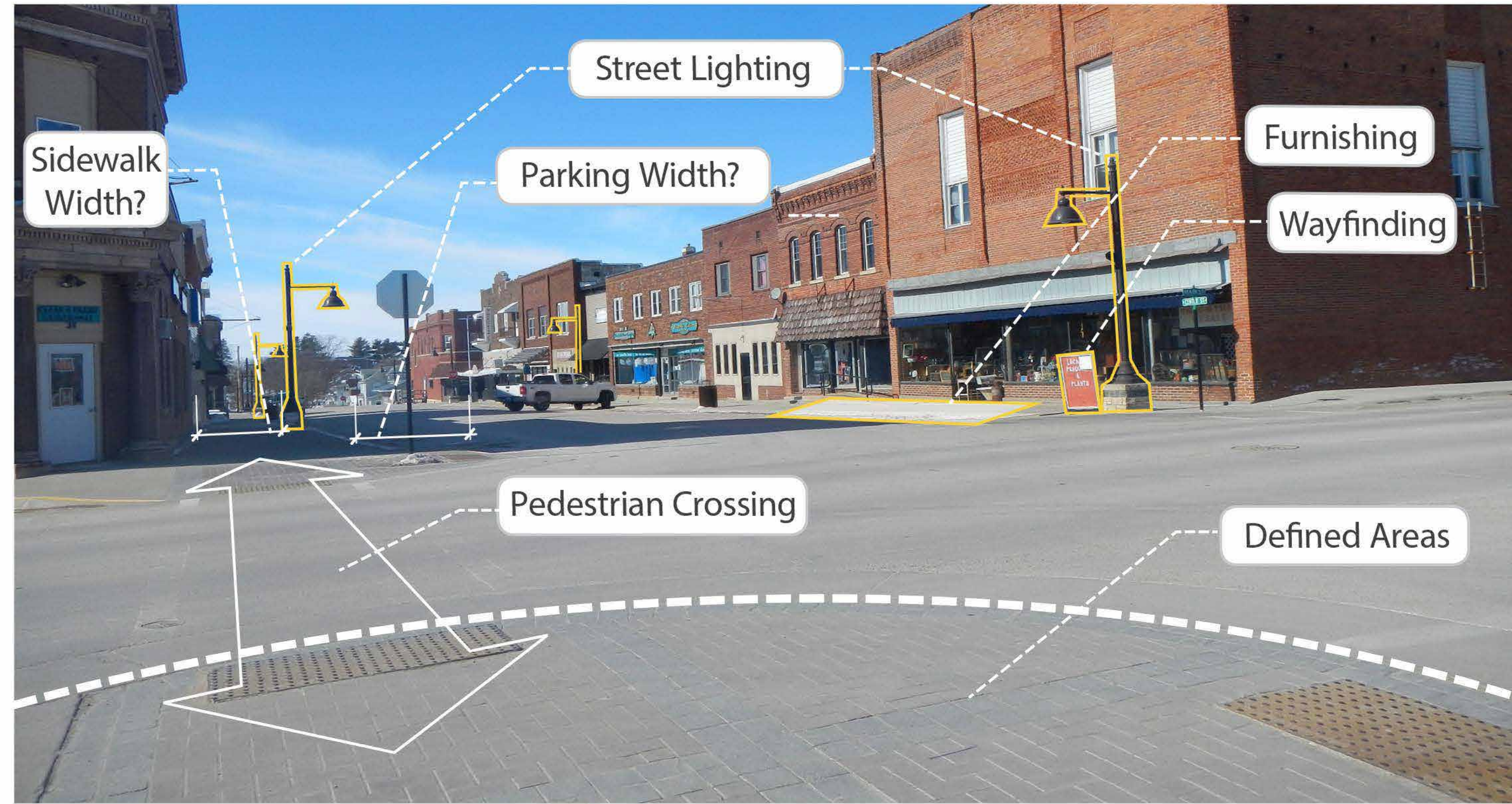*Elements of a Complete Street*

Downtown Monona Streetscape Components

What Factors Affect Transportation in Monona?

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 wanted to find out which factors and conditions affect transportation use in Monona, 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 Monona's transportation system works, we used 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 Monona residents with different transportation needs to participate in focus groups. A total of 50 residents attended Monona's workshop. Participants were separated into four user groups and the Monona visioning committee.

Actives (14 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 (13 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 (8 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 (7 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 (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.

Monona
Transportation Assets and Barriers | Overview

Iowa Department of Transportation   Trees Forever   ISU Landscape Architecture Extension   ISU Extension Community and Economic Development

IOWA'S LIVING ROADWAYS
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TAB 3a