of the design workshop to accommodate anyone who does not speak English. At the Hampton English-language workshop, Susan Wulf mentioned that she knows someone.

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Contact Information:

La Luz Hispana

Sister Carmen Hernandez – 641-812-1090, 515-227-2554 (cell), laluz@mediacombb.net

Viva! Iowa

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Next meetings

- Monday, March 7th, Franklin County Extension Building starting at 7:30 p.m.

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