

Asset: City Ball Park



Barrier: Flooding Issues on Pine Street Gravel



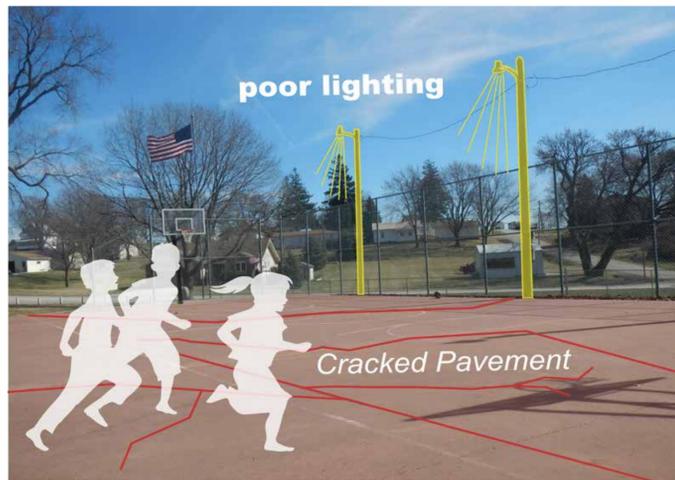
Asset: Massena City Park



Barrier: No Sidewalk on Main Street



Asset: Old Rail Line



Barriers: Bad Equipment in City Park

What Factors Affect Transportation in Massena?

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 Massena 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 Massena'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 Massena residents with different transportation needs to participate in focus groups. A total of 50 residents attended Massena's workshop. Participants were separated into five user groups and the Massena 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.



Mobility Impaired

(7 participants): This user group is directly affected by accessibility barriers such as high curbing and uneven sidewalks that make it difficult to operate mobility-aiding equipment effectively. Handicapped parking, curb ramps, and smooth surfaces are critical transportation features.



Older Adults

(9 participants): Accessibility—both in terms of physical access and proximity—is a major concern for this user group. Because some people in this user group do not or are unable to drive, having goods and services within walking distance is important.



Youth

(11 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 destinations on foot or via bicycle and having goods and services within walking distance.



Parents

(6 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.



Steering Committee

(10 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.