

Why Do A Survey?

The survey provides the visioning steering committee with objective, representative information for the goal-setting phase of community visioning. The quantitative data collected from survey responses complements the qualitative information gathered from the focus groups at the transportation assets and barriers workshop.

The modes of transportation that residents use and the routes they take suggest suitable types of transportation enhancements in these areas. Having a sense for people's willingness to help either financially or with their time is important because many transportation enhancements are funded from multiple sources, including grants, private donations, in-kind contributions, and volunteers. Understanding what types of improvements are important to residents gives the committee insight into how to prioritize projects.

How Is It Done?

With assistance from Iowa State University's Survey Research Services staff in the Center for Survey Statistics and Methodology (CSSM-SRS), ISU visioning program staff conducted a survey to better understand the transportation patterns, behaviors, needs, and desires of Keokuk residents. Surveys were mailed to 900 randomly selected residents living in Keokuk and the surrounding area. To increase the response rate, the study was publicized through the local media and follow-up packets were mailed to nonrespondents. With adjustments for ineligible respondents (e.g., incorrect addresses, no longer living in the community), the final sample size was 842. A total of 199 people returned surveys, for a response rate of 23.6%. (A response rate of 20% is considered valid.)

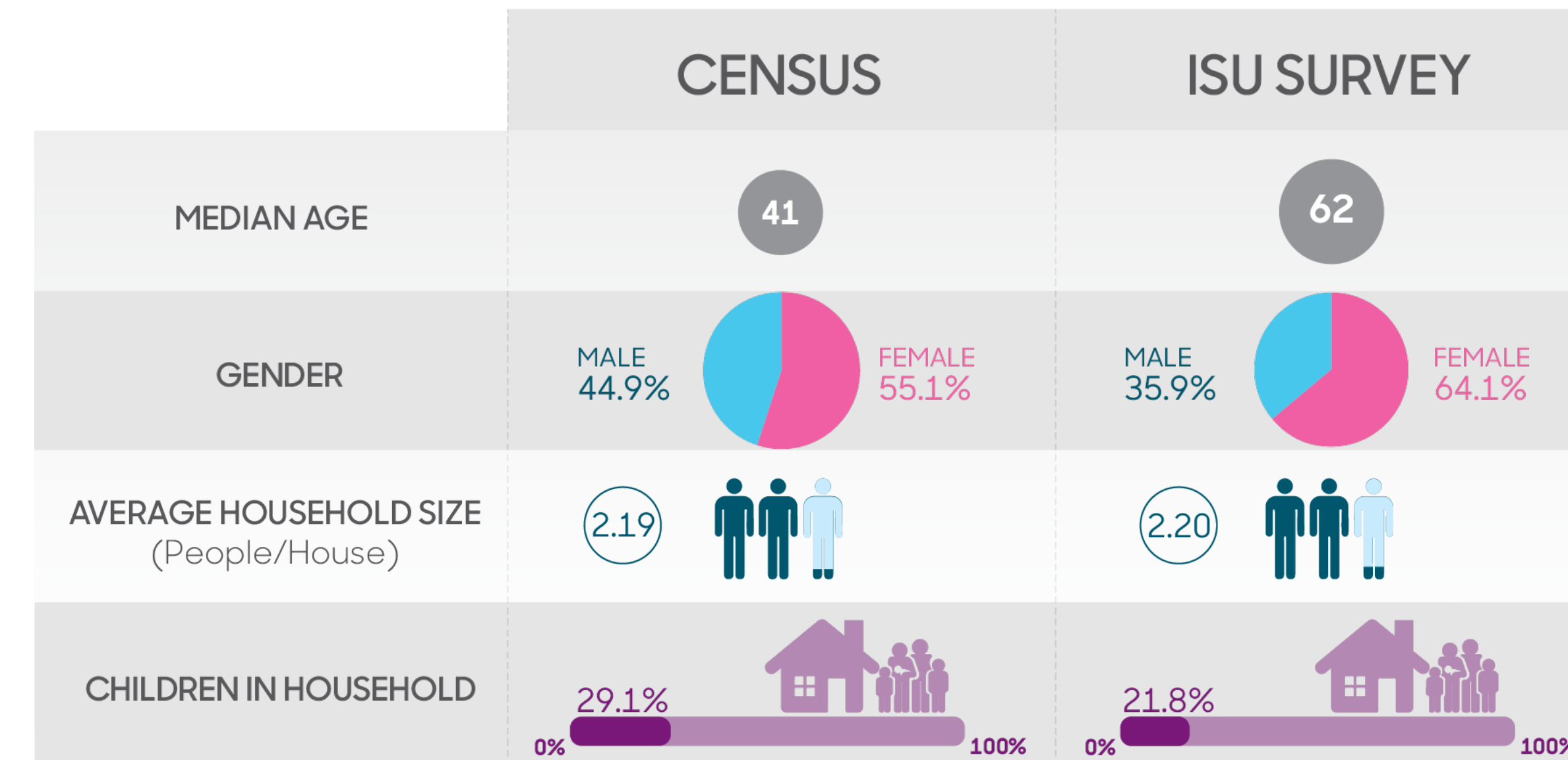
What Did We Find Out?

We asked survey recipients what routes they use most often for going to work, walking, and biking. In addition, we asked what qualities and features are important to trail users. We also discovered what residents think is most important in terms of transportation enhancements that address issues such as accessibility, mobility, and safety. Finally, we learned whether or not residents are willing to contribute their time or their financial resources to making enhancements to Keokuk. This series of boards summarizes the results of the survey as follows:

- Willingness to Help
- Enhancement Priorities
- Commuting Routes
- Walking Routes
- Biking Routes
- Desired Trail Features

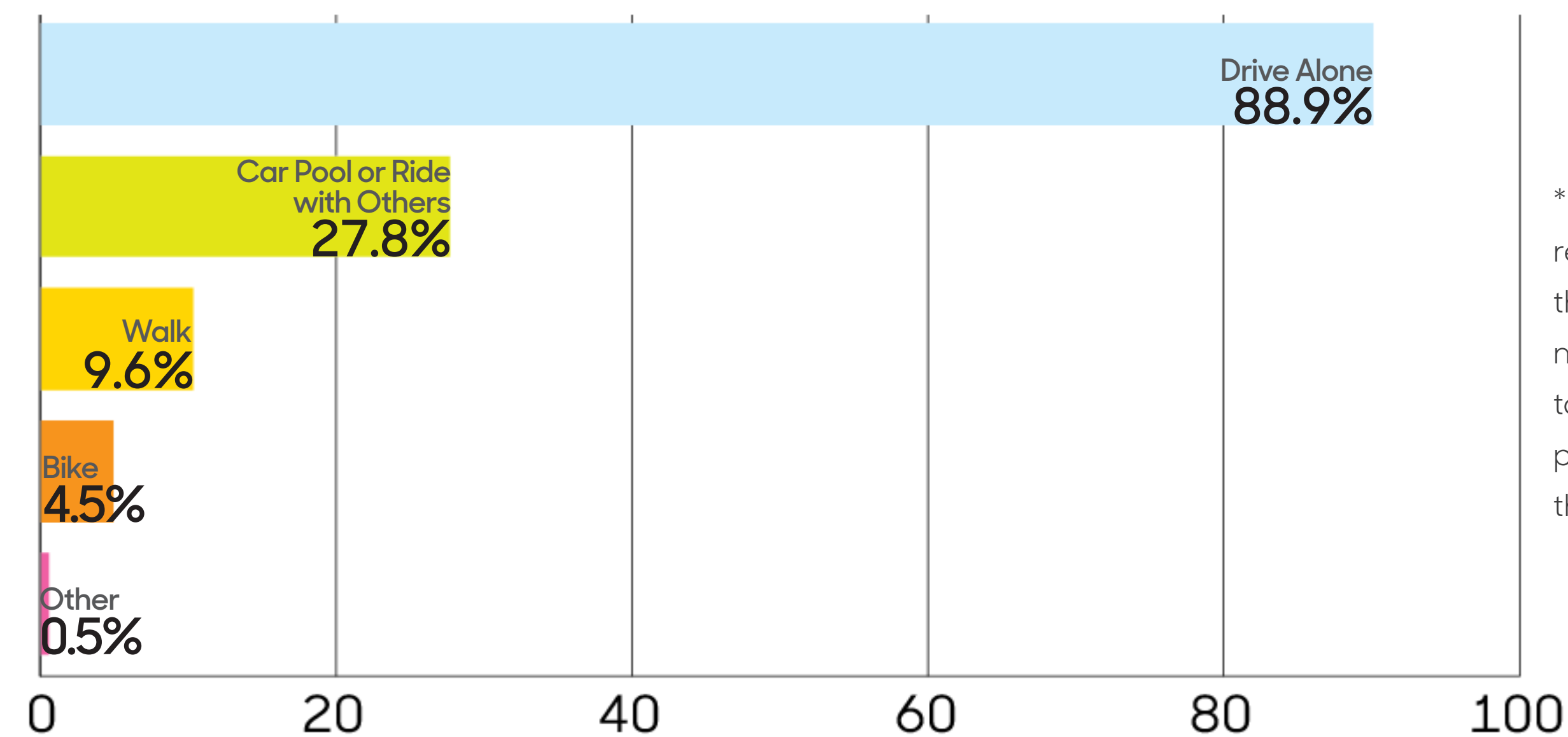
How Did We Do?

The demographics of the respondents are somewhat different from those obtained from the 2022 American Community Survey (ACS). For example, the survey respondents median age of 62 is significantly older than the ACS estimated average age for Keokuk residents of 41. In terms of gender, the ratio of males to females among respondents is quite different from that of 2022 ACS estimates, with males underrepresented and females overrepresented by 9 percentage points. Average household size among survey respondents is close to that of the 2022 ACS estimate, and the percentage of households with children among survey responses is somewhat lower.



How Do Keokuk Residents Travel?

Most survey respondents drive to important destinations such as the convenience store, the post office, school, and church (88.9%). More than 27% car pool or ride with someone else. Some people indicated that they walk (9.6%) and/or bike (4.5%), but the primary mode of transportation in Keokuk is by vehicle.



*Please note that some respondents indicated that they use more than one mode of transportation to get to work; therefore, percentages add up to more than 100%.

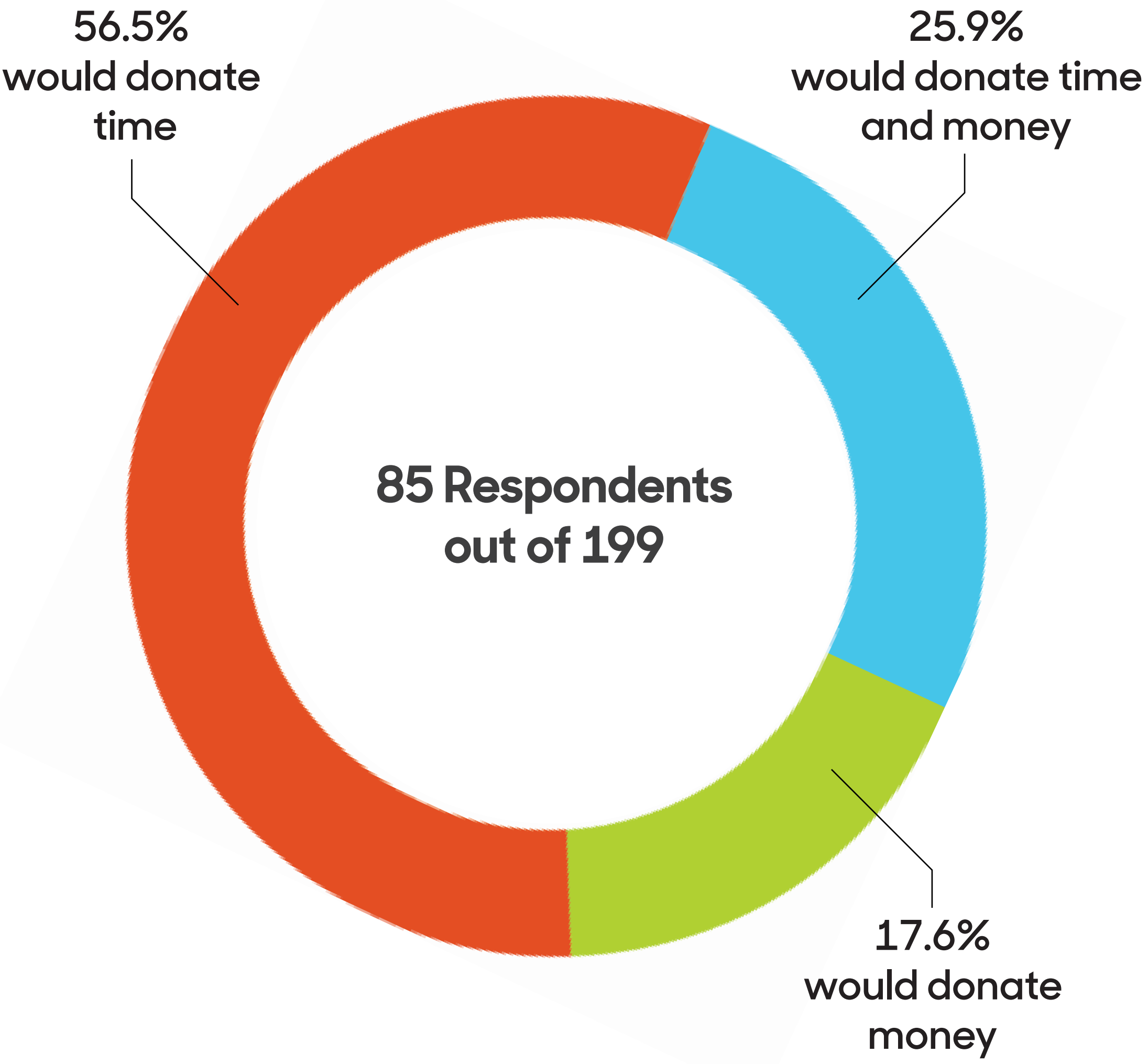
Transportation Behavior and Needs Survey

Julia Badenhope, Sandra Oberbroeckling, Britney Markhardt, Chad Hunter

Iowa State University | Trees Forever | Iowa Department of Transportation

ARE PEOPLE WILLING TO HELP?

More than 42% said YES!



Willingness to implement change
 Most survey participants who answered "Yes" to this question are willing to contribute their time to community improvements (56.5%), while 25.9% would help financially and contribute their time. More than 17% of respondents indicated that they would be willing to contribute financially.

Compared to other small towns in Iowa, Keokuk residents are somewhat less willing to become involved in improving their community. In 2014, on average, 43% of residents in small, rural towns volunteered to help with a community project.¹ The percentage of Keokuk residents willing to be involved is 1% lower than this average.

¹ Sigma: A Profile of Iowa Small Towns 1994 to 2014 (Ames, IA: Iowa State University College of Agriculture and Life Sciences, 2015).

WHAT DID PEOPLE SAY?

Survey Participants Said...



"[Keokuk needs] more trails, more physical activity, better health, and community engagement."



"Keokuk can only be as great as the people living in it. Maybe we can start by having some good-looking streets. Cheerful people don't drive on streets like this. Maybe better streets will also make better people!"



"There needs to be more transportation for low-income families that have children but don't drive or have busing."

HOW DO YOU GET PEOPLE TO HELP?

Ask, Show, and Advertise Opportunities

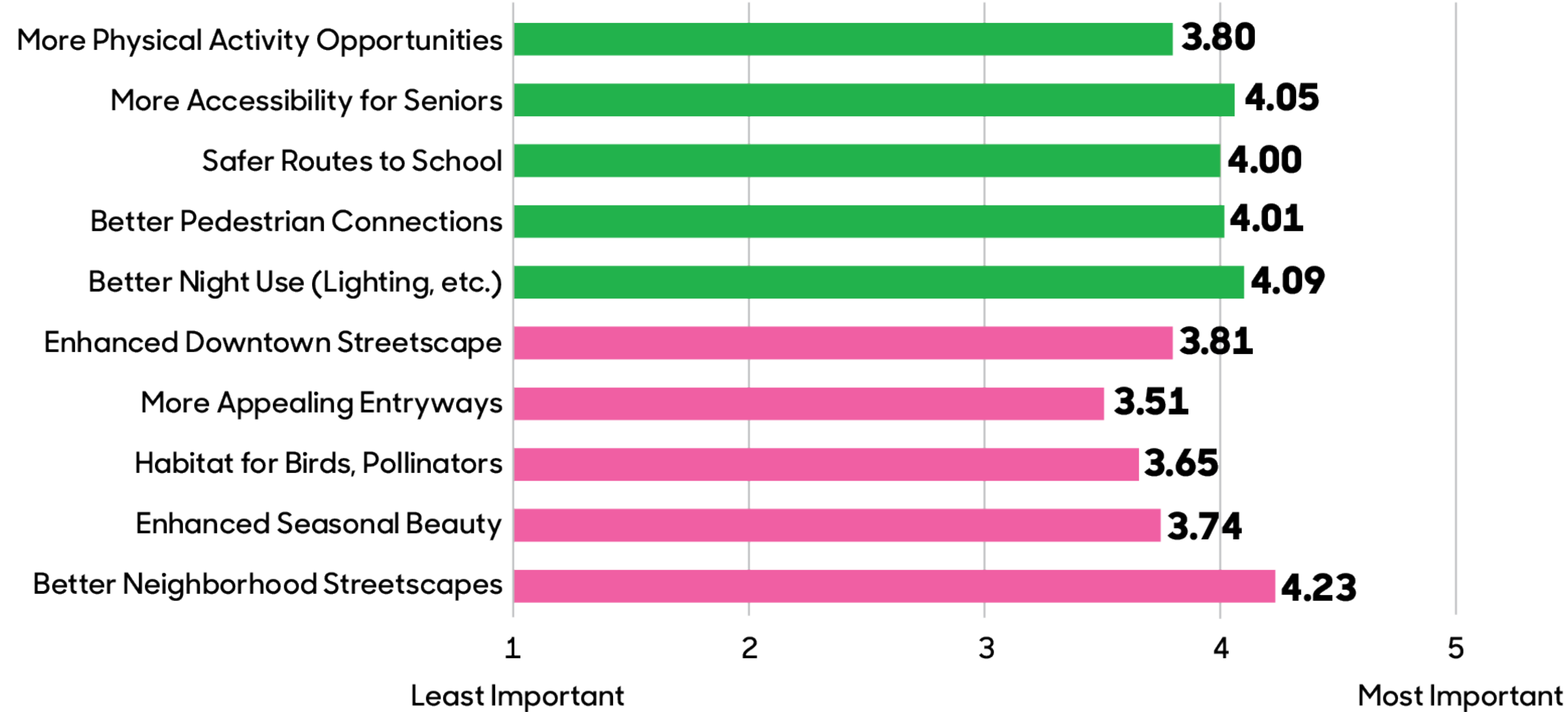
In 2014, the most common reason residents in small-town Iowa said they didn't become involved in community projects is that no one asked them (34%). Twenty-eight percent on average said that they don't have time, which is significantly lower than the 2004 average of 59%. Sixteen percent indicated that they didn't know how to become involved, and 7% said that no community project needed volunteers.¹ These results indicate that the best ways to get people involved in community projects is to simply ask, along with advertising opportunities through traditional and social media outlets.

² Sigma: A Profile of Iowa Small Towns 1994 to 2014 (Ames, IA: Iowa State University College of Agriculture and Life Sciences, 2015).

WHAT TYPES OF ENHANCEMENTS ARE IMPORTANT?

Mobility, Safety, and Health!

Transportation Enhancement Issues
■ Pedestrian Mobility, Safety, and Health
■ Quality of the Built Environment



Importance of transportation enhancement by type (164 responses)

On a scale of 1 to 5, with 5 being the most important, participants in Keokuk ranked improving neighborhood streetscapes as most important, with a mean value of 4.23. Transportation enhancements that address the quality of the built environment were less of a priority compared to enhancements that affect pedestrian mobility, health, and safety. Improving night use was ranked highest in that category, with a mean value of 4.09, followed by providing more accessibility for seniors (4.05), creating better pedestrian connections (4.01), and establishing safe routes to school (4.00). In terms of the built environment, survey respondents consider Improving the downtown streetscape (3.81) and enhancing seasonal beauty (3.74) as significant. These findings are consistent with the views expressed by focus group participants during the Transportation Assets and Barriers workshop held in March 2024.

WHAT DID THEY SAY?

Survey Participants Said...



"...I have to do a lot of walking as I don't drive. The sidewalks in this town are in terrible shape and some nonexistent. [I feel] very [unsafe] walking, especially at night."

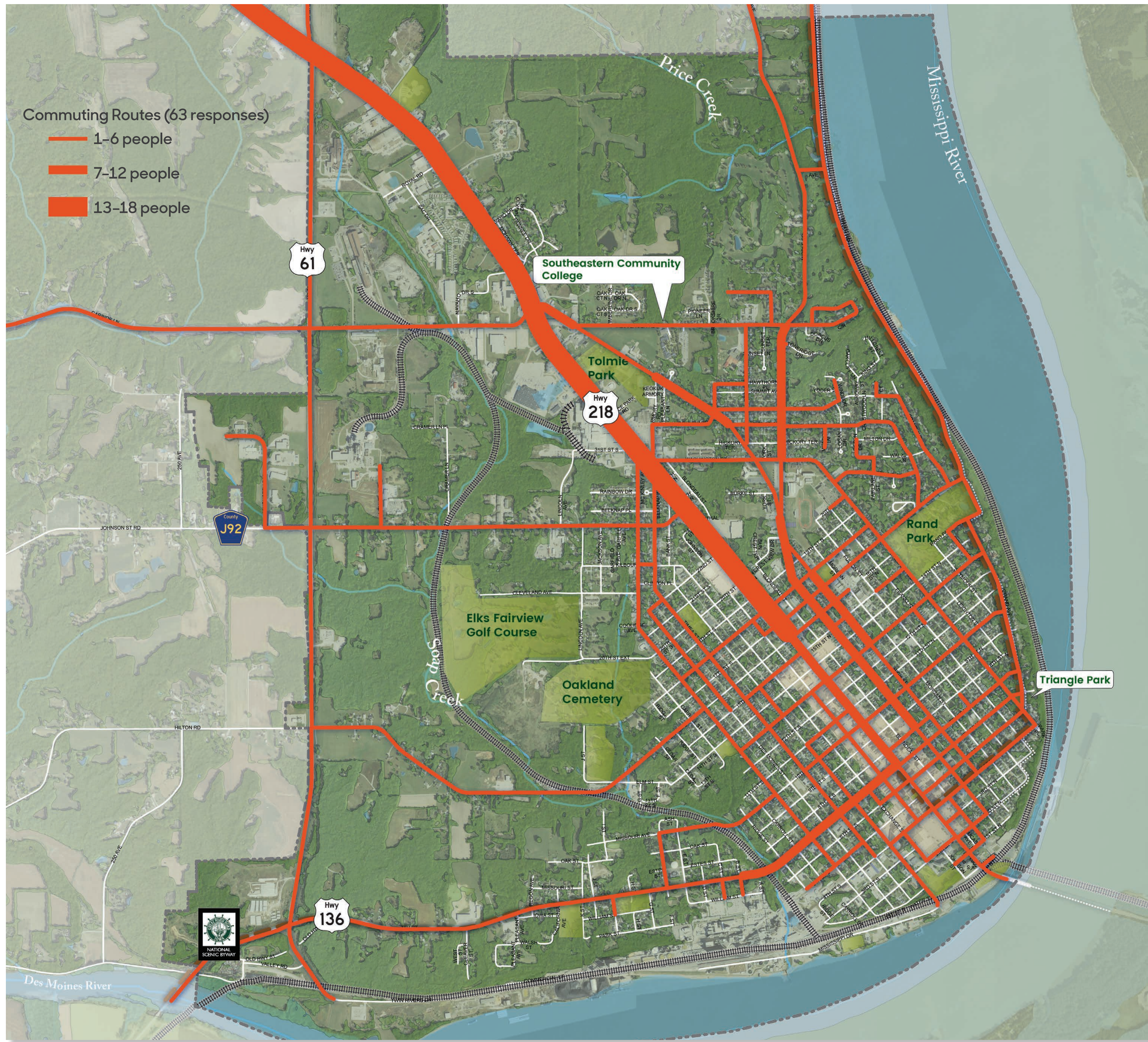
"Keokuk is in desperate need of updated roads and sidewalks. I also feel adding natural plants/flowers will give our town something special along sidewalks or other public areas."



"A sidewalk on both sides of the road on Main Street from downtown all the way out of town would improve walkability for our pedestrians."

"Sidewalks around the schools stop fairly quickly and do not continue. Roads tend to become very busy during arrival and dismissal times. We could use sidewalks on busier streets (Plank, Middle Rd, Main Street)."





Map Source: Iowa Department of Natural Resources, "Natural Resources Geographic Information Systems Library," <http://www.igsb.uiowa.edu/nrgislib/>.

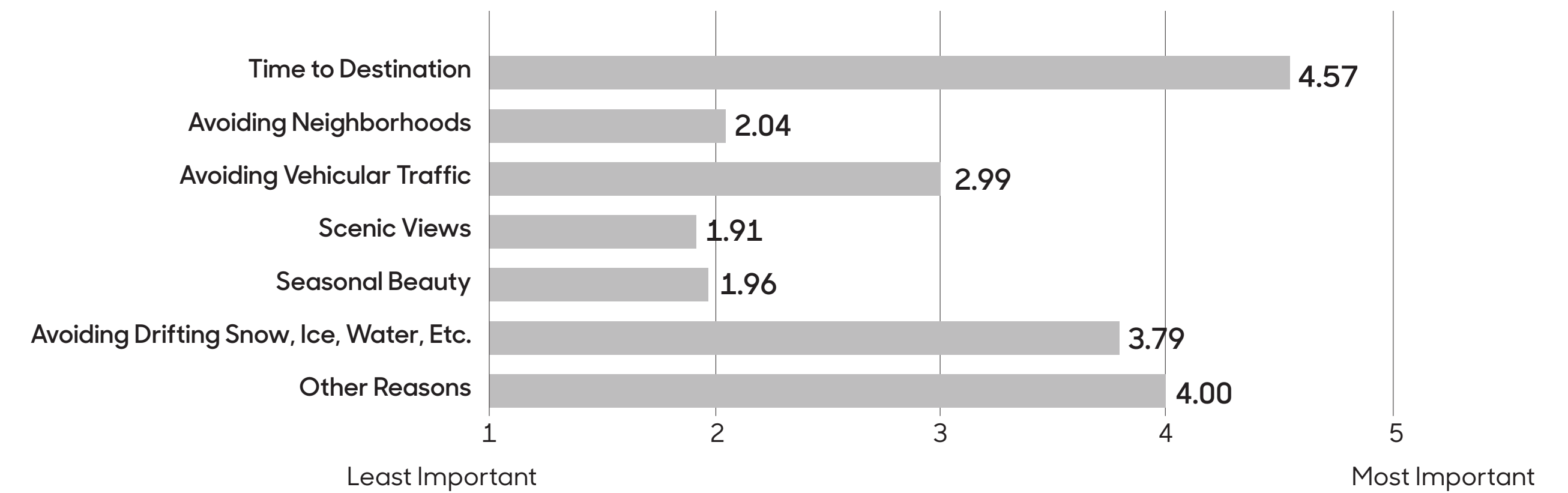
How They Get There

This map shows the commuting routes identified by 63 survey respondents. The frequency that the routes are used is depicted by their width, with the routes used most often being the thickest. The primary commuting corridor into and out of Keokuk is Highway 218. Some commuters take Carbine Lane or County Road J92 on the west side of town, while others use the Great River Road. The most heavily used roads in town are Main Street, Concert Street, High Street, 7th Street west of Main Street, Plank Road, and Middle Road between Messenger Road and Washington Street.

The circulation patterns that emerge when routes for biking, walking, and commuting are overlaid suggest suitable types of transportation enhancements. For example, where pedestrian and vehicular traffic intersect, such improvements could include creating better visibility, defining crossing points, or improving signage.

Why They Go That Way

On a scale of 1 to 5, with 5 being the most important, survey participants ranked the characteristics and features that factored into their choice of commuting route. Among Keokuk participants, time to destination is the most important factor in determining commuting routes, with a mean value of 4.57. Other reasons, such as avoiding stoplights and roads that are in bad condition, were also significant factors (4.00), followed by avoiding weather-related issues (3.79) and avoiding vehicular traffic (2.99). Scenic views, seasonal beauty, and avoiding neighborhoods are not critical factors in determining commuting routes.



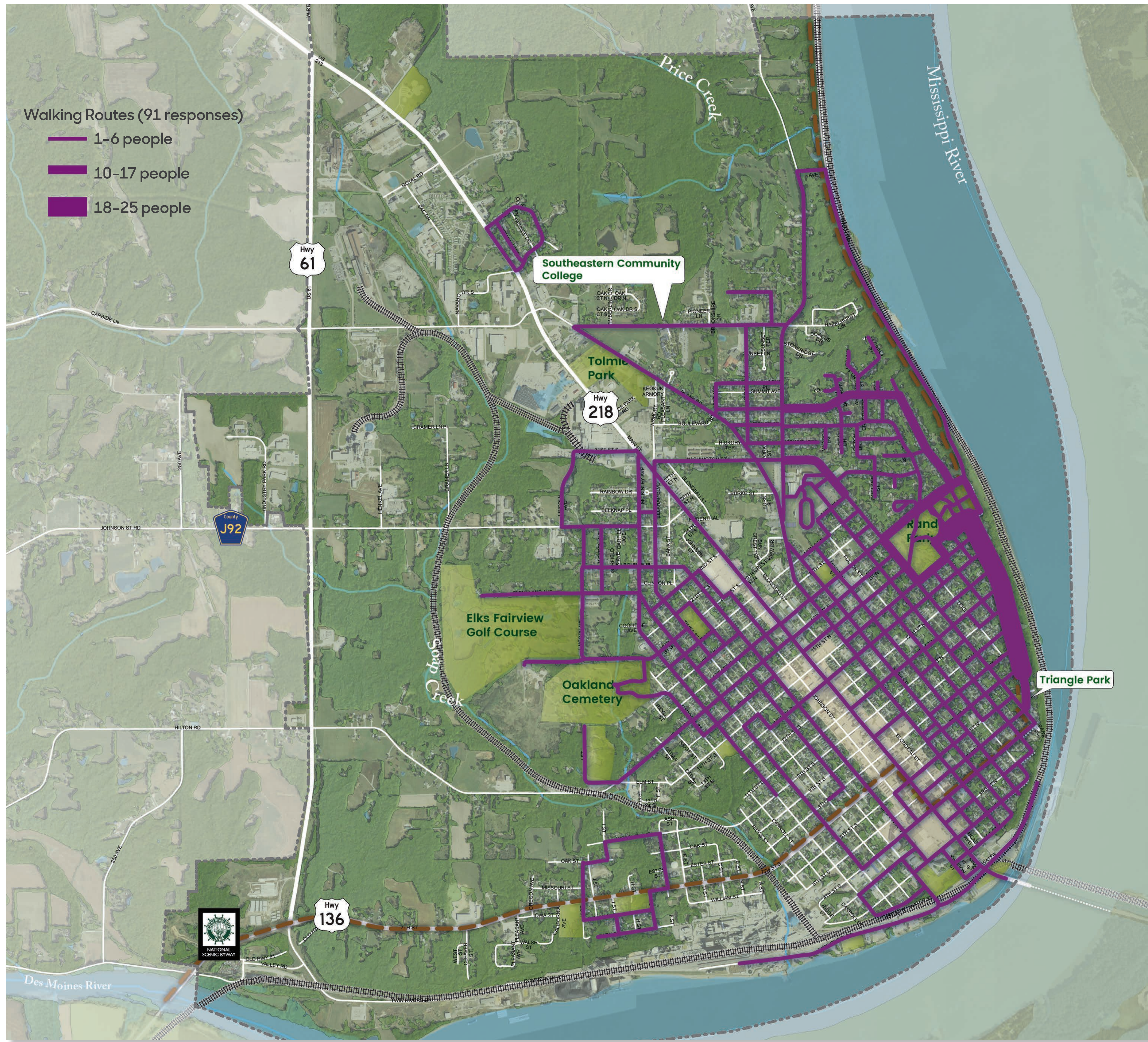
Keokuk Commuting Routes

Transportation Behavior and Needs Survey

Julia Badenhop, Sandra Oberbroeckling, Britney Markhardt, Chad Hunter

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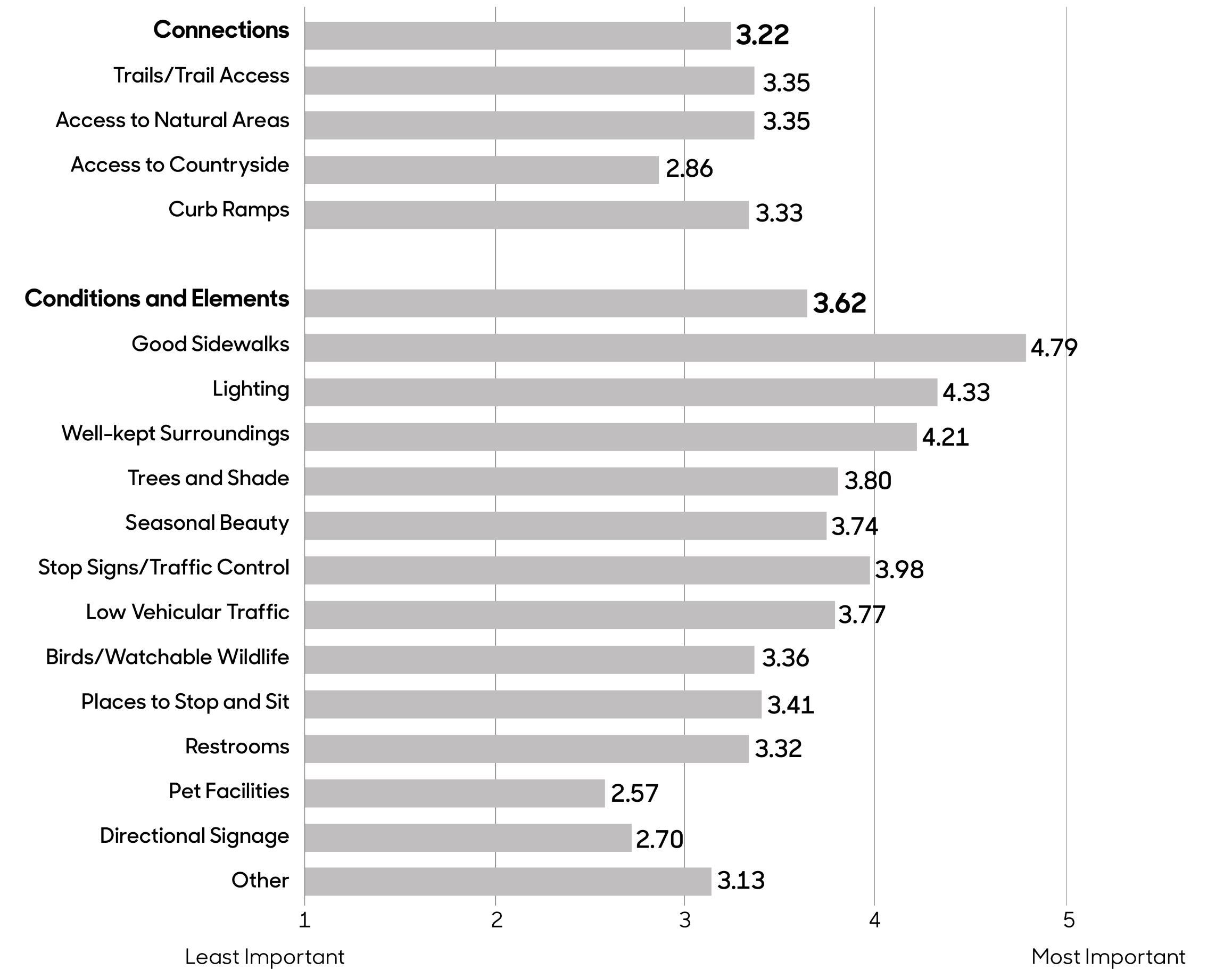
Map Source: Iowa Department of Natural Resources, "Natural Resources Geographic Information Systems Library," <http://www.igsb.uiowa.edu/nrgislib/>.

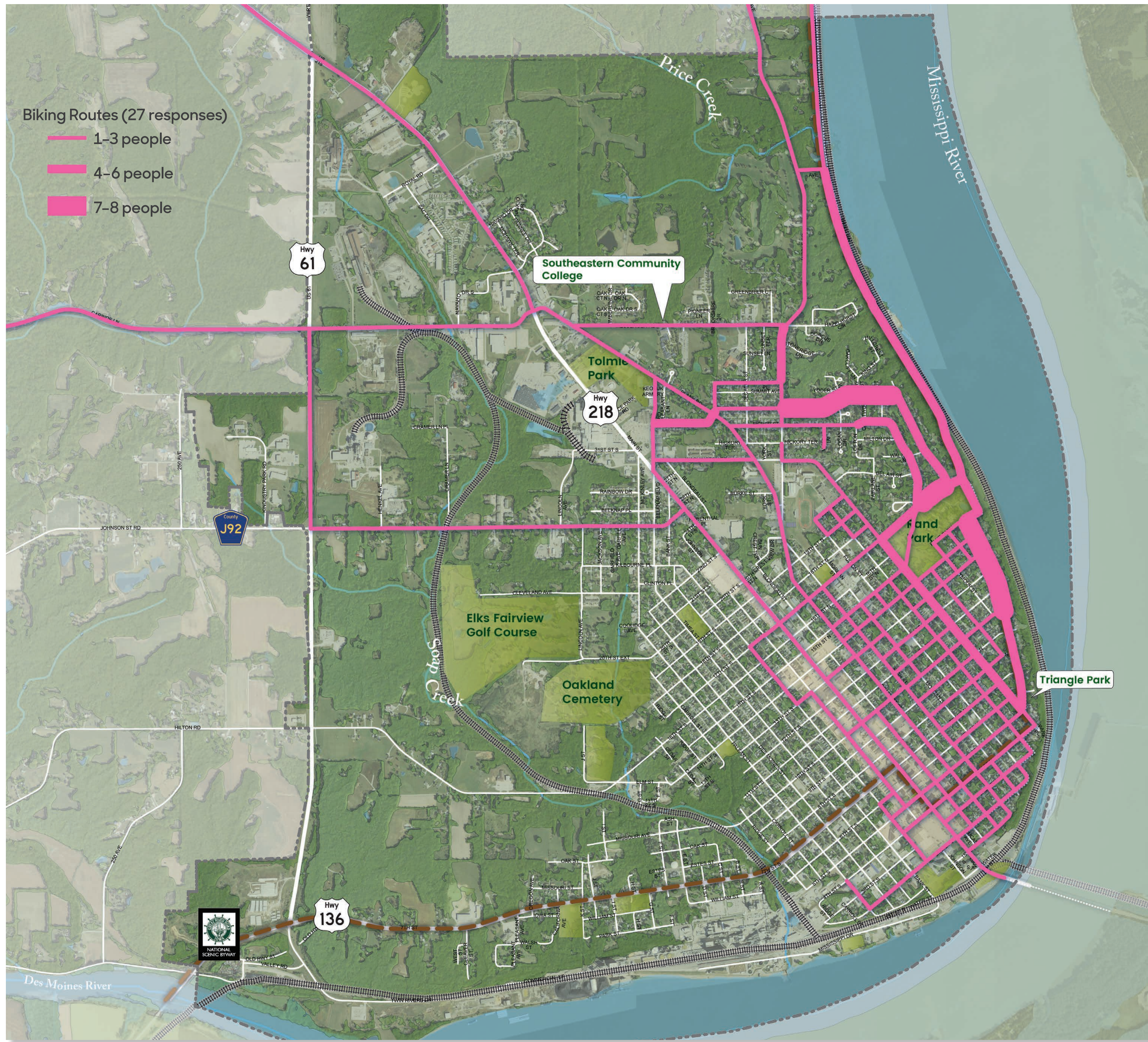
Where They Walk

This map shows the walking routes identified by 91 survey respondents. The frequency that the routes are used is depicted by their width, with the routes used most often being the thickest. Grand Avenue is the most popular walking route among survey respondents. People also enjoy walking in Rand Park. Walkers also use N 17th Street, Boulevard Road, and River Road somewhat frequently. People walk on a number of residential streets, and along the water front on Mississippi Drive and N Water Street.

Why They Go That Way

On a scale of 1 to 5, with 5 being the most important, survey participants ranked the characteristics and features that made their walking experience better. These features are categorized as either "connections" or "conditions and elements." Keokuk participants consider conditions/elements to be more important than connections, with mean values of 3.62 and 3.22, respectively. In terms of connections, access to trails and access to natural areas are most significant, each with a mean value of 3.35. Good sidewalks (4.79) are the most important condition/element to walkers, followed by lighting (4.33) and well-kept surroundings (4.21). Stop signs/traffic control (3.98), trees and shade (3.80), low vehicular traffic (3.77), and seasonal beauty (3.74) also affect walkers' route choices.





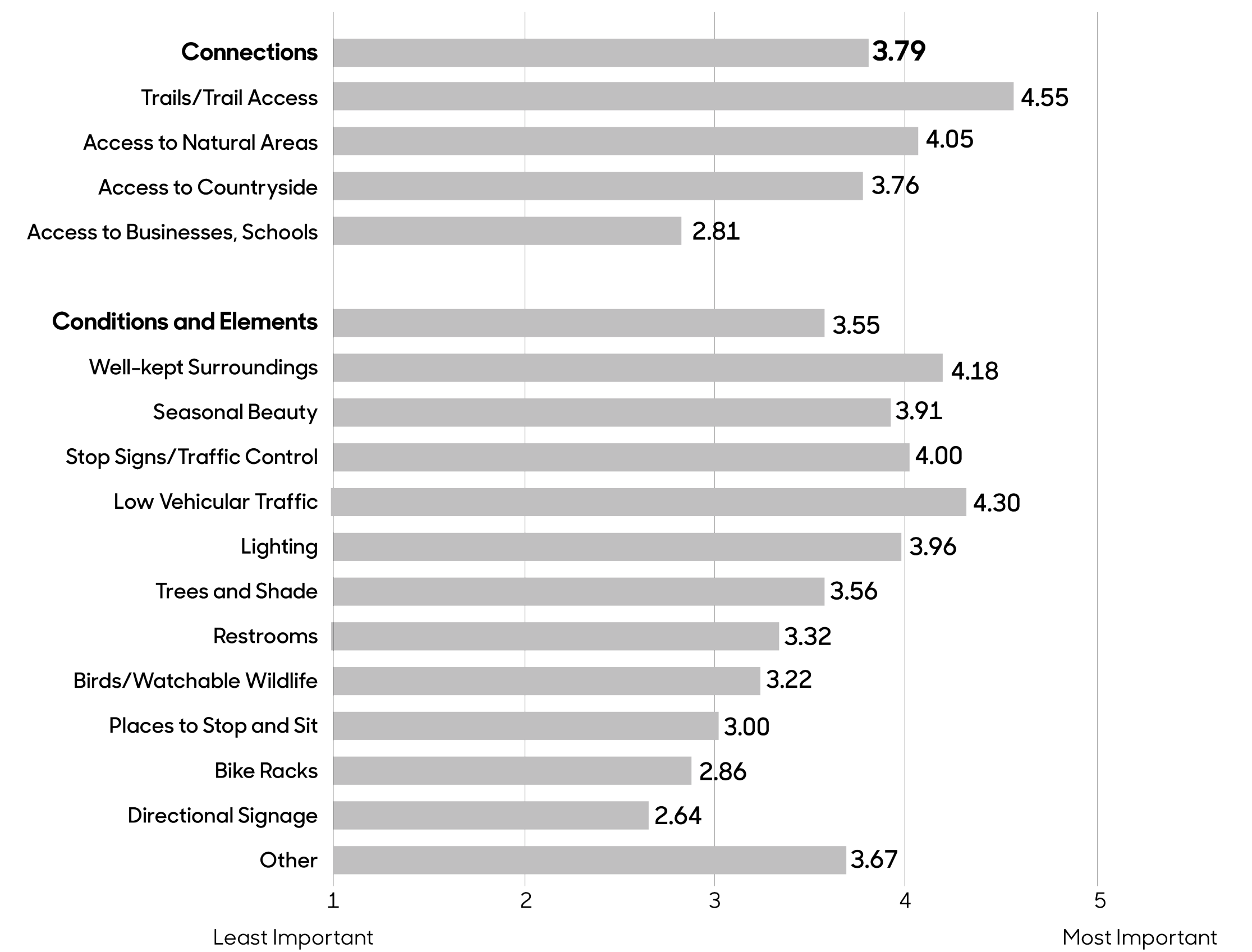
Map Source: Iowa Department of Natural Resources, "Natural Resources Geographic Information Systems Library," <http://www.igsb.uiowa.edu/nrgislib/>.

Where They Bike

This map shows the biking routes identified by 27 survey respondents. The frequency that the routes are used is depicted by their width, with the routes used most often being the thickest. Cycling routes are similar to those of walkers, including along city streets such as Grand Avenue, N 17 Street, River Road, and Boulevard Road, as well as in Rand Park. Park Lane, Middle Road, and Orleans Avenue are also frequented by cyclists. Some people bike out of town via Highway 218, Carbine Road, and County Road J92.

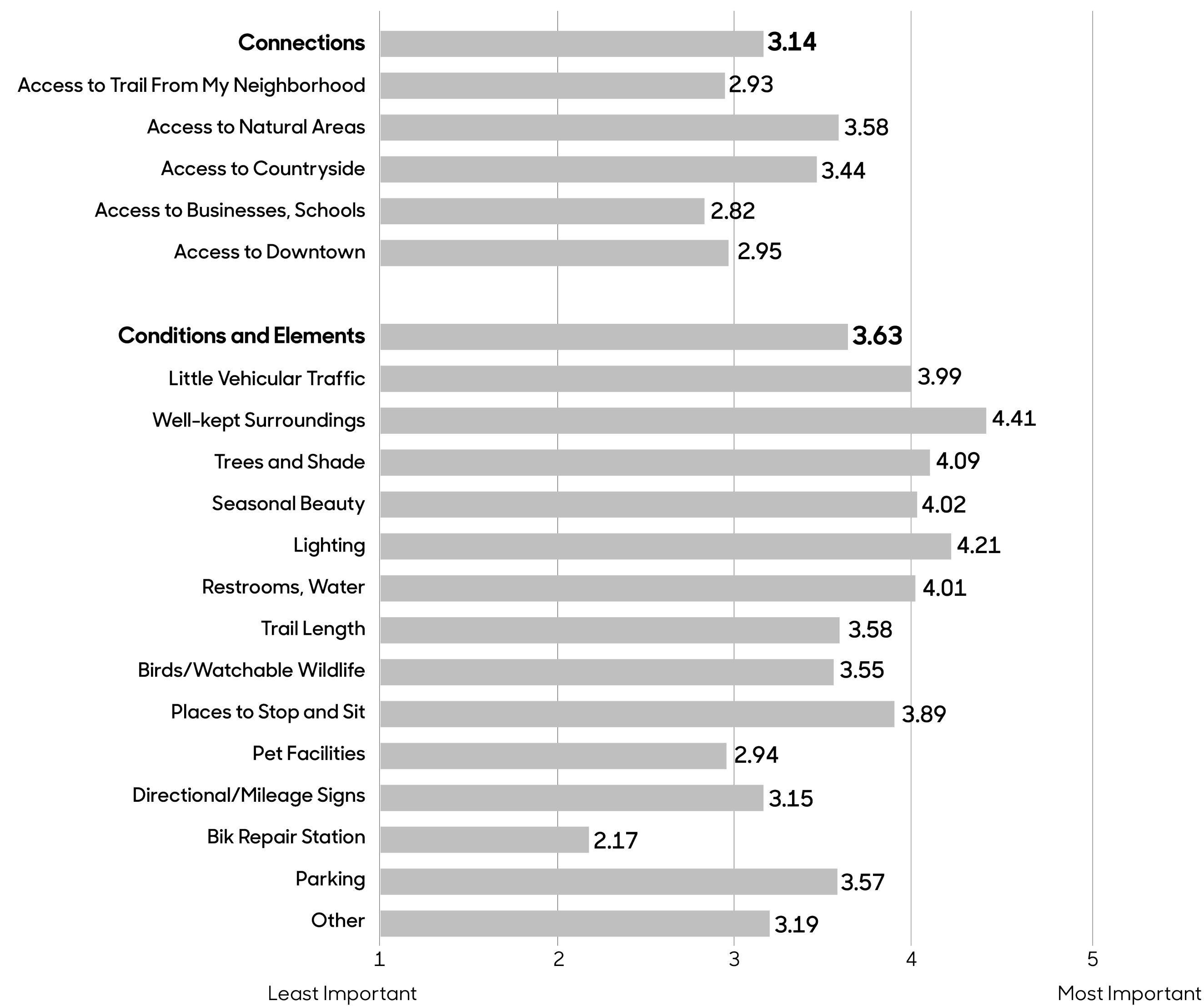
Why They Go That Way

On a scale of 1 to 5, with 5 being the most important, survey participants ranked the characteristics and features that made their biking experience better. These features are categorized as either "connections" or "conditions and elements." Keokuk participants consider connections more important than conditions/elements, with mean values of 3.79 and 3.55, respectively. Access to trails is most important connection to survey respondents with a mean value of 4.55. In terms of conditions/elements, low vehicular traffic is a significant factor (4.30), followed by well-kept surroundings (4.18), stop signs/traffic control (4.00), lighting (3.96), and seasonal beauty (3.91). Other factors, such as the quality of the roads, are also of significance (3.67).



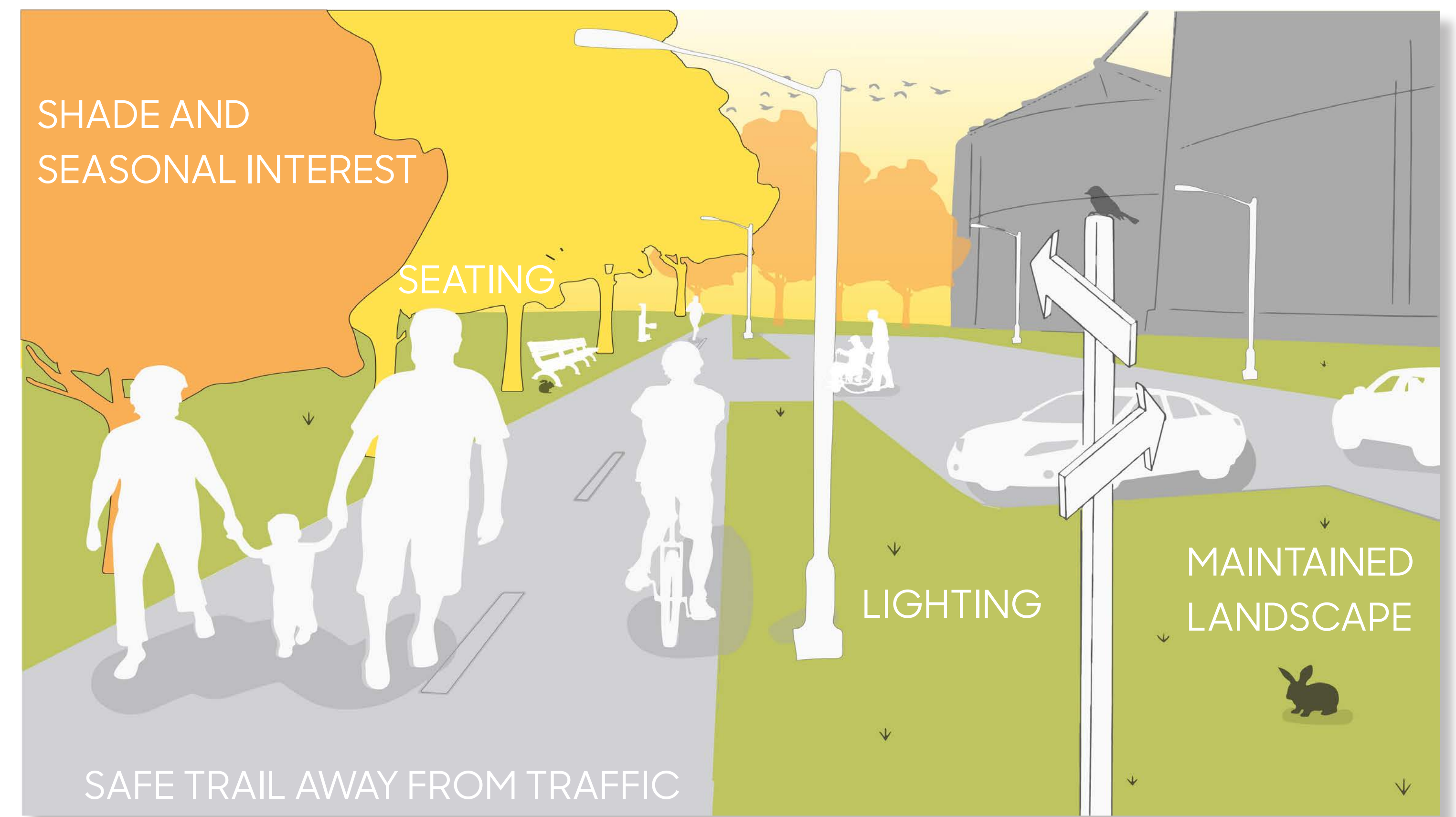
Desired Trail Features

Trails are off-street paths that are paved or unpaved and can be used by pedestrians and cyclists. On a scale of 1 to 5, with 5 being the most important, survey participants ranked the characteristics and features that made their trail experience better. Like the bike route features, they are categorized as either "connections" or "conditions and elements." Conditions/elements are more important to Keokuk trail users than connections, with mean values of 3.63 and 3.14, respectively. Access to natural areas is the most important connection among trail users, with a mean value of 3.58. In terms of conditions/elements, well-kept surroundings (4.41) is most important, followed by lighting (4.21). Trees and shade (4.09), seasonal beauty (4.02), access to restrooms/water (4.01), little vehicular traffic (3.99), and places to stop and sit (3.89) are also valued by trail users.



"[Keokuk needs] mixed-use trails for walking, bikes, and electric micro mobility, [and] charging stations for electric mobility."

"There are more and more people riding e-bikes...in Keokuk. [It] would be a great community asset if there were bike trails—from Main St out Hilton Rd to the US 61 bypass...also down to the riverfront."



Keokuk Desired Trail Features

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