

Why Do A Survey?

The survey gives the visioning steering committee 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 and photo-mapping 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 and behaviors, needs and desires of University Heights residents. Surveys were mailed to 400 randomly selected residents living in University Heights 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.

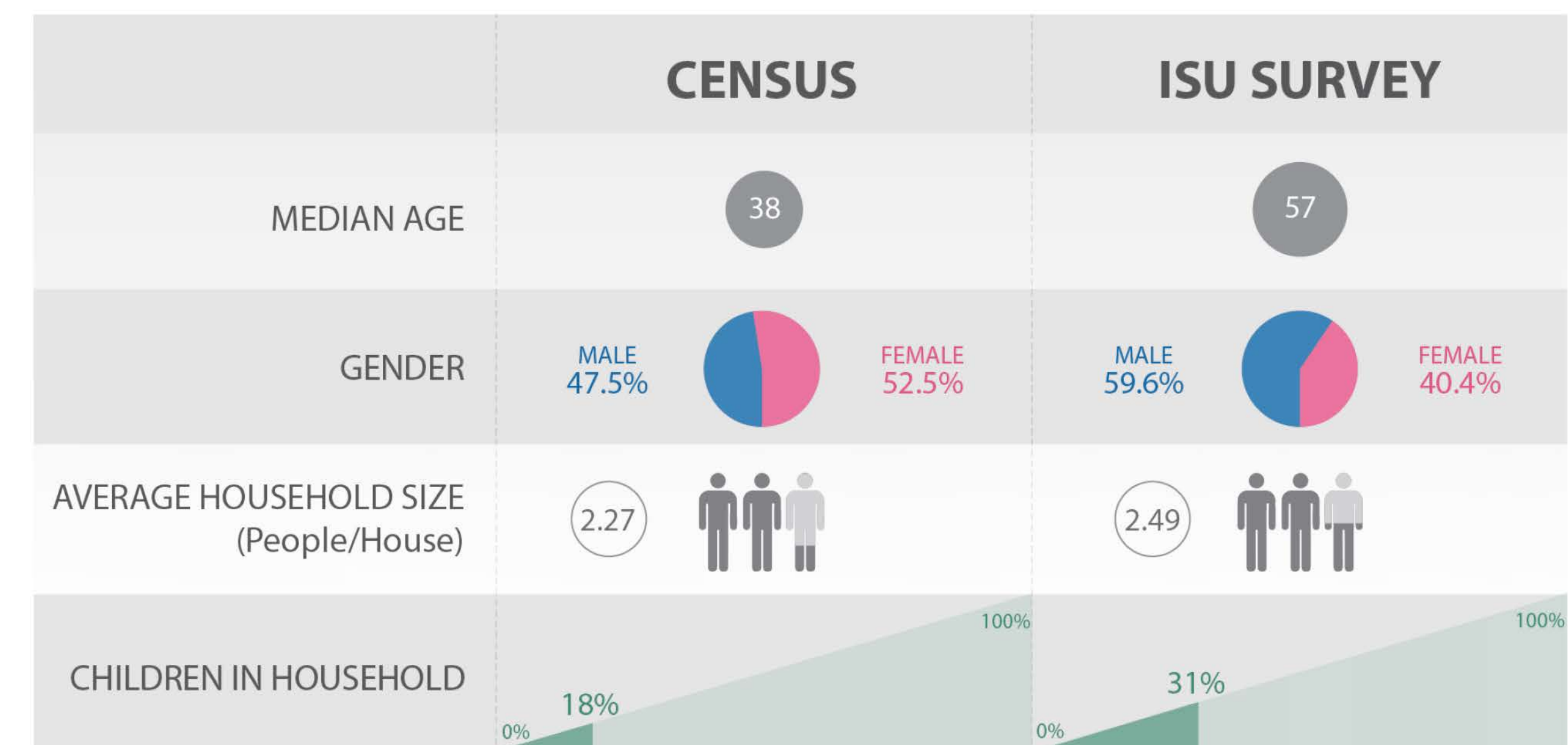
With adjustments for ineligible respondents (e.g., incorrect addresses, no longer living in the community), the final sample size was 338. A total of 165 people returned surveys, for a response rate of 48.8%. (A response rate of 20% is considered valid.)

What Did We Find Out?

We asked survey recipients what routes they used most often for going to work, walking, biking, and running. We also asked whether or not residents would like a recreation trail and where they think it should be. 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 University Heights. This series of boards summarizes the results of the survey as follows:

- Willingness to Help
- Enhancement Priorities
- Commuting Routes
- Walking Routes
- Biking Routes
- Running Routes
- Desired Trail Routes
- Popular Parks

How Did We Do?

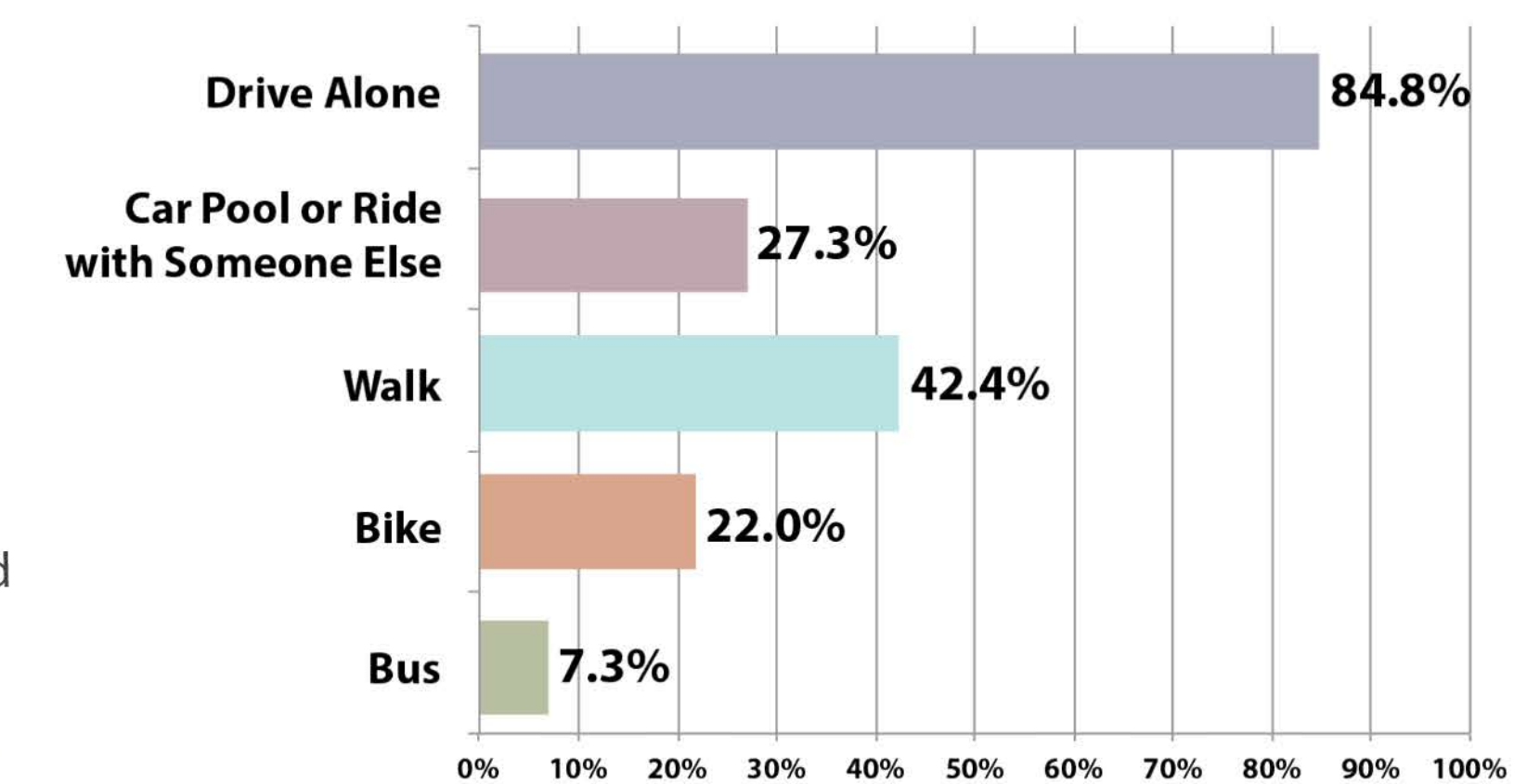


Source: US Census Bureau, 2010–2014 American Community Survey Five-Year Estimates.

The demographics of the respondents are somewhat different from those obtained from the 2014 American Community Survey Five-Year Estimate. For example, the survey respondents' median age of 57 is significantly older than the 2014 estimated average age for University Heights residents of 38. In terms of gender, males are somewhat overrepresented in the survey sample. The number of children in the household of the survey sample is nearly twice as high as that of the 2014 estimated average; the average household size is also somewhat higher.

How Do University Heights Residents Travel?

Most residents drive to destinations such as the grocery store, the post office, school, and church (84.8%), and less than 30% car pool. More than 42% of residents walk, while 22% bike. More than 7% of respondents take the bus.



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%.

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